

Section II

Proposed Development Vision and Program - Describe the overall vision and recommended development program for the Southern Skillet site.

- a. A conceptual site plan, square feet of key commercial components, unit counts for and residential products;
- b. Illustrations and estimated price ranges for commercial and any residential units included to be offered including photographs, renderings or floor plans as applicable;
- c. A preliminary estimate of the total construction cost and end value of the development;
- d. A financial pro forma which sufficiently demonstrates the project's underlying feasibility and basis for the financial terms being offered (see Section 3.3.4);
- e. Alternate plans if more than one concept is under consideration;
- f. Estimate a phasing plan/timing for the overall development.

Market District Proposed Development Vision

With direction from our creative team at Lew Oliver, Inc. and Randall-Paulson Architects, we envision Market District to be a “city center” reflecting the architectural history of Roswell and one that enhances Roswell’s current Downtown Business District. Our Team would like to work with the Roswell Arts Fund to integrate artwork into the architecture of Market District. We envision a collaborative effort with The City of Roswell and the DDA that reflects community balanced by the financial considerations of the project. Where Canton Street caters to a primarily adult customer, the Market District would focus on families.

Frasier Street - Create a pedestrian friendly street scape with potential for small shops and neighborhood retail. We’d propose that the City participate in replacing the asphalt street with permeable brick pavers.

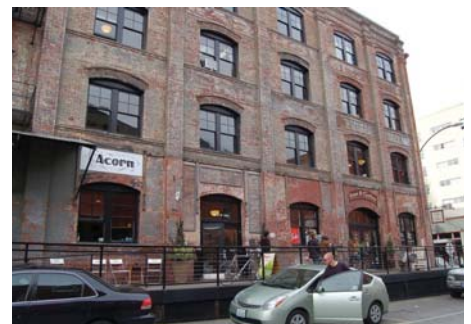
Alpharetta Hwy - We envision enhancing the streetscape to include plantings in the median and parallel parking along Alpharetta Hwy. This will help slow traffic as well as create a sense of place for the development. A similar effective application was done recently in Alpharetta.

Architecture - Project architectural concept will be led by Lew Oliver and Randall-Paulson Architects and include both an historical base with transitional elements as depicted in the below recent concept illustration by Lew Oliver.

Grocery & Market - This site lends itself for a boutique, upscale grocery & market. Several suitable small scale grocery companies that have shown interest in placing a 5000 to 7000 square foot store at this location. This store would be attractive to residents, workers, and visitors to the City.

Office Space - Roswell is short on quality, flexible office space. Our concept plan includes 15,000+ square feet of office space that offers attractive walkable amenities.

Public Green & Entertainment - Our layout for the Market District project creates an energized sense of place and will be a gathering place for Roswell. Similar to the Southern Skillet, the project design needs to be welcoming with the ability to capture interest from passing traffic on Alpharetta Hwy.



a. A conceptual site plan, square feet of key commercial components, unit counts for and residential products.

Number	Property Type	Square Feet
1	Grocery	7,500 SF
2	Neighborhood Retail Space	1,200 SF
3	Restaurant	21,000 SF
4	Mixed Use Retail/Office/Restaurant	39,500 SF
5	Townhomes	21 lots



b. Illustrations and estimated price ranges for commercial and any residential units included to be offered including photographs, renderings or floor plans as applicable.
Estimate price points for TH components projected in the \$500-\$700s depending on finish levels. Office, retail and restaurant are all market driven numbers on rent and TI allowance.

