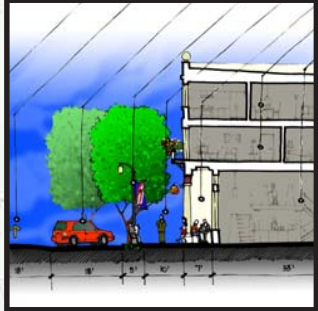
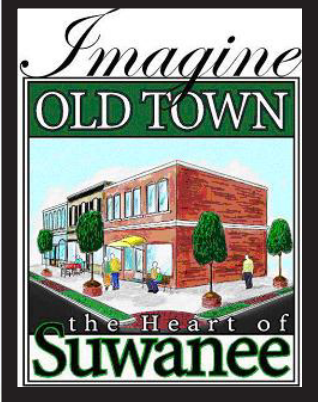


Suwanee Town Center Master Plan



Prepared For: CITY OF SUWANEE
Prepared By: Clark Patterson Associates / Urban Collage, Inc.
Jon Benson + Associates / Robert Charles Lesser & Co.

February 6th, 2003

OVERVIEW

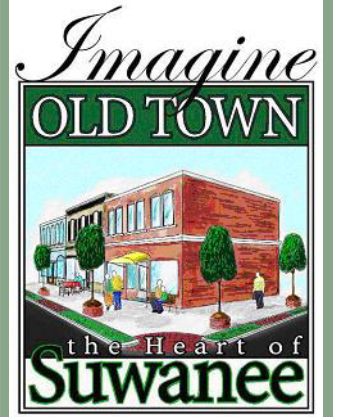
In 2002 the City of Suwanee completed and adopted the City of Suwanee Old Town Master Plan. This Plan was the culmination of many hours of community input and plotted a comprehensive strategy for revitalizing and strengthening the Old Town area. The key element within the Old Town Master Plan was a future mixed-use town-center-style project anchored by a large park, located at the corner of Lawrenceville-Suwanee Road and Buford Highway.

Following this planning process, the City of Suwanee is proactively pursuing development of its new Town Center and adjacent city park and performance area. This represents a significant and aggressive step in the effort to anticipate and control growth in a way that creates a dynamic, sustainable, mixed-use environment within the historic downtown area consistent with the goals of the Old Town Master Plan.

The city is projected to more than double its population over the next 20 years, and therefore has the potential to be overrun by sprawling development. To prevent such a scenario, Suwanee has proactively identified two fundamental and collaborative goals for the future: the preservation and enhancement of usable open space and the regulation of future development based on "Smart Growth" principles.

Suwanee has already taken several important steps. First, the city has completed a comprehensive set of Smart Growth development standards aimed at encouraging more compact development in walkable settings. Second, the city has approved, through a public referendum, a significant amount of bond funds for the acquisition, preservation and enhancement of open space – an impressive commitment for a city of only 9,000 plus residents. Third, the city has protected and improved a series of greenway trails and has identified future additions to the system. Fourth, the city has adopted a master plan for a major new town center park and performance area at the corner of Buford Highway and Lawrenceville-Suwanee Road – a high visibility corner. Fifth, the city has acquired property for construction of the park and development of an adjacent town center using a combination of the open space bonds and urban redevelopment bonds. Sixth, the city has proceeded with the design of the park and road, with construction to begin in the spring of 2003.

These steps demonstrate a very high commitment towards early and proactive implementation of the Old Town Master Plan and its highest profile project, the Suwanee Town Center. The City is now developing a more concrete concept plan for the 23 acres under control as well as adjoining undeveloped property that could collectively serve the purposes outlined in the Old Town Master Plan - creating a community gathering place, a sense of identity and a focal point for the City of Suwanee.



PLAN ELEMENTS

- Overview
- Master Site Plan
- Urban Design Features
- Phase 1 Concept
- Phase 2 Concept
- Phase 3 Concept
- Phases 4 & 5 Concept
- Phase 6 Concept
- Phasing Plan
- Development Program



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Suwanee Town Center Master Plan

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OVERVIEW

OVERALL DESIGN GOALS:

The Suwanee Town Center is an important step in directing new mixed-use development rather than passively waiting for its arrival. The City envisions a mix of public and private efforts to implement the Old Town Master Plan. With the City owning 23 acres its ability to guide development at the site is significant. It also envisions an adjoining tract to be developed as an extension and expansion of initial 23-acre tract. For this site, the City foresees a compatible project that includes a mixture of single-family detached, single-family attached, multifamily and commercial uses. Inherent in the City's desire to create a mixed-use town center and major community park are several goals related to the design concept presented herein:

Mixed-Use Development: The New Town Center plans for a wide variety of compatible uses including rental housing, for-sale housing, office suites, local storefront retail, civic uses (including a potential future city hall), passive open space and a community amphitheatre. Collectively, this creates a dynamic district in which residents of Suwanee and the region as a whole have the opportunity to live, shop, work, play, relax, be entertained and engaged culturally.

'Downtown' Street Character: The Town Center seeks to actively follow the City's previously approved Design Guidelines by creating a small downtown-style character of streets, sidewalks, buildings and open spaces. Buildings will face the street and provide a continuous 'edge' with on-street parking in front and surface or deck parking in the rear (i.e., away from view of the public right-of-way). Furthermore, buildings are designed for smaller retail tenants (rather than large national chains) to enhance the 'storefront' character typical of traditional main streets.

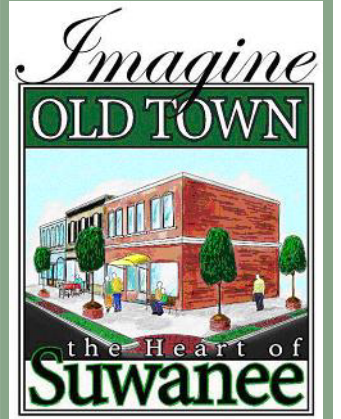
Critical Mass of Development: To create a compact and walkable town center, it will be important to develop a critical mass of buildings that will not be overwhelmed by parking and the adjacent 10-acre park while maintaining historic-style development patterns consistent with small-town Georgia. New development is planned in such a way that doesn't spread buildings too far apart or intersperse parking between buildings. Furthermore, the overall development program has been massed vertically (the equivalent of 2 to 4 stories) to the extent possible rather than creating a horizontal sea of sprawling one-story buildings.

Realistic Development Market: The market for new housing and commercial space has been thoroughly researched against local, regional, and national town center trends to insure that the town center design is achievable within both the short and long-term. The City hired Robert Charles Lesser & Co. LLC to analyze the site's market feasibility. This study revealed that the subject tract is suitable for a well-designed and integrated mixed-use project that combines residential, office, commercial and civic uses in a town-center-style design. The resulting layout of buildings, roads and parking is designed to facilitate a phased development approach that is consistent with market realities.

