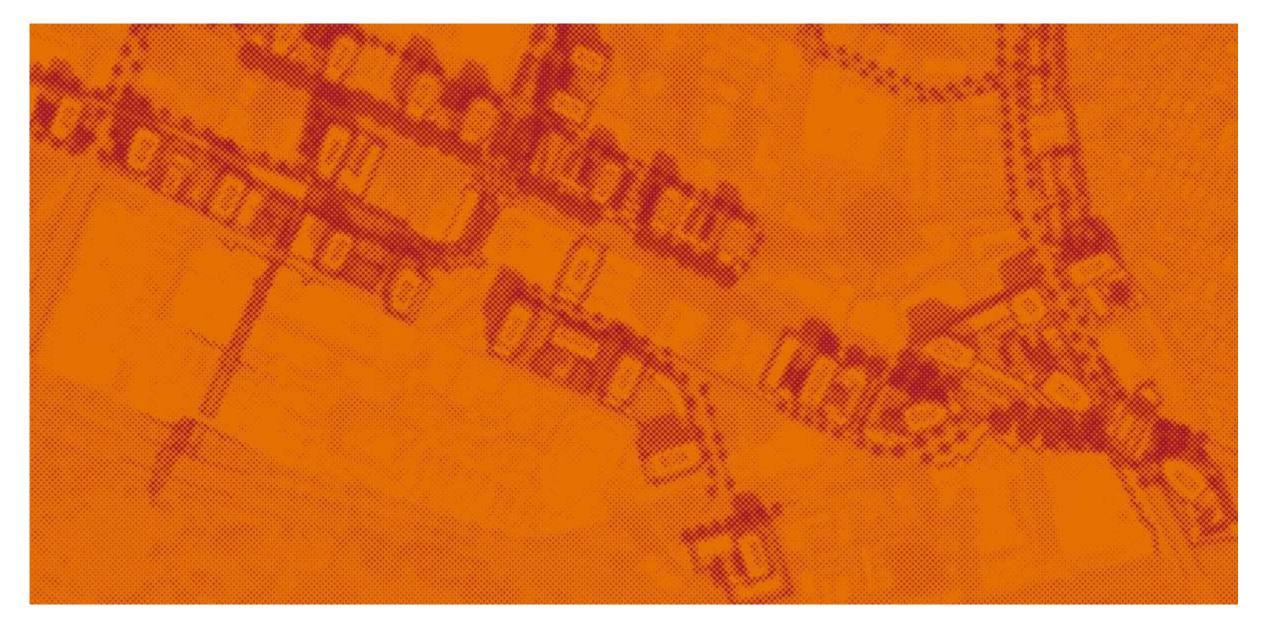
Planning & Design for Successful Retail Development



