

**A BUSINESS REVITALIZATION AND DETERIORATION
ASSESSMENT OF THE DRAKE NEIGHBORHOOD**

Graduate Seminar paper for
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Dr. Frank Tiernan, Professor

By Charles Brandt (Student project for
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BRIEF SUMMARY OF RESEARCH PAPER

This was a comparative study of three business areas within the Drake neighborhood boundaries. Through the use of the R. L. Polk ratings the three areas had been defined by different levels of local commercial development.

Hypotheses had been drawn from the Mitchell and Mitchell study of the Forest-Harding area, which is one of the three business areas within the Drake Neighborhood Association boundaries. The Mitchell and Mitchell study documented images of neighborhood and business deterioration in Forest-Harding. The hypotheses for this study examined the images of neighborhood and business deterioration as documented by the Mitchell and Mitchell study in the Forest-Harding area and contrasted these images to the other two areas, as represented by different levels of local development. Also, negative images towards public services and business crimes were documented by the Mitchell and Mitchell study. These images were further examined in this study by contrasting these images according to the other business areas in the Drake neighborhood. Secondly, within this comparative framework attitudes towards interest in structural revitalization, given long-term low interest loans, as well as towards the likelihood of a cooperative revitalization program contributing major benefits to the neighborhood and businesses were examined. Also, interest in the need for visibility of location and advertising were contrasted in the three areas.

The results showed that an image of business and neighborhood deterioration does exist in Forest-Harding and University Place as contrasted to Uptown. The attitudes of deterioration varied according to the different

levels of local development as present in the R. L. Polk statistics. Also an undesirable image of public services and higher crime rate were as well found through the comparison of the three areas. The results show that in those areas of greatest deterioration businesses were interested in structural revitalization via long-term low interest loans. However, uncertainty or apprehension existed as to the likelihood of a cooperative neighborhood providing major benefits through a revitalization program, especially financing, promotion and marketing schemes.

Thus, the policy recommendations included the setting up of the proper structure so as to increasingly revitalize the business and neighborhood areas of Forest-Harding and University Place. This involves turning around the neighborhood and business psychology and investment cycles.

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INTRODUCTION AND PROBLEM

The problems of declining neighborhoods have brought on interest in commercial revitalization. In an economic business feasibility study done by Mitchell and Mitchell for the City of Des Moines it was indicated that businesses in the Forest-Harding area felt that neighborhood and business deterioration was a problem. Moreover, the Mitchell and Mitchell study recommended commercial revitalization of Forest-Harding based on a local consumer spending, business activity and attitude analysis. This study will examine some of the characteristics of neighborhood and business deterioration as represented in the Mitchell and Mitchell report, by comparing three areas experiencing different levels of local development.* Secondly, the attitudes and characteristics of commercial businesses can be compared in this framework so to better assess the need for and interest in a comprehensive business revitalization program, within the Drake Neighborhood Association boundaries.

In a community context, it was hypothesized that urban blight was spreading into the following areas. The Forest-Harding area seemed to be the most influenced with the University Place area next and the Uptown area influenced the least. Support for this hypothesis has generally been based on community and business awareness of the problem. The Mitchell and Mitchell study showed an awareness of neighborhood decline in its comparative community and business analysis of three undeveloped local areas,

*These three areas are Forest-Harding, University Place, and Uptown. They are located within the Drake Neighborhood Association boundaries. See Appendix A- Drake Neighborhood Association (DNA) Map.

including Forest-Harding. However, the interpretation of attitudinal data and business characteristics are best compared among neighborhood and business areas experiencing different levels of local development. Through the use of R. L. Polks' neighborhood situation rating and a selected commercial business index it is possible to approximate local development and especially local business development in the three areas within the Drake Neighborhood Association. Thus, the images and characteristics of urban blight can be meaningfully compared according to the different levels of business and neighborhood development. These images and characteristics are explored through later hypothesis.

THE CENTRAL PURPOSE

The purpose of this study was to provide the Drake Neighborhood Association (DNA), a community action group, with information concerning retail business characteristics and attitudes of businesspersons, within specified boundaries of DNA. This information will provide a foundation upon which a retail revitalization plan can be further designed. Besides being interested in the central purpose of this study, the DNA also wanted to take an inventory of products and services available in the area so to provide neighborhood residents, businesses and students a directory.

This study is a comparative study of three business areas within the greater Drake Neighborhood boundaries, so as to facilitate the interpretation of the attitudinal data and business characteristics. For the purpose of this study and in agreement with its theoretical foundation, the Uptown area will be regarded as a moderately positive business/neighborhood area with the Forest-Harding area falling towards the other extreme, a moderately negative area. The University Place area falls in with Forest-Harding and has an overall

negative attitude

moderately **negative rating**.* (See Appendix B for breakdown of statistical comparison.)

It should be kept in mind that intra-urban comparisons are at best only approximations because of the extreme range of goods and services which would have to be aggregately compared as well as the impercise boundries which at any one time are used to reflect agregate business customer supply and demand conditions.

'Within any urban area the spatial distribution or retail and service outlets is largely a reflection of agregate demand condition, i.e., population density, purchasing power, and spending habits.' Moreover, "economic solutions to retail location problems and especially, market area deliniations are at the best only approximations." (Goodall, p. 138) Each retail outlet varies to its necessary market population and characteristics which would profitably support its existence. For instance, the population and income requirements to support a gasoline service station are less than the requirements for a gourmet food shop.

THE HYPOTHESES AND OBJECTIVES

The hypothesis and objectives for this study are drawn from the Mitchell and Mitchell study and outside literature. In July, 1980 a study done by Mitchell and Mitchell, submitted to the Department of Urban Development in the City of Des Moines, recommended that a city-wide local Development Company be set up to revitalize the business area of Forest-Harding and Highland Park. It was felt that these areas offered sufficient business potential to be recommended for Des Moines Neighborhood Business Revitalization

*Thus, Uptown is rated with the highest level of local development, --- Forest-Harding the lowest, and **University Place** falling into a category with an overall **lower level of development**.

resources (See Four Point Plan-Review of Literature). Most important for this study, based on merchant input from the Forest-Harding area in the Mitchell and Mitchell study, it was felt that deterioration of the area was a problem. Many firms felt that further studies should be done in the area concerning crime and area deterioration. (p. 59) The following two hypotheses are based on the results of the Mitchell and Mitchell analysis and are re-examined in the comparative framework of this study.

1) It was hypothesized that in the Forest-Harding area that there was an undesirable image of public services. Secondly, the causes of this negativism will be explored.

In the Mitchell survey, many businesses wanted sidewalks and streets repaired. Also better street lighting and possibly some landscaping. (p. 60) Increased police protection was asked for by some business respondents. (p. 56).

2) It was hypothesized that burglary and vandalism was a problem in the Forest-Harding area.

In the Mitchell and Mitchell study approximately 90% of the businesses had been burglarized or vandalized. (p. 55).

The next two hypotheses are utilized so to clarify the relationships between local development and business decay. Especially, the image of deterioration and problem of financing.

3) It was hypothesized that there is an inverse relationship between local development and image of community and business deterioration.

Is deterioration a problem in the Drake neighborhood and business areas? The fact is that deterioration varies from one area to another within the Drake Association boundries. Thus, in order to analyze and view how deterioration, and the characteristics of deterioration, varies from one local

area to another it has been assumed in this paper that local development exists as has been presented by the R. L. Polk ratings. These ratings are based on economic and household realities among neighborhoods and if valid should coincide with the image of deterioration as understood from a local perspective. In the Mitchell and Mitchell study some businesses in the Forest-Harding area felt that properties should be maintained and vacant buildings and homes torn down. Thus, the image of neighborhood and business deterioration in the Forest-Harding area should be different from the image in an area of higher local development.

4) It was hypothesized that in areas of greater business deterioration that business persons would take advantage of the availability of long-term low interest loans.

"Access to available sources of funds for economic development requires more than good intentions..." (Local Economic Development Corp., p. 126). In order for an economically depressed business area to have greater access to development loans on good terms through the government or private sources, it is necessary to show sound fiscal management. Banks, savings and loans and other private sector sources of monies simply can't afford to take on the risk and cost of financing individual business loans in developing areas to any great extent. Therefore, local development companies are set up to secure loan monies from private as well as governmental sources via sound fiscal management.

QUESTIONS

Besides these hypotheses, this study has broken itself down to addressing the following questions concerning business attitudes towards revitalization.

1) Are businesses initially interested in renovation and/or revitalizing their structures?

2) Do area businesses have a negative image of what a cooperative revitalization effort could accomplish? Secondly, what are the causes of this negativism?

Based on an interview with Mr. Mitchell it was determined that the attitudes of local merchants and general business concerns in the area were key factors when considering a cooperative business revitalization plan. Thus, business revitalization is dependent not only on business potential in the area but also on business perceptions of this potential and understanding of what a cooperative business action might accomplish. Based on further research it was found that neighborhood and business deterioration are related to an "interdependence trap."

Neighborhood businesses and property owners are:

"trapped by the uncertainty of each other's behavior into a position where the optimum strategy for each acting independently produces a lower return than the case in which each was constrained to follow a strategy that would maximize the yield to the group. A coalition is only possible where each understands the payoff possible to the others as well as to himself. This interdependence trap is a central phenomenon of urban blight and illustrates the problem that must be faced in its solution." (Goodall, p. 223).

3) Do area businesses perceive visibility of location and advertising as major factors which contribute to their business success?

As outlined in the review of literature, a comprehensive revitalization program includes the use of advertising and visibility schemes so as to increase local business profitability. Since businesses must coordinate their action so as to benefit from the economics of scale, in a comprehensive revitalization program, the priorities of local bottom-line needs must first be considered. This facilitates the understanding of present local interest in and need for an advertising and/or visibility program.

These last two questions are concerned with demography.

4) In the Drake neighborhood, is **urban flight** a problem of the less-developed neighborhood areas?

Based on positive relationship between urban blight and neighborhood deterioration, "a loss of productivity leads to blight because **property owners react by disinvesting.**" (Goodall, p. 222). "The normal replacement of retail service establishments which fail or close ceases, vacancy rates rise and commercial property **owners reduce maintenance expenditures** because of uncertainty regarding future use." (Berry, p. 123).

5) What is the frequency of renting and absentee ownership in the three areas?

This is an important question of interest because absentee ownership can prevent 100% merchant participation. See point two of the National Development Councils' four-point plan in the review of the literature.

REVIEW OF LITERATURE

Preliminary survey of commercial firms for the purpose of collection of information concerning business attitudes and characteristics in an effort to design and implement retail revitalization action programs have been done through a personal interview process. Debbie Boudreau, an economic development administrator for the City of Des Moines, has been surveying the Highland Park area for this exact purpose. She has worked in this designated revitalization area for a greater purpose of educating and working with retail businesses concerning the costs and benefits of a comprehensive revitalization program. (See National Development Council's plan.) In my interviews with Debbie Boudreau she stressed two key points which have directed the course of the study. 1) The need for a comprehensive plan similar in nature to the National Development Council's plan, 2) education of local commercial firms as to the costs and benefits of a comprehensive revitalization program.

1) Individual property owners benefit less from individually undertaking renovations of their structures or expansion of their businesses than if all businesses work in cooperation with each other, outside local government, and private community parties. This is to develop a complete redevelopment plan which benefits the entire neighborhood, thus causing a self-reinforcing effect between local businesses and residence. The basic purpose of revitalization as outlined in the National Development Council's book on Neighborhood Business Revitalization (NBR) clearly explains this phenomena.

The purpose of revitalization is to turn around the overall investment and psychological assumptions in a neighborhood. If buildings are beginning to deteriorate, if home owners are beginning to sell and leave, if businesses are beginning to close, an overall coordinated development process is required to stimulate reinvestment." (p. 37, Neighborhood Business Revitalization).

Commercial strip revitalization is not a short process, but nice local businesses make a neighborhood a more attractive place to live. As well, on the average, businesses certainly profit from locating and existing in

neighborhoods in which the investment and psychology cycle has been turned around for the better.

2) The education of local businesses concerning the relative cost and benefits is an essential element. In fact, before an accurate survey of genuine interest in revitalization can be appraised and/or a comprehensive commercial program embarked upon by any particular community groups, the education of local businesses must first take place. Without this period of education, support for various revitalization plans may well be misjudged. Also it may lead to a less than complete commitment, by merchants, various local businesses and city political groups towards the enactment of a comprehensive revitalization program. The costs and benefits of a revitalization program are briefly outlined in the following four-point program.

Outline of Four-Point Plan

The National Development Council's comprehensive four-point program for revitalizing of commercial strips in "swing" neighborhoods is a valid plan for commercial revitalization. First, in order to improve a commercial neighborhood situation, it must be a "swing" neighborhood, in which positive action steps can turn around the psychology and investment cycle around. The plan itself emphasizes the inherent strengths of duplicating the strengths of regional commercial competition. For example, modern shopping centers may have dozens of individually-owned businesses which offer a wide variety of products and services. As well, today's shopping center defines itself as a unit which survives in an urban environment because of its strategic placement with respect to competing factors. Thus, a shopping center developer or operator often utilizes some type of formal market research so

as to offer the appropriate store anchor and small business mix in order to attract the necessary foot traffic and customers to support their operations. Realistically, a neighborhood comprehensive revitalization program must include the understanding of the appropriate business mix and be able to effectively compete with other area businesses.

The following comprehensive four-point program emphasizes the duplication of the inherent strengths of area commercial competition.

Point one concerns itself with developing an overall plan and outlining public improvements "including pedestrian malls, parking, landscaping, street furniture, lighting, graphics, signs, fountains, benches and the comprehensive planning to tie it all together." (p. 44, NBR) However, public improvements are not a panacea and public improvements only indirectly aid retail businesses. For instance, by making the area more attractive, convenient and accessible.

Point two, mandatory design standard and 100% merchants participation. Here, the National Development Council concludes that design standards, which are a reflection of the area and merchant preferences, can have an aesthetic and economic impact. "Good design is good business," and an attractive designed retail environment will draw new shoppers and new businesses, even in the toughest inner-city locations. The economic impact here is described by the Council as one which is tremendously important. "Mandatory design standards and merchants participation force property owners to do something. They have three alternatives: renovate, sell or lease to someone who will renovate." (p. 47, NBR) Thus, "absentee landlords, outsiders or bank trust departments who are just coasting, making money without having commitment to renovations or other improvements are seen as major obstacles to a business vitalization process." (p. 47, NBR).

The **third point** and probably **the key** to a successful program is financing. **Financing** is a tremendous problem because of the high risk of small retail business ventures. However, financing is necessary to attract new business as well as to renovate or revitalize old ones. In a shopping center situation a retail store can often get 100% financing by signing a lease. In older commercial strips we find that there are many ways that federal and city government can work along with banks and other financial lending institutions to finance a revitalization effort.* A public or private local development company is necessary to administer and partially finance the revitalization. **A local development company can be utilized for the purpose of fostering economic stimulation and thus can support "every kind of project that shows solid promise of improving the economic status of the community."** (The Local Development Corporation, p. 1).

