



Columbus Square Herald

www.MyColumbusSquare.com

January 2011

In 2011, the weak economy and high gas prices can be a blessing to Columbus Square store owners

The team at the Hadler Companies continues to brainstorm on many fronts to ensure the continued success of Columbus Square in 2011. 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 as 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 living within three miles of Columbus Square, so our challenge is to make our center as inviting as possible.

The Northland community itself 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 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 easy 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 "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. The lead editorial in *The Columbus Dispatch* on Tuesday, January 4, 2011, spoke to the "laudable marketing campaign to redeem their community's image." This is a great step forward to making this change. (You can read the complete editorial by going to the home page of our web site at www.MyColumbusSquare.com and clicking on the red square in the middle.)

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.

George Hadler, CEO, The Hadler Companies

Who Is TransAmerica Building Company?

TransAmerica Building Company, Inc., is a division of The Hadler Companies and the construction force behind the Columbus Square Shopping Center. TransAmerica built the first wing of Columbus Square in October 1980 and continues to be vital to the shopping center's success. TransAmerica has built all of Columbus Square and has also performed the remodeling of

many individual storerooms. National College, Ollie's Bargain Outlet and Players Club Internet Café are a few recent projects for TransAmerica.

Retail and industrial projects of all sizes have been a specialty since 1962. Contact Bill Koniewich, President, or Brad Koniewich, Executive Vice President, at (614) 457-8322.

 **TRANSAMERICA**
BUILDING COMPANY, INC.

ALL TENANTS ARE AUTOMATICALLY NABA MEMBERS

Through a special arrangement with The Hadler Companies, every tenant at Columbus Square is automatically a member in good standing of the **Northland Area Business Association (NABA)**. This ongoing benefit is free to you, and is a minimum \$50/year value, depending on the number of your employees. **We encourage you to get involved.**

Member benefits include: networking and educational events like "Lunch-and-Learns," Business-After Hours, annual Golf Tournament, happening throughout the year, NABA's website (www.shopnorthland.com), email updates, NABA's committees—which serve you and invite your participation—and much more, with monthly meetings now being planned.

Since 1999, NABA has been the premier advocate and voice of business in greater Northland, and:

- Was a major player in the formation of the Morse Road Special Improvement District (SID);

- Created the 161 Task Force for beautification and redevelopment on E. Dublin Granville Road;
- Started the Northland Area Business Watch (NABW) to network area businesses in reporting and fighting crime;
- Maintains a vital working relationship with all levels of government; and
- Continuously campaigns for all to "Shop Northland First."

For news and general info, visit www.shopnorthland.com. Send an email to info@nabacolumbus.org to get in the NABA communications loop. Call Membership Services Director Mark Higdon (614-578-9787) to see how you can become involved in NABA.



Snow removal is always difficult

Remember that the snow or ice removal on the sidewalks in front of your store is always your responsibility.

So far, this season's winter snowfall is off to a fast start. Early snow and ice accumulations have brought the snow removal crews back to the shopping center many times already this winter. The very cold temperatures and snowfalls have been earlier than normal this year, and along with the wind, have added to the problem. Both of the snow removal contractors are watching the local weather daily.

The on-site Hadler maintenance men will supplement treatment with their mobile salters as needed if they see a problem.



Site lighting

We want to have a well-lighted shopping center and we are working on it all the time. The work is never done. If you have a rear security light or canopy light that needs attention, please let us know and we will deal with it ASAP. The Hadler property management group can be reached at 614-457-6650 – **24 hours every day!**

Did You Know . . .

60,000 vehicles pass through the Route 161/Cleveland Avenue intersection each day. That is a lot of potential customers your advertising could be reaching.

Reminder

There have been numerous calls about heating problems already this year. We recommend everyone to have your heating system "checked out" by a **reputable COMMERCIAL Heating Contractor**.

Proper service of your equipment will save energy and extend the life of the equipment.

- A filter change and proper adjustments can really help the operation of your units and save you money on energy.
- Change your filters as often as you would at home.
- Keep doors closed when possible to keep the heat inside.

Abandoned cars & trucks

We continue to see cars, truck and even trailers abandoned on the parking lots.

If you see a car or vehicle that needs our attention please let us know. If you see a problem vehicle tell one of the on-site men or call Property Management at 614-457-6650.



Tenant Anniversaries

Columbus Square congratulates our tenants with business anniversaries in January:

- Sierra Travel & Beauty - since 2007
- MB Hair Braiding - since 2007

Columbus Square is owned and managed by:



Proud member of:



The official contractor for Columbus Square:

