



Protecting the “Third Place:” The Pandemic’s Impact on Commercial Corridors and How to Support Them

#LiveAtUrban

Housekeeping

- Event is being recorded and the recording will be posted online afterward.
- The slides and speaker biographies are available online.
- All participants are muted.
- Type your **questions** or **comments** into the Q&A box at any time.



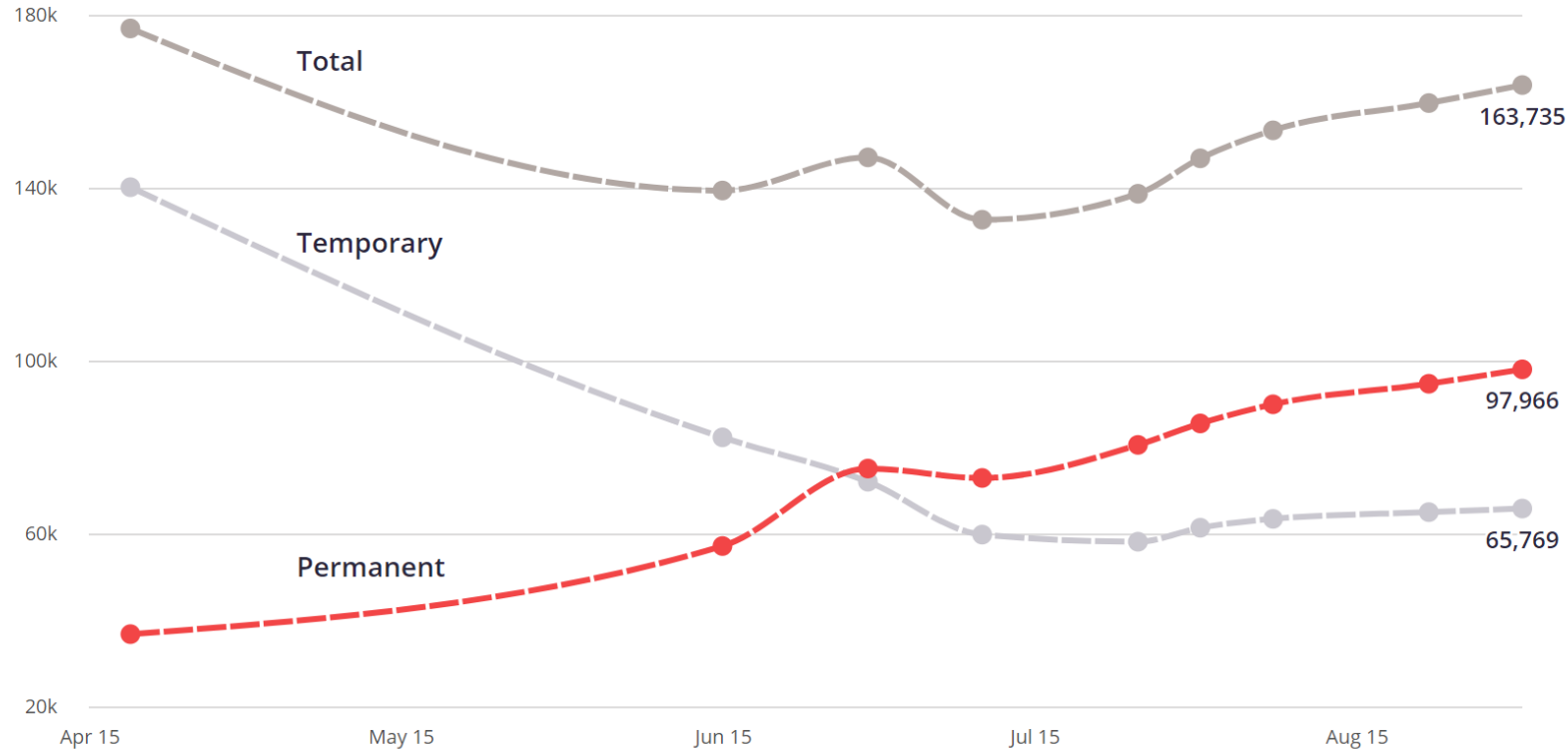


Protecting the ‘Third Place’

The Pandemic’s Impact on Commercial Corridors and How to Support Them

Permanent business closures have increased steadily since the pandemic began

Number of businesses marked closed on Yelp that were open March 1



Source: Yelp

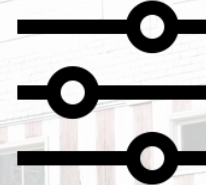
The US was already experiencing a retail meltdown



Rise of
e-commerce

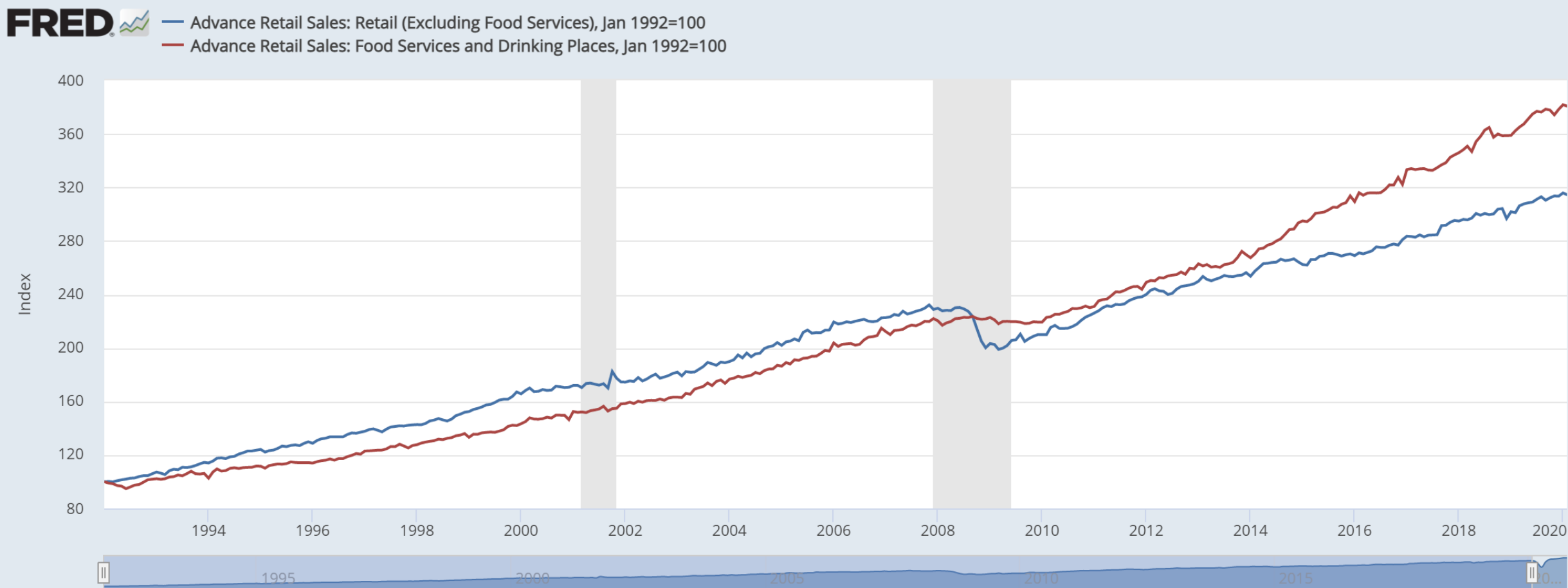


Shift in
consumption
patterns



Poor
management

Food services and drinking places have been outperforming non-food retail



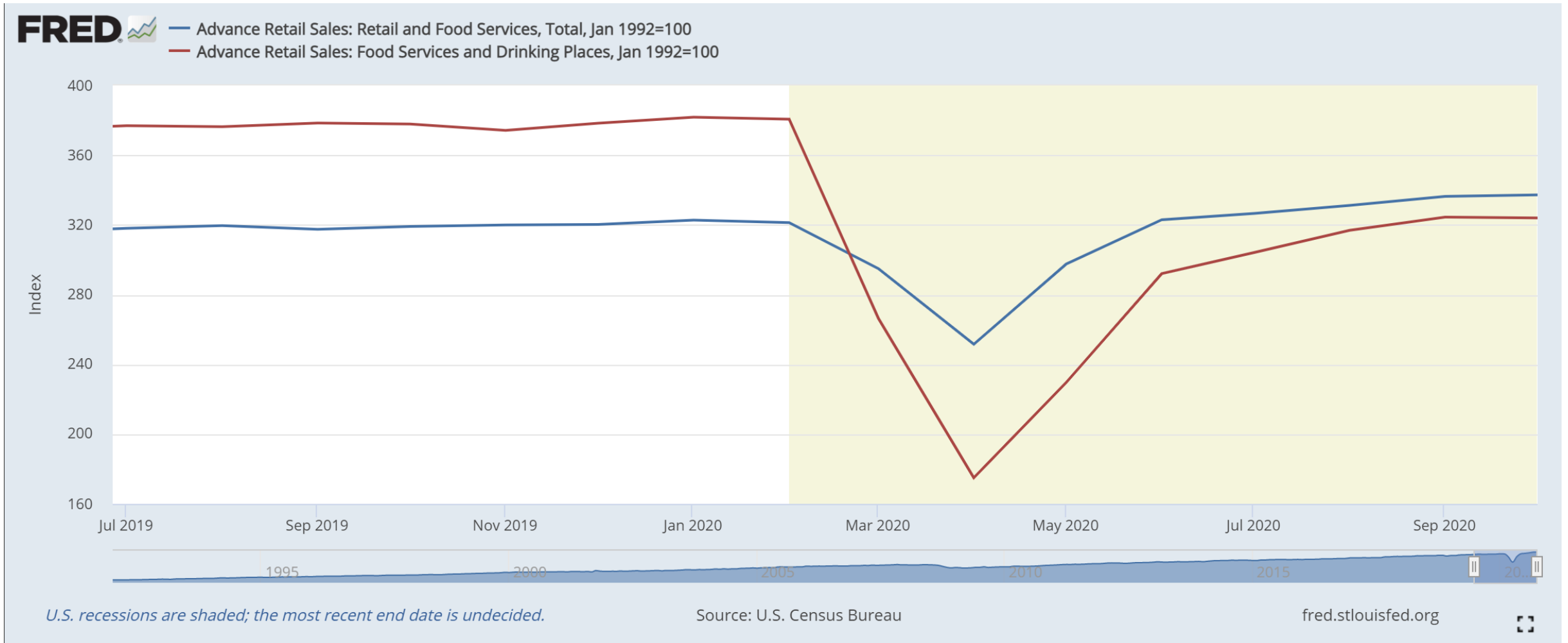
U.S. recessions are shaded; the most recent end date is undecided.

