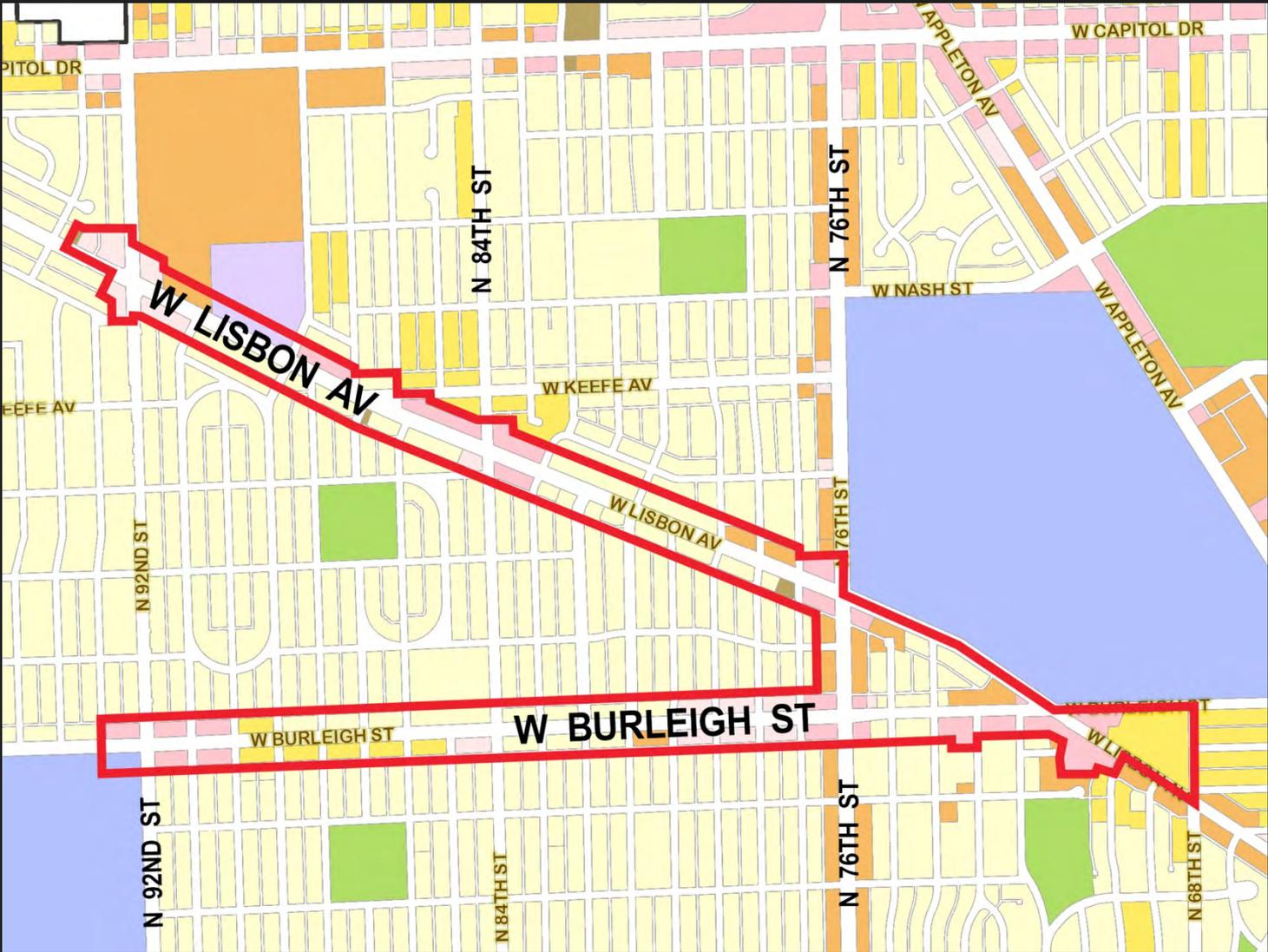
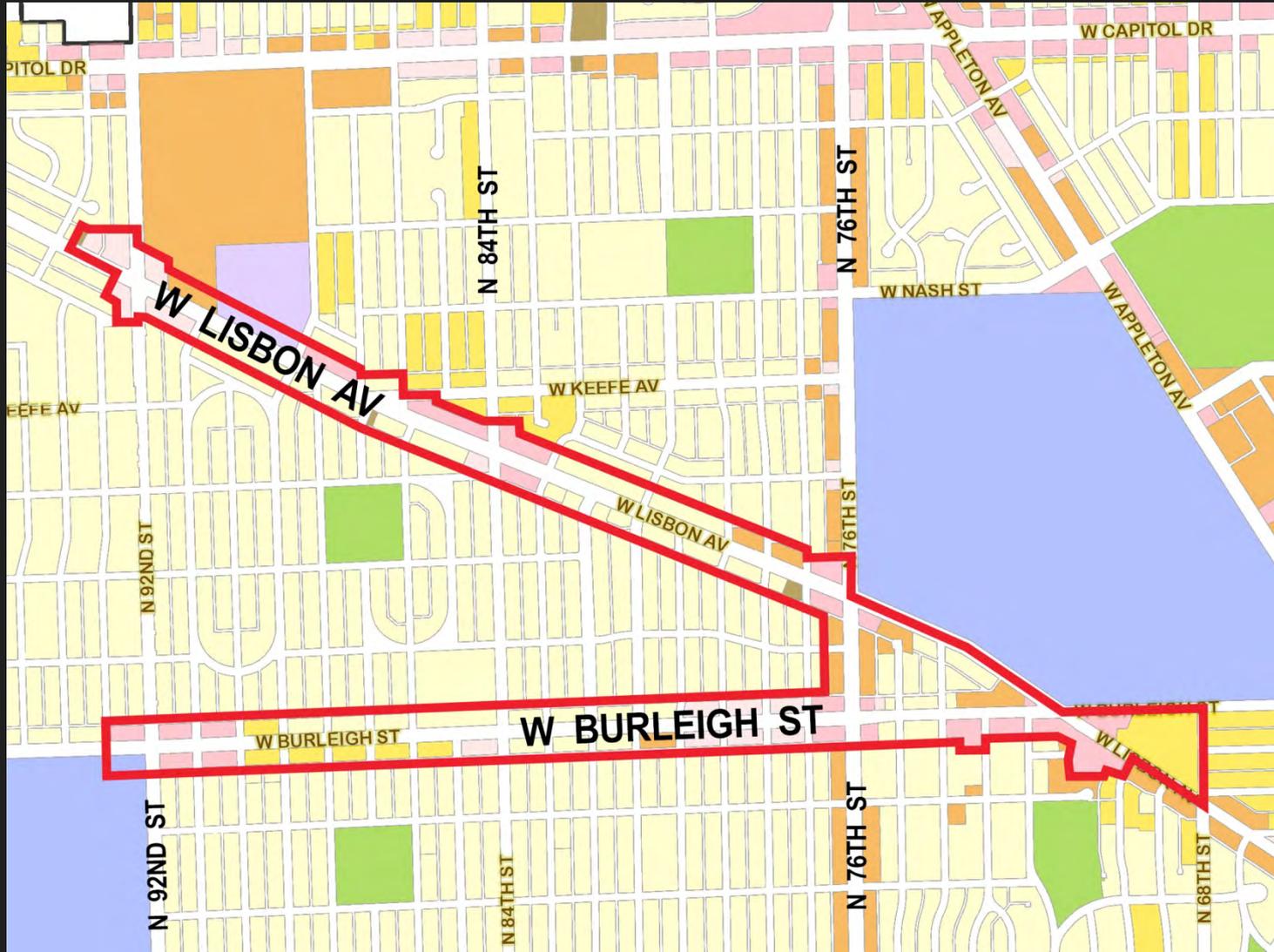


