1 - Work Session Agenda

Documents:

1 - WORK SESSION AGENDA.PDF

2 - Downtown Greenville Retail Recruitment

Documents:

2 - DOWNTOWN GREENVILLE RETAIL RECRUITMENT.PDF

CITY COUNCIL OF THE CITY OF GREENVILLE
WORK SESSION MEETING

Monday, October 25, 2021 - 4:00 p.m.

Meeting Location:
Greenville Convention Center, 1 Exposition Drive

The city of Greenville seeks input from citizens while adhering to public health and safety guidelines. All attendees at the location may be subject to a temperature screening. Masks are currently required in all city buildings and at city meetings, regardless of vaccination status.

Citizens may access the meeting at the following web address:
https://www.greenvillesc.gov/1694/Online-Meetings

CITY COUNCIL: Mayor Knox White; Councilmember Wil Brasington; Councilmember John DeWorken, Councilmember Dorothy Dowe, Councilmember Lillian Flemming; Councilmember Ken Gibson; Councilmember Russell Stall

CITY STAFF: City Manager John McDonough; City Attorney Michael S. Pitts; City Clerk Camilla G. Pitman

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AGENDA

1. Call to Order **4:00 p.m.**

2. Downtown Greenville Retail Recruitment **4:00 p.m.**
(Presented by Economic and Community Development Director Merle Johnson)

3. Executive Session: **4:15 p.m.**
NOTE: City Council will leave the Work Session to conduct an Executive Session which is not open to the public. The Work Session meeting will adjourn following the completion of the Executive Session. No action will be taken prior to adjourning the meeting.

a. Economic Development / Legal Briefing

1. Potential land acquisition in the vicinity of Haywood Mall area
2. Bowater Acquisition Update

b. Boards and Commissions *(City Clerk Camilla Pitman)*

4. Adjourn **5:15 p.m.**

Council Update: Downtown Greenville Retail Recruitment

TheRetailCoach®

The Retail Coach

20+
Years of Experience

500 Million+
SF of New Retail Recruited

650+
Communities Served

$600 Million+
in New Sales Tax Generated

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology and retail expertise to develop and execute high-impact retail recruitment and development plans.

The Retail Coach

A PROVEN PROCESS FOR RESULTS

Retail 360®:

Moving Beyond Data to Recruit Retailers to Greenville

Tailored, end-to-end retail recruitment and economic development services

TheRetailCoach®

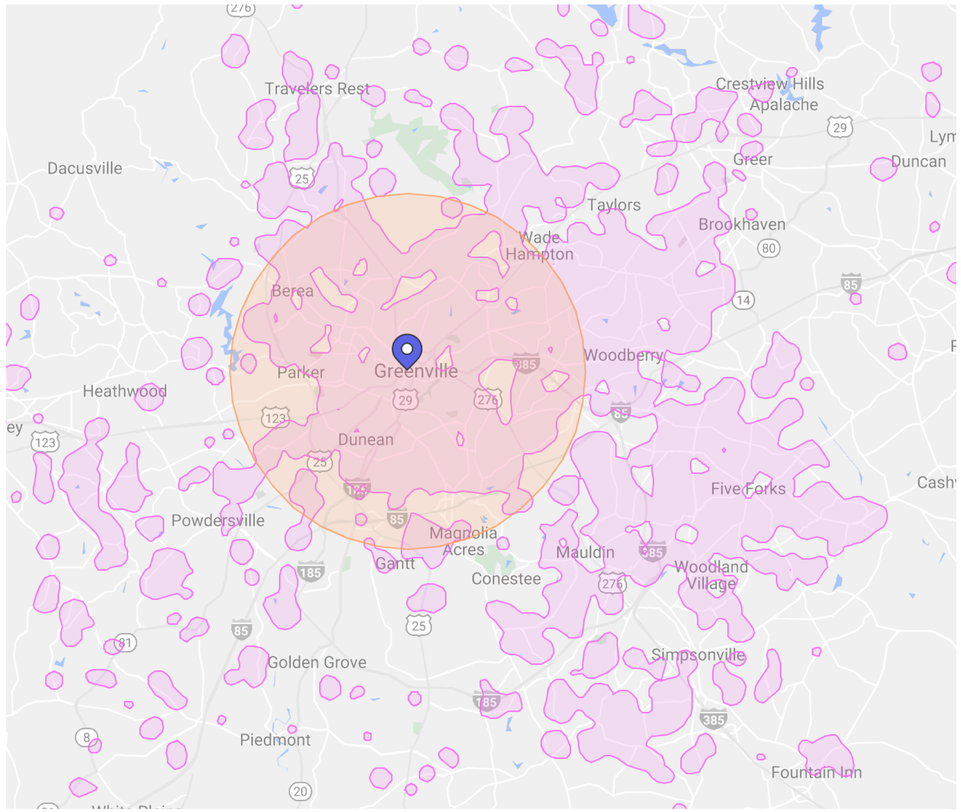
Greenville Retail Market

Accurate Retail Trade Area Determination is the most important thing you can do.
It's the foundation of any retail strategy.

- The retail trade area is the longest distance consumers are willing to travel to purchase retail goods and services. Its size depends on the variety of retail goods/services offered in the community and proximity to competing retail in nearby communities.

Traditional trade area determination methodologies:

- Neighborhood/city limits/county boundaries
- Radial
- Drivetime

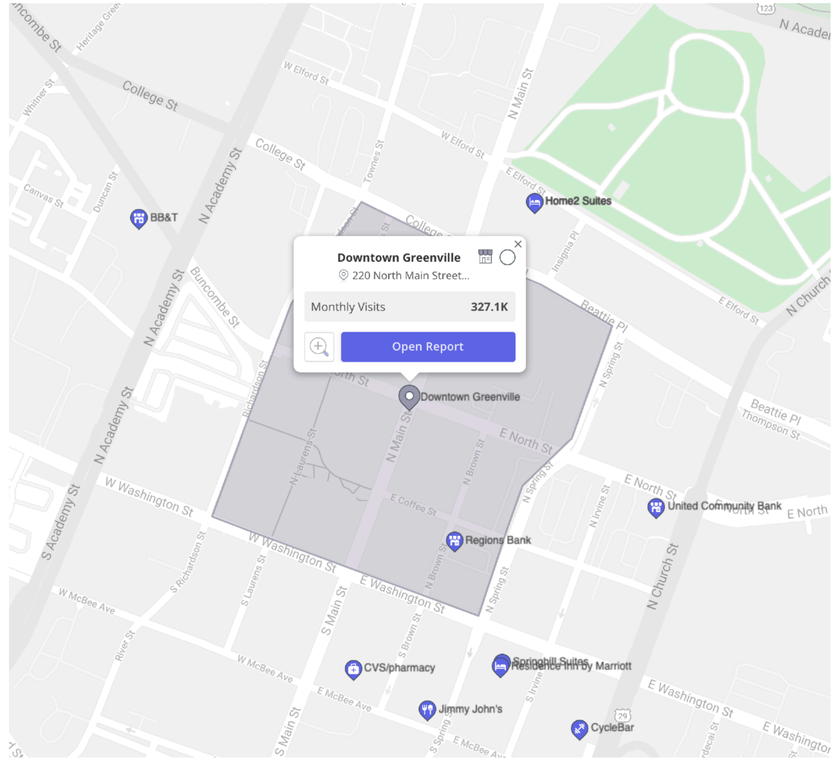


Greenville Retail Market

Mobile Location Data Retail Trade Area Mapping is a more accurate technology to determine retail trade areas.

