

Webinar: Smart Strategies to Transform Commercial Districts

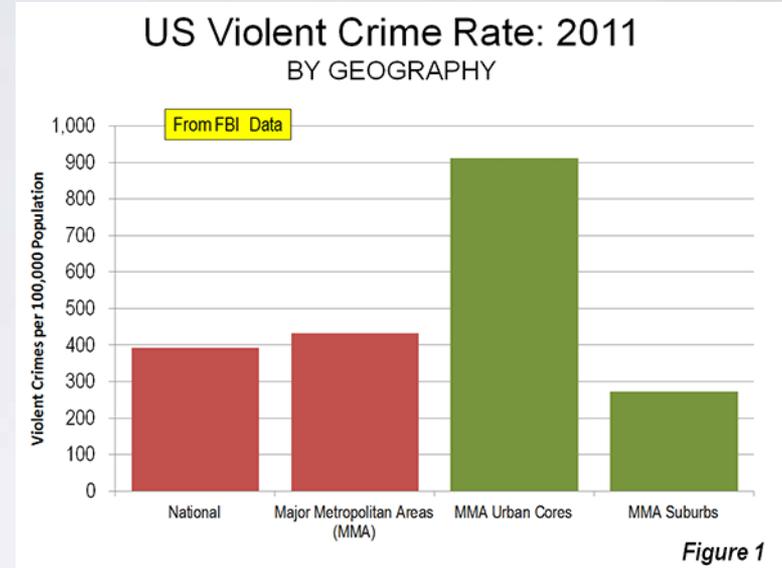
February 26, 2016

Hosted by the Smart Growth Information Clearinghouse



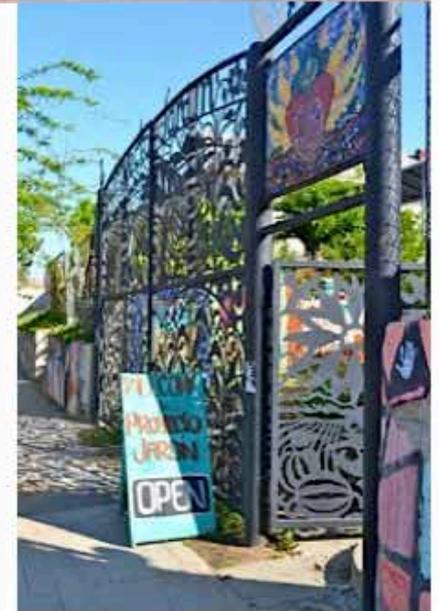
Joel Bookman
Bookman Associates, Inc.