Source: U.S. Census Bureau

fred.stlouisfed.org



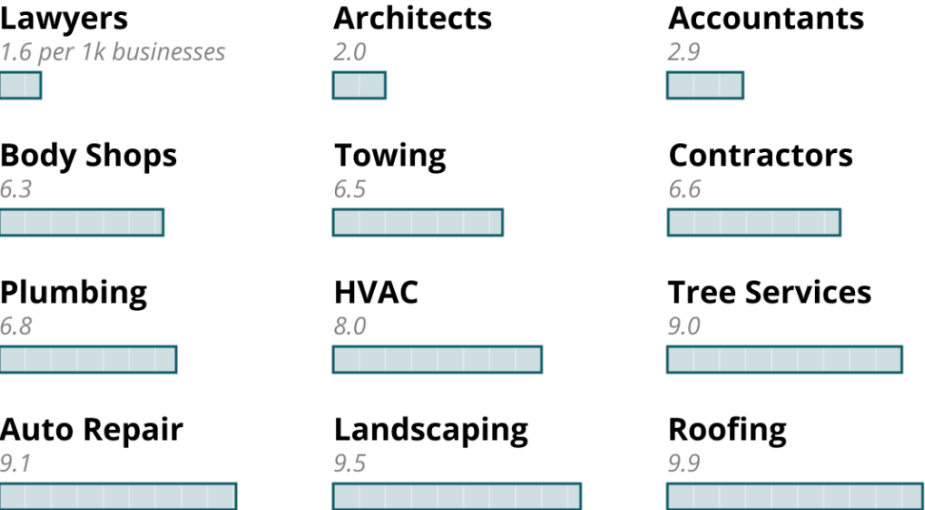
The pandemic has affected food and drinking businesses more severely



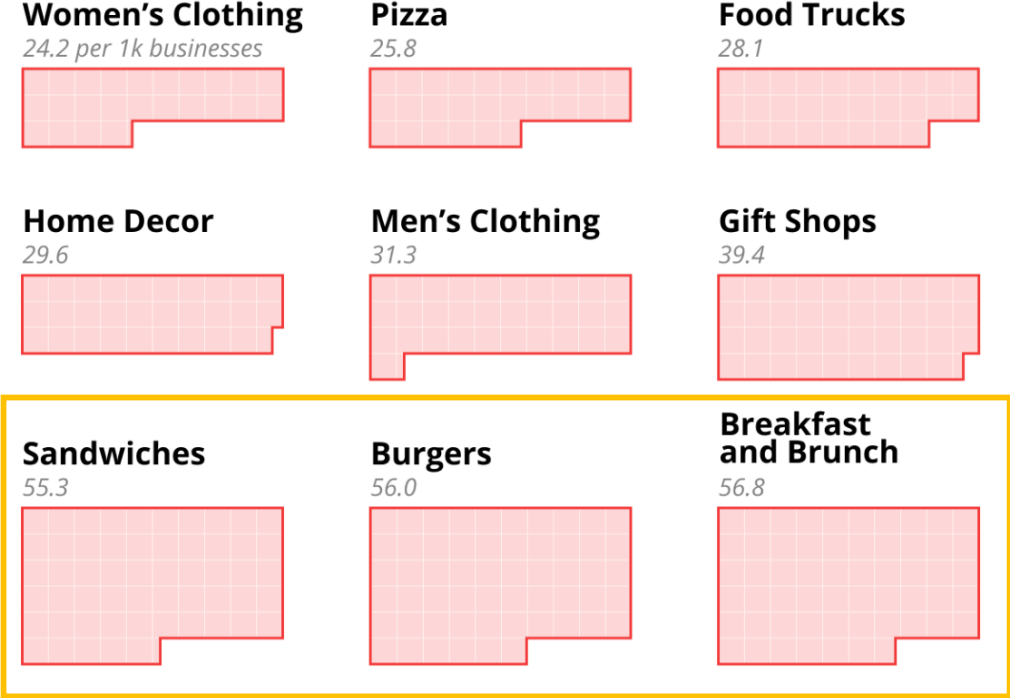
The pandemic has affected food and drinking businesses more severely

 = 1 business closed per 1,000 businesses since March 1

Home, local, professional, and auto services businesses have been staying afloat

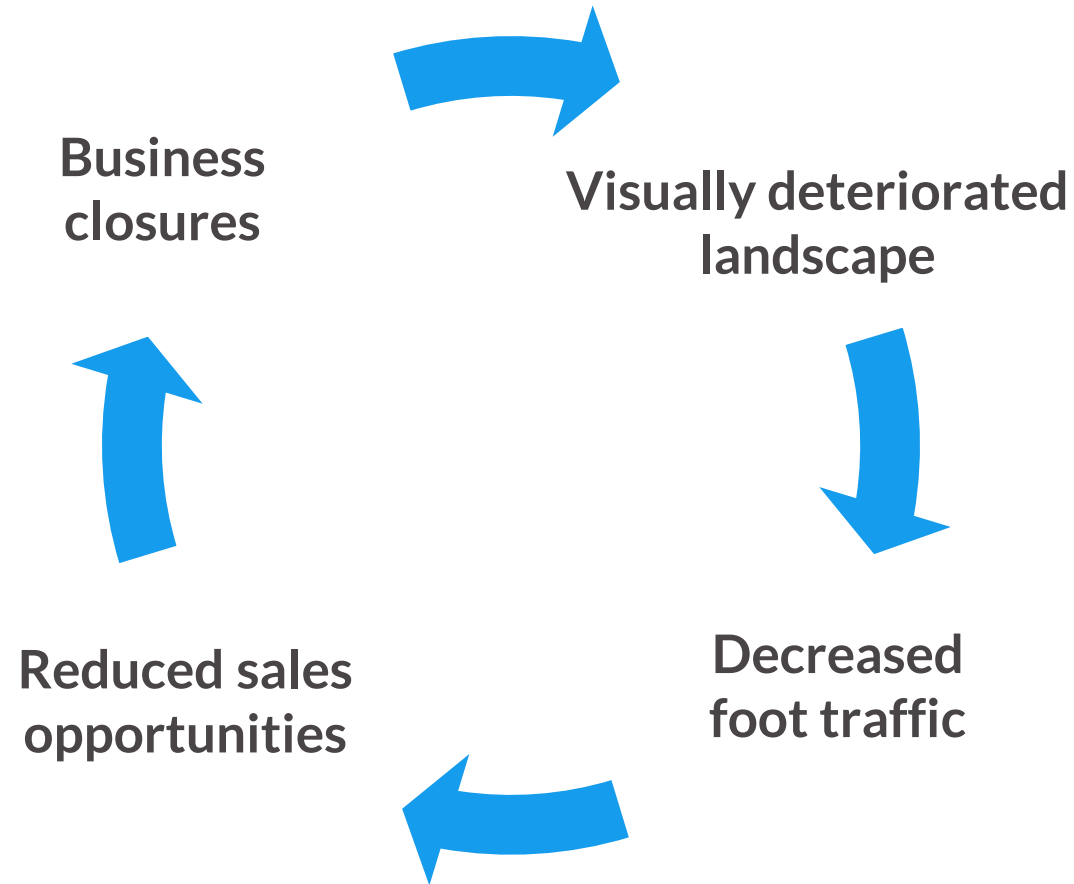


Restaurants and retail businesses have been struggling



Source: Yelp

Property vacancies on commercial corridors can create a vicious cycle



Vacant buildings are associated with negative effects on communities



Reduced property
values



Risk of fires



Crime



Trash buildup and
attraction of
rodents

Uncharted territory



Photograph credit: Taylor Glascock/Bloomberg



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Researching Urban Storefront Retail

Emily Talen
University of Chicago

Urbanism Lab

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The Urbanism Lab is a focal point at the University of Chicago for the study of the built environment and its meaning and impact. Our research interests are reflective of social, cultural and political movements aimed at improving the quality of the built environment. Of particular interest is the notion of sustainable urbanism and the ability of cities to be places of vibrancy, social diversity, and community identity.

urbanism.uchicago.edu

The long slow decline of urban storefront retail





The Great



AND THE STRUGGLE
FOR SMALL BUSINESS
IN AMERICA



Marc Levinson

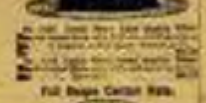


PROFESSIONAL MENS SUITS
MINISTERS DOCTORS LAWYERS



LIFE PRESERVERS.

