

#DNJ21 #thrivin21

# Retail in the Changing Downtown Environment

Thursday, January 21, 2021 at 2:30PM



Harriet Harriss  
Dean of Architecture  
Pratt



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StreetSense



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Jonathan Tyler  
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Title Sponsor



# 2021 NJ Downtown Conference

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# Retail futures

**Dr. Harriet Harriss**  
**Dean, Pratt School of Architecture**



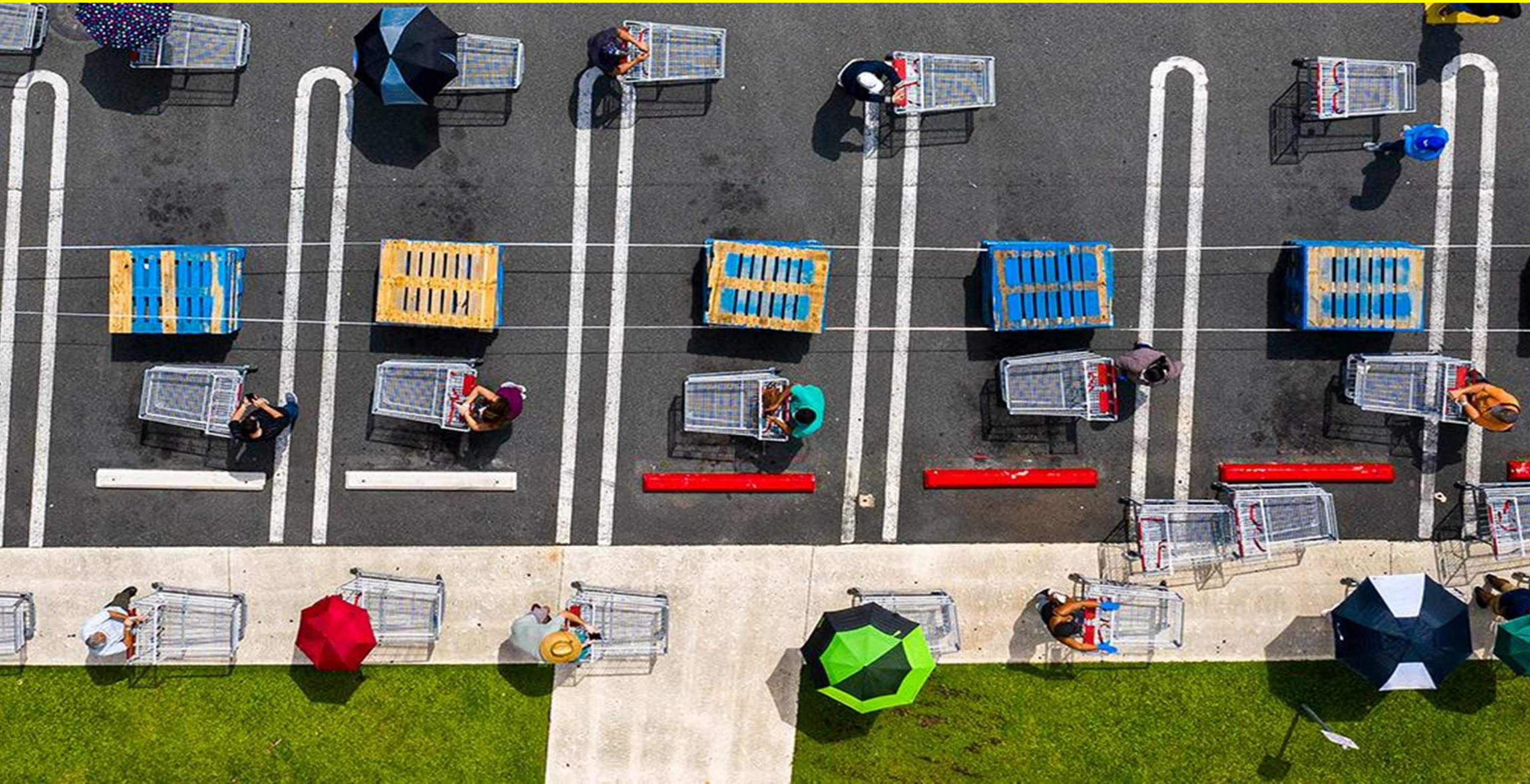
# Pre-pandemic consumer insight

Retail in 2025 will be all about **multi-sensory social sanctuaries**. Digital will be able to give us convenience through rapid delivery and **immersion** through VR so retail spaces will be the place to go for **physical, face to face interactions** that either excite or relax.”

