



RETAIL BUILDING RENDERINGS

Options to Proceed:

1. Motion to instruct staff to form a plan to build and attract tenants
2. Motion to ask Talley & Smith Architecture to adjust the renderings
3. Motion to table for further review
4. Motion to not pursue the buildings in front of Town Hall

SUMMARY

We have previously discussed the idea presented in the downtown master plan of buildings in front of Town Hall. At the direction of Council, staff approached Talley & Smith Architecture to produce renderings of what this concept might look like in reality. Attached is what they provided.

The Downtown Streetscape Subcommittee reviewed the renderings via email. The designs were well received and met with some questions. No formal recommendation was given.

Staff feels confident we could start to attract potential tenants with the renderings. However, most business owners want a shorter timeframe so we believe efforts for recruitment would be more productive after construction has been approved or started.

We have had several current and potential business owners approach us in the last 6 months. Those conversations, coupled with conversations we have had with a retail recruitment firm, lend themselves to the positive outlook for filling the space. One business has tried to establish themselves in numerous locations in town unsuccessfully. It seems that businesses want to be here but have difficulty finding a suitable location. Additionally, one of the four priorities of our strategic plan is business recruitment, and our Developer Recruitment Packet would serve as a good marketing tool to potential tenants.

If Council would like to continue to explore the idea, staff would like to form a plan to fund the project and devise a strategy to attract businesses that we could bring back to Council for consideration of the next steps. We have already had a positive conversation with Cleveland County about a potential partnership to construct the buildings. We have also discussed a general recruitment strategy with a retail recruitment firm that has worked in the region previously.

MATERIALS PROVIDED

- **Renderings**