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COMMERCIAL ANALYSIS AND RECOMMENDATIONS, BAYTOWN

CDS|Spillette Alliance was selected by the City of Baytown and the Baytown-West Chambers County Economic Development Foundation to perform an independent and comprehensive analysis of market conditions and trends that support, influence, and drive commercial retail and mixed-use development in Baytown.

This project identified the current market state in Baytown and its neighboring competitor communities, consumer expenditure patterns and areas of leakage, future opportunities in the marketplace, and strategic recommendations regarding current and future retail developments in Baytown.

Included in the scope of this project was:

- a complete retail inventory for four commercial district in the city with center size and tenant mix;
- an analysis of the demographic trends in the Baytown Market Area;
- a comparison of the Baytown Market with other areas in the Houston region and with Beaumont;
- a random telephone survey of 225 Baytown residents to determine their attitudes and preferences for retail and services;



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- interviews with key real estate experts and with the human resources manager of Baytown employers;
- an identification of the challenges for improvement in the retail offerings in Baytown including demographic change, market size; and the condition of downtown retail;
- an identification of the opportunities for Baytown including a very large trade area, strength of the local economy, availability of quality retail centers and use of the existing TIF zone, and
- a set of strategic recommendations to maximize the potential for improving retail and services establishments in Baytown including a list of retailers for which demand currently exists in Baytown - consistent with the profile of these retailers markets.

Presentation of the findings and recommendations were made to the board of the Economic Development Foundation and to members of City Council.