





## PRINCIPLES of HOUSING REVIVAL

- 1. Support a wider range of housing that reflects a community diverse in house-holds, ages, incomes and interests.
- 2. Ensure housing choices that respect and sustain a vibrant Avondale.
- 3. Encourage the revival of our existing housing stock.
- 4. Introduce new housing that serves unmet demands.
- 5. Improve the marketability of all housing in Avondale.
- 6. Restore the connective urban fabric of our residential streets.
- 7. Provide resources to increase viable homeownership.
- 8. Mitigate the value erosion in distressed sales and housing stock.
- 9. Spend resources for visible, sustainable neighborhood results.
- 10. Execute with urgency in both private and community engagement.





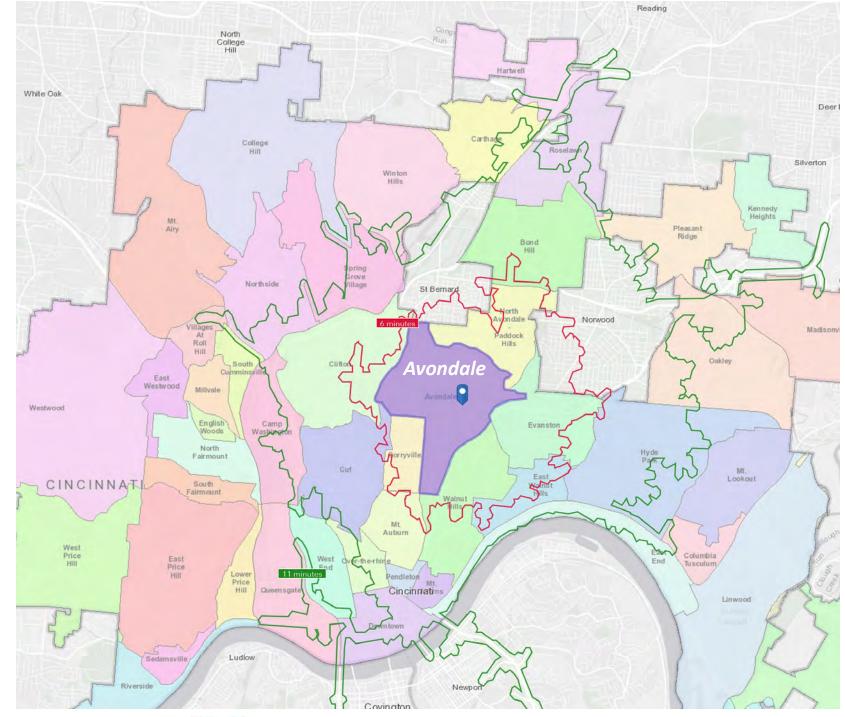


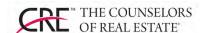
### **NEIGHBORHOOD VIBRANCY LOST**

We recognize that Avondale the neighborhood was once the soughtafter address for the University, local hospitals and key businesses some one hundred years ago.

Freeways have been built. Housing once prestigious is today dominated by older rental units. Wealth and ownership have migrated elsewhere. And crime has become a neighbor.

We begin a **look forward to housing** and householders with the Avondale geography and their adjacent neighborhoods, the household character and a detailed review of the current housing stock.







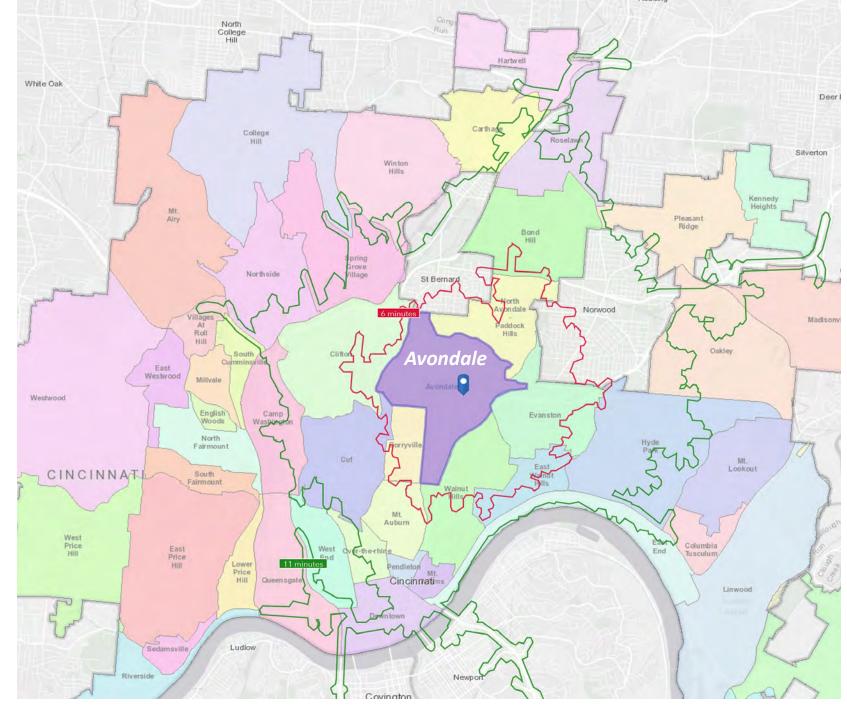


### GENERAL HOUSEHOLD TRENDS

For household trends, we set a center point at Reading Road and Forest Avenue, then sampled household data within a **6-minute drive** and then an extended 11-minute drive, as seen by the colored borders at right, reaching from Clifton to Norwood, Bond Hill to Over-the-Rhine.

Within these borders, we accessed 2017 Census data and licensed market segments to better understand the household and housing trends, the capacity of residents and the influence of the nearby neighborhoods.

The following trends are shown in sub-neighborhood mapping by Census block group:









### HOUSEHOLD GROWTH RETURNING

The **decade of 2000-2010** saw the greatest rise and fall of regional housing, revealing a market in change, not by its housing, but by the changing household.

The map at right shows **household losses** throughout Avondale and nearby neighborhoods over 2000-2010. Darkest gray shows sustained household losses of over 1.5% every year for a decade.

The map at lower right shows **household gains** up to 1.5% annually **since 2010** in white, better growth over 1.5% per year in rose and red shades.

Despite the older housing stock and economic shocks of the last ten years, Avondale has seen an overall gain in householders amid the **poor circulation** of owners, renters, young and old.









### **AVONDALE: the LOW and HIGH GROUND**

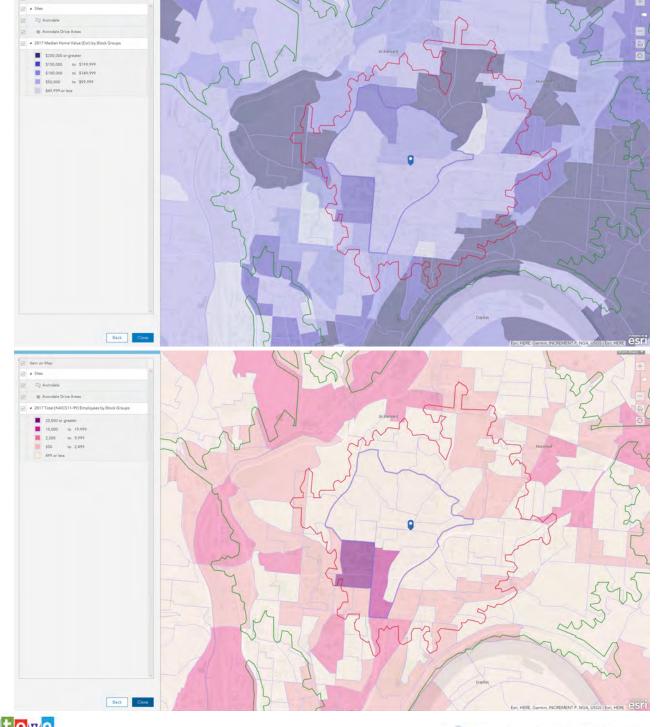
Avondale is today the **low ground for housing values**, as seen in the map at right, surrounded by much better values in nearby Clifton, North Avondale, Norwood and Hyde Park.

Yet Avondale today is also the **high ground for jobs**, as seen at lower right, with the largest concentration of daytime employment in southern Avondale and nearby Corryville.

Over **62,000 employees working each day** in Avondale and Corryville.

Nearly **75**% of these jobs in health care, technical or professional services.

Though the housing stock is older and of low value, the adjacent housing is strong and the **employment draw that attracts more affluent householders is stronger**.









#### 2017 Housing Profile

Avondale Drive Areas 800-804 Rockdale Ave, Cincinnati, Ohio, 45229 Drive Time (Mon 12:00 PM): 6 minute radius dinn focused marketing inc Latitude: 39.14443

Number

23,258

23,258

0

Percent

100.0%

0.0%

0.0%

100.0%

Population		Households	
2010 Total Population	41,500	2017 Median Household Income	\$25,789
2017 Total Population	42,971	2022 Median Household Income	\$27,977
2022 Total Population	43,616	2017-2022 Annual Rate	1.64%
2017-2022 Annual Rate	0.30%		

	Census 2	2010	2017	•	2022	2
Housing Units by Occupancy Status and Tenure	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	23,258	100.0%	23,685	100.0%	24,111	100.0%
Occupied	18,007	77.4%	18,720	79.0%	19,070	79.1%
Owner	5,747	24.7%	5,389	22.8%	5,457	22.6%
Renter	12,260	52.7%	13,331	56.3%	13,613	56.5%
Vacant	5,251	22.6%	4,965	21.0%	5,041	20.9%

	2017	•	2022	2
Owner Occupied Housing Units by Value	Number	Percent	Number	Percent
Total	5,381	100.0%	5,451	100.0%
<\$50,000	421	7.8%	383	7.0%
\$50,000-\$99,999	1,989	37.0%	1,836	33.7%
\$100,000-\$149,999	889	16.5%	803	14.7%
\$150,000-\$199,999	660	12.3%	629	11.5%
\$200,000-\$249,999	363	6.7%	373	6.8%
\$250,000-\$299,999	181	3.4%	237	4.3%
\$300,000-\$399,999	360	6.7%	457	8.4%
\$400,000-\$499,999	218	4.1%	294	5.4%
\$500,000-\$749,999	171	3.2%	268	4.9%
\$750,000-\$999,999	63	1.2%	91	1.7%
\$1,000,000+	66	1.2%	80	1.5%
Median Value	\$115,776		\$131,538	
Average Value	\$183,307		\$210,273	

We have deep demographic data on Avondale hou	se-
holders, their household size, age, education, racial	mix
and basic housing metrics.	



Census 2010 Housing Units

In Urbanized Areas

In Urban Clusters

Rural Housing Units



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Avondale Drive Areas 800-804 Rockdale Ave, Cincinnati, Ohio, 45229 Drive Time (Mon 12:00 PM): 6 minute radius dinn focused marketing inc Latitude: 39.14443 Longitude: -84.49087

Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	5,748	100.0%
Owned with a Mortgage/Loan	4,187	72.8%
Owned Free and Clear	1,561	27.2%

Census 2010 Vacant Housing Units by Status	Number	Percent
Total	5,127	100.0%
For Rent	2,427	47.3%
Rented- Not Occupied	84	1.6%
For Sale Only	426	8.3%
Sold - Not Occupied	104	2.0%
Seasonal/Recreational/Occasional Use	62	1.2%
For Migrant Workers	0	0.0%
Other Vacant	2,024	39.5%

		Owner Occi	upied Units
Census 2010 Occupied Housing Units by Age of Householder	Occupied	Number	% of Occupied
Total	18,007	5,747	31.9%
15-24	1,990	102	5.1%
25-34	3,097	541	17.5%
35-44	2,596	729	28.1%
45-54	3,694	1,285	34.8%
55-64	3,131	1,285	41.0%
65-74	1,686	811	48.1%
75-84	1,324	724	54.7%
85+	489	270	55.2%

		Owner Occ	upied Units
Census 2010 Occupied Housing Units by Race/Ethnicity of Householder	Occupied	Number	% of Occupied
Total	18,008	5,747	31.9%
White Alone	5,122	2,338	45.6%
Black/African American	12,082	3,256	26.9%
American Indian/Alaska	50	12	24.0%
Asian Alone	358	54	15.1%
Pacific Islander Alone	5	1	20.0%
Other Race Alone	98	20	20.4%
Two or More Races	293	66	22.5%
Hispanic Origin	262	58	22.1%

		Owner Occi	upied Units
Census 2010 Occupied Housing Units by Household Size	Occupied	Number	% of Occupied
Total	18,009	5,748	31.9%
1-Person	8,307	1,915	23.1%
2-Person	4,559	1,847	40.5%
3-Person	2,290	873	38.1%
4-Person	1,427	588	41.2%
5-Person	791	298	37.7%
6-Person	346	132	38.2%
7+ Person	289	95	32.9%

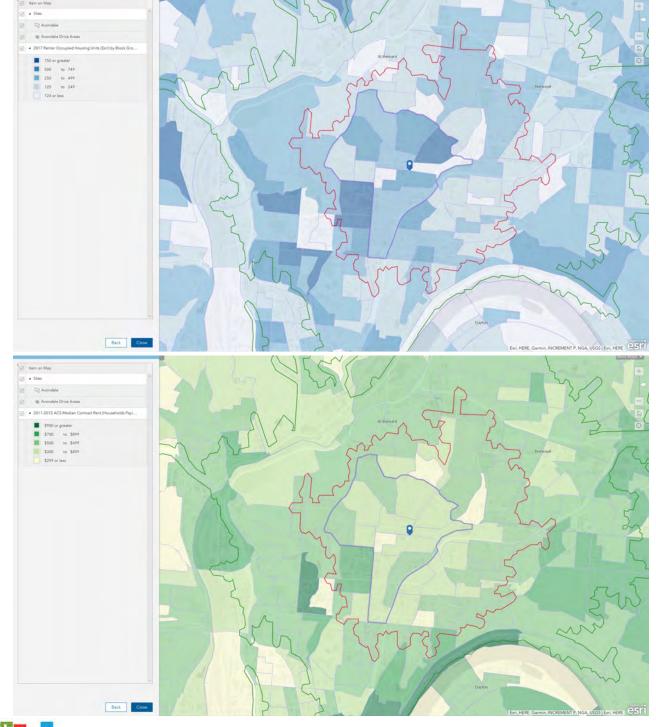
### **CONNECTED ISLAND OF RENTERS**

Avondale is **heavy in rental householders** as seen in the map at right, while these renters also generally pay the **lowest rents** as seen in the map at lower right.

Despite the aging, predominately rental housing stock, Avondale remains a prominent "island" connected to:

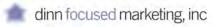
- Employment centers
- Health care access and jobs
- □ Interstate access
- University of Cincinnati
- Adjacent wealth and
- Community leadership

We believe that the strategic answer to Avondale is carefully chosen, visible and catalytic housing for our current and future residents.









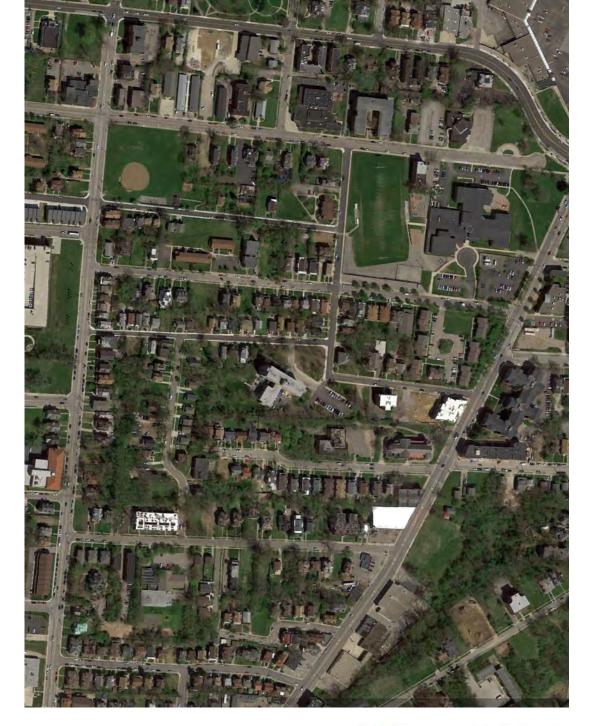
### HOUSING REVIVAL AS THE SOLUTION

We accessed licensed and very detailed property data for use within a dynamic **Housing Platform** of mapping, graphics, data points and presentation-quality exhibits:

The data allows a collaborative look at:

- All housing stock by year, size and value
- □ Sales history, including pervasive bank sales
- □ True homeownership versus landlords
- Rental housing by apartment, duplex and home

The Platform provides a dynamic, shared access to both private and public data, crime data, transportation, trends in value and many other data resources.



