



Re-Branding Retail Mixed Use

Crystal City Mixed-Use Retail

For the Charles E Smith company Halcyon devised a Retail Upgrade to re-brand Crystal City in the face of major Defense Tenant erosion due to the Base Closure Act.

Adjacent Washington's Reagan Airport, this intensively developed site combines 9 Million sf Office, Retail, Hotel, and 4000 unit Residential components---and is now threatened with Office Tenancy loss of 4 million sf.

For CES / Vornado, we conceived a retail makeover of Crystal Drive-- long regarded as an "Empty Quarter" due to the anonymous quality of the high density Office and Service retail.

Halcyon's Re-Merchandising Concept creates a series of pedestrian experiences with transformed Streetscape of Cafes and Specialty Retail . Street-facing Pavilions will offer two-story loft frontages at major intersections—with 150,000 sf of new Retail, ethnic Cafes, and Lifestyle Mini- Anchors. Renovation of existing Office space will follow the retail re-branding.



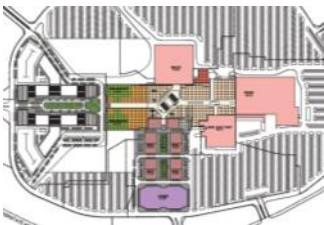
Red Bird Mall Repositioning

For a private investor, Halcyon worked with Omniplan to test feasibility of alternative redevelopment options for an underperforming regional shopping center.

Scenarios included addition of a Residential Village with exterior restaurants and the accommodation of a community-oriented Grocery anchor.

Other concepts included a Multiplex Cinema and relocated and expanded Food Court in an upgraded Center Court. Schematic Layouts provided areas for upgrade and new addition cost estimates to drive development feasibility testing with trial pro Formas which also generated Tax Increment potentials for each scheme.

Omniplan Architects





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Prudential Center Boston



Facing challenges due to aging high rise structures, poorly perceived retail amenities, and the lack of all-weather connections, Prudential asked us to conceptualize alternative mixed-use retail and food-service schemes for repositioning

We created merchandising plans for 650,000sf Specialty Retail and Foodservice choices with clearly-defined clusters of community-based services in response to market demand from convention/ hotel visitors, on-site employees, and surrounding residents of Back Bay and Boston's South End.



New Foodservice and specialty retail concepts addressed the adjacent residential and visitor shopping destinations. Interior spaces reflected the Back Bay aesthetic with Bow-Front windows and sky-lit Galleries. New themed retail, fashion, and business-related merchandising provided new amenities to Office Workforce, Visitors and Residents.

We also prepared a Leasing/Operations RFP, identified candidates, and provided contract review, operational recommendations for security, truck dock/food service maintenance, and public events programming.

Louisville Galleria Re-Use



The City of Louisville and Oxford Properties of Canada hired Halcyon / E&Y to create a series of repositioning scenarios for the Louisville Galleria. We also served as a neutral development advisor to both the developer, Oxford Properties of Canada and the City of Louisville ---recognizing that any repositioning would require the cooperation of both.

Considering the existing 255,000 square foot multi-level retail and office structure and the operating complexities and prior commitments, we devised a series of Re-Use alternatives that focused on several market supportable uses: new urban multi-screen Cinema / Entertainment center; and Convention Hotel, with the Galleria's atrium serving as a spectacular multi-story glass lobby.

Each scenarios was assessed with a sequenced "Triad Test" of the proposed Site and Use Concept, Market Support for the proposed uses, and Financial Feasibility for development risk / return analyses.

Lastly, Halcyon identified a candidate short list, arranged solicited Developer interest and arranged the designation of the Cordish Companies as successor . Two years later, Cordish opened "Louisville Live" as an urban Entertainment/Retail/ Foodservice experience

