

**CNU XV**

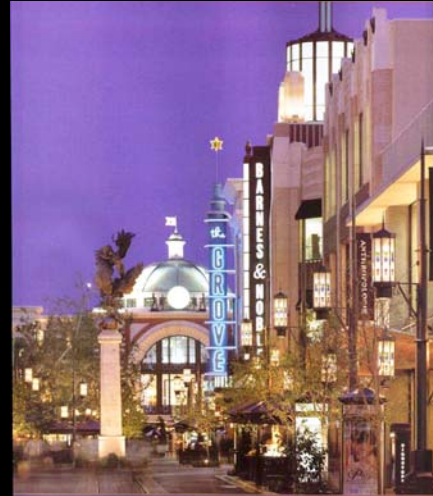
*Presentation on*

**Retail in a Regional  
Transect-based  
Framework**

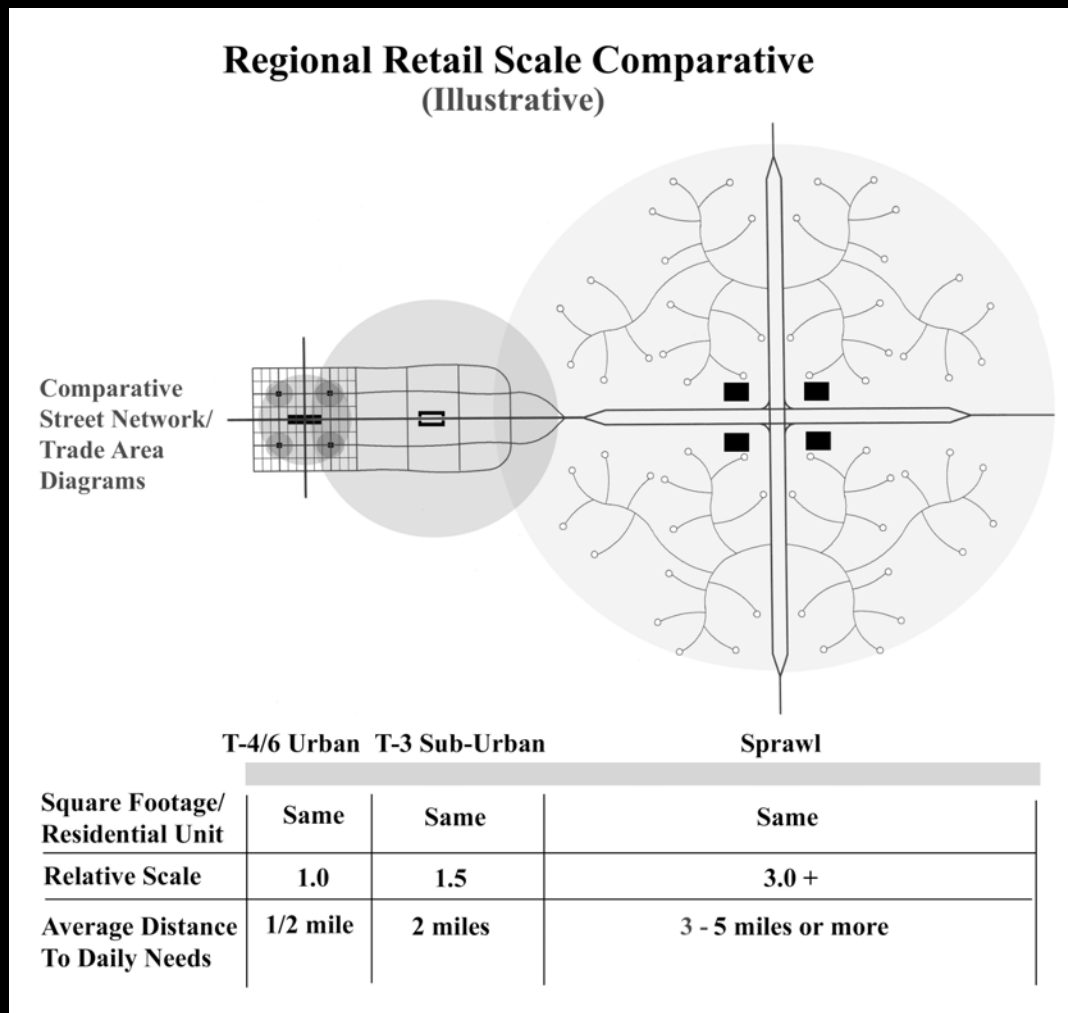
**May 19, 2007**

# CSD

# Transect-based



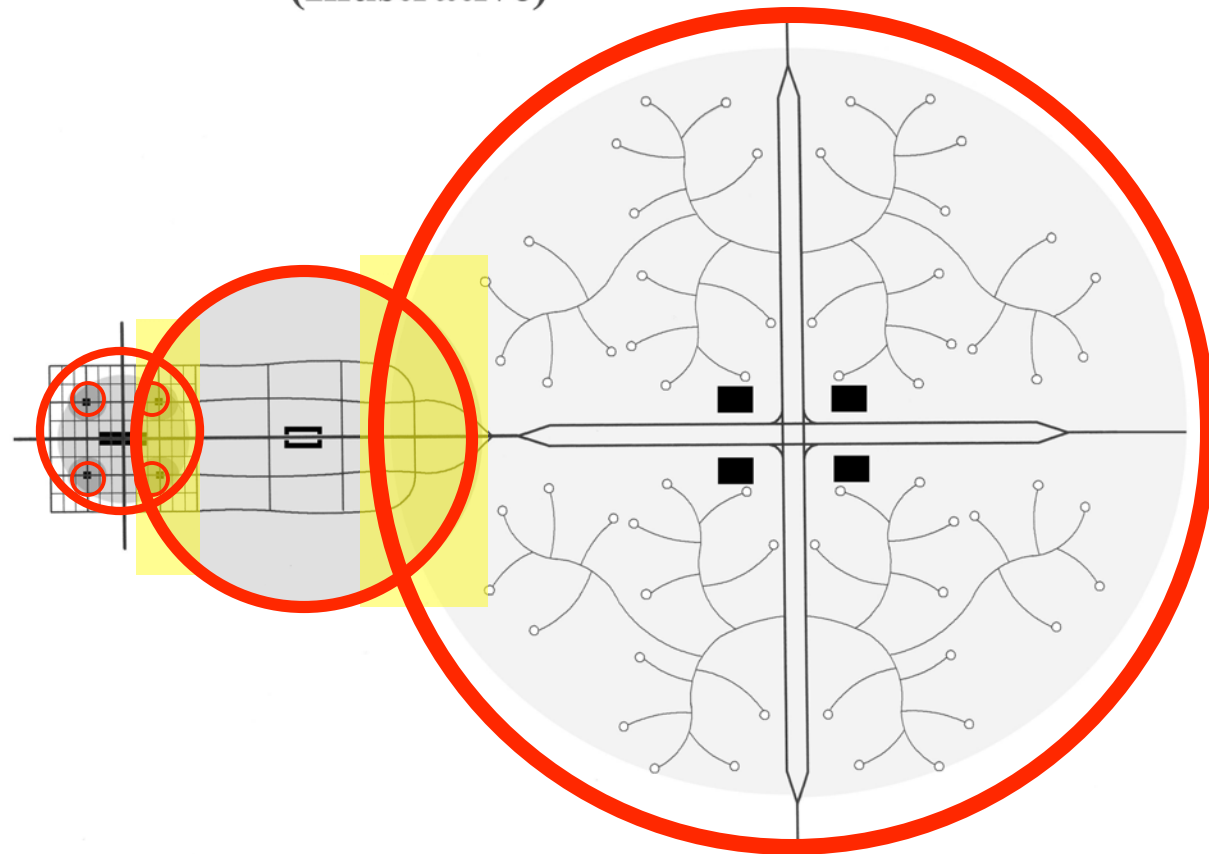
# The Evolution of Retail, Urban to Suburban -- *the transportation/land-use connection...*



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# Regional Retail Scale Comparative (Illustrative)

