

Eastgate Area Market Analysis Final Report - March 27, 2007
By Economics Research Associates,

Economic Development Corporation of Clermont County (ED3C) and the Union Township Trustees retained Economics Research Associates (ERA) to study the current and future economic conditions and market perceptions of the Eastgate area and the portion of Ohio State Route 32 (SR32) that runs approximately from its interchange with I-275 in the west to Bach-Buxton Road/Elick Lane in the east.

The purpose of this study was to evaluate the economic effect on the Eastgate area and the county economy of the planned upgrade to the I-275/SR32 interchange by the Ohio Department of Transportation (ODOT) and the local roadway network improvements in the Eastgate area.

ERA approached this assignment in several steps:

1. Take account of the projects, understanding why these projects are proposed and what will happen as a result of the projects being completed.
2. Examine the ways in which key stakeholders will be affected by the projects. Key stakeholders include large and small business owners, associations like the Chamber of Commerce, township and county governmental entities, and residents of the Eastgate area as well as the county as a whole.
3. Evaluate the current business landscape in Clermont County, so as to determine what effect an upgraded interchange at I-275 and SR32 (and local roadway improvements) would have on the broader economy. This includes a general analysis of the region's retail marketplace.
4. Identify the opportunities presented by the planned upgrade to the I-275 and SR32 interchange and the local roadway network improvements in the Eastgate area and identify the threats posed to the region.

The report also identifies the concerns of both private businesses and public agencies in the Eastgate area. ERA then makes several recommendations for maximizing the opportunities presented by the roadway improvement projects and mitigating the potential disruptions.