

BEST PRACTICES FOR DESIGNING RETAIL COMMERCIAL PROPERTIES

Investing in real estate is the best way to secure a more consistent long-term return on your capital. You can develop retail commercial properties that will ensure you can yield high returns, and your business will continue to grow.

For your investment to yield high returns, there are major factors and best practices that you should consider. For starters, ensure you have an in-depth understanding of the real estate industry and the economic aspects that usually fluctuate from time to time. Also, keep in mind the changing scenarios in the current real estate market.

While some of these items for new construction, there are also best practices for existing properties that are being renovated to attract new tenants. Below are the best practices for when you want to design retail commercial properties.



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LOOK INTO CUSTOMERS' JOURNEY

As an investor, you should understand the shoppers buying journey and how everything should look like in the store. Some of the questions you should ask yourself include:

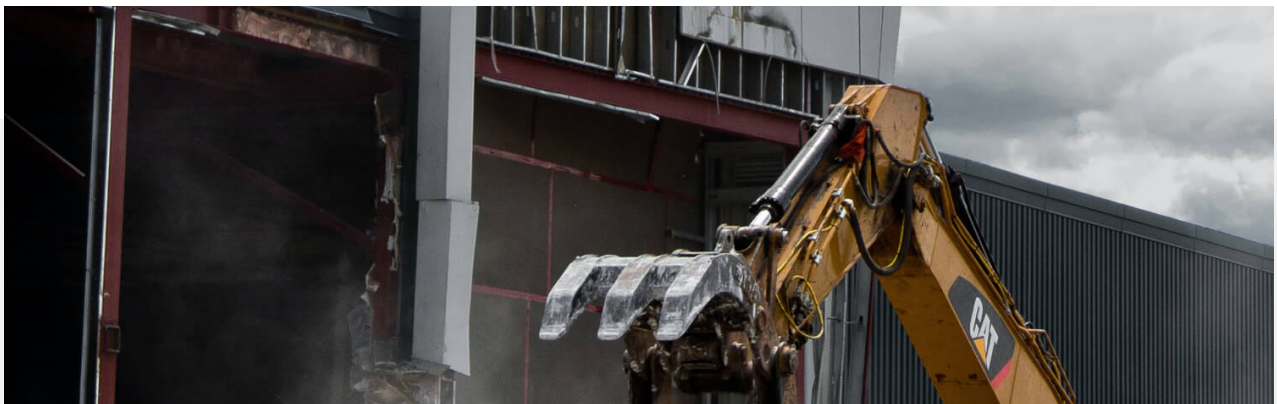
- What is the first thing a buyer does when they get into the shop?
- Which products are appealing to most consumers?
- Do people look around, or do they prefer getting in and out fast?

When you have a suitable answer to these questions, you'll be in a better position to come up with a layout that will be appealing to the buyers. For the best results, formulate a diagram that will map up the entire consumer journey so that you can effectively execute your ideas. The best advice is to come up with a schematic that is detailed.

After coming up with the buying process schematic, you can use it for the retail design and layout to ensure the plan will perfectly complement everything. Suppose a business fails to adhere to such steps. In that case, there is a high likelihood that the efficiency of the final product will be affected, especially in an instance whereby some elements don't coincide with others..

DEMOLITION

Only handle demolition if you absolutely have to. When conducting space planning, demising ensures you have left the storefront space open, allowing the construction of walls while establishing leases and determining the amount of space tenants need. Account for the amount of space the smallest tenant may require. As you start leasing the storefront, begin with the outer part of the building as you go towards the middle to ensure the remaining spaces are versatile.



UTILITIES

Ensure there is easy access to utilities. By doing so, you'll ensure that the space is usable for all the tenants. The systems you should consider include water, sewer, electrical, and sewer. Also, keep in mind grease traps are a necessity, and they may be underground or overhead. For a retail space, it is easy to run all the utilities in a parallel manner. Such a technique works well since the retail tenants prefer having the kitchen and restroom access at the back of the building.

The telecommunication and water systems usually run overhead from the roof access or building utility. Telecommunication firms can also pull the lines through the existing conduit without the need for additional construction work. As the construction process commences, it is an excellent time to keep in touch with the telecommunication service providers and discuss with them how they will bring their services. When you handle such issues at the beginning of the construction, you will incur fewer expenses when the building is complete. Access to multiple telecommunication service providers can also help to attract a huge client base.

Planning for electrical systems may be challenging. Generally, each tenant requires 200 amps if they are dealing with soft goods. For a restaurant, you need 400 amps. Conduct some research to determine the mix of tenants whom you expect to rent the retail, commercial property so that you can come up with a precise electrical layout. You can also make an educated guess.

Make sure you have configured a design whereby the amperage capacity in the building can support the type of business you expect to be occupied. Once a tenant occupies the space, you can install an electrical box size to support the client's needs. While the waiting factor is not as favorable, it ensures you won't waste capital because of the unknowns.

If there are restaurants in the retail commercial real estate property, you should install a grease trap for their use. An educated guess may come in handy depending on the estimated number of restaurants that will be present in the building. Every municipality has put in place requirements about the size of the grease traps in commercial real estate property depending on the restaurants' size.



ENSURE SAFETY

As you design a space for the products and services you're offering, you need to keep in mind that health and safety equipment should be put in place. For instance, you should ensure there is enough room for social distancing. Also, ensure there is a sanitation area. After looking into the best practices when developing retail, commercial real estate property, you should go ahead and hire a property management firm.

EFFICIENCY OF LEASING AGENTS

The leasing agents will charge you on a commission basis. Ensure you have provided all the essential details that will come in handy as they sell the commercial real estate property space to potential tenants. Come up with a standard offer and ensure the leasing agents have access to the retail space. Some deals are lost when some processes are prolonged, including showcasing the clients' commercial real estate space. Keep in mind that owning commercial real estate property does not guarantee that you will earn profits. Ensuring the asset works in an efficient manner, guarantees its success.



PLAN AND PRIORITIZE

After completing the property audit, you need to have an in-depth understanding of some of the deficient areas, and they may lead to the depreciation of the property's value. A plan will come in handy, and it should outline the objectives of the owner, both short-term and long-term. The priorities should be set based on the returns, cost, and value addition. Inspections should be carried out regularly. A proper reporting system will enable you to ensure the audits are kept up to date. Regular meetings will help to review the expenditure and leasing rents. The property audit should be updated annually.

CONCLUSION

Once your retail building is properly designed, it is advisable to hire a property management firm that conducts itself professionally and can handle all the operations on your behalf, including leasing.



ABOUT CIVE®

CIVE® is an upscale Design-Build firm, specializing in top-down build process driven by value engineering – from state-of-the-art design, leading-edge engineering, high-quality construction, and elite project management.

Our strengths lie in a rich mix of talent, experience and ingenuity. Our clients can depend on us to anticipate industry changes and plan for the future, while providing most practical and cost-effective solutions. CIVE® devotes customized, individual service to all its clients, whether large or small.

Specialties: Residential, commercial & industrial design, civil engineering, structural engineering, mechanical engineering, electrical engineering, construction management & project management.

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