

# Retail area classifications

For each retail outlet we register whether the outlet is part of a retail area. In this process we pay a great deal of attention to using uniform criteria for classification.

A retail area is not referred to as a retail area until it has a **minimum of ten shops** within every **industry groups** (e.g., Vacancy, Convenience, Fashion & Luxury, Leisure, Home & Garden, Transport & Fuel, Recreational Goods, Services and Others).

**Exceptions** to this are the Subregional Convenience Centres, Mini Convenience Centres, Big Box Retail Parks and Out of town road shopping.

All retail concentrations are defined by Locatus on an individual basis. When in doubt, the opinion of the surveyor will prevail.

We distinguish four categories of retail areas:

1. City & Town Centres
2. Supportive Centres
3. Residual Centres
4. Solitary Outlets

The term 'Solitary Outlets' is used for all retail outlets which do not meet the criteria of the shopping centres in category 1-3.

All categories are further subdivided below.

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## 1. City & Town Centres

The most important retail area in a town or city is designated as City & Town Centre. With Locatus' database, the following subcentres are distinguished:

City Centres

over 700 outlets

In effect, this pertains to the most important retail areas in Europe, of which the inner cities of Amsterdam, Barcelona, Antwerp and London are part.

### Regional Centre Large

400-700 outlets

A regional centre is the biggest retail area of a town or city. There are between 400 and 700 outlets in the retail business. Examples are Bussum centre or Delft centre.

### Regional Centre Small

200-400 outlets

A regional centre is the biggest retail area in the town or city. There are between 200 and 400 outlets in the retail business. Examples are Franeker centre or Putten centre.

### Subregional Centre Large

100-200 outlets

A subregional centre is the biggest retail area in a town or city. This pertains to centres with fewer than 200, but more than 100 outlets in the retail business.

### Subregional Centre Small

10-100 outlets

A subregional centre is the biggest retail area in a town or city. This pertains to centres with a maximum of 100 outlets in the retail business.

### Subregional Supermarket Centre

3 or more outlets

This is a concentration of shops that constitutes the biggest retail area in a town or city and which has 3 or more outlets. A Subregional Supermarket Centre must include 1 supermarket measuring 500 m<sup>2</sup> retail floor space or more.

## 2. Supportive Centres

In addition to one city or town centre, a town may have one or more supportive retail areas. Within the category of "supportive centres", the following classifications of retail areas are distinguished:

### Out of town road shopping (Belgium & Luxembourg)

'Road concentrations' are a group of retail outlets located alongside an N-road (a main road that is not a motorway), where there must be a minimum of 5 shops with a retail floor space of at least 400 m<sup>2</sup> within a radius of 1 kilometre.

#### City District Centre (The Netherlands)

over 100 outlets

A city district centre is always an addition to a city centre or primary shopping centre. Furthermore, the majority (>50%) of this centre is a designed retail centre. Examples of district centres include Schalkwijk in Haarlem or Dukenburg in Nijmegen.

#### Inner Urban Shopping Area

over 100 outlets

This is also a case of a supportive centre with more than 100 outlets, but in contrast to the district centres, these retail areas have not been developed methodically, but are the shopping streets in major cities. Examples include Steenstraat in Arnhem, Kinkerstraatbuurt in Amsterdam and Rue de Wand in Brussels.

#### District Centre large (The Netherlands)

50-100 outlets

A large district centre coexists with a city centre or a regional centre and has fewer shops than a City District Centre.

#### District Centre large (Belgium)

50-100 outlets

A large district centre coexists with a city centre or a regional centre.

#### District Centre small (The Netherlands)

fewer than 50 outlets

These centres have a specific supportive function. Small district centres are either concentrations of outlets including 10-19 outlets and 2 or more supermarkets or small retail areas with 20-50 outlets.

#### District Centre medium (Belgium)

fewer than 50 outlets

These centres have a specific supportive function. Small district centres are either concentrations of outlets including 10-19 outlets and 2 or more supermarkets or small retail areas with 20-50 outlets.

#### Neighbourhood centre (The Netherlands)

This is a concentration of outlets featuring a minimum of 10 and a maximum of 19 outlets. Additionally there may be one supermarket or no supermarkets present in this type of retail area.

#### District Centre small (Belgium)

fewer than 50 outlets

This is a concentration of outlets featuring a minimum of 10 and a maximum of 19 outlets. Additionally there may be one supermarket or no supermarkets present in this type of retail area.

### Mini convenience centre

This is a concentration of 3-10 outlets, which includes 1 supermarket measuring 500 m<sup>2</sup> retail floor space area or more.

## 3. Residual Centres

The category 'residual centres' encompasses large-scale concentrations of shops and special retail areas.

### Big Box Retail Park

Concentration of 5 or more retail shops with an average retail floor space of minimum 500 m<sup>2</sup> per shop. Furthermore, a minimum of 50% of the shops must be targeted. This means that at least half of the retail floor space of the retail area is geared towards the industries "plants and animals", "electronics", "bicycle and vehicle accessories", "DIY" or "home".

### Shopping center (Belgium)

A (planned) concentration of shops with more than 50 outlets. Often partially indoor or a completely indoor shopping center.

### Specialty Centre

Retail areas not belonging to one of the aforementioned categories are designated as a special retail area. This mostly pertains to retail areas around a railway station or retail areas with a special theme. Designer Outletcenter in Roermond, Stationsplein Breda and Amsterdam Airport Schiphol are included in this category, for example.

## 4. Solitary Outlets

The term 'Solitary Outlets' is used for all retail outlets which do not meet the criteria of the shopping centres mentioned before.

This category can be further specified as Built-up Area, Outside of the Built-up Area and Industrial Estate.