



CLOVERNOOK COUNTRY CLUB - ARLINGTON MEMORIAL CEMETERY

GROWTH OF THE COUNTY

Basic to the planning for the future development of Hamilton County is a reasonable estimate of the future number of people followed by a determination of the land area they will occupy. The distribution and density of population will affect such things as the location and size of schools and parks. The relationship of residence areas to places of business, principal employment centers and major recreational areas determines the movement that takes place between the various segments of the community and thus the width and arrangement of streets and other transportation media. The future growth of Hamilton County and the character of this growth establish the requirements, the "program", for a master plan.

Geographic Location

Hamilton County, of which Cincinnati is the principal city and county seat, is located in the extreme southwestern tip of the State of Ohio. The Indiana and Kentucky State lines form its western and southern boundaries. The county is a part of the "east-north-central" region of the United States and occupies a significant position within the huge urban complex which extends along the northern tier of states from the Atlantic seaboard to Chicago and St. Louis. The early maturity of the Cincinnati area resulted in its occupying a prominent position in this complex. The Ohio River is a primary part of the Inland Waterways System connecting the Allegheny and Monogahela Rivers at Pittsburgh to the Mississippi River system at Cairo. Twelve trunk lines of eight railroads radiate from Cincinnati. The Great Lakes ports of Toledo and Cleveland are readily accessible and one day rail service is provided west to Chicago and to St. Louis. A complete system of state and federal highways tie Cincinnati to all parts of its 20-county trade area and provides direct connection to other major metropolitan centers. Three Interstate Highways (No. 75 to Dayton and Frankfort, No. 74 in Indianapolis, and No. 71 to Louisville and Columbus) will serve Hamilton County and construction on all of these routes is now in progress. (See Plate 1.)

Historical Development

The Region

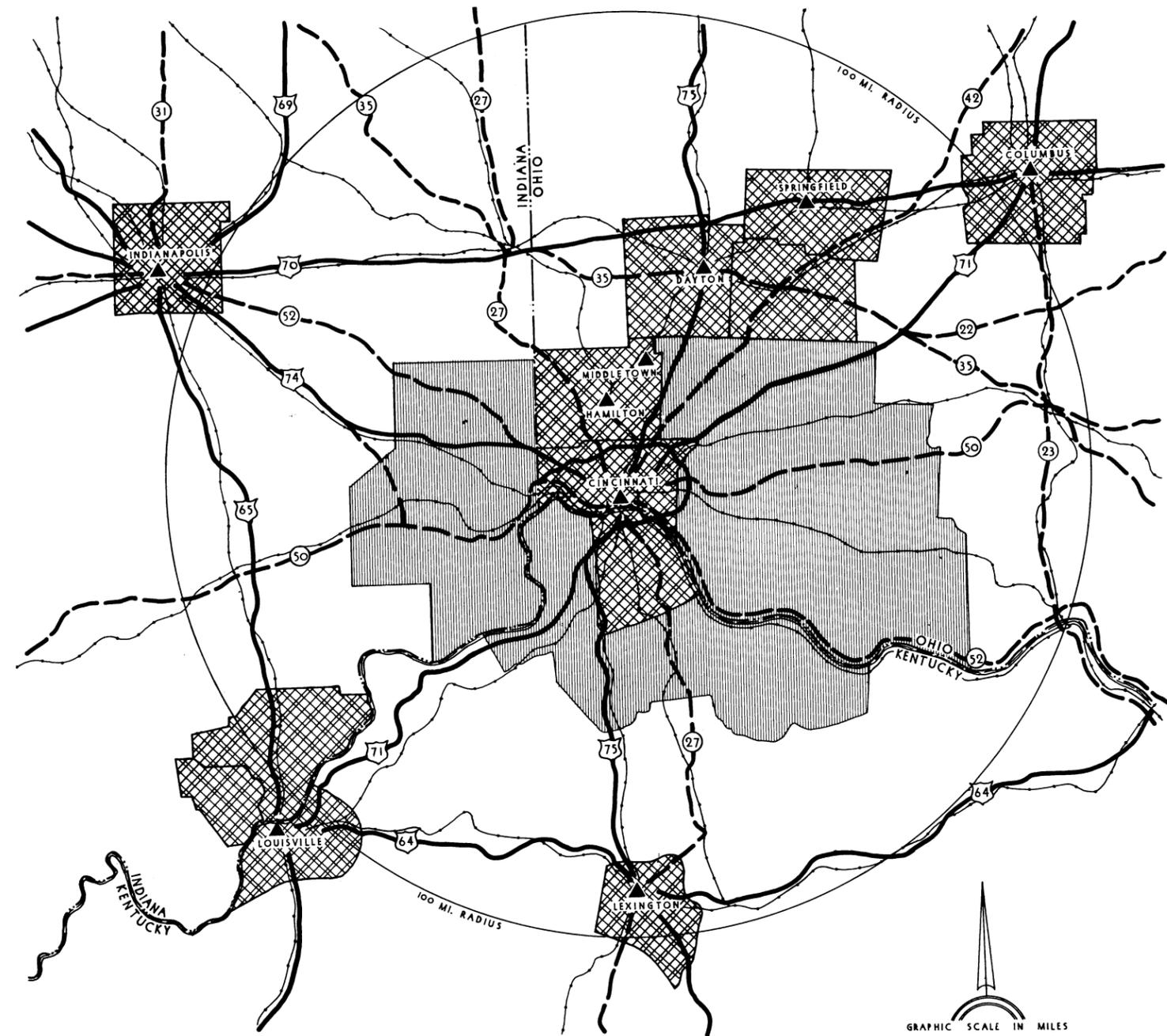
In the monograph "Metropolitanization of the United States", Jerome P. Pickard terms the Great Lakes-Midwest Region, of which Ohio is a part, the "metropolitan heart land" of the nation. This region extends from the St. Lawrence Valley in northern New York westward to Chicago and St. Louis. The pattern of urbanization of this vast area was established quite early by the cities which played significant roles in the development of the west. The cities of Chicago, St. Louis, and Cincinnati attained populations in excess of 250,000 prior to 1880. By 1956 there were 36 metropolitan areas in the region and the population of the region was 44 million.

