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