

Existing Conditions

Village of Greenhills

Background Study

In November 2008, the Hamilton County Regional Planning Commission (HCRPC) entered into a contract with the Village of Greenhills to provide technical support to its Steering Committee in the preparation of a comprehensive plan for the community. This plan will include the development of a common vision for the future, and setting goals and strategies for implementation.

Where is Greenhills?

The Village of Greenhills is a municipality in Hamilton County Ohio. The population is 3,675 (2007 Census Estimate) and it is 1.23 square miles. The Village, whose main connector road is Winton Road, is located south of I-275 and west of I-75, abutting Forest Park to the north, and surrounded by Winton Woods, a Hamilton County Park, to the east, south, and west.

Brief History

The Village of Greenhills was built by the Federal government in the mid 1930s "to provide constructive work for persons on unemployment relief, and to supply adequate housing for families of low income, at rents they could afford."¹ The new settlement was located on the outskirts of Cincinnati and in close proximity to a developing industrial corridor to facilitate access to employment centers. Greenhills was incorporated as a municipality in 1938.

Greenhills was modeled after Ebenezer Howard's Garden City Model.² In the United States, the model was called "Greenbelt Towns." Only three greenbelt towns were built in the United States: Greenhills in Ohio, Greendale in Wisconsin, and Greenbelt in Maryland. The purpose of the planned suburban community was to provide housing in a garden-like setting for working families. The new development was to be an improvement to the physical environment and social conditions that plagued older, densely populated industrial areas.



Image 1
Housing from late 1930s

Photo Source: www.cyburbia.org/forums/showthread.php?t=30548

Most of these houses were built between 1935 and 1939 or, in the case of Gambier Circle and Damon Road, in 1948. Functionally styled buildings were constructed using stucco, asbestos siding, and brick for exterior sheathing, but in many cases the original materials have been covered with aluminum or vinyl siding.

Source: Miami Purchase Association:
Historic Survey – Greenhills:
Description. Pages 1-2

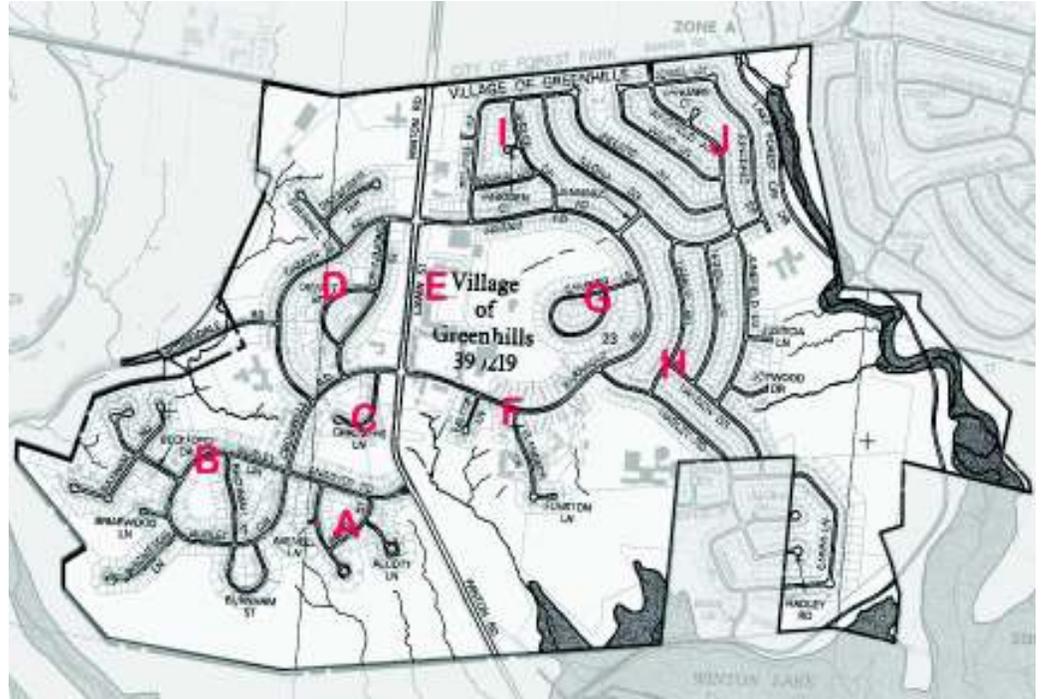
¹ Ladislav Segoe & Associates, 1964. Greenhills Ohio Planning Administration. Page I.

² Ebenezer Howard: Garden Cities of Tomorrow. 1902 <http://www.library.cornell.edu/Reps/DOCS/howard.htm>

Segoe’s 1964 Planning Administration report states that Justin B. Hartzog and William A. Strong developed a plan for the 5,930 acre site that became Greenhills. The design concept sought to minimize through traffic, provide a variety of housing mixed together, and provide plenty of green spaces, and (at a neighborhood scale) commercial and educational centers where dwellers could meet and participate in community affairs.³

**Map 1
Greenhills Superblocks**

Single and multi-family housing units were situated on circular superblocks. Superblocks or segments of the Village were identified by letters of the alphabet. The names of the streets in the segment start with that letter.



The plan called for a mix of housing types, including “detached single-family houses, semi-detached two-family houses, group houses for three to six families and multi-family housing.”⁴

**Image 2
Apartment Building**

Photo Source: Beth Sullebarger
Multi Family, 4 Unit Apartment Bldg.



Many of the apartment buildings originally had flat roofs, but some of these have been replaced with gable roofs.

Source: Miami Purchase Association:
Historic Survey – Greenhills:
Description. Pages 1-2

There are some discrepancies between the desirable mix of housing types as conceived by the original designers and what was actually built. Segoe 1964’s report states:

“...., the Town Planners, realizing the aesthetics problems inherent in a large community of very low income housing, purposely mixed the various types of housing into interesting arrangements, so as to avoid any appearance of regimentation. For example: a typical residential block of 25 acres called for 19.5 acres for housing, 1.1 acres for interior play spaces and 4.4 acres for streets. The block was, in addition,

³ Robert B. Fairbanks. October 12, 1980. Village of Greenhills – Past/Present/Future. Creating a Community: Greenhills, the Federal Government and the Cincinnati Metropolitan Region, 1935-1954.

⁴ Ladislav Segoe & Associates, 1964. Greenhills Ohio Planning Administration. Page III.

tied into the greenbelt. It was to contain 14 one-family houses, 10 two-family houses, and 19 houses containing three or more families. As far as can be ascertained at this time by diligent research, the original proposal called for approximately 3,000 total housing units in the community, of which only 2.5% or 75 would be single detached houses, 18.0% or 540 would be two family units, and the remainder or 79.5% multi-family for three or more families.

As of this date, it is estimated that almost 50% of the structures have been built for single-family occupancy – which is a much higher proportion than originally proposed....”⁵

While the 1991 Miami Purchase Association Survey states: “Although a few single family houses were constructed, the majority of the 676 dwelling units were multi-family ranging from duplexes to 12-unit apartment buildings.”⁶

Independently of the proportion of single family to multi-family, buildings in the residential areas in the Village of Greenhills have different characteristics based on when they were built.



Image 3
51 Damon Road

Photo Source: photonet.hotpads.com/listingimage/125405822_s.

In the center of the town was the community center, providing administrative, shopping, and school facilities to residents. The Plan proposed 3,000 housing units, however only 676 (or 22%) were built due to shortage of funds.⁷ According to Segoe’s report, “it was intended to immediately develop the area of rolling and well-wooded terrain in the southern section of the tract, meanwhile leaving the northern section undeveloped as a reservoir from which land could be withdrawn at a future date for residential and related development.”⁸

In the later 1940s, due to the housing demand created by Veterans returning from the War, the Federal Government allowed development on Damon Road and Gambier Circle by private developers. Greenhills was the only greenbelt community whose residents organized a Homeowners Association to buy the property from the Government in 1950. This action allowed former renters to become property owners and to preserve most of the greenbelt surrounding the community. The Federal Government sold to the Warner-Kanter Corporation the northern undeveloped land acquired for the Greenhills project. In Ohio, of the original 5,930-acre site, approximately 3,500 acres were sold for the development of another, this time a privately planned community, the city of Forest Park.

Gambier Cir and Damon Rd

The houses in this area were built in 1948 for veterans returning from WWII. These functionally styled buildings are constructed using stucco, asbestos siding, and brick for exterior sheathing, but in many cases the original materials have been covered with aluminum or vinyl siding.

Source: Miami Purchase Association: Historic Survey – Greenhills: Description. Pages 1-2

Some buildings in the A and B sections have a Colonial Revival Flavor, as seen in the slate covered, gable roofs and solid brick exteriors. See Image on top right of page.

Source: Nomination to the National Register of Historic Places 1989

⁵ Ladislav Segoe & Associates, 1964. Greenhills Ohio Planning Administration. Page 5.

⁶ Miami Purchase Association became the Cincinnati Preservation Association. Historic Inventory Greenhills. History/Significance Page 2.

⁷ Ladislav Segoe & Associates, 1964. Greenhills Ohio Planning Administration. Page IV.

