



Strong Identity and Character

- 1 Creating a **strong identity and character** for a retail precinct will increase customer recognition and build credibility for the retail area. The identity and character can be developed from the strengths of the area and the unique mix of businesses within the precinct. Authentic buildings and historic features can often form the basis of a brand for the retail precinct. The retail brand should be consistently represented in signage and advertising materials for the area.

Marketing / Event Activation

- 2 Developing a **marketing and events plan** to promote the retail area will increase the visibility of the mainstreet and encourage customers to visit the precinct. Promoting the identity of the mainstreet through a clear communication plan and showcasing the unique retail offer will attract new customers. Sufficient funds need to be allocated to maintain an effective campaign to compete in a highly competitive retail market.

Place Management

- 3 **Management** of the public realm ensures high standards are maintained to provide a positive experience for customers. Retail areas need to develop a well managed customer friendly environment as a minimum expectation for customers. Many best practice models (including Business Improvement Districts) are efficiently providing a range of services to manage cleaning, security and marketing additional to council services for the benefit of the businesses.

12 SIGNS OF SUCCESSFUL STREETS



Clean and Safe Environment

- 4** Customers expect a **clean and safe retail environment** where they can shop with their family and friends. If shoppers feel unsafe in a precinct it will reduce the time they spend in the area. Safety is paramount and untidy or poorly kept streets imply a lack of care and questionable safety levels. Street management programs often deal with cleaning and safety as the highest priority before implementing marketing programs and events.

Pedestrian Circulation

- 5** Good **pedestrian circulation** in a retail area is key to a successful mainstreet as it allows constant exposure to retail shopfronts. Anchor businesses and larger retailers can generate their own foot traffic, but many small businesses rely on passing traffic. Post offices, supermarkets, car parks and train stations can generate extensive foot traffic and create pedestrian 'ant trails'.

Quality Business Mix

- 6** Maintaining a **good quality mix of retail shops** and services that attract customers to the precinct requires a retail plan with clear actions and goals. A balanced blend of chain stores and independently owned businesses will attract more customers to the retail precinct. Proactive leasing strategies that combine the skills of property owners, council and businesses can attract high quality retailers to setup a new business in the area. Quality customer facilities such as information offices, baby change rooms and toilets

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Attractors, Anchors, Destination Stores

- 7** Key attractors and anchor stores can attract customers to a retail area and provide valuable foot traffic for other businesses in the precinct.
- **Destination stores** - e.g department store, flagship sports store, fashion store, popular cafe, post office, pharmacy or newsagent can all generate pedestrian traffic in their own right.
 - **Attractions** - Museum, Waterfront, Skyview Tower
 - **Business Clusters** - retail shops often cluster together in a street precinct to build a strong identity (e.g Lygon Street, Melbourne)

Vibrant Shop Corners

- 8** **Attractive and vibrant shops** including cafes on key corner locations create a positive image of vitality and activity for the retail area. Cafes and restaurants with tables and chairs make good corner sites, while banks, solicitors and real estate agents do not generally have active shopfronts to attract customers to the precinct. Shopfronts with solid glass and blank brick walls do not add customer appeal to key corner locations.

Maintained Buildings

- 9** **Well maintained buildings** can attract customers to a retail area by providing a high quality appearance and unique character for the street. Well presented shop windows and shopfronts demonstrate investment by the owners and can have a positive impact on the retail area, and can attract better retailers to join the business mix, as well as having a benefit for sales and rent levels. Poorly maintained or deteriorating infrastructure decreases the customer confidence in the quality of retail within the area.

12 SIGNS OF SUCCESSFUL STREETS



High Quality Streetscape

10 High Quality Streetscape including paving surfaces, water features, artworks, plants, trees and landscaped features provide a pleasant and distinct character for a precinct. Customers strongly attach the quality of the physical environment to the quality of retail stores. Investment in public realm can often encourage property and shop owners to upgrade their building and store to match the aesthetic of the retail environment.

Vehicular Traffic

11 Vehicular traffic passing by business shopfronts can provide maximum exposure for businesses while also providing street movement, activity and vitality for the area. Vehicles can also have a positive impact by providing passive security for the retail precinct. The management of traffic within the retail environment including two way traffic, one way traffic or pedestrian malls can have a strong impact on the retail performance of stores. Traffic flow within each retail area needs to be considered on a case by case basis.

Customer Parking

12 Well managed and clearly signed customer parking should include short stay, medium (1-3 hrs) and long term parking (5hr+) to accommodate the needs of customers in the area. Short term convenient parking should be clearly signed and less than 30 minutes for quick pickup and drop off. Mainstreets should have quick turnover parking near the retailers and long term **staff parking** located further away from the primary customer zone. Click and collect car parks are becoming an essential solution for short term parking.