

FALL 2017

CMX



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# MIAMI RETAIL

## *Major Markets Report*

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CELEBRATING  
**100**  
YEARS

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## 1 MIAMI-DADE RETAIL *The Rules Are Different Here*

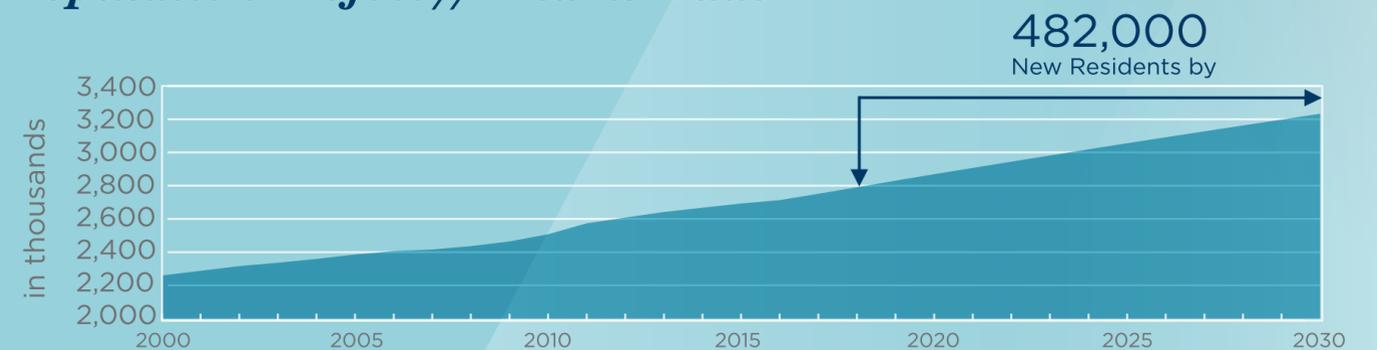
### Miami-Dade

	Population	<b>2.8 Million</b>
	12 Month Population Growth	<b>0.8%</b>
	Hispanic Population	<b>66.2%</b>
	Labor Force	<b>1.4 Million</b>
	12-Month Job Growth	<b>+2.4%</b>
	Unemployment Rate <small>June 2017</small>	<b>4.8%</b>
	Household Income	<b>\$69,000</b>
	Retail Sales	<b>54.98 Billion</b>
	Consumer Confidence	<b>120.3</b>

Source: Moody's Analytics, 2017. Florida Department of Economic Opportunity, July 2017

The Miami-Dade market's constant reinvention thrives in an ever changing world by being able to attract a diverse demographic. Its resilience and ability to bounce back from the effects of the recent hurricane stands as a testament to the vibrant nature of the people in the market. Coupled with the forces of globalization, the influx of wealth and rapidly changing consumer tastes, the dynamics in Miami-Dade, as well as all of South Florida, means that the standard rules do not apply here. Together, they elevate Miami-Dade's place as a cultural leader and trendsetter in a world-class "Gateway City". Miami-Dade is the heart of South Florida, the fourth largest urban area in the US, with a population of roughly 5.5 million people. It is one of the fastest growing mega regions in the country with a culturally diverse and dense population, averaging more than 4,400 people per square mile. There are just under 2.7 million people in Miami-Dade County in 34 cities and many unincorporated areas. Even though it dominates the county in terms of name recognition, the City of Miami only accounts for 420,000 people. The country's population has a Hispanic plurality or majority over 66%. This Latin influence permeates much of the area's fabric and defines many communities. There are pockets of cultural identities from many counties that directly impact people's consumer choices, from the food they eat to the clothes they wear.

### Population Project // Miami-Dade



Source: Moody's Analytics, 2017

# 2/ WHY IS Miami Unique



## Tourism & Hospitality

Miami remains a top choice for domestic and international travelers. A record 15.8 million overnight travelers came in 2016 and the numbers are expected to be even higher in 2017. Visitors here spend \$25.6 billion in retail expenditures. Retailers in high-traffic tourist areas are guided by the international stream of customers. This directly influences retail formats which are forced to constantly reinvent and reimagine space to draw people in.



Number of  
International Visitors  
**7.6 Million**



Number of  
Domestic Visitors  
**8.2 Million**



Arrivals at MIA  
**22.8 Million**



Number of Cruise  
Passengers  
**4.9 Million**



MIA Carriers  
**106**



**43 MIA Cruise Ships**  
**11 Cruise Lines**

**Miami is the #1 Cruise Ship  
Port in the World**

Source: Port Miami, Greater Miami Convention and Visitors Bureau, 2017



## Origins of Travel

Domestic **51.5%**  
International **48.5%**



## Number of Hotel Rooms

Hotel Rooms **54,744**  
Occupancy **75.9%**  
Average Daily  
Room Rate **\$190**



