



CASE STUDY: REPOSITIONING

THE DISTRICT AT GREEN VALLEY RANCH

HENDERSON, NEVADA

Property Facts:

- Purchased in October 2011
- 384,100 square-foot retail center on 37.5 acres
- Tenants: Whole Foods, West Elm, William Sonoma, REI, Anthropologie, Pottery Barn

Challenges:

- Political and community obstacles to repositioning plan
- Tenants struggle for exposure
- Property divided by Green Valley Parkway
- Lack of shopper-oriented features: Limited outdoor seating and shade, poor landscaping

Solutions:

- Replaced pedestrian thoroughfare with two-way street and added 45 parking spaces
- Worked closely with city officials and spearheaded outreach place to educate the community on the benefits of the redevelopment plan
- Added outdoor seating, children's splash pad, improved landscaping for additional shade
- Marketing: New brand and identity work, new website, window graphics, direct mail, eblasts, PR and special events

Results:

- 20% increase in tenant sales on average
- Accelerated leasing with the addition of Bella Vida Restaurant and LYFE Kitchen

THE | DISTRICTSM
at green valley ranch





CASE STUDY: REPOSITIONING

RIVERSIDE PLAZA

RIVERSIDE, CALIFORNIA

Property Facts:

- 475,211 square feet
- Tenants: Nordstrom Rack (new), Marshall's (new), Jo-Ann Fabrics (new), Forever 21 (relocated), Trader Joe's

Challenges:

- Fill an empty, three-story, 135,000 square-foot building and an empty 20,000 square foot building
- Old construction, outdated property, lack of parking, no outdoor seating
- Marketing was non-existing

Solutions:

- Re-construct three-story building and add 3 major retailers: Nordstrom Rack, Marshall's, Jo-Ann Fabrics
- Relocated Forever 21 to 20,000 square-foot building
- Improved landscaping, curves, pavers and sidewalks, expanded outdoor seating, and increased parking stalls
- Added 3 additional pads for high-end retailers
- Marketing: New brand and identity work, new website, window graphics, direct mail, eblasts, PR and special events



RIVERSIDE
PLAZA