Connectivity: The layout of the Town Center is purposefully designed to facilitate a variety of vehicular and pedestrian connections throughout the site. This creates a more walkable district by providing for direct routes between housing, commercial, and mixed-use areas. It also supports the notion of limiting the visual impact of parking by allowing a 'park once and a walk' mentality within the district. Furthermore, the site is connected to the city's broader greenway trail system to create extended opportunities for bicyclists, hikers, etc.

Civic Presence: The new town center seeks to create an atmosphere of civic pride and public use rather than simply the appearance of a private development. Therefore, the town center includes a major public park and amphitheatre as a signature, forefronted element. In addition, the City has identified a location for a potential new city hall or other quasi-governmental facility at the heart of the development. Furthermore, the site is connected to the existing government center complex on the west side of Buford Highway. The town center plan assumes that a new traffic light will be installed at the intersection of Buford Highway and the new parkside road to facilitate this connection of civic uses.

Flexibility: The town center plan is carefully crafted to allow future design flexibility of individual development sites as long as they meet the previously approved design guidelines and overall design intent as stated herein.





Victor Stanley Dunkirk
Md. 20754 USA



Victor Stanley CR-10
Classic Series
Standard 6' Length



URBAN FURNITURE FOR PUBLIC SPACES

- Pedestrian connection to future library
- Historic cemetery
- Existing public buildings
- 10-acre public park
- Community performance space
- Landscaped median
- Raised pedestrian plaza
- Potential location for future new city hall
- Civic 'Quadrangle'
- Public facility (pavilion, community center, etc.)
- Landscaped 'Crescent'

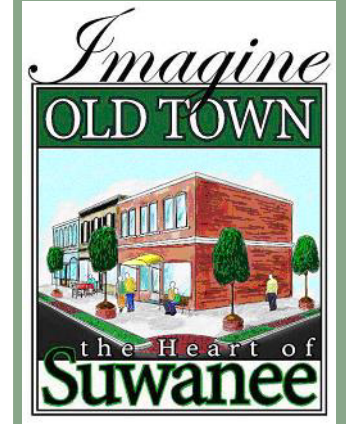


Suwanee Creek Greenway

CONNECTIONS TO OPEN PUBLIC SPACES

STREET URBAN DESIGN

- Convenient on-street parking
- Pedestrian-scaled lighting
- Street furniture along 5' zone
- Ped.-scaled retail signs
- Buildings face sidewalk
- Landscaped medians
- Parking serves as buffer
- Trees provide shade
- Comfortable sidewalks



DESIGN FEATURES

- Series of open spaces to link municipal buildings and new library with Suwanee Creek greenway system
- Uniform standards for public works elements (street furniture, lighting, planters) applied across entire Town Center including adjacent properties
- Street trees reinforce and unify street hierarchy
- Provision of space for existing and future public buildings linked in 'string of pearls' fashion

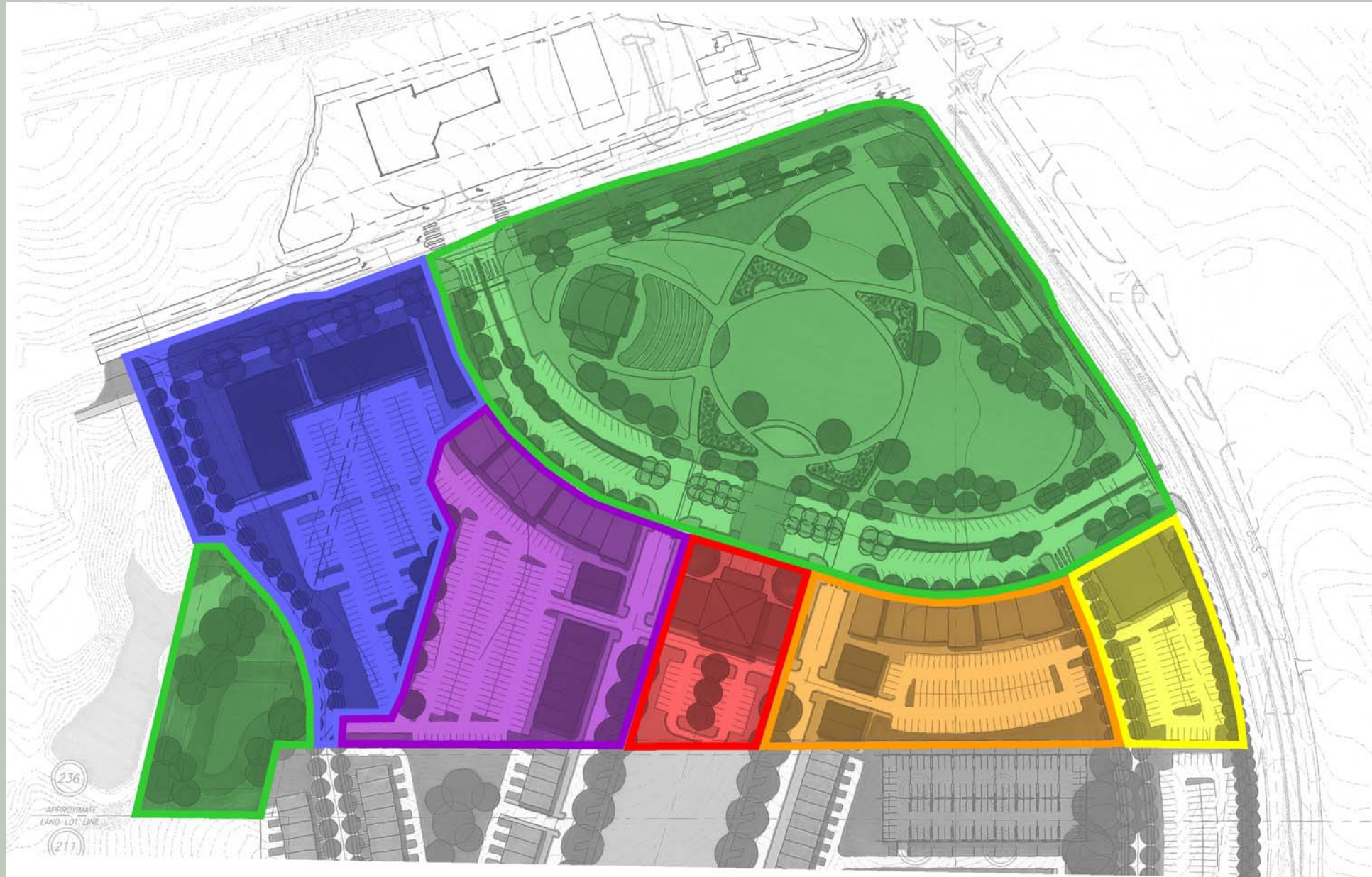


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URBAN DESIGN FEATURES



PHASE ONE consists of the Town Center Park, the park road and the area required for stormwater control. Construction of the park and road is scheduled to begin in March of 2003.