## Growth in Cruise Activity

Port  
Passangers **Up 1.8%**

Economic  
Impact **27.0 Billion**

Direct/Indirect  
Employment **207,000**



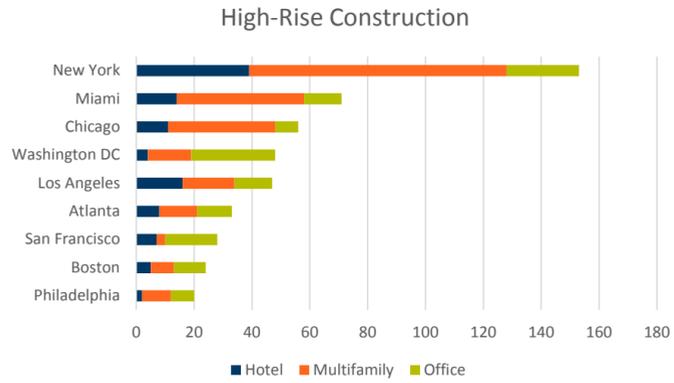
According to CNN Travel,  
**MIAMI IS #19**  
on the list of the  
**WORLD'S 25**  
**TOP TOURISM**  
**DESTINATIONS.**



Miami-Dade Submarket Map

## Density

Miami-Dade is boxed in between two immovable natural barriers: the Atlantic Ocean and the Everglades, which enclose and define the market. As the overall market density has increased, the natural constraints of these boundaries has fast-forwarded vertical development along Miami's major traffic corridors. Pressure on local infrastructure and increased traffic congestion has accelerated a migration of residents from the western suburbs east to the urban core. This migration and corresponding vertical density will continue to provide new opportunities and challenges for retailers.



## Public Transportation

Miami has a growing mass transit system that connects people on the local, county and regional level. As traffic congestion and transit times increase, utilization of Miami's buses, trains and elevated lines will continue to grow. The Metromover in Downtown/Brickell unites the different parts of the CBD. The Metrorail ties the suburbs to the CBD and the airport. The Tri-Rail regional rail line stops in cities throughout South Florida. Starting this year, Brightline, a fast-moving, inter-city train between Miami, Ft. Lauderdale and West Palm Beach with future link to Orlando, will make it easier for residents and visitors to travel quickly throughout the region.



“Connectivity is a vital next step

in South Florida's evolution. Segmentation of trade areas due to higher densities and traffic congestion will continue to provide opportunities for clusters of vertical redevelopment and additional distribution points in the market for retailers.

Greg Masin  
Senior Director | Retail Services  
Cushman & Wakefield

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### Miami Millennials

Miami-Dade is one of the top cities for Millennials, with 27.0% of the population and growing. They are plugged into their devices and disrupting traditional purchasing patterns. They value convenience and flexibility in addition to a customer centric approach that makes them feel wanted and valued. Millennials can be drawn to the overall experience more than just buying a product and demand a seamless integration between online and physical retail stores. Miami-Dade's density and diversity provides retailers with a perfect environment to test out new concepts and create innovative experiences that capture Millennials' attention.

**18-34 age**  
group recently passed  
Boomers in total size

**\$60,000**  
Average household  
income

MILLENNIALS NOW MAKE  
**54%**  
of purchase online  
Up from 51% in 2015

**Millenials**  
don't view the  
world in terms  
of channels

**\$1.68 Trillion**  
Purchasing Power

**Digital Natives**  
grew up and are  
comfortable online

### Shadow Market

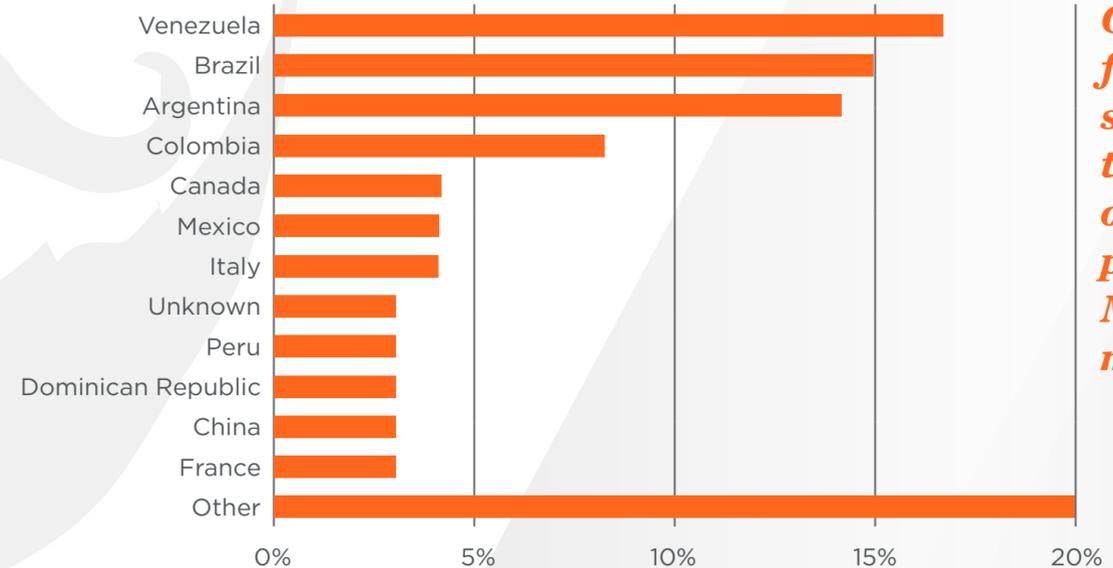
An extensive "Shadow Market" in South Florida drives the economic vitality of the region. The shadow customer comes from all over the world and are a significant portion of new home buyers, often paying all cash. These temporary seasonal residents do not show up in traditional demographic numbers and are not counted during the Census since they are here for only a few weeks or a few months during the year. The Shadow Market of international residents, primarily from Latin America, remains the main factor behind the region's strong housing market, elevated retail sales growth and sharp up-tick in retailer expansion. The graph below illustrates how the shadow markets support stability in the retail sector despite local macro economic conditions.

