



# SWEET AND SWIFT

Sugar Hill's 10-Year Economic Transformation

PAUL D. RADFORD





2014





# OUR RECIPE

- 2014 **Leadership** Change
- Have a plan. Commit to it. Invest in plan.
- Control Your Own **Destiny** – Own the Land
- Be **Patient** and **Selective**
  - Failure is inevitable
  - Learn from those failures
- Good **Timing** and A Little Bit of **Luck**
  - Population Growth
    - 2010 – 18,522
    - 2020 – 25,076
  - Income Growth
    - 2010 - \$70,106
    - 2020 - \$89,583
  - Favorable **Economy**



# KNOW YOUR MARKET

- 2-day retreat
- Create a roadmap
  - If you don't know where you're going, any road will get you there
  - Failure to Plan / Plan to Fail
  - **DENSITY** and **PROFIT** are not 4-letter words
- Understand real estate 101 and basic economics
- Who?
  - Key Staff & Consultants
  - Mayor and Council
  - Planning Commission
  - Downtown Development Authority





# CRITICAL DECISION POINTS



1. OK, we have a plan — NOW WHAT?
2. Wait for developers to come OR invest in our plan?
3. Save up and miss the economic wave OR consider issuing bonds?





**THESE FIVE WORDS** became our attitude and aptitude for the next 10 years.



# CREATE VISION – BELIEVE IN VISION – SELL VISION



The E Center, a \$50 million city investment, was our commitment to our plan.  
It has leveraged \$750 Million in private sector investment....and counting.



# LASER FOCUSED

2014



- From Unbalanced to Balanced Tax Base
  - 2013 - 92% residential / 8% commercial
  - 2023 – 70% residential / 30% commercial
- Create a destination - entertainment, eating, engagement
- Built award-winning performance venues & activity center
  - The Bowl Amphitheatre
  - The Eagle Theatre
  - E Center
- 123 new businesses have opened in the city over the last 9 months
- 275+ acres of city-owned parks and greenspace in the city

