Evanston

NBD URBAN RENEWAL PLAN

MONTGOMERY ROAD / DANA AVENUE CORRIDOR

April, 1998

Final Version, Revised

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

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EXECUTIVE SUMMARY

The Urban Renewal Plan for the Evanston Neighborhood Business District (NBD) is the result of extensive analysis of existing conditions, surveying of business owners and proprietors, and obtaining of community input.

It is the outgrowth of an Evanston Community Plan process, conducted in 1995, by the University of Cincinnati, which identified subject areas needing attention and analyzed the entire Evanston neighborhood. This Urban Renewal Plan focused on one of Evanston's Neighborhood Business Districts near Dana and Montgomery Roads.

The business district is at a critical crossroads. The public image of the district is one of crime and vacant storefronts and land nearby. Xavier University will be constructing a university Convocation Center bringing visitors, alumni, students and faculty through the business district. The business district must pull together behind this Urban Renewal Plan to capitalize on the opportunities offered by this multi-function facility.

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

The Study Area encompasses the major commercial areas of northern Evanston including Montgomery Road from I-71 north to the Cincinnati City limit and Dana Avenue from I-71 west to Ledgewood Avenue. A Study Area map is included in the plan.

The entire planing process was guided by a Task Force of Evanston Community Council representatives. Additional community input was obtained through presentations at Community Council meetings and business surveys.

Strong emphasis is placed on revitalizing the business district that serves Evanston with new development of businesses that provide services needed by the community as well as jobs for its residents. To accomplish this goal, the plan outlines existing development opportunities, ways to upgrade the infrastructure to assist in this growth, and empowering a community organization to advocate for new development.

The plan calls for formulation of a Business Association committee of the Community Council that would have as its mission advocating for and implementing improvements in the business district. The work program for that organization/committee would be guided by the Implementation Strategy contained in this plan. This group will also interact with Xavier University to develop a partnership to guide the growth of the business district including the University's new Convocation Center. This group will also consider the planning and development efforts of the City of Norwood.

The implementation of this plan requires the cooperation of the Evanston Community, the City of Cincinnati, Xavier University and the City of Norwood.

INTRODUCTION

Purpose

The intent of this report is to prepare and present the Business District Urban Renewal Plan. The Plan is being prepared as part of the City's Neighborhood Business District (NBD) Retention Program. This program is designed to capitalize on the opportunities and respond to problems within the NBD. Issues that are addressed include blighted structures, vacant and obsolete buildings, zoning conflicts, incompatible landuses, traffic, parking, safety and development opportunities. A bye product of the planning effort is the establishment of a basis for public and private funding participation including volunteerism as well as the formation of the Evanston Neighborhood District Association. The plan also describes reinvestment strategies, estimated time costs and possible funding sources, and policies to guide development efforts and control the physical design in the study area.

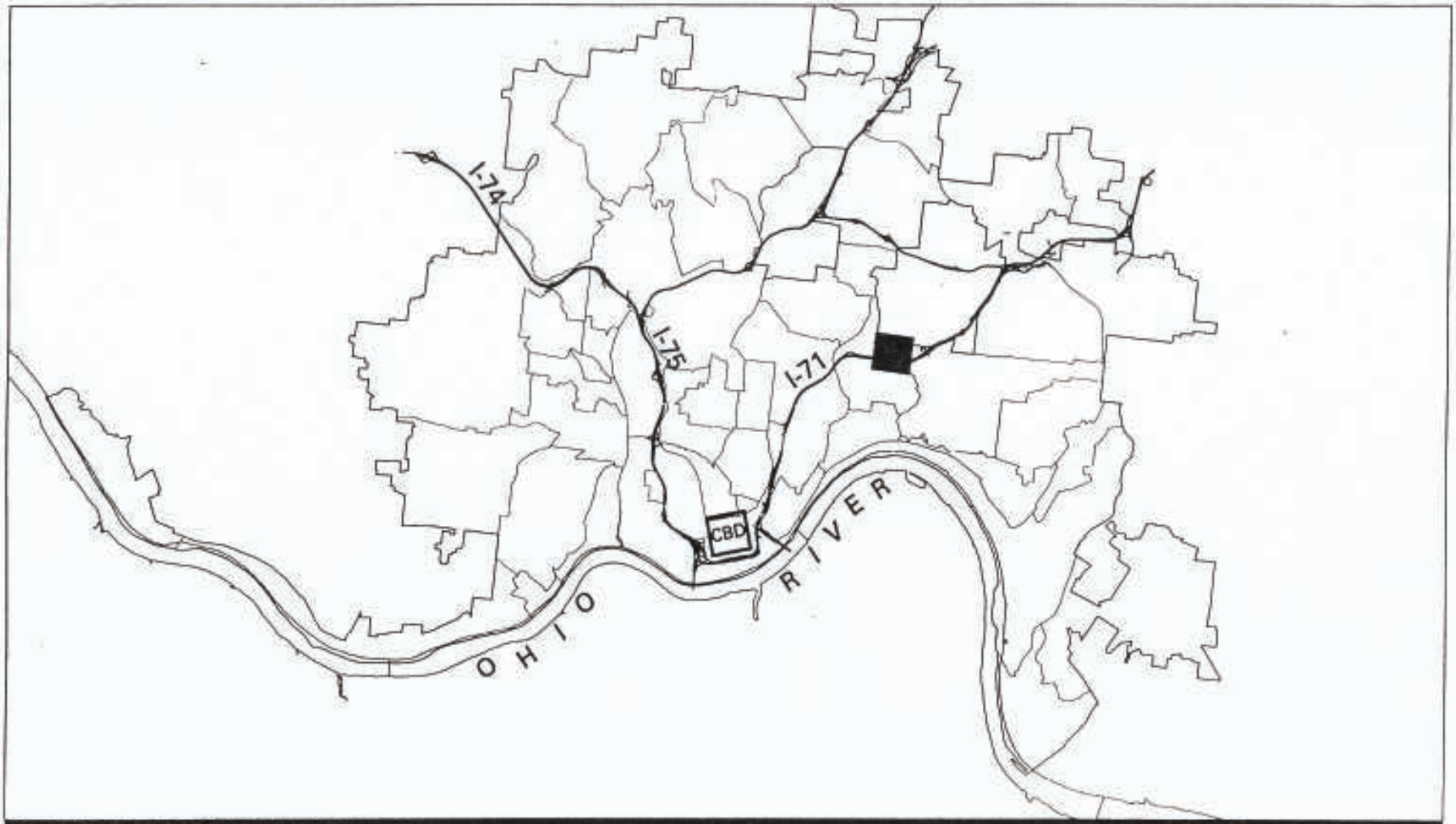
Process

Goals, objectives and strategies were identified, prioritized and ranked as a result of consensus among businesses, property owners, neighborhood residents, investors, leaders and City staff. The process included soliciting participation from businesses, property owners, residents and stake holders, establishment of a planning task force; analyzing existing conditions; review of previous plans and determining policies relevant to the current effort; identifying and ranking issues, formulating policies; and developing implementation strategies. The task force consist of business and property owners, residents and representatives from the Evanston Community Council as well as Xavier University. (See Task Force Member List.) Frank Russell from University of Cincinnati's Community Design Center (CDC) is also a member on the task force.

Community input was obtained by utilizing various techniques such as brainstorming at meetings, mailings, surveys, and public presentations to the Evanston Community Council, the City Planning Commission and Council. A business survey prepared by the task force was distributed to business owners to obtain their opinion regarding various issues in the district. A business parking survey was undertaken by the CDC. A total of twenty-seven businesses responded to the survey questionnaire. The response rate was more than fifty percent. The combined workforce of the respondents is in excess of four hundred and eighty employees.

Geographic Location

The Evanston Neighborhood Business District is situated in the community of Evanston in the northeastern portion of the City of Cincinnati (see vicinity map). The urban renewal area is located in the northern part of Evanston statistical neighborhood, more particularly defined as the physical area bounded approximately by Norfolk Southern rail line; I-71 on the east; Duck Creek on the south; and Woodburn Avenue on the west as shown on the attached map. The intersection of Dana Avenue and Montgomery Road serves as its core.



LOCATION MAP

Legend

Evanston Study Area

0 5000 10000 20000

1"=10,000'

Evanston

URBAN RENEWAL PLAN

URBAN RENEWAL PLAN

Within the boundaries of the Focus Area is a subarea hereby designated the "Evanston (Montgomery/Dana) Urban Renewal Area" in accordance with Chapter 725 of the Cincinnati Municipal Code ("Chapter 725"). The Urban Renewal Area is depicted on page 7.

Under Chapter 725, it was found that "blighted and deteriorated areas" exist within the City and that the existence of those areas "contributes to the spread of disease and crime ..., constitutes an economic and social liability; and impairs ... the sound growth of the community." It was also found that this blight and deterioration could not be controlled by private enterprise alone. In order to remedy this situation, Chapter 725 authorizes the City to expend funds to eliminate blight and deterioration and toward this end to acquire private property.

In order to expend funds for urban renewal, the City must first prepare an urban renewal plan which defines the area which is blighted or deteriorating, states the reasons for defining the areas as blighted or deteriorating, and recommends a certain course of action to redevelop or rehabilitate the area. When City Council approves the plan, thereby declaring the subject area to be an "Urban Renewal Area," the City administration is formally authorized to carry out the activities recommended in the plan.

Under Chapter 725, an Urban Renewal Area is an area defined in an Urban Renewal Plan approved by City Council pursuant to the chapter, which area constitutes a "blighted area" or "deteriorating area." "Blighted area" is defined in Section 725-1-B of Chapter 725; "deteriorating area" is defined in Section 725-1-D.

The City has analyzed conditions in the Evanston (Montgomery/Dana) Urban Renewal Area. Those conditions are reported in the Blight Study Summary on pages 40 and 41. That report establishes that the Evanston (Montgomery/Dana) Urban Renewal Area is a blighted area as defined in Chapter 725. The City of Cincinnati therefore declares through the adoption of this plan by City Council that the Evanston (Montgomery/Dana) Urban Renewal Area is a blighted area, and an Urban Renewal Area under Chapter 725.

Through the adoption of this Urban Renewal Plan by City Council, the City Manager is authorized to carry out the redevelopment or rehabilitation of the area in accordance with the plan, and to acquire any property reasonably necessary to carry out the plan.

Further, the City of Cincinnati determines through the adoption of this plan by City Council that:

a) Some relocation may be required by the Plan. The City's relocation benefits for residents or businesses are set forth in Cincinnati Municipal Code Chapter 740.

b) The urban renewal plan will afford maximum opportunity consistent with the sound needs of the locality as a whole for the redevelopment or rehabilitation of the area by private enterprise.

c) The urban renewal plan conforms to the master plan for the overall development of the city.

The Plan, as set forth in pages 1 to 43 of this document, is adopted as the Evanston (Montgomery/Dana) Urban Renewal Plan, excepting only and portions of the Focus Area Plan which clearly have no applicability to the area designated as the Evanston (Montgomery/Dana) Urban Renewal Area. The particular goal of the Urban Renewal Plan, in addition to other goals stated within the Focus Area Plan, is the elimination of conditions of blight and deterioration found within the Urban Renewal Area.

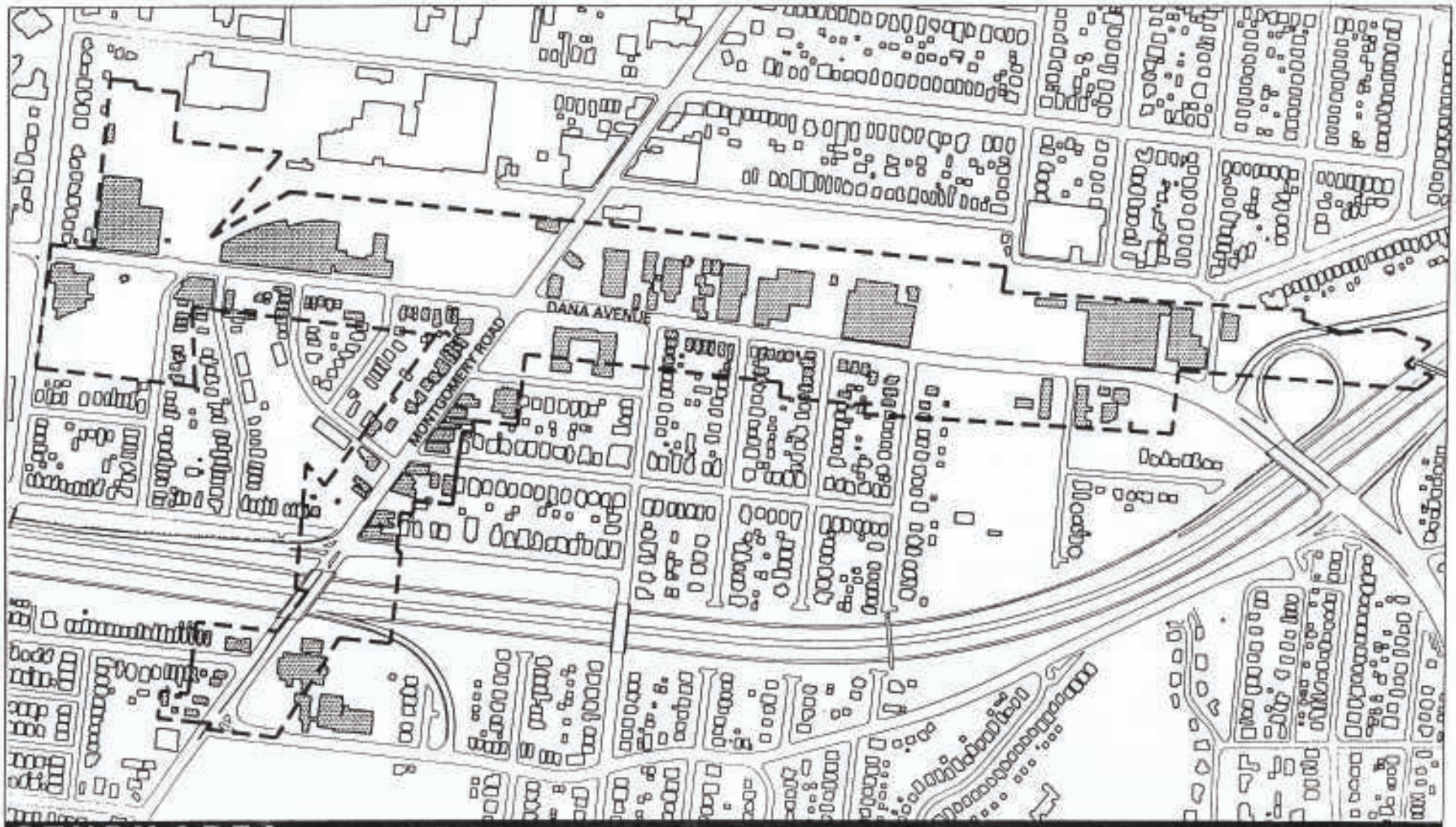
Redevelopment of property in the Urban Renewal Area sold or leased by the City shall be required by disposition contract to be in conformance with the development policies, recommendations, and guidelines of the Urban Renewal Plan.

EXISTING CONDITIONS

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

STUDY AREA

The study area for the Evanston Neighborhood Business District Plan Phase one is focused along Montgomery Road from I-71 to the Cincinnati/Norwood City Limit and Dana Avenue from I-71 to Ledgewood Ave.



