

Wednesday, October 23, 2019
2:00 PM – 3:15 PM

Workshop 2

Experiential Retail: Can It Continue to Grow and Will It Help Save the Mall?

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- I. Introduction
- II. Experiential Retail – what does it Mean
 - A. Types of Uses that are considered “Experiential”
 - (i) Online-First Companies (e.g., Amazon)
 - (ii) Entertainment Uses (e.g., Bowling Alleys and Movie Theaters)
 - (iii) Adapted Traditional Uses (Retailers offering cooking lessons, yoga classes, etc.)
 - B. Issues created by Experiential Users
 - (i) Co-Tenancy
 - (ii) Use Restrictions
 - (iii) Parking
 - (iv) Common Area Maintenance Charges – bifurcation of costs amongst different uses
 - C. Rights of Existing Tenants
 - (i) Waiver letters for prohibited uses
- III. Complete Redevelopment of Existing Mall vs. Partial Redevelopment
 - A. Complete Redevelopment
 - (i) Termination of existing tenants
 - (ii) Timing of demolition and redevelopment
 - B. Partial Redevelopment
 - (i) Construction Issues arising from demolition of vacant boxes only
 - (ii) Protection of rights of existing tenants
- IV. Dealing with Vacancies
 - A. Replacement of Boxes with non-traditional tenants or new uses (e.g., office or residential)
- V. Conclusion