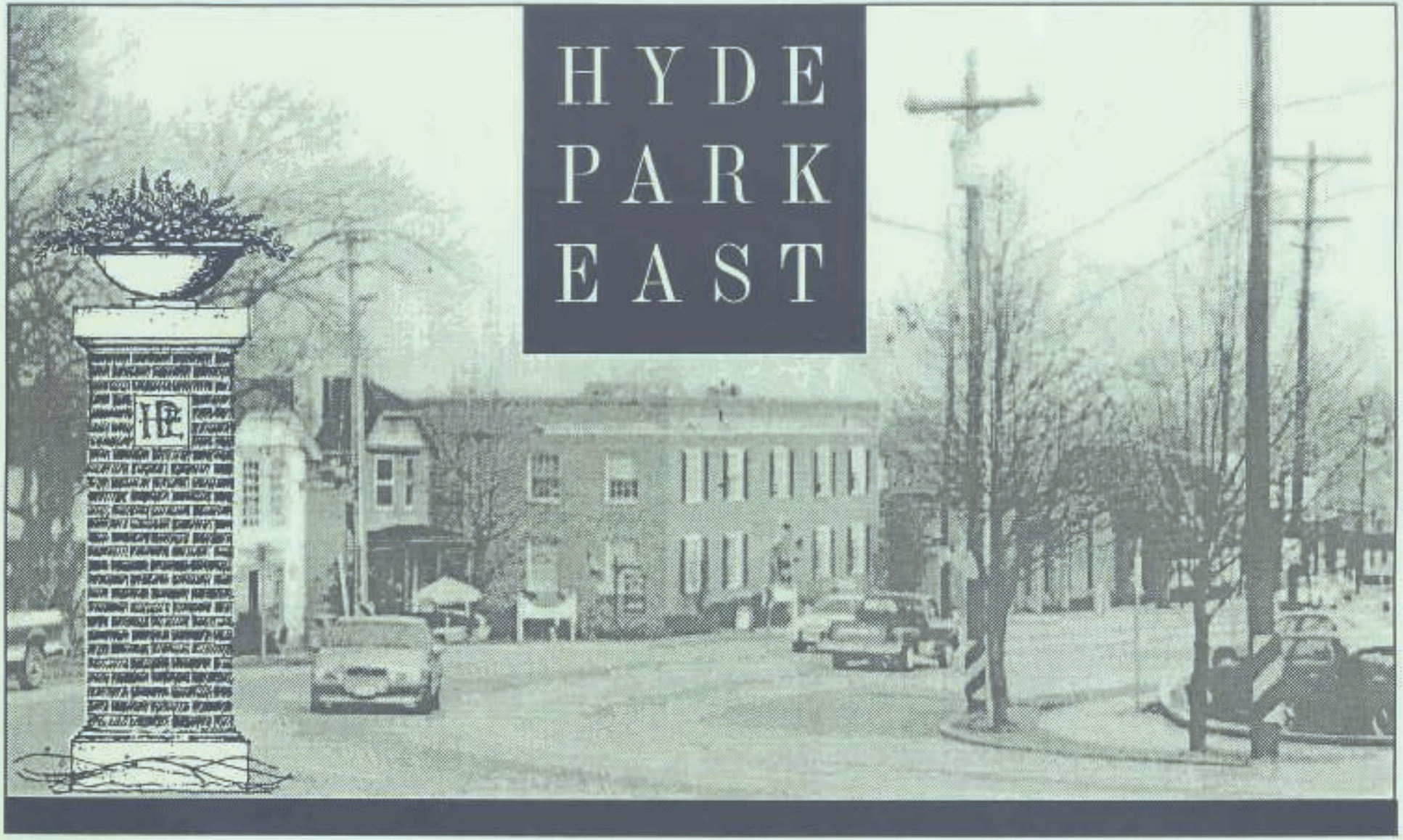
HYDE PARK EAST



January 17, 1997

Draft Version

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 purpose of this urban design plan is to establish a clear set of policy guidelines and implementation strategies that direct the future of the Hyde Park East Neighborhood Business District (NBD). The district is located in the Hyde Park Community, in the east central portion of the city of Cincinnati. Hyde Park East has an upper income population, who are predominately Caucasian, and represent a cross section of ages.

The business district includes the business zoned properties along Erie Avenue from Victoria Avenue northeast to Saybrook Avenue and the Ravenwood Apartments and the "Common." The district contains many residential buildings converted to commercial uses. Most of the buildings are in sound condition or have only minor deficiencies.

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

The strategies include installing decorative pylons, pavers, directional signs and lighting; improving building facades and the visibility of parking lots through more directional signage; reducing the speed of traffic throughout the district; replacing damaged trash cans and trees; creating a focal point at the "Common"; initiating zone changes requests; coordinating cooperative advertising programs, conducting small business round tables and annual general clean up days.

The policies include limiting signs to one square foot per linear foot of property frontage; encouraging visually open storefronts and up lighting; installing pavers; promoting shared parking; restricting development to village size and preserving the linear continuity of the buildings on Erie Avenue.

The Hyde Park East Task Force, established to prepare this plan, guided the planning process. Additional community input was sought via business and customer surveys, brainstorming sessions, mailings and presentations.

The implementation plan provides estimated costs and possible funding for each strategy. The Hyde Park Business Association, who has the mission of advocating and implementing improvements within the district, will have primary responsibility for the implementation of this plan.

HYDE PARK EAST NBD URBAN DESIGN PLAN
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The Hyde Park East Neighborhood Business District (NBD) Urban Design Plan establishes a clear set of goals and objectives that will direct the future of the business district. In addition, this urban design plan provides the following information:

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

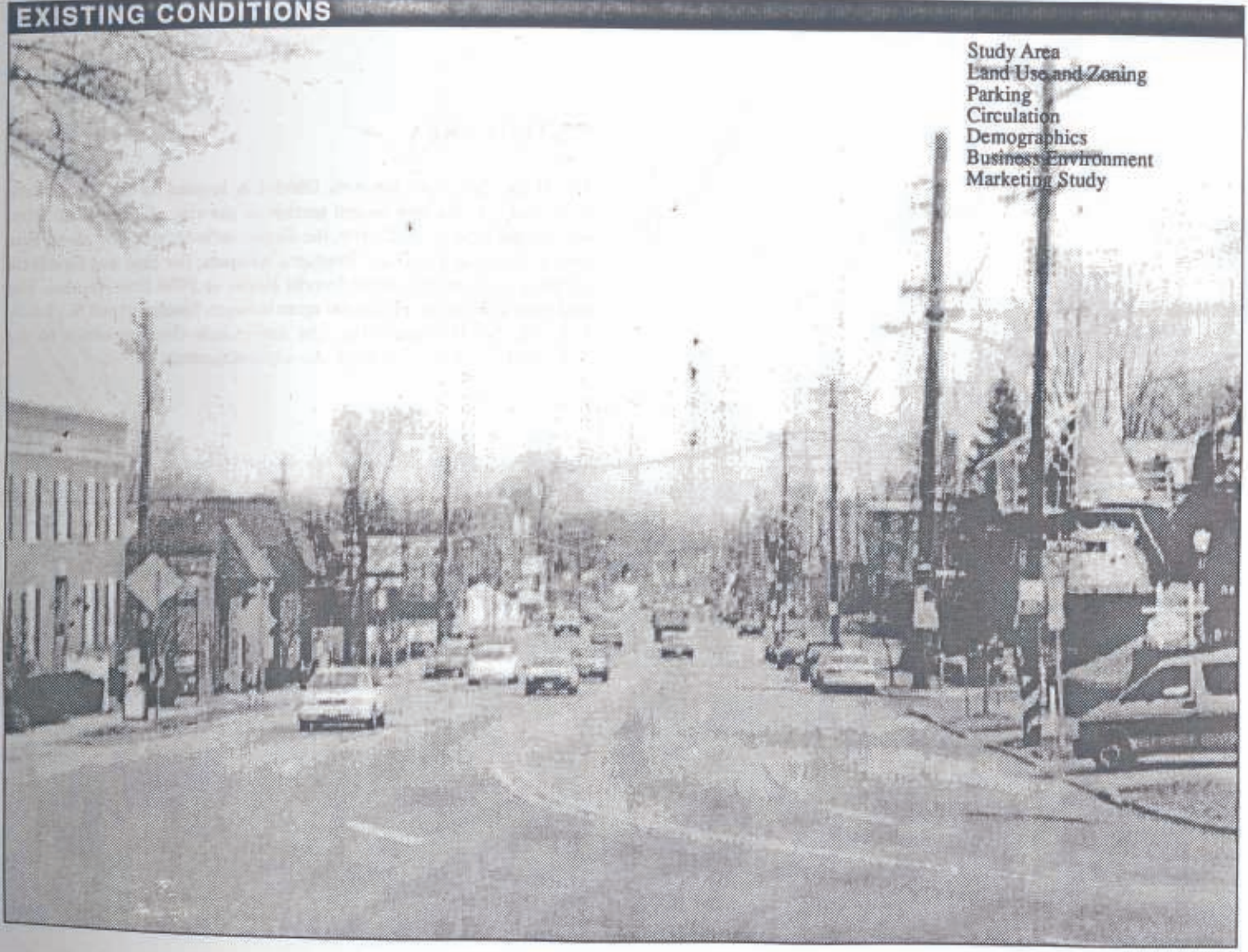
In 1992, the Hyde Park Business Association submitted a community budget request (CBR) to the city administration requesting the development of a plan for the Hyde Park East business district. The primary reason for the initiation of this plan was the need to maintain a visually cohesive and distinct business district.

In 1994, the City Planning Department and the Department of Neighborhood Housing and Conservation (now called Neighborhood Services) with the Hyde Park Business Association began developing a strategic plan. Goals, objectives and strategies were identified and ranked during a planning process obtained from a consensus among businesses, property owners and City staff. The process included: establishing a planning task force; analyzing existing conditions; determining relevant policies identified in previous plans; soliciting participation from business and property owners via surveys and group discussions; identifying and ranking issues; and developing implementation strategies. The task force consisted of business and property owners, residents and representatives from the Hyde Park Community Council (See Credits.) During the strategic planning process the task force determined that an Environmental Quality Urban Design (EQ-UD) district was necessary to maintain the existing character of the district. The establishment of an EQ-UD district requires the preparation of an urban design plan. This plan incorporates the strategies developed during the strategic planning process.

The task force obtained community input through surveys, mailings and meetings. Business and consumer surveys were prepared and distributed by the task force members to business owners and customers to obtain opinions regarding various issues within the district. Twenty-four business surveys and 51 customers' surveys were returned. In October 1996, the proposed goals, objectives, strategies and policy guidelines, referred to as the "Nuts and Bolts" were mailed to each of the property owners and business managers within the district. A public meeting and presentation to the Hyde Park Neighborhood Council followed this mailing. See Appendix A for the letter of support from the Hyde Park East Business Association. The "Nuts and Bolts" is the framework of this urban design plan.

In summary, this urban design plan, a collaborative effort between city staff and the Hyde Park Community, is a guide for future development. It provides for the compatibility of land and structures and protects the quality of the urban environment.

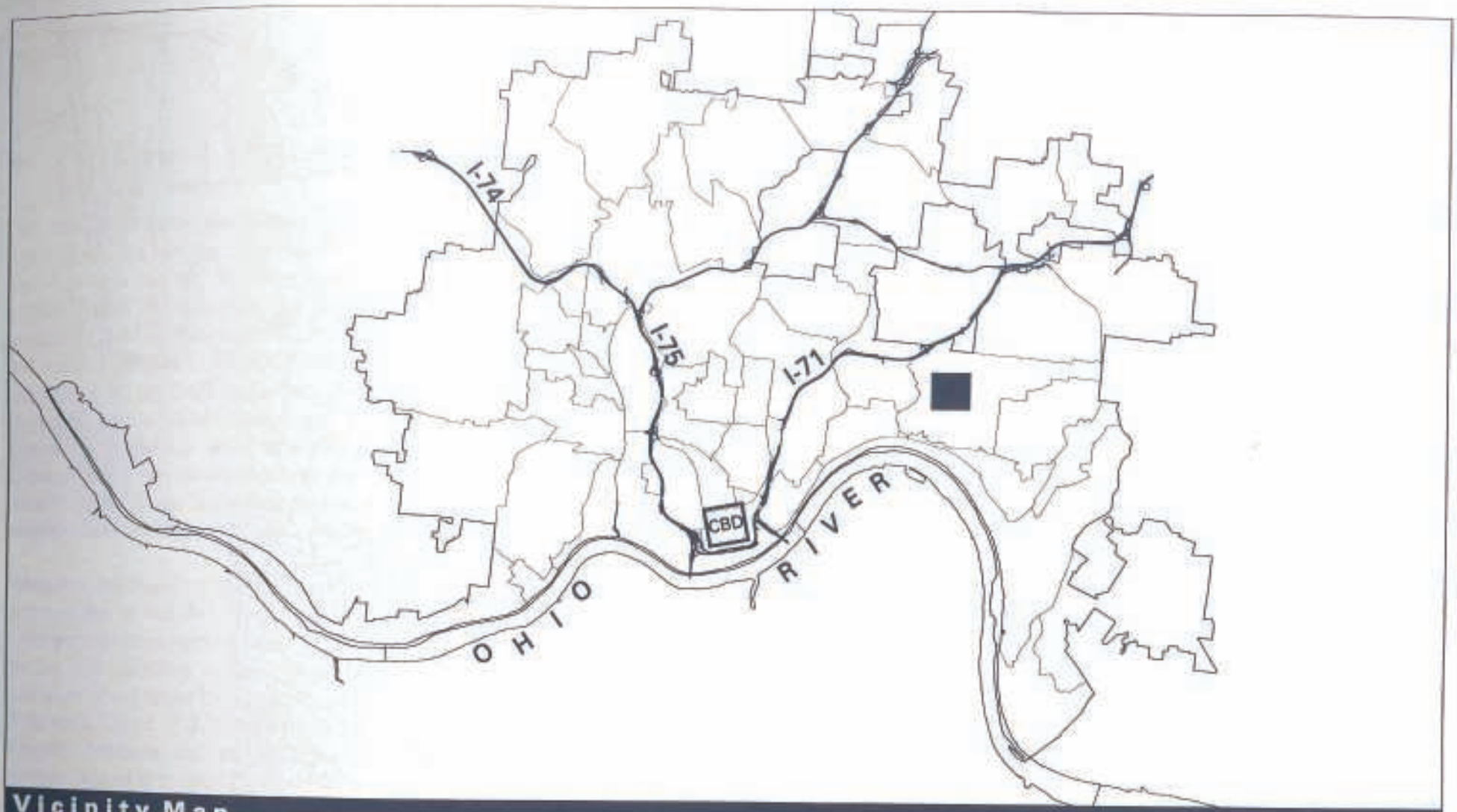
EXISTING CONDITIONS



Study Area
Land Use and Zoning
Parking
Circulation
Demographics
Business Environment
Marketing Study

▶ STUDY AREA

The Hyde Park East Business District is located in the Hyde Park community, in the east central section of the city of Cincinnati (See vicinity map.) More specifically, the district includes property along Erie Avenue between Tarpis and Pinehurst Avenues, the Erie and Saybrook Avenues intersection and the Dupree House at 3939 Erie Avenue. The study area includes the residential areas between Pinehurst and Saybrook Avenues. See Boundary Map. The district is in close proximity to the Oakley, Madisonville and Mt. Lookout communities.



Vicinity Map

Legend

Hyde Park East Study Area

0 5000 10000 20000

Scale: 1"=10,000'

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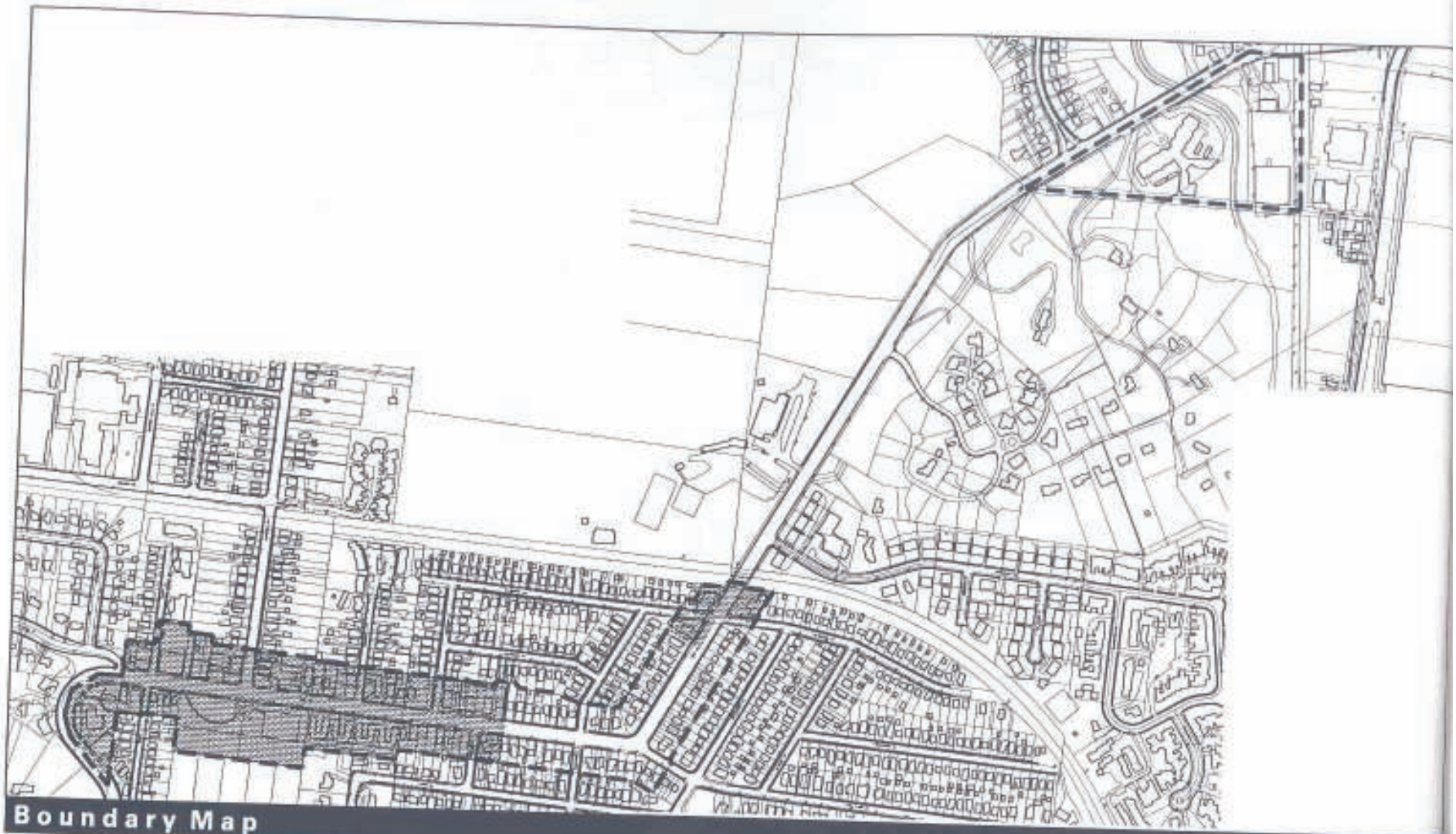
HYDE PARK EAST



