

# **Fairfield – Route 4 Market Study**

## **(Follow up to Phase 1)**



Lori Libby  
Jennifer Patterson  
June 13, 2006

**Follow up to Phase 1**

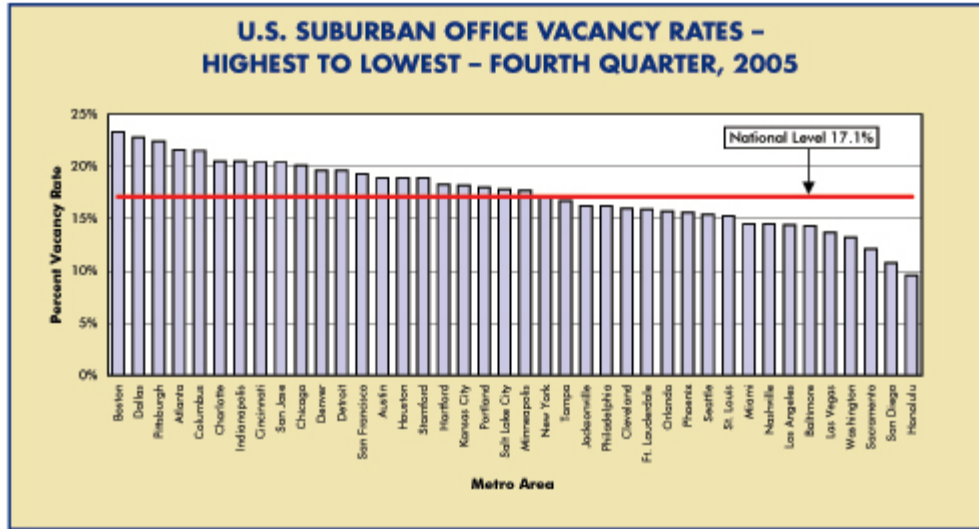
- **Comparisons with local communities**
- **Identification of greyfields**
- **Clusters**

**Route 4 (Fairfield): 8%**

- Delhi Pike: 27.4% (overall)
- Beechmont Avenue (2005): 5.2% (retail)
- Northgate area (2005): 4.06% (retail)
- Tri-County/West Chester (2005): 10.25% (retail)
- Forest Park (2005): 14.06% (retail)

## RANKING OF OFFICE VACANCY RATES IN MAJOR U.S. CITIES – SUBURBAN – FOURTH QUARTER, 2005

*Released March 24, 2006*



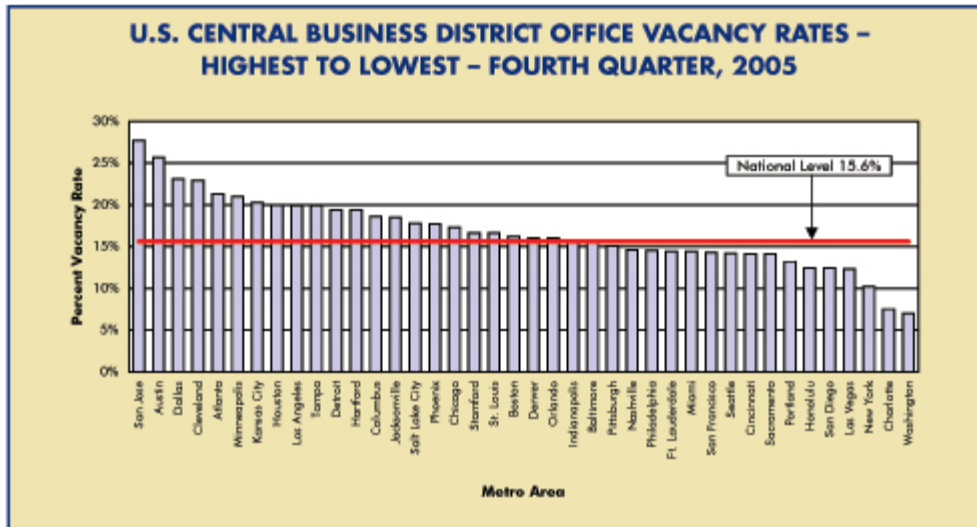
*Data source: Property & Portfolio Research (PPR)(www.ppr.info.com).*