The most rapid relative growth was shown by the new industrial centers such as Detroit and Akron and by the medium-sized metropolitan areas of the south-central part of the region; i.e., Columbus, Dayton, and Indianapolis. During the period of intensive urbanization of this great area the center of gravity of population of the United States moved steadily westward along the 39th parallel. This center has been located within the Great Lakes-Midwest Region since 1830 and in 1880 was located just eight miles west of Cincinnati.

The location of the center of population (and markets) has had a significant effect upon the function of the region. More than one-third of the urban centers of the nation which specialize in manufacturing function were located in the Great Lakes-Midwest Region. Manufacturing has concentrated around the geographic center of gravity of the nation's market.

The Cincinnati Area

The first settlement occurred in 1788 near the mouth of the Little Miami. This was followed in six weeks by a second settlement in the basin area which was ultimately called Cincinnati. General Anthony Wayne's victory at Fallen Timber in 1794 and the Greenville Treaty of 1795 brought Indian warfare to an end and opened the county for settlement. Settlers came down the Ohio in flat boats in great numbers seeking tillable land, poured into the overcrowded river bottom and spread out into the hinterland.



1960
METROPOLITAN AREAS
OF THE REGION

L E G E N D

- STANDARD METROPOLITAN AREA
- FEDERAL HIGHWAY SYSTEM
- PLANNED INTERSTATE SYSTEM
- PRIMARY HIGHWAYS
- RAILROAD
- STATE LINE
- RIVER
- CINCINNATI RETAIL TRADE AREA

total employment in 1960 in comparison with 3.4 percent in 1940. The 1960 percentage, however, is only two-thirds of that for the nation as a whole, due primarily to new methods of classification in the national figure.

Two major conclusions may be drawn from Table 1. First, the distribution of employment among the various categories is quite stable with no evidence of any significant break in the pattern. Second, the distribution of employment in Hamilton County bears a startling resemblance to the distribution of non-agricultural employment in the nation as a whole. The local and the national economy have a strong resemblance one to the other.