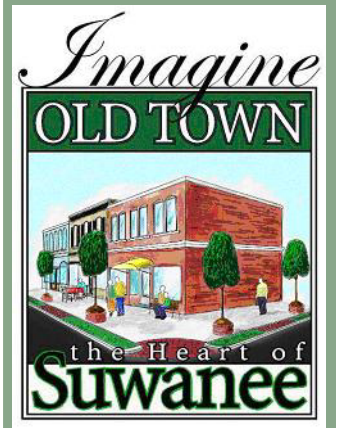
PHASE TWO begins the 'street wall' flanking the new city hall site. It is approximately 2.25 acres of mixed-use (residential above retail) buildings with some additional office or residential (townhouses, live-work units) condominium buildings along a new street framing an open space mall.

PHASE THREE continues the street wall established in Phase 2 by mirroring the building frontage across the new city hall site on approximately 3 acres. The mix of uses can be different, with the possibility of residential 'flats' increasing the number of dwellings fronting the park. Additional uses can be provided along the side street but should match the design in place across the mall.

PHASE FOUR develops the outparcel (1.25 acres) along Lawrenceville - Suwanee Road with a free-standing commercial use, possibly a national retailer. The building should appear as two to three stories in height, marking the entry to the Town Center.

PHASE FIVE is the last commercial development, focusing on the 4.25-acre outparcel along Buford Highway. The park frontage building should largely match the design established in Phase 4, with potentially a similar use. Additional buildings can be constructed on the rear portion of the site, with conventional office space the suggested development type.

PHASE SIX completes the Town Center by providing a civic use on 1.25 acres, ideally a new city hall, as the focus of the street wall.

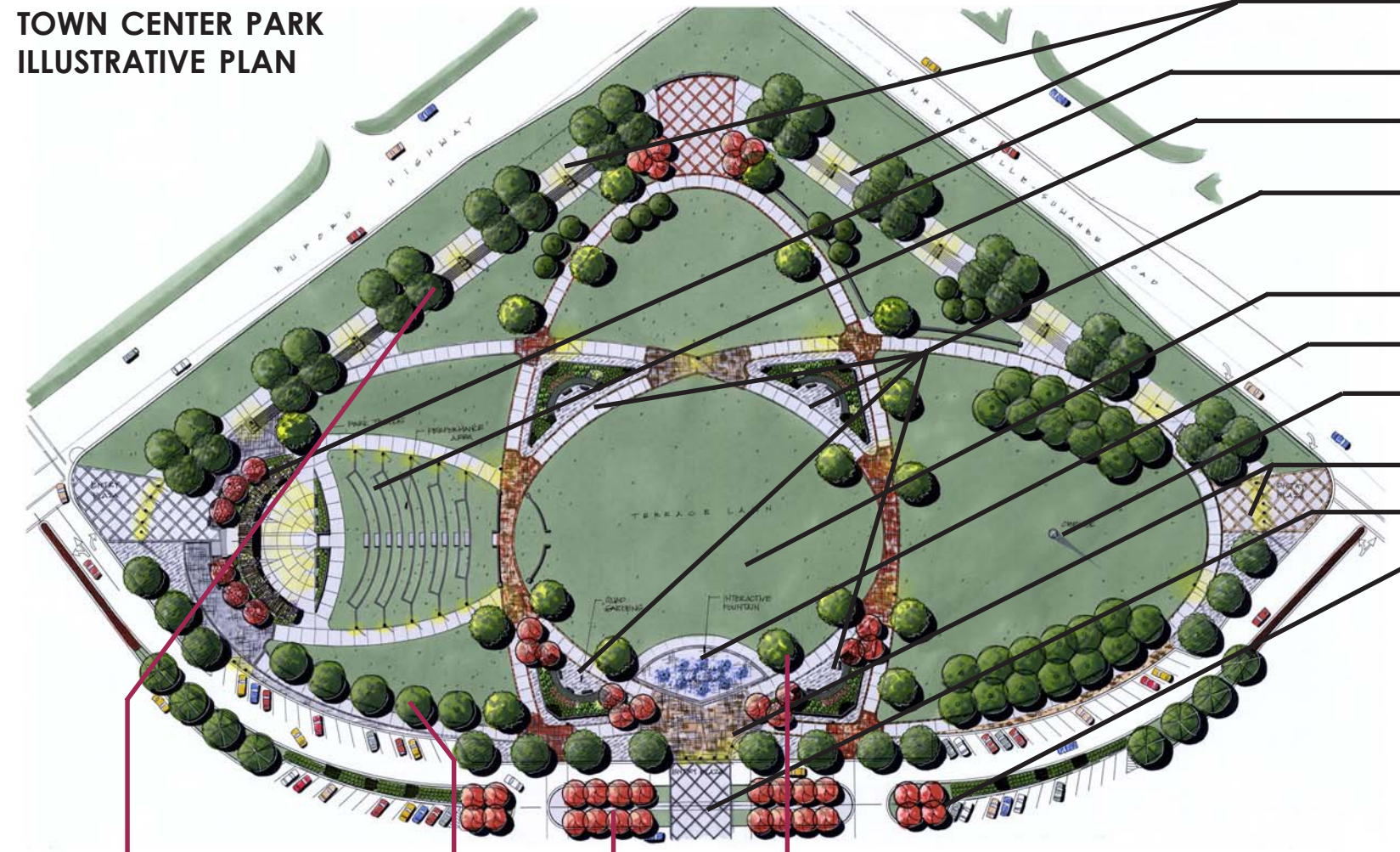


A PHASED DEVELOPMENT

A fundamental idea behind the Town Center Master Plan is the ability for the City of Suwanee to control development adjacent to the park by packaging land into a number of self-contained parcels. These development parcels could be sold independently or in combination, and each parcel could have specific conditions applied to influence the terms of sale that might stipulate desired architectural character or conformity to the plan. The phasing shown above is an attempt to divide the Town Center along logical parcel boundaries. Each phase was designed with the idea of building market momentum as development progresses, with limited but more premium residential and retail spaces built first and higher quantities following up. Each phase is also a self-contained unit, with dedicated parking provided entirely in off-street lots behind the buildings.

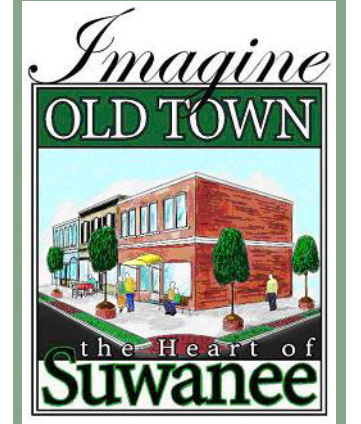
The following pages describe in detail the physical features suggested for each development phase as well as a conceptual program for total buildout.

