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# RVMS Retail Landscape

— Context and Ideas —

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# Outline



## Context

- ❑ National retail scene
- ❑ Local level: 3 neighborhood nodes
- ❑ Population turnover
- ❑ Other competitive locations

## Ideas

- ❑ Insights
- ❑ Recommendations

# National retailers struggle

- ❑ Pool of national tenants is shrinking

2014 - 2016: averaged 9 retail bankruptcies per year.

1H 2017: 9 have been announced

Bankruptcies mean Investment firms bets not paying off

- ❑ Property owners:

If you have a vacant space, you're not alone. Landlords big and small are working hard to keep properties occupied.

Retail Bankruptcies as of March 23, 2017



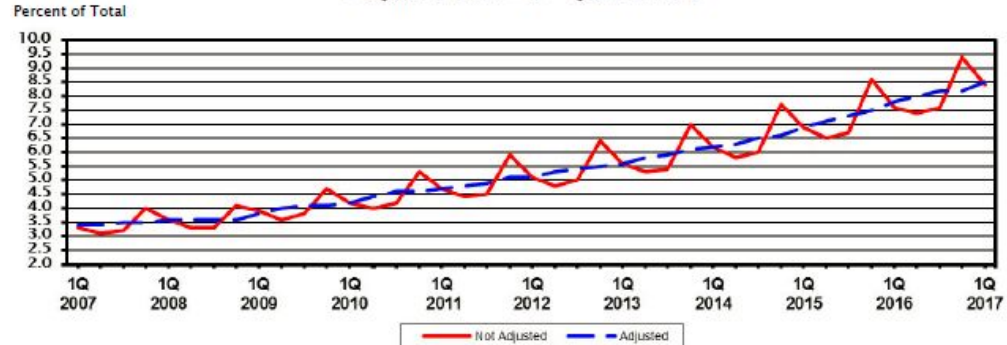
# Technology is changing habits

Hours Spent: 2003 v. 2015

	2003	2015	Change
Sleep	9.34	9.64	↑
Eating	1.21	1.18	↓
Household	1.83	1.84	↔
Shopping	0.81	0.75	↓
Leisure	5.11	5.21	↑
Work	3.69	3.53	↓

Online shopping

Estimated Quarterly U.S. Retail E-commerce Sales as a Percent of Total Quarterly Retail Sales:  
1<sup>st</sup> Quarter 2007 – 1<sup>st</sup> Quarter 2017



In 2014, 2015 :

- Food spending is up 2.4%, 3.9%
- Entertainment is up 9.9%, 4.2%

# Trends toward convenience and entertainment

## Convenience:

- Prescription
- Grocery
- Pet food
- Hardware

## Discount fashion:

- TJ Maxx
- Marshalls
- Old Navy

## Entertainment

- Restaurants
- Theaters



NATIONAL | RETAIL

Commentary

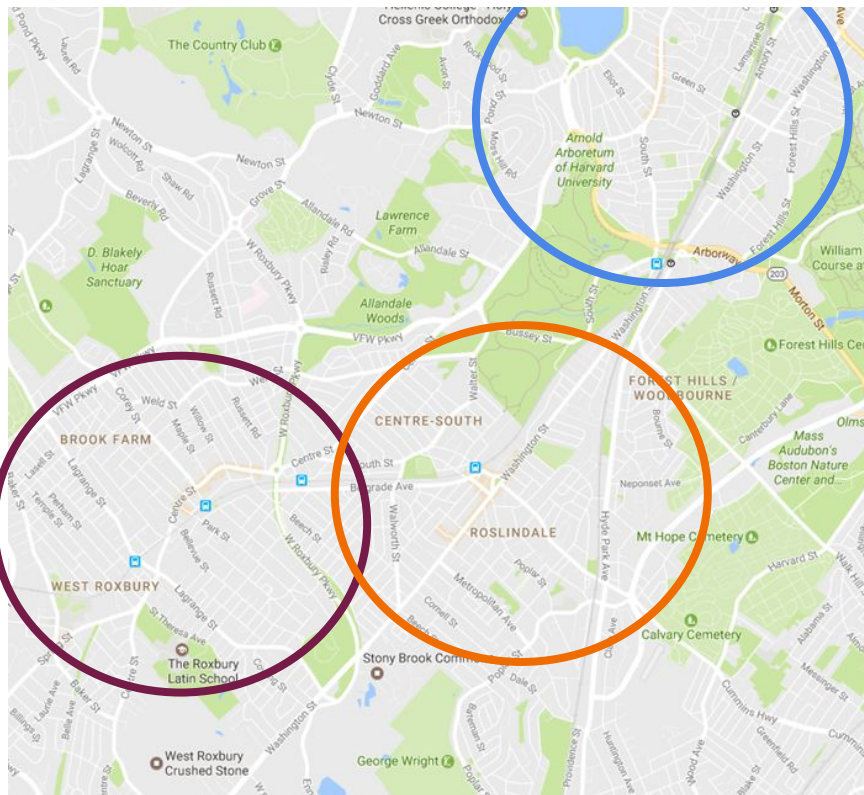
## The Future Of American Malls: Recreation Over Retail