Trend in Manufacturing

The manufacturing establishment has been the dominant influence in the past development of the Cincinnati Metropolitan Area, and future development of the manufacturing industry will largely determine the growth of the area and of the county.

Manufacturing Establishments - Cincinnati Metropolitan Area 1919 - 1960

Date	Number of Establishments	Number of Employees	Production Workers	Value added by Manufacture	
				Amount in Thousands of Dollars	Value added per Production Worker
1960	1,752	156,249	110,258	1,788,911	17,840
1954	1,814	151,317	111,515	1,318,668	11,820
1947	1,688	134,549	107,364	775,391	7,250
1939	1,521	83,466	72,401	268,017	3,900
1929	2,189	108,088	90,468	359,625	4,000
1919	2,721	(N. A.)	97,166	284,555	2,930

Source: 1954 Census of Manufacturers Vol. III Area Statistics Annual Survey of Manufacturers, 1960; Department of Commerce, Bureau of the Census.

Number of Establishments and Value Added. Following a substantial reduction in the number of establishments between 1919 and 1939, the number of plants increased slowly until 1954. A minor decline is shown in 1960. The number of employees doubled from 1939 to

TABLE 1
TREND IN EMPLOYMENT
Hamilton County, Ohio

Employment Category	1940		1950	
	No.	% of Total	No.	% of Total
Manufacturing and Mining	77,785	34.6 (31.5)	97,470	34.4 (31.1)
Trade	45,770	20.3 (30.6)	61,498	21.7 (21.3)
Services	49,880	22.1 (27.7)	52,093	18.4 (24.7)
Transportation, Communication, and Utilities	18,798	8.3 (8.5)	23,533	8.3 (8.8)
Construction	12,316	5.5 (5.6)	16,733	5.9 (7.0)
Finance, Insurance, Real Estate	10,223	4.5 (4.2)	11,688	4.1 (5.3)
Government	7,673	3.4 (4.2)	16,696	5.9 (5.3)
Miscellaneous and not reporting	2,969	1.3 (1.9)	3,638	1.3 (1.8)
Total	225,414	100.0 (100.0)	283,349	100.0 (100.0)

Employment Category	1960	
	No.	% of Total
Manufacturing and Mining	109,390	34.7 (30.6)
Trade	59,261	18.8 (19.8)
Services	51,344	16.2 (17.1)
Transportation, Communication, and Utilities	21,991	6.9 (7.5)
Construction	17,359	5.5 (6.4)
Finance, Insurance, Real Estate	14,433	4.5 (4.5)
Government	21,964	6.9 (9.7)
Miscellaneous and not reporting	20,661	6.5 (4.4)
Total	316,403	100.0 (100.0)

	1940	1950	1960
Employment as a percent of Population	36.2	39.2	36.6
Employment as a percent of Labor Force	95.3	95.5	92.8

Source: Department of Commerce, Bureau of the Census

Note: Table applies to non-agricultural employment only. () indicates United States average.

Retail Trade. Table 3 shows the trend in the number of retail and wholesale establishments in Hamilton County and the Cincinnati Metropolitan Area between 1948 and 1958. There was only a small increase in the number of retail outlets, and it is apparent that the largest net increase appeared in the Kentucky sector of the metropolitan area. Hamilton County retail outlets accounted for 86 percent of the total dollar volume in 1948 and 84 percent in 1958. The substantial volume increase between 1948 and 1954 was not matched in the later period when a 10 percent increase was recorded. The preceding tabulation compares retail activity in the Cincinnati area with the United States average and that of the 4th Federal Reserve District of which Cincinnati is a part. It shows the increase in sales volume in Cincinnati and the east north central area generally did not keep pace with the nation.

Retail Sales in Selected Metropolitan Areas (1)

Metropolitan Area	Total Area Sales	Percent Change 1954 - 1958		
		Central City Sales	Other Incorporated Places	Remainder
Cincinnati	10	1	1	41
Columbus	16	15	42	12
Dayton	10	2	18	45
Lexington	29	18	-	148

Metropolitan Area	Percent of Area Sales 1958		
	Central City Sales	Other Incorporated Places	Remainder
Cincinnati	64	19	17
Columbus	86	6	8
Dayton	63	20	17
Lexington	84	-	16

(1) Source: Monthly Business Review - April, 1960, Federal Reserve Bank of Cleveland.