Russ Roberts, Client Services Director, Practical Minds



# Mid-pandemic consumer reality 2021





# Typological transpositions: redefining 'retail therapy'



Frontline Strong Relief, Mount Sinai, by Studio Elsewhere



# Typological transpositions: the Store as Stage



Fragrance Lab by Campaign for Selfridges, London



# Customer as co-designer: education hybrids



Jil Sander Sun Men Fragrance Launch MACBA Barcelona & Levi's Tailor Shop



## Declining natural world: increase in Biophilic design



The Jewel: Singapore Airport



# Retail re-appropriates residential



Tupperware's famous table-shopping time

## *Fashion* SLEEPOVER

CREATIVE DIRECTOR  
CHLOE FASHION EDITOR  
AMARSANA GENDUNOVA

On Girls  
MAZELLA GIRL, web  
GANNI Jacket  
NADYA TOTO Tights  
BROOKLYN & FRIENDS Boots

On Lingerie  
GERTA CONSTANTINE Dress  
Eye Mask: Digital Studio

On Bedside  
SOMETHING ELSE BY NATALIE WOOD Sweater  
GENTUZE Slit  
REEDOK Docks



# Retail curation: customer as cultural producer





# Digital fashion: “transcendental garments with properties that can’t exist in real life”



DIGI-GALS: a network and platform for 3D animation designers who identify as womxn, trans and non-binary. For Selfridges



**“Each store is an analogue experience, being measured against digital expectations.” Andrew Akesson**





**Not every analogue retail experience has a digital echo**











S.

RETAIL IN THE CHANGING DOWNTOWN  
ENVIRONMENT

1/21/21

*NEW JERSEY DOWNTOWN CONFERENCE*



“Never let a good crisis  
go to waste”

WINSTON CHURCHILL



COVID IMPACTS

Asymmetrical  
Impacts

Place-blind  
policies

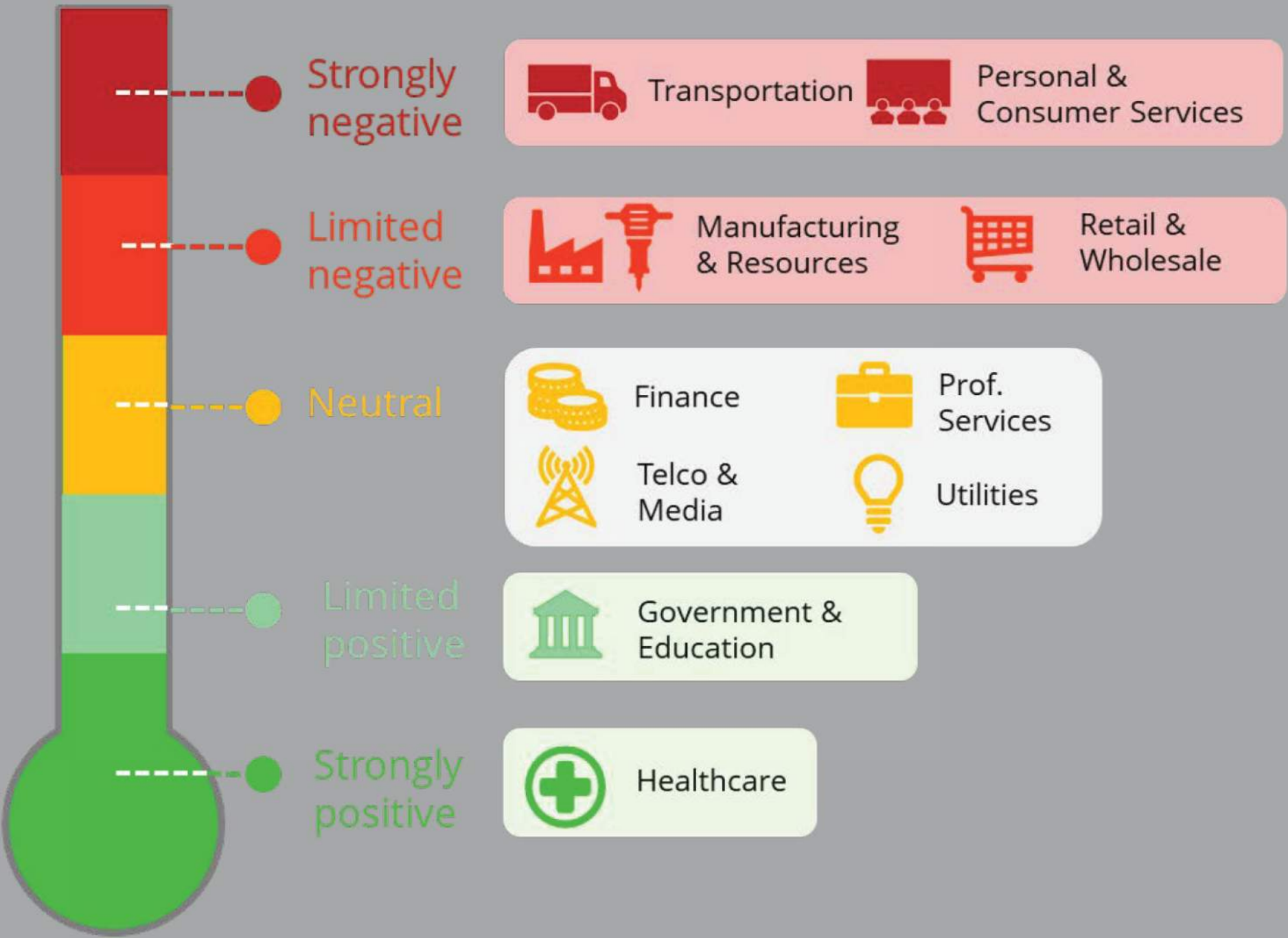
Source: [www.facebook.com/via313](https://www.facebook.com/via313)





