



# Downtown O'Fallon Area Plan

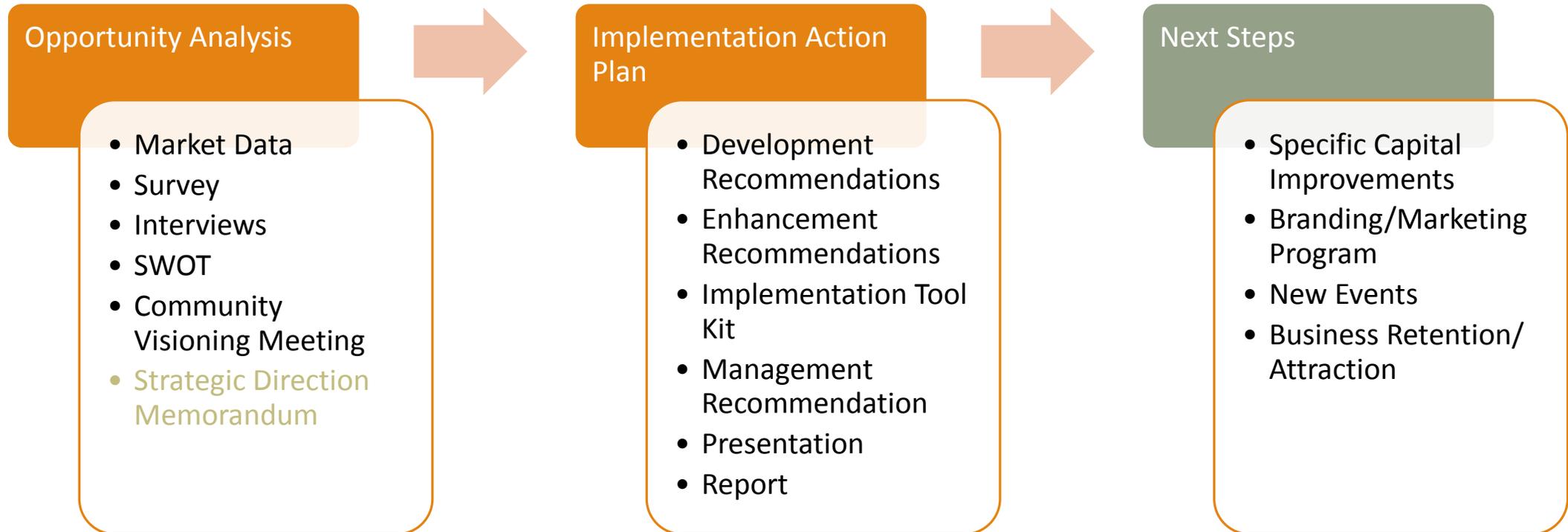
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STRATEGIC DIRECTION PRESENTATION

