



# BIRMINGHAM

## SHOPPING DISTRICT

### BUSINESS MIX ANALYSIS

BSD Business Development Committee  
*Adopted December 5, 2024*

# Recommendations to increase local frequency and regional attraction through our business mix

1

Recruit businesses that will appeal to office workers and residents to drive daily foot traffic

2

Identify and recruit regional small businesses to fill gaps in product segments not currently available (e.g., bookstore, fast-casual restaurants) and help curate the attraction of unique retailers with well curated offerings to maintain the local feel of Birmingham

3

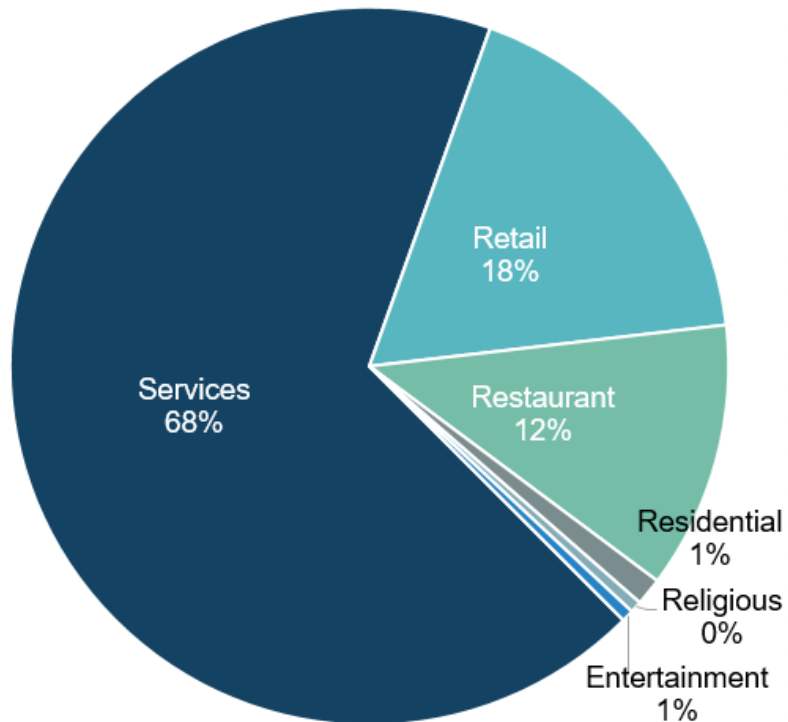
Influence national retailer attraction, especially in apparel categories, by developing retail attraction assets and building landlord/broker relationships to rebalance our business mix toward higher-end, sophisticated, and experiential retailers who have a high pull-factor

# It is expected Birmingham's business mix could manage further penetration of retailers and restaurants to increase our community's sense of place

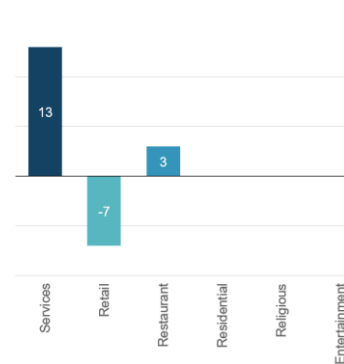
31% of the businesses in the BSD are either retailers or restaurants compared to 52% in downtown Naperville, IL

## BSD Business Mix by Type

% of Total (n=569)

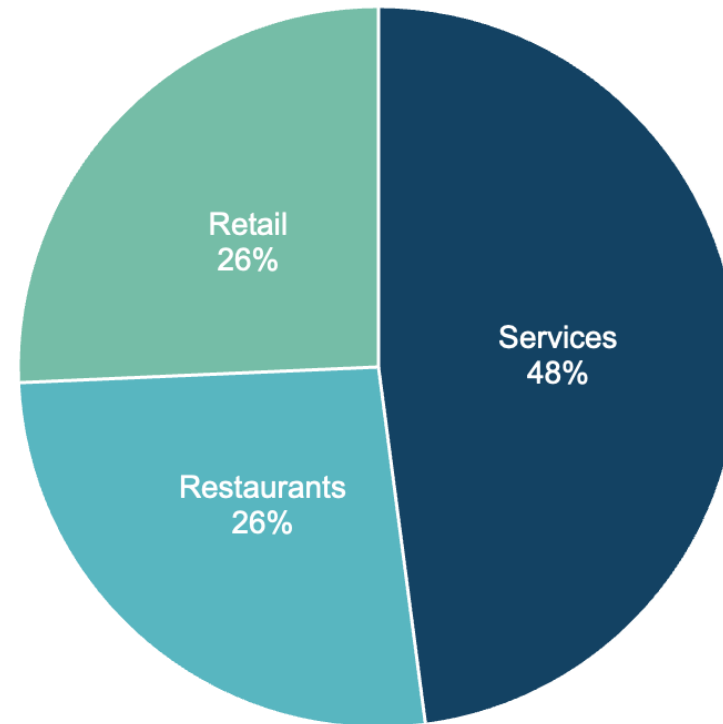


Comparison Nov 2024 v. May 2023



## Downtown Naperville Business Mix by Type

% of Total (n=288)

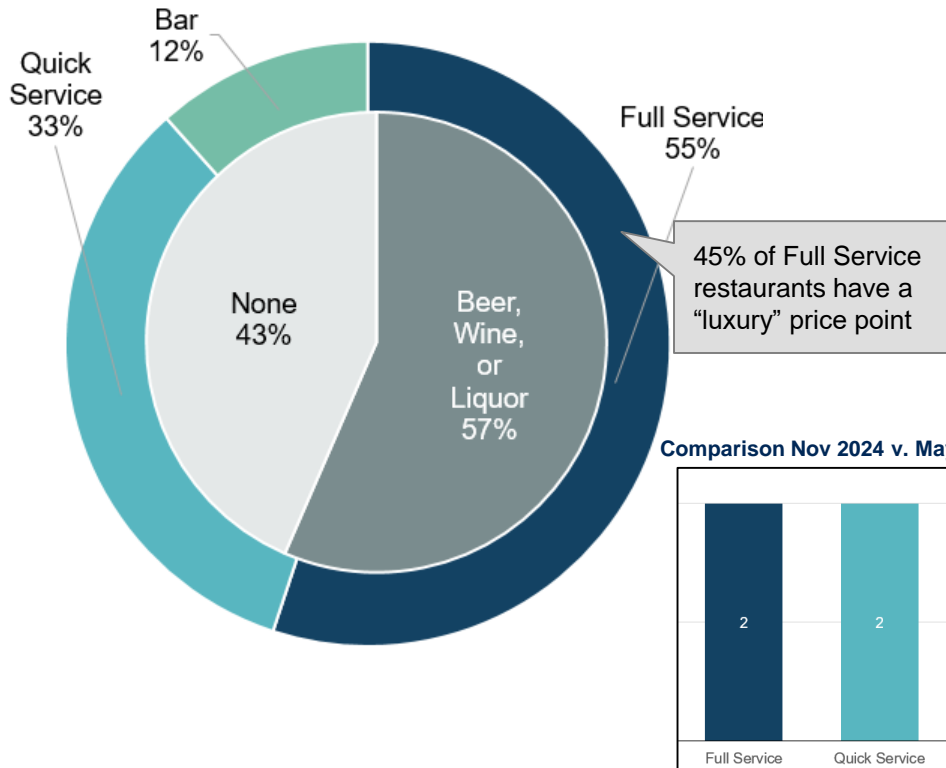


Source: Downtown Naperville Business Directory

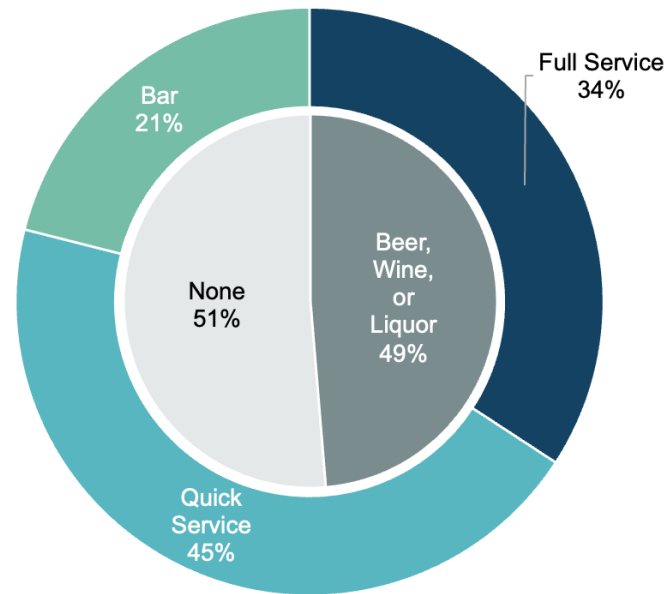
\*Services includes all professional service categories, including offices, throughout the district. Excludes vacancies.

