

# Gwinnett Place Mall Reimagined

ULI Center for Leadership mTAP



GWINNETT PLACE  
COMMUNITY IMPROVEMENT DISTRICT



Urban Land  
Institute



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# Team

# Agenda

1. Introduction
2. Property Overview
3. Analysis
4. Development Program
5. Recommendations



# Introduction



Source: Gwinnett Daily Post

# 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



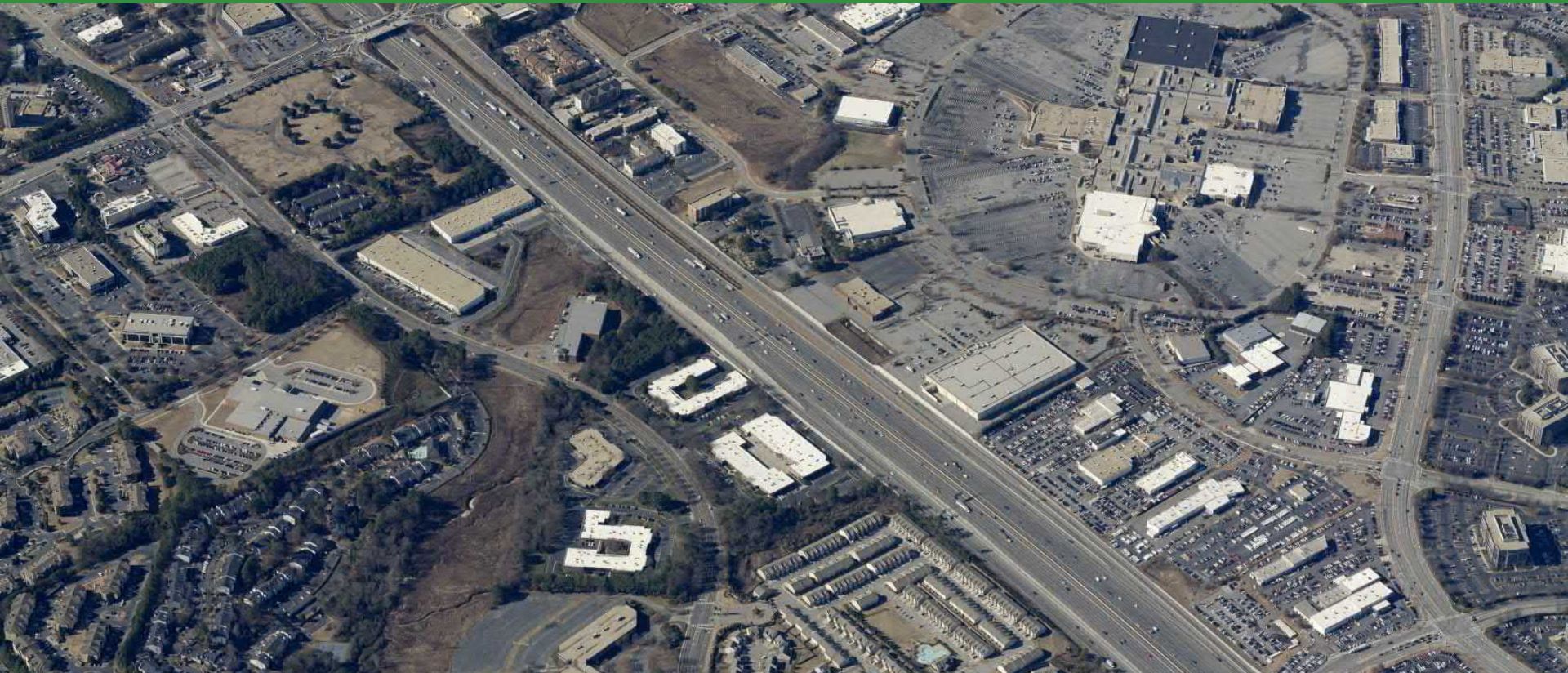
# Scope of Work

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.

