# Heritage District Business Attraction Strategy







**Collaboration | Entrepreneurship | Innovation** 



- Introduction
- Action Plan Update
  - Research
- Heritage District Vision
- Overview of Heritage Village Center Zoning
- •Gilbert Heritage District Attraction Strategy
  - Challenges
  - Key Participants

#### **Action Plan Update**

- Updated database of owners, tenants, landlords in the District;
- Updated database of available buildings, land in the District;
- Business Development Team became more familiar with the District;
- Gilbert Heritage District Attraction Strategy

### Retail Downtown Comparisons

1-mile radius from center of downtown

	Gilbert	Scottsdale	Tempe	Chandler	Mesa
<b>Properties</b>	42	209	71	136	98
Existing RBA	742,025	4,020,721	1,247,652	749,314	982,248
Vacant Sqft	79,421	211,142	113,308	62,185	142,865
% Vacant	11%	5%	9%	8%	15%
Leased	663,704	3,815,079	1,142,355	690,129	839,383
<b>Net Abs YTD</b>	-495	-9,346	-5,988	-3,037	-37,235
Lease Range	\$7.00-22.00	\$10.00-35.00	\$12.00-51.84	\$9.60-27.67	\$3.72-25.00
Lease Ave	\$14.11	\$20.08	\$23.07	\$18.79	\$9.72

Note: Scottsdale's Downtown includes Fashion Square Mall with approx. 2m sq. ft.

## Office Downtown Comparisons

1-mile radius from center of downtown

	Gilbert	Scottsdale	Tempe	Chandler	Mesa
<b>Properties</b>	27	363	57	59	179
Existing RBA	439,703	4,459,042	2,766,133	497,458	1,232,979
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Vacant Sqft	126,752	840,714	715,043	62,073	194,812
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% Vacant	29%	19%	26%	12%	16%
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Leased	314,663	3,677,081	2,167,250	468,872	1,037,862
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Net Abs YTD	21500	-71,967	102,256	-27,943	6,034
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Lease Range	\$12.00-32.99	\$10.49-36.36	\$20.51-38.07	\$10.50-28.28	\$8.00-20.00
	Ψ12.00 <b>32</b> .33	Ç10.15 30.30	\$20.01 30.07	ψ10.30 Z0.20	Ç0.00 20.00
Lease Ave	\$18.16	\$20.58	\$27.01	\$20.73	\$13.81

#### **Downtown Traffic Count**

	Gilbert	Scottsdale	Tempe	Chandler	Mesa
Daily Traffic Count	24,147	24,525	14,225	32,800	19,600
Year	2009	2008	2009	2010	2010
Pedestrian - midweek			18,000		22,000 **
Pedestrian - weekend		30,000+ *	24,300		,
Parking	2,100	"Free"	10,000	4,134	

