

City of Park Ridge Phase II Report



Prepared by PLACE Consulting

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Categories and Brands to Target

The Uptown Central Business District (CBD)

The Uptown Central Business District (CBD) has major retail gaps in Motor Vehicle & Parts Dealers and General Merchandise Stores. Categories already well represented in this market area are Food & Beverage Stores. Given the smaller parcel sizes and focus on having the CBD be a pedestrian-friendly shopping experience, it is reasonable to have a lack of Motor Vehicles & Parts Dealers. Of the retail categories identified in ESRI that are a gap in this market, the following are recommended to attract to this market, given the demographic and psychographic profiles of local residents:

Furniture & Home Furnishings Stores:

- Mid-20th Century antique and vintage furniture boutiques akin to stores in Andersonville, Chicago (e.g. Scout, Andersonville Antiques)
- New furniture (e.g. Cassona Home Furnishings, Andersonville)

Garden Equipment & Supply Stores

- Urban style garden centers akin to stores in Edgewater, Old Town, and West Town Chicago that also have a gift shop component (e.g. Gethsemane Garden Center in Andersonville, Old Town Gardens, Sprout in West Town)

Food & Beverage Stores

- While there is a surplus in this market, there is a high demand for quality, local restaurant options

Health & Personal Care Stores

- Niche boutique fitness centers and exclusive health clubs such as 9 Round, Orange Theory Fitness and other new-to-market concepts
- Day spas and salons, dry cleaning services

Clothing & Clothing Accessories Stores

- Women's and children's clothing stores, including upscale resale (e.g. Cynthia's Consignments and The Second Child in Lincoln Park; Mulberry & Me in West Town)

Sporting Goods, Hobby, Book & Music Stores

- Women's Health apparel (Lululemon, Athletica)

General Merchandise Stores

- Convenience merchandise stores (e.g. Walgreens, CVS)
- Art galleries

Food Services & Drinking Places

- High-end artisan food markets (e.g. Pastoral Artisan Cheese Bread, Foodstuffs, Goddess & The Grocer)

Categories and Brands to Target

Dempster Commercial District

The Dempster commercial district has as its top retail surpluses Motor Vehicle & Parts Dealers and General Merchandise Stores. The market's largest retail gap is Gasoline Stations.

Of the retail categories identified in ESRI that are a gap in this market, the following are recommended to attract to this market given the demographic and psychographic profiles of residents. Given this is a relatively mature and built out district, there are a few site opportunities for infill tenants.

Electronics & Appliance Stores

- Cellular sales and service
- Enhanced electronics/appliance sections at Home Depot, CVS, etc.

Gasoline Stations

- National Brands

Clothing & Clothing Accessories Stores

- Opportunity for local, independent stores (e.g. Dearborn Denim & Apparel, Lincoln Square, Chicago)

Sporting Goods, Hobby, Book & Music Stores

- Opportunity for local, independent stores (e.g. Play It Again Sports; Audio Archeology in Edgewater)

Miscellaneous Store Retailers

- Opportunity for local, independent stores

Categories and Brands to Target

Higgins Commercial District

The Higgins Commercial District has as its top gaps Motor Vehicle & Parts Dealers and General Merchandise Stores.

Of the retail categories identified in ESRI that are a gap in this market, the following are recommended to be attracted to this market given the demographic and psychographic profiles of residents.

Furniture & Home Furnishings Stores
Garden Equipment & Supply Stores
Sporting Goods, Hobby, Book & Music Stores

Economic Development and Business Attraction Strategies

1. Create a business-friendly climate at City Hall

- Make processes more efficient, cost effective and transparent
- Provide business workshops on topics important to small businesses
- Appoint a Small Business Ombudsman to help businesses navigate City Hall and work across City departments, reducing red tape
- Review and improve City ordinances pertaining to small business
- Update the City Zoning Code to address infill development
- Update the City website and social media to be more business-friendly

2. Create a communication plan that communicates that Park Ridge is "Open for Business"

- Distribute communications via email addresses of existing businesses, property owners and entrepreneurs, City website, Twitter and the Park Ridge Chamber of Commerce
- Host Open Houses at the City and invite stakeholders to learn about how the City of Park Ridge is making it easier to open and operate a business in the City
- Maintain a current workshop/seminar calendar on the City's website

Economic Development and Business Attraction Strategies

3. Update the City of Park Ridge’s branding, website and social media platforms

- Explore new slogans/taglines for City of Park Ridge that are more compelling than “Park Ridge – A Wonderful Place.”



