

# Livingston Avenue Retail Market Analysis

Community Meeting #1  
April 28, 2025

## Welcome!!!

5:30-5:50	Arrival / Post-It Exercise
5:50-6:00	Seating
6:00-6:20	Opening Remarks and Brief Presentation
6:20-7:00	Breakout Groups
7:00-7:20	Group Reporting
7:20-7:30	Closing Remarks

# Livingston Avenue Retail Market Analysis

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# Our Project Team

## Economic and Community Development



**Brian Licari**  
Vice President



- Interdisciplinary firm that regularly assists in the evaluation of economic and fiscal outcomes, offers city and regional planning insight, financial projections, and strategic advice to governments, quasi-government agencies, businesses, and non-profits
- Technically proficient staff with advanced degrees in economics, urban planning, and public administration
- Deep experience with the issues at hand coupled with an understanding of how sound economic strategy can lead to improved quality of life and improved economic competitiveness

## Retail Analysis and Strategy



**Catherine Timko**  
Principal/CEO



- Woman-owned real estate and economic development marketing consulting practice that provides an array of services to support business attraction and economic investment
- The firm has completed business and retail marketing attraction strategies for almost every major market on the East Coast and smaller communities and neighborhoods across the country
- Key areas of specialization include retail market studies, competitive market analyses, community engagement, consumer and market surveys, and economic development marketing

## Community Engagement



**Coby C. Williams**  
Principal



- A Black-owned, purpose-driven public affairs consulting business based in Columbus, OH. Its mission is to help organizations connect with communities to improve lives. New Reach keeps a finger on the pulse of communities, and its work centers on adding value to society in authentic ways
- New Reach specializes in community engagement and has a consistent and credible focus on social impact
- Areas of specialization include stakeholder outreach and community engagement, public awareness, issue advocacy, and strategic planning and implementation



# Why Are We Here?

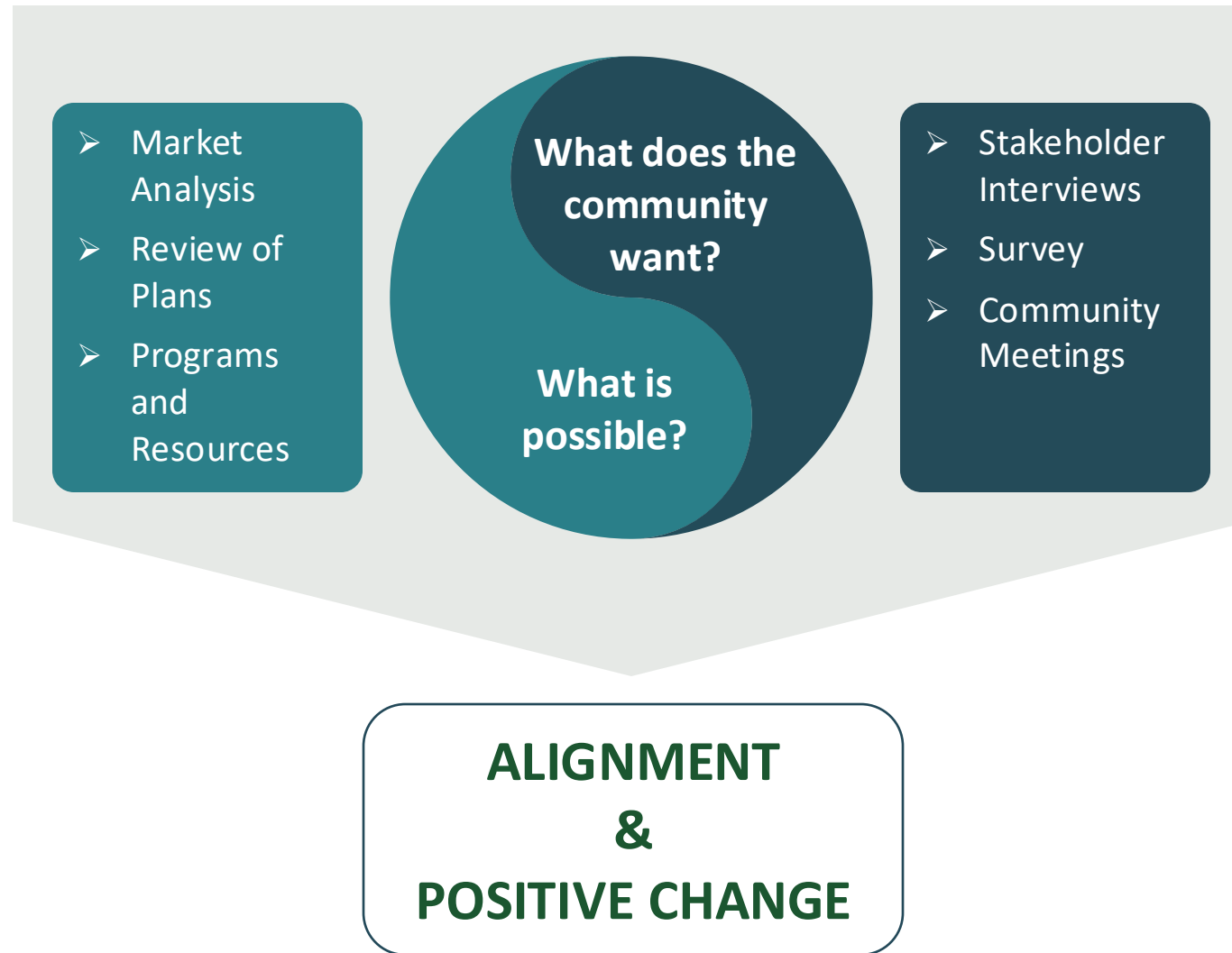
*“... examine the market for small business growth in the Livingston Avenue area. **The focus will be on retail and small commercial businesses** that can re-invigorate and invest in the traditional neighborhood business corridors of East Livingston Avenue.”*



