

# RETAIL MARKETS

## SMARTCODE MODULE

PREPARED BY ROBERT J. GIBBS, ASLA, CNU-A

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*When a citizen left the privacy of his home, wishing to engage in public life, most likely he went to the agora.*

John Carroll

*I went to a general store but they wouldn't let me buy anything specific.*

Steven Wright

**RETAIL MARKETS SMARTCODE MODULE**

The Retail Markets Module provides goals to return neighborhoods, villages, towns and city centers to their historical role as the centers for commerce and trade in their respective regions. American towns and cities traditionally provided for the majority of their markets and offered a wide range of goods and services including groceries, hardware, apparel, and home furnishings, in small shops as well as at least one major department store. These stores contributed toward sustainable urban centers that allowed for residents to walk or have only a short drive for most of the goods and services that they desired or needed. In larger towns and cities, department stores were often hundreds of thousands of square feet, covering entire blocks.

Presently, shopping centers in sprawl areas capture the vast majority of the retail spending of most communities, resulting in an unsustainable land pattern. Urban residents must drive outside their neighborhood, village, town or city for most of their goods and services. This reverse trip often results in a lower quality of life for urban dwellers, while at the same time the locations of shopping centers and malls encourage people to move outside of towns and cities. Both tendencies support more sprawl.

However, due to demographic trends toward urban living, many leading retailers are now seeking urban locations to deploy new stores. They have designed flexible formats that can be adapted to historic buildings or smaller block grids. Downtowns and urban centers have an opportunity for rebirth as the center of commerce for their regions.

**ARTICLE 3. NEW COMMUNITY PLANS**

These sections activate the tables of this Module as regulatory, if desired.

**3.4 TRANSECT ZONES**

In order for a Retail type that is more intense than a Corner Store to occur in a T-4 zone, the Function designation must be changed from Limited to Open, or the language for Limited must be revised on Table 10. In the uncalibrated model SmartCode, the functional intensity is assigned as follows: T-2 and T-3 are Restricted, T-4 is Limited, and T-5 and T-6 are Open. Using the Function assignments for subzoning is a useful tool that was applied extensively in the Miami 21 transect-based code.

Alternatively, the larger Retail type may become its own higher T-zone.

**ARTICLE 3. NEW COMMUNITY PLANS****3.2 SEQUENCE OF COMMUNITY DESIGN**

- 3.2.3 Areas of Transect Zones (Section 3.4) shall be allocated within the boundaries of each Community Unit as appropriate to its type. The T-5 zones and T-6 zones, if present, shall occupy the most advantageous sites for a Retail Catchment as shown on Table X.
- 3.2.9 Special Requirements for the Public Frontage and Private Frontage shall be assigned to support Retail according to Table X. See Section 3.9.

**3.4 TRANSECT ZONES**

- 3.4.3 The T-4 General Urban Zone shall be considered for adjustment on Table 10 General Function to increase the intensity of its Mixed Use to Open Function. Such adjustment should be guided by the standards for Retail Catchments as shown on Table X.

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**RETAILER TYPE ALLOCATION**

This table categorizes the typologies of the shopping center industry with the appropriate Transect Zones. Several of these types have their own tables on following pages.

