

MERCHANDIZING PLAN

OBSERVATION:

A Merchandizing Plan will help the local commercial real estate industry attract the right tenants.

DISCUSSION:

The design team created a simple Merchandizing Plan diagram to help reinforce the benefits of creating a well-known destination. The Merchandizing Plan shows the existing and proposed junior anchors located around the edges of the area.

The City Market Building and Market Square are central to the two walking loops envisioned for the area. The Phase I Loop extends west to Jefferson Street and the Phase II Loop extends east to Williamson Road. Much like a meander path in a shopping mall, these loop pathways show how people could use the area.

Now people in Market Square walk down Market Street. Upon arriving at Church Avenue, they begin to lose interest mainly because the density of development declines. When people arrive at the corner of Market Street and Church Avenue looking toward the Century Station Parking Garage, they see a car entrance ramp and empty

shops. They look down Church Avenue in both directions and see little of interest. Then they realize there isn't much left to do. At that point, they tend to turn around, go back to their cars and leave the City Market area. The experience of a vibrant marketplace is especially limited in this area.

It would be desirable for the shopper to walk down to this same intersection (Market and Church) and say, "Wow! There is activity both east and west on Church. I need to keep going!" So when the Phase I loop is complete, Jefferson Street will be connected and, hence, a viable part of the City Market area.

Next, the Phase II walking loop along Williamson Road is made a part of the development. Imagine Williamson Road being a place where people want to hang out, shop, go to movies, or dine. It has to be transformed from a four-lane highway, which it is now, into a proper urban boulevard with street activity and vitality.

FINDING:

Use the Merchandizing Plan to attract the right tenants to the right locations.