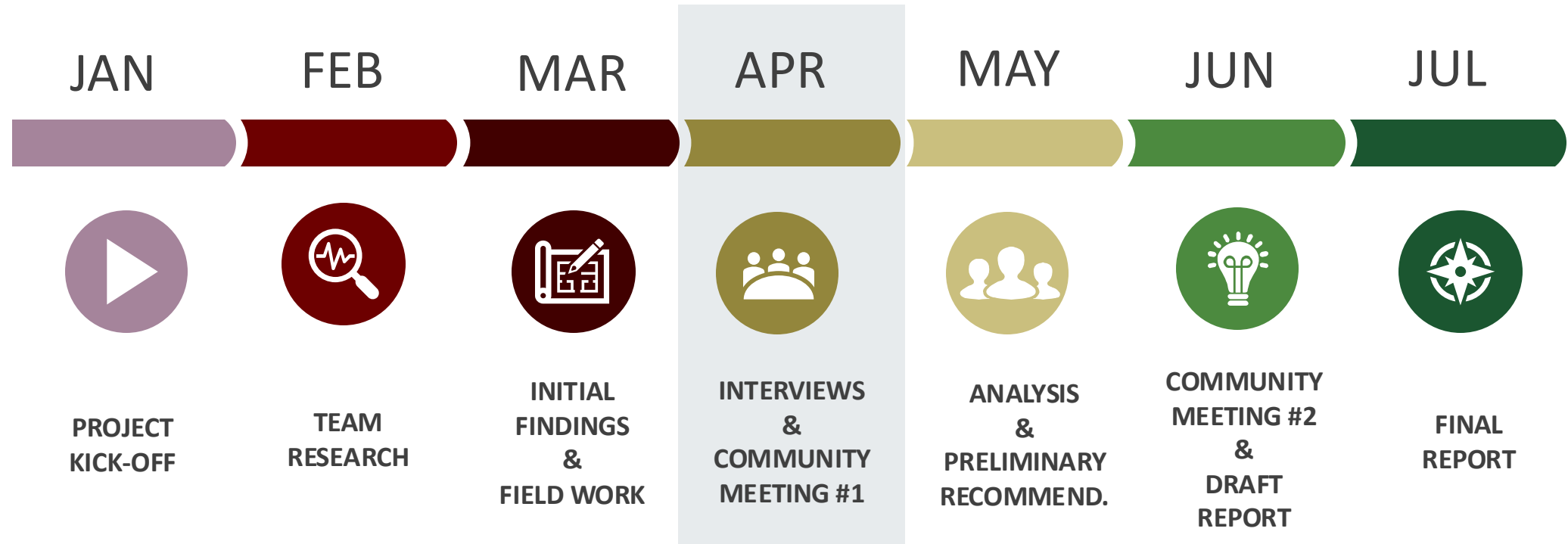
These efforts are to build upon the **\$29 million in roadway, sidewalk, and bicycle improvements** along the corridor.



# What Is the Process?



# Approach and Timeline



# Engagement Approach

## 1. Stakeholder Engagement

- City Officials
- Local Businesses
- Community Organizations / Non-Profits
- Nationwide Children's Hospital

## 2. Microsite & Survey

- Survey is live



## 3. Community Meetings

- Community meeting 1 (today)
- Community meeting 2 (June; date TBD)





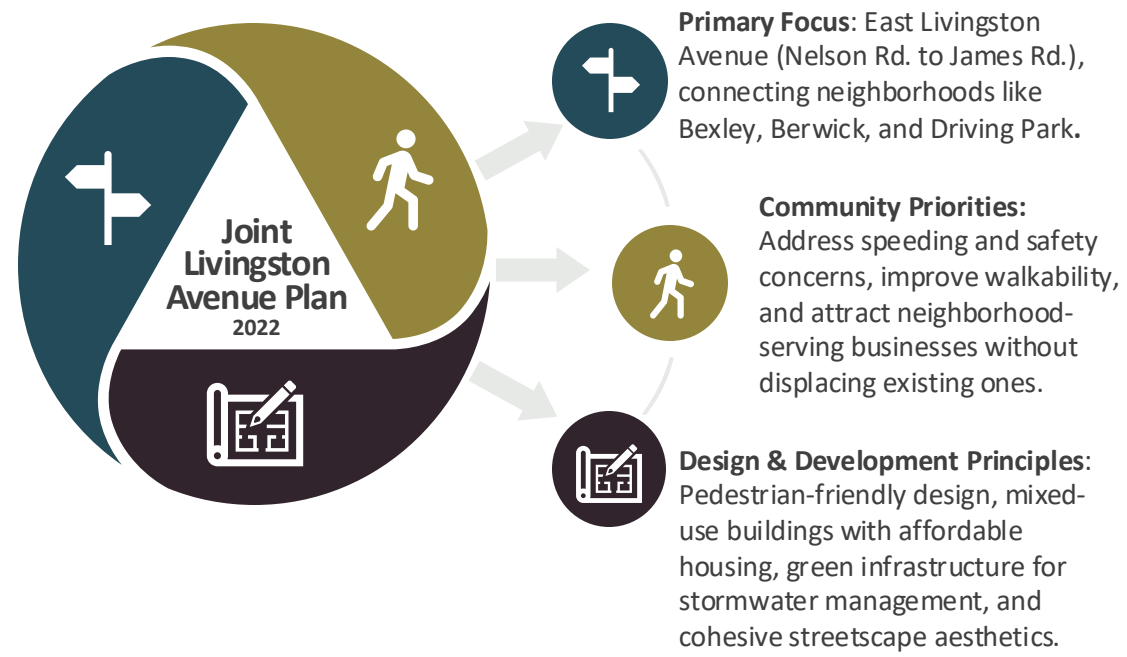
# Study Area and Community Assets



Image sources: Healthcare Design Magazine; Architect Magazine; City of Columbus; Homes.com



# Streetscape Plan Underway



## Near-Term Actions 1-2 Years

Residential Areas	Implement a road diet (reduce four lanes to three with a turning lane)
Commercial Areas	Temporary streetscape enhancements (public art, planters, street furniture)

## Long-Term Vision 5-6 Years

Landscaped medians, wide sidewalks, multi-use paths, and enhanced pedestrian crossings
Redevelop with buildings closer to the street, landscaped medians, and rear parking



