



AGENDA
ARLINGTON ECONOMIC ALLIANCE
Community Room, 3rd Floor
Arlington Heights Village Hall, 33 S. Arlington Heights Rd.
Arlington Heights IL 60005
September 24, 2025
7:30 AM

- I. CALL TO ORDER
- II. ROLL CALL OF MEMBERS
- III. APPROVAL OF MINUTES
 - A. July 16, 2025 Minutes
- IV. STAFF REPORTS
 - A. Development Update
 - B. Incentive Program Update
 - C. Village Board Initiatives
- V. OLD BUSINESS
 - A. Village Board Strategic Priorities
 - B. Cook County Assessor Presentation
- VI. NEW BUSINESS
 - A. Vail Avenue Promenade Concept Design
 - B. Downtown Entryway Study
- VII. OTHER BUSINESS
- VIII. PUBLIC COMMENT

Anyone wishing to speak on a subject not on the Agenda may speak at this time. Please limit your comments to three minutes.

- IX. ADJOURNMENT

Persons with disabilities requiring auxiliary aids or services, such as an American Sign Language interpreter or written materials in accessible formats, should contact the Health & Human Services Department, at 33 S. Arlington Heights Road, Arlington Heights, IL 60005, healthmail@vah.com or 847/368-5760.

DRAFT

MINUTES OF THE MEETING OF THE ARLINGTON ECONOMIC ALLIANCE HELD ON JULY 16 AT 7:30 A.M. AT THE VILLAGE HALL

MEMBERS PRESENT:

Andrew Stengren – Chairman
Tony Guido
Tonia Etoh
Heather Larson
Michael Mulder
Kerri Oots
Brian Roginski
Andi Ruhl

MEMBERS ABSENT:

Terry Iverson
Marc Poulos
John Toliopoulos

STAFF PRESENT:

Michael Mertes – Business Development Manager

ALSO PRESENT:

Keith Moens, Resident
Mary Ellen Graf, High School District 214
Darko Bojin, Assistant Planner

Call to Order

Chairman Andrew Stengren called the meeting to order at 7:32 AM.

Approval of Minutes – April 16, 2025

The meeting minutes of April 16, 2025 Arlington Economic Alliance meeting were reviewed.

HEATHER LARSON MOVED AND MICHAEL MULDER SECONDED A MOTION TO APPROVE THE DRAFT APRIL 16, 2025 ARLINGTON ECONOMIC ALLIANCE MEETING MINUTES. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

Development Update

The International Plaza site received approval by the Design Commission for the proposed residential portion only. The project will need to come back for review of a planned commercial portion before going to the Plan Commission for a public hearing. Urban Air and Slick City are children’s entertainment centers planned for the Arlington Plaza and Ridge Plaza shopping centers. The industrial property at 543 W. Algonquin Road was approved by the Village Board for a Cook County Class 6b property tax designation. The site has been vacant over three years and was purchased by kitchen and bath materials wholesaler.

A Zero Interest Mega Loan, for \$100,000, was approved by the Village Board for Arlington Grand Plaza. The funding is being used for significant façade renovations and future parking lot improvement. An additional Mega Loan request is anticipated to go to the Village Board in August. Also, a \$25,000 standard loan was approved for 205 S. Arlington Heights Road for HVAC system replacement. Staff is currently reviewing other loan requests.

Arlington Alfresco Update

Arlington Alfresco commenced on May 2. The Village has entered into license agreements with over 20 different businesses to permit use of public streets and/or sidewalks. New barricade covers have been added to each entryway and new monument signage in the Downtown has been installed: “Arlington Heights” around the clock tower on Northwest Highway and “DtA” in Harmony Park. Arlington Alfresco runs thru Monday, September 29. The pedestrian zone will remain closed to vehicular traffic to allow for Harmony Fest featuring Taste of Arlington Heights later that week. The streets will re-open to vehicular

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traffic on Sunday, October 5. Ms. Larson asked if an expansion of Alfresco has been considered and inquired about parking demand in the Downtown. Mr. Mertes responded that there is no formal proposal to expand the footprint of Arlington Alfresco at this time, and that parking is being analyzed for optimal use of the free garages.

Mr. Roginski complimented Public Works on the set-up of Alfresco and their responsiveness to his business. He sees the weekends as continuing to be busy, and weekday crowds have been better for his business this year as well. Chair Stengren asked about demand for tenant space in the Downtown, and Mr. Mertes said that the biggest issue that he is encountering is limited availability of second-generation restaurant spaces.

Village Board Strategic Priorities

Attached to the meeting packet was the finalized list of priorities following discussion at the March and April Alliance meetings. This was forwarded to the Village Manager for the Board's consideration at their Strategic Planning meeting held earlier in the week.

Economic Alliance Work Plan – 2025

Attached in the meeting packet were copies of updated Alliance reference cards, and language used last year for notes of appreciation to businesses celebrating five-year and ten-year anniversaries of their opening in Arlington Heights. Mr. Mertes asked if the language was still appropriate and the Commission agreed. The Alliance members also agreed to handwrite the messages to the businesses following the conclusion of the meeting.

The "State of the Village" program was held in March. Mr. Mertes asked if the Commission would like to pursue another event for the second half of the year. One suggestion was a speaking engagement from Cook County Assessor Fritz Kaegi. Mr. Guido sees this as a program that could generate a lot of interest from the business community, and an opportunity for commercial property owners to learn how to appeal their property taxes. Ms. Ruhl asked what the ratio is of businesses that own their property in Arlington Heights as opposed to renting, and Mr. Mertes responded that he did not have that information at this time. Chair Stengren suggested hosting another "State of the Village" event in the future, and Ms. Larson concurred and recommended making it an annual event.

Mr. Mulder suggested that if a program is done with the Cook County Assessor, that the moderator be able to control the room. Ms. Etoh sees such a program as being able to attract people to Arlington Heights, and being a channel for the Village to promote the Zero Interest Loan program as well. Ms. Larson emphasized that if an event with the County Assessor is to be done, that there is assurance that Assessor Kaegi is there to be the keynote speaker and not a representative from his office. She and Ms. Oots offered to help organize the event. Mr. Mulder asked if there was a potential alternative, if the County Assessor is not available. Ms. Larson noted that the State Treasurer also makes speaking engagements. Ms. Ruhl felt that having an annual "State of the Village" is a good idea, and Chair Stengren sees it as an event that the Alliance can build on.

Economic Development Statistics Report

Mr. Mertes said that this report is provided to the Alliance annually, for informative purposes. It is essentially an economic snapshot that provides comparative data from past years as to highlight growth, stagnancy, or areas of concern in relation to the local economy. The data comes from a variety of sources, and is only as accurate as best able to ascertain from each source.

For calendar year 2024, Arlington Heights conducted a record \$1.61 billion in retail sales, and generated a record \$26.2 million in local sales tax revenues. Key areas of growth were

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in the categories of *Drugs & Miscellaneous Retail*, *General Merchandise*, and *Eating & Drinking Places*. The only substantial decline was in *Auto & Filling Stations*, which aligned with a comparable drop in such sales for Cook County and Lake County overall. Per Illinois Department of Revenue (IDOR) data, so far in 2024, sales and tax revenues are up approximately 17% from first quarter of 2024. Ms. Ruhl asked if the growth in electric vehicles is impacting *Auto & Filling Station* sales, and Mr. Guido believes that it is definitely doing so.

There were 105 new licensed businesses in Arlington Heights in 2024, the most in one year since 2014. Re-tenanted square footage was lower than in past years due to limited available big box spaces, as well as no new large industrial tenants. The Village's retail vacancy was at a 20-year low at end of 2024, and is still below submarket at 5.0% vs. 5.6% (CoStar). The increase is primarily due to the closure of JOANN Fabrics and Harlem Furniture, both having taken up approximately 30,000 square feet. Office vacancy is slowly improving, as the Arlington Heights vacancy rate remains lower than rest of submarket (19.2% vs. 24.8%). Industrial vacancy continues to decline as well, with the primary source of vacancy at the recently-completed Northwest Gateway Center (450,000 square feet available). Were this development to be 100% occupied, it would drop the Village's industrial vacancy rate to around 4.0%.

According to the Illinois Department of Employment Security, there are nearly 3,000 unemployment insurance-covered businesses in Arlington Heights. Schaumburg and Naperville are the only Chicago suburbs with more businesses. Some decline in workers since 2020 may be partly attributable to COVID, and is consistent across many larger communities, although according to the data there has been an uptick from last year in terms of number of businesses and number of workers (about 37,500) in Arlington Heights.

Other Business

Ms. Larson acknowledged that Gerry's Café was the second Arlington Heights business inducted into the "Illinois Made" program, and is one of only 277 such businesses across the State. Mr. Mertes complimented Ms. Larson and her team for their efforts in helping Gerry's Café get such recognition.

Public Comment

Mr. Moens inquired about the application of the inclusionary housing ordinance to the proposed Golf Crossing development. Mr. Mertes responded that it would be discussed at the project's Housing Commission meeting.

Adjournment

HEATHER LARSON MOVED AND ANDI RUHL SECONDED A MOTION TO ADJOURN. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

The meeting adjourned at 8:25 AM.

Andrew Stengren, Chair
Arlington Economic Alliance

Prepared by Department of Planning & Community Development

2026-27 Strategic Priorities

The Village Board recognizes **the Village's highest priorities will always be the maintenance of public safety, the provision of core services, and the continuing of fiscal responsibility with taxpayer resources.** However, given the unique needs of the community at this time, the specific Strategic Priorities for 2026-2027 shall be:

1. Continue collaborative efforts with the Chicago Bears Football Club, Village residents and businesses, and all other local, regional, and state-wide partners to deliver a transformative, responsible, and one-of-a-kind redevelopment of Arlington Park that reflects community interests and strives to meet the Village's Strategic Priorities.
2. Expand housing affordability and attainability strategies that are impactful on the local level and provide a variety of housing options for residents at all stages of life.
3. Promote economic development initiatives to encourage timely progress on approved projects, support commercial districts by filling available storefronts, and attract unique business development to vacant properties to set Arlington Heights apart from neighboring communities.
4. Establish policies and engage in efforts that improve street safety conditions for motorists, pedestrians, and other modes of transportation.
5. Engage with stakeholders regarding the historic preservation of residential areas to determine what further regulations and resources should be implemented.
6. Advance environmental sustainability through Village-led programs, green infrastructure investment, and encouraging eco-conscious residential and business practices.
7. Reinvigorate, support, and review the roles of the Village's existing Boards and Commissions in pursuit of their purpose, and establish short-term task forces, as needed, to provide targeted, collaborative input on key initiatives.
8. Support and enhance the Village's efforts related to arts, entertainment, and community identity.



