



New Rivers Asia

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Destination Manifesto

For Theming the Retail Component of Future High Rise Property Developments in Asia

There has developed a **situation** in the current market place for city developments in Asia that, on first site, seems a problem.

1 The Retail component has become a liability through overbuilding of retail, to the point where tenant clients see only a dilution of their market through new outlets. On line purchasing is also a factor here.

2 The lack of uniqueness of apartment developments, and increased cost through too much concentration on unique exterior structure appearances, has led to a situation where there are no methods for the next city high rise development to compete with any special appeal in the marketplace.

Adding on a retail section, in the past, was considered a benefit to a High Rise City Apartment and Hotel complex, but now seems only an additional problem to solve.

Putting Destination Creation into the Retail Component

There will be no uniqueness for the next property development without a Retail Component. The Retail Component should not be eliminated.

But those future Retail Components will best be built around Destination Creation plan that is carefully calculated to benefit a high rise Development of Apartments and Condo-hotel.

Parameters will be important, as they always are.

- The new Retail Component cannot be large. 150,000 nett square feet to 250,000 nett square feet would be the size. If a plan is larger, then a theme for each 250,000 nett square feet would be the direction to go.
- If a special Fashion Centre and school adjunct or a Diamond Centre is the Retail Component Destination, then 50,000 nett square feet may work out. (Such small Destinations can then be sold enbloc.)

The new Retail Component *will serve itself first*, by being unique for its own success in attracting good tenants. On our website are Gold City, Motor City, Movie City, Sports City.

These are themes. But more important they represent a strategy, by which 30% to 50% of all retail would be involved with the theme.



A The designs that go with this, (*for which we can offer general planning to show for any specific development at no cost*), will be created to accommodate constant events, changing holograph presentations, tenant promotions, to maximize visitor interest in the Retail Component traffic, for the coordination, participation, and interaction of the Theme Tenants, and also the benefit of all tenants.

(Subsequent tenancy agreements, *for all tenants, themed and normal*, need, as a part of the design, to include rotational theme promotion, for their particular

Theme Retail location only, like a Solid Gold offer of the month for toothpaste, etc.)

B The designs would always include to plan for a Themed Retail area to benefit from the various areas, stages, holographs that deal with the Retail Theme of the Retail Component of the Development.

C The design would include an F & B section would have good views on the three or so Event Areas.

Those favored F & B stretches in the Retail Component would need to theme.

A local branded coffee shop, as an example, could be:

A Golden coffee shop.

A MOTOR coffee shop.

A Movie coffee shop.

A SPORT coffee shop.

It is not difficult. The coffee shop would have to do that theming, to get in of the Golden or Motor F & B Strip section of the Retail Component.



Residential and Hotel Component

The Residential Component gets a benefit from the Retail Component plan.

- 1** There is a Food Market, and Drugstore for toothpaste, etc., within the complex.
- 2** There are always Events happening in the Complex, some of which are geared to sports, family, children interests.
- 3** There is a very special themed F & B section connected to their Apartment Building featuring Sport City, Gold City, or another, within the Mall.

The theme from the Retail Component should be extended into the Lobby centre and lobby walls, of the Residential Apartment and also the Hotel, if the hotel is condo-hotel sold.



Themes can be carried from lobbies to the lifts, as well.



The Overall Benefit of Destination Creation using the Retail Component

The Destination Creation planning enables the Retail Component to remain in the Development, and be successful in winning retail tenants. The planning then goes on to enable the Retail Component to lead in creating uniqueness for the whole Development, through related event location architectural planning, and cultured tenancy agreements, to allow the Theme Planning :

- a) *to service* the income profile of the Mall,
- b) *to service* the unique Lifestyle story for the Apartment and Condo-hotel marketing
- c) *to service* the long term reputation of the Developer in creating true Lifestyle Developments, where it is always interesting to live and invite guests.

A Multiplier Benefit for a larger special location site with neighboring Developments

Where it is possible to have a site on a waterfront, various residential and hotel projects can share a board walk plan, each neighboring project having 150,000 nett square foot Retail Components of various themes, connected to their Residential and Hotel projects, with the board walk featuring several different

types of these themed Retail Components, *beside each other*, to synergize the whole area into a true exercise in Destination Creation.



Destination Creation

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