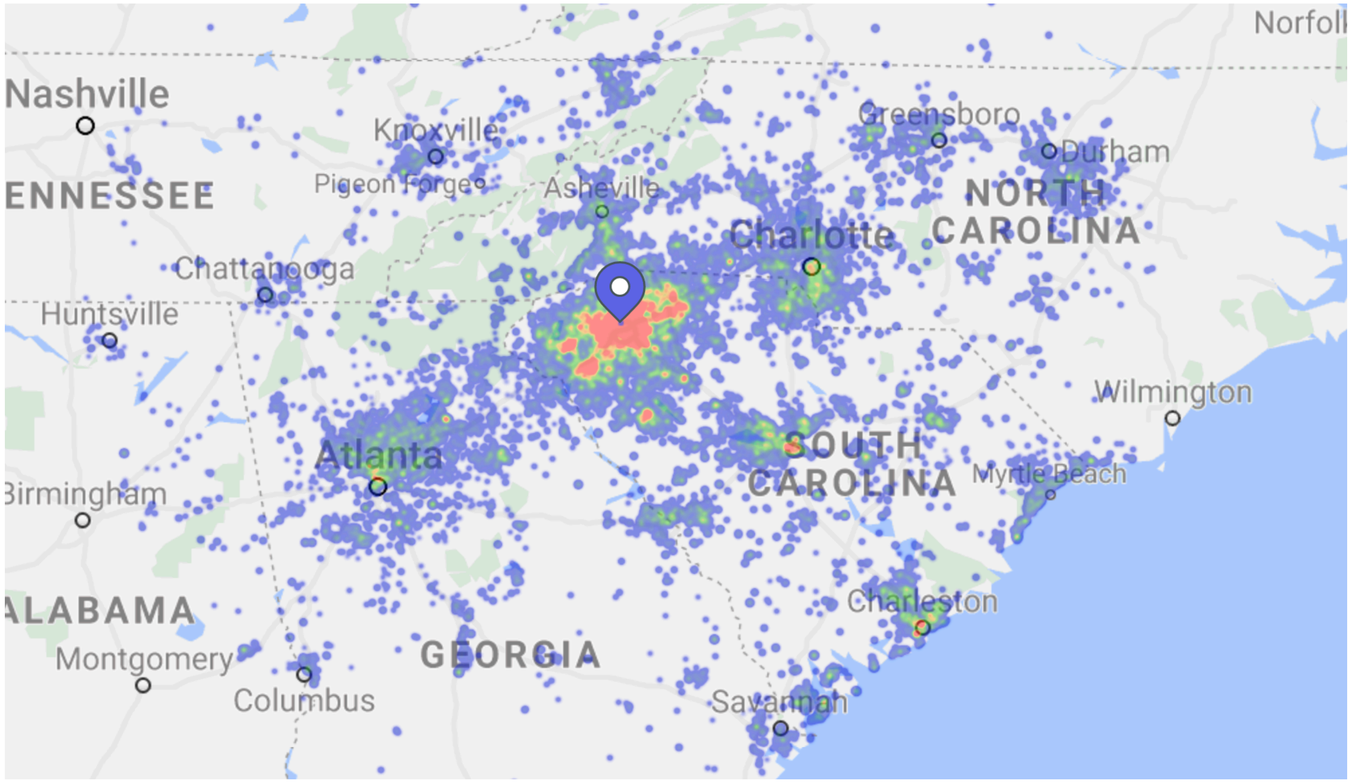
Cell Phone Data Studies:

- Tracks use of cellular devices
- Filters visits by day or time
- Provides measurable for events
- Highlights areas of retail leakage
- Identifies visitors/consumer origin
- Identifies Path-to-Purchase

