



Stay tuned for our upcoming webinars!

# Retail at Train and Bus Stations: Innovative Strategies to Enhance Revenue, Amenities, Ridership, and Safety

2:00-3:00pm ET

The webinar recording and slides will be emailed to all registrants within a day.



@Enotrans

All  
trains



TURNSTYLE

# Inspiration



Grand Central Terminal - Market



GCT - Holiday Market



Moroccan Bazaar Shops



GCT - Dining Concourse



Subway Shops - Seoul

# Public Private Partnership

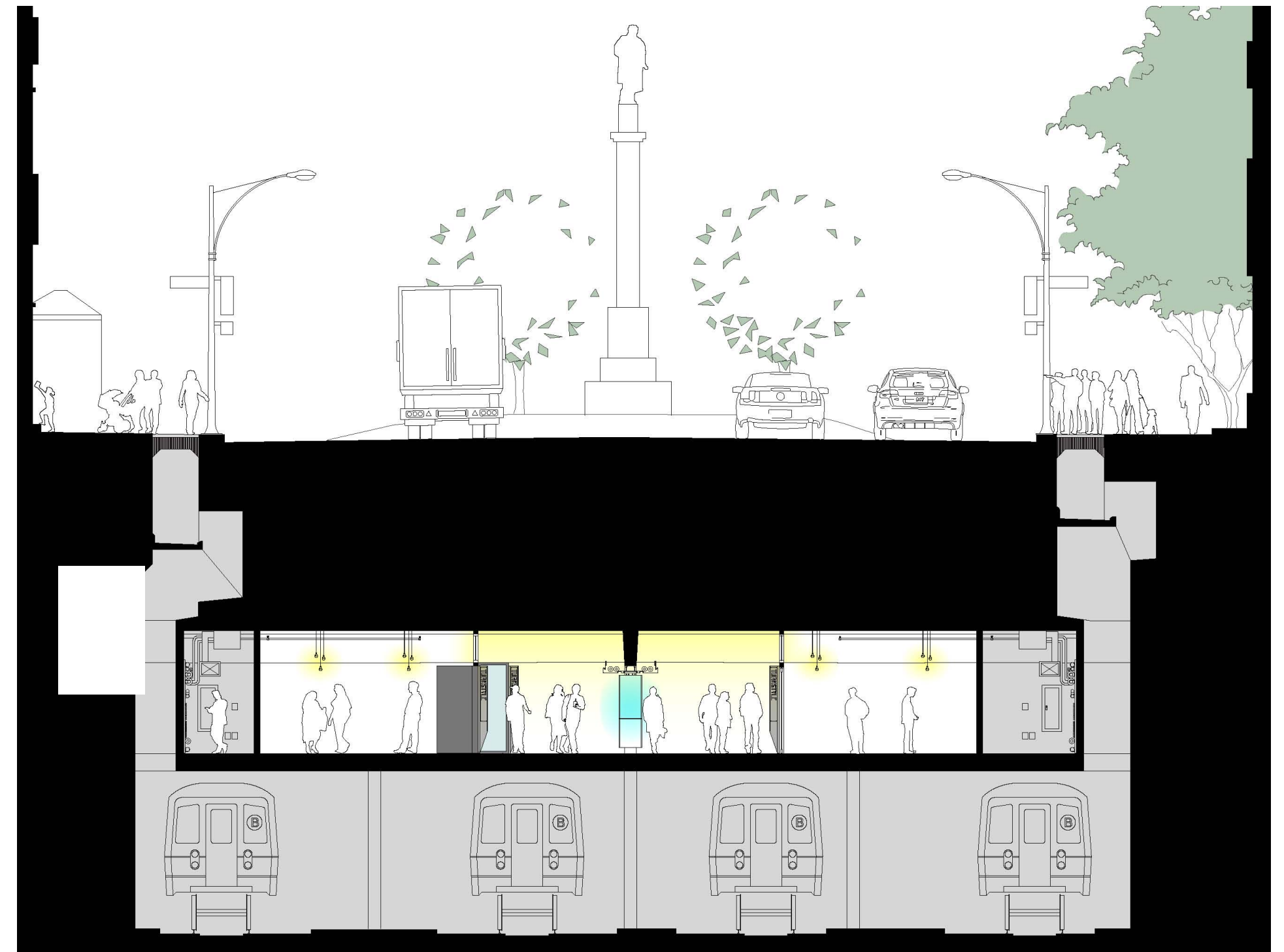
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**Central Challenge - reconciling business needs with MTA priorities**

**Transit: Move riders safely and on time**

**Operator: Sell items and make a profit**

**Transit systems and operators need to be creative and flexible in structuring their transactions**



# Transit Ridership has Declined Post Pandemic and Stores have less volume

Transit Retail as an amenity to riders, rather than a profit center.



