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Appendix 1

Residential Market Analysis

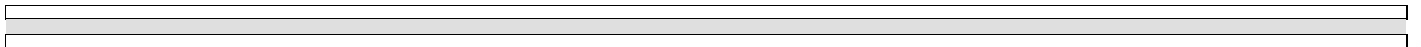
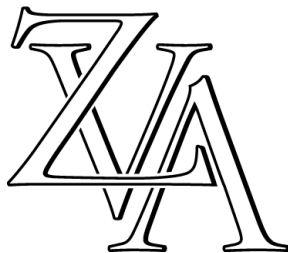
An Analysis of Residential Market Potential

The Dayton Mall Study Area

Miami Township,
Montgomery County, Ohio

May, 2015

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Research & Strategic Analysis

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Research & Strategic Analysis

An Analysis of Residential Market Potential

The Dayton Mall Study Area *Miami Township, Montgomery County, Ohio*

May, 2015

INTRODUCTION

This analysis identifies the depth and breadth of the market for newly-introduced housing units that could be developed within the Dayton Mall Study Area (the Dayton Mall Area Master Planning Project, as approved by the Miami Township-Dayton Mall Joint Economic Development District, or JEDD). The study details the optimum market position for a residential component, to be constructed in conjunction with commercial uses, and the target residential mix for up to 700 new dwelling units that could be developed in the Study Area over the next five to seven years.

The depth and breadth of the potential market for new housing units within the site have been determined using Zimmerman/Volk Associates' proprietary target market methodology. In contrast to conventional supply/demand analysis—which is derived from supply-side dynamics and baseline demographic projections—target market analysis establishes the market potential for new and existing housing based on the housing preferences and socio-economic characteristics of households in the relevant draw areas.

The target market methodology is particularly effective in defining realistic housing potential for urban neighborhoods because it encompasses not only basic demographic characteristics, such as income qualification and age, but also less-frequently analyzed attributes such as mobility rates, lifestage, lifestyle patterns, and household compatibility issues (*see METHODOLOGY at the end of this study*).

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In brief, using the target market methodology, Zimmerman/Volk Associates determined:

- Where the potential renters and buyers of new housing units in the Dayton Mall Study Area are likely to move from (the draw areas);
- How many households have the potential to move within and to the Study Area each year (depth and breadth of the market);
- What are their housing preferences are in aggregate (rental or ownership, multi-family or single-family);
- Who are the households that represent the potential market for new and existing units within the Study Area each year over the next five years (the target markets);
- What are their current housing alternatives (relevant rental and for-sale development);
- What is the market currently able to pay (market-entry base rents and prices); and
- How quickly they will rent or purchase the new units (absorption forecasts).

The target market methodology is described in detail in the METHODOLOGY section of this study.

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MARKET POTENTIAL FOR THE DAYTON MALL STUDY AREA

The depth and breadth of the potential market for new housing units to be developed within the Dayton Mall Study Area were determined through analysis of the housing and neighborhood preferences and financial capacities of the draw area households, identified through Zimmerman/Volk Associates' proprietary target market methodology. The methodology includes analysis of migration, mobility and geo-demographic characteristics of households currently living within defined draw areas.

Based on Zimmerman/Volk Associates' field investigation, as well as analysis of migration and mobility data—obtained from the most recent taxpayer records compiled by the Internal Revenue Service and the most recent American Community Survey—the target markets for new housing units within the Dayton Mall Study Area are currently living in Miami Township; the balance of Montgomery County; a regional draw area comprised of Greene, Warren, Miami, Butler, and Clark Counties; and a national draw area representing all other United States counties represented in Montgomery County migration.

As derived from migration, mobility and target market analysis, then, the draw area distribution of market potential (those households with the potential to move to the Study Area) is as follows:

Market Potential by Draw Area
THE DAYTON MALL STUDY AREA
Miami Township, Montgomery County, Ohio

Miami Township (Primary Draw Area):	42.1%
Balance of Montgomery County (Secondary Draw Area):	34.4%
Greene, Warren, Miami, Butler, and Clark Counties (Regional Draw Area):	11.1%
Balance of US (National Draw Area):	<u>12.4%</u>
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2015.

As determined by the target market methodology, approximately 1,615 households in target market groups with median incomes above \$50,000 a year represent the annual potential market for all types of new housing units in the Dayton Mall Study Area each year over the next five years.

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The tenure and housing preferences of these 1,615 draw area households are shown on the following table (*see also* Table 1):

Average Annual Market Potential For New Housing Units
THE DAYTON MALL STUDY AREA
Miami Township, Montgomery County, Ohio

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT OF TOTAL
Multi-family for-rent (lofts/apartments, leaseholder)	815	50.5%
Multi-family for-sale (lofts/apartments, condo/co-op ownership)	210	13.0%
Single-family attached for-sale (townhouses/live-work, fee-simple/ condominium ownership)	230	14.2%
Single-family detached for-sale (houses, fee-simple ownership)	<u>360</u>	<u>22.3%</u>
Total	1,615	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2015.

New residential development should concentrate on multi-family housing types, which are integrated most easily with all scales of commercial development and which will support new residential development within the Study Area most efficiently. As a result, this analysis is focusing on multi-family exclusively.

Therefore, excluding those households with a preference for single-family attached and detached units, an annual average of 1,025 households currently living in the defined draw areas represent the pool of potential renters/buyers of new housing units within the Dayton Mall Study Area each year over the next five years (*see again* Table 1).

Table 1

Average Annual Market Potential For Market-Rate Dwelling Units
 Distribution Of Annual Average Number Of Draw Area Households With The Potential
 To Move To The Dayton Mall Study Area Each Year Over The Next Five Years
 Households In Groups With Annual Median Incomes Above \$50,000

The Dayton Mall Study Area
Miami Township, Montgomery County, Ohio

*Miami Township, Montgomery County,
 Regional Draw Area; Balance of U.S.
 Draw Areas*

Total Target Market Households
 With Potential To Rent/Purchase In
 Miami Township, Montgomery County, Ohio 4,515

Total Target Market Households
 With Potential To Rent/Purchase In
 The Dayton Mall Study Area 1,025

Average Annual Market Potential

	<i>Multi-Family</i>		<i>Single-Family</i>			<u>Total</u>	
	<u>For-Rent</u>	<u>For-Sale</u>	<i>.. Attached ..</i> <u>All Ranges</u>	<i>..... Detached</i> <u>Low-Range</u>	<u>Mid-Range</u>		<u>High-Range</u>
Total Households:	815	210	230	165	125	70	1,615
<i>{Mix Distribution}:</i>	50.5%	13.0%	14.2%	10.2%	7.7%	4.3%	100.0%

**Study Area Average Annual Market Potential
 (Excluding Single-Family Attached and Detached)**

	<i>Multi-Family</i>		<u>Total</u>
	<u>For-Rent</u>	<u>For-Sale</u>	
Total Households:	815	210	1,025
<i>{Mix Distribution}:</i>	79.5%	20.5%	100.0%

NOTE: Reference Appendix One, Tables 1 Through 11.

SOURCE: The Nielsen Company;
 Zimmerman/Volk Associates, Inc.

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As derived from the tenure and housing preferences of those draw area households, the distribution of rental and for-sale multi-family housing types is shown on the following table:

Average Annual Market Potential For New Multi-Family Housing Units
THE DAYTON MALL STUDY AREA
Miami Township, Montgomery County, Ohio

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT OF TOTAL
Multi-family for-rent (lofts/apartments, leaseholder)	815	79.5%
Multi-family for-sale (lofts/apartments, condo/co-op ownership)	<u>210</u>	<u>20.5%</u>
Total	1,025	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2015.

The market potential delineated by tenure (rental vs. for-sale) and housing type represents a market-driven sustainable mix for the Dayton Mall Study Area. However, from the development perspective, the initial projects should be limited to rental housing due to higher rental absorption rates, the greater willingness of renters to populate emerging neighborhoods, and the opportunity to provide investment-grade multi-family development. In addition, renters form a pool of potential purchasers of for-sale units in later phases, and rentals are the most efficient way to incorporate units affordable to households with a range of incomes.

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—Rental Distribution—

Based on the incomes and financial capabilities of the 815 households that represent the target markets for new market-rate rental units each year over the next five years, the distribution of annual market potential by rent range is summarized on the following table (*see also* Table 2):

**Target Groups For New Multi-Family For Rent
 Households In Groups With Median Incomes Over \$50,000
 THE DAYTON MALL STUDY AREA
*Miami Township, Montgomery County, Ohio***

MONTHLY RENT RANGE	HOUSEHOLDS PER YEAR	PERCENTAGE
\$1,000–\$1,250	145	17.8%
\$1,250–\$1,500	160	19.6%
\$1,500–\$1,750	165	20.3%
\$1,750–\$2,000	160	19.6%
\$2,000–\$2,250	105	12.9%
\$2,250 and up	<u>80</u>	<u>9.8%</u>
Total:	815	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2015.

Table 2

Target Groups For New Multi-Family For-Rent
Households In Groups With Median Incomes Above \$50,000
The Dayton Mall Study Area
Miami Township, Montgomery County, Ohio

Empty Nesters & Retirees*	<i>Number of Households</i>	<i>Percent</i>
Cosmopolitan Elite	10	1.2%
Suburban Establishment	5	0.6%
Affluent Empty Nesters	10	1.2%
Middle-Class Move-Downs	25	3.1%
Mainstream Retirees	10	1.2%
No-Nest Suburbanites	30	3.7%
Middle-American Retirees	10	1.2%
Subtotal:	100	12.3%
Traditional & Non-Traditional Families†		
Unibox Transferees	10	1.2%
Full-Nest Suburbanites	20	2.5%
Multi-Ethnic Families	20	2.5%
Blue-Collar Button-Downs	25	3.1%
Subtotal:	75	9.2%
Younger Singles & Couples*		
The Entrepreneurs	20	2.5%
The VIPs	50	6.1%
Fast-Track Professionals	25	3.1%
Upscale Suburban Couples	75	9.2%
Twentysomethings	70	8.6%
Suburban Achievers	250	30.7%
Small-City Singles	150	18.4%
Subtotal:	640	78.5%
Total Households:	815	100.0%

* Primarily one- and two-person households

† Primarily three- to five-person households.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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—For-Sale Distribution—

Based on the incomes and financial capabilities of the 210 households that represent the target markets for new market-rate for-sale multi-family units (condominiums) each year over the next five years, the distribution of annual market potential by price range is summarized as follows (*see also* Table 3):

**Target Groups For New Multi-Family For Sale
 Households In Groups With Median Incomes Over \$50,000
 THE DAYTON MALL STUDY AREA
*Miami Township, Montgomery County, Ohio***

PRICE RANGE	HOUSEHOLDS PER YEAR	PERCENTAGE
\$100,000–\$150,000	20	9.5%
\$150,000–\$200,000	45	21.4%
\$200,000–\$250,000	45	21.4%
\$250,000–\$300,000	55	26.3%
\$300,000–\$350,000	25	11.9%
\$350,000 and up	<u>20</u>	<u>9.5%</u>
Total:	210	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2015.

Table 3

Target Groups For New Multi-Family For-Sale
Households In Groups With Median Incomes Above \$50,000

The Dayton Mall Study Area

Miami Township, Montgomery County, Ohio

Empty Nesters & Retirees*	<i>Number of Households</i>	<i>Percent</i>
Cosmopolitan Elite	5	2.4%
Suburban Establishment	10	4.8%
Affluent Empty Nesters	10	4.8%
Middle-Class Move-Downs	10	4.8%
No-Nest Suburbanites	10	4.8%
Middle-American Retirees	5	2.4%
Subtotal:	50	23.8%
Traditional & Non-Traditional Families†		
Multi-Ethnic Families	5	2.0%
Blue-Collar Button-Downs	5	2.4%
Subtotal:	10	4.8%
Younger Singles & Couples*		
The Entrepreneurs	10	4.8%
The VIPs	15	7.1%
Fast-Track Professionals	5	2.4%
Upscale Suburban Couples	35	16.7%
Twentysomethings	20	9.5%
Suburban Achievers	45	21.4%
Small-City Singles	20	9.5%
Subtotal:	150	71.4%
Total Households:	210	100.0%

* Primarily one- and two-person households

† Primarily three- to five-person households.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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TARGET MARKET ANALYSIS

The national ownership housing slump has led to a measurable shift in market preferences from home ownership to rental dwelling units, particularly among younger households, yielding a higher share of consumer preference for multi-family rentals even among relatively affluent consumers than would have been typical just five years ago. At the same time, there has been a significant shift in preferences from suburban subdivisions toward mixed-use neighborhoods,

American households have been changing dramatically over the past several years, in ways that should enhance the effort to create new mixed-use neighborhoods. The significant transformation of American households (particularly shrinking household size and the predominance of one- and two-person households) over the past decade, combined with steadily increasing traffic congestion and fluctuating gasoline prices, has resulted in important changes in neighborhood and housing preferences, with major shifts from predominantly single-family detached houses in lower-density suburbs to higher-density apartments, townhouses, and detached houses in urban and mixed-use neighborhoods. This fundamental transformation of American households is likely to continue for at least the next decade.

This transformation has been driven by the convergence of the preferences of the two largest generations in the history of America: the Baby Boomers (currently estimated at 77 million), born between 1946 and 1964, and the estimated 87 million Millennials, who were born from 1977 to 1996 and, in 2010, surpassed the Boomers in population. The convergence of two generations of this size—simultaneously reaching a point when urban housing matches their life stage—is unprecedented.

In addition to their shared preference for urban living, the Boomers and Millennials are changing housing markets in multiple ways. In contrast to the traditional family (married couples with children) that comprised the typical post-war American household, Boomers and Millennials are households of predominantly singles and couples. As a result, the 21st Century home-buying market now contains more than 63 percent one- and two-person households, and the 37 percent of the homebuyers that could be categorized as family households are equally likely to be non-traditional as

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traditional families. A major consequence of this evolution is that mixed-use development is now more likely to succeed than when suburban single-use preferences dominated the housing market.

As determined by the target market analysis, then, the annual potential market—represented by lifestage—for new housing units in the Dayton Mall Study Area can be characterized by general household type as follows (*see also* Table 4):

- Younger singles and childless couples—including, among others, academic affiliates, office workers, junior executives, craftspeople, and retail and service employees (77 percent);
- Empty nesters and retirees, nearly two-thirds of whom would be moving from elsewhere in the Study Area or the city (15 percent); and
- A small number of urban families (eight percent).

The household groups that represent the market for new units in the Dayton Mall Study Area, their estimated Miami Township-specific median incomes and estimated median home values in 2015, are shown as follows.

Target Groups
(In Order of Median Income)
THE DAYTON MALL STUDY AREA
Miami Township, Montgomery County, Ohio

HOUSEHOLD TYPE	MEDIAN INCOME	MEDIAN HOME VALUE (IF OWNED)
Empty Nesters & Retirees		
<i>Cosmopolitan Elite</i>	\$110,400	\$255,900
<i>Suburban Establishment</i>	\$100,800	\$239,200
<i>Affluent Empty Nesters</i>	\$99,400	\$254,300
<i>Middle-Class Move-Downs</i>	\$73,200	\$160,100
<i>Mainstream Retirees</i>	\$72,600	\$186,800
<i>No-Nest Suburbanites</i>	\$70,700	\$149,400
<i>Middle-American Retirees</i>	\$69,200	\$141,900
Traditional & Non-Traditional Families		
<i>Unibox Transferees</i>	\$119,100	\$236,200
<i>Late-Nest Suburbanites</i>	\$103,700	\$236,400
<i>Full-Nest Suburbanites</i>	\$100,300	\$193,300
<i>Multi-Ethnic Families</i>	\$73,900	\$147,600
<i>Blue-Collar Button-Downs</i>	\$71,000	\$143,400

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HOUSEHOLD TYPE	MEDIAN INCOME	MEDIAN HOME VALUE (IF OWNED)
Younger Singles & Couples		
<i>The Entrepreneurs</i>	\$143,700	\$353,900
<i>The VIPs</i>	\$104,400	\$243,400
<i>Fast-Track Professionals</i>	\$104,100	\$268,600
<i>Upscale Suburban Couples</i>	\$94,900	\$206,300
<i>Twentysomethings</i>	\$72,600	\$172,400
<i>Suburban Achievers</i>	\$68,700	\$174,500
<i>Small-City Singles</i>	\$56,300	\$130,700

NOTE: The names and descriptions of the market groups summarize each group's tendencies—as determined through geo-demographic cluster analysis—rather than their absolute composition. Hence, every group could contain “anomalous” households, such as empty-nester households within a “full-nest” category.

SOURCE: Zimmerman/Volk Associates, Inc., 2015.

APPENDIX THREE, TARGET MARKET DESCRIPTIONS, contains detailed descriptions of each of these target market groups and is provided in a separate document. The METHODOLOGY section at the end of this study describes how the target market groups are derived.

Table 4

Average Annual Market Potential By Household Type
 Distribution Of Annual Average Number Of Draw Area Households With The Potential
 To Move To The Dayton Mall Study Area Each Year Over The Next Five Years
 Households In Groups With Annual Median Incomes Above \$50,000

The Dayton Mall Study Area
Miami Township, Montgomery County, Ohio

Number of Households:	Total	Multi- Family	
		For-Rent	For-Sale
	1,025	815	210
Empty Nesters & Retirees	15%	12%	24%
Traditional & Non-Traditional Families	8%	9%	5%
Younger Singles & Couples	77%	79%	71%
	100%	100%	100%

SOURCE: The Nielsen Company;
 Zimmerman/Volk Associates, Inc.

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THE CURRENT CONTEXT

Summary supply-side information for the Dayton Mall Study Area (covering both rental and for-sale, multi-family and single-family attached) properties is provided as follows: for rental properties, see Table 5; for new for-sale condominium and townhouse properties, see Table 6.

Summary Of Selected Rental Properties
Dayton Mall Market Area, Montgomery County, Ohio
February, 2015

<u>Property Address</u>	<u>Number of Units</u>	<u>Unit Type</u>	<u>Base Rent</u>	<u>Unit Sizes</u>	<u>Rents per Sq. Ft.</u>	<u>Other Information</u>
. <i>Miamisburg</i>						
Hidden Lakes 2480 Foxhill Drive	360	Studio/1ba	\$580 to \$680	538	\$1.08 to \$1.26	<i>Clubhouse, pool, fitness center, business center, concierge, sport courts.</i>
		1br/1ba	\$655 to \$825	675 to 790	\$0.97 to \$1.04	
		2br/1ba	\$705 to \$820	840	\$0.84 to \$0.98	
		2br/2ba	\$770 to \$920	972 to 1,053	\$0.79 to \$0.87	
		3br/2ba	\$895 to \$1,020	1,110	\$0.81 to \$0.92	
The Conifers 2555 Lonesome Pine Drive	168	1br/1ba	\$655 to \$705	663 to 895	\$0.79 to \$0.99	<i>Clubhouse, pool, sport courts, playground.</i>
		2br/2ba	\$735 to \$845	908 to 1,096	\$0.77 to \$0.81	
		3br/2ba	\$905 to \$945	1,233 to 1,288	\$0.73 to \$0.73	
. <i>Kettering</i>						
Thirty 43 by the Greene {recent renovation} 3043 Fountain Circle	120	1br/1ba	\$659 to \$739	600 to 800	\$0.92 to \$1.10	<i>Pool, playground, basketball court, BBQ, picnic area.</i>
		2br/1.5 ba	\$849 to \$879	950 to 1,090	\$0.81 to \$0.89	
. <i>Centerville</i>						
Washington Park 7605 Washington Villages Drive	150	1br/1ba	\$865 to \$920	900	\$0.96 to \$1.02	<i>Clubhouse, pool, fitness center, business center, playground.</i>
		2br/2ba	\$915 to \$975	1,100	\$0.83 to \$0.89	
		2br/2.5ba TH	\$1,070 to \$1,095	1,280	\$0.84 to \$0.86	
		3br/2.5ba TH	\$1,350 to \$1,375	1,500	\$0.90 to \$0.92	

Summary Of Selected Rental Properties
Dayton Mall Market Area, Montgomery County, Ohio
February, 2015

<u>Property Address</u>	<u>Number of Units</u>	<u>Unit Type</u>	<u>Base Rent</u>	<u>Unit Sizes</u>	<u>Rents per Sq. Ft.</u>	<u>Other Information</u>
. <i>Beavercreek</i>						
Fieldstone 4451 Love Lane	108	1br/1ba	\$745 to \$885	597 to 757	\$1.17 to \$1.25	<i>Clubhouse, pool, fitness center, playground.</i>
		2br/2ba	\$920 to \$1,225	957 to 1,117	\$0.96 to \$1.10	
		3br/2ba	\$1,180	1,198	\$0.98	
Lofts at Willow Creek 2621 Hibiscus Way	325	1br/1ba	\$825 to \$935	676 to 841	\$1.11 to \$1.22	<i>Pool, sundeck, jacuzzi, fitness center, billiards lounge, cinema, internet cafe, tanning center.</i>
		1br/1ba/den	\$1,050	930	\$1.13	
		2br/2ba	\$1,125 to \$1,445	1,062 to 1,374	\$1.05 to \$1.06	
		2br/2ba/den	\$1,445	1,443	\$1.00	
The Promenade 4026 Promenade Boulevard	238	1br/1ba	\$850 to \$975	763 to 1,102	\$0.88 to \$1.11	<i>Clubhouse, pool, concierge, fitness center, business center.</i>
		2br/2ba	\$1,025 to \$1,175	1,050 to 1,350	\$0.87 to \$0.98	
The Greene Apartments 4450 Buckeye Lane	206	1br/1ba	\$1,100 to \$1,205	690 to 960	\$1.26 to \$1.59	<i>Community room. fitness center,</i>
		2br/2ba	\$1,365 to \$1,455	1,034 to 1,201	\$1.21 to \$1.32	
		1br/1.5ba TH	\$2,205	815 to 1,009		
		2br/2.5ba/den TH		1,318		
. <i>Mason</i>						
Latitude at Deerfield Crossing 5265 Natorp Boulevard		1br/1ba	\$925 to \$1,210	704 to 995	\$1.22 to \$1.31	<i>Clubhouse, pool, fitness center, concierge services, media center.</i>
		2br/2ba	\$1,220 to \$1,875	1,140 to 1,652	\$1.07 to \$1.13	

Summary Of Selected Rental Properties
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<u>Property Address</u>	<u>Number of Units</u>	<u>Unit Type</u>	<u>Base Rent</u>	<u>Unit Sizes</u>	<u>Rents per Sq. Ft.</u>	<u>Other Information</u>
		<i>..... Springboro</i>				
The Falls at Settler's Walk <i>10 Falls Boulevard</i>	137	1br/1ba	\$953 to \$1,050	742 to 910	\$1.15 to \$1.28	<i>Fitness center, clubhouse, pool, business center, hardwood floors.</i>
		2br/2ba	\$1,200 to \$1,444	995 to 1,298	\$1.11 to \$1.21	
		3br/2.5ba	\$1,550 to \$1,653	1,336 to 1,441	\$1.15 to \$1.16	
		<i>..... City of Dayton</i>				
St. Clair Lofts <i>35 South St. Clair Street</i>	108	1br/1ba	\$650 to \$785	492 to 755	\$1.04 to \$1.32	<i>Residents lounge, fitness center, business center.</i>
		2br/2ba	\$795 to \$1,015	875 to 1,225	\$0.83 to \$0.91	
The Cannery Lofts <i>500 East Third Street</i>	156	1br/1ba	\$935 to \$1,305	492 to 810	\$1.61 to \$1.90	<i>Residents lounge, fitness center, roof terrace.</i>
		2br/2ba	\$840 to \$1,185	1,050 to 1,280	\$0.80 to \$0.93	
		3br/3ba	\$1,415 to \$2,070	1,395	\$1.01 to \$1.48	

Summary of Residential Attached Units Currently For Sale

Dayton Mall Market Area, Montgomery County, Ohio

February, 2015

<i>Property</i>	<i>Unit Type</i>	<i>Year Built</i>	<i>Asking Price</i>	<i>Unit Size</i>	<i>Price psf</i>	<i>Unit Configuration</i>
<i>. Miamisburg Zip Code 45342.</i>						
Springhaven Commons	CO	1974	\$27,000	1,040	\$26	2br / 1ba
	CO	1974	\$54,900	1,332	\$41	3br / 2.5ba
Sycamore Commons	CO	1998	\$64,900	1,232	\$53	2br / 2ba
	CO	1998	\$69,300	1,088	\$64	2br / 1.5ba
	CO	1998	\$69,900	1,224	\$57	2br / 2ba
	CO	1998	\$78,500	1,212	\$65	2br / 2ba
Waterstone	CO	2001	\$67,900	1,124	\$60	2br / 2ba
	CO	2002	\$69,900	1,124	\$62	2br / 2ba
	CO	2003	\$69,900	1,124	\$62	2br / 2ba
	CO	2002	\$74,900	1,220	\$61	2br / 2ba
	CO	2004	\$79,900	1,124	\$71	2br / 2ba
	CO	2002	\$89,900	1,220	\$74	2br / 2ba
	CO	2004	\$89,900	1,124	\$80	2br / 2ba
	CO	2003	\$94,500	1,589	\$59	2br / 2ba
	CO	2004	\$95,000	1,355	\$70	2br / 2ba
	CO	2004	\$95,000	1,124	\$85	2br / 2ba
	CO	2004	\$97,900	1,355	\$72	3br / 2ba
	CO	2001	\$99,900	1,447	\$69	3br / 2ba
	CO	2004	\$102,900	1,442	\$71	3br / 2ba
	CO	2001	\$105,900	1,569	\$67	3br / 2ba
	Ranch CO	2003	\$174,500	1,604	\$109	2br / 2ba
	Ranch CO	2002	\$179,000	1,824	\$98	3br / 2ba
Bay Shores	CO	2001	\$69,900	1,088	\$64	2br / 1.5ba
	CO	1998	\$74,500	1,032	\$72	2br / 2ba
	CO	1998	\$78,500	1,026	\$77	2br / 2ba
	CO	1998	\$85,400	1,276	\$67	3br / 2ba
Southpoint	CO	1998	\$78,900	1,463	\$54	2br / 2ba
	CO	1988	\$79,500	1,175	\$68	2br / 2ba
Ashton Place	Ranch CO	1992	\$98,000	1,012	\$97	2br / 2ba
	Ranch CO	1996	\$99,900	1,265	\$79	2br / 2ba
	Ranch CO	1996	\$104,900	1,142	\$92	2br / 2ba
	Ranch CO	1996	\$114,900	1,265	\$91	2br / 2ba
Sycamore Walk	Ranch CO	2001	\$119,000	1,925	\$62	3br / 3ba
	Ranch CO	2001	\$121,000	1,966	\$62	3br / 3ba
Brookstone	CO	2005	\$184,900	3,158	\$59	2br / 1ba

SOURCE: Multiple Listing Service
Zimmerman/Volk Associates, Inc.

Summary of Residential Attached Units Currently For Sale

Dayton Mall Market Area, Montgomery County, Ohio

February, 2015

<i>Property</i>	<i>Unit Type</i>	<i>Year Built</i>	<i>Asking Price</i>	<i>Unit Size</i>	<i>Price psf</i>	<i>Unit Configuration</i>
<i>West Carrollton Zip Code 45449</i>						
Habitat	CO	1973	\$18,000	1,188	\$15	2br/2.5ba
	CO	1973	\$24,900	775	\$32	1br/1ba
	CO	1973	\$28,000	775	\$36	1br/1ba
	CO	1973	\$36,000	1,179	\$31	2br/2ba
	CO	1973	\$37,000	1,023	\$36	2br/1ba
	CO	1973	\$38,000	1,179	\$32	2br/2ba
	CO	1973	\$39,900	1,023	\$39	2br/1ba
	CO	1970	\$39,900	1,200	\$33	3br/1.5ba
	TH	1973	\$40,000	871	\$46	2br/2ba
	TH	1973	\$43,900	1,188	\$37	2br/2.5ba
	TH	1973	\$47,900	1,179	\$41	2br/2ba
Indian Creek	CO	1975	\$18,100	589	\$31	1br/1ba
	CO	1973	\$23,900	943	\$25	2br/1.5ba
	CO	1974	\$28,500	757	\$38	2br/1ba
	CO	1974	\$33,500	757	\$44	2br/1ba
	CO	1978	\$64,900	1,603	\$40	3br/2ba
	TH	1985	\$66,500	1,140	\$58	2br/1.5ba
	CO	1970	\$67,900	1,559	\$44	3br/2ba
Carrollton Woods	TH	1985	\$28,500	663	\$43	1br/1ba
	CO	1985	\$40,000	1,140	\$35	2br/1.5ba
	TH	1980	\$69,900	1,140	\$61	2br/1.5ba
Villa South Gardens	TH	1973	\$39,900	910	\$44	2br/2ba
South Villa Terrace	CO	1970	\$42,900	1,200	\$36	3br/2ba
Hamilton Village	TH	1974	\$44,900	990	\$45	2br/1.5ba
Fox Hill	TH	1985	\$45,000	1,030	\$44	2br/1.5ba
	TH	1985	\$48,000	1,030	\$47	2br/2ba
Villa South Gardens	TH	1973	\$48,500	1,222	\$40	3br/1ba
	TH	1973	\$51,900	871	\$60	3br/1ba
Tantamount Lane	TH	1973	\$57,500	1,550	\$37	3br2.5ba
Timberline	TH	1979	\$59,900	1,178	\$51	2br/1.5ba
	TH	1983	\$59,900	1,144	\$52	3br/1.5ba
	TH	1984	\$65,000	1,178	\$55	2br/1.5ba
	TH	1979	\$79,900	1,325	\$60	2br/2ba
Whispering Woods	TH	1978	\$79,900	1,628	\$49	3br/2.5ba
Cedar Bark Trail	CO	1983	\$89,900	1,819	\$49	3br/2ba
Camp Hill	CO	1973	\$96,900	1,750	\$55	2br/2ba
Sherwood Forest	TH	1989	\$109,900	1,148	\$96	2br/1.5ba

SOURCE: Multiple Listing Service

Zimmerman/Volk Associates, Inc.

Summary of Residential Attached Units Currently For Sale

Dayton Mall Market Area, Montgomery County, Ohio

February, 2015

<i>Property</i>	<i>Unit Type</i>	<i>Year Built</i>	<i>Asking Price</i>	<i>Unit Size</i>	<i>Price psf</i>	<i>Configuration</i>
<i>. Kettering Zip Code 45429</i>						
Carillon House	CO	1968	\$49,899	1,114	\$45	2br/2ba
	CO	1968	\$59,900	851	\$70	1br/1ba
	CO	1968	\$66,500	1,179	\$56	2br/2ba
	CO	1965	\$112,500	1,626	\$69	3br/2ba
Governors Hill	CO	1965	\$59,000	1,319	\$45	2br/1.5ba
	CO	1968	\$79,000	851	\$93	1br/1ba
Carriage South	CO	1970	\$74,928	1,435	\$52	2br/2ba
	CO	1970	\$77,900	1,435	\$54	2br/2ba
Ashton Gardens	CO	1987	\$92,900	1,185	\$78	2br/2ba
Le Continental	CO	1974	\$210,000	1,856	\$113	2br/2ba
David's Retreat	TH	2005	\$224,900	1,978	\$114	3br/2.5ba
	TH	2005	\$239,000	1,978	\$121	3br/2.5ba
Strathmoor Crossing	TH	1987	\$225,000	1,864	\$121	3br/3.5ba
	TH	1984	\$264,900	2,820	\$94	3br/2.5ba
Oakwood Avenue	CO	1974	\$265,000	2,040	\$130	3br/2ba
<i>. Beavercreek Zip Code 45430</i>						
Cinnamon Ridge	TH	2005	\$97,900	1,222	\$80	2br/1.5ba
	TH	2005	\$99,500	1,116	\$89	2br/1.5ba
	TH	2006	\$105,000	1,222	\$86	2br/1.5ba
	TH	2006	\$108,000	1,222	\$88	2br/1.5ba
	TH	2007	\$120,000	1,408	\$85	2br/1.5ba
	TH	2007	\$129,900	1,408	\$92	2br/1.5ba
Brookstone	CO	2005	\$99,900	1,134	\$88	2br/2ba
	CO	2004	\$99,900			3br/2ba
	CO	2006	\$101,900	1,277	\$80	2br/2ba
	CO	2004	\$103,900	1,367	\$76	3br/2ba
Reserves of Beavercreek	CO	2006	\$99,900	1,472	\$68	2br/2ba
	CO	2005	\$104,500	1,472	\$71	2br/2ba
Spicer Heights	TH	1983	\$99,900	1,200	\$83	3br/1.5ba
Canterbury Trails	Ranch CO	1998	\$102,900	1,132	\$91	2br/2ba
Summit Ridge	TH	2007	\$120,000	1,875	\$64	2br/1.5ba
	TH	1994	\$159,900	1,608	\$99	3br/3.5ba
	TH	1993	\$162,000	1,607	\$101	3br/3.5ba
	TH	1992	\$169,900	2,332	\$73	3br/3.5ba
4058 Whitegate Drive	TH	2006	\$203,000	1,661	\$122	2br/2ba

SOURCE: Multiple Listing Service
Zimmerman/Volk Associates, Inc.

Summary of Residential Attached Units Currently For Sale

Dayton Mall Market Area, Montgomery County, Ohio

February, 2015

<i>Property</i>	<i>Unit Type</i>	<i>Year Built</i>	<i>Asking Price</i>	<i>Unit Size</i>	<i>Price psf</i>	<i>Configuration</i>
<i>. Centerville and Washington Township Zip Codes 45459 and 45458</i>						
Shadowcreek	CO	1970	\$28,500	808	\$35	2br/1ba
Williamsburg Woods	TH	1987	\$49,900	1,249	\$40	2br/2ba
	TH	1987	\$54,000	1,237	\$44	2br/2ba
Abbey Wood	TH	1982	\$54,850	900	\$61	2br/1.5ba
Brams Hill Drive	CO	1979	\$54,900	964	\$57	2br/1.5ba
Village of Willow Crk	CO	1988	\$54,900	1,439	\$38	4br/2ba
	CO	1987	\$64,900	987	\$66	2br/2ba
Betsy Ross Circle	CO	1981	\$57,500	1,024	\$56	2br/1.5ba
	CO	1981	\$59,900	1,024	\$58	2br/1.5ba
Clareridge Manor	CO	1972	\$57,500	1,208	\$48	2br/1.5ba
Captains Bridge	CO	1993	\$59,900	1,002	\$60	2br/2ba
Hunters Glen	CO	1990	\$60,000	987	\$61	2br/2ba
	CO	1990	\$69,900	987	\$71	2br/2ba
Village Square	TH	1969	\$60,000	1,269	\$47	2br/2ba
Keystover Trail	CO	1977	\$61,900	1,285	\$48	2br/2.5ba
Port Circle	TH	1985	\$62,900	1,621	\$39	3br/2ba
Washington Colony	CO	1978	\$62,900	1,032	\$61	2br/1.5ba
	CO	1978	\$65,000	905	\$72	1br/1ba
	CO	1978	\$74,450	905	\$82	2br/1ba
	CO	1977	\$89,900	1,326	\$68	2br/2ba
	CO	1977	\$89,900	1,080	\$83	2br/1.5ba
	CO	1977	\$94,450	1,326	\$71	3br/2ba
	CO	1973	\$109,500	1,495	\$73	2br/2ba
Pinehurst	Ranch CO	1980	\$63,500	960	\$66	1br/1ba
	CO	1981	\$79,900	1,120	\$71	2br/1.5ba
	CO	1981	\$84,900	1,148	\$74	2br/1.5ba
	CO	1980	\$99,900	1,148	\$87	2br/1.5ba
Nantucket Landing	TH	1987	\$63,700	1,292	\$49	2br/2.5ba
	CO	1986	\$79,900	933	\$86	1br/1.5ba
	TH	1987	\$84,500	1,015	\$83	2br/2ba
	TH	1986	\$89,900	1,140	\$79	2br/1.5ba
	TH	1987	\$98,000	1,015	\$97	2br/1.5ba
	TH	1988	\$104,499	1,152	\$91	2br/2.5ba
	TH	1989	\$108,900	1,080	\$101	3br/2.5ba
	TH	1985	\$109,000	1,443	\$76	2br/1.5ba

SOURCE: Multiple Listing Service
Zimmerman/Volk Associates, Inc.

Summary of Residential Attached Units Currently For Sale

Dayton Mall Market Area, Montgomery County, Ohio

February, 2015

<i>Property</i>	<i>Unit Type</i>	<i>Year Built</i>	<i>Asking Price</i>	<i>Unit Size</i>	<i>Price psf</i>	<i>Configuration</i>
<i>. Centerville and Washington Township Zip Codes 45459 and 45458 {continued}</i>						
Lexington Meadows	CO	1992	\$67,250	1,077	\$62	2br/2ba
	CO	1992	\$67,500	1077	\$63	2br/2ba
	CO	1991	\$72,000	1,077	\$67	2br/2ba
	CO	1991	\$77,000	1,077	\$71	2br/2ba
	TH	1994	\$124,900	1,393	\$90	2br/2ba
Paragon Commons	TH	1983	\$68,500	1,015	\$67	2br/2ba
	TH	1983	\$79,900	1,120	\$71	2br/2.5ba
Normandy Commons	TH	1975	\$68,850	1,159	\$59	2br/1.5ba
	TH	1975	\$75,900	1,159	\$65	2br/1.5ba
Brams Hill	CO	1979	\$69,900	1,056	\$66	2br/1.5ba
	TH	1978	\$74,900	1,160	\$65	2br/1.5ba
Beech Glen	TH	1979	\$69,900	1,155	\$61	2br/1.5ba
Village Square	TH	1969	\$70,000	1,200	\$58	2br/2ba
	TH	1969	\$76,900	1,200	\$64	3br/1.5ba
	TH	1969	\$84,900	1,200	\$71	3br/1.5ba
Fox Ridge Villas	TH	1984	\$80,000	1,044	\$77	2br/1.5ba
	TH	1986	\$81,900	1,044	\$78	2br/1.5ba
	TH	1984	\$82,900	1,044	\$79	2br/1.5ba
	TH	1984	\$82,900	1,044	\$79	2br/1.5ba
	TH	1984	\$83,900	1,044	\$80	2br/1.5ba
Mandel Way	TH	1990	\$84,000	1,200	\$70	2br/1.5ba
Bridgeport	CO	1993	\$84,900	1,248	\$68	3br/2ba
Carriage Trace	CO	1974	\$85,900	1,008	\$85	2br/2ba
	TH	1979	\$114,900	1,709	\$67	3br/2.5ba
	TH	1974	\$115,000	1,632	\$70	3br/2.5ba
	TH	1978	\$126,900	1,754	\$72	2br/2ba
Bay Pointe	Ranch CO	1988	\$87,000	1,103	\$79	2br/1.5ba
	TH	1988	\$91,500	1,091	\$84	2br/1.5ba
Timber Ridge	TH	1979	\$88,000	1,924	\$46	3br/2.5ba
	TH	1974	\$88,500	1,694	\$52	2br/2ba
	TH	1981	\$94,900	1,665	\$57	2br/2ba
	TH	1979	\$109,900	1,667	\$66	2br/2ba
Greenbrier Commons	CO	1976	\$92,900	1,254	\$74	2br/1.5ba
	CO	1976	\$99,500	1,254	\$79	2br/1.5ba
	TH	1975	\$109,900	1,480	\$74	3br/2.5ba

SOURCE: Multiple Listing Service
Zimmerman/Volk Associates, Inc.

Summary of Residential Attached Units Currently For Sale

Dayton Mall Market Area, Montgomery County, Ohio

February, 2015

<i>Property</i>	<i>Unit Type</i>	<i>Year Built</i>	<i>Asking Price</i>	<i>Unit Size</i>	<i>Price psf</i>	<i>Configuration</i>	
<i>. Centerville and Washington Township Zip Codes 45459 and 45458 {continued}</i>							
Whispering Oaks	TH	1985	\$98,900	1,610	\$61	2br/2ba	
	TH	1985	\$139,900	2,474	\$57	2br/2ba	
	TH	1985	\$134,900	2,136	\$63	2br/2ba	
	TH	1986	\$134,900	1,550	\$87	2br/2ba	
	TH	1985	\$175,900	1,601	\$110	2br/2.5ba	
Country Shire Estates	Ranch CO	1977	\$98,900	1,621	\$61	2br/2ba	
Timber Park	TH	1995	\$108,900	1,534	\$71	3br/2.5ba	
	TH	1997	\$131,500	1,588	\$83	3br/2.5ba	
Patriot Square	TH	1975	\$114,900	1,544	\$74	2br/2ba	
	TH	1974	\$119,900	1,638	\$73	2br/1.5ba	
	TH	1974	\$119,900	1,638	\$73	2br/2.5ba	
Valais Court	Ranch CO	1983	\$118,000	1,593	\$74	3br/2ba	
	TH	1987	\$135,900	1,698	\$80	3br/2.5ba	
Queensgate	TH	1984	\$119,900	1,736	\$69	3br/3ba	
Windom Square	TH	1975	\$119,900	1,306	\$92	2br/2.5ba	
Twin Lakes West	TH	2004	\$125,000	1,599	\$78	3br/2.5ba	
	TH	2003	\$127,500	1,369	\$93	3br/2.5ba	
	TH	2014 *	\$139,900	1,392	\$101	2br/1.5ba	
	TH	2014 *	\$139,900	1,392	\$101	2br/1.5ba	
	TH	2014 *	\$142,900	1,392	\$103	2br/1.5ba	
	TH	2007	\$174,900	2,475	\$71	3br/3.5ba	
	TH	2007	\$174,900	2,475	\$71	3br/3.5ba	
	TH	2014 *	\$179,900	2,092	\$86	3br/2.5ba	
	TH	2008	\$184,000	2,575	\$71	3br/3.5ba	
	TH	2008	\$184,000	2,575	\$71	3br/3.5ba	
	TH	2007	\$185,900	2,475	\$75	3br/3.5ba	
	TH	2012	\$189,900	1,860	\$102	3br/3.5ba	
	TH	2014 *	\$199,900	2,092	\$96	3br/3.5ba	
	TH	2014 *	\$204,990	2,092	\$98	3br/3.5ba	
	Waterfront Place	TH	1992	\$127,900	1,327	\$96	3br/2.5ba
Lofts of Oakcreek		TH	1994	\$134,500	2,370	\$57	4br/2.5ba
		TH	1983	\$141,900	2,370	\$60	3br/2.5ba
		TH	1984	\$144,900	2,370	\$61	4br/2.5ba

* New Construction

SOURCE: Multiple Listing Service
Zimmerman/Volk Associates, Inc.

Summary of Residential Attached Units Currently For Sale

Dayton Mall Market Area, Montgomery County, Ohio

February, 2015

<i>Property</i>	<i>Unit Type</i>	<i>Year Built</i>	<i>Asking Price</i>	<i>Unit Size</i>	<i>Price psf</i>	<i>Configuration</i>
<i>. . . . Centerville and Washington Township Zip Codes 45459 and 45458 {continued}</i>						
Turnberry Village	Ranch CO	1998	\$139,900	1,401	\$100	2br/2ba
	Ranch CO	1999	\$147,000	1,464	\$100	3br/2.5ba
Wythe Parish	TH	1972	\$159,900	2,392	\$67	3br/2.5ba
Birkdale Hills Estates	Ranch CO	2003	\$160,000	1,703	\$94	3br/2ba
Yankee Vineyards	Ranch CO	1998	\$160,000	1,959	\$82	3br/2ba
	Ranch CO	1995	\$165,000	1,762	\$94	3br/2ba
	Ranch CO	1997	\$172,000	1,762	\$98	3br/2ba
Deer Run	TH	1987	\$169,900	2,343	\$73	3br/2.5ba
	TH	1992	\$169,900	2,005	\$85	3br/2.5ba
	TH	1991	\$217,500	2,900	\$75	4br/3ba
	TH	1987	\$219,900	2,512	\$88	2br/1ba
	Ranch CO	1992	\$240,000	3,339	\$72	3br/3ba
	TH	1992	\$244,900	2,370	\$103	3br/2.5ba
	Ranch CO	1994	\$254,900	2,310	\$110	3br/2.5ba
	TH	1992	\$265,000	2,775	\$95	3br/2.5ba
	Ranch CO	1990	\$289,900	3,326	\$87	3br/3.5ba
Edinburgh Village	Ranch CO	1990	\$319,900	3,416	\$94	3br/3ba
	Ranch CO	2000	\$172,900	1,631	\$106	3br/2ba
	Ranch CO	2001	\$175,000	1,631	\$107	3br/2ba
	Ranch CO	2001	\$175,000	1,671	\$105	3br/2ba
Willow Creek	Ranch CO	1992	\$174,900	1,632	\$107	2br/2ba
	Ranch CO	1996	\$192,900	2,086	\$92	3br/3ba
Creek View	CO	1982	\$194,900	2,692	\$72	2br/2.5ba
Vienna Estates	Ranch CO	1995	\$199,900	1,873	\$107	3br/2ba
	Ranch CO	1995	\$209,900	2,025	\$104	2br/2ba
Soraya Farms	Ranch CO	2013	\$209,900			2br/2ba
	Det CO	2001	\$214,900	2,095	\$103	2br/2ba
Yankee Commons	Det CO	2005	\$209,900	2,012	\$104	3br/2ba
Yankee Trace	Det CO	2003	\$210,900	2,210	\$95	3br/2ba
Yankee Trace	Ranch CO	2014 *	\$234,900	1,693	\$139	3br/2ba
Yankee Trace	Ranch CO	2004	\$239,900	2,093	\$115	4br/3ba
Bourdeaux Way		2014 *	\$214,900			2br/2ba

* New Construction

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Zimmerman/Volk Associates, Inc.

Summary of Residential Attached Units Currently For Sale

Dayton Mall Market Area, Montgomery County, Ohio

February, 2015

<i>Property</i>	<i>Unit Type</i>	<i>Year Built</i>	<i>Asking Price</i>	<i>Unit Size</i>	<i>Price psf</i>	<i>Configuration</i>
<i>. . . . Centerville and Washington Township Zip Codes 45459 and 45458 {continued}</i>						
Scarborough Village	Ranch CO	2008	\$219,500	1,726	\$127	2br/2ba
	Ranch CO	2008	\$239,900	1,698	\$141	3br/2ba
	Ranch CO	2013 *	\$244,000	1,860	\$131	3br/2ba
Vienna Estates	Ranch CO	1995	\$219,900	2,300	\$96	3br/2.5ba
Maple Run	Patio	2007	\$229,000	1,780	\$129	3br/2ba
Parragon Place	Ranch CO	2014 *	\$269,900	2,000	\$135	3br/2ba
<i>. . . . Springboro Zip Code 45066</i>						
Clearcreek	TH	1994	\$99,900	1,428	\$70	3br/2.5ba
	TH	1985	\$119,900	1,343	\$89	2br/2ba
	TH	2003	\$149,900	1,311	\$114	2br/2ba
	TH	2004	\$152,900	1,570	\$97	2br/2ba
	TH	2004	\$162,995	1,869	\$87	3br/2.5ba
	TH	2005	\$167,500	1,570	\$107	2br/2ba
Settler's Walk	Villa	2000	\$124,999	1,700	\$74	3br/2.5ba
	Villa	2001	\$139,900	1,422	\$98	3br/2ba
Locust Drive	TH	2006	\$127,500	4,356	\$29	2br/1.5ba
Soraya Farms	TH	2008	\$297,000	2,427	\$122	3br/3ba

* New Construction

SOURCE: Multiple Listing Service
Zimmerman/Volk Associates, Inc.

The Dayton Mall Study Area
Miami Township, Montgomery County, Ohio
 May, 2015

OPTIMUM RESIDENTIAL MIX: THE DAYTON MALL STUDY AREA

For purposes of this analysis, and based on the housing preferences of the target households, the target residential mix for the Dayton Mall Study Area has been established for up to 700 dwelling units. Site planning and the feasibility of non-residential uses may indicate that either a greater or lesser number of units could be developed within the Study Area; regardless of the number of units, the target residential mix of rental and for-sale multi-family units should be adhered to as closely as possible. As derived from market preferences, then, the target residential mix of up to 700 units would be as follows:

Target Residential Mix: 700 New Housing Units
THE DAYTON MALL STUDY AREA
Miami Township, Montgomery County, Ohio

HOUSING TYPE	PERCENT OF TOTAL	NUMBER OF UNITS
Multi-family for-rent (lofts/apartments, leaseholder)	79.5%	555
Multi-family for-sale (lofts/apartments, condo/co-op ownership)	<u>20.5%</u>	<u>145</u>
Total	100.0%	700

SOURCE: Zimmerman/Volk Associates, Inc., 2015.

The first residential phase should be limited to rental development, since, as noted earlier in the study, there are higher absorption rates for rental than ownership units, and renters show a greater willingness to populate emerging neighborhoods.

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—*Optimum Market Position*—

Based on the tenure and housing preferences of draw area households and their income and equity levels, the market-entry rents, in 2015 dollars, for up to 700 newly-developed residential units that could currently be sustained by the market within the Dayton Mall Study Area is as follows (*see also* Table 5 for greater detail):

Optimum Market Position
THE DAYTON MALL STUDY AREA
Miami Township, Montgomery County, Ohio

NUMBER	HOUSING TYPE	RENT RANGE	SIZE RANGE	RENT PER SQ. FT.
MULTI-FAMILY RENTAL—				
375	Soft Lofts*	\$750–\$1,600/month	450–1,050 sf	\$1.52–\$1.67 psf
	Weighted Averages:	\$1,243/month	823 sf	\$1.51 psf
180	Upscale Apartments	\$1,700–\$2,250/month	600–1,450 sf	\$1.55–\$1.67 psf
	Weighted Averages:	\$1,534/month	960 sf	\$1.60 psf
MULTI-FAMILY FOR-SALE—				
125	Soft Lofts*	\$135,000–\$200,000	800–1,250 sf	\$160–\$169 psf
	Weighted Averages:	\$171,750	1,058 sf	\$162 psf
25	Upscale Apartments	\$195,000–\$325,000	1,000–1,750 sf	\$186–\$195 psf
	Weighted Averages:	\$253,500	1,160 sf	\$191 psf

700 dwelling units

*Soft Lofts: Unit interiors typically have high ceilings, are fully finished and partitioned into individual rooms. Units may also contain architectural elements reminiscent of hard lofts.

SOURCE: Zimmerman/Volk Associates, Inc., 2015.

Based on unit types, sizes, configurations, and mix outlined in the optimum market position on Table 7, the weighted average rent and prices for each of the housing types is as follows:

Weighted Average Base Rent and Prices
THE DAYTON MALL STUDY AREA
Miami Township, Montgomery County, Ohio

HOUSING TYPE	WEIGHTED AVERAGE BASE RENT/PRICES	WEIGHTED AVERAGE UNIT SIZE	WEIGHTED AVERAGE BASE RENT/PRICES PER SQ. FT.
Multi-family for-rent	\$1,357 per month	877 sf	\$1.55
Multi-family for-sale	\$202,759	1,160	\$175

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

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Rents and prices are in year 2015 dollars, are exclusive of consumer options and upgrades, floor or location premiums, and cover the broad range of rents and prices that could be sustained by the market in the Dayton Mall Study Area. Although annual incomes have risen for many households in the city over the past five years, the higher down payments currently required by lenders will preclude many younger households from becoming first-time buyers. Because of these affordability issues, it would seem that older households should therefore comprise a greater percentage of the market over the next two or three years. However, weakness in the resale market could potentially constrain a number of these buyers as well.

If zoning permits, a rental building containing 30 to 50 soft lofts could be leased as live-work, live only, or work only, depending on the preferences of the tenant. Limited community amenities, such as a community room, fitness center, and business center should be provided, preferably with street entrances.

Optimum Market Position
700 Market-Rate Dwelling Units
The Dayton Mall Study Area
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<u>Percent Number</u>	<u>Housing Type</u>	<u>Unit Configuration</u>	<u>Unit Mix</u>	<u>Base Rent/Price</u>	<u>Unit Size</u>	<u>Rent/Price Per Sq. Ft.</u>	<u>Annual Market Capture</u>
<u>79.5%</u>	Multi-Family For-Rent						<u>82 to 122 units</u>
375	Soft Lofts	Microloft/1ba	15%	\$750	450	\$1.67	
		Loft/1ba	25%	\$950	650	\$1.46	
		Mezzanine Loft/1.5ba	20%	\$1,150	750	\$1.53	
		Loft/1ba	20%	\$1,350	950	\$1.42	
		Mezzanine Loft/1.5ba	20%	\$1,600	1,050	\$1.52	
		Weighted averages:		\$1,243	823	\$1.51	
180	Upscale Apartments	Studio/1ba	20%	\$1,000	600	\$1.67	
		1br/1ba	30%	\$1,300	800	\$1.63	
		2br/2ba	25%	\$1,750	1,100	\$1.59	
		2br/2.5ba split	15%	\$1,875	1,200	\$1.56	
		2br/2.5ba/den	10%	\$2,250	1,450	\$1.55	
		Weighted averages:		\$1,534	960	\$1.60	
		Overall weighted averages:		\$1,357	877	\$1.55	
<u>555</u>	dwelling units						

NOTE: Base rents/prices in year 2015 dollars and exclude floor and view premiums, options and upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

Optimum Market Position
700 Market-Rate Dwelling Units
The Dayton Mall Study Area
Miami Township, Montgomery County, Ohio
March, 2015

<u>Percent Number</u>	<u>Housing Type</u>	<u>Unit Configuration</u>	<u>Unit Mix</u>	<u>Base Rent/Price</u>	<u>Unit Size</u>	<u>Rent/Price Per Sq. Ft.</u>	<u>Annual Market Capture</u>
<u>20.5%</u>	Multi-Family For-Sale						<u>18 to 21 units</u>
90	Soft Lofts	1br/1ba	25%	\$135,000	800	\$169	
		1br/1ba/office	15%	\$155,000	950	\$163	
		2br/2ba	35%	\$185,000	1,150	\$161	
		2br/2ba/den	25%	\$200,000	1,250	\$160	
		Weighted averages:		\$171,750	1,058	\$162	
55	Upscale Condominiums	1br/1.5ba	30%	\$195,000	1,000	\$195	
		2br/2.5ba	30%	\$250,000	1,300	\$192	
		2br/2.5ba/den	25%	\$285,000	1,500	\$190	
		3br/2.5ba	15%	\$325,000	1,750	\$186	
		Weighted averages:		\$253,500	1,328	\$191	
		Overall weighted averages:		\$202,759	1,160	\$175	
<u>145</u>	dwelling units						
<u>700</u>	total units						

NOTE: Base rents/prices in year 2015 dollars and exclude floor and view premiums, options and upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

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—*Market Capture*—

Zimmerman/Volk Associates has determined that a capture of 10 percent of the annual potential market for new rental housing within the Study Area is achievable over the next five years. However, as the Study Area is built out in a mix of residential and commercial uses within a neighborhood context, the capture rate for new rental housing units is likely to rise to 15 percent in later phases.

The capture rate for the first condominium building to be developed on the site is estimated at 8.5 percent of the annual potential market, and rising to 10 percent for later buildings. (Nationally, prior to the housing collapse in 2008, new dwelling units represented 15 percent of all units sold; for the most recent 12-month period from April 2013 to March 2014, new dwelling units represented just 7.9 percent of all units sold.)

Based on these market capture rates, annual absorption for the first buildings is shown on the following table (*see again* Table 7):

Annual Capture of Market Potential
THE DAYTON MALL STUDY AREA
Miami Township, Montgomery County, Ohio

HOUSING TYPE	NUMBER OF HOUSEHOLDS	ANNUAL CAPTURE RATE	FORECAST ABSORPTION
Rental Multi-Family (lofts/apartments, leaseholder)	815	10% to 15%	82 to 122 units
For-Sale Multi-Family (lofts/apartments, condo/co-op ownership)	<u>210</u>	8.5% to 10%	<u>18 to 21 units</u>
Total	1,025		100 to 143 units

SOURCE: Zimmerman/Volk Associates, Inc., 2015.

At the forecast absorption of 82 to 122 rental units per year and 18 to 21 condominium units per year, 700 dwelling units as outlined in the optimum market position would be leased and sold in five to seven years.

The capture rates of the annual potential market used here are conservative and fall well within the target market methodology's parameters of feasibility.

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NOTE: Target market capture rates are a unique and highly-refined measure of feasibility. Target market capture rates are *not* equivalent to—and should not be confused with—penetration rates or traffic conversion rates.

The **target market capture rate** is derived by dividing the *annual* forecast absorption—in aggregate and by housing type—by the number of households that have the potential to purchase or rent new housing within a specified area *in a given year*.

The **penetration rate** is derived by dividing the *total* number of dwelling units planned for a property by the *total* number of draw area households, sometimes qualified by income.

The **traffic conversion rate** is derived by dividing the *total* number of buyers or renters by the *total* number of prospects that have visited a site.

Because the prospective market for a location is more precisely defined, target market capture rates are higher than the more grossly-derived penetration rates. However, the resulting higher capture rates are well within the range of prudent feasibility.

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METHODOLOGY

The technical analysis of market potential for new rental and for-sale housing units within the Dayton Mall Study Area included delineation of the draw areas—based on the most recent migration data for Montgomery County, and incorporating additional data from the U.S. Bureau of the Census American Community Survey for Miami Township and Montgomery County—as well as physical evaluation of the Study Area and the surrounding context. The appendix tables referenced here are provided in a separate document.

The delineation of the draw areas for the Study Area was based on historical settlement patterns, migration trends for Miami Township and Montgomery County, and other market dynamics.

The evaluation of the Study Area’s market potential was derived from target market analysis of households in the draw areas, and yielded:

- The depth and breadth of the potential housing market by tenure (rental and ownership) and by type (multi-family and single-family attached and detached units);
- The composition of the potential housing market (empty-nesters/retirees, traditional and non-traditional families, younger singles/couples); and
- The incomes and financial capabilities of the potential housing market (households in groups with median incomes at or above \$50,000 per year).

DELINEATION OF THE DRAW AREAS (MIGRATION ANALYSIS)—

Taxpayer migration data provide the framework for the delineation of the draw areas—the principal counties of origin for households that are likely to move to Miami Township and to the Study Area. These data are maintained at the county and “county equivalent” level by the Internal Revenue Service and provide a clear representation of migration and mobility patterns. These data have been supplemented by mobility data from the American Community Survey for Miami Township and for Montgomery County.

Appendix One, Table 1.

Migration Trends

Analysis of Montgomery County migration and mobility patterns from 2006 through 2010—the latest data available from the Internal Revenue Service—shows that, over the study period, the

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number of households moving into the county remained relatively steady, from 10,310 households in 2006 to 10,240 households in 2010. Approximately 42 percent of the county's in-migration is from neighboring Greene, Warren, Miami, Butler, and Clark Counties.

Over the same period, the number of households moving out of the county fluctuated between the high of 12,380 out-migrating households in 2007 to the low of 10,705 out-migrating households in 2009. Over the study period, Montgomery County posted net household migration losses (more households moved out of the county than moved into the county) ranging between a net loss of 510 households in 2009 to a net loss of over 2,000 households in 2007.

Although *net* migration provides insights into a county's historical ability to attract or retain households compared to other locations, it is those households likely to move *into* a county (gross *in*-migration) that represent the county's external market potential.

Extrapolating from the migration data, then, the draw areas for new and existing housing units in Miami Township and the Dayton Mall Study Area have been determined as follows:

- The primary (internal) draw area, covering households currently living within Miami Township.
- The secondary (external) draw area, covering households currently living in the balance of Montgomery County.
- The regional (external) draw area, covering households with the potential to move to Miami Township from the adjacent counties of Greene, Warren, Miami, Butler, and Clark.
- The national (external) draw area, covering households with the potential to move to Miami Township from all other U.S. counties (primarily those in Ohio and the Midwest).

Migration Methodology:

County-to-county (or parish) migration is based on the year-to-year changes in the addresses shown on the population of returns from the Internal Revenue Service Individual Master File system. Data on migration patterns by county, or county equivalent, for the entire United States, include inflows and outflows. The data include the number of returns (which can be used to approximate the

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number of households), and the median and average incomes reported on the returns. American Community Survey Data is also used to clarify migration and mobility patterns for geographic units smaller than the county level.

2015 TARGET MARKET CLASSIFICATION OF TOWNSHIP AND COUNTY HOUSEHOLDS—

Geo-demographic data obtained from The Nielsen Company provide the framework for the organization of households into groups with common characteristics, not only by lifestage and demographic characteristics, but also by lifestyle preferences and socio-economic factors (target market methodology™). For purposes of this study, only those household groups with median incomes at or above \$50,000 are included in the analysis. An appendix containing detailed descriptions of each of these target market groups is provided along with the study.

The three main lifestages are:

- Younger singles and couples, largely one- and two-person households with the head of household typically aged between 20 and 35, comprised now mainly of the Millennial generation, who were born between 1977 and 1996;
- Families, comprising both “traditional” families (married couples with one or more children) and “non-traditional” families (a wide range of family households, from a single parent with one or more children, an adult caring for younger siblings, a grandparent with custody of grandchildren, to an unrelated, same-sex couple with children), primarily Generation X, born between 1965 and 1976; and
- Empty nesters and retirees, largely one- and two-person households with the head of household typically aged over 50, primarily encompassing the Baby Boom generation, born between 1946 and 1964, as well as earlier generations.

Appendix One, Tables 2 and 3.

Target Market Classifications

As estimated by the Nielsen Company, 21,495 households live in Miami Township in 2015; approximately 65 percent, or 13,970 households, are categorized in target market groups with median incomes of \$50,000 or more. (*Reference* Appendix One, Table 2.) Over 45 percent of these households can be characterized as empty nesters and retirees, another 28.1 percent are younger singles and couples, and 26.8 percent are traditional and non-traditional families.

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Median income within the township is estimated at \$50,400, almost 94 percent of the national median of \$53,700. The township's median home value is estimated at \$145,700, over three-quarters of the national median of \$191,200.

Approximately 224,210 households live in Montgomery County in 2015. Over 52 percent, or 118,010 households, are in target market groups with median incomes of \$50,000 or more. (*Reference* Appendix One, Table 3.) Nearly 55 percent of these households could be characterized as empty nesters and retirees, another 22.6 percent are traditional and non-traditional families, and 22.4 percent are younger singles and couples.

County median income is estimated at \$42,500, nearly 16 percent below the township median. Median home value in the county is estimated at \$119,100, over 18 percent below the township median.

Target Market Methodology™:

The proprietary target market methodology developed by Zimmerman/Volk Associates is an analytical technique, using the PRIZM NE household clustering system, that establishes the optimum market position for residential development of any property—from a specific site to an entire political jurisdiction—through cluster analysis of households living within designated draw areas. In contrast to conventional supply/demand analysis—which is based on supply-side dynamics and baseline demographic projections—target market analysis establishes the optimum market position derived from the housing and lifestyle preferences of households in the draw area and within the framework of the local housing market context, even in locations where no close comparables exist.

Clusters of households (usually between 10 and 15) are grouped according to a variety of significant “predictable variables,” ranging from basic demographic characteristics, such as income qualification and age, to less-frequently considered attributes known as “behaviors,” such as mobility rates, lifestage, and lifestyle patterns.

Mobility rates detail how frequently a household moves from one dwelling unit to another.

Lifestage denotes what stage of life the household is in, from initial household formation (typically when a young person moves out of his or her parents' household into his or her own dwelling unit),

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through family formation (typically, marriage and children) to retirement (typically, no longer employed).

Lifestyle patterns reflect the ways households choose to live, *e.g.*, an urban lifestyle includes residing in a dwelling unit in a city, most likely high-density, and implies the ability to walk to more locations than a suburban lifestyle, which is most likely lower-density and typically requires automobile ownership to get to non-residential locations.

Zimmerman/Volk Associates has refined the analysis of these household clusters through the correlation of more than 500 data points related to housing preferences and consumer and lifestyle characteristics.

As a result of this process, Zimmerman/Volk Associates has identified 41 target market groups with median incomes that enable most of the households within each group to qualify for market-rate housing. The most affluent of the 41 groups can afford the most expensive new ownership units; the least prosperous are candidates for the least expensive existing rental apartments. Another 25 groups have median incomes such that most of the households require housing finance assistance.

Once the draw areas for a property or study area have been defined, then—through field investigation, analysis of historic migration and development trends, and employment and commutation patterns—the households within those areas are quantified using the target market methodology. The potential market for new market-rate units is then determined by the correlation of a number of factors—including, but not limited to: household mobility rates; median incomes; lifestyle characteristics and housing preferences; the location of the site or study area; and the current housing market context.

The end result of this series of filters is the optimum market position—by tenure, building configuration and household type, including specific recommendations for unit sizes, rents and/or prices—and projected capture of the annual potential market.

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DETERMINATION OF THE ANNUAL POTENTIAL MARKET FOR MIAMI TOWNSHIP (MOBILITY ANALYSIS)—

The mobility tables, individually and in summaries, indicate the number and type of households that have the potential to move within or to Miami Township each year over the next five years. The total number with the potential to move from each county is derived from historical migration trends; the number of households from each group is based on each group's mobility rate.

Appendix One, Table 4.

Internal Mobility (Households Moving *within* Miami Township)—

Zimmerman/Volk Associates integrates U.S. Bureau of the Census data from the American Community Survey with data from the Nielsen Company to determine the number of households in each target market group that will move from one residence to another within a specific jurisdiction in a given year (internal mobility).

Based on this analysis, Zimmerman/Volk Associates has determined that an average of 1,620 households in groups with median incomes above \$50,000 currently living in Miami Township have the potential to move from one residence to another—rental or ownership, new or resale—each year over the next five years.

Appendix One, Table 5.

External Mobility (Households Moving *to* Miami Township from the Balance of Montgomery County)—

The same sources of data are used to determine the number of households in each target market group that will move from one area to another within the same county.

The data shows that an annual average of 1,415 households, currently living in the balance of Montgomery County and in groups with median incomes of \$50,000 or more, have the potential to move from a residence in the county to a residence in Miami Township each year over the next five years.

Over 48 percent of these households are likely to be younger singles and couples (in nine market groups); 26.9 percent are empty nesters and retirees (in 13 groups); and the remaining 25.1 percent are traditional and non-traditional families (in 11 groups).

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Appendix One, Tables 6 and 7; Appendix Two, Tables 1 through 5.

External Mobility (Households Moving to Miami Township from Outside Montgomery County)—

These tables determine the average annual number of households in each target market group living in each draw area county and the balance of the United States that are likely to move to Miami Township each year over the next five years (through a correlation of Nielsen Company data, U.S. Bureau of the Census data, and the Internal Revenue Service migration and mobility data).

Appendix One, Table 8.

Annual Market Potential for New and Existing Dwelling Units in Miami Township—

This table summarizes Appendix One, Tables 4 through 7. The numbers in the Total column on page one of this table indicate the depth and breadth of the potential market for new and existing market-rate dwelling units in Miami Township each year over the next five years originating from households in groups with median incomes of \$50,000 or more currently living in the draw areas. An annual average of 4,515 households in groups with median incomes over \$50,000 have the potential to move within or to the township each year over the next five years.

Younger singles and couples are likely to account for more than half of these households (in 12 of Zimmerman/Volk Associates' target market groups); 27 percent are likely to be traditional and non-traditional families (in 13 groups); and the remaining 21.7 percent are likely to be empty nesters and retirees (in 16 groups).

As derived from the migration and mobility analyses, then, the distribution of the draw areas as a percentage of the annual potential market for new and existing housing units in Miami Township is outlined as follows (*reference again* Appendix One, Table 8):

Annual Market Potential by Draw Area
New and Existing Dwelling Units
Miami Township, Montgomery County, Ohio

Miami Township (Primary Draw Area):	35.9%
Balance of Montgomery County (Secondary Draw Area):	31.3%
Greene, Warren, Miami, Butler, and Clark Counties (Regional Draw Area):	14.0%
Balance of US (National Draw Area):	18.8%
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2015.

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DETERMINATION OF THE ANNUAL POTENTIAL MARKET FOR THE DAYTON MALL STUDY AREA—

The annual potential market for new market-rate housing units within the Dayton Mall Study Area includes the same draw areas as for the township as a whole. Zimmerman/Volk Associates uses U.S. Bureau of the Census data, combined with Nielsen data, to determine which target market groups, as well as how many households within each group, are likely to move to the Study Area each year over the next five years.

Appendix One, Table 9 through 11.

Annual Market Potential for Dayton Mall Study Area

The target market methodology has established that 1,615 of the 4,515 households in groups with incomes at or above \$50,000 per year that represent the annual potential market for new and existing housing units in Miami Township are a market for new housing units in the Dayton Mall Study Area. (See Appendix One, Table 9.) Younger singles and couples (in seven groups) are likely to account for 65.3 percent of these households, empty nesters and retirees (also in seven groups) another 22.6 percent, and the remaining 12.1 percent are likely to be traditional and non-traditional families (in five groups).

The distribution of the draw areas as a percentage of the potential residential market for the Dayton Mall Study Area is shown as follows:

Annual Market Potential by Draw Area
THE DAYTON MALL STUDY AREA
Miami Township, Montgomery County, Ohio

Miami Township (Primary Draw Area):	42.1%
Balance of Montgomery County (Secondary Draw Area):	34.4%
Greene, Warren, Miami, Butler, and Clark Counties (Regional Draw Area):	11.1%
Balance of US (National Draw Area):	12.4%
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2015.

The 1,615 draw area households that have the potential to move to the Study Area each year over the next five years have been categorized by tenure propensities to determine renter/owner ratios. (Reference Appendix One, Table 10.) Over half of these households (or 815 households) comprise

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the potential market for new rentals in the Study Area. The other 49.5 percent (800 households) comprise the market for new for-sale (ownership) housing units.

Of these 800 owner households, 26.3 percent (or 210 households) comprise the annual market for market-rate multi-family for-sale units (condominium apartments and lofts). Another 28.8 percent (or 230 households) comprise the annual market for market-rate attached single-family (townhouse) units. The remaining 45 percent (or 360 households) comprise the annual market for all ranges and densities of market-rate single-family detached houses. (*Reference Appendix One, Table 11.*)

—Target Market Data—

Target market data are based on the Nielsen (formerly Claritas) PRIZM geo-demographic system, modified and augmented by Zimmerman/Volk Associates as the basis for its proprietary target market methodology. Target market data provides number of households by cluster aggregated into the three main household lifestages—empty nesters and retirees; traditional and non-traditional families; and younger singles and couples.

Zimmerman/Volk Associates' target market classifications are updated periodically to reflect the slow, but relentless change in the composition of American households. Because of the nature of geo-demographic segmentation, a change in household classification is directly correlated with a change in geography, *i.e.*—a move from one neighborhood condition to another. However, these changes of classification can also reflect an alteration in one of three additional basic characteristics:

- Age;
- Household composition; or
- Economic status.

Age is the most predictable, and easily-defined of these changes. Household composition has also been relatively easy to define; with the growth of non-traditional households, however, definitions of a family have had to be expanded and parsed into more highly-refined segments. Economic status remains clearly defined through measures of annual income and household wealth.

A change in classification is rarely induced by a change in just one of the four basic characteristics. This is one reason that the target household categories are so highly refined: they take in multiple characteristics. Even so, there are some rough equivalents in household types as they move from one

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neighborhood condition to another. There is, for example, a strong correlation between the *Suburban Achievers* and the *Urban Achievers*; a move by the *Suburban Achievers* to the urban core can make them *Urban Achievers*, if the move is accompanied by an upward move in socio-economic status. In contrast, *Suburban Achievers* who move up socio-economically, but remain within the metropolitan suburbs may become *Upscale Suburban Couples* or *Fast-Track Professionals*.

Household Classification Methodology:

Household classifications were originally based on the Claritas PRIZM geo-demographic segmentation system that was established in 1974 and then replaced by PRIZM NE in 2005. The revised household classifications are based on PRIZM NE which was developed through unique classification and regression trees delineating 66 specific clusters of American households. The system is now accurate to the individual household level, adding self-reported and list-based household data to geo-demographic information. The process applies hundreds of demographic variables to nearly 10,000 “behaviors.”

Over the past 26 years, Zimmerman/Volk Associates has augmented the PRIZM cluster system for use within the company’s proprietary target market methodology specific to housing and neighborhood preferences, with additional algorithms, correlation with geo-coded consumer data, aggregation of clusters by broad household definition, and unique cluster names. For purposes of this study, only those households in groups with median incomes of \$50,000 or more are included in the tables.





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Research & Strategic Analysis

ASSUMPTION AND LIMITATIONS—

Every effort has been made to insure the accuracy of the data contained within this analysis. Demographic and economic estimates and projections have been obtained from government agencies at the national, state, and county levels. Market information has been obtained from sources presumed to be reliable, including developers, owners, and/or sales agents. However, this information cannot be warranted by Zimmerman/Volk Associates, Inc. While the target market methodology™ employed in this analysis allows for a margin of error in base data, it is assumed that the market data and government estimates and projections are substantially accurate.

Absorption scenarios are based upon the assumption that a normal economic environment will prevail in a relatively steady state during development of the subject property. Absorption paces are likely to be slower during recessionary periods and faster during periods of recovery and high growth. Absorption scenarios are also predicated on the assumption that the product recommendations will be implemented generally as outlined in this report and that the developer will apply high-caliber design, construction, marketing, and management techniques to the development of the property.

Recommendations are subject to compliance with all applicable regulations. Relevant accounting, tax, and legal matters should be substantiated by appropriate counsel.





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Research & Strategic Analysis

RIGHTS AND STUDY OWNERSHIP—

Zimmerman/Volk Associates, Inc. retains all rights, title and interest in the target market methodology™ and target market descriptions contained within this study. The specific findings of the analysis are the property of the client and can be distributed at the client's discretion.

Zimmerman/Volk Associates, Inc., 2015



TARGET MARKET TABLES

— Appendices One and Two —

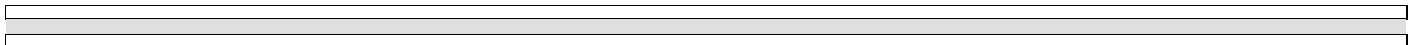
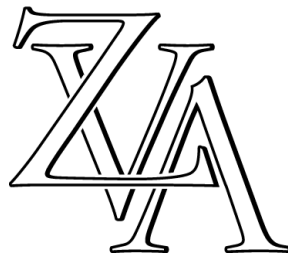
An Analysis of Residential Market Potential

The Dayton Mall Study Area

Miami Township,
Montgomery County, Ohio

March, 2015

Conducted by
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AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

The Dayton Mall Study Area

Miami Township, Montgomery County, Ohio

March, 2015

Appendix One Tables



Gross Annual Household In-Migration*Montgomery County, Ohio***2006, 2007, 2008, 2009, 2010**

County of Origin 2006 2007 2008 2009 2010	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Greene	2,120	20.6%	2,120	20.5%	2,085	20.2%	2,130	20.9%	2,025	19.8%
Warren	685	6.6%	745	7.2%	730	7.1%	755	7.4%	810	7.9%
Miami	670	6.5%	595	5.7%	660	6.4%	645	6.3%	600	5.9%
Butler	445	4.3%	425	4.1%	445	4.3%	480	4.7%	445	4.3%
Clark	435	4.2%	435	4.2%	380	3.7%	420	4.1%	405	4.0%
Franklin	305	3.0%	355	3.4%	385	3.7%	365	3.6%	345	3.4%
Hamilton	280	2.7%	310	3.0%	305	3.0%	305	3.0%	290	2.8%
Preble	270	2.6%	215	2.1%	235	2.3%	225	2.2%	205	2.0%
Darke	125	1.2%	135	1.3%	135	1.3%	130	1.3%	135	1.3%
Bexar, TX	55	0.5%	30	0.3%	30	0.3%	40	0.4%	125	1.2%
Foreign APO/FPO	115	1.1%	145	1.4%	145	1.4%	115	1.1%	110	1.1%
Cuyahoga	90	0.9%	95	0.9%	70	0.7%	85	0.8%	75	0.7%
Cook, IL	70	0.7%	55	0.5%	75	0.7%	95	0.9%	70	0.7%
Shelby	55	0.5%	55	0.5%	55	0.5%	45	0.4%	65	0.6%
Marion, IN	40	0.4%	50	0.5%	60	0.6%	60	0.6%	55	0.5%
Clermont	65	0.6%	45	0.4%	55	0.5%	35	0.3%	55	0.5%
El Paso, CO	35	0.3%	30	0.3%	30	0.3%	40	0.4%	50	0.5%
Lucas	60	0.6%	65	0.6%	45	0.4%	45	0.4%	45	0.4%
Maricopa, AZ	35	0.3%	35	0.3%	55	0.5%	30	0.3%	40	0.4%
Los Angeles, CA	50	0.5%	50	0.5%	45	0.4%	40	0.4%	40	0.4%
Clinton	65	0.6%	70	0.7%	75	0.7%	60	0.6%	40	0.4%
Allen	35	0.3%	30	0.3%	35	0.3%	40	0.4%	40	0.4%
Wayne, MI	25	0.2%	40	0.4%	45	0.4%	25	0.2%	40	0.4%
Highland	40	0.4%	30	0.3%	30	0.3%	30	0.3%	40	0.4%
Jefferson, KY	30	0.3%	25	0.2%	35	0.3%	35	0.3%	35	0.3%
Clark, NV	30	0.3%	35	0.3%	35	0.3%	40	0.4%	35	0.3%
Mercer	40	0.4%	30	0.3%	55	0.5%	45	0.4%	35	0.3%
Fayette, KY	25	0.2%	20	0.2%	25	0.2%	30	0.3%	35	0.3%
Summit	25	0.2%	30	0.3%	35	0.3%	30	0.3%	35	0.3%
Wayne, IN	35	0.3%	25	0.2%	40	0.4%	25	0.2%	35	0.3%
Allegheny, PA	20	0.2%	40	0.4%	30	0.3%	15	0.1%	35	0.3%
San Diego, CA	40	0.4%	30	0.3%	35	0.3%	30	0.3%	30	0.3%
Fulton, GA	20	0.2%	15	0.1%	25	0.2%	25	0.2%	30	0.3%
Champaign	45	0.4%	45	0.4%	40	0.4%	45	0.4%	30	0.3%
Okaloosa, FL	35	0.3%	20	0.2%	15	0.1%	25	0.2%	30	0.3%
All Other Counties	3,795	36.8%	3,875	37.4%	3,745	36.3%	3,610	35.4%	3,725	36.4%
Total In-Migration:	10,310	100.0%	10,350	100.0%	10,325	100.0%	10,195	100.0%	10,240	100.0%

NOTE: All numbers have been rounded to the nearest five.

SOURCE: Internal Revenue Service;
Zimmerman/Volk Associates, Inc.

Gross Annual Household Out-Migration*Montgomery County, Ohio***2006, 2007, 2008, 2009, 2010**

Destination County 2006 2007 2008 2009 2010	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Greene	2,005	16.4%	2,025	16.4%	1,945	16.7%	1,715	16.0%	1,755	15.8%
Warren	980	8.0%	930	7.5%	855	7.3%	885	8.3%	835	7.5%
Miami	685	5.6%	730	5.9%	660	5.7%	660	6.2%	670	6.0%
Butler	440	3.6%	460	3.7%	440	3.8%	420	3.9%	445	4.0%
Clark	395	3.2%	400	3.2%	365	3.1%	370	3.5%	330	3.0%
Franklin	590	4.8%	630	5.1%	615	5.3%	560	5.2%	580	5.2%
Hamilton	370	3.0%	375	3.0%	405	3.5%	370	3.5%	370	3.3%
Preble	250	2.0%	250	2.0%	220	1.9%	195	1.8%	210	1.9%
Darke	115	0.9%	110	0.9%	110	0.9%	120	1.1%	110	1.0%
Bexar, TX	60	0.5%	50	0.4%	50	0.4%	70	0.7%	65	0.6%
Foreign APO/FPO	95	0.8%	110	0.9%	90	0.8%	95	0.9%	90	0.8%
Cuyahoga	80	0.7%	130	1.1%	105	0.9%	75	0.7%	95	0.9%
Cook, IL	115	0.9%	135	1.1%	125	1.1%	105	1.0%	110	1.0%
Shelby	45	0.4%	35	0.3%	40	0.3%	20	0.2%	30	0.3%
Marion, IN	115	0.9%	85	0.7%	80	0.7%	85	0.8%	75	0.7%
Clermont	45	0.4%	55	0.4%	60	0.5%	50	0.5%	65	0.6%
El Paso, CO	50	0.4%	30	0.2%	45	0.4%	45	0.4%	40	0.4%
Lucas	50	0.4%	50	0.4%	45	0.4%	35	0.3%	55	0.5%
Maricopa, AZ	105	0.9%	90	0.7%	70	0.6%	70	0.7%	65	0.6%
Los Angeles, CA	65	0.5%	85	0.7%	65	0.6%	55	0.5%	55	0.5%
Clinton	65	0.5%	60	0.5%	55	0.5%	55	0.5%	55	0.5%
Allen	30	0.2%	25	0.2%	30	0.3%	20	0.2%	25	0.2%
Wayne, MI	30	0.2%	30	0.2%	35	0.3%	30	0.3%	40	0.4%
Highland	40	0.3%	40	0.3%	25	0.2%	35	0.3%	10	0.1%
Jefferson, KY	45	0.4%	30	0.2%	50	0.4%	35	0.3%	40	0.4%
Clark, NV	65	0.5%	90	0.7%	65	0.6%	35	0.3%	30	0.3%
Mercer	35	0.3%	35	0.3%	30	0.3%	30	0.3%	25	0.2%
Fayette, KY	40	0.3%	25	0.2%	30	0.3%	45	0.4%	30	0.3%
Summit	20	0.2%	35	0.3%	40	0.3%	35	0.3%	25	0.2%
Wayne, IN	30	0.2%	30	0.2%	25	0.2%	20	0.2%	25	0.2%
Allegheny, PA	35	0.3%	40	0.3%	35	0.3%	40	0.4%	35	0.3%
San Diego, CA	35	0.3%	35	0.3%	30	0.3%	40	0.4%	30	0.3%
Fulton, GA	40	0.3%	45	0.4%	30	0.3%	55	0.5%	55	0.5%
Champaign	30	0.2%	35	0.3%	45	0.4%	35	0.3%	45	0.4%
Okaloosa, FL	20	0.2%	25	0.2%	20	0.2%	25	0.2%	20	0.2%
All Other Counties	5,030	41.1%	5,035	40.7%	4,725	40.5%	4,170	39.0%	4,600	41.3%
Total Out-Migration:	12,245	100.0%	12,380	100.0%	11,660	100.0%	10,705	100.0%	11,140	100.0%

NOTE: All numbers have been rounded to the nearest five.

SOURCE: Internal Revenue Service;
Zimmerman/Volk Associates, Inc.

Net Annual Household Migration*Montgomery County, Ohio*
2006, 2007, 2008, 2009, 2010

County 2006 2007 2008 2009 2010
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Greene	115	95	140	415	270
Warren	-295	-185	-125	-130	-25
Miami	-15	-135	0	-15	-70
Butler	5	-35	5	60	0
Clark	40	35	15	50	75
Franklin	-285	-275	-230	-195	-235
Hamilton	-90	-65	-100	-65	-80
Preble	20	-35	15	30	-5
Darke	10	25	25	10	25
Bexar, TX	-5	-20	-20	-30	60
Foreign APO/FPO	20	35	55	20	20
Cuyahoga	10	-35	-35	10	-20
Cook, IL	-45	-80	-50	-10	-40
Shelby	10	20	15	25	35
Marion, IN	-75	-35	-20	-25	-20
Clermont	20	-10	-5	-15	-10
El Paso, CO	-15	0	-15	-5	10
Lucas	10	15	0	10	-10
Maricopa, AZ	-70	-55	-15	-40	-25
Los Angeles, CA	-15	-35	-20	-15	-15
Clinton	0	10	20	5	-15
Allen	5	5	5	20	15
Wayne, MI	-5	10	10	-5	0
Highland	0	-10	5	-5	30
Jefferson, KY	-15	-5	-15	0	-5
Clark, NV	-35	-55	-30	5	5
Mercer	5	-5	25	15	10
Fayette, KY	-15	-5	-5	-15	5
Summit	5	-5	-5	-5	10
Wayne, IN	5	-5	15	5	10
Allegheny, PA	-15	0	-5	-25	0
San Diego, CA	5	-5	5	-10	0
Fulton, GA	-20	-30	-5	-30	-25
Champaign	15	10	-5	10	-15
Okaloosa, FL	15	-5	-5	0	10
All Other Counties	-1,235	-1,160	-980	-560	-875
Total Net Migration:	-1,935	-2,030	-1,335	-510	-900

NOTE: All numbers have been rounded to the nearest five.

SOURCE: Internal Revenue Service;
Zimmerman/Volk Associates, Inc.