Comparative  
Street Network/  
Trade Area  
Diagrams



T-4/6 Urban T-3 Sub-Urban

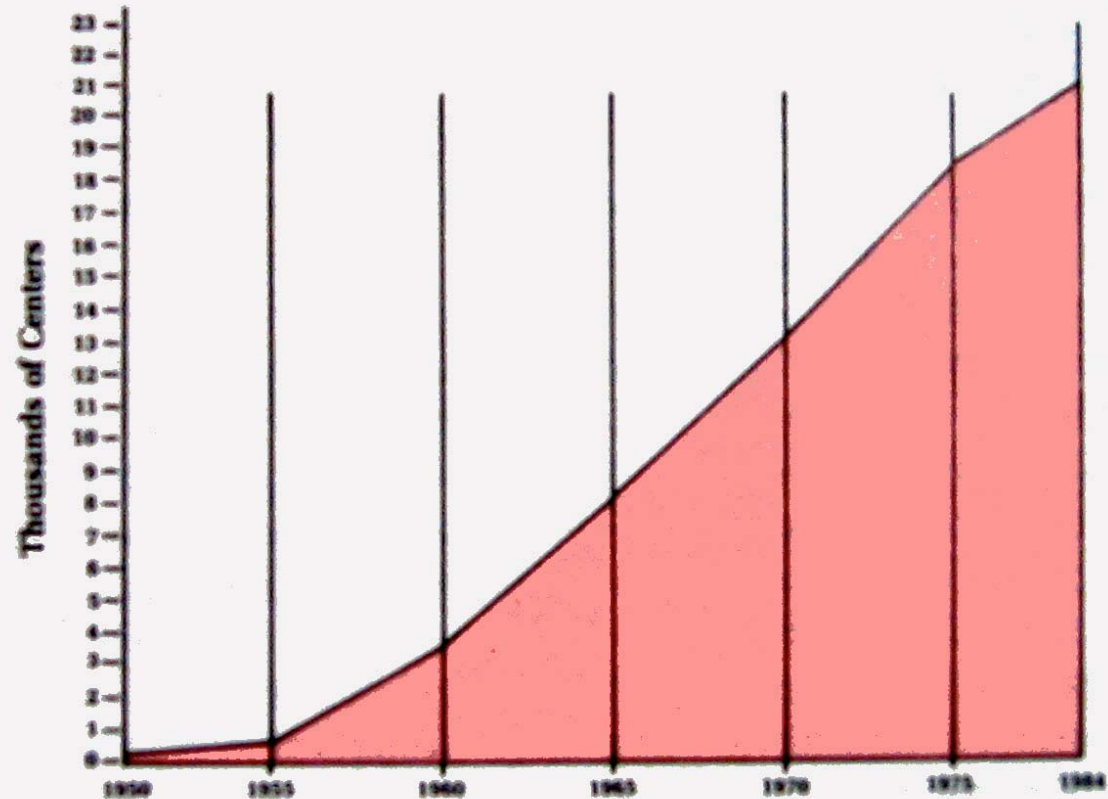
Sprawl

Square Footage/ Residential Unit	Same	Same	Same
Relative Scale	1.0	1.5	3.0 +
Average Distance To Daily Needs	1/2 mile	2 miles	3 - 5 miles or more

# The Evolution of Retail, Urban to Suburban -- *the transportation/land-use connection...*

1-13

INCREASE IN NUMBER OF SHOPPING CENTERS, 1950-1984



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Urban consumer markets are largely determined by:

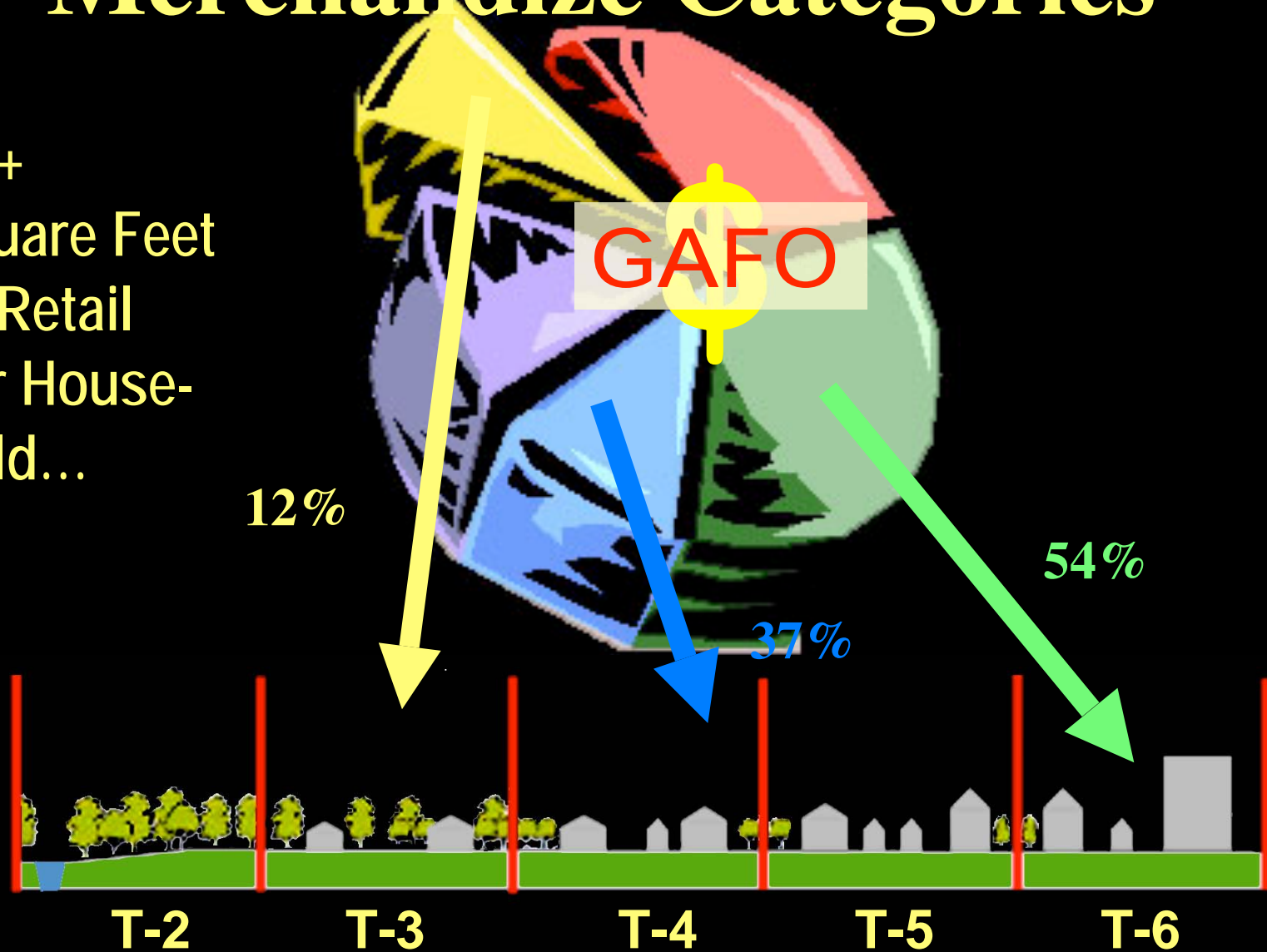
***Density and Proximity --  
(and/or Transit...)***

*Sub*-urban consumer markets are largely determined by:

***The size of the Road in  
front of the Box...***

# Merchandize Categories

50 +  
Square Feet  
Of Retail  
Per House-  
Hold...



