

3.0 Mile Radius

UPTOWN

OHIO

INCLINE DISTRICT

175

US50

DOWNTOWN

KENTUCKY

COVINGTON

# DEVELOPING PRICE HILL

An Analysis of the Price Hill Incline District Market Area  
Cincinnati, Ohio  
2014

# DEVELOPING PRICE HILL

An Analysis of the Price Hill Incline District Market Area

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## INTRODUCTION

“Successful retail depends on successful residential neighborhoods...Great streets are always surrounded by dense residential development. Where residential growth and revitalization is occurring, retail is primed to follow.”

- Urban Land Institute<sup>1</sup>

“Numerous metropolitan trends are redirecting growth back into existing communities, which has positive implications for the rebirth of neighborhood retailing. Urban lifestyles are becoming more popular among empty nesters, singles, the elderly, and nontraditional households; immigrants are flocking to many neighborhood streets as low-cost places to open small businesses, stores, and restaurants; retailers are again interested in urban locations.”

- Urban Land Institute<sup>1</sup>

The Economics Center was engaged by the Port of Greater Cincinnati Development Authority to create a market analysis that uses a data-driven approach to present the Price Hill Incline District as a place to do business to local and national developers and investors.

This report features the distinct advantages the Price Hill Incline District Market Area has to offer: proximity; cultural amenities; affordability of housing; community leadership and continued focus

from lead economic development agencies. This historic, west-side neighborhood with distinctive architecture, institutions and park space is experiencing intentional investment, concentrated around areas that take advantage of its sweeping, unobstructed city and Ohio River views and emerging community entertainment district, anchored by the 225-seat Incline Theater live performing arts venue, which opens in 2015 and includes a new structured parking garage.

The neighborhood suffered population loss, has experienced decline and was heavily impacted by the foreclosure crisis. The Port Authority is actively engaged in Price Hill, and works closely with Price Hill Will, the lead community-based development organization. For this study, the Price Hill Incline District Market Area is defined by a 1.5 mile radius around the intersection of Price and Grand Avenues; and includes a 3.0 mile radius, which reveals the greater Market Area that can be captured by typical business activity. This study examines the 1.5 mile radius and the 3.0 mile radius Market Areas and compares them to the City of

Cincinnati and to Hamilton County. In order to supplement the data analysis, interviews were conducted with six active and influential stakeholders in the Price Hill area. They provided insight into the Market Area’s challenges, potential, and recent investments.

Additionally, the Economics Center partnered with Urban Land Institute Cincinnati to convene a Technical Assistance Panel (TAP). The panel comprised eight local development experts, who discussed the viability and potential of residential and commercial development in the Market Area, particularly the mixed-use development of a walkable corridor along Price Avenue. ULI TAP comments are presented in the executive summary on page 25.

Cincinnati’s Price Hill Incline District is named for the historic Price Hill Incline transportation system, which carried passengers from Eighth Street 350 feet up the slope of the steep hill. Built in 1874, it brought thousands of new residents to the neighborhood, many of them German or Irish. Olden View Park marks the top of the Incline, which was operated until 1943. The Price Hill Incline District Market Area exemplifies the trend of residential, commercial and civic reinvestment and development in urban neighborhoods after decades of shifts in population outside of the urban core. Neighborhoods that are rich in infrastructure, historic resources, arts and culture, community engagement and leadership can overcome past disinvestment and thrive – by providing an environment that is updated to reflect modern attitudes regarding healthy and vibrant urban places.

<sup>1</sup> Ten Principles for Rebuilding Neighborhood Retail, ULI, 2012

# MARKET AREA PROFILE HIGHLIGHTS

- **Central location with panoramic views**

The Market Area is located on a hilltop overlooking Cincinnati, the Ohio River and Northern Kentucky river cities; only two miles from Cincinnati CBD.

- **An engaged and active community**

Citizens, private organizations, and the public sector are implementing vision and big ideas.

- **High purchasing power**

The Market Area has nearly twice the purchasing power per square mile as the county due to its density.

- **Significant ongoing investment**

Millions of dollars have been invested in the last five years (private business, residential, and infrastructure); more development projects are under way.

- **Supportive Public Policy**

48 acres in the Incline District received Community Entertainment District designation by the City of Cincinnati.

- **Unmet retail demand**

Over \$44 million of unmet retail demand within the study area; the largest gaps exist within automobile dealers; department, clothing, electronics and hobby stores; and full-service restaurants.

- **Institutionally rich community**

Large number of community institutions contribute to the area's livability: 19 churches, 13 schools, 10 parks.

- **Dense, young, and diverse population**

58 percent of the Market Area population is under the age of 35; there are more residents per square mile in the Market Area than the city and the county.

- **Affordable, quality housing**

Large supply of available and affordable housing in a variety of architectural styles.

- **Landmark architecture**

A variety of rich historic building assets that include works by renowned architect Samuel Hannaford.





WHY COME TO THE PRICE  
HILL INCLINE DISTRICT?

**PROXIMITY**

# COMMUNITY CONTEXT

Central to regional employment centers,  
located within the Cincinnati MSA.

The Price Hill Incline District is located in the East Price Hill Neighborhood, one of the three distinct neighborhoods comprising Price Hill (East, West, and Lower). The Incline District encompasses Price Avenue, West Eighth Street, Grand Avenue and other adjacent streets and blocks. Grand Avenue (north-south) and Price Avenue and West Eighth Avenue (east-west) comprise the core of the Incline District. East Price Hill is located only two miles west of downtown Cincinnati, and is positioned on a bluff overlooking the city. East Price Hill was originally settled in the early 1800s as a place for city residents to live outside and above the polluted urban basin core. All together, the three Price Hill neighborhoods have a population of over 30,000 residents today. The majority of land use in Price Hill is residential, with concentrated business district corridors running primarily east-west through its center along Warsaw and Glenway Avenues. Price Hill is also close to many of the region's primary commercial and employment areas. Aside from proximity to Cincinnati's central business district, Price Hill is within three miles of Uptown and the University of Cincinnati, as well as the Northern Kentucky cities of Newport and Covington. The metropolitan Cincinnati region stretches across Ohio, Kentucky and Indiana with a population of over 2.2 million people. The region is home to ten Fortune 500 companies, four Division I universities and multiple professional sports teams, world class art venues and diverse and livable communities.



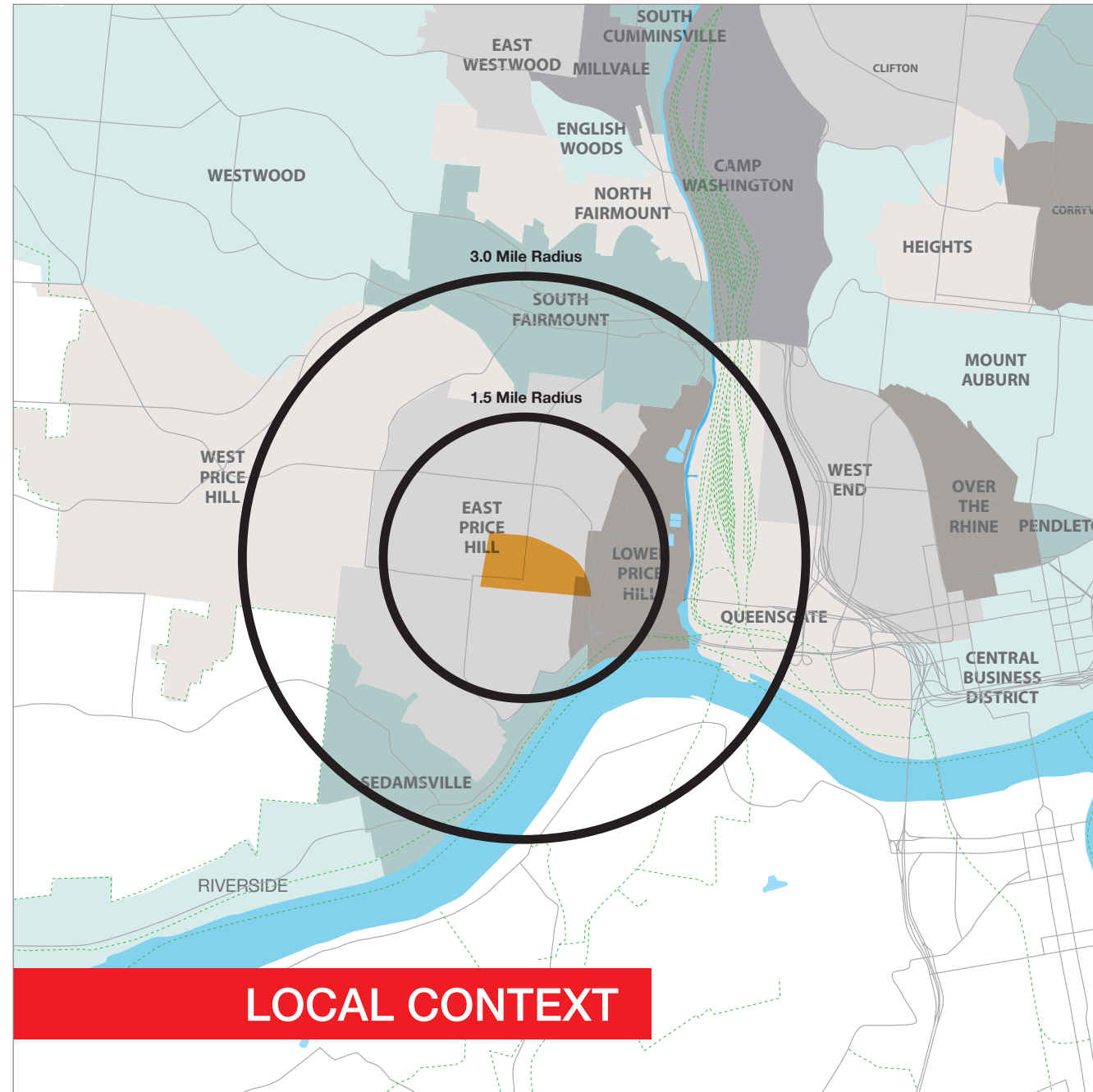
# NEIGHBORHOOD CONTEXT

Five neighborhoods with a variety of assets and attractions.

The Price Hill Incline District is a sub-neighborhood of the East Price Hill Neighborhood. Portions of 19 of the City of Cincinnati's 52 neighborhoods are located within the immediate and extended Market Area of the Price Hill Incline District. Within the immediate 1.5 mile radius Market Area, East Price Hill and Lower Price Hill are completely contained; along with fractions of West Price Hill, South Fairmount, Queensgate, and Sedamsville.

“THIS WILL BE A TURBO-CHARGE TO A NEIGHBORHOOD THAT ALREADY HAS A GREAT DEAL OF MOMENTUM.”

