

The Brick & Mortar Game

*Presented to:
Madras, OR*



CIVILIS CONSULTANTS

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ACKNOWLEDGEMENTS



GRATITUDE





AREAS OF FOCUS

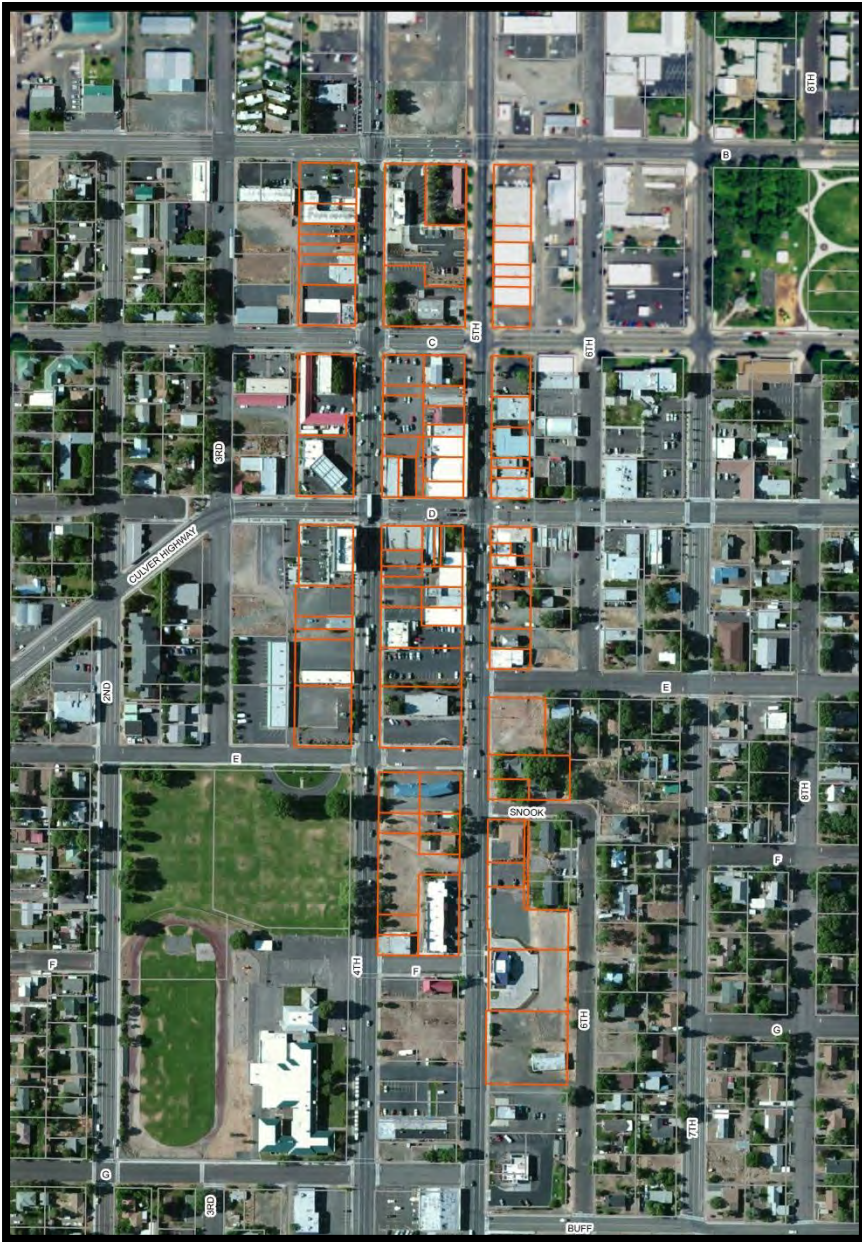
- ❑ *The Stages*
- ❑ *The Big Three... Plus One*
- ❑ *Adjacencies*
- ❑ *Parking*



