YOGA . GYM

BAKERY

DINING

MOVIES

ART GALLERY

SUPERMARKET

THE FUTURE OF CITIES

Trends in the Retail Landscape

WELCOMING REMARKS

Victoria Woodards

MAYOR
TACOMA, WASHINGTON

THE FUTURE OF CITIES

Brooks Rainwater

SENIOR EXECUTIVE AND DIRECTOR
CENTER FOR CITY SOLUTIONS

FUTURE TRENDS

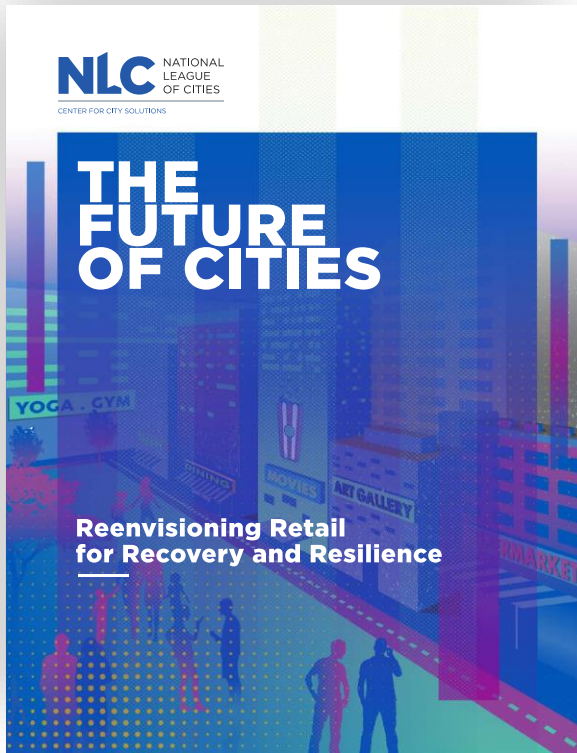Demand for experience-based retail will continue to grow

Mixed-use development will continue to grow throughout metro regions

Emerging technologies and expanded access to data will continue to play a pivotal role in the retail sector

THE FUTURE OF CITIES:
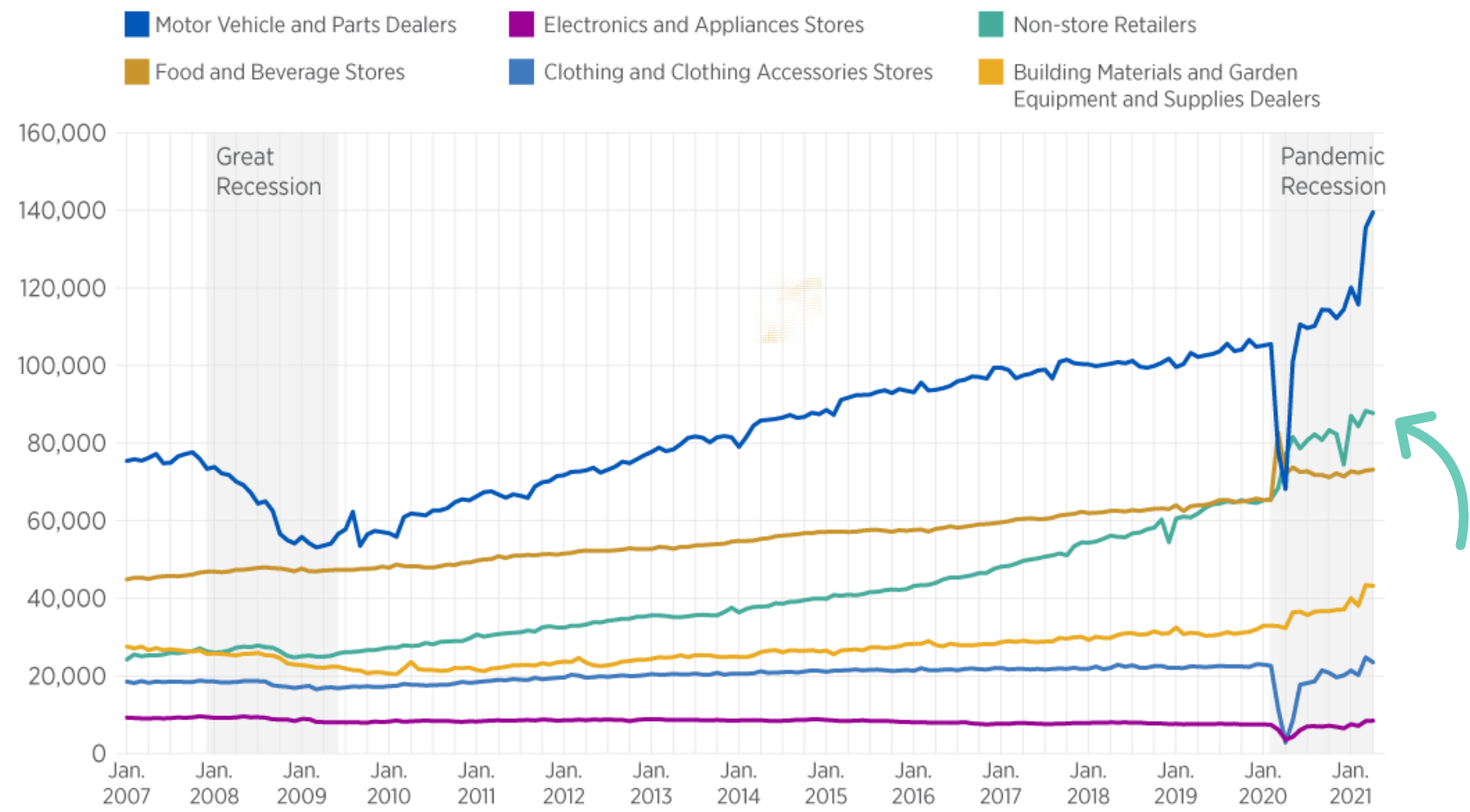
Reenvisioning Retail

