Trade Centres

Pseudonym For Economic Change

by Ellis Galea Kirkland

"Trade Centre" is a term which conjures up a myriad of images, most evocative of the economic vitality so needed in municipalities during our current recessionary times. The recent efforts towards stimulating economic growth in municipalities have seen an escalation of the use of Trade Centres as a vehicle to revitalize community economic life. With this recently curried favour however, has come a revelation of thought provoking and disturbing conditions and issues surrounding the use of Trade Centres as both economic development and urban design stimulators in municipalities. The opportunities which Trade Centres represent, combined with the current economic pressures faced by municipalities, both reveals and exacerbates the strength and weaknesses within the municipal structures that must assess, process, implement and accommodate these projects. The issues include; *(1)* The either co-operative and/or antagonistic roles of economic development and planning departments, *(2)* The complexities within existing municipal procedures which protract the length of time required to process these projects, *(3)* The ambiguity versus the clarity of the authority by which various agencies, departments, and individuals comment, facilitate, or queries these projects, *(4)* The vacuum created by the non-existence of comprehensive and succinct definitions for Trade Centres and the resulting consequential controversies which this vacuum creates in the areas of Official Plan and Zoning classification, Tax and Municipal Services assessments, impact on existing marketplaces, and the urban design implications of the Trade Centre as an object-installation versus development sprawl, *(5)* The lack of access to precedents and research which will assist in assessing the potential opportunities and impacts of proposed Trade Centres and, *(6)* The identification and establishing of reality quotients and criteria to assess the short and long term cost benefits to be derived from implementing Trade Centres.

In the following article, we review only briefly, the evolution of the built form of the Trade Centre, but rather, focus on its efficacy as an economic development stimulator. The observations and conclusions that we will be sharing with you are based on the ongoing research which has been undertaken by members of The Kirkland Partnership, Architects and Urban Designers.

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AD HOC TRADE CENTRES

Trade Centres, in their post World War II re-incarnation, represented market events held at locations, of a temporary or permanent nature, which were established throughout Europe as a principal mechanism for both new product marketing and/ or accessing potential markets. Their most common form, a transient Trade Fair, found temporary or residual structures the most convenient homes. Physically, the Trade Fair gravitated towards either simplistic open air structures or weather protected, larger, quasi-derelict industrial sheds. Both venues provided maximum flexibility to assemble vendors displays and stalls. The more successful fairs began to develop a recurring market which created demand for more permanent structures for the Trade Fair. In some cases these Trade Fairs began to expand, stimulating other markets, to include local services and amenities, including inns and restaurants serving the broader market place that thrived on the activities of the more permanently located Trade Fairs. While some Fairs became permanent fixtures, others remained temporary and transient in nature.

The transfer of the Trade Fair model to North America approximates the 'shopping mall' model, and occurs in two types. The first type, the ***Ad Hoc Trade Centre***, is created by a series of market demands over a protracted period of time and results in a Trade Centre which has incremental growth. Though Ad Hoc Trade Centres are market driven, and have long term impact on communities, they tend not to have predictable growth. From an Economic Development perspective, Ad Hoc Trade Centres are also difficult to co-ordinate and monitor because they lack a cohesive structure which results from their irregular growth and incremental composition. The tenancies are usually comprised of independent enterprises, vendors and trades operating with different goals and within different economic parameters, terms and values of leases, space allocation, and most significantly an independence in the operation of the business. Co-ordination with other businesses and market sectors in a manner that would reduce replication of goods and service functions, is not typically preferred within this ad hoc tenancy of independent businesses, as it creates a structured reliance and dependency on other businesses. These Ad Hoc Trade Centres although numerous, tend to be of less interest to economic development teams as they are self generating, tend to have slow rates of expansion and do not lend themselves to being utilized as a stable and predictable entity for economic and planning projections.

