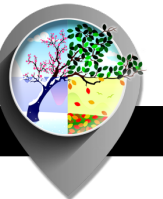


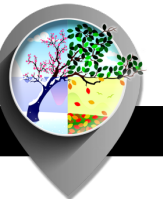
# Learning Objectives

- Understand the four natural cycles



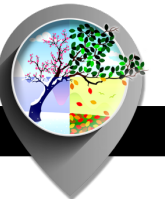
# Learning Objectives

- Understand the four natural cycles
- Identify the four district cycles



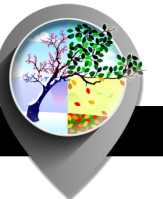
# Learning Objectives

- Understand the four natural cycles
- Identify the four district cycles
- Evaluate risk factors by cycle stage



# Learning Objectives

- Understand the four natural cycles
- Identify the four district cycles
- Evaluate risk factors by cycle stage
- Define strategies to reduce risk



# Cycle of Four

spring



summer



winter



autumn



# Cycle of Four



**SINGLES**



**MINGLES**



**FAMILIES**



**JINGLES**



# Cycle of Four



## LEVELS *of Service*

- 1 IDEAL
- 2 RESPONSIBLE
- 3 GOOD
- 4 BAD





# Cycle of Four

## MOMENTS OF TRUTH



# Cycle of Four

BUILDING BLOCKS  
*for a Sociable City*

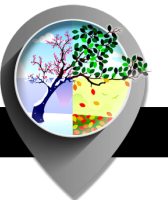
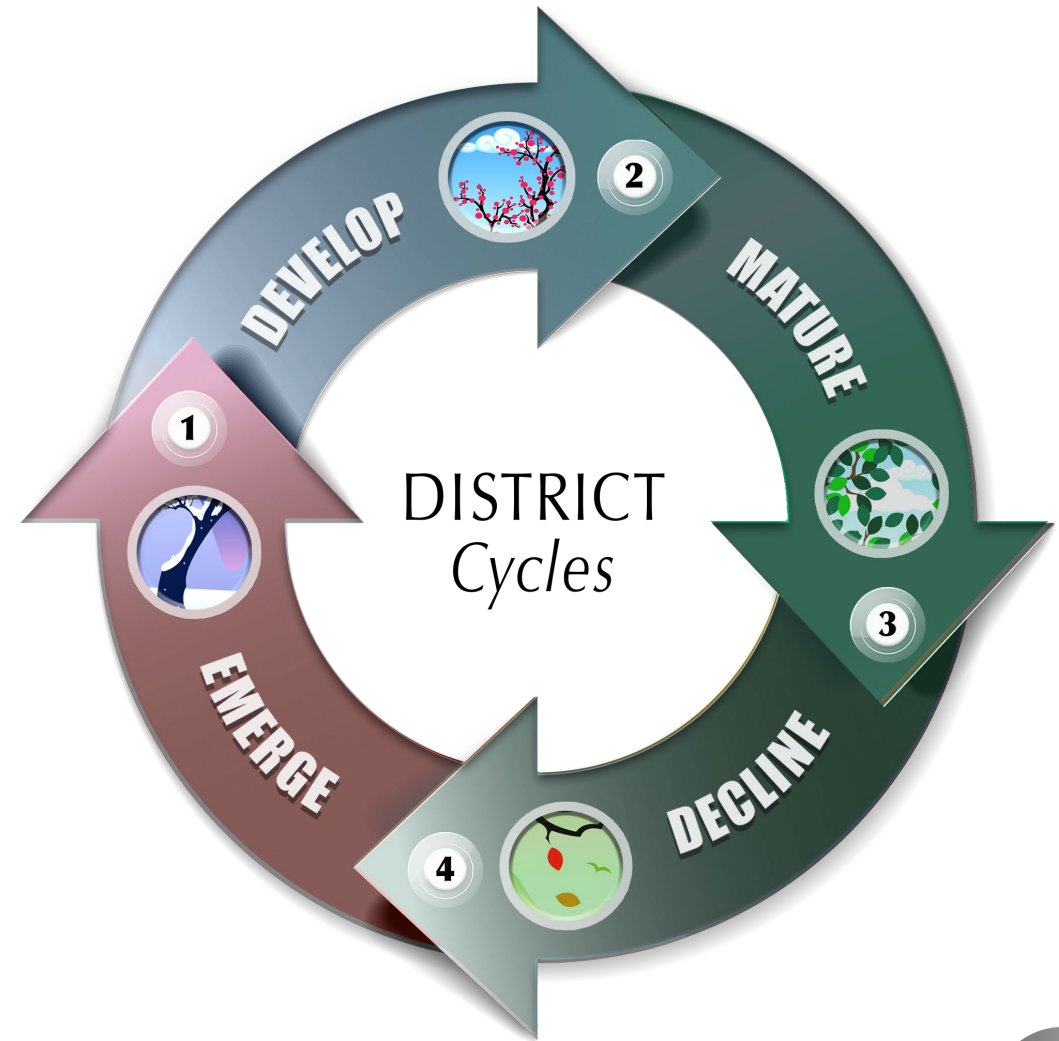


# District Cycles

Understanding how cycles influence the growth and decline of districts requires ongoing monitoring of trends.

Trends in how people shop and socialize in a post-COVID world is shifting storefront uses. Loss of office workers and home entertainment options further strain business sustainability.

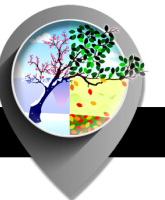
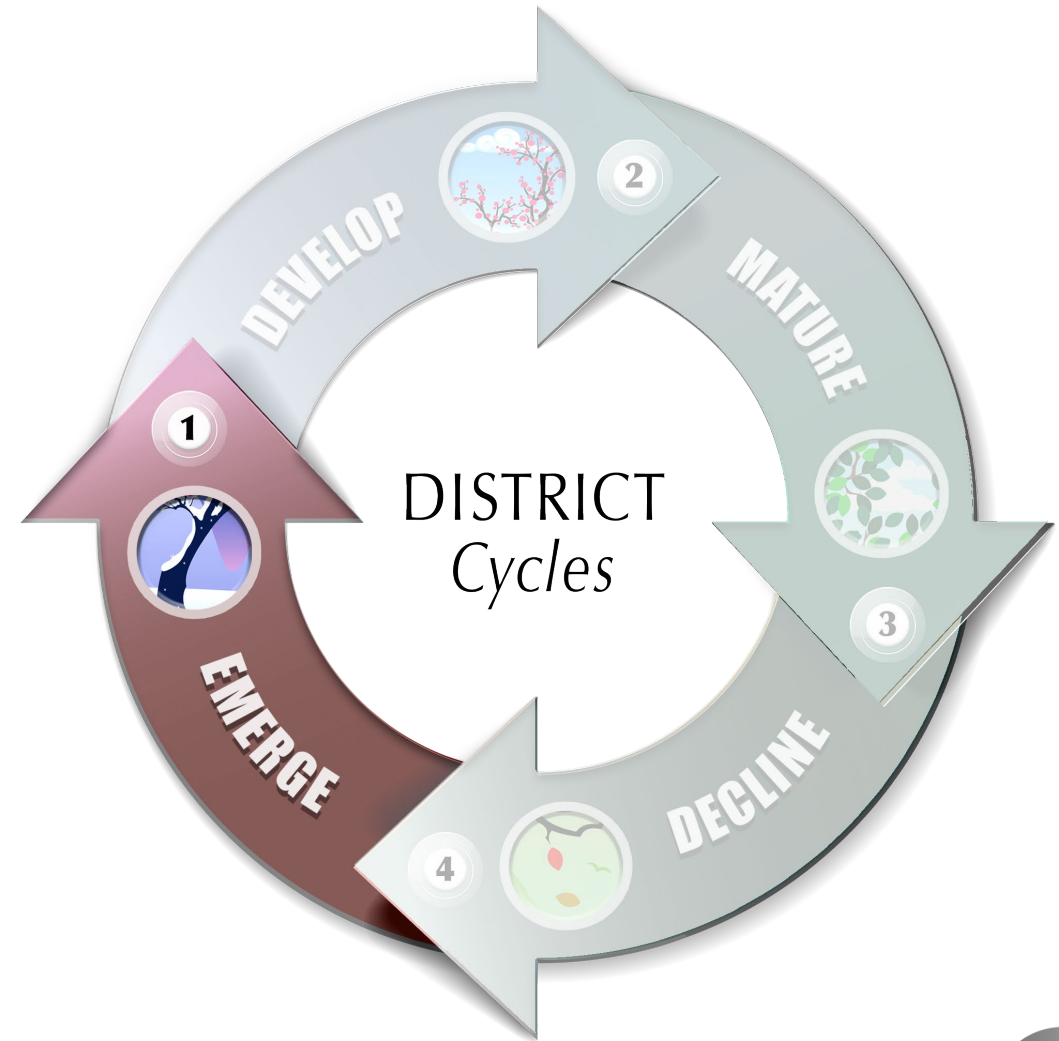
Like the cycles in nature, social districts also evolve in phases.



