

City of Roswell

ECONOMIC ANALYSIS AND REDEVELOPMENT STRATEGY FOR THE NORTHWEST QUADRANT

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Prepared For:
The City of Roswell



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1.0 INTRODUCTION

After successful revitalization of their historic commercial core, the City of Roswell has been engaged in an effort to upgrade and improve Midtown Roswell, located on Alpharetta Street (SR 9) stretching north from historic downtown Roswell as well as the commercial and residential node at the northwest quadrant of Holcomb Bridge Road and GA-400.

The City of Roswell is reviewing their zoning ordinances for these two areas, Midtown Roswell and the Northwest Quadrant, to determine the effects of zoning on the economic viability of future redevelopment of the two study areas. This study was commissioned by the City to:

- Evaluate the market and economic consequences of the land uses included in the current zoning ordinance for the two study areas to determine whether development/redevelopment would be feasible given current land costs in the area;
- If development is not economically feasible, evaluate possible modifications to zoning policies which would be economically feasible for the area;
- Evaluate the impact that a Tax Allocation District (TAD) could have on enhancing development/redevelopment within the two study areas.

This report details Bleakly Advisory Group's research and analysis of the **Northwest Quadrant** portion of the study.

OVERVIEW

In order to fully address the above issues, the team followed a five step process outlined below and documented in the following sections of the report:

1) Define the Study Area – The study area was defined with the assistance of the City of Roswell to include the Northwest Quadrant of Holcomb Bridge and Georgia 400.

2) Outline the Regulatory Environment – The team examined and summarized the Land Use Classifications defined in the current Roswell Zoning Ordinance and land use policies from the 2025 Comprehensive Plan to determine their influence on potential development in the area.

3) Document Existing Conditions and Market Trends – The team outlined market trends affecting development in the study area, including residential development, office and retail land uses as well as current development activity.

4) Analyze recent land sales in the area to determine current values – Land sale information was gathered for three property types to reflect current land sale prices in all three zones.

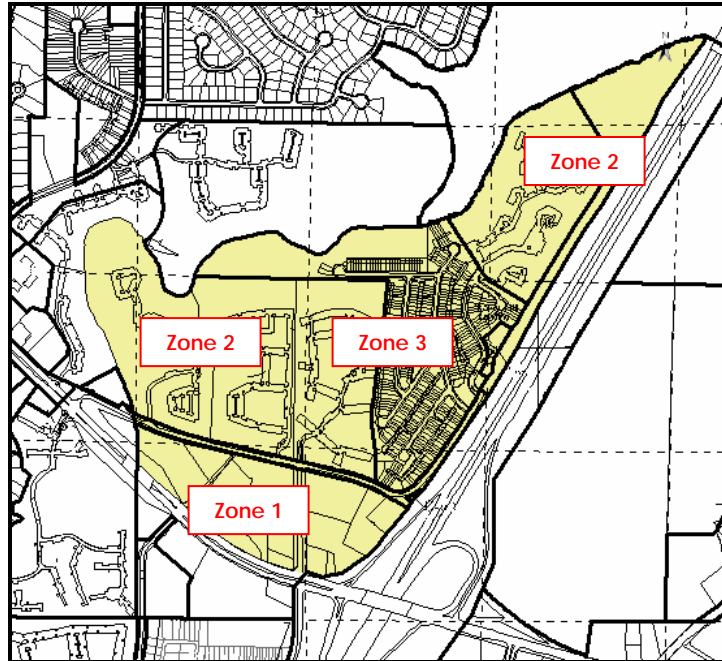
4) Analyze the Economic Consequences of Redevelopment – Based on the information regarding the regulatory environment and market trends in the study areas, the team prepared redevelopment scenarios to determine if the proposed land use regulations and market trends make redevelopment economically feasible. Second, potential TAD funding was calculated for each of the build-out scenarios to determine the effect of TAD on the economic feasibility of each scenario.

5) Analyze the Economic Consequences of Redevelopment under Alternative Scenarios – Based on the findings of the preceding section, the team developed two to three alternative redevelopment scenarios for the study area. The analysis of the alternative scenarios includes a determination of economic feasibility and a calculation of the effect of potential TAD support.

2.0 KEY FINDINGS

- The Northwest Quadrant was divided into three subareas for the analysis:
 - The commercial frontage on Holcomb Bridge Road, totaling 28 acres (Zone 1)
 - The apartment sites behind the commercial frontage, totaling 115 acres (Zone 2)
 - The existing townhome development (Holcomb Crossing), totaling 33 acres (Zone 3)
 - The total acreage of the study area is 176 acres.

Northwest Quadrant Study Area Zones



- An analysis of recent sales indicates that the value of the commercial frontage is approximately \$1.5 million an acre, the value of the apartment acreage is \$800,000 per acre and the value of the Townhome acreage is \$1,045,000 per acre, for a blended, weighted average of \$983,000 across the total site.
- Based on these land values and recent sales prices in the area, we tested the redevelopment potential of the three subareas under three zoning assumptions:
 - The current zoning
 - Applying an overlay district with characteristics consistent with Midtown Roswell's existing overlay
 - Suggested new zoning based on a maximum Floor Area Ratio ("FAR") and possibly residential density caps. A Floor Area Ratio determines the maximum development density permitted on a site. An FAR of 1.0 allows 43,560 square feet of development one acre site.
- Based on the analysis, we learned the following:

- Current zoning is insufficient in all three subareas to pay for the land and create an economically viable project. This is because, current land prices in the corridor requires levels of development which exceeds the current zoning limits.
- Applying the Midtown Roswell Overlay to the area would be insufficient to create economic viability. The maximum densities under the present Midtown Overlay are not sufficient to allow enough development to economically support acquiring and redeveloping the sites at their current values.
- Suggested increases in Floor Area Ratios (FARs) to achieve economic viability:
 - **Commercial Frontage**—it appears an increase in the current zoning (25% lot coverage up to 3 stories, or a 0.75 FAR) to a 1.5 FAR is required to achieve economic viability. We have assumed a maximum residential density of 20 units per acre across the 28 acres within the FAR cap.
 - **Apartment sites**—increasing the current 0.33 FAR to an 0.80 FAR is required to achieve economic viability, we have also assumed an overall density cap of 15 units to the acre across the 115 acres.
 - **Townhome site**—we have assumed increasing the current zoning of 14 units to the acre (equivalent to a 0.64 FAR for a 2,000 square foot unit) to a 1.0 FAR and limiting residential densities to a maximum of 15 units to the acre across the site.
- Thus, from the analysis we have determined that to economically justify the redevelopment of the Northwest Quadrant will require increasing the allowable FARs in the area to levels of .8 to 1.5 FAR to permit sufficient levels of development on the site to make redevelopment economically viable.
- Create a Regional Activity Center PUD or overlay zoning category which would allow for a flexible range of land uses within a potential residential unit limit or height restriction. The overlay should only apply on parcels of 10 acres or more to encourage assembly of smaller parcels onto larger tracts.
- The creation of a TAD district for the area would provide an important financial incentive which could significantly help defray the substantial infrastructure and transportation improvement costs on site and adjacent to the site. The TAD can also be used to subsidize the overall development costs, thereby allowing for a lower maximum FAR than what would be required in the absence of the TAD.
- TAD would have the potential to generate significant revenues, estimated to be \$95.3 million, across the entire study area.
- Thus, an economically viable redevelopment of some or all of the Northwest Quadrant will require an increase in allowable densities beyond what is permitted in current zoning or applying the Midtown Overlay District. The densities require would be consistent with other suburban town/village center mixed-use developments in the region.

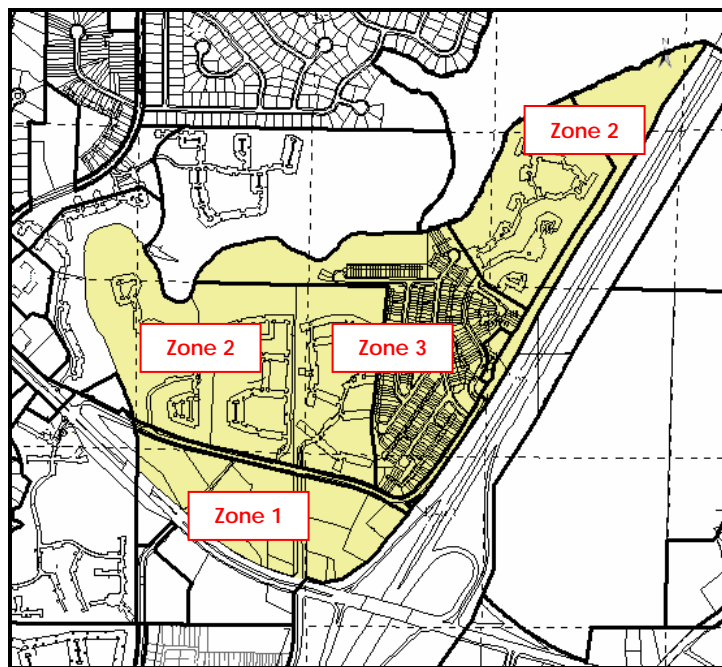
3.0 NORTHWEST QUADRANT

STUDY AREA

The Northwest Quadrant study area includes approximately 176 acres located at the Northwest corner of GA-400 and Holcomb Bridge Road (SR-140) in the city of Roswell, north of Atlanta. The study area is bordered by GA-400 on the East, Holcomb Bridge Road to the south and the Big Creek Inland Forest Wetland to the north.

The southern portion of the study area (south of Old Holcomb Bridge Road), **Zone 1**, contains low-density commercial land uses, including uses typically seen surrounding major highway intersections such as motels, gas stations and fast food restaurants as well as a small amount of office and strip retail development. The majority of the study area, **Zone 2**, contains medium-density multifamily housing and vacant land zoned for industrial land use. In the northern portion of the study area (north of Old Holcomb Bridge Road), there are four major apartment complexes: Aspen Pointe, Concepts 21, Wood Creek and The Crossing at Wood Bridge. **Zone 3** is comprised of a large townhome community, Holcomb Bridge Crossing, which contains 345 townhome units.

Northwest Quadrant Study Area Zones



3.1 ANALYSIS OF EXISTING CONDITIONS

3.1.1 OVERVIEW OF PREVIOUS STUDIES, REDEVELOPMENT PLANS AND PROPOSED PROJECTS

Previous Studies

The Northwest Quadrant study area has not been the subject of a specific redevelopment plan. However, the 2025 Comprehensive Plan for Roswell includes important variables for analyzing redevelopment potential.

The **Housing Element** of the 2025 Comprehensive Plan includes the following policies regarding future housing mixes and types in Roswell:

- 1. Preserve the general single family residential character of Roswell.*
- 2. Retain detached single family housing as the predominant housing type in Roswell.*
- 3. Maintain a detached residential versus attached residential ratio of 65:35. Note: The current (year 2004) mix is 62.8 percent detached residential units to 37.2 percent attached residential units. (See also Table 2.2 for year 2000 detached-attached ratios by Planning Area and Map 9.1 for Planning Area boundaries.)*
- 4. Provide, in appropriately zoned areas, for residential land uses specifically for senior citizen housing to include accessible services geared toward seniors.*
- 5. Provide for greater innovation in the design and construction of alternative housing types, such as, duplexes, triplexes, quadraplexes, flexible houses, and zero lot line housing.*
- 6. Encourage the private sector and non-profit groups to supply housing to meet the needs of special populations in Roswell.*
- 7. Allow multiple-family dwelling units and other dwellings to be mixed within the same building or on the same site as commercial uses within designated "activity centers."*
- 8. Encourage the private sector and non-profit groups to supply housing to meet the needs of special populations in Roswell, such as emergency and homeless shelters.*
- 9. Ensure that the City's definition of "family" does not unduly restrict small group homes that operate as a single housekeeping unit in the same manner and with the same impacts as other households in the neighborhood.*

In the **Land Use** Element of the Comprehensive Plan, the Northwest Quadrant is located in Planning Area 5. The City identified the following land use issues for the area:

- 1. Minor significant residential infill potential*
- 2. Minor significant commercial infill potential*
- 3. Significant redevelopment potential*
- 4. Minor significant land use incompatibilities identified*

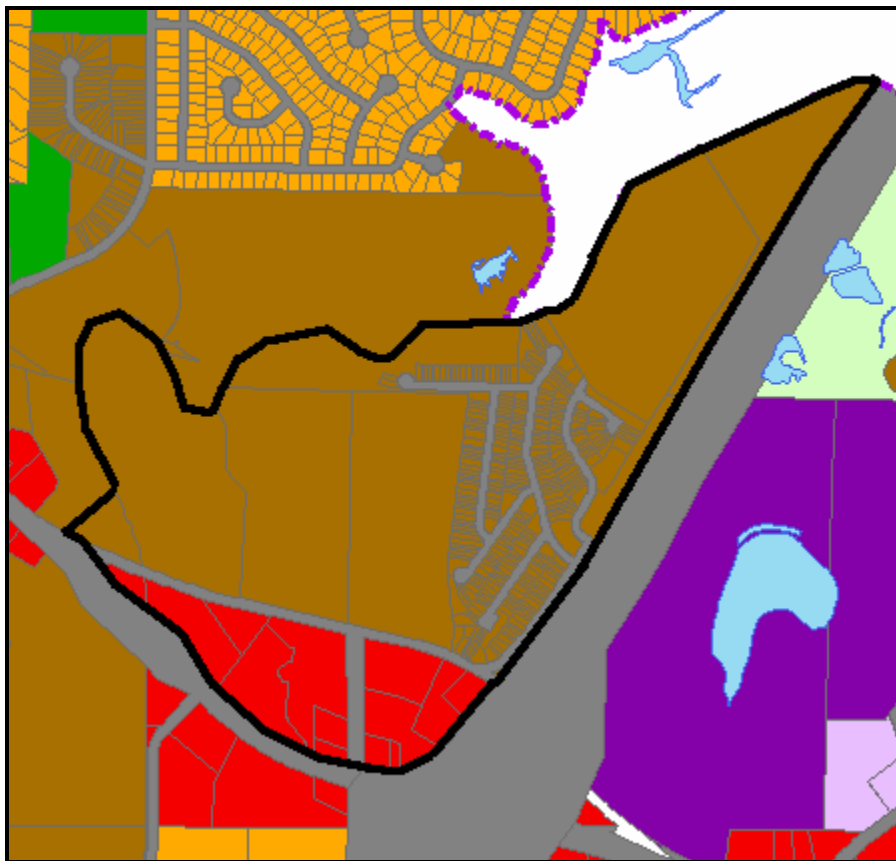
5. Significant transitions in land use
6. Significant highway traffic congestion.