2015 Household Classification by Market Groups

Households In Groups With Median Incomes Above \$50,000

Township of Miami, Montgomery County, Ohio

Household Type/ Geographic Designation	Estimated Number	Estimated Share
Empty Nesters & Retirees	6,300	45.1%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,545	11.1%
<i>Metropolitan Suburbs</i>	4,220	30.2%
<i>Town & Country/Exurbs</i>	535	3.8%
Traditional & Non-Traditional Families	3,745	26.8%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	825	5.9%
<i>Metropolitan Suburbs</i>	2,500	17.9%
<i>Town & Country/Exurbs</i>	420	3.0%
Younger Singles & Couples	3,925	28.1%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,165	8.3%
<i>Metropolitan Suburbs</i>	2,670	19.1%
<i>Town & Country/Exurbs</i>	90	0.6%
Total:	13,970	100.0%
Total Township Households:	21,495	
Classified Households As A Share Of Total Township Households:	65.0%	
2015 Estimated Median Income:	\$50,400	
2015 Estimated National Median Income:	\$53,700	
2015 Estimated Median Home Value:	\$145,700	
2015 Estimated National Median Home Value:	\$191,200	

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2015 Household Classification by Market Groups

Households In Groups With Median Incomes Above \$50,000

Township of Miami, Montgomery County, Ohio

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	6,300	45.1%		
<i>Metropolitan Cities</i>				
Urban Establishment	0	0.0%		
Cosmopolitan Couples	0	0.0%		
Multi-Ethnic Retirees	0	0.0%		
<i>Subtotal:</i>	<i>0</i>	<i>0.0%</i>		
<i>Small Cities/Satellite Cities</i>				
Cosmopolitan Elite	520	3.7%	\$110,400	\$255,900
Middle-Class Move-Downs	1,025	7.3%	\$73,200	\$160,100
<i>Subtotal:</i>	<i>1,545</i>	<i>11.1%</i>		
<i>Metropolitan Suburbs</i>				
Old Money	400	2.9%	\$155,500	\$448,900
Suburban Establishment	475	3.4%	\$100,800	\$239,200
Affluent Empty Nesters	700	5.0%	\$99,400	\$254,300
Mainstream Retirees	415	3.0%	\$72,600	\$186,800
No-Nest Suburbanites	1,165	8.3%	\$70,700	\$149,400
Middle-American Retirees	1,065	7.6%	\$69,200	\$141,900
<i>Subtotal:</i>	<i>4,220</i>	<i>30.2%</i>		
<i>Town & Country/Exurbs</i>				
Small-Town Establishment	80	0.6%	\$114,200	\$287,100
New Empty Nesters	30	0.2%	\$100,100	\$199,200
RV Retirees	95	0.7%	\$77,400	\$171,500
Blue-Collar Empty Nesters	90	0.6%	\$76,200	\$141,200
Exurban Suburbanites	240	1.7%	\$60,400	\$119,400
<i>Subtotal:</i>	<i>535</i>	<i>3.8%</i>		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2015 Household Classification by Market Groups

Households In Groups With Median Incomes Above \$50,000

Township of Miami, Montgomery County, Ohio

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Traditional & Non-Traditional Families	3,745	26.8%		
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	0	0.0%		
Multi-Cultural Families	0	0.0%		
<i>Subtotal:</i>	<i>0</i>	<i>0.0%</i>		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	350	2.5%	\$119,100	\$236,200
Multi-Ethnic Families	475	3.4%	\$73,900	\$147,600
<i>Subtotal:</i>	<i>825</i>	<i>5.9%</i>		
<i>Metropolitan Suburbs</i>				
The Social Register	115	0.8%	\$166,900	\$409,100
Nouveau Money	440	3.1%	\$151,700	\$300,100
Late-Nest Suburbanites	295	2.1%	\$103,700	\$236,400
Full-Nest Suburbanites	1,185	8.5%	\$100,300	\$193,300
Blue-Collar Button-Downs	465	3.3%	\$71,000	\$143,400
<i>Subtotal:</i>	<i>2,500</i>	<i>17.9%</i>		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	205	1.5%	\$146,900	\$320,500
Full-Nest Exurbanites	60	0.4%	\$105,600	\$198,500
New-Town Families	155	1.1%	\$79,300	\$155,000
Small-Town Families	0	0.0%		
<i>Subtotal:</i>	<i>420</i>	<i>3.0%</i>		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2015 Household Classification by Market Groups

Households In Groups With Median Incomes Above \$50,000

Township of Miami, Montgomery County, Ohio

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Single & Couples	3,925	28.1%		
<i>Metropolitan Cities</i>				
e-Types	0	0.0%		
New Bohemians	0	0.0%		
Urban Achievers	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
The VIPs	470	3.4%	\$104,400	\$243,400
Twentysomethings	290	2.1%	\$72,600	\$172,400
Small-City Singles	405	2.9%	\$56,300	\$130,700
<i>Subtotal:</i>	<u>1,165</u>	<u>8.3%</u>		
<i>Metropolitan Suburbs</i>				
The Entrepreneurs	285	2.0%	\$143,700	\$353,900
Fast-Track Professionals	70	0.5%	\$104,100	\$268,600
Upscale Suburban Couples	1,055	7.6%	\$94,900	\$206,300
Suburban Achievers	1,260	9.0%	\$68,700	\$174,500
<i>Subtotal:</i>	<u>2,670</u>	<u>19.1%</u>		
<i>Town & Country/Exurbs</i>				
Ex-Urban Power Couples	80	0.6%	\$119,800	\$273,600
Cross-Training Couples	10	0.1%	\$80,500	\$183,300
<i>Subtotal:</i>	<u>90</u>	<u>0.6%</u>		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2015 Household Classification by Market Groups
Households In Groups With Median Incomes Above \$50,000
Montgomery County, Ohio

Household Type/ Geographic Designation	Estimated Number	Estimated Share
Empty Nesters & Retirees	64,800	54.9%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	10,775	9.1%
<i>Metropolitan Suburbs</i>	41,945	35.5%
<i>Town & Country/Exurbs</i>	12,080	10.2%
Traditional & Non-Traditional Families	26,720	22.6%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	6,750	5.7%
<i>Metropolitan Suburbs</i>	13,865	11.7%
<i>Town & Country/Exurbs</i>	6,105	5.2%
Younger Singles & Couples	26,490	22.4%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	11,050	9.4%
<i>Metropolitan Suburbs</i>	14,080	11.9%
<i>Town & Country/Exurbs</i>	1,360	1.2%
Total:	118,010	100.0%
Total County Households:	224,210	
Classified Households As A Share Of Total County Households:	52.6%	
2015 Estimated Median Income:	\$42,500	
2015 Estimated National Median Income:	\$53,700	
2015 Estimated Median Home Value:	\$119,100	
2015 Estimated National Median Home Value:	\$191,200	

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2015 Household Classification by Market Groups

Households In Groups With Median Incomes Above \$50,000

Montgomery County, Ohio

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	64,800	54.9%		
<i>Metropolitan Cities</i>				
Urban Establishment	0	0.0%		
Cosmopolitan Couples	0	0.0%		
Multi-Ethnic Retirees	0	0.0%		
<i>Subtotal:</i>	<i>0</i>	<i>0.0%</i>		
<i>Small Cities/Satellite Cities</i>				
Cosmopolitan Elite	2,565	2.2%	\$110,100	\$267,500
Middle-Class Move-Downs	8,210	7.0%	\$73,000	\$167,400
<i>Subtotal:</i>	<i>10,775</i>	<i>9.1%</i>		
<i>Metropolitan Suburbs</i>				
Old Money	3,295	2.8%	\$155,100	\$469,200
Suburban Establishment	5,940	5.0%	\$100,500	\$250,000
Affluent Empty Nesters	5,690	4.8%	\$99,100	\$265,800
Mainstream Retirees	5,480	4.6%	\$72,400	\$195,200
No-Nest Suburbanites	9,630	8.2%	\$70,500	\$156,200
Middle-American Retirees	11,910	10.1%	\$69,000	\$148,300
<i>Subtotal:</i>	<i>41,945</i>	<i>35.5%</i>		
<i>Town & Country/Exurbs</i>				
Small-Town Establishment	1,985	1.7%	\$113,800	\$300,100
New Empty Nesters	1,260	1.1%	\$99,900	\$208,200
RV Retirees	3,030	2.6%	\$77,200	\$179,200
Blue-Collar Empty Nesters	2,600	2.2%	\$75,900	\$147,600
Exurban Suburbanites	3,205	2.7%	\$60,300	\$124,800
<i>Subtotal:</i>	<i>12,080</i>	<i>10.2%</i>		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2015 Household Classification by Market Groups
Households In Groups With Median Incomes Above \$50,000
Montgomery County, Ohio

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Traditional & Non-Traditional Families	26,720	22.6%		
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	0	0.0%		
Multi-Cultural Families	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	2,485	2.1%	\$118,700	\$246,900
Multi-Ethnic Families	4,265	3.6%	\$73,700	\$154,300
<i>Subtotal:</i>	<u>6,750</u>	<u>5.7%</u>		
<i>Metropolitan Suburbs</i>				
The Social Register	965	0.8%	\$166,500	\$427,600
Nouveau Money	1,335	1.1%	\$151,300	\$313,600
Late-Nest Suburbanites	3,225	2.7%	\$103,400	\$247,100
Full-Nest Suburbanites	3,860	3.3%	\$100,000	\$202,000
Blue-Collar Button-Downs	4,480	3.8%	\$70,800	\$149,900
<i>Subtotal:</i>	<u>13,865</u>	<u>11.7%</u>		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	1,055	0.9%	\$146,500	\$335,000
Full-Nest Exurbanites	1,540	1.3%	\$105,400	\$207,500
New-Town Families	2,810	2.4%	\$79,100	\$162,000
Small-Town Families	700	0.6%	\$77,500	\$148,300
<i>Subtotal:</i>	<u>6,105</u>	<u>5.2%</u>		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2015 Household Classification by Market Groups
Households In Groups With Median Incomes Above \$50,000
Montgomery County, Ohio

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Single & Couples	26,490	22.4%		
<i>Metropolitan Cities</i>				
e-Types	0	0.0%		
New Bohemians	0	0.0%		
Urban Achievers	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
The VIPs	2,850	2.4%	\$104,200	\$254,400
Twentysomethings	2,875	2.4%	\$72,400	\$180,200
Small-City Singles	5,325	4.5%	\$56,100	\$136,600
Subtotal:	11,050	9.4%		
<i>Metropolitan Suburbs</i>				
The Entrepreneurs	1,755	1.5%	\$143,400	\$369,900
Fast-Track Professionals	795	0.7%	\$103,800	\$280,800
Upscale Suburban Couples	5,805	4.9%	\$94,600	\$215,600
Suburban Achievers	5,725	4.9%	\$68,600	\$182,300
Subtotal:	14,080	11.9%		
<i>Town & Country/Exurbs</i>				
Ex-Urban Power Couples	705	0.6%	\$119,400	\$286,000
Cross-Training Couples	655	0.6%	\$80,300	\$191,600
Subtotal:	1,360	1.2%		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within Miami Township Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000

Miami Township, Montgomery County, Ohio

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	6,300	300	18.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,545	85	5.2%
<i>Metropolitan Suburbs</i>	4,220	180	11.1%
<i>Town & Country/Exurbs</i>	535	35	2.2%
Traditional & Non-Traditional Families	3,745	425	26.2%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	825	100	6.2%
<i>Metropolitan Suburbs</i>	2,500	285	17.6%
<i>Town & Country/Exurbs</i>	420	40	2.5%
Younger Singles & Couples	3,925	895	55.2%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,165	265	16.4%
<i>Metropolitan Suburbs</i>	2,670	625	38.6%
<i>Town & Country/Exurbs</i>	90	5	0.3%
Total:	13,970	1,620	100.0%
Total Township Households:	21,500		
Classified Households As A Share Of Total Township Households:	65.0%		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within Miami Township Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000

Miami Township, Montgomery County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	6,300	300	18.5%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	520	20	1.2%
Middle-Class Move-Downs	1,025	65	4.0%
<i>Subtotal:</i>	<u>1,545</u>	<u>85</u>	<u>5.2%</u>
<i>Metropolitan Suburbs</i>			
Old Money	400	5	0.3%
Suburban Establishment	475	15	0.9%
Affluent Empty Nesters	700	25	1.5%
Mainstream Retirees	415	10	0.6%
No-Nest Suburbanites	1,165	95	5.9%
Middle-American Retirees	1,065	30	1.9%
<i>Subtotal:</i>	<u>4,220</u>	<u>180</u>	<u>11.1%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	80	0	0.0%
New Empty Nesters	30	5	0.3%
RV Retirees	95	5	0.3%
Blue-Collar Empty Nesters	90	10	0.6%
Exurban Suburbanites	240	15	0.9%
<i>Subtotal:</i>	<u>535</u>	<u>35</u>	<u>2.2%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within Miami Township Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000

Miami Township, Montgomery County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	3,745	425	26.2%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	350	30	1.9%
Multi-Ethnic Families	475	70	4.3%
<i>Subtotal:</i>	<u>825</u>	<u>100</u>	<u>6.2%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	115	5	0.3%
Nouveau Money	440	45	2.8%
Late-Nest Suburbanites	295	15	0.9%
Full-Nest Suburbanites	1,185	145	9.0%
Blue-Collar Button-Downs	465	75	4.6%
<i>Subtotal:</i>	<u>2,500</u>	<u>285</u>	<u>17.6%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	205	15	0.9%
Full-Nest Exurbanites	60	5	0.3%
New-Town Families	155	20	1.2%
Small-Town Families	0	0	0.0%
<i>Subtotal:</i>	<u>420</u>	<u>40</u>	<u>2.5%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within Miami Township Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000

Miami Township, Montgomery County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	3,925	895	55.2%
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
Subtotal:	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	470	70	4.3%
Twentysomethings	290	65	4.0%
Small-City Singles	405	130	8.0%
Subtotal:	<u>1,165</u>	<u>265</u>	<u>16.4%</u>
<i>Metropolitan Suburbs</i>			
The Entrepreneurs	285	30	1.9%
Fast-Track Professionals	70	10	0.6%
Upscale Suburban Couples	1,055	180	11.1%
Suburban Achievers	1,260	405	25.0%
Subtotal:	<u>2,670</u>	<u>625</u>	<u>38.6%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	80	5	0.3%
Cross-Training Couples	10	0	0.0%
Subtotal:	<u>90</u>	<u>5</u>	<u>0.3%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000

Balance of Montgomery County, Ohio

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	58,500	380	26.9%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	9,230	75	5.3%
<i>Metropolitan Suburbs</i>	37,725	210	14.8%
<i>Town & Country/Exurbs</i>	11,545	95	6.7%
Traditional & Non-Traditional Families	22,975	355	25.1%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	5,925	100	7.1%
<i>Metropolitan Suburbs</i>	11,365	175	12.4%
<i>Town & Country/Exurbs</i>	5,685	80	5.7%
Younger Singles & Couples	22,565	680	48.1%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	9,885	335	23.7%
<i>Metropolitan Suburbs</i>	11,410	330	23.3%
<i>Town & Country/Exurbs</i>	1,270	15	1.1%
Total:	104,040	1,415	100.0%
Total County Households:	202,710		
Classified Households As A Share Of Total County Households:	51.3%		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000

Balance of Montgomery County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	58,500	380	26.9%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	2,045	10	0.7%
Middle-Class Move-Downs	7,185	65	4.6%
<i>Subtotal:</i>	<u>9,230</u>	<u>75</u>	<u>5.3%</u>
<i>Metropolitan Suburbs</i>			
Old Money	2,895	5	0.4%
Suburban Establishment	5,465	25	1.8%
Affluent Empty Nesters	4,990	25	1.8%
Mainstream Retirees	5,065	20	1.4%
No-Nest Suburbanites	8,465	95	6.7%
Middle-American Retirees	10,845	40	2.8%
<i>Subtotal:</i>	<u>37,725</u>	<u>210</u>	<u>14.8%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	1,905	5	0.4%
New Empty Nesters	1,230	15	1.1%
RV Retirees	2,935	10	0.7%
Blue-Collar Empty Nesters	2,510	40	2.8%
Exurban Suburbanites	2,965	25	1.8%
<i>Subtotal:</i>	<u>11,545</u>	<u>95</u>	<u>6.7%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000

Balance of Montgomery County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	22,975	355	25.1%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	2,135	25	1.8%
Multi-Ethnic Families	3,790	75	5.3%
<i>Subtotal:</i>	<u>5,925</u>	<u>100</u>	<u>7.1%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	850	5	0.4%
Nouveau Money	895	15	1.1%
Late-Nest Suburbanites	2,930	20	1.4%
Full-Nest Suburbanites	2,675	45	3.2%
Blue-Collar Button-Downs	4,015	90	6.4%
<i>Subtotal:</i>	<u>11,365</u>	<u>175</u>	<u>12.4%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	850	10	0.7%
Full-Nest Exurbanites	1,480	15	1.1%
New-Town Families	2,655	45	3.2%
Small-Town Families	700	10	0.7%
<i>Subtotal:</i>	<u>5,685</u>	<u>80</u>	<u>5.7%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000

Balance of Montgomery County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	22,565	680	48.1%
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	2,380	45	3.2%
Twentysomethings	2,585	80	5.7%
Small-City Singles	4,920	210	14.8%
<i>Subtotal:</i>	<u>9,885</u>	<u>335</u>	<u>23.7%</u>
<i>Metropolitan Suburbs</i>			
The Entrepreneurs	1,470	20	1.4%
Fast-Track Professionals	725	15	1.1%
Upscale Suburban Couples	4,750	105	7.4%
Suburban Achievers	4,465	190	13.4%
<i>Subtotal:</i>	<u>11,410</u>	<u>330</u>	<u>23.3%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	625	5	0.4%
Cross-Training Couples	645	10	0.7%
<i>Subtotal:</i>	<u>1,270</u>	<u>15</u>	<u>1.1%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**

Summary: Appendix Two, Tables 1 Through 5
Households In Groups With Median Incomes Above \$50,000
*Greene County, Ohio, Warren County, Ohio, Miami County, Ohio,
Butler County, Ohio, Clark County, Ohio*

<u>Household Type/ Geographic Designation</u>	<u>Greene County</u>	<u>Warren County</u>	<u>Miami County</u>	<u>Butler County</u>	<u>Clark County</u>	<u>Total</u>
Empty Nesters & Retirees	60	10	40	15	20	145
<i>Metropolitan Cities</i>	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	10	0	5	5	0	20
<i>Metropolitan Suburbs</i>	20	0	0	5	0	25
<i>Town & Country/Exurbs</i>	30	10	35	5	20	100
Traditional & Non-Traditional Families	70	50	30	25	20	195
<i>Metropolitan Cities</i>	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	10	5	5	5	0	25
<i>Metropolitan Suburbs</i>	30	20	0	15	5	70
<i>Town & Country/Exurbs</i>	30	25	25	5	15	100
Younger Singles & Couples	180	45	20	30	15	290
<i>Metropolitan Cities</i>	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	35	20	15	10	5	85
<i>Metropolitan Suburbs</i>	115	15	0	20	10	160
<i>Town & Country/Exurbs</i>	30	10	5	0	0	45
Total:	310	105	90	70	55	630
Percent:	49.2%	16.7%	14.3%	11.1%	8.7%	100.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**

Summary: Appendix Two, Tables 1 Through 5
Households In Groups With Median Incomes Above \$50,000
*Greene County, Ohio, Warren County, Ohio, Miami County, Ohio,
Butler County, Ohio, Clark County, Ohio*

	<u>Greene County</u>	<u>Warren County</u>	<u>Miami County</u>	<u>Butler County</u>	<u>Clark County</u>	<u>Total</u>
Empty Nesters & Retirees	60	10	40	15	20	145
<i>Metropolitan Cities</i>						
Urban Establishment	0	0	0	0	0	0
Cosmopolitan Couples	0	0	0	0	0	0
Multi-Ethnic Retirees	0	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>						
Cosmopolitan Elite	0	0	0	0	0	0
Middle-Class Move-Downs	10	0	5	5	0	20
<i>Subtotal:</i>	<u>10</u>	<u>0</u>	<u>5</u>	<u>5</u>	<u>0</u>	<u>20</u>
<i>Metropolitan Suburbs</i>						
Old Money	0	0	0	0	0	0
Suburban Establishment	5	0	0	0	0	5
Affluent Empty Nesters	5	0	0	0	0	5
Mainstream Retirees	5	0	0	0	0	5
No-Nest Suburbanites	5	0	0	5	0	10
Middle-American Retirees	0	0	0	0	0	0
<i>Subtotal:</i>	<u>20</u>	<u>0</u>	<u>0</u>	<u>5</u>	<u>0</u>	<u>25</u>
<i>Town & Country/Exurbs</i>						
Small-Town Establishment	5	0	5	0	0	10
New Empty Nesters	5	5	5	0	5	20
RV Retirees	5	0	5	0	5	15
Blue-Collar Empty Nesters	10	5	15	5	10	45
Exurban Suburbanites	5	0	5	0	0	10
<i>Subtotal:</i>	<u>30</u>	<u>10</u>	<u>35</u>	<u>5</u>	<u>20</u>	<u>100</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**

Summary: Appendix Two, Tables 1 Through 5
Households In Groups With Median Incomes Above \$50,000
*Greene County, Ohio, Warren County, Ohio, Miami County, Ohio,
Butler County, Ohio, Clark County, Ohio*

	<u>Greene County</u>	<u>Warren County</u>	<u>Miami County</u>	<u>Butler County</u>	<u>Clark County</u>	<u>Total</u>
Traditional & Non-Traditional Families	70	50	30	25	20	195
<i>Metropolitan Cities</i>						
Full-Nest Urbanites	0	0	0	0	0	0
Multi-Cultural Families	0	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	5	5	0	0	0	10
Multi-Ethnic Families	5	0	5	5	0	15
<i>Subtotal:</i>	<u>10</u>	<u>5</u>	<u>5</u>	<u>5</u>	<u>0</u>	<u>25</u>
<i>Metropolitan Suburbs</i>						
The Social Register	0	0	0	0	0	0
Nouveau Money	5	10	0	5	0	20
Late-Nest Suburbanites	5	0	0	0	0	5
Full-Nest Suburbanites	10	5	0	5	0	20
Blue-Collar Button-Downs	10	5	0	5	5	25
<i>Subtotal:</i>	<u>30</u>	<u>20</u>	<u>0</u>	<u>15</u>	<u>5</u>	<u>70</u>
<i>Town & Country/Exurbs</i>						
Ex-Urban Elite	15	10	5	0	0	30
Full-Nest Exurbanites	0	5	5	0	5	15
New-Town Families	10	10	10	5	5	40
Small-Town Families	5	0	5	0	5	15
<i>Subtotal:</i>	<u>30</u>	<u>25</u>	<u>25</u>	<u>5</u>	<u>15</u>	<u>100</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**

Summary: Appendix Two, Tables 1 Through 5
Households In Groups With Median Incomes Above \$50,000
*Greene County, Ohio, Warren County, Ohio, Miami County, Ohio,
Butler County, Ohio, Clark County, Ohio*

	<u>Greene County</u>	<u>Warren County</u>	<u>Miami County</u>	<u>Butler County</u>	<u>Clark County</u>	<u>Total</u>
Younger Singles & Couples	180	45	20	30	15	290
<i>Metropolitan Cities</i>						
e-Types	0	0	0	0	0	0
New Bohemians	0	0	0	0	0	0
Urban Achievers	0	0	0	0	0	0
Subtotal:	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>						
The VIPs	5	5	0	0	0	10
Twentysomethings	10	5	5	5	0	25
Small-City Singles	20	10	10	5	5	50
Subtotal:	<u>35</u>	<u>20</u>	<u>15</u>	<u>10</u>	<u>5</u>	<u>85</u>
<i>Metropolitan Suburbs</i>						
The Entrepreneurs	10	0	0	5	0	15
Fast-Track Professionals	5	5	0	0	0	10
Upscale Suburban Couples	35	5	0	5	5	50
Suburban Achievers	65	5	0	10	5	85
Subtotal:	<u>115</u>	<u>15</u>	<u>0</u>	<u>20</u>	<u>10</u>	<u>160</u>
<i>Town & Country/Exurbs</i>						
Ex-Urban Power Couples	15	5	0	0	0	20
Cross-Training Couples	15	5	5	0	0	25
Subtotal:	<u>30</u>	<u>10</u>	<u>5</u>	<u>0</u>	<u>0</u>	<u>45</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$50,000
Balance of the United States

Household Type/ Geographic Designation	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	155	18.2%
<i>Metropolitan Cities</i>	20	2.4%
<i>Small Cities/Satellite Cities</i>	20	2.4%
<i>Metropolitan Suburbs</i>	40	4.7%
<i>Town & Country/Exurbs</i>	75	8.8%
Traditional & Non-Traditional Families	250	29.4%
<i>Metropolitan Cities</i>	50	5.9%
<i>Small Cities/Satellite Cities</i>	45	5.3%
<i>Metropolitan Suburbs</i>	75	8.8%
<i>Town & Country/Exurbs</i>	80	9.4%
Younger Singles & Couples	445	52.4%
<i>Metropolitan Cities</i>	150	17.6%
<i>Small Cities/Satellite Cities</i>	130	15.3%
<i>Metropolitan Suburbs</i>	130	15.3%
<i>Town & Country/Exurbs</i>	35	4.1%
Total:	850	100.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$50,000
Balance of the United States

	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	155	18.2%
<i>Metropolitan Cities</i>		
Urban Establishment	15	1.8%
Cosmopolitan Couples	5	0.6%
Multi-Ethnic Retirees	0	0.0%
<i>Subtotal:</i>	<u>20</u>	<u>2.4%</u>
<i>Small Cities/Satellite Cities</i>		
Cosmopolitan Elite	5	0.6%
Middle-Class Move-Downs	15	1.8%
<i>Subtotal:</i>	<u>20</u>	<u>2.4%</u>
<i>Metropolitan Suburbs</i>		
Old Money	5	0.6%
Affluent Empty Nesters	5	0.6%
Suburban Establishment	5	0.6%
Mainstream Retirees	5	0.6%
No-Nest Suburbanites	15	1.8%
Middle-American Retirees	5	0.6%
<i>Subtotal:</i>	<u>40</u>	<u>4.7%</u>
<i>Town & Country/Exurbs</i>		
Small-Town Establishment	5	0.6%
New Empty Nesters	15	1.8%
RV Retirees	10	1.2%
Blue-Collar Empty Nesters	35	4.1%
Exurban Suburbanites	10	1.2%
<i>Subtotal:</i>	<u>75</u>	<u>8.8%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$50,000
Balance of the United States

	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	250	29.4%
<i>Metropolitan Cities</i>		
Full-Nest Urbanites	25	2.9%
Multi-Cultural Families	25	2.9%
<i>Subtotal:</i>	<u>50</u>	<u>5.9%</u>
<i>Small Cities/Satellite Cities</i>		
Unibox Transferees	20	2.4%
Multi-Ethnic Families	25	2.9%
<i>Subtotal:</i>	<u>45</u>	<u>5.3%</u>
<i>Metropolitan Suburbs</i>		
The Social Register	5	0.6%
Nouveau Money	15	1.8%
Late-Nest Suburbanites	5	0.6%
Full-Nest Suburbanites	25	2.9%
Blue-Collar Button-Downs	25	2.9%
<i>Subtotal:</i>	<u>75</u>	<u>8.8%</u>
<i>Town & Country/Exurbs</i>		
Ex-Urban Elite	15	1.8%
Full-Nest Exurbanites	15	1.8%
New-Town Families	30	3.5%
Small-Town Families	20	2.4%
<i>Subtotal:</i>	<u>80</u>	<u>9.4%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$50,000
Balance of the United States

	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	445	52.4%
<i>Metropolitan Cities</i>		
e-Types	30	3.5%
New Bohemians	55	6.5%
Urban Achievers	65	7.6%
Subtotal:	<u>150</u>	<u>17.6%</u>
<i>Small Cities/Satellite Cities</i>		
The VIPs	30	3.5%
Twentysomethings	40	4.7%
Small-City Singles	60	7.1%
Subtotal:	<u>130</u>	<u>15.3%</u>
<i>Metropolitan Suburbs</i>		
The Entrepreneurs	20	2.4%
Fast-Track Professionals	15	1.8%
Upscale Suburban Couples	40	4.7%
Suburban Achievers	55	6.5%
Subtotal:	<u>130</u>	<u>15.3%</u>
<i>Town & Country/Exurbs</i>		
Ex-Urban Power Couples	15	1.8%
Cross-Training Couples	20	2.4%
Subtotal:	<u>35</u>	<u>4.1%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within/To Miami Township Each Year Over The Next Five Years**

Summary: Appendix One, Tables 4 Through 7
Households In Groups With Median Incomes Above \$50,000
*Miami Township, Montgomery County,
Regional Draw Area, and Balance of the United States*

<u>Household Type/ Geographic Designation</u>	<u>Miami Township</u>	<u>Montgomery County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Empty Nesters & Retirees	300	380	145	155	980
<i>Metropolitan Cities</i>	0	0	0	20	20
<i>Small Cities/Satellite Cities</i>	85	75	20	20	200
<i>Metropolitan Suburbs</i>	180	210	25	40	455
<i>Town & Country/Exurbs</i>	35	95	100	75	305
Traditional & Non-Traditional Families	425	355	195	250	1,225
<i>Metropolitan Cities</i>	0	0	0	50	50
<i>Small Cities/Satellite Cities</i>	100	100	25	45	270
<i>Metropolitan Suburbs</i>	285	175	70	75	605
<i>Town & Country/Exurbs</i>	40	80	100	80	300
Younger Singles & Couples	895	680	290	445	2,310
<i>Metropolitan Cities</i>	0	0	0	150	150
<i>Small Cities/Satellite Cities</i>	265	335	85	130	815
<i>Metropolitan Suburbs</i>	625	330	160	130	1,245
<i>Town & Country/Exurbs</i>	5	15	45	35	100
Total:	1,620	1,415	630	850	4,515
Percent:	35.9%	31.3%	14.0%	18.8%	100.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within/To Miami Township Each Year Over The Next Five Years**

Summary: Appendix One, Tables 4 Through 7
Households In Groups With Median Incomes Above \$50,000
*Miami Township, Montgomery County,
Regional Draw Area, and Balance of the United States*

	<i>Miami Township</i>	<i>Montgomery County</i>	<i>Regional Draw Area</i>	<i>Balance of U.S.</i>	<i>Total</i>
Empty Nesters & Retirees	300	380	145	155	980
<i>Metropolitan Cities</i>					
Urban Establishment	0	0	0	15	15
Cosmopolitan Couples	0	0	0	5	5
Multi-Ethnic Retirees	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>20</u>	<u>20</u>
<i>Small Cities/Satellite Cities</i>					
Cosmopolitan Elite	20	10	0	5	35
Middle-Class Move-Downs	65	65	20	15	165
<i>Subtotal:</i>	<u>85</u>	<u>75</u>	<u>20</u>	<u>20</u>	<u>200</u>
<i>Metropolitan Suburbs</i>					
Old Money	5	5	0	5	15
Suburban Establishment	15	25	5	5	50
Affluent Empty Nesters	25	25	5	5	60
Mainstream Retirees	10	20	5	5	40
No-Nest Suburbanites	95	95	10	15	215
Middle-American Retirees	30	40	0	5	75
<i>Subtotal:</i>	<u>180</u>	<u>210</u>	<u>25</u>	<u>40</u>	<u>455</u>
<i>Town & Country/Exurbs</i>					
Small-Town Establishment	0	5	10	5	20
New Empty Nesters	5	15	20	15	55
RV Retirees	5	10	15	10	40
Blue-Collar Empty Nesters	10	40	45	35	130
Exurban Suburbanites	15	25	10	10	60
<i>Subtotal:</i>	<u>35</u>	<u>95</u>	<u>100</u>	<u>75</u>	<u>305</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within/To Miami Township Each Year Over The Next Five Years**

Summary: Appendix One, Tables 4 Through 7

Households In Groups With Median Incomes Above \$50,000

Miami Township, Montgomery County,

Regional Draw Area, and Balance of the United States

	<i>Miami Township</i>	<i>Montgomery County</i>	<i>Regional Draw Area</i>	<i>Balance of U.S.</i>	<i>Total</i>
Traditional & Non-Traditional Families	425	355	195	250	1,225
<i>Metropolitan Cities</i>					
Full-Nest Urbanites	0	0	0	25	25
Multi-Cultural Families	0	0	0	25	25
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>50</u>	<u>50</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	30	25	10	20	85
Multi-Ethnic Families	70	75	15	25	185
<i>Subtotal:</i>	<u>100</u>	<u>100</u>	<u>25</u>	<u>45</u>	<u>270</u>
<i>Metropolitan Suburbs</i>					
The Social Register	5	5	0	5	15
Nouveau Money	45	15	20	15	95
Late-Nest Suburbanites	15	20	5	5	45
Full-Nest Suburbanites	145	45	20	25	235
Blue-Collar Button-Downs	75	90	25	25	215
<i>Subtotal:</i>	<u>285</u>	<u>175</u>	<u>70</u>	<u>75</u>	<u>605</u>
<i>Town & Country/Exurbs</i>					
Ex-Urban Elite	15	10	30	15	70
Full-Nest Exurbanites	5	15	15	15	50
New-Town Families	20	45	40	30	135
Small-Town Families	0	10	15	20	45
<i>Subtotal:</i>	<u>40</u>	<u>80</u>	<u>100</u>	<u>80</u>	<u>300</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within/To Miami Township Each Year Over The Next Five Years**

Summary: Appendix One, Tables 4 Through 7
Households In Groups With Median Incomes Above \$50,000
*Miami Township, Montgomery County,
Regional Draw Area, and Balance of the United States*

	<i>Miami Township</i>	<i>Montgomery County</i>	<i>Regional Draw Area</i>	<i>Balance of U.S.</i>	<i>Total</i>
Younger Singles & Couples	895	680	290	445	2,310
<i>Metropolitan Cities</i>					
e-Types	0	0	0	30	30
New Bohemians	0	0	0	55	55
Urban Achievers	0	0	0	65	65
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>150</u>	<u>150</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	70	45	10	30	155
Twentysomethings	65	80	25	40	210
Small-City Singles	130	210	50	60	450
<i>Subtotal:</i>	<u>265</u>	<u>335</u>	<u>85</u>	<u>130</u>	<u>815</u>
<i>Metropolitan Suburbs</i>					
The Entrepreneurs	30	20	15	20	85
Fast-Track Professionals	10	15	10	15	50
Upscale Suburban Couples	180	105	50	40	375
Suburban Achievers	405	190	85	55	735
<i>Subtotal:</i>	<u>625</u>	<u>330</u>	<u>160</u>	<u>130</u>	<u>1,245</u>
<i>Town & Country/Exurbs</i>					
Ex-Urban Power Couples	5	5	20	15	45
Cross-Training Couples	0	10	25	20	55
<i>Subtotal:</i>	<u>5</u>	<u>15</u>	<u>45</u>	<u>35</u>	<u>100</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within/To The Dayton Mall Study Area Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000
*Miami Township, Montgomery County,
Regional Draw Area, and Balance of the United States*

<u>Household Type/ Geographic Designation</u>	<u>Miami Township</u>	<u>Montgomery County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Empty Nesters & Retirees	140	150	30	45	365
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	45	40	10	15	110
<i>Metropolitan Suburbs</i>	95	110	20	30	255
<i>Town & Country/Exurbs</i>	0	0	0	0	0
Traditional & Non-Traditional Families	90	65	20	20	195
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	30	25	10	10	75
<i>Metropolitan Suburbs</i>	60	40	10	10	120
<i>Town & Country/Exurbs</i>	0	0	0	0	0
Younger Singles & Couples	450	340	130	135	1,055
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	135	170	45	65	415
<i>Metropolitan Suburbs</i>	315	170	85	70	640
<i>Town & Country/Exurbs</i>	0	0	0	0	0
Total:	680	555	180	200	1,615
Percent:	42.1%	34.4%	11.1%	12.4%	100.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within/To The Dayton Mall Study Area Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000

Miami Township, Montgomery County,

Regional Draw Area, and Balance of the United States

	<i>Miami Township</i>	<i>Montgomery County</i>	<i>Regional Draw Area</i>	<i>Balance of U.S.</i>	<i>Total</i>
Empty Nesters & Retirees	140	150	30	45	365
<i>Small Cities/Satellite Cities</i>					
Cosmopolitan Elite	10	5	0	5	20
Middle-Class Move-Downs	35	35	10	10	90
<i>Subtotal:</i>	<u>45</u>	<u>40</u>	<u>10</u>	<u>15</u>	<u>110</u>
<i>Metropolitan Suburbs</i>					
Suburban Establishment	10	15	5	5	35
Affluent Empty Nesters	15	15	5	5	40
Mainstream Retirees	5	10	5	5	25
No-Nest Suburbanites	50	50	5	10	115
Middle-American Retirees	15	20	0	5	40
<i>Subtotal:</i>	<u>95</u>	<u>110</u>	<u>20</u>	<u>30</u>	<u>255</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within/To The Dayton Mall Study Area Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000

Miami Township, Montgomery County,

Regional Draw Area, and Balance of the United States

	<i>Miami Township</i>	<i>Montgomery County</i>	<i>Regional Draw Area</i>	<i>Balance of U.S.</i>	<i>Total</i>
Traditional & Non-Traditional Families	90	65	20	20	195
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	10	5	5	5	25
Multi-Ethnic Families	20	20	5	5	50
<i>Subtotal:</i>	<u>30</u>	<u>25</u>	<u>10</u>	<u>10</u>	<u>75</u>
<i>Metropolitan Suburbs</i>					
Late-Nest Suburbanites	5	5	0	0	10
Full-Nest Suburbanites	35	10	5	5	55
Blue-Collar Button-Downs	20	25	5	5	55
<i>Subtotal:</i>	<u>60</u>	<u>40</u>	<u>10</u>	<u>10</u>	<u>120</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within/To The Dayton Mall Study Area Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000

Miami Township, Montgomery County,

Regional Draw Area, and Balance of the United States

	<i>Miami Township</i>	<i>Montgomery County</i>	<i>Regional Draw Area</i>	<i>Balance of U.S.</i>	<i>Total</i>
Younger Singles & Couples	450	340	130	135	1,055
<i>Small Cities/Satellite Cities</i>					
The VIPs	35	25	5	15	80
Twentysomethings	35	40	15	20	110
Small-City Singles	65	105	25	30	225
<i>Subtotal:</i>	<u>135</u>	<u>170</u>	<u>45</u>	<u>65</u>	<u>415</u>
<i>Metropolitan Suburbs</i>					
The Entrepreneurs	15	10	10	10	45
Fast-Track Professionals	5	10	5	10	30
Upscale Suburban Couples	90	55	25	20	190
Suburban Achievers	205	95	45	30	375
<i>Subtotal:</i>	<u>315</u>	<u>170</u>	<u>85</u>	<u>70</u>	<u>640</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

Average Number Of Households With The Potential
To Move Within/To The Dayton Mall Study Area Each Year Over The Next Five Years
Households In Groups With Median Incomes Above \$50,000
*Miami Township, Montgomery County,
Regional Draw Area, and Balance of the United States*

<u>Household Type/ Geographic Designation</u>	<u>Potential Renters</u>	<u>Potential Owners</u>	<u>Total</u>
Empty Nesters & Retirees	100	265	365
<i>Metropolitan Cities</i>	0	0	0
<i>Small Cities/Satellite Cities</i>	35	75	110
<i>Metropolitan Suburbs</i>	65	190	255
<i>Town & Country/Exurbs</i>	0	0	0
Traditional & Non-Traditional Families	75	120	195
<i>Metropolitan Cities</i>	0	0	0
<i>Small Cities/Satellite Cities</i>	30	45	75
<i>Metropolitan Suburbs</i>	45	75	120
<i>Town & Country/Exurbs</i>	0	0	0
Younger Singles & Couples	640	415	1,055
<i>Metropolitan Cities</i>	0	0	0
<i>Small Cities/Satellite Cities</i>	270	145	415
<i>Metropolitan Suburbs</i>	370	270	640
<i>Town & Country/Exurbs</i>	0	0	0
Total:	815	800	1,615
Percent:	50.5%	49.5%	100.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

Average Number Of Households With The Potential
To Move Within/To The Dayton Mall Study Area Each Year Over The Next Five Years
Households In Groups With Median Incomes Above \$50,000
*Miami Township, Montgomery County,
Regional Draw Area, and Balance of the United States*

Empty Nesters & Retirees	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	10	10	20
Middle-Class Move-Downs	25	65	90
<i>Subtotal:</i>	<u>35</u>	<u>75</u>	<u>110</u>
<i>Metropolitan Suburbs</i>			
Suburban Establishment	5	30	35
Affluent Empty Nesters	10	30	40
Mainstream Retirees	10	15	25
No-Nest Suburbanites	30	85	115
Middle-American Retirees	10	30	40
<i>Subtotal:</i>	<u>65</u>	<u>190</u>	<u>255</u>
Total:	100	265	365
Percent:	27.4%	72.6%	100.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

Average Number Of Households With The Potential
To Move Within/To The Dayton Mall Study Area Each Year Over The Next Five Years
Households In Groups With Median Incomes Above \$50,000
*Miami Township, Montgomery County,
Regional Draw Area, and Balance of the United States*

Traditional & Non-Traditional Families	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	10	15	25
Multi-Ethnic Families	20	30	50
<i>Subtotal:</i>	<u>30</u>	<u>45</u>	<u>75</u>
<i>Metropolitan Suburbs</i>			
Late-Nest Suburbanites	0	10	10
Full-Nest Suburbanites	20	35	55
Blue-Collar Button-Downs	25	30	55
<i>Subtotal:</i>	<u>45</u>	<u>75</u>	<u>120</u>
Total:	75	120	195
Percent:	38.5%	61.5%	100.0%

Tenure (Renter/Buyer) Profile

Average Number Of Households With The Potential
To Move Within/To The Dayton Mall Study Area Each Year Over The Next Five Years
Households In Groups With Median Incomes Above \$50,000
*Miami Township, Montgomery County,
Regional Draw Area, and Balance of the United States*

Younger Singles & Couples	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Small Cities/Satellite Cities</i>			
The VIPs	50	30	80
Twentysomethings	70	40	110
Small-City Singles	150	75	225
<i>Subtotal:</i>	<u>270</u>	<u>145</u>	<u>415</u>
<i>Metropolitan Suburbs</i>			
The Entrepreneurs	20	25	45
Fast-Track Professionals	25	5	30
Upscale Suburban Couples	75	115	190
Suburban Achievers	250	125	375
<i>Subtotal:</i>	<u>370</u>	<u>270</u>	<u>640</u>
Total:	640	415	1,055
Percent:	60.7%	39.3%	100.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Purchase Propensity By Housing Type
 Annual Average Number Of Households With The Potential
 To Move Within/To The Dayton Mall Study Area Each Year Over The Next Five Years
 Households In Groups With Median Incomes Above \$50,000
 Miami Township, Montgomery County,
 Regional Draw Area, and Balance of the United States

Household Type/ Geographic Designation	Multi- .. Family ..		Single- Family			Total
	<i>All Ranges</i>	<i>Attached .. All Ranges</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	
Empty Nesters & Retirees	50	80	60	45	30	265
<i>Metropolitan Cities</i>	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	15	30	15	10	5	75
<i>Metropolitan Suburbs</i>	35	50	45	35	25	190
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Traditional & Non-Traditional Families	10	40	35	25	10	120
<i>Metropolitan Cities</i>	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	5	20	15	5	0	45
<i>Metropolitan Suburbs</i>	5	20	20	20	10	75
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Younger Singles & Couples	150	110	70	55	30	415
<i>Metropolitan Cities</i>	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	55	45	25	15	5	145
<i>Metropolitan Suburbs</i>	95	65	45	40	25	270
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Total:	210	230	165	125	70	800
Percent:	26.3%	28.8%	20.6%	15.6%	8.8%	100.0%

SOURCE: The Nielsen Company;
 Zimmerman/Volk Associates, Inc.

Purchase Propensity By Housing Type
 Annual Average Number Of Households With The Potential
 To Move Within/To The Dayton Mall Study Area Each Year Over The Next Five Years
 Households In Groups With Median Incomes Above \$50,000
 Miami Township, Montgomery County,
 Regional Draw Area, and Balance of the United States

Empty Nesters & Retirees	<i>Multi- .. Family ..</i>		<i>Single- Family</i>			Total
	<i>.. Attached ..</i>	<i>..... Detached</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	
	<u>All Ranges</u>	<u>All Ranges</u>	<u>Low-Range</u>	<u>Mid-Range</u>	<u>High-Range</u>	<u>Total</u>
<i>Small Cities/Satellite Cities</i>						
Cosmopolitan Elite	5	5	0	0	0	10
Middle-Class Move-Downs	10	25	15	10	5	65
<i>Subtotal:</i>	<u>15</u>	<u>30</u>	<u>15</u>	<u>10</u>	<u>5</u>	<u>75</u>
<i>Metropolitan Suburbs</i>						
Suburban Establishment	10	10	0	5	5	30
Affluent Empty Nesters	10	10	0	5	5	30
Mainstream Retirees	0	10	5	0	0	15
No-Nest Suburbanites	10	15	30	20	10	85
Middle-American Retirees	5	5	10	5	5	30
<i>Subtotal:</i>	<u>35</u>	<u>50</u>	<u>45</u>	<u>35</u>	<u>25</u>	<u>190</u>
Total:	50	80	60	45	30	265
Percent:	18.9%	30.2%	22.6%	17.0%	11.3%	100.0%

SOURCE: The Nielsen Company;
 Zimmerman/Volk Associates, Inc.

Purchase Propensity By Housing Type
 Annual Average Number Of Households With The Potential
 To Move Within/To The Dayton Mall Study Area Each Year Over The Next Five Years
 Households In Groups With Median Incomes Above \$50,000
 Miami Township, Montgomery County,
 Regional Draw Area, and Balance of the United States

Traditional & Non-Traditional Families	<i>Multi- .. Family ..</i>		<i>Single- Family</i>			Total
	<i>.. Attached ..</i>	<i>..... Detached</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	
	<u>All Ranges</u>	<u>All Ranges</u>	<u>Low-Range</u>	<u>Mid-Range</u>	<u>High-Range</u>	<u>Total</u>
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	0	10	5	0	0	15
Multi-Ethnic Families	5	10	10	5	0	30
<i>Subtotal:</i>	<u>5</u>	<u>20</u>	<u>15</u>	<u>5</u>	<u>0</u>	<u>45</u>
<i>Metropolitan Suburbs</i>						
Late-Nest Suburbanites	0	0	0	5	5	10
Full-Nest Suburbanites	0	10	10	10	5	35
Blue-Collar Button-Downs	5	10	10	5	0	30
<i>Subtotal:</i>	<u>5</u>	<u>20</u>	<u>20</u>	<u>20</u>	<u>10</u>	<u>75</u>
Total:	10	40	35	25	10	120
Percent:	8.3%	33.3%	29.2%	20.8%	8.3%	100.0%

SOURCE: The Nielsen Company;
 Zimmerman/Volk Associates, Inc.

Purchase Propensity By Housing Type
 Annual Average Number Of Households With The Potential
 To Move Within/To The Dayton Mall Study Area Each Year Over The Next Five Years
 Households In Groups With Median Incomes Above \$50,000
 Miami Township, Montgomery County,
 Regional Draw Area, and Balance of the United States

Younger Singles & Couples	<i>Multi- .. Family ..</i>		<i>Single- Family</i>			Total
	<i>.. Attached ..</i>	<i>..... Detached</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	
	<u>All Ranges</u>	<u>All Ranges</u>	<u>Low-Range</u>	<u>Mid-Range</u>	<u>High-Range</u>	<u>Total</u>
<i>Small Cities/Satellite Cities</i>						
The VIPs	15	10	5	0	0	30
Twentysomethings	20	10	5	5	0	40
Small-City Singles	20	25	15	10	5	75
<i>Subtotal:</i>	<u>55</u>	<u>45</u>	<u>25</u>	<u>15</u>	<u>5</u>	<u>145</u>
<i>Metropolitan Suburbs</i>						
The Entrepreneurs	10	5	0	5	5	25
Fast-Track Professionals	5	0	0	0	0	5
Upscale Suburban Couples	35	25	20	20	15	115
Suburban Achievers	45	35	25	15	5	125
<i>Subtotal:</i>	<u>95</u>	<u>65</u>	<u>45</u>	<u>40</u>	<u>25</u>	<u>270</u>
Total:	150	110	70	55	30	415
Percent:	36.1%	26.5%	16.9%	13.3%	7.2%	100.0%

SOURCE: The Nielsen Company;
 Zimmerman/Volk Associates, Inc.

AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

The Dayton Mall Study Area

Miami Township, Montgomery County, Ohio

March, 2015

Appendix Two Tables



**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$50,000
Greene County, Ohio

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	18,120	60	19.4%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,085	10	3.2%
<i>Metropolitan Suburbs</i>	7,885	20	6.5%
<i>Town & Country/Exurbs</i>	8,150	30	9.7%
Traditional & Non-Traditional Families	9,600	70	22.6%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,050	10	3.2%
<i>Metropolitan Suburbs</i>	3,590	30	9.7%
<i>Town & Country/Exurbs</i>	4,960	30	9.7%
Younger Singles & Couples	12,145	180	58.1%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,520	35	11.3%
<i>Metropolitan Suburbs</i>	7,115	115	37.1%
<i>Town & Country/Exurbs</i>	3,510	30	9.7%
Total:	39,865	310	100.0%
Total County Households:	64,220		
Classified Households As A Share Of Total County Households:	62.1%		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000

Greene County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	18,120	60	19.4%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	555	0	0.0%
Middle-Class Move-Downs	1,530	10	3.2%
<i>Subtotal:</i>	<u>2,085</u>	<u>10</u>	<u>3.2%</u>
<i>Metropolitan Suburbs</i>			
Old Money	1,485	0	0.0%
Suburban Establishment	1,865	5	1.6%
Affluent Empty Nesters	1,270	5	1.6%
Mainstream Retirees	1,530	5	1.6%
No-Nest Suburbanites	1,105	5	1.6%
Middle-American Retirees	630	0	0.0%
<i>Subtotal:</i>	<u>7,885</u>	<u>20</u>	<u>6.5%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	2,880	5	1.6%
New Empty Nesters	895	5	1.6%
RV Retirees	2,085	5	1.6%
Blue-Collar Empty Nesters	1,095	10	3.2%
Exurban Suburbanites	1,195	5	1.6%
<i>Subtotal:</i>	<u>8,150</u>	<u>30</u>	<u>9.7%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$50,000
Greene County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	9,600	70	22.6%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	470	5	1.6%
Multi-Ethnic Families	580	5	1.6%
<i>Subtotal:</i>	<u>1,050</u>	<u>10</u>	<u>3.2%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	435	0	0.0%
Nouveau Money	780	5	1.6%
Late-Nest Suburbanites	705	5	1.6%
Full-Nest Suburbanites	955	10	3.2%
Blue-Collar Button-Downs	715	10	3.2%
<i>Subtotal:</i>	<u>3,590</u>	<u>30</u>	<u>9.7%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	2,555	15	4.8%
Full-Nest Exurbanites	420	0	0.0%
New-Town Families	1,150	10	3.2%
Small-Town Families	835	5	1.6%
<i>Subtotal:</i>	<u>4,960</u>	<u>30</u>	<u>9.7%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$50,000
Greene County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	12,145	180	58.1%
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	375	5	1.6%
Twentysomethings	425	10	3.2%
Small-City Singles	720	20	6.5%
<i>Subtotal:</i>	<u>1,520</u>	<u>35</u>	<u>11.3%</u>
<i>Metropolitan Suburbs</i>			
The Entrepreneurs	1,435	10	3.2%
Fast-Track Professionals	490	5	1.6%
Upscale Suburban Couples	2,725	35	11.3%
Suburban Achievers	2,465	65	21.0%
<i>Subtotal:</i>	<u>7,115</u>	<u>115</u>	<u>37.1%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	2,045	15	4.8%
Cross-Training Couples	1,465	15	4.8%
<i>Subtotal:</i>	<u>3,510</u>	<u>30</u>	<u>9.7%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000

Warren County, Ohio

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	18,855	10	9.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,385	0	0.0%
<i>Metropolitan Suburbs</i>	6,800	0	0.0%
<i>Town & Country/Exurbs</i>	9,670	10	9.5%
Traditional & Non-Traditional Families	29,650	50	47.6%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,320	5	4.8%
<i>Metropolitan Suburbs</i>	12,000	20	19.0%
<i>Town & Country/Exurbs</i>	15,330	25	23.8%
Younger Singles & Couples	13,495	45	42.9%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,445	20	19.0%
<i>Metropolitan Suburbs</i>	4,475	15	14.3%
<i>Town & Country/Exurbs</i>	5,575	10	9.5%
Total:	62,000	105	100.0%
Total County Households:	80,045		
Classified Households As A Share Of Total County Households:	77.5%		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000

Warren County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	18,855	10	9.5%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	1,010	0	0.0%
Middle-Class Move-Downs	1,375	0	0.0%
<i>Subtotal:</i>	<u>2,385</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	910	0	0.0%
Suburban Establishment	1,050	0	0.0%
Affluent Empty Nesters	1,075	0	0.0%
Mainstream Retirees	1,385	0	0.0%
No-Nest Suburbanites	1,485	0	0.0%
Middle-American Retirees	895	0	0.0%
<i>Subtotal:</i>	<u>6,800</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	2,870	0	0.0%
New Empty Nesters	2,075	5	4.8%
RV Retirees	2,350	0	0.0%
Blue-Collar Empty Nesters	1,350	5	4.8%
Exurban Suburbanites	1,025	0	0.0%
<i>Subtotal:</i>	<u>9,670</u>	<u>10</u>	<u>9.5%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000

Warren County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	29,650	50	47.6%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	1,610	5	4.8%
Multi-Ethnic Families	710	0	0.0%
<i>Subtotal:</i>	<u>2,320</u>	<u>5</u>	<u>4.8%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	1,580	0	0.0%
Nouveau Money	4,805	10	9.5%
Late-Nest Suburbanites	1,085	0	0.0%
Full-Nest Suburbanites	3,080	5	4.8%
Blue-Collar Button-Downs	1,450	5	4.8%
<i>Subtotal:</i>	<u>12,000</u>	<u>20</u>	<u>19.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	8,200	10	9.5%
Full-Nest Exurbanites	2,090	5	4.8%
New-Town Families	3,930	10	9.5%
Small-Town Families	1,110	0	0.0%
<i>Subtotal:</i>	<u>15,330</u>	<u>25</u>	<u>23.8%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000

Warren County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	13,495	45	42.9%
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	895	5	4.8%
Twentysomethings	1,185	5	4.8%
Small-City Singles	1,365	10	9.5%
<i>Subtotal:</i>	<u>3,445</u>	<u>20</u>	<u>19.0%</u>
<i>Metropolitan Suburbs</i>			
The Entrepreneurs	1,315	0	0.0%
Fast-Track Professionals	1,275	5	4.8%
Upscale Suburban Couples	1,095	5	4.8%
Suburban Achievers	790	5	4.8%
<i>Subtotal:</i>	<u>4,475</u>	<u>15</u>	<u>14.3%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	3,220	5	4.8%
Cross-Training Couples	2,355	5	4.8%
<i>Subtotal:</i>	<u>5,575</u>	<u>10</u>	<u>9.5%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000

Miami County, Ohio

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	11,855	40	44.4%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,630	5	5.6%
<i>Metropolitan Suburbs</i>	80	0	0.0%
<i>Town & Country/Exurbs</i>	10,145	35	38.9%
Traditional & Non-Traditional Families	6,865	30	33.3%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	890	5	5.6%
<i>Metropolitan Suburbs</i>	80	0	0.0%
<i>Town & Country/Exurbs</i>	5,895	25	27.8%
Younger Singles & Couples	2,525	20	22.2%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,300	15	16.7%
<i>Metropolitan Suburbs</i>	40	0	0.0%
<i>Town & Country/Exurbs</i>	1,185	5	5.6%
Total:	21,245	90	100.0%
Total County Households:	41,785		
Classified Households As A Share Of Total County Households:	50.8%		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000

Miami County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	11,855	40	44.4%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	390	0	0.0%
Middle-Class Move-Downs	1,240	5	5.6%
<i>Subtotal:</i>	<u>1,630</u>	<u>5</u>	<u>5.6%</u>
<i>Metropolitan Suburbs</i>			
Old Money	15	0	0.0%
Suburban Establishment	0	0	0.0%
Affluent Empty Nesters	5	0	0.0%
Mainstream Retirees	0	0	0.0%
No-Nest Suburbanites	25	0	0.0%
Middle-American Retirees	35	0	0.0%
<i>Subtotal:</i>	<u>80</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	2,225	5	5.6%
New Empty Nesters	1,635	5	5.6%
RV Retirees	2,505	5	5.6%
Blue-Collar Empty Nesters	2,545	15	16.7%
Exurban Suburbanites	1,235	5	5.6%
<i>Subtotal:</i>	<u>10,145</u>	<u>35</u>	<u>38.9%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000

Miami County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	6,865	30	33.3%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	220	0	0.0%
Multi-Ethnic Families	670	5	5.6%
<i>Subtotal:</i>	<u>890</u>	<u>5</u>	<u>5.6%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0.0%
Nouveau Money	10	0	0.0%
Late-Nest Suburbanites	5	0	0.0%
Full-Nest Suburbanites	10	0	0.0%
Blue-Collar Button-Downs	55	0	0.0%
<i>Subtotal:</i>	<u>80</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	1,035	5	5.6%
Full-Nest Exurbanites	2,065	5	5.6%
New-Town Families	1,535	10	11.1%
Small-Town Families	1,260	5	5.6%
<i>Subtotal:</i>	<u>5,895</u>	<u>25</u>	<u>27.8%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000

Miami County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	2,525	20	22.2%
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	245	0	0.0%
Twentysomethings	360	5	5.6%
Small-City Singles	695	10	11.1%
<i>Subtotal:</i>	<u>1,300</u>	<u>15</u>	<u>16.7%</u>
<i>Metropolitan Suburbs</i>			
The Entrepreneurs	15	0	0.0%
Fast-Track Professionals	0	0	0.0%
Upscale Suburban Couples	25	0	0.0%
Suburban Achievers	0	0	0.0%
<i>Subtotal:</i>	<u>40</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	615	0	0.0%
Cross-Training Couples	570	5	5.6%
<i>Subtotal:</i>	<u>1,185</u>	<u>5</u>	<u>5.6%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$50,000
Butler County, Ohio

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	32,580	15	21.4%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	5,915	5	7.1%
<i>Metropolitan Suburbs</i>	17,455	5	7.1%
<i>Town & Country/Exurbs</i>	9,210	5	7.1%
Traditional & Non-Traditional Families	34,965	25	35.7%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,450	5	7.1%
<i>Metropolitan Suburbs</i>	20,220	15	21.4%
<i>Town & Country/Exurbs</i>	11,295	5	7.1%
Younger Singles & Couples	17,510	30	42.9%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,630	10	14.3%
<i>Metropolitan Suburbs</i>	10,600	20	28.6%
<i>Town & Country/Exurbs</i>	2,280	0	0.0%
Total:	85,055	70	100.0%
Total County Households:	137,160		
Classified Households As A Share Of Total County Households:	62.0%		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$50,000

Butler County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	32,580	15	21.4%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	2,125	0	0.0%
Middle-Class Move-Downs	3,790	5	7.1%
<i>Subtotal:</i>	<u>5,915</u>	<u>5</u>	<u>7.1%</u>
<i>Metropolitan Suburbs</i>			
Old Money	3,535	0	0.0%
Suburban Establishment	3,260	0	0.0%
Affluent Empty Nesters	2,540	0	0.0%
Mainstream Retirees	2,015	0	0.0%
No-Nest Suburbanites	2,795	5	7.1%
Middle-American Retirees	3,310	0	0.0%
<i>Subtotal:</i>	<u>17,455</u>	<u>5</u>	<u>7.1%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	1,475	0	0.0%
New Empty Nesters	2,150	0	0.0%
RV Retirees	1,960	0	0.0%
Blue-Collar Empty Nesters	2,285	5	7.1%
Exurban Suburbanites	1,340	0	0.0%
<i>Subtotal:</i>	<u>9,210</u>	<u>5</u>	<u>7.1%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$50,000
Butler County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	34,965	25	35.7%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	1,390	0	0.0%
Multi-Ethnic Families	2,060	5	7.1%
<i>Subtotal:</i>	3,450	5	7.1%
<i>Metropolitan Suburbs</i>			
The Social Register	3,655	0	0.0%
Nouveau Money	5,265	5	7.1%
Late-Nest Suburbanites	3,885	0	0.0%
Full-Nest Suburbanites	5,135	5	7.1%
Blue-Collar Button-Downs	2,280	5	7.1%
<i>Subtotal:</i>	20,220	15	21.4%
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	2,930	0	0.0%
Full-Nest Exurbanites	3,380	0	0.0%
New-Town Families	3,530	5	7.1%
Small-Town Families	1,455	0	0.0%
<i>Subtotal:</i>	11,295	5	7.1%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$50,000
Butler County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	17,510	30	42.9%
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	1,130	0	0.0%
Twentysomethings	1,400	5	7.1%
Small-City Singles	2,100	5	7.1%
<i>Subtotal:</i>	<u>4,630</u>	<u>10</u>	<u>14.3%</u>
<i>Metropolitan Suburbs</i>			
The Entrepreneurs	3,045	5	7.1%
Fast-Track Professionals	825	0	0.0%
Upscale Suburban Couples	3,865	5	7.1%
Suburban Achievers	2,865	10	14.3%
<i>Subtotal:</i>	<u>10,600</u>	<u>20</u>	<u>28.6%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	805	0	0.0%
Cross-Training Couples	1,475	0	0.0%
<i>Subtotal:</i>	<u>2,280</u>	<u>0</u>	<u>0.0%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$50,000
Clark County, Ohio

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	14,295	20	36.4%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,025	0	0.0%
<i>Metropolitan Suburbs</i>	5,015	0	0.0%
<i>Town & Country/Exurbs</i>	8,255	20	36.4%
Traditional & Non-Traditional Families	6,130	20	36.4%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	570	0	0.0%
<i>Metropolitan Suburbs</i>	1,525	5	9.1%
<i>Town & Country/Exurbs</i>	4,035	15	27.3%
Younger Singles & Couples	2,870	15	27.3%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,090	5	9.1%
<i>Metropolitan Suburbs</i>	1,065	10	18.2%
<i>Town & Country/Exurbs</i>	715	0	0.0%
Total:	23,295	55	100.0%
Total County Households:	54,480		
Classified Households As A Share Of Total County Households:	42.8%		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$50,000
Clark County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	14,295	20	36.4%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Retirees	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	225	0	0.0%
Middle-Class Move-Downs	800	0	0.0%
<i>Subtotal:</i>	1,025	0	0.0%
<i>Metropolitan Suburbs</i>			
Old Money	315	0	0.0%
Suburban Establishment	575	0	0.0%
Affluent Empty Nesters	765	0	0.0%
Mainstream Retirees	195	0	0.0%
No-Nest Suburbanites	765	0	0.0%
Middle-American Retirees	2,400	0	0.0%
<i>Subtotal:</i>	5,015	0	0.0%
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	1,260	0	0.0%
New Empty Nesters	1,025	5	9.1%
RV Retirees	2,705	5	9.1%
Blue-Collar Empty Nesters	2,090	10	18.2%
Exurban Suburbanites	1,175	0	0.0%
<i>Subtotal:</i>	8,255	20	36.4%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$50,000
Clark County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	6,130	20	36.4%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	90	0	0.0%
Multi-Ethnic Families	480	0	0.0%
<i>Subtotal:</i>	<u>570</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	95	0	0.0%
Nouveau Money	80	0	0.0%
Late-Nest Suburbanites	415	0	0.0%
Full-Nest Suburbanites	295	0	0.0%
Blue-Collar Button-Downs	640	5	9.1%
<i>Subtotal:</i>	<u>1,525</u>	<u>5</u>	<u>9.1%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	175	0	0.0%
Full-Nest Exurbanites	1,185	5	9.1%
New-Town Families	1,300	5	9.1%
Small-Town Families	1,375	5	9.1%
<i>Subtotal:</i>	<u>4,035</u>	<u>15</u>	<u>27.3%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Miami Township Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$50,000
Clark County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	2,870	15	27.3%
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	170	0	0.0%
Twentysomethings	280	0	0.0%
Small-City Singles	640	5	9.1%
<i>Subtotal:</i>	<u>1,090</u>	<u>5</u>	<u>9.1%</u>
<i>Metropolitan Suburbs</i>			
The Entrepreneurs	175	0	0.0%
Fast-Track Professionals	0	0	0.0%
Upscale Suburban Couples	515	5	9.1%
Suburban Achievers	375	5	9.1%
<i>Subtotal:</i>	<u>1,065</u>	<u>10</u>	<u>18.2%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	135	0	0.0%
Cross-Training Couples	580	0	0.0%
<i>Subtotal:</i>	<u>715</u>	<u>0</u>	<u>0.0%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.



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Research & Strategic Analysis

ASSUMPTION AND LIMITATIONS—

Every effort has been made to insure the accuracy of the data contained within this analysis. Demographic and economic estimates and projections have been obtained from government agencies at the national, state, and county levels. Market information has been obtained from sources presumed to be reliable, including developers, owners, and/or sales agents. However, this information cannot be warranted by Zimmerman/Volk Associates, Inc. While the target market methodology™ employed in this analysis allows for a margin of error in base data, it is assumed that the market data and government estimates and projections are substantially accurate.

Absorption scenarios are based upon the assumption that a normal economic environment will prevail in a relatively steady state during development of the subject property. Absorption paces are likely to be slower during recessionary periods and faster during periods of recovery and high growth. Absorption scenarios are also predicated on the assumption that the product recommendations will be implemented generally as outlined in this report and that the developer will apply high-caliber design, construction, marketing, and management techniques to the development of the property.

Recommendations are subject to compliance with all applicable regulations. Relevant accounting, tax, and legal matters should be substantiated by appropriate counsel.





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Research & Strategic Analysis

RIGHTS AND STUDY OWNERSHIP—

Zimmerman/Volk Associates, Inc. retains all rights, title and interest in the target market methodology™ and target market descriptions contained within this study. The specific findings of the analysis are the property of the client and can be distributed at the client's discretion.

Zimmerman/Volk Associates, Inc., 2015



Appendix 2

Neighborhood-scale Retail Assessment

Neighborhood-Scale Retail Assessment for Mixed-Use Development

This retail assessment identifies the type and potential amount of retail (in square footage) that could be supported within new mixed-use development in the Dayton Mall Area. It focuses on retail attracted to the newer models of open air commercial developments currently being built across the United States.

2012 Buxton Retail Site Assessment

The assessment builds on the October 2012 Buxton Retail Site Assessment of Miami Township. The Buxton report included a profile of the customers that reside within trade areas based upon drive-times. The analysis and recommendations contained within the Retail Site Assessment was intended to assist Miami Township in focusing their infrastructure investment decisions within areas of higher retail development potential. The Retail Site Assessment prepared a retail leakage and surplus analysis for the community's trade area. The report identified leakage and surplus of major store types based upon a 14-minute primary trade area. The report also identified secondary and other drive-time trade areas. The focus of this report was on the neighborhood-scale commercial demand of the geographic area within a 5-minute driving distance of the SR741/SR725 intersection within the Dayton Mall Area Master Plan study area.

Open Air Commercial Centers

Since the 2000's, lifestyle centers, or open air commercial centers are increasingly being developed within suburban areas. These open-air centers usually consist of an attached row of stores configured as an L or a U-shaped building, with some variations, where each business has an entrance from the outside and parking in front of stores. These can be part of mixed-use buildings with residential or office space on upper floors or in standalone single story buildings. Based upon recent trends, these open air centers have been able to support more local businesses than larger commercial shopping centers and malls. Austin Landing, south of the Dayton Mall area, is based on this model. The Greene Town Center at Beavercreek is a stronger example that includes more mixed-use buildings.

TABLE A1.1: 2010 Nearby Demographic Composition

	5-MINUTE DRIVE TRADE AREA	14-MINUTE DRIVE TRADE AREA
Population density [pop /sq. mi.]	2,559	1,555
Number of households	14,084	94,454
Median household income	\$51,700	\$52,978
Median age	37	41
% White	81.1%	86.9%
% Male	47.3%	48.2%
% Female	52.7%	51.8%
Home ownership		
% Own	40.8 %	47.9%
% Rent	46.7%	34.2%

Sources: 2010 US Census, Complete Demographic Summary Report, Buxton, 2015

While both of these examples were built within a greenfield development, there are other examples of open air commercial centers being developed within areas that were formerly traditional mall or strip commercial developments. Cityset, in Denver, Colorado, is a mixed-use development built on what were previously surface parking lots. The former Landmark Mall in Alexandria, VA, is currently being redeveloped into a 51-acre open air neighborhood center that includes retail within a traditional street grid and a 380-unit apartment building.

Neighborhood-scale open air commercial centers provide convenience goods and services to the surrounding residents. Open air neighborhood commercial centers rely on a shorter (less than 5-mile) driving distance and often cater to residents within a more pedestrian (walkable) distance (1/4–1/5 mile±). Such centers are dominated by restaurants and drinking places, general merchandise stores, health and personal care, clothing and accessory stores and personal care (i.e., hair, nail, and skin care services), and fitness centers.

The size, tenant mix and location of smaller neighborhood-scale commercial developments are more responsive to the needs of adjacent residents than larger developments. While there may be an overall surplus of neighborhood scale commercial uses within the larger primary trade area of the Dayton Mall, there may well exist a deficit of goods and services within more discrete residential areas due in large part because of the need for convenience oriented goods and services and preferences of adjacent residences. This preliminary market analysis examines the market potential for neighborhood serving life-style or open air commercial centers within a 5-minute driving distance of the SR741/SR725 intersection.

Estimating Demand for Open Air Commercial Centers

The commercial shopping characteristics of Franklin County, Ohio were used to estimate the demand for neighborhood scale open air commercial centers likely to serve existing and future residents within the 5-minute drive time trade area. The demographic composition of Franklin County made it the closest area that could replicate the type of demand for newer lifestyle-style oriented open air neighborhood commercial centers that could be supported by existing and future residents within the 5-minute drive time trade area.

The median age in Franklin County in 2010 was 32 and the median household income was just under \$50,000 (the median family income was \$60,158) which is similar to the median age within the 5-minute drive time trade area of 37 and the median household income of \$51,700 (see Table A1.1).

Preliminary Market Demand for Neighborhood Scale Open Air Commercial Centers

Based on population growth and retail demand projections, a preliminary analysis indicates that the growth between 2010 and 2017 could support between 40,000 and 87,000 square feet of neighborhood scale open air commercial uses within 5 minutes of the SR725/SR741 intersection (see Table A1.2). The type and distribution of retail and related services that could be developed within an open air commercial center

would depend on the design, rent, tenants, integration with existing areas and nearby competition of a proposed development.

Retail Vacancy

Vacancy in retail parcels and buildings is an indication of market demand and economic strength. The overall retail vacancy rate in Dayton, OH, increased slightly in the first quarter of 2015, according to the Colliers International 2015Q1 forecast report. Based on interviews with the manager of the Dayton Mall and other nearby business owners, retail demand has been strengthening in recent years. Lease-up rates within the mall in 2014 topped 70,000SF, indicating strong growth since the economic recession.

Updated Retail Market Surplus Leakage Rates

For this retail assessment, 1-mile and 2-mile leakage and surplus analyses were conducted (see the attached ESRI Retail MarketPlace Profile). As can be seen in Table A.5, most retail categories continue to show a high level of supply (surplus) over demand because the mall and surrounding businesses provide more than enough access to goods and services for the consumers that reside within the 1-mile and 2-mile radii.

However, there are several categories where there is not enough supply within the study area. These include:

- Furniture and Home Furnishing Stores
- Electronics and Appliance Stores
- Health and Personal Care Stores
- Shoe and Jewelry Stores
- Book and Music Stores
- Florists
- Special Food Services

These types of retail tend to perform well in open air commercial centers and main street environments.

TABLE A1.2: Neighborhood Scale Open Air Shopping Center: Projected Commercial Growth from 2010-2017 within a 5-minute Radius of Dayton Mall

	2010 ESTIMATE	2017 ESTIMATE	PROJECTED GROWTH 2010-2017
Estimated number of dwelling units	14,084	14,964	880
Total estimated open-air commercial center dollars available within the functional service area	\$162,008,018	\$172,130,644	\$10,122,625
Retail support per square foot [median value]	640,171	680,170	39,999
Retail support per square foot [low quartile]	1,393,497	1,480,566	87,069
Retail support per square foot [upper quartile]	329,231	349,802	20,571
<i>Estimated demand for open-air shopping center uses: between 20,500 and 87,000 square feet within 5-minute radius of site.</i>			

Sources: 2007 US Census of the Economy; American Fact Finder; ULI “Dollars and Cents of Shopping Centers/The Score 2008”; Complete Demographic Summary Report, Buxton, 2015

TABLE A1.3: Neighborhood Scale Open Air Shopping Center: Estimated Sales by County, 2010

	FRANKLIN COUNTY	MONTGOMERY COUNTY
Estimated number of dwelling units	464,018	223,943
Total retail, food & drinking places and fitness center sales	\$21,535,324	\$7,669,666
Total retail	\$19,403,588	\$6,844,551
Total food & drinking places	\$2,116,251	\$789,771
Total fitness	\$15,485	\$35,344
Estimated sales per household, countywide average	\$46,411	\$34,248
Estimated open-air commercial center sales/household [24.8% of all estimated sales per household]—countywide average	\$11,503	\$8,489

Sources: 2007 US Census of the Economy; American Fact Finder; ULI “Dollars and Cents of Shopping Centers/The Score 2008”; Complete Demographic Summary Report, Buxton, 2015

TABLE A.4: Open Air Shopping Center Estimated Commercial Demand, 2007-2008

FUNCTIONAL SERVICE AREA ANALYSIS—RETAIL COMMERCIAL DEMAND PER \$1000	FRANKLIN COUNTY	MONTGOMERY COUNTY
Total Retail	\$ 19,403,588	\$ 6,844,551
Typical retail per open air center	22%	23%
Total Retail in Open Air Shopping Centers	\$ 4,280,546	\$ 1,587,109
<i>Other general merchandise stores</i>	\$ 1,334,861	
<i>Food, convenience</i>	\$ 63,250	\$ 51,175
<i>Food, specialty</i>	\$ 46,465	\$ 17,376
<i>Health & personal care</i>	\$ 848,282	\$ 405,433
<i>Clothing & accessories</i>	\$ 792,650	\$ 264,787
<i>Shoes</i>	\$ 75,175	\$ 34,253
<i>Home furnishing</i>	\$ 208,444	\$ 67,257
<i>Home furnishing, other</i>	\$ 121,244	\$ 29,539
<i>Home appliances</i>	\$ 107,885	\$ 143,270
<i>Hardware stores</i>	\$ 61,102	\$ 143,270
<i>Automotive parts, accessories & tire stores</i>		\$ 128,797
<i>Hobby, toy, and game stores</i>	\$ 70,651	\$ 29,360
<i>Jewelry & other</i>	\$ 94,447	\$ 54,861
<i>Liquor</i>	\$ 58,505	\$ 61,586
<i>Miscellaneous store retailers</i>	\$ 397,585	\$ 156,145
Food & drinking places	\$ 2,116,251	\$ 789,771
Fitness	\$ 15,485	\$ 35,344

Sources: 2007 US Census of the Economy, American Fact Finder, ULI “Dollars and Cents of Shopping Centers / The Score 2008”

INDUSTRY GROUP	1-MILE RADIUS				2-MILE RADIUS			
	DEMAND [RETAIL POTENTIAL]	SUPPLY [RETAIL SALES]	RETAIL GAP	DEMAND [RETAIL POTENTIAL]	SUPPLY [RETAIL SALES]	RETAIL GAP		
Motor Vehicle Parts & Dealers	\$4,319,141	\$21,616,783	-\$17,297,642	\$33,427,011	\$49,719,800	-\$16,292,789		
Furniture & Home Furnishing Stores	\$434,745	\$614,729	-\$179,984	\$3,413,550	\$2,094,743	\$1,318,807		
Electronics & Appliance Stores	\$688,286	\$1,048,811	-\$360,525	\$5,431,603	\$3,741,627	\$1,689,976		
Building Material & Garden Equipment & Supply Dealers	\$772,083	\$10,454,597	-\$9,682,514	\$5,610,730	\$25,413,987	-\$19,803,257		
Food & Beverage Stores	\$3,550,290	\$3,068,666	\$481,624	\$27,655,716	\$12,216,150	\$15,439,566		
Health & Personal Care Stores	\$2,172,818	\$158,113	\$2,014,705	\$16,251,426	\$9,684,955	\$6,566,471		
Clothing & Clothing Accessories Stores	\$1,144,043	\$10,896,184	-\$9,752,141	\$9,223,743	\$25,952,554	-\$16,728,811		
Sporting Goods, Hobby, Book, & Music Stores	\$568,628	\$4,314,430	-\$3,745,802	\$4,536,252	\$8,055,590	-\$3,519,338		
General Merchandise Stores	\$4,316,271	\$25,722,486	-\$21,406,215	\$33,833,731	\$49,577,324	-\$15,743,593		
Miscellaneous Store Retailers	\$591,827	\$2,022,664	-\$1,430,837	\$4,499,630	\$5,352,478	-\$852,848		
Foodservice & Drinking Places	\$2,395,738	\$16,285,491	-\$13,889,753	\$19,331,690	\$52,846,032	-\$33,514,342		

Sources: ESRI Business Analyst

Appendix 3

Office Market Assessment

Office Market Assessment

The planning team conducted an office market assessment within the Dayton Mall area as part of the existing conditions analysis of the planning effort. The assessment included interviews with area experts in commercial/office real estate, and a review of available office-market data for the Dayton Metropolitan Area. Based on this assessment, the following strengths and challenges were identified related to the office market and opportunities within the study area.

Strengths

- The Dayton office market has shown increasing signs of strength within the 2014-2015 time frame, which is a marked improvement from 2010-2013 (see Exhibit A2.1).
- The area south of Dayton, primarily driven by Austin Landing's Progress Park Tower (with 120,000SF Class A Office), has been successful in attracting/developing Class A office space. According to local developers (see notes attached) however, the success in the south is due to losses within the urban core of Dayton. There is a 21% Class A vacancy rate in the South Dayton sub-market, compared to a 30% vacancy rate in the Central Business District of Dayton. Driven by Austin Landing, the South sub-market continues to be one of the strongest for the metropolitan area.
- The south market has seen a strong increase in Class A asking rate to \$20.14, although it is still slightly lower than the overall rate of \$20.39.
- The Interstate 75/675 exchanges within the mall area are highly convenient. The addition of the Exit 41 interchange has alleviated some traffic congestion issues, according to several stakeholders.
- Job growth within the Dayton metropolitan area increased by 1.2%. According to Colliers International, "recent data also indicates an increase in hiring in the office-using sectors.... These are positive signs that should benefit the Dayton area office market over the course of 2015."
- Kettering Health Network continues to expand within the study area.
- Per discussions with RG properties (developer of Austin Landing), the health of the Dayton Mall is imperative to the overall success of the area. As long as the mall continues to do well, the surrounding

area will be considered an attractive location for office development.

- Service-oriented office (real estate, mortgage brokers, banks) are likely candidates for leasing first-floor spaces within mixed-use buildings and can usually support the premier prices for new space.
- Current business sectors that Montgomery County is working to attract include technology, food and equipment, food processing (one of the largest aquifers here). They have developed a strategic relationship with Israel, which includes an initiative to get our local companies to partner with companies in Israel (medical tech, IT). They've had this relationship for 5 years, and are starting to see some results, particularly with "bleeding edge technology".
- From the perspective of the developers of Austin Landing, they believe that there is a synergistic relationship with the mall. They see the success of the mall area as a net positive to Austin Landing.

Challenges

- The majority of available office space is within Class B and Class C standards. This highlights the fact that much of the existing building stock is older and of a lesser quality than demanded.
- Within the Dayton Mall Area, there is limited physical space to locate a large floor-plate office building, and the price of land, at up to \$500,000/acre, could make this location cost-prohibitive.
- Recent infrastructure improvements by Ohio Department of Transportation (ODOT) along SR741 and SR725 were seen as negative impacts for both office and retail within the study area. Employees of Kettering Health Network experience delays during the evening commute in accessing Interstate 75. Long-term, these changes may reduce the attractiveness of additional office within the Prestige Place area.
- New developments, including Austin Landing and the coming Liberty Town Center, are building substantial Class A office space with highly attractive supporting amenities. This is likely strong competition for future new Class A space within the Dayton Mall area.
- There isn't a high quality of infrastructure around the mall. This becomes a detraction regarding retail and office lease-up. Fairfield lost a department

store. Elder Bierman bought it and took it over. Now tearing it out and will put it in five restaurants. It's where people want to go.

- Restaurant and entertainment are the only areas that tend to do well in lifestyle centers. Retail not so much. Plus e-commerce is hurting. What's the long term health of these areas if core tenants are not doing well?
- There is a problem with old infrastructure/buildings. There is extra square footage within the area (as noted earlier, particularly with Class B office). Also, a lot of the buildings are obsolete. You can't do much with them.
- There are a couple of issues with lifestyle center is the weather. How is the traffic going to respond? Are people going to go to lifestyle centers, or will it be too cold? The Greene has demonstrated early success, but several local experts expressed concern about the long-term health of lifestyle centers.

Summary

Based on the interviews with area experts and a physical assessment of the study area, the plan does not assume that large floor plate, single-use office will be a strong opportunity within the study area. The one exception would be that if the area north of SR725 and directly east of Interstate 75—currently occupied by several big box stores, a cinema, and other smaller retail establishments—was to be redeveloped wholesale in a similar pattern to Austin Landing. With Interstate access and improved roadway connections, a development of this scale would likely attract significant office demand.

The plan anticipates a capture rate of approximately 10,000-30,000 of primarily service-related office space. The location of this office space will likely be within the first floor spaces of the proposed mixed-use developments south of the Mall and within the Mad River Station redevelopment.

EXHIBIT A2.1: **Office Vacancy/Absorption**

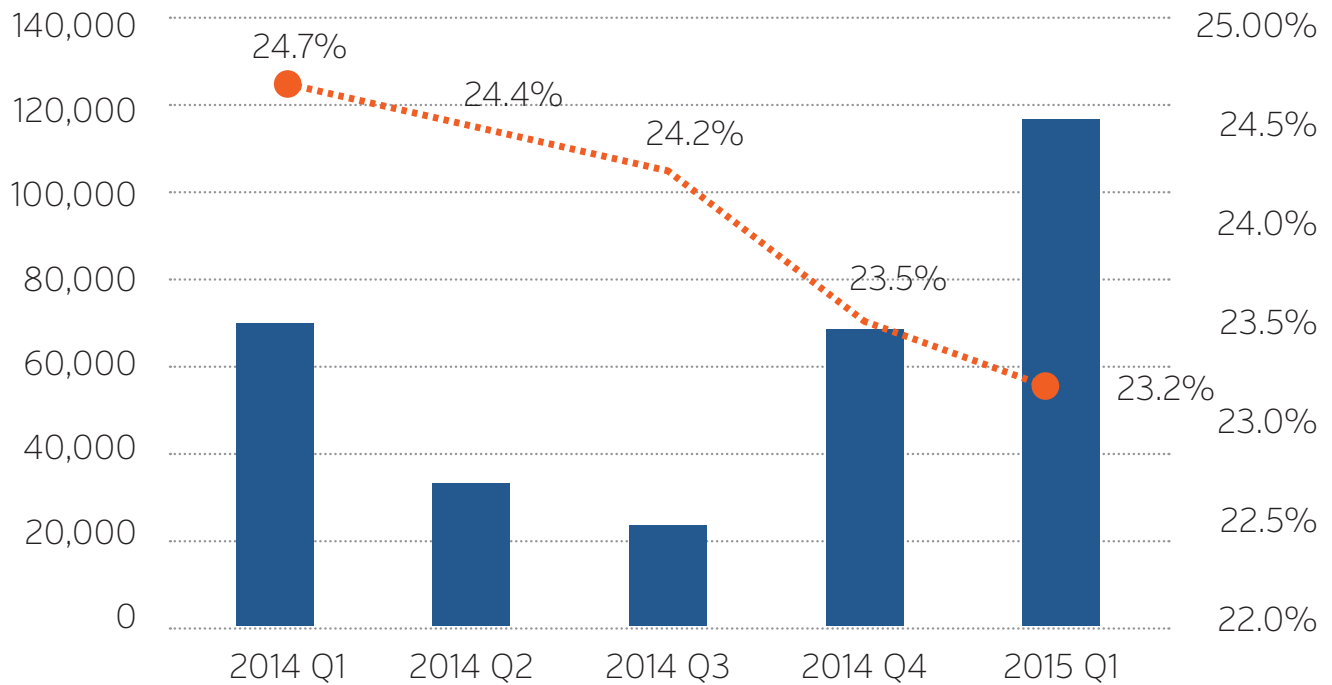
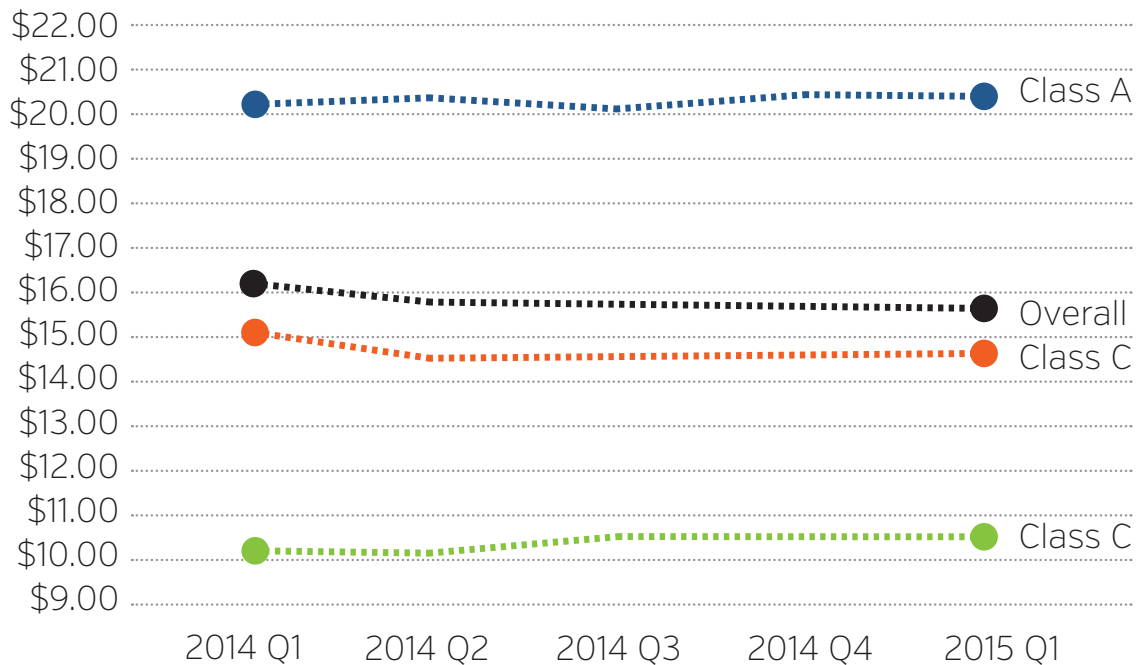


EXHIBIT A2.2: **Office Asking Rates**



Source: Dayton Research & Forecast Report | Q1 2015 | Office Market Outlook | Colliers International

TABLE A2.1: Available Office Space Within the South Dayton Market, by Class										
OFFICE TYPE	# OF BLDGS	INVENTORY (SF)	TOTAL AVAILABLE (SF)	TOTAL VACANT (SF)	TOTAL VACANCY RATE	SUBLEASE AVAILABLE (SF)	QUARTERLY NET ABSORPTION (SF)	YTD TOTAL NET ABSORPTION	AVG WEIGHTED ASKING RATE (FSG)	
TOTAL	116	3,901,946	1,061,370	885,802	22.70%	27,171	34,562	34,562	\$15.49	
CLASS A	11	844,124	239,285	178,919	21.20%	20,000	6,089	6,089	\$20.14	
CLASS B	84	2,565,482	577,186	476,514	18.60%	7,171	31,524	31,524	\$14.93	
CLASS C	21	492,340	244,899	230,369	46.80%	0	-3,051	-3,051	\$10.72	

Source: Dayton Research & Forecast Report | Q1 2015 | Office Market Outlook | Colliers International

Appendix 4

Hotel Market Assessment

MEMORANDUM

TO: Steve Kearney, Stantec
FROM: Sarah Woodworth, Managing Member
RE: Hotel Market Assessment
DATE: January 19, 2015

HOTEL MANAGERS AND OWNER OBSERVATIONS

W-ZHA staff interviewed three Dayton Mall Area hotel managers. These interviews revealed the following characteristics of the Dayton Mall Area hotel market:

- Business fuels occupancy during the week and the leisure traveler fuels occupancy on the weekends. It is the interstate and local events/festivities that drive the leisure market, not the Mall. In general, overnight guests are not staying in the hotels because of their proximity to the Mall.
- Dayton Mall Area businesses benefit from hotel patron spending.
- A lot of the businesses that used to fuel the hotel industry in Montgomery Township have shrunk (General Motors, Lexus/Nexus, and National City Mortgage).
- Today, the area's businesses are doing a lot of government contract work. As such, when hotels have vacancy they have to provide rooms at the government per diem rate of \$89 per night. These rates reduce the average daily rate among the area's hotels.
- When the federal government shuts down and/or sequestration issues arise, the local hotel market is significantly impacted in the Dayton Mall Area.
- The hotel market is essentially stagnant. The hotel market would benefit from a pro-active economic development process that recruits major employers to the area and other attractive retail/service/entertainment attractions. Businesses that generate overnight stays will help to grow the market.



PERFORMANCE DATA: DAYTON MALL AREA HOTELS

Table 1

**Dayton Mall Area Sample
2000 - 2014**

Hotel Name	Class	Rooms
Doubletree Hotel Dayton Miamisburg	Upscale Class	137
Homewood Suites Dayton South Dayton	Upscale Class	96
Comfort Suites Miamisburg	Upper Midscale Class	57
Quality Inn & Suites Miamisburg	Midscale Class	106
Closed - Wyndham Garden Hotel Dayton South	Upper Midscale Class	0
Hawthorn Suites by Wyndham Miamisburg Dayton Mall South	Midscale Class	96
Courtyard Dayton Mall	Upscale Class	146
Springhill Suites Dayton South Miamisburg	Upscale Class	84
Hampton Inn Dayton Dayton Mall	Upper Midscale Class	95
Total		817

Source: Smith Travel Reports; W-ZHA

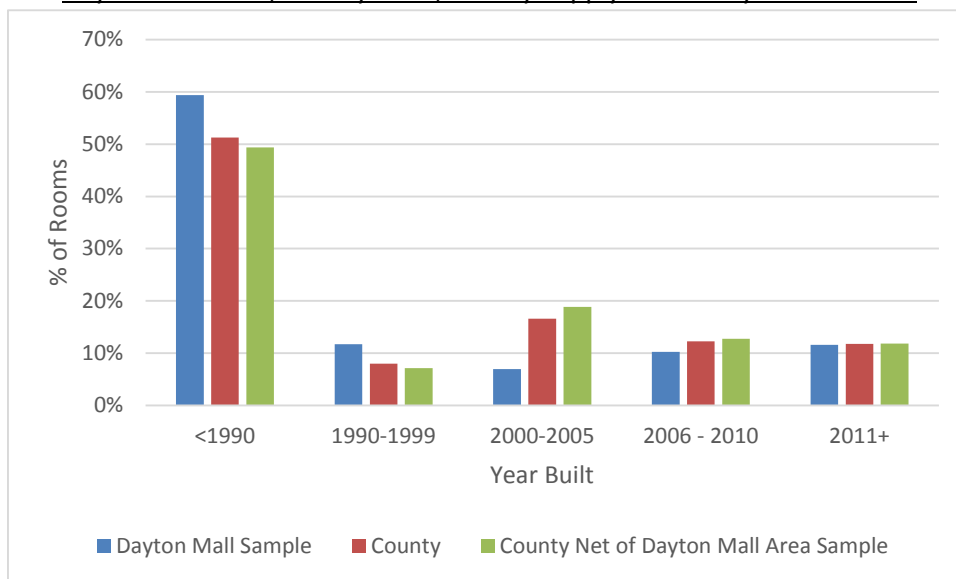
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Nine hotels were included in the Dayton Mall sample. All of the sample hotels were classified as midscale quality or above. The hotel sample does not include the Holiday Inn Express in Centerville, OH or the Hilton Garden Inn at Austin Landing.

Figure 1

Share of Hotel Rooms by Year Built

Dayton Mall Area, County Total, County Supply Net of Dayton Mall Area



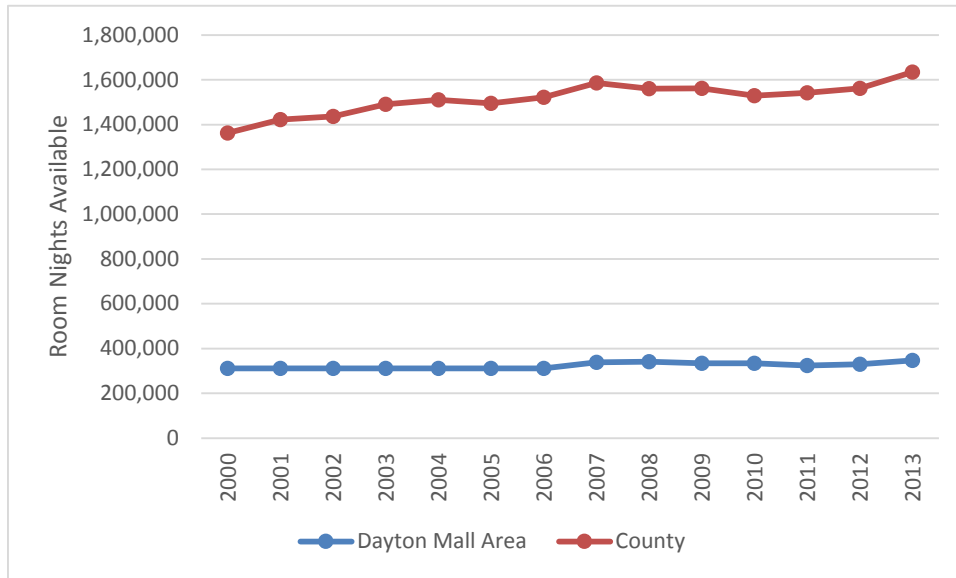
Source: Smith Travel Research; W-ZHA

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As compared to Montgomery County's supply of hotels classified as midscale or above, the hotel supply in the Dayton Mall area is older than the County.

Figure 2
Room Nights
Dayton Mall Area and Remainder of the County
2000 – 2013



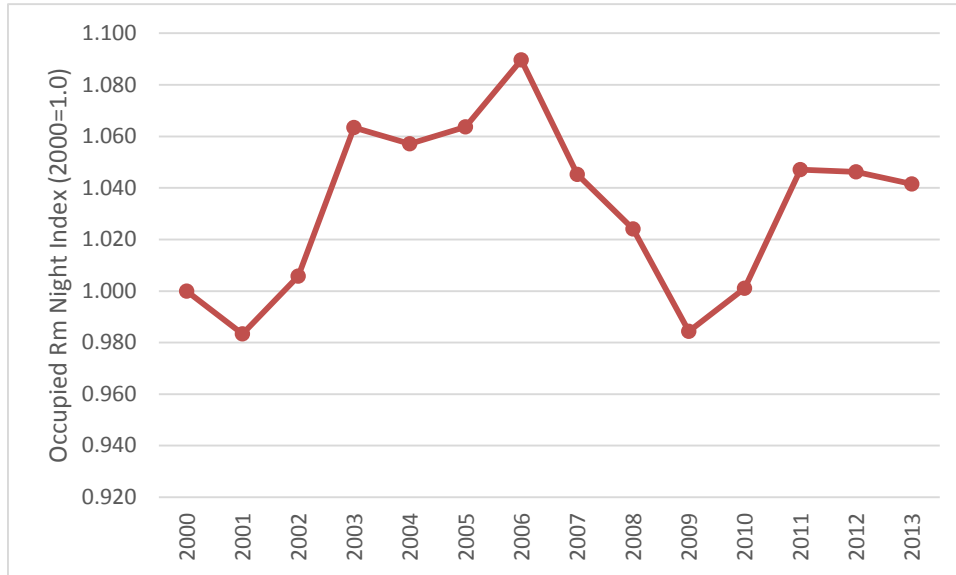
Source: Smith Travel Research; W-ZHA

str report/rm nts total

There were 1.36 million room nights available in Montgomery County in 2000. By 2013, the number of room nights available increased by 20 percent to 1.63 million room nights. The Dayton Mall Area hotels represented 23 percent of the room nights available in the County in 2000 and 21 percent in 2013.



Figure 3
Occupied Room Nights
Montgomery County
2000 – 2013

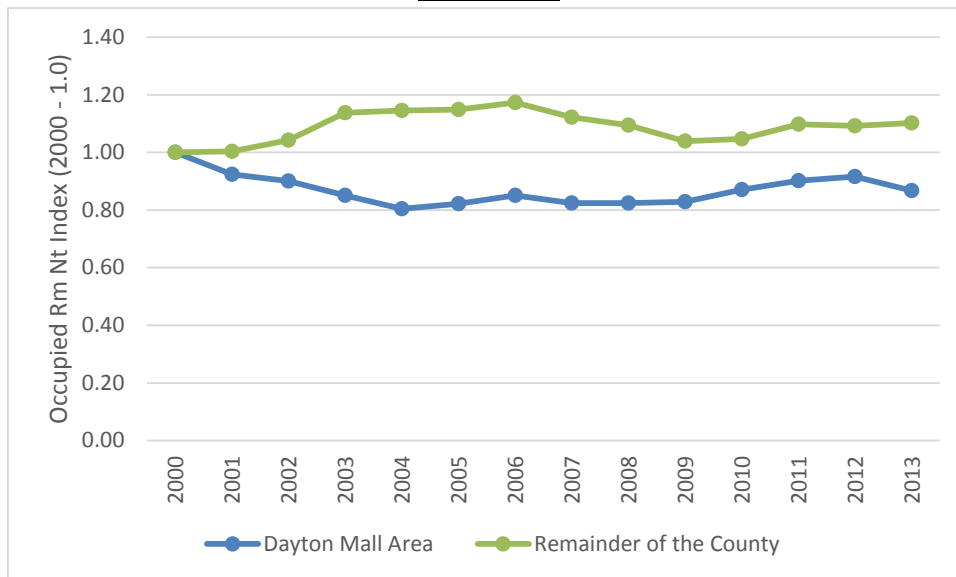


Source: Smith Travel Research; W-ZHA

str report/rm nts total

Overall, the number of occupied room nights in the County increased by 4 percent between 2000 and 2013.

Figure 4
Occupied Room Nights
Dayton Mall Sample and Remainder of County
2000 - 2013

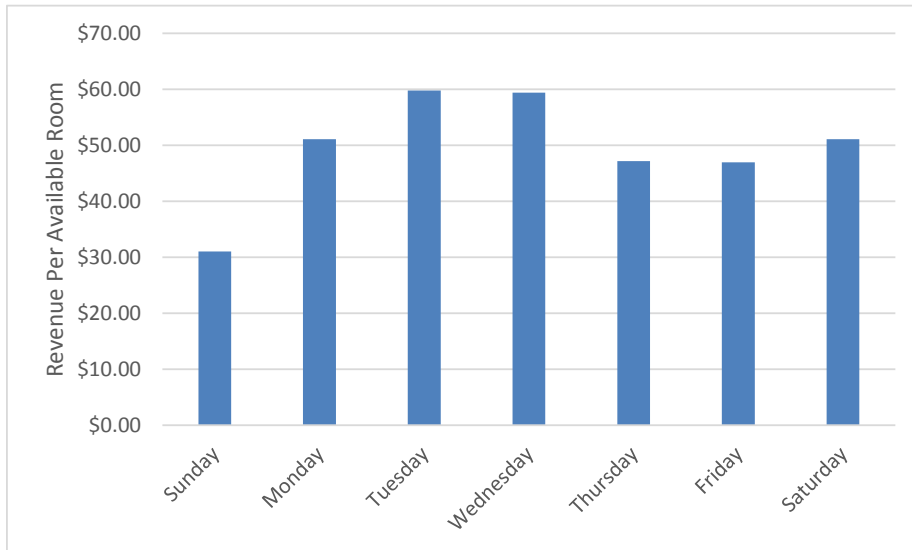


Source: Smith Travel Research; W-ZHA



Whereas the occupied room nights in the County increased overall, this increase occurred in the hotels outside of the Dayton Mall Area. The number of occupied room nights in the Dayton Mall Area has declined since 2000. Over this same timeframe, the remaining hotels in the County have increased their number of occupied room nights. The hotels in the Dayton Mall Area accounted for 26 percent of the County's occupied room nights in 2000 and 22 percent in 2013.

Figure 5
Revenue Per Available Room
Dayton Mall Area Sample
3-Year Average

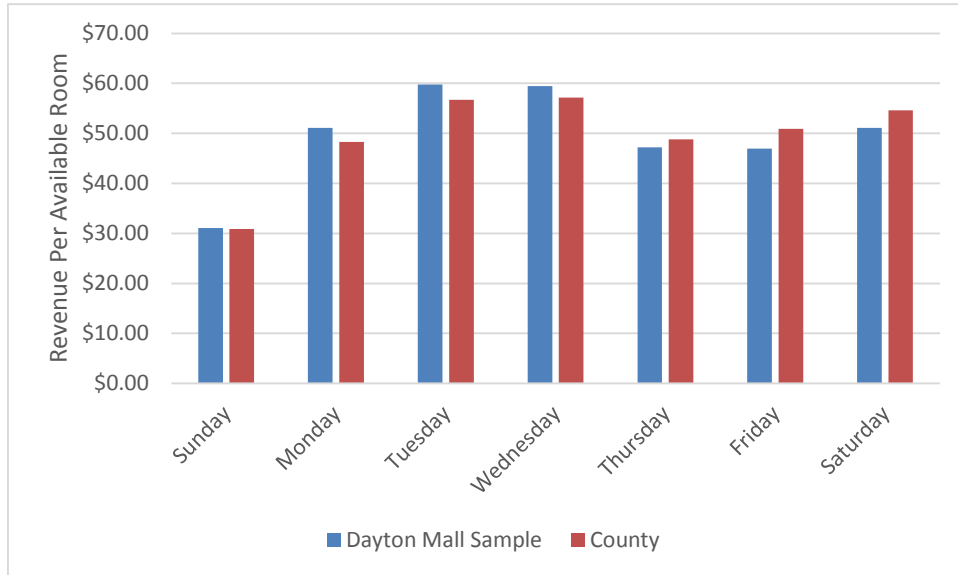


Source: Smith Travel Research; W-ZHA

The hotels in the Dayton Mall Area generate the highest revenue per room during the heart of the work week, Tuesday and Wednesday.