# Emerge

Areas with low rent may be abandoned areas or in a declining stage. This is where the “enthusiast” and “visionaries” begin to open innovative venues, appealing to the young risk-takers who seek new social options.

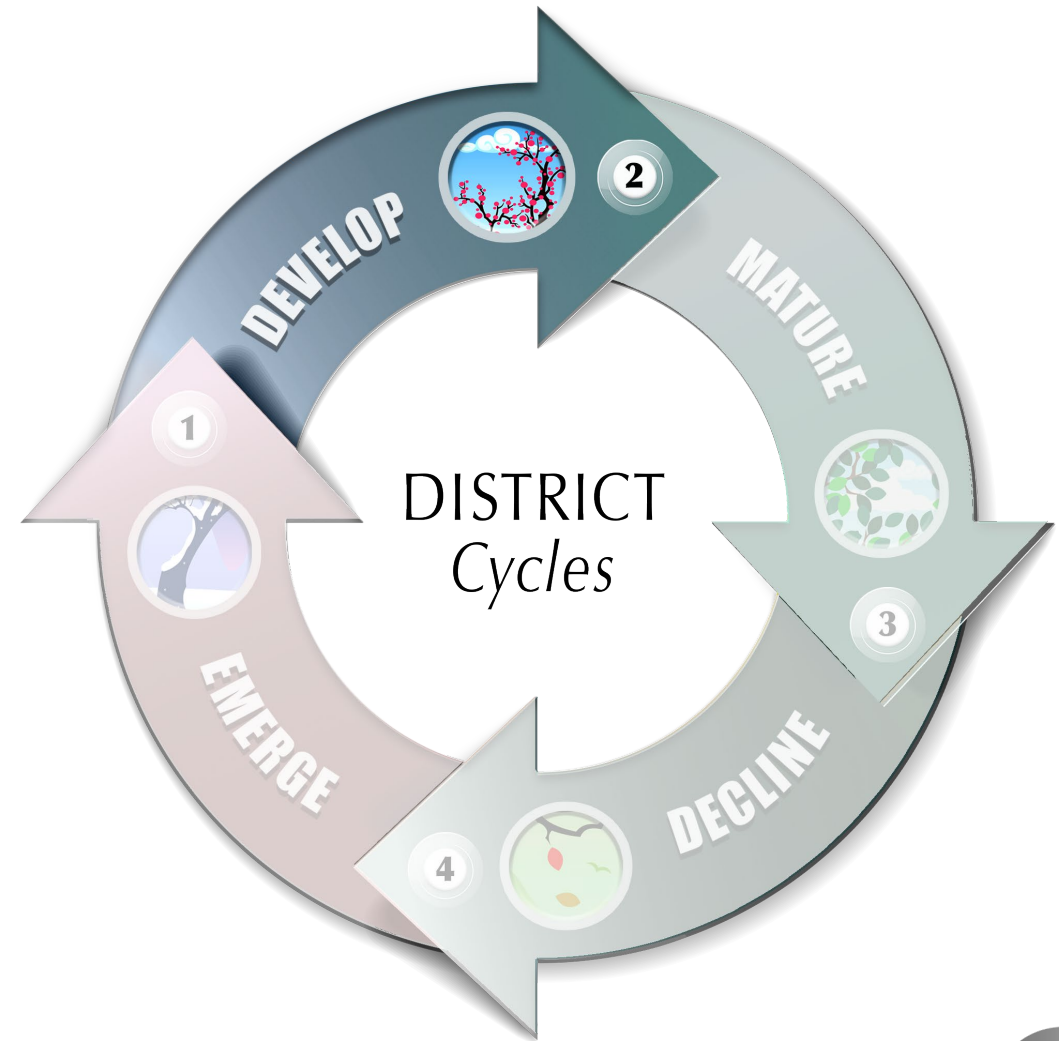
- Building inspections for development
- Infrastructure analysis for water, energy, lighting, parking
- Permit assistance for new businesses



