

Commercial

Challenges

- Commercial success is directly related to success of housing market
- Potential retail opportunities exist in Latonia
 - Clothing stores
 - Restaurants
 - Home furnishings
 - Specialty stores
 - Convenience stores
 - Music stores
- Potential for growing existing merchant base via expansion
- Retention and growth of existing ventures is a primary interest to the study
- Offices should be welcomed in the recommended mixed use area

Elements of Success

- **Product** - Market the neighborhood to outsiders. Accentuate the positive aspects of Latonia.
- **Place** - Latonia as a place must be known as attractive for both business owners and residents outside the area.
- **Promotion** - Organized promotion is necessary to get the word out about Latonia in consistent and ongoing fashion.
- **People** - Residents, business owners and/or an organized marketing entity are necessary to drive the ongoing efforts previously described.
- **Price** - Creating demand improves all elements related to price such as, home values, business sales and rents for space.

Recommendations

- Create / Organize strategic action committee
- Organize program based on the “Main Street” model (organization, promotion, design, economic restructuring) that includes staff
- Work toward growing merchant base by targeting potential market opportunities
- Unify Ritte’s Corner and redeveloped Latonia Plaza shopping center
- Work to attract and nurture businesses in neighborhood commercial nodes
- Review existing zoning and prepare revisions, as needed, to implement commercial and mixed land use recommendations