STUDY AREA

Legend

— — — Urban Renewal Study Area

0 275 550 1100

1"=550'

Evanston

URBAN DESIGN PLAN

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LEGAL DESCRIPTION OF THE BOUNDARY AREA

Beginning at the intersection of the centerlines of Duck Creek Road and Montgomery Road, thence northeastwardly with the centerline of Montgomery Road to the point of intersection with the eastwardly extension of the south parcel line of Parcel 91 Plat Book 58 Page 5 HCAP; thence westwardly along said parcel line extended and said line to the southwest corner of said parcel; thence northwardly along the west parcel line of said parcel 91 and continuing along the west parcel line of Parcel 90 Plat Book 58 Page 5 HCAP to the northwest corner of said parcel 90; thence eastwardly along the north parcel line of said parcel to the southwest corner of Parcel 89 Plat Book 58 Page 5 HCAP; thence northwardly along the west parcel line of said parcel and continuing along the west parcel line of Parcel 86 Plat book 58 Page 5 HCAP and said line extended to the centerline of Jonathan Avenue; thence eastwardly with said centerline to the point of intersection with the southwardly extension of the west parcel line of Parcel 14 Plat Book 58 Page 6 HCAP; thence northwardly along said parcel line extended and said line to the northwest corner of said parcel; thence eastwardly along the north parcel line of said parcel 14 and continuing along the north parcel line of Parcel 13 Plat Book 58 Page 6 HCAP and along said line extended to the centerline of Montgomery Road, said point being the point of angle in the existing R-3 and O-1 zone dividing line; thence northeastwardly with said centerline and zone dividing line to the point in common with the existing O-1, R-3 and B-3 Zone Districts; thence westwardly and northwardly along the existing R-3 and B-3 zone dividing line to the point in common with the existing R-3, R-5 and B-3 Zone Districts, said point being the northwest corner of Parcel 80 Plat Book 59 Page 6 HCAP; thence southeastwardly along the north parcel line of said parcel and continuing along the north parcel line of Parcels 81 and 80 Plat Book 59 Page 6 HCAP to the northwest parcel line of Parcel 87 Plat Book 59 Page 6 HCAP; thence northeastwardly along said parcel line and continuing along the northwest parcel line of Parcels 86, 85, 174, 84 and 83 Plat Book 59 Page 6 HCAP and along said line extended of said parcel 83 to the west corner of Parcel 129 Plat Book 59 Page 6 HCAP; thence northeastwardly along the northwest parcel line of said parcel and continuing along the northwest parcel line of Parcels 128, 127, 126, 125, 124, 173, 123 and 122 Plat Book 59 Page 6 HCAP to the southeast corner of Parcel 109 Plat Book 59 Page 6 HCAP; thence westwardly along the south parcel line of said parcel and continuing along the south parcel line of Parcels 108, 107 and 159 Plat Book 59 Page 6 HCAP and along said line extended to the centerline of Brooks Avenue; thence southwestwardly with said centerline to the point of intersection with the eastwardly extension of the south parcel line of Parcel 95 Plat Book 59 Page 6 HCAP; thence westwardly along said parcel line extended and said line and continuing along the south parcel line of Parcels 92, 138, 91, 165 and 90 Plat Book 59 Page 6 HCAP and along said line extended of said parcel 90 to the southeast corner of Parcel 157 Plat Book 59 Page 6 HCAP; thence westwardly along the south parcel line of said parcel and continuing along the south parcel line of Parcels 45, 44 and 43 Plat Book 59 Page 6 HCAP and along said line extended of said parcel 43 to the southeast corner of Parcel 140 Plat Book 59 Page 6 HCAP; thence westwardly along the south parcel line of said parcel to the northeast corner of Parcel 4 Plat Book 59 Page 6 HCAP; thence southwardly along the east parcel line of said parcel and continuing along the east parcel line of Parcels 149, 153 and 5 Plat Book 59 Page 6 HCAP to the north parcel line of Parcel 8 Plat Book 59 Page 6 HCAP; thence eastwardly along said line to the northeast corner of said parcel; thence southwardly along the east parcel line of said parcel 8 and continuing along the east parcel line of Parcels 154 and 9 Plat Book 59 Page 6 HCAP to the north parcel line of Parcel 12 Plat Book 59 Page 6 HCAP; thence eastwardly, southwardly and westwardly along said parcel and along the south parcel line extended of said parcel 12 to the southeast corner of Parcel 31 Plat Book 59 Page 2 HCAP; thence westwardly along the south parcel line of said parcel and continuing along the south parcel line of Parcel 121 Plat Book 59 Page 2 HCAP to the southwest corner of said parcel; thence northwardly along the west parcel line of said parcel to the southeast corner of Parcel 110 Plat Book 59 Page 2 HCAP; thence westwardly along the south parcel line of said parcel to the irregular east parcel line of Parcel 41 Plat Book 59 Page 2 HCAP; thence westwardly 40 feet and southwardly 40 feet along said parcel line to the southeast corner of said parcel; thence westwardly along the south parcel line of said parcel 41 and said line extended to the centerline of Woodburn Avenue; thence northwardly with said centerline to the intersection with the centerline of Dana Avenue; thence eastwardly with the centerline of Dana Avenue to the point of intersection with the southwardly extension of the west parcel line of Parcel 48 Plat Book 59 Page 1 HCAP; thence northwardly along said parcel line extended and said line and continuing along the west parcel line of Parcels 41, 70, 71, 25 and 17 Plat Book 59 Page 1 HCAP to the northwest corner of said parcel 17; thence eastwardly 100 feet and southwardly 25 feet along said parcel to the northwest corner of Parcel 24 Plat Book 59 Page 1 HCAP; thence eastwardly along the north parcel line of said parcel and continuing along the north parcel line of Parcel 23 Plat Book 59 Page 1 HCAP to the northeast corner of said parcel 23; thence southwardly along the east parcel line of said parcel and continuing along the east parcel line of Parcel 71 Plat Book 59 Page 1 HCAP to the north parcel line of Parcel 70 Plat Book 59 Page 1 HCAP; thence eastwardly along said parcel line and continuing along the north parcel line of Parcel 69 Plat Book 59 Page 1 HCAP and along said line extended to the intersection with the Corporation Line in common with the City of Norwood and the City of Cincinnati; thence southwestwardly, northeastwardly and running eastwardly along said corporation line and continuing in a general eastwardly direction along said line to the intersection with the centerline of Interstate 71, said point also being the

LEGAL DESCRIPTION OF THE BOUNDARY AREA

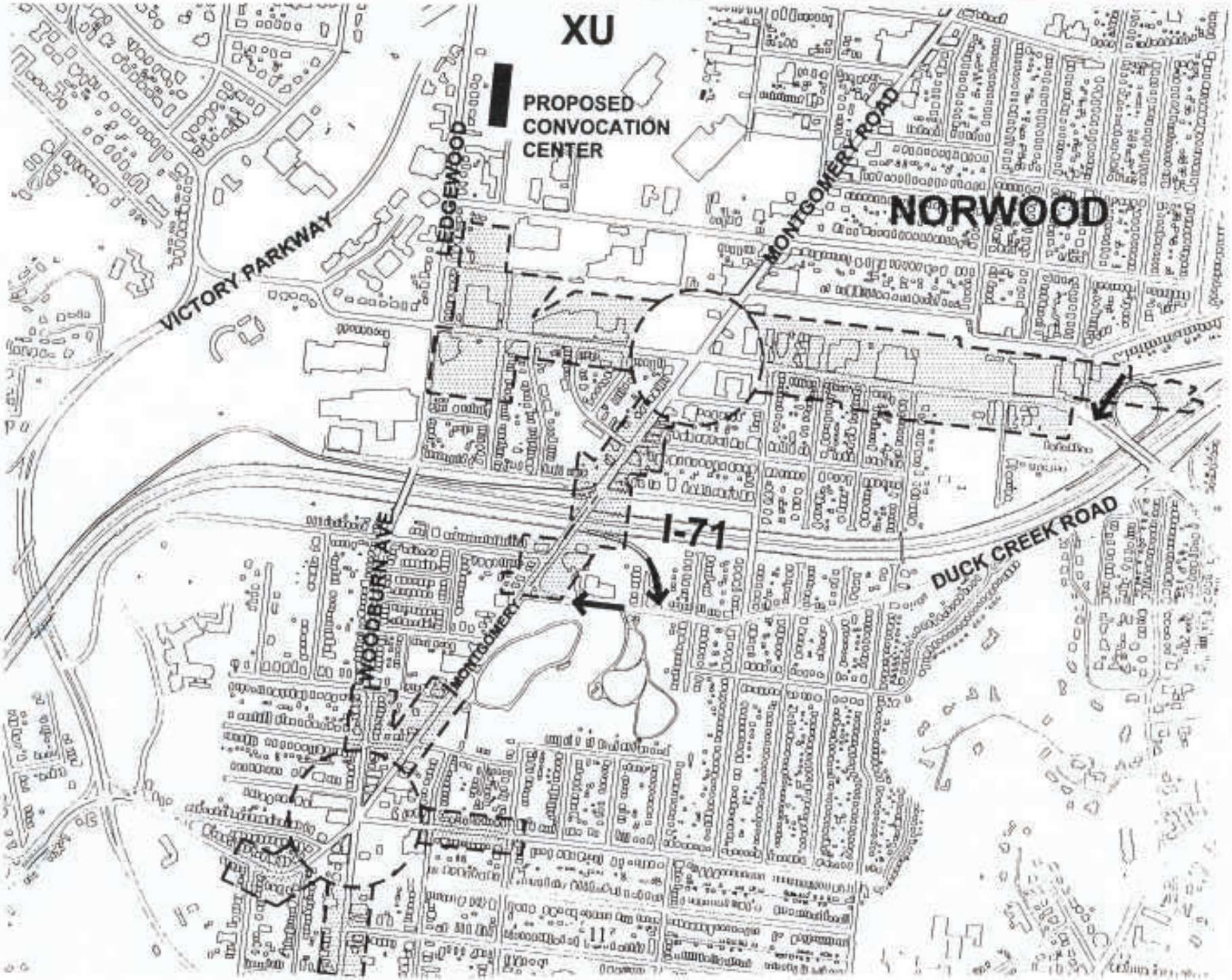
intersection with the existing R-3 and M-2 Zone dividing line; thence southwestwardly with said centerline and zone dividing line and continuing westwardly along said R-3 and M-2 Zone dividing line to the point of angle in said line; said point also being on the southwardly extension of the east parcel line of Parcel 51 Plat Book 57 Page 1 HCAP; thence southwardly along said parcel line extended and said line to the southeast corner of said parcel; thence westwardly along the south parcel line of said parcel 51 and continuing along the south parcel line of Parcels 52, 53, 54, 55, 56 and 57 Plat Book 57 Page 1 HCAP and Parcels 12, 104, 11 and 10 Plat Book 57 Page 6 HCAP and along said line extended of said parcel 10 to the southeast corner of Parcel 9 Plat Book 57 Page 6 HCAP; thence westwardly along the south parcel line of said parcel and continuing along the south parcel line of Parcels 8, 114, 7,6,5 and 4 Plat Book 57 Page 6 HCAP and said line extended of said parcel 4 to the southeast corner of Parcel 3 Plat Book 57 Page 6 HCAP; thence westwardly along the south parcel line of said parcel and continuing along the south parcel line of Parcels 2 and 1 Plat Book 57 Page 6 HCAP to the southwest corner of said parcel 1; thence northwardly along the west parcel line of said parcel to the southeast corner of Parcel 93 Plat Book 57 Page 3 HCAP; thence westwardly along the south parcel line of said parcel, said line extended and continuing along the south parcel line of Parcel 63 Plat Book 57 Page 3 HCAP to the southwest corner of said parcel 63; thence northwardly along the west parcel line of said parcel and continuing along the west parcel line of Parcel 62 Plat Book 57 Page 3 HCAP to the southeast corner of Parcel 48 Plat Book 57 Page 3 HCAP; thence westwardly along the south parcel line of said parcel and continuing along the south parcel line of Parcels 47, 46 and 45 Plat Book 57 Page 3 HCAP and along said line extended of said parcel 45 to the southeast corner of Parcel 112 Plat Book 57 Page 3 HCAP; thence westwardly and northwardly along said point to the southeast corner of Parcel 4, Plat Book 57 Page 3 HCAP; thence westwardly along said parcel line and said line extended t the centerline of Bevis Avenue; thence northwardly with said centerline to the point of intersection with the eastwardly extension of the south parcel line of Parcel 1 Plat Book 58 Page 3 HCAP; thence westwardly along said parcel line extended and said line and continuing along the south parcel line of Parcel 91 Plat Book 58 Page 3 HCAP to the southwest corner of said parcel 91; thence westwardly to a point, said point being the southeast corner of Parcel 2 plat Book 58 Page 3 HCAP; thence westwardly along the south parcel line of said parcel and continuing along the south parcel line of Parcels 87, 21 and 85 Plat Book 57 Page 2 HCAP and along said line extended of said parcel 85 to the centerline of Trimble Avenue; thence southwardly with said centerline to the intersection with the centerline of Rutland Avenue; thence westwardly with the centerline of Rutland Avenue to the point of intersection with the northwardly extension of the east parcel line of Parcel 9 Plat book 58 Page 4 HCAP; thence southwardly along said parcel line extended and said line to the southeast corner of said parcel; thence westwardly along the south parcel line of said parcel 9 and continuing along the south parcel line of Parcels 10 and 22 Plat Book 58 Page 4 HCAP to the northeast corner of Parcel 104 Plat Book 58 Page 4 HCAP; thence southwardly along the east parcel line of said parcel and continuing along the east parcel line of Parcels 105 and 23 Plat Book 58 Page 4 HCAP to the southeast corner of said parcel 23; thence westwardly along the south parcel line of said parcel to the northeast corner of Parcel 24 Plat Book 58 Page 4 HCAP; thence southwardly along the east parcel line of said parcel to the north parcel line of Parcel 25 Plat Book 58 Page 4 HCAP; thence eastwardly and southwardly along said parcel and along the east parcel line extended of said parcel 25 to the centerline of Clarion Avenue; thence eastwardly with said centerline to the point of intersection with the northwardly extension of the east parcel line of Parcel 36 Plat Book 58 Page 4 HCAP; thence southwardly along said parcel line extended and said line to the southeast corner of said parcel; thence westwardly along the south parcel of said parcel 36 and continuing along the south parcel line of Parcels 37, 38 and 40 Plat Book 58 Page 4 HCAP to the northeast corner of Parcel 107 Plat Book 58 Page 4 HCAP; thence southwardly and westwardly along said parcel to the northeast corner of Parcel 42 Plat Book 58 Page 4 HCAP; thence southwardly along the east parcel line of said parcel and continuing along the east parcel line of Parcels 43 and 44 Plat Book 58 Page 4 HCAP and along said line extended of said parcel 44 to the centerline of Brewster Avenue; said point being on the existing R-3 and B-3 zone dividing line; thence southwardly along said zone dividing line to the point in common with the existing B-3, R-3 and O-1 Zone Districts; thence southwardly, westwardly and southwestwardly along the existing R-3 and O-1 zone dividing line to the point in common with the existing R-3, B-2 and O-1 Zone Districts, said point being on the centerline of Duck Creek Road; thence westwardly with said centerline to the point of beginning.

REGIONAL STUDY

The Evanston Neighborhood Business District has two activity centers. The five point intersection of Montgomery Road and Woodburn Avenue is the traditional civic center of the community. The five points area has been the focus of community attention to reduce crime perception of Evanston. The other activity center is north of the I-71, situated around the intersection of Montgomery Road and Dana Avenue.

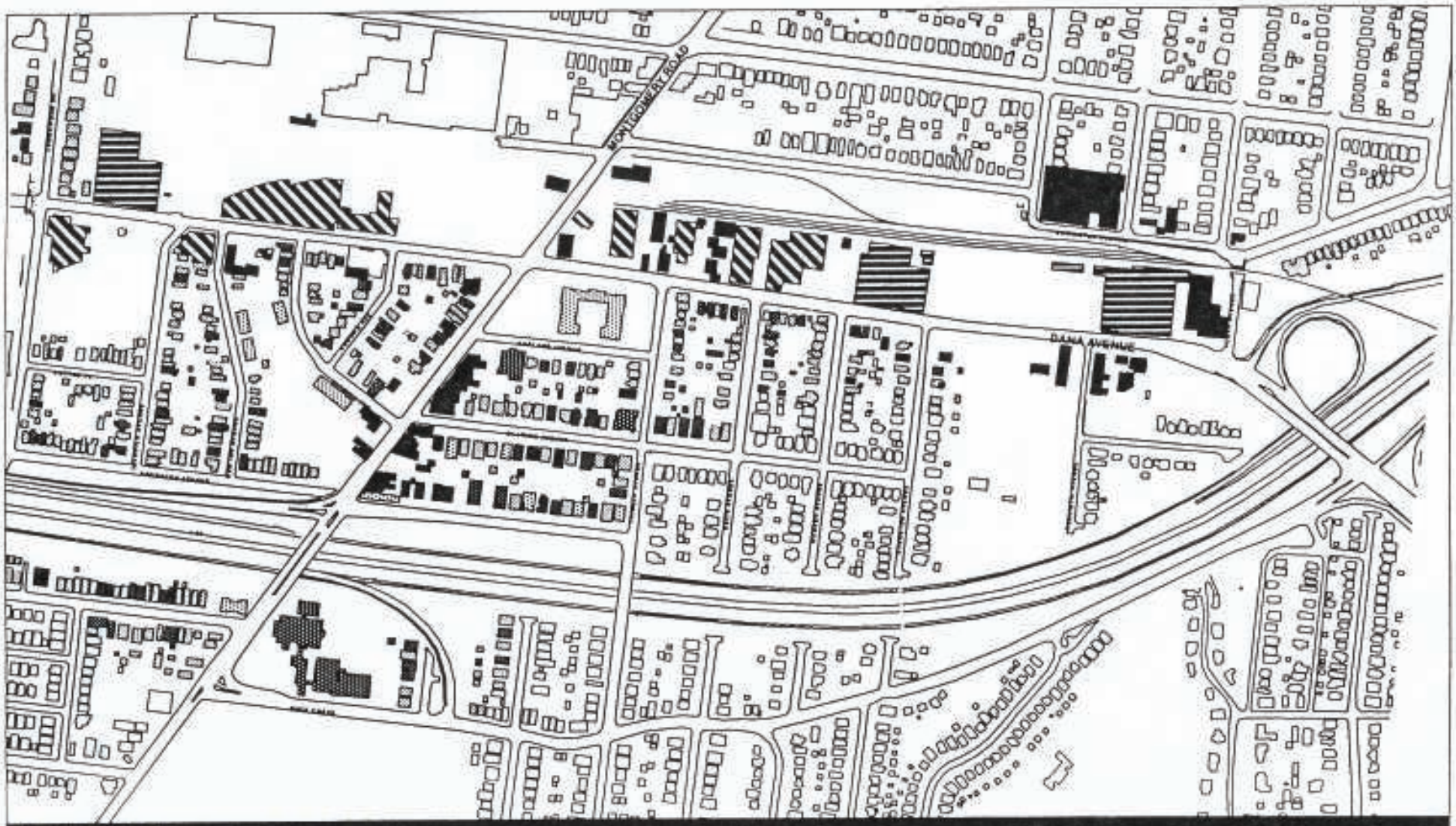
This northern Evanston Neighborhood Business District is positioned to grow and redevelop in the upcoming decade. It is strategically located adjacent to major transportation corridors connecting points north and south as well as east and west. It is also located adjacent to a major institution, Xavier University, which not only provide student and faculty customer bases, but also have proposed a new convocation center which will house major special events on campus. The business district must take advantage of this strategic position.

REGIONAL MAP



LAND USE

Business uses are predominant in the study area. There are some residences in the area as well as some manufacturing or industrial uses especially in the periphery. Some institutional uses including churches are also seen within the study area boundary.



