



## WE MAKE DEALS HAPPEN

### Rose Commercial Real Estate Uses Its Circles for Success Approach to Transform Vacant Land into Desirable Hotel/Retail Complex



#### 5000-7000 Midlantic Drive Mt. Laurel, NJ 08054

**Property Type:** Mixed Use Land Development (Hotel and Retail)  
**Site Size:** 10 +/- acres  
**Seller:** Brandywine Realty Trust  
**Broker:** Jeffrey Lucas  
Director of Business Development

**Details:** This ten-acre site on Route 38 near Exit 40 of I-295 was originally approved for a 4-story, 110,000 sf office building. It remained vacant through three different developers due to the difficult economics of building a new suburban office building.

Using our Circles for Success approach Jeffrey Lucas of Rose Commercial Real Estate looked for alternative uses that would make a successful project. Specifically he evaluated what fit on the site, what the market would support and what government would approve. The 4-story office building that required 550 parking spaces evolved and became a 4-story hotel with 150 parking spaces. By reducing the parking allotment, there was space for a one story restaurant complex with four (4) complimentary venues.

The long vacant property was not financially viable as a suburban office building. With newly revised plans for the hotel and restaurants it became a much sought after property with two hotel developers and 8 restaurants competing to go on the site.

Rose Commercial Real Estate is a full service commercial real estate firm, specializing in all facets of the industry - representing buyers and sellers, landlords and tenants as well as investors both big and small. Key to our growth is experience combined with in depth understanding of the South Jersey real estate market. But that alone is only a part of the comprehensive service we provide clients. With our unique **CIRCLES FOR SUCCESS** and start-to-finish commitment, we make things happen.

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