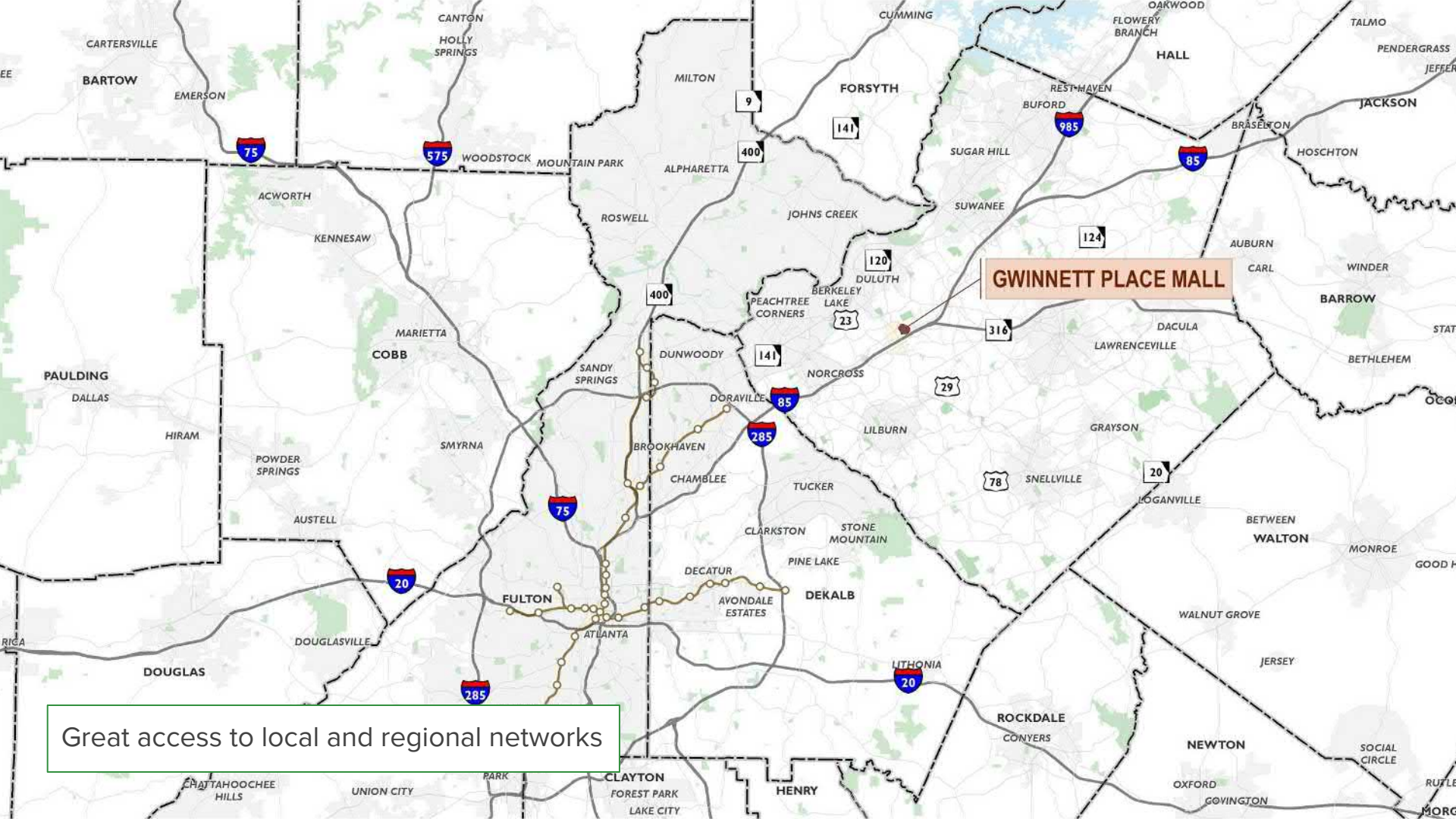




# Property Overview



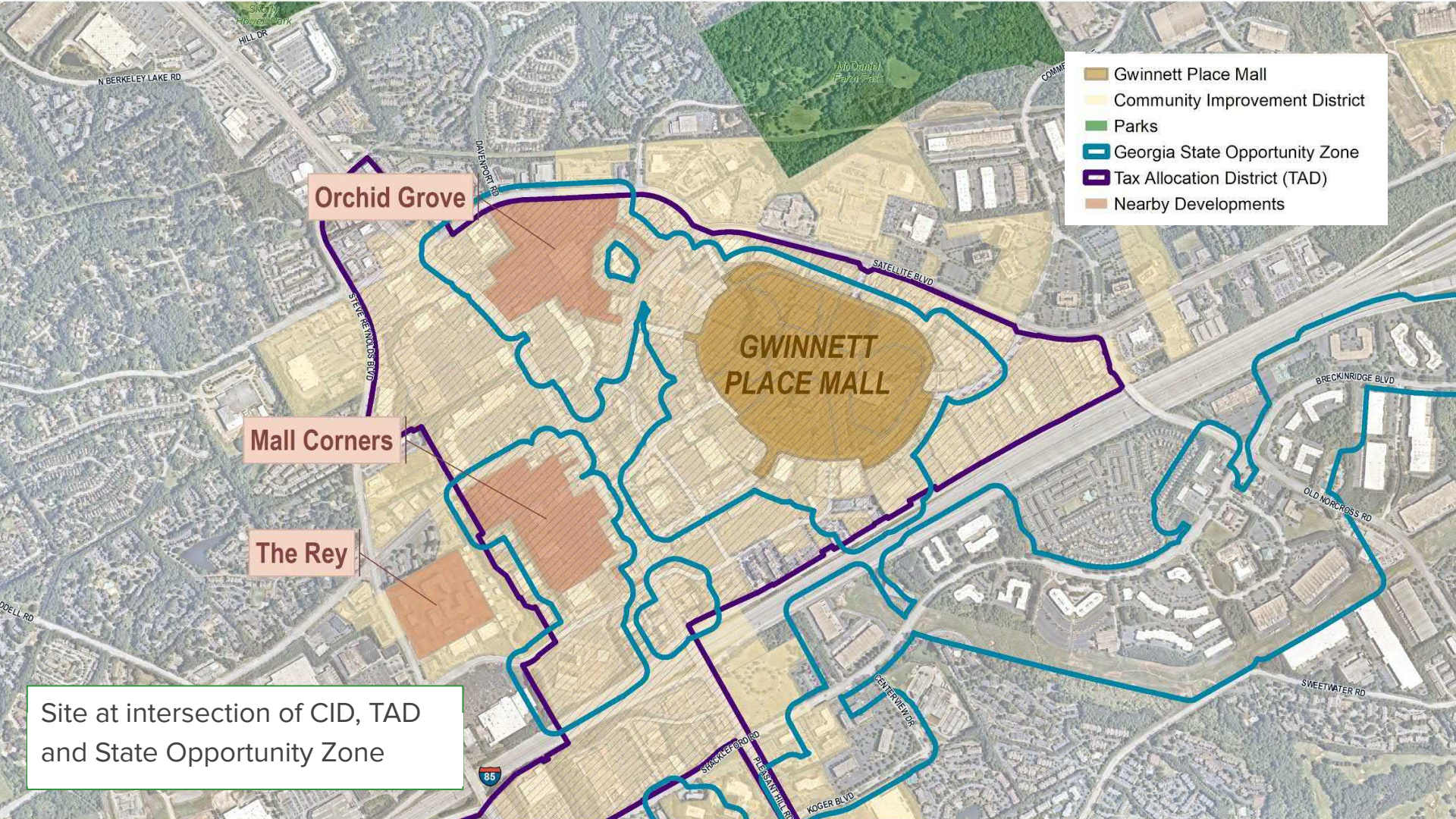




GWINNETT PLACE MALL

Great access to local and regional networks





- Gwinnett Place Mall
- Community Improvement District
- Parks
- Georgia State Opportunity Zone
- Tax Allocation District (TAD)
- Nearby Developments