⁸ Idem

Image 4
Housing from 1950-1960

Photo Source: Website REMAX Unlimited Realtors: Pat Chrysler - 28 Japonica



Much of the housing on the east side of Greenhills and on the edges of the community is ranch-style houses built in the 1950s and 1960s

Source: Miami Purchase Association: Historic Survey – Greenhills: Description. Pages 1-2

No significant building activity occurred in Greenhills from 1971 to up until 1999⁹. In 1999 on what had been the site of a neighborhood garage complex on FDR Walk, a privately developed landminium sprung up offering a mix of detached single family and attached duplex housing units.

Image 5 Landminiums on FDR Walk

Photo Source: Hamilton County Auditor



In the early 2000s, the Village targeted two areas for redevelopment. The intent was to replace aging, deteriorated rental units with new, owner-occupied single-family buildings. Blocks C, D, and F had 279 housing units, and only 28 of them were owner occupied in 2005 (30 years ago half were owner occupied).¹⁰

Map 2
Redevelopment Target Areas

Greenhills Redevelopment Target Areas - Housing Infill Sketch produced for the Village of Greenhills by Triantafillou and Associates

Source: Housing Forum, April 2005. Hamilton County Regional Planning Commission. The Community as a Developer presentation by David Moore.



⁹ Hamilton County Regional Planning Commission, August 1999: Hamilton County Decision Support Manual Volume 4. Residential Building Activity by Political Jurisdiction. Page 30. City of Greenhills New Residential Units by Year: 1960-69 243 units, 1970-79 5 units, 1980-89 0 units, 1990-1998 0 units.

¹⁰ Statement by David Moore, Greenhills Village Manager 2005 based on 2001 data.

DeWitt Landing is an infill development located in one of the target areas (at DeWitt and Drummond, Block “D”). The project proposes 16 energy efficient modular detached single-family houses on a site that previously had four 8-unit apartment buildings. The new homes showcase eco-friendly construction as part of a community redevelopment strategy.

For Greenhills, the redevelopment was a costly proposition involving the expenses of land assembly, predevelopment (zoning, site plan, historic preservation, etc.), and infrastructure retrofit, which the Village could not afford to subsidize. Homes priced from \$200,000 are a difficult sale for a number of factors including: they are 50% or higher than the average housing price in the Village, lack of modern community amenities, generalized housing market decline, and pervasive media coverage that shines a negative light to the community. There is no expectation to redevelop the second target area any time soon.



Image 6
Houses by PotterHill
Homes at DeWitt
Landing

Photo Source: www.cyburbia.org/forums/showthread.php?t=30548

There are two c. 1920 houses located on West Sharon Road on the northern edge. A c.1935 service building and incinerator on West Sharon Road west of Winton Road in Forest Park were built as part of the original greenbelt project.

Parts of Greenhills (In Sections A, B, C, D, E, F and on Winton Rd.) were listed on the National Register of Historic Places in January 1989¹¹. The historic significance of Greenhills resides in “the project being an example of the progressive (human scale, winding roads, and open spaces) ideas of city planning in this period, and for being an unprecedented example of the federal intervention in the planning of major metropolitan areas.”¹²



The Whallon House c.1816 on 11000 Winton Road is a Federal stylehouse, which is listed on the National Register of Historic Places, is currently owned by the Village and houses a local business.

Source: Miami Purchase Association: Historic Survey – Greenhills: Description. Pages 1-2

Image 7
Whallon House

Photo Source: Joe Simon

¹¹ Refer to Appendix No. 1 for District application. <http://ohsweb.ohiohistory.org/ohpo/nr/details.aspx?refnum=88003066>.
¹² Miami Purchase Association for Historic Preservation, 1991. Historic Inventory of Hamilton County Ohio: Greenhills, Pages 1-2.

About Historic Designations

In 1991, the Miami Purchase Association published the Historic Survey of Hamilton County, which included a survey of Greenhills' buildings¹³. The area surveyed, depicted in Map No 3, is the completed portion of the town built by the federal government between 1935 and 1938. Although there is not a municipally designated "Historic District," people loosely refer to the boundaries defined by this survey as the Greenhills Historic District. A portion of the district as identified in the Survey was listed on the National Register of Historic Places as the Greenhills Historic District in January 1989.

The National Register of Historic Places is a federal program administered by the National Park Service in partnership with state governments. The National Register was created by the National Historic Preservation Act of 1966 to recognize and protect properties of historic and cultural significance that warrant consideration. National Register listing is primarily an honor, meaning that a property has been researched and evaluated according to established procedures and determined to be worthy of preservation for its historical value. The listing of a historic or archaeological property in the National Register does not obligate or restrict a private owner in any way unless the owner seeks a federal benefit such as a grant or tax credit.

National Register listing does not automatically invoke local historic district zoning or local landmark designation.¹⁴ National Register listing should not be confused with local historic property and historic district designations. A local governing board on the recommendation of a local historic preservation commission makes these designations.

The National Historic Landmarks Program's purpose is to focus attention on properties of exceptional value to the nation as a whole rather than to a particular State or locality. There is a difference between listing in the National Register of Historic Places (NRHP) and designation as a National Historic Landmark (NHL).¹⁵ There are many NRHP-listed properties and few NHLs. An NHL is a place of higher national significance like the Roebling Bridge (and Glendale), while NRHP-listings can have local, state, or national significance. The National Parks Service does the selection of a property or a place to be included in the NHL primarily internally. Some local organizations lobbied for NHL designation of Mariemont and the Observatory.¹⁶

¹³ Historic Inventory of Hamilton County - Ohio: Elmwood Place, Forest Park, Greenhills, Glendale, Golf Manor. "An Historic Survey of 42 Suburban Communities." June 1991.

¹⁴ http://www.nps.gov/history/nr/national_register_fundamentals.htm

¹⁵ The National Historic Landmark listing for Ohio current as of January does not include Greenhills. <http://www.nps.gov/history/nhl/designations/Lists/OH01.pdf>.

¹⁶ Beth Sullebarger, Historic Preservation Consultant. March 4, 2009

Economic Conditions

Census information collected by the U.S. Census Bureau, is one source of information used to create a picture of past and current conditions in Greenhills. The last population census was conducted in 2000. Census estimates are conducted on an annual basis to track changes until the next decennial national census takes place in 2010. Data series for births, deaths, and domestic and international migration are used to update the decennial census base counts. In addition, the Economic Census conducted by the U.S. Census Bureau every five years profiles economic conditions of communities with population of at least 2,500. The 2007 Economic Census data sets are being released over time, from December 2008 through late 2011. Finally, ESRI On-demand reports and maps from Business Analyst Online provided another set of data in this analysis.

To demonstrate how the Village of Greenhills' economy has changed in relation to the regional economy, data has been collected for Ohio, Hamilton County, the Greater Cincinnati region, and selected communities in Hamilton County. Out of all the communities analyzed, Greenhills has experienced the most dramatic (negative) percent change in number of employees.

Table 1
Percent Change in Employees

	% Change in Total Number of Employees (1994-2006)	% Change in Total Aggregate Payroll (1994-2006)
Greenhills (Zip Code 45218)	-27.3%	5.9%
Forest Park (Zip Code 45240)	24.2%	82.5%
Springfield Twp (Zip Code 45231)	11.1%	63.3%
Hamilton County	-4.7%	57.1%
Cincinnati CMSA	16.8%	85.1%
Ohio	13.2%	69.1%

Prepared by HCRPC - John Huth - March 2009

Source: Economic Census Data- County Business Patterns and ZIP code pattern data

Retail

The total number of retail establishments in Greenhills fluctuated between 1994 and 2006, shrinking from 18 retail establishments in 1994 to 8 retail establishments in 2006. At the same time retail employment in Greenhills has dropped from 234 retail sector employees in 1994 to 78 retail employees in 2006. During this same period (1994-2006) the number of retail employees decreased for all reference areas.

Table 2
Percent Change in Employees (Retail Sector)

	% Change in Total Number of Employees (1994-2006)	% Change in Total Aggregate Payroll (1994-2006)
Greenhills	-5.9%	NA
Forest Park	-3.4%	NA
Springfield Twp	-32.0%	NA
Hamilton County	-46.1%	-15.4%
Cincinnati CMSA	-31.1%	11.9%
Ohio	-31.5%	14.3%

Includes: Wholesale trade and Retail trade

Prepared by HCRPC - John Huth - March 2009

Source: Economic Census Data- County Business Patterns and ZIP code pattern data

Service

The total service sector employment in Greenhills increased by almost 1% from 1993-2006, reflecting a modest growth in this aspect of the economy. This was an increase from 478 service sector employees to 481 service sector employees. The total number of service establishments remained stagnant, with 50 establishments in 1994 and 2006.

