


Can RETAIL DESIGN have a place in a HISTORIC SETTING?


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cord LandSecurities

Can retail design have a place in a historic setting?



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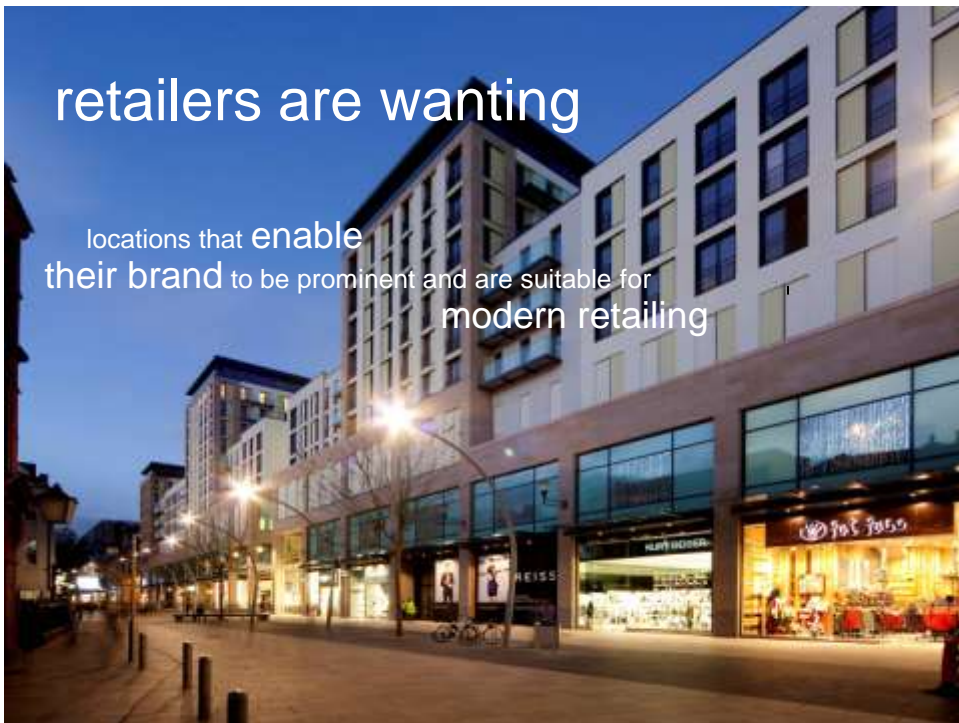
how can Town Centres BE REVIVICATED?







Today's
retailers are more
brand
focussed



retailers are wanting

locations that enable
their brand to be prominent and are suitable for
modern retailing



Town Centres need:

“ attractive places for customers to shop
and for retailers and
other local businesses and services

to operate ”
BRC

The good....



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The bad....



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& the almost....



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So those are some of the is

BUT

What are the
potential solution

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SO

Where should you start ?

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KEEP IT SIMPLE...

Enticing
Informative
Enabling
Sustainable

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Be enticing....

...Create the buzz

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KEEPING IT SIMPLE...

- What are your positive attributes
- What is your mid and long term strategy
- Convey your understanding of their issues
- Remember It is always a business decision
- Be enthusiastic!

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Be informative...
...Create inspiration

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KEEPING IT SIMPLE...

- Be occupier focussed
- Create a set of guidelines NOT rules
- Never be too prescriptive
- Be inspirational

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Trinity Leeds, Leeds



- Based on a foundation of retail design and understanding
- Understand the stakeholders needs, wants & desires
- Definition of clear distinct “districts”
- Creation of the conceptual parameters for the retailer to work within
- The initial stages of the partnership with the retailer

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St David's Dewi Sant, Cardiff




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Mall of the Emirates, UAE



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Be engaging...

...Think Partnership

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KEEPING IT SIMPLE...

- Building relationships
- Never say Never but what if....
- Be flexible
- Be understanding
- Prioritise

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Apple, St David's Dewi Sant,
Cardiff

Jamie's Italian, St David's Dewi Sant, Cardiff



Crew, St David's Dewi Sant, Cardiff



Being sustainable... ...Think facilitation

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KEEPING IT SIMPLE...

- Ongoing process
- Major retailers on av undertake minor refurb every 5 years and total refit every 10 years
- constantly adapting and responding to consumer needs & preferences
- Prioritise

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Galeria Vittorio Emanuele II, Milan



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Whitefriars, Canterbury



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Christs Lane, Cambridge



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ADAPTIVE
or
CREATIVE reuse

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“The new battle lines are being drawn up.
The way to win is not through scale
...but
creativity, imagination and
experimentation.”

Professor Gary Hamel,
Harvard Business School

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Zara, Rome



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H&M, Barcelona



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M&S, St David's



The Chimes, Uxbridge



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Hi Line , New York



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NOW you
over to **Over** TO YOU

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Thank you

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