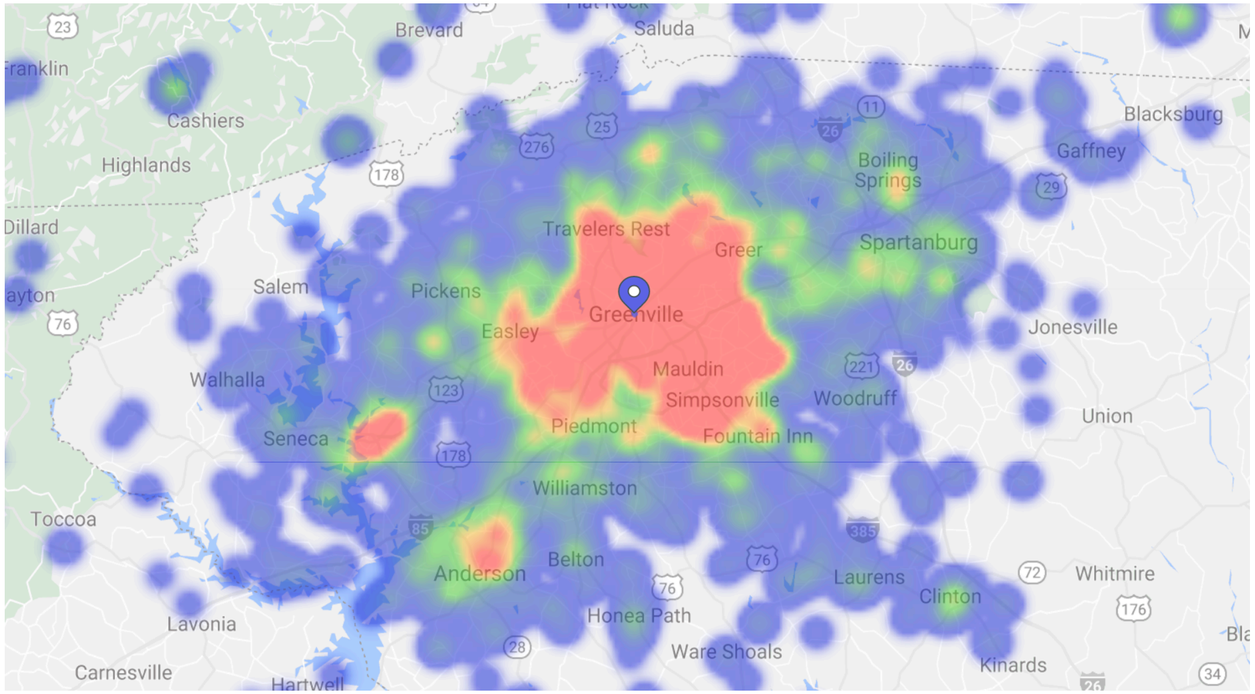


Est. # of Customers	*Est. # of Visits*	*Avg. Visits / Customer*
1.17M	3.58M	3.06

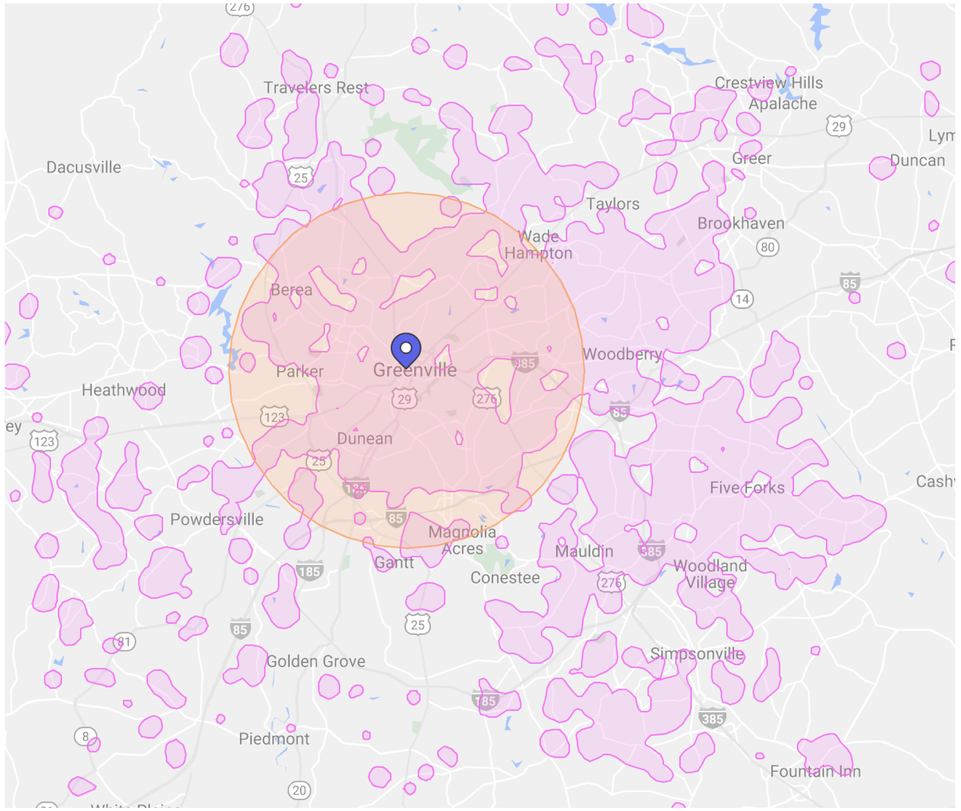
Greenville Retail Market



Greenville Retail Market



Greenville Retail Market



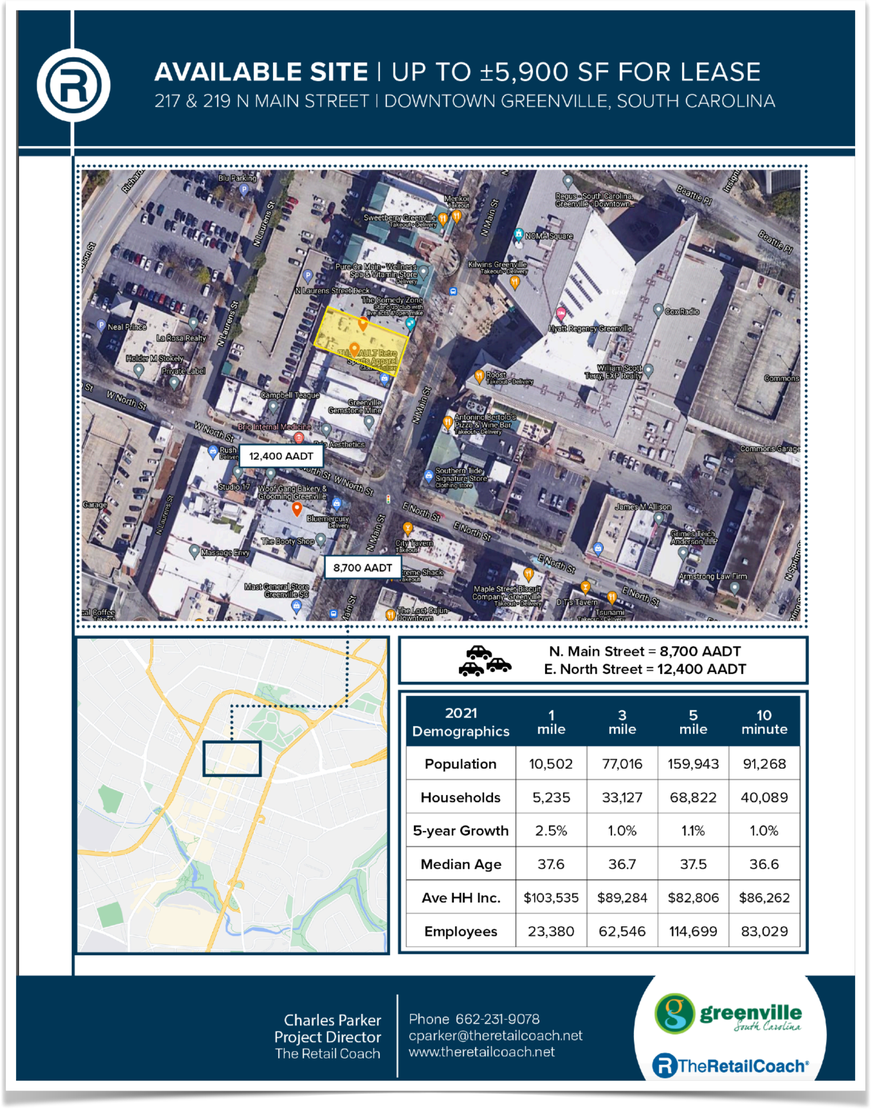
70 % Traffic 5 Miles

Overview		
Population	382,248	155,282
Pop density (per sq mile)	1,546	1,930
Area (based on blockgroups)	247.29 sq mi	80.44 sq mi

Real Estate

217-219
NORTH MAIN STREET
GREENVILLE, SC 29601
PRIME RETAIL OPPORTUNITY FOR LEAS
ADAPTABLE FOR SOCIAL DISTANCING | PERFECT F
Join Greenville's award-winning Main St in this trophy loc
taken back to cold dark shell condition with exposed br
spaces are primed for the ultimate tenant upfit and adap
measures. Additional updates include new inviting storefro
217 and 219 N Main St may be combined for up to ±5,896