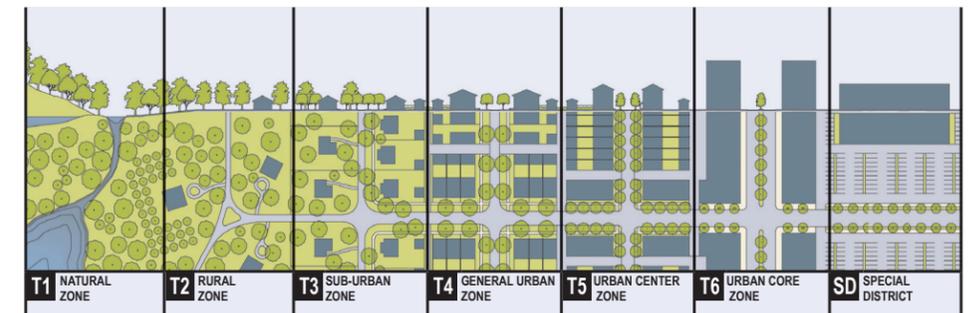
Most shopping centers fall into one of six primary proven typologies. Each type of center appeals to a distinct market segment and has a specific size, tenants, location criteria and site plan standards. Although there are always exceptions, centers that deviate from these industry standards and sizes are often considered risky and difficult to finance or lease. Therefore the industry terms are used here, although calibrators of the SmartCode may have other meanings for Neighborhood Center, Community Center, etc., that are not associated with retail. In the final assembled code, calibrators must take care not to use the same term for two different purposes.

The primary conventional shopping center types are: Corner Store, Convenience Center, Neighborhood Center, Community Center, Regional Center and Lifestyle Center or "Town Center."

The Lifestyle Center is intended to appeal to those who enjoy a traditional Main Street experience and are seeking specific national or regional chain specialty shops. However, most Lifestyle Centers do not include a mix of uses; they are strictly retail and are thereby threatened by conventional malls. They are unlike traditional Main Streets where there are apartments over shops and civic buildings on T-5 blocks, yet they have competed with them and harmed historic downtowns. Infill strategies for ailing Lifestyle Centers include adding complementary uses, i.e., residential and office in locations where there are transit connections to other communities. See the Sprawl Repair Module or the SR tables in the base SmartCode.

The T-zones allocated for Retail types in this Module indicate are those within which the retailer is best located for transit and walking access. The associated square footage that fits the context of that zone is adjusted along the Transect.

Municipality



	T1 NATURAL ZONE	T2 RURAL ZONE	T3 SUB-URBAN ZONE	T4 GENERAL URBAN ZONE	T5 URBAN CENTER ZONE	T6 URBAN CORE ZONE	SD SPECIAL DISTRICT
Seasonal Open Shed	▪	▪					
Corner Store		▪	▪	▪	▪	▪	▪
Convenience Center				▪ O	▪		
Neighborhood Center				▪ O	▪	▪	▪
Community Center					▪	▪	▪
Lifestyle Center					▪	▪	
Regional Center					▪	▪	▪
Discount Department Store						▪	▪
Warehouse Retailer							▪

▪ O - with Open Function designation

**CORNER STORE**

The smallest and most useful retail type, the Corner Store, ranges from 1500-3000 square feet. These small stores offer beverages, food and sundries that are needed on a regular basis by most households, workers and travelers. Beer, bread, cigarettes, prepared sandwiches, sundries and snacks represent the bulk of their sales. Corner stores may be specialty shops, such as bakeries or cafes, but this table applies to general stores. They primarily offer convenience over selection and value, and are often called convenience stores.

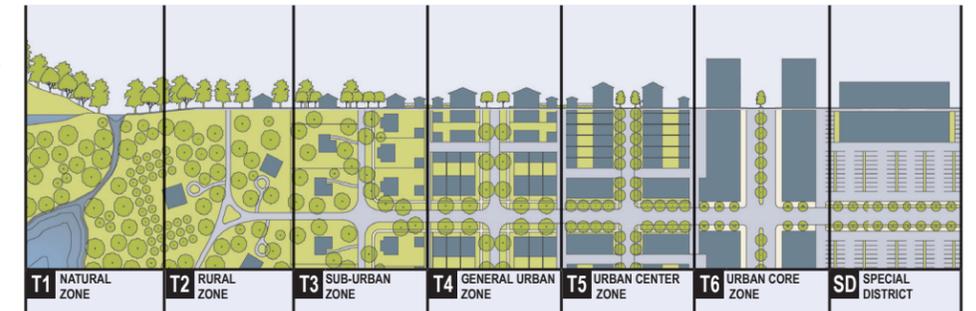
Corner Stores are ideally located along major local roads at the busiest entry to the neighborhood. However, in densely populated traditional communities, the Corner Store can be sustainable within the neighborhood when located along its primary street. The store also benefits if located adjacent to community buildings, parks and schools.

