

The logo graphic consists of a horizontal bar with a teal top section, a purple bottom section, and a central red section. The bar tapers to a point on the right side, with a green section at the top and an orange section at the bottom of the taper.

MAINSTREET SA

David West

Premier Retail Marketing

Curating the Mix

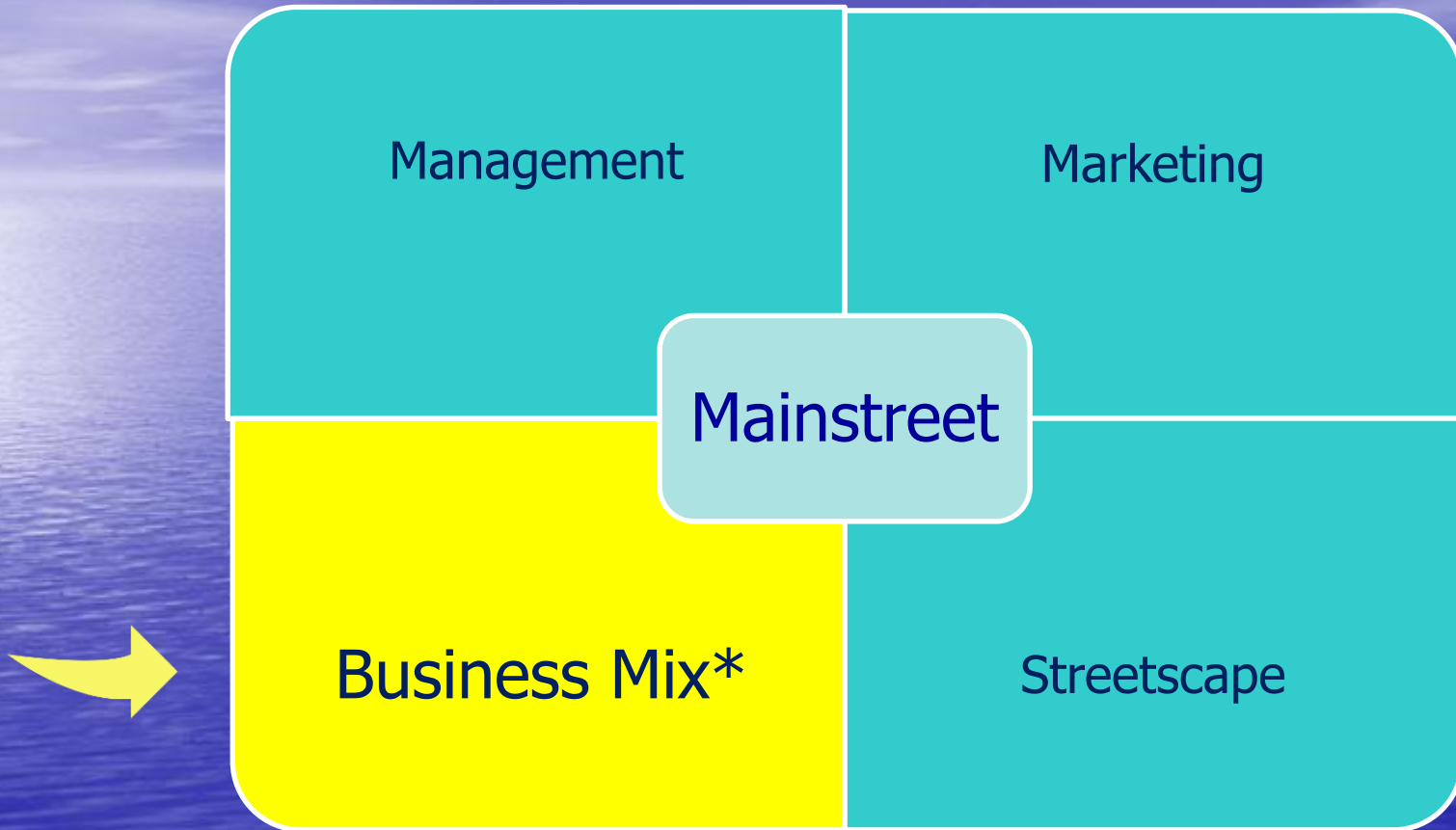
Curating the Mainstreet Business Mix

2021 MainstreetSA State Conference
David West

PRM.