— MAYOR JOHN CRANLEY  
on the East Price Hill Neighborhood Enhancement Program, 2014

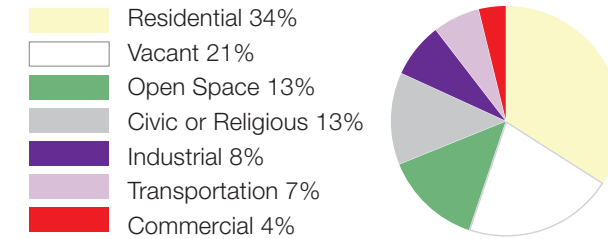
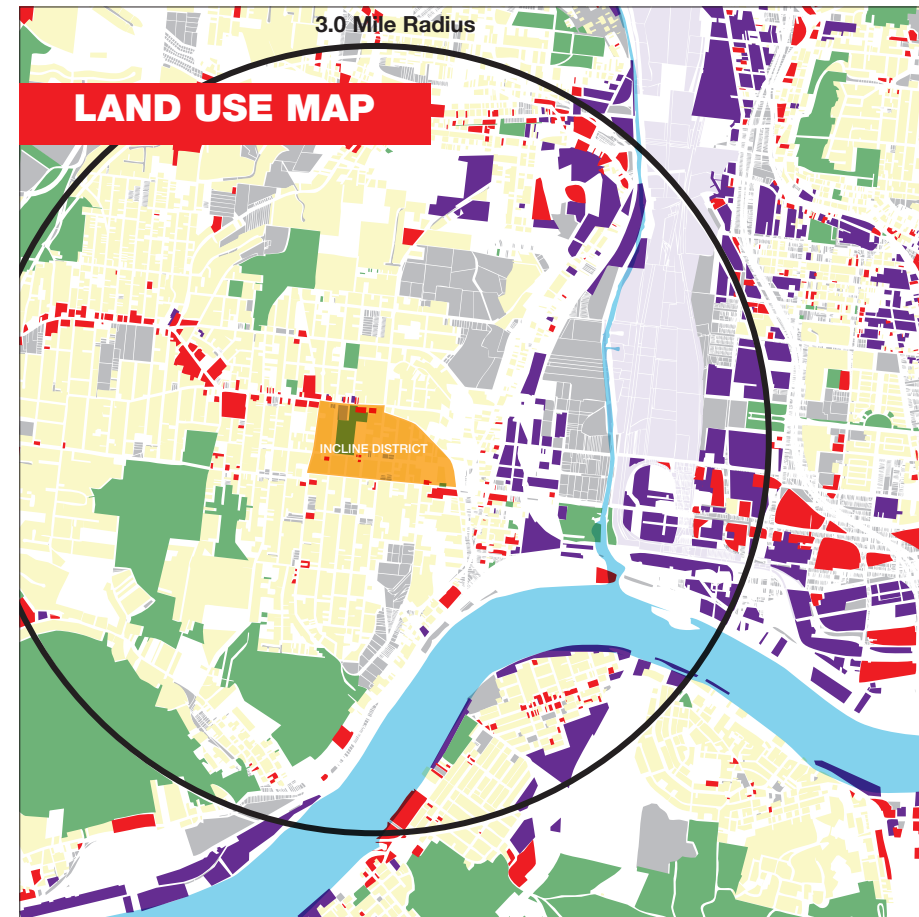


# LAND USE

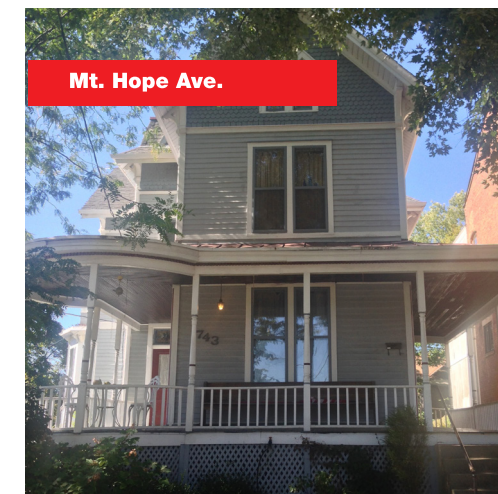
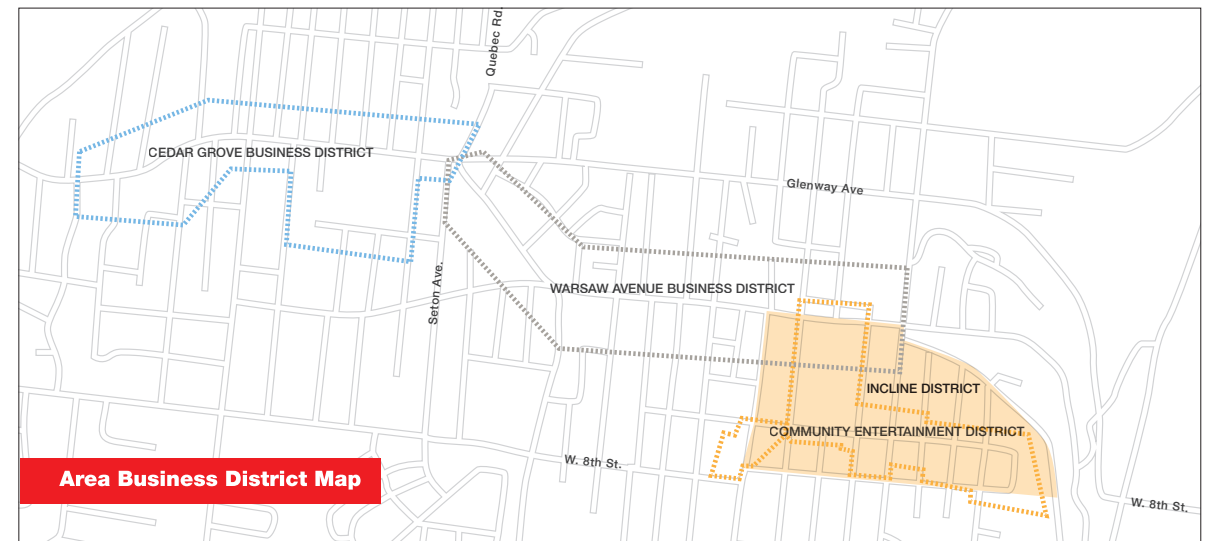
A residential community intersected by commercial corridors.

Multiple Cincinnati neighborhoods fall within the boundaries of the Price Hill Incline District Market Area: all of East Price Hill and Lower Price Hill; along with portions of West Price Hill, South Fairmount, Queensgate, and Sedamsville. The area within a 1.5 mile radius of the Incline District is more than one-third residential. It has an abundance of green spaces and a strong institutional presence (both civic and religious). Opportunity exists for infill development, particularly along the Price Avenue Corridor, central to the Incline District. This corridor is primarily commercial (office and retail), surrounded by residential. Potential areas for growth / redevelopment opportunity include commercial land use, as well as existing vacant land. It is currently only four percent of the Market Area's land use.

In addition to the Price Hill Incline District, other commercial corridors that intersect the residential neighborhoods include the Warsaw Neighborhood Business District (daily convenience, neighborhood-serving: Kroger, BMW, US Post Office, Library), and the Cedar Grove Business District portion of the Glenway Neighborhood Business District (defined by parochial education institutions Elder and Seton High Schools).



Ohio Kentucky Indiana Regional Council of Governments (OKI), Land Use Data



# TRANSPORTATION

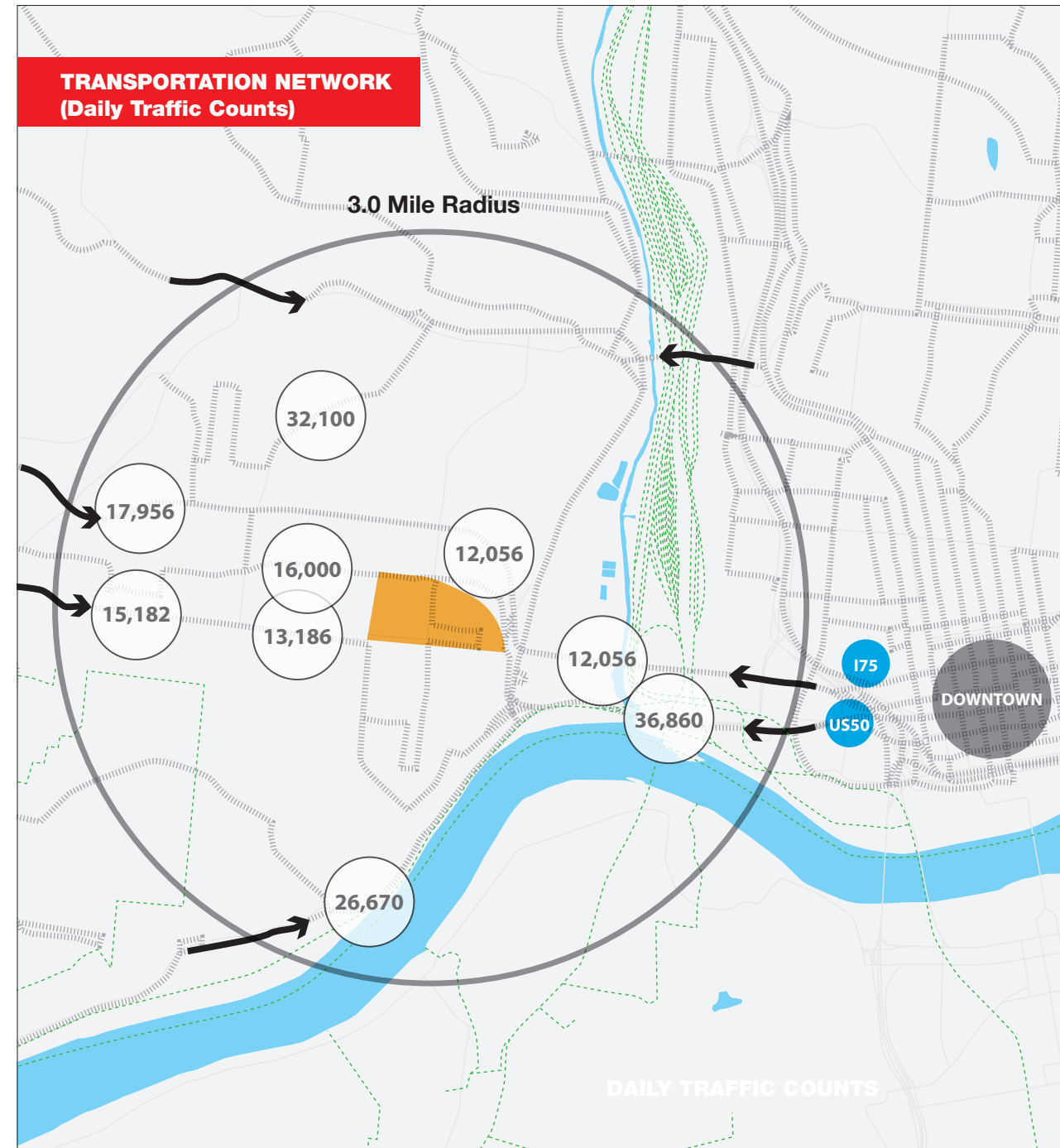
## Hilltop community near downtown with expansive city views

The Price Hill Incline District Market Area is emerging as a regional destination for restaurants and residential in a historic urban setting with city views. The Market Area is primarily accessible by Queen City Avenue, Glenway Avenue, Mt. Hope Avenue, Price Avenue, West Eighth Street and Warsaw Avenue. Glenway and Warsaw Avenues and Eighth Street serve as the major arterial roads running east and west. Price Avenue is a pedestrian friendly business district that continues to draw interest from the development community.

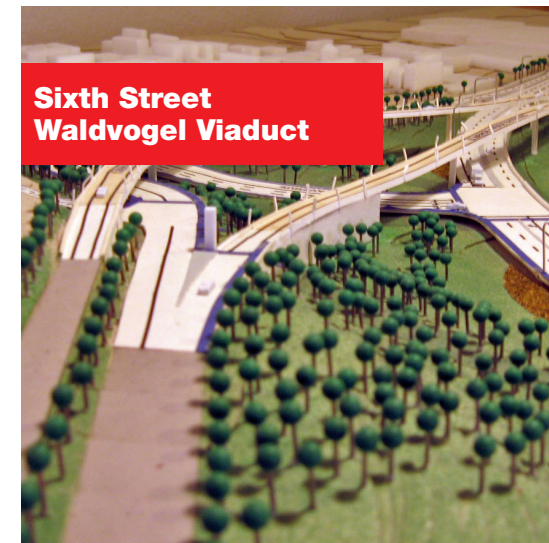
Thoroughfare roads and interstates have high daily traffic counts. Traffic is not directed through the mainly residential Market Area, however, and that is reflected with traffic counts lower than in the surrounding commercial corridors.

