

CoVid: The Great Retail Reckoning and Mixed-Use Reimagining

CoVid-19 preys upon the vulnerable and no sector in commercial real estate entered this crisis in a greater state of vulnerability than retail. The challenges, while uneven to different retail product types, are dire. The age of the standalone destination mall is over, but the biggest commercial real estate story (and opportunity) of the next decade will be the reimagining, reinvention, and redevelopment of retail space. This has immense implications for all commercial real estate professionals and product types. Prior to the pandemic, the movement of retail from standalone destination towards being the ultimate amenity within a mixed-use community was already happening. The impact of CoVid-19 is not only profoundly accelerating this trend but cementing it as an absolute necessity for an immense portion of the marketplace.

In this informative session, Cushman & Wakefield's Garrick Brown will share his insights and forecasts on the impacts of the CoVid-19 pandemic on the retail sector and its real estate, particularly the suburban mall sector. As sobering as this topic is, they coincide with demographic shifts (already underway) but accelerated by the pandemic that create a pathway for rebirth. Known for his series on urbanization, [Cool Streets](#), Brown will demonstrate how the convergence of multiple trends will drive suburban renewal, with adaptive reimagining of retail space at its core.

- Additional information that will be covered include:
- The theory of mall conversion to other opportunities
 - Retail categories and retailers at risk
 - Opportunities for mixed-use
 - Demographic analysis
 - Impact of the pandemic on leasing models
 - And More....



Garrick Brown
Vice President
Global Retail Intelligence
Americas Head of Retail
Research
Cushman & Wakefield

DATE: Wednesday, October 7th, 2020

TIME: 8:30 - 10am
8:30 Webinar
10am Adjourn

WEBINAR: When registered you will receive a link for the webinar the day before the event.

REGISTRATION: Visit msca-online.com or call (952) 292-2416

COST: \$25 MSCA member, prepaid
\$35 Non-member/Student/Intern

- Pre-registration ends at noon on October 5th
- Substitutions or cancellations are allowed 24 hours in advance