Table 3
Percent Change in
Employees (Service
Sector)

Prepared by HCRPC - John
Huth - March 2009
Source: Economic Census Data-
County Business Patterns and
ZIP code pattern data

	% Change in Total Number of Employees (1994-2006)	% Change in Total Aggregate Payroll (1994-2006)
Greenhills	0.7	NA
Forest Park	15.1%	NA
Springfield Twp	33.9%	NA
Hamilton County	11.8%	85.6%
Cincinnati CMSA	35.4%	105.6%
Ohio	23.4%	81.5%

Includes: Finance & insurance; Real estate & rental & leasing; Professional, scientific & technical service; Educational services; Health care and social assistance; Arts, entertainment & recreation; Accommodation & food services; Other services (except public administration)

The increase in service sector payroll is a function of the changing economy in the Greater Cincinnati area over the last two decades and is far larger than the increase in any other sector of the economy. Payroll information for Greenhills is not available for confidentiality reasons.

Table 4
Economic Trend
Analysis
Village of Greenhills (Zip
Code 45218)

Prepared by HCRPC - John Huth
March 2009
Source: Economic Census Data-
County Business Patterns and
ZIP Code Pattern Data

Total					
Year	Total Establishment #	Payroll (\$MM)	Employees #	% Change Payroll	% Change Employees
1994	68	9,757	653	27.3%	-5.9%
2006	58	10,333	475		

Retail Sector					
Year	Total Establishment #	Payroll (\$MM)	Employees #	% Change Payroll	% Change Employees
1994	18	NA	234	NA	-66.6%
2006	8	NA	78	NA	

Includes: Wholesale trade and Retail trade

Service Sector					
Year	Total Establishment #	Payroll (\$MM)	Employees #	% Change Payroll	% Change Employees
1994	50	NA	478	NA	0.7%
2006	50	NA	481	NA	

Includes: Construction, Transportation & warehousing, Finance & insurance; Information, Real estate & rental & leasing; Professional, scientific & technical service; Educational services; Health care and social assistance; Arts, entertainment & recreation; Accommodation & food services; Other services (except public administration)

Please Note: The total number of employees in the retail and service sectors will not add up to the total number of employees since the Census Bureau only provides employee ranges for the retail and service sectors.

**Table 5
Industry Statistics**

Detailed Industry Information for 2002 by Sector

Source: US Bureau of Census, 2002 Economic Census Summary Statistics by 2002 NAICS

NAICS Code	Description	Establishments	Sales, receipts or shipments (\$1,000)	Annual payroll (\$1,000)	Paid employees
21	Mining (not published for places)	X	X	X	X
22	Utilities (not published for places)	X	X	X	X
23	Construction (not published for places)	X	X	X	X
31-33	Manufacturing (too small for publication)	z	z	z	z
42	Wholesale trade	1	D	D	(1-19)
44-45	Retail trade	7	8,184	882	78
48-49	Transportation, warehousing (not published for places)	X	X	X	X
51	Information (too small for publication)	z	z	z	z
52	Finance, insurance (not published for places)	X	X	X	X
53	Real estate, rental, leasing	2	D	D	(1-19)
54	Professional, scientific, technical services	4	D	D	(1-19)
55	Mgmt. of companies, enterprises (not published for places)	X	X	X	X
56	Admin. support, waste mgmt., remediation service	2	D	D	(1-19)
61	Educational services (too small for publication)	z	z	z	z
62	Health care, social assistance	10	D	D	(100-249)
71	Arts, entertainment, recreation	1	D	D	(1-19)
72	Accommodation, food services	5	2,080	702	90
81	Other services (except public administration)			D	(100-249)

D: withheld to avoid disclosing data of individual companies; data are included in higher level totals
a: 0-19 employees

Consumer Analysis

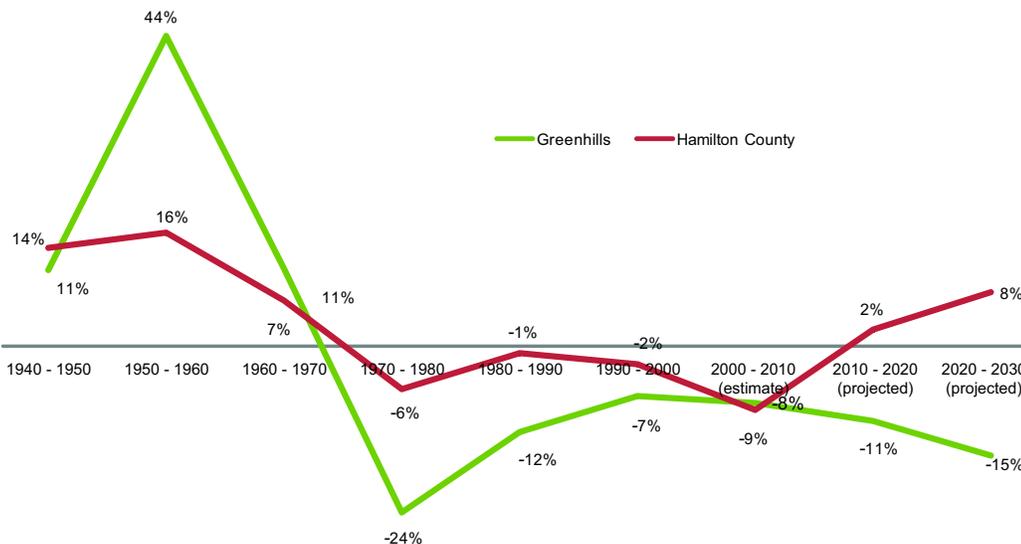
The purpose of this demographic data analysis is to provide the Village of Greenhills officials with a better understanding of how the Village fits into the overall regional market in a variety of demographic areas. As the Village makes complex decisions that will affect its future, it is anticipated that these data may be used to shape policies and design strategies to attract potential investors.

Demographic Analysis

The population in Greenhills grew rapidly through the 1960s. With most of the developable land consumed by low-density residential development, and new frontiers opened by the highway system and the automobile, people started relocating to newer suburbs. Greenhills has lost approximately 38% of its population in the last 40 years, going from 6,092 in 1970 to 3,789 in 2008. The estimated rate of growth in Greenhills in 2000-2007 is -6%. Population projections for the next two decades show a continued decrease.

**Chart 1
Population Trend
1940-2030**

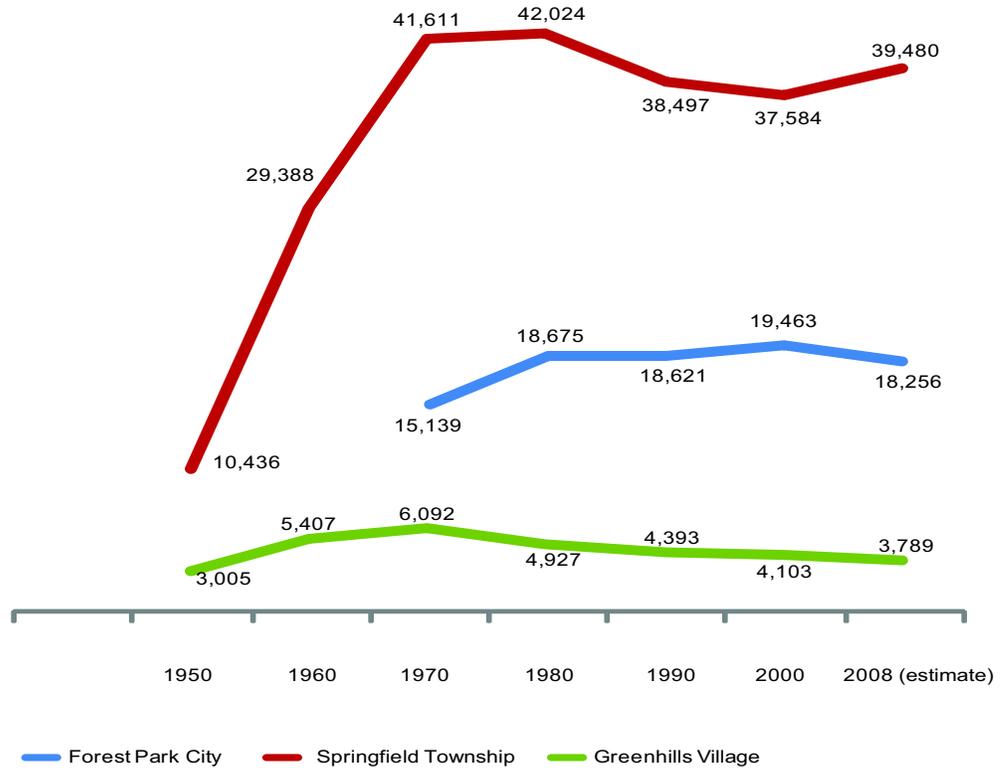
Source: U.S. Bureau of Census
Note: 2008 population projections using REMI Model produced by the Hamilton County Regional Planning Commission.



Springfield Township and Forest Park are the immediate neighboring communities of Greenhills. Springfield Township saw a 7% decline in its population in the 1980s and 1990s but it is growing at the rate of 6% in the current decade. Forest Park, on the other hand, has seen a continued growth through the decades until the 2000s, during which it has experienced a 6% population loss.

