

Developing Shopping Center

9th of May 2024



Shopping Center Definition :



An area or complex of stores with adjacent parking.

Oxford



Types of Shopping Center :

01 Large general-purpose centers (US/AP) / Traditional shopping centres (EU/CAN)

Abbreviations:

SC (shopping center/centre),
 GLA (Gross Leasable Area),
 NLA (Net Leasable Area),
 AP (Asia-Pacific),
 EU (Europe),
 CAN (Canada),
 US (America)

Type	 US GLA ft ²	 US GLA m ²	 EU GLA m ²	 EU GLA ft ²	 CAN GLA ft ²	 CAN GLA m ²	 AP NLA ft ²	 AP NLA m ²	# anchors*	Typical Anchors
Mega-mall (AP)	n/a	n/a	n/a	n/a	n/a	n/a	1,500,000+	140,000+	3+	Department stores, supermarkets, hypermarkets, multicinemas, major entertainment/leisure
Super-regional mall/center EU: Very large SC	800,000+	74,000+	80,000+	860,000+	800,000+	74,000+	800,000– 1,499,999	74,000– 139,999	3+	Regular/discount department stores, in Europe and Asia also supermarkets, hypermarkets, cinemas, major entertainment/leisure
Regional mall/center EU: Very large SC	400,000– 800,000	37,000– 74,000	40,000– 79,999	430,000– 859,999	300,000– 799,999	28,000– 73,999	500,000– 800,000	46,000– 74,000	2+	Regular/discount department stores, in Europe and Asia also supermarkets, hypermarkets, cinemas, major entertainment/leisure

Types of Shopping Center :

02 Small & medium general-purpose centers (US/AP) / Traditional shopping centres (EU/Can)

Abbreviations:

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NLA (Net Leasable Area),
AP (Asia-Pacific),
EU (Europe),
CAN (Canada),
US (America)

Type	 US GLA ft ²	 US GLA m ²	 EU GLA m ²	 EU GLA ft ²	 CAN GLA ft ²	 CAN GLA m ²	 AP NLA ft ²	 AP NLA m ²	# anchors*	Typical Anchors
Sub-regional SC (AP) Europe: Medium SC	n/a	n/a	20,000– 39,999	220,000– 429,999	n/a	n/a	200,000– 500,000	19,000– 46,000	0-3	Supermarket, hypermarket, small/discount department stores
Small comparison-based SC (EU)	n/a	n/a	5,000– 19,999	54,000– 219,999	n/a	n/a	n/a	n/a	n/a	Apparel, home furnishing, electronics, gifts, etc.
Small convenience-based SC (EU)	n/a	n/a	5,000– 19,999	54,000– 219,999	n/a	n/a	n/a	n/a	n/a	Supermarket, hypermarket, pharmacy, convenience store, household goods, etc.
Community shopping center	125,000– 400,000	11,600– 37,000	n/a	n/a	100,000– 400,000	9,300– 37,000	n/a	n/a	2+	Discount store, supermarket, drugstore, category killer / large neighborhood shopping center in US, Can
Neighborhood shopping center	30,000– 125,000	2,800– 11,600	n/a	n/a	40,000– 99,000	3,700– 9,200	20,000– 200,000	1,900– 19,000	1+ (US/Can) 0-2 (AP)	Supermarket, in Asia also hypermarket.
Convenience center US/Can also "Strip mall"	<30,000	<2,800	n/a	n/a	10,000– 39,000	930– 3,600	n/a	n/a	0-1	Convenience store anchor or anchorless.


Types of Shopping Center :

