“A Rose in a Wheatfield is a Weed”

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Is retail more than location, location, location?

• Yes, yes, yes.
Retail

• Location
• Visibility
• Ease of Access ("Nobody goes there anymore, it’s too crowded")
• Parking*
• Design

*or pedestrians
Alma Village

• Broken-down shopping center in Palo Alto.
• City requires a supermarket in a location everyone—except city gadflies—agrees should be purely residential.
A Rose Garden

- Mixed-use flourishes on University Avenue.
- Why? Density, pedestrians and day-time population.
- Restaurants need lunch and dinner.
Common Mistakes

• Structural columns in the middle of retail space.
• Front doors on high traffic, non-pedestrian street with parking in rear.
• Architectural elements that obscure store fronts (e.g. setting retail back 15 feet beneath a heavy arcade) or inhibit signage.
• No “blocking and tackling”: missing vertical shafts for vents, grease traps, delivery areas and garbage.
Lesson

• Bring in a specialist for each proposed use in a project before you commit to it.
Apple Store vs. apple stand