

February 12, 2009



**RetailCareersNow.com**  
Thousands of opportunities in store for you

The career  
site for serious-minded  
retail professionals

## Recession Calls for More Security

Recessions traditionally bring increases in property crime, which includes shoplifting, theft, bad checks and other forms of fraud. The current recession is no different. "There has been a substantial increase in requests for in-store security and loss-prevention people," said Jon Lusher, security consultant with the Bannockburn, Ill.-based IPC International Corp. "Retailers are also using more electronic article surveillance. In the United Kingdom, grocery stores are talking about putting electronic tags on good cuts of meat."

Lusher also said that retail center owners have asked for increased efforts and reduced costs.

How does a security officer increase his or her efforts? "You become more proactive," Lusher said. "You patrol more often, pay more attention to behavior that might be suspicious, and you intervene sooner."

At the same time, shopping center clients are asking IPC International to work more efficiently. In that effort, the company has begun to replace patrolling SUVs with Segway electric-powered personal transporters and T3 Motion three-wheel electric-powered vehicles.

Segway says its vehicles are 11 times more efficient than the average American car. T3 Motion says one of its vehicles costs 10 cents per day to operate.

Small shopping centers and retailers with one or several stores may not have the budget to retain security guard services in the first place. What can they do? "We work with centers in Miami that are not large enough to support in-house security," Lusher said. "By sharing the cost among four or five centers in the same area, they



can afford security."

Crime Prevention Through Environmental Design is something that retailers and retail center owners can afford more easily than hiring a guard service. CPTED design concepts make stores and shopping centers more difficult for criminals to take advantage of.

According to Lusher, good lighting is a key CPTED technique for stores, as well as for centers. "The most important thing to understand about lighting is that quantity is secondary to quality," Lusher said. "Very bright white light will create glare, for example, and make it difficult to see. Quality lighting allows people to see colors, faces and details clearly."

The point is that good lighting can deter crime, and when it doesn't, it makes it possible to recognize offenders.

For more information on CPTED, visit [www.cptedsecurity.com](http://www.cptedsecurity.com).

## Watching for Recovery

Retail sales fell for the fourth consecutive month in January, as the recession showed no sign of relenting. In retail, the biggest impact is being felt by chains that depend on discretionary spending. At Neiman Marcus, comp-store sales plunged 24.4% in January. Saks reported a decline of 23.7%. Gap plummeted 23%.

How long is this going to last? In its most recent "Outlook" report, Marcus & Millichap Research Services in Encino, Calif., forecast that fundamentals would continue to deteriorate for most of this year. With 2.6 million U.S. jobs lost last year, Marcus & Millichap researchers project another 1.4 million layoffs through the end of 2009, bringing the total jobs lost in 2008 and 2009 to 4 million.

As unemployment increases and retail sales decline, retail real estate owners have seen vacancy rates rise to an average of 8.5%, up 1.3 percentage points from a year ago.

The forecasters believe the bleak numbers mean that the economy won't stabilize until late 2009.

"A recovery will begin to emerge in 2010," said Bernard J. Haddigan, senior VP and

managing director, Marcus & Millichap's National Retail Group. "But there won't be a rapid, resilient economic bounce-back. People will be scarred. They will be more likely to continue to save money and pay down their existing debt."

If you're watching for signs of a recovery, Haddigan recommended paying attention to necessity retailers such as food and drug stores. A recovery will likely be getting under way when they begin to report rising sales and profits. "Clothing retailers will perhaps be the next type of retailer to stage a recovery," Haddigan said. "Electronics such as high-definition plasma TVs and other luxury goods will be the last to recover. In other words, discretionary retailers will be the final type of retailer to stage a recovery."

**CHAIN STORE AGE**  
The News Magazine For Retail Executives

**Are You Getting The Most Out Of Your Marketing Message?**  
Find Out How Chain Store Age Online Can Enhance Your Message and Your Reach!

## News Briefs

### **JLL Exec Appointed Receiver of Four Malls**

A bankruptcy court has appointed Greg Maloney, president and CEO of Atlanta-based Jones Lang LaSalle Retail, as receiver for four regional malls owned by Lakewood, N.J.-based The Lightstone Group. The properties include the 335,000-sq.-ft. Bradley Square Mall in Cleveland, Tenn.; the 556,000-sq.-ft. Martinsburg Mall in Martinsburg, W.Va.; the 478,000-sq.-ft. Mount Berry Square Mall in Rome, Ga.; and the 509,000-sq.-ft. Shenango Valley Mall in Hermitage, Pa. As a court-appointed receiver, Maloney assigned Jones Lang LaSalle to manage the properties until the lenders come to a resolution with the owner. Similarly, Maloney, the receiver for seven stores in the

## Leasing

### **Cherry Hill Mall Signs Restaurants, Fashion Shops**

As part of a comprehensive \$200 million renovation of the Cherry Hill Mall, the Philadelphia-based Pennsylvania Real Estate Investment Trust has signed three new fine-dining restaurants and three new high-fashion retailers. Openings are planned for the spring. The first Seasons 52 restaurant in the Northeast and California Pizza Kitchen are joining the mall's Bistro Row. The Capital Grille will open next to the new Nordstrom. Brighton Collectibles, J. Crew and Urban Outfitters have all signed new leases and will broaden the mall's retail mix.