Westtown Crossing Commercial District

Aldermen Jim Bohl & Michael Murphy
Department of City Development
September 27, 2016



Snapshot * Surveys * Strategy



Neighborhood of Residence for Survey Participants

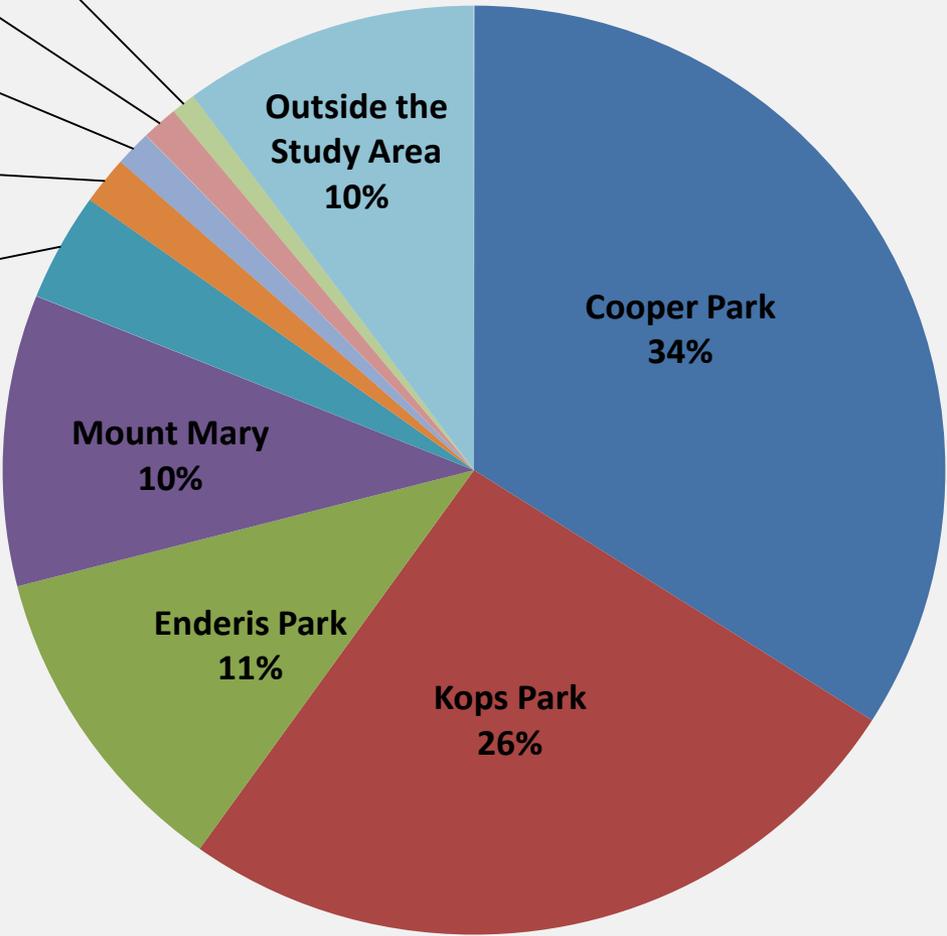
Other Nearby Neighborhood 1%

St Amelian's 1%

Lenox Heights 1%

Nash Park 2%

Golden Valley 4%



Core Market for the District

90% of survey respondents who answered this question live in one of the neighborhoods immediately surrounding the West Burleigh/West Lisbon Commercial District

Area households represent nearly half a billion
in purchasing power.

(9,846 HHs x \$50,516 = \$497,330,020)