Approximately 1000 households are necessary to support the average Corner Store. This number can be reduced significantly if the store is located along a major road with 15,000 cars per day or more. Corner Stores that also sell gasoline are supportable with virtually no adjacent homes.

Important: Parking minimums for Special Districts in this module are based on conventional norms in the shopping center industry. The minimums in the base SmartCode and in the urban T-zones for this Module are lower because they assume nearby mixed use, walkable thoroughfares, transit-readiness, and shared parking strategies. It may be necessary to negotiate parking amount and type with the developers of retail within a TND or RCD. An understanding of the numbers to which they are accustomed in single-use contexts is helpful, as a starting point from which to reduce the parking requirements in new walkable communities and traditional downtowns. The SmartCode's Table 10 waives parking requirements for stores under 1500 sf in T-5 and T-6, to support mom-and-pop survival. The same waiver is entered into the tables of this Module.

Municipality

Single small-scale Retail business, standalone or part of a Mixed Use building, typically supplying a limited selection of food and sundries. Offers convenience instead of selection and value.



	T1 NATURAL ZONE	T2 RURAL ZONE	T3 SUB-URBAN ZONE	T4 GENERAL URBAN ZONE	T5 URBAN CENTER ZONE	T6 URBAN CORE ZONE	SD SPECIAL DISTRICT
<b>Location</b>	n/a	major crossroads	center of zone or main entry road	building corners	main street or B-Grid	B-Grid	major crossroads, major anchor
<b>Size</b>	n/a	1000 - 2000 sf	2000 - 3000 sf	1500 - 2000 sf	500 - 2500 sf	500 - 2500 sf	1000 - 2000 sf
<b>Building Type</b>	n/a	freestanding	freestanding	freestanding or attached	attached	attached	freestanding or attached
<b>Target Percent Capture of Catchment Market Potential</b>	n/a	20%	20%	20%	varies	varies	varies
<b>Catchment Area</b>	n/a	2 – 8 miles	0.5 – 1.0 miles	0.25 – 1.0 miles	1 – 5 blocks	1 – 5 blocks	varies
<b>Minimum Parking Amount spaces per 1000 sf</b>	n/a	4 – 6	4	4	3, waived for stores under 1500 sf	3, waived for stores under 1500 sf	5 – 8
<b>Parking Type</b>	n/a	surface	onstreet, rear surface	onstreet, rear surface	all types	all types	all types

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**CONVENIENCE CENTER**

Convenience Centers offer an array of goods and services geared towards the daily needs of the surrounding neighborhoods.

These centers are often anchored with a small specialty food market or pharmacy. Convenience Center tenants offer a limited balance of food, personal services and local offices.

Typical tenants may include a bagel store, bakery, bank, coffee shop, dry cleaners, financial services, florists, food market, ice cream, laundry center, mail center, package liquor, personal services, pharmacy, real estate offices or tailor.

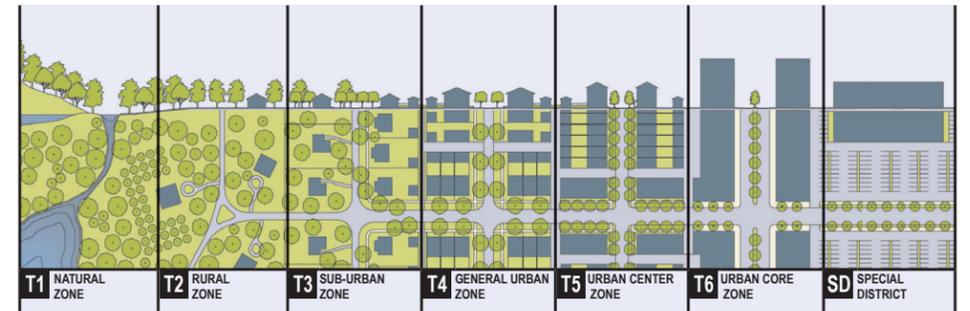
A Convenience Center needs about 2000 households to be supportable, or two TND neighborhoods. These centers must be located along a major road, ideally at the primary entry to both neighborhoods.