# Better meeting the lunchtime needs of office workers and residents by recruiting healthy fast casual options would help drive increased daily foot traffic – especially as employers begin to embrace return to office policies

**BSD Restaurant Mix & Liquor License**  
% of Total (n= 69)



**Downtown Naperville Restaurant Mix & Liquor License**  
% of Total (n=76)



- Naperville’s higher share of quick service offerings may be instructive in how we want to augment our existing mix of dining options in the BSD
- Birmingham’s unique sense of place and vibrant downtown positions our community well to capitalize on the increasing momentum behind return to office or hybrid work policies
- Sweetgreen’s performance demonstrates the unmet need for healthy, fast casual dining options in the BSD. National fresh food purveyors include: **Cava, Freshii, and True Food Kitchen**

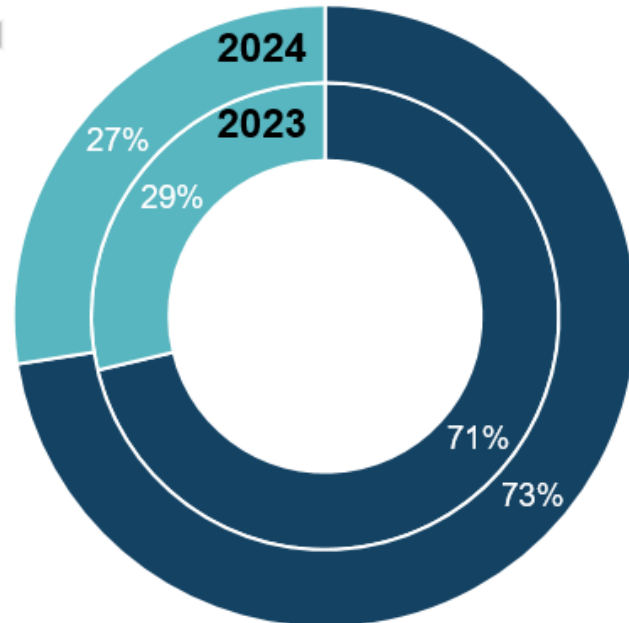
Source: BSD Business Mix Analysis, Downtown Naperville Business Directory  
\*Excludes vacancies

# There is likely additional headroom for the recruitment of national retailers without affecting the local community feel of the BSD

71% of retailers in the BSD are local which is greater than both Naperville and Greenwich at 55% and 48%, respectively

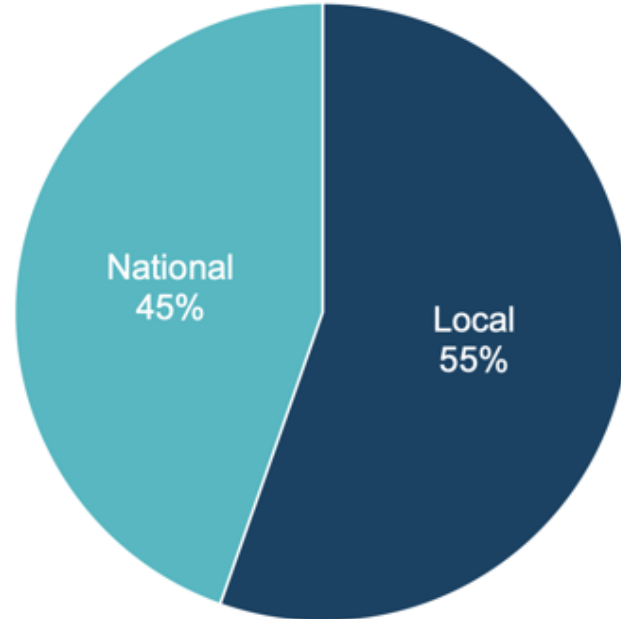
**BSD Retailer Local vs. National Mix with  
YOY Comparison**  
% of Total (n=100)