LAND USE

Legend

- Residential
- Residential (Two-Family)
- Residential (Multi-Family)
- Semi-Public
- Communications
- Manufacturing
- Commercial

0 275 550 1100

1"=550'

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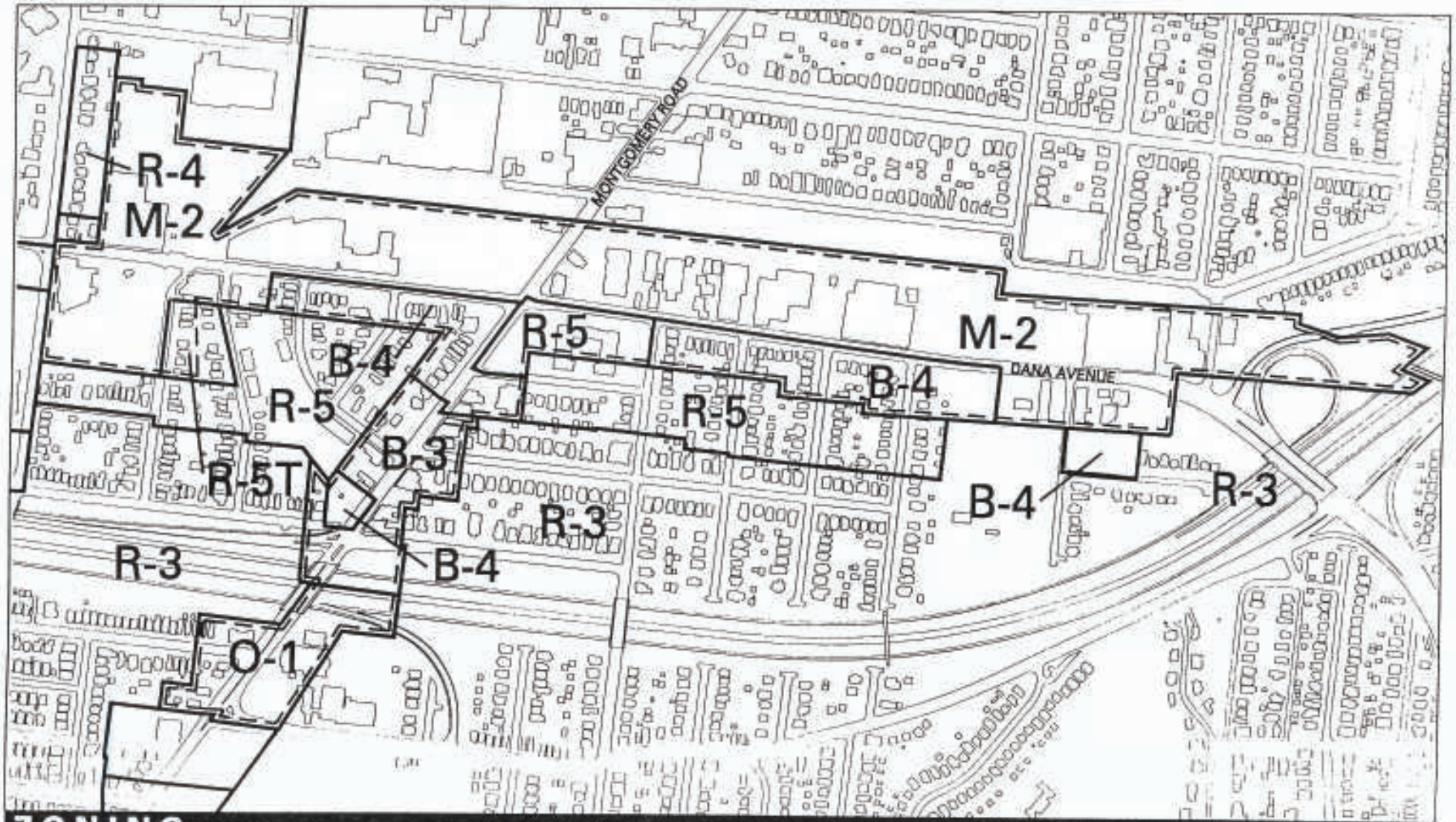
Evanston

URBAN DESIGN PLAN

ZONING

The district is primarily zoned M-2, Intermediate Manufacturing. A B-4, General Business District occupies the second largest share. The B-3, Retail-Wholesale Business come in third on terms of area of land occupied. There is O-1, Suburban High-Density Office district along Montgomery Road in the vicinity of the expressway. The R-5, Multi-Family Medium Density and R-5(T), Multi-Family Medium Density Transitional districts are also within the study area.



ZONING

Legend

- Urban Renewal Study Area
- Zoning Boundary

0 275 550 1100

1"=550'

Evanston URBAN DESIGN PLAN

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ZONING RECOMMENDATIONS

The City staff and the Evanston NBD Plan Task Force have completed their analysis of the existing zoning in the study area. The majority of the parcels have appropriate zoning. However, the Task Force, in order to stimulate economic growth, as well as making certain parcel's uses conform to current uses, are recommending rezoning several parcels. The parcels to be rezoned total approximately 18 acres of non-right-of-way property (see map on the opposite page regarding location of individual properties proposed for zone change). The rezoning suggestions are as follows:

A. **Rezone property from O-1 to R-5 (5.1 acres approximately)**
Rationale: Area south of I-71 currently zoned O-1 should be rezoned to R-5 due to the fact that office use is underutilized and the community wants to encourage offices to go up farther north to intensify uses and hence make the business district more compact.

B. **Rezone property from B-3 to R-5 (0.4 acres approximately)**
Rationale: Rezoning of area currently zoned B-3 to R-5 will allow better utilization of the property by redeveloping it (for example: a multi-family building).

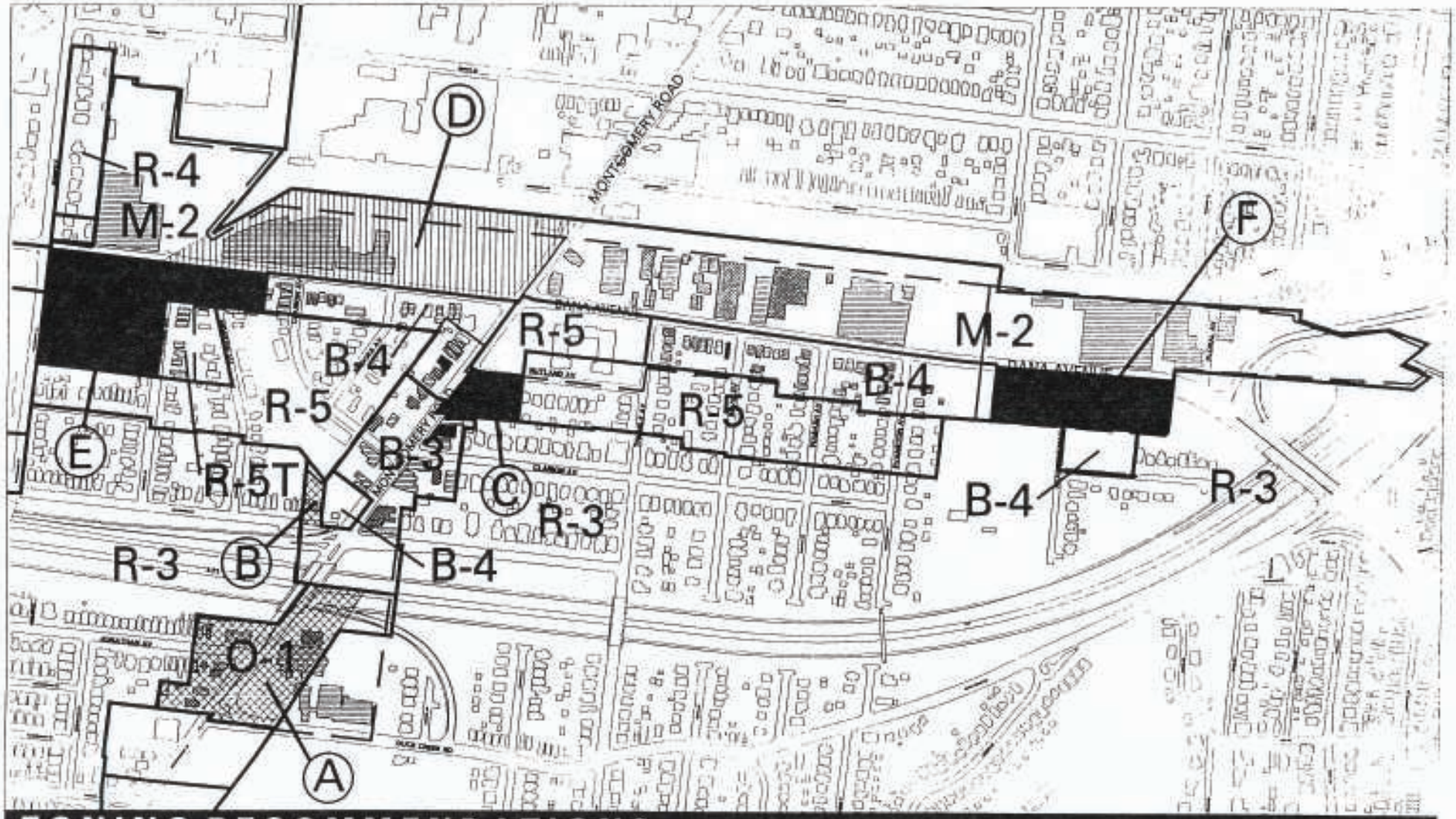
C. **Rezone property from B-4 to B-2 (0.8 acres approximately)**
Rationale: Rezoning to B-2 from B-4 is consistent with current uses.

D. **Rezone property from M-2 to B-3 (5.5 acres approximately)**
Rationale: Property is situated at a prime location and developing it for commercial retail will be more beneficial to the community and the City. Plan recommends former BASF site for B-3 uses as well as a light rail stop and/or a public transit station.

E. **Rezone property from M-2 to B-4, R-5(T) to B-4 (4.8 acres approximately)**
Rationale: Current uses are consistent with B-4 uses. In addition, it is the plan task force's notion that B-4 will attract more redevelopment than current zoning.

F. **Rezone property from M-2 to B-4 (1.7 acres approximately)**
Rationale: Property is currently used as a parking lot for CG&E. A B-4 flavor all through the southern portion of Dana Avenue will make the rezoned portion more attractive for redevelopment.

While the City Planning Commission and the City Council will approve the Plan, the zoning recommendations are accepted for future considerations and this by no way implies support for the zone changes recommended in the Plan. It will be necessary to undertake a formal zone change process. Therefore, the community should include this in their budget request or ask the Director of City Planning to include this as part of the Department's work program as soon as possible.



ZONING RECOMMENDATIONS

Legend

- Urban Renewal Study Area
- Zoning Boundary

Zoning

- R-5
- B-2
- B-3
- B-4

0 275 550 1100

1"=550'

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Evanston
URBAN DESIGN PLAN

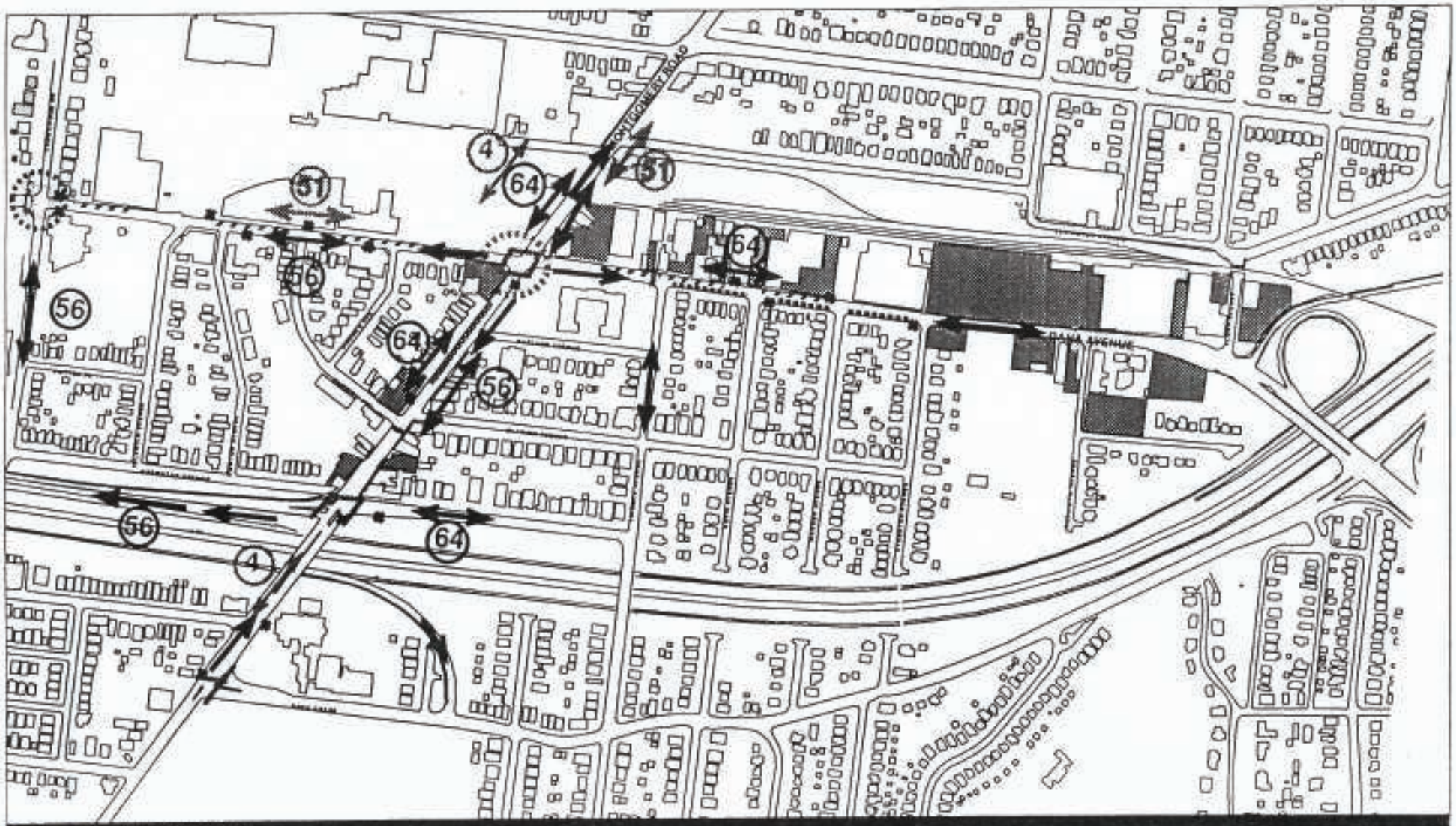
CIRCULATION

The Evanston NBD is primarily accessed by Dana, Duck Creek and Montgomery Roads. Local residents principally use Brewster and Clarion Avenues. Montgomery Road is a Class 2 - arterial State highway and Dana Avenue is a Class 3 - arterial through street. Duck Creek is categorized as Class 4 - collector street. Interstate 71, with its ramps at Montgomery Road, contributes immensely to traffic circulation as well as the viability of the business district.

The existing street network can readily accept the existing traffic volumes with no major congestion or delays. The accident rate in the Evanston NBD is similar to or less than the city wide average for similar type streets. Traffic counts at the community's major gateway at Dana and Montgomery is as follows: 6,998 (1994) north on Montgomery, 6,434 (1994) east on Dana, 8,395 (1994) south on Montgomery and 9,760 (1988) west on Dana Avenue.

The City of Cincinnati/Department of Public Works, is planning the widening of the northwest corner of Dana Avenue and Montgomery Road to allow for head to head left turn lanes on Dana Avenue. When Xavier University's new Convocation Center is built, some minor roadway and traffic signal modifications may be required to ease traffic flow. Future traffic flow generated by the new center and new developments may require adjusting traffic flow patterns away from residential streets as well as utilizing traffic calming techniques.

Although easy traffic flow is a goal of the plan, existing business parking and vitality remains a higher priority of the plan.



CIRCULATION

Legend

- Bus Stops
- Parking Lots
- No Parking 7-9 am Monday-Friday
- No Parking 3-6 pm Monday-Friday
- No Parking 7-9 am 4-6 pm Monday-Friday

0 275 550 1100

1"=550'

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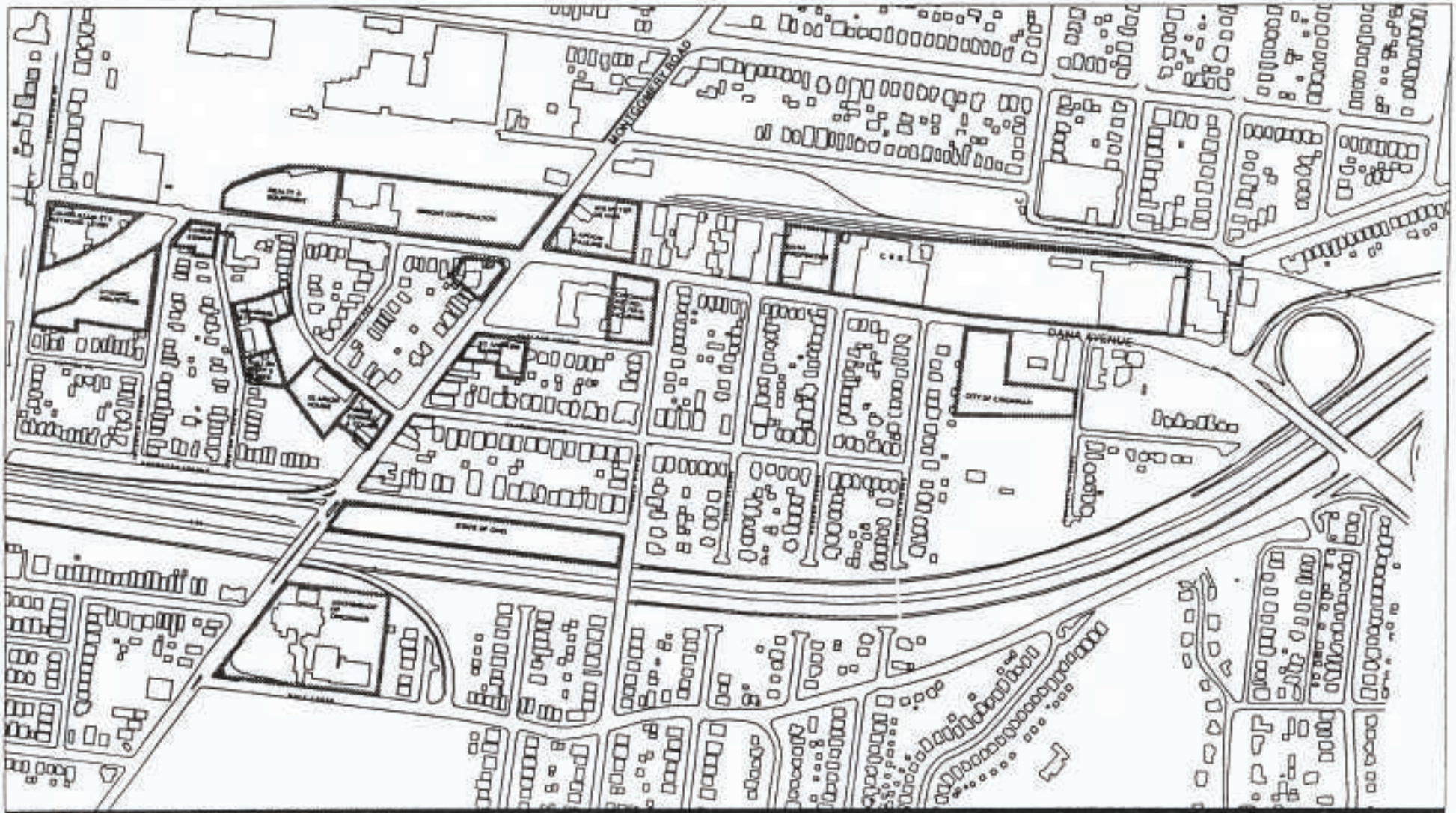
Evanston URBAN DESIGN PLAN

MAJOR LAND OWNERS

A review of records contained in the most recent updated Hamilton County Auditor's Records, reveal several major land owners within the Evanston NBD (refer to map for the names and real properties controlled by each major land owner).

