Local Retail and “Community”

A cornerstone of “place” . . .
• Goods and services
• Major tax base > public facilities and services
• Employment
• Gathering place (spontaneous encounters)
• Identity

A common response to the GMA
• Places to focus growth: Downtowns, Town Centers, neighborhood centers, “villages”
• Attract M/F; maintain S/F
• Broaden ranges of housing type and lifestyle choice
• Increase affordability of multi-modal transportation
• Promote walking (improve public health)
Regional Retail

A potential center?

Downtown

Inertia
Classic, “heartless” strip commercial

What the developer wanted

What staying the course produced
Key planning elements / issues:

- Retail place as amenity as well as attractor
- Density within a walkable distance; how many people?
- Scale, gradations, privacy, views
- Traffic of all kinds
- Parking
- Contributing to community identity

Population + distance = market

15 du / acre

30 du / acre

40+ du / acre
Basic, universal design elements:
• Retail “set-to” lines / parking in rear or under
• Avoid voids and blank walls
• Sidewalk width > holding hands; cafes
• Weather protection (rain and sun)
• Window transparency
• Interval / identity of entries
• Signs (and signs, and signs)
• Street furniture and landscaping
Avoid the drip line (5’ minimum)

Entries, cover / shade, width

Good signs

help find the way . . .

Image management

“Fortress” exteriors

No blank walls (cineplex backside)
Void w/ retail conversion option

Set-to lines, windows, canopies, landscape, entries, parking, signs . . . .

Rooflines Colors

Windows Canopies Landscape

Upper Façade Elements

Set-to lines Parking Sidewalks

We get what we expect
Middleton Hills, WI
(Frank Lloyd Wright country)

Walkable
Well buffered
So, why this?

Books, music, electronics - what next?
Burning questions?
I. About the survey

Municipal Retail Planning in WA State

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Shira Moch (undergraduate research assistant)

With support from The Evergreen State College

I. About the survey

States with no state income tax

*Note: New Hampshire and Tennessee tax dividends and interest. Source: Kiplinger 2013

II. Selected preliminary findings: local data

2. Has your municipality recently surveyed residents and/or shoppers about retail conditions and preferences?

![Survey Results Chart]

- Yes 20%
- No 80%

I. About the survey

- Electronic survey sent to 110 small-medium sized WA municipalities (population 5,000-100,000)
- Distributed to community development/planning department directors
- 83 responses (9-16-13) = 75% response rate
II. Selected preliminary findings: local data

3a. Does your municipality maintain an updated, complete retail database?

- Yes: 29%
- No: 71%

II. Selected preliminary findings: downtowns

9a. Does your municipality have an identified downtown/town center?

- Yes: 94%
- No: 6%
- Don't know: 5%

II. Selected preliminary findings: downtowns

14a. Our downtown/town center is our municipality's most important area for generating sales tax revenue.

- Yes: 27%
- No: 61%
- Don't know: 5%

14b. Our downtown/town center is our municipality's most important area for shopping.

- Yes: 39%
- No: 52%
- Don't know: 2%

14c. Our downtown/town center is our municipality's most important area for attracting tourists.

- Yes: 48%
- No: 35%
- Don't know: 7%

14d. Our downtown/town center is our municipality's most important area for the community identity/sense of place.

- Yes: 77%
- No: 12%
- Don't know: 7%
II. Selected preliminary findings: greenfield land available

18a. Do you have greenfield land available and zoned for new retail development?

- Yes: 55%
- No: 45%

II. Selected preliminary findings: greenfield land available

18b. Approximately how many total acres?

- Don't know:
- Over 100 acres:
- 51-100 acres:
- 10-50 acres:
- Under 10 acres:

II. Selected preliminary findings: food trucks

17a. Does your municipality allow food trucks?

- Yes: 77%
- No: 23%

II. Selected preliminary findings: food trucks

17b. Do you currently have a moratorium in place regarding recreational marijuana dispensaries? (as per I-502)

- 39% yes
- 61% no

II. Selected preliminary findings: food trucks

17c. In which retail areas of your municipality do you plan to allow recreational marijuana dispensaries?

- Malls only
- Neighborhood centers only
- Downtown/town center alone
- Multiple retail areas
- Highway/arterial retail areas(s) alone
- Other

II. Selected preliminary findings: adult uses

16e. In which retail areas of your municipality are adult retail (sex-related items/videos) currently allowed?