Boundary Map

Legend

Urban Design Study Area

Neighborhood Business District
Urban Design Plan Boundary

0 50 100 200 400

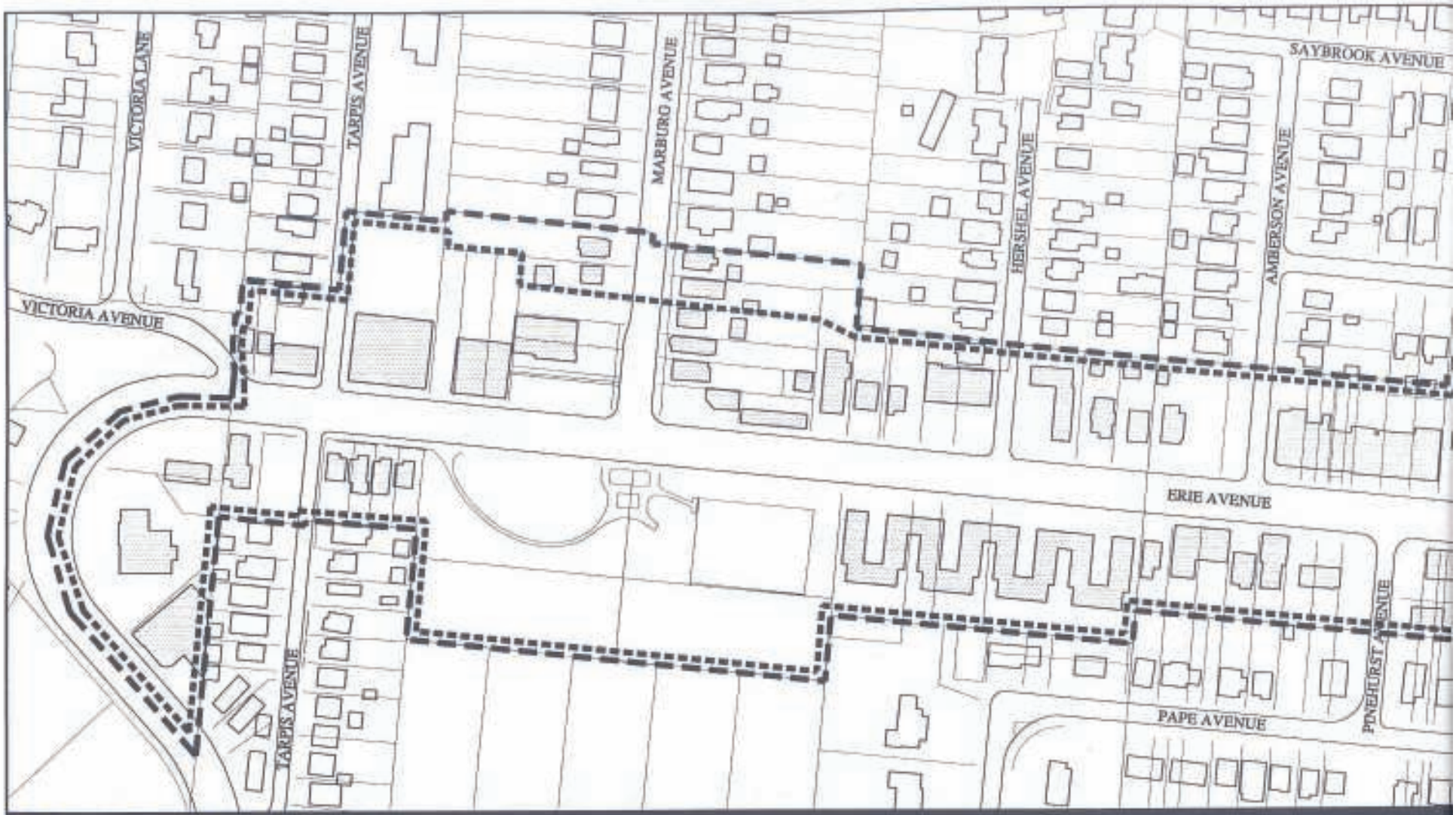
HYDE PARK EAST

LAND USE AND ZONING

The district became established in the early to mid-20th century. See Appendix B for history. The district, containing ___ acres of land, is not found within the 100 or 500-year floodplain. Thirty-seven commercial buildings with 59 businesses, seven residential buildings, three mixed-use (residential and commercial) buildings and three semi-public buildings are within the district. Only one business is vacant. Of the 61 occupied businesses, 30 are retail and 31 are personal service type businesses. See Appendix C for Land Use Listing. The City Planning Department staff found the buildings were in sound condition, based on a windshield survey. Only a few of the buildings had minor deficiencies. The district is within ½ mile of the Hyde Park Square and close proximity to three other neighborhood business districts - Oakley, Madisonville and Mt. Lookout.

Primarily, the business district is zoned B-2, Neighborhood Business and surrounded by the R-3, Two-Family, residential zone district. The B-2 zone permits uses such as retail, business personal and repair services and eating and drinking establishments. Two areas within the district are zoned to allow more intense type uses than what the community desires: The area zoned B-3, Retail-Wholesale, at the intersection of Erie and Tarpis Avenues and the area zoned B-4, General Business, at the intersection of Erie and Pinehurst Avenues. It is recommended that these two areas, which allow warehouse and automotive related uses, be rezoned to a more restrictive business zone to allow for consistency with most of the business district and . The district also contains a park known as the "Common" in the middle of the district. This property is zoned B-3, Retail-Wholesale. The City Planning Department staff recommends that a zone change study be conducted to determine the appropriate zone that will allow for consistency of business uses along Erie Avenue and at the high traffic intersection, of Erie and Marburg Avenues. There is, however, a consensus that this property should remain a park.

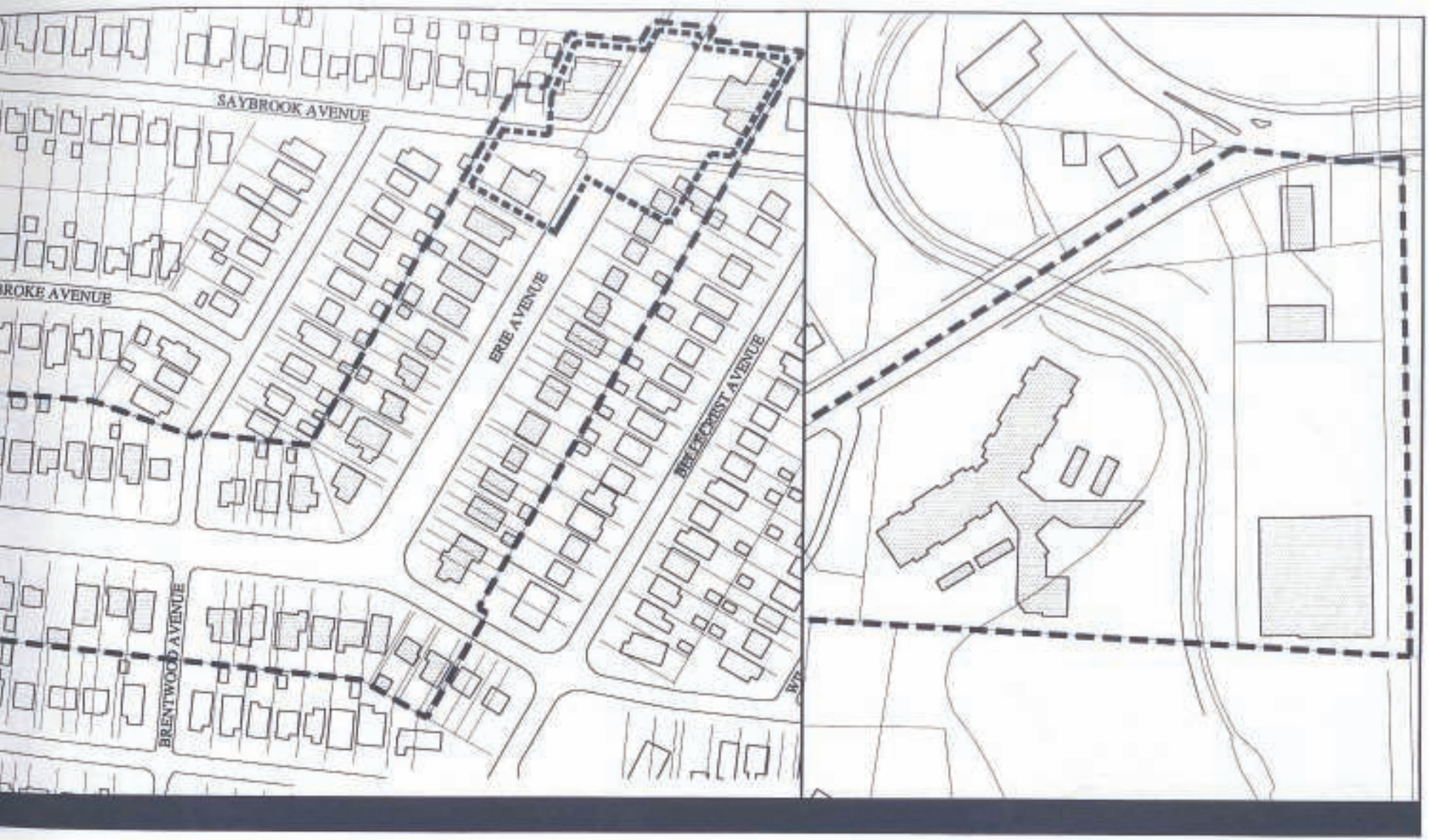
While the City Planning Commission and City Council will approve the Plan, they will only accept the zoning recommendations for future considerations. This by no way implies support for the zone changes recommended in the Plan. The undertaking of a formal zone change process will be necessary.



Enlarged Study Area

Legend

- Urban Design Study Area
- Urban Design Plan Boundary



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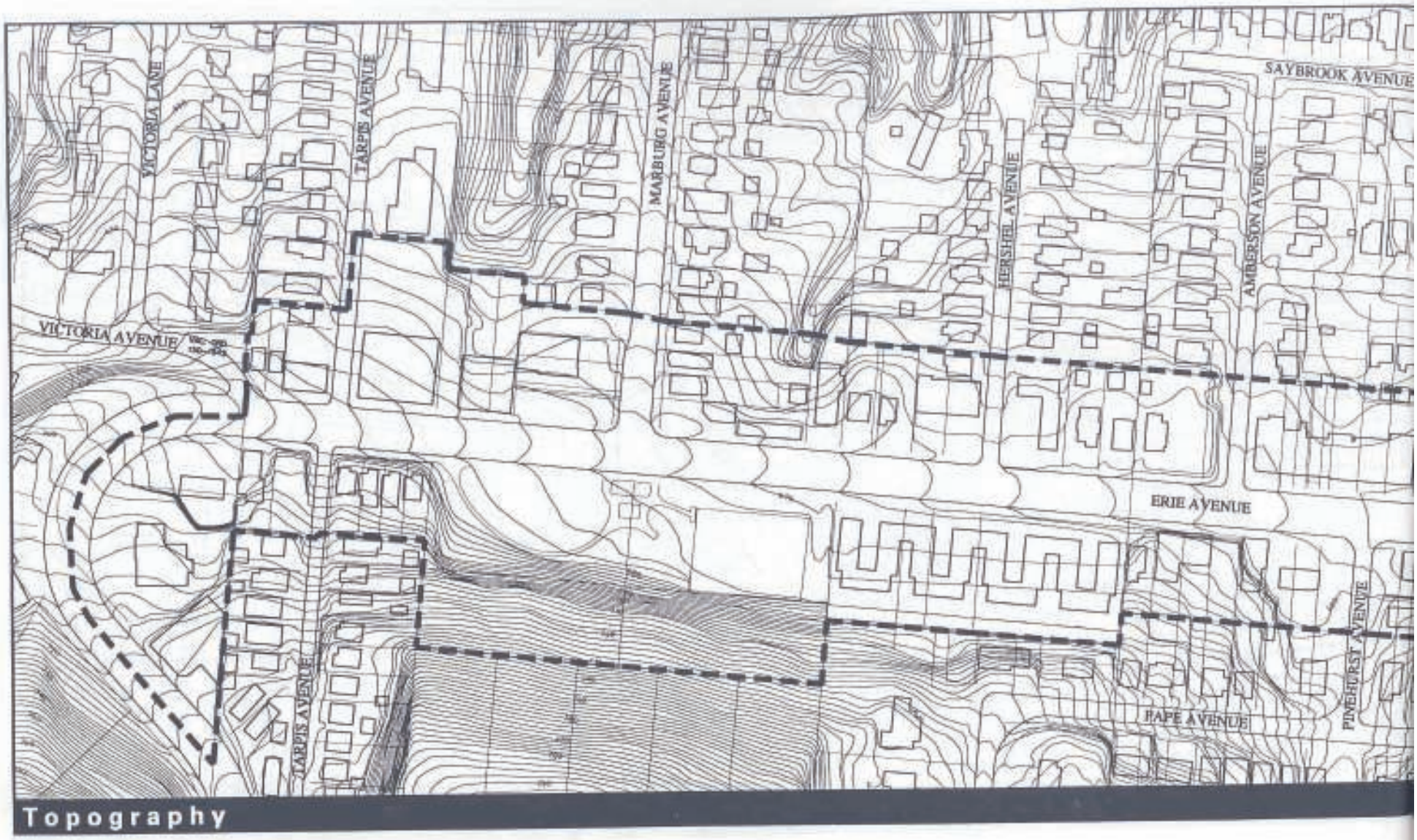
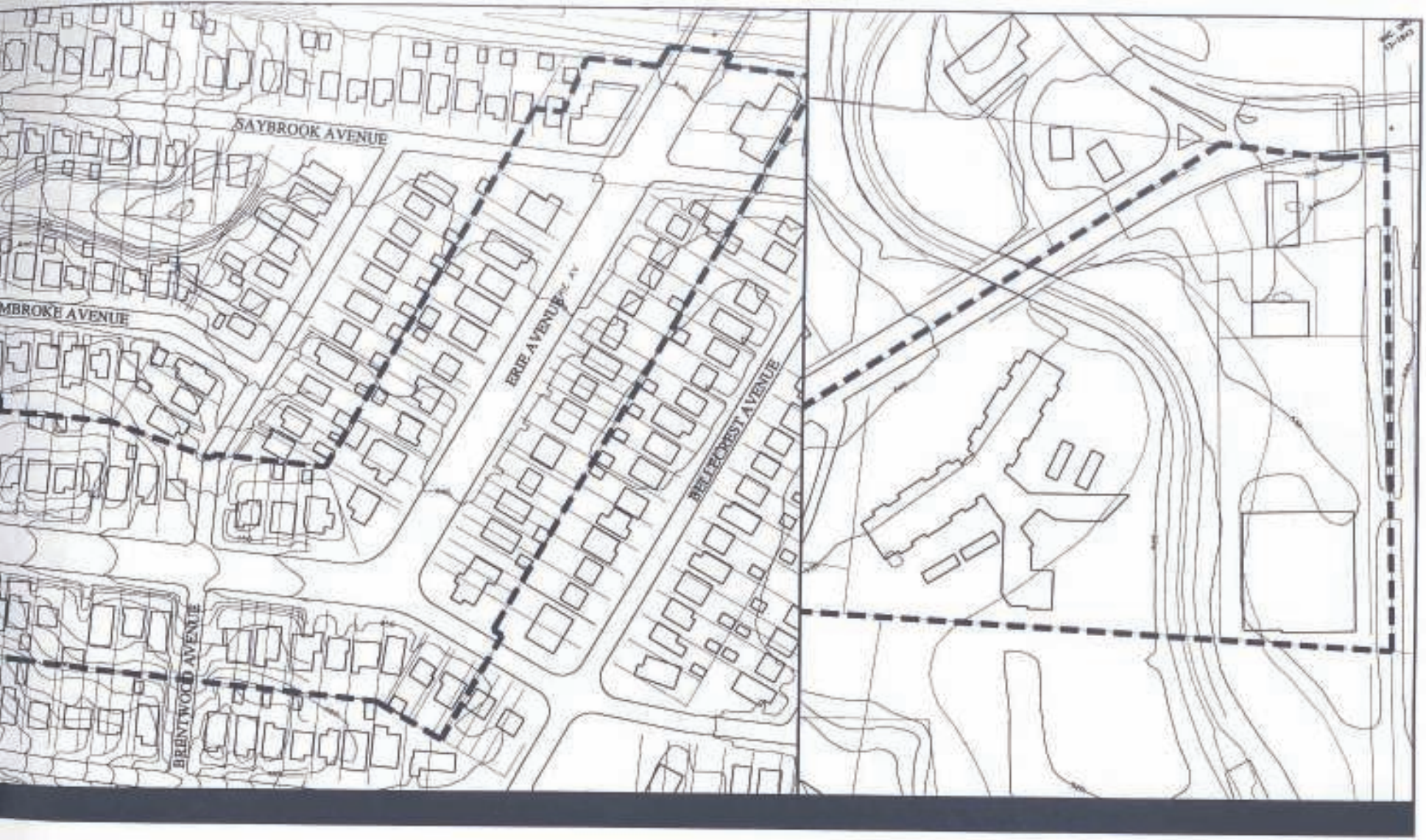
HYDE PARK EAST



Topography

Legend

Urban Design Study Area



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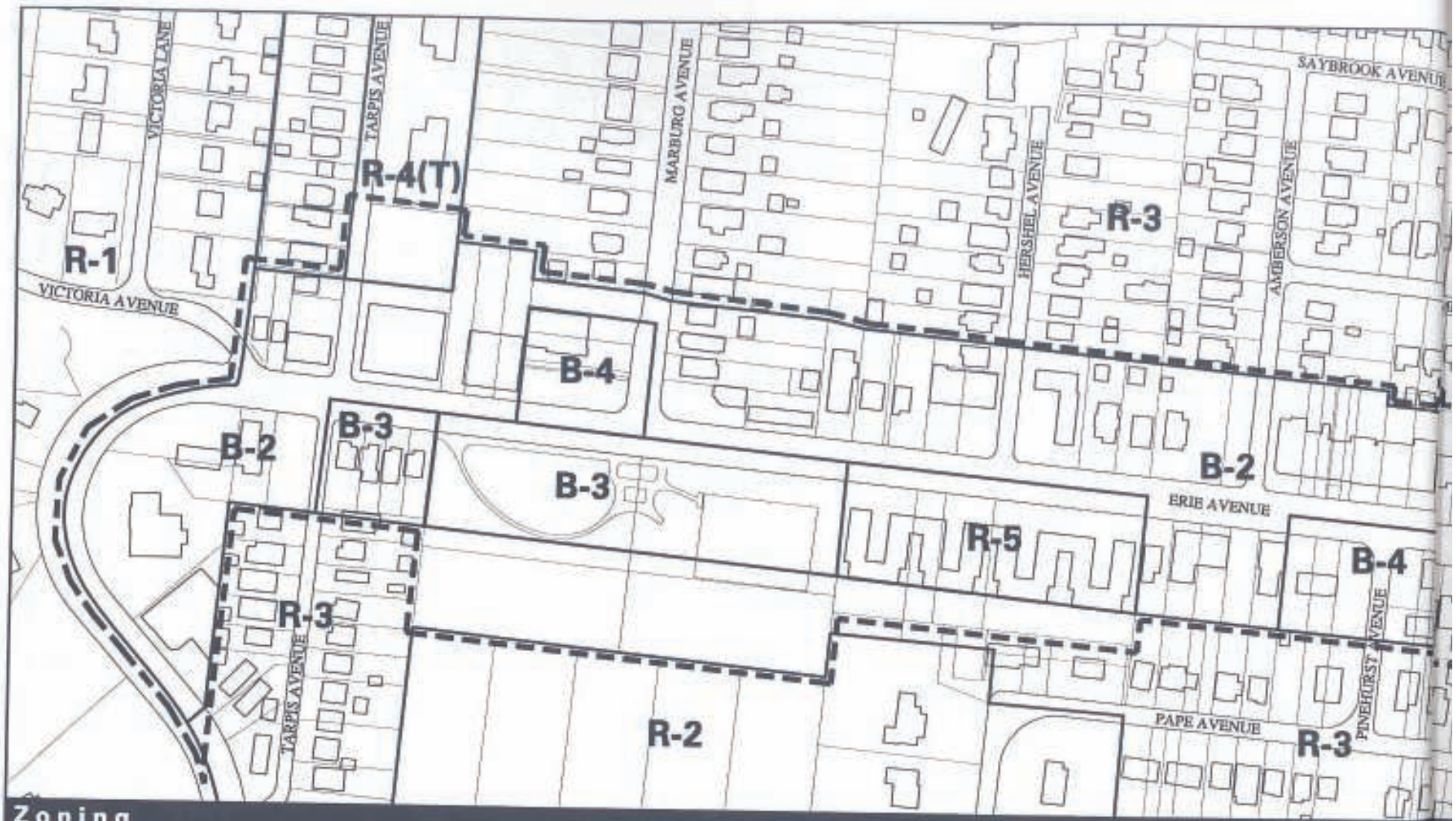
HYDE PARK EAST



