SHOPPING CENTER AND RETAIL FACILITIES

Publications and Market Feasibility Studies

PUBLICATION/SUBSCRIPTION DATA

QUARTERLY 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
- Springfield Mall, Springfield, VA
- Fair Oaks Mall, Fairfax, VA
- Landmark Mall, Alexandria, VA
- Dadeland Mall, Miami, FL
- Burlington Mall, Boston, MA
- Montgomery Mall, North Bethesda, MD

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.
- 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

- **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.
- **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
- Grocery and department stores
- Big box and discount stores
- Car washes
- Anchor Department Store

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