# Know Your Customer

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Retail mix needs to reflect transit's diverse ridership

Food, food, food but expensive to build and cleanliness matters



Grand Central Market

# Lay Out Rules in Advance

Transit Systems should use Design Guidelines so define expectations

Turnkey spaces make opening a store affordable







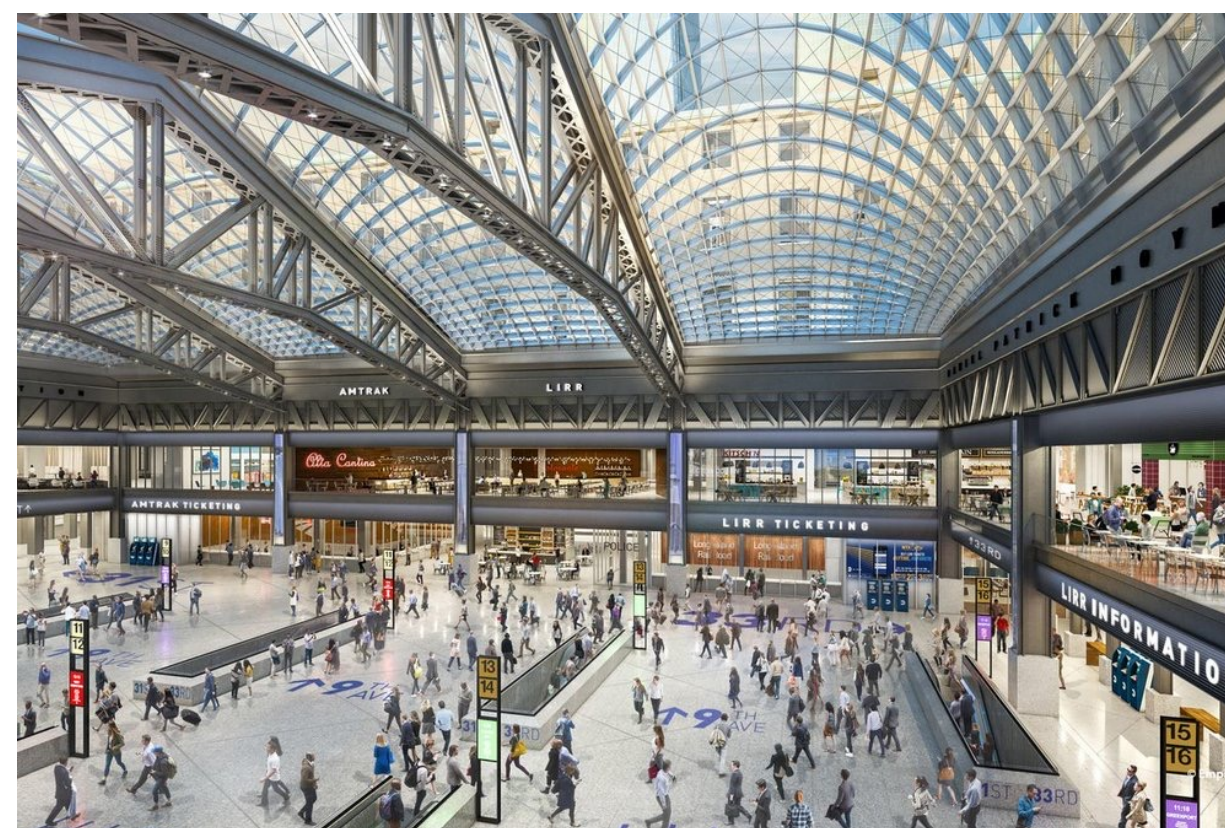
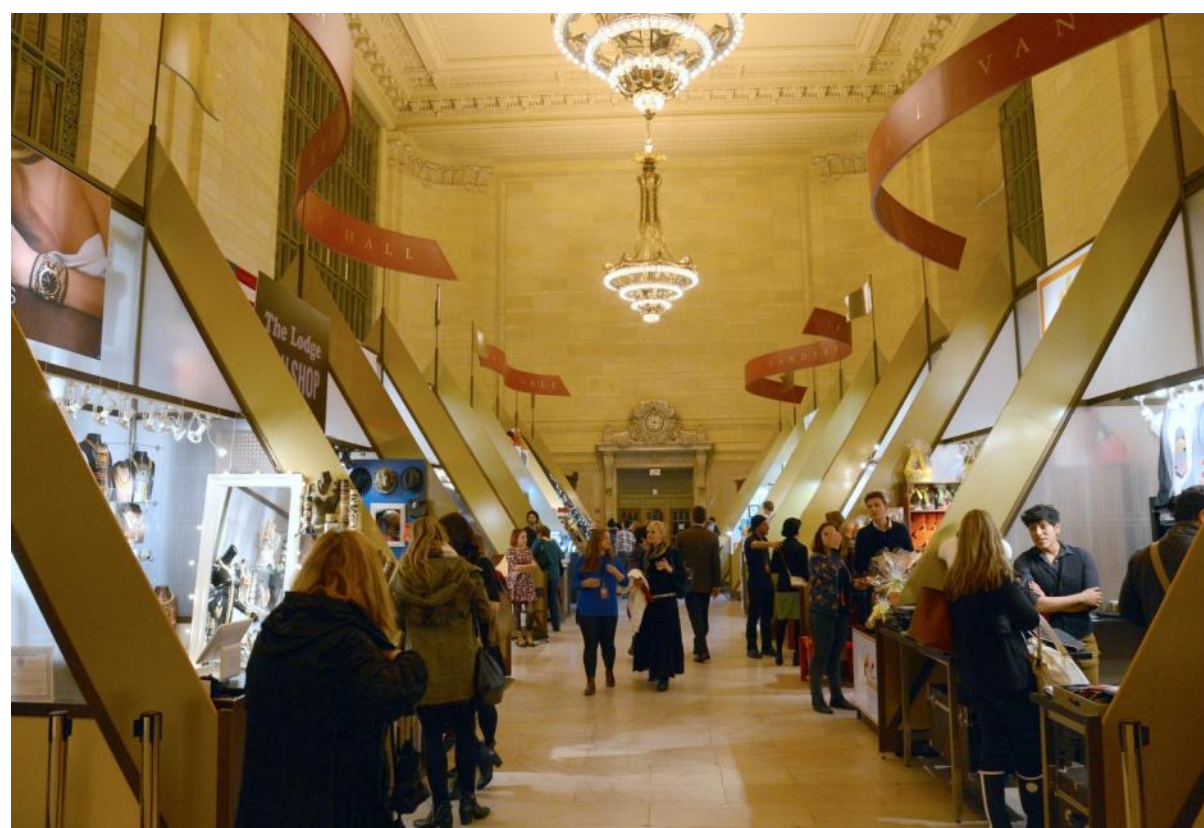
# What is “Transit” Retail?

