

MINDLIN consulting



REVITALIZE

REPOSITION

INTENSIFY

ANTICIPATE

EMBRACE CHANGE AND TRANSFORM EXPECTATIONS

MINDLINconsulting provides a strategic approach to planning, design and consultant management services for developers and communities... minimizing risk and expense while guiding teams towards visionary, but practical, solutions. We specialize in strategies for the revitalization, repositioning and intensification of communities, real estate assets, and real estate development. We translate those strategies into plans and designs that anticipate a wider range of needs... while creating enhanced value and a more enduring solution on every commission.

PROVEN EXPERTISE

Michael Mindlin's and David Suttle's working partnership encompasses decades of planning and design for a wide range of commercial, corporate and governmental clients. Their work is extensively published and honored with some of our industries top international design awards.

"We have help lead the evolution of the shopping centre experience for decades from the original Dallas Galleria... and the avant-garde design of Dolce Vita Porto... to the transformation strategies for today's facilities."

OUR RETAIL PROJECTS
RETURN PROFITS AND
ENDURING VALUE...
BECAUSE THEY ACHIEVE
A STRONG EMOTIONAL
PLACE IN THE LIFE OF THE
COMMUNITIES SERVED

A MORE STRATEGIC DESIGN PROCESS

- There are no arbitrary design decisions.
- Every planning and design decision is “strategically” driven.
- Establish a clear definition of future success that is aligned with customer expectations and the client’s investment goals... and measure every decision against that definition.
- Seek visionary, but practical, solutions.
- Authenticity is the key to empathy and customer loyalty.
- Local culture and community define the offering.
- Move from single use to mixed use wherever possible.
- Become a regional destination, again, by becoming a more urbane civic experience.
- The “experience” is the portal to sales... and it must be compelling.
- Create a leasing strategy with a wider range of experiences.
- Design for the “new community”.
- Understand the “new anchors”.
- Challenge every assumption.
- Do not build just another pretty shopping centre.

Revitalize

Dolce Vita Porto

Dolce Vita Porto is truly a breakthrough design for a commercial development... an avant-garde design that rises above commercial mediocrity and achieves a much wider definition of success. It is the anchor development in the revitalization of historic Antas, Portugal that includes an international stadium, residential and commercial uses. This project would not have been possible without the visionary leadership of our client, Nelson de Almeida.

Unlike corporate and institutional buildings, commercial architecture operates in an environment that must respond to all the normal constraints and exceedingly tight budgets... but also must achieve a successful selling environment by making a profound emotional connection with the public and customers. Unusual for any commercial building is the integration of large scaled sculptural glass elements into the form giving architectonics. These sculptural architectonics are not arbitrary design elements, but rather the physical manifestation of very clear strategic imperatives.

Client

Amorim

Services Provided

Retail strategy

Master planning

Architectural design

Technical documentation

Design Team

MINDLINconsulting

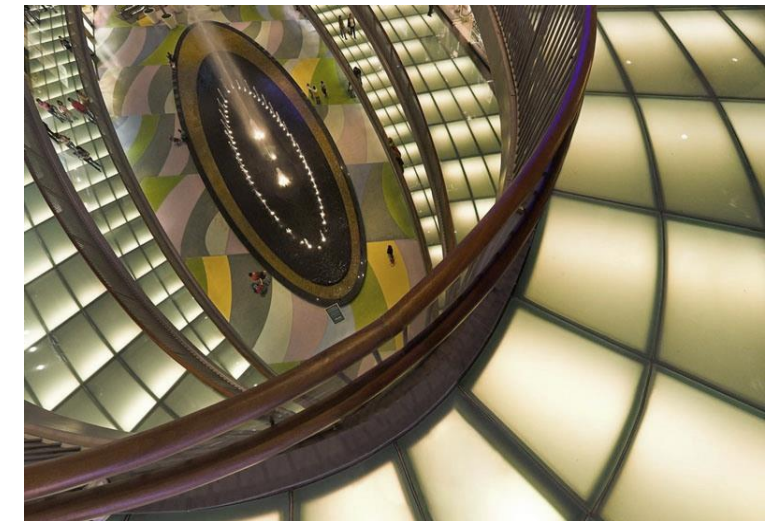




“The Art of Retail Development”

ICSC International Awards Jury

- **First** design decision was to avoid the typical “mall” solution in favor of a vertical, elliptical, retail atrium which was more dramatic, unique, and fit the site.
- **Second** design decision was to organized the plan to “cull the herd” of 60,000 soccer fans from the adjacent stadium that would invade the retail three times a month... separating shoppers from “exuberant” fans.
- **Third** design decision was to “own the street” with a 90’ tall by 300’ long folded plate, true color glass wall that could compete with the massive, adjacent stadium.



