



# CATEGORY: Most Effective Repositioning/Redevelopment Plan

Criteria: This category is open to examples of repositioning, redevelopment or turnaround that transform an outdated or poorly performing property or complex into a well-leased, financially successful asset(s). May or may not include a change in use. An important milestone must have been **completed** in 2016 (groundbreaking, major pre-lease, major financing component, phase completion, etc.).

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Entries Due: April 3

## Entry Form Instructions

Please submit the following materials:

- Completed entry form (this sheet) **with narrative attached**
- Before and after images of the project (**must include** at least one exterior shot as well as lobby/common space and office/store/unit, as applicable). If entry is mailed, please include a CD or USB drive with high-resolution/300 dpi jpgs.
- Floor plans
- Payment

**To submit payment and/or materials online:**

Log on to CPE's submission manager at <http://cpexecutive.submishmash.com/submit>

## Entry Fees

☐ \$325 (first entry)

☐ \$265 (each subsequent entry)

Total number of entries # \_\_\_\_\_

Total payment \$ \_\_\_\_\_

(Make checks payable to Commercial Property Executive.)

Contact name: \_\_\_\_\_

Contact email: \_\_\_\_\_

Contact telephone: \_\_\_\_\_

Name of company(ies) to be considered for the award:

\_\_\_\_\_  
\_\_\_\_\_

Name of building (or in the case of a portfolio, company) will be listed on the award. Please list the names and company affiliations of all team members to be included in award materials:

\_\_\_\_\_  
\_\_\_\_\_

## Mailing Instructions

**Mailed materials must be postmarked by April 3. Send to:**

Jessica Fiur, Managing Editor  
Commercial Property Executive  
370 Lexington Ave., Suite 2100  
New York, NY 10017

If you have questions, email [jessica.fiur@cpe-mhn.com](mailto:jessica.fiur@cpe-mhn.com).

## Property Facts

(complete in full, attaching extra pages as needed)

Name of property or complex: \_\_\_\_\_

Location: \_\_\_\_\_

Which best describes the property type(s)? (Check all that apply.)

☐ Office

☐ Student housing

☐ Industrial

☐ Other

☐ Multifamily

☐ Retail

☐ Adaptive Reuse  
(repurposed from  
commercial or industrial  
to multifamily, etc.)

☐ Hospitality

☐ Senior housing

☐ Affordable (low income)  
housing

Property is (check one): ☐ rental ☐ for sale

Date of original construction: \_\_\_\_\_

Type of repositioning/turnaround effort:

☐ financial engineering

☐ renovation

☐ property change

☐ other: \_\_\_\_\_

Date repositioning efforts started: \_\_\_\_\_ completed: \_\_\_\_\_

Occupancy before repositioning: \_\_\_\_\_ after repositioning: \_\_\_\_\_

Rent range before repositioning: \_\_\_\_\_ after repositioning: \_\_\_\_\_

Total cost of any renovations made: \_\_\_\_\_

Where applicable, hard construction cost per square foot: \_\_\_\_\_

Return on investment: \_\_\_\_\_

Marketing efforts/costs to retenant newly repositioned property or portfolio:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Square footage of building(s): \_\_\_\_\_

On a separate piece of paper, please provide 250-500 words (or more, if necessary) describing the repositioning/redevelopment strategy, including the property's history, the scope of renovation, the rationale for the change, as well as challenges/obstacles overcome and opportunities exploited. Also include information regarding how and why the efforts are expected to improve financial performance and enhance appeal to the target market, how this is being measured and any results already achieved.