

Uptown College District Market Analysis

Maxfield Recommendations:

1. Consider a program for improving the pedestrian environment and the overall curb appeal of the District. Promote the District as environmentally friendly or “green”. Encourage residents, customers and businesses to be on board with this focus.
2. Incorporate business / neighborhood kiosks along the Avenue to report neighborhood / business events, store happenings, special offerings, etc.; increase way finding techniques primarily for motorists but also for pedestrians.
3. Target specific businesses in marketing efforts to attract to the existing mix.
4. Create a destination.
5. Promote a safe working, business and shopping environment.
6. Regularly promote the District as a unified commercial area.
7. Consider the establishment of a formal administrative and support organization for the future.

Suggested Retail Business Types:

| <u>Neighborhood Retail</u> | <u>Sq. Ft.</u> |
|----------------------------|----------------|
| Cards & Gifts | 2,400 |
| Coffee / Tea | 1,250 |
| Liquor / Wine | 2,685 |
| Nail Salon | 1,050 |
| Photocopy / Fast Print | 1,400 |
| Restaurant w/Liquor | 4,000 |
| Sandwich Shop | 1,250 |
| Sporting Goods | 3,090 |
| Unisex Hair | 1,300 |
| Videotape Rental | 2,500 |
| Weight Loss Center | 1,300 |
| Women’s Hair Salon | 1,200 |

| <u>Specialty Retail</u> | <u>Sq. Ft.</u> |
|-------------------------|----------------|
| Arts & Crafts | 2,200 |
| Book Store (New / Used) | 4,400 |
| Decorative Accessories | 1,650 |
| Eyeglasses – Optician | 1,400 |
| Mailing / Packaging | 1,200 |
| Pet Shop | 2,000 |
| Radio, video, Stereo | 2,100 |
| Unisex Apparel | 3,500 |
| Vintage Apparel | 1,500 |