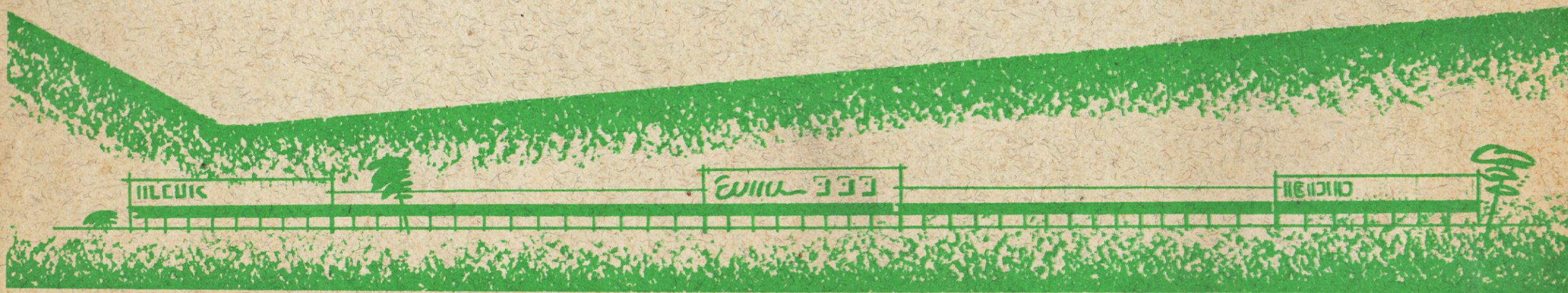


MEADOWDALE

SHOPPING CENTER



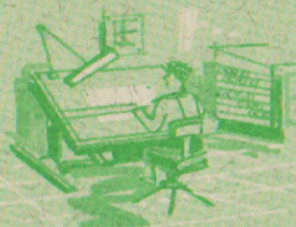
LEONARD W. BESINGER & ASSOCIATES • CARPENTERSVILLE • ILLINOIS

Preface

E



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R



I would like to take this opportunity to express my thanks and appreciation to the following of my employees, without whose effort, perserverence and devotion a project having this magnitude and merit could not have been realized.

ARCHITECTURE & PLANNING

EARL ROSIN
RAYMOND D. LARSEN
WILLIAM F. COPELAND
LEONARD W. BESINGER Jr.

MARKET & RESEARCH

QUENTIN G. HOGAN
EDWYNA M. ANDERSON
LAWRENCE C. DOMSKI
BRITT B. BLAIR
ALFRED DREIFKE

ENGINEERING & TRAFFIC

REVERE ENGINEERING CO.
DE SOTO MC CABE
PHILLIP K. WHITEHOUSE
FREDRIC G. SUHR

FINANCE & LEGAL

WILLIAM T. MC NEILL
ARTHUR FRANZEN

CONSTRUCTION

BARNEY DAHL
LLOYD MYERS
EDWIN STEFFIN
DAVID HOPPE

FOREWORD

BY

LEONARD W. BESINGER.



I appreciate that many new shopping centers are being planned for the Chicago area. However, some of these will not materialize for various reasons. The reasons more commonly causing failures are:

1. Acquisition of all the land required.
2. Problems encountered with zoning ordinances.
3. Insufficient mortgage financing.

These problems will not affect the Meadowdale Shopping Center. Eighty five (85) acres of my land are reserved for this center. Zoning has been approved and



construction is scheduled to be completed in time for the 1955 Christmas season. Excessive financing is not necessary for the completion of this development.

2

At the inception of my Meadowdale Shopping Center the services of a research organization were secured for the purpose of estimating the scope of facilities required and volume expectancy.

The findings and recommendations of this organization, in my estimation, appeared to be extremely theoretical and came far from reaching any definite conclusions, other than a modern shopping center is needed in this area.

Were I to be a prospective tenant for a shopping center, what facts would be important to me?

For the past six months my entire staff was devoted to answering this question. The results are set forth in this presentation. Personal interviews were conducted with over 2,000 families in the area to be served by the Meadowdale Shopping Center.

Each family's shopping habits and shopping needs were discussed in a personal and friendly manner. Questions were asked and the answers carefully noted. People willingly signed statements, and great interest was shown by all.

Pertinent, specific, and vital information was gathered in this manner. Ideas were expressed, desirable and undesirable features were discussed with the potential customers themselves.





My survey is not a conglomeration of statistics, tables, charts and percentage factors, that are usually found in public records. My presentation is the voice of Mr. & Mrs. Shopper in areas of and contiguous to Meadowdale.

3

- Where do they shop now?
- How far do they drive?
- Where do they park?
- Is it convenient?
- Will they be willing to travel farther in return for convenience, comfort and savings?

In addition to theory, this is the information I felt was needed by a prospective tenant. My files contain the records of these personal interviews. Names, addresses and signatures of the informants are here for anyone to inspect.

Having personally supervised all phases of operation in this personal contact survey, I am certain that the results found in this report are indicative of where people in this area will trade. Furthermore, I will guarantee that the results of this survey, as shown, are as factually as it is possible to obtain from the consumers themselves.

So sure, am I, that we have properly compiled this information, that I go a step farther. I will personally make arrangements with any prospective tenant to absorb the costs of a similar survey, conducted along similar lines, should the results have a differential of more than 5% in the total computations.

