

931 CORRIDOR BUSINESS ANALYSIS

Presented by

Scottie Pennington

Kyle Johnson

Scott Chain

Nathan Kring



Greater Kokomo
ECONOMIC DEVELOPMENT ALLIANCE

BUSINESS DEMOGRAPHICS

DEMOGRAPHICS

- ▶ Cross section analysis
 - ▶ Determine the impact on businesses along the 931 corridor as well as what businesses would like to see done with the existing 931
 - ▶ Not all business were interviewed – Representative of entirety
 - ▶ ~45% Retail
 - ▶ ~45% Food/beverage (Relatively even split between casual dining and fast food)
 - ▶ ~10% Gas station & hotel

DEMOGRAPHICS

▶ Hotels

- ▶ Kokomo has twelve hotels along the 931 corridor that are spatially arranged in two clusters for the exception of one outlier
 - ▶ Most all hotels were surveyed

▶ Food/Beverage

- ▶ Kokomo is the restaurant capital of the world, having more restaurants per capita than any other place in the country
- ▶ Significant mixture of fast-food and casual style dining facilities that are relatively evenly distributed along 931
 - ▶ Pockets of highly concentrated casual dining establishments
 - ▶ Fast-food establishments that are located within plazas were also included in the study

DEMOGRAPHICS

▶ Retail

- ▶ High volume of retail, with the majority of retail being normal retail
 - ▶ However, there are retail services that depend heavily on traffic for revenue such as Jiffy Lube and Crew Car Wash
 - ▶ Businesses such as these were specifically targeted so that we were able to see a clear picture of the effect of the 31 bypass

▶ Gas Stations

- ▶ Most all gas stations were surveyed because of the manageable number and their concentration in the northern and southern edges
- ▶ It would stand to reason that gas stations depend heavily on traffic and we included all that was possible into the study

REGIONS

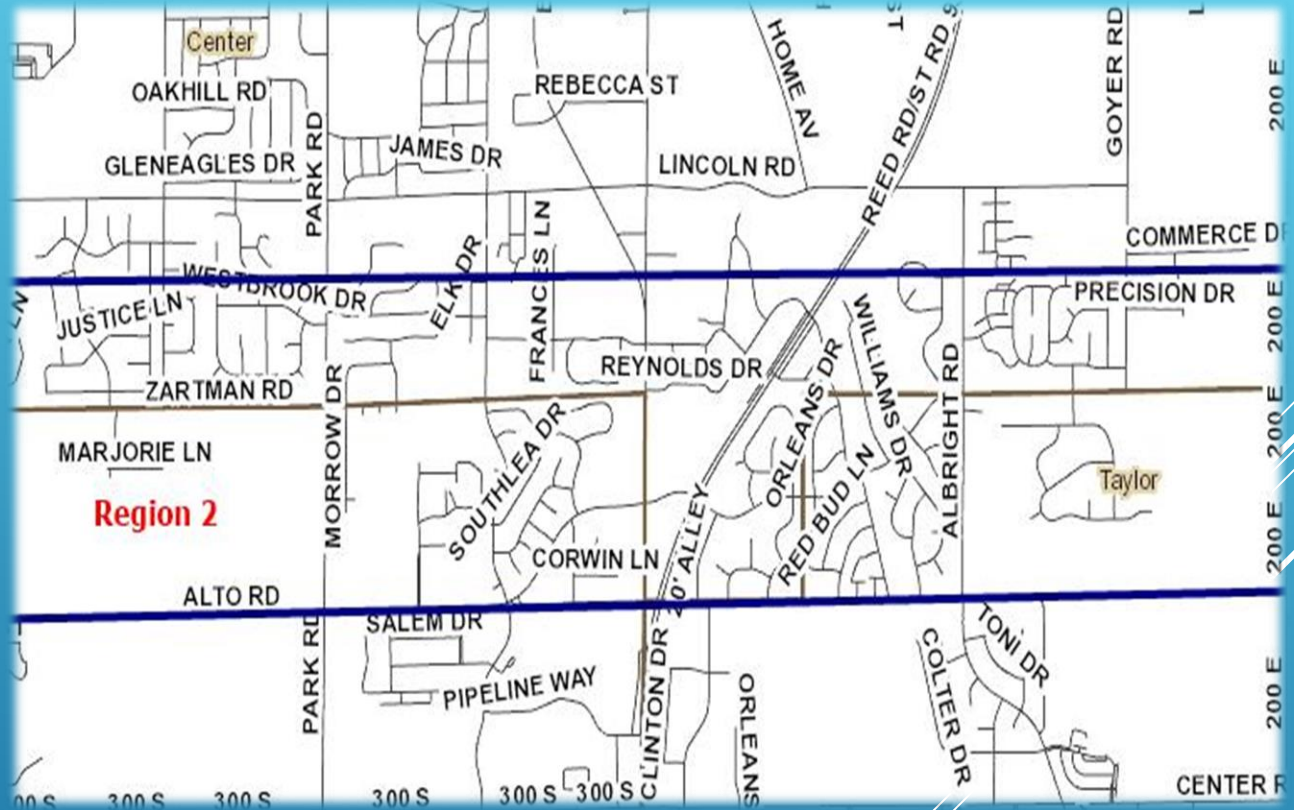
The 931 corridor was broken into four regions. This allowed us to maintain a uniform cross section of the demographic breakdown of the businesses along the entire 931 corridor. Adjustments were made accordingly in areas that were highly concentrated with a particular type of business (i.e. hotels, formal dining, etc.)

