

**Initial Site Evaluation**

**HIGHWAY 9 ECONOMIC  
DEVELOPMENT ANALYSIS AND  
REDEVELOPMENT STRATEGY**

March 13, 2017

Moderated by:

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RKG Associates, Inc.

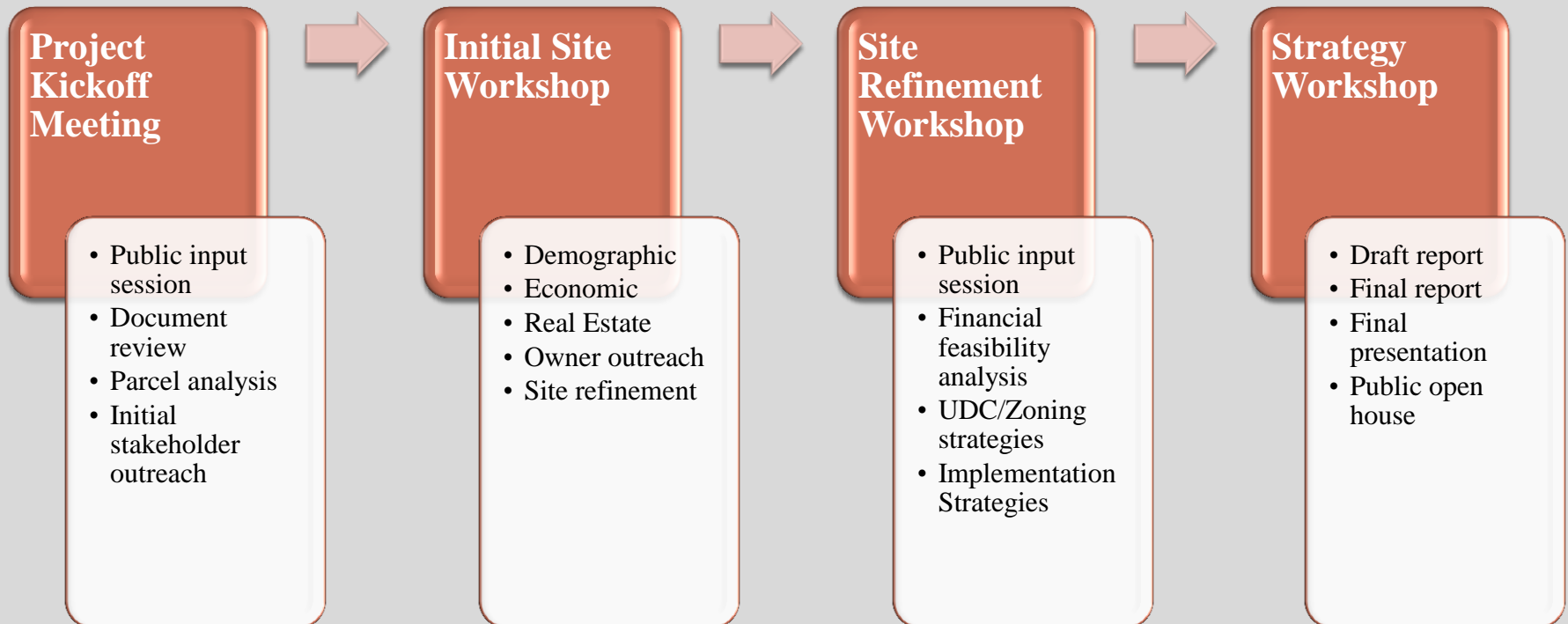
**RKG**  
ASSOCIATES INC

# AGENDA

- **Discuss previous strategies**
  - General process
  - Corroboration of vision
- **Site identification**
  - Selection criteria
  - Site recommendations
- **Questions and answers**

# PREVIOUS STRATEGIES

# GENERAL PROCESS



# PREVIOUS STRATEGY CONCEPTS

- **Village scale on southern end**
- **Activate Town Square**
- **Arts village concept**
- **Preservation of Canton Street character**
- **North-south connection through reinvestment**
- **Maximizing 100% intersection at Holcomb Bridge Road**
- **Preserve and expand medical services cluster**

# **SITE IDENTIFICATION**

# SITE ANALYSIS CRITERIA

- **Site vacant/underutilized**
  - Consistency with stated vision
- **Buildings vacant/marginal condition**
- **Single owner/few owners**
  - Assemblage potential
- **Strong market fundamentals**
  - Highway 9 access
  - Visibility
  - Depth of lot
- **Representative of market variation**
  - Provide choice for further assessment
  - Breadth of market challenges/opportunities

# 426-442 SOUTH ATLANTA STREET

## ■ Context

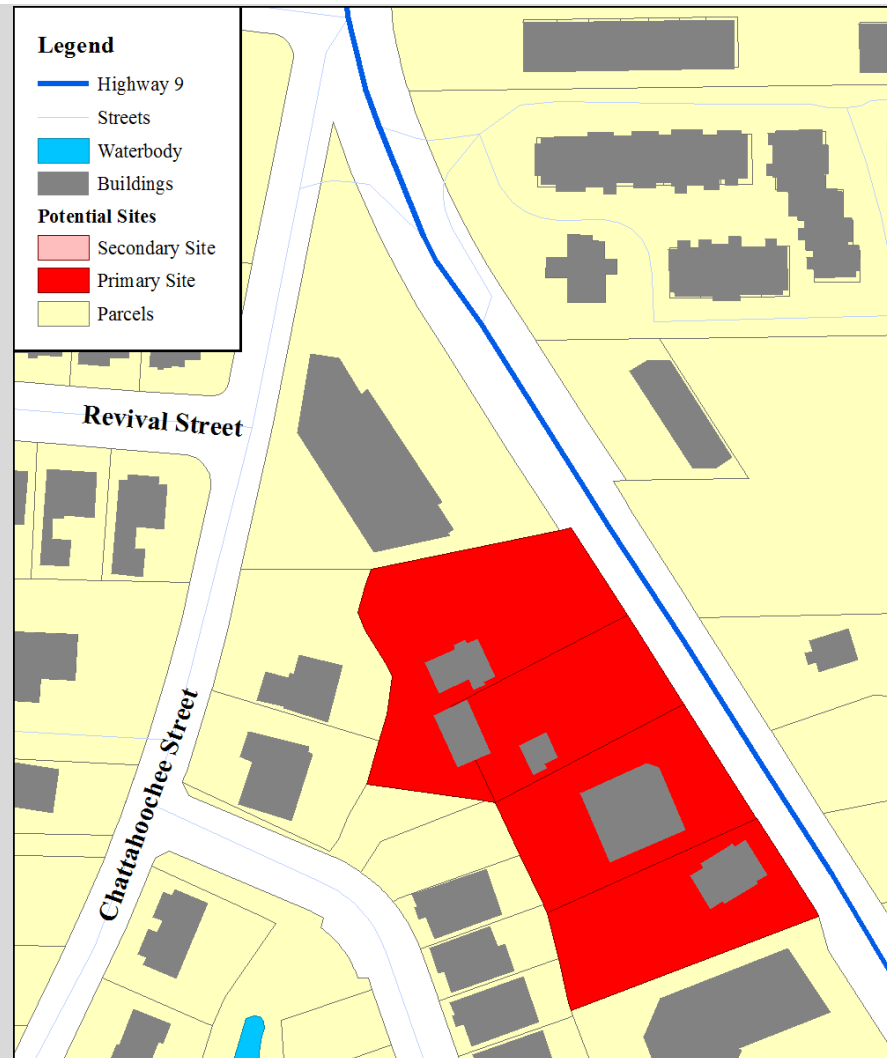
- Incongruous uses to surrounding area
- Potential for greater development intensity
- Enhance the existing commercial spaces