MENS STRAW HATS.



1897 SEARS, ROEBUCK & Co. CATALOGUE

A WINDOW TO
TURN-OF-THE-
CENTURY AMERICA

Fine Needle Buckle.



Goodyear Welt Shoe.



"AN
ARTIFACT
TO MAKE
THE
MOUTH
WATER."
—AMERICAN
HERITAGE

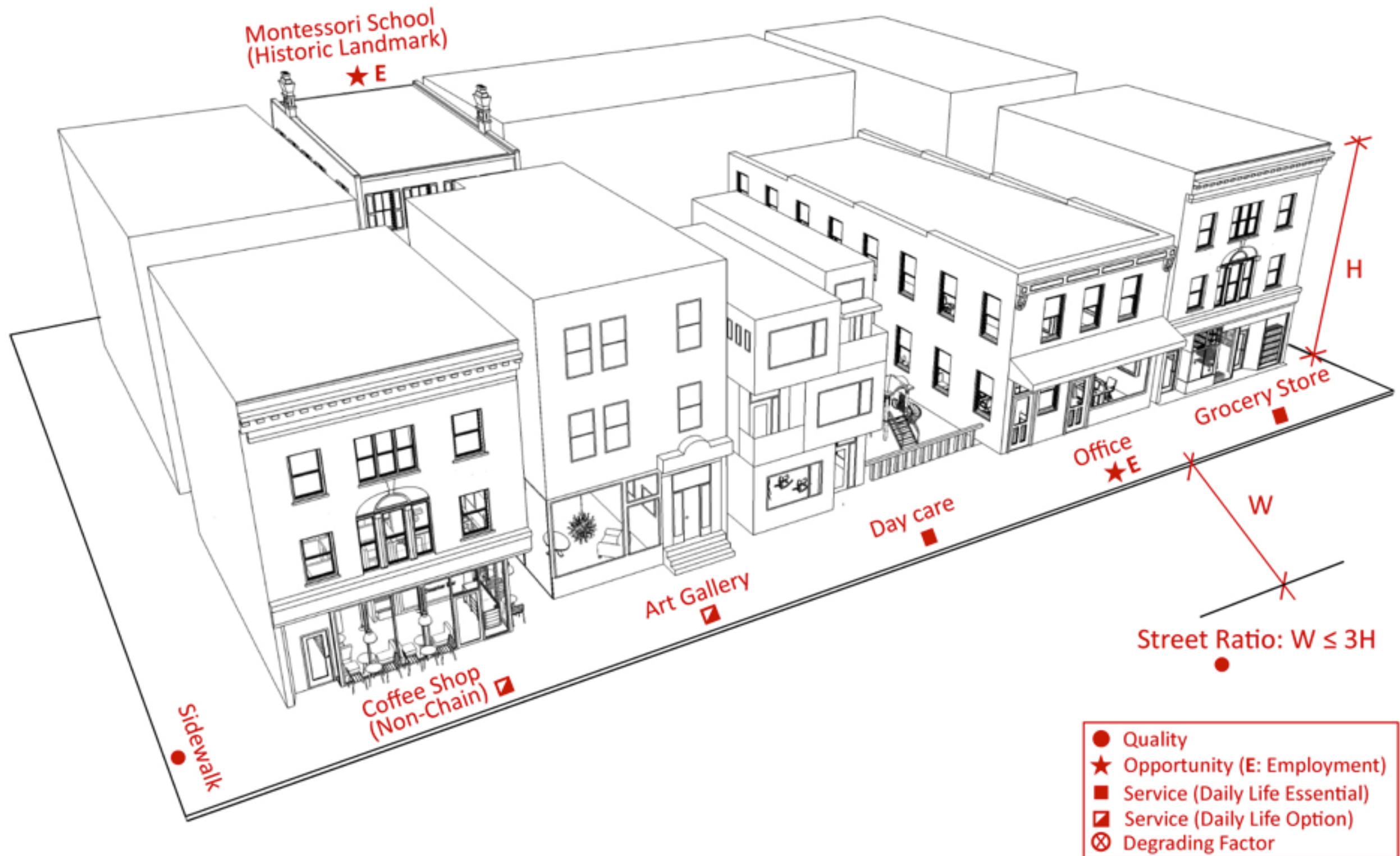


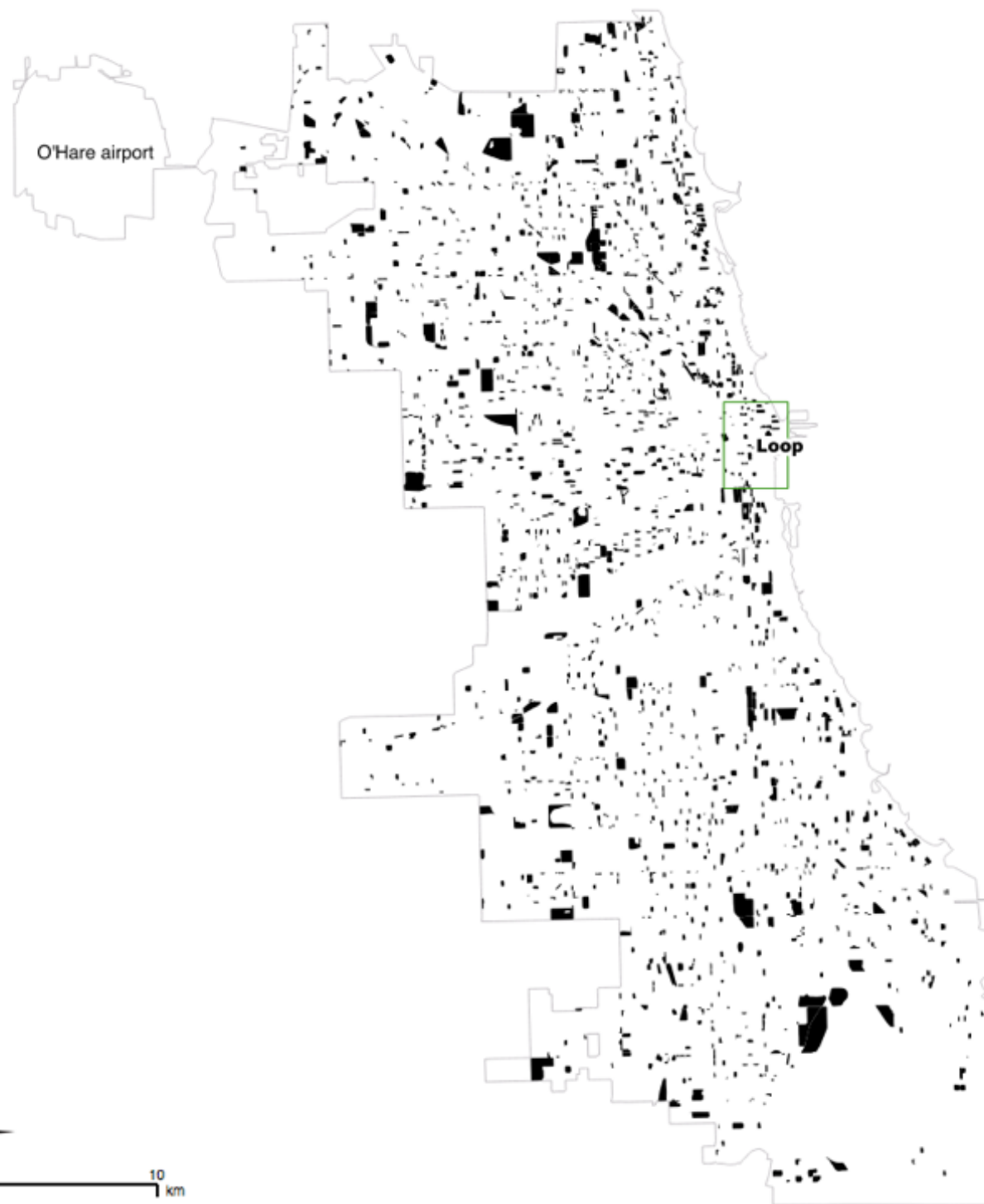




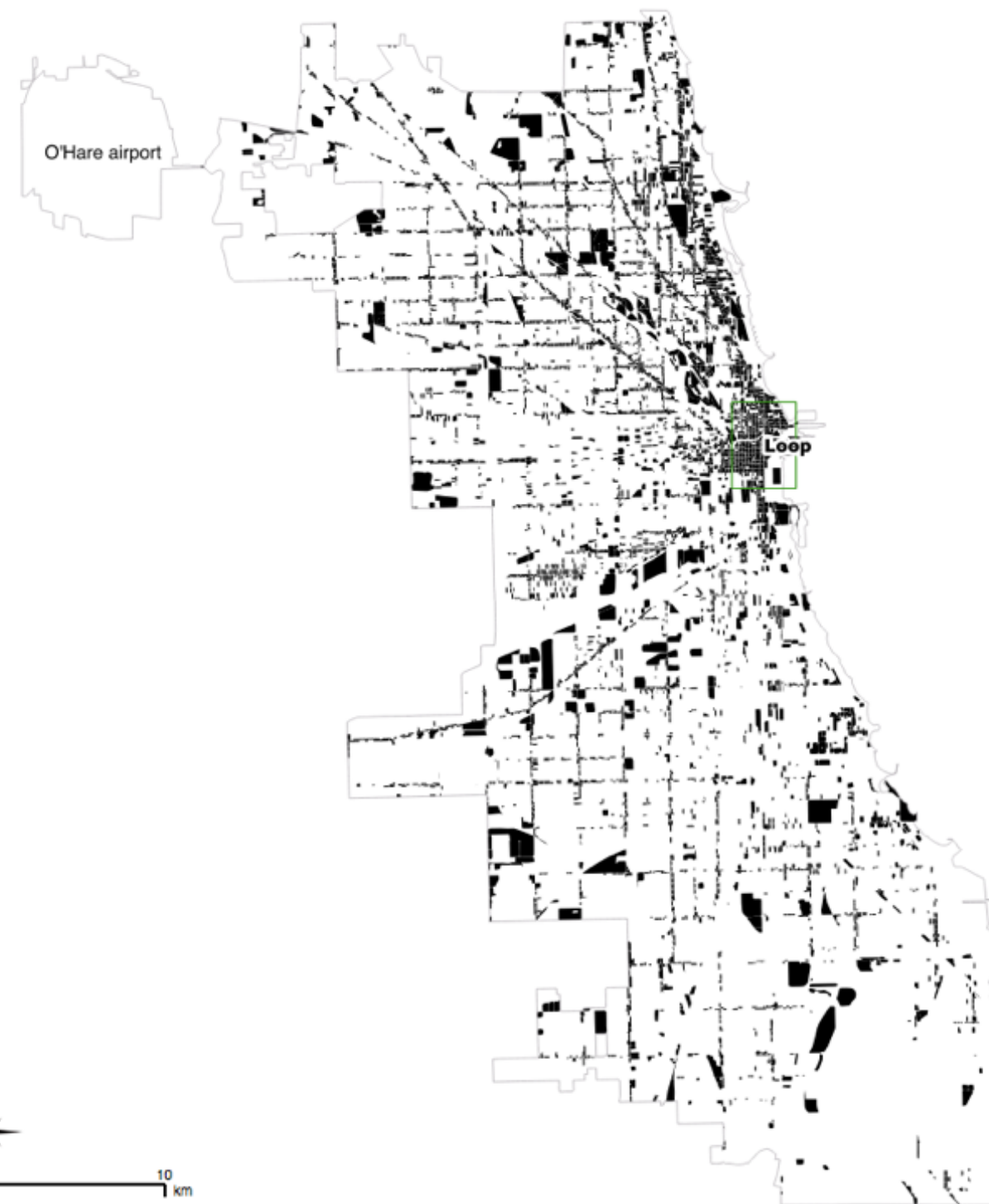
1. Where/what is “Main Street”?

Concept illustration of block satisfying three categories: services, opportunity, quality