Lena Geraghty

PROGRAM DIRECTOR,
URBAN INNOVATION

Tina Lee

SENIOR RESEARCH SPECIALIST,
CENTER FOR CITY SOLUTIONS

CHANGES IN THE RETAIL ENVIRONMENT

Legend:
- Motor Vehicle and Parts Dealers
- Electronics and Appliances Stores
- Non-store Retailers
- Food and Beverage Stores
- Clothing and Clothing Accessories Stores
- Building Materials and Garden Equipment and Supplies Dealers

LAND USE, PLANNING AND ZONING

FOCUS ON FLEXIBLE LAND USE CODE

110,000 restaurants and dining establishments have **closed permanently or shut down** for the long-term since March 2020.

CLOSED

ANTICIPATE A BLEND OF BRICK-AND-MORTAR AND ONLINE RETAIL

Consumers return 30 percent of online sales, compared with just 9 percent of in-store sales.

online sales

30%

9%

in-store sales

CREATE COMMUNITY HUBS

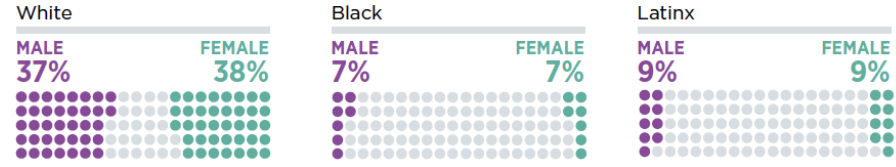# ECONOMIC OPPORTUNITY AND JOBS

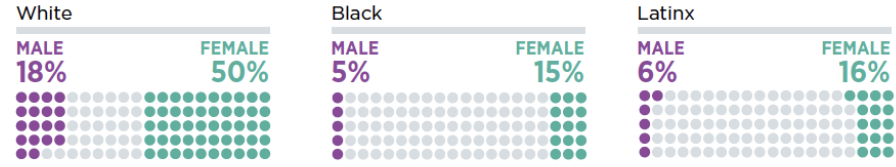## Disappearing retail jobs will affect women and people of color the most

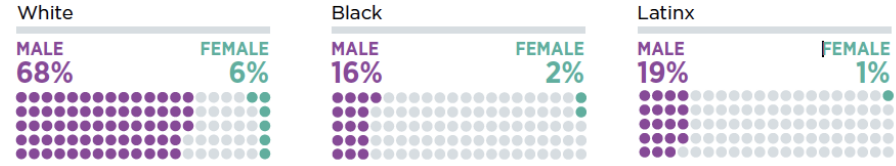*Occupation by race/ethnicity and gender*
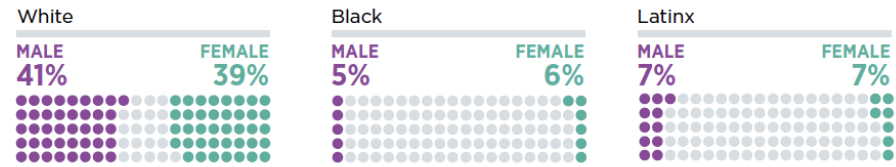
VIEW INTERACTIVE ›

Total U.S. Population

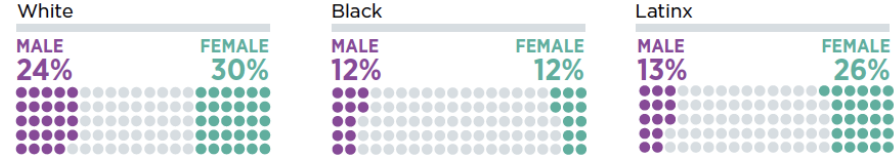|	White		Black		Latinx	
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
	37%	38%	7%	7%	9%	9%

Cashiers

	White		Black		Latinx	
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
	18%	50%	5%	15%	6%	16%

Driver/Sales Workers and Truck Drivers

	White		Black		Latinx	
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
	68%	6%	16%	2%	19%	1%

First-Line Supervisors of Retail Sales Workers

	White		Black		Latinx	
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
	41%	39%	5%	6%	7%	7%

Packers and Packagers

	White		Black		Latinx	
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
	24%	30%	12%	12%	13%	26%

Source: U.S. Census Bureau. (2020). *2019 American community survey 1-year public use microdata samples* [Data set].
data.census.gov/mdat/#/search?ds=ACSPUMS1Y2019

EMERGING TECHNOLOGY

ACCELERATE SOLUTIONS FOR DIGITAL ACCESS

42 Million
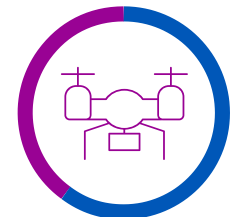
Americans **did not have access to broadband** in 2017.

EMBRACE TECHNOLOGY AND DATA

850,000

drones are registered with the FAA

40% commercial

60% recreational

PANEL

Michael Mandel

Chief Economic Strategist
Progressive Policy Institute

Laurie-Anne Sayles

Council Vice President
Gaithersburg, MD

Erin Simmons

Senior Director of Design Assistance
Center for Communities by Design
American Institute of Architects

Q&A

Please submit your question, name and media outlet (if applicable) in the discussion box and a member of the NLC team will call on you

THANK YOU

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Check out our interactive dashboard

For follow-up questions, email media@nlc.org