Steve Dwoskin | Vice President | November 2018





Introduction



The Shopping Experience





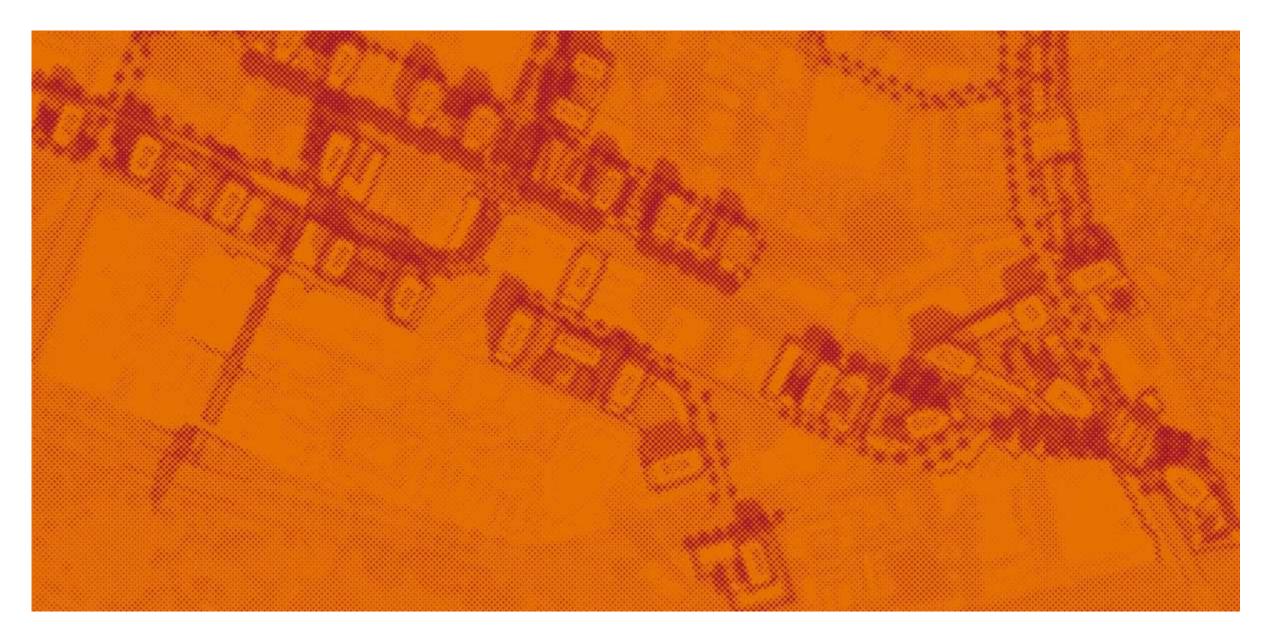


Work, Live, Shop, Play





Programming



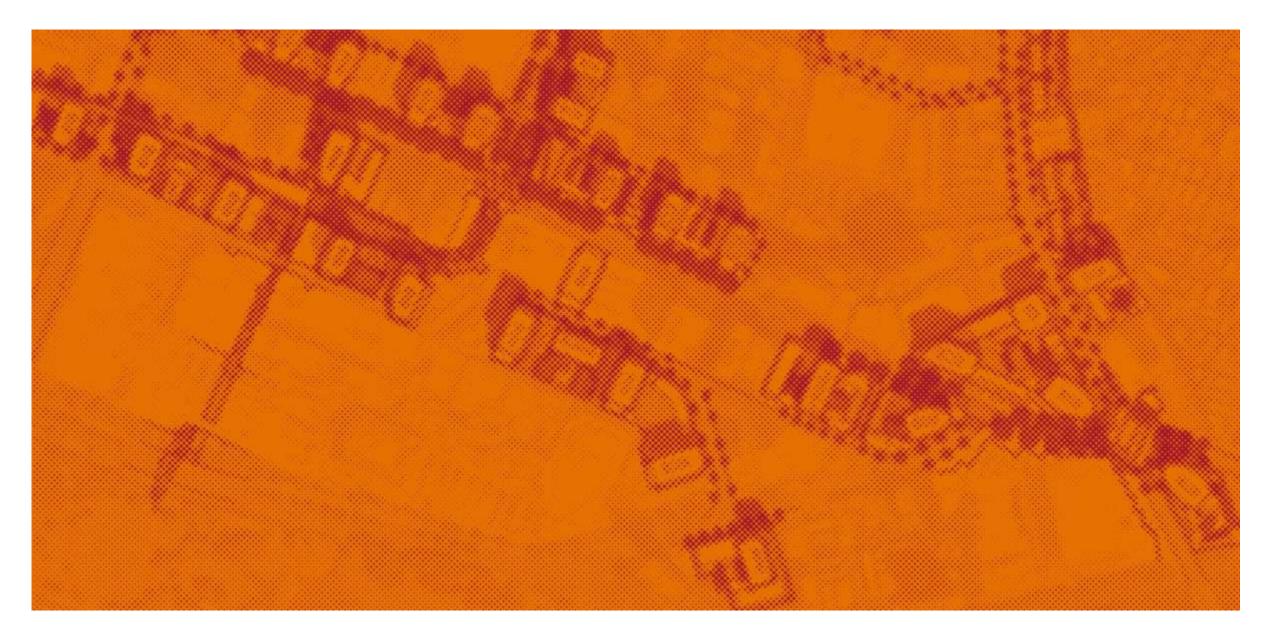




Essential Retail Planning Concepts

- Location
- Visibility
- Economics
- Access
- Appeal







Current State of Retail





Retailer Transitions: Store Closures

(14,248 opens 10,168 closures)