My background

- Westfield Centre Management
- Rundle Mall Management
- City of Adelaide – City Retail Strategy
- Mainstreets, Cities, Towns consulting
- Worked in London 2011
- Research/consulting UK, USA, NZ



Why do shops close? Occupancy costs

Rent/costs are high

Sales are low

Lets look at a mainstreet business mix table

35%	SERVICES	Health, Medical, Hairdressers, Real Estate
26%	FOOD	Restaurants, Cafes, Retail, Bars, Pubs
8%	OFFICE	Work premises
7%	GENERAL	Auto, Pets, OP Shops, Mowers, Florists
6%	VACANT	Opportunities!
5%	FASHION	Womens, Mens, General, Childrens
5%	HOMEWARES	Tabletop, Gifts, Manchester
4%	LEISURE	Newsagent, Books, Music, Gaming
2%	ANCHOR	Supermarkets, Discount Dept Stores
1%	JEWELLERY	Jewellery, Gifts. Costume jewellery (high sales psqm)

Look at single owner shopping centres business mix

ADELAIDE		NEW ZEALAND	
REGIONAL SHOPPING CENTRE		REGIONAL SHOPPING CENTRE	
31%	Fashion	32%	Fashion
24%	Services	21%	Food
18%	Food	21%	Services
9%	Homewares	11%	Homewares
6%	Leisure	6%	Leisure
4%	Anchor	4%	Jewellery
4%	Jeweller	3%	Anchor
2%	General	2%	General
1%	Offices	1%	Offices
1%	Vacant	0%	Vacant

Privately owned and managed HIGH STREET

LONDON	
Marylebone High Rd (2021)	
40%	Fashion
19%	Food
17%	Services
10%	Leisure
6%	Homewares
2%	General
2%	Jewellery
1%	Anchor
1%	Offices
1%	vacant

Compare the two

LONDON	
Marylebone High Rd (2021)	
40%	Fashion
19%	Food
17%	Services
10%	Leisure
6%	Homewares
2%	General
2%	Jewellery
1%	Anchor
1%	Offices
1%	vacant

35%	SERVICES
26%	FOOD
8%	OFFICE
7%	GENERAL
6%	VACANT
5%	FASHION
5%	HOMEWARES
4%	LEISURE
2%	ANCHOR
1%	JEWELLERY

Challenges mainstreets face

- No key destinations/anchor/attractor stores
- Poor buildings on visible corner sites
- Blank walls/gaps lacking pedestrian interest
- Traffic flow that hard to navigate
- Poorly presented buildings/properties

How did it happen?

- Absentee landlords
- Covid shutdowns
- Property owners low expectations
- No theme or expectation to improve the mix
- No retail plan looking forward
- Passive stance – it's not up to us

Prime corners



Shopping centres are focussed

- One landlord
- Management
- Leasing executive
- Retail plan
- Detailed research
- Match the shops to the catchment area



The role of our mainstreet shops

- Convenience – food, dental, travel, services (local)
- Comparison – fashion, gifts, camping store
- Experience – cafes, restaurants, cinema

*Services & food are critical**



Research our catchment

- Where are our customers coming from?
- Catchment area demographics & spend
- Household expenditure & escape spending
- Trends – new residents moving in
- Surveys – users & non-users
- Customer perception of the mainstreet

Street audit

- How many shops in each **category**?
- What customers do they attract?
- Are they destination stores or need footfall?
- How are they trading?
- Corner sites – good/poor?
- Pedestrian circulation/crossings?



Shop categories

- How many fashion/food/jewellery shops?
- Are they clustered together?
- Project a perception of quality or success?
- Who do the shops appeal to?
- Are there vacancies, poor buildings nearby?

