



S.

A photograph of four people (two men and two women) sitting around a large wooden conference table in a modern office setting. They are engaged in a discussion, with one woman gesturing while speaking. The table has various items on it, including a box, papers, and a yellow water bottle. The background shows office chairs and a glass partition.

**WE ARE AN  
EXPERIENCE-FOCUSED  
STRATEGY AND DESIGN  
COLLECTIVE**









re·tai·kro·cli·mates

access

mobility

visibility

market





# Elmhurst Hospital Center

 Awarded Magnet Status For Nursing Excellence

79-01

S.



surgical  
supplies

drug store

accident  
lawyer



S.









S.





S.





CARPE DIEM

ARTIST

CUSTOM  
SCENIC  
ARTISTIC

S.



S.





3300  
SUITE 100

Arch Adams Lane  
W 7th St  
3300

S.



**DISTANCE** (is a state of  
mind)







180 linear  
feet

S.

ACCESS (getting to and  
from)







## path to purchase

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- + mode of travel
- + clarity of access
- + circulation patterns

# arrival sequence







arrival sequence

12,200 ADT



AutoZone Auto Parts



The FarmHouse Brewery



Tioga Theater

Early Owego  
Antique Center



Dunkin'



Rite Aid

S.



arrival sequence

AutoZone Auto Parts

Tioga Theater

Early Owego Antique Center

ONE WAY

Front St

12,200 ADT

Dunkin'

Front St

Park St

Central Ave

Rite Aid

Temple St

S.

arrival sequence

AutoZone Auto Parts

Tioga Theater

Early Owego Antique Center

ONE WAY

12,200 ADT

Dunkin'

FarmHouse Brewery

Front St

Court St

Park St

Main St

Central Ave

Rite Aid

Temple St

S.

arrival sequence

AutoZone Auto Parts

Tioga Theater

Early Owego Antique Center

ONE WAY

12,200 ADT

Dunkin'

Rite Aid

S.





Edward Jones INVESTMENTS

HARMOUSE  
BREWERY

The Laughing Place

Oregon Original  
Italian

Oregon Original  
Italian

S.

## Retailers tap software to pick best locations for new stores



KATHERINE TAYLOR/GLOBE ILLUSTRATION

This Woburn Dunkin' Donuts moved to the other end of its complex, installed a drive-through, and watched sales jump.

By Taryn Luna | GLOBE CORRESPONDENT AUGUST 29, 2013

A Dunkin' Donuts store on Woburn's Main Street relocated less than 100 yards — from one end of a tiny strip mall to another — and added a drive-through last year. Sales soared more than 50 percent.

## location

*Relocation of Dunkin Donuts by 100 feet improved sales 50%.*





## accessibility

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*Applying the B-B0 principle*



## parking


- + utilization rates
- + location
- + convenience
- + employee parking



bike ability







MOBILITY (getting around while we're there)



# distance decay

begins after as little as 50'  
linear feet

120ft  
(Union St)

S.

# micro-mobility





VISIBILITY (do you see  
it?)



## visibility: signage

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*In Pittsburgh, blade  
signs resulted in a  
30% increase in  
pedestrian traffic*





visibility: curbside marketing



S.



visibility: wayfinding



S.



visibility: merchandise  
displays



S.

# **2** **seven retail trends impacting downtowns**



"We're not overbuilt;  
we're under-  
demolished."

Daniel Hurwitz  
President/CEO of DDR Corp.



U.S. has over one billion  
sf of oversupply in  
retail

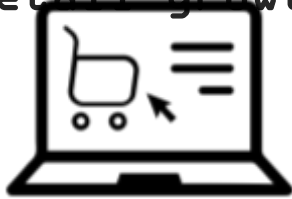
Retailers will need  
reduce their footprints  
by 10% to reach  
equilibrium.





# Take stock of what is happening...

e-commerce  
growth  
outstrips  
retail growth



e-commerce accounts for 14.3% of total retail sales. Total retail sales increased 4.1%.

Source: U.S. Commerce Department, 2018

online sales  
affect retail  
categories  
differently



Computer and Electronics account for 30.2% of ecommerce sales. Apparel accounts for 27%.

Source: DigitalCommerce, Dec 2018.

most retail sales  
in the US are  
influenced by  
digital tools



31% of retail sales influenced by smartphones. By 2023, 58% of retail sales will be influenced by digital tools.

Source: Retail Dive, January 2023



# 1.

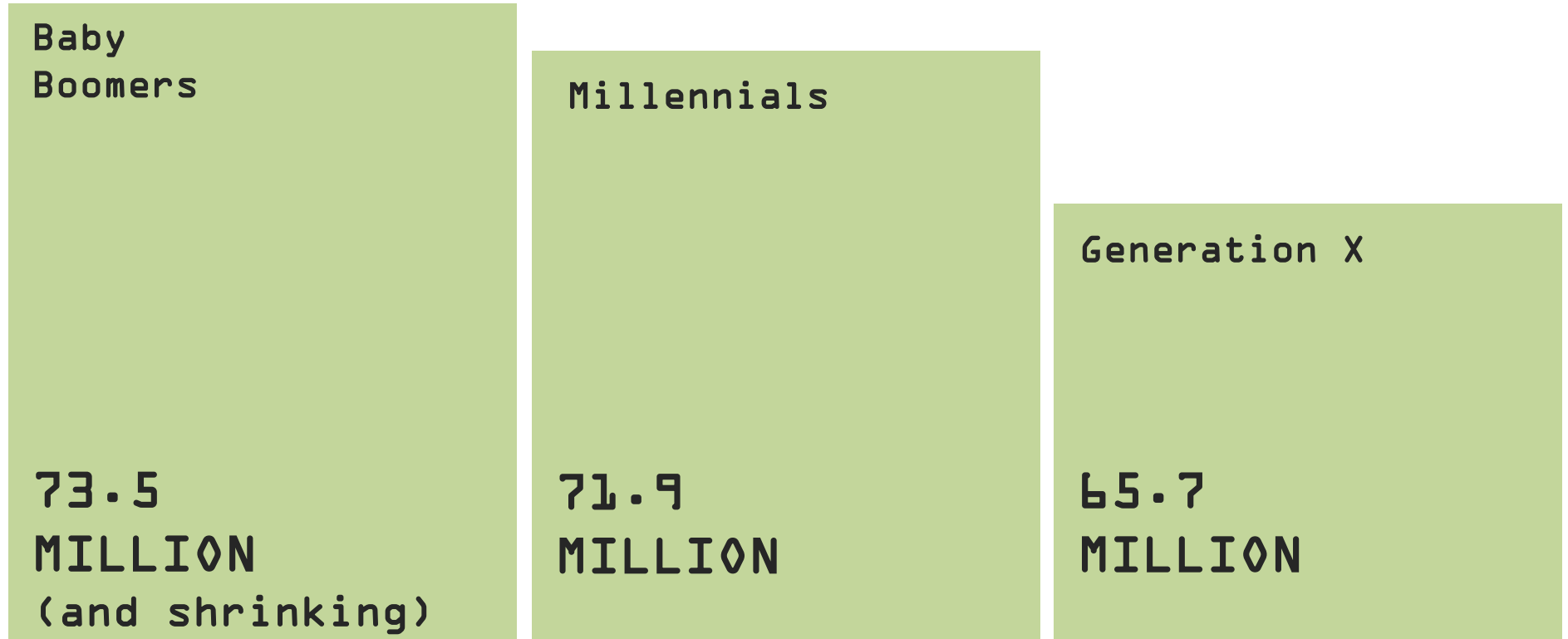
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demographic  
trends portend  
significant  
changes in  
shopping  
patterns

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# Boomers and Millennials continue to drive spending.

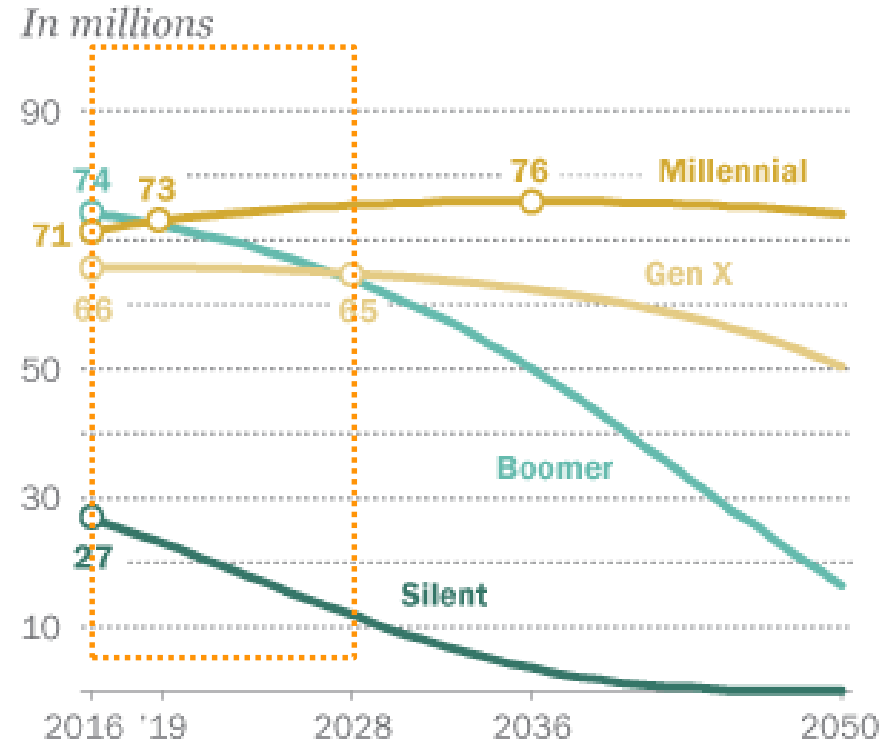


Source: US Census Bureau  
2016

in the next ten years...

- + *millennials will be entering higher income brackets*
- + *boomers will be retiring with many living off savings*

## Projected population by generation



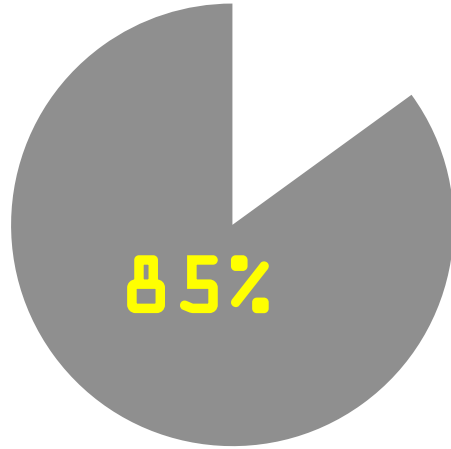
Note: Millennials refer to the population ages 20 to 35 as of 2016.

Source: Pew Research Center tabulations of U.S. Census Bureau population projections released December 2014 and 2016 population estimates.

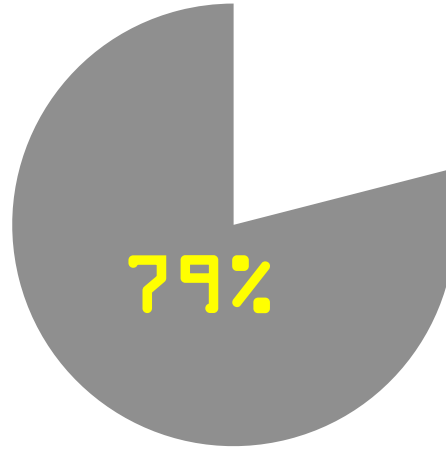
PEW RESEARCH CENTER



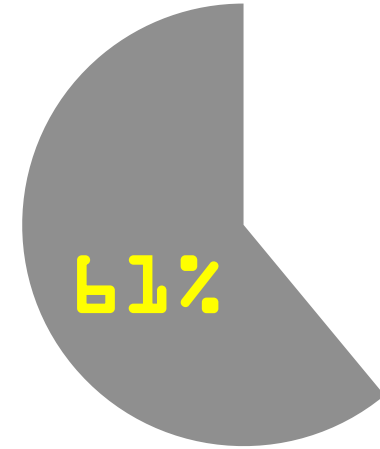
## millennial preferences



Say sidewalks  
are a positive  
factor when  
purchasing a  
home



Want to be  
within easy  
walking  
distance of  
places



Indicate that  
having sidewalks  
with stores and  
restaurants to  
walk to is very  
important

Source: National Association of Realtors, 2015

## SHARE

97% of Millennials will post their experiences on social media.

Source: Internet Marketing Inc's "Millennial Travel Trends: A Look at the Largest Generations' Habits"

## SPEND

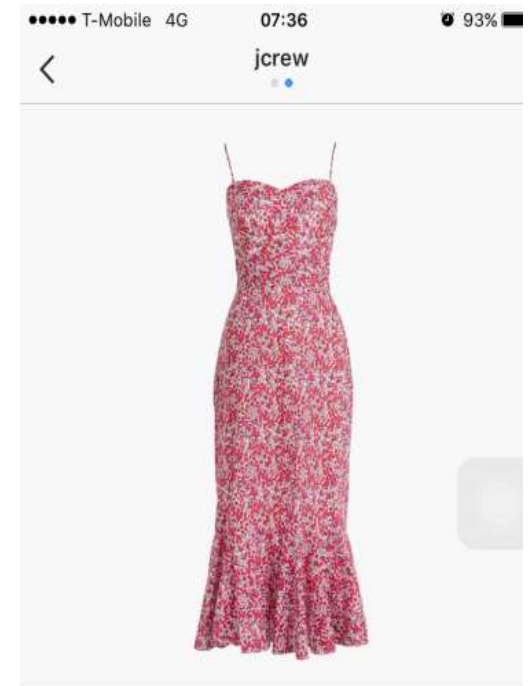
Millennials spend more than any other age group online, \$2,000 annually, despite lower incomes than older adults

Source: Business Insider, 2015

## INFLUENCE

64% indicate that social media influences purchase decisions (up 20% from 2017)

Source: CouponFollow, January 2019



Ruffle-Hem Midi Dress In Liberty Wiltshire Floral  
\$198.00 • [Shop Now](#)

This pretty dress with a ruffle hem is the ultimate feminine pick for everything "dressy-ish." Plus, it's made in a vintage pattern from Liberty Art Fabrics, the British print house that's been known for its mood-lifting florals since 1875. This motif in particular was created for the brand over 80 years ago and is one of our personal favorites. Falls below knee, 43" from high point of shoulder (based on size 6). Cotton. Dry clean. Import. Online only.