**Chart 2
Population Change**

Source: U.S. Bureau of Census



The implications of a shrinking population are a reduction in the ability to pay for public/community services, to sustain institutional entities such as private schools and religious congregations, to support local businesses, and to cause potential surplus of residential units.¹

Households

The U.S. Census Bureau defines a household as all the persons who occupy a housing unit. A housing unit is a house, an apartment, a mobile home, a group of rooms, or a single room that is occupied (or, if vacant, is intended for occupancy) as separate living quarters. Separate living quarters are those in which the occupants live and eat separately from any other persons in the building and which have direct access from the outside of

**Table 6
Household Type**

Prepared by HCRPC - John Huth - March 2009
Source: Economic Census Data-County Business Patterns and ZIP Code Pattern Data

	Greenhills	Forest Park	Springfield Twp	Hamilton County
Households with children	32.10%	31.90%	32.80%	28.40%
Households persons living alone	27%	24.80%	21.60%	32.90%
Other households	40.90%	43.30%	45.60%	38.70%
Total	100.00%	100.00%	100.00%	100.00%

the building or through a common hall. The occupants may be a single family, one person

¹ Greenhills Commercial Corridor Study. HCDC. October 2007. Page 12

living alone, two or more families living together, or any other group of related or unrelated persons who share living arrangements. (People not living in households are classified as living in group quarters.)² Census data provide the following picture for Greenhills.

Median Household Income in Selected Communities

	2000 (1)	2007 (Estimate) (2)
Greenhills	\$ 44,886	\$ 53,051
Forest Park	\$ 49,298	\$ 58,266
Springfield Twp	\$ 52,139	
Hamilton County	\$ 40,964	\$ 48,416

**Table 7
Income**

Prepared by HCRPC - John Huth - March 2009
Source: Economic Census Data- County Business Patterns and ZIP Code Pattern Data

Households are shrinking in number and size. Approximately a third of all households have children and another third of households are composed of people living alone. This is a higher rate than that found in Forest Park and Springfield Township. Household income is higher than the County average, but falls short when compared to neighboring communities. Commercial, public, and private services should cater to the needs of these market segments.

In 2000, Greenhills had 1,687 households, 6.49% fewer than in the previous decade. Census estimates a 5.8% loss in the number of households in the 2000-2005 period and forecasts an additional 6.8% loss for the 2005-2010 period.³ The average household size is shrinking from 2.62 in 1990 to 2.45 in 2000. This may be an indication that there are fewer families with children. Out of the households that live alone, 18.5% are under 65 years old and 8.5% are 65 years old and older. Household incomes have increased by the same percentage in 2000-2007 in the selected communities.

Age of the Population

The median age of the population in Greenhills is getting older, and the 5-17 year-old cohort is shrinking. The closing off of a local parochial school, Our Lady of the Rosary, is a casualty of the changing demographics that have affected the Archdiocese of Cincinnati’s education system. Data analyzed include age cohorts in the 2000 U.S. Census for Greenhills, Forest Park, Springfield Township and Hamilton County; and ESRI On-demand reports prepared on December 31, 2008.⁴

**Table 8
Population Age Cohorts**

Prepared by HCRPC - John Huth - March 2009
Source: Economic Census Data- County Business Patterns and ZIP Code Pattern Data

	Greenhills	Forest Park	Springfield Twp	Hamilton County
School Age (5-17)	19.40%	20.50%	21.40%	9.80%
Work Force (18-64)	58%	63.80%	57.50%	60.70%
Elderly 65+	15.60%	9.10%	14.80%	13.70%
Median Age	35.9	33.9	37.9	35.5
Total Population	4,103	19,463	37,587	845,303

² http://quickfacts.census.gov/qfd/meta/long_HSD310200.htm

³ Greenhills Commercial Corridor Study. HCDC. October 2007. Page 12

⁴ ESRI provides aggregated numbers of demographic data based on geography. Concentric circles of one-mile, two-mile and five-mile radius with center at 22 Endicott Street (Greenhills shopping center address) were drawn to analyze population and consumer spending. The one-mile radius includes the entire Village of Greenhills and portions of the surrounding neighborhoods of Springfield Township and Forest Park; as the circles become larger, population from Springdale, Woodlawn, Lincoln Heights, Sharonville, Evendale, Wyoming, Finneytown, North College, Mt. Healthy, Colerain is included.

**Table 9
Demographic Summary
of 22 Endicott Street
45218**

Source: U.S. Bureau of Census
2000

Prepared by ESRI on Demand,
December 2008

	One-Mile Radius		Two- Mile Radius		Five-Mile Radius	
	2008	2013	2008	2013	2008	2013
Population	5,756	5,604	27,254	26,774	187,076	185,151
Households	2,293	2,252	10,542	10,448	75,576	75,421
Families	1,610	1,551	7,443	7,276	49,776	48,630
Median Household Income	\$63,710	\$71,086	\$63,794	\$71,649	\$59,919	\$68,507
Males per 100 Females	89.8	90.5	90.5	90.3	90.2	90.4
Population < 5 Years	6.7%	6.7%	6.2%	6.2%	6.6%	6.6%
Population 5 - 17 Years	17.6%	16.9%	17.8%	16.9%	17.1%	16.3%
Population 65+ Years	16.1%	16.2%	13.9%	14.4%	13.7%	14.2%
Median Age	38.7	39.4	38.4	39.1	37.6	38.2

Education attainment in Greenhills compares favorably with selected communities in regards to education levels reached by residents during the 2000 U.S. Census period.

**Table 10
Educational Attainment
2000**

Source: U.S. Bureau of Census
2000

	Greenhills	Forest Park	Springfield Twp.	Hamilton County
% High School Diploma or Higher	91.50%	88.30%	87%	82.80%
% High School Diploma or Higher - Rank in the County	11th	19th	22nd	
% Bachelor's Degree	31.50%	26.20%	29.30%	29.20%
% Bachelor's Degree or Higher - Rank in the County	17th	25th	18th	
% Graduate or Professional Degree	10.30%	7.40%	10.00%	10.70%
% Graduate or Professional Degree - Rank in the County	18th	26th	21st	