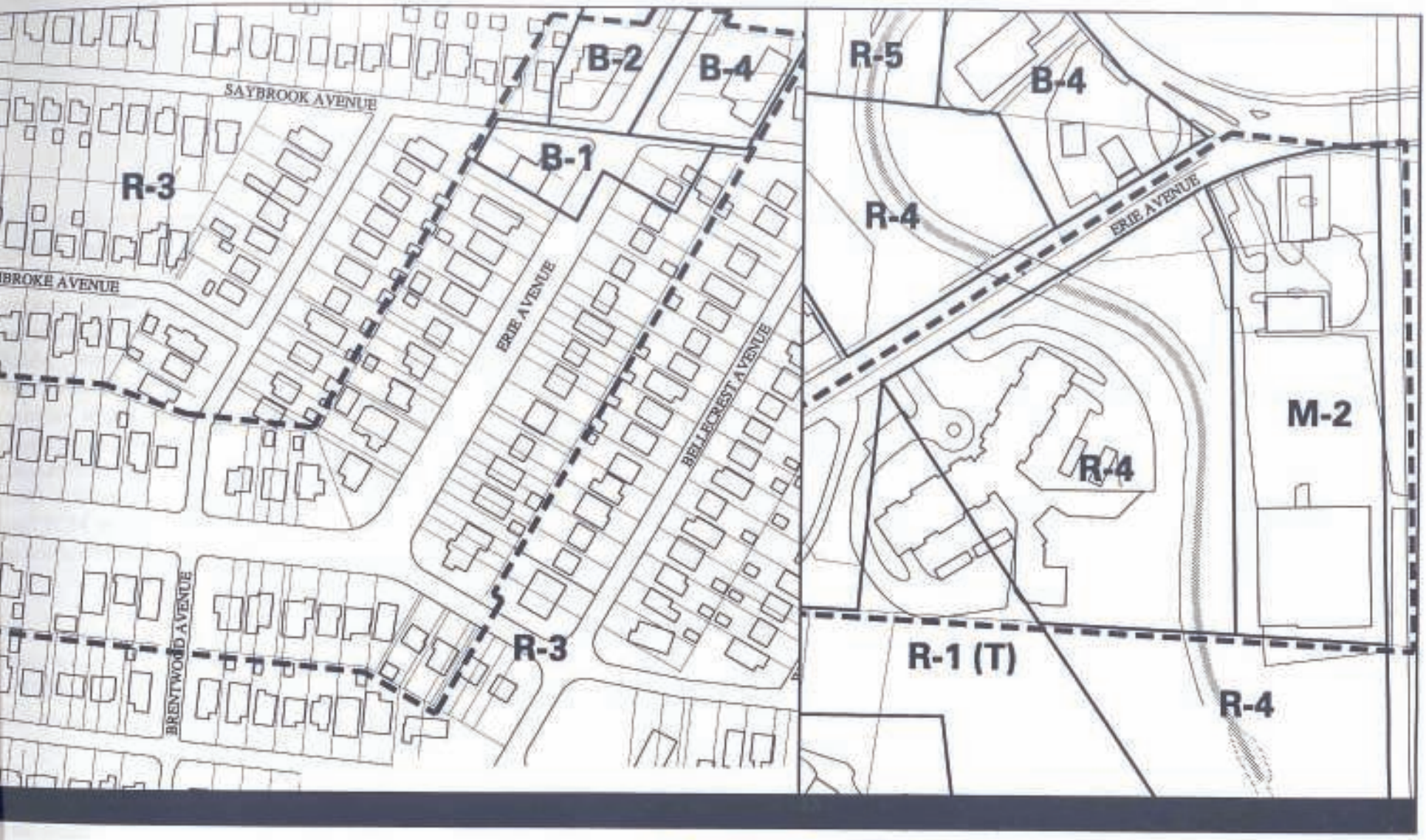
Zoning

Legend

- - - - Urban Design Study Area

Zoning Legend

R-1	Single-Family Low-Density District
R-2	Single-Family Medium-Density District
R-3	Two-Family District
R-4	Multi-Family Low-Density District
R-4(T)	Transitional District
R-5	Multi-Family Medium-Density District
B-1	Neighborhood Business District
B-2	Community Business District
B-3	Retail-Wholesale Business District
B-4	General Business District



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HYDE PARK EAST

▶ PARKING

There are approximately 329 off-street parking spaces within the district, from Tarpis to Pinehurst Avenue, which meets the Cincinnati Zoning Code parking requirements of 157. The Urban Land Institute recommendation, however, suggests a need for 47 additional parking spaces. The district does not contain vacant land other than the parcel at 3613 Marburg, behind United Dairy Farmers at 3350 Erie Avenue, which is currently being used for some parking. Therefore, construction of new parking spaces would not be possible unless demolition occurs. Demolition within the district is not supported unless private agreements such as that obtained for the expansion of Sunshine Foods, are obtained. During this planning process, the owner of Sunshine Deli located at 3501 Erie Avenue purchased and demolished the adjacent building at 3429 Erie Avenue for expansion and parking purposes. This project is identified in the implementation section.

There is an opportunity for shared parking and additional parking spaces by reconfiguration of some existing parking areas. The parking areas behind the building at 3500-3520 Erie Avenue (Taco Casa) and 3340 Erie Avenue (China Gourmet) provide an opportunity for shared parking and an increase in parking spaces (See Implementation Section).

These lots are privately owned and will require cooperation between adjacent business and property owners to effectively implement any improvements. Availability of convenient parking is also negatively impacted by the parking requirement for the Ravenwood Apartments 3387-3417 Erie Avenue. The apartment's parking requirement is not fully accommodated on site. Most on-street parking is consumed by the Ravenwood's resident needs in the evening hours. Frequently Ravenwood's residents must find parking on adjacent residential side streets.

▶ CIRCULATION

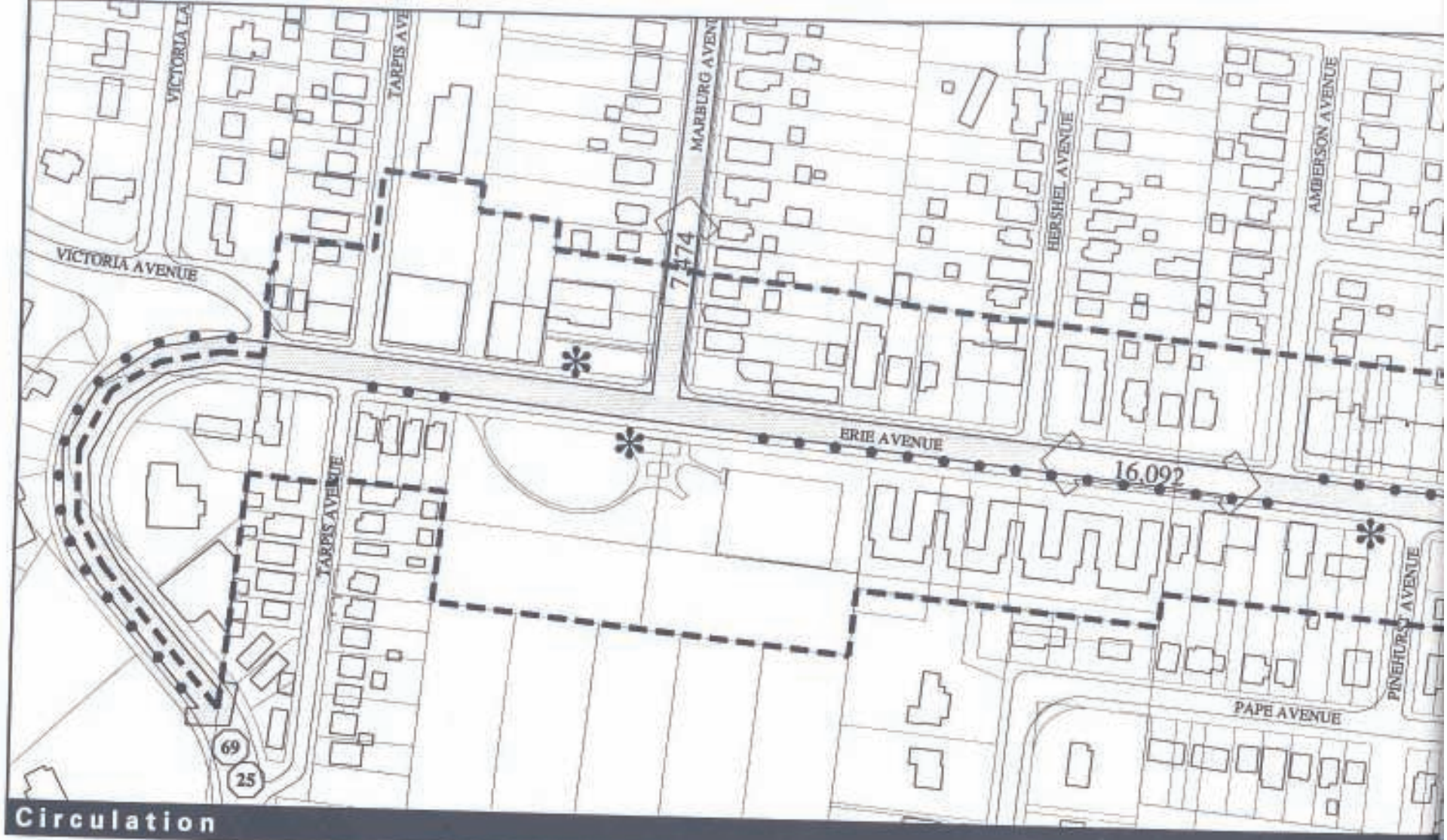
The district is located along Erie Avenue with a traffic count of 16,092 automobiles per day. See Circulation map. Most of the intersecting streets are residential. Marburg Avenue, although residential in nature, is a heavily travelled street with a traffic count of 7474 automobiles per day. It provides access to both Madison Road, a major thoroughfare, and Interstate 71. Bus route number 69, Erie/Madisonville and Erie/Brotherton serves the district.

▶ DEMOGRAPHICS

In 1990, Hyde Park's population was 13,927 (3.8%) of the city's total. This is a 7% increase from 1980. The residents, predominantly Caucasian (95.2%), represents a cross section of ages, from young couples through families with school age children to senior citizens.

The number of individuals in white collar jobs has increased from 1980 to 1990 throughout the city. More specifically, in Hyde Park the number of professionals increased 25% while the number of Blue collar and unemployed decreased 29% and 48%, respectively. This is in conjunction with an 81% increase in medium income.

While the number of housing units has primarily remained the same, the number of owner occupied increased 5% and renter occupied decreased 8%. This may suggest that some property owners previously renting are now selling their property. The vacancy rate decreased 13%. See Appendix D for detailed information and comparison with the city's demographics.



Circulation

Legend

Urban Design Study Area

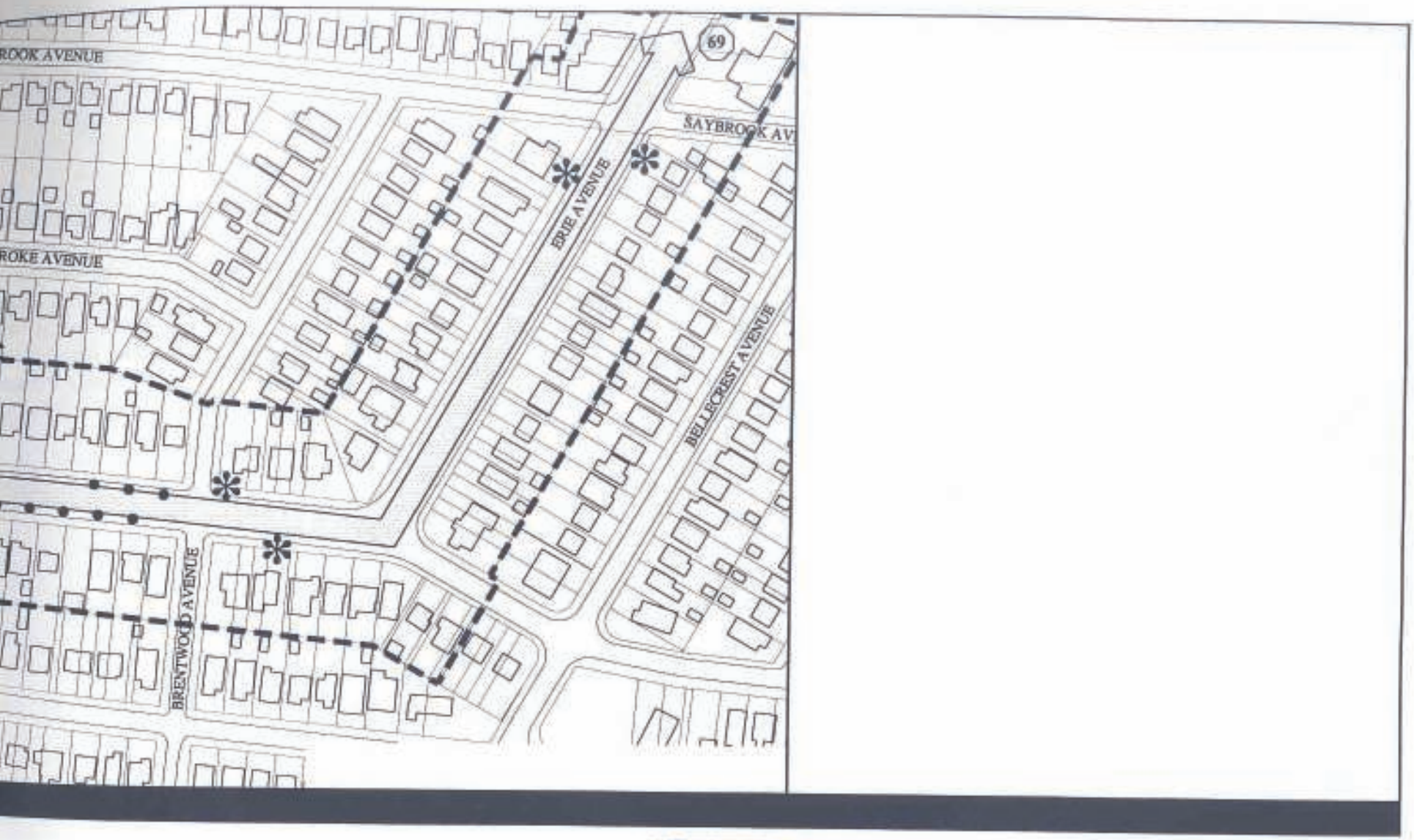
Circulation Legend

Bus Stop

Bus Route

7,474 Daily Traffic Count (cars)

On Street Parking



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HYDE PARK EAST

BUSINESS ENVIRONMENT

The task force conducted a survey among the business owners in 1994. Of the seventy businesses, 24 responded. See Appendix D for survey. Of the responding businesses 70% are locally operated and are sole proprietorship or family businesses. About half of the businesses who responded own the building where they are located. Almost half of the responding businesses are relatively new - established in the 1980s and 1990s. The number of full and part -time employees per business range from one to fifty with the mean being 7.2 and 4.2, respectively. Most of the respondents indicated that the number of customers, sales quantity, dollar volume and profit had remained the same.

Many of the responding businesses' patrons were from the Hyde Park Community (35.6%), 9% were from Oakley, 30.7% were from other Cincinnati communities, 11% were from Kentucky, and 5% were from outside of Kentucky and Cincinnati. The business days with the most activity were Friday and Saturday. Fifty-four percent of the responding businesses showed that they were considering renovation or expansion. Improvements such as facades, lighting and landscaping were identified as necessary improvements to attract customers.

When asked to rank the areas that need to be addressed or improved in the Hyde Park East Business District, parking was rated as number one, followed by facade improvements, streetscape and identity and physical unity.

The survey also inquired as to what type of businesses are desired. The types of businesses desired are hardware, retail, bakery, nightlife, offices, gift stores and a theater. The types of stores not desired are fast food, game rooms, bars and hair salons.

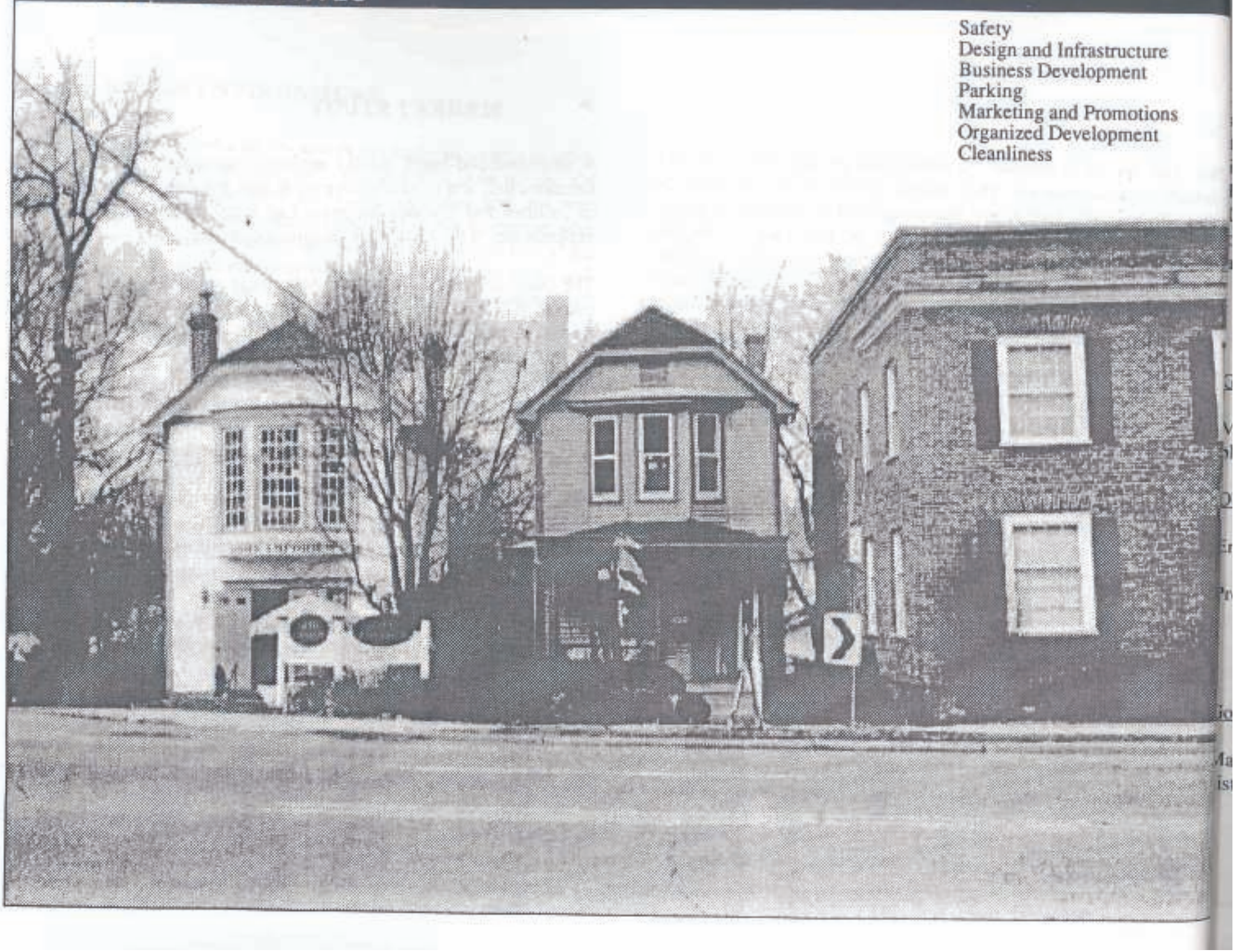
The customers' survey was randomly distributed by the task forc members to patrons of the district. Fifty-one surveys were returnec Ninety-two percent of the respondents live in Hyde Park and 78% wor in Hyde Park East. Parking, followed by more store variety, evening hou and less traffic congestion were stated as changes needed in the distric When asked the types of businesses desired the number one desire business was a bakery, followed by a live theater and/or movie theate garden centers and restaurants. See Appendix F for Customer Survey.