RETAIL SALES IN BILLIONS V.S. HOUSEHOLD INCOME:



Source: Moody's Analytics, 2017

NATIONALITY OF FOREIGN HOME BUYERS IN MIAMI-DADE



**On average, foreign buyers spend more than double on residential properties in Miami (62% more).**

Source: 2016 Profile of International Home Buyers of Miami (NAR)

# 3 MIAMI-DADE Retail Drivers



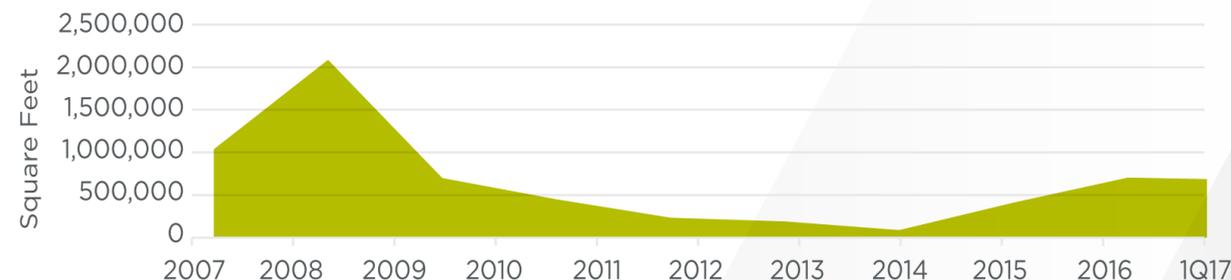
## Cool Streets / Shopping Areas

Cool Streets, like Miami's Wynwood submarket are emerging urban retail markets or neighborhoods where the catalyst from growth has been an influx of millennial customers. Often these neighborhoods undergo varying degrees of gentrification. Being "cool" means that the timeline and evolution of these neighborhoods are short as attention shifts to more cutting edge neighborhoods.

These areas succeed in Miami because they create a curated and personalized shopping experience for local customers.



## Construction



Source: Costar, 2017

Between 2007 and 2009, on average over 1.2 million SF of retail space was delivered annually, which fell dramatically to only 415,000 SF annually after 2013. That changed in 2017 when almost 380,000 SF of new retail space came to market with another 1.0 million SF currently under construction. Most of the new space being constructed is in high-end mixed use projects in the urban core or in well-established submarkets like Coral Gables and Design District.

MIAMI-DADE RETAIL BOOM		Est. Delivery
<b>Miami WorldCenter</b>	A proposed mixed-use project with 450,000 SF of retail in the central business district developed by Miami Worldcenter Associates with retail partners The Forbes Company and Taubman Centers, Inc.	1Q19
<b>MiamiCentral Retail</b>	The project will be the southern terminus for the Brightline project and will include 137,000 SF of retail and food hall, 800 residential units and 280,000 SF of office space.	3Q17
<b>The Plaza at Coral Gables</b>	The Plaza at Coral Gables, formerly Mediterranean Village, will deliver 130,000 SF of retail space, 136 residential units, hotel and office space. It is the largest project ever approved in the city.	2Q18
<b>Panorama Tower</b>	Located on Brickell Avenue, Panorama will deliver 50,000 SF of retail, a 208-key hotel, 100,000 SF of medical office and more than 800 residential units.	2Q18





## Food Halls

Food halls are a multisensory experience of taste, smell, sound and texture. Food halls allow customers to have unique experiences around food and in a communal dining environment that can change with each visit. As in other major markets such as New York and Los Angeles, food hall concepts in Miami-Dade feed off the cosmopolitan nature of the city. Halls take advantage of the diverse local tastes to create an atmosphere that reflects the kinetic energy of the market.