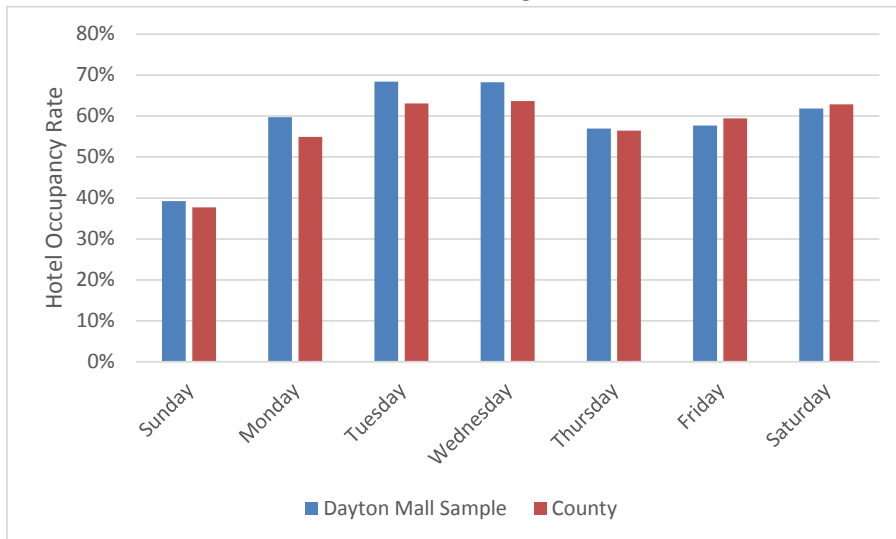
Figure 6
Revenue Per Available Room
Dayton Mall Sample and County Sample
3-Year Average



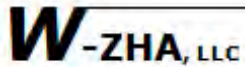
Source: Smith Travel Research; W-ZHA

As compared to the County hotels overall, the hotels in the Dayton Mall area generally follow the same pattern as the County in terms of revenue per available room by day. County hotels perform better on Friday and Saturday nights, however.

Figure 7
Hotel Occupancy Rate
Dayton Mall Sample and County Sample
3-Year Average



Source: Smith Travel Research; W-ZHA



Occupancy is important for the land uses surrounding the hotels. The Dayton Mall Area hotels are over 60 percent occupied on Saturday nights.

Table 2

Middle and Upscale Lodging Market Trend Dayton Mall Area Hotels 2000 - 2013				
Year	Occupancy	Average Daily Rm Rate	RevPAR	Available Roomnights
2000	71.6%	\$81.27	\$58.21	310,980
2001	66.2%	\$81.82	\$54.16	310,980
2002	64.5%	\$78.88	\$50.88	310,980
2003	61.0%	\$80.03	\$48.80	310,980
2004	57.6%	\$79.25	\$45.65	310,980
2005	58.9%	\$82.59	\$48.63	310,980
2006	61.0%	\$82.94	\$50.57	310,980
2007	54.1%	\$84.75	\$45.89	339,036
2008	53.7%	\$82.57	\$44.38	341,640
2009	55.1%	\$78.31	\$43.16	334,705
2010	57.9%	\$79.66	\$46.14	334,705
2011	62.1%	\$81.38	\$50.53	323,481
2012	61.8%	\$82.10	\$50.75	329,920
2013	55.6%	\$83.96	\$46.72	347,115
<i>Annualized Change</i>			-1.7%	0.8%

Source: Smith Travel Reports; W-ZHA

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The performance data for the hotels in the Dayton Mall Area is not particularly strong. While some hotels within the Dayton Mall Area sample may be performing above the average, the data suggest that the market is not growing. New hotels may be capturing market from the older, less competitive hotels in the Dayton Mall Area.



Table 3

**Middle and Upscale Lodging Market Trend
Dayton Mall Area and Overall County Hotels
2000 - 2013**

Dayton Mall Area Sample					
Year	Occupancy	Average Daily Rm Rate	RevPAR	Occupied Roomnights	Available Roomnights
2000	71.6%	\$81.27	\$58.21	222,756	310,980
2001	66.2%	\$81.82	\$54.16	205,868	310,980
2002	64.5%	\$78.88	\$50.88	200,615	310,980
2003	61.0%	\$80.03	\$48.80	189,635	310,980
2004	57.6%	\$79.25	\$45.65	179,133	310,980
2005	58.9%	\$82.59	\$48.63	183,106	310,980
2006	61.0%	\$82.94	\$50.57	189,617	310,980
2007	54.1%	\$84.75	\$45.89	183,577	339,036
2008	53.7%	\$82.57	\$44.38	183,601	341,640
2009	55.1%	\$78.31	\$43.16	184,462	334,705
2010	57.9%	\$79.66	\$46.14	193,862	334,705
2011	62.1%	\$81.38	\$50.53	200,850	323,481
2012	61.8%	\$82.10	\$50.75	203,961	329,920
2013	55.6%	\$83.96	\$46.72	193,147	347,115
<i>Annualized Change</i>			-1.7%	-1.1%	0.8%

Montgomery County					
Year	Occupancy	Average Daily Rm Rate	RevPAR	Occupied Roomnights	Available Roomnights
2000	63.0%	\$75.86	\$47.83	859,184	1,362,740
2001	63.0%	\$74.39	\$44.19	844,905	1,422,420
2002	63.0%	\$73.67	\$44.31	864,095	1,436,650
2003	63.0%	\$73.68	\$45.17	913,624	1,490,140
2004	63.0%	\$73.21	\$44.01	908,238	1,511,100
2005	63.0%	\$76.91	\$47.03	913,937	1,494,810
2006	63.0%	\$80.86	\$49.72	936,251	1,522,499
2007	63.0%	\$84.32	\$47.75	898,024	1,585,737
2008	63.0%	\$83.44	\$47.07	879,838	1,559,765
2009	63.0%	\$79.91	\$43.27	845,752	1,561,798
2010	63.0%	\$79.68	\$44.83	860,141	1,528,597
2011	63.0%	\$80.61	\$47.05	899,693	1,541,522
2012	63.0%	\$84.08	\$48.41	898,916	1,561,294
2013	63.0%	\$87.64	\$47.98	894,829	1,634,332
<i>Annualized Change</i>			0.0%	0.3%	1.4%

Source: Smith Travel Reports; W-ZHA
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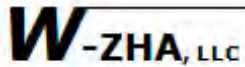


Table 4

**Middle and Upscale Lodging Market Trend
Dayton Mall Area and Overall County Hotels
Year-to-Date 2000 - 2014**

Dayton Mall Area Sample					
Year	Occupancy	Average Daily Rm Rate	RevPAR	Occupied Roomnights	Available Roomnights
2000	74.4%	\$81.45	\$60.62	192,759	259,008
2001	68.5%	\$82.90	\$56.79	177,413	259,008
2002	66.4%	\$79.43	\$52.78	172,098	259,008
2003	64.0%	\$80.54	\$51.52	165,672	259,008
2004	59.8%	\$79.34	\$47.47	154,986	259,008
2005	60.7%	\$83.21	\$50.52	157,252	259,008
2006	63.3%	\$83.31	\$52.76	164,010	259,008
2007	56.9%	\$84.97	\$48.32	160,324	281,940
2008	56.3%	\$83.05	\$46.77	160,256	284,544
2009	57.3%	\$78.62	\$45.08	159,859	278,768
2010	59.8%	\$80.16	\$47.90	166,586	278,768
2011	63.9%	\$81.71	\$52.25	173,459	271,265
2012	64.6%	\$82.75	\$53.43	175,563	271,909
2013	57.5%	\$84.83	\$48.80	166,303	289,104
2014	60.7%	\$87.53	\$53.11	167,929	276,776
<i>Annualized Change</i>			-0.9%	-1.0%	0.5%

Montgomery County					
Year	Occupancy	Average Daily Rm Rate	RevPAR	Occupied Roomnights	Available Roomnights
2000	65.9%	\$76.20	\$50.23	743,249	1,127,524
2001	61.5%	\$75.45	\$46.37	727,045	1,182,934
2002	62.5%	\$74.02	\$46.29	746,371	1,193,504
2003	64.3%	\$74.29	\$47.73	795,200	1,237,600
2004	62.2%	\$73.69	\$45.83	782,665	1,258,560
2005	63.1%	\$77.44	\$48.90	785,738	1,244,405
2006	63.9%	\$81.06	\$51.82	810,102	1,267,275
2007	59.3%	\$84.59	\$50.20	781,818	1,317,337
2008	58.8%	\$84.23	\$49.49	763,793	1,299,905
2009	56.2%	\$80.62	\$45.31	731,792	1,302,179
2010	58.4%	\$80.19	\$46.85	743,393	1,272,397
2011	60.5%	\$80.97	\$49.00	776,530	1,283,004
2012	59.7%	\$84.58	\$50.47	775,280	1,299,302
2013	56.5%	\$88.13	\$49.78	768,218	1,360,015
2014	60.5%	\$91.62	\$55.39	819,074	1,354,760
<i>Annualized Change</i>			0.7%	0.7%	1.3%

Source: Smith Travel Reports; W-ZHA

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PERFORMANCE DATA: ANOTHER COMPETITIVE SAMPLE

Table 5

Another Competitive Hotel Sample 2014		
Hotel Name	Class	Rooms
Doubletree Hotel Dayton Miamisburg	Upscale Class	137
Homewood Suites Dayton South Dayton	Upscale Class	96
Courtyard Dayton Mall	Upscale Class	146
Springhill Suites Dayton South Miamisburg	Upscale Class	84
Hilton Garden Inn	Upscale Class	125
Holiday Inn Express & Suites Centreville	Upper Midscale	74
Holiday Inn Express Dayton South I-675	Upper Midscale	111
Hampton Inn Dayton Dayton Mall	Upper Midscale Class	95
Total		868

Source: Smith Travel Reports; W-ZHA

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An hotelier shared performance data for a select group of competitive hotels. The data covers the 12 month period from October 2013 to October 2014.

Table 6

**Middle and Upscale Lodging Market Trend
Competitive Set and Dayton Mall Area Sample
Year-to-Date 2014**

	Competitive Sample	Dayton Mall Area Sample
Occupancy	65%	61%
Average Daily Rate	\$101.62	\$87.53
Revenue Per Available	\$66.03	\$53.11

Source: Local Hotel Operator; Smith Travel Reports; W-ZHA

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In general, these hotels are performing better than the Dayton Mall Area sample. With an average occupancy of 65 percent and revenue per room approaching \$70, these performance data suggest that the market is poised to absorb another limited service hotel. The issue is that the performance data for the Dayton Mall Area suggest that market growth is not occurring. Therefore, if a new hotel is developed, it will have a negative impact on the area's existing hotel supply.

Appendix 5

ESRI Market Data



Retail MarketPlace Profile

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 0.5 mile radius

Latitude: 39.63673
 Longitude: -84.21906

Summary Demographics

2013 Population	680
2013 Households	435
2013 Median Disposable Income	\$42,156
2013 Per Capita Income	\$32,873

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$11,541,262	\$15,136,631	-\$3,595,369	-13.5	6
Total Retail Trade	44-45	\$10,446,504	\$13,406,475	-\$2,959,971	-12.4	5
Total Food & Drink	722	\$1,094,758	\$1,730,156	-\$635,398	-22.5	1

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,995,311	\$0	\$1,995,311	100.0	0
Automobile Dealers	4411	\$1,701,252	\$0	\$1,701,252	100.0	0
Other Motor Vehicle Dealers	4412	\$129,615	\$0	\$129,615	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$164,444	\$0	\$164,444	100.0	0
Furniture & Home Furnishings Stores	442	\$196,935	\$0	\$196,935	100.0	0
Furniture Stores	4421	\$120,951	\$0	\$120,951	100.0	0
Home Furnishings Stores	4422	\$75,984	\$0	\$75,984	100.0	0
Electronics & Appliance Stores	443	\$316,032	\$0	\$316,032	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$352,689	\$1,629,542	-\$1,276,853	-64.4	1
Bldg Material & Supplies Dealers	4441	\$292,173	\$1,629,542	-\$1,337,369	-69.6	1
Lawn & Garden Equip & Supply Stores	4442	\$60,516	\$0	\$60,516	100.0	0
Food & Beverage Stores	445	\$1,652,056	\$0	\$1,652,056	100.0	0
Grocery Stores	4451	\$1,520,039	\$0	\$1,520,039	100.0	0
Specialty Food Stores	4452	\$56,336	\$0	\$56,336	100.0	0
Beer, Wine & Liquor Stores	4453	\$75,682	\$0	\$75,682	100.0	0
Health & Personal Care Stores	446,4461	\$1,006,146	\$0	\$1,006,146	100.0	0
Gasoline Stations	447,4471	\$1,208,661	\$0	\$1,208,661	100.0	0
Clothing & Clothing Accessories Stores	448	\$520,835	\$2,196,009	-\$1,675,174	-61.7	1
Clothing Stores	4481	\$374,743	\$2,146,298	-\$1,771,555	-70.3	1
Shoe Stores	4482	\$67,344	\$0	\$67,344	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$78,749	\$0	\$78,749	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$264,633	\$0	\$264,633	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$206,047	\$0	\$206,047	100.0	0
Book, Periodical & Music Stores	4512	\$58,586	\$0	\$58,586	100.0	0
General Merchandise Stores	452	\$1,997,437	\$0	\$1,997,437	100.0	0
Department Stores Excluding Leased Depts.	4521	\$758,432	\$0	\$758,432	100.0	0
Other General Merchandise Stores	4529	\$1,239,005	\$0	\$1,239,005	100.0	0
Miscellaneous Store Retailers	453	\$276,506	\$307,511	-\$31,005	-5.3	1
Florists	4531	\$16,276	\$0	\$16,276	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$61,257	\$0	\$61,257	100.0	0
Used Merchandise Stores	4533	\$41,204	\$0	\$41,204	100.0	0
Other Miscellaneous Store Retailers	4539	\$157,770	\$70,730	\$87,040	38.1	1
Nonstore Retailers	454	\$659,263	\$0	\$659,263	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$512,879	\$0	\$512,879	100.0	0
Vending Machine Operators	4542	\$45,703	\$0	\$45,703	100.0	0
Direct Selling Establishments	4543	\$100,681	\$0	\$100,681	100.0	0
Food Services & Drinking Places	722	\$1,094,758	\$1,730,156	-\$635,398	-22.5	1
Full-Service Restaurants	7221	\$469,873	\$0	\$469,873	100.0	0
Limited-Service Eating Places	7222	\$534,883	\$621,015	-\$86,132	-7.5	1
Special Food Services	7223	\$56,888	\$0	\$56,888	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$33,113	\$0	\$33,113	100.0	0

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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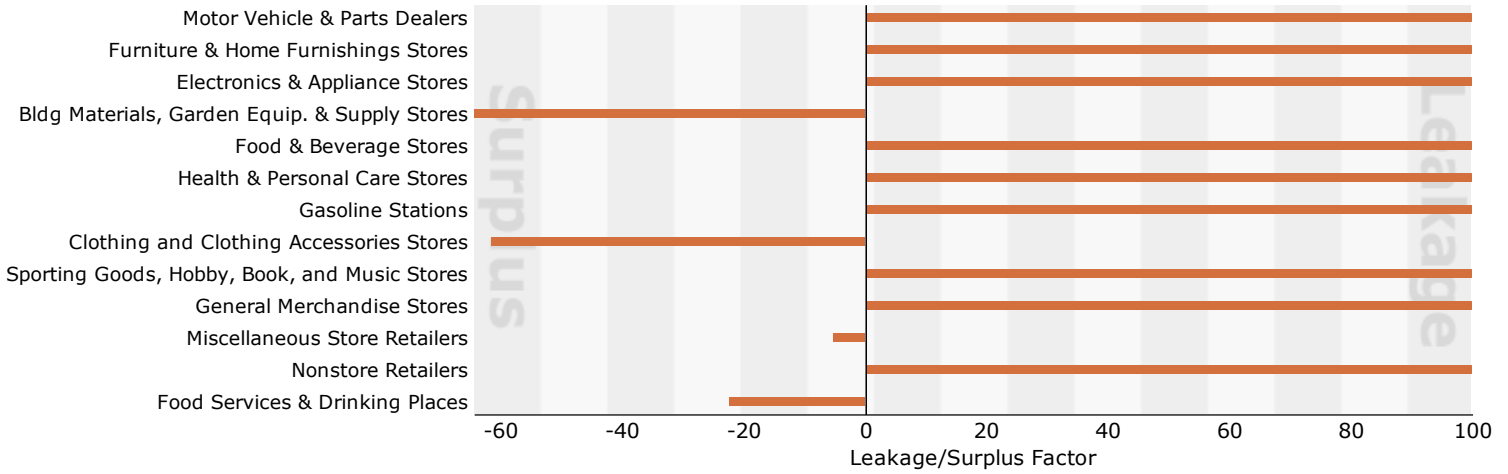


Retail MarketPlace Profile

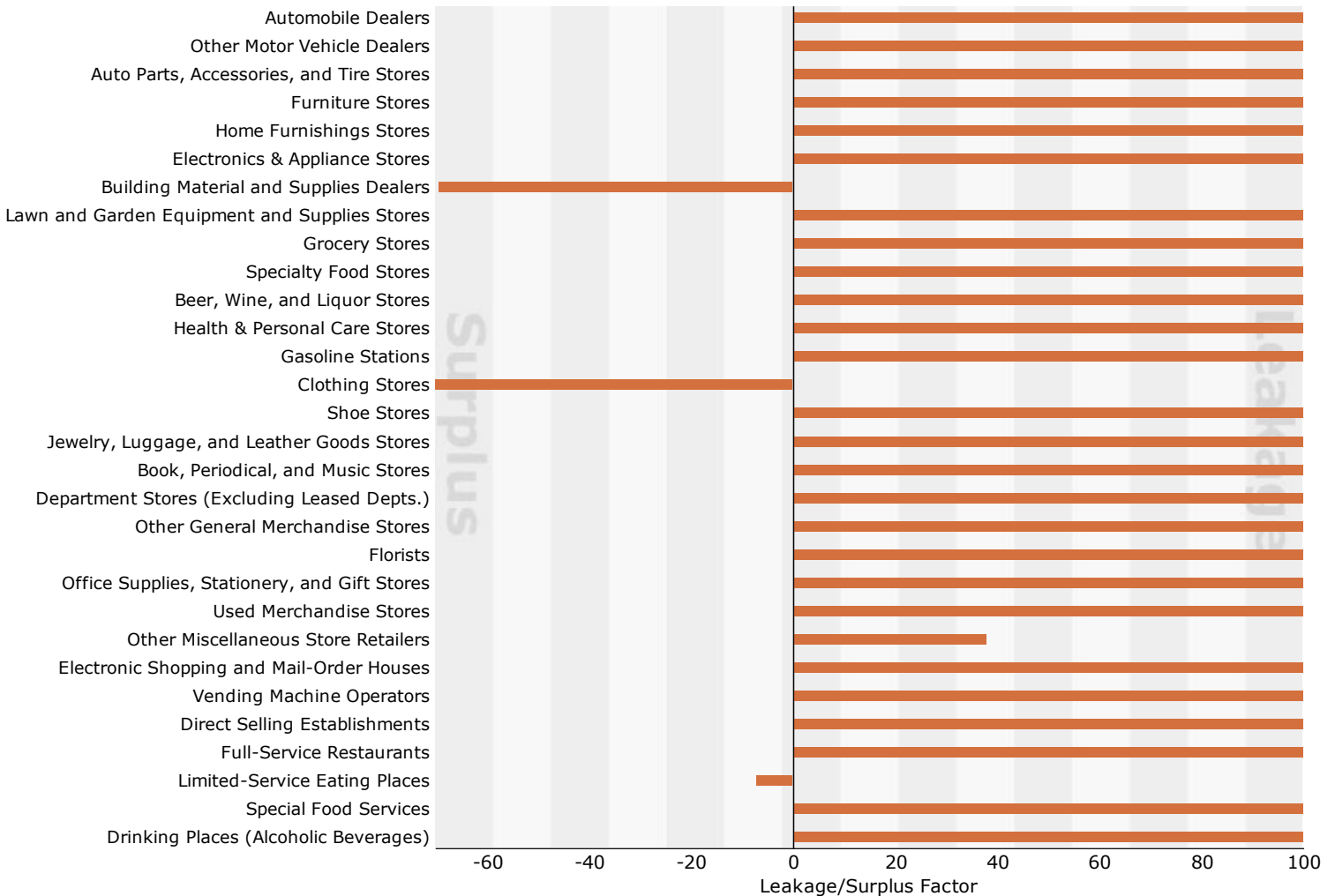
Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 0.5 mile radius

Latitude: 39.63673
 Longitude: -84.21906

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 1 mile radius

Latitude: 39.63673
 Longitude: -84.21906

Summary Demographics

2013 Population	1,817
2013 Households	933
2013 Median Disposable Income	\$45,490
2013 Per Capita Income	\$31,598

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$24,957,631	\$97,955,225	-\$72,997,594	-59.4	43
Total Retail Trade	44-45	\$22,561,894	\$81,669,734	-\$59,107,840	-56.7	34
Total Food & Drink	722	\$2,395,738	\$16,285,491	-\$13,889,753	-74.4	9

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,319,141	\$21,616,783	-\$17,297,642	-66.7	2
Automobile Dealers	4411	\$3,675,466	\$0	\$3,675,466	100.0	0
Other Motor Vehicle Dealers	4412	\$283,780	\$0	\$283,780	100	0
Auto Parts, Accessories & Tire Stores	4413	\$359,895	\$4,086,489	-\$3,726,594	-83.8	2
Furniture & Home Furnishings Stores	442	\$434,745	\$614,729	-\$179,984	-17.1	3
Furniture Stores	4421	\$264,944	\$0	\$264,944	100.0	0
Home Furnishings Stores	4422	\$169,801	\$220,483	-\$50,682	-13.0	3
Electronics & Appliance Stores	443	\$688,286	\$1,048,811	-\$360,525	-20.8	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$772,083	\$10,454,597	-\$9,682,514	-86.2	3
Bldg Material & Supplies Dealers	4441	\$643,499	\$10,454,597	-\$9,811,098	-88.4	3
Lawn & Garden Equip & Supply Stores	4442	\$128,584	\$0	\$128,584	100.0	0
Food & Beverage Stores	445	\$3,550,290	\$3,068,666	\$481,624	7.3	3
Grocery Stores	4451	\$3,265,986	\$2,381,946	\$884,040	15.7	1
Specialty Food Stores	4452	\$121,155	\$124,782	-\$3,627	-1.5	1
Beer, Wine & Liquor Stores	4453	\$163,149	\$0	\$163,149	100.0	0
Health & Personal Care Stores	446,4461	\$2,172,818	\$158,113	\$2,014,705	86.4	1
Gasoline Stations	447,4471	\$2,570,633	\$1,219,487	\$1,351,146	35.6	1
Clothing & Clothing Accessories Stores	448	\$1,144,043	\$10,896,184	-\$9,752,141	-81.0	6
Clothing Stores	4481	\$822,792	\$10,336,018	-\$9,513,226	-85.3	5
Shoe Stores	4482	\$146,596	\$0	\$146,596	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$174,655	\$168,530	\$6,125	1.8	1
Sporting Goods, Hobby, Book & Music Stores	451	\$568,628	\$4,314,430	-\$3,745,802	-76.7	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$443,605	\$3,947,326	-\$3,503,721	-79.8	3
Book, Periodical & Music Stores	4512	\$125,023	\$0	\$125,023	100.0	0
General Merchandise Stores	452	\$4,316,271	\$25,722,486	-\$21,406,215	-71.3	2
Department Stores Excluding Leased Depts.	4521	\$1,651,683	\$553,017	\$1,098,666	49.8	1
Other General Merchandise Stores	4529	\$2,664,588	\$25,169,469	-\$22,504,881	-80.9	1
Miscellaneous Store Retailers	453	\$591,827	\$2,022,664	-\$1,430,837	-54.7	6
Florists	4531	\$35,349	\$0	\$35,349	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$132,969	\$681,585	-\$548,616	-67.4	1
Used Merchandise Stores	4533	\$88,668	\$863,964	-\$775,296	-81.4	1
Other Miscellaneous Store Retailers	4539	\$334,840	\$477,116	-\$142,276	-17.5	4
Nonstore Retailers	454	\$1,433,127	\$532,784	\$900,343	45.8	1
Electronic Shopping & Mail-Order Houses	4541	\$1,113,987	\$529,960	\$584,027	35.5	1
Vending Machine Operators	4542	\$98,452	\$0	\$98,452	100.0	0
Direct Selling Establishments	4543	\$220,688	\$0	\$220,688	100.0	0
Food Services & Drinking Places	722	\$2,395,738	\$16,285,491	-\$13,889,753	-74.4	9
Full-Service Restaurants	7221	\$1,031,177	\$11,872,554	-\$10,841,377	-84.0	4
Limited-Service Eating Places	7222	\$1,167,467	\$4,263,721	-\$3,096,254	-57.0	4
Special Food Services	7223	\$124,397	\$0	\$124,397	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$72,697	\$143,871	-\$71,174	-32.9	1

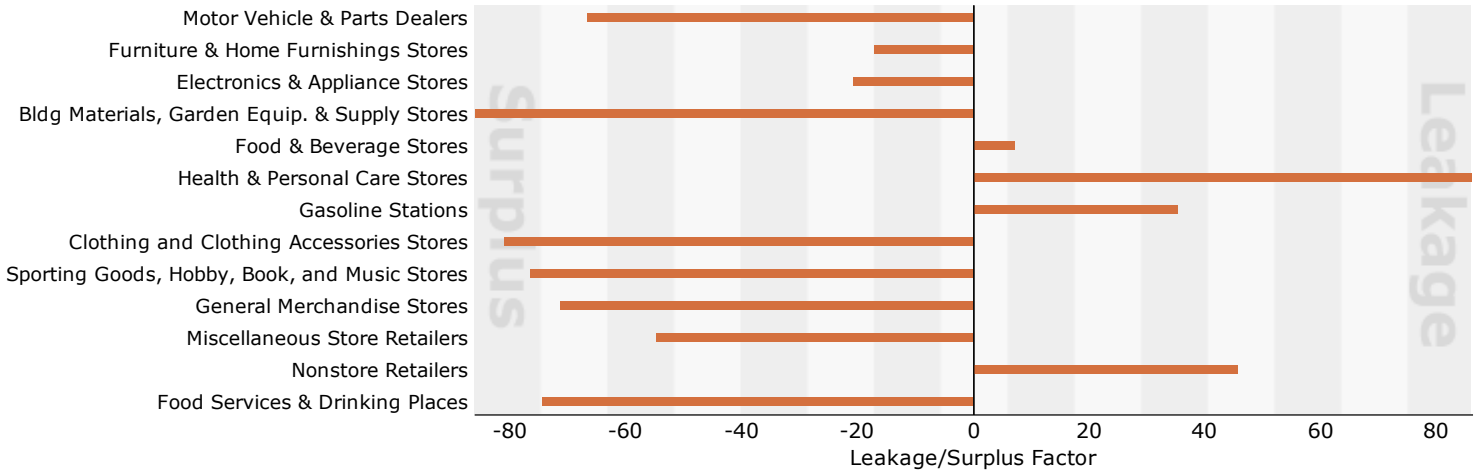
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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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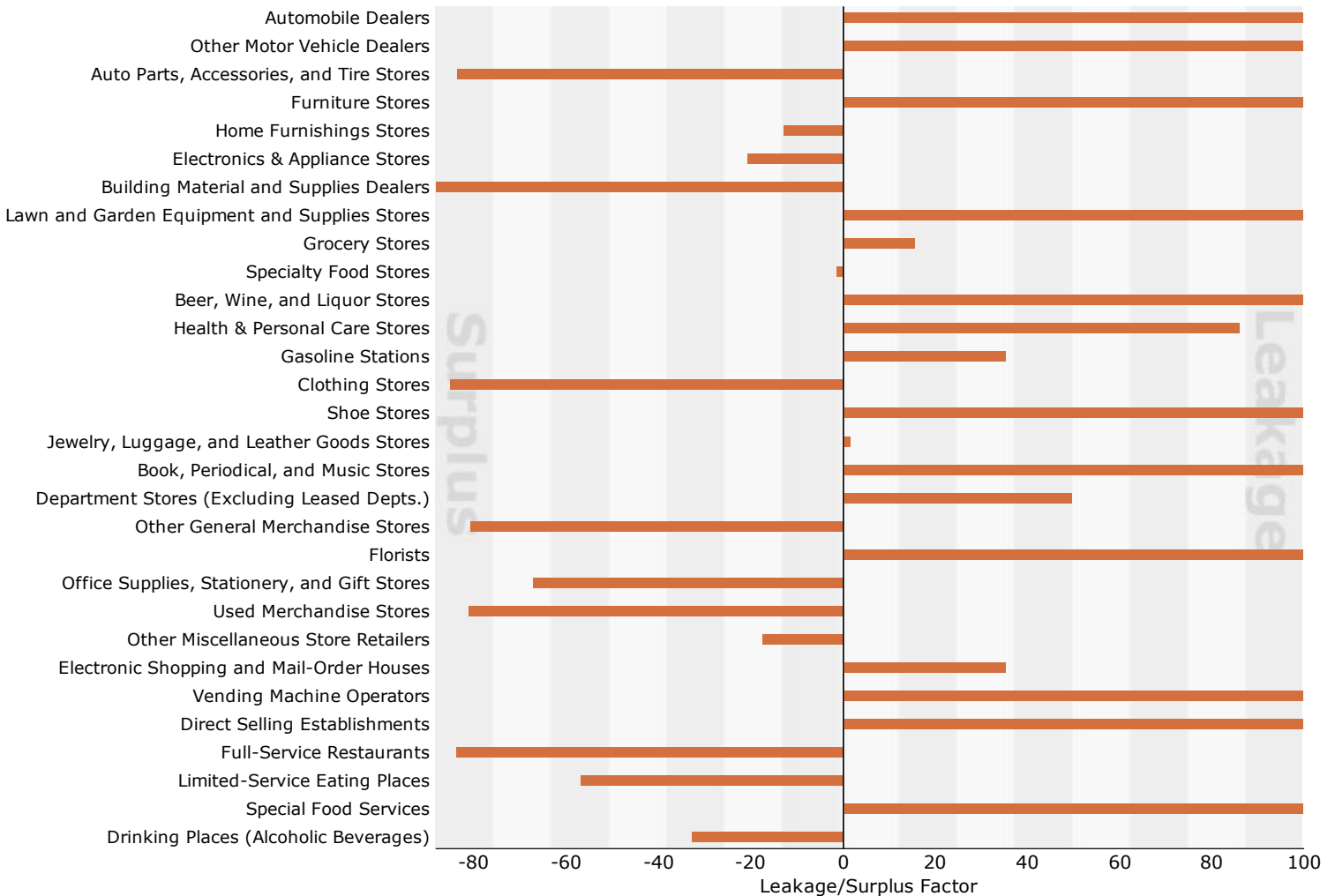
Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 1 mile radius

Latitude: 39.63673
 Longitude: -84.21906

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 2 mile radius

Latitude: 39.63673
 Longitude: -84.21906

Summary Demographics

2013 Population	14,242
2013 Households	6,971
2013 Median Disposable Income	\$39,885
2013 Per Capita Income	\$30,239

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$193,677,425	\$256,325,000	-\$62,647,575	-13.9	157
Total Retail Trade	44-45	\$174,345,735	\$203,478,968	-\$29,133,233	-7.7	118
Total Food & Drink	722	\$19,331,690	\$52,846,032	-\$33,514,342	-46.4	39

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$33,427,011	\$49,719,800	-\$16,292,789	-19.6	6
Automobile Dealers	4411	\$28,538,228	\$40,871,390	-\$12,333,162	-17.8	1
Other Motor Vehicle Dealers	4412	\$2,088,773	\$627,736	\$1,461,037	54	1
Auto Parts, Accessories & Tire Stores	4413	\$2,800,011	\$8,220,674	-\$5,420,663	-49.2	4
Furniture & Home Furnishings Stores	442	\$3,413,550	\$2,094,743	\$1,318,807	23.9	9
Furniture Stores	4421	\$2,116,083	\$1,197,535	\$918,548	27.7	2
Home Furnishings Stores	4422	\$1,297,468	\$897,208	\$400,260	18.2	8
Electronics & Appliance Stores	443	\$5,431,603	\$3,741,627	\$1,689,976	18.4	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,610,730	\$25,413,987	-\$19,803,257	-63.8	11
Bldg Material & Supplies Dealers	4441	\$4,741,675	\$24,856,223	-\$20,114,548	-68.0	10
Lawn & Garden Equip & Supply Stores	4442	\$869,056	\$557,765	\$311,291	21.8	1
Food & Beverage Stores	445	\$27,655,716	\$12,216,150	\$15,439,566	38.7	11
Grocery Stores	4451	\$25,422,473	\$5,589,834	\$19,832,639	64.0	7
Specialty Food Stores	4452	\$946,056	\$261,440	\$684,616	56.7	2
Beer, Wine & Liquor Stores	4453	\$1,287,187	\$6,364,876	-\$5,077,689	-66.4	2
Health & Personal Care Stores	446,4461	\$16,251,426	\$9,684,955	\$6,566,471	25.3	6
Gasoline Stations	447,4471	\$19,870,956	\$6,991,260	\$12,879,696	47.9	3
Clothing & Clothing Accessories Stores	448	\$9,223,743	\$25,952,554	-\$16,728,811	-47.6	17
Clothing Stores	4481	\$6,623,883	\$24,728,608	-\$18,104,725	-57.7	13
Shoe Stores	4482	\$1,179,926	\$715,421	\$464,505	24.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,419,934	\$508,525	\$911,409	47.3	2
Sporting Goods, Hobby, Book & Music Stores	451	\$4,536,252	\$8,055,590	-\$3,519,338	-27.9	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,516,746	\$7,384,724	-\$3,867,978	-35.5	8
Book, Periodical & Music Stores	4512	\$1,019,506	\$670,867	\$348,639	20.6	1
General Merchandise Stores	452	\$33,833,731	\$49,577,324	-\$15,743,593	-18.9	5
Department Stores Excluding Leased Depts.	4521	\$13,115,998	\$1,520,208	\$11,595,790	79.2	3
Other General Merchandise Stores	4529	\$20,717,733	\$48,057,116	-\$27,339,383	-39.8	2
Miscellaneous Store Retailers	453	\$4,499,630	\$5,352,478	-\$852,848	-8.7	24
Florists	4531	\$239,030	\$31,572	\$207,458	76.7	1
Office Supplies, Stationery & Gift Stores	4532	\$1,022,851	\$1,334,767	-\$311,916	-13.2	4
Used Merchandise Stores	4533	\$716,749	\$2,631,713	-\$1,914,964	-57.2	3
Other Miscellaneous Store Retailers	4539	\$2,521,000	\$1,354,427	\$1,166,573	30.1	17
Nonstore Retailers	454	\$10,591,385	\$4,678,500	\$5,912,885	38.7	8
Electronic Shopping & Mail-Order Houses	4541	\$8,440,941	\$1,583,496	\$6,857,445	68.4	2
Vending Machine Operators	4542	\$773,006	\$2,456,440	-\$1,683,434	-52.1	2
Direct Selling Establishments	4543	\$1,377,439	\$638,564	\$738,875	36.7	5
Food Services & Drinking Places	722	\$19,331,690	\$52,846,032	-\$33,514,342	-46.4	39
Full-Service Restaurants	7221	\$8,313,542	\$29,065,917	-\$20,752,375	-55.5	13
Limited-Service Eating Places	7222	\$9,411,615	\$22,302,825	-\$12,891,210	-40.6	17
Special Food Services	7223	\$990,052	\$174,595	\$815,457	70.0	1
Drinking Places - Alcoholic Beverages	7224	\$616,480	\$1,302,696	-\$686,216	-35.8	8

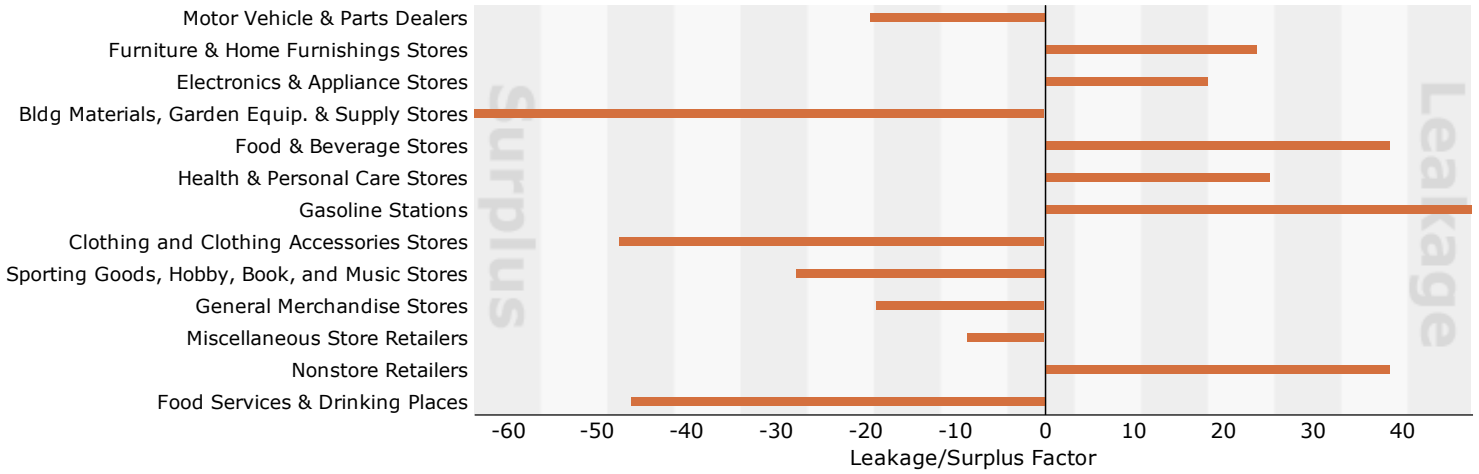
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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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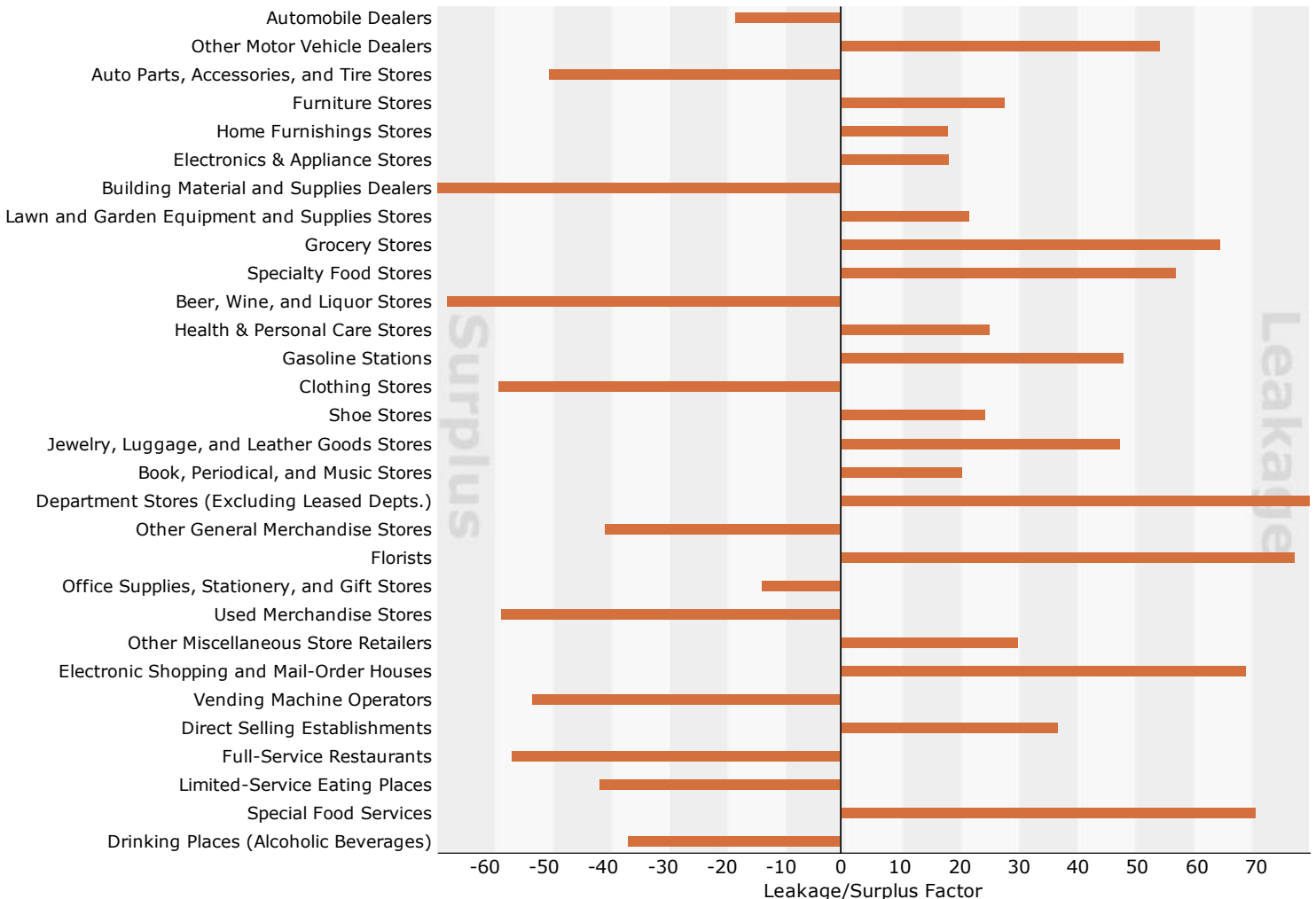
Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 2 mile radius

Latitude: 39.63673
 Longitude: -84.21906

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Demographic and Income Profile

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 0.5 mile radius

Latitude: 39.63673
 Longitude: -84.21906

Summary	Census 2010	2014	2019
Population	687	676	669
Households	436	434	431
Families	239	233	228
Average Household Size	1.58	1.56	1.55
Owner Occupied Housing Units	255	240	237
Renter Occupied Housing Units	181	193	194
Median Age	45.8	47.3	48.9
Trends: 2014 - 2019 Annual Rate	Area	State	National
Population	-0.21%	0.16%	0.73%
Households	-0.14%	0.21%	0.75%
Families	-0.43%	0.00%	0.66%
Owner HHs	-0.25%	0.16%	0.69%
Median Household Income	2.90%	3.07%	2.74%

Households by Income	2014		2019	
	Number	Percent	Number	Percent
<\$15,000	47	10.8%	40	9.3%
\$15,000 - \$24,999	27	6.2%	18	4.2%
\$25,000 - \$34,999	49	11.3%	37	8.6%
\$35,000 - \$49,999	86	19.8%	74	17.2%
\$50,000 - \$74,999	97	22.4%	98	22.7%
\$75,000 - \$99,999	59	13.6%	74	17.2%
\$100,000 - \$149,999	50	11.5%	66	15.3%
\$150,000 - \$199,999	10	2.3%	13	3.0%
\$200,000+	9	2.1%	11	2.6%
Median Household Income	\$51,318		\$59,212	
Average Household Income	\$63,174		\$71,772	
Per Capita Income	\$32,027		\$36,496	

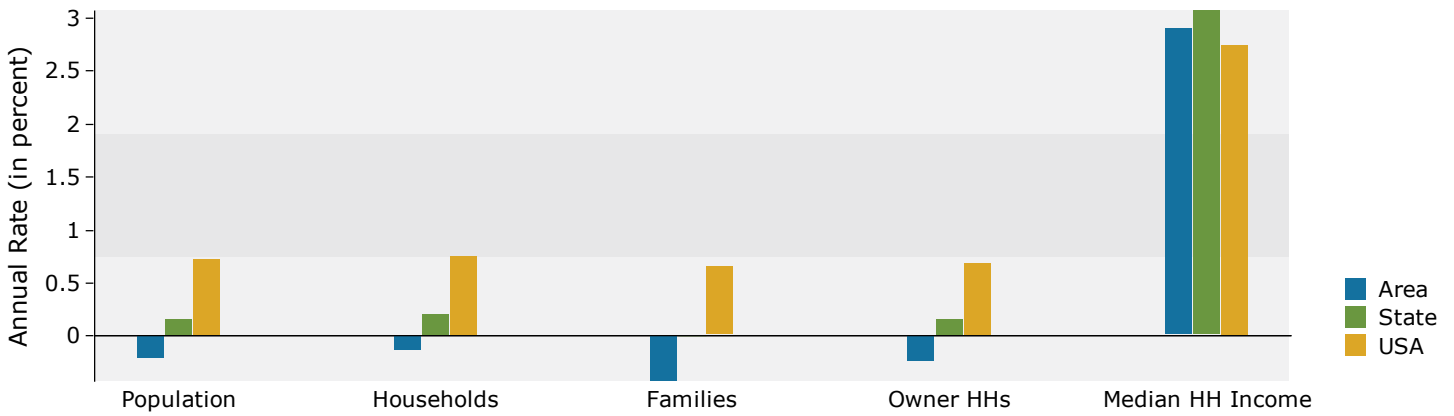
Population by Age	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	36	5.2%	33	4.9%	33	4.9%
5 - 9	29	4.2%	29	4.3%	28	4.2%
10 - 14	28	4.1%	27	4.0%	28	4.2%
15 - 19	29	4.2%	26	3.9%	25	3.7%
20 - 24	51	7.4%	49	7.3%	42	6.3%
25 - 34	100	14.5%	96	14.2%	91	13.6%
35 - 44	64	9.3%	61	9.0%	61	9.1%
45 - 54	78	11.3%	72	10.7%	64	9.6%
55 - 64	89	12.9%	88	13.0%	86	12.9%
65 - 74	84	12.2%	93	13.8%	101	15.1%
75 - 84	65	9.4%	63	9.3%	70	10.5%
85+	35	5.1%	38	5.6%	39	5.8%

Race and Ethnicity	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
White Alone	602	87.9%	587	86.8%	574	85.7%
Black Alone	47	6.9%	48	7.1%	49	7.3%
American Indian Alone	0	0.0%	0	0.0%	0	0.0%
Asian Alone	17	2.5%	19	2.8%	21	3.1%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	5	0.7%	6	0.9%	7	1.0%
Two or More Races	14	2.0%	16	2.4%	19	2.8%
Hispanic Origin (Any Race)	13	1.9%	14	2.1%	18	2.7%

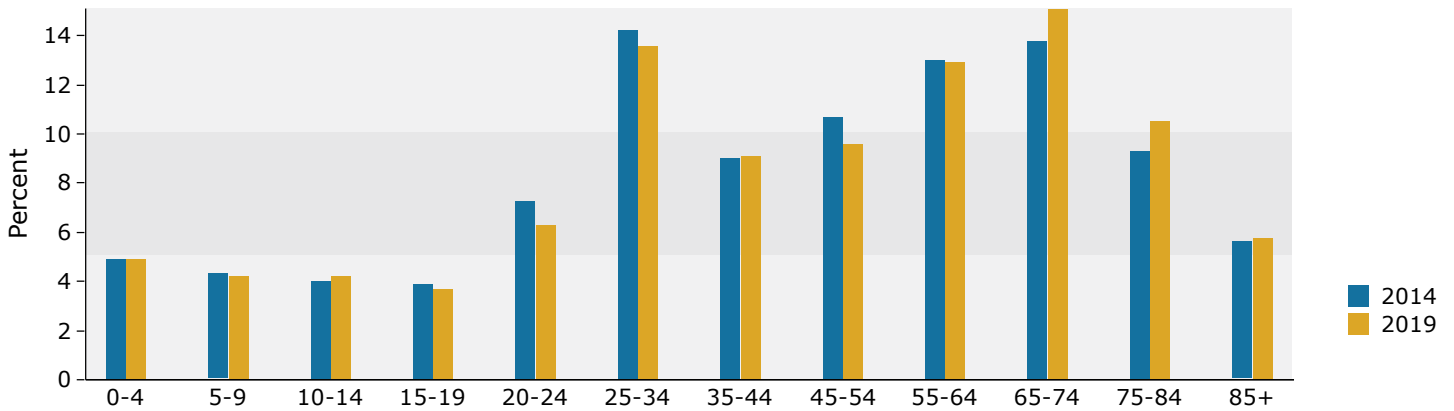
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

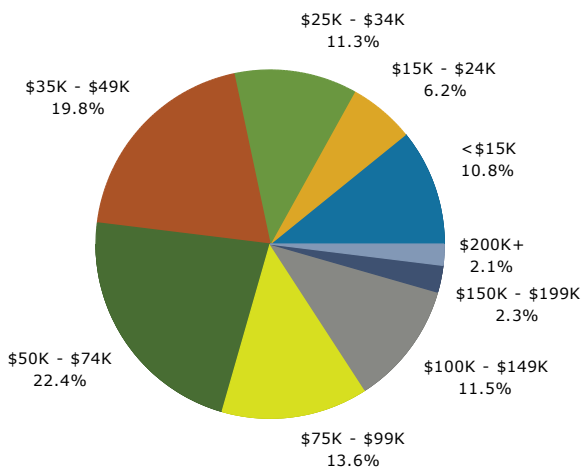
Trends 2014-2019



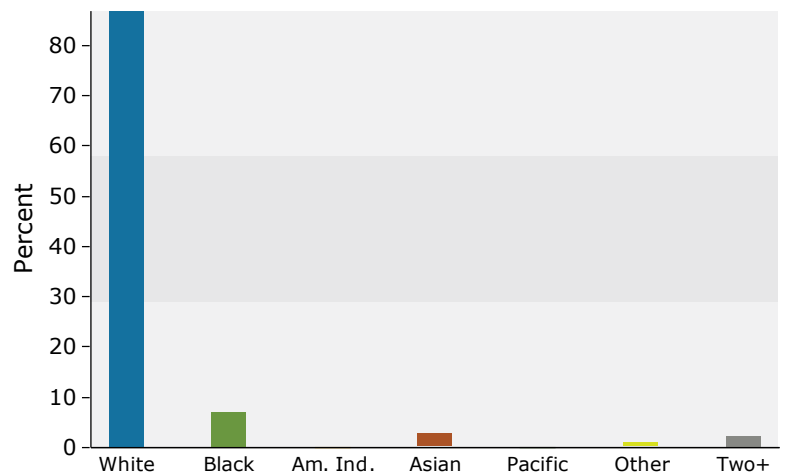
Population by Age



2014 Household Income



2014 Population by Race



2014 Percent Hispanic Origin: 2.1%



Demographic and Income Profile

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 1 mile radius

Latitude: 39.63673
 Longitude: -84.21906

Summary	Census 2010	2014	2019
Population	1,837	1,802	1,783
Households	936	928	923
Families	555	541	530
Average Household Size	1.96	1.94	1.93
Owner Occupied Housing Units	637	608	601
Renter Occupied Housing Units	299	320	321
Median Age	46.0	47.2	48.3
Trends: 2014 - 2019 Annual Rate	Area	State	National
Population	-0.21%	0.16%	0.73%
Households	-0.11%	0.21%	0.75%
Families	-0.41%	0.00%	0.66%
Owner HHs	-0.23%	0.16%	0.69%
Median Household Income	2.87%	3.07%	2.74%

Households by Income	2014		2019	
	Number	Percent	Number	Percent
<\$15,000	96	10.3%	81	8.8%
\$15,000 - \$24,999	60	6.5%	41	4.4%
\$25,000 - \$34,999	94	10.1%	72	7.8%
\$35,000 - \$49,999	179	19.3%	153	16.6%
\$50,000 - \$74,999	216	23.3%	215	23.3%
\$75,000 - \$99,999	135	14.5%	167	18.1%
\$100,000 - \$149,999	105	11.3%	140	15.2%
\$150,000 - \$199,999	22	2.4%	28	3.0%
\$200,000+	21	2.3%	27	2.9%
Median Household Income	\$52,668		\$60,664	
Average Household Income	\$65,560		\$74,259	
Per Capita Income	\$31,777		\$36,149	

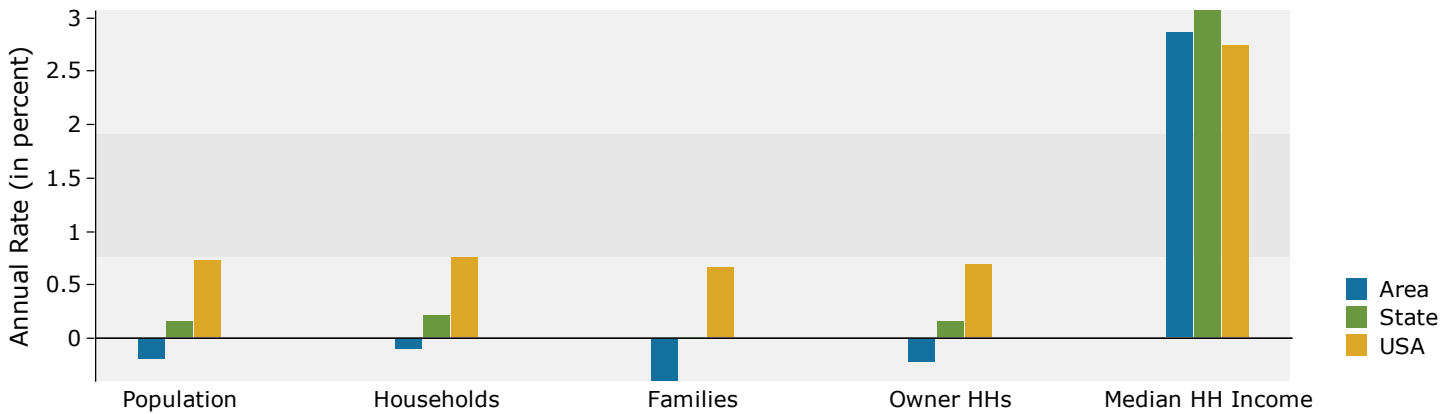
Population by Age	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	100	5.4%	90	5.0%	89	5.0%
5 - 9	83	4.5%	88	4.9%	83	4.7%
10 - 14	78	4.2%	79	4.4%	88	4.9%
15 - 19	78	4.2%	71	3.9%	74	4.2%
20 - 24	117	6.4%	110	6.1%	95	5.3%
25 - 34	253	13.8%	236	13.1%	215	12.1%
35 - 44	186	10.1%	182	10.1%	187	10.5%
45 - 54	218	11.9%	206	11.4%	187	10.5%
55 - 64	250	13.6%	240	13.3%	232	13.0%
65 - 74	233	12.7%	254	14.1%	260	14.6%
75 - 84	164	8.9%	161	8.9%	185	10.4%
85+	78	4.2%	85	4.7%	88	4.9%

Race and Ethnicity	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,638	89.1%	1,593	88.4%	1,558	87.4%
Black Alone	102	5.5%	103	5.7%	105	5.9%
American Indian Alone	2	0.1%	2	0.1%	2	0.1%
Asian Alone	46	2.5%	49	2.7%	54	3.0%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	12	0.7%	13	0.7%	15	0.8%
Two or More Races	38	2.1%	42	2.3%	49	2.7%
Hispanic Origin (Any Race)	37	2.0%	42	2.3%	52	2.9%

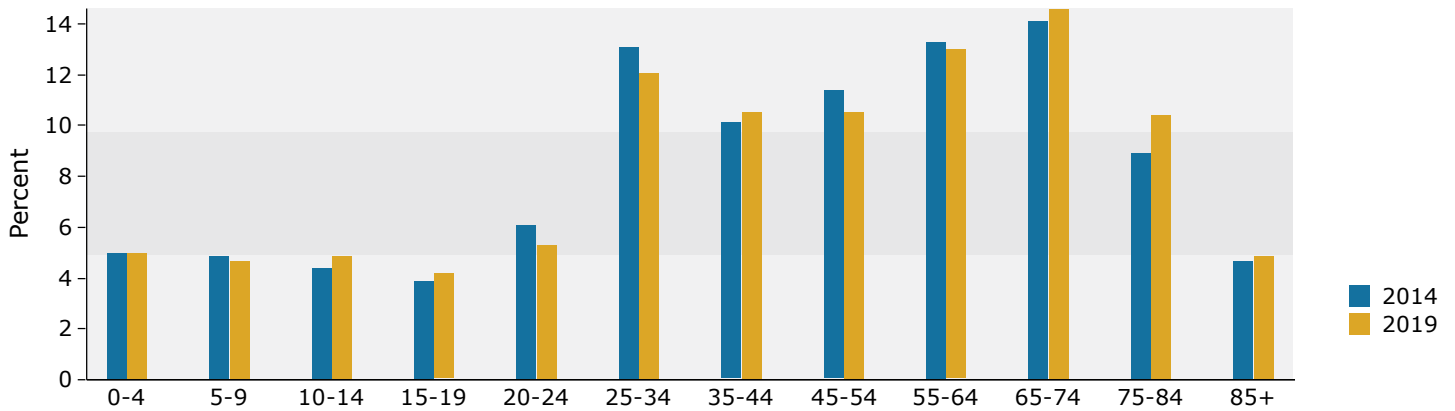
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

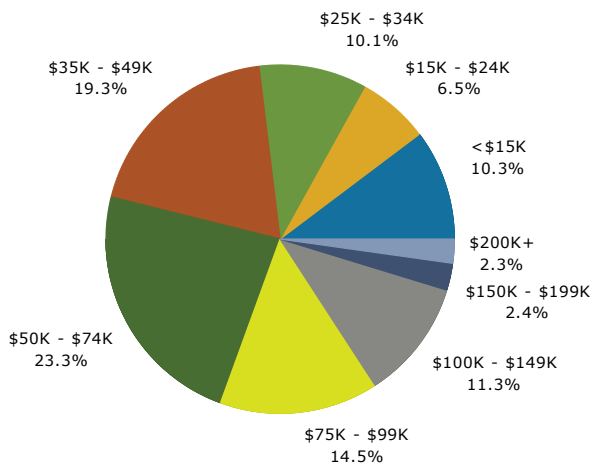
Trends 2014-2019



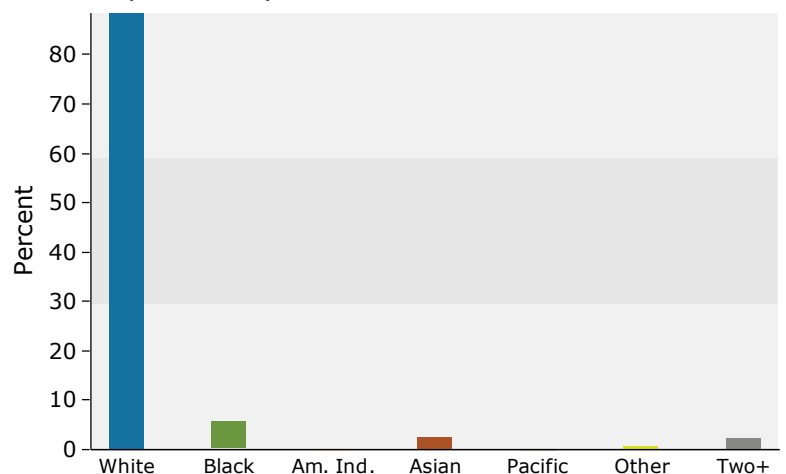
Population by Age



2014 Household Income



2014 Population by Race



2014 Percent Hispanic Origin: 2.3%



Demographic and Income Profile

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 2 mile radius

Latitude: 39.63673
 Longitude: -84.21906

Summary	Census 2010	2014	2019
Population	14,385	14,255	14,189
Households	7,003	6,991	6,976
Families	3,868	3,785	3,722
Average Household Size	2.02	2.01	2.00
Owner Occupied Housing Units	3,630	3,451	3,433
Renter Occupied Housing Units	3,373	3,540	3,543
Median Age	38.5	39.2	39.9
Trends: 2014 - 2019 Annual Rate	Area	State	National
Population	-0.09%	0.16%	0.73%
Households	-0.04%	0.21%	0.75%
Families	-0.34%	0.00%	0.66%
Owner HHs	-0.10%	0.16%	0.69%
Median Household Income	3.06%	3.07%	2.74%

Households by Income	2014		2019	
	Number	Percent	Number	Percent
<\$15,000	887	12.7%	797	11.4%
\$15,000 - \$24,999	808	11.6%	575	8.2%
\$25,000 - \$34,999	750	10.7%	603	8.6%
\$35,000 - \$49,999	1,146	16.4%	1,029	14.8%
\$50,000 - \$74,999	1,413	20.2%	1,446	20.7%
\$75,000 - \$99,999	858	12.3%	1,073	15.4%
\$100,000 - \$149,999	674	9.6%	922	13.2%
\$150,000 - \$199,999	247	3.5%	299	4.3%
\$200,000+	206	2.9%	232	3.3%
Median Household Income	\$48,311		\$56,172	
Average Household Income	\$63,673		\$71,619	
Per Capita Income	\$30,277		\$34,158	

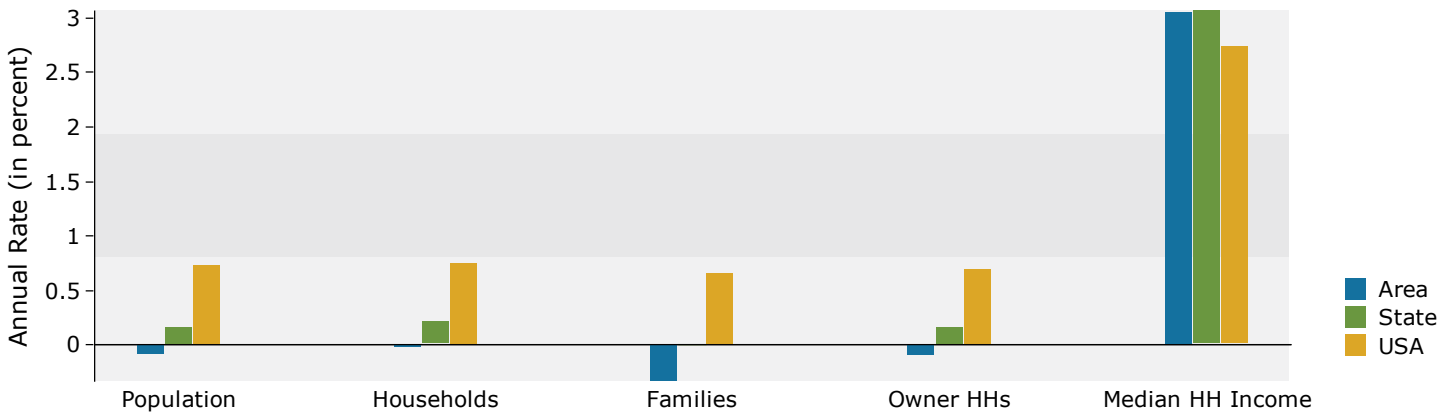
Population by Age	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	885	6.2%	833	5.8%	829	5.8%
5 - 9	736	5.1%	776	5.4%	748	5.3%
10 - 14	721	5.0%	699	4.9%	716	5.0%
15 - 19	751	5.2%	704	4.9%	680	4.8%
20 - 24	1,110	7.7%	1,037	7.3%	930	6.6%
25 - 34	2,393	16.6%	2,352	16.5%	2,221	15.7%
35 - 44	1,703	11.8%	1,683	11.8%	1,764	12.4%
45 - 54	1,858	12.9%	1,742	12.2%	1,593	11.2%
55 - 64	1,837	12.8%	1,759	12.3%	1,764	12.4%
65 - 74	1,187	8.3%	1,422	10.0%	1,557	11.0%
75 - 84	814	5.7%	827	5.8%	940	6.6%
85+	388	2.7%	420	2.9%	446	3.1%

Race and Ethnicity	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
White Alone	11,675	81.2%	11,433	80.2%	11,200	78.9%
Black Alone	1,651	11.5%	1,670	11.7%	1,682	11.9%
American Indian Alone	26	0.2%	23	0.2%	24	0.2%
Asian Alone	530	3.7%	561	3.9%	613	4.3%
Pacific Islander Alone	4	0.0%	4	0.0%	5	0.0%
Some Other Race Alone	157	1.1%	179	1.3%	216	1.5%
Two or More Races	342	2.4%	385	2.7%	450	3.2%
Hispanic Origin (Any Race)	440	3.1%	512	3.6%	625	4.4%

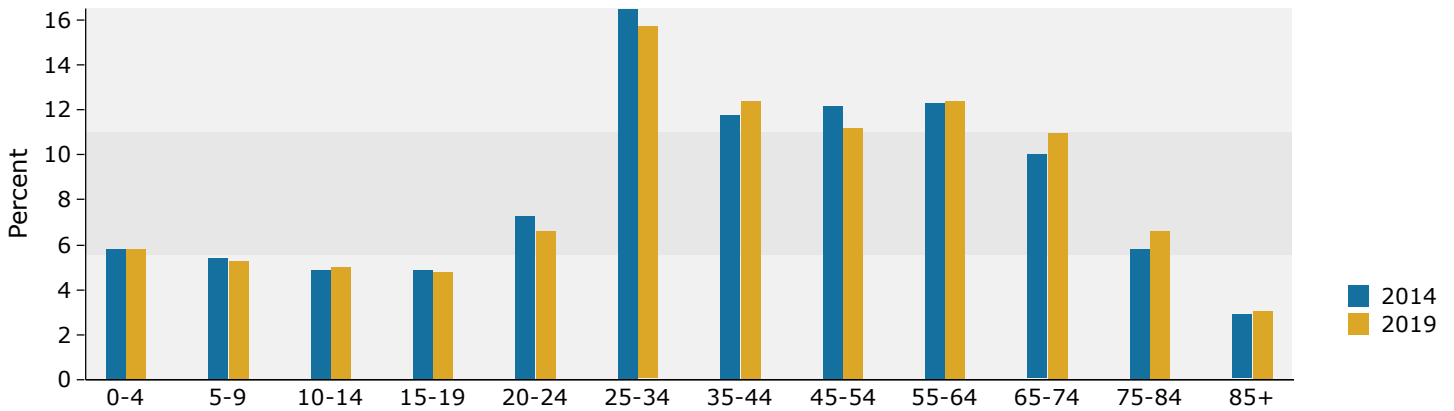
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

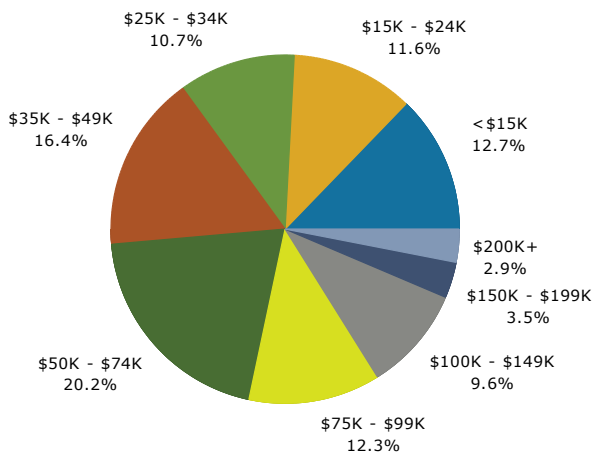
Trends 2014-2019



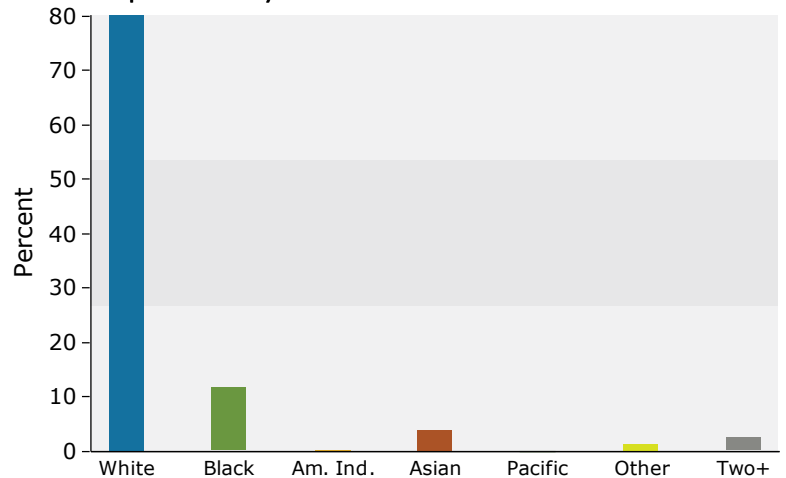
Population by Age



2014 Household Income



2014 Population by Race



2014 Percent Hispanic Origin: 3.6%



Business Summary

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distances: 0.5, 1, 2 mile radii

Latitude: 39.63673
 Longitude: -84.21906

Data for all businesses in area	0.5 mile	1 mile	2 mile
Total Businesses:	121	321	1,410
Total Employees:	1,404	3,611	11,995
Total Residential Population:	676	1,802	14,255
Employee/Residential Population Ratio:	2.08:1	2:1	0.84:1

by SIC Codes	Employees				Employees				Employees			
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	1	0.8%	11	0.8%	4	1.2%	22	0.6%	20	1.4%	80	0.7%
Construction	5	4.1%	20	1.4%	12	3.7%	48	1.3%	66	4.7%	350	2.9%
Manufacturing	4	3.3%	221	15.7%	10	3.1%	448	12.4%	55	3.9%	1,168	9.7%
Transportation	1	0.8%	2	0.1%	3	0.9%	9	0.2%	25	1.8%	153	1.3%
Communication	0	0.0%	8	0.6%	3	0.9%	36	1.0%	11	0.8%	107	0.9%
Utility	0	0.0%	0	0.0%	0	0.0%	1	0.0%	1	0.1%	16	0.1%
Wholesale Trade	3	2.5%	10	0.7%	8	2.5%	31	0.9%	53	3.8%	352	2.9%
Retail Trade Summary	27	22.3%	539	38.4%	75	23.4%	1,472	40.8%	208	14.8%	3,006	25.1%
Home Improvement	1	0.8%	63	4.5%	4	1.2%	182	5.0%	11	0.8%	366	3.1%
General Merchandise Stores	2	1.7%	148	10.5%	4	1.2%	296	8.2%	8	0.6%	445	3.7%
Food Stores	1	0.8%	4	0.3%	4	1.2%	15	0.4%	14	1.0%	64	0.5%
Auto Dealers, Gas Stations, Auto Aftermarket	2	1.7%	38	2.7%	4	1.2%	93	2.6%	14	1.0%	175	1.5%
Apparel & Accessory Stores	4	3.3%	34	2.4%	12	3.7%	130	3.6%	22	1.6%	195	1.6%
Furniture & Home Furnishings	2	1.7%	14	1.0%	7	2.2%	127	3.5%	21	1.5%	210	1.8%
Eating & Drinking Places	8	6.6%	168	12.0%	22	6.9%	469	13.0%	62	4.4%	1,178	9.8%
Miscellaneous Retail	7	5.8%	69	4.9%	18	5.6%	159	4.4%	57	4.0%	374	3.1%
Finance, Insurance, Real Estate Summary	10	8.3%	78	5.6%	25	7.8%	176	4.9%	158	11.2%	2,289	19.1%
Banks, Savings & Lending Institutions	1	0.8%	4	0.3%	4	1.2%	12	0.3%	21	1.5%	1,417	11.8%
Securities Brokers	0	0.0%	3	0.2%	1	0.3%	6	0.2%	12	0.9%	136	1.1%
Insurance Carriers & Agents	2	1.7%	12	0.9%	5	1.6%	27	0.7%	28	2.0%	158	1.3%
Real Estate, Holding, Other Investment Offices	6	5.0%	59	4.2%	15	4.7%	131	3.6%	97	6.9%	579	4.8%
Services Summary	45	37.2%	432	30.8%	135	42.1%	1,195	33.1%	600	42.6%	4,031	33.6%
Hotels & Lodging	2	1.7%	42	3.0%	4	1.2%	132	3.7%	12	0.9%	249	2.1%
Automotive Services	2	1.7%	9	0.6%	4	1.2%	20	0.6%	13	0.9%	76	0.6%
Motion Pictures & Amusements	3	2.5%	8	0.6%	7	2.2%	23	0.6%	21	1.5%	81	0.7%
Health Services	7	5.8%	132	9.4%	20	6.2%	324	9.0%	93	6.6%	1,284	10.7%
Legal Services	4	3.3%	39	2.8%	10	3.1%	82	2.3%	22	1.6%	125	1.0%
Education Institutions & Libraries	1	0.8%	8	0.6%	3	0.9%	46	1.3%	14	1.0%	123	1.0%
Other Services	26	21.5%	192	13.7%	87	27.1%	567	15.7%	425	30.1%	2,094	17.5%
Government	1	0.8%	82	5.8%	3	0.9%	175	4.8%	9	0.6%	441	3.7%
Unclassified Establishments	23	19.0%	0	0.0%	44	13.7%	0	0.0%	203	14.4%	0	0.0%
Totals	121	100.0%	1,404	100.0%	321	100.0%	3,611	100.0%	1,410	100.0%	11,995	100.0%

Source: Copyright 2014 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2014.



Business Summary

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distances: 0.5, 1, 2 mile radii

Latitude: 39.63673
 Longitude: -84.21906

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	1	0.1%	1	0.3%	2	0.1%	8	0.6%	15	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	1	0.0%	1	0.1%	15	0.1%
Construction	5	4.1%	20	1.4%	12	3.7%	48	1.3%	68	4.8%	354	3.0%
Manufacturing	5	4.1%	203	14.5%	11	3.4%	414	11.5%	51	3.6%	1,088	9.1%
Wholesale Trade	3	2.5%	10	0.7%	8	2.5%	31	0.9%	52	3.7%	350	2.9%
Retail Trade	19	15.7%	369	26.3%	52	16.2%	997	27.6%	144	10.2%	1,820	15.2%
Motor Vehicle & Parts Dealers	1	0.8%	34	2.4%	4	1.2%	85	2.4%	11	0.8%	149	1.2%
Furniture & Home Furnishings Stores	1	0.8%	4	0.3%	4	1.2%	14	0.4%	10	0.7%	32	0.3%
Electronics & Appliance Stores	1	0.8%	9	0.6%	4	1.2%	121	3.4%	12	0.9%	188	1.6%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.8%	63	4.5%	4	1.2%	182	5.0%	11	0.8%	366	3.1%
Food & Beverage Stores	1	0.8%	5	0.4%	4	1.2%	15	0.4%	15	1.1%	88	0.7%
Health & Personal Care Stores	1	0.8%	3	0.2%	2	0.6%	7	0.2%	9	0.6%	80	0.7%
Gasoline Stations	0	0.0%	5	0.4%	1	0.3%	8	0.2%	3	0.2%	25	0.2%
Clothing & Clothing Accessories Stores	5	4.1%	41	2.9%	14	4.4%	146	4.0%	26	1.8%	216	1.8%
Sport Goods, Hobby, Book, & Music Stores	2	1.7%	24	1.7%	5	1.6%	59	1.6%	11	0.8%	82	0.7%
General Merchandise Stores	2	1.7%	148	10.5%	4	1.2%	296	8.2%	8	0.6%	445	3.7%
Miscellaneous Store Retailers	3	2.5%	29	2.1%	7	2.2%	58	1.6%	22	1.6%	118	1.0%
Nonstore Retailers	0	0.0%	4	0.3%	1	0.3%	8	0.2%	7	0.5%	31	0.3%
Transportation & Warehousing	0	0.0%	1	0.1%	2	0.6%	8	0.2%	21	1.5%	148	1.2%
Information	2	1.7%	36	2.6%	7	2.2%	92	2.5%	25	1.8%	238	2.0%
Finance & Insurance	4	3.3%	21	1.5%	12	3.7%	50	1.4%	85	6.0%	1,765	14.7%
Central Bank/Credit Intermediation & Related Activities	2	1.7%	5	0.4%	6	1.9%	15	0.4%	25	1.8%	1,430	11.9%
Securities, Commodity Contracts & Other Financial	1	0.8%	4	0.3%	2	0.6%	8	0.2%	28	2.0%	171	1.4%
Insurance Carriers & Related Activities; Funds, Trusts &	2	1.7%	12	0.9%	5	1.6%	27	0.7%	32	2.3%	163	1.4%
Real Estate, Rental & Leasing	6	5.0%	60	4.3%	16	5.0%	144	4.0%	80	5.7%	569	4.7%
Professional, Scientific & Tech Services	12	9.9%	181	12.9%	34	10.6%	386	10.7%	159	11.3%	1,085	9.0%
Legal Services	5	4.1%	40	2.8%	10	3.1%	84	2.3%	24	1.7%	128	1.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.3%	2	0.1%	4	0.3%	11	0.1%
Administrative & Support & Waste Management & Remediation	13	10.7%	27	1.9%	40	12.5%	170	4.7%	204	14.5%	809	6.7%
Educational Services	1	0.8%	2	0.1%	4	1.2%	40	1.1%	17	1.2%	121	1.0%
Health Care & Social Assistance	7	5.8%	133	9.5%	22	6.9%	328	9.1%	105	7.4%	1,336	11.1%
Arts, Entertainment & Recreation	3	2.5%	10	0.7%	8	2.5%	30	0.8%	22	1.6%	82	0.7%
Accommodation & Food Services	9	7.4%	211	15.0%	26	8.1%	601	16.6%	74	5.2%	1,428	11.9%
Accommodation	2	1.7%	42	3.0%	4	1.2%	132	3.7%	12	0.9%	249	2.1%
Food Services & Drinking Places	8	6.6%	168	12.0%	22	6.9%	469	13.0%	62	4.4%	1,179	9.8%
Other Services (except Public Administration)	6	5.0%	35	2.5%	20	6.2%	93	2.6%	76	5.4%	319	2.7%
Automotive Repair & Maintenance	1	0.8%	7	0.5%	3	0.9%	16	0.4%	10	0.7%	54	0.5%
Public Administration	1	0.8%	82	5.8%	3	0.9%	175	4.8%	9	0.6%	441	3.7%
Unclassified Establishments	23	19.0%	0	0.0%	44	13.7%	0	0.0%	203	14.4%	0	0.0%
Total	121	100.0%	1,404	100.0%	321	100.0%	3,611	100.0%	1,410	100.0%	11,995	100.0%

Source: Copyright 2014 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2014.

September 09, 2014



ACS Population Summary

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 0.5 mile radius

Latitude: 39.63673
 Longitude: -84.21906

	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	597		170	■ ■
Total Households	417		94	■ ■
Total Housing Units	507		92	■ ■ ■
POPULATION AGE 15+ YEARS BY MARITAL STATUS				
Total	553	100.0%	180	■ ■
Never married	171	30.9%	151	■
Married	259	46.8%	96	■ ■
Widowed	77	13.9%	78	■
Divorced	46	8.3%	56	■
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	584	100.0%	174	■ ■
Enrolled in school	66	11.3%	76	■
Enrolled in nursery school, preschool	6	1.0%	17	■
Public school	2	0.3%	17	■
Private school	5	0.9%	12	■
Enrolled in kindergarten	5	0.9%	13	■
Public school	5	0.9%	13	■
Private school	0	0.0%	0	
Enrolled in grade 1 to grade 4	9	1.5%	25	■
Public school	9	1.5%	25	■
Private school	0	0.0%	0	
Enrolled in grade 5 to grade 8	4	0.7%	13	■
Public school	4	0.7%	13	■
Private school	0	0.0%	0	
Enrolled in grade 9 to grade 12	19	3.3%	85	■
Public school	19	3.3%	85	■
Private school	0	0.0%	0	
Enrolled in college undergraduate years	6	1.0%	23	■
Public school	2	0.3%	10	■
Private school	4	0.7%	19	■
Enrolled in graduate or professional school	16	2.7%	51	■
Public school	7	1.2%	23	■
Private school	9	1.5%	46	■
Not enrolled in school	518	88.7%	142	■ ■
POPULATION AGE 25+ YEARS BY EDUCATIONAL ATTAINMENT				
Total	467	100.0%	162	■ ■
No schooling completed	0	0.0%	0	
Nursery School	0	0.0%	0	
Kindergarten	0	0.0%	0	
1-4th Grade	0	0.0%	0	
5-8th Grade	10	2.1%	43	■
Some High School	11	2.4%	25	■
High School Diploma	159	34.0%	109	■
GED	2	0.4%	20	■
Some College	107	22.9%	75	■
Associate's degree	70	15.0%	107	■
Bachelor's degree	72	15.4%	65	■
Master's degree	17	3.6%	46	■
Professional school degree	14	3.0%	27	■
Doctorate degree	4	0.9%	25	■

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: ■ ■ high ■ medium ■ low

September 09, 2014



ACS Population Summary

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 0.5 mile radius

Latitude: 39.63673
 Longitude: -84.21906

	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	571	100.0%	176	High
5 to 17 years				
Speak only English	38	6.7%	58	Low
Speak Spanish	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	355	62.2%	149	High
Speak Spanish	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	4	0.7%	27	Low
Speak English "very well" or "well"	4	0.7%	27	Low
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	12	2.1%	59	Low
Speak English "very well" or "well"	12	2.1%	59	Low
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	8	1.4%	48	Low
Speak English "very well" or "well"	8	1.4%	34	Low
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	134	23.5%	78	High
Speak Spanish	2	0.4%	17	Low
Speak English "very well" or "well"	2	0.4%	17	Low
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	19	3.3%	45	Low
Speak English "very well" or "well"	12	2.1%	25	Low
Speak English "not well"	7	1.2%	54	Low
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: High medium Low



ACS Population Summary

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 0.5 mile radius

Latitude: 39.63673
 Longitude: -84.21906

	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	303	100.0%	133	High
Worked in state and in county of residence	223	73.6%	118	High
Worked in state and outside county of residence	74	24.4%	68	Low
Worked outside state of residence	5	1.7%	29	Low
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	303	100.0%	133	High
Drove alone	248	81.8%	128	High
Carpooled	26	8.6%	86	Low
Public transportation (excluding taxicab)	4	1.3%	19	Low
Bus or trolley bus	4	1.3%	19	Low
Streetcar or trolley car	0	0.0%	0	
Subway or elevated	0	0.0%	0	
Railroad	0	0.0%	0	
Ferryboat	0	0.0%	0	
Taxicab	0	0.0%	0	
Motorcycle	0	0.0%	0	
Bicycle	0	0.0%	0	
Walked	7	2.3%	23	Low
Other means	0	0.0%	0	
Worked at home	18	5.9%	31	Low
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	284	100.0%	136	High
Less than 5 minutes	27	9.5%	84	Low
5 to 9 minutes	68	23.9%	72	Low
10 to 14 minutes	30	10.6%	40	Low
15 to 19 minutes	32	11.3%	57	Low
20 to 24 minutes	27	9.5%	36	Low
25 to 29 minutes	40	14.1%	69	Low
30 to 34 minutes	40	14.1%	71	Low
35 to 39 minutes	0	0.0%	0	
40 to 44 minutes	9	3.2%	69	Low
45 to 59 minutes	7	2.5%	16	Low
60 to 89 minutes	0	0.0%	0	
90 or more minutes	4	1.4%	19	Low
Average Travel Time to Work (in minutes)	N/A		N/A	



ACS Population Summary

Dayton Mall
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	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS				
BY OCCUPATION				
Total	292	100.0%	131	High
Management	35	12.0%	63	Low
Business and financial operations	0	0.0%	0	
Computer and mathematical	9	3.1%	69	Low
Architecture and engineering	8	2.7%	23	Low
Life, physical, and social science	0	0.0%	0	
Community and social services	5	1.7%	25	Low
Legal	2	0.7%	18	Low
Education, training, and library	23	7.9%	58	Low
Arts, design, entertainment, sports, and media	0	0.0%	0	
Healthcare practitioner, technologists, and technicians	19	6.5%	37	Low
Healthcare support	0	0.0%	0	
Protective service	11	3.8%	23	Low
Food preparation and serving related	13	4.5%	42	Low
Building and grounds cleaning and maintenance	4	1.4%	27	Low
Personal care and service	0	0.0%	0	
Sales and related	72	24.7%	79	Low
Office and administrative support	55	18.8%	66	Low
Farming, fishing, and forestry	0	0.0%	0	
Construction and extraction	9	3.1%	37	Low
Installation, maintenance, and repair	0	0.0%	0	
Production	10	3.4%	24	Low
Transportation and material moving	17	5.8%	33	Low
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS				
BY INDUSTRY				
Total	292	100.0%	131	High
Agriculture, forestry, fishing and hunting	0	0.0%	0	
Mining, quarrying, and oil and gas extraction	0	0.0%	0	
Construction	9	3.1%	37	Low
Manufacturing	37	12.7%	74	Low
Wholesale trade	4	1.4%	19	Low
Retail trade	47	16.1%	47	Low
Transportation and warehousing	4	1.4%	19	Low
Utilities	0	0.0%	0	
Information	17	5.8%	31	Low
Finance and insurance	12	4.1%	26	Low
Real estate and rental and leasing	12	4.1%	48	Low
Professional, scientific, and technical services	10	3.4%	62	Low
Management of companies and enterprises	0	0.0%	0	
Administrative and support and waste management services	15	5.1%	126	Low
Educational services	37	12.7%	63	Low
Health care and social assistance	30	10.3%	42	Low
Arts, entertainment, and recreation	0	0.0%	0	
Accommodation and food services	32	11.0%	102	Low
Other services, except public administration	11	3.8%	22	Low
Public administration	16	5.5%	38	Low

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: High medium Low



ACS Population Summary

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	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	195	100.0%	114	■ ■
Own children under 6 years only	15	7.7%	32	■
In labor force	15	7.7%	32	■
Not in labor force	0	0.0%	0	
Own children under 6 years and 6 to 17 years	6	3.1%	16	■
In labor force	0	0.0%	0	
Not in labor force	6	3.1%	16	■
Own children 6 to 17 years only	17	8.7%	31	■
In labor force	15	7.7%	34	■
Not in labor force	2	1.0%	16	■
No own children under 18 years	157	80.5%	126	■
In labor force	126	64.6%	124	■
Not in labor force	31	15.9%	57	■
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	597	100.0%	170	■ ■
Under .50	15	2.5%	33	■
.50 to .99	22	3.7%	70	■
1.00 to 1.24	30	5.0%	51	■
1.25 to 1.49	13	2.2%	21	■
1.50 to 1.84	56	9.4%	94	■
1.85 to 1.99	7	1.2%	54	■
2.00 and over	455	76.2%	185	■ ■
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	519	100.0%	153	■ ■
Veteran	60	11.6%	61	■
Nonveteran	459	88.4%	142	■ ■
Male	246	47.4%	98	■ ■
Veteran	60	11.6%	61	■
Nonveteran	186	35.8%	95	■ ■
Female	273	52.6%	98	■ ■
Veteran	0	0.0%	0	
Nonveteran	273	52.6%	98	■ ■
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	60	100.0%	61	■
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	0	0.0%	0	
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	0	0.0%	0	■ ■ ■
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	0	0.0%	0	
Gulf War (8/90 to 8/01), no Vietnam Era	2	3.3%	16	■
Gulf War (8/90 to 8/01) and Vietnam Era	0	0.0%	0	
Vietnam Era, no Korean War, no World War II	25	41.7%	51	■
Vietnam Era and Korean War, no World War II	0	0.0%	0	
Vietnam Era and Korean War and World War II	0	0.0%	0	
Korean War, no Vietnam Era, no World War II	9	15.0%	27	■
Korean War and World War II, no Vietnam Era	3	5.0%	14	■
World War II, no Korean War, no Vietnam Era	7	11.7%	30	■
Between Gulf War and Vietnam Era only	7	11.7%	32	■
Between Vietnam Era and Korean War only	8	13.3%	24	■
Between Korean War and World War II only	0	0.0%	0	
Pre-World War II only	0	0.0%	0	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: ■ ■ high ■ medium ■ low



ACS Population Summary

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	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY POVERTY STATUS				
Total	417	100.0%	94	☐☐
Income in the past 12 months below poverty level	40	9.6%	69	☐
Married-couple family	0	0.0%	0	
Other family - male householder (no wife present)	0	0.0%	0	
Other family - female householder (no husband present)	3	0.7%	13	☐
Nonfamily household - male householder	10	2.4%	31	☐
Nonfamily household - female householder	26	6.2%	64	☐
Income in the past 12 months at or above poverty level	377	90.4%	97	☐☐
Married-couple family	151	36.2%	71	☐☐
Other family - male householder (no wife present)	5	1.2%	20	☐
Other family - female householder (no husband present)	29	7.0%	47	☐
Nonfamily household - male householder	92	22.1%	86	☐
Nonfamily household - female householder	99	23.7%	85	☐
HOUSEHOLDS BY INCOME				
Total	417	100.0%	94	☐☐
Less than \$10,000	35	8.4%	67	☐
\$10,000 to \$14,999	8	1.9%	20	☐
\$15,000 to \$19,999	57	13.7%	77	☐
\$20,000 to \$24,999	3	0.7%	22	☐
\$25,000 to \$29,999	16	3.8%	20	☐
\$30,000 to \$34,999	15	3.6%	33	☐
\$35,000 to \$39,999	12	2.9%	19	☐
\$40,000 to \$44,999	21	5.0%	26	☐
\$45,000 to \$49,999	12	2.9%	27	☐
\$50,000 to \$59,999	45	10.8%	45	☐
\$60,000 to \$74,999	81	19.4%	84	☐
\$75,000 to \$99,999	36	8.6%	51	☐
\$100,000 to \$124,999	39	9.4%	52	☐
\$125,000 to \$149,999	15	3.6%	40	☐
\$150,000 to \$199,999	12	2.9%	34	☐
\$200,000 or more	10	2.4%	25	☐
Median Household Income	\$56,100		N/A	
Average Household Income	\$61,057		\$25,994	☐☐
Per Capita Income	\$34,147		\$17,692	☐☐



ACS Population Summary

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	2008 - 2012			
	ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	59	100.0%	91	■
Less than \$10,000	5	8.5%	21	■
\$10,000 to \$14,999	0	0.0%	0	
\$15,000 to \$19,999	34	57.6%	93	■
\$20,000 to \$24,999	0	0.0%	0	
\$25,000 to \$29,999	0	0.0%	0	
\$30,000 to \$34,999	0	0.0%	0	
\$35,000 to \$39,999	0	0.0%	0	
\$40,000 to \$44,999	5	8.5%	23	■
\$45,000 to \$49,999	0	0.0%	0	
\$50,000 to \$59,999	5	8.5%	17	■
\$60,000 to \$74,999	9	15.3%	23	■
\$75,000 to \$99,999	0	0.0%	0	
\$100,000 to \$124,999	0	0.0%	0	
\$125,000 to \$149,999	0	0.0%	0	
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	0	0.0%	0	
Median Household Income for HHr <25	\$17,764		N/A	
Average Household Income for HHr <25	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	100	100.0%	70	■
Less than \$10,000	3	3.0%	13	■
\$10,000 to \$14,999	0	0.0%	0	
\$15,000 to \$19,999	0	0.0%	0	
\$20,000 to \$24,999	0	0.0%	0	
\$25,000 to \$29,999	3	3.0%	9	■
\$30,000 to \$34,999	7	7.0%	27	■
\$35,000 to \$39,999	0	0.0%	0	
\$40,000 to \$44,999	5	5.0%	20	■
\$45,000 to \$49,999	3	3.0%	17	■
\$50,000 to \$59,999	19	19.0%	32	■
\$60,000 to \$74,999	34	34.0%	49	■
\$75,000 to \$99,999	15	15.0%	63	■
\$100,000 to \$124,999	4	4.0%	11	■
\$125,000 to \$149,999	0	0.0%	0	
\$150,000 to \$199,999	5	5.0%	20	■
\$200,000 or more	2	2.0%	16	■
Median Household Income for HHr 25-44	\$62,991		N/A	
Average Household Income for HHr 25-44	N/A		N/A	



ACS Population Summary

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	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	120	100.0%	81	
Less than \$10,000	21	17.5%	59	
\$10,000 to \$14,999	0	0.0%	0	
\$15,000 to \$19,999	4	3.3%	18	
\$20,000 to \$24,999	0	0.0%	0	
\$25,000 to \$29,999	4	3.3%	17	
\$30,000 to \$34,999	0	0.0%	0	
\$35,000 to \$39,999	0	0.0%	0	
\$40,000 to \$44,999	4	3.3%	27	
\$45,000 to \$49,999	9	7.5%	36	
\$50,000 to \$59,999	15	12.5%	25	
\$60,000 to \$74,999	26	21.7%	56	
\$75,000 to \$99,999	9	7.5%	72	
\$100,000 to \$124,999	14	11.7%	25	
\$125,000 to \$149,999	0	0.0%	0	
\$150,000 to \$199,999	7	5.8%	27	
\$200,000 or more	8	6.7%	31	
Median Household Income for HHr 45-64	\$61,462		N/A	
Average Household Income for HHr 45-64	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ YEARS BY INCOME				
Total	138	100.0%	62	
Less than \$10,000	5	3.6%	20	
\$10,000 to \$14,999	8	5.8%	20	
\$15,000 to \$19,999	19	13.8%	28	
\$20,000 to \$24,999	3	2.2%	22	
\$25,000 to \$29,999	10	7.2%	19	
\$30,000 to \$34,999	8	5.8%	18	
\$35,000 to \$39,999	12	8.7%	19	
\$40,000 to \$44,999	7	5.1%	14	
\$45,000 to \$49,999	0	0.0%	0	
\$50,000 to \$59,999	6	4.3%	25	
\$60,000 to \$74,999	13	9.4%	36	
\$75,000 to \$99,999	12	8.7%	19	
\$100,000 to \$124,999	21	15.2%	53	
\$125,000 to \$149,999	15	10.9%	40	
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	0	0.0%	0	
Median Household Income for HHr 65+	\$43,088		N/A	
Average Household Income for HHr 65+	N/A		N/A	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: high medium low

September 09, 2014



ACS Population Summary

Dayton Mall
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Drive Distance: 0.5 mile radius

Latitude: 39.63673
Longitude: -84.21906

	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	417	100.0%	94	High
With public assistance income	19	4.5%	65	Low
No public assistance income	399	95.5%	93	High
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	417	100.0%	94	High
With Food Stamps/SNAP	40	9.6%	66	Low
With No Food Stamps/SNAP	378	90.6%	99	High
HOUSEHOLDS BY DISABILITY STATUS				
Total	417	100.0%	94	High
With 1+ Persons w/Disability	82	19.7%	51	High
With No Person w/Disability	335	80.3%	124	High

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2012, adjusted for inflation.

