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Village at TownPark begins construction in north Cobb
Amanda Casciaro - Staff Writer

KENNESAW - Construction is under way on the Village at TownPark, a mixed-use development that incorporates luxury townhouses, office and retail space, and a seven-story Embassy Suites hotel at the intersection of Chastain Road and George Busbee Parkway.

Atlanta-based Taylor & Mathis is partnering with Atlanta-based Columns Group, Tifton-based G.S. Development, and Atlanta-based Shopping Center Group to add 26,000 feet of loft-style offices, 35,600 square feet of retail shops and restaurants, 42 luxury townhouses and a 156-room Embassy Suites to the already established office and retail complex of TownPark.

The development, which is mostly commercial space, spans the entire north frontage of Chastain Road, just off Interstates 75 and 575.

The location, Cobb Commissioner Tim Lee said, is exactly where the county has intended to place mixed-use development.

"Having that development in the Town Center area where infrastructure already exists and can handle it is an added bonus," Lee said. "It's a good development in the right place at the right time."

The Village will be built on about 13 acres of the entire 243-acre site that Taylor & Mathis owns.

"This grew as an offshoot of both the (Town Center Community Improvement District's Livable Centers Initiative) and our involvement with the CID," said Kerry O'Brien, senior vice president at Taylor & Mathis.

"The CID actually sponsored a master planning effort a couple years ago, out of which grew the thought that one of the things that was needed in Town Center was more of this mixed-use type development with various components of retail, office and residential.

"We had this 13-acre site that was prime for that type of mixed-use. We felt like some residential would further compliment what we had done already in TownPark with the commercial development," O'Brien added.

Assemblage of the entire 243-acre site began in 1972; about the same time Taylor & Mathis began development of Perimeter Center in downtown Atlanta.

The company, like many metro-Atlanta developers, has found mixed-use to be "the darling" of new development.

"The mixed-use concept is trying to take advantage of giving people the option of living near where they work, so they don't have to get in their car to go to a restaurant and go to work," O'Brien said. "The concept is becoming more popular because of the problems our dependence on the automobile has caused in metropolitan Atlanta."

Retail space at The Village at TownPark is expected for completion this fall and the hotel and townhouses are scheduled to open in the first half of 2008, O'Brien said.

So far, the companies have begun lease negotiations with six restaurants, but company officials won't comment on what's coming until the agreements are complete.

"I can tell you it's going to be an exciting restaurant mix," O'Brien said. "We're very excited about the response we've gotten to the Village. It's been positive, and we're excited about seeing it through to completion."

acasciaro@mdjonline.com