



# WEST ALLEY

A Reclamation in Roswell's Historic District

April 5, 2021



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# Executive Headlines

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## Economic Growth

*The West Alley Mixed Use Project is intentionally designed to serve as a destination brand catalyzing, long-term economic growth for the City of Roswell and the Roswell Historic District.*



## Transformation through Partnerships

*Transforming the unsightly asphalt, buildings, and unsafe sidewalks at the iconic gateway property encompassing Magnolia, Mimosa, and Webb will be possible through our interconnected partnerships with the City of Roswell, DDA, HRBA, Roswell Historical Society, Roswell, Inc., Roswell CVB, local businesses, churches, employees, GDEC and film industry influencers.*



## Mindful of Master Plan

*The thoughtful mixed-use design will honor the tenets of the City of Roswell Master Plan and the preservation-focused planning process for Roswell's Historic District as we strive to connect our destination brand to the past, present, and future.*



## A Purpose Driven Place

*Our vision is different. We are a purpose-driven brand that creates places where people belong.*

*This mixed-use development will not only explore a variety of options where residents can enjoy a stronger sense of connected community, healthier lifestyles through sustainable design and a vibrant culture scene, yet we will be intentional in supporting causes that benefit community, nature, and historical preservation initiatives.*



## Experienced Team

*A sought-after team with years of proven industry experience in construction, architecture, development, hotel management, destination marketing, tourism, and community management has been hand-picked to bring this one-of-a-kind destination brand to life in the Roswell Historic District.*



## Investment of Time, Talent, and Treasure

*The many stakeholders invested in the future of Roswell can count our experience from years in construction, architecture, development, and financing large scale mixed-use projects to bolster their confidence in our team to deliver our promises.*



## Why We Exist

*We exist to love and uplift people by intentionally creating places where people belong, ultimately building healthy and thriving communities that leave a legacy for future generations.*



# Vision



We believe all who visit **West Alley** in the Roswell Historic District deserve to experience a place where blocks of broken asphalt, buildings void of character, a lack of accessible parking, and unsteady sidewalks are transformed into a thriving, sustainable destination brand featuring immersive spaces that invite guests from around the globe to be changed in heart and mind through every moment in the legendary city we call home.



# Mission

We are creating a purpose-driven place where people belong.

## *A place that:*

- *invites them into the authentic story of Roswell as a destination*
- *creates a thriving, connected and sustainable community*
- *entices businesses to come and grow*
- *revolutionizes Southern hospitality through extraordinary personalization*
- *leaves a legacy for future generations*





# THE EXPERIENCE



Parking Deck



Lifestyle Hotel



Shared Office Space



Meeting + Event Space



Destination + Rooftop Dining



Music, Arts, Entertainment



# Roswell's Most Elegant Destination

Each stay, experience and moment are thoughtfully created and artfully designed. **Elevate your stay.** Uncover the art of relaxation at the most distinctive luxury hotel Roswell has to offer. **Follow your inspiration.** Embrace your curiosity and indulge in something unexpected with our selection of one-of-a-kind boutique luxury experiences. **Tell your story beautifully.** For exceptional stays, weddings, events and life moments, the stage is set for transformation.

## The Experience



# Legendary Luxury Accommodations That Elevate the Experience

## The Experience



Our beautiful accommodations are the perfect place to come together and discover the luxurious, Roswell-inspired elegance, modern amenities — and the welcoming spirit of the Historic District. Get cozy in one of our soothing deluxe rooms and accommodations. Offering the comforts of home, West Alley has it all - expansive gathering spaces, the privacy of separate bedrooms, a beautifully equipped kitchen, plus a washer and dryer—ideal for larger parties and longer stays.

With so many experiences included with your getaway at West Alley, it's easy to stay a while—or return again and again to discover even more.



