

Existing Conditions Report Shannon St. Business District

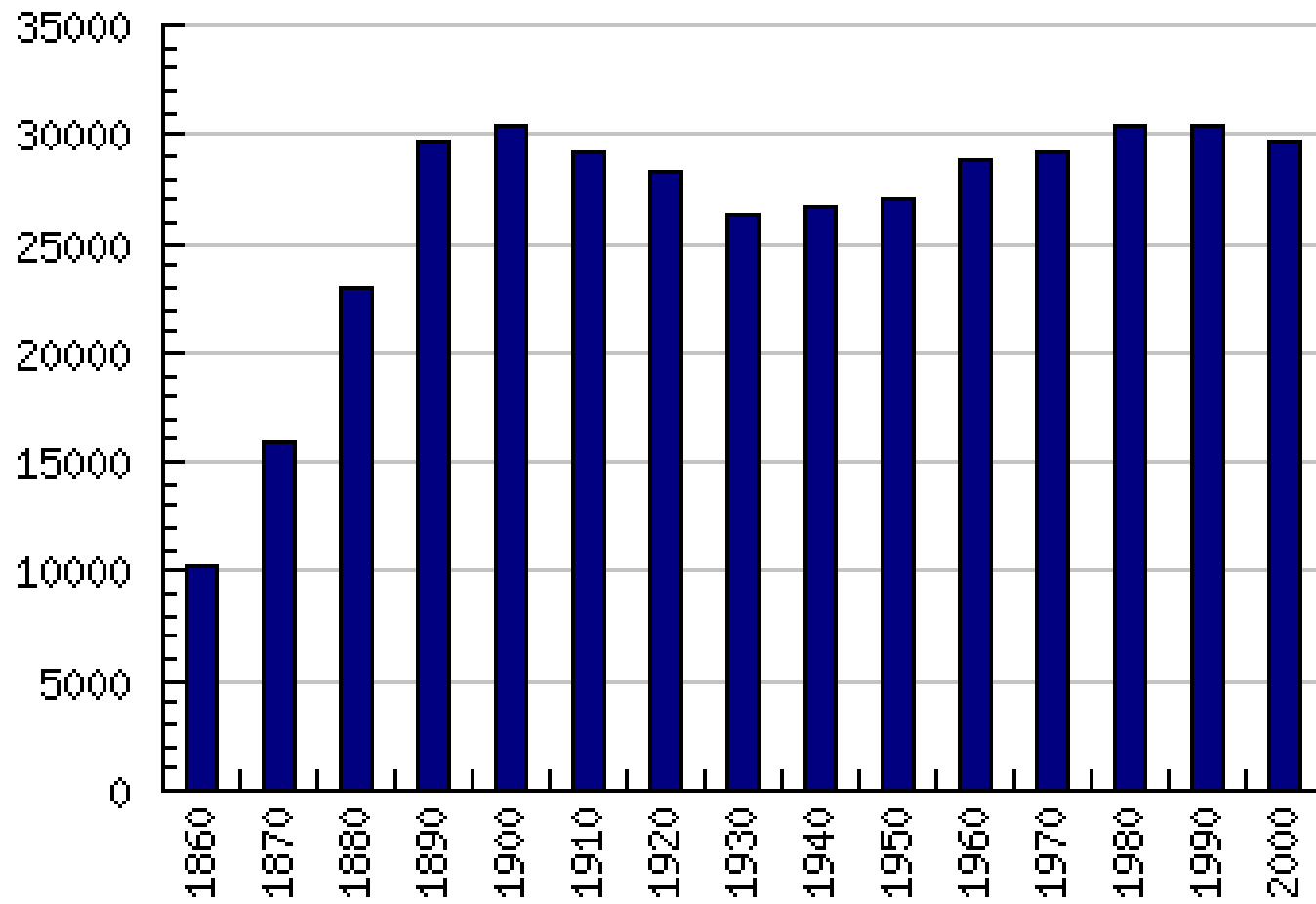
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*Presented to:
Southside Business Association
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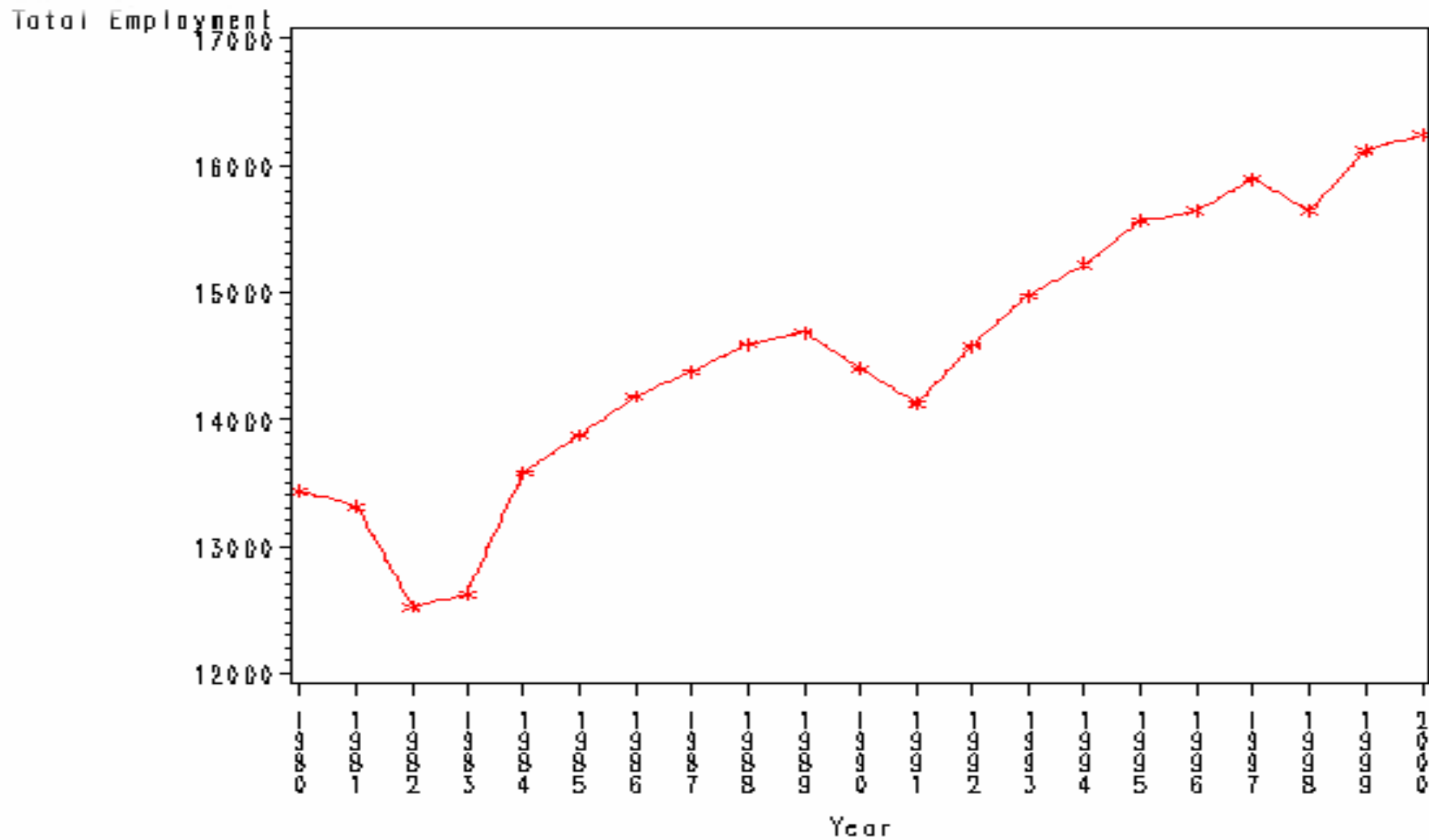
Van Wert Economic Highlights