## ■ Concept

- Mixed use commercial-residential infill development

## ■ Challenge

- Currently are performing assets
- Multiple owners
- Shallow lot depth





# 659-685 ATLANTA STREET

## ■ Context

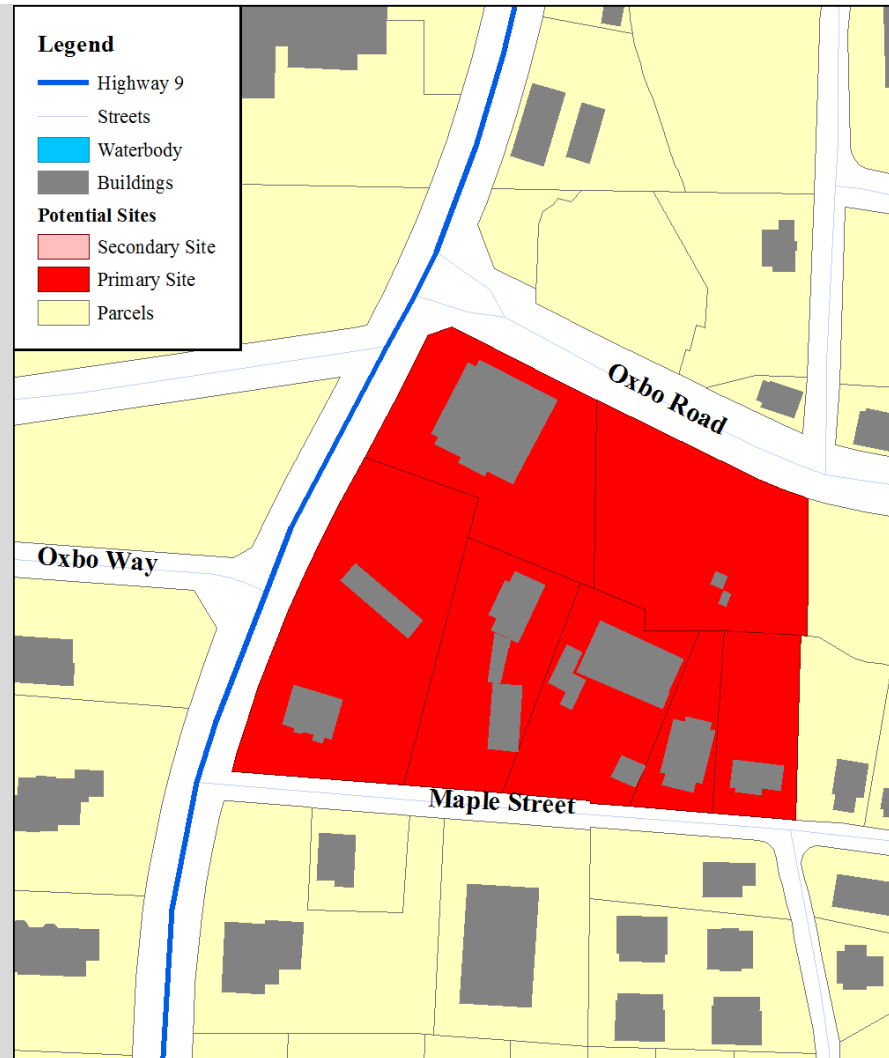
- Prominent location between two historic districts
- Potential catalytic influence on neighboring properties

## ■ Concept

- Enhance pedestrian scale development
- Increase consumer base for S. Atlanta street retailers
- Connect destinations

## ■ Challenge

- Relocating hardware store
- Property assemblage



# SOUTHERN SKILLET TRIANGLE

## ■ Context

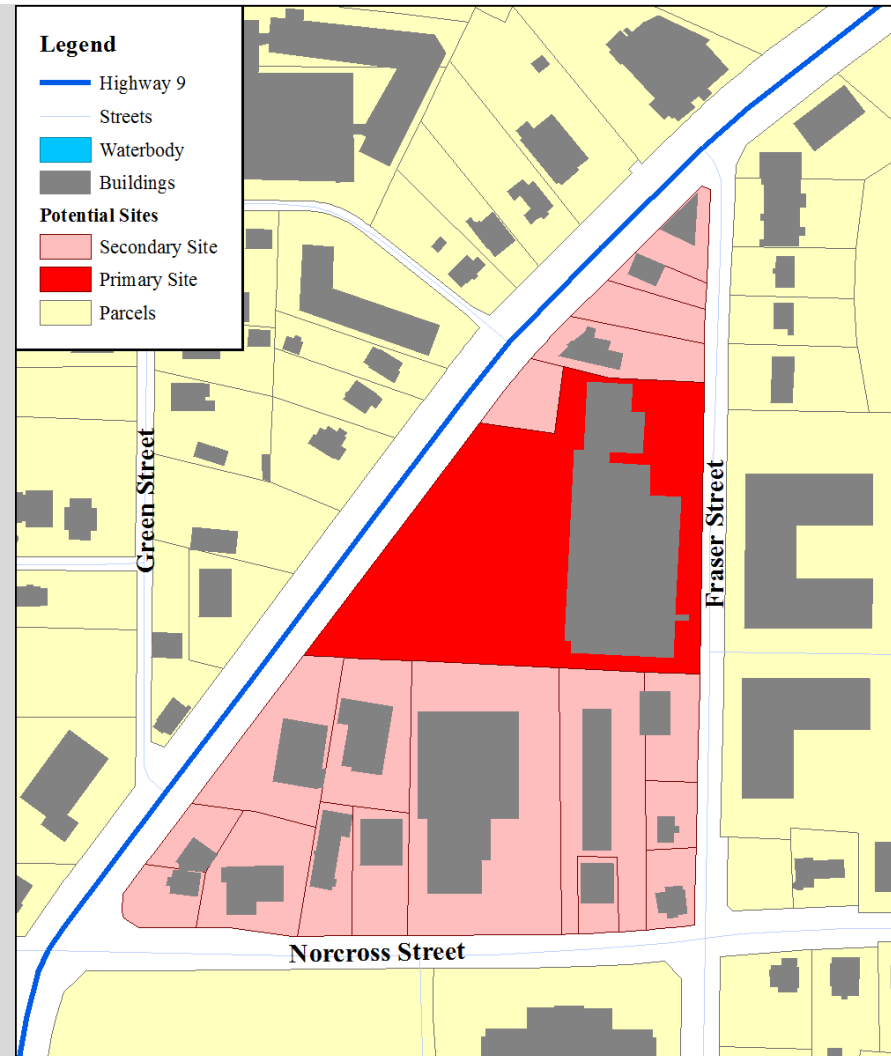
- Improve market connection between Holcomb Bridge Road and Canton Street
- Catalyze (re)investment
- Public private partnership