# Develop

New businesses open as the market is built and opportunities emerge. Rent and operating costs increase. The first businesses move to other areas or close. Retail shops and residential begin to emerge.

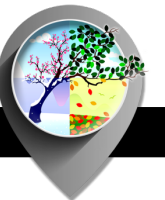
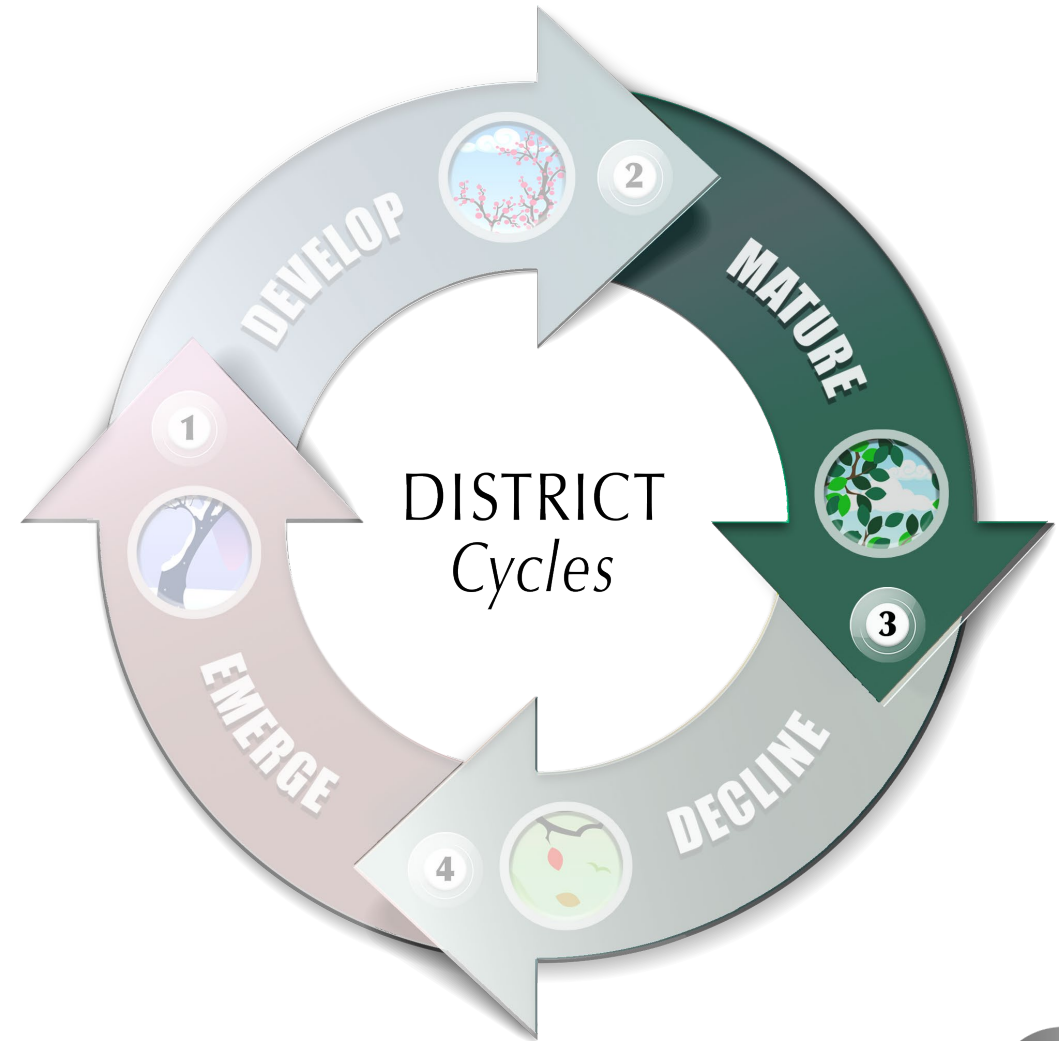
- Mobility planning
- Lighting
- Outdoor seating
- Waste and litter management
- Deliveries and loading areas
- Night police detail
- Compliance inspections