The plan identified the following trends anticipated for Planning Area 5:

1. The industrial area may be completely built out within five years.
2. The largest amount of new development is projected for the commercial category, particularly general commercial, as the SR 9, Mansell Road, and Holcomb Bridge Road strips reach full development. Some minor expansion of the Crabapple Road/Crossville Road node may occur with offices extending north and south. The Hardscrabble Road/Crabapple Road intersection may expand further with offices transitioning southerly to Sweetapple Elementary School at Etris Road.
3. Commercialization of Hardscrabble Road from State Route 92 is to be avoided.

The Future Land Use Map indicates that the study area will have two land uses: High Density Residential (shown below in brown) at 5 to 8 units per acre and General Commercial (shown below in red). This is in accordance with current land use.

Future Land Use Map



Proposed Projects

Currently, there are no known development projects within the boundaries of the Northwest Quadrant study area. However, there is one key project adjacent to the study area which should be noted:

Roswell East – A development planned by CRB Realty situated on 107 acres on the southwest quadrant of the GA 400/Holcomb Bridge interchange. The current plan calls for 3,000 residential units ranging in price from \$250,000 to over \$2 million. However, the project is still in the planning and approval stages and could be modified.



3.1.2 DEMOGRAPHIC TRENDS

Population growth patterns, household characteristics, employment patterns and business concentration are key factors in gauging the strength and current conditions of a local market. This section discusses the aforementioned conditions, as well as provides key demographic data for the Northwest Quadrant area.¹

This report focuses on four study areas: the Northwest Quadrant area, defined above, the 2-mile radius, the City of Roswell and North Fulton County. This section will discuss the following demographic factors that describe the area:

- Resident Characteristics
- Household Characteristics
- Housing Characteristics

Population Characteristics

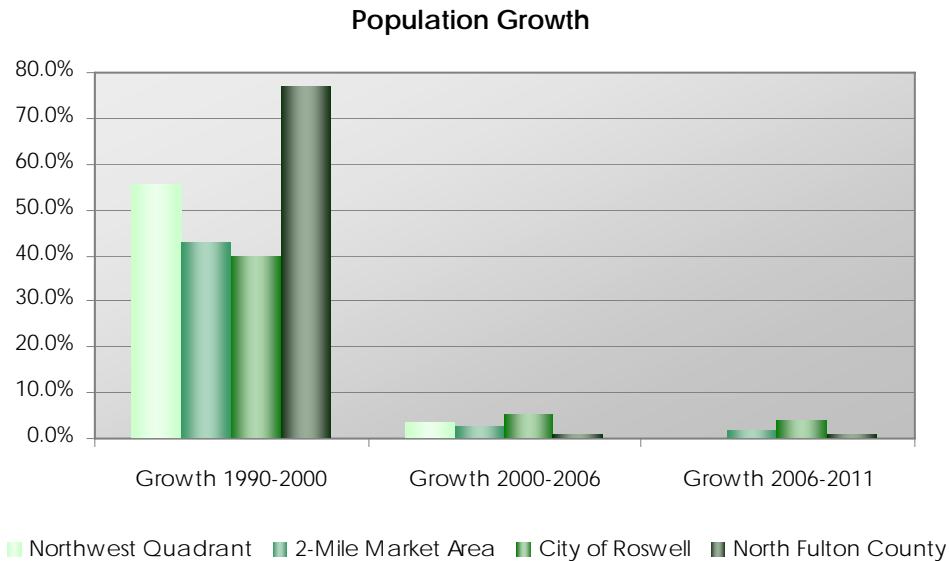
The purpose of the following section is to describe the population living in the Northwest Quadrant area. It includes an analysis of population growth, race and ethnicity, age distribution and educational attainment.

Population Growth

In 2006, an estimated 4,201 residents live in the Northwest Quadrant Study area, which is projected to grow by 0.2% to 4,208 residents by 2011. In 2006, the population of the study area represents 5.0% of the City of Roswell population (83,447 residents) and 1.6% of the North Fulton County population (267,877 residents). From 1990 to 2000, the study area grew by 55.7%, a very strong growth rate, faster than the City of Roswell, which grew at 39.7% but slower than North Fulton County which grew 77.0% over the same period. From 2000 to 2006, the Northwest Quadrant study area grew 3.6%, slightly slower than the City of Roswell at 5.2%, but faster than the North Fulton County at 0.8%. The study area is projected to have very moderate growth of

¹ The following demographics were provided by Claritas and are estimates based on Census data.

0.2% over the next five years, compared to 4.1% growth in the City of Roswell at 0.9% in North Fulton County.



Population Race and Ethnicity

In 2006, 45.1% of the population of the Northwest Quadrant Study area is white, with 27.0% other and 20.4% African American. The remainder of the study area population is either Asian or Multiracial (7.5%). The study area is more racially diverse than the City or Roswell or North Fulton County which are 79.4% and 78.5% white, respectively.

Within the Northwest Quadrant Study area, 52.3% of the residents identify themselves as Hispanic or Latino which is higher than both the City of Roswell and North Fulton County at 13.3% and 8.3%, respectively.

Population Age

The median age for residents in the Northwest Quadrant Study area is 29.3, over seven years younger than either the City of Roswell or North Fulton County. The largest portion of residents (27.0%) in the study area are between the ages of 25 and 34, a much larger proportion than in the City of Roswell (13.2%) and North Fulton County (13.3%). The Northwest Quadrant Study area has a much smaller proportion of residents over the age of 55 (6.9%) than the city or the county, at 20.5% and 18.3%, respectively.

Educational Attainment

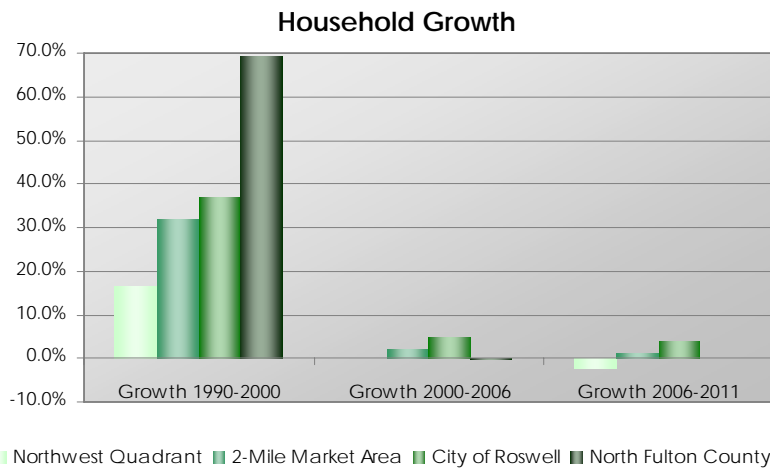
In terms of the educational attainment of residents age 25+ in the Northwest Quadrant Study area, the residents are modestly educated—18.0% of residents lack a high school diploma, which is a substantially larger proportion than in either the City of Roswell (7.2%) and North Fulton County (5.3%). The study area has a higher proportion of residents with only a high school diploma, 29.9%, compared to the City and North Fulton County at 13.3% and 12.1%, respectively. Only 22.4% of study area residents have a bachelor’s or post-graduate degree compared to 52.7% of residents in the City of Roswell and 57.5% of residents in North Fulton County.

Household Characteristics

The following section describes characteristics of the households living in the Northwest Quadrant Study area. It includes an analysis of household growth, household size and type, household income and households by number of vehicles.

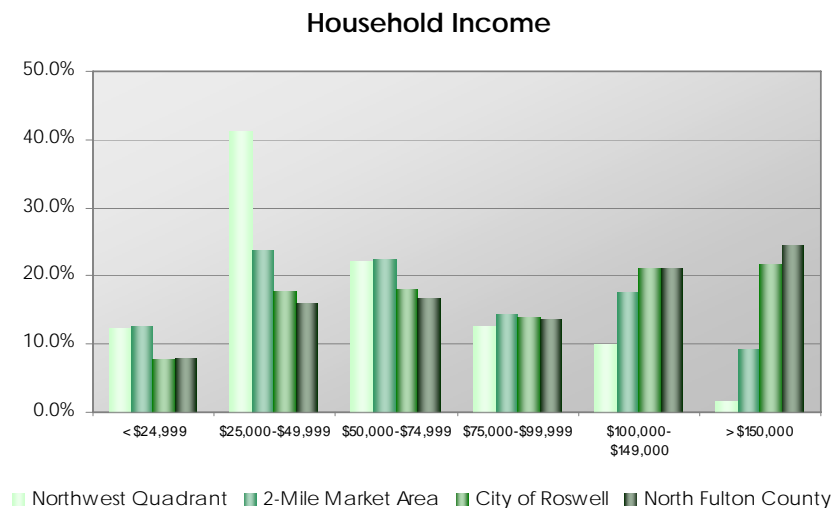
Household Growth

There are an estimated 1,487 households in Northwest Quadrant Study area, which is projected to lose 31 households by 2011, a projected loss of 2.1%. Within the City of Roswell, there are 31,650 households, which are projected to grow by 4.0% over the next five years to 32,919 households by 2011. While the study area grew at a rapid rate of 16.4% from 1990-2000, the City of Roswell and North Fulton County grew at an even faster rate, 36.9% and 69.2%, respectively. From 2006 to 2011, the study area is projected to lose households compared to the City of Roswell which is project to grow at 4.0% and North Fulton County which is projected to maintain the same number of households.



Household Income

The median income in the Northwest Quadrant Study area is \$47,669, or 54.8% of the median household income in the City of Roswell and 51.9% of the median household income in North Fulton County. The largest proportion of study area households (41.3%) earn between \$25,000 and \$49,999 per year compared to 23.8% of city households and 16.0% of county households.

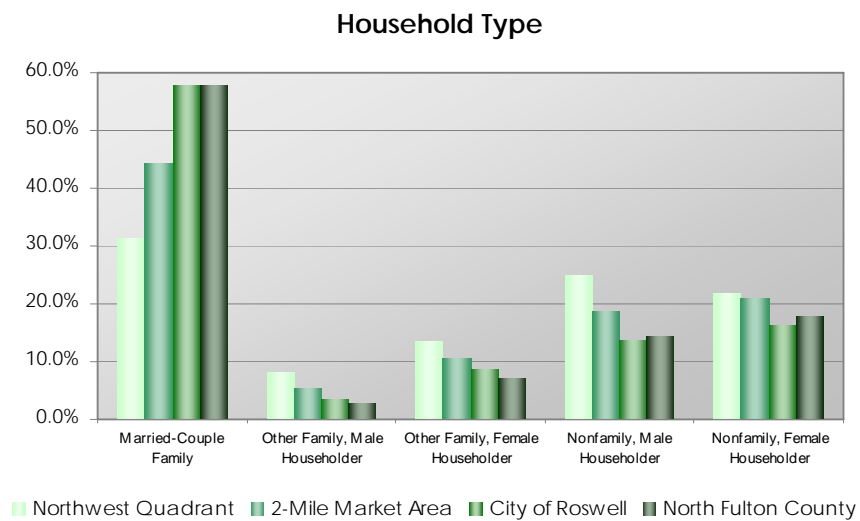


Household Size

The average household size in the Northwest Quadrant Study area is 2.83 persons, somewhat larger than the City of Roswell at 2.62 and North Fulton County at 2.59 persons per household. The larger household size is attributable to the larger number of five + persons households. Of households in the study area 17.7% have over five persons, significantly higher than either the city (9.9%) or North Fulton County (9.7%).

Household Type

The largest proportion of households in the Northwest Quadrant are married couple families at 31.2%, a significantly lower proportion than the 2-Mile Market area at 44.4%, the City of Roswell at 57.8% and North Fulton County at 57.8%. The study area has a significantly higher proportion of non-family households at 47.1%, compared to the 2-Mile Market Area, the City of Roswell and North Fulton County at 39.8%, 30.2% and 32.2%, respectively.

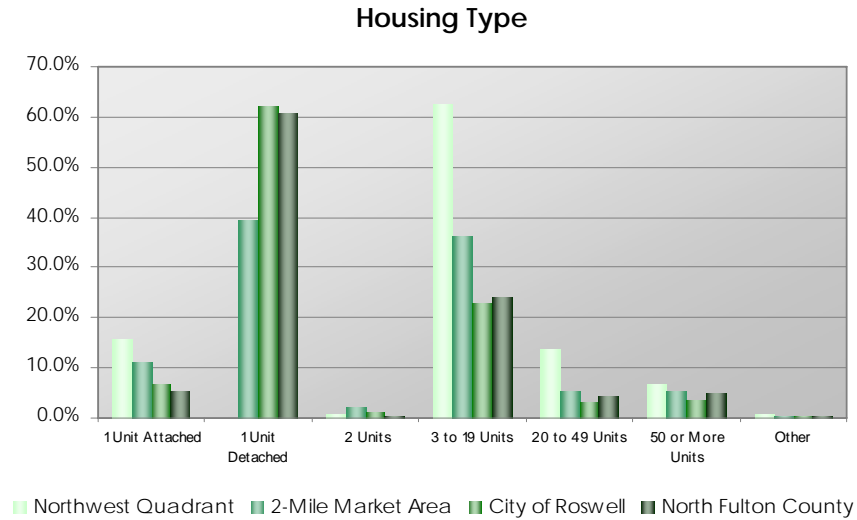


Housing Characteristics

The purpose of the following section is to describe the existing housing stock in the Northwest Quadrant Study area. It includes an analysis of housing type, housing tenure, owner-occupied housing values and housing by year built.