2008-2012 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2008-2012 ACS estimates, five-year period data collected monthly from January 1, 2008 through December 31, 2012. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow—use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



ACS Population Summary

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	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	1,658		154	High
Total Households	941		75	High
Total Housing Units	1,073		74	High
POPULATION AGE 15+ YEARS BY MARITAL STATUS				
Total	1,494	100.0%	148	High
Never married	370	24.8%	130	Medium
Married	775	51.9%	88	High
Widowed	195	13.1%	61	Medium
Divorced	153	10.2%	61	Medium
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	1,626	100.0%	155	High
Enrolled in school	178	10.9%	59	Medium
Enrolled in nursery school, preschool	25	1.5%	19	Low
Public school	11	0.7%	19	Low
Private school	14	0.9%	12	Low
Enrolled in kindergarten	17	1.0%	12	Low
Public school	17	1.0%	12	Low
Private school	0	0.0%	0	
Enrolled in grade 1 to grade 4	38	2.3%	30	Low
Public school	38	2.3%	30	Low
Private school	0	0.0%	0	
Enrolled in grade 5 to grade 8	17	1.0%	17	Low
Public school	17	1.0%	16	Low
Private school	0	0.0%	0	
Enrolled in grade 9 to grade 12	38	2.3%	78	Low
Public school	37	2.3%	80	Low
Private school	1	0.1%	85	Low
Enrolled in college undergraduate years	13	0.8%	23	Low
Public school	5	0.3%	24	Low
Private school	8	0.5%	18	Low
Enrolled in graduate or professional school	29	1.8%	51	Low
Public school	12	0.7%	24	Low
Private school	17	1.0%	45	Low
Not enrolled in school	1,448	89.1%	133	High
POPULATION AGE 25+ YEARS BY EDUCATIONAL ATTAINMENT				
Total	1,332	100.0%	140	High
No schooling completed	1	0.1%	2	Low
Nursery School	0	0.0%	0	
Kindergarten	0	0.0%	0	
1-4th Grade	0	0.0%	0	
5-8th Grade	19	1.4%	41	Low
Some High School	38	2.9%	26	Low
High School Diploma	513	38.5%	106	Medium
GED	12	0.9%	17	Low
Some College	334	25.1%	80	Medium
Associate's degree	151	11.3%	91	Medium
Bachelor's degree	185	13.9%	51	Medium
Master's degree	33	2.5%	43	Low
Professional school degree	39	2.9%	26	Low
Doctorate degree	8	0.6%	23	Low

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: High Medium Low



ACS Population Summary

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	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	1,566	100.0%	148	High
5 to 17 years				
Speak only English	109	7.0%	43	Medium
Speak Spanish	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	925	59.1%	125	High
Speak Spanish	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	19	1.2%	30	Low
Speak English "very well" or "well"	19	1.2%	30	Low
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	22	1.4%	59	Low
Speak English "very well" or "well"	22	1.4%	59	Low
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	15	1.0%	46	Low
Speak English "very well" or "well"	15	1.0%	33	Low
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	391	25.0%	68	High
Speak Spanish	10	0.6%	18	Low
Speak English "very well" or "well"	10	0.6%	18	Low
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	74	4.7%	57	Low
Speak English "very well" or "well"	39	2.5%	29	Low
Speak English "not well"	36	2.3%	54	Low
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: High Medium Low



ACS Population Summary

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 1 mile radius

Latitude: 39.63673
 Longitude: -84.21906

	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	833	100.0%	122	High
Worked in state and in county of residence	598	71.8%	104	High
Worked in state and outside county of residence	225	27.0%	69	Medium
Worked outside state of residence	10	1.2%	26	Low
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	833	100.0%	122	High
Drove alone	659	79.1%	109	High
Carpooled	106	12.7%	107	Low
Public transportation (excluding taxicab)	7	0.8%	20	Low
Bus or trolley bus	7	0.8%	20	Low
Streetcar or trolley car	0	0.0%	0	
Subway or elevated	0	0.0%	0	
Railroad	0	0.0%	0	
Ferryboat	0	0.0%	0	
Taxicab	0	0.0%	0	
Motorcycle	0	0.0%	0	
Bicycle	0	0.0%	0	
Walked	12	1.4%	24	Low
Other means	0	0.0%	0	
Worked at home	49	5.9%	25	Medium
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	784	100.0%	123	High
Less than 5 minutes	61	7.8%	68	Low
5 to 9 minutes	184	23.5%	58	Medium
10 to 14 minutes	87	11.1%	33	Medium
15 to 19 minutes	75	9.6%	45	Medium
20 to 24 minutes	87	11.1%	40	Medium
25 to 29 minutes	124	15.8%	83	Low
30 to 34 minutes	89	11.4%	59	Low
35 to 39 minutes	1	0.1%	20	Low
40 to 44 minutes	45	5.7%	71	Low
45 to 59 minutes	24	3.1%	18	Low
60 to 89 minutes	0	0.0%	0	
90 or more minutes	7	0.9%	20	Low
Average Travel Time to Work (in minutes)	N/A		N/A	



ACS Population Summary

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	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS				
BY OCCUPATION				
Total	814	100.0%	122	
Management	84	10.3%	50	
Business and financial operations	1	0.1%	38	
Computer and mathematical	45	5.5%	71	
Architecture and engineering	21	2.6%	17	
Life, physical, and social science	0	0.0%	0	
Community and social services	10	1.2%	23	
Legal	10	1.2%	19	
Education, training, and library	44	5.4%	56	
Arts, design, entertainment, sports, and media	0	0.0%	0	
Healthcare practitioner, technologists, and technicians	51	6.3%	29	
Healthcare support	1	0.1%	19	
Protective service	39	4.8%	25	
Food preparation and serving related	24	2.9%	42	
Building and grounds cleaning and maintenance	19	2.3%	30	
Personal care and service	0	0.0%	0	
Sales and related	197	24.2%	64	
Office and administrative support	181	22.2%	90	
Farming, fishing, and forestry	0	0.0%	0	
Construction and extraction	16	2.0%	38	
Installation, maintenance, and repair	0	0.0%	0	
Production	29	3.6%	20	
Transportation and material moving	43	5.3%	28	
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS				
BY INDUSTRY				
Total	814	100.0%	122	
Agriculture, forestry, fishing and hunting	0	0.0%	0	
Mining, quarrying, and oil and gas extraction	0	0.0%	0	
Construction	17	2.1%	36	
Manufacturing	79	9.7%	64	
Wholesale trade	7	0.9%	20	
Retail trade	139	17.1%	47	
Transportation and warehousing	7	0.9%	20	
Utilities	0	0.0%	0	
Information	67	8.2%	39	
Finance and insurance	29	3.6%	20	
Real estate and rental and leasing	55	6.8%	53	
Professional, scientific, and technical services	49	6.0%	65	
Management of companies and enterprises	0	0.0%	0	
Administrative and support and waste management services	79	9.7%	122	
Educational services	68	8.4%	63	
Health care and social assistance	84	10.3%	34	
Arts, entertainment, and recreation	0	0.0%	0	
Accommodation and food services	58	7.1%	103	
Other services, except public administration	39	4.8%	26	
Public administration	36	4.4%	31	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: high medium low

September 09, 2014



ACS Population Summary

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	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	465	100.0%	90	■■■
Own children under 6 years only	56	12.0%	39	■
In labor force	56	12.0%	39	■
Not in labor force	0	0.0%	0	
Own children under 6 years and 6 to 17 years	26	5.6%	18	■
In labor force	1	0.2%	24	■
Not in labor force	25	5.4%	18	■
Own children 6 to 17 years only	47	10.1%	24	■■
In labor force	36	7.7%	27	■
Not in labor force	11	2.4%	15	■
No own children under 18 years	336	72.3%	108	■■
In labor force	261	56.1%	110	■■
Not in labor force	75	16.1%	45	■■
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	1,657	100.0%	154	■■■
Under .50	37	2.2%	32	■
.50 to .99	45	2.7%	70	■
1.00 to 1.24	92	5.6%	49	■■
1.25 to 1.49	43	2.6%	24	■■
1.50 to 1.84	138	8.3%	74	■■
1.85 to 1.99	36	2.2%	54	■
2.00 and over	1,267	76.5%	160	■■■
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	1,430	100.0%	134	■■■
Veteran	160	11.2%	47	■■
Nonveteran	1,270	88.8%	125	■■■
Male	706	49.4%	99	■■■
Veteran	160	11.2%	47	■■
Nonveteran	546	38.2%	98	■■■
Female	724	50.6%	80	■■■
Veteran	0	0.0%	0	
Nonveteran	724	50.6%	80	■■■
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	160	100.0%	47	■■
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	0	0.0%	0	
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	0	0.0%	0	■■■
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	0	0.0%	0	
Gulf War (8/90 to 8/01), no Vietnam Era	10	6.3%	17	■
Gulf War (8/90 to 8/01) and Vietnam Era	0	0.0%	0	
Vietnam Era, no Korean War, no World War II	59	36.9%	41	■
Vietnam Era and Korean War, no World War II	0	0.0%	0	
Vietnam Era and Korean War and World War II	0	0.0%	0	
Korean War, no Vietnam Era, no World War II	39	24.4%	31	■
Korean War and World War II, no Vietnam Era	5	3.1%	15	■
World War II, no Korean War, no Vietnam Era	12	7.5%	32	■
Between Gulf War and Vietnam Era only	13	8.1%	32	■
Between Vietnam Era and Korean War only	22	13.8%	18	■
Between Korean War and World War II only	0	0.0%	0	
Pre-World War II only	0	0.0%	0	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: ■■■ high ■■■ medium ■ low



ACS Population Summary

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	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY POVERTY STATUS				
Total	941	100.0%	75	High
Income in the past 12 months below poverty level	71	7.5%	58	Low
Married-couple family	0	0.0%	0	
Other family - male householder (no wife present)	0	0.0%	0	
Other family - female householder (no husband present)	10	1.1%	34	Low
Nonfamily household - male householder	16	1.7%	29	Low
Nonfamily household - female householder	46	4.9%	54	Low
Income in the past 12 months at or above poverty level	869	92.3%	78	High
Married-couple family	390	41.4%	62	High
Other family - male householder (no wife present)	7	0.7%	21	Low
Other family - female householder (no husband present)	53	5.6%	39	Low
Nonfamily household - male householder	223	23.7%	72	Medium
Nonfamily household - female householder	196	20.8%	65	Medium
HOUSEHOLDS BY INCOME				
Total	941	100.0%	75	High
Less than \$10,000	60	6.4%	58	Low
\$10,000 to \$14,999	21	2.2%	15	Low
\$15,000 to \$19,999	126	13.4%	55	Medium
\$20,000 to \$24,999	14	1.5%	23	Low
\$25,000 to \$29,999	45	4.8%	22	Medium
\$30,000 to \$34,999	23	2.4%	32	Low
\$35,000 to \$39,999	42	4.5%	24	Medium
\$40,000 to \$44,999	55	5.8%	27	Medium
\$45,000 to \$49,999	27	2.9%	20	Low
\$50,000 to \$59,999	117	12.4%	44	Medium
\$60,000 to \$74,999	160	17.0%	66	Medium
\$75,000 to \$99,999	101	10.7%	53	Medium
\$100,000 to \$124,999	83	8.8%	39	Medium
\$125,000 to \$149,999	23	2.4%	39	Low
\$150,000 to \$199,999	19	2.0%	32	Low
\$200,000 or more	23	2.4%	17	Low
Median Household Income	\$54,292		N/A	
Average Household Income	\$60,070		\$9,018	High
Per Capita Income	\$32,504		\$5,302	High



ACS Population Summary

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	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	88	100.0%	91	■
Less than \$10,000	8	9.1%	19	■
\$10,000 to \$14,999	0	0.0%	0	
\$15,000 to \$19,999	51	58.0%	92	■
\$20,000 to \$24,999	0	0.0%	0	
\$25,000 to \$29,999	0	0.0%	0	
\$30,000 to \$34,999	0	0.0%	0	
\$35,000 to \$39,999	0	0.0%	0	
\$40,000 to \$44,999	8	9.1%	21	■
\$45,000 to \$49,999	0	0.0%	0	
\$50,000 to \$59,999	7	8.0%	18	■
\$60,000 to \$74,999	13	14.8%	24	■
\$75,000 to \$99,999	0	0.0%	0	
\$100,000 to \$124,999	0	0.0%	0	
\$125,000 to \$149,999	0	0.0%	0	
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	0	0.0%	0	
Median Household Income for HHr <25	\$17,700		N/A	
Average Household Income for HHr <25	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	244	100.0%	54	■
Less than \$10,000	7	2.9%	23	■
\$10,000 to \$14,999	2	0.8%	50	■
\$15,000 to \$19,999	0	0.0%	0	
\$20,000 to \$24,999	0	0.0%	0	
\$25,000 to \$29,999	4	1.6%	10	■
\$30,000 to \$34,999	11	4.5%	26	■
\$35,000 to \$39,999	0	0.0%	0	
\$40,000 to \$44,999	8	3.3%	19	■
\$45,000 to \$49,999	13	5.3%	20	■
\$50,000 to \$59,999	52	21.3%	35	■
\$60,000 to \$74,999	89	36.5%	45	■
\$75,000 to \$99,999	24	9.8%	58	■
\$100,000 to \$124,999	15	6.1%	15	■
\$125,000 to \$149,999	1	0.4%	14	■
\$150,000 to \$199,999	8	3.3%	19	■
\$200,000 or more	10	4.1%	16	■
Median Household Income for HHr 25-44	\$62,745		N/A	
Average Household Income for HHr 25-44	N/A		N/A	



ACS Population Summary

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	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	277	100.0%	65	
Less than \$10,000	38	13.7%	49	
\$10,000 to \$14,999	1	0.4%	12	
\$15,000 to \$19,999	7	2.5%	15	
\$20,000 to \$24,999	0	0.0%	0	
\$25,000 to \$29,999	7	2.5%	14	
\$30,000 to \$34,999	0	0.0%	0	
\$35,000 to \$39,999	0	0.0%	0	
\$40,000 to \$44,999	18	6.5%	30	
\$45,000 to \$49,999	14	5.1%	34	
\$50,000 to \$59,999	48	17.3%	31	
\$60,000 to \$74,999	38	13.7%	57	
\$75,000 to \$99,999	46	16.6%	70	
\$100,000 to \$124,999	37	13.4%	24	
\$125,000 to \$149,999	0	0.0%	0	
\$150,000 to \$199,999	11	4.0%	26	
\$200,000 or more	12	4.3%	31	
Median Household Income for HHr 45-64	\$61,726		N/A	
Average Household Income for HHr 45-64	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ YEARS BY INCOME				
Total	332	100.0%	51	
Less than \$10,000	7	2.1%	21	
\$10,000 to \$14,999	19	5.7%	15	
\$15,000 to \$19,999	68	20.5%	36	
\$20,000 to \$24,999	14	4.2%	23	
\$25,000 to \$29,999	35	10.5%	26	
\$30,000 to \$34,999	12	3.6%	18	
\$35,000 to \$39,999	42	12.7%	24	
\$40,000 to \$44,999	21	6.3%	19	
\$45,000 to \$49,999	1	0.3%	17	
\$50,000 to \$59,999	10	3.0%	22	
\$60,000 to \$74,999	19	5.7%	36	
\$75,000 to \$99,999	30	9.0%	20	
\$100,000 to \$124,999	31	9.3%	53	
\$125,000 to \$149,999	22	6.6%	41	
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	0	0.0%	0	
Median Household Income for HHr 65+	\$36,070		N/A	
Average Household Income for HHr 65+	N/A		N/A	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: high medium low

September 09, 2014



ACS Population Summary

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	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	941	100.0%	75	High
With public assistance income	29	3.1%	64	Low
No public assistance income	912	96.9%	75	High
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	941	100.0%	75	High
With Food Stamps/SNAP	76	8.1%	52	Low
With No Food Stamps/SNAP	864	91.8%	79	High
HOUSEHOLDS BY DISABILITY STATUS				
Total	941	100.0%	75	High
With 1+ Persons w/Disability	225	23.9%	47	Medium
With No Person w/Disability	716	76.1%	96	High

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2012, adjusted for inflation.

2008-2012 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2008-2012 ACS estimates, five-year period data collected monthly from January 1, 2008 through December 31, 2012. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow—use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



ACS Population Summary

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	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	13,815		327	
Total Households	6,929		157	
Total Housing Units	7,672		151	
POPULATION AGE 15+ YEARS BY MARITAL STATUS				
Total	11,743	100.0%	307	
Never married	3,657	31.1%	214	
Married	5,475	46.6%	183	
Widowed	974	8.3%	117	
Divorced	1,637	13.9%	120	
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	13,433	100.0%	328	
Enrolled in school	3,047	22.7%	127	
Enrolled in nursery school, preschool	203	1.5%	36	
Public school	145	1.1%	26	
Private school	58	0.4%	28	
Enrolled in kindergarten	134	1.0%	28	
Public school	124	0.9%	28	
Private school	10	0.1%	15	
Enrolled in grade 1 to grade 4	582	4.3%	55	
Public school	546	4.1%	53	
Private school	37	0.3%	56	
Enrolled in grade 5 to grade 8	508	3.8%	36	
Public school	455	3.4%	35	
Private school	52	0.4%	34	
Enrolled in grade 9 to grade 12	561	4.2%	88	
Public school	538	4.0%	87	
Private school	23	0.2%	13	
Enrolled in college undergraduate years	763	5.7%	43	
Public school	684	5.1%	38	
Private school	79	0.6%	21	
Enrolled in graduate or professional school	296	2.2%	54	
Public school	200	1.5%	31	
Private school	96	0.7%	47	
Not enrolled in school	10,385	77.3%	275	
POPULATION AGE 25+ YEARS BY EDUCATIONAL ATTAINMENT				
Total	10,141	100.0%	292	
No schooling completed	39	0.4%	15	
Nursery School	0	0.0%	0	
Kindergarten	0	0.0%	0	
1-4th Grade	3	0.0%	18	
5-8th Grade	229	2.3%	63	
Some High School	583	5.7%	59	
High School Diploma	2,401	23.7%	214	
GED	224	2.2%	36	
Some College	2,768	27.3%	157	
Associate's degree	877	8.6%	125	
Bachelor's degree	1,894	18.7%	110	
Master's degree	772	7.6%	55	
Professional school degree	246	2.4%	69	
Doctorate degree	105	1.0%	26	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: high medium low

September 09, 2014



ACS Population Summary

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	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	13,113	100.0%	313	
5 to 17 years				
Speak only English	1,605	12.2%	105	
Speak Spanish	22	0.2%	25	
Speak English "very well" or "well"	11	0.1%	35	
Speak English "not well"	11	0.1%	34	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	62	0.5%	202	
Speak English "very well" or "well"	62	0.5%	207	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	105	0.8%	62	
Speak English "very well" or "well"	83	0.6%	73	
Speak English "not well"	22	0.2%	52	
Speak English "not at all"	0	0.0%	0	
Speak other languages	57	0.4%	60	
Speak English "very well" or "well"	57	0.4%	60	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	7,927	60.5%	260	
Speak Spanish	180	1.4%	32	
Speak English "very well" or "well"	165	1.3%	31	
Speak English "not well"	4	0.0%	16	
Speak English "not at all"	11	0.1%	31	
Speak other Indo-European languages	193	1.5%	43	
Speak English "very well" or "well"	192	1.5%	41	
Speak English "not well"	1	0.0%	8	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	350	2.7%	108	
Speak English "very well" or "well"	266	2.0%	99	
Speak English "not well"	84	0.6%	36	
Speak English "not at all"	0	0.0%	0	
Speak other languages	235	1.8%	83	
Speak English "very well" or "well"	214	1.6%	70	
Speak English "not well"	20	0.2%	23	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	2,198	16.8%	142	
Speak Spanish	28	0.2%	27	
Speak English "very well" or "well"	10	0.1%	18	
Speak English "not well"	18	0.1%	31	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	115	0.9%	75	
Speak English "very well" or "well"	75	0.6%	52	
Speak English "not well"	38	0.3%	55	
Speak English "not at all"	2	0.0%	21	
Speak Asian and Pacific Island languages	20	0.2%	11	
Speak English "very well" or "well"	6	0.0%	17	
Speak English "not well"	13	0.1%	14	
Speak English "not at all"	0	0.0%	0	
Speak other languages	15	0.1%	15	
Speak English "very well" or "well"	15	0.1%	15	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: high medium low



ACS Population Summary

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 2 mile radius

Latitude: 39.63673
 Longitude: -84.21906

	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	6,923	100.0%	254	
Worked in state and in county of residence	5,267	76.1%	219	
Worked in state and outside county of residence	1,574	22.7%	139	
Worked outside state of residence	82	1.2%	54	
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	6,923	100.0%	254	
Drove alone	5,611	81.0%	226	
Carpooled	702	10.1%	132	
Public transportation (excluding taxicab)	167	2.4%	53	
Bus or trolley bus	167	2.4%	53	
Streetcar or trolley car	0	0.0%	0	
Subway or elevated	0	0.0%	0	
Railroad	0	0.0%	0	
Ferryboat	0	0.0%	0	
Taxicab	0	0.0%	0	
Motorcycle	1	0.0%	36	
Bicycle	0	0.0%	0	
Walked	72	1.0%	26	
Other means	46	0.7%	16	
Worked at home	323	4.7%	60	
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	6,600	100.0%	256	
Less than 5 minutes	275	4.2%	99	
5 to 9 minutes	948	14.4%	118	
10 to 14 minutes	1,078	16.3%	75	
15 to 19 minutes	1,151	17.4%	79	
20 to 24 minutes	1,225	18.6%	83	
25 to 29 minutes	590	8.9%	149	
30 to 34 minutes	622	9.4%	89	
35 to 39 minutes	68	1.0%	32	
40 to 44 minutes	158	2.4%	73	
45 to 59 minutes	233	3.5%	36	
60 to 89 minutes	135	2.0%	19	
90 or more minutes	117	1.8%	43	
Average Travel Time to Work (in minutes)	N/A		N/A	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: high medium low



ACS Population Summary

Dayton Mall
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	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS				
BY OCCUPATION				
Total	7,017	100.0%	253	
Management	746	10.6%	91	
Business and financial operations	295	4.2%	22	
Computer and mathematical	283	4.0%	80	
Architecture and engineering	142	2.0%	39	
Life, physical, and social science	66	0.9%	19	
Community and social services	91	1.3%	26	
Legal	94	1.3%	35	
Education, training, and library	351	5.0%	59	
Arts, design, entertainment, sports, and media	143	2.0%	16	
Healthcare practitioner, technologists, and technicians	413	5.9%	65	
Healthcare support	211	3.0%	24	
Protective service	134	1.9%	49	
Food preparation and serving related	409	5.8%	56	
Building and grounds cleaning and maintenance	98	1.4%	35	
Personal care and service	186	2.7%	22	
Sales and related	1,101	15.7%	135	
Office and administrative support	1,026	14.6%	145	
Farming, fishing, and forestry	0	0.0%	0	
Construction and extraction	209	3.0%	51	
Installation, maintenance, and repair	141	2.0%	15	
Production	514	7.3%	60	
Transportation and material moving	365	5.2%	62	
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS				
BY INDUSTRY				
Total	7,017	100.0%	253	
Agriculture, forestry, fishing and hunting	1	0.0%	7	
Mining, quarrying, and oil and gas extraction	11	0.2%	24	
Construction	251	3.6%	47	
Manufacturing	865	12.3%	91	
Wholesale trade	164	2.3%	41	
Retail trade	1,042	14.8%	98	
Transportation and warehousing	126	1.8%	26	
Utilities	53	0.8%	23	
Information	277	3.9%	60	
Finance and insurance	310	4.4%	37	
Real estate and rental and leasing	193	2.8%	67	
Professional, scientific, and technical services	590	8.4%	77	
Management of companies and enterprises	4	0.1%	23	
Administrative and support and waste management services	377	5.4%	127	
Educational services	519	7.4%	66	
Health care and social assistance	981	14.0%	76	
Arts, entertainment, and recreation	81	1.2%	21	
Accommodation and food services	554	7.9%	109	
Other services, except public administration	309	4.4%	47	
Public administration	308	4.4%	49	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: high medium low

September 09, 2014



ACS Population Summary

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 2 mile radius

Latitude: 39.63673
 Longitude: -84.21906

	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	4,614	100.0%	159	
Own children under 6 years only	374	8.1%	62	
In labor force	284	6.2%	61	
Not in labor force	90	2.0%	45	
Own children under 6 years and 6 to 17 years	214	4.6%	35	
In labor force	163	3.5%	26	
Not in labor force	51	1.1%	31	
Own children 6 to 17 years only	673	14.6%	57	
In labor force	524	11.4%	55	
Not in labor force	148	3.2%	25	
No own children under 18 years	3,354	72.7%	152	
In labor force	2,609	56.5%	147	
Not in labor force	745	16.1%	81	
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	13,585	100.0%	327	
Under .50	598	4.4%	58	
.50 to .99	959	7.1%	83	
1.00 to 1.24	466	3.4%	105	
1.25 to 1.49	689	5.1%	92	
1.50 to 1.84	1,383	10.2%	148	
1.85 to 1.99	372	2.7%	93	
2.00 and over	9,118	67.1%	337	
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	11,197	100.0%	280	
Veteran	1,253	11.2%	95	
Nonveteran	9,944	88.8%	262	
Male	5,116	45.7%	201	
Veteran	1,158	10.3%	95	
Nonveteran	3,958	35.3%	194	
Female	6,081	54.3%	168	
Veteran	95	0.8%	14	
Nonveteran	5,986	53.5%	168	
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	1,253	100.0%	95	
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	105	8.4%	20	
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	43	3.4%	10	
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	8	0.6%	20	
Gulf War (8/90 to 8/01), no Vietnam Era	127	10.1%	26	
Gulf War (8/90 to 8/01) and Vietnam Era	9	0.7%	13	
Vietnam Era, no Korean War, no World War II	339	27.1%	68	
Vietnam Era and Korean War, no World War II	2	0.2%	27	
Vietnam Era and Korean War and World War II	0	0.0%	0	
Korean War, no Vietnam Era, no World War II	160	12.8%	42	
Korean War and World War II, no Vietnam Era	10	0.8%	15	
World War II, no Korean War, no Vietnam Era	109	8.7%	38	
Between Gulf War and Vietnam Era only	199	15.9%	43	
Between Vietnam Era and Korean War only	138	11.0%	39	
Between Korean War and World War II only	3	0.2%	9	
Pre-World War II only	0	0.0%	0	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: high medium low



ACS Population Summary

Dayton Mall
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 Drive Distance: 2 mile radius

Latitude: 39.63673
 Longitude: -84.21906

	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY POVERTY STATUS				
Total	6,929	100.0%	157	
Income in the past 12 months below poverty level	850	12.3%	82	
Married-couple family	46	0.7%	12	
Other family - male householder (no wife present)	91	1.3%	44	
Other family - female householder (no husband present)	135	1.9%	20	
Nonfamily household - male householder	259	3.7%	68	
Nonfamily household - female householder	319	4.6%	72	
Income in the past 12 months at or above poverty level	6,079	87.7%	162	
Married-couple family	2,485	35.9%	130	
Other family - male householder (no wife present)	225	3.2%	34	
Other family - female householder (no husband present)	648	9.4%	61	
Nonfamily household - male householder	1,195	17.2%	149	
Nonfamily household - female householder	1,526	22.0%	114	
HOUSEHOLDS BY INCOME				
Total	6,929	100.0%	157	
Less than \$10,000	445	6.4%	84	
\$10,000 to \$14,999	360	5.2%	40	
\$15,000 to \$19,999	477	6.9%	106	
\$20,000 to \$24,999	366	5.3%	39	
\$25,000 to \$29,999	531	7.7%	49	
\$30,000 to \$34,999	386	5.6%	42	
\$35,000 to \$39,999	255	3.7%	38	
\$40,000 to \$44,999	344	5.0%	54	
\$45,000 to \$49,999	360	5.2%	46	
\$50,000 to \$59,999	667	9.6%	89	
\$60,000 to \$74,999	816	11.8%	117	
\$75,000 to \$99,999	822	11.9%	104	
\$100,000 to \$124,999	480	6.9%	76	
\$125,000 to \$149,999	224	3.2%	42	
\$150,000 to \$199,999	211	3.0%	42	
\$200,000 or more	185	2.7%	41	
Median Household Income	\$49,100		N/A	
Average Household Income	\$62,703		\$2,720	
Per Capita Income	\$30,891		\$1,374	



ACS Population Summary

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	2008 - 2012			
	ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	466	100.0%	95	
Less than \$10,000	20	4.3%	19	
\$10,000 to \$14,999	41	8.8%	41	
\$15,000 to \$19,999	136	29.2%	93	
\$20,000 to \$24,999	54	11.6%	24	
\$25,000 to \$29,999	42	9.0%	27	
\$30,000 to \$34,999	9	1.9%	21	
\$35,000 to \$39,999	6	1.3%	22	
\$40,000 to \$44,999	42	9.0%	22	
\$45,000 to \$49,999	0	0.0%	0	
\$50,000 to \$59,999	40	8.6%	24	
\$60,000 to \$74,999	35	7.5%	24	
\$75,000 to \$99,999	42	9.0%	14	
\$100,000 to \$124,999	0	0.0%	0	
\$125,000 to \$149,999	0	0.0%	0	
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	0	0.0%	0	
Median Household Income for HHr <25	\$23,126		N/A	
Average Household Income for HHr <25	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	2,572	100.0%	120	
Less than \$10,000	121	4.7%	22	
\$10,000 to \$14,999	130	5.1%	22	
\$15,000 to \$19,999	63	2.4%	18	
\$20,000 to \$24,999	135	5.2%	44	
\$25,000 to \$29,999	235	9.1%	38	
\$30,000 to \$34,999	206	8.0%	39	
\$35,000 to \$39,999	96	3.7%	19	
\$40,000 to \$44,999	107	4.2%	26	
\$45,000 to \$49,999	186	7.2%	33	
\$50,000 to \$59,999	275	10.7%	69	
\$60,000 to \$74,999	401	15.6%	92	
\$75,000 to \$99,999	294	11.4%	64	
\$100,000 to \$124,999	150	5.8%	27	
\$125,000 to \$149,999	56	2.2%	24	
\$150,000 to \$199,999	75	2.9%	40	
\$200,000 or more	43	1.7%	22	
Median Household Income for HHr 25-44	\$50,222		N/A	
Average Household Income for HHr 25-44	N/A		N/A	



ACS Population Summary

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	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	2,286	100.0%	135	High
Less than \$10,000	251	11.0%	89	Medium
\$10,000 to \$14,999	73	3.2%	33	Medium
\$15,000 to \$19,999	90	3.9%	25	Medium
\$20,000 to \$24,999	62	2.7%	20	Medium
\$25,000 to \$29,999	135	5.9%	20	High
\$30,000 to \$34,999	82	3.6%	21	Medium
\$35,000 to \$39,999	60	2.6%	17	Medium
\$40,000 to \$44,999	114	5.0%	33	Medium
\$45,000 to \$49,999	117	5.1%	40	Medium
\$50,000 to \$59,999	209	9.1%	53	Medium
\$60,000 to \$74,999	260	11.4%	59	Medium
\$75,000 to \$99,999	314	13.7%	74	Medium
\$100,000 to \$124,999	206	9.0%	50	Medium
\$125,000 to \$149,999	80	3.5%	19	Medium
\$150,000 to \$199,999	114	5.0%	30	Medium
\$200,000 or more	118	5.2%	35	High
Median Household Income for HHr 45-64	\$57,241		N/A	
Average Household Income for HHr 45-64	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ YEARS BY INCOME				
Total	1,606	100.0%	106	High
Less than \$10,000	54	3.4%	30	Medium
\$10,000 to \$14,999	117	7.3%	35	Medium
\$15,000 to \$19,999	189	11.8%	51	Medium
\$20,000 to \$24,999	114	7.1%	27	Medium
\$25,000 to \$29,999	118	7.3%	38	Medium
\$30,000 to \$34,999	89	5.5%	20	Medium
\$35,000 to \$39,999	94	5.9%	36	Medium
\$40,000 to \$44,999	81	5.0%	30	Medium
\$45,000 to \$49,999	57	3.5%	13	Medium
\$50,000 to \$59,999	143	8.9%	33	Medium
\$60,000 to \$74,999	120	7.5%	39	Medium
\$75,000 to \$99,999	172	10.7%	45	Medium
\$100,000 to \$124,999	124	7.7%	54	Medium
\$125,000 to \$149,999	88	5.5%	41	Medium
\$150,000 to \$199,999	22	1.4%	8	Medium
\$200,000 or more	24	1.5%	11	Medium
Median Household Income for HHr 65+	\$41,606		N/A	
Average Household Income for HHr 65+	N/A		N/A	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: High Medium Low

September 09, 2014



ACS Population Summary

Dayton Mall
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 Drive Distance: 2 mile radius

Latitude: 39.63673
 Longitude: -84.21906

	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	6,929	100.0%	157	High
With public assistance income	195	2.8%	70	Medium
No public assistance income	6,734	97.2%	157	High
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	6,929	100.0%	157	High
With Food Stamps/SNAP	682	9.8%	82	High
With No Food Stamps/SNAP	6,247	90.2%	165	High
HOUSEHOLDS BY DISABILITY STATUS				
Total	6,929	100.0%	157	High
With 1+ Persons w/Disability	1,609	23.2%	101	High
With No Person w/Disability	5,320	76.8%	189	High

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2012, adjusted for inflation.

2008-2012 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2008-2012 ACS estimates, five-year period data collected monthly from January 1, 2008 through December 31, 2012. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow—use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



ACS Housing Summary

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 0.5 mile radius

Latitude: 39.63673
 Longitude: -84.21906

	2008-2012 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	597		170	☐☐
Total Households	417		94	☐☐
Total Housing Units	507		92	☐☐☐
OWNER-OCCUPIED HOUSING UNITS BY VALUE				
Total	241	100.0%	62	☐☐
Less than \$10,000	0	0.0%	0	
\$10,000 to \$14,999	0	0.0%	0	
\$15,000 to \$19,999	0	0.0%	0	
\$20,000 to \$24,999	0	0.0%	0	
\$25,000 to \$29,999	0	0.0%	0	
\$30,000 to \$34,999	0	0.0%	0	
\$35,000 to \$39,999	0	0.0%	0	
\$40,000 to \$49,999	0	0.0%	0	
\$50,000 to \$59,999	0	0.0%	0	
\$60,000 to \$69,999	0	0.0%	0	
\$70,000 to \$79,999	0	0.0%	0	
\$80,000 to \$89,999	10	4.1%	24	☐
\$90,000 to \$99,999	0	0.0%	0	
\$100,000 to \$124,999	39	16.2%	36	☐
\$125,000 to \$149,999	80	33.2%	59	☐
\$150,000 to \$174,999	21	8.7%	31	☐
\$175,000 to \$199,999	13	5.4%	35	☐
\$200,000 to \$249,999	52	21.6%	42	☐
\$250,000 to \$299,999	26	10.8%	43	☐
\$300,000 to \$399,999	0	0.0%	0	
\$400,000 to \$499,999	0	0.0%	0	
\$500,000 to \$749,999	0	0.0%	0	
\$750,000 to \$999,999	0	0.0%	0	
\$1,000,000 or more	0	0.0%	0	
Median Home Value	\$147,344		N/A	
Average Home Value	N/A		N/A	
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	241	100.0%	62	☐☐
Housing units with a mortgage/contract to purchase/similar debt	118	49.0%	62	☐☐
Second mortgage only	8	3.3%	31	☐
Home equity loan only	15	6.2%	26	☐
Both second mortgage and home equity loan	0	0.0%	0	
No second mortgage and no home equity loan	95	39.4%	57	☐☐
Housing units without a mortgage	123	51.0%	69	☐☐
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	N/A		N/A	
Housing units without a mortgage	N/A		N/A	



ACS Housing Summary

Dayton Mall
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 Drive Distance: 0.5 mile radius

Latitude: 39.63673
 Longitude: -84.21906

	2008-2012 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	177	100.0%	102	High
With cash rent	177	100.0%	102	High
Less than \$100	9	5.1%	31	Low
\$100 to \$149	0	0.0%	0	
\$150 to \$199	0	0.0%	0	
\$200 to \$249	0	0.0%	0	
\$250 to \$299	0	0.0%	0	
\$300 to \$349	9	5.1%	16	Low
\$350 to \$399	0	0.0%	0	
\$400 to \$449	0	0.0%	0	
\$450 to \$499	18	10.2%	66	Low
\$500 to \$549	0	0.0%	0	
\$550 to \$599	39	22.0%	77	Low
\$600 to \$649	49	27.7%	97	Low
\$650 to \$699	17	9.6%	29	Low
\$700 to \$749	28	15.8%	68	Low
\$750 to \$799	3	1.7%	19	Low
\$800 to \$899	0	0.0%	0	
\$900 to \$999	0	0.0%	0	
\$1,000 to \$1,249	0	0.0%	0	
\$1,250 to \$1,499	0	0.0%	0	
\$1,500 to \$1,999	0	0.0%	0	
\$2,000 or more	5	2.8%	21	Low
No cash rent	0	0.0%	0	
Median Contract Rent	\$614		N/A	
Average Contract Rent	N/A		N/A	
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	177	100.0%	102	High
Pay extra for one or more utilities	162	91.5%	101	High
No extra payment for any utilities	14	7.9%	28	Low
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	507	100.0%	92	
1, detached	234	46.2%	73	High
1, attached	87	17.2%	97	Low
2	0	0.0%	0	
3 or 4	18	3.6%	43	Low
5 to 9	42	8.3%	81	Low
10 to 19	53	10.5%	81	Low
20 to 49	0	0.0%	0	
50 or more	73	14.4%	86	Low
Mobile home	0	0.0%	0	
Boat, RV, van, etc.	0	0.0%	0	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: High medium Low



ACS Housing Summary

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 0.5 mile radius

Latitude: 39.63673
 Longitude: -84.21906

	2008-2012 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	507	100.0%	92	
Built 2010 or later	0	0.0%	0	
Built 2000 to 2009	67	13.2%	81	Low
Built 1990 to 1999	65	12.8%	72	Low
Built 1980 to 1989	155	30.6%	153	Low
Built 1970 to 1979	29	5.7%	36	Low
Built 1960 to 1969	152	30.0%	72	Medium
Built 1950 to 1959	21	4.1%	27	Low
Built 1940 to 1949	0	0.0%	0	
Built 1939 or earlier	18	3.6%	32	Low
Median Year Structure Built	1982		N/A	
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	417	100.0%	94	
Owner occupied				
Moved in 2010 or later	8	1.9%	17	
Moved in 2000 to 2009	76	18.2%	44	Medium
Moved in 1990 to 1999	66	15.8%	51	Low
Moved in 1980 to 1989	43	10.3%	38	Low
Moved in 1970 to 1979	22	5.3%	41	Low
Moved in 1969 or earlier	26	6.2%	35	Low
Renter occupied				
Moved in 2010 or later	92	22.1%	123	
Moved in 2000 to 2009	67	16.1%	77	Low
Moved in 1990 to 1999	14	3.4%	35	Low
Moved in 1980 to 1989	4	1.0%	25	Low
Moved in 1970 to 1979	0	0.0%	0	
Moved in 1969 or earlier	0	0.0%	0	
Median Year Householder Moved Into Unit	2002		N/A	
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	417	100.0%	94	
Utility gas	266	63.8%	73	Medium
Bottled, tank, or LP gas	9	2.2%	23	Low
Electricity	140	33.6%	112	Low
Fuel oil, kerosene, etc.	0	0.0%	0	
Coal or coke	0	0.0%	0	
Wood	0	0.0%	0	
Solar energy	0	0.0%	0	
Other fuel	2	0.5%	16	Low
No fuel used	0	0.0%	0	



ACS Housing Summary

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 0.5 mile radius

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	2008-2012 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	417	100.0%	94	■
Owner occupied				
No vehicle available	8	1.9%	20	■
1 vehicle available	55	13.2%	36	■
2 vehicles available	116	27.8%	63	■
3 vehicles available	48	11.5%	45	■
4 vehicles available	9	2.2%	36	■
5 or more vehicles available	4	1.0%	14	■
Renter occupied				
No vehicle available	22	5.3%	40	■
1 vehicle available	96	23.0%	124	■
2 vehicles available	49	11.8%	57	■
3 vehicles available	10	2.4%	25	■
4 vehicles available	0	0.0%	0	
5 or more vehicles available	0	0.0%	0	
Average Number of Vehicles Available	N/A		N/A	

Data Note: N/A means not available.

2008-2012 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2008-2012 ACS estimates, five-year period data collected monthly from January 1, 2008 through December 31, 2012. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

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Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

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- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow—use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



ACS Housing Summary

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 1 mile radius

Latitude: 39.63673
 Longitude: -84.21906

	2008-2012 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	1,658		154	■■■
Total Households	941		75	■■■
Total Housing Units	1,073		74	■■■
OWNER-OCCUPIED HOUSING UNITS BY VALUE				
Total	631	100.0%	66	■■■
Less than \$10,000	0	0.0%	0	
\$10,000 to \$14,999	0	0.0%	0	
\$15,000 to \$19,999	0	0.0%	0	
\$20,000 to \$24,999	0	0.0%	0	
\$25,000 to \$29,999	0	0.0%	0	
\$30,000 to \$34,999	0	0.0%	0	
\$35,000 to \$39,999	0	0.0%	0	
\$40,000 to \$49,999	0	0.0%	0	
\$50,000 to \$59,999	0	0.0%	0	
\$60,000 to \$69,999	1	0.2%	21	■
\$70,000 to \$79,999	1	0.2%	41	■
\$80,000 to \$89,999	22	3.5%	18	■
\$90,000 to \$99,999	0	0.0%	0	
\$100,000 to \$124,999	136	21.6%	46	■■
\$125,000 to \$149,999	267	42.3%	77	■■
\$150,000 to \$174,999	64	10.1%	32	■■
\$175,000 to \$199,999	21	3.3%	32	■
\$200,000 to \$249,999	79	12.5%	41	■■
\$250,000 to \$299,999	39	6.2%	42	■
\$300,000 to \$399,999	0	0.0%	0	
\$400,000 to \$499,999	0	0.0%	0	
\$500,000 to \$749,999	0	0.0%	0	
\$750,000 to \$999,999	0	0.0%	0	
\$1,000,000 or more	0	0.0%	0	
Median Home Value	\$139,513		N/A	
Average Home Value	N/A		N/A	
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	631	100.0%	66	■■■
Housing units with a mortgage/contract to purchase/similar debt	365	57.8%	72	■■■
Second mortgage only	42	6.7%	29	■
Home equity loan only	59	9.4%	32	■■
Both second mortgage and home equity loan	0	0.0%	0	
No second mortgage and no home equity loan	264	41.8%	59	■■
Housing units without a mortgage	265	42.0%	54	■■
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	N/A		N/A	
Housing units without a mortgage	N/A		N/A	



ACS Housing Summary

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	2008-2012 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	310	100.0%	87	■ ■
With cash rent	310	100.0%	87	■ ■
Less than \$100	13	4.2%	32	■
\$100 to \$149	0	0.0%	0	
\$150 to \$199	0	0.0%	0	
\$200 to \$249	0	0.0%	0	
\$250 to \$299	2	0.6%	75	■
\$300 to \$349	25	8.1%	21	■
\$350 to \$399	0	0.0%	0	
\$400 to \$449	0	0.0%	0	
\$450 to \$499	27	8.7%	65	■
\$500 to \$549	0	0.0%	0	
\$550 to \$599	60	19.4%	74	■
\$600 to \$649	75	24.2%	94	■
\$650 to \$699	51	16.5%	39	■
\$700 to \$749	41	13.2%	69	■
\$750 to \$799	5	1.6%	17	■
\$800 to \$899	1	0.3%	37	■
\$900 to \$999	1	0.3%	57	■
\$1,000 to \$1,249	2	0.6%	52	■
\$1,250 to \$1,499	0	0.0%	0	
\$1,500 to \$1,999	0	0.0%	0	
\$2,000 or more	7	2.3%	22	■
No cash rent	0	0.0%	0	
Median Contract Rent	\$619		N/A	
Average Contract Rent	N/A		N/A	
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	310	100.0%	87	■ ■
Pay extra for one or more utilities	289	93.2%	85	■ ■
No extra payment for any utilities	21	6.8%	28	■
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	1,073	100.0%	74	
1, detached	663	61.8%	72	■ ■ ■
1, attached	128	11.9%	96	■
2	0	0.0%	0	
3 or 4	28	2.6%	40	■
5 to 9	66	6.2%	76	■
10 to 19	82	7.6%	76	■
20 to 49	0	0.0%	0	
50 or more	106	9.9%	86	■
Mobile home	0	0.0%	0	
Boat, RV, van, etc.	0	0.0%	0	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: ■ ■ ■ high ■ ■ medium ■ low

September 09, 2014



ACS Housing Summary

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 Drive Distance: 1 mile radius

Latitude: 39.63673
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	2008-2012 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	1,073	100.0%	74	
Built 2010 or later	0	0.0%	0	
Built 2000 to 2009	105	9.8%	76	Low
Built 1990 to 1999	98	9.1%	69	Low
Built 1980 to 1989	242	22.6%	142	Medium
Built 1970 to 1979	63	5.9%	27	Medium
Built 1960 to 1969	466	43.4%	80	High
Built 1950 to 1959	73	6.8%	37	Medium
Built 1940 to 1949	0	0.0%	0	
Built 1939 or earlier	26	2.4%	32	Low
Median Year Structure Built	1969		N/A	
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	941	100.0%	75	
Owner occupied				
Moved in 2010 or later	12	1.3%	17	
Moved in 2000 to 2009	201	21.4%	43	Medium
Moved in 1990 to 1999	166	17.6%	54	Medium
Moved in 1980 to 1989	118	12.5%	41	Medium
Moved in 1970 to 1979	45	4.8%	32	Low
Moved in 1969 or earlier	88	9.4%	46	Medium
Renter occupied				
Moved in 2010 or later	140	14.9%	121	
Moved in 2000 to 2009	131	13.9%	60	Medium
Moved in 1990 to 1999	21	2.2%	34	Low
Moved in 1980 to 1989	18	1.9%	28	Low
Moved in 1970 to 1979	0	0.0%	0	
Moved in 1969 or earlier	0	0.0%	0	
Median Year Householder Moved Into Unit	2000		N/A	
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	941	100.0%	75	
Utility gas	674	71.6%	68	High
Bottled, tank, or LP gas	13	1.4%	24	Low
Electricity	244	25.9%	96	Medium
Fuel oil, kerosene, etc.	0	0.0%	0	
Coal or coke	0	0.0%	0	
Wood	0	0.0%	0	
Solar energy	0	0.0%	0	
Other fuel	10	1.1%	16	Low
No fuel used	0	0.0%	0	



ACS Housing Summary

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	2008-2012 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	941	100.0%	75	
Owner occupied				
No vehicle available	19	2.0%	15	
1 vehicle available	144	15.3%	39	
2 vehicles available	317	33.7%	72	
3 vehicles available	131	13.9%	35	
4 vehicles available	14	1.5%	34	
5 or more vehicles available	6	0.6%	14	
Renter occupied				
No vehicle available	33	3.5%	40	
1 vehicle available	151	16.0%	117	
2 vehicles available	111	11.8%	46	
3 vehicles available	15	1.6%	25	
4 vehicles available	0	0.0%	0	
5 or more vehicles available	0	0.0%	0	
Average Number of Vehicles Available	N/A		N/A	

Data Note: N/A means not available.

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ACS Housing Summary

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 2 mile radius

Latitude: 39.63673
 Longitude: -84.21906

	2008-2012 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	13,815		327	High
Total Households	6,929		157	High
Total Housing Units	7,672		151	High
OWNER-OCCUPIED HOUSING UNITS BY VALUE				
Total	3,464	100.0%	129	High
Less than \$10,000	2	0.1%	27	Low
\$10,000 to \$14,999	11	0.3%	16	Low
\$15,000 to \$19,999	0	0.0%	0	
\$20,000 to \$24,999	0	0.0%	0	
\$25,000 to \$29,999	23	0.7%	26	Low
\$30,000 to \$34,999	39	1.1%	43	Low
\$35,000 to \$39,999	38	1.1%	34	Low
\$40,000 to \$49,999	43	1.2%	29	Low
\$50,000 to \$59,999	62	1.8%	27	Medium
\$60,000 to \$69,999	93	2.7%	24	Medium
\$70,000 to \$79,999	122	3.5%	35	Medium
\$80,000 to \$89,999	158	4.6%	38	Medium
\$90,000 to \$99,999	109	3.1%	11	High
\$100,000 to \$124,999	424	12.2%	70	High
\$125,000 to \$149,999	535	15.4%	115	Medium
\$150,000 to \$174,999	410	11.8%	65	High
\$175,000 to \$199,999	419	12.1%	45	High
\$200,000 to \$249,999	472	13.6%	53	High
\$250,000 to \$299,999	289	8.3%	54	High
\$300,000 to \$399,999	136	3.9%	30	Medium
\$400,000 to \$499,999	60	1.7%	24	Medium
\$500,000 to \$749,999	9	0.3%	38	Low
\$750,000 to \$999,999	1	0.0%	5	Low
\$1,000,000 or more	9	0.3%	18	Low
Median Home Value	\$154,451		N/A	
Average Home Value	N/A		N/A	
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	3,464	100.0%	129	High
Housing units with a mortgage/contract to purchase/similar debt	2,359	68.1%	129	High
Second mortgage only	137	4.0%	32	Medium
Home equity loan only	503	14.5%	47	High
Both second mortgage and home equity loan	13	0.4%	44	Low
No second mortgage and no home equity loan	1,705	49.2%	116	High
Housing units without a mortgage	1,105	31.9%	107	High
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	N/A		N/A	
Housing units without a mortgage	N/A		N/A	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: High Medium Low



ACS Housing Summary

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 2 mile radius

Latitude: 39.63673
 Longitude: -84.21906

	2008-2012 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	3,465	100.0%	134	High
With cash rent	3,428	98.9%	134	High
Less than \$100	40	1.2%	47	Low
\$100 to \$149	49	1.4%	22	Medium
\$150 to \$199	16	0.5%	82	Low
\$200 to \$249	31	0.9%	28	Low
\$250 to \$299	2	0.1%	78	Low
\$300 to \$349	34	1.0%	34	Low
\$350 to \$399	19	0.5%	13	Low
\$400 to \$449	132	3.8%	30	Medium
\$450 to \$499	283	8.2%	84	Medium
\$500 to \$549	341	9.8%	49	High
\$550 to \$599	431	12.4%	80	High
\$600 to \$649	560	16.2%	103	High
\$650 to \$699	437	12.6%	70	High
\$700 to \$749	293	8.5%	71	Medium
\$750 to \$799	276	8.0%	39	High
\$800 to \$899	226	6.5%	23	High
\$900 to \$999	57	1.6%	50	Low
\$1,000 to \$1,249	68	2.0%	17	Medium
\$1,250 to \$1,499	73	2.1%	138	Low
\$1,500 to \$1,999	6	0.2%	11	Low
\$2,000 or more	54	1.6%	41	Low
No cash rent	37	1.1%	9	Medium
Median Contract Rent	\$630		N/A	
Average Contract Rent	N/A		N/A	
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	3,465	100.0%	134	High
Pay extra for one or more utilities	3,281	94.7%	134	High
No extra payment for any utilities	184	5.3%	52	Medium
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	7,672	100.0%	151	
1, detached	2,739	35.7%	143	High
1, attached	942	12.3%	101	High
2	284	3.7%	82	Medium
3 or 4	700	9.1%	51	High
5 to 9	1,556	20.3%	100	High
10 to 19	871	11.4%	91	High
20 to 49	229	3.0%	51	Medium
50 or more	348	4.5%	87	Medium
Mobile home	2	0.0%	24	Low
Boat, RV, van, etc.	0	0.0%	0	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: High Medium Low

September 09, 2014



ACS Housing Summary

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	2008-2012 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	7,672	100.0%	151	
Built 2010 or later	0	0.0%	0	
Built 2000 to 2009	636	8.3%	99	High
Built 1990 to 1999	1,001	13.0%	80	High
Built 1980 to 1989	1,825	23.8%	165	High
Built 1970 to 1979	2,451	31.9%	68	High
Built 1960 to 1969	1,317	17.2%	145	High
Built 1950 to 1959	331	4.3%	57	High
Built 1940 to 1949	19	0.2%	13	Low
Built 1939 or earlier	91	1.2%	39	Medium
Median Year Structure Built	1978		N/A	
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	6,929	100.0%	157	
Owner occupied				
Moved in 2010 or later	103	1.5%	23	
Moved in 2000 to 2009	1,663	24.0%	89	High
Moved in 1990 to 1999	817	11.8%	108	High
Moved in 1980 to 1989	430	6.2%	79	High
Moved in 1970 to 1979	265	3.8%	60	Medium
Moved in 1969 or earlier	186	2.7%	67	Medium
Renter occupied				
Moved in 2010 or later	1,154	16.7%	130	
Moved in 2000 to 2009	2,089	30.1%	112	High
Moved in 1990 to 1999	175	2.5%	38	Medium
Moved in 1980 to 1989	44	0.6%	30	Low
Moved in 1970 to 1979	2	0.0%	16	Low
Moved in 1969 or earlier	1	0.0%	5	Low
Median Year Householder Moved Into Unit	2004		N/A	
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	6,929	100.0%	157	
Utility gas	3,439	49.6%	139	High
Bottled, tank, or LP gas	40	0.6%	26	Medium
Electricity	3,417	49.3%	136	High
Fuel oil, kerosene, etc.	4	0.1%	10	Low
Coal or coke	8	0.1%	17	Low
Wood	0	0.0%	0	
Solar energy	0	0.0%	0	
Other fuel	10	0.1%	16	Low
No fuel used	11	0.2%	21	Low



ACS Housing Summary

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	2008-2012 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	6,929	100.0%	157	
Owner occupied				
No vehicle available	83	1.2%	36	
1 vehicle available	1,051	15.2%	78	
2 vehicles available	1,641	23.7%	135	
3 vehicles available	588	8.5%	80	
4 vehicles available	88	1.3%	37	
5 or more vehicles available	13	0.2%	16	
Renter occupied				
No vehicle available	444	6.4%	52	
1 vehicle available	1,965	28.4%	133	
2 vehicles available	927	13.4%	100	
3 vehicles available	104	1.5%	29	
4 vehicles available	25	0.4%	14	
5 or more vehicles available	0	0.0%	0	
Average Number of Vehicles Available	N/A		N/A	

Data Note: N/A means not available.

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Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

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- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow—use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



2010 Census Profile

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 0.5 mile radius

Latitude: 39.63673
 Longitude: -84.21906

	2000	2010	2000-2010 Annual Rate
Population	674	687	0.19%
Households	415	436	0.50%
Housing Units	498	489	-0.18%

Population by Race	Number	Percent
Total	685	100.0%
Population Reporting One Race	671	98.0%
White	602	87.9%
Black	47	6.9%
American Indian	0	0.0%
Asian	17	2.5%
Pacific Islander	0	0.0%
Some Other Race	5	0.7%
Population Reporting Two or More Races	14	2.0%

Total Hispanic Population	13	1.9%
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Population by Sex	Number	Percent
Male	323	47.0%
Female	364	53.0%

Population by Age	Number	Percent
Total	687	100.0%
Age 0 - 4	36	5.2%
Age 5 - 9	29	4.2%
Age 10 - 14	28	4.1%
Age 15 - 19	29	4.2%
Age 20 - 24	51	7.4%
Age 25 - 29	51	7.4%
Age 30 - 34	49	7.1%
Age 35 - 39	31	4.5%
Age 40 - 44	33	4.8%
Age 45 - 49	42	6.1%
Age 50 - 54	36	5.2%
Age 55 - 59	46	6.7%
Age 60 - 64	43	6.3%
Age 65 - 69	42	6.1%
Age 70 - 74	42	6.1%
Age 75 - 79	35	5.1%
Age 80 - 84	30	4.4%
Age 85+	35	5.1%
Age 18+	578	84.1%
Age 65+	184	26.8%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	45.8
Male	44.1
Female	47.2
White Alone	49.6
Black Alone	24.3
American Indian Alone	0.0
Asian Alone	35.0
Pacific Islander Alone	0.0
Some Other Race Alone	27.5
Two or More Races	22.5
Hispanic Population	28.8

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



2010 Census Profile

Dayton Mall
2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
Drive Distance: 0.5 mile radius

Latitude: 39.63673
Longitude: -84.21906

Households by Type		
Total	436	100.0%
Households with 1 Person	168	38.5%
Households with 2+ People	268	61.5%
Family Households	239	54.8%
Husband-wife Families	193	44.3%
With Own Children	48	11.0%
Other Family (No Spouse Present)	47	10.8%
With Own Children	26	6.0%
Nonfamily Households	29	6.7%
All Households with Children	79	18.1%
Multigenerational Households	9	2.1%
Unmarried Partner Households	25	5.7%
Male-female	21	4.8%
Same-sex	4	0.9%
Average Household Size	1.58	

Family Households by Size		
Total	239	100.0%
2 People	148	61.9%
3 People	46	19.2%
4 People	29	12.1%
5 People	10	4.2%
6 People	4	1.7%
7+ People	2	0.8%
Average Family Size	2.10	

Nonfamily Households by Size		
Total	196	100.0%
1 Person	168	85.7%
2 People	26	13.3%
3 People	1	0.5%
4 People	0	0.0%
5 People	1	0.5%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.00	

Population by Relationship and Household Type		
Total	687	100.0%
In Households	687	100.0%
In Family Households	509	74.1%
Householder	191	27.8%
Spouse	154	22.4%
Child	141	20.5%
Other relative	16	2.3%
Nonrelative	8	1.2%
In Nonfamily Households	178	25.9%
In Group Quarters	0	0.0%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	0	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

Dayton Mall
2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
Drive Distance: 0.5 mile radius

Latitude: 39.63673
Longitude: -84.21906

Family Households by Age of Householder		
Total		238 100.0%
Householder Age	15 - 44	80 33.6%
Householder Age	45 - 54	31 13.0%
Householder Age	55 - 64	44 18.5%
Householder Age	65 - 74	41 17.2%
Householder Age	75+	42 17.6%

Nonfamily Households by Age of Householder		
Total		196 100.0%
Householder Age	15 - 44	84 42.9%
Householder Age	45 - 54	24 12.2%
Householder Age	55 - 64	19 9.7%
Householder Age	65 - 74	24 12.2%
Householder Age	75+	45 23.0%

Households by Race of Householder		
Total		436 100.0%
Householder is	White Alone	387 88.8%
Householder is	Black Alone	29 6.7%
Householder is	American Indian Alone	0 0.0%
Householder is	Asian Alone	11 2.5%
Householder is	Pacific Islander Alone	0 0.0%
Householder is	Some Other Race Alone	3 0.7%
Householder is	Two or More Races	6 1.4%
Households with	Hispanic Householder	6 1.4%

Husband-wife Families by Race of Householder		
Total		193 100.0%
Householder is	White Alone	180 93.3%
Householder is	Black Alone	4 2.1%
Householder is	American Indian Alone	0 0.0%
Householder is	Asian Alone	5 2.6%
Householder is	Pacific Islander Alone	0 0.0%
Householder is	Some Other Race Alone	1 0.5%
Householder is	Two or More Races	3 1.6%
Husband-wife Families with	Hispanic Householder	2 1.0%

Other Families (No Spouse) by Race of Householder		
Total		46 100.0%
Householder is	White Alone	31 67.4%
Householder is	Black Alone	14 30.4%
Householder is	American Indian Alone	0 0.0%
Householder is	Asian Alone	0 0.0%
Householder is	Pacific Islander Alone	0 0.0%
Householder is	Some Other Race Alone	0 0.0%
Householder is	Two or More Races	1 2.2%
Other Families with	Hispanic Householder	1 2.1%

Nonfamily Households by Race of Householder		
Total		196 100.0%
Householder is	White Alone	175 89.3%
Householder is	Black Alone	12 6.1%
Householder is	American Indian Alone	0 0.0%
Householder is	Asian Alone	5 2.6%
Householder is	Pacific Islander Alone	0 0.0%
Householder is	Some Other Race Alone	2 1.0%
Householder is	Two or More Races	2 1.0%
Nonfamily Households with	Hispanic Householder	3 1.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

Dayton Mall
2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
Drive Distance: 0.5 mile radius

Latitude: 39.63673
Longitude: -84.21906

Total Housing Units by Occupancy

Total	478	100.0%
Occupied Housing Units	436	91.2%
Vacant Housing Units		
For Rent	23	4.8%
Rented, not Occupied	1	0.2%
For Sale Only	7	1.5%
Sold, not Occupied	1	0.2%
For Seasonal/Recreational/Occasional Use	8	1.7%
For Migrant Workers	0	0.0%
Other Vacant	2	0.4%
Total Vacancy Rate	10.8%	

Households by Tenure and Mortgage Status

Total	436	100.0%
Owner Occupied	255	58.5%
Owned with a Mortgage/Loan	160	36.7%
Owned Free and Clear	94	21.6%
Average Household Size	1.80	
Renter Occupied	181	41.5%
Average Household Size	1.25	

Owner-occupied Housing Units by Race of Householder

Total	255	100.0%
Householder is White Alone	248	97.3%
Householder is Black Alone	2	0.8%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	3	1.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	2	0.8%
Owner-occupied Housing Units with Hispanic Householder	1	0.4%

Renter-occupied Housing Units by Race of Householder

Total	181	100.0%
Householder is White Alone	139	76.8%
Householder is Black Alone	27	14.9%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	8	4.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	3	1.7%
Householder is Two or More Races	4	2.2%
Renter-occupied Housing Units with Hispanic Householder	4	2.2%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	1.57
Householder is Black Alone	1.62
Householder is American Indian Alone	0.00
Householder is Asian Alone	1.55
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	1.33
Householder is Two or More Races	1.83
Householder is Hispanic	1.83

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

Dayton Mall
2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
Drive Distance: 1 mile radius

Latitude: 39.63673
Longitude: -84.21906

	2000	2010	2000-2010 Annual Rate
Population	1,835	1,837	0.01%
Households	901	936	0.38%
Housing Units	1,023	1,017	-0.06%

Population by Race	Number	Percent
Total	1,838	100.0%
Population Reporting One Race	1,800	97.9%
White	1,638	89.1%
Black	102	5.6%
American Indian	2	0.1%
Asian	46	2.5%
Pacific Islander	0	0.0%
Some Other Race	12	0.7%
Population Reporting Two or More Races	38	2.1%

Total Hispanic Population	37	2.0%
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Population by Sex	Number	Percent
Male	876	47.7%
Female	961	52.3%

Population by Age	Number	Percent
Total	1,839	100.0%
Age 0 - 4	100	5.4%
Age 5 - 9	83	4.5%
Age 10 - 14	78	4.2%
Age 15 - 19	78	4.2%
Age 20 - 24	117	6.4%
Age 25 - 29	125	6.8%
Age 30 - 34	128	7.0%
Age 35 - 39	89	4.8%
Age 40 - 44	97	5.3%
Age 45 - 49	118	6.4%
Age 50 - 54	100	5.4%
Age 55 - 59	131	7.1%
Age 60 - 64	119	6.5%
Age 65 - 69	129	7.0%
Age 70 - 74	104	5.7%
Age 75 - 79	92	5.0%
Age 80 - 84	72	3.9%
Age 85+	78	4.2%
Age 18+	1,535	83.6%
Age 65+	475	25.9%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	46.0
Male	44.0
Female	47.8
White Alone	48.9
Black Alone	25.0
American Indian Alone	35.0
Asian Alone	34.3
Pacific Islander Alone	0.0
Some Other Race Alone	12.5
Two or More Races	20.0
Hispanic Population	27.5

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



2010 Census Profile

Dayton Mall
2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
Drive Distance: 1 mile radius

Latitude: 39.63673
Longitude: -84.21906

Households by Type		
Total	935	100.0%
Households with 1 Person	326	34.9%
Households with 2+ People	609	65.1%
Family Households	555	59.4%
Husband-wife Families	456	48.8%
With Own Children	125	13.4%
Other Family (No Spouse Present)	99	10.6%
With Own Children	49	5.2%
Nonfamily Households	54	5.8%
All Households with Children	190	20.3%
Multigenerational Households	25	2.7%
Unmarried Partner Households	51	5.5%
Male-female	44	4.7%
Same-sex	7	0.7%
Average Household Size	1.96	

Family Households by Size		
Total	555	100.0%
2 People	331	59.6%
3 People	110	19.8%
4 People	75	13.5%
5 People	23	4.1%
6 People	12	2.2%
7+ People	4	0.7%
Average Family Size	2.53	

Nonfamily Households by Size		
Total	381	100.0%
1 Person	326	85.6%
2 People	50	13.1%
3 People	3	0.8%
4 People	1	0.3%
5 People	1	0.3%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.08	

Population by Relationship and Household Type		
Total	1,837	100.0%
In Households	1,836	99.9%
In Family Households	1,423	77.5%
Householder	525	28.6%
Spouse	432	23.5%
Child	400	21.8%
Other relative	45	2.5%
Nonrelative	21	1.1%
In Nonfamily Households	413	22.5%
In Group Quarters	1	0.1%
Institutionalized Population	1	0.1%
Noninstitutionalized Population	0	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

Dayton Mall
2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
Drive Distance: 1 mile radius

Latitude: 39.63673
Longitude: -84.21906

Family Households by Age of Householder		
Total	556	100.0%
Householder Age 15 - 44	188	33.8%
Householder Age 45 - 54	74	13.3%
Householder Age 55 - 64	109	19.6%
Householder Age 65 - 74	94	16.9%
Householder Age 75+	91	16.4%

Nonfamily Households by Age of Householder		
Total	382	100.0%
Householder Age 15 - 44	148	38.7%
Householder Age 45 - 54	54	14.1%
Householder Age 55 - 64	46	12.0%
Householder Age 65 - 74	53	13.9%
Householder Age 75+	81	21.2%

Households by Race of Householder		
Total	937	100.0%
Householder is White Alone	846	90.3%
Householder is Black Alone	50	5.3%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	23	2.5%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	5	0.5%
Householder is Two or More Races	13	1.4%
Households with Hispanic Householder	13	1.4%

Husband-wife Families by Race of Householder		
Total	456	100.0%
Householder is White Alone	428	93.9%
Householder is Black Alone	8	1.8%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	13	2.9%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.2%
Householder is Two or More Races	6	1.3%
Husband-wife Families with Hispanic Householder	5	1.1%

Other Families (No Spouse) by Race of Householder		
Total	99	100.0%
Householder is White Alone	74	74.7%
Householder is Black Alone	22	22.2%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	1	1.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	2	2.0%
Other Families with Hispanic Householder	3	3.0%

Nonfamily Households by Race of Householder		
Total	381	100.0%
Householder is White Alone	343	90.0%
Householder is Black Alone	20	5.2%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	10	2.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	3	0.8%
Householder is Two or More Races	5	1.3%
Nonfamily Households with Hispanic Householder	5	1.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

Dayton Mall
2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
Drive Distance: 1 mile radius

Latitude: 39.63673
Longitude: -84.21906

Total Housing Units by Occupancy

Total	1,008	100.0%
Occupied Housing Units	936	92.9%
Vacant Housing Units		
For Rent	35	3.5%
Rented, not Occupied	2	0.2%
For Sale Only	15	1.5%
Sold, not Occupied	2	0.2%
For Seasonal/Recreational/Occasional Use	14	1.4%
For Migrant Workers	0	0.0%
Other Vacant	4	0.4%
Total Vacancy Rate	8.0%	

Households by Tenure and Mortgage Status

Total	936	100.0%
Owner Occupied	637	68.1%
Owned with a Mortgage/Loan	422	45.1%
Owned Free and Clear	215	23.0%
Average Household Size	2.14	
Renter Occupied	299	31.9%
Average Household Size	1.58	

Owner-occupied Housing Units by Race of Householder

Total	637	100.0%
Householder is White Alone	614	96.4%
Householder is Black Alone	6	0.9%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	10	1.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.2%
Householder is Two or More Races	6	0.9%
Owner-occupied Housing Units with Hispanic Householder	6	0.9%

Renter-occupied Housing Units by Race of Householder

Total	299	100.0%
Householder is White Alone	231	77.3%
Householder is Black Alone	44	14.7%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	13	4.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	4	1.3%
Householder is Two or More Races	7	2.3%
Renter-occupied Housing Units with Hispanic Householder	7	2.3%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	1.95
Householder is Black Alone	2.06
Householder is American Indian Alone	0.00
Householder is Asian Alone	2.09
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	1.60
Householder is Two or More Races	2.08
Householder is Hispanic	2.85

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

Dayton Mall
 2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
 Drive Distance: 2 mile radius

Latitude: 39.63673
 Longitude: -84.21906

	2000	2010	2000-2010 Annual Rate
Population	13,636	14,385	0.54%
Households	6,391	7,003	0.92%
Housing Units	7,123	7,743	0.84%

Population by Race	Number	Percent
Total	14,385	100.0%
Population Reporting One Race	14,043	97.6%
White	11,675	81.2%
Black	1,651	11.5%
American Indian	26	0.2%
Asian	530	3.7%
Pacific Islander	4	0.0%
Some Other Race	157	1.1%
Population Reporting Two or More Races	342	2.4%
Total Hispanic Population	440	3.1%

Population by Sex	Number	Percent
Male	6,739	46.8%
Female	7,646	53.2%

Population by Age	Number	Percent
Total	14,384	100.0%
Age 0 - 4	885	6.2%
Age 5 - 9	736	5.1%
Age 10 - 14	721	5.0%
Age 15 - 19	751	5.2%
Age 20 - 24	1,110	7.7%
Age 25 - 29	1,366	9.5%
Age 30 - 34	1,027	7.1%
Age 35 - 39	848	5.9%
Age 40 - 44	855	5.9%
Age 45 - 49	942	6.5%
Age 50 - 54	916	6.4%
Age 55 - 59	930	6.5%
Age 60 - 64	907	6.3%
Age 65 - 69	670	4.7%
Age 70 - 74	517	3.6%
Age 75 - 79	444	3.1%
Age 80 - 84	370	2.6%
Age 85+	388	2.7%
Age 18+	11,579	80.5%
Age 65+	2,389	16.6%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	38.5
Male	36.8
Female	40.1
White Alone	42.6
Black Alone	27.3
American Indian Alone	31.7
Asian Alone	32.3
Pacific Islander Alone	27.5
Some Other Race Alone	27.9
Two or More Races	18.7
Hispanic Population	27.3

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



2010 Census Profile

Dayton Mall
2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
Drive Distance: 2 mile radius

Latitude: 39.63673
Longitude: -84.21906

Households by Type		
Total	7,003	100.0%
Households with 1 Person	2,562	36.6%
Households with 2+ People	4,441	63.4%
Family Households	3,868	55.2%
Husband-wife Families	2,761	39.4%
With Own Children	907	13.0%
Other Family (No Spouse Present)	1,107	15.8%
With Own Children	694	9.9%
Nonfamily Households	573	8.2%
All Households with Children	1,736	24.8%
Multigenerational Households	135	1.9%
Unmarried Partner Households	533	7.6%
Male-female	486	6.9%
Same-sex	47	0.7%
Average Household Size	2.02	

Family Households by Size		
Total	3,868	100.0%
2 People	2,092	54.1%
3 People	876	22.6%
4 People	583	15.1%
5 People	212	5.5%
6 People	75	1.9%
7+ People	30	0.8%
Average Family Size	2.64	

Nonfamily Households by Size		
Total	3,133	100.0%
1 Person	2,562	81.8%
2 People	505	16.1%
3 People	47	1.5%
4 People	13	0.4%
5 People	6	0.2%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.17	

Population by Relationship and Household Type		
Total	14,385	100.0%
In Households	14,158	98.4%
In Family Households	10,475	72.8%
Householder	3,728	25.9%
Spouse	2,655	18.5%
Child	3,472	24.1%
Other relative	341	2.4%
Nonrelative	280	1.9%
In Nonfamily Households	3,683	25.6%
In Group Quarters	227	1.6%
Institutionalized Population	214	1.5%
Noninstitutionalized Population	13	0.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

Dayton Mall
2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
Drive Distance: 2 mile radius

Latitude: 39.63673
Longitude: -84.21906

Family Households by Age of Householder		
Total		3,869 100.0%
Householder Age	15 - 44	1,677 43.3%
Householder Age	45 - 54	696 18.0%
Householder Age	55 - 64	680 17.6%
Householder Age	65 - 74	462 11.9%
Householder Age	75+	354 9.2%

Nonfamily Households by Age of Householder		
Total		3,135 100.0%
Householder Age	15 - 44	1,430 45.6%
Householder Age	45 - 54	468 14.9%
Householder Age	55 - 64	495 15.8%
Householder Age	65 - 74	316 10.1%
Householder Age	75+	426 13.6%

Households by Race of Householder		
Total		7,003 100.0%
Householder is	White Alone	5,834 83.3%
Householder is	Black Alone	776 11.1%
Householder is	American Indian Alone	10 0.1%
Householder is	Asian Alone	222 3.2%
Householder is	Pacific Islander Alone	2 0.0%
Householder is	Some Other Race Alone	54 0.8%
Householder is	Two or More Races	105 1.5%
Households with	Hispanic Householder	144 2.1%

Husband-wife Families by Race of Householder		
Total		2,761 100.0%
Householder is	White Alone	2,444 88.5%
Householder is	Black Alone	138 5.0%
Householder is	American Indian Alone	3 0.1%
Householder is	Asian Alone	129 4.7%
Householder is	Pacific Islander Alone	1 0.0%
Householder is	Some Other Race Alone	18 0.7%
Householder is	Two or More Races	28 1.0%
Husband-wife Families with	Hispanic Householder	56 2.0%

Other Families (No Spouse) by Race of Householder		
Total		1,107 100.0%
Householder is	White Alone	757 68.4%
Householder is	Black Alone	285 25.7%
Householder is	American Indian Alone	5 0.5%
Householder is	Asian Alone	17 1.5%
Householder is	Pacific Islander Alone	0 0.0%
Householder is	Some Other Race Alone	17 1.5%
Householder is	Two or More Races	26 2.3%
Other Families with	Hispanic Householder	40 3.6%

Nonfamily Households by Race of Householder		
Total		3,136 100.0%
Householder is	White Alone	2,633 84.0%
Householder is	Black Alone	353 11.3%
Householder is	American Indian Alone	2 0.1%
Householder is	Asian Alone	77 2.5%
Householder is	Pacific Islander Alone	1 0.0%
Householder is	Some Other Race Alone	19 0.6%
Householder is	Two or More Races	51 1.6%
Nonfamily Households with	Hispanic Householder	48 1.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

Dayton Mall
2700 Miamisburg Centerville Rd, Dayton, Ohio, 45459
Drive Distance: 2 mile radius

Latitude: 39.63673
Longitude: -84.21906

Total Housing Units by Occupancy

Total	7,653	100.0%
Occupied Housing Units	7,003	91.5%
Vacant Housing Units		
For Rent	377	4.9%
Rented, not Occupied	24	0.3%
For Sale Only	112	1.5%
Sold, not Occupied	13	0.2%
For Seasonal/Recreational/Occasional Use	57	0.7%
For Migrant Workers	0	0.0%
Other Vacant	67	0.9%
Total Vacancy Rate	9.6%	

Households by Tenure and Mortgage Status

Total	7,003	100.0%
Owner Occupied	3,630	51.8%
Owned with a Mortgage/Loan	2,639	37.7%
Owned Free and Clear	992	14.2%
Average Household Size	2.15	
Renter Occupied	3,373	48.2%
Average Household Size	1.88	

Owner-occupied Housing Units by Race of Householder

Total	3,630	100.0%
Householder is White Alone	3,391	93.4%
Householder is Black Alone	105	2.9%
Householder is American Indian Alone	2	0.1%
Householder is Asian Alone	86	2.4%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	12	0.3%
Householder is Two or More Races	33	0.9%
Owner-occupied Housing Units with Hispanic Householder	39	1.1%

Renter-occupied Housing Units by Race of Householder

Total	3,373	100.0%
Householder is White Alone	2,442	72.4%
Householder is Black Alone	671	19.9%
Householder is American Indian Alone	8	0.2%
Householder is Asian Alone	137	4.1%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	42	1.2%
Householder is Two or More Races	72	2.1%
Renter-occupied Housing Units with Hispanic Householder	106	3.1%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	1.99
Householder is Black Alone	2.10
Householder is American Indian Alone	2.30
Householder is Asian Alone	2.33
Householder is Pacific Islander Alone	1.50
Householder is Some Other Race Alone	2.69
Householder is Two or More Races	2.15
Householder is Hispanic	2.71

Source: U.S. Census Bureau, Census 2010 Summary File 1.

Appendix 6

Branding Design Brief

01 Create a brand that is **unique, distinctive and memorable**. One which identifies the Township and its core district as the primary **center of activity, commerce, entertainment and culture for the region**.

02 Generate a family of branded streetscape elements and signs that clearly **demarkate the boundaries** and arrival to the Dayton Mall district.

03 Create a **strong sense of community**, through a **singular and iconic identity** that clearly **signals a new, positive and bright outlook** for the future of the Miami Township and the Dayton Mall Area.

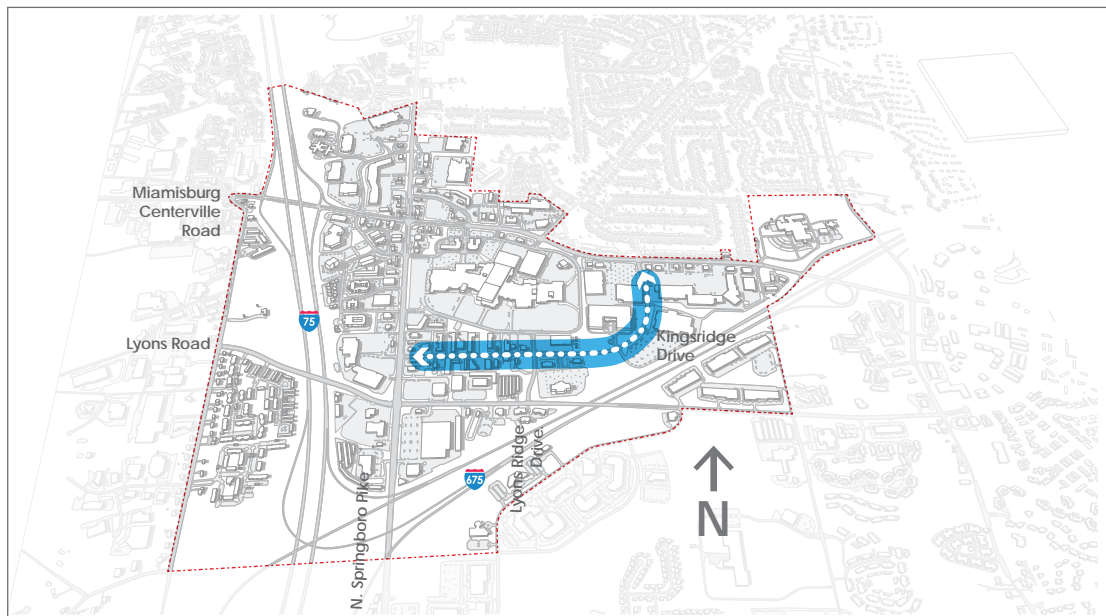
04 Design a balanced set of elements that feature both **automobile scale icons** and **intimate pedestrian scaled amenities** and signs to increase walk-ability.

05 Communicate a sense of permanence, stability and quality of life through the use of forms, materials and elements that **create a new vernacular character** for the region.

06 Guide and attract visitors throughout the district with an easily accessible, clear, unified and **cohesive set wayfinding landmarks, icons and gateways**.

07 Make the Dayton Mall area a destination for residents, visitors and area workers to **eat, shop, work, play and live**.

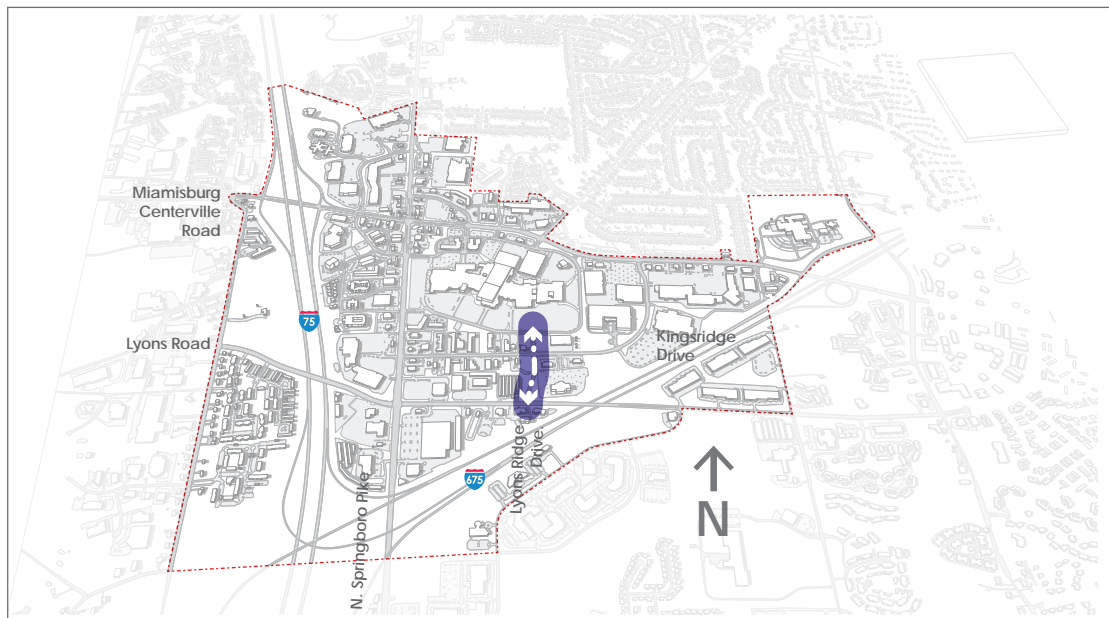
01 Eclectic Local Business District



- Cultural & community nucleus
- Intimate two-way street
- Walkable
- Public Art
- Local
- Smaller Scale
- Commercial
- Developer Oriented



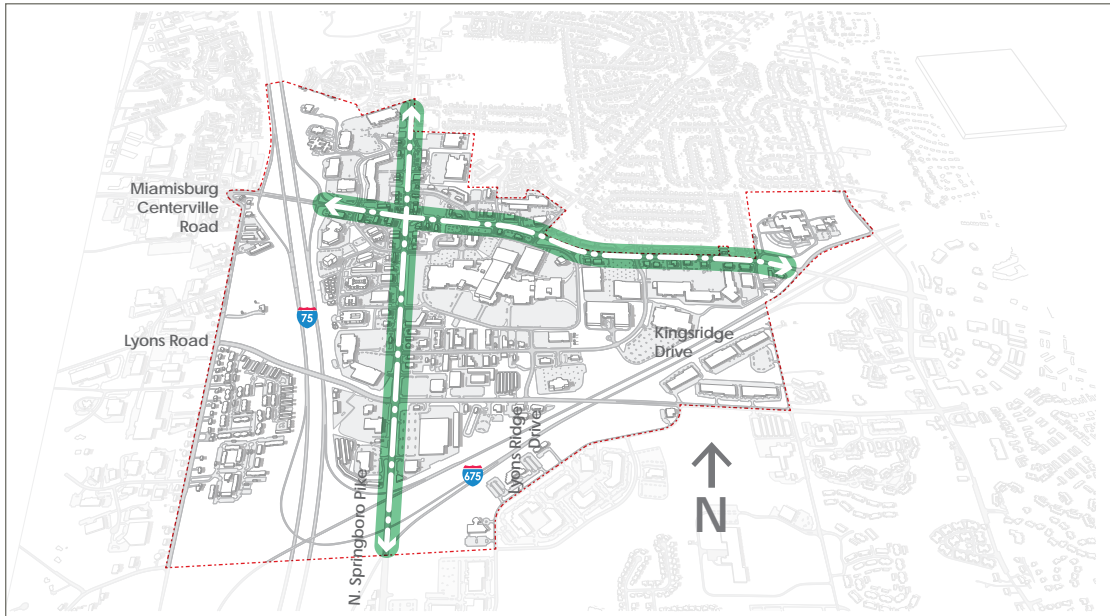
02 Walkable Main Street



- Office/Residential/Retail
- Active sidewalks & storefronts
- Increased density
- Pedestrian driven
- Social terminus
- Larger scale

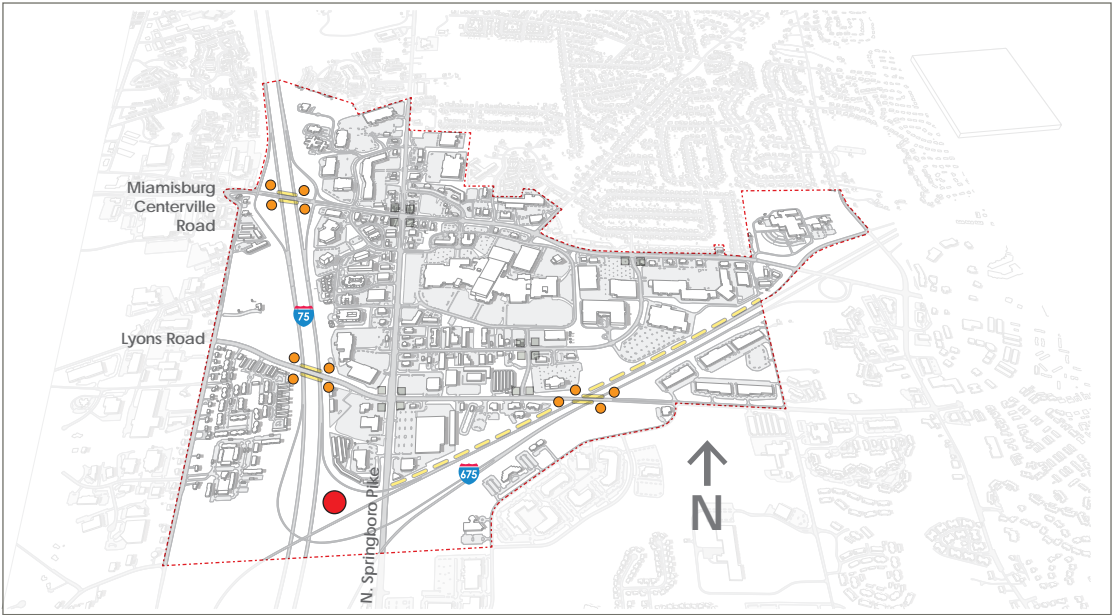


03 Automotive Oriented Main Street



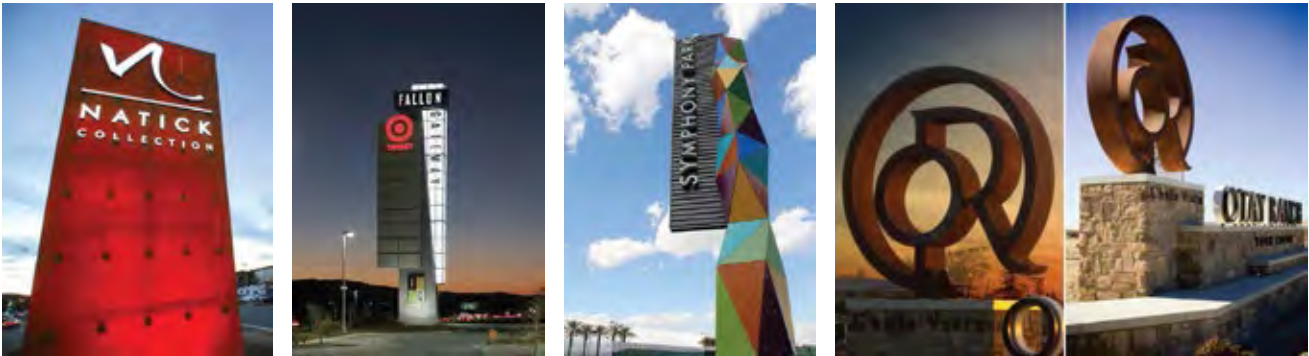
- Organized and uncluttered
- Safer
- Better Illuminated
- Pedestrian influenced landscaping
- Public Transportation
- Mix of Small and Big Box retailers
- Shielded parking lots





Primary Identification

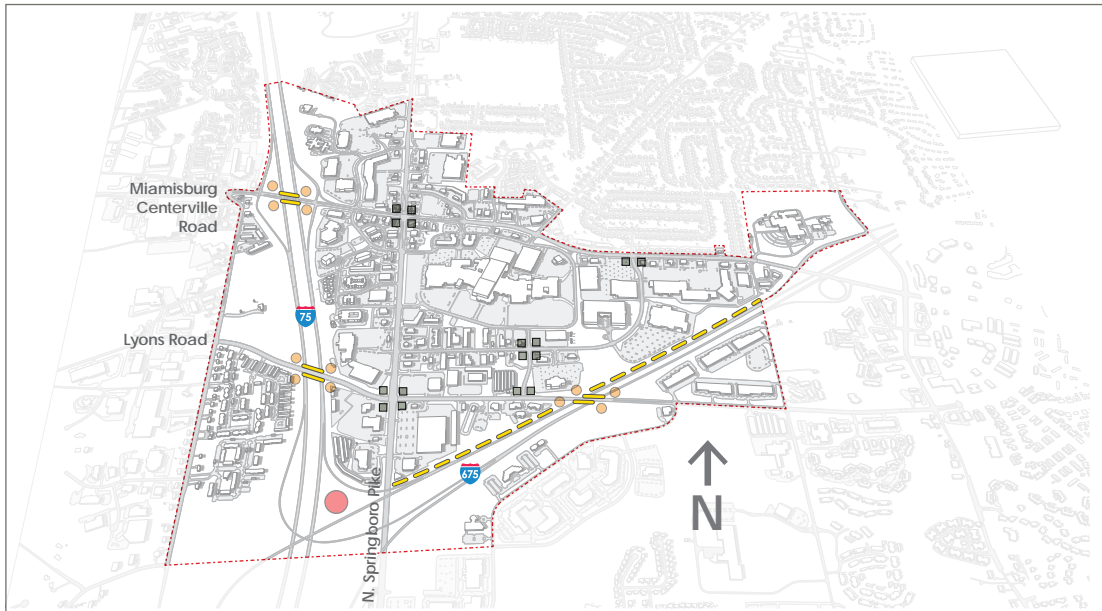
Monumentally scaled signage and/or sculptural elements that identify the area as a distinctive whole, while signifying one's arrival within the project.



Secondary Identification

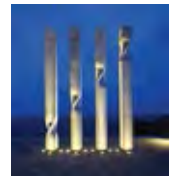
Unique elements that create relevant and distinctive gateways into and out of the area and promote universal recognition.





Tertiary Identification

Sculptural, civil and landscape components that are integrated into the overall environment, which serve to reinforce the identity of the area in unique ways.




Distinctive Junctions

Creative and distinctive intersections of both the vehicular and pedestrian spaces, that may be used to reinforce the identity of the project an/or identify unique districts within.



Identity Samples

February 11, 2015  Stantec

 <p>Group 01</p>	 <p>Group 02</p>
---	--

 <p>Group 03</p>	 <p>Group 04</p>
---	--

Feel free to leave a mark for your preferred group: Group 01 _____ Group 02 _____ Group 03 _____ Group 04 _____

Signage & Wayfinding Visual Languages

February 11, 2015  Stantec

01 Thematic and Rustic



02 Urban, Edgy & Contemporary



03 Hometown Suburban



Feel free to leave a mark for your preferred group: Group 01 _____ Group 02 _____ Group 03 _____

Appendix 7

Transportation and Infrastructure Memos

Dayton Mall

Existing Conditions—Transportation

Overview

The Dayton Mall vicinity is an auto-centric and auto-dominated environment, commonly known for its congestion, confusing and frustrating access management, and automobile-crash safety problems.

Largely developed between the 1960s and 1980s, area development is use-segregated, comprised of destination retail with some pockets of professional office as well as hotel and motel properties. These uses are built in a form that is auto-oriented. Many destinations are separated from the street by large and expansive parking lots and, in some cases, separated by fences. Some travel by foot, on bike, or by transit; however, the area poorly supports these modes of travel.

Automobile Mode

Regional access to the study area is provided primarily through the S.R. 725 interchanges with I-75 (exit 44) and I-675 (exit 2), and secondary access is provided from the south via the new Austin Boulevard interchange on I-75 (exit 41). Local connectivity to the nearby communities Miamisburg, Washington Township, Centerville, West Carrollton, Moraine, and Springboro is provided by S.R. 725 and S.R. 741, with some traffic from these communities using these routes to navigate to interchanges with I-75 and I-675. S.R. 725 and, to a lesser degree S.R. 741, have particularly high traffic volumes during the holiday shopping season, Saturdays, and PM peak hours.

A 2006 traffic study determined the intersection of S.R. 725 and S.R. 741 had a level of service of E, with multiple movements with an LOS of F—in short, resulting in significant delays of over one minute for the average motorist. During peak travel seasons and periods, some users have observed delays can easily exceed five minutes for some movements. Along S.R. 725, most signals are spaced more closely than the ¼ mile spacing typically allowed for what is presumably an urban Class III or IV highway. Between Mad River Road and Imperial Road, there are eight signals located within approximately 6,000 feet, almost double the recommended spacing. Combined, these issues substantially affect traffic flow, particularly during the peak hour, on Saturdays, and during the holiday shopping season. Congestion is seen as a primary barrier to motorists in the study area.

