



# Railvolution

Transportation Oriented Development

**RETAIL  
REAL  
ESTATE  
GROUP**

# Why retail?



# City

- Tax Revenue Generation
- Traffic Mitigation
- Retail is a projection of a city's economic health
- Provide needed and wanted goods and services



# Project

- Maximize Land Value
- Energize a project's ground floor with activity
- Provide convenient amenities; restaurants, goods and services to project residents and workers, thereby generating a competitive advantage over competing projects with fewer nearby amenities.

# Nearby Residents and Workers

- Convenient nearby shopping
- Meal Replacement, Restaurants both formal and quick serve
- Alternate meeting places to one's home or office



# Why retail must be a success in a mixed-use project.

- Economic barometer of the project. It is the ground floor where everything is in the public eye; especially vacancies.

# How does retail success get defined?

- Quality tenants consistent with the image of the project
- 100% occupancy with little tenant turnover preserving a healthy image for the overall project
- Rent and return in line with retail development costs

# Core ingredients for success

- Customers, Customers & Customers
  - It takes 1,000 walk-by pedestrians/week to support a coffee kiosk
  - Small pedestrian dependent retailers need approximately 6,000 walk-by pedestrians/week
  - Identity (signage), easy and convenient access, available parking and space design consistent with tenant demand

# Identity Signage



# Failure; Bad Design, Vacancies; no customers



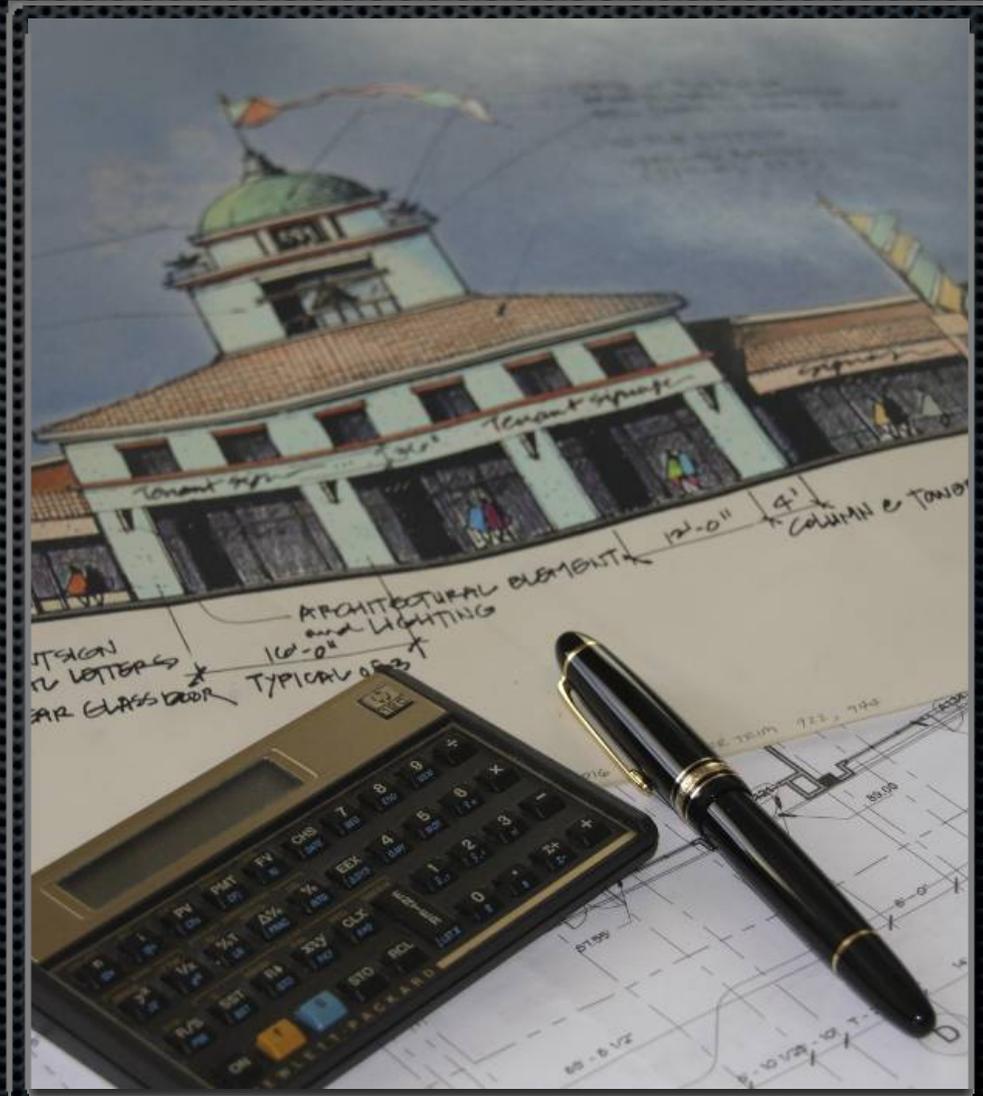
# The Retail Leasing Team

- Early Involvement!
  - Determine Absorption i.e. How much retail square footage can be successfully leased



# The Retail Leasing Team

- Define spaces
  - Depths
  - Storefronts
  - Utilities/venting
  - Parking
  - Signage
  - Tenant Improvements



# Retail Leasing Team

- Prepare Target Tenant List
- Prepare Leasing Status Report
- Procure tenants and negotiate lease terms



- **Summary: Make Retail Development Market Driven, Not Transit Driven**
  - “The most important considerations for retail development are location, market, and design; proximity to transit is not a prime consideration in most markets. Transit access can strengthen the retail market, but the market must be viable without the transit components. Consequently, it is misguided to believe that just because there is transit if you build retail “they will come.”\*
  - \**Ten Principles for Successful Development Around Transit, Urban Land Institute*

- Summary

- “High-density office or residential developments may be ideal sources of transit riders, but they cannot be counted upon to support retail.”, *ibid*
- Look to the one mile, two mile and three miles ring customer populations surrounding the project to support the retail.