9/24/2025

Item: Vail Avenue Promenade Concept Design

Department: Planning & Community Development

Item Description:

The Village has been working on a redesign of the area referred to as the Vail Avenue Promenade in downtown Arlington Heights since 2020. At the August 18, 2025 Village Board meeting, staff presented an update on the project to the Village Board. The Village is seeking feedback on the project design from the public. Staff has attached the materials from the Village Board meeting for your review and is seeking input from the Economic Alliance on the overall project design.

ATTACHMENTS:

1. VB Memo Vail Promenade_8.18.25
2. Vail Promenade Concept Plans



VILLAGE OF ARLINGTON HEIGHTS

INC. 1887

Date: August 13, 2025

To: Randy Recklaus, Village Manager

From: Emily Rodman, Director of Planning & Community Development

CC: Michael Lysicatos, Assistant Director of Planning and Community Development
Derek Mach, Landscape Planner

Attachments: Vail Promenade Conceptual Plans
July 10, 2023 Presentation

Background

In an effort to support Downtown businesses during the Covid-19 pandemic, the Village initiated a temporary closing of Vail Avenue (just north of Sigwalt Street to Wing Street) and Campbell Street (between Dunton Avenue and Highland Street). This allowed restaurants to open outdoor cafés while providing pedestrians with a safe and socially distant opportunity to experience the Downtown. This effort, called Arlington Alfresco, allowed restaurants to expand seating into the right-of-way leaving an 18-foot center walkway for pedestrian traffic and emergency vehicles. Due to the ongoing success of Arlington Alfresco and the overall appeal of the pedestrian friendly street experience, the Village began to explore opportunities to expand the streetscape and pedestrian friendly treatments in the Downtown area. In the spring of 2020, the Village retained Smith Group to develop a concept converting the portion of Vail Avenue between the northern boundary of the Vail Parking Garage and Wing Street to a curbless street. This area is commonly referred to as the "Vail Avenue Promenade". Concurrently, the Village also began to explore grant opportunities.

On July 10, 2023, the Village's consultant presented to the Committee-of-the-Whole potential enhancements to the Downtown streetscape, including pedestrian enhancements. The purpose of the report and presentation was to focus on amenities the Village of Arlington Heights could implement to the urban fabric. The presentation also touched upon some potential redevelopment opportunities, including the Vail Avenue Promenade and Harmony Park. The Village Board feedback on the proposed improvements was generally positive.

As part of the 2024 budget, the Village included funds for phase one engineering for the Vail Avenue Promenade. The purpose for proceeding with phase one engineering was to further the design of the Vail Avenue Promenade project, while increasing the likelihood of obtaining grant funds for project implementation. The Department of Planning and Community Development issued a Request for Qualifications pursuant to the Village's Qualifications Based Selection Policy, in order to solicit engineering firms interested in the project. An internal Village review team comprised of representatives from Public Works and Planning and Community Development reviewed the responses and conducted interviews with three firms. On August 5, 2024, the Village Board authorized the Village Manager to execute a contract with V3 Companies for phase one engineering services, based upon the review team's recommendation. Phase one engineering is now well underway, and staff believes it appropriate at this point in the design process to solicit feedback from the Village Board on the current design.

Design Objectives & Features

The proposed redesign of the Vail Promenade includes approximately 600' of streetscape and pedestrian improvements along Vail Avenue and Campbell Street, as well as enhancements to Harmony Park. The primary objective of the redesign of this key block in the Downtown is to increase its flexibility to serve as a gathering place for the community. While the area is host to Alfresco for five months of the year, Sounds of Summer twelve nights a year, and Harmony Fest/Taste of Arlington Heights two nights a year, there are still many other opportunities this area presents for public gathering. Preserving the flexibility of the street and park for future programming is important from both an economic standpoint (to support Downtown businesses) and a community standpoint (the park is a community amenity). The proposed design concept achieves the following objectives:

- Increases accessibility and creates a more pedestrian-friendly environment
- Allows for quick conversion of the street to a pedestrian space for concerts, street fairs and other public events
- Enhances safety for pedestrians through traffic calming features
- Improves the aesthetics of the space through additional landscaping and lighting
- Increases the functionality of the space by incorporating seat walls, play areas, and a combination of flexible and structured seating
- Preserves a large turf area in Harmony Park for both passive recreational use and event seating
- Preserves the elasticity of Harmony Park, facilitating a variety of year-round uses
- Helps create a unique identity for Downtown Arlington Heights incorporating new gateway features

The 2023 Conceptual Design (Option 1) has been informed and refined through extensive input from Village staff (all departments) and our consultant team. It is important to note, that in order to retain federal funding eligibility, certain elements of the project are designed to comply with the Illinois Department of Transportation's (IDOT) Bureau of Local Roads & Streets Policies & Procedures. Specific improvements include:

- A paver street area utilizing permeable pavers
- A landscaped boulevard along Vail Avenue near the park area
- A curbless street area for quick conversion of the street to a pedestrian space
- Traffic calming features such as curb bump-outs, specialized pavement markings, and enhanced crosswalks.
- Landscaping enhancements, such a new landscape beds with seat walls, new street trees, and enhanced landscaping throughout Harmony Park
- Lighting improvements, including lighting throughout Harmony Park
- A small, natural area of "boulders" to create visual interest, a place for children to play and potential seating
- Shade structures with fixed seating underneath to provide a shaded area for park patrons
- Gateway features, such as specialized pavement treatments at intersections and new signage
- New safety features, such as removable bollards to block the street during Alfresco and other events
- Drainage improvements, both within the public right-of-way and Harmony Park
- Implementation of green infrastructure elements including permeable pavers

Of note is the proposed design does not include modifications to the existing fountain at Harmony Park. While the paved area will be reconstructed with brick pavers, the fountain itself will not be modified or relocated. The existing ring of trees around the fountain are currently proposed to remain, although Public Works recommends they be replaced.

Financing

The total estimated budget for the project, including engineering costs, is \$4.4 million. The Village has been successful in receiving a majority of the funding for the project through \$3.35 million in grant

awards. This past spring, the Village was informed it will be awarded \$2.9 million in federal funds through the Illinois Transportation Enhancement Program (ITEP) administered by IDOT. The Village also anticipates receiving a \$450,000 grant from Representative Grasse. In concert with the \$250,000 in design funds already programmed through the Village's Capital Improvement Program (CIP), the project has nearly all the funds needed to provide the 20% match required of the ITEP grant. The Village is pursuing additional grant funds to meet the balance of the funding needs not covered as part of the ITEP grant. These include site furnishings, decorative lighting and gateway features.

Other Design Elements Considered

Village staff explored a broad range of design elements as part of the concept refinement for the project. Ultimately, many of these elements were not included in the draft conceptual plan developed in conjunction with the consultant team. This section highlights a few of these design elements and provides context and considerations which led them to be excluded from the final concept.

- Permanent Stage – A permanent stage was considered at the same location where the at-grade stage area is depicted, adjacent to the space where temporary stages are currently erected for major events. The cost of building a permanent structure ranges from \$3-\$5 million for a structure of the same size and features as the temporary stages being used. A permanent structure would also require dedicated utilities and equipment that may seldom be used outside of 12 – 15 major events per year. Lastly, the structure would reduce the flexibility in using the southern portion of the park for smaller events or the installation of the annual holiday tree.
- Restrooms – While not initially contemplated with the design, some preliminary feedback from staff suggested the inclusion of permanent bathrooms in order to accommodate larger events held in the park and eliminate the need for porta-potties. Building a facility large enough to address this need would require a very expensive building with dedicated utilities. The facility would also require a great deal of space, limiting the flexibility of the park. Lastly, the structure would need to be maintained on a regular basis and weatherized for winter months.
- Light Ceiling – The original concept of a light ceiling over the section of Vail Ave south of Campbell Street was shifted to cover the lawn area within Harmony Park. The shift away from the initial concept allows the ceiling to be slightly lower, eliminating the need for large poles in the streetscape along Vail Avenue and potentially reducing the cost. This also makes the existing light ceiling over the Campbell Street/Vail Avenue intersection more distinct. This treatment could be applied to other intersections in the Downtown.
- Raised Intersections – The design team explored the concept of raising the intersection of Campbell Street and Vail Avenue. This would create a traffic calming element for vehicular traffic entering the intersection and increase visibility of pedestrians. As the details for this concept were developed, Village staff expressed concerns about impeding the drainage flow from Campbell Street south to Vail Avenue. Staff also expressed concerns about the long-term maintenance and aesthetics of the raised intersection. As a result, the design was amended to eliminate this element. The proposed curb bump-outs and intersection geometry remain in the design, which allows for optimal stormwater drainage while still incorporating traffic calming elements.