**TOWN CENTER PARK
ILLUSTRATIVE PLAN**



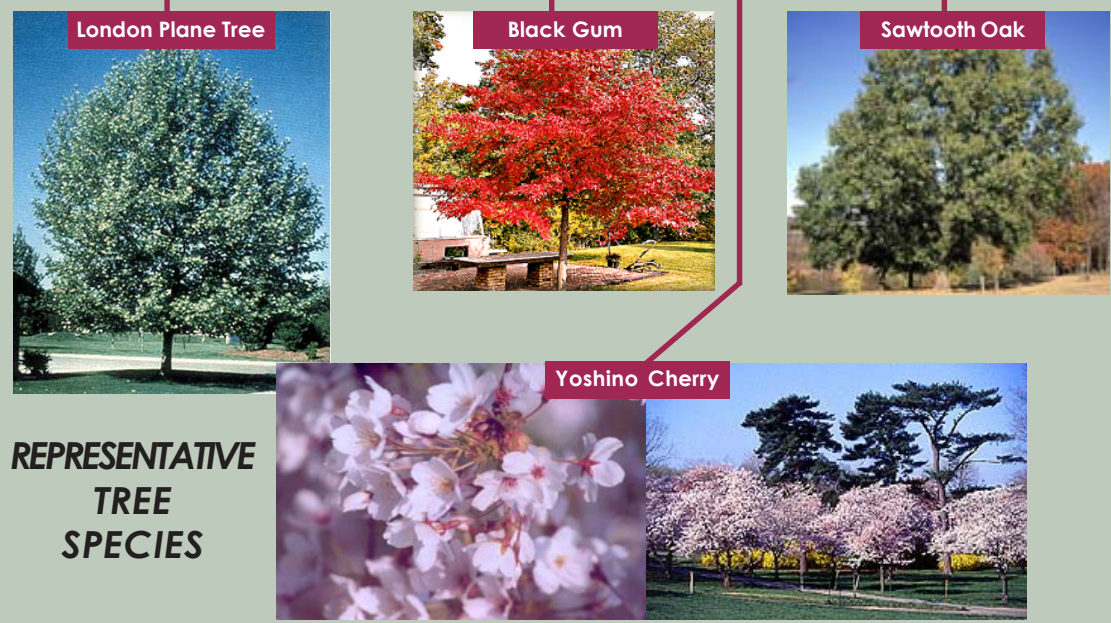
- Landscaped and terraced sidewalk
- Park trellis
- Performance area on stepped grass surface
- Four quadrangle gardens with benches, flowers and shrubs
- Central lawn
- Future interactive fountain
- Obelisk in east lawn as an urban marker
- Entry plazas
- Texturized crosswalk
- Landscaped median that also accomodates angled parking

**TEXTURE/
MATERIALS
EXAMPLES**



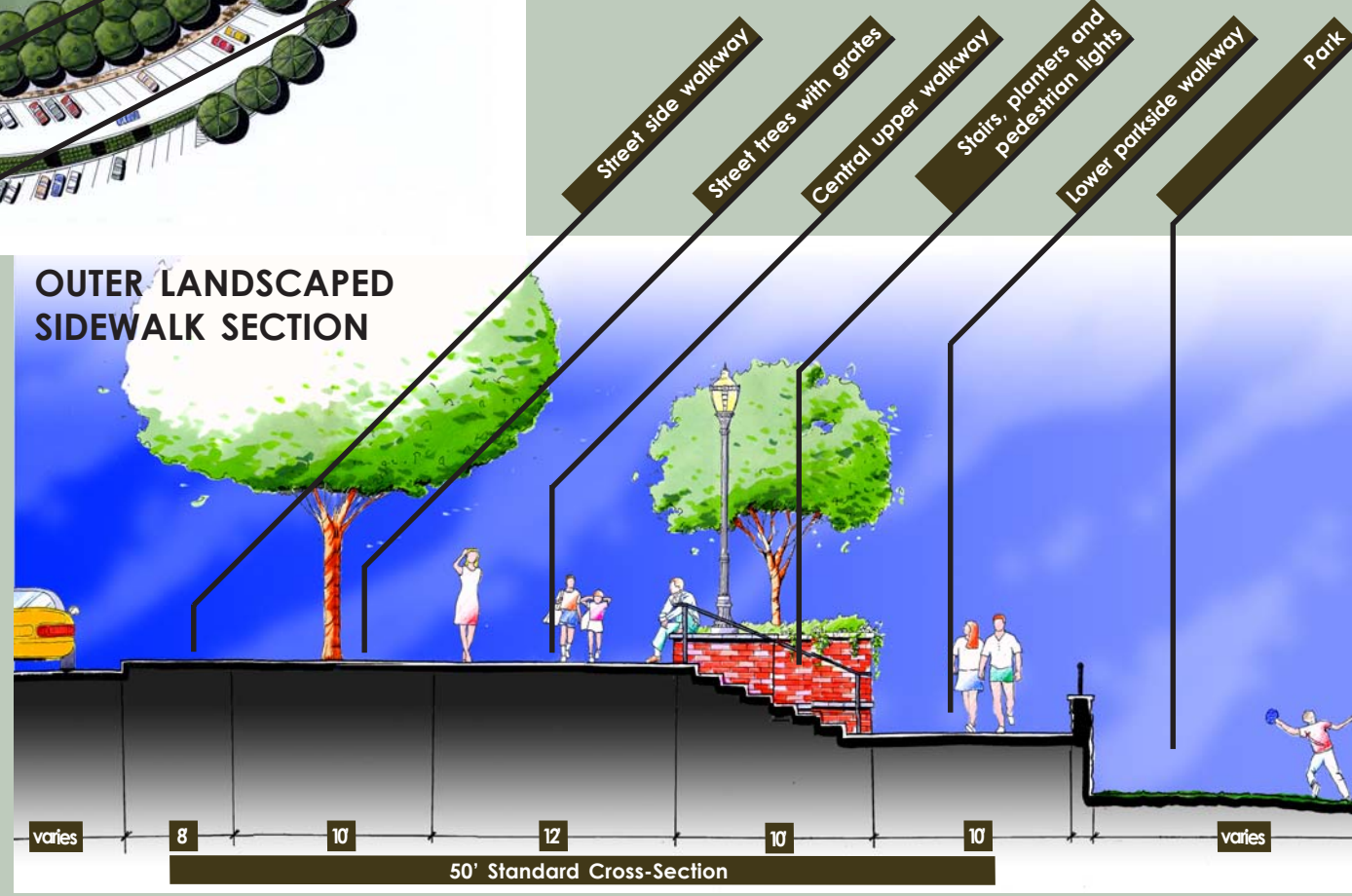
DESIGN FEATURES

- Open performance space oriented to follow natural fall of the land
- Interlocking ellipse shapes combine performance space with city hall formal 'front lawn'
- Terraced entry to park cuts down on sound infiltration, offers several viewing vantage points, contributes to sense of seclusion
- Balanced blend of formal and informal spaces
- Potential for future bandshell / multifunction building