## ■ Concept

- Create live-work development
- Build upon City Walk energy
- Connect Canton Street

## ■ Challenge

- City already in RFP process
- Assemblage of out parcels



# 10425-10475 ALPHARETTA HIGHWAY

## ■ Context

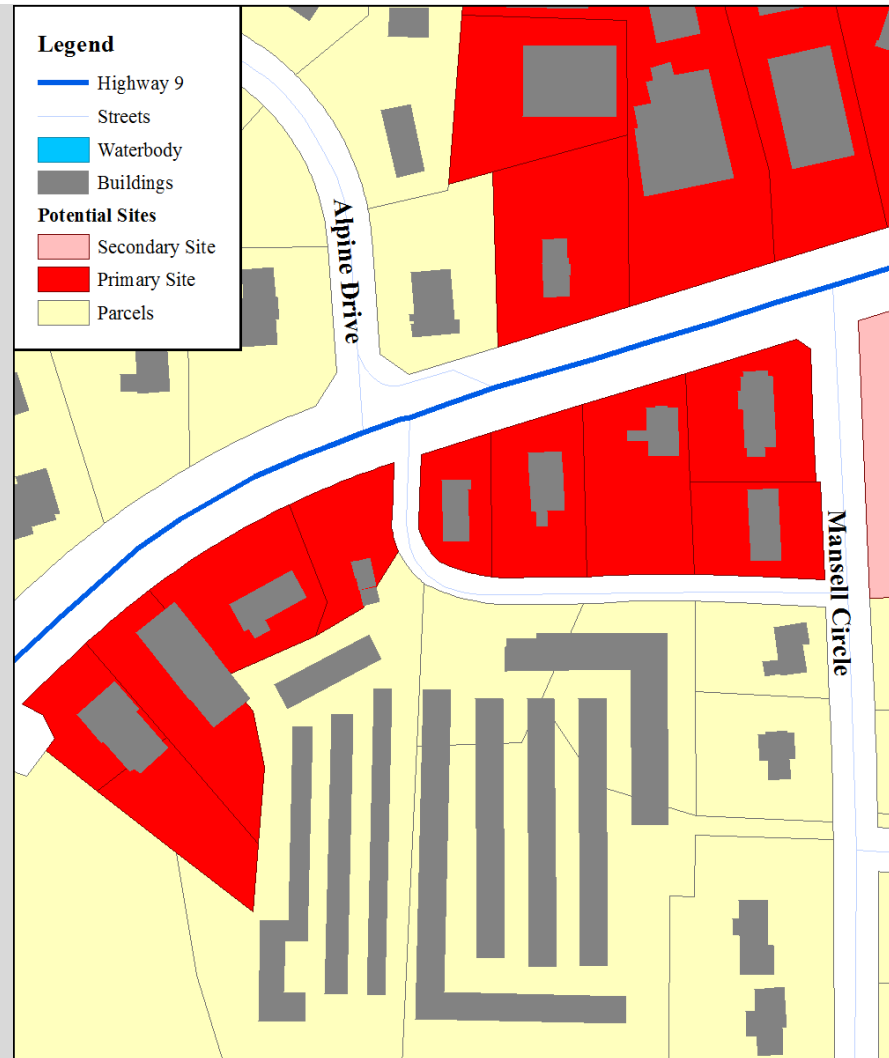
- Highway scale commercial development
- Vacant buildings
- Lower tier tenants

## ■ Concept

- Enhance curb appeal of the Highway 9 corridor
- Improve connectivity of destination areas