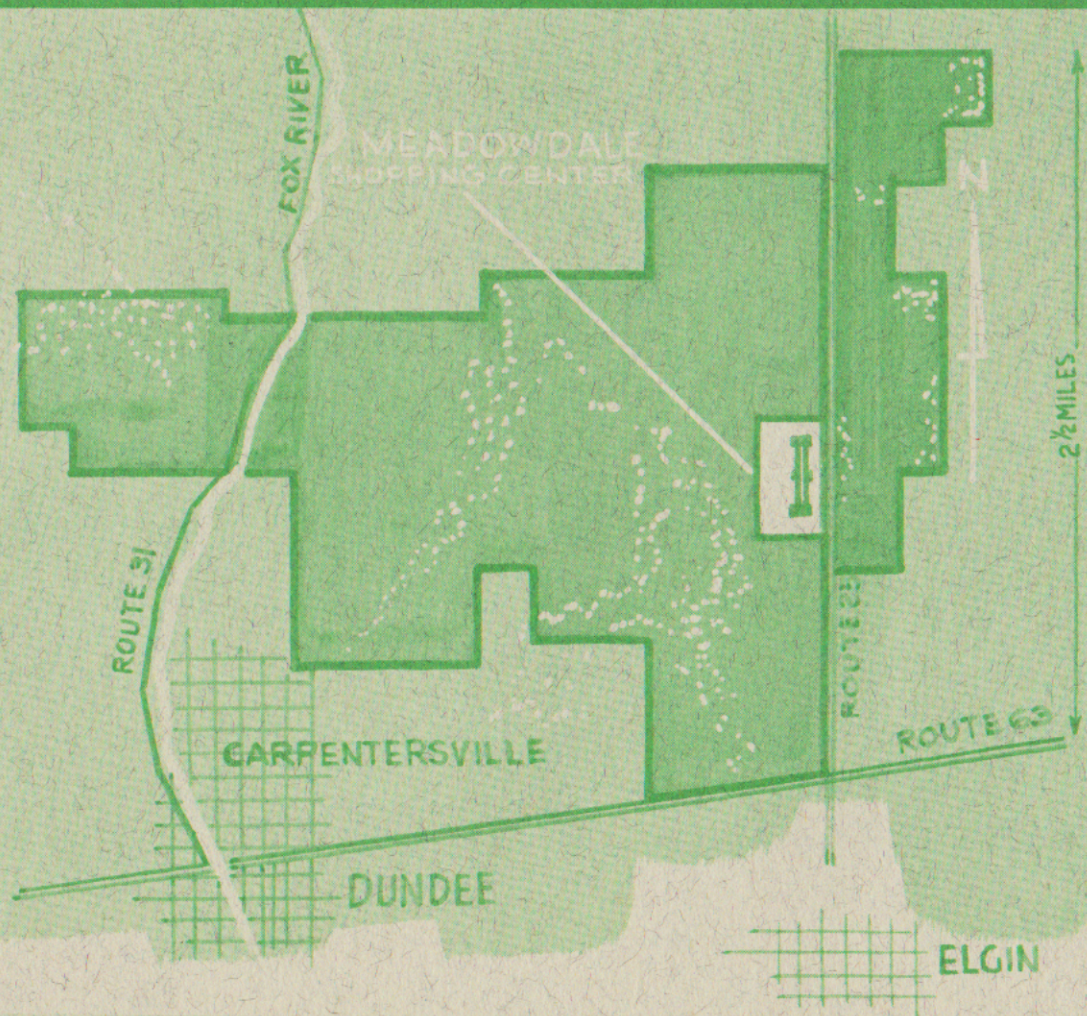
Leonard W. Besinger



F

FACTS ON THE....

MEADOWDALE DEVELOPMENT PROGRAM.



2100	ACRE SITE
85	ACRE SHOPPING CENTER
200	ACRE INDUSTRIAL
80	ACRES OF PARKS
8200	LOW COST HOMES
1500	APARTMENTS
400	LUXURY HOMES
	CHURCHES
	SCHOOLS



5

The Meadowdale Housing Program is the newest home building project undertaken by Leonard W. Besinger & Associates. For twenty-three years the firm has pioneered large scale residential developments in the Chicago area.

To date, 930 homes have been sold in Meadowdale.

At present, five houses per day are being erected, with expectation of stepping up production in the near future.

The mortgage financing on 750 of these homes has been underwritten by the Prudential Life Insurance Company. 223 mortgages have been underwritten by National Mortgage Acceptance Corp.

Meadowdale homes have all the utilities normally enjoyed only by large city sub-divisions.

Paved streets, concrete curbing, sidewalks, public water supply, public sewer system, sewage disposal plant, all are installed and approved by proper governmental agencies.

A new grade school has been completed and is ready for the fall school term. Land has been acquired by the school board for erection of an additional high school. Negotiation is underway for establishing a new Catholic Church and school in Meadowdale.

A large portion of the 2,100 acre tract that comprises Meadowdale is reserved for manufacturing and industrial development. Various corporations have expressed a desire of locating their new plants here to be near the large labor pool that the Meadowdale housing development is creating.

The Meadowdale home development plan includes beautiful picturesque and wooded areas set aside for development of luxury homes in addition to the large development of low cost homes.

When completed, Meadowdale will contain over 8,500 dwellings.