- Malls only
- Neighborhood centers only
- Downtown/town center alone
- Multiple retail areas
- Highway/arterial retail areas(s) alone
- Other

*A number of write-in responses in the “other” category included industrial or light manufacturing areas.

II. Selected preliminary findings: adult uses

16b. Does your municipality currently have a moratorium in place regarding recreational marijuana dispensaries?

- Yes: 39%
- No: 61%

II. Selected preliminary findings: adult uses

16c. In which retail areas of your municipality do you plan to allow recreational marijuana dispensaries (as per I-502)?

- 65% not yet determined
- 19% downtowns, neighborhood centers, highway/arterial areas
- 16% other areas

*A number of write-in responses in the “other” category included industrial or light manufacturing areas.

II. Selected preliminary findings: E-commerce

27a. Does your municipality possess research or data about the projected impacts of e-commerce on “brick and mortar” retail?

- Yes: 5%
- No: 95%
II. Selected preliminary findings: E-commerce

27b. Has your municipality changed the amount of land zoned for retail due to e-commerce?

- Yes: 1%
- No: 99%

II. Selected preliminary findings: E-commerce

27c. Does your municipality have plans to address significant vacancies, should they result, from a decline in "brick and mortar" retail resulting from e-commerce?

- Yes: 2%
- No: 98%

II. Selected preliminary findings: inter-jurisdictional planning

25a. Does your municipality collaborate with neighboring municipalities about the siting and regulation of retail uses?

- Yes: 18%
- No: 82%

II. Selected preliminary findings: inter-jurisdictional planning

25d. Are you aware of one or more instances when your municipality has competed with another municipality for a retailer?

- Yes: 44%
- No: 34%
- Don't know: 22%

II. Selected preliminary findings: inter-jurisdictional planning

25f. What was the primary reason for the competition for the retailer(s)?

- Tax revenue (sales, property, etc.): 51%
- To attract an anchor/destination retailer: 30%
- To improve local supply of goods for residents: 3%
- Other: 16%

III. Conclusion

Preliminary thoughts for municipalities:

1. Collect your own data: shopper survey, retail database.
2. Municipalities have stated that their downtowns are important for their "sense of place" – can downtowns become more important for shopping and sales tax revenue as well?
3. Can our state move beyond competition for retail?
4. Concentration issues with adult uses and marijuana (new red light districts)?
5. Plan for e-commerce impacts.
Thank you!

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Planning for Retail
Considerations and Approaches

Why Retail Matters
• Shopping needs
• Place-making experience
• Quality of life
• Talent attraction
• Neighborhoods
• Fiscal needs
• Washington State

Retail Planning Analytics
• Long-term needs
  – Need a vision
  – Understand community's place in regional markets and development patterns
  – Plan for role of retail in community
  – Fiscal balance
• Short-term needs
  – Feasibility
  – Market opportunities
  – Differentiate
  – Tactics
  – On-line retail competition

Contents

Planning for Retail
• Short-term and long-term needs
• Long-term
  • Need a vision
  • Understand community's place in regional markets and development patterns
  • Plan for role of retail in community
  • Fiscal balance
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Retail Matters

Washington State  
King County City of Seattle  

dollar amounts in millions

$15,100  
$1,200  
$895  
$591  

87% of all State taxes represented
Roughly 80% of all local taxes represented

2012 Public Revenues

Utilities Tax  
Gas Tax  
Business Tax  
Real Estate Excise  
Property Tax  
Sales Tax  

HOW WE SHOP: Sammamish retail trade area

Sammamish has two primary, grocery-anchored shopping centers, and a third center at Lakeside.

HOW WE SHOP: Taxable retail sales

Sammamish Retail Sales Per Capita

Development Feasibility: Actionable strategies and impacts

Additive Impact of Policy & Regulatory Alternatives

Market Rents adjusted for non-occupancy
Development Feasibility actionable strategies and impacts

Residual land value per s.f.

- Residual Value
- Incremental Value
- Market Value
- Development Value
- Projected Residual Value

1. Planning & Site Review
2. Market Analysis
3. Financial Analysis
4. Development Plan
5. Marketing Strategy
6. Construction

Residual Development: 30 sq/ acre (community parking) (low right)