FEBRUARY 9, 2015

# Process

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# Tonight

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Vision Statement

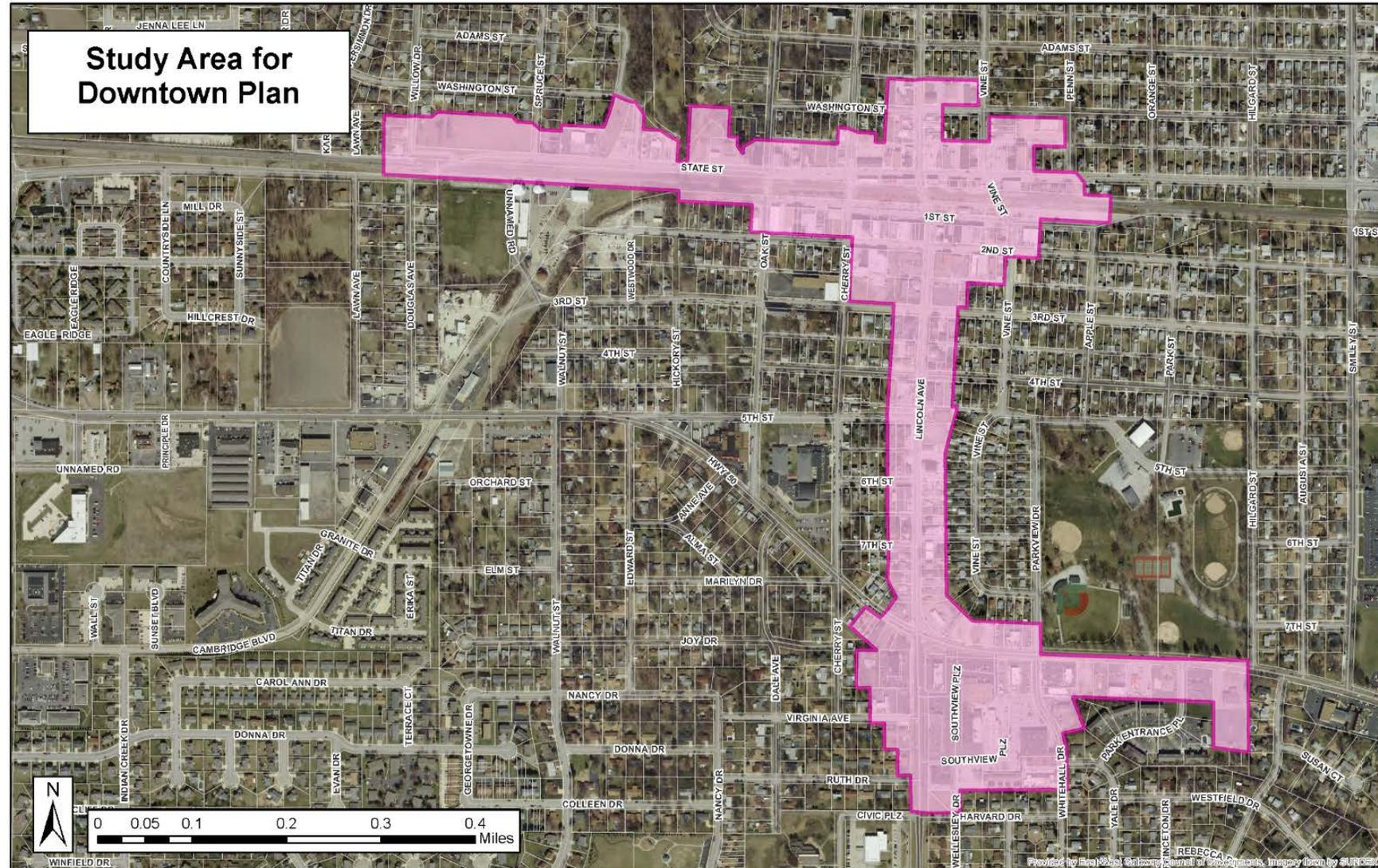
Research Summary

Strategic Objectives

Discussion

Next Steps

# Study Area



# Vision

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*Downtown O'Fallon will be a memorable and cherished place providing an active, walkable, mixed use district with unique community activities and commerce and offering O'Fallon residents and visitors a superior place to live, shop, dine, work, and interact.*

