

CASE STUDY

WHITE ROCKS

MALTA



ROLE

In 2014 Milton Group formed a joint venture development agreement with Corinthia Hotels

STATISTICS

45 ha site with a 200 slip marina, Malta's first master-planned resort community with 400 for sale residential products and a six star beachfront hotel, gross sales values 950m Euros

STATUS

Development and investment team short-listed by Government of Malta to submit a full RFP

MISSION

Create a world-class sustainable beachfront master-planned community to attract HNWI's to Malta

APPROACH

VISION | Unlock highest and best use value of the land and deliver a first to market product for the island of Malta

- Deliver to market best in class fully serviced real estate products
- Create a truly mixed-used and coordinated resort master plan
- Utilize the lands topography to maximize real estate sea views
- Develop an active marina, waterfront edge and community gathering place

VIABILITY | Completed detailed planning and fiscal diligence ahead of submitting project vision and credentials to government

- Developed a market led business plan that aligned with land yield studies and market demand
- Established social and political criteria for success
- Secured seed capital and mezzanine funding
- Peer reviewed by PWC

MARKET DEMAND | Fully understand what will attract a HNWI buyer to Malta

- Assessed existing and proposed products
- Established value gap analysis
- Determined key attributes for design, scale and amenity requirements
- Understood and aligned with government investment incentive schemes

MILTON

- VALUE PROPOSITION | Unique development program not produced in Malta to date
- Phased development to mitigate investment risk
 - Diverse product typologies and price points to offset absorption risk potential
 - Partnership with government to negotiate a favorable land lease to lower cost burden on project IRR
 - Integrate White Rocks project with water connections to Gozo and Valleta

- CREATING THE CONDITIONS | Brand Malta uplift
- Advising Governments leadership and Tourism Ministry of Malta on a campaign to reposition the Malta story
 - Attracting international funding
 - Selecting an international team of consultants
 - Integrated approach to land development with world class sustainability guidelines

- POSITIONING AND PARTNERING | Working closely with government and community through development planning and approvals stages
- Established a public/private partnership with government on matters of land lease holding
 - Attracted best in class hospitality operators
 - Working with tourism agencies to align interests with the Brand Malta campaign

- DESIGN | Select, manage and coordinate the professional design team
- Selected international best in class firms and aligned with best in class local talent
 - Defined a project vernacular that celebrates the climate and sea views
 - Developed a land plan that integrates open space, easy connections to amenities and the sea
 - Applied One Planet Living design standards for sustainability
 - Ensured sales and marketing, PR and media programs align with vision, mission and development program

- SALES AND MARKETING | Establish sales and marketing strategy aligned with vision
- Working with Savills UK develop a strategy that presents White Rocks to the HNWI aligned with investment incentive program and unique product offering

- LEGAL |
- Secure the most appropriate land lease and development agreement with government to mitigate investor risk
 - Ensure land tenure allows for purchaser to own title
 - Align Home Owners Association agreements with developers vision

- DELIVERY | Formed a Malta based Devco
- Milton Group and Corinthia to form a locally based development team providing turnkey development services
 - Full oversight of design/entitlements/cost management/construction and project management
 - Ongoing investor reporting and investment management services
 - Proposed 8 year investment exit to European REIT



OPERATIONS | Community management and technical services

- Environmental management, landscape, waste and homeowner services developed through a Newco
- Ongoing sales and marketing/leasing
- Ongoing coordination of marina and hospitality operations

