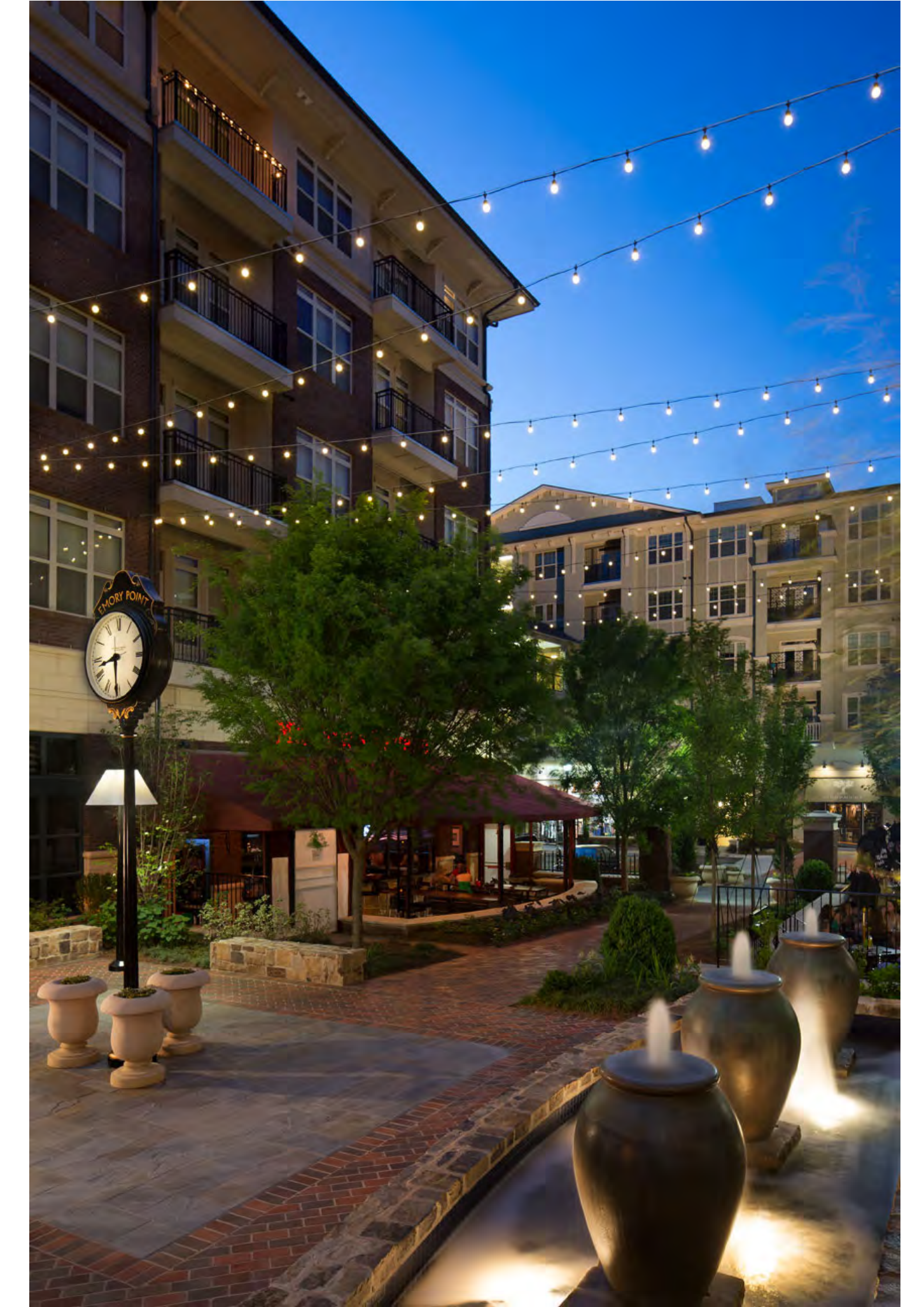




NEIGHBORHOOD DESTINATION



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## OVERVIEW OF THE PROPOSED SPRAYBERRY CROSSING REDEVELOPMENT

**BACKGROUND:** The Sprayberry Crossing Shopping Center and its surrounding out parcels were originally developed nearly 50 years ago. An affiliate of Atlantic Residential is under agreement to acquire the shopping center from its current owners. A total redevelopment of this 15-acre site is proposed to transform it from a 1970's pure retail center into a modern and vibrant community featuring multiple uses that are inter-dependent. While this project will not have the scale and impact of well-known mixed use projects like Avalon or Ponce City Market, it will be designed to be sustainable for the long-term and to be a spark for the redevelopment of adjoining and nearby properties that currently are not achieving their full potential for the community.

**INTEGRATED COMPONENTS:** The redevelopment will be centered on a large Town Green and secondary Retail Courtyard. The proposed uses include 15,000 square feet of neighborhood retail shops, 15,000 square feet of co-working office space ([www.workatthrive.com](http://www.workatthrive.com)), 140 seniors' residential flats ([www.evogliving.com](http://www.evogliving.com)), 62 for-sale townhouses (TBD Home Builder), and 195 conventional residential flats ([www.atlanticresi.com](http://www.atlanticresi.com)). These conventional flats will be rentals and contain 75% 1-bedroom units and 25% 2-bedroom units resulting in only 58 secondary bedrooms which is equivalent to about 19 single family homes.

**DESIGN INTEGRITY:** The design will be three mixed-use four-story buildings with commercial uses on the ground floor and three-story townhome buildings. Pedestrian connectivity and walkability will be just as important as vehicular access and parking. Extensive landscaping, creative hardscapes, and thoughtful lighting and signage will create a cohesive neighborhood. The under-development architecture will be modern classic with articulated building facades and highly detailed components. Community feedback regarding style and materials is welcomed.

**QUALITY AND ENDURANCE:** The condition of the existing buildings is extremely poor and a nuisance to the surrounding community. The redevelopment will be of the highest quality and dramatically improve the neighborhood. A mandatory Owners Association will be established and an enforceable standard of first-class operation and maintenance will be put in place.

**FOR REFERENCE:** Atlantic Residential developed Johns Creek Walk, a community with similar mixed-use components located at 11030 Medlock Bridge Road in Johns Creek. Its first phases were developed 15 years ago with an Arts & Crafts architectural style, and it continues to be a premium asset to the City of Johns Creek.



September 12, 2019

# SPRAYBERRY CROSSING REDEVELOPMENT

Conceptual Master Plan