Anticipated Benefits

The Vail Promenade project supports the Downtown district as a sustainable example of a car-free and enhanced pedestrian-oriented area. The improvements will encourage the walkability and bikeability from surrounding neighborhoods, and support access to the businesses, restaurants and public transportation. The project benefits include:

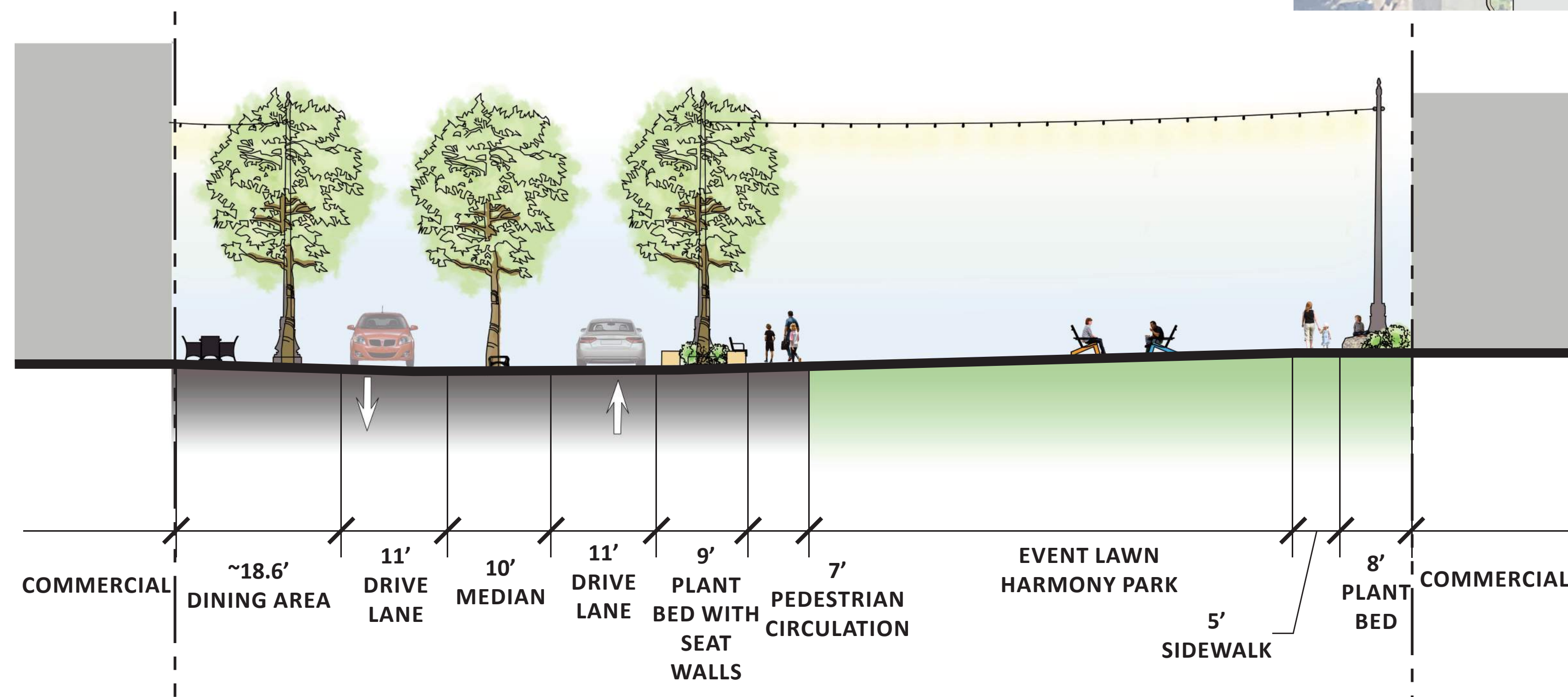
- The reinforcement of Harmony Park as the civic center of Arlington Heights

- Improved accessibility and creation of a more pedestrian friendly environment
- Various streetscape enhancements
- Increased economic activity in the Downtown
- Increased dining opportunities, attracting more patrons to Downtown
- Enhanced aesthetics of both the public right-of-way and Harmony Park
- Incorporation of sustainable improvements
- Reduced congestion from vehicular traffic in the Downtown
- Significant pedestrian safety improvements
- Support for existing and future transit-oriented developments (TOD)
- Development of a flexible public right-of-way for quick conversion of the street to a pedestrian realm

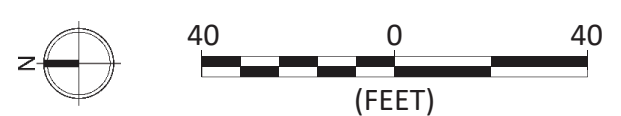
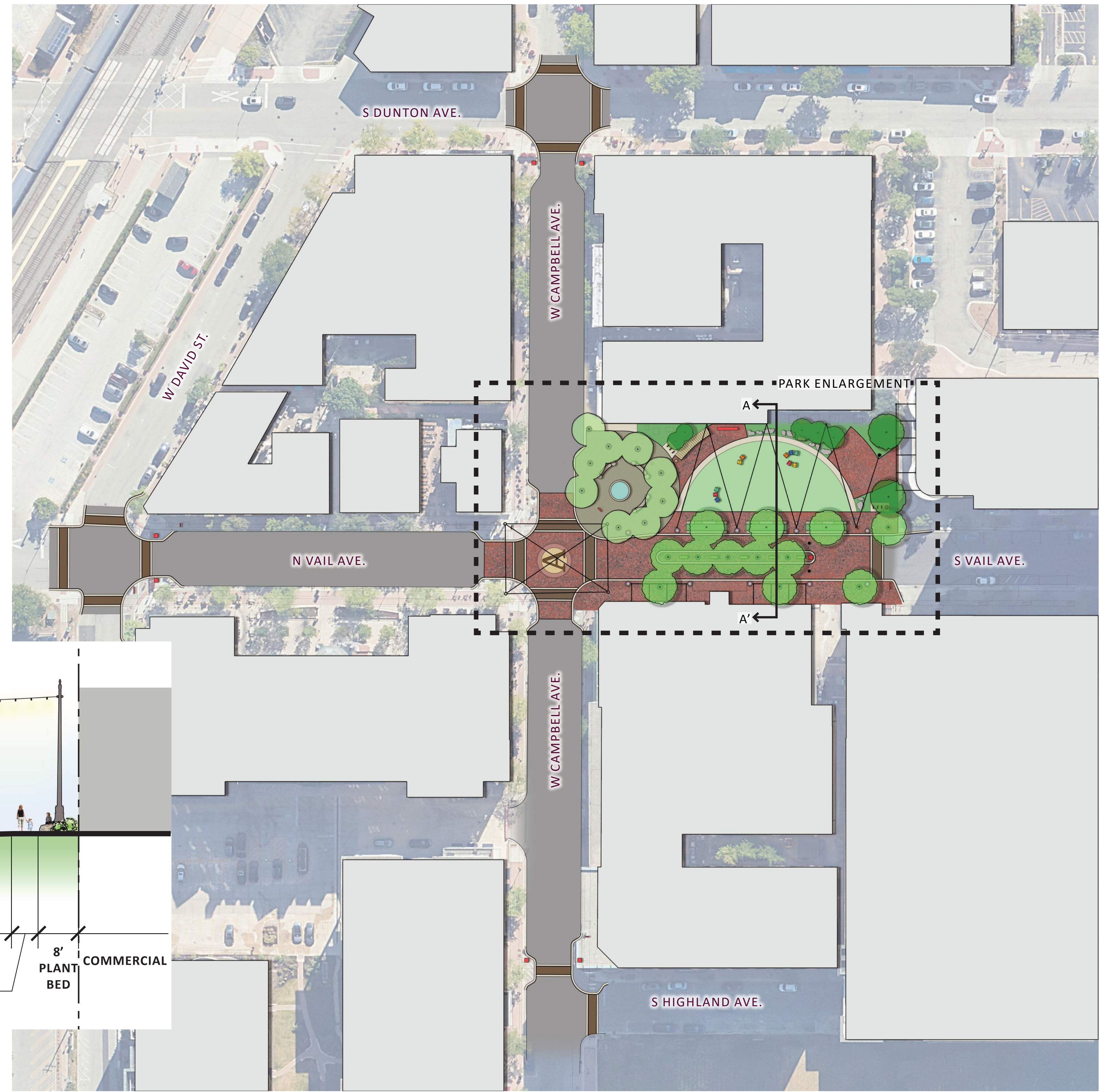
Next Steps

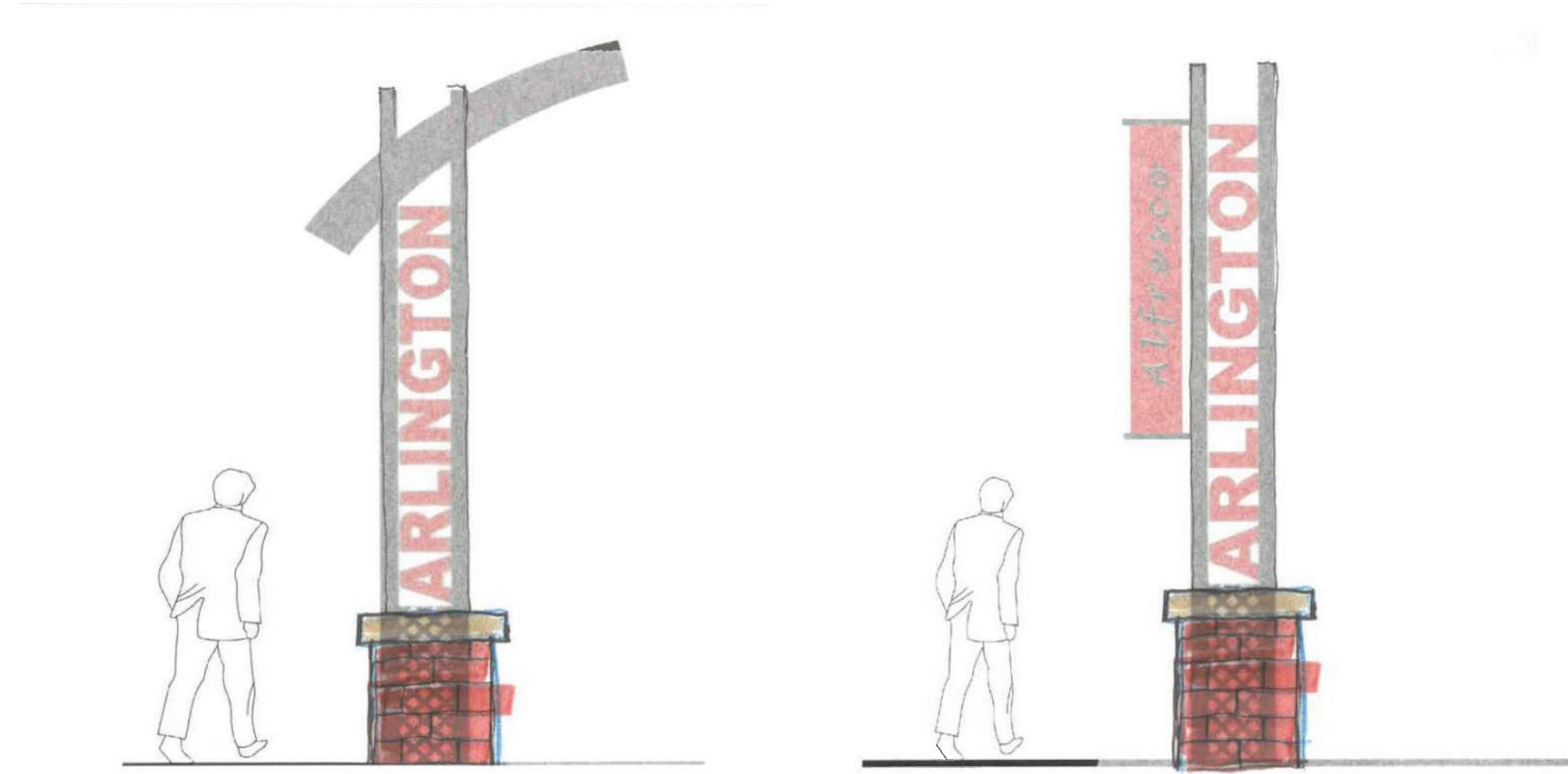
Staff and our consultant are currently working with IDOT to finalize phase one engineering, which we anticipate will be completed this fall. Staff anticipates phase two engineering will be completed mid-2026. If the Village is successful in securing all outstanding funding, construction could commence in 2027.