Numerous intersections and segments within the study area are listed on ODOT's Highway Safety Improvement Program for 2013. Several segments of S.R. 725 rank in the top 30, including a stretch between the I-75 southbound lanes and the I-75 southbound ramp (#8), and two between S.R. 741 and Mall Park Drive (#28 and #29, partially overlapping). The intersection of S.R. 725 and Mall Woods Drive/Prestige Plaza Drive ranked #82, S.R. 725 and Byers Road ranked #244, and S.R. 741 and Kingsridge Drive ranked #269.

ODOT and other entities have worked to try to reduce the risk of crashes and improve capacity by using access management strategies, particularly along S.R. 725 and S.R. 741. While these strategies largely reduce the risk of crashes, they have made some areas more difficult to travel to or from, for example Prestige Place/Prestige Plaza vicinity, as well as development adjacent to Mall Woods Drive. In terms of

barriers, the access management strategy has created a barrier to mobility in some portions of the study area.

Walking Mode

Noted above, most destinations are not within a reasonable walking distance from each other. While study area Walk Scores are predominantly less than 25 (out of 100), they climb to the mid-50's along the S.R. 725 corridor from west of I-75 to Kingsridge Drive (Target), and S.R. 741 from north of Mall Woods Drive (Home Depot) to Kingsridge Drive (McDonald's). These scores indicate there is a mix of destinations located within a walkable distance; however, choosing to walk to those destinations would be difficult.

First, most development is auto-centric in nature, separated from the street by large parking lots. Few properties have defined or accessible paths linking destinations with the adjacent street.

Secondly, the area has few sidewalks. These features are needed as walking on the shoulder or in the curb-side travel lane are not safe options. Both S.R. 725 and S.R. 741 have high volumes of traffic exceeding 2,500 vehicles per hour in the peak hour. Few roads in the area are illuminated (so pedestrians can be seen by motorists at night), and most of the area's roadways have speed limits ranging from 40 to 45 mph. A crash with a pedestrian at such speeds is highly likely to result in a fatality. Access along study area roadways, particularly S.R. 725, S.R. 741, Lyons Road, and Byers Road, are seen as significant barriers and safety risk to those who walk.

Additionally, most signals within the study area lack crosswalks and pedestrian signal indications, features which improve safety for pedestrians as well as motorist. Even if all signals were upgraded, the spacing of signals is excessive and it is likely to see pedestrians jaywalk, utilizing medians where they may exist. Barriers to those who walk include the lack of signals with pedestrian features, as well as the lack of safe pedestrian crossings between some of the study area signals (e.g. across S.R. 741 between S.R. 725 and Prestige Place Drive). It should be noted that ODOT, Miami Township, and the City of Miamisburg have been working to help address some of these problems, seeking to implement projects to add sidewalks and pedestrian features at some signals.

Biking Mode

While many destinations are not within a walkable distance, most are bikeable should there be safe and attractive facilities connecting them. With respect to travel volumes and speeds are not conducive to on-road biking without dedicated bike lanes. Even with such facilities, many users will not feel comfortable using them on roads such as S.R. 725, S.R. 741, and Lyons Road given the volume and speed of traffic. Narrower, lower volume and speed roads such as Kingsridge Drive, Lyons Ridge Drive, and Prestige Place Drive are bikeable for a wider range of riders. Unfortunately, these roads are not connected in order to create a secondary network. The lack of separated facilities and a secondary network are barriers to bicyclists within the study area.

Transit Mode

The Greater Dayton Regional Transit Authority operates seven fixed route transit services which stop throughout the study area as well as at the South Hub transit center and park-and-ride facility allowing for easy transfers. Of these, route 61 forms a loop around the vicinity of the mall vicinity and extends

south to Austin Landing, and corporate office and residential uses in between. A second, the X5 route is an express bus which takes passengers directly from the South Hub transit center to downtown Dayton.

RTA provided door-to-door bus service to the Dayton Mall through the late 1980s for all riders. (Today, RTA is allowed to provide direct service to the mall entrance for residents with physical mobility issues through its Project Mobility service.) RTA also has a bus stop at the southern edge of the Sears parking lot. The transit center sits about a half mile (or 12-minute walk) from the mall. During the public process, transit riders expressed a desire for more direct and convenient access to the Dayton Mall.

Perceptions

During various stakeholder interviews, we repeatedly heard people express that driving around the mall area can be difficult, particularly during peak hours, on weekends, and during the holiday shopping season due to congestion. These conditions are expected and perceived as normal. Further, some stakeholders expressed concern about access management and how it has made automobile access to some properties harder.

In addition, some have expressed concern about traveling by other modes such as walking and biking, stating they felt these activities were dangerous given the volume and speed of traffic, and the prevalence of crashes in the area. While not mentioned explicitly, transit riders could be added to this list as all transit users begin and end their trips as a pedestrian or bicyclist.

Connectivity to Amenities

In the vicinity of the study area, there are numerous amenities such as the Cox Arboretum MetroPark, Austin Landing, downtown Miamisburg, and downtown Centerville to name a few. Access to these destinations is available by automobile and infrequent transit services. Along the most direct routes, there are some sections of sidewalk or multi-use path; however, those facilities are not continuous creating less than ideal to sometimes dangerous conditions for those who wish to walk or bike. While someone could choose to walk to these destinations, they are located at what should be considered bikeable distances from the mall vicinity.

Initial List of Possible Solutions to Think About... (do not include in existing conditions report)

- Poor utilization of the dual NBLT lanes at 741/725 because of issues merging after the light to turn right on to NB I-75. Fix: eliminate slip lane and allow dual rights at signal (very low cost).
- Issues with people turning right at the last minute with no signals from through lanes (look as to where RTLs may be needed, e.g. WBRT at Mall Woods Dr and 725).
- Access into and out of Prestige Place/Plaza area.
- High volumes from west leg of 725/741 to south leg reduce capacity at the signal for other users.
- Large and wide streets are not ped friendly.
- Too much traffic being loaded onto 725 at I-75. Consider entrance ramp(s) from 741 north of 725 or near I-675 or Lyons Road (off bridge and left entry in median?). Consider exit ramp to Byers and/or Lyons Road (of entry ramp), or maybe realigning Byers Road with the interchange and getting rid of a signal at Byers Road? To/from Kingsridge extension???
- Congestion and capacity constraints at 725/741 now require additional through lanes or an alternative intersection such as median left turns, grade separation, bypass, one-way couplet etc... This is needed whether redevelopment occurs in the area.
- Paths along 741, 725, and Lyons Road. Reduce speed limits to 40mph or 35mph???
- Connect Lyons Ridge Road to Mad River Road???
- Urbanize 725/741 with trees in median islands and curbs and sidewalks/paths, midblock crossings in some places, illumination, enclosed drainage, etc...
- Ensure other roads have sidewalks, street trees, and illumination.



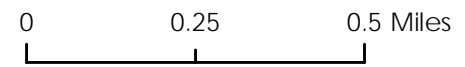
Legend

● Bus Stops

Bus Routes

- X5
- 17
- 19
- 23
- 24
- 42
- 60
- 61

South Hub



To: Steve Kearney
Boston (Causeway ST) MA Office

From: Brad Clark
Cincinnati OH Office

File: File Name

Date: January 31, 2015

**Reference: Dayton Mall Area Master Plan – Existing Conditions Memo:
Infrastructure**

Introduction

Miami Township identified a need to prepare a master development plan for the Dayton Mall area in 2012 that would address a variety of land use, transportation, regulatory, economic development, and other needs in order to maintain the vitality of the Dayton Mall area and to further develop the areas potential to be a regional leader in economic growth through the 21st Century.

In order to do so, a five member board was developed to implement a strategy (The Miami Township-Dayton Mall Joint Economic Development District (JEDD)). The board has solicited Stantec to perform the services to help accomplish a Master Plan. The scope developed for this project includes planning level analysis of the surrounding infrastructure and utilities, among other tasks, to help determine feasible alternatives for redevelopment, rebranding, and consumer business.

This memo shall discuss the existing utilities in the area and the potential challenges/opportunities for redevelopment based on the utility owner initial interviews. Below is a summary of the outcomes of the stakeholder interviews.

Storm Sewer

Date: January 22, 2015

Owner: Montgomery County Engineer's Office

Contacts: Bert Kelsey – Plat & Drainage Administrator – 937.225.6375 – KelseyB@mcoho.org

Christina Dudley - Plat & Drainage Engineer – 937.225.5408 - DudleyC@mcoho.org

A brief interview was conducted in order to get a better understanding of the storm infrastructure that is currently in place (See attached Appendix for interview Q&A). After discussions, with the Plat & Drainage Personnel noted above, it was generally concluded that:

- The infrastructure that exists is properly sized at this time.
- Any redevelopment efforts will be required to meet WQv regulations
- Detention requirements will need to be re-evaluated if:
 - Impervious area is increased (Mall Site is almost all impervious area currently)
 - Runoff rates are increased via other avenues (Higher Time of Concentration)
- Existing information of the area's storm sewers can be obtained as we narrow down sites. i.e. they will have to search for the information from each site separately, no consolidated plan exists.
- Generally no large-scale obstacles exists that would prevent redevelopment of the Mall Area. No major, large-scale opportunities presented themselves, either. One

Reference: Error! Reference source not found.

possibility could be considered an opportunity; if a catalytic site was chosen near the Newmark/Gander area and was redeveloped with less than or equal to 60% impervious, stormwater management would be already covered by the regional basin that currently exists.

Sanitary Sewer

Date: January 22, 2015

Owner: Montgomery County Environmental Services

Contacts: Renee Miller – Senior Planner - 937.781.2626; MillerR@mcoho.org

Charles Schaffer – Senior Engineer - 937-781-2629 (on vacation, not present);

Ed Petticrew – Scheduler: Field Services - 937.781.2650

A brief interview was conducted in order to get a better understanding of the sanitary sewer infrastructure that is currently in place (See attached Appendix for interview Q&A). After discussions, with the Planning Personnel noted above and the information previously provided, it was generally concluded that:

- The infrastructure that exists is properly sized at this time.
- The majority of the public sewers in the Mall area are 8". Sizes range from 8" to 42".
- A system-wide model exists and may be provided by Tony Jasinski ([937.307.0179](tel:937.307.0179))
- Sewers generally drain to the north, to a PS and eventually to Western Regional. (no capacity problems, increased capacity would not be an issue either)
- Existing tap locations are known, but alignment of lateral is not. Could possibly be obtained from the health department.
- Easement minimums for public sewers is 20'.
- Generally no large-scale obstacles exists that would prevent redevelopment of the Mall Area. No major, large-scale opportunities presented themselves, either.

Water

Date: January 22, 2015

Contacts: Renee Miller – Senior Planner - 937.781.2626; MillerR@mcoho.org

Charles Schaffer – Senior Engineer - 937-781-2629 (on vacation, not present);

Ed Petticrew – Scheduler: Field Services - 937.781.2650

A brief interview was conducted in order to get a better understanding of the potable water network and infrastructure that is currently in place (See attached Appendix for interview Q&A). After discussions, with the Planning Personnel noted above and information previously provided, it was generally concluded that:

- The infrastructure that exists is properly sized at this time.
- Water pipes in the area range from 6" to 30". SR 741 has a 12" and 725 has 8" W/L.
- An elevated water tank exists near I-75 near the termination of the Mall Ring Road, providing more than adequate pressures for the area.

Reference: Error! Reference source not found.

- Hydrant pressures (provided by the Fire Marshall, Dale Fahrney (937.560.2115)) show to be more than adequate. i.e. 2600 GPM @ 90 psi at Lyons & 741. I.e. Bare minimum sprinkler fire flows are typically 1000 GPM at 20 psi for residential apartment buildings.
- Generally no large-scale obstacles exists that would prevent redevelopment of the Mall Area.

Summary

Overall, the general interviews went well and the overall result for all utilities was that there are no major obstacles that would prevent redevelopment in the Mall and/or surrounding areas.

The largest anticipated challenge from an infrastructure standpoint would be the Storm water detention and water quality standards that would need to be met for a redeveloped site. Occasionally, these requirements can drive higher costs (more land needed for detention, costly underground detention systems, costly vortex or other solids/pollutant removal systems).

From a positive standpoint, the possibility to manage storm water from the Newmark area (South of I-675) could be advantageous based on the regional basin that exists. However, further assessment of the area and its practicality for a catalytic site will need to be conducted due to location, connectivity, visibility, etc.

STANTEC CONSULTING SERVICES INC



Brad S. Clark, P.E., ENV SP
Senior Project Engineer
Phone: (513) 842-8240
Fax: (513) 842-8250
Brad.Clark@Stantec.com

Attachment: Appendix – Interview Questionnaire

c. Cc List

Appendix 8

Analysis Maps

Cox Arboretum

Downtown Dayton

Dayton Mall

Austin Landing

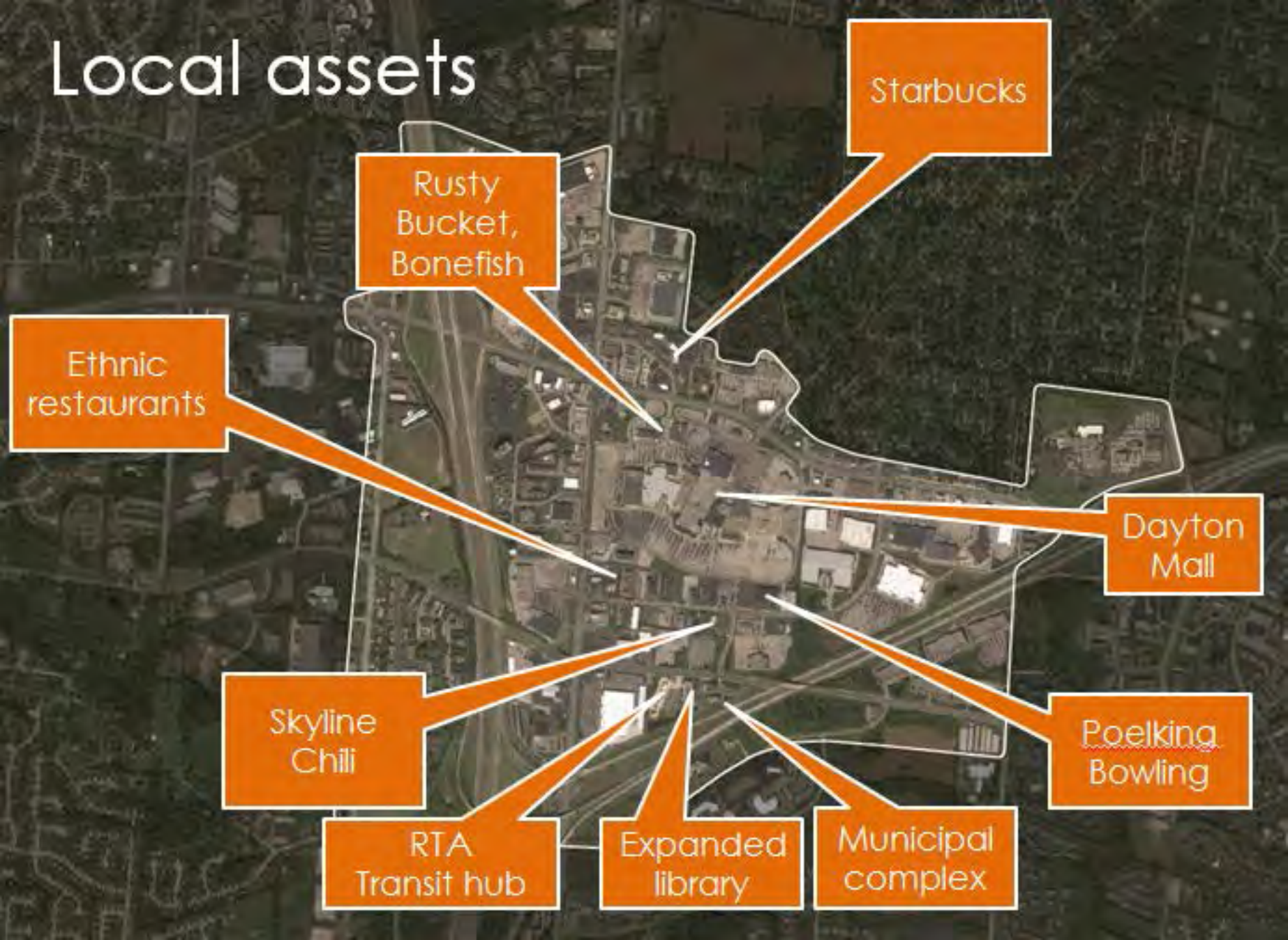
I-75 SR 741

SR 725

I-675



Local assets



Starbucks

Rusty
Bucket,
Bonefish

Ethnic
restaurants

Dayton
Mall

Skyline
Chili

Poelking
Bowling

RTA
Transit hub

Expanded
library

Municipal
complex


Legend

Sidewalk

 Both sides

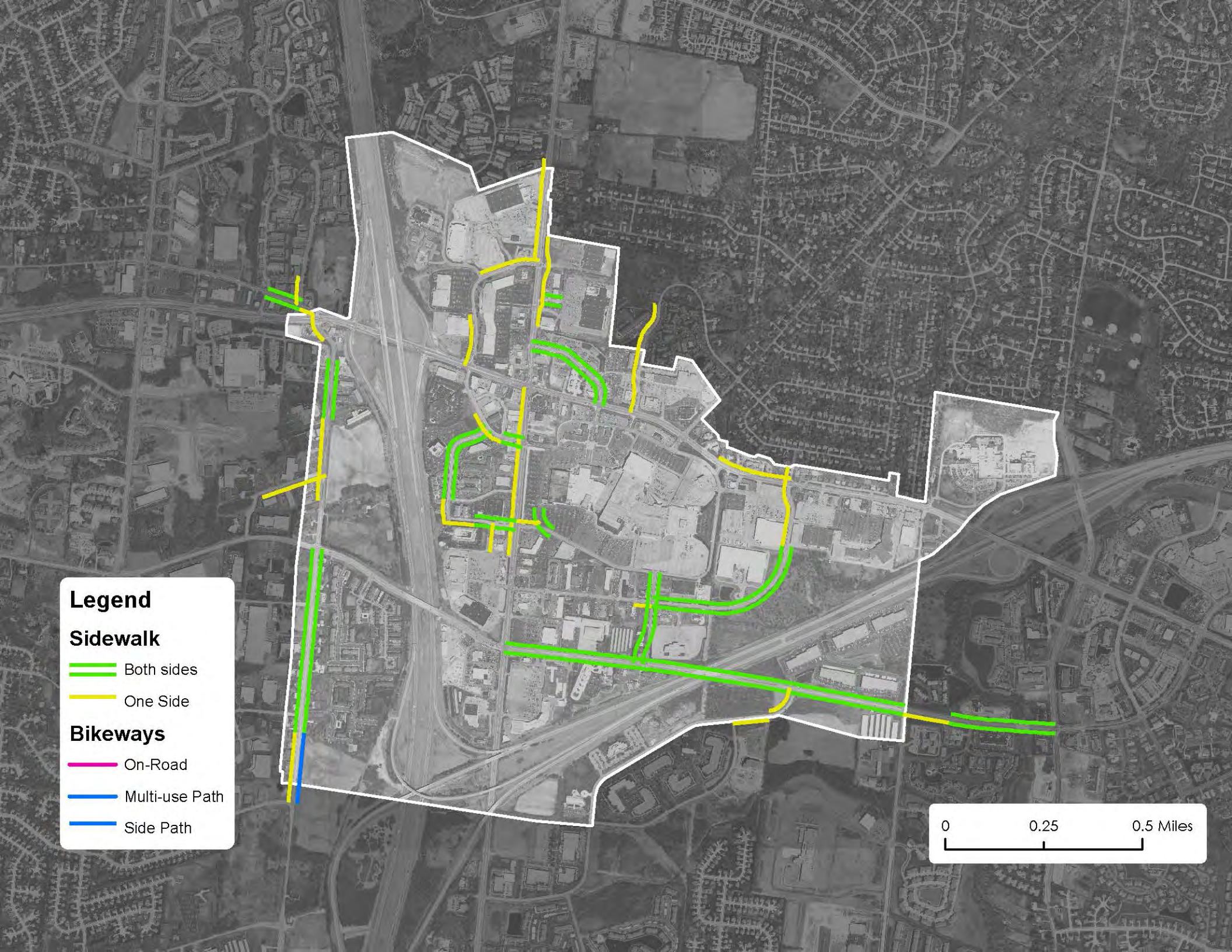
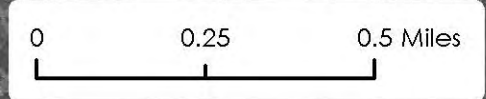
 One Side

Bikeways

 On-Road

 Multi-use Path

 Side Path





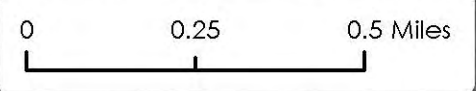
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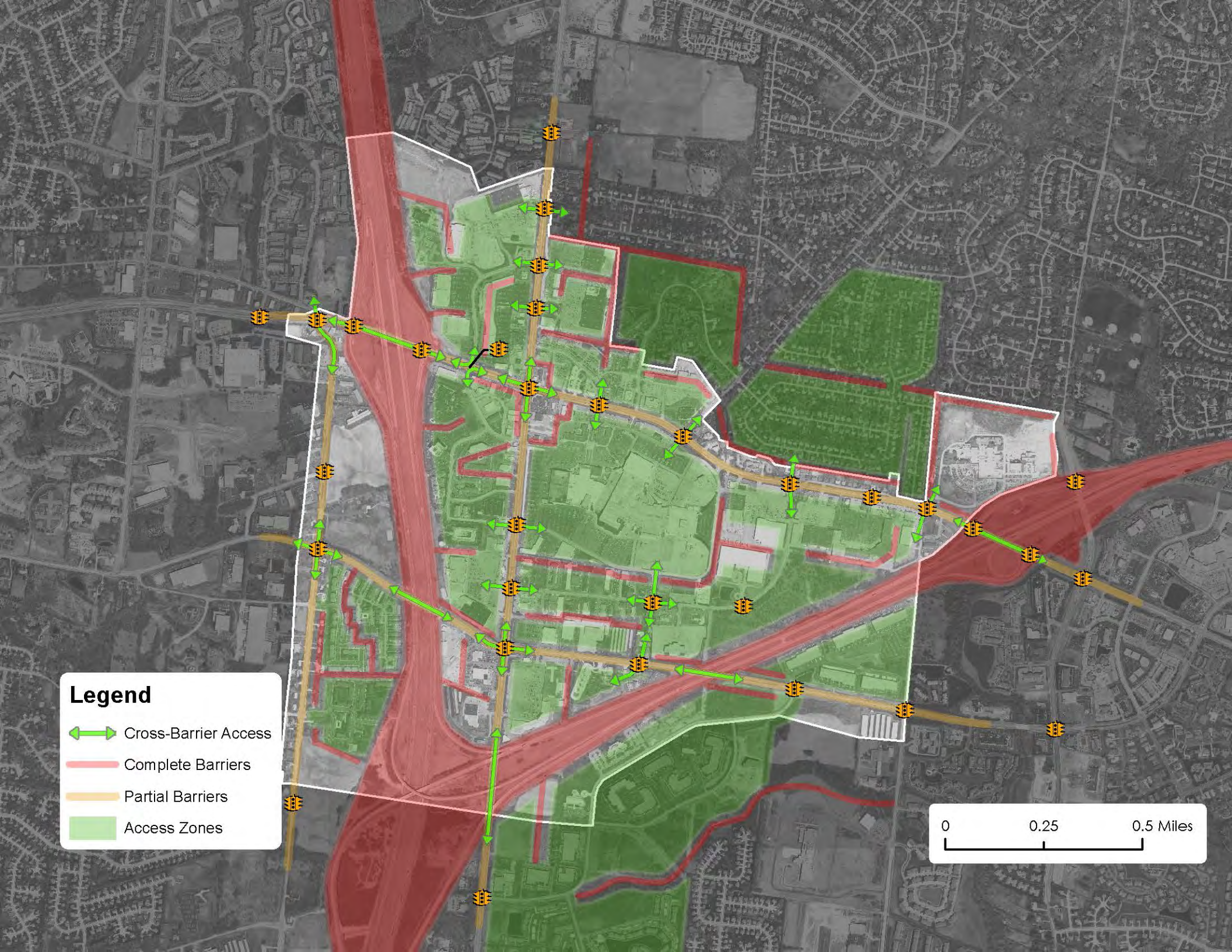
● Bus Stops

Bus Routes

- X5
- 17
- 19
- 23
- 24
- 42
- 60
- 61

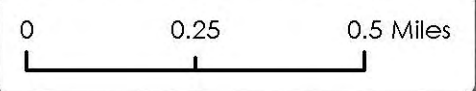
South Hub



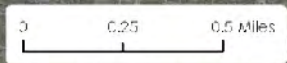
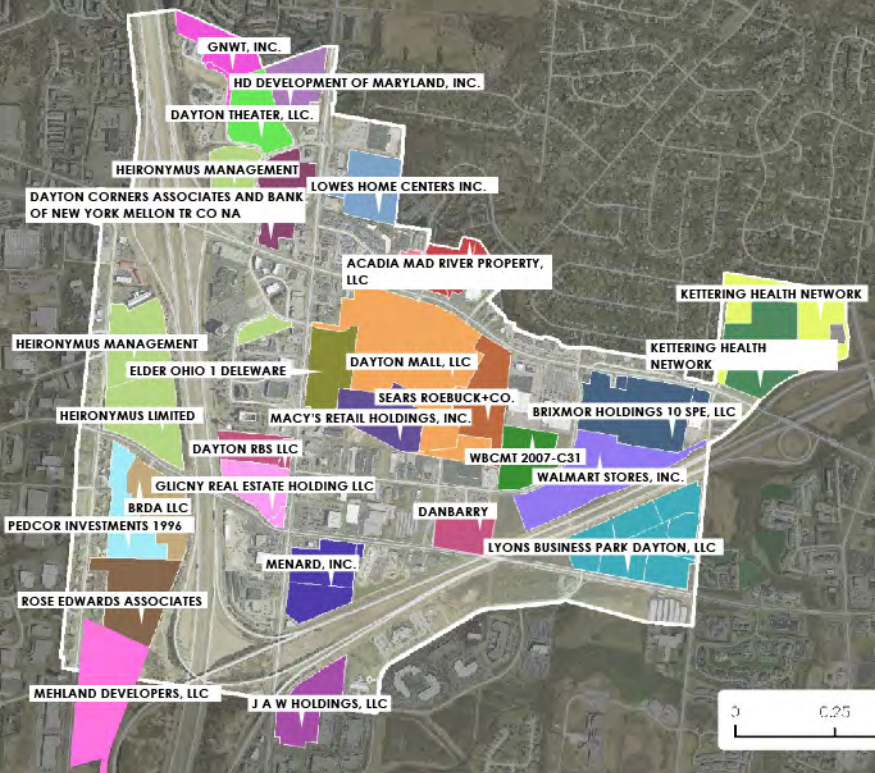


Legend

- ↔ Cross-BARRIER Access
- Complete Barriers
- Partial Barriers
- Access Zones





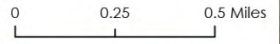




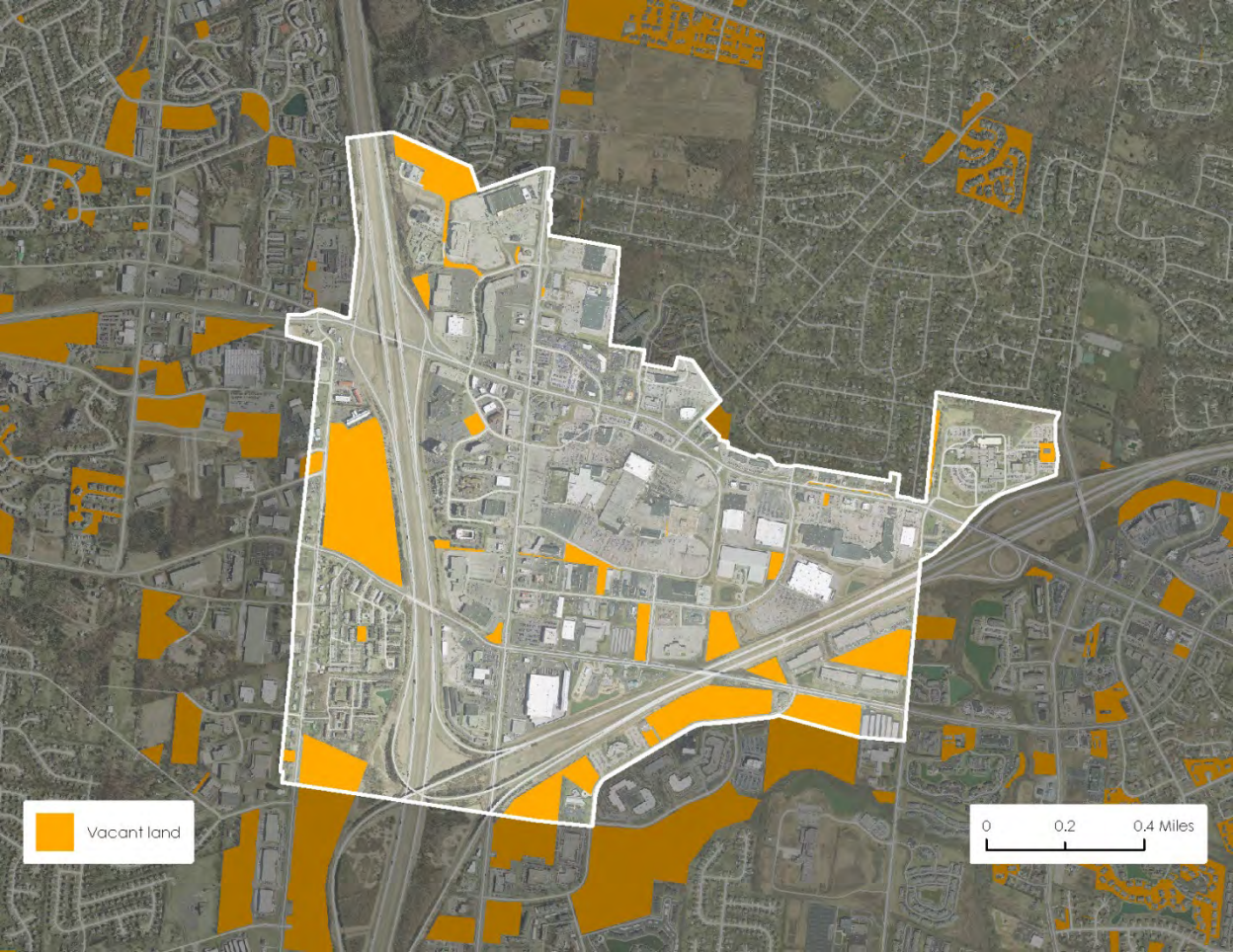
Pipeline
redevelopment



Direct synergy
opportunity




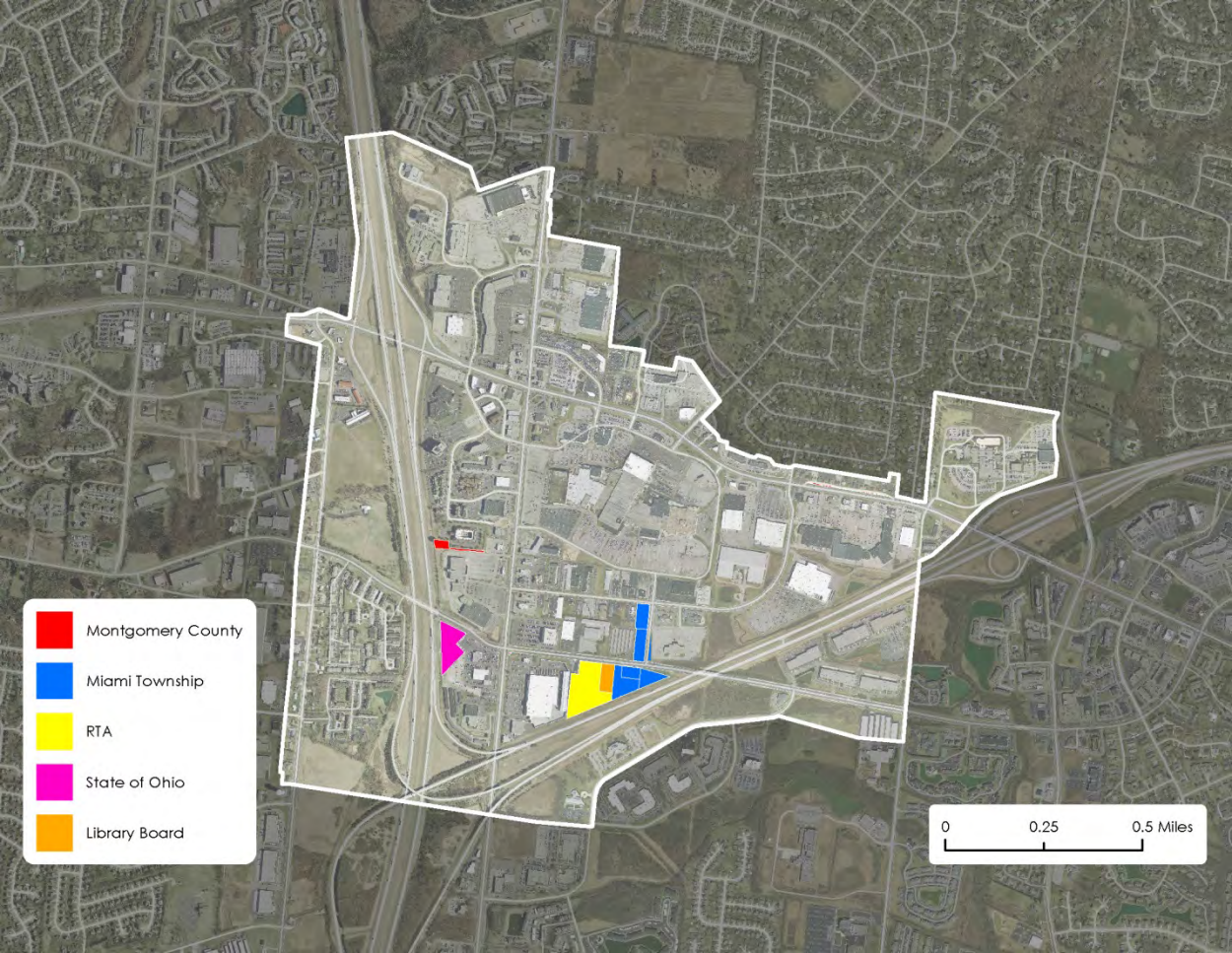




 Vacant land

0 0.2 0.4 Miles





Montgomery County



Miami Township



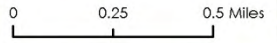
RTA

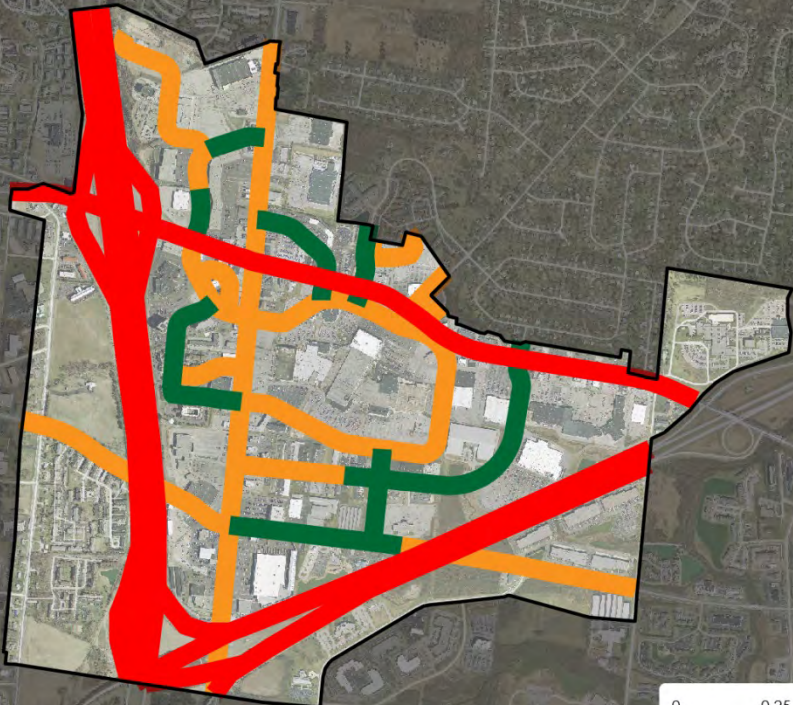


State of Ohio

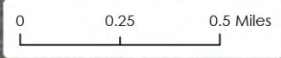


Library Board



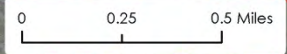


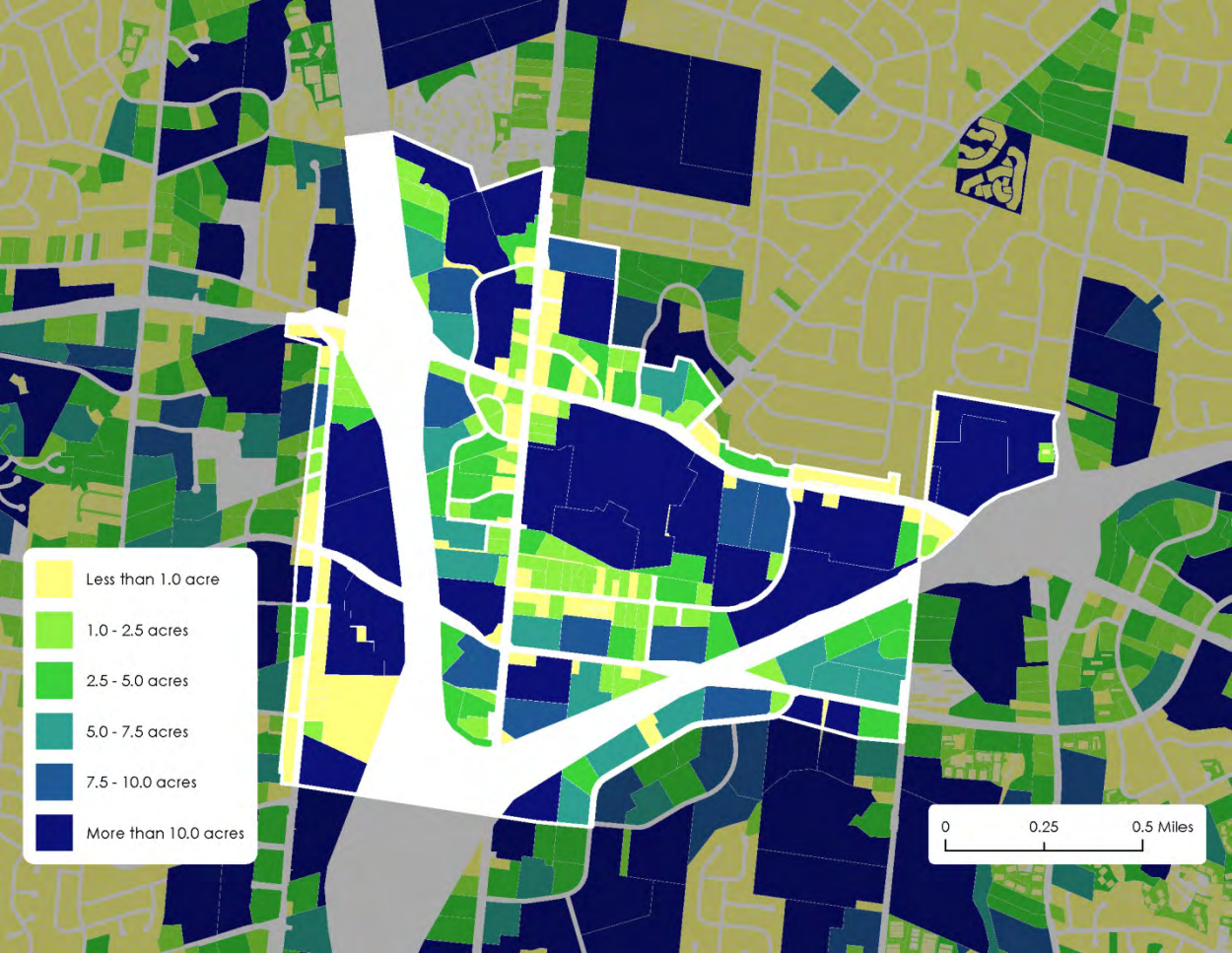
- Conductive
- Potentially conductive
- Non-conductive

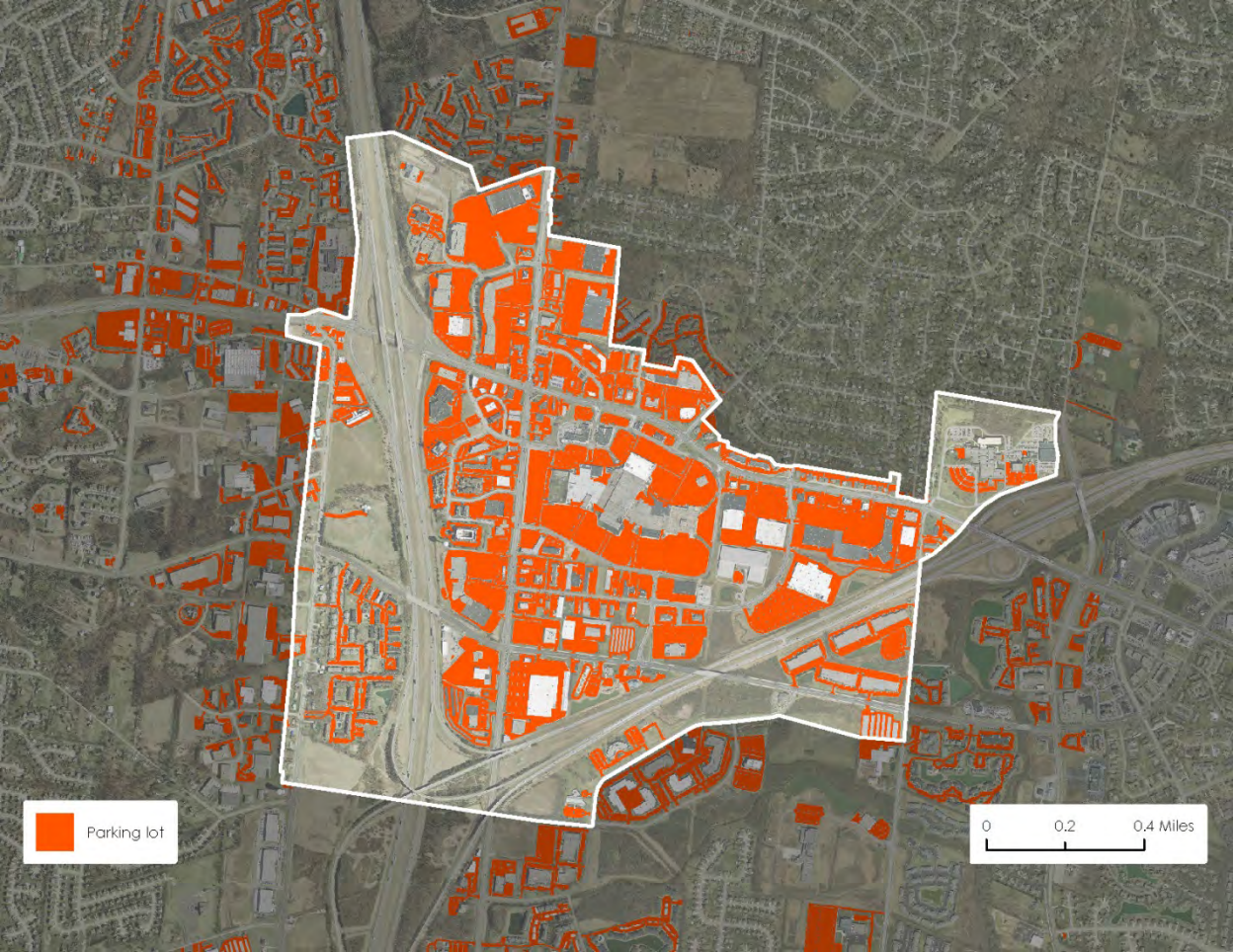


Sanitary gravity main

- 8"
- 10"
- 12"
- 14-16"
- 18"
- 21-24"
- 27-42"

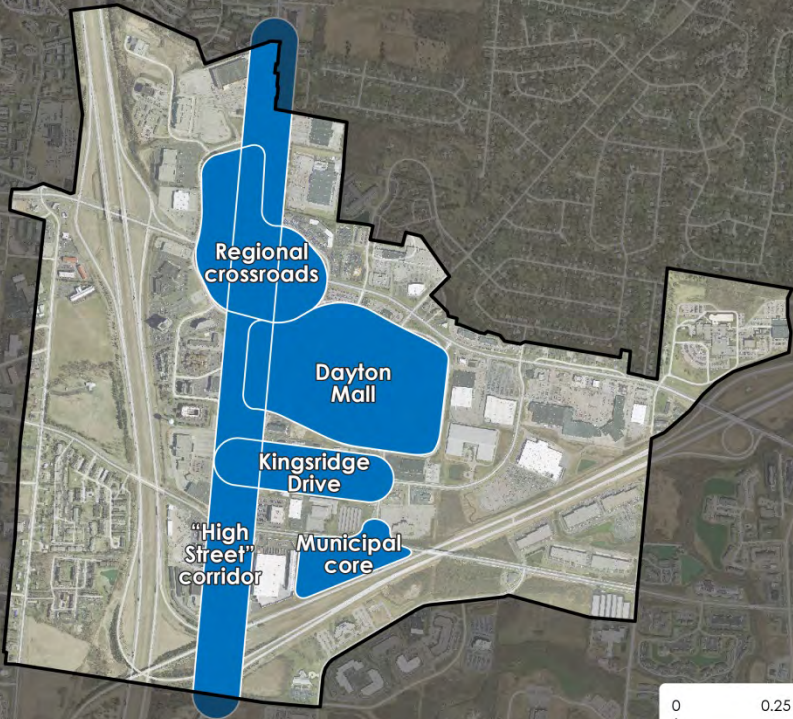






 Parking lot

0 0.2 0.4 Miles




Regional
crossroads

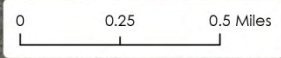
Dayton
Mall

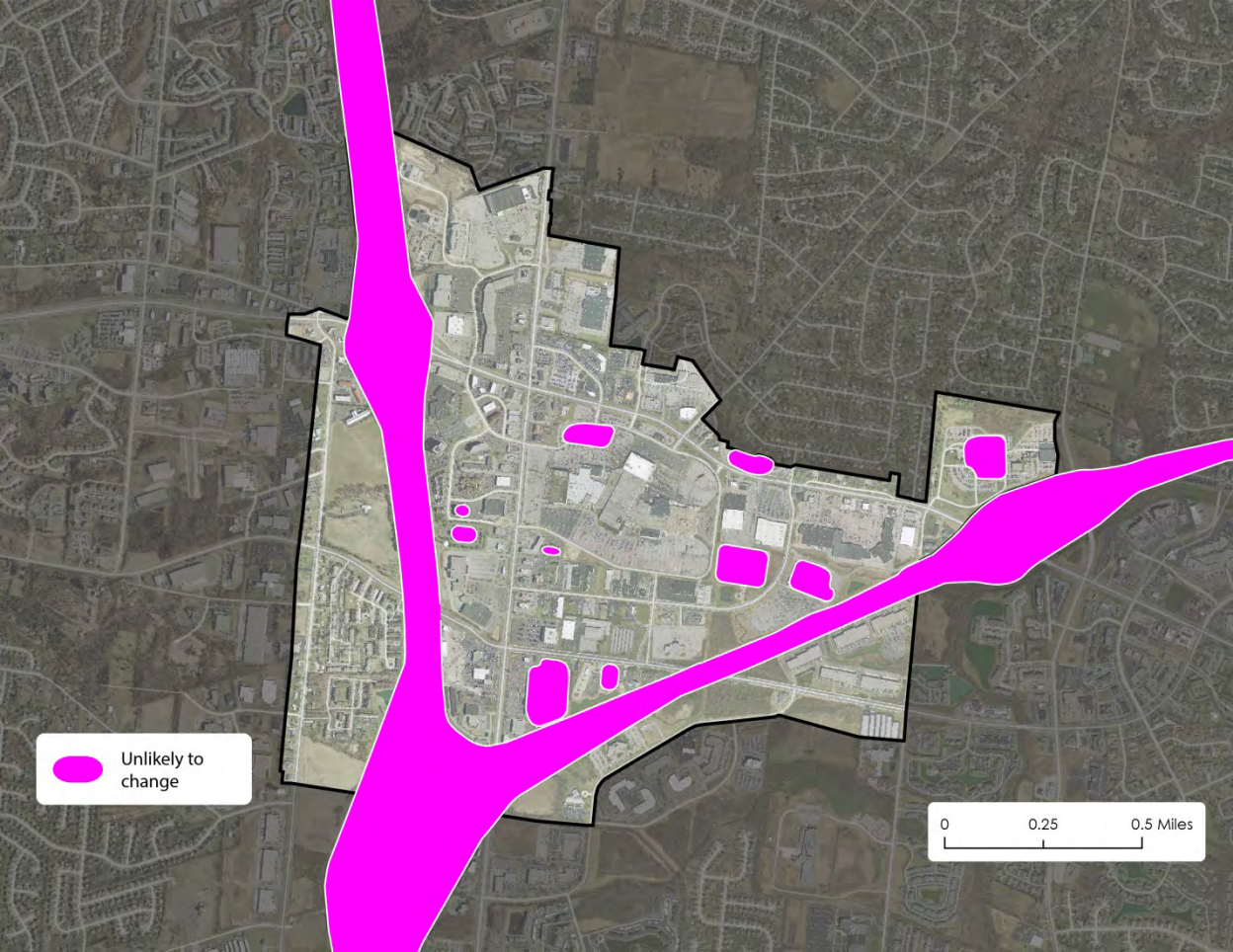
Kingsridge
Drive

"High
Street"
corridor

Municipal
core

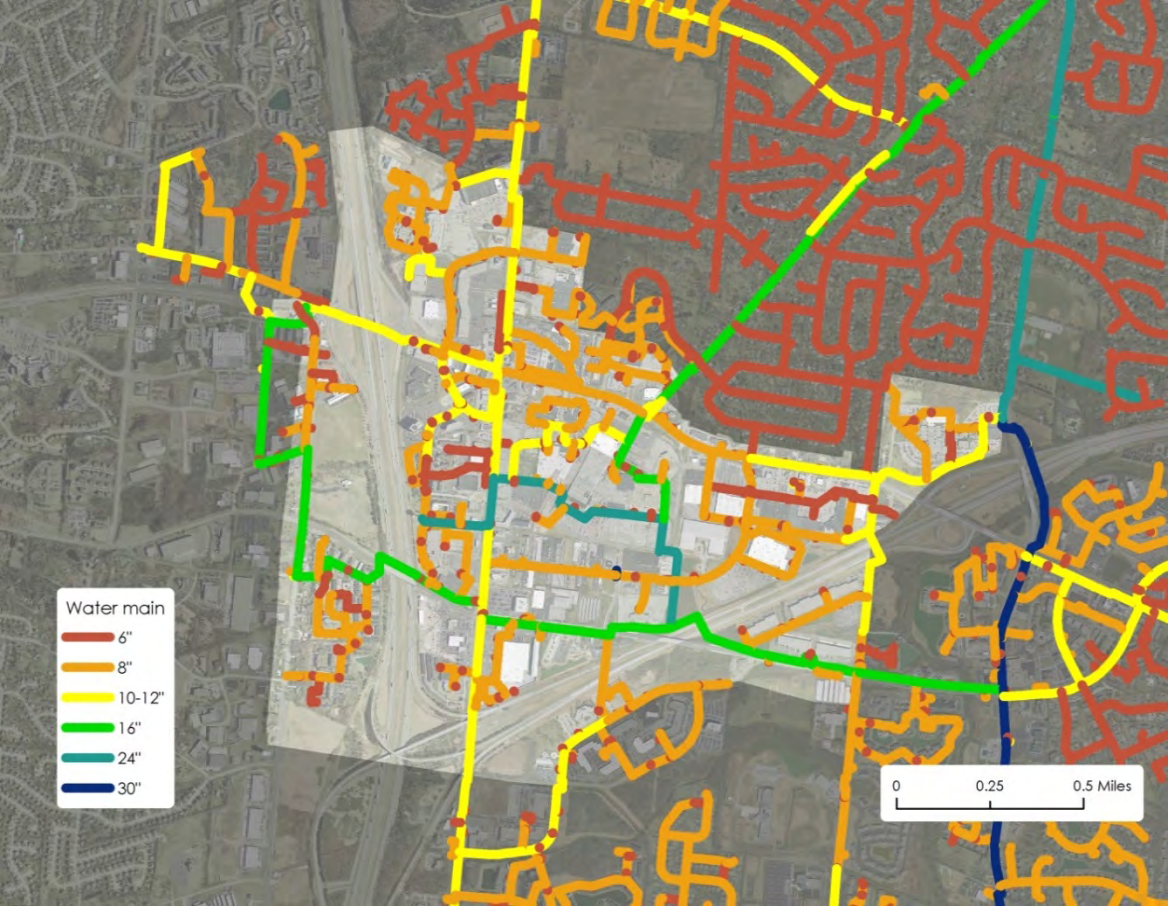
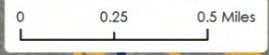
 Symbolic
location





Unlikely to change

0 0.25 0.5 Miles



Appendix 9

Public Engagement Materials

Summary: Dayton Mall Area Master Plan: Kickoff Meeting

Overview

November 20 marked the official launch of phase II of the Dayton Mall Area Master Plan process. The event took place at Miami Township's Government Center at 2700 Lyons Road from 6:30 to 8:00pm. More than 50 residents took part, working together to provide insights into what they hope to see for the future of the mall area.

A series of posters highlighted some current conditions within the area, including land use, land values, and key demographic data on the surrounding community. The boards appear in Appendix A of this document.

As residents signed in, they were asked to complete a visual-assessment exercise by reviewing two posters with images from town and lifestyle centers across the US. Images included outdoor eating and shopping areas, Main Streets, small public spaces, and mixed-use buildings with retail, commercial, and residential. Residents received five adhesive dots each and used them to indicate which images they found most appealing. As the images at right show, the response varied widely, but some clear winners emerged.

The three most popular images were:

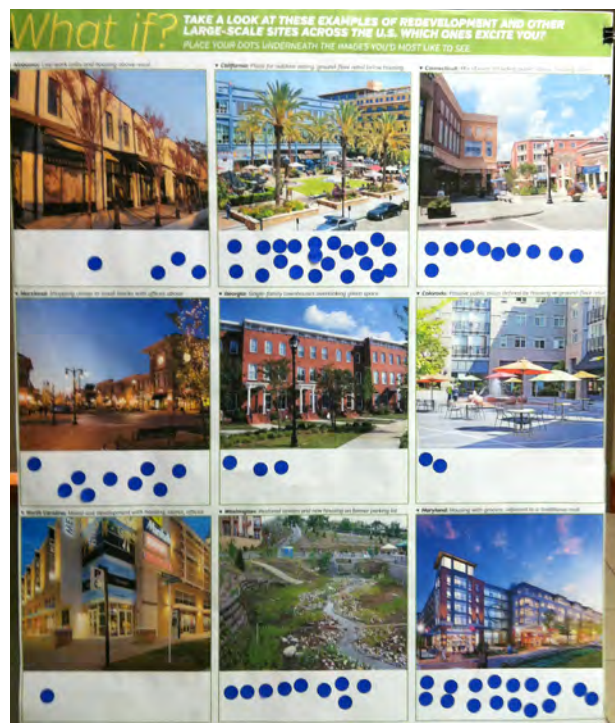
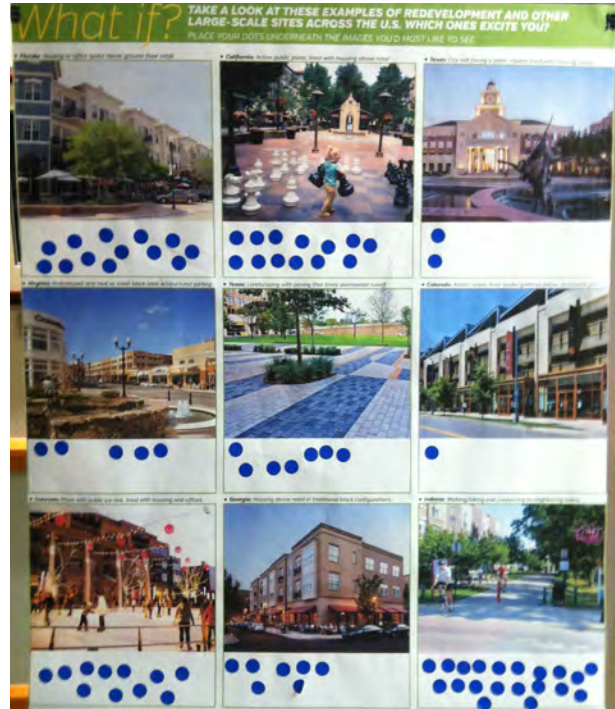
- A plaza for outdoor eating with ground-floor retail below housing in California
- A walking/biking trail connecting to neighboring communities outside of Indianapolis
- Housing with a grocery store, adjacent to a traditional mall in suburban Washington

Opening Presentation

The event included a presentation by David Dixon, principle-in-charge of the consultant team. (The presentation appears as Appendix B.) David discussed shifting demographics and how they could create beneficial outcomes for the Dayton

Mall area. Key findings included:

- **National market trends:**
 - > 1950s to late 1990s: families with children



- represented largest demographic group
- > **2014: singles and couples represent the majority of households in virtually every region**
- > 1950s to late 1990s: homogeneous demographics produced mass markets
- > **2014: significant fragmentation of the market (“we are a market of niches”)**
- > 1950s to late 1990s: people under 50 consistently represented the largest share of population growth
- > **2014: people over 65 will represent the largest share of population growth in most regions (and are net sellers of houses)**
- **Market trends in the Dayton Mall area:**
 - > 1950s to late 1990s: families with children represented largest demographic group
 - > **2014: one- and two-person households represent more than 70% of all households within one mile of the Mall**
 - > 1950s to late 1990s: homogeneous demographics produced mass markets
 - > **2014: significant fragmentation of the market (“we are a market of niches”)**
 - > 1950s to late 1990s: people under 50 consistently represented the largest share of population growth
 - > **2014: people over 65 will represent ALL Ohio population growth to 2030 (increasing roughly 60%)**
- **National housing trends:**
 - > In 2008, 42% of housing was single-family and 27%, multifamily
 - > By 2030, projections show the comparable figures will be 18% and 52%
- **Economic development trends likely to shape the mall area’s future:**
 - > The U.S. is producing only 1/2 to 2/3 of the workers needed to fill projected needs within the knowledge sector; competition for educated workers will increase nationally.
 - > Roughly 2/3 of educated, creative workers under 35 seek walkable, urban places that support the lifestyles they seek.

- > Between 2000 and 2009 the number of college-educated 25- to 34-year-olds living in or close to downtowns jumped 26% in the 51 biggest US metro areas

David concluded with a discussion of how the consultant team will begin to analyze the mall area and how they will approach the master planning process. Steve Kearney, project manager, discussed the team structure and highlighted the diverse skills each member brings to the team. He also provided an overview of the community-engagement approach that will take place over the next 12 months. Steve emphasized the importance of transparency throughout the planning initiative.

Community Workshop

Following the presentation, Steve led a community visioning workshop that included an individual and a group exercise. The goal was to develop a sense of the community’s understanding of what a town center is and to encourage people to begin thinking about what they would like to see in the mall area. Working collaboratively, participants compiled lists of strengths and weaknesses within the area today. Completed worksheets appear in Appendix C.

Key Town Center Qualities

We asked residents to describe what a successful town center would look like. These comments capture the most commonly mentioned qualities:

- The town center would promote a strong **sense of community**
- The town center should be a **clean and well lit** environment where people can feel safe when walking alone.
- The town center should be **easily accessible** for people from surrounding communities, not just those who live within the center. For those who do not drive, there needs to be **safe public transportation options**. There should also be connective walkways and bike paths between shops, restaurants, offices, etc. The center should be **very walkable**.

- **Green space** ranked highly. Ideas included an area with a stage for summer concerts and other public events, such as a farmers’ market; park benches and tables with shade trees; gardens; a playground and/or fountain for children. In addition to these public spaces, outdoor seating at cafés and restaurants, (facing walkways, not parking lots,) was a popular suggestion.
- In addition to green space, many people wanted to be sure there would indoor **activities and venues for the cold winter months**.
- There should be a lot of **diversity in the restaurant, entertainment, and retail options**.
- Including more “big dollar business” would create **job diversity**.
- The town center would offer **varied the housing types**, including single-family, condos, lofts, and affordable options.

Strengths and Weaknesses

For the bulk of the workshop, residents worked together to compile lists of existing issues that will shape future revitalization plans. The groups

identified strengths and weaknesses that exist today in the mall area, the most common of which appear below:

STRENGTHS	WEAKNESSES
Highway/Interstate access	Heavy traffic
Good shopping/many shopping options	Poor pedestrian connectivity and safety/no walkways or bike paths
Lots of usable space/potential	Not enough safe public transit to mall area
Variation in restaurants	Safety/crime rate
Provides a strong tax base	Lack of “newness”/visually unappealing
Proximity to jobs	No community center
Plenty of parking	Haphazard parking
Healthcare/hospital access	

Video recording: The opening presentation and several interviews were recorded. All videos are viewable from Resource Library page of www.planthemallarea.com.

WHAT WE HEARD AT THE MEETING (REPRESENTATIVE QUOTES):

“FOR ME, A NEW TOWN CENTER would have common spaces for people to gather. Amenities would include places to shop, places to live, and places for casual and formal dining. Citizens would have the opportunity to experience art and culture. All would be woven with green spaces and places for relaxing and enjoying the outdoors. Transportation amenities would support foot, bicycle, and vehicular traffic.”

“WALKABLE/BIKE WAYS; combination [of] small business retail with larger businesses; ethnic retail and food establishments; multi-level garden/flower beds; Children-friendly play areas; small concert venues; benches, tables, trees, sculptures; dog-friendly; fresh market/farmers market area in summer; heated dining [...] for colder weather; loft/apartment centers.”

“VIBRANCY CREATED THROUGH DIVERSITY. Diverse housing, retail, office, entertainment, and social nooks and crannies. We should incorporate the momentum with our regional Bikeway Network to connect it to its current terminus at Waldruhe Park. [...] This Bikeway Network is the largest off street paved network in the country and it needs to be connected to the mall, office, retail, and future residential. A town center should be known to the region; be recognizable as the Miami Township Downtown. A town center would have a feel unlike a traditional shopping center. It should feel more seamless to a “city” diversity. It should be more than a shopping destination. Shopping should only be one element of why you go to ‘the mall area.’”



**RESIDENT VISIONS AND STRENGTH AND
WEAKNESSES TABLE DISCUSSION
FEEDBACK**

NOVEMBER 10, 2015

What would a 'town center' look like?

A town center is a place where all members of the community "can get together to interact, to celebrate, to stroll, to protest, to sit and watch the world go by, or just to enjoy day-to-day living" (language from the Urban Land Institute). What would you want a successful town center to look like in the area around the mall? Tell us what activities, services, physical or social qualities you would use or want to have there.

To help give us a sense, please finish this sentence: "For me, a new town center would have..." Feel free to talk about anything you think would give Miami Township a higher quality of life and help cement our status as a regional destination.

For me a town center would be "homey" not the same look that you see in all the new buildings everywhere - all look the same -

Why not have a "new look" by drawing on some old ~~at~~ building designs. The look of today's building - in twenty years you can say - Oh - that was built in 2015 -

If all you have is multi family - where are you getting your tax base to ~~run~~ pay for all of the expenses



Strengths and weaknesses

What do you like best about the mall area today? What locations do you visit most frequently and/or rely on? What do you see as the area's biggest weaknesses? As much as you can, please give equal thought to both. Identify strengths in BLUE and weaknesses in RED on the table map.

STRENGTHS	WEAKNESSES
good shopping close to	Terrible Traffic There are always
close to interstate close to Hospitals	and times when you don't want to travel the
Cox	main streets
Great Jobs	Growth has been allowed without
	much thought to the home
	owners who have to pay all the
	taxes —
	It is like the township
	has to compete with the Austin
	Landing —
	No gathering Center
	Workers do not pay taxes



What would a 'town center' look like?

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To help give us a sense, please finish this sentence: "For me, a new town center would have..." Feel free to talk about anything you think would give Miami Township a higher quality of life and help cement our status as a regional destination.

- safe and convenient access to public transit *
- Entertainment areas for all ages
- Walkable connections between venues
- Open-minded to ethnic diversity that forms a socially vibrant Town Center District.

Frank G. Miller
CARTA



Strengths and weaknesses

What do you like best about the mall area today? What locations do you visit most frequently and/or rely on? What do you see as the area's biggest weaknesses? As much as you can, please give equal thought to both. Identify strengths in BLUE and weaknesses in RED on the table map.

STRENGTHS	WEAKNESSES
- Many job opportunities	- Too much competing interests
	in business development. Will
- A variation of shopping	Austin landing re-shuffle \$\$\$
opportunities.	away from Dayton Mall?
- Lots of space to	- Pedestrian connectivity/safety
work with	of walking not present.
- mix of public transit routes	but → Access to Dayton Mall is weak.
- Close access to I-75.	Not enough sidewalks - both
	sides of street.

What would a 'town center' look like?

A town center is a place where all members of the community "can get together to interact, to celebrate, to stroll, to protest, to sit and watch the world go by, or just to enjoy day-to-day living" (language from the Urban Land Institute). What would you want a successful town center to look like in the area around the mall? Tell us what activities, services, physical or social qualities you would use or want to have there.

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- SAFE
- CLEAN
- VIEWS/VISTAS / NATURE
- HANDICAP ACCESS
- BIKE FRIENDLY
- CHILD FRIENDLY (PLAYGROUND/FOUNTAINS)
- POLICE/FIRE EASY ACCESS
- TAX PROPOSAL TO SHARE BURDEN OF COST W/ BUSINESSES
- CONCERTS/STAGES
- AVAILABLE FOR ALL AGES SENIORS TO CHILDREN
- COST EFFECTIVE USE OF LAND
 - USE LAND OTHERWISE NOT USED OR FULLY USED
- CONSISTENCY OF CODES (SIGNAGE/SPACE USE/BUILDING TYPE/CONSTRUCTION)
- RESIDENTIAL/LIGHT ^{INDUSTRIAL} MANUFACTURING/MIX USE/COMMERCIAL/HOTEL
- CENTRAL MANAGEMENT OF SERVICES
- COMMUNITY OVERSIGHT OF DEVELOPMENT & CODE ENFORCEMENT
- REAL JOBS TO ATTRACT YOUNG EDUCATED COUPLES WHO WILL SETTLE / RAISE KIDS IN AREA SURROUNDING
- HEALTH CARE ACCESS NEARBY
- ATTRACTION TO COME VISIT - HOW BRING IN TOURIST DOLLARS OFF 1-75?



Strengths and weaknesses

What do you like best about the mall area today? What locations do you visit most frequently and/or rely on? What do you see as the area's biggest weaknesses? As much as you can, please give equal thought to both. Identify strengths in BLUE and weaknesses in RED on the table map.

STRENGTHS	WEAKNESSES
- LOTS OF USEABLE SPACE	- TRAFFIC / CAR HEAVY
- COMMUNITY THAT CARES	- TOO MUCH IN SMALL SPACES
- BETWEEN CINCY / DAYTON	- NOT ORGANIZED OR PLANNED
- HIGHWAY ACCESS	- MANY JURISDICTIONS CONVERGING
- MANY, MANY RESIDENTIAL	IN ONE PLACE
HOUSES, SCHOOLS,	- BIASES FROM LOCAL OFFICIALS
* LOCAL UNIVERSITIES	REGARDING FUTURE PLAN
* GROWING WORKFORCE OF	- LOW / NO ATTRACTIONS FOR
KNOWLEDGE & CREATIVE	VISITORS
CLASSES	- TOO MUCH PARKING
* ARTS & MUSIC IN SOUTHWEST	- TOO LITTLE SAFE PUBLIC TRANSIT
OHIO IS DECENT TO FOOD	- NO OPTION OTHER THAN LARGE
* EXCELLENT TO ABOVE AVG.	* BUSES
BIKE TRAILS & CONNECTIVITY	- POOR INTERCHANGE (DIRTY,
IN AREA	NOT PLEASANT,) AT 75 & 725



What would a 'town center' look like?

A town center is a place where all members of the community "can get together to interact, to celebrate, to stroll, to protest, to sit and watch the world go by, or just to enjoy day-to-day living" (language from the Urban Land Institute). What would you want a successful town center to look like in the area around the mall? Tell us what activities, services, physical or social qualities you would use or want to have there.

To help give us a sense, please finish this sentence: "For me, a new town center would have..." Feel free to talk about anything you think would give Miami Township a higher quality of life and help cement our status as a regional destination.

The town center is the "go to" place for shopping, dining, socializing, celebrating, and (for some) living. There must also be easy access for those who do not live in the "middle" of the town center. It should have the "necessities" as well as the "nicities" so people will not have to travel far for virtually anything. It should have some features that attract those who live away.

The town center is more than a mall, The town "mall" is posse and negative.



Strengths and weaknesses

What do you like best about the mall area today? What locations do you visit most frequently and/or rely on? What do you see as the area's biggest weaknesses? As much as you can, please give equal thought to both. Identify strengths in BLUE and weaknesses in RED on the table map.

STRENGTHS	WEAKNESSES
<i>Large established center</i>	

What would a 'town center' look like?

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To help give us a sense, please finish this sentence: "For me, a new town center would have..." Feel free to talk about anything you think would give Miami Township a higher quality of life and help cement our status as a regional destination.

When we moved to Miami Twp. we had small children - schools became our town center. Now we no longer have that sense of community. Therefore I'd like to see the following:

- *** A community based center where indoor activities are available during inclement weather
- * Multi use open spaces where community members can gather
- * Open space areas for children
- * Park like spaces for older adults
- * It is dangerous for workers (at the mall or nearby establishments) who need to walk to work
- * Need transportation for those who do not or cannot drive



Strengths and weaknesses

What do you like best about the mall area today? What locations do you visit most frequently and/or rely on? What do you see as the area's biggest weaknesses? As much as you can, please give equal thought to both. Identify strengths in BLUE and weaknesses in RED on the table map.

STRENGTHS	WEAKNESSES
<i>High traffic</i>	<i>Lack of Community Center</i>
<i>Stable Community</i>	<i>Divided by highways</i>
<i>Potential for better use of land</i>	<i>Not attracting young people</i>

What would a 'town center' look like?

A town center is a place where all members of the community "can get together to interact, to celebrate, to stroll, to protest, to sit and watch the world go by, or just to enjoy day-to-day living" (language from the Urban Land Institute). What would you want a successful town center to look like in the area around the mall? Tell us what activities, services, physical or social qualities you would use or want to have there.

To help give us a sense, please finish this sentence: "For me, a new town center would have..." Feel free to talk about anything you think would give Miami Township a higher quality of life and help cement our status as a regional destination.

Connectivity from hotels, shopping, parks & restaurants. Transportation & walkable paths for employees to get to and from work.



What would a 'town center' look like?

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Too many areas with major roads to hamper.

Consider to Austin Landing not included in this plan - why?



What would a 'town center' look like?

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Walkability is very difficult for 7 months of year here, usable May to Sept, maybe October, - especially by older residents
Perhaps enclosed areas would be best, - several - a park area, an enclosed amphitheater, etc.

Opportunity - purchase & run Electric Trollys to run Btown Austin, The Mall, hotels & our existing larger parks.



What would a 'town center' look like?

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I am a female, 68 yrs old, single:

- Single family homes, or multifamily dwellings, ^(single story!!) upscale, large, affordable, with plentiful storage and individual outdoor space & openness.
- Nature, regardless of the type of dwelling
- Diversity, incl. diversity in restaurants
- Malls & seating (plentiful seating) indoors & out
- Family community (Not just seniors)
- A space for seniors to socialize
- " " " " to meet re: health insurance open enrollment, and other issues particularly meaningful to seniors
- Need clerks to wait on us in the mall stores
- Security
- Glennia Bond
937-613-6233
- Bike path with a scooter lane



What would a 'town center' look like?

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Sidewalks, bike paths and crosswalks at all intersections. Restaurants should be located in a way that outdoor patios face the walking and gathering areas, not parking lots. Parking structures should be only a few stories tall, easy to get in and out of, and if there is a charge, it should be small and/or subject to validation.

Open space green

Areas should be reserved for public events with places to sit and relax.

I also think there should be convenient public transportation to other nearby commercial centers.

If you want to attract young people to bars/restaurants, there should be Taxi availability.



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- WALKABLE TO EVERYTHING - THIS WOULD BALANCE AN ENVIRONMENT OF EXCITING RETAIL / DOWNTOWN LOOK WITH A STRONG SENSE OF LIVING BUILDINGS
- THE ABILITY TO WALK OUTSIDE TO MANY RETAIL / PARKS / HISTORIC PLACES, PUBLIC BUILDINGS BUT ALSO HAVE A LARGE BUILDING W/ MULTIPLE PLACES INSIDE TO WALK TO. I.E. SHOPS / RESTAURANTS ETC - (THIS GIVES A GREAT TO HAVE COOLER / WARMER OPPORTUNITIES)
- LARGE "GREEN" HANG OUT AREA - I.E. PARK, RELAXATION
- SOCIALABLE AREAS OF MEETING PEOPLE + ENTERTAINMENT
- SENSE OF GREEN / WATER LANDSCAPING
- PARK / COMMUNITY AREA
- WINTER FUN / IDEAS / REALITY



Strengths and weaknesses

What do you like best about the mall area today? What locations do you visit most frequently and/or rely on? What do you see as the area's biggest weaknesses? As much as you can, please give equal thought to both. Identify strengths in BLUE and weaknesses in RED on the table map.

STRENGTHS	WEAKNESSES
- DESTINATION AREA	AESTHETICS / PHYSICAL ATTRACTIVE
- TRAFFIC	" SIGNS EVERYWHERE
- OFF OF I-75 TRAFFIC	- ABILITY TO WALK ANYWHERE
- LOTS OF SPACE AVAILABLE	- LACK OF ENTERTAINMENT
- LARGE COMMUNITY	AREAS.
- REGIONAL AREA	- SAFETY SAFETY
- LARGE SPACE / LANDS.	

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...activities which would compliment the age, occupations, interests, and weather for this area. Open-air festivals, car shows, parades, concerts, etc. might help meet this. Services - such as restaurants, fire, police, etc. - including hospitals, schools, should only be maintained or enhanced with the improved area.



Strengths and weaknesses

What do you like best about the mall area today? What locations do you visit most frequently and/or rely on? What do you see as the area's biggest weaknesses? As much as you can, please give equal thought to both. Identify strengths in BLUE and weaknesses in RED on the table map.

fol 5

STRENGTHS	WEAKNESSES
✓ Visible restaurants	✓ Not enough walk-ability
✓ Good location 725-741-ETS - Pedestrians - "	
Entangibles - schools - business - Lacks "new-ness"	
Educated populace	
Well-managed govt/services	
Hospital - medical -	
Great tax base	

fol 5

What would a 'town center' look like?

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Walkable, rideable (bicycle) areas with room for vendors, carts, etc., a lot of store fronts, apartments, offices and easy entry & exits from parking structures. The entire area including parking will require a high level of public safety. It would be good to have county & town offices included in the plan



Strengths and weaknesses

What do you like best about the mall area today? What locations do you visit most frequently and/or rely on? What do you see as the area's biggest weaknesses? As much as you can, please give equal thought to both. Identify strengths in BLUE and weaknesses in RED on the table map.

STRENGTHS	WEAKNESSES
lots of parking	Haphazard parking
RING ROAD THROUGH mall area	traffic along 728 & 741
✓ a large variety of restaurants	strange traffic lights
✓ Great potential access off of 675	Poor access for foot traffic
- Well-managed gov't services	No sidewalks
✓	traffic through residential roads (i.e. MAD RIVER)
✓	large uninterrupted wind paths
	Security - "jay-walkers"
	Lacks "new-ness"
	No community center

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walk ways , bike ways , bus stops w/ benches, covered area
movie theater , grocery store , unique eating , park area



What would a 'town center' look like?

A town center is a place where all members of the community "can get together to interact, to celebrate, to stroll, to protest, to sit and watch the world go by, or just to enjoy day-to-day living" (language from the Urban Land Institute). What would you want a successful town center to look like in the area around the mall? Tell us what activities, services, physical or social qualities you would use or want to have there.

To help give us a sense, please finish this sentence: "For me, a new town center would have..." Feel free to talk about anything you think would give Miami Township a higher quality of life and help cement our status as a regional destination.

• Affordable housing units for single & 2 person apartments.

• Do not destroy Mall!

Replace ^{surface} parking with structured parking but, must not hide the Mall!

• Walkable concept not without concerns due to weather & traffic.



Strengths and weaknesses

What do you like best about the mall area today? What locations do you visit most frequently and/or rely on? What do you see as the area's biggest weaknesses? As much as you can, please give equal thought to both. Identify strengths in BLUE and weaknesses in RED on the table map.

STRENGTHS	WEAKNESSES
Department Stores Restaurants	Parking



What would a 'town center' look like?

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To help give us a sense, please finish this sentence: "For me, a new town center would have..." Feel free to talk about anything you think would give Miami Township a higher quality of life and help cement our status as a regional destination.

> a grocery store

> transportation by bus to all areas of Fall

> strip center



Strengths and weaknesses

What do you like best about the mall area today? What locations do you visit most frequently and/or rely on? What do you see as the area's biggest weaknesses? As much as you can, please give equal thought to both. Identify strengths in BLUE and weaknesses in RED on the table map.

STRENGTHS	WEAKNESSES
Potential	No bus stops throughout Mall
Ibbs	area
	No connecting ^{among} is the 4
	corners of 741 / 725
	No grocery store
	Access to jobs & services
	if no car
Future	
	Single home taxes go up.
	Business often get tax abatement.



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To help give us a sense, please finish this sentence: "For me, a new town center would have..." Feel free to talk about anything you think would give Miami Township a higher quality of life and help cement our status as a regional destination.

For me, a new town center would have comon spaces
for people to gather. Amunities would include places to
stop, places to live and places for casual and formal
dining. Citizens would have the opportunity to experience
art and culture. All would be woven with green
spaces and places for relaxing and enjoying the outdoors.
Transportation amenities would support foot, bicycle and
vehicular traffic.



What would a 'town center' look like?

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Vibrancy created through diversity. Diverse housing, retail, office, entertainment and social nooks and crannies.

We should incorporate the momentum with our regional bikeway network to connect it to its current terminus at Walden Park, extend it through the mall area to Cox Arboretum and towards West Conditon, extend it west to Wincumburg to connect back to the trails.

This Bikeway Network is the largest off-street paved network in the country and it needs to be connected to the mall office, retail, and future residential.

A town center should be known to the region, be recognizable as the Miami Township Downtown.

A town center would have a feel unlike a traditional shopping center. It should feel more seamless to a "city" diversity. It should be more than a shopping destination. Shopping should only be one element of why you go to "The mall area".



Strengths and weaknesses

What do you like best about the mall area today? What locations do you visit most frequently and/or rely on? What do you see as the area's biggest weaknesses? As much as you can, please give equal thought to both. Identify strengths in BLUE and weaknesses in RED on the table map.

STRENGTHS	WEAKNESSES
Provides a strong tax base	walkability
sidewalk improvements	bikability
lifestyle center	ugly utilities aboveground
some streetscape improvements in recent years	perceived "old" mall
Traffic / People	Traffic / People
Proximity and access within	local restaurants
SW Ohio Region	overall landscaping
The Dayton region could be the cool trendy community alternative to Cincinnati	lack of greenspace
	lack of casual social spaces
Proximity to bikeway network	separated bike lanes
- huge opportunity to connect	
opportunity to infill	

What would a 'town center' look like?

A town center is a place where all members of the community "can get together to interact, to celebrate, to stroll, to protest, to sit and watch the world go by, or just to enjoy day-to-day living" (language from the Urban Land Institute). What would you want a successful town center to look like in the area around the mall? Tell us what activities, services, physical or social qualities you would use or want to have there.

To help give us a sense, please finish this sentence: "For me, a new town center would have..." Feel free to talk about anything you think would give Miami Township a higher quality of life and help cement our status as a regional destination.

A new town center would have green space. A place where small businesses can thrive. A combination of outside and inside walkable areas. Distanced from highways and traffic. Convenient access.



What would a 'town center' look like?

A town center is a place where all members of the community "can get together to interact, to celebrate, to stroll, to protest, to sit and watch the world go by, or just to enjoy day-to-day living" (language from the Urban Land Institute). What would you want a successful town center to look like in the area around the mall? Tell us what activities, services, physical or social qualities you would use or want to have there.

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- a nice walkable area, streets, park(s)
- a nice area where people can sit and enjoy a coffee/snack.
- a fountain area where kids can enjoy in summer and play w/ water
- nice areas for trees, gardens
- a place for a stage where you could have bands in summer, festivals, etc
- sitting areas
- bike areas

ISSUES:

- Property taxes for single family houses vs rental properties?
- Traffic rerouting? 725/745?



Strengths and weaknesses

What do you like best about the mall area today? What locations do you visit most frequently and/or rely on? What do you see as the area's biggest weaknesses? As much as you can, please give equal thought to both. Identify strengths in BLUE and weaknesses in RED on the table map.

STRENGTHS	WEAKNESSES
- Enclosed for winter	→ target certain population
- plenty of parking	no variety (fastes)
- variety of stores	• several closed stores
- access from both	• small
I75 + Ie75	• Typical small layout
	• would be nice to have both
	Outdoor Mall + Indoor
	Mall at same location
	- Need a winery
	Traffic flow toward
	Stores / Restaurants



What would a 'town center' look like?

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To help give us a sense, please finish this sentence: "For me, a new town center would have..." Feel free to talk about anything you think would give Miami Township a higher quality of life and help cement our status as a regional destination.

- Small, locally-owned shops, restaurants, etc.
for example: jewelry, yarn, music, coffee shop, bookshop, nice restaurant, theatres, cool clothing, many others.
- Meeting space for small groups - low cost, AV-ready, cozy, safe.
- Many ways to get there including cars.
- Handicap accessible!
- Yellow Springs is a lot like an ideal town center - funky shops, nooks & crannies of fun spaces. Springboro too.
- Easy to get to & around including during winter.
- Subtle safety for women & children who are alone. Assure snow removal & shade.
- Similar to old European town centers. I was recently in "old town" Vilnius (Lithuania) and Galway, Ireland - wonderful experiences!
- Shops, restaurants, cafes, ~~and~~ small hotels.
- Recreation - pool, gym, classes.



What would a 'town center' look like?

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To help give us a sense, please finish this sentence: "For me, a new town center would have..." Feel free to talk about anything you think would give Miami Township a higher quality of life and help cement our status as a regional destination.

Weakness
What difference does it make if I can't get there?
I'm close [less than 1.5 miles] to the town ^{ctr.} you propose
But I can't walk to it, because Miami Mad River is narrow, not only without side walks, also without walkable shoulders. A side walk cutting from Mahant road to Lais lane would open a huge flow of walkers to the center.

★ My wife and I go downtown to locally owned restaurants offering locally grown food in healthy menus.
My wife and I go downtown to Community Theatres offering live theatre.
We would love to walk to an Austin Landing Style Kroger with healthy fresh food.

What would a 'town center' look like?

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To help give us a sense, please finish this sentence: "For me, a new town center would have..." Feel free to talk about anything you think would give Miami Township a higher quality of life and help cement our status as a regional destination.

It would be the heart of our immediate community. A place to serve the social/cultural, economic, and civic needs of the community. It would be easy to access by auto, bike, bus, or on foot. A place I would go almost daily.



Strengths and weaknesses

What do you like best about the mall area today? What locations do you visit most frequently and/or rely on? What do you see as the area's biggest weaknesses? As much as you can, please give equal thought to both. Identify strengths in BLUE and weaknesses in RED on the table map.

STRENGTHS	WEAKNESSES
Proximity to jobs	Austin Landing competition
Transportation (I-75, 725, 741)	No sidewalks or crosswalks
Proximity to the river	Inadequate public transportation
The Mall	
Diverse Community	lack of connectivity to the surrounding community



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- 1) Better assit for traffic to move around the area during holiday so
- 2) Quicker ways to get to I 75, RT 725 + RT 741 to get traffic moving lights (traffic) to be set up to move cars instead of stopping at each lights
- 3) More eating places to draw folks too
- 4) More big dollar business to draw people for jobs
- 5) fill some of the empty bldgs in the area instead of keeping them empty - put business in them - market the area
- 6)



Strengths and weaknesses

What do you like best about the mall area today? What locations do you visit most frequently and/or rely on? What do you see as the area's biggest weaknesses? As much as you can, please give equal thought to both. Identify strengths in BLUE and weaknesses in RED on the table map.

STRENGTHS	WEAKNESSES
<i>police does it best but could be better at times Holidays</i>	<i>can't walk anywhere - traffic - too much in area time frame</i>
	<i>traffic control</i>
	<i>poor lighting in area</i>
	<i>Zinley access road needs to be completed onto 741</i>

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walkable / bike ways

combination small business retail with larger business

ethnic retail & food establishments

multi level garden / flower beds

children friendly play areas

small concert venues

benches, tables, trees, ~~sculptures~~ sculptures

dog friendly

fresh market / farmers market area in summer

heated dining centers for colder weather

loft / apartment centers



Strengths and weaknesses

What do you like best about the mall area today? What locations do you visit most frequently and/or rely on? What do you see as the area's biggest weaknesses? As much as you can, please give equal thought to both. Identify strengths in BLUE and weaknesses in RED on the table map.

STRENGTHS	WEAKNESSES
	<i>not pedestrian friendly</i>
	<i>building being appearance</i>

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- Safe walkways. Access walking to and from our homes.
- Safer transportation from homes to business's
- Trolleys, Bike Paths,
- Park type spaces that you can meet and socialize with other residents. And have more them through out the mall area.
- Area designed for outdoor entertainment.
* Great sense of community.
- Lofts, Apartment spaces, condo's
- Outdoor drinking & eating spaces
- Access to major highways while keeping a "community" feel



Strengths and weaknesses

What do you like best about the mall area today? What locations do you visit most frequently and/or rely on? What do you see as the area's biggest weaknesses? As much as you can, please give equal thought to both. Identify strengths in BLUE and weaknesses in RED on the table map.

STRENGTHS	WEAKNESSES
• Access to major highways.	Traffic
• close to everything if	No walk ways
good development	Family type eateries needed
• Hospitals	
• Hotels	

What would a 'town center' look like?

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An ideal Towncenter would have a variety of shopping dining and entertainment options that would appeal to a variety of age ranges. However I would caution that we must not only build a community for those who live here but for the broader community as well. For this transportation access is key.



What would a 'town center' look like?

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Sculptures, fountains, Green Spaces, entertainment, Bike Paths, A place where I/we could walk, ride or relax safely. Well lighted

Mixed office, residential, Government Buildings to support restaurants.

Reduced traffic flow to allow ease of movement within and through the area.

A sense of the history of the area taking advantage of whatever natural resources we have.

Right kind of business mix including hotels.

WiFi connectivity.

Environment that ~~ages~~ ~~well~~ well.



- UTube agenda 21 For Public Officials
- Plan the mall area .com

What would a 'town center' look like?

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Safer walkways at light crossings / intersections
A place for young people to jog or exercise on lunch hour
Bike lane on roads

Grassy areas or small parks scattered along walkways with benches + bike racks; shady areas

Small delis / cafes



Strengths and weaknesses

What do you like best about the mall area today? What locations do you visit most frequently and/or rely on? What do you see as the area's biggest weaknesses? As much as you can, please give equal thought to both. Identify strengths in BLUE and weaknesses in RED on the table map.

STRENGTHS	WEAKNESSES
Access to both Interstates	Traffic
Many choices of stores	Anyone trying to walk across streets
Health care/hospitals are close	No bike lanes

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WALKABILITY-

FROM ALL DIRECTIONS. N, S, E, W.
SIDE WALKS! FROM ALL DIRECTIONS - WHO PAYS?
• MORE TAXES!!

Pedestrian friendly intersections

There has been no mention of development north of 275

Extensive landscaping - Green Space -
plant TREES - more grass

~~Public~~ Transportation / PRIVATE for ^{public?}
to more people - without use of Auto mobiles



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To help give us a sense, please finish this sentence: "For me, a new town center would have..." Feel free to talk about anything you think would give Miami Township a higher quality of life and help cement our status as a regional destination.

A place with green space, a garage where people could come together for concerts. Restaurants with outside tables like a paris effect. For safety I would like to see over the street walkways. We have enough restaurants and office buildings we need more green space. More Landscapes. The area around Castrecci's auto mall needs to be dressed up with landscapes.



Strengths and weaknesses

What do you like best about the mall area today? What locations do you visit most frequently and/or rely on? What do you see as the area's biggest weaknesses? As much as you can, please give equal thought to both. Identify strengths in BLUE and weaknesses in RED on the table map.

STRENGTHS	WEAKNESSES
<i>easy access to shopping</i>	<i>Traffic problem on 725 & 741</i>
	<i>Crime rate has gone up with all the stores</i>
	<i>Too many mini malls</i>



Strengths

- heart of major roads - 75, 744
- time to Rebuild + restructure property
(older mall inside access (x2).
- hopeful to reduce sprawl - make liveable
- great policing - safety.
- enforce handicapped spaces
- land avail to develop
- variety of businesses

Weakness } segregated work centers

- Can't get around w/out car x2
- malled-out - vacancies exist.
No need to tear down existing
- against sprawl
- most low-income jobs @ D Mall + Fairfield
(need adequate bus svc) - also advantage.
- too much traffic
- Lack
- hard to get around inside mall.
- affordable + accessible housing

DAYTON MALL AREA MASTER PLAN: KICKOFF EVENT

November 20, 2014

Agenda

6:30pm: Presentation: *Demographic Changes and Emerging Opportunities for the Dayton Mall Area*

- Overview of how changing demographics are impacting development patterns
- Benefits of walkable communities
- Why the timing is right for the Dayton Mall Area Master Plan
- Overview of the planning schedule, process, and community engagement activities

7:00pm: Workshop

- Exercise #1: What makes a **town center** successful? (15 minutes)
 - Write personal statement (5 minutes)
 - Share statement with table (10 minutes)
- Exercise #2: Strengths and Weaknesses (30 minutes)
 - Discuss as a group the strengths and weaknesses currently facing the Dayton Mall area
 - Based on table consensus, list the top five of both Strengths and weaknesses on the table map

7:45pm: Report-Backs

- Each group will report back their list of priorities from the table map (15 minutes)

8:00pm: Adjourn



MIAMI TOWNSHIP • DAYTON MALL
Joint Economic Development District

Strengths and weaknesses

What do you like best about the mall area today? What locations do you visit most frequently and/or rely on? What do you see as the area's biggest weaknesses? As much as you can, please give equal thought to both. Identify strengths in BLUE and weaknesses in RED on the table map.

in general 21 for public official

STRENGTHS	WEAKNESSES
<i>soon policing</i>	① Affordable Living
	② Accessible Housing THAT
	AFFORDABLE
	③ AFFORDABLE WALKWAYS
	④ Accessible R
	TRAFFIC FLOW
	IN AREA



**8th GRADE TWEETS (this is a sampling of
over 475 submitted tweets)**

DECEMBER 19, 2015

If you actually tweet this - Summertime!

DAYTON MALL AREA MASTER PLAN



A tweet from 2025.

Imagine a complete makeover of the Mall Area has finished by 2025—and you've just seen it for the first time. What does it look like? How does it feel? What can you do there? Send us a tweet about what really stands out for you. (Yes, you can use hashtags, but please keep it to 140 characters.)

It looks like a cool new mini-city (without skyscrapers). It feels like there's a crowded sense without having to push and shove. There is a teens center for teens to hang out, a kids room that's like a McD's playground yet a daycare at the same time. A study room/library for after school kids. A recreation area and an adult lounge and adult hangout room.

DAYTON MALL AREA MASTER PLAN



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Yo bruh, want to meet up at that new 5-star buffet in the mall? #crabandshrimpfordays bruh

DAYTON MALL AREA MASTER PLAN



A tweet from 2025.

Imagine a complete makeover of the Mall Area has finished by 2025—and you've just seen it for the first time. What does it look like? How does it feel? What can you do there? Send us a tweet about what really stands out for you. [Yes, you can use hashtags, but please keep it to 140 characters.] 114

#checkerboard I cant believe there is one at the mall. It makes the mall look funner. #Lovethemall
#bestmall-ever.

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Yo sebastian meet me at the mall, we about to hit up this movie theatre then get some wings from Twickers #These girls are way hotter then before

DAYTON MALL AREA MASTER PLAN



A tweet from 2025.

Imagine a complete makeover of the Mall Area has finished by 2025—and you've just seen it for the first time. What does it look like? How does it feel? What can you do there? Send us a tweet about what really stands out for you. [Yes, you can use hashtags, but please keep it to 140 characters.]

The Dayton Mall is really coming along. There's so much room for people to walk and hang out. There's even a beautiful park area.

DAYTON MALL AREA MASTER PLAN



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The Dayton Mall is now a more appealing building with an outside area. It also so much cleaner inside.

DAYTON MALL AREA MASTER PLAN



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The Dayton Mall was so cool! There were a lot of walking areas. I can't wait to come back.