COVID IMPACTS

By sector



Source: IDC



## COVID IMPACTS

Districts  
driven by  
office worker  
demand

Depending on  
market, only 10% -  
25% of employees  
have returned to  
office

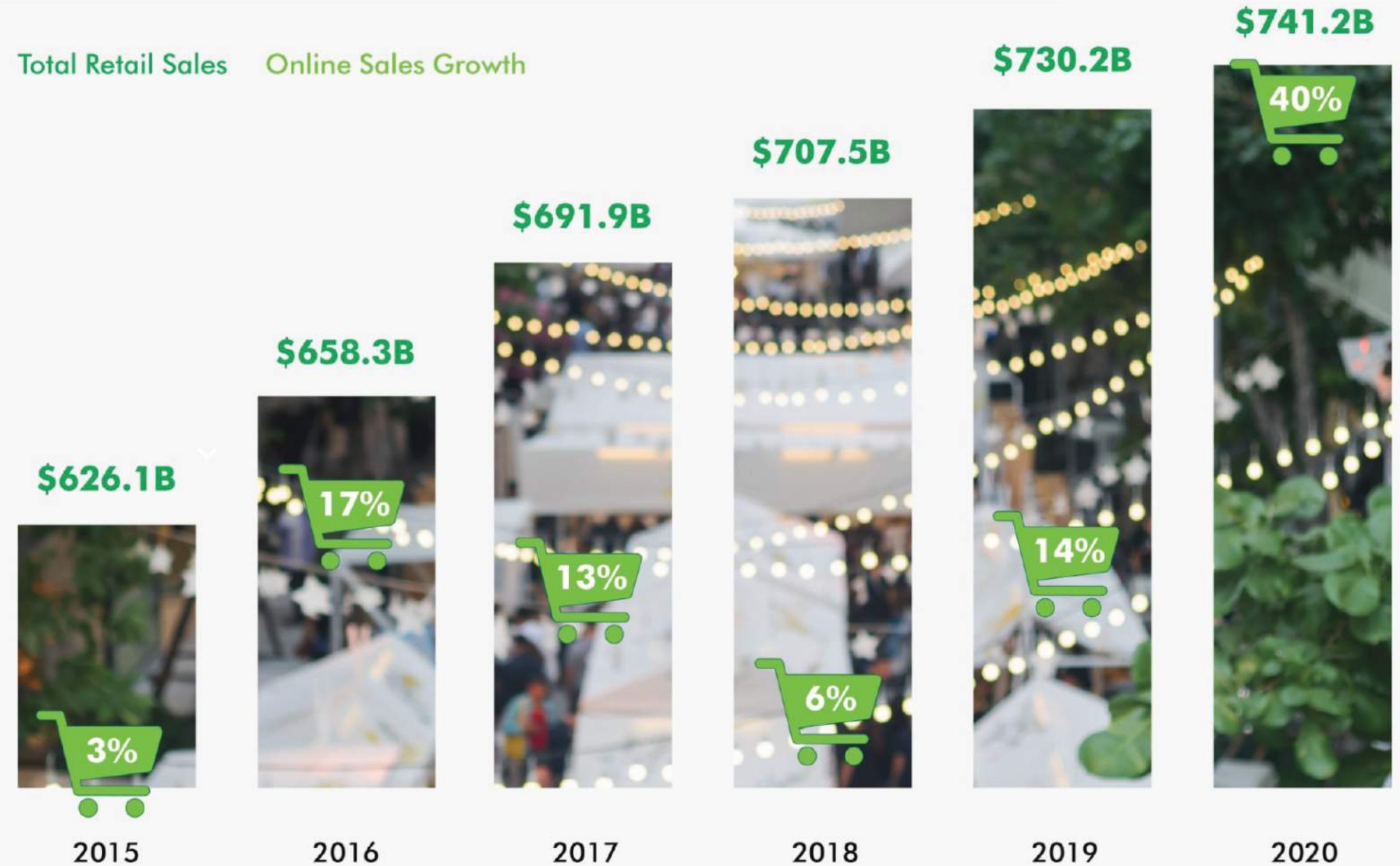
Source: Unsplash/MJ Tangonan





GROWTH IN ON-LINE

# 2020 holiday sales



Source: CBRE



# SUPPORT FOR SMALL BUSINESSES

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- Legal Assistance
  - Seattle “Lease Amendment Toolkit”
  - Lease Negotiation
- Liquidity Assistance
  - Grants
  - Short Term Rental Assistance
- Technical Assistance
  - Operations & Management
  - Safety guidance
