

# Lifestyle Retail Tour

May 11-13, 2005

Chicago/Cleveland & Washington/Charlotte

Summary Presentation to  
Development Services Committee  
June 24, 2008

# Purpose of the Tour

- Visit examples of Lifestyle centres in northern climate contexts
- Review leading best practice models for retail mixed use development
- Determine guiding principles for developing lifestyle centres

# Characteristics of Lifestyle Centres

- Outdoor retailing – not an enclosed mall
- Mixed-use, multi storey with residential/office over retail base
- Pedestrian oriented urban 'street' retail focus, usually supported by convenient curb side or angled parking along the 'street edge'
- Up scale market locations, generally higher end retailers
- Mix of nationals and local retailers to create a unique retail destination

# Characteristics of Lifestyle Centres

- High quality open space amenities, public art and programmable facilities
- High quality design, materials and street furniture
- Typically between 200 and 400 thousand square feet
- Compact, pedestrian friendly, based on structured parking from the outset

# Cleveland Chicago Tour



# Legacy Village Cleveland Area



# Legacy Village Cleveland Area





# Legacy Village

## Key observations

- Reliance on surface parking, not compact
- Too much variety in finish materials, could be simpler
- Good pedestrian focus on main street
- Mature trees and good landscaping including perimeter buffer
- Pedestrian connections constrained by fencing

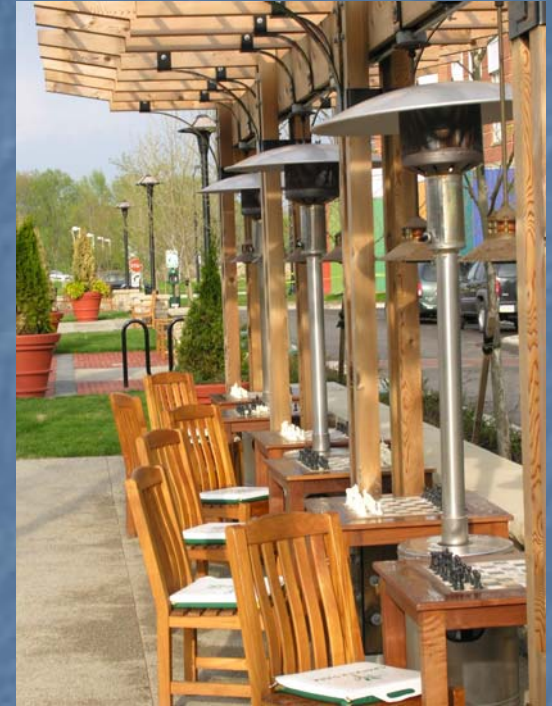


# Crocker Park Cleveland Area





# Crocker Park Cleveland Area



# Crocker Park

## Key observations

- Excellent pedestrian scale
- Good mix of uses including residential above ground floor retail
- Good overall ambience and main street character
- High quality landscaping treatment and materials



# The Glen Chicago Area



# The Glen Chicago Area





# The Glen

## Key observations

- A lack of visibility to main street from the major arterial
- Good mix of uses including residential above ground floor retail
- Good main street scale
- Good access off the minor arterial into the main street 'hub'
- Suburban road standards looked out of scale with the development
- Seemed to have heavy competition from nearby power centres



# Old Orchard Chicago Area





# Old Orchard Chicago Area



# Old Orchard

## Key observations

- Customers prefer surface parking to structures
- Retail is a mall concept not a main street environment
- Some areas of the retail underutilized from poor layout
- Kiosks in main shopping traffic areas a mistake
- There is no mix of uses, retail only
- Amenities package excellent
- No outdoor café seating to animate exterior



# Highland Park Chicago Area



# Highland Park Chicago Area





# Highland Park

## Key Observations

- Good retail mixed use infill into an established older suburban main street
- On street parking surrounding the infill
- Supported by major below grade parking facilities which are free
- Internal connections are pedestrian only
- Consistent high quality architectural treatment
- Mixed use buildings with residential and office above retail up to three storeys