**SMARTCODE MODULE**

**CONVENIENCE CENTER**

Municipality

Non-anchored small-scale shopping center, typically no more than 30,000 sf. Supplies banking, carry-out foods, groceries, office, personal services, pharmacy, etc. Limited selection of goods and services located in a convenient setting.



	T1 NATURAL ZONE	T2 RURAL ZONE	T3 SUB-URBAN ZONE	T4 GENERAL URBAN ZONE	T5 URBAN CENTER ZONE	T6 URBAN CORE ZONE	SD SPECIAL DISTRICT
<b>Location</b>	n/a	n/a	n/a	primary neighborhood entry	main street or B-Grid	n/a	n/a
<b>Average size</b>	n/a	n/a	n/a	15,000 – 30,000 sf	10,000 – 15,000 sf	n/a	n/a
<b>Building Type</b>	n/a	n/a	n/a	attached	attached	n/a	n/a
<b>Target Percent Capture of Catchment Market Potential</b>	n/a	n/a	n/a	25%	20%	n/a	n/a
<b>Catchment Area</b>	n/a	n/a	n/a	0.25 – 1.5 miles	0.25 – 0.5 miles	n/a	n/a
<b>Minimum Parking Amount spaces per 1000 sf</b>	n/a	n/a	n/a	4	3, waived for stores under 1500 sf	n/a	n/a
<b>Parking Type</b>	n/a	n/a	n/a	onstreet, rear surface	onstreet, rear surface	n/a	n/a

The T-4 zone requires an Open Function designation to accommodate this Retail type. See Table 10.

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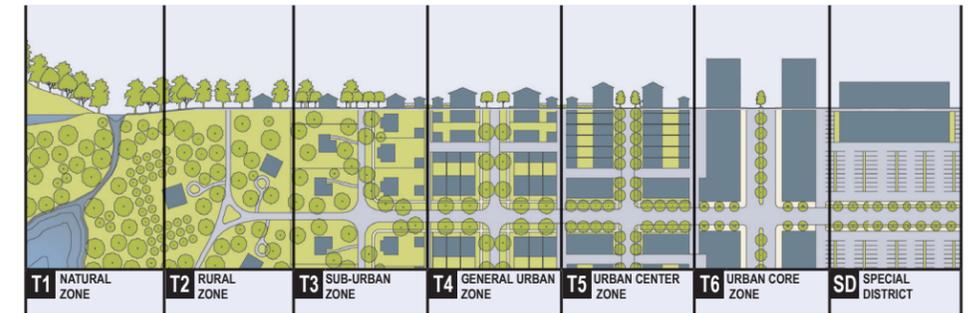
**NEIGHBORHOOD CENTER**

Anchored with a supermarket, Neighborhood Centers offer a full range of food and useful goods and services not available at smaller centers. The primary anchor is a full sized supermarket typically ranging from 45,000 to 60,000 square feet. This major anchor is the engine that supports most of the other smaller businesses, so much so that when a supermarket closes, many of the other tenants will immediately leave the center.

Neighborhood Centers generally require 6000 to 8000 households within their primary trade area. They are typically visited once or twice per week by most households living within a one- to two-mile radius. However, in very rural areas it is not unusual for residents to drive more than 50 miles weekly to visit a Neighborhood Center.

Municipality

A medium-scale shopping center anchored by a supermarket, typically with apparel, carry-out foods, coffee, cleaners, framing, florist, gifts, hardware, mail, personal services, office, pharmacies, restaurants, and/or shoes.