Commuter  
Amenity to better  
ridership  
experience

Non-Fare box  
revenue

Revenue available  
for TOD  
Development

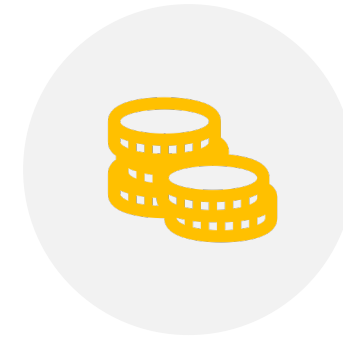
An asset to  
increase ridership



# Transit Retail Hurdles



Additional Cost if located below grade



High cost of retrofitting



Many times not considered the prime mission



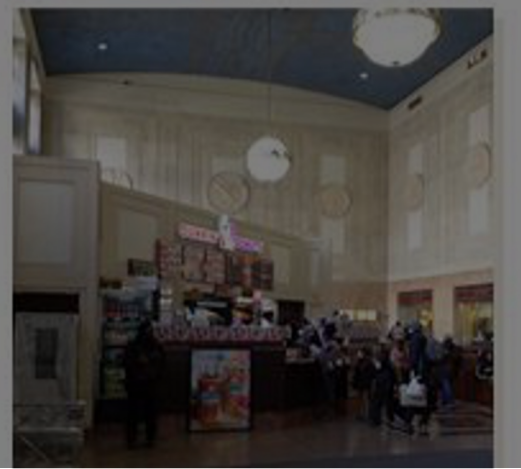
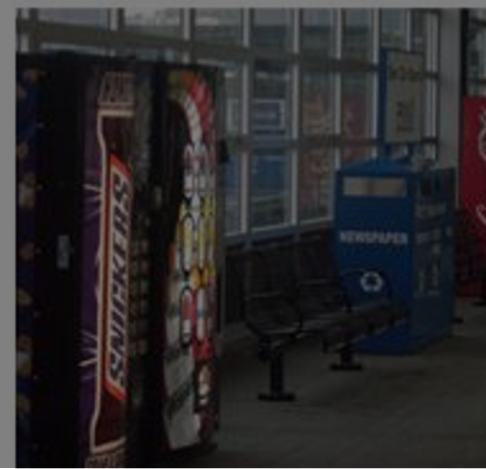
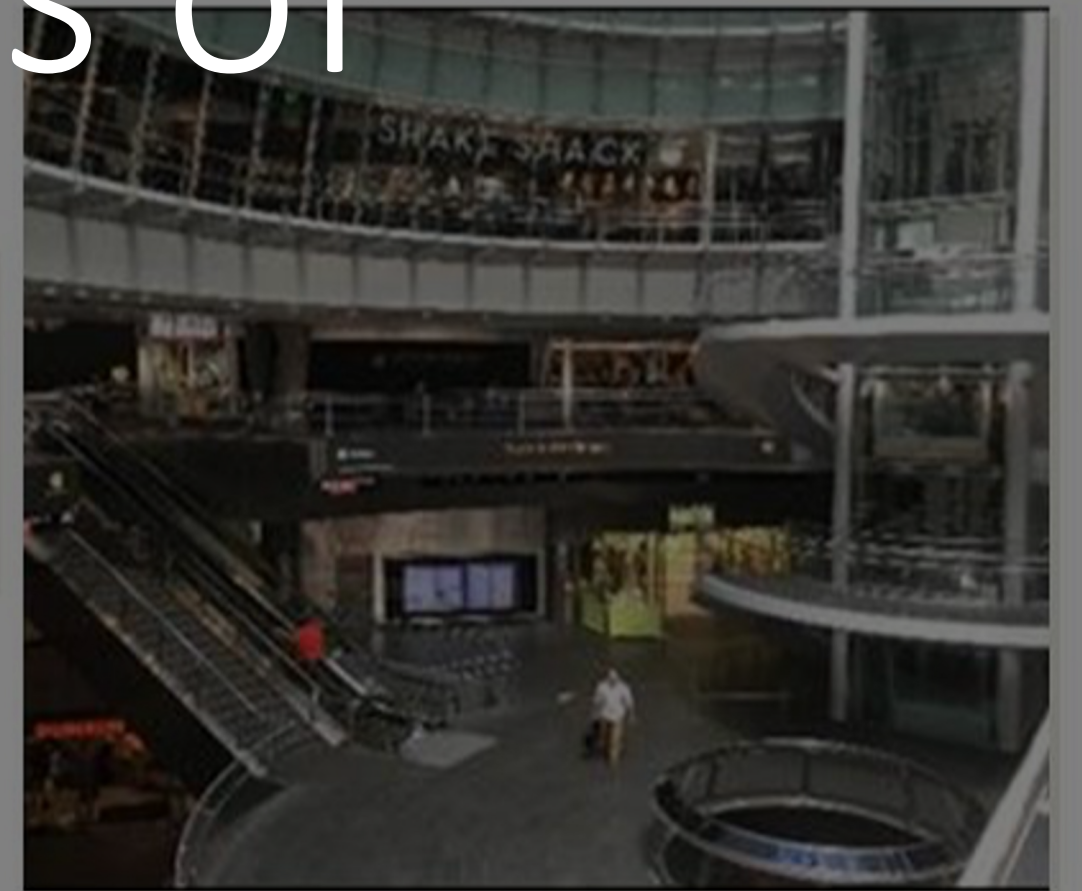
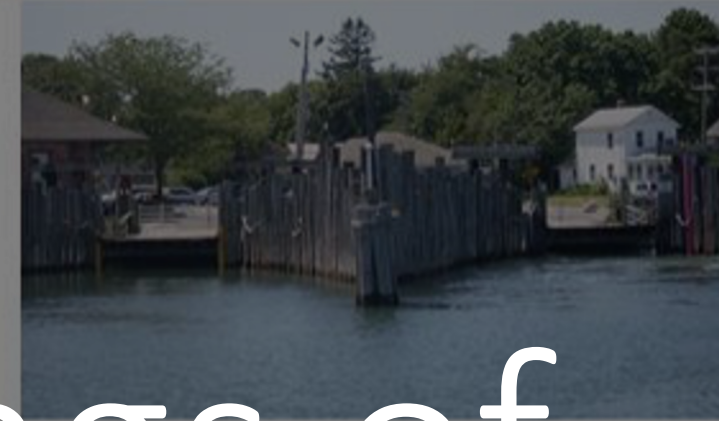
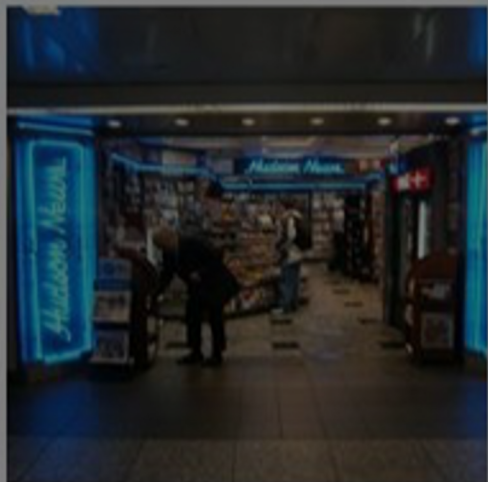
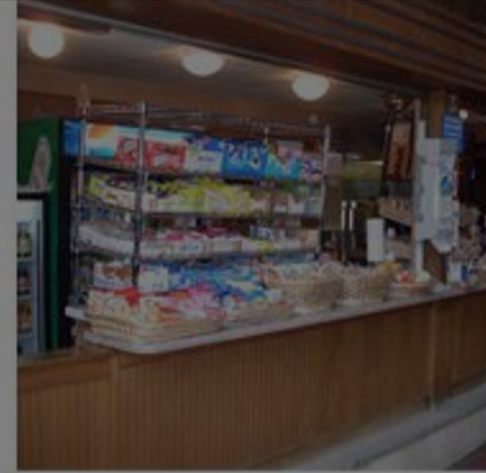
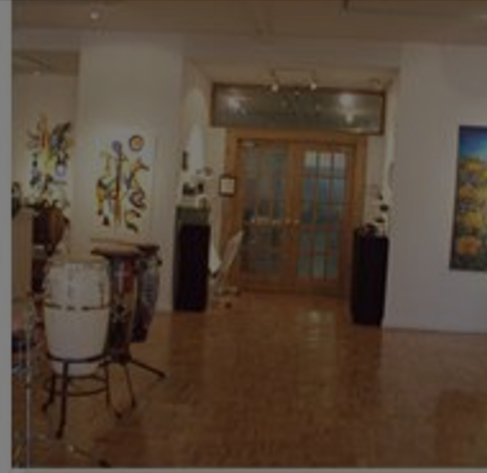
Entitlement complications related to multiple jurisdictions