*Chart: Reed Construction Data – CanaData.*

**Highlights:** The five U.S. cities with the lowest suburban office vacancy rates in the latest quarter (Q4 2005) were Honolulu (9.6%), San Diego (10.8%), Sacramento (12.1%), Washington (13.2%) and Las Vegas (13.7%). The five cities with the highest suburban office vacancy rates during the same period were Boston (23.3%), Dallas (22.8%), Pittsburgh (22.4%), Atlanta (21.6%) and Columbus (21.5%), according to PPR (Property & Portfolio Research).

## RANKING OF OFFICE VACANCY RATES IN MAJOR U.S. CITIES – CENTRAL BUSINESS DISTRICT – FOURTH QUARTER, 2005

*Released March 24, 2006*



*Data source: Property & Portfolio Research (PPR)(www.ppr.info.com).*

*Chart: Reed Construction Data – CanaData.*

**Highlights:** The five U.S. cities with the lowest downtown (central business district) office vacancy rates in the latest quarter (Q4 2005) were Washington (7.0%), Charlotte (7.5%), New York (10.2%), Las Vegas (12.3%) and San Diego (12.4%). The five cities with the highest downtown office vacancy rates during the same period were San Jose (27.7%), Austin (25.7%), Dallas (23.1%), Cleveland (22.9%) and Atlanta (21.3%), according to PPR (Property & Portfolio Research).

### Follow up to Phase 1

- Comparisons with local communities
- **Identification of greyfields**
- Clusters

#### Definition:

- “..properties that require significant public and private investment to stem decline.”
- “..developed sites that are economically and physically ripe for redevelopment.”
  - Both quotes from *Greyfields into Goldfields, From Failing Shopping Centers to Great Neighborhoods* (Congress for New Urbanism and PricewaterhouseCoopers, February 2001)

#### Does Route 4 have any greyfields?

- No clear definition of underperforming strip mall
  - Regional malls: sales/square foot equally to or less than \$150
- City staff may have to determine standards for what is an underperforming suburban strip mall for future projects/programs

**Follow up to Phase 1**

- **Comparisons with local communities**
- **Identification of greyfields**
- **Clusters**

6 emerging or established clusters on Route 4 (see attached maps)