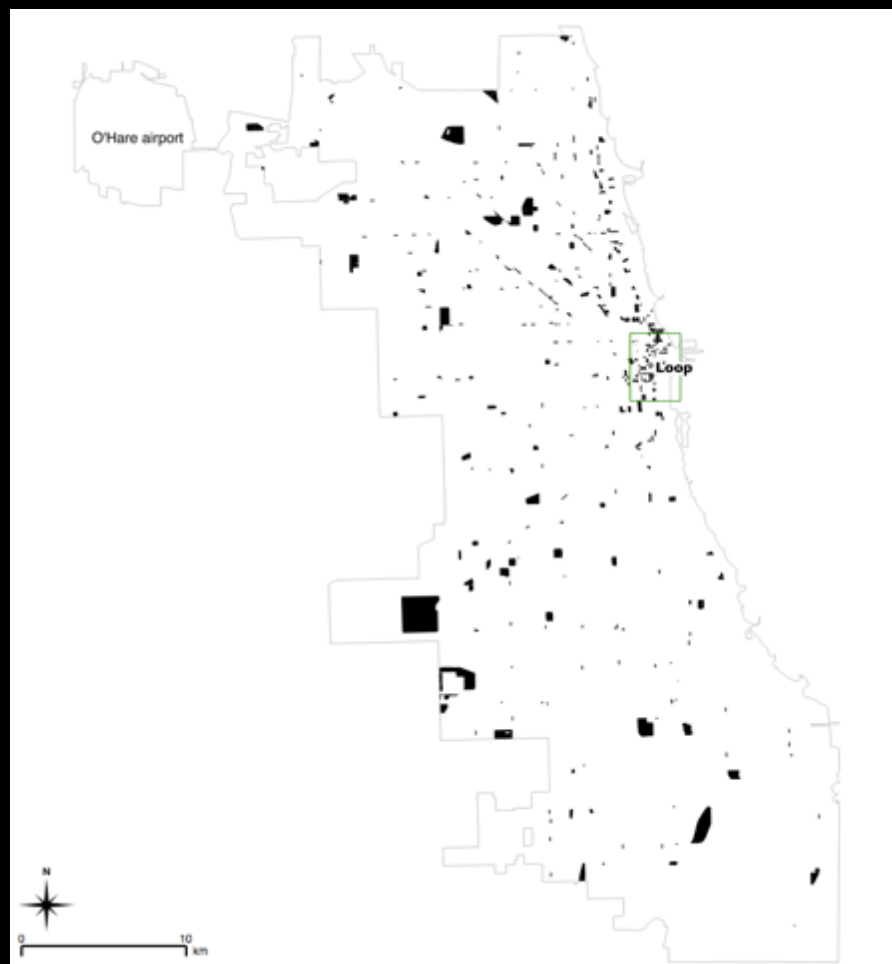




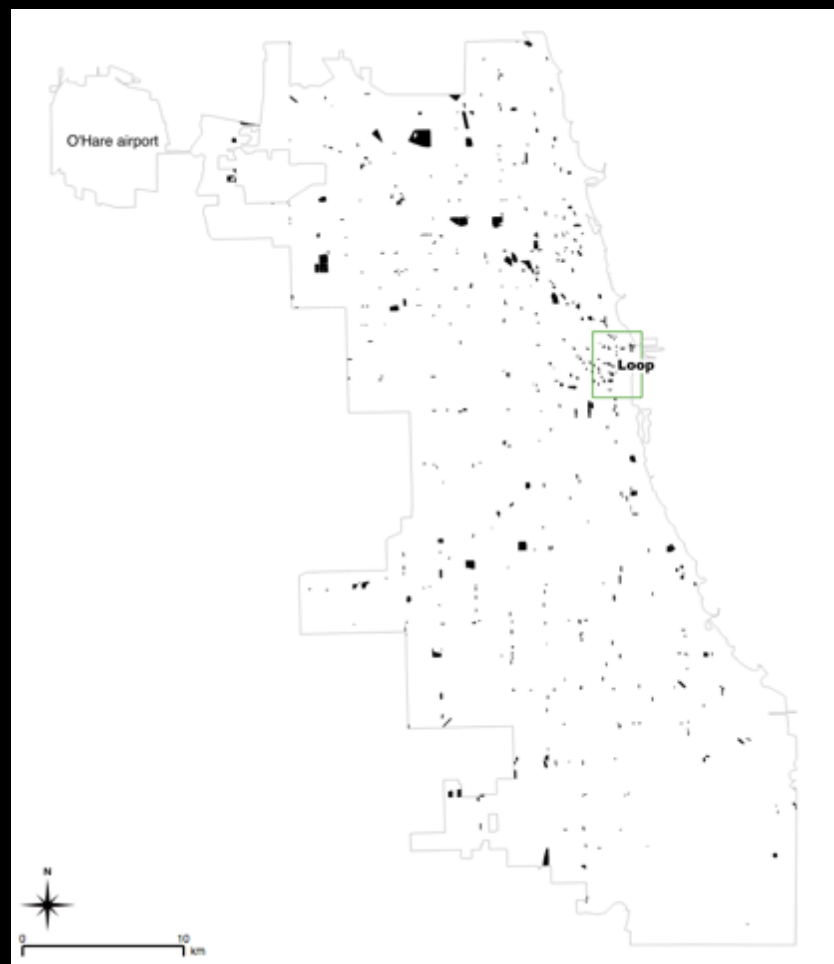
Essentials



Amenities



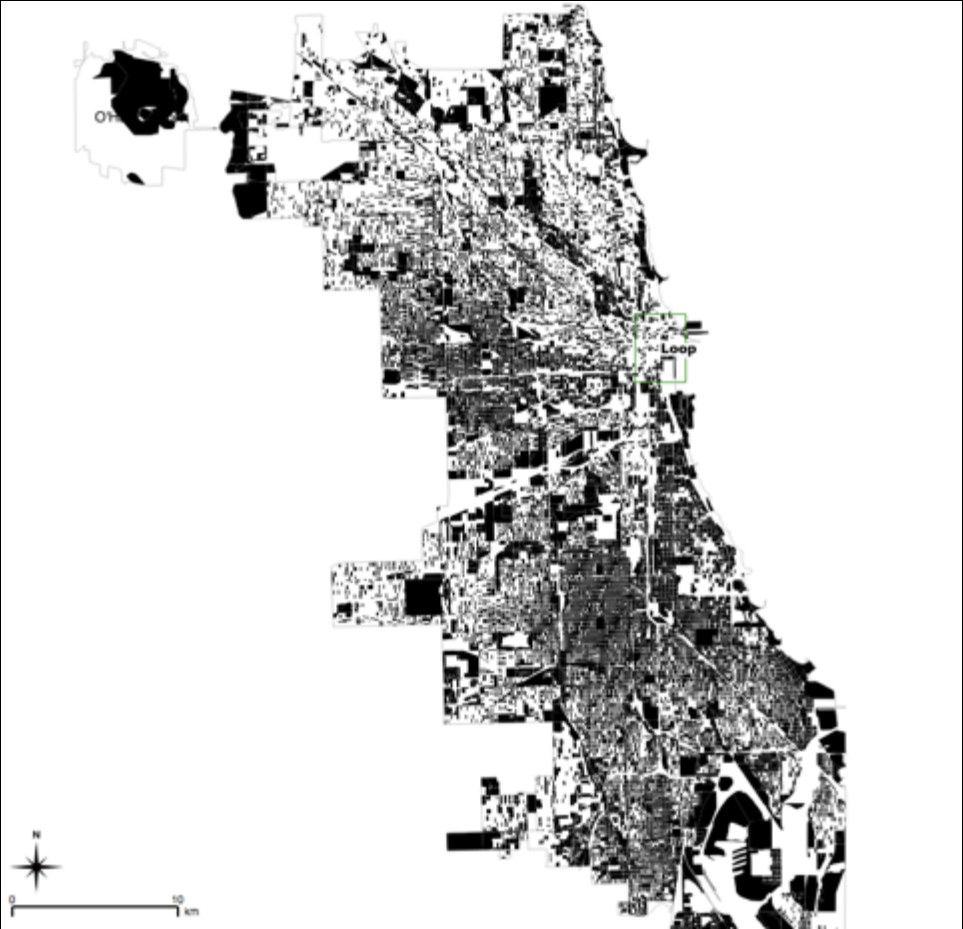
Mixed primary use



Chain stores



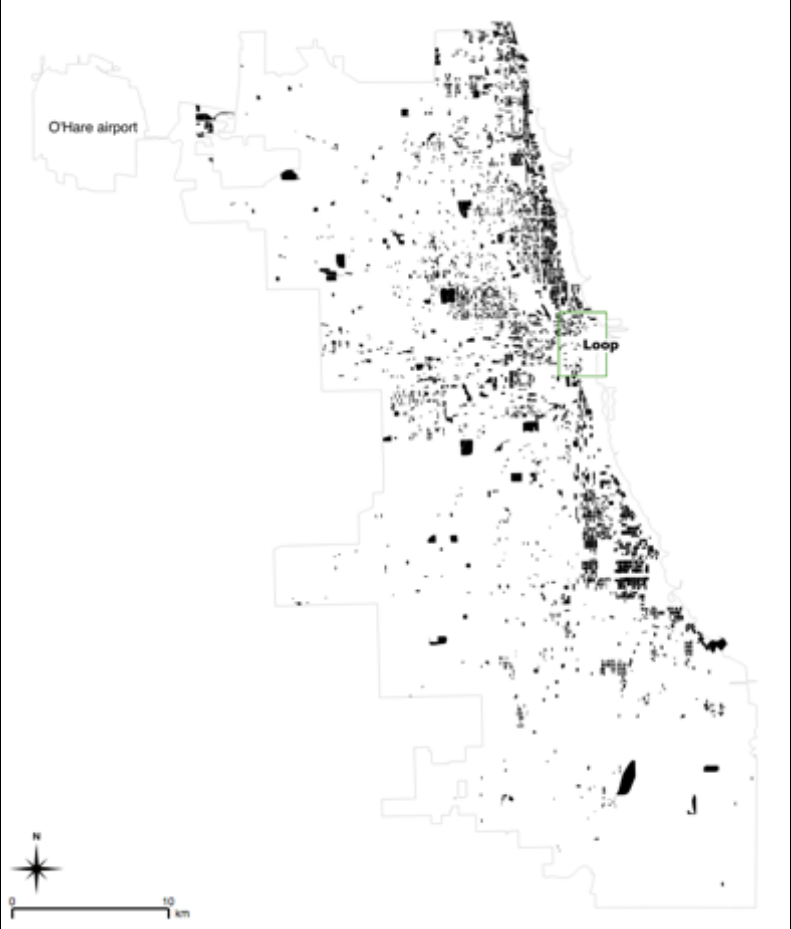
Mixed age



Degrading factors



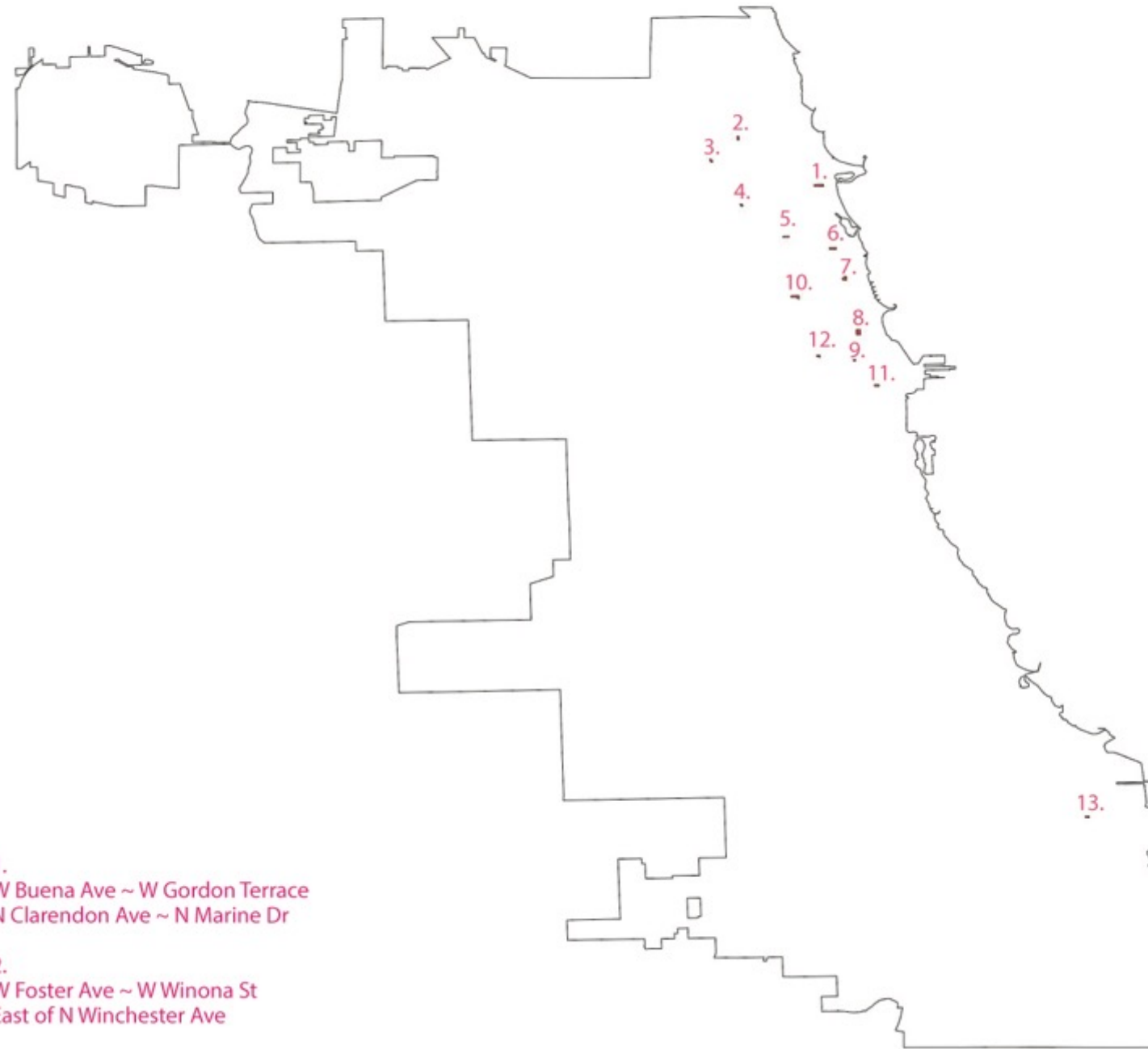
Sidewalks



Enclosure

13 MAIN STREET BLOCKS IN CHICAGO

: Service + Opportunity + Pedestrian Quality



1.
W Buena Ave ~ W Gordon Terrace
N Clarendon Ave ~ N Marine Dr

2.
W Foster Ave ~ W Winona St
East of N Winchester Ave

3.
W Giddings St ~ N Lincoln Ave
North of W Leland Ave (Giddings Plaza)

4.
W Berenice Ave ~ W Grace St
East of N Lincoln Ave

5.
N Lakewood Ave ~ N Racine Ave