# Connecting the Vision to the Market

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## Use Mix

- Stores
- Restaurants
- Personal Services
- Offices
- Residences

## Experience

- Managed by O'Fallon
- Branded by ½ mile character
- Financed by custom market

## Partnership

- City
- Private Investors
- Non-Profit Organizations
- Philanthropy
- People

# Custom Market

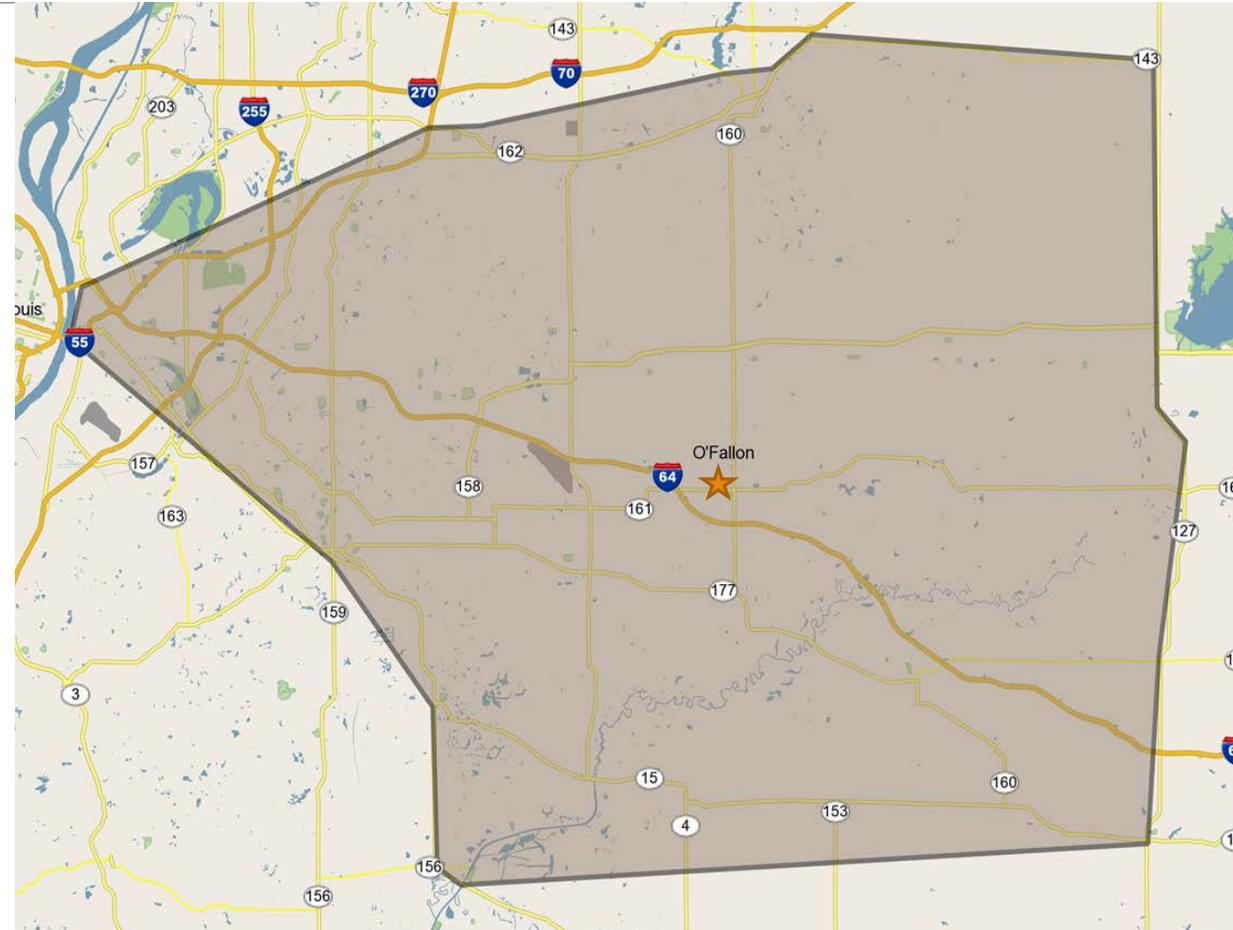
	Destination
Total Population	298,438
Average Household Income	\$68,969
Median Household Income	\$54,437
Total Annual Retail Demand	\$3,014,238,265
Annual Restaurant Demand	\$314,223,901
© 2014, by Experian	

