

WALKABLE NEIGHBORHOOD PROPOSAL

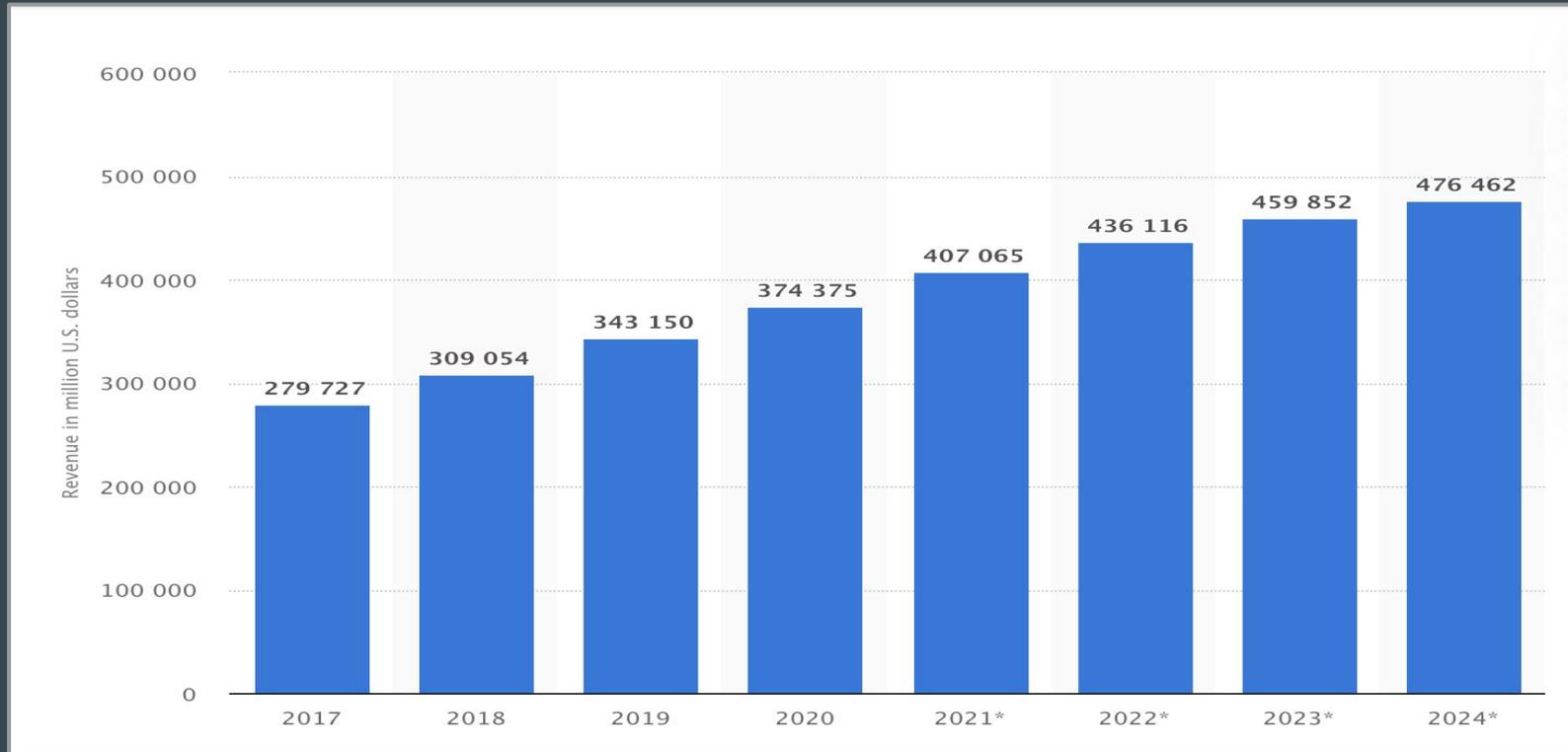
Based on
Market Analysis
& 2017 Cottage Grove Road: Atwood Activity Centers Plan



