

CITY OF WARRENVILLE

MEMORANDUM

TO: Mayor, City Council, and City Administrator White
 FROM: Liam Walker, Economic Development Specialist
 SUBJECT: RETAIL STRATEGIES DELIVERABLES AND
 ECONOMIC DEVELOPMENT STRATEGY ALIGNMENT
 DATE: July 10, 2025



This memo provides an informational update on the City's engagement with **Retail Strategies**, a national retail recruitment consulting firm, and outlines how their work supports Warrenville's broader economic development goals. A copy of the **Warrenville Market Guide** has been included in your packet for reference.

WHY RETAIL STRATEGIES WAS HIRED

Retail Strategies was hired to enhance Warrenville's ability to recruit and retain quality commercial tenants in a competitive regional landscape. The decision to partner with this firm reflects the City's desire to:

- Better understand our retail leakage and growth potential
- Benchmark against peer communities for competitiveness
- Create data-driven marketing materials for proactive outreach
- Present a credible, third-party case for retail investment

HOW THIS INFORMATION IS BEING USED

The deliverables provided by Retail Strategies—especially the professionally produced **Market Guide**—are now foundational tools in our economic development efforts. Staff are actively using this data to:

- Guide conversations with developers, site selectors, and commercial brokers
- Inform internal planning, zoning, and infrastructure discussions
- Position the City to respond confidently and persuasively to retail and mixed-use inquiries, particularly to competitive requests received through Choose DuPage, Discover DuPage, and Intersect Illinois.

The guide also serves as an on-demand resource for pre-application meetings and targeted business attraction campaigns, helping to focus recruitment around real, quantifiable market opportunities.

KEY MARKET INSIGHTS

According to Retail Strategies' analysis, Warrenville has a **median household income of \$98,979**, a **population of 15,284**, and a **daytime population of 20,925**—factors that signal strong purchasing power and a stable consumer base. Additional key findings include:

Retail Leakage (Unmet Demand) within City Boundaries:

- Clothing & Accessories: **\$11.3 million**
- Furniture: **\$4.0 million**
- Sporting Goods, Hobby, Book & Music: **\$2.7 million**
- Specialty Food Stores: **\$1.3 million**
- Misc. Retail (e.g., florists): **\$622,000**

Total Unmet Demand: Nearly \$20 million

The Market Guide also highlights trade area demographics that amplify Warrenville's attractiveness:

- A **10-minute drive time** reaches over **107,000 residents**
- Median household income in that zone is approximately **\$105,624**
- Daytime population within 10 minutes exceeds **145,000**

These figures give Warrenville a strong value proposition for regional and national retailers seeking new market entry points.

STRATEGIC VALUE

This engagement ensures the City is no longer relying on anecdotal evidence or generalized community profiles. With Retail Strategies' materials, Community Development staff can now:

- Present Warrenville's strengths in the language and format expected by retail professionals
- Understand where and how the City is losing spending power
- Pursue sector-specific recruitment strategies tied directly to market demand

NEXT STEPS

Staff will continue using the Market Guide to support site marketing, developer engagement, and infrastructure planning. In parallel, Community Development staff is integrating this data into new business attraction materials and identifying priority categories (e.g., apparel, furniture, specialty foods) for focused recruitment.

As part of this forward-looking strategy, Community Development staff will explore ways to align land use policy and infrastructure planning with the categories of retail that have the highest likelihood of success, based on this real-world data.

Attachment: Warrenville, IL Market Guide (Retail Strategies)

City Contact Information



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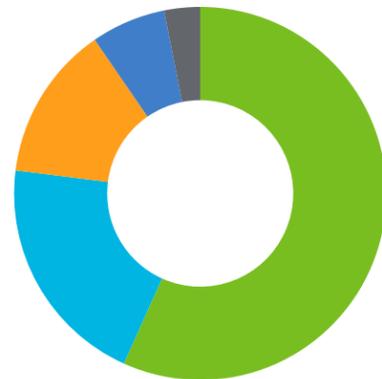
City Boundaries Demographics



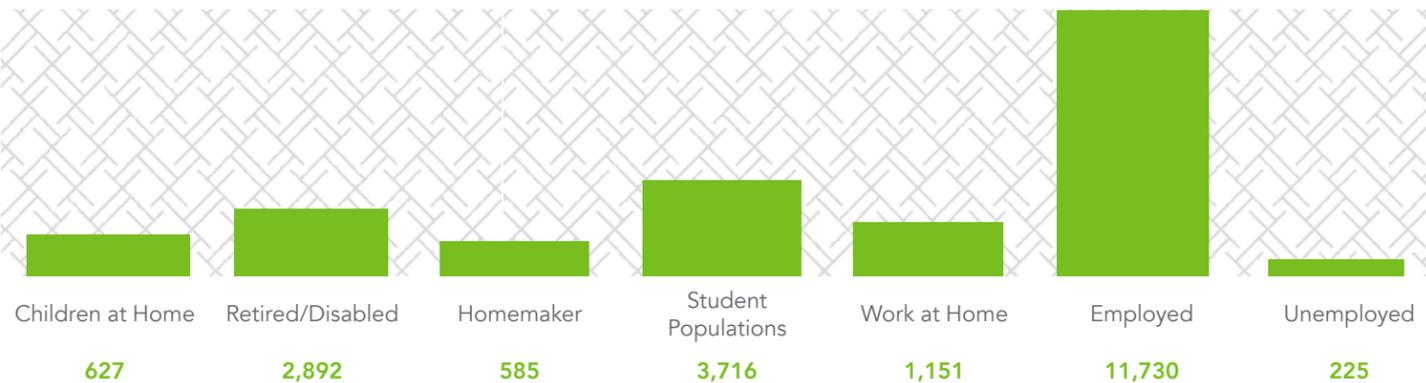
GAP Analysis

\$19,962,632 (City Boundaries)