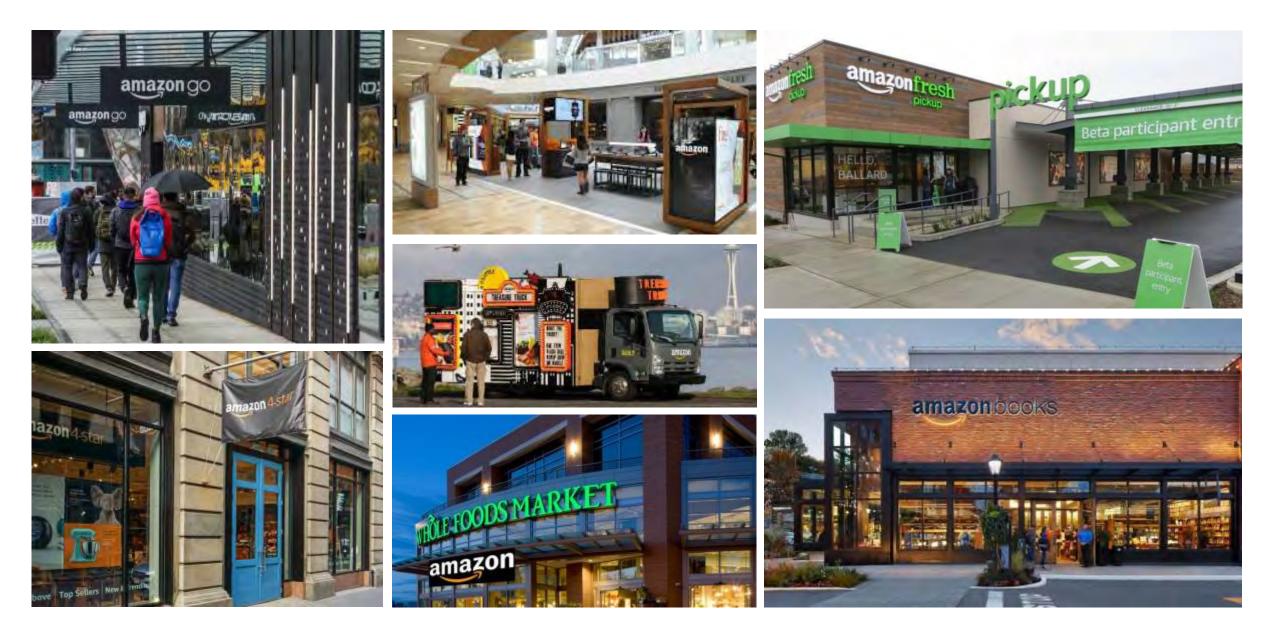
Segment	Net Store Growth
Supermarkets	674
Drug Stores	345
Superstores/WH Clubs	82
Department Stores	-400
Specialty Hardgoods	153
Specialty Softgoods	-3,133
Mass Merchandisers	1,905
Convenience Stores	1,700
Bar / Restaurants	728
Fast Food	2,026