Investments in infrastructure are underway at the Eighth Street Viaduct (refurbished for \$25M), and the Sixth Street Waldvogel Viaduct (\$55M). Once completed, these will be major arteries serving as direct routes from downtown to Price Hill.

Residents within the Market Area are more heavily reliant upon the public transportation system than the region as nearly one-third do not have cars. The residents are served by public transit such as Metro and the Southwest Ohio Regional Transit Authority (SORTA)'s fixed-route bus service.



Source: ESRI Traffic Counts Report



### NEARLY ONE-THIRD OF RESIDENTS WITHOUT CARS

Cars	VEHICLES AVAILABLE PER HOUSEHOLD			
	1.5 Mile Radius	3.0 Mile Radius	Cincinnati	Hamilton
None	28.7%	27.3%	9.2%	12.4%
1	42.9%	40.9%	35.2%	37.0%
2	19.1%	21.3%	36.4%	33.7%
3+	9.3%	10.5%	19.2%	16.9%

Source: US Census Bureau, ACS 2008-2012





WHY COME TO THE PRICE  
HILL INCLINE DISTRICT?

# AMENITIES

# COMMUNITY FABRIC

An institutionally rich community with an engaged citizenry.

“PEOPLE ARE INSTITUTIONALLY INVESTED IN THE INCLINE DISTRICT AND PRICE HILL AS A WHOLE. THERE ARE MORE LONG-TERM RESIDENTS HERE THAN MOST OTHER NEIGHBORHOODS HAVE TOTAL RESIDENTS. WE MUST GET PEOPLE TO CONSIDER THIS NEIGHBORHOOD AS A PLACE TO LIVE AND DO BUSINESS.”

— Ken Smith, Executive Director of Price Hill Will

## Assets and Stakeholders

### ATTRACTION

- BLOC Coffee Company
- BMV
- Covedale Center for Performing Arts
- Covedale Library
- Dempsey Playground
- Dunham Recreation Complex
- Flats Gallery: Mt. St Joe Art Gallery
- George Mark Elliot Library
- Glenway Park
- Glenway Woods
- Imago Earth Center/Enright Eco Village
- Incline Public House
- Kroger
- Mayfield Park
- Mt. Echo/Pavilion at Mt. Echo
- Olden View Park
- Post Office
- Price Hill People's garden
- Price Hill Recreation Center/Dempsey Aquatic Center
- Primavista Restaurant/Queens Tower
- Price Hill Library
- Rapid Run Park
- St. Joseph's Cemetery
- Price Hill Historical Society and Museum
- Wilson Commons

### SERVICE ORGANIZATION

- Deaf & Hard of Hearing Institute
- East Price Hill Improvement Association
- Elberon Senior Apartments
- Pinecrest Senior Center
- Price Hill Civic Club
- Price Hill Financial Opportunity Center
- Price Hill Will
- Santa Maria Community Services/Literacy Center
- The Talbert House
- West TriHealth's Good Samaritan Free Health Center

### SCHOOL

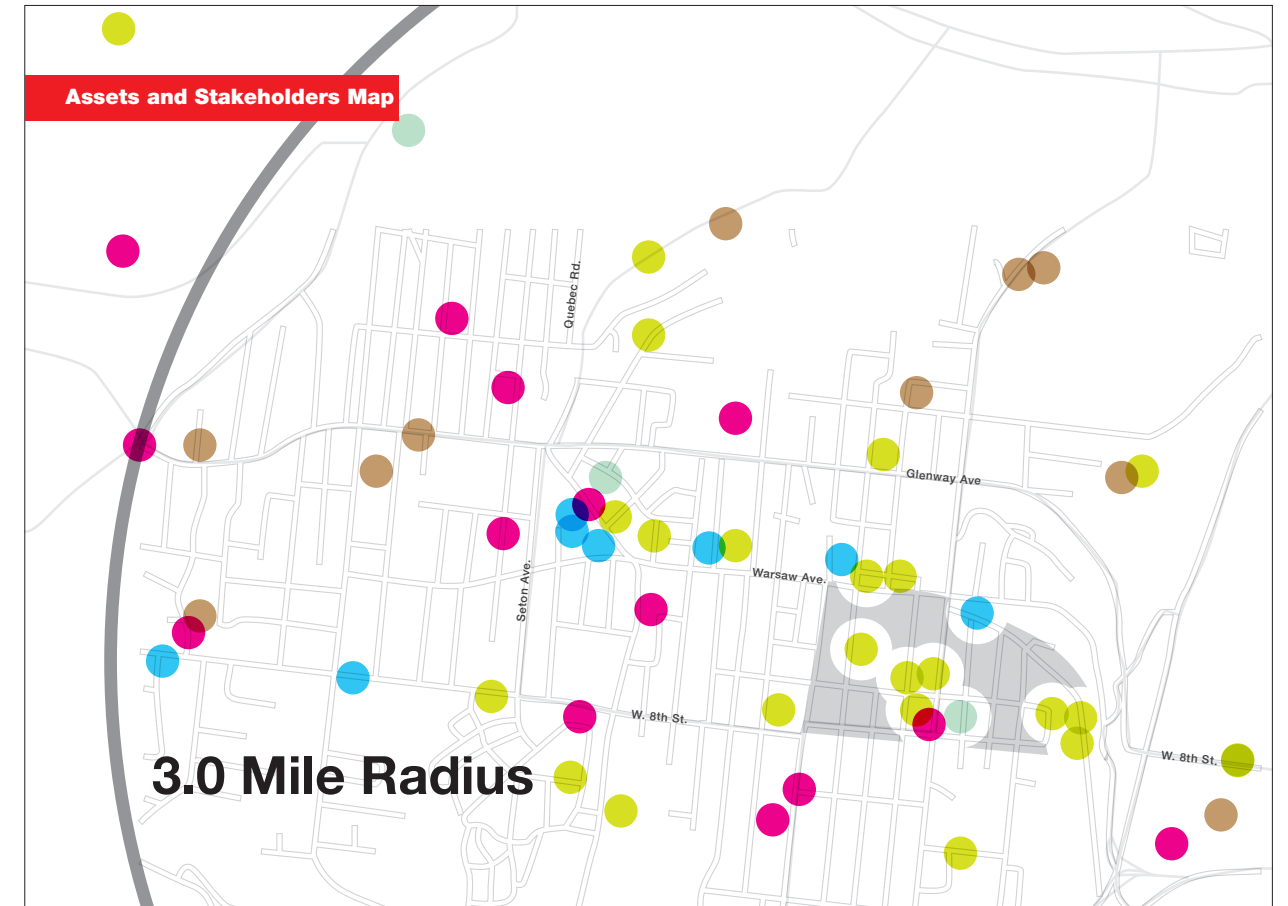
- Carson Montessori Elementary
- Cincinnati Christian University
- Dater Montessori
- Elder High School
- Holy Family Catholic School\*

- Oylar School
- Rees E. Price Academy
- Resurrection of Our Lord Elementary\*
- Roberts Paideia Academy
- Saint Lawrence Elementary School\*
- Saint William Elementary School
- Seton High School

### CHURCH

- Christ's Community
- Church of God Prophecy
- Cincinnati Zen Center
- Elberon United Methodist Church
- God's Church of Miracles
- Heritage Community Church
- Holy Family Church
- Jehovah's Witnesses
- Lifeline Community Church
- New Life Bible Methodist
- Plymouth Congregational Church
- Price Hill Church of Christ
- Resurrection Church
- Saint Michael Eritrean Orthodox Tewahdo
- Saint William Church
- Saint Lawrence Church
- State Avenue Methodist Church
- Westside Baptist Church

\* Catholic Inner City Schools Education Fund (CISE) Schools



- Attraction
- Org/Service
- Church
- School
- CISE



“THERE IS CULTURE AND ART EVERYWHERE IN PRICE HILL, FROM THE COVEDALE (CENTER FOR THE PERFORMING ARTS) TO THE MYCINNATI YOUTH SYMPHONY. THERE ARE SCHOOLS LIKE ROBERTS ACADEMY AND HOLY FAMILY THAT ARE INTRODUCING IMMIGRANT CHILDREN TO ENGLISH, AND THEIR PARENTS TO CINNATI WITH AN INTERNATIONAL WELCOME CENTER.”

**—PRICE HILL REINVENTING ITSELF AGAIN.**

— Letter to the Editor. Cincinnati Enquirer. 7 December, 2013.

# DEMOGRAPHICS

Market Area - high density, young and diverse population.

The Price Hill Incline District Market Area (3-mile radius) exhibits nearly twice the density (in population per square mile) than the City of Cincinnati as a whole, and is two-and-a-half times as dense as the county, with more than 5000 residents living per square mile. **More than 75 percent of residents are under the age of 50.** Within the larger Market Area, 40 percent have attained some college education. The immediate Market Area and the larger Market Area feature a young and diverse population of significant density.

“WHEN COMMUNITIES EXPERIENCE CHANGE, LONG-TIME RESIDENTS CAN THROW UP THEIR HANDS AND DISENGAGE BECAUSE THINGS AREN'T THE WAY THEY REMEMBER, OR THEY CAN SHAKE A NEW PERSON'S HAND, SERVE THEM SOME COFFEE AND GET TO WORK RE-CREATING THEIR COMMUNITY FOR THE NEXT GENERATION. PRICE HILL IS THAT SECOND KIND OF PLACE. —PRICE HILL REINVENTING ITSELF AGAIN”.

— Letter to the Editor. Cincinnati Enquirer. 7 December, 2013.

## OVER 5,400 PEOPLE PER SQUARE MILE; 50% UNDER THE AGE OF 30

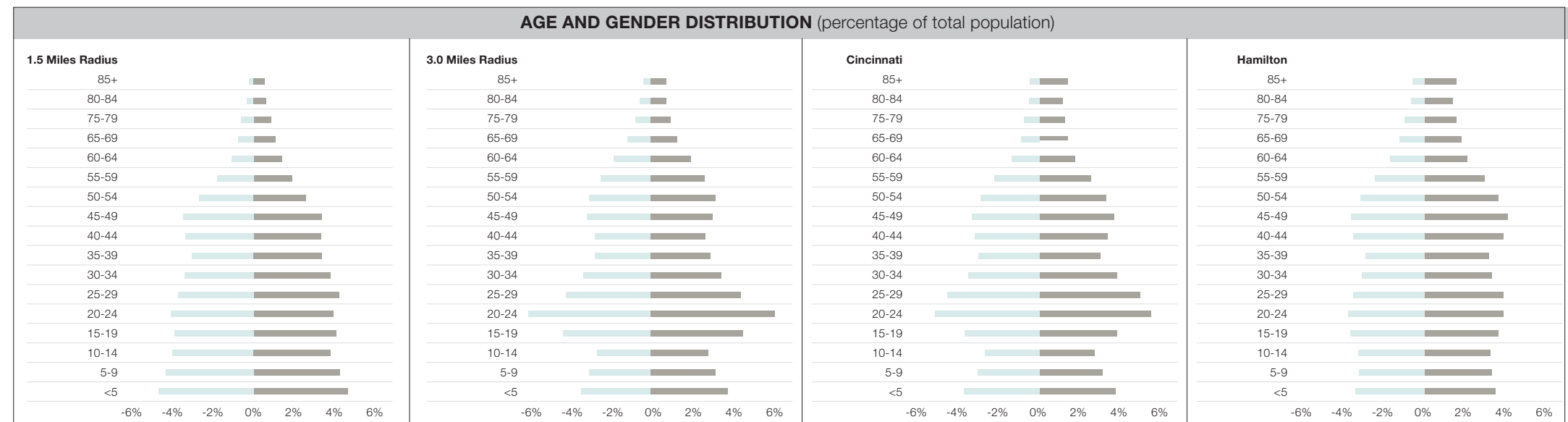
POPULATION				
	1.5 Mile Radius	3.0 Mile Radius	Cincinnati	Hamilton
Total Population	28,467	122,627	296,943	802,374
Total Households	9,216	38,817	130,017	326,023
% Female	51.1%	49.6%	52.0%	52.0%
% Male	48.9%	50.4%	48.0%	48.0%
% Young (under 35)	57.5%	57.8%	53.3%	47.6%
Land Area (sq. mi)	6.6	22.5	77.9	405.9
Population Density (per sq. mi)	4,331	5,448	3,810	1,977