BROADSTREET
PARTNERS
148 River Street, Suite 205, Greenville, SC 29601
864.640.6440 OFFICE | broadstreetcre.com

217-219
NORTH MAIN STREET
GREENVILLE, SC 29601
PROPERTY FEATURES
Site 217: ±3,678 SF
Site 219: ±2,278 SF
Combined: ±5,896 SF
Space Type: Retail on Main St Level Customizable
Lease Rate: $29.50 PSF NNN
Available: For Lease Immediately Ready for Tenant Upfits
Location: In the heart of Greenville's award-winning Main St Across from NOMA Square
Notes: Perfect for walk up / to-go
New storefronts
New sprinkler systems
Shell condition / slab ready
Sheetrock / exposed brick
Tall exposed framing
T.I. packages available
DISCLAIMER: This information is believed to be accurate but no warranties are implied or given. It is for reference purposes only.
BROADSTREET
PARTNERS
148 River Street, Suite 205, Greenville, SC 29601
864.640.6440 OFFICE | broadstreetcre.com
JOHN PARKER | 864.266.3309
john@broadstreetcre.com
RYAN KOOP | 864.200.6527
ryan@broadstreetcre.com


AVAILABLE SITE | UP TO ±5,900 SF FOR LEASE
217 & 219 N MAIN STREET | DOWNTOWN GREENVILLE, SOUTH CAROLINA
12,400 AADT
8,700 AADT
N. Main Street = 8,700 AADT
E. North Street = 12,400 AADT
2021 Demographics | 1 mile | 3 mile | 5 mile | 10 minute
Population | 10,502 | 77,016 | 159,943 | 91,268
Households | 5,235 | 33,127 | 68,822 | 40,089
5-year Growth | 2.5% | 1.0% | 1.1% | 1.0%
Median Age | 37.6 | 36.7 | 37.5 | 36.6
Ave HH Inc. | $103,535 | $89,284 | $82,806 | $86,262
Employees | 23,380 | 62,546 | 114,699 | 83,029
Charles Parker
Project Director
The Retail Coach
Phone 662-231-9078
cparker@theretailcoach.net
www.theretailcoach.net
greenville
south carolina
TheRetailCoach

