

PROJECT LEASING

PROJECT  
LEASING

weitzman®

# WE CREATE RETAIL DESTINATIONS

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Property owners and developers rely on Weitzman because they understand the value of working with a team that is retail-focused and Texas-based. No one understands retailers and location marketing better than we do. That's why our project-leasing portfolio has grown to 43 million square feet of Texas retail space.

Project leasing is at the heart of everything we do. We specialize in leasing designed to offer a sense of place, with a curated mix of tenants that complement each other. Because tenant mix is the key to creating retail success.

## WE CREATE TENANT MIXES THAT:

01

Drive traffic and cross-shopping to increase retention.

02

Add value to create a long-term investment.

03

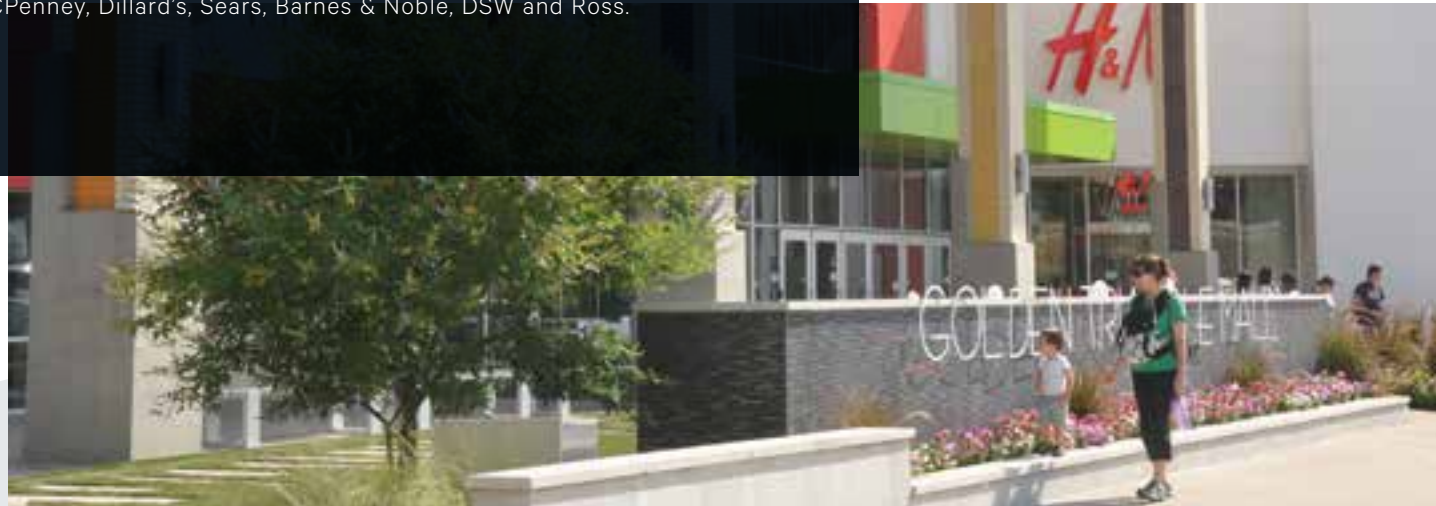
Maximize retail destinations' sales potential.

We specialize in assembling tenant mixes based on intensely focused market knowledge and world-class research and marketing capabilities. That's what it takes to create strong occupancies and increased value for the long-term.

## CASE STUDIES

Weitzman, representing a joint venture as exclusive leasing agents, was assigned to Denton's Golden Triangle Mall shortly after it was purchased out of bankruptcy. The team stabilized the tenant mix, cleaned up the rent roll and brought in a roster of new national tenants including H&M, Charlotte Russe, Hot Topic, Torrid, Buckle, Corner Bakery Café, Pollo Tropical and several others. Weitzman also negotiated the expansion of key tenants like JCPenney, Victoria's Secret, Kay Jewelers, Bath & Body Works and others.

Today, mall sales are up across the board as traffic and sales continue to grow. The mall benefits from a major renovation and anchors Macy's, JCPenney, Dillard's, Sears, Barnes & Noble, DSW and Ross.



