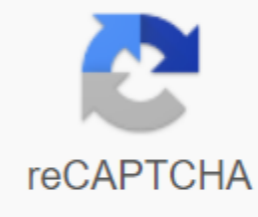




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Forest fair mall directions

FOREST FAIR MALL / CINCINNATI MILLS / CINCINNATI MALL: CINCINNATI, OH Brian's Visit 02/2018 Comment by Judy Carr Published May 3, 2011 (user submitted November 3, 2010) Through November 2010, Cincinnati Mills is almost a dead mall except for one small neighborhood. Owners plan to convert the area into a business office space with perhaps some retail. Kohls, Burlington Coat Factory, Babies R USA and Open World still occupy the site, but rumors swirl that The Open World will be ending its occupation of the mall in the near future for a location in Indiana. The Bigg store closed a few years ago as he tried to rebuild and reinvent himself from a primarily grocer in some Big Lots/semi grocery store. It didn't work. The Bigg chain closed in all of Cincinnati and closed all of its stores, some of which were sold to the Remke grocery chain. The busiest stores there are now Kohls and Open World. There are still some tenants in Food Court, and there are some rides in the old Time in the Court area, but the mall is an eerily quiet empty shell of what it once was. You can still go through most of the shopping center for exercise, but it's sad to remember its big discovery. The unusual marble floors of Bonwit and other shops sit shuttered as they have been for over a decade. The mall was just too big to go through from the start. It was built in an area that is more blue collar than upscale. The shops weren't a good fit. I shopped that bigg for my products because he always had good everyday prices and as my son was young at the time and I wanted to let him ride the Ferris wheel. It was such a long walk though, but I considered it my exercise during the day. It's sad to see the decline of this once lovely shopping mall. Comment Alpha Published January 9, 2011 (user submitted August 23, 2010) Since I published my first presentation, Forest Fair Mall has gone on a roller coaster, reopening as Cincinnati Mills, suffering from the bankruptcy of Mills Corporation, and the desperate sale of SIMON. Forest Fair Mall reopened as Cincinnati Mills in 2004, having spent the last couple of years shuttering while Mills Corporation renovated the mall. Changes when it reopened, as Cincinnati Mills had mostly cosmetic several new fixtures, some of your typical kitschy Mills clothing, and the removal of maze tracks over the center court made up the bulk of the change, but the look was an improvement over the de-contenting he gradually saw during the previous owner. When Mills took over, he killed the entire mall except for his anchors and a few large stores of his previous brought in. Mills repairs brought about 20 or so new chain stores, including American Eagle Outfitters, Aeropostale, Starbucks, Bath and Body Works. Johnny Johnny and some local chains, including Johnny's toys. Newly opened Cincinnati Mills began to bring in the movement, but it was obvious his success would be short-lived. The problem was visible from the first day when the mall reopened... As Mills Corporations struggled financially, they couldn't afford to lure in more name-brand tenants. They clearly got desperate to fill many of the stationary stores (the mall has room for about 200) on the opening day. Most stores seem to have just made up (like TOOL WORLD, which consisted of a bunch of off-brand tools sitting on folding tables) or extremely low rents- it wasn't your typical List of Mills mid-range for cost oriented, it was just all they could find. To their credit though, it was pretty impressive to see the actual open shops and people in the mall I always knew how dead. Mills Corp. has also placed large bets on IKEA's placement in the mall (which would probably keep the mall afloat.) However, IKEA decided to find a place elsewhere in West Chester, probably due to financial problems and the rapid growth of vacancies. Within a year, all the tenants disappeared and traffic plummeted. By 2007, the mall was hurting again and back in its days before Mills was about 1/3 busy. Unfortunately, the worst is not over yet. Media Play and Steve Barry would go out of business. Saks Fifth Avenue exit also called it quits. Biggs- by far the most profitable anchor in the mall stores itself (and the only original remaining anchor), will pack up and leave. Guitar Center and Berean Christian Stores also headed for greener pastures, leaving the single-boned part of the mall - once the brightest place in the mall - completely empty. (Ultimately, part of the mall is now completely closed.) The first launch of Showcase Cinemas in the mall also closed the store. Kohl's, Burlington Coat Factory and Bass Pro Shops remain with danbarray Dollar Cinemas, but almost everything else has packed up the store and left. New Look Mall has surprises Sue Kiesewetter of the Cincinnati Enquirer Enquirer contributor Thursday, July 8, 2004 FAIRFIELD - Photo of a large, inflatable, glowing fish swimming overhead as you eat. Or cows roaming while you go shopping. These are just some of the surprises in store when the former Forest Fair Mall reopens on August 19 as Cincinnati Mills. Members of the Fairfield Chamber of Commerce got a peek at