PLANNED TRADE CENTRES

The second type of Trade Centre is the one more commonly referred to as the ***Planned Trade Centre.*** This model, the Planned Trade Centre, is typically introduced to municipalities as a development proposal through the Planning or Economic Development Departments. Examples of Planned Trade Centres which have been the focus of our ongoing review include;

Atlanta: Merchandise Mart
Chicago: Merchandise Mart
Dallas: Dallas Market Centre
Los Angeles: California Mart
Minneapolis: Minnesota, U.M.A.G.A. Mart
Montreal: Place Bonaventure
New York: New York Merchandise Mart
San Francisco: Showplace Square
Toronto: Fashion Industry Mart

Unlike the first model - this type provides a more cohesive structure which can be simultaneously more liberating for the tenant, yet potentially more restrictive, if the operational structure is not well thought through.

We have found that it is this model, The Planned Trade Centre, which is of more interest to Economic Development teams. It is a new vehicle that stimulates economic growth through process coordination. It is this model which is the focus of this article today.

The specific history of the development of Trade Centres is, itself, a lengthy and complex subject and not the subject of this paper. However, it leads us to observe that the emergence of the development of this second type of trade centre, has been tremendously influenced by the boom of the suburban industrial and commercial base in the last fifteen years in North America. In recent years suburban demographic shifts have stimulated changes and encouraged speculation about the new role and direction of Trade Centres. The current trend towards co-ordinating economic activity in municipalities via the Trade Centre, has seen an evolution, both in the potential role of these centres as well as the type of economic activity which can be co-ordinated.

PART I

DEFINITIONS

The term "Trade Centre", has come to mean anything from a temporary exhibition of wholesalers goods only, to a complete and complex development incorporating ancillary services, hotels, offices, commercial and residential components together with necessary infrastructure.

In order to discuss Trade Centres we established a patterned lexicon where the following terms delineate some of the basic semantic differentials. The Trade centres that we will discuss in the following text refer to Planned Trade Centres only.

TRADE CENTRE FUNCTION

The fundamental use of a ***Trade Centre*** is to provide an environment for selected market sectors to exhibit and wholesale their products. Many municipalities, especially newer suburbs, used Trade Centres as a vehicle to help achieve the goal of having high quality industry close to the new suburban City Centres. This was common recent planning policy in many Ontarian suburbs. Trade Centres may include a broad range of Ancillary Services, Complementary Functions and extensive supporting infrastructure.

As a built form the Trade Centre is typically a permanent structure whose primary purpose is to encourage industries, manufacturers, and business institutions to operate their businesses and to display their products in premises located in close proximity to each other in one location. Products are exhibited in permanent or temporary showroom spaces. In most cases these showrooms cater to the wholesale trade which classifies the use as industrial for zoning purposes. We define the Trade Mart, including the permanent and temporary showrooms, as catering only to the wholesale trade, and subsequently classified as industrial. The area housing the temporary and permanent showrooms constitutes The Trade Mart - where the Trade Mart becomes a component of the Trade Centre. Where the showrooms are not exclusive to the wholesale trade and are open to the open market, then we term this component to be the Trade Mall. This use is classified as retail and is either commercial and/or office in nature. The Trade Mall can be distinctive from, or physically undifferentiated from, the Trade Mart. The other functions, or components of the Trade Centre derive their form from traditional Architectural solutions, and constitute the building blocks which comprise the total Trade Centre development.

TRADE CENTRE COMPONENTS

The *components* which in totality or in part constitute a Trade Centre then are:

- Trade Mart
- Trade Marts Ancillary Services (Primary and Secondary) Trade Mall
- Trade Centre's Complementary Functions
- Expanded Retail and Commercial Uses
- Specialized Institutional Uses
- Infrastructure**TRADE MART**

The ***Trade Mart*** is the key component of the Trade Centre and is a wholesale facility bringing together buyers and sellers in selected market sectors. Trade Marts may generate a variety of ancillary uses which operate on a retail basis in close proximity to the Trade Mart. Therefore, the Trade Mart is a product showcasing area of wholesale showrooms accommodated in the Trade Centre. The Trade Mart is non-retail in nature and we classify this as an industrial use. It is possible to have a Trade Centre which is comprised solely of a Trade Mart, and requires parking and access.