Housing Type

The vast majority of housing units in the Northwest Quadrant Study area, 83.0%, are multifamily units, which compares to only 29.6% of housing units in the City of Roswell and 33.3% of housing units in North Fulton County. The largest number of multifamily units are in mid-size buildings of 3 to 19 units (and can be part of a larger complex). Single family detached homes account for 0.0% of housing units in the study area, compared to 62.2% of housing in the City and 60.6% of North Fulton County housing units.

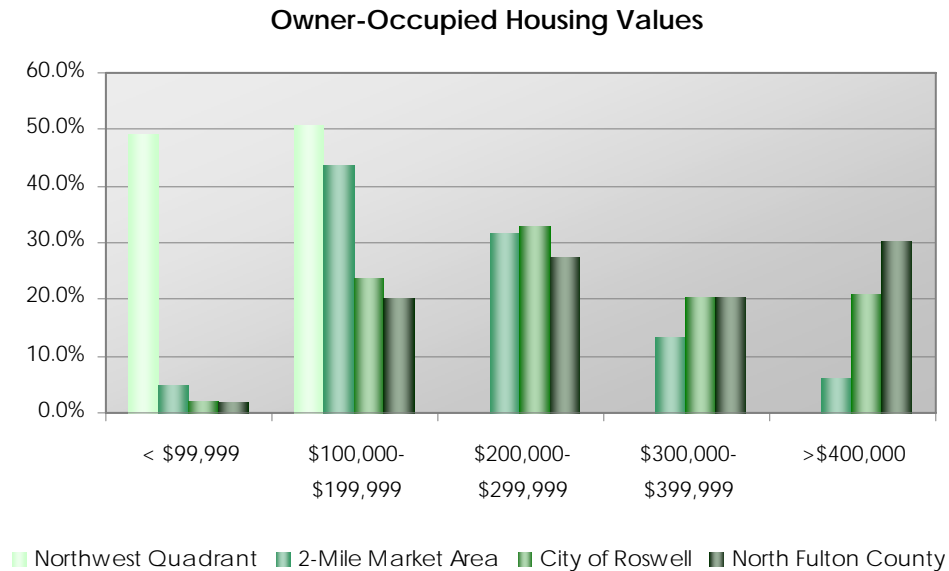


Housing Tenure

The Northwest Quadrant Study area has a substantially higher proportion of renter-occupied housing than both City of Roswell and North Fulton County. In 2006, renter-occupied households represented 87.4% of all households in the study area versus 32.1% for the city and 32.9% for North Fulton County overall.

Owner-Occupied Housing Values

The median housing values of the limited supply of owner-occupied housing in the Northwest Quadrant Study area are somewhat lower than both the City of Roswell and North Fulton County. The median housing value for owner-occupied housing units in the study area is \$101,064, or 37.1% of city housing values and 33.3% of North Fulton County housing values. In the study area, 98.9% of housing is valued under \$199,999, compared to 26.0% of the City of Roswell's housing and 21.7% of housing in North Fulton County.



Housing Age

The median age of housing in the study area is 21 years, which is one year older than the City of Roswell and five years older than North Fulton County as a whole.

Demographic Summary

- **Population growth is stagnant**-After significant growth from 1990 to 2000, the population growth of the area slowed to 3.6%. It is projected to grow 0.2% over the next five years.
- **The area is ethnically diverse**-54.9% of the study Northwest Quadrant is non-white and 52.3% identify themselves as Hispanic or Latino.
- **Educational attainment is modest**-Almost half of the population in the Northwest Quadrant lacks an education above the high school level.
- **Incomes are modest**-The median household income is \$47,669, just over half the median household income in the City of Roswell or North Fulton County.
- **The housing stock is multifamily, rental and of lower average value than the surrounding areas**- All of the housing in the study area is either multifamily or 1-unit attached (townhomes) and 87.4% of housing is renter-occupied. The median value of a home in the study area, \$101,064, is approximately one-third of the median home values in they City of Roswell and North Fulton County.

3.1.3 REAL ESTATE MARKET TRENDS

The following section presents data reflecting the current conditions and performance of the real estate market in the Northwest Quadrant and 2-Mile Market Area. The section includes data on:

- Residential Development (Owner- and Renter-Occupied)
- Office Development
- Retail Development

Residential

The table below summarizes new single family, townhome and condominium sales in the 2-mile Radius and North Fulton County. (There have been no home sales in the Northwest Quadrant over the past three years.)

Owner-Occupied

On average, 78 new residential units were sold in the 2-Mile Market Area from 2003 to 2006. Sales levels decreased from 110 units annually in 2003 to 25 units in 2006, a decrease of 77.3%. In North Fulton County, an average of 1,776 units were sold per year. Sales decreased slightly from 1,650 in 2003 to 1,528 units in 2006, a decrease of 7.4%.

The average sales price for a residential unit in the 2-Mile Market Area from 2003 to 2006 was \$366,869. The average sales price increased dramatically from \$280,211 in 2003 to \$755,282 in 2006, an increase of 169.5%. In North Fulton County, the average sales price was \$372,579. The average sales price increased slightly from \$381,733 in 2003 to \$382,291 in 2006, an increase of 0.15%.

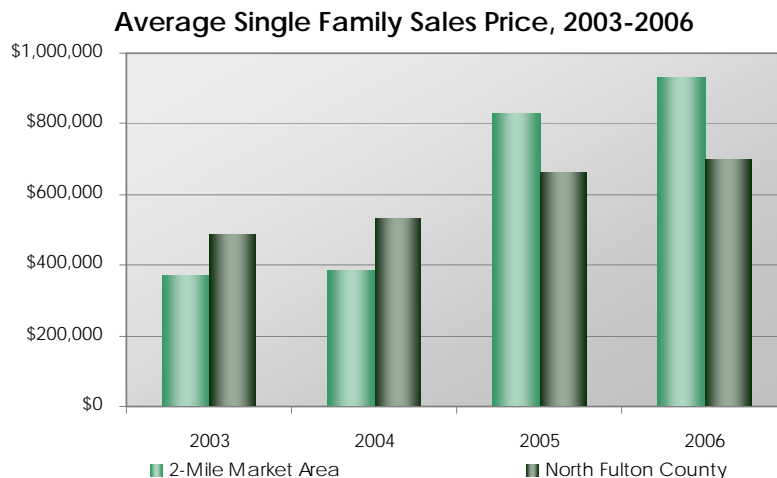
Home Sales					
2 Mile Radius					
	2003	2004	2005	2006*	2003-2006
All	110	115	61	25	311
	\$280,211	\$336,893	\$267,513	\$755,282	\$366,869
Single Family	11	77	3	15	106
	\$372,164	\$384,253	\$832,000	\$931,959	\$473,176
Townhomes	63	25	44	0	132
	\$295,054	\$260,708	\$237,767	\$0	\$269,453
Condos	36	13	14	11	74
	\$226,139	\$202,885	\$240,040	\$512,352	\$267,229
North Fulton County					
	2003	2004	2005	2006*	2003-2006
All	1,650	2,081	1,843	1,528	7,102
	\$381,733	\$352,668	\$378,815	\$382,291	\$372,579
Single Family	944	885	614	476	2,919
	\$489,194	\$533,420	\$662,851	\$698,545	\$573,270
Townhomes	533	1,043	988	664	3,228
	\$244,738	\$224,678	\$245,449	\$304,946	\$250,859
Condos	173	153	241	388	955
	\$217,429	\$179,647	\$201,916	\$166,054	\$186,588

* Through September, Annualized
 Source: SmartNumbers

Single Family

On average, 78 new single family units were sold in the 2-Mile Market Area per year from 2003 to 2006. In 2003, single family homes represented 10.0% of all sales while in 2006, single family homes represented 60.0% of all sales. In North Fulton County, an average of 730 single family units were sold per year from 2003 to 2006. In 2003, single family sales represented 57.2% of all sales, while in 2006, single family homes represented 31.1% of all sales, indicating a transition to townhomes and condominiums as the preferred for-sale product.

The average sales price for a single family unit in the 2-Mile Market Area from 2003 to 2006 was \$473,176. The average sales price increased from \$372,164 in 2003 to \$931,959 in 2006, an increase of 96.9%. In North Fulton County, the average sales price for a single family home from 2003 to 2006 was \$573,270. The average sales price increased from \$489,194 in 2003 to \$698,545 in 2006, an increase of 42.8%

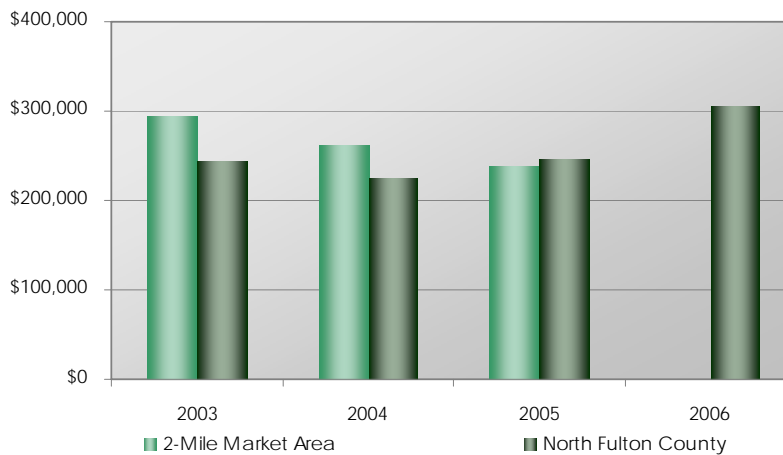


Townhomes

On average, 33 new townhome units were sold in the 2-Mile Market Area per year from 2003 to 2006. In 2003, townhomes represented 57.3% of all sales while in 2006, townhomes represented 0.0% of all sales. In North Fulton County, an average of 807 townhome units were sold per year from 2003 to 2006. In 2003, townhome sales represented 32.3% of all sales, while in 2006, townhomes represented 43.3% of all sales.

The average sales price for a townhome unit in the 2-Mile Market Area from 2003 to 2006 was \$269,453. The average sales price decreased from \$295,054 in 2003 to \$237,767 in 2005 (there were no townhome sales in 2006), a decrease of 19.4%. In North Fulton County, the average sales price for a townhome from 2003 to 2006 was \$250,859. The average sales price increased from \$244,738 in 2003 to \$304,946 in 2006, an increase of 24.6%

Average Townhome Sales Price, 2003-2006

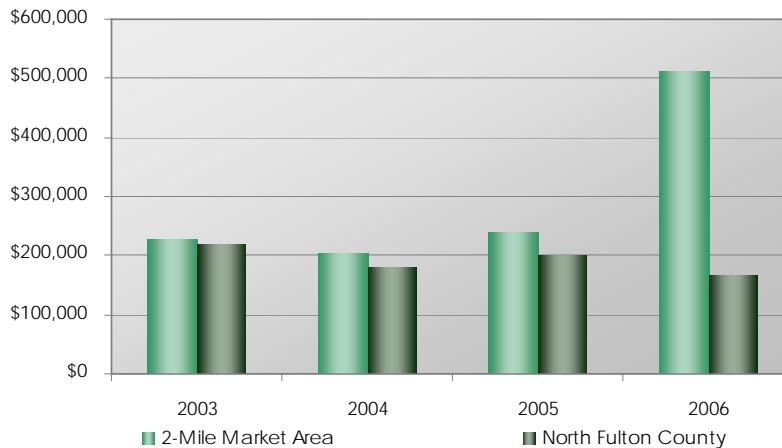


Condominiums

On average, 19 new condominium units were sold in the 2-Mile Market Area per year from 2003 to 2006. In 2003, condominiums represented 32.7% of all sales while in 2006, condominiums represented 44.0% of all sales. In North Fulton County, an average of 239 condominium units were sold per year from 2003 to 2006. In 2003, condominium sales represented 10.5% of all sales, while in 2006, condominiums represented 25.4% of all sales.

The average sales price for a condominium unit in the 2-Mile Market Area from 2003 to 2006 was \$267,229. The average sales price increased from \$226,139 in 2003 to \$512,352 in 2006, an increase of 126.6%. In North Fulton County, the average sales price for a townhome from 2003 to 2006 was \$186,588. The average sales price decreased from \$217,429 in 2003 to \$166,054 in 2006, a decrease of 23.6%

Average Condominium Sales Price, 2003-2006



Renter-Occupied

As discussed previously, there are four major apartment complexes within the Northwest Quadrant study area. The table below list 13 apartment complexes in the 2-mile Market Area, including the 4 complexes in the study area: Ashton Pointe, Concepts-21 Roswell, Wood Creek and Wood Crossing.

There are 4,140 rental units in the 2-mile market area, or an average of 318 units per complex. The average age of the complexes is 23 years with rents ranging from \$572 to \$1,085 for a 1-bedroom, \$730 to \$1,205 for a 2-bedroom and \$848 to \$1,166 for a 3-bedroom unit.

