

Unit 9 | I love Chicago – Finding a location for a new shop

Teacher's notes

Preparation

Before you use this lesson plan:

- make one copy of each worksheet per student
- visit the proposed websites to check they are operational and to confirm you understand how to use the property search facility on the New York Times real estate website.

Warmers

Short (5 minutes)

Ask the students whether they have ever thought of setting up their own business. If yes, what type of business?

Long (10 – 15 minutes)

Ask the students to imagine they are going to set up a furniture shop as a business. Ask them what type of things they would have to consider when looking for a suitable location: eg, floor space, shop window, monthly rent, location. Write the suggestions on the board and ask the students to rank them in order of importance.

Set the scene

(5 – 10 minutes)

Distribute the first page of the worksheet. Ask the students to read the *situation*. Confirm that everyone understands that they are looking for a property to be a furniture shop. Ask whether anyone knows about the SoHo neighbourhood of Manhattan. Let them explain what they know. Confirm that everyone can follow the instructions for searching for properties. Tell the students that they should note the figure for the monthly rent (up to a maximum of \$25,000) and ignore any properties where the rent is only available *Upon request*. Explain that *frontage* is the part of the property which faces the street, i.e. the shop window. The number given for frontage will be in feet (1 foot = 30.5 cm). They can click on the *map* link next to the address to see the location of each property. Not every listing has a photograph of the property.

Present the tasks

(5 minutes)

Explain the procedure:

- 1 Divide into small groups or pairs. Each pair or group chooses two properties.
- 2 Use the websites to research and collect information; fill in the tables.
- 3 Have a short discussion to choose which property would be the best for the shop.

Do the tasks

Research (20 minutes)

- If computers are available, allocate one to each small group or pair and let the students do their research.
- If computers are not available, set the research as homework to be performed at home or during free time at work. Emphasise to the students that they do not need to spend more than about 20 – 30 minutes collecting information.

Meeting (25 minutes)

After the research, distribute the second page of the worksheet. Ask the students to work in pairs and write down the opposites of the adjectives in the language box. Write the answers on the board. The students then prepare to explain why the property they have chosen is suitable for the shop. The students discuss the properties in order to decide which the company should choose for its New York shop. Monitor and give language feedback after the meeting.

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Aims

- Talking about commercial real estate
- Comparing cities

Introduction

You work for a European company that manufactures high-quality, hand-made furniture such as chairs, tables and sofas. The company wants to enter the American market. The strategy is to open a shop in the SoHo neighbourhood of Manhattan in New York City.

Tasks

- 1 You are going to research property in SoHo on the Web.
- 2 You are going to discuss the best location for the shop.

Task 1 – the research

These websites will give you information about SoHo and commercial property in SoHo.

SoHo

<http://www.nyctourist.com/soho1.htm> – This is information about the neighbourhood. The phototour has four pages. Click on *Next* page at the bottom of each page.

Retail real estate in SoHo

<http://www.cityfeet.com/Search/Lease/SearchCriteria.aspx?PartnerPath=nytimes/> – Choose these settings: in *Select a Submarket* choose *SOHO*; in *TYPE OF USE* choose *Retail* and in *SIZE* choose *1000 to 3000 square feet* (10 square feet is about 0.9 square metres). On the results pages click on the address of each property to see more details. Choose two properties you think are suitable.

Fill in the table

Property
Address
Total rent per month (Max. \$25,000)
Area (sq ft)
Frontage (ft)
Availability yes / no
Ground floor yes / no
Your impression (look at the photograph)

Property
Address
Total rent per month (Max. £25,000)
Area (sq ft)
Frontage (ft)
Availability yes / no
Ground floor yes / no
Your impression (look at the photograph)

Task 2 – the discussion

Language box

In the meeting you will need to talk about the SoHo area of Manhattan. Use the words in the box.

Talking about cities:
 clean
 awful
 trendy
 noisy
 busy
 beautiful

AGENDA
 Aim: to choose a property for a shop in SoHo.

1 Brief overview of SoHO	3 Discussion
2 Presentation of possible options	4 Decision