Point four concerns itself with the utilization of **management** so as to compete on a level more in line with suburban shopping centers. This involves the use of promotion, administration, and business development activities. Many shopping centers have regular promotional events such as sidewalk sales, style shows, and exhibits to attract customers to the area and various shops. **Administration such as record keeping, special security, and sanitation is the next point.** Without going into much detail these administration activities are often provided through professional administrators, in a shopping center situation. However, these are also important activities in a neighborhood revitalization program and must be considered in its formulation. **Finally, business development** such as market research, attraction of new tenants, leasing, and business recruitment is an essential consideration.

*The purpose of this study is not to review or explore various financing plans.

POLICY PERSPECTIVE

The recommendations of the Mitchell and Mitchell study are examined here so as to establish one of the policy perspectives of this study. The Mitchell and Mitchell analysis was a comparative study of the East Downtown, Forest-Harding and Highland Park areas with the basic question being asked of "Whether or not sufficient potential business is available to allow established firms to expand or to allow new firms to enter the area." Potential per firm was calculated by finding the difference between total area sales and total spendable income. In Forest-Harding, 78 million dollars were being spent outside the existing area (see trade area map, Appendix F) which represented a potential of 1.2 million dollars per existing firm. (p. 51). They estimated that spendable income per household was plus or minus 5.9 percent of the actual population value (p. 51). Also, in calculating the standard error for the 21 firms which were used for the estimation of the gross receipts in the area, they arrived at a 95% confidence interval for the average. The interval was \$118,142.00 and \$287,333.62. (p. 60). Technically, the conclusion, that retail market potential does exist in the Forest-Harding area, and that it could be possible to take advantage of this potential by attracting new firms in addition to expanding the existing firms, was theoretically sound but incomplete.

The Mitchell and Mitchell study must be understood in terms of its ability to explain the variation of local purchasing, as it might benefit local firms, as a function of just local income. Theoretically, the conclusion of the Mitchell and Mitchell study are based on fact that local purchasing demand for local goods and services are most closely related to local purchasing power. As local income increases so does consumption. However, a combination of purchasing power and demand-related behavioral

variables would provide a more conclusive analysis and thus explain an ever greater share of the variation in local purchasing. (Erickson, p. 50).

The Mitchell and Mitchell study failed to support its consumer attitude survey with a competing factors analysis. A more complete study must be done to determine if market potential actually is presently given other shopping areas and retail stores. According to Bill McCallum, Vice-President of real estate research, General Growth Development Corporation, a neighborhood area like Forest-Harding can't simply develop a new set of retail stores or small shopping area without first understanding the type of goods being considered and the area competition which may be present in adjacent and accessible areas. Without going into detail, the Mitchell and Mitchell study, found in its questions concerning the type of stores people would like to see in the area, that local residences would like to see additional types of retail stores in the area. For instance, interest in a shopping center was evident with some interest in a discount (Target-type) store, clothing stores and miscellaneous neighborhood-type stores such as an ice cream shop and organic food store. (p. 64). However, the transition from attitudes to actual buying behavior must first be examined. Attitudes relate in only a general way to buying behavior and say little about actual retail potential (Consumer Behavior, p. 154). According to Bill McCallum, an area such as Forest-Harding would not necessarily support a Target-type discount store and various fashion and shopping goods. Area competition must be first considered when developing a shopping area.

DESIGN OF THIS STUDY

The Approach

The approach of this study was descriptive and exploratory. A descriptive comparison was made of the three areas within the Drake Neighborhood Association boundaries so to document merchants' attitudes concerning neighborhood and business deterioration. Some business characteristics were also examined. Also, attitudes regarding the likelihood of commercial revitalization as well as interest in revitalization were comparatively examined. Community and business interest in these issues and related problems needed a foundation for future discussion and understanding. Secondly, this study was exploratory so to learn what problems, especially in the areas of neighborhood/business deterioration and revitalization, were urgent. Also to establish a priority of action for future design of a comprehensive commercial revitalization program.

SOURCE OF DATA

A sample was not used because the entire population was surveyed. This population, however, consisted only of the visible, those business with physical structures, retail and wholesale firms, professional, and personal service businesses within the designated Drake Neighborhood Association boundaries. Financial institutions were not included. Since this study is primarily interested in the attitudes and characteristics of small commercial firms, with physical structures, these types of businesses were logically selected.

The use of secondary information and expert opinion has been referenced throughout the study. Major sources of secondary information have come from the Mitchell and Mitchell Neighborhood Business Revitalization Program

Economic Viability Analysis and the Neighborhood Business Revitalization Book by the National Development Council. Other sources are located in the bibliography. The major sources of expert opinion were from D. Boudreau and J. Mitchell.

Data Collection

The primary data collection is based on the questionnaire found in Appendix D at the end of this study. The types of questions utilized were modified likert, open-ended and two-way. These will be reviewed through the following explanation of the survey instrument design.

QUESTIONNAIRE DESIGN

Aided by available literature, several variables were chosen which were considered to be benefits of community and business revitalization. In likert scale form, it was asked if a cooperative effort in the Drake area is likely to increase neighborhood/business security, increase profits, provide creative promotional and marketing opportunities, provide employment opportunities, encourage public and/or private financing, and increase overall community pride. Two items of special interest, the encouragement of public and/or private financing and the provision of creative promotion and marketing, were included because they are specifically mentioned in the National Development Council's four point plan.

The public service question was presented in scaled form and included items previously mentioned in the Mitchell and Mitchell study. Businesses were asked to rate quality of police, fire, and garbage pick-up, as well as street conditions and lighting. The variables were scaled according to a rating of poor, fair, good, and very good.

Likewise, attitudes towards local business deterioration and profitability were scaled in similar form. Businesses were asked to rate how they viewed other businesses, and thus an indication of their own personal attitude. The variables as listed were, highly competitive, profitable, run-down, a compliment to your business, and risky.

Lastly, using the likert scales, attitudes towards what techniques contributed to business success were measured. Based on group discussions a list of variables were selected which were considered to be important promotional and marketing techniques. Included in this list were advertising (newspaper, radio, and T.V.) and visibility of location because these two can be provided through a comprehensive revitalization program. The question was asked: "Which of the following techniques contribute to my business success." The techniques, as listed, were personalized service, professional salespersons, advertising, word of mouth, unique lines of merchandise, visibility of location, discount rates, and convenience of location.

Also, businesses were asked to list which techniques they depended on the most in order to get a priority ranking of the most important techniques.

It was asked, "What percentage of your customers are local residents (live within one mile of your business." Then a breakdown of percent ranges were given. This question was asked so as to document business perceptions of customer location. As well, this indicates the degree of convenience and area shopping in the three respective areas. It was asked, "Is business deterioration a problem in your area?" Responses were forced into yes, no, and don't know. This was to comparatively measure the image of neighborhood deterioration in the three areas.

In order to measure urban flight and the reasons for this flight, it was asked if businesses were planning to move their business to a new location within the next 5 years. Then they were asked to answer why, if the answer was yes. In the Mitchell and Mitchell survey the response to the number of businesses leaving was very low. Only one out of 27 said yes to having plans to move next year. The time for the question in this survey was lengthened to 5 years in order to get a better measure of urban flight.

In order to have a more accurate measure of crime in the area, two separate questions were asked with regard to vandalism and burglary. In the Mitchell and Mitchell study businesses in Forest-Harding indicated a high degree of crime when asked if their office or building had ever been vandalized. Of the 28 businesses which responded in the Forest-Harding area, 25 said yes and 3 said no to the question. Besides separating the types of crime, burglary from vandalism, it was asked if these crimes had happened in the last two years. Also, it was asked if shop lifting was a major problem.

It was asked if businesses were owned or rented so as to get a better idea of the absentee landlord situation in the area.

Businesses were also asked if they were familiar with the Drake Neighborhood Association in order to see if this organization had community audience.

Without an understanding of the costs and benefits of revitalization and a comprehensive plan as outlined in the National Development Council's Four-Point Plan as an understood example of revitalization, it simply isn't possible at this time to truly examine the question of whether people are interested in revitalization. In an effort to examine initial interest, it was asked if businesses were interested in revitalization if long-term

low interest loans were available. Thus, even with an exact specification of an interest rate cost, at this point in time so as to allow people to flat out accept or reject the idea of financing revitalization, it would be misleading. One might be lead to conclude that this is representative of what to expect in future attempts to "drum-up" interest in financing a comprehensive revitalization plan.

In an effort to find out if people are renovating their structures, it was asked if businesses had performed any major renovations in the last five years and if they were planning any renovations in the next five years. A major renovation was defined in the questionnaire as being \$2,000 or more. With most of the businesses being of small size, \$2,000 can be realistically be considered a good definition of a major renovation. Also, Debbie Boudreau, whom I previously mentioned, felt it was important at this time before the education process and cooperative plan is proposed, to not set the figure too high so as to be able to get some positive response.

Field Operations

The surveys included a cover letter which introduced and explained the purpose of the questionnaire. The survey was represented as being done through the Drake Neighborhood Association. The purpose was explained, as one of making an inventory of products and services within the Drake Neighborhood Association boundaries, and as an assessment of local attitudes concerning revitalization and other issues. Questions and concerns were directed to the Drake Neighborhood Association (See Survey Instrument, Appendix C).

The surveys were hand delivered and retrieved. This often involved returning to many businesses three or four times. Businesses in Forest-Harding

were given the most attention since they were considered to exist in an area which needed the most revitalization.

When the surveys were delivered, people were instructed to have the business owner or renter fill out the questionnaire. Since most of the businesses were relatively small, the owner or renter almost always filled them out. Upon picking up the questionnaires, businesses were asked who filled out the questionnaire.

LIMITATIONS

The overall results reflect a positive leniency. The possible reasons for this are several. The identification with the Drake Neighborhood Association may have caused the positive response bias. Whether or not they were familiar with the INA, the results show that possible respondents perceived the chance of future benefits if they responded positively. Participants were reluctant, generally, to give extreme judgments, and did not always seem to answer based on question content. However, because the three areas are experiencing different levels of local development, it is certainly possible to judge the significance of any particular question based on the significance of the difference in the responses, from the respective areas.

Primary data could as well have been collected on a personal survey basis, but because of time limitations this was not possible.

DEMOGRAPHICS

An overall response rate of 51% was realized with an individual response rate of 49% in Forest-Harding, 49% in University Place, and 63% in Uptown. Of the 78 businesses in Forest-Harding area, 38 responded to the questionnaire. In University Place 36 of the 74 businesses responded. Finally, in Uptown 19 of the 30 businesses responded. A complete list of the businesses is located in Appendix D.

THE RESULTS

PUBLIC SERVICE IMAGE

The hypothesis that there is an undesirable image of public services in Forest-Harding area has only been moderately supported by the results. Concerning all of the variables, there is an overall favorable image with street lighting and street conditions contributing to a less favorable attitude towards public services in the Forest-Harding as well as University Place areas. Here, the strength of favorableness has been compared among the three areas. Given an overall response bias this interpretation of the results is valid. Quality of fire protection, garbage pick-up and police protection were generally positively perceived in all areas. Forest-Harding and University Place were found to be more uncertain concerning the quality of fire and garbage pick-up.

Street lighting and condition of the streets were less favorably perceived in Forest-Harding and University Place when contrasted to Uptown. In Forest-Harding only 32% felt that street conditions were good or very good compared to 58% in Uptown and 41% in University Place. Concerning this same question 61% felt streets were fair, and 5% poor. In Uptown, 42% fair, 0% poor. In University Place 39% fair, and 19% poor.

Concerning the question of street lighting, in Forest-Harding, 32% felt street lighting was good or very good compared to 53% in Uptown and 33% in University Place. The other responses in Forest-Harding were 58% fair, 8% poor. In Uptown 42% fair, 0% poor. In University-Place 58% fair, and 8% poor.

A Compliment to your Business

Responses	F-H	U-P	U-T
SA	3	11	16
A	32	36	37
D	29	28	11
SD	8	6	0
DK	24	17	0
NR	5	3	5

All three areas generally responded similarly to the question of businesses being profitable and competitive. Also all three areas seemed to be somewhat undecided on these questions (See Percent Tables). In Uptown 58% favorably perceived business as highly profitable and 26% were unfavorable. In University Place 50% were favorable and 30% unfavorable. In Forest-Harding 46% were favorable and 27% unfavorable. As for questions of businesses being highly competitive, in Uptown 58% were favorable, 26% unfavorable. In University Place 50% were favorable, 30% unfavorable. In Forest-Harding 46% were favorable and 27% unfavorable.

In general, how do you feel about other businesses in your area?

Highly Competitive

	F-H	U-P	U-T
SA	8	22	26
A	38	28	32
D	24	19	21
SD	3	11	5
DK	25	14	11
NR	6	6	5

	Highly Profitable	F-H	U-P	U-T
SA		11	8	11
A		50	42	47
D		14	22	11
SD		3	0	0
DK		22	22	26
NR		6	6	5

Risk was found inversely related to local development. Also, roughly 27% of the businesses in all three areas were undecided. (See Percent Table). In Uptown, the highest area of local development, 21% felt business was risky, 53% felt it wasn't risky. At the other extreme in Forest-Harding, 37% favorably perceived business as risky and 29% unfavorable. Falling in between the above results, in University Place 33% were favorable and 30% unfavorable.

Risky Responses	F-H	U-P	U-T
SA	5	14	0
A	32	19	21
D	26	22	42
SD	3	8	11
DK	29	25	26
NK	5	11	0

risky response

Revitalization-Hypothesis Four

In those areas of greatest deterioration, businesses are interested in taking advantage of the availability of long-term low interest loans, thus supporting the hypothesis. Interestingly, there appears to be an inverse relationship between local development and interest in long-term, low interest loans for revitalization. In Forest-Harding, of those businesses which responded, 54% said yes to interest in revitalization if long-term, low interest financing was available, 30% said no and 11% didn't know. In Uptown only 16% said yes, 58% said yes, and 27% didn't know. In University Place 33% said yes, 42% said no and 27% didn't know. Thus, 38% more businesses in Forest-Harding and 17% more in University Place are interested than in Uptown. Given the fact that there is more deterioration in Forest-Harding and University Place than in Uptown, these results are not surprising.

If a long-term, low interest loan were available to businesses,
would you consider revitalizing your structure?

Responses	Percent Frequencies		
	F-H	U-P	U-T
Yes	54	33	16
No	30	42	58
Don't Know	11	22	27
No Response	5	3	0

PAST AND PRESENT RENOVATION AND ABSENTEE OWNERSHIP

The results show that businesses have made a fair amount of renovations, varying from area to area, but that they generally don't have plans to renovate in the next five years. These results must be interpreted given the fact that many businesses are rented, varying in degree from one area to another. In response to the question, "Have you done any major renovations/repairs to your business structure in the past 5 years (\$2,000 or more)?" In Forest-Harding, of those businesses which responded, 55% said yes, and 39% said no. In Uptown 58% said yes and 42% said no. In University Place 33% said yes and 64% said no. With regard to future renovations, it was found that few renovations were planned. In Forest-Harding, 13% said yes, 37% said no, and 45% didn't know. In Uptown, 5% said yes, 74% said no, and 21% didn't know. In University Place 22% said yes, 50% said no, and 28% didn't know. The frequent don't know responses and uncertainty of future plans for renovation and repair can be contributable to the high percent of businesses which rent. Of those businesses which responded in Forest-Harding, 47% of the businesses rent and 47% own their own business. In Uptown 89% rent and 11% own. In University Place 47% rent and 33% own.

Do you rent or own your business?