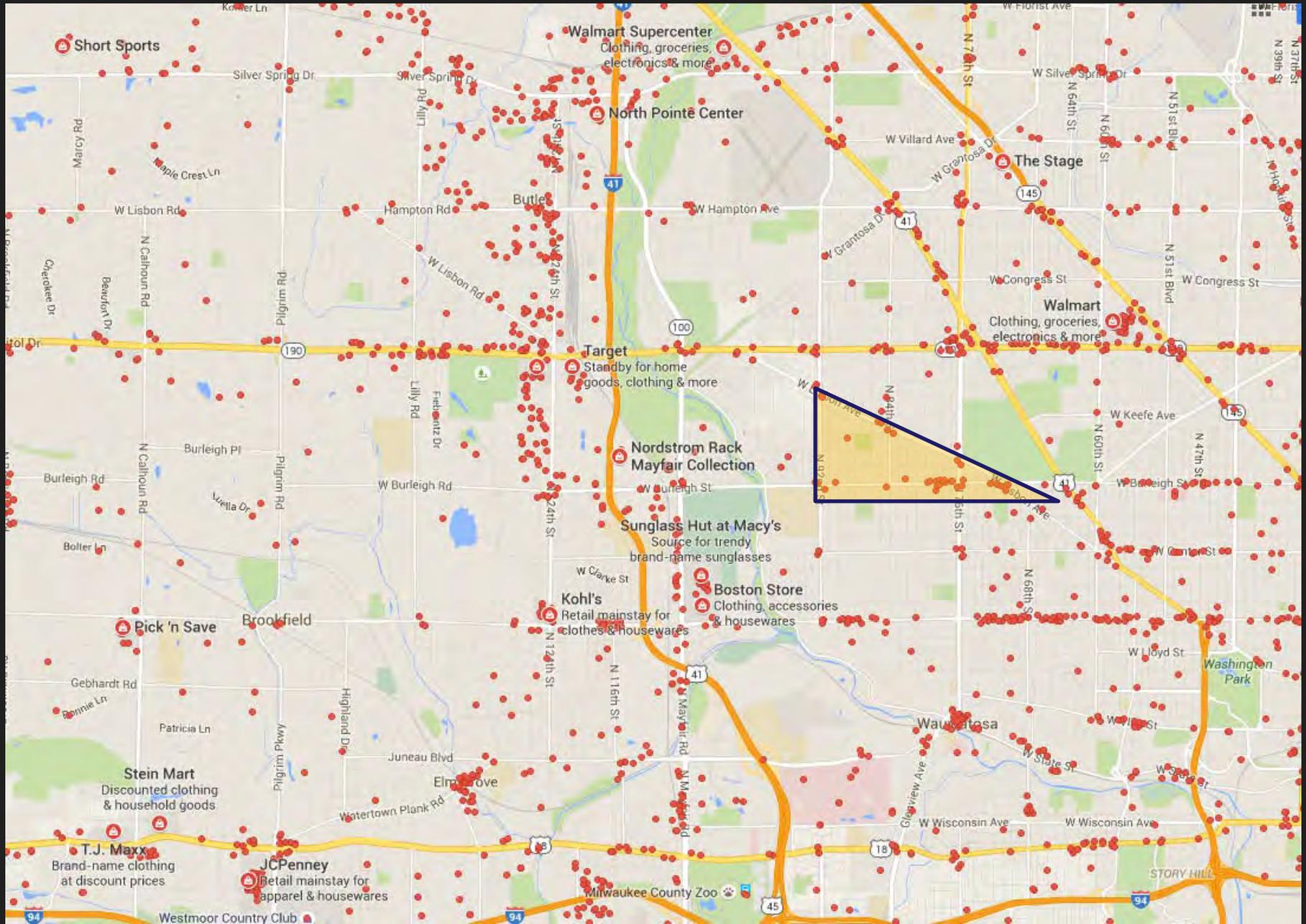


Retail leakage

- In an average month, 92% of people did most of their shopping outside the West Burleigh/West Lisbon commercial district.