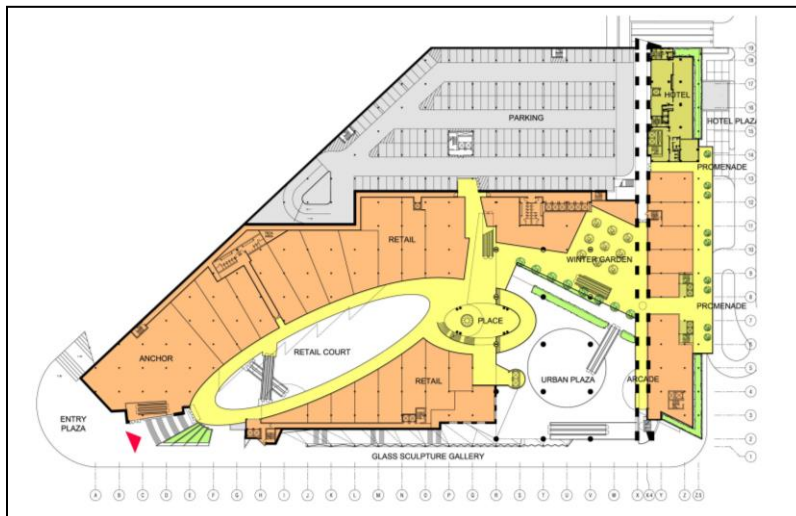


“The Bold and the Beautiful”

ICSC International Awards Jury

Awards

- ULI Top Ten International Destinations
- AIA Distinguished Award
- ICSC International Innovative Design Award
- ICSC European Design Award
- ICSC Winning Shopping Center Designs
- APR International Urban Design Award



Reposition

Dallas Galleria

The Houston and Dallas Galleries were the original prototypes for this typology and were designed, in large part, by David Suttle for HOK. David was the only principal to serve as both the Director of Architecture and Director of Interiors in the firm's history... and designed many of the projects that established HOK's international reputation and grew the firm into one of the largest architectural and interiors practice in the world.

Client

Hines Interest

Services Provided

Master planning

Architectural design

Design Team

David Suttle

HOK

“I am convinced that the best business strategy is to hire the very best talent. Our experience with David Suttle has given us the essential design quality that creates enduring market value.”

Gerald d. Hines

Hines Interest



Reposition

Plaza Frontenac Mall

This project started a small revolution in shopping center design by creating a hospitality approach to modern retailing environments founded upon a unique leasing strategy... and made possible by sophisticated design.

Our strategy for the repositioning and renovation of Plaza Frontenac resulted in a new retail mix that retained the mature, affluent shopper... but also attracted a younger, more diverse customer. The solution was a focused lifestyle merchandising strategy combined with a new sense of hospitality that expanded the mall's customer base... extended the shopping duration... and expanded visitation.

Client

Heitman Retail Properties

Services Provided

Leasing strategy

Architectural and Interior Design

Technical documentation

Design Team

MINDLINconsulting





“The renovation puts Plaza Frontenac on the cutting edge of mall design.”

Michael Beyard
Urban Land Institute

Recognition

- Neiman Marcus and Saks Fifth Avenue anchors
- 460,000 GSF
- \$3M renovation budget
- \$150 PSF increase in sales





Revitalize Dolce Vita Coimbra

A five-level shopping mall with residential above designed within a soccer stadium in Coimbra, Portugal... and commissioned while the concrete formwork was almost complete. Central to the redesign was the signature entrance rotunda that could successfully compete with the scale of the enclosing stadium. This project would not have been possible without the visionary leadership of our client, Nelson de Almeida.