	T1 NATURAL ZONE	T2 RURAL ZONE	T3 SUB-URBAN ZONE	T4 GENERAL URBAN ZONE	T5 URBAN CENTER ZONE	T6 URBAN CORE ZONE	SD SPECIAL DISTRICT
<b>Location</b>	n/a	n/a	n/a	major crossroads	A or B-Grid	B-Grid	major Thoroughfare
<b>Total Center Size</b>	n/a	n/a	n/a	60,000 – 90,000 sf	30,000 – 60,000 sf	20,000 – 50,000 sf	80,000 – 150,000 sf
<b>Building Form</b>	n/a	n/a	n/a	attached	attached	attached	freestanding or attached
<b>Target Percent Capture of Catchment Market Potential</b>	n/a	n/a	n/a	30%	40%	50%	10-15%
<b>Catchment Area</b>	n/a	n/a	n/a	1 – 3 miles	6000 households	4000 households	5 – 7 miles
<b>Minimum Parking Amount spaces per 1000 sf</b>	n/a	n/a	n/a	4	3, waived for stores under 1500 sf	3, waived for stores under 1500 sf	5
<b>Parking Type</b>	n/a	n/a	n/a	onstreet, rear surface, deck	onstreet, rear surface, deck	deck	surface

The T-4 zone requires an Open Function designation to accommodate this Retail type. See Table 10.

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**COMMUNITY CENTER**

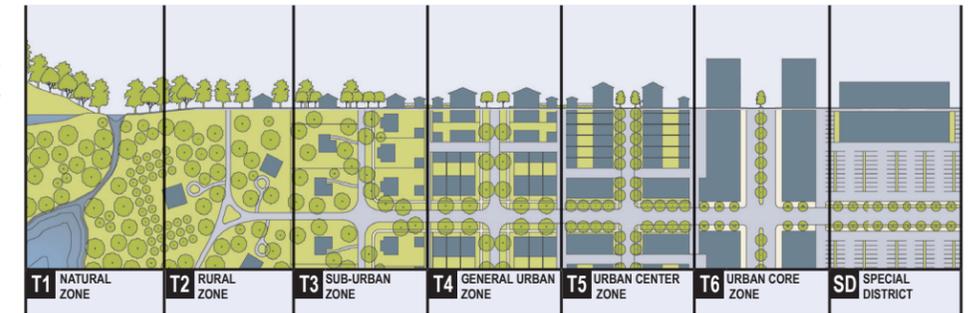
The backbone of the shopping industry, Community Centers are larger than Neighborhood Centers but often include the same tenants. Community Centers pull from a 3 to 6 mile trade area with a 50,000 or greater population.

The centers often include value department stores, home improvement centers, sporting goods, apparel, booksellers, pharmacies, restaurants and supermarkets. These centers are a challenge to plan in a pure new urban model, although plans using an A-B Grid quality format have proven acceptable by leading retailers, when demographics are favorable. See Section 3.9.1.a of the base SmartCode for A- and B-Grid Thoroughfare standards.

Some of these centers' retailers can be adapted to urban conditions, but others will require a separate Special District location.

Municipality

A medium-scale shopping center that includes one or more value-oriented anchor stores and/or a supermarket; typically with stores selling apparel, books, crafts, office supplies, pet supplies, and/or sporting goods, and restaurants.