# Mature

The market is settled, and the district has few vacancies. The mix of businesses appeals to diverse groups. Social venues are essential to attracting shoppers.

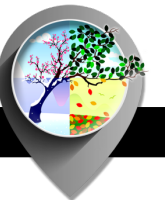
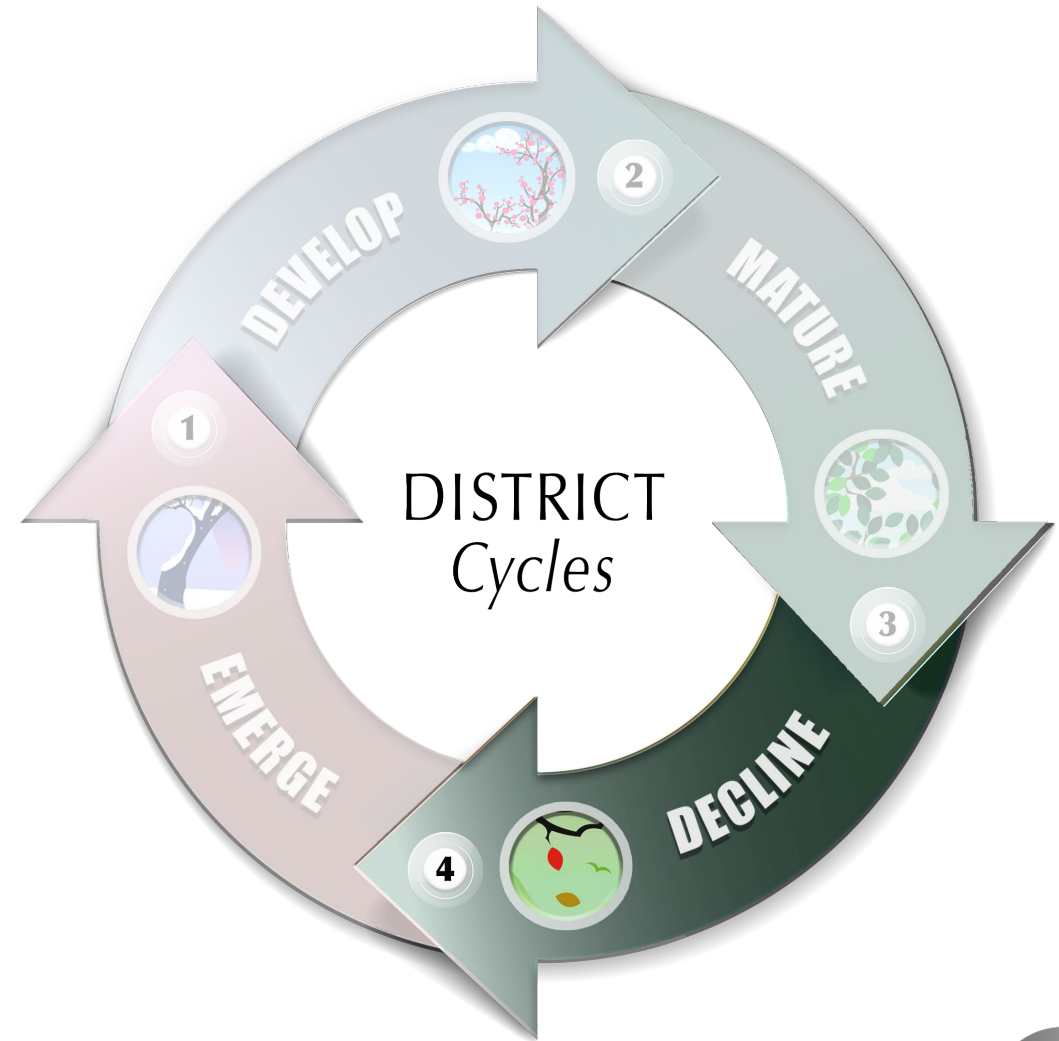
- Monitor day, evening and late-night uses
- Measure social venue density and occupancy
- Market to fill gaps
- Mediation system for nighttime conflicts
- Improved safety and security systems