South of W Belmont Ave

6.
N Broadway Ave ~ N Pine Grove Ave
South of W Oakdale Ave

7.
N Clark St ~ N Commonwealth Ave
North of W Belden Ave

8.
W Goethe St ~ W Division St
N Wells St ~ N Laselle Dr

9.
South of W Huron St
East of N Franklin St

10.
N Green St ~ N Halsted St
South of W Chicago Ave

11.
E Lake St ~ E Benton Pl
N State St ~ N Wabash Ave

12.
N Racine Ave ~ N Seminary Ave
North of N Maud Ave

13.
S Commercial Ave ~ S Houston Ave
North of E 92nd St

Conclusion

“Main street” is rare



2. Quantifying the benefits of Main Street

Main Street Dividends

1. Density

2. Diversity

3. Stability



A. Main Street Block
: N Broadway St & W Oakdale Ave



B. Chain Store Block
: N Clark St & N Broadway St

Table 2. Independent Variables

Density	Diversity	Stability
		Median Gross Rent, 2010
		Median Household Income, 2010
Population Density, 2010	Land Use Diversity, 2010	% Change Population Count, 1990-2010
Housing Density, 2010	Racial Diversity, 2010	% Change Population Density, 1990-2010
	Walkscore, 2012	% Change Housing Units, 1990-2010
		% Old Buildings, 2010

Conclusion

Compared to *chain store blocks*, *main street blocks* are in neighborhoods with:

- Higher pop density
- Lower median rent
- Higher % old buildings
- < change 1990-2010 pop



3. Do regulations hurt urban retail?

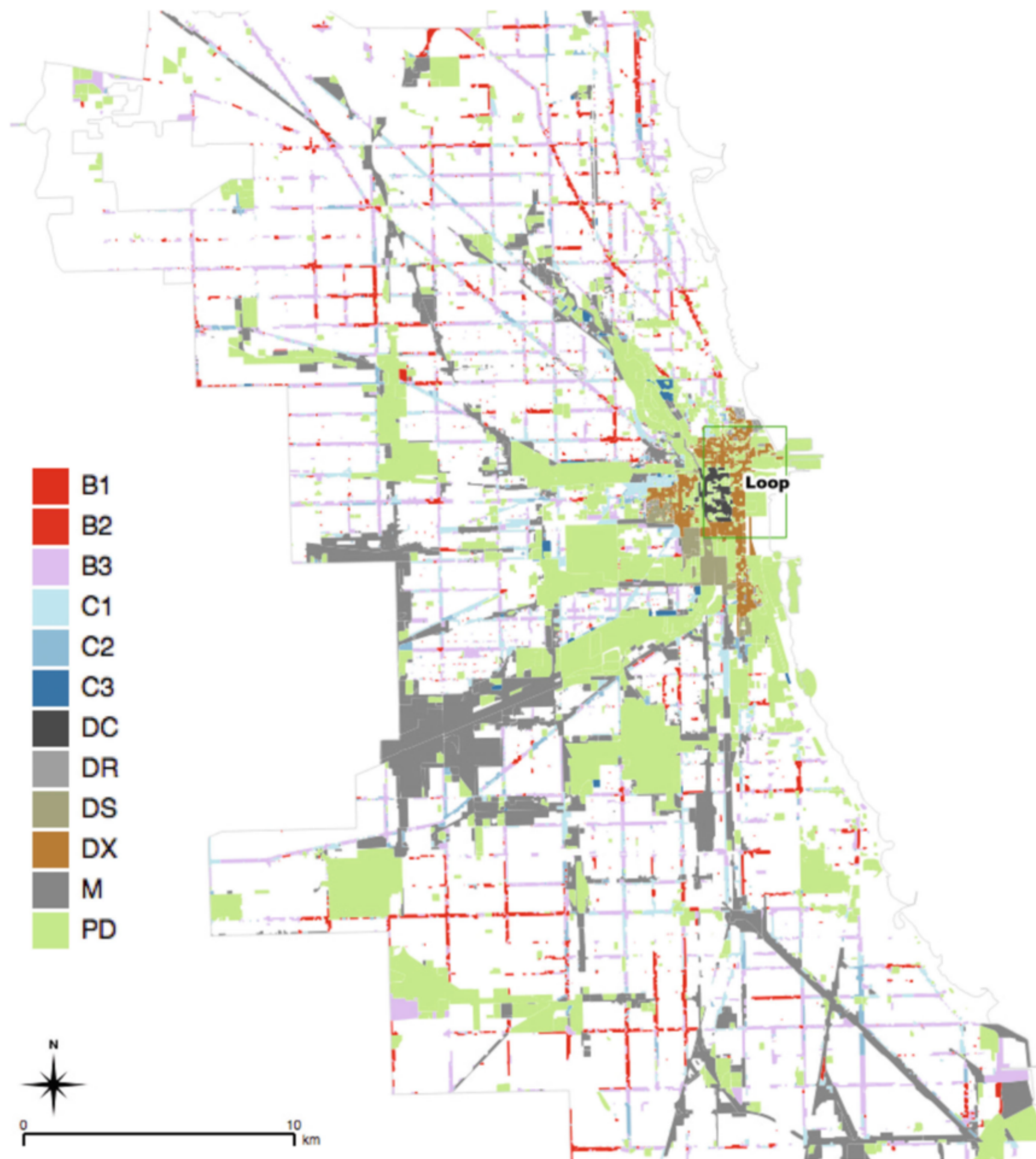
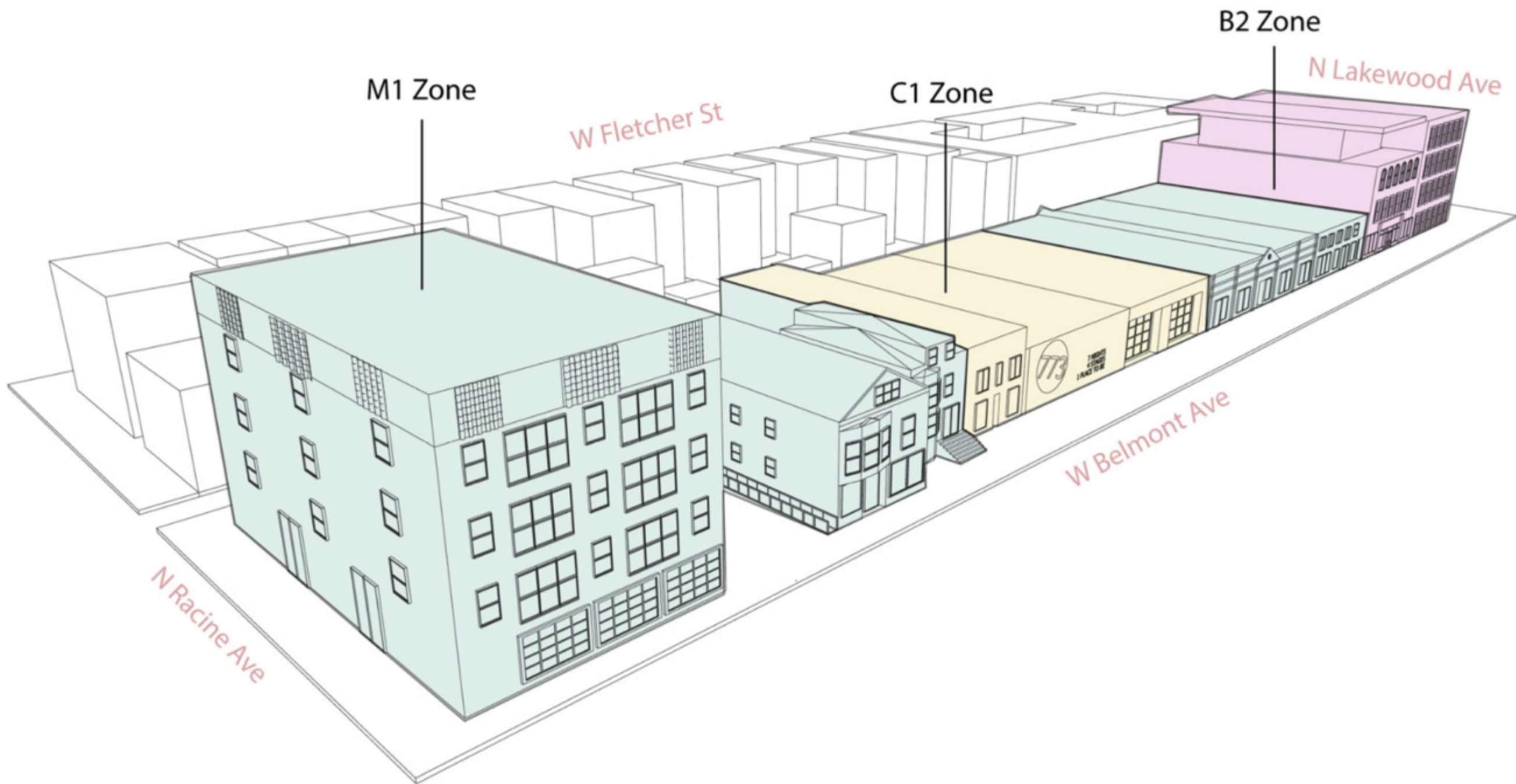


