

Design for Real Estate

Liska works with a wide range of clients in the real estate industry to:

- . identify the attributes and strengths of a property and its unique position in the marketplace
- . understand the audience: who they are, what motivates them and the opportunities for reaching and influencing them
- . develop an overall vision and plan for creating marketing materials that support and add value to the success of the project



Comprehensive branding and marketing for a 10-acre, mixed use development in Washington, D.C.



CityCenterDC
One Remarkable Place



Retail Tenant Design Guidelines Residential Apartments Parcels 3 & 4



One Remarkable Place

CityCenterDC.com



CityCenterDC



D.C.'s metro region ranks first in the U.S. with a median household income of more than \$84,000.

The metro region ranks first in percentage of adults having college degrees.

D.C.'s metro area is one of the largest and fastest growing metros in the nation with 8.7 million residents.

Why CityC

- 674 residential units and surrounding nei
- With 1.2 million sq ft D.C., 450,000 peo professional or lega
- 370 hotel rooms o
- Located one block 1 million professio
- 17 million people
- 11 million people CityCenterDC ea and a multitude
- CityCenterDC is and 2.5 million p



THE STORY

RESIDENCE FEATURES

FLOOR PLANS

AMENITIES

CITYCENTERDC

GALLERY

DOWNTOWN

YOU ARE WHERE YOU LIVE

NOW LEASING

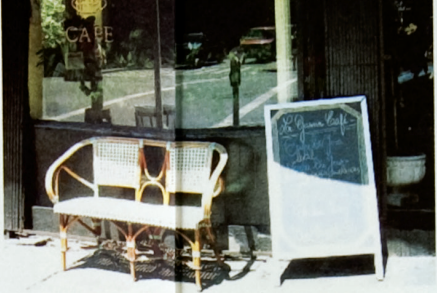
825 and 875 Tenth Street NW, Washington, District of Columbia 20001

The Apartments at CityCenter is an exclusive community in the heart of downtown Washington, DC. Team

FOLLOW US [f](#) [t](#) [g+](#)

MANAGED BY [BOZZUTO](#) DEVELOPED BY [Hines](#)





9TH AVENUE:
CHELSEA'S BOULEVARD

Broad and quiet, 9th Avenue is just steps from Chelsea's ever-changing mix of diversions—from world-class galleries and innovative restaurants to exclusive spas and cutting-edge shops.

Where the charm of West Chelsea meets the cool of the Meatpacking District... Make yourself at home.



Interview Art in America
Present

Chelsea art



Lifestyle marketing brochure for The Heywood, a condominium project in NYC's Chelsea neighborhood

25,822

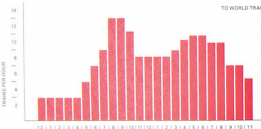
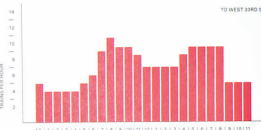
COMMUTERS USE JOURNAL SQUARE PATH TRAINS DAILY

9,059,122

PASSENGERS PASS THROUGH THE JOURNAL SQUARE BUS TERMINAL EACH YEAR

JOURNAL SQUARE TRAINS

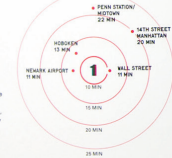
NUMBER OF TRAINS ARRIVING AT JOURNAL SQUARE STATION EVERY DAY



TRAVEL TIMES

TO JOURNAL SQUARE

Journal Square's accessibility is unparalleled. Over 150 PATH trains service Manhattan-bound commuters making the 15 minute trip each day. The PATH also links Journal Square to Hoboken, Grove Street and Newark Liberty International Airport in less than 15 minutes.