AREAS OF FOCUS

- ❑ *The Stages*
- ❑ *The Big Three... Plus One*
- ❑ *Adjacencies*
- ❑ *Parking*

DOWNTOWN DISTRICT CHARACTERISTICS



STAGES OF DISTRICT GROWTH

- Emerging
- Transition
- Mature

STAGES OF DISTRICT GROWTH

➤ Emerging

➤ Transition

➤ Mature

EMERGING



EMERGING



EMERGING



EMERGING



EMERGING



EMERGING



EMERGING



STAGES OF DISTRICT GROWTH

➤ Emerging

➤ Transition

➤ Mature

TRANSITION



TRANSITION



TRANSITION



TRANSITION



TRANSITION



TRANSITION





TRANSITION

TRANSITION



TRANSITION



USED TO BE SIMILAR



STAGES OF DISTRICT GROWTH

➤ Emerging

➤ Transition

➤ Mature

MATURE



MATURE



MATURE



MATURE



MATURE



MATURE





MATURE



MATURE

MATURE



MATURE

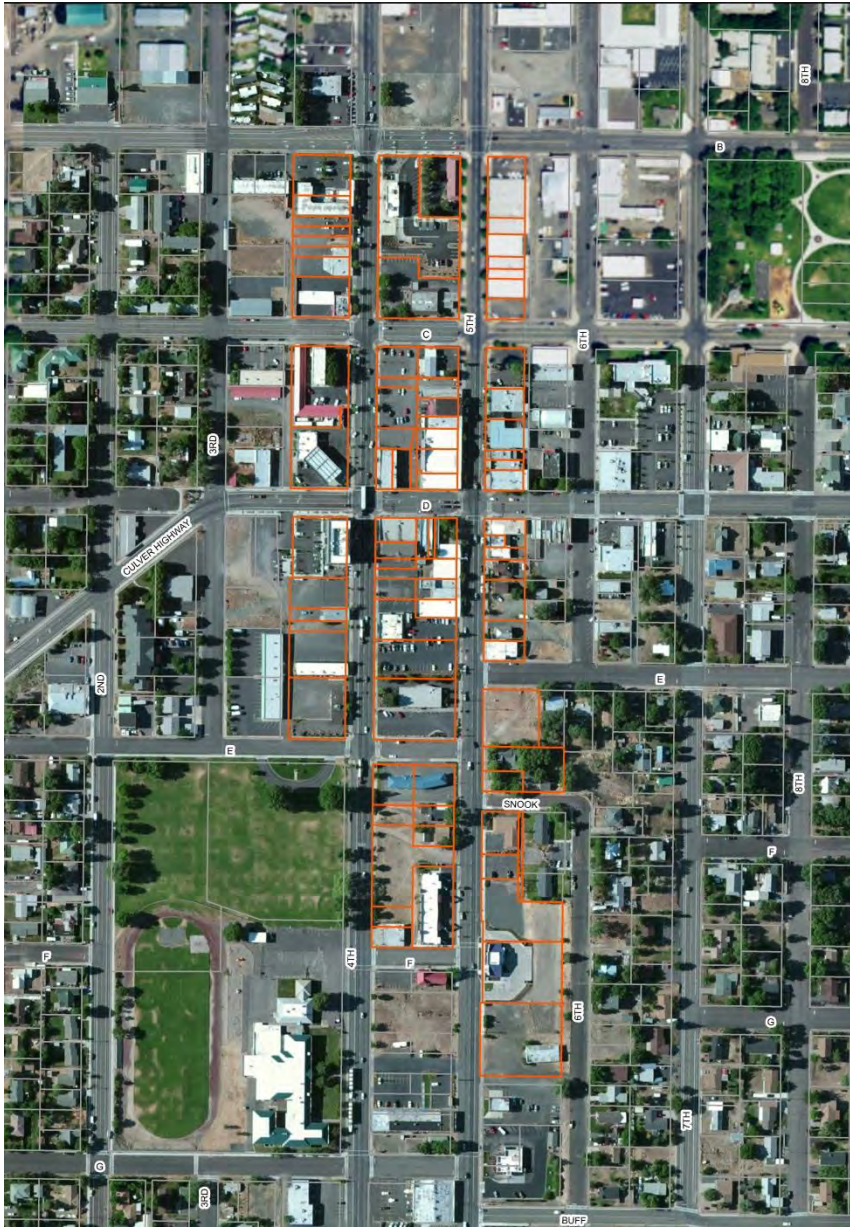
MATURE



STAGES OF DISTRICT GROWTH

- Emerging
- Transition
- Mature

LATE TRANSITION/MATURE



DOWNTOWN CHARACTERISTICS

- ❖ Encourage Smaller Lot Development
- ❖ Buildings at Sidewalk, Next to One Another
- ❖ Continuity (few vacant lots/parking lots)