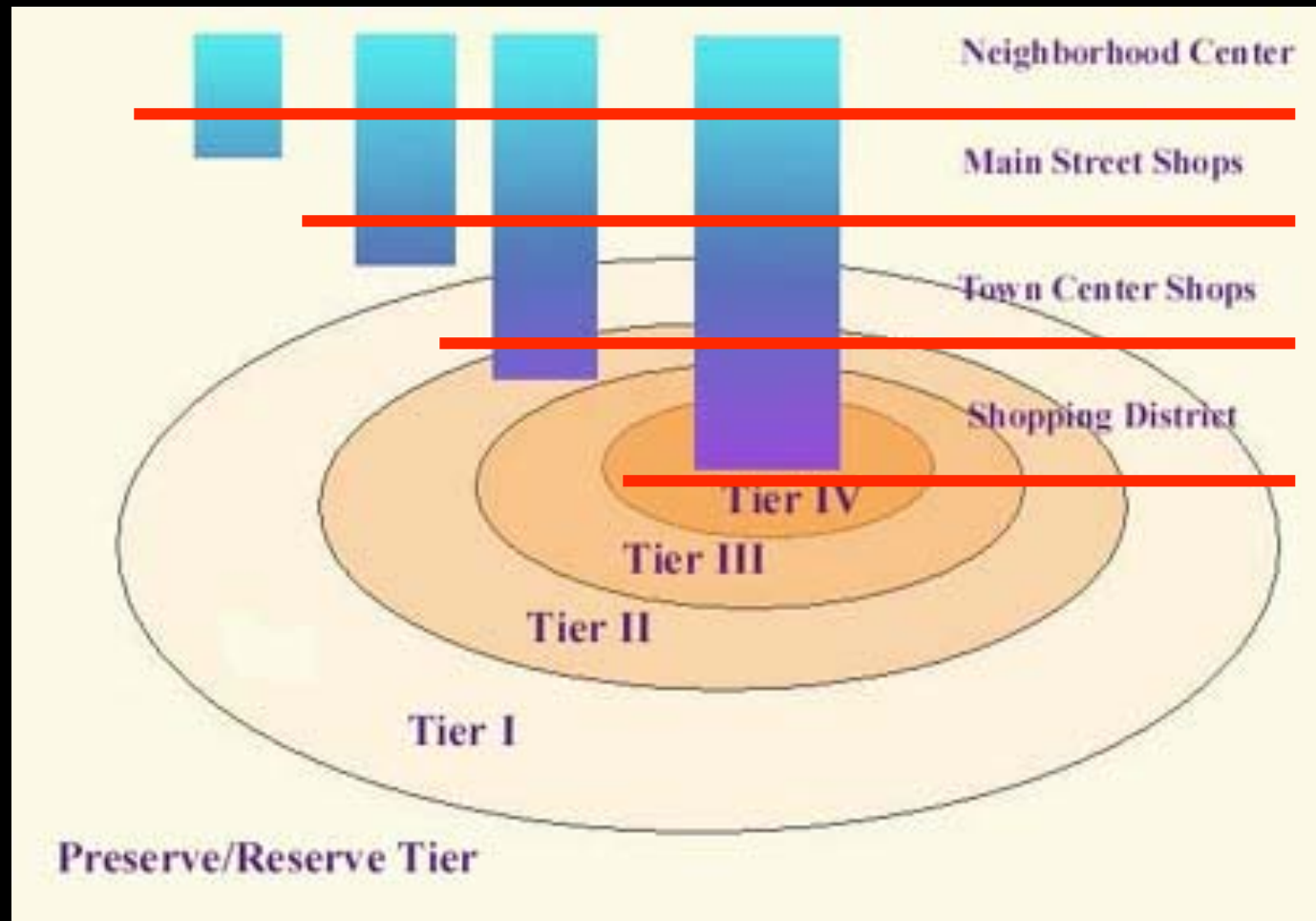


# Factors determining a Retail Center's positioning (type) and performance (*Trade area and Market Capture*):

- *Tenant Mix*
- *Overall Size*
- *Sizes/nature of Key Anchor Tenants*
- *Access and visibility*
- *Targeted Consumer Market, and Competitive Context*



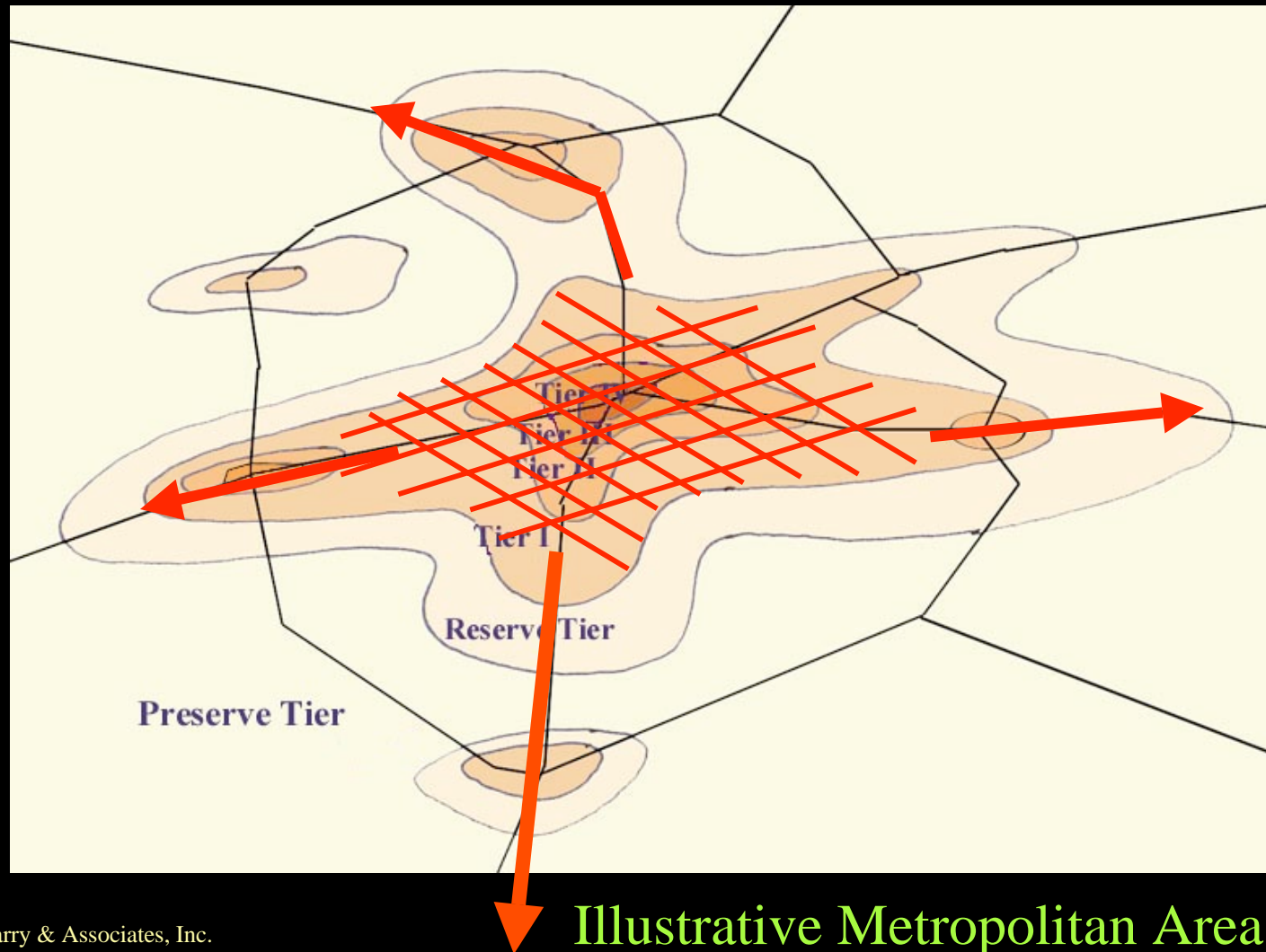
# Retail Scale/Center format in a Regional Context:



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# Retail in a Regional Tier Context:

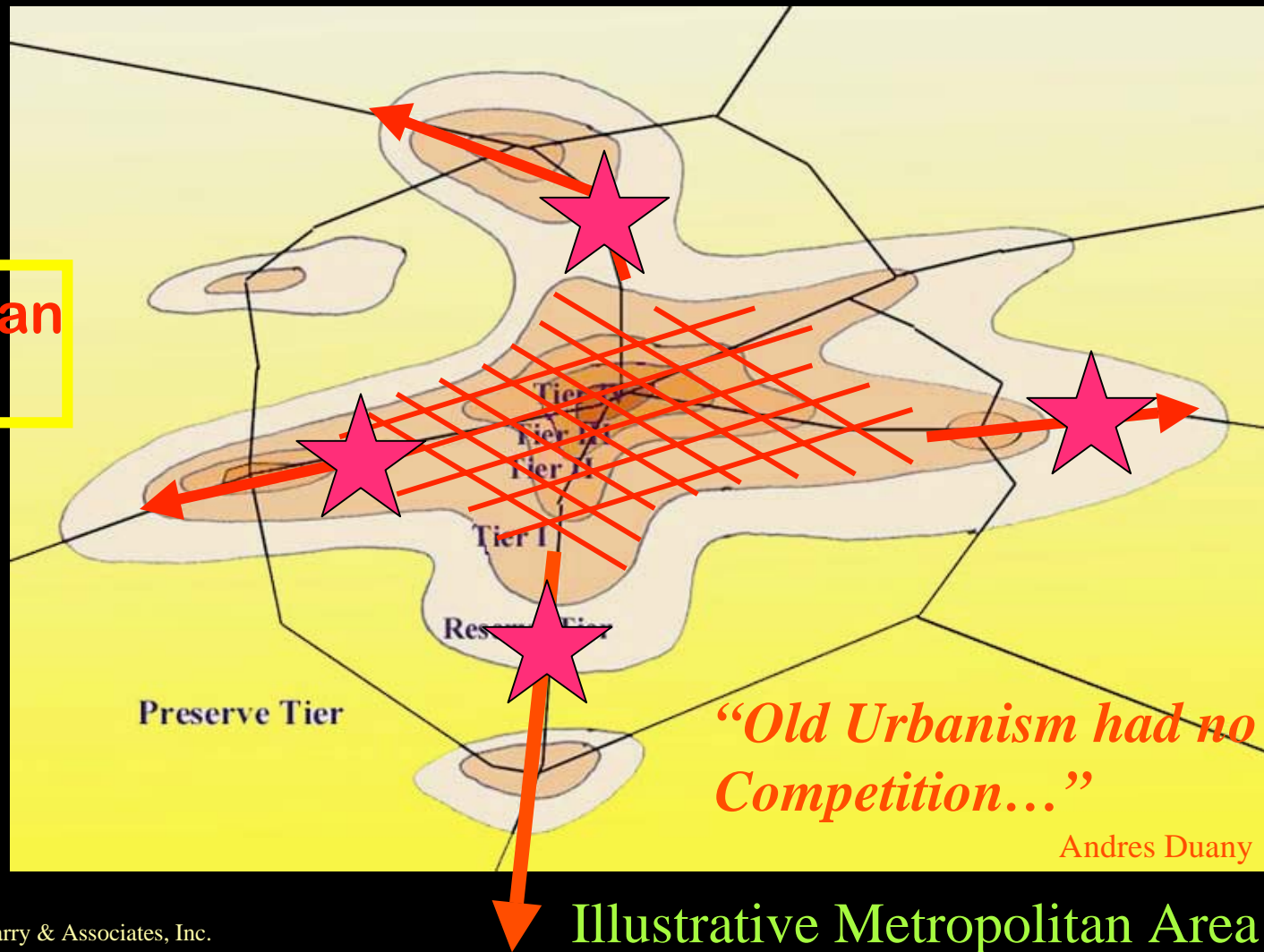


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Illustrative Metropolitan Area

# Retail in a Regional Tier Context:

Suburban  
Sprawl



*“Old Urbanism had no  
Competition...”*

Andres Duany

Illustrative Metropolitan Area

# Characteristics that distinguish Retail Center Types:

- *Scale (total GLA square footage)*
- *Tenant Mix (Anchor tenants, retail categories represented, and individual store sizes)*
- *Intended Trade Area (size and makeup)*

# Convenience Store ----- Neighborhood Store

***Description:*** A retail business that provides a convenient location for quick and frequent purchases of a wide array of products (primarily food and sundries).