	Percent Frequencies		
	F-H	U-P	U-T
Rent	47	47	89
Own	47	33	11
No Response	5	19	0

Are you planning any major renovation/repair in the next 5 years?

	Percent Frequencies		
	F-H	U-P	U-T
Yes	13	22	5
No	37	50	74
Don't Know	45	28	21
No Response	5	0	0

Have you done any major renovation/repair to your business structure in the past 5 years (\$2,000 or more)?

	Percent Frequencies		
	F-H	U-P	U-T
Yes	55	33	58
No	39	64	42
Don't Know	0	0	0
No Response	5	3	0

URBAN FLIGHT

Urban flight was not a major problem in the more deteriorated areas but of those businesses which are leaving, local business development and deterioration factors were considered important. It was found that, of those businesses which responded, only 8% in Forest-Harding had plans to leave in the next five years. Both in Uptown and University Place 11% of the businesses, respectively, had plans to leave. Interestingly, 26% of the businesses in Forest-Harding were undecided along with 21% in Uptown and 28% in University Place.

Are you planning to move to a new location within the next five years?

Responses	Percent Frequencies		
	F-H	U-P	U-T
Yes	8%	11%	11%
No	61	61	68
DK	26	28	21
NR	5	0	0

Regarding the question of whether or not businesses will relocate in the same area, it was found that deterioration and local business development factors were important. Here, business flight was related to local development with Forest-Harding and University Place businesses being the most dissatisfied with their respective areas. Of those businesses which responded, in Forest-Harding 0% were going to relocate. In Uptown, 11% were going to stay and in University Place, 3%. This question was answered by more businesses other than just those who had plans to leave. Concerning the other responses it was found that 17% in Forest-Harding were not going to relocate in the area and 11% didn't know. In Uptown 5% said

Condition of the Street

	Percent Frequency		
	F-H	U-P	U-T
Poor	5	19	0
Fair	61	39	42
Good	24	33	53
Very Good	8	8	5
Don't Know	0	0	0
No Response	3	0	0

Lighting

	Percent Frequency		
	F-H	U-P	U-T
Poor	8	8	0
Fair	58	58	42
Good	32	25	42
Very Good	0	8	11
Don't know	0	0	5
No Response	3	0	0

Forest-Harding and University Place were found to be more uncertain about the quality of fire and garbage services but a generally favorable image in all three areas was evident. In Forest-Harding, 74% responded good or very good to the question of quality of fire protection as compared to 85% in Uptown and 73% in University Place. In Forest-Harding 16% of the businesses responded that service was fair, 8% didn't know with a 3% no

response rate. In Uptown 11% had a fair image of this service, 5% didn't know with a 0% no response. Lastly, in University Place, 8% said fair, 20% didn't know, and 20% no response. Forest-Harding and University Place were even more undecided about **quality of garbage pick-up**. In Forest-Harding 58% responded that the quality of garbage pick-up was good or **very good** as compared to **79% in Uptown** and **67% in University Place**. However, in Forest-Harding 16% said they didn't know and 11% had no response. Only 11% said poor and 5% fair. Also, in University Place 11% said they didn't know with 0% having no response. Again, only 6% said poor and 8% fair. In Uptown everyone responded to the question and 0% responded don't know. The other responses were 11% poor and 11% fair.

Quality of Fire Protection

Percent Frequencies

	F-H	U-P	U-T
Poor	0	0	0
Fair	16	8	11
Good	53	31	59
Very Good	21	42	26
Don't Know	8	20	5
No Response	3	0	0

Garbage Pick-Up

Poor	11	6	11
Fair	5	8	11
Good	42	39	53
Very Good	16	28	26
Don't Know	16	19	0
No Response	11	0	0

Police protection received a similar and favorable response. In Forest-Harding 57% felt it was good or very good as compared to 68% Uptown, and 64% in University Place. The other responses are shown in the following percent table.

Quality of Police Protection

	Percentage Frequencies		
	F-H	U-P	U-T
Poor	5	8	0
Fair	34	25	32
Good	39	25	42
Very Good	18	39	26
Don't Know	0	3	0
No Response	3	0	0

Regarding burglary roughly there were 150-160 more victims in Forest-Harding than in the other areas. Concerning vandalism in Forest-Harding, there are 110 more victims than in Uptown, and 100 more than in University Place. These percentage differences are not particularly high, but do represent the fact that there is more crime in Forest-Harding.

Has the building in which your business is located been burglarized in the past two years?

Response	Absolute Frequencies		
	F-H	U-P	U-T
Yes	13	39	52
No	22	44	58
Don't Know	11	11	5
No Response	3	0	0

CRIME PROFILE

The hypothesis that vandalism and burglary are problems in Forest-Harding has been only slightly supported. Forest-Harding was compared to the other two areas so as to measure the relative frequency of these crimes. There is more of these crimes in Forest-Harding as shown by the following results. Regarding burglary, 53% of the Forest-Harding said yes to having been burglarized in the past two years, 32% said no, and 11% didn't know. In Uptown, 37% said yes, 58% said no, and 5% didn't know. In University Place, 39% said yes, 44% said no, and 11% didn't know. Regarding the question of vandalism in Forest-Harding, 58% said yes, 21% said no, and 16% didn't know. In Uptown 47% said yes, 42% said no, and 11% didn't know. In University Place 39% said yes, 44% said no, and 11% didn't know. Forest-Harding had the greatest frequency of these crimes. Regarding burglary roughly there were 14%-16% more victims in Forest-Harding than in the other areas. Concerning vandalism in Forest-Harding, there are 11% more victims than in Uptown, and 19% more than in University Place. These percentage differences are not particularly high, but do represent the fact that there is more crime in Forest-Harding.

Has the building in which your business is located been burglarized in the past two years?

Responses	Absolute Frequencies		
	F-H	U-P	U-T
Yes	53	39	37
No	32	44	58
Don't Know	11	11	5
No Response	5	6	0

Has the building in which your business is located been vandalized in the past two years?

	Percent Frequencies		
	F-H	U-P	U-T
Yes	58	39	47
No	21	44	42
Don't Know	16	11	11
No Response	5	6	0

Finally, it was asked if **shoplifting was a problem**. The results show that **University Place has the highest level of shoplifting** followed by **Uptown**, and then Forest-Harding. The Forest-Harding businesses are mostly service and professional firms, so the level of concern for shoplifting is logically explained. In Forest-Harding 11% said shoplifting was a problem, 74% said no, and 11% didn't know. In Uptown 21% said yes, 74% said no, and 5% didn't know. University Place, with the highest level of concern for shoplifting, responded 28% yes, 69% no, and 3% didn't know.

Is shoplifting a problem in your business?

	Percent Frequencies		
	F-H	U-P	U-T
Yes	11	28	21
No	74	69	74
Don't Know	11	3	5
No Response	5	0	0

NEIGHBORHOOD AND BUSINESS IMAGE

The hypothesis that there is an inverse relationship between local development and image of community and business deterioration has generally been supported by the results. In those areas of lower local neighborhood and business development the image of neighborhood and business deterioration exists in varying degrees. However, in the Uptown area, an area of relatively higher local development than the Forest-Harding and University Place areas, it was found that the image of neighborhood and business deterioration was less evident.

The following results will support the assumptions made in this study which are based on the R. L. Polk statistical neighborhood and business ratings. It is important to note that the image of deterioration coincides with deterioration as measured by economic, household, and business characteristics.

It should be noted at this point as has been commented on in Appendix B, that these neighborhood and business ratings are only rough approximations and problems with geographic boundaries have necessitated the presentation of these ratings as assumptions. It would be more logical to simply prove the R. L. Polk ratings as either valid or invalid, thus presenting them as assertions. However, since these indicators are so very rough in their approximations that for the purpose of the greater part of this paper they are but understood as assumptions. Thus, the reader should not be misled by terminology and simply interpret this hypothesis as proof of an assertion which has been referred to for the greater part of this paper as a valid assumption because of lack of other data.

The Forest-Harding and University Place areas had a mixed response regarding whether or not deterioration is a problem in the neighborhood.

However, when these perceptions are compared to Uptown, it is apparent that an image of deterioration does exist in both Forest-Harding and University Place. The Uptown businesses decisively perceived that deterioration was not a problem. Of those businesses which responded, 39% of businesses in the Forest-Harding area said yes, and 37% said no to the question of deterioration being a problem. Similarly, 39% of the businesses in the University Place area said yes, and 33% said no to the question. When these figures are compared to the Uptown area, it is apparent that ^{there} their are relatively strong images of deterioration in both the Forest-Harding and University Place areas. Only 6% in the Uptown area felt deterioration existed and significantly 94% perceived no deterioration in the area.

Is deterioration a problem in your area?

	Percent Frequencies		
	F-H	U-P	U-T
Yes	39	39	6
No	37	33	94
Don't Know	18	19	0
No Response	5	8	0

The results show that perceptions of business deterioration were contributable to businesses being run down, not a compliment to one another and characterized by a high image of risk. The inverse relationship between local development and business deterioration holds for these variables. However, all three areas generally responded similarly to the variables of profitability and competition. Higher levels of perceived competition and

profitability thus are not related to higher levels of local development. More important, perception of competition and profitability may well be similar in these areas because all three areas are basically healthy business areas with only some evidence of neighborhood or business decay in University Place and Forest-Harding.

It has been found that there is an overall inverse relationship between local development and image of business deterioration. In the Forest-Harding area it was felt that businesses were run down and not a compliment as compared to Uptown. University falls between the two extremes with a stronger undecided response.

In Forest-Harding, of those businesses which responded, 50% were favorable that businesses were rundown, 39% unfavorable, and 5% don't know. This is in contrast to Uptown where 37% were favorable, and 63% unfavorable. In University Place 47% were favorable, 44% unfavorable, with 28% responding don't know. Regarding the compliment question, in Forest-Harding 35% favorable felt businesses were a compliment, 37% were unfavorable, and 24% don't know. In significant contrast to Uptown 53% were favorable, 11% unfavorable. In University Place 47% were favorable, 34% unfavorable, and 17% don't know.

In general, how do you feel about other businesses in your area?

Run Down	Percent Frequencies		
	F-H	U-P	U-T
SA	3	8	0
A	47	39	37
D	34	33	47
SD	5	11	16
DK	5	28	0
NR	5	6	0

no re remaining, with 11% not knowing. Lastly, 13% of the University Place businesses said no and 5% didn't know.

If you answered yes to number 5 (plans to leave in next 5 years) will you locate in the same area?

	Precent Frequencies		
	F-H	U-P	U-T
Yes	0	3	11
No	17	13	5
DK	11	5	11
NR	72	79	74

In association with this last question, businesses were asked to state the reasons for interest in relocating in another area. These reasons illustrate the types of problems which are most likely prevalent in the areas but have not necessarily become a serious concern to most businesses. In Forest-Harding, the problems most often cited relate to area deterioration. In University Place businesses, traffic flow and low business; in Uptown, lack of space and high rent. The comments from Uptown reflect not a problem of deterioration but problems often associated with healthy business areas.

If you are locating to another area, what is the reason(s)?

Forest-Harding

26 No responses

Deterioration-fear-abusive language-threats-hard to recruit good help
 Profit
 Better clientele
 City restrictions
 Centralization of several businesses under one roof
 Parking and building deterioration
 People are afraid of the area.

Word-of-Mouth

	F-H	U-P	U-T
SA	68	72	63
A	18	25	37
D	3	3	0
SD	5	0	0
DK	0	0	0
NR	5	0	0

Personalized Services

	F-H	U-P	U-T
SA	63	61	68
A	21	25	32
D	0	0	0
SD	0	8	0
DK	3	8	0
NR	13	0	0

Professional Sales Persons

	F-H	U-P	U-T
SA	42	39	58
A	26	39	26
D	3	8	5
SD	13	16	11
DK	3	0	0
NR	13	8	0

84% more stable employee group

In Uptown 74% were favorable, 16% unfavorable, and 0% didn't know. Lastly, University Place businesses were 72% favorable, 14% unfavorable, and 6% didn't know.

Finally, discount rates and unique lines of merchandise were not particularly relied on by businesses in the three areas. However, the results show a degree of uncertainty on these variables. Discount rates were placed low on the list of techniques. Of those businesses which responded, in Forest-Harding 50% of the businesses were favorable, 35% unfavorable, and 5% didn't know. In Uptown 42% favorable, 42% unfavorable, and 5% didn't know. In University Place 34% were favorable, 53% unfavorable, and 3% didn't know. Regarding unique lines of merchandise, 65% were favorable in Forest-Harding, 15% unfavorable, and 5% didn't know.

Discount Rates

	F-H	U-P	U-T
SA	11	14	11
A	39	19	31
D	24	36	31
SD	11	17	11
DK	5	3	5
NR	11	11	11

Unique Lines of Merchandise

SA	26	44	37
A	39	28	37
D	5	11	16
SD	11	3	0
DK	5	6	0
NR	13	8	11

72 vs. 74 almost a stand-off between Univ. Place and 42nd St. Uptown area.

Personalized service, word of mouth, and professional salespersons were found to be the techniques which contributed the most to local business success in the three areas. This is most evident from the priority listing of the following techniques. Regarding personalized service, it was found that 32% of the businesses in Forest-Harding depended on this technique the most, 32% in Uptown, and 25% in University Place. Concerning word of mouth, in Forest-Harding 29% depended on this technique the most, 37% in Uptown, and 44% in University Place. Lastly considering the use of professional salespersons was depended on by 11% of the businesses in Forest-Harding, 11% in Uptown, and 3% in Uptown.

Specify which one of the techniques you depend on the most.

	Percent Frequencies		
	F-H	U-P	U-T
Personalized Service	32	25	32
Professional Salespersons	11	3	11
Advertising	8	3	5
Word of mouth	29	44	37
Unique lines of merch.	0	8	5
Visibility of Location	0	0	0
Discount Rates	5	6	5
Convenience of Location	3	6	5
No Response	12	6	0

Personalized service, word of mouth, and professional salespersons were found to be the techniques which contributed the most to local business success in the three areas. This is most evident from the priority listing of the following techniques. Regarding personalized service, it was found that 32% of the businesses in Forest-Harding depended on this technique the most, 32% in Uptown, and 25% in University Place. Concerning word of mouth, in Forest-Harding 29% depended on this technique the most, 37% in Uptown, and 44% in University Place. Lastly considering the use of professional salespersons was depended on by 11% of the businesses in Forest-Harding, 11% in Uptown, and 3% in Uptown.

Specify which one of the techniques you depend on the most.

	Percent Frequencies		
	F-H	U-P	U-T
Personalized Service	32	25	32
Professional Salespersons	11	3	11
Advertising	8	3	5
<u>Word of mouth</u>	29	44	37
Unique lines of merch.	0	8	5
Visibility of Location	0	0	0
Discount Rates	5	6	5
Convenience of Location	3	6	5
No Response	12	6	0

High, maybe
too high a
reliance?

DEMOGRAPHICS AND PROGRAM INTEREST

Businesses in the University Place area were by far the most familiar with DNA with Forest-Harding and Uptown both being about half as familiar with the DNA. In University Place, 53% were familiar, and in Uptown and Forest-Harding only 26% were familiar with the DNA.

Prior to this inventory, were you familiar with the Drake Neighborhood Association?

	F-H	U-P	U-T
Yes	26	53	26
No	68	47	74
No Response	5	0	0

In all three areas there is an overall adequate level of business stability. Forest-Harding and University Place have the largest number of older businesses. In Forest-Harding 39% of the businesses have existed for 11 years or more with 61% having existed 5 years or more. 39% have existed between 4 years or less. In Uptown 37% have existed 11 years or more and 48%, 5 years or more. 47% have existed for less than 4 years. In University Place 35% of the businesses have existed for 11 years or more, 66% 5 years or more, and 29% have existed less than 4 years.

How long has your business been in its present location?

Years in Existence	Percent Frequencies		
	F-H	U-P	U-T
1-4	39	29	47
5-10	22	21	11
11-19	11	24	11
20 or more	28	21	26
No Response	0	5	5

University Place *Needs Summarized*

30 No Responses

Business very poor in evening

Shoplifting-breakins-absolutely no business growth potential-trouble-
some youth groups-deterioration

Better traffic flow and parking

Downtown better

Greater traffic.

Uptown

14 No Responses

Lack of room

Increase in rent.

THE COOPERATIVE REVITALIZATION IMAGE

It was found that there was an overall positive image of what a cooperative revitalization effort is likely to accomplish. However, the results as well show a positive leniency and the strength of the positive attitudes can be interpreted so as to determine the less positively perceived factors which are contributing to a negative image of what a cooperative is likely to accomplish.

The results show that the major contributing variables to a negative image of what a cooperative revitalization effort is likely to accomplish, are as follows: The encouragement of public and private financing, the provision of creative promotion and marketing as well as employment opportunities. All three areas showed a similar less favorable response to these questions. The factors, increase neighborhood/business security, increase overall community pride, and increased profit, in order of strength of favorableness, all contributed to a more favorable image of what a cooperative is likely to accomplish. As the following shows, the Uptown responded most favorably to these three factors. *They have seen it work!*

The Uptown area, overall, had the most favorable attitude towards what a cooperative revitalization could accomplish. The Uptown was the most positive concerning the likelihood of a cooperative revitalization effort increasing neighborhood and business security, profits and overall community pride. The University Place area compares strongly in its response with Forest-Harding regarding these questions. The Uptown area was 100% favorable towards the question of increased neighborhood and business security. *that had or would result* In Forest-Harding 89% favorable, 8% unfavorable. In University Place 86% favorable, 6% unfavorable. Regarding the question of increased profits, in Uptown 95% were favorable, 5% unfavorable. In Forest-Harding,

76% favorable, 11% unfavorable. In University Place 73% favorable, 9% unfavorable. Concerning the question of increased overall pride, in Uptown 95% were favorable, 5% unfavorable. In Forest-Harding, 89% favorable, 6% unfavorable. In University Place 78% favorable, 3% unfavorable.

In the Drake area, a cooperative revitalization effort is likely to: Increase Neighborhood/Business Security

Percent Frequencies Only

Responses	F-H	U-P	U-T
SA	39	47	42
A	50	39	58
D	3	6	0
SD	5	0	0
DK	0	6	0
No Response	5	3	0

Increase Profits

SA	37	40	32
A	39	34	63
D	3	6	5
SD	8	3	0
DK	11	14	0
NR	3	3	0

Increase Overall Community Pride

SA	50	50	58
A	39	28	37
D	3	3	5
SD	3	0	0
DK	3	14	0
NR	3	6	0

The results show an overall favorable and similar response in the three areas regarding the questions of encouragement of public and private financing, and providing creative, promotion and marketing. In Uptown 79% were favorable towards the likelihood of a cooperative revitalization encouraging public and private financing, 21% were unfavorable. In Forest-Harding, 58% were favorable, 18% unfavorable. In University Place 58% favorable, 14% unfavorable. The University Place businesses were the most undecided in the question, with 19% responding don't know.

Encourage public and private financing

Responses	F-H	U-P	U-T
SA	24	22	42
A	50	36	37
D	13	6	21
SD	5	8	0
DK	8	19	0
NR	0	8	0

Concerning the question of a cooperative providing creative, promotion and marketing, the businesses in Uptown responded 69% favorable, 11% unfavorable. In Forest-Harding 66% were favorable, 16% unfavorable. In University Place, 66% were favorable, 17% unfavorable.

Provide creative promotions, marketing, etc.

SA	21	30	37
A	45	36	32
D	8	14	11
SD	8	3	0
DK	18	11	20
NR	0	6	0

Shows lack of perceived benefit of organization

Finally, the results showed a positive and similar response as well for the questions of provisions of employment opportunities. In Forest-Harding 66% were favorable, 19% unfavorable. In Uptown 66% were favorable and 11% unfavorable. In University Place 69% were favorable and 11% unfavorable.

Provide Employment Opportunities

Responses	F-H	U-P	U-T
SA	24	27	19
A	42	42	47
D	11	11	11
SD	8	0	0
DK	16	11	0
NR	0	8	0

The following techniques contribute to my business success.

Visibility of Location

	F-H	U-P	U-T
SA	18	23	17
A	35	38	37
D	13	11	11
SD	13	9	0
DK	8	5	5
NR	16	12	0

Of those businesses which responded in Forest-Harding, 43% favorably perceived advertising as contributing to their business success, and 44% unfavorable, 13% didn't know. In Uptown 72% were favorable, 11% unfavorable,

NEEDS QUESTION

The results show that the Uptown area businesses relied on visibility of location and advertising moderately more than Forest-Harding and University Place. Also convenience of location contributed more to business success in Uptown than Forest-Harding and University Place. Basically, personalized service, word of mouth and professional salespeople contributed the most to business success in the three areas. Finally, discount rates and unique lines of merchandise were not found so important to all the areas.

In Uptown visibility of location and advertising does contribute more to business success than in Forest-Harding and University Place. Of those businesses which responded in Forest-Harding, 50% were favorable that visibility contributed to business success, 26% unfavorable, and 8% didn't know. In Uptown, 84% favorable, 11% unfavorable, and 0% didn't know. In University Place 72% favorable, 19% unfavorable, and 5% didn't know.

The following techniques contribute to my business success.

Visibility of Location

	F-H	U-P	U-T
SA	18	53	47
A	32	19	37
D	13	11	11
SD	13	8	0
DK	8	5	5
NR	16	3	0

Of those businesses which responded in Forest-Harding, 43% favorably perceived advertising as contributing to their business success, and 40% unfavorable, 8% didn't know. In Uptown 79% were favorable, 11 unfavorable.

In University Place, 50% favorable, 31% unfavorable and 8% didn't know.

Advertising

	F-H	U-P	U-T
SA	11	8	21
A	32	42	58
D	19	28	11
SD	21	3	0
DK	8	8	0
NR	11	11	0

Convenience of location very much contributed to business success in Uptown but not especially in Forest-Harding. The University Place businesses felt that convenience of location somewhat contributed to business in the area. In Uptown 100% of the businesses agreed to this variable. 79% of the businesses strongly agreed and 21% agreed. In Forest-Harding 56% were favorable, 29% unfavorable. In University Place 80% were favorable and 29% unfavorable.

Convenience of Location

	F-H	U-P	U-T
SA	28	47	79
A	28	33	21
D	21	11	0
SD	8	8	0
DK	3	0	0
NR	11	0	0

However, all three areas perceive that approximately 54% of their business comes from customers living within one mile of their businesses. Convenience stores generally derive at least 50% of their business from shoppers who travel less than one-half mile (Gooddale, p. 139). Thus, even though all three areas are equally convenience-oriented, the Uptown is the area where convenience of location pays off the most. Thus, Uptown's higher level of neighborhood development appears to decidedly contribute to business success in the area.

What percentage of your customers are local residents (live within one mile of your business)?

	F-H	U-P	U-T
10-35	50	36	42
35-50	8	19	16
50-65	16	17	5
65-80	13	11	21
80-over	3	11	11
NR	11	6	5

Concerning the other factors, basically word of mouth, professional salespersons, and personalized service, contributed the most to business success in all three areas. In Forest-Harding of those people who responded 85% favorably perceived personalized service as a technique which contributed to business success. In Uptown 100% were favorable and in University Place 85%. Regarding professional salespersons, 68% responded favorably, in Uptown 84% and 78% in University Place. Finally, concerning word-of-mouth, in Forest-Harding, 86% were favorable, in University Place 97% and in Uptown 100%.

SUMMARY OF RESULTS

Some of the characteristics of "incipient decline" are evident in the Forest-Harding and University Place areas. However, clear evidence of accelerated decline is certainly not present. Incipient decline is when a still basically healthy neighborhood is moving toward some deterioration. This is also the stage when the neighborhood image is somewhat tarnished. Based on the Real Estate Research model, the characteristics of incipient decline are typically when commercial and household buildings are in moderate decay, public services are in some decline, crime becomes more of a problem and longer run neighborhood, commercial psychology and investment cycle is beginning to tend downward. The results of the Drake commercial deterioration and revitalization study has supported that some of these characteristics of incipient decline exist in the Forest-Harding and University Place areas.

Perceptions of neighborhood and business deterioration do exist in the Forest-Harding and University Place areas. Significantly, only 6% of the businesses in Uptown perceived deterioration in the neighborhood as contrasted to 39% in both the Forest-Harding and University Place areas. Also the perception of businesses being more rundown and not especially a compliment to one another exists in the Forest-Harding and University Place areas.

The Forest-Harding area and also the University Place area views public services more negatively. Street conditions and lighting are perceived as somewhat of a problem.

Vandalism and burglary is somewhat of a problem in Forest-Harding. There are 11% more vandalism and 16% more than in Uptown. University Place compares with Uptown with lower crime rates.

However, perception and characteristics of a healthy neighborhood and business area are evident. Urban flight is not a problem in the Forest-Harding and University Place areas. However, of those businesses which are planning to leave or possibly leave, poor business and neighborhood deterioration is the most frequent cause.

Thus, clear evidence of accelerated decline is not present. This is when the neighborhood image becomes severely tarnished and is characterized by a high rate of vandalism and other crimes as well as a great deal of building deterioration. Social services are poor and a high rate of renter occupied turnover is present. (Cohen, p. 341).

Businesses are initially interested in structural revitalization, especially in the more deteriorated commercial areas, but are uncertain or apprehensive of major payoffs via a cooperative revitalization program. In Forest-Harding, of those businesses which responded, 54% were interested in revitalization of their structures if long-term, low interest loans were available. In University Place 33% were interested and 17% in Uptown. Interest in property renovation is no doubt related to the need for property investment in these areas. Obviously, this says nothing about the acceptance or rejection of various investment alternatives based on the relative costs and benefits.

Despite the overall positive response concerning the likelihood of a cooperative effort providing financing, marketing and promotion schemes, the results as well indicate a moderate degree of uncertainty and apprehension when the strength of the favorableness, of the other variables, is compared. For instance, the fact that neighborhood and police security was viewed with such extreme favorableness, when compared to the other variables, indicates

that people are more uncertain of future results and possibly simply uneducated as to the possibilities of a cooperative effort being able to provide financing and creative marketing and promotion schemes. No doubt the recent increase in local police security has contributed to the credibility of a local cooperative being able to provide increased neighborhood and business security. Of course, this assumes that a cooperative can provide financing as well as promotion schemes to local businesses on reasonable and profitable terms.

RECOMMENDATIONS

Business development, administration, and marketing are essential elements of successful shopping areas and these elements will provide the keys to successful revitalization in Forest-Harding and University Place business areas. No doubt the need for business development in Forest-Harding and University Place exists, to attract new businesses and change the present ones, so as to create the cash flow which is needed for a comprehensive revitalization program. However, in the final analysis financing and return on investment will be the key deciding factors which will determine the priority of events and size of budget for any future commercial renovation program in the Forest-Harding or University Place business districts. Community and business leadership must not overlook the local benefits from joint ventures with experienced developers which can provide the necessary expertise. A good marriage with a developer which would result in the addition or expansion of commercial firms, given community and business support, would not only provide increased development funds but also allow for increased area visibility and thus benefit

other businesses. As well, proposed development alternatives can be more completely explored given this search and professional and expert opinions rendered. A local development of a neighborhood business "theme" must be included here because of the importance of developing the appropriate business mix and anchor. Competitive factors are always an important consideration as I've pointed out in the policy perspective located in the review of literature. The Drake businesses must determine their competitive advantages. Thus, from this perspective, development of the appropriate business mix and anchor should logically follow. Area and consumer research should be included as an integral part of the decision if possible. Secondly, an administrative staff should exist so to act as a liaison between local business people, interested governmental and community parties, and the Drake Neighborhood Association. This staff should help provide the necessary motivation for various revitalization programs, as well as other administrative functions such as bookkeeping, documentation and maintenance. Lastly, often promotion, such as special events and advertising, are not considered until after the physical improvements have taken place. The Retail Merchants Association has estimated that the average retail store loses between 20%-25% of its customers each year. Continually planned and coordinated promotion and/or advertising programs must be used to replace these customers. This means if you have 1,200 different customers a retailer should add approximately one each day to replace the one which was lost. Moreover, many studies have shown that due to competition, changing tastes of consumers, and the tremendous consumer mobility that the average retail store will lose about one quarter of its old customers each year. (Dickson, p. 15).

Need

Need

Need

Need

The importance of a community revitalization effort should not be underscored. The effects will have a reinforcing effect on commercial revitalization. First, the neighborhood change process is highly influenced by the household decision. The Real Estate Research corporation bases this theory on the phenomena that four out of the five causal processes of neighborhood decline begins with the household decisions. "They are: (1) the declining socio-economic status of the neighborhood's residents, (2) ethnic change, (3) physical decay, (4) pessimism about the future of the neighborhood on part of residents, and (5) economic disinvestment (failure to risk money in neighborhood improvements) by property owners." (Cohen, p. 341). "The real force behind neighborhood change is the impact of people moving in, moving out, deciding to look elsewhere for housing. The dynamics of neighborhood change process revolves around the household decision. Other people (bankers, brokers) make decisions, and they are important and often critical, but it is the change in resident population and decisions behind that, that fuel the neighborhood change process." (Cohen, p. 341).

Second, commercial firm productivity is highly dependent on location. Local demand conditions, determined by purchasing power and spending habits, will determine the best sites for small commercial firm location. (Goodale, p. 138). In summary, the household decision, in theory, has a strong effect on local commercial productivity. Thus, if there exists positive action which will increasingly turn the neighborhood psychology and investment cycle around, then the attraction of prosperous new businesses as well as an improvement of the old will increasingly take place.

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THE PHYSICAL BOUNDRIES

The business map has been divided into three business areas within the Drake Neighborhood. The Forest-Harding area boundaries are from 19th to 33rd and from Franklin to Carpenter. The University Place area boundaries are 21st to 33rd and from Kingman to Carpenter. Finally, the Uptown area boundaries are from 33rd to 42nd and from Kingman to Forest.

APPENDIX A

THE DRAKE NEIGHBORHOOD MAP AND EXPLANATION OF THE PHYSICAL BOUNDRIES

The following pages include the 5100 reports for the three areas. As previously discussed, these reports include the seven key factors of status which are represented by the sum of ratios and composite ranks. Also, following these reports is the sum of ratios area map. Finally, the S.511 report is shown which shows the status quantile ranks with all of the Des Moines tracks listed in sequence.

PLEASE NOTE:

The Polk's canvass of businesses includes businesses which are operated out of the home (such as seamstresses, music teachers, self-employed contractors, etc.) and exact comparisons of commercial counts, as determined for this study, were not possible. This study was interested only in those small businesses which have physical structures in the Drake neighborhood. Moreover, Polk's commercial firm classification system is based on the Standard Industrial Classification Code (SIC) which was not utilized for this research because of the nature of the study. Also, the current percentages, as presented in the Polk statistics for the classifications of commercial firms, were not used to determine the sum of ratios in the local commercial areas. Therefore, a strict comparison of firms as broken down into the SIC Code simply isn't necessary.

THE PHYSICAL BOUNDRIES

The responses were broken down into these three business areas within the Drake Neighborhood. The Forest-Harding area boundries are from 19th to 33rd and from Franklin to Carpenter. The University Place area boundries are 21st to 33rd and from Kingman to Carpenter. Finally, the Uptown area boundries are from 33rd to 42nd and from Kingman to Forest.

APPENDIX B

THE A. L. POLK STATISTICS

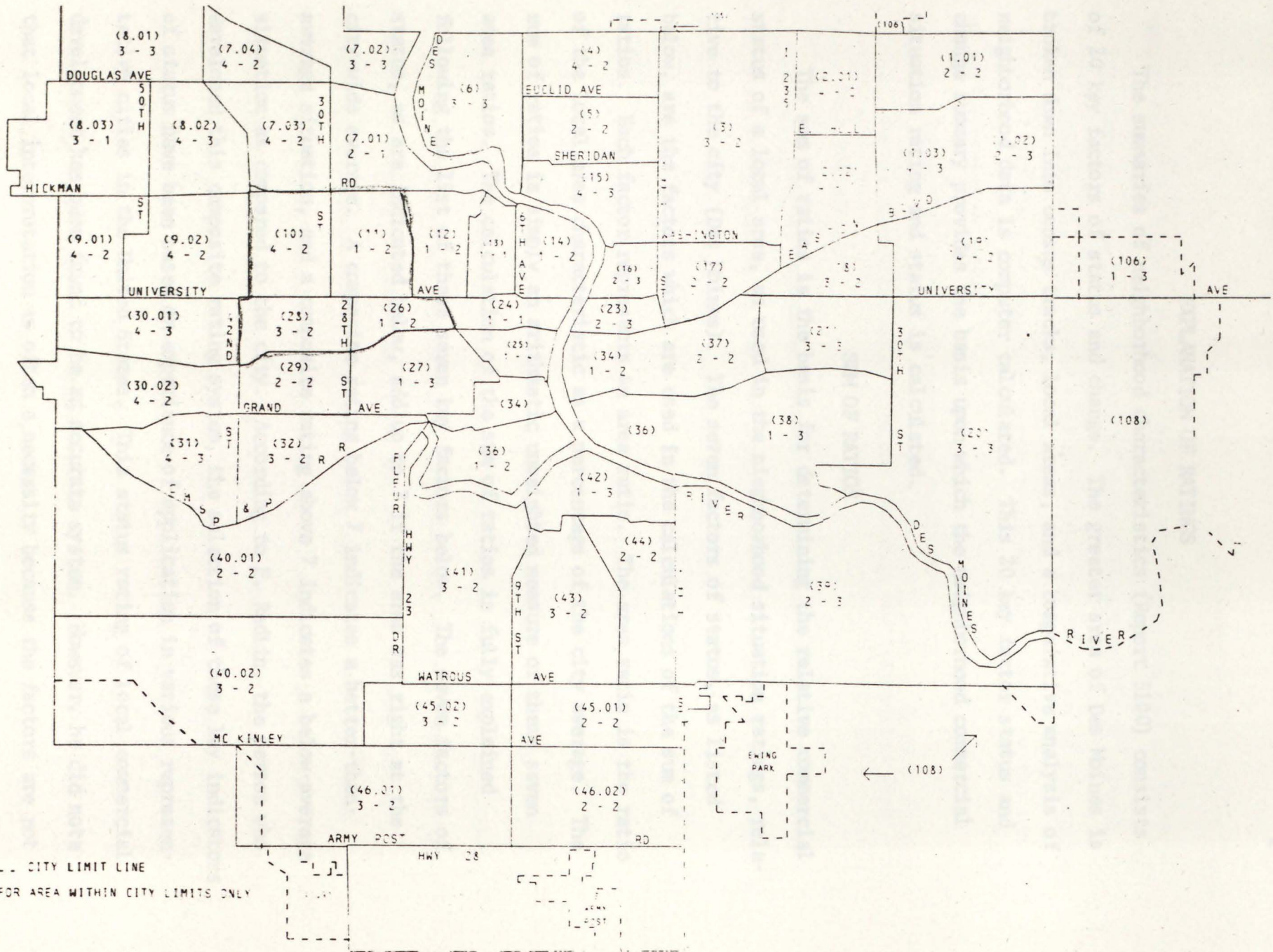
The small area commercial neighborhood situation ratings of status and change as shown on the following map indicates the relative status and change ratings for the three areas of Forest-Harding, University Place, and Uptown. All of Forest-Harding and approximately one-half of University Place, 35 of the 73 businesses, are represented by area 11 and have a situation rating of 1-2, see explanation of these ratings in the following sections. Area 26 represents approximately one-half of the University Place area, 39 of the 74 businesses, and has a situation rating of 1-2. Area 25 represents the Uptown area and includes 30 of the 30 commercial firms in the area and has a rating of 2-3. Thus, areas 11 and 26 have an overall rating of status of 1 which is strongly negative but a change rating which is moderately negative. Area 25 has an overall status rating of 2, which is moderately negative, and a completely positive (stable) change rating of 3. The set of ratios will be examined now so as to more completely explain how the three areas of the Insko neighborhood have been rated for the purpose of this study.

APPENDIX B

THE R. L. POLK STATISTICS

The small area commercial neighborhood situation ratings of status and change as shown on the following map indicates the relative status and change ratings for the three area of Forest-Harding, University Place, and Uptown. All of Forest-Harding and approximately one-half of University Place, 35 of the 74 businesses, are represented by area 11 and have a situation rating of 1-2, see explanation of these ratings in the following sections. Area 26 represents approximately one-half of the University Place area, 39 of the 74 businesses, and has a situation rating of 1-2. Area 28 represents the Uptown area and includes 20 of the 30 commercial firms in the area and has a rating of 2-3. Thus, area 11 and 26 have an overall rating of status of 1 which is strongly negative but a change rating which is moderately negative. Area 28 has an overall status rating of 2, which is moderately negative, and a moderately positive (stable) change rating of 3. The sum of ratios will be examined now so to more completely explain how the three areas of the Drake neighborhood have been rated for the purpose of this study.

SMALL AREA CHARACTERISTICS - COMMERCIAL
NEIGHBORHOOD SITUATION RATINGS
STATUS & CHANGE



EXPLANATION OF RATINGS

The summaries of neighborhood characteristics (Report 5100) consists of 20 key factors of status and change. The greater area of Des Moines is broken down into census tracts, local areas, and a comparative analysis of neighborhood data is computer calculated. This 20 key factor status and change summary provides the basis upon which the neighborhood commercial situation rating and status is calculated.

SUM OF RATIOS

The sum of ratios is the basis for determining the relative commercial status of a local area, as used in the neighborhood situation ratings, relative to the city (Des Moines). The seven factors of status, as listed below, are the factors which are used in the calculations of the sum of ratios. Each factor represents an area ratio. The area ratio is the ratio of the local area characteristic as a percentage of the city average. The sum of ratios is simply an arithmetic unweighted measure of these seven area ratios. The calculation of the sum of ratios is fully explained following the list of these seven key factors below. The seven factors of status, as are indicated below, add up to 7 if the area was right at the city-wide average. A composite rating below 7 indicates a better-than-average situation, and a composite rating above 7 indicates a below-average situation as compared to the city. According to E. Redlin, the person who developed this composite rating system, the selection of these key indicators of status have been based on experience of application in various representative cities in the United States. This status rating of local commercial development has been found to be an accurate system. However, he did note that local interpretation is often a necessity because the factors are not weighted and the users of this statistical data often place a different

importance on the various factors. For instance, vacancies may not be as important as local income because of various vacant public or private housing developments which would tend to distort the final sum of the ratios.

The 7 key factors commercial status which are represented by the sum of ratios are shown below:

1. Commercial units with change of occupancy
2. Vacant commercial units - counts based on two assumptions (See R. L. Polk definitions)
3. 2 - canvass vacancies - number of units/firms vacant for two years. For example, in area 11 on the 5100 report, 14 of 21 businesses were vacant at the point of two separate canvasses of the area.
4. Vacant housing
5. 2 canvass vacants - housing - similar to above definition
6. Total household owners
7. Average household income - aggregate change in of million dollars (See Polk definitions for explanation of methodology for estimating income.

The sum of ratios calculation is explained here so as to determine how the seven factors of commercial status are utilized in the 5100 report. In the columns marked current percentage the local area, referred to as "this area," is divided by the "total coverage," the city average for the particular factor in question, so as to arrive at the "area ratio." The "area ratio" is the ratio of the local area characteristic calculated as a percentage of the city wide average. For instance, in area 11 the current percentage for vacant commercial units is 13.21%. This is calculated by dividing the total vacant commercial units, as indicated by the 21 in the area count column, by the total commercial units of 159. Then the local

percentage of vacancies, as indicated by "this area," is divided by 10.31, the city average as indicated by the number in the "total coverage" column. This then determines the area ratio.

The sum of ratios is simply an arithmetic, unweighted measure, of seven factors. To arrive at the sum of ratios number as indicated in area 11 as 9.83, simply add up the area ratios as indicated by the asterisks in the "This area" column. The reciprocal is added for those factors which have a double asterisk. For the factors with just one asterisk, the higher the ratio, the more negative the neighborhood situation (for example a ratio of 1.20 for jobless head). The factors which are marked by a double asterisk are calculated using the reciprocal because these factors have a positive condition when indicated by a higher area ratio. For example, household income which increases in an area is positive but are calculated using the reciprocal of the ratio so as to be consistent with the final measure of status.

THE RANK ORDER

The sum of ratios is the basis for determining the rank order of particular area to that of the city. The 7 key factors of status with the highest sum of ratio (indicating a relatively negative situation) are given the lower composite ranking. Thus, the lowest ranking on a city wide basis is given a 1, then next highest a 2, etc., until all the small areas are ranked in sequence.

NEIGHBORHOOD COMMERCIAL SITUATION RATINGS

The neighborhood commercial situation rating consists of pair numbers such as 1-2 and 2-3 which indicate (1) current commercial status of each neighborhood area (as indicated by the first number of the paired numbers),

(2) The direction and intensity of the short-term change that is taking place (the latter number of the paired numbers). These paired numbers provide a factual way of evaluating neighborhood commercial areas in terms of status trends. Also they provide a perspective on neighborhood developmental programs and the establishment of local priorities.

QUANTILE RANKING OF STATUS AND CHANGE

The neighborhood commercial situation status and change ratings, 1 through 4, reflect the quantities into which the rankings fall. For instance, for a city of 100 census, those ranking 1 through 25 would be given a 1 rating (first quantile), denoting a strongly negative rating. The second quantile, representing ratings 26 through 50, denote a moderately negative rating. The third quantile denotes moderately positive, and the fourth denotes strongly positive. The rank order and quantile ratings indicate the position of the area or tract according to the city, and do not represent a quantitative measure as the sum of ratios.

Some R. L. Polk Definitions

The methodology for estimating the current household income levels was based on occupation of household head and, based on special tabulations of household income data collected annually by the Bureau of the Census. The data was further refined based on household size and owner/renter status, and sex of head. Lastly, the estimates were localized by using state-level survey data and revenue sharing estimates for Des Moines per-capita income.

Current-year vacancies for sale or rent. Counts based on two assumptions. First, newly-constructed single-unit structures, if vacant, are assumed to be for sale; we must make such an assumption, since Polk does not canvass realtors for sale/rental information on vacant units. (This assumption could overstate the "available for sale" counts where rental town-houses with individual street addresses are encountered.)

Second, by the same reasoning, it is assumed that vacant housing units in new multi-unit structures are for rent. (This assumption could overstate the number of units available for rent where multi-unit condominium buildings are involved.) In practice, these imprecisions are usually not significant; local knowledge permits quick adjustment if necessary. Units now vacant but previously occupied are given the tenure that was shown at the time of the preceding canvass.

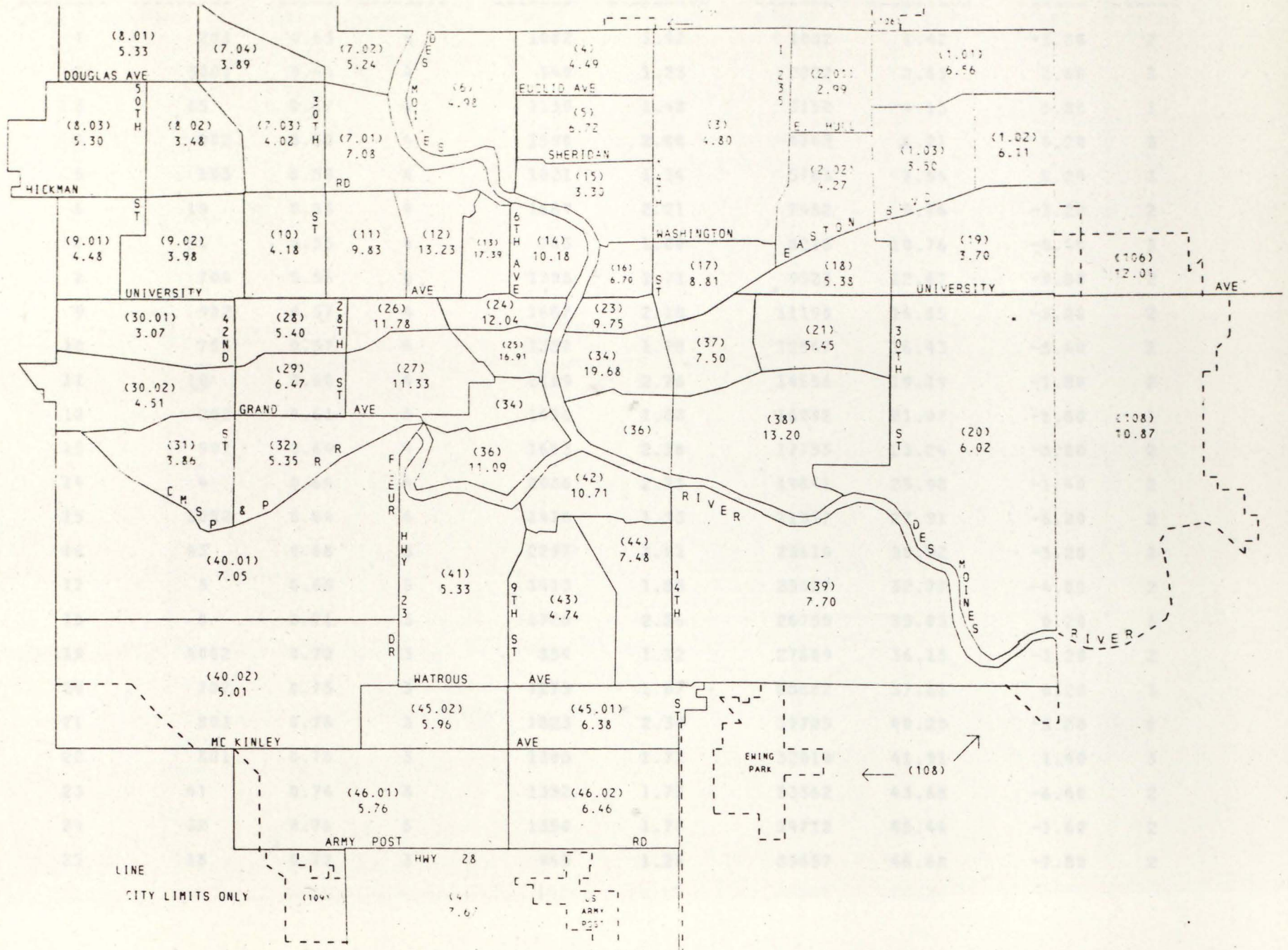
Current-year vacancies versus minimums. The amounts by which housing units which were found vacant for the first time in the current canvass (newly constructed units plus those which changed from occupied to vacant) exceed or fall short of vacancy levels generally regarded as desirable for normal occupancy turnover. These counts are useful in judging relocation capability and the relative need for housing.