▶ MARKET STUDY

A neighborhood-based market analysis, prepared by Project Market Decisions Inc., was conducted to provide base line data which can be used to monitor and evaluate the impact of future economic development expenditures in the Hyde Park Business districts.

The analysis showed a continual decrease in population (3.2%) and the number of households (1.2%) from 1995 to 1999. It is predicted that the median household income will increase 66% percent. The three major lifestyle clusters in Hyde Park East: "Young Influential" which are upwardly mobile, single and couples college graduates working in white collar jobs, the "Bohemian Mix" also single and couples well educated in white collar jobs with very little kids, and "Gray Power," affluent retirees with large portfolios and strong interest in health and golf.

Project Market Decision Inc., states that the development potential indicates unmet demand for more than 229,000 square feet of additional retail space for the Hyde Park market area which includes Hyde Park Square. Types of retail/commercial establishments that can be attracted are: grocery, auto repair, recreational facilities, hardware, day care, drinking and eating establishments, record and tape, auto service and drug stores. See Appendix G for complete Market Analysis.


Safety
Design and Infrastructure
Business Development
Parking
Marketing and Promotions
Organized Development
Cleanliness

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

SAFETY

Goal

Maintain the Hyde Park East Business District as a safe and convenient place to live, shop and work.

Objectives

Enhance pedestrian and vehicular safety throughout the district.

Provide well-lit hard surface parking areas.

DESIGN AND INFRASTRUCTURE

Goal

Maintain an aesthetically attractive and pedestrian friendly business district.

Objectives

Increase the visual attractiveness of streets through coordinated streetscape improvements.

Tie the "Common" into the business district.

BUSINESS DEVELOPMENT

Goal

Strengthen and encourage a variety of personal service and specialty retail stores that will draw customers from the immediate as well as metropolitan areas.

Objectives

Enhance business opportunities that are consistent with the marketing study.

Maintain the current mix of residential and community business uses.

PARKING

Goal

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

Objectives

Provide businesses with parking spaces that are accessible and aesthetically pleasing.

Increase the awareness of off-street parking opportunities.

MARKETING AND PROMOTIONS

Goal

Market the district as a separate and distinct business district offering a variety of personal service and specialty retail stores.

Objectives

Promote the Hyde Park East business district as a community-based business district.

Create a marketing strategy to advertise and promote a variety of services and retail establishments.

ORGANIZATION DEVELOPMENT

Goal

Develop and maintain a cohesive relationship among business and property owners which will result in a thriving business district.

Objective

Increase involvement in the Hyde Park East Business Association an business district activities.

CLEANLINESS

Goal

Maintain an aesthetically pleasing visual image of the district.

Objective

Encourage structured cooperative beautification projects and program

Strategies
Implementation Chart
Facade Improvements
Urban Design Plan

▶ STRATEGIES

The Hyde Park East Business Association will have a major role in implementation of the strategies provided in this plan. The Business Association will continue a leadership role in coordinating efforts with business and property owners, the Hyde Park Community Council and the City through the end of implementation. Strategies that are eligible for City funding must be advocated for through the standard Community/City budget process.

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

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

SAFETY

- ***Enhance pedestrian and vehicular orientation.***

  Install an illumination reduction sign at Delta and Erie Avenues. In addition, consider street calming techniques to reduce traffic speed.

  Repaint all crosswalks throughout the district.

  Request a "No Right Turn on Red" sign on Pinehurst Avenue at Erie Avenue.

- ***Improve lighting in parking areas.***

  Install high illumination lighting in new and renovated parking areas.

DESIGN AND INFRASTRUCTURE

- ***Enhance the connection between the "Common" and the busin district.***

  Install low intensity lighting within the star.

  Install memorandum plaque near the star.

  Improve the drainage problem at the "Common."

  Install a focal point element such as a gazebo, fountain or a flag p at the "Common" centered at Marburg Avenue

- ***Improve building facades as needed.***

- ***Improve the coordinated streetscape.***

  Install pillars or pylons at various intersections throughout the dist

  Install sidewalk pavers on Erie Avenue between Saybrook and police station in two phases. Phase one consists of the follow locations: the Erie Avenue intersections at Tarpis, Marburg, Hersc Amberson, Pinehurst and Saybrook. Phase two includes block f

between the following intersections: the Erie Avenue intersections at Victoria, Tarpis, Marburg, Herschel, and Amberson; and the Erie Avenue Intersections at Pinehurst and at Tarpis, including the area extending from Tarpis to 3275 Erie Avenue (Goldsmith Cardel) and the area extending from Amberson Avenue to 3520 Erie Avenue (Erie Frame Gallery.)

Include flower pots/urns in the design of the pylons.

Install approximately 41 pedestrian street lights between Pinehurst and the police station.

Install approximately 10 benches without backs throughout the district.

Replace the existing Hawthorne street trees with trees that are pedestrian friendly, when appropriate.

Supplement the existing street tree program with approximately 31 appropriately scaled street trees.

Establish an Environmental Quality-Urban Design District.

BUSINESS DEVELOPMENT

Maintain the current mix of residential, business and recreational uses.

Initiate the following zoning studies:

Change the existing B-3 zoning located on the park property, the "Common," on Erie Avenue for consistency with business uses and zones along Erie Avenue.

Change the existing B-4, General Business District zoning at Pinehurst and Erie Avenues to B-2, Community Business District.

Change the exisiting B-3 zone at southeast corner of Erie and Tarpis Avenues to B-2, Community Business zone district.

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

Monitor the progress of viable businesses and offer incentives when possible to keep them from departing.

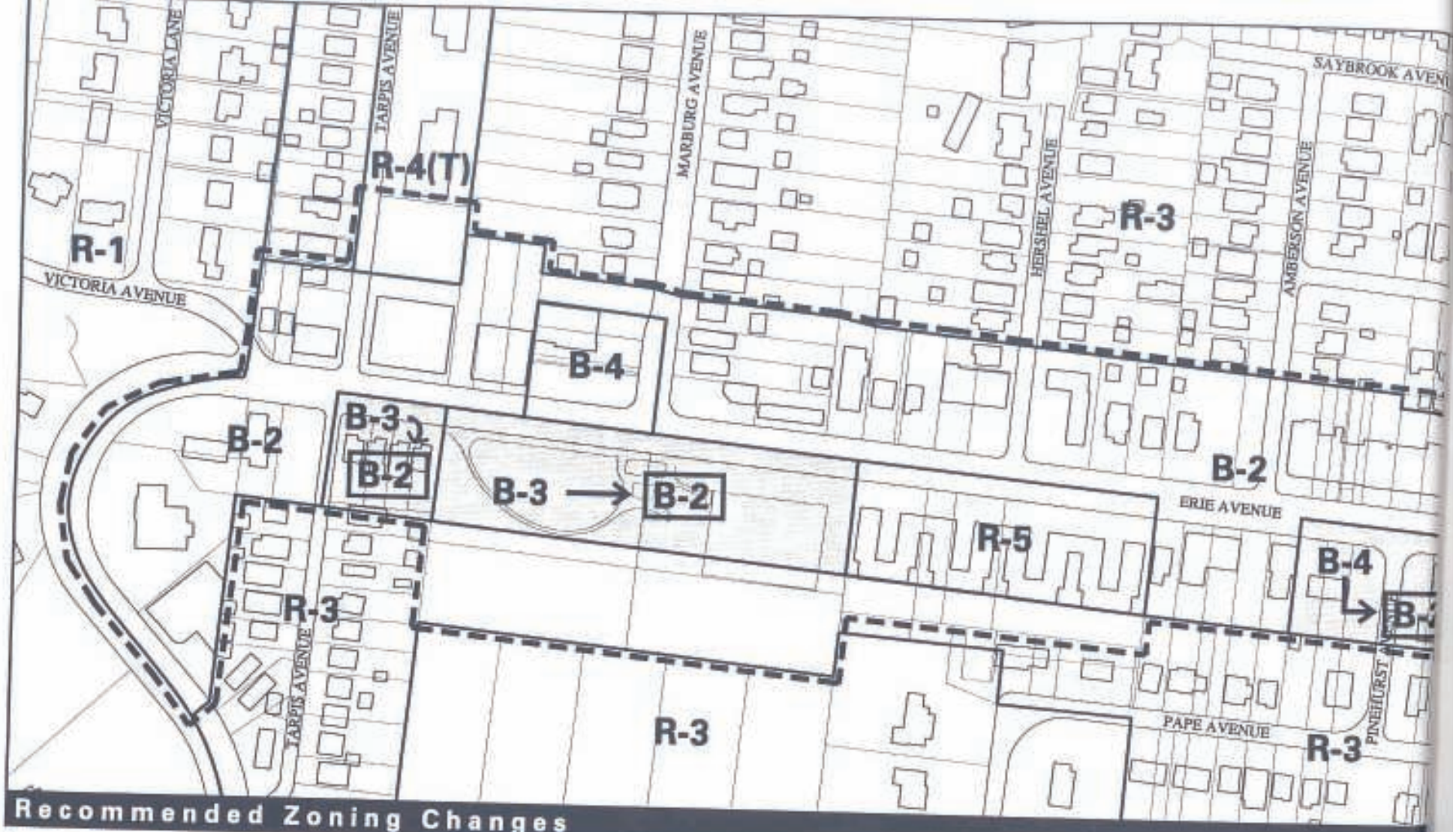
Assist building owners in renting to businesses appropriate to the area and to help them create the desired mix of business uses.

- ***Expand Sunshine Foods.***

Purchase the building at 3429 Erie Avenue.

Remove the buildings at 3429 and 3501 Erie Avenue.

Construct a "new" and larger building for Sunshine Deli and create additional parking.



Recommended Zoning Changes

Legend

- Urban Design Study Area
- Recommended Areas for Zoning Changes

Zoning Legend

R-1	Single-Family Low-Density District
R-2	Single-Family Medium-Density District
R-3	Two-Family District
R-4	Multi-Family Low-Density District
R-4(T)	Transitional District
R-5	Multi-Family Medium-Density District
B-1	Neighborhood Business District
B-2	Community Business District
B-3	Retail-Wholesale Business District
B-4	General Business District

PARKING

Increase parking opportunities.

Improve the parking area behind 3500-3520 Erie Avenue (Taco Casa.) A portion of these spaces should be designated as public parking spaces.

Remove the taxi stand in front of 3500 Erie Avenue (Tischbein Pharmacy) to create one public parking space.

Redesign the curb cut in front of 3500 Erie Avenue (Tischbein Pharmacy) to create an additional parking space.

Create six additional public parking spaces at 3613 Marburg Avenue, behind the United Dairy Farmers.

Designate public parking spaces in the rear of property at 3340 Erie Avenue (China Gourmet.)

Improve visibility in the parking areas.

Install directional signs to public parking areas.

Install lighting fixtures in parking areas.

MARKETING AND PROMOTIONS

Market the variety of services and specialty stores offered in the district.

Work with other business districts and regional economic groups such as the Chamber of Commerce.

Create a marketing pamphlet highlighting the variety of services and specialty retail.

ORGANIZATION DEVELOPMENT

- ***Increase business involvement.***

Conduct annual membership drives.

Develop cooperative programs and promotions.

Select and advertise a day business hours will be extended.

Conduct small business round tables.

Increase involvement with Hyde Park Square Association.

CLEANLINESS

- ***Maintain beautification projects and programs.***

Conduct annual general clean up day.

Install approximately 8-10 trash cans.

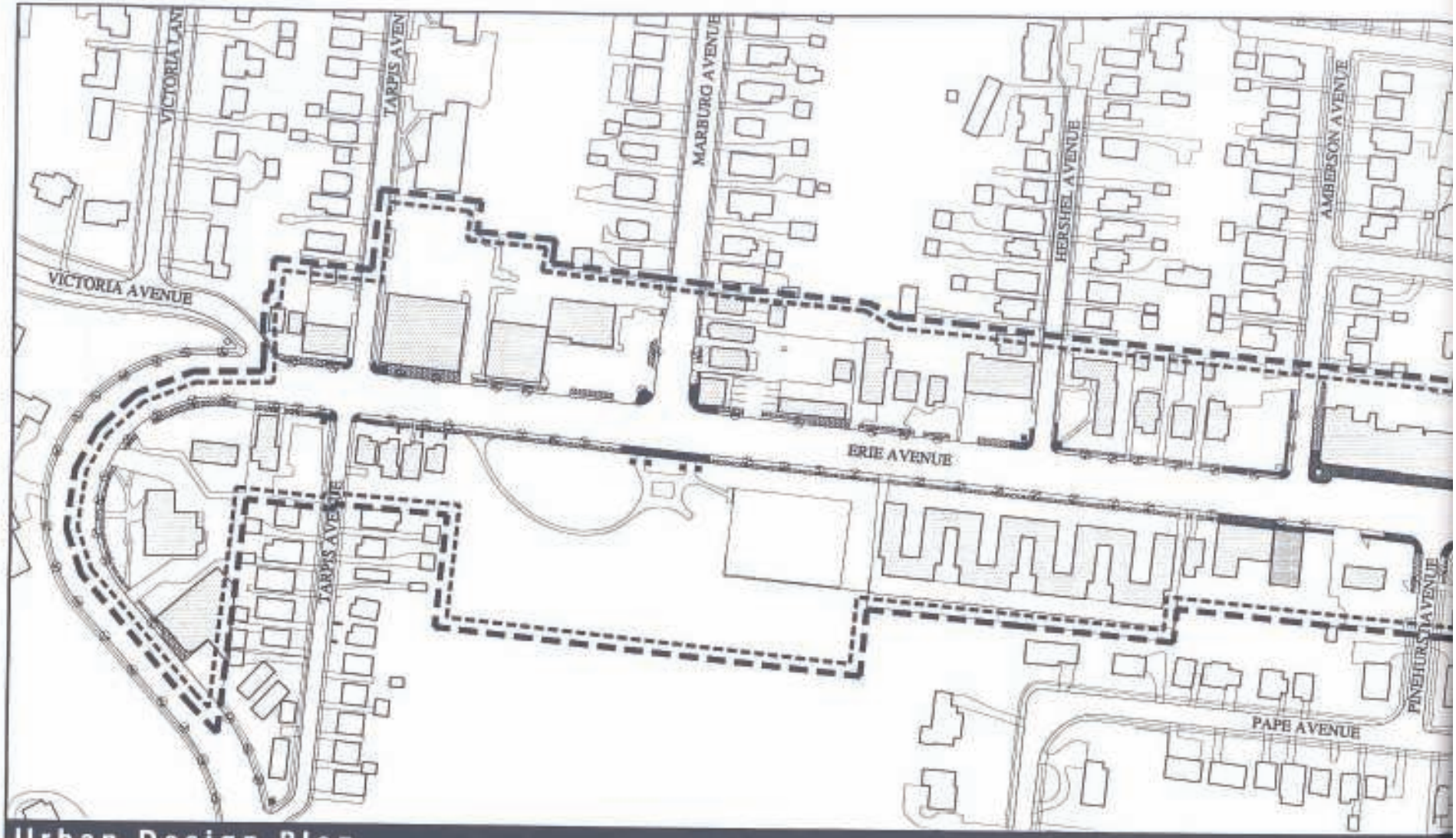
Replace existing trash cans in need of repair.

IMPLEMENTATION CHART

STRATEGIES	SCOPE	Estimated Cost	Potential Implementation Entity/Source
PROPOSED DEVELOPMENT STAGING			
Enhance Pedestrian & Vehicular Orientation	Install an illumination reduction sign at Erie and Delta Avenues.	In Progress	Public Works
	Re-paint crosswalks throughout the district.	$2,000	Public Works
	Request a "No Turn on Red" sign on Pinehurst Avenue at Erie Avenue.	$450	Public Works
Enhance connection between the business district and the 'the 'Common	Install low intensity lighting within the star.	4,000	Cinergy/Neighborhood Support
	Install memorandum plaque near the star.	$600	Private/Business Association
	Improve drainage problem at the "Common."	$42,300	Recreation
	Install a gazebo or fountain at the "Common."	$2,000 - $12,000	Private/Business Association
Improve Building Facades	Improve building facades as needed.	Not Known	Property Owners
Improve the Coordinated Streetscape	Install pillars and pylons.	$42,000	Public Works
	Install pavers on Erie Avenue.	$311,300	Economic Development
	Include flower pots/urns with the pylons.	$8,000	Business & Property Owners
	Install approx. 41 pedestrian street lights.	$165,000	Economic Development
	Install approx. 10 benches without backs throughout the district.	$2,500	Economic Development
	Replace the existing street tree program with trees that are pedestrian friendly.	$14,875	Urban Forestry
	Supplement the existing street tree program with approx. 31 new trees.	$12,400	Urban Forestry
	Establish an Environmental Quality-Urban Design District.	40 Volunteer Hrs.	City Planning Department
Increase Parking Opportunities	Improve parking area behind 3500-3520 Erie Avenue (Taco Casa).	$140,000	Economic Development
	Move the taxi stand in front of 3500 Erie Ave. (Tischbein) to create one parking space.	$4,000	Business & Property Owners
	Redesign curb cut in front of 3500 Erie Avenue to create an additional parking space.	Included in Pavers Cost	Public Works
	Improve parking area at 3613 Marburg Avenue to create six add. parking spaces.	18,500	Private/Economic Development
	Designate public parking spaces behind 3340 Erie Ave.	40 Volunteer Hrs.	Business Association
Improve the Visibility of Parking Areas	Install directional signs to parking areas.	$1,200-$3,000	Public Works
	Improve lighting in parking areas.	Included in Parking Cost	Economic Development
Expand Sunshine Foods	Purchase the building at 3429 Erie Avenue.	Not Known	Property Owner
	Remove the buildings at 3429 & 3501 Erie Avenue.	Not Known	Property Owner
	Construct new and larger building for Sunshine Deli and provide parking.	Not Known	Property Owner
Maintain Beautification	Replace the existing 8-10 trash cans in need of repair.	$4,800	Public Works

IMPLEMENTATION CHART

STRATEGIES	SCOPE	Estimated Cost	Potential Implementation Entity/Source
PROPOSED COMMUNITY PROGRAMS			
Retain and Attract Businesses	Monitor the progress of business & off incentives for retention purposes.	10 Volunteer Hrs.	Business Association
	Assist business owners in renting.	Not Known	Economic Development
Market the Variety of Services & Speciality	Work with regional economic development groups.	10 Volunteer Hrs.	Business Association
	Create a marketing pamphlet.	10 Volunteer Hrs.	Business Association
Increase Business Involvement	Conduct annual membership drives.	30 Volunteer Hrs.	Business Association
	Develop cooperative programs and promotions.	50 Volunteers Hrs.	Business Association
	Select & advertise a day/hours business hours will be extended.	30 Volunteer Hrs.	Business Association
	Conduct small business roundtables.	40 Volunteer Hrs.	Business Association
	Increase involvement in the Hyde Park Square Association	10 Volunteer Hrs.	Business Association
Maintain Beautification Projects/Programs	Conduct annual general clean up day.	120 Volunteer Hrs.	Business Association
Maintain Current Mix of Resid. & Bus. Uses	Request zoning study at the "Common" from a B-3 zone to a B-2 zone.	40 Volunteer Hrs.	City Planning Department
	Request zoning study at Pinehurst and Erie and from B-4 zone to a B-2 zone.	40 Volunteer Hrs.	City Planning Department
	Request zoning study at Tarpis and Erie and from B-3 zone to a B-2 zone.	40 Volunteer Hrs.	City Planning Department