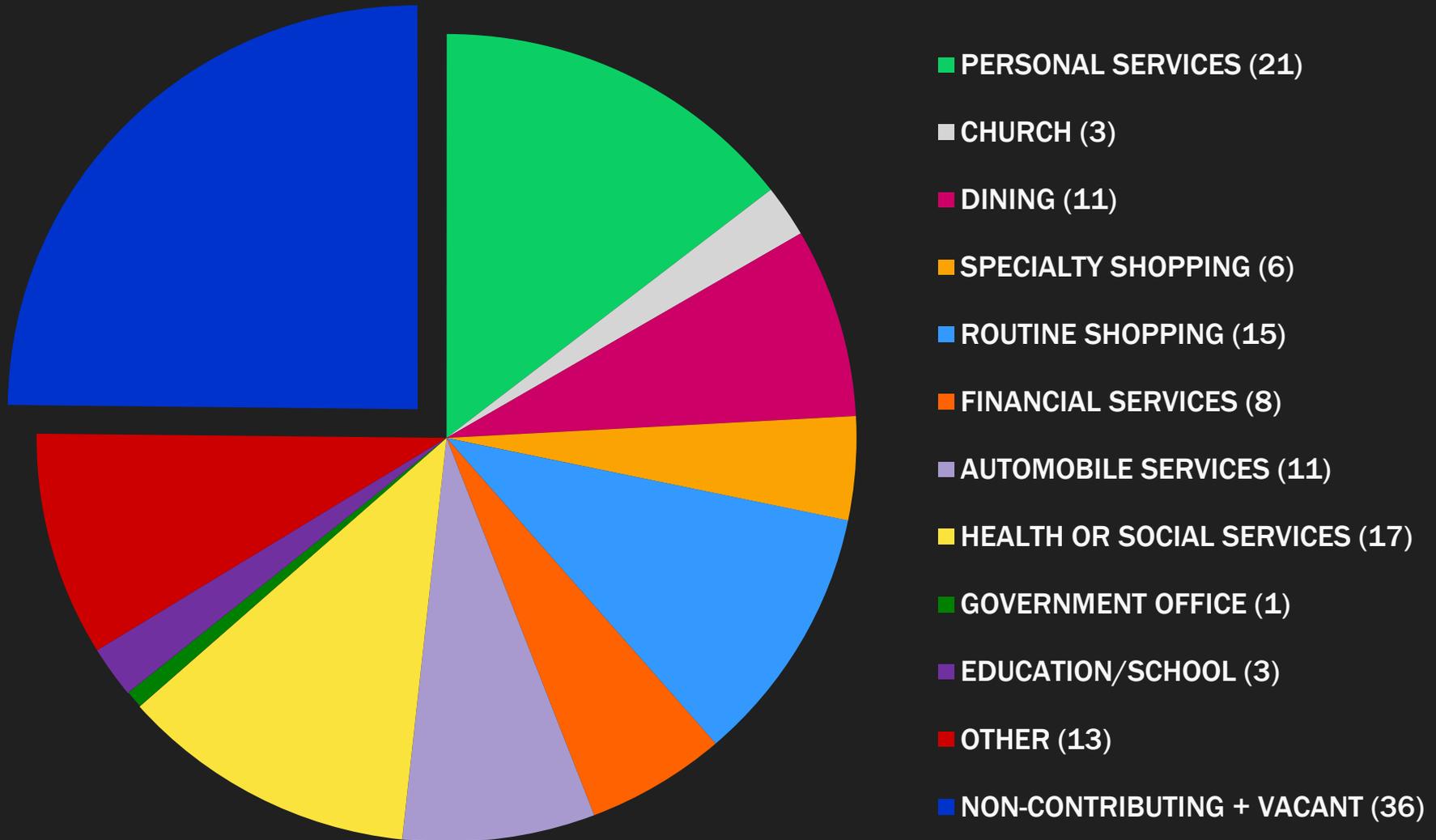


Retail choices within a 10-15 minute drive



Burleigh/Lisbon Commercial District Make-up

Balanced and Diverse Mix of Businesses





Destination retail



Routine shopping



Convenience shopping



Personal services

Customer Satisfaction

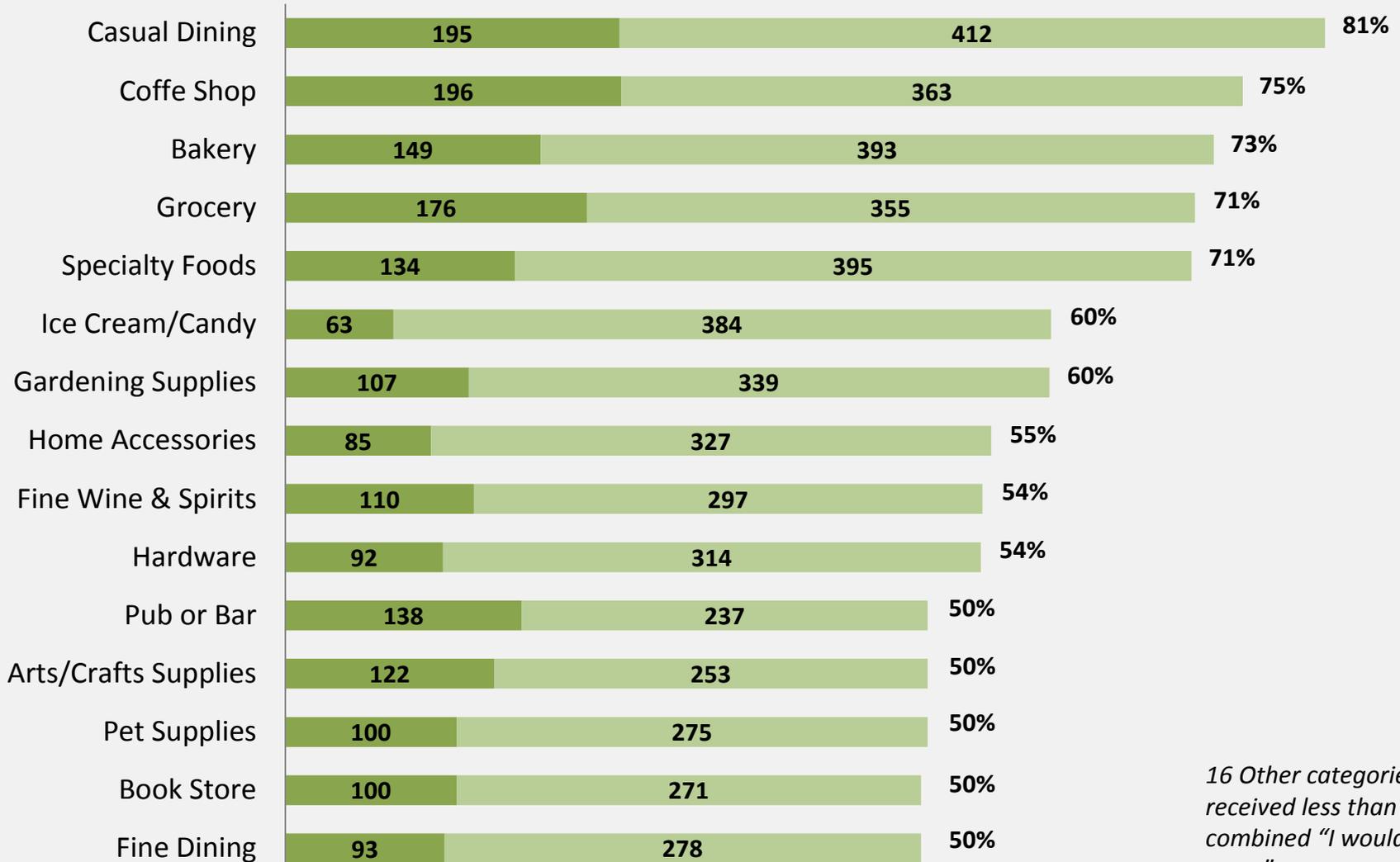
Most factors rated “average” Rated “excellent” or “above average” by 50% or more of respondents – None

Bicycle access, business hours, business appearance, cleanliness of streets and sidewalk, landscaping/streetscaping, general attractiveness, general safety, pedestrian access, pedestrian safety, street lighting, automobile traffic flow, parking availability



How would the addition of the following businesses affect the amount you spend in the West Burleigh/West Lisbon commercial district?