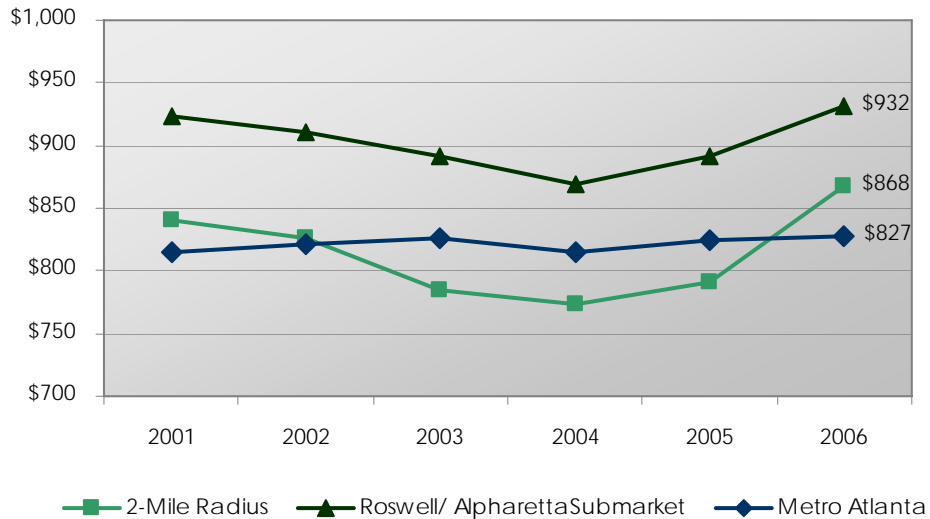
2-Mile Market Area Rental Apartments															
Property Name	Size (units)	Year built	Class	Rent/ Unit	Vacancy Rate	Studio		1BR		2BR		3BR		4BR	
						Rent/ Month	Size (SF)	Rent/ Month	Size (SF)	Rent/ Month	Size (SF)	Rent/ Month	Size (SF)	Rent/ Month	Size (SF)
Martin's Landing	300	1973	BC	\$899	14.7%	\$0		\$0		\$845	1,308	\$914	1,525	\$1,461	1,627
Ashton Point	300	1975	BC	\$750	6.0%	\$0		\$650	965	\$730	1,308	\$878	1,648	\$0	
Concepts 21 - Roswell	304	1980	BC	\$779	2.6%	\$635	595	\$666	748	\$783	1,008	\$980	1,223	\$0	
Riverwood Apts	340	1982	BC	\$712	1.2%	\$0		\$629	750	\$773	1,000	\$848	1,500	\$0	
Parkridge Apts	508	1982	BC	\$1,158	0.0%	\$0		\$1,085	870	\$1,205	1,113	\$0		\$0	
Wood Creek	340	1983	BC	\$701	2.6%	\$0		\$572	913	\$796	1,150	\$986	1,425	\$0	
Belcourt	324	1984	BC	\$837	6.8%	\$0		\$770	850	\$895	1,125	\$0		\$0	
Huntington Farms	468	1984	A	\$1,032	6.4%	\$0		\$750	932	\$1,146	1,280	\$1,190	1,411	\$0	
Eaglescrest Apts	200	1984	BC	\$741	1.5%	\$0		\$610	660	\$833	937	\$1,005	1,355	\$0	
Wood Crossing	268	1985	BC	\$700	5.2%	\$0		\$592	782	\$766	1,023	\$955	1,450	\$0	
Central Ridge	134	1988	A	\$890	7.5%	\$0		\$784	785	\$953	1,127	\$1,166	1,300	\$0	
Central Ridge	270	1991	BC	\$845	8.1%	\$0		\$778	785	\$946	1,225	\$0		\$0	
Roswell Gables	384	1995	A	\$929	7.0%	\$0		\$808	875	\$1,015	1,172	\$1,063	1,413	\$0	
Total/Average	4,140	1983		\$ 868	5.1%										

Source: Reis, Inc.

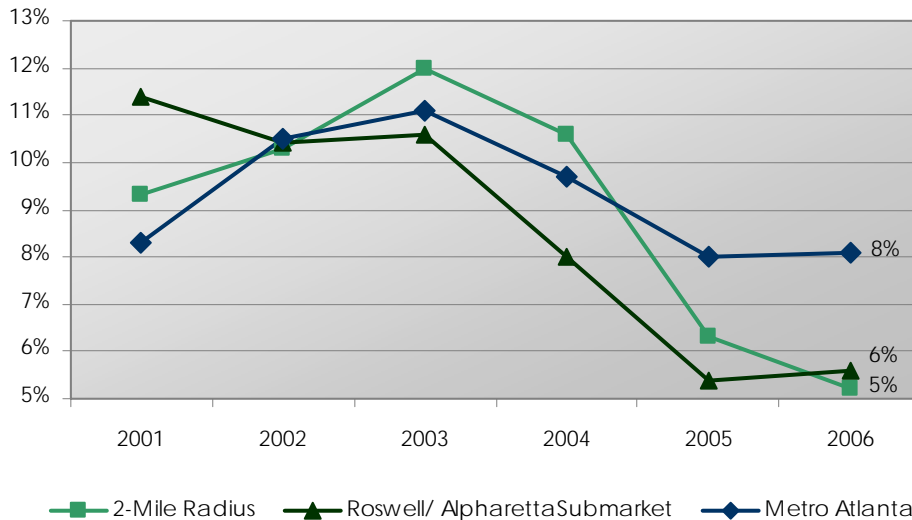
Apartments in the 2-Mile Market Area have been performing more modestly than the Alpharetta/Roswell submarket and the Atlanta Metro region, however this appears to be changing. In the 3rd quarter of 2006, market area apartments had an average rent of \$868, or 93.1% of submarket rents and 104.9% of regional rents. The average vacancy in the market area, 5.2% was lower than both the submarket at 5.6% and the region at 8.0%.

The four properties in the study area are slightly older than the 2-Mile Market area as a whole, with an average age of 25 years. Average rents are slightly lower, \$732 versus \$868 in the 2-Mile Market area, but vacancies are also lower at 4.0% compared to 5.6%.

2-Mile Market Area Average Rent, 2001-2006



2-Mile Market Area Average Vacancy, 2001-2006



Office

The Northwest quadrant area contains 125,371 square feet of office space which represents 9.9% of the 2-Mile Market Area office inventory and 0.3% of the North Fulton County office inventory. There is 10,951 square feet vacant, or 8.7% of the inventory, a lower percentage than the 2-Mile Market Area and North Fulton County at 10.6% and 18.2%, respectively.

The average rent in the Northwest Quadrant is \$17.00 per square foot, comparable to the 2-Mile Market Area at \$16.86 and slightly lower than North Fulton County at \$19.48. ON average, the

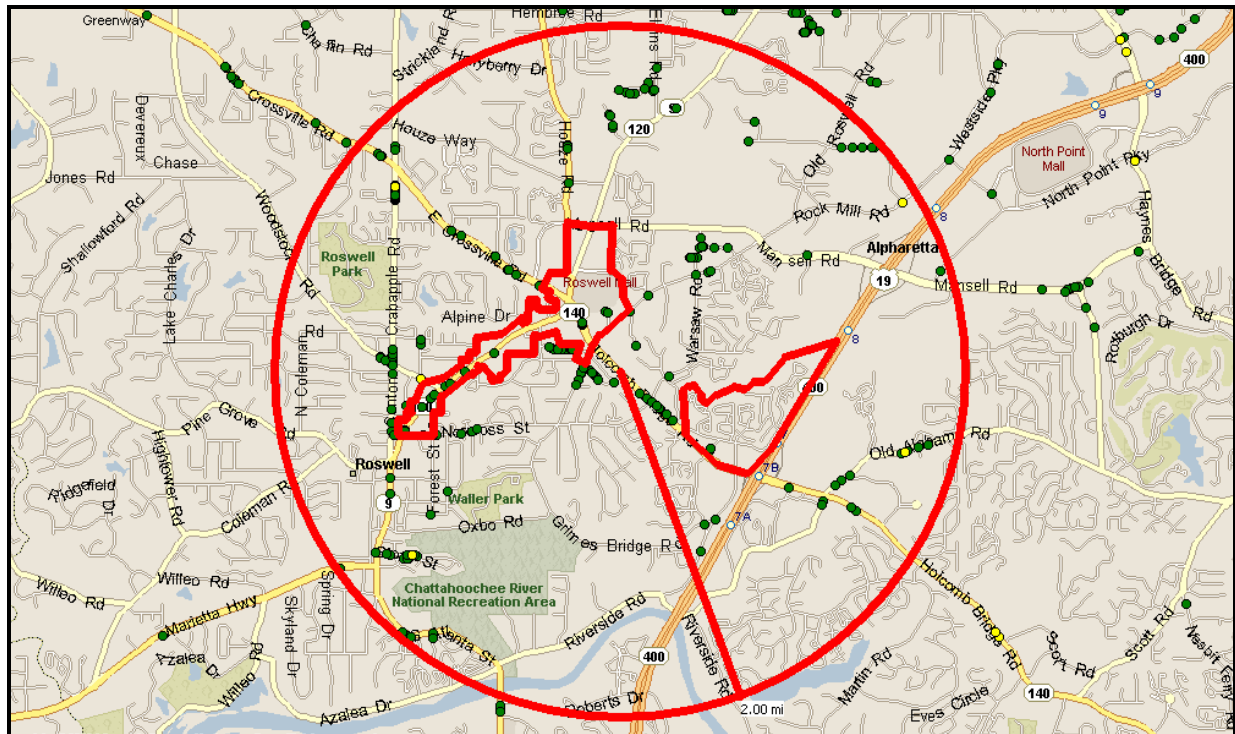
office stock in the Northwest Quadrant is 23 years old, eight years older than the 2-Mile Market Area and ten years older than North Fulton County

There is no new office space in the development pipeline for the study area. However, there is 425,000 square feet planned for the 2-Mile Market Area and 8.3 million square feet planned, proposed or under construction in North Fulton County.

Office Market in the Northwest Quadrant			
	Northwest Quadrant	2-Mile Market Area	North Fulton County
Square Feet	125,371	3,822,541	38,569,875
% of Market Area	3.3%	100.0%	
% of County	0.3%	9.9%	100.0%
Vacant	10,951	404,596	7,035,314
Vacant %	8.7%	10.6%	18.2%
Min Rent	\$17.00	\$10.80	\$4.75
Max Rent	\$17.00	\$21.50	\$28.00
Avg Rent	\$17.00	\$16.86	\$19.48
Avg Year Built	1983	1991	1993
Proposed/Planned/UC	-	425,500	8,361,878

Source: Dorey's

Location of Office Space in the Northwest Quadrant and 2-Mile Market Area



Retail

The Northwest Quadrant Study Area contains 25,510 square feet of retail development which represents 0.8% of the 2-Mile Market Area retail inventory of 3,391,677 square feet of retail space and 0.2% of the North Fulton County retail inventory of 16,381,379 square feet. None of the retail space is vacant, significantly lower than the vacancy rate for the 2-Mile Market Area at 17.2% and North Fulton County at 11.6%.

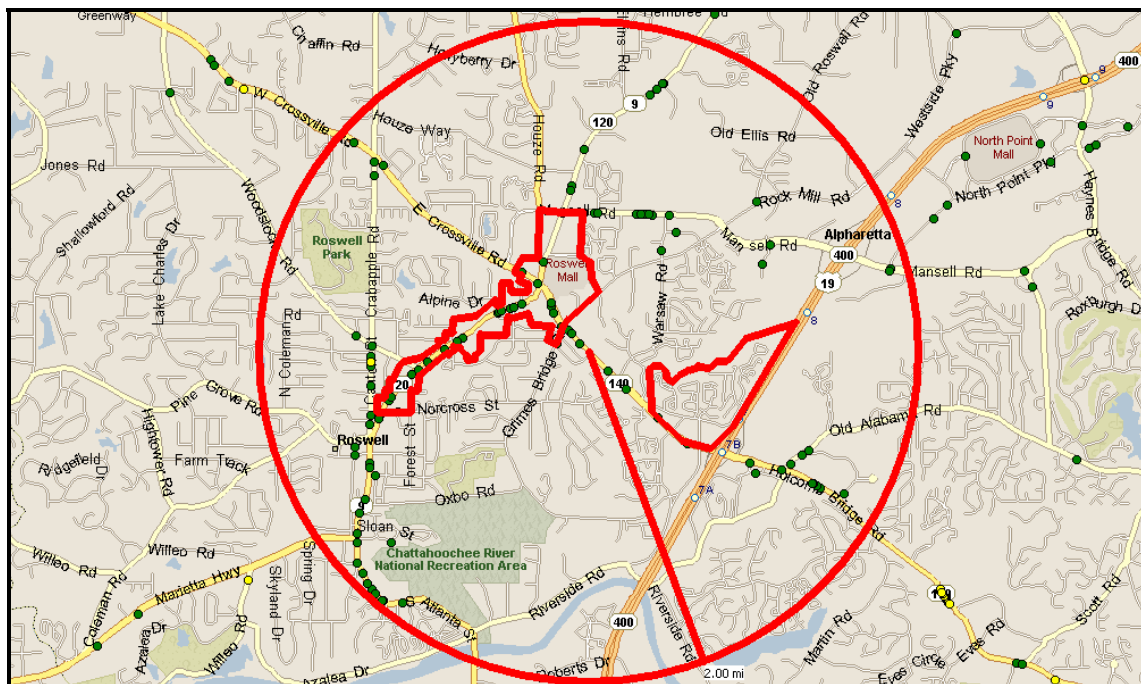
The average rent for retail in the 2-Mile market area is \$16.20, somewhat lower than the average rent for retail in North Fulton County at \$22.94. On average, the retail stock in the Northwest Quadrant study area is 25 years old, comparable to the 2-Mile Market area, but eight years older than North Fulton County.

There is 19,000 square feet of retail space in the development pipeline for the 2-Mile Market Area and 2,064,886 square feet in the pipeline for North Fulton County.