03

Specialized shopping centers

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Type	 US GLA ft ²	 US GLA m ²	 EU GLA m ²	 EU GLA ft ²	 CAN GLA ft ²	 CAN GLA m ²	 AP NLA ft ²	 AP NLA m ²	# anchors*	Typical Anchors
Power center EU: "Retail park"	250,000– 600,000	23,000– 56,000	S:5,000– 9,999 M:10,000– 19,999 L:20,000+	S:54,000– 109,999 M:110,000– 219,999 L:220,000+	100,000– 1,000,000	9,300– 93,000	>50,000	>4,600	3+ (US/CAN) n/a (AP)	Category killers, warehouse clubs, large discount stores. In Asia 90% of NLA must be these.
Lifestyle center (US)	150,000– 500,000	14,000– 46,000	n/a	n/a	150,000– 500,000	14,000– 46,000	n/a	n/a	0-2	Large-format upscale specialty stores
Outlet mall/center	50,000– 400,000	4,600– 37,000	5,000+	54,000+	50,000– 400,000	4,600– 37,000	"no max. size"	"no max. size"	n/a	Manufacturers' and retail outlet stores
Theme/Festival (US) (Festival marketplace)	80,000– 250,000	7,400– 23,000	n/a	n/a	n/a	n/a	n/a	n/a	n/a	Restaurants, specialty stores catering to visitors, entertainment
Leisure/entertainment centre (AP) Leisure-based SC (EU)	n/a	n/a	5,000+	54,000+	n/a	n/a	<500,000	<46,000	n/a	Entertainment and/or F&B (food and beverage) (in Asia, 50%+ of tenants are these), plus specialty stores catering to visitors, fast fashion, electronics, sports.
Specialty SC (AP)	n/a	n/a	n/a	n/a	n/a	n/a	<500,000	<46,000	0	Specialty shops with general product mix (apparel, F&B, electronics, etc.)
Single category SC (AP) Non-leisure-based themed SC (EU)	n/a	n/a	5,000+	54,000+	n/a	n/a	n/a	n/a	n/a	Dedicated to single product type other than F&B, groceries or fashion, e.g. information technology, homewares/furniture. In Asia, 80% of NLA should be dedicated to the theme.
Major transportation hub SC (AP)	n/a	n/a	n/a	n/a	n/a	n/a	>50,000	>4,600	n/a	Retail at public transportation hubs including airside airport retail

Types of Shopping Center :

04 Limited-purpose property

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Type	 US GLA ft ²	 US GLA m ²	 EU GLA m ²	 EU GLA ft ²	 CAN GLA ft ²	 CAN GLA m ²	 AP NLA ft ²	 AP NLA m ²	# anchors*	Typical Anchors
Airport retail	75,000– 300,000	7,000– 28,000	n/a	n/a	n/a	n/a	n/a	n/a	0	Speciality retail and restaurants

05 Shopping centre hybrids (Canada only)

Type	 US GLA ft ²	 US GLA m ²	 EU GLA m ²	 EU GLA ft ²	 CAN GLA ft ²	 CAN GLA m ²	 AP NLA ft ²	 AP NLA m ²	# anchors*	Typical Anchors
Hybrid SC (Can)	n/a	n/a	n/a	n/a	250,000+	23,000+	n/a	n/a	varies	Has characteristics of two or more shopping center types e.g. convenience + regional