Source: US Census Bureau, 2010 & ACS 2008-2012

## A HIGHLY INTEGRATED AND DIVERSE COMMUNITY

RACIAL DIVERSITY				
	1.5 Mile Radius	3.0 Mile Radius	Cincinnati	Hamilton
White	58.1%	57.3%	49.3%	68.8%
Black	33.8%	36.2%	44.8%	25.7%
Hispanic	5.6%	3.3%	2.8%	2.6%
Other	2.5%	3.2%	3.1%	2.9%

Source: US Census Bureau, 2010



Source: US Census Bureau, 2010

Male | Female

EDUCATIONAL ATTAINMENT (% of population over the age of 25)				
	1.5 Mile Radius	3.0 Mile Radius	Cincinnati	Hamilton
Graduate or Professional	3.3%	7.3%	12.7%	13.0%
Associate/Bachelor (Some College)	30.3%	40.0%	45.0%	47.9%
High School or Less	66.4%	52.7%	42.3%	39.1%

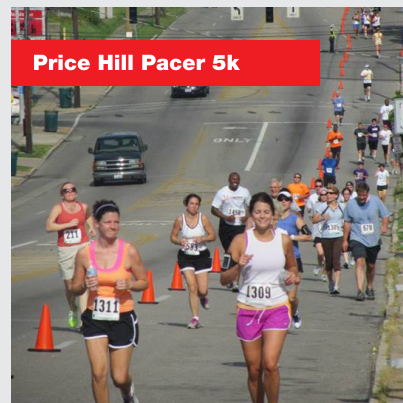
Source: US Census Bureau, ACS 2008-2012

# DEMOGRAPHICS

Market Area - high density, young and diverse population.



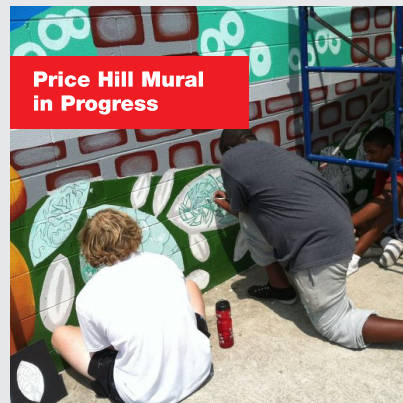
MY Cincinnati Kids



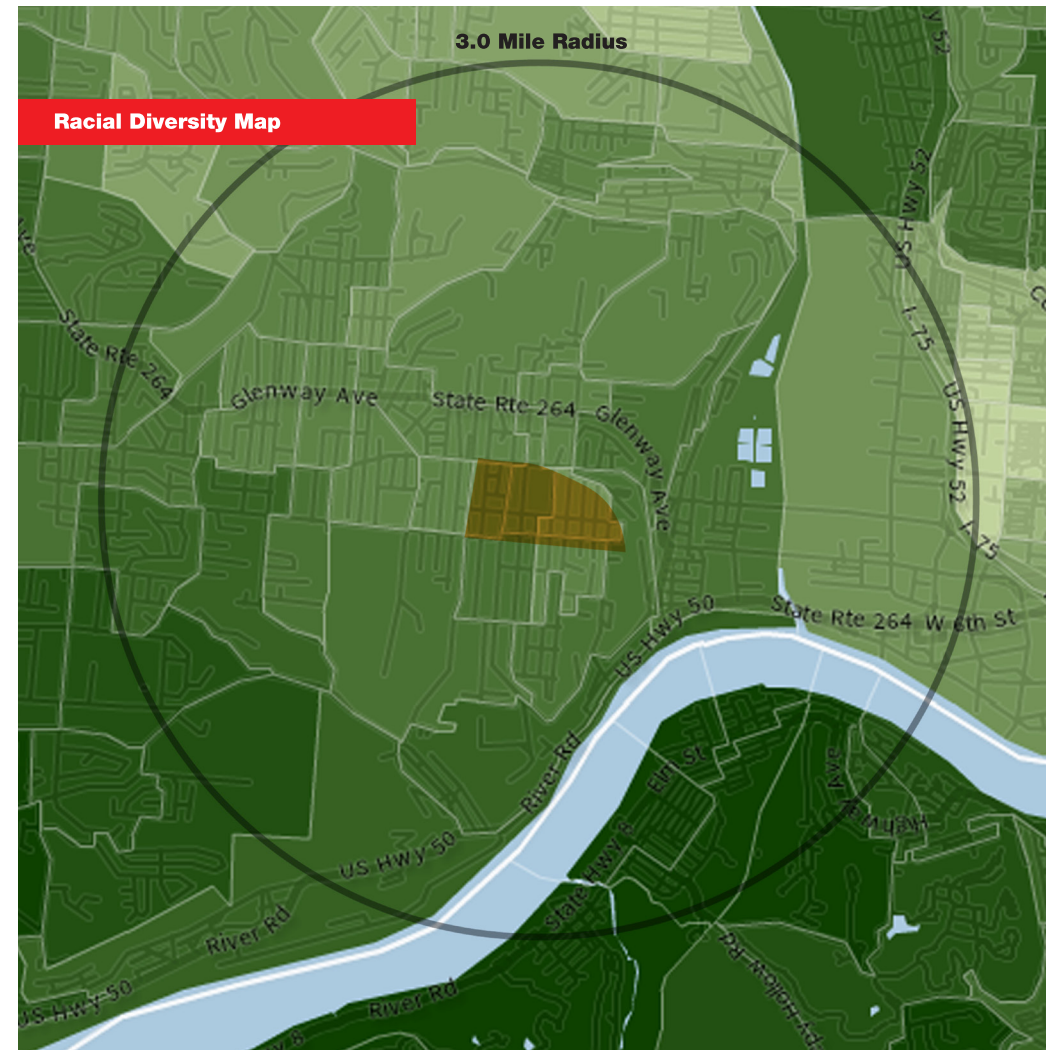
Price Hill Pacer 5k



Holy Family Students

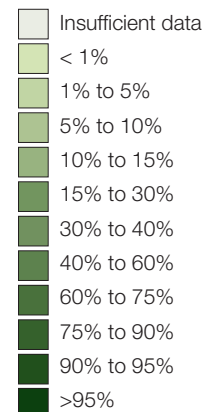


Price Hill Mural in Progress



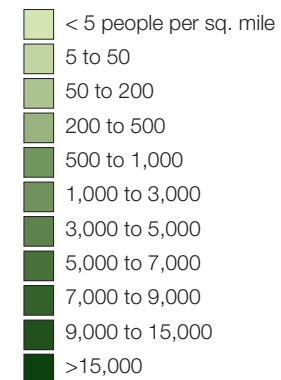
Racial Diversity Map

Census 2010 - % White Alone



Population Density Map

Census 2010 - Population Density (per sq. mile)



# COMMERCIAL PROFILE

## A Market Area with purchasing power and unmet retail demand.

While Market Area residents have a lower median household income, the Market Area has greater purchasing power per square mile than the county due to its density (\$55.8 million per square mile as opposed to \$30.9 million). This critical component positions the Market Area positively for redevelopment purposes. The immediate Market Area experiences the greatest leakage of retail opportunity in the following industry groups: automobile dealers, department stores, clothing stores, electronics and appliance stores, full-service restaurants, and sporting goods/hobby/instrument stores. These are services that residents must leave the area in order to get. In total, there is over \$44 million of unmet retail demand in the Market Area.

The top-employing industries in the immediate Market Area are manufacturing, educational services, administrative support, wholesale trade, retail trade, and health care. In total, all of the industries in the immediate Market Area employ 9,000 employees and pay \$134.3 million in wages annually. Comparing employment in the Price Hill Incline District Market Area to city and state averages further characterizes the industry potential of the area. Manufacturing, educational services, and wholesale trade make up a greater share of the employment total in the Market Area than in both the city and the state. Retail trade and health care, on the other hand, are underrepresented in the Market Area in comparison to the city and the state, and represent possible areas for growth.

### A CONCENTRATED AND AVAILABLE WORKFORCE

RESIDENT WORKFORCE (employable people over age of 16)				
	1.5 Mile Radius	3.0 Mile Radius	Cincinnati	Hamilton
Employed	9,808	38,054	134,439	382,923
Unemployed	2,131	5,953	18,345	38,609
Unemployment Rate	17.8%	13.5%	12.0%	9.2%
Not in Labor Force	8,119	25,161	84,592	212,462

Source: US Census Bureau, CS 2008-2012

### NEARLY \$1.3 BILLION OF PURCHASING POWER WITHIN A 3 MILE RADIUS

HOUSEHOLD PURCHASING POWER				
	1.5 Mile Radius	3.0 Mile Radius	Cincinnati	Hamilton
Disposable Income	\$25,057	\$25,431	\$26,637	\$37,598
Total Purching Power (millions)	\$269.3	\$1,255.0	\$3,552.7	\$12,541.1
Purching Power (millions) per sq. mi	\$40.8	\$55.8	\$45.6	\$30.9

Source: ESRI Business Analyst, 2013

### OVER \$44 MILLION OF UNMET RETAIL DEMAND

HOUSEHOLD EXPENDITURE LEAKAGES	
Industry Group	1.5 Mile Radius Retail Gap (Millions)
Automobile Dealers	\$16.0
Department Stores	\$ 7.7
Clothing Stores	\$ 5.4
Electronics & Appliance Stores	\$ 3.9
Full-Service Restaurants	\$ 3.1
Sporting Goods/Hobby/Instrument Stores	\$ 2.8
Total Retail Trade (all categories)	\$41.2
Total Food and Drink (all categories)	\$3.5

Source: ESRI Business Analyst, 2013

### NEARLY ONE-THIRD OF MARKET AREA HOUSEHOLDS MAKE OVER \$50,000/YEAR

HOUSEHOLD INCOME				
	1.5 Mile Radius	3.0 Mile Radius	Cincinnati	Hamilton
<\$25k	46.5%	44.2%	40.1%	27.4%
\$25k-\$35k	13.7%	12.2%	11.2%	10.1%
\$35k-50k	15.7%	13.7%	12.6%	13.2%
\$50k-\$75k	14.3%	14.0%	14.9%	17.0%
\$75-\$100k	6.7%	7.9%	8.2%	11.3%
\$100k-\$200k	2.9%	7.3%	10.2%	16.4%
>\$200k	0.2%	0.7%	2.8%	4.6%
Median Household Income	\$26,687	\$32,143	\$33,708	\$49,104
Total Income (millions)	\$324.0	\$1,617.4	\$6,482.9	\$21,019.4
Total Income/Sq. Mi. (millions)	\$49.3	\$71.9	\$83.2	\$51.8

Source: US Census Bureau, 2010 & ACS 2008-2012

### OVER 9,000 EMPLOYEES EARN \$134.3 MILLION ANNUALLY WITHIN A 1.5 MILE RADIUS

EMPLOYMENT AND WAGES BY INDUSTRY			
	Employees (1.5 Mile Radius)	Establishments (1.5 Mile Radius)	Annual Wages (Millions)
Manufacturing (NAICS 31-33)	2,661	30	\$61.8
Educational Services (NAICS 61)	1,026	13	\$8.9
Admin Support (NAICS 56)	545	21	\$3.5
Wholesale Trade (NAICS 42)	524	25	\$6.6
Retail Trade (NAICS 44-45)	506	44	\$3.2
Health Care (NAICS 62)	449	22	\$2.9
Total (All Industries)	9,473	290	\$134.3
Total (All Industries) per Square Mile	1,442	44	\$20.4

Source: ES202 Data for 2013q2

# COMMERCIAL PROFILE

“THE SUCCESS OF THE PUBLIC HOUSE RESTAURANT DEMONSTRATES THAT THERE IS A HUGE ADDITIONAL MARKET FOR RESTAURANTS AND BARS IN THE PRICE HILL INCLINE DISTRICT. OTHER RESTAURANTS THAT WERE COURTED AND PASSED ON THE LOCATION FELT THAT THERE WAS NO MARKET, THAT THE SITE WAS OFF THE BEATEN PATH, AND DOUBTED THAT THE WEST SIDE WOULD SUPPORT A HIGHER PRICE IN PRODUCT. THEY WERE WRONG.”