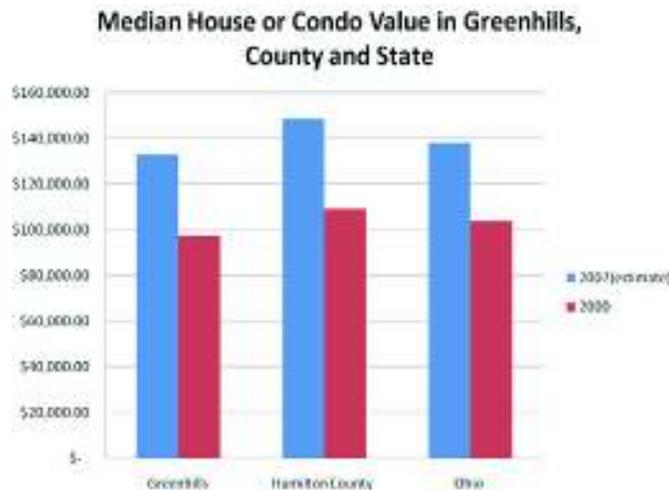
Housing Values

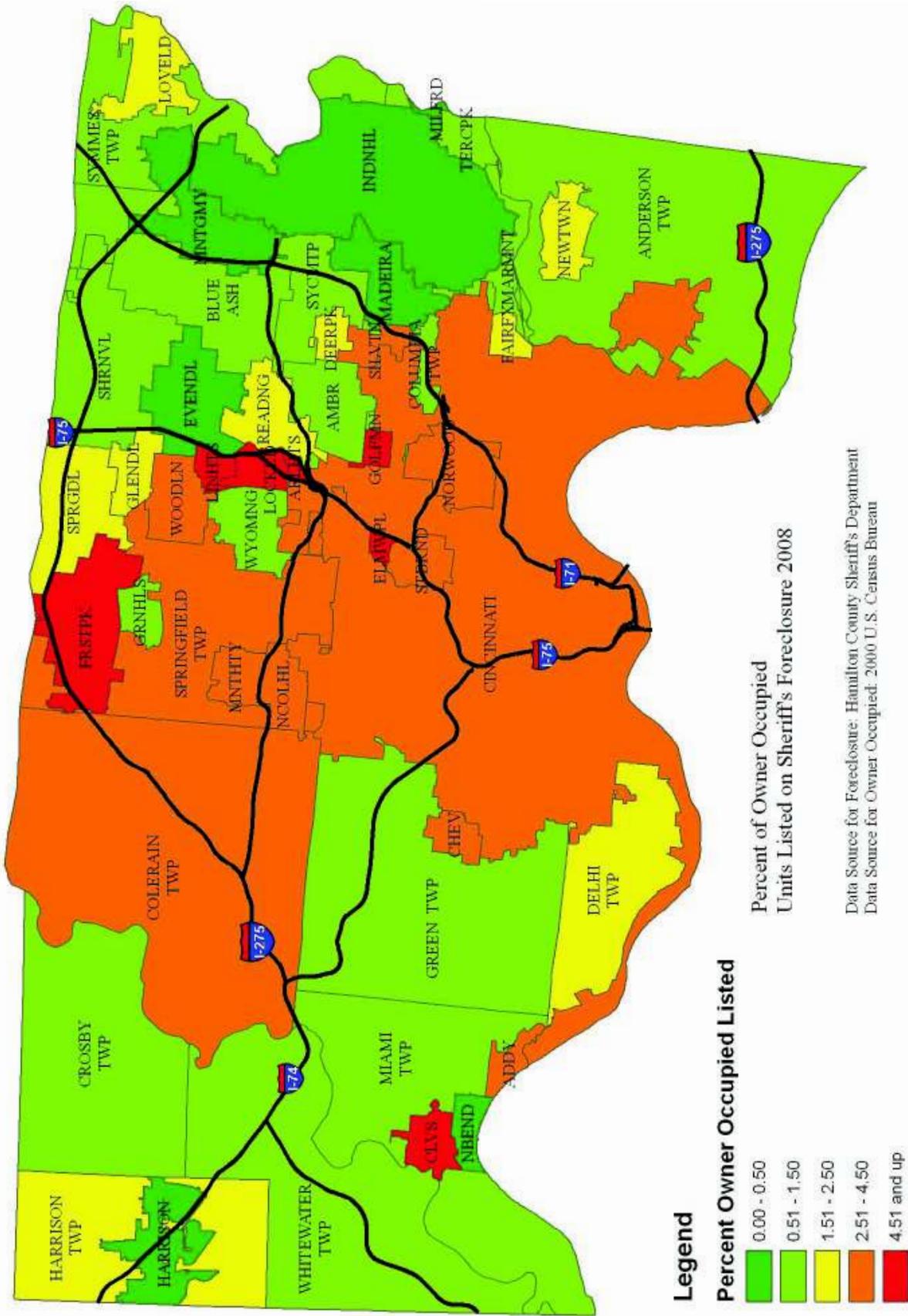
The median housing value in Greenhills is lower than that of the County and State. In the 2000-2007 period, household value has increased in sync with the County and the State. Greenhills' median housing value in 2000 was \$97,900. The estimated housing value in 2007 was \$135,000. 2008 estimates place median home value at \$135,000. Foreclosures

have a negative impact in real estate value in the communities. Fortunately, Greenhills has been affected to a lesser degree by the foreclosure wave that has affected its immediate neighbors. See Map 4: Owner Occupied Units.

**Chart 3
House/Condo Value**

Source: www.city-data.com





Map 4 Percent of Owner Occupied Units in Foreclosure

Market Segments

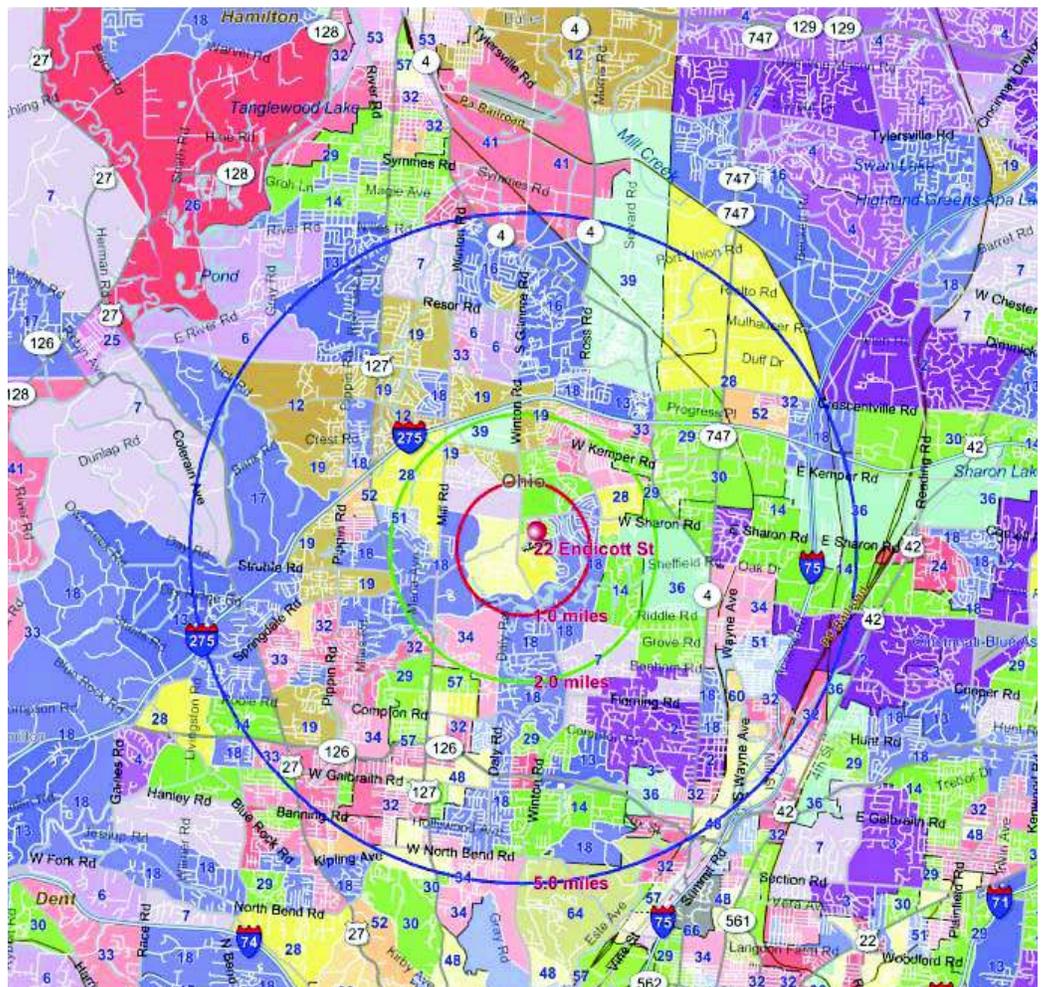
Census data and other data have been analyzed and “segmented” in many different ways, helping define groups and potential consumer markets and their right type of products or services more precisely. Tapestry Segmentation represents the fourth generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code.

Based on this classification, Greenhills fits in the LifeMode Group L7 “High Hopes,” including segment 48 in the area west of Winton Road and segment 28 in the area east of Winton Road. The description follows:

“High Hopes includes Aspiring Young Families and Great Expectations. The High Hopes group seeks the “American Dream” of homeownership and a rewarding job. Most live in single-family houses or multiunit buildings; approximately half own their homes. Many are willing to move to a new location to seek better opportunities. The residents in the summary group are young and college educated; one-third of the householders are younger than 35 years. Their median net worth is more than \$58,793 –nearly 76 percent of the U.S. median. Households in this group include a mix of married couples, single-parent families, or single persons.”

Map 5 Dominant Tapestry Segmentation Map

Prepared by Ozie Davis
III, December 31, 2008
Greenhills, 22 Endicott
St., Cincinnati, OH 45218
Latitude: 39.268059
Longitude: -84.521659
Source: ESRI



28 Aspiring Young Families



28 Aspiring Young Families Life Mode Group L7

Source: esri.com/tapestry

Segment Code..... 28
Segment Name..... *Aspiring Young Families*
LifeMode Group L7 *High Hopes*
Urbanization Group..... U4 *Metro Cities II*

Demographic

Most *Aspiring Young Families* residents are young, startup families, a mix of married-couple families with and without children and single parents with children. The average family size is 3.12, near the U.S. average. Approximately two-thirds of the households are families, 27 percent are single-person households, and 9 percent are shared. Annual population growth is 1.37 percent, higher than the U.S. growth. The median age is 30.5 years; one-fifth of residents are in their 20s. This market is ethnically diverse. Although most residents are white, other race groups are also represented. Seventeen percent of residents are black, and 17 percent are of Hispanic origin.

Socioeconomic

The median household income is \$50,392, and income is derived mainly from wages. The median net worth for this market is \$74,245. Approximately 60 percent of employed residents have professional, management, sales, or office/administrative support positions. Overall, 85 percent of residents aged 25 years and older have graduated from high school, 35 percent have attended college, and 22 percent hold a bachelor's or graduate degree.

Residential

Aspiring Young Families neighborhoods are located in the large, growing metropolitan areas primarily in the South and West, with the highest state concentrations in California, Florida, and Texas. Although almost three-fourths of the households are in the South and West, one-fifth of the housing is located in the Midwest. Half of the households are occupied by renters, half by homeowners. Residents live in moderately priced apartments, single-family houses, and startup townhomes. The average gross rent is approximately \$674 per month, just slightly higher than the U.S. average. The median home value is \$170,342. Most of the housing units were built after 1969.

Preferences

Aspiring Young Families residents spend much of their discretionary income on their children and their homes. They buy baby and children's products and toys and furniture for the home. Electronic purchases include cameras and video game systems. Residents spend time online visiting chat rooms, searching for employment, playing games, researching real estate, and making travel arrangements. They carry multiple life insurance policies.