1. Auto sales
2. Auto parts/service
3. Recreation
4. Home goods stores
5. Healthcare/elderly services
6. Pet care

# **Fairfield – Route 4 Market Study**

## **(Phase 2 – In progress)**



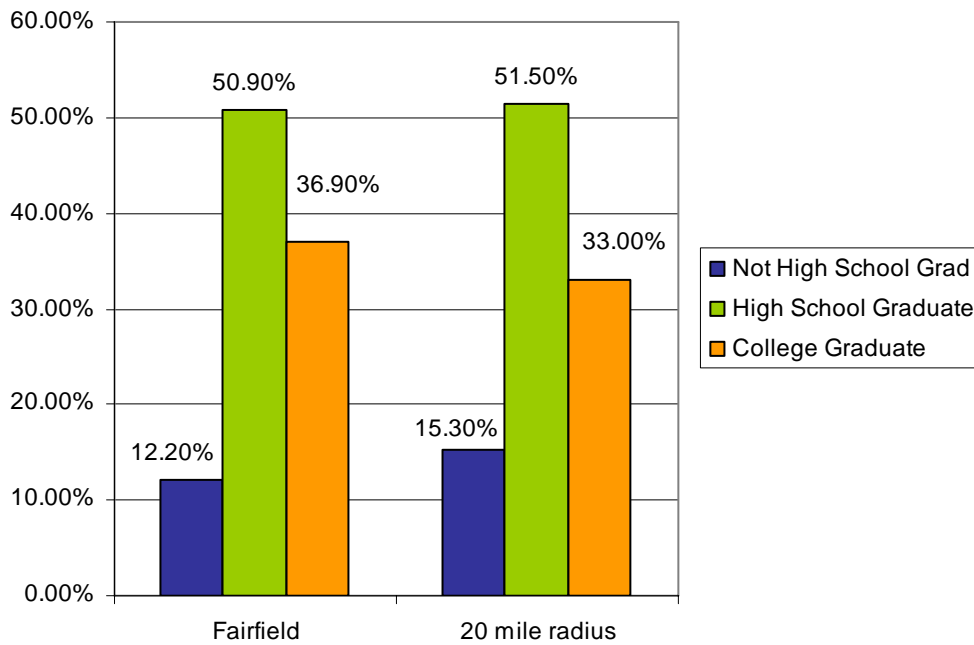
MIAMI UNIVERSITY  
OXFORD OHIO

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June 13, 2006

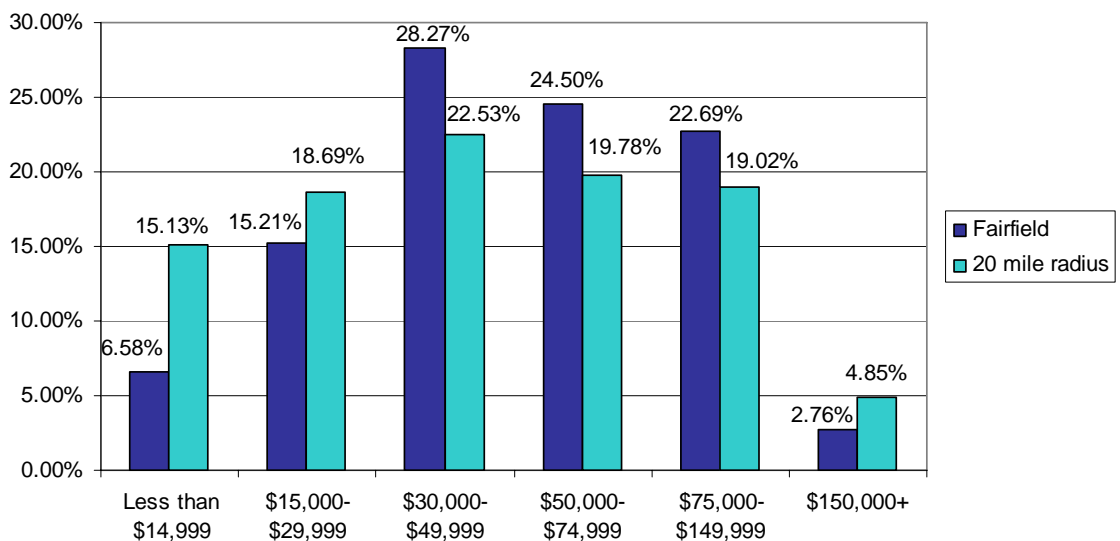
## Phase 2 – In progress

- **Area demographics**
- **Best practices**
- **Tools**
- **Tips**

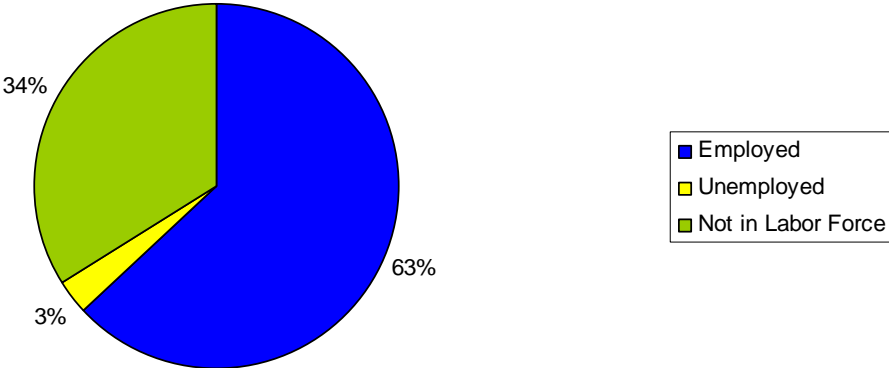
### Educational Attainment



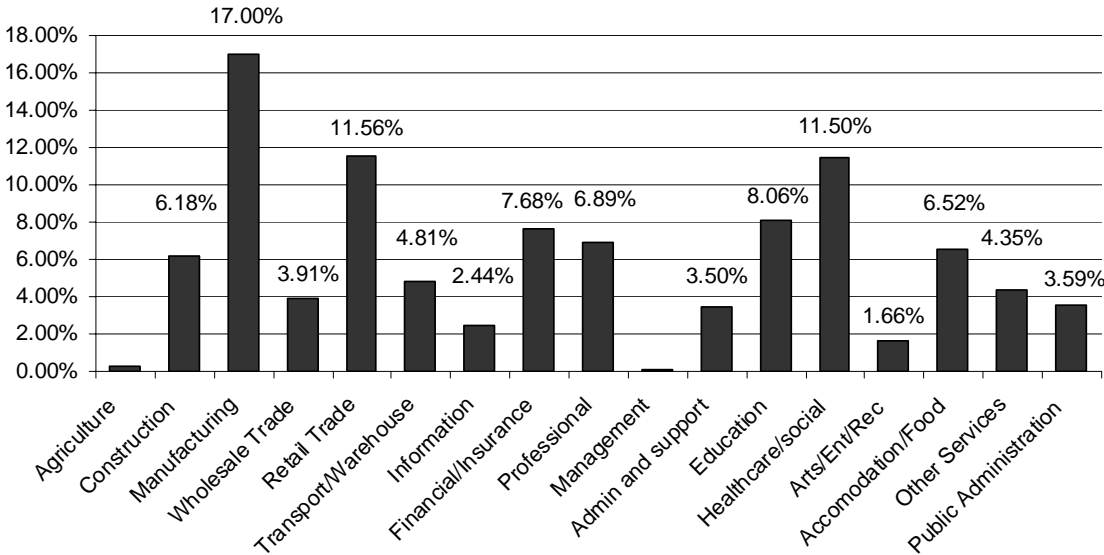