Retail Market in the Northwest Quadrant			
	Northwest Quadrant	2-Mile Market Area	North Fulton County
Square Feet	25,510	3,391,677	16,381,379
% of Market Area	0.8%	100.0%	
% of County	0.2%	20.7%	100.0%
Vacant	-	582,323	1,893,295
Vacant %	0.0%	17.2 %	11.6%
Min Rent	N/A	\$9.50	\$8.00
Max Rent	N/A	\$29.00	\$45.00
Avg Rent	N/A	\$16.20	\$22.94
Avg Year Built	1982	1983	1990
Proposed/Planned/UC	-	19,000	2,064,886

Source: Dorey's

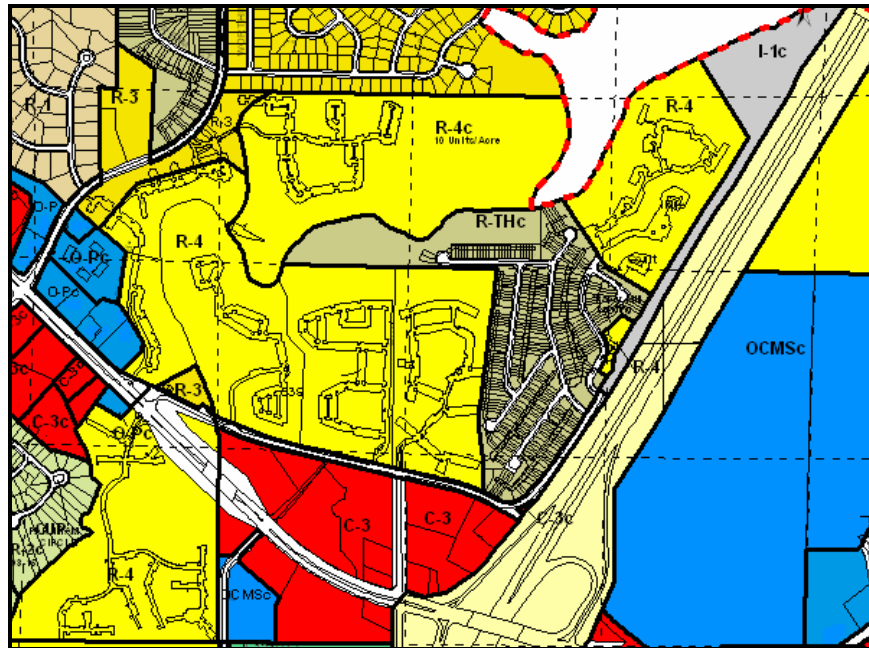
Location of Retail Space in the Northwest Quadrant and 2-Mile Market Area



3.1.4 CURRENT ZONING

The current zoning in the Northwest Quadrant is a combination of mid-density residential and commercial. There is a small amount of industrial zoning in the eastern portion of the study area.

Current Zoning in the Northwest Quadrant



The following table gives maximum build out for the relevant zoning categories for the Northwest Quadrant. In addition, it is important to note that the residential zoning categories, R-TH and R-4 are no longer applicable zoning categories. They remain in the zoning code because there are parcels with this zoning, but no additional properties will be zoned R-TH or R-4 in the future.

Zoning Allowances in the Northwest Quadrant				
	C-3	I-1c	R-TH	R-4
Maximum Height (s.f.)	40 (3 stories)	50 (3 stories)	35	45
Maximum Lot Coverage/Density	25%	35%	8	14
Minimum lot size for detached single family dwelling (SF)			9,000	7,500
Minimum lot size for two family dwelling (s.f.)			10,000	7,500
Minimum lot size for other uses			10,000	7,500
Minimum lot width			20	75
Minimum lot width for two family dwelling			N/A	30
Minimum heated floor area per unit	700	700	1,000	700
Minimum landscaped open space	20%	25%	25%	25%
Estimated FAR (depends on unit size)	.75	1.05	.64	.33

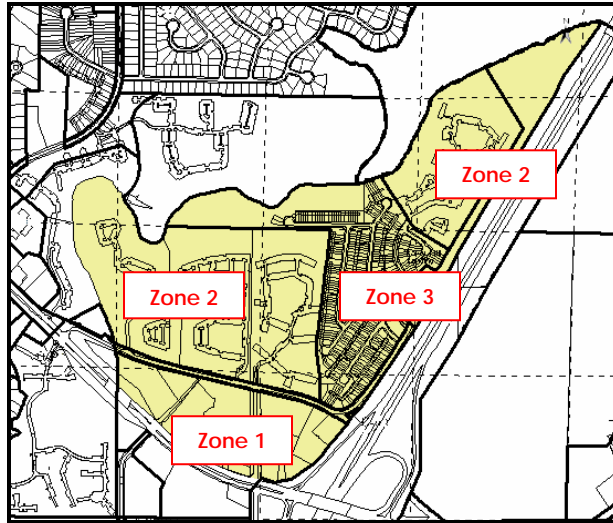
Source: City of Roswell Zoning Ordinance/Bleakly Advisory Group

Based on the above zoning allowances, we have estimated that the FAR for commercial space in the Northwest Quadrant ranges from .75 to 1.05 and residential zoning FAR ranges from .33 to .64.

3.1.5 LAND PRICES

Land prices range significantly throughout the Northwest Quadrant study area, depending on current use, zoning and site access and visibility. In order to accurately calculate the economics of redevelopment, the study area was divided into three zones based on these factors.

Northwest Quadrant Study Area Zones



Zone 1 includes the commercial development between Holcomb Bridge and Old Holcomb Bridge roads. Sales since 2000 in this area (and other commercial development along Holcomb Bridge Road range from \$54,564 to \$11,083,600 per acre. The average price per acre is \$1.58 million.

Commercial Sales in the Northwest Quadrant and Vicinity						
Parcel	Address	Acreage	Date	Price	Price per Acre	
12229005380639	55 HOLCOMB BRIDGE RD	1.14	31-Dec-01	\$ 62,202	\$	54,564
12230005660244	1325 HOLCOMB BRIDGE RD	1.33	20-Apr-06	\$ 525,000	\$	394,735
12220105010036	895 HOLCOMB BRIDGE RD	0.36	30-May-02	\$ 226,000	\$	625,051
12220105010234	HOLCOMB BRIDGE RD	0.35	30-May-02	\$ 226,400	\$	653,978
12241005830661	1327 HOLCOMB BRIDGE RD	1.00	22-Aug-01	\$ 700,000	\$	699,358
12219005020590	861 HOLCOMB BRIDGE RD	3.00	21-May-04	\$ 2,100,000	\$	700,472
12229005650122	743 HOLCOMB BRIDGE RD	1.06	15-Aug-00	\$ 750,000	\$	710,227
12229005650494	9927 GRIMES BRIDGE RD	0.29	25-Oct-04	\$ 225,000	\$	775,862
12219005020459	720 HOLCOMB BRIDGE RD	0.41	3-Jun-05	\$ 385,000	\$	939,003
12229005380555	575 HOLCOMB BRIDGE RD	1.78	3-Sep-04	\$ 1,811,054	\$	1,017,446
12219005020624	HOLCOMB BRIDGE RD	2.48	17-Feb-06	\$ 3,300,000	\$	1,330,643
12209004870699	690 HOLCOMB BRIDGE RD	3.09	1-May-03	\$ 5,725,000	\$	1,852,743
12229005650502	9955 GRIMES BRIDGE RD	4.85	31-Jan-01	\$ 9,584,050	\$	1,976,093
12219005020921	880 HOLCOMB BRIDGE RD	5.72	16-May-05	\$ 12,200,000	\$	2,132,869
12229005380720	1085 HOLCOMB BRIDGE RD	2.36	14-Apr-06	\$ 5,300,000	\$	2,245,754
12209304870191	685 HOLCOMB BRIDGE RD	0.92	20-Mar-06	\$ 2,150,000	\$	2,336,968
12229005380415	1105 HOLCOMB BRIDGE RD	0.83	15-Sep-03	\$ 2,309,560	\$	2,785,959
12229005650353	HOLCOMB BRIDGE RD	1.68	31-Jan-01	\$ 9,584,050	\$	5,704,792
12209004870376	688 HOLCOMB BRIDGE RD	0.52	1-May-03	\$ 5,725,000	\$	11,083,600
					Average*	\$ 1,581,291

* Average does not include highest and lowest values

Source: Fulton County Tax Assessor

Zone 2 includes the four apartment complexes north of Old Holcomb Bridge Road. Sales in this area (and other comparable apartment complexes sold in the area) range from \$36,333 to \$69,697 per unit. The average price per unit is \$59,462, which translates to a price of approximately \$794,000 per acre in the Northwest Quadrant.

Apartment Complex Sales in the Northwest Quadrant and Vicinity				
Project	Year Built	Total Units	Sale Price	Price per Unit
Shadow Pines	1979	312	\$ 18,700,000	\$ 59,936
Greyfield Apartments	1985	219	\$ 14,716,880	\$ 67,200
Martin's Landing	1973	300	\$ 20,400,000	\$ 68,000
Eaglecrest Apartments	1984	200	\$ 10,790,000	\$ 53,950
Gables Wood Crossing	1985	268	\$ 13,668,000	\$ 51,000
Tree Ridge	1984	360	\$ 23,781,750	\$ 66,060
Belmont at Park Bridge	1989	344	\$ 19,850,000	\$ 57,703
Governor's Point Apartments	1984	468	\$ 30,300,000	\$ 64,744
Harmony Bay	1975	300	\$ 10,900,000	\$ 36,333
Chatahoochee Landing	1972	396	\$ 27,600,000	\$ 69,697
Average				\$ 59,462

Source: Reis, Inc.

Zone 3 includes the townhome community Holcomb Crossing. The 345 units are privately owned and have recent sales ranging from \$85,000 to \$100,000. Based on a sample of sales, we estimate that the per unit value for the individual townhomes would be approximately \$100,000 depending on unit condition and seller motivation. Therefore, the estimated land price for acquiring all of these units would be approximately \$1,045,000 per acre.

In summary, we have assumed that land assembly costs in the Northwest Quadrant by subareas would be:

Zone	Price per Acre
Zone 1 – Holcomb Bridge Commercial	\$1,580,000
Zone 2 – Apartment District	\$794,000
Zone 3 – Townhome Area	\$1,045,000

3.2 DEVELOPMENT PRO FORMAS

3.2.1 METHODOLOGY

A multi-step analytic process was used to determine the economic consequences of the current zoning allowances in the Roswell Zoning Ordinance on the economic viability of redevelopment:

1. As previously noted, all of the parcels in the Northwest Quadrant Area were divided into one of three zones:

Zone 1: Commercial District between Holcomb Bridge Road and Old Holcomb Bridge Road

Zone 2: Four apartment complexes north of Holcomb Bridge Road with vacant industrial land

Zone 3: Fee Simple Townhomes, Holcomb Bridge Crossing

2. A development summary was prepared for each of the three zones under current zoning to evaluate the economic feasibility of development/redevelopment. The size and value of the components of the proposed development scenarios were derived from construction and sales price data on comparable projects in and around the study area. The key assumptions used in the analysis included the following:

Land Use Type	Unit Size	Sales Price/Const.Values
Townhouses	2, 000 s.f.	\$300,000 to \$350,000
Small Condo/Apt.	1,500 s.f.	\$225,000 to \$275,000
Retail	varies	\$160/s.f.
Office	varies	\$160/s.f.

Land Contribution Estimates:

Residential 15% of value

Retail/office 15% of value

3. Using the size of the zone, the maximum densities permitted under the current zoning is applied to the three zones. From this analysis, an estimate of the total build-out of the zone and its estimated market value is derived. From the market value the estimated maximum land contribution can be determined for the development prototype. This maximum land value is then compared to the estimated land purchase price for the parcel, based on the current land values discussed above, to determine if the prototype development will support land costs sufficient to acquire the site for the estimated purchase price. This is the analysis that a property owner will do to determine if they can afford to redevelop the site themselves, or sell to a third party.
4. Using the development scenario as a model, an estimate of the potential TAD for each scenario was developed. The TAD estimate is based on the estimated market value for the project from which the TAD proceeds available to the development was generated. The estimated TAD funding has been shown as a potential incentive to the project to help fund needed infrastructure and/or to fund any gaps between what the projects can support in land costs and the actual land purchase price.
5. If the base-case scenario (current zoning) was unable to support an economically feasible redevelopment project, a second scenario using the densities allowed in the Midtown Overlay District was created. Because the overlay district was recently adopted, it was assumed that this level of density would be acceptable to the City of Roswell on this site as well. Again, the market value of the potential development was calculated and compared to the cost of land

in the zone to determine economic feasibility of redevelopment at that zoning. Also, the TAD potential was calculated to determine if the TAD was enough to cover any shortfall between land the land contribution of the project and the land cost.

6. Finally, an alternate scenario based on various FAR (Floor Area Ratio) assumptions was modeled to determine what level of FAR would allow for economically viable redevelopment. Again, the potential TAD funding generated by this level of development was calculated.
7. The final portion of the analysis of each scenario examines the capacity of the site to physically accommodate the proposed development. To the degree practical, it was assumed that surface parking would be used, and where required by site constraints structured parking, either under the residential or commercial development or “laminated” as a deck connected to the residential or commercial development. The site capacity calculations for each of the development scenarios are following the development analysis spreadsheets.

The resulting development analyses for the three zones are included as Appendix 4.2 to 4.7. The key results of the analysis relating to the proposed land uses for the current zoning are as follows by zone:

3.2.2 ZONE 1

Current Zoning

Zone 1 is currently zoned C-3: Commercial. This zoning category allows for 25% site coverage and a maximum height of 3 stories. For the 28 acres in the Study Area, this would allow the construction of a maximum of 914,760 square feet of commercial development with an estimated market value of \$146 million. Based on the assumption that a developer could pay 15% of its market value in land costs, the potential land contribution for development under this zoning category is estimated to be \$21.9 million. However, the land price for this zone is estimated to be \$44.2 million, a resulting in a short fall of \$22.3 million dollars.

Scenario 1: Current Zoning									
	Maximum Acreage	Lot Coverage	Total Square Feet	Average Unit Value	Estimated Market Value	Land Contribution per S.F.	Total Land Contribution	Land Purchase Price	Difference
Economic Feasibility	28	25%	914,760	160	\$ 146,361,600	\$ 24	\$ 21,954,240	\$ 44,240,000	\$ (22,285,760)

Midtown Overlay Zoning

Zone 1 could accommodate a mix of uses under the Midtown Overlay. For this scenario, we assumed the site was divided into 10 acres of office development and 18 acres of retail development with residences located over the office development. With 6,000 s.f. per acre, the project would have 60,000 s.f. of office development, 310,500 s.f of retail development (at 17,250 s.f. per acre) and 80 residential units (at 8 units per acre.) This development would generate a market value of \$85.3 million and allow for a land contribution of \$12.8 million, creating a deficit of \$31.5 million for the project.