2014

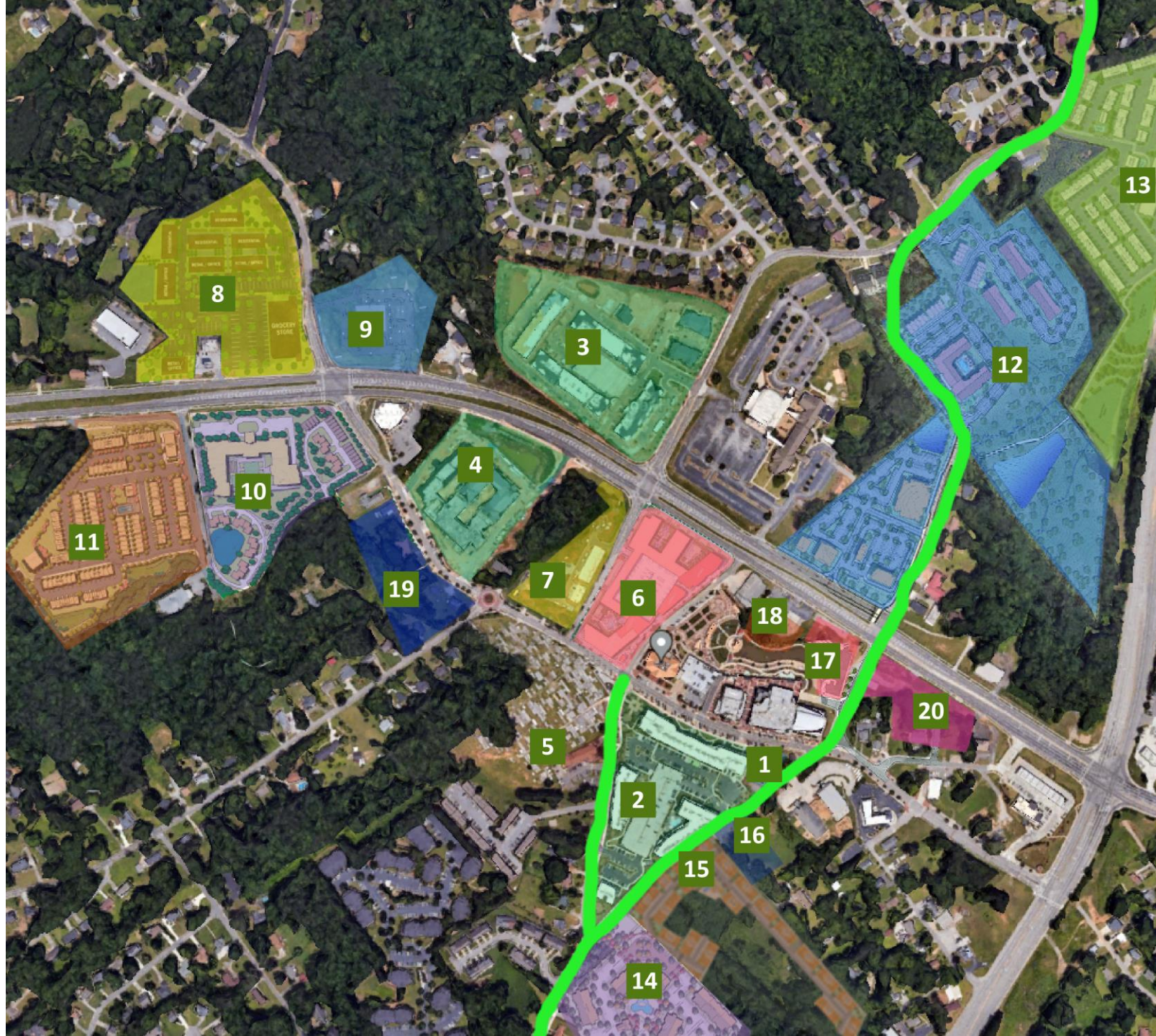


2023



Committed To Dreaming BIG and Investing LONG-TERM.





1. Suite Spot
2. The Local
3. Cadence
4. The Holbrook
5. Sugar Hill Distillery
6. Solis Sugar Hill
7. SkyView on Broad
8. Lidl/Sycamore Square
9. Northside Hospital
10. Independent Living
11. Proposed Townhomes
12. Novare
13. The Refinery by Prestwick
14. The Heights by 360 Residential
15. Proposed Townhomes
16. Future Work Force Housing
17. The Landing
18. Future Project
19. Future Work Force Housing
20. Future Mixed-Use Development



# DOWNTOWN SUGAR HILL 2023



Central Business District – Compact – Just 100 Acres



# OUR VENUES



**THE BOWL**  
at Sugar Hill

- Managed by City Staff.
- 5 ticketed concerts per season with rentals activating the venue throughout the year.
- 2024 will welcome our 10<sup>th</sup> "Sugar Hill Live On Stage" concert season.



# OUR VENUES

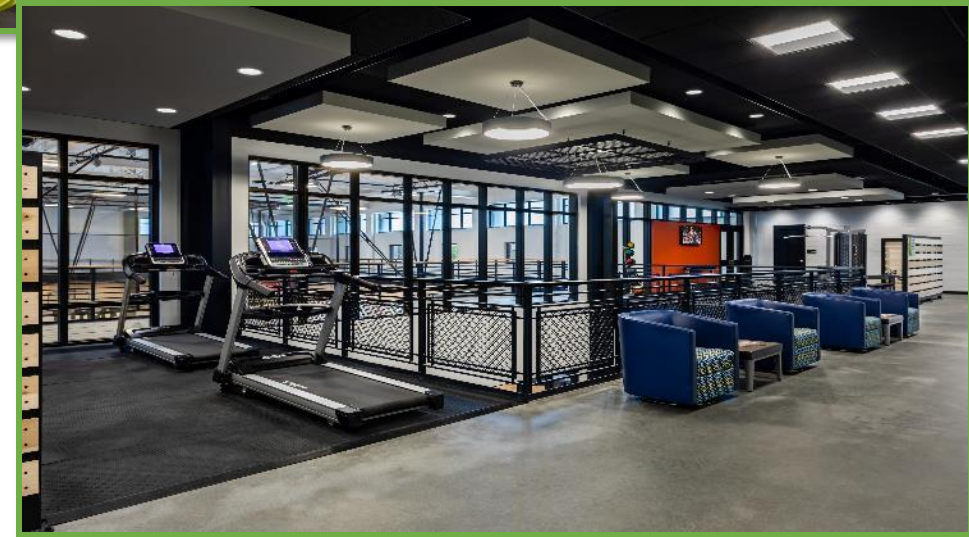


- Managed by City Staff.
- 5 ticketed concerts per season with rentals activating the venue throughout the year.
- Two in house theatre performing troupes and a community concert band.





