

RETAIL LOCATION ALTERNATIVES

From Dunne et al. 2002

| | Distinctions | Advantages | Disadvantages |
|--------------------------------|---|---|--|
| CBD | Government zoned Independent parcel ownership | (Usually) high pedestrian traffic Public transportation (Usually) proximity to daytime population | (Usually) high rents (Usually) expensive parking (Usually) difficult logistics Uncontrolled access; fear of crime (Sometimes) central-city degradation |
| Shopping center or mall | Owned and developed by a single entity Anchor stores and a planned balance of “parasite” stores | Easy automobile access from residential clusters Free parking Controlled access; additional security | High rents (esp. for parasite stores) Mandated product selection, design, hours of operation |
| Strips | Usually owned and developed by a single entity | Between CBD & shopping center Moderate rents | Free but limited parking Less “special” or defined shopping experience |
| Secondary nodes | Government zoned Independent parcel ownership Central to some <i>part</i> of a metro area | | |
| Freestanding locations | Unplanned (but allowed by zoning) Not in proximity to other retailers | No proximate competition (Usually) lower rents Flexible operation Rely on store-side or public parking | No proximate complementary shops “Where are you?” |