***Size (Sq. Feet)***

**800 - 5,000**

***Trade Area***

**1/4 – 1/2 mile**

***Population***

**500-2,000**

# Neighborhood Store



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# Neighborhood SC ----- Main Street Shops

***Description:*** Similar in concept to a convenience store, but with and expanded range of personal services, it is typically anchored by a small convenience store selling food, non-prescription medicines, beer/wine and miscellaneous general merchandise. Other shops may include personal services such as dry cleaners, shoe repair, barber shop, small carryout restaurant, etc.

**Size (Sq. Feet)**

**15,000 - 25,000**

**Trade Area**

**1/2 - 1 1/2 miles**

**Population**

**1,000-3,000**



# Main Street Shops



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## Community SC ----- Town Center Shops

***Description:*** Provides for the sale of convenience goods (food, drugs and sundries), and personal services. Anchored by a Grocery Store/Super Market, drug store, and small variety store, this center's trade area is determined primarily by geographic convenience, and is intended to meet the day-to-day needs of its immediate neighborhood.

**Size (Sq. Feet)**

**40,000 - 100,000**

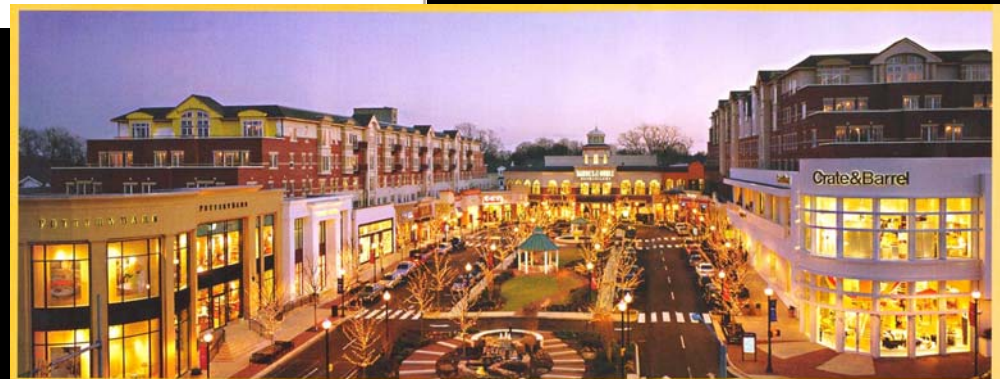
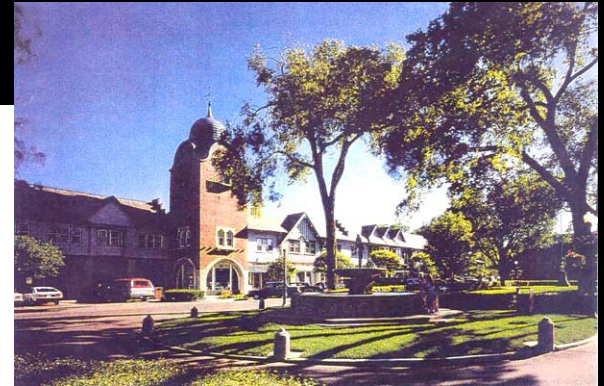
**Trade Area**

**1 1/2 - 3 miles**

**Population**

**8,000-20,000**

# Town Center Shops



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# Regional SC ---- Downtown Shopping District

*Description: Provides a range of shoppers goods, general merchandise, apparel, furniture and home accessories, in full depth and variety. Typically anchored by two or more full-line department stores, of at least 100,000 sq. ft. Typical size range in the 500,000 sq. ft. range but can go up to 850K.*

*Size (Sq. Feet)*

**300,000 - 850,000 +**

*Trade Area*

**5 - 15 miles**

*Population*

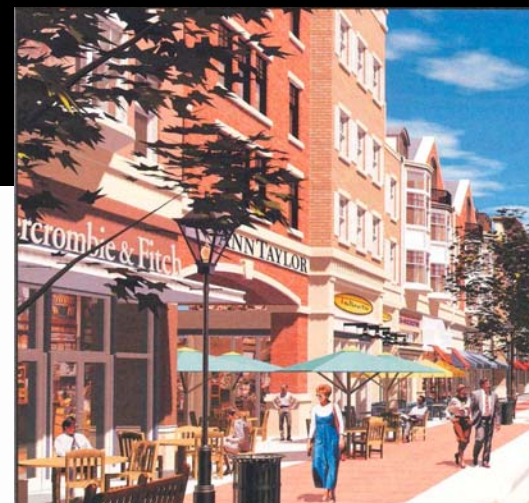
**50-100,000 +**

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# Shopping District

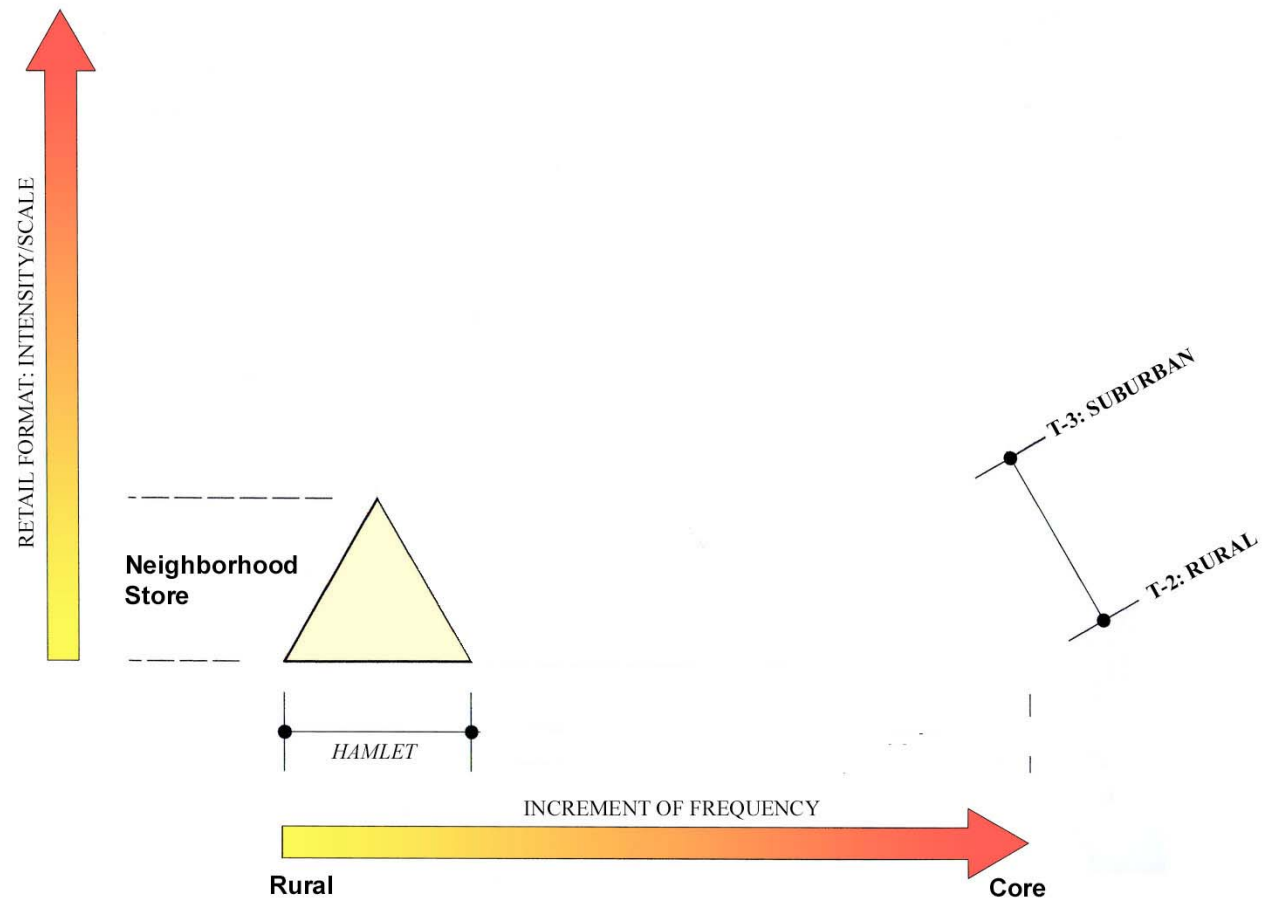


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# Retail in a Traditional/Transect-based Regional Context:



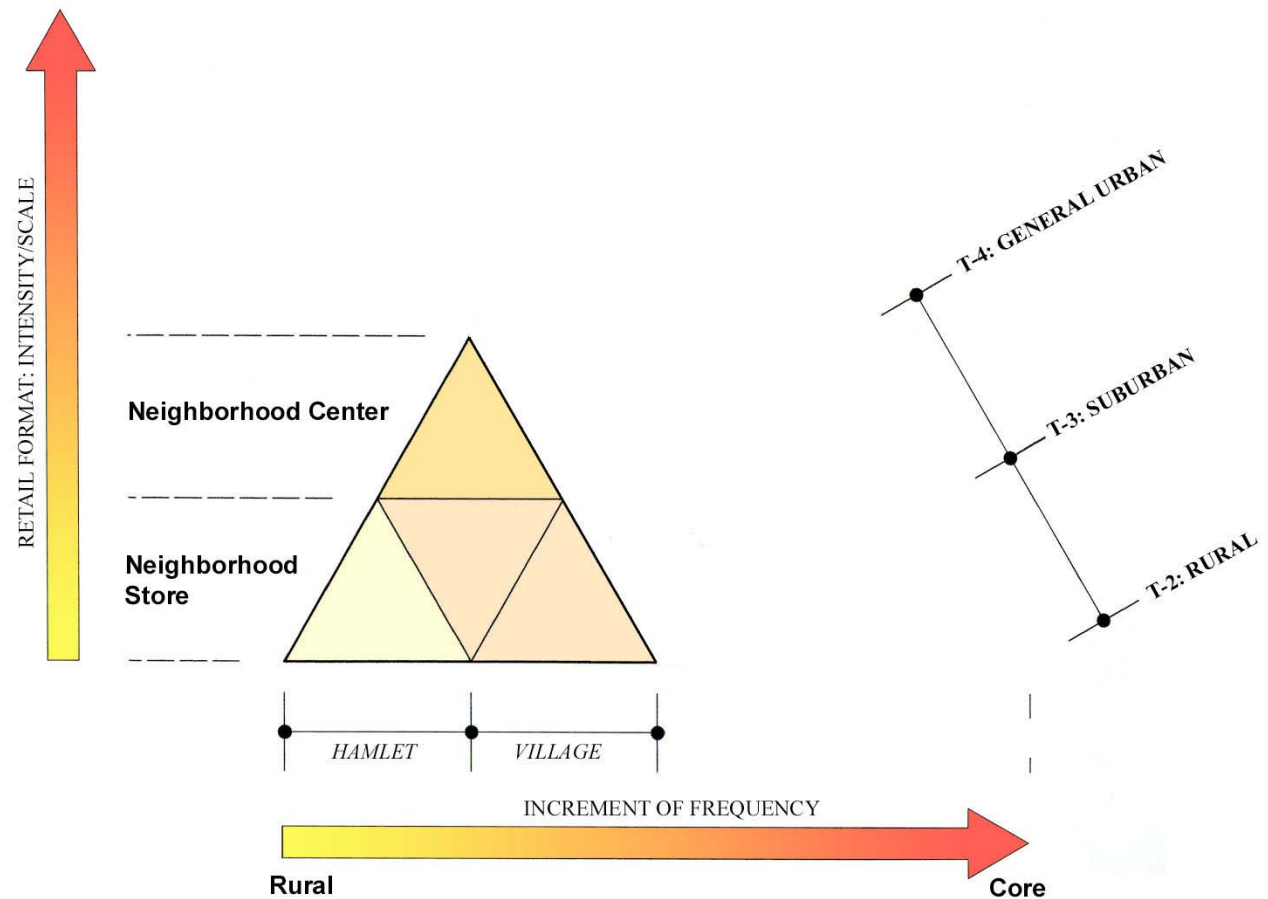
# Retail in a Traditional/Transect-based Regional Context:



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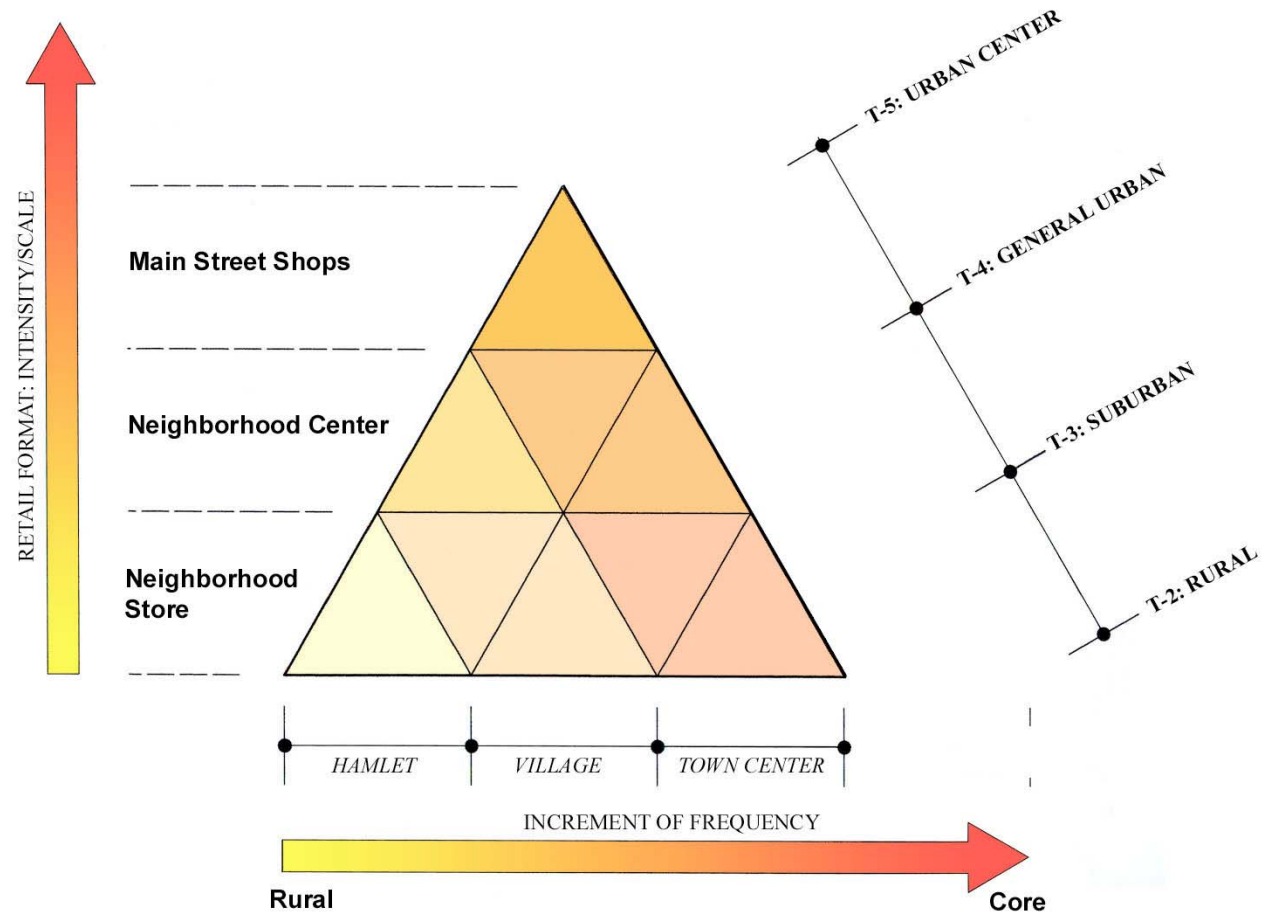


# Retail in a Traditional/Transect-based Regional Context:



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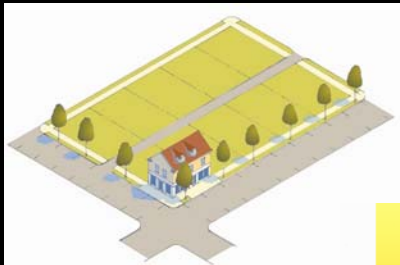
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# Retail in a Traditional/Transect-based Regional Context:



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Country/corner  
Store



Main Street



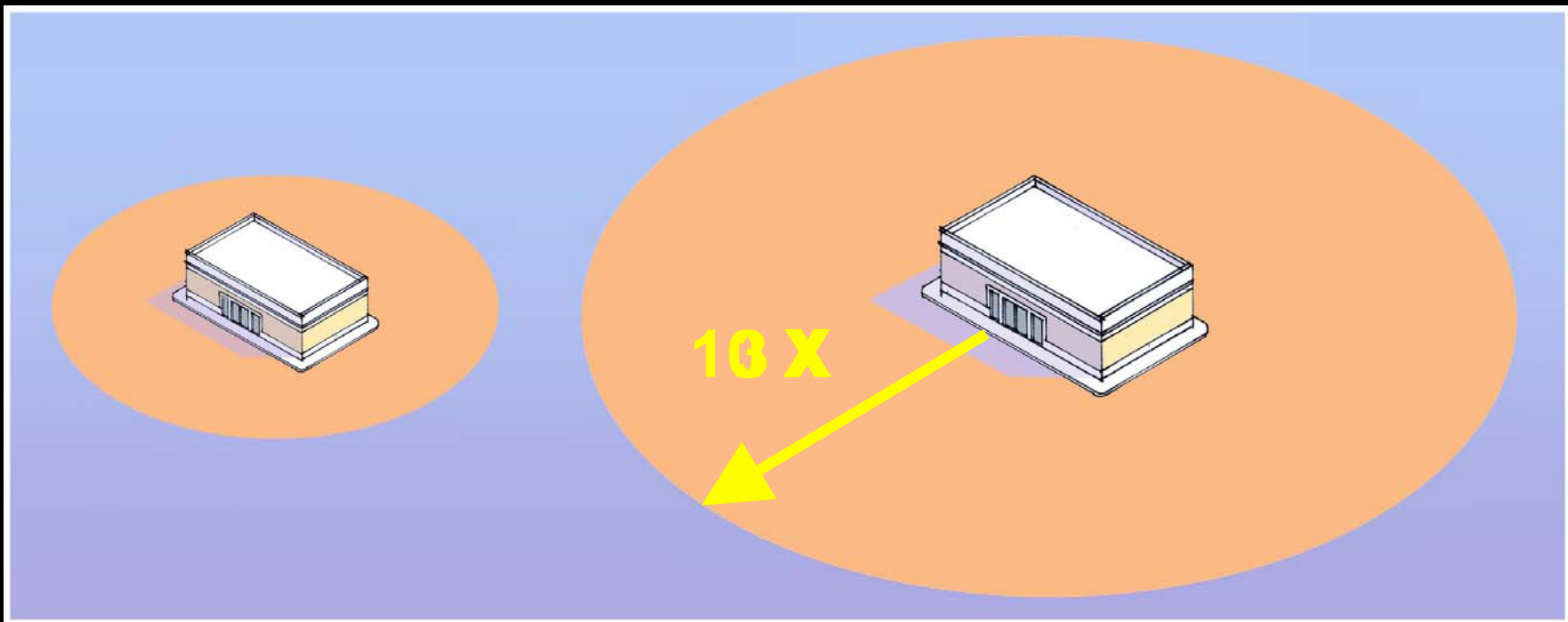
Town Center



Downtown  
Shopping District



# Box size and comparative densities most directly influence relative scale of trade area...



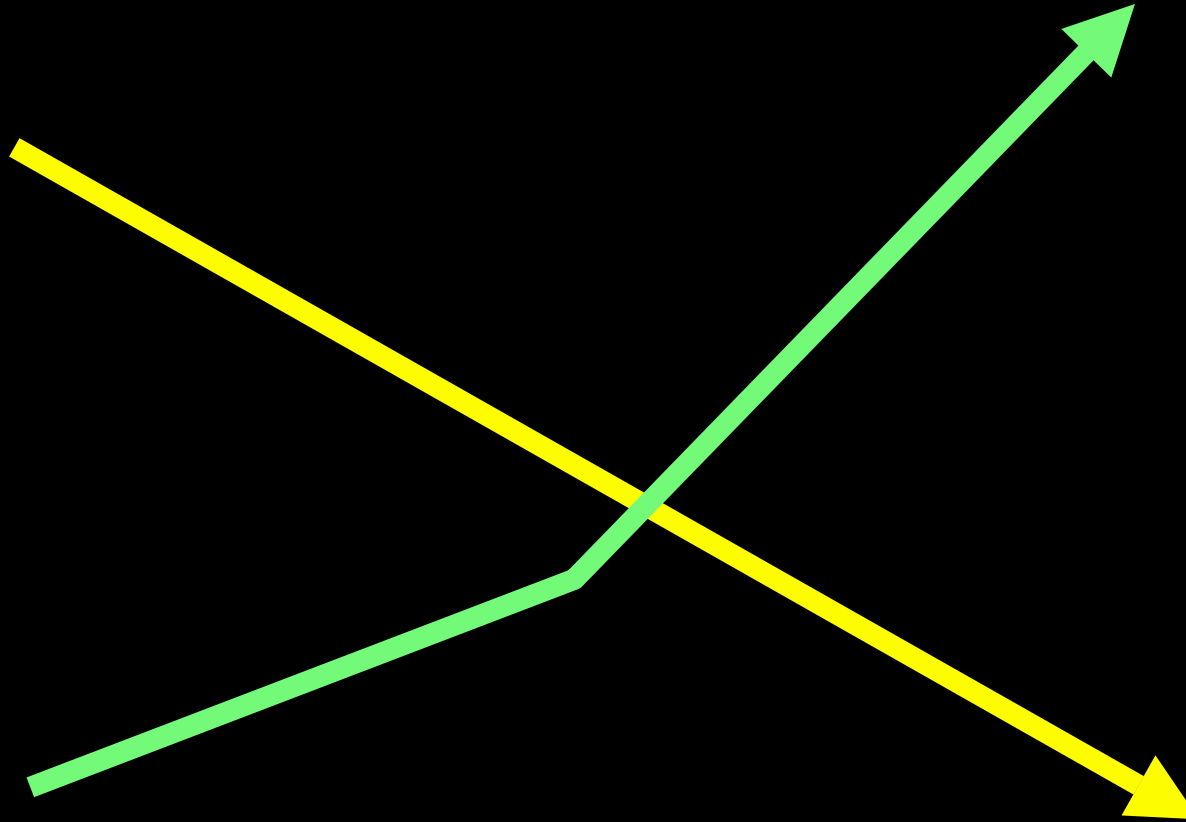
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***The bigger the box, and the lower the density, the more the VMT....***

# The Suburban Conundrum...

**Density**

**Road/Box  
Sizes**



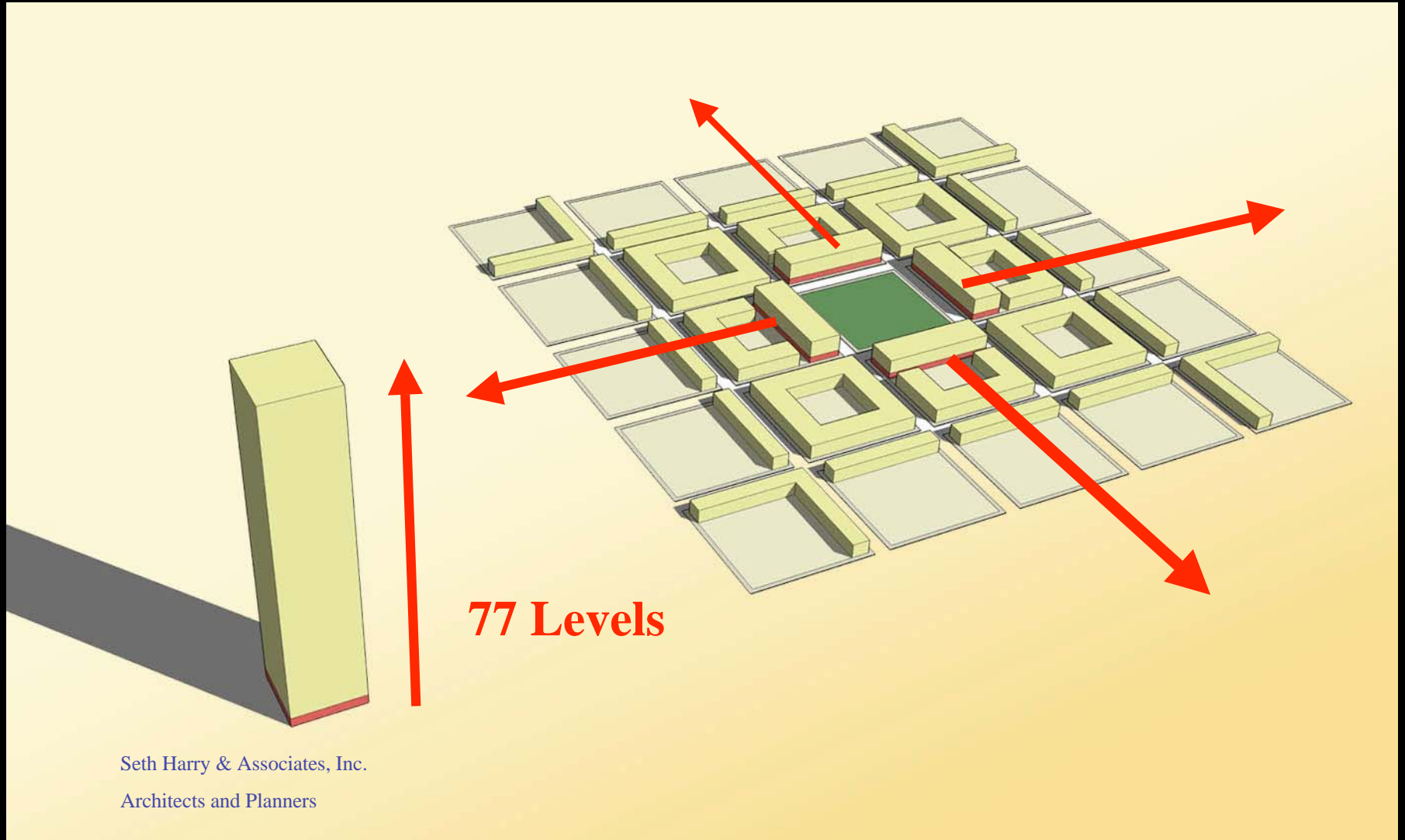
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# **“Vertical” vs. “Horizontal” Mixed-Use...**

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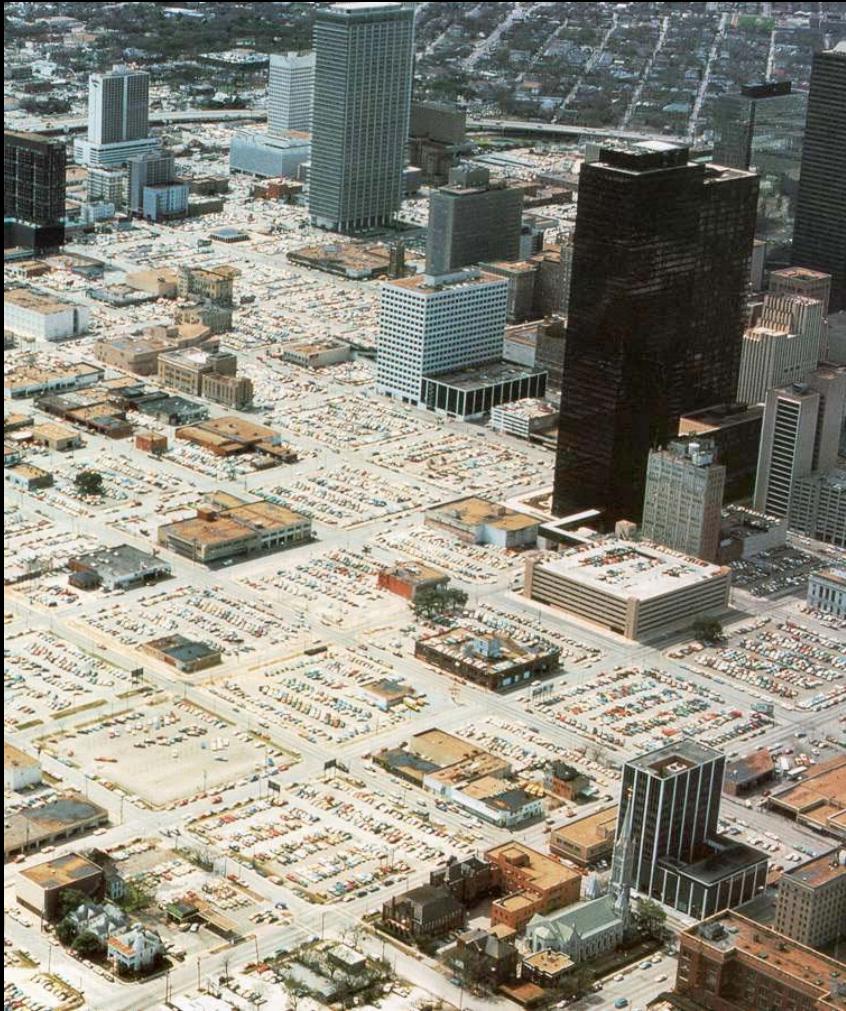
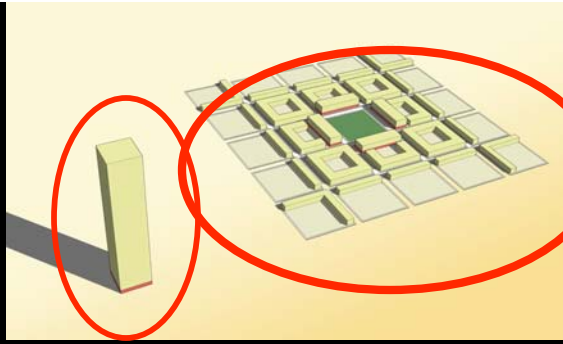


# *Supportable Retail Area...*



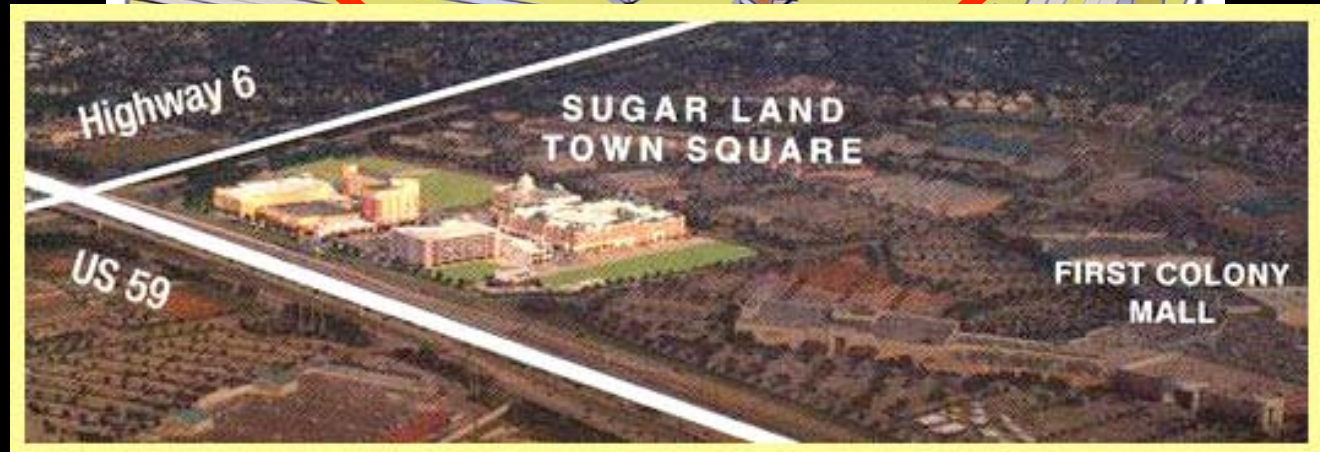
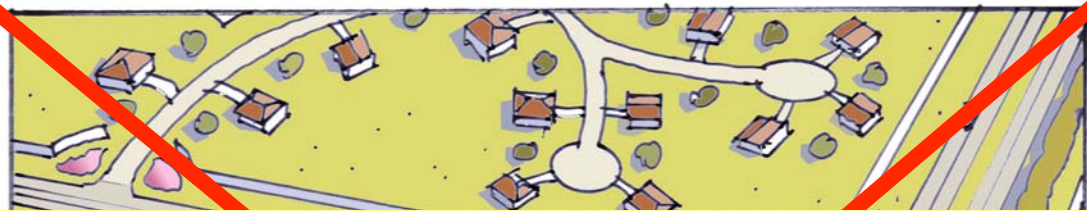
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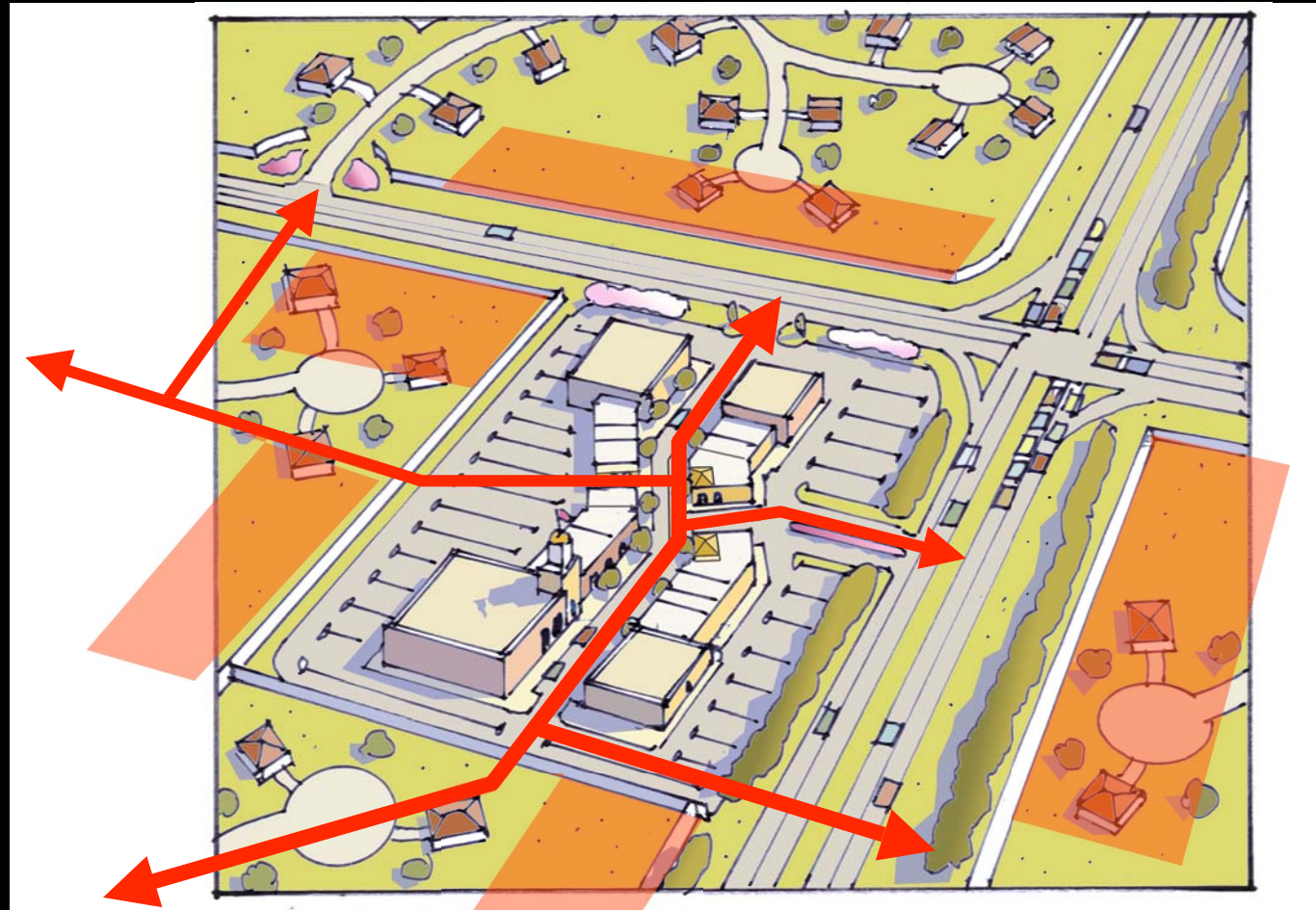


# Suburban “Lifestyle” Center...



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# Suburban “Lifestyle” Center...



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# Case Studies

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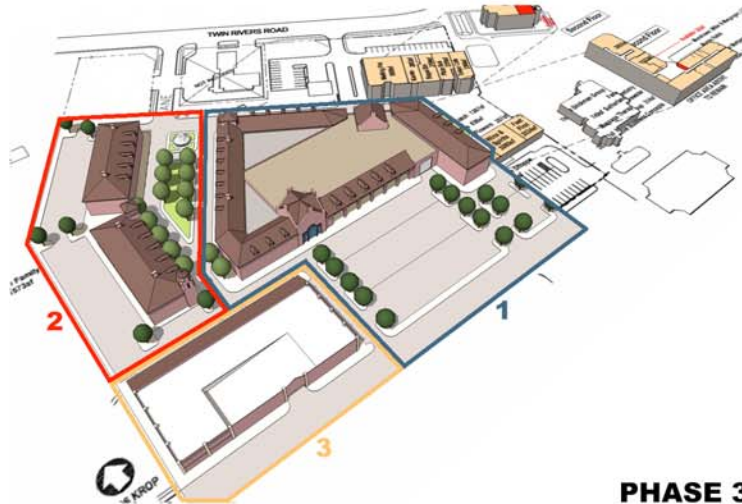
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**PHASE 1**



**PHASE 2**



**PHASE 3**



**PHASE 4**

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5-10-02  
J. KELLY





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### Multiplex Anchor

- Family/Casual Dining
- Specialty Foods --
  - Ice-cream
  - Chocolate
  - Pizza
  - Chinese
  - Etc.
- Micro-Brewery
- Fine Dining
- Health Club and Spa

### Books, Music and Coffee

- Books, Music and Video
- Coffee/Cafe

### Fashion Retail

- Men's and Women's Apparel
- Accessories
- Leather Goods
- Fine Shoes
- Fine Jewelry
- Optician/Fashion Eyeware

### Department Store Anchor

- Top Floor restaurant and Day Spa

### Specialty/Organic Foods

- Gourmet/Organic Market --
  - Meats
  - Seafood
  - Cheeses/Dairy
  - Wines
  - Produce
  - Baked Goods
  - Prepared Meals

### Home Furnishings

- Home Furnishings
- Home Accessories
- Art Gallery
- Linens
- Kitchen and Bath

### Shoppers Goods

- Men's and Women's
- Casual Ready-to-wear
- Consumer Electronics
- Wireless Communications
- Health/Beauty
- Casual Shoes
- Athletic/Sports apparel
- Sporting Goods
- Toys and Games
- Vitamin/Organic
- Sunglasses
- Children's/Infant's clothing
- Lingerie
- Gifts/cards
- Novelty goods
- Jewelry
- Art/Framing
- Camera
- Optician Fashion Eyeware

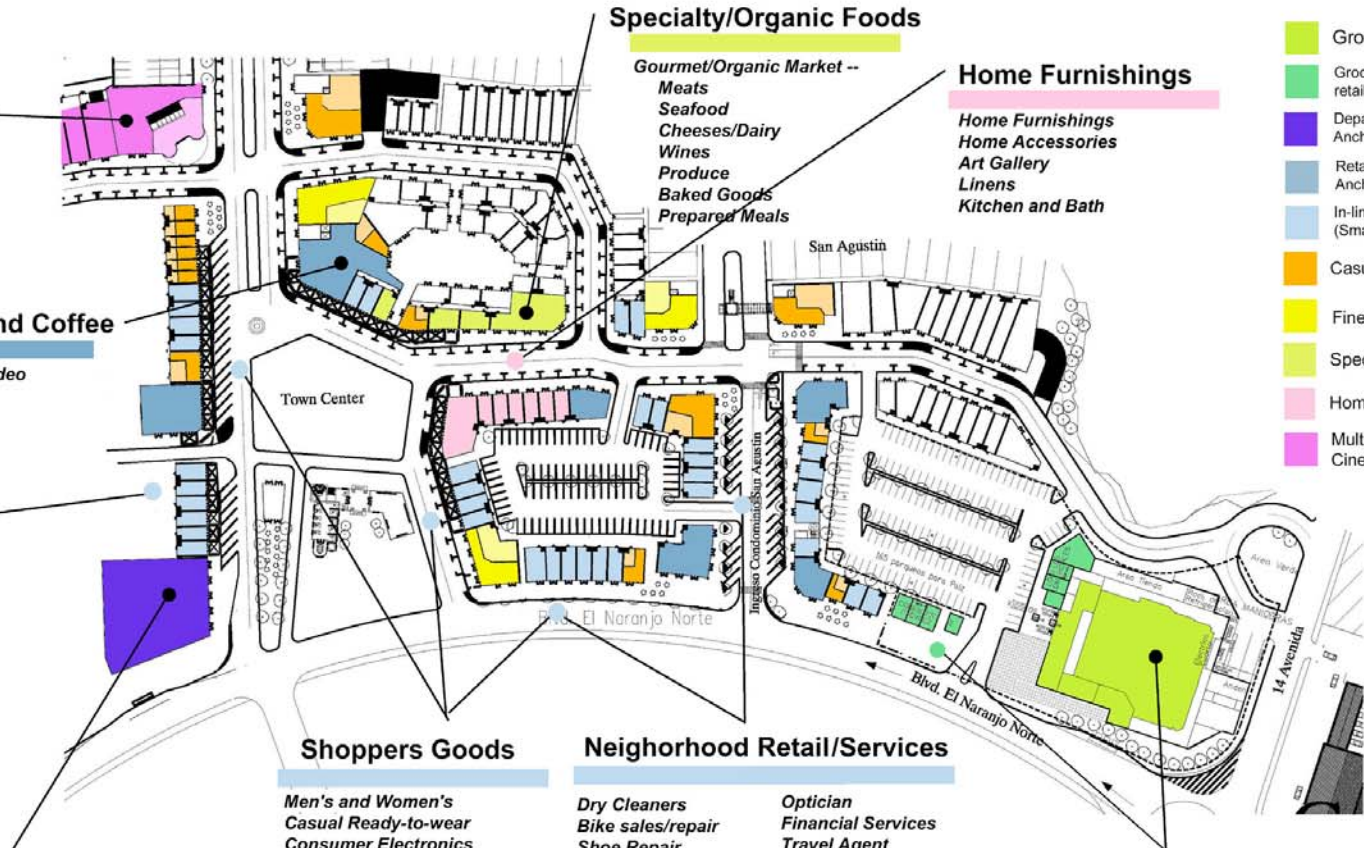
### Neighborhood Retail/Services

- Dry Cleaners
- Bike sales/repair
- Shoe Repair
- Hair Salon/Nails
- Barber
- Convenience Goods
- Stationary
- Photo
- Hardware
- Coffee/Bagels
- Bakery
- Casual Dining/Bistro
- Pizza/carryout
- Small Fine Dining
- Newsstand/Cigars
- Crafts and Hobbies
- Optician
- Financial Services
- Travel Agent
- Veteranarian
- Copy/printing
- Sewing/repair
- Computer repair/services
- Primary Care Physician

### Grocery Anchor

- Pharmacy
- Bank/ATM
- Video Rental
- Flowers
- Etc.

- Grocery Anchor
- Grocery-owned retail
- Department Store Anchor
- Retail Mini-Anchor
- In-line Retail (Small Shops)
- Casual Food
- Fine Dining
- Specialty Foods
- Home Accessories
- Multi-plex Cinema



## Naranjo Merchandising Plan

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January 13, 2007