<sup>\*</sup> Visitors on weekend night

<sup>\*</sup> Daily visitors includes 7000 employed in downtown area

<sup>\*</sup> Based on center of radius

# Heritage District

**Inventory** by Block

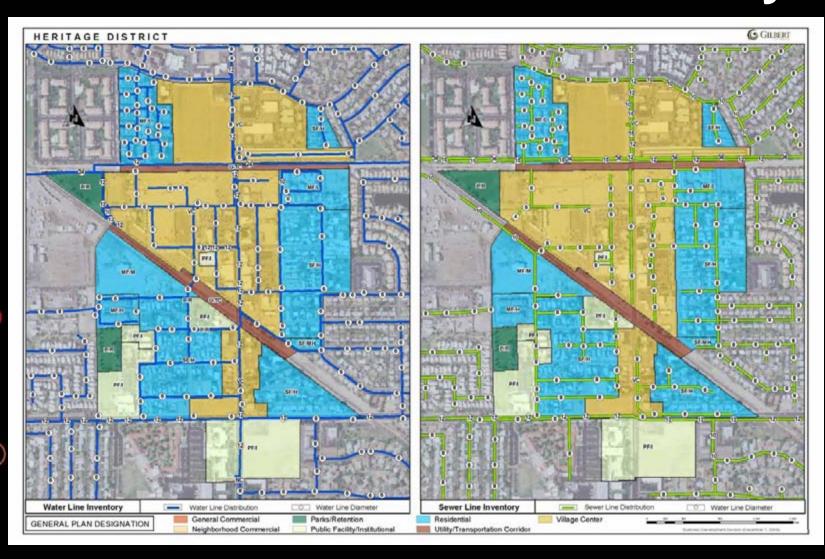


# Land & Infrastructure Inventory

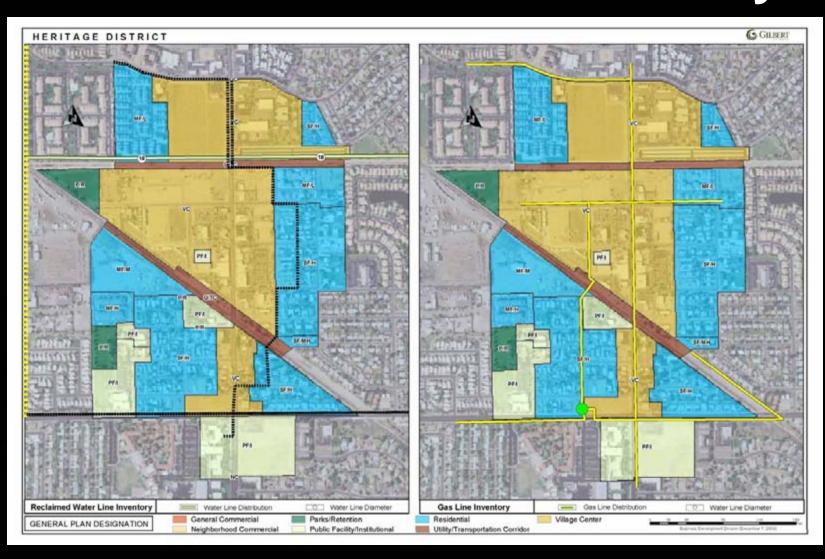
**Town of Gilbert Owned Parcels** 



## **Land & Infrastructure Inventory**



# Land & Infrastructure Inventory



#### Heritage District Vision Statement

- Key Elements of the Heritage District Vision:
  - Family-friendly, pedestrian-oriented mixed-use development;
  - Popular place to work, gather, dine, relax, shop & live;
  - Attract a distinct mix of retail, restaurant, office, service and entertainment uses that are a regional draw, and;
  - Be economically sustainable.

#### Heritage Village Center Zoning District

#### Permitted Use in HVC zoning District:

- Animal Services
- Business Services
- Clubs and Lodges
- Cultural Institutions
- Eating & DrinkingEstablishments
- Govt. Offices & Facilities (small-scale)
- Health Care Facilities –Urgent Care
- Instructional Services,Specialized

- Laundry Services
- Personal Services
- Place of Worship (smallscale)
- Public Safety Facility
- Retail Sales Furniture (small-scale)
- Teen Nightclub
- Utilities Well Site

#### Heritage Village Center Zoning District

#### Use-Permit required in HVC zoning District:

- Bed and Breakfast Homes
- Building Materials retail (small-scale)
- Congregate Living Facility
- Entertainment & Recreation
  - Indoor/Outdoor (large & Small-scale)
- Funeral Home services
- Hotels & Commercial Lodging
- Non-Chartered Financial institution

- Retail sales, furniture (large-scale)
- Stand-alone smokinglounge
- Tattoo piercing studio
- Transportation PassengerTerminals
- Wireless Communication Facilities

#### Heritage Village Center Zoning District

- Uses allowed with limitations in HVC zoning District:
  - ATMs
  - Banks & other financial institutions
  - Day Care institutions
  - Dry cleaning / Laundry
  - Restaurants, Beverage and limited services
  - Medical Offices & Clinics
  - Home Occupation

- Loft Unit
- General Offices
- Multi-family residential
- General Retail
- Schools, private & public

# Business Attraction Strategy <u>Targeted Businesses</u>

- Retail sales
  - Boutiques
  - Antiques
  - Furniture Accessories
- Offices
- Eating & drinking establishments
  - Mexican restaurant
  - Chinese restaurant
  - Tapas restaurant
  - Microbrewery

# Business Attraction Strategy <u>Targeted Businesses</u>

- Artisans
- Banks & other financial institutions
- Business Services
- Personal Services
  - Day spa
  - Massage
- Residential lofts

#### Going Forward Goals

- Create relationships;
  - Real estate brokers/agents
  - Landlords/tenants
- Perform gap analysis and saturation report for identified targets;
- Identify businesses that are traffic generators;
- Utilize demographics/psychographics of Heritage District in recruitment efforts;

#### Going Forward Goals

- Communicate targeted uses with public and real estate professionals via website and established relationships;
- Integrate Business Attraction Strategy into Business Division Action Plan and 5 year Strategic Plan

#### Prospecting

#### The Process

Must Have/Nice to Have/Good to Have/Overrated

#### Involvement = Space Utilization

- Broker/Leasing Agents
- Property Owners/Managers
- Developers

#### Attributes/Promotion

- Parking/traffic/pedestrians
- Signage
- Web presence

#### **Business Attraction Challenges**

#### Challenges

- Attracting unique, one-of-a-kind business;
  - Financing
  - Finding the prospects
- No Merchants Association;
- Lack of/control of available space;
- Town-owned land;
  - Time to get to market
- Marketing
  - Understand Trade Area attributes

#### **Key Participants**

- Merchants
  - Unified voice
  - Clean, safe, vibrant
- Redevelopment Commission
  - Set vision
  - Focus on goals
- Gilbert staff
  - Implement vision/direction of Redevelopment Commission
  - Promotion/marketing

## Questions