Amazon and online shopping is here to stay, and local shopping centres are now faced with a change or die choice. Retailers and local government must be alert to the challenges and opportunities and to understand why some local shopping centres are failing while others are succeeding.
Presentation – Issues:

• The rise and rise of Amazon

• Impact on retail/shopping/place

• Ideas for revival/survival.
Perhaps Jeff Bezos had a crystal ball.

Two decades ago, he foresaw a future when a click would conjure anything from pet food to caviar; malls would fade in popularity; and shops would have to offer entertainment or convenience to survive.

Then he built an empire in that image.

Amazon, which he founded in 1994, is now vying to become the world's first trillion dollar company, having transformed from niche second-hand book seller to global jack-of-all trades.

But Mr Bezos, now the world's richest person, claims higher aims than just reshaping the world's retail market.
Malls are doomed: 25% will be gone in 5 years

by Chris Isidore  @CNNMoney

June 2, 2017  12:58 PM ET

Net loss: How online shopping is hammering Main Street retailers
This statistic shows retail e-commerce sales as a percentage of the total retail sales in Australia from 2014 to 2015, and a forecast until 2018. In 2015, e-commerce sales accounted for 5.9 percent of all retail sales in Australia, this figure is expected to reach 7.2 percent in 2018.
Surviving Amazon...

• Drive in shopping centres/malls are more franchised with a focus on the label/name. Highly vulnerable to online shopping but able to change/adapt quickly.

• Main Street economies are more focused on the unique product/experience. May be less vulnerable to ONS but slow to adapt.

• The evidence points to a strong – unique place experience as critical to Main Street shopping centre success.
'What we're seeing is a revolution': How the internet is remaking the British High Street

OSCAR WILLIAMS-GRUT
AUG 18, 2017, 4:00 PM

- British High Street in flux as shops close, sales fall, and visits decline;
- The rise of online shopping is to blame, with traditional retailers struggling to adapt;
- But experts say High Street will adapt — expect to see more coffee shops in supermarkets, DJs in clothes stores, and other “experiences” to draw people in.
Observations for Revival/Survival

1. Change or die! - Creating a great place/walking experience
2. Access to Mobility #1 - Planning for Transit
3. Access to Mobility #2 - Planning for Parking
Change or die!

• Main Streets centres have been adept at survival/revival – demonstrating flexibility, adaptability, innovation and creativity and responding to new technologies/trends, economic ups and downs, changing demographic, tastes and lifestyles:
  • Post war car ownership and shift from Main Street to suburban big box drive-in shopping centres.
  • Late C20 gentrification - rediscovering the urban experience, changes to work, recreation, notions of access/mobility, housing choice.
  • Early C21 Rise of on-line shopping vs decline of big box shopping.

• Attractive, vibrant Main Street economies may side step online shopping impact – able to offer a more complex form of consumption - local leisure, fun, food, drink, unique/bespoke d2d goods & services w d2d necessities.
Creating a great place/walking experience

- ‘Power of Ten’, variety, reasons to come and to stay (sticky places).
- Main Streets tend to offers unique, memorable, authentic place experience, also a place for local economic and social/community space - fun, playful, engaging.
- Local Government services enhance centre - libraries, child care, customer services, Councillor office.
- LG can broker/support precinct with branding and place improvements.
The slower you go, the more you spend.

- Walking is great for business - Shopping centre rents are based primarily on shop frontage and ‘footfall’.
- **For every $100 you spend in a local businesses, $68 stays in the community.** [www.independentwestand.org](http://www.independentwestand.org)
- Place/access focus - transition from ‘hit & run’ shopping to a recreational/social shopping experience.
- Main Street walking experience includes side streets/laneways connections to transit/parking.
  - Side street/laneway places – for seating, dining.
  - Main Street permeability – traffic/parking v place.
  - Quality of the street edge – buildings and windows.
Starbucks – Location, Location, Location,…

• 100 stores in 1992 to 13,000 in 2007
• Real estate is critical to Starbucks success.
• Focus on walk by visibility/convenience
• Focus on the urban centre not edge
• Transit locations – more walk-up traffic
• Starbucks stores as a measure of place
• Coffee culture – indicative of leisure, wealth, gentrification of place
Access to Mobility - Planning for Transit

• High level of place/transit reciprocity – walking/spending.
• Challenge – achieving highest and best land use and local amenity - parking v TOD outcomes – increase population density in walk-up to transit/centre – supporting a culture of walking, parks and public spaces as key routes.
• Move to improve urban station land use, visual amenity, traffic congestion.
• Planning – Thinking beyond the silos to improve local access/mobility.
• Rethinking connecting side street/laneways as elements in the access/place network.
Access to Mobility - Smarter Parking

• Local government directly/indirectly involved in provision of parking.
• Smarter parking – Access to wireless parking technologies – real time data for improved management and pricing.
• Ending the free parking myth - If people come to spend then will they be discouraged by convenient paid parking?
• Better/smarter on/off street parking – real time signage, improved safety and a higher quality walk-up experience.
• Trends: SFpark - Demand Responsive Parking and revenue sharing.
• Q- Why does Council own/provide parking – who pays/who benefits?
In conclusion ...

• Balance place quality/accessibility – how/why?
• Main Street centres offer a more complex form of consumption – economy/community.
• Place/access reciprocity – Transit/MS and walking - slower you go the more you spend.
• Role of Local Government: balance/enhance Main Street access - transit, walking and cars/parking.