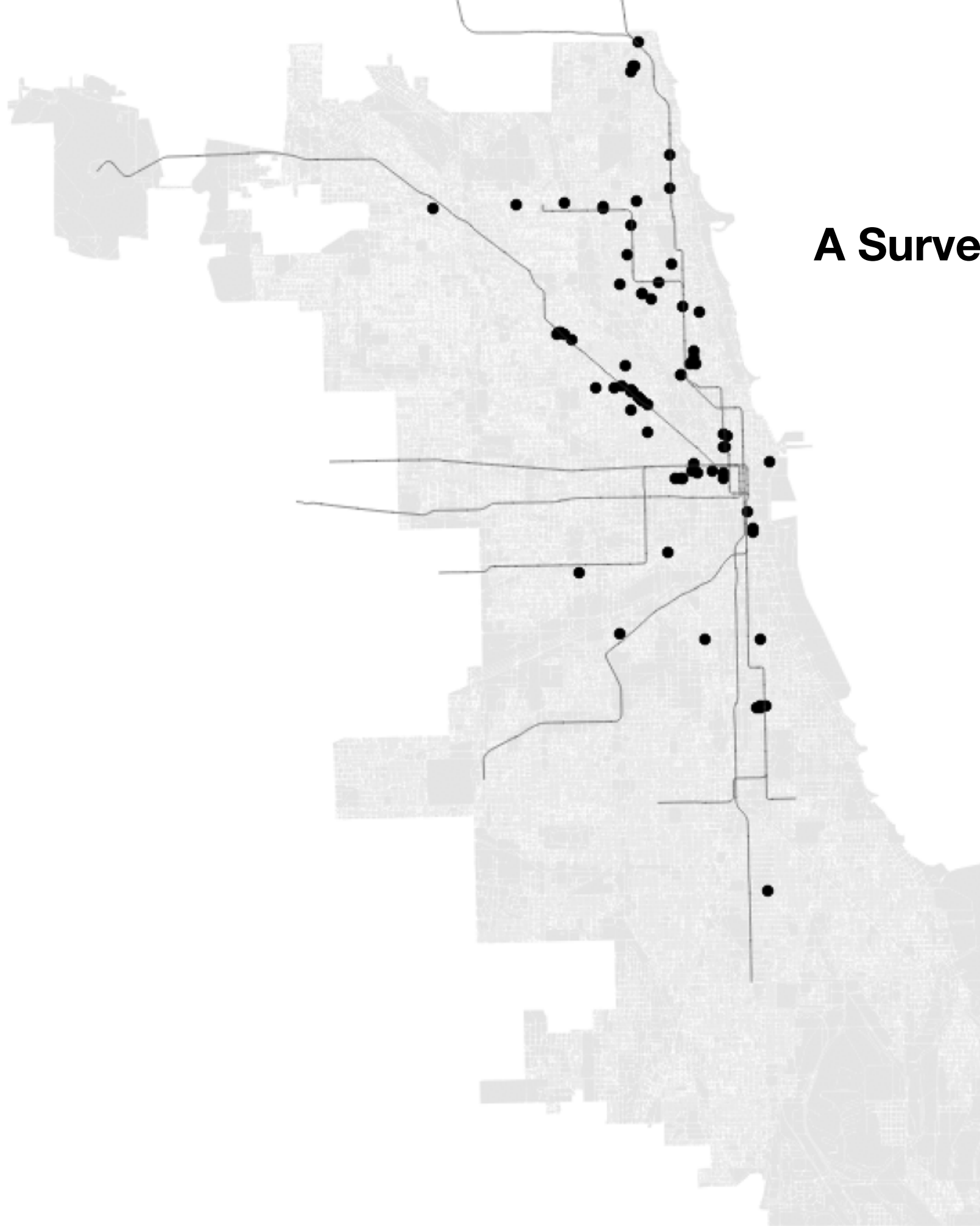
Fig. 1 Main street zones (B1 & B2) and other non-residential zones Source: Author construction using city Chicago zoning data in shapefile format





4. The status of mom-n-pops

A Survey of 75 Small Retailers (2018)



0 20 km

ARMITAGE HARDWARE

EST 1837

APARTMENT
FOR RENT
CALL 799-3244

FOR RENT

FOR RENT

STORE HOURS

Monday	Open-Sun
Tuesday	Open-Sun
Wednesday	CLOSED
Thursday	Open-Sun
Friday	Open-Sun
Saturday	Open-Sun
Sunday	CLOSED

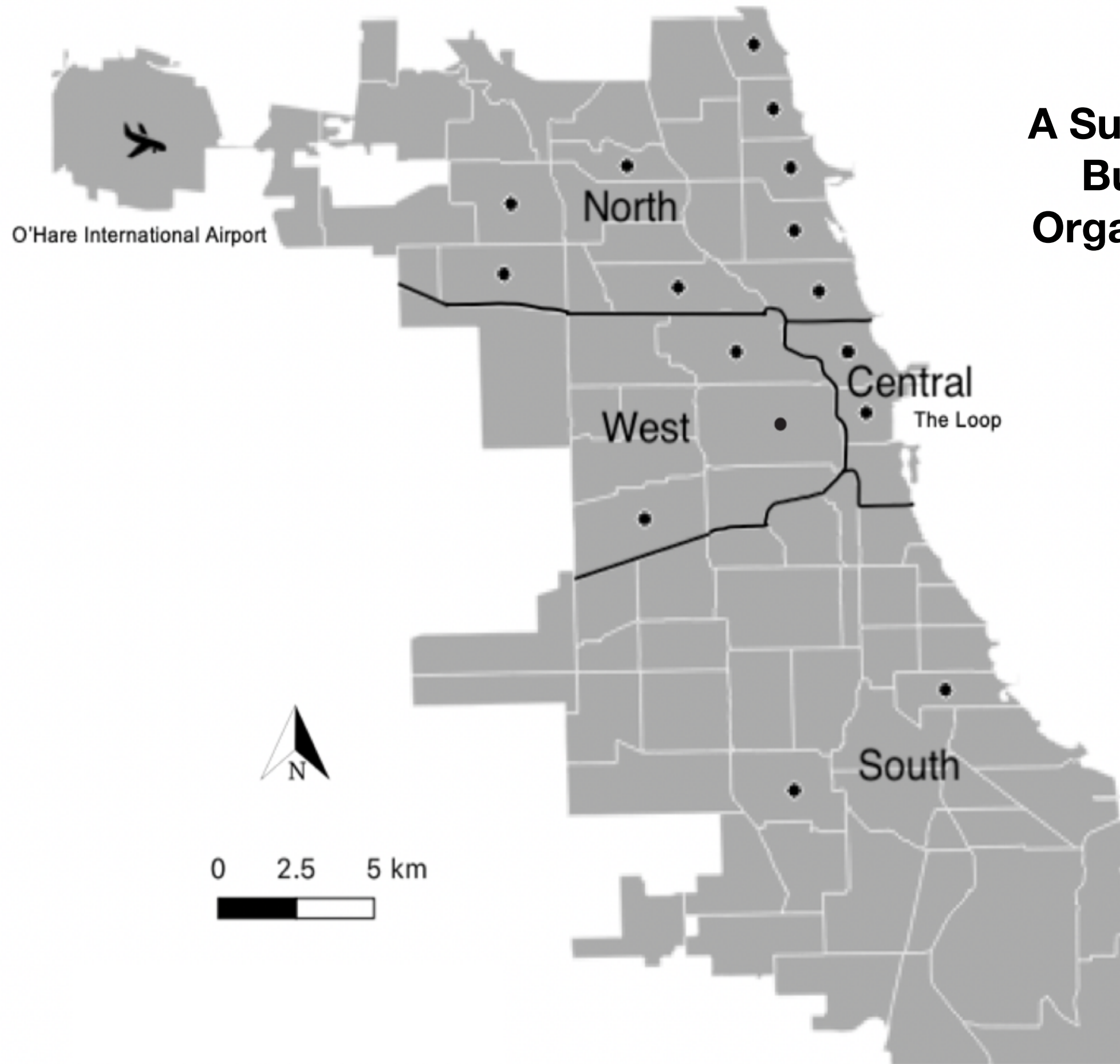
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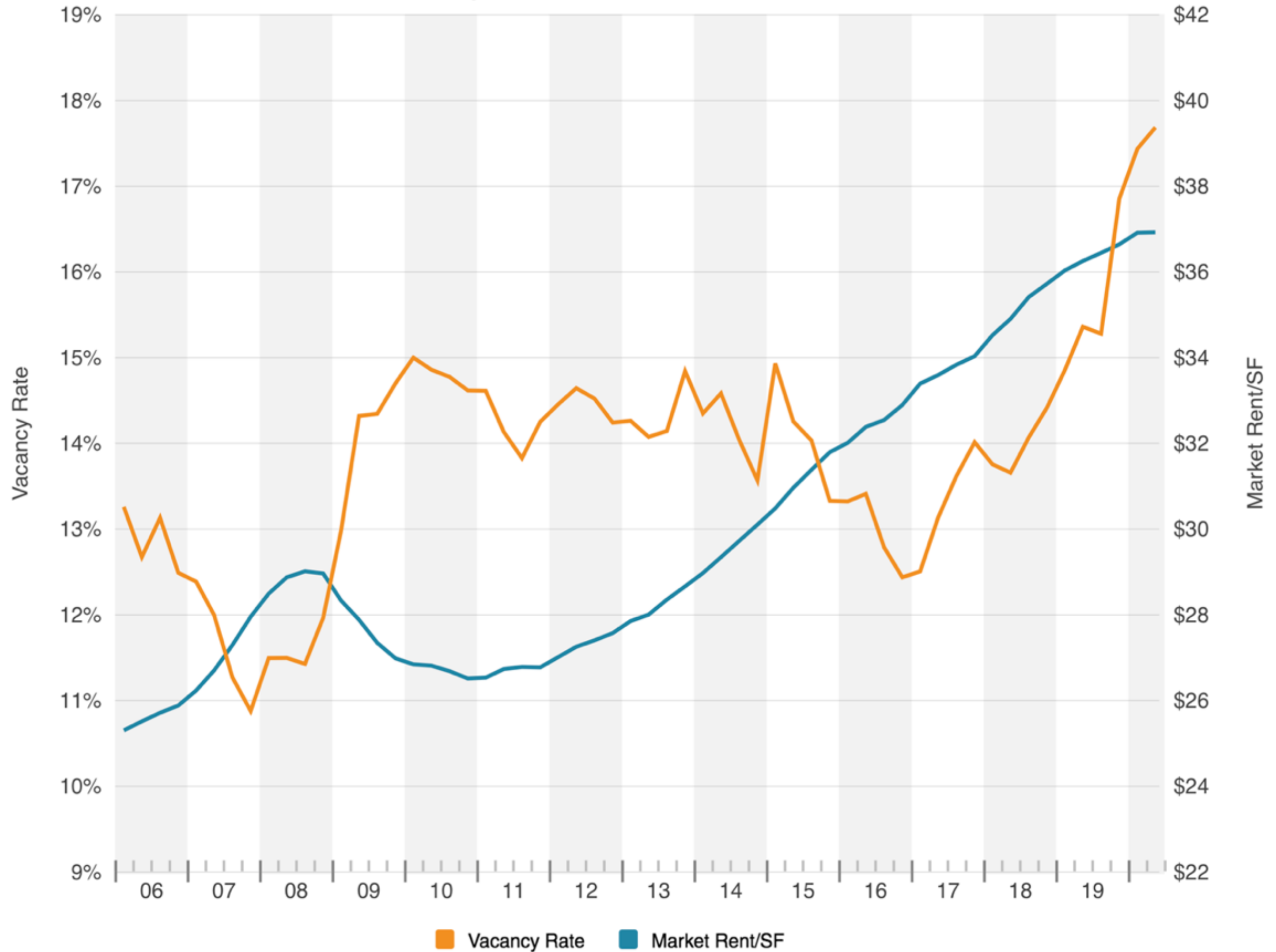


