

Letter of Intent

Holcomb Woods Village Renovation

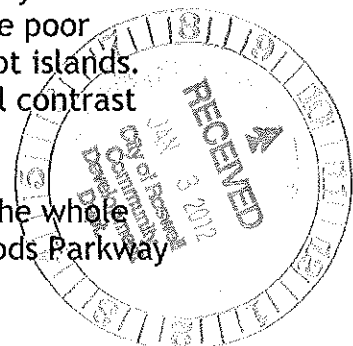
Holcomb Woods Village is an existing, 102,888sf neighborhood shopping center. It is a primarily single story center, located on an 11.77 acre parcel in Roswell, Georgia. The planned exterior renovation transforms a dated retail strip mall, and invites the community into an inviting, walkable, vibrant new retail center. The existing masonry exterior will be colored with a neutral palette. New architectural cornice lines shall be added throughout to provide a clean, classic, upscale expression, to attract the adjacent neighborhoods and businesses.

The central visual anchor of the center is the existing tower. It shall be renovated per the above program, and opened at the base to become a feature at the sidewalk. A clock will also be added at the top to show its importance as the central landmark of the neighborhood center. Future anchor tenant locations will receive cast stone accents at their pilasters, and the addition of new fabric awnings, wood trellises, metal awnings, louvers and the existing arcades will provide a covered walk from one end of the center to the next. These elements also provide opportunity for additional tenant variety, in a yet unified expression. A new tenant signage program will be installed throughout, removing the existing "exposed raceway" signage and replacing it with new signage. The new program shall be in keeping with the renovated architectural design theme, much of it illuminated by building mounted gooseneck lighting, further providing a consistent, traditional aesthetic.

Sidewalk planters will be installed along much of the building facade which will incorporate a variety of flowering and non-flowering/evergreen and non-evergreen vines growing up the building and new trellis work. This will provide a much "softer" walk, ample opportunity for outdoor dining, encourage customers to stroll from one end to the next and draw the eye back to the businesses from Holcomb Bridge Road, creating visual interest and softening the building architecture.

The majority of the parking lot landscaping shall be renovated as well and incorporates a fairly simple planting palette of hedges, perennials and long blooming roses and grasses. Dying and stressed trees are to be replaced predominantly with Hornbeams and Ginkos. They will be planted at appropriate heights and the poor existing soil will be replaced with quality planting soil within the parking lot islands. Evergreen hedges will be accented with perennial and annual beds and will contrast nicely with the looseness of Knockout Roses and grasses.

Plant material will be repeated from the parking lot and entrances to tie the whole development together. Entrances off of Holcomb Bridge and Holcomb Woods Parkway



will be highlighted with evergreens, Knockout Roses, grasses and annuals. A new corner treatment will be provided at Holcomb Bridge and Holcomb Woods Parkway with the existing juniper removed which currently creates visibility and security issues.

The proposed renovations to the building exterior and landscaping program are within the design guidelines of the area and will begin to make Holcomb Woods Village a much more inviting location to shop, stroll and spend time.