- Promotion & Marketing
- Local tourism

COMMERCIAL LEASE  
RESOURCE

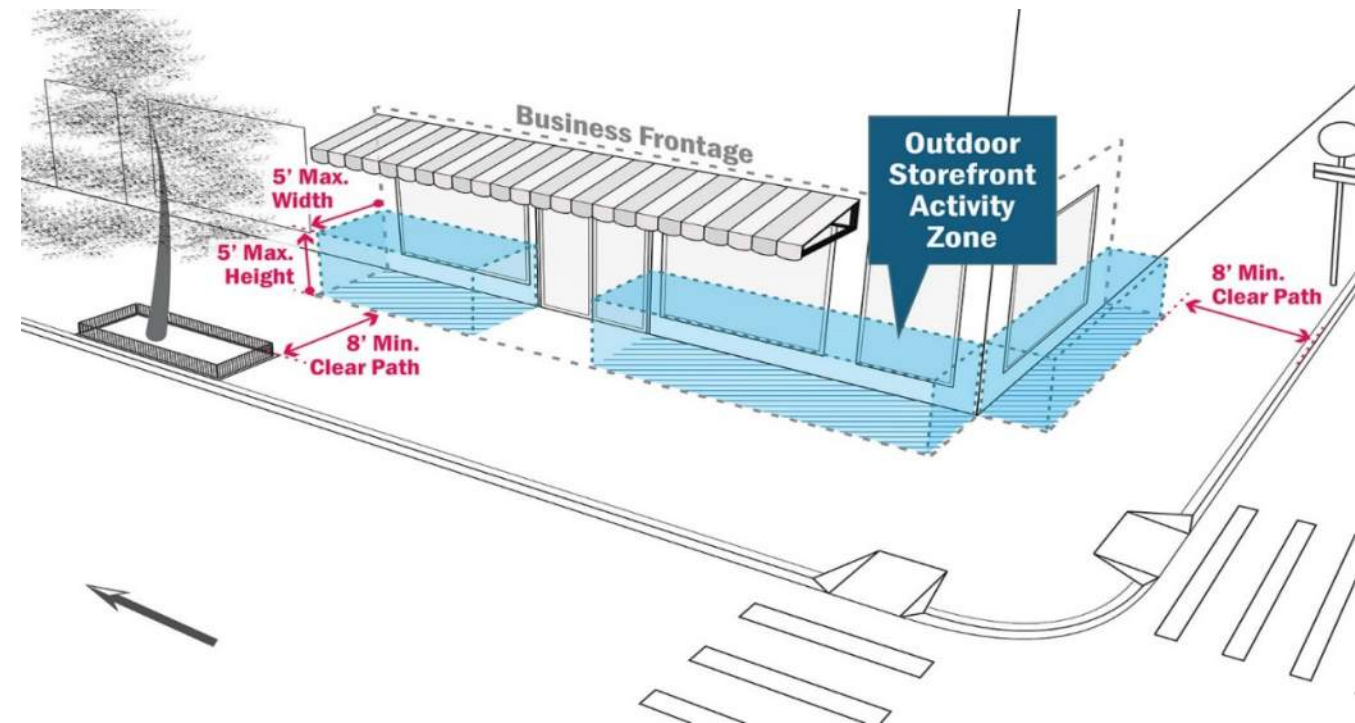
## COVID-19 LEASE AMENDMENT TOOLKIT

For small businesses and nonprofits



# HOW CAN ZONING AND PERMITTING HELP?

- Relaxation of outdoor dining & merchandising rules (as-or-right or self certification)
- Relaxation of use restrictions or change in use
- Small scale manufacturing
- Signage permits (Visible signs, A-Frame signs)
- Allow for take-out windows







HOW CAN PUBLIC  
REALM INVESTMENTS  
HELP?

- Public space management & investments





HOW CAN PUBLIC  
REALM INVESTMENTS  
HELP?