Chart Area

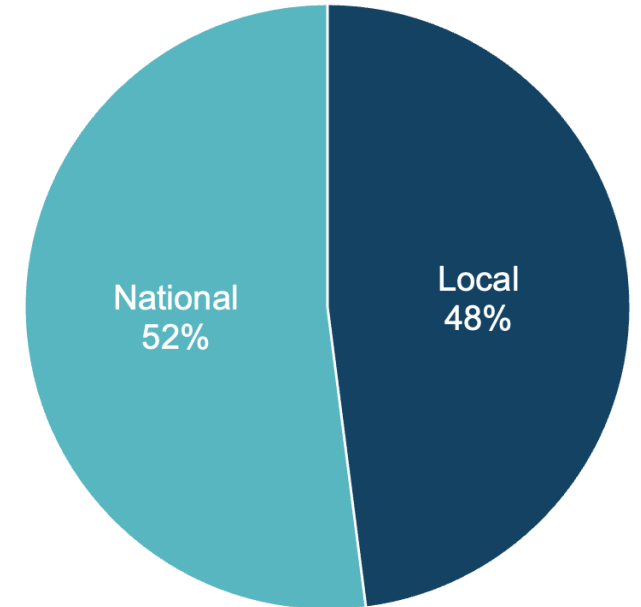


■ Local ■ National

**Downtown Naperville Local vs. National Mix**  
% of Total (n=74)



**Greenwich, CT Local vs. National Mix**  
% of Total (n=149)

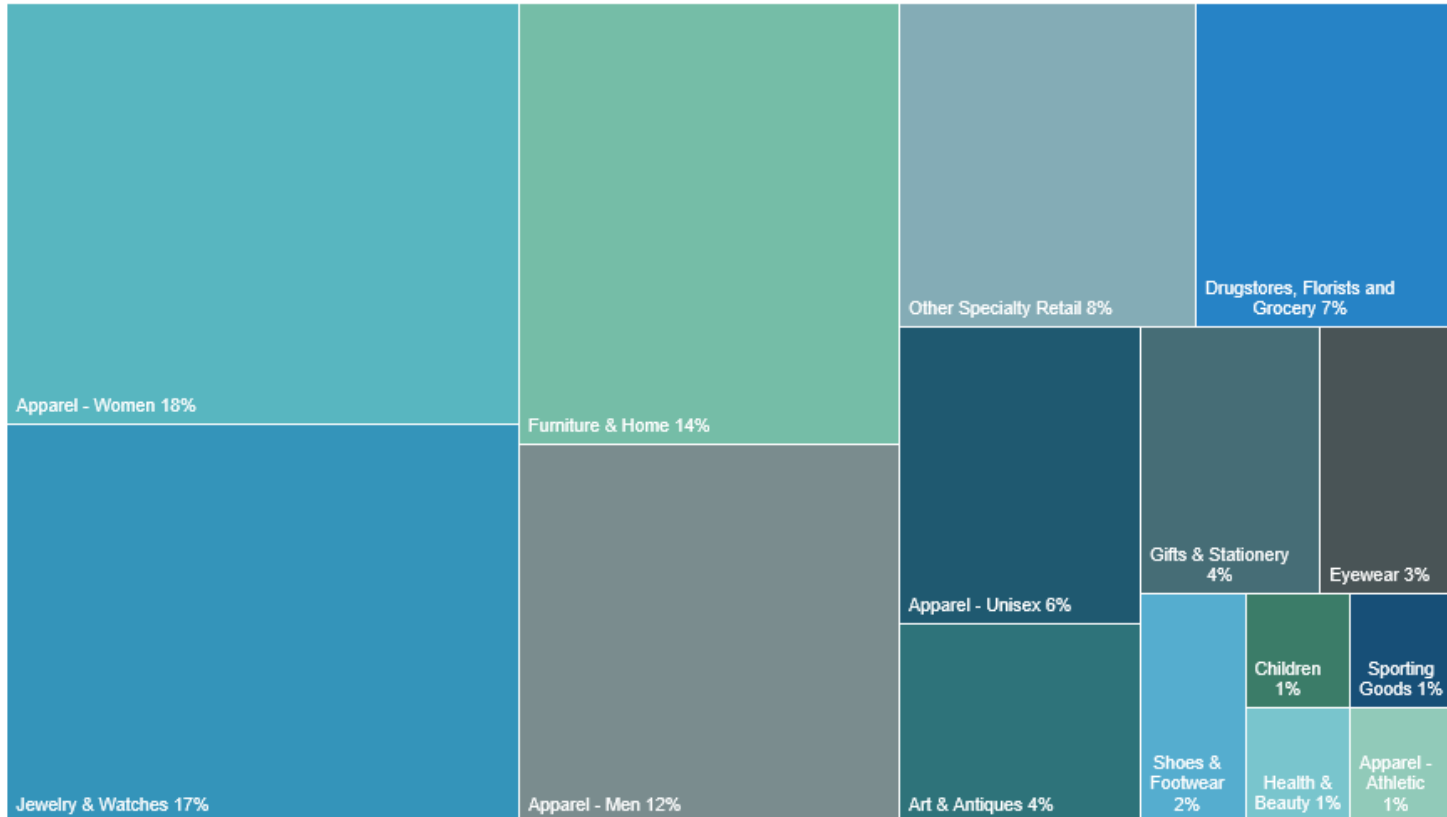


Source: BSD Business Mix Analysis, Downtown Naperville Business Directory, Greenwich Chamber of Commerce,  
\*Includes businesses with an official Certificate of Occupancy and/or Merchant License. Schedule to open businesses and vacancies are excluded.

# The top three retail categories represented in the BSD include: Women's Apparel, Jewelry & Watches, and Furniture & Home

## Birmingham Shopping District Retail Composition by Category

% of Total (n=100)



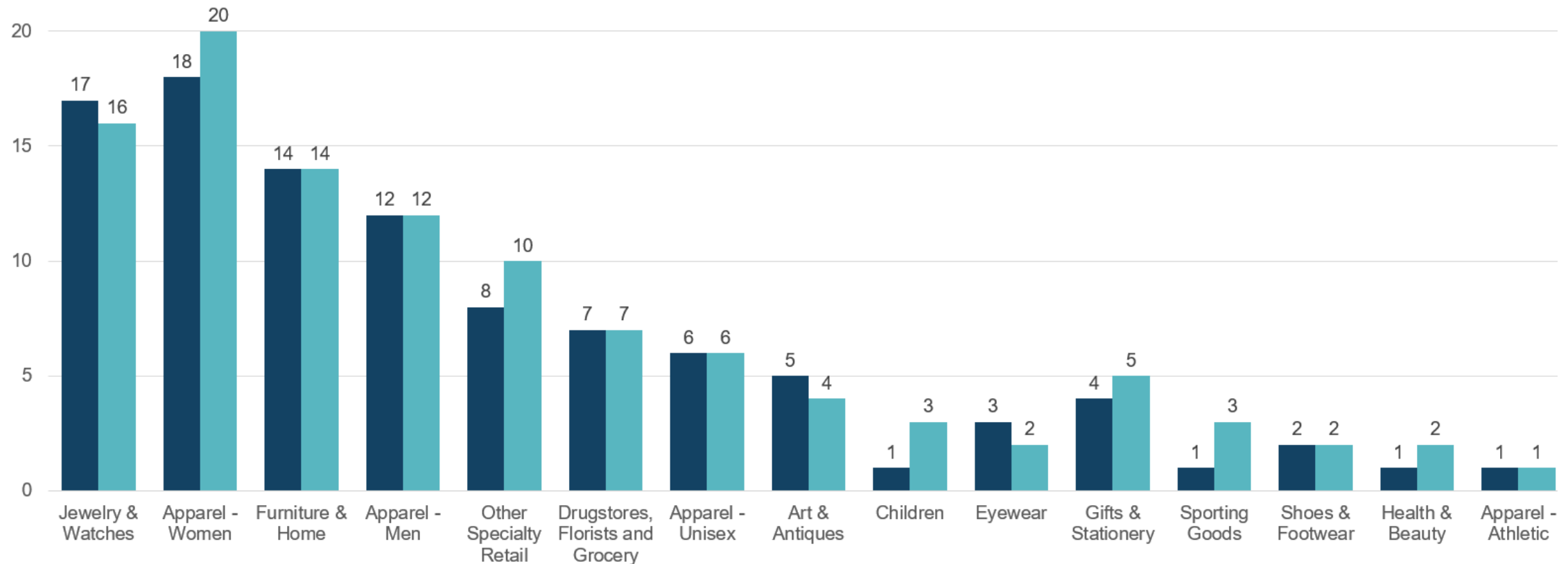
- The BSD does not currently have any retailers in the Books & Entertainment, Electronics & Technology, or Toys & Hobbies categories

Source: BSD Business Mix Analysis

# The top three retail categories represented in the BSD include: Women's Apparel, Jewelry & Watches, and Furniture & Home

## Birmingham Shopping District Comparison (November 2024 v. May 2023)

% of Total (n=100)

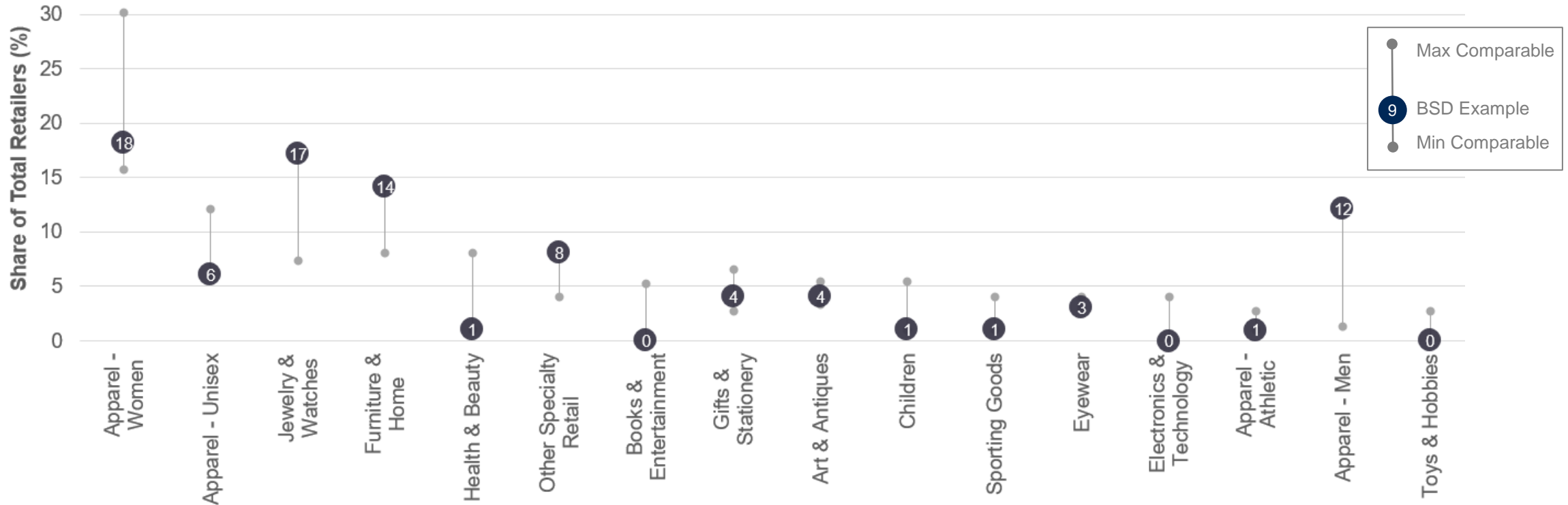


Source: BSD Business Mix Analysis

■ 2024 ■ 2023

# Birmingham appears to be underweight in most apparel categories, but overweight in Furniture & Home and Jewelry & Watch retailers compared to Greenwich and Naperville