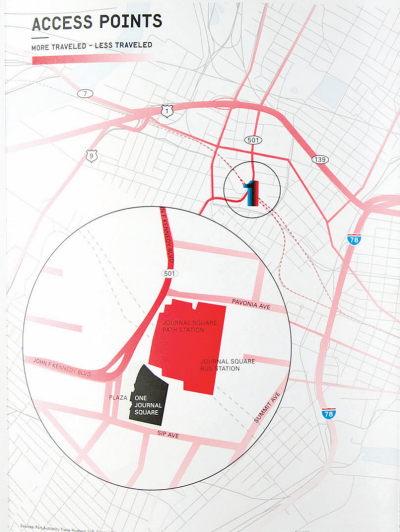


CONVERGENCE

AN ICON AT THE CENTER OF A MAJOR TRANSIT HUB

ACCESS POINTS

MORE TRAVELED - LESS TRAVELED

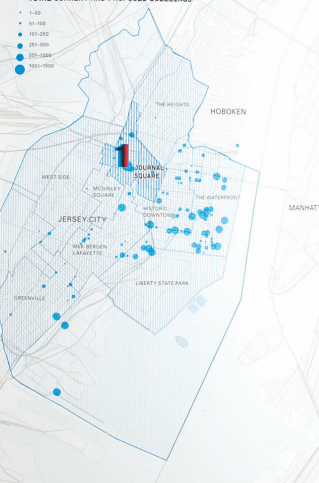


REVITALIZATION

SMART GROWTH IN AN URBAN ENTERPRISE ZONE

RESIDENTIAL DEVELOPMENTS

TOTAL CURRENT AND PROPOSED DWELLINGS



POPULATION DENSITY

AROUND ONE JOURNAL SQUARE

6,073,041

1,158,666

349,911

3 MILES

5 MILES

10 MILES

246,652

JERSEY CITY RESIDENTS

91,265

JERSEY CITY HOUSEHOLDS

\$67,756

AVERAGE HOUSEHOLD INCOME

81,713

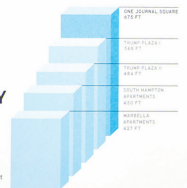
EMPLOYEES WORK IN JERSEY CITY

180

NEW/PROPOSED STRUCTURES IN JERSEY CITY

A FUTURE JERSEY CITY ICON

When completed, One Journal Square will be the tallest residential building in Jersey City. The site of One Journal Square is also the geographical center and the highest elevation of Hudson County.



25,822

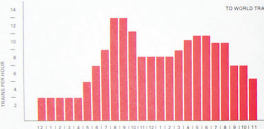
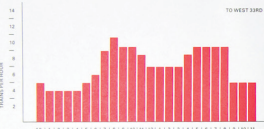
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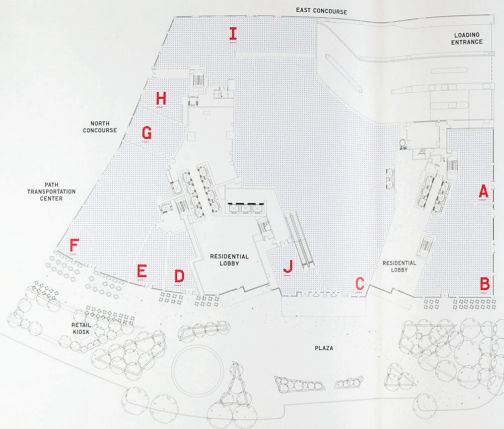
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GROUND LEVEL RETAIL OPPORTUNITIES

SPACE	SQUARE FEET	RETAIL FRONTAGE	CEILING HEIGHT
A	2,020	62'-1" on Sip Avenue	17'-0"
B	3,475	65'-5" on JFK Boulevard, 71'-4" on Sip Avenue	17'-0"
C	16,205	54'-0" on JFK Boulevard	17'-0"
D	940	27'-6" on JFK Boulevard	17'-0"
E	1,595	26'-6" on JFK Boulevard	17'-0"
F	5,420	62'-6" on JFK Boulevard, 99'-0" on North Concourse	17'-0"
G	1,254	29'-0" on North Concourse	17'-0"
H	962	22'-6" on North Concourse	13'-0"
I	362	110'-4" on East Concourse, 43'-8" along North Concourse	17'-0"
J	475 (22,738 2nd level)	20'-2" on JFK Boulevard	17'-0"