Source: IHL Group, Company Reports, 2017

Retailer Transitions: Store Openings





Refreshing the Mix













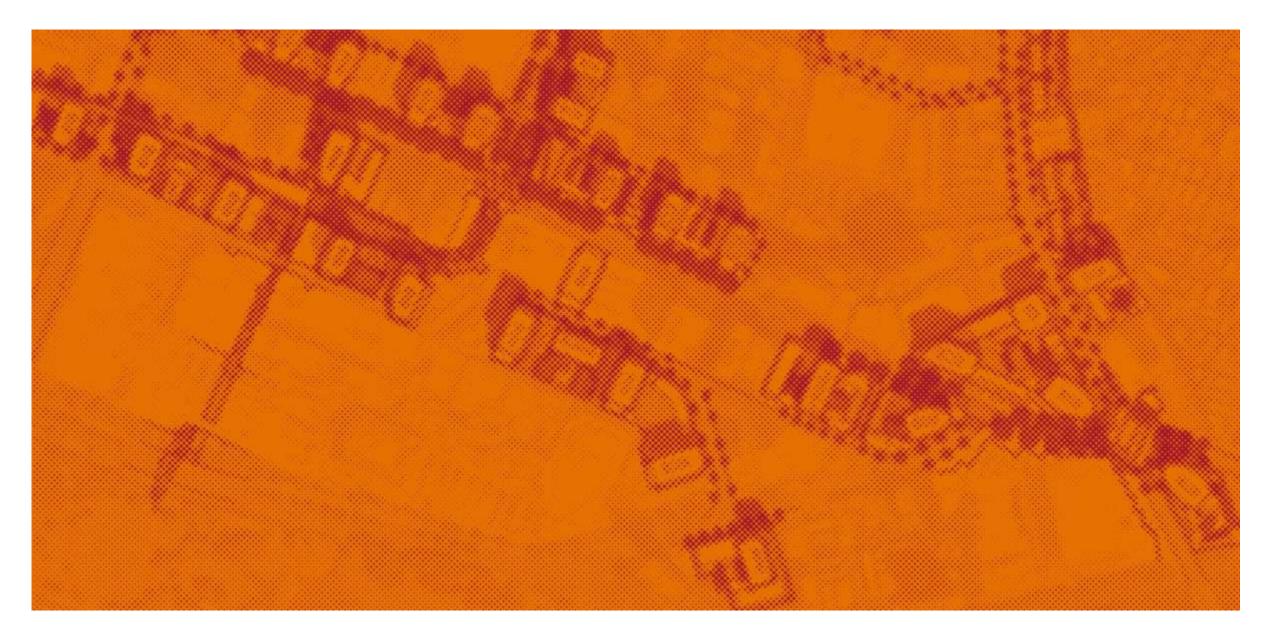






Changing the Mix





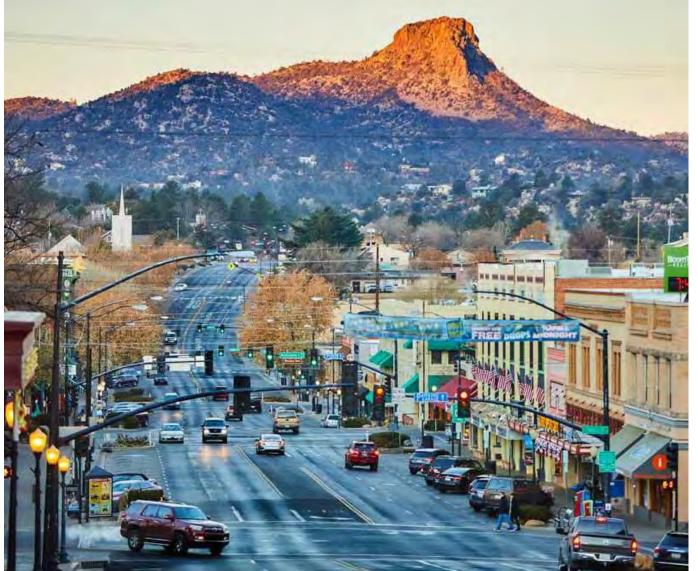


Current Retail Concepts

Current Retail Trends

- Focus on Placemaking, Urban Places, and Authenticity
- Mixed-Use
- Repurposing Anchor Stores
- Food and Beverage
- Entertainment