	T1 NATURAL ZONE	T2 RURAL ZONE	T3 SUB-URBAN ZONE	T4 GENERAL URBAN ZONE	T5 URBAN CENTER ZONE	T6 URBAN CORE ZONE	SD SPECIAL DISTRICT
<b>Location</b>	n/a	n/a	n/a	n/a	A or B-Grid	A-Grid	major Thoroughfare
<b>Average Size</b>	n/a	n/a	n/a	n/a	100,000 – 250,000 sf	80,000 – 150,000 sf	150,000 – 350,000 sf
<b>Building Type</b>	n/a	n/a	n/a	n/a	attached	attached	freestanding
<b>Target Percent Capture of Catchment Market Potential</b>	n/a	n/a	n/a	n/a	20%	10%	varies
<b>Catchment Area</b>	n/a	n/a	n/a	n/a	3 – 6 miles	30,000 households	4 – 8 miles
<b>Minimum Parking Amount spaces per 1000 sf</b>	n/a	n/a	n/a	n/a	3, waived for stores under 1500 sf	3, waived for stores under 1500 sf	4
<b>Parking Type</b>	n/a	n/a	n/a	n/a	onstreet, rear surface, deck	deck	surface, deck

**LIFESTYLE CENTER**

The newest retail typology, Lifestyle Centers were created in an effort to offer upscale fashion and home furnishings centers without department stores. These open air centers were very successful for about ten years, attracting busy shoppers who seek specific favorite shops. The centers are built with and without streets; however, those with streets emulating a traditional Main Street experience tended to be more successful. As of this writing (June 2010), Lifestyle Centers that are purely retail are an endangered type. Developers have recently found that adding residential, office and civic uses to the Lifestyle format can increase traffic and improve overall performance. These new mixed use centers are often referred to as "Town Centers," although that name also appears on many retail-only centers.

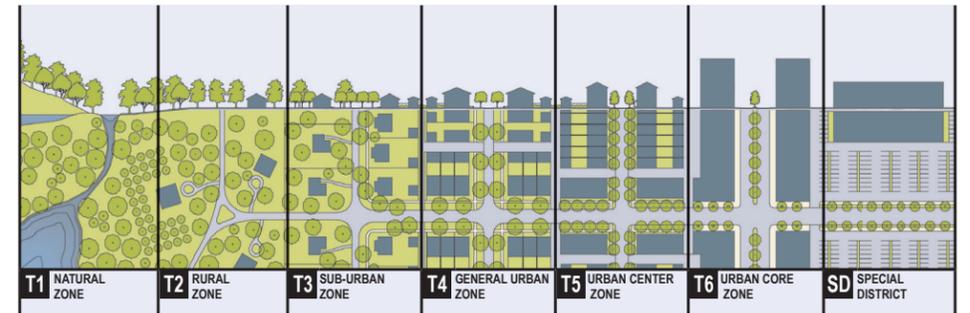
With a 4-6 mile trade area, Lifestyle Centers can squeeze into between Regional Centers or tight niche markets. Most retailers seek 75,000 households earning a minimum of \$75,000. per year.

However, the Lifestyle Center format also worked during its brief heyday for moderately priced retailers that have a broader consumer base. Although the Town Centers often closely parallel many principles of New Urbanism and the SmartCode's Intent section, they pose a potential threat to historic downtowns. The Town Center's "main street" collection of popular retailers and restaurants and its convenient parking and modern retail management techniques offer the shopper an experience that is perceived as "urban enough".

An unintended consequence of this new format is that they may cause more harm to historic downtowns than the earlier Regional Malls, since the Malls were such a contrast to the downtowns. Ideally these Lifestyle and Town Center shopping center formats should be woven into existing traditional downtowns, conforming with T-5 and T-6 contexts as allocated in this table.

Municipality

Medium-scale open air Retail center, typically focusing on specialty apparel, home furnishings, and entertainment. May include Office and Residential or be integrated into existing neighborhood as a Mixed Use main street.