ONE JOURNAL SQUARE

GROUND FLOOR

TOTAL RENTABLE SPACE

36,139 FT²



SECOND LEVEL RETAIL



LOWER LEVEL RETAIL

POPULATION DENSITY

AROUND ONE JOURNAL SQUARE

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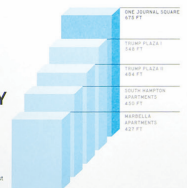
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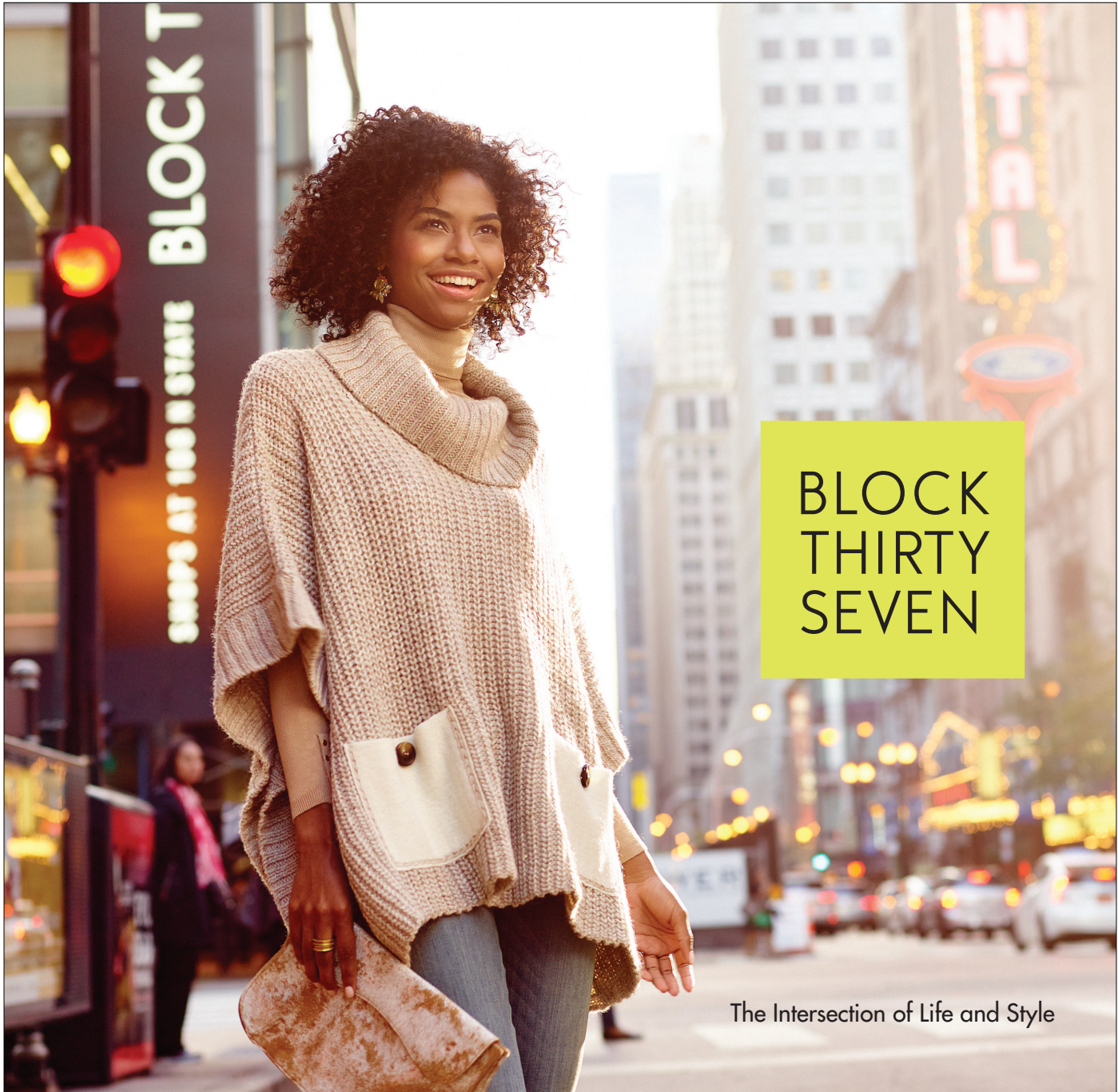
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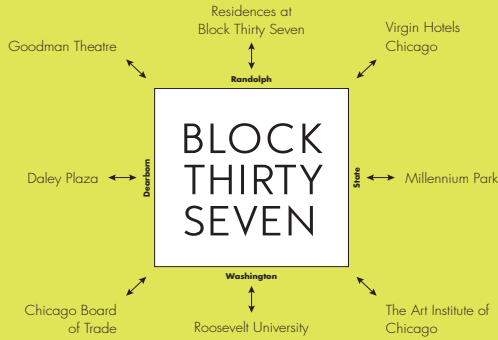


BLOCK
THIRTY
SEVEN

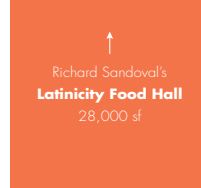
The Intersection of Life and Style

Brochure to promote retail leasing for Block Thirty Seven—the ideal urban retail destination

At the center of downtown Chicago's new Loop lifestyle



Zara Loop Flagship
Expanding from
15,000 sf to 30,000 sf
→



↑
Richard Sandoval's
Latinicity Food Hall
28,000 sf



What's New?