- ▶ Begins along the southern edge of the data gathering boundary of SR 26 and runs north to Alto Road
 - ▶ Does not include the Southway Plaza
- ▶ Includes:
 - ▶ Cluster of hotels amongst Days Inn
 - ▶ Gas stations including Speedway, Marathon
 - ▶ Retail including CVS, White's Meat Market, and Honda Motorcycle Dealership at 931 and SR 26



REGION 1

- ▶ Begins on the north side of Alto road and extends north to the north side of the hospital
- ▶ South of the cluster of hotels
- ▶ Region Includes
 - ▶ Southway Plaza, Sunspot, and all of the associated businesses that encompass the hospital
- ▶ This region is very rich in casual dining establishments



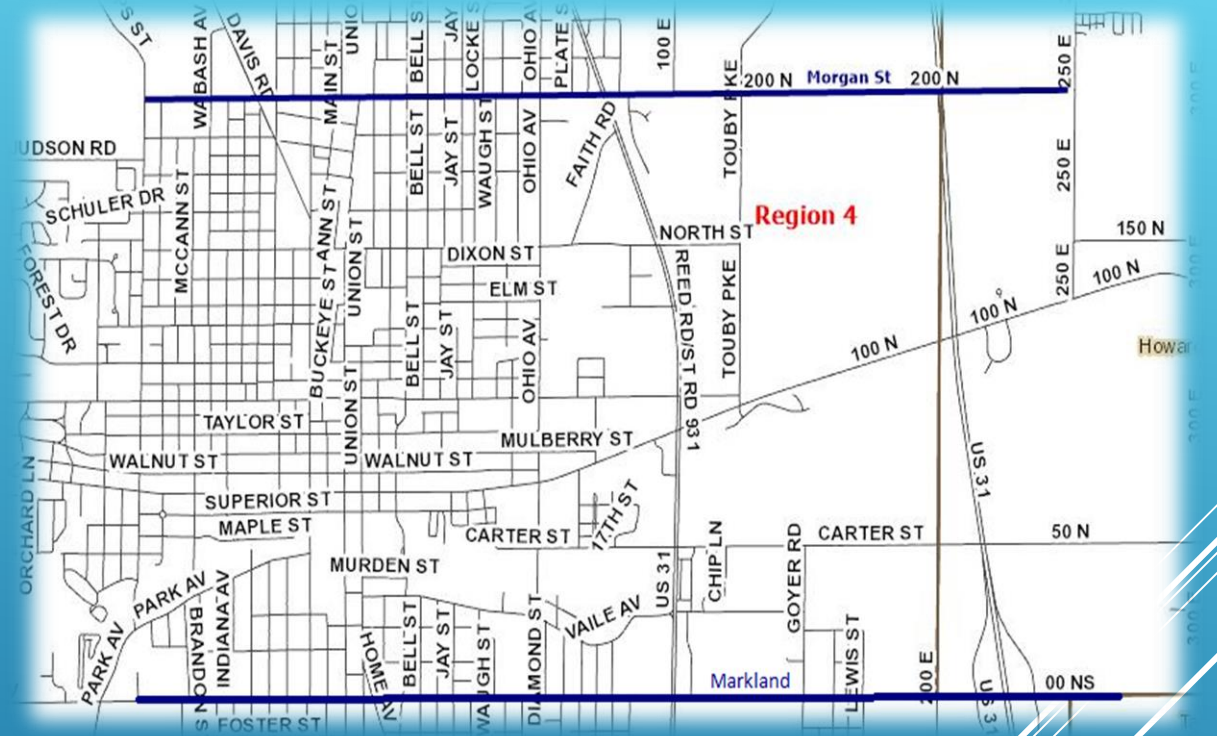
REGION 2

- ▶ Begins at the cluster of hotels south of Delphi (Hampton Inn area) and extends north to Markland Avenue
- ▶ Diverse region including the Markland and Kokomo Malls, hotels and the “Boulevard Crossing” strip mall located by Kohl’s
- ▶ Imperative that all malls were surveyed to determine the effects of the bypass
- ▶ Mall managers were contacted to get a general idea of influence of the 31 bypass
- ▶ Roughly 50% of our hotel data came from this region.



REGION 3

- ▶ Extends from Markland Avenue north to Morgan Street and includes Walmart, Meijer, and HH Gregg
- ▶ 1 Hotel
- ▶ Includes mixed dining establishments along the route as it runs north



REGION 4

THE SURVEY

THE SURVEY

▶ Purpose:

- ▶ Get a general idea of how business owners and managers felt the new 31 bypass has affected their sales volumes
- ▶ What business owners/managers would like to see done to the 931 corridor

▶ Question Structure

- ▶ Kept as open ended as possible to welcome fresh ideas and insight about how the redirected traffic influenced their business
- ▶ Asked in such a way that differentiated from traffic flow patterns and economic conditions
 - ▶ Stands to good reason that today's economic environment is not the same as it was before the new US 31 bypass was constructed

