



## **SHOPPING CENTER AND RETAIL FACILITIES** **PUBLICATIONS AND MARKET FEASIBILITY STUDIES**

### Publication/Subscription Data from Delta Associates

- **Semi Annual Retail Outlooks Available by Subscription**
  - Covers the Washington, DC Metro area.
  - Only report of its kind, covering vacancy, rents, inventory, planned projects, trends, sales, etc.

### Services of the Firm

- **Market Analysis**
  - Market Studies are prepared by executives of the firm who are Counselors of Real Estate (CRE)
  - Survey of existing and proposed competitive retail space.
  - Projection of demand, by type of retail goods and services.
  - Definition of market area and key transportation system factors.
  - Comparison of supply and demand, by goods/services sold, so as to evaluate development opportunities.
- **Development Programming and Financial Analysis**
  - Tenant plan and timing recommendations.
  - Rent roll and retail sales estimates.
  - Specification of features, finishes, rents, work letter, etc.
  - Financial evaluation to include cash flow projections with estimated revenues and expenses of operations and/or development.
- **Project Evaluation and Repositioning**
  - Evaluation of underperforming retail center with comparison to peer group performance.
  - Recommendations for tenant, physical and marketing improvements and re-niching.

### Illustrative of Recent Assignments

- **Regional Shopping Malls**

The principals have extensive experience in assessing market feasibility and re-use opportunities with dozens of regional malls. A sample listing follows:

● Valley Fair Mall, San Jose, CA	● Dadeland Mall, Miami, FL
● Springfield Mall, Springfield, VA	● Burlington Mall, Boston, MA
● Fair Oaks Mall, Fairfax, VA	● Montgomery Mall, North Bethesda, MD
● Landmark Mall, Alexandria, VA	
- **Suburban Shopping Centers**
  - **Lottsford Road Center**, Landover, MD. Market analysis and development program recommendations regarding timing and scale of development as well as tenant mix. Part of pre-development planning and zoning approval process, including expert testimony. A Washington Homes development.

(OVER FOR ADDITIONAL EXPERIENCE AND REFERENCES)

## Illustrative of Recent Assignments (cont'd)

- **Suburban Shopping Centers (cont'd)**

- **Rio at Washingtonian Center**, Gaithersburg, MD. Market study of this entertainment anchored community center for evaluation of collateral on an existing loan. A Charles Ackerman development.

- **Urban/In-City Centers and Festival Retail Markets**

- **Grand Avenue**, Milwaukee, Wisconsin. Market study for 1.0 million S.F. retail re-development of downtown Milwaukee. A Rouse Company development.
- **Nashville CBD**, Nashville, Tennessee. Revitalization study for 200,000 S.F. of festive retail space as part of Nashville's re-niching its downtown.
- **Towson Commons**, Towson, Maryland. Market analysis and leasing plan of this planned 160,000 S.F. specialty retail center. Theater economics, structured parking and multi-floor issues addressed. A development of LaSalle Partners.
- **2000 Pennsylvania Avenue, N.W.**, Washington, DC. A 70,000 S.F. urban center. Leasing upgrade plan and analysis of competitive peer group performance. An asset of George Washington University.
- **Torpedo Factory**, Historic Waterfront, Alexandria, Virginia. A 60,000 S.F. festive retail market. Large food court component. Market study on a land lease.
- **DuPont Down Under** food court in an abandoned trolley station under DuPont Circle, Downtown Washington, DC. Extensive evaluation of underperforming facility. Analysis of upscale food courts in the CBD and recommendations for re-niching the project. Involved issues of affordable rent, mix and volume of food types, access and visibility, among many others.

## National Practice in Providing Retailers With Market Entry Strategies

The firm routinely assists retail tenants in entering a metro market area by providing site evaluations, business plans and entry strategies to a variety of store types including:

- Fast food & restaurant facilities
- Big box and discount stores
- Grocery and department stores
- Car washes
- Anchor Department Store

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