The Cincinnati Gas & Electric Company, Inmont Corporation, Cincinnati Metropolitan Housing Authority, Realty & Equipment, and Dynamic Industries are the five largest land owners.



MAJOR LAND OWNERS

0 275 550 1100

1"=550'

Evanston

URBAN DESIGN PLAN

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EXISTING BUSINESS INDEX

The Evanston NBD renewal area is composed of both large and small businesses. The companies vary greatly in terms of numbers of employees, yearly dollar value and sales, and total land owned. Company functions are largely commercial retail and manufacturing.

In Spring 1996, owners and proprietors of all businesses in the study area were surveyed to determine the needs, problems and future plans of local businesses. Of vital importance was identifying the attributes needed to enhance the business climate and hence stimulate economic growth. A copy of the survey questionnaire, as well as a summary of the responses, is included in this document's Appendix. Responses were received from 27 businesses, of which 58% own and 42% lease their facilities.

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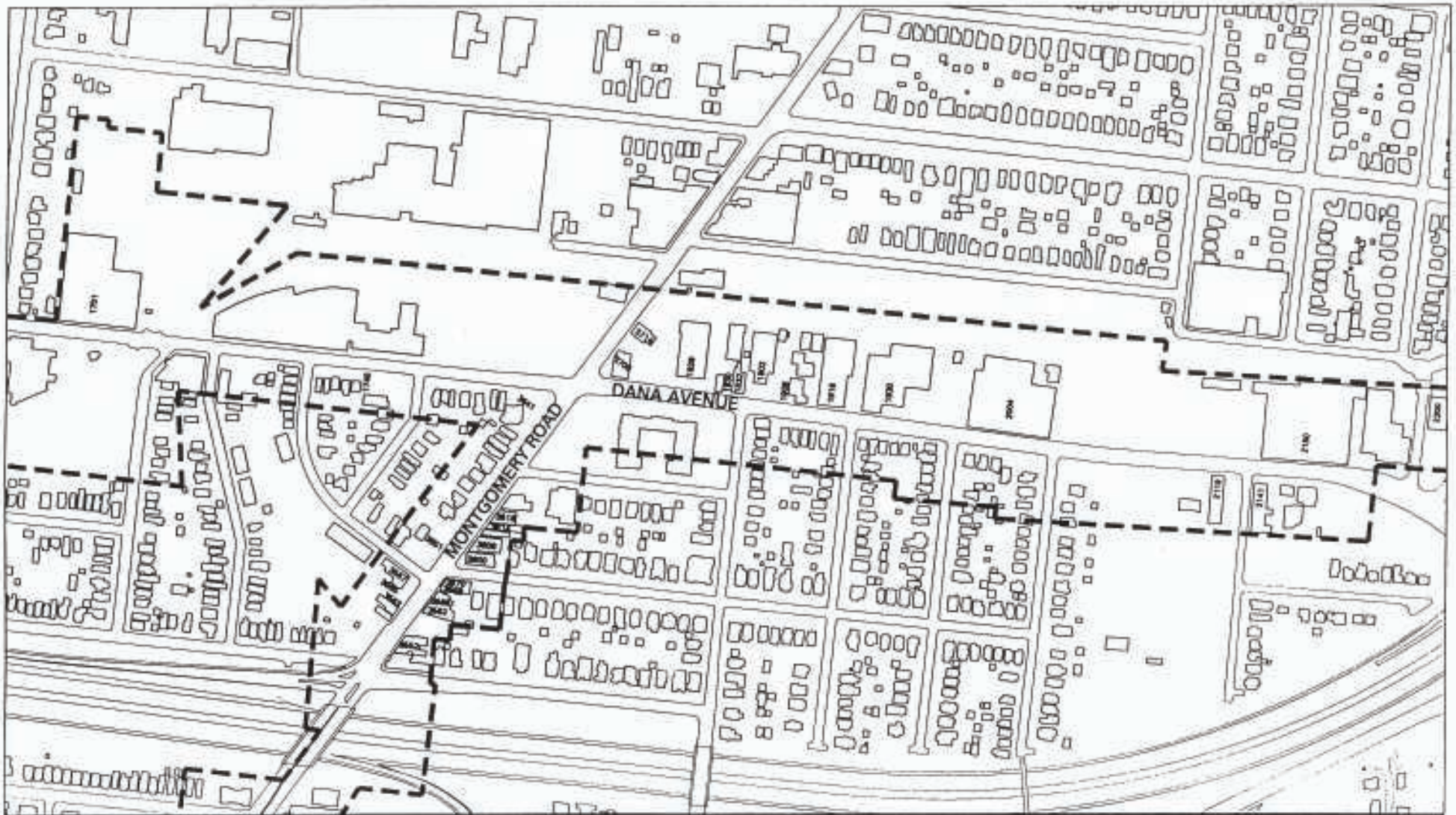


Existing Business Index

Legend

- - - - Urban Renewal Boundary

St. Mark Catholic Church	3500 Montgomery
Jason's Mini Mart	3552 Montgomery
Samaritan Spiritual	3562 Montgomery
The Zodiac Lounge	3563 Montgomery
Ed's Barber Shop	3565 Montgomery
Rasheedahs Home Cooking	3566 Montgomery
Lafayette Beauty Shop	3567 Montgomery
Nubian Jewelers	3568 Montgomery
Perkins Lounge	3570 Montgomery
Deborah Turner, LPA	3573 Montgomery
Shell Gas Station	3601 Montgomery
Evanston Produce Mart	3606 Montgomery
E-Town Family Store	3614 Montgomery
Dentist Office	3618 Montgomery
United Dairy Farmers	3641 Montgomery
Vacant BASF Site	3700 Montgomery
Vacant	3714 Montgomery
Strathorn Printing	3716 Montgomery
Strathmore Press	3716 Montgomery
Kleen Print Products	1701 Dana
Dana's Bar	1830 Dana
Williams Engine Design	1832 Dana
Williams Design	1832 Dana
Spaces	1902 Dana
Strathmore Printers	1908 Dana
Dana Food Shop	1918 Dana
Wallace Industries	1930 Dana
C,G,&E	2004 Dana
Banner Industrial Heating	2119 Dana
ITA Meeting	2150 Dana

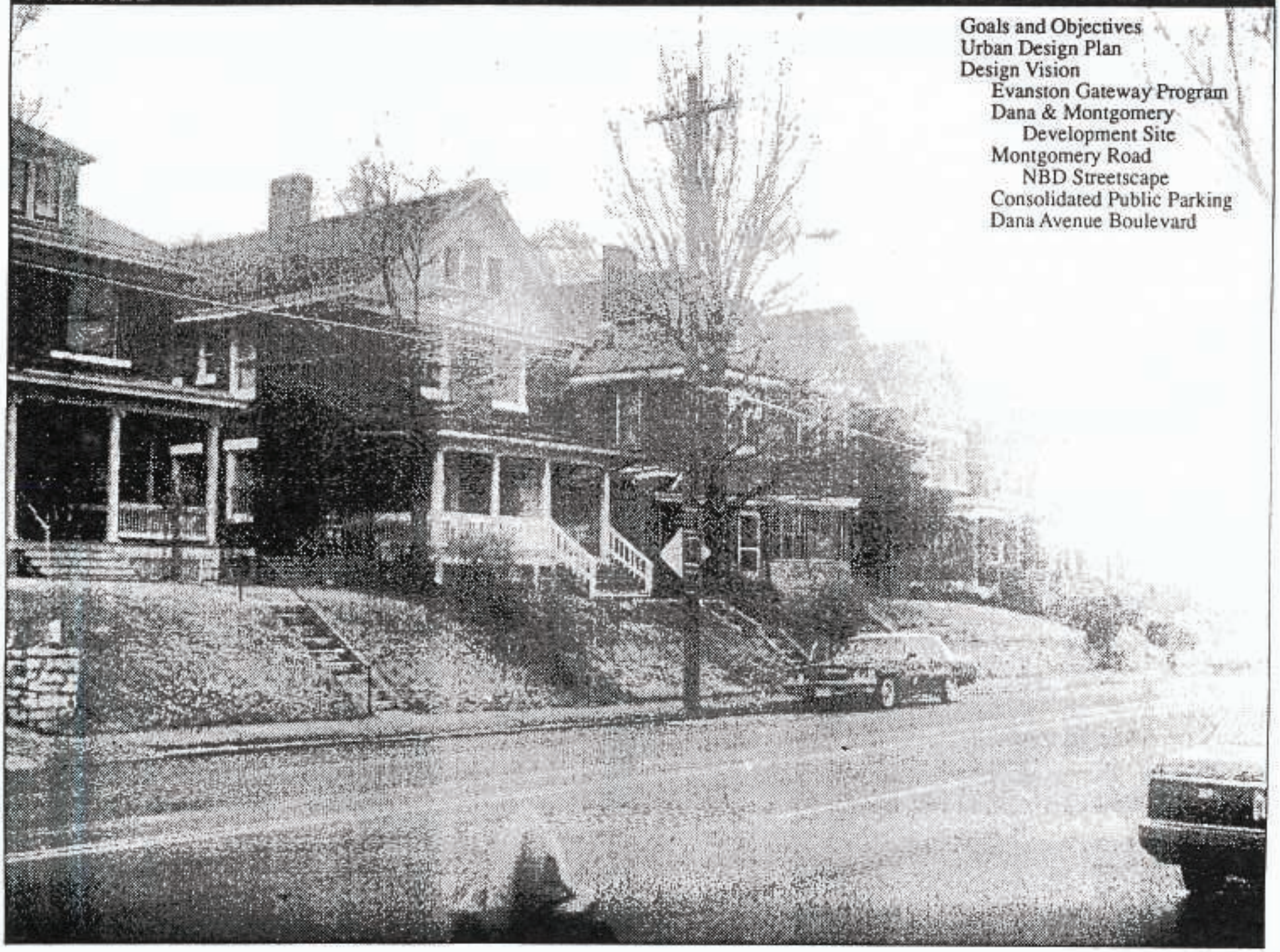
MARKET STUDY SUMMARY

A neighborhood based market analysis, prepared by Project Market Decisions Inc., was conducted in 1995 to: (1) determine the development potential for the Neighborhood Business District (NBD) and hence providing a tool to be utilized for requesting and allocating neighborhood economic development dollars, and (2) providing base line data which can be used to monitor and evaluate the impact of future economic development expenditures in the Evanston Neighborhood Business District.

The study of the Evanston market Area revealed nine lifestyle clusters of which the following three are major: (i) "Inner Cities" which comprise 3,658 households and are generally the nation's low-income neighborhoods with over twice its unemployment level; (ii) "Single City Blues" comprising 2,516 households with a 1995 household income of $24,575; and (iii) "Mid-City Mix" with 1,802 households with above average ethnic diversity and a mix of white and blue-collar employment.

Project Market Decisions Inc. estimates 1,140,883 square feet of space in 264 area establishments. The authors envision a development potential to support an additional 115,200 square feet of retail-service space in 53 new establishments in 16 SIC types. The new establishments should include recreation facilities, auto repair shops, eating places, drinking places, variety/general merchandise, used merchandise, miscellaneous apparel/accessories, men's and boy's clothing, photo finishing laboratories and sporting goods. See Appendix for complete Market Analysis.

OVERALL



Goals and Objectives
Urban Design Plan
Design Vision
- Evanston Gateway Program
- Dana & Montgomery Development Site
- Montgomery Road NBD Streetscape
- Consolidated Public Parking
- Dana Avenue Boulevard

NEIGHBORHOOD BUSINESS DISTRICT GOALS AND OBJECTIVES

1. OVERALL GOAL

To demonstrate a positive image of the Evanston Neighborhood Business District in order to promote new business growth with services for the community, retain usable existing neighborhood businesses, and generate opportunity for the community.

2. DEVELOPMENT GROWTH

To promote development opportunities within the neighborhood business district.

- Create jobs for Evanston residents.
- Encourage development that provides essential services for the community and surrounding area.

3. DESIGN AND INFRASTRUCTURE

Provide the necessary infrastructure framework to encourage development growth, security, and accessability while maintaining neighborhood scale.

- Convey a safe, positive image of the business district.
- Promote the business district by orienting visitors and commuters to the business district.

4. LAND USE AND ZONING

Land uses and zoning should reinforce the development goals of the business district.

- Zoning should encourage growth that provides services and development patterns sensitive to the community.

5. SECURITY/IMAGE

Assure that the neighborhood business district is a safe place to work, shop, and live.

- Foster a partnership with stakeholders of the community to address security issues.

6. MARKETING/PROMOTIONS

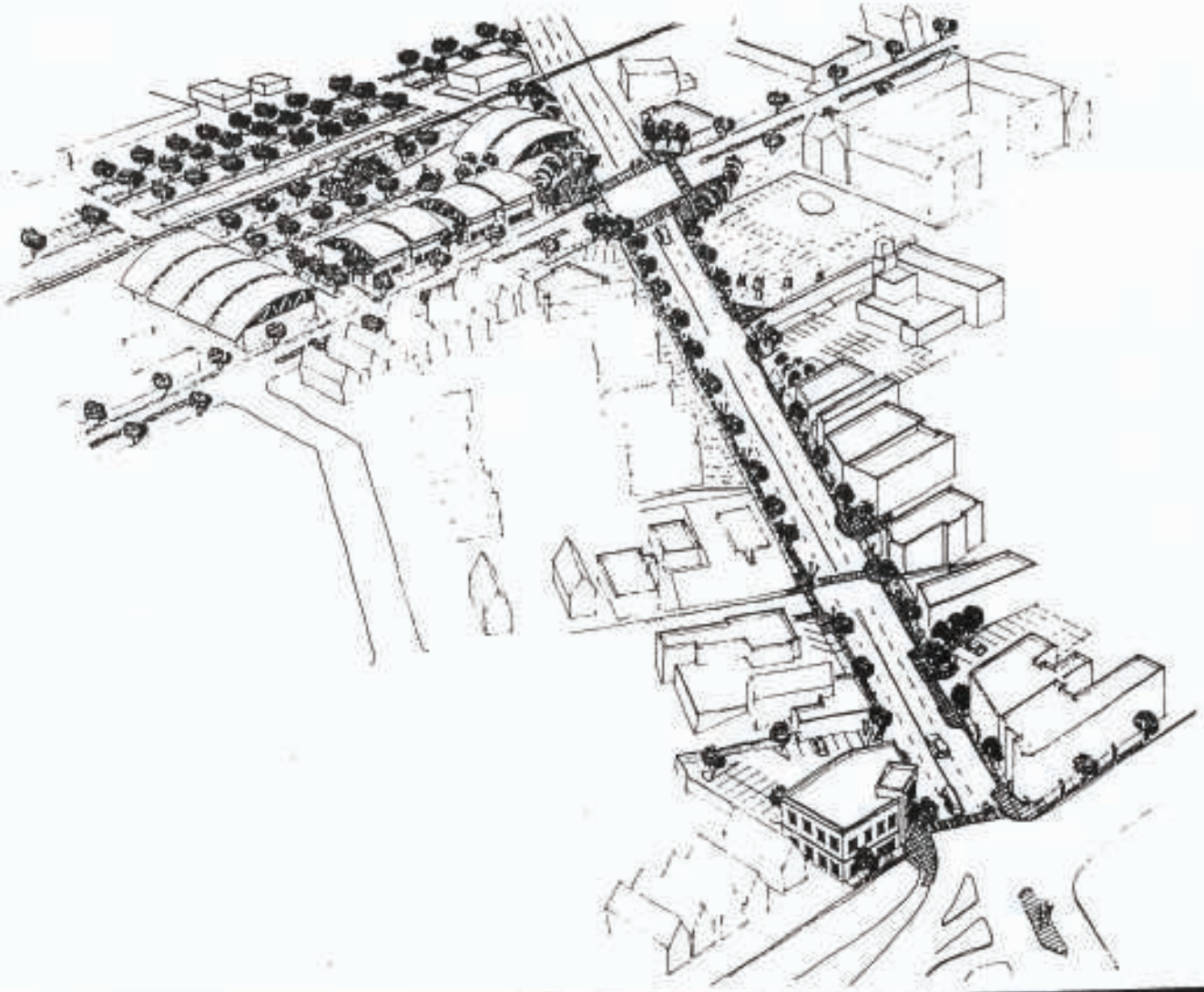
Promote the business district as a viable environment in which to do business.

- Foster a partnership with Xavier University to promote development opportunities, events, and businesses.
- Foster partnership with existing businesses to promote business retention and development opportunities.
- Market area to potential new businesses for the district.

7. BUSINESS DISTRICT MANAGEMENT

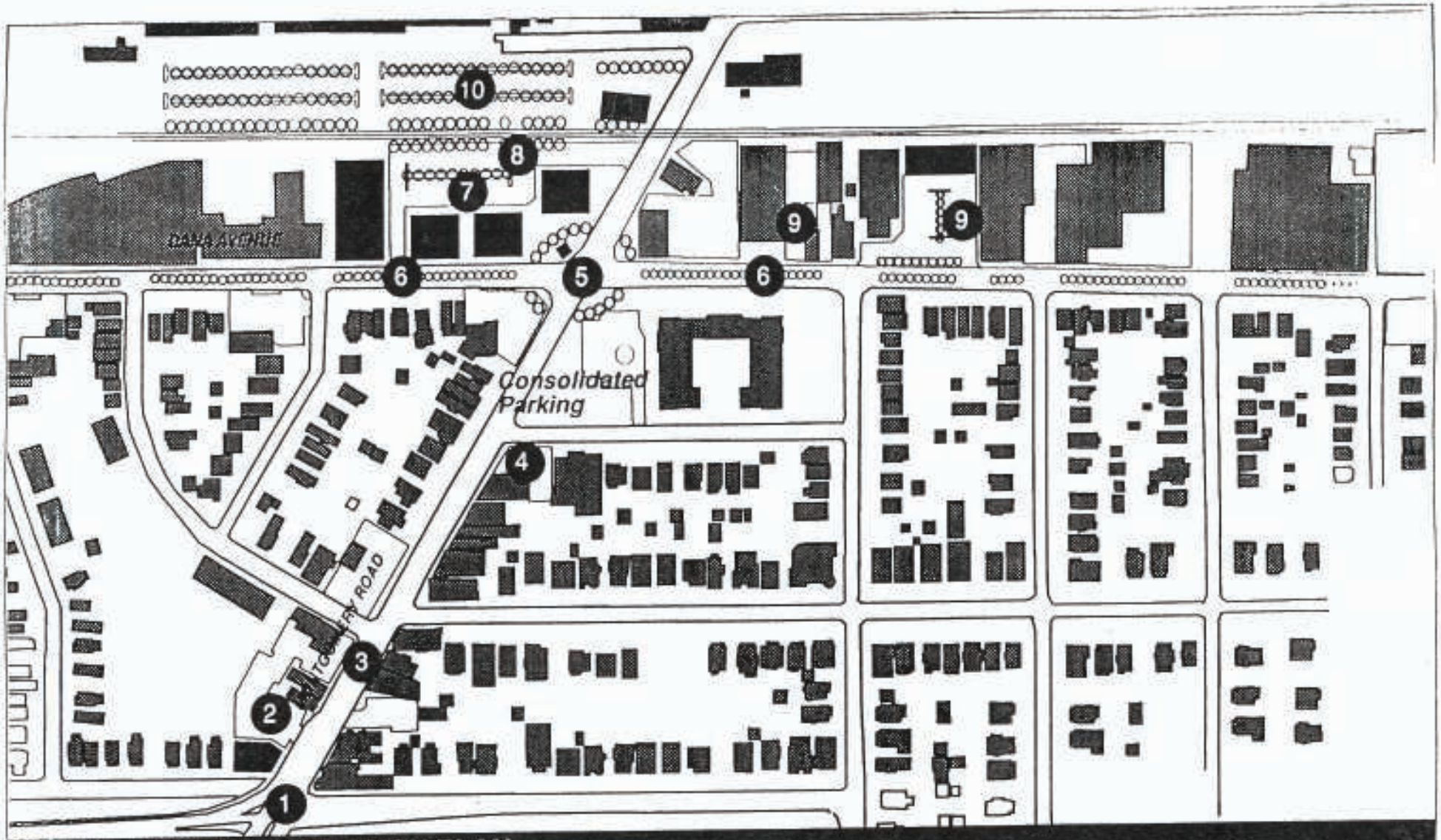
Promote effective and efficient management of the business district.

- Continue to develop an organization within the community council that will promote and implement the goals of this plan.



URBAN DESIGN PLAN

The Urban Renewal Plan's urban design vision provides physical and non-physical solutions to the issues of the business district by achieving the goals identified in the plan. The physical design solutions include creating an infrastructure framework for private development with Dana Avenue Boulevard improvements, consolidated shared parking in the district, redevelopment of existing vacant sites, encouraging transportation linkages, relieving parking demands along Dana Avenue, encouraging pedestrian activity within the business district with security lighting, streetscape and traffic calming solutions, and orientation/trail blazing signage through the Evanston Gateway Program.



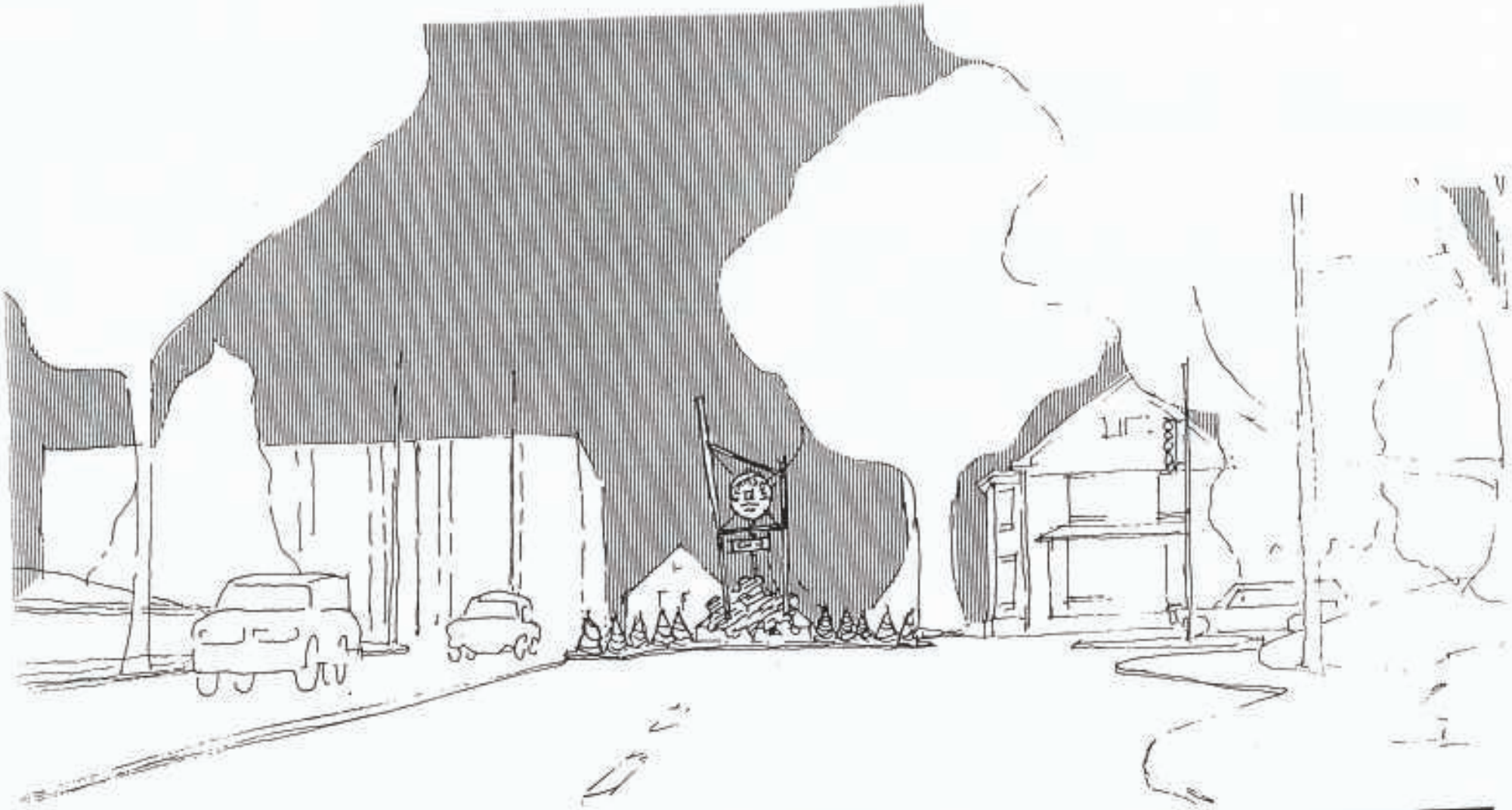
CONCEPTUAL URBAN DESIGN PLAN

N

0 25 50 100 200 400

1. Gateway Program
2. Development Site / Parking Consolidation
3. Montgomery Rd. NBD Streetscape
4. Consolidated Public Parking
5. Urban Identity Corridor
6. Boulevard Development
7. Major Development Site
8. Rail Transit Stop
9. Expanded Parking Development Site
10. Shared Parking

Evanston
URBAN DESIGN PLAN



EVANSTON GATEWAY PROGRAM - DUCK CREEK AND MONTGOMERY

Evanston
URBAN RENEWAL PLAN

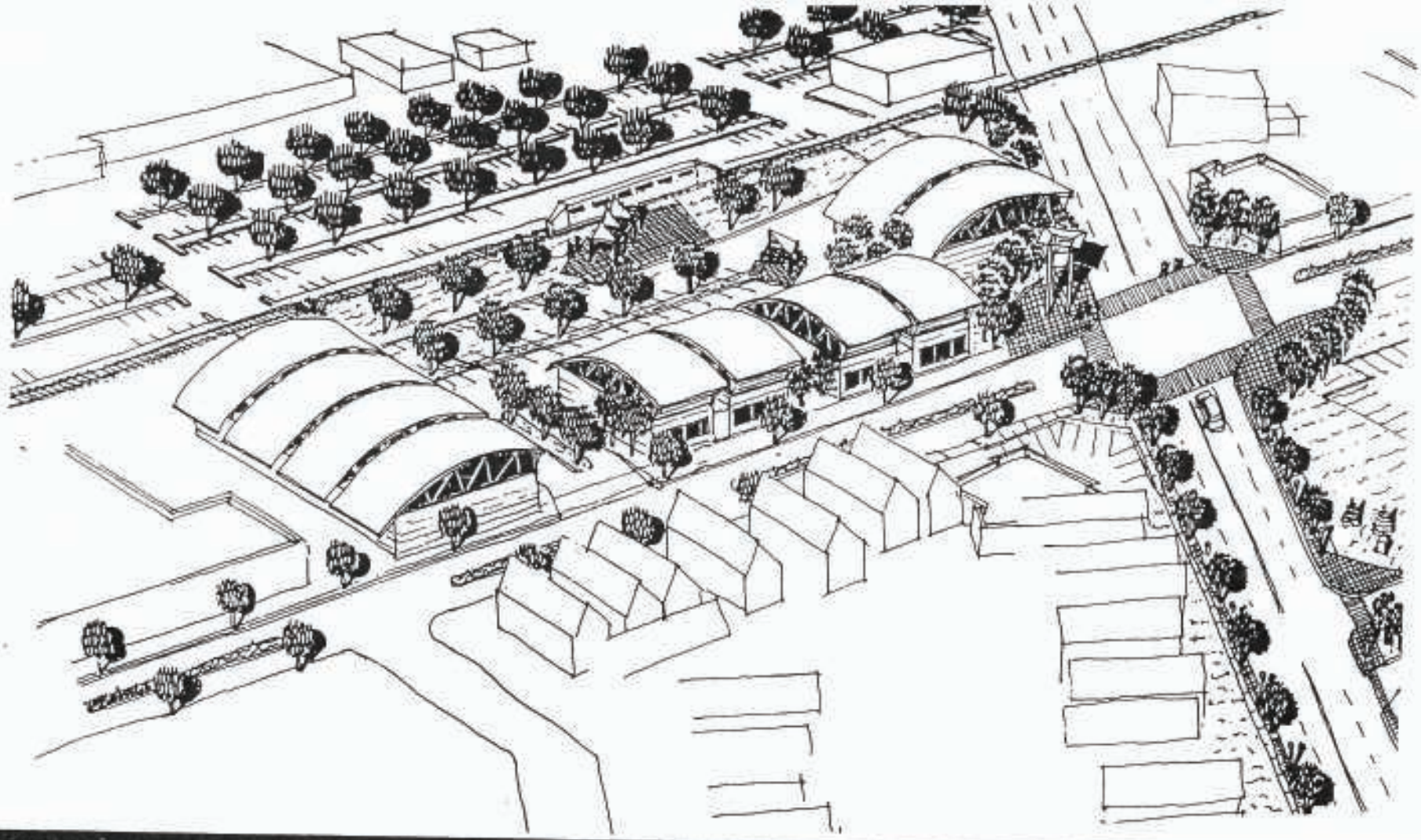
The Evanston Gateway Program will orient travelers to the business district by creating an image/identity for the district and directing patrons towards the business district.

Historically, the I-71 exit ramp to Duck Creek Road has confused travelers through Evanston. The Gateway Program will direct patrons to Montgomery Road and the business district with strategically placed identity signage.

EVANSTON GATEWAY PROGRAM - BREWSTER AND MONTGOMERY

Evanston
URBAN RENEWAL PLAN

The Evanston Gateway Program will also improve the visual appearance of the business district by encouraging redevelopment of the existing vacant site near Brewster into a landmark corner structure establishing the presence of the district.

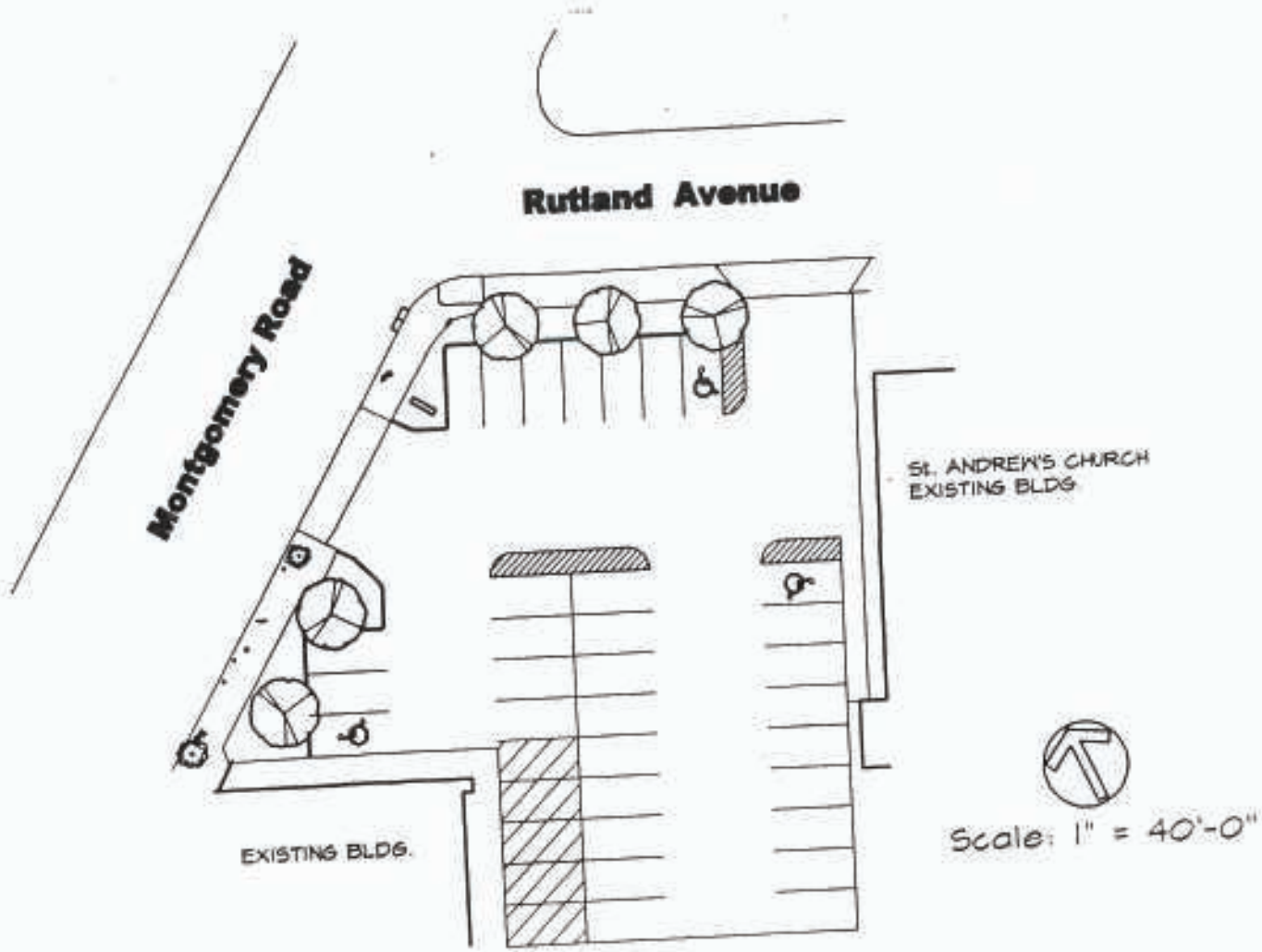


DANA AND MONTGOMERY DEVELOPMENT SITE

The vacant site at the Northwest corner of Dana and Montgomery Road has been a part of Evanston's history as the location of the former BASF plant. The vision for the regeneration of this site includes a mixed use development that provides needed services for the community. The site development should consider both Evanston and Norwood planning efforts in size, scale, and use. The redevelopment should contribute back to the community by providing the momentum for revitalization at one of Evanston's major urban corner. The site should provide a public space, take advantage of light rail potential, shared parking with the new Convocation Center, and be configured to integrate with the residential scale of the community fabric.