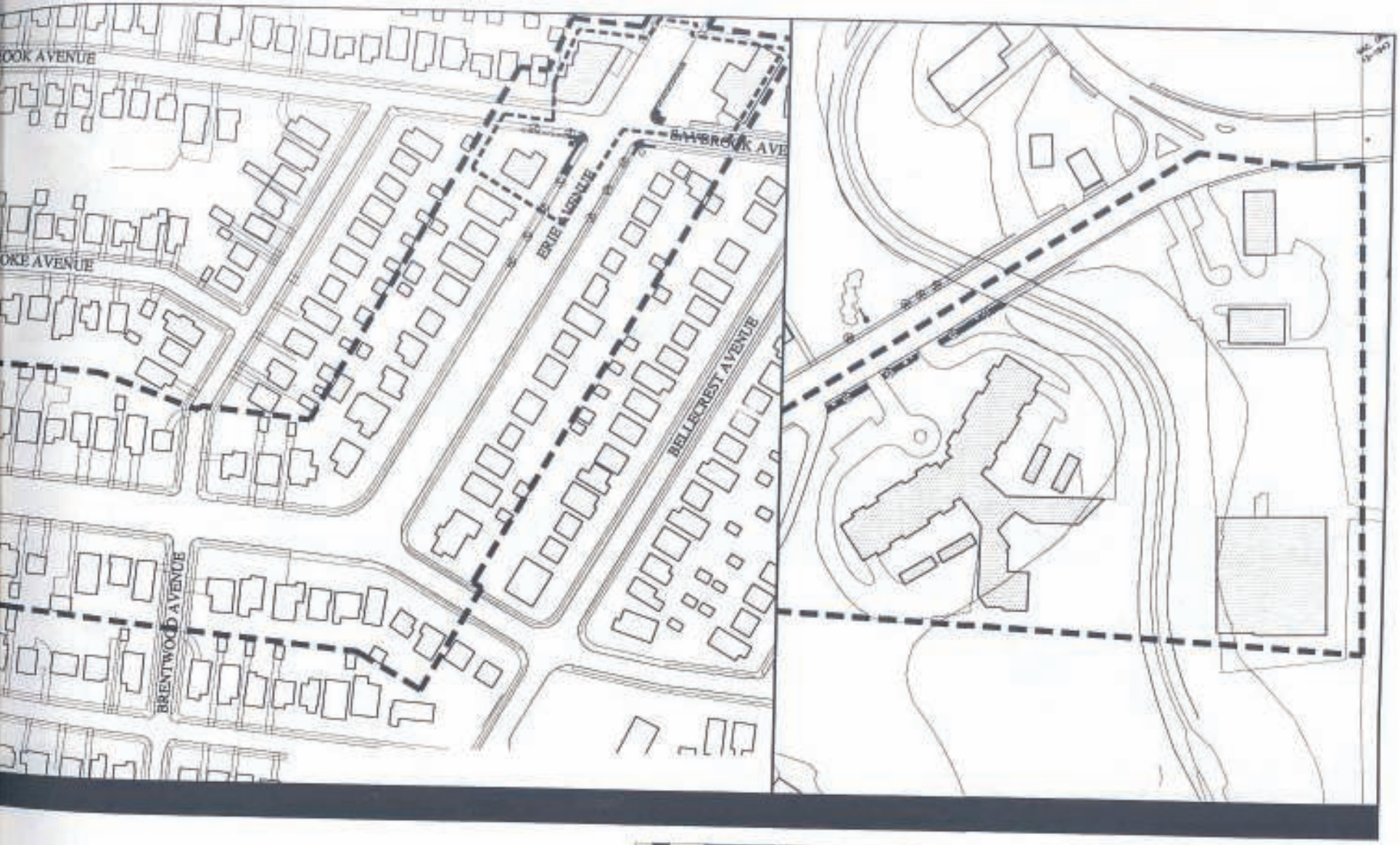
Urban Design Plan

Legend

- Urban Design Study Area
- Neighborhood Business District Urban Design Plan Boundary/ Environmental Quality District Boundary

UDP Legend

- Streetscape - Phase I
- Streetscape - Phase II
- Brick Pylon



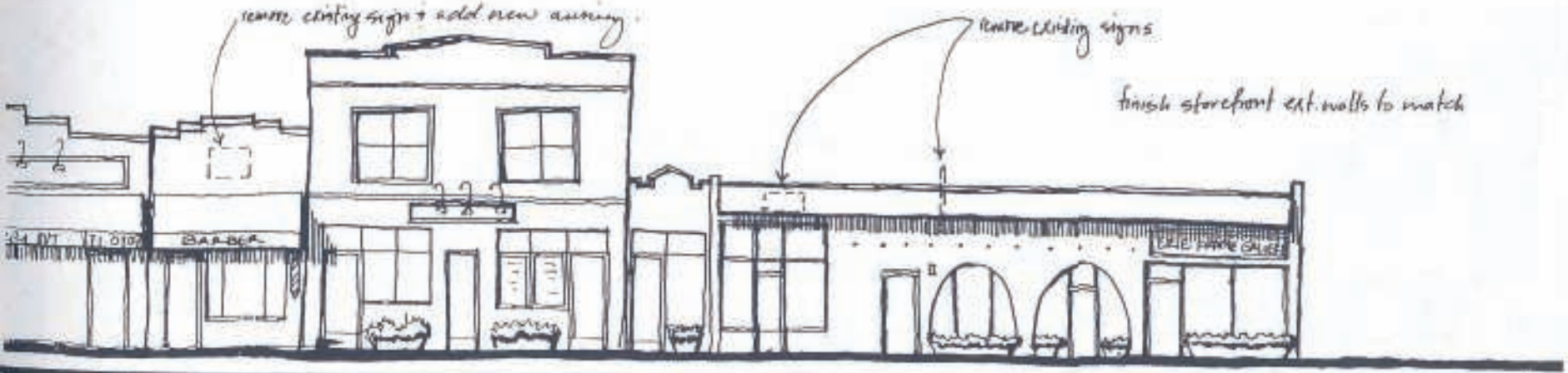
0 25 50 100 200 400

Scale: 1" = 200'-0"

HYDE PARK EAST

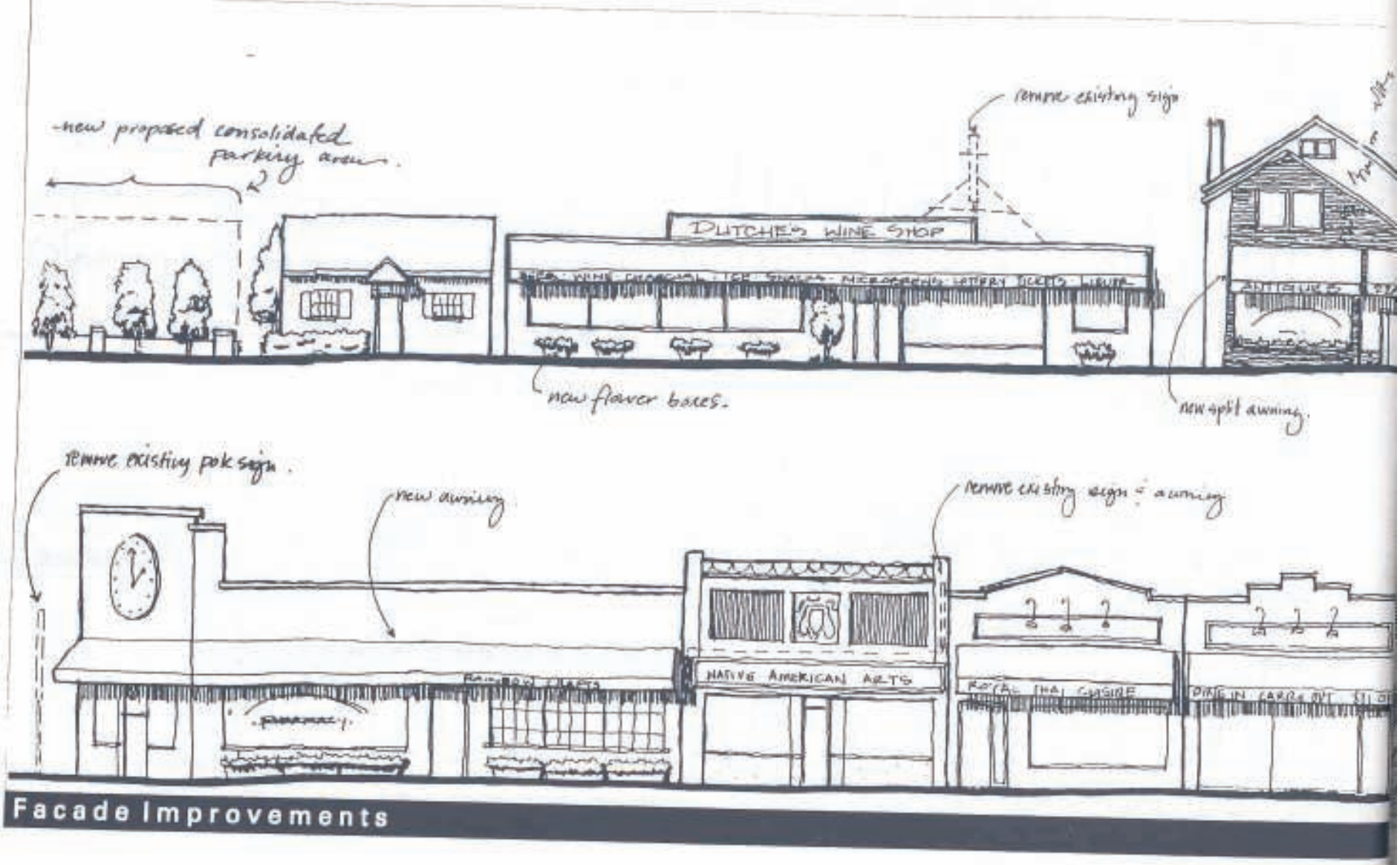
Proposed Streetscape Improvements

HYDE
PARK
EAST



Facade Improvements

HYDE PARK EAST



Facade Improvements

ENVIRONMENTAL QUALITY DISTRICT

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

The establishment of an Environmental Quality-Urban District (EQ-UD) will protect and enhance the environmental features of the business district. The following policies' guidelines should be incorporated into the EQ-UD guidelines. The development guidelines describe in words the characteristic which is to be protected and development features which will be reviewed for impact of a proposed development on the environment.

POLICY GUIDELINES

Storefronts and Facades Policies

1. Up-lighting on buildings should be encouraged.

2. Exterior building materials should be in harmony with surrounding buildings in color, texture, proportion, scale, patterns and opening shapes.

3. Building appurtenances and projections should be in scale with the total composition of the building.

4. Replacement windows should fit the size of the original opening. aluminum windows are used, they should generally be anodiz (dark bronze.)

5. Storefronts should be visually open to the street. Where practic entrances should be recessed to increase the effective sidewalk spa and to provide sheltered pedestrian access.

6. Awnings should be harmonious with the architectural features of t buildings on which they are located. They should not conc architectural features of the building and should not be pipe sta awnings. Traditional awnings are required unless not practical.

7. The structural components for all awnings should be contain within the awning covering. Colors should be compatible with t color of the building to which it is affixed and to adjacent awnin Awnings should not project into more than one half or six f whichever is less of the sidewalk.

8. Awnings should run parallel to the face of the buildings and prov a continuous covering along the sidewalk or to a small entry awn over the door, etc.

Site Amenities Policies

9. Unmarked benches should be placed in open public gathering ar and shaped to discourage loitering.

Bulletin board kiosks should be placed in gathering areas to aid in the control of posted bills.

Dumpsters and similar waste receptacles shall be enclosed and screened by opaque fencing and/or landscaping to promote a clean and ordered environment and shall be placed behind buildings when possible. Dumpsters and similar waste receptacles are not permitted in the front yard of a property.

News racks should be grouped in no more than fours and installed according to the City of Cincinnati News Rack Policy. The groupings should be spaced at least 200 feet apart.

Site amenities should be low maintenance and discourage graffiti.

Site amenities should not be placed to promote hiding areas, but rather in the open to promote security.

Landscaping and Paving Policies

Special paving should define the area where pedestrian movement occurs.

The size and shapes of paving should relate to the pedestrian scale environment of the district.

Special paving treatments should be used to define the focus areas of the district, major pedestrian crossings, gateway points and where pedestrian movement occurs.

Private businesses should be encouraged to use special paving to continue the pedestrian movements.

19. Private paving improvements should be harmonious with right-of-way improvements in the size, color, texture and pattern.

20. Flower containers and shrubs should be used to identify building entrances.

21. Large areas of asphalt or concrete paving should be discouraged. Large areas should have pattern, color, and texture to relate to the pedestrian scaled environment.

Lighting Policies

22. Lighting in parking areas shall be designed to enhance security.

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

24. Private lighting should be used for parking lots, walkways and highlighting buildings and show windows. All the lighting should be low height and low illumination.

25. Lighting for parking areas should be sensitive to nearby residences in color, intensity, scale and direction.

Parking Policies

26. Existing lots should be shared and made more efficient through improved access, circulation and layout. Establish common employee lots for businesses within the district to encourage the use of primary spaces for customers and more remote spaces for employees.

27. Parking signs that clearly direct shoppers to off-street parking opportunities should be provided.

28. All parking areas should be landscaped or screened with devices such as trees, fencing or mounds to serve as a buffer and to break up large areas of parking.

29. All intersections, crosswalks and entrances to commercial space should be accessible to the disabled when practicable.

30. Lots should be hard surface and marked for easy circulation and should maximize the number of parking opportunities.

Development Policies

31. Businesses should be designed to reinforce the existing patterns for all storefronts facing Erie Avenue. They should be visually open to provide interest and light to the street.

32. Any new development should be restricted to village size, be pedestrian oriented and should contribute to the livelihood of the business district.

33. Maintain street orientation of shops, but allow rear entrances where appropriate and where supported by other plan elements.

34. Preserve the linear continuity of buildings on Erie Avenue by placing building facades parallel to Erie Avenue when possible to be maintained.

35. Renovation and restoration of older buildings should respect the original building design including structure, use of materials and details. Original or natural materials and detailing should preserved when possible.

36. New buildings and additions should be similar in style, bu massing, scale and form to the size and height of neighbori businesses. The space between and around buildings should consistent with the character of the area and be in harmony w neighboring buildings.

37. Simplify and remove all unnecessary utility poles' wires a associated clutter to allow as much sidewalk space and sign visibil as possible.

Sign Policies

38. Signs should be simple, legible and designed to be harmonious w the business district's marketing strategy and identity.

39. All traffic/vehicular signage should be coordinated and organi through the streetscape hardware system.

40. Wall signs should be limited to one square foot of copy area each linear foot of building's street frontage.

41. Ground signs are preferred for commercial and retail busin buildings which sit back from the street a distance of 15 feet or m in lieu of wall signs. The maximum height should be seven f above the sidewalk grade.

12. A ground sign should be no greater than ½ square foot in size per sign face and have no more than two faces, for each linear foot of property's street frontage and shall be limited to one sign per street frontage.

13. A pylon sign is permitted for corner properties with sits back greater than 25 feet or more. A pylon sign is recommended to be no greater than one square foot in size per sign face for each linear foot of property frontage and shall be limited to one sign.

14. Roof mounted signs are not permitted unless other methods are not practical. Roof signs deemed appropriate shall appear to be an architectural extension of the buildings and no support structures should be visible to the public view.

15. Flashing signs are not permitted.

16. Directional or on-premise instructional signs or entry/exit signs are permitted in addition to other signs. These signs should be 2.5 square feet or less per sign face, and are limited to two signs per curb cut for a property. Properties with off-street parking and without curb cut access are limited to one sign 2.5 square foot or similar for all sign faces.

- Design signs in character with the type of business to be identified. A trademark or symbolic copy on signs is encouraged.

- Design signs to be harmonious with the architecture of the buildings on which they are located.

49. Signs should be in keeping with the character of the district and communicate to pedestrians or persons in slow moving vehicular traffic.

50. Projecting signs shall not be used except for small identification or trademark's signs designed to be in harmony with the business identified. Projecting signs shall not exceed three square feet per sign face.

51. Signs attached to buildings should be fascia signs and should not project beyond the edges of the buildings.

52. Off premises advertising signs are not desired.

53. Bus shelters are not desired.

54. The maximum allowable signage area for all sign faces on a property should not exceed one square foot of signage area per linear foot of property frontage. Maximum signage area for corner properties should be based upon the longest street frontage of the property.

Demolition Policies

55. Demolition will be approved only if one of the following applies:

- Ordered by the Director of Buildings and Inspections for the public safety because of an unsafe or dangerous condition which constitutes an emergency.

- Structure does not contribute to the architectural character of the district.

- Necessary to construct a building which would meet the guidelines of the EQ-UD for Hyde Park East Business District.

- The owner has endeavored in good faith to find a use for the structure and is unable to obtain a reasonable rate of return on the property or a refusal of a permit would amount to a taking of the property without a just compensation.

- Demolition will be allowed for a portion of a building when repairs and rehabilitation is not justified based on cost and not visible from the street.

Definitions for the purpose of these policy guidelines:

Ground Sign - A ground sign is defined within the City of Cincinnati Zoning Code as a detached sign erected upon or supported by the ground.

Pylon Sign - For the purpose of these guidelines a pylon sign is defined as a ground sign with a single supporting structural element and internally integrated electrical and illumination sources.