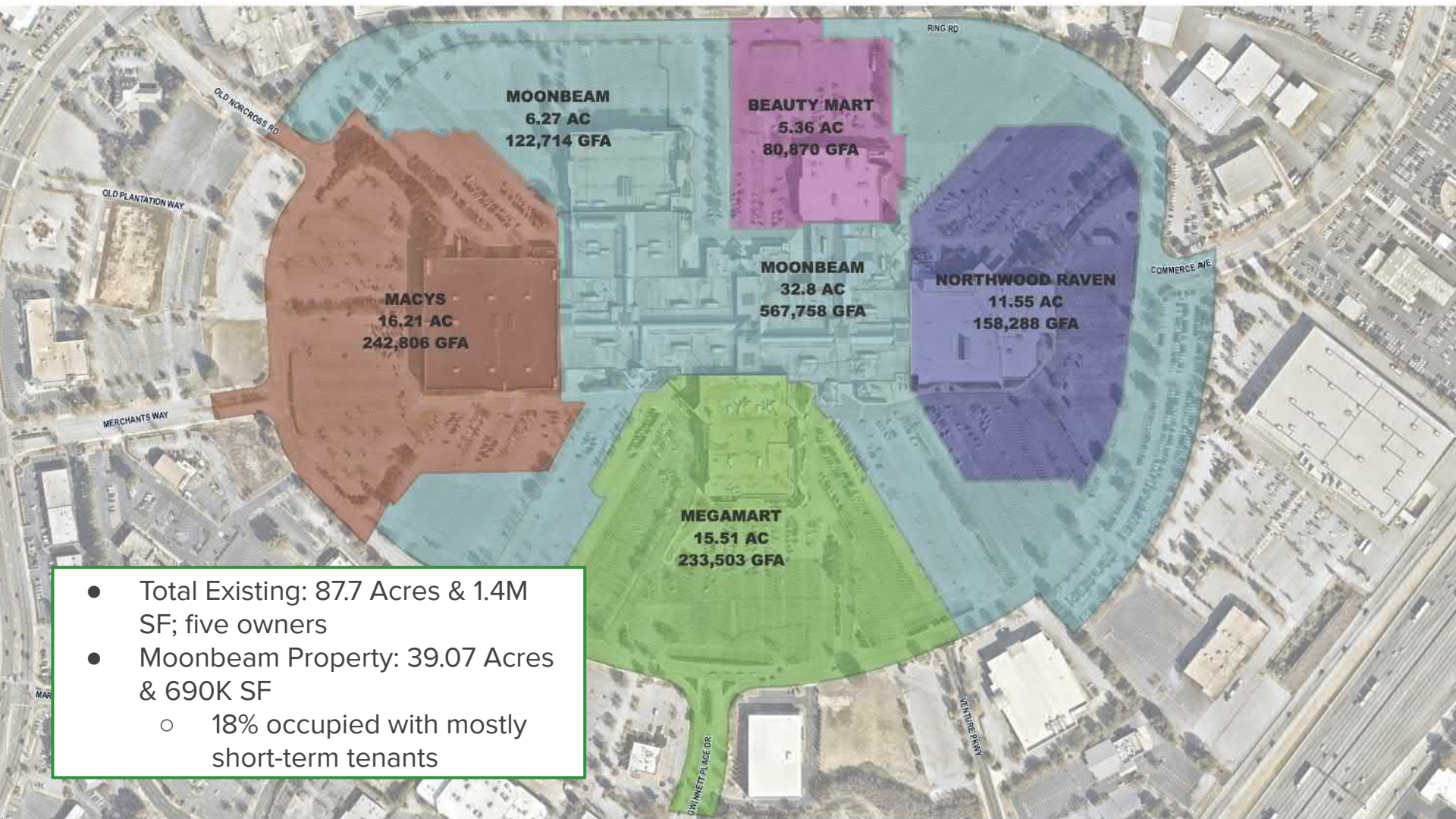
Orchid Grove

Mall Corners

The Rey

Site at intersection of CID, TAD and State Opportunity Zone





**MOONBEAM**  
6.27 AC  
122,714 GFA

**BEAUTY MART**  
5.36 AC  
80,870 GFA

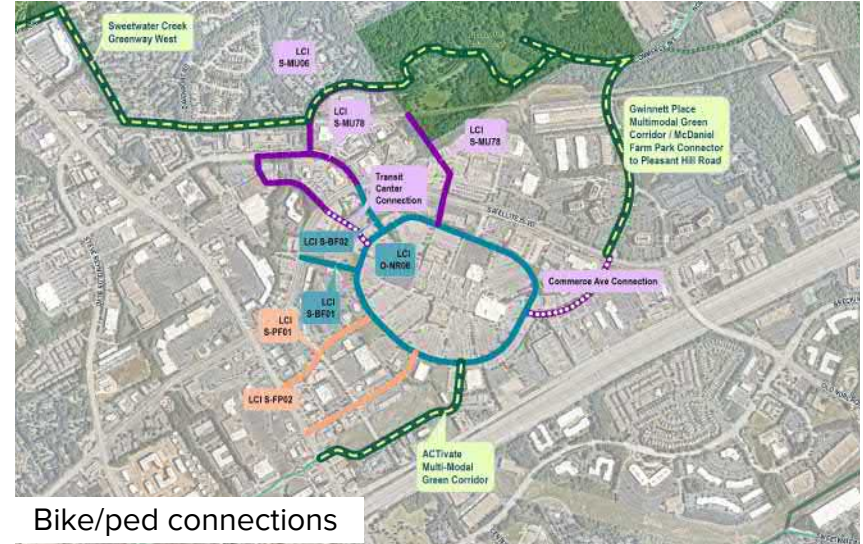
**MACYS**  
16.21 AC  
242,806 GFA

**MOONBEAM**  
32.8 AC  
567,758 GFA

**NORTHWOOD RAVEN**  
11.55 AC  
158,288 GFA

**MEGAMART**  
15.51 AC  
233,503 GFA

- 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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	STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Site	Existing structures	Ownership complexity	Moonbeam sale & Other owners	Price tag
Location	Accessibility & adjacencies	Branding/image	Infrastructure investments	Other new developments
Real Estate Market	Household growth	No housing, saturated retail	Housing creation	Competing sites
Population	Growing population	Ability for GP to capture population	Desire for mixed-use	Coronavirus
Government	GPCID & County	Limited influence	County elections	Limited resources/interest



# 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

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Adaptive Reuse/Office



Residential (mixed types)



Retail as Amenity



Entertainment



Flex/Greenspace



# Suburban Mall Retrofit Precedents

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Bellmar (CO)



Mizner Park (FL)



Mosaic (VA)



Domain (TX)



Dallas Midtown (TX)



Bellmar (CO)



