

# SalesTouch Case Study:

## River Lofts at Tobacco Row FOREST CITY ENTERPRISES RICHMOND, VA



### The Community:

This adaptive re-use project offers apartments, townhomes and retail space in downtown Richmond, VA. Overlooking the Kanawha Canal and James River in Richmond's historic Tobacco Row, the former warehouses and factories were converted into loft apartments, townhomes and office space. The units feature soaring ceilings, huge windows and exposed brick and wooden beams.

### Marketing Objective:

Prospective tenants are interested in downtown living but this location was previously industrial so there is a need to "introduce" the neighborhood. The complex offers a unique urban/historical blend in terms of architecture, amenities and location.

SalesTouch focuses on introducing the prospect to the neighborhood and the project's unique amenities. Forest City developed a 5/5/5 concept - everything is available within 5 minutes/5 blocks/5 miles. SalesTouch makes 5/5/5 interactive as it makes every element (restaurant, bar, historical attraction, shopping, employer) touchable and memorable.

River Lofts at Tobacco Row offers many unique features to the Richmond rental community. Because of the emphasis on historical re-use, individual apartment units offer a combination of Richmond history and modern architecture: 18 foot ceilings, rough brick interiors, full-featured kitchens and modern bathrooms. The SalesTouch "look and feel" provides an introduction to the urban/historical nature of the project with a stainless and brick styled presentation offering glimpses of building exteriors, apartment interiors and amenities. Individual units are displayed with their river, downtown, courtyard or pool views, as well.

The complex provides high tech amenities galore, as well, so there is a focus on controlled access, security, community website and high-speed Internet services. Interest in recreational opportunities isn't forgotten: the community pools, fitness centers and media/theatre room are discoverable via touch, as well.

SalesTouch, featuring a 57" touch screen monitor, was installed in an existing sales kiosk.



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We put technology to work.







RIVER  
LOFTS  
AT TOBACCO ROW

ГІВЕРЛОФТС  
АТ ТОБАККО РОУ



COMMUNITY FEATURES

SEARCH PLANS

5 BLOCKS

5 MINUTES

5 MILES

EDGEWORTH

CAROLINA

CONSOLIDATED

AMERICAN CIGAR

CAMERON

KINNEY

CUTTERS RIDGE

LUCKY STRIKE

1 Welcome Center

2 Management Office

3 Fitness Center 1

4 Fitness Center 2

5 Sand Volleyball

6 Courtyard

7 Pool - Year Round

8 Pool - Seasonal

9 Theatre / Media Room

Top Layer

SalesTouch users start their interactive experience here



RIVER  
LOFTS  
AT TOBACCO ROW

ГІВЕРЛОФТС  
АТ ТОБАККО РОУ

# COMMUNITY FEATURES





BUILDING



APARTMENT



RECREATION WITHIN



NEIGHBORHOOD



BACK

Community Features



# APARTMENT FEATURES



- \* Ceramic Tile Floors
- \* Dual Pane Windows
- \* Decorative Mini Blinds
- \* Berber Carpet
- \* 14' to 18 Foot Ceilings
- \* Ceiling Fans
- \* Sleek Industrial Style Lighting
- \* Track Lighting
- \* Upgraded Cabinets
- \* Kitchen Island
- \* Pantry
- \* Microwave
- \* Refrigerator with Ice Maker
- \* Garbage Disposal
- \* Dishwasher
- \* Self-Cleaning Oven
- \* Walk-in Closets in Most Floor Plans



BACK

## Apartment Features

## THEATRE / MEDIA ROOM



BACK

## Sample Hotspot

SalesTouch offers the capability to drill down for further information on selected features and amenities



5 BLOCKS



RIVER LOFTS  
AT TOBACCO ROW

HOME

BACK

5 BLOCKS

5 MINUTES

5 MILES



DINE

DRINK

INDULGE

SEE

SHOP

ATM

1 Bookbinder's

2 Sensi

3 Sette

4 Millie's

5 Hill Cafe

6 Bottoms Up Pizza

7 River City Diner

1 Poe's Pub

2 Honey Whytes

3 Big Daddy's Sports Club

4 Tiki Bob's Cantina

5 Havana 59

1 Starbucks at  
The Market at Tobacco Row

2 Stylez Salon and Spa

3 Globe Hopper Coffee House  
and Lounge

1 St. John's Church

2 Holocaust Museum

3 Poe Museum

4 Libby Hill Park

1 The Market at Tobacco Row

2 CVS

3 McGuire Park Pharmacy

4 17th Street Farmers' Market

\$ The Market at Tobacco Row

\$ Fast Mart Gas Station

PO POST OFFICE

TOUCH  
FOR DETAILS

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Interactive Maps

If a picture is worth a thousand words, an interactive map is priceless

5 BLOCKS







BACK

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Sample Hotspot

“Drill Down” from the interactive map



RIVER LOFTS  
AT TOBACCO ROW

# SEARCH

Narrow Your Search:

One Bedroom

One Bedroom with Den

Two Bedrooms

Three or More Bedrooms

Upper Floor

Middle Floor

Lower Floor

River View

Pool View

Courtyard View

Corner Unit

Balcony

UP

DOWN

Available Results - Select a Building or Apartment to view:

Consolidated - 1 apartments ready for move in

Cameron - 1 apartments ready for move in

Lucky Strike - 12 apartments ready for move in

Consolidated - Touch to view map

Apartment 202

Consolidated-F

Kinney - Touch to view map

Apartment 300

Kinney - 21MXBC

Apartment 112

Kinney - 22MDBM

Lucky Strike - Touch to view map

Apartment 5103

Lucky Strike - T

Apartment 5105

Lucky Strike - T

Apartment 4103

Lucky Strike - T

UP

DOWN

HOME

BACK

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## Search Availability

Prospects are able to specify criteria and view available inventory at their fingertips (literally)

LUCKY STRIKE  
RIVER LOFTS AT TOBACCO ROW

# FIFTH FLOOR

Floors

5

Unit 5105 Lucky Strike - T

Unit 5103 Lucky Strike - T

4

Unit 4109 Lucky Strike - T

Unit 4107 Lucky Strike - T

Unit 4105 Lucky Strike - T

Unit 4103 Lucky Strike - T

3

Unit 3132 Lucky Strike - W

Unit 3109 Lucky Strike - T

Unit 3107 Lucky Strike - T

Unit 3105 Lucky Strike - T

Unit 3103 Lucky Strike - T

1

Unit 1101 Lucky Strike - R

UP

DOWN

Lucky Strike

AVAILABLE

AVAILABLE SOON

OCCUPIED

Reset Filter

HOME

BACK

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## Search Results

Available units are plotted on the building's floorplate. Transparent circles indicate the unit is occupied or did not meet the search criteria.





Details for Apartment 3109



Plan Pictures



Lucky Strike - T

River View

Lucky Strike - T  
1,177 Sq. Ft.  
2 Bedrooms  
2 Baths

River View/Skylights

Apartment Number: 3109

\$1,475



HOMEBACK

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Unit Details

View specifications for the unit plus zoom in on the floorplan, photographs or other images





Lucky Strike - T

Close



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Zoom & Print

Color laser printed brochures can be created “on demand”