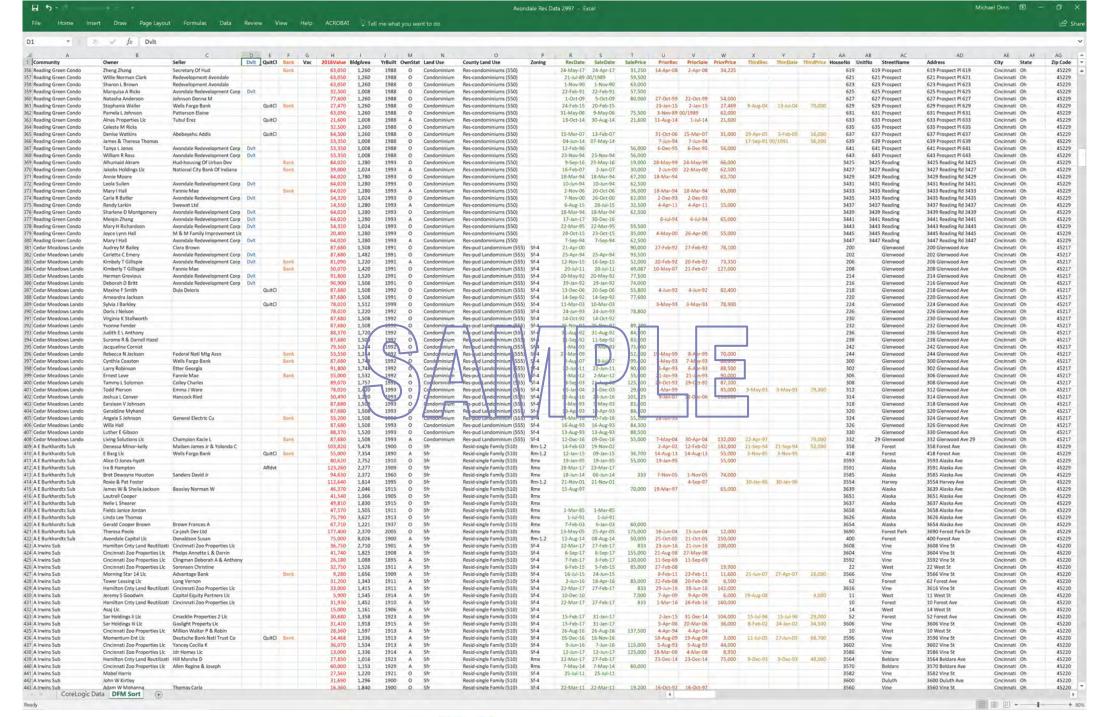


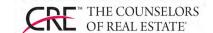




Our data is available in great detail with thousands of data points, showing home sales trends, owners, values, bank sales, and any private or public housing development.

The licensed data is limited in access held privately.









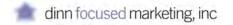
The summary metrics are unique to most urban housing submarkets, with details to follow, marked by very low ownership, old housing types, high number of vacant parcels and a constant presence of bank sales.

Total Housing Units	6,300	
Total Housing Parcels	2,909	MedYrBlt
Multifamily	321	11%
SF Attached	77	3% 1993
Duplex/Triplex	698	24% 1915
SF Detached	1,231	<b>42</b> % 1925
Vacant	573	20%
other	9	0%
Total Rental Units	5,171	82% of housing
Multifamily	3,400	66%
SF Attached	10	0%
Duplex/Triplex	1,332	26%
SF Detached	429	8%
All Sales Last 15 yrs	2,300	35% churn
Parcels Last 15 yrs	1,708	
over \$20,000	1,436	84%
Market sales	1,120	78%
Bank/REO sales	219	15%
Dvlt sales	97	7%
Median Year Built	1924	
Median Bldg Area	1,490	