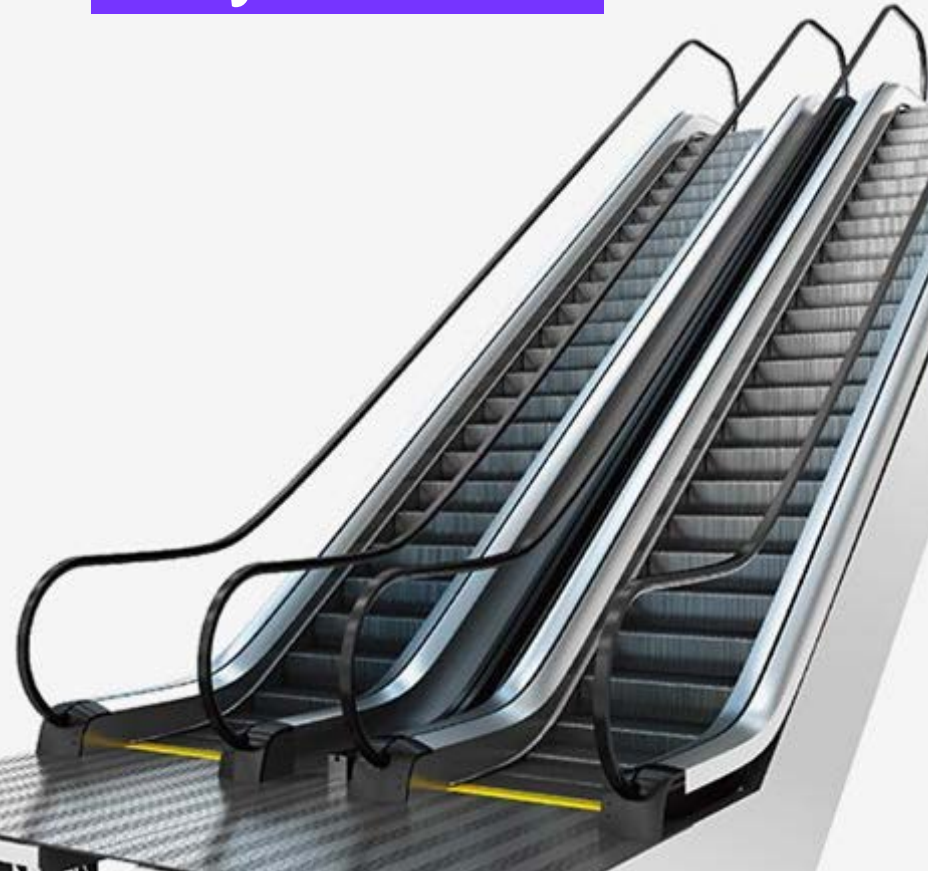
My Definition 😊



A Place for almost **EVERYTHING**



Key Points



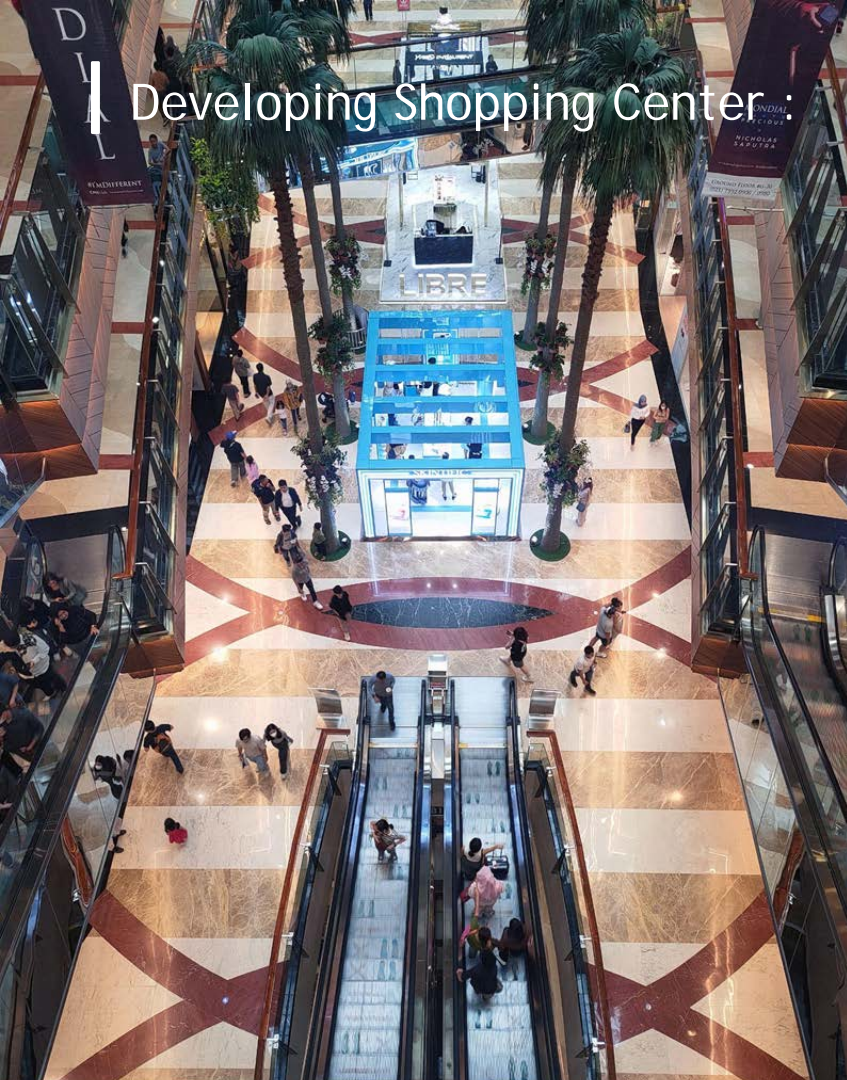
- 01 Location
- 02 Concept
- 03 Design
- 04 Tenant Mixed
- 05 Management

Developing Shopping Center :

Location

Demographic & Psychographic
Distance & Accessibility
Size of the Market
Friends & Competitors





Developing Shopping Center:

Concept

Type

Size

Connecting

People/Function

Developing Shopping Center :

Design

Simple, Easy to Navigate
Consider the distance
Grouping or Spreading
Create Flow
Visibility
Unique Attraction



Developing Shopping Center



Tenant Mixed

It's define the Mall's
Image
Customer Puller
Know the Tenant Pool,
plan your recruitment
wisely
Trends

Developing Shopping Center :

Management

Quality X Cost Effective
Promotion & Marketing
Tenant Relation
Continuous
Improvement
Prepare The Expansion



Thank You

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