— John Cranley, Mayor of Cincinnati

## MORE CONCENTRATED MANUFACTURING EMPLOYMENT WITHIN 1.5 MILES THAN CITY AND STATE

CONCENTRATION OF BUSINESSES FOR TOP SECTORS		
	Location Quotient (Compared to City)	Location Quotient (Compared to State)
Manufacturing (NAICS 31-33)	4.0	2.2
Educational Services (NAICS 61)	1.4	5.7
Admin Support (NAICS 56)	1.1	1.0
Wholesale Trade (NAICS 42)	1.7	1.2
Retail Trade (NAICS 44-45)	0.9	0.5
Health Care (NAICS 62)	0.2	0.3

LQ=1: industry in market has the same share of employment as in city or state  
 LQ>1: industry has a greater share of Market Area employment than city or state  
 LQ<1: industry has a lesser share of Market Area employment than city or state

Source: ES202 Data for 2013q2



A location quotient (LQ) indicates how concentrated an industry is in the 1.5 mile radius Market Area compared to a larger area (Cincinnati and Ohio) by comparing relative employment levels.



WHY COME TO THE PRICE  
HILL INCLINE DISTRICT?  
**AFFORDABILITY**



# RESIDENTIAL CHARACTERISTICS

A large supply of affordable and accessible housing.

The Market Area has a higher density of housing units per square mile than the county and the city, along with the most affordable median home value. In the last five years, the majority of homes were sold and or valued at less than \$200,000. With more than half of the homes constructed prior to 1940, the Market Area exhibits a wide array of architecture styles; Queen Anne Victorians, Italianate Row houses, and Arts and Crafts bungalows.

“WHILE THE PRICE HILL NEIGHBORHOODS WERE HIT HARD BY THE FORECLOSURE CRISIS OF RECENT YEARS, THE HOUSING MARKET IN PRICE HILL IS FILLED WITH OPPORTUNITY. SINGLE AND TWO-FAMILY HOUSING IS VERY AFFORDABLE, OFFERING SEVERAL HISTORIC STYLES. PRICE HILL IS ONE OF THE BEST VALUES IN THE REGION FOR NEW HOMEBUYERS.”

—XAVIER UNIVERSITY COMMUNITY BUILDING INSTITUTE PRICE HILL HOUSING STRATEGY 2014.

## A DENSE AND ACCESSIBLE HOUSING STOCK

HOUSING UNITS				
	1.5 Mile Radius	3.0 Mile Radius	Cincinnati	Hamilton
Total Housing Units	14,103	62,242	161,095	377,364
Vacant Housing Units	23.6%	20.0%	17.2%	11.5%
Housing Units/Sq. Mi.	2,147	2,765	2,067	930

Source: US Census Bureau, 2010

OWNER/RENTER RATIO				
	1.5 Mile Radius	3.0 Mile Radius	Cincinnati	Hamilton
Renter Occupied	62.2%	64.1%	61.1%	40.5%
Owner Occupied	37.8%	35.9%	38.9%	59.5%

Source: US Census Bureau, 2010

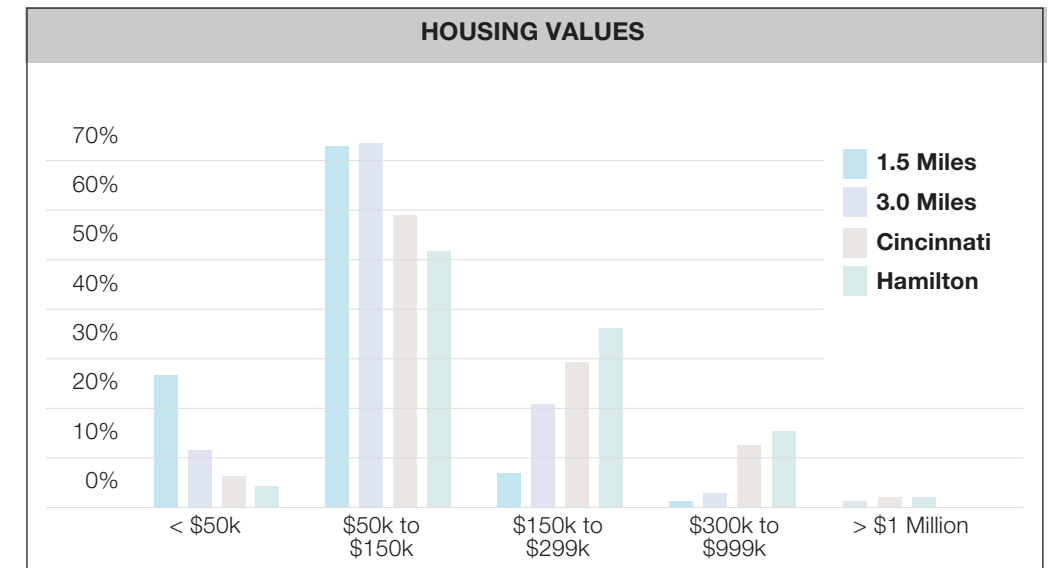
## AN AFFORDABLE EXISTING HOUSING STOCK

MEDIAN HOME VALUE				
	1.5 Mile Radius	3.0 Mile Radius	Cincinnati	Hamilton
	\$71,492	\$109,047	\$126,900	\$146,900

Source: US Census Bureau, ACS 2008-2012

AGE OF HOUSING STOCK				
	1.5 Mile Radius	3.0 Mile Radius	Cincinnati	Hamilton
Since 2000	1.0%	3.7%	4.0%	5.3%
1970-1999	11.0%	18.3%	16.0%	27.3%
1940-1969	32.0%	33.4%	36.0%	40.2%
Prior to 1940	56.0%	44.6%	44.0%	27.2%

Source: US Census Bureau, ACS 2009-2012



Source: US Census Bureau, ACS 2008-2012

SAMPLE SALES '08-'13 (1.5 Mile Radius)					
	Under \$50k	\$50k-\$100k	\$100k-\$150k	\$150k-\$200k	Over \$200
	65.1%	25.6%	5.7%	2.3%	1.4%

Source: Hamilton County Auditor, 2013



# DEVELOPMENT AND INVESTMENT TRENDS

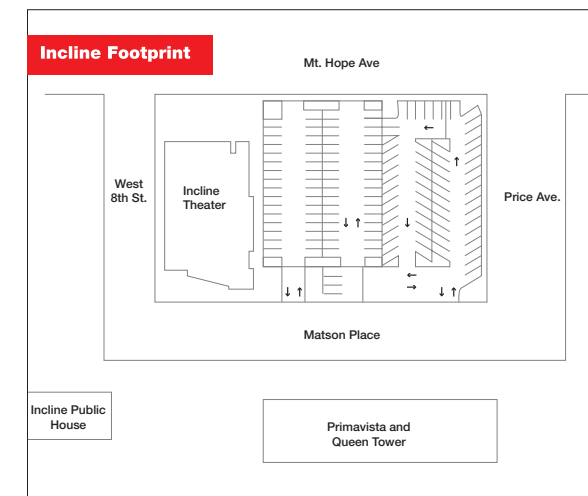
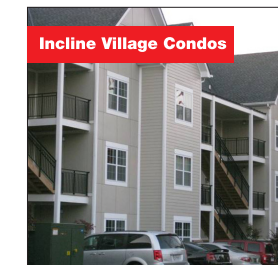
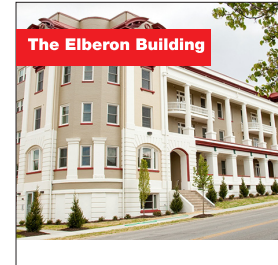
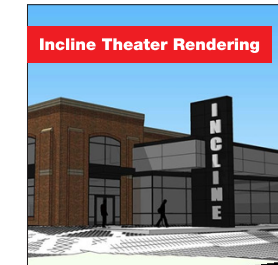
Place-making investments creating visible improvements.

The Price Hill Incline District Market Area has experienced a diverse mix of investment (civic, commercial, and residential) in recent years, totaling more than \$100 million. Investment project plans continue to gain momentum with funds already dedicated to further arts and entertainment, public space, and infrastructure projects.

“THE PRICE HILL INCLINE DISTRICT IS MERELY A SEVEN DOLLAR CAB RIDE TO DOWNTOWN. THERE IS MOMENTUM AND EXCITEMENT HERE! PEOPLE KNOW THERE IS SOMETHING BIG GOING ON DUE TO CHANGES IN THE PHYSICAL ENVIRONMENT; ESPECIALLY BETWEEN THE ANNOUNCEMENT OF THE INCLINE THEATER GROUNDBREAKING, AND RECENT DEVELOPMENT EFFORTS AND DEMOLITIONS BY THE CITY AND THE LANDBANK.” — Bill Burkwinkel, KB Partners, LLC

INVESTMENT PROJECTS (Completed & Ongoing)				
Project	Year	Cost	Type	Organization
Seton High School	2006	\$13.5 million	Civic	Seton High School
Kroger	2008	\$7.0 million	Commercial	Kroger
BLOC Coffee Company	2008	unknown	Commercial	KB Partners, LLC
St. Lawrence Corner Streetscape/Waterworks	2009	\$1.9 million	Civic	City of Cincinnati
Warsaw Avenue Streetscape Improvement	2010	\$1.8 million	Civic	City of Cincinnati
Eighth Street Viaduct	2011	\$25.0 million	Civic	City of Cincinnati
Incline Village Condos/Apartments	2011	\$2.6 million	Residential	City Lights Development, LLC
Flats Apartments	2011	unknown	Residential	KB Partners, LLC
The Elberon Building	2012	\$7.4 million	Residential	Price Hill Will & Model Group
Flats Gallery Renovation	2012	unknown	Commercial	KB Partners, LLC
Incline Public House	2012	unknown	Commercial	City Lights Development, LLC
Oyler, Price, Roberts, and Carson Elementary Schools	2006-2012	\$67.0 million	Civic	Cincinnati Public Schools
Rehab of Single-Family Homes	2005-2013	\$5.1 million	Residential	Price Hill Will
Moving Ohio Forward Demolitions	2012-2013	\$0.8 million	Civic	Hamilton County Landbank & City of Cincinnati
Talbert House Grand Development	2013	unknown	Residential	Talbert House
Price Hill Recreation Center/Dempsey Aquatic Center	2014	\$4.0 million	Civic	City of Cincinnati
Jack Adam Baseball Stadium	2014	\$5 million	Educational	Elder High School

INVESTMENT PROJECTS (Upcoming)				
Project	Year	Cost	Type	Organization
Incline Theater	2014	\$5.6 million	Commercial	Price Hill Will & Cincinnati Landmark Productions
St. Lawrence Corner Public Space	2014	unknown	Civic	Price Hill Will & East Price Hill Improvement Association
Sixth Street Waldvogel Viaduct	2014	\$55.0 million	Civic	City of Cincinnati
Historic Masonic Temple Lodge	2014	\$2.0 million	Civic	Price Hill Will
Price Avenue Streetscape Project	2015	\$3.0 million	Civic	City of Cincinnati



## INCLINE THEATER

A new 225-seat performing arts center/ theater is slated for opening in 2015 in the new entertainment district of East Price Hill, and it will serve as a community anchor. Situated across the street from the popular restaurants Primavista and The Public Incline House with a view of downtown from the glass lobby, the new facility will host a summer season of musicals and comedies, as well as a wide range of performances in fall, winter, and spring. At a cost of approximate \$5.6 million, the Incline Theater and its 220-unit parking garage will be built through a combination of public and private money. City Council voted to issue up to \$1.7 million in economic development revenue bonds for the project, the Cincinnati Development Fund is providing an additional \$2.1 million in New Market Tax Credits, and over \$1 million has been promised from private donors. Owned by Cincinnati Landmark Productions (CLP), this new theater will join CLP’s Covedale Center for the Performing Arts and the Cincinnati Young People’s Theatre in providing affordable, quality, live theater with local talent. In September of 2013, CLP said farewell to the Showboat Majestic and is focusing on this new venue. The theater is considered by many to be the district’s tipping point toward revitalization.