- Compare the City of Park Ridge’s website and landing pages to competitor/aspirational communities, such as Oak Park and Evanston and improve/redesign navigation, messaging, colors, font, logo, functionality and content.
- Oak Park’s website is simple, has an events calendar on the home page and offers just 5 dropdown menus: Online Services, Village Services, Your Government, Our Community and Quick Links. The easy navigation, “Welcome to the Village of Oak Park,” and the use of “Your” for government and “Our” for community are intentionally inclusive.



Economic Development and Business Attraction Strategies

- The Village of Oak Park has a department of Business Services. The landing page for the department lists its services and main goal: “to respond to the ongoing needs of the business community and serve as a key partner in the growth and development of Oak Park ‘s 12 business districts”.
- The Business Services page highlights resources and partners and provides helpful links.

Business Services

Oak Park offers a range of services to local merchants through the Business Services Division, the Village's liaison to the business community. The main goal of Business Services is to respond to the ongoing needs of the business community and serve as a key partner in the growth and development of Oak Park 's 12 business districts. Assistance includes the following:

- Obtaining retail grants and/or loans for rehabilitation or startup
- Receiving assistance from other internal departments
- Maintaining compliance with Village of Oak Park business requirements
- Coordinating events within the business districts
- Locating a business within Oak Park
- Accessing business resources and technical assistance

Business Services also is responsible for the overall communication with the business districts regarding Village initiatives and projects that impact the business community. This includes providing timely updates related to construction projects, zoning, development and other business-impacting efforts. Business Services is committed to ensuring local businesses have the resources and support needed to be successful and to contribute to a better quality of life for the community.

Business Services also administers most licenses, including business licenses, liquor licenses and taxi licenses.

CONTACT US

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Useful Links

[Available Real Estate](#)

[Business Start-Up Guide](#)

[Chamber of Commerce](#)

[Oak Park Economic
Development Corporation](#)

[Retail Market Assessment](#)

[Score Chicago](#)

[VillageView Portal](#)



Economic Development and Business Attraction Strategies

Create a “voice” for each of the City of Park Ridge’s social media platforms.

Use videos and photos, create engaging and visually interesting posts, note engagement versus impressions (engagement is the number of people who like/re-share), and consider boosting or sponsoring posts to increase followers and engagement;

On Facebook, post:

- Tips and news
- Alerts and reminders
- Link backs
- Registration notices
- Locally Owned Businesses
- Shared events

The City of Evanston Facebook page (www.facebook.com/CityofEvanston) has 10,000 Likes, compared to 1,500 Likes for the Park Ridge Facebook page.

The Evanston Economic Development department has its own Facebook page (www.facebook.com/EvanstonEconomicDevelopment) and has 1,700 Likes. It also has its own logo/branding.



Economic Development and Business Attraction Strategies

On Twitter:

- Use hashtags (#)
- Include photos and video
- Re-share tweets
- Feature members of the community by tagging them at their handle (@)

The screenshot shows the Twitter profile for the City of Park Ridge (@CityofParkRidge). The profile header includes the city's logo, which features a street lamp and the text "PARK RIDGE". Below the logo, it shows 8 tweets and 194 followers, with a "Follow" button. The main content area displays four tweets from the account, all dated 28 Oct 2011. The tweets are: 1) "Turn in your unused or expired medication for safe disposal! Check out the Park Ridge Police Department websi... yfrog.com/nyfr0vj"; 2) "Check out the link below to help out the Park Ridge Fire Department!!... yfrog.com/klg7xlfj"; 3) "Assist the Park Ridge Police Department in identifying suspects or persons of interest related to criminal a... yfrog.com/g0wxiungj"; 4) "Check out the 'Happening in Park Ridge' page (updated weekly) to find out about the latest events taking plac... yfrog.com/nu2qioej". On the right side of the profile, there is a "New to Twitter?" section with a "Sign up" button, and a "You may also like" section listing several local organizations: PR Community Network (@ParkRidgeInfo), Park Ridge Park District (@ParkRidgePkDist), Park Ridge Chamber (@ParkRidgeChambe), and Redeemer Park Ridge (@RedeemerPR).