	T1 NATURAL ZONE	T2 RURAL ZONE	T3 SUB-URBAN ZONE	T4 GENERAL URBAN ZONE	T5 URBAN CENTER ZONE	T6 URBAN CORE ZONE	SD SPECIAL DISTRICT
Location	n/a	n/a	n/a	n/a	A-Grid	A-Grid	n/a
Average Size	n/a	n/a	n/a	n/a	150,000 – 250,000 sf	200,000 – 350,000 sf	n/a
Building Type	n/a	n/a	n/a	n/a	attached	attached	n/a
Target Percent Capture of Catchment Market Potential	n/a	n/a	n/a	n/a	20%	10%	n/a
Catchment Area	n/a	n/a	n/a	n/a	50,000 households	75,000 households	n/a
Minimum Parking Amount spaces per 1000 sf	n/a	n/a	n/a	n/a	3, waived for stores under 1500 sf	3, waived for stores under 1500 sf	n/a
Parking Type	n/a	n/a	n/a	n/a	rear surface or deck	deck	n/a

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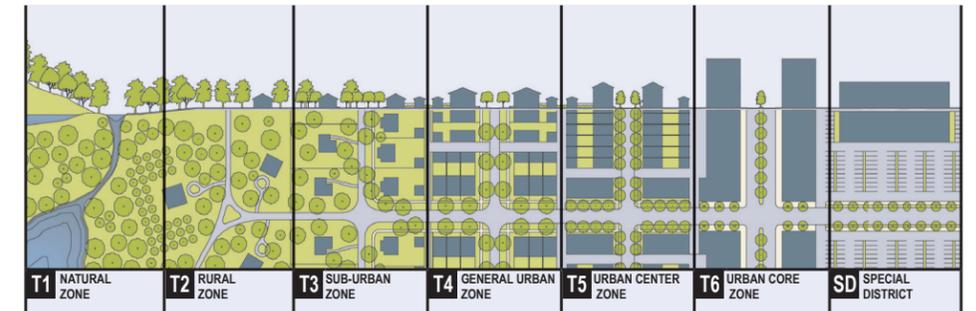
**REGIONAL CENTER**

Regional Centers typically focus on apparel and department store goods. The centers are always anchored with multiple full sized fashion department stores and often include 200,000-300,000 sf of inline shops and restaurants. The centers have an average trade area of 10 to 12 miles in conventional suburban densities, but if located in walkable, transit-connected urbanism the trade area would be counted in households.

The lead department stores determine when and where Regional Centers open, and often seek at least 150,000 persons living within the primary trade area. Recently, discount department stores have been welcomed to Regional Centers in response to consumer preferences and the consolidation of traditional department stores. Future Regional Centers should be located in Urban Centers and Urban Core zones as allocated on this table. Existing Special District centers should be considered for infill of complementary uses using Sprawl Repair techniques. See the Sprawl Repair Module.

Municipality

A large-scale downtown or mall serving a region, anchored by multiple mass merchant department stores, specialty apparel stores, and restaurants.



	T1 NATURAL ZONE	T2 RURAL ZONE	T3 SUB-URBAN ZONE	T4 GENERAL URBAN ZONE	T5 URBAN CENTER ZONE	T6 URBAN CORE ZONE	SD SPECIAL DISTRICT
<b>Location</b>	n/a	n/a	n/a	n/a	A-Grid	A-Grid	interstate highway
<b>Average Size</b>	n/a	n/a	n/a	n/a	150,000 – 250,000 sf	300,000 – 500,000 sf	1.0 – 3.0 million sf
<b>Building Type</b>	n/a	n/a	n/a	n/a	attached	attached	freestanding
<b>Target Percent Capture of Catchment Market Potential</b>	n/a	n/a	n/a	n/a	20%	25%	varies
<b>Catchment Area</b>	n/a	n/a	n/a	n/a	120,000 households	150,000 households	12 - 15 miles
<b>Minimum Parking Amount spaces per 1000 sf</b>	n/a	n/a	n/a	n/a	3, waived for stores under 1500 sf	3, waived for stores under 1500 sf	4
<b>Parking Type</b>	n/a	n/a	n/a	n/a	deck	deck	surface or deck

