

# SMYRNA SITE

Mini Technical Assistance Panel  
ULI Atlanta Center for Leadership  
Class of 2020



# AGENDA

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- The Team
- Project Overview
- Market / Feasibility Studies
- Proposed Program Elements
- Vision Statement
- Concept Vision



# THE TEAM

**Edrick Harris**

Prestwick Companies  
Multi-family Development  
& Construction

**Ethan Royal**

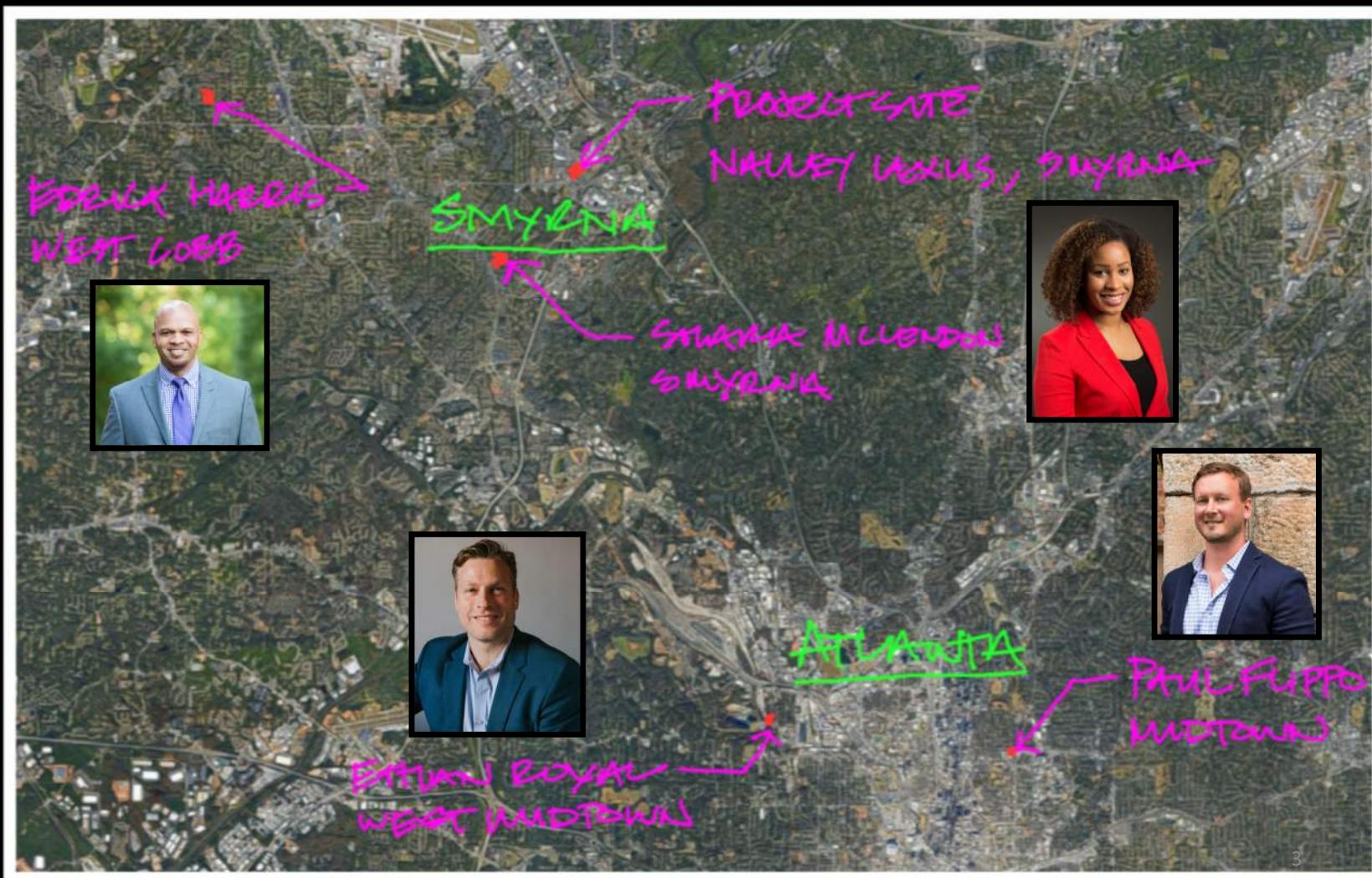
RoyalByckovas  
Architectural Design

**Paul Flippo**

Flippo Civil Design  
Site Development Engineering

**Shara McLendon**

Darden & Company  
Commercial Real Estate  
Development Management





# PROJECT OVERVIEW

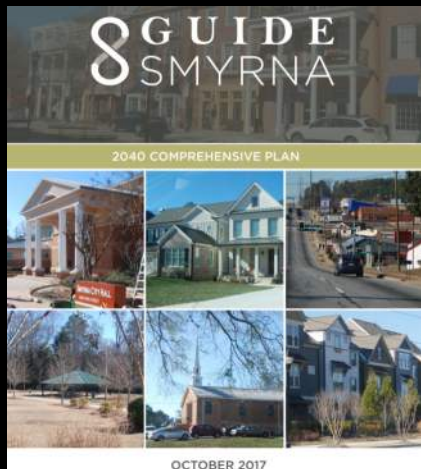
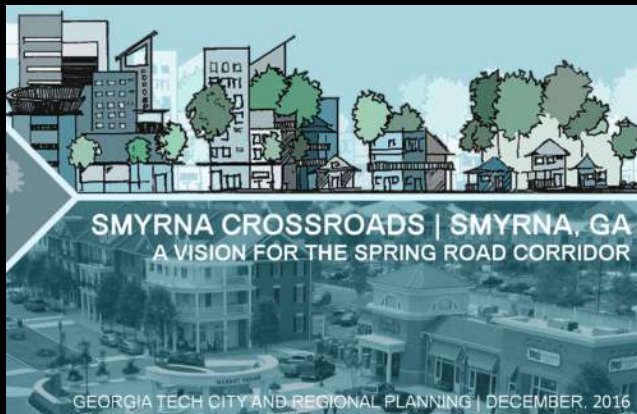
“The City of Smyrna and Cobb County are requesting assistance with visioning and master planning for the site property in Smyrna, Georgia. Due to its location, the subject property is an important part to the redevelopment surrounding area and the