



# SUCCESS STORY

ROSWELL WIEUCA SHOPPING CENTER - ATLANTA, GA



*before renovation*

EMPR Properties  
Atlanta, GA

## RETAIL SERVICES GROUP

### STATISTICS

70,000 RSF  
4365 Roswell Road  
Atlanta, GA 30342

### SERVICES PROVIDED

Leasing Services  
Property Management  
Construction Management

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### CHALLENGE

Built in phases starting in the 1950's, the 70,000± square foot center was occupied by a mixture of retail and non-retail tenants serving the strong demographics of North Buckhead and Sandy Springs.

Ground lessee in possession of the improvements until termination of ground lease for the property at which point land reverted to land owner. Therefore, improvements were in disrepair and most tenants were under-paying and under-performing. Any future renovation or re-development would be confined to the existing footprint in order to meet "grandfathered" development approvals.

### STRATEGY

Plan and execute repositioning and re-leasing strategy for under-performing shopping center in prime location upon the expiration of a fifty-year ground lease.

### SERVICES

Coordinated engineering, design and construction to renovate and reposition the shopping center. Engaged selected existing tenants in new lease negotiations and launched full marketing program for new anchor and co-tenants.

### RESULTS

Negotiated long-term anchor tenant lease with The Fresh Market gourmet grocer and completed over a dozen in-line leases including Ace Hardware, Goldberg's Deli, Abbadabbah's, Limetree, Five Guys Burgers and Fries, and Willy's Mexican restaurant and a new outparcel lease with Arby's resulting in one of north Atlanta's highest performing neighborhood strip shopping centers.