# OUR VENUES



  
**E C E N T E R**  
AT SUGAR HILL

- Meeting Spaces
- Community Gym with 19,679 members
- Home to 12 Small Businesses and the DDA is the landlord



# OUR VENUES



COMMUNITY  
PLAZA



SPLASH PARK



ICE RINK



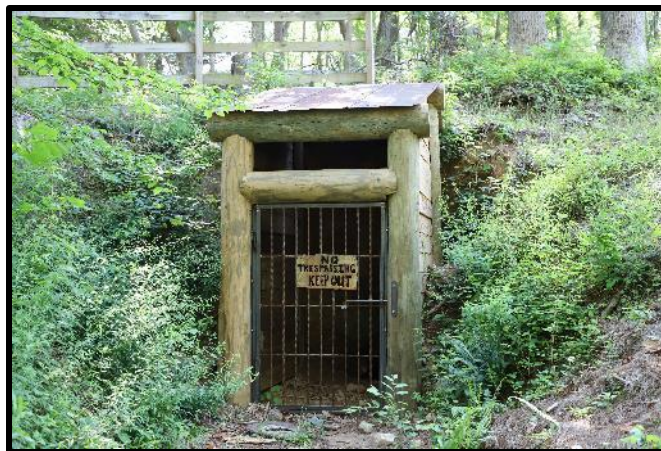
## SUGAR HILL GREENWAY

- 5 completed miles of a planned 16.5 mile loop around the city connecting downtown to parks, neighborhoods, and schools.



## GOLD MINE PARK

- 9-acre passive park featuring a parking area, restrooms, access to the greenway, and an overlook of Simmons Mine.



## RIDGE LAKE PARK

- 22-acre passive park with playground area, dog park, walking trails, fishing pier and dock, disc golf, and a rehabilitated pond dam.





# THE LANDING

- Pavilion area for events, congregating, and relaxing. The parking area serves as general parking, as well as load-in for concerts and performances.



# 39<sup>th</sup> STREET STATION

- A two-room event space used for meetings or as greenrooms for artists performing at The Bowl or Eagle Theatre.



# VETERANS MEMORIAL

- Dedicated on the 75<sup>th</sup> anniversary of the D-Day invasion of Normandy Beach during World War II, the Veterans Memorial Plaza testifies of the City of Sugar Hill's endless gratitude for the armed forces.





# THE SUITE SPOT



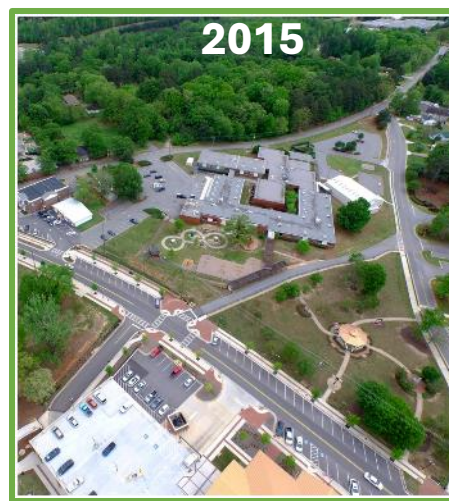
- The old two-story City Hall was re-purposed into a business incubator by the Sugar Hill Downtown Development Authority to help small businesses grow and flourish in a community centered environment.
- The Suite Spot offers 3 different types of working environments:
  - Open co-working space
  - Premium desk memberships
  - Private office suites



# DOWNTOWN RESIDENCES

## THE LOCAL

- Just over 300 units
- 5,890sf of retail space, including restaurant
- Also hosts the City's History Museum and Art Gallery



## CADENCE

- Just under 300 units
- 2 retail spaces – 1,200sf each
- This mixed-use project features urban luxury apartments as well as “big house” concept units



## HOLBROOK

- 150,000sf of Luxury Senior Living
- Assisted Living, Memory Care, Rehabilitation / Respite Care
- 130 Total Units





# DOWNTOWN RESIDENCES



## SOLIS

- Five-Story Apartment Complex with 294 Units
- 11,200sf of Retail (Operated by the Downtown Development Authority)
- 650-Space Parking Structure
  - 300 – residents
  - 250 – public parking
  - 100 – joint use



# DOWNTOWN RESIDENCES



## SKYVIEW ON BROAD

- 25 units with elevators
- Mid-800s
- Brewpub on site
- First units complete in mid-November