DANA AVENUE BOULEVARD

Dana Avenue is a major east-west connector between Madison Road, I-71 and Victory Parkway. It is utilized by Evanston residents, Xavier University and the large employers in the area on a daily basis. It is important to the revitalization of the Evanston Business District that the infrastructure provides the framework for development, image, and circulation. Xavier University's proposed Convocation Center will generate additional traffic flow to and from campus along Dana Avenue and Montgomery Road. The Dana Avenue Corridor needs to be upgraded due to its current significance and increased future usage. The corridor should be redesigned to facilitate the installation of left turn lanes with planted medians and street trees along the right-of-way, creating a boulevard to improve traffic flow and its visual image. This redesign should also include realignment of the Dana Avenue and Montgomery Road intersection and provide on-street parking for area businesses. The installation of new signage and lighting at both a vehicular and pedestrian scale should be integral components of the boulevard design.



CONSOLIDATED PUBLIC PARKING

Evanston
URBAN RENEWAL PLAN

The community and property owner (St. Andrew's Church) are working together to implement a consolidated joint-use parking lot to be shared by patrons of businesses when not in use by church parishioners. The improvements will include paving of existing vacant property, landscaping, and signage.

MONTGOMERY ROAD NBD STREETSCAPE

Montgomery Road between Brewster and Dana is the major thoroughfare through the Evanston Neighborhood Business District. Because of its width and traffic volume, Montgomery Road has been a barrier to pedestrians who frequent the district. The proposed streetscape and lighting improvements will make the NBD more attractive and friendly for shoppers; and the proposed traffic calming solutions will provide relief to pedestrians; thereby encouraging revitalization of the business district.

Evanston
URBAN RENEWAL PLAN

- The Evanston NBD renewal area is composed of both large and small businesses. The companies vary greatly in terms of numbers of employees, yearly dollar value and sales, and total land owned. Company functions are largely commercial retail and manufacturing.

- In Spring 1996, owners and proprietors of all businesses in the study area were surveyed to determine the needs, problems and future plans of local businesses. Of vital importance was identifying the attributes needed to enhance the business climate and hence stimulate economic growth. A cop of the survey questionnaire, as well as a summary of the responses, is included in this document's Appendix. Responses were received from 27 businesses, of which 58% own and 42% lease their facilities.

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Project/Program	Scope	Potential Implementation Entity/Source	Estimated Public Cost
1. Dana Ave Corridor Improvements (Dana Boulevard).	Enhance the visual image, functional traffic flow, and pedestrian appeal of Dana Ave from I-71 to Ledgewood/Woodburn, through roadway realignment, median development, and streetscape improvements.	Budget Request City/State Public Works Evanston Community Xavier University	$4,500,000*
2. Evanston Gateway Identity and Directional Signage System	Create a trail blazing directional signage system to take advantage of Evanston's proximity to major thoroughfares.	Budget Request/NBD Improvement Program	$30,000
3. Montgomery Road NBD Streetscape and Lighting Improvements.	Install trash receptacles, planters, signage and pedestrian lighting to enhance the visual image along Montgomery Road within the NBD.	Budget Request/NBD Improvement Program	$365,000
4. Traffic calming for NBD Pedestrian Areas.	Enhance Pedestrian Crossing areas (Montgomery and Clarion, Dana and Woodburn and Montgomery and Dana) to decrease traffic/pedestrian conflicts.	Budget Request/NBD Improvement Program	$50,000

* This estimate does not include acquisition, demolition, or relocation.

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

Program/Project	Scope	Potential Implementation Entity/Source	Estimated Public Cost
1. Assist with Consolidated Public Parking at St. Andrews Church.	Construct shared public parking lots to serve business district. Design to integrate into urban fabric.	City of Cincinnati Evanston Community Council St. Andrews Church	$23,000 (funded in 1997 Budget)
2. Develop existing vacant site at NW corner of Dana and Montgomery.	Identify developer to develop site with businesses that serve the community and with buildings in scale with the neighborhood.	Evanston Community Council Property Owners Xavier University City of Norwood City of Cincinnati	**
3. Develop existing vacant site near Montgomery and Brewster, adjacent to Cellular Communications Tower.	Identify a developer to develop vacant site with a significant new building for retail/service business that serves the community.	Evanston Community Council Property Owners	**
4. Reconfigure existing building/parking/ development along north side of Dana Ave to retain existing businesses.	Work with existing business and property owners to develop solutions to parking issues.	Evanston Community Council Property Owners	**
5. Rehabilitate existing Storefronts.	Initiate façade improvement program to rehabilitate existing business buildings in Montgomery Road Business District.	Evanston Community Council Property Owners City of Cincinnati	$80,000.00
6. Existing Public Parking Improvements and Maintenance.	Construct security lighting improvements as well as develop maintenance program to make lot safe and clean.	Evanston Community Council City of Cincinnati	Ongoing regular maintenance.

** Until the participants and scope of these projects are more clearly defined, costs cannot be estimated.

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

Project/Program	Scope	Potential Implementation Source/Entity	Estimated Public Cost
1. Establish Business Association to provide a unified business approach.	Formulate a Business Association committee of the Evanston Community Council.	Evanston Community Council	None anticipated
2. Establish Development Corporation to implement and advocate projects.	Formulate Development Corporation.	Evanston Community Council	None anticipated
3. Market development opportunities in the Evanston Business District.	Develop unified marketing strategy to draw future development and customer base.	Evanston Community Council Xavier University	None anticipated
4. Institute continuing education program for businesses.	Develop joint training courses that provide Evanston business owners with tools to compete in today's business climate.	Evanston Community Council Xavier University Business Owners	None anticipated
5. Institute business district Litter Control Program.	Organize spring and fall clean-up campaigns. Monitor street condition regularly.	Evanston Community Council Property Owners Business Owners	None anticipated

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

DISTRIBUTION OF BLIGHTING INFLUENCES AND BLIGHTED UNITS BY BLOCK

Block	Total Units	Blighting Influences - See below 1	2	3	4	5	6	7	8	9	10	11	12	13	14	Blighted Units	%
1	13	13	0	4	13	0	0	2	2	12	0	0	1	0	3	13	100
2	34	30	1	15	33	1	0	26	10	30	0	0	0	1	0	34	100
3	40	35	1	6	35	2	0	31	8	24	1	0	1	4	1	38	95
4	52	46	1	19	51	6	0	33	25	38	1	1	0	3	2	51	98
5	10	7	1	3	10	0	0	4	7	4	0	0	0	1	0	10	100
Total	**149**	**131**	**4**	**47**	**142**	**9**	**0**	**96**	**52**	**108**	**2**	**1**	**2**	**9**	**6**	**146**	**98**
Percentages %		**88**	**3**	**32**	**95**	**6**	**0**	**64**	**35**	**72**	**1**	**1**	**1**	**6**	**4**		

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

CREDITS

Evanston NBD Plan Task Force

*Drew Asimus, Builderness Design & Construction
*Monroe Barnes Jr., Barnes Barber Shop
David Beard, Resident
Gene Beaupre, Xavier University
Dolores Brown, Res/ECC
Mary Browner, Resident
*B. J. Hayley, Dana Gardens
Beatrice Jackson, Resident
*Judy Kuhlman, Spaces & McCollow & Assoc.
*Mark McCollow, Spaces & McCollow & Assoc.
*Terri England, New Horizons
*Keno Williams, Williams Engineer Design
*Minnie L. Everitt, Dana Foods
*Steve Gray, Office Furniture Outlet
Pearl W. Smith, Resident
James Franklin, Coalition of Neighborhoods

* Members of Evanston Business Association Committee of Evanston Community Council

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Anthony Jackson
Kevin Walsh
Andre Kolshelev
Sonja Ewing
Jason Schneider

APPENDIX

Parking Study
Business Survey

PARKING STUDY

The study was undertaken to determine parking utilization in existing and private parking lots, and relevant street parking areas.

The study area consists of street parking and lots along Montgomery Road from Brewster to Dana Avenue (Zone A) and along Dana Avenue from Montgomery Road to Wabash Avenue (Zone B). These zones describe the older and traditional neighborhood business district, and an area of mixed retail, office, and manufacturing uses, respectively.

Zone A is made up of three proprietary lots and one public lot, with 6 areas of relevant street parking. Only a few of the businesses in Zone A have proprietary lots. Shoppers in this area are likely to park and walk to their destination. Zone B consists of eight proprietary lots and one street parking area. Almost all of the businesses in this area have proprietary lots adjacent to their buildings which limits pedestrian activity considerably.

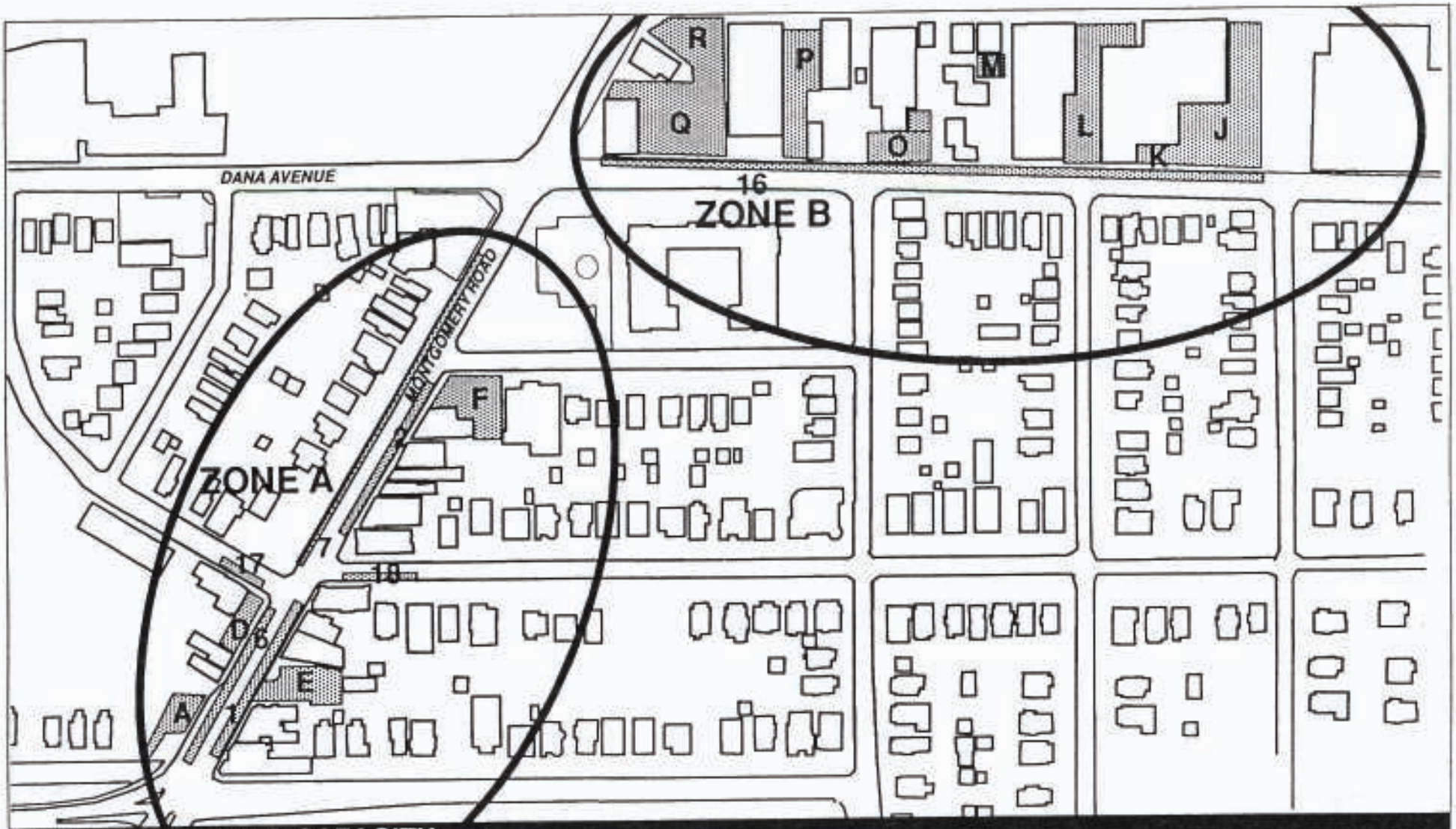
The parking survey was conducted on March 29-31, 1996 in the Evanston neighborhood business district. Parking counts were taken hourly from 8 am to 8 pm on Friday, March 29, hourly from 8 am to 4 pm on Friday, March 30, and hourly from 10 am to 1 pm on Sunday, March 31. These periods were chosen to reflect typical usage by a variety of users, including those who attended the local church with a parking lot in the NBD (lot F).

Findings

The study shows that the Evanston NBD has a total utilization rate of 33% for the weekday and 24-27% on the weekends. The utilization rate in Zone A exceeds Zone B marginally, 39% to 33% respectively, and substantially on the weekend, 41-49% to 24-27% respectively. This suggests that Zone A provides an important place for residential parking when it is not being used for retail parking.

During the weekday only 5 areas show utilization rates at above 50%. The southern blocks of Zone A shows heavy use during the mid-morning and mid-afternoon periods and very heavy use in the evening for residential and entertainment venues. These include lots A, C, E, and street area 18. Lot O of Zone B shows a daily utilization rate of 54% with the heaviest use around noon.

This corresponds with utilization rates on Saturday in Zone A, while Zone B decreases substantially. Sunday parking counts show that the church's parking lot is undersized with parking spilling over to adjacent streets.



EXISTING PARKING CAPACITY

Evanston
URBAN DESIGN PLAN

NAME OF SITE	Sq. Footage of Bldg.	# of Parking required	OFF ST. PARKING PROVIDED	% of prov/req
Shell	1354	3.38	0	0%
U.D.F.	3456	9.7	13	134%
Fam.Dentist	1917.5	12.78	0	0%
Elaine Hair	1917.5	0	0	0%
Vacant/Dry Cleaner	2195	0.78	0	0%
E-Town Fam.	1473	0	0	0%
Fish and Produce Market	1938.5	0	0	0%
House of Coiffure	1938.5	0	0	0%
Bulldorness	3430	4.57	4	88%
Perkin's Lounge	3308	33.08	12.5	38%
Nubian Jewelers	1190	0	6.2	0%
Vacant	809	0	6.2	0%
Sam. Spiritual Church	Approx. 80 seats	16	0	0%
Jason's Mini-Mart	2379	1.6	12.5	781%
Vacant	1865	0	6.2	0%
Curtis Style	1529	0	6.2	0%
Izzy's----Vacant	4044	8.176	42	514%
Strathmore Printing	15614	39.035	7	18%
Strathmore Office	2781	3.708	20	539%
Dana Gardens	1232	12.32	23	187%
Garage	5280	13.2	10	76%
Dana Food Shop	2931	3.724	0	0%
Spaces	10488	13.98	5	36%
A-1 Towing	871	2.177	0	0%
Storage	1864		0	0%
Shiki Futon	1858	4.645	8	172%
Old Dairy Fac.--Vacant	3455	3.45	0	0%
Stamping Tech.--Vacant	18849	18.849	6	32%
Wallace Industries *	10936	10.936	0	0%
Carpet Outlet *	10936	27.34	4	15%
The Dana Center *	10936	10.936	28	256%
St. Andrew's Church	Approx. 300 seats	60	14	23%
Zodiac	1089	10.89	15	138%
Ed's Barber Shop	1820	0	0	0%
Deborah Turner	2052	3.336	7	210%
Garage	833	2.08	0	0%
Vacant	3325	5.3	0	0%
TOTAL VALUE	141894	335.972	255.8	76%