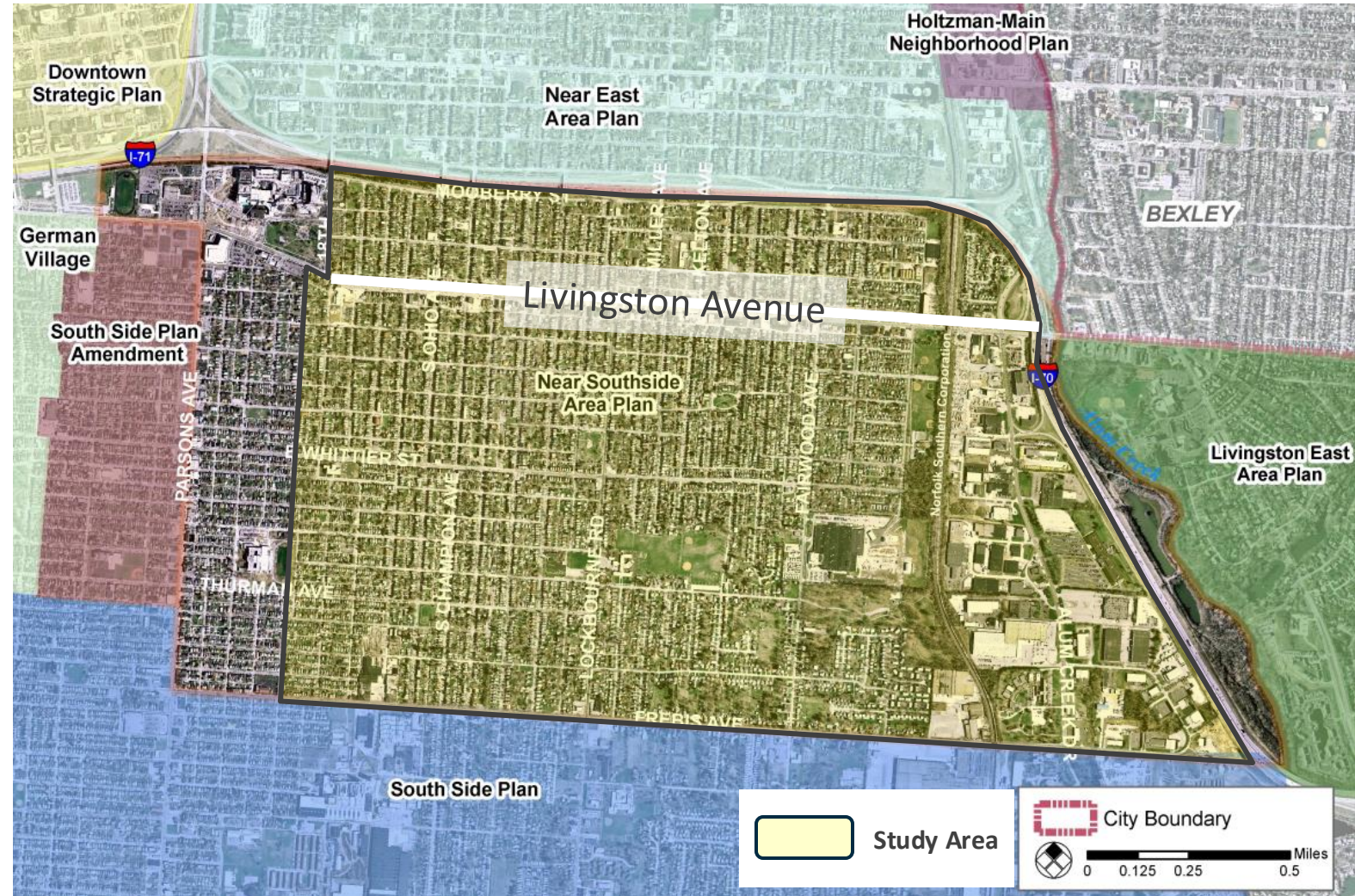
# Relevant Plans and Studies

## Plans Covering the Study Area

- Joint Livingston Avenue Plan (2022)
- Near Southside Area Plan (2011)

## Other Relevant

- Bike Plus Plan (2024)
- Downtown Columbus Strategic Plan (2023)
- Livingston Ave Area Community Street Tree Inventory (2023)
- Columbus Citywide Planning Policies (2018)
- South Side Plan (2014)
- Livingston East Area Plan (2009)
- Near East Area Plan (2005)





# What is on the corridor today?

## Single-Family Homes

50+ homes



## Apartments

200+ units



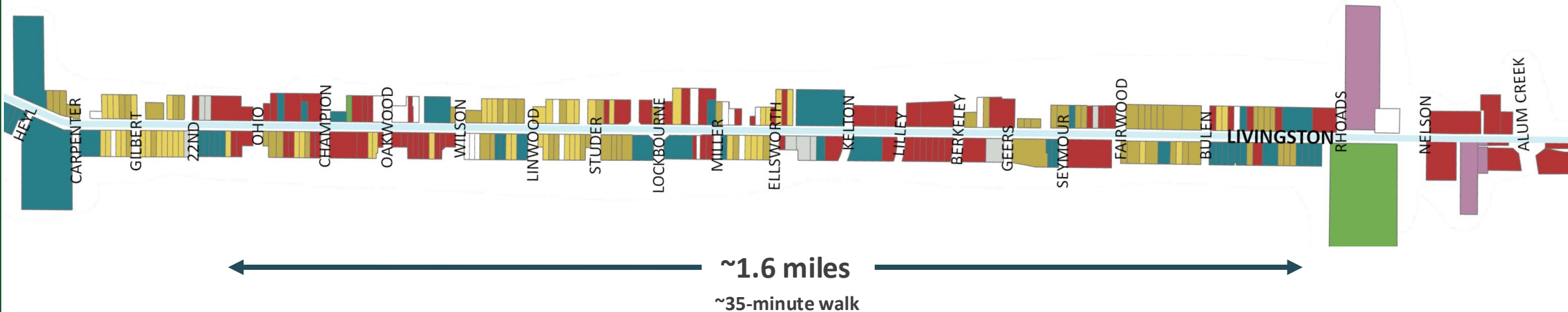
## Retail/Commercial

180,000+ SF



## Community

25,000+ SF library / fire station



# Market Assessment

## Study Area Trends

The study area is **growing again** after shrinking in the 2010s



### Population

**14,400**  
(2024)

**+300**  
(2020-2024)

**-800**  
(2010-2020)

Households are getting **smaller** and there are fewer children.