DAYTON MALL AREA MASTER PLAN



A tweet from 2025.

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The indoor track and park is amazing! #DaytonMall

DAYTON MALL AREA MASTER PLAN



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The new Adidas and indoor rock-wall is awesome. So is the new low & high ropes course.

DAYTON MALL AREA MASTER PLAN



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The Dayton Mall will have too many things you guys will over do it. keep it the same. The stuff you guys do will be stupid.

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The unused stores should just be updated, they shouldn't have expanded it and torn down more ecosystems inhabited by mammals. Well, at least that's what I heard, I've been in a mental facility !!

DAYTON MALL AREA MASTER PLAN



A tweet from 2025.

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I haven't seen it, too busy paying student loans. Heard it's cool though.

DAYTON MALL AREA MASTER PLAN



A tweet from 2025.

Imagine a complete makeover of the Mall Area has finished by 2025—and you've just seen it for the first time. What does it look like? How does it feel? What can you do there? Send us a tweet about what really stands out for you. [Yes, you can use hashtags, but please keep it to 140 characters.]

The mall looks amazing! Way more buildings and people than there was in 2014.

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Wow it looks like a little town.
it feels like im in a city.
I can eat shop and workout
#Dang #Wow

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This Mall is great, I like the food and Starbucks #Whitegirlswag #Starbucks #Swag

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So excited to go ice skating at the dayton mall today

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Mall area looks good, Many people, New stores
and restaurant! #Shopping #fun

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The new mall looks very modern with all the new
stores and restaurants.

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I would like to see a 5 story aquarium, I would also like to see a big Sea world.

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The mall looks amazing! I love the easy transportation and the bike/dog trail. It feels like a land of youth! You can go ice skating and have lunch w/your besties!
#gomall #snag #yellow



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@snyder At the Dayton Mall there is new stores like Topshop and Target and they even added more flowers and greenery than before.

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@cassie :im loving the new Dayton Mall! I finally got to skate in the new ice skating rink and shop in the brand new stores like, Nordstrom, Starbucks and more!

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Love this mall, like a real-life amazon!
#FinallyAYOUTUBESTORE

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There are advertisements lit up along the tops of buildings, along with a water park with flashing lights. I would walk inside and see entrances for lazer tag and an ice skating rink as I listen to a live concert. @Lauren

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Very modern & convenient, I loved how eco-friendly it is!!
#freshuggers

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OMG! This Dayton mall is so easy to get to, it looks great! #godayton
~~#ice~~ #iceskating #starbucks

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OMG!! this mall is so easy to get to and is so fabulous. This is so functional and I can't wait to meet up with my friends, at this amazing mall! OMG. Ice skating is going to be fun tonight

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This mall is so easy to get to! I love how functional it is! It looks awesome! can't wait to come here with my friends! #gadayton #loveit

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OMG! This mall is swag. it's so fun & colorful!
LUV it here! #NoRegrets #dayton #Basic

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#daytonmall just moved to dayton and the mall is awesome here.

Retweet 100

Favorite 781

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The mall looks really cool. I love shopping at all of the stores

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This is great! There are greenspaces, sidewalks, repainted buildings, and lots of trees. There is a froyo place, and a bookstore. The area is #onfleek

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Me and my friends had a blast at the mall, we rode bikes there and raced go-karts, can't wait to go again! #hashtag #mall

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Wow, the mall looks really different after the nuclear war. The new stores look good though. The new internet and electronic stores are good as well.

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So excited to go ice skating at the Dayton mall today

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Very Successful Shopping trip!
#F21 #N&M #food #AAO #chipotle
#starbucks #daaangg

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OMG I love the mall! It is so great, there many
new things to see! #Ilove this place.
I can shop, eat, workout, and make things!

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This new mall is very high-tech, it feels safe, and eating at the restaurants and then walking through the gardens!

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The new mall is beautiful! I love the mall now!
I like how there is a modern look. The new mall is a much better place. More stores and activities will attract others!

416
38
52
22
84
74
158

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The mall is beautiful! There is a courtyard with lots of flowers, new roller coasters, new high tech items. It feels safe and inviting and modern, a perfect place to hang out! And the new ice rink and park really gives it that fun feeling.

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The new mall is so fetch! It has an ice skating rink & a park! And the Starbucks is amazing.

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It looks cool, unique, modern, and healthy.
It feels safe and inviting. You can
hang out there.

DAYTON MALL AREA MASTER PLAN



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Wow!!! The new mall looks amazing.
There are so many things to do!
#DaytonMallIsFetch

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The new Dayton Mall is \$wag. I don't live in Miamisburg anymore, I'm a famous movie star jetting through the skies going to my yacht party, but I'd rather be at the mall
#aint about that life #world ~~peace~~ #come see my new movie.
#Valerics in jail now Peace

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OMG! The new mall is so hip! I love how open and cool it looks. It is very outstanding. #Fetch

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Wow! The new Dayton Mall looks so cool.
I hope I will go to it someday. #SoCool
#Fetch

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Woah! The new mall is sweet, my sister
sent me a pic of it and I think
I'll go visit her and the mall someday.
#new #improvement #Fetch



Vision Principles

Following are the vision principles that will guide the development of the master plan. Working together, discuss what strategies should support each of the five principles.

Build economic value—strengthen the Mall area’s competitive position in light of evolving demographic, economic and market trends as a regional destination for shopping, working, living, and playing.

1. collaboration/planning with all the area communities
2. engage Glimcher in the process
3. get buy in from area Chamber of Commerce

Enhance livability—offer new and expanded choices that help people of diverse ages, incomes, lifestyles and other distinctions lead healthier, more satisfying lives.

1. add green space
2. capitalize on indoor recreation opportunities for winter
3. police bike patrols / foot patrols

Improve connectivity—combine safer, improved auto and transit connections to the area with safer and more walkable connections to and within the area.

1. Need a pedestrian walkway to cross 725
 2. Add bike paths
 3. sidewalks along SR 741
- A shuttle up and down 741 and 725

Promote sustainability—use every building, paved area, public space and other aspects of redevelopment to improve the area’s environmental performance and resiliency.

1. protect wetlands
2. connect Cox / Metroparks to the planning area
3. _____

Create community—provide a mix of private, public, and civic uses; parks, squares and walkable streets; and other attractions that invite people from all walks of life to feel welcome and enjoy shared moments.

1. outdoor festivals (taste of the Dayton Mall area?)
2. Beer festival (invite microbreweries from Miamisburg/Centerville)
3. engage area churches to play an active role

Other Comments:



Working Draft Vision Statement

The Dayton Mall Area is largely successful. It offers the community the benefits of many options for shopping, food, and entertainment. However, America’s rapidly changing demographics, economy, and market preferences present new opportunities and challenges. The Mall Area can offer much more and collaboration between the Mall, property owners, local businesses, the larger community and the Township unlocks an unprecedented chance to achieve the Mall Area’s full potential. Realizing this potential will take different forms based on the unique opportunities found across its varied landscape. However, as the entire Mall Area grows more economically competitive, it will also achieve longstanding community goals for better connections by car, foot, bike, and transit; lively new parks and public spaces for families—and everyone else—to enjoy; new housing options for all ages and lifestyles; a greater array of choices for shopping, dining, and entertainment; and opportunities to walk along lively streets and meet friends. In short, the now fragmented Dayton Mall Area will emerge as a uniquely 21st century “village center”, connected to the community and to itself by a network of lively, walkable streets that embrace the spectrum of community life extending from a bustling regional mall to an intimate regional library.

What do you like about this vision statement?

I think it represents an ambitious direction that could potentially ensure the viability of the Dayton Mall area into the future.

Is there anything you would like to change or add to this statement?

use the Dayton Mall ^(area) revitalization to strengthen surrounding residential neighborhoods and tie the area together.

SEE OTHER SIDE



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Build economic value—strengthen the Mall area’s competitive position in light of evolving demographic, economic and market trends as a regional destination for shopping, working, living, and playing.

- 1. BLEND IN HOUSING
- 2. _____
- 3. _____

Enhance livability—offer new and expanded choices that help people of diverse ages, incomes, lifestyles and other distinctions lead healthier, more satisfying lives.

- 1. MORE GREEN
- 2. _____
- 3. _____

Improve connectivity—combine safer, improved auto and transit connections to the area with safer and more walkable connections to and within the area.

- 1. _____
- 2. _____
- 3. _____

Promote sustainability—use every building, paved area, public space and other aspects of redevelopment to improve the area’s environmental performance and resiliency.

- 1. _____
- 2. _____
- 3. _____

Create community—provide a mix of private, public, and civic uses; parks, squares and walkable streets; and other attractions that invite people from all walks of life to feel welcome and enjoy shared moments.

- 1. _____
- 2. _____
- 3. _____

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What do you like about this vision statement?

Is there anything you would like to change or add to this statement?

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- 1. MORE ENTERTAINMENT - ASIDE FROM RESTAURANTS
- 2. _____
- 3. _____

Enhance livability—offer new and expanded choices that help people of diverse ages, incomes, lifestyles and other distinctions lead healthier, more satisfying lives.

- 1. MORE ENTERTAINMENT ASIDE FROM RESTAURANTS
- 2. COMMUNITY RECREATION CENTER
- 3. _____

Improve connectivity—combine safer, improved auto and transit connections to the area with safer and more walkable connections to and within the area.

- 1. BETTER ACCESSIBILITY TO WALKWAYS/BIKEPATHS
- 2. _____
- 3. _____

Promote sustainability—use every building, paved area, public space and other aspects of redevelopment to improve the area’s environmental performance and resiliency.

- 1. _____
- 2. _____
- 3. _____

Create community—provide a mix of private, public, and civic uses; parks, squares and walkable streets; and other attractions that invite people from all walks of life to feel welcome and enjoy shared moments.

- 1. _____
- 2. _____
- 3. _____

Other Comments:

SEE OTHER SIDE



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What do you like about this vision statement?

IT COVERS MANY ISSUES & AREAS.

Is there anything you would like to change or add to this statement?

SEE OTHER SIDE



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- 1. _____
- 2. _____
- 3. _____

Enhance livability—offer new and expanded choices that help people of diverse ages, incomes, lifestyles and other distinctions lead healthier, more satisfying lives.

- 1. *concern to have housing for low income esp those*
- 2. *that have the entry level low paying jobs*
- 3. *Need sufficient transportation (Buses) to get those workers to their jobs*

Improve connectivity—combine safer, improved auto and transit connections to the area with safer and more walkable connections to and within the area.

- 1. _____
- 2. _____
- 3. _____

Promote sustainability—use every building, paved area, public space and other aspects of redevelopment to improve the area’s environmental performance and resiliency.

- 1. *More green - less grey*
- 2. _____
- 3. _____

Create community—provide a mix of private, public, and civic uses; parks, squares and walkable streets; and other attractions that invite people from all walks of life to feel welcome and enjoy shared moments.

- 1. _____
- 2. _____
- 3. _____

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What do you like about this vision statement?

Very visionary & taking into account the younger generation & their wants & needs

Is there anything you would like to change or add to this statement?

*Be aware that the area needs to be DIVERSE -
IN economic & racial*



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Build economic value—strengthen the Mall area’s competitive position in light of evolving demographic, economic and market trends as a regional destination for shopping, working, living, and playing.

1. More access to retail that keeps our children safe
2. Parks are great but when winless comes
3. what can they do in our area?

Enhance livability—offer new and expanded choices that help people of diverse ages, incomes, lifestyles and other distinctions lead healthier, more satisfying lives.

1. Keeping the options for diverse income levels.
2. Housing for employees that is affordable.
3. _____

Improve connectivity—combine safer, improved auto and transit connections to the area with safer and more walkable connections to and within the area.

1. Between Southview and Mad River walkable
2. Side walks / Bike Paths
3. _____

Promote sustainability—use every building, paved area, public space and other aspects of redevelopment to improve the area’s environmental performance and resiliency.

1. _____
2. _____
3. _____

Create community—provide a mix of private, public, and civic uses; parks, squares and walkable streets; and other attractions that invite people from all walks of life to feel welcome and enjoy shared moments.

1. _____
2. _____
3. _____

Other Comments:



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What do you like about this vision statement?

The walkability factor. Connect Mad River Area to the mall - would be great. Attracting younger professionals to the area, and diverse demographic.

Is there anything you would like to change or add to this statement?

not really.



Vision Principles

Following are the vision principles that will guide the development of the master plan. Working together, discuss what strategies should support each of the five principles.

Build economic value—strengthen the Mall area’s competitive position in light of evolving demographic, economic and market trends as a regional destination for shopping, working, living, and playing.

- 1. _____
- 2. _____
- 3. _____

Enhance livability—offer new and expanded choices that help people of diverse ages, incomes, lifestyles and other distinctions lead healthier, more satisfying lives.

- 1. _____
- 2. _____
- 3. _____

Improve connectivity—combine safer, improved auto and transit connections to the area with safer and more walkable connections to and within the area.

- 1. *EMPHASIS BOTH - TO/AND WITHIN THE AREA. ENTRANCE TRANSIT*
- 2. *CONNECTIONS FROM*
- 3. *MULTIPLE POINTS WITHIN THE MALL AREA.*

Promote sustainability—use every building, paved area, public space and other aspects of redevelopment to improve the area’s environmental performance and resiliency.

- 1. _____
- 2. _____
- 3. _____

Create community—provide a mix of private, public, and civic uses; parks, squares and walkable streets; and other attractions that invite people from all walks of life to feel welcome and enjoy shared moments.

- 1. _____
- 2. _____
- 3. _____

Other Comments:



Working Draft Vision Statement

The Dayton Mall Area is largely successful. It offers the community the benefits of many options for shopping, food, and entertainment. However, America’s rapidly changing demographics, economy, and market preferences present new opportunities and challenges. The Mall Area can offer much more and collaboration between the Mall, property owners, local businesses, the larger community and the Township unlocks an unprecedented chance to achieve the Mall Area’s full potential. Realizing this potential will take different forms based on the unique opportunities found across its varied landscape. However, as the entire Mall Area grows more economically competitive, it will also achieve longstanding community goals for better connections by car, foot, bike, and transit; lively new parks and public spaces for families—and everyone else—to enjoy; new housing options for all ages and lifestyles; a greater array of choices for shopping, dining, and entertainment; and opportunities to walk along lively streets and meet friends. In short, the now fragmented Dayton Mall Area will emerge as a uniquely 21st century “village center”, connected to the community and to itself by a network of lively, walkable streets that embrace the spectrum of community life extending from a bustling regional mall to an intimate regional library.

What do you like about this vision statement?

THE TEAM HAS DONE A GOOD JOB OF CAPTURING COMMUNITY INPUT
FROM THE NOV. MEETING,

Is there anything you would like to change or add to this statement?



Vision Principles

Following are the vision principles that will guide the development of the master plan. Working together, discuss what strategies should support each of the five principles.

Build economic value—strengthen the Mall area’s competitive position in light of evolving demographic, economic and market trends as a regional destination for shopping, working, living, and playing.

- 1. _____
- 2. _____
- 3. _____

Enhance livability—offer new and expanded choices that help people of diverse ages, incomes, lifestyles and other distinctions lead healthier, more satisfying lives.

- 1. _____
- 2. _____
- 3. _____

Improve connectivity—combine safer, improved auto and transit connections to the area with safer and more walkable connections to and within the area.

- 1. *Offer small trolley type of vehicles for*
- 2. *people moving around mall area*
- 3. _____

Promote sustainability—use every building, paved area, public space and other aspects of redevelopment to improve the area’s environmental performance and resiliency.

- 1. _____
- 2. _____
- 3. _____

Create community—provide a mix of private, public, and civic uses; parks, squares and walkable streets; and other attractions that invite people from all walks of life to feel welcome and enjoy shared moments.

- 1. _____
- 2. _____
- 3. _____

Other Comments:



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What do you like about this vision statement?

Is there anything you would like to change or add to this statement?

- *Lighting in the mall parking lots for safety after dark*
- *A consistent architectural + landscaping plan throughout the planned area*
- *Signage within the architectural style to enhance the look of the area with a future goal to eliminate gaudy, cheap-looking signs*
- *See Waynesville or Dayton's Riverscape architectural + landscaping plans + area improvements*

SEE OTHER SIDE



Vision Principles

Following are the vision principles that will guide the development of the master plan. Working together, discuss what strategies should support each of the five principles.

Build economic value—strengthen the Mall area’s competitive position in light of evolving demographic, economic and market trends as a regional destination for shopping, working, living, and playing.

1. IMPROVE ACCESS TO REGIONAL POPULATION
2. _____
3. _____

Enhance livability—offer new and expanded choices that help people of diverse ages, incomes, lifestyles and other distinctions lead healthier, more satisfying lives.

1. MUST BE MORE WALKABLE & ACCESSIBLE TO ALL
2. _____
3. _____

Improve connectivity—combine safer, improved auto and transit connections to the area with safer and more walkable connections to and within the area.

1. FRONT DOOR ACCESS FOR PUBLIC TRANSIT IS CRITICAL
2. CONSIDER A COMPLETE STREETS APPROACH
3. CAPITALIZE ON EXISTING RTA CIRCULARS

Promote sustainability—use every building, paved area, public space and other aspects of redevelopment to improve the area’s environmental performance and resiliency.

1. ADD GREEN SPACES
2. _____
3. _____

Create community—provide a mix of private, public, and civic uses; parks, squares and walkable streets; and other attractions that invite people from all walks of life to feel welcome and enjoy shared moments.

1. _____
2. _____
3. _____

Other Comments:



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The Dayton Mall Area is largely successful. It offers the community the benefits of many options for shopping, food, and entertainment. However, America's rapidly changing demographics, economy, and market preferences present new opportunities and challenges. The Mall Area can offer much more and collaboration between the Mall, property owners, local businesses, the larger community and the Township unlocks an unprecedented chance to achieve the Mall Area's full potential. Realizing this potential will take different forms based on the unique opportunities found across its varied landscape. However, as the entire Mall Area grows more economically competitive, it will also achieve longstanding community goals for better connections by car, foot, bike, and transit; lively new parks and public spaces for families—and everyone else—to enjoy; new housing options for all ages and lifestyles; a greater array of choices for shopping, dining, and entertainment; and opportunities to walk along lively streets and meet friends. In short, the now fragmented Dayton Mall Area will emerge as a uniquely 21st century "village center", connected to the community and to itself by a network of lively, walkable streets that embrace the spectrum of community life extending from a bustling regional mall to an intimate regional library.

What do you like about this vision statement?

- STRONG COMMUNITY EMPHASIS
- RECOGNIZES THE LARGER COMMUNITY!!

Is there anything you would like to change or add to this statement?

- 18'S A BIT LONG 😊



Vision Principles

Following are the vision principles that will guide the development of the master plan. Working together, discuss what strategies should support each of the five principles.

Build economic value—strengthen the Mall area’s competitive position in light of evolving demographic, economic and market trends as a regional destination for shopping, working, living, and playing.

1. WITH AUSTIN LANDING THERE IS A LARGER NEED FOR WALKABLE
2. _____
3. _____

Enhance livability—offer new and expanded choices that help people of diverse ages, incomes, lifestyles and other distinctions lead healthier, more satisfying lives.

1. LIVABILITY IS AFFORDABILITY
2. PROVIDE TRANSPORTATION TO EMPLOYEES
3. _____

Improve connectivity—combine safer, improved auto and transit connections to the area with safer and more walkable connections to and within the area.

1. RTA NEEDS TO SERVE DAYTON MALL
2. _____
3. _____

Promote sustainability—use every building, paved area, public space and other aspects of redevelopment to improve the area’s environmental performance and resiliency.

1. KEEP IT AFFORDABLE UNLIKE AUSTIN LANDING
2. _____
3. _____

Create community—provide a mix of private, public, and civic uses; parks, squares and walkable streets; and other attractions that invite people from all walks of life to feel welcome and enjoy shared moments.

1. NEED MORE GREENERY AROUND THE DEVELOPMENT
2. _____
3. _____

Other Comments:

SEE OTHER SIDE



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What do you like about this vision statement?

it addresses pretty much all aspect for quality of life issues

Is there anything you would like to change or add to this statement?

More attention to walkable areas

SEE OTHER SIDE



Vision Principles

Following are the vision principles that will guide the development of the master plan. Working together, discuss what strategies should support each of the five principles.

Build economic value—strengthen the Mall area’s competitive position in light of evolving demographic, economic and market trends as a regional destination for shopping, working, living, and playing.

1. Impact of internet sales/commerce
2. recreational/entertainment uses for younger pop
3. _____

Enhance livability—offer new and expanded choices that help people of diverse ages, incomes, lifestyles and other distinctions lead healthier, more satisfying lives.

1. upper level residences
2. accomodate seniors pedestrian transportation modes
3. _____

Improve connectivity—combine safer, improved auto and transit connections to the area with safer and more walkable connections to and within the area.

1. Complete streets design - traffic calming
2. _____
3. _____

Promote sustainability—use every building, paved area, public space and other aspects of redevelopment to improve the area’s environmental performance and resiliency.

1. parking garage to eliminate excessive pavement
2. _____
3. _____

Create community—provide a mix of private, public, and civic uses; parks, squares and walkable streets; and other attractions that invite people from all walks of life to feel welcome and enjoy shared moments.

1. Create multi-story mall - maybe just portion
2. _____
3. _____

Other Comments:



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What do you like about this vision statement?

Brozd & all inclusive
achieve longstanding goals
village center

Is there anything you would like to change or add to this statement?

SEE OTHER SIDE



Vision Principles

Following are the vision principles that will guide the development of the master plan. Working together, discuss what strategies should support each of the five principles.

Build economic value—strengthen the Mall area’s competitive position in light of evolving demographic, economic and market trends as a regional destination for shopping, working, living, and playing.

1. address all wants of the various demographics
2. build on current businesses like banking, etc.
3. Therapeutic services, etc.

Enhance livability—offer new and expanded choices that help people of diverse ages, incomes, lifestyles and other distinctions lead healthier, more satisfying lives.

1. diversified offerings
2. Park areas
3. cover all social economic groups

Improve connectivity—combine safer, improved auto and transit connections to the area with safer and more walkable connections to and within the area.

1. _____
2. _____
3. _____

Promote sustainability—use every building, paved area, public space and other aspects of redevelopment to improve the area’s environmental performance and resiliency.

1. many parking areas could be converted
2. greenways
3. make it a destination location

Create community—provide a mix of private, public, and civic uses; parks, squares and walkable streets; and other attractions that invite people from all walks of life to feel welcome and enjoy shared moments.

1. an identified area and name
2. _____
3. _____

Other Comments:



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What do you like about this vision statement?

*it is good but long. a briefer
more concise final statement may
be easy to remember.*

Is there anything you would like to change or add to this statement?

*A summary statement of evolving to a small
city urban village to create an environment
for all people and a safe secure community.*

SEE OTHER SIDE

**COMMUNITY FEEDBACK FROM DRAFT
PLAN OPEN HOUSE**

SEPTEMBER 14, 2015



DAYTON MALL AREA MASTER PLAN: DRAFT PLAN FEEDBACK

What did you find most exciting about tonight's presentation?

The branding - "Miami Crossing" Nice!!

Were there any parts of tonight's presentation that you had questions about, or would like to see further clarification?

I hope that the issue of sidewalks (esp. along 741) will be addressed sooner rather than later. It is dangerous to drive @ night with pedestrians in the street. Improved street lighting, too -- sooner rather than later.

Do you feel as though the community's participation and ideas are reflected in the emerging plan elements presented tonight? Yes No

Do you have any other questions or comments?

Please increase your presence on social media. Also, please employ a P.R. expert to get people excited. A lot of my friends and neighbors are in a "I don't care" mode about all of this.



DAYTON MALL AREA MASTER PLAN: DRAFT PLAN FEEDBACK

What did you find most exciting about tonight's presentation?

I have attended all of the "open" meetings and find it exciting that our hopes and dreams (as well as some people's fears) were taken into account. The depth of the plan at this point is amazing.

Were there any parts of tonight's presentation that you had questions about, or would like to see further clarification?

Do you feel as though the community's participation and ideas are reflected in the emerging plan elements presented tonight? Yes No

Do you have any other questions or comments?

Am excited to see the following items implemented:

- Branding*
- Environmental concerns*
- Green spaces emerging*
- Young people being attracted to area housing*
- Bikes & bike lanes*
- Walking paths*
- New life in the township.*

Yea !!

Marge Kroll



DAYTON MALL AREA MASTER PLAN: DRAFT PLAN FEEDBACK

What did you find most exciting about tonight's presentation?

I liked the plan put together (Proposed Plan) particularly adding trees, bike lanes, town center & green spaces.

Were there any parts of tonight's presentation that you had questions about, or would like to see further clarification?

What & where is the proposed "Main Street"

Do you feel as though the community's participation and ideas are reflected in the emerging plan elements presented tonight? Yes No

Do you have any other questions or comments?

Nice ideas to bring the Dayton Mall area to a new stage it so desperately needs to remain viable.



DAYTON MALL AREA MASTER PLAN: DRAFT PLAN FEEDBACK

What did you find most exciting about tonight's presentation?

Were there any parts of tonight's presentation that you had questions about, or would like to see further clarification?

Parking for 1200 families !!!

Do you feel as though the community's participation and ideas are reflected in the emerging plan elements presented tonight? Yes _____ No _____

Do you have any other questions or comments?

Please do not make it more congestion !!!



DAYTON MALL AREA MASTER PLAN: DRAFT PLAN FEEDBACK

What did you find most exciting about tonight's presentation?

Like the branding concept "Miami Crossing" Easy to implement w/ proper owners.

Were there any parts of tonight's presentation that you had questions about, or would like to see further clarification?

Dayton Mall's buy in? Support?

Do you feel as though the community's participation and ideas are reflected in the emerging plan elements presented tonight? Yes No

Do you have any other questions or comments?

Like the idea of extending Mud River Rd. & Trwp. offices.



DAYTON MALL AREA MASTER PLAN: DRAFT PLAN FEEDBACK

What did you find most exciting about tonight's presentation?

We're discussing improved walkability
and pedestrian access.

Were there any parts of tonight's presentation that you had questions about, or would like to see further clarification?

Public transit was briefly mentioned
but want to make sure it is an
integral part of design plans.

Do you feel as though the community's participation and ideas are reflected in the emerging plan elements presented tonight? Yes No

Do you have any other questions or comments?

Please make sure access to public
transit is a critical element in
the design plans - especially the
Dayton Mall. Thank you!



DAYTON MALL AREA MASTER PLAN: DRAFT PLAN FEEDBACK

What did you find most exciting about tonight's presentation?

Were there any parts of tonight's presentation that you had questions about, or would like to see further clarification?

Do you feel as though the community's participation and ideas are reflected in the emerging plan elements presented tonight? Yes _____ No _____

Do you have any other questions or comments?

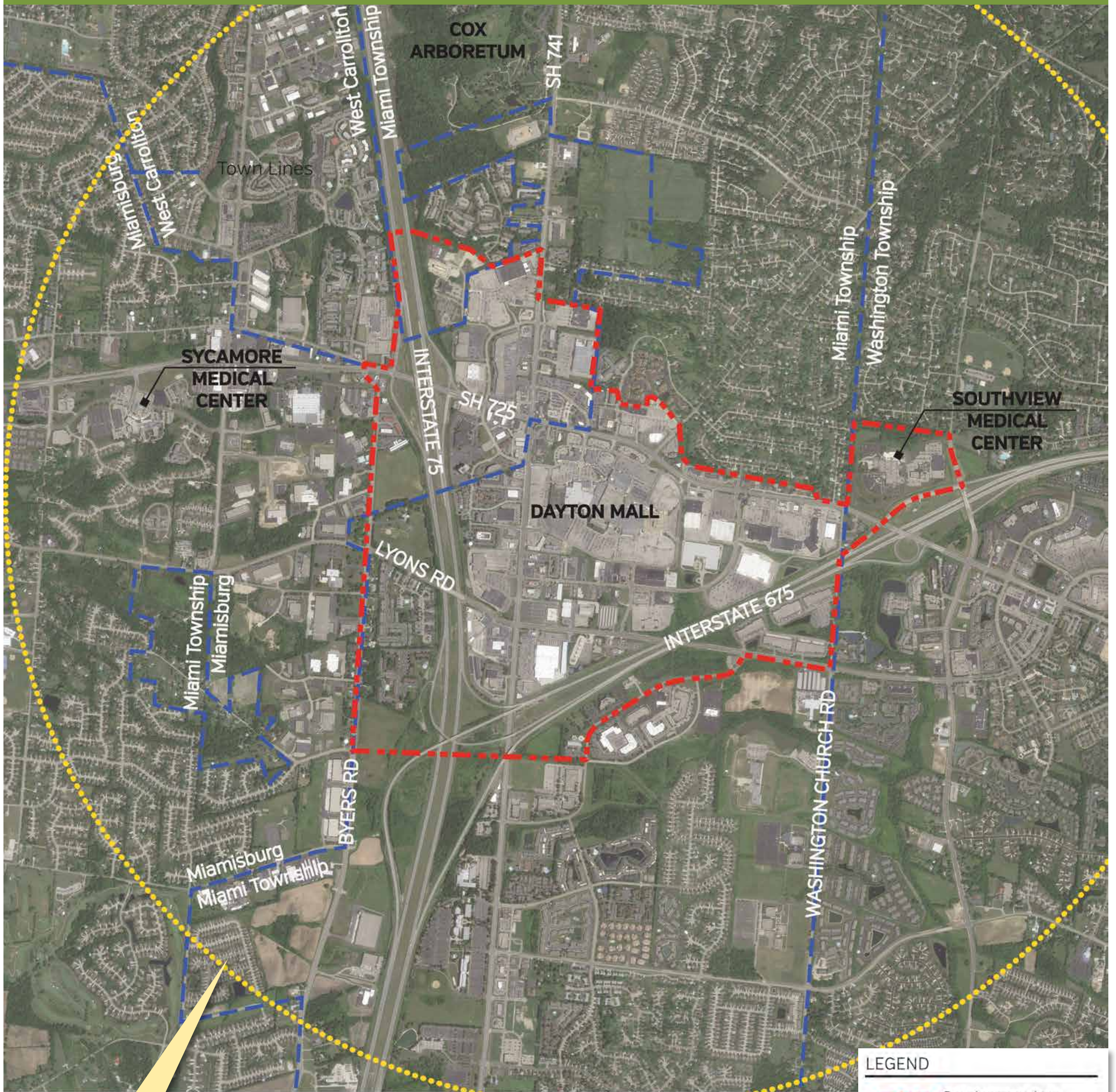
SIDEWALKS ON MAD RIVER FROM
VIENNA PARKWAY TO DAYTON MALL

KEITH SHAFER
623 5000

Appendix 10

Public Presentation Boards

A Data Snapshot of the Mall Area



LEGEND

- - - Development Area
- - - Corporation Lines
- 1-mile Radius

Within a mile of the mall...

WHO'S HERE?

321 businesses with
3,611 employees

1,800 residents

2:1 workers: residents
ratio

RESIDENTS

Median household
income: \$52,668

- > White: 89%
- > Nonwhite: 11%

- > Under 18: 17%
- > Over 65: 26%

HOUSING

- > Occupied units: 92%
- > Vacant units: 8%

Of occupied units...

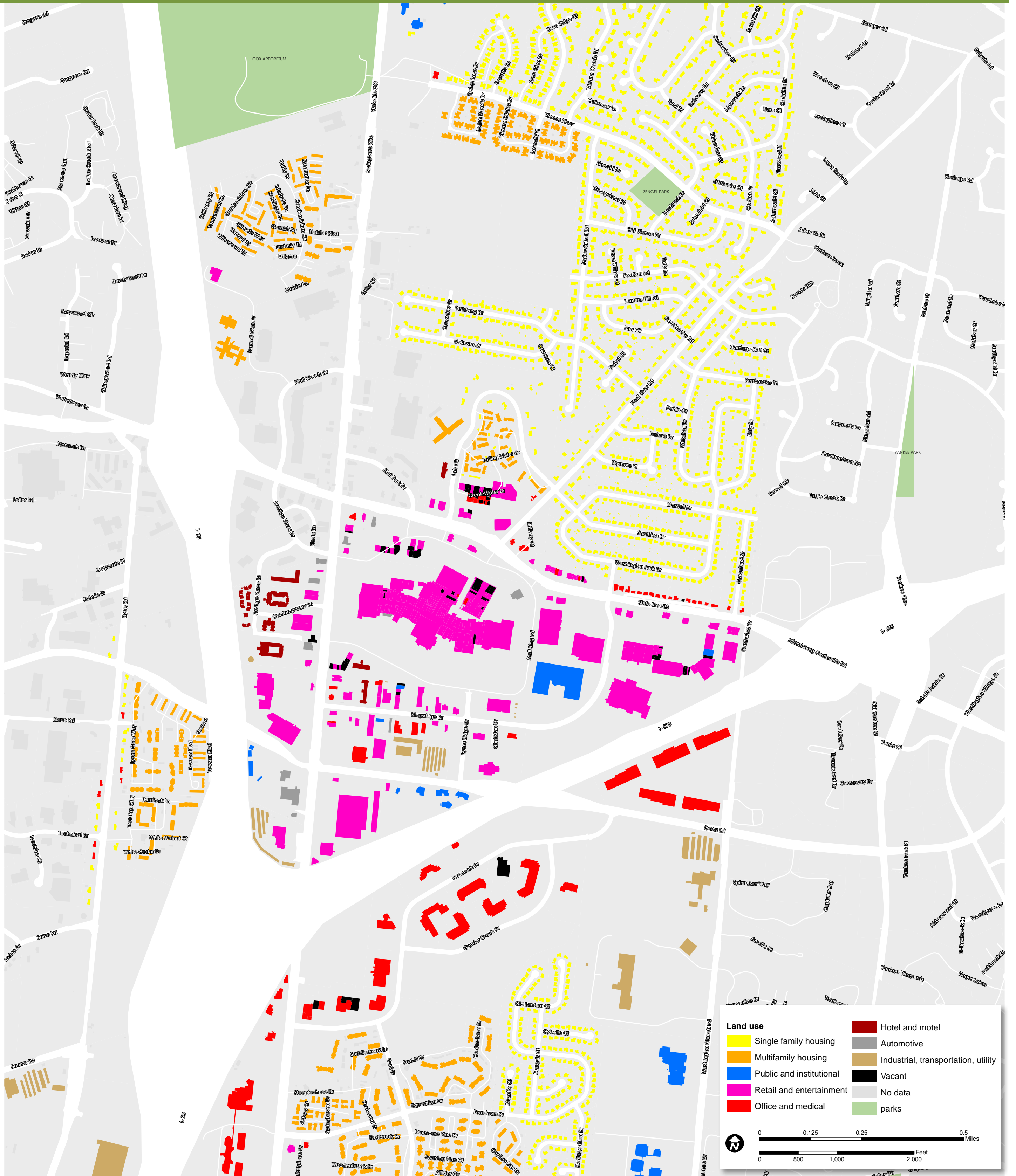
- > Homeowners: 68%
- > Renters: 32%

SOURCES: ALL DATA COME
FROM THE U.S. CENSUS
2010, EXCEPT INCOME,
WHICH IS FROM ESRI 2014

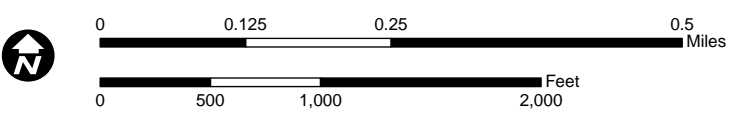
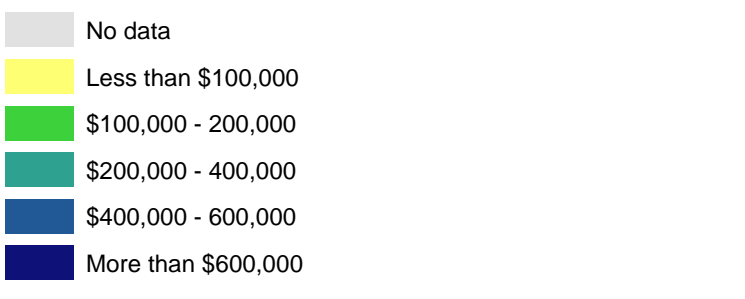
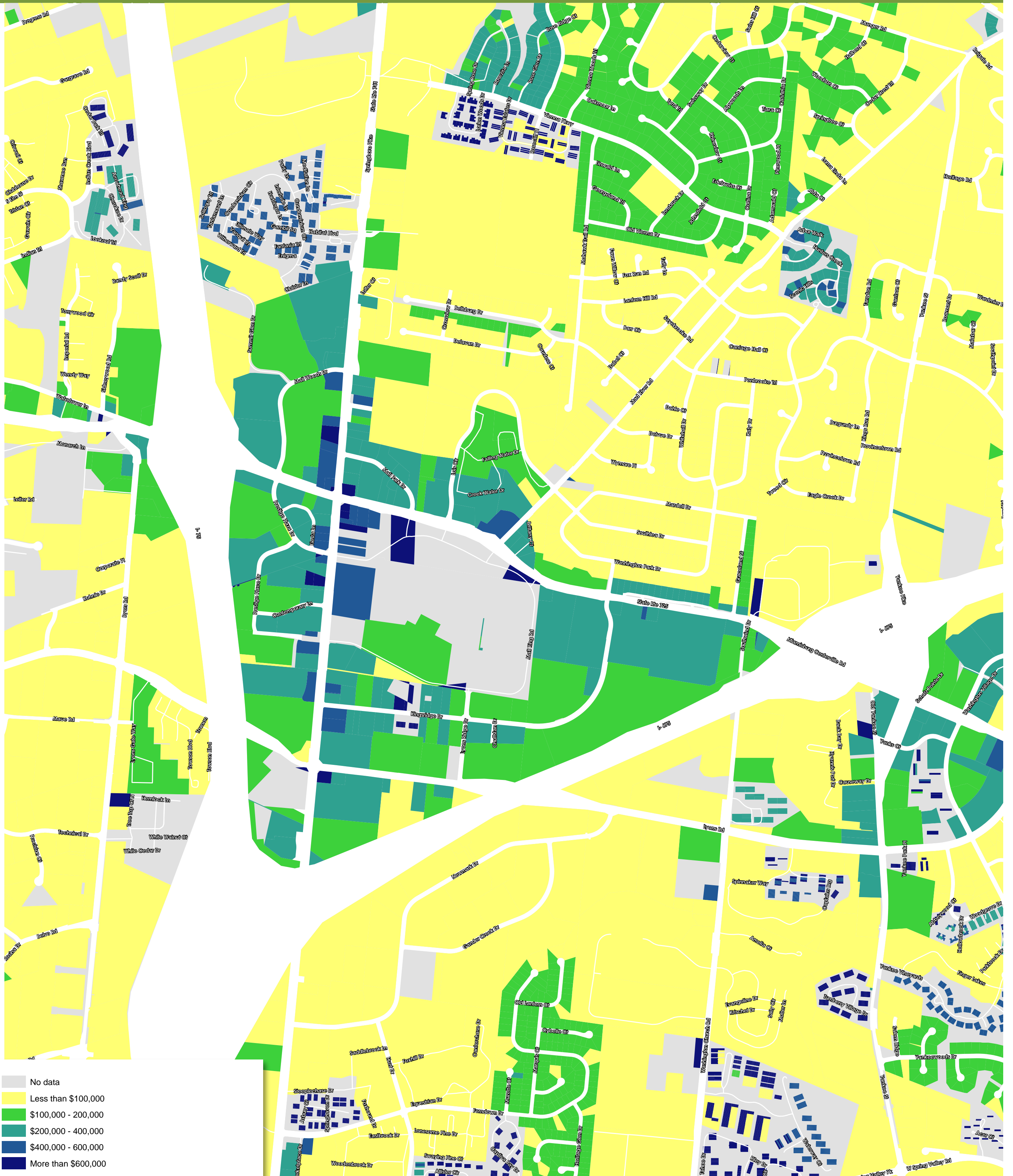
Existing Development



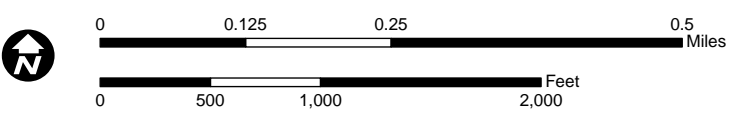
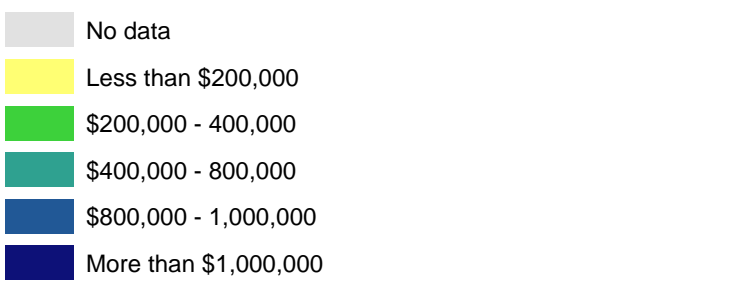
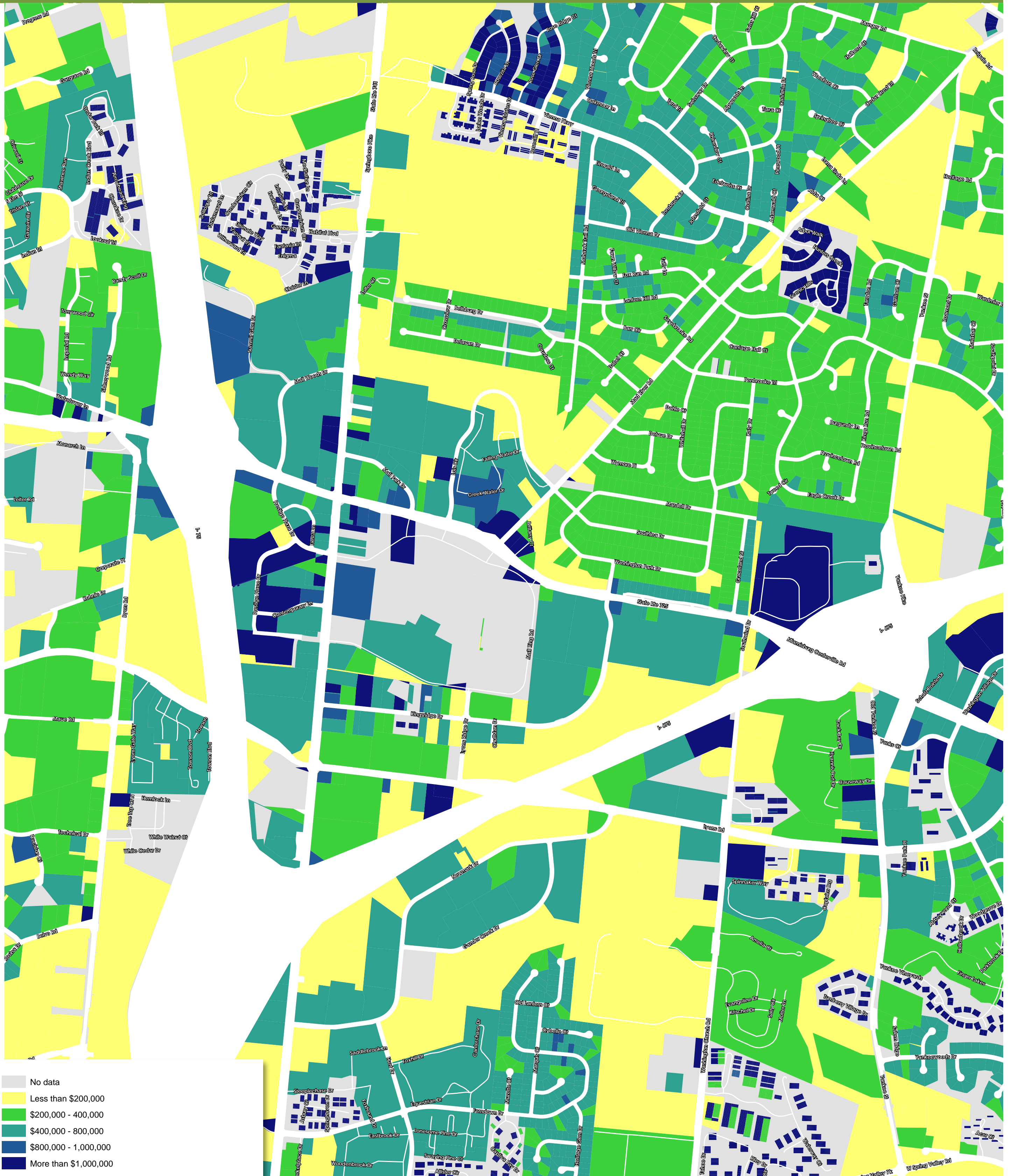
Land Use



Land Value per acre



Total Property Value per acre



Mall Context



Send a

TEXT

to

937.528.1381

HELP SHAPE OUR REGION'S FUTURE

Miami Township is working on a community-based planning effort for the Dayton Mall Area, with the goal of helping it transition into a more pedestrian friendly town center for the surrounding region. We have just begun the master planning phase, and we want to hear from as many residents as possible about what is important to them.

Happy New Year! Over the next couple of months, **how do you plan to spend your time in the Dayton Mall Area**



Text
“ **A** ”
SHOPPING
to choose:

Text
“ **B** ”
FOOD and DRINK
to choose:

Text
“ **C** ”
ENTER-TAINMENT
(Movies, bowling, etc.)
to choose:

Text
“ **D** ”
ALL OF THESE
to choose:
“ **E** ”
NONE OF THESE
to choose:

Text **937.528.1381** to tell us what you think the future of this area should look like. When you text your answer, you'll receive four follow-up questions. Find out more at www.planthemallarea.com



MIAMI TOWNSHIP • DAYTON MALL
Joint Economic Development District

Powered by Textizen. Your privacy is important to us. We won't sell or share your number. Standard message rates apply.

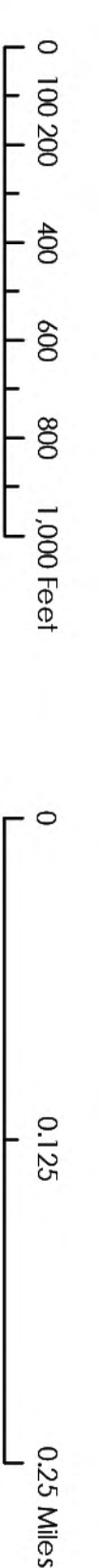
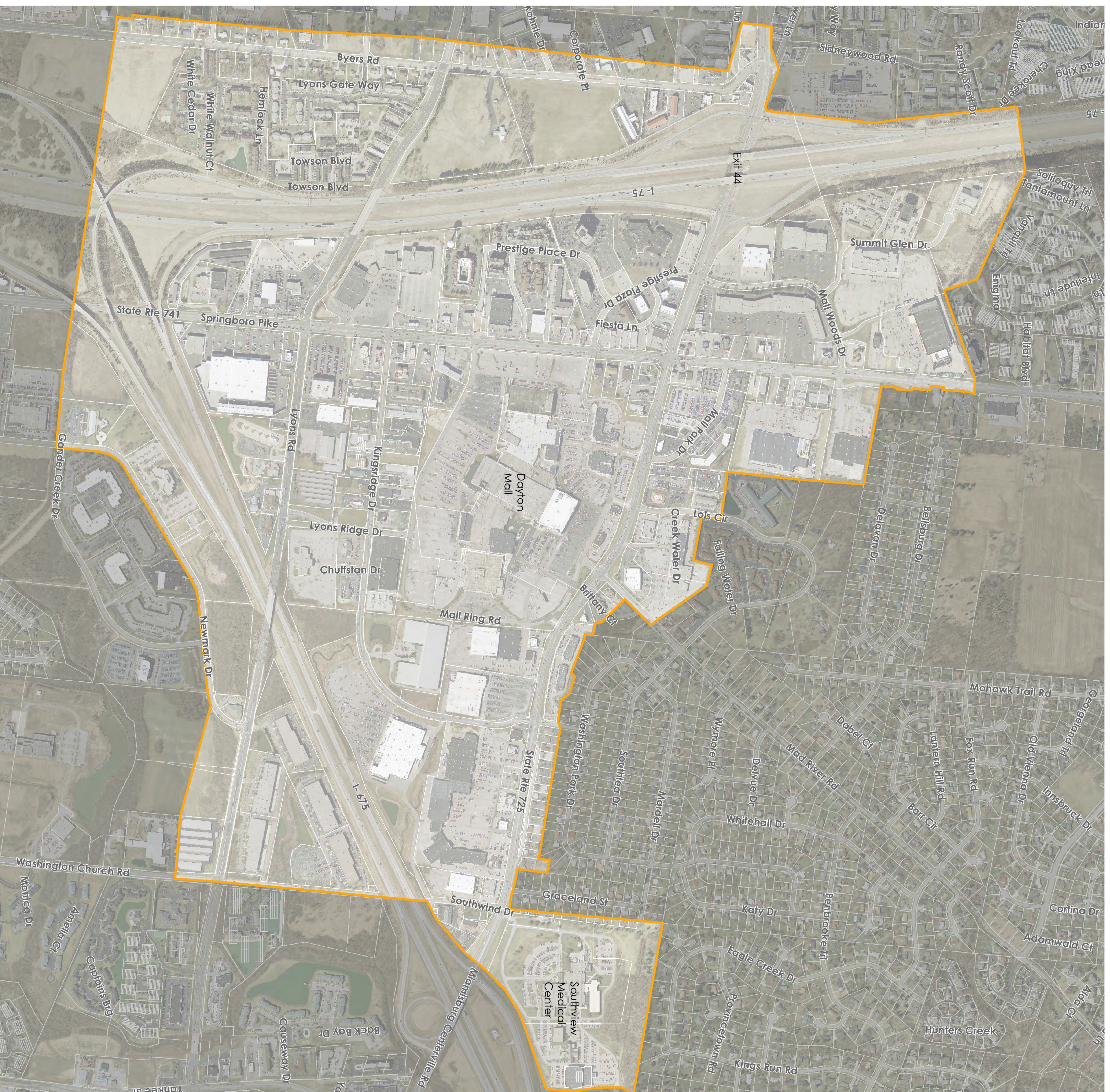
Dayton Mall Area Placemaking Workshop

Mark up and annotate this map:

1. Place **blue stickers** (●) on the store, restaurant, or other places that you visit most frequently. List the names of these locations next to the sticker.
2. Draw in **black** your typical route/routes to and through the Dayton Mall area (it can be more than one route).
3. Are there stores, restaurants or other amenities that you would like to see? Place a **red sticker** (●) on the map where you would like to see this, and list what you would like to see next to the sticker.
4. Place a **green sticker** (●) where you think new green or public spaces could go. List what types of places you would like to see. Examples include passive parks for strolling or having lunch; active spaces such as outdoor gyms; play fountains and playgrounds; pocket plazas; and outdoor cultural venues.
5. What parts of the study area can you imagine becoming an attractive, walkable, destination? Identify these with **blue pens**.
6. Where do you think the first implementation activities should occur? In other words, where do we get started? Place a **yellow sticker** (●) in these locations.

Other Items

Were there other ideas, opportunities issues, etc. discussed at the table? If so, please record below.

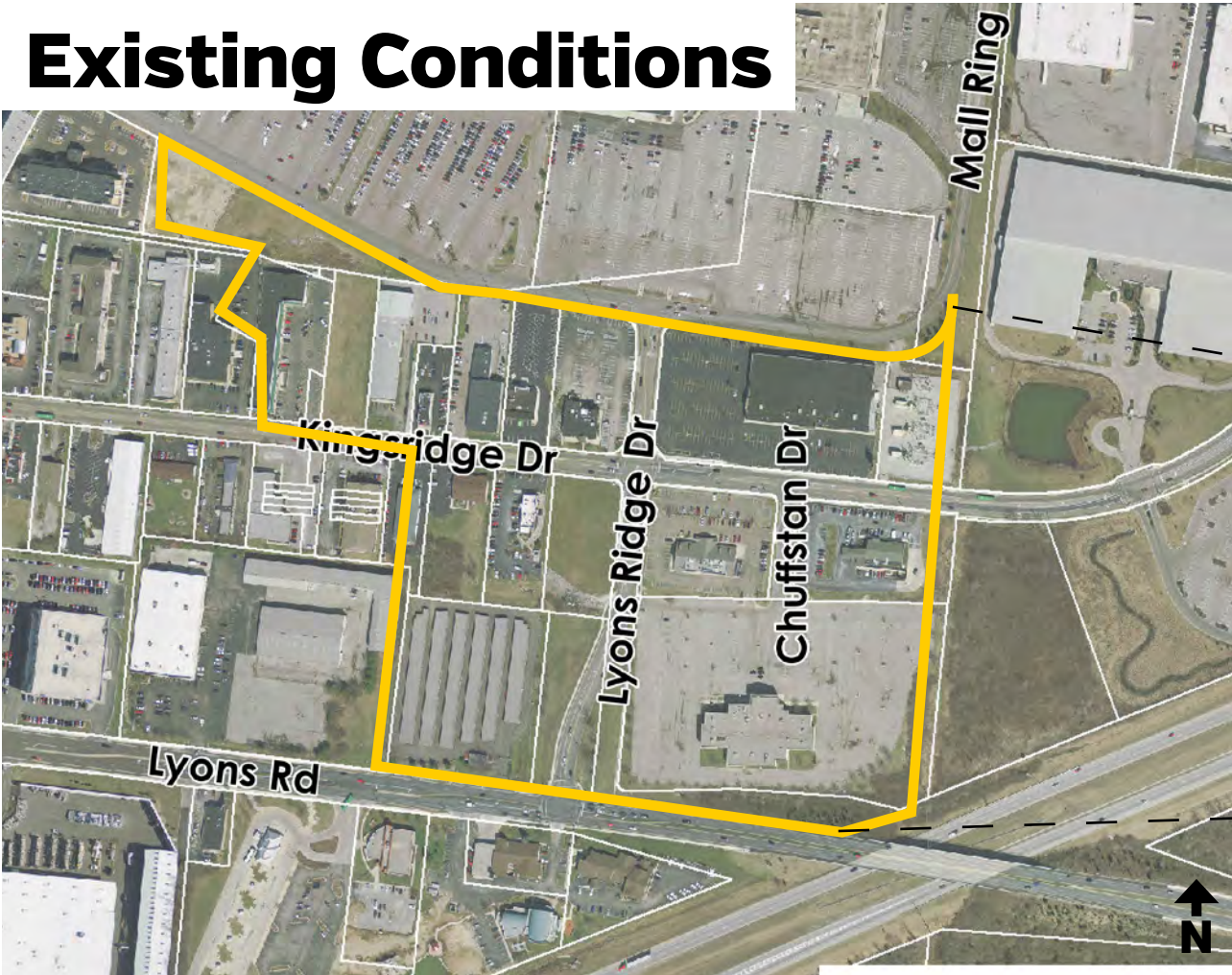


Development Scenarios

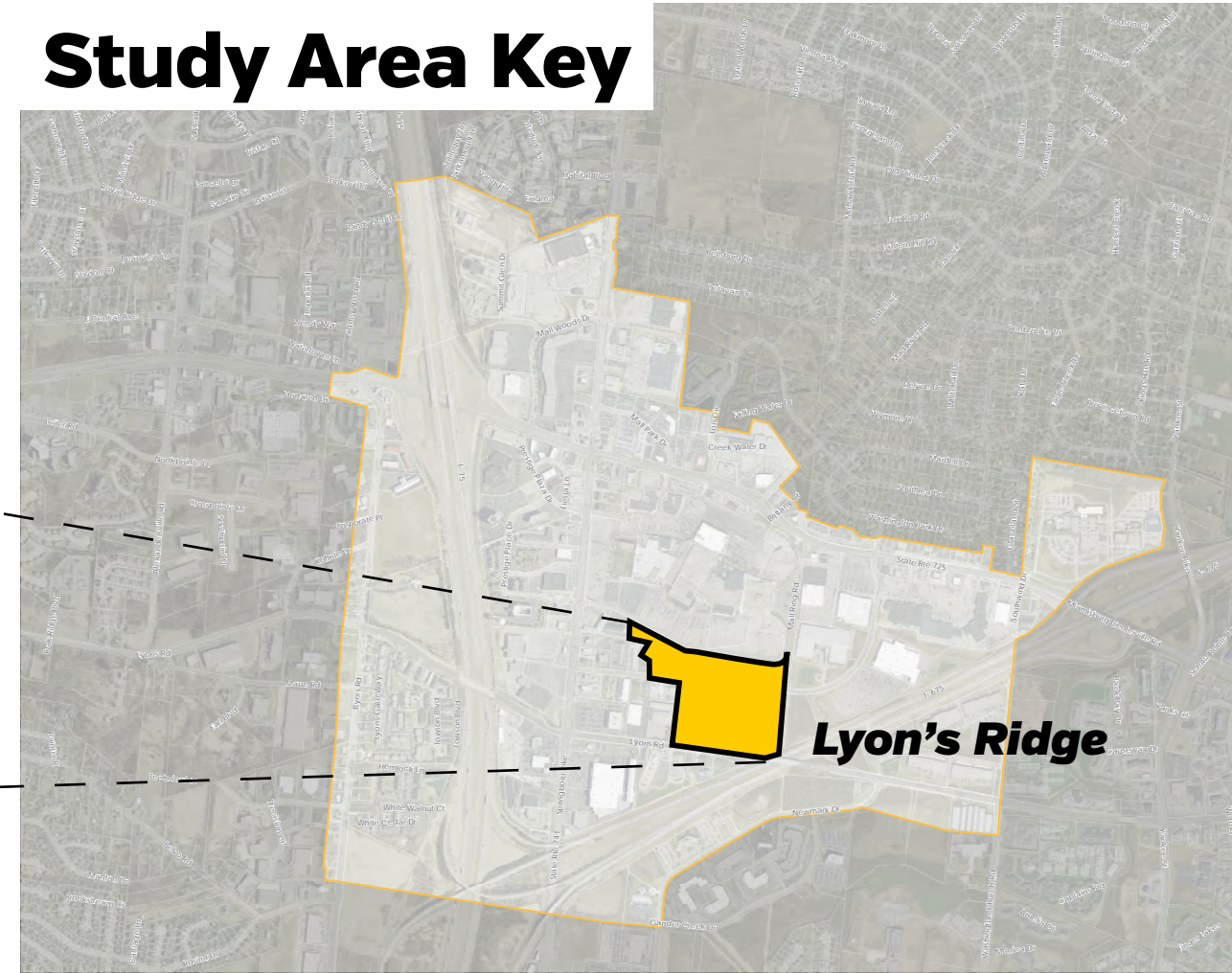
Lyon's Ridge

The planning team is currently evaluating potential development scenarios for three key sites within the master plan study area. Working with Miami Township, Miamisburg, property owners, and community input, we will narrow these down to one concept for each site. Each of those final concepts will undergo a financial analysis to ensure development feasibility.

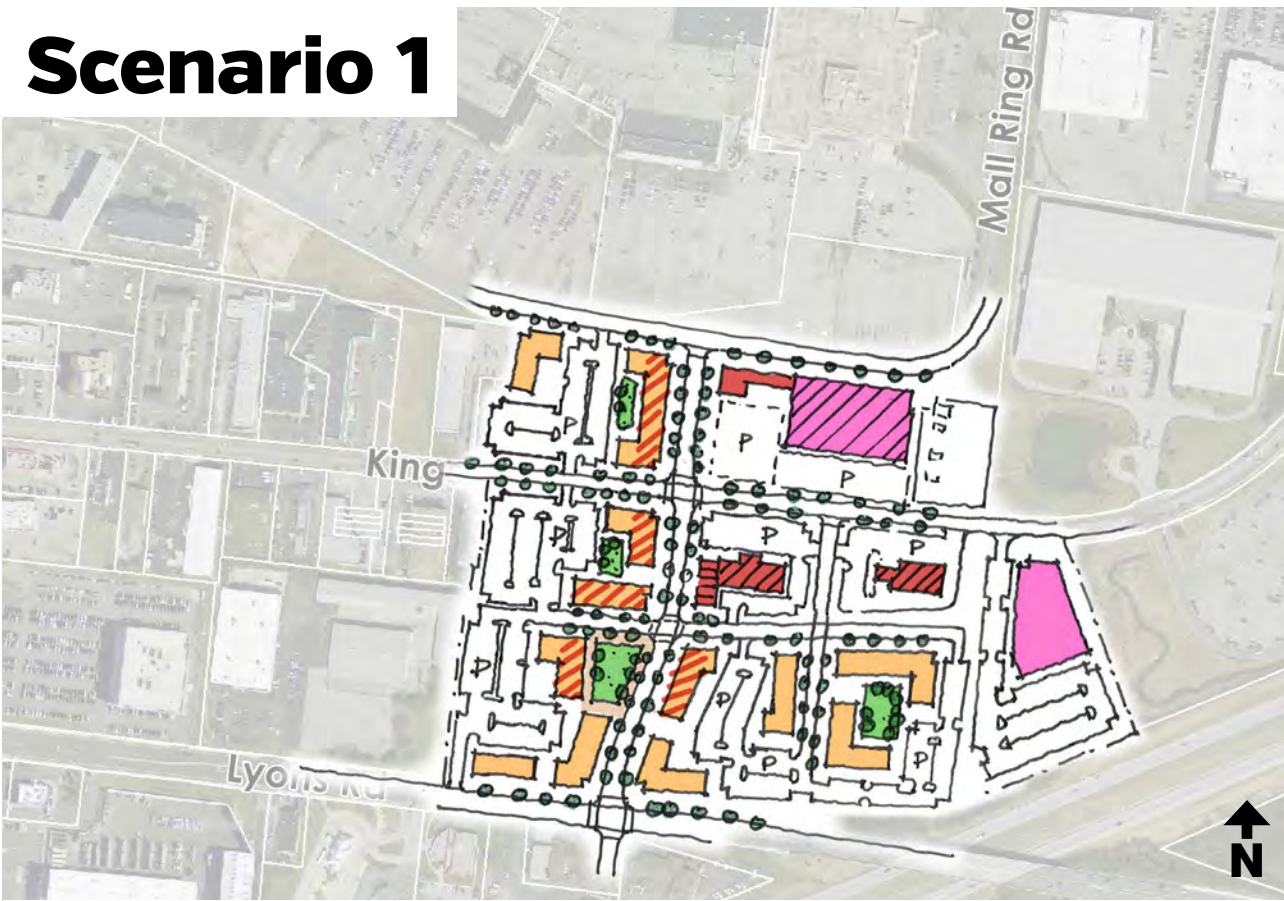
Existing Conditions



Study Area Key



Scenario 1



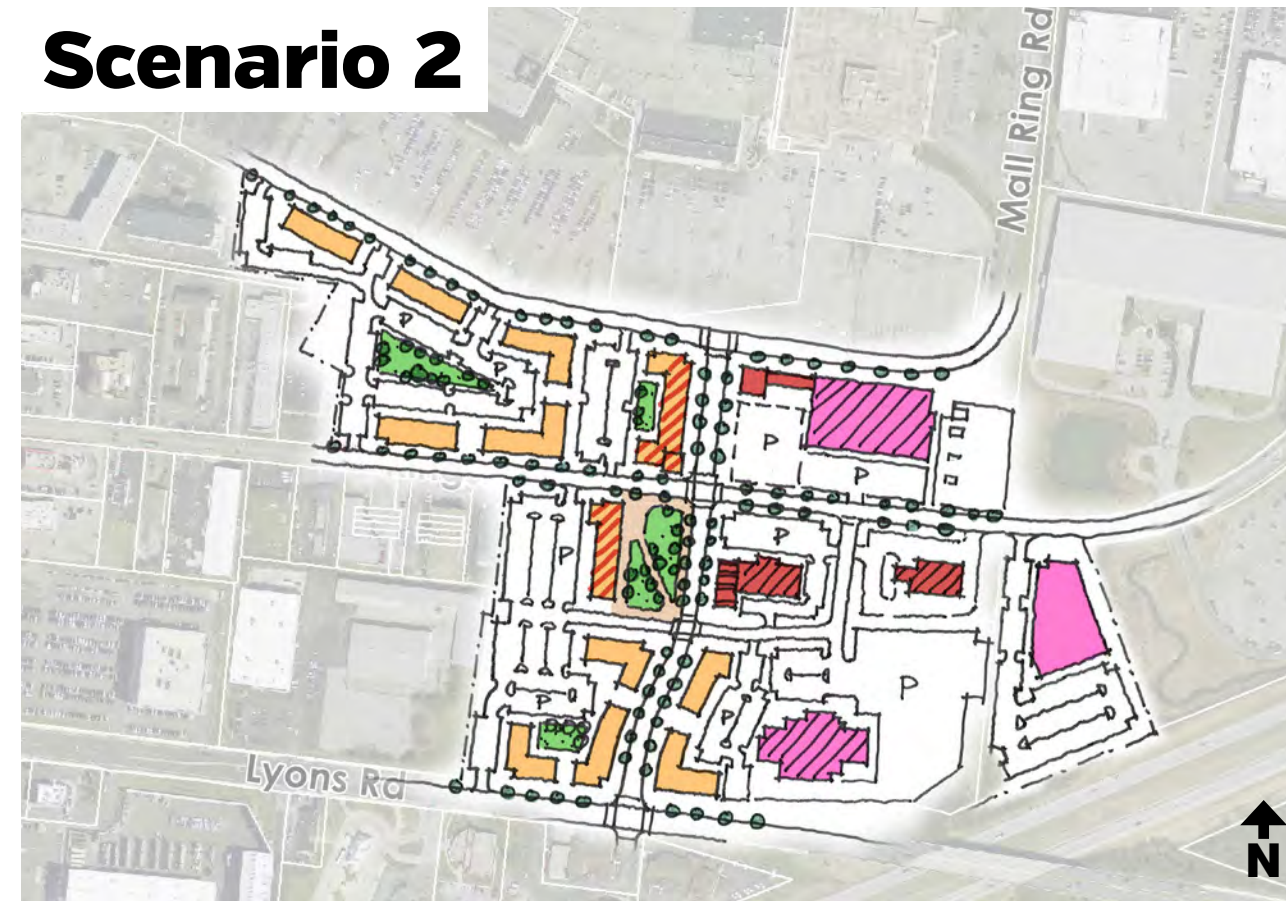
Residential on Existing Cinema Site

Scenario 1 Program:

Retail: 35,000 - 40,000 gsf
Residential: 350 - 400 units
Public green space: 15,000 gsf
Entertainment: 25,000 - 30,000 gsf

Post your Comments:

Scenario 2



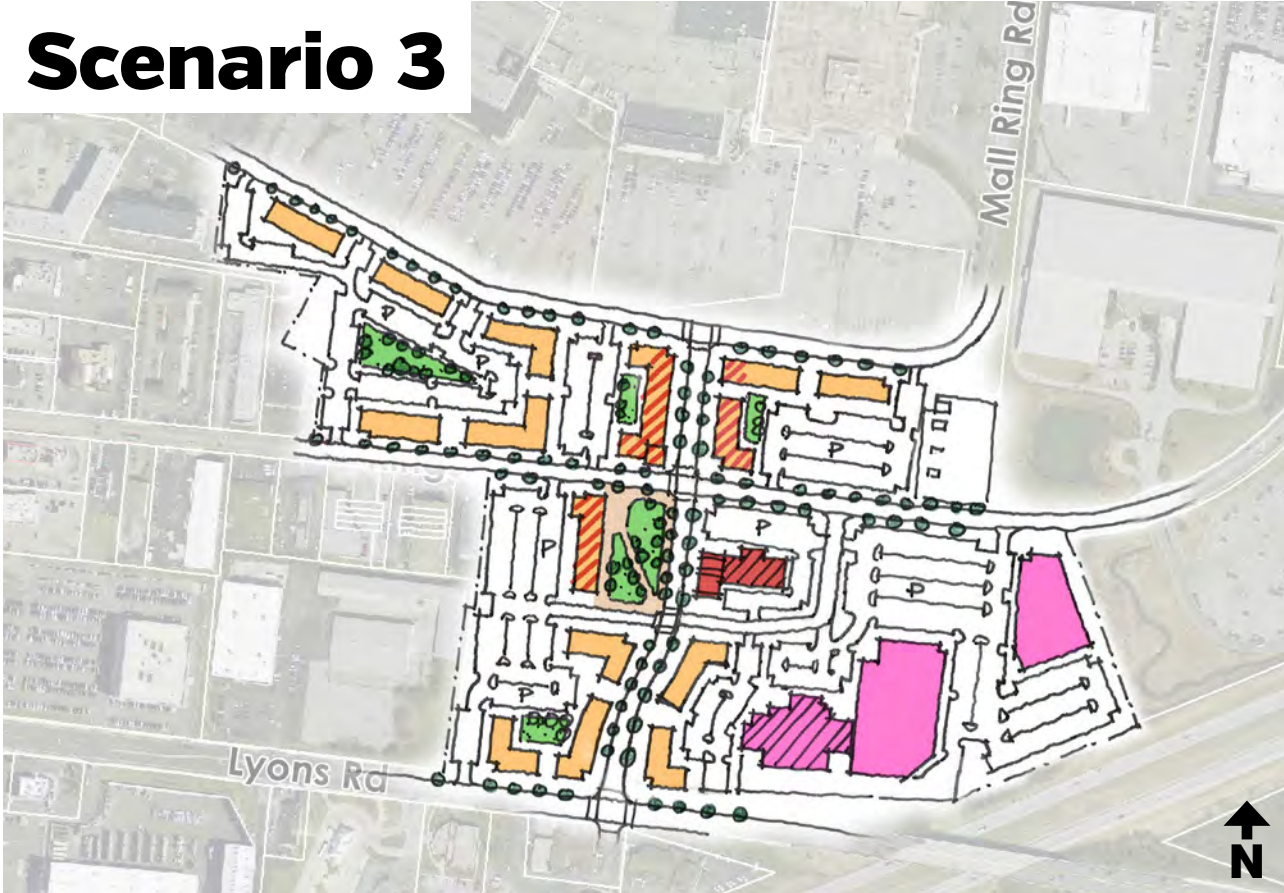
Main Street with Village Green

Scenario 2 Program:

Retail: 25,000 - 30,000 gsf
Residential: 350 - 400 units
Public green space: 45,000 gsf
Entertainment: 25,000 - 30,000 gsf

Post your Comments:

Scenario 3



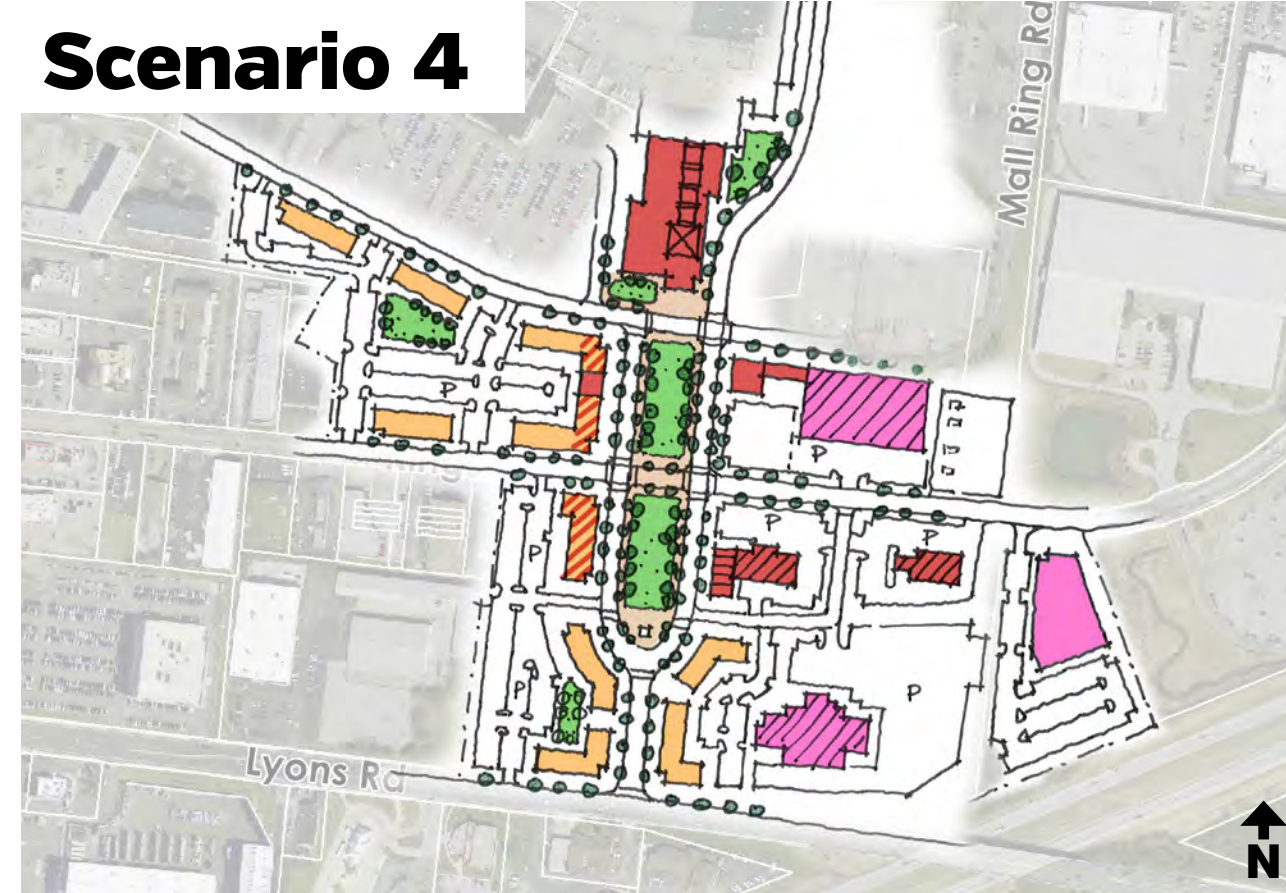
Main Street with Village Green and new Entertainment complex

Scenario 3 Program:

Retail: 35,000 - 45,000 gsf
Residential: 450 - 500 units
Public green space: 45,000 gsf
Entertainment: 80,000 - 100,000 gsf

Post your Comments:

Scenario 4



Central Park at the Mall

Scenario 4 Program:

Retail: 30,000 - 35,000 gsf
Residential: 300 - 350 units
Public green space: 95,000 gsf
Entertainment: 25,000 - 30,000 gsf

Post your Comments:

Key

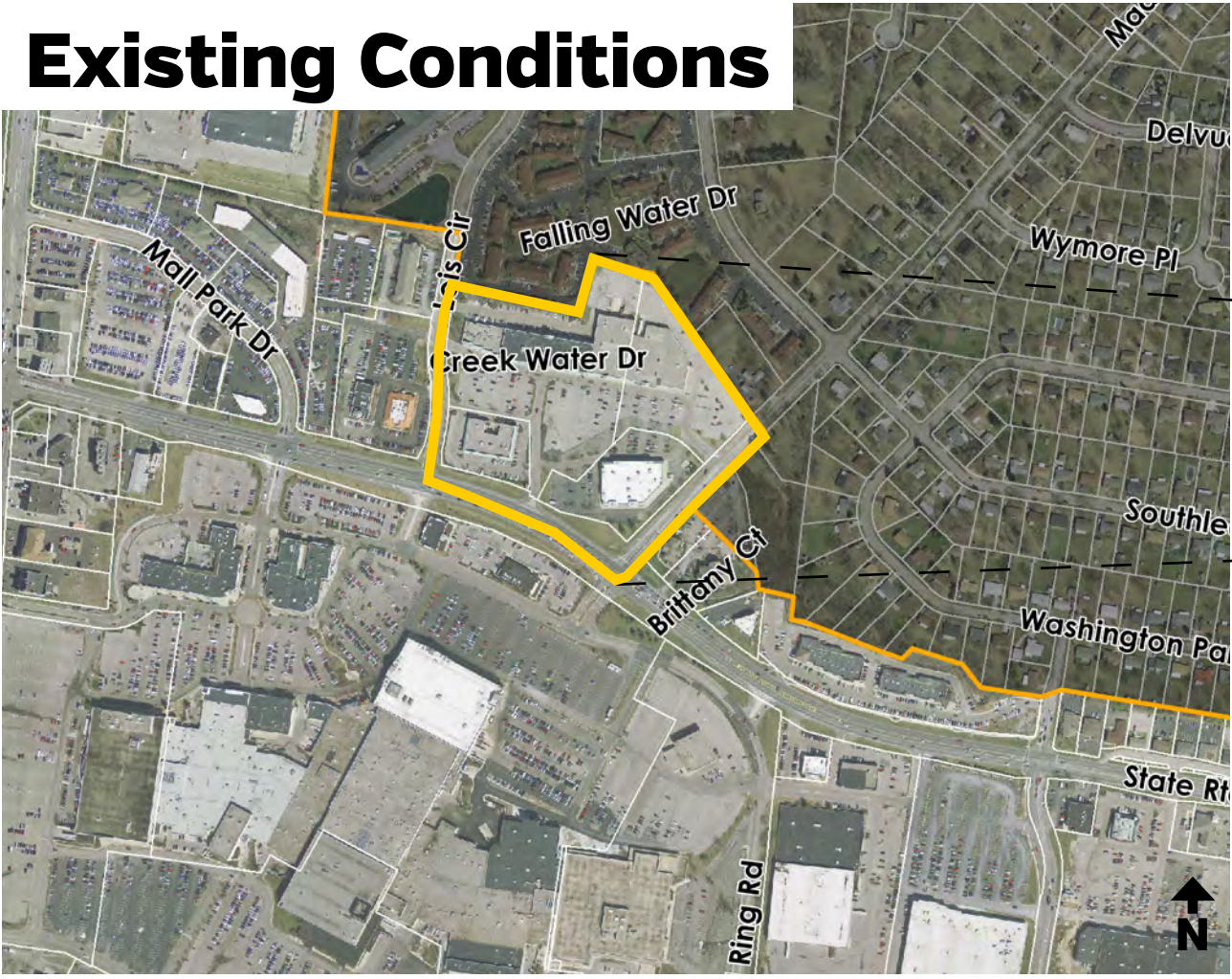
	Retail		Hotel		Green space		Existing Retail
	Residential		Entertainment		Mixed use with first floor retail		Existing Entertainment

Development Scenarios

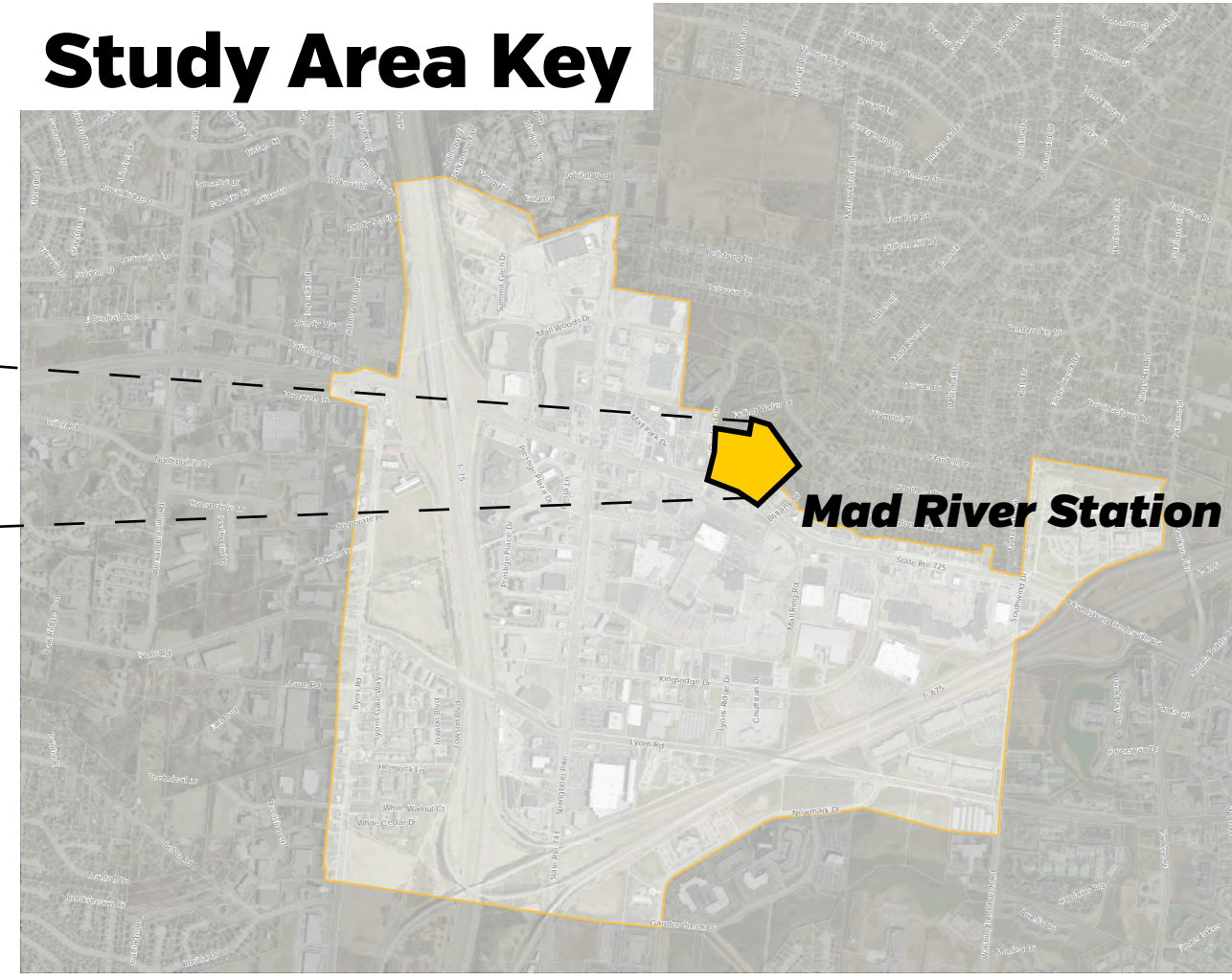
Mad River Station

The planning team is currently evaluating potential development scenarios for three key sites within the master plan study area. Working with Miami Township, Miamisburg, property owners, and community input, we will narrow these down to one concept for each site. Each of those final concepts will undergo a financial analysis to ensure development feasibility.

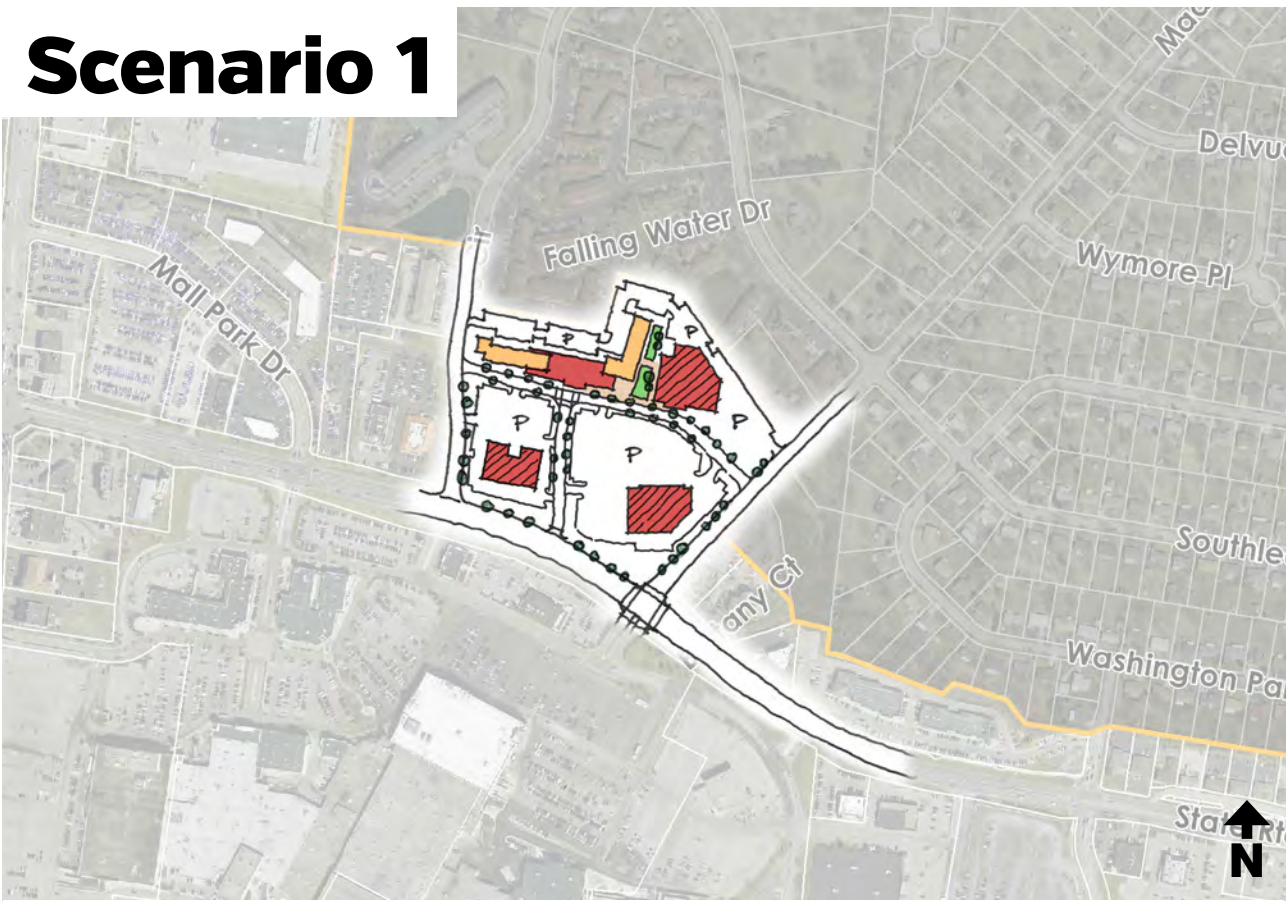
Existing Conditions



Study Area Key



Scenario 1



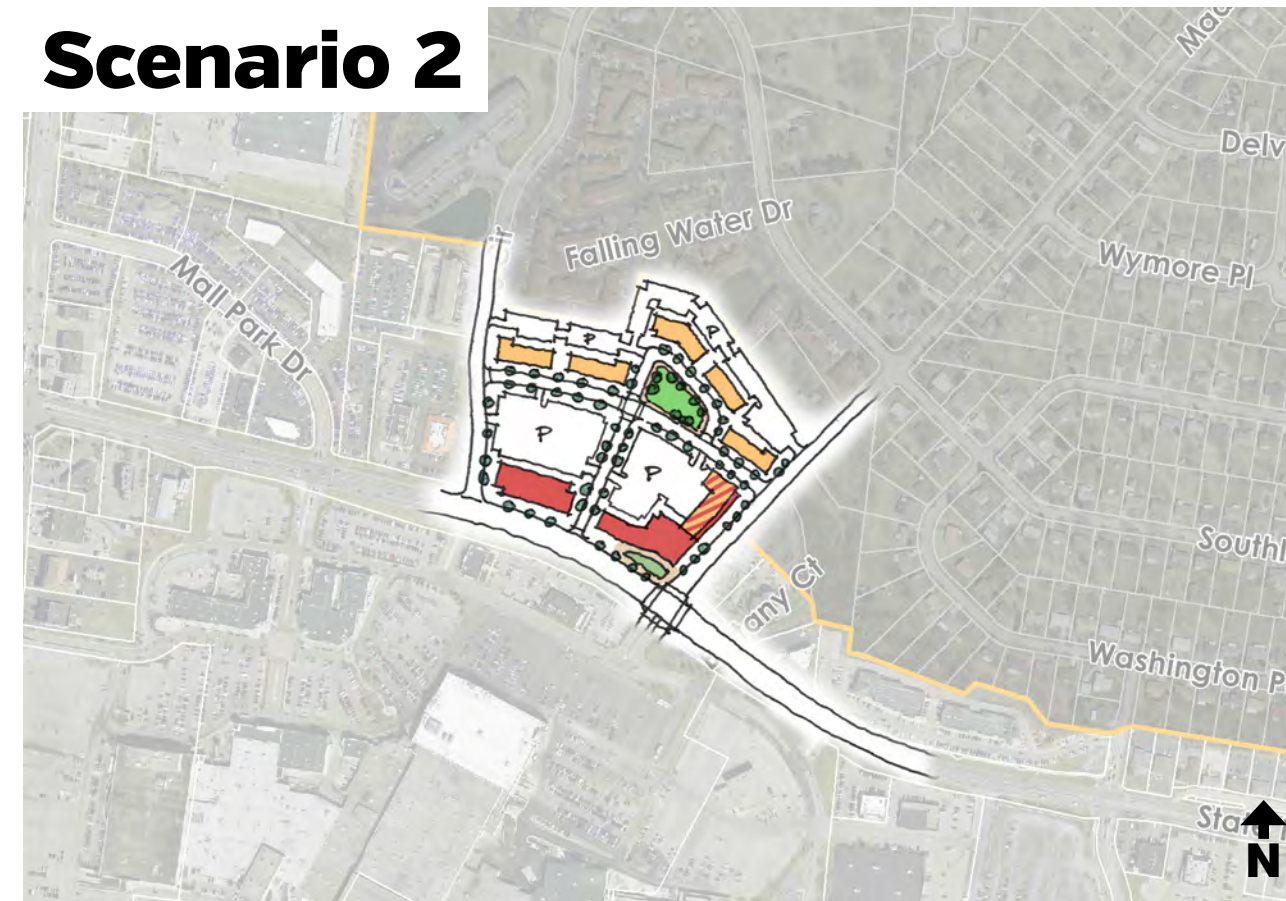
Less new retail, less housing

Scenario 1 Program:

Retail: 30,000 - 40,000 gsf
Residential: 50 - 70 units
Public green space: 9,000 gsf

Post your **Comments:**

Scenario 2



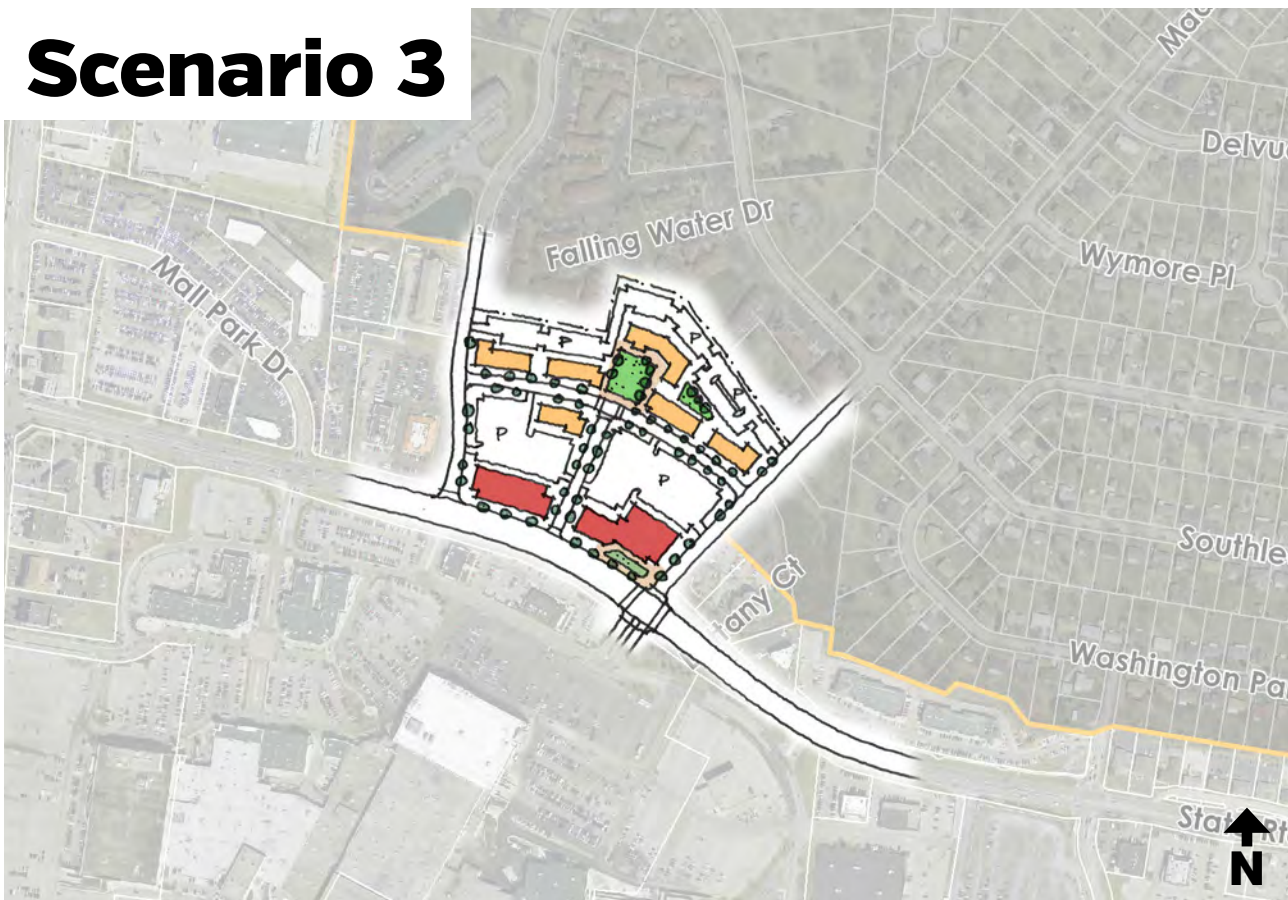
More new retail, more housing

Scenario 2 Program:

Retail: 60,000 - 70,000 gsf
Residential: 150 - 200 units
Public green space: 24,000 gsf

Post your **Comments:**

Scenario 3



More new retail, more housing

Scenario 3 Program:

Retail: 55,000 - 70,000 gsf
Residential: 200 - 250 units
Public green space: 18,000 gsf

Post your **Comments:**

Key

	Retail		Office		Green space		Existing Retail
	Residential		Entertainment		Mixed use with first floor retail		Existing Entertainment

Development Scenarios

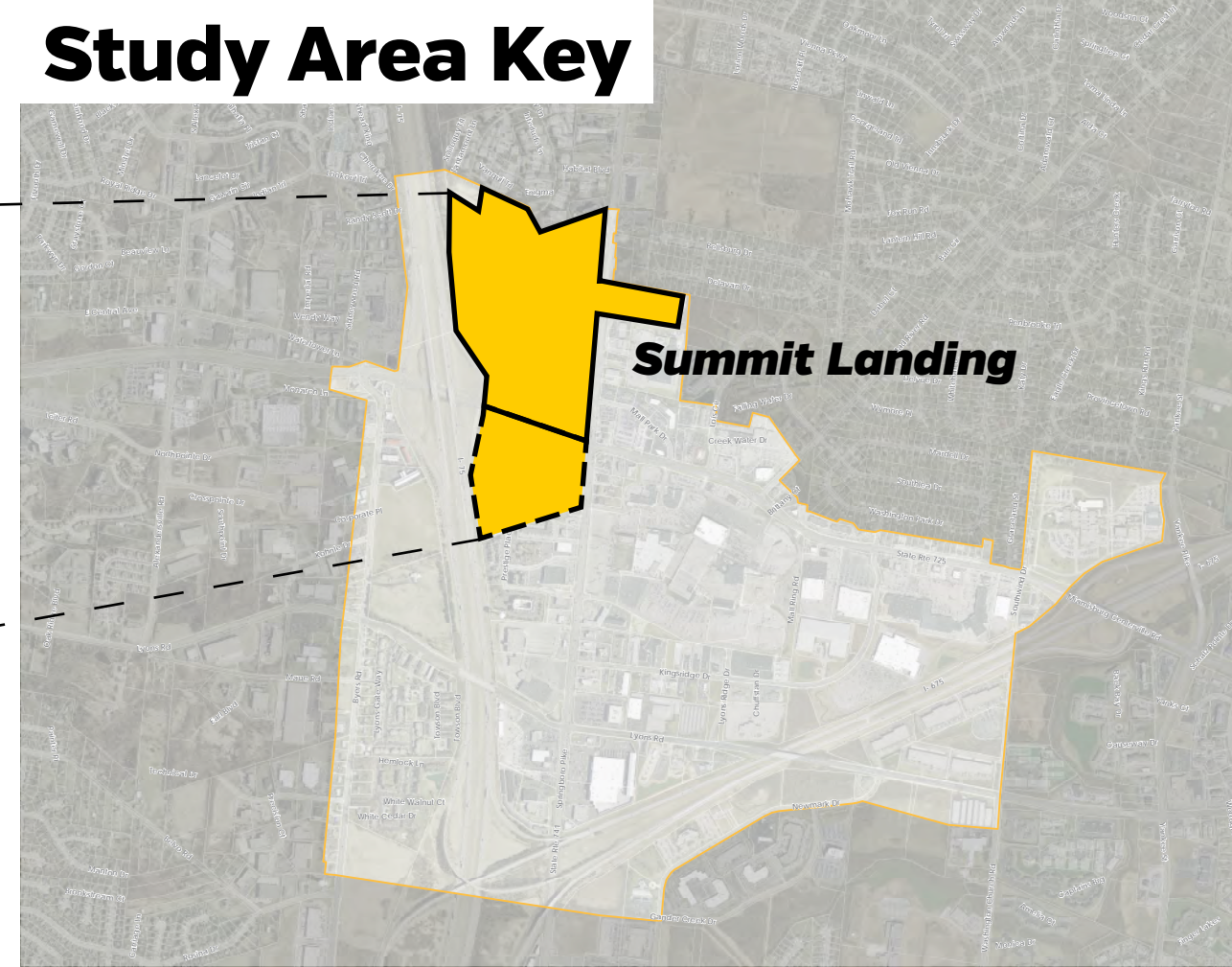
Summit Landing

The planning team is currently evaluating potential development scenarios for three key sites within the master plan study area. Working with Miami Township, Miamisburg, property owners, and community input, we will narrow these down to one concept for each site. Each of those final concepts will undergo a financial analysis to ensure development feasibility.