# THE EXPERIENCE



Boutique Retail

Indoor + Outdoor Dining Experience



Outdoor Markets + Grocery

Pet-Friendly Environment



Alley Courtyard for Walking, Events, Festivals and Community





# The Opportunity



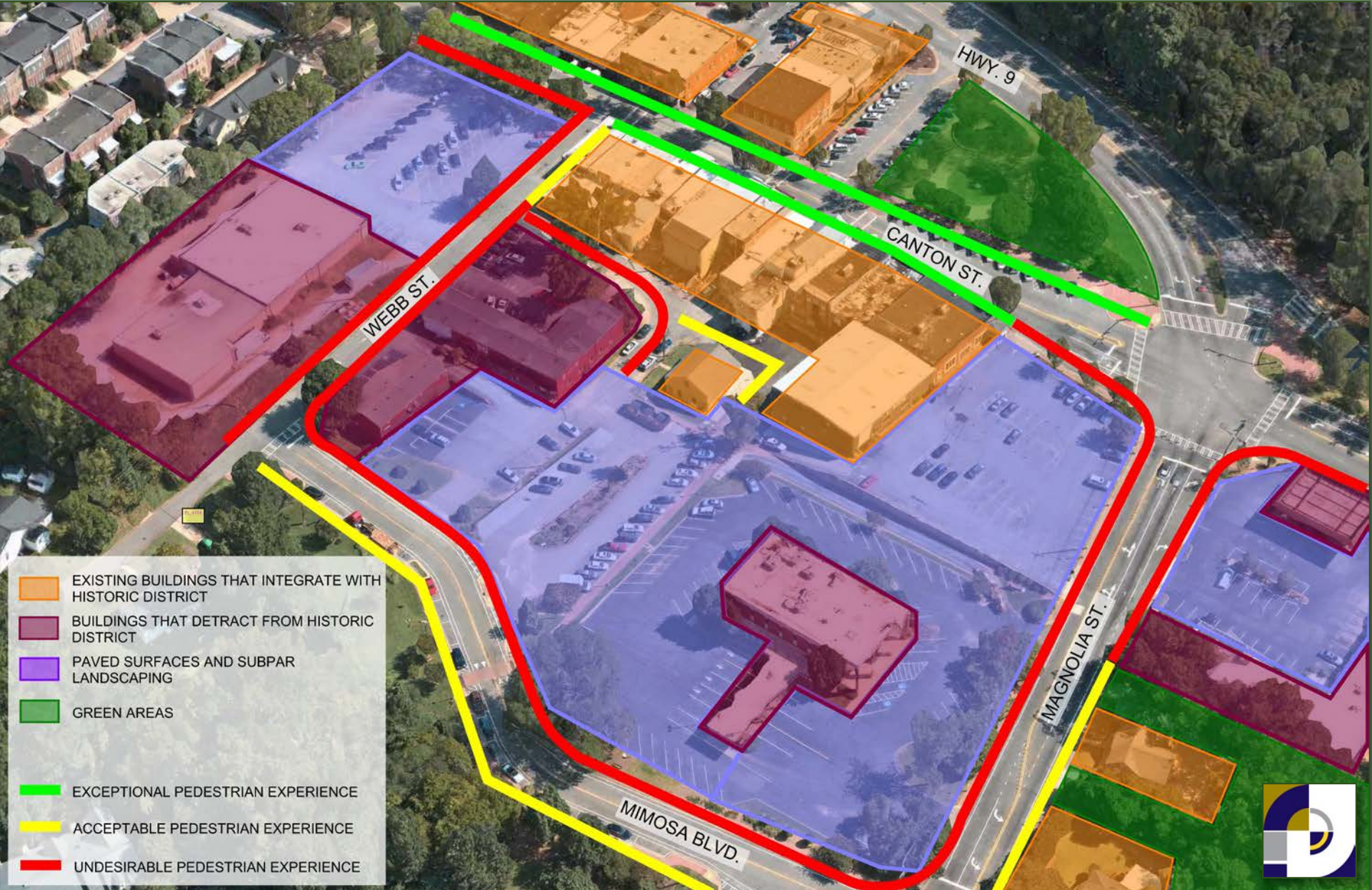
EXCEPTIONAL PEDESTRIAN EXPERIENCE



ACCEPTABLE PEDESTRIAN EXPERIENCE



UNDESIRABLE PEDESTRIAN EXPERIENCE





# Proposed Development









# Proposed Site Plan





# Proposed Site Plan



UNEXCAVATED

HOTEL

PARKING GARAGE  
VEHICLE ENTRANCE

UP

GARBAGE  
RECYCLING  
LOADING

PUBLIC FREE  
PARKING

OFFICE

GARAGE

EVENTS

VALET

COMMISSARY

UNEXCAVATED

COMPACTION  
RECYCLING

LEVEL G.1 – Alley Level



# Proposed Site Plan



**LEVEL G.2 – Mimosa Blvd Level**



# Proposed Site Plan



LEVEL G.3 – Magnolia St Level



# Proposed Site Plan



**SECOND FLOOR**



# Proposed Site Plan



**THIRD FLOOR**



# Proposed Site Plan





West Alley Views





West Alley Views





# Local Business Impact



- As the local sponsor, **West Alley, LLC** has invested over \$4M and sponsorship equity is in place.
- 37 Magnolia and 26 Webb are owned by True North Holding, LLC an affiliate of West Alley
- Consultants and contractors for **West Alley** are locally owned and operated
- Over **360** jobs will be supported through construction
- Over **375** jobs will be supported through the **West Alley's** operations
- **\$68M** in direct Construction investment
- Annual economic impact of **\$49M** plus



# Timeline

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**Q1 - 2021**

*DDA / West Alley  
MOU*

**Q2 - 2021**

*Conditional  
Use Application  
and HPC Work  
Sessions*

**Q3 - 2021**

*HPC Approval  
Mayor and  
Council Approval*

**Q4-2021**

*Bond Purchase  
Agreement and  
Construction  
Kickoff*

**Q3-2023**

*Final Occupancy  
Certificates &  
Ribbon Cutting*

**SUCCESS**



# The Team



Walt Gill  
West Alley, Sponsor



Alex Paulson  
