



We Build Communities  
ADVISORY SERVICES



STEINER



- Steiner + Associates was founded in 1993 by Yaromir Steiner. He was the visionary behind the award winning CocoWalk which opened in Miami in 1990
- Easton Town Center in Columbus Ohio, which opened in 1999, is considered the “gold standard” of open air town centers for which much of the lifestyle center development over almost 20 years has been modeled





- In all, Steiner + Associates has developed more than 9 million square feet of iconic, innovative and performing retail and mixed-use environments totaling more than \$2 billion in value
- Steiner + Associates has influenced the principles and practices of countless retail, restaurant, entertainment, design and development professionals and projects worldwide
- Steiner + Associates developments serve as social and economic engines for their communities, performing significantly above their neighboring peers





- Since its founding, Steiner + Associates projects have raised and deployed more than \$15 million for local charities and community engagement
- The company is deeply involved in community and industry leadership including ICSC, ULI and dozens of civic and not-for-profit organizations





## A Commitment to Placemaking



- Steiner + Associates communities are destinations in the truest sense: high performing places and spaces where people go—and stay—because they truly want to be there
- Memorable and engaging built environments that drive social, experiential and commercial activity and performance

# ENGAGING AND EXPERIENTIAL RETAIL

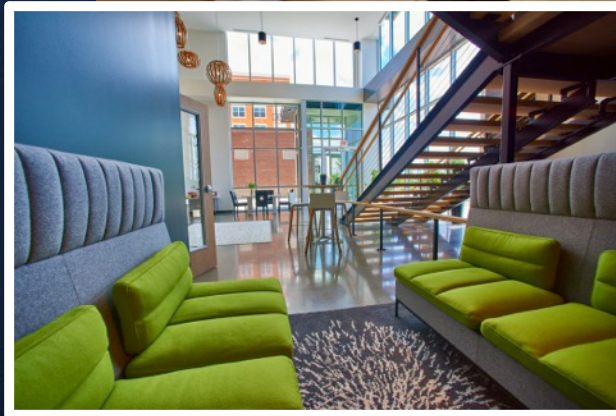
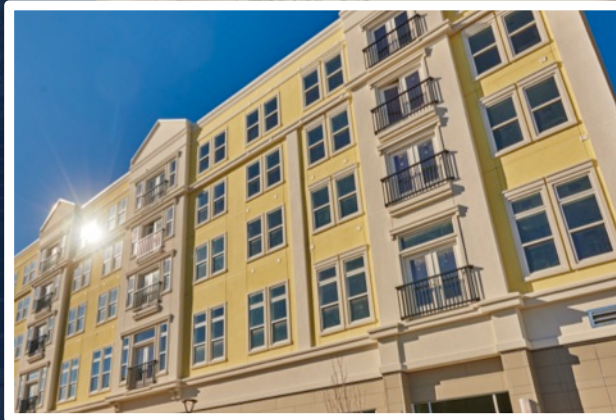
- Only American Girl store in Ohio
- A sampling of our retailers include:

Tiffany, Louis Vuitton, Henri Bendel, American Girl, The North Face, Apple, Vineyard Vines, BURBERRY, MICHAEL KORS, Kate Spade, Pottery Barn, West Elm, Crate & Barrel, L.L.Bean, REI, RESTORATION HARDWARE, LEGO, Tesla, Dillard's, NORDSTROM, Macy's and Whole Foods



# IMMERSIVE RESIDENTIAL

- We have developed and managed more than 1,000 multifamily units in our own mixed-use projects
- The Steiner + Associates approach ensures the creation of experiences that drive memorable moments and lasting memories
- Steiner + Associates provides complete project lifecycle management, from conception through stabilization and ongoing leasing and management