## ■ Challenge

- Depth of lots
- Property assemblage
- Cash flow of performing assets



# MANSELL ROAD EXTENSION

## ■ Context

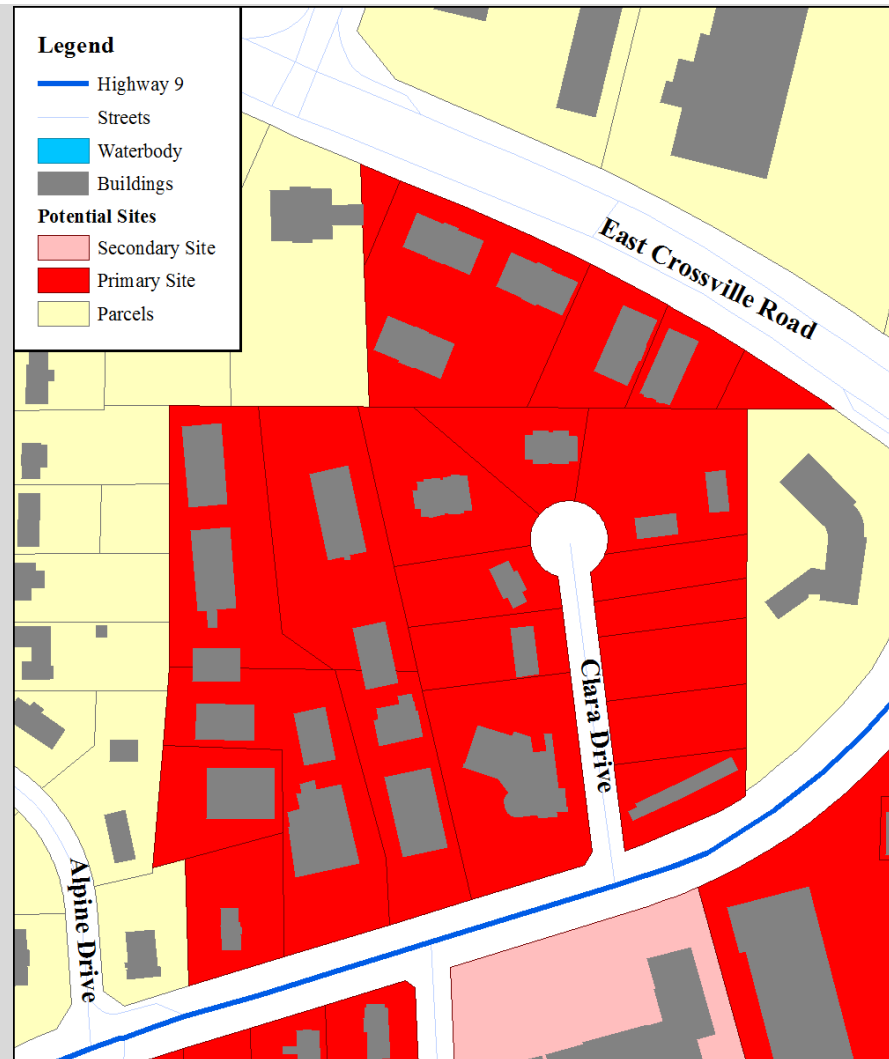
- Mansell Road extension through the site
- Largely vacant/underutilized sites

## ■ Concept

- Take advantage of improved connectivity/access
- Complete intersection concept with Highway 9/Holcomb Bridge

## ■ Challenge

- Property assemblage
- Relocation of several viable businesses
- Bank frontage on corner?



# ROSWELL VILLAGE

## ■ Context

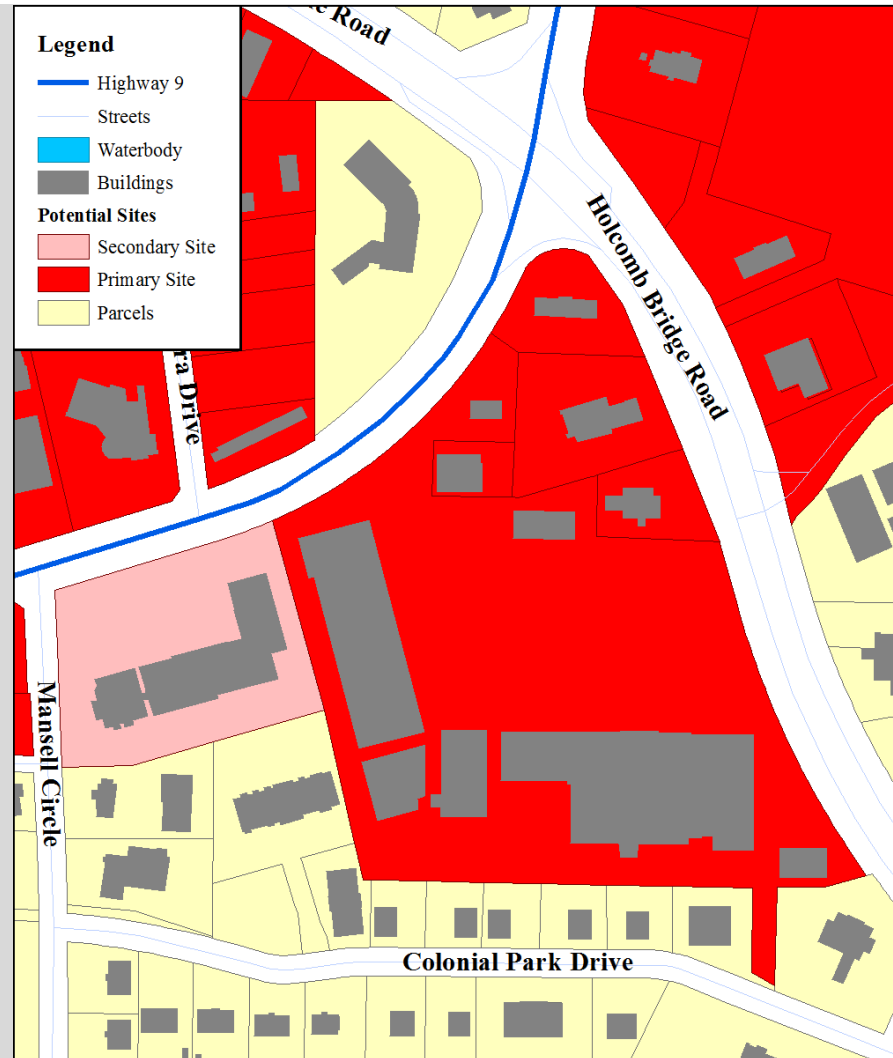
- Underutilized development at 100% intersection
- Shopping center being vacated
- Old Lake Place connection

## ■ Concept

- Complete intersection concept with Highway 9/Holcomb Bridge
- Destination live/work development

