

BIG PROPERTY, BOLD MOVES

STRATEGIES FOR REPOSITIONING



Transforming large, outdated, or underused properties into dynamic multi-use developments can spark a new vision for your community; enhancing spaces, attracting activity, and creating a true destination. **STRATEGIES TO CONSIDER:**

- **Visioning:** Develop concepts that reflect community's identity and help illustrate its future potential.
- **Collaborative Community Engagement:** Involve stakeholders early and often to build trust, gather insights, and shape outcomes that reflect shared values and connect with the community.

**READY TO LEARN MORE?
CONTACT MARK**



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REDEVELOPMENT



ACT Campus | Iowa City, IA: How to Position an existing property for redevelopment

RE-TENANTING



Pearson Property | Iowa City, IA: Re-tenanting an existing building by revising its existing resources.

REDEVELOPMENT



Replay | Iowa City, IA: Redeveloping multiple sites into a higher density multi-family development.

REVISIONING



Muscatine Mall | Muscatine, IA: Revisioning an existing regional mall into a mixed-use development