### Annual Income



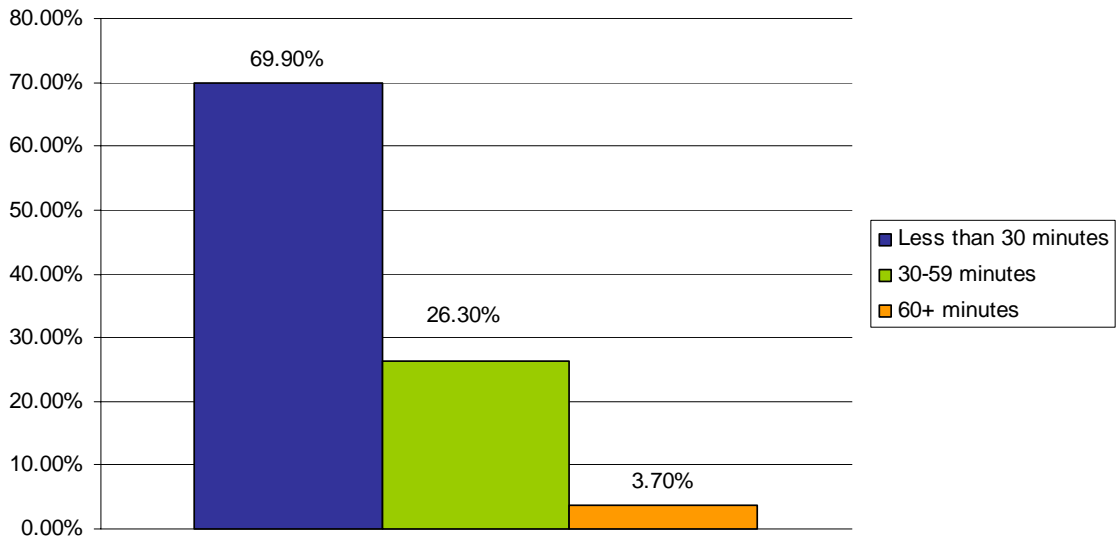
**Employment Status**



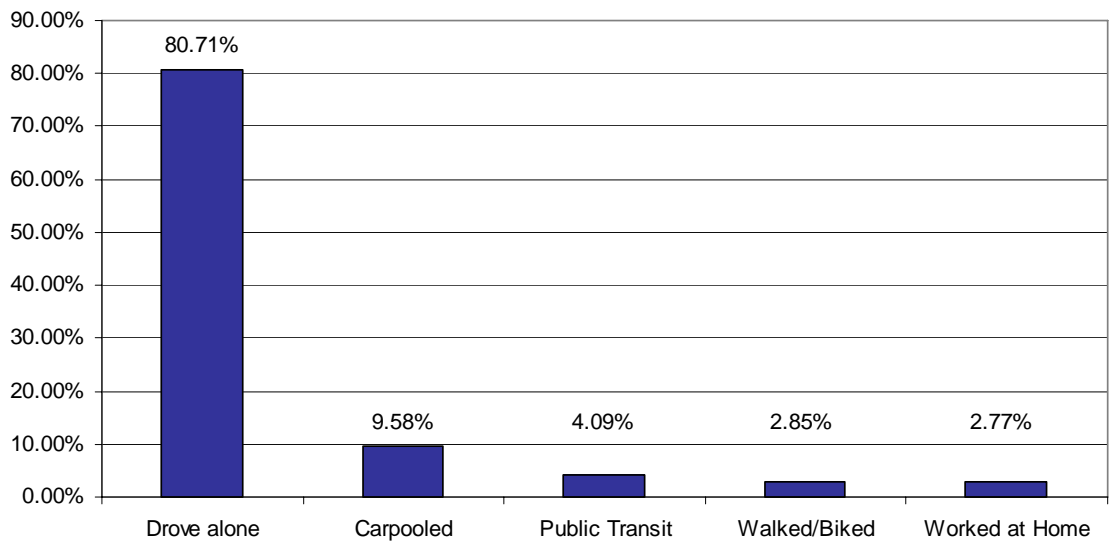
**Employment By Industry**



### Driving Time To Work



### Method of Commuting To Work



**Phase 2 – In progress**

- Area demographics
- **Best practices**
- Tools
- Tips

From *Downtown Development: Key Trends & Practices* (February 2002)

- Emphasis on multi-functional uses
- Enhancement of sense of place
  - Pedestrian friendly, enhanced downtown space, improved aesthetics
- Development of a community vision
- Use of Private/Public Partnerships
- Application of the Main Street Approach
  - 4 elements: organization, aesthetics, promotion/marketing, economic restructuring/recruitment
- Attention to promotional activities
- Creation of new suburban downtowns

From *Ten Principles for Reinventing America's Suburban Business Districts* (2002)

- Understand your position in the market
- Build community support
- Develop a vision and a plan
- Stress results over regulation
- Optimize connectivity
- Embrace mixed use
- Be pedestrian-friendly
- Think transit – think density
- Create public/private partnership
- Share and manage parking