Existing Conditions



Study Area Key



Scenario 1



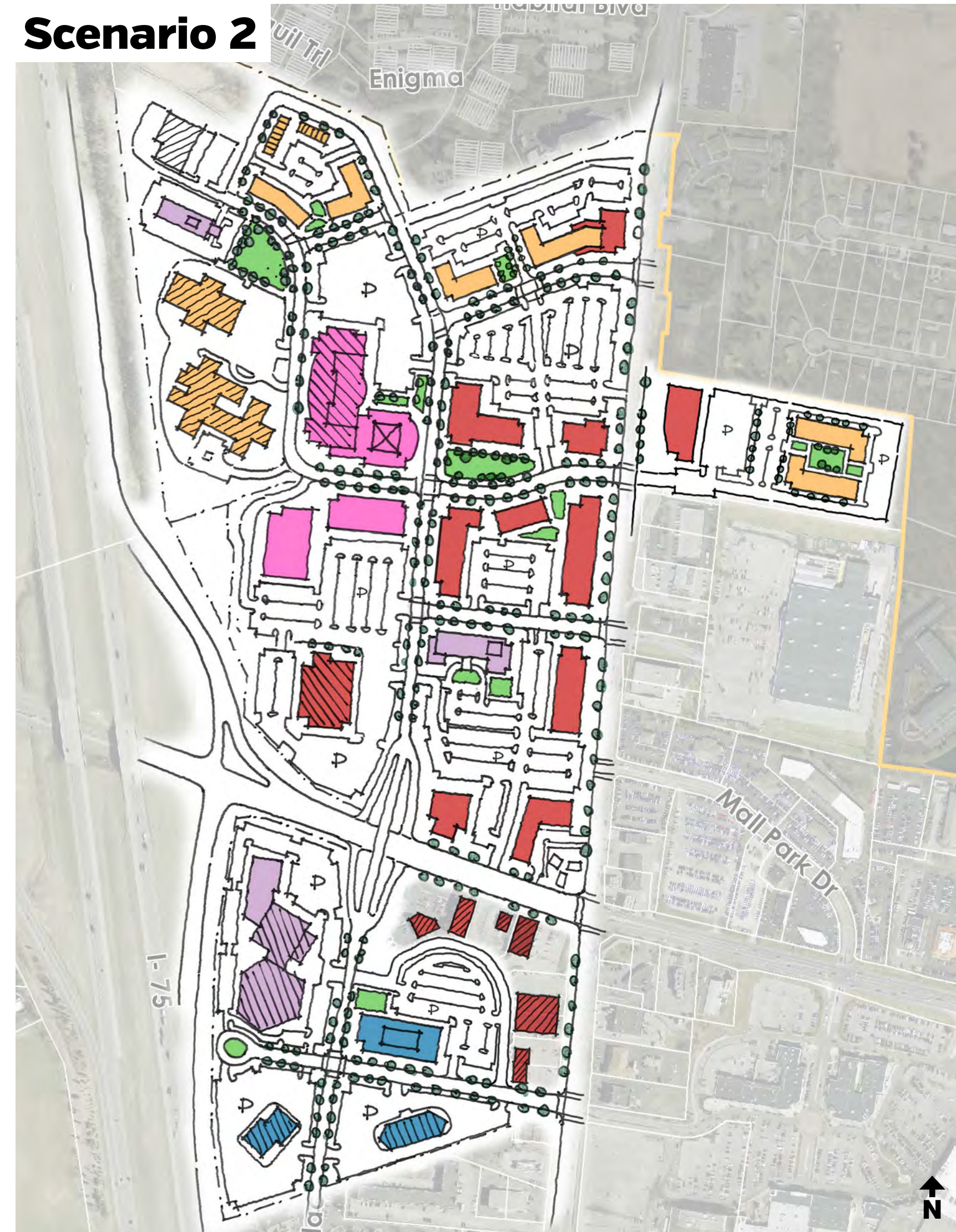
"Summit Landing"

Scenario 1 Program:

- Retail: 220,000 - 250,000 gsf
- Entertainment: 30,000 - 40,000 gsf
- Hotel: 150 - 200 rooms
- Residential: 70 - 90 units
- Public green space: 80,000 gsf

[Post your Comments:](#)

Scenario 2



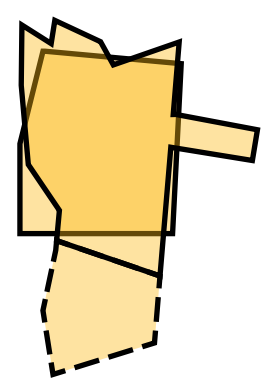
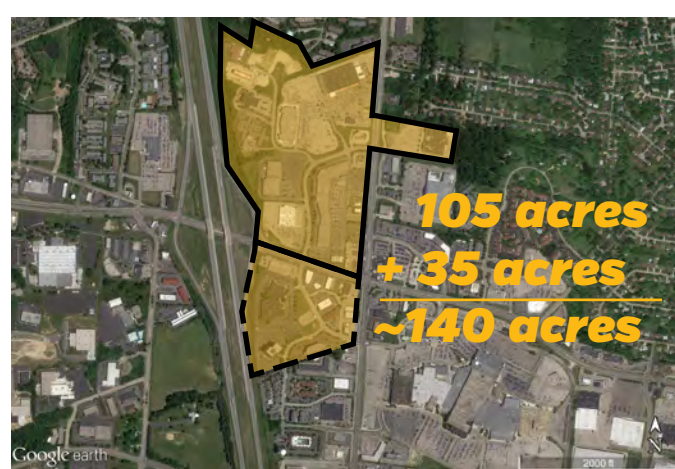
"Summit Landing" and Prestige Plaza Site Scenario

Scenario 2 Program:

- Retail: 280,000 - 320,000 gsf
- Entertainment: 110,000 - 120,000 gsf
- Office: 120,000 - 150,000 gsf
- Hotel: 150 - 300 rooms
- Residential: 250 - 280 units
- Public green space: 80,000 gsf

[Post your Comments:](#)

Comparing Scales of Development



Austin Landing

Summit Landing

To help visualize how much potential redevelopment this represents, we have compared the size of Austin Landing with "Summit Landing," the part of the study area north of 725. Both sites are similar in size.

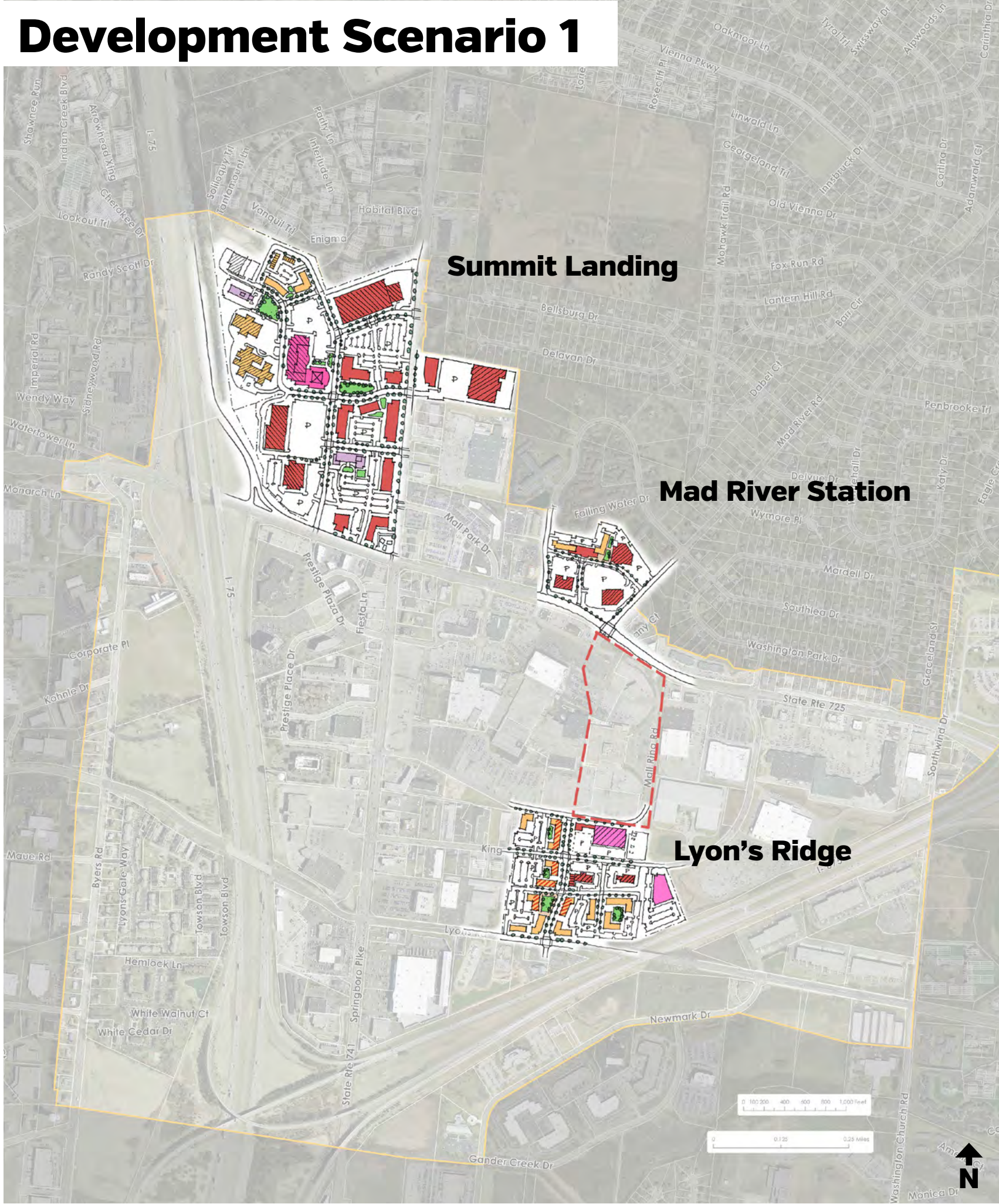
Key

Green space	Office	Hospitality/Conference	Existing Office	Existing Hospitality/Conference
Residential	Retail	Entertainment	Existing Retail	Existing Entertainment

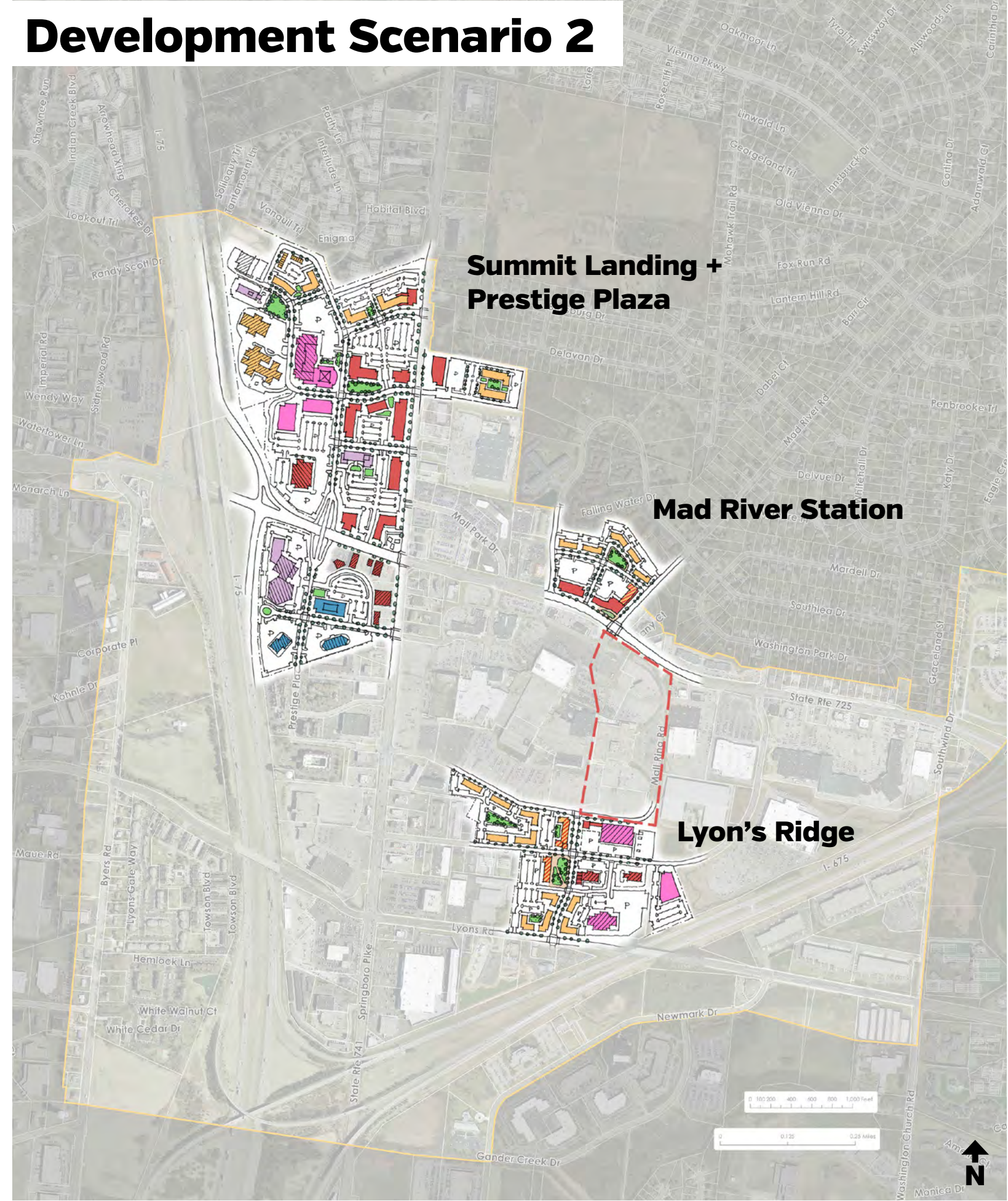
Development Scenarios

The planning team is currently evaluating potential development scenarios for three key sites within the master plan study area. Working with Miami Township, Miamisburg, property owners, and community input, we will narrow these down to one concept for each site. Each of those final concepts will undergo a financial analysis to ensure development feasibility.

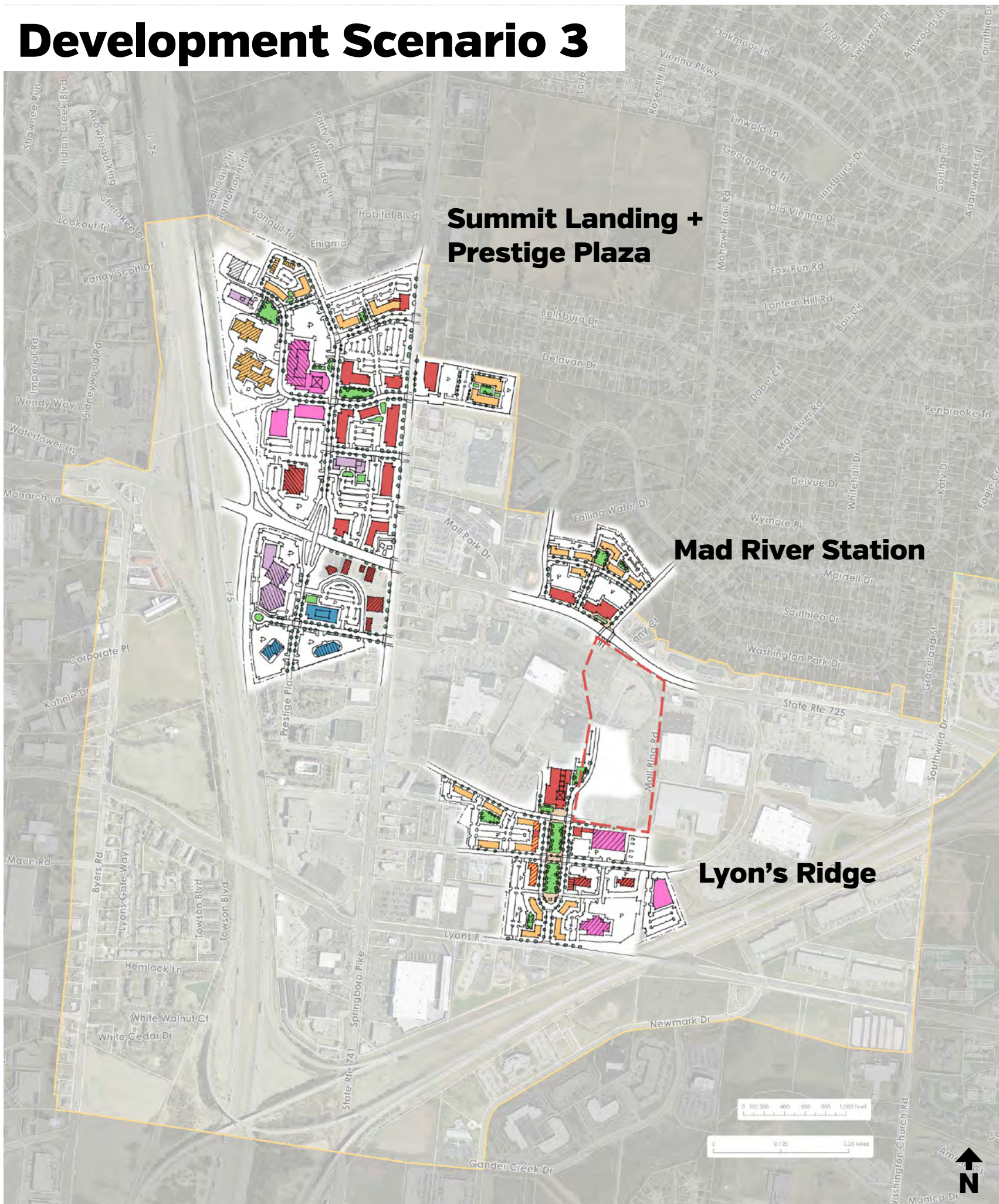
Development Scenario 1





Development Scenario 2



Development Scenario 3



Key

	Green space		Office		Hospitality/ Conference		Existing Office		Existing Hospitality/ Conference
	Residential		Retail		Entertainment		Existing Retail		Existing Entertainment

THE DAYTON MALL AREA MASTER PLAN

IS COMING TOGETHER

Miami Township and the City of Miamisburg are nearing completion of a two-year, two-part planning initiative that seeks to transform the area surrounding the Dayton Mall into a more walkable, bicycle friendly, mixed-use district. While the Mall and surrounding retail are still very much a regional destination for shopping, eating, and entertainment, both jurisdictions have recognized the need to invest in this

area so that it will continue to remain competitive and attractive to America's rapidly changing demographics, economy, and market preferences. The planning effort has already identified significant new opportunities for this area, and the highlights are included below. The draft plan will be presented to the community soon.

VISION STATEMENT

The Dayton Mall Area will emerge as a uniquely 21st-century "village center," connected to the community and to itself by a network of lively, walkable streets that embrace the spectrum of community life extending from a bustling regional mall to an intimate regional library.

Unlocking Potential

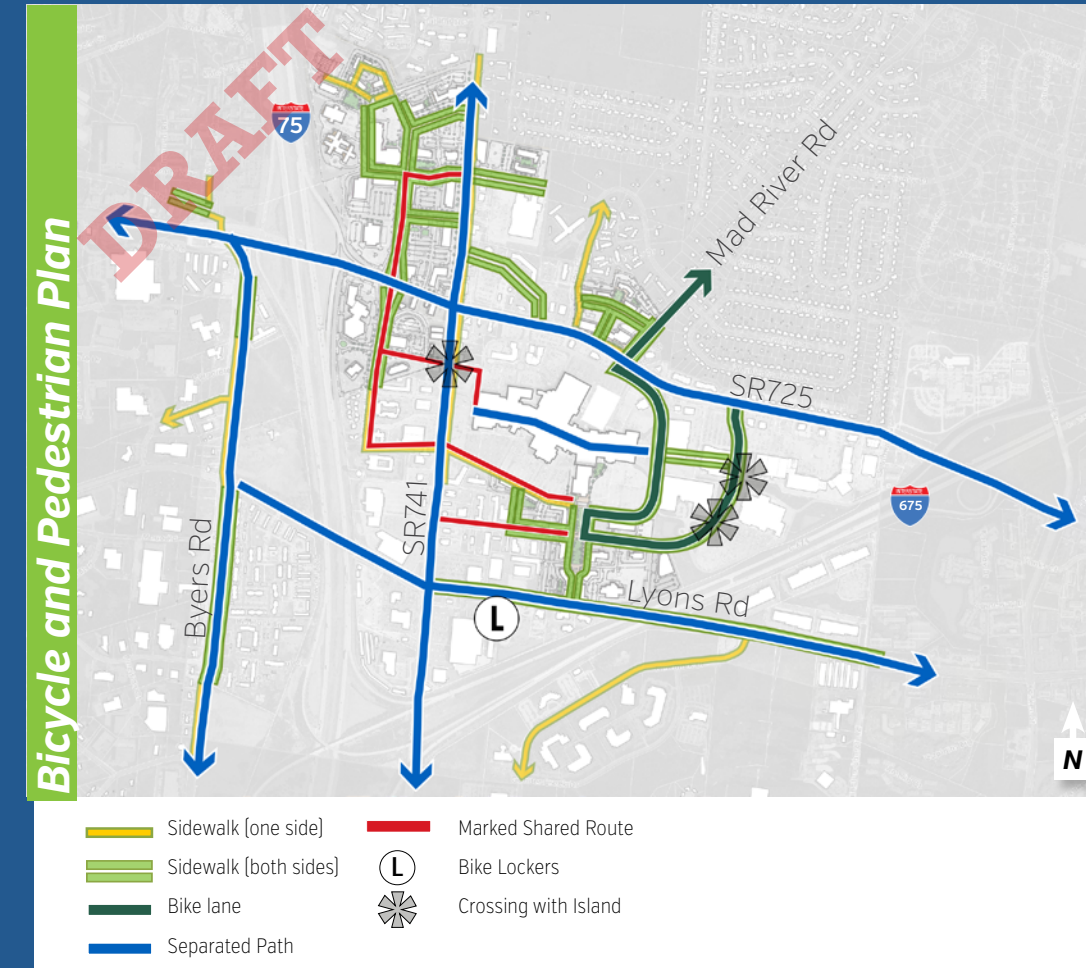


Catalytic redevelopment: Based on a review of the existing conditions, market analysis, and stakeholder and community input, the planning team identified three core locations as sites where catalytic redevelopment would likely occur:

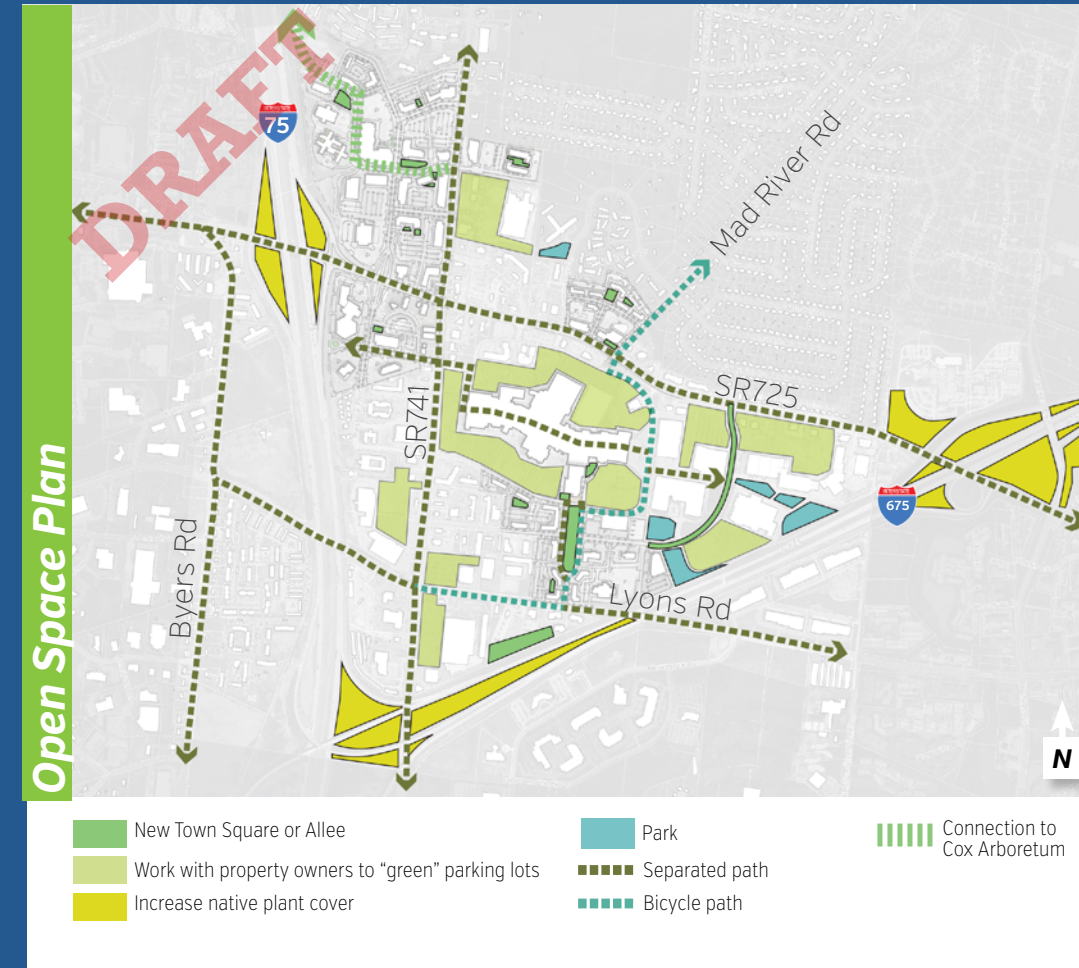
1. Lyon's Ridge, south of the mall along Lyon's Ridge Drive;
2. Mad River Station, at the intersection of Mad River Road and Mall Ring Road; and
3. Prestige Summit (name was created for planning purposes), a combination of the area along Prestige Plaza Drive south of SR725 and Mall Woods Drive north of SR725.

Phasing: Due to the fact that Miami Township controls a sizeable portion of land along Lyons Ridge Drive, near-term redevelopment initiatives will target this location. A near-term redevelopment opportunity may also exist at the Mad River Station site—its owners have expressed interest in higher-density, mixed-use redevelopment. The proposed redevelopment scenario for Prestige Summit, which is as large as Austin Landing, would require the involvement of a large-scale developer and participation of important property and business owners such as Kettering Health Network.

Improving Access, Growing Greener



- Sidewalk (one side)
- Sidewalk (both sides)
- Bike lane
- Separated Path
- Marked Shared Route
- Bike Lockers
- Crossing with Island



- New Town Square or Allee
- Work with property owners to "green" parking lots
- Increase native plant cover
- Park
- Separated path
- Bicycle path
- Connection to Cox Arboretum

A new bike and pedestrian network. The plan proposes to improve biking and walking conditions throughout the study area. Bike lanes will link to the region's extensive existing network, and funding has already been secured for new lanes from Byers Road along Lyons Road into the study area.

A green, and sustainable environment. All new development efforts will focus on incorporating sustainable stormwater handling and other "green infrastructure" such as solar-heated water tanks into new construction. The JEDD, Miami Township, and Miamisburg will continue to work with existing property and business owners to improve stormwater runoff and further "green" their properties with enhanced landscaping, solar panels and other programs.

Creating a Brand for the District



Creating a new brand: While the Dayton Mall area has served as a regional draw for nearly 50 years, little identifies this area as a special district, neighborhood, or place. We are working hard to build a shared consensus around an identity that is rooted in the history of our region and shared across our individual jurisdictions. In fact, the brand is based on community input from the three-day planning charrette held in February, 2015.

A district brand will be presented to the community at the upcoming Open House for their review and input. This brand will ultimately be rolled out across the area in the form of signs, banners, and street furnishings. Key gateway locations—like the Exit 44 interchange—will host larger signs and should be supported with significantly improved landscaping. A branding campaign will encourage businesses to incorporate the brand into their own signage, on packaging, and through other creative means.

Moving the Plan forward

Addressing the Issues

The following issues most in need of being addressed were identified by both the community and numerous stakeholders:

- There is a lack of public gathering places within the study area
- Primary development model is single-use and primarily accessed by automobile
- Pedestrian and bicycle access is spotty and disconnected
- The exit 44 interchange is outdated and uninviting
- The Dayton Mall area has never had a unified identity; Dayton is 9 miles away
- Properties are not connected to one another, forcing customers to drive from one parking lot to the next
- Whether perception or reality, the community expressed a concern about the level of safety within the Dayton Mall area
- Inadequate landscaping creates "sea of gray" and highlights predominance of surface parking lots
- While shopping is strong, there are few other destination and/or entertainment attractions within the study area
- At 2-square miles, it will be difficult to create area-wide redevelopment strategies

10 Triumphs in 10 Years

The Ten Triumphs represent the highest priority initiatives that can resolve the challenges facing the Dayton Mall area today and set the stage for prolonged growth over the next 10-20 years. Each of these initiatives will be expanded upon in the Dayton Mall Area Master Plan.

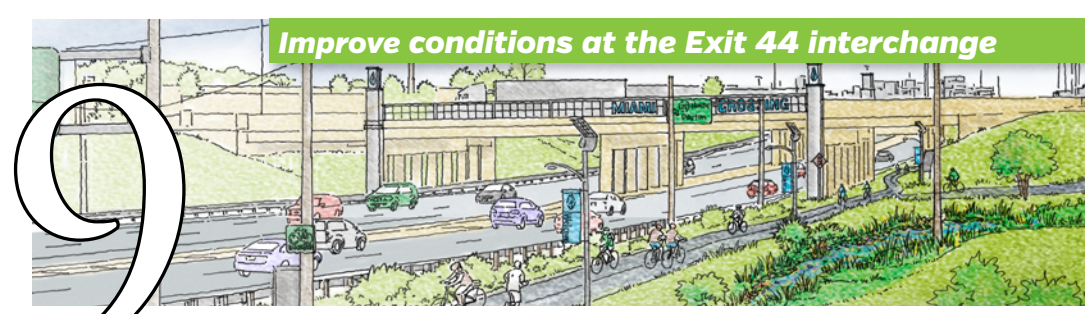
UNLOCKING POTENTIAL



CREATING A DISTRICT



IMPROVING ACCESS, GROWING GREENER



Strong market demand

MARKET STUDY

Sufficient demand exists in the Dayton Mall area to fill:

1,200 multifamily residential units + **80,000** square feet of neighborhood-serving retail + **30,000** square feet of office space

over the next 10-12 years, which could lead to **\$190,000,000-\$205,000,000** in new investment

Market demand: Market studies showed that demand exists to fill up to 1,200 new market-rate units of multifamily housing over 10 to 12 years, along with roughly 80,000SF of neighborhood-serving retail such as cafes, restaurants, and smaller independently-owned shops. While office demand remains low, it could support up to 30,000SF of professional-service space, in part because of the location.

Source: Zimmerman/Volk Associates, Inc., 2015; market assessments by W-ZHA

Find out more!

There will be a Public Review of the Dayton Mall Area Master Plan Final Draft soon. You are invited to attend to learn more about the plan and to provide feedback on the Final Draft.

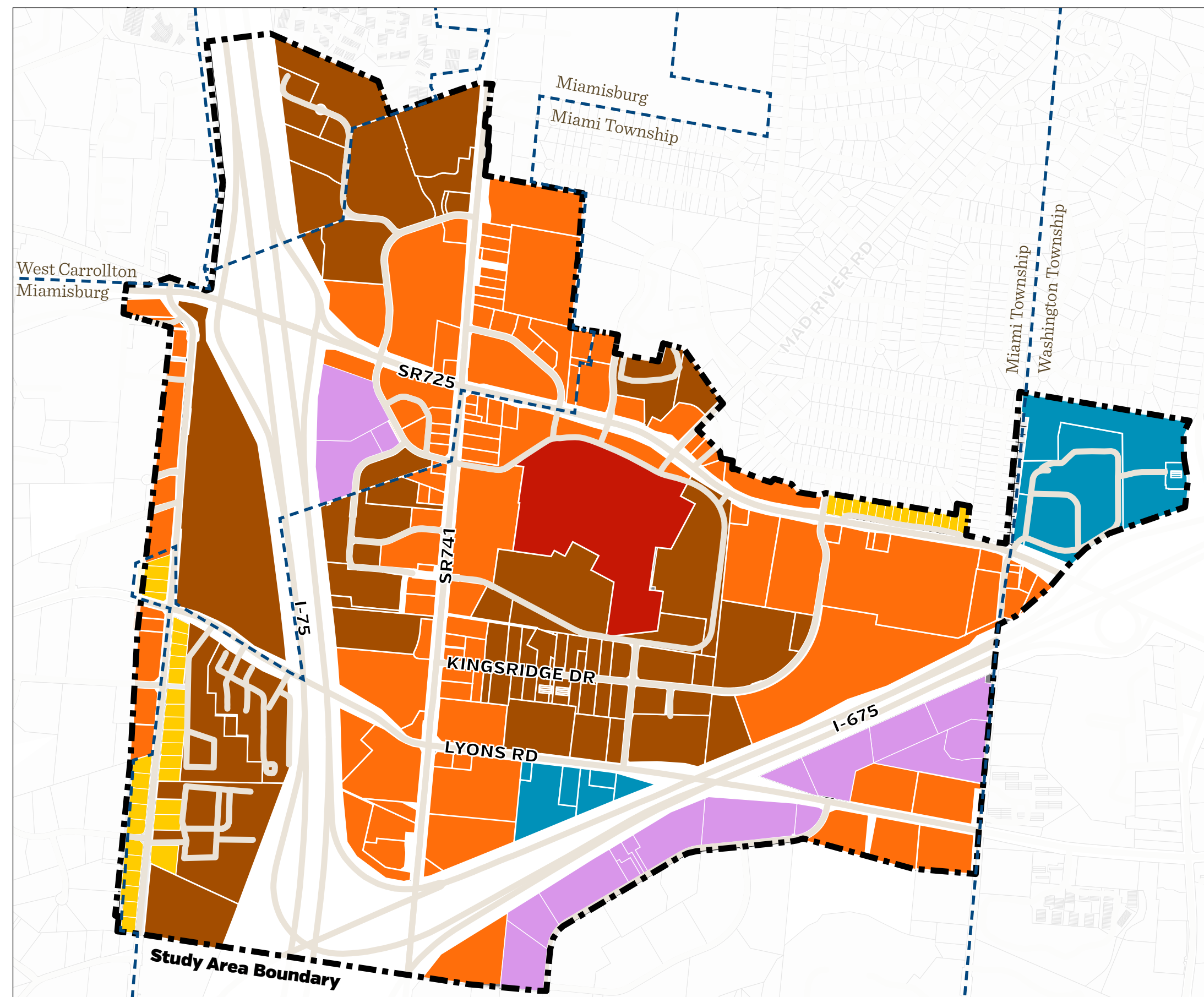
If you would like to learn more about the plan or stay tuned for the Public Review date, please visit:

www.planthemallarea.com



If you have questions or comments about the plan, please contact Chris Snyder, Director of Community Development for Miami Township, at 937.433.3426 or csnyder@miamitownship.com.

A new **Future Land Use Plan** will guide the form of new development.



Future Land Use

The Dayton Mall Area falls into three different municipalities. The majority of the site is in Miami Township, a portion of it is in Miamisburg and the Southview Medical Center lies in Washington Township. The current zoning classifications here do not support the mixed-use environment that the Dayton Mall Area Master Plan seeks to create. While established businesses will be grandfathered into the existing zoning, the plan recommends zoning changes and design standards for future development.

This map proposes future land uses for the Mall Area. The map and the land use classifications, when adopted by the Township and Miamisburg, will become land use policy and form the basis for the Township and Miamisburg's review of land use, zoning and variance requests. Plan recommendations apply if a property owner wants to change the use of her or his property and, as indicated, a zoning variance is required. This information provides guidelines to make expectations about future development in the area as clear as possible, but it does not imply automatic approval of development proposals at the maximum allowed density or intensity.

The Future Land Use Plan identifies three different types of main-street, mixed-use districts that can be created within the Dayton Mall area: Mixed-Use 1, a Walkable Mixed-Use Neighborhood with lower densities, pedestrian-only areas and lower vehicular traffic; and Mixed-Use 2, an Auto-Oriented Main Street along major thoroughfares. Mixed-Use 3 focuses on lower density live/work communities. The following design guidelines can be used to guide new development to match the character of these neighborhoods.

Urban Design Guidelines

for Mixed-Use Districts

Mixed Use 1: Walkable Mixed-use Neighborhood

- Mixed-use with higher number of residential uses
- Building heights: 2-4 stories
- Setbacks should be 0 feet to encourage development up to the road.
- Pedestrian walkways through sites, connecting entrances, buildings, and the public sidewalk, with safe crossings of streets, drives, and parking areas.
- Neighborhood serving retail
- Pedestrian-only areas including plazas, parklets and pedestrian friendly streets and walkways
- Outdoor restaurant/cafe seating
- A main street environment, located away from arterial roads.
- Tree shade and shade structures
- Use of materials (paving, color) to delineate pedestrian and vehicular space
- On-street parking; surface parking hidden behind buildings, never on corner; encourage shared parking
- Reduce or waive minimum off-street parking requirements
- Encourage shared parking
- Parking and vehicle drives located away from building entrances, and not between building entrances and streets with pedestrian activity
- Reduce or waive minimum off-street parking requirements / allow applicants to request parking standard reductions based on parking impact study

Mixed-Use 2: Auto-Oriented Main Street

- Mixed-use with higher number of commercial/retail uses
- Building heights: 2-10 stories
- Setbacks should be 0 feet to encourage development up to the road.
- Pedestrian scale sidewalks with a street furnishing zone (for trees, seating, trash cans, signs, etc.) Wide sidewalks at storefronts (minimum 7' walking zone free of street trees and fixtures)
- Storefronts visible from road
- Pedestrian crossings through/between sites
- Building entrances oriented to streets; corner buildings should have corner entrances where appropriate;
- Bicycle access separated from high traffic roads
- Mix of larger and smaller retail stores
- Street trees and 10% minimum interior landscape requirement for parking lot
- Landscape buffer between parking lot and adjacent pathways and streets (6' wide planter with 3' minimum vertical growth; or 3'-4' average height masonry or living wall with 3' wide planter and 2' minimum vertical growth.)
- Parking lot improvements/sustainable retrofits, stormwater management requirements
- Outdoor gathering spaces: Require developments to integrate usable public space whenever possible, and require that they recognize and respond appropriately to existing or planned public spaces on or near the site (e.g., parks, civic buildings and spaces, transit stops, sidewalks, plazas, and similar spaces).
- Free parking zones for shoppers
- Landscape buffering between parking lots and adjacent sidewalks

TABLE: *Future Land Use Classifications*

Classification	Description
MIXED-USE 1	This classification encourages mixed uses at the neighborhood level. These areas contain multiple functions and act as local centers of economic activity. Examples include smaller-scale retail, office, or mixed uses built to the urban design standards recommended by this plan. Neighborhood commercial uses shall be located at key intersections and within nodes. Residential units shall be located either above and/or directly adjacent to retail.
MIXED-USE 2	This classification encourages mixed uses at the regional level, including larger mixed-use development, retail and office, and residential uses. Residential units shall be located either above and/or next to the commercial, office, or institutional uses in multistory buildings. Highest density buildings shall be located adjacent to SR 741. Buildings along SR 725 must take into account single-family neighborhoods to north; a maximum of 2-stories will be allowed when directly adjacent to single family properties.
MIXED-USE 3	This classification encourages live/work communities consisting of primarily residential uses with limited neighborhood-serving retail when appropriate.
OFFICE	This classification includes office uses.
COMMERCIAL AND RETAIL	Business includes retail and commercial uses, based on current land uses and zoning classifications.
PUBLIC/ INSTITUTIONAL	This classification includes the Miami Township Government Building and Library. Current land use shall remain the same.

Developing a Community-Driven Brand for the Dayton Mall Area

Desired Outcomes of the Branding Process

01 Create a brand that is **unique, distinctive and memorable**. One which identifies the Township and its core district as the primary **center of activity, commerce, entertainment and culture for the region**.

02 Generate a family of branded streetscape elements and signs that clearly **delineate the boundaries** and arrival to the Dayton Mall district.

03 Create a **strong sense of community**, through a singular and **iconic identity** that clearly signals a **new, positive and bright outlook** for the future Miami Township and the Dayton Mall Area.

04 Desire a balanced set of elements that feature both **automobile scale icons** and **intimate pedestrian scaled amenities** and signs to increase walk-ability.

05 Communicate a sense of permanence, stability and quality of life through the use of forms, materials and elements that **create a new vernacular character** for the region.

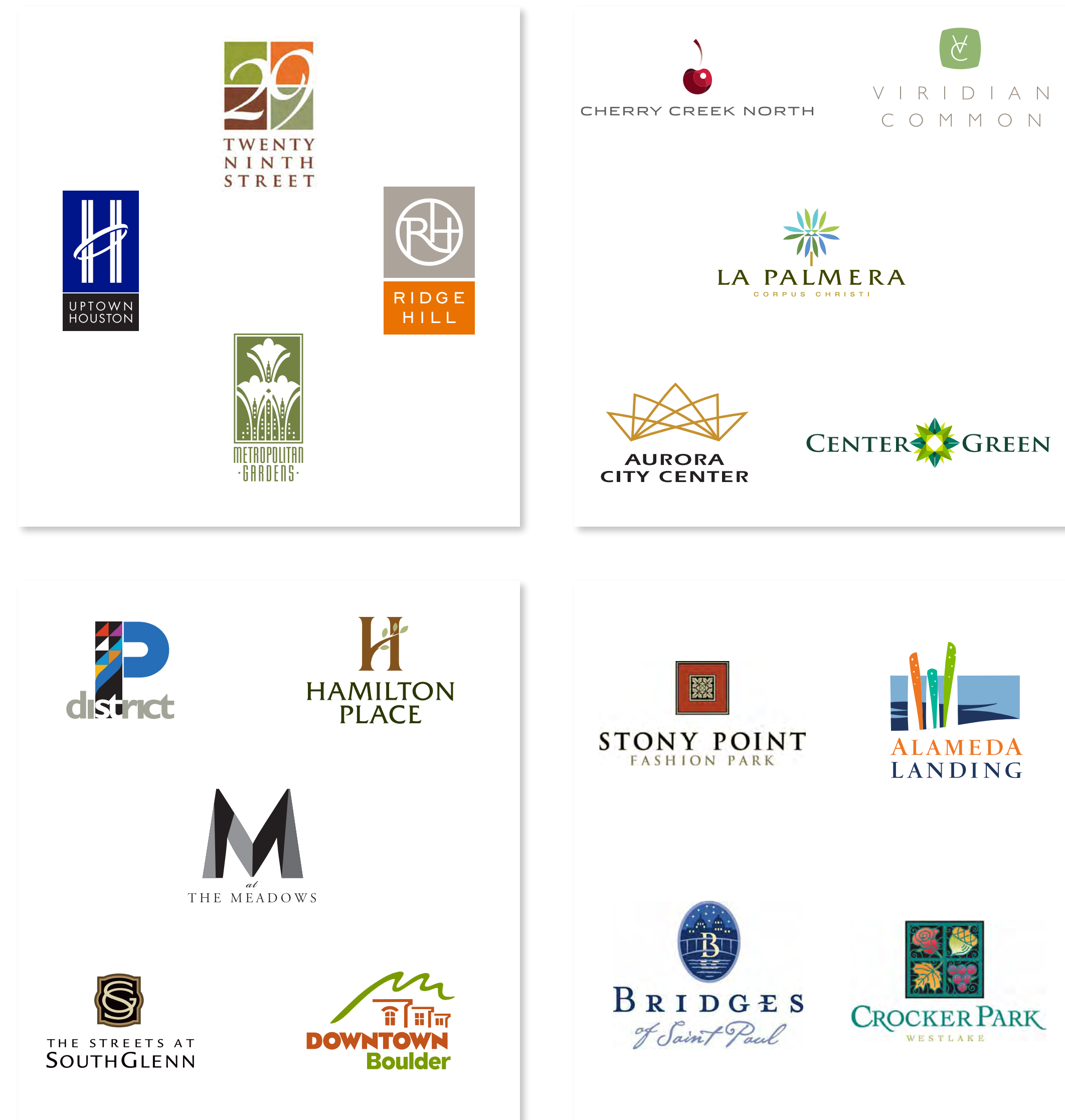
06 Guide and attract visitors throughout the district with an easily accessible, clear, unified and **cohesive set of wayfinding landmarks, icons and gateways**.

07 Make the Dayton Mall area a destination for residents, visitors and area workers to **eat, shop, work, play and live**.

Why Branding?

- Branding is a key component to selling any product, especially when that product is a community, a district, or a destination. Yet while the Mall Area has been a regional draw for nearly 50 years, very little identifies the area as a special place. Nothing along SR725 or SR741 telegraphs the idea that a visitor has arrived at a special place. Nothing along Interstates 75 or 675 conveys that idea.
- A **brand** is a name that identifies the Mall Area as a district and destination, clearly articulates its uniqueness, and builds on the marketability of a premier address.

Examples of Branding Efforts



Creating an Identity Together Timeline

- DEC 2014** Site visit and stakeholder interviews. Daniel Aizenman, leader of Stantec's specialized brand-development group, ViBE, conducted a two-day visit to the mall area in December. Combining his expertise, targeted research, and stakeholder interviews, he developed a preliminary assessment of the opportunities and constraints for developing a brand.
- JAN 2015** Branding types and concepts; initial design brief. Based on the preliminary assessment and a review of community input from the kickoff event, ViBE created a design brief for the Oversight Committee to review and react to.
- FEB 2015** Public involvement and input. During the Placemaking Workshop, community members reviewed the design brief, which highlighted outcomes branding could produce; described strategies for unifying design elements across the district; and outlined three potential design directions for a brand. Participants provided feedback on the branding concepts through workshop exercises that helped elicit a general "feeling" most supported by the community.
- MAR 2015** Candidate names and logos based on research and community input. The branding team delivered a set of candidate logotypes and possible naming strategies for the Oversight Committee to review. Committee members narrowed the choices to several finalist concepts for the logotype and area name.
- APR 2015** Final selection of logo and name. Working from the Oversight Committee's recommendations, Miami Township staff presented the final choices to community leaders in both the township and Miamisburg, who helped select the final logotype and name. Miami Township recommended further refinements in the name and logo.
- MAY 2015** Oversight Committee final review. During a May meeting, Oversight Committee members reviewed and commented on the final brand.
- JUL 2015** Internal Discussions between Miami Township and Miamisburg staff and elected officials to review final brand.
- SEP 2015** Presentation to public of final logo, title, and branding/wayfinding toolkit.

Developing a Community-Driven Brand for the Dayton Mall Area

Community Selection Process

Choosing a Successful Identity

- During the Placemaking Workshop, community members reviewed a “design brief”, which highlighted outcomes branding could produce; described strategies for unifying design elements across the district; and outlined three potential design directions for a brand. Participants provided feedback on the branding concepts through workshop exercises that helped elicit a general “feeling” most supported by the community.
- Participants favored a “Hometown Suburban” approach to the brand’s look and feel, with the “Contemporary” category closely following. Three pages of the Design Brief are included below.

- Throughout the planning process, stakeholders provided feedback on the development of a brand, including additional suggestions to the maps below for the placement of primary, secondary and tertiary locations of signage and icons. For example, it was decided that SR725, just west of I-675, should become an additional “gateway” into the Mall Area.



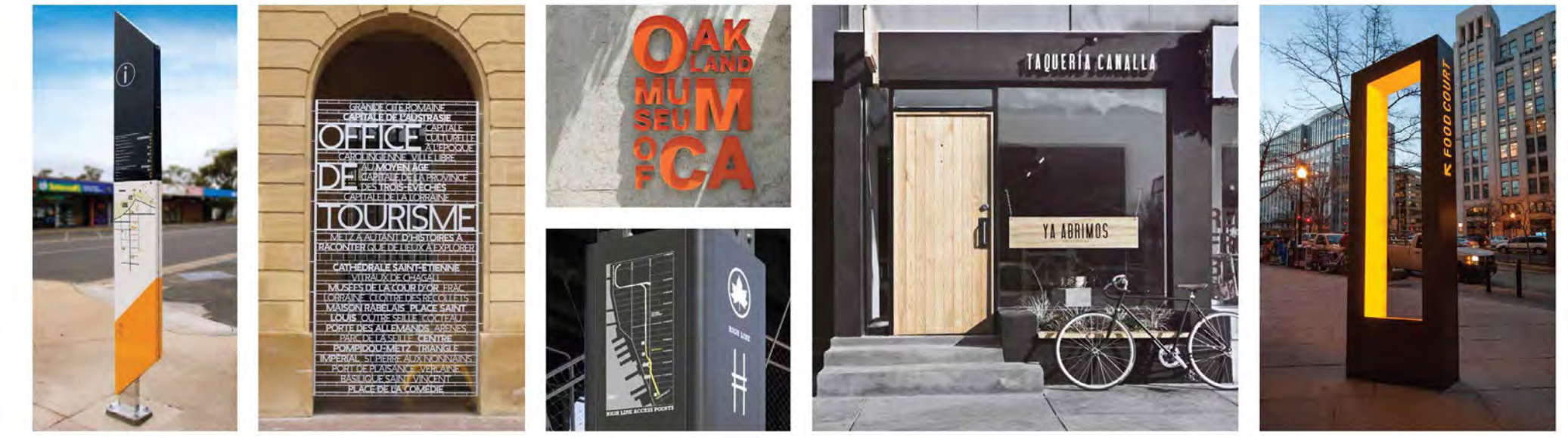
Signage & Wayfinding Visual Languages

February 11, 2015 Stantec

01 Thematic and Rustic



02 Urban, Edgy & Contemporary



03 Hometown Suburban

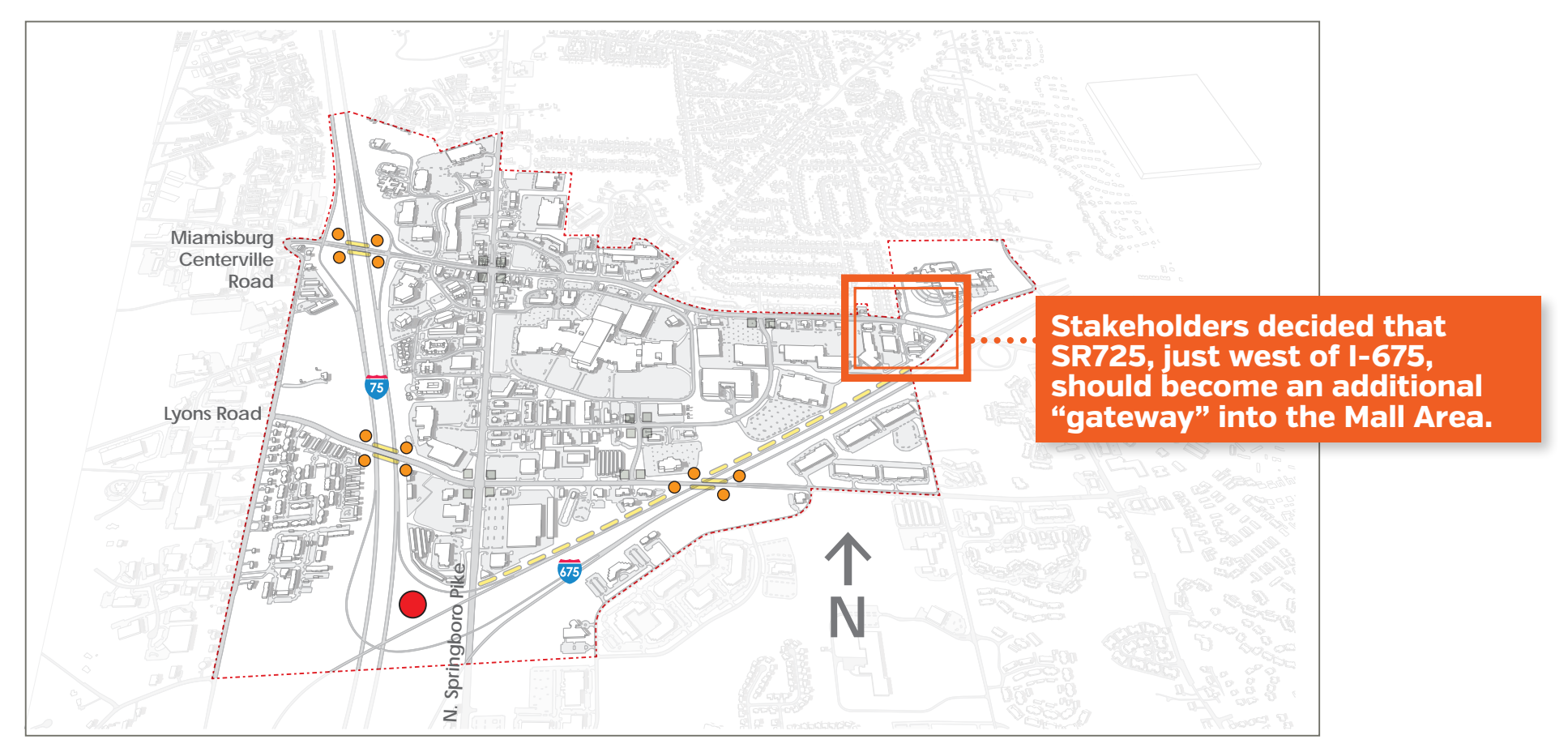


Feel free to leave a mark for your preferred group: Group 01 _____ Group 02 _____ Group 03 _____

Participants favored a “Hometown Suburban” approach to the brand’s look and feel, with the “Contemporary” category closely following.

Branding Opportunities

February 11, 2015 Stantec



Primary Identification

Monumentally scaled signage and/or sculptural elements that identify the area as a distinctive whole, while signifying one’s arrival within the project.



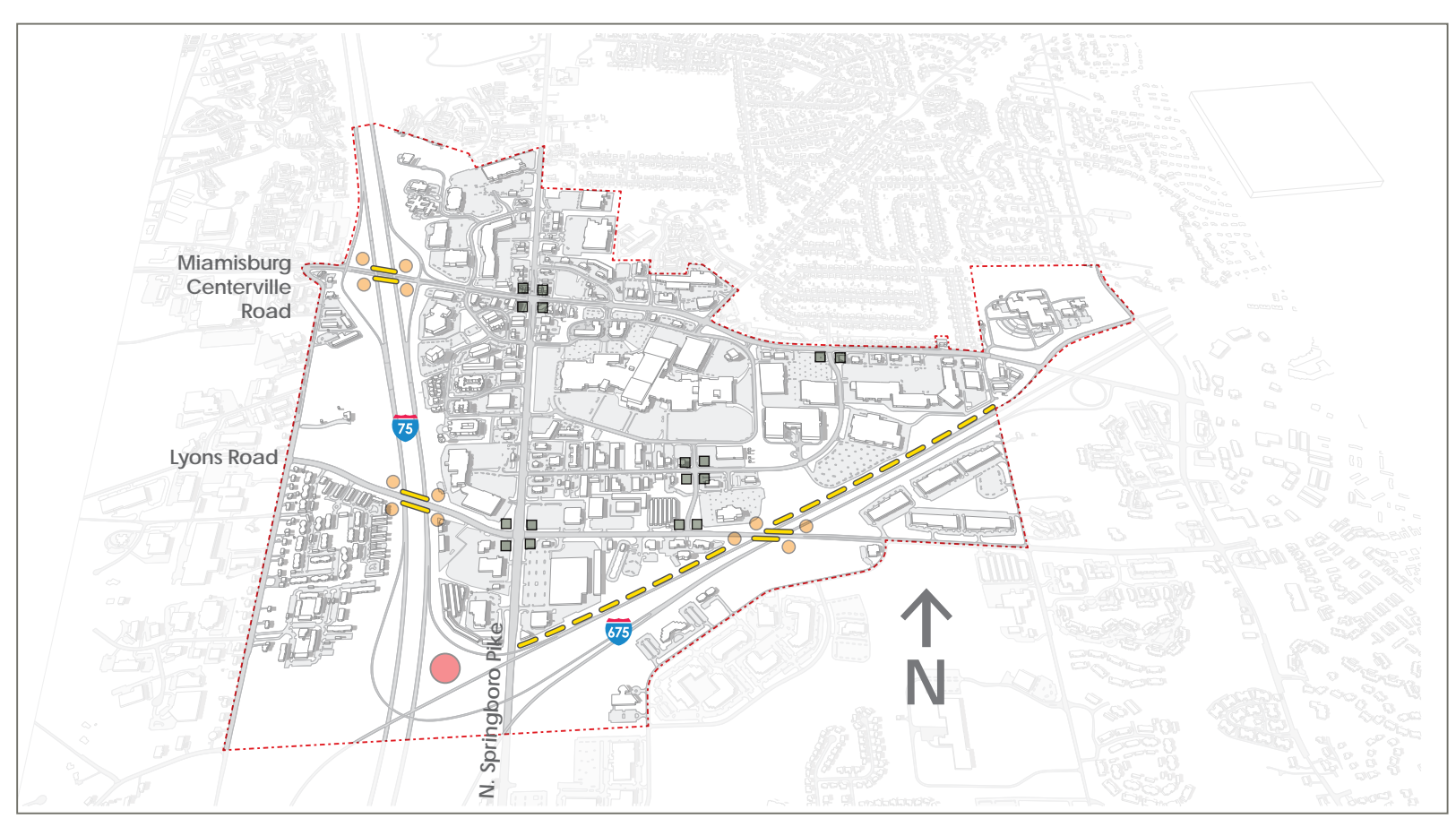
Secondary Identification

Unique elements that create relevant and distinctive gateways into and out of the area and promote universal recognition.



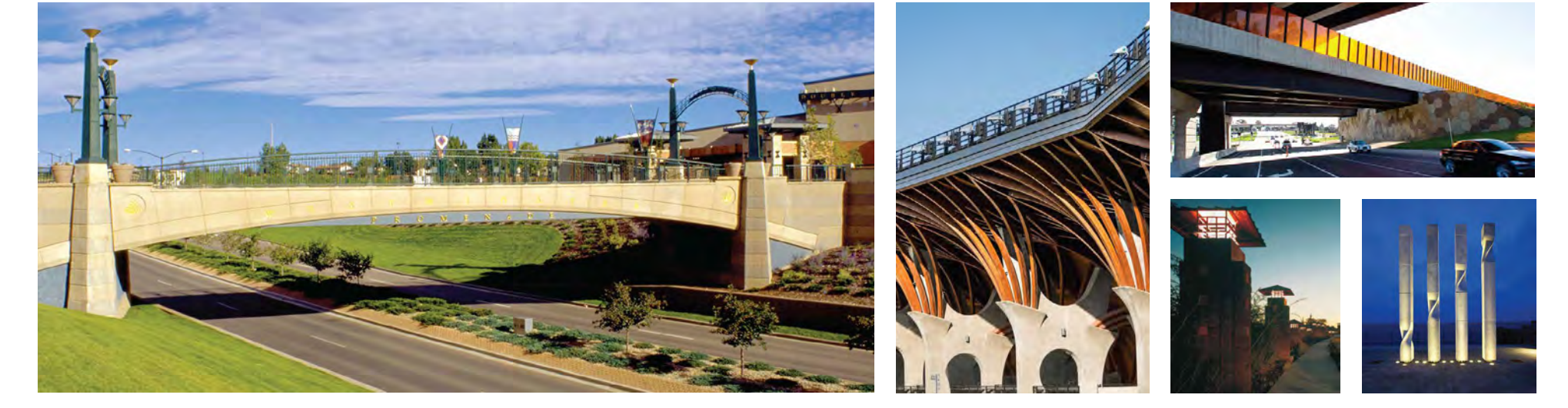
Branding Opportunities

February 11, 2015 Stantec



Tertiary Identification

Sculptural, civil and landscape components that are integrated into the overall environment, which serve to reinforce the identity of the area in unique ways.



Distinctive Junctions

Creative and distinctive intersections of both the vehicular and pedestrian spaces, that may be used to reinforce the identity of the project and/or identify unique districts within.



Developing a **Community-Driven Brand** for the Dayton Mall Area

Welcome to MIAMI CROSSING

A brand for the Mall area and a new name for the district was established during the planning process.

The arrowhead shape pays homage to the area's Native American history, and the curve represents the Miami River and the many roads as they pass through Miami Township and Miamisburg. Of all the choices reviewed by the planning team and oversight committee, Miami Crossing became a natural final choice.

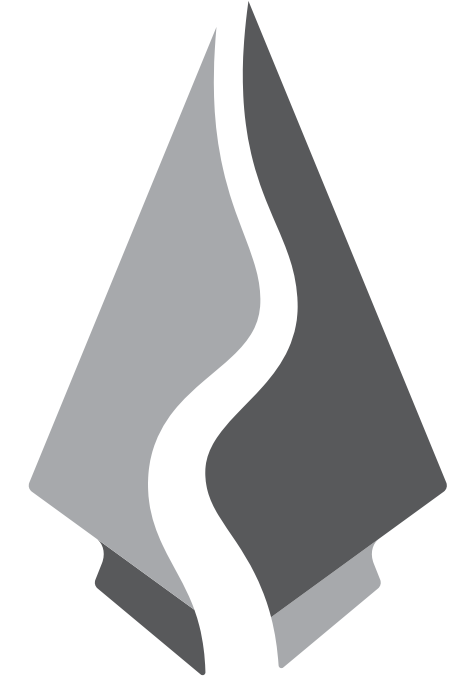
This new "Miami Crossing" brand will be deployed throughout the emerging district. The logo and name will be used on new signs incorporated into existing physical structures such as bridges, and appear on street furnishings. Kiosks can be installed in areas where pedestrians and bikers are likely to congregate to assist with wayfinding throughout the area.

Existing businesses will be encouraged to incorporate the brand into their own company or store identity in order to more extensively brand the entire District.



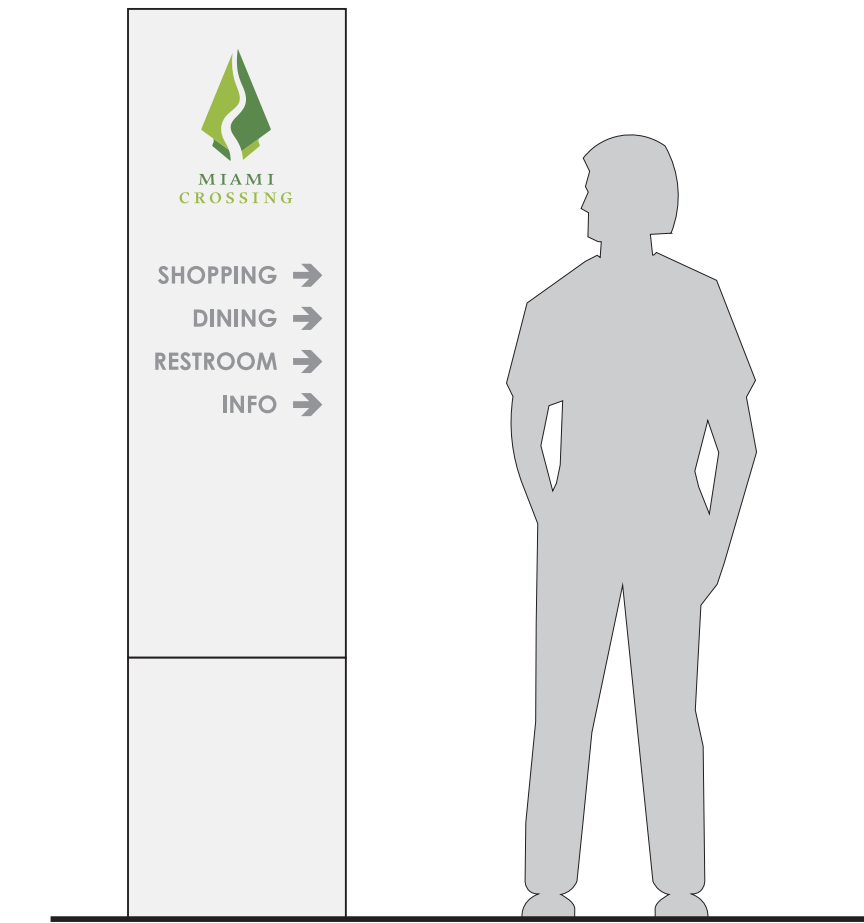
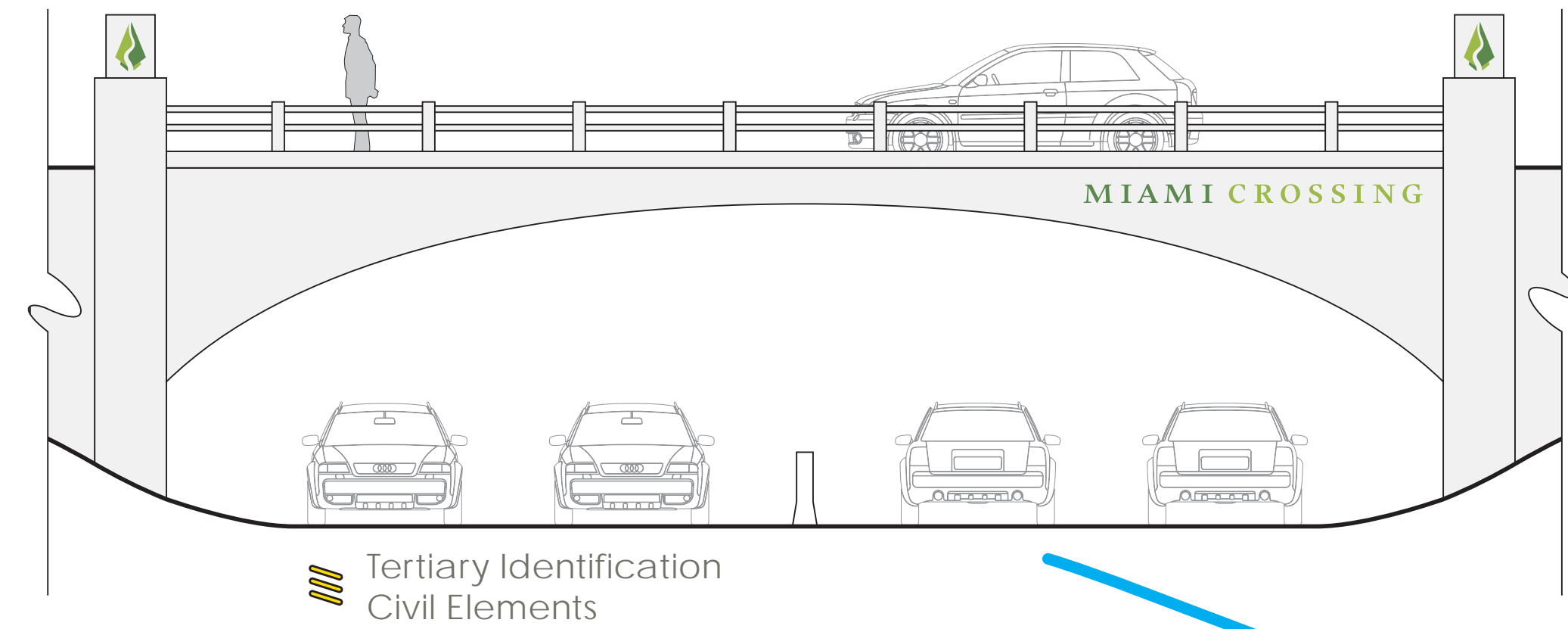
MIAMI CROSSING

Color

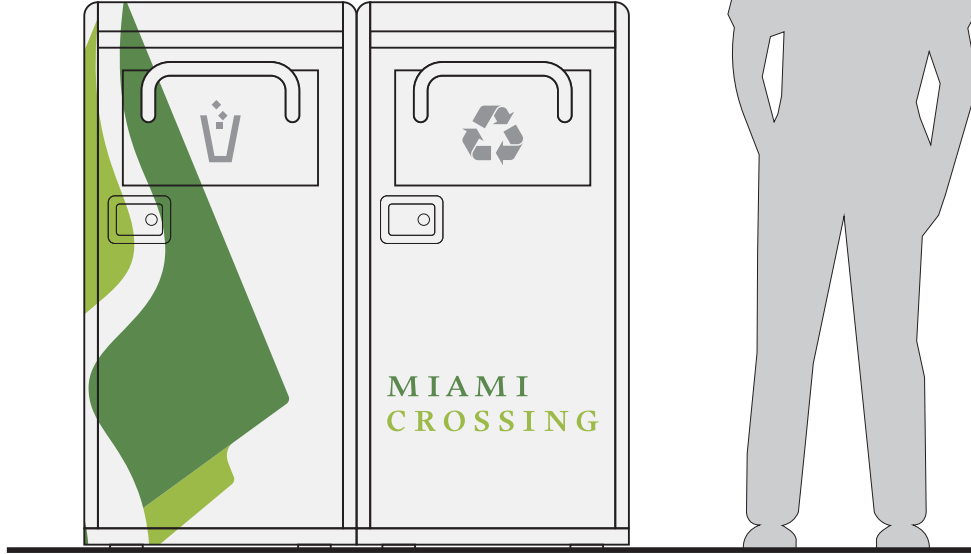


MIAMI CROSSING

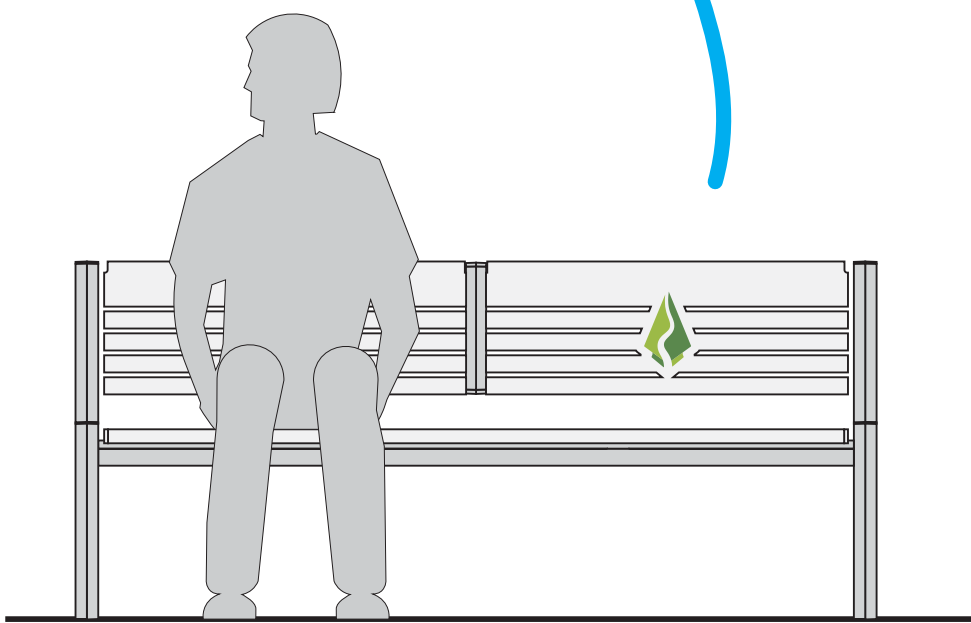
Greyscale



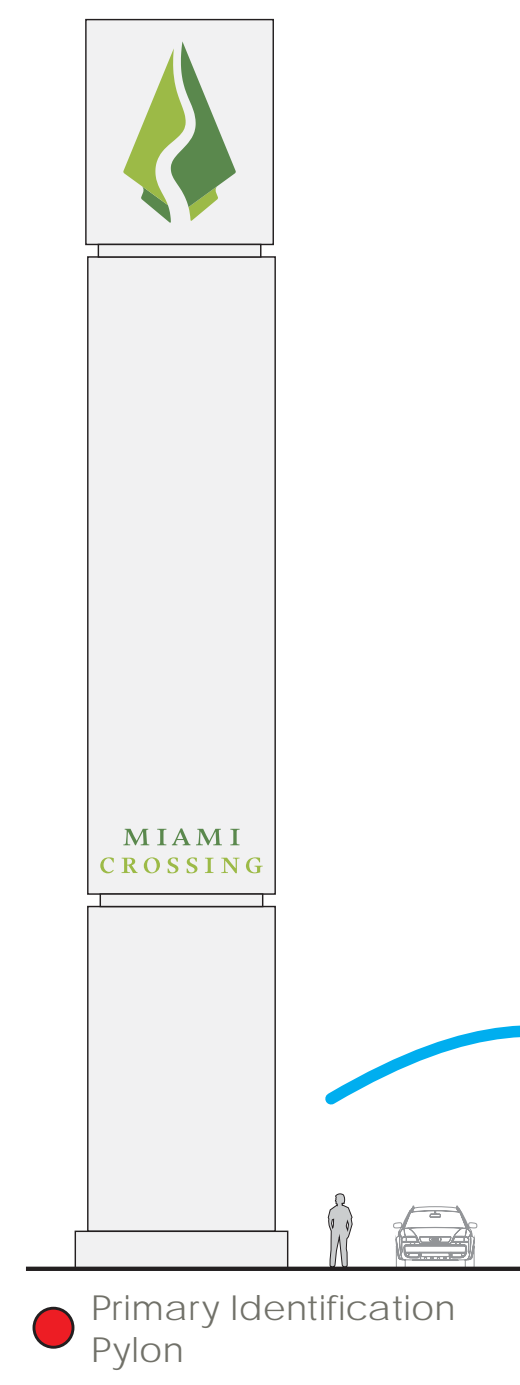
Distinctive Junctions
Pedestrian Wayfinding



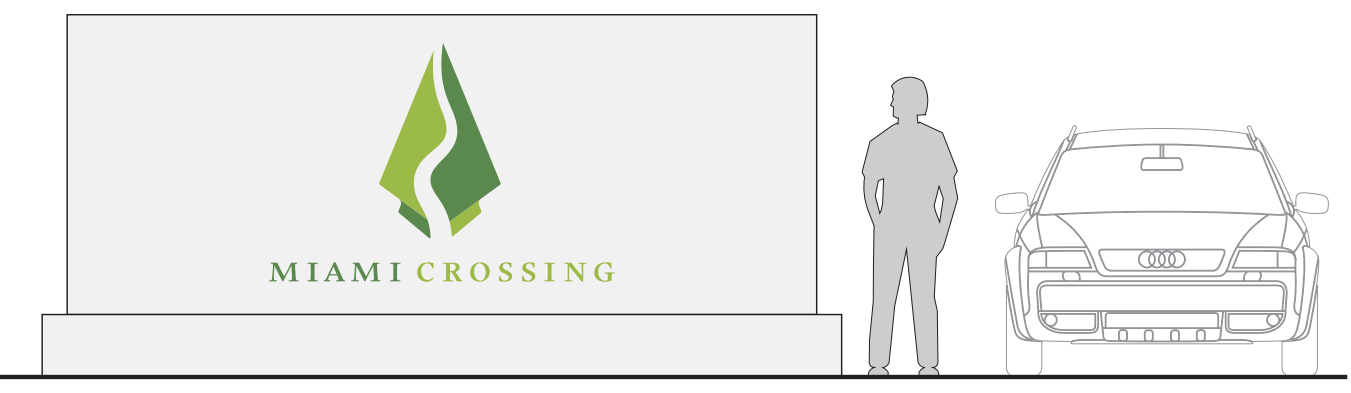
Distinctive Junctions
Trash & Recycling



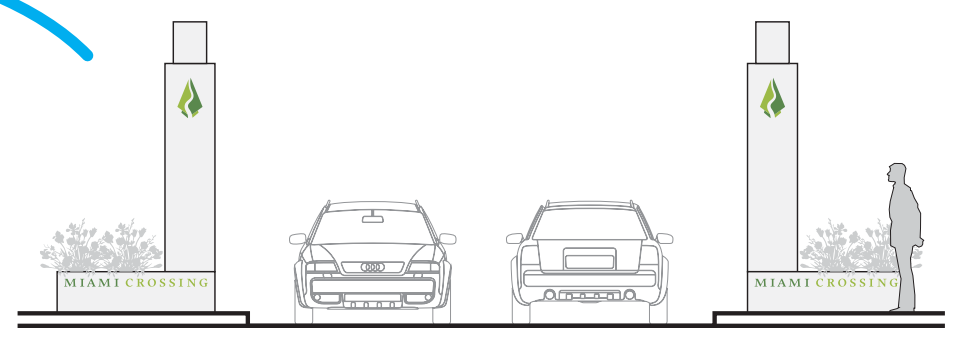
Distinctive Junctions
Street Furniture



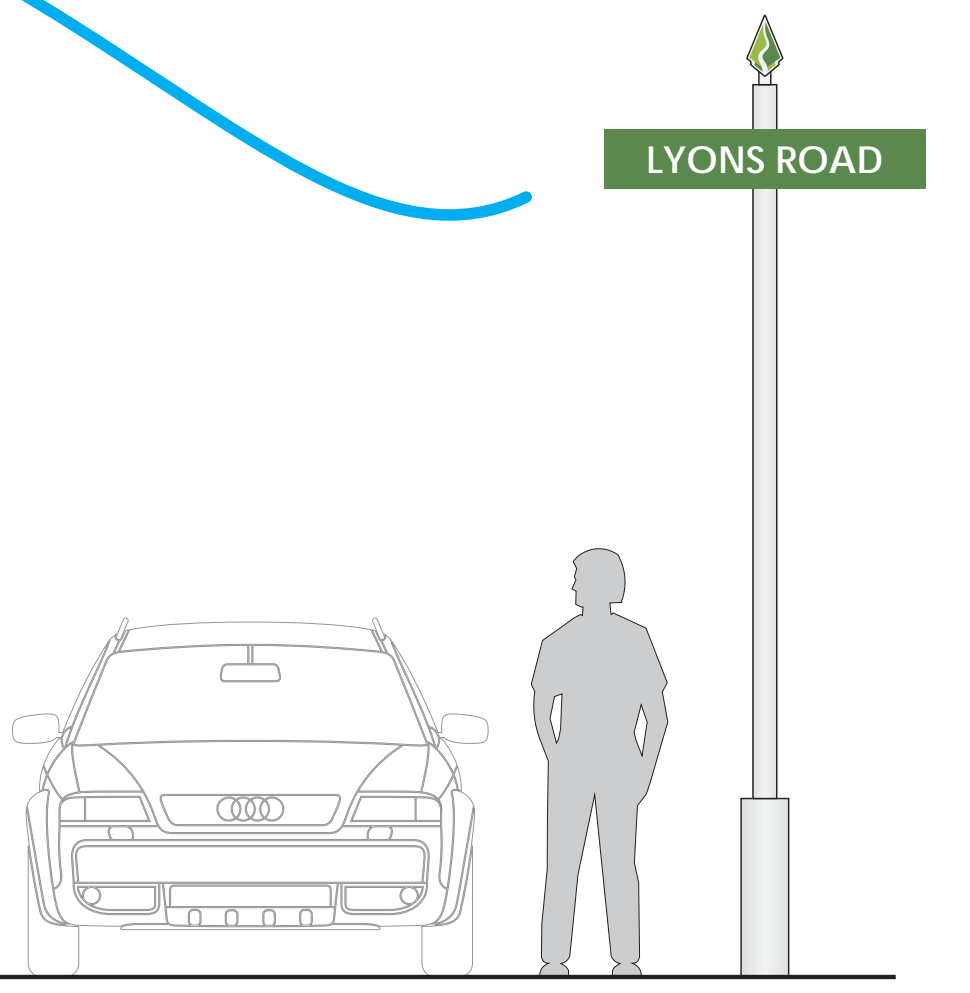
Primary Identification Pylon



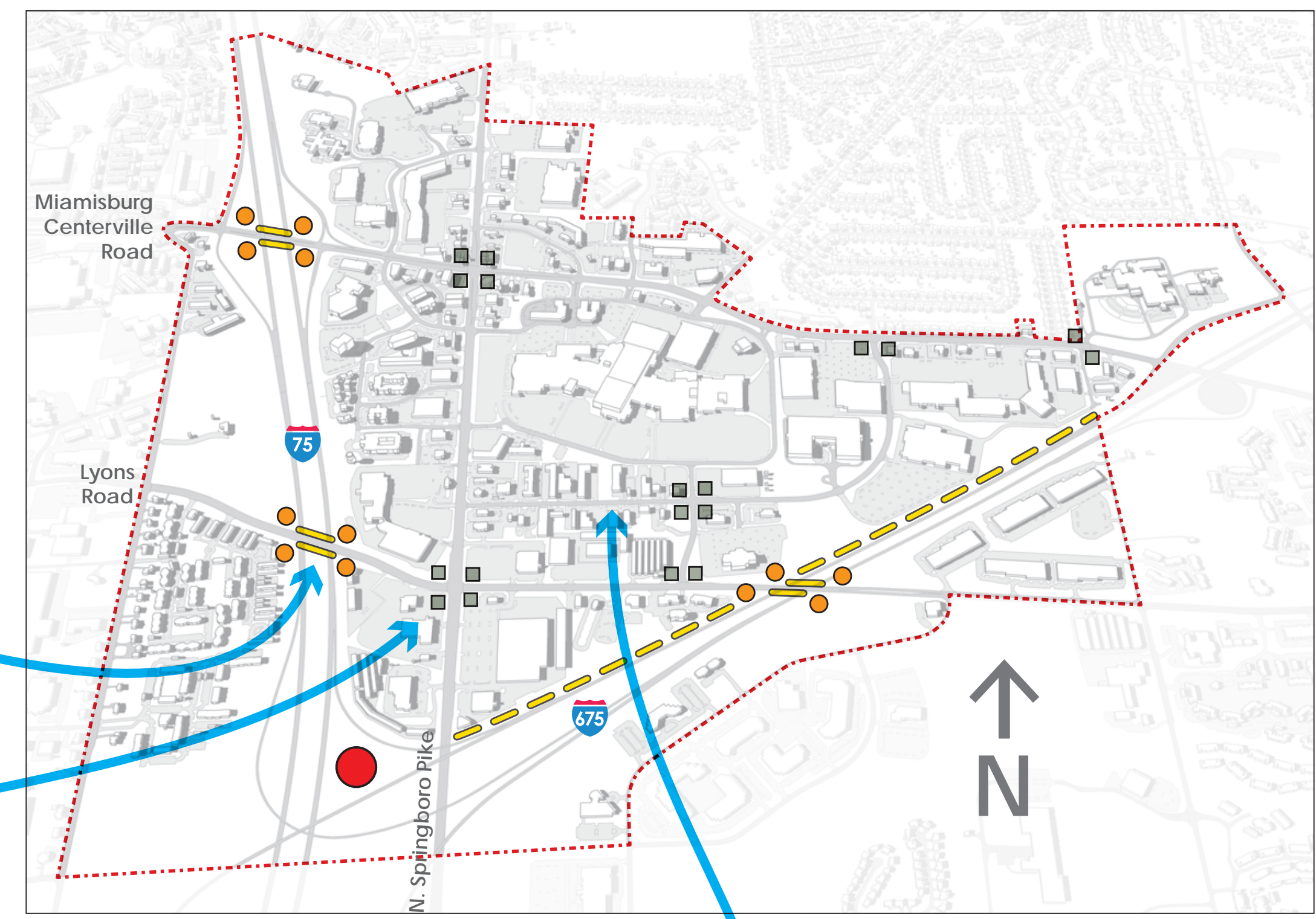
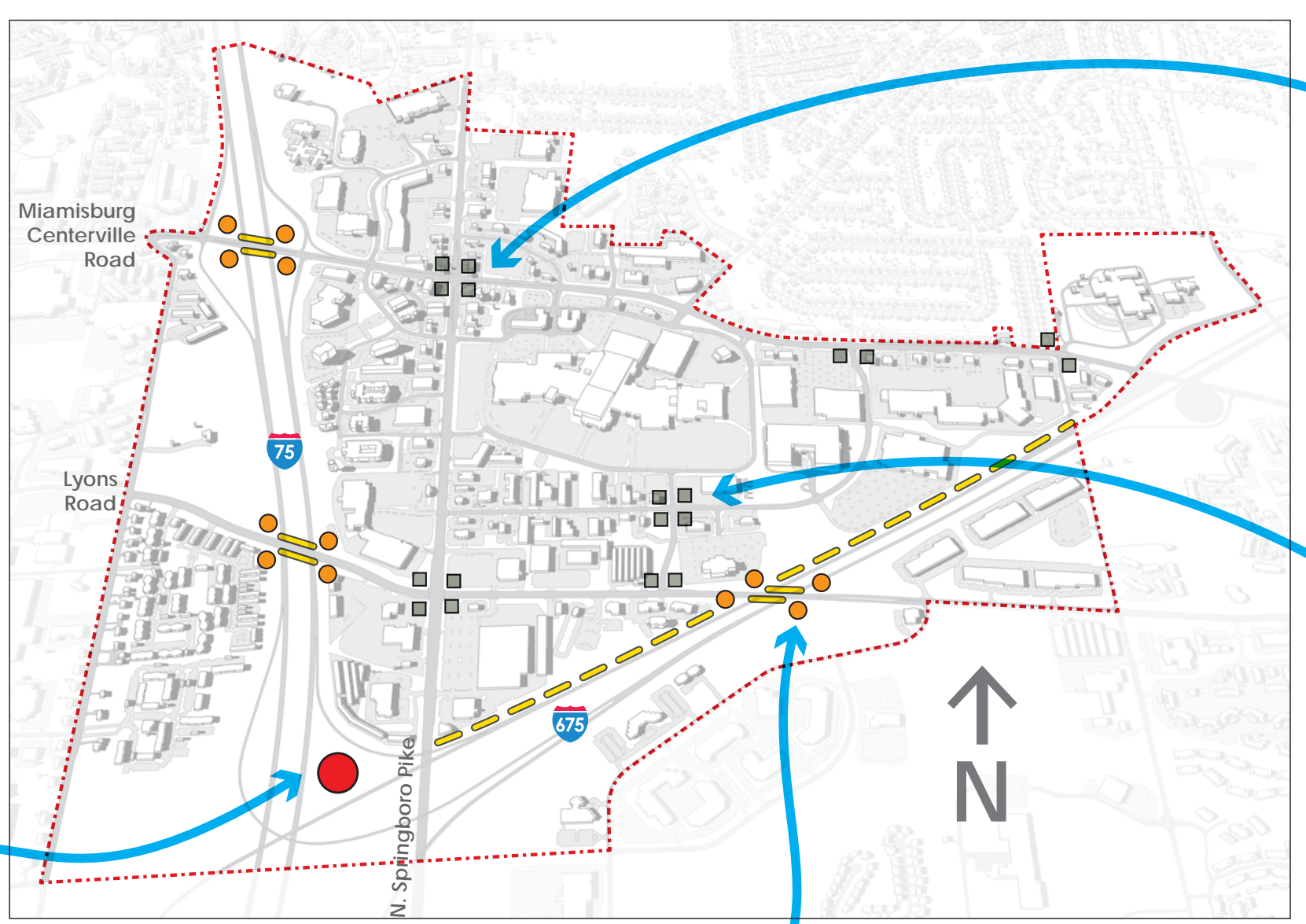
Secondary Identification
Entry Monuments



Distinctive Junctions
Intersection/District Gateway Elements



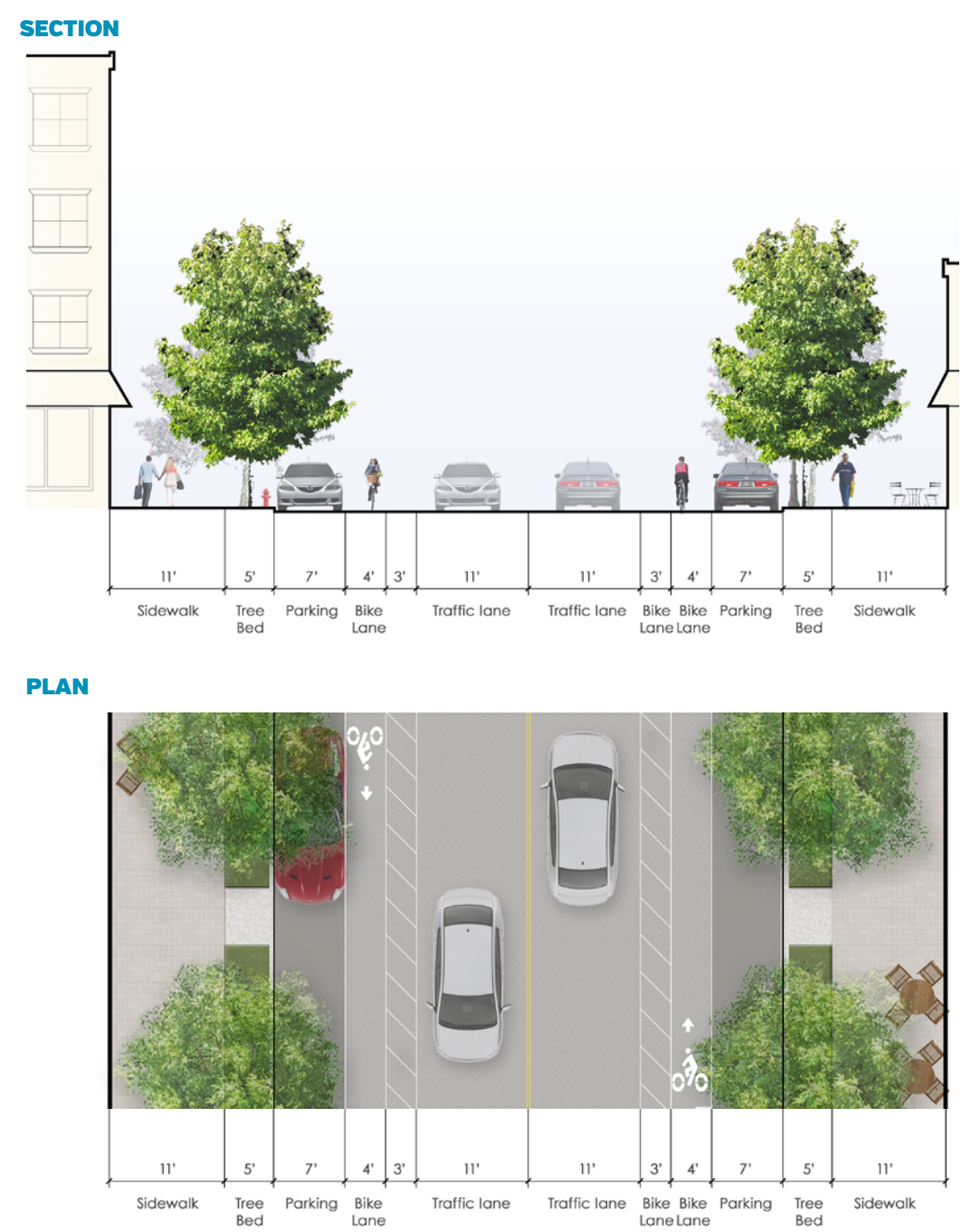
Distinctive Junctions
Vehicular Wayfinding



Enhancing Access and Connectivity into and within the Mall Area

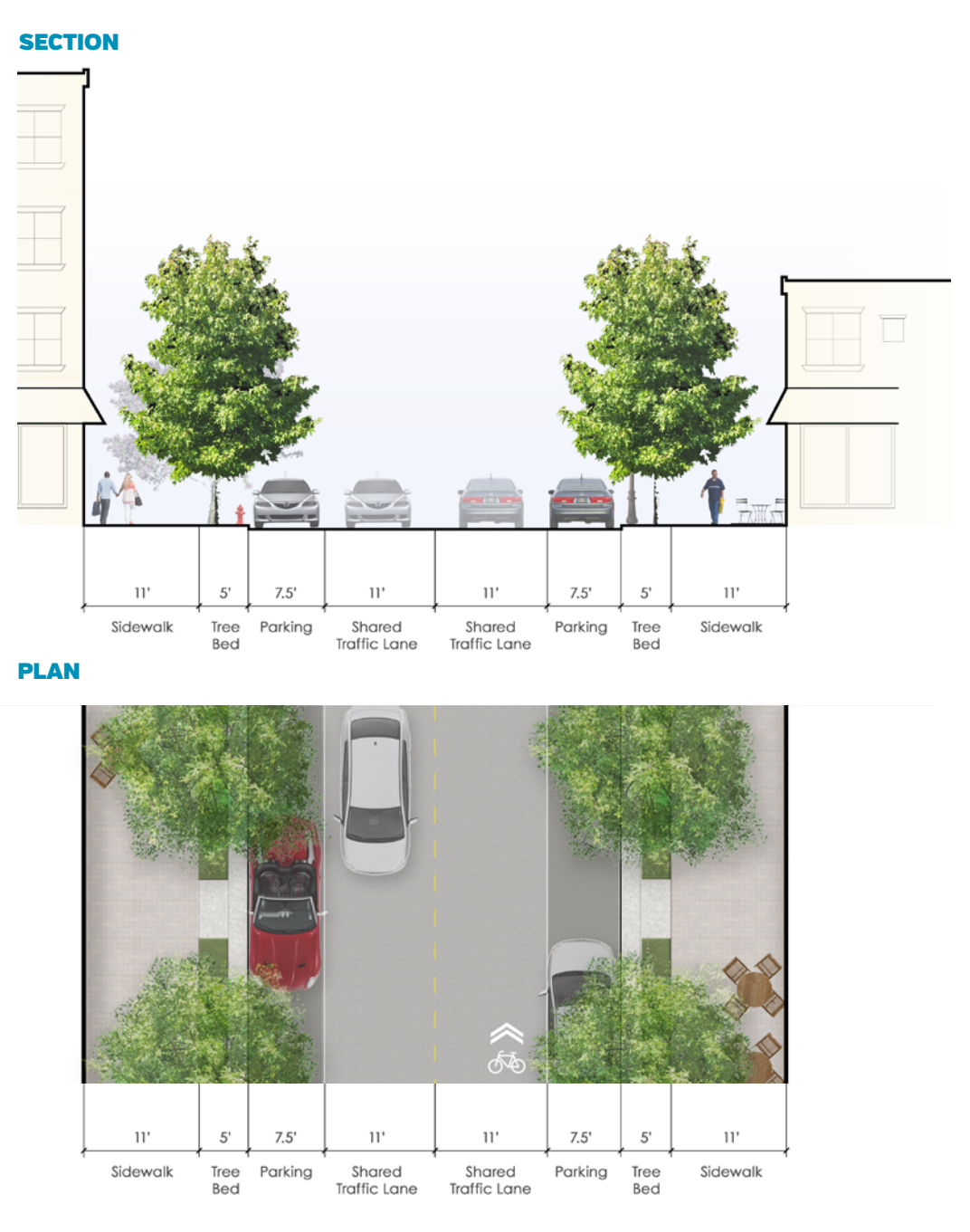
Improving mobility for all users will be a critical component for any redevelopment effort around the Dayton Mall. Walkable and bikeable development requires a network of streets that accommodate all users, not just cars. Features such as generous sidewalks, street trees, bike lanes, on-street parking, and adjacent uses built close to the street with activated storefronts will make streets come alive. Shared parking located behind mixed-use buildings will screen the parking from the street and reduce the total amount of parking required. Reducing automobile congestion along the primary routes of SR725, SR741, and Lyons Road, as well as the Exit 44 interchange will further improve the attractiveness of the area, as well as quality of life for those who visit, work, or live in the area.