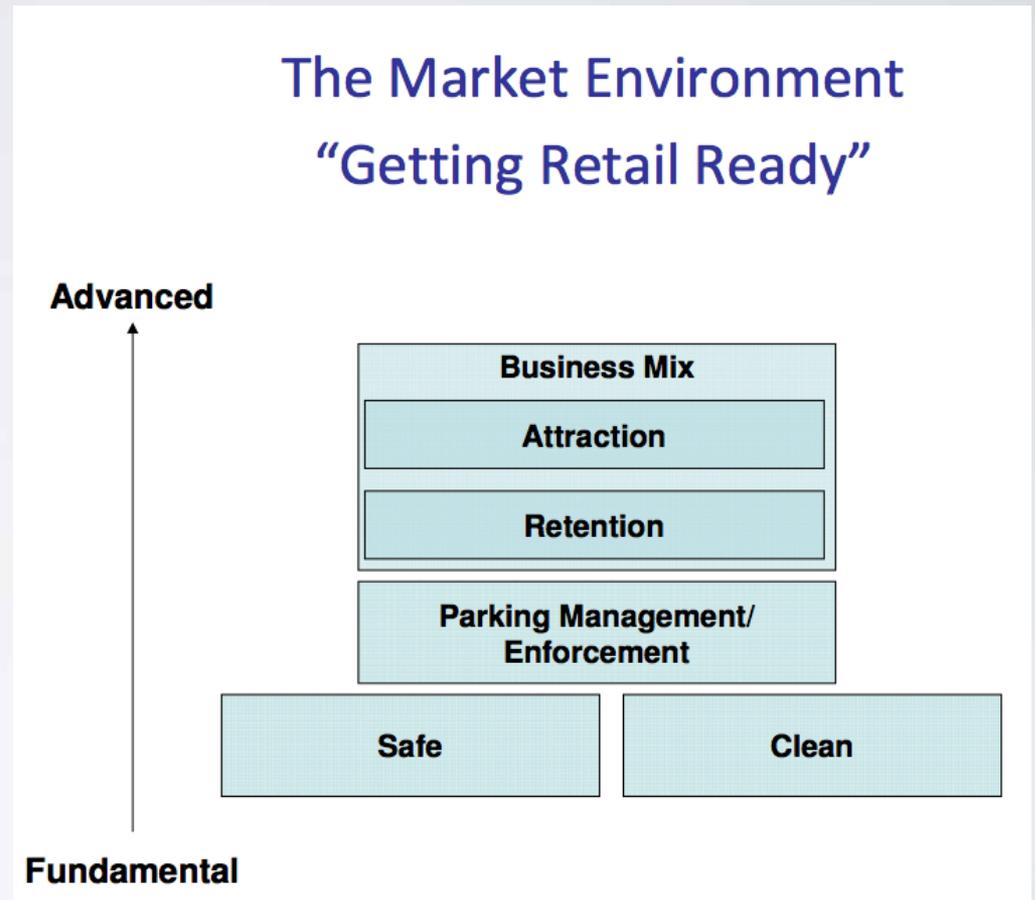
MetroEdge Products & Services

- Information Profiles
- Assessments
- Assessment and Information Profiles
- Comprehensive Retail Scans
- CORE Intensive Corridor Development



THRESHOLD ELEMENTS

- Density
- Accessibility
- Safety
- Existing Retail
- Community Capacity



Revitalizing Commercial Corridors: Lessons from LISC MetroEdge, Federal Reserve Bank of Philadelphia, by Helen Dunlap & Carl Vogel,

https://www.philadelphiafed.org/community-development/publications/cascade/88/03_lessons-on-revitalizing-commercial-corridors

Actions Affect Attitudes



Early Action



Energy



Engagement

The community of Greater Fulton invites you to join us in a celebration to
Welcome #Stone2RVA

A participatory public art event to Welcome Stone Brewing to Richmond!

**Saturday
October 18,
12 'til 2pm**

The Honorable Cynthia I.
Newblitt, Councilwoman --
Emcee

Corner of
Williamsburg Avenue &
Nicholson Street in Historic
Fulton/Rocketts!

Across from the Gillies Creek
Disc Golf Course!

*Bring your friends!
Ride your bike!
Play some disc golf!*



Downtown Mesa Retail Market Profile January 2012

LISC MetroEdge and Corridors of Retail Excellence (CORE) are programs of the Local Initiatives Support Corporation (LISC). They work in urban markets nationwide assisting CDCs, local governments, developers and business associations to define their market potential and develop and implement strategies to achieve that potential.



*CONNECTING INFORMATION
TO DEVELOPMENT*



LISC
MetroEDGE

Main Street Corridor Goals

Overarching

- Increased profitability by merchants, property owners and other local business interests
- Satisfied customers

Specific

- Density and diversity of retail businesses that attracts more customers to these businesses
- Attractive corridor appearance which supports the Mesa Arts Center
- Business mix that serves the immediate community as well as destination shoppers
- Resources to invest in the corridor as soon as is feasible
- Light Rail supports local business interests