## Phase 2 – In progress

- Area demographics
- Best practices
- **Tools**
- Tips

- Business Improvement Districts (BIDs)
  - Ithaca, New York
  - Best Practices
    - Sunset clause
    - Formal complaint resolution procedure/tracking system
    - Performance measurement standards
- Community Improvement Corporations (CICs)
  - Relatively popular – varied successes
  - Variety of local and national examples
- Reinvestment Authorities
  - Lakewood, Colorado (West Alameda Avenue Corridor Redevelopment Area – information included in background packet)
- Tax Increment Financing (TIFs)
- Tax Abatements
  - City-defined criteria
- Revolving Loans
  - City-defined criteria
- Grants
  - Façade Improvement Grants to local businesses
    - Relatively popular throughout aging business districts
  - Government/organizational grants for City projects

## Phase 2 – In progress

- Area demographics
- Best practices
- Tools
- **Tips**

- Balance projects so that interested parties (City Council, City administration, businesses, citizens) see their own definition of progress.
  - Short term projects
    - Easier access/improved response time from Development Services
    - Community visioning exercises
    - Streetscaping
      - “Bookends”
  - Long term projects
    - Creative parking
    - Consolidation of parcels
    - Mixed use development
- Create an overall plan, but keep the plan flexible.
  - Take on projects on a smaller scale; don’t attempt to redo Route 4 in one action.
  - Have a vision for the future, but understand that the steps to implementing that vision might change based on circumstances outside the City’s control.
- Create public-private partnerships that accurately reflect the business climate while focusing on productivity.
- Consider asking the following questions:
  - What financial tools, if any, is the city willing to use to encourage development/redevelopment?
  - Does the city want to be proactive or reactive regarding the development of the strip malls?
  - Is there a clear, specific land-use for redevelopment of these strips malls and shopping centers?

# **Fairfield – Route 4 Market Study**

## **(Supporting Information)**



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Jennifer Patterson  
June 13, 2006

**Table of Contents – Supporting Information Packet**  
*For information not contained in this pdf, please contact the CPMRA at  
529-6923.*

Demographic Information – 20 mile radius around 5300 Dixie Highway

2004 – 2014 Cincinnati-Middletown MSA Employment Projections

Ohio Community Reinvestment Area Program – Summary

Planning Commissioners' Journal, *An Introduction to Urban Design*

Reviews eight elements of effective urban design; also gives limited examples

Let's Talk Business, *Renovation and Repositioning of Shopping Centers*

Briefly discusses advantages/disadvantages of renovating neighborhood and community shopping centers

Local Government Commission, *Anaheim, CA Intensifies Development at Under-used Shopping Centers*

Good example of move from asphalt-rich environment to creative parking schemes (such as first floor retail, second floor parking, third floor loft apartments)

Municipal Research and Services Center of Washington, *After the Mall*

Multiple examples, including Lakewood, Colorado and St. Paul, Minnesota, of redevelopment of dying strip malls/business districts; emphasis on public sector involvement and thinking beyond the traditional business corridor approach

Minneapolis-St. Paul Business Journal, *Developers, cities revive strip malls to draw traffic*

Includes examples of public-private partnerships (Falcon Heights and Burnsville)

Ithaca Downtown Partnership

Chronicles development of Business Improvement District (BID)

Salt Lake Tribune, *3500 South: W. Valley Seeks Road to Success*

Discusses owner resistance to redevelopment of district with “seven lanes of asphalt lined by a mess or aging strip malls and car repair shops, punctuated by a tavern or restaurant here and there”

Alexandria Economic Development Partnership, Inc.

Reviews AEDP's façade improvement grant program, micro loan program, and industrial development authority

Conference of Mayors, *Best Small Business Practices (2003)*

Selected examples of business improvement districts with block captains (West Hollywood, CA), micro loan program (Miami, FL), LINK deposit programs (Augusta, GA), Mayor's Business Investment Grant (Augusta, GA), downtown interior build out grant and loan program and façade renovation grant and loan program (Arlington Heights, IL), economic development corporation (Lansing, MI), and subordinated loan/performance grant (Akron, Ohio)

Cincinnati-Middletown MSA Employment Projections (2014) By Industry