**REPRESENTATIVE
TREE
SPECIES**

**OUTER LANDSCAPED
SIDEWALK SECTION**



50' Standard Cross-Section

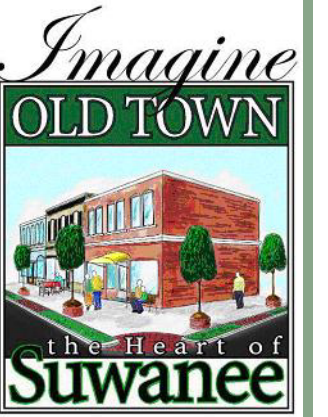


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Suwanee Town Center Master Plan

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**PHASE 1
CONCEPT PLAN**

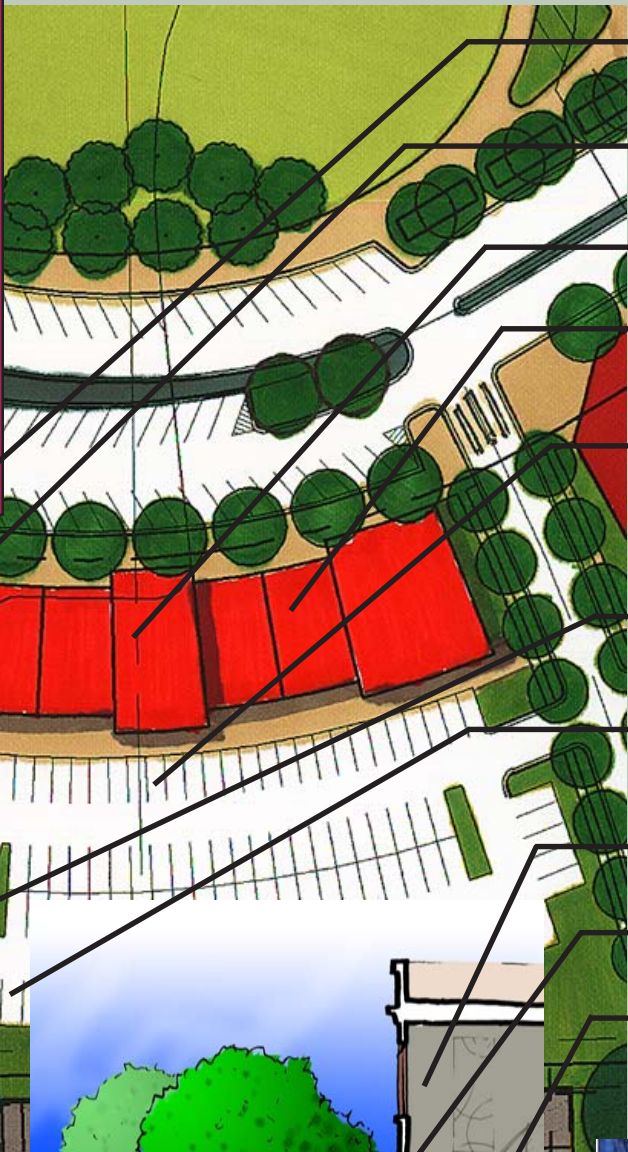


DESIGN FEATURES

- Tall street elevation to define edge of park
- Tower elements at corners frame future city hall, provide spaces for signature restaurants and premium residential units
- Building frontage follows curved line of street
- Facade articulated into 20' to 30' wide storefront buildings



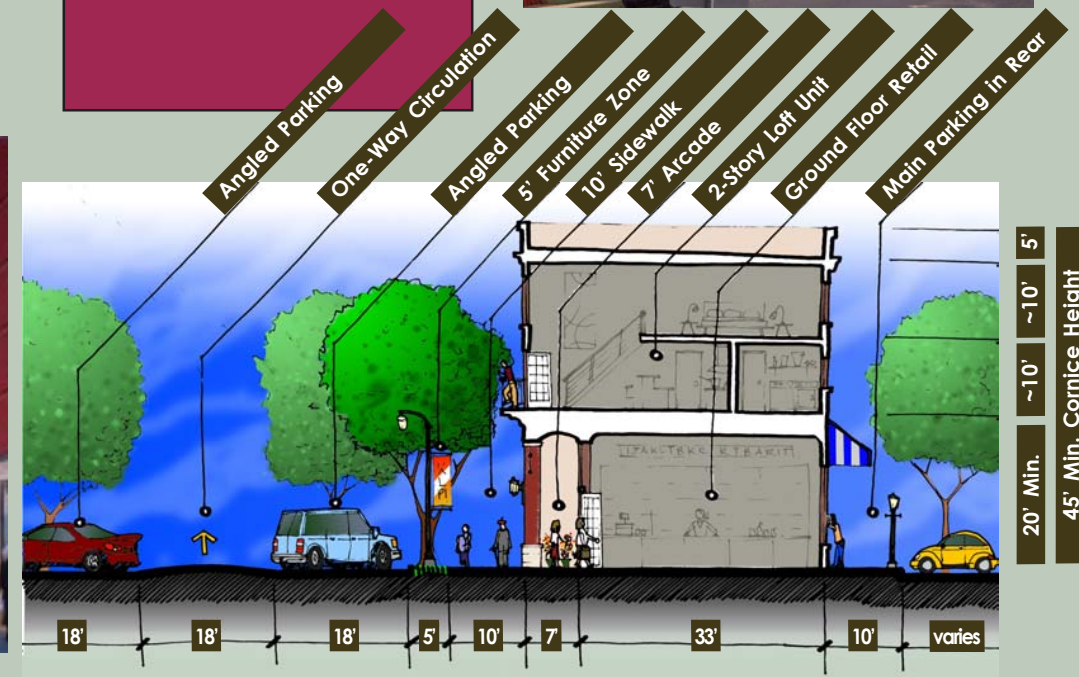
Possible Alternate: Mixed-Use Extends Down Side Street, Possible Deck



