

**Little Saigon/ Chinatown/ International District Economic Impacts Study
Draft Generalized Study Scope**

1. Assessment of Existing Business Districts (by 3/15)		
Key Questions	Task	Community Meetings
<ul style="list-style-type: none"> ➤ What is the current health and potential vulnerability of the business clusters in the study area? ➤ Are there differences in the above for different types of businesses? ➤ How do unique cultural characteristics of business and customer behavior influence the analysis? ➤ What are the current real estate development trends in the study area? 	<ul style="list-style-type: none"> a. Tour neighborhoods b. Review relevant background material <ul style="list-style-type: none"> a. state of retail districts b. planning efforts c. proposed developments d. existing zoning e. proposed zoning c. Map business distribution by category <ul style="list-style-type: none"> a. Dunne & Bradstreet data or City business license data b. local business surveys d. Analyze retail sales revenue (over last 10 years) and background trends/private market dynamics e. Analyze property transaction activity f. Interviews with 15-25 business and/or property owners, and any retail brokers/developers <ul style="list-style-type: none"> a. current lease rates and terms b. types of tenants and tenant recruitment c. property owners' intentions re: development d. business owners' sense of security e. customer base, perceptions f. business capacity to respond to future change g. recent, planned & proposed development activity g. Draft analysis/write-up <ul style="list-style-type: none"> a. input from Review Group Meeting #1 b. maps of business distributions c. analysis of business distributions d. assessment of retail revenue trends e. analysis of property changes and transactions f. analysis of local storefront retail market g. development and brokerage interest h. assessment of existing customer base 	<ul style="list-style-type: none"> ➤ Community Review Group Meeting #2

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2. Impact Analysis (by 3/31)

Key Questions	Task	Community Meetings
<ul style="list-style-type: none"> ➤ What are relevant lessons about gentrification of ethnic business districts, as documented in the literature as well as through actual experiences? ➤ What rent pressure impacts may result from zoning changes and/or the Goodwill project? ➤ What is the potential complementarity or competitiveness of specific retail uses in the Goodwill development with the business districts? What is the potential displacement impact of national chains? 	<ul style="list-style-type: none"> a. Review literature on gentrification of ethnic business districts <ul style="list-style-type: none"> a. academic and practitioner literature b. applicable areas that have faced similar development projects and/or zoning changes b. Conduct case studies of other specialty ethnic business districts with comparable impacts <ul style="list-style-type: none"> a. identify up to 3 comparable areas b. with significant land use changes and/or recent influx of significant new retail or commercial development c. qualitative interviews with city staff, brokers, developers, business owners, property owners c. Analyze overlap between Dearborn project's product/market and Little Saigon <ul style="list-style-type: none"> a. types of retail goods and services b. complementarity vs. competition c. potential displacement impact of national chains d. factors in development feasibility d. Draft analysis/write-up <ul style="list-style-type: none"> a. summary of literature review b. summary of case studies c. discussion of target markets d. potential complementarity vs. competition of Dearborn project e. likely impacts of Dearborn project on retail storefront f. likely extent of redevelopment given potential zoning changes g. potential impacts of new residential population 	<ul style="list-style-type: none"> ➤ Community Review Group Meeting #3

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3. Mitigation Strategies (by 4/30)

Key Questions	Task	Community Meetings
<ul style="list-style-type: none"> ➤ What regulatory and mitigation strategies can help minimize or prevent potential adverse impacts? ➤ What tools and strategies can help strengthen the business districts above and beyond mitigation? 	<ul style="list-style-type: none"> a. Interview development experts <ul style="list-style-type: none"> a. experts on specialty retail districts b. development impact mitigation strategies c. strategies for strengthening business districts b. Develop regulatory/mitigation strategies c. Develop pro-active strategies for strengthening business districts <ul style="list-style-type: none"> a. above and beyond mitigation strategies b. strategies to leverage an expanded customer base c. strategies to strengthen existing businesses d. Draft strategies/write-up Final Report <ul style="list-style-type: none"> a. recommended regulatory and economic development strategies b. results from all 3 phases of work 	<ul style="list-style-type: none"> ➤ Community Review Group Meeting #4 ➤ Presentation to Livable South Downtown Advisory Group