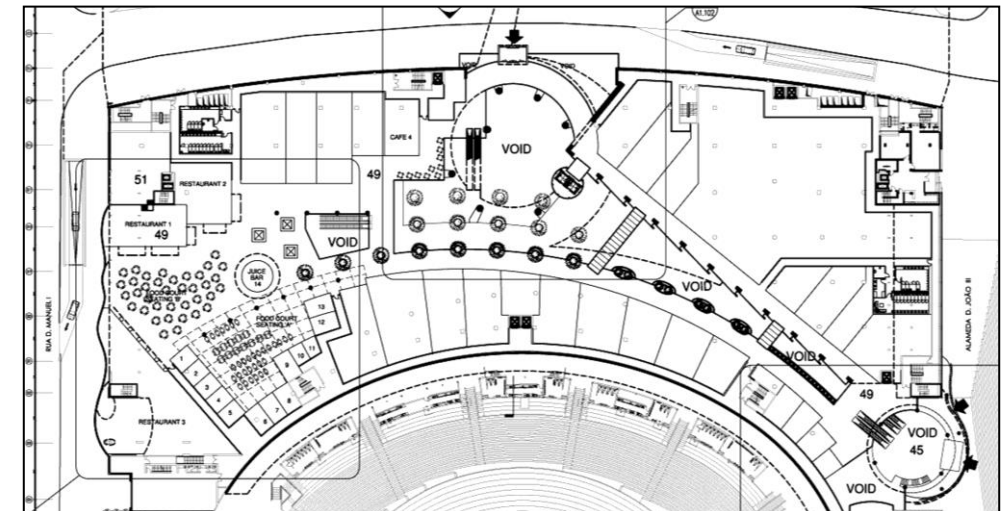
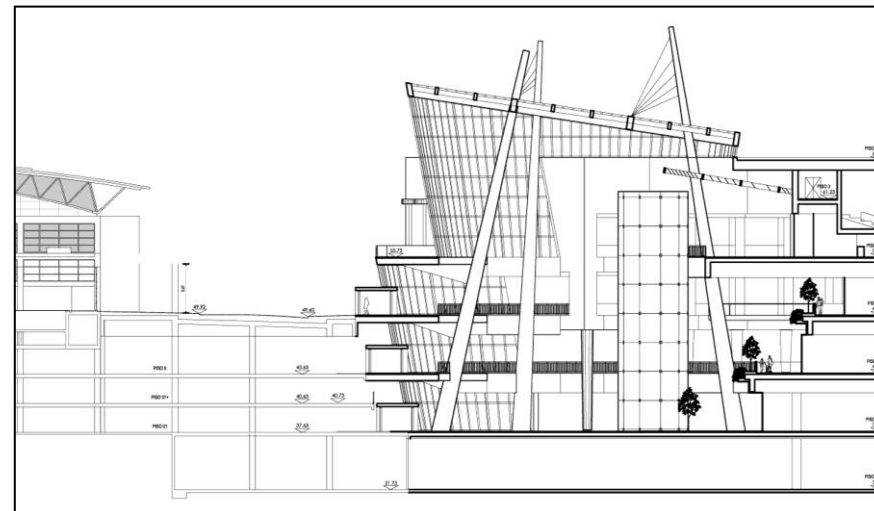
Awards

- ICSC International Innovative Design Award
- ICSC European Design Award
- Le Marche International des Professionnels de l'immobilier International Design Award

Client
Amorim

Services Provided
Retail leasing strategy
Master planning
Architectural design

Design Team
MINDLINconsulting



Revitalize

Saint Louis Galleria

A great example of one of the first large shopping malls in the Midwest and an award-winning design. The Saint Louis Galleria was a consistent performer with sales close to \$900 PSF achieved, in part, because of a strong civic and community presence.

While a large facility at 1.2M GSF, the Galleria was a pioneer in creating both civic space and small intimate space for resting, dining, and people watching. The center court was surrounded by lush landscaping and café dining with a pool that could be drained for civic events like the Saint Louis Symphony and, of course, the Christmas tree.

Client

Hycel and Heitman Retail Properties

Services Provided

Master planning

Architectural and Interior design

Design Team

David Suttle

HOK

Architect of Record

HOK

“What I like about David Suttle and Michael Mindlin is their unique approach. They start with a clear strategy before designing the handrails and skylights.”

Robert B. Perlmutter

Chairman, Heitman Retail Properties





Revitalize

Hyatt Regency Resort Podium Shopping Centre

- Converted the interior shops to all exterior shops fronting on Kalakaua
- Increased NLA by 50%
- Doubled linear feet of shopfronts
- Doubled projected retail rents

“We selected this design not only because it was the coolest... but because Michael took the time to explain why it was also the best.”