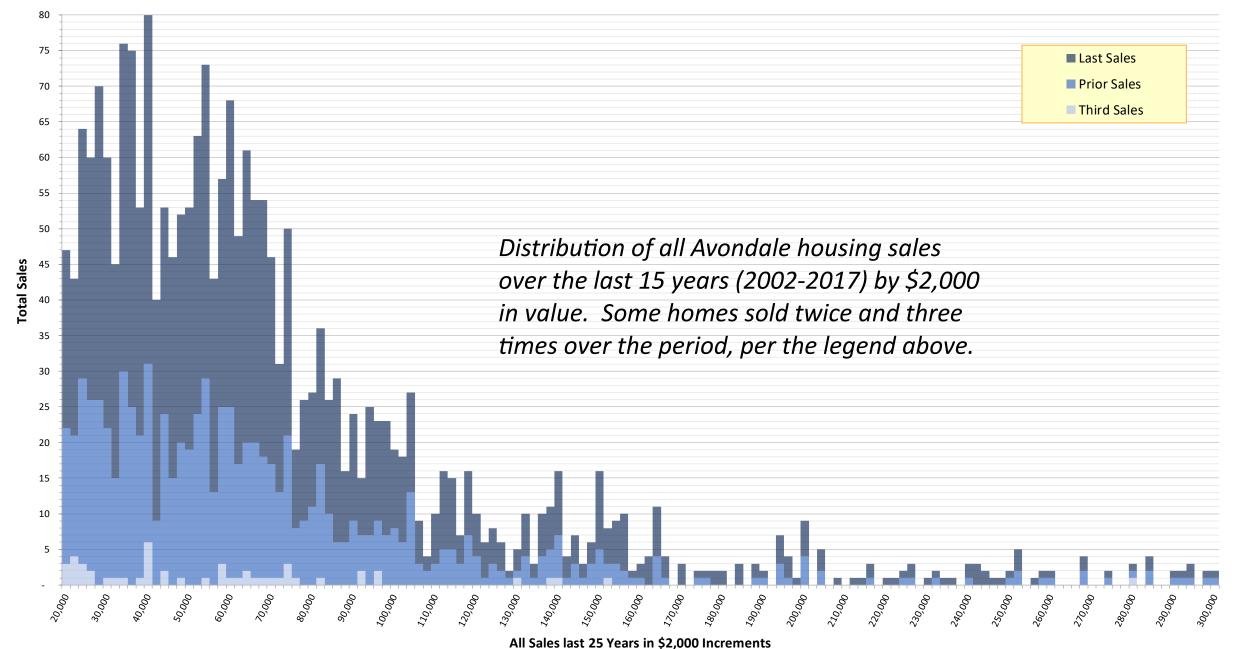






#### **AVONDALE HOME SALES DISTRIBUTION by PRICE**

Last 15 years in \$2,000 Increments

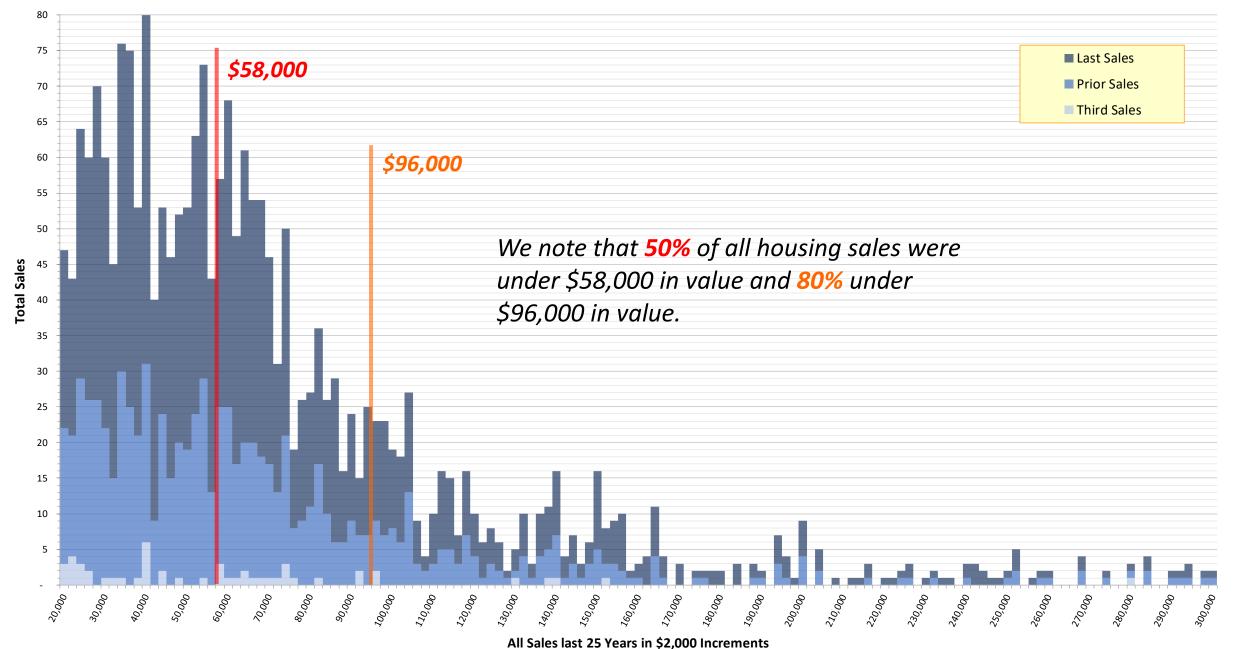






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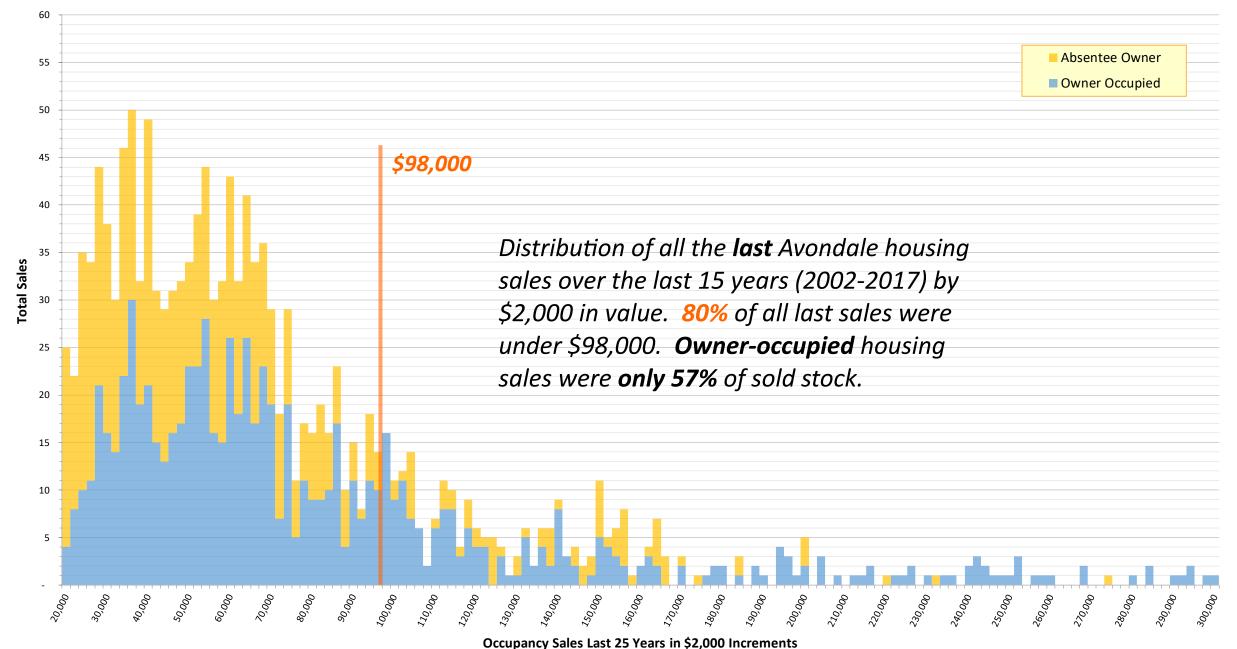






#### AVONDALE HOME SALES DISTRIBUTION by PRICE

Last 15 years by Owner in \$2,000 Increments



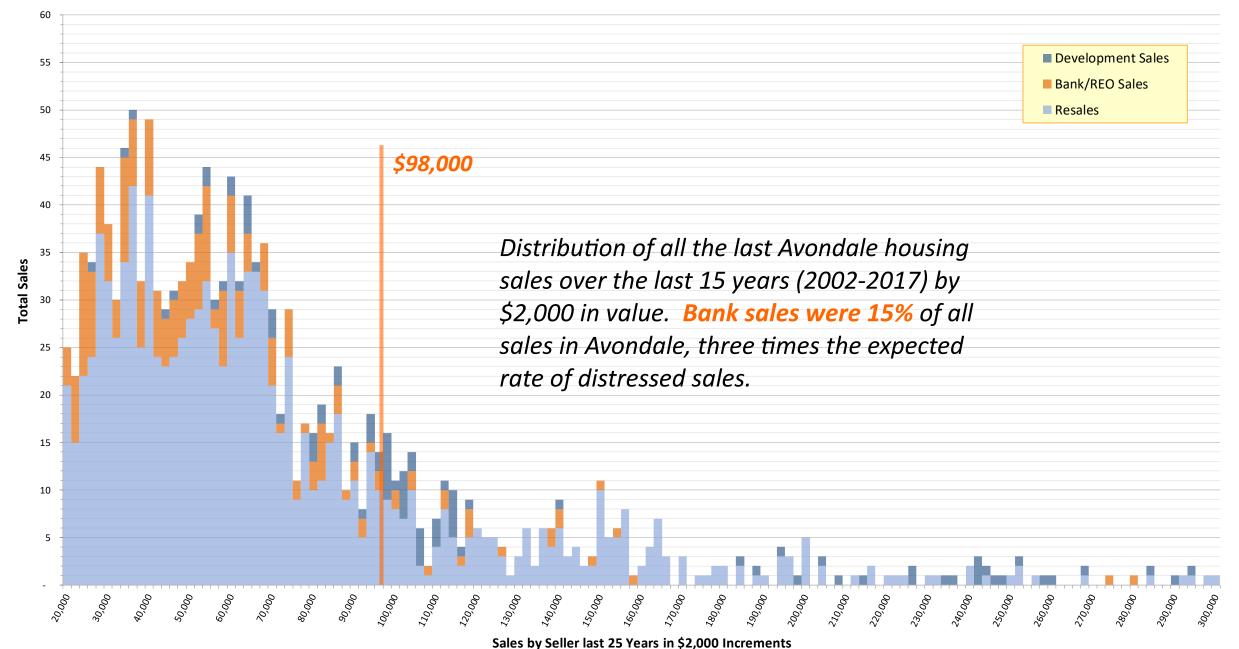






#### AVONDALE HOME SALES DISTRIBUTION by PRICE

Last 15 years by Seller in \$2,000 Increments



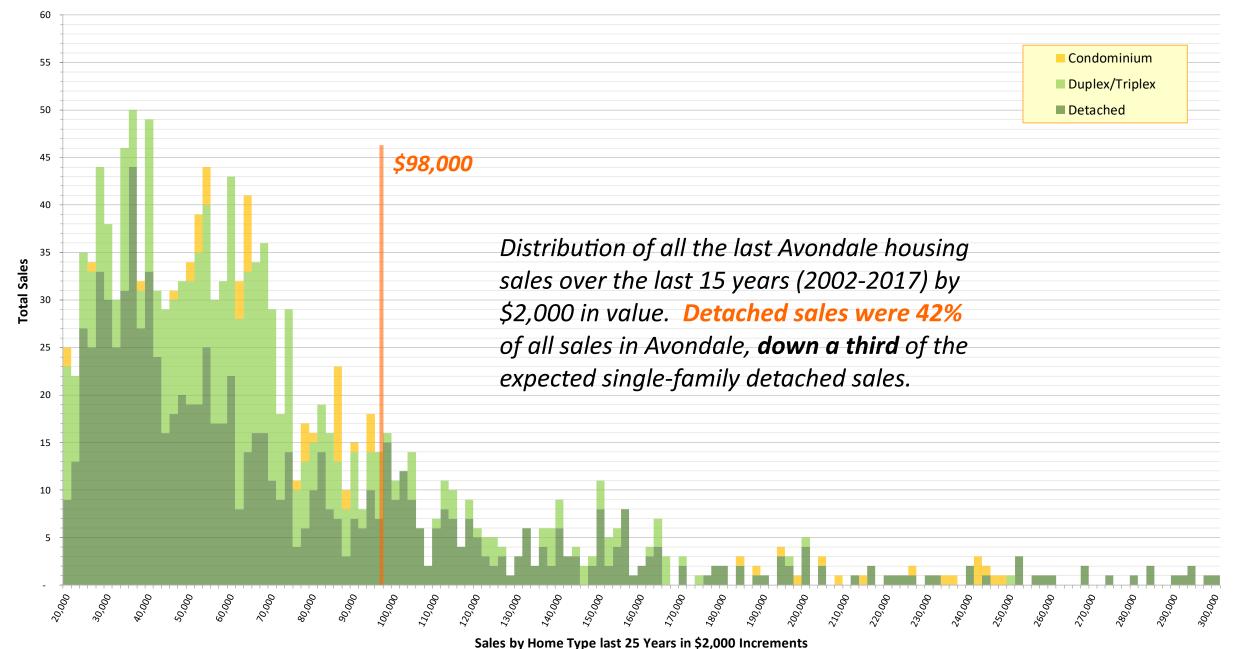


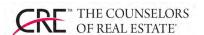




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Last 15 years by Type in \$2,000 Increments