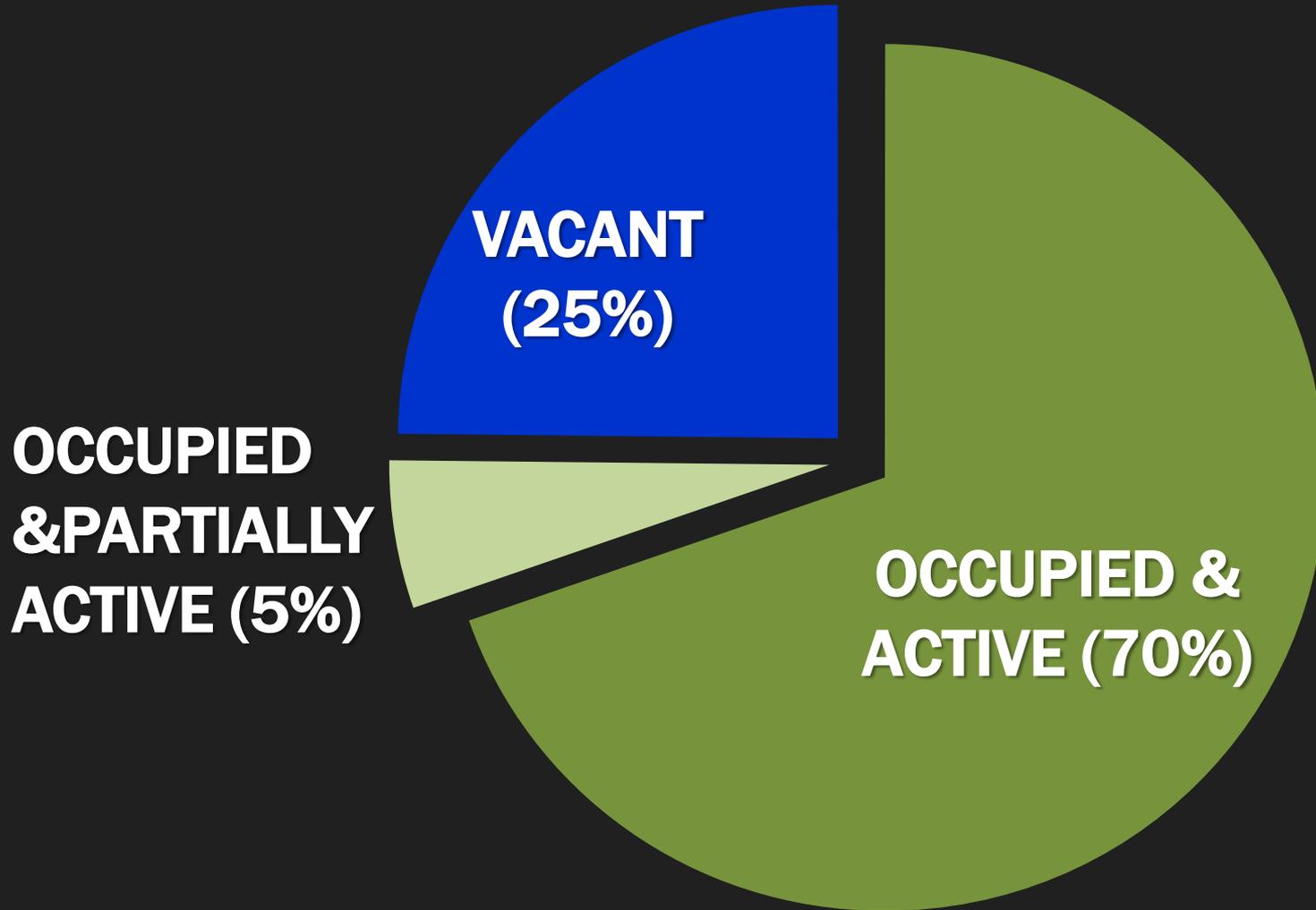
■ I would spend a lot more ■ I would spend a little more