- Collaboration with landlords to activate/cover up vacant spaces



# THANK YOU

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**streetsense.**

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**THE WAY PEOPLE  
WORK AND LIVE  
IS CHANGING.**







**WORKSTYLE**

**MEETS**

**LIFESTYLE**



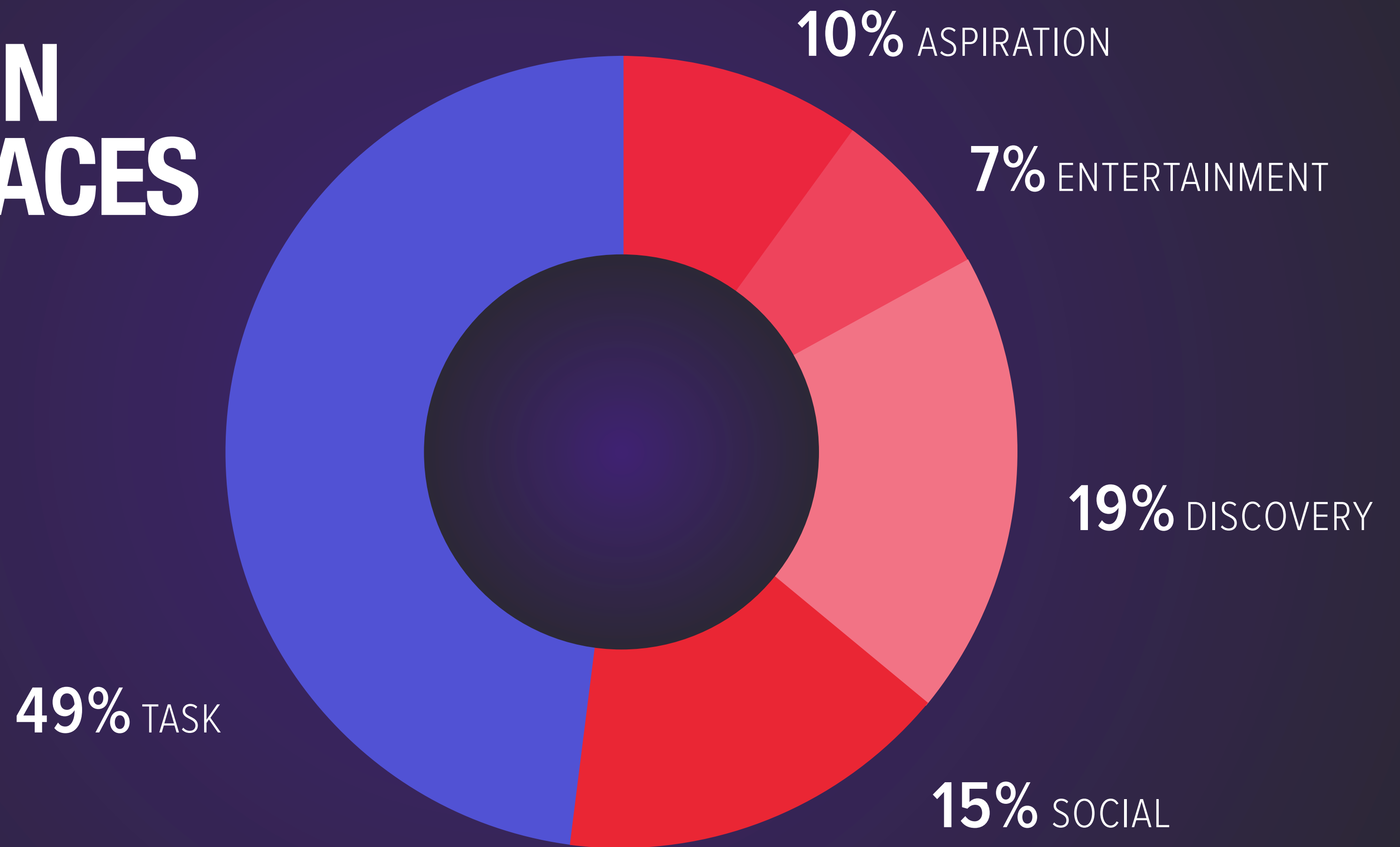


**FAST**

**SLOW**



# PEOPLE'S MINDSET IN RETAIL SPACES









# THREE CYCLES OF CONSUMER DISRUPTION

AGE OF EFFICIENCY      AGE OF EXPERIENCE      AGE OF BELONGING

TIME PERIOD...	1950s - 2000s	2000s - Today	Today - ??
KNOWN FOR...	More Stores, More Stuff	Digital Disruption	Partnership, Connection & Agency
PARTNERSHIP MODEL...	Business Consultancy First, Design Firm Second	Business Consultancy & Design Firm Together	Retained Design Consultancy With Collaborators
DECISION MAKER...	Facilities & Real Estate	Creative Director / Chief Marketing Officer	Creator / Community Leader
SOLVING FOR...	Efficiency & Expansion	Ecommerce & Space Coexisting	Open Source, Co-Creation & Sharing Economy
CUSTOMERS DRIVEN BY...	Consumption & Convenience	FOMO, Need It Now & 'That Instagrammable Moment'	Purpose, Community, Creating, Sharing
INNOVATION & DISRUPTION...	Credit Cards, Globalization	The Third Space, Activations, Omni-Channel	Co-Creation On Demand, Sharing & Upcycling