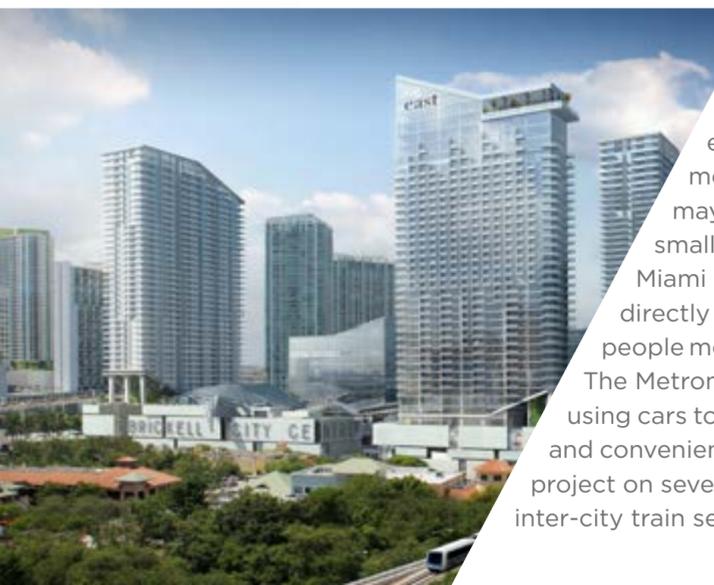
### CHARACTERISTICS

- Urban Locations
- Local Flavor/Non-Chain
- Often Fast Casual
- Farm-to-Fork/ Local Sourcing
- Healthier Concepts
- Chef-Driven

FOOD HALL CONCEPTS UNDER CONSTRUCTION	TRADE AREAS	DELIVERED
<b>Central Fare</b>	A 2-level food hall, featuring six restaurants and more than 20 food and retail concepts.	3Q17
<b>La Centrale</b>	A 3-level Italian food hall, inspired by 20 prominent regions of Italy. In addition the hall will feature a gelato shop, a cooking school and a cocktail bar.	4Q17
<b>The Citadel</b>	With over 20 different local food concepts and include retail, beauty services and a rooftop bar.	1Q18
<b>Time Out Market</b>	Located below a parking garage – steps from Lincoln Road, Time Out is a high-end food hall where up-and-coming chefs can try new concepts before rolling them out in restaurants.	2Q18
<b>The Lincoln Eatery</b>	Located on the ground floor of the Marshalls building, it will have 16 eateries, juicers and coffee-type tenants and a rooftop bar.	4Q18

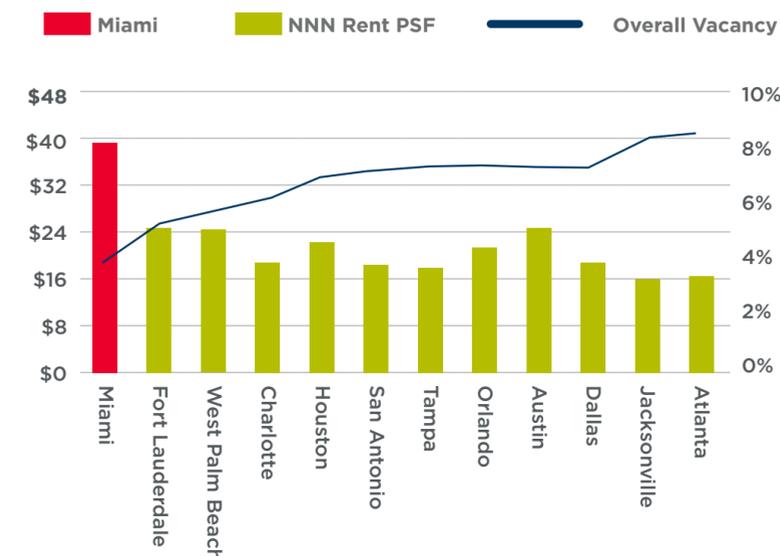
## Transit Oriented Retail

Miami has seen an increase in transit-oriented developments (TODs) over the past several years. One catalyst has been the explosion of residential housing in the urban core adjacent to metro stations. These stops offer retailers access to hundreds, maybe even thousands of customers every day. It is ideal for smaller buy-and-go purchases but more established retailers in Miami are seeing the advantage. The new Brickell City Centre mall is directly linked to a Metromover station. The Metromover is Miami's free people mover connecting Downtown, Brickell and Omni neighborhoods. The Metromover's connectivity to the mall allows downtowners to avoid using cars to get to and from the project. MiamiCentral will house high end and convenience retail as well as a food hall and supermarket in a mixed-use project on several blocks that is the southern terminus for the new Brightline inter-city train service.



## Rents

Miami-Dade's elevated status and retail potential is reflected in the rent levels tenants are willing to pay to be in the market. Miami-Dade has the highest asking overall rental rate in all of the markets in the Southeast as well as one of the lowest vacancy rates for retail product. For urban storefronts in high-end areas, asking rents can be over \$325 per square foot, triple net. While not as high as rents in larger markets like New York or Los Angeles, Miami-Dade still competes for the same tenants and is in the same league in terms of relevance as other larger gateway cities.



Source: Cushman & Wakefield Research, CoStar. Vacancy figures based on previously reported national 2Q 2017 statistics.