# INTEGRATED OFFICE

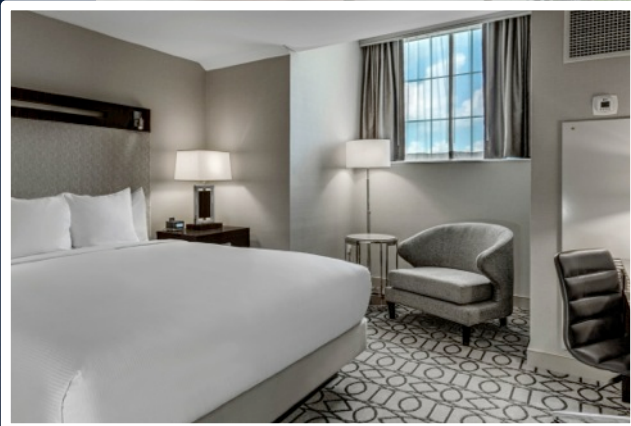
- Steiner + Associates has developed and managed more than 1 million sf of class A office space integrated into more than 9 million sf of dynamic mixed-use environments
- We not only understand what people want, but why they want it, and we are adept at creating and managing those environments
- Steiner + Associates integrates health, wellness and community principles into the design and activation of everything it does





# DEFINING HOSPITALITY

- Hilton Columbus at EASTON is consistently ranked #1 in the state of Ohio
- AC Hotel Cincinnati at Liberty Center is the first AC Marriott in the state of Ohio



# HIGH PERFORMING RESTAURANTS

- Easton Town Center restaurants generate more than \$100 million in annual sales making it one of the top 5 dining volumes in the country
- A sampling of our restaurants include:

Brio, Kona Grill, Smith & Wollensky, Cheesecake Factory, Cooper's Hawk, Mitchell's Ocean Club, The Capital Grille, McCormick & Schmick's, P.F. Chang's and numerous unique local and regional offerings



# DESTINATION ENTERTAINMENT

- First Cobb CinéBistro luxury theatre in the state of Ohio
- AMC, the highest volume theatre in the state of Ohio
- The Funny Bone Comedy Club
- Community activation including concerts and holiday and special event programming



# EASTON.

## Easton Town Center

Columbus, OH

- One of the Top 30 performing retail centers in the US
- Highest volume shopping center in Ohio
- More than \$1 billion in annual sales





# EASTON.

## Easton Town Center

Columbus, OH

- More than 2.9 million sf of mixed-use space
- More than 25 million annual visitors
- Over 230 retail stores
- More than 60 restaurants
- Three hotels with more than 560 rooms and 750 apartments





# Liberty Center

Liberty Township, OH

- Largest retail center to open in the US in 2015
- More than 1.3 million sf of retail, restaurants & entertainment
- More than 715,000 sf of anchor and specialty retail
- Over 100,000 sf of restaurants



# Liberty Center

Liberty Township, OH

- More than 90,000 sf of entertainment
- First AC Marriott in the state of Ohio
- 240 luxury apartments



# Campus Gateway

Columbus, OH

- Located directly adjacent to the nation's largest university—The Ohio State University
- Boasting more than 88,000 students and faculty within walking distance
- More than 225,000 SF of dynamic retail, restaurants and entertainment highlighted by a 50,000 SF Barnes & Noble University Bookstore, eight screen theatre, dozens of retailers and restaurants and nearly 500 residential units







# Legacy Village

Cleveland, OH

- Legacy Village is Cleveland's Premier Open Air Center
- Nearly 600,000 SF of retail, restaurants and entertainment and featuring the region's largest collection of home furnishing retailers
- Many first-to-market restaurants and retailers including The Capital Grille, L.L.Bean, Crate & Barrel and Restoration Hardware



# LAKE NONA®



## Lake Nona

Orlando, FL

- Introducing a spectacular shopping, dining and entertainment destination within the 17-square-mile Lake Nona master-planned development
- Lake Nona is recognized as one of the Top 10 fastest-selling master-planned communities in the country
- First phase will include state of the art movie theatre, a micro-brewery, comedy club, bowling and more than 14 restaurants and eateries
- More than 80 specialty retailers and big box users
- Three hotels in a park-like setting





# ADVISORY SERVICES



# WHY STEINER + ASSOCIATES ADVISORY SERVICES

- We think, design, build and manage like owners
- We have leased and managed more than 9 million sf of mixed-use space
- We are innovators and are never restrained by conventional thinking
- We are a rare, true mixed-use developer, operator and manager
- We are highly respected by retailers, restaurants and entertainment uses
- We are process, operational, technology, budgeting and reporting experts