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**WAREHOUSE RETAILER**

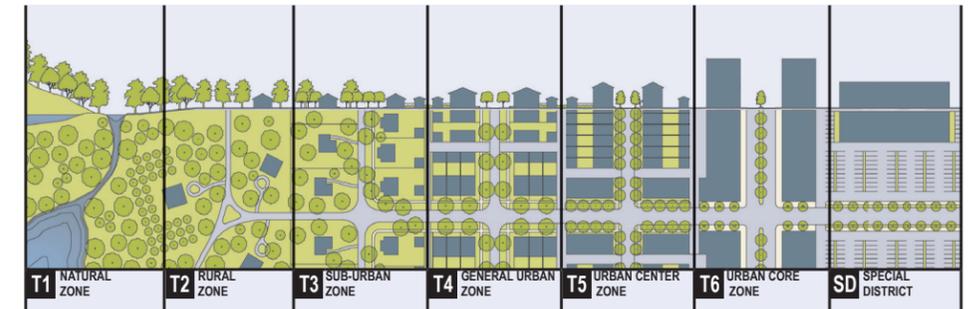
Warehouse Retailers are typically set apart from neighborhoods. The location is justified by their history as warehouses and factories in areas zoned Industrial, their enormous size, and/or their need for expansive loading areas. Anything from an "antique barn" to a major lumberyard may fall into this category. While a new Warehouse Retailer may be a justified "big box" isolated near the highway depending upon its contents, most retailers of this type should be brought into the T-6 zones or nearby industrial waterfronts of cities by way of adaptive reuse, if at all possible.

**SMARTCODE MODULE**

**WAREHOUSE RETAILER**

Municipality

Warehouse building(s) set apart from neighborhoods, typically with apparel, home furnishings, lumber, garden supplies, antiques/collectibles, sporting goods, electronics, equipment rentals, or vehicles.



Location	n/a	n/a	n/a	n/a	n/a	n/a	interstate or major Thoroughfare or industrial park 1 mile or more from CBD.
Average Size	n/a	n/a	n/a	n/a	n/a	n/a	100,000 – 200,000 sf
Building Type	n/a	n/a	n/a	n/a	n/a	n/a	freestanding
Target Percent Capture of Catchment Market Potential	n/a	n/a	n/a	n/a	n/a	n/a	20%
Catchment Area	n/a	n/a	n/a	n/a	n/a	n/a	5 – 7 miles
Minimum Parking Amount spaces per 1000 sf	n/a	n/a	n/a	n/a	n/a	n/a	4
Parking Type	n/a	n/a	n/a	n/a	n/a	n/a	surface

RETAIL MARKETS  
DEFINITIONS OF TERMS  
FOR ARTICLE 7

**Catchment Area:** the demographics and geographic area necessary to support a specific retailer or shopping type.

**Community Center:** a medium-scale shopping center typically between 150,000 and 350,000 square feet that includes one or more value-oriented anchor stores.

**Convenience Center:** a non-anchored small-scale shopping center, typically 30,000 square feet or less, that supplies goods and services to one or two surrounding neighborhoods.

**Corner Store:** a single small-scale Retail business, standalone or part of a Mixed Use building, typically supplying a limited selection of food and sundries. *See Table 10.*

**Lifestyle Center:** a medium-scale open air retail center, typically between 200,000 and 300,000 square feet. Lifestyle Centers typically focus on specialty apparel, home furnishings and entertainment, sometimes include Residential and Office, and are often designed to emulate the linear form and Frontage types of a traditional main street.

**Neighborhood Center:** a medium-scale shopping center typically between 60,000 and 90,000 square feet that includes a supermarket as an anchor, with numerous smaller retailers. The center typically serves 4-6 neighborhoods.

**Open Function:** designation of a Transect Zone for full Mixed Use as provided on Table 10.

**Regional Center:** a large-scale downtown or mall serving a region, typically between 500,000 and 1 million square feet, anchored by multiple mass merchant department stores, fashion specialty stores, and restaurants.