Vacations are likely to include visits to theme parks. Leisure time includes dining out, dancing, going to the movies, and attending professional football games. Other activities include fishing, weight lifting, playing basketball, and watching dramas or horror movies on DVD. Residents listen to urban stations and professional basketball games on the radio. When watching TV, they favor sports, news, and entertainment programs and courtroom TV shows. When eating out, *Aspiring Young Families* residents prefer family restaurants such as Tony Roma's and IHOP and fast-food establishments such as Checkers and Jack-in-the-Box.



48 Great Expectations Life Mode Group L7

Source: esri.com/tapestry

48 Great Expectations



Segment Code..... 48
Segment Name..... *Great Expectations*
LifeMode Group *L7 High Hopes*
Urbanization Group..... *U5 Urban Outskirts I*

Demographic

Young singles who live alone and married-couple families dominate the *Great Expectations* market, although all household types are represented. The median age is 33.2 years. Some residents are just beginning their careers or family lives. This segment has a higher proportion of residents in their 20s and a higher proportion of householders younger than 35 years old, compared to the U.S. proportions. The ethnic diversity and racial composition of this segment are similar to the U.S. levels.

Socioeconomic

The median household income of \$37,684 and the median net worth of \$43,152 are low compared to the U.S. values. Approximately 29 percent of residents aged 25 years and older have attended college (slightly above the U.S. average), but only 16 percent hold a bachelor's or graduate degree (somewhat below the U.S. average). Seven percent are enrolled in college or graduate school. The higher proportion of younger residents improves the 68 percent labor force participation rate. The manufacturing, retail, and service industry sectors are the primary employers in this market.

Residential

Great Expectations neighborhoods are located throughout the country, with higher proportions in the Midwest and South. Half of the householders own their homes; the other half rent. More than half of the households are single-family dwellings; approximately 40 percent are apartments in low- or mid-rise buildings. The median home value of \$114,837 is approximately three-fifths that of the U.S. median. Most of the housing units in these older suburban neighborhoods were built before 1960.

Preferences

Great Expectations homeowners are not afraid to tackle smaller maintenance and remodeling projects, but they also enjoy a young and active lifestyle. They go out to dinner, to the movies, to bars, and to nightclubs. They enjoy roller-skating; roller-blading; playing Frisbee, chess, and pool; watching foreign films on DVD; and attending auto races. They read music magazines and listen to rock music on the radio. Residents watch courtroom dramas, reality shows, sitcoms, news programs, and dramas on TV. They occasionally take advantage of the convenience of fast-food restaurants. Little traveling is done in this market. Still focused on starting a career, many are not preparing for retirement by investing for the future. Residents shop at major discount and department stores, and also order frequently from catalogs.



Retail Market Place Profile and Household Budget Expenditures

According to ESRI reports, within a one-mile radius of 22 Endicott Street, there are unmet retail needs that translate into a retail gap of over \$54M. A detailed report can be found in Appendix No. 3. A careful analysis of this information may be useful in the future when considering potential users/tenants for the shopping center. For example, the “Food and Beverages Stores” industry group shows a retail gap of \$7.9M in the “Grocery Stores” sector. This information could be used by the Village and by the shopping center operators to encourage grocery stores to consider relocating to Greenhills.

The Household Budget Expenditures report focuses on spending potential of households located within a one-mile, two-mile, and five-mile radius of 22 Endicott Street. The report tracks the average amount spent on different products and services, and provides a Spending Potential Index for different types of expenditures comparing it to a relative national average of 100. Any number higher than 100 will represent a higher spending potential. The report points out that within a one-mile radius the largest expenditures of the households are: 12% in Food, 28.8% on Housing, and 15% on Transportation. See Appendix No. 4.

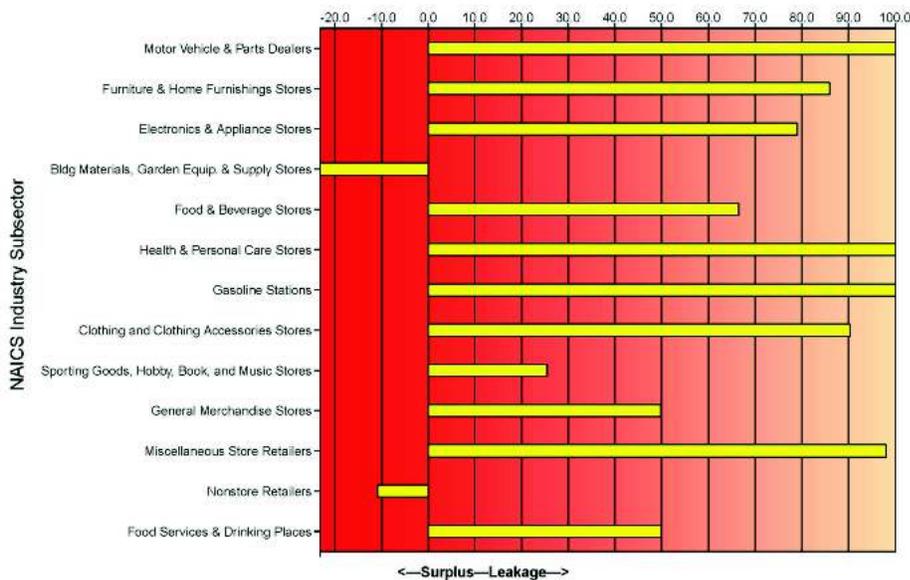


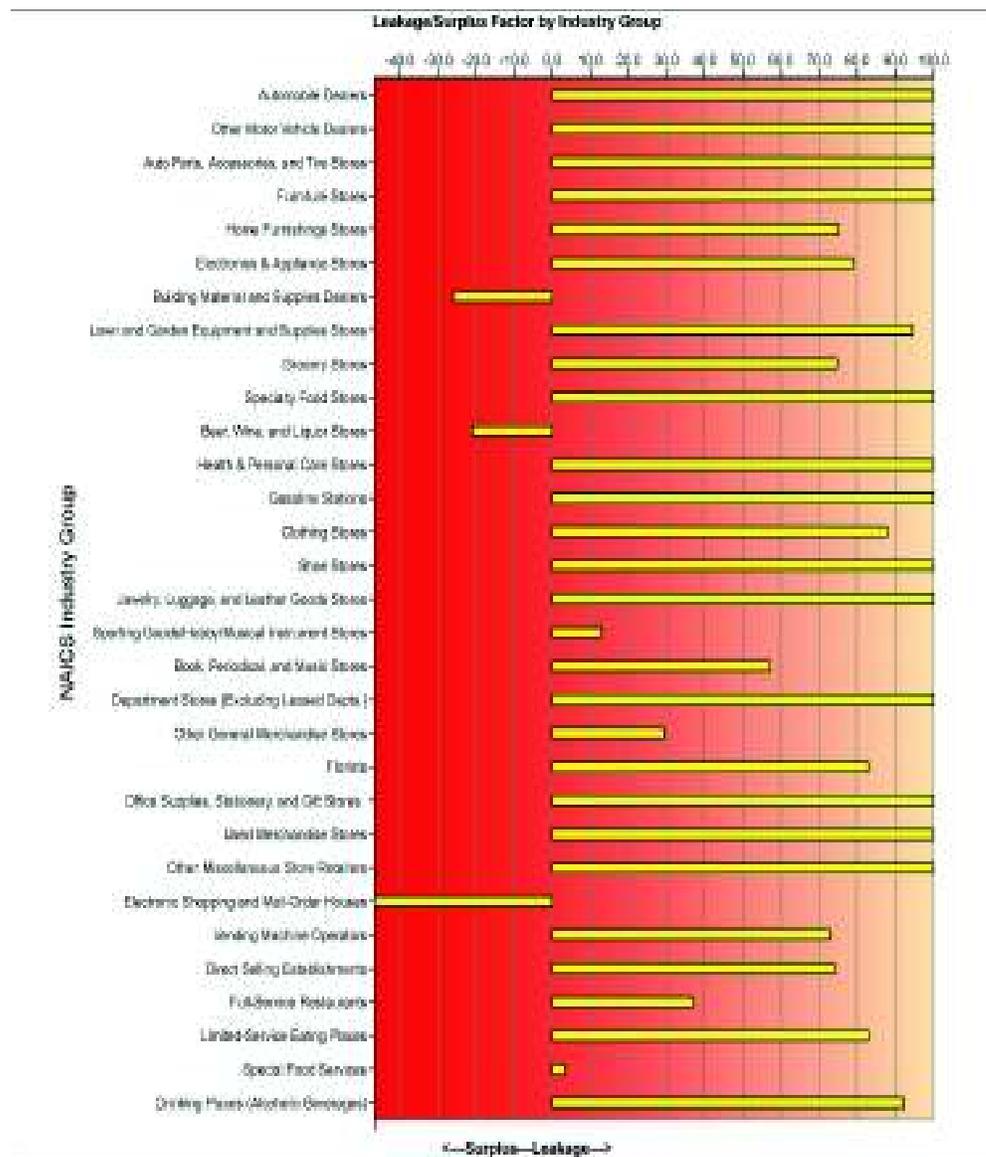
Chart 4
Leakage/Surplus Factor
by Industry Subsector

