

Lifestyle Retail Tour

May 11-13, 2005

Chicago / Cleveland

&

Washington / Charlotte

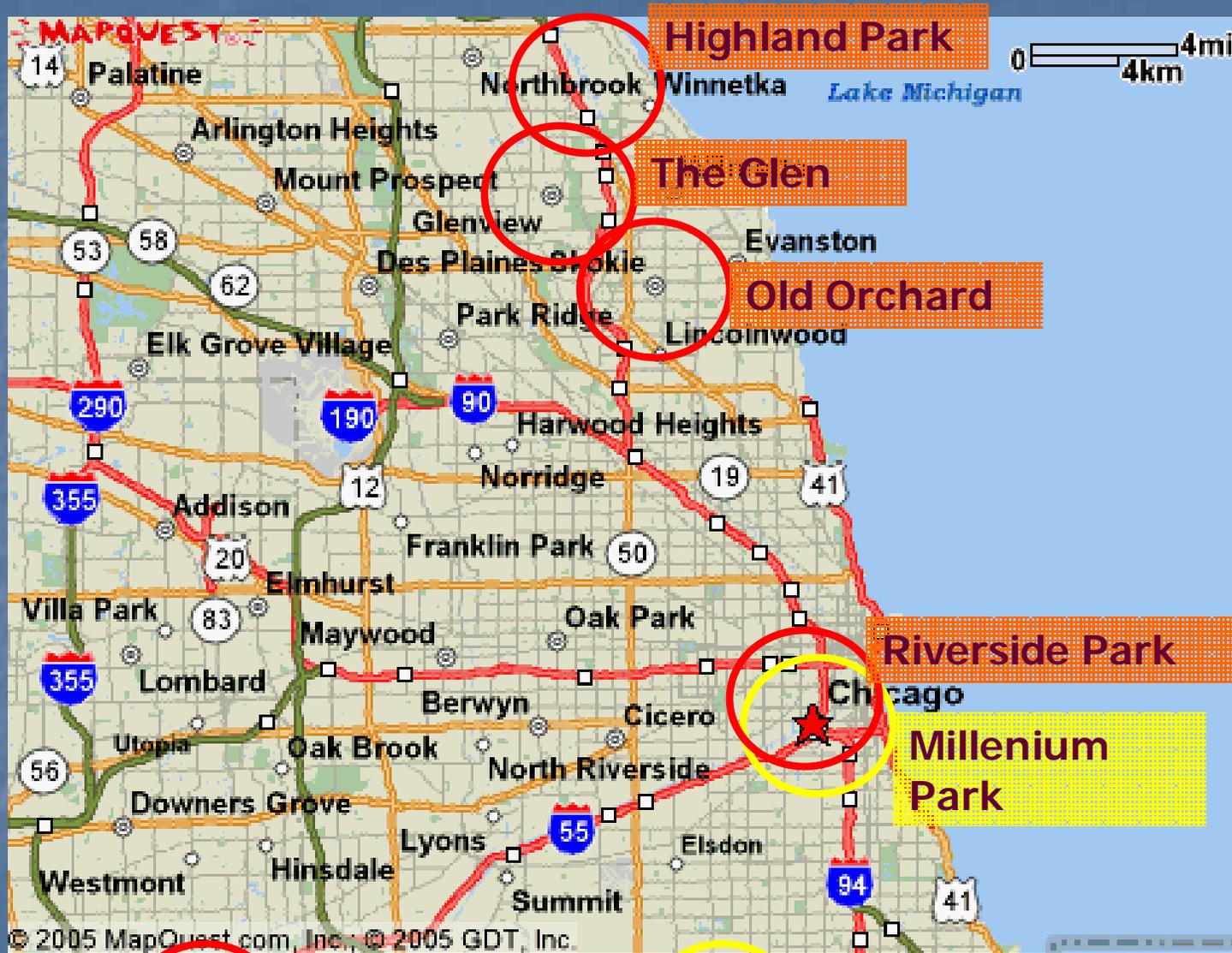
Purpose of the Tour

- Visit examples of Lifestyle centres in northern climate contexts
- Review leading best practice models for retail mixed use development
- Determine guiding principles for developing lifestyle centres
- Report findings and make recommendations to Council