# 2.

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mobility changes  
are afoot

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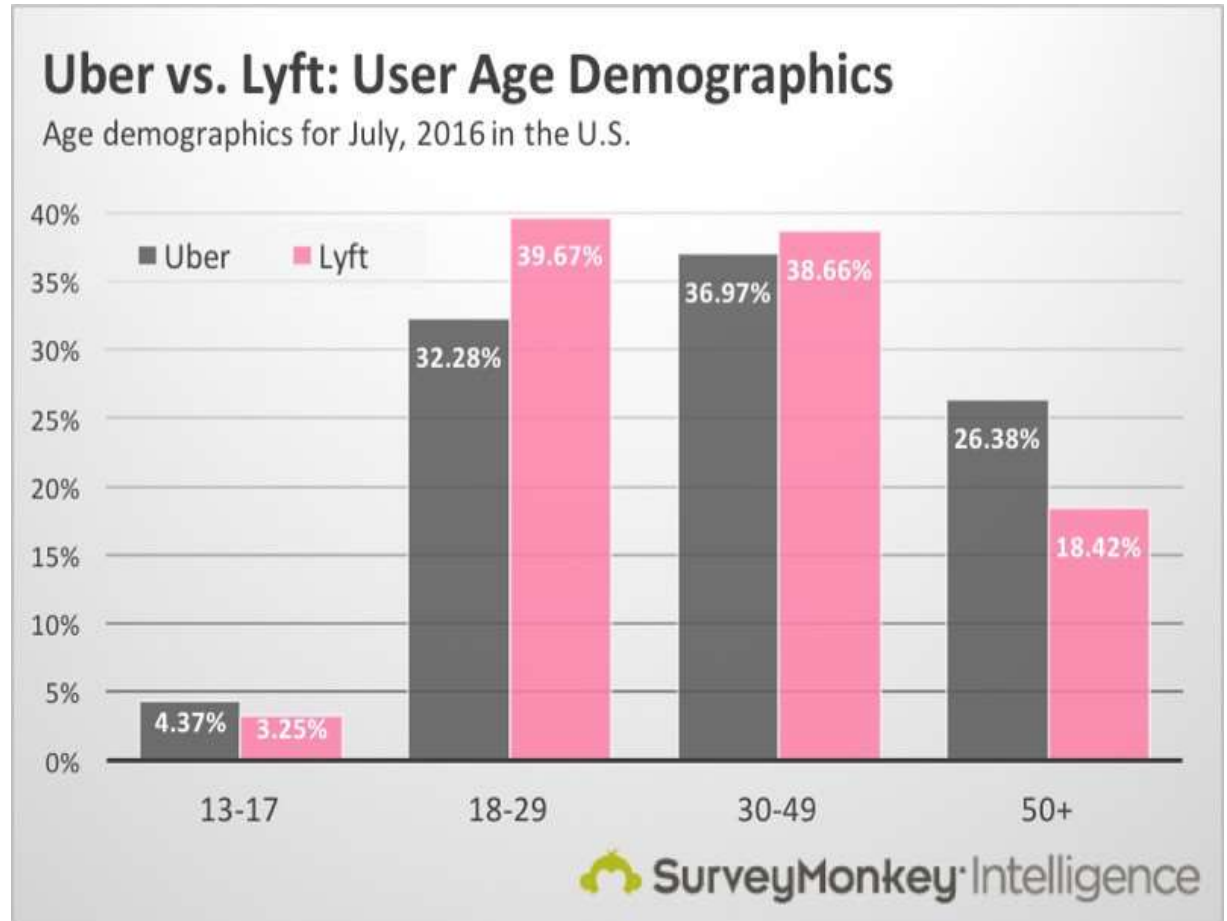
...and being fueled by technology





millennials  
are driving  
car share  
usage

*"We have  
experienced some  
relief in parking  
demand based on  
ride share"*  
- Hotel Operator,  
Midtown Atlanta