The Blackstone Group

Client
The Blackstone Group
Services Provided
Retail leasing strategy
Master planning
Architectural design
Design Team
Michael Mindlin
PR Architects



Revitalize

Renaissance Place

One of the first “new urbanists” projects in the Midwest, Renaissance Place led to the revitalization of downtown Highland Park, Illinois and became the “life of the city” where everyone came together as a “community”.

Client

Heitman

Services Provided

Retail strategy

Urban planning

Architectural design

Design Team

MINDLINconsulting

Architect of Record

Epstein

“I have consistently been astonished by Michael's ability to reach a solution so well thought through. His vision and creativity are prescient and every chance I get to work with him is a pleasurable adventure.”

Mark D. Bethel

SVP, Triple Five, formerly Heitman

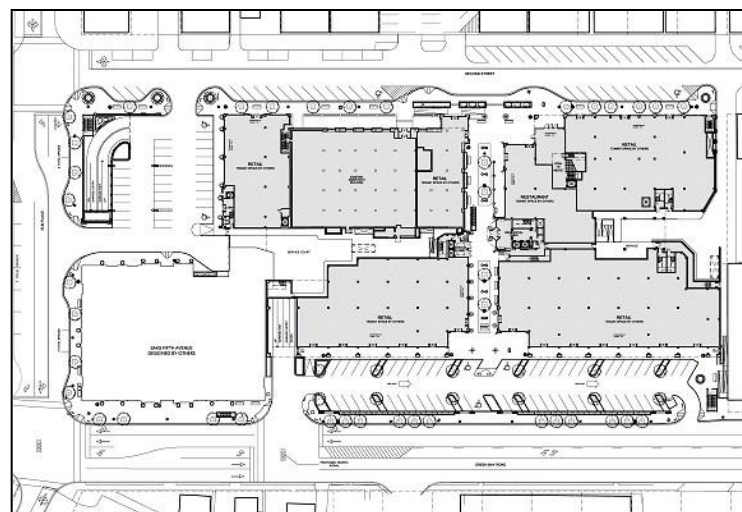


“A new definition of success for urban revitalization”

- Development resulted in 23 new retailers and 6 new residential developments built or underway within the first year of operation in downtown Highland Park

Recognition

- ULI Handbook on Place Making
- ULI Handbook on Town Center Development
- ULI Handbook on Mixed Use Development
- ULI Handbook on Retail Development



Reposition

Algarve Gran Plaza

Algarve Gran Plaza was designed to host to a year-round golfing resort clientele. This unique garden oasis features extensive shopping, state of the art adventure sports including surfing, concerts and events, and a variety of dining opportunities in a botanical park setting... all providing a family entertainment destination for the non-golfing resort clientele.

Client

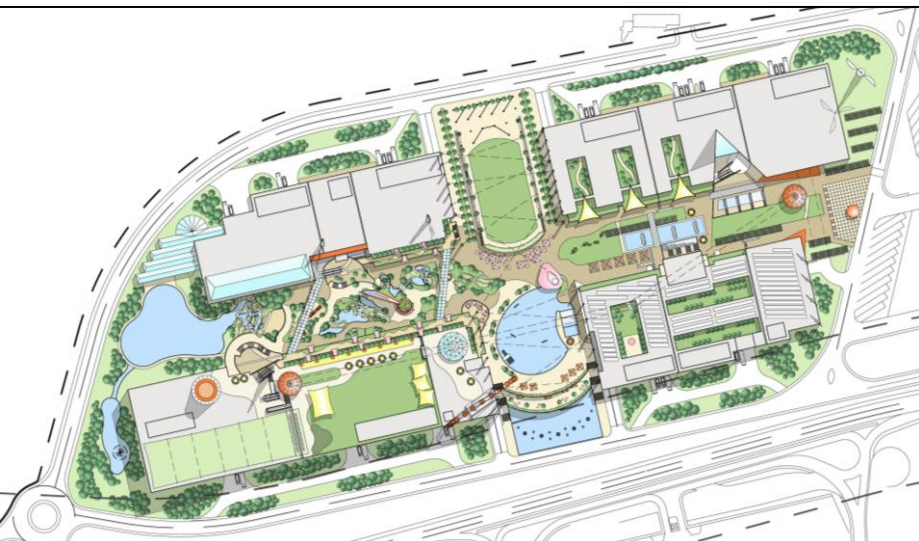
Urban Value
FA.A Arquitectos

Services Provided

Retail strategy
Master planning
Architectural design

Design Team

MINDLINconsulting



Intensify

Westminster Mall

Oversaturated market dictated a 40% reduction of retail lease space. Our development strategy brings enhanced sales to the remaining shops and a \$400,000,000 increase in asset value.