Scenario 2: Midtown Overlay District Zoning (MR-3)									
	Max Units or Floor Area (per Acre)	Total Number of Units/Square Feet	Average Unit Value	Estimated Market Value	Land Contribution per Unit/S.F.	Total Land Contribution	Land Purchase Price	Difference	
Economic Feasibility									
Townhomes	10	8	80	\$325,000	\$ 26,000,000	\$ 48,750	\$ 3,900,000		
Office	10	6,000	60,000	\$ 160	\$ 9,600,000	\$ 24	\$ 1,440,000		
Retail	18	17,250	310,500	\$ 160	\$ 49,680,000	\$ 24	\$ 7,452,000		
Total	28				\$ 85,280,000		\$ 12,792,000	\$ 44,240,000	\$ (31,448,000)

* Residences over Office

FAR-Based PUD

Zone 1, as the most visible and developed portion of the study area, would have a total FAR of 1.5 with residential units capped at a maximum density of 20 units per acre. On the 28 acre site, this zoning would allow for 561 stacked flat residential units, 803,769 s.f. of office development and 182,952 s.f. of retail for a total of 986,721 s.f. of commercial development. The estimated value of this development would be \$298.1 million allowing for a land contribution of \$44.7 million. Based on an assumed purchase price of \$44.2 million, this development could support acquisition of the site with a small surplus of \$480,787.

Scenario 3: Activity Center PUD Residential (FAR 1.5)									
	Acreage	FAR	Total Number of Units/Square Feet	Average Unit Value	Estimated Market Value	Land Contribution per Unit/S.F.	Total Land Contribution	Land Purchase Price	Difference
Economic Feasibility									
Stacked Flats	28	0.69	561	\$250,000	\$ 140,263,200	\$ 37,500	\$ 21,039,480		
Office	28	0.66	803,769	\$ 160	\$ 128,603,059	\$ 24	\$ 19,290,459		
Retail	28	0.15	182,952	\$ 160	\$ 29,272,320	\$ 24	\$ 4,390,848		
Total	28		986,721		\$ 298,138,579		\$ 44,720,787	\$ 44,240,000	\$ 480,787

* Residences over Office and Retail

An additional scenario was created to determine if a more commercial-oriented development could be supported in Zone 1 under a maximum FAR of 1.5. For this scenario, we assumed the 28 acres was two-thirds office development and one-third retail development, generating 1.83 million square feet of commercial development with a value of \$292.7 million. This value supports a land contribution of \$43.9 million, only \$331,520 less than the estimated purchase price of \$44.2 million. Therefore, it can be assumed that with some subtle changes in the development plan, the project could afford the land price.

Scenario 4: Activity Center PUD Commercial (FAR 1.5)									
	Acreage	FAR	Total Number of Units/Square Feet	Average Unit Value	Estimated Market Value	Land Contribution per Unit/S.F.	Total Land Contribution	Land Purchase Price	Difference
Economic Feasibility									
Stacked Flats	28	-	-	\$250,000	\$ -	\$ 37,500	\$ -		
Office	28	1.00	1,219,680	\$ 160	\$ 195,148,800	\$ 24	\$ 29,272,320		
Retail	28	0.50	609,840	\$ 160	\$ 97,574,400	\$ 24	\$ 14,636,160		
Total	28	1.50			\$ 292,723,200		\$ 43,908,480	\$ 44,240,000	\$ (331,520)

* Residences over Office and Retail

In terms of the capacity of the site to accommodate the Activity Center PUD, while the development would require 3,583 parking spaces it could fit on 20.9 acres of the site, leaving an additional 0.1 acres of undeveloped land, in addition to the land reserved for circulation and open space.

4.3 Zone 1 Parking & Site Capacity			
Parking Requirements			
Stacked Flats (1.5 spaces per unit)	842		
Office (2.5 spaces per 1,000 s.f.)	2,009		
Retail (4.0 spaces per 1,000 s.f.)	732		
Total Spaces	3,583		
Site Capacity			
	Acres	Total S.F./	
Total Site	28.0	1,219,680	
Open Space/Circulation	25%	304,920	
Developable	21.0	914,760	
Development Footprint		Footprint **	
	Total S.F.	S.F.	Acres
Stacked Flats (3 Stories above Retail)	841,579	280,526	8.0
Office (5 Stories)	803,769	160,754	4.6
Retail (Ground Floor Retail)*	182,952	N/A	N/A
Parking (4 Stories)	1,164,413	291,103	8.3
Net Development Site	2,992,714	732,384	20.9
Net Site Surplus (of developable)		3,256	0.1

* Below Stacked Flats

**Assumes 35,000 s.f. of development per acre

3.2.3 ZONE 2

Current Zoning

Zone 2 is currently zoned R-4: Residential. This zoning allows for 14 units per acre. For the 115 acres in the zone, this would allow the construction of 1,610 residential units. Assuming these units were sold as condominiums (stacked flats), the market value for the redeveloped area would be \$402.5 million, allowing for a land contribution of \$60.4 million. However, the land price for the 115 acres would be approximately \$91.4 million, creating a shortfall of \$31.0 million.

Scenario 1: Current Zoning									
	Acres	Units per Acre	Total Number of Units	Average Unit Value	Estimated Market Value	Land Contribution per Unit/S.F.	Total Land Contribution	Land Purchase Price	Difference
Economic Feasibility	115	14	1,610	250,000	\$ 402,500,000	\$ 37,500	\$ 60,375,000	\$ 91,371,295	\$(30,996,295)

Midtown Overlay Zoning

Zone 2 could accommodate a mix of townhomes, stacked flats, office and retail under the Midtown Overlay Zoning. We assumed 85 acres of townhomes at 8 units per acre and 30 acres of retail and office below stacked flats. This zoning would allow for 680 townhomes, 240 stacked flats, 90,000 square feet of office and 258,750 square feet of retail development, for a total market value of \$336.8 million. This amount of development would support a land contribution of \$50.5 million; however the current land purchase price is estimated to be \$91.4 million, resulting in a shortfall of \$40.9 million.

Scenario 2: Midtown Overlay District Zoning (MR-3)									
	Acreage	Max Units or Floor Area (per Acre)	Total Number of Units/Square Feet	Average Unit Value	Estimated Market Value	Land Contribution per Unit/S.F.	Total Land Contribution	Land Purchase Price	Difference
Economic Feasibility									
Residences									
Townhomes	85	8	680	325,000	\$221,000,000	\$ 48,750	\$33,150,000		
Stacked Flats*	30	8	240	250,000	\$ 60,000,000	\$ 37,500	\$ 9,000,000		
Office	15	6,000	90,000	\$ 160	\$ 14,400,000	\$ 24	\$ 2,160,000		
Retail	15	17,250	258,750	\$ 160	\$ 41,400,000	\$ 24	\$ 6,210,000		
Total	90				\$336,800,000		\$ 50,520,000	\$ 91,371,295	\$(40,851,295)

* Stacked Flats over Office and Retail

FAR-Based PUD

Under an FAR-based PUD, Zone 2 could be redeveloped into a mix of commercial/stacked flat development fronting Old Holcomb Bridge Road and lower-density townhome development on the northern end of the property. Assuming an FAR of 0.8 with residential units capped at 15 per acre, this would generate 686 townhomes and 653 stacked flat units, or a total of 1,339 residential units. The remaining 0.2 FAR would be used for a mix of office and retail uses, predominately under the stacked flat condominiums. This development would have a market value of \$511.8 million and support a land purchase price of \$76.8 million, or \$5.25 million above the land purchase price of \$71.5 million.

Scenario 3: Activity Center PUD (FAR 0.8)									
	Acreage	FAR	Total Number of Units/Square Feet	Average Unit Value	Estimated Market Value	Land Contribution per Unit/S.F.	Total Land Contribution	Land Purchase Price	Difference
Economic Feasibility									
Residences									
Townhomes	115	0.35	877	325,000	\$284,909,625	\$ 48,750	\$ 42,736,444		
Stacked Flats*	115	0.25	835	250,000	\$208,725,000	\$ 37,500	\$ 31,308,750		
Office	115	0.10	500,940	\$ 160	\$ 80,150,400	\$ 24	\$ 12,022,560		
Retail	115	0.10	500,940	\$ 160	\$ 80,150,400	\$ 24	\$ 12,022,560		
Total	115	0.80			\$653,935,425		\$ 98,090,314	\$ 91,371,295	\$ 6,719,019

* Stacked Flats over Office and Retail

In terms of site capacity, the development above would require 6,262 parking spaces and would fit on 59.1 acres of the site, leaving 21.4 acres of land undeveloped, in addition to open space and circulation.

4.5 Zone 2 Parking & Site Capacity			
Parking Requirements			
Townhomes (2 per unit)*		1,753	
Stacked Flats (1.5 spaces per unit)		1,252	
Office (2.5 spaces per 1,000 s.f.)		1,252	
Retail (4.0 spaces per 1,000 s.f.)		2,004	
Total Spaces		6,262	
Site Capacity			
	Acres	Total S.F./	
Total Site	115	5,009,400	
Open Space/Circulation	30%	1,502,820	
Developable	80.5	3,506,580	
Development Footprint			
	Total S.F.	Footprint **	
		S.F.	Acres
Townhomes (3 Stories)	1,753,290	584,430	16.7
Stacked Flats (2 Stories above Retail)	1,252,350	626,175	17.9
Office (4 Stories)	500,940	125,235	3.6
Retail (Ground Floor Under Stacked Flats)	500,940	N/A	N/A
Parking (2 Stories)*	1,465,250	732,625	20.9
Net Development Site	5,472,770	2,068,465	59.1
Net Site Surplus (of developable)		932,228	21.4

* Parking spaces for townhomes under units

**Assumes 35,000 s.f. of development per acre

3.2.4 ZONE 3

Current Zoning

Zone 3 is currently zoned R-TH: Townhomes. This zoning category allows for 8 units per acre. For the approximately 33 acres in Zone 3, this would allow a total of 264 townhome units, with a a market value of \$85.8 million which would support a land contribution of \$12.9 million. However, the current value of the land is approximately \$34.5 million, resulting in a shortfall of \$21.6 million.

Scenario 1: Current Zoning									
	Acres	Units per Acre	Total Number of Units	Average Unit Value	Estimated Market Value	Land Contribution per Unit/S.F.	Total Land Contribution	Land Purchase Price	Difference
Economic Feasibility	33	8	264	325,000	\$ 85,800,000	\$ 48,750	\$ 12,870,000	\$34,500,000	\$ (21,630,000)

Midtown Overlay Zoning

Under the Midtown Overlay Zoning, it is assumed that the site could support 25 acres of townhomes for a total of 200 townhome units and 8 acres of commercial development for 138,000 square feet of office space. This redevelopment would have a market value of \$87.1 million, supporting a land purchase price of \$13.1 million. However, the current value of the land is \$34.5 million, resulting in a shortfall of \$21.4 million.

Scenario 2: Midtown Overlay District Zoning (MR-3)									
	Acreage	Max Units or Floor Area (per Acre)	Total Number of Units/Square Feet	Average Unit Value	Estimated Market Value	Land Contribution per Unit/S.F.	Total Land Contribution	Land Purchase Price	Difference
Economic Feasibility									
Residences									
Townhomes	25	8	200	325,000	\$ 65,000,000	\$ 48,750	\$ 9,750,000		
Retail/Office	8	17,250	138,000	\$ 160	\$ 22,080,000	\$ 24	\$ 3,312,000		
Total	33				\$ 87,080,000		\$ 13,062,000	\$34,500,000	\$ (21,438,000)

FAR-Based PUD

With an FAR of 1.0 with a residential cap of 15, Zone 3 could contain 489 townhomes and 459,994 square feet of commercial development. The market value of the development would be \$232.4 million, supporting a land contribution which is \$34.9 million, of \$366,077 more than the purchase price of the land at \$34.5 million.

Scenario 3: Activity Center PUD (FAR 1.0)									
	Acreage	FAR	Total Number of Units/Square Feet	Average Unit Value	Estimated Market Value	Land Contribution per Unit/S.F.	Total Land Contribution	Land Purchase Price	Difference
Economic Feasibility									
Residences									
Townhomes	33	0.68	489	325,000	\$ 158,841,540	\$ 48,750	\$ 23,826,231		
Retail/Office	33	0.32	459,994	\$ 160	\$ 73,598,976	\$ 24	\$ 11,039,846		
Total	33	1.00			\$ 232,440,516		\$ 34,866,077	\$ 34,500,000	\$ 366,077

The development above would require 2,357 parking spaces and could fit on 21.6 acres of the site, leaving 1.5 acres of additional undeveloped land, not including the land set aside for circulation and open space.

4.7 Zone 3 Parking & Site Capacity			
Parking Requirements			
Townhomes		977	
Commercial (3 spaces per 1,000 s.f.)		1,380	
Total Spaces		2,357	
Site Capacity			
	Acres	Total S.F./	
Total Site	33	1,437,480	
Open Space	30%	431,244	
Developable	23.1	1,006,236	
Development Footprint			
	Total S.F.	S.F.	Acres
Townhomes	977,486	488,743	11.2
Commercial (2 Stories)	459,994	229,997	5.3
Parking (2 Stories)	448,494	224,247	5.1
Net Development Site	1,885,974	942,987	21.6
Net Site Surplus (of developable)		63,249	1.5

*Assumes 35,000 s.f. of development per acre

3.3 THE IMPACT OF TAD

The City of Roswell may wish to consider the creation of a Tax Allocation District (TAD) to be used to generate additional funds for redevelopment of the Northwest Quadrant. A TAD allows the increased tax revenues from redevelopment to fund a bond issue which can pay for a variety of redevelopment needs, such as improved infrastructure, streetscape and roadway improvements, and land acquisition.

The table below gives an estimate of the TAD funds that could be generated in the ten scenarios presented for the three portions of the Northwest Quadrant. There are two instances when TAD funds could make a project that would not otherwise be possible, economically feasible. For example, in Zone 1, an FAR of 1.5 is has a slightly negative outcome without any incentive, but a small portion of the \$23.4 million that could be generated by a TAD makes the project financially feasible. In addition, Zone 2, which enjoys the lowest land prices of the study area, could be economically viable under current zoning if the TAD were used to subsidize selective project costs.

