

What do Market Trends Mean for Downtown Commercial Districts?



LARISA ORTIZ
ASSOCIATES
commercial district advisors

About Us

Larisa Ortiz, Principal

Larisa Ortiz Associates, LLC is a full-service consulting firm providing a wide range of services and technical expertise to commercial district management entities.

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@cdavisor



To do or what not to do.

That is the question.

Managing Diversity Aging Population

What implications do diversity and an aging population have for our downtown environments?

A common theme. Food.



But sometimes owners only address
 $\frac{1}{2}$ of their potential market.





*K-Liente Grill
Restaurante*

SPECIAL

Crema de Papa
Consomé, Mondongo
Pandejitas Leutejas,
frijoles con Carne o
Pollo al gusto.

sancochos, sopa de tostones, crema de zapayo, crema de brocoli y nuestro delicioso e inigualable consome de pollo con menudencias.

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"Nuestras comidas estan preparadas con el mayor esmero y calidad para una excelente nutricion y exquisito sabor".

Ven danos el placer de atenderte

Missing the mark.

Morris Avenue, Elizabeth, NJ

Supporting the Niche

New Rochelle, NY



Merchandizing. Even the best get it wrong.

Stores Redo the Merch...

www.nytimes.com/1997/07/02/business/stores-redo-the-merchandise-mix-and-the-hispanic-dollars-flow.html?pagewanted=all&src=pm

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Joss & Main
This Week



Shop Joss & Main

Stores Redo the Merchandise Mix And the Hispanic Dollars Flow

By JENNIFER STEINHAUER
Published: July 02, 1997

It did not take Larry Vines long to figure out why things were not working out at the Sears, Roebuck store in Boyle Heights, a mostly Hispanic neighborhood just east of downtown.

Advertisements for the store prominently featured tractors, although it had been a good 100 years since residents of downtown Los Angeles toiled on the land. Not a single black bra was to be found in the store, though that is what immigrant customers were used to wearing. Men's bathing suits looked like "something your grandfather would wear," said Mr. Vines, who took on Los Angeles in 1994 as a district general manager for Sears.

The store, which opened in 1927, was set to be closed. But Mr. Vines was convinced that he could turn around one of the oldest of Sears stores, if only he could fill the shelves with goods that the area's residents actually wanted.

"We are the department store for this part of the world," Mr. Vines said. "But what I found was an inability to serve the market here."

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Diversity within Diversity...communities linked by language, but not a homogenous culture



Dom

Hora:
Lugar:

Para n
www.b
www.f

347.61
917.80

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Miss Puerto Rico



NPRP

SATURDAY
MAY 26th, 2012
3:00 pm

PRIVATE INTERVIEW
EVENING GOWN
CULTURAL COMPETITION
ON STAGE INTERVIEW

REQUIREMENTS :

- 18 - 25 YEARS OLD
- PUERTO RICAN HERITAGE
- BILINGUAL (ENGLISH/SPANISH)
- STUDENT OR GRADUATE
- SINGLE, NEVER MARRIED
- NO CHILDREN



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DOWNTOWN CLAYTON DANCE PARTY!



HORNE SQUARE AT MAIN & LOMBARD

7:00PM - 9:00PM



SALSA DANCING!

Dance lesson* 7:15 - 7:45

BY RAQUEL WILLIAMS OF DPM STUDIOS
*JUST \$5 PER PERSON

Latin Dance Mix 7:45 - 9:00

SALSA, MERENGUE, RHUMBA, CHA CHA, BACHATA

Refreshments Available:

Pelican's SnoBalls & DD&J's Kettle Corn

Beverages Available:

Sangria, Soft Drinks, Beer, Wine, and Water

All proceeds benefit the Clayton Downtown Development, Inc. a 105(c) 3 non profit organization with the mission of leading the redevelopment of Clayton, NC's historic downtown as a primary arts, cultural, and social center.

THURSDAY, JULY 14TH

Sponsored by DPM Studios & Clayton Downtown Development Association, Inc.

Missing the mark.

Managing Diversity
Aging Population

Managing Diversity Aging Population

What implications do diversity and an aging population have for our downtown environments?

Streetscape



Streetscape



Streetscape



Senior Shuttle Bus...what's missing?

Glen Cove, Long Island



Seating as a senior amenity



Safety and Access



Safety and Access (and a bonus...seating!)



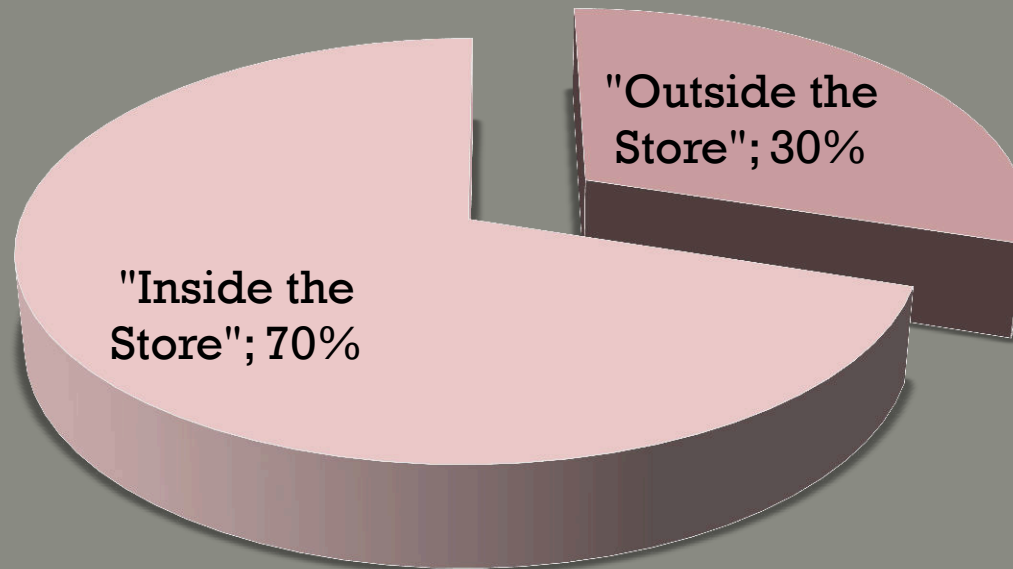
Addressing accessibility



The Final Word

Managing Expectations

The Elements of Customer Loyalty



Source: ICSC, The Verde Group

Success = Attracting
shoppers of any
age or ethnicity



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