The purpose of the presentation to the Village Board on August 18, 2025, is to seek feedback from the Board regarding project objectives, overall project design, and any other features the Village Board would like to see incorporated before moving forward to the next phase of design.



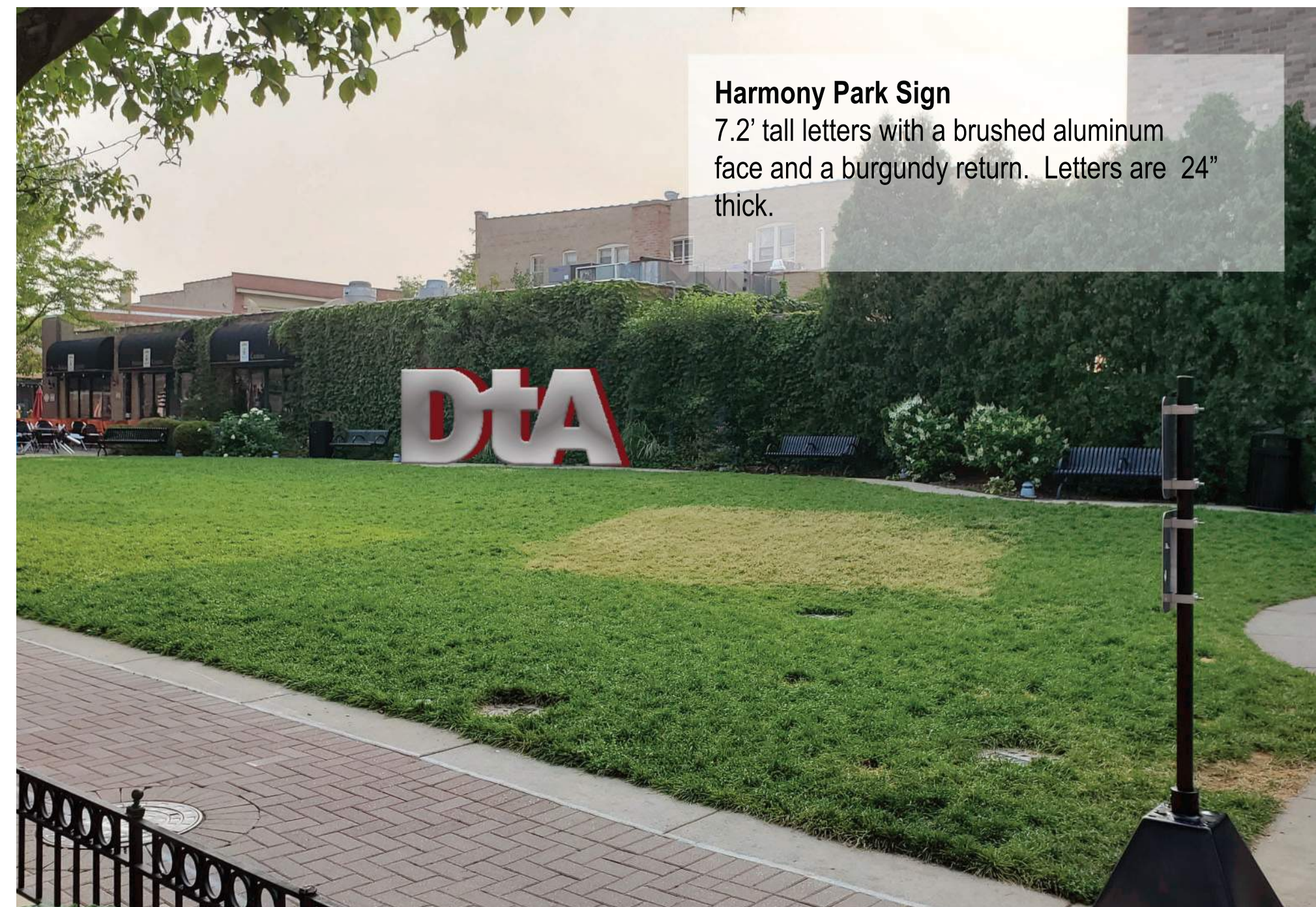
CROSS SECTION A-A' 1"=10'