Champions

- What great businesses do we have?
- How can we promote them?
- Can we support their marketing?
- They benefit the whole street
- Gitanjali, York, Argo, Sunnys, Elcies, Hyde Park Bakery



Competitor audit

- What are our competitor's strengths?
- What are their weaknesses?
- How do we position ourselves against the competitors?
- HOW DOES THE **CUSTOMER** SEE US?

Trends

- Skilled workers looking to start a business (post covid i.e. chefs)
- Outdoor areas / Sense of place
- Click & collect parking spaces
- Mix is demand driven – marketing can increase demand

The next step

- Develop our retail plan
- Involve stakeholders
- Where are the gaps and opportunities?
- Select key sites that make a difference
- Vacancies are opportunities
- Zoning changes may be required
- Small steps – it will take time

Move it

Sinclair's,
Wellington
Manchester



Retailers can smell success!

- Quality shops
- Quality urban design
- Collective marketing is a bonus
- Success stories - evidence
- Partnerships/associations etc



Strategies

- Assign a staff member to the project?
- Involve Property Owners and Managers in the plan with regular communication.
- Involve Leasing agents in the plan by providing useful information such as vehicle counts, pedestrian counts and research.
- **Communicate!**

Strategies

- Generate positive marketing and publicity.
- Demonstrate **leadership** e.g. develop a key vacant corner site.
- Develop a vacancy opportunity list with square metre details, property owner and the desired use.

Disguise vacant shop windows



VIRTUAL
SHOPFRONTS

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***WE BRING POSITIVITY
BACK TO THE
HIGH STREETS....***



Strategies

- Use a Leasing Opportunities brochure, website, promotional CD and advertising.
- Utilise Leasing Agents to search, target, and approach the desired businesses.

BE IN ON IT PHILADELPHIA RETAIL

WHO WE ARE CONTACT US EMAIL SIGN UP

WHY PHILADELPHIA DEMOGRAPHICS RETAIL NEIGHBORHOODS SUCCESS STORIES AVAILABLE SPACE STARTING A BUSINESS NEWS

RETAIL NEIGHBORHOODS

"I love to wander around Philadelphia, down Walnut Street all the way down to the Delaware River... all those little streets, it's almost like being back in England."

Simon Doonan
Creative Ambassador-Al-Large,
Barney's New York

RITTENHOUSE SQUARE


WASHINGTON SQUARE

PARKWAY MUSEUMS

CONVENTION CENTER

OLD CITY

SOUTH STREET



Center City Philadelphia is a bustling patchwork of vibrant, diverse neighborhoods, with their own unique retail it eagerly waiting to be discovered by you.


[Need more](#)

Retail based websites

Top Ten Reasons: Why Adelaide City is right for your new business

Find out the top ten reasons why Adelaide City is the best location for your new business.


[READ OUR TOP TEN](#)



Business Success Stories: Growth in Adelaide

Adelaide City is full of business success stories from small start-up businesses that have grown to attract international attention and household names like Haight's Chocolates that started in one City location in 1915 and now have three thriving City businesses.

[FIND OUT MORE](#)



HOME ADELAIDE CITY CHOOSE A LOCATION LEASING CITY DEVELOPMENTS RESOURCES NEWS CONTACT US

RETAIL ADELAIDE CITY



ADELAIDE CITY THE RETAIL CAPITAL

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Take a Tour of our Website!



RETAIL
ADELAIDE CITY

THE '5 QUARTERS'



NORTH ADELAIDE

CITY WEST

CITY EAST

CITY SOUTH WEST

CITY SOUTH EAST

City East Quarter

The City East Quarter is the premier shopping district in the City with over 800 shops including 9 levels of department store shopping in David Jones and Myer. Target, Kmart, fashion designer brands, 15 arcades and centres in two important precincts Rundle Mall and Rundle Street, H&M, Sephora, Mecca, Gorman, Morrison, Tiffany, Ted Baker attract over 23 million shoppers and visitors per year.

