



From Vacant to Vibrant

How Cities can turn empty spaces to Economic Engines

TERRA ALMA RETAIL & PLACEMAKING ADVISORY

what people want





**Vacancy is Not
the Problem.**

**Untapped
Potential Is.**

What Vacancy Really Costs

- Dormant Tax Revenue
- Lost foot Traffic
- Reduced investor Confidence
- Lower Property Values
- Brand Dilution



Full Occupancy = Vibrancy



s Alley, Duluth

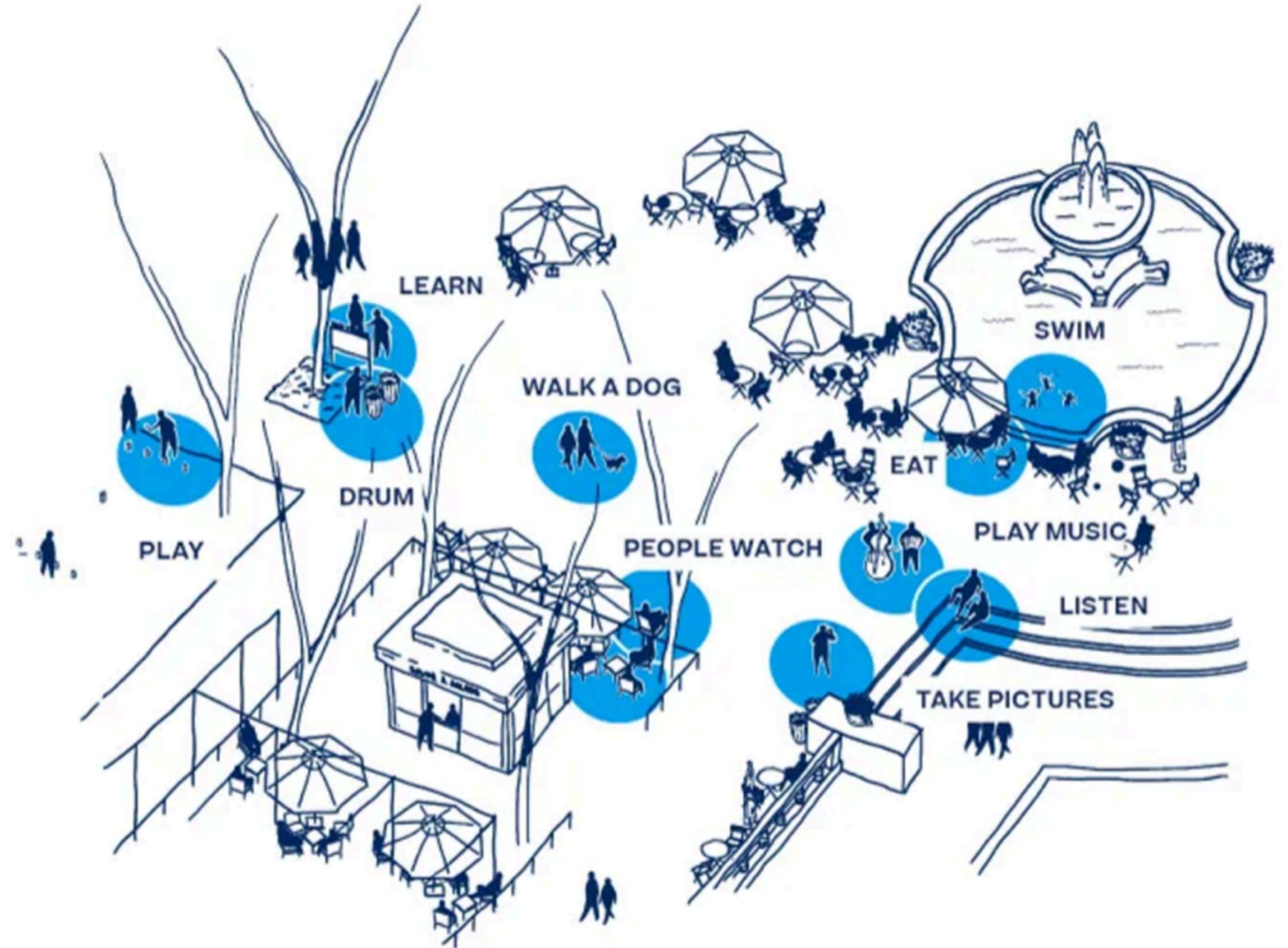
Why Downtowns Struggle

- Reactive leasing
- Over-indexing on restaurants
- No clustering strategy
- Undefined identity
- Ignoring daytime population