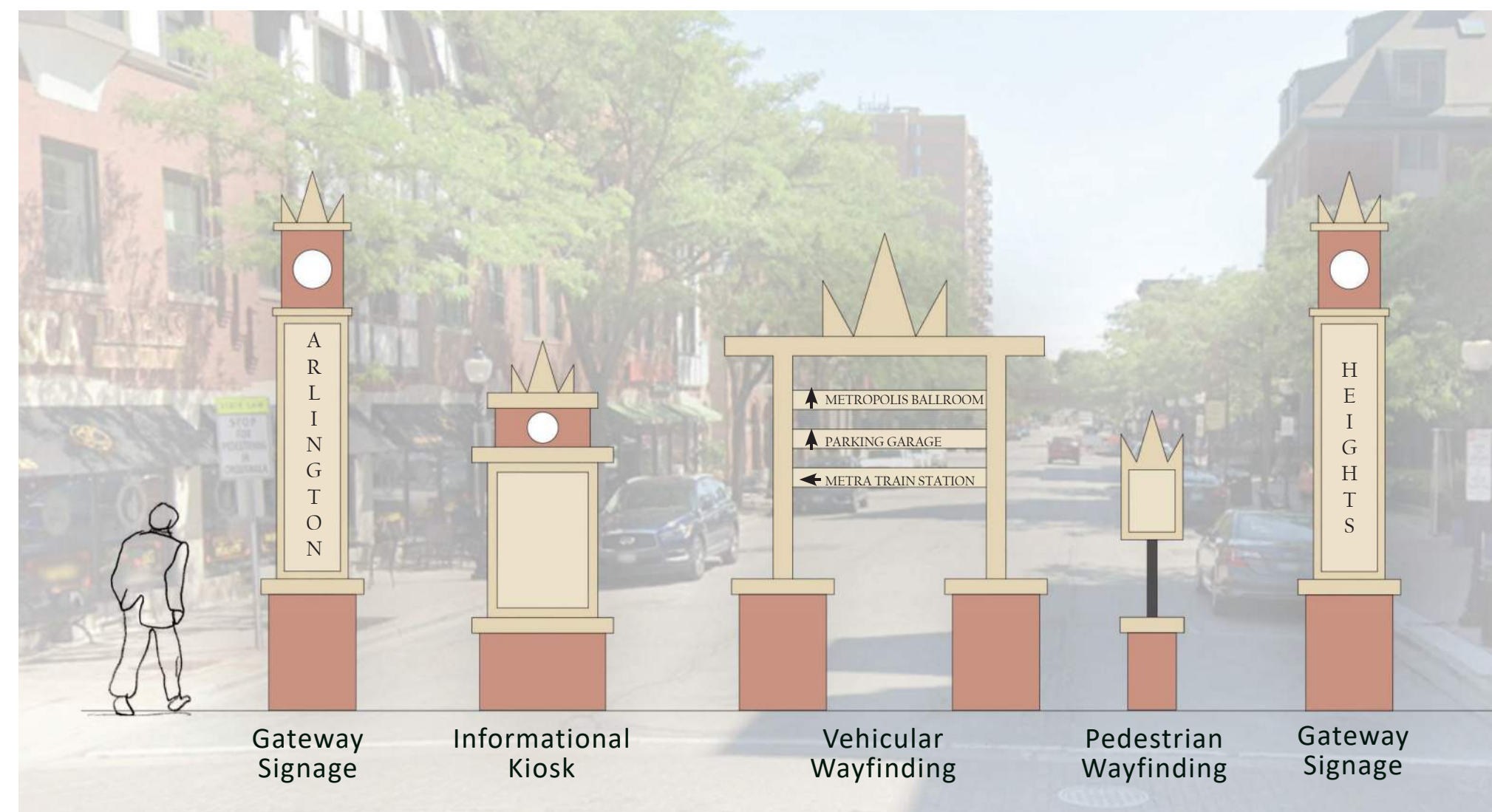
GATEWAY OPTION 1

GATEWAY OPTION 1A

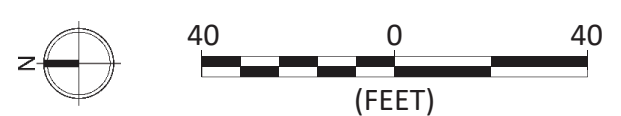
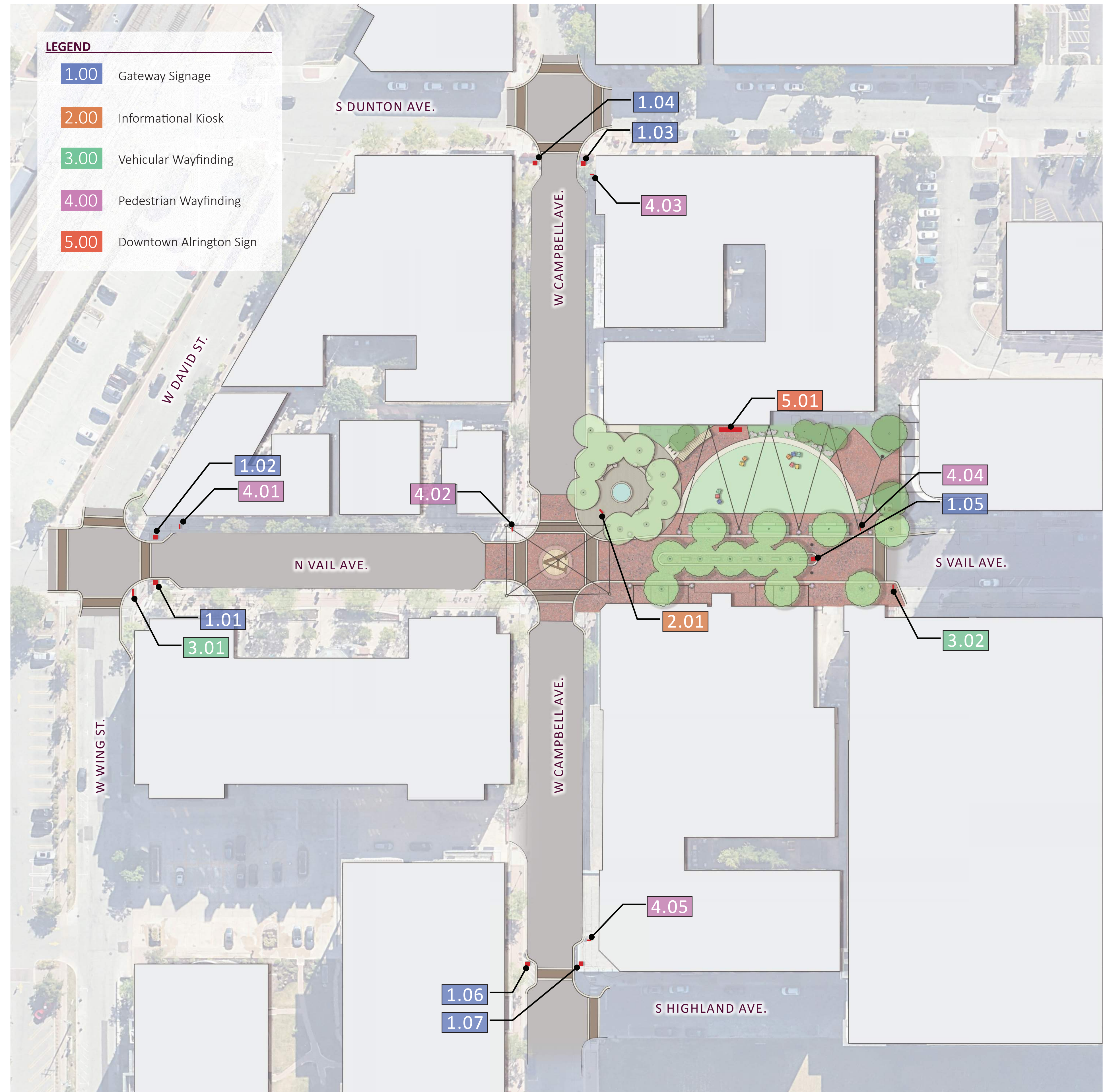


Harmony Park Sign
7.2' tall letters with a brushed aluminum face and a burgundy return. Letters are 24" thick.

DOWNTOWN ARLINGTON SIGN



SIGNAGE CONCEPT - INSPIRED BY ARLINGTON HEIGHTS CLOCK TOWER

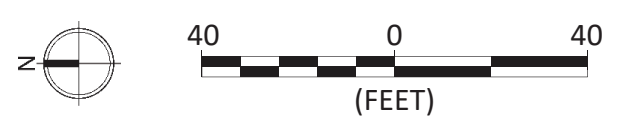
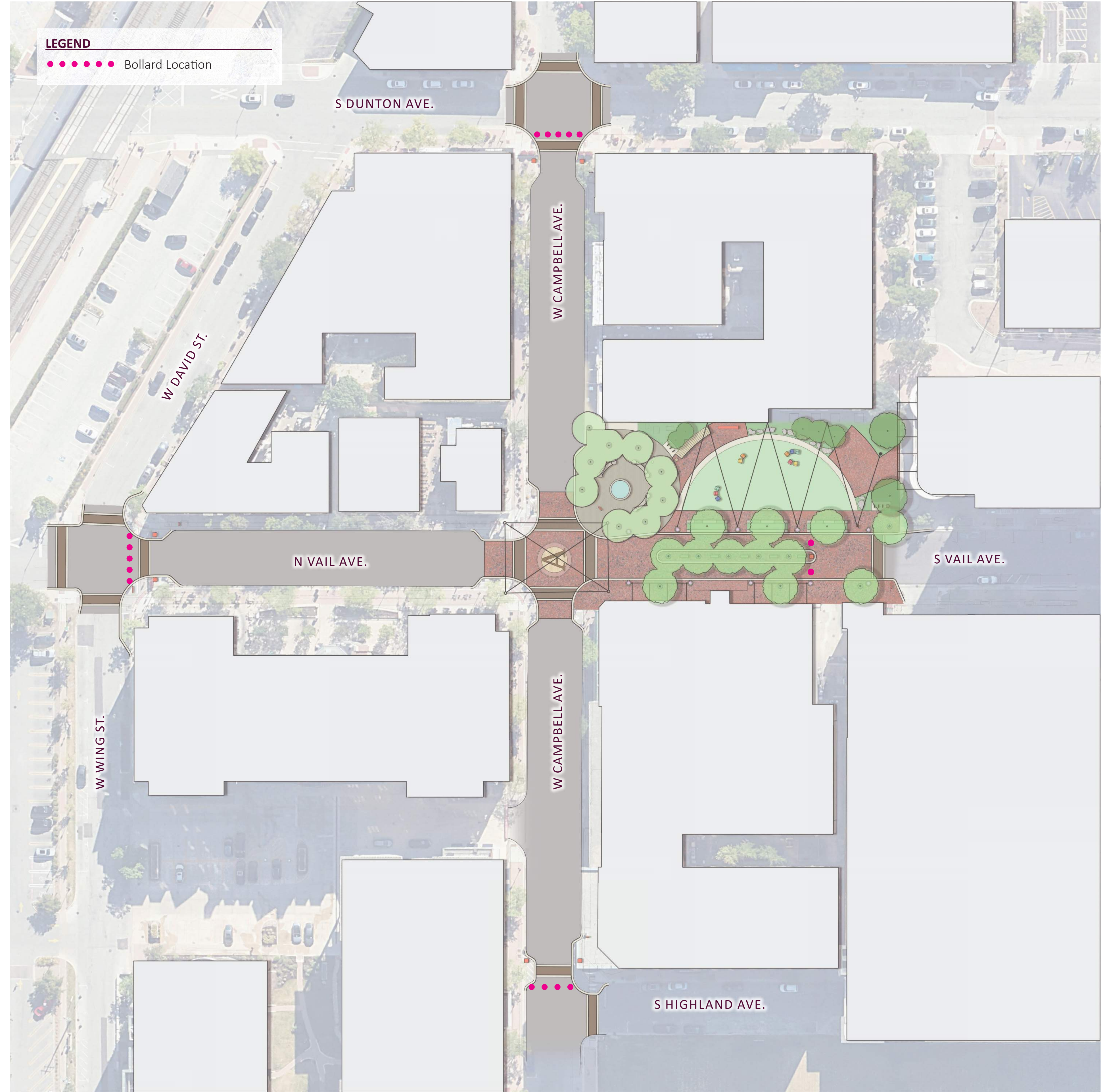
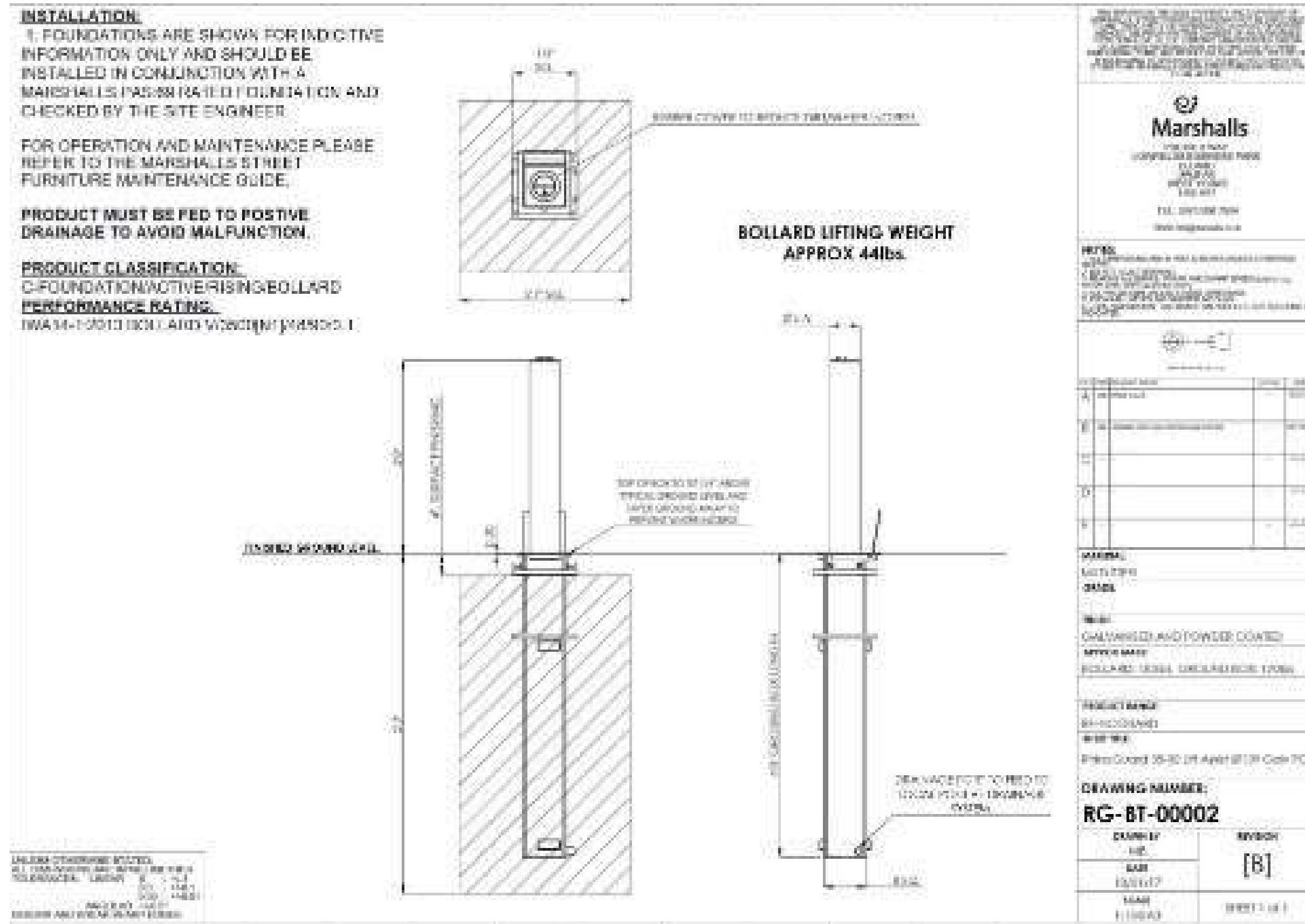


