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Forest Fair starts transition

It's latest reincarnation of the 24-year-old mall

May 2, 2013 | Comments

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Written by Sue Kieseewetter Enquirer contributor

A new website, Twitter account and Facebook page are the first steps in the transformation of Cincinnati Mall to Forest Fair Village.

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The 24-year-old shopping center straddling the Fairfield/Forest Park border is changing its client mix and adding more recreation. It changed its name 13 months ago but has not yet changed its signage.

That will come later, said Karla Ellsworth, head of development and general manager for the mall. Owners have contracted with JT's Simple Solutions LLC to help rebrand the complex.

It's the fourth name change since the complex opened as Forest Fair Mall in 1989. In 2004 it was renamed Cincinnati Mills, and five years later became Cincinnati Mall. That name stuck until March 2012. "No one knows us as Cincinnati Mall. People still refer to us as Forest Fair," Ellsworth said. "We're going away from being just a mall. Later this year you'll see some signs come down, and eventually new signs go up."

The complex is changing its focus from strictly shopping to more of a mixed use. Arcade Legacy has almost outgrown the space it opened a year ago, Ellsworth said. Other nonretail tenants include Susan B. Komen for the Cure, Bee Active Adventure Zone and a Lakota Robotic program.

Most tenants in the complex are retail with anchors Kohl's, Bass Pro Outdoor World and Burlington Coat Factory. ■

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