

Creating the Right Economic Mix

(for a successful Main Street/Commercial Center)

A **Community Center** is a strip center with 100,000 to 300,000 in square footage usually with a junior department store or a cluster of merchandise variety stores.

A **Neighborhood Center** is your typical strip center. Typically built around a supermarket with a norm of under 100,000 square feet.

SOURCE: PEG BARRINGER, OKM ASSOCIATES, BOSTON, NEWSPAPER ASSOCIATION OF AMERICA, URBAN LAND INSTITUTE

Most Frequently Found Tenants in U.S. Community Shopping Center

Rank	Business Type	Median Firm Size (GLA)	Annual Median Firm Sales
1	Restaurant with liquor	5,204	\$1,570,827
2	Women's ready-to-wear	4,400	\$738,320
3	Supermarket	50,420	\$15,592,385
4	Discount department	52,650	\$9,679,703
5	Furniture	4,916	\$1,104,527
6	Unisex hair salon	1,290	\$286,986
7	Medical and dental	1,813	\$705,946
8	Restaurant w/o liquor	3,581	\$849,735
9	Cosmetics/beauty sup.	1,807	\$531,547
10	Nail salon	1,200	\$130,284
11	Family wear	8,000	\$1,944,160
12	Cards and gifts	4,200	\$574,770
13	Dry cleaner	1,800	\$223,668
14	Family shoes	4,000	\$699,320
15	Sandwich shop	1,368	\$427,500
16	Pizza	1,700	\$376,159
17	Telephone/telecom	1,600	\$202,528
18	Women's specialty	3,000	\$597,750
19	Finance company	1,600	N/A
20	Dollar store/novelties	7,500	\$879,150

Most Frequently Found Tenants in U.S. Neighborhood Shopping Center

Rank	Business Type	Median Firm Size (GLA)	Annual Median Firm Sales
1	Supermarket	34,187	\$12,089,891
2	Medical and dental	1,813	\$705,946
3	Restaurant with liquor	3,200	\$874,592
4	Dry cleaner	1,450	\$188,747
5	Women's hair salon	1,204	\$171,305
6	Nail salon	1,133	\$113,900
7	Pizza	1,550	\$311,039
8	Unisex hair salon	1,290	\$286,986
9	Drugstore/pharmacy	8,993	\$3,672,741
10	Chinese fast food	1,400	\$342,482
11	Sandwich shop	1,400	\$342,482
12	Videotape rentals	3,992	\$421,755
13	Restaurant w/o liquor	2,500	\$485,400
14	Telephone/telecom	1,600	\$202,528
15	Tanning salon	1,750	\$138,320
16	Dollar store/novelties	7,377	\$642,979
17	Mailing/packaging	1,395	\$336,516
18	Insurance	1,200	N/A
19	Finance company	1,676	N/A
20	Liquor/wine	2,400	\$609,840