“VISION AND BIG IDEAS ARE NECESSARY IN THE INCLINE DISTRICT, AND SUCH INNOVATION HAS ALREADY RESULTED IN VISIBLE CHANGE! DEVELOPMENT HAS BEEN SPURRED BY TOOLS LIKE THE LANDBANK, LEADING TO INVESTMENTS WHICH CREATE AND STRENGTHEN THE TAX BASE FOR THE CITY.”

— Sister Sally Duffy, President and Executive Director of SC Ministry Foundation



WHY COME TO THE PRICE  
HILL INCLINE DISTRICT?

**LEADERSHIP**

# SAFETY ANALYSIS

An indication of a livable and safe community.

The potential of this Market Area depends on a number of factors, including perception of safety, the activity of local organizations, and upcoming improvements. In the last decade, crime rates have dropped steadily and consistently in both the Market Area and the City of Cincinnati. This is promising for the region as a whole, but it is particularly important because these data contradict the perception of increasing crime in the Market Area.

“SCHOOLS, COMMUNITY IMAGE, AND SAFETY PERCEPTION ARE CRITICAL FOR FAMILIES WHO RESIDE IN OR ARE CONSIDERING RESIDING IN THE AREA. SC MINISTRY FOUNDATION HAS PUT A LOT OF EFFORT INTO THE AREA’S FIVE CATHOLIC SCHOOLS, AND PEOPLE NEED TO BE MADE AWARE THAT CRIME HAS ACTUALLY DECREASED IN RECENT YEARS!”

—Sister Sally Duffy, President and Executive Director of SC Ministry Foundation

## A DECADE LONG TREND OF DECREASING CRIME RATES IN THE MARKET AREA AND THE CITY

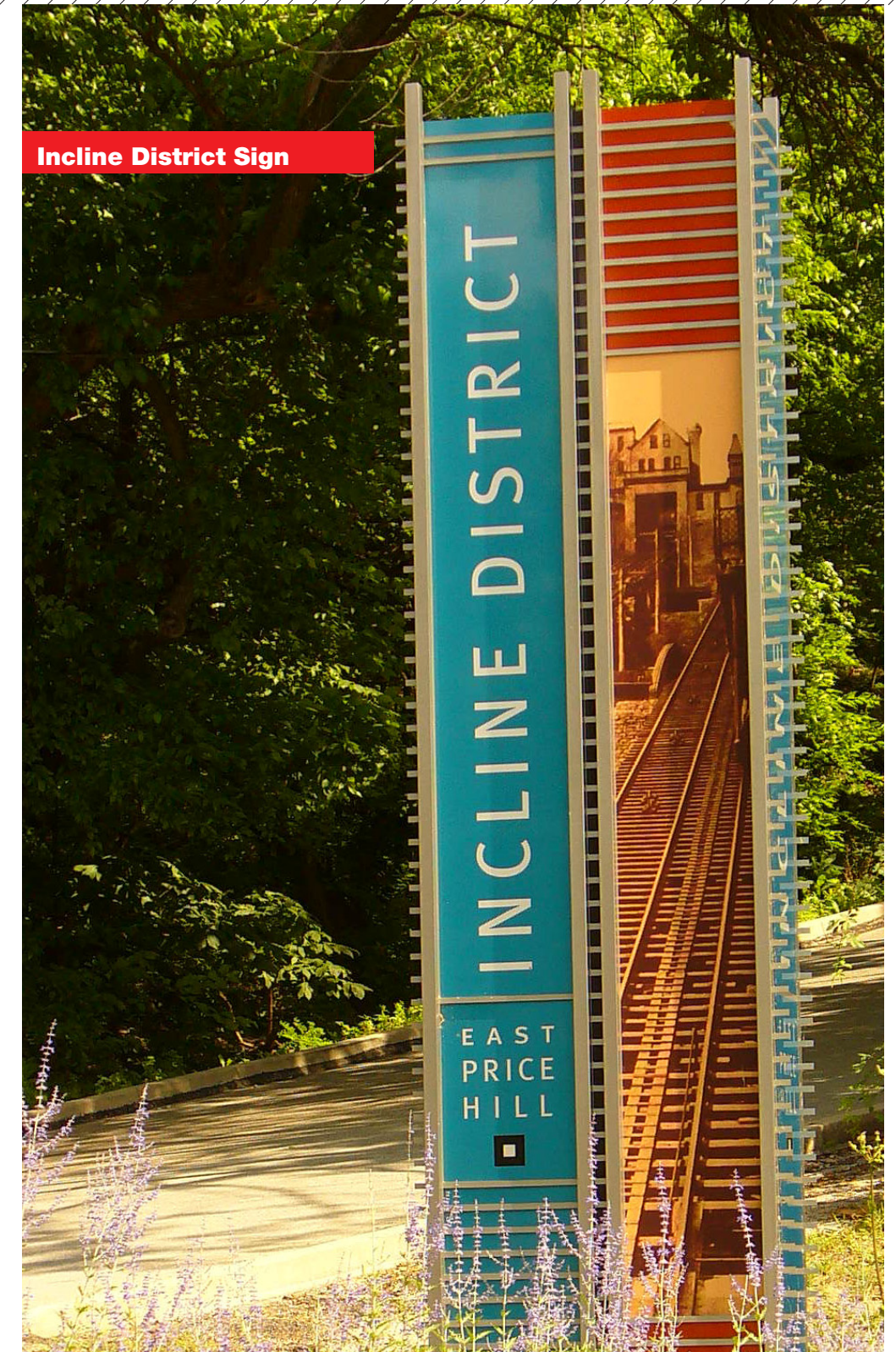
SAFETY ANALYSIS (Total Reports)			
Crime	Date	1.5 Mile Radius	City of Cincinnati
Violent Crimes	2003	392	3,759
	2013	346	2,682
	10 Year Change	-11.7%	-28.7%
Property Crimes	2003	2,629	23,432
	2013	2,362	18,595
	10 Year Change	-10.2%	-20.6%

Source: Cincinnati Police Department Crime Analysis Report, 2013

## A DECADE LONG TREND OF DECREASING CRIME RATES IN THE MARKET AREA AND THE CITY

SAFETY ANALYSIS (Per 1,000 Residents)			
Crime	Date	1.5 Mile Radius	City of Cincinnati
Violent Crimes	2003	14	11
	2013	13	2,6829
	10 Year Change	-4.6%	-20.4%
Property Crimes	2003	93	71
	2013	90	63
	10 Year Change	-2.9%	-11.5%

Source: Cincinnati Police Department Crime Analysis Report, 2013



Incline District Sign

# ACTIVE ORGANIZATIONS

The implementation of vision and big ideas.

## PRICE HILL WILL

Price Hill Will is a comprehensive community development corporation working to strengthen the three Price Hill neighborhoods (East, Lower, and West) through physical revitalization, economic development, and community engagement through the arts and environmental initiatives. In the last decade it has partnered with various developers and organizations. It has also invested an additional \$5 million in the rehab of single-family houses and the acquisition of land and buildings in the area's business districts, on its own. Buy-Improve-Sell is its housing redevelopment program and it restores vacant and blighted, single-family homes. <http://www.pricehillwill.org>

## LOCAL INITIATIVES SUPPORT CORPORATION (LISC) GREATER CINCINNATI & NORTHERN KENTUCKY

LISC's mission is to help communities transform distressed neighborhoods into healthy sustainable places of choice and opportunity, and it supports the community development corporations who are the convening agencies doing this work in their neighborhoods. Price Hill has been identified as a Place Matters Neighborhood. Place Matters is a place-based investment strategy supporting comprehensive initiatives that seek to achieve breakthrough change in strategically important neighborhoods in the Greater Cincinnati region. United Way took the lead on creating a funders pool for collective impact and asked LISC to manage this collaborative. In this way, social investors can be assured all their investments

in a given neighborhood are aligned with a comprehensive plan and drive toward the achievement of pre-agreed outcomes. There are currently eight funder-pooled resources to Place Matters neighborhoods, along with public sector investments. LISC is considered the backbone for comprehensive community development: they guide vision and strategy, build public will, help advance policy, and mobilize funding. The Community Building Institute is an intermediary partner of LISC and serves in the role of evaluator of the Place Matters initiative by collecting and tracking data and trainings around engagement; they facilitate the development and management of community investment plans in the Place Matters neighborhoods. [http://www.lisc.org/greater\\_cincinnati/](http://www.lisc.org/greater_cincinnati/) <http://www.xavier.edu/communitybuilding>

## SC MINISTRY FOUNDATION

The SC Ministry Foundation is a public grant-making organization that has awarded over \$130 million in grants since 1996. The Revitalization of Price Hill is one of the three main strategies highlighted in the Foundation's strategic plan for 2009-2013: "maintain a long-term, proactive presence in Price Hill through leadership, influence, grant-making, and active involvement by: leading with Catholic education; catalyzing early childhood and pre-K education; collaborating in comprehensive community development." The Foundation has historically had a strong community presence in Price Hill, and it continues to do so by collaborating with other funders in partnerships such as Place Matters. [www.scmistryfdn.org](http://www.scmistryfdn.org)

## KEEP CINCINNATI BEAUTIFUL

Actively addressing vacancy and blight, Keep Cincinnati Beautiful (KCB) is a Cincinnati non-profit organization that runs multiple programs to address vacant lots, buildings, and neglected spaces in an effort to battle the effects of blight and graffiti. Neglected lots (both overgrown without buildings and recently demolished properties) can be cleaned out, re-graded, greened and regularly maintained. Colorful murals are often painted on graffitied walls, and neglected buildings are boarded up and repainted, especially along Safe Routes to School. The impact is substantial while program costs are low. A handful of sites have been addressed to-date in Price Hill, with 40-60 sites planned across KCB's programs for 2014. <http://www.keepcincinnatibeautiful.org/>

## CATHOLIC INNER-CITY SCHOOLS EDUCATION FUND (CISE)

Since 1980, The Catholic Inner-City Schools Education Fund (CISE) has aimed to improve quality of life and combat poverty in the City of Cincinnati's neighborhoods. They make a quality education at neighborhood Catholic schools affordable for all children, regardless of their religious backgrounds, and treat Catholic schools as pillars in these communities. Of the eight elementary schools supported by CISE, three are located in the Market Area. There are currently 1,650 CISE students in these eight elementary schools. [www.catholiccincinnati.org](http://www.catholiccincinnati.org)

# PUBLIC INVESTMENT

An optimistic and committed public sector.

“IT IS SMART TO START DEVELOPMENT EFFORTS IN PRICE HILL IN THE INCLINE DISTRICT; TO START WITH THE STRENGTHS OF THE AREA (THE VIEW), AND TO FOCUS ON GOOD PRODUCTS THAT WILL BRING PEOPLE IN. CAPTURING THE MOMENTUM OF THE THEATER DEVELOPMENT, RESTAURANTS, AND BARS IN THE INCLINE DISTRICT WILL BENEFIT THE SURROUNDING PRICE HILL NEIGHBORHOODS.”