* These businesses use the same lot--combined use

Table 6: Lot & Street Parking Users According to Days and Times

FRIDAY, MARCH 29

	AVAIL METER	AVAIL REST	AVAIL FREE	AVAIL LOT	8AM	UTIL	9AM	UTIL	10AM	UTIL	11AM	UTIL	12PM	UTIL	1PM	UTIL	2PM	UTIL	3PM	UTIL	4PM	UTIL	5PM	UTIL	6PM	UTIL	7PM	UTIL	8PM	UTIL	DAILY UTIL. RATE
ZONE A																															
STR 1	1	4	2	0	1	14%	1	14%	1	14%	2	29%	2	29%	2	29%	3	43%	5	71%	2	29%	5	71%	3	43%	5	71%	1	14%	36%
STR 2	7	1	0	0	4	50%	3	38%	2	25%	3	38%	2	25%	0	0%	0	0%	3	38%	3	38%	7	88%	5	63%	7	88%	3	38%	40%
STR 6	3	0	0	0	1	33%	1	33%	0	0%	0	0%	2	67%	2	67%	1	33%	2	67%	1	33%	0	0%	1	33%	1	33%	0	0%	31%
STR 7	0	12	3	0	0	0%	1	7%	2	13%	1	7%	1	7%	2	13%	2	13%	2	13%	2	13%	0	0%	1	7%	1	7%	0	0%	8%
STR 8	0	0	22	0	7	32%	6	27%	7	32%	5	23%	5	23%	5	23%	5	23%	7	32%	8	36%	13	59%	12	55%	12	55%	13	59%	37%
STR 17	4	0	2	0	3	50%	1	17%	1	17%	1	17%	4	67%	4	67%	3	50%	2	33%	1	17%	3	50%	3	50%	2	33%	3	50%	40%
STR 18	0	0	10	0	2	20%	6	60%	5	50%	4	40%	4	40%	4	40%	6	60%	5	50%	4	40%	8	80%	8	80%	8	80%	8	80%	55%
LOT A	0	0	0	15	12	80%	7	47%	9	60%	10	67%	8	53%	8	53%	9	60%	11	73%	10	67%	13	87%	12	80%	13	87%	9	60%	67%
LOT B	0	0	0	7	6	86%	6	86%	6	86%	4	57%	5	71%	6	86%	5	71%	5	71%	4	57%	3	43%	2	29%	1	14%	3	43%	62%
LOT E *	0	0	0	25	14	56%	12	48%	11	44%	8	32%	14	56%	16	64%	13	52%	12	48%	12	48%	15	60%	12	48%	12	48%	11	44%	50%
LOT F	0	0	0	18	2	11%	5	28%	5	28%	3	17%	5	28%	4	22%	2	11%	2	11%	2	11%	2	11%	1	6%	1	6%	2	11%	15%
Subtotal	15	17	39	65	52	38%	49	36%	49	36%	41	30%	52	38%	53	39%	49	36%	56	41%	49	36%	69	51%	60	44%	63	46%	53	39%	39%
ZONE B																															
STR 16	4	0	12	0	3	19%	4	25%	3	19%	3	19%	5	31%	8	50%	7	44%	9	56%	8	50%	10	63%	11	69%	10	63%	9	56%	43%
LOT J	0	0	0	28	12	43%	12	43%	12	43%	10	36%	12	43%	11	39%	13	46%	7	25%	5	18%	6	21%	4	14%	4	14%	3	11%	30%
LOT K	0	0	0	4	1	25%	1	25%	1	25%	1	25%	1	25%	1	25%	1	25%	1	25%	1	25%	1	25%	1	25%	1	25%	1	25%	25%
LOT L	0	0	0	5	1	20%	1	20%	1	20%	1	20%	1	20%	1	20%	1	20%	1	20%	1	20%	1	20%	1	20%	1	20%	1	20%	20%
LOT M	0	0	0	8	1	13%	0	0%	0	0%	0	0%	0	0%	1	13%	1	13%	1	13%	0	0%	0	0%	0	0%	0	0%	0	0%	4%
LOT O	0	0	0	5	4	80%	3	60%	3	60%	2	40%	4	80%	4	80%	3	60%	3	60%	2	40%	3	60%	2	40%	1	20%	1	20%	54%
LOT P	0	0	0	23	3	13%	4	17%	4	17%	4	17%	3	13%	3	13%	3	13%	6	26%	5	22%	19	83%	25	109%	23	100%	20	87%	41%
LOT Q	0	0	0	42	4	10%	4	10%	4	10%	4	10%	4	10%	4	10%	5	12%	5	12%	4	10%	6	14%	6	14%	8	19%	7	17%	12%
LOT R	0	0	0	27	16	59%	15	56%	13	48%	12	44%	17	63%	15	56%	16	59%	5	19%	4	15%	0	0%	0	0%	0	0%	0	0%	32%
Subtotal	4	0	12	142	45	28%	44	28%	41	26%	37	23%	47	30%	48	30%	50	32%	38	24%	30	19%	46	29%	50	32%	48	30%	42	27%	28%
TOTAL	19	17	51	207	97	33%	93	32%	90	31%	78	27%	99	34%	101	34%	99	34%	94	32%	79	27%	115	39%	110	37%	111	38%	95	32%	33%

LOT E * - THIS LOT IS A PUBLIC LOT WHERE ANYONE MAY PARK FOR RETAIL

Table 7: Lot & Street Parking Users According to Days and Times

SATURDAY, MARCH 30

	AVAIL METER	AVAIL REST	AVAIL FACE	AVAIL LOT	8AM	UTIL	9AM	UTIL	10AM	UTIL	11AM	UTIL	12PM	UTIL	1PM	UTIL	2PM	UTIL	3PM	UTIL	4PM	UTIL	DAILY UTIL. RATE
ZONE A																							
STR 1	1	4	2	0	3	43%	5	71%	3	43%	2	29%	2	29%	2	29%	5	71%	5	71%	3	43%	48%
STR 2	7	1	0	0	3	38%	1	13%	0	0%	0	0%	3	38%	4	50%	4	50%	4	50%	5	63%	33%
STR 6	3	0	0	0	1	33%	0	0%	1	33%	1	33%	0	0%	0	0%	2	67%	1	33%	0	0%	22%
STR 7	0	12	3	0	1	7%	2	13%	2	13%	1	7%	4	27%	4	27%	2	13%	2	13%	0	0%	13%
STR 8	0	0	22	0	13	59%	16	73%	14	64%	15	68%	9	41%	9	41%	9	41%	10	45%	9	41%	53%
STR 17	4	0	2	0	3	50%	2	33%	2	33%	1	17%	3	50%	5	83%	4	67%	5	83%	3	50%	52%
STR 18	0	0	10	0	6	60%	7	70%	6	60%	5	50%	5	50%	5	50%	6	60%	6	60%	6	60%	58%
LOT A	0	0	0	15	4	27%	7	47%	6	40%	6	40%	9	60%	9	60%	7	47%	8	53%	10	67%	49%
LOT D	0	0	0	7	5	71%	4	57%	3	43%	5	71%	6	86%	5	71%	5	71%	5	71%	3	43%	65%
LOT E *	0	0	0	25	9	36%	9	36%	10	40%	9	36%	11	44%	11	44%	13	52%	13	52%	13	52%	44%
LOT F	0	0	0	18	2	11%	3	17%	2	11%	3	17%	4	22%	3	17%	5	28%	4	22%	3	17%	18%
Subtota	15	17	39	65	50	37%	56	41%	49	36%	48	35%	56	41%	57	42%	62	46%	63	46%	55	40%	41%
ZONE B																							
STR 16	4	0	12	0	0	0%	0	0%	0	0%	0	0%	1	6%	3	19%	1	6%	0	0%	0	0%	3%
LOT J	0	0	0	28	4	14%	4	14%	4	14%	6	21%	4	14%	4	14%	4	14%	4	14%	4	14%	15%
LOT K	0	0	0	4	1	25%	1	25%	1	25%	2	50%	1	25%	1	25%	1	25%	1	25%	1	25%	28%
LOT L	0	0	0	5	1	20%	1	20%	1	20%	1	20%	1	20%	1	20%	1	20%	1	20%	1	20%	20%
LOT M	0	0	0	8	0	0%	0	0%	0	0%	0	0%	1	13%	1	13%	1	13%	1	13%	1	13%	7%
LOT O	0	0	0	5	1	20%	1	20%	1	20%	2	40%	1	20%	1	20%	1	20%	1	20%	1	20%	22%
LOT P	0	0	0	23	5	22%	6	26%	6	26%	6	26%	8	35%	8	35%	7	30%	6	26%	6	26%	28%
LOT Q	0	0	0	42	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0%
LOT R	0	0	0	27	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0%
Subtota	4	0	12	142	12	8%	13	8%	13	8%	17	11%	17	11%	19	12%	16	10%	14	9%	14	9%	9%
TOTAL	19	17	51	207	62	21%	69	23%	62	21%	65	22%	73	25%	76	26%	78	27%	77	26%	69	23%	24%

LOT E * = THIS LOT IS A PUBLIC LOT WHERE ANYONE MAY PARK FOR RETAIL

Table B: Lot & Street Parking Users According to Days and Times

SUNDAY, MARCH 31

	AVAIL METER	AVAIL REST	AVAIL FREE	AVAIL LOT	10AM	UTIL	11AM	UTIL	12PM	UTIL	1PM	UTIL	Daily Util rate
ZONE A													
STR 1	1	4	2	0	2	29%	1	14%	1	14%	0	0%	14%
STR 2	7	1	0	0	11	158%	11	158%	9	113%	5	38%	106%
STR 6	3	0	0	0	1	33%	1	33%	1	33%	1	33%	33%
STR 7	0	12	3	0	16	107%	16	107%	16	107%	6	40%	90%
STR 8	0	0	22	0	7	32%	8	36%	8	36%	10	45%	38%
STR 17	4	0	2	0	1	17%	1	17%	2	33%	1	17%	21%
STR 18	0	0	10	0	2	20%	2	20%	2	20%	2	20%	20%
LOT A	0	0	0	15	4	27%	4	27%	4	27%	6	40%	30%
LOT D	0	0	0	7	1	14%	1	14%	1	14%	2	29%	18%
LOT E *	0	0	0	25	7	28%	6	24%	5	20%	4	16%	22%
LOT F	0	0	0	18	26	144%	26	144%	25	139%	5	28%	114%
Subtotal	15	17	39	65	78	57%	77	57%	74	54%	40	29%	49%
ZONE B													
STR 16	4	0	12	0	0	0%	0	0%	1	6%	0	0%	2%
LOT J	0	0	0	28	5	18%	4	14%	5	18%	5	18%	17%
LOT K	0	0	0	4	1	25%	1	25%	1	25%	0	0%	19%
LOT L	0	0	0	5	1	20%	1	20%	1	20%	1	20%	20%
LOT M	0	0	0	8	0	0%	0	0%	0	0%	0	0%	0%
LOT O	0	0	0	5	0	0%	0	0%	0	0%	0	0%	0%
LOT P	0	0	0	23	5	22%	3	13%	4	17%	4	17%	17%
LOT Q	0	0	0	42	1	2%	1	2%	1	2%	0	0%	2%
LOT R	0	0	0	27	0	0%	0	0%	0	0%	0	0%	0%
Subtotal	4	0	12	142	13	8%	10	6%	13	8%	10	6%	7%
TOTAL	19	17	51	207	91	31%	87	30%	87	30%	50	17%	27%

LOT E * - THIS LOT IS A PUBLIC LOT WHERE ANYONE MAY PARK FOR RETAIL

EVANSTON BUSINESS DISTRICT SURVEY

3/8/95

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

General Information

Name and position of person completing survey:

Name of Business: Location:

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

Description of Business: ___ Locally operated ___ National Chain ___ Regional Chain ___ Franchise

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

Facility: ___ Own ___ Lease Size _____ sq feet

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
___ Skilled labor force
___ Need financial assistance
___ Need planning assistance
___ Other, specify_____

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

___ Front entrances
___ Street lighting
___ Conditions of sidewalks
___ Identifiable business district
___ Street scape (street & sidewalk appearance)
___ Rear entrances
___ Interior building appearance
___ Parking
___ Facade improvements, including Awnings

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

___ Congested streets
___ Location of parking
___ Inadequate parking
___ Pedestrian access

___ Vehicular access
___ Street lighting
___ Street maintenance

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

_____

_____

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

_____

_____

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

_____

_____

Business Location

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

a. When _____ b. 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_____

Reason for relocation _____

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

a. When _____ b. Where_____

Business Environment

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

_____

_____

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

_____

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

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

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

_____

_____

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

___% Evanston residents
___% Walnut Hills residents
___% Norwood residents
___% Cincinnati residents, excluding those mentioned above.
___% Ohio residents, excluding Cincinnati residents. City _____
___% Kentucky residents
___% Other, specify _____

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

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

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

___ Morning (before 11:00 AM) ___ Lunch (11:00 AM - 2:00 pm)
___ Afternoon (2:00 PM - 6:00 PM ___ Evening (6 PM - 9 PM)
___ Night (9 PM - 12 p.m.) ___ Late night (after midnight)

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

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

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

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

___ Signs ___ Facade treatments ___ New development
___ Street scape ___ Other _____

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

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

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

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

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

_____ _____ _____

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

_____

_____

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

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

27. 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:

Drew Asimus
Builderness Design & Construction
3600 Montgomery Avenue
Cincinnati, Ohio 45207
(513) 731-0088

Felix Bere
City Planning Department
Centennial Plaza Two
805 Central Avenue, Suite 720
Cincinnati, Ohio 45202
(513) 352-4846

Profile Rankings
Market Potential Index of MRI Lifestyles
Comparison Profile: Evanston Tract HHs
Ranked in: Descending order All profiles

Title	MPI
Use Trvl Agnt/Foreign Trip (11.5%)	97
Use Compuserve (0.5%)	97
Rntd Car Personal Use LstYr(9.3%)	97
Book thru Book Club Lst Yr (7.0%)	96
Go to Col Basketball Games (1.8%)	96
$150+ Grocery Shopping Wkly(15.3%)	95
Own Tropical Fish (6.1%)	95
2+ Foreign Trips Last Year (8.0%)	94
Go Jogging (6.1%)	93
Bought Novel Last Year (19.1%)	92
Rntd Car for Business LstYr(5.7%)	92
Visit Theme Park Last Year (22.7%)	92
Fast Food Restaurant (87.4%)	92
Cents Off Coupons Last Yr (62.5%)	92
Go Bowling (11.6%)	92
Presently on a Diet (35.4%)	92
Play Softball (6.0%)	91
Painting, Drawing Last Year(5.5%)	91
Visit Sea World Last Year (3.8%)	90
Go Sailing (1.6%)	90
Go to Ice Hockey Games (1.2%)	90
Contrib Pub Brdcstng LstYr (9.6%)	90
Take Adult Ed Courses (6.9%)	90
Truck&Tractor Pull/Mud Race(0.6%)	89
Western Europe Last 3 Years(4.1%)	89
Used Travel Agent US Trip (14.0%)	89
Belong to an Auto Club (25.8%)	89
Took a Sched Flight/Foreign(11.8%)	89
Buy Easy Listening Music (7.8%)	89
Prof Carpet Cleaners LstYr (7.2%)	89
Play Volleyball (5.8%)	89
Bght 1950s Nostalgia LstYr (1.8%)	88
Fast Food Rest (Med&Heavy) (59.8%)	87
In-Home Purchase Lst 6 Mos (12.0%)	86
Pain Relievers Heavy Users (33.6%)	86
Collect Stamps (3.3%)	86
Fast Food Burger(Med&Heavy)(53.5%)	86
Belong to a Veterans Club (3.5%)	85
Buy Medium Rock Music (10.1%)	84
Belong to a Religious Club (7.6%)	84
Japan, Asia, Othr Lst 3 Yrs(1.1%)	83
Use Maid/Housekeeper (7.8%)	83
Voted in Election Last Yr (52.1%)	83
Play Tennis (4.8%)	82
Indoor Gardening & Plants (15.4%)	82
Coupons for New Products (22.1%)	82
$100+ Camera Accessories (1.5%)	82
Trivia Games Last Year (6.9%)	82
Fast Food Pizza (Med&Heavy)(31.3%)	82
Fast Food Mexican (Med&Hvy)(25.3%)	81
Go Swimming (19.5%)	81
Family/Steak House(Med&Hvy)(42.0%)	80
Go to College Ftbll Games (2.1%)	80

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Profile Rankings
Market Potential Index of MRI Lifestyles
Comparison Profile: Evanston Tract HHs
Ranked in: Descending order All profiles

Title	MPI
Own Power Boat (3.3%)	32
Belong to a Country Club (1.9%)	27
Own Sailboat (0.8%)	27
Go Cross Country Skiing (1.8%)	26

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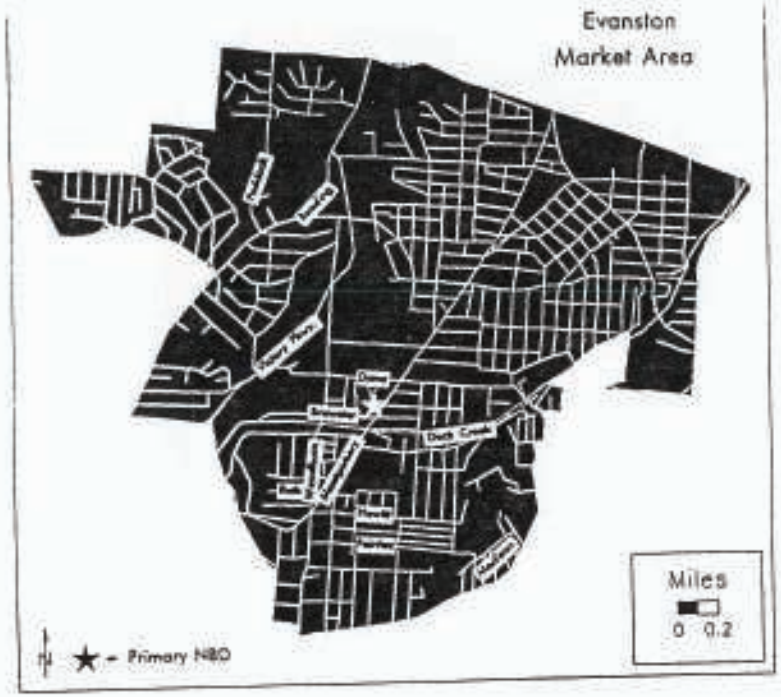

Lifestyle Clusters

There are a total of 9 lifestyle clusters represented in the Evanston Market Area. For a detailed listing, please see the Appendices. The top three clusters found in the Evanston market area are:

Inner Cities, with 3,658 households, is the dominant cluster group in the market area. Typically these are the nation's low-income neighborhoods with over twice its unemployment level. Nationally, eight out of ten households are African-American. Seven in ten households have solo parents.

Single City Blues, with 2,516 households, is this area's second largest cluster group. This cluster contains a mixture of races, often with a high Asian representation and transients. The household income is usually less than $15,000, not true for this market area at $24,575 in 1995.

Mid-City Mix, with 1,802 households, is the market area's third largest cluster type. This group shows above average ethnic diversity and a mix of white and blue-collar employment. Often, these neighborhoods are two-thirds African-American singles and families. This group also shows strong college enrollments.

Retail Analysis

Current Retail Supply

The analysis of existing establishments in the market area identified 264 different businesses in the 60 retail and service establishment categories. These establishments account for an estimated 1,140,883 square feet of space. The market area contains 51 different establishment types out of the 60 types analyzed.

Predominant Establishment Types by total square ft.

SIC	Description	Count	Total Sq. Ft.
5411	Grocery & Misc. Foods	15	220,100
5812	Eating Places	48	125,136
5942	Book Stores	3	90,000
5311	Department Stores	3	88,500
5735	Record/Tape Stores	2	37,300
753x	Auto Repair Shops	6	51,240
5231	Paint/Glass/Wallpaper	6	43,008
5719	Misc. Home Furnish	1	35,000
7231	Beauty Shops	31	32,542
5912	Drug Stores	6	32,124

Retail Potential

An examination of the Evanston Market Area indicates that there is development potential to support an additional 115,200 square feet of retail-service space. It is estimated that this new potential would support the development of 53 new establishments in 16 different SIC types.