Cottage Grove Road
Activity Centers Plan

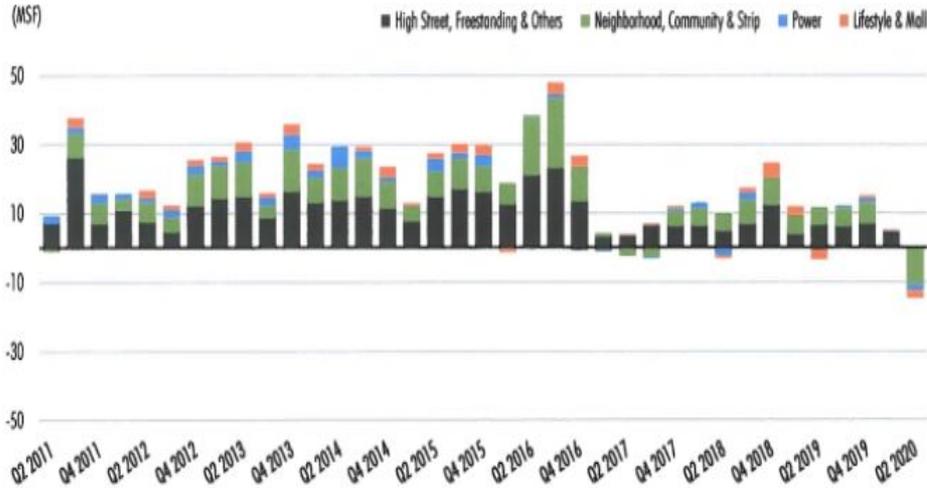
Market Analysis and Trends

U.S. RETAIL E-COMMERCE SALES 2017-2024



Market Analysis and Trends

TOTAL RETAIL RECORDS NEGATIVE NET ABSORPTION



Source: CBRE Economic Advisors, Q2 2020

The neighborhood, community and strip center segment...posted the biggest amount of negative net absorption of more than 10 million sq. ft

CBRE RESEARCH

Declining Future of Car Centric Strip Center

AVAILABILITY RATE



Vacant Mixed-Use Retail in Trade Area

Grove 100%

3000 sq ft



16,580 + 20,000 sq ft



ROYSTER 100%

Garver 75%

8000 sq ft



8,000 + 13,500 sq ft



UNION CORNERS 75%

Atwood Activity Center Trade Area



SCHEINIKS-ALWOOD - Successful Walkable Activity Center

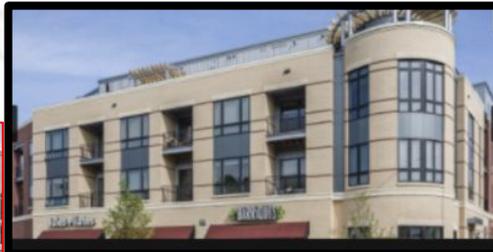
Stop-N-Go
AVENTINE WALK SCORE 90



Union Hair Parlor
Barrymore Theatre



Jewelers Worksho
CORNERSTONE WALK SCORE 89



KENNEDY PLACE WALK SCORE 89



VELO WALK SCORE 88



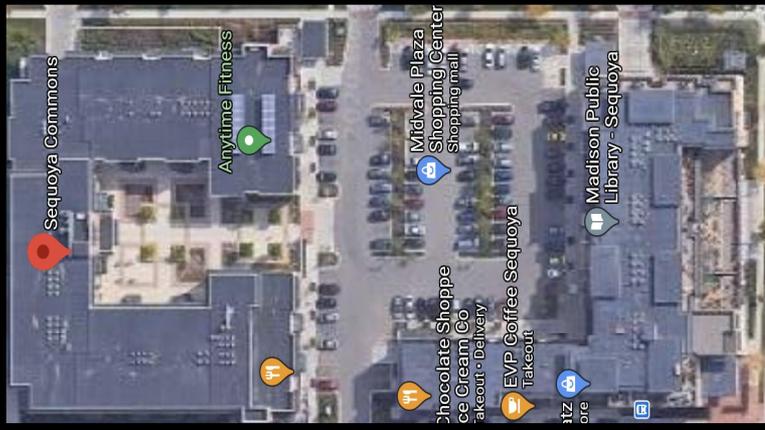
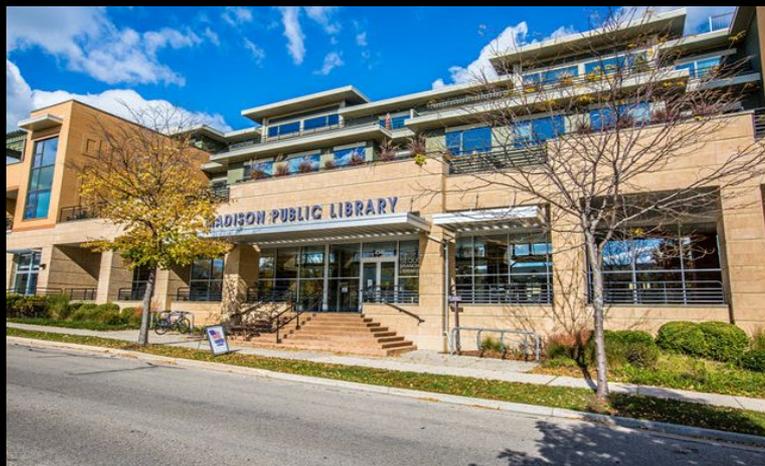
ASANA WALK SCORE 89



