

# THE DISTRICT

**Apple Valley Entertainment District Feasibility Study**  
City of Brookhaven, Georgia

# ULI ATLANTA CENTER FOR LEADERSHIP - 2020 Class -

## Brookhaven mTAP Team



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Council | Bridge Investment Group



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Co-Founder & Former Partner | Derucki Construction Company



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Vice President | Barrett Symone Property Managers

# PROJECT SCOPE



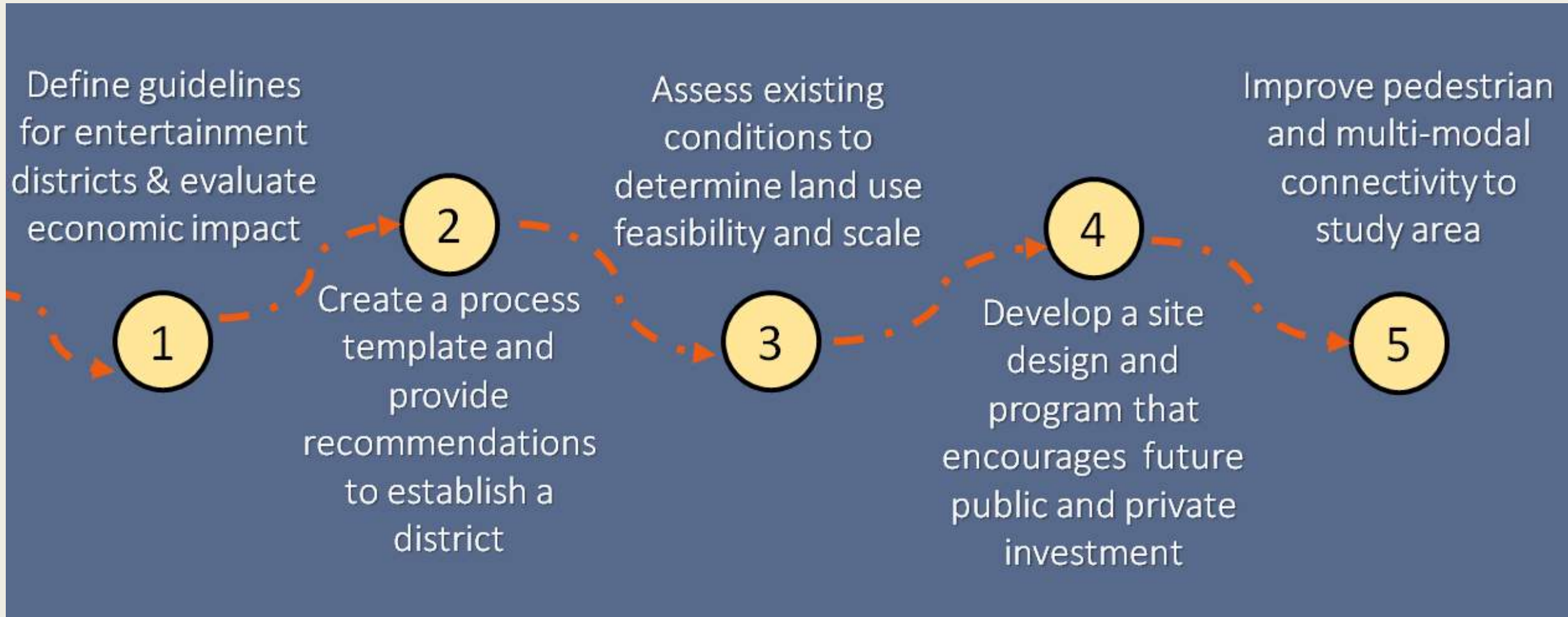
- Validate potential of Apple Valley corridor as a location to establish an entertainment district
- Determine highest and best use (~22-acre assemblage)
- Make recommendations for improving access and connectivity to MARTA & Peachtree Rd.

## Deliverables

- Entertainment district case studies and considerations
- Process plan
- Economic impact
- Site plan and visuals



# TEAM GOALS



# APPLE VALLEY CONTEXT

Select Case Studies  
+ Guiding Principles



# CHALLENGE

- Lack of a city center for all citizens
- Apple Valley and Dresden Drive corridor planning and development precedent
- Corridor access and site visibility
- Compatibility of land uses
- Entertainment district perceptions