CREDITS

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

Hyde Park East Business and Property Owners
John Bailey, Shoppes at Saybrook
Alesia Buttrey, Heavenly Bodies
Claire Diedrichs, United Dairy Farmers
Rebecca Ferris, Hyde Park County Club
Morden Grant, Hyde Park Neighborhood Council
Barbara Green, Ameri First Bank
Brian Griffin, Sunshine Foods
Bob Hedlesten, Resident
Joe Lutmer, Tischbein Pharmacy
Vicky Mary, Victoria Travel
Gloria Martin, Coffee Emporium
Karen McCory, Hyde Park Travel
Nancy Mullen, Deupree House
Kathy Noonan, Resident
Rich Schram, Papa John's Pizza
Danny Thomas, Hap's Irish Pub

Staff from the City of Cincinnati

Laura Kenny, Economic Development
Vanessa McMillan-Moore, City Planning
Michael Moore, Office of Architecture and Urban Design

LETTER FROM THE HYDE PARK EAST BUSINESS ASSOCIATION WILL BE INCLUDED IN THE FINAL PLAN

HISTORY WILL BE INCLUDED IN THE FINAL DRAFT

APPENDIX C

BLDG NO	ADDRESS	BOOK PAGE PARCEL	OWNER	TENANTS	TYPE	COMM SQ FT	REQ'D PARKING BY ZONING CODE	REQ'D PARKING ULI
1	3521 Erie Ave	28-A03-260-261	Apollo Savings & Loan	Ameri First Bank	Personal Service	1,750	7	7
2	3534 Pinehurst Ave	28-A03-358	Sweeney, Victoria	Dennis Sweeney Insurance	Personal Service	1,169	5	5
3	3505 Erie Ave	28-A03-356, 359	Appearance Plus Real Estate, Inc.	Appearance Plus Cleaners	Personal Service	1,650	6	7
4	3429-3501 Erie Ave	28-A03-354, 355	Griffin, Linda	Sunshine Fine Foods	Retail	2,375	9	10
5	3423-25 Erie Avenue	28-A03-352, 353	Cornell Lockwood, Inc	Lockwoods Salon	Personal Service	4,269		17
				Carlsons Travel	Personal Service			
				Natural Health	Retail			
6	3421 Erie Ave	28-A03-351	Combs, Barabra J.	Single Family	Residential	N-A	0	0
7	3387-3417 Erie Ave	28-3-4, 49 28-1-212 & 188	Burns, Glen A.	Ravenswoods Apartments	Residential	N-A	0	0
8	Erie Ave	28-1-36	City of Cincinnati	Common	Park	N-A		
9	3337 Erie Ave	28-1-139	Early, Adrain C. & Elizabeth	Single Family	Residential	N-A		
10	3335 Erie Ave	28-1-134	Sanders, William	Single Family	Residential	N-A	0	0
11	3333 Erie Ave	28-1-137	Hall, Richard & Carol	Office	Personal Service	1,312	5	6
12	3331 Erie Ave	28-1-135	Brown, Jerry & Jean	Office	Personal Service	1,200	5	5
13	3319 Erie Ave	28-1-101,102	Garrett, Wayne ET AL	Victoria Shoppe	Retail	2,063	8	8
14	3317 Erie Ave	28-A06-270, 271	City of Cincinnati	Cincinnati Police	Public/Semi-Public	1,620		6
15	3295 Erie Ave	28-A06-107	City of Cincinnati	Cincinnati Police	Public/Semi-Public	5,400		22
16	3275 Erie Ave	28-A06-294	Goldsmith, Elizabeth	Goldsmith Cardel	Retail	7,069	28	28
				Second Look Design	Retail			
17	3239 Erie Ave	28-1-224 & 99	Tavitch Holdings LTD	Coffee Emporium	Retail	850	3	3
18	3219 Erie Ave	28-1-119	Stitzer, Steven	Art Store	Retail	1,500	6	6
19	3022 Erie Ave	28-1-213	Poffenberger, Nancy	McLaughlan & Associates	Personal Service	2,400	9	10
				Kirkpatrick Lumber Co	Retail			
20	3330 Erie Ave	28-1-219 & 269	Schlake, Bernard & Marilyn	Dell Center	Personal Service	10,212	14	41
				Headlines	Personal Service			
				Dr. Cleveland	Personal Service			
				Keller Equipment	Retail			
				Community Pub, Inc.	Personal Service			
				Victoria Travel	Personal Service			
				Frank Cooley, CPA	Personal Service			
				Touch of Health	Personal Service			
				Michael Kelly Realty	Personal Service			
				Frye Reps, Inc	Personal Service			
				Dr. Niehaus	Personal Service			
21	3340 Erie Ave	28-1-11 & 231	May Bing Hong & Bai Jean	Jerry Blanken Photography	Personal Service	5,625	19	23
				Lead Design Association	Personal Service			
				China Gourmet	Retail			
				Boga Rosewood Furniture	Retail			
22	3348 Erie Ave 3350 Erie Ave	28-1-70 28-1-12, 140, 156	Mesa Properties	Papa John's Pizza	Retail	4,594	19	19
				United Dairy Farmers	Retail			
23	3613 Marburg Ave	28-1-98	May Bing Hong & Bai Jean	Land	Land	Vacant	0	0
24	3612 Marburg Ave	28-1-111	Ashton, John	The Weight Connection	Retail	1,300	5	5
25	3610 Marburg Ave	28-1-113	Mosiadis, Karen ET AL	Thirty-Six Ten STDO	Retail/Residence	1,312	5	5
26	3606 Marburg Ave	28-1-243 & 268	Alissa Butcher	Heavenly Bodies	Retail	1,312	5	5
27	3262 Erie Ave	28-1-115	Tamba Company, LTD	Vacant	Vacant	1,100	4	5
28	3378 Erie Ave	28-1-120	Dutch's Pony Keg, Inc.	Dutch's Pony Keg	Retail	1,600	6	7
29	3602 Marburg Ave	28-1-112	James Woods	Bath Plus Interior Remodeling	Personal Service	650	3	3
30	3391 Erie Ave	28-1-87	Santangelo, Janet	Hyde Park Antiques	Retail	2,700	10	11
31	3394 Erie Ave	28-1-23	Strauchen, Stephen	ORP Real Est Group	Personal Service	1,125	5	5
32	3388 Erie Ave	28-1-24 & 270	Strauchen, Stephen	Strauchen Associates	Personal Service	938	4	4
33	3392 Erie Ave	28-1-25, 192, 194	Hedestein, Robert & Gerald	Hyde Park Cleaners	Personal Service	2,196	9	9
				Hyde Park Cleaners	Personal Service			
34	3612 Herschel Ave	28-1-194	Disch, Lisa & Deborah	Single Family	Residential	NA	0	0
35	3400 Erie Ave	28-3-17	Kriendler, Katherine	Multi Family	Residential	4,012	16	17
36	3408 Erie Ave	28-3-60	Berre, Johnnie Sue	Dr. Edward Berre, DDS	Personal Serv./Res	1,512	6	6
37	3412 Erie Ave	28-3-58	Foss, Edward Jr	Cevalier	Personal Service	562	2	2
38	3414 Erie Ave	28-A03-69, 70	Kopf, Lawrence & Patricia	W. Larry Kopf Realtor	Personal Service	1,168	5	5
39	3500-20 Erie Ave 3500 Erie Ave 3504-6 Erie Ave 3510 Erie Ave 3514 Erie Ave 3518 Erie Ave	28-A03-114 28-A03-115 28-A03-492, 116 28-A03-117 28-A03-118 28-A03-119	Speccarelli, Rose Sinclair, Daniel Pattarapaiboonsin & Nouvart Pattarapaiboonsin & Nouvart Thomas, Gordon & Norma Evenson, Tommie & Dorothy Evenson, Tommie & Dorothy	Hichbein Pharmacy	Personal Service	14,625	51	59
				Rainbow Crafts	Retail			
				Amer-Indian Arts	Retail			
				Bangkok Bistro	Retail			
				Paap's Irish Pub	Retail			
				JB Hair Company	Retail			
				Tara Cass	Retail			
				Erie Frame Galleria	Retail			
40	3522 Erie Ave	28-A03-120	Kopf, Lawrence & Patricia	Last Best Place Catalog Co	Personal Service	1,169	5	5
41	3600 Erie Ave	28-A03-153, 124	Ziegler, Helen & Walter	Shoppes at Seybrook	Retail	2,700	9	11
42	3668 -72 Erie Ave	28-A03-31-33	Rain Mary & Leonard	Berdot Beauty Salon	Retail			
				Rain Mary Gallery	Retail			
				Pasta Al Dente	Retail			
43	3665 Erie Ave	28-A03-34-36	Seybrook Imports, Inc	Automotive Parts Warehouse	Retail	7,312	21	
44	3639 Erie Ave	28-A03-187	Oestermayer, Michael	Residential	Residential	N/A		
45		28-A03-188	Oestermayer, Michael	Residential	Residential	N/A		
46	3439 Erie Ave	28-0002-121	Episcopal Retirement Homes	Daughter House East	Institutional	N/A		

Land Use

Legend

- Urban Design Study Area
- (1) Parcel Identification Number

Land Use Legend

- Residential: one / two family
- Residential: multi-family
- Commercial
- Mixed Use: Commercial / Residential
- Parks / Playgrounds
- Institutional

0 25 50 100 200 400

Scale: 1" = 200'-0"

HYDE PARK EAST

HYDE PARK COMMUNITY AND THE CITY OF CINCINNATI
Demographics

	HYDE PARK			CITY OF CINCINNATI		
	1980	1990	% Change	1980	1990	% Change
POPULATION						
Total Population	14,955	13,927	-7%	385,457	364,040	-6%
White	14,246	13,284	-7%	251,144	220,285	-12%
Black	562	464	-17%	130,467	138,132	6%
% < 18 yrs. of age	12,109	11,629	-4%	97,254	91,352	-6%
WORKFORCE						
16 years of age & older	12,506	11,888	-5%	300,004	281,024	-6%
Not in Labor Force	4,701	3,473	-26%	125,210	108,326	-13%
Professional	3,479	4,351	25%	38,974	46,533	19%
Sales & Clerical	2,438	2,615	7%	49,147	51,550	5%
Service	692	723	4%	27,724	26,396	-5%
Blue Collar	926	589	-36%	43,551	34,402	-21%
Military Serice	7	0	-100%	137	275	101%
Unemployed	263	137	-48%	15,261	13,542	-11%
HOUSING						
Housing Units	7,448	7,408	-1%	172,587	169,088	-2%
Owner occupied	3,480	3,660	5%	60,687	59,172	-2%
Renter occupied	3,561	3,292	-8%	96,990	95,170	-2%
Vacant	407	456	12%	14,910	14,746	-1%
Single-family	3,429	3,331	-3%	60,489	61,660	2%
Median Household Inc.	20,211	36,521	81%	12,499	19,999	60%
% Poverty Households	9%	4%	-5%	16%	21%	5%

Note: Median household incomes were determined by the midpoint of the interval containing the average.

APPENDIX E

HYDE PARK EAST BUSINESS DISTRICT SURVEY

This survey is designed to obtain information to help the Hyde Park East Neighborhood Business District Task Force and the City determine how to best stimulate economic development in the Hyde Park East 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 ___ Regional Chain
___ National Chain ___ Franchise

Business Ownership: ___ Family Business ___ Sole Proprietorship
___ Partnership ___ For-Profit Corp.
___ Non-Profit ___ Cooperative

Own or Lease Facility: ___ Own ___ Lease

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

Number of Employees: Full-Time ____ Part-Time ____

Hours of Operation: _____

Physical Improvements

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

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

___ No constraints
___ Insufficient space
___ Low interest rate loan
___ Need financial assistance
___ Need planning assistance
___ Other,
Specify_____

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

___ Front entrances
___ Interior building appearance
___ Conditions of sidewalks
___ Identity and physical unity
___ Facade improvement, including awning
___ Rear entrances
___ Street lighting
___ Streetscape, including trees & lighting
___ Parking

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

___ Congested streets
___ Inadequate parking
___ Location of parking
___ Pedestrian access
___ Vehicular access
___ Street maintenance
___ Speed limits
___ Street lighting

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

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

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

Business Location

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

   a. When _____
   b. To Where _____

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

   a. When _____
   b. Why _____
   _____

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

    a. When _____
    b. To where _____

Business Environment

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

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

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

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

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

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

    ___% Hyde Park residents
    ___% Oakley residents
    ___%Cincinnati residents, excluding Hyde Park and residents.
    ___% Ohio residents, excluding Cincinnati residents
    ___% Kentucky residents
    ___% Other, specify _____

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

    ___Sunday ___Monday ___Tuesday
    ___Wednesday ___Thursday ___Friday
    ___Saturday

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

    ___Morning (before 11:30 AM) ___Lunch (11:30 AM - 1:30 pm)
    ___Afternoon (1:30 PM - 6:00 PM ___Evening (6 PM - 9 PM)
    ___Night (after 9 PM)

18. How important is it that the following issues are addressed as they rela Hyde Park East Business district. Indicate importance by the following n

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

    ___Parking ___Safety ___Marketing
    ___Cleanliness ___Business development ___Appearanc
    ___Traffic flow (pedestrian & vehicular)

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

    ___Signs ___Facade treatments
    ___New development ___Streetscape

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

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

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

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

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

_____

_____

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

_____

_____

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

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

_____

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

Comments:

_____

_____

_____

_____

Thank You!

This survey can be returned to either:

Ameri First Bank
3521 Erie Avenue
Cincinnati, Ohio 45208

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

THE HYDE PARK EAST COMMUNITY CUSTOMER/CONSUMER SURVEY

This survey is designed to obtain information to help the Hyde Park East Neighborhood Business District Task Force and the City of Cincinnati determine how to best stimulate economic development in the Hyde Park East business district. Please answer all questions completely. All responses will remain completely confidential and will be reported as a group.

1. Please look at the choices below: What changes can be made by merchants in this business district in order for them to get more of your business? **Choose only five (5) and rate them according to your priorities; using "1" to indicate top priority, "2" to indicate second priority, etc.**

a. _____ Improved parking
b. _____ More store variety
c. _____ Better quality products
d. _____ Better atmosphere
e. _____ Better safety
f. _____ More advertising
g. _____ More special events
h. _____ More competitive prices
i. _____ Better product selection
j. _____ Better customer service
k. _____ Evening store hours
l. _____ Less traffic congestion
n. _____ Other, specify _____

2. Look at the choices below and answer what potential new businesses you would most likely use if they were to open in the Hyde Park East business district. **Choose only five (5) and rate them according to your priorities; using "1" to indicate your top priority, "2" to indicate your second priority, etc.**

_____ Antiques
_____ Art galleries
_____ Bakery
_____ Butcher
_____ Clothing
_____ Department
_____ Drugs
_____ Entertainment
_____ Financial
_____ Furniture
_____ Gift store
_____ Hardware
_____ Hobby shop
_____ Movie theater
_____ Prof. services
_____ Restaurants
_____ Sports equipment
_____ Discount
_____ Appliances
_____ Arts/Crafts
_____ Bookstore
_____ Cameras
_____ Delicatessen
_____ Health Club
_____ Electronics
_____ Fast food
_____ Fish market
_____ Garden center
_____ Grocery
_____ Live theater
_____ Music store
_____ Records
_____ Shoes
_____ Other (specify)

3. Circle the letters which best indicate prices and quality of goods ("a" being the highest, and "d" being the lowest) offered in the Hyde Park East NBD:

Prices of Goods & Services				Quality of Goods & Services			
a	b	c	d	a	b	c	d

4. Circle the time and duration of your most typical shopping trip:

1.) Day of the week: Mon. Tue. Wed. Thurs. Fri. Sat. Sun.

2.) Duration of trip: 1 hrs. 2 hrs. 3 hrs. 4 hrs. 5 hrs. 6 hrs. 7 hrs.

5. What advertising do you most notice from local merchants? **Circle only three.**

a. Newspaper(s)
b. Direct Mail
c. Radio
d. Flyers
e. Television
f. Window Displays
g. Billboards
h. Yellow Pages
i. Other, specify _____

6. What do you like best about shopping in the Hyde Park East business district? _____

_____

7. Do you feel safe while within the Hyde Park East business district? (Circle One) Yes or No.

Please indicate the following about yourself.

8. Where do you live?

a. _____ community in Cincinnati, Ohio
b. Outside Cincinnati, but within Ohio. City _____
c. In Kentucky
d. Outside Ohio and Kentucky. State _____

9. Where do you work? Circle the letter that applies.

a. _____ community in Cincinnati, Ohio
b. Outside Cincinnati but within Ohio. City _____
c. In Kentucky. City _____
d. Outside Ohio and Kentucky. State _____

COMMENTS:

_____

_____

_____

_____

Thank you!

This survey can be returned to any of the following:

The business from which the survey was obtained.

or

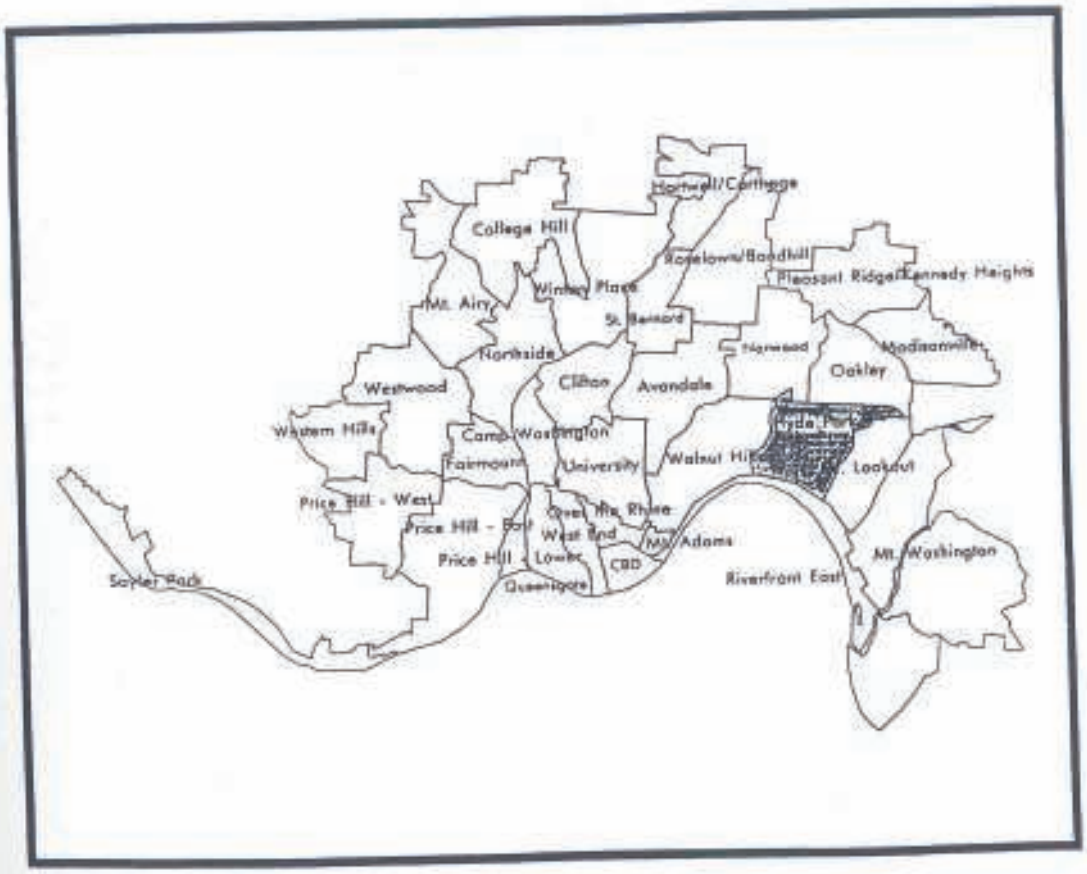
AmeriFirst Bank
3521 Erie Avenue
Cincinnati, Ohio 45208

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

APPENDIX G

Hyde Park

MARKET AREA PROFILE



DEPARTMENT OF ECONOMIC DEVELOPMENT

CITY OF CINCINNATI

Hyde Park
Market Area

1 inch = 2,650 ft.

Market Key Businesses

SIC	DESCRIPTION	COUNT	TOTAL SQ. FT.
5812	Eating Places	20	54776
5719	Misc. Home Furnishings	9	22788
5621	Women's Clothing &	8	16250
7231	Beauty Shops	15	14700
6531	Real Estate Agents &	18	12502
6020	Commercial Banks	4	12173
8011	Offices of Doctors	14	12050
8021	Offices of Dentists	10	11087
5999	Miscellaneous Retail	6	8200
5712	Furniture Stores	4	8050

HYDE PARK

NBC Anchors

- *Women's Apparel*
  - 2 Die 4
  - The Acorn
  - Alyson's
  - Carriage Trade
  - Cloud 9
  - Final Touch
- *Men's Apparel*
  - Hyde Park Toggery
  - Khakis
  - Stocks
- *Children's Apparel*
  - Castle House

Life Style Clusters

The consumer characteristics of the Hyde Park 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.

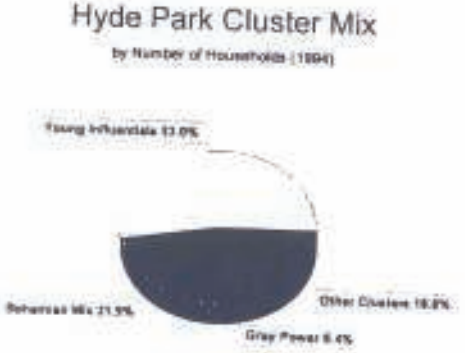
Examination of the data for more than 500 data variables at the census block group level indicates that of the 62 different cluster types identified in the U.S., seven are found in the Hyde Park market area.