Retail Mix Analysis Naperville/Greenwich vs. Birmingham Shopping District  
% Share of Total Retailers



Source: Downtown Naperville Business Directory, Greenwich Chamber of Commerce, BSD Analysis. Naperville data last updated: November 2024. Greenwich data last updated: May 2023. Note: 67 of the 149 retailers were manually identified using Google Maps because they are not members of the Greenwich Chamber of Commerce. Results are directionally correct

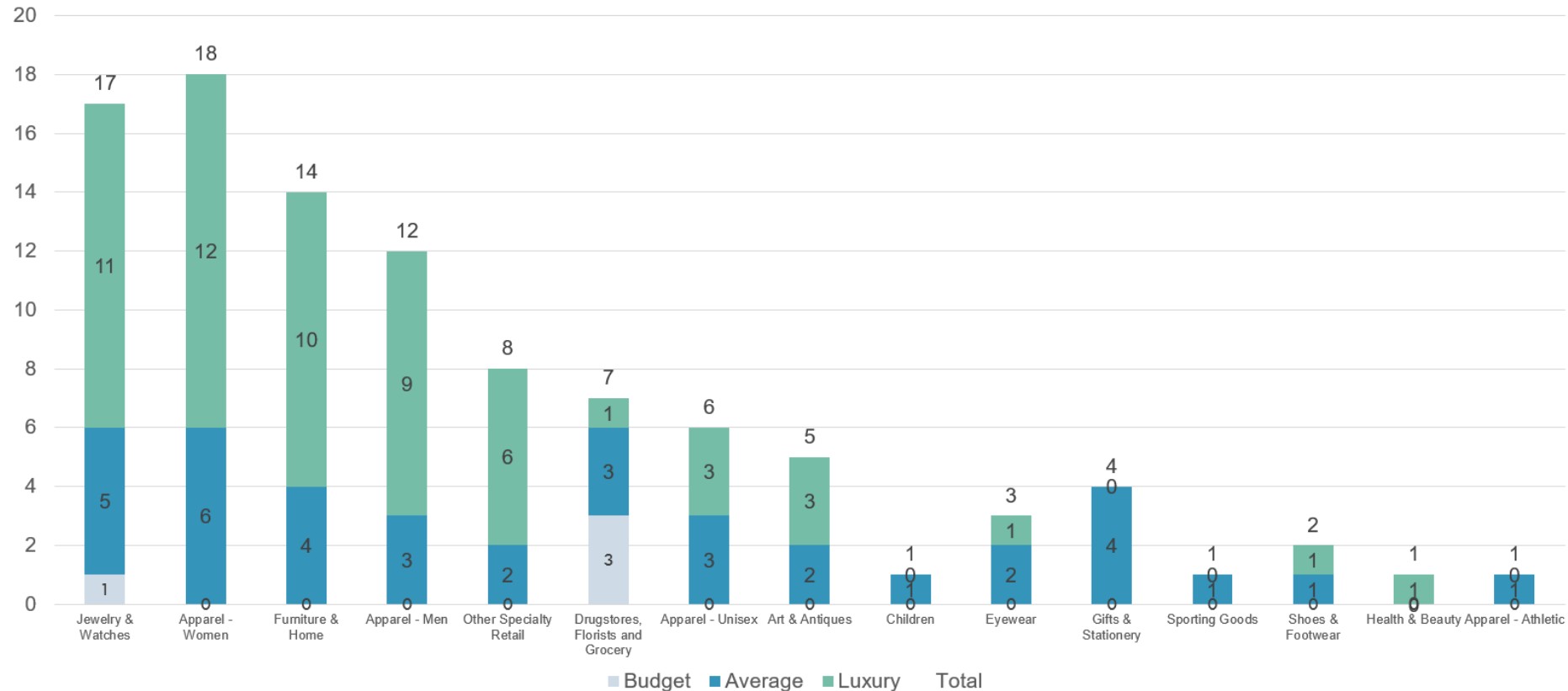


# The future of retail is bifurcating, and the BSD is best positioned to lean into recruiting higher-end, sophisticated, and experiential retailers

On a relative basis, at least 50% of retailers in the BSD have a luxury price point

## Birmingham Shopping District Retail Composition by Price Point

(n=100)



- The retail industry is experiencing a bifurcation, with consumer spending increasingly polarized between high-end, premium retailers and value-oriented retailers
- Those in the middle are struggling with declining sales and store closures
- Our market area is composed of affluent and educated consumers who are active, sophisticated, and connected

Source: BSD Business Mix Analysis, Deloitte “The Great Retail Bifurcation”

# Strategic Planning Survey - Desired Businesses

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- The BSD circulated a Downtown Usage Survey/Opinion Poll in 2023, gathering nearly 300 responses from employees, residents, visitors and others
- Several survey respondents suggested specialty food related retailers: small grocery, coffee shop, deli, and Mediterranean QSR
- There was a desire to fill categories where we currently have no retailers: toy store, candy store, bookstore
- From a price point, several people recommended targeting businesses that are less high-end and more approachable to encourage more visitors
- No clear consensus on preference to attract national or locally owned boutiques. However, there was a consensus for more retail variety and less hair and nail salons