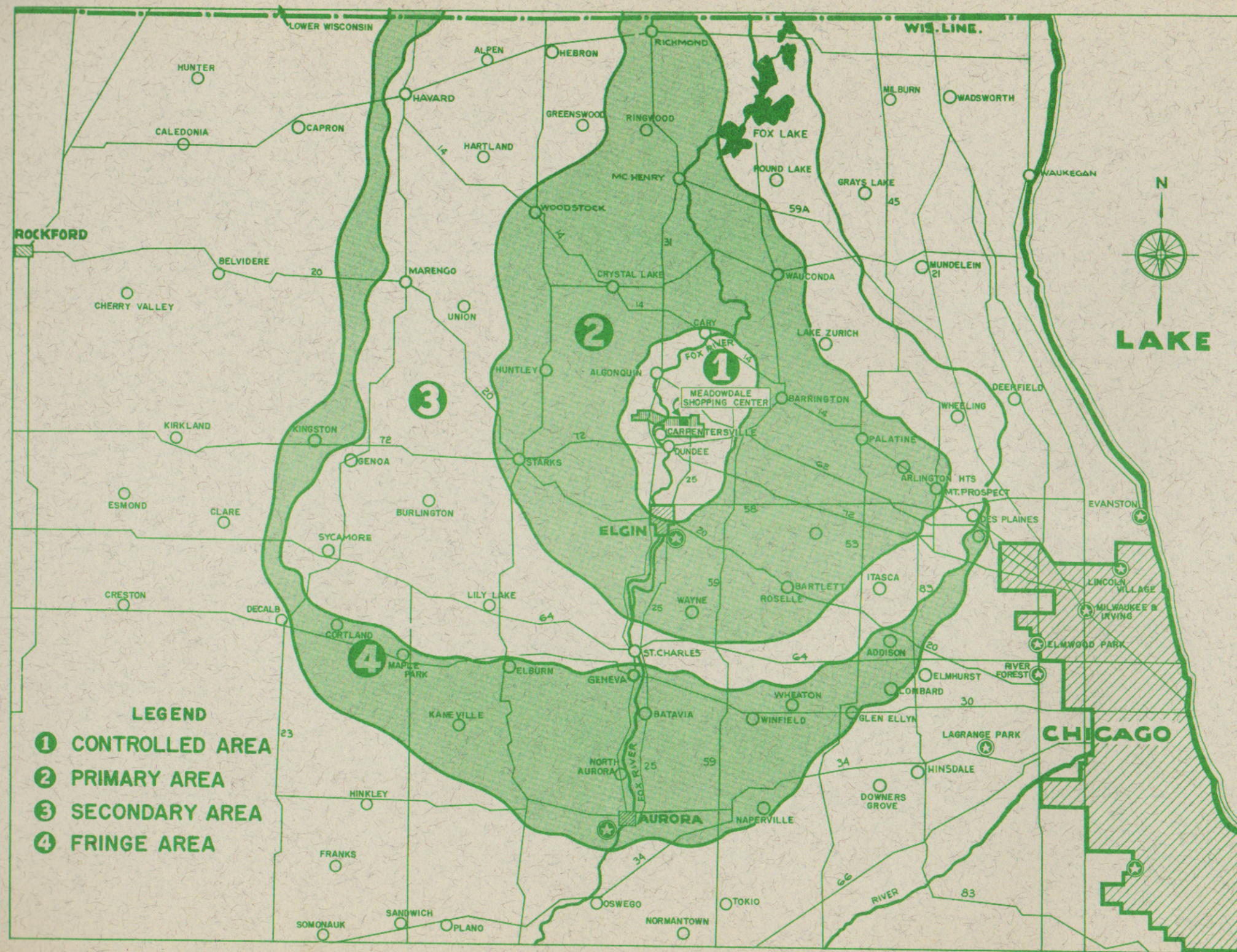


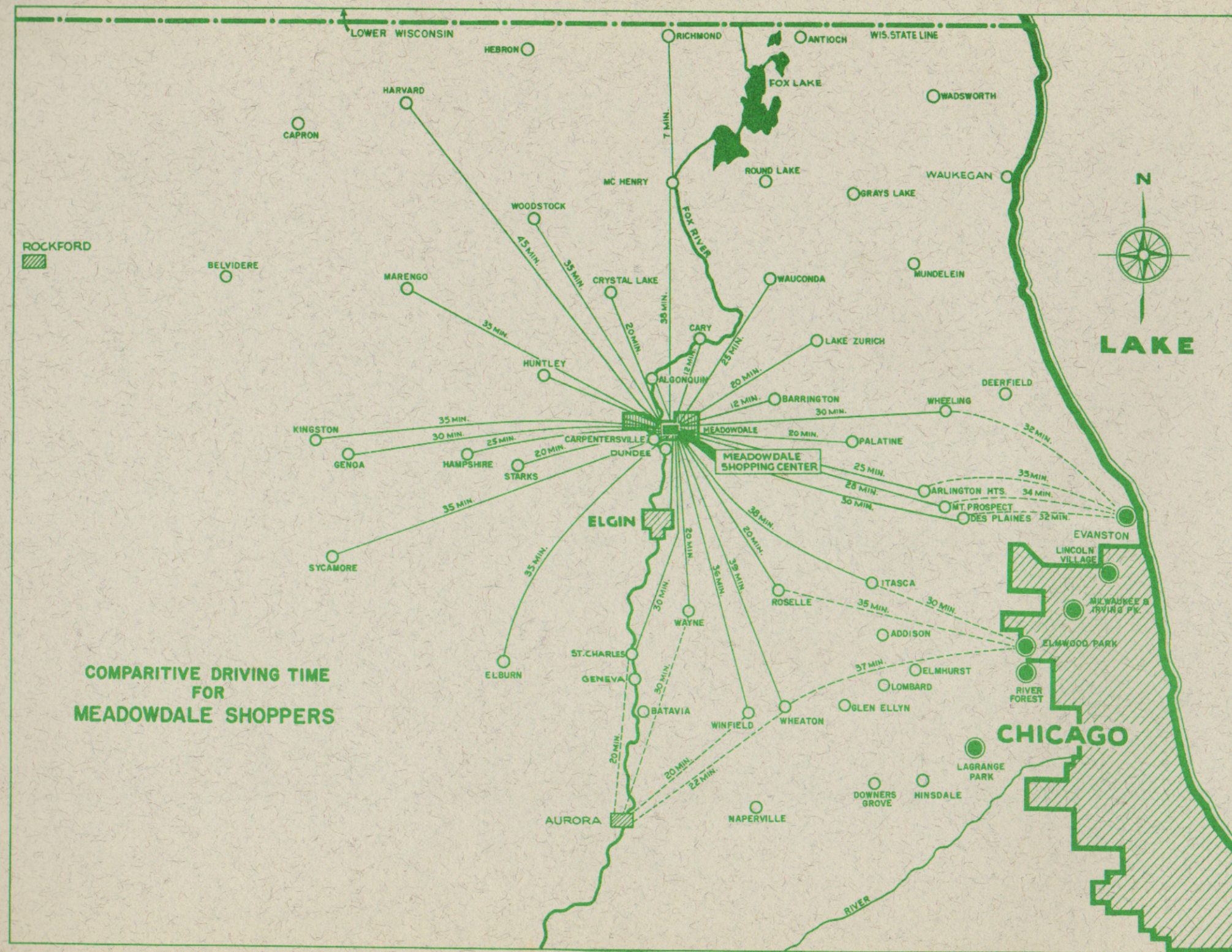
M EADOWDALE **TRADING AREA**

**HOW WE
DETERMINED**

THE BOUNDRIES OF THE SHOPPING SPHERES









POPULATION AND INCOME

CONTROLLED AREA

9

(See map of Meadowdale Trading Sphere)

<u>Towns & Estate Areas</u>	<u>Population</u>	<u>*Number of Families</u>
East Dundee	1,466	{1,067}
West Dundee	1,948	
Barrington Countryside Estates	1,763	505
Carpentersville	1,523	476
Dundee Countryside Estates	1,090	340
Algonquin	1,223	382
Lake-in-the-Hills	1,142	287
$\frac{1}{2}$ of city of Elgin	22,112	6,959
Cary	926	220
Meadowdale Housing Development (Population to date projected from sales) (Proposed families, 8,200.)	3,240	920
Totals	36,433	11,156

Median income per family in the Controlled area is \$4,101.00. This figure is based on information obtained from the 1950 census. It is estimated that family incomes have increased from 10 to 15% since 1950 and that population has increased from 10 to 20% in this area.

