



Mayflower Mall, Sydney, Nova Scotia

[www.mayflowermall.ca](http://www.mayflowermall.ca)

<b>Objective</b>	Creation and implementation of a redevelopment strategy to expand the market share and dominance of Mayflower Mall in the Trade Area through relocation and expansion of Wal-Mart and back filling vacancy to national brands new to the marketplace.
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<b>Background:</b>	<b>Deliverables:</b>
<p>This enclosed regional centre of 416,000 sf was originally developed by Burnac Corporation.</p> <p>In December 2007 the Mall was sold to HOOPP Realty Inc/ Montez (Mayflower) Inc.</p> <p>HPLL has been involved with the growth of Mayflower over the long term and continues to advise ownership on leasing and development strategies on adjacent lands.</p> <p>HPRI assumed property management of Mayflower in January 2009.</p>	<ul style="list-style-type: none"> <li>• Successfully negotiated with local and provincial authorities for the extension and connection of the highway and rezoning to utilize Mayflower excess lands for Big Box Development;</li> <li>• Relocation and expansion of Wal-Mart to the excess lands adjacent the Mall and subsequent leasing to Home Depot and Canadian Tire;</li> <li>• Creation of a redevelopment strategy for the former Wal-Mart end cap space and successful pre-leasing of the vacancy prior to store closure, thereby reducing downtime and impact on the property;</li> <li>• Leased to highly desirable national brands such as Winners, Sports Chek, Future Shop, Michaels and Marks Work Wearhouse, increasing traffic flow to the Mall, doubling the revenue within the former Wal-Mart space, while creatively adding big brand storefront animation to exterior of Mall;</li> <li>• Creation of a food court generating sales of \$1,400+ psfpa;</li> <li>• Conversion of former 55,000sf Sobeys' store (paying \$12.00 psfpa) into two new box stores paying \$16.00 psfpa.</li> </ul>

<b>Client Reference</b>	
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