16 Other categories all received less than 50% of combined "I would spend more" responses.

Commercial Buildings

30% Non-Active Storefronts



Automobile environment is good and bad



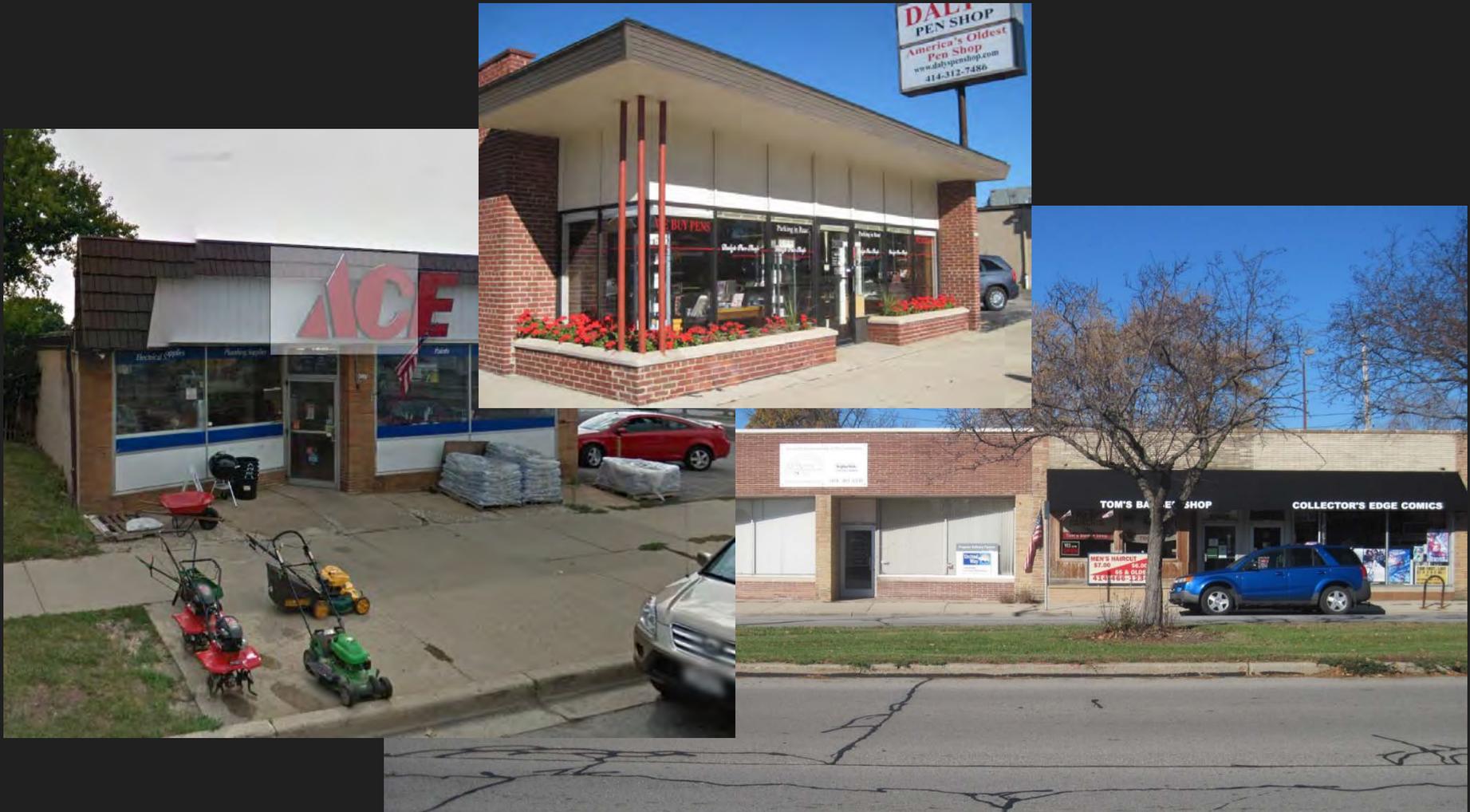
Speed limit* 35 miles per hour
Right of Way * 110 – 120 feet
86% who travel to shop/dine drive

Traffic counts * 15– 30,000
Pedestrian Experience * divided highway

Pedestrian environment needs improving



Destination retail anchors are good but anchor businesses are spread out



Rents are lower



Retail formats are dated



Building stock is older



Footprints are generally smaller



Core Strategies



1. Organize. Form a Merchants Association or BID
2. Apply Main Street principles
3. Do business recruitment
4. Build neighborhood loyalty
5. Enhance safety & security
6. Upgrade buildings, storefronts and streetscape
7. Do traffic calming
8. Take advantage of city programs for small business