Source: ESRI and InfoUSA®

**Chart 5
Leakage/Surplus Factor
by Industry Group**

Site Type: Radius
Greenhills, 22 Endicott St.,
Cincinnati, OH 45218
Latitude: 39.268059
Longitude: -84.521659
Radius: 1.0 mile

Source: ESRI and InfoUSA®



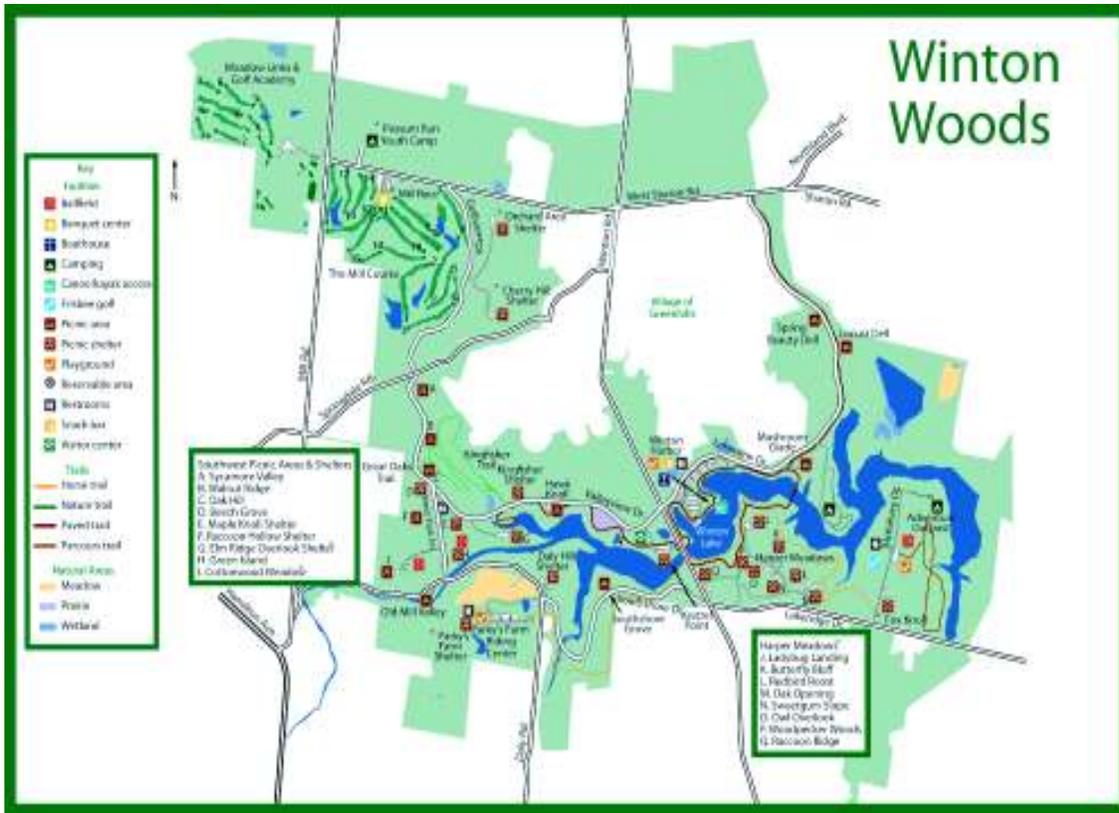
Hamilton County Park District: Winton Woods Park

The Hamilton County Park District was created in 1930 with a dual mission to protect local natural resources and to provide outdoor recreation and education for area residents. The Hamilton County Park District is a separate political subdivision of the State of Ohio and Hamilton County. It is governed by the Board of Park Commissioners, composed of three individuals who serve three-year terms without compensation. They establish policy and approve budgets and expenditures for all Park District services, facilities, equipment, and development projects. Board members are appointed by the Judge of Probate Court, the Honorable James Cissell. Current Park District Commissioners are James E. Bushman, Robert A. Goering Sr., and Nancy R. Harmant. Park District Director is Jack Sutton. The Park District has 17 parks and 4 conservation areas, spanning more than 16,000 acres.⁵

⁵ <http://www.hamiltoncountyparks.org/foundation/foundation.htm>

According to the 2008 Annual Report, the Hamilton County Park District had an annual budget of over \$33,000,000. The Park District budget includes substantial resources allocated to plan, build, maintain, and market outdoor education and experiences to a wide range of people.

Winton Woods, the second largest park in the district, is a 2,554 acre greenbelt that surrounds the Village of Greenhills.⁶ The Hamilton County Park District owns 107.13 acres of land in Greenhills. The importance of Winton Woods to the Park District is highlighted in its 2008 Annual Report: flood-control in Winton Lake, expansion of the Winton Woods Campground, Athletes from the Winton Woods Riding Center medaled at the Kentucky Equestrian Special Olympics.



There are numerous activities held at Winton Woods, among them:

- Annual Winter Bird Count
- Parky’s Farm: 100-acre demonstration farm, popular destination for young families and school groups
- Golf: the Mill Course 43,828 rounds and Meadow Links 19,720 rounds
- Fishing tournament in the 156 acre-lake
- Trails: nature, multi-use, parcours fitness trail
- Canoeing and kayaking
- Horseback riding
- Open field and hunter course
- Nature programs: May through October/November
- Campground with 123 campsites equipped with Wi-Fi access, playground, shelter, store/snack bar

Source: Hamilton County Park District

⁶ The top 5 largest parks in the Hamilton County Park District: Miami-Whitewater 4,326 acres, Winton Woods 2,554 acres, Shawnee Lookout 1,517 acres, Mitchell Memorial 1,336 acres, and Woodland Mound 1,063 acres. Source: <http://www.hamiltoncountyparks.org/aboutus/directory.htm>.

The Park District is exempt from paying taxes over property owned in Greenhills. According to Park District Planning staff, wooded areas immediately surrounding Greenhills are to be preserved in their natural state. The potential infestation of ash trees with the Emerald Ash Borer is seen as a natural occurrence and no plans are in place to take down infected or dead trees, unless they are on a trail or public right-of-way.

A paper trail proposed by planners in the Park District in the early 90's that surrounds the Village of Greenhills has not been built. According to Park Planners, interest from the community and other organized groups dwindled, resulting in the placement of the project very low in the implementation schedule.

Members of the Cincinnati Off-Road Alliance (CORA) are very interested in taking a closer look at the proposed trail to evaluate the possibility of collaborating with the Park District and the Village of Greenhills to build an official mountain bike trail. The Park District has had a positive experience with CORA, which built a 3.9 mile mountain bike trail in Mitchell Memorial Park.

Park District planning staff acknowledges that there may be benefits to enhance the experience of Winton Woods' visitors by identifying destination points and events hosted in Greenhills that are complementary to services provided by the Park.

Chart 6
Total Assessed Valuation

Source: Hamilton County Auditor

Tax and Revenue Analysis

Of the original conceptual design of a planned community, only a small portion was actually built. See Greenbelt Communities Comparison Table on next page. The part that was built and is known as the Village of Greenhills was always conceived as a bedroom

community in near proximity to a developing industrial corridor as the main source of employment.

In general terms in Ohio, services that residents in a community enjoy are paid by revenues generated by a combination of property taxes, income taxes, and sales taxes. A small portion of revenue comes from other sources of funding such as Estate Tax, gasoline tax, State and Federal transfers, grants, and other miscellaneous funds. In Greenhills, over 90% of the taxable land is assessed as residential use by the County Auditor. The total assessed valuation in Greenhills in 2008 was \$64,368,000; 87.47% comes from real estate property.

Village of Greenhills
Total Assessed Valuation

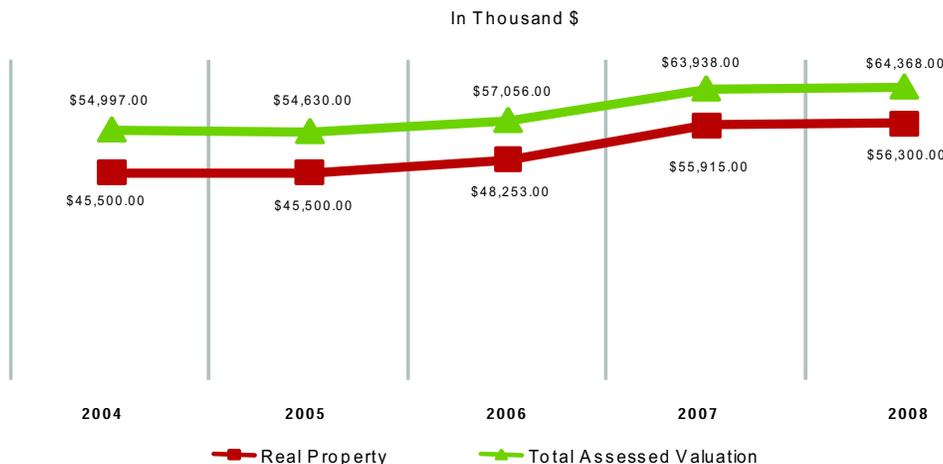


Table 11
Valuation of Property

Source: Hamilton County Auditor

Land Uses	Percent of Assessed Valuation of Real Property
Residential	90.30%
Commercial/Industrial	9.70%
Public Utility	0
Agricultural	0
Undeveloped	0