Randall Paulson Architects



Karen Brunke  
StoryMap Marketing



Wes Townson  
McKibbon Hospitality



Chip Patterson  
Steward Advisors



Joseph Fawole  
West Alley, Management



Marcus Mello  
Randall Paulson Architects



Gray Reese  
Gray Reese Company



Erik Rowan  
McKibbon Hospitality



Bill Holland  
Coleman Talley, Attorney



# Team Experience

Our Experienced Team Includes:

- Primary Master Planning Team
- Community Team Members
- Supplementary Team Members

With offices in Roswell, we have hand-picked our sought-after team with years of proven industry experience in administration, managing real-estate, construction, development, architecture, hotel management, destination marketing, tourism and community management

**\$1.4 Billion**  
**In New Hospitality Development**

60 Managed New Build Projects

Partnering with 11 Hotel Brands

Servicing 8 States

20 Years of Lifestyle Hotel and Resort Management

Over 30 Years in Parking Management and Services

25 Years of Fortune 500 Destination Marketing

Over \$700M in Mixed-Use Architecture + Design



# Next Steps

- Execute MOU with the Downtown Development Authority of the City of Roswell, Georgia (DDA) and West Alley, LLC
- Secure Conditional Use from City of Roswell for entitlements for a mixed-use development consisting of 125 Room Hotel (101,410 SF); 2,800 SF Hotel Restaurant; 2,850 SF Spa and Workout Area; 16,125 SF Retail/Non-Hotel Restaurants; 22,500 SF Office; 11,500 SF Event Space with 20 FT Ceiling Height
- 400 Space Parking Deck to include 100 free public parking spaces
- DDA adopts a resolution for the issuance of bonds for the development as described in the MOU and amended through the Conditional Use authorization by City of Roswell
- Execute subsequent documents as required for Bond Purchase Agreement
- Schedule Closing and Start of Construction





COMING  
SOON

**WEST ALLEY**

A Reclamation in Roswell's Historic District