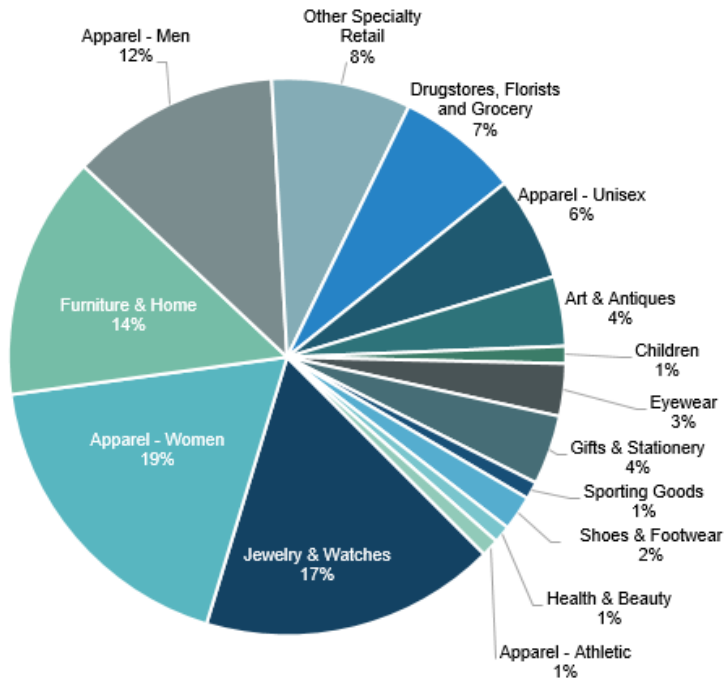
# Appendix

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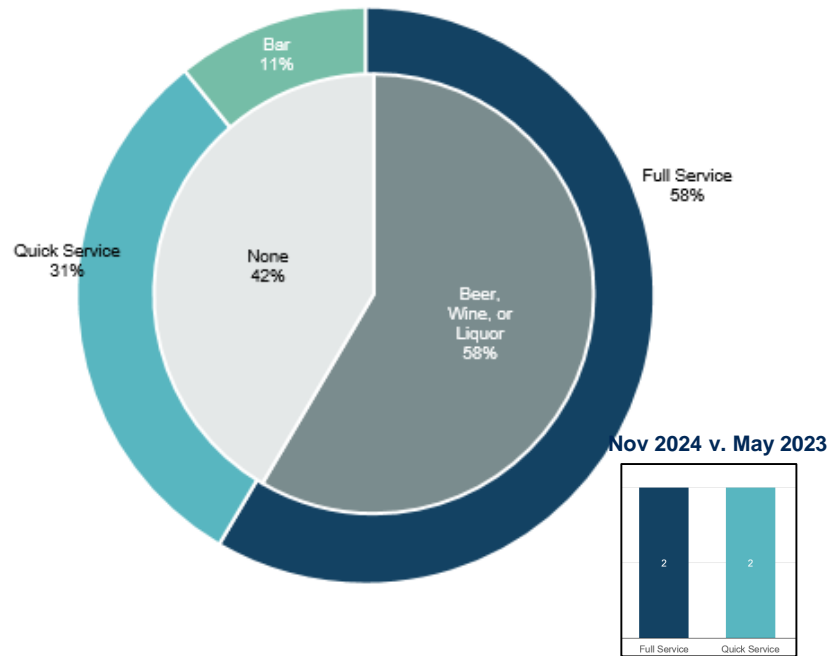
Source: BSD Business Mix Analysis, Downtown Naperville Business Directory  
\*Excludes vacancies

# Birmingham Shopping District

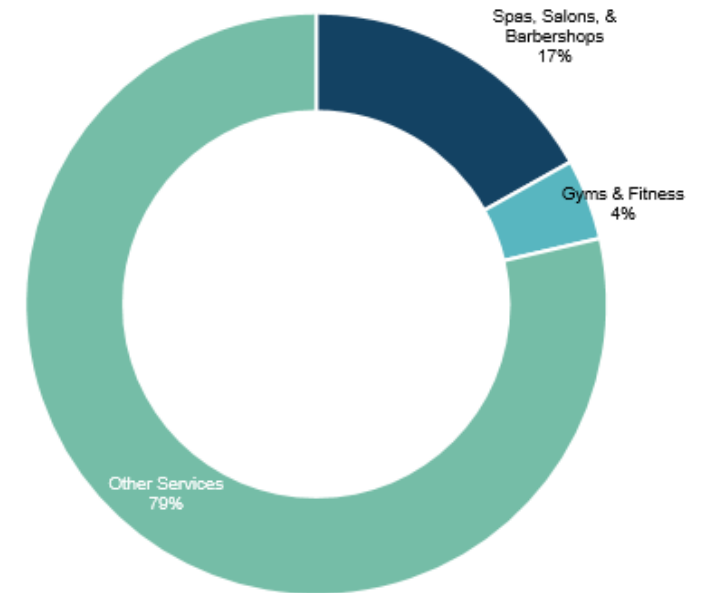
**BSD Retailer Mix by Type**  
% of Total (n=100)



**BSD Restaurant Mix & Liquor License %**  
of Total (n=69)

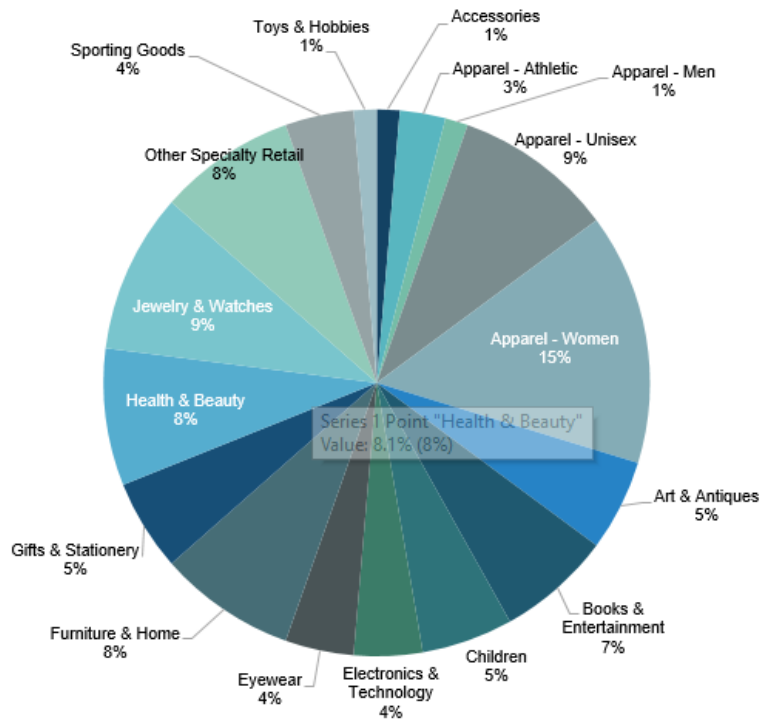


**BSD Service Mix**  
% of Total (n=384)

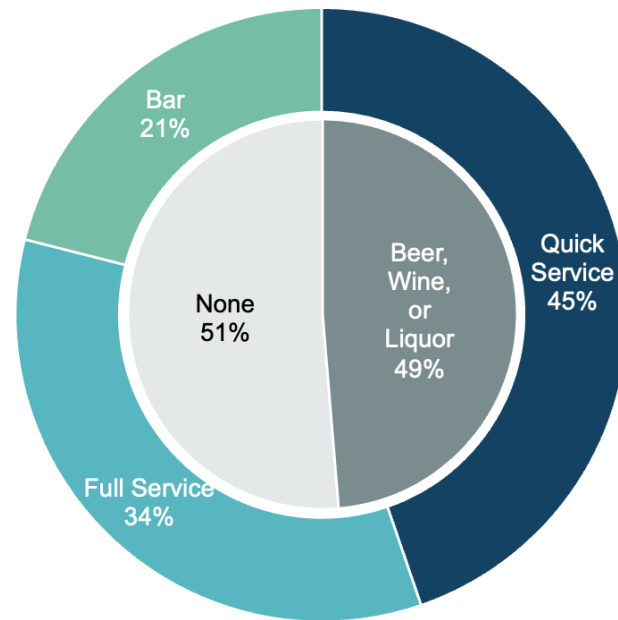


# Downtown Naperville, Illinois

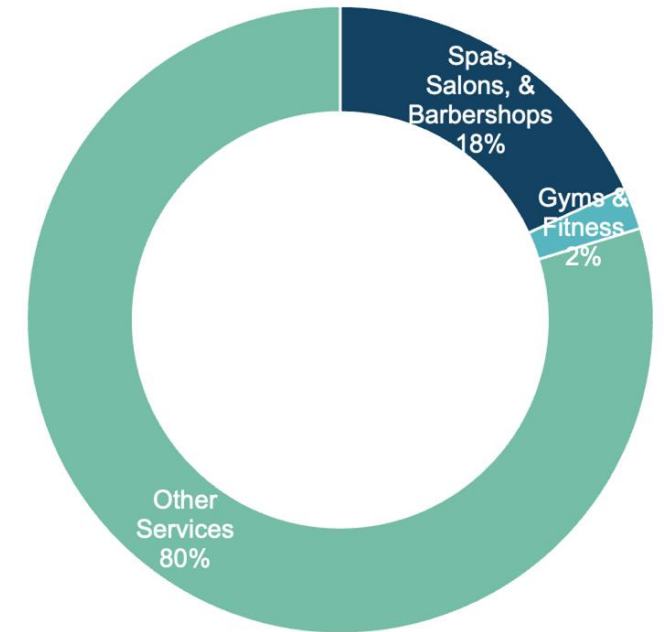
**Downtown Naperville Business Mix by Type** % of Total (n=74)