Within the Trade Mart are the wholesale trade showrooms which have two principle types of spatial requirements, and are comprised of *(1)* **Temporary Showrooms** and *(2)* **Permanent Showrooms.**

Temporary Showrooms accommodate short term and/or rotating exhibits, often representing a broad sector of products and services on the market. Temporary Showrooms require maximum flexibility for spatial layouts. They tend to require clear-span areas which can simultaneously be utilized for display or exhibits and demonstrations; storage of warehousing is insignificant, but shipping and receiving facilities are crucial to facilitate the assembly and removal of the temporary exhibits.

Permanent Showrooms are designed to accommodate their targeted market sectors and the design incorporates characteristics that complement and enhance the unique elements that are needed to promote that sector. This space can include space for demonstrations and also affords permanent locations for offices, sales, and warehousing.

TRADE MALL

The ***Trade Mall*** is a component of a Trade Centre and is a facility that provides temporary and permanent showroom facilities to selected market sectors which cater to the retail market. The Trade Mall is classified as being either commercial and/or office use, depending on the nature of the tenancies and their proposed method of conducting business. This distinction affects the parking, transportation and transit demands of the Trade Centre. The distinction between a Trade Mall and a Shopping Mall would be that the Trade Mall operates within more restricted and targeted market sectors. Our research indicates that although these distinctions would be blurred if there were a Trade Mall of such magnitude that it would create a lack of distinction between Trade Mall and Shopping Mall, the probability of such an entity developing, and subsequently sustaining itself, is economically remote and allows us the luxury of dealing with such a dilemma if and when such issue arises. Differentiation between wholesale and retail tenants are typically very distinct and this distinction is maintained and encouraged by the marketplace itself, retailers and wholesalers not wanting to create their own competition.

TRADE MARTS' ANCILLARY SERVICES

In addition to the wholesale Trade showrooms, there may be the ***Trade Mart's Ancillary Services*** which enhances the Trade Mart functions. These ancillary services offer additional uses and services, either to the Trade Mart alone or for the overall Trade Centre. The number of extra uses for ancillary services are directly proportional to the size of the Trade Centre and the Trade Mart, and includes two types of ancillary service retail.

The first type is the ***Primary Ancillary Services*** which are dependent on the presence of the Trade Mart. The principal function of these ancillary services are to act as an extension of the centre's marketing, importing and exporting functions and to provide additional business services for traders. Often adjacent to the Wholesale Showrooms, these ancillary services usually consist of retail uses designed to serve the employees and buyers of the Trade Mart.

Primary Ancillary Services or the Ancillary Services Directly Supporting the Trade Mart, may include, but are not limited to: *(1)* Antiques, Gifts and Souvenir Shops, *(2)* Bank (Customer Services), *(3)* Bank (Merchant Banking), *(4)* Banking outlets (Banking Machines), *(5)* Buyers' Lounge, *(6)* Car Rental agency, *(7)* Customs Brokerage, *(8)* Dry Cleaning service (send out - not in premises), *(9)* Foreign Exchange Centre, *(10)* Full express mailroom, *(11)* Full printing and copyshop, *(12)* Major Charge Card Agencies, *(13)* Newsstand/Bookstore, *(14)* Post Office and Drug Store, *(15)* Secretarial Service, *(16)* Shoeshine and repair, *(17)* Trade Information Centre, *(18)* Translation Services, *(19)* Travel Agency. Food Services related to this component include: *(1)* Food Services - Catering Facilities, *(2)* Restaurant - Business Lunch Crowd, *(3)* Restaurant - Fast Food.

These primary ancillary services may constitute part or all of the ancillary services and are dependent on the presence of the Trade Mart, but are not reliant on the Complementary Functions within the Trade Centre.