(Population figures do not include Rural Residents.)

(*) Number of families shown includes rural population.





POPULATION AND INCOME

PRIMARY AREA

10

(See map of Meadowdale Trading Area)

<u>Townships</u> (or part thereof)	<u>Population</u>
Richmond	1,511
Greenwood (1/3 thereof)	410
Dorr	8,280
Nunda	4,768
Grafton	2,471
Algonquin	9,483
Rutland	999
Dundee	6,027
Wauconda	3,476
Ella (1/3 thereof)	1,180
Plato (1/2 thereof)	527
Elgin (1/2 thereof)	22,548
Geneva (1/2 thereof)	3,091
Wayne	2,065
Bloomington (2/3 thereof)	2,578
Hanover	3,623
Schaumburg	1,080
Palatine (1/3 thereof)	2,782
Barrington	2,728
McHenry	7,296
* Total Population	86,923
Total Number of Families	38,300
* Median Income Per Each Family	\$3,910

* Population and Median Income per family is based on information obtained from the 1950 census report for this area. It is estimated that family incomes have increased from 10 to 15% since 1950, and that population has increased from 10 to 20% in this area.





POPULATION AND INCOME

11

SECONDARY AREA

(See map of Meadowdale Shopping Sphere)

<u>Townships</u> (or part thereof)	<u>Population</u>
Chemung	4,763
Dunham	975
Marengo	3,338
Riley	674
Alden	965
Hartland	819
Seneca	845
Hebron	1,411
Greenwood (2/3 thereof)	820
Hampshire	1,696
Burlington	900
Virgil	1,349
Campton	1,101
Kaneville (1/3 thereof)	202
Blackberry (1/3 thereof)	502
Geneva (1/3 thereof)	2,064
Winnfield (1/3 thereof)	3,120
Addison (1/2 thereof)	8,899
Elk Grove	5,914
Wheeling (1/3 thereof)	5,894
Palatine (2/3 thereof)	5,564
Barrington (1/3 thereof)	1,364
Genoa	2,248
Sycamore	6,275
* Total Population	61,702
Total Number Families	19,282
* Median Annual Income Per Family	\$3,882

* Population and Median Income per family is based on information obtained from the 1950 census report for this area. It is estimated that family incomes have increased from 10 to 15% since 1950, and that population has increased from 10 to 20% in this area.





POPULATION AND INCOME

12

FRINGE AREA

(See map of Meadowdale Trading Area)

<u>Townships</u> (or part thereof)	<u>Population</u>
Kaneville (2/3 thereof)	404
Blackberry (2/3 thereof)	1,004
Sugar Grove (1/3 thereof)	304
Geneva (2/3 thereof)	4,128
Aurora	61,497
Winnfield (2/3 thereof)	6,240
Milton	25,604
Naperville (2/3 thereof)	3,240
York (2/3 thereof)	14,454
Addison (1/2 thereof)	8,899
Leyden (1/3 thereof)	15,527
Leroy	586
Boone	1,001
Spring	717
Kingston	993
Mayfield	648
* Total Population	145,246
Total Number Families	38,225
* Median Annual Income Per Each Family	\$3,959

* Population and Median Income per family is based on information obtained from the 1950 census report for this area. It is estimated that family incomes have increased from 10 to 15% since 1950, and that population has increased from 10 to 20% in this area.





POPULATION GROWTH, 1940 to 1950

13

TOWNSHIPS	Entire Sphere	
	1940	1950
Dundee	5,360	6,027
Rutland	995	999
Hampshire	1,499	1,690
Elgin	41,039	46,742
Plato	991	1,055
Burlington	941	900
St. Charles	7,815	9,988
Campton	949	1,101
Virgil	1,253	1,349
Geneva	4,830	6,192
Batavia	6,985	8,353
Blackberry	1,289	1,525
Kaneville	756	804
Aurora	53,806	61,497
Sugar Grove	903	1,241
Big Rock	835	929
Milton	16,824	25,604
Addison	9,905	17,778
Bloomington	2,480	3,867
Wayne	1,274	2,065
York	29,161	43,362
Winnifield	6,857	9,561
Palatine	4,434	8,268
Barrington	3,288	4,092
Elk Grove	3,040	5,914
Schaumburg	860	1,080
Hanover	2,436	3,623
Chemung	4,072	4,763
Alden	864	965
Hebron	1,322	1,411
Richmond	1,381	1,511
Hartland	821	819
Greenwood	918	1,299
McHenry	3,610	7,296
Marengo	2,702	3,338
Coral	1,112	1,254
Burton	408	574
Algonquin	5,896	9,483





Never before has a prospective commercial tenant been offered an opportunity to become personally acquainted with his prospective consumer. To actually hear of the consumer's shopping needs, and desires, to learn of his shopping habits, his preferences, and to know whether or not this person's patronage may be reasonably certain.

Through the Medium of the Personal Contact Survey, we believe this has been accomplished. It is our contention that the following report is an entirely new and unique approach to the shopping center analysis.

During the last 12 months, over 2,000 families in the Meadowdale trading sphere were personally interviewed by members of the staff of Leonard W. Besinger & Associates. A carefully prepared questionnaire, containing

24 questions was used to secure information. The name and address of the family interviewed were obtained and are part of the record. Only completely filled-out forms were accepted as part of this report. All of these questions are filed by locality and are available for inspection. A sample of the questionnaire form used may be found in this report.

The people conducting the survey were instructed to get opinions, ideas, suggestions and promote conversation with the person being interviewed.

Each and every questionnaire has been checked and re-checked for noteworthy or unusual comments.

The technique employed in conducting the survey produced concrete information which should be invaluable to a prospective merchant for the center. It was possible to determine just what the consumer expects in the way of selection of merchandise, price advantage, physical comforts.





With our Personal Contact Survey we have "felt the pulse" of the vast trading area of the Meadowdale Shopping Center.

15

May we point out that the shape of this trading area is neither circular nor square, but is irregular depending for its boundaries upon the resistance of the consumer to travel the required distance as against his preference to trade at his present source.