# 4 WHERE ARE THE Challenges?



## Traffic Congestion

Miami-Dade is the sixth worst major city in the United States in traffic and 75th worst in the world, according to TomTom Traffic Index. Increased traffic congestion is directly affecting people's travel patterns and buying habits. Traffic can contribute to a retailer's success in the ease in which customers can get to and from a store. People travel farther if they are planning on spending more. If traffic time is included, then market areas shrink. Consumer preferences in Miami-Dade are increasingly being defined not only by location but also by ease of access and travel times. This is leading retailers to add more distribution points in the market.

## Community Silos

As density and traffic congestion intensify, micromarkets are developing to serve the retail needs of the immediate community. These can be walkable, like Brickell or Coral Gables, or spread out over short drivable distances, similar to what is found in many suburban submarkets in Miami-Dade. The challenge for retailers in a market forced into silos is the limited market area in which to pull customers. It is increasingly important for the viability of retail businesses to have a multi-prong strategy to attract customers in a restricted market areas.

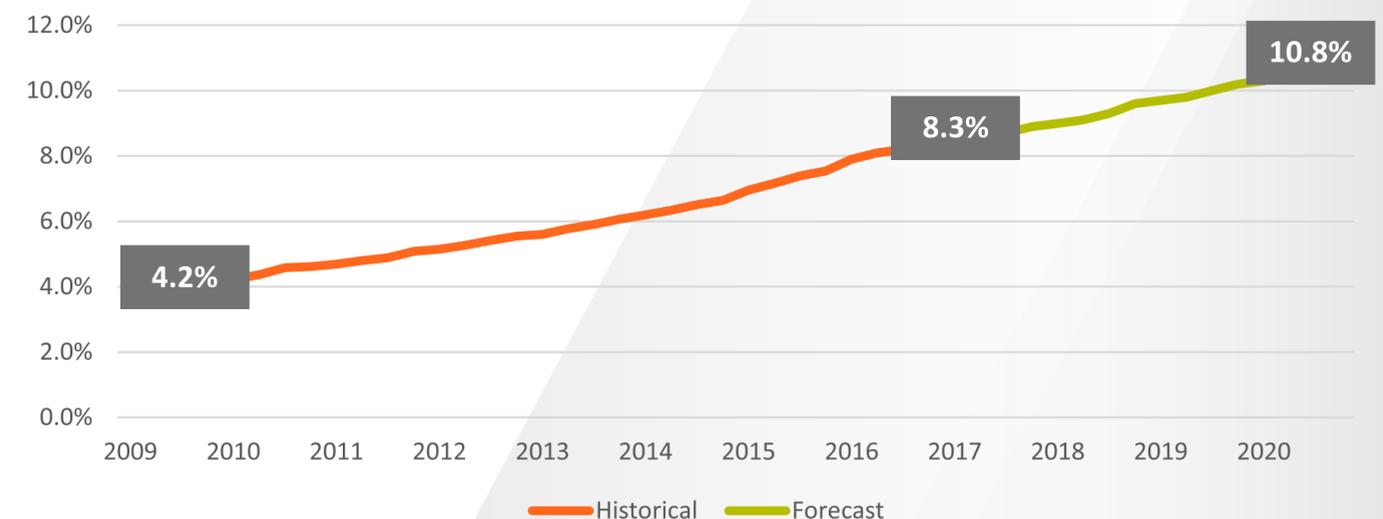


## E-Commerce

Miami-Dade, like many other communities, is feeling the effect of online sales. E-commerce is leading to some store traffic erosion. Unless the physical retail experience is compelling and unique, many retailers are vulnerable to the reach of the online marketplace. Some are learning to adapt and bridge the offline storefront with an online presence. Others are reinventing their business models to use technology to attract and retain customers. Destination retail, like Bal Harbour and Aventura, create an experience that captures people's attention and cannot easily be replicated online. It is one of the reasons why they are two of the highest grossing malls in the country on a per square foot basis. Successful e-commerce companies are shifting focus back to brick and mortar stores in an effort to gain customer intelligence and a footprint in retail areas that can help with last mile delivery and fulfillment. Miami-Dade, with its dense and diverse customer base, can be considered a microcosm of the changes affecting the overall retail market nationwide and its adaptation to the rise of e-commerce.



