



**Placemaking with Retail
Thursday, May 4, 2017 – 7:30 P.M.**

Recap of Placemaking with Retail

a panel discussion with Steve Eimer of Related, Deke Hunter of Hunter-Storm, and James Chung of Cushman Wakefield, moderated by Edith Ramirez, Economic Development Director for Morgan Hill

Key points of the presentation:

- Successful retail in the future will increasingly depend upon good placemaking (e.g., will need to be part of a destination where people enjoy to go)
- Retail is an important component of placemaking and the two are closely linked
- The world of retail is very dynamic and constantly evolving. Do your best to anticipate the future, but also look for opportunities to be flexible (e.g, adaptable construction)
- Santa Clara has favorable retail market conditions in terms of current vacancy rates, household incomes, etc.
- The future of retail (placemaking) is increasingly urban and mixed-use
- Traditional shops are most impacted by internet sales and/or competition with big box convenience shopping, placemaking retail needs to focus on other activities.
- Density is helpful. Higher density allows for lower costs (triple net) and can allow lower rents to bring in a wider variety of tenants.
- Retailer's financial (health) and landlord's financials need to align. Think about how to enable a match.
- Establish a vision and give some direction, but avoid excessive regulation. Requirements like setbacks and build-to lines need to be flexible on a project-by-project basis. Avoid restrictions on types of retail.
- Every rule has an exception
- Clustering similar types of retail (e.g., art galleries, wine shops) can create a place with a unique identity that will be commercially successful.
- For El Camino, focus on specific locations as retail centers (or lining the entire corridor might work too).
- Details (trash, parking, etc.) matter, particularly to provide flexibility for changes in types of retail.
- Retail developers are starting to think about building parking garages that can be repurposed. Impact of self-driving cars, or other changes is unknown, but could come sooner than expected.
- Car is still king, but retail environments should be increasingly pedestrian-oriented
- Good to use roof space if possible.