# E-Scooters

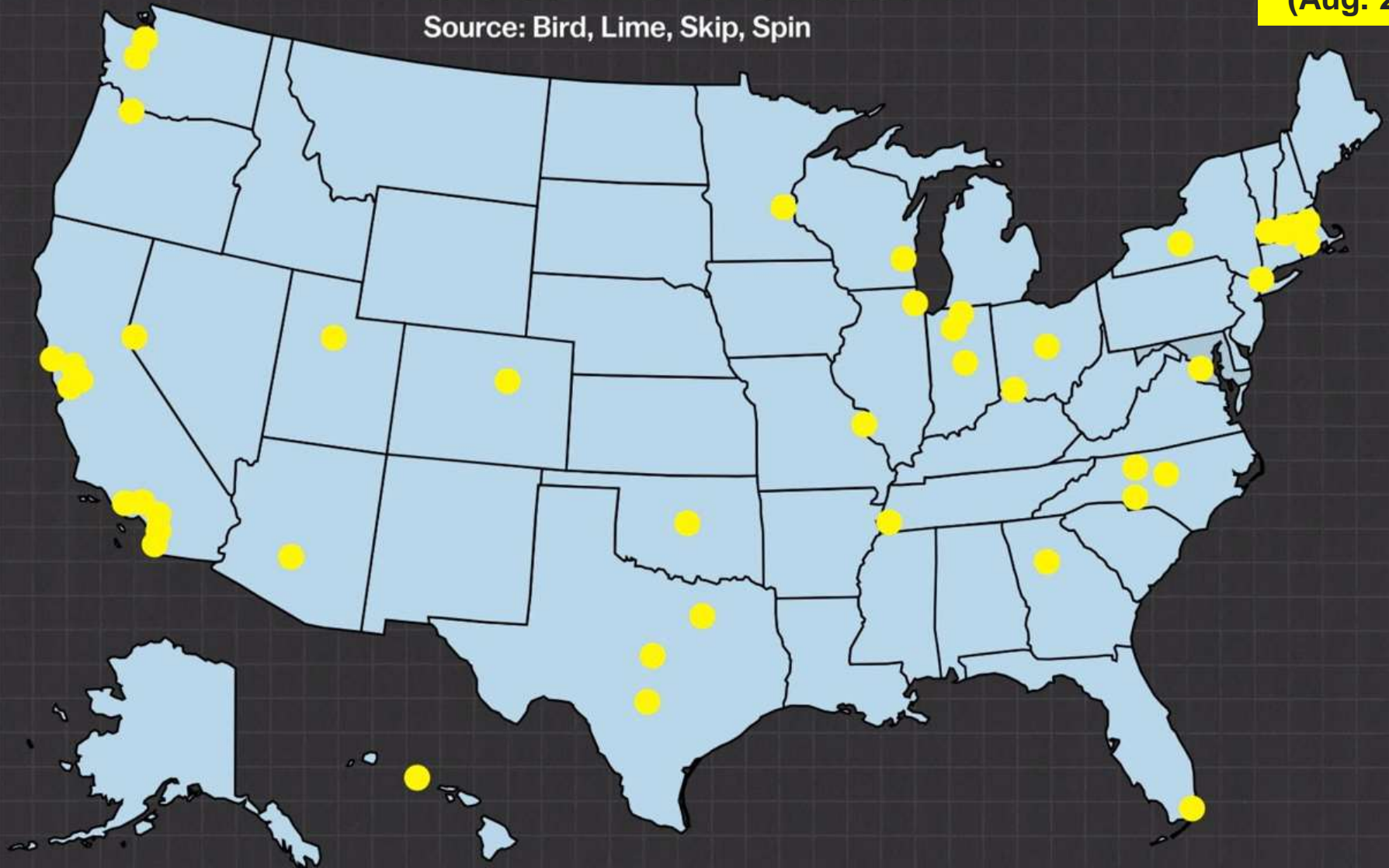




# Cities with e-scooters

Source: Bird, Lime, Skip, Spin

80+ cities  
(Aug. 2018)





# 3.

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retailers  
are right-  
sizing



Retailers are right-sizing into smaller footprints.



Physical stores act as fulfillment centers for online purchases and deliveries. Therefore, opening urban-format stores enables retailers to:

- 1) Be in **close proximity** to **consumers** who choose to pick up items
- 2) **Reduce delivery wait times**

Physical stores act as **show rooms** and help build **brand awareness** amongst consumers



Nordstrom Local, West Hollywood, CA  
3,000 SF (vs. 140,000 sf)  
No dedicated inventory  
Return/pick up  
Emphasis on service (drinks, on site tailoring)

Heavy investment  
in mobile tools  
and engaging  
customers on  
their  
smartphones

- + E-commerce sales have increased by 8% YoY
- + On-line sales account for 25% of full-priced sales





# 4.

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food-related micro  
manufacturing is  
moving downtown

S.

# challenges

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- + *discretionary permits*
- + *light manufacturing use restrictions*
- + *financing*