## Appeal

- Quality
- Uniqueness
- Convenience

## Visit Delivery

- Decision made at home
- Impulse when nearby



# Character Market

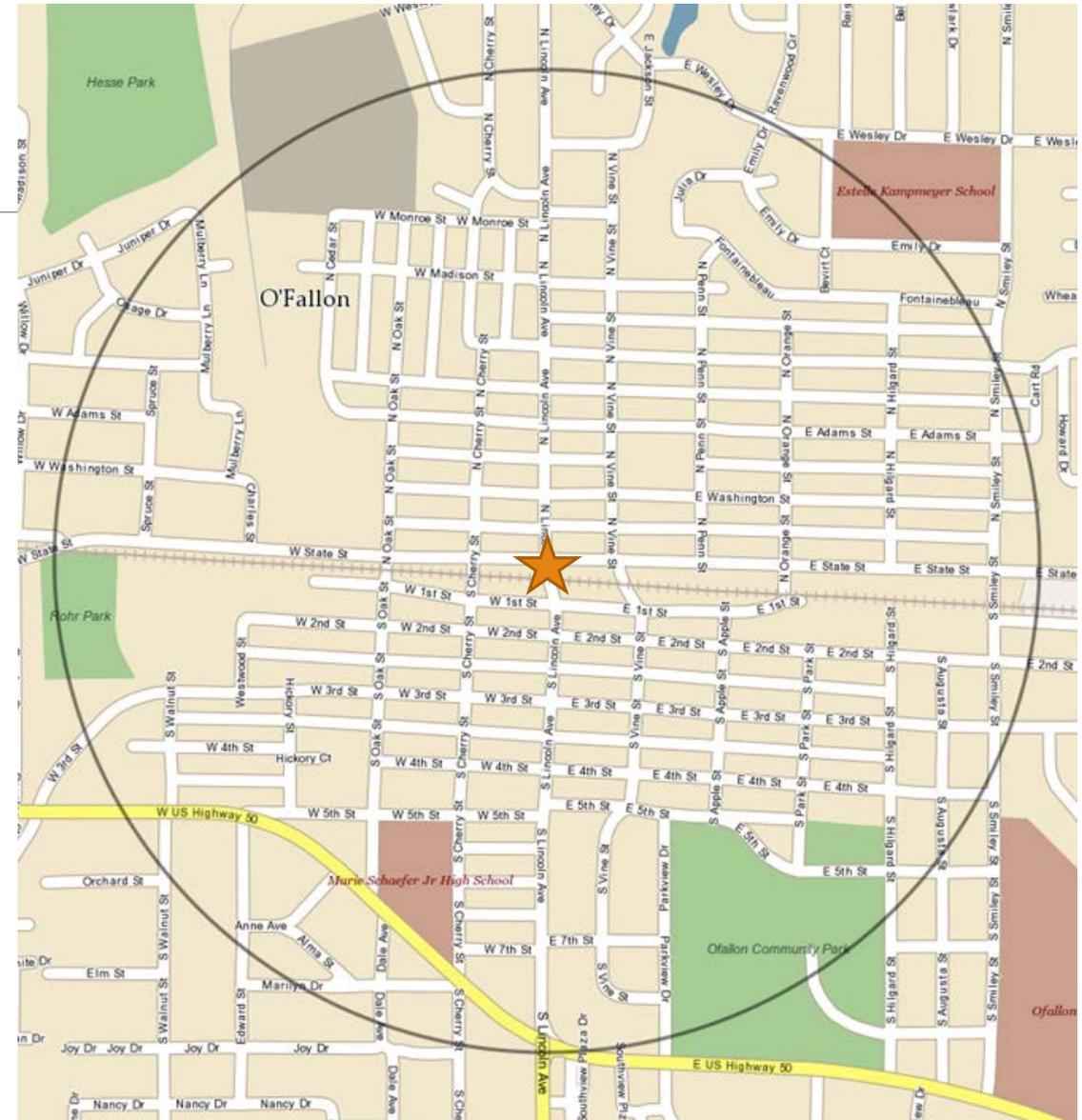
	Pedestrian
Total Population	2,810
Employees	1,238
Average Household Income	\$84,552
Median Household Income	\$65,441
Total Annual Retail Demand	\$27,541,708
Annual Restaurant Demand	\$3,738,837
© 2014, by Experian	