- Labor force within commutable distance (30 minutes) is roughly 316,840.
- Median age is 36.2 years, compared to 35.5 years for the state and 34.9 for the nation.
- In 2000, the household income was \$35,491, while the state of Ohio was \$39,454 and the nation, \$43,458.
- 49% of households have a median income of less than \$35,000 per year, indicating a potential for second-income earners (source of retail employees).
- 30 % of the workforce is employed within manufacturing, vs. 21% for the state, 15% for the nation. 80% of the manufacturing employment is within the transportation or automotive sectors.

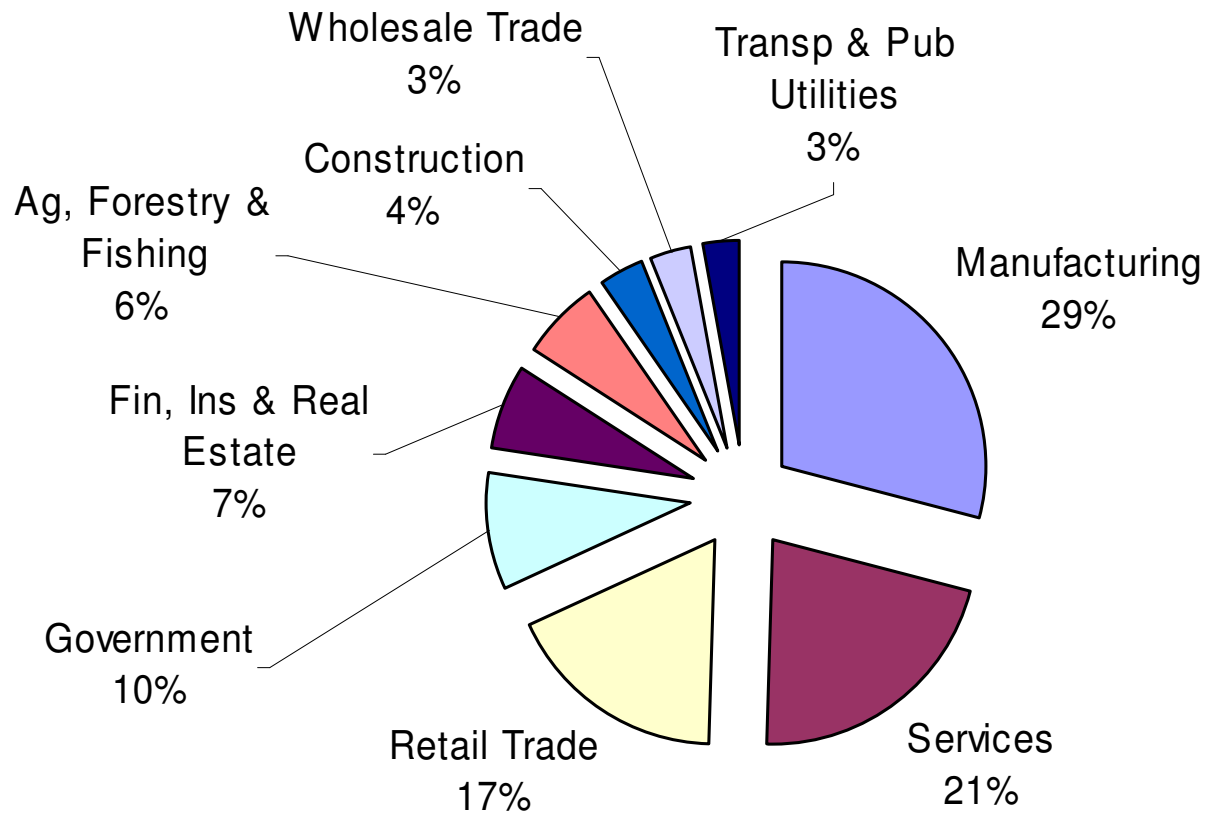
Population Over Time



Total Employment 1980-2000 Van Wert County



Sectoral Employment Shares 2000 Van Wert County



Employment Change 1990-2000 Van Wert County

Industry Classification	Employment 1990	Employment 2000	Employment Change 1990-2000	Percent Growth 1990-2000
Manufacturing	4,402	4,745	343	7.8
Services	2,745	3,469	724	26.4
Retail Trade	2,198	2,823	625	28.4
Government	1,438	1,556	118	8.2
Fin, Ins & Real Estate	847	1,084	237	28
Ag, Forestry & Fishing	1,250	988	-262	-21
Construction	651	595	-56	-8.6
Wholesale Trade	538	545	7	1.3
Transp & Pub Utilities	300	431	131	43.7
Mining	24	.	.	.
	14,393	16,236	1,867	13.0

Goals

- Retain and attract commercial businesses within the Shannon Business District to promote a balance and synergy between shopping on the north and south side of town, and Main Street.
- Employ smart growth strategies that build on existing assets and infrastructure.
- Serve residents who wish to pursue more leisure and family time by working, shopping and recreating close to home and in a setting that promotes good living.