Economic Development and Business Attraction Strategies

4. Build and leverage relationships with property owners and real estate brokers

- Host regular owner/broker gatherings to showcase City programs/services, key leasing and development sites, encourage networking between owners, brokers, and prospective tenants
- Participate with real estate associations and their deal making conferences, such as International Council of Shopping Centers (ICSC), by:
 - Assembling a database of attending brokers and tenant and send e-blasts to them in advance of conferences asking for appointments;
 - Schedule appointments with brokers, developers and tenants at the conferences;
 - Prepare economic development materials (City business attraction materials, key sites for release/development) and have them on a tablet, a flash drive and a hard copy binder;
 - Send follow-up/next step emails using an email template summarizing real estate opportunities in the City and specific calls to action
- Keep Park Ridge on top of mind with brokers, developers and tenant by communicating the City's metrics, successes and opportunities (example: Skokie's "Skokiebiz" e-newsletter.

SKOKIEBIZ

SEMI-ANNUAL ECONOMIC DEVELOPMENT REPORT/VOL. V

MID-YEAR 2017



American Landmark Properties' (ALP) acquisition of the 24-acre Illinois Science + Technology Park campus includes a 130,000-square-foot building at 8030 Lamson Avenue suitable for office and state-of-the-art R&D facilities. To support its leasing activity, ALP has launched a dedicated website at americanlandmark.com/itp.



Chicago Cubs fans were treated to a visit by former catcher David Ross at a Westfield Old Orchard Barnes and Noble book signing earlier this year. This event was in celebration of his new book and the Cubs World Series win. Holy Mackerell!



Orangetheory Fitness opened its newest store at 5230 Touhy Avenue in the newly renovated Touhy Plaza this past spring. Friendly staff, plenty of parking, great workout...go for the burn in Skokie!

HAPPY TWO YEAR ANNIVERSARY SKOKIEBIZ!

2017 has brought several new notable rankings for the Village (Skokie was featured in *Crain's* 'Best Places to Buy a Home' and Chicago Magazine's 'Best Neighborhoods and Suburbs'), a new promotional microsite ThinkSkokie.com (see right), many new business openings and developments in progress, a new Economic Development Manager by way of Arizona (Len Becker), and exciting new public/private partnerships for signature sites throughout the Village. Stay tuned for big year-end announcements!



FROM VACANT LAND TO ACTIVE STATUS

One promising new development involves a longtime vacant parcel at 3601 Howard Street (formerly owned and operated by the Ohmite Manufacturing Co.) which is now being developed by nationally renowned Hillwood Investment Properties. Hillwood will construct a new Class A, state-of-the-art multi-tenant industrial logistics and distribution facility totaling approximately 236,912 square feet at this site, which is ideal for warehousing companies, food manufacturers or E-commerce fulfillment. The anticipated number of jobs to be created as a result of this development is between 200 and 300 new, full-time and part-time workers. Ground-breaking for the Skokie Commerce Center is scheduled for September 2017.



Questions or comments? Please contact us!

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- Review, enhance and create City incentives as needed, including TIF and SSA

Economic Development and Business Attraction Strategies

5. Regularly engage new residents of Park Ridge and be aware of why they chose Park Ridge, what other communities they considered and how Park Ridge can attract and engage new residents

- Many of Park Ridge's new residents likely come from the City of Chicago and are accustomed to high-quality, independent, experience-conscious businesses and services.
- New residents value Park Ridge's housing (quality and price); schools; and access to O'Hare and downtown via Metra, CTA and auto.
- Residents can be engaged by the City to provide feedback on business attraction and recruitment goals, improvements needed by existing businesses in offerings, customer service, hours, etc., and encouraged to open businesses as local entrepreneurs.

6. Enlist the help of the Park Ridge Chamber of Commerce in business support services, including:

- Navigating City Hall, zoning, licensing and permitting;
- Access to capital options;
- Hosting fun and engaging business-to-business and consumer networking experiences; and
- Offering a young leaders and entrepreneurship program, similar to the Mount Prospect Entrepreneurship Initiative Program (<https://www.mountprospect.org/business/mpei-landing-page>).