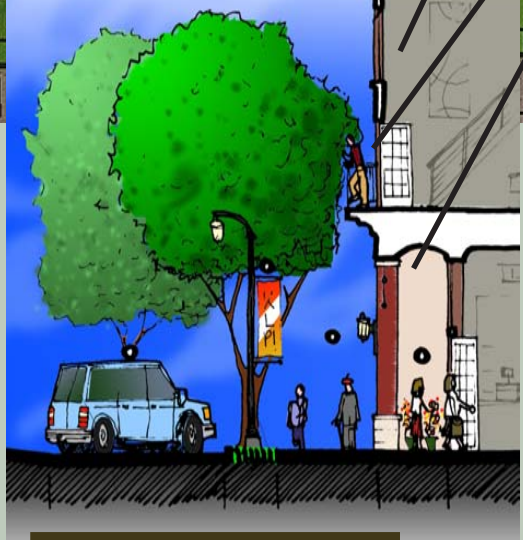
- Double-height restaurant space at corner (ground floor)
- Luxury loft at corner (upper floor)
- 1 level of "Loft Housing" over ground floor retail
- Ground floor "storefront" retail to include opportunities for outdoor dining
- Surface parking located to the rear (provide breezeway connections to main street in front)
- Mixed-use suites with ground floor office or retail - lofts over
- Reserved parking spaces set aside for residential units
- Lofts are double-height spaces
- Balconies overlooking sidewalk
- Intermittent arcades



ESTIMATED PROGRAM:
 14 Loft Housing units
 19,800 square ft. retail
 6,000 square ft. office



TOWN CENTER MIXED-USE DEVELOPMENT EXAMPLES



The height and treatment of the street frontage is critical to defining the edge of the park and animating the sidewalk corridor

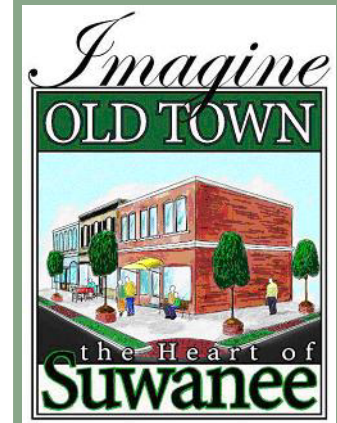


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PHASE 2 CONCEPT PLAN

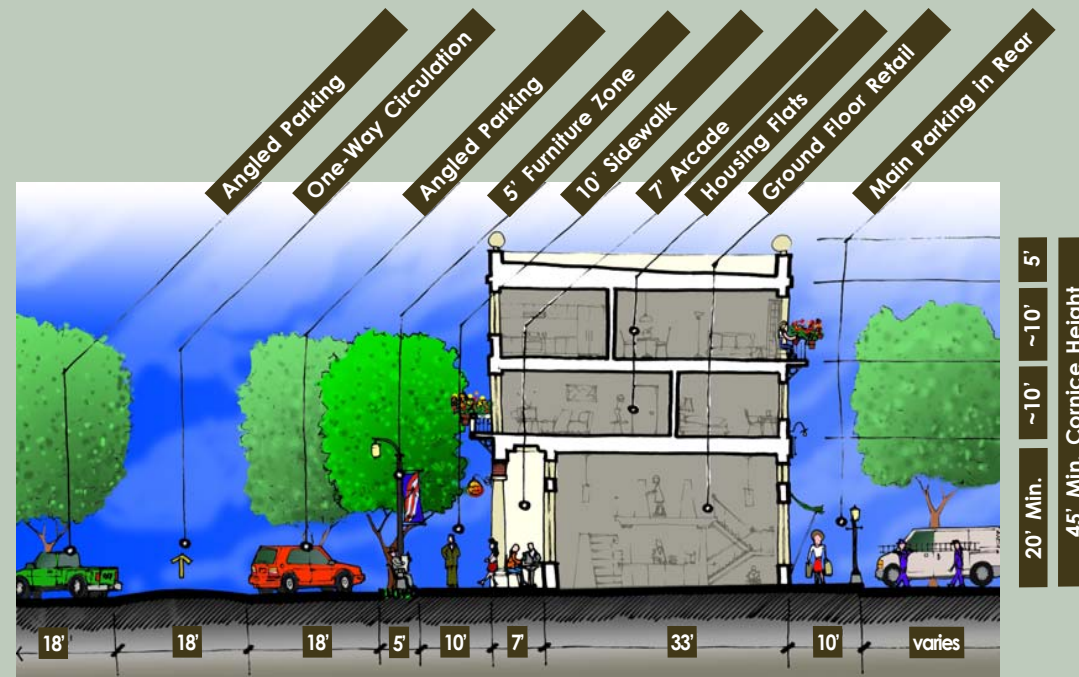


DESIGN FEATURES

- Tall street elevation to define edge of park
- Tower elements at corners frame future city hall, provide spaces for signature restaurants and premium residential units
- Building frontage follows curved line of street
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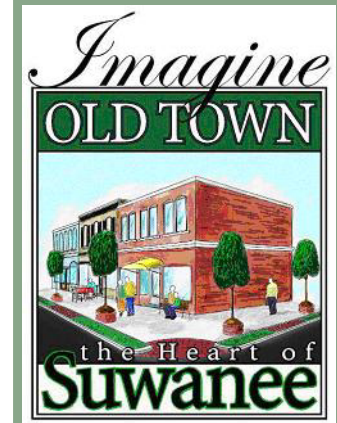
- Ground floor "storefront" retail to include opportunities for outdoor dining
- Two levels of "Stacked Flats" over ground floor retail
- Flats can be ownership or rental
- Surface parking located to the rear (provide breezeway connections to main street in front)
- Luxury flats at corner (top unit possibly multi-level)
- Double-height restaurant space at corner (ground floor)
- Reserved parking spaces set aside for residential units
- Mixed-use suites with ground floor office or retail - residential units over commercial



EXAMPLES OF TOWN CENTER MIXED-USE DEVELOPMENT



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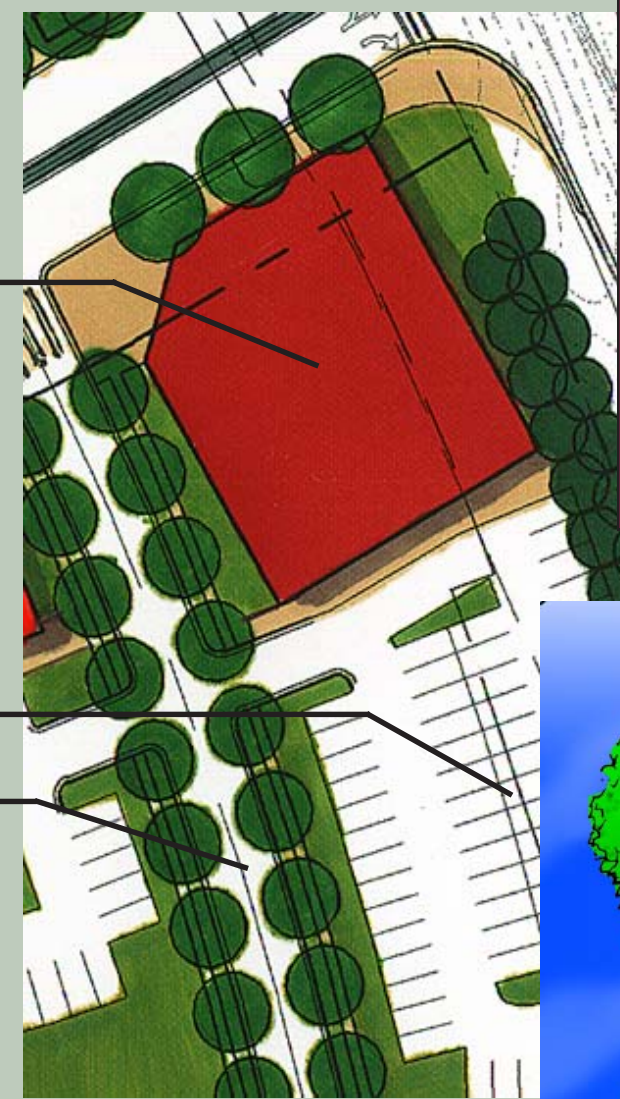