Block Thirty Seven continues to differentiate itself from the competition through forward thinking and an evolving vision of the ideal urban retail destination.



11-Screen
AMC Dine-In Theater
44,000 sf
↓



←
690-unit, 34-story
Residential Tower



Transformative. Enlivened. Iconic Style.

Block Thirty Seven is leading the transformation of the new Loop experience.



The Club™

BRIARCLIFF MANOR

Luxury and Comfort at Your Doorstep

Lodge Drive to Upper Village

Part of an ongoing effort to educate potential residents about this luxury retirement community in Westchester County, New York



1250 H Street, NW
Washington, DC



17th Street Plaza
Denver, CO



Tower 333
Bellevue, WA



109 Brookline
Boston, MA

EQC NYSE: \$33.12 - \$0.14 (-0.42%) Vol: 131,478

Equity Commonwealth (NYSE: EQC) is an internally managed and self-advised real estate investment trust (REIT) with commercial office properties in the United States.

Equity Commonwealth is based in Chicago, IL.

Webcast



EQC Q2 2019 Earnings Conference Call
Thursday, August 1, 2019
10:00 AM ET / 9:00 AM CT

News

Friday, July 12, 2019

[Equity Commonwealth Declares Series D Preferred Dividend](#)

Friday, June 28, 2019

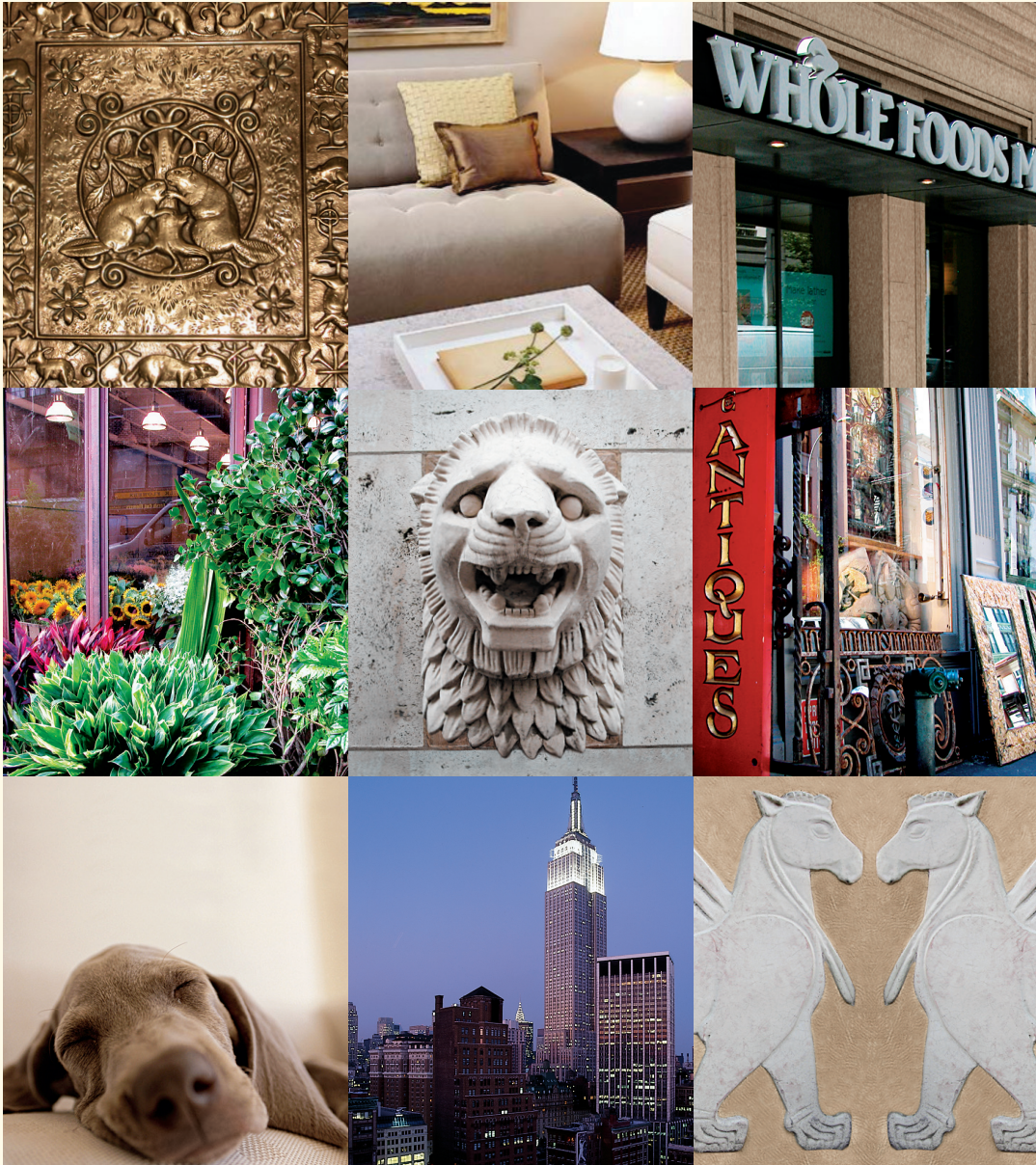
[Equity Commonwealth Announces Second Quarter 2019 Earnings Conference Call](#)