Surrounding the truncated mall with thousands of people in close walking distance is a significant advantage and will enhance retail sales for the remaining shops. Maintaining a viable customer circulation pattern and an exciting retail experience was merely essential.

Client

Washington Prime

Services Provided

Retail leasing strategy

Master planning

Architectural design

Design Team

Michael Mindlin

TCA Architects



Michael Mindlin Principal in Charge at TCA

Intensify The Regional Mall Experience

Transforming the shopping mall business model requires careful surgery... a new leasing strategy focused on food, beverage, and entertainment... and the integration of a major, new, residential community.

This 1.2M SF mall is still a viable asset but is not performing up to its potential. Through selective demolition of a small number of shops and the repurposing of an anchor tenant into medical office, we were able to create a regional destination that would attract and retain more people bringing new life and enhanced income to the remaining tenants.

Client

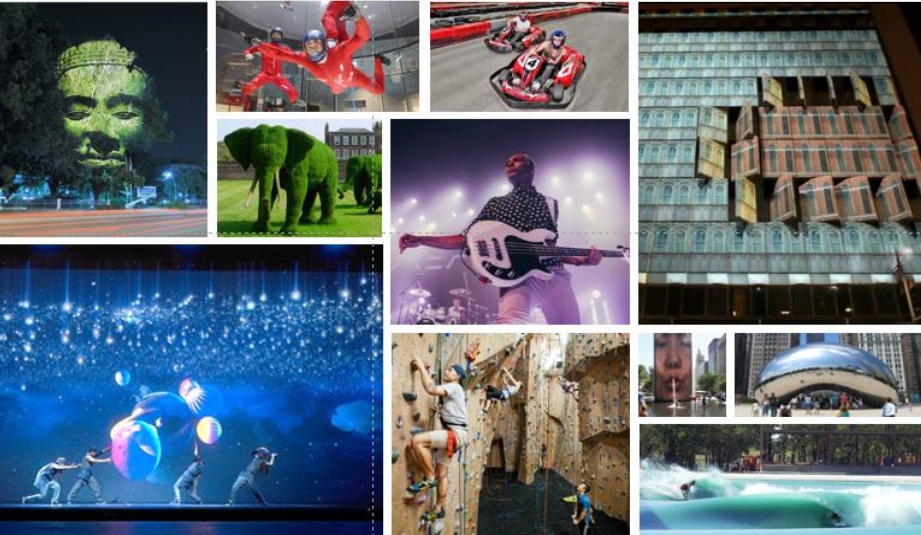
Confidential

Services Provided

Retail strategy
Master planning

Design Team

MINDLINconsulting





Intensify Los Cerritos Mall

To reinforce the attraction of this new, smaller specialty anchor, an intimate public plaza is created with the addition of two new residential buildings complete with restaurants and specialty retail.

This adds a much-needed gathering place for evenings, weekends and special events. Importantly, it moves this new gathering space for younger customers outside the shopping environment. It is deliberately intimate in scale with strong connectivity. The plan has been organized to provide an important view corridor to the new anchor from the signalized intersection and provide a phased opportunity for expansion.

Client

Confidential

Services Provided

Master planning

Design Team

Michael Mindlin

TCA Architects



BEFORE



Reposition

Packing House Retail and Office Development

Design work that “kick-started” the leasing for this project by bringing food and beverage front and center at the major corner of the development.

The Packing House is comprised of a community shopping center, outparcels and a two-story office building. We worked with the client to prepare a series of designs that would reposition the property and start the pre-leasing. The corner feature promotes the new tenants and brings an intimate dining area with an important view corridor to the shops beyond.

Client

PRES Companies

Services Provided

Architectural design

Design Team

MINDLINconsulting



Revitalize

Burbank Town Center

The Burbank Town Center will be an “entertainment destination” fueled by 1,000 resort level apartments and attention to details that make complex development work.

BTC will be a new urban experience that is the “jumping off” point for any visitor to downtown Burbank... a true “entertainment destination” that is fueled by a careful combination of retailing, entertainment, food, event space, and a “resort” level residential and hospitality offering. This investment made possible the renovation of the Burbank Town Center Mall that was integrated into the larger development.