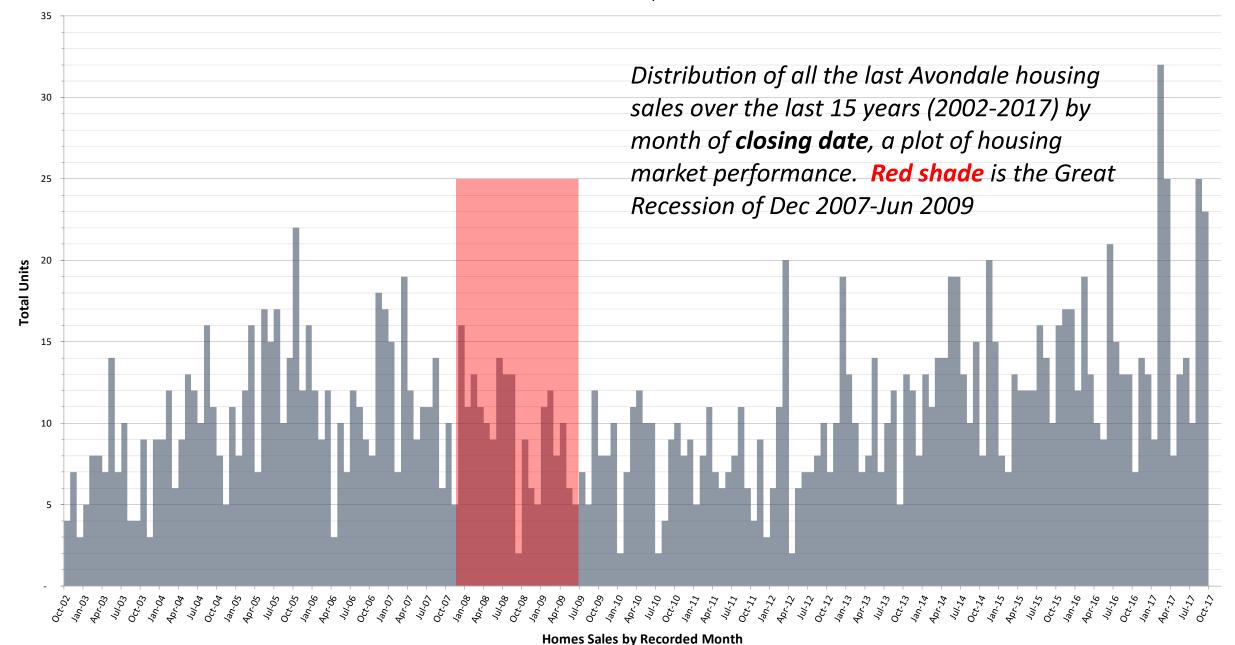


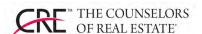






Recorded Sales by Month

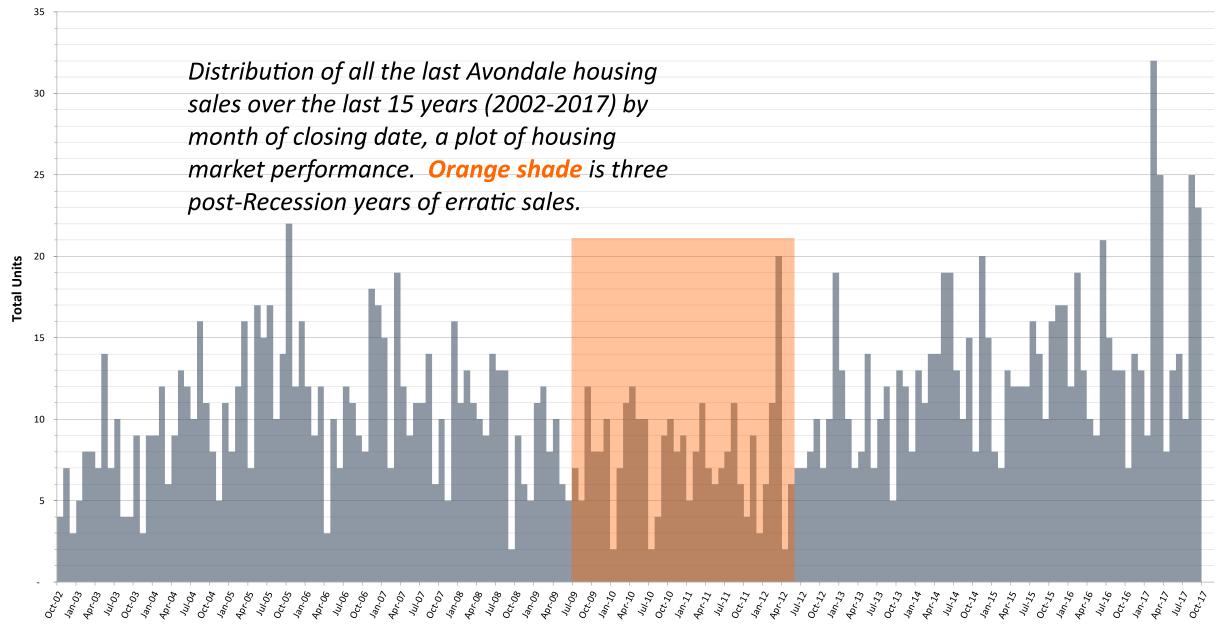








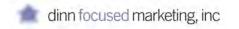
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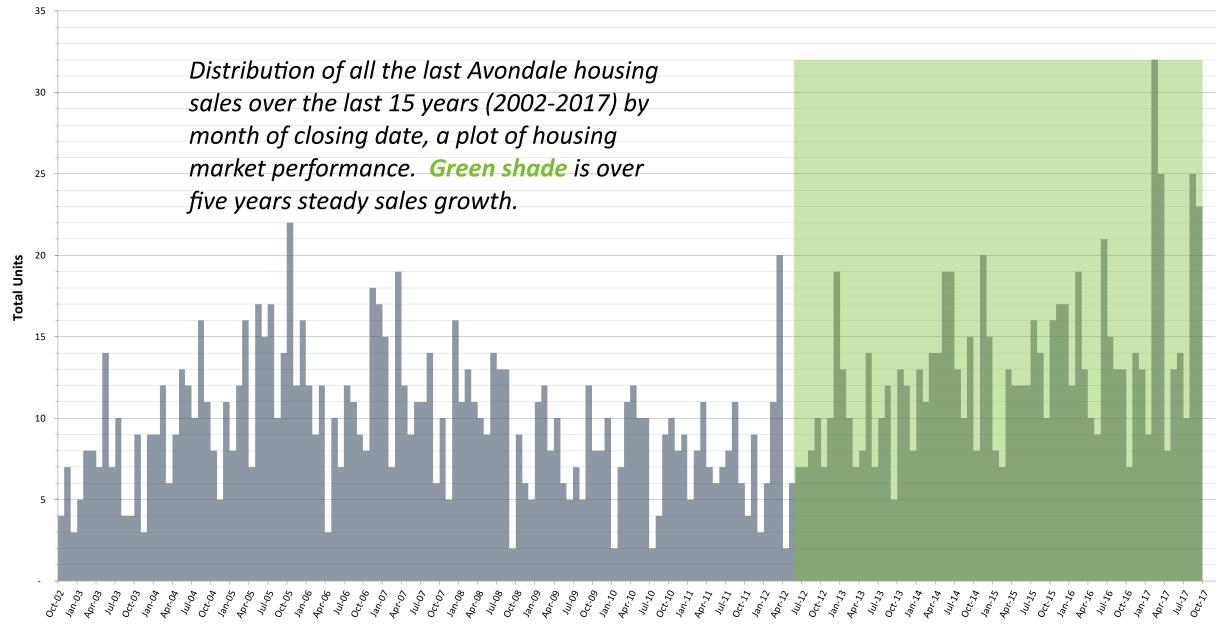
**Homes Sales by Recorded Month** 







Recorded Sales by Month

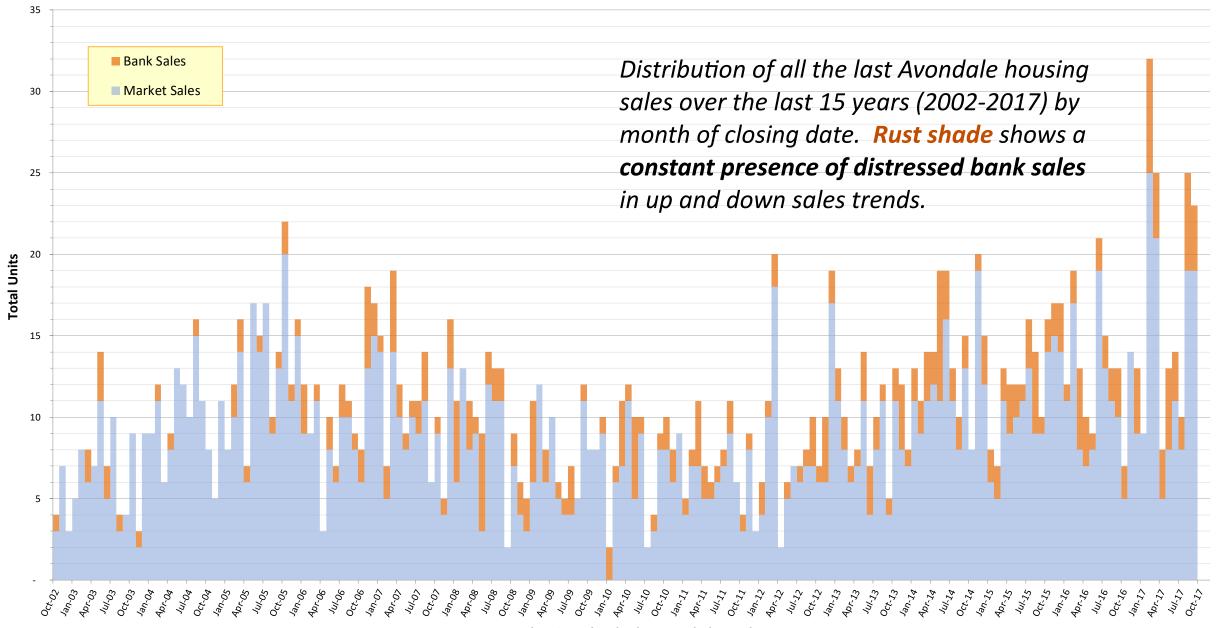


**Homes Sales by Recorded Month** 





Recorded Sales by Month

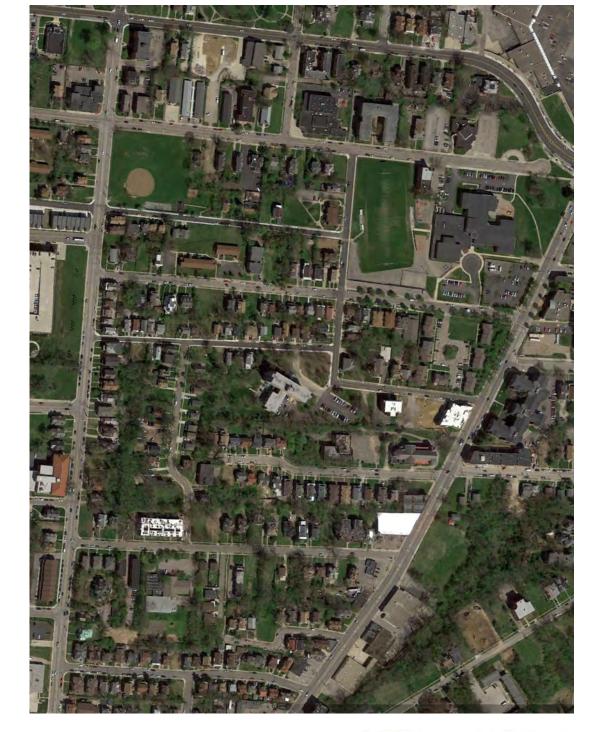


Market & Bank Sales by Recorded Month





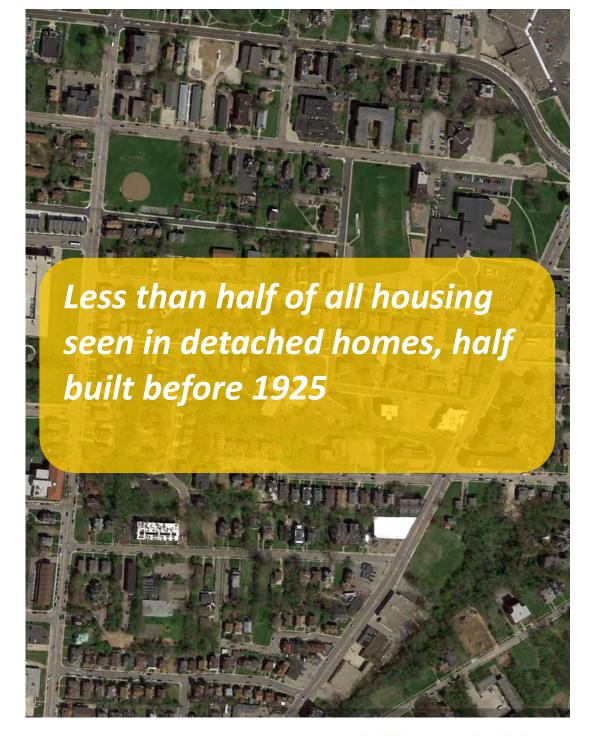
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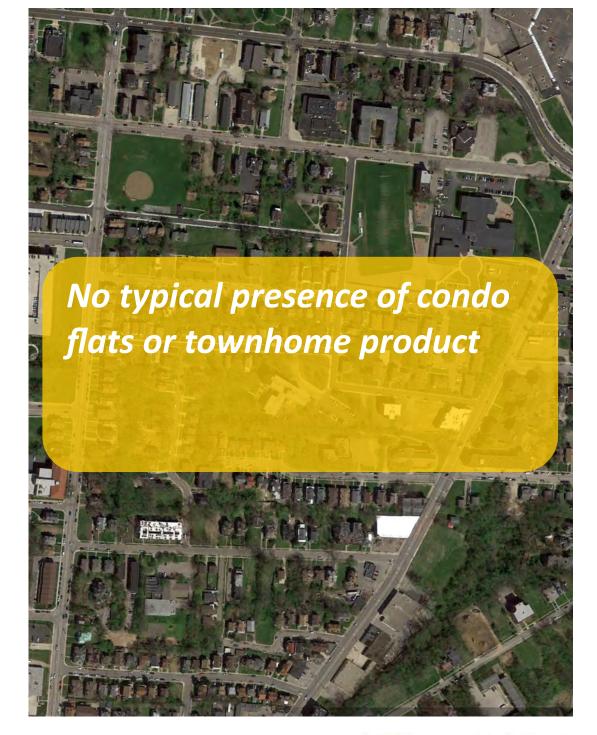






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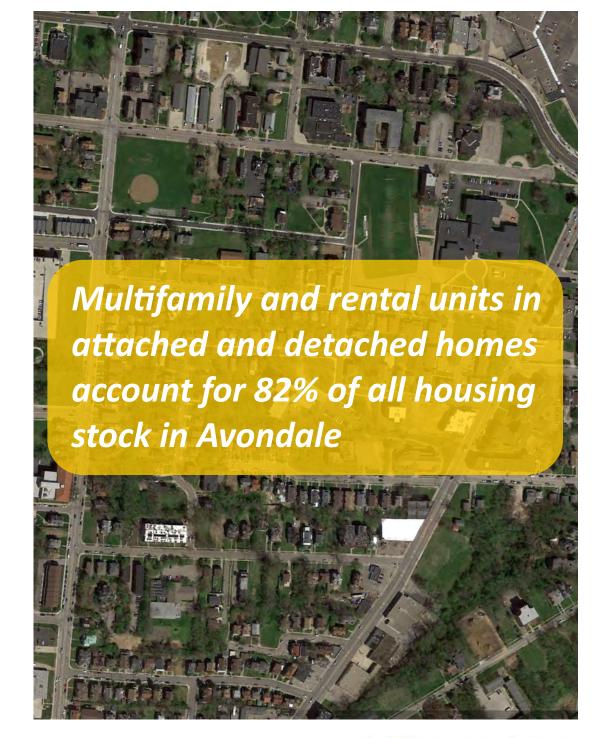
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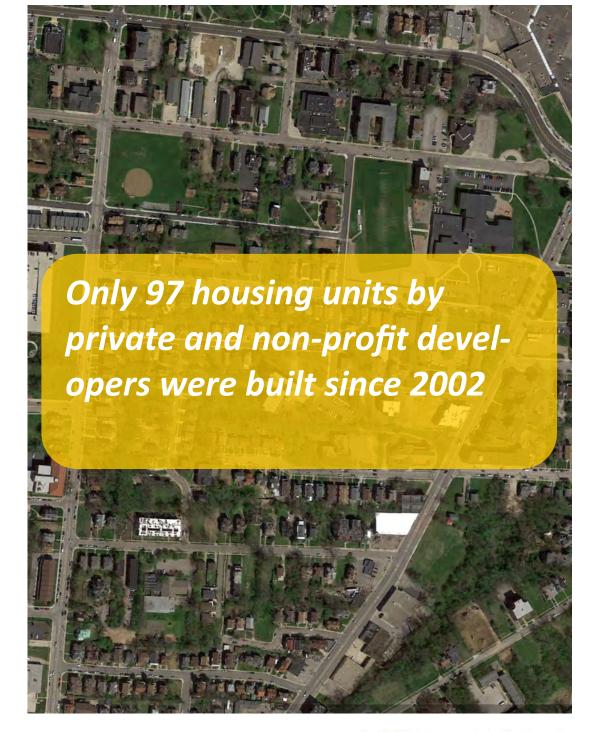
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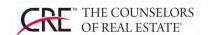