KENNEDY POINT WALK SCORE 89



Successful Activity Centers:



Sequoia Commons Project

Royster Commons Project

Gateway to the Neighborhood



Proposed Gateway to the Neighborhood



Existing Gateway to the Neighborhood

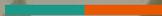
Conclusion

By adding residential density and a 20,350 sq. ft. retail corridor, a project on the corner of Cottage Grove and Monona can function as a gateway to Royster Commons thereby contributing to the overall walkability of the neighborhood.



activity center concept



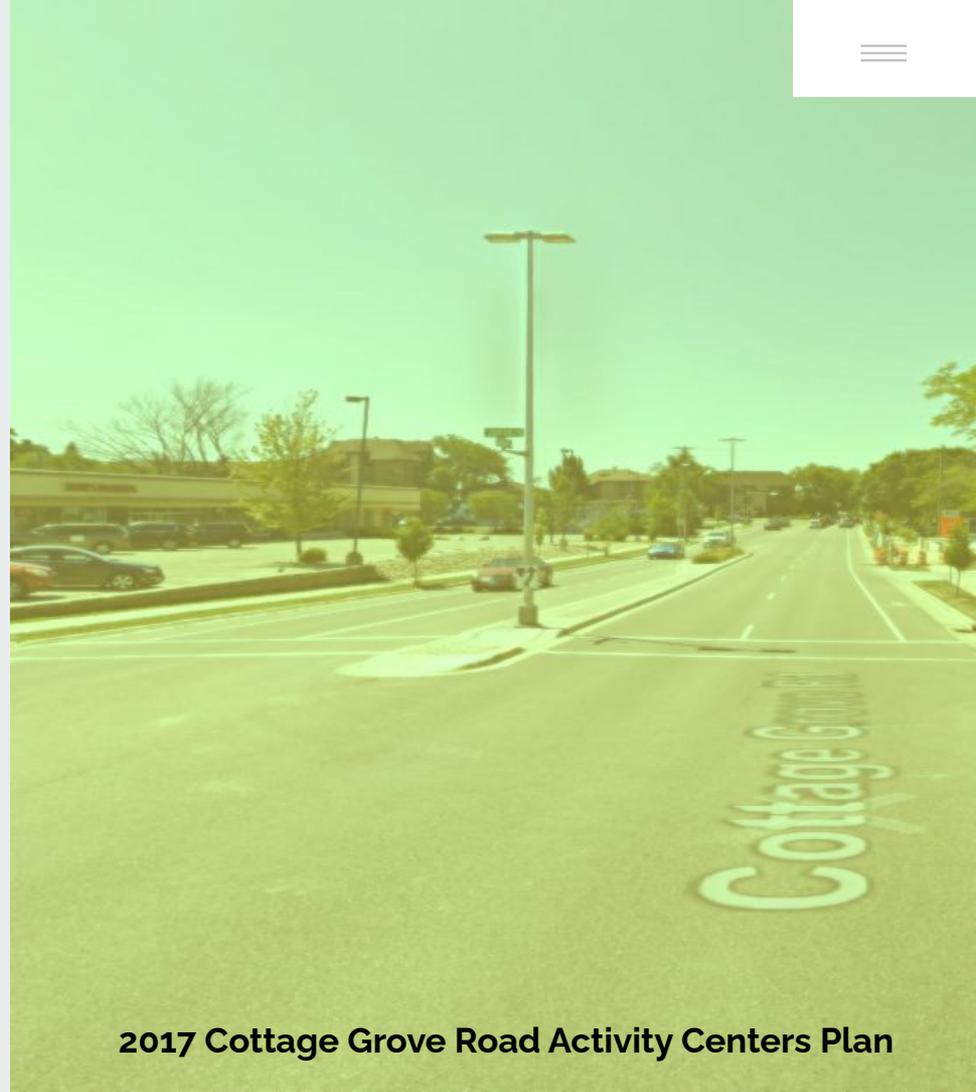


vision

“ While adding a considerable amount of housing units in the Activity Centers will not dramatically change the retail picture, some very limited neighborhood serving retail could successfully accompany some of this development. ”