### Households

**6,000**  
(2024)

**+100**  
(2020-2024)

**+200**  
(2010-2020)

The vacancy rate is **fairly high**, but has decreased since 2010



### Vacancy

**1,200 vacant units (17%)**  
(2024)

**1,800 vacant units (24%)**  
(2010)



# New Development



# Retail Market Analysis

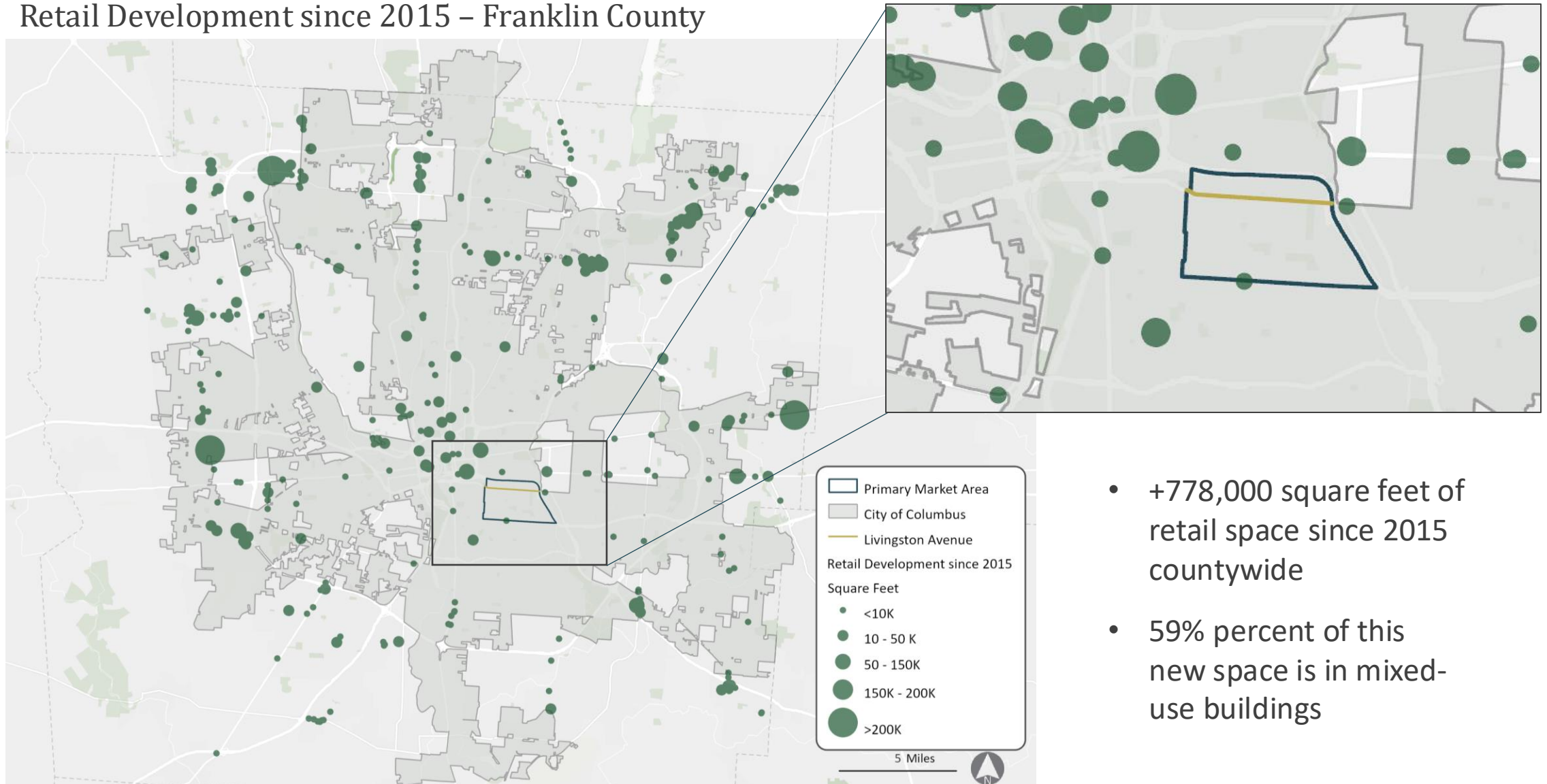
# Retail Market Assessment

Key questions for a small business owner:

- Who are my customers?
- Where do my customers come from?
- How do they get to my business?
- What do are their preferences?
- Are there retail spaces that fit my needs?
- How much is the rent?

# Retail Market Assessment

## Retail Development since 2015 – Franklin County

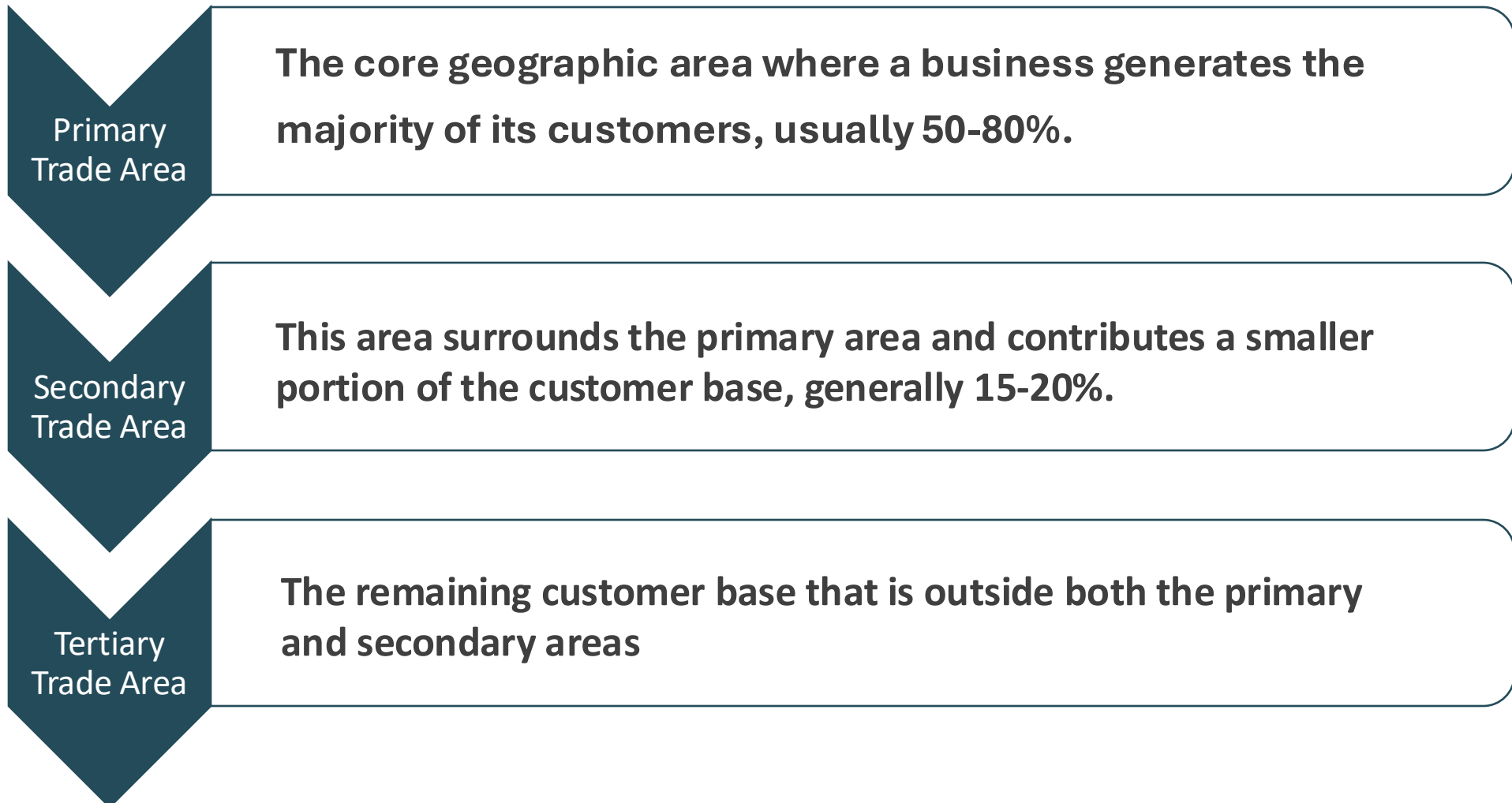


- +778,000 square feet of retail space since 2015 countywide
- 59% percent of this new space is in mixed-use buildings



# Retail Market Assessment

What is a trade area?



