

CASE STUDY - HIGHEST & BEST USE

UBS served as the asset manager for an 11-acre site along Powers Ferry Road in Cobb County that was comprised of five parcels improved with restaurant buildings. Four of the buildings were vacant and one was occupied by an operating business. The property was a prime redevelopment candidate, and we were asked to evaluate the highest and best use in order to help formulate the optimal disposition strategy. Multiple redevelopment scenarios were explored in conjunction with a land planner.

The process culminated with an opinion of value and recommendations regarding the optimal disposition strategy. The corner parcel, formerly a Houston's restaurant, was sold to a restaurant operator, per our recommendation. The remaining land was sold to Greystar, which improved the site with conventional and senior apartments.