As the resistance of the consumer to travel to Meadowdale grew, we considered this a perimeter of our sphere. Where the resistance was weak we again extended the perimeter of our sphere. In this manner our trading sphere assumed its boundaries, as shown in the map of the Trading Sphere, contained in this report. (See page 9).

It will be noted further that the map refers to Controlled, Primary, Secondary and a Fringe area.

The Controlled or Franchise area includes the Towns of:

East Dundee
West Dundee
Barrington Countryside Estates
Carpentersville
Dundee Countryside Estates
Algonquin
Lake-in-the-Hills
Part of the city of Elgin
Rural population

The swiftly growing community of Meadowdale is, of course, to be included in the Controlled area.

It should be noted here that in addition to conducting a personal contact survey, a study was made of the Downtown Elgin. It was understood that an analysis of Elgin's consumers shopping habits and problems, as well as opinion from the consumers themselves, would help establish an estimate of the volume of sales which





which might be anticipated in Meadowdale. Obviously, downtown Elgin is the major competitive shopping center of Meadowdale. A quick observation of present conditions suffered by the consumer in Elgin unquestionably substantiate the vital need for modern shopping facilities.

16

A recent proposal made by a Chicago consulting engineering firm included the following observations:

1. Traffic congestion in downtown Elgin has reached the saturation point.
2. Elgin has parking space for only 780 cars, including off-street and metered spaces.
3. Annual retail business volume in the area is approximately 75 million dollars.

Accepted theory, offered by such as the Urban Land Institute and other authorities, on shopping center analysis, conclude that for each \$12,500 of annual consumer dollar volume spent, there should be one auto parking space. Therefore, it naturally follows that downtown Elgin should have 6,000 parking spaces instead of only 780. 90% of these are metered and therefore the consumer is limited to time as well as additional costs.

Further analysis indicates Elgin's business section is inconvenient to the consumer in the following ways:

1. Main business section bisected by traffic congested state highways.
2. For the most part, the business area is comprised of old buildings, not modernized.
3. Consumers report they find the distance between various Elgin business establishments inconvenient, due to the irregular and spasmodic growth of the business area over the years.





The foregoing, together with the results of the extensive personal contact survey made in Elgin, substantiates the proper inclusion of part of Elgin within the Controlled Area, and the balance in the Primary Area of the Meadowdale Shopping Sphere. (See chart, page 10). 17

The charts on pages 10, 11, and 12 project the population of the Controlled, Primary and Secondary areas as well as the number of families and the average income. The source of information for these figures was the Bureau of Census.

It may be noted that the population in these areas is estimated to have increased from 10% to 20% since 1950. The population figures in the City of Meadowdale were taken from the records of Leonard W. Besinger & Associates.

The third trade area, or Fringe area, shown on the map was also included in the personal contact survey. Spot check interviews were made in these Fringe areas, with surprisingly favorable results.

It is interesting to note, that personal contact with the ultimate consumer of the Meadowdale Shopping Center, produces the following responses.

In the Controlled, Primary and Secondary areas, the people voiced a great dissatisfaction with their present shopping facilities. The most often mentioned complaints are listed in the order of their importance.

1. Inadequate parking.
2. Lack of the advantages of comparative shopping.
3. Lack of convenience, namely distance between shops, congested traffic and physical comforts.

When the person interviewed was assured that the Meadowdale Shopping Center would eliminate the disadvantages expressed by them, the following question was asked:

"Would you shop at Meadowdale if it was this sort of Center?"

From the answers to this question it has been conclusively established that thousands of families in the vast, ever growing Meadowdale sphere will make their major purchases here.



RESULTS OF....

PERSONAL CONTACT SURVEY

74% of 106,000 FAMILIES
WILL SHOP HERE





- SURVEY QUESTIONNAIRE**
- Do you use your car when going to Elgin to shop? ☒ YES
- Do you think the parking facilities are inadequate? ☒
- Do children generally shop with you? ☒
- Are the main stores here in Elgin too far and inconvenient for shopping and would you prefer closer together? ☒
- Do you like to shop at a modern shopping center having leading chain stores, department stores and ample free parking? ☒
- Would you be willing to drive farther than usual to shop at such a center? ☒
- Do you shop here more than four times a month? ☒

Name and address please.

Mrs. Edwin Gode
425 Walnut Street
Elgin, Illinois

NAME: Mrs. G. E. Anderson
 ADDRESS: 641 N. Euclid
 PHONE NO:

(Shops at Evanston)

Survey of Evanston Heights Date Dec. 14, 1953
 Approximate families in area 18 Families called on 18
 Approximate miles from Meadondale 1.8 General reaction of people Good
 General description of shopping area Good

BUSINESS

1. Do you drive a car? ☒ YES ☒ NO
2. Do you own a car? ☒ YES ☒ NO
3. Would you spend more time driving to a shopping center if it had a department store and leading chain store with ample parking? ☒
4. When shopping for groceries do you go out more than two times a week? ☒
5. Is your car used to shop at chain stores? ☒
6. Do you take children with you when you shop? ☒
7. When shopping for furniture do you prefer to trade at a large department store? ☒
8. Does your husband shop with you when making major purchases? ☒
9. Does parking have an effect on where you buy? ☒
10. Would you like to shop at a center having leading chain, dress, shoe, 5 & 10¢ stores and department stores where there is ample parking? ☒
11. Would you shop at Meadondale if it was this sort of shopping center? ☒

INDIVIDUAL

12. Are you employed? ☒ YES ☒ NO
13. Is your husband employed? ☒ YES ☒ NO
14. Where? Chicago Miles? 18
15. Does your husband drive to work? ☒
16. Would your husband be better pleased with working closer to home? ☒
17. Would your husband prefer to work locally if he received the same pay scale? ☒
18. What does your husband work at? Sales
19. Would you be interested in part time employment? ☒
20. Would you be interested in full time employment? ☒
21. How many in family work? 1
22. Do you own your own home? ☒
23. Would you be interested in buying a home with low down payment? ☒

REMARKS

Do you have any suggestions relative to our industrial area?