## ■ Challenge

- Acquisition of corner
- Owner may already have plans



# ROSWELL TOWN CENTER

## ■ Context

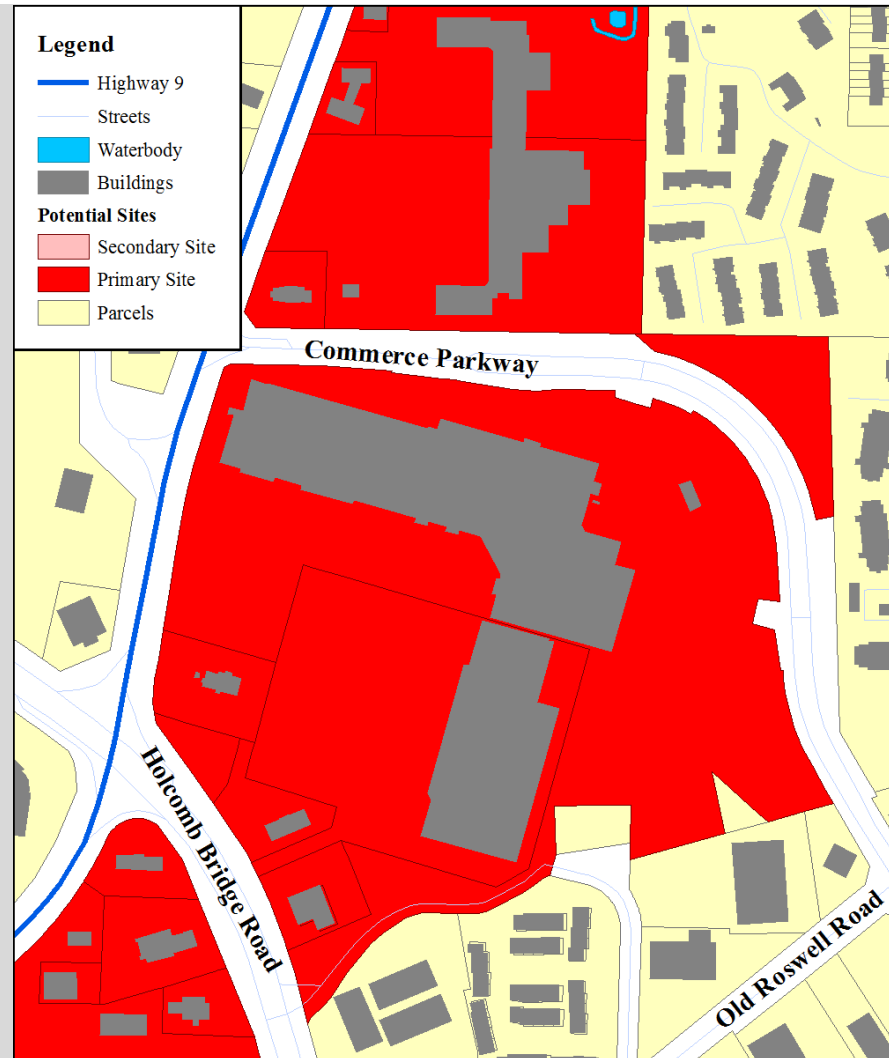
- Underutilized development at 100% intersection
- Essentially single owner

## ■ Concept

- Complete intersection concept with Highway 9/Holcomb Bridge
- Large scale live-work-play concept
- Catalytic project for central Highway 9

## ■ Challenge

- Property substantially occupied
- Owner may already have plans



# BRANNON SQUARE

## ■ Context

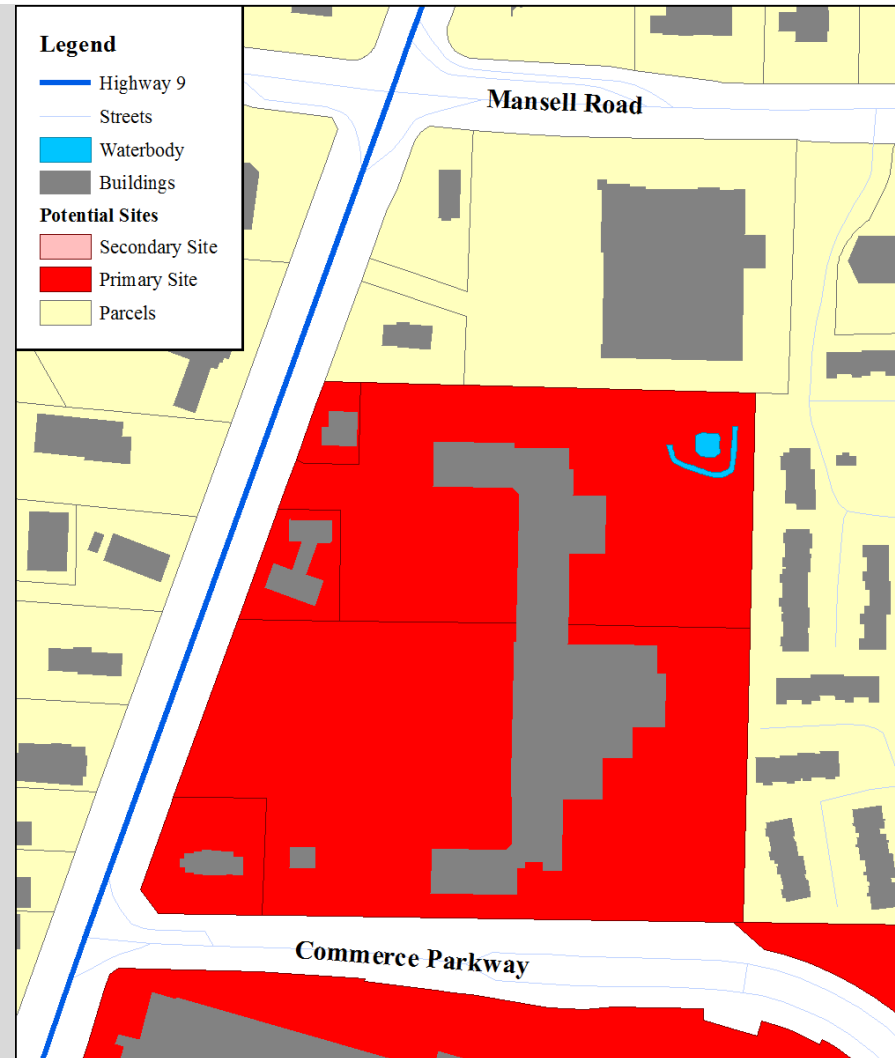
- Functional center, but underutilized from market potential perspective

## ■ Concept

- Extension of Roswell Town Center
- Increase critical mass of Highway 9/Holcomb Bridge Road

## ■ Challenge

- Performing asset
- Serves diverse population
- Market depth for 100% intersection and 'next tier' sites requires phasing