Vulnerable to the system's operational environment



Competes with "uncontrollable" on-grade or outside-of-station retailers

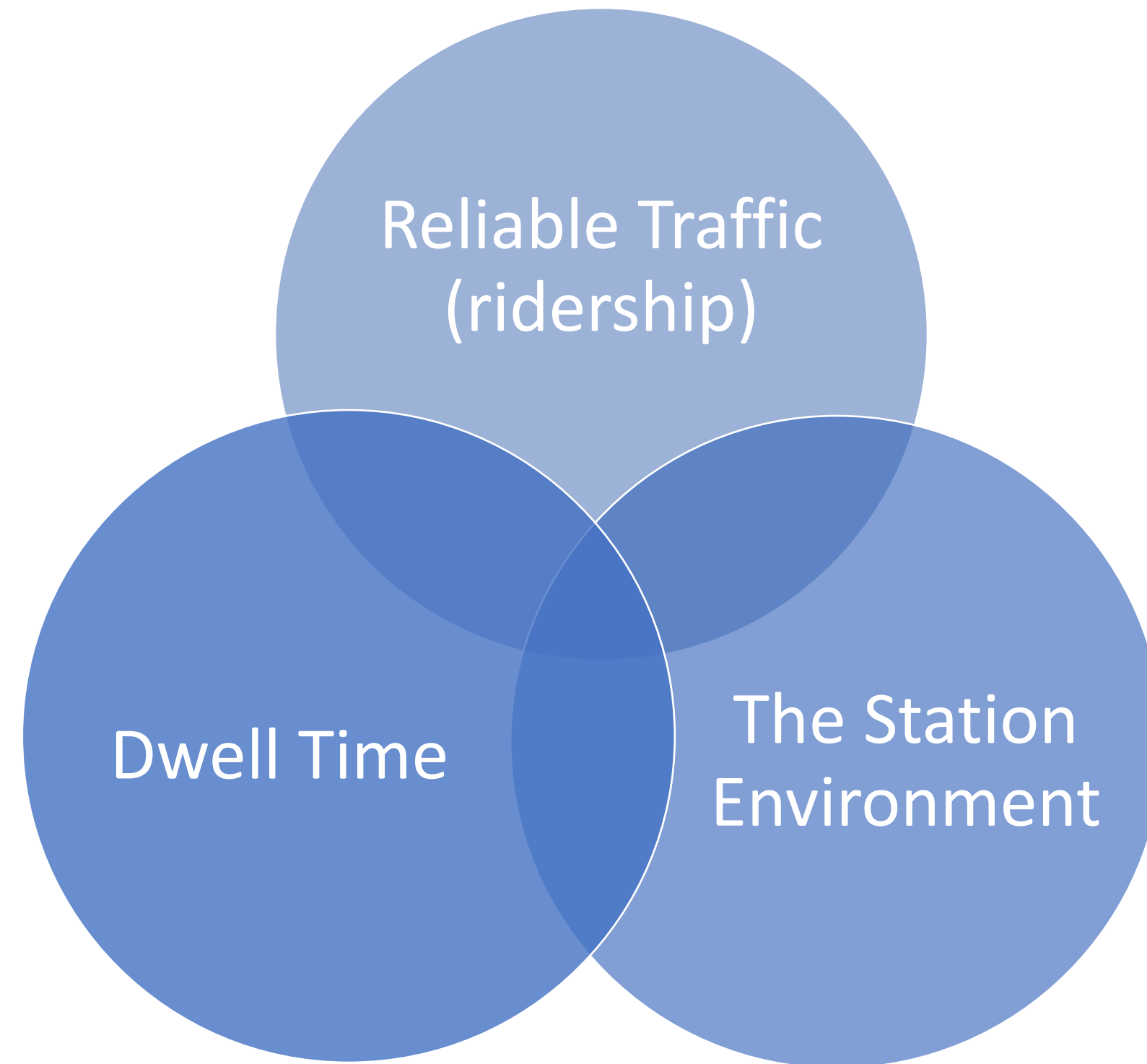


# The Diverse Holdings of Transit Agencies

# Types of Retail



# What Are The Attributes That Bring Value To Transit Retail?



# Today's Transit Word : Dwell Time



# Average Weekday Ridership

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Agency	Pre-COVID	Post-COVID
New York MTA	9,117,400	6,335,700
SEPTA	329,200	146,300
BART	421,100	140,700
MBTA	475,300	273,000