## MALL

GOLDEN TRIANGLE MALL  
DENTON

## COMMUNITY

ORCHARD VILLAGE  
LEWISVILLE

Weitzman, representing a joint venture as exclusive leasing agents, handles leasing for Orchard Village, a Lewisville center first opened in the 1970s. The center suffered from lackluster traffic due to an anchor space that had been vacant for more than a decade. The leasing team worked with WinCo Foods, an Idaho-based grocer, which demolished the vacant space and built a brand-new 85,000-square-foot store. The new anchor spurred the extensive renovation of the project, located in an increasingly dense trade area.

The new anchor and renovation jump-started leasing at Orchard Village, and new leasing helped increase occupancy from the 70-percent range to higher than 90 percent. The new tenants include a mix of traditional concepts and specialty fitness, apparel, service and food. The center also sees increased retention, with recent lease expirations finding all the tenants renewing.



At West Plano Village, a key mixed-use project in the booming West Plano market, Weitzman set out to create a cluster of restaurants and food concepts that would benefit from traffic from the project's entertainment anchor, a leading Cinemark location. West Plano Village is located at the high-traffic corner of the Dallas North Tollway and Parker Road, and one of its largest tenants is eatZi's Market & Bakery. The freestanding eatZi's occupies a key location at the Parker Road entrance to the throughway that runs between West Plano's retail and office component and its luxury apartment component.

Rounding out the mix of a collection of high-profile restaurants, as well as retail, beauty and service concepts designed to serve the affluent West Plano Market. These include Jose Ebér Salon, Charles Schwab, AT&T Flagship, Nasr Bros Jewelers and others. The result of the mix is a collection of specialty and experiential concepts that have created a true landmark at West Plano Village.

## MIXED-USE

WEST PLANO VILLAGE  
PLANO



## SPECIALTY

HILL COUNTRY GALLERIA  
AUSTIN

Hill Country Galleria's specialty retail component of the major mixed-use project in the affluent Bee Cave market opened during the Great Recession with notable vacancy and it soon found itself losing even more occupancy in its nearly 800,000 square feet of specialty retail space.

The project was purchased at auction after the original developer filed for bankruptcy, and the new ownership enlisted Weitzman as leasing agent. At that time, the retail space was 30 percent vacant. Weitzman first negotiated successfully to keep key tenants from vacating. Once the tenancy was stabilized, Weitzman brought in a number of new retail and restaurant tenants. The largest of these was Whole Foods Market, which constructed a new store at Hill Country Galleria. By the time the ownership sold the open-air specialty retail project, Weitzman had brought the occupancy up to 95 percent. The sales price reflected the leasing success, since it represented many millions of dollars more than our client originally acquired the project for.

Weitzman, representing a Florida-based investment partnership as exclusive leasing agents, took Stonehue Shopping Center from approximately 22 percent vacant to fully occupied. The project, as a fully leased center, sold to a local investment group in 2016.

Stonehue Shopping Center benefits from its prime location in the heart of the Stone Oak trade area, with nearly 75,000 people and average household incomes of more than \$125,000 within a three-mile radius.

## NEIGHBORHOOD

STONEHUE CENTER  
SAN ANTONIO



## PROJECT LEASING BY THE NUMBERS



The Weitzman team, in conjunction with the center's ownership, worked on re-tenanting the center as it underwent a major renovation. The leasing team brought in several new and significant traffic drivers. One was Star Cinema Grill, a movie-and-dinner concept that features first-run movies. Another 20,000 square feet was leased to Northern Tool + Equipment and Sewing and Vacuum Warehouse.

The new tenancy, including a new restaurant, was added to an existing line-up that includes Dollar Tree and Aaron's Rents. As a result of the re-tenanting and renovation program, Pine Hollow Shopping Center's occupancy now approaches 100 percent.

## RE-TENANTING

PINE HOLLOW  
HOUSTON



AUSTIN: LEASING 91 PROPERTIES & 9.2 MILLION SF  
D-FW: LEASING 241 PROPERTIES & 25.6 MILLION SF  
HOUSTON: LEASING 38 PROPERTIES & 3.9 MILLION SF  
SAN ANTONIO: LEASING 48 PROPERTIES & 4.1 MILLION SF

# weitzman®

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