



RETAIL SPACE *getting it right*

THE MOST COMPLEX OF RETAIL PROPERTY ISSUES CAN BE REDUCED TO A SIMPLE REALISATION, 'REMEMBER IT'S THE CUSTOMER'S NEEDS THAT HAVE TO BE CATERED FOR'.

Over the years I have been a franchisor, franchisee retailer and shopping centre developer, which has enabled me to see how a deal stacks up on all sides.

Ideally, everyone should be in a win/win position.

In the current ever changing and challenging retail environment both parties have to remember it's all about the customers.

There are my four commandments when dealing with retail space.

1. Access

Access to the centre/store for pedestrians

and cars should be obvious, easy and inexpensive.

Anything that makes it difficult for cars and consumers to enter the centre/store should be removed as they will decrease the customer count.

The idea of charging for parking in shopping centres is a difficult balancing act.

Parking should be free or the first 180 minutes free in suburban retail centres and cheaper for CBD shoppers.

It's OK to stop the park and riders but not at the expense of discouraging shoppers.

The other big no no's are steps in front of