Photo: TripAdvisor

Honeycomb  
Creamery  
Cambridge, MA



Photo: Eva Deitch, NYTimes

Equilibrium  
Brewery,  
Middletown, CT



Photo: SeriousEats NY

Roasting Plant  
in the Lower  
East Side, NYC





# 5.

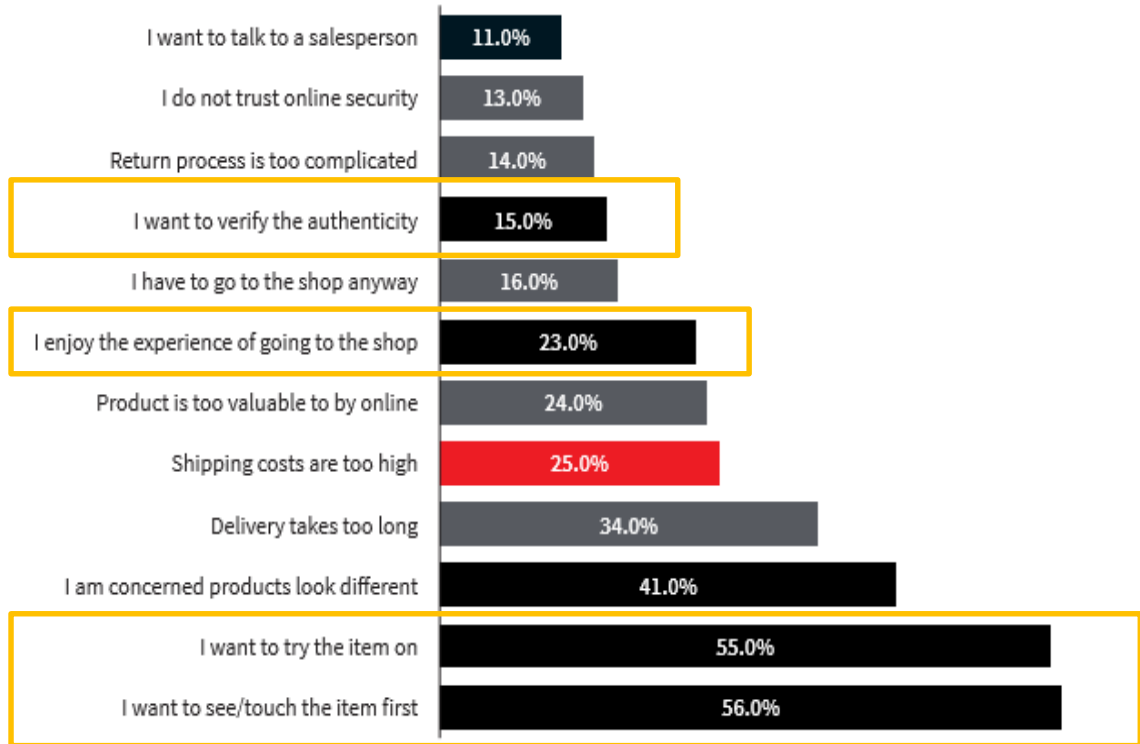
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downtowns  
and  
retailers  
need to  
sell  
experiences



Going to a physical store is still the preferred method of shopping for products as consumers seek unique experiences and services.

Why shoppers go in-store



Source: KPMG International, 2017. Global Online Consumer Report.



In response, traditional retailers are adapting store formats to include personalized services and more hands-on, memorable activities

Type of Retailer	Retailer	Experience
Home improvement and furnishing stores	Home Depot Sur La Table Williams- Sonoma	DIY home décor classes, cooking classes and demonstrations, model kitchens
Electronics and appliance stores	Google Best Buy	Live games
Sporting goods stores	REI Timberland	Rock climbing walls, equipment testing, yoga classes
Café, restaurants, bars breweries	Starbucks, Starbucks Reserve	Social gatherings, outdoor dining, roasting



Photo by FujifilmGirl

# Jackson Hall Closes After Six Months

b.

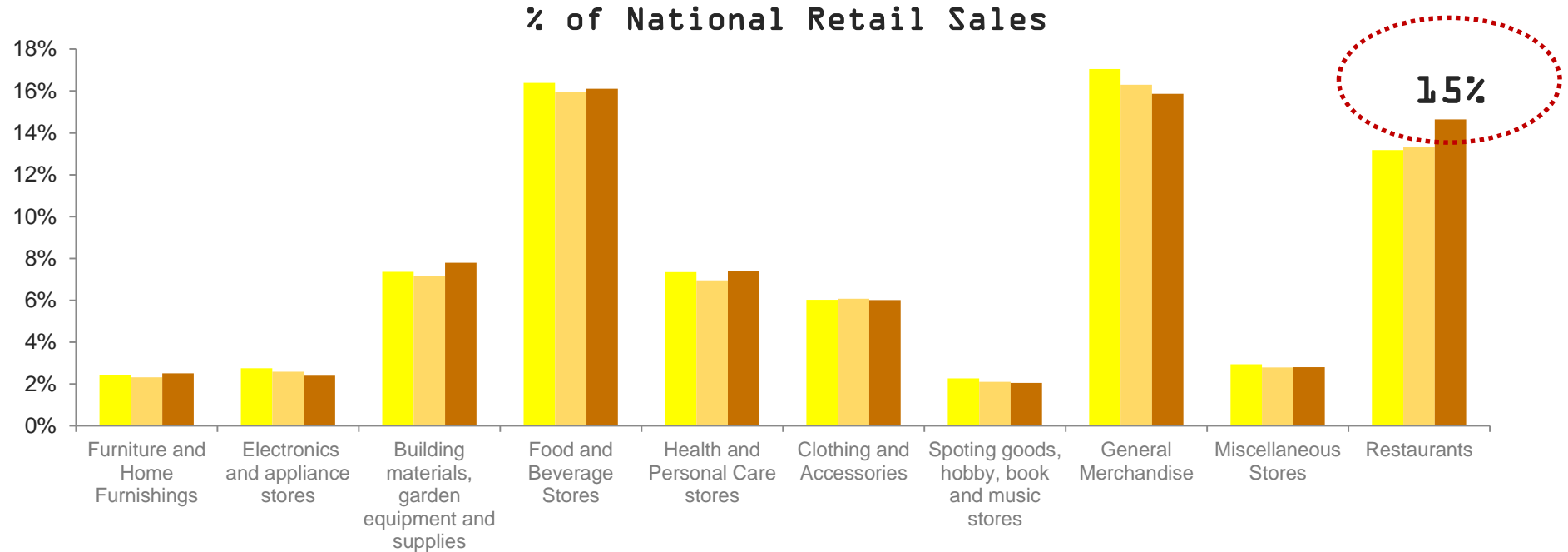
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the rise  
(and  
fall?) of  
the food  
hall