# WE CREATE VALUE

- Working with both private and public partners, we are able to tailor our reporting structure and systems to accommodate individual needs. Our system has allowed us to automate most of our processes, enabling us to do much more with less staff
- Our highly-customizable property management software streamlines the lease flow process through administration, budgeting and ultimately, analytics and financial reporting
- Steiner delivers industry benchmarking site and client-specific services – including event planning, project animation marketing and security



# WE DRIVE PERFORMANCE

- Steiner + Associates' successful track record demonstrates the significant impact that a strong management team can have on the long-term financial success of an environment
- Our strategic and sustainable approach to property management is driven by cost control, financial performance and value creation while also maintaining properties at the very highest levels
- The company's accounting, budgeting, reforecasting and reporting systems are among the most powerful and sophisticated in the industry



# NATIONAL RETAIL AND MIXED-USE



Steiner + Associates has been providing comprehensive leasing and management advisory services for developers, investors and owners since 1993.

Our leasing team leverages its industry leading relationships with best in class retail, restaurant and entertainment uses to build and maintain top performing environments. They have proven time and again their ability to evolve retail environments from good to great.

Steiner also offers integrated operational and marketing management services. Our proven track record of building and growing top tier mixed-use environments demonstrates our ability to maximize returns while also elevating quality and driving memorable guest experiences.

- Property Management
- Leasing
- Development
- Marketing
- Accounting
- Reporting
- Market Research
- Tenant Coordination
- Technology Integration

# RESIDENTIAL AND MIXED-USE



Steiner + Associates develops and manages quality residential environments that enhance the lives of their residents, provide strong financial returns for their owners and investors and become an integrated component of their communities.

Our experience in developing and managing more than 1,000 apartment units has led to the development of strong budget oversight and reporting systems, outstanding and a keen understanding and appreciation for highly integrated client partnerships.

- Property Management
- Leasing
- Development
- Marketing
- Accounting
- Reporting
- Market Research
- Tenant Coordination
- Technology Integration



# OFFICE AND MIXED-USE



Steiner has developed and professionally managed more than a million sf of class A office space.

We create and elevate differentiating and inviting single and mixed-use environments.

We maximize real estate performance through industry leading technology, processes and people and by treating the asset as if it were our own.

- Property Management
- Budgeting
- Reporting
- Tenant Coordination
- Technology Integration

CASE STUDY



# Legacy Village

Cleveland, OH



# Legacy Village

Lyndhurst, Ohio (Cleveland)

**Key tenants:** L.L.Bean, Crate & Barrel,  
The Cheesecake Factory,  
The Capital Grille

**Size of project:** 600,000 GLA

**Retail and  
Restaurant space:** 585,000 GLA

**Office space:** 25,000 GLA

**Website:** [www.legacy-village.com](http://www.legacy-village.com)

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Legacy Village is an open air mixed use center located within one of the most affluent suburbs of Cleveland. It is strategically situated on one of the most highly trafficked intersections in Cuyahoga county, diagonally across the street from the dominant regional center, Beachwood Mall. The center includes specialty retail, restaurants, grocery, fitness, and office, with a focus on restaurants and the home furnishing segment.

## THE CHALLENGE

Steiner was engaged in 2014, shortly after the property's 10-year anniversary, to re-merchandise the center. Legacy Village was experiencing tenant leakage and the retail market had become very competitive. Beachwood Mall was expanding and remodeling and a new open air mixed-use center was on the drawing boards for a site just 4 miles away. These centers were targeting existing Legacy Village tenants while also pursuing the same pool of new to market retailers. Steiner's assignment was to retain or release the appropriate existing retailers and cull through those tenants that did not fit the new center strategy. The first initiative was to right size the largest (16,000 SF) Talbots in country, which was located on a dominant end cap in the center, and to attract a high-profile replacement.

## THE RESULTS

Steiner was able to deliver L.L.Bean to Legacy Village, which was sought after by landlords on both the east and west side of the market. LL Bean leased the key corner, opening its first store in the state of Ohio. Talbots was relocated and downsized to approximately 8,500 square feet.

We secured the first The Capital Grille in the state of Ohio while replacing an outdated and underperforming restaurant concept at the entrance of the center. Steiner negotiated a recapture of the location and leased the pad.

