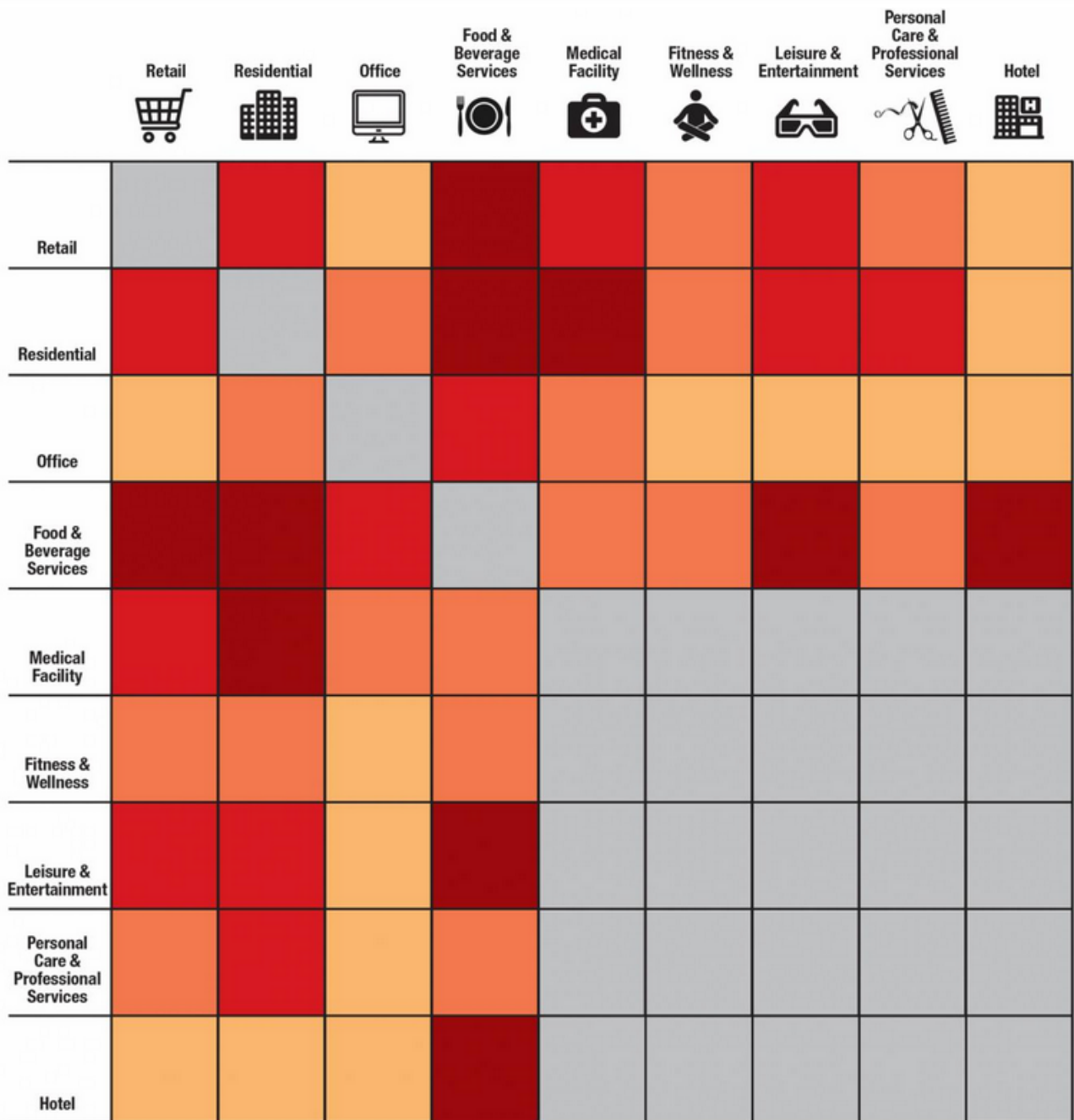


# ICSC Research: How to Mix Uses for Maximum Convenience

Source: ICSC Research

Incorporating nonretail tenants and other uses into a development takes lots of planning and needs to go beyond simply sticking them wherever there is space. After all, the primary benefit of mixing uses comes from skillfully placing these uses in strategic proximity to each other to maximize their convenience to the people in the community. Being close to everything is the top reason cited by more than half (55 percent) of adults for residing in live, work, shop, play environments.

**Rating the importance of proximity between tenant pairs in a shopping center**



Source: ICSC Research

Proximity is VERY important     Proximity is NOT important  Pair not assessed