

# Vibrant & Distinctive Business Districts

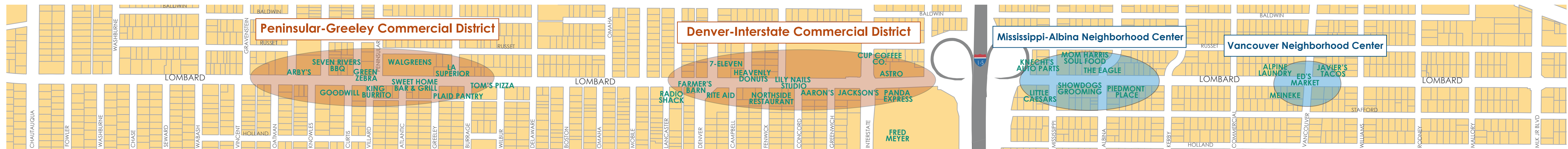
Goal: Lombard will be home to vibrant, distinctive Business districts that serve the needs of surrounding neighborhoods

Strategy: Focus economic development efforts on Commercial Districts and Neighborhood Centers.

Businesses are more successful when clustered together in a small area, allowing customers to walk from store to store in a single trip serving multiple purposes. We have

identified four areas on Lombard that would see the most benefit from focused investment and that have the most potential to be truly vibrant business districts.

How do we get from this?



## Commercial Districts:

A Commercial District has a wide variety of large and small businesses serving several surrounding neighborhoods. Commercial Districts on Lombard need investment in storefront improvements, pedestrian amenities, redevelopment or repurposing of parking lots, and attracting new businesses. Desired business types include small clothing stores, small retail shops, cafes, and sit-down restaurants.



## Neighborhood Centers:

A Neighborhood Center is a small area containing several small businesses primarily serving the immediate surrounding neighborhood. Neighborhood Centers on Lombard need investment in storefront improvements, pedestrian amenities, repurposing of parking lots, and attracting new businesses. Desired business types include a produce market, cafes, and beauty salons.



Strategy: Partner together as a business community to improve and promote the Lombard corridor

## Action: Form a Lombard Business Association

Business Associations are a great way for businesses to work together, market themselves as a group, and create a sense of identity for a commercial area.



## Action: Form a Business Improvement District (BID)

A Business Improvement District can be formed to raise funds for sidewalk repairs, landscaping, trash cans, benches, planters, banners, and other streetscape improvements.

