



The Columbus Square Herald

From George Hadler, President, The Hadler Companies

Weak economy and high gas prices can be a blessing to Columbus Square

The team at the Hadler Companies continues to brainstorm on many fronts to ensure the continued success of Columbus Square. The weak economy and high gas prices are both a blessing and a curse. Obviously, we would prefer a robust economy, as that just makes our job easier.

We know from experience when this country emerges from recessions, consumers who tightened their belts when times were lean begin to open up their wallets when the good times return. Economists refer to this as pent-up demand. In other words, people can only delay purchases for so long, and then they start spending money again.

Columbus Square and the Northland community stand to gain significantly from the current economic cycle. Most people are going to great lengths to conserve gasoline, resulting in shorter driving trips. There are 100,000 people within three miles of Columbus Square, so our challenge is to make Columbus Square as inviting as possible.

The Northland community itself also is well positioned to experience a renaissance as many people are forced to re-examine their quality of life and the higher costs associated with suburban living outside of the I-270 outer belt. Those who work in or near Columbus' central core are paying huge commuting costs, face additional stress in traffic jams, higher real estate costs, and in many cases higher mortgage payments than they can afford.

The Northland area, on the other hand, is far more affordable. Everything a family would ever need is within a 15 minute drive of home. There are wonderful neighborhoods in the Northland area rivaling the quality of life found in Columbus'

most desirable suburban neighborhoods. Individual homes in the Northland area can be purchased for 30 to 60 percent less than comparable homes in Dublin, Worthington, and Powell.

And, the Northland Area is centrally located north of downtown and OSU. The convenient access to freeways makes it convenient to all areas of Columbus north of I-70. Morse Road and Rt. 161 each connect to both I-71 and I-270. The airport, Easton, and Polaris are all close by. Unlike the new "freeway interchange" shopping centers, many Northland area residents can walk or ride their bicycles to local shopping centers like Columbus Square. There also is ample bus service.

The Hadler Companies team is working closely with the City of Columbus and local community groups to promote the image and desirability of living and working in the Northland area. These things take time, but we are well on our way. The benefits of residing in Northland are some of the "best kept secrets" in Central Ohio. This can and will change as everybody works together to educate the public as to Northland's virtues.

Aside from promoting your business and Columbus Square as a whole, we would like to encourage each of you to promote the desirability of living in the Northland area for all of the above reasons. People who choose Northland likely will be remodeling and upgrading their homes. As property values increase accordingly, the area will attract more affluent families with more disposable income for essential and luxury goods and services. That will make Columbus Square and its merchants even more successful in the months and years to come.

The things that made Northland thrive in the past exist today; convenience, affordability, and a densely populated collection of desirable neighborhoods.

Be sure to "talk up" Northland whenever the opportunity presents itself, whether through dialog with your customers or at social and family events. It costs nothing, and will be good for your business.

Leasing Update

As mentioned before, spring activity is up for Columbus Square. Recent developments include:

- A local credit card company has expressed some interest in leasing the former Sears building.
- HAWA Russian Restaurant is open for limited hours but expects to be open regularly next month.
- We are running merchant spotlight ads. Please complete your spotlight ad forms and e-mail them to swarren@hadlercompanies.com or fax them to Stacie Warren at 614-545-6230. These ads are free and provide valuable information to the general public about your business.
- Bags of Leisure's Grand Opening is June 7. Please stop by and see what they have to offer.
- NABA Golf Tournament is August 4 at Little Turtle Golf Club. Tee time is to be announced. Please contact Stacie Warren if you are interested in playing or donating prizes.

In and Around Columbus Square

Columbus Square planning farmers' market

Join Columbus Mayor, Mike Coleman at the ribbon cutting officially opening Columbus Square's farmers' market on July 8. At the market, Northland area residents and visitors will be able to shop for Ohio-grown fresh fruits, vegetables, and other goods. The market will be open promptly from 4 to 6 p.m. each Tuesday rain or shine, through Oct. 28. Live music, demonstrations, and special events will round out the market season schedule.

"We're excited to work with Pearl Alley Growers Columbus Square Farmers' Market to offer Northland area residents this fantastic opportunity to purchase farm-fresh goods and to support local growers," said George Hadler, president of The Hadler Companies that owns Columbus Square shopping center. "This is one more way we can support the Northland community while working with area residents and leaders to enhance the quality of life for Northland neighborhoods and business."

For information about Columbus Square and the upcoming farmers' market, visit our new web site, www.mycolumbussquare.com. The site's planned launch date is in June.

More new paving is on the way!

The entire cross-over road from Cleveland Avenue to Forest Hills will be repaved. The old paving will be removed and new installed.

The areas just north and south of Kroger also will be repaved and restriped soon. Additionally, the entire vacant area in front of the

old Sears Hardware, north to south will be completely repaved and then restriped.

There may be some disruptions, as this a very big project, but we will try to keep them to a minimum by rerouting traffic flow. This work will all be done as warm weather arrives and will need dry weather to proceed.

Shredding Day at Columbus Square: A big success!

Many local volunteers helped out with Shredding Day and other activities at Columbus Square on Saturday May 17. It was a terrific event, especially considering the blustery (and occasionally drizzly) weather. They almost filled an entire truck (8000 lb. capacity).

Thanks to the NABA folks who set up to tell folks about their organization and who also helped coordinate the cleanup along Cleveland Avenue. We also thank Fireproof Records Center, for providing the equipment and lots of support for this event.

Reminders

- Signs are your silent salesmen! We always encourage store owners to light their signs from dusk to dawn for more exposure. Shoppers visiting the center at night will notice your business easier. Exterior signs are a very inexpensive method of advertising your store.
- Check your rear security lights to be sure they are working. For help call Property Management at 614-457-6650.
- Warm weather is here. Wash your storeroom windows and get rid of that winter dirt and grime. Your customers will notice it when they shop your store.

Landscape:

The on-site maintenance men have been busy planting summer flowers around the center. Soon, with some water and sunshine they will all be in full bloom.

NABA News

Northland Area Business Association dates for June:

- **10** second quarterly luncheon, Monaco's Palace, 11:15 a.m. registration, Noon lunch. Featured guest Mo Dioun, president, The Stonehenge Company speaking on the future of "Northland Village." \$20/lunch reserved by 4:30 p.m. June 6. 614-578-9787 or www.shopnorthland.com.
- **14** Community Cleanup SR-161, 9 a.m. to Noon. Volunteers gather behind Jiffy Lube, 1800 E. Dublin Granville Rd. for equipment and assignments.
- **19** Northland Area Business Watch (NABW) meeting, 6 p.m., location TBA. 614-890-3481 for more info.

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