

What Drives a Retail Site Selection?

Provide Information

Retailers could be **unaware of future growth and development plans** around a particular location and therefore require as much information about a site and city as possible. Cities should **provide retailers with future development plans**, which might contain evidence that can change retailers' decisions about a site.

Competition is Good

Retailers are likely to move quickly when they believe a **competitor might "steal"** their site. Consequently, cities should **make sure retailers are aware** that they are not the only possible option.

Important First Step

Not all development projects need to be prepared and organized as a "home-run." Cities should recognize that even small shopping centers or store renovations can be an **important first step** to future and more substantial development.

Site-Selection Indicators

**Alphabetically Listed*

- Average Household Size
- Average Income
- Competition (presence, type & location)
- Crime
- Daytime Population
- Educational Attainment
- Ethnic Composition
- Homeownership
- Home Sale Values
- Income Change
- Major Employers in the Area
- Median Income
- Neighborhood Orientation
- Number of Households
- Pedestrian Traffic
- Population Change
- Population Size
- Visibility

Show Commitment

When contacting and talking to retailers, it is **important that the city demonstrates commitment** to the project and willingness to smooth the process. Cities should **be ready to overcome obstacles** through different methods such as reconsidering **business licensing** and **permitting costs and complexity** and discussing incentives and benefits in the sites under consideration, etc.