— John Cranley, Mayor of Cincinnati

City, state and federal investment are at work in East Price Hill and the Incline District in a variety of residential, commercial and infrastructure projects. Tax credit projects like the Incline Theater and Elberon senior apartments exemplify the nature of public-private partnerships used to initiate transformative redevelopment. State funding has enabled more than 50 demolitions of derelict properties.

## MOVING OHIO FORWARD DEMOLITION GRANT PROGRAM

Between the Fall of 2012 and Winter of 2013, the Hamilton County Landbank spent \$244,559 on 11 demolitions in East Price Hill, and it currently has two more in progress. In this same period, the City of Cincinnati spent \$537,043 on 43 demolitions in East Price Hill, with 23 more in the process of demolition. These demolitions were made possible by funds from the Moving Ohio Forward (MOF) Demolition Grant Program. In 2012, the Ohio Attorney General allocated a total of \$75 million to a grant fund open to all 88 counties in Ohio to demolish vacant, abandoned and blighted properties that detract from existing home values and can create a breeding ground for crime. This funding came from a settled lawsuit with five of the nation's largest mortgage servicers over foreclosure abuses, fraud, and unfair and deceptive mortgage practices. The City and the Landbank wish to continue investing in the area and are pursuing additional demolition funds under the Neighborhood Initiative Program (NIP), administered by the Ohio Housing Finance Agency. While the demolitions under the MOF grant come to an end this year, the NIP demolitions (estimated value \$5 million) would take place between 2014 and 2017.

## 2014 NEIGHBORHOOD ENHANCEMENT PROGRAM

Price Hill was selected as the 2014 recipient of Cincinnati's Neighborhood Enhancement Program (NEP). Piloted in 2005 in Over-the-Rhine (OTR), the NEP is a partnership program between the City of Cincinnati and a selected neighborhood with the aim to improve safety, eliminate blight, and improve livability through a coordinated, intensive 90-day improvement campaign. The three month blitz brings together community stakeholders and leaders, city departments and public agencies to facilitate long-term revitalization and investment. The city services team includes staff from Police, Fire, Board of Health, Trade and Development, City Planning and Buildings, Recreation Commission, Transportation & Engineering, Park Board and the Public Services departments. Ongoing community partners for the Neighborhood Enhancement Program include U.S. Bank, PNC Bank, Huntington Bank, Keep Cincinnati Beautiful, People Working Cooperatively, The Home Ownership Center of Greater Cincinnati, Community Action Agency, Citizens on Patrol, the Cincinnati Area Board of Realtors and the Cincinnati Energy Alliance. These agents, combined with the local buy-in from council reps, business associations, residents, community development corporations, schools, churches, organizations, services, and residents, ensure a comprehensive effective campaign.

## COMMUNITY ENTERTAINMENT DISTRICT DESIGNATION

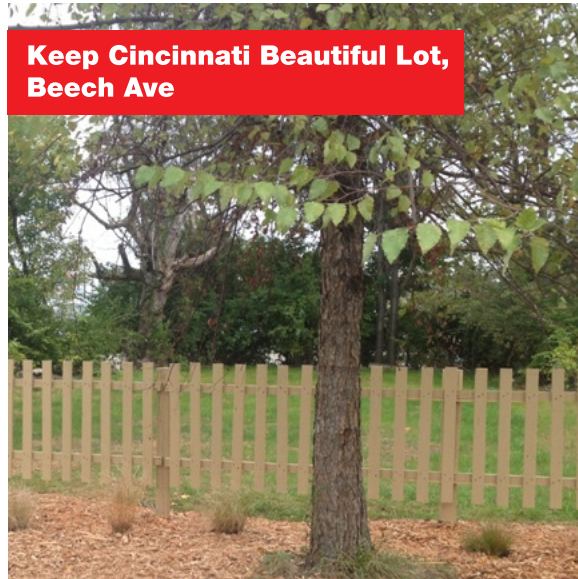
Price Hill has recently established a Community Entertainment District (CED) encompassing several blocks on Warsaw & Price Avenues. Price Hill's CED is defined by a number of social gathering destinations like the Incline Public House, Primavista, BLOC Coffee, Warsaw Project Gallery, Flats Gallery and the future Incline Theater. The CED encourages entertainment businesses by providing easier access to liquor licenses, reducing start-up costs for private investors. Without the CED designation, there are two ways to buy a liquor license: the traditional way through an application, a \$2,000+ fee, and potential years on a wait list. Alternately, a business can buy a license on the open market for around \$30,000. With the CED designation, neighborhoods are allotted one liquor license per five acres, up to 15 licenses at a cost of just over \$2,000. The CED licenses cannot be transferred outside of the neighborhood, are eligible to property owners only, and require letters of support from community entities like businesses, schools and churches before being approved by the mayor's office. Made up of a total of 48 acres and more than 70,000 square feet of available commercial space, this new designation can have significant impact on development.

## PRICE AVENUE STREETScape

A new Price Avenue Streetscape is planned for East Price Hill. The City of Cincinnati has authorized a \$3 million streetscape project to assist in revamping Price Hill's business district. Plans include resurfacing streets, creating public spaces, and installing benches, with the goal of providing a solid foundation for private investment. Designs are in the works, with a target start date of spring 2015.

# ACTIVE ORGANIZATIONS AND PUBLIC INVESTMENT

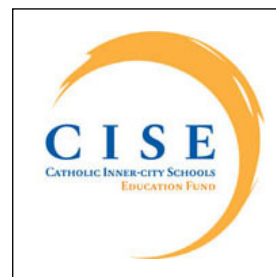
Keep Cincinnati Beautiful Lot, Beech Ave



Incline District Neighborhood Business District Concept



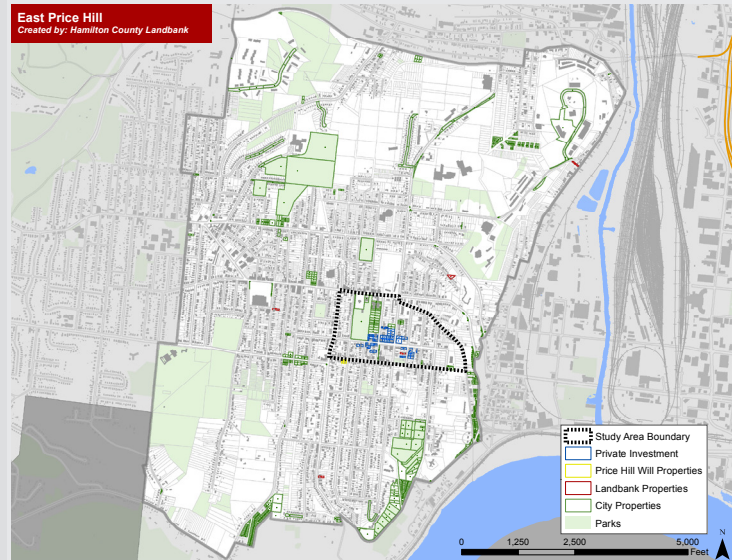
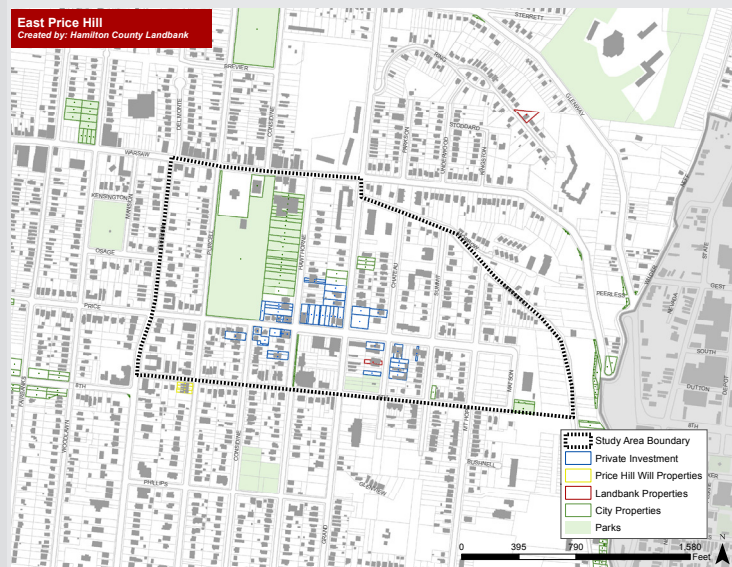
LISC and Price Hill Will Staff at Incline Public House





# URBAN LAND INSTITUTE TECHNICAL ASSISTANCE PANEL

Local experts believe in the Market Area's redevelopment potential.



Urban Land Institute Cincinnati (ULI), in coordination with the Economics Center, convened a Technical Assistance Panel (TAP) to address the challenges and opportunities associated with the Price Hill Incline District Market Area. ULI forms an objective team of seasoned professionals for the TAP, to receive honest and innovative input that can build upon the community's existing accomplishments. An eight-member panel assembled in February 2014 to discuss the area's development potential, identify additional challenges, offer ideas, and provide their own perspectives and concepts. Each panelist was provided with an area overview beforehand.

From the discussion emerged identified strengths, weaknesses and recommendations moving forward.

**Strengths of the District:**

- future Incline Theater,
- competitive housing prices,
- strong neighborhood anchors of schools, churches
- city views, and
- a number of cleared/assembled sites ready for redevelopment.

**Challenges/weaknesses of the area:**

- under-recognized location,
  - poor accessibility (or the perception of)
  - an economic reality hurdle,
  - as well as a low walkability, and a lack of transit service.
- "People want assurance of good investment and an overall development vision is necessary to buy into."*

Recommendations from the panel's discussion included:

**Build new housing, walkable neighborhood services to create sense of place.**

New housing is a visible sign of momentum that raises energy and drives investment in the building stock. As the neighborhood transforms, there could be localized services and retailers like niche boutiques, restaurants and bars, a yoga studio, bike store, or creative offices. The perceived value of retail in a neighborhood like this is to create a sense of place, which drives the value into residential and helps to create a desirable neighborhood. To do this, the obstacles to redevelopment must first be removed: zoning, incentives, utilities, etc. need updating and promoting.

**Focus on cleared, owned sites first, identify financing options for potential developers.**

Redevelopment focus should begin where there is cleared and owned land (directly and through friendly hands) and around the resource of the nearby parks. The entire Market Area does not have full city views, but park views should be just as celebrated and utilized in the community and city. Identified financial funding possibilities include: new market tax credits (requires a central and organized development force; now

possible for \$5 million projects not just \$10 million projects), historic tax credits, low income renter subsidies, and the creation of an equity fund.

**Target young professionals for residential rental or ownership.**

Millennials were identified as the target residents of the redevelopment efforts in the Price Hill Incline District. Many millennials have been priced out of other city markets, and the area could be marketed to them as affordable and accessible housing. The young population of the area is an asset, not a liability: apartment renters could become homeowners. Grow homeownership by attracting renters, and later attracting them into the surrounding housing stock. If this is the target market, improvements to public transit would be a beneficial investment.

**Thematic development around Incline Theater, consider a development corporation to support, accelerate growth.**

The redevelopment of the Price Hill Incline District and theater is positive momentum, and was compared to the successful transformation of another Cincinnati hilltop area, Mt. Adams. In 1960 the Playhouse theater anchored and transformed the enclave neighborhood, which also had a built-out street grid. Another local redevelopment lesson is Over-the-Rhine's transformation by Cincinnati Center City Development Corporation (3CDC). Developers can't be left out there on their own, but rather a development company or organization is necessary to attract developers to a major project by creating packages and financing.