		AREA NO.	28	(CALC)	(EDIT)							
AVG HH INCOME - ALL HH'S		15758	7 KEY FACTORS OF STATUS - COMPOSITE RANK *		34 ()	NEIGHBORHOOD SITUATION RATING						
AVG HH INCOME - MVRS IN		14233	7 KEY FACTORS OF STATUS - SUM OF RATIOS *		5.40 ()	COMMERCIAL						
AVG HH INCOME - MVRS OUT		14304	NET POINT SCORE - 9 FACTORS OF CHANGE		-2.40 ()	()	3	-	2	()		
AVG HH SIZE - OWNERS		2.61				STATUS CHANGES						
AVG HH SIZE - RENTERS		1.57										
			-- CURRENT PERCENTAGES --		-- CHANGE --		CHANGE INDICATORS AND RATINGS					
	AREA COUNT	TOTAL COVERAGE	THIS AREA	AREA RATIO	TOTAL MOVERS	NET CHANGE	PERCENT NET CHG	NEGATIVE STR	MOD	STABLE	POSITIVE MOD	ST
						(EDITED POINT SCORE)		()	()	()	()	()
COMM UNITS W/CHG OF OCC		32	26.73	24.62*	0.92							
TOTAL COMMERCIAL UNITS		113			0.01		1	.89	-----	-----	0.89	-----
ST-ADDR W/1 COM UNIT		59	54.17	52.21	0.96		-2	-3.28	-----	-----	-----	-----
VACANT COMMERCIAL UNITS		3	10.31	2.65*	0.26		0	.00	-----	-----	0.00	-----
2-CANVASS VACANCIES		1	5.50	.88*	0.16				-----	-----	-----	-----
COMMERCIAL FIRMS		110			0.02	34	-2	-1.79	-----	-1.79	-----	-----
MANUFACTURING		2	5.30	1.82	0.34	1	1	100.00	-----	-----	-----	-----
WHOLESALE		7	7.08	6.36	0.90	3	1	16.67	-----	-----	-----	-----
RETAIL		24	24.34	21.82	0.90	8	2	9.09	-----	-----	-----	-----
FIN REAL ESTATE & INS		26	15.70	23.64	1.51	2	0	.00	-----	-----	-----	-----
SERVICE & PROFESSIONAL		48	37.19	43.64	1.17	18	-6	-11.11	-----	-----	-----	-----
VACANT HOUSING UNITS		120	5.65	6.88*	1.22		62	106.90	-----	-----	-----	-----
2-CANVASS VACANTS		14	1.79	.80*	0.45		63	108.62	108.62	-----	-----	-----
HOUSEHOLDS - TOTAL		1623			0.02	1374	-44	-2.64	-----	-2.64	-----	-----
- OWNERS		789	62.55	48.61**	0.78	315	-15	-1.87	-----	-----	0.77	-----
AVG HH INCOME (AGGREGATE & CHG IN MILLION DOLLARS)		25.58	17452	15758**	0.90		-68	-2.59	-----	-----	0.05	-----
OCCUPATION OF HH HEAD												
PROF & MGR		346	18.22	21.32	1.17	236	10	2.98	-----	-----	-----	5.
SALES & CLERICAL		194	10.55	11.95	1.13	184	-26	-11.82	-----	-----	-----	-----
BLUE COLLAR		264	24.08	16.27	0.68	228	24	10.00	-----	-----	-----	-----
SERVICE WORKERS		57	4.44	3.51	0.79	48	-14	-19.72	-----	-----	-----	-----
NO OCC INDIC		166	9.77	10.23	1.05	199	37	28.68	31.32	-----	-----	-----

AREA NO. 26 (CALC) (EDIT)

AVG HH INCOME - ALL HH'S	12681	7 KEY FACTORS OF STATUS - COMPOSITE RANK *		8 ()		NEIGHBORHOOD SITUATION RATING COMMERCIAL							
		AVG HH INCOME - MVRS IN	11995	7 KEY FACTORS OF STATUS - SUM OF RATIOS *	11.78 ()	()	1	-	2	()			
AVG HH INCOME - MVRS OUT	12636	NET POINT SCORE - 9 FACTORS OF CHANGE		-5.20 ()		STATUS CHANGE							
AVG HH SIZE - OWNERS	2.49	-- CURRENT PERCENTAGES --		-- CHANGE --		CHANGE INDICATORS AND RATINGS							
AVG HH SIZE - RENTERS	1.62	AREA COUNT	TOTAL COVERAGE	THIS AREA	AREA RATIO	TOTAL MOVERS	NET CHANGE	PERCENT NET CHG	NEGATIVE STR	MOD	STABLE	POSITIVE MOD	ST
COMM UNITS W/CHG OF OCC	25	26.73	23.36*	0.87				(EDITED POINT SCORE)	()	()	()	()	()
TOTAL COMMERCIAL UNITS	97			0.01			-1	-1.02	-----	-----	-1.02	-----	-----
ST-ADDR W/1 COM UNIT	70	54.17	72.16	1.33			1	1.45	-----	-----	-----	-----	-----
VACANT COMMERCIAL UNITS	9	10.31	9.28*	0.90			1	12.50	12.50	-----	-----	-----	-----
2-CANVASS VACANCIES	6	5.50	6.19*	1.13					-----	-----	-----	-----	-----
COMMERCIAL FIRMS	88			0.01	19	1	1.15	-----	-----	1.15	-----	-----	-----
MANUFACTURING	3	5.30	3.41	0.64	0	0	.00	-----	-----	-----	-----	-----	-----
WHOLESALE	1	7.08	1.14	0.16	0	0	.00	-----	-----	-----	-----	-----	-----
RETAIL	21	24.34	23.86	0.98	7	-1	-4.55	-----	-----	-----	-----	-----	-----
FIN REAL ESTATE & INS	28	15.70	31.82	2.03	2	0	.00	-----	-----	-----	-----	-----	-----
SERVICE & PROFESSIONAL	30	37.19	34.09	0.92	9	1	3.45	-----	-----	-----	-----	-----	-----
VACANT HOUSING UNITS	167	5.65	13.52*	2.39			-14	-7.73	-----	-----	-----	-----	-----
2-CANVASS VACANTS	50	1.79	4.05*	2.26		CHANGE IN EXIST HU'S..	-12	-6.63	-----	-----	-----	-----	-6.6
HOUSEHOLDS - TOTAL	1068			0.01	1344	44	4.30	-----	-----	-----	-----	4.30	-----
- OWNERS	231	62.55	21.63**	0.35	131	-13	-5.33	-9.63	-----	-----	-----	-----	-----
AVG HH INCOME (AGGREGATE & CHG IN MILLION DOLLARS)	13.54	17452	12681**	0.73			.11	.82	-----	-3.48	-----	-----	-----
OCCUPATION OF HH HEAD													
PROF & MGR	107	18.22	10.02	0.55	130	-8	-6.96	-11.26	-----	-----	-----	-----	-----
SALES & CLERICAL	73	10.55	6.84	0.65	104	-22	-23.16	-----	-----	-----	-----	-----	-----
BLUE COLLAR	253	24.08	23.69	0.98	344	22	9.52	-----	-----	-----	-----	-----	-----
SERVICE WORKERS	87	4.44	8.15	1.84	107	11	14.47	-----	-----	-----	-----	-----	-----
NO OCC INDIC	194	9.77	18.16	1.86	290	50	34.72	30.42	-----	-----	-----	-----	-----

SMALL AREA CHARACTERISTICS - COMMERCIAL
7 KEY FACTORS OF STATUS - SUM OF R₁ TO R₇



S.
BLUE C
CE WORK
NO PIC

LINE
CITY LIMITS ONLY

NEIGHBORHOOD SITUATION RATINGS - COMMERCIAL CHARACTERISTICS

AREAS LISTED IN SEQUENCE OF STATUS RATIO

SEQUENCE NUMBER	AREA	- STATUS - RATIO	QUARTILE	- HU'S IN AREA - NUMBER	% OF CITY	- CUMULATIVE HU'S - NUMBER	% OF CITY	- CHANGE - SCORE	RATING
1	201	0.43	4	1082	1.42	1082	1.42	-3.30	2
2	3001	0.44	4	940	1.23	2022	2.65	2.60	3
3	15	0.47	4	1130	1.48	3152	4.13	5.30	3
4	802	0.50	4	1590	2.08	4742	6.21	0.20	3
5	103	0.50	4	1021	1.34	5763	7.54	0.20	3
6	19	0.53	4	1689	2.21	7452	9.76	-3.20	2
7	31	0.55	4	763	1.00	8215	10.76	-0.40	3
8	704	0.56	4	1308	1.71	9523	12.47	-0.80	2
9	902	0.57	4	1667	2.18	11190	14.65	-5.00	2
10	703	0.57	4	1357	1.78	12547	16.43	-5.40	2
11	107	0.60	4	2109	2.76	14656	19.19	-1.80	2
12	202	0.61	4	1436	1.88	16092	21.07	-2.80	1
13	901	0.64	4	1663	2.18	17755	23.24	-5.00	2
14	4	0.64	4	2086	2.73	19841	25.98	-1.40	2
15	3002	0.64	4	1476	1.93	21317	27.91	-6.20	2
16	43	0.68	3	2297	3.01	23614	30.92	-5.20	2
17	3	0.69	3	1413	1.85	25027	32.77	-4.80	2
18	6	0.71	3	1728	2.26	26755	35.03	0.20	3
19	4002	0.72	3	854	1.12	27609	36.15	-3.20	2
20	702	0.75	3	1273	1.67	28882	37.81	0.20	3
21	803	0.76	3	1823	2.39	30705	40.20	-8.80	1
22	801	0.76	3	1305	1.71	32010	41.91	1.40	3
23	41	0.76	3	1352	1.77	33362	43.68	-6.40	2
24	32	0.76	3	1350	1.77	34712	45.44	-1.60	2
25	18	0.77	3	945	1.24	35657	46.68	-7.80	2

NEIGHBORHOOD SITUATION RATINGS - COMMERCIAL CHARACTERISTICS

AREAS LISTED IN SEQUENCE OF STATUS RATIO

SEQUENCE NUMBER	AREA	- STATUS - RATIO	QUARTILE	- HU'S NUMBER	IN AREA - % OF CITY	- CUMULATIVE HU'S - NUMBER	% OF CITY	- CHANGE - SCORE	RATING
26	(28)	0.77	3	1743	2.28	37400	48.96	-2.40	2
27	21	0.78	3	2025	2.65	39425	51.61	7.60	3
28	4601	0.82	3	1372	1.80	40797	53.41	-6.20	2
29	4502	0.85	3	1264	1.65	42061	55.07	-5.00	2
30	20	0.86	3	652	0.85	42713	55.92	5.60	3
31	102	0.87	2	1273	1.67	43986	57.59	5.00	3
32	4501	0.91	2	1354	1.77	45340	59.36	-0.60	2
33	4602	0.92	2	1997	2.61	47337	61.97	-1.20	2
34	29	0.92	2	2574	3.37	49911	65.34	-3.20	2
35	101	0.94	2	1146	1.50	51057	66.84	-4.20	2
36	16	0.96	2	663	0.87	51720	67.71	7.80	3
37	5	0.96	2	2055	2.69	53775	70.40	-2.00	2
38	4001	1.01	2	1111	1.45	54886	71.86	-5.20	2
39	701	1.01	2	1226	1.61	56112	73.46	-10.00	1
40	44	1.07	2	1479	1.94	57591	75.40	-7.00	2
41	37	1.07	2	1224	1.60	58815	77.00	-3.20	2
42	47	1.10	2	1819	2.38	60634	79.38	0.00	3
43	39	1.10	2	957	1.25	61591	80.63	4.40	3
44	17	1.26	2	812	1.06	62403	81.70	-8.00	2
45	23	1.39	2	686	0.90	63089	82.60	0.80	3
46	(11)	1.40	1	1776	2.33	64865	84.92	-2.20	2
47	14	1.45	1	917	1.20	65782	86.12	-7.60	2
48	42	1.53	1	827	1.08	66609	87.20	3.40	3
49	108	1.55	1	387	0.51	66996	87.71	-1.60	2
50	36	1.58	1	345	0.45	67341	88.16	-1.20	2

NEIGHBORHOOD SITUATION RATINGS - COMMERCIAL CHARACTERISTICS

AREAS LISTED IN SEQUENCE OF STATUS RATIO

SEQUENCE NUMBER	AREA	- STATUS -		- HU'S IN AREA -		- CUMULATIVE HU'S -		- CHANGE -	
		RATIO	QUARTILE	NUMBER	% OF CITY	NUMBER	% OF CITY	SCORE	RATING
51	27	1.62	1	2231	2.92	69572	91.00	5.80	3
52	(26)	1.68	1	1235	1.62	70807	92.70	-5.20	2
53	106	1.72	1	135	0.18	70942	92.80	6.60	3
54	24	1.72	1	579	0.76	71521	93.65	-10.20	1
55	38	1.89	1	370	0.48	71891	94.12	5.40	3
56	12	1.89	1	1232	1.61	73123	95.73	-4.80	2
57	25	2.42	1	472	0.62	73595	96.35	9.40	4
58	13	2.48	1	1328	1.74	74923	98.09	-12.00	1
59	34	2.81	1	1460	1.91	76383	100.00	-1.20	2

CHANGE RATINGS

Change can be as important as current status. The relative change in demographic characteristics shows which neighborhoods are tending up, declining, or stable. For instance, the Polk's profile of change allows for the interpretation of neighborhood or local area conditions even if these areas all look alike in terms of households, vacancy rates and various demographic characteristics.

The nine factors of change are calculated so as to determine the quantile commercial change rating as indicated by the second number of the paired numbers in the neighborhood situation rating. The nine factors of change are computer calculated and displayed in the far right hand columns under the heading of change indicators and ratings. The calculation of the nine factors of change are partially present below so as to help determine the meaning of this indicator.