Winner

PCBC Gold Nugget Merit Award



Client

Crown Development

Services Provided

Retail leasing strategy

Master planning

Architectural design

Design Team

Michael Mindlin

TCA Architects

MJS Landscape

Revitalize Virginia Beach

The transformation of a summer vacation venue into a true year-round destination focused on local culture, art, food, entertainment, residential and access to regional transit.

Based upon a lot of leg-work and investigation, we found a deep and wide culture not readily understood that could be leveraged as the “anchor” or “brand” to this district. This local groundswell of creativity was in several venues and allowed us to make the connective tissue between the new convention center with its light rail station and the main public beaches six blocks away... by integrating a wider population that needed a presence... and transforming this district and the beaches into a year-round destination for the East Coast.

Client

Confidential

Services Provided

Revitalization strategy

Leasing Strategy

Master planning

Architectural design

Design Team

Michael Mindlin

PR Architects

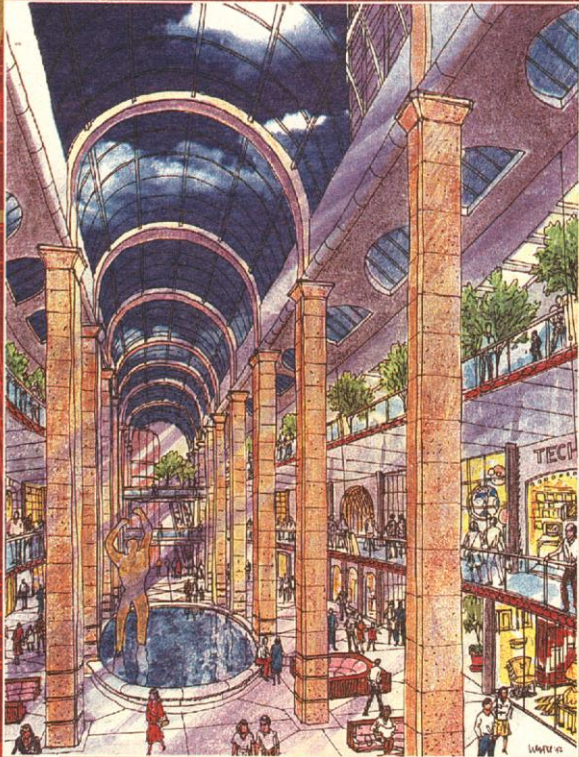


“All things food and entertainment are the new anchor”



“Education is the new anchor”


St. Louis Center



define
a civic role

grand hall

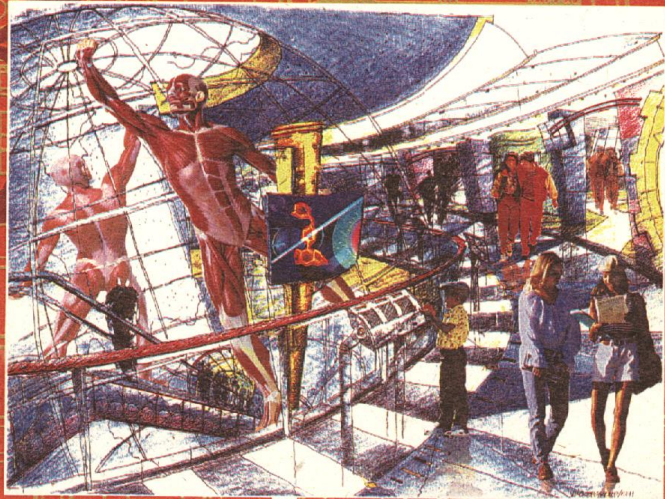
St. Louis Center



heighten
customer appeal

scrolling rotunda

St. Louis Center



create
a worthy destination

... a non-retail anchor

portals

“Active experiences are the new anchor”

ARRABIDA PLAYING

THE GREAT OUTDOORS

CLIMBING/HIKING WALL

LIFE SIZE DINOSAURS

RAFTING GAMES

SMALL THEATER/EXHIBITION SPACE

THE GREAT OUTDOORS IS A DRAMATIC **SCULPTURAL LANDSCAPE** WITH LUSH PLANTINGS, WATERFALLS AND AN IMMENSE ROCK CLIFF THAT PIERCES THROUGH THE ROOF TO THE SKY! RAPPEL, ROCK CLIMB, OR HIKE THE MOUNTAIN CLIFF TO THE SUMMIT AND EXPERIENCE **DRAMATIC VIEWS OF THE CITY AND SEA**. ALONG THE WAY, DISCOVER CAVES FILLED WITH AN AQUARIUM, LEARNING STATIONS, VIDEO GAMES, PLUS REAL AND VIRTUAL OUTDOOR ACTIVITIES.