## Branding

- Appearance
- Amenities
- Activities

## Investment

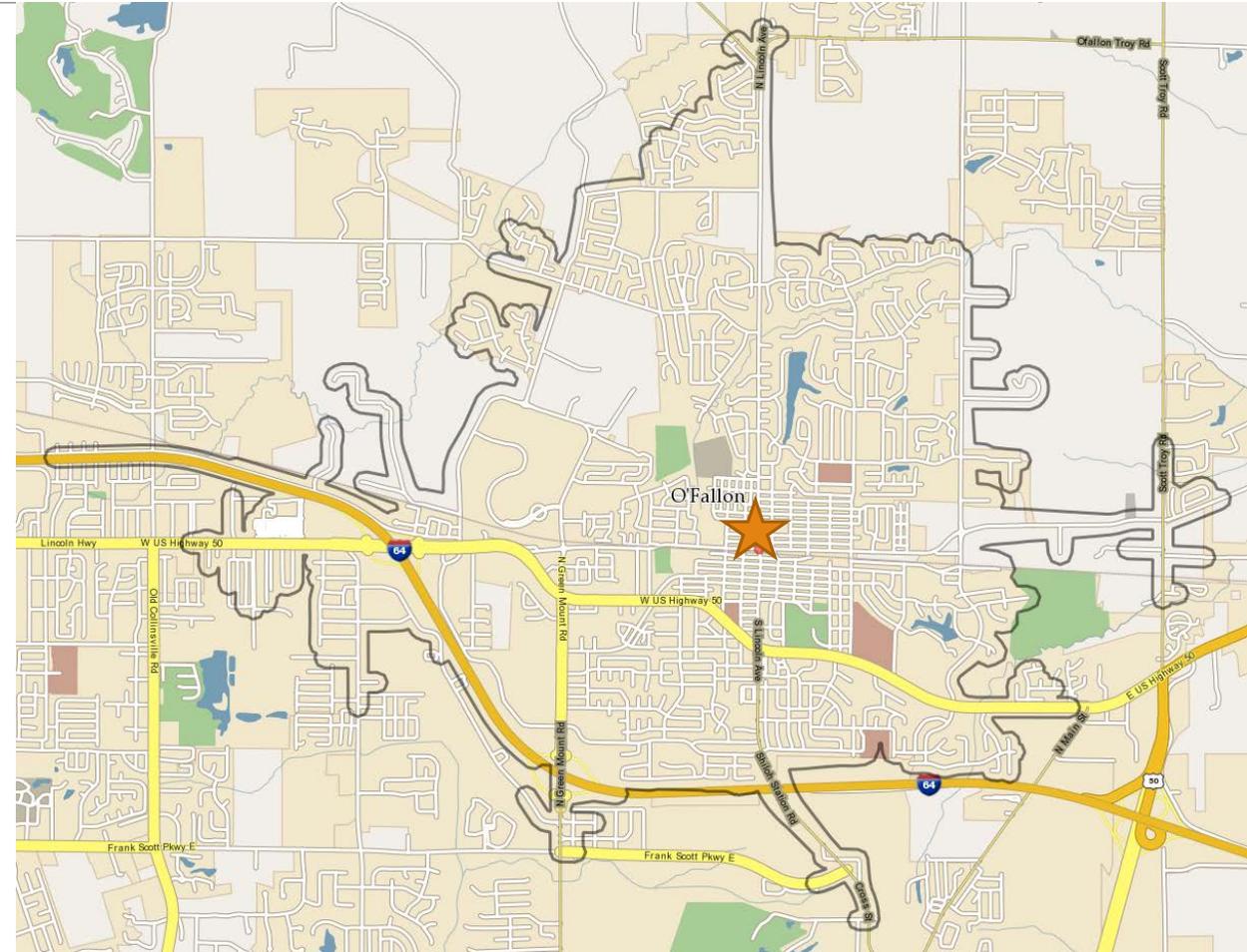
- Public
- Private
- Shared



# Convenience Market

	Convenience
Total Population	19,682
Employees	7,245
Average Household Income	\$87,819
Median Household Income	\$69,229
Total Annual Retail Demand	\$180,791,191
Annual Restaurant Demand	\$24,605,988
© 2014, by Experian	