# ROSWELL TRADE CENTER

## ■ Context

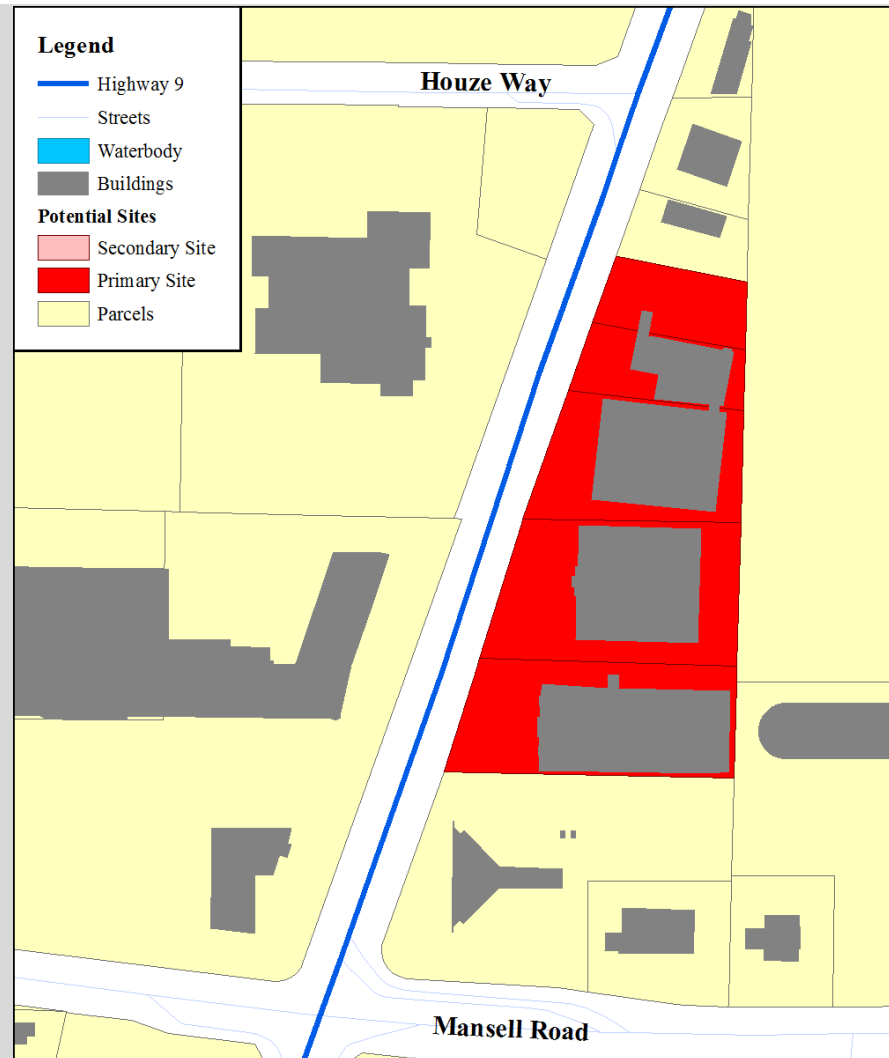
- Mostly inactive commercial properties
- Properties in poor condition

## ■ Concept

- Either substantial rehabilitation or redevelopment
- Rehab will include infill

## ■ Challenge

- Site fairly isolated
- Longer-term opportunity after RTC/Brannon





# ROSWELL SHOPPING CENTER

## ■ Context

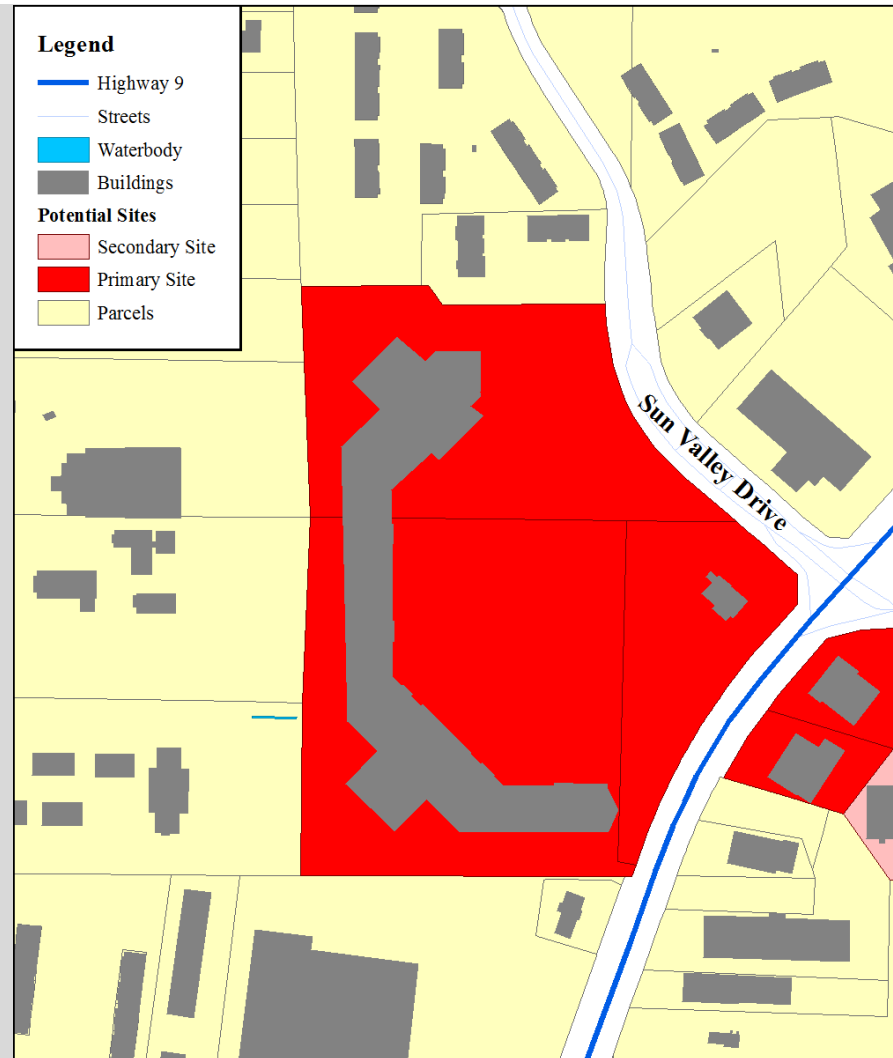
- High vacancy shopping center
- Second and third tier tenants
- Underutilized parcel with too much parking

## ■ Concept

- Potential redevelopment that scales development down further from Highway 9
- Potential for mixed-use development

