



Planning Retail That Can Really Happen



Speakers

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Key Learning Objectives

Retail is not one size fits all. Knowing how and what developers can attract to an area – and how they are retaining them - is important for planners to understand in order to create design guidelines and zoning regulations.

Learn in this session:

- How to evaluate a community for retail
- Market demographics that make a retail project viable
- Physical attributes that enhance retail development and attract shoppers
- Zoning regulations that planners should consider/reconsider when addressing retail land uses