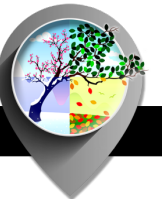
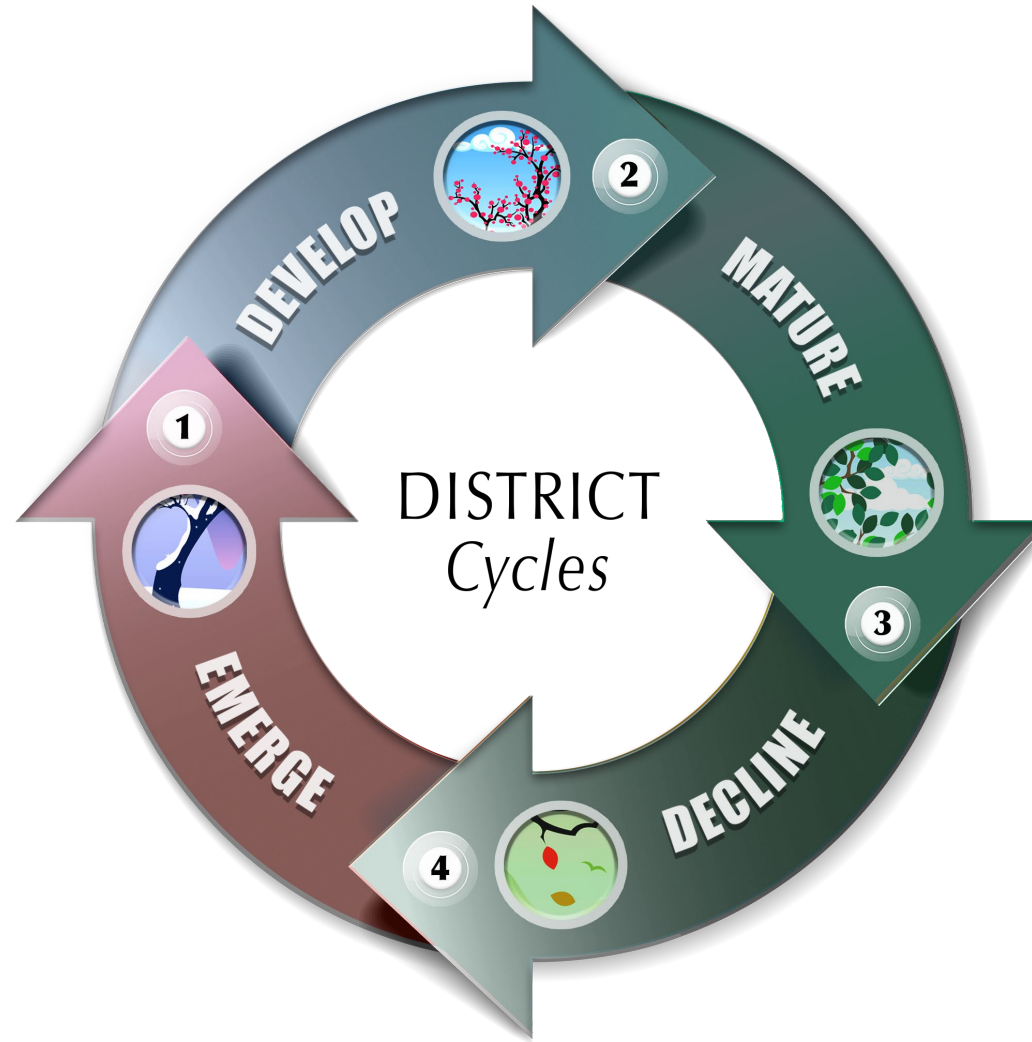
# Decline