The background features a complex pattern of thin, dark red lines and shapes on a solid red field. The lines are irregular and overlapping, creating a sense of depth and movement. Some lines form rectangular or grid-like structures, while others are more fluid and organic. The overall effect is a layered, abstract composition.

**CLOSING**

# CLOSING

**Contact Information:**

**Port of Greater Cincinnati**

**Development Authority**

**(513) 621-3000**

**[www.cincinnatiport.org](http://www.cincinnatiport.org)**

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**Vice President, Real Estate Development**

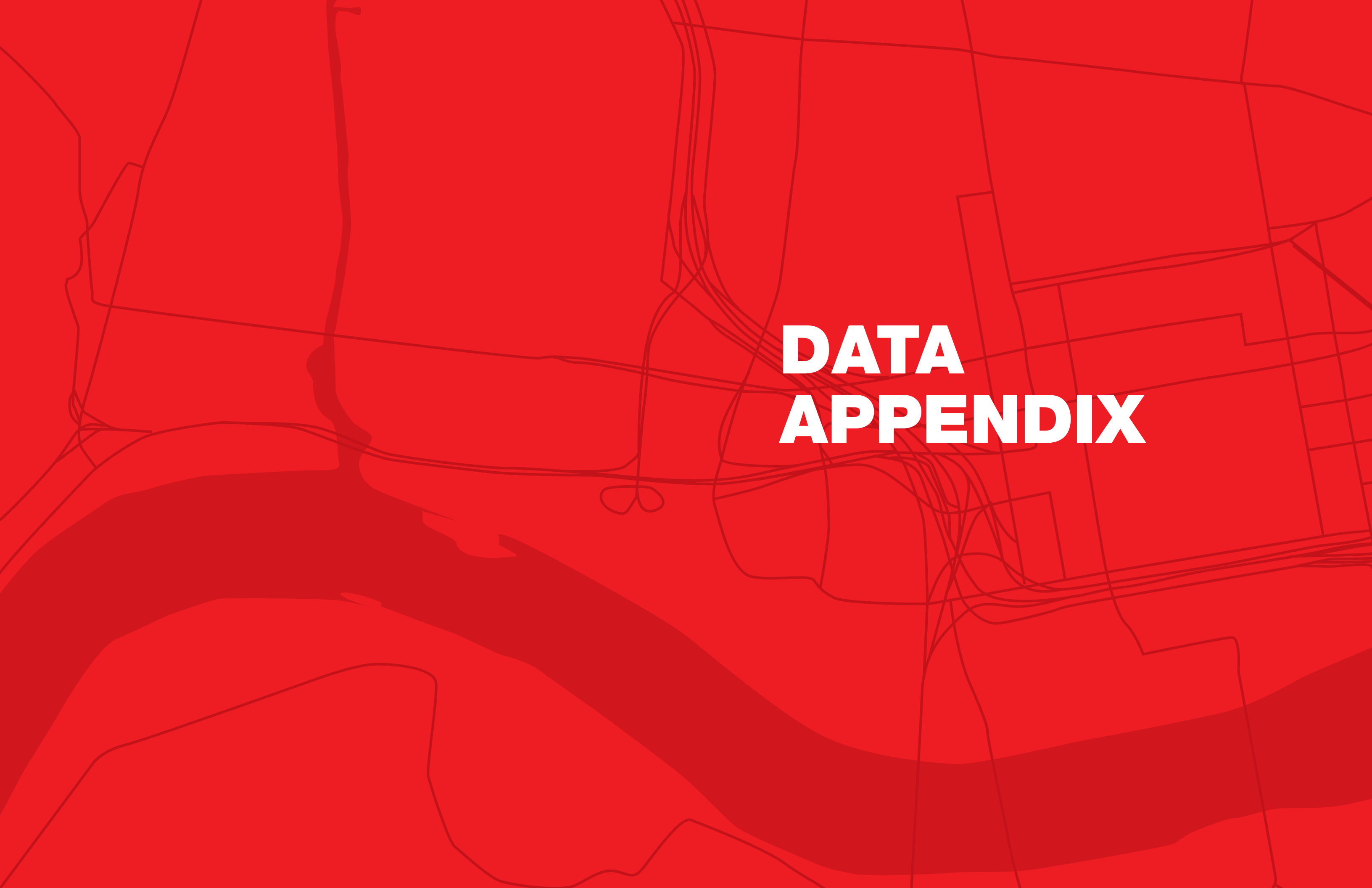
**[dhall@cincinnatiport.org](mailto:dhall@cincinnatiport.org)**

The Price Hill Incline District Market Area analysis helps reveal the potential of this historically intense urban neighborhood undergoing transformation through focused city and community leadership. The data itself provides ample reasons that this neighborhood is attractive – well-priced homes in a variety of architectural styles; urban community with panoramic city views and abundance of city parks; strong community institutions; and located a mere 2-mile commute to downtown central business district. The study reveals powerful indication of demand for additional neighborhood retail, residential and cultural attractions. The Incline District's density contributes to purchasing power that greatly exceeds that of Hamilton County as a whole. The data also reveals more than \$44 million in unmet demand for retail.

In addition to the numbers, another indicator of a dynamic neighborhood is a massive community engagement effort in Price Hill that is determined to continue the momentum for new development while retaining traditions from long-time member institutions.

The Port of Greater Cincinnati Development Authority commissioned this study to bring into focus the attributes of the Price Hill Incline District Market Area that make it an attractive market in which to invest and conduct business.





# **DATA APPENDIX**

# DATA APPENDIX

## Geographic Areas of Study


Data for the two Market Area radii in this study were analyzed at the U.S. Census tract and block group levels. Within the 1.5 mile radius there are 9 census tracts, and within the 3 mile radius there are 37 census tracts (approximately 6.6 and 22.5 square miles, respectively). The City of Cincinnati and Hamilton County analysis comparisons adhere to their political boundaries.

## Data Sources

Unless otherwise noted, the data provided in this report originate from a combination of the U.S. Census.gov's 2008-2012 American Community Survey 5-Year Estimates and the 2010 Census.

Household spending data in specific industries, including leakages, are provided by ESRI Business Analyst. For more information on the Retail Market Place data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Business employment represents the firms located in the study area and the number of workers they hire, whether the workers live in the study area or not. These data are reported by employers in the Quarterly Survey of Employment and Wages (QCEW). Data at the firm level are made available to the Economics Center via the ES202 Network.

Retail MarketPlace Profile						
		<b>Price Hill Study Area Center</b> 941 Grand Ave, Cincinnati, Ohio, 45205 Ring: 1.5 mile radius			Latitude: 39.10836 Longitude: -84.56092	
<b>Summary Demographics</b>						
2013 Population						28,772
2013 Households						10,907
2013 Median Disposable Income						\$23,891
2013 Per Capita Income						\$14,686
<b>Industry Summary</b>						
	<b>NAICS</b>	<b>Demand</b> (Retail Potential)	<b>Supply</b> (Retail Sales)	<b>Retail Gap</b>	<b>Leakage/Surplus</b> <b>Factor</b>	<b>Number of</b> <b>Businesses</b>
Total Retail Trade and Food & Drink	44-45,722	\$168,555,685	\$123,910,486	\$44,645,198	15.3	132
Total Retail Trade	44-45	\$151,740,953	\$110,567,940	\$41,173,014	15.7	112
Total Food & Drink	722	\$16,814,731	\$13,342,547	\$3,472,185	11.5	20
<b>Industry Group</b>						
	<b>NAICS</b>	<b>Demand</b> (Retail Potential)	<b>Supply</b> (Retail Sales)	<b>Retail Gap</b>	<b>Leakage/Surplus</b> <b>Factor</b>	<b>Number of</b> <b>Businesses</b>
Motor Vehicle & Parts Dealers	441	\$28,207,281	\$10,432,195	\$17,775,086	46.0	7
Automobile Dealers	4411	\$24,235,422	\$8,262,297	\$15,973,125	49.2	3
Other Motor Vehicle Dealers	4412	\$1,584,409	\$482,323	\$1,102,087	53.3	1
Auto Parts, Accessories & Tire Stores	4413	\$2,387,449	\$1,687,575	\$699,874	17.2	3
Furniture & Home Furnishings Stores	442	\$2,925,386	\$1,365,027	\$1,560,359	36.4	7
Furniture Stores	4421	\$1,841,781	\$1,224,893	\$616,888	20.1	5
Home Furnishings Stores	4422	\$1,083,604	\$140,134	\$943,471	77.1	2
Electronics & Appliance Stores	4431	\$4,626,485	\$773,906	\$3,852,579	71.3	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,178,294	\$2,362,943	\$1,815,351	27.8	7
Bldg Material & Supplies Dealers	4441	\$3,446,571	\$2,249,979	\$1,196,592	21.0	6
Lawn & Garden Equip & Supply Stores	4442	\$731,723	\$112,964	\$618,759	73.3	1
Food & Beverage Stores	445	\$25,215,769	\$53,088,406	-\$27,872,637	-35.6	32
Grocery Stores	4451	\$23,146,996	\$51,684,240	-\$28,537,244	-38.1	28
Specialty Food Stores	4452	\$807,639	\$150,020	\$657,619	68.7	2
Beer, Wine & Liquor Stores	4453	\$1,261,134	\$1,254,146	\$6,988	0.3	2
Health & Personal Care Stores	446,4461	\$13,712,141	\$13,870,315	-\$158,174	-0.6	6
Gasoline Stations	447,4471	\$17,755,169	\$20,352,255	-\$2,597,087	-6.8	4
Clothing & Clothing Accessories Stores	448	\$8,339,578	\$855,133	\$7,484,445	81.4	5
Clothing Stores	4481	\$6,052,793	\$631,439	\$5,421,353	81.1	3
Shoe Stores	4482	\$1,121,191	\$151,261	\$969,930	76.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,165,594	\$72,433	\$1,093,161	88.3	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,843,149	\$275,405	\$3,567,744	86.6	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,907,769	\$88,711	\$2,819,058	94.1	1
Book, Periodical & Music Stores	4512	\$935,380	\$186,693	\$748,686	66.7	3
General Merchandise Stores	452	\$30,420,961	\$4,152,927	\$26,268,034	76.0	9
Department Stores Excluding Leased Depts.	4521	\$11,357,563	\$3,697,046	\$7,660,517	50.9	4
Other General Merchandise Stores	4529	\$19,063,397	\$455,881	\$18,607,517	95.3	5
Miscellaneous Store Retailers	453	\$3,956,115	\$2,700,534	\$1,255,581	18.9	22
Florists	4531	\$177,893	\$259,059	-\$81,166	-18.6	2
Office Supplies, Stationery & Gift Stores	4532	\$941,860	\$87,159	\$854,701	83.1	3
Used Merchandise Stores	4533	\$632,577	\$541,320	\$91,257	7.8	3
Other Miscellaneous Store Retailers	4539	\$2,203,785	\$1,812,996	\$390,790	9.7	14
Nonstore Retailers	454	\$8,560,627	\$338,895	\$8,221,732	92.4	4
Electronic Shopping & Mail-Order Houses	4541	\$6,734,558	\$0	\$6,734,558	100.0	0
Vending Machine Operators	4542	\$679,507	\$173,762	\$505,745	59.3	1
Direct Selling Establishments	4543	\$1,146,562	\$165,133	\$981,429	74.8	3
Food Services & Drinking Places	722	\$16,814,731	\$13,342,547	\$3,472,185	11.5	20
Full-Service Restaurants	7221	\$7,060,325	\$3,915,038	\$3,145,286	28.7	5
Limited-Service Eating Places	7222	\$8,261,246	\$7,854,199	\$407,047	2.5	7
Special Food Services	7223	\$871,145	\$885,578	-\$14,434	-0.8	1
Drinking Places - Alcoholic Beverages	7224	\$622,016	\$687,731	-\$65,715	-5.0	7

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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