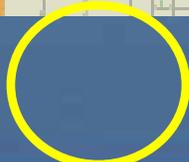
Cleveland Area



Chicago Area

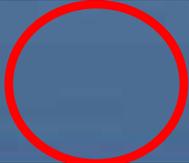
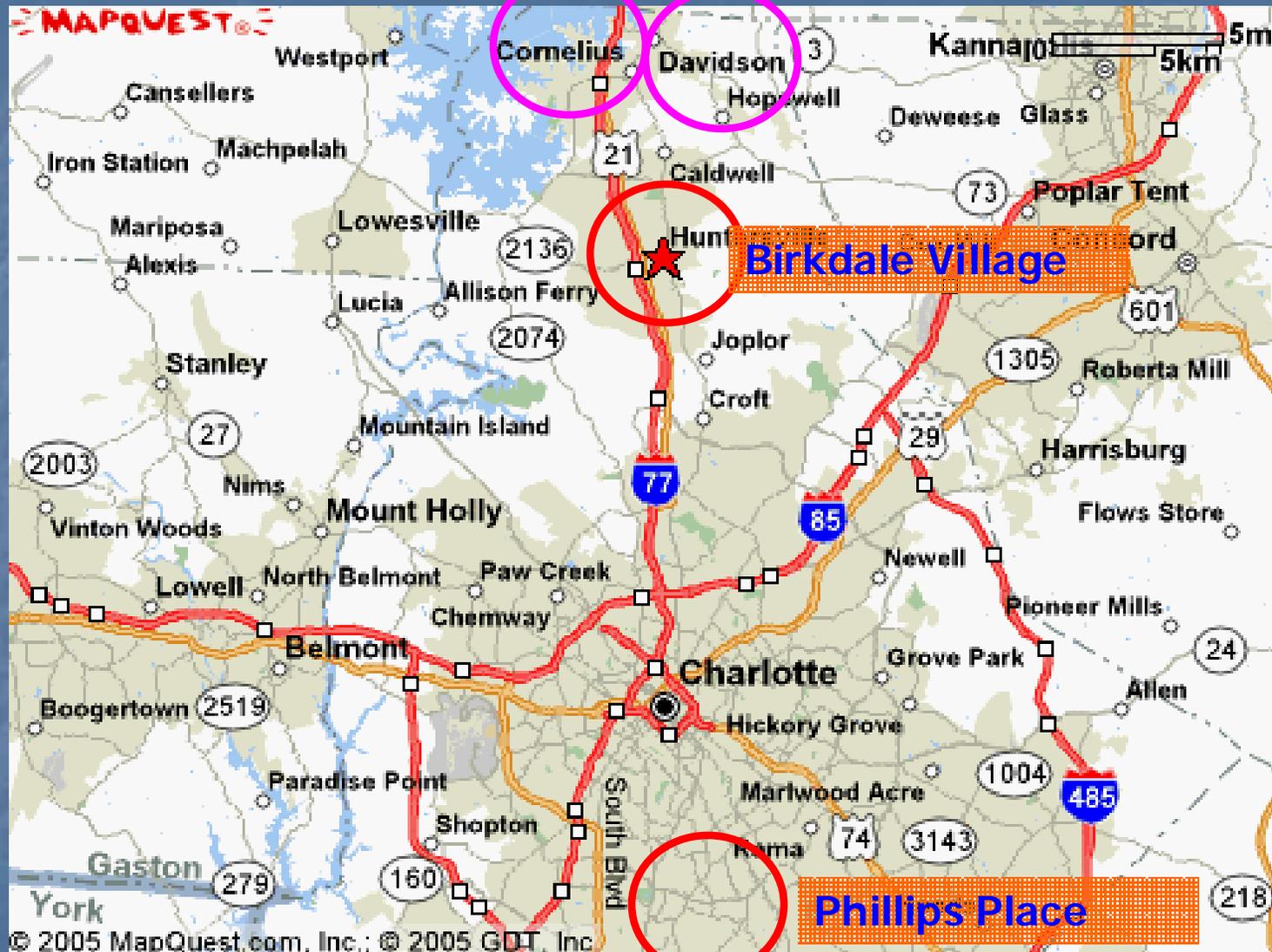