### **rue21 Inks Deal With Norton Commons**

bankrupt Boscov's chain, has assigned Jones Lang LaSalle Retail to manage those spaces.

### **Supermarkets Receive Renewable Energy Grants**

WS Development, Chestnut Hill, Mass., has announced that the Whole Foods Market at Legacy Place in Dedham, Mass., and the Star Market at the Chestnut Hill Shopping Center in Chestnut Hill, Mass., have won renewable energy construction grants from the Massachusetts Renewable Energy Trust. Both supermarkets plan to use fuel cells to convert reformed natural gas into hydrogen, a clean, efficient and reliable power supply. Each store is under construction and scheduled to open in 2009.

### **ICSC Program to Support Philanthropy**

The International Council of Shopping Centers Foundation has launched the U.S. Community Support Awards Program to pay tribute to shopping centers that create exceptional charitable events, support a cause and make a substantial difference in the neighborhoods they serve. The program will select four winners chosen from four (yet-to-be-established) regions of the United States. Awards of \$5,000 will go to the charities or community causes supported by the four winning

The Richmond, Va. office of Divaris Real Estate has brought rue21 to the Norton Commons Shopping Center in Norton, Va. rue21 joins Wal-Mart, Maurices, Sally's Beauty Supply, Hibbett Sports and Quiznos. The 4,800-sq.-ft store will offer a wide assortment of affordable clothing for guys and girls. Divaris is a member of Realty Resources, a national group of independent retail brokers and managers.

### **Uncle Giuseppe's Coming to Port Plaza**

Columbia, S.C.-based Edens & Avant is bringing Uncle Giuseppe's Marketplace to its 176,000-sq.-ft. Port Plaza center in Port Jefferson Station, Long Island, N.Y. Known for its neighborhood market feel and fresh ingredients preferred by many chefs, the gourmet grocer will join 20 other retailers in the center, which is located in a densely populated area of Port Jefferson Station.

## **People**

### **Trias Moves Up to PREIT VP**

Market analyst, creative director and shopping mall spokeswoman Judy Trias, CMD, has been a regional marketing director with the Pennsylvania Real Estate Investment Trust since 1993. She has served as acting VP, retail marketing since last spring. In early February, PREIT made the title permanent. In her new

campaigns. One of four winners will receive the Overall U.S. Community Support Award at ICSC's annual RECon gathering in May. The program will then make an additional award of \$5,000 for the winner's charity or cause.

### Short Takes

**Correction: The Jan.22 issue of *SiteTalk*** inadvertently misspelled Michael Wiener's name in an article about retail store closings. Wiener is president and CEO of Excess Space Retail Services in Lake Success, N.Y. We apologize. ... **Inland Western**, the Oak Brook, Ill.-based shopping center developer, has introduced Holly Green as the company's spokes-character for promoting green and sustainable activities. The character hosts an online blog ([www.hollygreenguru.com](http://www.hollygreenguru.com)) that solicits green pledges and makes in-person appearances to launch green initiatives. ... **Coach has slashed plans for new U.S. stores.** The leather goods and accessories retailer will scale back from 40 new stores a year to 20 stores a year for fiscal 2010.

role, Trias will lead more than 30 marketing professionals at 39 shopping centers. She is responsible for strategic marketing and public relations and for PREIT's in-house advertising agency.

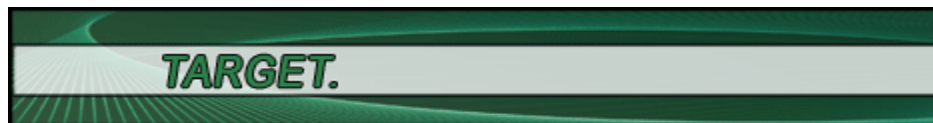
### Korwek Thomas Joins Cullinan

Cullinan Properties Ltd. of Peoria, Ill., has named Lori Korwek Thomas to the post of senior property manager. She brings 17 years of experience to the position, most recently from KTG, Red Rock Capital Realty, LLC, a national commercial real estate development company based in Chicago.

### Cohen Joins Gravitas

Hackensack, N.J.-based Gravitas Real Estate Resources has brought Jeff Cohen on board as VP, lease administration and auditing. He comes from Bed Bath & Beyond where he managed lease administration and real estate accounting.

*SiteTalk*, a product of [Chain Store Age](#), is edited by Michael Fickes ([mikefickes@qis.net](mailto:mikefickes@qis.net)).



***SiteTalk* is transmitted on the second and fourth Thursdays of every month.  
Chain Store Age, 425 Park Avenue, NY, NY 10022**