Secondary Ancillary Services or Expanded Retail Uses Within the Ancillary Services are the second type of Trade Mart Ancillary Services. The primary ancillary retail services can expand to include the second type, the second ancillary services, which is a broader range of retail facilities. This second type is not generated by the Trade Mart, but is a result of the presence of the Trade Centre's complementary functions, and the secondary ancillary services are dependent on this expanded market.

These services may include but are not limited to: *(1)* Apparel, *(2)* Entertainment Services, *(3)* Expanded Restaurant Services, *(4)* Fitness Centres, Health Facilities and Spas, *(5)* Medical Health Services, *(6)* Expansion of the other services such as on site laundry and dry cleaning facilities, expanded dry goods and giftware etc.

TRADE CENTRE'S COMPLEMENTARY FUNCTIONS

Complementary Functions are uses that are planned around, or aggregate near the Trade Mart - and if owned or developed by the Trade Centre owners- become "constituents" of the Trade Centre. These Trade Centre uses include, but are not limited to, the following:

- Convention Centre Facilities,
- Expanded Business Tenancies,
- Hotels,
- Hotels - Apartment Hotels,
- Hotels - En Suite Hotels,
- Office,
- Residential,
- Infrastructure to support this including new roads and\or parking structures.

It is necessary that in using the term "Trade Centre", that these constituent parts are identified, whether by the developer as an integrated part of the proposed development, or by the economic and planning departments as a coherent and comprehensive identification of the site and the impact on its immediate context.

The challenge for municipalities is to develop systems to gauge the impact and potential for the complementary functions, and to assist in co-ordination of landowners, industry and interested parties in the short and long term development of the site and area.

TRADE CENTRES EXPANDED RETAIL AND COMMERCIAL USES

In the development of Trade Centres, where a broad range of complementary functions are aggregated, the total built an occupied square footage begins to create normal market demands for retail and commercial uses that are, for all intents and purposes, independent of the Trade Mart. These constitute the Trade Centres ***Expanded Retail and Commercial Uses***. Within the context of developing the Trade Centre, those uses are as important to economic and planning departments as the Complementary Functions. Whether they are an integral part of the development proposal or a reasonable projection or assessment of the development impact which the Trade Centre will have on the adjacent properties, and or within the adjacent or local commercial districts, these uses can assist in achieving greater development coherence in an area, when planned for.

TRADE CENTRES SPECIALIZED INSTITUTIONAL USES

For projects located in areas where municipalities or regions require revitalization, or there is recognition that the site is in a significant location, ie. city centre, then the institutional uses, planned for the region, can be co-ordinated in conjunction with the development of a Trade Centre in order to assist in both project momentum and in growth impact. These ***Specialized Institutional Uses*** are also building blocks in municipal master plans for revitalization and development. Timed carefully and allocated strategically, the development activity and users of institutional components can assist in creating momentum, and generating different mixes of user groups.

TRADE CENTRES INFRASTRUCTURE

The ***Infrastructure*** required to support Trade Centres and component parts include transportation and municipal service items. Where costly infrastructure is identified, strategies are required incorporating the following: *(1)* The identification of the phased construction schedules which indicate when component parts of the Trade Centre are projected to come on stream, *(2)* Co-Ordination of phasing with time-lines for municipal or regional budgets, especially in cases involving major infrastructures such as trunk-line sewers or primary intersection restructuring, *(3)* The incorporation of strategies such as pro rata development levies which alleviate the pressures from individual Trade Centres, especially where the project is desired by municipalities to revitalize or generate growth in areas, *(4)* Re-evaluation of the municipal process especially with respect to demand payments to be made by the project. Often municipal regulations have seen ill timed payments demanded of projects which become onerous burdens on the development. Strategies need to be developed that assist projects to proceed. One example of this would be the institution of "break-down payments" to municipalities such as: Building permit payments being restructured to allow projects to have building permit approvals for purposes of securing investment or tenants, often the case in recessionary times. Payments are then completed during construction, start-up and occupancies. Process reviews are necessary and signal communities willing to work with development in difficult economic times, *(5)* Planned re-assessments of the proposed project schedules and municipal schedules to ensure that projects are not overtaxed, but rather, are contributing fairly, *(6)* A "time is of the essence" mentality must be adopted for projects with regards to any procedural assistance that municipalities may offer.