Retail Market Summary

- Downtown Main Street is already a destination for the Mesa Arts Center as well as selected goods and services, such as the auto businesses. These and other draws bring demand for food and drinking opportunities.
- While the demand for food shopping, food service and drinking appears to be met this does not reflect the current destination draw of the Mesa Arts Center or other regional draws such as Brown's Automotive.
- The area is also home to light manufacturing which is bringing revenue and tax base although not necessarily customers into the market (e.g. air conditioner manufacturing).
- There is unmet demand for clothing and hardware shopping in the destination and convenience markets.
- While the market anchors attract a diverse customer base which will grow with the light rail, many of the businesses and properties remain unchanged over time. To illustrate, space costs on Main Street have historically been substantially lower than is typical for commercial corridors in the region.

Adjusted Float in Downtown Mesa

Adjusted Float: Adjusts float for the amount that is captured by establishments immediately outside of the target area. Adjusted Float is subtracted from overall Float.

Retail Gaps – Positive Float

Retail areas for potential business expansion or establishment to fill gaps in the market

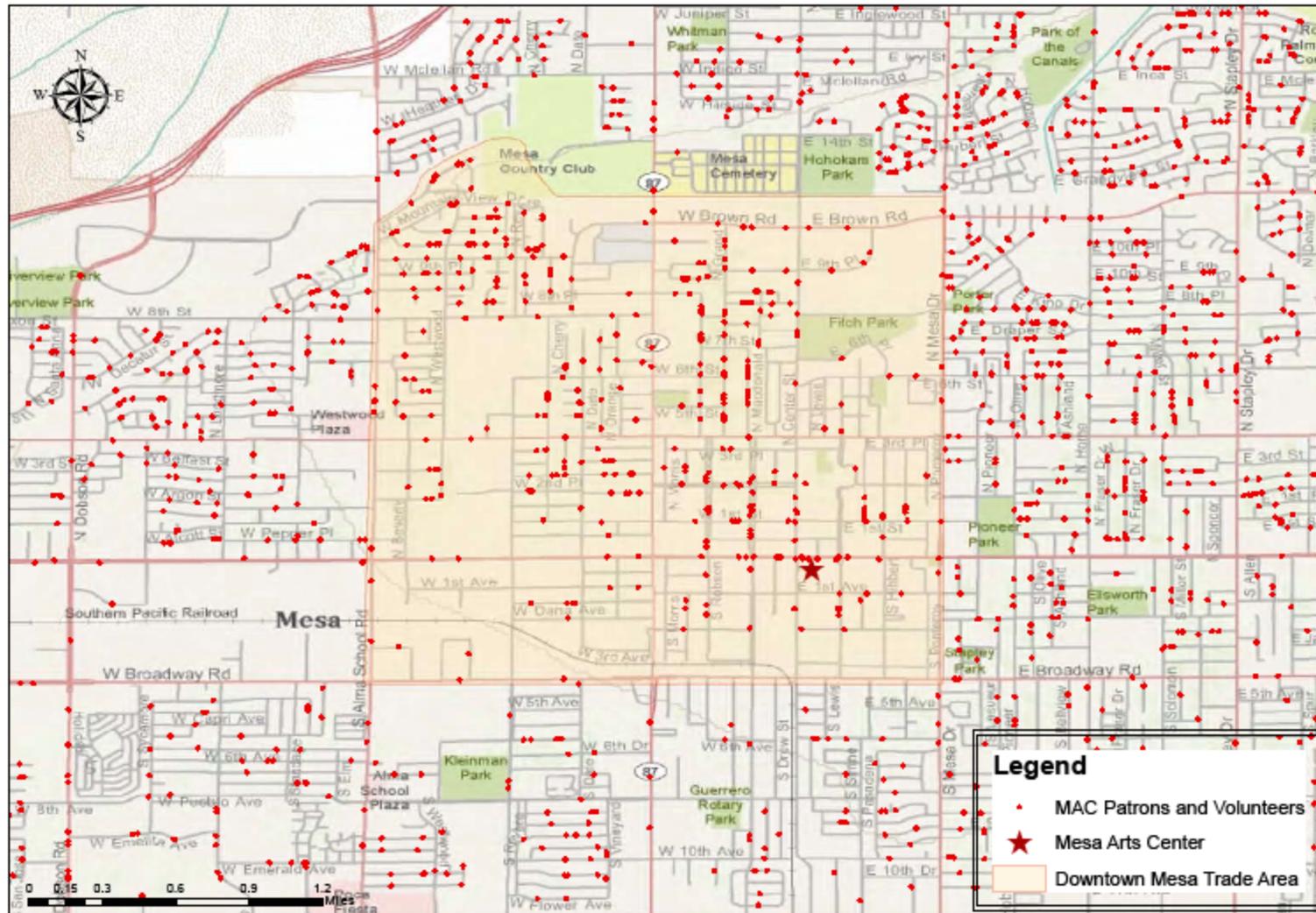
Category	Demand (Customer Spending)	Supply (Store Sales)	Float	Adjusted Float
Building Material & Garden Equipment & Supply Dealers	\$ 20,200,000	\$ 12,000,000	\$ 8,200,000	\$ 5,460,000
General Merchandise Stores	\$ 35,700,000	\$ 12,500,000	\$ 23,200,000	\$ 20,400,000
Clothing and Clothing Accessories Stores	\$ 11,600,000	\$ 9,480,000	\$ 2,120,000	\$ 1,620,000
Gasoline Stations	\$ 23,400,000	\$ 1,130,000	\$ 22,270,000	\$ 21,900,000