# Retail Trade Areas

15-Minute Walk-Time



# Retail Trade Areas

1-mile, 3-mile, 5-mile rings

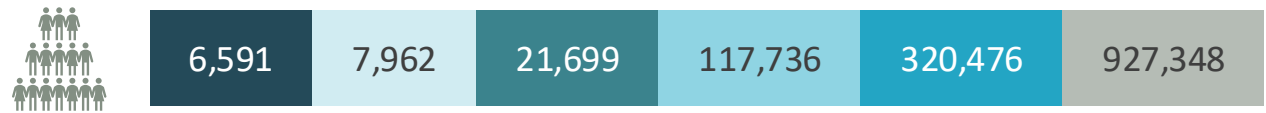


# Retail Trade Area 2024 Demographics

## Key

- East Node
- West Node
- 1-Mile Ring
- 3-Mile Ring
- 5-Mile Ring
- Citywide

## Population



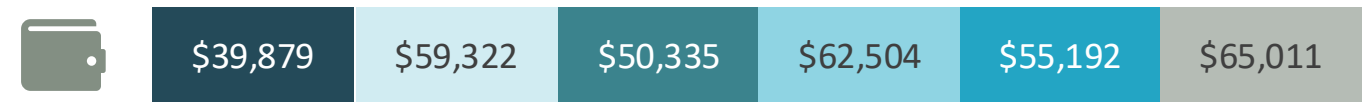