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# Things you can't do on-line...



**Restaurants make up 15% of all retail sales.**

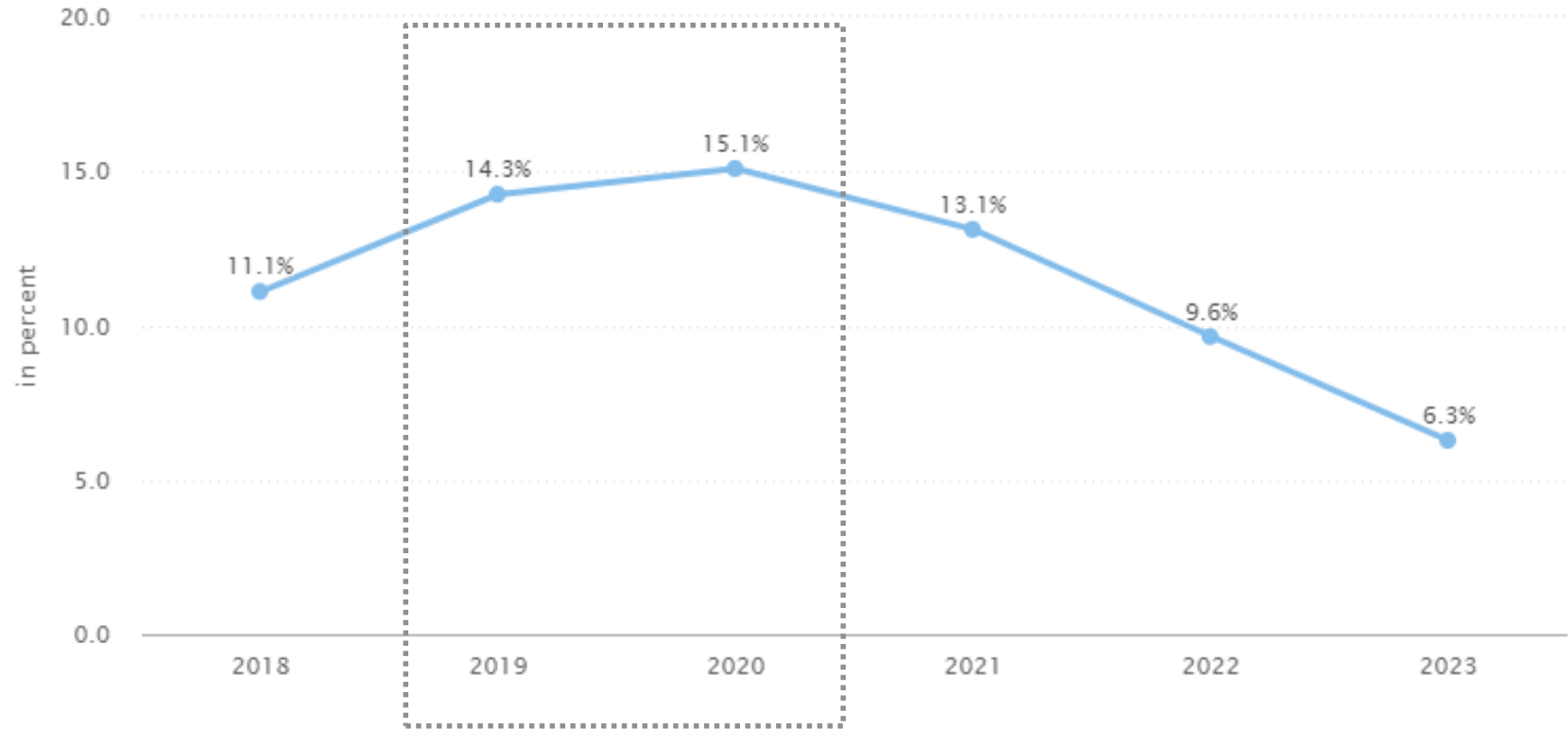
**More than half, 51% of consumer spending on food is allocated to restaurants, compared to 1955 when that was 25%**