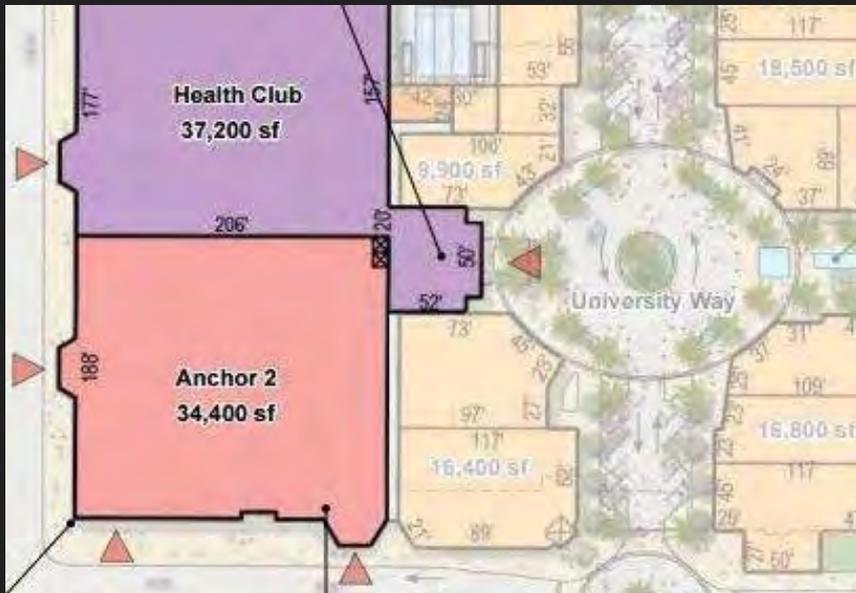
A Merchants Association or BID:

- * Is a vehicle for organizing and business recruiting**
- * Maintains a focus on the “big picture”**
- * Promotes and markets the district**
- * Helps improve physical appearance**
- * Addresses security and safety issues**
- * Works with City and property owners to resolve zoning & building code issues**
 - * Helps address problem properties**

Apply Main Street principles* to create a better, more consistent customer-friendly shopping environment



Do business recruitment * Shore up the district with more anchors (commercial, institutional, nonprofit)



Do business recruitment. Add anchor businesses & dining establishments that bring traffic to smaller businesses.

- **Develop west to east to capitalize on Mayfair Collection**
- **Create more large format sites**
- **Add anchors with national identity**
- **Cluster small businesses that benefit from anchor establishments**



Build Neighborhood support/customer loyalty

- Neighborhood groups work with local businesses to organize customer loyalty programs

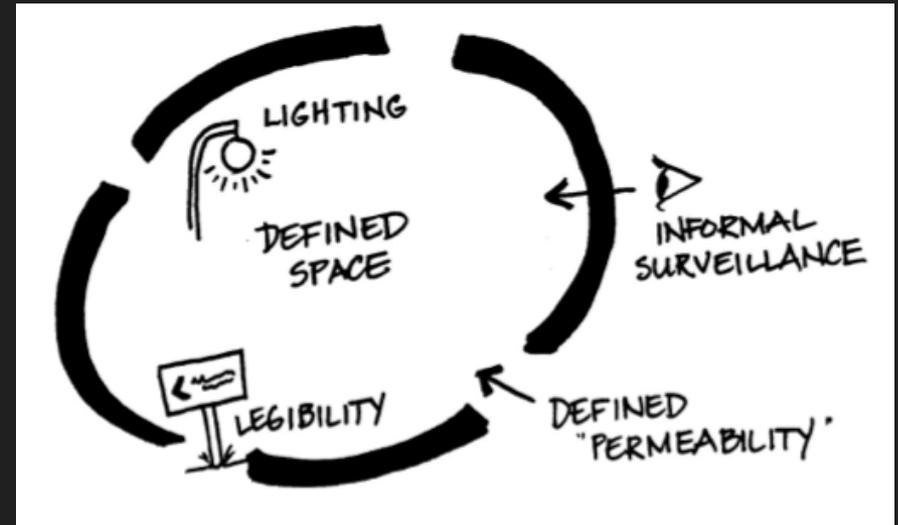


Enhance safety and security *

Work with District 7 Police to identify and address trouble spots

Work to keep “eyes on the street”

Use CPTED crime prevention strategies where appropriate



Do commercial/office infill * keep eyes on the street



Upgrade buildings and storefronts* Work on:

Building Appearance (67%)

Landscaping/streetscaping (50%)

General attractiveness (58%)

General safety (87%)



Improve Landscape & Streetscape * Make it green, attractive, inviting * so people will want to linger



Do traffic calming * If you can get people to slow down—it's good for safety and good for business



Take advantage of City programs that support small business

- Façade grants
- Signage grants
- White box
- Retail Investment Fund
- MEDC loans