the makeup Wednesday when Cincinnati Mills representatives spoke at a camera dinner. More information will come over the next three weeks when the company plans to announce new stores and launches print, radio, television, live mail and billboard campaigns focusing on the three-week opening a shopping mall. There's just enough quirkiness on and off the ordinary that makes people want to come back, said Steve Beatty, director The 15-year-old, 1.8-million-square-foot mall that sits on 96 acres of straddling Fairfield Forest Park border is undergoing makeover after Arlington, Virginia-based Mills Corp. bought it two years ago for \$70 million. The new owners spent another \$70 million on repairs. Mills was attracted to the site because of Cincinnati's strong retail market - the 25th largest in the country, said Jim Childress, general manager. There are 1.5 million people within a 20-mile radius of the mall, he added. Once it reopens with 16 anchors, the stores will be concentrated in three districts along with the food court and the center court. Employment will double from today's 1,500 full-time and part-time jobs, Childress said. About 70 percent of the space will be leased when repairs are completed, with more stores opening by Christmas and a third batch on target to open in early 2005, Childress said. The mall has the potential for about 150 retail stores and a dozen suppliers in the food court, Childress said. Much of the decor comes from the region, including a Coy Island-like roller coaster or an Ohio River fish. Inflatable cows will roam the country section of the mall, while the fish suspended over the food court will make you feel like you are underwater. You get the feeling that you're in the Ohio River - but in a good way, Beatty said. Email suek@infionline.net comment by Jim Hanson... Published April 10, 2004 There are a few details of your report missing. It may have been just an urban legend, but they were well known among malrats and tenants. Hearing 1) Another food court: At some point in the history of the mall, the main food court (which was on the top floor) caught fire and was moved to the first floor, opposite the Ferris wheel and Time Out, right under where it once was. There was strong evidence to support this too. There was a walkway around a large open gap looking down on the current food court. If you were walking along the path, she went to the wall on the top floor and suddenly cut-de-sac. The wall was made of cheap drywall, and didn't put together well, so you could look through the cracks at what was behind it... remains of several empty and abandoned shops, including the Gold Star of Chile, which had long black burns on its walls and a sign. The food-court ghost remained until the late 90s, when it was demolished to build a fitness center. Being that fitness center was huge, it more or less confirmed that there was a large walled part of the mall that no one bothered to renovate after it caught fire. To further support this theory, there were other sections of the mall that were simply buried behind drywall and festive paint ... especially bathrooms. When haste bathroom in an abandoned wing has become too much for overworked and underpaid underpayment crew, they just walled them off. Rumor 2) Gang Wars: At the lowest stages of mall's popularity in 1992, two rival gangs moved into the mall for the winter. Since it was almost abandoned, there was little to stop them ... and a brutal gang war broke out indoors. There were shootings, robberies, and General Mayham, before spring arrived and the gangs moved their turf wars into a more eco-friendly climate. Negative aside, there are a few other fun late big mall that needs to talk. First of all, the second start of the cinema on the ground floor is only charged \$2 ticket ... it means it's always been packed. To this day, the marquee on the mall sign still remains, but all he says now is the fin. (The photos you have are wonderful, by the way - they brought a tear to my eye.) The Showcase Cinemas cinema (the only one that will remain when Mills is done with it) was only open for just over a year before it was closed again. He too has fallen victim to poor placement and worse timing - there is another Showcase cinema owned by the same company one outlet, which is much easier to get into. Comment Alpha ... Published August 22, 2003 Forest Fair Mall is proof that no longer necessarily better. It's a dead Cincinnati mall, and its story is one of arrogance, idiocy and corruption (I'm not saying it to be dramatic... The person in charge of this mall was in jail 24 months later.) Part 1: The year is around 1985, and there are plans circulating for the construction of a cost mall - with anchors like T.J. Max, Marshall, etc. between already too close Northgate and Tri-County malls. (In case you're wondering why Bigg's... The grocery chain creating value/shop was even in what would become an ultra-upscale mall.) Somewhere along the line, a man named George Herscu, the head of Australian firm LJ Hooker Inc. decided he wanted to build an ultra-luxury shopping mall, as opposed to the cost-oriented center originally planned. Now, Forest Park and Fairfield, the two townships this mall sits on, are blue-collar