The nine factors of change are explained here so as to provide a better basis for understanding the meaning of this change indicator. First, an explanation of how the percent of net change is calculated. On the 5100 report the net change for household movement, for example, was calculated by determining the difference between the counts for households as movers-in (new to an address as shown by the first canvass) and households identified as movers-out (households found in the previous canvass but not found at the same address in the second canvass). The "total counts" of the movers-in plus movers-out helps to judge the significance of the net change figures. Next, the percent of change was calculated for each variable in the local area.

The percentage of net change forms the basis for determining the change ratings as indicated by the far right hand columns of the report, on the

small area commercial characteristics 20 factor report (Report 5100).

For factors such as the following, the percentage change is used exactly as shown on the report: number of housing units, vacant housing units, households, commercial firms, and vacant commercial units.

For factors dealing with change in household characteristics, the significant number is the "spread" in the percentage points between change in households and the change in the factor being considered, the idea being to measure the magnitude of the relative shifts that are taking place in the area's demography.

For example, assume that the number of households in a tract decreased by 3 percentage points and that the number of heads of household with no occupation indicated also decreased by 3 percentage points; since the percentage change in heads with no occupation indicated exactly paralleled the change in households, the net percentage spread of "0" indicates that this factor was relatively stable.

Had the number of heads with no occupation indicated increased by 3 percentage points, while households decreased by 3 points, the relative increase would be measured by the 6 point spread, representing a strong negative change.

Conversely, had the number of heads with no occupation indicated decreased by 6 percentage points, against a decrease of 3 points for households, the net decrease (or spread) of 3 points would represent a relative improvement in the situation, and the change would be entered in the moderate positive column.

Based on experience, we consider change of -9 points or more to indicate a strong negative situation with a change rating of "1". A net score of -1 through -8 points denotes moderate negative with an overall change rating of "2". A net score of 0 through +8 is considered moderate positive with a change rating of "3"; and +9 or more points is strong positive with a change rating of "4".

DRAKE NEIGHBORHOOD ASSOCIATION
"Neighbor helping neighbor"

INTRODUCTION

The Drake Neighborhood Association is a private non-profit, voluntary association of residents, business persons, and institutional representatives, functioning within specified boundaries for community betterment. The Drake area boundaries are south of Franklin Avenue, north of Elwood Blvd., east of 42nd Street, and west of Harding Blvd.

PURPOSE OF THE SURVEY

We want to prepare an inventory of products and services available for publication and distribution among residents, students, and businesses. The associated questions are a form of local business community assessment of the feasibility of attracting new businesses into the Drake neighborhood. Based on this inventory, we will be able to identify products and services not available within the community, as well as address such issues as the attitudes of local merchants concerning an organized "revitalization" effort.

In order to complete a comprehensive **APPENDIX C** RESPONSE TO INTERVIEW: We are here to promote and retail businesses in a way that none of the material will be used in a detrimental way.

THE SURVEY INSTRUMENT

Thank you for participating.

Call 701-5425 if you have any questions or concerns!

Drake Neighborhood Association
7 Drake University
1907 21st
Des Moines, Iowa 50311

March 1991

Copy Cat (Photocopy)
1407 29th

* College Clinic West
1300 21st

Cardinal Cleaners
1245 21st Street

Hinky Dinky
19th and Carpenter

Bison Company of D.M.
1907 Keo

Cook & Grote Barber Shop 3
29th & Clark

Mustards Restaurant
1904 Forest Ave.

* Medical Assn. Pharmacy
1901 Carpenter

* Big Roy's Trd. Post
1807 Keo.

* Gateway Resale Store
19th & University

UNIVERSITY PLACE BUSINESSES

Paul Revere's Pizza
3106 University

7-Eleven
3104 University

Poncho Villa (Mexican Food)
1201 - 31st Street

A-one Shade Co. & Draperies
3201 University

The Cleaning Shoppe
25 University

* The Stationary Store
2429 University

* Readers World
2424 University

Mary Janes Hairstylist
2422 University

Cosmic Zone
2420 University

Head Win
2418 University

* Borderline (Uncle Jacks)
(Mexican Restaurant)
2417 University

* Felix & Oscars
2414 University

Paton Lounge
2413 University

Dave's Tailor Shop
3019 University

Thodes Sporting Goods
3015 University

Hiatt Printing Shop
3013 University

Campus Cleaners
2800 University

* Bargain Basket Thrift Shop
2410 University

* Advance Plumbing & Heating
2309 University

DeLuxe Beauty Shop (Gifts)
2408 University

* Johnson Clothing
2404 University

Cages Night Club
2330 University

* Music Circuit
2329 University

University Appliance Service Ctr
2302 University

* Johnston Distribution Company Inc.
2321 University

* Clark Peterson Htg Cooling
Plumbing Remolding
2318 University

DRAKE NEIGHBORHOOD ASSOCIATION
"Neighbor helping neighbor"

INTRODUCTION:

The Drake Neighborhood Association is a private non-profit, voluntary association of residents, business persons, and institutional representatives, functioning within specified boundaries for community betterment. The Drake area boundaries lie south of Franklin Avenue, north of Kingman Blvd., east of 42nd street, and west of Harding Road.

PURPOSE OF THE SURVEY:

We want to prepare an inventory of products and services available for publication and distribution among residents, students, and businesses. The associated questions are a form of local business community assessment of the feasibility of attracting new businesses into the Drake neighborhood. Based on this inventory, we will be able to identify products and services not available within the community, as well as address such issues as the attitudes of local merchants concerning an organized "revitalization" effort.

In order to complete a comprehensive listing, YOUR RESPONSE IS IMPERATIVE!! We are here to promote all retail businesses in the area and none of the material will be used in a detrimental way.

Thank you for participating.

Call 271-3426 if you have any questions or concerns!!

Drake Neighborhood Association
% Drake University
1422 27th
Des Moines, Iowa 50311

March 1981

PART 1

TYPE OF BUSINESS AND PRODUCTS

NAME OF BUSINESS:

NAME OF OWNER:

NAME OF MANAGER:

ADDRESS:

PHONE:

PRODUCT OR SERVICE PROVIDED:
(List both if applies)

Are there any major lines or brand names with which you would like your business identified? Please list.

Additional services (i.e. Postal) Please list

DO YOU OWN OR RENT THE BUILDING IN WHICH YOUR BUSINESS IS LOCATED? (CIRCLE ONE)

OWN

RENT

PART 11

PLEASE READ THIS NOTE BEFORE YOU BEGIN!!

The purpose of this section of the questionnaire is to get a general idea of the attitudes and concerns of the local merchants. This part of the survey will be assigned a number only after all have been collected, in no way can any information you provide be traceable to you. DO NOT include your name or address on any part of this section. There are no right or wrong answers and we appreciate your opinion.

1. How long has your business been its present location? _____
2. Is business deterioration a problem in your area?
yes no don't know
3. Have you done a major renovation/repair to your business structure in the past 5 years? (\$2000.00 or more). (Please circle one).
yes no
4. Are you planning any major renovation/repair within the next 5 years?
yes no don't know
5. Are you planning to move your business to a new location within the next 5 years? (Please circle one).
yes no don't know
6. If you answered yes to number ⁵9, will you locate in the same area?
yes no don't know
7. If you are locating in another area, what is the reason(s) _____

8. Prior to this inventory, were you familiar with the Drake Neighborhood Association? (Please circle one)
yes no
9. If a long-term, low-interest loan was available to businesses, would you consider revitalizing your structure? (Please circle one).
yes no don't know

10. Please indicate whether you strongly agree (SA), agree(A), disagree (D), or strongly disagree (SD), or don't know (DK) how you feel about the following statement.

In the Drake area, a cooperative revitalization effort is likely to:

	(SA)	(A)	(D)	(SD)	(DK)
A) increase neighborhood/business security.....	()	()	()	()	()
B) increase profits.....	()	()	()	()	()
C) provide creative promotions, marketing, etc..	()	()	()	()	()
D) provide employment opportunities.....	()	()	()	()	()
E) encourage public and/or private financing....	()	()	()	()	()
F) increase overall community pride.....	()	()	()	()	()

11. Has the building in which your business is located been vandalized in the past 2 years? (Please circle one).

yes no don't know

12. Has the building in which your business is located been burgularized in the past 2 years? (Please circle one).

yes no don't know

13. Is shoplifting a major problem in your business? (Please circle one).

yes no don't know

14. Rate how you feel about the public services provided in the Drake area. Place a x in the space provided.

	<u>poor</u>	<u>fair</u>	<u>good</u>	<u>very good</u>	<u>don't know</u>
A) quality of police protection	()	()	()	()	()
B) quality of fire protection.....	()	()	()	()	()
C) garbage pick-up.....	()	()	()	()	()
D) condition of the streets.....	()	()	()	()	()
E) lighting.....	()	()	()	()	()

15. In general, how do you view other businesses in the Drake area? Indicate whether you strongly agree (SA), agree (A), disagree (D), strongly disagree (SD), or don't know (DK).

	(SA)	(A)	(D)	(SD)	(DK)
a) highly competitive.....	()	()	()	()	()
b) profitable.....	()	()	()	()	()
c) run-down.....	()	()	()	()	()
d) a compliment to your business.....	()	()	()	()	()
e) risky.....	()	()	()	()	()

16. What other commercial establishments would you like to see added to the area, if any? _____

17. Please indicate whether you strongly agree (SA), agree (A), disagree (D), or strongly disagree (SD), or don't know (DK) how you feel about the following statement.

The following techniques contribute to my business success.

	(SA)	(A)	(D)	(SD)	(DK)
1. Personalized services	()	()	()	()	()
2. Professional salespersons	()	()	()	()	()
3. Advertising (newspaper, radio, TV)	()	()	()	()	()
4. Word of mouth	()	()	()	()	()
5. Unique lines of merchandise	()	()	()	()	()
6. Visibility of location	()	()	()	()	()
7. Discount rates	()	()	()	()	()
8. Convenience of location	()	()	()	()	()

18. Which one of the techniques listed above do you depend on most. Please specify. _____

19. What percent of your customers are local residents (live within one mile of your business?)

- A. 10-35
- B. 35-50
- C. 50-65
- D. 65-80
- E. 80-Over

Feel free to make any additional comments which you feel may be important to this survey effort.

THANKS AGAIN FOR YOUR HELP!!

Forest Harding Businesses

- The Quality Cleaners
3217 Forest
- * The Lamp Shop
3215 Forest
- * Aggs Sleep World
3212 Forest
- * Charles W. Gearing Inc.
(Plumbing-Heating-Cooling)
3211 Forest
- The Copper Bellows
3208 Forest
- Kentucky Fried Chicken
3200 Forest
- * Shelly
3111 Forest
- * McInnis
3116 Forest
- McInnis's World of Acrylics Inc.
Cross County Ski Shop
3107 Forest
- * Dick's Pharmacy
3014 Forest
- Peggy's
3010 Forest
- * Grand Central Station
3016 Forest
- Bill's Trip
3011 Forest
- * Academy Doctor & Dental Inc.
3002 Forest
- Spencer & Anderson Upholstering
2825 Forest
- * Green & Gratz
2801 Forest
- * Hope - Chest Antiques
2530 Forest
- * Petella's Scotics
2537 Forest
- * Barber Shop
2535 Forest
- Quality Plumbing Co. (Retail Sales)
2535 Forest
- * Laundry (Discount Dry Cleaning)
2515 Forest
- * Western Plumbing Co.
2507 Forest
- Prior Pharmacy
2505 Forest

APPENDIX D

LIST OF COMMERCIAL FIRMS BY LOCAL AREA

- Central Insurance
- Dave's Sunrise Cafe
2311 Forest
- West End Lounge
2309 Forest
- * Friend Cementry
2301 Forest
- Middle's Discount Furniture
2305 Forest
- * Lak's
2212 Forest
- Johnson Garden
2201 Forest
- B & B Auto Cleaning Service
2200 Forest
- * Great Plains Saloon
2117 Forest
- Attorney & Quincey at Law
2113 Forest

Forest-Harding Businesses

- | | |
|--|--|
| The Quality Cleaners
3217 Forest | * Hope - Chest Antiques
2539 Forest |
| * The Lamp Shop
3215 Forest | * Estella's Boutique
2537 Forest |
| * Aqua Sleep World
3212 Forest | * Barber Shop
2533 Forest |
| * Charles W. Goering Inc.
(Plumbing-Heating-Cooling)
3211 Forest | Quality Plumbing Co. (Retail Sales)
2525 Forest |
| The Copper Dollar
3206 Forest | * Laundry (Discount Dry Cleaning)
2515 Forest |
| Kentucky Fried Chicken
3200 Forest | * Western Plumbing Co.
2507 Forest |
| * Skelley
3121 Forest | Forker Pharmacy
2505 Forest |
| * McDonalds
3116 Forest | Kentucky Central Insurance
2412 Forest |
| Madonia's World of Bicyclin Inc.
Cross County Ski Shop
3102 Forest | Dave's Sunrise Cafe
2312 Forest |
| * Dick's Pharmacy
3024 Forest | West End Lounge
2309 Forest |
| Peggy's
3020 Forest | * Friend Carpentry
2301 Forest |
| * Grand Central Station
3018 Forest | Liddels Discount Furniture
2323 Forest |
| Kwik Trip
3011 Forest | * Zak's
2222 Forest |
| * Academy Tropher & Award Inc.
3002 Forest | Johnson Conoco
2201 Forest |
| Spencer & Anderson Upholstering
2625 Forest | D & B Auto Cleaning Service
2200 Forest |
| * Green & Grains
2601 Forest | * Great Plains Saloon
2217 Forest |
| | Attorney & Counselor at Law
2212 Forest |

- Forest Avenue Dentists
2214 Forest
- Parrot Printing
* 2125 Forest
- Guthrie's Furniture Stripping
2124 Forest
- DeWitt Upholstery
2121 Forest
- * Battle Bar BQ
2107 Forest
- * Chiropractors (Dr. Gerald Whitten, Dr. Tim Cochran)
2106 Forest
- * Pet Hospital
2103 Forest
- * Pet Supplies Aquarium
2105 Forest
- * Carefree Pools and Waterbed World
2011 Forest
- B & N Upholstering
2007 Forest
- * Beauty Spot
2010 Forest
- Blue Cloud
2006 Forest
- Nevilles (Resale & Consigned Clothing)
2005 Forest
- Appliance Service E.
2004 Forest
- * Kahles & Company
(Central Air Conditioning & Heating)
1234 Harding
- * So's Your Mother
2000 Forest
- Spry Auto & Marine
(Complete Auto Service)
1631 Harding
- Lahner Construction Co.
1622 Harding
- Care Cleaners
(Tailoring Launderers)
1624 Harding
- * Joi Construction
1526 Harding
- Krantz Bras Floors
1514 Harding
- Bobs Furniture & Appliance
1446 Harding
- L.L. Heureman (Siding
& Carpentry)
Ph. 255-6209
- * McCleery Refrigerator Inc.
1419 Harding
- Boswells (Restaurant)
1409 Harding Road
- Roy Rollen V.F.W. Post
1338 Harding
- Miller's Hardware
1330 Harding
- * Des Moines Cash Register Co.
1246 Harding
- C. DeBoom Insurance
1236 Harding

MISCELLANEOUS

- * Cline Printing Inc.
1411 21st Street
- * Commercial Const. Prod. Co.
1407 Forest
- Orlando's Pizza
1400 21st
- * Drake Refinishing Shop
1401 21st Street
- Beavery's Beauty Shop
1344 21st Street
- * Braklows Auto Body
1328 21st Street