DIFFICULT TO LEAPFROG

STAGES OF DISTRICT GROWTH

- ❖ Emerging = *Adaptive Reuse*
- ❖ Transition = *Small Infill New Construction*
- ❖ Mature = *Larger Infill New Construction*

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- The Big Three... Plus One*
- Adjacencies*
- Parking*

THE BIG THREE... PLUS ONE

➤ Lighting

➤ Windows

➤ Sidewalks

plus

➤ Parking Lots

THE BIG THREE... PLUS ONE

➤ **Lighting**

➤ Windows

➤ Sidewalks

plus

➤ Parking Lots

LIGHTING





THE WHITE DRESS
Bridal Boutique

Hours
Monday - Friday
11:00 - 7:00
Saturday
10:00 - 6:00
Sunday
12:00 - 5:00

LIGHTING

❖ Natural Light



LIGHTING: NATURAL LIGHT



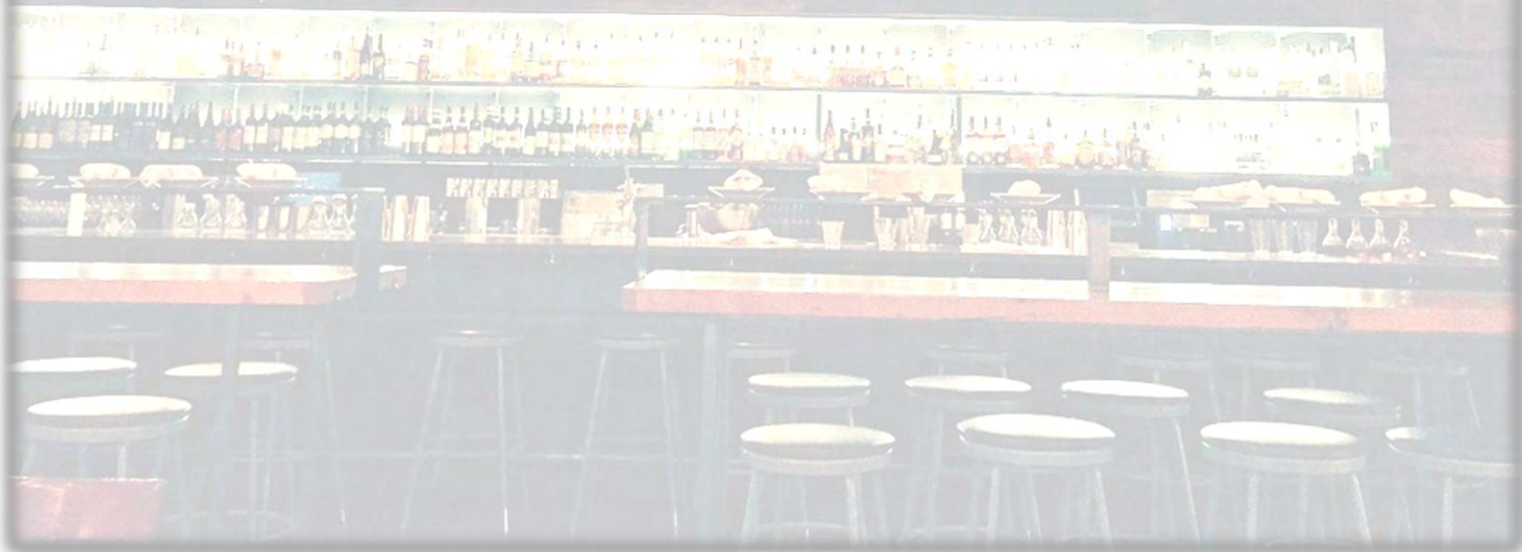
LIGHTING: NATURAL LIGHT



LIGHTING

❖ Natural Light

❖ General Light



LIGHTING: GENERAL LIGHTING



LIGHTING: GENERAL LIGHTING



LIGHTING

❖ Natural Light

❖ General Light

❖ Spot/Product Light

LIGHTING: PRODUCT/SPOT



LIGHTING: PRODUCT/SPOT



LIGHTING

❖ Natural Light

❖ General Light

❖ Spot/Product Light

❖ Window Light

LIGHTING: WINDOW LIGHT



LIGHTING: WINDOW LIGHT



LIGHTING: WINDOW LIGHT



LIGHTING: WINDOW LIGHT



LIGHTING: WINDOW LIGHT



LIGHTING: WINDOW LIGHT



LIGHTING: WINDOW LIGHT



THE BIG THREE... PLUS ONE

➤ **Lighting**

➤ Windows

➤ Sidewalks

plus

➤ Parking Lots

THE BIG THREE... PLUS ONE

➤ Lighting

➤ **Windows**

➤ Sidewalks

plus

➤ Parking Lots

WINDOW STORIES

**CUSTOMERS MUST
FEEL DIRECT
RELATIONSHIP TO
WHAT IS VISIBLE**

WINDOWS

❖ Can I see your windows?

CAN I SEE YOUR WINDOWS?



WINDOWS

- ❖ Can I see your windows?
- ❖ Can I see in your windows?

CAN I SEE IN YOUR WINDOWS?



CAN I SEE IN YOUR WINDOWS?



CAN I SEE IN YOUR WINDOWS?



WINDOWS

- ❖ Can I see your windows?
- ❖ Can I see in your windows?
- ❖ Are your windows merchandised well?

ARE WINDOWS WELL MERCHANDISED?



WELL MERCHANDISED?



WELL MERCHANDISED?



civilis

Brick & Mortar

SOMETIMES LESS IS MORE!



WINDOWS

- ❖ Can I see your windows?
- ❖ Can I see in your windows?
- ❖ Are your windows merchandised well?
- ❖ Do your windows change often?

DO THEY CHANGE FREQUENTLY?



DO THEY CHANGE FREQUENTLY?





Holland America Line
A Division of Royal Caribbean

Caribbean & Mexico

Holland America Line
A Division of Royal Caribbean

Panama Canal

the world revealed



DO THEY CHANGE FREQUENTLY?



KEEP IT FRESH!

WINDOW: 1 x Per Month



WINDOWS

- ❖ Can I see your windows?
- ❖ Can I see in your windows?
- ❖ Are your windows merchandised well?
- ❖ Do your windows change often?

YES!!!

THE BIG THREE... PLUS ONE

➤ Lighting

➤ Windows

➤ **Sidewalks**

plus

➤ Parking Lots

SIDEWALKS

**SHOW.
DON'T TELL!**

SIDEWALKS



SIDEWALKS



SIDEWALKS



SIDEWALKS



SIDEWALKS



SIDEWALKS



SIDEWALKS



SIDEWALKS



SIDEWALKS



SIDEWALKS



SIDEWALKS



SHOWCASE PEOPLE





SHOWCASE PEOPLE

THE BIG THREE... PLUS ONE

➤ Lighting

➤ Windows

➤ Sidewalks

plus

➤ **Parking Lots**

PARKING LOTS

SHOW UR BUSINESS

VIRGINIA GARCIA MEMORIAL HEALTH CENTER



MEDICAL USE/COMMUNITY GARDEN



PARKING LOTS

SHOW UR BUSINESS
SHOW PEOPLE

SHOWCASE PEOPLE



PARKING LOTS: SHOW ACTIVITY



PARKING LOTS

SHOW UR BUSINESS

SHOW PEOPLE

SHOW ACTIVITY

PARKING LOT: SHOW ACTIVITY!



PARKING LOT: SHOW ACTIVITY!



PARKING LOT: SHOW ACTIVITY!



PARKING LOT: SHOW ACTIVITY!