The Mall, historic Adelaide Arcade, Regent Arcade, Rundle Place, Adelaide Central Plaza, Rundle Mall Plaza, Myer Centre and City Cross accommodate over 700 retailers and specialty shops in Rundle Mall while fashion boutiques and designers are clustered together in Rundle Street near the Palace Cinemas.

Unique business opportunities exist in these arcades and Gawler Place used by numerous City workers accessing the Mall shops, cafes and international food courts. North Terrace is the cultural boulevard of the City because the Art Gallery, State Library and SA Museum are located there alongside the University of Adelaide and the beautiful Adelaide Botanic Gardens. The National Wine Centre, Ayers House and Lot Fourteen the innovation hub and home to the Australian Space Agency are within walking distance of the Adelaide Zoo, a major destination for families. A new 326 room Crowne Plaza is located between North Terrace and Rundle Street.

Pirie Street is an up and coming street with new restaurants, small bars and offices opening there including Gaja Indian Brasserie, Abbots and Kinney, Osteria Oggi and Golden Wattle. The Telstra Offices and City of Adelaide offices are located on Pirie Street. South of Pirie Street is Flinders Street that links King William Street with Hutt Street and accommodates the Flinders Street Project, Messy Tomato, Blean Café, Santos Office and Peoples Choice Offices.



AVAILABLE SITES IN CITY EAST QUARTER

[FIND A SITE](#)



IN THE HEART OF THE EAST END

ESENEZER PLACE CITY EAST
CLOSE TO RUNDLE STREET
THE FOOD AND FASHION HUB
56 SQM RETAIL SPACE
Opposite a French Cafe
Storeroom, Kitchen etc
Neighbours - cafes and fashion businesses
Parking - Onstreet,
UPark, Centrepoint
BELLE PROPERTY - MATT LAZARUS



[Contact the Agent](#)



SEE THE NEW LOOK WITH A BALCONY

283 RUNDLE STREET
THE FOOD AND FASHION HUB
280 SQM RETAIL SPACE
Restaurant ready
Unique L1 dining outlook
Neighbours - popular restaurants
Parking - Onstreet,
UPark, Centrepoint
MARAS GROUP - ANDREW WHITE



[More information](#)



THE PERFECT OUTLOOK

HINDMARSH SQUARE
BETWEEN PIRIE ST & GRENFELL ST
226 SQM RETAIL SPACE
Features
Quality storefront
Ample parking in front of the store
Neighbours - Giant Cycles,
Travel Doctor
CBRE - JULIA POTTENGER



[Contact the Agent](#)

Search address or location

Theresa St, Stanley St, Woods St, Beyer St, The Parade, Elizabeth St, Church St, Margaret St, Cairns St, Bowen St, Mathilda St, Percival St, Portrush Rd, Hardy Lane, Wesley Lane, Wall St, Wall Pl, Queen St, George St, Austral Pl, Webb St, Henry St, The Parade

Commercial Real Estate


Price \$250 - \$400 per m2 (excl. GST)

Property Type Retail, Offices

Property Area 120 - 360

Parking 0

[More Information](#)



[Zoom to](#)

300ft

138.636 -34.922 Degrees

Location SA, DPTI

Commercial Real Estate for Sale or Lease

Options Filter by map extent Zoom to Clear selection Refresh

Ad ID	Offer Type	Property Type	Address	Property Area	Parking	Ad Url	Latitude	Longitude	Image_URL	Price
2016650311	For Sale	Development/Land	16 Goode Road, Ceduna	453	0	https://www.commer... goode-road-... ... 5400	-32.11844	133.6819	https://cre.domainsta... w1600-h1071-w800-... h400	Please conta

Why are shops doing well?

Sales are high

Rent is in proportion

Mainstreet Management (e-book)

- Chapter 9 Creating a better business mix - business mix development strategies
- Chapter 3 Factors for mainstreet success
- Websites:
www.premierretailmarketing.com.au
www.retailadelaidecity.com.au

