Team

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Introduction
The Challenge

Gwinnett Place CID is seeking a proposal for how it can best position the 90 acre Gwinnett Place Mall site for redevelopment and for securing redevelopment partners that will enhance the community, strengthen the business district, and facilitate long-term growth of the County.
The Challenge

- Mall poses risk of disinvestment to Gwinnett Place.
- The site itself poses many challenges to redevelopment.
- Site has been prime for redevelopment for 5 years but has not sold.
- .....Coronavirus
Scope of Work

1. Existing conditions analysis
2. SWOT analysis
3. Development program
4. Redevelopment strategies
   a. Determine site-specific strategies to better position the site.
   b. Determine infrastructure investment needs.
   c. Identify relevant policies and incentives to incite thoughtful redevelopment.
Property Overview
Great access to local and regional networks
Site at intersection of CID, TAD and State Opportunity Zone
• Total Existing: 87.7 Acres & 1.4M SF; five owners
• Moonbeam Property: 39.07 Acres & 690K SF
  ○ 18% occupied with mostly short-term tenants
Local amenities & transit connections
Analysis
## SWOT Analysis

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Development Program

Source: Gwinnett Daily Post
Adaptive Reuse/Office as Anchoring Use

- Benefits
  - Cost - LOW
  - Time - FAST
- Post-Covid office solution
  - Scale - 1-2 Stories
  - No elevators
  - Direct tenant entry from surface parking
  - Tenant controlled HVAC

Westfield Sears Redevelopment (CA)  Westside Pavilion (CA)
Mixed-use Transit-oriented Development

Adaptive Reuse/Office

Residential (mixed types)

Retail as Amenity

Entertainment

Flex/Greenspace
Suburban Mall Retrofit Precedents

- Bellmar (CO)
- Mizner Park (FL)
- Mosaic (VA)
- Domain (TX)
- Dallas Midtown (TX)
- Bellmar (CO)
Recommendations
Goals

1. Incentivize Moonbeam to sell
2. Attract institutional developer
3. Ensure right type of development
Incentivize Moonbeam to Sell

- Code enforcement
- Research Covenants, Easements, and Agreements among the Owners
- Relocate the Existing Tenants
Attract Institutional Developer

- Reduce complexity of deal
- Make the deal economically feasible
- Improve Gwinnett Place brand/identity
- Fast-track improvements
- Create an executable site plan
- Relaunch cohesive marketing campaign
Reduce Complexity of Deal

Strategies:

- County gains control of and aggregates multiple sites
  - Fee simple or ground lease
- MOUs with adjacent property owners
- Entitlements/Zoning
- Purchase options with adjacent parcels
Make The Deal Economically Feasible

At Moonbeam’s asking price, the deal does not work without incentives.

- Annex into Federal Opportunity Zone (OZ)
- TAD: new bond issuance or expansion
- Predevelopment Loan
- Property Tax Abatement
- Impact Fee Credits
- Infrastructure Grants
- Continuation of State OZ
Improve Gwinnett Place Brand & Identity

- Rebranding Effort
- Matching Facade/Improvement Grants
- Near-term Activation
- Public Park/Green Space
- Zoning Changes to allow for above items
Rebranding Effort
Rebranding Effort (Murals)
Matching Facade/Improvement Grants
Near-term Activation of Mall Site
Fast-Track Improvements

- 2017 Gwinnett Place LCI 15-Year Update
- Missed Opportunities/Additional Connectivity
- Near-term improvements
  - McDaniel Farm Park Connection
    - Via Commerce Drive or new connection
  - Transit Center Connection
  - Ring Road Complete Street/Multi-use Path
Create Executable Site Plan

1. Engage an architect/land-planner
2. Create site plan based on proposed development program
3. Engage consultant to assist with underwriting
4. Determine incentives that may be needed
Relaunch Cohesive Marketing Plan

- Relaunch marketing once economy starts to recover
- Targeted to qualified developers
- Plan should outline:
  - Easy path forward to a larger scale project,
  - Incentives that the County is willing to offer,
  - Easy entitlement process
- Joint effort between all constituents

Sample marketing materials
Ensure “Right” Type of Development

- Rezone parcels
- Create or expand overlay district
- Create Gwinnett Place master plan
Rezone Parcels or Create Overlay District

- Rezone for mixed-use
- Create new overlay district
- Extend overlay district
Create Gwinnett Place Master Plan

Midtown Alliance Owner’s Manual

Buckhead Redefined Master Plan

CAP Master Plan
# Implementation

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<th>Medium Term (1-2 years)</th>
<th>Long Term (2+ years)</th>
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<td>Relaunch Mall marketing campaign</td>
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<td>Research agreements</td>
<td>GP Master Plan</td>
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<td>Determine subsidy strategy</td>
<td>Rezone/Overlay District</td>
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With these strategies, we believe that Gwinnett Place CID, in partnership with the County, can successfully facilitate the sale and redevelopment of the Gwinnett Place Mall site. Further, these strategies will ensure that the redevelopment enhances the community, strengthens the business district, and facilitates the long-term growth of the County.
Thank You