# Recommendations



**GWINNETT PLACE MALL FOR SALE**

**CBS 46**

6:07 68°

Source: CBS46

**GWINNETT COUNTY**



# 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

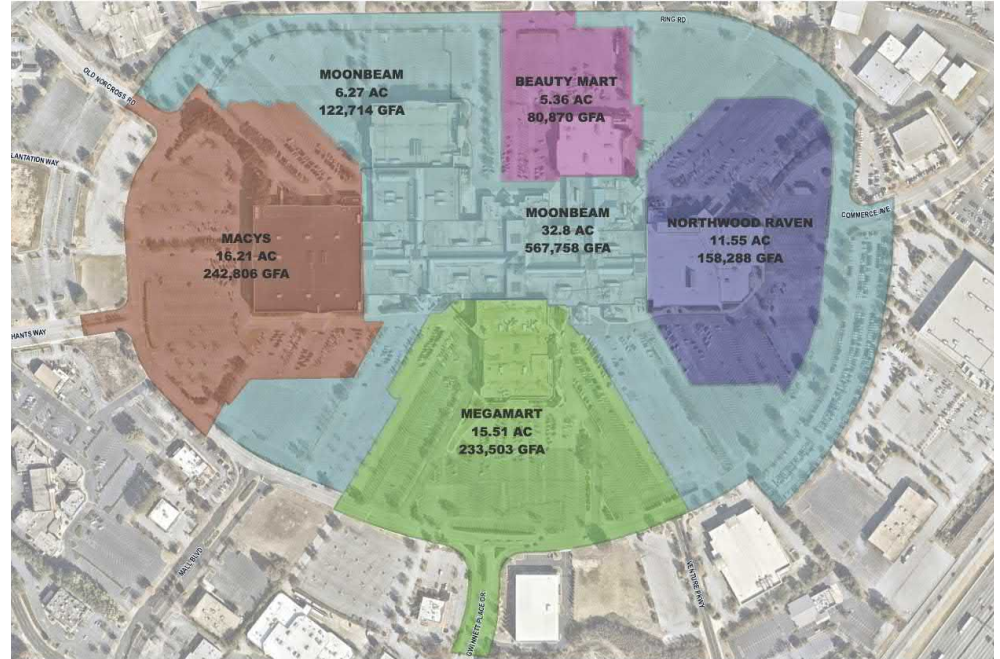
- Reduce complexity of deal
- Make the deal economically feasible
- Improve Gwinnett Place brand/identity
- Fast-track improvements
- Create an executable site plan
- Relaunch cohesive marketing campaign



# Reduce Complexity of Deal

## Strategies:

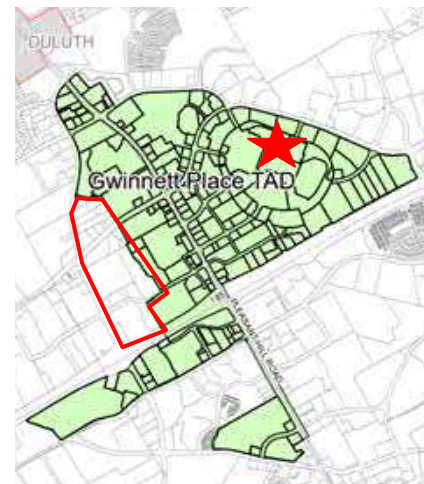
- County gains control of and aggregates multiple sites
  - Fee simple or ground lease
- MOUs with adjacent property owners
- Entitlements/Zoning
- Purchase options with adjacent parcels



# 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



- ★ Gwinnett Place Mall
- Potential TAD Expansion

# 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



*Atlantic Street Alive rolls into the Westside this weekend!*  
Sunday, June 24th 4-8pm  
Herndon St and around 40th south of I-285/Interstate Ave



# Rebranding Effort (Murals)

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# Matching Facade/Improvement Grants