Mixed use



Other sites visited

Charlotte Area

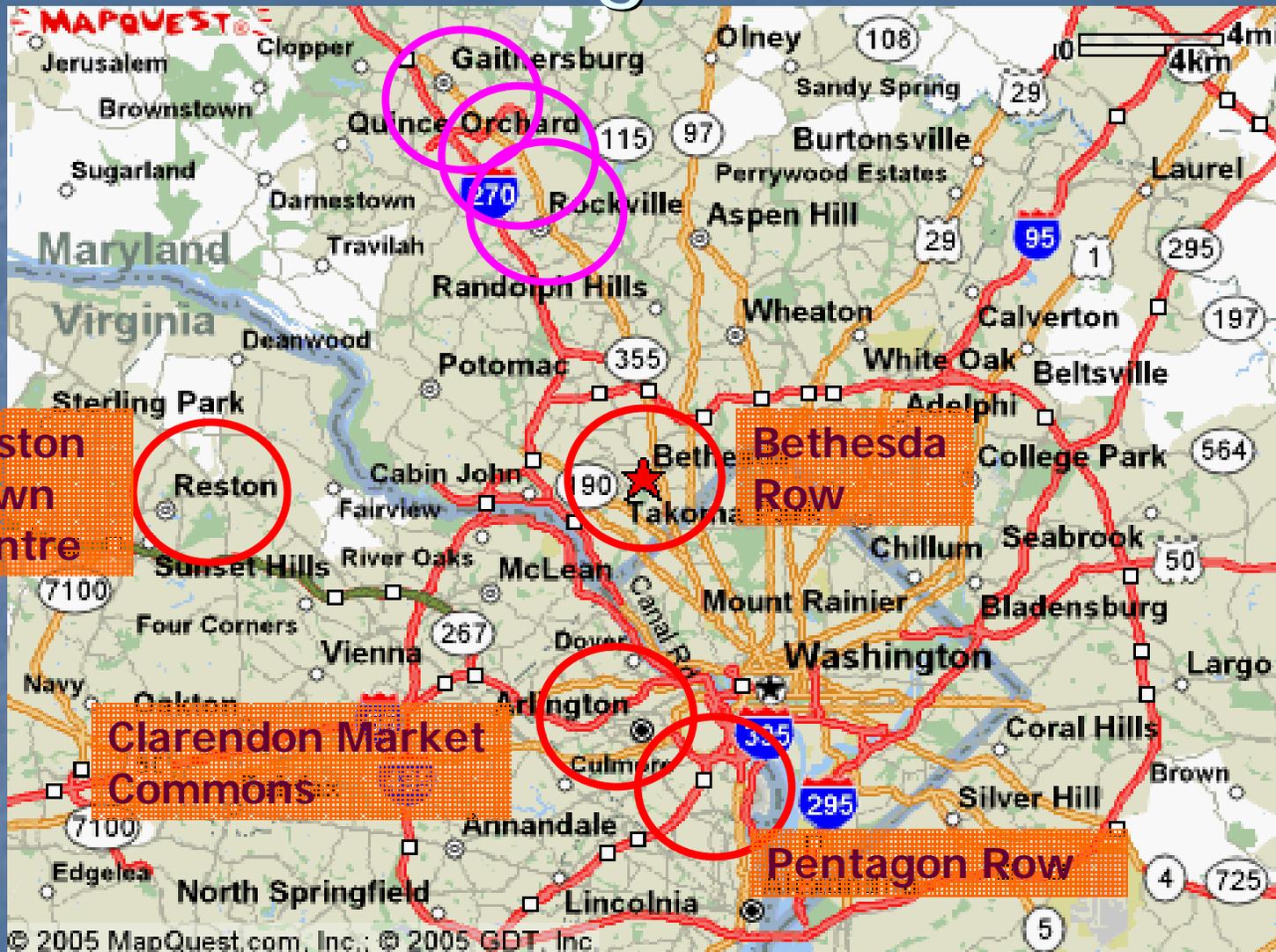


Lifestyle Centres



Other retail/ new urbanism sites

Washington Area



Lifestyle Centres



Other retail/
new
urbanism sites

Tour Groups

Cleveland/Chicago	Charlotte/Washington
Dan Horchik	Bill O'Donnell
Joe Virgillio	John Webster
Alex Chui	Valerie Shuttleworth
Khalid Usman	David Clark
Jim Baird	
Elisabeth Silva-Stewart	

Characteristics of Lifestyle Centres

- Outdoor retailing – not an enclosed mall
- Mixed-use, multi storey with residential/office over retail base
- Pedestrian oriented urban 'street' retail focus, usually supported by convenient curb side or angled parking along the 'street edge'
- Up scale market locations, generally higher end retailers
- Mix of nationals and local retailers to create a unique retail destination
- High quality open space amenities, public art and programmable facilities
- High quality design, materials and street furniture
- Typically between 200 and 400 thousand square feet
- Compact, pedestrian friendly, based on structured parking from the outset