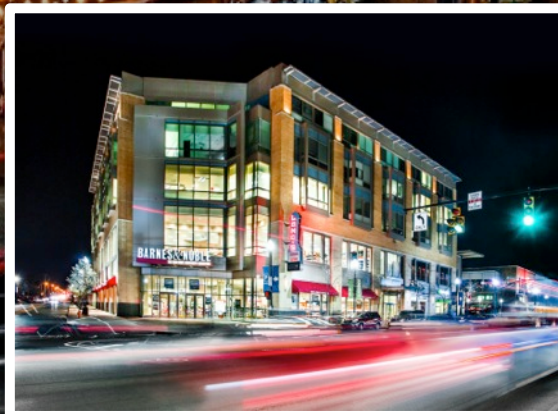
Steiner secured emerging fashion brand Soft Surroundings for Legacy Village and brought Z Gallerie back to Legacy Village, after they had exited the Ohio market several years prior. This is their only store in Cleveland.

Cleveland-based Arhaus has been a key tenant in the project since its opening. Steiner coordinated a relocation and ten-year renewal, so that Arhaus could build a flagship store. Arhaus had received proposals from all of Legacy Village's east side competitors, and was ready to leave. Due to Steiner's merchandising vision and stewardship they elected to stay in the project and make Legacy Village their long-term location.



# Campus Gateway

Columbus, OH



# University District – Gateway

Adjacent to The Ohio State University

<b>Key tenants:</b>	Barnes and Noble, Mad Mex, Gateway Film Center
<b>Size of project:</b>	484,391 GLA
<b>Retail space:</b>	215,752 GLA
<b>Restaurant space:</b>	28,926 GLA
<b>Office space:</b>	94,300 GLA
<b>Residential:</b>	174,339 GLA
<b>Website:</b>	<a href="http://www.heygateway.com">www.heygateway.com</a>

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Developed in 2005 as a component of an Ohio State University led revitalization effort in the neighborhoods surrounding the University, Gateway University District is a 7.5 acre mixed-use project featuring more than 240,000 square feet of retail, entertainment and restaurants, 184 apartment units and significant office space. The project is located along High Street, a main artery running along The Ohio State University's campus which boasts 55,000 students and more than 30,000 faculty and staff.

## THE CHALLENGE

The asset had struggled to find its identity since opening in 2005. Several spaces in the project had never been leased and tenants were struggling, especially those located in the 'alley.'

## OUR APPROACH

Steiner activated the project, increased rents and revenues and leased the empty spaces. We re-branded, marketed and activated the project as the intersection of the City and The Ohio State University. We created a community where students, faculty and Columbus residents could shop, dine and play. We attracted First Watch and Trism, two great restaurants to the project. First Watch filled the breakfast category, which was non-existent in the University District and the fast casual Trism replaced an outdated and underperforming user. We activated the alley by adding a beer garden and other features to create a more welcoming environment, while removing physical structures that created barriers. We animated the area by adding events throughout the year, primarily in the alley.

## THE RESULTS

We thoroughly reviewed each lease and found more than \$500,000 of unbilled and unrealized revenue. In the first year of operating the property, we increased revenues by 24% with less than 2% in additional operating costs. Additionally, comparable tenant sales increased by 10% from year end 2015 to year end 2016.

*WE*  
**INNOVATE**

*...because everything is possible.*



LAKE NONA

ORLANDO, FLORIDA



STEINER

BOOTH #C1124



TAVISTOCK

DEVELOPMENT COMPANY

*WE*  
**CREATE**

*...inspiring spaces and places.*



LIBERTY  
CENTER

CINCINNATI, OHIO



STEINER

BOOTH #C1124



MOUNT KELLETT



Bucksbaum  
Real Property, LLC

WE  
DEFINE

*...open air excellence.*



LEGACY  
VILLAGE  
CLEVELAND, OHIO

STEINER  
BOOTH #C1124

FIRST INTERSTATE  
PROPERTIES, LLC

WE  
OBSESS

*...about every detail.*



EASTON.  
COLUMBUS, OHIO

STEINER  
BOOTH #C1124

THE GEORGETOWN COMPANY

Lbrands

*WE*  
**PERFORM**

*...because we think like owners.*



  
COLUMBUS, OHIO

 **STEINER**  
BOOTH #C1124

**Third Party Services**

LEASING PROPERTY MANAGEMENT DEVELOPMENT