Clothing & Clothing Accessories Stores	\$11,325,158
Furniture Stores	\$4,041,239
Sporting Goods, Hobby, Book, Music Stores	\$2,681,581
Specialty Food Stores	\$1,292,435
Florists and Miscellaneous Store Retailers	\$622,219



Daytime Population



Warrenville, Illinois



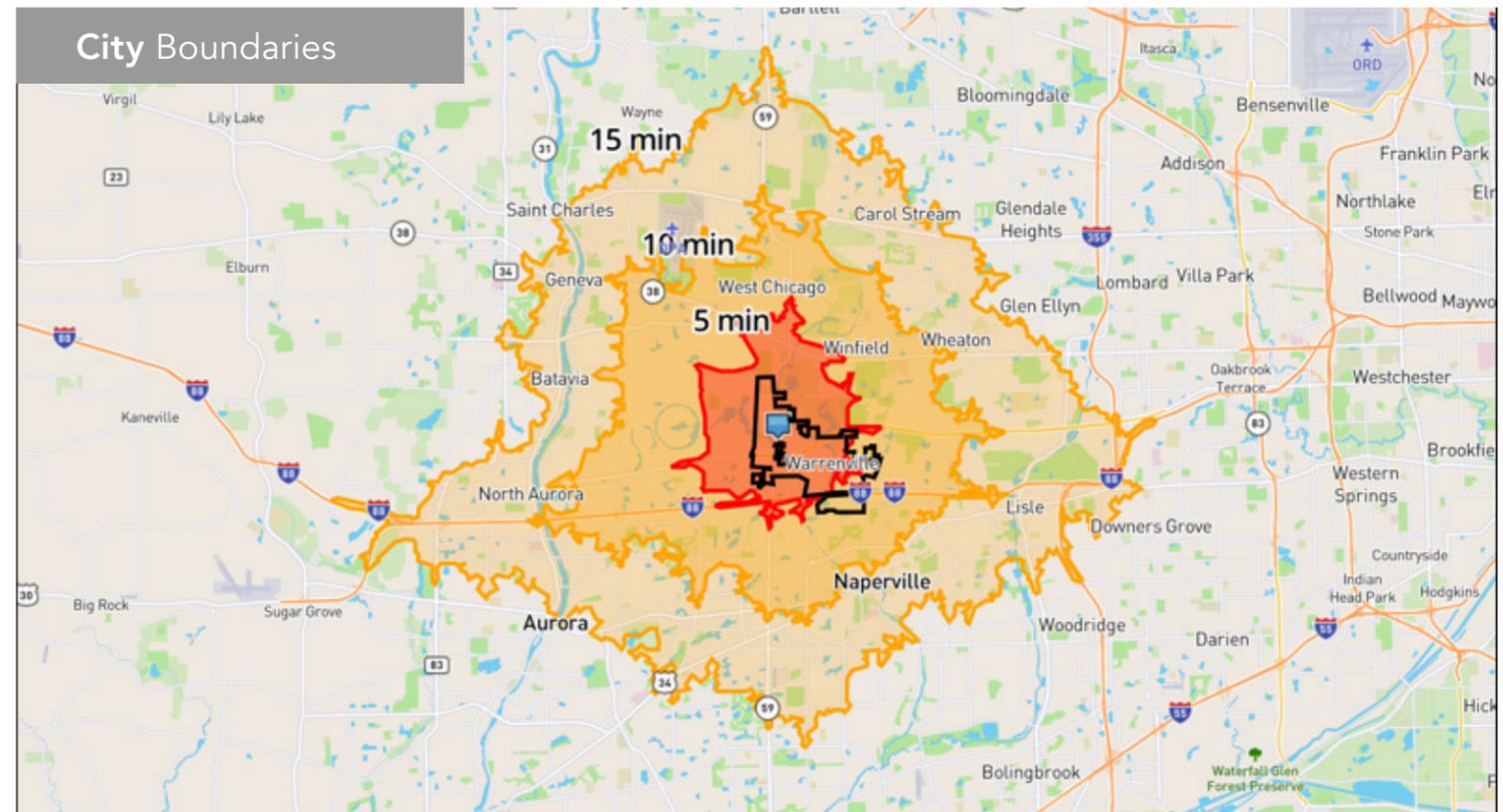
Market Guide



Demographics

Distance	3 Miles	5 Miles	10 Miles	5 Minutes	10 Minutes	15 Minutes
2024 Est. Pop	35,879	148,982	835,059	17,103	107,912	371,890
Daytime Pop	47,237	210,271	989,525	18,217	145,950	526,665
Median HH Income	\$97,477	\$113,081	\$111,171	\$90,783	\$105,624	\$110,647
Households	13,043	55,460	302,056	5,986	40,179	137,910

City Boundaries



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