Market shifts lead to vacancies, and social venues begin to saturate the storefronts with similar businesses trying to recruit the same at-risk markets. Increased competition leads to riskier promotions and practices, leading to more business failures, vacancies, crime, and disorder.

- Increase social venue compliance checks and meetings
- Limit or restrict new social venue permits
- Increase police presence
- Enforce parking, traffic and disorder violations



# Planning for Cycles





# Social District Inventory

## STOREFRONTS

### ☐ Total Number

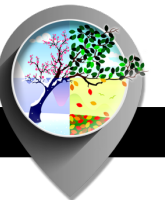
- ✓ # by Type
- ✓ # by Social Venue
- ✓ # with Alcohol
- ✓ % Locally Owned

### ☐ Social Options

- ✓ # with Live Music
- ✓ # with DJ/Dance
- ✓ # Theater, Cinema, Sport
- ✓ # Events/Festivals with Capacity

### ☐ Occupancy (Seating)

- ✓ Individual
- ✓ District Combined
- ✓ # Seats for Live Music
- ✓ # Seats for Other Entertainment



# Social District Inventory

## STOREFRONTS

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## FISCAL IMPACT

### District Sales, Taxes, Fees

- ✓ By Time: Day, Evening, Late-night
- ✓ Alcohol
- ✓ Local Income
- ✓ Sales
- ✓ Property

### Employment

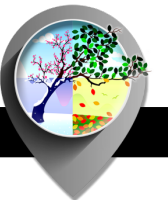
- ✓ Full and Part Time
- ✓ Salaries
- ✓ By Time: Day, Evening, Late-night

### Purchases from Local Suppliers

- ✓ Supplies (food, beverage, paper, pest control, equipment)
- ✓ Services (i.e. graphic design, advertising, insurance)

### Purchases by Consumer

- ✓ Fashion
- ✓ Transportation



# Social District Inventory

## STOREFRONTS

### Total Number

- ✓ # by Type
- ✓ # by Social Venue
- ✓ # with Alcohol
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### Purchases by Consumer

- ✓ Fashion
- ✓ Transportation

## PUBLIC COSTS

### Public Safety

- ✓ Police
- ✓ Code Compliance
- ✓ Traffic and Parking

### Public Space

- ✓ Trash and Litter Pick-up
- ✓ Sidewalk Maintenance
- ✓ Public Restroom Facilities
- ✓ Public Administration