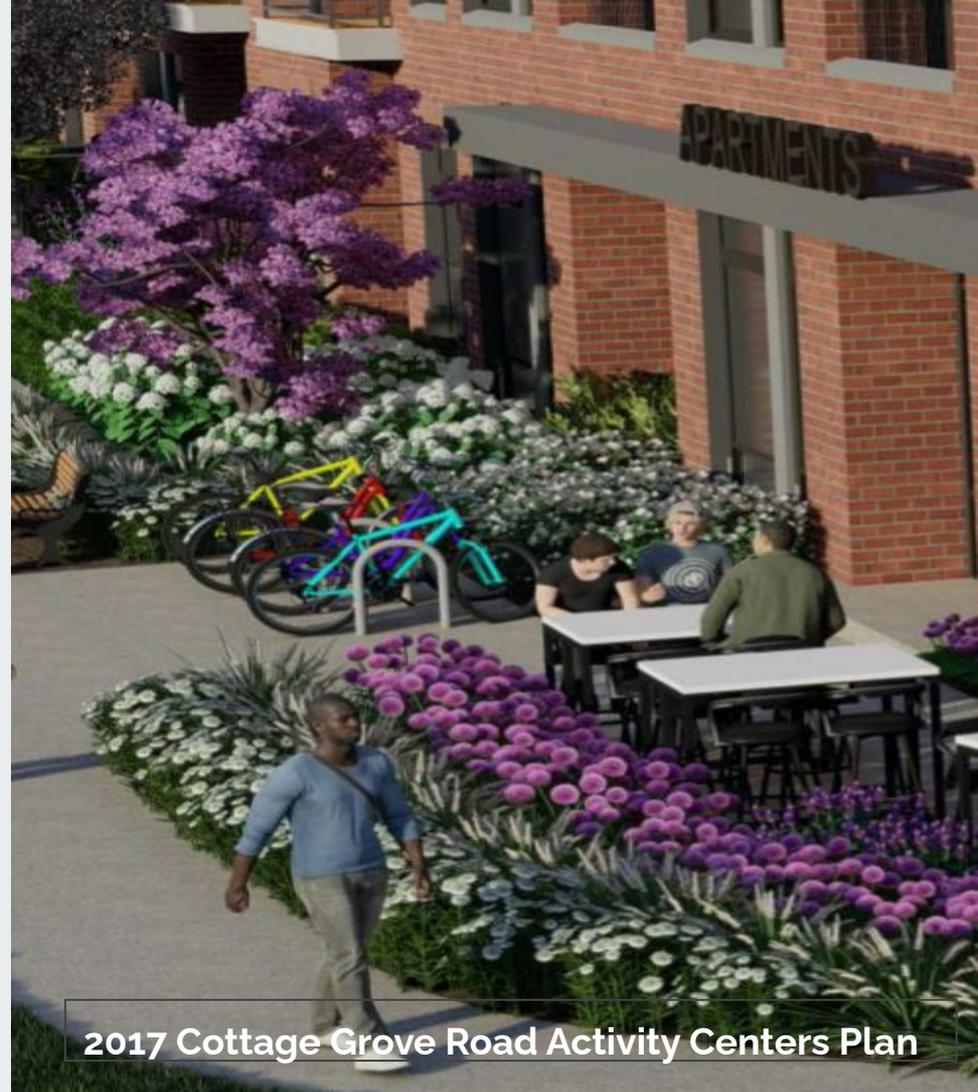
problems to solve

- 1 vacant businesses
- 2 lack of dining options
- 3 lack of trees
- 4 no benches



community plan objective

- FITNESS OPPORTUNITIES
- RESTAURANTS/ OUTDOOR SEATING
- INCUBATOR/ FLEX SPACE FOR START-UP'S
- PERSONAL & PROFESSIONAL SERVICES
- STREETScape AMENITIES E.G., BENCHES
TREES, PLANTERS, OUTDOOR PATIOS, &
BIKE RACKS



2017 Cottage Grove Road Activity Centers Plan

**PROPOSED
SOLUTIONS**



co-working



streetscape



dine



fitness

Proposed solutions: co-working

- 01 | private work space
- 02 | communal co-work space
- 02 | event space
- 04 | communal kitchen





proposed solutions: work-live



LIVE

- 1) beauty services
- 2) therapist
- 3) architect

WORK

- 4) attorney
- 5) accountant
- 6) chiropractor

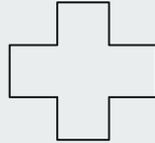


PLAY?