MAY 10, 2017 | BY KEITH RUBENSTEIN

NEW YORK CITY—One of the most promising strategies that mall operators are developing to bring back shoppers calls for replacing anchor retail spaces with recreation, writes KidZania's Keith Rubenstein in this **EXCLUSIVE** commentary.



# Local level: 3 neighborhood nodes | Population 1 mile radius



## Jamaica plain

32,339; 2016-21 growth proj. 4.8%

## Roslindale

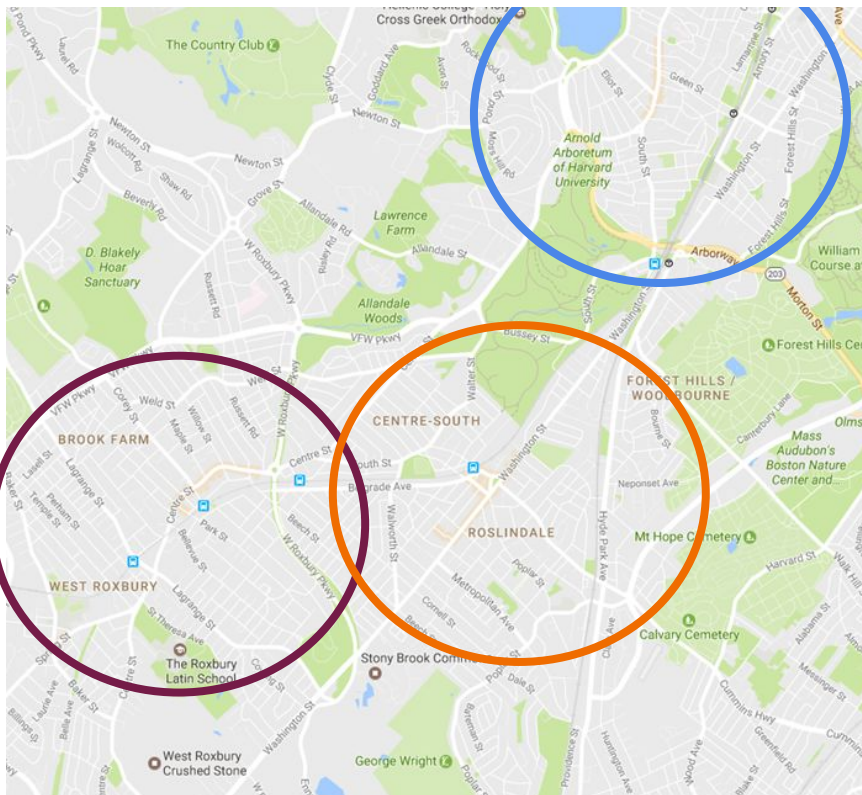
31,918; 2016-21 growth proj. 4.6%

## West Roxbury

25,849; 2016-21 growth proj. 6.0%

# Local level: 3 neighborhood nodes | Income

## 1 mile radius

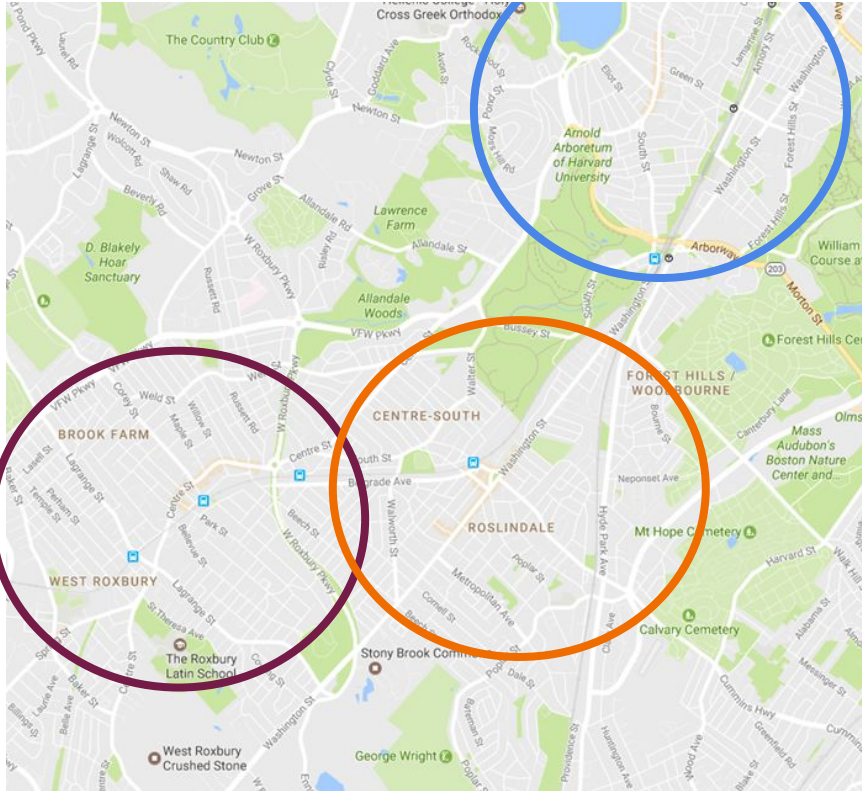


**Jamaica plain**  
\$78,532

**Roslindale**  
\$73,330

**West Roxbury**  
\$102,500

# Local level: 3 neighborhood nodes | Spend 1 mile radius



## Jamaica plain

Apparel: \$704 per person  
Entertainment: \$922 pp  
Food & Bev: \$3,328 pp

## Roslindale

Apparel: \$664 per person  
Entertainment: \$818 pp  
Food & Bev: \$2,985 pp

## West Roxbury

Apparel: \$765 per person  