What would you suggest to make our shopping center more inviting? Fair - Wilco's Big Super Store Branches





RESULTS OF THE PERSONAL CONTACT SURVEY

21

IN THE CONTROLLED AREA

AREA	AFFIRMATIVE REPLIES	NEGATIVE REPLIES	NON-COMMITTAL REPLIES
East Dundee	95.5%	3.0%	1.5%
West Dundee			
Barrington Countryside Estates	81.9%	6.0%	12.0%
Carpentersville	96.5%	1.4%	2.1%
Dundee Countryside Estates	96.4%	1.4%	2.0%
Algonquin	99.8%	0.2%	0.0%
Lake-in-the-Hills	87.0%	2.0%	11.0%
Part of Elgin Ill.	77.0%	12.0%	11.0%
Rural Areas	85.0%	0.0%	15.0%

89.3% of the families interviewed definately stated they would trade at Meadowdale.

3.8% of the families interviewed were negative in their replies.

6.9% of the families interviewed were non-committal in their replies.

The CONTROLLED AREA comprises 11,156 families with an average annual income of \$4,101.00.

Population and Median Income per family is based on information obtained from the 1950 census report for this area. It is estimated that family incomes have increased from 10 to 15% since 1950, and that population has increased from 10 to 20% in this area.





RESULTS FO THE PERSONAL CONTACT SURVEY

22

IN THE PRIMARY AREA

Comprising 38,300 families having an average annual income of \$3,910.00

83.1% of the families interviewed definitely stated they would trade at Meadowdale.

4.1% of the families interviewed were negative in their replies.

12.8% of the families interviewed were non-committal in their replies.

Localities where personal contacts took place include the following:

Arlington Heights
Bloomingtondale
Bartlet
Crystal Lake
Fox River Heights
Johnsburg
McHenry
Pine Grove
Palatine
Richmond
Rutland
Wayne
Woodstock
Roselle

Population and Median Income per family is based on information obtained from the 1950 census report for this area. It is estimated that family incomes have increased from 10 to 15% since 1950, and that population has increased from 10 to 20% in this area.





RESULTS OF PERSONAL SURVEY

23

IN THE SECONDARY AREA

Comprised of approximately 19,282 Families having an average annual income of \$3,882.00

60.5% of the families interviewed definitely stated they would trade at Meadowdale.

22.5% of the families interviewed were negative in their replies.

17.0% of the families interviewed were non-committal in their replies.

RESULTS OF THE PERSONAL CONTACT SURVEY

IN THE FRINGE AREA

62.8% of the families interviewed stated they would trade at Meadowdale.

24.8% of the families interviewed were negative in their replies.

12.4% of the families interviewed were non-committal in their replies.

Population and Median Income per family is based on information obtained from the 1950 census report for this area. It is estimated that family incomes have increased from 10 to 15% since 1950, and that population has increased from 10 to 20% in this area.



The Horsey Set

It should be noted, that several regions within the controlled and primary trading areas, are extensively composed of estate properties, populated by people in the higher income brackets.

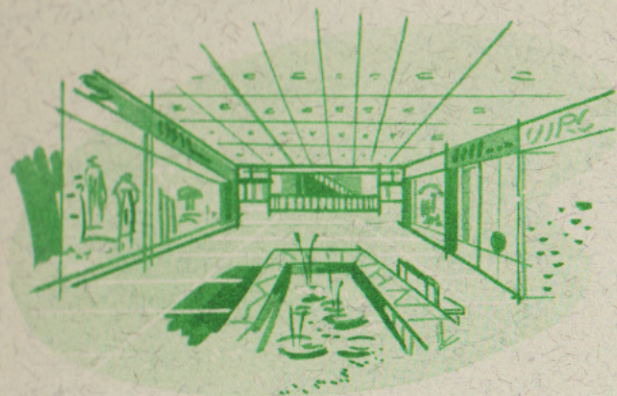
A great portion of Barrington Township is improved with estate developments of which "Inverness" is one of the better known.

Wayne Township is well known for its many beautiful estates and its "HORSEY SET".

Lakewood Lodge Estates near Elgin has homes ranging in value up to \$100,000.

In Elgin there are, of course, many upper bracket consumers.





