



TOWN CENTER AND ENTERTAINMENT RETAIL DEVELOPMENTS

Services of the Firm

- **Market analysis and feasibility consulting**
 - GIS and market segmentation analysis
 - Psychographic analysis of customer base.
 - Projection of demand by type of goods/services
 - Understanding of synergy among uses in a mixed-use environment
 - Survey of existing and proposed competitive projects
 - Comparison of demand and supply
 - Site evaluation and location study
 - Market study prepared by a Counselor of Real Estate (CRE)
- **Development programming and product definition**
 - Site evaluation and assessment of competitive advantages
 - Recent demand identified by type of goods/services
 - Recommendations of timing, sequencing, features, size, tenant mix, etc.
 - Estimate of rental rates, TI's, lease up pace, etc.
- **Valuation Services**
 - Recommended selling price
 - Financial evaluation

Illustrative of Recent Assignments

- **Potomac Yard:** Alexandria, VA. 900,000 S.F. of retail. The retail portion of this project includes 600,000 S.F. big box center (built 1998) and 300,000 S.F. of to-be-built Town Center development. The project is a 388-acre PUD development and uses include residential, retail, and office. The Town Center is planned adjacent to the big box center and will be anchored by a movie theater and dozens of boutiques.
- **Pentagon Town Center:** Arlington, VA. 300,000 S.F. of retail. This project was completed in 2001. The project is a Town Center Development with residential, retail, office, and hotel. The Town Center is grocery anchored with 500 residential units above. It includes a drug store, department store, and restaurants.
- **Shirlington Town Center:** Arlington, VA. 379,000 S.F. of retail built in 1987. This project is a Town Center development with residential, office, and retail, anchored by a movie theater and restaurants.
- **Torpedo Factory:** Alexandria, VA. 51,000 S.F. of retail built in the early 1980s. This project is a festive retail development anchored by restaurants, a marina and the Torpedo Art Center – 80,000 of artist studios. Other uses include 186 condominiums and 120,000 S.F. of offices.

- **Papago Park:** Tempe, AZ. 200,000 S.F. of retail. This planned entertainment retail center is part of a 78 acre mixed use project. Elements of the development include rental apartments and offices in addition to entertainment based retail.
- **Brambleton Town Center:** South Central Loudoun County, VA. 300,000 S.F. of retail, cinema, public library, and health facility. This project is at the center of a planned 6,000 unit PUD, featuring a Robert Trent Jones golf club and 2 million S.F. of commercial space scheduled to start construction in 2003. The retail component is 200,000 S. F. of grocery anchored convenience space with some comparison goods retailers. Key issues addressed include the mix of convenience and boutique/comparison goods retailing, staging of a multi screen theater, and interplay between health and library facilities on the one hand and retail on the other. Innovative design and staging.

Clients/References for Town Center/Entertainment Retail Services of the Firm

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