The top three cluster types found in the Hyde Park market area are: Young Influentials, Bohemian Mix, and Gray Power. Following is a brief description of each of these clusters.

Young Influentials, with 3,669 households, is overwhelmingly the dominant cluster type in Hyde Park. This cluster is typified by upwardly mobile singles and couples who are referred to as the "Last of the Yuppies." Most in this cluster are college graduates who are working in the professional, white-collar world.

Bohemian Mix, with 1,519 households, is the second largest cluster type represented in Hyde Park. This cluster is America's Bohemia, a largely integrated, singles and couples-dominated, educated, up-scale, high-rise hodge-podge of white collars, students, actors, artists, writers, and races with the nation's 2nd lowest index for kids.mixture of races, often with a high Asian representation and transients.

Gray Power, with 440 households, is the third dominant cluster type in Hyde Park. Typified by affluent retirees, this cluster is predominately white married couples and singles aged 65+. Those represented by this cluster tend to be health and golf fanatics with large portfolios.



	No. of Households
Young Influentials	3,669
Bohemian Mix	1,519
Gray Power	440
Young Literati	396
Single City Blues	347
Blue Blood Estates	315
New Empty Nests	241

Product-Service Preference Index (PSPI)

Introduction

This section describes the preferences for specific products and services among Hyde Park 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 Hyde Park 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 following the item. Market area consumers:

- Buy Montblanc/Waterman last year (306)
- Own an Audi (265), BMW (215), Mitsubishi (214) or Eagle (192)
- Play racquetball (227), go jogging (194), play tennis (175), and go suba diving (175)
- Took 3+ personal trips by plane (269), 3+ business trips by plane (207), and have a passport (173)
- Buy Jazz music (219) and new wave music (181)
- Are imported wine drinkers (222), heavy imported beer users (203), and Tequila drinkers (186)
- Bought brie cheese (185), gourmet coffee beans (197), and Kellogs Muesli (147)
- Smoked cigars in the last six months (165)

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 car with a CB radio (41) or a camper (26)
- Buying country music (64)
- Belonging to a Veterans club (50) or country club (52)
- Smoking non-filter cigarettes (57) or chewing tobacco (46)
- Making an in-home purchase (70)
- Buying Kraft Macaroni & Cheese (70), Kool Aid (72), or Spam (45)
- Self-changing spark plugs (67) or oil filters (71)
- Fresh water fishing (68) or hunting with a rifle/shotgun (61)
- Owning an GMC truck (28), Chevy truck (55) or Lincoln Continental (54)
- Taking 4+ overnight camping trips (48)

Development Potential

Introduction

The development potential for the Hyde Park 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 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 215 different businesses in the 75 retail and service establishment categories. These establishments account for an estimated 296,200 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 Hyde Park market area to support an additional 229,000 square feet of retail-service space. It is estimated that this new potential would support the development of 67 new establishments in 41 different SIC types.

Development Potential for Top Ten Establishment Types

SIC	DESCRIPTION	TOTAL SQ.FT.
5411	Grocery	31,600
753X	Auto Repair	29,200
79XX	Recreation Facilities	18,700
5251	Hardware	14,200
8351	Day Care	11,800
5813	Drinking Places	9,200
5812	Eating Places	8,700
5735	Record Tape Store	8,600
7549	Automotive Services	8,400
5912	Drug	6,900

Observations

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

- Grocery - specialty foods
- Auto Repair - foreign
- Child Care
- Restaurant - specialty, coffee house

Hyde Park Summary

This market area, located on the east side, is close to downtown and is one of Cincinnati's most popular neighborhoods. There are two primary neighborhood business centers in Hyde Park, the "Square" and Hyde Park East at Erie and Marburg.

The market area has a sizeable population base, 13,773 persons in 6,927 households. The median income in the market area is significant at $47,327. The population and household counts in the market area are projected to decrease over the next five years, while incomes will increase significantly.

Neighborhood Business Center Evaluation Matrix

Population	✓
Design	✓
Group	✓
Safe	✓
Count	✓
Signal	✓
Speed	✓
In/Out	✓
Park	✓
Anchor	✓
Variety	✓
Mass	✓
Potential	✓

Strengths

Exceptional Design

Sense of place, aesthetically pleasing

Safe, clean environment

Consistently available parking in front of stores

No tow zones

Critical mass of merchandise

Specialty retail niche

Active community group

Weaknesses

Lack of traditional anchor

Competition at Hyde Park Plaza & Rookwood Pavilion

Parking

Opportunities

Build and broaden existing apparel niche
Add destination retailers
Strengthened market base with service and convenience establishments which serve area residents

NEIGHBORHOOD MARKET AREA DEVELOPMENT POTENTIAL

SIC	Establishment Type	HYDE PARK Household Count: 4,327			
		Current Estimates		Development Potential	
	RETAIL	Estabs.	Sq. Ft.	Estabs.	Sq. Ft.
5231	Paint, Glass & Wallpaper Store	0	0	1	6,700
5251	Hardware Stores	0	0	1	14,200
5261	Nurseries & Garden Supply Stores	0	0	1	2,400
5311	Department Stores	0	0	0	0
5399	Variety/General Merchandise Stores	1	6,900	0	0
5411	Grocery & Miscellaneous Food Stores	4	4,916	3	21,400
5421	Meat & Fish Markets	2	2,722	0	0
5431	Fruit & Vegetable Markets	0	0	1	900
5441	Candy, Nut, & Confectionary Stores	1	1,500	0	0
5451	Dairy Products Stores	1	3,600	1	700
5461	Retail Bakeries	1	2,583	1	1,200
5611	Men's & Boys' Clothing Stores	4	3,609	0	0
5621	Women's Clothing & Specialty Stores	8	16,250	0	0
5641	Children's & Infants' Wear	2	1,250	0	0
5651	Family Clothing Stores	0	0	0	0
5661	Shoe Stores	3	2,700	0	0
5699	Misc. Apparel & Accessories	4	1,236	0	0
5712	Furniture Stores	4	8,060	0	0
5713	Floor Covering Stores	1	2,580	1	1,600
5719	Misc. Home Furnishings Stores	9	22,786	0	0
5722	Household Appliance Stores	0	0	1	4,100
5731	Radio, TV, Consumer Electronics	0	0	1	1,000
5734	Computer/Computer Software Stores	0	0	1	2,700
5735	Record, Prerecorded Tape Stores	0	0	2	8,500
5736	Musical Instrument Stores	0	0	1	3,100
5812	Eating Places	28	54,776	3	8,700
5813	Drinking Places	2	4,281	4	9,200
5912	Drug Stores & Proprietary Stores	2	5,060	1	6,900
5921	Liquor Stores	2	2,280	0	0
5932	Used Merchandise Stores	8	7,583	0	0
5941	Sporting Goods & Bicycle Stores	2	900	0	0
5942	Book Stores	1	2,000	1	3,000
5943	Stationery Stores	2	800	0	0
5944	Jewelry Stores	2	6,400	1	1,800
5945	Hobby, Toy, & Game Shops	2	2,740	0	0
5946	Camera/Photographic Supply	0	0	0	0
5947	Gift, Novelty, & Souvenir	5	4,214	1	1,100
5948	Luggage & Leather Goods	1	1,500	0	0
5949	Sewing/Needlework/Piece Goods	2	1,820	0	0
5992	Florists	4	6,298	0	0
5995	Optical Goods Stores	0	0	1	2,100
5999	Miscellaneous Retail	6	8,200	1	2,700
	FINANCE, REAL ESTATE, & OTHER SERVICES				
6020	Commercial Banks	4	13,173	2	8,400
6030	Savings Institutions	4	6,113	0	0
6060	Credit Unions	0	0	1	8,500
6141	Personal Credit Institutions	1	1,500	1	2,200
6531	Real Estate Agents & Managers	18	12,502	3	5,100
7212	Dry Cleaners	7	5,456	0	0
7215	Coin-Operated Laundries	0	0	1	1,400
7221	Photographic Studios, Portraits	2	400	0	0
7231	Beauty Shops	15	14,700	0	0
7241	Barber Shops	0	0	1	1,000
7251	Shoe Repair & Hat Cleaning Shops	0	0	1	1,000
7261	Funeral Service & Crematories	1	2,500	0	0
7291	Tax Return Preparation Services	0	0	1	3,500
7299	Miscellaneous Personal Services	6	7,500	0	0
7334	Photocopying & Duplication Services	1	3,400	0	0
735x	Misc. Equipment Rental & Leasing	2	2,000	0	0
7384	Photofinishing Laboratories	0	0	1	1,500
753x	Automotive Repair Shops	2	901	4	29,200
7542	Car Washes	0	0	1	2,100
7549	Other Automotive Services	0	0	2	8,400
7622	Radio & Television Repair	0	0	1	3,400
7629	Electrical Repair Shops	1	1,500	0	0
7631	Watch, Clock, & Jewelry Repair	0	0	0	0
7641	Reupholstery & Furniture Repair	0	0	1	2,300
7699	Miscellaneous Repair Services	3	1,775	0	0
7832	Motion Picture Theaters except Drive-In	0	0	0	0
7841	Video Tape Rental	0	0	1	2,900
7991	Physical Fitness Facilities	0	0	2	3,400
79xx	Other Recreation Facilities	1	3,800	4	16,700
8011	Offices of Doctors	14	12,250	2	1,500
8021	Offices of Dentists	19	11,087	0	0
80Hr	Other Health Care Offices	6	3,542	1	1,400
8351	Day Care Facilities	1	3,400	3	11,900
	TOTAL	215	286,208	67	229,300

SOURCE: Cincinnati Bell Information Systems; Hamilton County Auditor; Market Solutions, Inc.; and Project Market Decisions

04/09/95

NEIGHBORHOOD MARKET AREA DEVELOPMENT POTENTIAL - SORTED

SIC	Establishment Type	HYDE PARK Household Count: 8,927			
		Current Estimates		Development Potential	
		Estabs	Sq. Ft.	Estabs	Sq. Ft.
5411	Grocery & Miscellaneous Food Stores	4	4,319	3	31,600
7538	Automotive Repair Shops	2	901	4	29,200
7999	Other Recreation Facilities	1	1,000	4	18,700
5251	Hardware Stores	0	0	1	14,200
5331	Car Care Facilities	1	1,400	3	11,300
5812	Dining Places	3	4,251	4	9,200
5812	Eating Places	20	54,774	3	8,700
5735	Record, Prerecorded Tape Stores	0	0	2	8,400
7549	Other Automotive Services	0	0	2	8,400
5912	Drug Stores & Proprietary Stores	2	8,960	1	8,900
5231	Paint, Glass & Wallpaper Store	0	0	1	8,700
6060	Credit Unions	0	0	1	8,500
6020	Commercial Banks	4	12,173	2	8,400
6531	Real Estate Agents & Managers	18	12,502	3	8,100
5722	Household Appliance Stores	0	0	1	4,700
7291	Tax Return Preparation Services	0	0	1	3,500
7991	Physical Fitness Facilities	0	0	2	3,400
7623	Radio & Television Repair	0	0	1	3,400
7542	Car Washes	0	0	1	3,100
5736	Musical Instrument Stores	0	0	1	3,100
5942	Book Stores	1	2,000	1	3,000
7841	Video Tape Rental	0	0	1	2,800
5999	Miscellaneous Retail	6	6,200	1	2,700
5734	Computer/Computer Software Stores	0	0	1	2,700
5261	Nurseries & Garden Supply Stores	0	0	1	2,400
7641	Reupholstery & Furniture Repair	0	0	1	2,300
6141	Personal Credit Institutions	1	1,600	1	2,200
5995	Optical Goods Stores	0	0	1	2,100
5944	Jewelry Stores	3	8,400	1	1,800
7384	Photofinishing Laboratories	0	0	1	1,600
5713	Floor Covering Stores	1	2,580	1	1,500
8011	Offices of Doctors	14	12,050	2	1,500
8049	Other Health Care Offices	8	3,542	1	1,400
7215	Coin-Operated Laundries	0	0	1	1,400
5461	Retail Bakeries	1	2,563	1	1,200
5947	Gift, Novelty, & Souvenir	5	4,214	1	1,100
5731	Radio, TV, Consumer Electronics	0	0	1	1,000
7251	Shoe Repair & Hat Cleaning Shops	0	0	1	1,000
7241	Barber Shops	0	0	1	1,000
5431	Fruit & Vegetable Markets	0	0	1	1,000
5451	Dairy Products Stores	1	3,600	1	900
7261	Funeral Service & Crematories	1	2,500	0	0
7832	Motion Picture Theaters except Drive-In	0	0	0	0
8021	Offices of Dentists	19	11,087	0	0
7299	Miscellaneous Personal Services	6	7,500	0	0
7699	Miscellaneous Repair Services	2	1,715	0	0
5399	Variety/General Merchandise Stores	11	6,900	0	0
7334	Photocopying & Duplication Services	1	3,400	0	0
7359	Misc. Equipment Rental & Leasing	2	2,000	0	0
7631	Watch, Clock, & Jewelry Repair	0	0	0	0
7629	Electrical Repair Shops	1	1,000	0	0
5311	Department Stores	0	0	0	0
5611	Men's & Boys' Clothing Stores	4	3,609	0	0
7231	Beauty Shops	18	14,700	0	0
5712	Furniture Stores	4	8,060	0	0
5921	Liquor Stores	2	2,280	0	0
5441	Candy, Nut, & Confectionary Stores	1	1,500	0	0
5719	Misc. Home Furnishings Stores	9	22,788	0	0
5699	Misc. Apparel & Accessories	4	1,239	0	0
5941	Sporting Goods & Bicycle Stores	2	800	0	0
5661	Shoe Stores	3	2,700	0	0
5651	Family Clothing Stores	0	0	0	0
5641	Children's & Infants' Wear	2	1,250	0	0
5932	Used Merchandise Stores	5	7,883	0	0
5943	Stationery Stores	2	800	0	0
7221	Photographic Studios, Portraits	2	480	0	0
5621	Women's Clothing & Specialty Stores	8	16,250	0	0
7212	Dry Cleaners	7	5,456	0	0
6035	Savings Institutions	4	6,113	0	0
5992	Florists	4	8,298	0	0
5945	Hobby, Toy, & Game Shops	2	2,740	0	0
5949	Sewing/Needlework/Piece Goods	2	1,900	0	0
5421	Meat & Fish Markets	2	2,722	0	0
5946	Camera/Photographic Supply	0	0	0	0
5948	Luggage & Leather Goods	1	1,500	0	0
	TOTAL	215	396,205	87	229,000

SOURCE: [illegible] Hamden County Auditor, Market Statistics, Inc., and Project Market Decisions

[illegible]

Claritas, Inc
Sales (800)234-5973

Hyde Park Market Area

Support (800)234-5619

1994 PRIZM Distribution Report

PRIZM Cluster			'94 Population		'94 Households		US Household	
Group	No.	Nickname	Number	Pct.	Number	Pct.	Base Pct.	Ratio Index
S1	1	Blue Blood Estates...	870	6.3	315	4.5	0.8	562.5
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.....			870	6.3	315	4.5	8.7	51.7
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.....	959	7.0	396	5.7	1.1	518.2
U1	9	American Dreams.....	0	0.0	0	0.0	1.4	0.0
U1	10	Bohemian Mix.....	2791	20.3	1519	21.9	1.7	1288.2
Urban Uptown.....			3750	27.2	1915	27.5	5.8	475.9
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.....	803	5.8	440	6.4	2.1	304.8
2nd City Society.....			803	5.8	440	6.4	5.8	110.3
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...	7306	53.0	3669	53.0	1.2	4416.7
S2	19	New Empty Nests.....	530	3.8	241	3.5	1.8	194.4
S2	20	Boomers & Babies.....	0	0.0	0	0.0	1.3	0.0
S2	21	Suburban Sprawl.....	0	0.0	0	0.0	1.8	0.0
S2	22	Blue-Chip Blues.....	0	0.0	0	0.0	2.1	0.0
The Affluentials.....			7836	56.9	3910	56.5	8.2	689.0
S3	23	Upstarts & Seniors...	0	0.0	0	0.0	1.2	0.0
S3	24	New Beginnings.....	0	0.0	0	0.0	1.4	0.0
S3	25	Mobility Blues.....	0	0.0	0	0.0	1.6	0.0
S3	26	Gray Collars.....	0	0.0	0	0.0	2.1	0.0
Inner Suburbs.....			0	0.0	0	0.0	6.3	0.0
U2	27	Urban Achievers.....	0	0.0	0	0.0	1.6	0.0
U2	28	Big City Blend.....	0	0.0	0	0.0	1.0	0.0
U2	29	Old Yankee Rows.....	0	0.0	0	0.0	1.4	0.0
U2	30	Mid-City Mix.....	0	0.0	0	0.0	1.2	0.0
U2	31	Latino America.....	0	0.0	0	0.0	1.3	0.0
Urban Midscale.....			0	0.0	0	0.0	6.5	0.0
C2	32	Middleburg Managers..	0	0.0	0	0.0	1.5	0.0
C2	33	Boomtown Singles.....	0	0.0	0	0.0	1.2	0.0
C2	34	Starter Families.....	0	0.0	0	0.0	1.6	0.0
C2	35	Sunset City Blues....	0	0.0	0	0.0	1.8	0.0
C2	36	Towns & Gowns.....	0	0.0	0	0.0	1.4	0.0
2nd City Center.....			0	0.0	0	0.0	7.5	0.0

1994 PRIZM Distribution Report

PRIZM Cluster			'94 Population		'94 Households		US Household Base	Ratio
Group	No.	Nickname	Number	Pct.	Number	Pct.	Pct.	Index
T2	37	New Homesteaders	0	0.0	0	0.0	2.1	0.0
T2	38	Middle America	0	0.0	0	0.0	1.3	0.0
T2	39	Red, White & Blues	0	0.0	0	0.0	2.3	0.0
T2	40	Military Quarters	0	0.0	0	0.0	0.5	0.0
Exurban Blues			0	0.0	0	0.0	6.2	0.0
R1	41	Big Sky Families	0	0.0	0	0.0	1.4	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	514	3.7	347	5.0	1.7	294.1
U3	46	Hispanic Mix	0	0.0	0	0.0	1.5	0.0
U3	47	Inner Cities	0	0.0	0	0.0	2.1	0.0
Urban Cores			514	3.7	347	5.0	5.3	94.1
C3	48	Smalltown Downtown	0	0.0	0	0.0	1.9	0.0
C3	49	Hometown Retired	0	0.0	0	0.0	1.3	0.0
C3	50	Family Scramble	0	0.0	0	0.0	2.0	0.0
C3	51	Southside City	0	0.0	0	0.0	2.0	0.0
2nd City Blues			0	0.0	0	0.0	7.2	0.0
T3	52	Golden Ponds	0	0.0	0	0.0	2.0	0.0
T3	53	Rural Industria	0	0.0	0	0.0	1.6	0.0
T3	54	Norma Rae-ville	0	0.0	0	0.0	1.4	0.0
T3	55	Mines & Mills	0	0.0	0	0.0	1.9	0.0
Working Towns			0	0.0	0	0.0	6.9	0.0
R2	56	Agri-Business	0	0.0	0	0.0	1.7	0.0
R2	57	Grain Belt	0	0.0	0	0.0	2.0	0.0
Heartlanders			0	0.0	0	0.0	3.7	0.0
R3	58	Blue Highways	0	0.0	0	0.0	2.2	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			13773	100.0	6927	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.