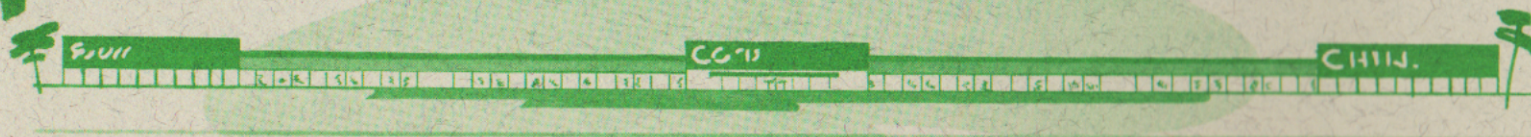
YOUR *Store* *in* MEADOWDALE

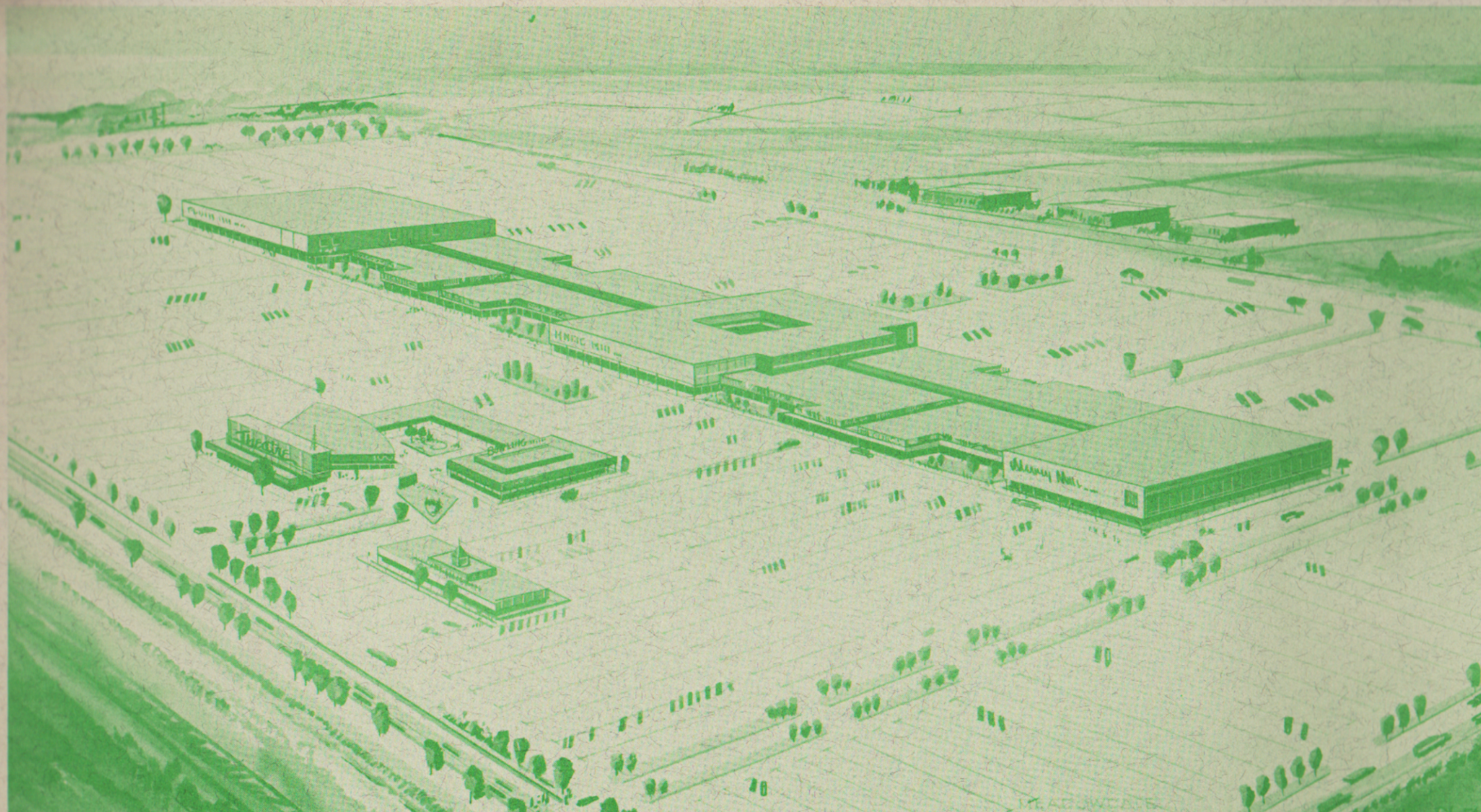


✦ ITS ARCHITECTURAL

✦ PLANNING

✦ PHYSICAL ASPECTS

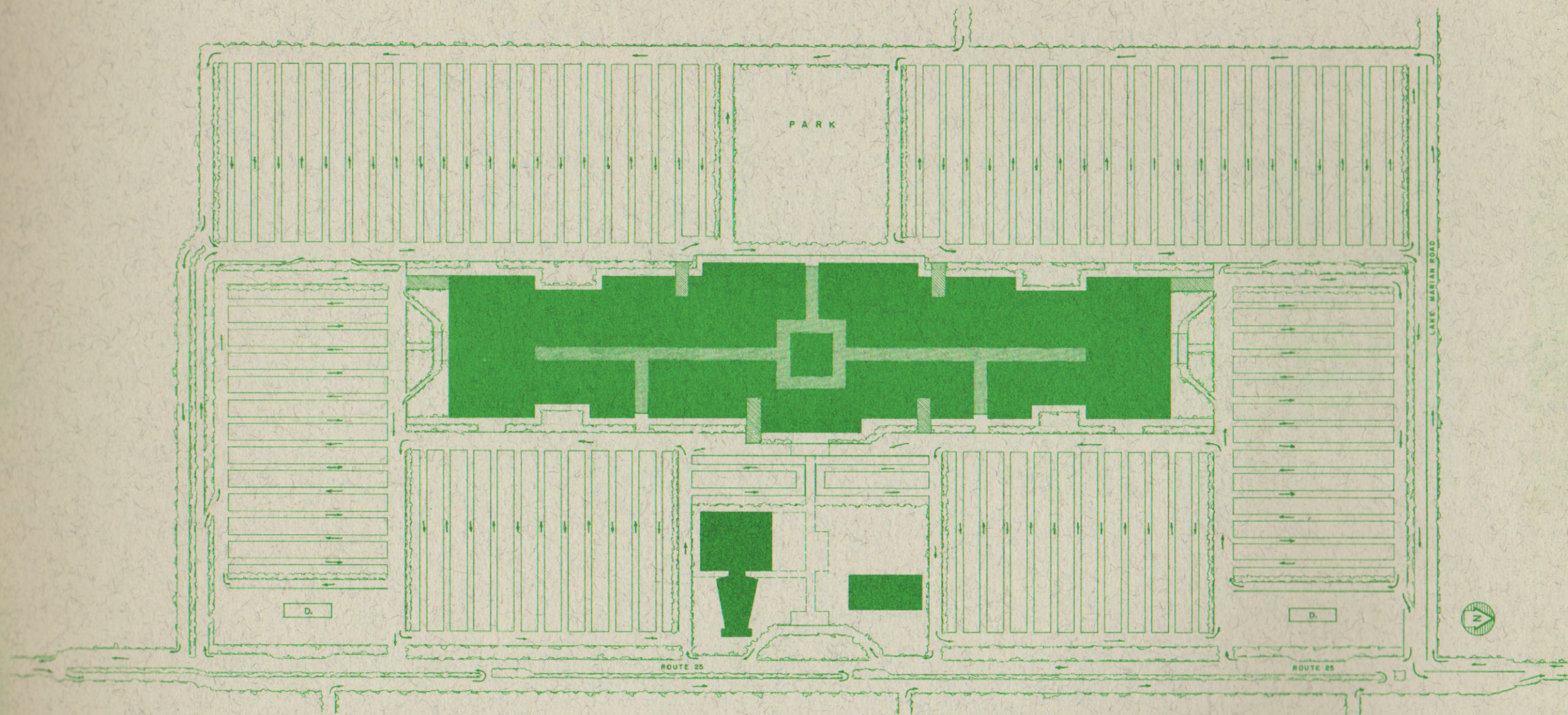




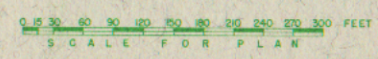
THE SITE OF MEADOWDALE IS LOCATED APPROXIMATELY FOUR MILES NORTH OF ELGIN, ILLINOIS, ON THE WEST SIDE OF EAST RIVER ROAD (Route 25). COMPRISING OF 85 ACRES WITH DIMENSIONS OF 2640ft. BY 1400ft., THE SITE PROVIDES MORE THAN ADEQUATE SPACE FOR THE NEEDS OF THIS DEVELOPMENT.