VAIL PROMENADE IMPROVEMENT PROJECT

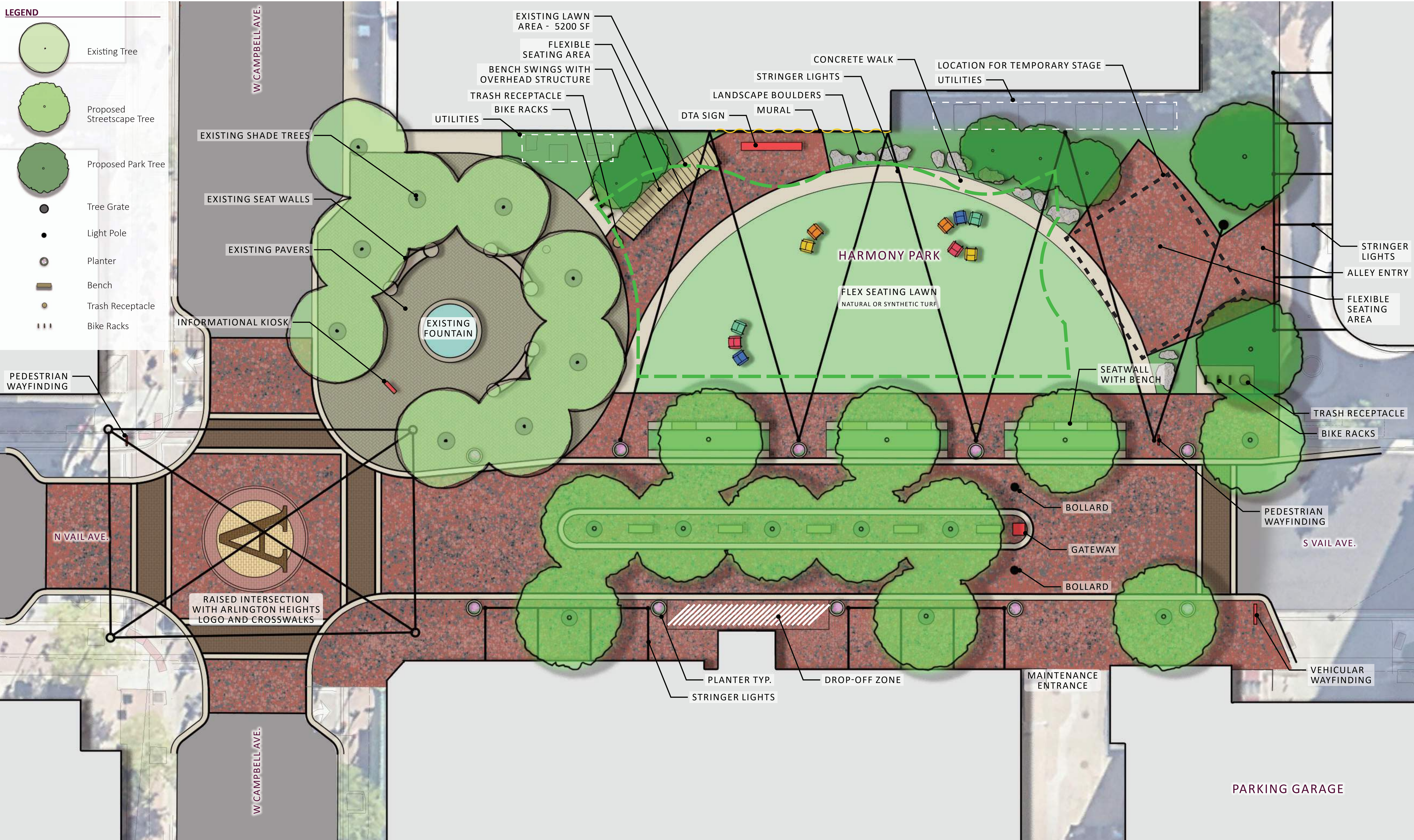
SIGNAGE CONCEPT

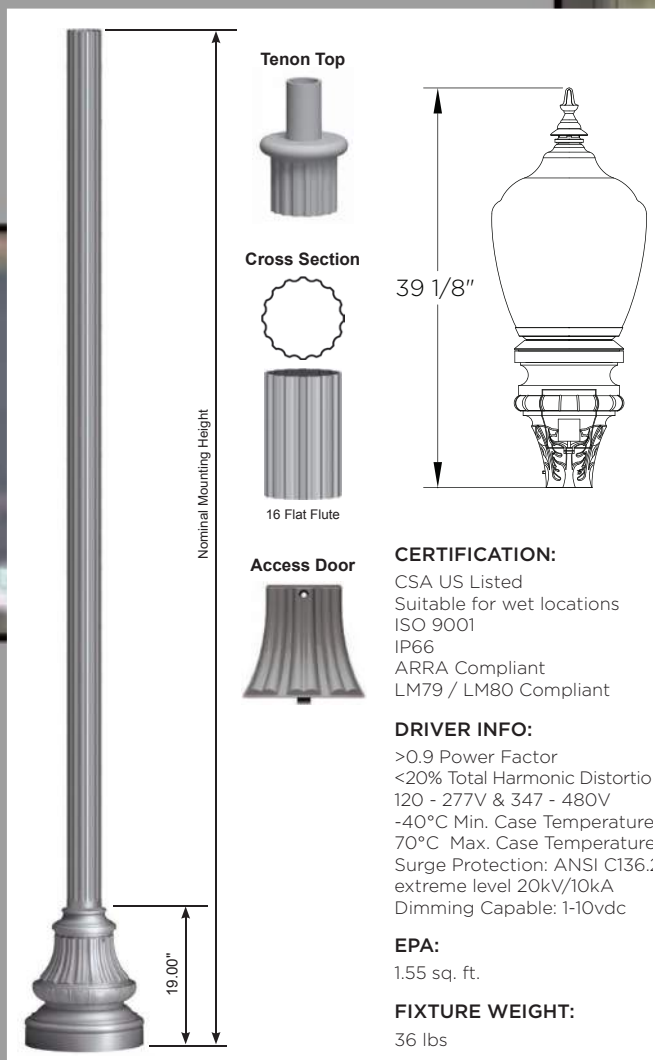


RHINO GAURD® 35/30 PROTECTIVE BOLLARD

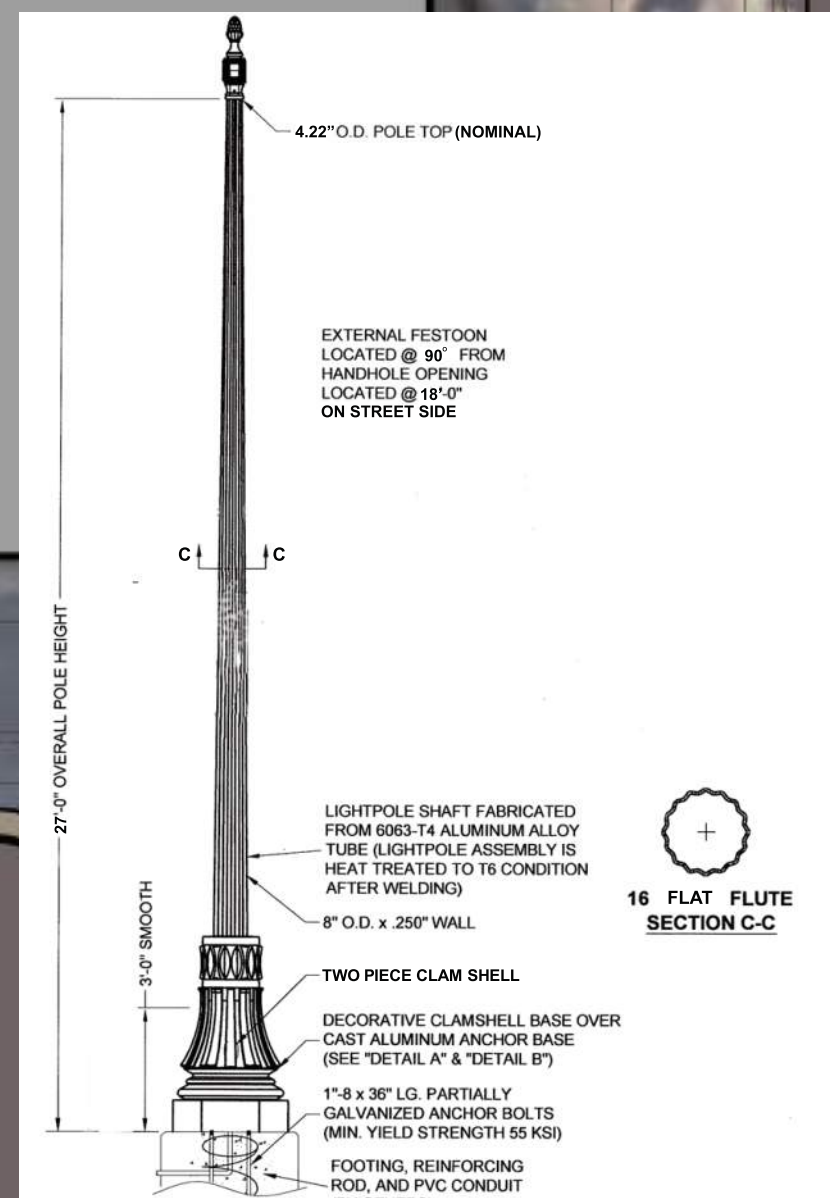


- LEGEND**
-  Existing Tree
 -  Proposed Streetscape Tree
 -  Proposed Park Tree
 -  Tree Grate
 -  Light Pole
 -  Planter
 -  Bench
 -  Trash Receptacle
 -  Bike Racks