townships. Not poor, but at a level where shopping in the regular networks of Cincinnati (at the time, Lazarus and McAlpine) was considered upscale. So the idea of building an ultra luxury shopping mall in this place is absurd. When George Herscu was questioned by that-hell-you-thinking, almost everyone, he gave what might have been a quote that sums up the whole story: If I'm successful, they'll think, Oh, what a great man! If I fail, they'll say, Oh, what a fool! And somehow, the Forest Fair Mall was given the green light. Construction began around 1987 or 1986. It got its name because..... Forest Park - Fairfield - - Forest Fair! All the while it was happening, the Kenwood Town Center was enclosed/built in 1988 (it was originally a strip center) and it was quickly fast itself as an upscale Cincinnati mall. (Despite the fact that JCPenney is temporarily anchored.) In addition, TriCounty Mall soon realized that it must take action, or it will be crushed to death by the megalith forest fair. TriCounty Mall soon plans to add a second story to the mall, bringing its size on par with the forest fair. He also lured McAlpin with an extension that gave him an incredibly stable anchor. That obviously didn't bother Herscu, who decided to go even more upscale than the standard Cincinnati retailer, bringing in V. Altman, Bonvit Teller, and Sakowitz.... 3 extremely upscale retailers that Cincinnati has never heard of. Although none of the three were willing to be anchors at the Forest Fair, Herscu ended up buying a controlling stake in them. The end of the lease agreement was a strange combination of cheap retailers (Bigg's), Mid-priced (Elder Birman), and Ultra-Upscale (Bonwit Teller, etc.) The mall was y form, with Base Y being one story, featuring Bigg's, and the other two stories, with an amusement park and a food court where all 3 meet. The mall opened in 1989, although it did not open in unison due to leasing complications. The base of Y (east wing) with the image of Bigg opened first. This will be the only part of the mall to ever stay healthy. A month or two later, the rest of the mall opened, and as Mark noted, it was a major event. The mall was absolutely rich... much more than anything else in Cincinnati. It featured arched copper roofs (still on the mall!) , huge lanterns with brass bars running through them featuring a dizzying amount of tiny light bulbs. Also at the time I believe there were many large fountains and a huge central court depicting an ornately detailed ceiling. In the center, there was also a large indoor amusement park complex called Time Out on the Court, which apparently even caused cramps (although now closed, I'm pretty sure the warning signs are still there!) there was a large zampella Ferris wheel, an indoor merry-go-round, and much, much more. It took 3 months for the mall to become officially doomed. George Herscu filed for bankruptcy protection, and the mall was put up for sale. Within 2 years, mall occupancy will drop to 50%, with no hope in sight. Despite being the largest mall in Ohio (it's still, I believe) and the only mall in Cincinnati able to handle large amounts of traffic, there were a few things that nailed the coffin: TriCounty expanded, snagging McAlpin's, as I mentioned earlier. TriCounty was not only now a very large and modern shopping mall, but there was no reason for tenants to leave for the Forest Fair Mall. Northgate Mall already has Macalpine and Lazarus as well. as well as Sears and JCPenney (which is TriCounty too!) that's mostly. Forest Fair Mall is less than 4.4 km from TriCounty Shopping Centre and less than 5 miles away Northgate. Both malls have more than 120 stores. This means that Forest Fair Mall must find 200 unique tenants. TriCounty is not only close to Interstate 75, but is also located in the center of a large economic base. Northgate Mall is also located on Route 27 of the United States, and is also at the center of its own commercial base. Forest Fair Mall constantly tried to reinvent itself as it progressed, it was divided into three parts: fashion, lifestyle, and value. Added a new complex called Festival and Paris... another upscale retailer. moved to one of the anchor locations. Although the mall itself was significantly dead, there were stains of hope. The east wing stayed busy quite well and the food court was awesome. The mall seemed finally ready to die in 1997/1998 when The Parisian (who seemingly chose the

WORST shopping malls to anchor) decided to close their wildly unsuccessful Forest Fair Mall store so they could focus their energy on the Kenwood store. They surprise noone. (They'll close their Beechmont store a year later.) Part 2 Resurgance: Then, Forest Fair Mall Luck has finally changed. Somehow, Gator Corporation, the tiny little company that owned the Forest Fair Mall at the time (they bought it in 1996.) somehow got their act together, and lured Bass Pro Stores to open a megastore in a Parisian location. It's a hit, and no doubt gives the mall a new air of hope. A renovation project has also been launched to try to change the center as cost-oriented. Kohl's also came around 1996 ... I must add that ... Many new stores are coming to the scene. Unfortunately, at this time the