implementation of City’s LCI Study. The property does have several challenges address with respect to parcel geometry, and site topography. This property presents an opportunity to work through numerous challenges to develop a meaningful mixed-use project that is consistent with ULI’s mission and priorities.”

## CLIENT:

City of Smyrna  
Russell Martin, AICP  
Director, Community Development



# MARKET / FEASIBILITY STUDIES



## SMYRNA COMMUNITY 2017 SURVEY

659 Responders ages 26-45;  
43% residences, 31% commuters, 21% shoppers,  
0.3% Business Owners

More mobility, safety,  
& connectivity

Better restaurants &  
shopping

Less Traffic,  
Congestion, Lights

Connect from Spring  
Rd to The Battery

80% of responders  
don't use public  
transit

Missing retail is  
grocery store, bakery,  
coffee shop, moderate  
priced shopping store

Increased education in  
families

Less kids in families

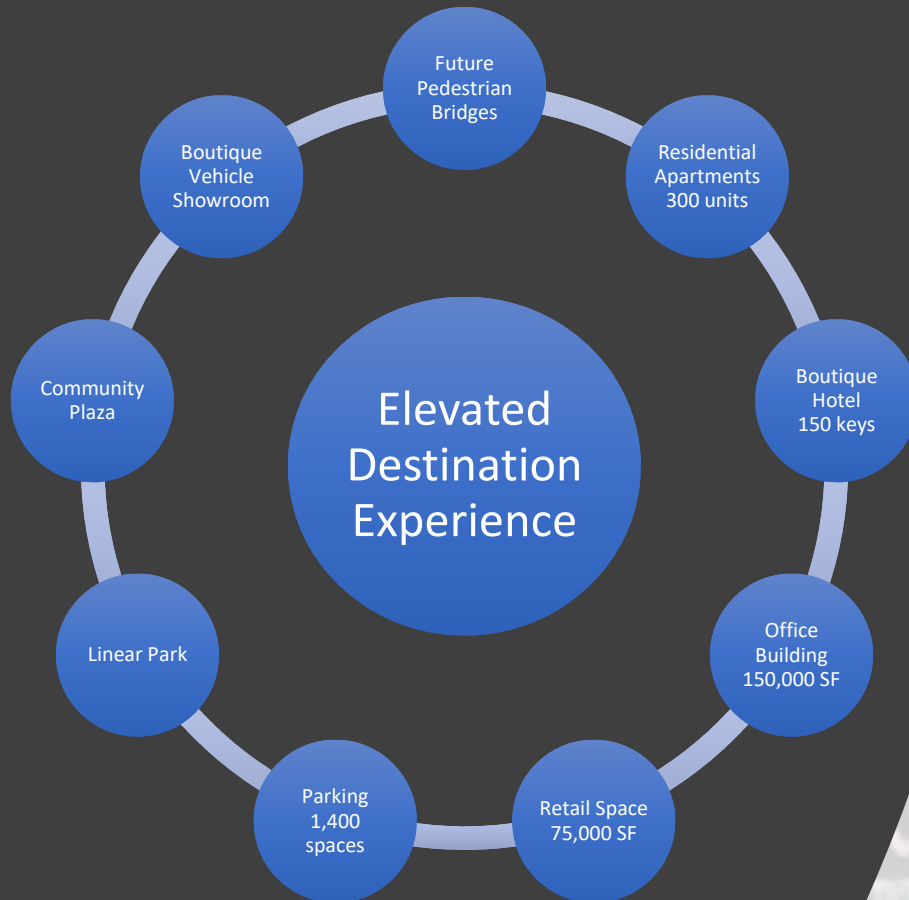
Resource: Spring Rd Corridor LCI dated April 2017