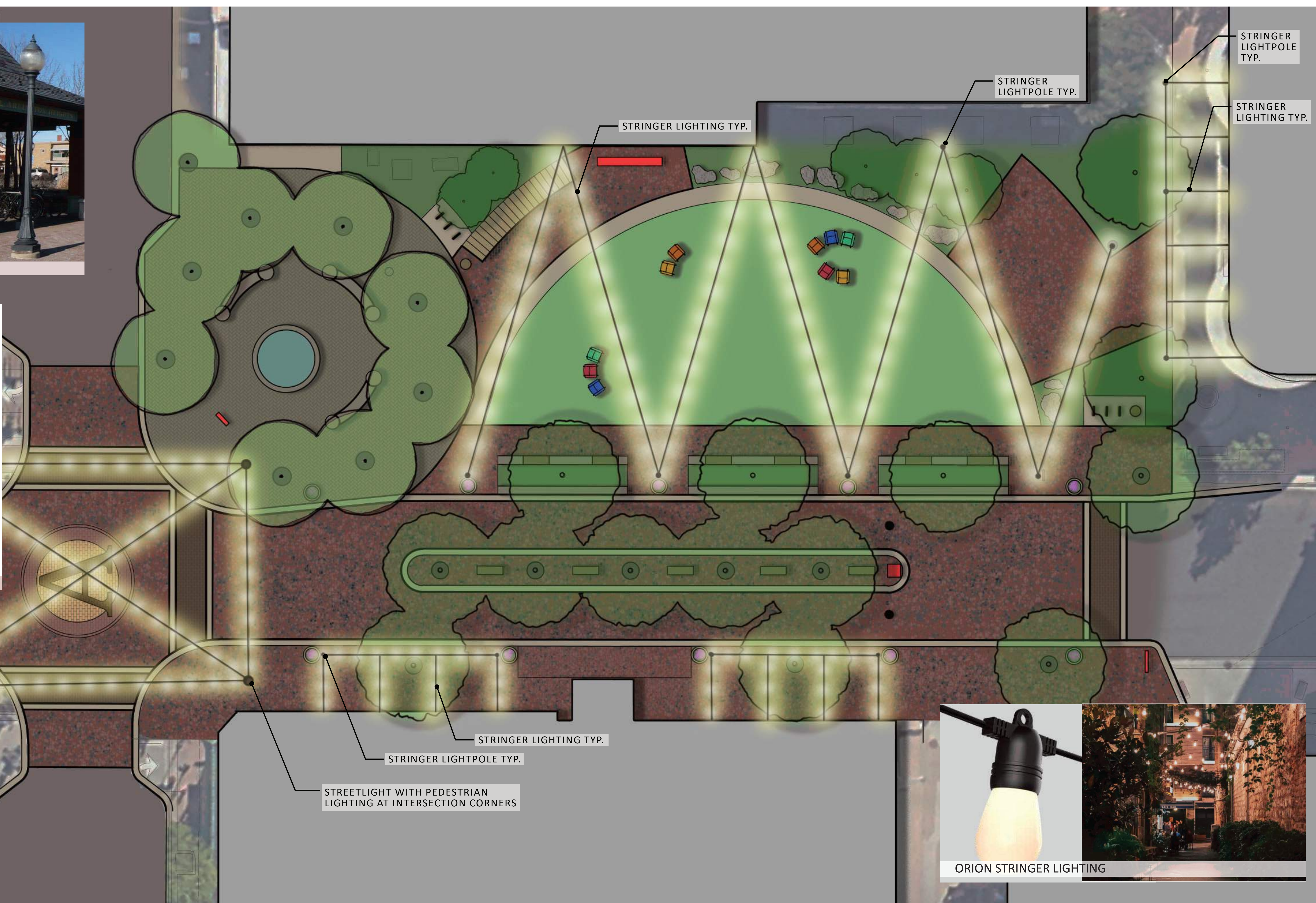
PEDESTRIAN LIGHTPOLE



STRINGER LIGHTPOLE



STREET LIGHT WITH PEDESTRIAN LIGHTING

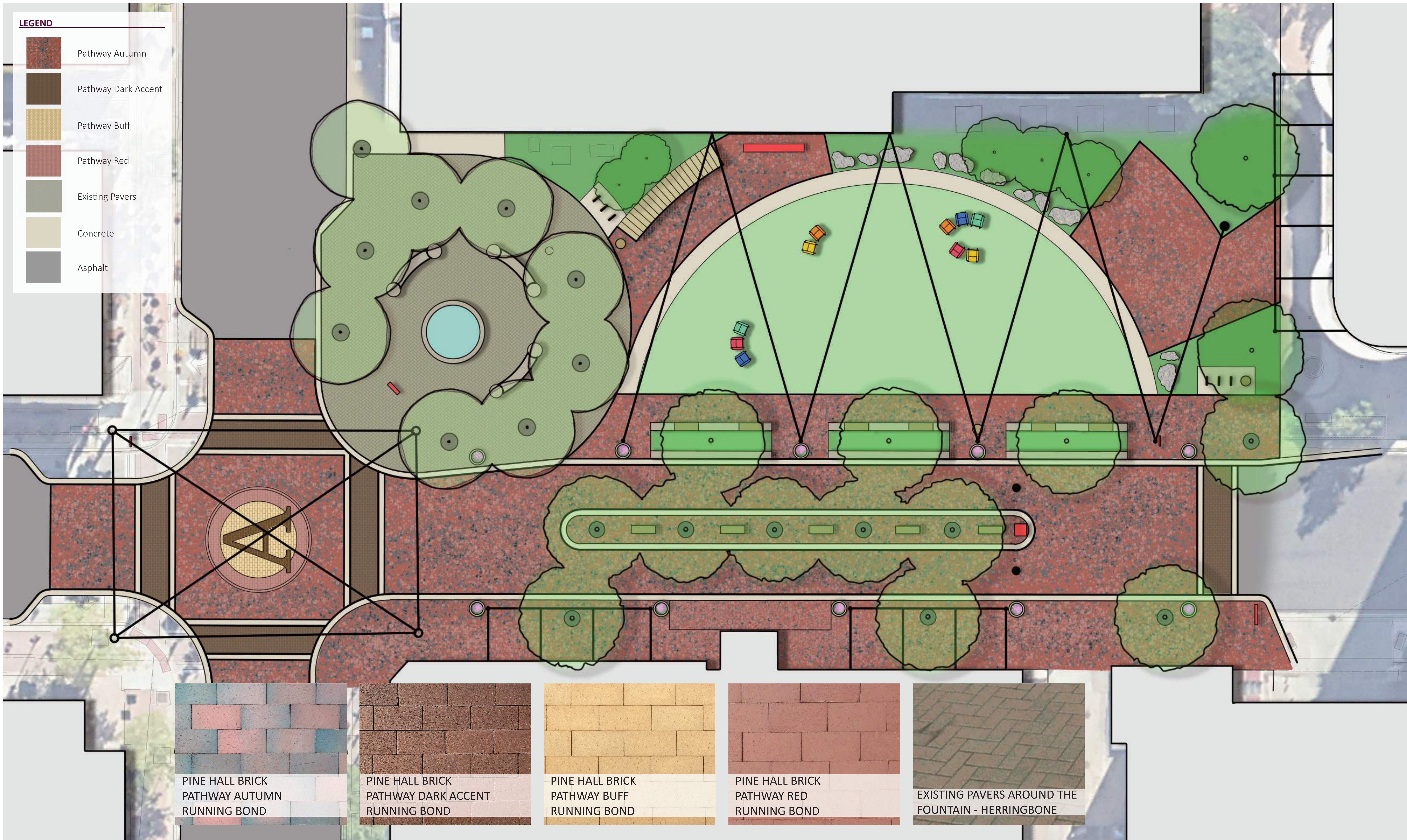


ORION STRINGER LIGHTING



LEGEND

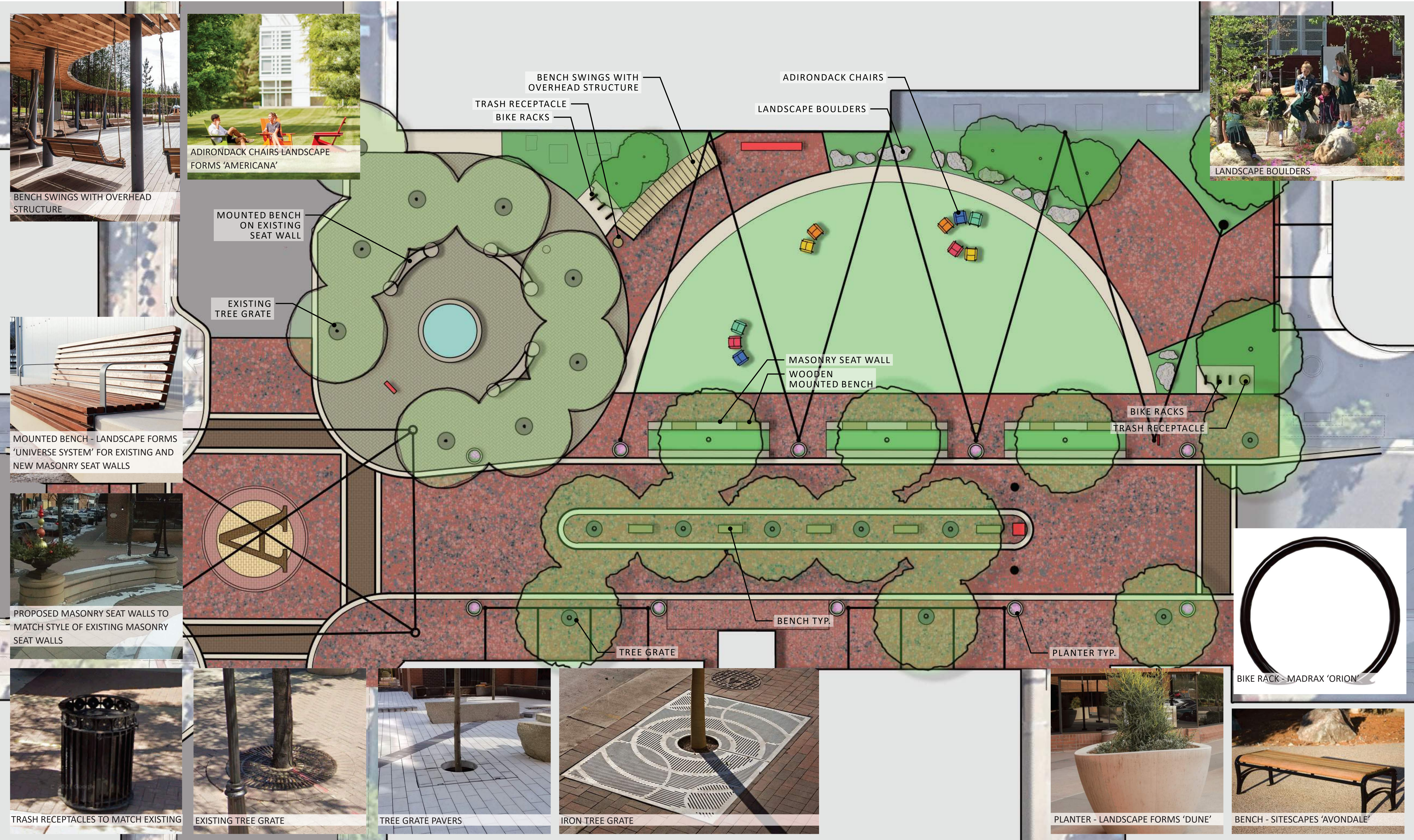
- Pathway Autumn
- Pathway Dark Accent
- Pathway Buff
- Pathway Red
- Existing Pavers
- Concrete
- Asphalt