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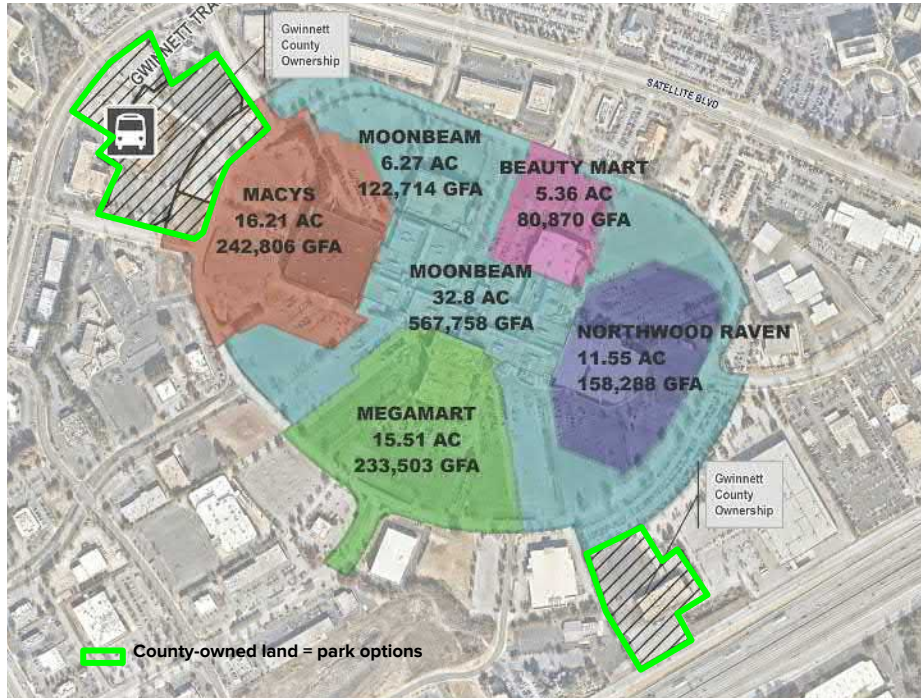


# Near-term Activation of Mall Site

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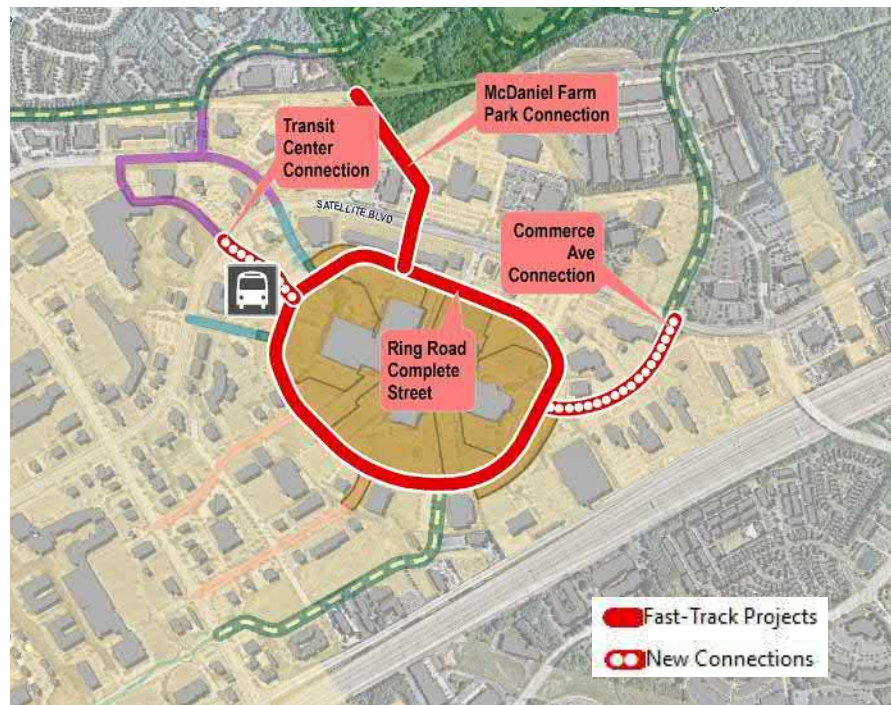
# Public Park/Green Space