Thursday, May 23, 2019

[Equity Commonwealth Announces Redemption of 5.875% Unsecured Notes Due 2020](#)

Monday, April 29, 2019

[Equity Commonwealth Reports First Quarter 2019 Results](#)



SOPHISTICATED, SERENE & CENTRALLY LOCATED



A sales kit for condominiums in a landmark Manhattan building was part of an overall brand and marketing plan



At the Schatz Companies, our professionals in real estate development, management, sales, leasing, and hospitality collaborate to develop innovative strategies and experiences.

Our companies include Schatz Development, a real estate development firm that focuses on design-driven projects, Domu.com, an online company that has transformed the leasing and apartment search processes for Chicago landlords and tenants, and Schatz Realty, a

200 Eleventh Avenue





200 Eleventh Avenue



Fourteen 200 Eleventh Avenue residences feature New York's first En-Suite Sky Garage™, a versatile 300+ sq ft space accessed by key-lock elevator and engineered for use as a car garage.

EN-SUITE SKY GARAGE

THE BUILDING

RESIDENCES

VIRTUAL TOUR

SURROUNDINGS

FLOOR PLANS

SITE PROGRESS

TEAM

CONTACT

PLAY MOVIE

ARTIST RENDERING

LEGAL 

1886-2009

: THE PIANO FACTORY :