DESIGN FEATURES

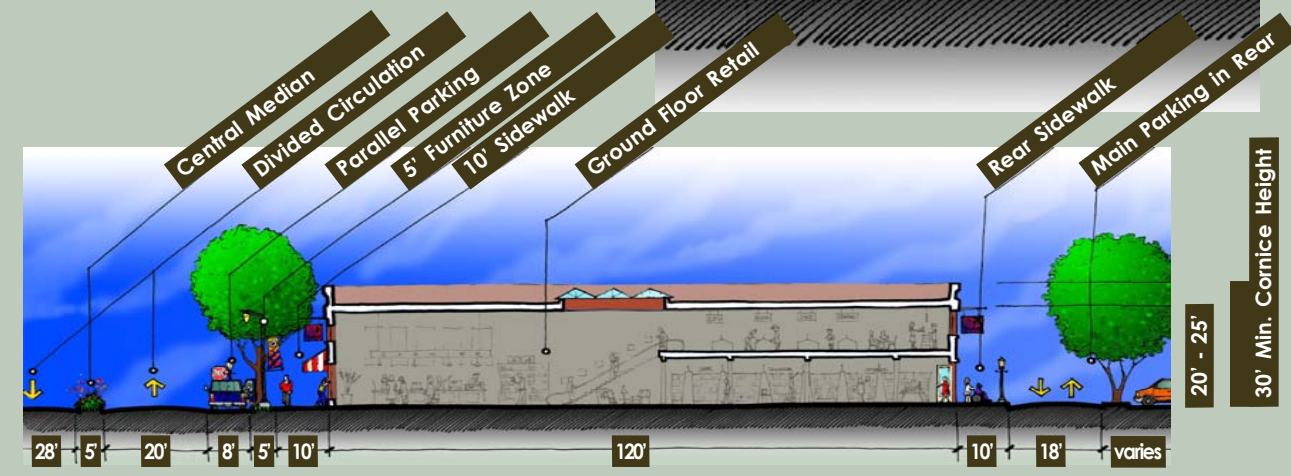
- Single-story retail buildings have tall ceiling heights and facades to continue street wall
- Retail buildings could have towers or signature architecture to mark the entry to the park and town center
- Corner entries on retail buildings address park
- Office development in Phase 5 can be tailored to respond to the changing market
- Feasibility of parking deck in Phase 5 can be encouraged by city in return for parking allocation for events such as Suwanee Day



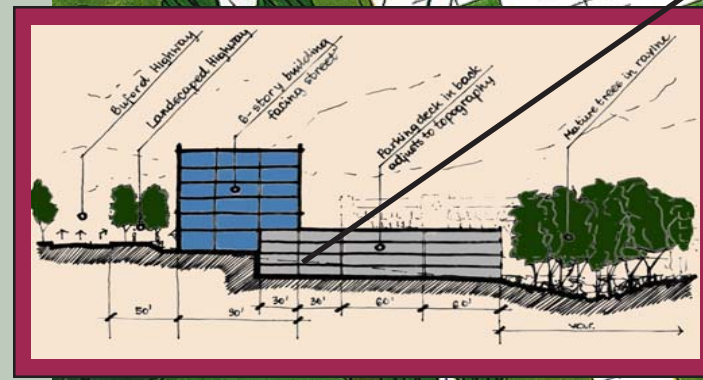
Possible Alternate: Split Commercial With Storefront Building



- Streetscape extended down Buford Highway
- Town Center Park entry plaza
- Phase 4 stand-alone one-story retail with corner entry
- Phase 5 stand-alone one-story retail with corner entry
- Phase 5 office buildings, 2 to 3 stories high
- Surface parking located to the rear of each development
- Parking access on side streets
- New plantings between phases 3 and 5
- Alternate phase 5 development with multi-story office / retail buildings straddling (shared) parking deck



Possible Alternate: Midrise Office, Shared Parking Deck



ESTIMATED PROGRAM:
 13,500 square ft. retail (Phase 4)
 7,500 square ft. retail (Phase 5)
 41,000 square ft. office (Phase 5)



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Suwanee Town Center Master Plan

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PHASES 4 & 5 CONCEPT PLANS

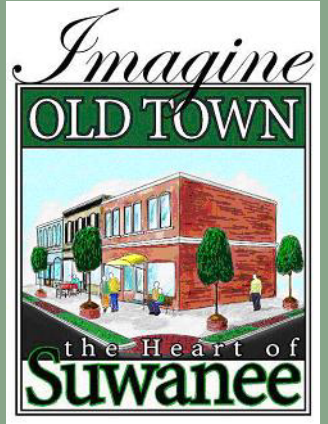


Possible Alternate:
Rear Expansion



- Main park passive recreation / amphitheater space
- Planter beds with seating alcoves
- Future interactive fountain as focal point
- Design vocabulary for future public buildings in place on existing municipal facilities flanking Buford Highway
- Raised speed table forms public plaza, creates additional events space and pedestrian connection
- New city facility with central tower to be taller than flanking buildings
- Parking lot for short-term visitors to city facility
- Formal 'mall' extends park space to Suwanee Creek trailhead; acts as central lawn for neighborhoods on adjoining tract
- Angled parking along side streets provides additional spaces for city facility employees and visitors
- Townhouses line formal mall on adjoining tract

ESTIMATED PROGRAM:
Up to 30,000 square feet of city, county and/or state office space with community meeting rooms and other public resources



DESIGN FEATURES

- ❑ Central tower visible from all areas of park space, both in front and behind new city facility
- ❑ Entry stairs open on to raised plaza, linking new city facility to park
- ❑ Public building designed as tallest component along street wall
- ❑ Building heights gradually increase from park side entry points to new city facility
- ❑ Architecture builds on vocabulary established in current city hall and reconstructed building adjacent to cemetery



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Suwanee Town Center Master Plan

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**PHASE 6
CONCEPT PLAN**

BUILD-OUT SUMMARY

<input type="checkbox"/> Retail	60,600 sq. ft.	Mixed-Use & stand-alone	Could be increased with parking decks
<input type="checkbox"/> Office	59,000 sq. ft.	Mixed-Use & stand-alone	
<input type="checkbox"/> Loft Housing	14 units	Mixed-Use upper floors	For-sale or rental
<input type="checkbox"/> Rental Flats	40 units	Mixed-Use upper floors	For-sale or rental
<input type="checkbox"/> Civic	30,000 sq. ft.	Signature design	Does not include park structures

Market Potential of Retail: 110,000 sq.ft. Market Potential of Office: 110,000 sq.ft.