It is incumbent on municipalities to review procedures with economic development and planning department co-operation in mind where there is friction between the economic development and planning departments. Especially in cases where other departments have equal or unconstrained authority or jurisdiction - which create unnecessary time delays, or material requirements, then, we have found in our research, that proposed Trade Centre developments are significantly and detrimentally affected by what we have come to term the "non-delineated jurisdictional cesspools of bureaucracy". This observation is not made from the perspective of the developers, but, oddly enough, we have found that municipalities identify this as a particular problem because, in the case of Trade Centres, we are often discussing entities which have complex zoning compositions and have the potential to impact the locale, if not the region. In our view this is an opportunity, but where municipal structures are cumbersome, the onerous procedural constraints deter project initiation and are often identified during the negotiations on infrastructure.

PART II

PATTERN DEVELOPMENT TRADE CENTRES CHANGING CHARACTERISTICS

We noted a shift in patterns of development and growth of Trade Centres during the late 1980's. Chart A identifies the earlier patterns, applicable up to and including 1988 and 1989. The most significant shifts occurred in the locations of and in the manner by which Municipalities are employing Trade Centres as economic revitalization vehicles. Recognizing that the composition of a Trade Centre can include a range of uses, functions and services, what then constitutes some patterns for development?

Trade Centre developments tended to gravitate towards two types of locations classified as the:

Urban Locations and
Suburban Locations.

The older Urban locations (10-25 years) tend to be in the existing Central Business Districts of municipalities. The newer or more recent ones are locating in different sites as described further on. The urban locations relied heavily on access by public transit rather than having the excessive parking provisions as seen in some of the Suburban models. We use the term "excessive parking provisions" because our data showed that in many cases the traffic counts were hard to project as a result of lack of data, and consequently, higher counts were used than was required in many suburban examples. The Suburban Locations are typically thought of as being transportation driven or arterial in nature, however, as discussed later this is a misconception.

TRADE CENTRES: STABLE CHARACTERISTICS

There were characteristics which remain unchanged from the recent past and where precedents are particularly applicable. These include:

ZONING DETERMINATION

From the description of the component parts of the Trade Centre, the zoning for a Trade Centre can be determined by the following processes: Firstly, by separating and identifying the individual component parts and applying the existing definition, designations and allocations to the known parts and uses. These known parts and uses are typically the non-Trade Mart Components; Secondly, for the Trade Marts themselves, where the nature of the Trade Mart follows the definition of use, as indicated earlier, and specifically with regards to the non-retail focus of the use, then the Trade Mart will fall within a municipality or regions least intrusive and least restrictive industrial classifications, pending the uses that are maintained are not inclusive of industrial uses more extensive or offensive than described herein. We are currently working on specific identification of zoning classification for the primary, secondary, and ancillary services. Trade Malls are a recent development in Trade Centres.

VISITORS PATTERNS

The Trade Mart components tend to generate traffic in two patterns for buyers and visitors, other than the traffic patterns set by the tenants. Visitors and buyers tend to attend the centre in two shifts. The first group arrives at 10:00 to 10:30 a.m. and leaves after lunch at 2:30 to 3:00 p.m. The second group will go to the smaller centres at 3:00 to 3:30 p.m. and leave at 5:30 to 6:00 p.m., but in the larger centres, there is a population which will stay and leave after dinner from between 7:30 to 9:00 p.m., depending on the nature of goods displayed in the centre, and the ancillary secondary services provided for the visitors.

