

## Reynolds Road Market Analysis Toledo, Ohio

### Challenge:

Determine viable land-use opportunities for the Southwyck Mall brown-field site.

### Approach:

- Compile secondary research data on the area's workers, residents, retailers, employers, neighboring residents, and "traffic" generators
- Identify Lifestyle Clusters for the Southwyck area
- Analyze market data to define market segments, employment sectors and current/lacking retail merchandising groups and service offerings
- Apply proprietary Retail Spending Patterns Model to generate spending estimates by merchandising group
- Analyze regional retail, office, light industrial, hospitality, arts, entertainment and recreation offerings

### Recommendations:

- Pursue development opportunities that will bring "good jobs" to the area, not more low-wage retail, hotel and restaurant positions
- Steer away from adding more housing, with the exception of niche rental housing options
- Re-invent the Southwyck site as a mixed-use that balances small office and rental residential with retail frontage