© SUTTLE/MINDLIN

ARRABIDA PLAYING

kids WORLD

A creative **FANTASY** world for kids... and **A GREAT PLACE** for the little ones to explore while mom and dad go shopping. Jump, run, climb, read a book, take a nap, be creative... or enjoy the best birthday party room in the city. Before you leave, be sure to take a trip on the **FAMILY MONORAIL** gliding above all of the excitement below.

Exciting Family Monorail and Creative Playstations

Climbing and Adventure Areas

Daycare and Babysitting

Reading and Learning Activities

© SUTTLE/MINDLIN

ARRABIDA PLAYING

THE ARENA & THE ARENA CLUB

Professional Sports Amateur Teams

POP MUSIC STARS

Restaurant Dining

Special Exhibitions

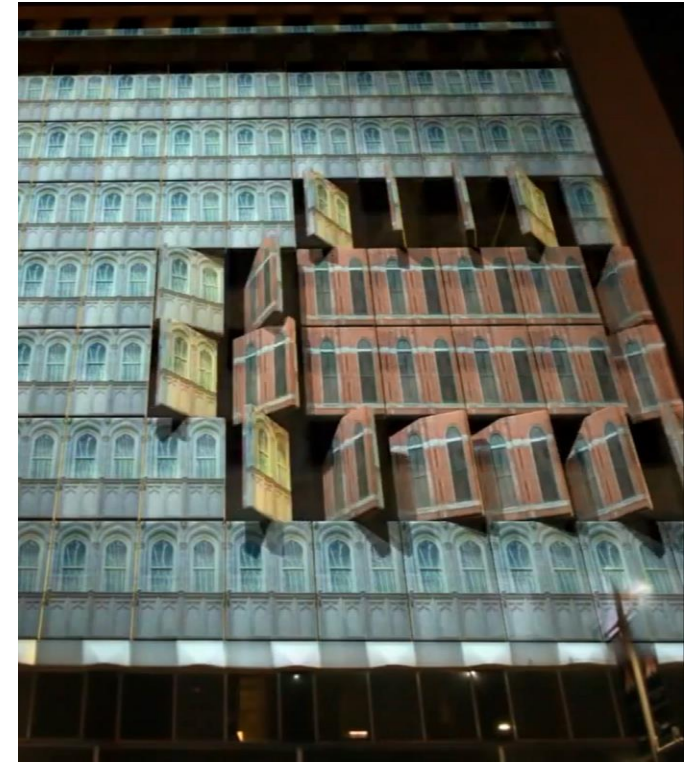
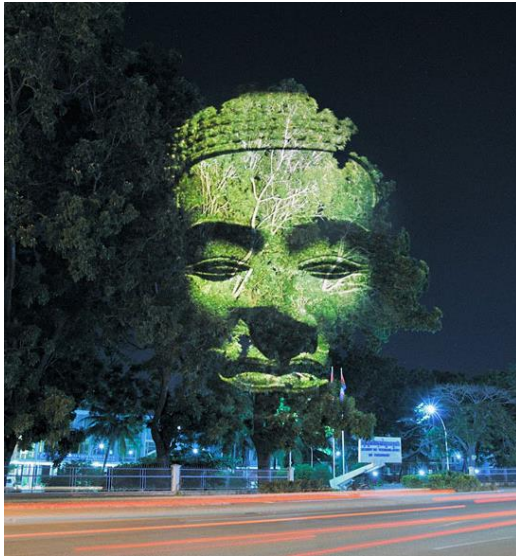
Members Club

CLASSICAL MUSIC CONCERTS

Here is the **FINEST VENUE** for professional sports, amateur sports, concerts and special exhibits. Custom designed for **LIVE BROADCASTING**, the arena features dramatic architecture and the **"PANORAMIC PICTURE WINDOW"** to Porto. The Arena Club complex offers the best sports bar, arena-view dining terrace, the **"MEMBERS CLUB ROOM"** and private entrance.

© SUTTLE/MINDLIN

“And think less of yourself as a developer... and more as a curator of unique experiences”



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