Downtown Development--Making it happen when your not the developer

HELPING YOUR CITY ACHIEVE ITS VISION FOR DOWNTOWN THROUGH PUBLIC PRIVATE PARTNERSHIPS

Our Panel

- **Ken Bleakly**—(day job) President, Bleakly Advisory Group, Inc.—providing development advisory services to Georgia cities.
- **Monica Hagewood--** (night job) Chairman, Roswell Downtown Development Authority, (day job) Principal, Strata Real Estate Alliance, LLP
- **Dave Schmit--** (night job) Board Member, Roswell Downtown Development Authority, (day job) Partner, Schmit+Associates, mixed use developers

Getting Your Downtown Started— Do you have answers to these questions about your downtown?

1. Do you have a vision for your downtown? If not, how do you get one? Does your vision have multi-generational appeal?
2. What is your definition of “success”?
3. Are in this for a quick fix or long haul?
4. Do you know if there is market demand for downtown? What land uses? How much? At what price?
5. Is there a there there? Are there building blocks you can build your vision around?
6. Do you have good access into downtown? Can you draw demand for 3-5 miles around? The visibility retail requires?
7. Do you have infrastructure to support new/infill development?
8. Are you organized to implement your vision? DDA? Redevelopment Agency, Etc.?

Getting Your Downtown Started—Do you have answers to these questions about your downtown?

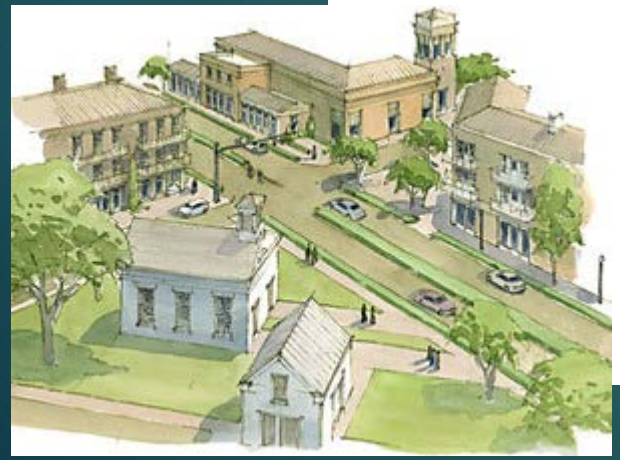
9. Do you control key parcels for your vision or are they controlled by others?
10. Do have funds for site acquisition, land write-downs, or infrastructure?
11. Are you prepared to offer public incentives to achieve your vision?
12. Do you have zoning policies in place that can support new development?
13. Are you prepared to engage in an RFQ/RFP process for developers?
14. Do you expect a short term or long term return from your investment?

Downtown Development—Insights from Roswell's Experience

Monica and Dave will discuss some of their experiences in Roswell:

- Creating an organization to lead the effort—
- Historic Roswell's core and rebirth of Canton Street
- Creating a vision for downtown Roswell
- Creating a central public amenity—plans for Roswell City Green
- Zoning changes to support our vision UDC 2014 and since
- Initial Developer Response to our vision for downtown Roswell
- Acquisition of Roswell Plaza (Silver Skillet) as a catalyst
- Other development in the area
- DDA's role in implementing the vision
- Challenges to implementation from developer's perspective

The Downtown Development Plan



The City Green