Summary of TAD			
	Difference between Land Contribution and Land Purchase Price	Potential TAD	Total Difference
Zone 1			
Current Zoning	\$ (22,285,760)	\$11,708,928	\$ (10,576,832)
Midtown Overlay	\$ (31,448,000)	\$ 6,822,400	\$ (24,625,600)
FAR 1.5 Residential	\$ 480,787	\$23,851,086	\$ 24,331,873
FAR 1.5 Commercial	\$ (331,520)	\$23,417,856	\$ 23,086,336
Zone 2			
Current Zoning	\$ (30,966,295)	\$32,200,000	\$ 1,233,705
Midtown Overlay	\$ (40,851,295)	\$26,944,000	\$ (13,907,295)
FAR 0.8	\$ 6,719,019	\$52,314,834	\$ 59,033,853
Zone 3			
Current Zoning	\$ (21,630,000)	\$ 6,864,000	\$ (14,766,000)
Midtown Overlay	\$ (21,438,000)	\$ 6,966,400	\$ (14,471,600)
FAR 1.0	\$ 366,077	\$18,595,241	\$ 18,961,318

The TAD could be used in a variety of ways to assist in the redevelopment. It could fund the realignment and improvement of the streets serving the area, to install improved sewer and water or other infrastructure. The provision of the TAD could subsidize the cost of redevelopment thereby allowing a lower maximum FAR than would be required if TAD were not available.

The TAD estimates above are based on the market value of the complete projects. However, given the long development period for some of the projects, it is likely that the TAD proceeds would be provided in increments as new value is created.

4.0 APPENDIX

4.1 Northwest Quadrant Demographic Characteristics										
	Northwest Quadrant		2-Mile Market Area		City of Roswell		North Fulton County		Atlanta MSA	
Population										
1990	2,605		22,179		56,805		150,144		3,069,411	
2000	4,055		31,670		79,334		265,690		4,247,981	
2006	4,201		32,546		83,447		267,877		4,862,409	
2011	4,208		33,161		86,906		270,349		5,381,977	
Growth 1990-2000	55.7%		42.8%		39.7%		77.0%		10.7%	
Growth 2000-2006	3.6%		2.8%		5.2%		0.8%		14.5%	
Growth 2006-2011	0.2%		1.9%		4.1%		0.9%		38.4%	
Population by Race										
White	1,895	45.1%	22,006	67.6%	66,285	79.4%	210,199	78.5%	2,908,004	59.8%
African American	857	20.4%	3,794	11.7%	7,070	8.5%	23,220	8.7%	1,466,998	30.2%
Asian	135	3.2%	1,565	4.8%	3,882	4.7%	20,020	7.5%	191,836	3.9%
Other	1,135	27.0%	4,067	12.5%	4,361	5.2%	8,842	3.3%	195,122	4.0%
Two or More Races	179	4.3%	1,115	3.4%	1,849	2.2%	5,595	2.1%	100,449	2.1%
Total	4,201	100.0%	32,547	100.0%	83,447	100.0%	267,876	100.0%	4,862,409	100.0%
Population Hispanic or Latino										
Not Hispanic or Latino	2,005	47.7%	22,719	69.8%	72,348	86.7%	245,753	91.7%	4,438,693	91.3%
Hispanic or Latino	2,196	52.3%	9,828	30.2%	11,099	13.3%	22,124	8.3%	423,716	8.7%
Total	4,201	100.0%	32,547	100.0%	83,447	100.0%	267,877	100.0%	4,862,409	100.0%
Population by Age										
< 0 - 17	1,066	25.4%	7,169	22.0%	20,052	24.0%	69,707	26.0%	1,275,575	26.2%
18 - 24	543	12.9%	3,056	9.4%	6,660	8.0%	19,350	7.2%	458,917	9.4%
25 - 34	1,134	27.0%	6,236	19.2%	11,044	13.2%	35,720	13.3%	765,403	15.7%
35 - 44	721	17.2%	5,798	17.8%	14,154	17.0%	49,812	18.6%	813,798	16.7%
45 - 54	446	10.6%	4,396	13.5%	14,418	17.3%	44,177	16.5%	689,193	14.2%
55 - 64	202	4.8%	2,982	9.2%	9,879	11.8%	28,601	10.7%	454,100	9.3%
65 - 74	63	1.5%	1,425	4.4%	4,109	4.9%	11,642	4.3%	234,042	4.8%
75 - 84	20	0.5%	977	3.0%	2,233	2.7%	6,482	2.4%	126,463	2.6%
> 85	6	0.1%	505	1.6%	898	1.1%	2,384	0.9%	44,918	0.9%
Total	4,201	100.0%	32,544	100.0%	83,447	100.0%	267,875	100.0%	4,862,409	100.0%
Median Age	29.33		34.70		37.80		36.84		34.1	

Source: Claritas

4.1 Northwest Quadrant Demographic Characteristics										
	Northwest Quadrant		2-Mile Market Area		City of Roswell		North Fulton County		Atlanta MSA	
Pop. Age 25+ by Educational Attainment										
No High School Diploma	466	18.0%	3,414	15.3%	4,097	7.2%	9,538	5.3%	519,146	16.6%
High School Graduate (or GED)	775	29.9%	3,966	17.8%	7,528	13.3%	21,589	12.1%	790,857	25.3%
Some College or Associate Degree	770	29.7%	5,897	26.4%	15,233	26.8%	44,681	25.0%	862,106	27.6%
Bachelor's Degree	426	16.4%	6,263	28.1%	20,244	35.7%	69,831	39.1%	648,663	20.7%
Post-Graduate Degree	155	6.0%	2,780	12.5%	9,633	17.0%	33,181	18.6%	307,145	9.8%
Total	2,592	100.0%	22,320	100.0%	56,735	100.0%	178,820	100.0%	3,127,917	100.0%
Households										
1990	1,278		9,174		22,062		61,134		1,140,838	
2000	1,487		12,116		30,207		103,448		1,554,154	
2006	1,487		12,352		31,650		102,967		1,764,419	
2011	1,456		12,525		32,919		102,981		1,943,505	
Growth 1990-2000	16.4%		32.1%		36.9%		69.2%		36.2%	
Growth 2000-2006	0.0%		1.9%		4.8%		-0.5%		13.5%	
Growth 2006-2011	-2.1%		1.4%		4.0%		0.0%		10.1%	
Households by Household Income										
< \$24,999	184	12.4%	1,548	12.5%	2,436	7.7%	8,206	8.0%	301,535	17.1%
\$25,000-\$49,999	614	41.3%	2,942	23.8%	5,612	17.7%	16,448	16.0%	436,747	24.8%
\$50,000-\$74,999	328	22.1%	2,761	22.4%	5,674	17.9%	17,367	16.9%	374,832	21.2%
\$75,000-\$99,999	186	12.5%	1,784	14.4%	4,375	13.8%	13,972	13.6%	249,057	14.1%
\$100,000-\$149,000	151	10.2%	2,172	17.6%	6,694	21.2%	21,707	21.1%	248,243	14.1%
> \$150,000	24	1.6%	1,145	9.3%	6,859	21.7%	25,266	24.5%	154,005	8.7%
Total	1,487	100.0%	12,352	100.0%	31,650	100.0%	102,966	100.0%	1,764,419	100.0%
Average Household Income	\$ 56,592		\$ 83,034		\$ 116,534		\$ 125,082		\$ 76,961	
Median Household Income	\$ 47,669		\$ 65,265		\$ 87,017		\$ 91,930		\$ 59,599	
Per Capita Income	\$ 20,032		\$ 31,805		\$ 44,391		\$ 48,239		\$ 28,183	

Source: Claritas

4.1 Northwest Quadrant Demographic Characteristics										
	Northwest Quadrant		2-Mile Market Area		City of Roswell		North Fulton County		Atlanta MSA	
Households by Household Size*										
1-person	468	31.5%	3,590	29.1%	7,308	23.1%	25,270	24.5%	400,528	22.7%
2-persons	382	25.7%	3,911	31.7%	10,799	34.1%	33,609	32.6%	551,350	31.2%
3-persons	211	14.2%	1,863	15.1%	5,492	17.4%	17,146	16.7%	327,366	18.6%
4-persons	163	11.0%	1,491	12.1%	4,926	15.6%	16,925	16.4%	281,653	16.0%
5+ persons	263	17.7%	1,497	12.1%	3,125	9.9%	10,017	9.7%	203,522	11.5%
Total	1,487	100.0%	12,352	100.0%	31,650	100.0%	102,967	100.0%	1,764,419	100.0%
Households by Type										
Married-Couple Family	464	31.2%	5,481	44.4%	18,298	57.8%	59,528	57.8%	495,230	70.1%
Other Family, Male Householder	121	8.1%	654	5.3%	1,097	3.5%	2,824	2.7%	41,543	5.9%
Other Family, Female Householder	202	13.6%	1,301	10.5%	2,720	8.6%	7,502	7.3%	162,811	23.0%
Nonfamily, Male Householder	374	25.2%	2,335	18.9%	4,357	13.8%	14,882	14.5%	5,476	0.8%
Nonfamily, Female Householder	326	21.9%	2,582	20.9%	5,178	16.4%	18,231	17.7%	1,836	0.3%
Total	1,487	100.0%	12,353	100.0%	31,650	100.0%	102,967	100.0%	706,896	100.0%
Households by Number of Vehicles										
No Vehicles	53	3.6%	831	6.7%	955	3.0%	3,385	3.3%	119,927	6.8%
1 Vehicle	709	47.7%	4,800	38.9%	9,222	29.4%	31,099	30.2%	540,717	30.6%
2 Vehicles	606	40.8%	5,309	43.0%	15,702	50.0%	51,171	49.7%	746,329	42.3%
3 Vehicles	93	6.3%	1,106	9.0%	4,627	14.7%	13,690	13.3%	260,695	14.8%
4 Vehicles	10	0.7%	228	1.8%	896	2.9%	2,831	2.7%	71,202	4.0%
5 or more Vehicles	16	1.1%	78	0.6%	5	0.0%	791	0.8%	25,549	1.4%
Total	1,487	100.0%	12,352	100.0%	31,407	100.0%	102,967	100.0%	1,764,419	100.0%
Average Number of Vehicles	1.57		1.63		1.88		1.85		1.84	
Civ Employed Pop 16+ by Occupation										
Management, Business, and Financial Operations	316	13.9%	3,526	18.9%	11,616	24.9%	42,182	28.7%	424,087	17.0%
Professional and Related Occupations	271	12.0%	3,906	20.9%	11,327	24.2%	37,468	25.5%	494,006	19.8%
Service	189	8.3%	3,025	16.2%	4,589	9.8%	12,740	8.7%	297,812	11.9%
Sales and Office	695	30.7%	4,754	25.5%	14,143	30.3%	41,673	28.4%	714,492	28.7%
Farming, Fishing, and Forestry	5	0.2%	26	0.1%	43	0.1%	145	0.1%	4,594	0.2%
Construction, Extraction and Maintenance	460	20.3%	1,997	10.7%	2,644	5.7%	6,496	4.4%	258,285	10.4%
Production, Transportation and Material Moving	330	14.6%	1,430	7.7%	2,376	5.1%	6,178	4.2%	300,380	12.0%
Total	2,266	100.0%	18,664	100.0%	46,738	100.0%	146,882	100.0%	2,493,656	100.0%

Source: Claritas

4.1 Northwest Quadrant Demographic Characteristics										
	Northwest Quadrant		2-Mile Market Area		City of Roswell		North Fulton County		Atlanta MSA	
Workers Age 16+, Transportation To Work										
Drove Alone	1,596	70.8%	12,991	70.9%	36,725	80.7%	118,246	81.4%	1,909,432	77.8%
Car Pooled	524	23.3%	3,338	18.2%	4,681	10.3%	12,503	8.6%	332,325	13.5%
Public Transportation	47	2.1%	669	3.6%	854	1.9%	2,868	2.0%	76,490	3.1%
Walked	44	2.0%	337	1.8%	495	1.1%	1,245	0.9%	29,001	1.2%
Motorcycle	11	0.5%	18	0.1%	26	0.1%	44	0.0%	1,922	0.1%
Bicycle	-	0.0%	19	0.1%	52	0.1%	85	0.1%	2,130	0.1%
Other Means	31	1.4%	337	1.8%	1	0.0%	1,394	1.0%	18,939	0.8%
Worked at Home	-	0.0%	624	3.4%	2,682	5.9%	8,924	6.1%	84,969	3.5%
Total	2,253	100.0%	18,333	100.0%	45,516	100.0%	145,309	100.0%	2,455,208	100.0%
Workers Age 16+ by Travel Time to Work										
Less than 15 Minutes	536	23.8%	3,632	20.5%	7,256	16.7%	24,637	18.1%	432,292	18.2%
15 - 29 Minutes	889	39.5%	5,828	32.9%	13,888	32.0%	45,480	33.3%	751,456	31.7%
30 - 44 Minutes	442	19.6%	4,764	26.9%	12,283	28.3%	35,909	26.3%	591,164	24.9%
45 - 59 Minutes	141	6.3%	1,913	10.8%	5,774	13.3%	16,993	12.5%	303,748	12.8%
60 or more Minutes	245	10.9%	1,572	8.9%	4,243	9.8%	13,366	9.8%	291,579	12.3%
Total	2,253	100.0%	17,709	100.0%	43,444	100.0%	136,385	100.0%	2,370,239	100.0%
Average Travel Time to Work in Minutes										
	30.15		31.58		33.45		32.67		33.99	
Tenure of Occupied Housing Units										
Owner Occupied	187	12.6%	5,867	47.5%	21,490	67.9%	69,062	67.1%	1,213,076	68.8%
Renter Occupied	1,300	87.4%	6,485	52.5%	10,160	32.1%	33,905	32.9%	551,343	31.2%
Total	1,487	100.0%	12,352	100.0%	31,650	100.0%	102,967	100.0%	1,764,419	100.0%
Owner-Occupied Housing Values										
< \$99,999	92	49.2%	281	4.8%	480	2.2%	1,266	1.8%	180,793	14.9%
\$100,000-\$199,999	95	50.8%	2,568	43.8%	5,117	23.8%	13,776	19.9%	578,998	47.7%
\$200,000-\$299,999	-	0.0%	1,873	31.9%	7,080	32.9%	19,029	27.6%	238,700	19.7%
\$300,000-\$399,999	-	0.0%	793	13.5%	4,370	20.3%	14,135	20.5%	104,905	8.6%
>\$400,000	-	0.0%	354	6.0%	4,443	20.7%	20,855	30.2%	109,680	9.0%
Total	187	100.0%	5,869	100.0%	21,490	100.0%	69,061	100.0%	1,213,076	100.0%