## Median Age



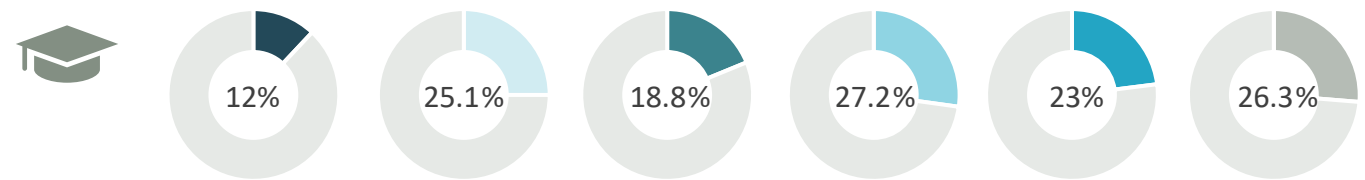
## Number of Households



## Household Income

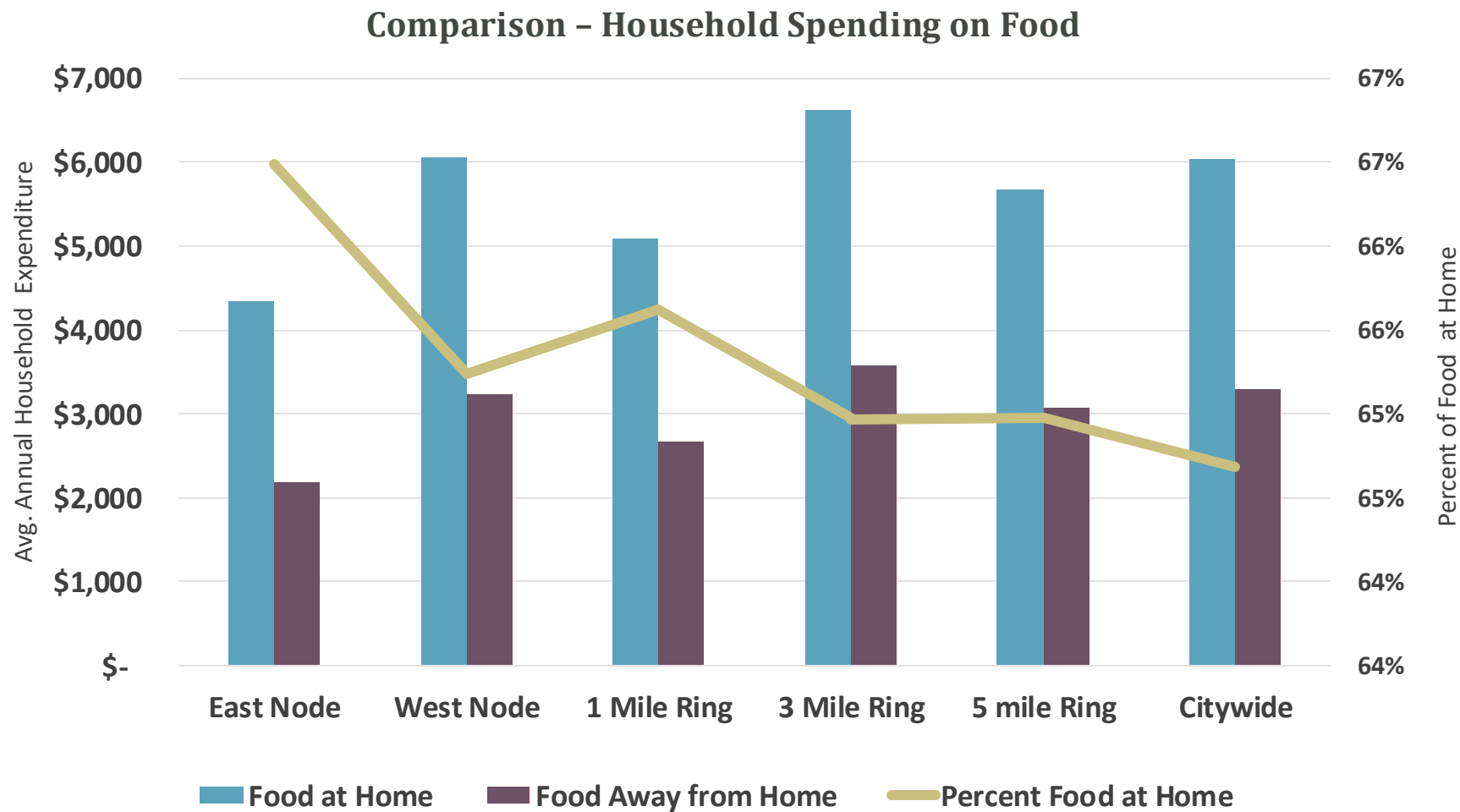


## % of Population with at least a Bachelor's Degree

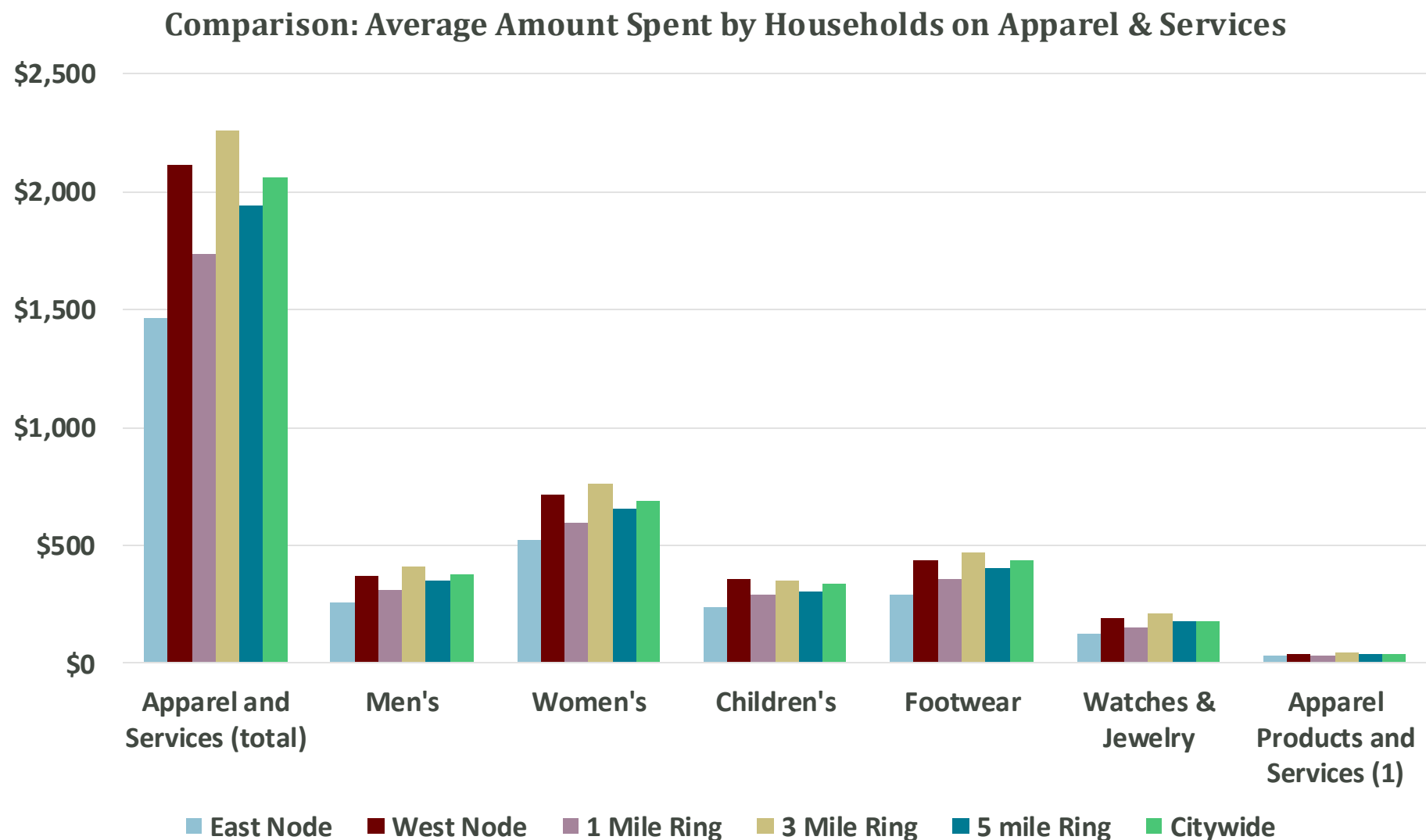




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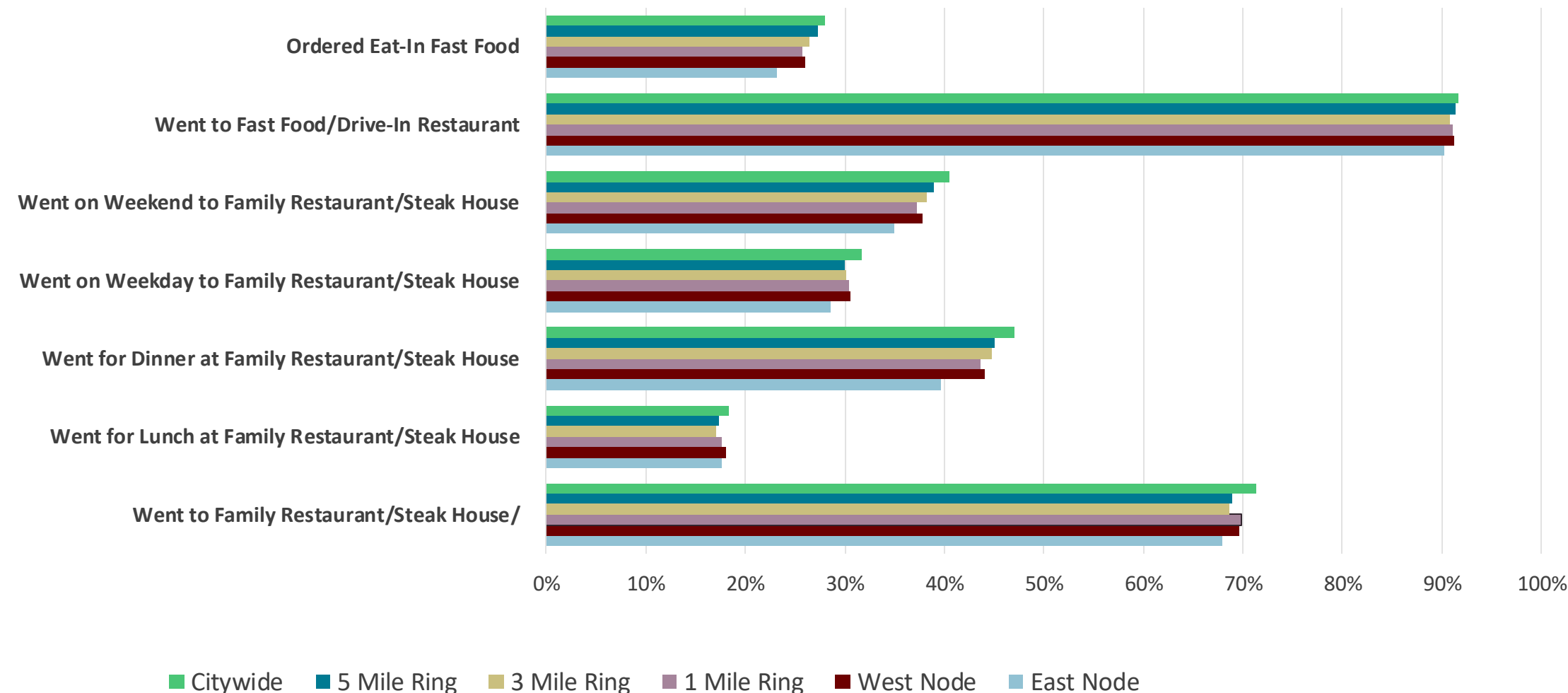