Focus on Urban Places























Repurposing Anchor Stores



Companies filling vacant department stores





Repurposing Anchor Stores



Food and Beverage

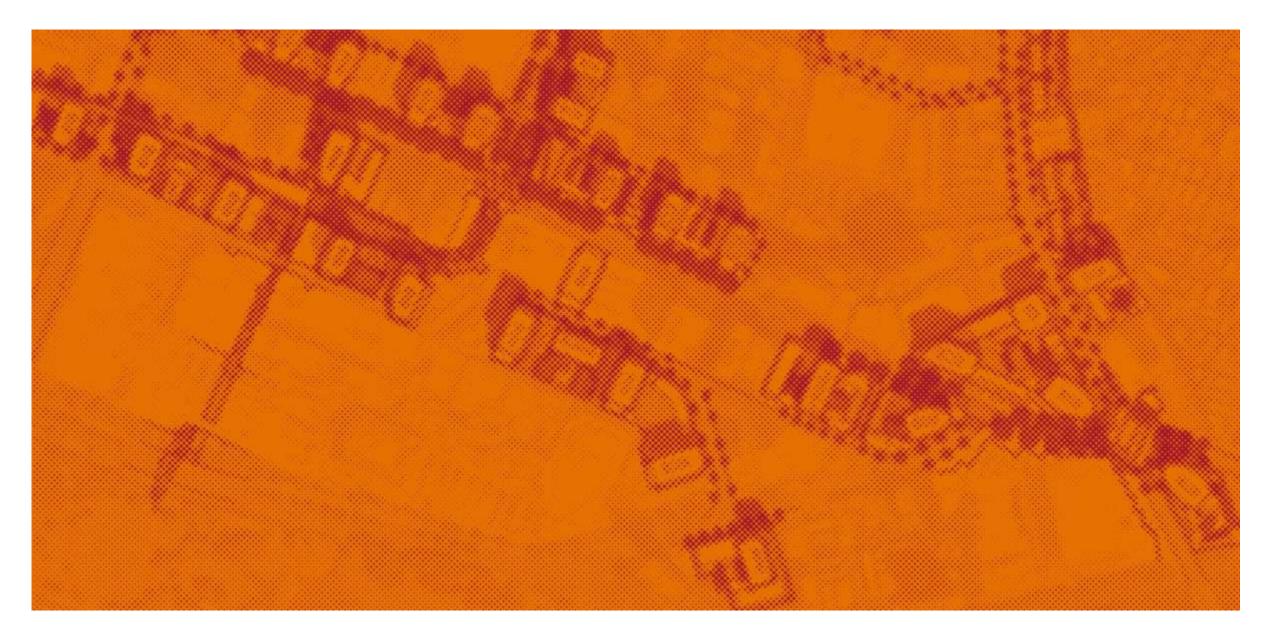








Entertainment





Planning Concepts

Key Considerations

- Flexibility
- Visibility and Signage
- Critical Mass
- Outdoor Dining
- Access
- Hours of Operation
- Non-Retail Streets