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

Title	MPI
3+ Personal Trips - Plane (2.6%)	269
Go to Ice Hockey Games (1.2%)	232
Rntd Foreign Videos Lst Mo (1.3%)	230
Go Sailing (1.7%)	227
Play Racquetball (2.5%)	227
Buy Jazz Music (4.4%)	219
3+ Business Trips - Plane (2.6%)	207
Go to Pro Basketball Games (1.4%)	199
Go Jogging (6.7%)	194
Member Freq Flyer Program (9.5%)	184
Buy New Wave Music (3.3%)	181
Play Tennis (5.6%)	175
Go Scuba Diving (0.8%)	175
Own Sailboat (0.8%)	174
Have a Passport (16.1%)	173
Go Skiing (3.7%)	172
Chess Last Year (3.1%)	168
Prof Furniture Clnrs LstYr (1.5%)	167
Smoked Cigars Last 6 Mos (2.5%)	165
Go to Pro Football Games (1.9%)	165
Go to Col Basketball Games (2.1%)	163
Bght 1940s Nostalgia LstYr (1.0%)	163
Bght 1960s Nostalgia LstYr (3.1%)	160
Health Clubs/Gym Last Year (8.4%)	159
$60+ Dry Clean Lst 6 Mos (7.7%)	159
Go to Live Theatre Lst Yr (13.0%)	157
Western Europe Last 3 Years(5.1%)	156
Rntd Car for Business LstYr(5.6%)	155
Took Sched Flight/Foreign (11.6%)	151
4+ Domestic Trips Lst Yr (10.6%)	151
Bought Sci Fiction Lst Yr (3.5%)	144
Rntd Car Personal Use LstYr(8.9%)	139
Domstc Business Trip LstYr (8.6%)	139
Bght Hardcover Book Lst Yr (14.4%)	139
2+ Foreign Trips Lst 3 Yrs (7.8%)	136
Do Weight Lifting (7.3%)	136
Caribbean Last 3 Years (5.1%)	135
Go Swimming (19.9%)	135
Take Adult Ed Courses (6.6%)	133
Use Trvl Agnt/Foreign Trip (11.4%)	133
Play Volleyball (5.9%)	133
Play Softball (6.3%)	132
Non Political Volunteer (14.5%)	131
Go Hiking (5.7%)	131
Used Travel Agent US Trip (14.2%)	131
Go Bicycling (13.6%)	130
Buy Dance Music (4.6%)	130
Bght 1950s Nostalgia LstYr (1.9%)	130
Use Three-Way Calling (5.2%)	128
Buy Classical Music (5.6%)	127
Furniture Refinishing LstYr(5.2%)	126
Trivia Games Last Year (7.2%)	125
Go to Gambling Casinos (12.2%)	123
Buy Medium Rock Music (10.6%)	123

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

Title	MPI
Go to Aerobics (8.2%)	122
Bought Novel Last Year (12.9%)	122
Book thru Book Club Lst Yr (7.0%)	122
Use Call Waiting (28.0%)	121
Paid for Gas w/Credit Card (21.0%)	121
Visit Theme Park Last Year (23.1%)	121
Lease a Car (3.1%)	120
$100+ Camera Accessories (1.7%)	119
Go Cross Country Skiing (1.7%)	118
Prof Carpet Cleaners LstYr (7.3%)	118
Go Roller Skating (3.4%)	118
Walt Disney World FL Lst Yr(4.6%)	118
Go Walking for Exercise (27.9%)	117
Own a Bird (2.5%)	117
Use Maid/Housekeeper (10.0%)	117
Painting, Drawing Last Year(5.9%)	117
Domestic Vac Trip Lst Yr (36.4%)	117
Buy Easy Listening Music (7.8%)	114
Belong to an Auto Club (26.2%)	112
Ctrb $50+ Pub Brdctg LstYr (2.9%)	111
Order Items by Phone LstYr (18.1%)	111
Buy Hard Rock Music (6.6%)	111
Go to the Movies (48.0%)	111
Bars/Night Clubs Last Year (20.6%)	111
Japan, Asia, Othr Lst 3 Yrs(2.1%)	110
Use Cigarette Rolling Paper(2.6%)	109
Recycled Products Lst Yr (35.8%)	109
Avg Long Dist Bill $26+ (25.3%)	108
Bought Mystery Last Year (7.4%)	108
Outdoor Gardening 1X a Wk (5.1%)	108
Coupons for New Products (22.0%)	108
Indoor Gardening & Plants (15.8%)	107
Collect Stamps (3.4%)	107
Dined Out Last Year (49.9%)	107
Photography Last Year (12.2%)	107
Buy Christian/Faith Music (4.1%)	107
Go Golfing (10.1%)	106
<$60 Grocery Shopping Wkly (22.4%)	106
Use Speed Dialing (8.0%)	105
Contrib Pub Brdcstng LstYr (10.4%)	105
Eat at Fast Food Mexican (10.3%)	105
Voted in Election Last Yr (47.5%)	105
Billiards/Pool Last Year (8.6%)	104
Go Bowling (12.1%)	103
Video Games Last Year (10.6%)	103
Eat at Fast Food Burger (58.4%)	103
Took 1st Class Foreign Trip(1.4%)	102
Visit Sea World Last Year (3.9%)	102
Take Vitamins (37.1%)	102
Go Boating (6.8%)	101
Eat at Fast Food Rest (87.7%)	100
Use Prof Exterminators (12.3%)	100
Eat at Family Steak House (66.1%)	99

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

Title	MPI
Rntd 5+ Video Tapes Lst Mo (19.7%)	99
Go to Baseball Games (5.0%)	98
Smoke Menthol Cigarettes (8.5%)	97
Use Call Forwarding (7.7%)	96
$150+ Grocery Shopping Wkly(14.1%)	95
Employer Own/Leased Car (2.1%)	95
Cents Off Coupons Last Yr (63.9%)	95
Smoke Pipe Tobacco (2.4%)	95
15+ Lottery Tickets Lst Mo (6.2%)	94
Contact Editr/Gvt Official (11.8%)	94
Buy Black Gospel Music (2.8%)	94
Needlepoint Last 6 Months (2.6%)	93
Go to Auto Races (2.0%)	93
Belong to a Religious Club (7.7%)	93
Bought Romance Last Year (6.4%)	92
Eat at Fast Food Fish (2.3%)	91
Order Items by Mail Lst Yr (28.9%)	90
Eat at Fast Food Pizza (14.1%)	90
Always Use Grocery List (29.4%)	90
Self Home Remodeling (10.9%)	87
Tropical Fish (6.0%)	86
Pain Relievers Heavy Users (33.9%)	84
Go Salt Water Fishing (4.2%)	84
Smoked Cigarettes Lst Yr (30.3%)	83
In-Home Preg Test Lst 12Mos(6.1%)	82
Took a Domestic Trip by Bus (1.9%)	81
Smoke Regular Cigarettes (21.0%)	81
Belong to a Fraternal Order(4.9%)	80
Woodworking Last Year (5.6%)	80
Have a Garden (34.7%)	80
Rntd Fam/Kid Videos Lst Mo (11.5%)	79
Sew from Patterns Lst 6 Mos(6.3%)	79
Disp Lighters Last 6 Mos (24.0%)	78
$150+ Property Maintenance (14.8%)	78
Go to College Ftbll Games (2.7%)	78
Used Baby Foods Last 6 Mos (6.4%)	77
Own a Dog (21.4%)	77
Bread frm Scratch Lst 6 Mos(4.8%)	76
Contract Home Improvement (10.1%)	74
Own a Cat (13.0%)	73
Self Home Improvement (23.1%)	72
Contract Home Remodeling (7.1%)	71
Insect Repellent Last Year (31.8%)	71
In-Home Purchase Lst 6 Mos (12.6%)	70
Go Fresh Water Fishing (15.9%)	68
Buy Country Music (13.2%)	64
Go Hunting w/Rifle/Shotgun (6.9%)	61
Go to Boxing Matches (0.6%)	60
Smoke NonFilter Cigarettes (2.8%)	57
Belong to a Country Club (2.1%)	52
Belong to a Veterans Club (3.4%)	50
4+ Overnight Camp Trips (4.6%)	48
Chewing Tobacco (1.3%)	46

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

Title	MPI
Truck&Tractor Pull/Mud Race(0.8%)	43
Own Power Boat (4.1%)	43

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

Title	MPI
Montblanc/Waterman Last Yr (0.8%)	306
Own an Audi (0.5%)	265
Imported Wine Last Week (3.0%)	222
Own a BMW (0.8%)	215
Own a Mitsubishi (1.1%)	214
Shopped Saks 5th Avenue (1.6%)	213
Imported Beer Heavy Users (2.0%)	203
Gourmet Coffee Bns Lst6Mos (3.7%)	197
Imported Beer Last Week (5.3%)	194
Own an Eagle (0.5%)	192
Tequila Last Month (4.1%)	186
Brie Cheese Last 6 Mos (1.2%)	185
Domestic Wine Last Week (11.7%)	176
Sugar Free Yogurt Lst 6Mos (2.3%)	176
Own Convertible (1.8%)	170
Dove Ice Cream Br Lst 6Mos (3.4%)	164
Entenmann's Snacks Lst6Mos (5.7%)	164
Own a Honda (6.8%)	162
Own a Mazda (2.1%)	155
Own New Import Car (15.7%)	150
Cognac/Brandy Last Month (4.0%)	149
Own Elec Coffee Grinder (11.1%)	149
Bottled Water & Seltzer (22.1%)	148
Kelloggs Mueslix Lst 6 Mos (1.3%)	147
Vodka Last Month (8.0%)	145
Shopped Woolworth/Woolco (9.9%)	145
Own Car with Car Phone (3.1%)	142
Rum Heavy Users (1.8%)	142
Bght Computer Books LstYr (5.7%)	140
>$1000 Computer System (12.0%)	139
Scotch Last Month (3.5%)	139
Own a Volkswagen (3.1%)	138
Own a Nissan (6.8%)	138
Tab (0.5%)	135
Own Sub Compact Car (25.5%)	134
Caffeine-Free Diet Coke (6.6%)	134
Bought 35mm Camera Last Yr (0.8%)	134
Own a Mazda Truck (0.8%)	132
Own Oral Irrigation Device (4.1%)	131
Auto Security/Burglar Alarm(8.0%)	129
Kelloggs Special K Lst6Mos (2.9%)	129
Kelloggs All Bran Lst 6Mos (2.3%)	128
Polaroid Inst Film Last Yr (3.2%)	127
Own Phone Answer Machine (34.4%)	126
Light Beer Last Week (14.8%)	125
Diet Coke (16.2%)	125
Low Cal Frzn Dinrs Lst6Mos (4.8%)	125
Own Espresso/Cappcno Maker (2.8%)	124
Other Diet Soft Drinks (21.7%)	124
Lo Calorie Bread Lst 6 Mos (14.5%)	123
Used Olive Oil Last 6 Mos (11.1%)	123
Bght Stereo Equipment LstYr(11.2%)	123
Own a PC (19.8%)	123
Own a Mercedes (0.9%)	122

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

Title	MPI
Own CD Player (19.6%)	120
Own a Toyota (8.4%)	119
Post Raisin Bran Lst 6 Mos (3.2%)	119
Cornish Hens Last 6 Mos (10.8%)	119
Used Credit Union Car Loan (6.1%)	118
Pita Bread Last 6 Mos (2.2%)	117
Own 2-Door Sports Coupe (16.3%)	117
Own Burglar Alarm (7.9%)	117
Gin Last Month (4.3%)	116
Bght Goodyear Tires Lst Yr (6.5%)	115
Own Car Bought New (44.9%)	114
Spark Plugs Chngd at Garage(7.8%)	114
Heavy Users of Film (16.5%)	113
Own Home Gym Systems (3.9%)	113
Own an Acura (0.9%)	113
Sizzlean Last 6 Months (3.7%)	113
Soy Sauce Last 6 Mos (41.4%)	113
Brkfst/Snack Bars Lst 6Mos (17.9%)	112
Cap'n Crunch Reg Lst 6 Mos (3.4%)	112
Frozen Desserts Last 6 Mos (26.0%)	112
Bght Sheets/Pllwcases LstYr(30.3%)	110
Used Dealer Financing (13.8%)	109
Diet Cola Heavy Users (20.0%)	109
Vacuum Cleaner Last Year (6.4%)	108
<$1000 Computer System (4.0%)	108
Butter Substitute Lst 6Mos (9.6%)	107
Bght Elec Air Cleanr LstYr (1.0%)	107
Bought Other Blankets (9.0%)	105
Domestic Beer Last Week (23.2%)	105
Post Grape Nuts Last 6 Mos (3.5%)	104
Cordials & Liqueurs Lst Mo (7.2%)	104
Car Battery at Car Prts Str(8.8%)	103
Rubber Gloves Last 6 Mos (25.7%)	103
Bght Michelin Tires Lst Yr (3.4%)	103
Own a Chrysler (4.3%)	103
Jerky Meat Snacks Lst 6Mos (6.7%)	103
Bought Towels Last Year (31.0%)	102
Bght Camera Accessory LstYr(16.0%)	102
Oil Filter Chngd at Garage (22.4%)	102
Own Miniature TV (24.2%)	102
Own Compact Car (17.7%)	101
Own a VCR (60.7%)	101
Motor Oil Changed at Garage(24.7%)	101
Pepsi Free (2.8%)	101
300+ TV Set Last Year (8.7%)	101
Air Filter Chngd at Garage (11.9%)	101
Wheaties Last 6 Mos (2.8%)	100
Used Manufacturer Financing(7.1%)	100
Canned Hashes Last 6 Mos (10.0%)	100
Instant Grits Last 6 Mos (8.9%)	100
Own a Dodge (7.2%)	98
Low/No Alcohol Beer Lst Wk (2.0%)	98
Diet Pepsi Cola (14.3%)	98

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

Title	MPI
Bought Car Battery at Sears(6.2%)	98
Wine Coolers Last Month (8.2%)	97
Diet Rite Cola (1.6%)	97
Mexican Foods Last 6 Mos (42.1%)	96
Frozen Pizza Last 6 Mos (42.6%)	96
Purchased Car w/Cash (32.3%)	95
Own New Domestic Car (32.6%)	95
Frzn Orange Juice Lst 6Mos (47.2%)	95
Premium Gasoline Last Week (20.1%)	95
Own 4-Door Sedan (41.4%)	95
Bght Auto Dishwasher LstYr (33.7%)	95
Own Large Screen TV (50.4%)	95
Kellogg's Pop Trts Lst 6Mos(21.7%)	94
Own Two or More VCRs (15.9%)	94
Paint Dept/Paint Store (13.3%)	94
Gas Lawn Mower Last Year (3.6%)	94
Shopped J.C. Penney (33.7%)	94
Own Station Wagon (7.6%)	93
Othr Carbonated Soft Drnks (42.1%)	93
Fresh Cut Cold Cuts Lst6Mos(25.7%)	92
Metal Polish Last 6 Mos (19.6%)	92
Malt Liquor Last 6 Months (2.3%)	91
Baking Chips Last 6 Mos (39.2%)	91
Frozen Waffles Last 6 Mos (36.1%)	91
Own Mid Size Car (28.3%)	91
Oatmeal Last 6 Months (29.9%)	91
Starch Last 6 Months (28.3%)	91
Bought Electric Blankets (2.9%)	90
Cheerios Last 6 Months (13.6%)	90
Can or Jar Chili Lst 6 Mos (24.2%)	90
Pckg Cold Cuts Last 6 Mos (35.2%)	90
Coca Cola Classic (23.5%)	89
Kraft Velveeta Last 6 Mos (10.6%)	89
Reg Frzn Dinners Lst 6 Mos (13.5%)	89
Canadian Whisky Last Month (4.0%)	89
Own Water Softener (7.3%)	87
Own a Nissan Truck (1.4%)	87
Paint at Hardware Store (14.1%)	87
Own Pagers/Beepers (3.3%)	87
Shopped Montgomery Ward (9.9%)	87
Used Bank Car Loan (15.1%)	86
Regular Cola Heavy Users (17.7%)	86
Oven Cleaners Last 6 Mos (32.6%)	86
Elec/Gas Dryer Last Year (4.2%)	86
Purchased Car w/Trade-In (19.1%)	85
Nabisco 5pSz ShWht Lst6Mos (2.9%)	85
Own a Plymouth (4.6%)	85
Bght Sears Tires Lst Yr (2.1%)	85
Kelloggs Corn Flks Lst6Mos (13.2%)	84
Own 3+ TV Sets (32.5%)	84
Own Piano (11.3%)	83
Stove Top Stuffing Lst6Mos (18.4%)	82
Ceiling Fan Last Year (3.2%)	82

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

Title	MPI
Pepsi Cola (23.5%)	82
Own an Oldsmobile (10.1%)	82
Chldrns Frzn Dinrs Lst6Mos (7.4%)	81
Shake 'n Bake Chkn Lst6Mos (6.5%)	81
Liverwurst Last 6 Months (9.1%)	81
Domestic Beer Heavy Users (9.2%)	81
Shopped Sears (31.2%)	81
Meat Sticks Snacks Lst6Mos (6.3%)	81
RC Cola (2.4%)	80
Motor Oil Changed by Self (37.7%)	80
Own Motorcycle (7.0%)	80
Own a Buick (9.5%)	80
Shopped Kmart (51.9%)	80
Egg Substitute Last 6 Mos (10.0%)	80
Own 2-Door Sedan (17.3%)	80
Salt Substitute Last 6 Mos (20.3%)	80
Own Luxury Size Car (14.1%)	80
Own Blood Pressure Monitor (8.6%)	79
Bght Power Tools LstYr (3.6%)	79
Pckg Inst Mshd PotLst6Mos (34.0%)	79
Own a Chevrolet (21.6%)	78
Own a Toyota Truck (2.2%)	78
Own Car Bought Used (45.1%)	78
Air Filter Inst by Self (25.8%)	77
Canned Stews Last 6 Mos (17.2%)	77
Own Camcorder/Video Camera (10.7%)	77
Own a Pontiac (8.2%)	76
Own Hot Tub/Whirlpool Spa (3.9%)	76
Bght Radial Tires Lst Yr (22.0%)	76
Kelloggs Frt Loops Lst6Mos (4.2%)	76
Automatic Washer (58.3%)	75
Own a Ford (20.9%)	74
Hostess Snack Last 6 Mos (9.9%)	74
Decorating Icings Lst 6Mos (2.5%)	73
Car Battery Inst by Self (12.8%)	73
Cooked Hams Last 6 Months (38.2%)	72
Own Gas Grill (21.8%)	72
Sugr Swtn Kool-Aid Lst6Mos (7.1%)	72
Oil Filter Inst by Self (27.2%)	71
Bought Microwave Last Year (3.0%)	70
Own Electric Chain Saw (4.4%)	70
Kraft Macrn&Cheese Lst6Mos (18.0%)	70
Own a Ford Truck (11.0%)	68
Own Standard Size Car (12.8%)	68
Own a Cadillac (3.2%)	68
Bias Belted/Ply Tires (2.1%)	67
Dry Mx Salad Drsng Lst6Mos (6.6%)	67
Spark Plugs Chngd by Self (16.7%)	67
Bght Firestone Tires Lst Yr(2.8%)	63
Own Truck/Van/Sport Util (35.8%)	62
Bght Rechrg Battery Lst6Mos (4.0%)	62
Own a Mercury (5.6%)	61
Own Water Filter (7.4%)	60

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

Title	MPI
Shocks Changed at Garage (3.9%)	60
Own a Dodge Truck (4.1%)	59
Own a Volvo (1.3%)	57
Own a Chevy Truck (7.7%)	55
Shopped Walmart (36.3%)	55
Own a Lincoln/Continental (1.8%)	54
Shocks Changed by Self (3.2%)	51
Spam Last 6 Mos (6.4%)	45
Own Car with CB Radio (4.1%)	41
Own Gas Chain Saw (14.7%)	37
Quaker Pffd Rice Lst 6 Mos (0.8%)	35
Pckg Pasta Salads Lst 6Mos (0.4%)	34
Own a GMC Truck (2.3%)	28
Own Camper (4.5%)	26
Own an Infiniti (0.1%)	0
Own a Lexus (0.2%)	0

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