- * Jack Dwyer Org. Collection
2316 University

Terry's Auto Service
2315 University

- * Anuvin Fantasy Books & Games
2315 University

Allens Radiator Service
2315 University

Cameillio - Curton Tailor
(Tailoring Alteration)
2315 University

Varsity Barber Shop
2315 University

25th Street

- * Soup or Suds (Restaurant)
1175 25th Street
- * Peari Tobacco Shop
1173-25th
- * Calico Rainbow
1171-25th
- * Creative Printing Inc.
1165-25th
- * Di's Hair Port
1163 25th Street
- * Irene's Flowers - Exotic Plants
1151 25th Street

Art Store
1227 & 1233 25th Street

- * Vilemk's Gifts
1229 25th Street
- * University Book Store
1213 25th Street

Varsity (Cinema)
1207 25th Street

Paper Back (Book Exchange)
1205 25th Street

- * Coop Tapes & Records
1203 25th Street

24th Street

- * Music Factory
1170 24th Street

- * Irwins Bicycle
1166 24th

- * Heirloom Glass Studio
1163-1/2 24th Street

Lander Rite
1162 24th Street

Central Alarm
1163-24th

- * Inspiration Bookstore
(Clark Printing Co.)
1159 24th

Universal Gold (Buy/Sell Gold
Silver)
1148 24th Street

Type-O-Graphic
1139-24th Street

- * The Crock
2314 University

Therminon Lens Corp.
2312 University

- * Clothing Resale Shop
2310 University

- * Advance Plumbing & Heating
2309 University

Comicloque
2306 University

- * Beggars Banquet
2304 University

- * The Midwest Jean Market
2302 University

- * University Appliance Serv. Ctr
2302 University

Bulldog Den
2301 University

- * Boyd's Burger Palace
2301 University

University Place (Con't)

In the Drake area, a cooperative revitalization effort is likely to:

SA	A	D	SD	DK	No Response
Increase neighborhood/business security					
17	14	2	0	2	1
Increase profits					
14	12	2	1	5	1
Provide creative promotions, marketing, etc.					
11	13	5	1	4	2
Provide employment opportunities					
10	15	4	0	4	3
Encourage public and private financing					
8	13	2	3	7	3
Increase overall community pride					
18	10	1	0	5	2
Has the building in which your business is located been vandalized in the past 2 years?					
14 yes		16 no		4 don't know	
2 no response					
Has the building in which your business is located been burglarized in the past 2 years?					
15 yes		18 no		3 don't know	
0 no response					
Is shoplifting a problem in your business?					
10 yes		25 no		1 don't know	
0 no response					
Rate how you feel about public services in the Drake area.					
Poor	Fair	Good	Very Good	Don't Know	No Response
Quality of police protection					
3	9	9	14	1	0
Quality of fire protection					
0	3	11	15	7	0

University Place (Con't)

Garbage pick-up

Poor	Fair	Good	Very Good	Don't know	No Response
2	3	14	10	7	0

Condition of the streets

7	14	12	3	0	0
---	----	----	---	---	---

Lighting

3	21	9	3	0	0
---	----	---	---	---	---

In general, how do you view other businesses?

SA	A	D	SD	DK	No Response
----	---	---	----	----	-------------

Highly competitive

8	10	7	4	5	2
---	----	---	---	---	---

Profitable

3	15	8	0	8	2
---	----	---	---	---	---

Run-down

3	14	12	4	1	2
---	----	----	---	---	---

A compliment to your business

4	13	10	2	6	1
---	----	----	---	---	---

Risky

5	7	8	3	9	4
---	---	---	---	---	---

The following techniques contribute to my business success.

SA	A	D	SD	DK	No response
----	---	---	----	----	-------------

Personalized services

22	9	0	0	3	2
----	---	---	---	---	---

Professional sales persons

14	14	3	2	0	3
----	----	---	---	---	---

Advertising (TV, newspaper, radio)

3	15	10	1	3	4
---	----	----	---	---	---

University Place (Con't)

SA	A	D	SD	DK	No response
Word-of-mouth					
26	9	1	0	0	0
Unique lines of merchandise					
16	10	4	1	2	3
Visibility of location					
19	7	4	3	2	1
Discount rates					
5	7	13	6	1	4
Convenience of location					
17	12	4	3	0	0

Specify which one of these techniques listed above you depend on most

Personalized services	9
Professional sales persons	1
Advertising	1
Word-of-mouth	16
Unique lines of merchandise	3
Visibility of location	0
Discount rates	2
Convenience of location	2
No Response	2

What percent of your customers are local residents (live within one mile of your business)?

10-35	35-50	50-65	65-80	80-over	No response
13	7	6	4	4	2
rent 17		own 12	7	no response	

Uptown

How long has your business been in its present location?

4	3
35	23
35	3
4	10
15	35

Uptown

14	5		
3	6		
1	3		
25	6 months		1 no response

Is business deterioration a problem in your area?

1 yes	15 no	0 don't know	0 no response
-------	-------	--------------	---------------

Have you done any major renovation/repair to your business structure in the past 5 years? (\$2,000 or more).

11 yes	8 no	0 don't know	0 no response
--------	------	--------------	---------------

Are you planning any major renovation/repair in the next 5 years?

1 yes	14 no	4 don't know	0 no response
-------	-------	--------------	---------------

Are you planning to move within the next 5 years?

2 yes	13 no	4 don't know	0 no response
-------	-------	--------------	---------------

If you answered yes to number 5, will you locate in the same area?

2 yes	1 no	2 don't know	14 no response
-------	------	--------------	----------------

If you are locating to another area, what is the reason(s)?

- Lack of room
- Increase in rent

Prior to this inventory, were you familiar with the Drake Neighborhood Assn.?

4 yes	14 no	0 don't know	0 no response
-------	-------	--------------	---------------

If a long-term, low-interest loan were available, would you consider revitalizing your structure?

3 yes	11 no	5 don't know	0 no response
-------	-------	--------------	---------------

In the Drake area, a cooperative revitalization effort is likely to:

SA	A	D	SD	DK	No response
----	---	---	----	----	-------------

Increase neighborhood/business security

8	11	0	0	0	0
---	----	---	---	---	---

Increase profits

6	12	1	0	0	0
---	----	---	---	---	---

Uptown (Con't)

Provide creative promotions, marketing, etc.

7	6	2	0	4	0
---	---	---	---	---	---

Provide employment opportunities

8	9	2	0	0	0
---	---	---	---	---	---

Encourage public and private financing

8	7	4	0	0	0
---	---	---	---	---	---

Increase overall community pride

11	7	1	0	0	0
----	---	---	---	---	---

Has the building in which your business is located been vandalized in the past 2 years?

9 yes	8 no	2 don't know	0 No response
-------	------	--------------	---------------

Has the building in which your business is located been burglarized in the past 2 years?

7 yes	11 no	1 don't know	0 No response
-------	-------	--------------	---------------

Is shoplifting a problem in your business?

4 yes	14 no	1 don't know	0 no response
-------	-------	--------------	---------------

Rate how you feel about public services in the Drake area.

Poor	fair	good	very good	don't know	no response
------	------	------	-----------	------------	-------------

Quality of police protection

0	6	8	5	0	0
---	---	---	---	---	---

Quality of fire protection

0	2	11	5	1	0
---	---	----	---	---	---

Garbage pick-up

2	2	10	5	0	0
---	---	----	---	---	---

Condition of the streets

0	8	10	1	0	0
---	---	----	---	---	---

Lighting

0	8	8	2	1	0
---	---	---	---	---	---

Uptown (Con't)

In general, how do you feel about other businesses in your area?

SA	A	D	SD	DK	No response
Highly competitive					
5	6	4	1	2	1
Profitable					
2	9	2	0	5	1
Run-down					
0	7	9	3	0	0
A compliment to your business					
3	13	2	0	0	1
Risky					
0	4	8	2	5	0

The following techniques contribute to my business success.

SA	A	D	SD	DK	No Response
Personalized services					
13	6	0	0	0	0
Professional sales persons					
11	5	1	2	0	0
Advertising					
4	11	2	0	0	2
Word-of-mouth					
12	7	0	0	0	0
Unique lines of merchandise					
7	7	3	0	0	2
Visibility of location					
9	7	2	0	1	0

Uptown (Con't)

SA	A	D	SD	DK	No response
----	---	---	----	----	-------------

Discount rates

2	6	6	2	1	2
---	---	---	---	---	---

Convenience of location

15	4	0	0	0	0
----	---	---	---	---	---

Specify which one of the techniques listed above you depend on most.

Personalized services	6
Professional sales persons	2
Advertising	1
Word-of-mouth	7
Unique lines of merchandise	1
Visibility of location	0
Discount rates	1
Convenience of location	1

What percent of your customers are local residents (live within one mile of your business)?

10-35	35-50	50-65	65-80	80-over	No response
8	3	1	4	2	1
Rent 17		Own 2		0	No response

* The Planet
2300-1/2 University

* Biermann Electric
(electrical contractors)
2300 University

Rems' Bratwurst Kuche
23 & University

* Dairy Center
2222 University

Professional Music Ctr
2217 University

MISCELLANEOUS

Felling Pottery
1202 22nd

* 7-Eleven
2121 University

Carwash
2101 University

Caldwell Brien Funeral Home
2100 University

Skelly
2001 University

MISCELLANEOUS

Blind Munchies
2511 Cottage Grove

Cottage Grove Laundry
(selfservice)
2701 Cottage Grove

UPTOWN BUSINESSES

* Law Office
4201 University

Uptown Pharmacy
4132 Univ.

Standard 4131 University
4131 University

Fotomat
4130 University

* Vic Young Sporting Goods
4125 University

* Kleber Jewelry
4124 University

* Russ's Uptown Optical
4122 University

* Uptown Hardware
4120 University

* Godfather Pizza
4119 University

Capri Theater
4115 University

* Places
4110 University

* Safeway
4100 University

* Diamond Vogel Paint Center
4050 University

* The Analogy Laminating
(Plastic Paper Etc.)
4040 University Suite B

* Home Carpet
4040 University Suite A

* Scott T.V.
4040 Suite C

Beckys Beauty Shop
4010 University

* Campbells Nutrition Center
4040 University Suite D

* Stage Door Deli
39th University

Mikes Pharmacy
3510 University

The Clothes Line
3506 University

Conoco
3401 University

42nd Street

* Homade Coffee Shoppe
1142 42nd Street

Phillips 66
1142-42nd Street

French Way Cleaners
1133 42nd Street

Uptown Barbers/Stylist
1131 42nd Street

Uptown Beauty Salon
1129-42nd

* John Roberts Photography
1208 42nd Street

MISCELLANEOUS

Awards Gallery
3510 Cottage Grove Ave.

* Charlie Brown Child Care Center
3206 Iola

APPENDIX B
RESULTS BY AREA
(Absolute Frequency)

Questionnaire Responses by Area
(Absolute Frequencies)

Forest-Harding

How long has your business been in its present location?

26	10
1	12
20	15
14	5
1	2
2-1/2	9
20	75
20	1
4	24
15	17
20	23
10	1

APPENDIX E

RESULTS BY AREA
(Absolute Frequency)

Is deterioration a problem in your area?

15 yes 14 no 7 don't know 2 no response

Have you done any major renovation/repair to your business structure in the past 5 years? (\$2000.00 or more).

21 yes 15 no 2 no response

Are you planning any major renovation/repair in the next 5 years?

5 yes 16 no 17 don't know 2 no response

Are you planning to move to a new location within the next 5 years?

1 yes 23 no 10 don't know 2 no response

If you answered yes to number 3, will you locate in the same area?

0 yes 6 no 6 don't know 24 no response

If you are locating in another area, what is the reason(s)? 31 no response

- | | |
|--|---|
| <ul style="list-style-type: none"> Deterioration, easy effective language People afraid of the area better clientele Parking and building deterioration city restrictions Centralization of several businesses under one roof. | <ul style="list-style-type: none"> thruway hard to recruit good help |
|--|---|

Questionnaire Responses by Area

(Absolute Frequencies)

Forest-Harding

How long has your business been in its present location?

20	10
1	32
20	18
14	5
3	2
2-1/2	9
20	75
32	5
4	1
15	24
5	1/2
30	21
15	3
3	41
10	5
9	2 months
4	5 months
1	3

Is deterioration a problem in your area?

15 yes 14 no 7 don't know 2 no response

Have you done any major renovation/repair to your business structure in the past 5 years? (\$2000.00 or more).

21 yes 15 no 2 no response

Are you planning any major renovation/repair in the next 5 years?

5 yes 14 no 17 don't know 2 no response

Are you planning to move to a new location within the next 5 years?

3 yes 23 no 10 don't know 2 no response

If you answered yes to number 5, will you locate in the same area?

0 yes 6 no 4 don't know 28 no response

If you are locating in another area, what is the reason(s)? 31 no response

Deterioration-fear-abusive language-threates-hard to recruit good help	People afraid of the area
profit	Parking and building deterioration
better clientele	Centralization of several businesses
city restrictions	under one roof.

Prior to this inventory, were you familiar with the Drake Neighborhood Association?

10 yes 26 no 2 no response

If a long-term, low-interest loan were available to businesses, would you consider revitalizing your structure?

20 yes 11 no 4 don't know 3 no response

In the Drake area, a cooperative revitalization effort is likely to:

SA A D SD DK No response

Increase neighborhood/business security

15 18 1 2 0 2

Increase profits

14 15 1 3 4 1

Provide creative promotions, marketing, etc.

8 17 3 3 7 0

Provide employment opportunities

9 16 4 3 6 0

Encourage public and private financing

9 19 5 2 3 0

Increase overall community pride

19 15 1 1 1 1

Has the building in which your business been vandalized in the past 2 years?

22 yes 8 no 6 don't know 2 no response

Has the building in which your business is located been burglarized in the past 2 years?

20 yes 12 no 4 don't know 2 no response

Is shoplifting a major problem in your business?

4 yes 28 no 4 don't know 2 no response

Forest-Harding (Con't)

Rate how you feel about public services in your area.

Poor	Fair	Good	Very good	Don't Know	No Response
------	------	------	-----------	------------	-------------

Quality of police protection

2	13	15	7	0	1
---	----	----	---	---	---

Quality of fire protection

0	6	20	8	3	1
---	---	----	---	---	---

Garbage Pick up

4	2	16	6	6	4
---	---	----	---	---	---

Condition of the streets

2	23	9	3	0	1
---	----	---	---	---	---

Lighting

3	22	12	0	0	1
---	----	----	---	---	---

In general, how do you view other businesses in the Drake area?

SA	A	D	SD	Don't know	No Response
----	---	---	----	------------	-------------

Highly competitive

3	14	9	1	9	2
---	----	---	---	---	---

Profitable

4	18	5	1	8	2
---	----	---	---	---	---

Run-Down

1	18	13	2	2	2
---	----	----	---	---	---

A compliment to your business

1	12	11	3	9	2
---	----	----	---	---	---

Risky

2	12	10	1	11	2
---	----	----	---	----	---

The following techniques contribute to my business success.

SA	A	D	SD	Don't know	No Response
----	---	---	----	------------	-------------

Personalized services

24	8	0	0	1	5
----	---	---	---	---	---