While the central cities transacted the majority of the retail business in 1958, they did not share equally with the outlying areas in the increases that occurred in the total retail activity.

TABLE 3

TREND IN RETAIL & WHOLESALE TRADE ACTIVITY
Hamilton County and the Cincinnati Metropolitan Area

Retail Trade	Cincinnati Metropolitan Area		
	1948	1954	1958
Number of establishments	9,669	9,930	10,149
Sales (\$1,000)	871,127	1,151,383	1,270,629
Number of proprietors	9,594	9,905	10,253
Paid employees	52,549	52,494	55,209

Wholesale Trade	Cincinnati Metropolitan Area		
	1948	1954	1958
Number of establishments	1,800	1,884	2,023
Sales (\$1,000)	2,265,709	3,118,341	3,239,770
Number of proprietors	1,162	952	1,035
Paid employees	23,938	24,551	24,703

Retail Trade	Hamilton County		
	1948	1954	1958
Number of establishments	7,944	7,985	8,094
Sales (\$1,000)	750,744	976,763	1,073,983
Number of proprietors	7,803	7,829	8,054
Paid employees	45,395	44,923	47,464

Wholesale Trade	Hamilton County		
	1948	1954	1958
Number of establishments	1,731	1,790	1,895
Sales (\$1,000)	2,233,587	3,060,881	3,167,051
Number of proprietors	1,096	887	932
Paid employees	23,319	23,740	23,714

Source: 1958 Census of Business

The Retail Trade Area. The extent of the retail trading area was shown on Plate 1. While the population of this area has grown from 1.2 million in 1940 to 1.7 million in 1960, more than one-third of the counties in the trade territory lost population between 1940 and 1960 and one other county lost population in the past decade. The major population increases took place in the Cincinnati metropolitan area or in the counties immediately adjacent thereto. Other urban centers have attained metropolitan status in the last two decades placing the extremities of the trade area in a highly competitive position which may result in its shrinking in the future.

Wholesale Trade. Table 3 shows an increase of 12 percent in the number of wholesale establishments in the metropolitan area. Three-fourths of the new units were located in Hamilton County. Metropolitan employment in this industry group increased by 3.2 percent in the 10-year period while sales volumes increased by a healthy 43 percent. Nine-tenths of the gain occurred between 1948 and 1954.

Selected Service Trades

Steady growth of the service industries has been one of the principal factors of growth in business activity. The census provides data on seven selected service groups which, in terms of contribution to income, represent little more than one-third of the amount produced by all such service establishments. These groups include an estimated one-half of the total employment provided by the service trades. The following tabulation shows the relative impact of the seven selected groups and that receipts from these service groups in the Cincinnati metropolitan area increased by 34.8 percent between 1954 and 1958 (compared to 10 percent in retail trade and four percent in wholesale trade.) Business service showed the greatest increase in both receipts and employment, and it is one of two categories in which the Cincinnati area kept pace with, or exceeded, the national average.

Changes in Receipts and Employment in Selected Service Trades
1954 - 1958

<u>Service Group</u>	<u>Receipts</u>		<u>Percent</u>	<u>Employment</u>
	<u>Percent of Change</u>		<u>of Total</u>	<u>Percent of</u>
	<u>U. S.</u>	<u>Cincinnati</u>	<u>Receipts</u>	<u>Change</u>
		<u>Metro. Area</u>	<u>1958</u>	<u>1954-1958</u>
			<u>Cincinnati</u>	<u>Cincinnati</u>
			<u>Metro. Area</u>	<u>Metro. Area</u>
Total	38	34.8	100.0	9.6
Hotels & Motels	29	11.7	3.9	-8.5
Personal Services	28	12.5	8.8	8.7
Business Services	57	95.0	63.5	43.0
Auto Services	73	44.5	11.8	24.0
Misc. Repairs	26	20.8	3.9	0.0
Motion Pictures	3	10.1	4.5	0.8
Other Recreation	32	13.5	3.6	-12.4