- ▶ Top Customers
  - ▶ 80/20 rule
  - ▶ Taxpayers
- ▶ Not Enough



# Survey Results

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1,300 responses

Real behaviors not what they want

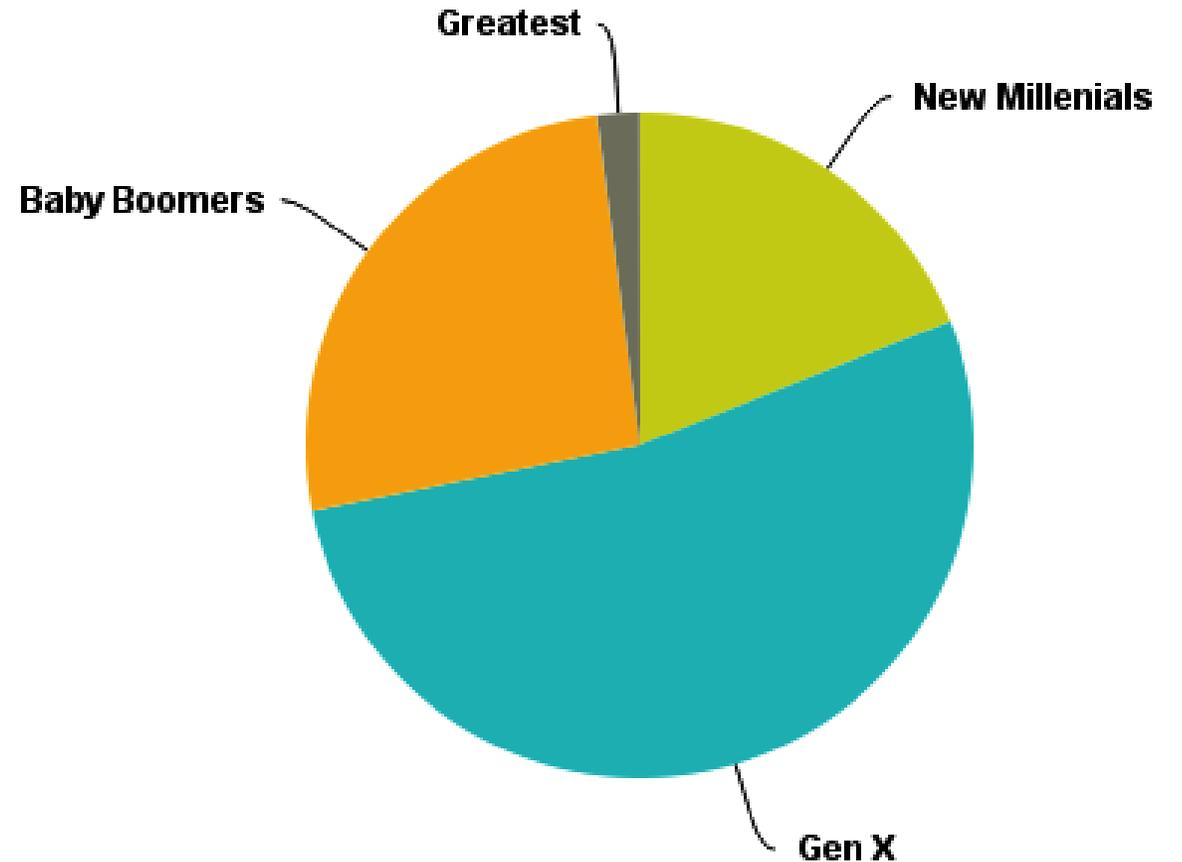
No why information

Not a poll

Logical to suggest education

## Q17 Please choose the category that matches your age.

Answered: 977 Skipped: 127



# Current Perceptions

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Power to impair visit decision