Objectives

- 1) By diversifying and strengthening the retail base, we will slow the flow of retail spending outside of Van Wert.
- 2) The quality of life will improve and will result in the attraction and retention of youth, families and senior citizens in our area.
- 3) Strengthening the retail base will improve our tax base and provide for increased and improved services without tax increases.
- 4) Commercial development will assist in attracting industry and jobs to the area through an enhanced quality of life.

Impact Indicators

2006-2009

- 1) Retail sales leakage will be reduced by 50% (from 50% to 25%).
- 2) Retail sales will increase overall and for the District by 3%.
- 3) Population will increase by 1% (300 people).
- 4) Median age will drop by .2, from 36.2 to 36.
- 5) Median income will rise relative to Ohio to within \$3,000 of state median, vs. \$4,000.
- 6) Retail employment will rise from 17% to 20%, or by about 500 jobs.
- 7) Three new industrial plants will locate in Van Wert, averaging 100 jobs each.

Shannon St. Business District Statistics

- Three primary strip centers representing almost 400,000 sq. ft. of retail/commercial space.
 - Shannon Station, 145,600 sq. ft.
 - Summit Shopping Center, 148,290 sq. ft.
 - Van Wert Plaza, 100,000 sq. ft.
- Currently 8% vacancy rate. Vacancy rate will rise with Wal-Mart move in November, and anticipated loss of Hallmark, to almost 19%.
- According to Wal-Mart Realty, the population within a 1 mile radius is 868, 3 mile 12,388, 5 mile 13,618 and 10 mile 21,749.
- The most attractive feature about the Van Wert retail picture is disposable income, in the top 25% of rural areas in Ohio.

Shannon St. Business District

Primary Issues

- Vacant space
 - Wal-Mart move
 - Dave's Market space
- Retention
 - Groceries
 - Clothing Stores
 - Restaurants
 - Other

Shannon Station

- Malan Realty Investors owner of Shannon Station
- Linder Company leasing agent for Malan – Wayne O’Hara
- Wal-Mart space vacant in November with 65,930— available January 06 (90-120 days to vacate and clean)
- Brooks Hallmark – 2,800 sq. ft., three other vacancies – two 1,200 and one 2,400 sq. ft.
- Wal-Mart lease through 2009, will sublease
 - Property on their web site www.walmartrealty.com
 - Mark Willis and Dell DeMayo sales agents
 - Promising much activity when building available in January

Van Wert Plaza

- Syd Wright Company sold center to Gabriel Jeidel (G&J Realty—New York) last Friday. New owners interested in bringing in tenant(s) to two outlots, possibly paving parking area.
- Center currently 100% occupied.
- Outlots include vacant area between Medical Connection and Big Lots that can accommodate up to 23,000 sq. ft. building.
- Burger King has long term lease (12 more years), Marsh lease up 2 ½ years.
- Other new leases including Big Lots Furniture and Curves.

Summit Shopping Center

- New owners – First Commercial Realty & Development (Detroit)- David Green, Christopher Lynn
 - Have had success
 - The Bridge, NEXT, Shoe Sensation, Underground Attitude, Star Struck Video
- Dave's Market
 - Some interest in space, including site visit by national “home goods” store this week needing 15-20,000 sq. ft. and looking only southside.
- Three acre outlot also has interest—business currently developing plan. Owners may also add another outlot for potential restaurant.
- Leasee terms typically 3-5 years.

Success Indicators for Shannon St. Business District

- Increased average rents
- Increased retail sales (using sample stores starting with third quarter 2005)
- Vacancy rates stay below 10%
- Retention of existing stores
- New stores opening
- Increase in retail employment

What is being done?

- 1) Compile statistical information to sell Van Wert County to retailers.
- 2) Survey the public on what types of retail stores they are interested in.
- 3) Hold “How to Complete with Wal-Mart” workshop
- 4) Develop and maintain communication with developers of centers who are motivated to lease or sell space.
- 5) Piggyback on the efforts of center developers who are attending shows and making contacts.
- 6) Call, send e-mails and letters to retailers and commercial businesses on opportunities.
- 7) Meet with southside business and property owners to review/revise strategy.

What more can be done?

- 1) Franchisees have shown interest in Van Wert. Should we have a forum to match franchisees with potential owners/investors?
 - 1) Skyline
 - 2) Carver's
- 2) Have meeting with three center owners/developers to discuss marketing plans and assist where possible.
- 3) Organize Shannon St. Business Improvement District to provide for business plan, incentives and/or strategies to retain and attract businesses to the district.

Suggestions?