“

**TODAY'S CONSUMERS TAKE  
THEIR BEST EXPERIENCE IN  
ANY SITUATION AND APPLY IT  
AS THEIR NEW BENCHMARK  
TO EVERY SITUATION.**

**Didier Bonnet, SVP, Capgemini**

”



# **Pay Attention To Generations**

***Darius Sollohub AIA***

***Hillier College of Architecture and Design  
New Jersey Institute of Technology***



# Pay Attention To Generations

*crises don't create change - they  
accelerate change already underway*



# **Millennials in Downtown Newark**

**Survey Polling and Focus Group Findings  
Spring 2015**





# 4 Key Findings (related to retail)





# 1 No Micro Housing





# 1 No Micro Housing – Co Living Instead



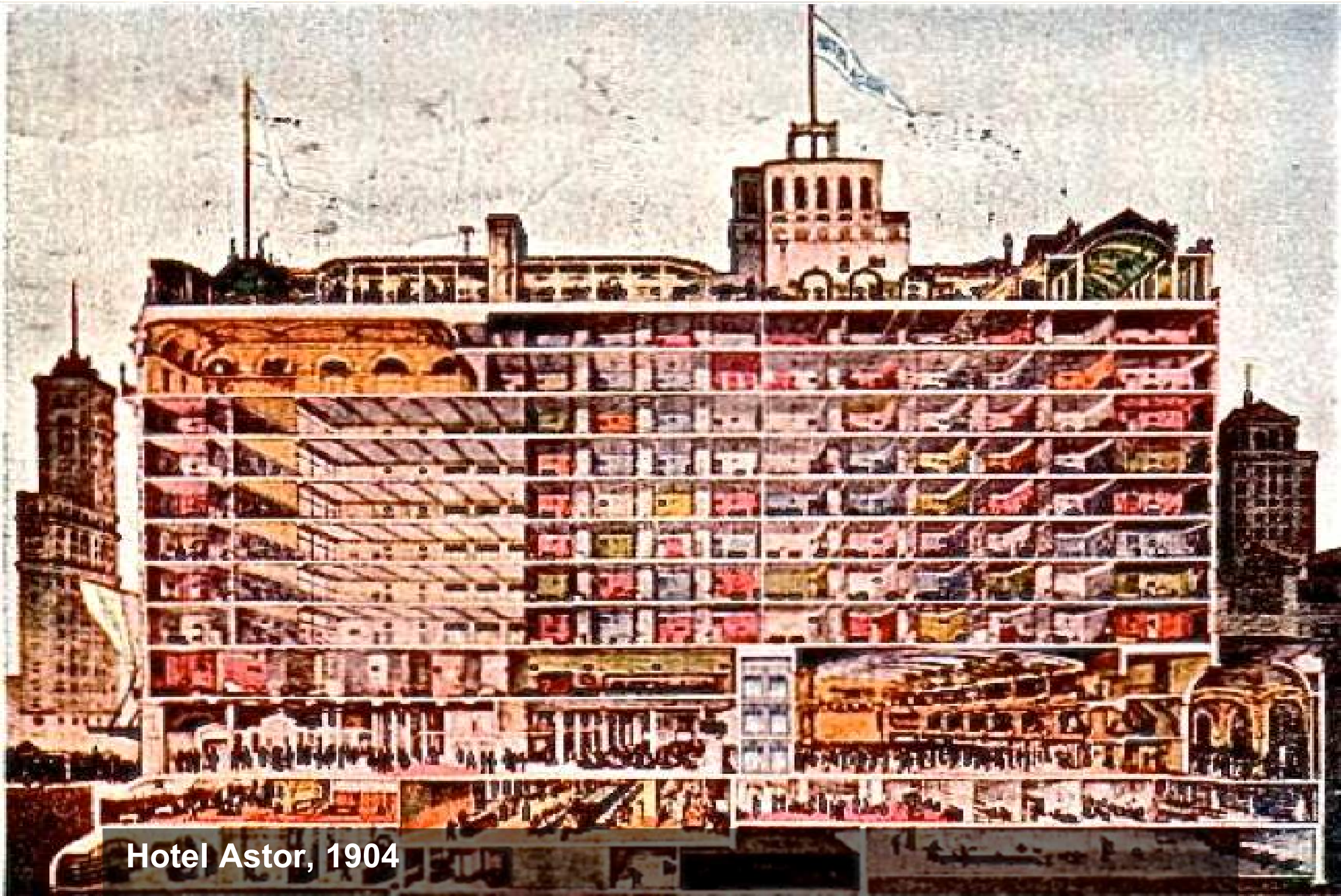


## 2 Hotel-like Amenities





## 2 Hotel-like Amenities – Study the Type



Hotel Astor, 1904