# DOWNTOWN RESIDENCES



THE HEIGHTS BY 360 RESIDENTIAL



# DOWNTOWN RESIDENCES

## THE REFINERY BY PRESTWICK



## NOVARE



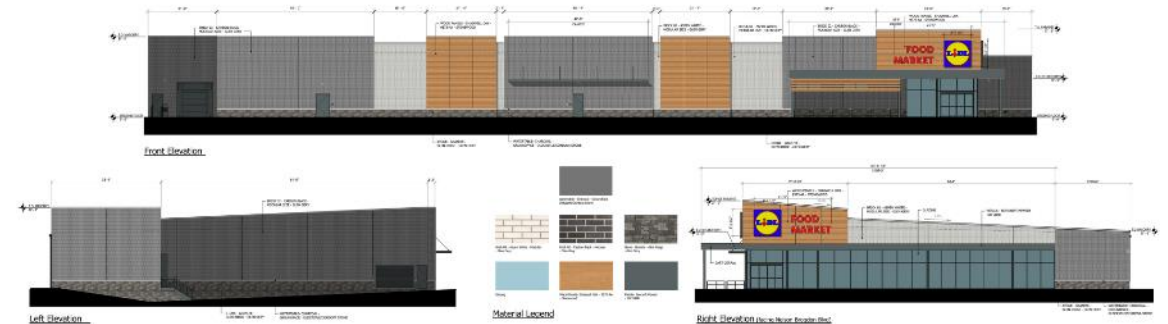


# DOWNTOWN RESIDENCES



## SYCAMORE SQUARE & LidL

- Residential
- Retail & Office Space
- LidL Grocery Store





# WHAT'S NEXT?



NORTHSIDE HOSPITAL



Approved by City Council



# WHAT'S NEXT?

## PROPOSED TOWNHOMES



Zoning Approved – Pending Design Review Approval by City Council



# WHAT'S NEXT?



Approved by City Council





# Living The Sweet Life



BREAKFAST



LUNCH WITH FRIENDS



FAMILY TIME



THE BOWL  
at Sugar Hill



LIVE MUSIC

EXERCISE



VOLUNTEER



DOWNTIME



COCKTAIL HOUR





# DESTINATION DOWNTOWN



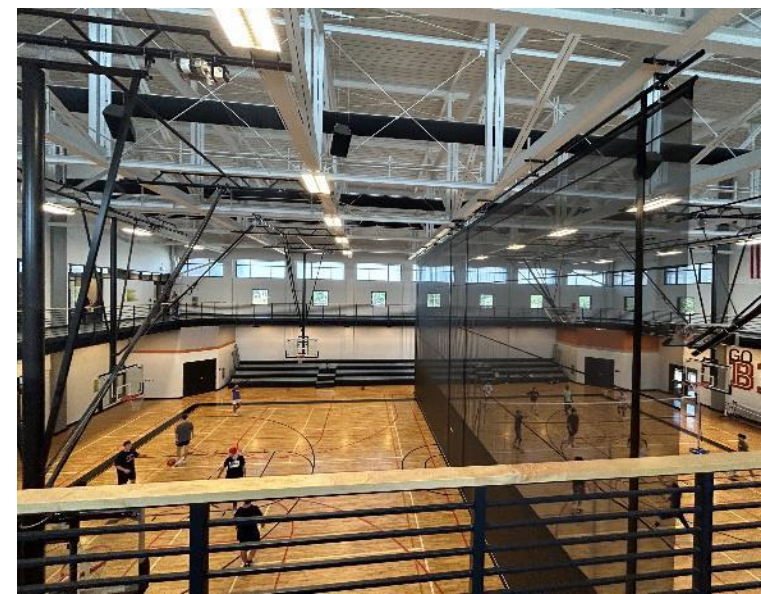
**3 HOURS – 1 DAY – 3 DAYS**



# 16-HOUR SWEET CITY







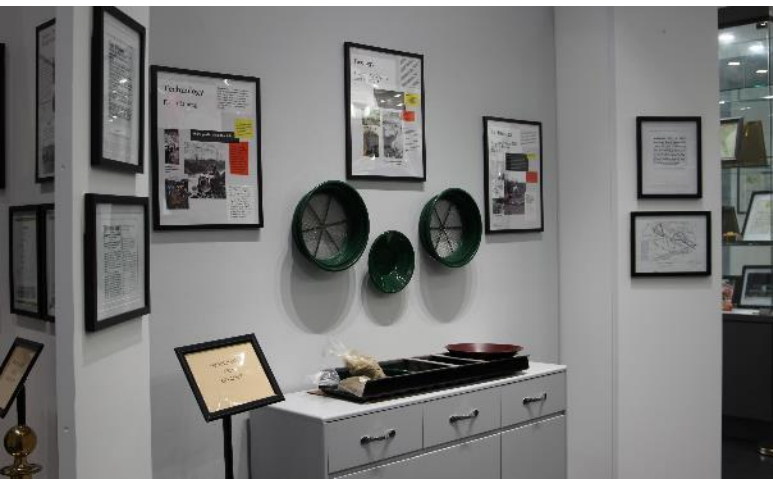






























# THANK YOU

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