CONFLUENCE

VAIL PROMENADE IMPROVEMENT PROJECT

PAVING CONCEPT



BENCH SWINGS WITH OVERHEAD STRUCTURE

ADIRONDACK CHAIRS LANDSCAPE FORMS 'AMERICANA'

MOUNTED BENCH ON EXISTING SEAT WALL

EXISTING TREE GRATE

MOUNTED BENCH - LANDSCAPE FORMS 'UNIVERSE SYSTEM' FOR EXISTING AND NEW MASONRY SEAT WALLS

PROPOSED MASONRY SEAT WALLS TO MATCH STYLE OF EXISTING MASONRY SEAT WALLS

TRASH RECEPTACLES TO MATCH EXISTING

EXISTING TREE GRATE

TREE GRATE PAVERS

IRON TREE GRATE

PLANTER - LANDSCAPE FORMS 'DUNE'

BENCH - SITESCAPES 'AVONDALE'

BIKE RACK - MADRAX 'ORION'



CONFLUENCE

VAIL PROMENADE IMPROVEMENT PROJECT

SITE FURNISHINGS CONCEPT



SEASON PLANTERS SUMMER PALETTE



COLEUS



DICHONDRA 'SILVER FALLS'



SWEET POTATO VINE



UMBRELLA PALM

STREETSCAPE TREES



EXCLAMATION!™ LONDON PLANETREE



ACCOLADE ELM TREE

PARK TREES



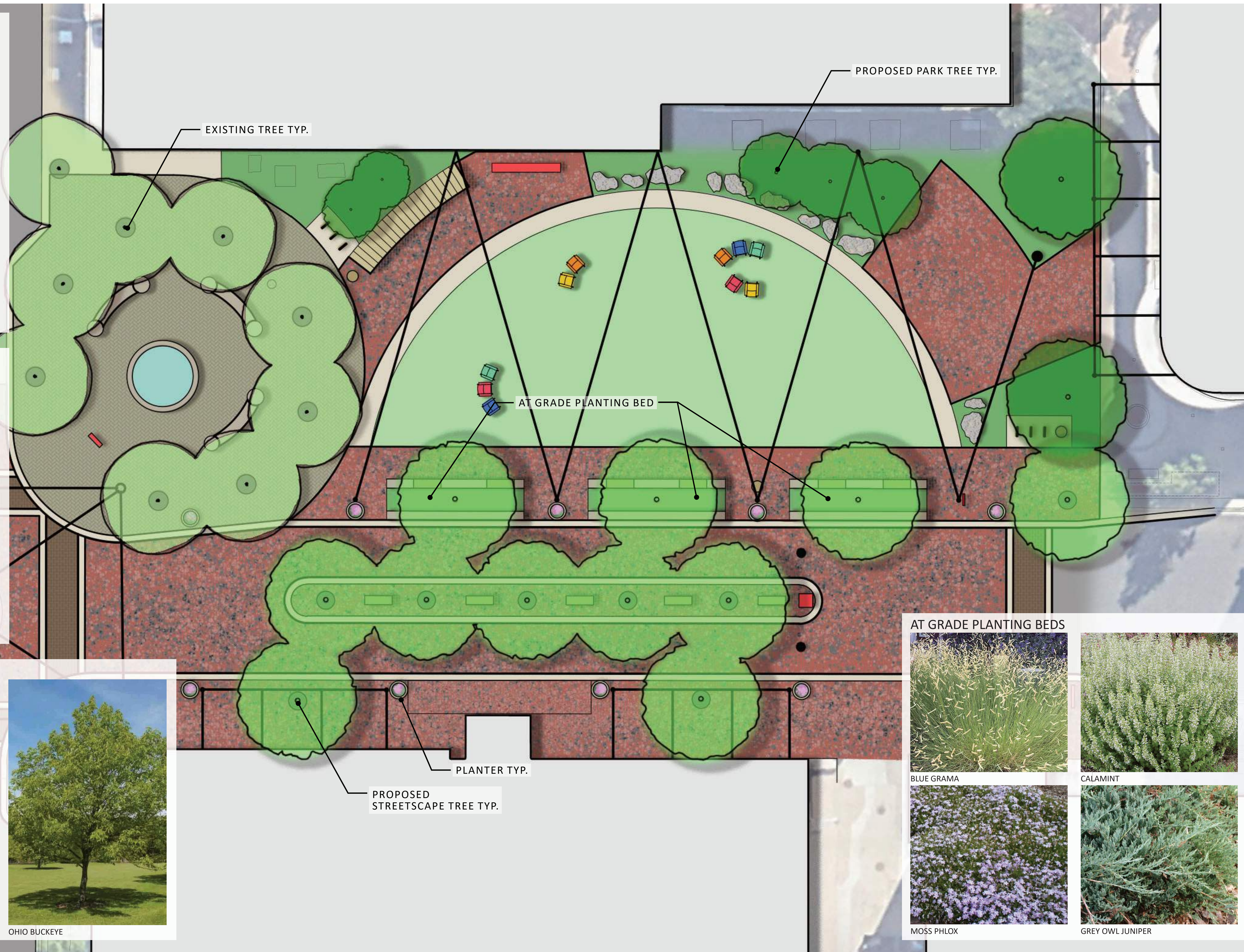
ALLEGHENY SERVICEBERRY



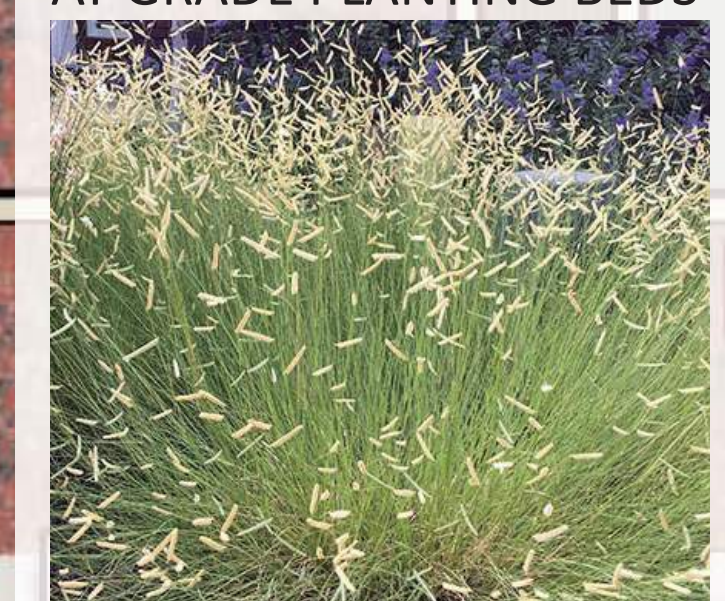
THORNLESS COCKSPUR HAWTHORN



OHIO BUCKEYE



AT GRADE PLANTING BEDS



BLUE GRAMA



CALAMINT



MOSS PHLOX



GREY OWL JUNIPER



CONFLUENCE

VAIL PROMENADE IMPROVEMENT PROJECT
PLANTING CONCEPT





VILLAGE OF ARLINGTON HEIGHTS

INC. 1887

Date: September 19, 2025

To: Emily Rodman, Director of Planning and Community Development

From: Michael Lysicatos, Assistant Director

Subject: Downtown Entry Way Study Summary

Project Background:

As part of the 2024-25 Strategic Priorities, the Village Board identified a need to develop an assessment and analysis of the Arlington Heights Road corridor entrance into the Downtown. Planning and Community Development staff was charged with preparing a study and evaluation of the Downtown Entry points in order to establish redevelopment and beautification goals. The corridor analysis includes the areas from Sigwalt Street to Park Street to the south and Northwest Highway to St. James Street to the north. The map on the next page depicts the two focus areas of the study.

Study Goals and Objectives

The corridor analysis will build on previous plans and studies such as the Downtown Master Plan, Bicycle and Pedestrian Plan, and Streetscape and Pedestrian Improvement Plan to meet the following objectives:

- Identify underutilized properties as high-priority for redevelopment and/or new business attraction in order to reduce vacancies and promote economic growth.
- Identify potential streetscape enhancements that highlight pedestrian accessibility and visual aesthetics.
- Develop and maintain communication channels with realtors/property owners.

Outreach and Data Collection

Staff has used available data, including a location analytics tool, to provide insights into visitation trends, trade areas and demographics. In addition, property owners in the study areas were provided an opportunity to provide feedback that could inform data collection and recommendations. Outreach was conducted through email, phone calls, canvassing, meetings and an online survey tool. The topics included identifying challenges in attracting and retaining businesses, short and long-terms plans for redevelopment, constraints presented by the traffic and infrastructure, and potential streetscape improvements.

Topics for the Economic Alliance

At this juncture staff is asking the Economic Alliance to provide their feedback on the same topics. Specifically, staff is looking for insights on the following:

1. What barriers exist in retaining and attracting new businesses to these areas?

2. What industries sectors would be most attractive or have shown the most interest to locate in or around the downtown? Are they local or national businesses?
3. What types of support would help property owners the most?
 - a. Façade improvements
 - b. Marketing
 - c. Other incentives
4. Are you aware of any interest in developing the vacant parcels in either of the study areas?
5. What barriers are you aware of in terms of redeveloping any portion of the study area?
 - a. Lot size / dimensions
 - b. Traffic / parking
 - c. Land assembly
6. What would the current market support in terms of redevelopment?
 - a. Building Scale
 - b. Types of uses
 - c. Rental rates / absorption

Study Area Map

