



Municipal Services Center Project Update June 12, 2019

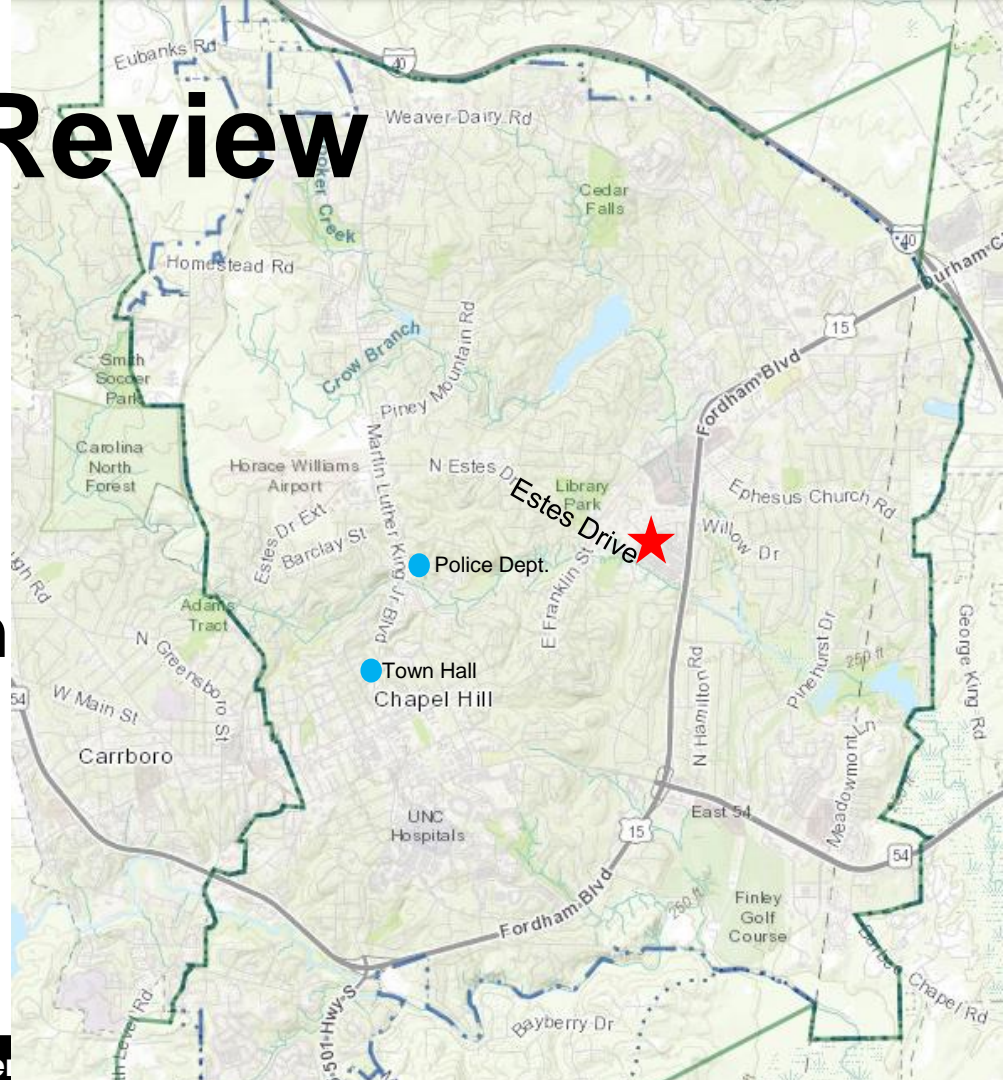


Overview

- Changed Conditions at Estes Drive Ext.
- Reviewed potential locations
- Identified new alternative
- Requesting feedback for next steps

Site Review

- Estes Drive Ext.
- University Place
- Millhouse Rd.
- Existing Police Station
- Vilcom
- American Legion



PAST

- SUCCESSFUL ENCLOSED REGIONAL MALL BUILT IN 1973
- ANCHORED BY IVY'S (DILLARD'S), BELK & ROSES
- 100% OCCUPANCY AT PEAK



PRESENT

- EXTERIOR RENOVATIONS COMPLETED 2013 BUT NO CHANGE TO ENCLOSED MALL STRUCTURE
- ANCHORED BY SILVERSPOT, SOUTHERN SEASON, PLANET FITNESS & AVEDA INSTITUTE
- 82% TOTAL OCCUPANCY **BUT** JUST 44% OCCUPANCY ON INTERIOR OF MALL



