



Retail Makeovers

Top 10 Design Essentials for Relositionings

Your retail center's anchor is closing its doors and other tenants are considering relocating to a property with better amenities and higher traffic counts. Your focus is on finding a replacement as soon as possible.

As great as the challenge may be, this is an ideal time to reposition your center. Anchor tenants leaving a property present an opportunity to recreate your space, evaluate market demands and become more competitive. It allows you to gain a better understanding of your demographics, identify the right tenant mix, and be better prepared for the market turnaround.

Based on years of experience working with retailers and developers of all sizes, Perkowitz+Ruth Architects has compiled a list of the basics to assist you in this effort as quickly and cost-effectively as possible.

#1 - Evaluate What You've Got

Review and question existing conditions to evaluate what is viable. Consider adaptively reusing structural elements and materials to alleviate costs. Develop a strategic price point and a basic action list, enabling your architect to identify varying options.

#2 - Differentiate Between Repair and Replace

Once you have evaluated what must be changed, decide whether it really calls for a replacement or if it is just in need of repair. Can storefronts be refinished? Can light fixtures be modernized?

#3 - Consider Prefabricated Materials



Consider prefabricated or off-the-shelf items rather than custom pieces to stay within your budget. Not only will this save in cost of materials, but it will also save time and labor costs during installations.

#4 - Improve Public Spaces

No matter the size of the project people are drawn to activated spaces. Creating a sense of place is integral and does not have to be costly. Enhance the pedestrian experience by adding furniture, umbrellas, canopies, piped music, bike racks, paving, fountains or planters.



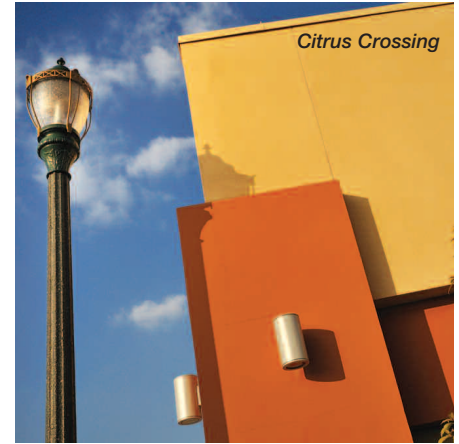
The type and variety of space should be reflective of the repositioning strategy.

#5 - Prioritize Signage, Lighting and Landscaping

Signage, lighting and landscape enhancements are the most valuable renovations you will make as they greatly impact perceptions. Make sure that wayfinding is clear and graphics are updated. Ensure that lighting is strategic. Landscaping should compliment the environment and not obstruct the visibility of tenants and signage. However, do not undervalue the benefit of mature and properly-maintained landscaping to enhance the guest experience.

#6 - Enhance Site Circulation

If your shopping center is not conducive to pedestrian access - change it. Find a way to create consistent circulation to connect all pieces. The intent should be to unify the center and create a single experience.



#7 - Focus on Varying Materials and a Rich Color Palette

Superficial enhancements make a strong statement on a lean budget. Use accents, textures, colors and patterns as appropriate. Paint is the least expensive and least labor intensive upgrade that can be performed. Find efficient, low-maintenance, local materials to compliment the aesthetic. Materials such as corrugated metal, sheet steel or cement board siding are all highly durable options.

#8 - Create Identity

Focus on effective signage and compliment it by adding an iconic element to create identity for the center. This effort does not have to be costly as iconic



materials can be attached to the existing structure without having to construct new parapets. Feature billboards and uplighting to elevate the sense of awareness without manipulating building heights.

#9 - Employ Natural Light

The more natural light present, the more guests enjoy the environment. Consider adding skylights to enclosed spaces and focus on storefronts. Higher storefronts allow more light and greater product exposure, but consider the positioning to avoid excessive heat exposure. Evaluate energy-saving alternatives for your center, such as solatubes that support daylighting and reduce the use of artificial light.

#10 - Incorporate Public Art

This often overlooked alternative can be one of your most effective tools. It can connect the community and help you gain the support of public agencies. Partner with the local school district to have



students paint tiles or commission a local artist to create a unique sculpture. The scale and cost of the effort can be relative to the budget.

The primary goal is to find a way to separate your property from the competition, so partner with varying consultants to go beyond these efforts. Program activities that appeal to your target demographic. Mobilize tenants to participate in special promotions. Work with the SBA to support qualified local small businesses. Regardless of the approach, take advantage of this opportunity to reposition yourself. **CC**

Perkowitz+Ruth Architects (www.prarchitects.com) has been working with client and tenant repositioning efforts for nearly 30 years. Our professionals understand that cost-effective design is essential. In addition to full scope architectural services, P+R offers a number of incremental services to help you find creative solutions, such as sustainable design, disabled access surveying and feasibility studies.