PHASE 2 DEVELOPMENT: Parkside Mixed-Use (2004-2005)

ELEMENT/QUANTITY/SIZE	DESIGN CHARACTER	COMMENTS
<input type="checkbox"/> Mixed-Use Retail +/-19,800 sq. ft.	Storefront retail; Tall floor height; 2-story restaurant space at corner	Built in combination with upper floor housing; 8-10 stores (@2,000 sq. ft. ea.)
<input type="checkbox"/> Mixed-Use Office +/-6000 sq. ft.	Ground floor storefront, Office along side street; Tall floor height; Housing over	Little to no office market demand in this initial phase; +/- 4 suites (@1,500 sq. ft. each)
<input type="checkbox"/> Mixed-Use Loft Housing +/-14 Units	Second floor of mixed-use retail and mixed-use office buildings; Double-story "loft-style" w/internal loft; Single-loaded arrangement; Luxury corner unit	Can be rental or for-sale; +/-1,800 sq. ft. per unit; Access from street and/or rear
<input type="checkbox"/> Commercial Parking 89 Spaces	Approx. 3.4 spaces per 1,000 sq.ft. (not including parkside parking)	Rear surface lot (81); Adjacent on-street (8)
<input type="checkbox"/> Resident Parking 28 Spaces	Back row of rear surface lot (reserved for residents)	2 spaces per unit

City sells development parcel to private developer (Contingent upon design parameters)
Private developer constructs side access roads to property line

PHASE 3 DEVELOPMENT: Parkside Mixed-Use (2005-2006)

ELEMENT/QUANTITY/SIZE	DESIGN CHARACTER	COMMENTS
<input type="checkbox"/> Mixed-Use Retail +/-19,800 sq. ft.	Storefront retail; Tall floor height; 2-story restaurant space at corner	Built in combination with upper floor housing; 8-10 stores (@2,000 sq. ft. ea.)
<input type="checkbox"/> Mixed-Use Office +/-12,000 sq. ft.	Ground floor storefront, Office along side street; Tall floor height; Housing over	Built in combination with upper floor housing; +/- 8 suites (@1,500 sq. ft. each)
<input type="checkbox"/> Mixed-Use Rental Flats 40 units	Second & third floor of mixed-use retail buildings; Second floor of office building; Single-loaded arrangement; Luxury corner units	+/-1,200 sq. ft. per unit; Access from street and/or rear
<input type="checkbox"/> Commercial Parking 122 spaces	Rear surface lot (110); Adjacent on-street (12); potential to increase parking capacity through terracing	Approx. 3.8 spaces per 1,000 sq. ft. (not including parkside parking)
<input type="checkbox"/> Resident Parking 80 spaces	Back rows of rear surface lot or lower level (reserved for residents)	2 spaces per unit

City sells development parcel to private developer (Contingent upon design parameters)
Private developer constructs side access roads to property line

PHASE 4 DEVELOPMENT: Parkside Commercial (2006-2008)

ELEMENT/QUANTITY/SIZE	DESIGN CHARACTER	COMMENTS
<input type="checkbox"/> Stand-Alone Retail +/-13,500 sq. ft.	Stand-alone storefront retail; Tall floor height; 1-story + mezzanine; Signature architecture to serve as gateway	Could be national retailer if desired - good visibility; Could also be office
<input type="checkbox"/> Commercial Parking 68 Spaces	Rear surface lot	Just over 5 spaces per 1,000 sq. ft.

City sells development parcel to private developer (Contingent upon design parameters)
Private developer constructs side access roads to property line

PHASE 5 DEVELOPMENT: Parkside Commercial Mixed-Use (2007-2012)

ELEMENT/QUANTITY/SIZE	DESIGN CHARACTER	COMMENTS
<input type="checkbox"/> Stand-Alone Retail 7,500 sq. ft.	Stand-alone storefront retail; Tall floor height; 1-story + mezzanine; Signature architecture to serve as gateway	Could be national retailer if desired - good visibility; Could also be office
<input type="checkbox"/> Office Development 41,000 sq. ft.	2 Story office buildings fronting Buford Highway	Could be taller if developed with a parking deck
<input type="checkbox"/> Commercial Parking 201 spaces	Could also be developed as a deck (+/-160 spaces per floor)	Just over 4 spaces per 1,000 square feet; Parking can be used as overflow for large public events in non-work hours

City sells development parcel to private developer (Contingent upon design parameters)
Private developer constructs side access roads to property line and possibly parking deck
City may construct deck if events demand increases

PHASE 6 DEVELOPMENT: Civic Building (2007 +)

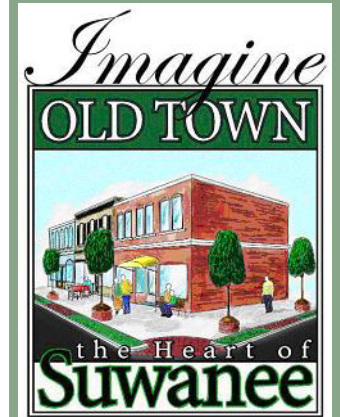
ELEMENT/QUANTITY/SIZE	DESIGN CHARACTER	COMMENTS
<input type="checkbox"/> Civic Building (City Hall) +/-30,000 sq. ft.	Signature 3- to 4-story civic building; Front lawn and steps leading into plaza/park; Vertical tower element	Uses may include city, county and/or state offices
<input type="checkbox"/> Civic Parking 54 spaces	Includes lot (32), on-street (10) and angled parking at side roads (12)	City/county/state employees & drive-up

City develops civic site
May require additional governmental/cultural tenants to fill up building in near term
May require agreement/land swap with adjacent property owner(s) to provide additional parking
Adjacent developer required to extend "quad"

IMPENDING (PHASE 1) DEVELOPMENT: Park & Road (2003)

ELEMENT/QUANTITY/SIZE	DESIGN CHARACTER	COMMENTS
<input type="checkbox"/> Park 10 acres	Large gathering space; Informal amphitheatre; Future fountain	Designed for large and small events
<input type="checkbox"/> Road / Plaza +/-117 spaces	Angled parking, median; Raised speed table; Pavers & plantings	Plaza can be closed to cars during special events

All elements constructed and funded by the City of Suwanee



The Development Program included on this page is provided as a guide only. Actual quantities will vary depending on market realities and physical site constraints.



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DEVELOPMENT PROGRAM