# Charlotte Washington Tour

# Philips Place Charlotte Area



# Philips Place

## Key observations

- High quality main street environment with cinema and hotel anchors
- Mixed use with some residential above ground floor retail
- Separate office building on adjacent site should have been part of complex
- Good angled parking treatment separated by landscaping islands
- High quality landscaping but no on site programming places, good fountain and public art
- Relies primarily on surface parking around the perimeter of the retail
- No visibility into main street from parallel arterial



# Birkdale Village Charlotte Area



# Birkdale Village

## Charlotte Area



# Birkdale Village

## Key observations

- Excellent pedestrian scaled main street
- Curved street pattern encourages pedestrian movement
- Main street not visible from arterial, location is destination oriented retail
- Excellent controlled architectural treatments and streetscaping
- Curb side and angled parking along the retail edge and the central greenway
- Three storeys rental residential units above ground floor retail, office integrated into mixed use main street environment, big box out near main arterial
- High quality central landscaped greenway, amenity feature spaces actively programmed
- Road travel surfaces public, streetscapes and amenities privately owned and managed



# Clarendon Market Commons Washington Area



# Clarendon Market Commons

## Key Observations

- Urban infill off a main arterial, all privately owned and operated including rental apartments
- U-Shaped, one way retail street with central 'park' space is the focus
- Central space filled with amenities including fountains, pavilions and children's playground
- Retail supported by on street parking
- Office and residential above set back from retail frontage
- Parking structures accessed from retail street and surrounding road network
- Close access to transit
- Development has acted as a catalyst for area revitalization



# Pentagon Row Washington Area





# Pentagon Row

## Key Observations

- Hybrid retail complex
- Arterial oriented mixed use retail edge
- Retail and residential mixed use precinct focussed on a pedestrian only urban square open to the arterial
- Large format store and related retail served by surface parking linked to square
- Amenity package, materials and design elements not of significantly high quality
- Good relationship between outdoor café seating and retail edges

# Bethesda Row Washington Area





# Bethesda Row

## Key Observations

- Redevelopment and revitalization of an inner Washington suburban centre
- Reworked the facades of existing street into a retail main street
- Reformatted a large food store to have a street presence
- New infill mixed use buildings added with office and residential above retail
- Supported by on street parking and off street parking structures
- Regional bike trail runs through the core on a former rail alignment to connect to downtown

# Emerging Principles:

## Retail centres as a community focus

- The centre should have direct access from, or visual relationship to a major street
- The retail focus should have a pedestrian oriented, urban 'street' character
- The retail layout should promote pedestrian movement and circulation loops
- Urban 'street' retailing should be supported by convenient curb side parking
- The centre should have public amenity focal features and facilities that accommodate programmed activities
- The centre should have a mix of national and local retailers to create a unique community destination and retail experience
- Large format retail outlets should have a restricted ground floor footprint

- The centre should incorporate a mix of uses including institutional uses, offices and residential primarily in vertically mixed use buildings
- Upper residential floors should be set back to allow retail character to dominate
- The centre should be developed with architectural consistency, high quality urban design and material treatments
- The centre should be established with a structured parking location and phasing strategy in place and parking structures implemented from the outset
- The centre should have on-site management to ensure operating and maintenance quality and facilitate programming
- Residential tenure should be flexible to evolve from rental to ownership after retail stabilization



# Tour Organization

- 3 months total prep. time
- 4 weeks - administrative assistant to book hotel, flight etc and speakers at each site, binder preparation
- 4 days – extra admin. support for final bookings and tour binder prep.
- 4.5 weeks – senior planner researching and reviewing locations and obtaining local contacts

# Tour Organization (continued)

- 3 weeks – senior planner – presentations & reports
- 4 senior staff attend 3 ½ days
- 7 Councillors attend 3 ½ days
- Total Budget - \$38,000 (in 2005 dollars) – approx. \$25,000 spent