Cleveland Chicago Tour

Legacy Village Cleveland Area



Legacy Village Cleveland Area



Legacy Village

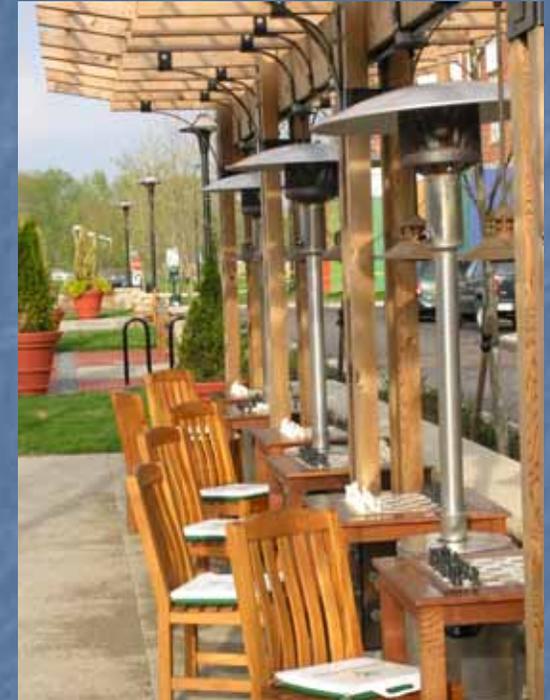
Key observations

- Reliance on surface parking, not compact
- Too much variety in finish materials, could be simpler
- Good pedestrian focus on main street
- Mature trees and good landscaping including perimeter buffer
- Pedestrian connections constrained by fencing

Crocker Park Cleveland Area



Crocker Park Cleveland Area

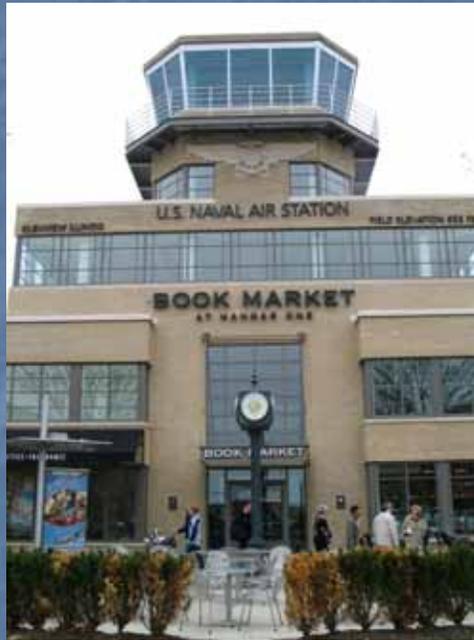


Crocker Park

Key observations

- Excellent pedestrian scale
- Good mix of uses including residential above ground floor retail
- Good overall ambience and main street character
- High quality landscaping treatment and materials

The Glen Chicago Area



The Glen Chicago Area



The Glen

Key observations

- A lack of visibility to main street from the major arterial
- Good mix of uses including residential above ground floor retail
- Good main street scale
- Good access off the minor arterial into the main street 'hub'
- Suburban road standards looked out of scale with the development
- Seemed to have heavy competition from nearby power centres

Old Orchard Chicago Area



Old Orchard Chicago Area



Old Orchard

Key observations

- Customers prefer surface parking to structures
- Retail is a mall concept not a main street environment
- Some areas of the retail underutilized from poor layout
- Kiosks in main shopping traffic areas a mistake
- There is no mix of uses, retail only
- Amenities package excellent
- No outdoor café seating to animate exterior

Riverside Park Chicago Area



Riverside Park Chicago Area



Riverside Park

Key observations

- Good overall concept and plan
- Most of parking provided below grade
- The densities seemed too high in some areas of the plan
- Scepticism of a proposed 'rain garden' concept to process storm water
- Mandatory affordable housing to be provided, however partly off site
- Low water table had an impact on infrastructure placement and building construction

Highland Park Chicago Area



Highland Park Chicago Area



Highland Park

Key Observations

- Good retail mixed use infill into an established older suburban main street
- On street parking surrounding the infill
- Supported by major below grade parking facilities which are free
- Internal connections are pedestrian only
- Consistent high quality architectural treatment
- Mixed use buildings with residential and office above retail up to three storeys

Charlotte Washington Tour

Philips Place Charlotte Area



Philips Place

Key observations

- High quality main street environment with cinema and hotel anchors
- Mixed use with some residential above ground floor retail
- Separate office building on adjacent site should have been part of complex
- Good angled parking treatment separated by landscaping islands
- High quality landscaping but no on site programming places, good fountain and public art
- Relies primarily on surface parking around the perimeter of the retail
- No visibility into main street from parallel arterial