SURVEY QUESTIONS

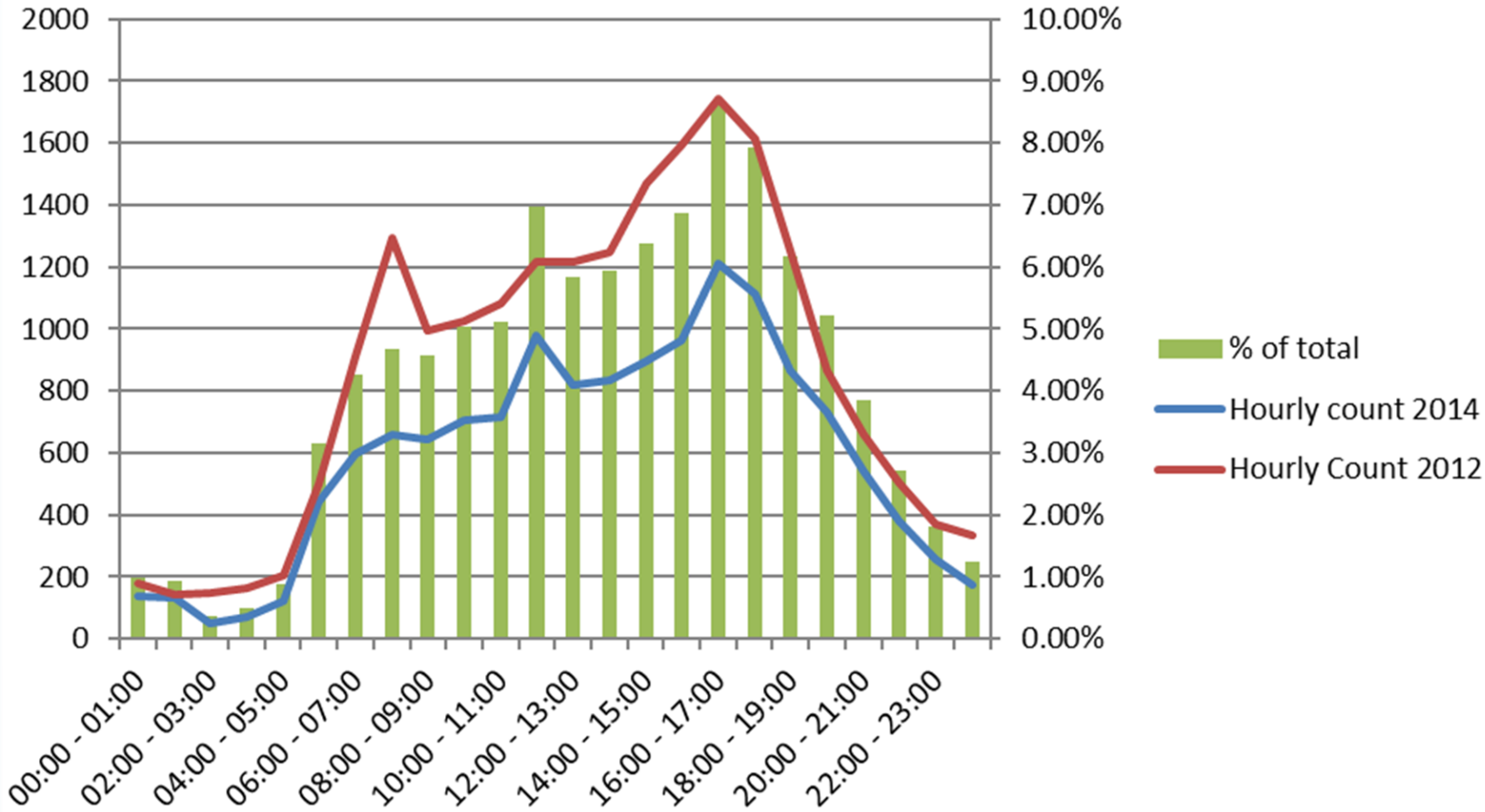
1. Have you seen any increases or decreases on your total sales since the new bypass was built? What percentage? Why?
2. If you could renovate or restructure the appearance and layout of the area immediately surrounding 931 (the median, guard rails, signs, etc.), what would you like to see?
3. Do you have any suggestions on how to accomplish that?
4. What are your general thoughts of 31 being built since the time it was built in 2013?
5. What do you need to see on 931 that will help your business and other business on 931 generate more sales?
6. Have you seen any changes in the amount of out of state customers since the new bypass 31 was built? What percentage? What do you think the best way to get more out of state customers to your business?

TRAFFIC COUNT COMPARISON DATA

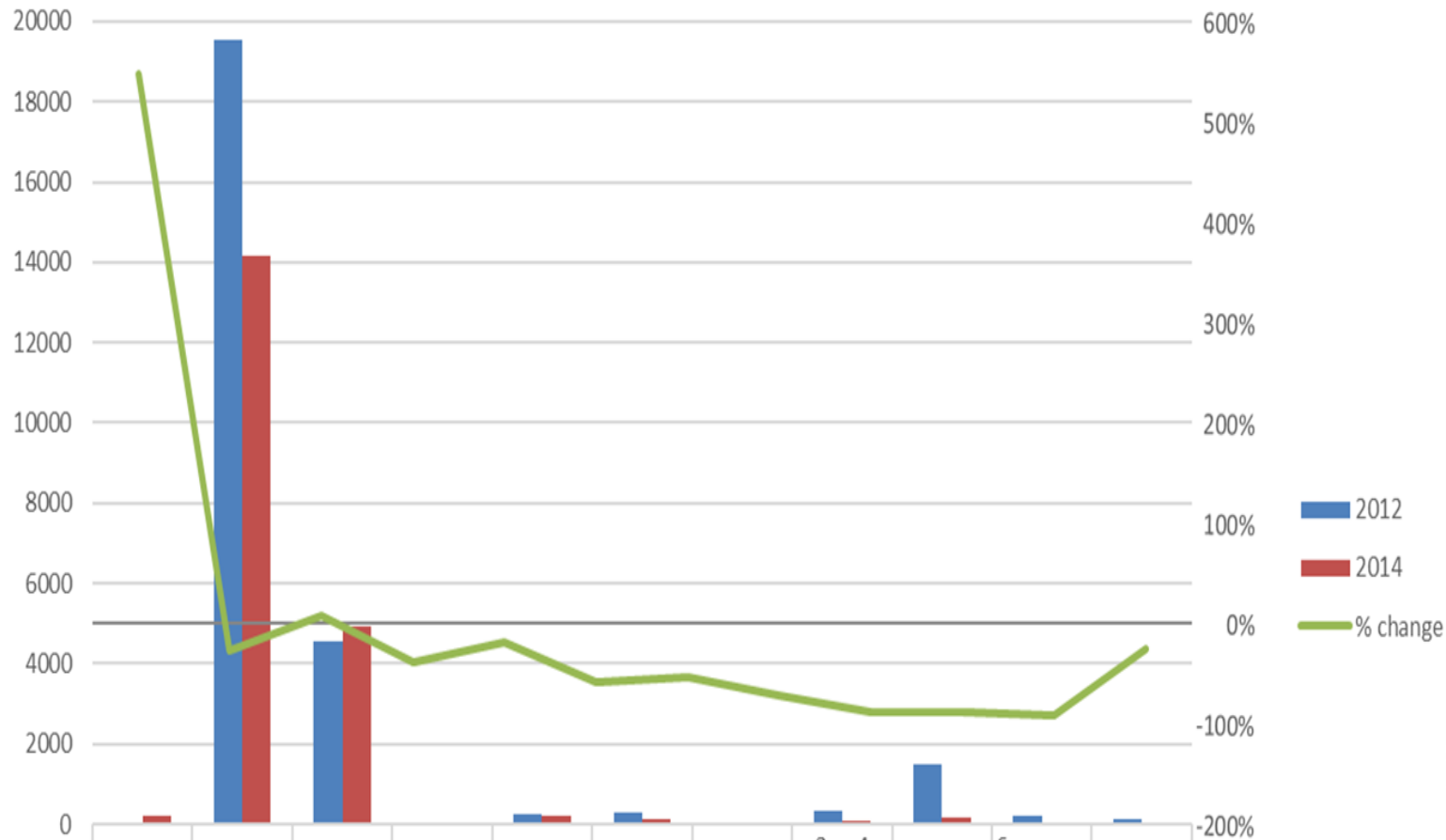
Total Traffic Count Changes by Location 2012 versus 2014