# 3 Artisanal Retail





### 3 Artisanal Retail – NOT National Retail





# 4 No Bro Bars





# 4 No Bro Bars – Bars with Attached Restaurants ONLY

Analysis

## What do millennials want in a restaurant? Five key trends of 2019

Rosie Lintott | 25th February 2019 (Last Updated February 25th, 2019 15:19)

Millennials have started to take over the foodservice industry - but what do they want from their dining experience?



Verdict Foodservice - 2/25/2019c



## 4 Pay Attention to Generations

# The American Gay Bar Is Down, But Don't Count It Out Just Yet

Fifty years after Stonewall, queer spaces are going away. Is it the fault of the apps? Boredom?

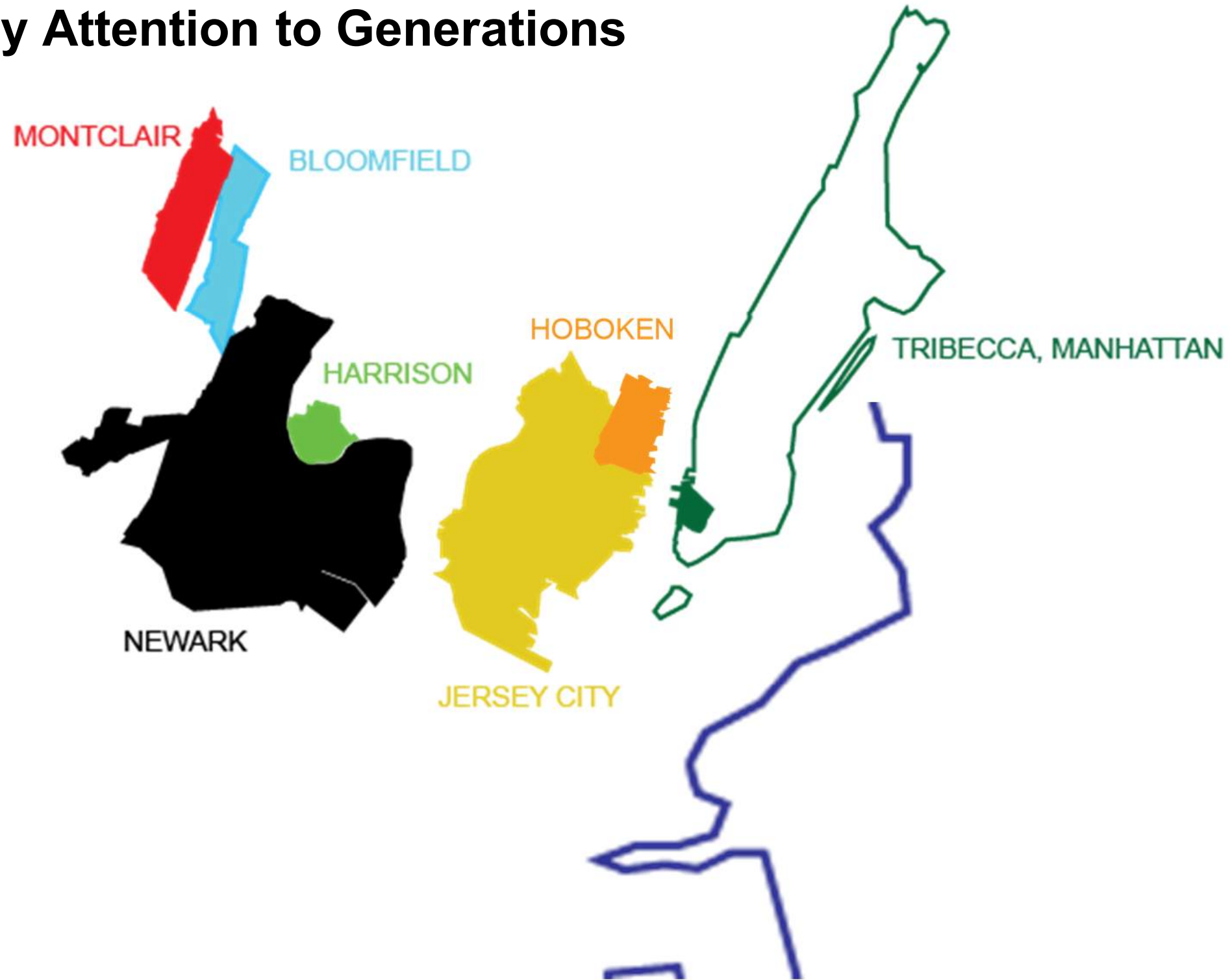


Bloomberg - Richard Morgan - 6/28/2019

The Stonewall Inn in New York City's West Village. Photographer: OlegAlbinsky/iStock Unreleased