Summary

1. The local economy is characterized by unusual stability and diversity.
2. The local economy is startlingly similar to the economy of the nation as a whole.
3. The largest component in the employment pattern is manufacturing. No single group of industries dominate, nor is there, with one possible exception, any undue concentration of employment in a single plant.
4. Trade plays a significant roll providing nearly one-fifth of the total employment. Both wholesale and retail trade represent a larger segment of the total employment at the local level than is found for the nation as a whole. Wholesale activity is proportionately the stronger. As parts of the trade territory increase in population there will be more competition from stronger centers within the territory itself.
5. The service industries have become an increasingly important element in the employment pattern having made significant gains in the period 1954-1958.
6. Employment within the transportation, communication, and utilities segment has increased in relative importance.

Future Economy

The Cincinnati Metropolitan Area became dominant in the region largely due to its strategic location. It attained metropolitan status early in the evolution of the region and has, in maturity, developed a well-diversified stable economy providing all of the functions common to large urban communities. The location should continue to be favorable in the future. However, as the manufacturing plant becomes obsolete, there will be continued temptation to replace it by new plants in other parts of the country several of which are offering strong inducements, financial and otherwise, for such relocation. Effective local competition for new and relocated industries must be offered. The strategic location and the trained labor force are great advantages.

Over the next three decades, Louisville, Dayton, Indianapolis, and Columbus Metropolitan Areas may exceed a population of 1,000,000. As these centers grow and the intervening areas become more populated, there will be increasing competition for industry, for trade and for dominance. Each center will tend to exert a greater restriction on the others. The interstate highways, the rail network, the inland waterways system and the airlines are elements which tend to level off any advantages relative to location. Each of the major centers of the immediate region have similar facilities and a similar relation to the market center of the nation. To obtain the proportionate share of the growth of the metropolitan heart of the nation, each area will have to assist all elements of its economy.

Cincinnati has a well-diversified manufacturing establishment which is a key to its growth. The trade activity has not been strong in the immediate past, and only a part of the potential of the service industries has been realized. Trade and services appear to be the primary activities which can further bolster the industrial economy.

Population Growth

Past Growth

The preceding historical review indicates that Cincinnati developed the metropolitan status early in the history of the region. During the 19th century, its rate of growth was considerably faster than that of the nation. When Cincinnati was incorporated, the census showed a population of 14,700 for the county and 16,635 for the metropolitan

area. In the ensuing century, the county population reached 490,479 while the metropolitan area increased to 527,293 representing 1.44 percent of the national total.

The local rate of growth diminished sharply in the first decade of the new century so that in 1910 there were six persons in the metropolitan area for every 1,000 in the nation as a whole. This relationship has remained relatively consistent over the first six decades of the 20th century, although the ratio diminished very slightly toward the end of the period. This close correlation indicates the interdependency between the ratio of growth of this large metropolitan area and the growth of the nation.

The Hamilton County share of the metropolitan growth has also been quite consistent, representing a slightly larger percentage in the last two decades than in the early part of the century.

Future Prospects

It is generally accepted that the nation's population will continue to grow, and that by the turn of the century a national population on the order of 300 million can be expected, most of which is likely to be concentrated in a number of large metropolitan areas. The number and size of metropolitan centers is expected to increase, but how each of the centers share in the national growth will be proportional with their ability to provide goods and services to the national and local markets and their ability to provide superior living conditions.

The background data previously reviewed shows Cincinnati has a diversified manufacturing establishment and that retail and wholesale trade have been expanding. In these particular metropolitan functions, Cincinnati rates favorably with other areas. In other functions, * such as financial activities, measured by bank deposits, newspaper coverage and employment in Federal Government activities, this area does not make a satisfactory showing. All of these and other important functions of a metropolitan area, notwithstanding temporary weaknesses, have been expanded in the past generally on a par with national development. It is expected that such a position will be maintained in the future.

* Metropolitanization of the United States - Pickard.

