



Orange County | Inland Empire

# Technical Assistance Panel

THE CITY OF GARDEN GROVE

California  
July 18, 2018



# About Urban Land Institute

- Founded in 1936, as a non-profit research and education organization
- Nearly 40,000 worldwide - public and private sector professionals
- ULI Orange County/Inland Empire is one of the largest District Councils
- Mission: To provide leadership in the responsible use of land in creating and sustaining thriving communities worldwide.



# Technical Assistance Panels

- Advisory services since 1947
- TAPs at the local level with members volunteering
- Annual YLG Pro Bono TAP for charitable organization
- Provide public sector with tools
- Professionals with expertise in real estate, planning, financial, design, marketing
- Development provide unbiased findings and recommendations



# Mission

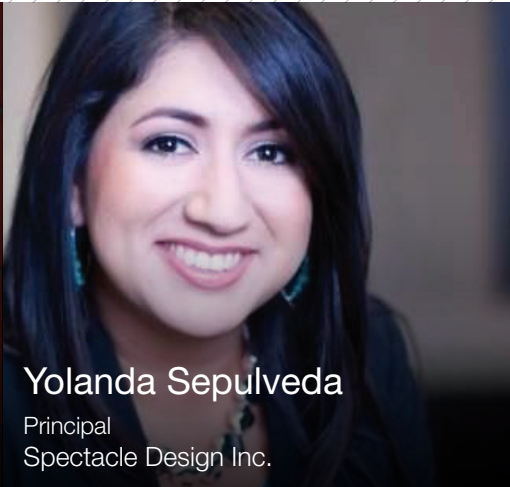
“To look at retail and development strategies for the viability and sustainability of the Valley View Business Corridor.”

The final outcome of every ULI TAP is objectivity, transparency and replicability.

# Participants



**Michael Ruane**  
Executive Vice President  
National CORE



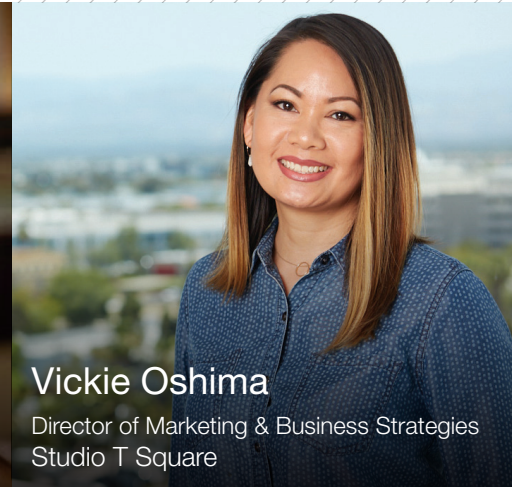
**Yolanda Sepulveda**  
Principal  
Spectacle Design Inc.



**Jeffrey Mayer**  
Principal  
Mayer Creative



**Hitta Mosesman**  
Principal / Vice President  
RSG



**Vickie Oshima**  
Director of Marketing & Business Strategies  
Studio T Square



**Mary Borgia**  
President  
The Borgia Companies



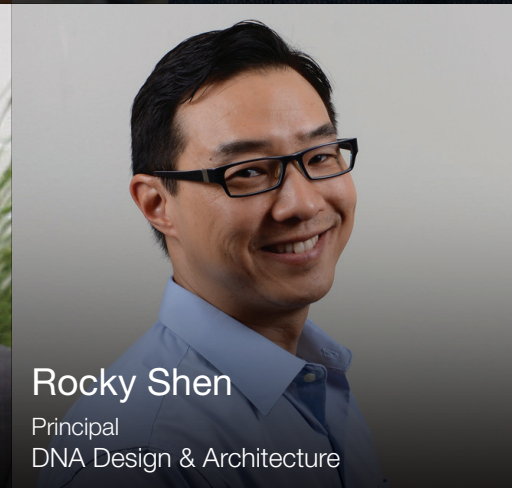
**John Gebhardt**  
Principal  
SEG Advisors



**Richard Gollis**  
Principal  
The Concord Group



**Michael Mindlin**  
Managing Principal  
MINDLIN consulting



**Rocky Shen**  
Principal  
DNA Design & Architecture

# TAP Schedule

JUNE	2017	ULI Event on Retail Trends for Public Officials
SUMMER	2017	Event creates interest in ULI addressing retail corridor trends in the region
FALL	2017	ULI approves a public sector TAP program
WINTER	2018	Work with ACCOC on process and outreach
MAY/JUNE	2018	Garden Grove proposal selected as demonstration TAP. Panel convened, initial research
JULY	18/19th	Garden Grove TAP held
JULY	25th	TAP Presentation at ACCOC Event

