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SHOPPING CENTERS TODAY

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THE COMMON AREA



Catering to locals is a successful strategy

Sometimes all a struggling center needs to do to jumpstart sales is reconnect with the local community. Take Golden Square Centre in Mississauga, Ontario, Canada, for example. The 135,000-square-foot center, which is anchored by an Asian supermarket and 40 other local tenants, managed to bring its vacancy rate from a troubled 19 percent to a healthy 5 percent simply by renovating itself to appeal more to its base of Asian consumers. Managers Crofton Moore brought in designers Retail Environments Corp. to mastermind the transformation, which included a continuous band “frieze” that was applied to the exterior of the entire complex. Colonial detailing in bright colors that were culturally significant to the Asian community were also added to provide appeal and stand out. Feng Shui experts were consulted and Chinese gods displayed in glass boxes were refurbished, cleaned and relit to bring good fortune.