# 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





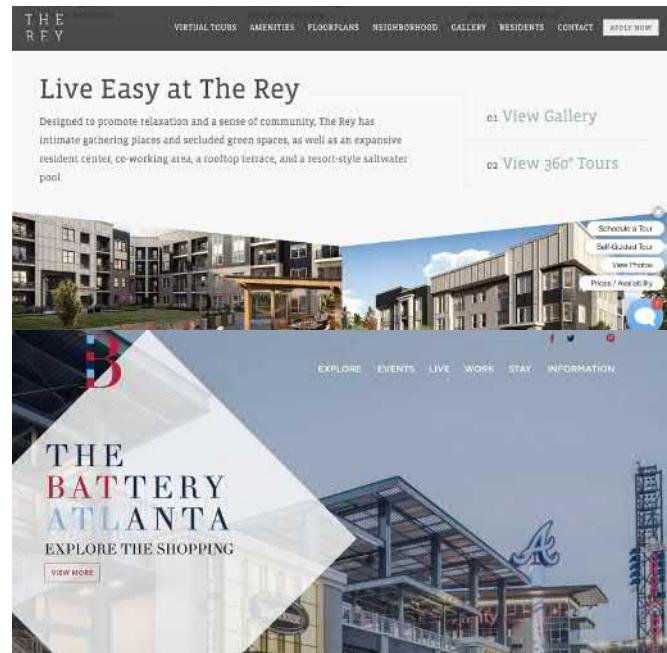
# Create Executable Site Plan

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*

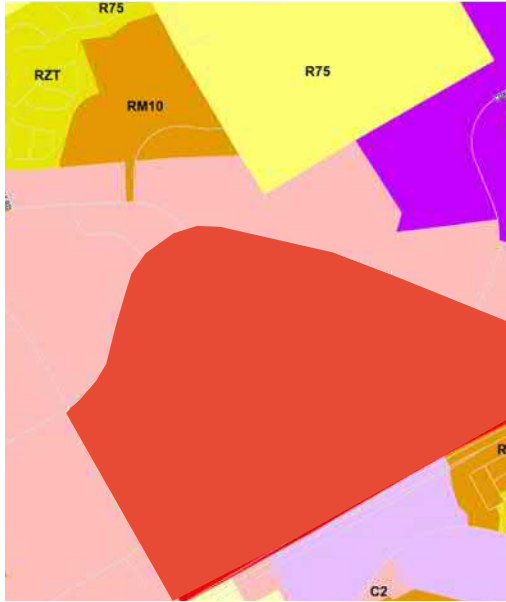
# Ensure “Right” Type of Development

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

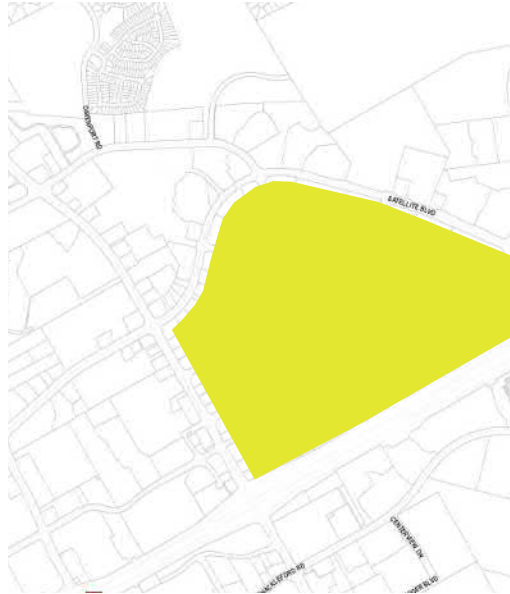




# Rezone Parcels or Create Overlay District



Rezone for mixed-use



Create new overlay district



Extend overlay district

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# Implementation

	Short Term ( < 1 year)	Medium Term (1-2 years)	Long Term (2+ years)
GPCID	Relocate Tenant  Executable Mall site plan  Research agreements	Improve GPCID Brand/Identity  Relaunch Mall marketing campaign  GP Master Plan	Fast track improvements
County	Code Enforcement	Reduce complexity of the deal  Determine subsidy strategy	Make deal economically feasible  Rezone/ Overlay District



**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.**

# Gwinnett Place

Thank You