**Downtown Naperville Restaurant Mix & Liquor License** % of Total (n=76)



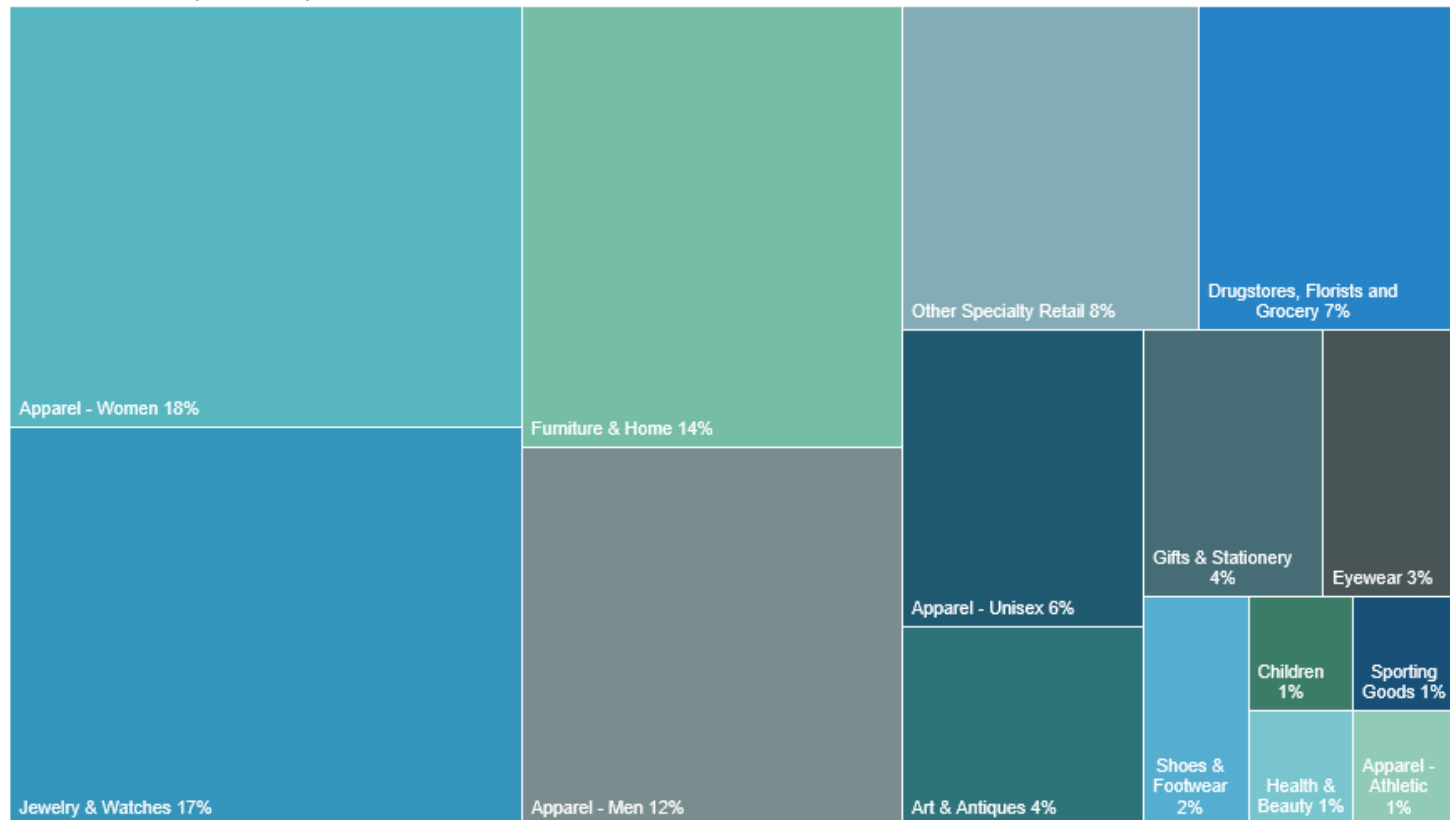
**Downtown Naperville Service Mix** % of Total (n=138)



Source: Downtown Naperville Business Directory. Last updated: November 2024.