Hourly traffic counts North of Morgan



Traffic Counts by Vehicle Classification between North and Morgan

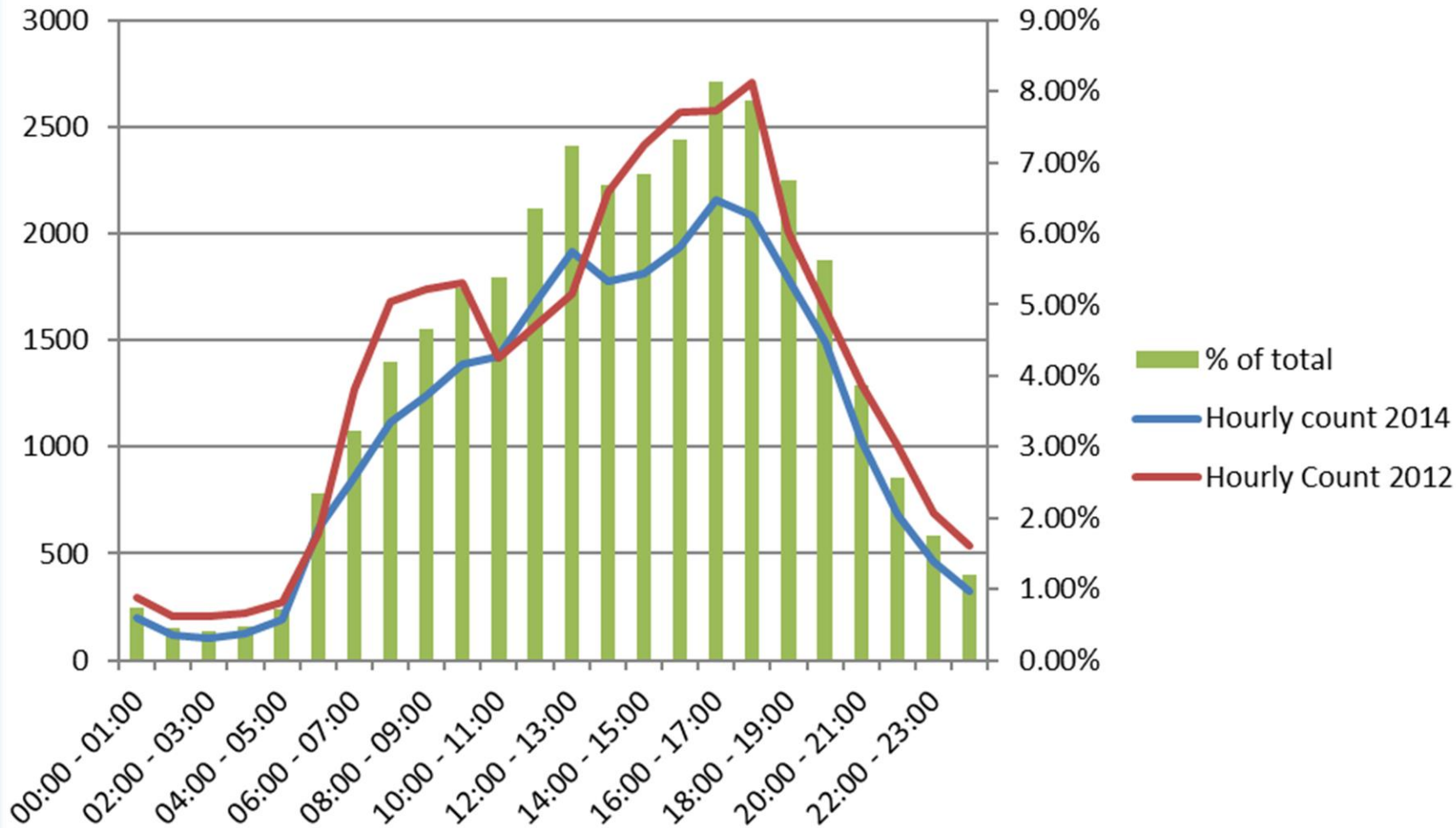


	Motor cycle	Car	Pick up truck	Bus	2 axle truck or camper	3 axle truck or camper	4 axle truck or camper	3 or 4 axle semi & 1 trailer	5 axle semi & 1 trailer	6 or more axle semi & 1 trailer	5 axle semi & 2 trailers
2012	33	19555	4547	31	233	295	51	322	1505	212	120
2014	214	14158	4932	19	189	122	24	92	171	26	11
% change	548%	-28%	8%	-39%	-19%	-59%	-53%	-71%	-89%	-88%	-91%