Estimated Future Population, Hamilton County, Ohio
(All population figures are in thousands)

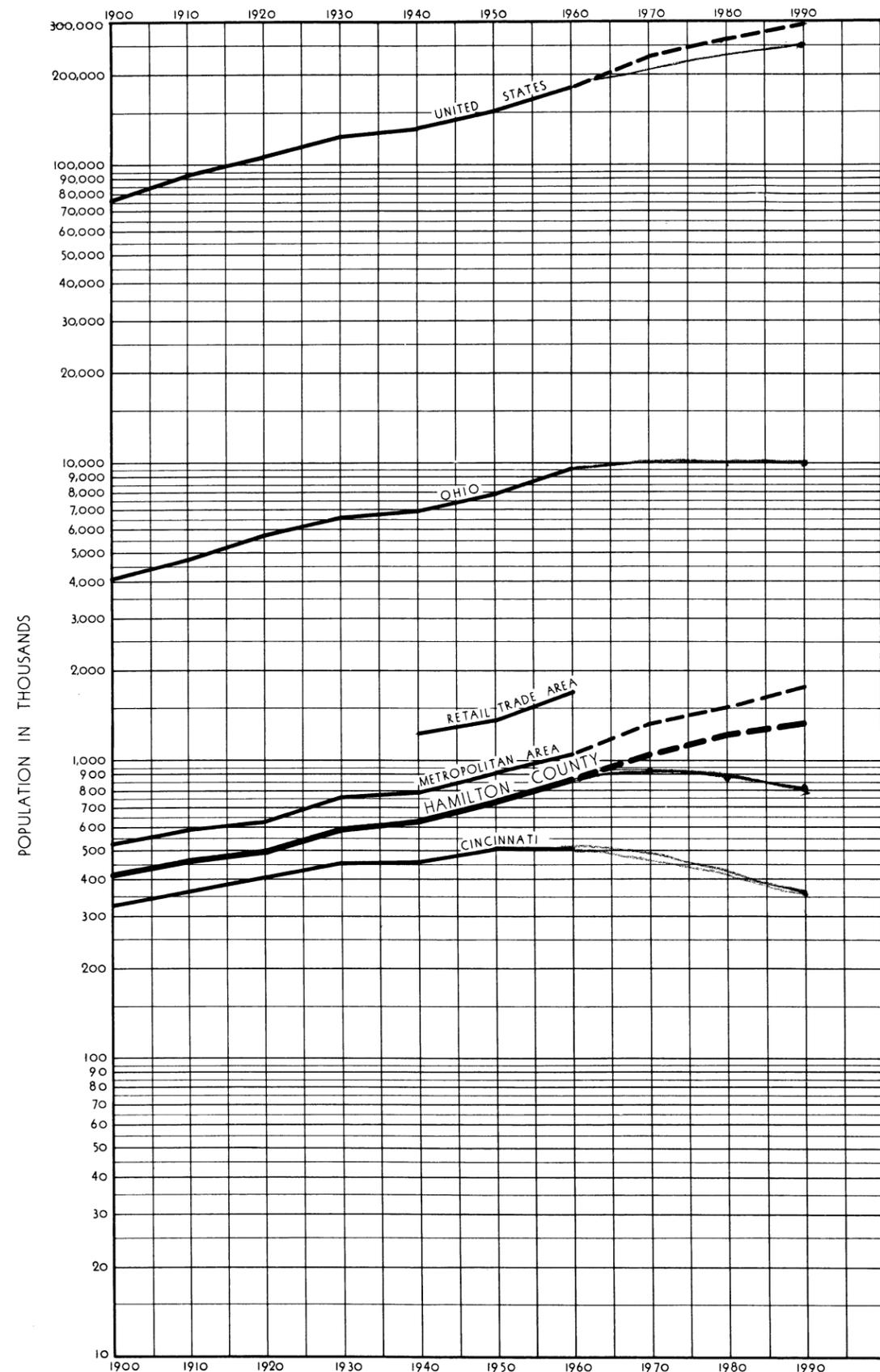
Year	United States	Cincinnati Metro. Area		Hamilton County	
	Population	No.	% of U. S.	No.	% of Metro. Area
1910	92,000	590	0.6413	461	78.1
1920	106,000	629	0.5934	494	78.5
1930	123,000	756	0.6146	589	77.9
1940	131,000	787	0.6008	622	79.0
1950	151,000	904	0.5987	724	80.1
1960	179,000	1,072	0.5972	864	80.9
1970	214,000	1,273	0.5954	1,020 (924)	80.0
1980	260,000	1,543	0.5936	1,204 (873)	78.0
1990	290,000	1,716	0.5918	1,304 (866)	76.0
	250,000	1,744	.6976	866	50.0

Data for period 1910 through 1960 from U. S. Census. All other figures estimates of Harland Bartholomew and Associates.

