

THE COMMON AREA

SPECIALTY LEASING

A FRESH START

Retail center landlords are always in search of creative ways to fill vacant stores with non-traditional pop-up tenants. These five ideas are a good place to start



2 Curate a themed shop The Good Housekeeping Institute unveiled the GH Lab holiday pop-up shop at Mall of America to sell items bearing the group's coveted seal of approval. ▲

4 Build your own party space At Macerich's Third Street Promenade, in Aurora, Colo., management converted a vacant 7,000-square-foot space into a children's play area with multiple inflatables, an indoor jungle gym, a toddler tumbler space and three party rooms. ▼



1 Work with a local auto seller Kia Motors opened a pop-up shop at Simon's Mall of Georgia, in Buford, Ga., to promote its Stinger. Mercedes launched a Lil' Benz shop at Simon's King of Prussia (Pa.) Mall to promote its brand and entire range. ▼



5 Add an experiential attraction At Broadway Commons, in Hicksville, N.Y., a vacant store became the Can You Escape? experiential attraction for parties, corporate events and family celebrations. ▼ ■



3 Team up with a housing developer Residential master-planned community developer The Beaverbrook Group of Cos. took a 4,100-square-foot space at Edmonton (Alberta) City Centre to showcase its developments throughout the region. ▲