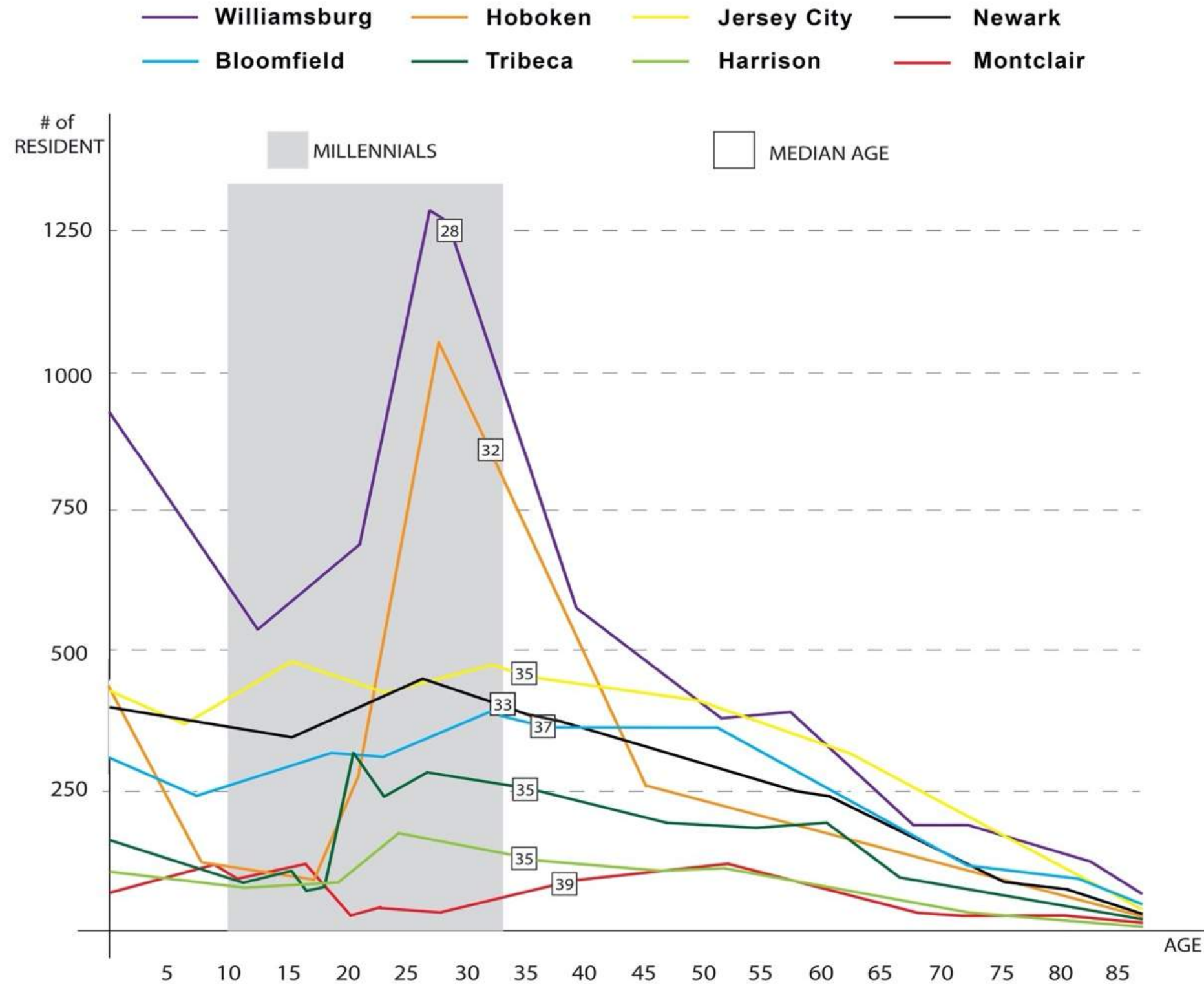


# 4 Pay Attention to Generations





# 4 Pay Attention to Generations





# 4 Pay Attention to Generations : Compare the Architecture



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