

## Revive Project



### Objectives

- Revive Delayed Project
- Building Strong Relationships with Landowners
- Proper Project Budgeting
- Design & Project Phasing
- Manage Challenging City Requirements

### Challenges

CVS/pharmacy, Inc. (CVS) had approved a new store to be located at NEC Palm and Baseline in Highland, CA but without a suitable developer the project was stagnant for years without an executed contract or feasible development plan. CVS' landlord and owner/operator was not prepared and didn't have the means to deliver the deal based on the approved structure, and CVS faced dead deal costs in addition to losing a key site location in the Highland market.

### Marketing Strategy

At the request of CVS, LandMark Retail Group stepped into the previously approved deal and developed a strong relationship with the owner allowing for the negotiation of a favorable lease and site development agreement to continue. The new deal addressed key issues missed in the previous deal including complete due diligence, revised project schedules and budgets based on a feasible phasing plan that met the needs of both CVS and the owner/operator of the on-site quick serve restaurant.

### Results

After years of delays without any progress, LandMark Retail Group stepped into a failing negotiation to secure control of the site, restructure an improved development plan, and lead a team charged with obtaining required design and development approvals for the overall project. Additionally, construction management of all site improvements and build-out of the CVS/pharmacy store was on time and on budget.



NEC Palm & Baseline,  
Highland, California (CVS Store 8436)

Retailers looking to revive struggling and failed projects should contact LandMark Retail Group for full service development services including (re)negotiation, design development, budgeting, governmental approvals, and a feasible project schedule, ultimately delivering a viable and successful project.