Retail Concentration – Negative Float

Retail areas that bring shoppers to the market - opportunities to establish or expand complementary businesses

Category	Demand (Customer Spending)	Supply (Store Sales)	Float	Adjusted Float
Food Service & Drinking Places	\$ 29,800,000	\$ 39,000,000	\$ (9,200,000)	\$ (14,000,000)
Food and Beverage Stores	\$ 39,300,000	\$ 45,400,000	\$ (6,100,000)	\$ (9,400,000)
Health and Personal Care Stores	\$ 13,400,000	\$ 21,600,000	\$ (8,200,000)	\$ (14,000,000)
Furniture & Home Furnishing Stores	\$ 4,410,000	\$ 7,880,000	\$ (3,470,000)	\$ (4,200,000)
Electronics & Appliance Stores	\$ 5,700,000	\$ 46,800,000	\$ (41,100,000)	\$ (41,000,000)
Sporting Goods, Hobby, Book & Music	\$ 4,730,000	\$ 14,600,000	\$ (9,870,000)	\$ (11,000,000)
Miscellaneous Store Retailers	\$ 6,150,000	\$ 17,600,000	\$ (11,450,000)	\$ (12,000,000)
Motor Vehicle & Parts Dealers	\$ 32,100,000	\$ 489,000,000	\$(456,900,000)	\$(470,000,000)

Mesa Arts Center Patrons and Volunteers Downtown Mesa Trade Area



Possible Next Steps

Overarching

- Working with the Chamber, support a strategy to coordinate the many and growing initiatives to build businesses and to assure that the local business community as well as property owners are both a voice and a vote in setting the agenda
- Monitor implementation of the Central Main Street Plan

Market

- Educate all regarding characteristics of the underserved market and the current potential
- Link market information to possible short term business development/expansion strategies
- Develop a tracking system to measure impact of events on business generation
- Coordinate events so as to get maximum investment impact, customers and interplay between interests

Possible Next Steps

Physical

- Before the light rail disruption - develop plans and identify specific actions for creating a sense of place now, so that the east and west ends of the district are more unified
- Find open space for events without closing the street
- Encourage continuous retail on the ground floor

Other

- Signage at locations where trees block visibility (this means tackling the question of codes)
- Improve entryway/gateway banner signage
- Lighting - front and back
- Slow down the traffic

CELEBRATE !! TELL YOUR STORY!!