time out on the court is closed... for reasons I'm not sure. The trademark of the Ferris wheel has disappeared. However, a large indoor amusement park was actually built (and it's still there) called Wonderpark. It was supposed to appeal more to a younger audience (such as 6 years old.) New stores such as Burlington Coat Factory, Off 5th, KBToys Outlet, Steve and Barry University sportswear (wildly successful), Media Play, and more signed on. The food court is getting almost complete, (Only 2 open spaces ... Not bad!) and a new good cinema opens. (There was already a second run of the cinema below, and somehow these two manage to exist next to each other.) At this time, when most of the photos I took were taken. It was also the only time in the history of the Mall, the mall was profitable. Part 3: Death Death Death Death Death Death! Then, around July 2002, Mills Corp. bought the Forest Fair Mall, and the renovation of the mall (it still runs to some extent) is put on hiatus. Then, somewhat unexpectedly, the turn for the worse came: Mills announced that they would close the mall, giving almost all of its tenants a boot while they renovated the mall. Inside the mall sealed, and the last of the original tenants (many of whom were actually eating food were history. Lawsuits followed. Shortly after the mall was sealed, Elder Bierman decided to close his shop, and now it is home to the wildly popular sportswear of Steve and Barry. Officially, Forest Fair Mall is now dead. All the more for the sake of the sake than any other (It will be re-opened as Cincinnati Mills.) comment by Mike B... On August 18, 2003, Forest Fair Mall was the country's third largest shopping mall when it first opened in 1989. After nearly a decade of decline, Mills Group recently acquired the mall and successfully turns it into a shopping mall. Forest Fair Mall was supposed to be the ultimate in upscale regional centers when it opened its doors in 1989. It was originally anchored by upscale newcomers to the Cincinnati market of B. Altman's, Bonwit-Teller and Sakowitz, owned by Hoeker, a mall developer. It was also the department store of Elder Bierman and the Biggs hypermarket. The mall boasted its own amusement park in the doorway, complete with merry-go-round, mini golf course and bumper cars. It was also home to the Super-Saver movie, the entrance to which was a wall of flashing, flashing lights that caused cramps. Opening day in March 1989 at the Forest Fair was an unrivalled event in Cincinnati. Phyllis Diller was a celebrity guest at the grand opening of Sakowitz, and people get their first glimpses of mahogany and marble stuck traffic on I-275. Guests at the mall were treated to trinkets such as crystal mini horse carousel decorations in what was supposed to be the ultimate shopping experience. Its popularity even led to Tri-County Mall, a popular Cincinnati mall 2 miles away, to begin its own renovation plans. Unfortunately, the Forest Fair Mall opened at the wrong time, in the wrong part of town. Kenwood Town Center, an oppulent mall in Cincinnati's affluent eastern suburbs, has opened the holiday season before. It was an immediate success and a short drive from Cincinnati's wealthiest neighborhoods. The forest fair was located in Forest Park, a blue-collar neighborhood whose residents could not afford St. John's dresses and Hugo Boss clothes sold in posh department stores. Soon the stores began to close, and its popularity thinned. In 1990, Hoecker, a Canadian mall developer filed for bankruptcy, and their three upscale department stores in the mall closed. Shortly thereafter, the Parisian moved to the centre of Kenwood Town. To make matters worse, the more popular Tri-County Mall completed the renovation in 1992, stealing back customers that it lost at the Forest Fair. Possession changed from hand to hand more than once, and by the end of the 1990s only Biggs and Elder-Birman remained from the original anchors. In 2002, Forest Fair Mall was acquired Group, managing major malls including Gurnee Mills (north of Chicago), and an overhaul is underway. Renamed Cincinnati Mills, Mills, The mall is currently anchored by Bass Pro Stores, Off Fifth Saks Fifth Avenue Outlet, Media Play, Spiegel Outlet, Biggs, Kohl's department store, and Burlington Coat Factory. Biggs is the only anchor who has been there since the beginning. Addition... Earlier I sent a comment on the Forest Fair Mall in Cincinnati, Ohio. I found some interesting links that could be included if my contribution is added to your site: Mall Timeline (through 2000); Forest Fair: Mall on Mend (10/2000); Forest Fair is sold again (7/24/2002): Timeline link closely follows my previous submission, which was written entirely from memory. I'm very surprised at how much of a mall chronology I remember (and have experienced). I think I was off for a couple of dates and names though. It is an unusually intriguing shopping mall because of its huge size and the demise that has followed the mall since it first opened... it was a dead mall for all its existence, except for the first six months. Exclusive photos of Bing Bird's Eye View: Forest Fair shopping mall with satellite in outer space

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