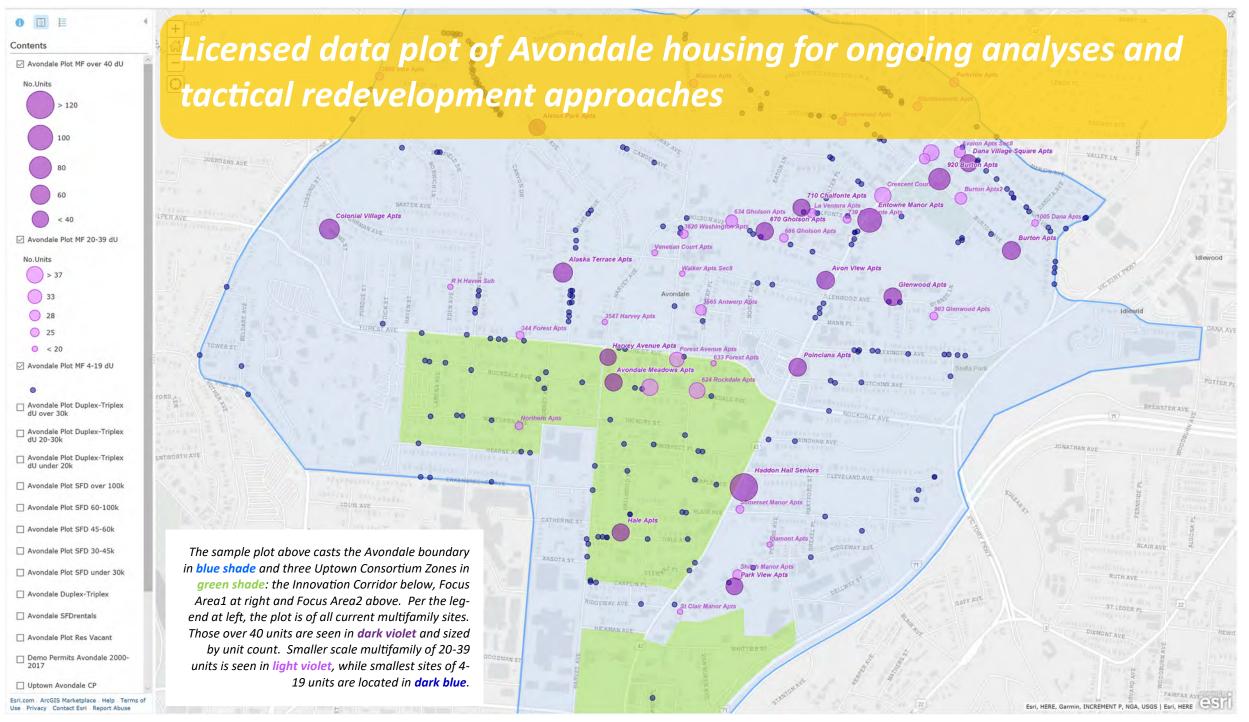


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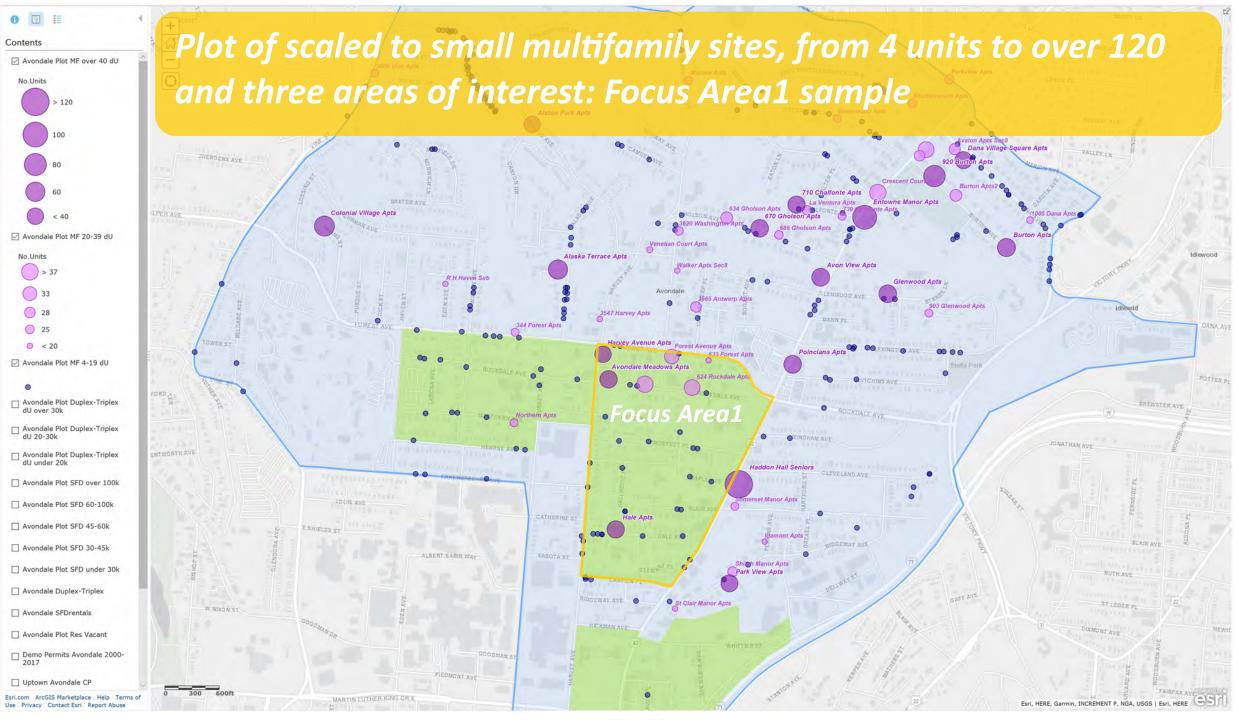