Shared responsibility

Reason to plan



**Rate your overall satisfaction with these factors as they apply to Downtown O'Fallon:**

<b>Answered at least above average</b>	<b>O'Fallon</b>	<b>Zionsville</b>
<b>General safety</b>	61.5%	81.4%
<b>Cleanliness of streets and sidewalks</b>	51.6%	82.4%
<b>Pedestrian safety</b>	38.7%	61.9%
<b>Pedestrian access</b>	36.8%	65.5%
<b>Sidewalks and lighting attractiveness</b>	31.7%	82.2%
<b>Bicycle access</b>	21.7%	48.1%
<b>Building attractiveness</b>	15.9%	70.8%

<http://www.zionsvilledowntownstudy.com/documents.html>

# Aspirations

## Customers would spend more

How would the addition of these restaurants affect the amount of money you spend at businesses in Downtown O'Fallon?

Casual dining	84.4%
White tablecloth restaurant	60.4%
Pub	51.2%
Counter service restaurant	50.5%

How would the addition of these stores affect the amount of money that you spend at businesses in Downtown O'Fallon?

Home Accessories	60.4%
Fine Wine & Spirits	58.2%
Apparel	57.6%
Gifts & Collectibles	49.5%
Books	48.3%

## Pedestrians likely to increase visits

How likely are you to walk to Downtown O'Fallon more often if these changes are made?

Plazas	52.0%
More lighting	48.6%
Additional landscaping	42.6%

## Cyclists likely to increase visits

How likely are you to increase how often you bicycle to Downtown O'Fallon if these changes are made?

More off-street bicycle paths	85.6%
More protected bicycle lanes on streets through barriers or landscaping	80.6%
More marked bicycle routes on streets	80.5%
Wider sidewalks and wider setbacks of commercial buildings	70.1%
More bicycle parking at businesses	70.4%

# Aspirations

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## Events would attract

- Food particularly powerful draw
- Parades create sense of community
- Walks increase business

How likely is it that you would attend these Downtown O'Fallon events?	
Answered "Very likely or Somewhat likely"	
Food Festival	92.0%
Farmers Market	91.2%
Downtown Restaurant Tastings	88.8%
Art Festival or Gallery Walks	72.3%
Christmas Window Display Contest	71.0%
Parades	70.4%

# Strategic Direction: Framework

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Develop public private partnership

Improve the public Infrastructure

- Festival space
- Parking
- City Market
- Plazas
- Bike lanes
- Lighting
- Pedestrian access

Support business development

- Programs to share costs related to parking lot paving and façade improvements
- Partner to improve business profitability

Define workable mixed-use balance

- Seek modern office
- Encourage top quality residential

# Strategic Direction: Promotion

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Create marketing materials to define investment opportunities

- Redevelopment opportunities highlight sheets
- Press releases

Launch three signature events

- Food oriented events
- Evaluate past events to identify strongest
- Small Business Saturday

Coordinate a Web marketing program

- Assist businesses in using the Internet to market
- Launch City-wide business communication program

Identify temporary tenant programs

- Test new concepts
- Launch resident businesses

# Strategic Direction: Funding

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## Create five-year City capital improvements budget

- General Funds
- Tax Increment

## Identify private financial resources

- Bank loans
- Non-profit support

## Create incentive guidelines

- Existing Downtown businesses
- New downtown businesses
- New development

# Discussion

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DO WE HAVE IT RIGHT?

# Next Steps

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Refinements

Development and Enhancement Action Plan

Implementation Tool Kit

Management Action Plan