Missing Brands

Downtown Greenville

9 S Main St | Downtown Greenville SC

Tenants Not Inside Trade Area

Trade Area: 12 Min

Void Analysis	Average Size (SF)
Restaurant - Other	
Crumbl Cookies	1,800
Popbar	800
Jet's Pizza	3,250
Tiff's Treats	1,700
Cosmetics and Beauty	
Milan Laser	2,000
Lavelier's	2,200
Buff City Soap	1,800
Bare Escentuals	3,800
ULTA Beauty	2,800
Origins	950
The Body Shop	900
A.P.C. Store	2,500
L'Occitane	950
Other Food/Beverage	
Rocky Mountain Chocolate Factory	675
Great Harvest Bread Co.	2,000
Gigi's Cupcakes	1,500
Smallcakes	2,400
Cinnaholic	950
The Baked Bear	1,200
Duck Donuts	1,500
Arden's Garden	1,500
Pepper Palace	2,700
It'sugar Candy Store	11,500
Total Wine & More	18,500
Dream Dinners	1,500
House of Jerky	1,000
Mrs. Fields	750
Hickory Farms	1,000
Footwear/Shoes	
Foot Solutions	1,250
The Athlete's Foot	1,500
New Balance	1,750
DTLR	4,250
Famous Footwear	4,000
City Gear	4,000
SKECHERS	4,600
Nike	15,000
Johnston & Murphy	1,500
Sperry	2,000
Off Broadway Shoe Warehouse	6,250
Clarks	2,200
Crocs	2,000
Timberland	1,200
Converse	5,000
PUMA	3,000
Jimmy Choo	1,750
Burlington Shoes	8,900
Clothing and Apparel	
Uptown Cheapskate	3,500
Once Upon a Child	3,000
Apricot Lane	2,000
5.11 Tactical	6,750
Scrubs & Beyond	3,250
fab'rik	2,400
Casual Male XL	3,750
maurices	5,000
Urban Outfitters	12,000
Nic+Zoe	1,900
Izod	12,000
Earthbound Trading Co.	3,200
Tous	1,000
Van Heusen	6,500
Tommy Bahama	6,000
Marine Layer	1,000
Everything But Water	2,700
Vineyard Vines	2,850
LOFT	5,200
Allen Edmonds	3,500
Athleta	4,100
Bonobos	2,500
Free People	3,750
Coffee Shop	
Coffee & Bagels	1,950
Caribou Coffee	1,400
The Human Bean	500
Nestlé Café	850

Missing Brands

Downtown Greenville

9 S Main St | Downtown Greenville SC

Tenants Not Inside Trade Area

Trade Area: 12 Min

Void Analysis	Average Size (SF)
TGI Fridays	5,250
Buffalo Wild Wings	5,000
Fuddruckers	7,000
The Brass Tap	3,200
Old Chicago Pizza and Taproom	5,750
Metro Diner	4,000
Nathan's Famous	2,000
Johnny Rockets	1,275
Teriyaki Madness	1,600
Clean Eatz	2,300
World of Beer	4,500
Bubba Gump Shrimp Co.	5,000
Showmars	5,400
Texas Roadhouse	6,700
Famous Dave's	4,000
Freddy's Frozen Custard	3,200
Jim N Nick's	5,500
Sullivan's Steakhouse	12,000
Dickey's Barbecue Pit	1,900
Uncle Maddio's Pizza Joint	2,500
Hard Rock Cafe	6,000
Joe's Crab Shack	10,500
Salsarita's Fresh Cantina	4,600
Famous Toastery	3,500
Your Pie	2,600
Burger 21	2,700
The Original Pancake House	3,750
LongHorn Steakhouse	8,250
Urban Cookhouse	2,500
LEDO Pizza	2,500
Wingstop	1,950
Mezeh Mediterranean Grill	3,000
On The Border	7,500
Shane's Rib Shack	3,000
Pet Supplies/Services	
Three Dog Bakery	1,600
VCA Animal Hospitals	9,000
BluePearl Veterinary	9,000
Pet Supplies Plus	8,000
Best Friends Pet Care	22,000
Southern Veterinary Partners	15,000
Pathway Vets	7,500
Camp Run-A-Mutt	10,000
EarthWise Pet Supply	2,150
THRIVE Affordable Vet Care	1,500
PetPeople	5,500
Central Bark	6,000

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