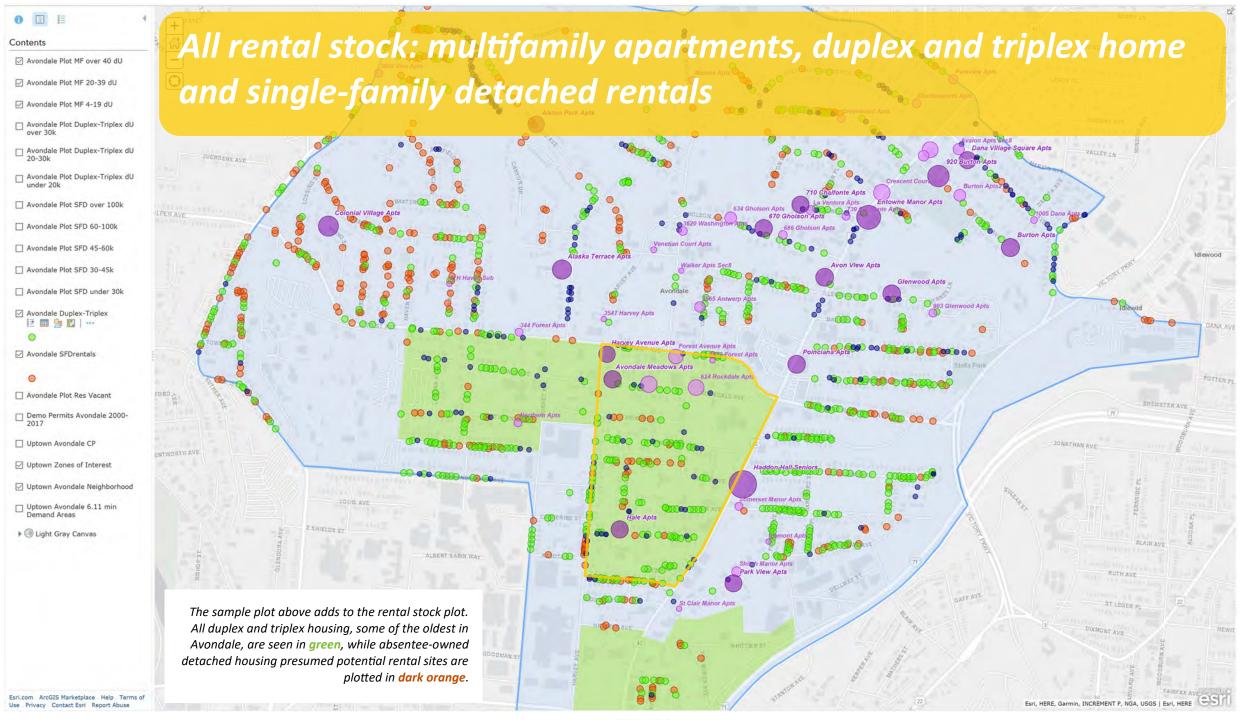






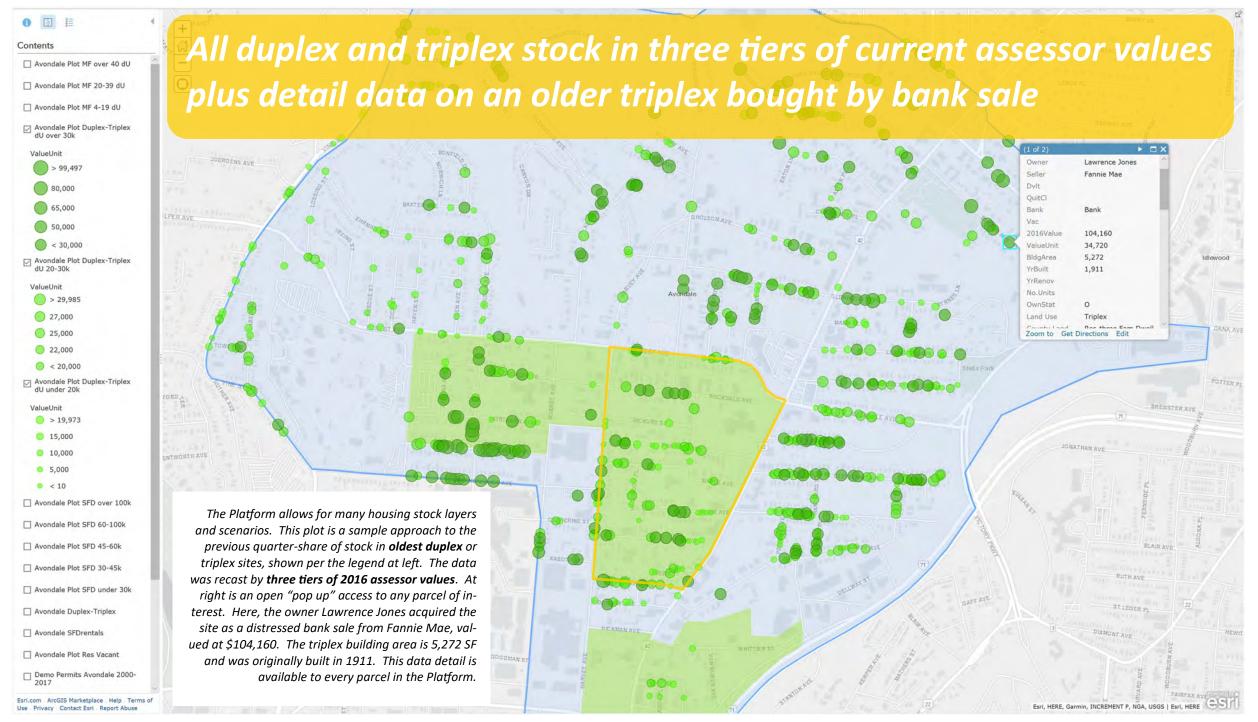








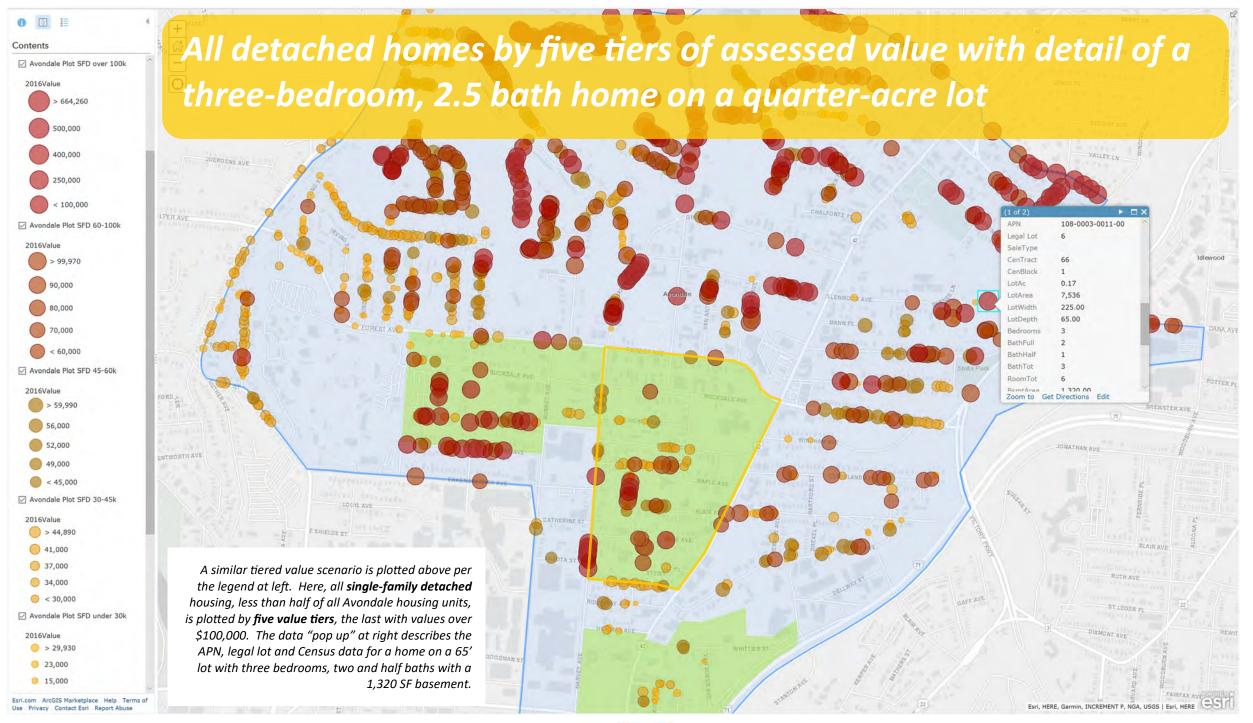








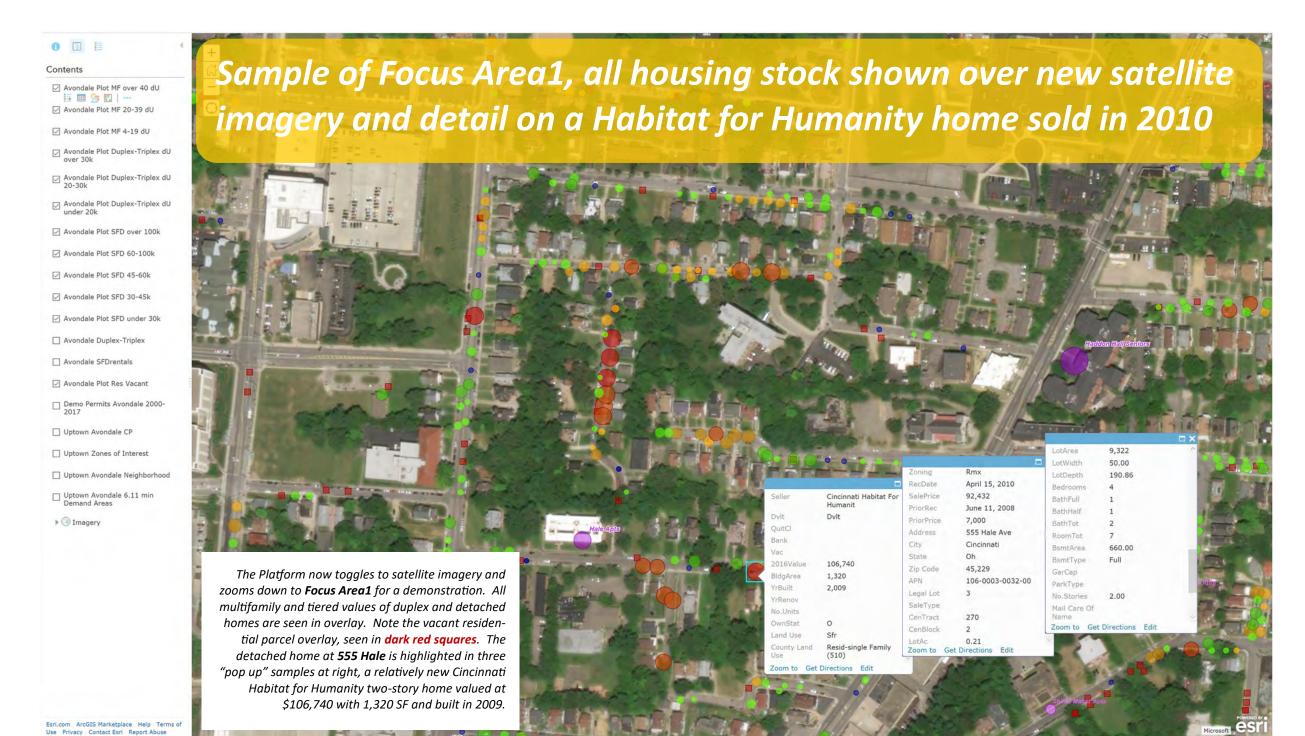






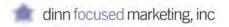












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**Sustainable** neighborhood housing change is complex and requires many talents and resources.

Whether the challenge is a revival of a once vibrant neighborhood or a new private mixed-use development, the outcomes will only rise to the early expectations set in the development planning, an agreed set of defined targets and boundaries that will best define the outcomes.

Such principles are not soft and easily overlooked; they are a constant voice in the needs of Avondale housing.









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