- 7) childcare
- 8) artist
- 9) designer



conclusion



- density
- a viable activity center strategy as per the preferences of the 2017 cottage grove activity centers plan
- streetscaping

addresses both the weaknesses and retail requests identified in the neighborhood plan.





Thank you.



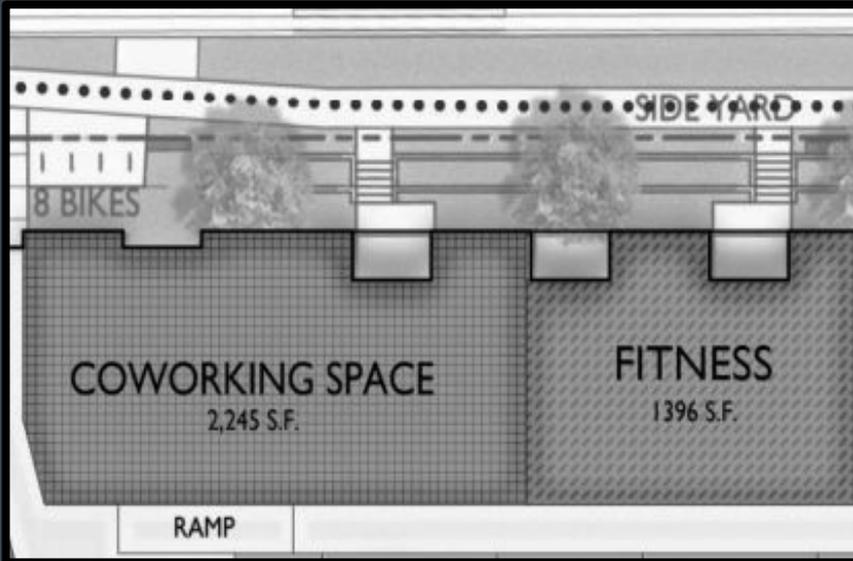
Thriving Commercial Corridor



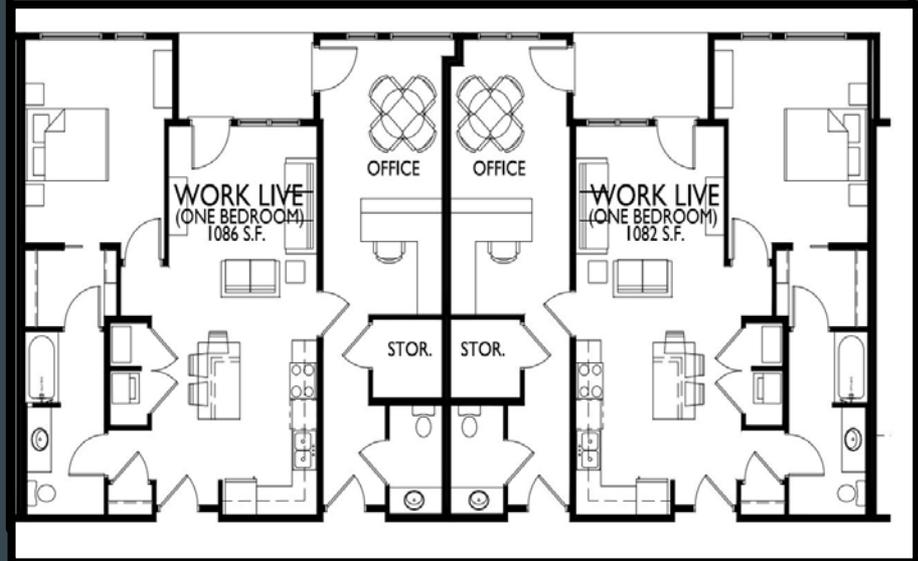
October 5, 2020

Build-Out Supports Long Term Commercial Tenants

Coworking Floorplan



Work-Live Floorplan



Commercial Incentives

Co-Working & Fitness

- Dedicated larger space to Co-Working and Fitness than could be justified for a building amenity
- Needs to function as viable commercial enterprise, attracting paying public.
- Seeking Third Party Operators

Commercial Incentives

Work-Live

- Longer term leases on work-live space preferable to short term residential leases.
- Pre construction, incentive to find sole work use of suite.
- Incentive to look for work-live tenant remains, long term, each time unit become vacant.

Proactive & Targeted Marketing

1) Dining option for western commercial space

2) Tenant for eastern commercial corner

3) Target professional service providers for Work-Live units utilizing in-house management marketing firm.

THANK YOU.