## ■ Challenge

- Property owner may have plans for the site



# 11033-11053 ALPHARETTA HIGHWAY

## ■ Context

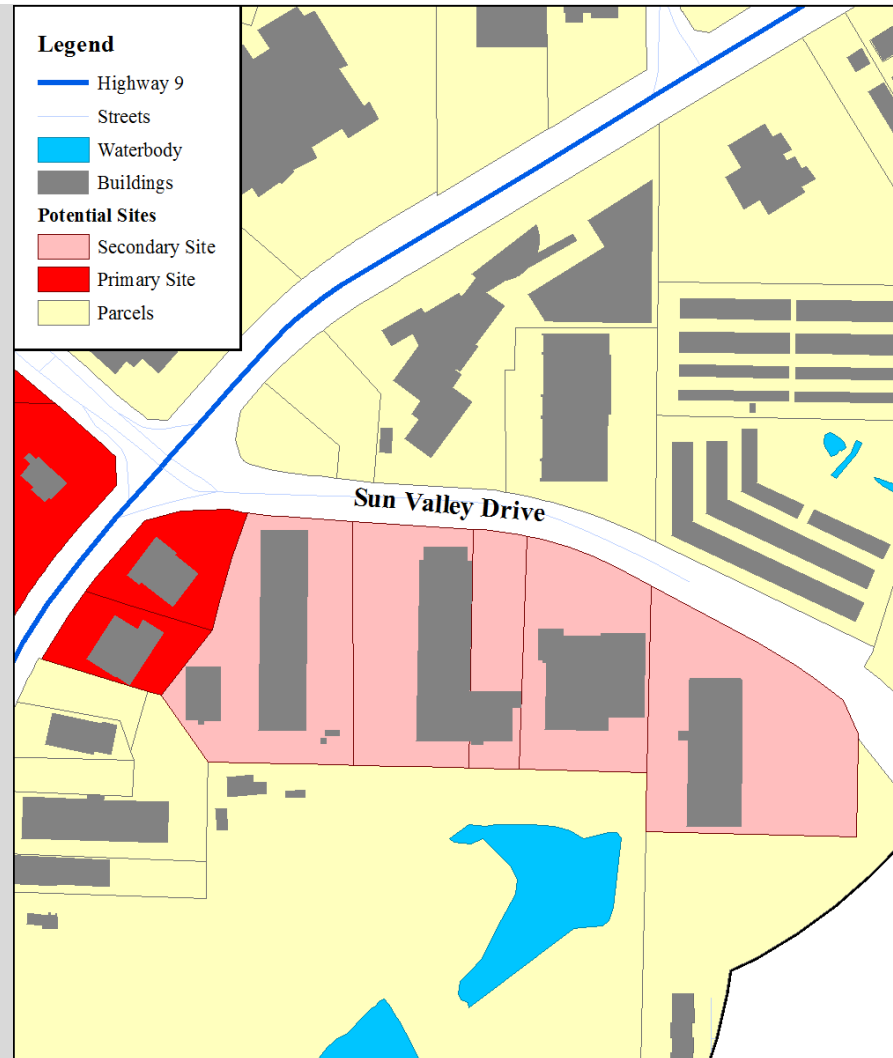
- Vacant commercial building
- Extension of Sun Valley Drive opening up market
- Automotive repair along Sun Valley

## ■ Concept

- Higher and better use as an assemblage
- Extension of Roswell Shopping Center

## ■ Challenge

- Property assemblage
- Depth of lot without the industrial pieces



# ROSWELL FIESTA

## ■ Context

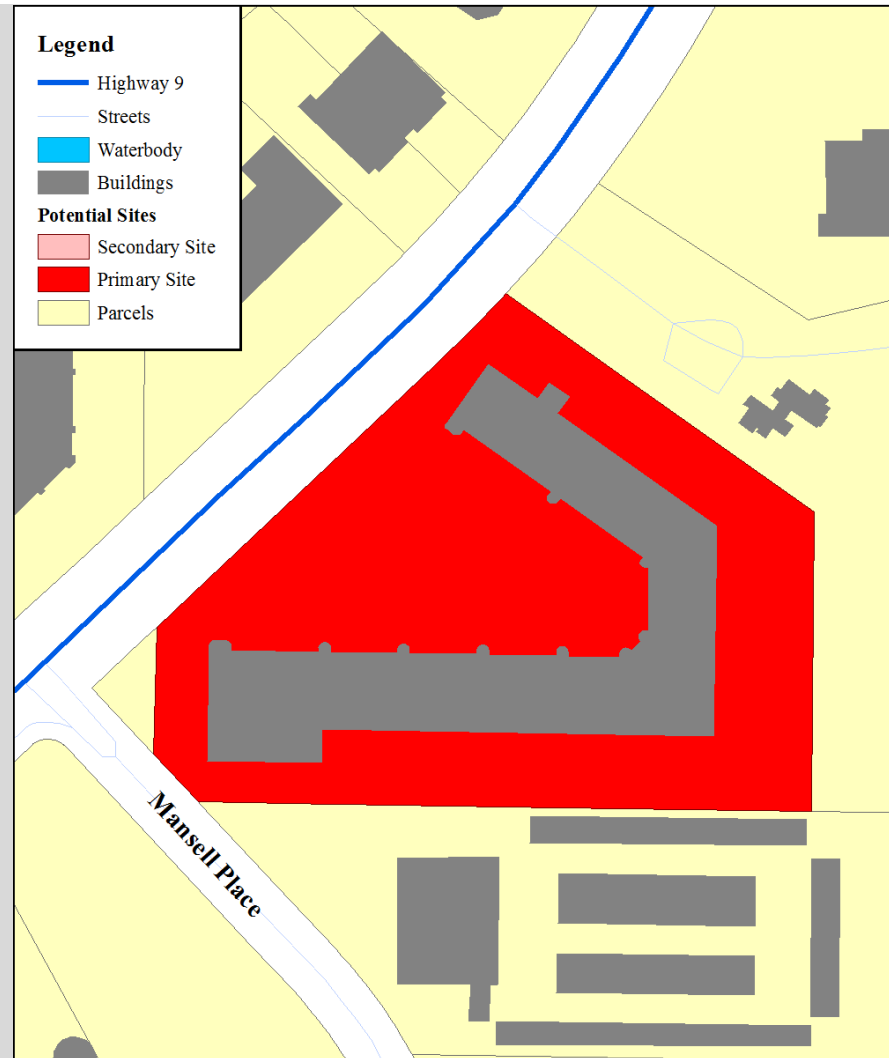
- High vacancy shopping center
- Poor visibility from Highway 9
- Secondary and tertiary uses

## ■ Concept

- Potential residential/mixed use development
- Office/flex gateway to Mansell Place

## ■ Challenge

- Absentee owner
- Tenure of ownership?



