

#### **Activity Update**

- Recruitment
  - 37 Meetings
- Retention
  - 48 Meetings
- Ribbon Cuttings Agave Bandido and Putt Shack
- Public Art Approvals Held strategic planning retreat for the Art Commission.



#### Project Updates

- Presentation to State Project Managers
- Edge City 2.0 Retail Forum February 6
- Touring Incubator and Accelerator facilities
  - Fayette
  - Tech Alpharetta



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#### Market Trends RETAIL





#### Market Trends Retail



## IDEAS TO EXPLORE SUSH

#### **Retail Formats and Positioning**

- High Street will absorb most of future Retail demand.
- Optimal to refine and update mix, positioning and formats rather than always build new.
- Infill and future redevelopment of Perimeter Mall will introduce new Retail formats and modernize the core of the study area.
- Focus on Food & Beverage, Grocery, Daily Services and Specialty Retail in "Mixed-Use" and "Pedestrian Friendly" formats.
- "Connectivity" is required between existing Retail developments to create a more pleasing shopping experience.
- Limit Retail pad development.
- As land prices increase, Infill Retail, Mixed-Use Retail and Structured Parking become more viable on existing shopping center sites.



### Retail is Changing

- > Connect
- > Engage
- > Experience
- > Greenspace













# PERIMETER















#### IDEAS TO EXPLORE

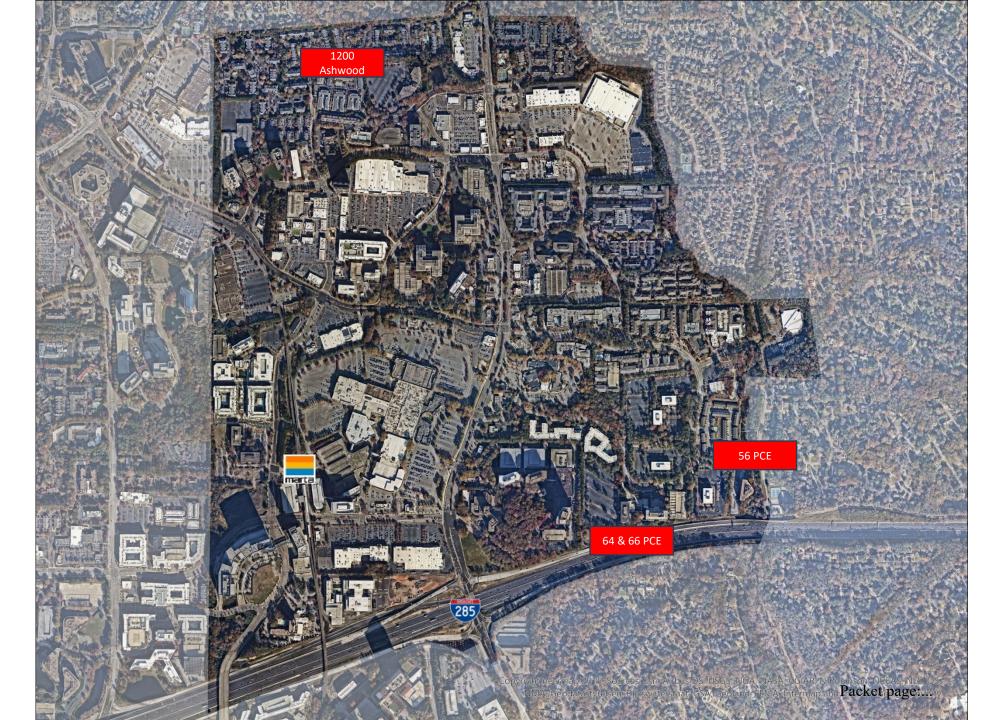
#### Supportive Land Uses & Amenities

Supportive Land Uses and Amenities that curate a sense of community and create a dynamic location for livability and employer attraction include:

- Food & Beverage Cluster Entertainment
- Public Lawn & Event Space
- Programmed Events
- Fitness & Outdoor Recreation
- Pocket Parks & Splash Pad
- Arts and Culture
- Daycare Center
- Elementary School
- Multi-Purpose Spaces & Venues



# PERIMETER



### Questions?