

High Road Craft Ice Cream Marietta, GA



Brooks Morris, Andy Roberts, & Sam Peng

Renewal of Headquarter Space to Support
Future Growth

Client Objectives

High Road Craft Ice Cream needed to secure long-term control of its headquarter space in light of future growth, and receive landlord concessions to off-set capital investment.



Space

78,000 SF

Results

Cresa successfully accomplished renewal terms while achieving concessions from the landlord that reduced capital expenditures by approximately 40%.



Industry

Hospitality & Food Services

Savings

Cresa saved High Road approximately 40% of planned capital improvements.

"Andy and Brooks did a great job listening to our needs and helping formulate a strategic plan to better serve the next stage of High Road's growth. They executed a transaction that exceed our expectations. In addition, we are excited to be working with Sam Peng who is in the process of executing our planned project management improvements."

- Keith Schroeder, CEO, High Road Craft Ice Cream