# 11331-11551 ALPHARETTA HIGHWAY

## ■ Context

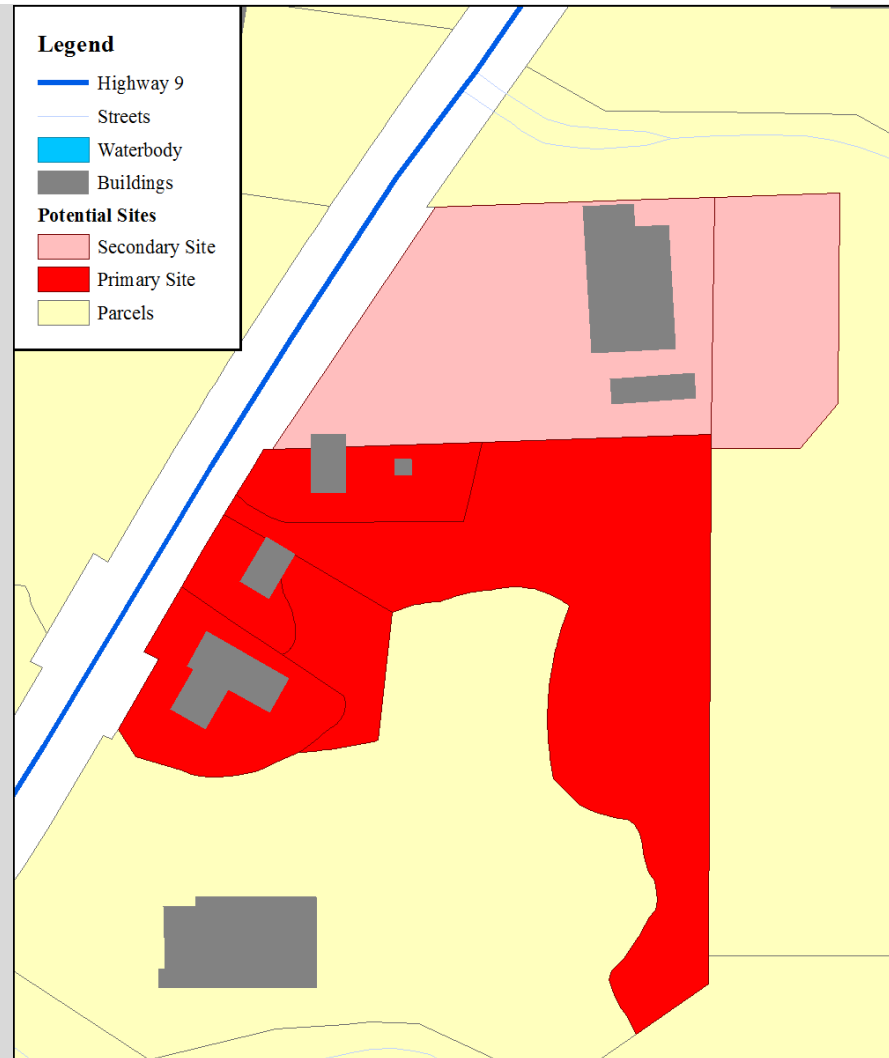
- Ingress/egress safety concerns
- Underutilization as an assemblage

## ■ Concept

- Enhance safety with reduced curb cuts
- Improve consistency with long-term vision of the corridor

## ■ Challenge

- Highly performing assets
- Assemblage
- Depth of lot without sand & gravel parcel



# 11650 ALPHARETTA HIGHWAY

## ■ Context

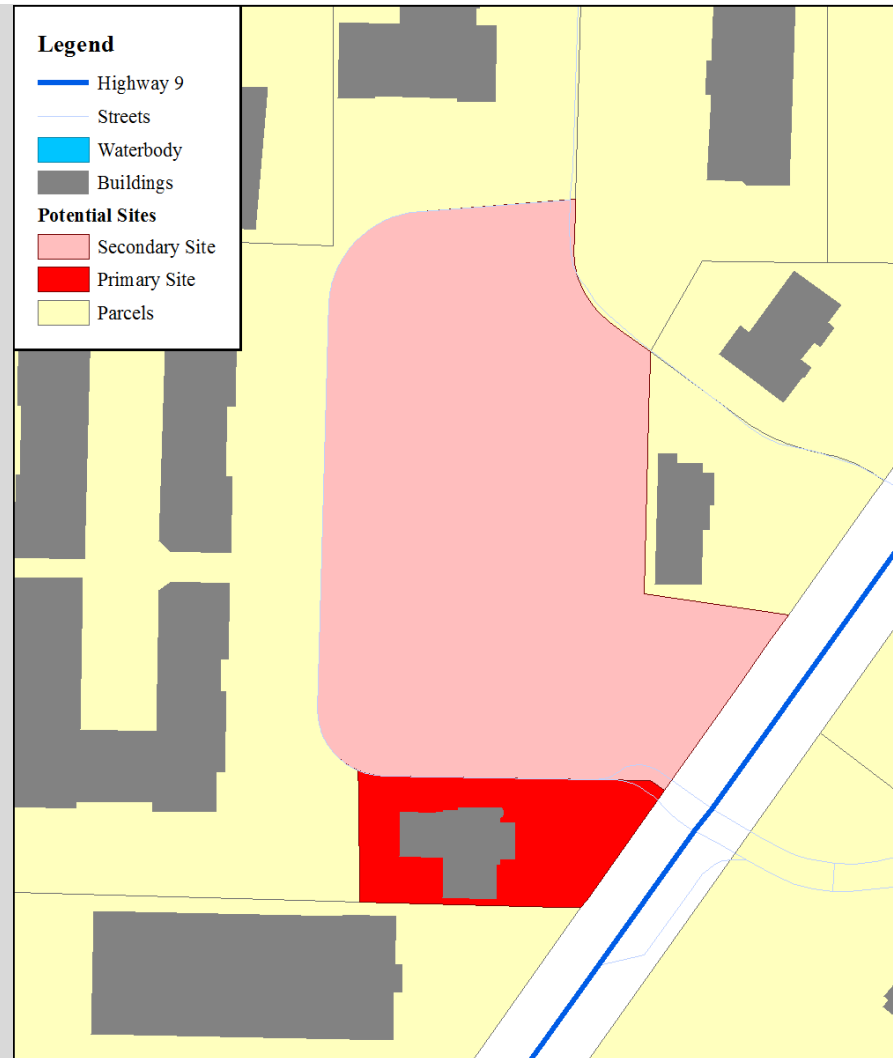
- Vacant bank building adjacent to larger vacant parcel
- Maximize the office park potential of the area

## ■ Concept

- Adaptive reuse of bank building
- Assemblage for expansion of office park

## ■ Challenge

- Market conditions for either concept
- Cost of rehabilitation
- Timing of investment



# RECOMMENDED SITES FOR ANALYSIS

- **Roswell Town Center**
- **659-685 Atlanta Street**
- **Mansell Road Extension**
- **10425-10475 Alpharetta Highway**
- **Roswell Village**
- **Roswell Fiesta**

# Q & A

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