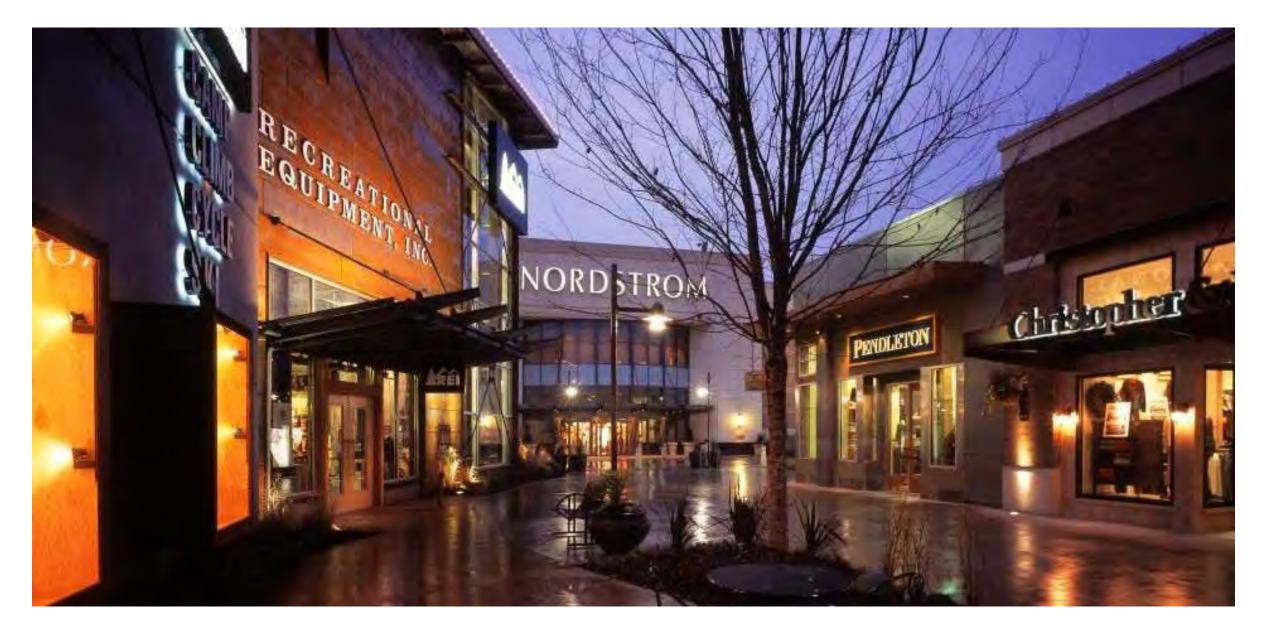


Visibility and Signage





Brand Visibility





Critical Mass





Outdoor Dining



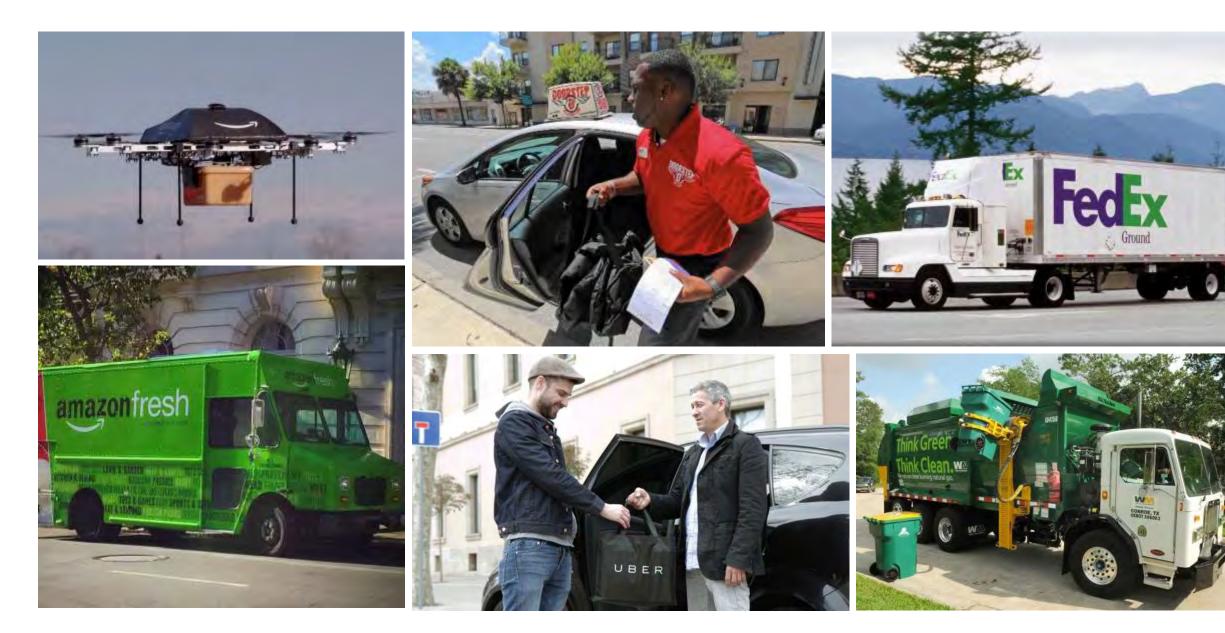


Site Planning









Loading, Deliveries, Recycle, Trash













Hours of Operation









Non-Retail Streets





