103 The Neighborhood That Moved On

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/103-the-neighborhood-that-moved-on-2/

The Demand

Answer the question you did not ask before you signed the lease: what does this neighborhood look like in five years? Then answer the one you can still act on: what does it look like tomorrow, and what has already changed since you opened?

The Work

The neighborhood you opened in — its identity, demographics, and Guest base at the time you signed:

The neighborhood you are operating in today — its identity, demographics, and Guest base right now:

The specific shifts that have happened since you opened (gentrification, anchor tenant leaving, office complex closing, transit change, demographic turnover):

The Guest base you were built for — and whether that Guest still lives in this neighborhood:

The driver that justified the location (anchor, office, transit, foot traffic) — and whether it is still driving:

The five-year read on where this neighborhood is going:

The lease terms that constrain your options (years remaining, exit clauses, renewal timing):

The decisions you can make now that account for the neighborhood you are actually in, not the one you signed the lease for: