AMBLING LAND & RESORT
SAVANNAH RIVER LANDING
Savannah, Georgia

In 2007, RCLCO was retained by Ambling Land & Resort to identify the appropriate development opportunities for both luxury for-sale residential products and for new office development planned as part of the Savannah River Landing project. The project, which represents the first significant new development along the Savannah River in the downtown area, encompasses 54 acres and, when completed, will provide a significant extension of Downtown capable of attracting market audiences previously constrained in terms of their real estate choices in the area.

Savannah River Landing is an urban mixed-use project that incorporates retail, office, hotel, and all types of for-sale residential into a well-planned community that builds on Savannah's unique design and architecture. Given its unique offering, the project is capable of attracting market audiences within and well beyond Savannah, including highly affluent retirees, second home buyers, seasonal residents, primary residents, students and others.

RCLCO first examined opportunities for new office development at Savannah River Landing; the first true new construction offering in Downtown Savannah in decades. With this offering, Ambling needed to understand the latent strength of the market and potential support for new office space during a period when existing offices were being converted to hotels and condos, or offered infrastructure that was insufficient for today's tenants.

On the residential end, RCLCO was tasked with understanding market opportunities for luxury brownstone product as well as mid-rise condominium products offered on the property. The significant challenge being presented was the lack of comparable product in the market and the potential ability of the project to penetrate beyond the Savannah market.

In both cases, RCLCO was able to add significant value to Ambling's development processes and provide market guidance that was forward-looking and structured specifically to answer the unique questions at hand.