5. Understanding urban retail vacancy

A Survey of 18 Business Organizations



Vacancy & Market Rent Per SF — City of Chicago



Mitigation

- Vacancy tax relief
- Small grants
- Direct involvement in property leasing
- Relationship-building

Conclusion





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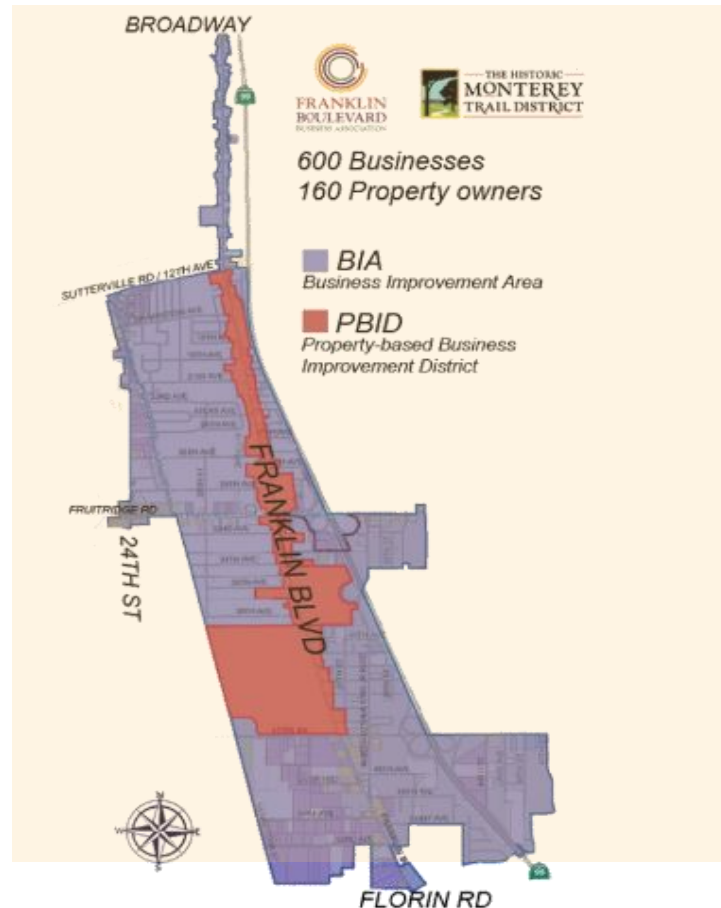
Kendra Macias Reed, Deputy Director

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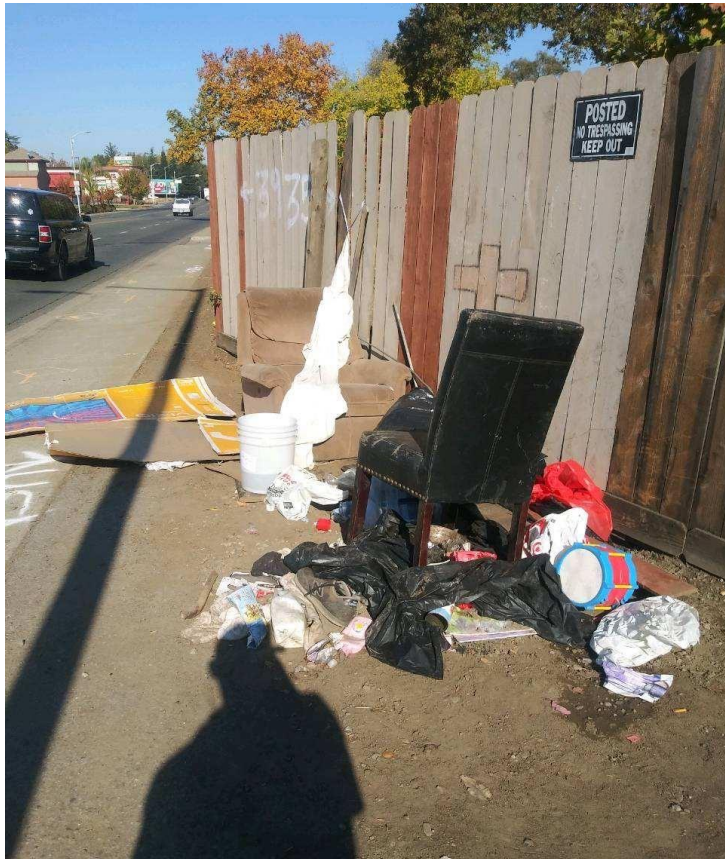


Franklin Boulevard Business District, Sacramento, CA



- 2.5 Miles north to south
- Over 500 Businesses Served
- Generate \$650,000 sales tax revenue annually
- Supports over 3,800 Jobs locally
- Industries include Health & Social Services, Warehousing, Administration and Professional Services, Retail and Restaurants, Auto-repair Shops, Grocery and other service-related industries

COVID-19 Impacts on Franklin Blvd Corridor



- 15 total vacancies in the district, likely more to come. 7 Closures since pandemic (Service-related industry such as Event Services, Quinceanera and Bridal retail, hair salons)
- Significant increase in illegal dumping, trash and debris from homeless encampments, broken windows and theft
- Uptick in businesses requesting help with social media advertising, marketing and tools to pivot online
- Greatest identified need is immediate financial relief

Programs & Partnerships

- Sac IEDC 15 partner organization, Technical Assistance and Advocacy

Outreach to 260 businesses in 2 months

Over 50 businesses signed up for technical assistance

- Donate4Sacramento Micro-grants, \$1,000 grants for minority-owned businesses
- Sac Recover – Small Business Forgivable Loan Program – 75% of funds go to disadvantaged communities located in Promise Zone/Opportunity Zone areas and CDBG Eligible grant areas
- Purchase of 500 Live Scan Temperature Scanners to distribute to businesses
- Farm to Fork Al Fresco Program, \$3,000 grants
- Emergency ordinance to suspend commercial evictions due to reduced rent payments (Includes free tenant and landlord mediation services)
- Efforts focused on traditionally marginalized communities/communities of color
- Critical to disseminate information in various languages
- Food Trucks and Trailers as opportunity for business incubation (Need to advocate for creative ways to decrease permitting fees for minority entrepreneurs)