Source: Claritas

4.1 Northwest Quadrant Demographic Characteristics										
	Northwest Quadrant		2-Mile Market Area		City of Roswell		North Fulton County		Atlanta MSA	
Housing Units by Units in Structure										
1 Unit Attached	263	15.7%	1,481	11.0%	2,359	7.0%	6,009	5.3%	63,258	3.3%
1 Unit Detached	-	0.0%	5,332	39.6%	21,036	62.2%	68,555	60.6%	1,293,710	66.9%
2 Units	11	0.7%	284	2.1%	333	1.0%	590	0.5%	38,286	2.0%
3 to 19 Units	1,048	62.5%	4,876	36.3%	7,753	22.9%	27,027	23.9%	315,443	16.3%
20 to 49 Units	231	13.8%	702	5.2%	1,044	3.1%	4,940	4.4%	47,170	2.4%
50 or More Units	112	6.7%	724	5.4%	1,214	3.6%	5,712	5.0%	82,185	4.2%
Other	12	0.7%	50	0.4%	81	0.2%	277	0.2%	94,047	4.9%
Total	1,677	100.0%	13,449	100.0%	33,820	100.0%	113,110	100.0%	1,934,099	100.0%
Housing Units by Year Structure Built										
Built 1999 to 2006	168	10.0%	1,352	10.1%	4,017	17.3%	14,241	12.6%	403,353	20.9%
Built 1995 to 1998	73	4.4%	1,623	12.1%	1	0.0%	22,245	19.7%	223,371	11.5%
Built 1990 to 1994	148	8.8%	774	5.8%	3,833	16.6%	18,363	16.2%	197,237	10.2%
Built 1980 to 1989	936	55.8%	5,170	38.4%	13,149	56.8%	34,378	30.4%	396,302	20.5%
Built 1970 to 1979	313	18.7%	2,772	20.6%	21	0.1%	14,346	12.7%	288,531	14.9%
Built 1960 to 1969	29	1.7%	1,156	8.6%	1,708	7.4%	6,030	5.3%	191,630	9.9%
Built 1950 to 1959	10	0.6%	359	2.7%	9	0.0%	2,219	2.0%	112,057	5.8%
Built 1940 to 1949	-	0.0%	118	0.9%	192	0.8%	575	0.5%	51,542	2.7%
Built 1939 or Earlier	-	0.0%	123	0.9%	227	1.0%	713	0.6%	70,076	3.6%
Total	1,677	100.0%	13,447	100.0%	23,157	100.0%	113,110	100.0%	1,934,099	100.0%
Median Year Structure Built	1985		1984		1986		1990		1986	

Source: Claritas

ECONOMIC ANALYSIS AND REDEVELOPMENT STRATEGY FOR THE NORTHWEST QUADRANT

4.2 Zone 1: General Commercial									
Scenario 1: Current Zoning									
	Acreage	Maximum Lot Coverage	Total Square Feet	Average Unit Value	Estimated Market Value	Land Contribution per S.F.	Total Land Contribution	Land Purchase Price	Difference
Economic Feasibility	28	25%	914,760	160	\$ 146,361,600	\$ 24	\$ 21,954,240	\$ 44,240,000	\$ (22,285,760)
Tad Potential									\$ 11,708,928
Difference with TAD									\$ (10,576,832)
Scenario 2: Midtown Overlay District Zoning (MR-3)									
	Acreage	Max Units or Floor Area (per Acre)	Total Number of Units/Square Feet	Average Unit Value	Estimated Market Value	Land Contribution per Unit/S.F.	Total Land Contribution	Land Purchase Price	Difference
Economic Feasibility									
Townhomes	10	8	80	\$325,000	\$ 26,000,000	\$ 48,750	\$ 3,900,000		
Office	10	6,000	60,000	\$ 160	\$ 9,600,000	\$ 24	\$ 1,440,000		
Retail	18	17,250	310,500	\$ 160	\$ 49,680,000	\$ 24	\$ 7,452,000		
Total	28				\$ 85,280,000		\$ 12,792,000	\$ 44,240,000	\$ (31,448,000)
Tad Potential									\$ 6,822,400
Difference with TAD									\$ (24,625,600)
* Residences over Office									
Scenario 3: Activity Center PUD Residential (FAR 1.5)									
	Acreage	FAR	Total Number of Units/Square Feet	Average Unit Value	Estimated Market Value	Land Contribution per Unit/S.F.	Total Land Contribution	Land Purchase Price	Difference
Economic Feasibility									
Stacked Flats	28	0.69	561	\$250,000	\$ 140,263,200	\$ 37,500	\$ 21,039,480		
Office	28	0.66	803,769	\$ 160	\$ 128,603,059	\$ 24	\$ 19,290,459		
Retail	28	0.15	182,952	\$ 160	\$ 29,272,320	\$ 24	\$ 4,390,848		
Total	28		986,721		\$ 298,138,579		\$ 44,720,787	\$ 44,240,000	\$ 480,787
Tad Potential		1.50							\$ 23,851,086
Difference with TAD									\$ 24,331,873
* Residences over Office and Retail									
Scenario 4: Activity Center PUD Commercial (FAR 1.5)									
	Acreage	FAR	Total Number of Units/Square Feet	Average Unit Value	Estimated Market Value	Land Contribution per Unit/S.F.	Total Land Contribution	Land Purchase Price	Difference
Economic Feasibility									
Stacked Flats	28	-	-	\$250,000	\$ -	\$ 37,500	\$ -		
Office	28	1.00	1,219,680	\$ 160	\$ 195,148,800	\$ 24	\$ 29,272,320		
Retail	28	0.50	609,840	\$ 160	\$ 97,574,400	\$ 24	\$ 14,636,160		
Total	28	1.50			\$ 292,723,200		\$ 43,908,480	\$ 44,240,000	\$ (331,520)
Tad Potential									\$ 23,417,856
Difference with TAD									\$ 23,086,336
* Residences over Office and Retail									

4.3 Zone 1 Parking & Site Capacity			
Parking Requirements			
Stacked Flats (1.5 spaces per unit)		842	
Office (2.5 spaces per 1,000 s.f.)		2,009	
Retail (4.0 spaces per 1,000 s.f.)		732	
Total Spaces		3,583	
Site Capacity			
	Acres	Total S.F./	
Total Site	28.0	1,219,680	
Open Space/Circulation	25%	304,920	
Developable	21.0	914,760	
Development Footprint			
	Total S.F.	Footprint	
		S.F.	Acres
Stacked Flats (3 Stories above Retail)	841,579	280,526	8.0
Office (5 Stories)	803,769	160,754	4.6
Retail (Ground Floor Retail)*	182,952	N/A	N/A
Parking (4 Stories)	1,164,413	291,103	8.3
Net Development Site	2,992,714	732,384	20.9
Net Site Surplus		3,256	0.1

* Below Stacked Flats

4.4 Zone 2: Rental Apartments									
Scenario 1: Current Zoning									
	Acreage	Units per Acre	Total Number of Units	Average Unit Value	Estimated Market Value	Land Contribution per Unit/S.F.	Total Land Contribution	Land Purchase Price	Difference
Economic Feasibility	115	14	1,610	250,000	\$402,500,000	\$ 37,500	\$ 60,375,000	\$ 91,371,295	\$ (30,966,295)
Tad Potential									\$ 32,200,000
Difference with TAD									\$ 1,203,705
Scenario 2: Midtown Overlay District Zoning (MR-3)									
	Acreage	Max Units or Floor Area (per Acre)	Total Number of Units/Square Feet	Average Unit Value	Estimated Market Value	Land Contribution per Unit/S.F.	Total Land Contribution	Land Purchase Price	Difference
Economic Feasibility									
Residences									
Townhomes	85	8	680	325,000	\$ 221,000,000	\$ 48,750	\$33,150,000		
Stacked Flats*	30	8	240	250,000	\$ 60,000,000	\$ 37,500	\$ 9,000,000		
Office	15	6,000	90,000	\$ 160	\$ 14,400,000	\$ 24	\$ 2,160,000		
Retail	15	17,250	258,750	\$ 160	\$ 41,400,000	\$ 24	\$ 6,210,000		
Total	115				\$336,800,000		\$ 50,520,000	\$ 91,371,295	\$ (40,851,295)
Tad Potential									\$ 26,944,000
Difference with TAD									\$ (13,907,295)
* Stacked Flats over Office and Retail									
Scenario 3: Activity Center PUD (FAR 0.8)									
	Acreage	FAR	Total Number of Units/Square Feet	Average Unit Value	Estimated Market Value	Land Contribution per Unit/S.F.	Total Land Contribution	Land Purchase Price	Difference
Economic Feasibility									
Residences									
Townhomes	115	0.35	877	325,000	\$ 284,909,625	\$ 48,750	\$42,736,444		
Stacked Flats*	115	0.25	835	250,000	\$ 208,725,000	\$ 37,500	\$ 31,308,750		
Office	115	0.10	500,940	\$ 160	\$ 80,150,400	\$ 24	\$ 12,022,560		
Retail	115	0.10	500,940	\$ 160	\$ 80,150,400	\$ 24	\$ 12,022,560		
Total	115	0.80			\$ 653,935,425		\$ 98,090,314	\$ 91,371,295	\$ 6,719,019
Tad Potential									\$ 52,314,834
Difference with TAD									\$59,033,853
* Stacked Flats over Office and Retail									

4.5 Zone 2 Parking & Site Capacity			
Parking Requirements			
Townhomes (2 per unit)*		1,753	
Stacked Flats (1.5 spaces per unit)		1,252	
Office (2.5 spaces per 1,000 s.f.)		1,252	
Retail (4.0 spaces per 1,000 s.f.)		2,004	
Total Spaces		6,262	
Site Capacity			
	Acres	Total S.F./	
Total Site	115	5,009,400	
Open Space/Circulation	30%	1,502,820	
Developable	80.5	3,506,580	
Development Footprint			
	Total S.F.	Footprint	
		S.F.	Acres
Townhomes (3 Stories)	1,753,290	584,430	16.7
Stacked Flats (2 Stories above Retail)	1,252,350	626,175	17.9
Office (4 Stories)	500,940	125,235	3.6
Retail (Ground Floor Under Stacked Flats)	500,940	N/A	N/A
Parking (Surface)*	1,465,250	1,465,250	41.9
Net Development Site	5,472,770	2,801,090	80.0
Net Site Surplus		20,424	0.5

* Parking spaces for townhomes under units

4.6 Zone 3: Fee Simple Townhomes									
Scenario 1: Current Zoning									
	Acreage	Units per Acre	Total Number of Units	Average Unit Value	Estimated Market Value	Land Contribution per Unit/S.F.	Total Land Contribution	Land Purchase Price	Difference
Economic Feasibility	33	8	264	325,000	\$ 85,800,000	\$ 48,750	\$ 12,870,000	\$ 34,500,000	\$ (21,630,000)
Tad Potential									\$ 6,864,000
Difference with TAD									\$ (14,766,000)
Scenario 2: Midtown Overlay District Zoning (MR-3)									
	Acreage	Max Units or Floor Area (per Acre)	Total Number of Units/Square Feet	Average Unit Value	Estimated Market Value	Land Contribution per Unit/S.F.	Total Land Contribution	Land Purchase Price	Difference
Economic Feasibility									
Residences									
Townhomes	25	8	200	325,000	\$ 65,000,000	\$ 48,750	\$ 9,750,000		
Retail/Office	8	17,250	138,000	\$ 160	\$ 22,080,000	\$ 24	\$ 3,312,000		
Total	33				\$ 87,080,000		\$ 13,062,000	\$ 34,500,000	\$ (21,438,000)
Tad Potential									\$ 6,966,400
Difference with TAD									\$ (14,471,600)
Scenario 3: Activity Center PUD (FAR 1.0)									
	Acreage	FAR	Total Number of Units/Square Feet	Average Unit Value	Estimated Market Value	Land Contribution per Unit/S.F.	Total Land Contribution	Land Purchase Price	Difference
Economic Feasibility									
Residences									
Townhomes	33	0.68	489	325,000	\$ 158,841,540	\$ 48,750	\$ 23,826,231		
Retail/Office	33	0.32	459,994	\$ 160	\$ 73,598,976	\$ 24	\$ 11,039,846		
Total	33	1.00			\$ 232,440,516		\$ 34,866,077	\$ 34,500,000	\$ 366,077
Tad Potential									\$ 18,595,241
Difference with TAD									\$ 18,961,319

4.7 Zone 3 Parking & Site Capacity			
Parking Requirements			
Townhomes		977	
Commercial (3 spaces per 1,000 s.f.)		1,380	
Total Spaces		2,357	
Site Capacity			
	Acres	Total S.F./	
Total Site	33	1,437,480	
Open Space	30%	431,244	
Developable	23.1	1,006,236	
Development Footprint			
	Total S.F.	Footprint	
		S.F.	Acres
Townhomes	977,486	488,743	11.2
Commercial (2 Stories)	459,994	229,997	5.3
Parking (2 Stories)	448,494	224,247	5.1
Net Development Site	1,885,974	942,987	21.6
Net Site Surplus		63,249	1.5