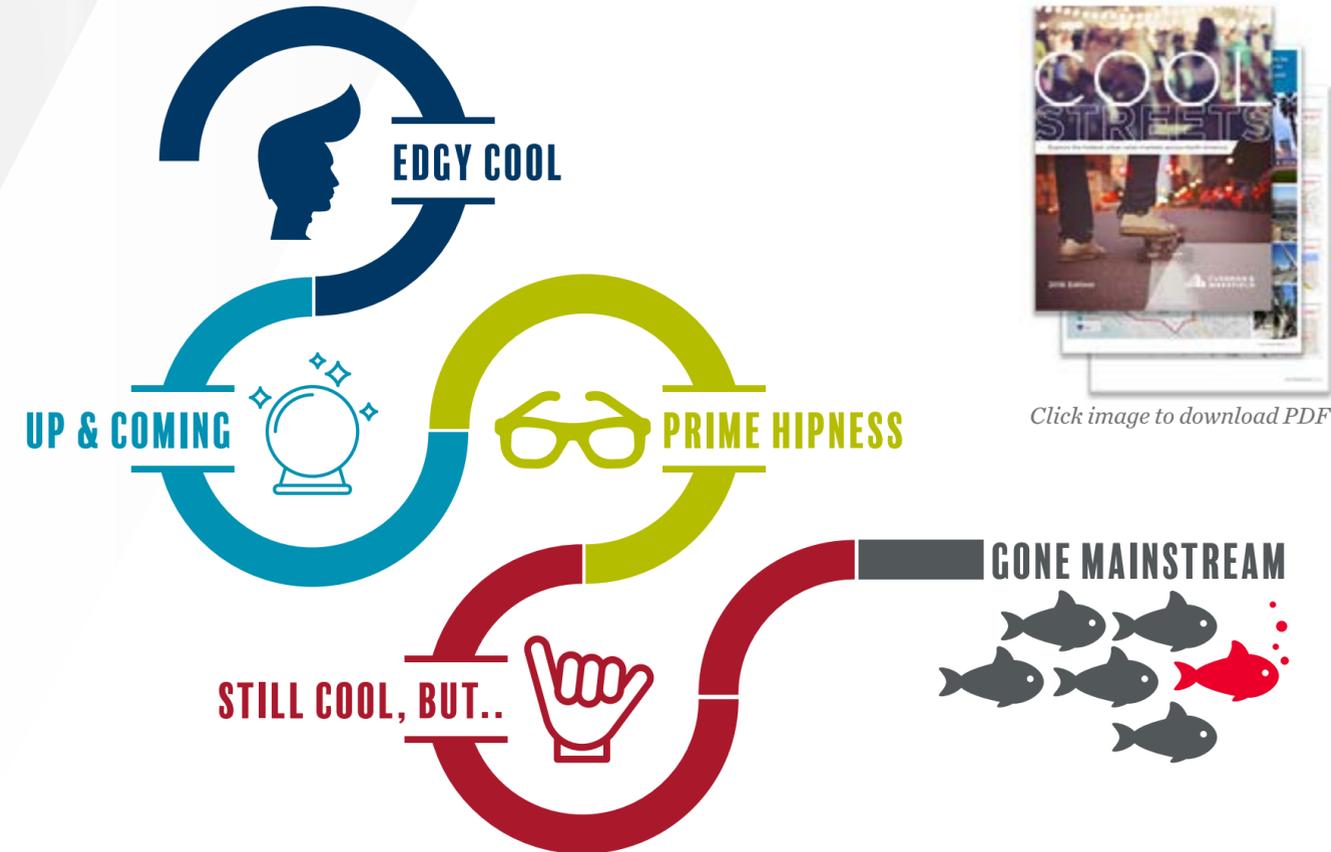
U.S. eCommerce Share of Total Retail Sales



Source: U.S. Census Bureau

## Empty Storefronts

While suburban retail submarkets are enjoying healthy vacancy levels around 5%, some of Miami-Dade's once hot, "Cool Streets", like Lincoln Road, have seen better days. Not only are they being hit by competition online and from new emerging neighborhoods. Rents on some of these streets doubled or tripled in the last ten years but have stagnated over the past 12 to 18 months. Many times, landlords' expectation for rent are on one level and many tenants' ability to cover operating expenses and make a profit are much lower. This trend could accelerate in some areas as Internet shopping expands into other retail segments, including groceries. This will further fuel retail's need for constant reinvention in Miami-Dade.