LANDMARK LIVING

RESIDENCES

LIC NEIGHBORHOOD

FLOORPLANS

CONTACT

BUYERS GUIDE

CHECK AVAILABILITY

Landmark Living

HISTORY

PHOTOS: 1 2

MODERN LIVING



SOHMER & CO.'S PIANO FACTORY ADVERTISEMENT, 1887

1886-2009

THE PIANO FACTORY

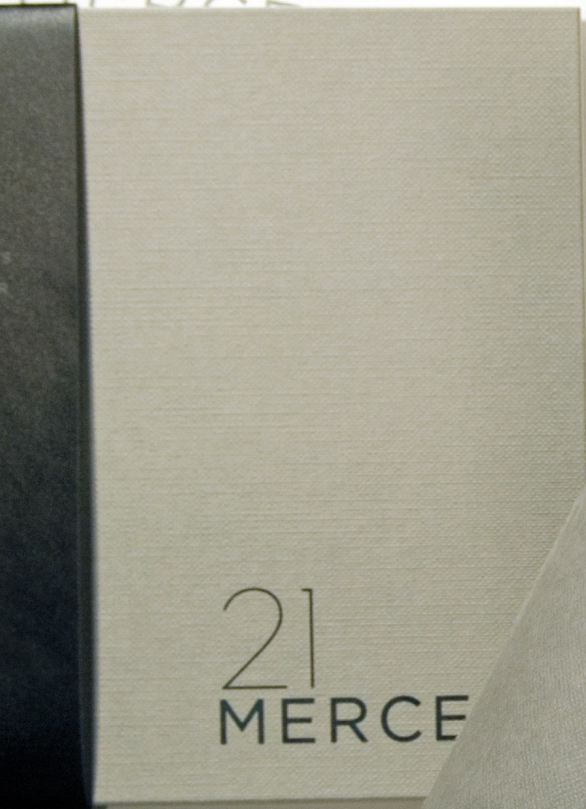
31-01 VERNON BOULEVARD



ARTIST REPRESENTATION OF FINISHES



21
MERCER



21
MERCER

...and Poliform cabinetry in natural cherry
...the matte glass upper cabinets
...less steel counters with seamlessly welded
...faucet and sprayer



21
MERCER



Design of the sales center for these condominiums emphasizing their views of the park

“THE
BOROUGH
OF KINGS”

WELCOME TO

BROOKLYN!

DUMBO

BROOKLYN HEIGHTS

FORT GREENE



BELLTEL
LOFTS

NEW!
PLAN FOR DOWNTOWN BROOKLYN

The conversion of BellTel Lofts is part of the City's Plan for Downtown Brooklyn which includes new residential zoning, improvements to transit infrastructure, expanded retail and the creation of new public open spaces. Additionally, over \$74 million in City financing has been allocated to create a BAM Cultural District nearby.

Marketing materials for Belltel Lofts, a residential development in Brooklyn, highlighting its proximity to everything



Marketing brochure for 154 Attorney Street promoting the value of living in this unique neighborhood



A complete marketing program for 550 St. Clair in Chicago, appealing to an audience interested in contemporary architecture



Outpatient Care Pavilion

[Leasing Opportunities](#)

[Community Update](#)



Breakthrough Medicine Northwestern Care

This world-class medical building, to open in 2014, is designed to create an exceptional experience for patients and physicians. The welcoming environment will be supported by state-of-the-art technology and access to medical services throughout the Northwestern campus.

[Download Building Overview](#)

The Ideal Location

The new pavilion will be conveniently located in the heart of Northwestern's downtown medical campus, home to Northwestern Memorial Hospital and Northwestern University Feinberg School of Medicine.



[Download Area Map](#)

Building Renderings

Main Entrance



The main entrance, located on Erie across from the Feinberg Pavilion, will be easily accessible by car and public transportation.

Patient Drop Off and Parking



A covered drive-through with two-way access on both Erie and Ontario will allow for easy patient drop off and entry to enclosed, on-site parking. Skybridges to the adjacent Northwestern University parking garage and the Feinberg Pavilion also connect to additional parking.

Ground Floor Lobby



Patients and visitors will be welcomed to the world-class facility in a lobby lit with natural light and complete with comfortable waiting areas and retail offerings.



Northwestern
Medicine®



Outpatient Care Pavilion
Breakthrough medicine. Northwestern

Outpatient Care Pavilion

World-class medical office space designed from the ground up to create an exceptional experience for our patients.

- 600,000 square feet
- Full floor of imaging services, including MRI
- Eight operating rooms
- On-site pharmacy
- Enclosed parking and valet service
- Two floors of retail space



Comprehensive branding for the Chicago medical campus



Facing north on West 22nd Street, perforated, anodized aluminum metal louvers provide privacy, filtering the light inside, a shimmering screen distinct from the contemporary urban rhythms of stacked floor slabs and punched windows.

850 LAKE SHORE DRIVE

Luxury and Comfort at Your Doorstep

A marketing brochure was part of an overall branding system for this luxury senior living development

BUZZ: [PRESS](#) [DISTRICTNY/THE MOVIE](#) [TEAM](#)

Premium Finishes and Premier Fixtures

DISTRICT residences features luxe interiors by acclaimed international designer Andrés Escobar, with premium finishes and premier fixtures. Homes come in a variety of complimentary finish combinations, depending on floor plan. Choices include homes in rich, deep hues and silky surfaces; homes that are light and bright with lots of white; and homes featuring a lustrous, balanced palette of light and dark tones. Let comfort and class to fulfill all your fantasies...