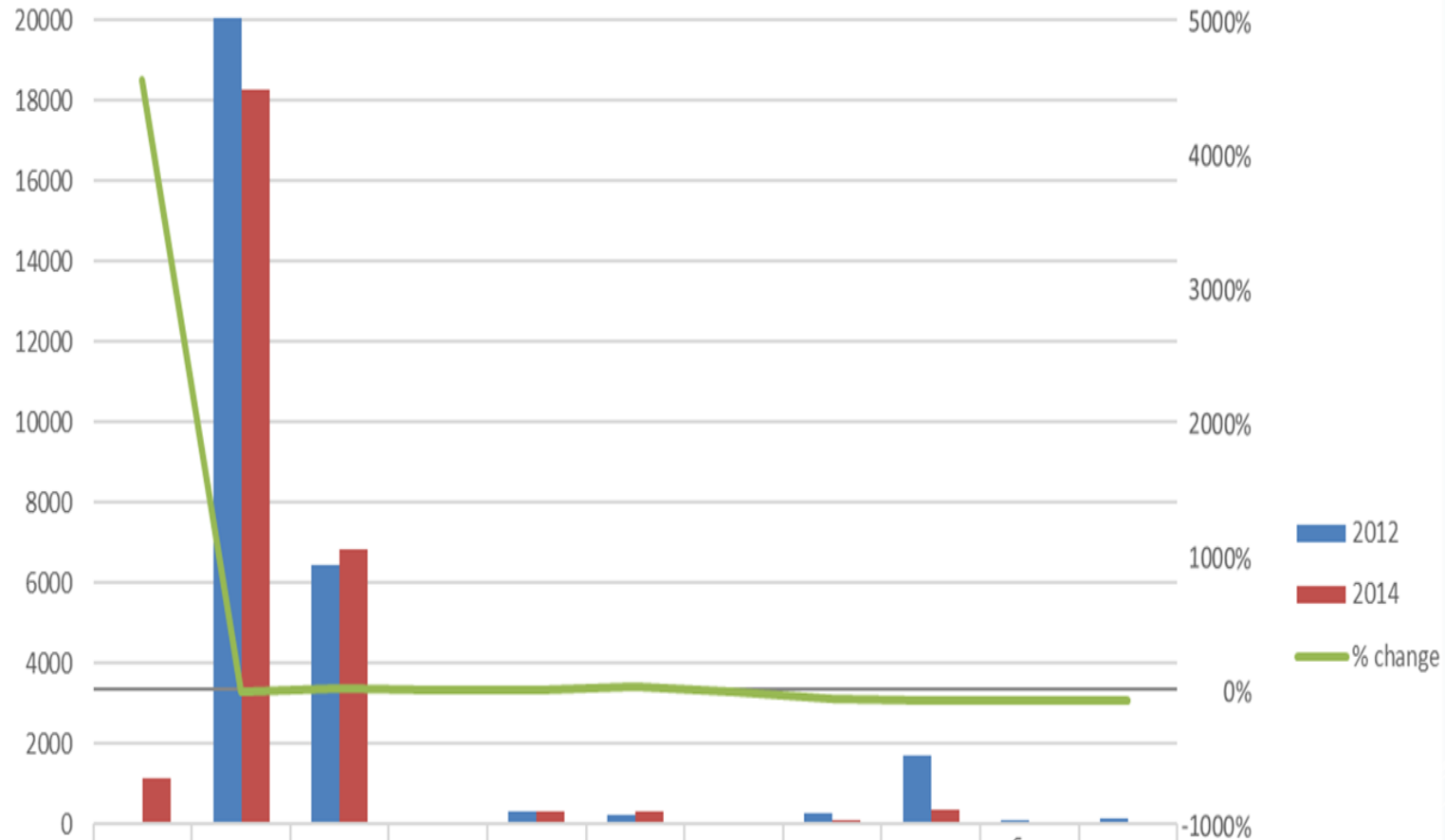


Greater Kokomo
ECONOMIC DEVELOPMENT ALLIANCE

Hourly traffic counts Carter Street



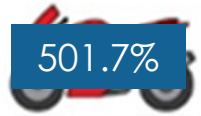
Traffic Counts by Vehicle Classification at Carter Street



	Motor cycle	Car	Pick up truck	Bus	2 axle truck or camper	3 axle truck or camper	4 axle truck or camper	3 or 4 axle semi & 1 trailer	5 axle semi & 1 trailer	6 or more axle semi & 1 trailer	5 axle semi & 2 trailers
2012	24	22861	6432	31	308	243	48	271	1691	108	115
2014	1117	18259	6848	31	304	298	44	94	368	28	27
% change	4554%	-20%	6%	0%	-1%	23%	-8%	-65%	-78%	-74%	-77%

1. Motorcycles

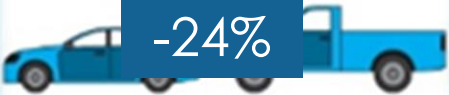
2 axles, 2 or 3 tires



501.7%

2. Passenger Cars

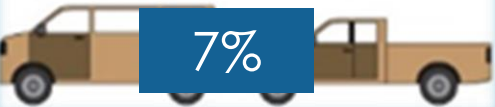
2 axles, can have 1- or 2-axle trailers



-24%

3. Pickups, Panels, Vans

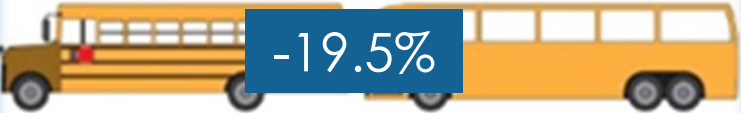
2 axles, 4-tire single units
Can have 1 or 2 axle trailers



7%

4. Buses

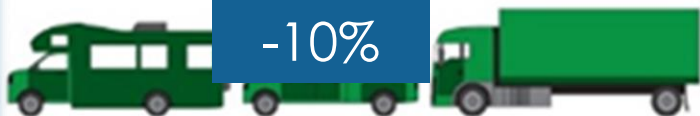
2 or 3 axles, full length



-19.5%

5. Single Unit 2-Axle Trucks

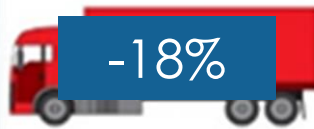
2 axles, 6 tires (dual rear tires), single-unit



-10%

6. Single Unit 3-Axle Trucks

3 axles, single unit



-18%

7. Single Unit 4 or More-Axle Trucks

4 or more axles, single unit



-30.5%

8. Single Trailer 3- or 4-Axle Trucks

3 or 4 axles, single trailer



-68%

9. Single Trailer 5-Axle Trucks

5 axles, single trailer



-83.5%

10. Single Trailer 6 or More-Axle Trucks

6 or more axles, single trailer



-81%

11. Multi-Trailer 5 or Less-Axle Trucks

5 or less axles, multiple trailers



-84%



Greater Kokomo
ECONOMIC DEVELOPMENT ALLIANCE

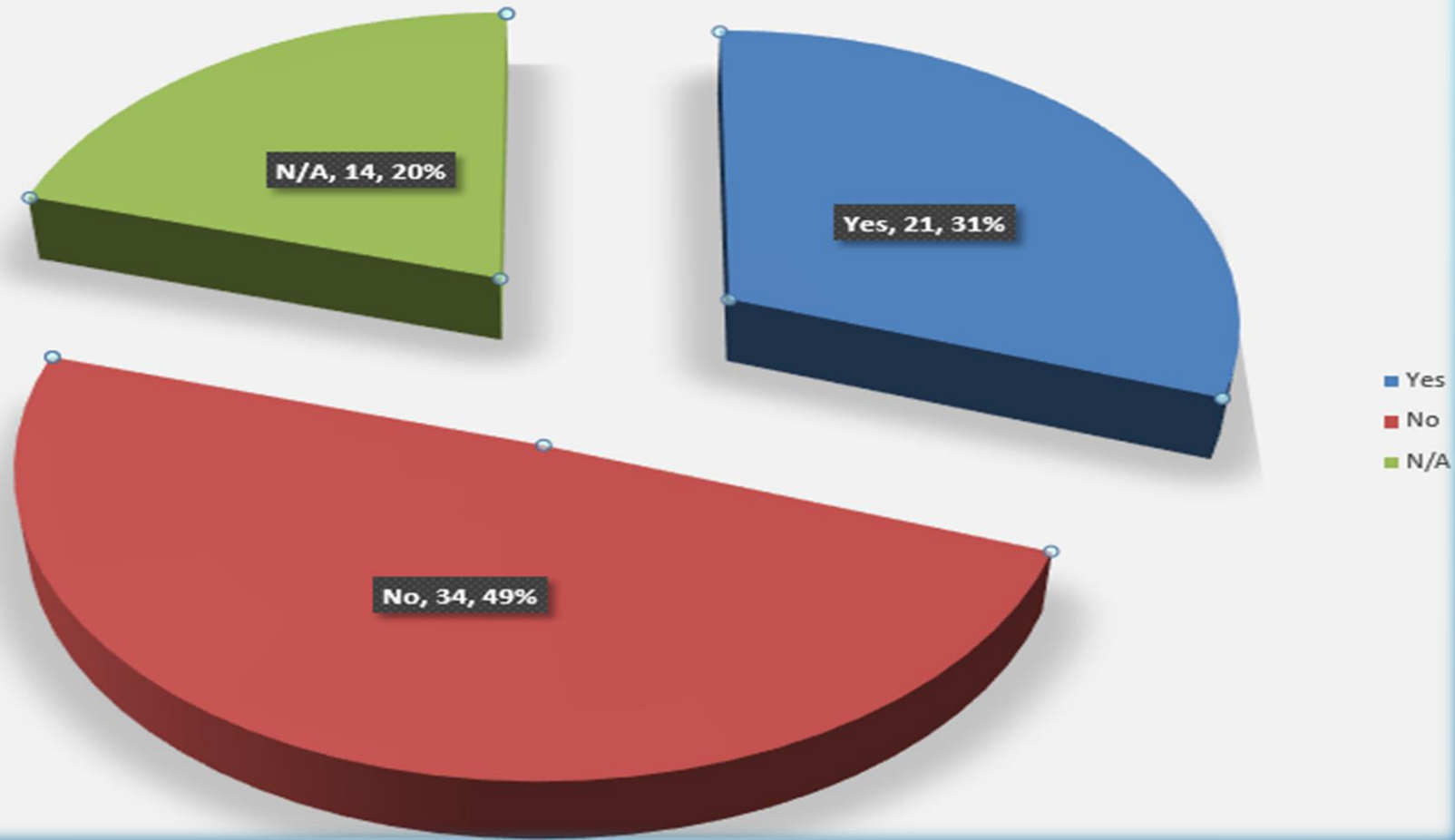
RESULTS OF THE SURVEY

RESULTS OF SURVEY

- The survey was designed to see if businesses were impacted by the new bypass (negative or positive) Sales trends were used as a marker to determine the impact
- Second part of the survey focused on what changes the businesses would like to see on 931
- The survey was distributed for all four regions
- The survey involved 69 stores

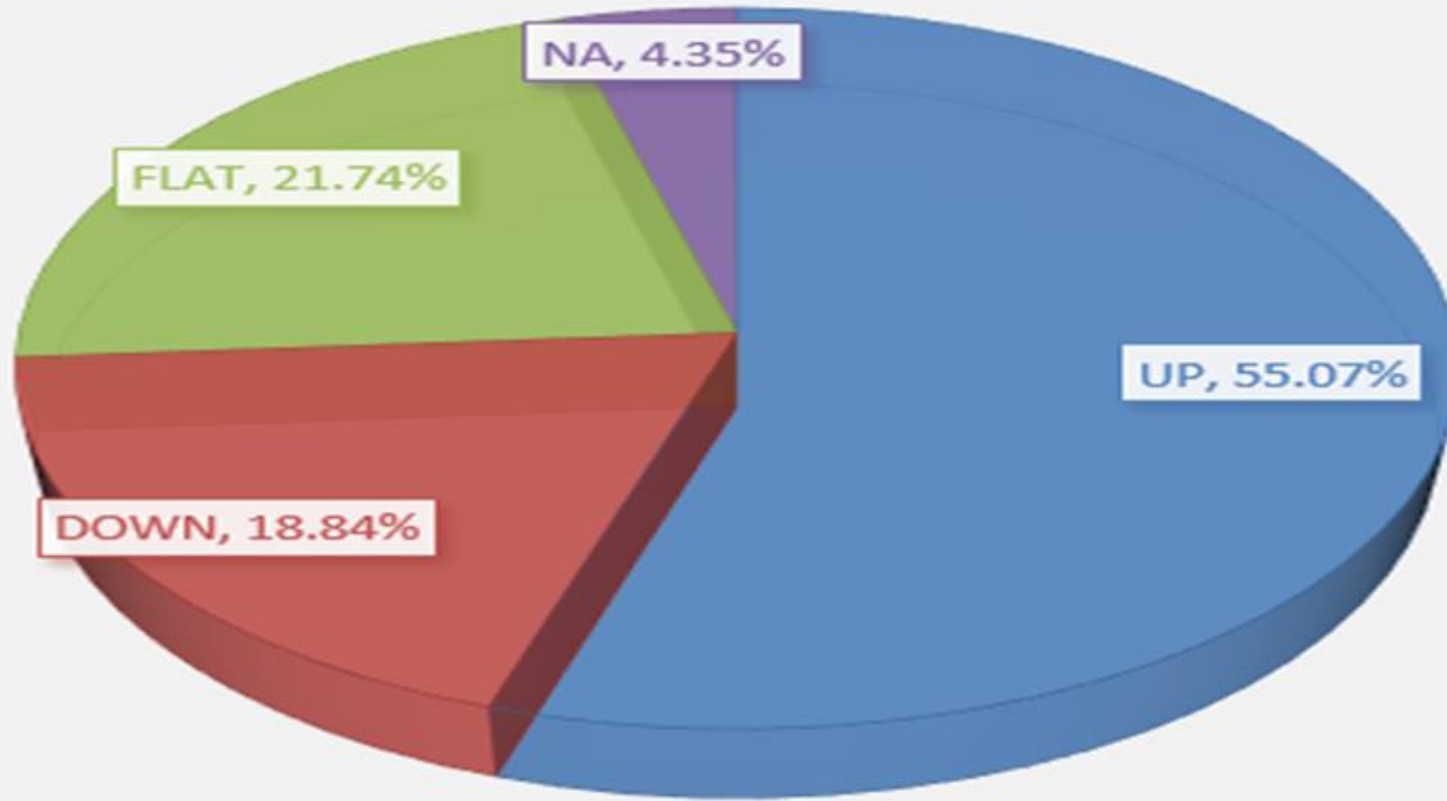
31 BYPASS EFFECT ON ALL BUSINESSES

The Effect of New Bypass 31



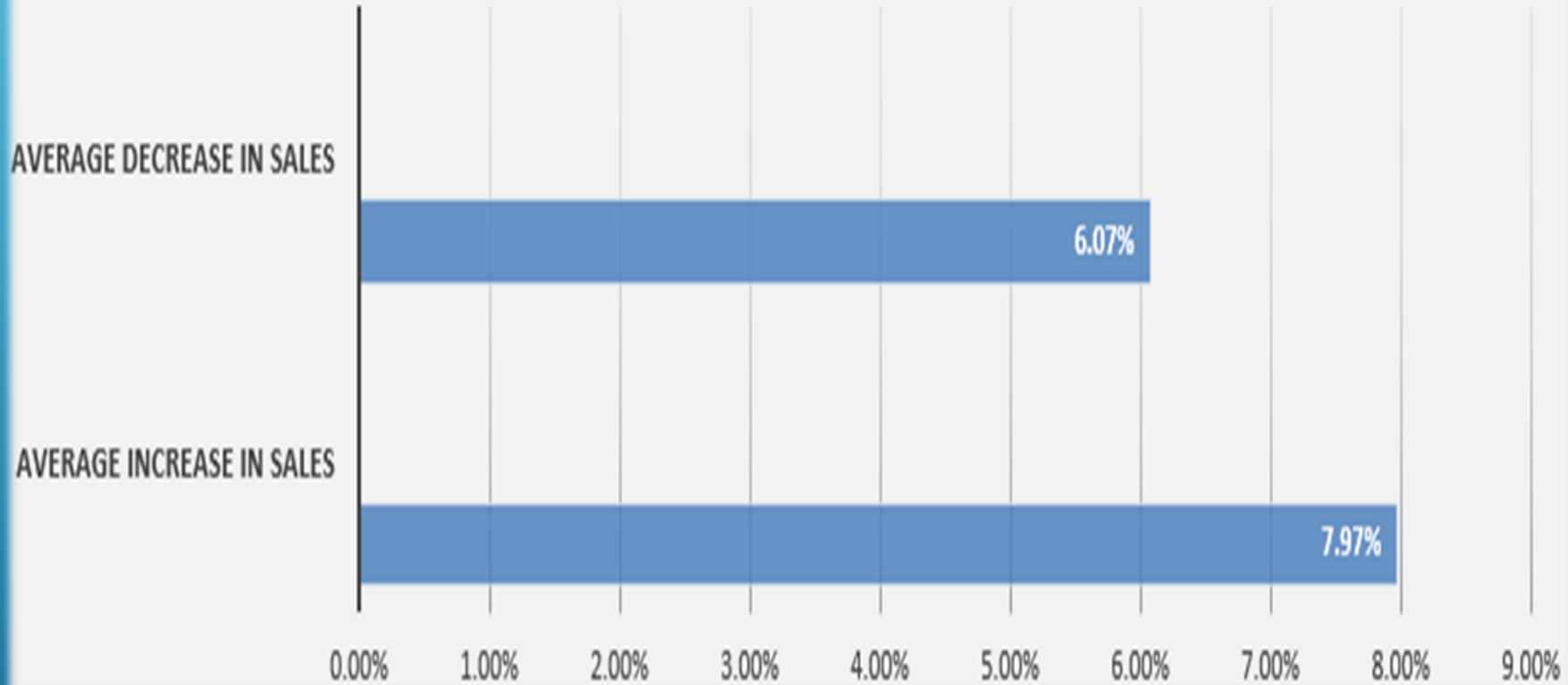
Trend in sales for all businesses

TREND IN SALES



Change in sales

Average changes in sales



SUGGESTIONS FROM THE BUSINESSES

SUGGESTIONS FOR IMPROVEMENTS

<u>Suggestion</u>	<u>Percent (%)</u>
▶ Better access	37.68%
▶ Improved signage	31.88%
▶ Enhancement of aesthetics	27.54%
▶ Improved traffic lights system	20.29%
▶ Lower speed limit	14.49%
▶ Improved median	13.04%
▶ Removal of guardrail	13.04%
▶ Improved lighting	10.14%
▶ Removal of sign clutter	8.70%
▶ Removal trash	5.80%
▶ Adopt a highway	2.90%

DATA ANALYSIS

ANALYSIS OF DATA

▶ **Region 1 (26 - Alto Rd)**

- ▶ 47% of businesses showed decreased sales
- ▶ Approximately 40% of businesses believe that the bypass had no impact on sales while
 - ▶ 13% of businesses did not provide any info
- ▶ Businesses in this region believe new bypass hurt them
 - ▶ Likely attributed to location of exits on the new bypass
- ▶ No access from new bypass between 26 Boulevard Street
- ▶ Area is generally underdeveloped

ANALYSIS OF DATA

▶ **Region 2 (Alto Rd – Hospital)**

- ▶ 66% of businesses have increased sales
- ▶ 12% report sales being the same
- ▶ Businesses in this region believe there is no impact on sales
- ▶ Despite not having direct access to the new bypass, their sales has been increasing the last two years
- ▶ Compared to Region 1, this region has a higher traffic count and more businesses

ANALYSIS OF DATA

▶ **Region 3 (Lincoln Rd – Markland Ave)**

- ▶ Most businesses in this area have seen increased sales since the construction of the new bypass.
- ▶ 90% of businesses believe that the bypass has had no significant impact.
- ▶ 10% of the businesses in the area have seen a decrease in sales and 80% have seen increases in sales
- ▶ Traffic on SR22 exit road has increased by 38% and that increase in traffic could be one of the factors leading to increased sales

ANALYSIS OF DATA

▶ **Region 4 (Markland Ave – Morgan St)**

- ▶ 50% of businesses feel there has been a negative impact on sales
- ▶ Sales have increased for 30% of businesses while approximately 20% have seen their sales remain steady.
- ▶ Businesses in this region mentioned poor access to the area from the new bypass.

ANALYSIS OF DATA

▶ Data Conclusion

- ▶ Regions 2 and 3 show increased sales
 - ▶ Businesses in these areas generally believe that the new bypass has not had a negative impact
- ▶ Some businesses in Regions 1 and 4 have reported that sales volumes have been negatively impacted
- ▶ All businesses agree the new bypass has helped solve traffic congestion
 - ▶ Made the area more accessible to local drivers who are using 931
 - ▶ This improvement has positively impacted the area immediately surrounding SR22
- ▶ Some businesses on the north and south edges that relied heavily on high volume traffic have been hurt by the redirection of traffic

RECOMMENDATIONS

RECOMMENDATIONS

In accordance with the most common responses:

- Better Access
- Lower Speed Limits
- Aesthetics
 - City Ordinances
 - Sign Clutter
 - Relinquishments

RECOMMENDATIONS

Better Access (~38%)



RECOMMENDATIONS

Lower Speed Limit (14.5%)

- “Streets for People”
- Improved accessibility for pedestrians
- Economic Vitality



RECOMMENDATIONS

Aesthetics (~33%)

- Kokomo Code of Ordinances §99.03
- “Sign Clutter” (~40%)



RECOMMENDATIONS

Aesthetics (cont.) (~33%)

- Entryways, future development, and the City/County Comprehensive Plan
- Importance of the S.R. 22 exit for 931 and the City of Kokomo
- “Relinquishments”