



RG Properties

OVERVIEW

Highland Square is located at the southbound off-ramp of I-71 at Highland Avenue/Ridge Road in Hamilton County. The site offers the best of two worlds - while located in a densely populated part of the Cincinnati MSA, it is also located on the Highway (I-71), which allows easy access from Kenwood, Madeira, Amberley, Hyde Park and Indian Hill. In fact, the signal that provides access from the off-ramp from I-71 northbound, also provides access into **Highland Square**. This "inside" location is home to many successful national and regional retailers and is often the highest volume stores in their respective markets. These stores include Kmart, Sam's Club, Circuit City and Office Depot. Traffic counts along I-71 are 129,960 cars per day with 30,500 cars per day on Ridge Avenue and nearly 24,000 cars per day on Highland Avenue.

In addition to the highway visibility and direct access from the off-ramp at I-71, this center is complimented with a 45-foot high pylon sign, which greatly enhances visibility.

The Greater Cincinnati metropolitan area consists of Hamilton, Butler, Warren and Clermont counties in Ohio; Boone, Kenton and Campbell counties in Kentucky; and Dearborn County in Indiana. The **Highland Square** site draws primarily from the neighborhoods along the I-71 corridor in Hamilton County.

This area is very diverse and it contains many of the high income areas in the county. Areas such as Hyde Park, Amberley, and Mariemont contain old homes and are very exclusive neighborhoods. Oakley, Norwood, Silverton and Reading are working-class neighborhoods. Blue Ash, Montgomery, Kenwood and Madeira are wealthy, stable communities. North Avondale and East Walnut Hills are transitional areas with many older homes, which are being rehabbed by individuals. Sycamore Township, Symmes Township and southern Warren County are rapidly growing, high income areas. Indian Hill is the highest income community in the state of Ohio.

Although job growth has been minimal in today's economy, the northeast corridor has historically seen high growth in white-collar jobs. The majority of the suburban office buildings built in the 1980's were built in the northeast.

While the population of Cincinnati has declined, the population of Hamilton County has remained stable. People have been moving from the city to the suburbs, with much of the growth in the northeast corridor. The fastest growing township and two of the three fastest growing incorporated areas in Hamilton County are in the trade area.