# KEY SITE CHALLENGES





# PROGRAM COMPONENTS



Existing site data	
existing site area - SF	365033
Acres	8.38
existing bldg data	
showroom	40,132
offices	2,256
mechanic	38,520
<b>Total bldg area</b>	<b>80,908.00</b>
existing parking	700 estimated
Proposed bldg data	
office area	150,000
Flr Plate area	28,000
Flr plate eff @ 80%	22,400
# of floors	5.4
Parking	450
<b>Total bldg area</b>	<b>168,000</b> over 6 flrs
Proposed bldg data	
hotel - 150 key	150
Flr Plate area	15,000
Flr plate eff @ 75%	11,250
# of rms / flr	23
# of floors	7
Parking	150
<b>Total bldg area</b>	<b>100,000</b>
Proposed bldg data	
resi - 300 units	300
Flr Plate area	32,000
Flr plate eff @ 85%	27,200
# of rms / flr	36
# of floors	8
Parking	450
<b>Total bldg area</b>	<b>264,706</b>
Proposed bldg data	
single story retail	75,000
Parking	225

# PROPOSED VISION

*To create an elevated lifestyle destination experience that services both local and outside residents and businesses; compliments the neighboring retail, sports, and entertainment amenities, and enhances pedestrian connectivity.*



City of  
**SMYRNA** GEORGIA

*The jonquil city with beautiful parks, thriving business, great location, and bright plans for the future.*





## PROGRAM- OFFICE BUILDING

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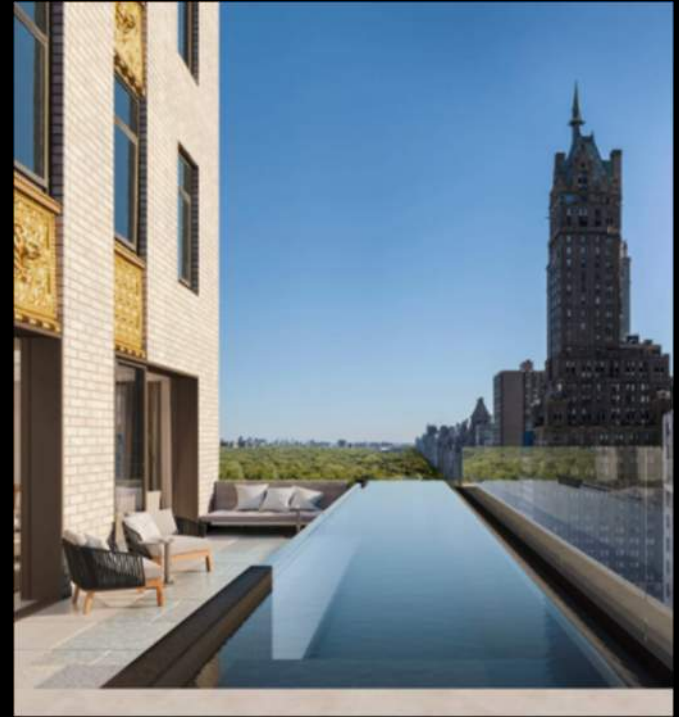