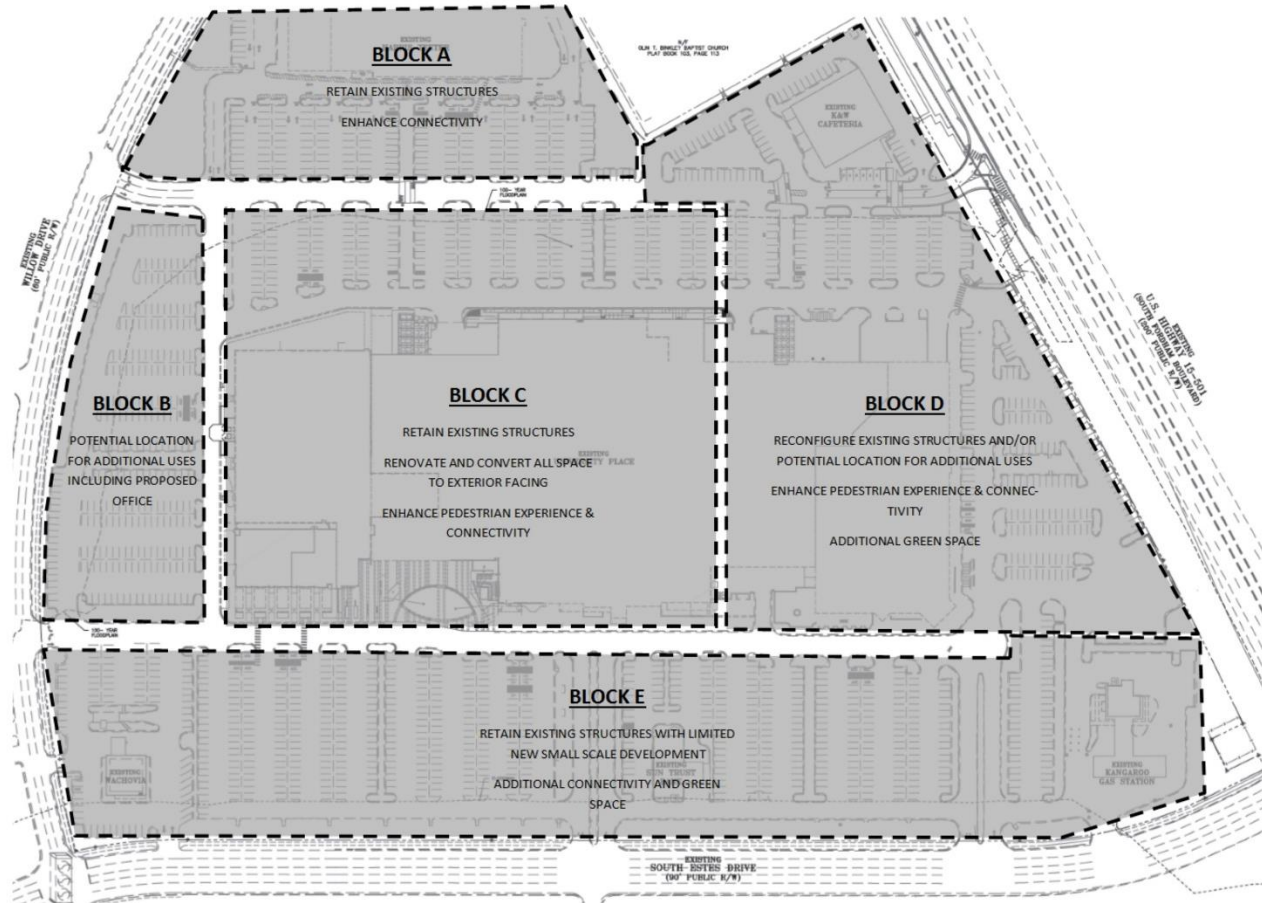
FUTURE

- ADDITIONAL EXTERIOR RENOVATIONS STARTING IN 2019
- RECONFIGURE AND/OR DEMO INTERIOR FACING SPACE AS TRADITIONAL INTERIOR OF MALL IS NO LONGER VIABLE
- TRANSFORM INTO VIBRANT TOWN CENTER BY ADDING NEW USES (OFFICE, HOTEL, ETC.) AND EMPHASIS ON PLACEMAKING



FUTURE GOALS

- RETAIN MUCH OF THE EXISTING STRUCTURES AND CONVERT SPACE TO EXTERIOR FACING
- BRING IN NEW RETAIL USERS TO COMPLIMENT THE EXISTING RETAILERS AT THE PROPERTY
- STRONG EMPHASIS ON PLACEMAKING AND PEDESTRIAN EXPERIENCE
- ADD GREEN SPACE & CONNECTIVITY
- ADD NEW USES TO SITE TO CREATE VIBRANT MIXED USE TOWN CENTER



Considerations

- Location meets program needs
- Potential cost savings in construction
- Prior partnership experience
- Control of land through lease
- Land cost through “rent”
- Uncertainty until entitled
- Requires shared/under building parking
- Impervious surface/stormwater improvements



Interests

- Location meets program needs
- Prior public-partnership experience
 - Hamilton Road Station (East – West)
 - 140 West (Ram)
 - Eastgate Flood Storage (Ram)
- Timeline and cost are potential positives

Recommendation

Authorize Town Manager to explore a business arrangement and options for approval under the Town's Land Use Management Ordinance.