# The TAP Process

## Meet with City & Stakeholders

- Understand issues, vision, and objectives
- Maximize ULI's land use expertise
- Provide relevant solutions and recommendations

1

## Establish a Scope of Work

- Work with City to define key hurdles & frame focus and scope of work

2

## Due Diligence

- Review existing information
- Perform a site visit
- Conduct interviews

3

## Brainstorm

- SWOT Analysis
- Cost Analysis
- Opportunity Diagrams

4

## Presentation

- Panelists prepare remarks and present to City and stakeholders
- A report is then written and published with ULI

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# Study Area





# SWOT Analysis

- The SWOT is a result of our panel's assessment based on our study interview and time spent here observing
- Key stakeholder's perspectives vary:
  - Residents
  - City
  - Landowners
  - Tenants

## Strengths

- School system
- Sense of community, engagement, pride
- Unmet spending capacity
- Excellent access and visibility
- Bridgecreek complex as a example of retail village

## Weaknesses

- Outdated PUD Zoning
- Disparate land owners
- Stagnant community growth
- Lack of funding and financial resources
- Format of retail is mismatched and not aligned with demand

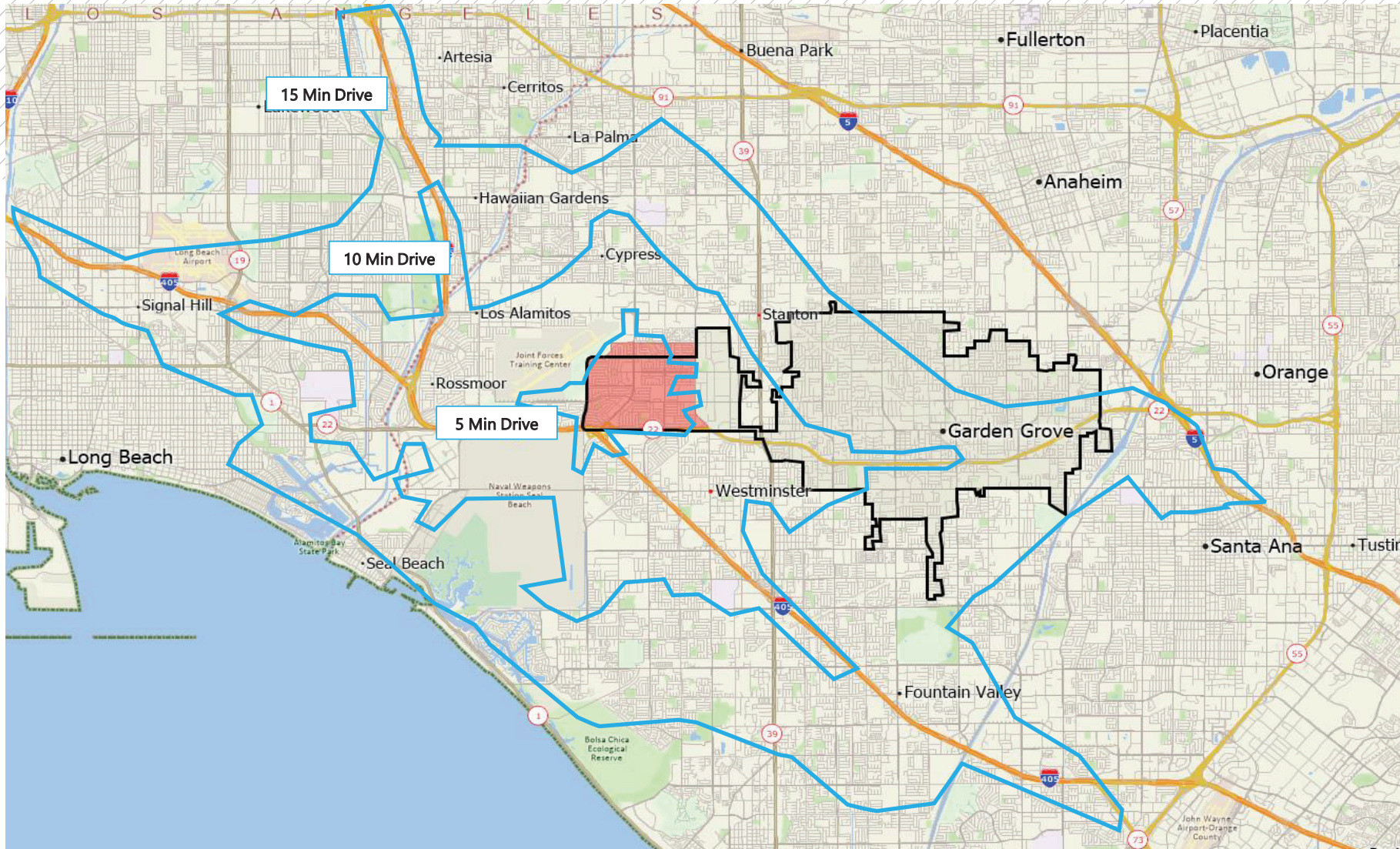
## Opportunities

- BID/Community Association to bring people together
- Create the new heart of the community
- Creative office
- Form-based code/Zoning overlay
- Diversity of experience offered beyond retail

## Threats

- Potential stagnation and further decline
- Us versus Them mentality
- High demand on City resources
- Changing nature of retail
- Resistance to change

# Retail Market Viability



# Demographic Summary 2018

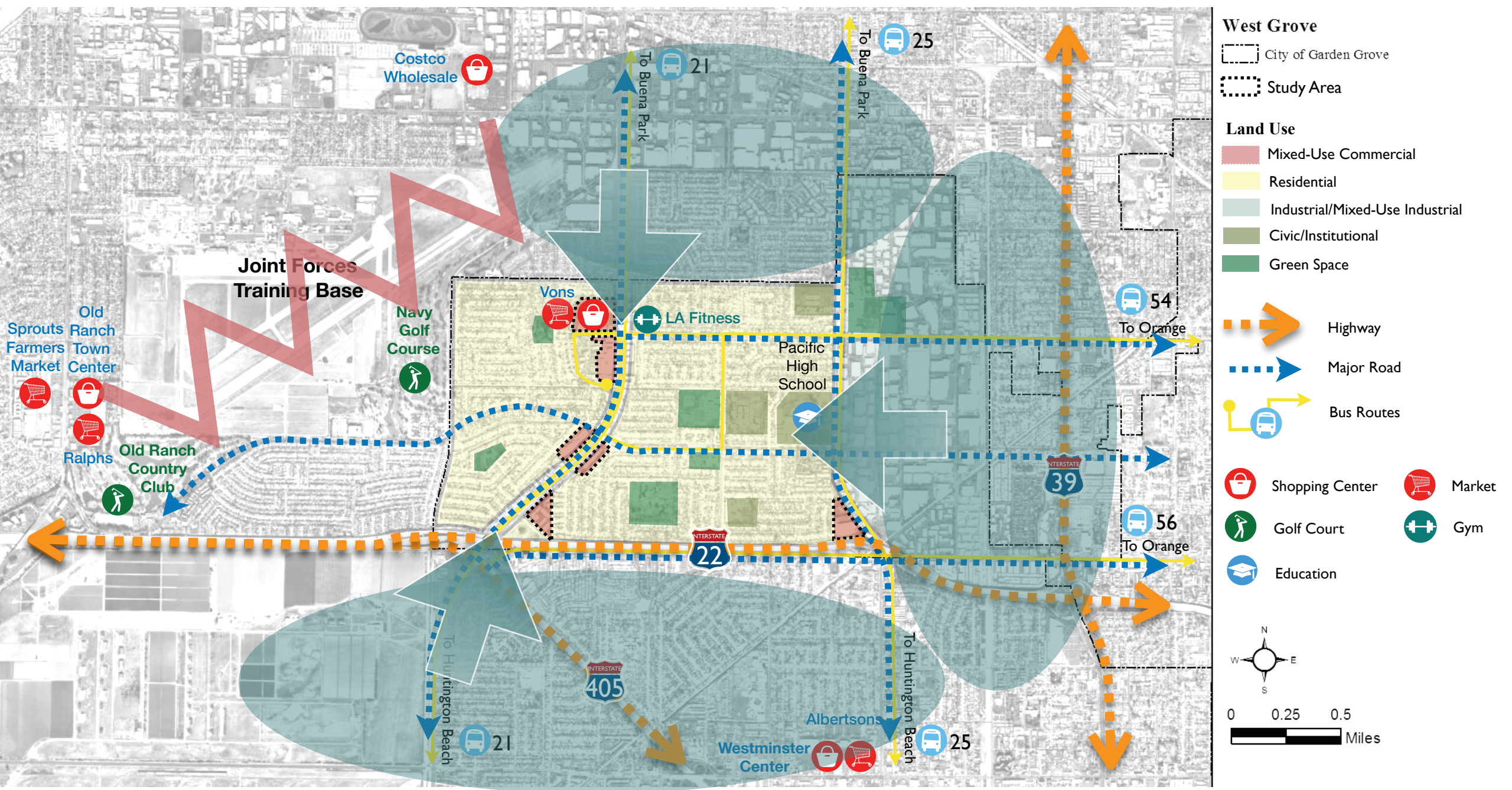
- WGG has a solid community base with strong household incomes relative to the City and County.
- Scale of the trade area is considered “Neighborhood Serving” with low population density, and cut-offs by Los Al Base, Katella and Knott.
- Slightly older profile resident base, yet re-emerging youthful families as homes turnover.
- Stagnant residential growth is negative to a retailer.

