

Retail Development Services

BBP LLC expertise has been involved in a wide variety of retail projects developed in a diversity of settings, including urban, suburban and rural areas. Staff at BBP LLC have conducted market, economic and financial feasibility evaluations, prepared revitalization/implementation strategies for project development, outlined development approaches and marketing plans, solicited and evaluated development proposals, negotiated development agreements, and packaged these projects on behalf of a broad range of public, private and quasi-public entities. See BBP LLC's "Development Packaging Services" for more details.

Services and product types include:

Retail Services

- Market & Economic Analysis
- Financial Feasibility
- Public/Private Partnerships
- Site Opportunities and Constraints
- Economic and Fiscal Impact Evaluations
- Revitalization Assessments
- Implementation Strategies
- Development Solicitation/Evaluation
- Development Packaging

Retail Product Types

- Downtown / Main Street Revitalization
- Urban/Suburban Infill
- Commercial Corridor Reinvestment
- Town / Lifestyle Centers
- Mixed Use/Urban Villages
- Specialty Centers
- Reinvented Retail Centers
- Community / Neighborhood Retail
- Transit Oriented Development

DOWNTOWN / MAIN STREET REVITALIZATION

Throughout the United States, the past decade has witnessed the rediscovery and revitalization of both older main streets of cities and towns, and the newer main streets of suburban downtowns. BBP LLC is playing a leading role in this renewed interest, and has facilitated reinvestment and economic development for new retail investment, economic development and business services. BBP LLC has provided its expertise to the Main Street Program of the National Trust for Historic Preservation whose experience working towards enhancing older main streets and strengthening newer downtown areas is unparalleled.



URBAN / SUBURBAN INFILL

BBP LLC conducts numerous urban/suburban infill retail market assessments in which we often provide not only the economic and market evaluations to assess revitalization strategies but also are asked to provide a national perspective to alternative techniques which can be implemented in these infill retail efforts from innovative financing to strategic public/private partnerships, including the Mall of America, the largest retail-entertainment center in the US.





COMMERCIAL CORRIDOR REINVESTMENT

BBP LLC and its senior staff have unmatched experience conducting consensus-based corridor revitalization analyses with an emphasis on implementation. Our commercial corridor experience has been performed in a variety of settings, from aging suburban commercial corridors to urban districts to ex-urban communities. The firm has prepared market, economic development and implementation strategies as part of comprehensive corridor revitalization and redevelopment plans. This includes working with local stakeholders to identify catalytic development projects to jumpstart reinvestment along the corridor, as well as define the roles and responsibilities of participating groups to oversee project implementation to attract new retail and business development. See BBP LLC's "Redevelopment/Urban Planning Services" for more details.



TOWN / LIFESTYLE CENTERS

A growing number of town/lifestyle center projects are being planned and built to serve existing suburban markets in greenfield locations within existing town centers and edge cities. In addition, town centers are also appearing on urban infill sites and in redevelopment areas, including brownfield sites. BBP LLC provides predevelopment advisory services for urban and suburban lifestyle/town centers representing both the public sector and the private development community. This includes providing economic and market analyses, demographic assessments, financial feasibility evaluations, and the identification of niche market opportunities.



MIXED USE/URBAN REDEVELOPMENT

BBP LLC staff were pioneers in the field of retail mixed-use/urban redevelopment. We have assisted communities by providing development strategies targeted for retail expansion or retention. These strategies have been employed to develop a community consensus toward retail development opportunities and to determine the investment climate required to foster them.



SPECIALTY CENTERS

Specialty retail centers have also been programmed and developed employing the guidance of staff at BBP LLC in new urban projects, in adaptive reuse projects in urban areas and in suburban settings. These include city markets, festival marketplaces, amusement malls and other forms of specialty retail uses.

After organizing and sponsoring a national conference on the emergence of festival marketplaces in the United States, staff at BBP LLC became well-recognized counselors to communities considering these new forms of retail offerings/entertainment. In other communities with a strong investment climate matching the special needs of these types of projects, we provide advice and packaging assistance, including negotiations with interested developers.



Public/Private Development Advisors

REINVENTED RETAIL CENTERS

The redevelopment of older, underutilized shopping centers (“greyfields”) and strip commercial areas into new mixed use development, town centers and main streets has become increasingly common. BBP LLC is on the cutting edge of this emerging trend in retail real estate, and has conducted a wide variety of economic, market and financial feasibility analyses to facilitate this transformation and assist the public and private sector meet the demands of their consumers.

COMMUNITY/NEIGHBORHOOD RETAIL

Neighborhood and community shopping center facilities located in urban and suburban settings have also been programmed and developed. These efforts have been accomplished either as free-standing facilities or as components of mixed-use projects. Our experience includes specialty market evaluations, economic and demographic assessments, economic and fiscal impact analyses and other pre-development services.

TRANSIT-ORIENTED DEVELOPMENT

Transit-oriented development (TOD) has emerged as a leading trend as urban and suburban communities grapple with ever-increasing traffic congestion. This renewed interest in transit development has led to a desire for more pedestrian-friendly, mixed use communities adjacent to transit stations. BBP LLC and its senior staff have collaborated with private developers, transit agencies, and local municipalities interested in TOD. As a recognized national leader in TOD investment, the firm has conducted economic and market evaluations, prepared developer solicitations and evaluations on behalf of the public sector and facilitated retail-oriented TOD throughout the nation.

BBP LLC is an expert on current Federal Transit Administration joint development guidelines regarding commercial/retail development on government-owned properties. See BBP LLC’s “Transportation Development Services” for more details.