PARKING

The Trade Marts demand low parking ratios for the permanent showroom facilities. (As can be seen from Chart A). The permanent showcase facilities tend to require major storage areas and cash-and-carry buying is not common for vendors or exhibitors in most market sectors. Display, storage, and demonstration areas tend to require few employees for monitoring. Parking allocations for the Trade Mart's permanent showcase facilities average between 1 per 1,250 square feet to 1 per 2,500 square feet where public transit is easily accessible. In many cases municipalities were unclear as to what levels of parking would be required for the Permanent Showcase facilities. Since the invention of the fax machine however, many centres have found a decrease in parking requirements as fewer trips are required. The specific statistics on parking allocations are dependant upon what goods and services are being marketed in the Trade Centre. For the temporary showrooms, convention centre exhibit counts can be used for peak parking projections.

The traffic generation patterns for primary ancillary uses are tied into the size of the centre. Where the centre has no other Complementary Functions, and the Trade Mart is approximately 500,000 sq. ft. or less, and Complementary Functions are not found immediately adjacent or immediately off site, then the primary ancillary services tend to supply the Trade Mart only and the traffic generation patterns are tied into the Trade Mart with only limited external uses projected. The traffic generation patterns are reflective of basic industrial zoning designations.

Where the secondary ancillary services are supplying goods and services to an expanded Trade Mart and Complementary Functions, then the traffic generation patterns begin to reflect commercial parking provisions and requirements. However, where this is present, it is prudent to calculate a percentage of the parking requirements and traffic generation patterns that is reflective of that percentage of the secondary ancillary services which cater to the Trade Mart functions, and furthermore, to only apply the commercial parking and traffic generation counts to those components of the ancillary uses that are of a commercial designation as defined by the use definitions within the Zoning by-law, and/or are catering to the Non-Trade Mart functions of the Trade Centre.

PUBLIC TRANSIT

Contrary to much opinion that public transit access is not necessary or desirable for Trade Centres, the reverse is in fact preferred. The nature of the Trade Centre is rarely cash-and-carry buying, therefore the beast-of-burden rationale for car convenience is moot. Many visitors to the centre constitute out-of-town visitors. Those coming by car will rely on their automobile for access as a natural extension of their trip. However, those coming by air or train, when faced with car rental costs, will tend to opt out of the auto loop if they are given an option.

One can see this pattern applying to more economy minded smaller and middle sized companies today. This desire for a localized focus is also a principal motivator of the inclusion of the Ancillary Services and Complementary Functions within or adjacent to the Trade Centre. It is possible to say therefore, that where inexpensive forms of public transit are made available to Trade Centres, there will be a user population within the Trade Centre that will take full advantage of this offering. The size of this population can be determined based upon the specific composition and constitution of individual Trade Centres.

TRADE CENTRES NEW CHARACTERISTICS

Despite the Urban vs. Suburban classification of earlier Trade Centres, today, these projects can be seen as typically gravitating towards two locations, with few exceptions. These locations fall into two Categories:

Core Trade Centres,
Arterial Trade Centres.

CORE TRADE CENTRES

The first type of Trade Centre, ***The Core Trade Centres***, are found in principal cores, within both urban and suburban municipalities. The distinction being that the urban centres are at much higher densities. These core Trade Centres include examples such as: *(1)* Core Trade Centres located in urban conditions, such as the Chicago Trade Mart and the Toronto Fashion Mart, and *(2)* Core Trade Centres located in suburban conditions, such as the Market Centre in Dallas and the Los Angeles, California Mart.

Core Trade Centres gravitate towards locations that do not only include sites within the Central Business District, but also lands that can be characterized as follows:

Adjacent Locations
Derelict to Re-Vitalize Locations
Starter Zones

Adjacent locations include sites that are not within the central business districts of existing municipalities, but in locations where replication of Complementary Functions and expanded Retail and Commercial uses is unnecessary within the proposed development because of the reasonably close proximity of these facilities to the proposed site. Reasonably close proximity refers to 3 to 8 minutes walking distances.