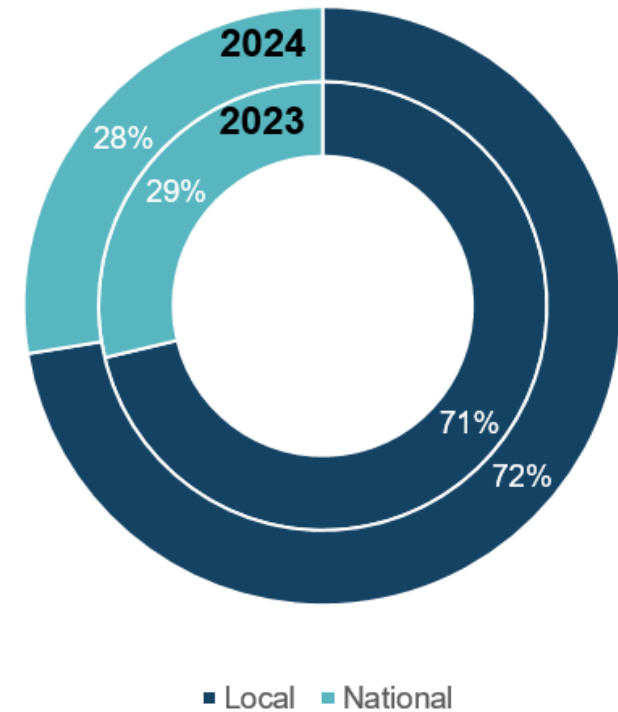
# Birmingham Shopping District

**Birmingham Shopping District Retail Composition by Category**  
% of Total (n=100)



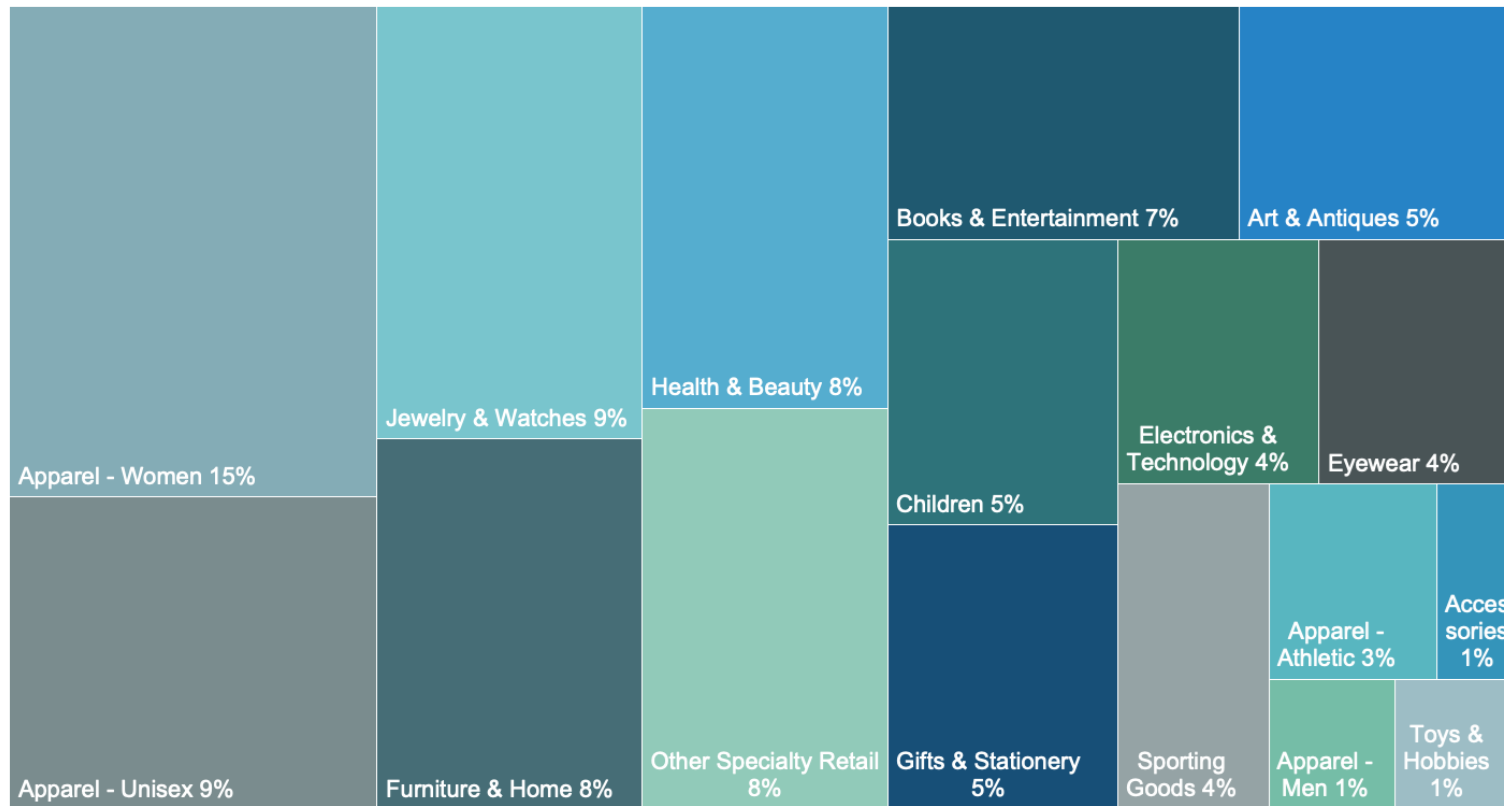
Source: BSD Business Mix Analysis

**BSD Local v. National Mix with YOY Comparison**  
% of Total (n=100)



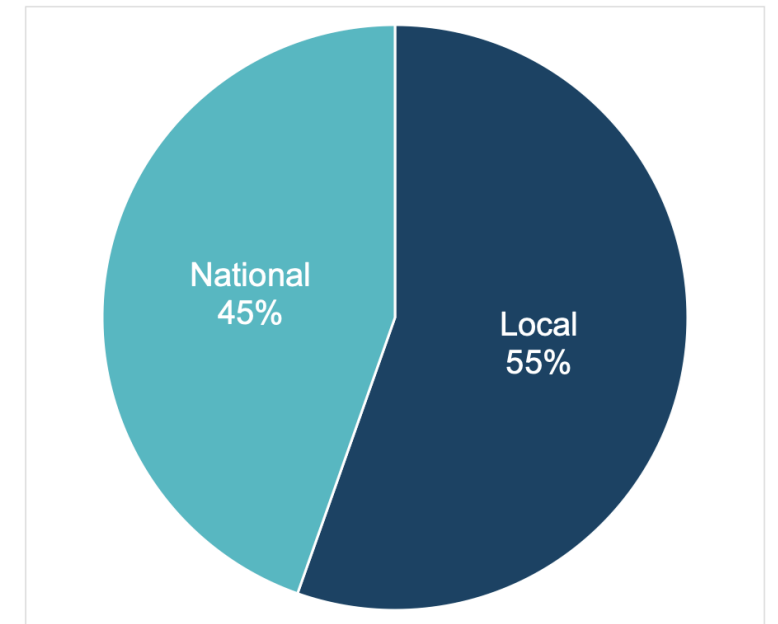
# Downtown Naperville, Illinois

**Downtown Naperville Retail Composition by Category**  
% of Total (n=74)



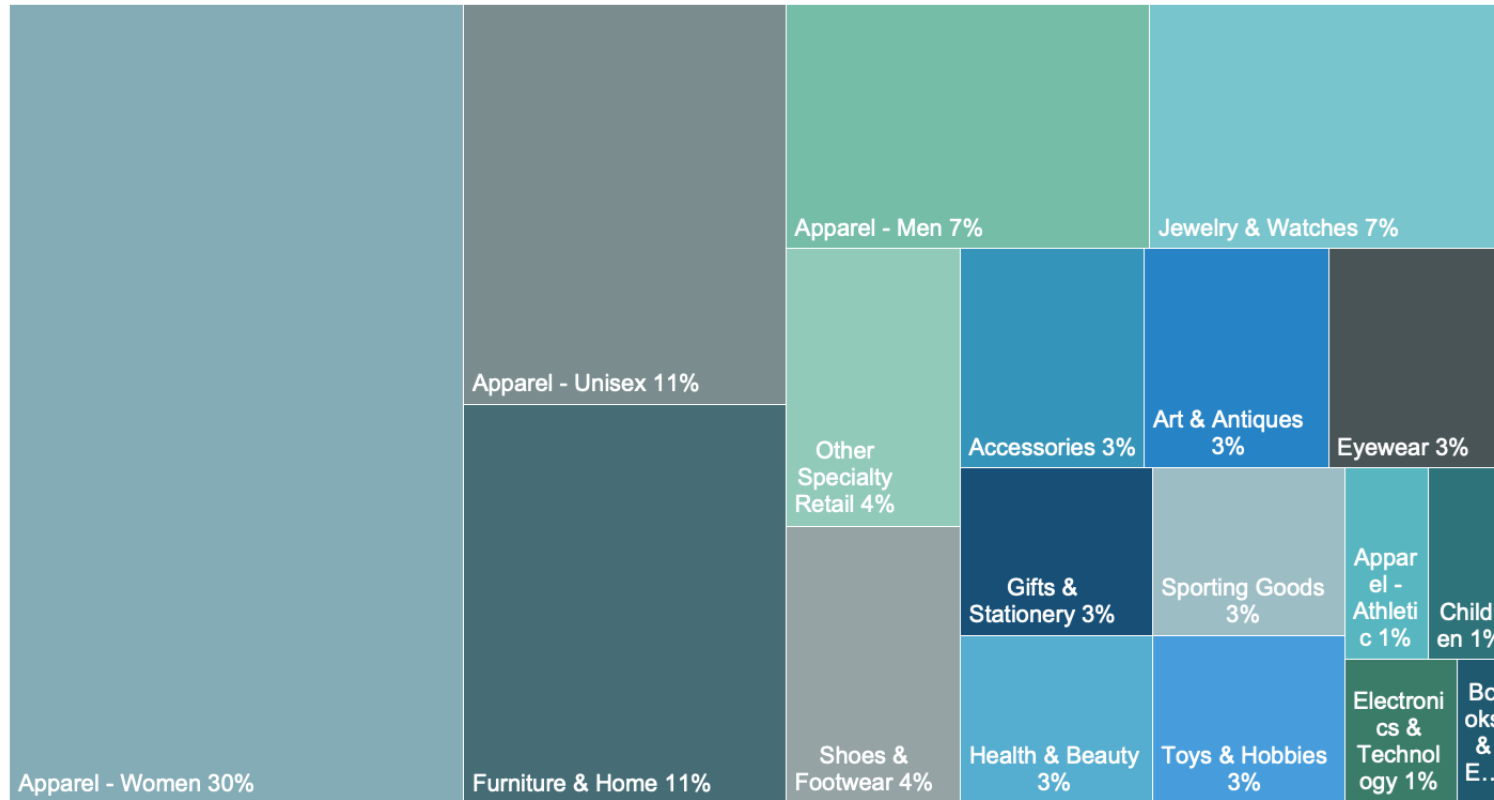
Source: Downtown Naperville Business Directory. Last updated: November 2024.

**Downtown Naperville Local vs. National Mix**  
% of Total (n=74)

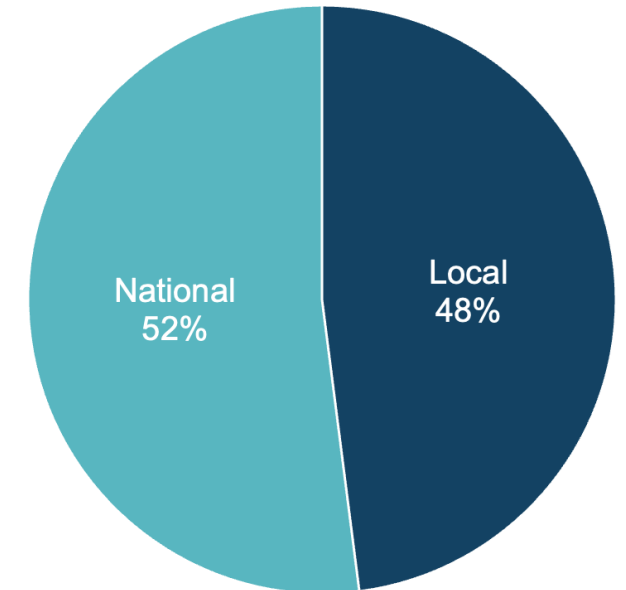


# Greenwich, Connecticut

**Greenwich, CT Retail Composition by Category**  
% of Total (n=149)



**Greenwich, CT Local vs. National Mix**  
% of Total (n=149)



Source: Greenwich Chamber of Commerce, BSD Analysis. Last updated May 2023.

