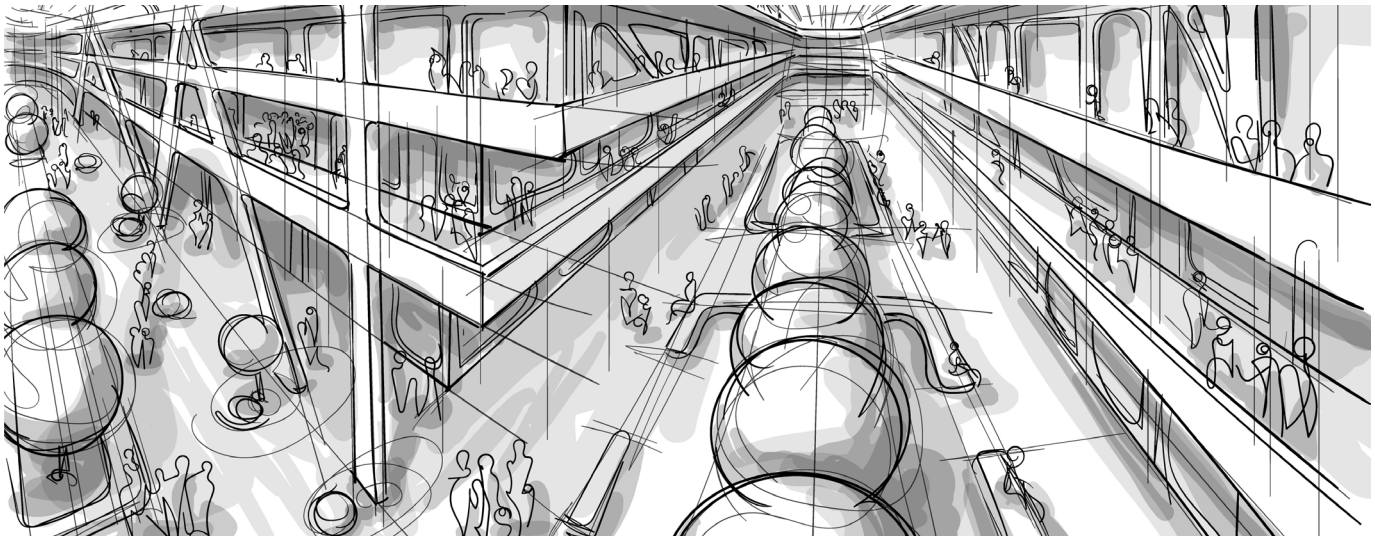
BAYFIELD



Spatial Layout and Retail Performance

Public & In-house training: One day

How do we design space to influence footfall and customer experience?

This course reviews effective space design for shopping centres and the urban centres within which they exist. Uniquely the course considers the interactions between the two, micro and macro, spatial contexts.

Who will benefit from this course?

- Shopping centre developers creating or redesigning space
- Shopping centre owners and investors looking to optimise the conversion potential of their built assets
- Lenders who wish to understand the medium to longer term viability of a centre
- City centre planners considering the impact of retail applications and or zoning
- Retail property consultants advising any of the above

The course assumes some knowledge of accounting principles. Everything required is covered. However, the trainer will devote as much time as possible to Excel based exercises and will proceed quickly over the initial concepts. For those who do not have any accounting knowledge we provide a primer prior to the course. This is approximately a 15-minute read plus two 15-minute exercises with further reading suggested if required.

Course Outline

DAY ONE

Shopping & Place

At the urban scale, we demonstrate how to measure 'location value'.

We assess the potential for attracting trade at any given location in terms of accessibility, catchment population and other attractions within the vicinity. We use case studies to explain site appraisals and subsequent layout design strategies in different locations.

- The importance of urban context (principles of urban design)
- Access to town centres/shopping centres (spatial and transport network)
- Catchment population (land use distributions, demographics, density)
- Area attraction (public realm design, attraction land uses)
- Location value (integrated urban models combining the above)
- Developing design strategy (making most of location potential)

Spatial Layout & Shopping

At the micro level, we show how to assess the spatial layout design in terms of optimising footfall, legibility and convenience, which in turn affect sales, rental value and customer satisfaction.

- The importance of spatial layout (its influence on footfall, rental value)
- How does the spatial layout impact movement?
- How does the spatial layout impact customers' experience? (legibility, wayfinding, convenience, exploration, flexibility)
- Principles of retail development design
- Design development supporting tool (visibility graph analysis)
- Design impact assessment tool (agent simulation analysis)

At the end of the course you will gain greater appreciation of the spatial context of retail environments: why some appear to convert easily and why others struggle to attract footfall.

Contact us

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