Entertainment: \$1,060 pp  
Food & Bev: \$3,636 pp



# Home sales, new customers

Steady home sale flow

- Avg. of \$52.3 million last 5 years

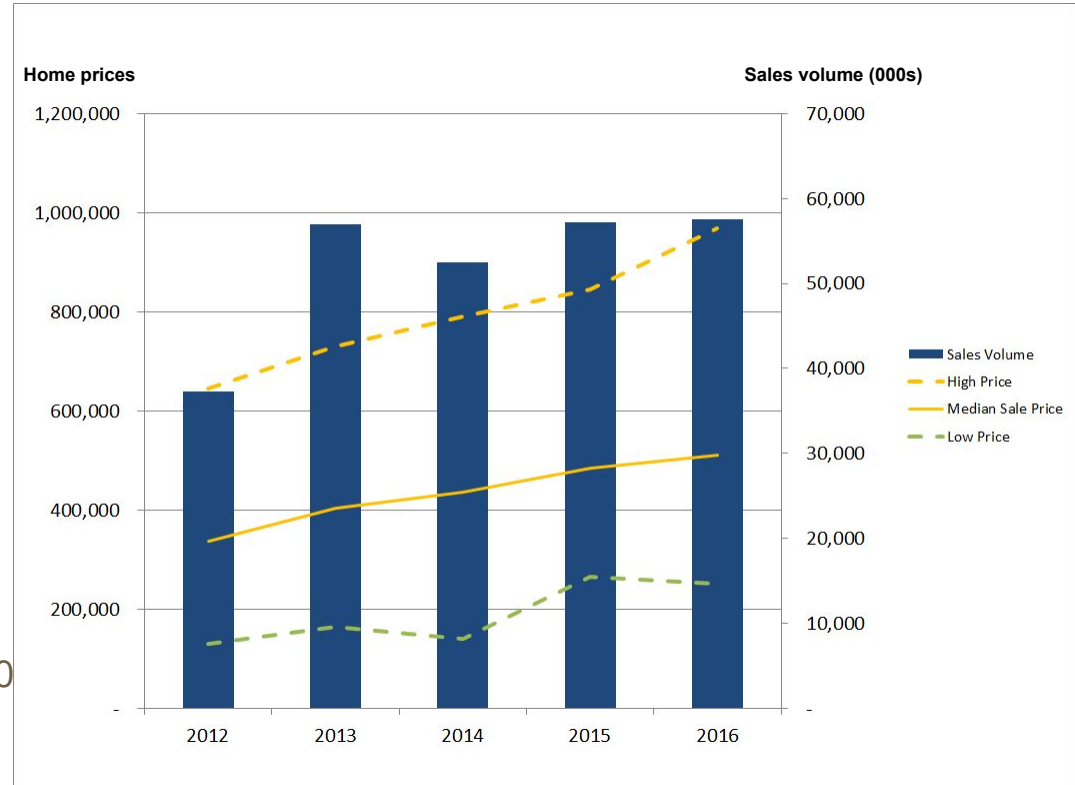
Median home price

- 2012: \$336,750
- 2016: \$510,000

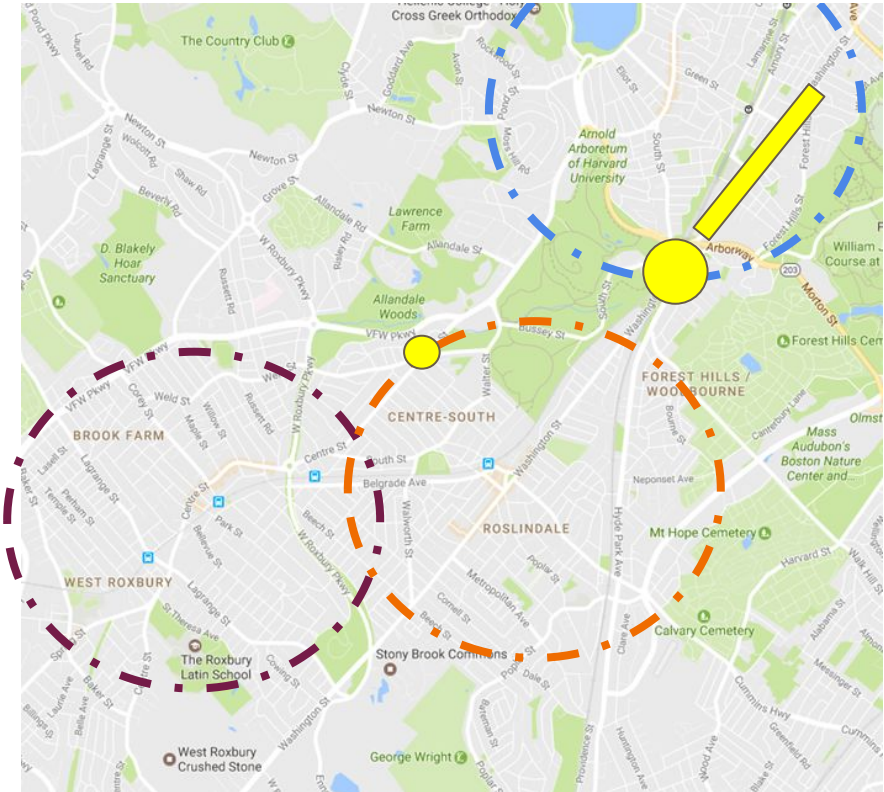
Upper end

- 2012: \$645,000
- 2016: \$969,000

2016 Median home price implies \$77,000 income



# Other notable nodes



## Emerging corridors

- Hyde Park & New Washington
- Washington Street (FH to Green Street)
- Centre Street & Weld Street

# Insights

- The scene in retail real estate is a challenge for landlords and tenants
- Customers are spending more time at home
  - Netflix and Amazon
- The industry answer: Shift to mix of convenience and entertainment
- Roslindale has a higher vacancy, but has solid income, population, and expenditure profile

# Opportunities and Considerations

## Long range

- Things to consider:
  - Second floor offices - let's rent them -- coworking or small business meeting space
  - Apartments and condo in the main streets district with limited retail
  - Wayfinding signage
  - Facade improvements
  - Missing uses (High-end consignment, arts, performance venue)

## Near term

- Work together -- Main Streets is here with you
- Focus on the customer experience--can't get that online or at home
- Coordinate hours: Open until 8:30pm Thursday night & 5pm on Saturday
- Pop-up program

A sepia-toned photograph of a city street scene. The street is lined with historic, multi-story buildings. On the left, a building has a sign that reads "RED-WARE DESIGN CITY BOOKS BEAUTY SHOP". Below that, a storefront for "REDSON CITY BOOKS" is visible. Further down, a sign for "STAIR GALLERY" is mounted on a building. Pedestrians are walking on the sidewalk, and several cars are driving on the street. The scene is captured from a low angle, looking down the street. The text "Thank you" is overlaid in the center of the image in a bold, orange font.

**Thank you**