Development Potential for Establishment Types by total square ft.

SIC	Description	Count	Total Sq. Ft.
79xx	Recreation Facilities	4	27,000
751x	Auto Repair Shops	3	19,500
5812	Eating Places	8	16,100
5813	Drinking Places	9	13,900
5199	Variety/General Merchan.	3	8,300
5932	Used Merchandise	6	7,200
5699	Misc. Apparel/ Acces.	3	4,100
5611	Men's & Boy's Clothing	3	3,200
7384	Photofinishing Labs	2	3,600
5941	Sporting Goods/Bicycles	1	3,000

EVANSTON NBD PLAN SURVEY RESULTS

Twenty-seven (27) businesses responded to the survey

- 24 firms responded: 58% Own and 42% lease
- 22 firms reported having a total of 480 employees (432 full and 48 part time)

Question #1

12 firms are considering renovating or expanding. These are:

Curtiss Barber Shop -3548 Montgomery Rd
Nubian Jewelers -3568 Montgomery Rd
F&W Publications -1507 Dana Ave
No Name
Wms Engineering Design
Innovative Woodworking Inc -1940 Dana Ave
Rasheedahs Deli & Catering -3566 Montgo
Summefair Inc -3600 Montgomery Rd
Listermann Co -1621 Dana Ave
Camps Body Shop -3609 Clarion Ave
Shiki Buton -1914 Dana Ave
Wallace Sales & Service -1930 Dana Ave

Questions #2 Constraints

1 Need Financial Assistance (10 businesses)
2 Insufficient Space (6 businesses)
3 Skilled Labor Force (3 businesses)
4 Need Planning Assistance (1 business)

Questions #3 Five area to be addressed or improved

1 Parking (9 businesses)
2 Identifiable business district (8 businesses)
3 Street scape (street& sidewalks appearance) (5 businesses)
4 Facade Improvements, including awning (5 businesses)
5 Front Entrances (5 businesses)

Questions #4 Traffic Issues

1 Inadequate Parking (11 business)
2 Street Maintenance (7 businesses)
3 Location of Parking (4 businesses)
4 Street Lighting (4 businesses)
5 Pedestrian Access (3 businesses)

Questions #7 Storefronts/buildings Improvements

10 businesses thing they need improvements. These are:

Curtiss Barber Shop -3568 Montgomery Rd
Rasheedahs Deli & Catering -3566 Montgomery
Nubian Jewelers -3568 Montgomery Rd
No Name
Spaces/McCollow & Assoc. -1902 Dana Ave
Shiki Buton -1914 Dana Ave
Alston Car Wash -1745 Dana Ave
No Name
Wms Eng
Jim BushCarpet Outlet -1940 Dana Ave

Questions #8 Planning to Relocated

5 businesses plan to relocate. These are:

Rasheedahs Deli & Catering -3566 Montgomery
Nubian Jewelers -3568 Montgomery Rd
Wms Eng
No Name
Innovative Woodworking Inc -1940 Dana

Questions #10 Business Outlet

4 companies are considering another outlet. These are:

Curtiss Barber Shop
Rasheedahs Deli & Catering
No Name
Wms Eng

Question #11 Businesses Needed

1 Grocery (5 businesses)
2 Bank (4 businesses)
3 Pharmacy (4 businesses)
4 Restaurant (4 businesses)

Question # 12 Do not like

1 Bars (5 businesses)
2 Liquor stores (4 businesses)
3 Drugs/Drug related (3 businesses)
4 Fast Food (2 businesses)

Question # 18 Issues

1 Safety
2 Business Development
3 Cleanliness of the area
4 Appearance
5 Parking

Question # 19 Items in district to be regulated or controlled

1 New development (11 businesses)
2 Signs (7 businesses)
3 Street scape (6 businesses)
4 Facade (6 businesses)

Question # 20 Safety Needs addressing

Twenty-Four (24) businesses responded:
(Yes) 22 want safety addressed
(No) 2 think not

Question # 23 Interested in Shared parking

Twenty-Three (23) businesses responded:
(Yes) 8 will share
(No) 15 will not share

Question # 24 Three Issues listed

1 Safety (12 businesses)
2 Cleanliness (10 businesses)
3 Parking (6 businesses)
4 New business (5 businesses)

Question # 25 Specific Concerns to be addressed

1 Safety (6 businesses)
2 Crime (4 businesses)
3 Parking (3 businesses)

4 Cleanliness (3 businesses)

Question # 26 Interested in Information
1 Low-interest loans (10 businesses)
2 Business seminars (4 businesses)
3 Available technical assistance (4 businesses)

Question # 27 Business Association participation
Twenty-Two (22) companies responded:
19 will join ENBD
2 will not join ENBD

-The End-

FFB:ffb
doc:survey.res
4/19/96

EVANSTON MARKET AREA RETAIL POTENTIAL

SIC	Establishment Type	Household Count		13,113	
		Current Estimates		Development Potential	
	RETAIL	Estab.	Sq. Ft.	Estab.	Sq. Ft.
5231	Paint, Glass & Wallpaper Store	8	43,008	0	0
5251	Hardware Stores	2	7,000	0	0
5261	Nurseries & Garden Supply Stores	1	7,500	0	0
5311	Department Stores	3	86,500	0	0
5399	Variety/General Merchandise Stores	3	3,243	3	8,300
5411	Grocery & Miscellaneous Food Stores	25	220,100	0	0
5421	Meat & Fish Markets	0	0	2	1,500
5431	Fruit & Vegetable Markets	1	1,500	0	0
5441	Candy, Nut, & Confectionary Stores	2	2,000	0	0
5451	Dairy Products Stores	3	10,181	0	0
5461	Retail Bakeries	4	6,506	0	0
5611	Men's & Boys' Clothing Stores	0	0	3	3,700
5621/3	Women's Clothing & Specialty Stores	6	22,950	0	0
5641	Children's & Infants' Wear	0	0	0	0
5651	Family Clothing Stores	2	15,000	0	0
5661	Shoe Stores	3	18,000	0	0
5699	Misc. Apparel & Accessories	3	4,800	3	4,100
5712	Furniture Stores	5	20,120	0	0
5713	Floor Covering Stores	4	25,500	0	0
5719	Misc. Home Furnishings Stores	1	35,000	0	0
5722	Household Appliance Stores	2	4,630	0	0
5731	Radio, TV, Consumer Electronics	5	6,375	0	0
5734	Computer/Computer Software Stores	1	2,500	0	0
5735	Record, Prerecorded Tape Stores	2	57,500	0	0
5736	Musical Instrument Stores	1	3,500	0	0
5812	Eating Places	48	125,136	8	16,100
5813	Drinking Places	7	16,002	9	13,900
5912	Drug Stores & Proprietary Stores	6	32,124	0	0
5921	Liquor Stores	2	1,720	0	0
5932	Used Merchandise Stores	8	8,718	5	7,200
5941	Sporting Goods & Bicycle Stores	1	1,500	1	3,000
5942	Book Stores	3	90,000	0	0
5943	Stationery Stores	2	30,440	0	0
5944	Jewelry Stores	5	9,140	0	0
5945	Hobby, Toy, & Game Shops	3	24,975	0	0
5946	Camera/Photographic Supply	0	0	1	1,700
5947	Gift, Novelty, & Souvenir	4	7,600	0	0
5948	Luggage & Leather Goods	0	0	0	0
5949	Sewing/Needlework/Piece Goods	1	3,000	0	0
5992	Florists	3	11,088	0	0
5995	Optical Goods Stores	4	4,352	0	0
5999	Miscellaneous Retail	4	13,968	4	2,300
7212	Dry Cleaners	1	1,500	0	0
7215	Coin-Operated Laundries	6	7,320	0	0
7221	Photographic Studios, Portraits	2	2,000	0	0
7231	Beauty Shops	31	33,542	0	0
7241	Barber Shops	6	2,874	1	700
7251	Shoe Repair & Hat Cleaning Shops	0	0	1	800
7334	Photocopying & Duplication Services	0	0	1	2,000
735x	Misc. Equipment Rental & Leasing	3	8,500	0	0
7384	Photofinishing Laboratories	0	0	2	3,800
753x	Automotive Repair Shops	6	51,240	3	19,500
7542	Car Washes	3	9,861	0	0
7549	Other Automotive Services	3	1,500	0	0
7622	Radio & Television Repair	6	8,594	0	0
7631	Watch, Clock, & Jewelry Repair	0	0	0	0
7641	Reupholstery & Furniture Repair	5	3,500	0	0
7699	Miscellaneous Repair Services	8	15,228	0	0
7841	Video Tape Rental	1	5,000	0	0
79xx	Recreation Facilities	1	9,066	4	27,000
	TOTAL	264	1,140,883	53	115,200

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

10/17/95

Claritas, Inc.
Sales (800)234-5973

1-NOV-95
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Market Area Name: Evanston

1995 PRIZM Distribution Report

Group	No.	PRIZM Cluster Nickname	'95 Population Number	Pct.	'95 Households Number	Pct.	US Household Base Pct.	Ratio Index
T2	37	New Homesteaders.....	0	0.0	0	0.0	2.1	0.0
T2	38	Middle America.....	0	0.0	0	0.0	1.1	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	4.2	0.0
R1	41	Big Sky Families.....	0	0.0	0	0.0	1.5	0.0
R1	42	New Eco-topia.....	0	0.0	0	0.0	1.0	0.0
R1	43	River City, USA.....	0	0.0	0	0.0	2.0	0.0
R1	44	Shotguns & Pickups...	0	0.0	0	0.0	1.6	0.0
Country Families.....			0	0.0	0	0.0	6.1	0.0
U1	45	Single City Blues....	6164	18.4	2516	19.2	1.7	1129.4
U1	46	Hispanic Mix.....	0	0.0	0	0.0	1.5	0.0
U1	47	Inner Cities.....	9103	27.1	3658	27.9	2.1	1328.6
Urban Cores.....			15267	45.5	6174	47.1	5.3	888.7
C1	48	Smalltown Downtown...	0	0.0	0	0.0	1.9	0.0
C1	49	Hometown Retired.....	0	0.0	0	0.0	1.1	0.0
C1	50	Family Scramble.....	0	0.0	0	0.0	2.0	0.0
C1	51	Southside City.....	0	0.0	0	0.0	1.0	0.0
2nd City Blues.....			0	0.0	0	0.0	7.2	0.0
T1	52	Golden Ponds.....	0	0.0	0	0.0	2.0	0.0
T1	53	Rural Industria.....	0	0.0	0	0.0	1.6	0.0
T1	54	Norma Rae-ville.....	0	0.0	0	0.0	1.4	0.0
T1	55	Hines & Hills.....	0	0.0	0	0.0	1.9	0.0
Working Towns.....			0	0.0	0	0.0	6.9	0.0
R2	56	Agri-Business.....	0	0.0	0	0.0	1.7	0.0
R2	57	Grain Belt.....	0	0.0	0	0.0	2.0	0.0
Heartlanders.....			0	0.0	0	0.0	3.7	0.0
R3	58	Blue Highways.....	0	0.0	0	0.0	2.3	0.0
R3	59	Rustic Elders.....	0	0.0	0	0.0	1.9	0.0
R3	60	Back Country Folks...	0	0.0	0	0.0	1.8	0.0
R3	61	Scrub Pine Flats.....	0	0.0	0	0.0	1.5	0.0
R3	62	Hard Scrabble.....	0	0.0	0	0.0	2.0	0.0
Rustic Living.....			0	0.0	0	0.0	9.5	0.0
XX	63	Non-Residential.....	0	0.0	0	0.0	0.0	0.0
XX	64	Not Classified.....	0	0.0	0	0.0	0.0	0.0
Total.....			33548	100.0	13113	100.0		

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

Profile Rankings
Market Potential Index of MRI Product Usage
Comparison Profile: Evanston Tract HHs
Ranked in: Descending order All profiles

Title	MPI
Fresh Cut Cold Cuts Lst6Mos(26.6%)	101
Quaker Pffd Rice Lst 6 Mos (1.7%)	101
Kelloggs Special K Lst6Mos (6.3%)	101
Hostess Snack Last 6 Mos (19.3%)	100
Bought Car Battery at Sears(5.8%)	100
Own a Cadillac (1.3%)	100
Fine Jewelry <$400 Lst Yr (14.9%)	100
Own a Buick (9.2%)	100
Nike Shoes Last Year (11.0%)	99
Childrns Frzn Dinrs Lst6Mos (7.6%)	99
Egg Substitute Last 6 Mos (10.7%)	99
Blas Belted/Ply Tires (2.0%)	99
Bght Sheets/Pllwcases LstYr(29.9%)	98
Domestic Wine Last Week (11.4%)	97
Bght Rechrg Battery Lst 6 M(6.2%)	97
Brie Cheese Last 6 Mos (2.4%)	97
Car Battery at Car Prts Str(7.2%)	97
Metal Polish Last 6 Mos (18.0%)	96
$300+ TV Set Last Year (8.1%)	96
Sizzlean Last 6 Months (1.3%)	96
Cap'n Crunch Reg Lst 6 Mos (9.7%)	95
Shopped The Limited (5.0%)	95
Other Diet Soft Drinks (20.3%)	95
Frozen Waffles Last 6 Mos (35.1%)	95
Yogurt Last 6 Mos (39.0%)	95
Oatmeal Last 6 Months (42.4%)	94
Kelloggs All Bran Lst 6Mos (5.8%)	94
Bght Vacuum Cleaner Last Yr(6.3%)	93
Polaroid Inst Film Last Yr (4.6%)	93
Own Two or More VCRs (17.1%)	93
Pepsi Free (3.6%)	92
Light Beer Last Week (14.6%)	92
Shopped J.C. Penney (34.0%)	92
Own a Toyota (8.3%)	92
Bought Towels Last Year (30.3%)	92
Post Raisin Bran Lst 6 Mos (7.7%)	92
Shopped Radio Shack (20.1%)	91
Own 2-Door Sedan (16.2%)	91
Frozen Desserts Last 6 Mos (26.6%)	91
Sugr Swtn Kool-Aid Lst6Mos (8.3%)	90
Meat Sticks Snacks Lst6Mos (6.1%)	89
Own 3+ TV Sets (32.1%)	89
Bought Microwave Last Year (2.8%)	89
Shopped Sears (29.3%)	89
Own a VCR (60.9%)	88
Premium Gasoline Last Week (23.2%)	88
Pckg Pasta Last 6 Mos (68.9%)	88
Pckg Inst Mshd PotLst6Mos (33.7%)	88
Coca Cola Classic (28.9%)	88
Own Phone Answer Machine (38.0%)	88
Scove Top Stuffing Lst6Mos (25.7%)	87
Pita Bread Last 6 Mos (6.5%)	87
Reg Frzn Dinners Lst 6 Mos (31.9%)	87

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Profile Rankings
Market Potential Index of MRI Product Usage
Comparison Profile: Evanston Tract HHs
Ranked in: Descending order All profiles

Title	MPI
Bght Computer Books LstYr (6.1%)	77
Caffeine-Free Diet Coke (8.6%)	77
Heavy Users of Film (16.9%)	77
Mexican Foods Last 6 Mos (41.6%)	77
Work Boots Last Year (9.6%)	76
Own a Mazda (2.2%)	76
Nutritional Bars Lst 6 Mos (18.8%)	76
Own Elec Coffee Grinder (12.0%)	76
Own a PC (21.5%)	74
Own 4-Door Sedan (41.9%)	74
Own a Volkswagen (1.0%)	74
Pckg Pasta Salads Lst 6Mos (8.2%)	74
Own Car Bought Used (45.4%)	73
Paint Dept/Paint Store (12.7%)	73
Paint at Hardware Store (14.2%)	73
Diet Rice Cola (2.1%)	73
Own a Chevrolet (21.1%)	73
Nabisco SpSz ShWht Lst6Mos (7.3%)	73
Diet Pepsi Cola (17.2%)	73
Can or Jar Chili Lst 6 Mos (24.1%)	73
Own Oral Irrigation Device (4.1%)	73
Used Credit Union Car Loan (8.5%)	73
Own 2-Door Sports Coupe (15.9%)	72
Bought Electric Blankets (2.8%)	72
Kraft MacrnCheese Lst6Mos (28.5%)	72
Own a Chrysler (4.3%)	72
Shopped Wholesale Clubs (21.8%)	72
Own a Ford (20.9%)	71
Own Pasta Machine (2.7%)	71
Car Battery Inst by Self (12.8%)	71
Pckg Cold Cuts Last 6 Mos (36.5%)	70
Kraft Velveeta Last 6 Mos (19.2%)	70
Bght Radial Tires Lst Yr (22.3%)	70
Own a Mercury (5.5%)	70
Own a Dodge (6.8%)	69
Own Car with Car Phone (3.8%)	68
Bght Elec/Gas Dryer Last Yr(3.9%)	68
Low Cal Frzn Dinrs Lst6Mos (8.4%)	68
Own Convertible (2.0%)	67
Baking Chips Last 6 Mos (39.0%)	67
Own Blood Pressure Monitor (8.4%)	67
Own a Plymouth (4.3%)	66
Own Camcorder/Video Camera (12.5%)	66
Motor Oil Changed by Self (35.7%)	66
Air Filter Inst by Self (25.4%)	65
Own Automatic Washer (57.2%)	65
$1000+ Computer System (13.4%)	64
Purchased Car w/Trade-In (23.4%)	64
Own New Import Car (15.4%)	64
Spark Plugs Chngd by Self (16.7%)	64
Own a Volvo (1.3%)	63
Own Car with CB Radio (3.7%)	62
Own Station Wagon (7.3%)	61

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