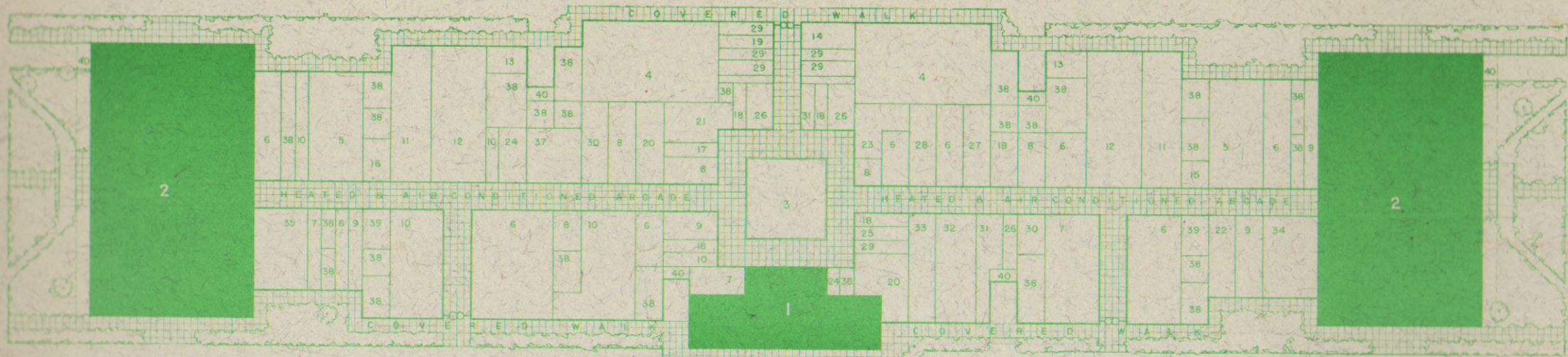
THE MEADOWDALE CENTER IS ACCESSIBLE BY MEANS OF STATE ROUTE 25, STATE ROUTE 72, STATE ROUTE 62, STATE ROUTE 31, AND LAKE MARIAN ROAD.

OTHER ADDITIONAL DIRECT OUTLETS ARE BEING PROVIDED AS THE MEADOWDALE HOUSING DEVELOPMENT PROGRESSES.



T R A F F I C & P A R K I N G P L A N





- | | | |
|--------------------------------|--------------------------|--------------------|
| 1. Exclusive department store | 9. Shoe store | 17. Jewelry store |
| 2. Mid priced department store | 10. Home furnishings | 18. Gift shop |
| 3. French tea room | 11. Hardware store | 19. Shoe repair |
| 4. Food store | 12. Variety store | 20. Florist |
| 5. Drug store | 13. Cleaners | 21. China & glass |
| 6. Womens wear shop | 14. Self service laundry | 22. Sporting goods |
| 7. Mens wear shop | 15. Barber shop | 23. Luggage store |
| 8. Childrens wear shop | 16. Beauty salon | 24. Photographer |
| 25. Furrier | 33. Pharmacy | A. Bowling alley |
| 26. Snack shop | 34. Bank | B. Theater |
| 27. Radio & tv | 35. Post office | C. Restaurant |
| 28. Music studio | 36. Opticians | D. Service station |
| 29. Specialty food shop | 37. Nursery | |
| 30. Hobby shop | 38. Storage area | |
| 31. Package liquor | 39. Public wash room | |
| 32. Cocktail lounge | 40. Truck dock | |

The above store sizes are only tentative. All are subject to change according to the needs of the lessee.

Store locations are also tentative except for the location of the three(3) department stores as it is felt by the planning staff that for the proper function of the entire center their present locations are best.

The architectural treatments externally and internally are planned to be done in accordance with leasees' desires.

0 15 30 60 90 120 150 180 210 240 270 300 FEET
SCALE FOR PLAN



SHOPPING CENTER PLAN



The staff of Leonard W. Besinger visited and studied all the major shopping centers in the country. After careful contemplation of all architectural and engineering problems inherent in existing regional centers, a program was set forth incorporating all the desirable features as well as eliminating all undesirable characteristics existing in centers today. The principal and outstanding architectural and engineering features to be incorporated in the Meadowdale Shopping Center are as follows:

27

Main building to be 1,530 feet long containing approximately 600,000 square feet.

All stores will be individually heated and air conditioned.

A 30-foot wide enclosed, air conditioned mall or arcade will bisect the entire building, enabling the consumer to shop from unit to unit in air conditioned comfort, without leaving the building.

All stores will have two main entrances, one leading from the exterior of the building, the other opening on to the arcade, with display windows facing the arcade as well as the exterior elevation.

Parking facilities for 7,000 cars will be sufficient to accommodate the maximum peak in heavy shopping periods. 1,000 spaces will be provided for employee parking. A traffic pattern is designed to forestall congestion in entering and leaving the center.

The bus depot will be situated just off the highway.

All stores, large or small, will be able to maintain their identity at Meadowdale. Universally known store fronts and nationally advertised trademarks will be encouraged. All stores will be treated architecturally in accordance with tenants' desires. Identifying store fronts, signs, will face the arcade, as well as the exterior of the building.

Beauty and comfort is the keynote of Meadowdale. Trees and landscaped grassy plots will enhance the exterior beauty. Fountains, benches and a French sidewalk cafe will be featured in the arcade. A children's supervised nursery, checkrooms for wraps, central package distribution point, and public rest rooms are planned to provide every comfort for the Meadowdale consumer.





CONCLUSION

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In recapitulation of the facts established in this report, the following bear repeating for greater emphasis:

-Construction of the Meadowdale Center will not suffer due to the usual problems affecting a commercial development of this magnitude; namely, land acquisition, zoning, and financing.
-The Meadowdale Center has a volume expectancy of over \$75,000,000 in the Controlled and Primary areas alone.
-The Meadowdale Center is supported by a swiftly growing population due to the immense Meadowdale housing program as well as an ever growing suburban population in its entire sphere.
-As a result of the extensive personal contact survey, we come to the inescapable conclusion that of the 106,000 families within the trading sphere, approximately 74% will trade at Meadowdale.
-The Meadowdale Center will incorporate more outstanding features contributing to the convenience and comfort of its consumers than any other center in the country.
-The Meadowdale Center enjoys the unique advantage of being the only modern Regional Shopping Center in its entire sphere.

FOR FURTHER INFORMATION
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