This assignment addresses retail activity in the Toronto area. It requires that you visit two different types of retail to assess their character, market orientation and location. In the final part of the assignment you will compare and contrast the two types of retail. Note that class guidance and the textbook will help with the terminology used. Do NOT attempt to interview shoppers or retailers for this assignment.

PART A: ANCILLARY RETAIL

Select an underground ancillary retail area according to the first letter of your surname: A-M the downtown **underground** PATH ancillary area somewhere south of Queen; N-Z the **underground** ancillary facility in the Yonge and Bloor and Bay and Bloor area. Navigate your ancillary retail system. The best time to walk the system is on a weekday, either at midday or at the close of the work day. For a portion (about 45 stores) of the system underground create a map to note the types of commercial and retail activity. On your map note the date and time of day that you did this exercise; your information must be current. Note the proportion of the activities that are retail chains and the proportion that are independents. Is this planned or unplanned retailing? What other types of uses make up the system? Make note of the specific land uses immediately <u>above</u> the part of the system you have mapped. Make some estimation of the demographic composition of the shoppers. Where do you think these shoppers come from? Are all the people you see shoppers? When do you think the system is busiest? Do a pedestrian count for 15 minutes and indicate on the map the location of the count and the number of pedestrians counted. Is the system easy to navigate? Is this public or private space?

PART B: RETAIL STRIP

Select the retail strip from the list below according to the middle number of your student number. Visit the retail strip and create a map of the retail and commercial uses along it **beginning** at the noted intersection (about 50 stores in total – note each side of the street). On the map note other types of land uses along the strip and immediately adjacent to the strip. Also on the map note the date and time of day that you visited the strip (try to make the visit at a similar time of day as your visit to the shopping centre). Do a pedestrian count for 15 minutes and indicate on the map the location of the count and the number of pedestrians counted. Note the proportion of the stores that are retail chains and the proportion that are independents. Is this planned or unplanned retailing? Is this retail strip public or private space? As in Part A make some estimation of the demographic composition of the people on the strip. Do they appear to be mostly shoppers? Where do you think the shoppers (market) for this strip come from? What is the nature and likely household composition of residential areas nearby?

> **Retail Strips:**   Select a retail strip according to the middle number of your student number - *no exceptions*! Start recording the necessary information at the intersection assigned.
> **Dundas** east of **Spadina** (middle number of student number 0-2)
> **Bloor** west of **Bay** (middle number 3-5)
> **Queen** west of **Patrick** (middle number 6-7)
> **Spadina south of Dundas** (middle number 8-9)
> *All are easily accessible by the "red rocket"!*

Provide your responses to Parts A and B in <u>comparative table</u> or graph form where possible. Keep your maps to a manageable size, no larger than 8.5 x 11 paper.

PART C: DISCUSSION

Using the information you have generated above compare and contrast the two types of retailing activity. **Among other things that you think important** this discussion should address the location, accessibility, market orientation, degree of specialty, design and composition of the retail. Using specific evidence from your observations also compare the extent to which the two areas are controlled/managed environments. Briefly compare and contrast your "home" shopping centre/mall with the Eaton Centre.

NOTE: The written component of this assignment should not exceed six type-written pages double spaced. Staple, do not bind your assignment. **It must be handed in during the first fifteen minutes of your tutorial as per the tutorial schedule otherwise it will be considered late.** Late penalty: up to one week late 20%; not accepted thereafter without documented good cause.