\*Source: Bureau of Economic Analysis Q1

2016

\*\*Source NRA

## Food & Beverage Sector: Growth Through 2020, Followed by Decline



Source: Statista, February 2019



# Key factors leading to the rise in food halls:

1. The rise of 'experience culture': things you can't purchase online
2. The rise in 'foodie' culture amongst younger consumers seeking authentic, quality prepared foods
3. Rising traditional restaurant space rents in major cities

Total SF expected in the U.S. by 2019

4

MILLION

Food halls today provide a **variety of culinary experiences**

Food halls offer food vendors and restaurateurs **flexible leases and lower rents**

Food halls are destinations that **create high foot traffic downtown**



Photo: StyleBlueprint



Photo: University of Alabama

**Pizitz Food Hall in Birmingham AL, located in the historic Pizitz department store building, is part of the larger revitalization effort of downtown.**





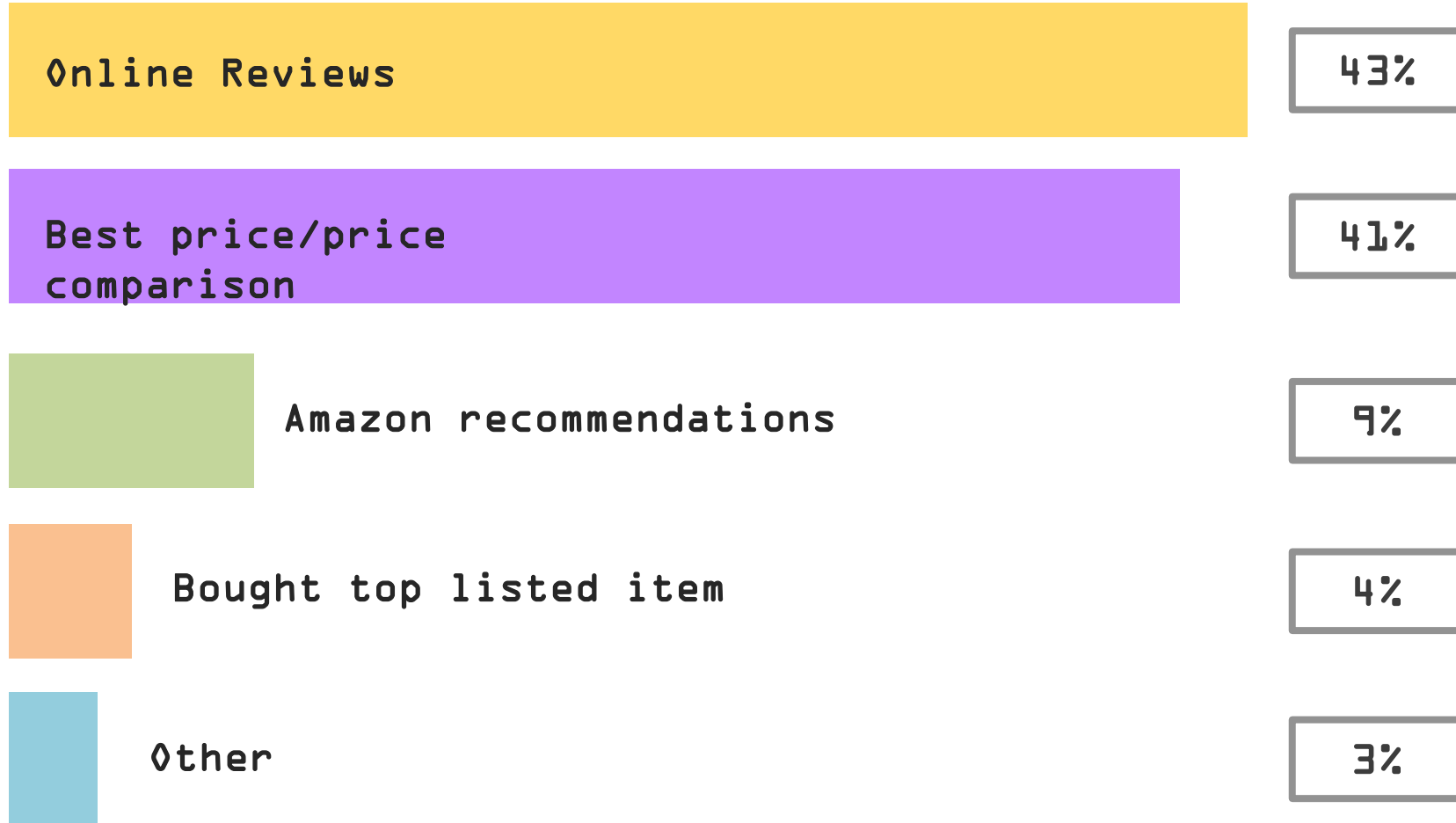
# 7.

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downtowns and  
retailers need  
to build on-  
line media  
marketing  
strategies

S.

# Reasons for Buying On Amazon





**Perfect  
5-Star Rating!**



*Please*  
**REVIEW US!**



# THANK YOU!

`lortiz@streetsense.com`