	WEST GARDEN GROVE	CITY OF GARDEN GROVE	ORANGE COUNTY
Population	20,000	178,000	3,200,000
Median Age	45	37	38
<17	20%	23%	22%
>65	18%	13%	14%
Households	6,800	46,000	935,000
Median Income	\$98,000	\$62,000	\$84,000
Growth to 2023	0.00%	1.00%	1.00%

# Retail “Gap” Analysis 2018

- There is a current “leakage” of retail dollars from WGG residents spending outside the local area.
- “Leakage” is to larger shopping areas with concentrated big-box and specialty offerings outside 5-minute drive and in neighboring cities, with Seal Beach Blvd as primary competitor.
- Gap is approximately \$500 per month per local household spent outside WGG.
- Traffic counts on the corridor (30,000-40,000 ADT) provide opportunities to capture sales from surrounding commercial areas and “pass-through” traffic

RETAIL CATEGORY	SPACE (SF)
<b>General Merchandise</b>	<b>50,000</b>
Household Items	
Sporting Goods	
Clothing/Boutiques	
<b>Food and Beverage</b>	<b>15,000</b>
Restaurant/Café	
Specialty Market	
<b>Health and Personal Services</b>	<b>12,000</b>
Beauty	
Fitness/Wellness	
	<b>TOTAL: 77,000</b>



# Providing Opportunities

a. Creative zoning strategies to assist and incentivize development sustainability along the Valley View Business Corridor area.

- Zoning Overlay for Valley View Corridor
- Update zoning to more current standards
- Allow for more options that = community needs
- Incentive for landowner participation
- Zoning to allow for range of community benefits funded by developers
- Landscape, hardscape, plaza, infrastructure

# Providing Opportunities

b. Encouraging long-term investment and partnerships with property owners and community stakeholders.

- Revenue sharing or creative and fair ways to share responsibilities/generate additional revenue
- Incentive program for a specific area and amount of time (36 mo.)
- Community Benefit District (CBD) or Business Improvement District (BID)
  - City could fund first year to jump start
  - Set the vision
  - Self-governing
  - May be more effective than enhanced code enforcement
- Community Association
  - Self-reliant, governing organization to provide community voice and participation
- Community Identity
  - Work with post office, sponsor a specific zip code to facilitate

# Strategies and Benefits of Marketing & Branding

- Benefits of branding:
  - Provides a platform to tell your story
  - Keeps program on track
  - Builds on the uniqueness of a place or community.
  - Facilitates organic growth
- The purpose of the West Grove brand / defining the audience and focus:
  - Part of the marketing plan and a basis for communication
  - Create awareness in the marketplace
  - Attract investment and commercial businesses
  - Encourages *live local, shop local*
  - Monetize the daily traffic flow of 30,000-40,000 cars daily



# Placemaking Strategies

## a. Considerations and options

- Create a new and appropriately-sized heart of the community with gathering and meeting places
- Code enforcement to foster quality environment
- Community Association that supports community experiences using existing infrastructure
- Community District to fund Public Realm Maintenance and Improvements
- Engaged local Small Business Assistance and Cottage Food Operations Programs

A Marketing plan combined with a placemaking strategy could create opportunities to promote the Valley View Business Corridor and develop a potential “brand” to celebrate the small business entrepreneurs.

# Next Steps

## SHORT TERM

- Scaling the expectations
- Enhance the physical environment
- Convene a community educational forum on the realities of retail

## LONG TERM

- Develop community brand and strategy for who you are now, and plan for where you want to be
- Encourage uses that are desirable and feasible for West Grove





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Thank You