Proposed "Main Street"



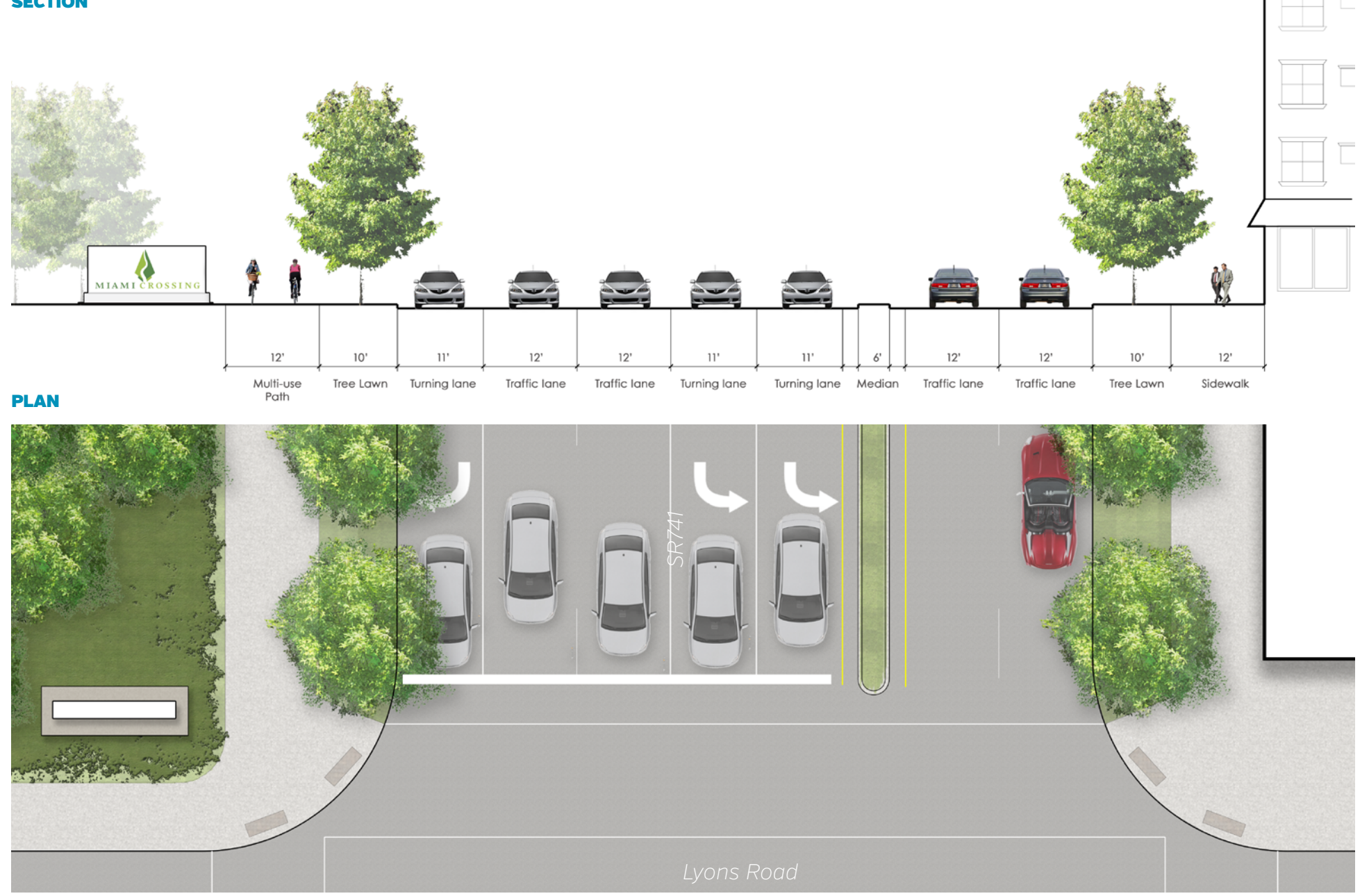
- Upgrade portions of Mad River Road, Kingsridge Drive and Lyons Ridge Drive, building new streets to connect them.
- Include one travel lane, bike lane, and parking lane in each direction, with vegetated medians, if possible, where left turns are not provided.
- Provide curb extensions where parking is prohibited, next to driveways, crosswalks, and intersections. Install street trees in a tree lawn as well as within the medians. Streets should be uniformly illuminated with decorative fixtures.

Alternative "Main Street"



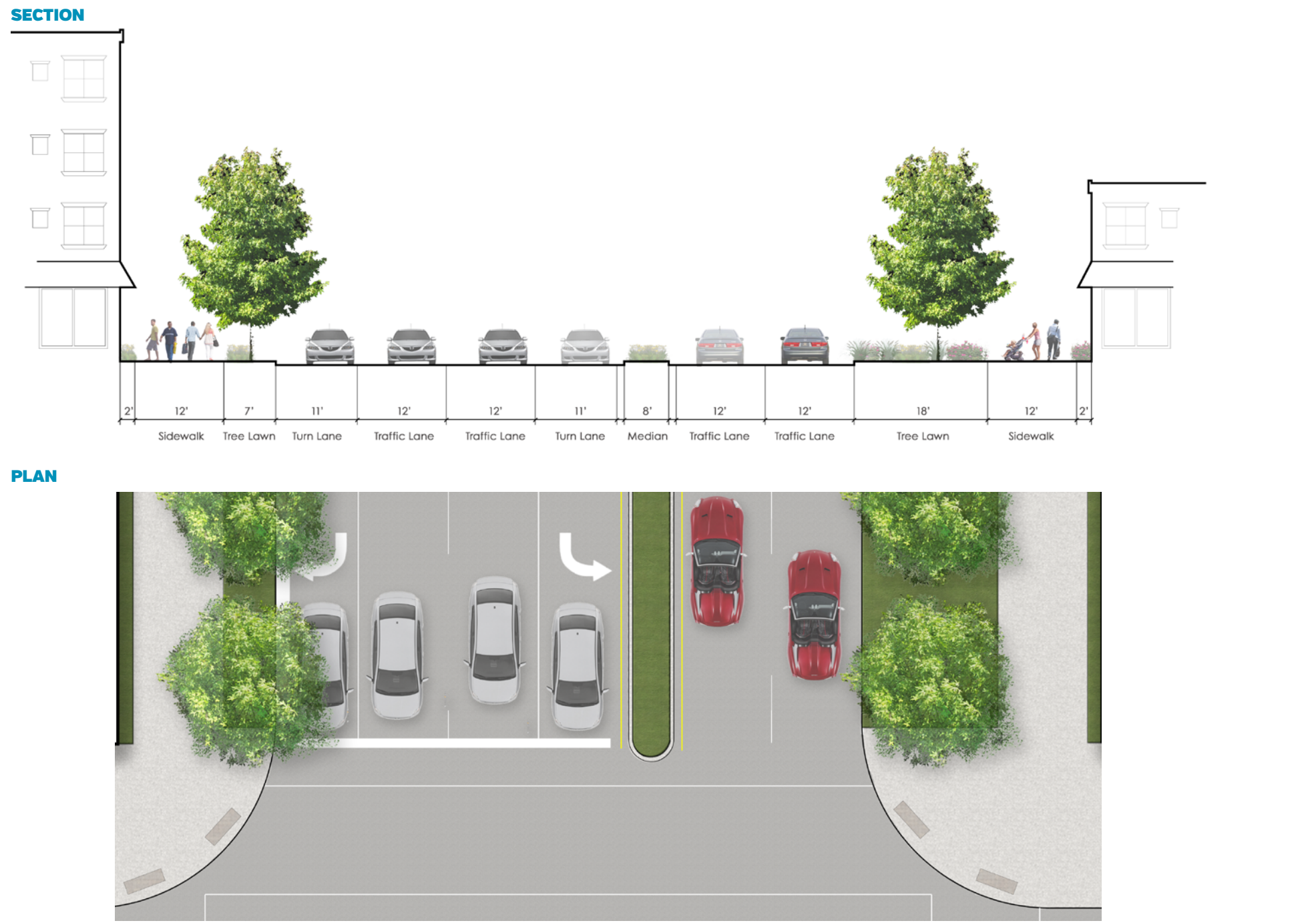
- Locate on-street parking and 16-foot sidewalks immediately behind the back of curb, with an 11-foot walking zone (free of street trees and fixtures) and 5-foot tree lawn in the vicinity of ground-floor retail. Other areas should have six-foot sidewalks behind a six-foot tree lawn.
- Block faces should be relatively short, 400 to 500 feet in length, separated by streets or street look-alike access drives that connect to rear parking.

Proposed Changes: SR741 at Lyons Road



- Build a 10-foot path for walking and biking along SR741 between Cox Arboretum and Ferndown Drive, where needed, widening sidewalk to provide the wider path.
- Provide a median island crossing, with pedestrian-activated beacon or hybrid pedestrian beacon across SR741 at Prestige Plaza Drive; construct a sidewalk into the Dayton Mall property.
- Provide crosswalks and full pedestrian signalization on all applicable legs at the following traffic signals: SR725 and Mad River Road; SR725 and Mall Park Drive; SR725 and I-75 (NB and SB ramp signals); SR741 and Lyons Road; SR741 and Kingsridge Drive; SR741 and Prestige Place/Mall Ring Road; SR741 and Martins Drive; and SR741 and Mall Woods Drive.
- Continue efforts to remove the shoulder, construct curb and enclosed drainage along SR741. In addition, plant street trees and light the street with decorative fixtures. Construct vegetated median to help reduce travel speeds, improve aesthetics, and control left-turn movements.
- Assess the physical and cost feasibility of a pedestrian bridge over or tunnel under SR725. During the planning process, several residents and business owners noted that a pedestrian bridge across SR725 would greatly enhance the safety and connectivity between the mall area and the residential communities to the north. While this may be cost-prohibitive given the current conditions, the success of redevelopment initiatives could make it a viable option.

Proposed Changes: SR725 at Mad River Road



- Build a 10-foot path for walking and biking along SR725 between Byers Road and Southview Hospital.
- Provide crosswalks and full pedestrian signalization on all applicable legs at the following traffic signals: SR725 and Mad River Road; SR725 and Mall Park Drive; SR725 and I-75
- Remove existing shoulder, curb and enclosed drainage along SR725 between Kingsridge Drive and SR741, plant street trees, and uniformly illuminate the street with decorative fixtures. Construct a vegetated median to help reduce travel speeds, improve aesthetics, and control left turn movements.

Examples of how this has been done



This image shows an example of a four-lane road with mixed use buildings built up to the right of way.



Belmar, CO, (left) and Blue Back Square in New Hartford, CT, (right) are examples of recent developments that have created a new walkable and bikeable mixed use main streets.

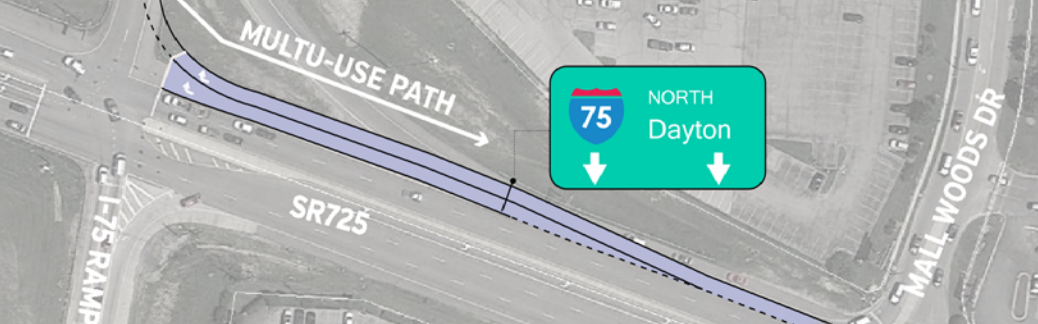
Other Recommendations



A bikesharing facility at Austin Landing.



A bioretention area enhances the aesthetic quality and sustainable performance of a surface parking lot.



Installing dual right turn lanes on SR725 into the northbound I-75 ramp will improve lane utilization and improve pedestrian and bike safety if a multi-use path is placed on the north side of SR725



Using distinctive pavement materials like painted concrete can help slow traffic and encourage drivers, pedestrians and cyclists to better identify where and when pedestrians may be crossing.

Entering a New District

With decorative improvements, new signage, a bikeway/pedestrian way, and high-quality landscaping for key gateways, people approaching or passing the area will immediately see that improvements are under way within the Dayton Mall area.



PROPOSED CONDITIONS

Preparing a Vision Plan for redevelopment

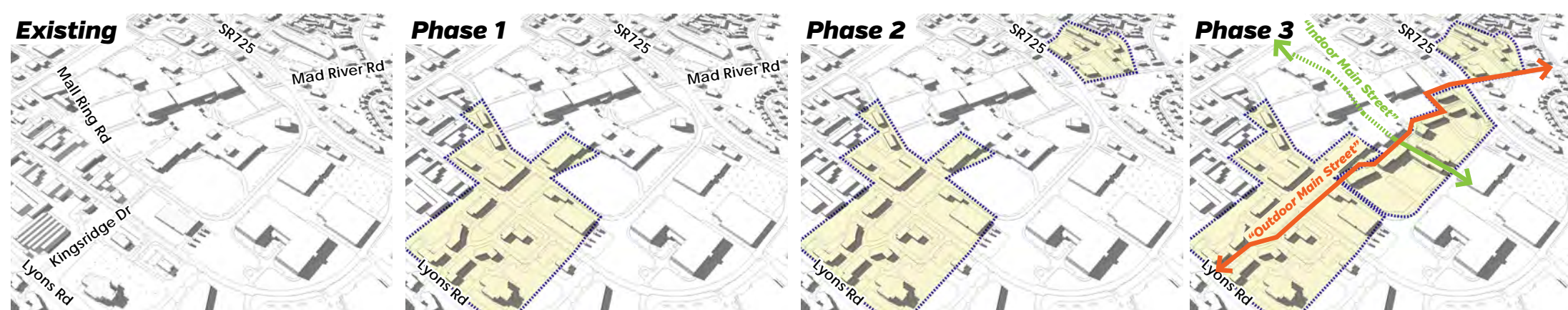


Dayton Mall Area Redevelopment Vision Legend

- A** Improved pedestrian connection to west entrance to Dayton Mall
- B** Improved Exit 44
- C** Expansion to existing cinema
- D** New connection across SR725
- E** Expansion to Kettering Health Network
- F** Separated multi-use path along SR741
- G** "Indoor" main street
- H** Mall expansion connecting to Lyons Ridge
- I** New Town Green
- J** New road connecting Lyons Rd and Mall Ring Rd
- K** Stormwater Garden Park
- L** Cherry Tree "Allee"
- M** Connection between new streets and Mad River Junction
- N** New housing and retail at Mad River Junction
- O** New housing and retail at Lyons Ridge

One of many potential scenarios the planning process examined was a Mad River-Lyons Ridge connection. Under this scenario, future redevelopment would connect the new development on properties south (Phase 1 below) and north (Phase 2) of the mall. New development could some day replace part of the Mall structure (Phase 3), extending the

"main street" from Mad River Road down to Lyon's Ridge Drive. This would **connect the outdoor "main street" to the indoor "main street"**—that is, the interior of the mall—and **link the retail inside the mall with the new destinations nearby**, creating synergy between new development and the already successful mall.



Connecting a Green Network of places



- **Enhancements** to the built environment in the Dayton Mall area can implement a range of new and improved open public spaces and sustainable infrastructure best management practices (BMPs).
- **Green infrastructure (GI)** is an approach to water management that protects, restores, or mimics the natural water cycle. GI features work effectively as retrofits that can improve the quality of stormwater runoff in existing urban areas as well as new developments.
- **Economic Benefits:** Sustainable design and infrastructure is not only good for the environment, but also **good for the bottom line**. It brings economic benefits like increased land values (brought by aesthetic natural improvements), reduced energy cost (brought by cooling/insulation from trees and green roofs), reduced water demands and a need for smaller water retention or storage basins, which increases land available for development.
- **Environmental Benefits:** GI can provide at-the-source treatment and storage that **reduces runoff volumes, pollution of receiving waters, and erosion of property**. The permeable ground and vegetation designed into GI features can also yield better air quality and reduce heat island effects.
- **Community/Social Benefits** Recent research has linked the presence of trees, plants, and green space to reduced levels of inner-city crime and violence; a stronger sense of community; improved academic performance in students; and even reductions in the symptoms associated with attention deficit and hyperactivity disorders.

Building Walkability into the Mall Area



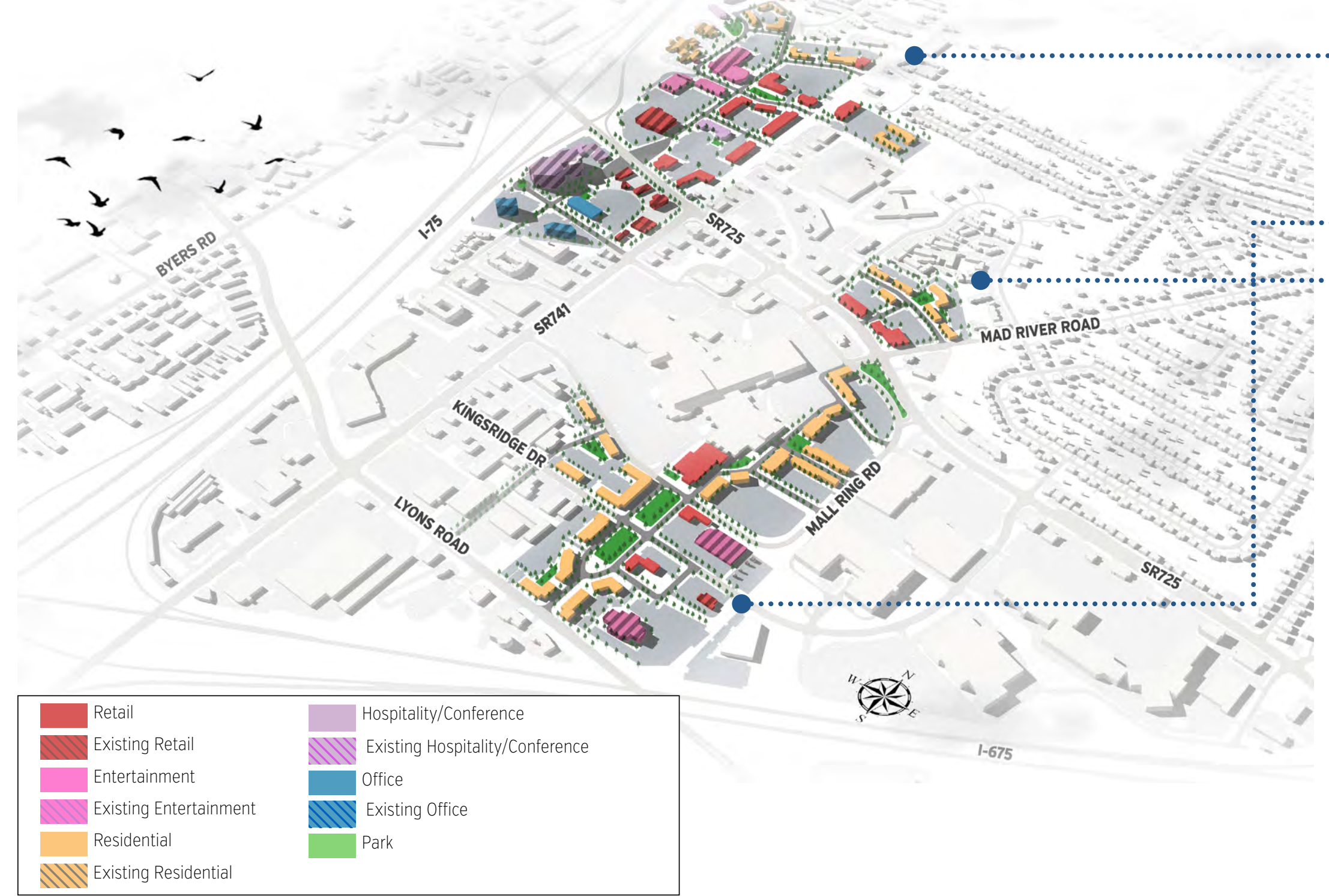
- Improving mobility for all users will be a critical component for any redevelopment effort around the Dayton Mall:
- Features such as generous sidewalks, street trees, bike lanes, on-street parking, and adjacent uses built close to the street with activated storefronts will make streets come alive.
 - Shared parking located behind mixed-use buildings will **screen the parking from the street** and reduce the total amount of parking required.
 - Walkable and bikeable development requires a network of **streets that accommodate all users**, not just cars.



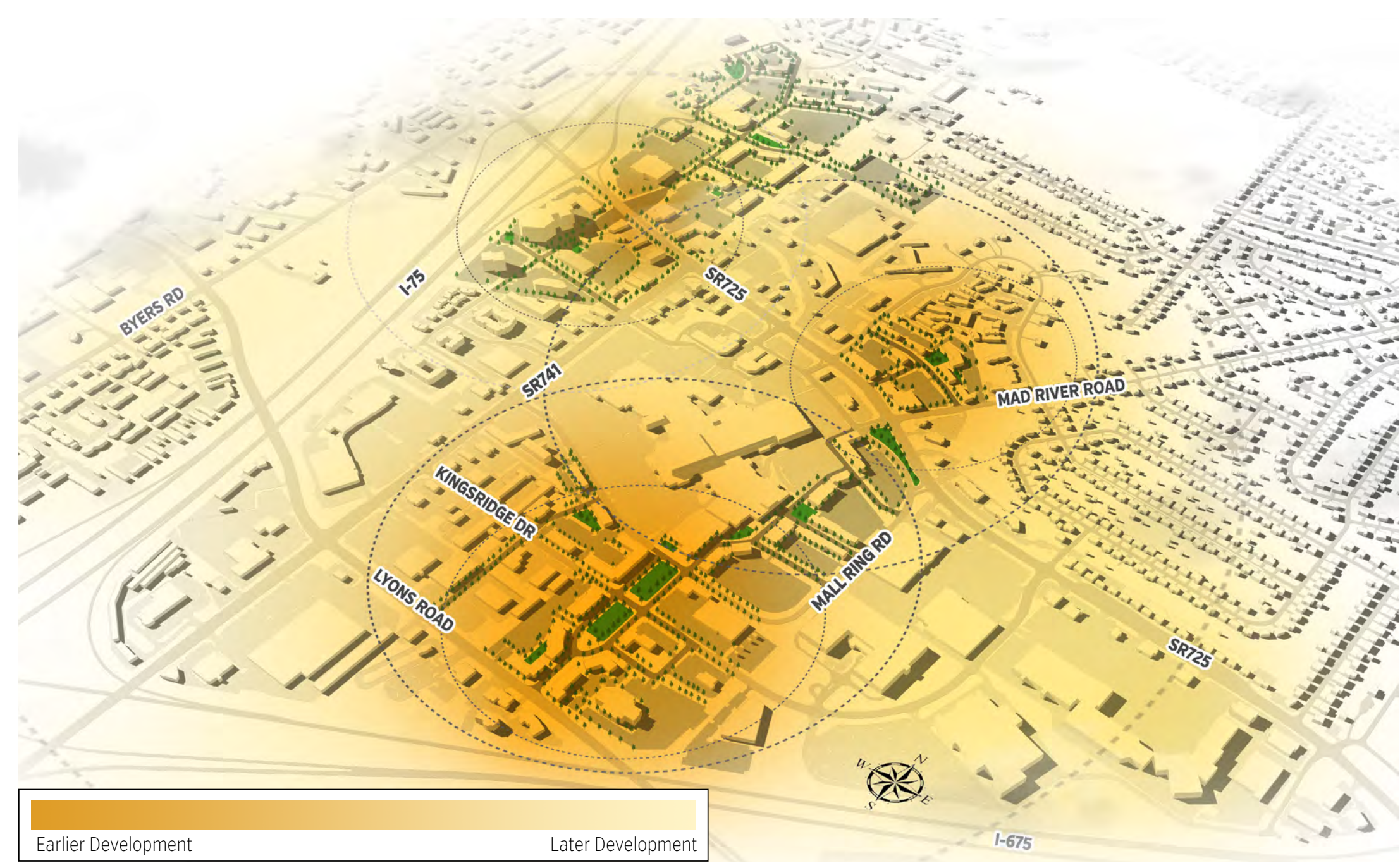
ABOVE: With decorative improvements, new signage, a bikeway/pedestrian way, and high-quality landscaping for key gateways, people approaching or passing the area will immediately see that improvements are under way within the Dayton Mall area.

Development Scenarios

Development Scenario Preferred Plan



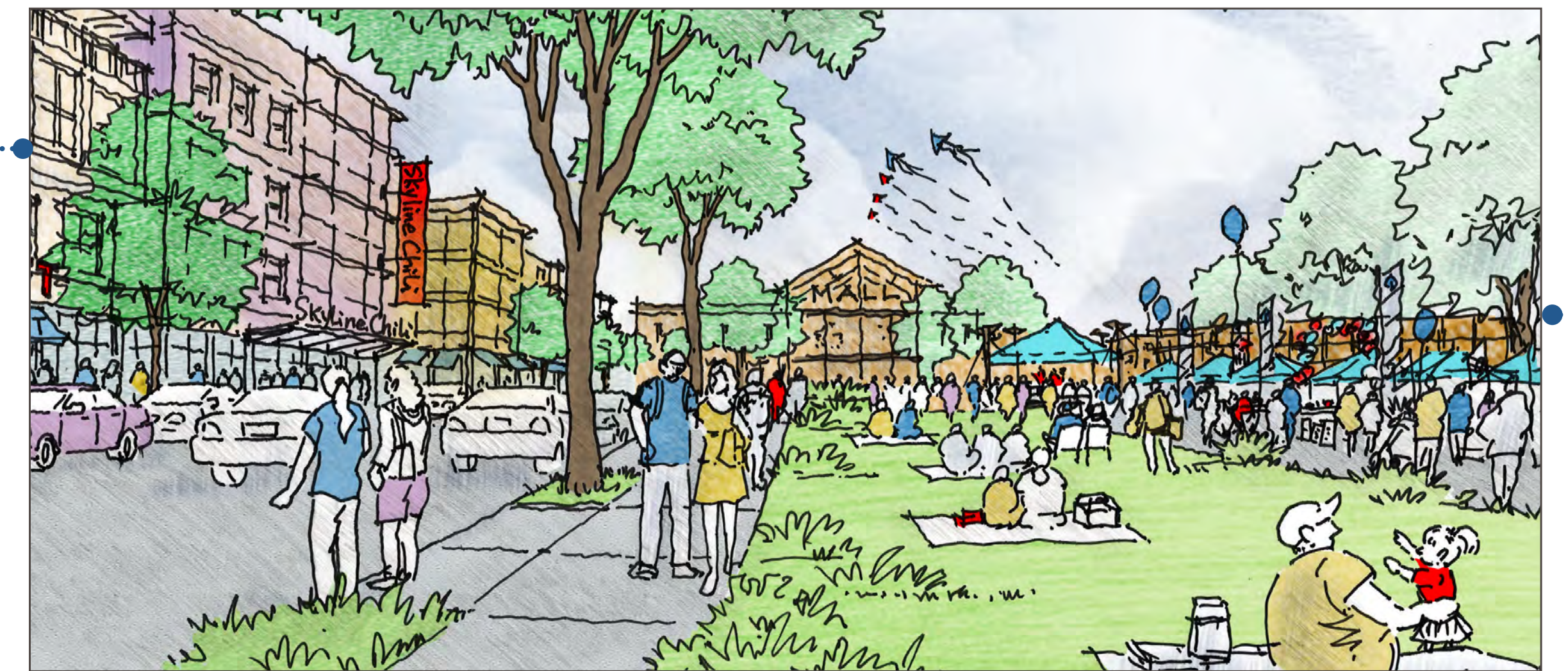
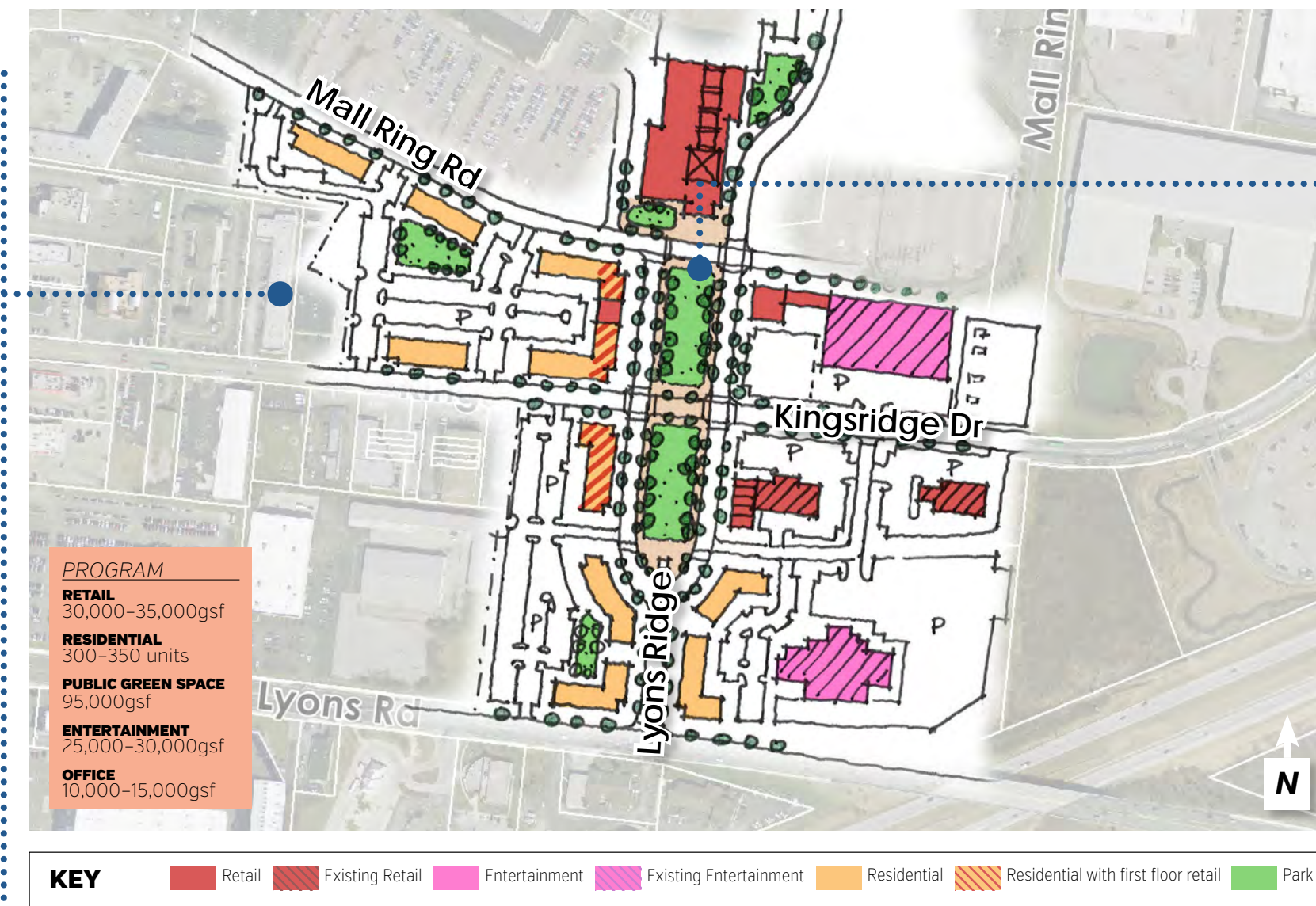
Development Scenario Phasing Diagram



TOP: The illustration above shows the combination of the three “preferred development scenarios” explored by the community during the planning process. These illustrative scenarios were selected because of their ability to complement existing retail and entertainment uses while offering the opportunity to dramatically improve the area and create different types of “Main Street” environments, including auto-oriented main streets, auto/walkable mixed use districts and walkable mixed-use neighborhoods. While the design of these scenarios was intentional and realistic, they do not illustrate precisely the form of development to occur. Instead they demonstrate how a mix of new uses at strategic locations can create new neighborhoods within the Mall Area context.

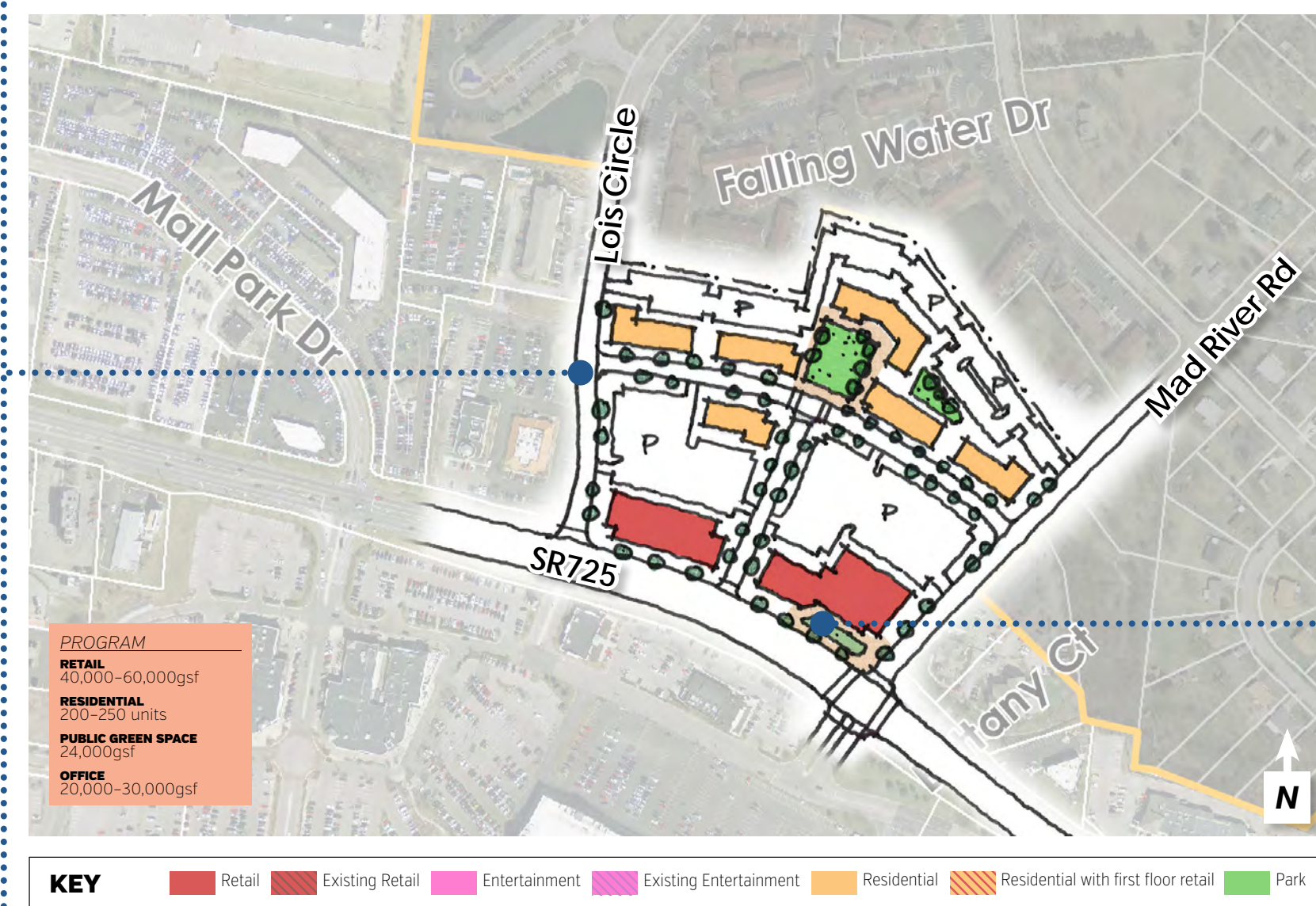
ABOVE: Initiating new development in the areas highlighted in darker orange below will help spur ripple effects of development throughout the Mall area.

Lyons Ridge



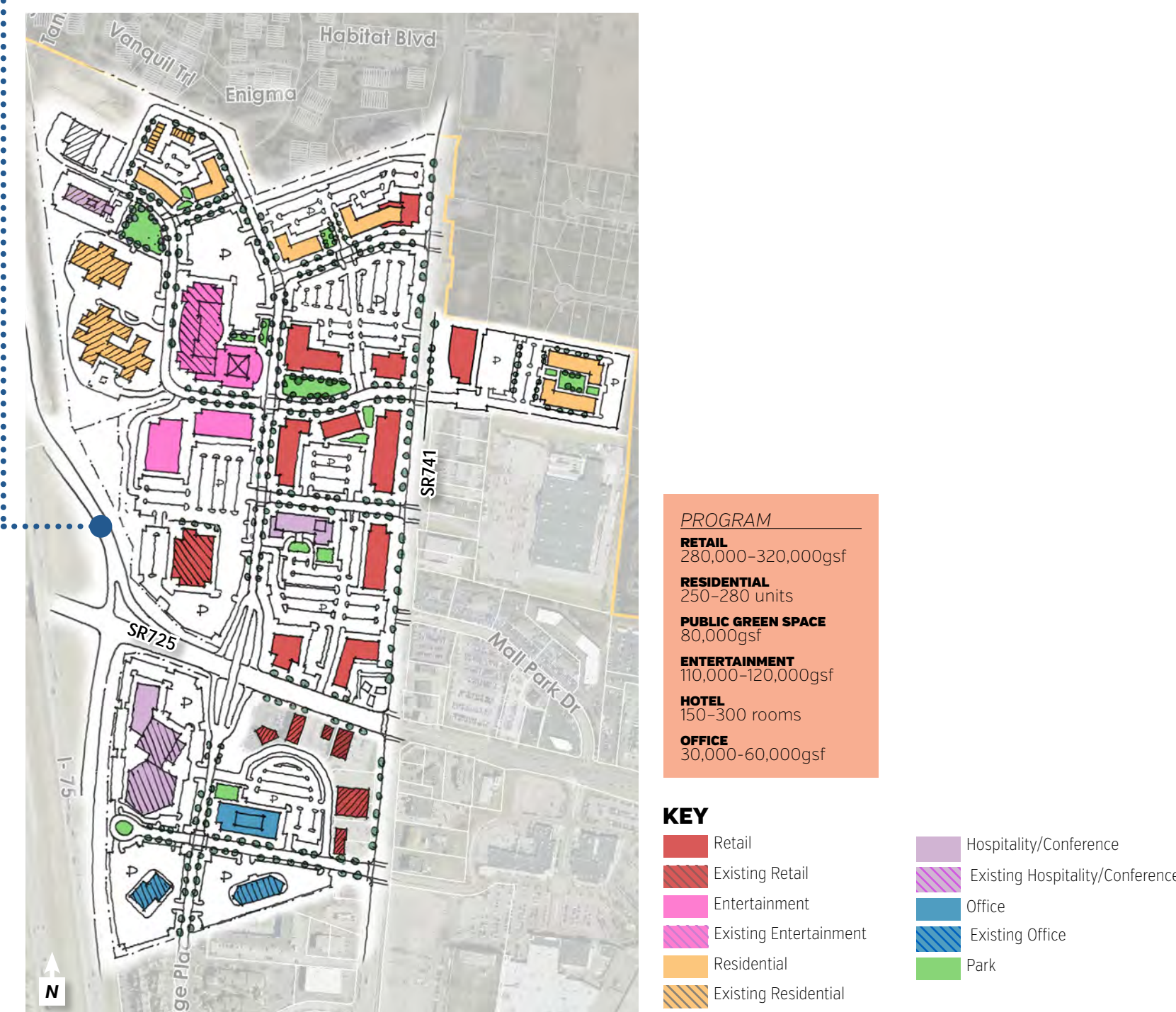
This view north toward the Dayton Mall shows the “Central Park” element of the proposed Lyons Ridge redevelopment.

Mad River Station



View from SR725 looking into the proposed Mad River Station redevelopment.

‘Prestige Summit’



This view shows the small park next to mixed-use buildings that combine retail and housing along Lyon’s Ridge Drive.

PROJECT / DEVELOPMENT	ACTION STEPS	COMMUNITY PRIORITY	COMMENTS
TRIUMPH: Build 8 miles of new bicycle and pedestrian pathways to interconnect the district and its surroundings			
Plan for a connected network of open spaces	<ul style="list-style-type: none"> > Hire a shared landscape architect on-call to provide ongoing consultation on an interconnected open space plan > Require, where appropriate, contributions to a network of open spaces through the development approval process 		
Develop 10-year bike network implementation plan with MVRPC	<ul style="list-style-type: none"> > Adopt and follow the Bicycle and Pedestrian Plan to guide construction of new infrastructure phased with redevelopment > Establish a multi-modal Level of Service (LOS) standard and a generalized capacity analysis monitoring process that uses annual count data to guide decision-making 		
Ensure that all new development incorporates bike and pedestrian networks that connect to the greater system	<ul style="list-style-type: none"> > Incorporate ADA compliant improvements where required into all infrastructure improvement projects > Include one travel lane, bike lane, and parking lane in each direction on new streets, with vegetated medians where left turns are not provided > Provide curb extensions where parking is prohibited, next to driveways, crosswalks, and intersections. Install street trees in a tree lawn as well as within the medians. Streets should be uniformly illuminated with decorative fixtures > Regulate the spacing of curb cuts to preserve sidewalk continuity for pedestrians and preserve on-street parking spaces in districts where highly pedestrian-friendly conditions are needed and desired > Locate on-street parking and 12-foot sidewalks immediately behind the back of curb, with a 7-foot walking zone (free of street trees and fixtures) in the vicinity of ground-floor retail. Other areas should have six-foot sidewalks behind a six-foot tree lawn > Block faces should be relatively short, 400 to 500 feet in length, separated by streets or street look-alike access drives that connect to rear parking 		
	<ul style="list-style-type: none"> > Introduce shared-lane bike facilities on portions of Kingsridge Drive, Prestige Place, Prestige Plaza Drive, Mall Ring Road, and Mall Woods Drive > Create a bike station on Lyons Ridge or Kingsridge Drive similar to the recently constructed Austin Landing Bike Hub, which includes a fix-it station, pump, lockers, restrooms, and covered bike racks > Eliminate a travel lane along Kingsridge Drive east of Lyons Ridge to provide bike lanes in both directions to near SR725 > Construct a 10-foot path for walking and biking along Lyons Road between Byers and Washington Church roads > Continue to develop a bicycle and pedestrian network that connects the Dayton Mall area to other destinations and update municipal transportation plans 		
Make SR725 more walkable and bikeable	<ul style="list-style-type: none"> > Build a 10-foot path for walking and biking along SR725 between Byers Road and Southview Hospital > Provide crosswalks and full pedestrian signalization on all applicable legs at the following traffic signals: SR725 and Mad River Road; SR725 and Mall Park Drive; SR725 and I-75 (NB and SB ramp signals) > Remove existing shoulder, curb and enclosed drainage along SR725 between Kingsridge Drive and SR741, plant street trees (compliant with L&D Volume 1), and illuminate the street with decorative fixtures. Construct a vegetated median to help reduce travel speeds, improve aesthetics, and control left turn movements. 		

PROJECT / DEVELOPMENT	ACTION STEPS	COMMUNITY PRIORITY	COMMENTS
Make SR741 more walkable and bikeable	<ul style="list-style-type: none"> > Build a 10-foot or wider path for walking and biking along SR741 between Cox Arboretum and Furndown Drive > Provide a median island crossing, with pedestrian-activated beacon (RRFB) across SR741 at Prestige Plaza Drive; construct a sidewalk into the Dayton Mall property > Provide crosswalks and full pedestrian signalization on all applicable legs at the following traffic signals: SR725 and Mad River Road; SR725 and Mall Park Drive; SR725 and I-75 (NB and SB ramp signals); SR741 and Lyons Road; SR741 and Kingsridge Drive; SR741 and Prestige Place/Mall Ring Road; SR741 and Martins Drive; and SR741 and Mall Woods Drive > Continue efforts to remove the shoulder, construct curb and enclosed drainage along SR741. Construct vegetated median to help reduce travel speeds, improve aesthetics, and control left-turn movements. > Assess the physical and cost feasibility of a pedestrian bridge over SR725. During the planning process, several residents and business owners noted that a pedestrian bridge across SR725 would greatly enhance the safety and connectivity between the mall area and the residential communities to the north. While this may be cost-prohibitive given the current conditions, the success of redevelopment initiatives could make it a viable option 		
Implement bike facilities on the secondary street network	<ul style="list-style-type: none"> > Introduce shared-lane bike facilities on portions of Kingsridge Drive, Prestige Place, Prestige Plaza Drive, Mall Ring Road, and Mall Woods Drive > Create a bike station on Lyons Ridge or Kingsridge Drive similar to the recently constructed Austin Landing Bike Hub, which includes a fix-it station, pump, lockers, restrooms, and covered bike racks > Eliminate a travel lane along Kingsridge Drive east of Lyons Ridge to provide bike lanes in both directions to near SR725 > Construct a 10-foot path for walking and biking along Lyons Road between Byers and Washington Church roads > Continue to develop a bicycle and pedestrian network that connects the Dayton Mall area to other destinations and update municipal transportation plans 		
Make development more bicycle-friendly	<ul style="list-style-type: none"> > Provide short-term bike parking near building entrances in places that are illuminated and conspicuous > Place more parking near destinations that may attract higher volumes of users, such as ice cream and coffee shops and eating and drinking establishments. Short-term parking may be provided by placing bike corrals in some on-street parking spaces, or where parking is prohibited due to sight-distance restrictions. On-sidewalk parking should not block the clear walking zone > Provide long-term bike parking in residential developments. Parking should be secured and covered, either in a garage or storage locker > Maintain bike parking areas year-round (for example, provide snow clearance), and racks should conform with APBP standards > Office buildings should have at least one shower room with lockers where staff can clean up after riding to work 		

Implementation— Matrix

PROJECT / DEVELOPMENT	ACTION STEPS	COMMUNITY PRIORITY	COMMENTS
Make development more transit-friendly	<ul style="list-style-type: none"> > Design new streetscapes to accommodate buses and bus stops every two to three blocks. > Consider the feasibility of relocating the South Hub inside a plaza or public space in the redevelopment area with the goal of moving it closer to pedestrian-oriented businesses. > Work with RTA to evaluate the feasibility of a separately branded circulator route using 40-foot buses or shuttles, running on a 30-minute loop to link the South Hub to businesses, hotels, and destinations in the vicinity. Funding could be provided by consolidating similar services as well as some revenue generation from the JEDD or other local sources. If RTA is unable to provide this service, consider a privately-managed circulator route that runs either daily, on weekends, or during the holiday season. Preliminary estimated costs range from \$50-\$65 per hour, or \$500-\$845 per day, depending on the hours of service. > Consider a pedestrian route from RTA Transit Center to Dayton Mall. This would require a partnership among private property owners. 		
Create a Rain Garden Park	<ul style="list-style-type: none"> > Work with property owners and managers to convert the property west of Walmart into a publicly accessible Rain Garden Park 		
Create a Cherry Tree Allee on Mall Ring Road	<ul style="list-style-type: none"> > Work with property owners, Montgomery County and other stakeholders to raise funds for to plant cherry trees and build high quality separated pedestrian and bicycle paths along the Ring Road west of the Mall 		
Enhance connection to Cox Arboretum	<ul style="list-style-type: none"> > Work with ODOT to improve biking and walking connections to Cox Arboretum > Create new trails signage and landscaping that connect the Prestige Summit area to the Cox Arboretum to the north 		
TRIUMPH: Reduce traffic congestion and increase access to the area			
Improve the Exit 44 Interchange	<ul style="list-style-type: none"> > Develop and implement a landscape redesign for the interchange > As recommended in the branding initiative, include Miami Crossing signage along both entrance ramps > Include pedestrian-scale lighting along bike and pedestrian lane along SR725 		
Link Prestige Summit with new multi-modal bridge	<ul style="list-style-type: none"> > Based on private interest for large-scale redevelopment, initiate a preliminary engineering study with ODOT to determine the viability and costs of bridge construction 		
Address automobile congestion in the vicinity	<ul style="list-style-type: none"> > Study options to help alleviate congestion at the SR725/SR741 intersection by providing an additional ramp to northbound I-75 off Mall Woods Drive or Prestige Place > Study options to grade-separate a portion of the Mall Woods Drive/Prestige Plaza Drive/SR725 intersection to reduce congestion at the SR725/SR741 intersection > Consider removing the high-speed slip lane at SR725/I-75 northbound ramp and install dual right-turn lanes. This should improve lane utilization of the northbound dual left-turn lanes at the SR 25/SR741 intersection and improve pedestrian bike safety if a multi-use path is placed on the north side of SR725 > Develop and incorporate traffic calming design standards, including roundabouts, super streets, and pedestrian signals 		

Implementation— Matrix

PROJECT / DEVELOPMENT	ACTION STEPS	COMMUNITY PRIORITY	COMMENTS
Make development more transit-friendly	<ul style="list-style-type: none"> > Design new streetscapes to accommodate buses and bus stops every two to three blocks. > Consider the feasibility of relocating the South Hub inside a plaza or public space in the redevelopment area with the goal of moving it closer to pedestrian-oriented businesses. > Work with RTA to evaluate the feasibility of a separately branded circulator route using 40-foot buses or shuttles, running on a 30-minute loop to link the South Hub to businesses, hotels, and destinations in the vicinity. Funding could be provided by consolidating similar services as well as some revenue generation from the JEDD or other local sources. If RTA is unable to provide this service, consider a privately-managed circulator route that runs either daily, on weekends, or during the holiday season. Preliminary estimated costs range from \$50-\$65 per hour, or \$500-\$845 per day, depending on the hours of service. > Consider a pedestrian route from RTA Transit Center to Dayton Mall. This would require a partnership among private property owners. 		
TRIUMPH: Build new green infrastructure and retrofit existing infrastructure to be sustainable			
Identify funding sources for green infrastructure	<ul style="list-style-type: none"> > Explore public-private partnership to fund large-scale sustainability projects in areas with retail, entertainment and residential uses > Seek out state and federal grants for sustainable infrastructure improvements 		
Require new development to incorporate green stormwater infrastructure	<ul style="list-style-type: none"> > Require new development to retain stormwater using strategies like sidewalk planter boxes, filter strips, rain gardens, green roofs, constructed wetlands, permeable pavement and rainwater harvesting and storage systems > Encourage stormwater retention and treatment strategies to be designed as amenities [e.g. rain gardens, wetland parks, accessible green roofs, etc.] 		
Encourage sustainable development practices, building methods and architecture	<ul style="list-style-type: none"> > Encourage sustainable building strategies and Include requirements for Energy Star-rated appliances, water conservation plumbing and similar building choices in assistance documents > Provide information to builders on the advantages of cool roofs, which will benefit new owners and the city as a whole by mitigating the “heat island” effect caused by the concentration of impervious and dark surfaces in cities > Permit solar collectors as an accessory use but with the proper zoning standards in place to minimize negative aesthetic impacts; create building-siting guidelines for larger developments to allow for passive solar systems > Establish an annual award for the “greenest” or most sustainable building or development projects, including retrofits 		
Ensure sustainable performance and ongoing aesthetic appearance of green spaces	<ul style="list-style-type: none"> > Create a sustainable landscape committee > Monitor performance of green infrastructure and recommend adaptations based on local performance of different strategies 		
Plant more trees	<ul style="list-style-type: none"> > Inventory public trees and the overall tree canopy and evaluate the benefits of trees to the city > Create a Tree Planting Program and strict guidelines for street tree maintenance > Set goals for planting street trees [e.g. plant 50 trees in the district each year for five years] > Identify priority collector and arterial roads for street-tree planting along sidewalks > Use sustainable street tree planting methods that allow healthy root growth, breathability for roots and retention of water that will lead to faster-growing, healthier shade trees 		

Implementation Matrix

The following Implementation Matrix present actions and strategies that should be taken to achieve each of the goals of the Dayton Mall Area Master Plan listed above. The Matrix also suggests the key partners that will need to collaborate on each Action Step, the priority of each action and a proposed timeline of completion.

The pace of implementation success will vary depending on Miami Township and Miamisburg's ability to both work with existing property owners and to attract high quality and capable developer partners. The Oversight Committee established for the Dayton Mall Area Master Plan have agreed to meet one year from the plan adoption to assess the level of implementation that

has occurred. This group—or one similar—should continue to meet on an annual basis to monitor the progress of the ten major initiatives. At ten years, consideration should be given to initiating a third planning phase to direct future growth within the district.

Implementation— Matrix

PROJECT / DEVELOPMENT	ACTION STEPS	COMMUNITY PRIORITY	COMMENTS
TRIUMPH: Build a New Township Square / Public Open Gathering Space			
Create a new town square for the Dayton Mall Area	> Ensure that a new town square or public space is part of the mixed-use redevelopment south of Dayton Mall along Lyons Ridge Road		<i>In need of a Town Center A town center focal point will make M.T. stronger.</i>
TRIUMPH: Add 500-700 Units of Market Housing			
Actively seek out developer partners interested in and capable of developing mixed-use projects	<ul style="list-style-type: none"> > Identify potential developers > Target new main street retail areas with financial incentives, such as limited tax abatements, while supporting residential development to strengthen the market > Allow infrastructure assistance, development-fee waivers and streamlined permitting for multifamily housing and mixed-use development in desired locations that meet strategic criteria > Plan events and provide media exposure to recognize and reward successful developers 		<i>There is a lot of tax abatements, for how long?</i> <i>You are running out all of the seniors (who pay taxes) for the sake of younger one who live on credit.</i>
Attract new residents and shoppers to the area	<ul style="list-style-type: none"> > Transition the current website from "Plan the Mall" to "Implement the Mall Plan"; Have the website focus exclusively on promoting the Dayton Mall area as a place to live, work, and play > Expand the use of social media channels to advertise the Miami Crossing District > Increase recruitment of young adults to the boards of business, professional, civic, and philanthropic organizations, and establish committees of young adults within these organizations to cultivate new organizational leadership > Create programming including musical events, outdoor performances, film screenings, antique shows/flea markets and art festivals > Support the development and capacity of farmers markets, food truck stations, and other venues to increase access to fresh, local foods; to build community; and to support local agriculture and economic development 		<i>Who ready for this</i> <i>Social Media = where the next generation "lives"</i>
TRIUMPH: Connect the Dayton Mall to a Safe Main Street Environment			
Obtain urban design expertise on a regular basis for the Township and Miamisburg	> Engage an architect/landscape architect/urban designer on an on-call basis to provide urban design expertise for the area		<i>Who will pay for landscaping</i>
Add streetscape amenities	<ul style="list-style-type: none"> > Expand tree shade and shade structures > Include planted areas and stormwater best management practices in sidewalk infrastructure > Use decorative pavement to enhance sidewalk appearance > Include seating in pedestrian areas > Provide bicycle racks in pedestrian/bicycle areas and incentivize or require property owners to include bicycle parking > Incorporate pedestrian-scale signage and lighting 		<i>Vienna Park Residents are paying for trees in our park. How will the upkeep + maintenance be done + paid for?</i>

Implementation— Matrix

PROJECT / DEVELOPMENT	ACTION STEPS	COMMUNITY PRIORITY	COMMENTS
Enhance intersections	<ul style="list-style-type: none"> > Use bump-outs to decrease crosswalk length > Widen crosswalk widths > Require all accessible curb cuts at all intersections > Incorporate pedestrian signals and wayfinding elements at lighted intersections 		<i>These just make sense Sidel improvements are needed.</i>
Improve lighting	<ul style="list-style-type: none"> > Ensure comprehensive and safe coverage of lighting during evening and night > Use appropriately scaled lighting in roadways and pedestrian areas > Use warmer lights to create neighborhood character in pedestrian areas > Employ consistent lighting fixture design throughout new and existing development > Prioritize areas directly adjacent to new development to create larger impact 		<i>Mall needs to be lit up around 5000 Any Lighting improvements will be an improvement.</i>
Enforce higher landscape standards	<ul style="list-style-type: none"> > Develop a basic landscape maintenance program through a public process so that expectations are understood by leadership, staff, maintenance workers, and the public > Increase number, diversity and health of street trees (see Green Places and Sustainable Infrastructure for more) > Require cohesive landscape details in all new plantings 		
Consolidate utility lines to reduce visible lines	<ul style="list-style-type: none"> > Work with utilities to phase consolidation with new development > Assess viability and cost in areas within the catalytic redevelopment sites within the first two years, then around other developments as they occur 		<i>Hope this doesn't cause outages</i>
Green and screen parking lots	> Employ natural stormwater management best management practices, lines of trees and "green wall" lattices on structures to mask large gray surfaces		
Incorporate art into the public realm	<ul style="list-style-type: none"> > Commission public artists for temporary and permanent installations > Coordinate thematic public art that relates to other branding initiatives 		<i>Silly Important!</i>
Enhance gateways	<ul style="list-style-type: none"> > Include large branding and identity features at major intersections and entrances to the Mall area > Increase frequency, clarity and consistency of signage > Use landscape features like street trees and planted beds to frame vehicular and pedestrian entrances to the area 		<i>Too many signs - tacky Who will take care of landscape?</i> OFFER SHUTTLE + SERVICE
Enhance pedestrian safety	<ul style="list-style-type: none"> > Enhance pedestrian safety throughout area with improved lighting, enhanced way-finding, and programming activities that create "more eyes on the street" > Collaborate with local police and security to reduce opportunities for crime within the area 		<i>Will this increase no. of police + security?</i>
<p>If you think we should focus on an initiative in the first phase of implementation, place a sticker under Community Priority. Please add other initiatives below that you think are important for new development in the area.</p>			

PROJECT / DEVELOPMENT	ACTION STEPS	COMMUNITY PRIORITY	COMMENTS
TRUMPFL: Build 8 miles of new bicycle and pedestrian pathways to interconnect the district and its surroundings			
Plan for a connected network of open spaces	<ul style="list-style-type: none"> > Hire a shared landscape architect on-call to provide ongoing consultation on an interconnected open space plan > Require, where appropriate, contributions to a network of open spaces through the development approval process 		<i>Who will pay for this?</i>
Develop 10-year bike network implementation plan with MVRPC	<ul style="list-style-type: none"> > Adopt and follow the Bicycle and Pedestrian Plan to guide construction of new infrastructure phased with redevelopment > Establish a multi-modal Level of Service (LOS) standard and a generalized capacity analysis monitoring process that uses annual count data to guide decision-making 		<i>Add a LINK bike system?</i>
Ensure that all new development incorporates bike and pedestrian networks that connect to the greater system	<ul style="list-style-type: none"> > Incorporate ADA compliant improvements where required into all infrastructure improvement projects > Include one travel lane, bike lane, and parking lane in each direction on new streets, with vegetated medians where left turns are not provided > Provide curb extensions where parking is prohibited, next to driveways, crosswalks, and intersections. Install street trees in a tree lawn as well as within the medians. Streets should be uniformly illuminated with decorative fixtures > Regulate the spacing of curb cuts to preserve sidewalk continuity for pedestrians and preserve on-street parking spaces in districts where highly pedestrian-friendly conditions are needed and desired > Locate on-street parking and 12-foot sidewalks immediately behind the back of curb, with a 7-foot walking zone (free of street trees and fixtures) in the vicinity of ground-floor retail. Other areas should have six-foot sidewalks behind a six-foot tree lawn > Block faces should be relatively short, 400 to 500 feet in length, separated by streets or street look-alike access drives that connect to rear parking 		yes!
	<ul style="list-style-type: none"> > Introduce shared-lane bike facilities on portions of Kingsridge Drive, Prestige Place, Prestige Plaza Drive, Mall Ring Road, and Mall Woods Drive > Create a bike station on Lyons Ridge or Kingsridge Drive similar to the recently constructed Austin Landing Bike Hub, which includes a fix-it station, pump, lockers, restrooms, and covered bike racks > Eliminate a travel lane along Kingsridge Drive east of Lyons Ridge to provide bike lanes in both directions to near SR725 > Construct a 10-foot path for walking and biking along Lyons Road between Byers and Washington Church roads > Continue to develop a bicycle and pedestrian network that connects the Dayton Mall area to other destinations and update municipal transportation plans 		yes!
Make SR725 more walkable and bikeable	<ul style="list-style-type: none"> > Build a 10-foot path for walking and biking along SR725 between Byers Road and Southview Hospital > Provide crosswalks and full pedestrian signalization on all applicable legs at the following traffic signals: SR725 and Mad River Road; SR725 and Mall Park Drive; SR725 and I-75 [NB and SB ramp signals] > Remove existing shoulder, curb and enclosed drainage along SR725 between Kingsridge Drive and SR741, plant street trees (compliant with L&D Volume 1), and illuminate the street with decorative fixtures. Construct a vegetated median to help reduce travel speeds, improve aesthetics, and control left turn movements. 		<i>Why 8 miles?</i>
			<i>Hope lighting is uniform</i>

Improving Access and Growing Greener

PROJECT / DEVELOPMENT	ACTION STEPS	COMMUNITY PRIORITY	COMMENTS
Make SR741 more walkable and bikeable	<ul style="list-style-type: none"> > Build a 10-foot or wider path for walking and biking along SR741 between Cox Arboretum and Furndown Drive > Provide a median island crossing, with pedestrian-activated beacon (RRFB) across SR741 at Prestige Plaza Drive; construct a sidewalk into the Dayton Mall property > Provide crosswalks and full pedestrian signalization on all applicable legs at the following traffic signals: SR725 and Mad River Road; SR725 and Mall Park Drive; SR725 and I-75 [NB and SB ramp signals]; SR741 and Lyons Road; SR741 and Kingsridge Drive; SR741 and Prestige Place/Mall Ring Road; SR741 and Martins Drive; and SR741 and Mall Woods Drive > Continue efforts to remove the shoulder, construct curb and enclosed drainage along SR741. Construct vegetated median to help reduce travel speeds, improve aesthetics, and control left-turn movements. > Assess the physical and cost feasibility of a pedestrian bridge over SR725. During the planning process, several residents and business owners noted that a pedestrian bridge across SR725 would greatly enhance the safety and connectivity between the mall area and the residential communities to the north. While this may be cost-prohibitive given the current conditions, the success of redevelopment initiatives could make it a viable option 		<i>Will this eventually require a bridge?</i> <i>Better pathways between RTA stops & retail/housing. Needs to be safer.</i>
Implement bike facilities on the secondary street network	<ul style="list-style-type: none"> > Introduce shared-lane bike facilities on portions of Kingsridge Drive, Prestige Place, Prestige Plaza Drive, Mall Ring Road, and Mall Woods Drive > Create a bike station on Lyons Ridge or Kingsridge Drive similar to the recently constructed Austin Landing Bike Hub, which includes a fix-it station, pump, lockers, restrooms, and covered bike racks > Eliminate a travel lane along Kingsridge Drive east of Lyons Ridge to provide bike lanes in both directions to near SR725 > Construct a 10-foot path for walking and biking along Lyons Road between Byers and Washington Church roads > Continue to develop a bicycle and pedestrian network that connects the Dayton Mall area to other destinations and update municipal transportation plans 		
Make development more bicycle-friendly	<ul style="list-style-type: none"> > Provide short-term bike parking near building entrances in places that are illuminated and conspicuous > Place more parking near destinations that may attract higher volumes of users, such as ice cream and coffee shops and eating and drinking establishments. Short-term parking may be provided by placing bike corrals in some on-street parking spaces, or where parking is prohibited due to sight-distance restrictions. On-sidewalk parking should not block the clear walking zone > Provide long-term bike parking in residential developments. Parking should be secured and covered, either in a garage or storage locker > Maintain bike parking areas year-round (for example, provide snow clearance), and racks should conform with APBP standards > Office buildings should have at least one shower room with lockers where staff can clean up after riding to work 		

Implementation – Matrix

PROJECT / DEVELOPMENT	ACTION STEPS	COMMUNITY PRIORITY	COMMENTS
Make development more transit-friendly	<ul style="list-style-type: none"> > Design new streetscapes to accommodate buses and bus stops every two to three blocks. > Consider the feasibility of relocating the South Hub inside a plaza or public space in the redevelopment area with the goal of moving it closer to pedestrian-oriented businesses. > Work with RTA to evaluate the feasibility of a separately branded circulator route using 40-foot buses or shuttles, running on a 30-minute loop to link the South Hub to businesses, hotels, and destinations in the vicinity. Funding could be provided by consolidating similar services as well as some revenue generation from the JEDD or other local sources. If RTA is unable to provide this service, consider a privately-managed circulator route that runs either daily, on weekends, or during the holiday season. Preliminary estimated costs range from \$50-\$65 per hour, or \$500-\$845 per day, depending on the hours of service. > Consider a pedestrian route from RTA Transit Center to Dayton Mall. This would require a partnership among private property owners. 		<p><i>This is especially necessary for people who ride buses to work</i></p> <p><i>Hub is far away from hwy for park-n-ride program. Need better location or shuttle for commuters.</i></p> <p><i>Public transit should be a focal point in all developments leveraging considerable investment & P.</i></p>
Create a Rain Garden Park	<ul style="list-style-type: none"> > Work with property owners and managers to convert the property west of Walmart into a publicly accessible Rain Garden Park 		
Create a Cherry Tree Allee on Mall Ring Road	<ul style="list-style-type: none"> > Work with property owners, Montgomery County and other stakeholders to raise funds for to plant cherry trees and build high quality separated pedestrian and bicycle paths along the Ring Road west of the Mall 		
Enhance connection to Cox Arboretum	<ul style="list-style-type: none"> > Work with ODOT to improve biking and walking connections to Cox Arboretum > Create new trails signage and landscaping that connect the Prestige Summit area to the Cox Arboretum to the north 		
TRIUMPH: Reduce traffic congestion and increase access to the area			
Improve the Exit 44 Interchange	<ul style="list-style-type: none"> > Develop and implement a landscape redesign for the interchange > As recommended in the branding initiative, include Miami Crossing signage along both entrance ramps > Include pedestrian-scale lighting along bike and pedestrian lane along SR725 		
Link Prestige Summit with new multi-modal bridge	<ul style="list-style-type: none"> > Based on private interest for large-scale redevelopment, initiate a preliminary engineering study with ODOT to determine the viability and costs of bridge construction 		
Address automobile congestion in the vicinity	<ul style="list-style-type: none"> > Study options to help alleviate congestion at the SR725/SR741 intersection by providing an additional ramp to northbound I-75 off Mall Woods Drive or Prestige Place > Study options to grade-separate a portion of the Mall Woods Drive/Prestige Plaza Drive/SR725 intersection to reduce congestion at the SR725/SR741 intersection > Consider removing the high-speed slip lane at SR725/I-75 northbound ramp and install dual right-turn lanes. This should improve lane utilization of the northbound dual left-turn lanes at the SR 25/SR741 intersection and improve pedestrian-bike safety if a multi-use path is placed on the north side of SR725 > Develop and incorporate traffic calming design standards, including roundabouts, super streets, and pedestrian signals 		

Implementation – Matrix

PROJECT / DEVELOPMENT	ACTION STEPS	COMMUNITY PRIORITY	COMMENTS
Make development more transit-friendly	<ul style="list-style-type: none"> > Design new streetscapes to accommodate buses and bus stops every two to three blocks. > Consider the feasibility of relocating the South Hub inside a plaza or public space in the redevelopment area with the goal of moving it closer to pedestrian-oriented businesses. > Work with RTA to evaluate the feasibility of a separately branded circulator route using 40-foot buses or shuttles, running on a 30-minute loop to link the South Hub to businesses, hotels, and destinations in the vicinity. Funding could be provided by consolidating similar services as well as some revenue generation from the JEDD or other local sources. If RTA is unable to provide this service, consider a privately-managed circulator route that runs either daily, on weekends, or during the holiday season. Preliminary estimated costs range from \$50-\$65 per hour, or \$500-\$845 per day, depending on the hours of service. > Consider a pedestrian route from RTA Transit Center to Dayton Mall. This would require a partnership among private property owners. 		
TRIUMPH: Build new green infrastructure and retrofit existing infrastructure to be sustainable			
Identify funding sources for green infrastructure	<ul style="list-style-type: none"> > Explore public-private partnership to fund large-scale sustainability projects in areas with retail, entertainment and residential uses > Seek out state and federal grants for sustainable infrastructure improvements 		
Require new development to incorporate green stormwater infrastructure	<ul style="list-style-type: none"> > Require new development to retain stormwater using strategies like sidewalk planter boxes, filter strips, rain gardens, green roofs, constructed wetlands, permeable pavement and rainwater harvesting and storage systems > Encourage stormwater retention and treatment strategies to be designed as amenities (e.g. rain gardens, wetland parks, accessible green roofs, etc.) 		
Encourage sustainable building practices, building methods and architecture	<ul style="list-style-type: none"> > Encourage sustainable building strategies and Include requirements for Energy Star-rated appliances, water conservation plumbing and similar building choices in assistance documents > Provide information to builders on the advantages of cool roofs, which will benefit new owners and the city as a whole by mitigating the "heat island" effect caused by the concentration of impervious and dark surfaces in cities > Permit solar collectors as an accessory use but with the proper zoning standards in place to minimize negative aesthetic impacts; create building-siting guidelines for larger developments to allow for passive solar systems > Establish an annual award for the "greenest" or most sustainable building or development projects, including retrofits 		
Ensure sustainable performance and ongoing aesthetic appearance of green spaces	<ul style="list-style-type: none"> > Create a sustainable landscape committee > Monitor performance of green infrastructure and recommend adaptations based on local performance of different strategies 		
Plant more trees	<ul style="list-style-type: none"> > Inventory public trees and the overall tree canopy and evaluate the benefits of trees to the city > Create a Tree Planting Program and strict guidelines for street tree maintenance > Set goals for planting street trees (e.g. plant 50 trees in the district each year for five years) > Identify priority collector and arterial roads for street-tree planting along sidewalks > Use sustainable street tree planting methods that allow healthy root growth, breathability for roots and retention of water that will lead to faster-growing, healthier shade trees 		<p><i>Will the developer be responsible for maintaining the trees?</i></p>



TRANSFORMATION INTO A WALKABLE DISTRICT

Transformation of the Dayton Mall area into a redeveloped, walkable mixed-use district won't happen overnight. The area does, however, have the capacity to transform in stages over several years into a vibrant, walkable mixed-use destination. The illustrative rendering at right suggests how the initial phase could add buildings, storefronts, street trees, landscaping, sidewalks and more to begin transformikng Lyons Ridge Drive. The rendering above shows how the street could look over 10 or more years.

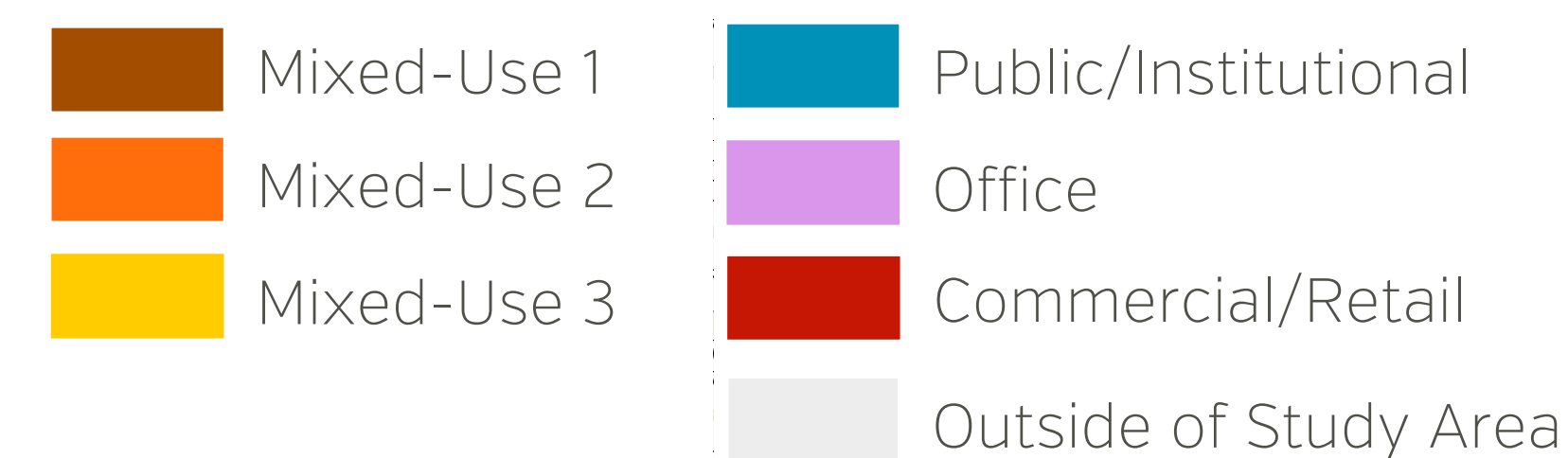
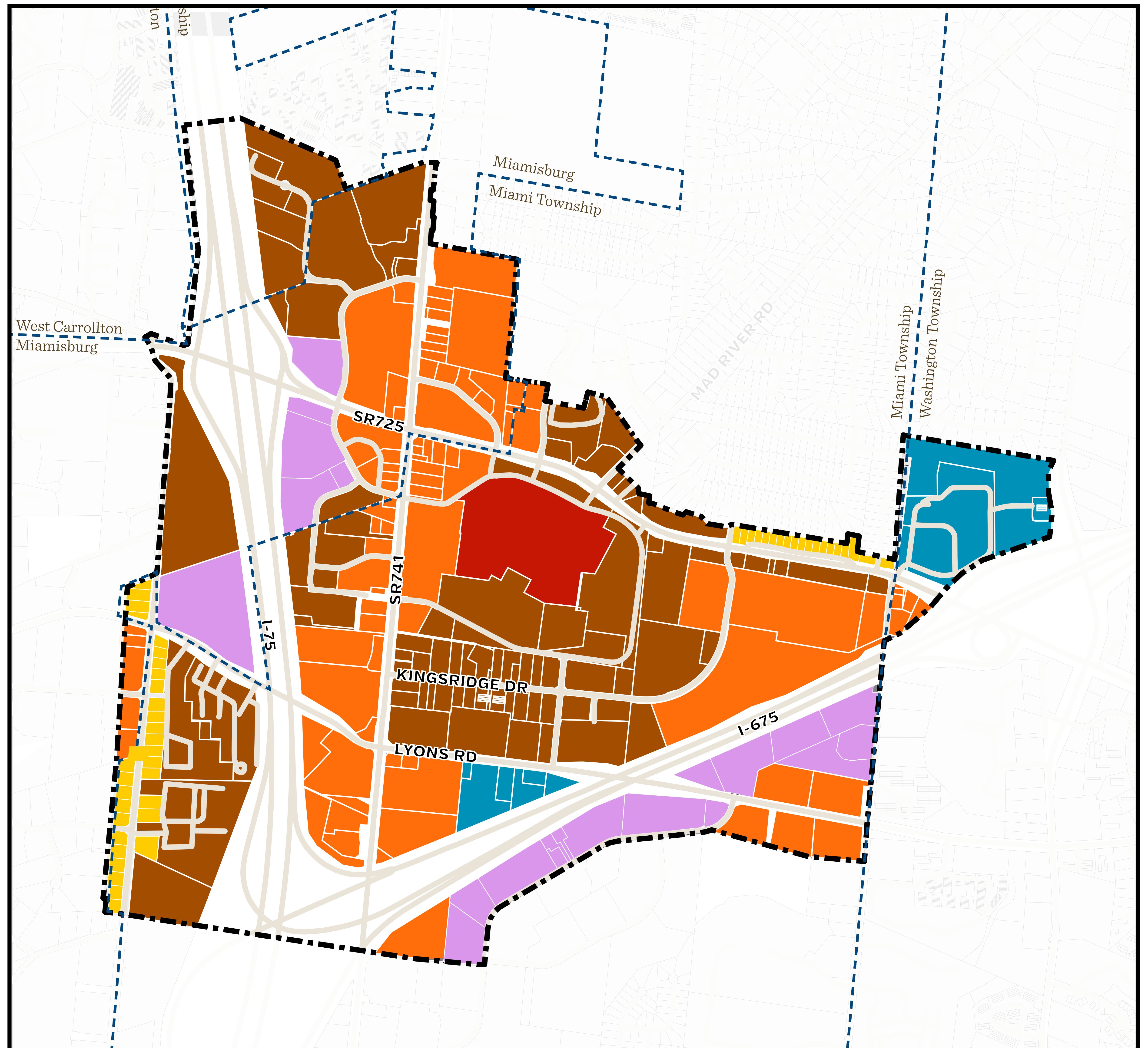


EXHIBIT 14: Future Land Use Classifications

Classification	Description
MIXED-USE 1	This classification encourages mixed uses at the neighborhood level. These areas contain multiple functions and act as local centers of economic activity. Examples include smaller-scale retail, office, or mixed uses built to the urban design standards recommended by this plan. Neighborhood commercial uses shall be located at key intersections and within nodes. Residential units shall be located either above and/or directly adjacent to retail.
MIXED-USE 2	This classification encourages mixed uses at the regional level, including larger mixed-use development, retail, office, and residential uses. Residential units shall be located either above and/or next to the commercial, office, or institutional uses in multistory buildings. The highest-density buildings shall be located adjacent to SR 741 or I-675. Buildings along SR 725 shall be stepped down to complement the single-family neighborhoods to the north; a maximum of two stories will be allowed when directly adjacent to single-family properties. This classification also includes more traditional existing big-box stores and shopping center locations. Outlot development will occur based on design standards that position building close to roadways with a walkable frontage. Larger traditional stores should be placed behind the walkable outlots with clear connections to the street frontage.
MIXED-USE 3	This classification is intended to encourage establishment of an incubator for small businesses and professional offices that permits primarily offices and limited business uses to cohabitate with a residential use within the same building by the owner or employee of the business. This district is intended to permit a more intensive business use than traditionally permitted under the home-occupation standards of this zone, subject to the form and design standards of this classification.
OFFICE	This classification includes office uses. Support services, residential uses, hospitality and limited retail should be evaluated on a case-by-case basis depending upon their integration within a larger office campus. This classification is meant primarily to support and encourage development of higher-visibility office complexes along the major interstate corridors.
COMMERCIAL AND RETAIL	This classification includes retail and commercial uses, based on current land uses and zoning classifications.
PUBLIC/ INSTITUTIONAL	This classification includes the Miami Township Government Building and Library as well as Southview Hospital. Current land use shall remain the same.

PROPOSED FUTURE LAND USE

This map proposes future land uses for the Mall Area. The map and the classification table, above, when adopted by the Township and Miamisburg, will become land use policy and form the basis for reviewing requests for land use and zoning variances. Plan recommendations apply if a property owner wants to change the use of her/his property and, as indicated, a zoning variance is required. This information provides guidelines to make expectations about future development in the area as clear as possible, but it doesn't imply automatic approval of development proposals at the maximum allowed density or intensity.



Engaging the Community

A successful planning initiative requires transparent community engagement. At every key stage of the plan's development, residents and stakeholders alike were invited to learn about, provide input to, and help shape the emerging vision for the mall area.

November 2014 Kickoff Meeting

More than 50 residents attended a two-hour workshop. They learned about the plan, provided suggestions on how to reach other residents, and described what they hope to see for the future of the mall area.



November 2014 Stakeholder Interviews and Focus Groups

The planning team met with 45 stakeholders representing a range of interests—business owners, Township staff and officials, land owners, and residents. They helped identify opportunities for development within the plan area and further refined the ideas developed at the Kickoff Meeting.



December 2014 Working Session at Miamisburg Middle School

Following a presentation on the mall area planning process, 500 eighth-graders at the middle school identified their ideas for the future of the area. In one exercise, students wrote "Tweets from 2025," resulting in hundreds of creative ideas from the next generation of Miamisburg/Miamai Township residents.

November 2014–January 2015 Community Surveys

Textizen survey (December–January)

This cell phone-based survey let participants text their answer to a series of questions. The results gave a clearer picture of which residents use the mall and how they use it. The survey revealed broad support for efforts to improve the area's appearance and mix of uses.

Phone survey (November–December)

Questions included in a broader survey focusing on government services and quality of life in the Township added helpful detail about what residents wanted to see happen in the mall area and showed widespread support for efforts to upgrade it.



February 2015

Three-day Placemaking Workshop

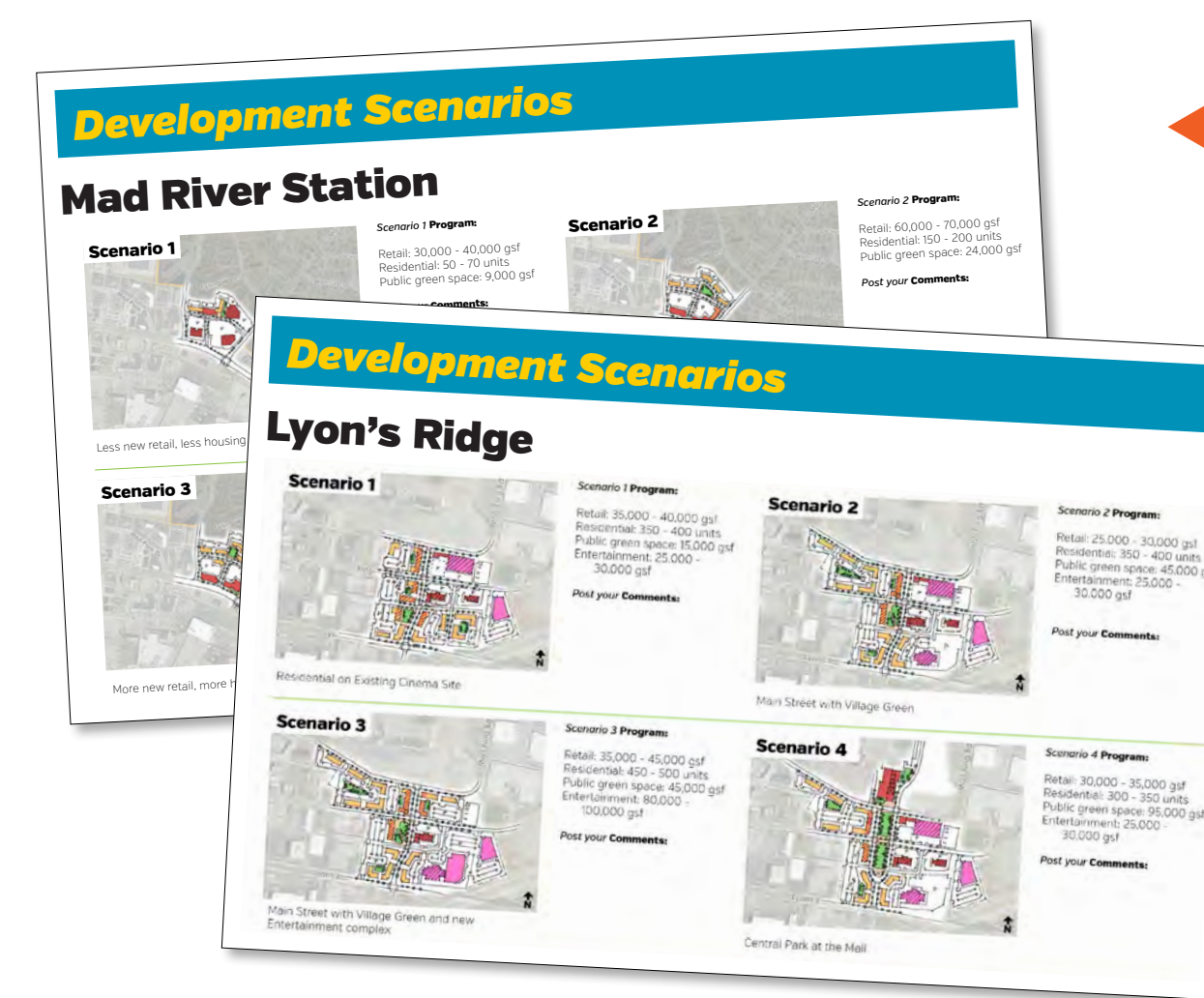
More than 100 residents took part in three days of meetings, votes, and a design studio designed to advance the plan. Participants reaffirmed the draft vision statement, watched and weighed in on conversations and drawings created during a day-long design workshop, critiqued and refined the ideas in the drawings, and helped choose elements for introducing new mall-area branding and signage.



March 2015

Scenario-Review Open House

Encouraged by strong interest in the placemaking series, the planning team added this open house to the schedule. Community members recorded their reactions to the strengths or weaknesses of multiple potential redevelopment scenarios developed by the team.



September 2015 Draft Plan Open House

Dozens of residents listened to a presentation of the plan, given once at the start and recapped for late arrivals at the end. Residents viewed presentation posters, talked with the planning team and Oversight Committee, and identified the initiatives most important to them.



Outreach

The township and the planning team worked to get word out about the planning process through a variety of traditional and social media.

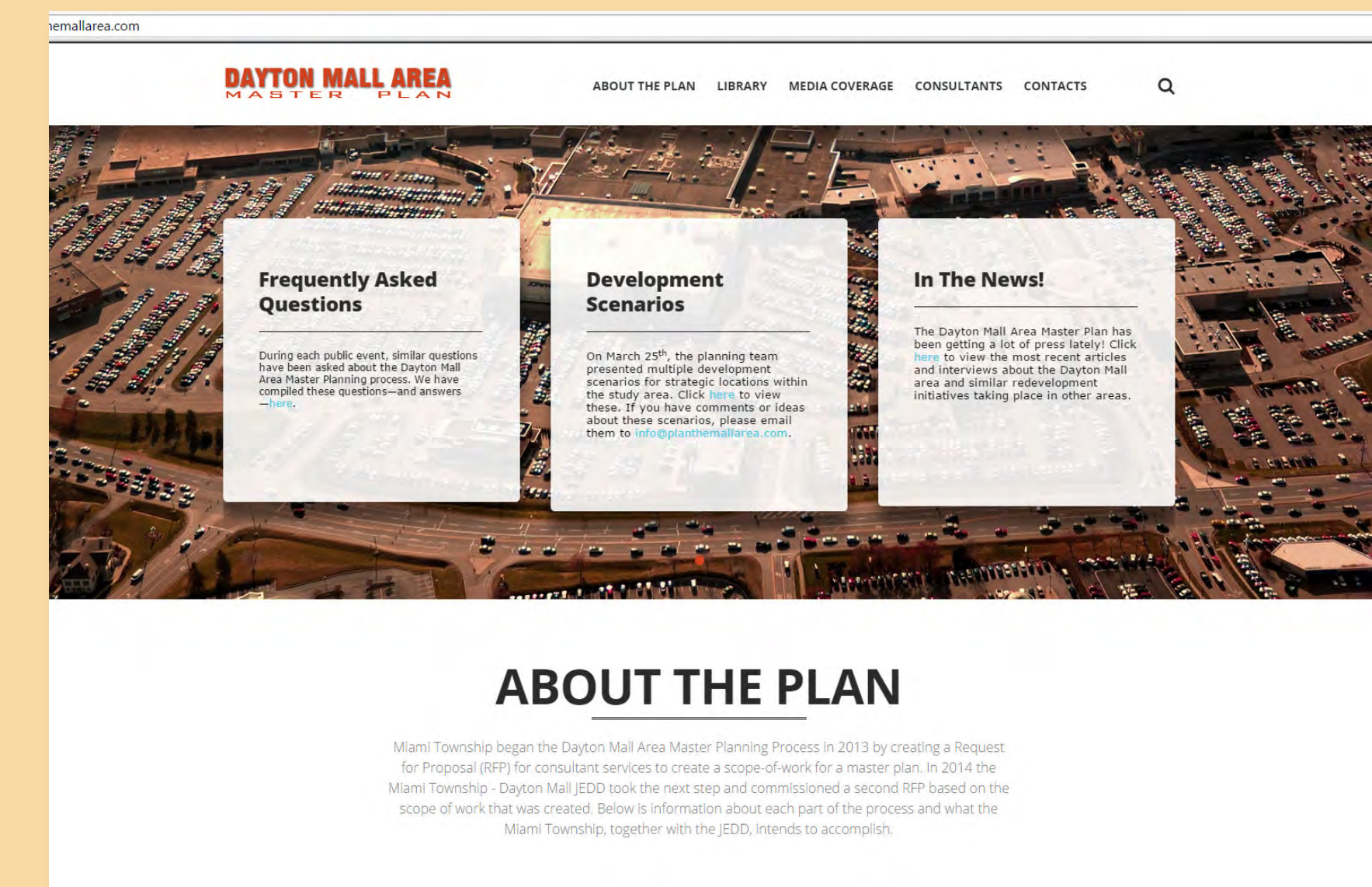


Media coverage:

Delhi and Cincinnati-area TV, newspapers, and specialized publications covered the development of the plan and public events throughout the planning process.

Social media:

The Township used its Facebook and Twitter accounts to publicize each opportunity for member of the public to participate in the planning process.



Dedicated plan website:

The planning team worked with the Township to develop and maintain a plan website as a clearinghouse for news about the process, an archive for plan documents, and a portal for community comments.