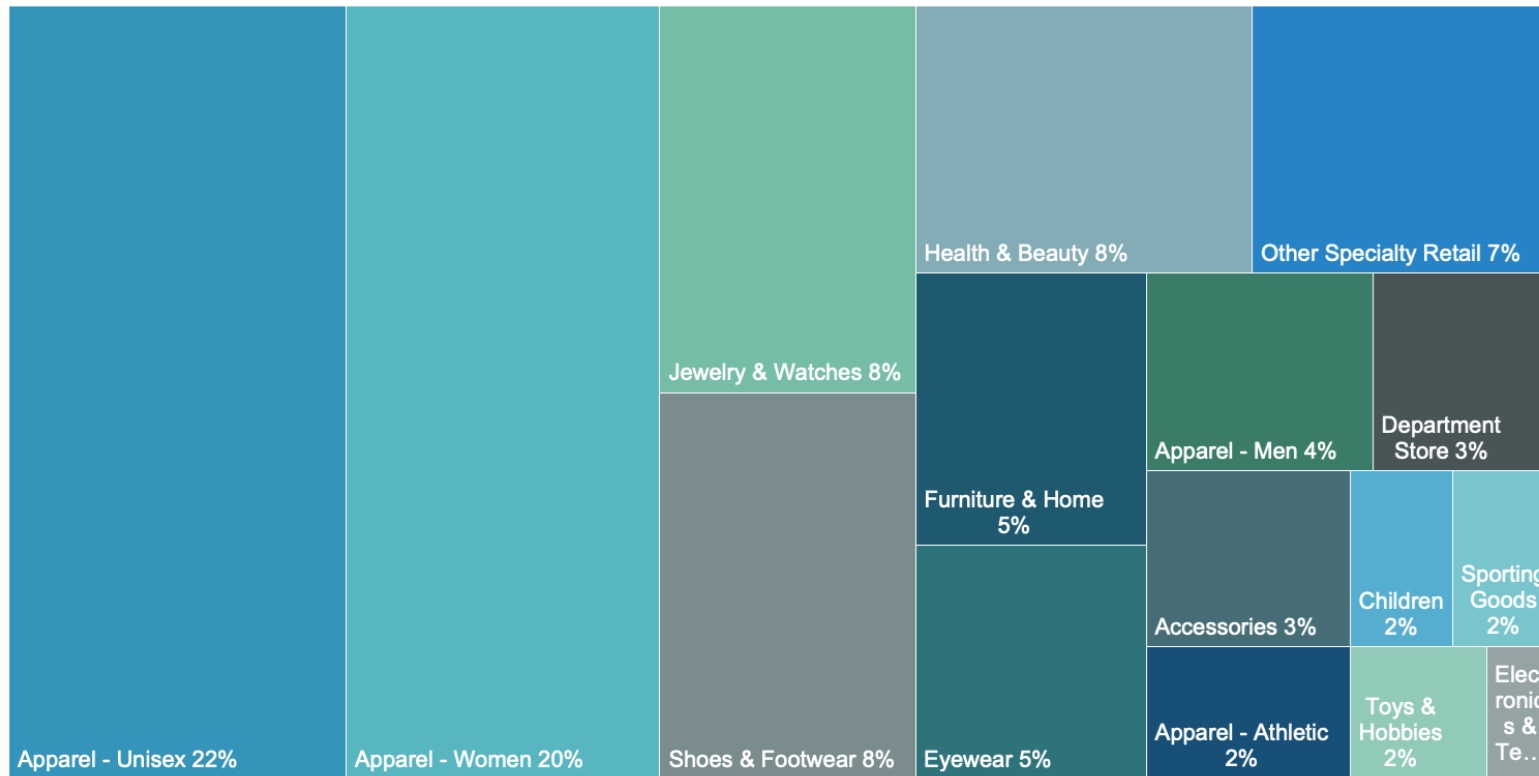
Note: 67 of the 149 retailers were manually identified using Google Maps because they are not members of the Greenwich Chamber of Commerce. Results are directionally correct



# Somerset Mall

## Somerset Mall Retail Composition by Category

% of Total (n=135)

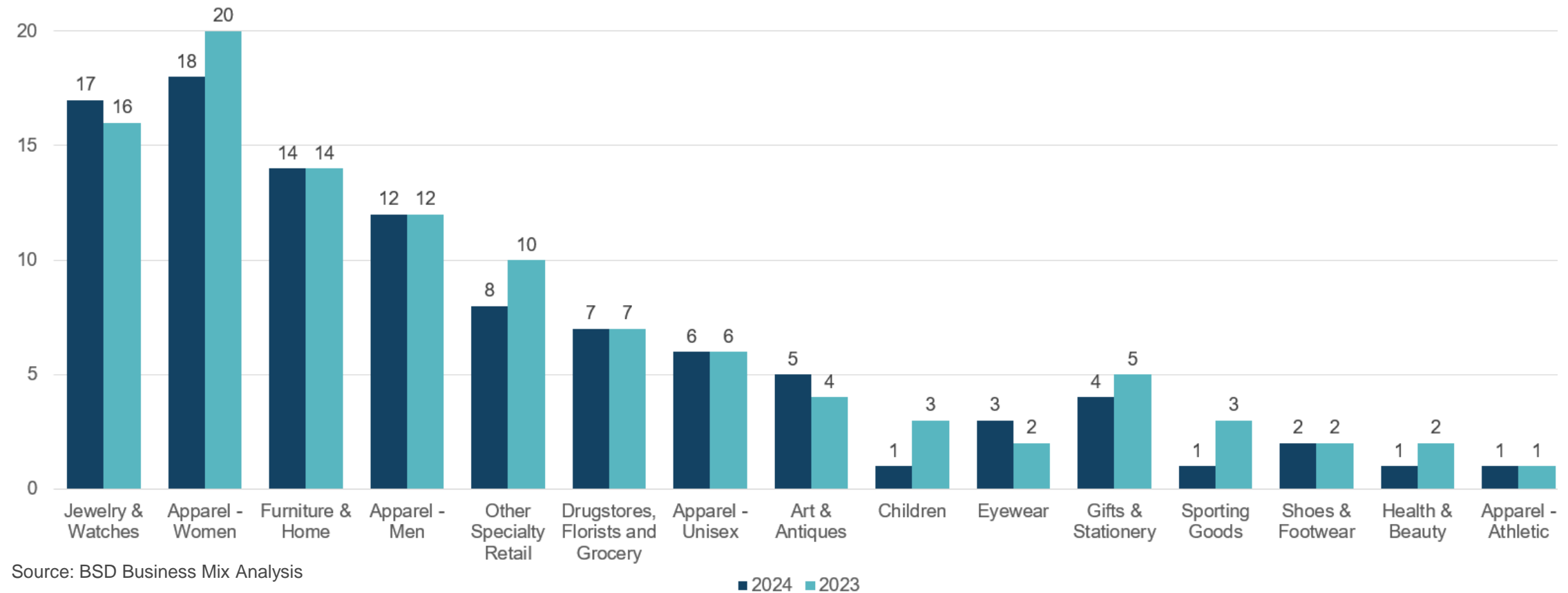


Source: Somerset Directory. Last updated: May 2023.

# The top three retail categories represented in the BSD include: Women's Apparel, Jewelry & Watches, and Furniture & Home

## Birmingham Shopping District Comparison (November 2024 v. May 2023)

% of Total (n=100)



Source: BSD Business Mix Analysis