Birkdale Village Charlotte Area



Birkdale Village Charlotte Area



Birkdale Village

Key observations

- Excellent pedestrian scaled main street
- Curved street pattern encourages pedestrian movement
- Main street not visible from arterial, location is destination oriented retail
- Excellent controlled architectural treatments and streetscaping
- Curb side and angled parking along the retail edge and the central greenway
- Three storeys rental residential units above ground floor retail, office integrated into mixed use main street environment, big box out near main arterial
- High quality central landscaped greenway, amenity feature spaces actively programmed
- Road travel surfaces public, streetscapes and amenities privately owned and managed

Reston Town Centre Washington Area



Reston Town Centre

Key Observations

- High quality, urban main street, defined by high density mixed use buildings focus of the centre
- Parking structures line parallel streets, loss in urban quality on secondary streets
- Main public square, glass cover to rink in winter, stage in summer, programmed events
- High quality streetscape materials, small tower elements identify central public amenity area
- Location of plaza, sidewalk design responds to climate, sun
- End of main street buffered from main arterial

Clarendon Market Commons Washington Area



Clarendon Market Commons

Key Observations

- Urban infill off a main arterial, all privately owned and operated including rental apartments
- U-Shaped, one way retail street with central 'park' space is the focus
- Central space filled with amenities including fountains, pavilions and children's playground
- Retail supported by on street parking
- Office and residential above set back from retail frontage
- Parking structures accessed from retail street and surrounding road network
- Close access to transit
- Development has acted as a catalyst for area revitalization

Pentagon Row Washington Area



Pentagon Row

Key Observations

- Hybrid retail complex
- Arterial oriented mixed use retail edge
- Retail and residential mixed use precinct focussed on a pedestrian only urban square open to the arterial
- Large format store and related retail served by surface parking linked to square
- Amenity package, materials and design elements not of significantly high quality
- Good relationship between outdoor café seating and retail edges

Washingtonian Centre Washington Area



Washingtonian Centre

Key Observations

- Suburban open centre focused on L-shaped main street, bend encourages pedestrian circulation
- Main street not visible from arterial network
- Incorporates three large format retailers
- Restricted ground floor area forced two storey format for Target store
- Structured parking integrated into street
- Main street retail supported by on street parking
- Tight streetscape creates compact urban feel
- Main street extended with pedestrian link across lake feature to adjacent retail and entertainment area
- No mixed use, all private ownership

Kentlands Washington Area



Kentlands

Key Observations

- Local community retail centre focussed on a green common
- Linked to a more traditional one storey shopping centre through an office building site
- Mixed use with primarily residential above, some service office, three storeys total
- Streets branching off the central green have a somewhat artificial feel
- Shopping centre has a sterile feel, shopping streets not well proportioned
- Not a good interface between the back of the Kentlands main streets and shopping centre surface parking lots

King Farm Town Centre Washington Area



King Farm Town Centre

Key Observations

- Local community retail centre focus of a comprehensive planned community
- Main street supported by on street parking, balance provided in pockets of surface lots distributed around the perimeter
- Surface lots visible to surrounding residential, would benefit from structured parking and liner use interface
- Large food store on property but not part of main street
- Main street is mixed use with office and residential above up to three or four storeys
- Good scale and proportion to the street and use of consistent high quality materials

Bethesda Row Washington Area



Bethesda Row

Key Observations

- Redevelopment and revitalization of an inner Washington suburban centre
- Reworked the facades of existing street into a retail main street
- Reformatted a large food store to have a street presence
- New infill mixed use buildings added with office and residential above retail
- Supported by on street parking and off street parking structures
- Regional bike trail runs through the core on a former rail alignment to connect to downtown

Emerging Principles:

Retail centres as a community focus

- The centre should have direct access from, or visual relationship to a major street
- The retail focus should have a pedestrian oriented, urban 'street' character
- The retail layout should promote pedestrian movement and circulation loops
- Urban 'street' retailing should be supported by convenient curb side parking
- The centre should have public amenity focal features and facilities that accommodate programmed activities
- The centre should have a mix of national and local retailers to create a unique community destination and retail experience
- Large format retail outlets should have a restricted ground floor footprint

- The centre should incorporate a mix of uses including institutional uses, offices and residential primarily in vertically mixed use buildings
- Upper residential floors should be set back to allow retail character to dominate
- The centre should be developed with architectural consistency, high quality urban design and material treatments
- The centre should be established with a structured parking location and phasing strategy in place and parking structures implemented from the outset
- The centre should have on-site management to ensure operating and maintenance quality and facilitate programming
- Residential tenure should be flexible to evolve from rental to ownership after retail stabilization

Next Steps:

- Ongoing:
 - Work with commercial developers across Town to identify opportunities for reformatting large scale retail projects
- Fall 2005:
 - Staff Report with Recommended Principles and Guidelines