RESIDENCES

[LIFESTYLE](#)[ACCESS](#)[AVAILABILITY](#)

DETAILS


[KITCHENS](#)[BATHROOMS](#)[PENTHOUSES](#)

DISTRICT

SALES: 151 WILLIAM STREET 212.513.7333 INFO@DISTRICTNY.COMLEGAL 

DISTRICT





159
BLEECKER

Marketing efforts highlight the development's location in this historic theater district

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Water Cay, nestled between Pine Cay and Little Water Cay



THIS IS WATER CAY.
a transformative place, wrought from *nature's flawless form.*



The Plaza

RETAIL COLLECTION

A TRADITION BEGINS AT THE PLAZA. A \$350 MILLION LOBBY-TO-ROOF RENOVATION IS RESTORING THE ICONIC STRUCTURE TO ITS FORMER GLORY. LUXURY PRIVATE RESIDENCES AND A WORLD-CLASS HOTEL ON THE UPPER FLOORS CROWN THE PLAZA RETAIL COLLECTION—THE PREEMINENT SHOPPING, DINING AND BANQUET VENUE IN THE WORLD.

THE VISION FOR THE RETAIL IS TO PROVIDE THE FINEST ARRAY OF BOUTIQUES AND SPECIALTY FOOD OFFERINGS. THE HISTORIC EDWARDIAN ROOM AND TERRACE ROOM SET THE STAGE FOR A NEW STANDARD IN SHOWCASING LUXURY RETAIL. THE OAK BAR AND OAK ROOM WILL ONCE AGAIN OFFER THE FINEST IN FOOD AND BEVERAGE. THE PALM COURT PRESENTS EUROPEAN-STYLE CAFÉ DINING SURROUNDED BY RETAIL. THE GRAND BALLROOM, COMPLETE WITH A PRIVATE VESTIBULE AND ENTRANCE, WILL PLAY HOST TO CELEBRATED EVENTS AND MOMENTOUS OCCASIONS. A SPA HAS BEEN DESIGNED ON THE SECOND FLOOR TO CATER TO THE MOST DISCRIMINATING OF PATRONS. THE NEW GATEWAY TO FIFTH AVENUE, THE PLAZA IS POSITIONED AT THE EPICENTER OF THE WORLD'S MOST ELITE RETAIL, RESIDENTIAL, DINING AND OFFICE ADDRESSES.

EXCLUSIVELY OFFERED BY ROBERT K FUTTERMAN & ASSOCIATES
212.599.3700 • www.rkf.com

DEVELOPER: ELAD PROPERTIES • DESIGN TEAM: TPG ARCHITECTURE

ROOM
Adjacent to the Palm Court, a private vestibule entrance,
the Grand Ballroom and Reception Area. Additional space on the
the specifications of the banquet operator.



domu.com


domu
chicago's apartment site

find a place find a neighborhood my favorites sign up sign in **list my unit**



2-Bedroom in The Hudson Apartments

find a place

- 
The best apartments in all price points and neighborhoods.
- 
Get instant email and text alerts.
- 
Communicate directly with landlords.
- 
Real listings. Real landlords.
- 
Local. We know Chicago.



Oversized, handcrafted portfolios and a website introduced this elite property to brokers and buyers



QUEENS QUAY PLACE
AT BAYSIDE TORONTO

Branding and marketing for this mixed-use development in Toronto

136 | 17TH
WEST

550
ST. CLAIR

HIGH
LINE
519

THE CASS GILBERT
130 WEST 30TH STREET

850
LAKE SHORE DRIVE

BAYSIDE
TORONTO

76
MADISON

BELLTEL
LOFTS

154 ATTORNEY STREET

21
MERCER

1 2 3
NORTH WACKER

159
BLEECKER

28 SAINT THOMAS

IREM

DEVELOPMENTS
Prudential Douglas Elliman

517
W46

H
THE HEYWOOD

DISTRICT

ONE
JOURNAL
SQUARE
JERSEY CITY

THE PIANO FACTORY

domu

CONTEMPORARY
ORAINNE

The Wexan Group, Ltd.

HELIX
PARTNERS LLC

WICKER PARK
APARTMENTS

the Lakes
OF LAS COLINAS

M

RIVERSIDE VILLAGE



**Liska +
Associates**

610 N. Fairbanks
Studio 2 East
Chicago, Illinois
60611 USA

1 312 867 1111
liska.com