THE BIG THREE... PLUS ONE

➤ Lighting

➤ Windows

➤ Sidewalks

plus

➤ Parking Lots

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LEVERAGE ADJACENCIES



LEVERAGE ADJACENCIES



DOWNTOWN IS LIKE A STORE

Buildings=Fixtures

Businesses = Products

LEVERAGE ADJACENCIES

- Physical Adjacencies
- Emotional Adjacencies

LEVERAGE ADJACENCIES

- **Physical Adjacencies**
- Emotional Adjacencies

PHYSICAL ADJACENCIES



PHYSICAL ADJACENCIES



PHYSICAL ADJACENCIES



LEVERAGE ADJACENCIES

- Physical Adjacencies
- **Emotional Adjacencies**

EMOTIONAL ADJACENCIES



AGRICULTURAL EMOTIONAL ADJACENCIES



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MORE PARKING

BUILDINGS



TENANTING



RETAIL EXECUTION



STREET GRID





RELATIONSHIPS

LACK OF PEDESTRIAN AMENITIES



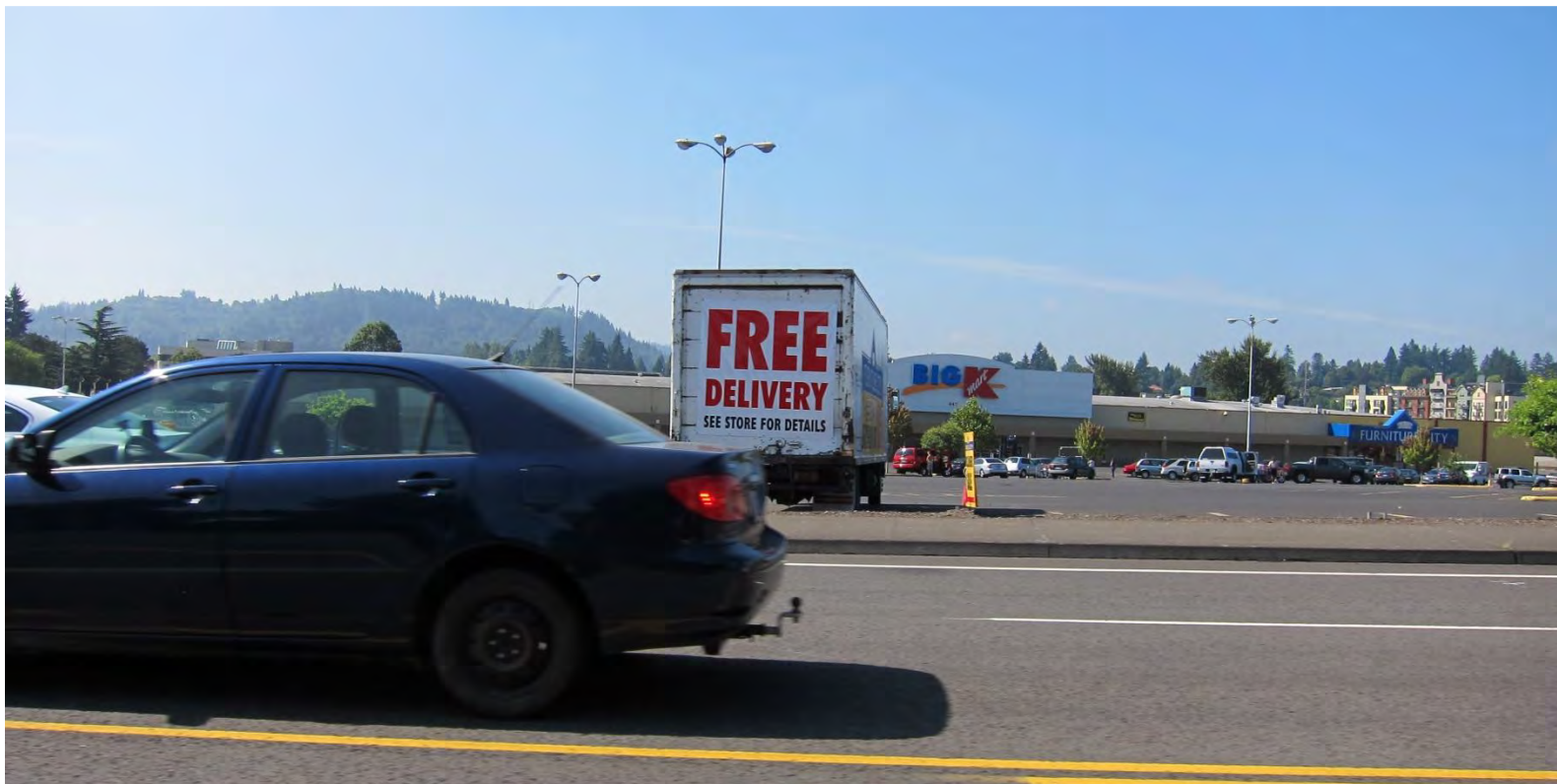
POLICY



POLICY



OVER-RETAILED



TOO MUCH RETAIL



52 SF/PERSON

— Business Insider, *More than 1,500 stores are expected to close this year*, Hayley Peterson, February 15, 2019