Click image to download PDF

## Retail Rent Survey

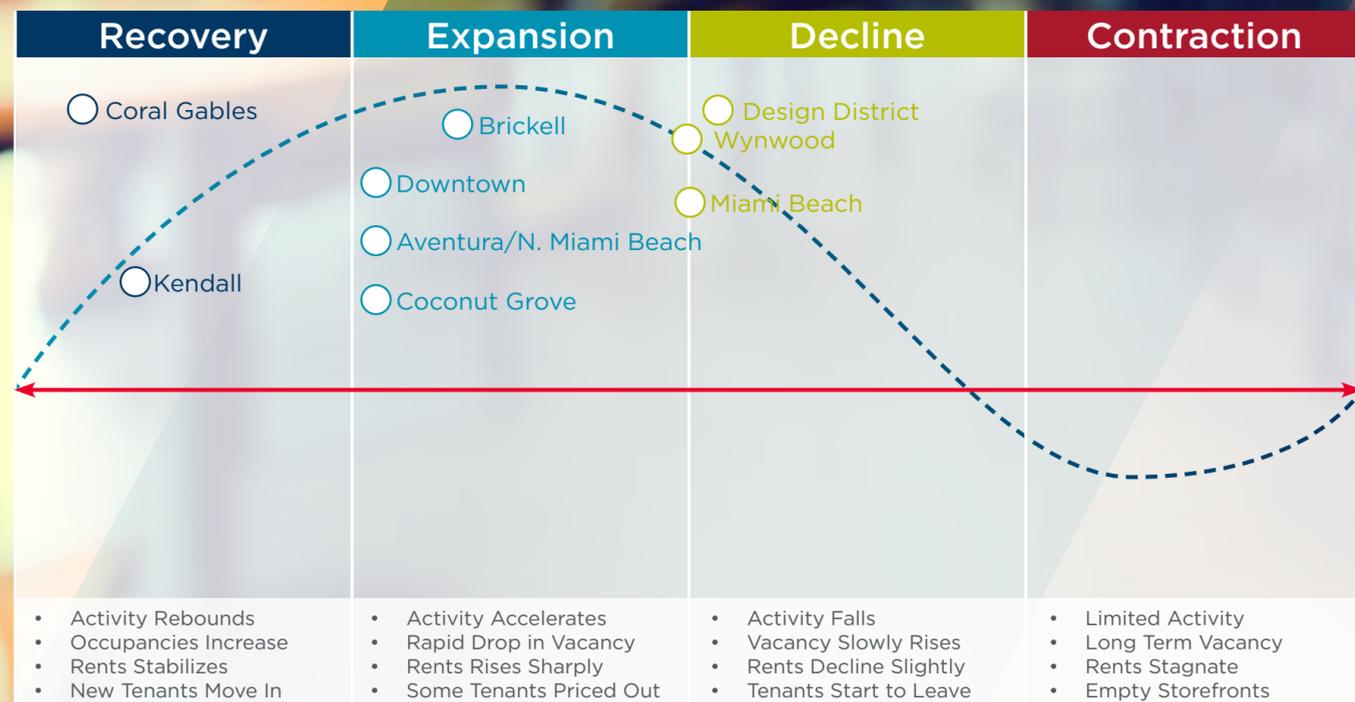
NEIGHBORHOOD	LOW	HIGH	AVERAGE
Brickell Avenue	\$70	\$150	\$110
Design District	\$60	\$300	\$163
Wynwood	\$40	\$100	\$78
Bal Harbor	\$250	\$350	\$300
Aventura	\$180	\$280	\$230
Coral Gables	\$40	\$75	\$53
Miami Beach	\$40	\$110	\$75
Lincoln Road	\$220	\$325	\$305
Collins Avenue	\$110	\$140	\$133

Source: Cushman & Wakefield Research. All rental rates are NNN per square foot.

# 5 DYNAMIC Submarkets



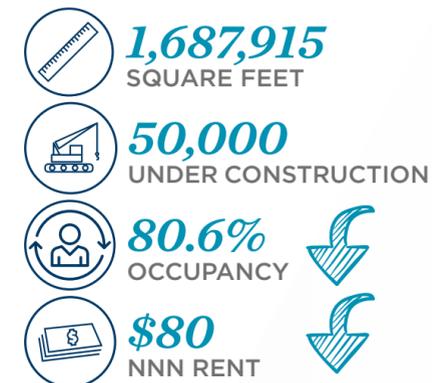
## Submarket Health



Source: Cushman & Wakefield Research. All rental rates are NNN per square foot.

## Brickell

Brickell has become the epicenter of a growing live-work-play dynamic in Miami-Dade. Residents and workers enjoy shopping, dining and entertainment within a short walking distance. The recent delivery of the mall at Brickell City Centre added 565,000 square feet of retail, leading retailers and international brands to open new outlets in the submarket to tap into the increased consumer demand and the highest daytime population in the county.



## Downtown

Downtown Miami's is poised to become its own retail destination within the next year. The expanded resident population and demand for retail services has the potential to increase as new projects come online. Later this year will be MiamiCentral, a transit hub for the new Brightline inter-city train line connecting Miami-Dade to counties to the north. It will include retail, a food hall and other service-orientated retail.



## Design District

This ongoing neighborhood redevelopment is dedicated to innovative fashion, architecture and dining. While still in its infancy, this transformation from a to-the-trade hard goods locale into a high-end shopping destination is growing in influence within the Miami retail sector. In addition to existing brands like Hermes, Dior, Bulgari, Cartier, and Louis Vuitton, more luxury and fashion brands are expected to open upon completion of Phase III, slated to be delivered by the end of 2017.



Source: Cushman & Wakefield Research, 2017

## Wynwood



Dubbed as the uber trendy arts hub of South Florida, Wynwood is the eclectic counterpart to Miami Beach. It is home to one of the largest open-air street-art installations in the world and is considered an art exhibit on a citywide scale. It is unrivaled in its blend of well-known names and up-and-coming artists. Emerging brands flock to the area because of the foot traffic and visibility. There are more than 70 galleries and museums, dozens of restaurants and bars, with hundreds of companies, creative thinkers and innovators existing in the same evolving space that feels alive.



