



### OPPORTUNITIES

- The corridors are easily accessed and Broad Street is a major gateway into downtown Columbus.
- Despite losses, there are still 77,749 people living in the trade area.
- There are 40,492 people commuting in to work within 1.5 miles.
- Redevelopment is moving west from the downtown toward the Hilltop.
- Home ownership is increasing in neighborhoods around the Hilltop.
- There is a base of strong independent businesses from which to grow.



### CHALLENGES

- The market is shrinking as people move out.
- Drug use and other crime is fueling negative perceptions.
- The loss of anchor retailers has impacted traffic to smaller businesses.
- Property values and rents do not justify the cost of needed improvements to buildings.
- The pattern of small lots and limited parking present challenges for modern retail and dining businesses.



### STRATEGIES

- The first priority is to stabilize the neighborhood.
- Programs are needed to help form and grow the small and local businesses that will be making investments in the Hilltop's commercial areas.
- There is a need to brand the districts and create a favorable image.
- safety needs to be addressed through programs to combat drug use and criminal activity.
- selected sites in both corridors need to be targeted for redevelopment.



### BROAD STREET

- Broad Street is a major route into downtown Columbus.
- These districts can be attractive, walkable commercial centers.
- There has been recent investments such as Family Dollar and state offices.
- Redevelopment sites offer the potential to attract national retailers.
- There is a significant presence of medical offices that can be a niche for the corridor.



### SULLIVANT AVE

- This district to compete for chain businesses on large lots.
- Paving, streetscaping, and pedestrian improvements are needed.
- Fast food restaurants supporting the large daytime population in the area.
- A significant number of Asian, Middle Eastern, and African businesses can be the basis for an internationally-themed business district drawing from across the region.

### We see opportunity on the Hilltop

- To better serve neighborhood commercial needs
- To capture traffic from commuters and workers
- To capitalize on the ethnic businesses attracted to the area

### We want to foster positive changes

- New business starts and business growth
- Investment in commercial real estate
- Improving conditions in the neighborhood

### We need you to get involved!

Your support and involvement are vital for Hilltop to reach its potential

#### Here's how you can get involved

1. Make plans to attend the Opportunity Open House on **Thursday, November 29 6-8 PM at Haydocy Automotive, 3895 W. Broad St.** Learn more about the study, see the draft recommendations, and let the planning team know what's most important to you.
2. Visit [www.hilltopbusinessassociation.org](http://www.hilltopbusinessassociation.org) to learn about opportunities to strengthen your business and others in the Hilltop. Consider becoming a member.
3. Spread the word. Tell others that care about business conditions in the Hilltop that their involvement is important.

What is this study? The Hilltop Market Analysis and Small Business Opportunity Study is an effort to understand conditions and opportunities and to promote business growth on Broad Street and Sullivant Avenue. The City of Columbus and Hilltop Business Association have joined forces to foster development and support small business growth with financial and technical assistance.

How is this different than past studies? This is not just another study. It is intended to be a strategy that both local businesses and city leaders support. Its recommendations will be implemented by the City, the Hilltop Business Association, other organizations and the actions of private businesses.

Is this related to the Hilltop Community Plan or Land Use Plan? As a priority area for city leaders, there are several planning efforts underway in the Hilltop. This strategy is a separate but complimentary effort to the Hilltop