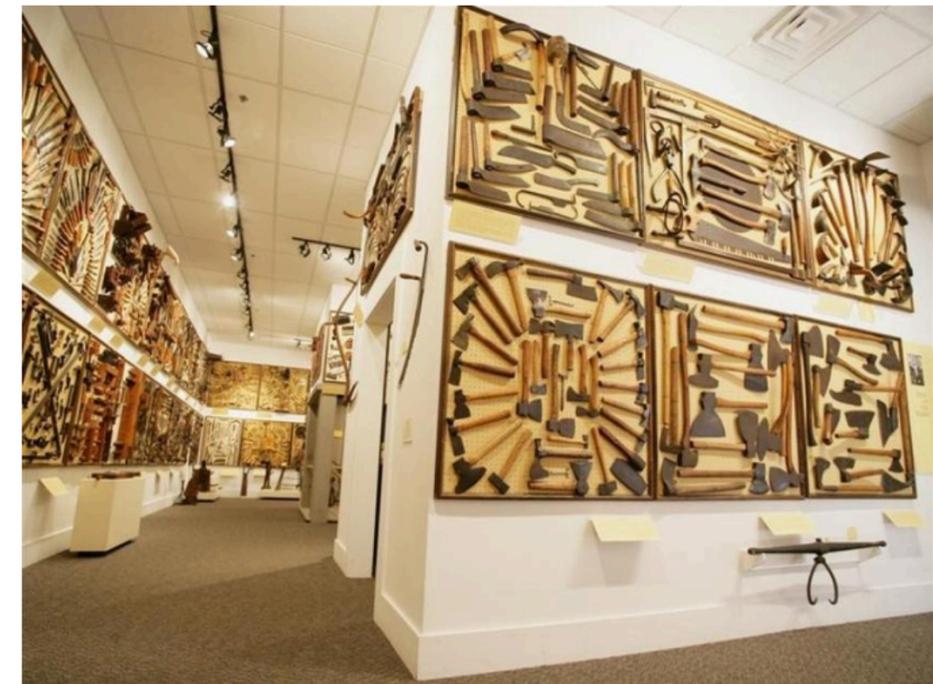
THE 4 Part Economic Engine Framework

- Understand Demand
- Curate the Right Mix
- Build Clusters
- Layer Activation



Step 1: Understand Demand

- Who lives here?
- Who works here?
- Who visits here?
- Who is missing?
- Conduct void & leakage analysis



Step 2: Understand Demand

- Daily needs retail
- Experience retail
- Destination F&B
- Youth & family uses
- Creative + cultural anchors



Step 3: Build Clusters

- Coffee + Coworking
- Boutique + Beauty
- Brewery + Live Music
- Fitness + Healthy F&B
- Clusters increase dwell time & rent growth



Step 4: Layer Activation

- Monthly markets
- Holiday programming
- Art walks
- Outdoor dining
- Activation fuels retail performance



MULE CAPITAL OF THE SOUTH

THOMASTON GEORGIA

MULE DAYS

— 2024 —

CELEBRATING OUR AGRICULTURAL HERITAGE

MISS MULE DAYS · OCTOBER 12TH · 12-3pm

SATURDAY OCTOBER 19TH

GREATEST GENERATION PARK

TIME: 10AM-3PM

KIDS ZONE • VENDORS & CRAFTS
AGRICULTURAL DEMONSTRATIONS
FOOD TRUCKS & MORE!

DOWNTOWN STREET CONCERT

TIME: 5PM-10PM

FOOD TRUCKS • SIP'N'STROLL
TEDDY AND THE ROUGH RIDERS
THE RIVERS EDGE BAND • LUCAS SMITH

MULE CAPITAL OF THE SOUTH

SCAN FOR MORE INFO



Community is the Anchor Tenant

Belonging Drives Spending - Experience Drives Loyalty



Creating A Municipal Action Plan

- Conduct void analysis
- Define retail positioning
- Map cluster zones
- Recruit priority categories
- Align activation calendar
- Track quarterly performance



**Vacancy Is a Blank Canvas.
With Strategy, It Becomes an
Economic Engine**

Cases Study: Downtown Lawrenceville

A Study in Strategic Revitalization



What we delivered in Lawrenceville

- Comprehensive retail void & leakage analysis
- Downtown positioning framework
- Signature pedestrian spine concept
- Cluster-based tenant strategy
- Emerging brand recruitment roadmap
- Activation alignment strategy



Joystick Gamebar - Sweet Auburn, Atlanta, GA



Battle & Brew - Sandy Springs, GA



Putt Nation - Buford, GA



The Painted Duck - Atlanta, GA

Strategic Interventions

- Identified under-served consumer segments
- Rebalanced retail mix beyond F&B
- Introduced 'community as anchor tenant' approach
- Mapped micro-cluster zones
- Integrated events calendar with leasing strategy



During Event Strategies

Event signage directing guests to nearby restaurants
QR codes linking to restaurant availability maps
Staggered programming pauses during peak dining windows



Post-Event Strategies

Late-night menus (8:30pm & later)
Dessert & drinks partnerships
Live music after-parties at restaurants

make your downtown thrive:

- Placemaking First → Make thriving, people-centered places the top priority in every policy and decision.
- By-Right Rebuilding → Streamline approvals for rebuilding and infill projects.
- Reclaim Streets → Shift control from traffic engineers to communities; convert one-way streets back to walkable, people-friendly corridors.
- Incubate Local Business → Create small, flexible spaces to serve as incubators for local entrepreneurs.



353

Satisfied Clients

100M SF

Completed Projects

20+

years of experience

\$1B

Economic Value



landlord portfolio

turning spaces into places



CHATTAHOOCHEE FOOD WORKS
Upper Westside ATL



HALIDOM EATERY
Southeast ATL



SOUTH END NORCROSS
Downtown Norcross



BROWNSVILLE POINTE
Historic South Atlanta



OLD TOWN LILBURN
Downtown Lilburn



POLITAN ROW
Midtown ATL



CHAMBLEE TAP AND MARKET
Chamblee, Georgia



THE HAWKINS
Chamblee



MOXIE.
Lockhart, Texas - in development



TWO STEP FARM
Montgomery County, Texas
In development

placemaking is

community driven

visionary

function before form

adaptable

inclusive

create destinations

context specific

dynamic

trans-disciplinary

transformative

flexible

collaborative

sociable

placemaking is not

top down

reactionary

design-driven

a quick fix

exclusionary

car-centric

one size fits all

static

one dimensional

cost/benefit analysis

project-focused

dependent on regulations

presented
by



Ritz Chopra



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