



Retail Site Assessment

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Selecting Columbus's Retail Site

To begin the CommunityID process, the City of Columbus selected three sites to be analyzed and ranked for possible retail development or revitalization. The locations of the three sites are shown on the opposite page.

The next task for the sponsoring organization is to select one of the three sites for a more detailed analysis and determination of retail firms that will best match the consumers in Columbus's trade area.

To aid in the decision-making process to select the best site, Buxton has examined the retail potential of the three sites based on the following analyses:

- A primary workplace and residential trade area was delineated for each site
- The customers in each trade area were segmented according to buying habits and lifestyles
- A profile of Columbus's customers within each of the three trade areas was developed
- The surplus and leakage for more than 36 product types and 74 store types was determined for each potential trade area

The purpose of these analyses is to develop Columbus's Customer Profile. The Customer Profile is a snapshot of the customers that reside and work in Columbus's trade area. Even though these consumers are complex and diverse, Buxton is able to capture and catalogue the extent to which potential demand for a retailer's goods and services are being met within the trade area.

By overlaying Columbus's Customer Profile with over 4,500 retail matching profiles in Buxton's proprietary database, we are able to identify major categories of retail that are candidates for location in Columbus. This matching provides the basis for determining Columbus's viability to attract retailers and restaurants and forms the basis for Buxton's recommendations and conclusions.

With this analysis and Buxton's recommendations, Columbus can make a more informed decision about investments in infrastructure and can focus resources on areas of higher retail development potential.