*Source: APTA Q4 2022 and Q4 2019 Ridership Reports*

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# SHIFTING TRENDS

PREDATING COVID



Retail as a service



Shifting appetites for capital and permitting risk



The landlord story







# BROADER TRENDS

IMPACTING RETAIL



The savings rate and inflation



Labor and construction



Consumerization



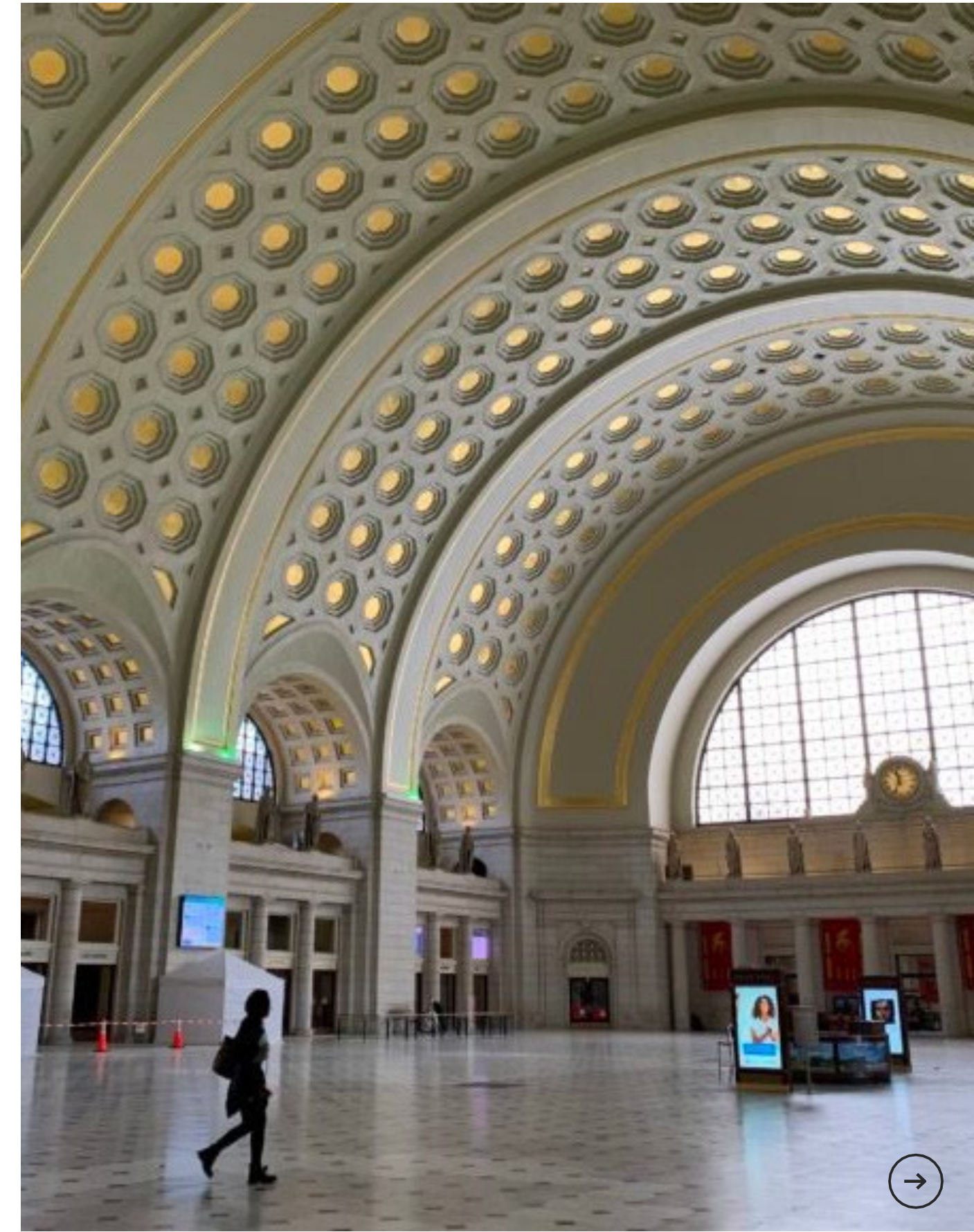
Inclusivity in agency leasing



# WE ALL LOVE SPENDING TIME IN VIBRANT PLACES



# AND OTHERS HAVE ROOM FOR IMPROVEMENT



**MISSION ROCK**  
TISHMAN SPEYER & GIANTS  
173,000 SF



**CHASE CENTER**  
WARRIORS  
120,000 SF



**SPRINGLINE**  
PRESIDIO BAY VENTURES  
25,000 SF



**GHIRARDELLI SQUARE**  
JAMESTOWN  
110,000 SF



# ADVISORY & CONSULTING