ECOSYSTEM

BUILDINGS

ZONING

BUSINESS

PARKING

GRID

SIDEWALKS

CODE

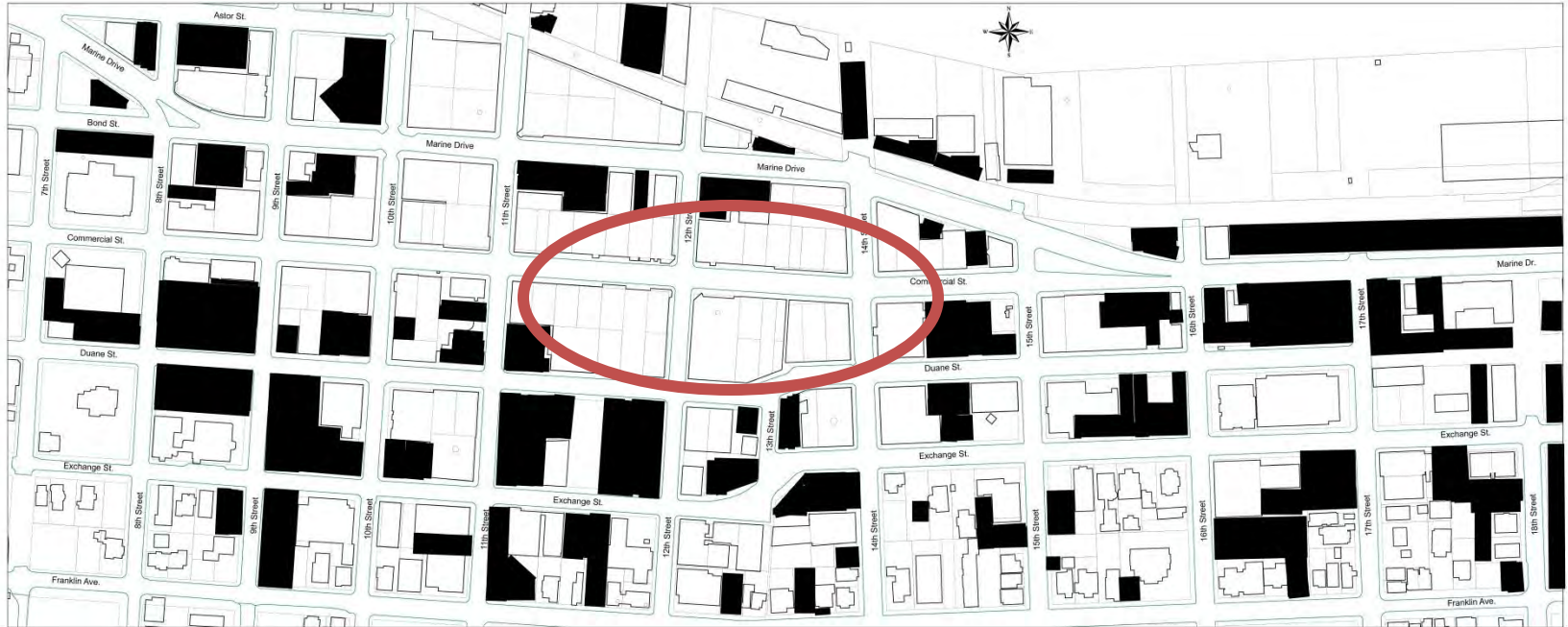
RELATIONSHIPS

RETAIL ENVIRONMENT

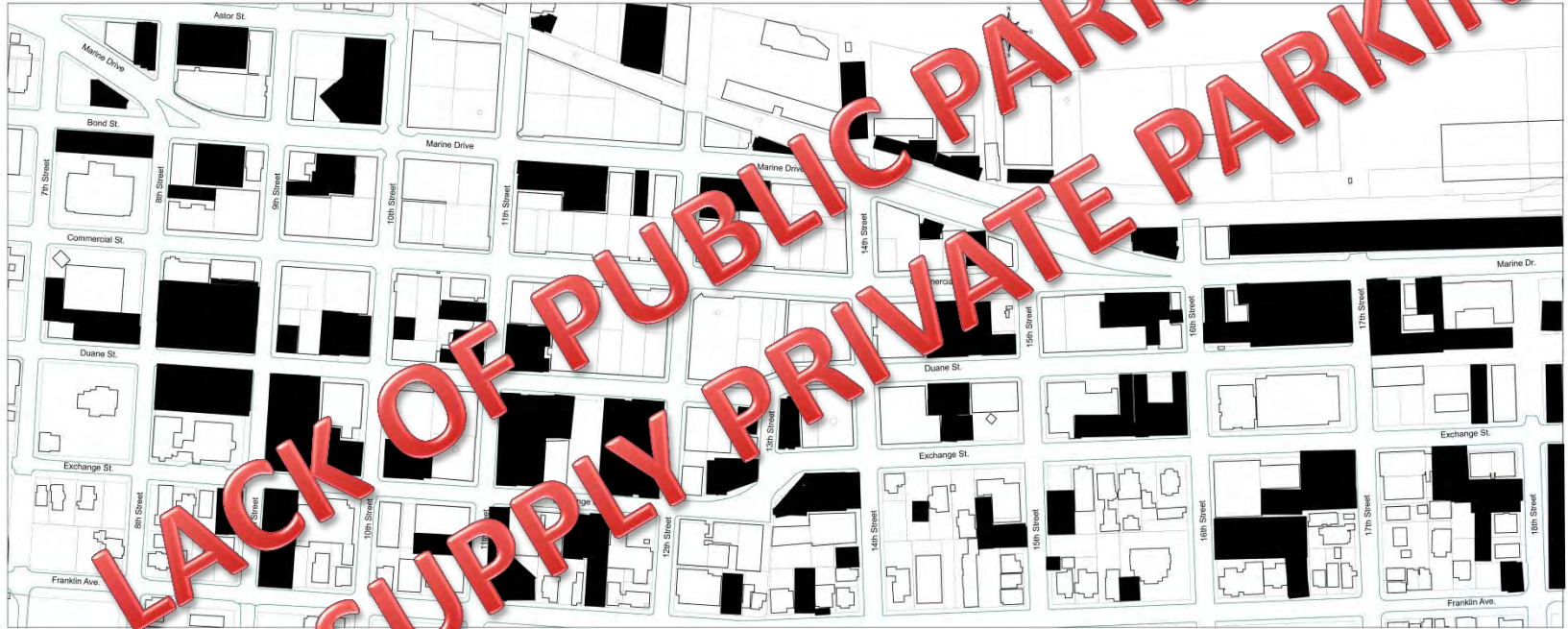
DOWNTOWN WHERE?



DOWNTOWN ASTORIA



DOWNTOWN ASTORIA



EDUCATION AND RELATIONSHIP



ASPIRE TO PARKING PROBLEMS



DOWNTOWN PARKING TOOLKIT

- No Parking Minimums/Allow Other Uses
- Prioritize Customers for Onstreet Parking
- Get Long-Term Parkers Off the Street
- Encourage Private Park Sharing
- Create Clearer Public Parking Branding
- Monitor Usage/Apply Appropriate Tools

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- No Parking Minimums/Allow Other Uses
- Prioritize Customers for Onstreet Parking
- Get Long-Term Parkers Off the Street
- Encourage Private Park Sharing
- Create Clearer Public Parking Branding
- **Monitor Usage/Apply Appropriate Tools**

SOLVE FROM STRONG MARKET POSITION

1. IMPROVE ACTIVITY

2. IMPROVE VISUAL APPEAL

3. PROVIDE GREAT EXPERIENCE



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