Derelict to Re-Vitalize locations refers to sites which are sited in areas that can be termed derelict for a variety of reasons. Derelict sites are sites which fall within the classical definition of "Ready for Gentrification", or localized "Urban Renewal Material". In addition to obvious areas slated for re-use; There are sites which have culturally defunct uses, such as old exhibition or fair grounds; There are sites which have economically defunct uses such as industrial mills; and there are sites which have historically defunct uses such as heavy port facilities.

Starter zones refer to the *tabula raza* lands with no previously noted use. Although it may be argued that all land had some use, there are more sites which fall into this category than one would suspect because the presence of re-structuring or new growth, alone, can render a site with a previous low-level usage as "undesignated" in the context of change. The best examples of this are new suburban city centres, which have "yet-to-be-designated" uses at their cores that were previously agricultural or low level industrial uses. Also starter sites refer to very large tracts of land which are effectively unknown to the public, even though they may be in close proximity to dense centres, because of a historic non-public, low level use, or ownership by government or crown corporations.

CHALLENGES

The Adjacent sites are challenged by the necessity for the proposed Trade Centre project to work in conjunction with the existing nearby services and functions. This demands that the new project refrains from becoming "tenant-robbers" of other existing buildings, and realistically assesses the market it can draw and cater to.

The Derelict-to-Re-vitalize sites are challenged by the necessity to change the usually negative image of the site's current perception in the public eye, in order to draw the new market, before the site can be fully developed.

The Starter Zones are challenged by the necessity to recognize that the existing site can be described by quoting Gertrude Stein: "There is no there, there," referring to the absence of any image, and consequently the public must be made aware of the site's new presence, before the site can be fully developed.

AREA IMPACT

These Core Trade Centres tend to have a higher ratio of permanent showcase facilities to temporary showcase facilities. Although we only offer up these statistics as approximate -our findings showed a ratio of 10 to 1 in favour of permanent showcase space, within the Trade Mart, where Temporary showcase facilities were a principal activity.

Where there was a higher ratio of permanent showcase space in these Core Trade Centres, we have observed other patterns being generated. The permanency of showcase space tenants creates the stability and regularity of a market which supplies and demands it owns - markets, labour, transportation, energy and suppliers. This constituency of permanent Trade Mart tenants requires a

CHART A

PARTIAL SUMMARY OF EARLY TRADE CENTRE CHARACTERISTICS

CITY	SAN FRANCISCO CALIFORNIA	CHICAGO ILLINOIS	LOS ANGELES CALIFORNIA	MONTREAL QUEBEC	TORONTO ONTARIO	TORONTO ONTARIO	DALLAS TEXAS
Project Name	Showplace Square	Merchandise Mart	California Mart	Place Bonaventure	Fashion Industry Mart	International Trade Centre	Market Centre
Location	Suburban Industrial	CBD	CBD	CBD	Industrial CBD	Suburban	Suburban
Market Sector	Multi-use	Multi-use & jewellery & furniture	Apparel focus	Multi-use	Fashion & broader design	Furniture & Lighting	Multi-use
Site (sq.ft.)							
Perm. Showcase	1,350,000	5,400,000	1,500,000	254,000	275,000		
Temp. Showcase	125,000	varying	100,000	minimal	varying	550,000	300,000
Total	1,475,000 (trade mart only)	5,450,000 (trade mart only)	1,600,000 (trade mart only)	3,250,000 (trade mart only)	275,000 (trade mart only)	N/A	10,000,000 (trade centre)
Other Uses	N/A	Office N/A	N/A	Hotel, retail, offices	Hotel, retail, offices		Hotel, retail, office
Employee Numbers	1 per 1,500 sq.ft	1 per 1,000 sq.ft.	1-2 per showroom	N/A	N/A	1 per 2,200 sq.ft.	1 per 2,125 sq.ft.
Visitor Count	6-7 visitors per show rooms per day	7 visitors per 1,000 sq.ft showroom per day	N/A	N/A	N/A	N/A	7 visitors per showroom per day
Visitors Hours	10am-3pm or 2:30pm to after dinner	10am-4pm 11am-2pm most intensive	10:30am to 2:30pm	N/A	11:00am-2:30pm	10:30-2:30 off peak hours	N/A
Parking (max. sq.ft.)	1 per 1,500 sq.ft. (for trade mart)	1 per 5,000 sq.ft. (for trade mart)	1 per 1,250 sq.ft (for trade mart)	minimal	3,195 sp. total (for trade centre)	N/A	1 per 1,750 sq.ft. to 1 per 2,500 sq.ft.
Available Public Transit	0.5 miles from public transit.Car reliant	Transit reliant	Public transit available	Subway (transit reliant)	Street Car transit reliant)	Poor bus service, car reliant	No transit, car reliant