## PROGRAM-RETAIL

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## PROGRAM- BOUTIQUE HOTEL

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## PROGRAM-APARTMENTS

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## PROGRAM - BOUTIQUE VEHICLE SHOWROOM

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# PROGRAM- LINEAR PARK

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## PROGRAM- COMMUNITY PLAZA

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# **PUBLIC PRIVATE PARTNERSHIP**

## **Economic Development Toolbox**

- Tax Allocation District
- Tax Abatement
- Grants and favorable financing from Development Authority of Cobb County



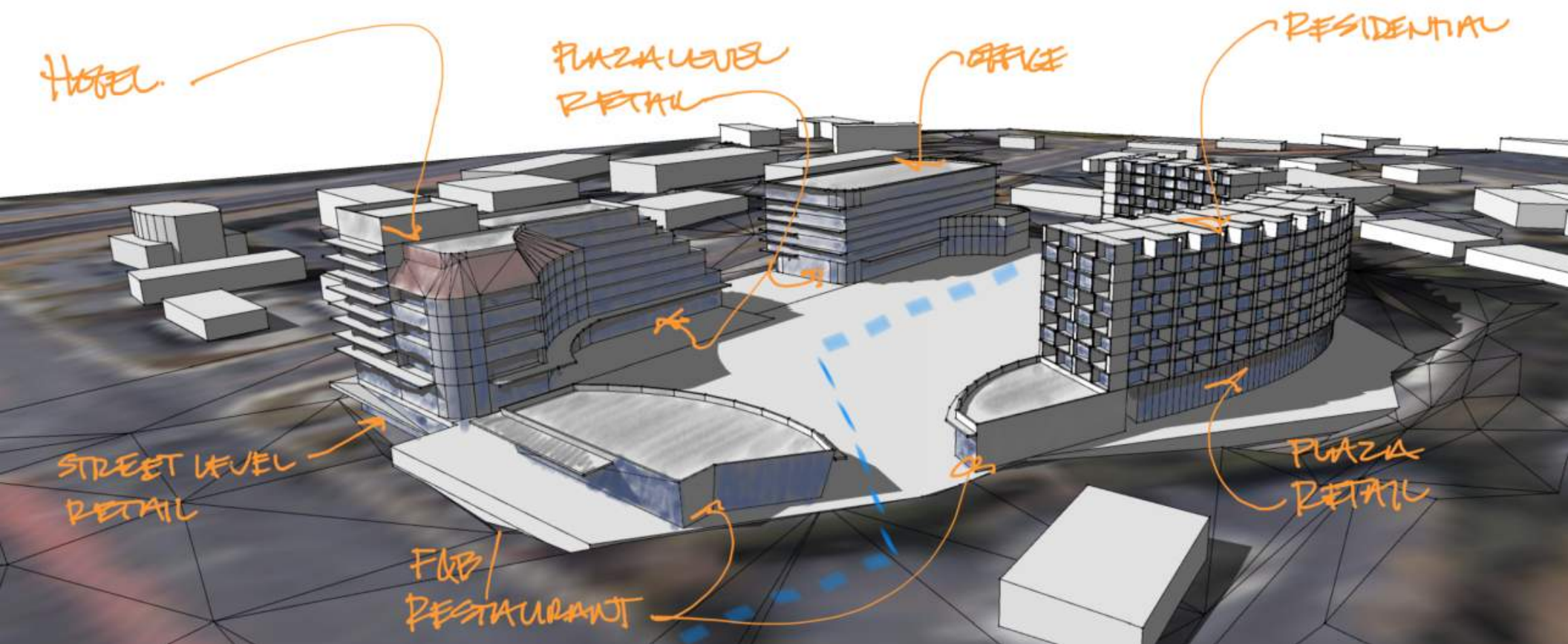
## PROGRAM FUNCTION BY AREA



# FINANCING OVERVIEW

## KEY ASSUMPTIONS

- Land - TBD purchase price
- Office – Fortune 500 tenant or corporate head quarters
- Residential – 300 unit merchant build
- Retail – Accessory retail on the ground floor of each structure
- Hotel – Pad Sale



PROPOSED MASSING PLAN

Space transit moderately  
Residential restaurants Battery Cumberland work  
Spring accessibility property unique businesses city  
development Grocery opportunity Building public pedestrian destination  
access community neighborhoods shopping grocery connectivity Experience Baseline signature  
Nalley local Road Lexus Cobb Mall amenities Store Attract mixed-used  
I-285 mobility Apartments apartments Office Braves