

CITY OF NORMAN, OKLAHOMA
CITY COUNCIL
BUSINESS AND COMMUNITY AFFAIRS COMMITTEE
AGENDA

Municipal Building Multi-Purpose Room
201 West Gray

FRIDAY, FEBRUARY 7, 2014

8:30 A.M.

- 1. UPDATE ON THE RETAIL MARKETING ANALYSIS.**
- 2. UPDATE ON INFRASTRUCTURE AND DEVELOPMENT PROJECTS IN THE UNIVERSITY NORTH PARK TAX INCREMENT FINANCE DISTRICT.**
- 3. MISCELLANEOUS DISCUSSION.**



TO: Council Business and Community Affairs Committee
THRU: Steve Lewis, City Manager 
FROM: Terry Floyd, Development Coordinator 
DATE: January 30, 2014
SUBJECT: February 7th BACA Committee Meeting

At the September 6, 2013, Council Business and Community Affairs Committee (BACA) meeting, staff presented information regarding a retail gap analysis, along with committee discussion related to the City potentially conducting a Retail Market Analysis for Norman. The committee agreed to move forward with a Request for Proposal (RFP) for a Retail Market Analysis to analyze the current retail environment in Norman and identify retail gaps. Staff has since received three RFP's from national firms that specialize in analysis of retail markets. Currently, staff is in the process of finalizing the selection process, and it is estimated that the analysis will take 90 days to complete and could be completed in late May or early June of 2014.

In an effort to update the Committee on what that analysis may include, along with an update on upcoming University North Park TIF infrastructure improvements and development, staff will be making a presentation regarding these topics at the February 7th meeting.

Retail Market Analysis RFP

Staff received proposals from three national firms in response to a RFP to conduct a Retail Market Analysis that was sent out in late November 2013. The RFP outlined eight (8) items that the selected consultant will include as part of their final analysis and report.

These items include:

1. Analysis of existing conditions in Norman, including identification of consumer expenditure patterns and areas of leakage
2. Determination of the retail trade area of the Norman market
3. Retail gap analysis for the Norman market
4. Trade area demographics
5. A psychographic profile of trade area consumers
6. Identification and selection of high priority business categories to target recruitment efforts and/or local expansion
7. Future retail space requirements in relation to the retail market analysis, the market's growth potential and trends in the retail industry
8. Identification of specific candidate retailers to be targeted for recruitment

The selected consultant will utilize on-site research, demographic and psychographic data, meetings with staff and stakeholders, along with providing contacts for potential retailers that may be a match for Norman to accomplish the eight items outlined in the

Scope of Work for the RFP. The information and analysis from the final report will be utilized to assist in the City and business community's efforts to redevelop and expand existing retail, along with providing detailed information that will assist in recruiting new retail business to Norman.

Update on UNP TIF Infrastructure and Development

A number of infrastructure projects and other development activities are underway in University North Park. This includes road projects, sidewalks and other infrastructure construction that will be ongoing throughout 2014 and 2015. Staff will be updating the Committee on these activities, along with providing an update on upcoming new non-residential construction projects.

If you have any questions in advance of next week's meeting, please feel free to contact me.