supply of goods and services which generates a demand for more extensive ancillary facilities, and sees an immediate increase in the commercial square footage within the Trade Centre for these expanded ancillary areas. As the nature of the ancillary uses become more comprehensive, so does the outreach of these uses to targeting the local business and industry as clientele. This pattern holds true for Complementary Functions as well.

Trade Marts with a high ration of permanent showcase space favour the Core Trade Centre Sites. Trade Marts with a high ration of temporary showcase space favour the Arterial Trade Centres.

ARTERIAL TRADE CENTRES

Arterial Trade Centres revealed that siting was a key factor in determining the purpose and the function of the Trade Centres. In recent developments, the notion of being accessible is more a reflection of creating convenience and having a more marketable site for tenants, since many Trade Centres involve components other than the Trade Mart, and such components compete with similar uses on other sites.

Arterial Trade Centres tended to locate in close proximity to airports, interstates and either a major highway intersection, or within close proximity to them.

As stated earlier, the higher ratio of Temporary Showroom space indicates a programme focused on exhibitions in Trade Show style , with large influxes of visitors during exhibit/show periods.

Arterial Trade Centres often start by functioning as Industrial display centres showcasing regional products. Within these centres, the Trade Mart component is highly developed.

And in the less costly structures, many operate solely on weekends. Arterial Trade Centres rarely generate a high or intense development growth in their immediate vicinity. They do have the potential to stimulate and organize local and regional manufactures and markets, as their exhibition focus. Only the most basic forms of the Arterial Trade Centres are dependent upon the local market place as their principal activity.

OPPORTUNITIES

Trade Centres are utilized today in developing or rejuvenating sites as described earlier, and also in stimulating the economy by assisting in the following goals:

To strengthen existing product marketing
To organize sporadic product marketing and create a centralized regional buyer's focus and force
To draw new product suppliers and subsequent manufacturers and industries to the region
To attract new product suppliers to the region and encourage joint venture manufacturing or assembly locally or abroad generating access to international markets for local supplies and manufacturers, expanding their product lines and lowering their costs
To provide local markets and distribution networks with goods and services, being sought or provided
To create new distribution links for strategically located sites and municipalities via the vehicle of the Trade Centre, and lastly
To open new markets and new products focuses, adding a different facet to a municipality's economic profile.

The challenge for municipalities is to combine the potential for economic focus and building block components of the Trade Centre to instigate or strengthen the economic profile of the municipality by carefully determining the criteria by which the interim and ultimate goals can be, firstly, determined, and then achieved.

In reviewing the role of Trade Centres with municipalities, many arguments against their implementation exist. However the salient facts remain to provoke: those being that more and more municipalities are turning towards utilizing the Trade Centre as a vehicle to stimulate growth. Sufficient numbers of successful Trade Centres of substantive scales exist and are performing the functions which municipalities anticipated challenging the questions of their efficacy as both economic development and urban design stimulators in municipalities.