SMYRNA SITE

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

- 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
“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

- Alignment with City, People, Community
- Topography & Geometry
- Existing Property Owner
- High Traffic Congestion
- Connection to Public Transit
- Limited Pedestrian Access
- Utility Easements
PROGRAM COMPONENTS

Future Pedestrian Bridges
Residential Apartments 300 units
Futuristic Pedestrian Bridges
Residential Apartments
300 units

Boutique Vehicle Showroom
Boutique Hotel 150 keys
Boutique Highway Showroom
Boutique Hotel
150 keys

Office Building 150,000 SF
Office Building
150,000 SF

Retail Space 75,000 SF
Retail Space
75,000 SF

Elevated Destination Experience
Elevated Destination Experience

Community Plaza
Linear Park
Parking 1,400 spaces
Parking
1,400 spaces

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Existing site data

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Proposed bldg data

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Proposed bldg data

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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.
PROGRAM - OFFICE BUILDING
PROGRAM-RETAIL
PROGRAM - BOUTIQUE HOTEL
PROGRAM-APARTMENTS
PROGRAM - BOUTIQUE VEHICLE SHOWROOM
PROGRAM- LINEAR PARK
PROGRAM - COMMUNITY PLAZA
Economic Development Toolbox

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