

EXPERIENCE

PLACEMAKING

Economics	Assess existing and future retail supply & consumer demand of target trade area to provide gap analysis and merchandising opportunities.
Programming	Determine how much retail is feasible and where it should be positioned within the development.
Integration	Provide recommendations on how retail impacts and complements other uses within the development and how those uses impact and complement the retail plan and tenant cohesiveness and along with the customer experience.
Merchandising	Identify retail categories and best-in-class brands within each category that bridge the retail supply gap and support the place making objectives of the development.
Infrastructure & Design	Share best practices regarding parking, valet, patio layouts, signage programs, deliveries, trash services, chase locations & sizes, metering, venting and the like. Collaborate with architects and developers to create the best footprint, storefronts, patios, hardscaping, landscaping, and lighting elements.
Branding & Marketing	Coordinate with developers and creative agencies to build (or evaluate) the project's brand and identity. Develop the right message and collateral to support effective B2B marketing.
Forecasting	Evaluate market comps and query VRA internal database to help forecast rent scenarios and build operating budgets.
Leasing	Procure, negotiate and underwrite LOIs, validate business terms in leases, and provide analysis & insight regarding each opportunity. Viceroy also goes the extra mile in nurturing tenant relationships through out the dealmaking process.