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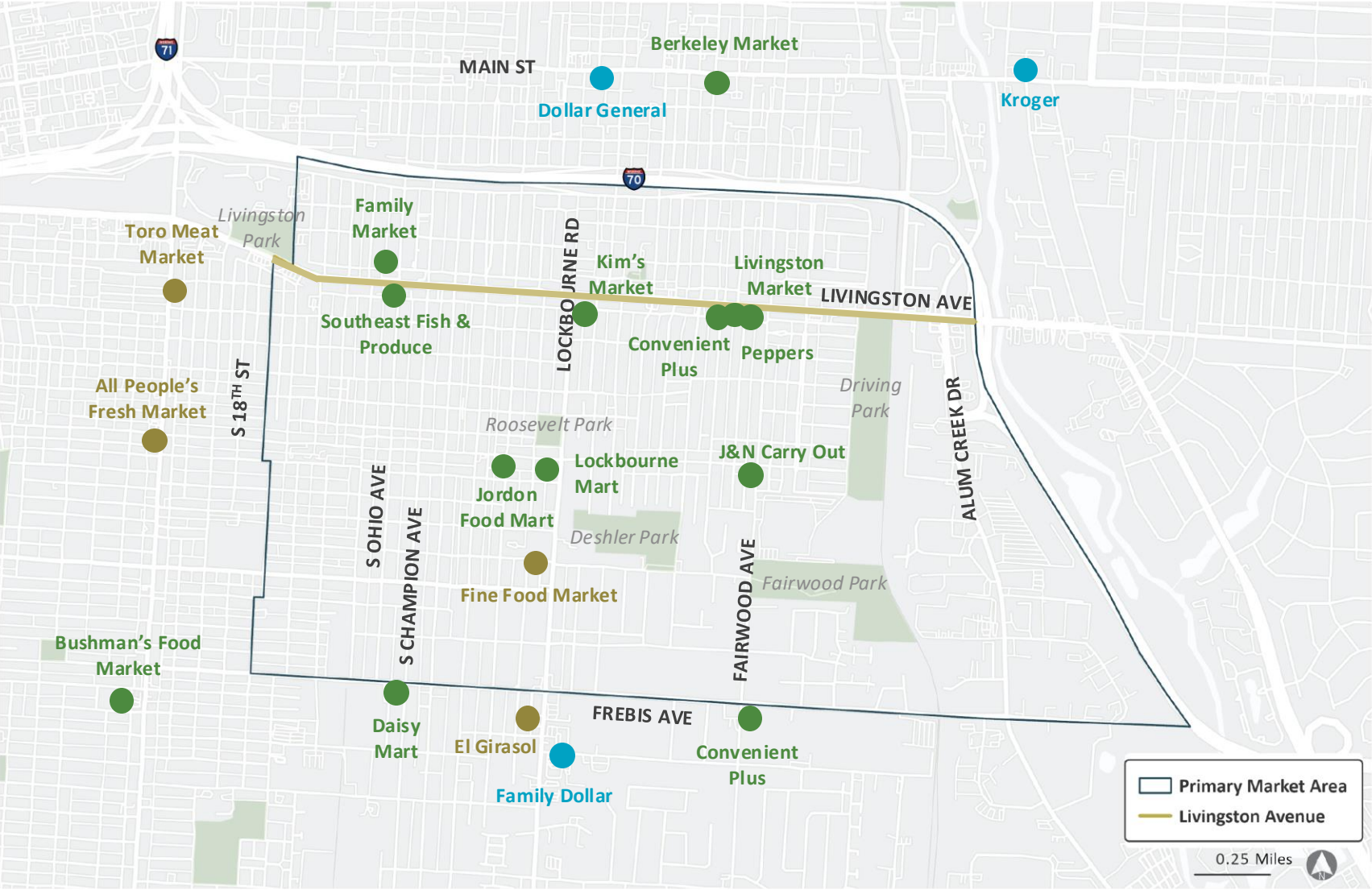


# Retail Market Analysis

Comparison Dining Habits, Past 6 Months



# Grocery Stores and Corner Stores



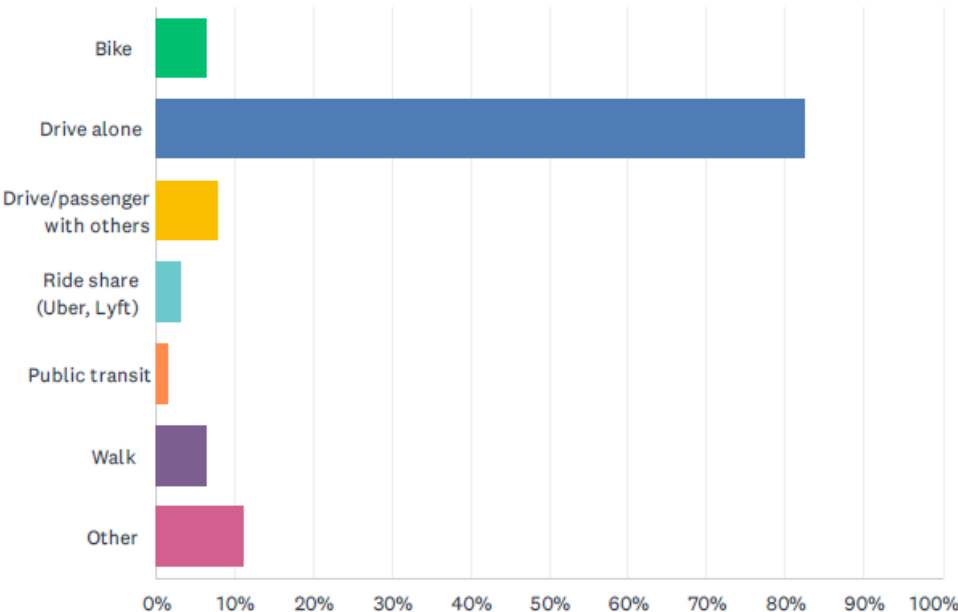
- Full Service/National Stores
- Local/Specialty Stores
- Corner/Convenience Stores



# Preliminary Survey Results

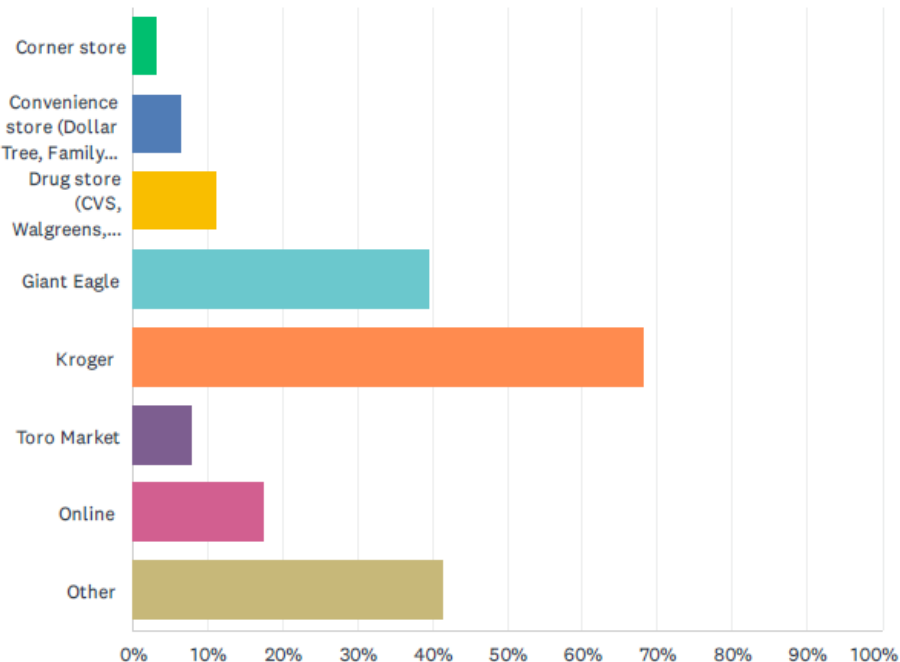
Q3 How do you typically get to work or school? (Check all that apply)

Answered: 63 Skipped: 0



Q4 When you buy groceries, where do you typically shop?

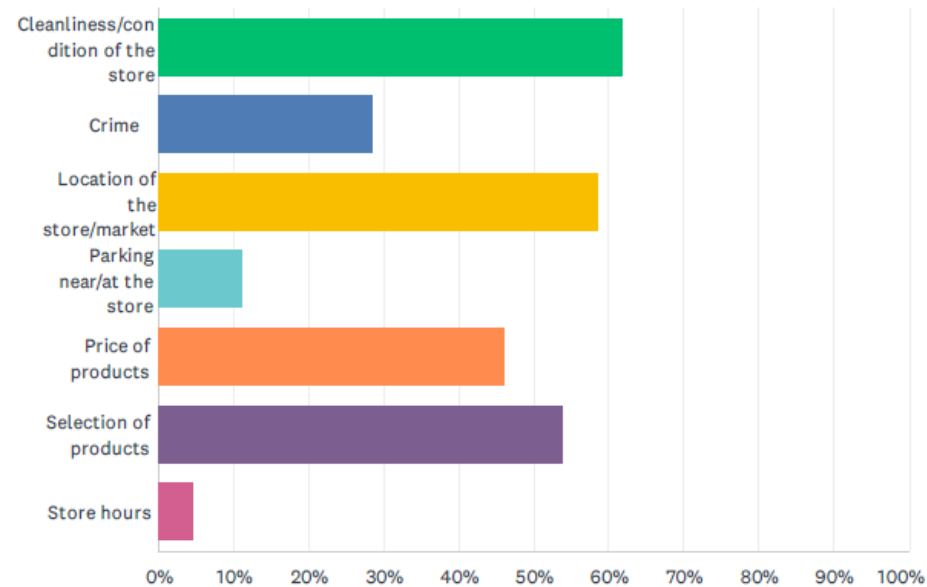
Answered: 63 Skipped: 0



# Preliminary Survey Results

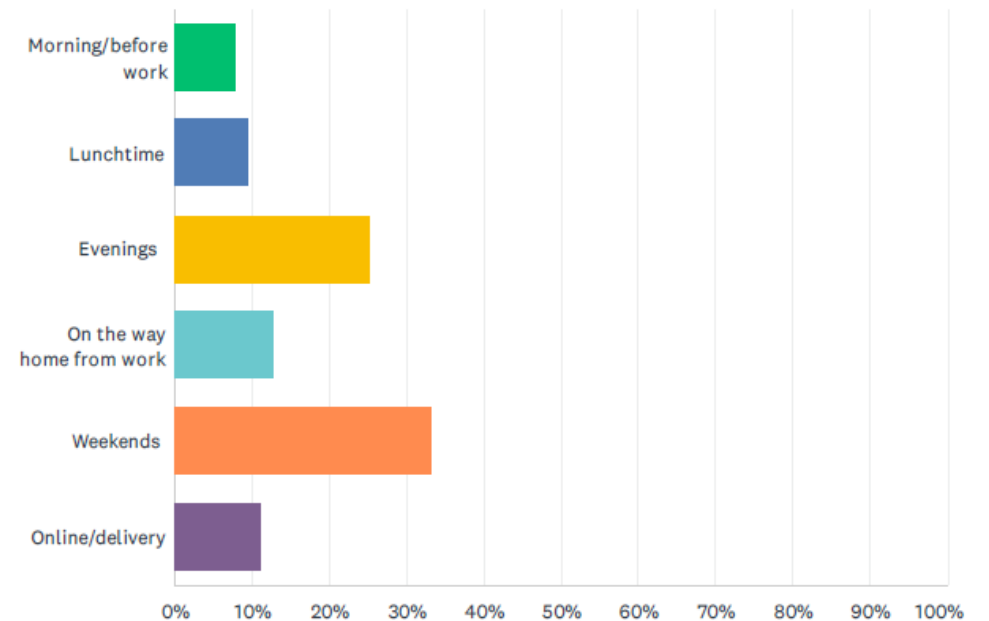
Q5 When deciding where to shop for groceries/food, what influences your decision the most? (Select up to 3 options)

Answered: 63 Skipped: 0



Q6 When do you typically shop for food/groceries?

Answered: 63 Skipped: 0



**Now it's time to hear from you!**

## Question #1

What would make the corridor better?



## Question #2

What would make the corridor worse?

## Question #3

What concerns do you have?

**ESI**ECONSULT  
SOLUTIONS INC.  
economics | strategy | insight

THE  
**RIDDLE COMPANY**  
Strategy | Implementation | Impact

 **New Reach**  
Community Consulting  
designed engagement for social impact

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