The above tabulation and Plate 2 show the past trends in growth of the United States, of the metropolitan area and of Hamilton County and the relationship they bear to each other. The table projects the future population of each area to the year 1990. The projection of the local units of population is based upon the assumption that the United States will attain a population on the order of 290 million by 1990.

The Cincinnati Metropolitan Area is estimated to attain a population of 1,716,000 by 1990. This represents an increase of 647,000 over the next thirty years - an average increase of about 215,000 each decade. If the ratio of "urban growth" employment established in 1955 remains relatively valid, it would be necessary to create 94,000 such jobs to stimulate this order of growth. This would mean an addition of 3,100 new jobs of this type annually. Assuming an average family of three, an increase of this magnitude would also mean the addition of 215,000 new dwelling units in the metropolitan area.

An increase of 440,000 in the population of Hamilton County is anticipated. This is based upon the conservative assumption that as development utilizes the most desirable land in the county a greater proportion of the total growth engendered by the area will occur in the



POPULATION GROWTH HAMILTON COUNTY, OHIO

surrounding counties. The projection anticipates that in 1990 the county will accommodate 76 percent of the area population as compared to the present 80 percent. The anticipated increase in population would require the addition of 145,000 new dwelling units in the county.

CUMMINSVILLE AREA



TABLE 4

FAMILY INCOMES IN THE EIGHTEEN METROPOLITAN
COUNTIES IN OHIO

County	Family Income Breakdown - 1959 (Percent of Families)				
	\$0 1, 999	\$2, 000 3, 999	\$4, 000 6, 999	\$7, 000 9, 999	\$10, 000 & Over
HAMILTON	9.0	13.3	34.0	24.2	19.5
Allen	10.9	16.2	39.1	21.4	12.2
Belmont	14.1	21.8	41.0	15.4	7.7
Butler	7.8	11.5	36.4	26.7	17.6
Clark	9.1	15.8	41.0	21.2	12.9
Cuyahoga	7.0	10.5	33.2	26.6	22.6
Franklin	7.9	13.3	35.8	24.5	18.5
Greene	7.8	12.1	36.5	25.5	18.1
Jefferson	9.7	14.3	41.9	22.1	12.0
Lake	4.2	7.2	36.5	32.5	19.6
Lawrence	16.6	21.4	28.2	16.8	7.0
Lorain	7.2	11.5	42.1	24.5	14.7
Lucas	8.2	12.3	35.4	26.2	17.9
Mahoning	7.8	13.4	41.2	22.1	15.5
Montgomery	7.4	10.8	34.2	27.2	20.4
Stark	7.4	13.6	40.2	24.0	14.8
Summit	6.5	10.5	36.7	27.6	18.7
Trumbull	7.0	11.7	40.0	25.0	16.3

Source: Department of Commerce, Bureau of Census

TABLE 5

QUALITY OF THE HOUSING SUPPLY - 1960

Area	Percent of Dwelling Units	
	Deteriorating	Dilapidated
HAMILTON COUNTY	11.9	3.1
Metropolitan Areas of -		
Cincinnati	12.0	3.2
Akron	11.6	2.6
Canton	13.9	4.2
Cleveland	9.1	2.0
Columbus	13.3	4.2
Dayton	10.4	2.5
Hamilton - Middletown	11.8	2.9
Huntington - Ashland	19.5	7.9
Lima	15.9	4.3
Lorain - Elyria	10.5	2.7
Springfield	15.7	3.4
Steubenville - Wierdon	17.0	6.3
State of Ohio Average	13.2	3.8