## Miami Beach



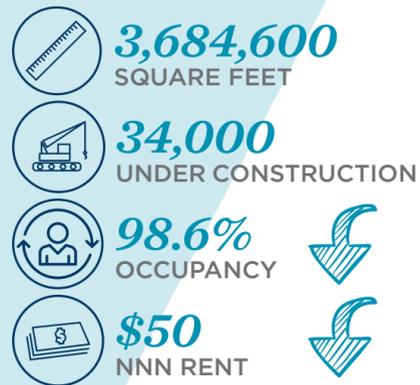
Miami Beach continues to be the strongest retail trade market in Miami-Dade. Retail spending reaches in the billions from the multitude of visitors that come from around the globe as well as full-time and seasonal residents. Retail rents are above \$300 per square foot for prime locations on Lincoln Road and above \$130 per square foot for similar location on Collins Avenue. There is a diverse mix of world-class boutiques, galleries and stores. The walkability of Miami Beach make it a culinary hot spot.



## Coral Gables



Coral Gables is one of the most affluent neighborhoods in Miami-Dade. Retail in the master planned, "City Beautiful", is clustered around the Shops at Merrick Park, an open-air mall which anchors the southern boundary of the trade area, and the historic Miracle Mile. There are fine dining establishments and many notable international retailers. Coral Gables has several mixed-use projects currently under construction that will add thousands of new residents in addition to 556,000 SF of new retail space. Notable projects in the works are The Plaza Coral Gables, The Link at Douglas, Merrick Manor, and Gables Station.

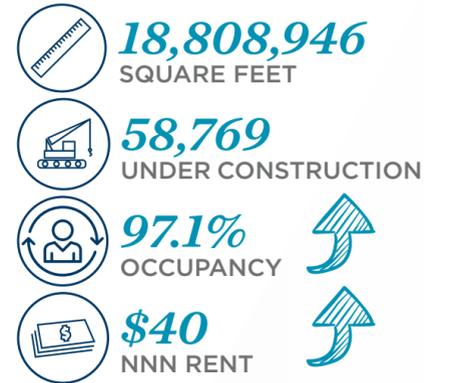


Source: Cushman & Wakefield Research, 2017

## Kendall



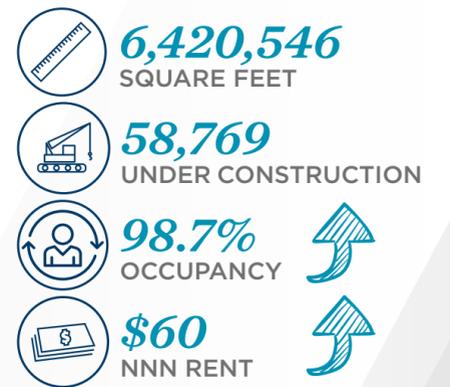
The Kendall submarket in Miami continues to be one of the strongest suburban retail markets in South Florida. Driven by population density, favorable household incomes and high traffic counts. Kendall is home to the 1.4 million SF Dadeland Mall, The Falls, and the Palms at Town & Country, an open-air retail power center. Kendall can easily be accessed via Florida's Turnpike, SR 874 and US 1, aka South Dixie Highway



## Aventura



Aventura is best known for Aventura Mall, which is ranked as one of the best malls nationally, second in terms of the number of visitors and in the top five highest grossing malls for sales per square foot. It has 2.7 million SF, dominating the market, and is currently undergoing a vertical expansion that will add an additional 315,000 SF of new space. The Aventura trade area also houses a number of outdoor malls, including Town Center Aventura, Aventura Shopping Center, Aventura Commons, The Promenade Shops, and The Shoppes at the Waterways.



## Doral



With 250 corporate headquarters and 100 multinational corporations, Doral hosts a daytime population in excess of 100,000 people. Between density and foot traffic, Doral is a major submarket for retailers with significant consumer sales. The two major malls in Doral, The Miami International Mall and Dolphin Mall are now joined by the Shops at Downtown Doral and the newly opened CityPlace Doral.



Source: Cushman & Wakefield Research, 2017

# 6/ WHAT'S NEXT *For Miami-Dade*

## *Miami-Dade does not stand still.*

It is the center of a growing and dynamic region that draws people in with significant ties to international markets. The cosmopolitan nature of the area, natural beauty and abundant energy attract people from all walk of life, both young and old.

The market will continue to be in the forefront of social and economic forces that are shaping our world. Increased east-west commerce with Asia converges with the growing importance of north-south trade with Latin America to ideally place Miami-Dade at the heart of the global economy.

Immigration from all parts of the world will drive new ideas and product development. Current retail concepts will morph and create different experiences for consumers which will shift based on new cultural influences. The line between the online and real world will further blur as technological advances continue to inspire how we live, get around and shop. The adoption and diffusion of new practices will be easier by the dense, urban nature in Miami-Dade. Success or failure will depend on the adaptability to stand out in a crowded field.

Miami-Dade is a true gateway between domestic and international markets. It is where trends are set and not followed. While the exact future may not be known, Miami-Dade's relevance will continue to place it in the forefront of successful ideas and new developments.



## **Cushman & Wakefield** **IDEAS INTO ACTION**

Cushman & Wakefield is a leading global real estate services firm that helps clients transform the way people work, shop, and live.

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