**Table 12
Greenbelt Communities
Comparison,
December 2008**

Source: www.bestplaces.net,
www.census.gov, "Greenbelt
Towns Revisited" by Albert
Mayer

	Greenhills, OH	Greendale, WI	Greenbelt, MD
Overview			
Original (1936) Area Purchase (Sq. Mi.)	9.21	5.31	5.26
Area Of City In 2000 (Sq. Mi.)	1.23*	5.61	6.02
People			
1940 Population	2677	2527	2831
2007 Population	3675	13791	21972
Population Growth since 2000	(10.43)	(4.26)	2.4
Density (Per Sq. Mi.)	2988	2459	3664
Median Age (U.S. Avg. = 37.6)	37.4	45.8	34.6
Married	56.67%	62.34%	42.21%
Married With Children	22.13%	20.83%	15.84%
Divorced	13.25%	8.19%	11.26%
Single With Children	11.87%	6.26%	10.68%
Avg. Household Size (Persons)	2.37	2.29	2.26
White	93.40%	95.00%	35.56%
Black	3.32%	0.38%	44.32%
Asian	0.34%	2.25%	12.40%
Native American	0.00%	0.15%	0.25%
Other	2.88%	1.65%	7.58%
Economy			
Cost Of Living Compared To U.S. Avg.	22.80% Lower	8.84% Lower	1.80% Lower
Income Per Capita	\$27,115	\$32,665.00	\$27,776.00
Median Household Income	\$51,109	\$63,453.00	\$52,644.00
Unemployment Rate	4.90%	5.80%	3.80%
Job Growth	1.88%	0.83%	0.47%
Sales Tax Rate	7.00%	5.60%	5.00%
Income Tax	7.09%	6.93%	9.50%
Per Student Expenditure (U.S. Avg. = \$6058)	\$6,107	\$8,208	\$6,661
Students Per Teacher	16	15	18
Housing			
Housing Units (Original)	676	572	885
Housing Units (2007)	1687	6165	10180
Median Home Value	\$135,000	\$229,000	\$272,800
Home Appreciation (2007)	(10.43%)	(4.54%)	(1.38%)
Median Age Of Real Estate (Years)	53	37	33
Renters (% Of Pop.)	29.74%	29.63%	47.55%
Vacancy Rate	2.90%	2.46%	7.60%
Transportation			
Avg. One-way Commute (Minutes)	25	24	35
Commuters Driving Alone	81%	87%	70%
Carpool	10%	8%	11%
Mass Transit	3%	1%	14%
Work From Home	4%	4%	3%

* Greenhills Split Into Two Municipalities (Forest Park)

Based on County Auditor records of assessed valuations for the 2008 tax collection year, the ten largest Village property taxpayers are:

Real	Assessed Valuation
Samuel Huttenbauer, Jr	\$1,074,750
Combined Tech Inc	936,670
Crystalwood Real Estate	934,340
Johnny's Toy shop Inc	496,200
John Ralston Swallow	316,020
Timothy W. Price	309,150
Five-O-Property	258,110
Potterhill Homes LLC	227,360
Humphrey Family Trust	162,640

Public Utility

Duke Energy Ohio Inc	\$1,522,270
----------------------	-------------

Most of the Village residents work outside of the Village itself. The following employers (private and public) have the largest work forces within the Village.

**Table 13
Ten Largest Employers
in the Village of
Greenhills**

Source: Official Statement
\$2,195,000 Village of Greenhills,
Ohio Various Purpose Bonds,
General Obligation (Limited Tax)
Series 2008. Page 16

Company	Type of Business	Approximate Number of Employees
Winton Woods City Schools	Public Education	405
Alois Alzheimer Center	Nursing Home (Alzheimer's)	139
Wm. Royce/Riley's	Restuarant Catering	125
Combined Technology	Commercial Radios/Pagers	101
Cincinnati Bell	Communications	86
Duke Energy	Utilities	81
Village of Greenhills	Municipal Government	70
SJS Catering	Banquet Hall	19
American Legion Post 530	Non-Profit	18
Dolgencorp	Retail Store	17

The major taxing organizations that overlap all or a portion of the territory of the Village of Greenhills are: the Village, the County, Winton Woods City School District, Great Oaks Career Center, and the Hamilton County Park District.

**Table 14
Overlapping Tax Rates**

Source: Official Statement
\$2,195,000 Village of Greenhills,
Ohio Various Purpose Bonds,
General Obligation (Limited Tax)
Series 2008. Page 25

Collection Year	Village	County	School District	JVSD	Total
2003	32.96	24.12	60.81	3.72	121.61
2004	33.23	23.88	69.91	3.49	130.51
2005	33.16	23.68	69.63	3.71	130.18
2006	32.35	23.57	69.51	3.7	129.14
2007	32.3	24.19	69.34	3.69	129.52

Income taxes are collected in the Village of Greenhills at a rate of 1.5%. Residents receive a credit up to 0.5% against their Village income tax liability for taxes paid to another municipal corporation.

A review of recent revenue collected by Greenhills and expenses incurred demonstrates that the Village takes in more money than it spends on providing services and completing capital improvement projects. Greenhills ended with an unencumbered cash balance in 2006, 2007, and 2008. A similar positive cash balance is expected for 2009. Still, the approximately \$522 per resident collected in 2007 is relatively low compared to other communities in the county, reflecting the minimal commercial business base in the Village.

**Table 15
Greenhills General Fund**

Source: 2009 Village of
Greenhills General Tax Budget

Total Revenues	2006	2007	2008	2009 (estimate)
	\$ 1,862, 929	\$ 1,975, 749	\$ 2, 520, 675 (1)	\$ 2, 091, 666
Rate of change from previous year		6%	22%	-2.1%
Note: (1) Unexpected windfall \$570,000 Estate tax				
Sources of Revenues				
	Local Taxes			
	2006	2007	2008	2009 (estimate)
	\$ 1, 384, 300	\$ 1, 534, 855	\$ 1, 603, 003	\$ 1,653, 800
Contribution to Total Revenues in %	74%	78%	64%	79%
	Intergovernmental Revenues			
	2006	2007	2008	2009 (estimate)
	\$ 282,254	\$209,424	\$ 716,172 (1)	\$ 216, 966
Contribution to Total Revenues in %	15%	11%	28%	10%
Note: (1) Unexpected windfall %570, 000 Estate tax				
	Miscellaneous (fees, and other financing sources)			
	2006	2007	2008	2009 (estimate)
	\$ 196, 375	\$ 231, 470	\$ 201,500	\$ 220,900
Contribution to Total Revenues in %	11%	12%	8%	11%
Total Expenditures				
	2006	2007	2008	2009 (estimate)
	\$ 2, 089, 860	\$ 1,949, 919	\$ 2,388,600	\$ 2, 234,730
Rate of change from previous year		-7%	18%	-7%
Expenditure/Services				
	2006	2007	2008	2009 (estimate)
Security of Persons and Property	\$ 579,544	\$ 610,848	\$ 659,858	\$ 709,915
Rate of change from previous year		5%	7%	7%
Contribution to Total Expenditures in %	28%	31%	28%	32%
Leisure Time Activities: Parks	\$ 63,974	\$ 50,470	\$ 46,323	\$ 56,741
Rate of change from previous year		-27%	-9%	18%
Contribution to Total Expenditures in %	3%	3%	2%	3%
Community Environment	\$ 21,627	\$ 36,361	\$ 33,374	\$ 40,877
Rate of change from previous year		41%	-9%	18%
Contribution to Total Expenditures in %	1%	2%	1%	2%
Basic Utility Service (includes Rumpke)	\$ 341,501	\$ 395,248	\$ 459,291	\$ 502,357
Rate of change from previous year		14%	14%	9%
Contribution to Total Expenditures in %	16%	20%	19%	22%
General Government	\$ 1,032,399	\$ 788,238	\$ 827,754	\$ 861,840
Rate of change from previous year		-31%	5%	4%
Contribution to Total Expenditures in %	49%	40%	35%	39%
Other uses of funds including transfers and Income Tax Refunds	\$ 50,815	\$ 68,754	\$ 362,000	\$63,000
Rate of change from previous year		26%	81%	-475%
Contribution to Total Expenditures in %	2%	4%	15%	3%
Revenues over/(under) Expenditures	2006	2007	2008	2009 (estimate)
	\$ (226,931)	\$ 25,830	\$ 132,075	\$ (143,064)
Beginning Unencumbered Balance	\$ 304,337	\$ 77,406	\$ 103,251	\$ 235,326
Ending case fund balance	\$ 77,406	\$ 103,236	\$ 235,326	\$ 92,262
Voided old outstanding checks		\$ 16		
Est. Ending Unencumbered Fund Balance	\$ 77,406	\$103,251	\$235,326	