## ■ Site Context







PEDESTRIAN BRIDGE TO CONNECT TO EXISTING MIXED-USE COMMUNITY



APPROXIMATELY 250 UNIT MULTIFAMILY WITH RETAIL AT GROUND FLOOR



RECREATION WALL



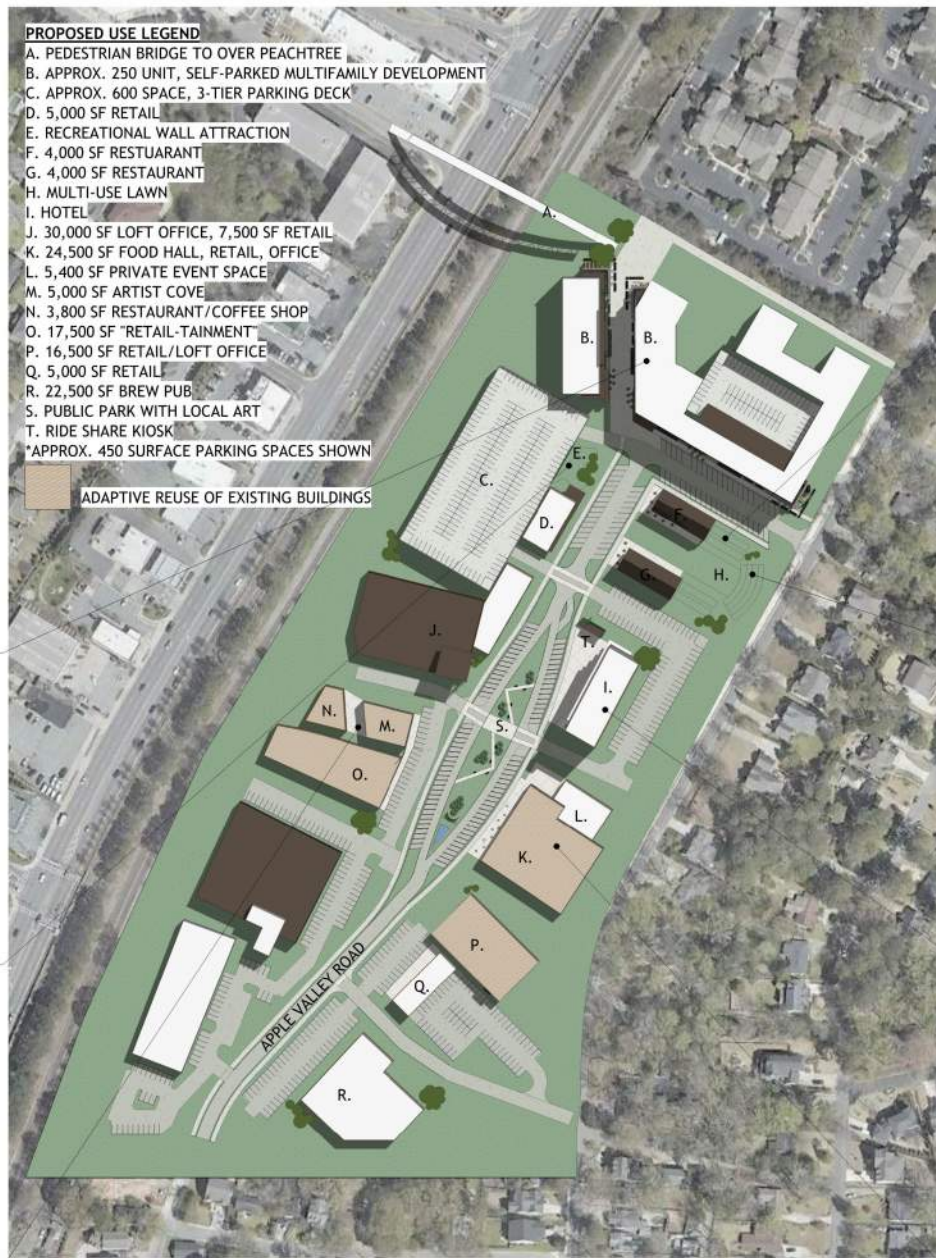
OUTDOOR SEATING AREAS

#### PROPOSED USE LEGEND

- A. PEDESTRIAN BRIDGE TO OVER PEACHTREE
- B. APPROX. 250 UNIT, SELF-PARKED MULTIFAMILY DEVELOPMENT
- C. APPROX. 600 SPACE, 3-TIER PARKING DECK
- D. 5,000 SF RETAIL
- E. RECREATIONAL WALL ATTRACTION
- F. 4,000 SF RESTAURANT
- G. 4,000 SF RESTAURANT
- H. MULTI-USE LAWN
- I. HOTEL
- J. 30,000 SF LOFT OFFICE, 7,500 SF RETAIL
- K. 24,500 SF FOOD HALL, RETAIL, OFFICE
- L. 5,400 SF PRIVATE EVENT SPACE
- M. 5,000 SF ARTIST COVE
- N. 3,800 SF RESTAURANT/COFFEE SHOP
- O. 17,500 SF "RETAIL-TAINMENT"
- P. 16,500 SF RETAIL/LOFT OFFICE
- Q. 5,000 SF RETAIL
- R. 22,500 SF BREW PUB
- S. PUBLIC PARK WITH LOCAL ART
- T. RIDE SHARE KIOSK

\*APPROX. 450 SURFACE PARKING SPACES SHOWN

ADAPTIVE REUSE OF EXISTING BUILDINGS



RECREATION LAWN, BOCCIE, MULTI-USE



OUTDOOR EVENT SPACE/PLAYGROUND



HOTEL



ADAPTIVE REUSE FOOD HALL, RETAIL, OFFICE



# CITY OF BROOKHAVEN

- Population- 59,920
- Households- 25,183
- Avg. Household Size- 2.35
- Avg. Household Income- \$136,995

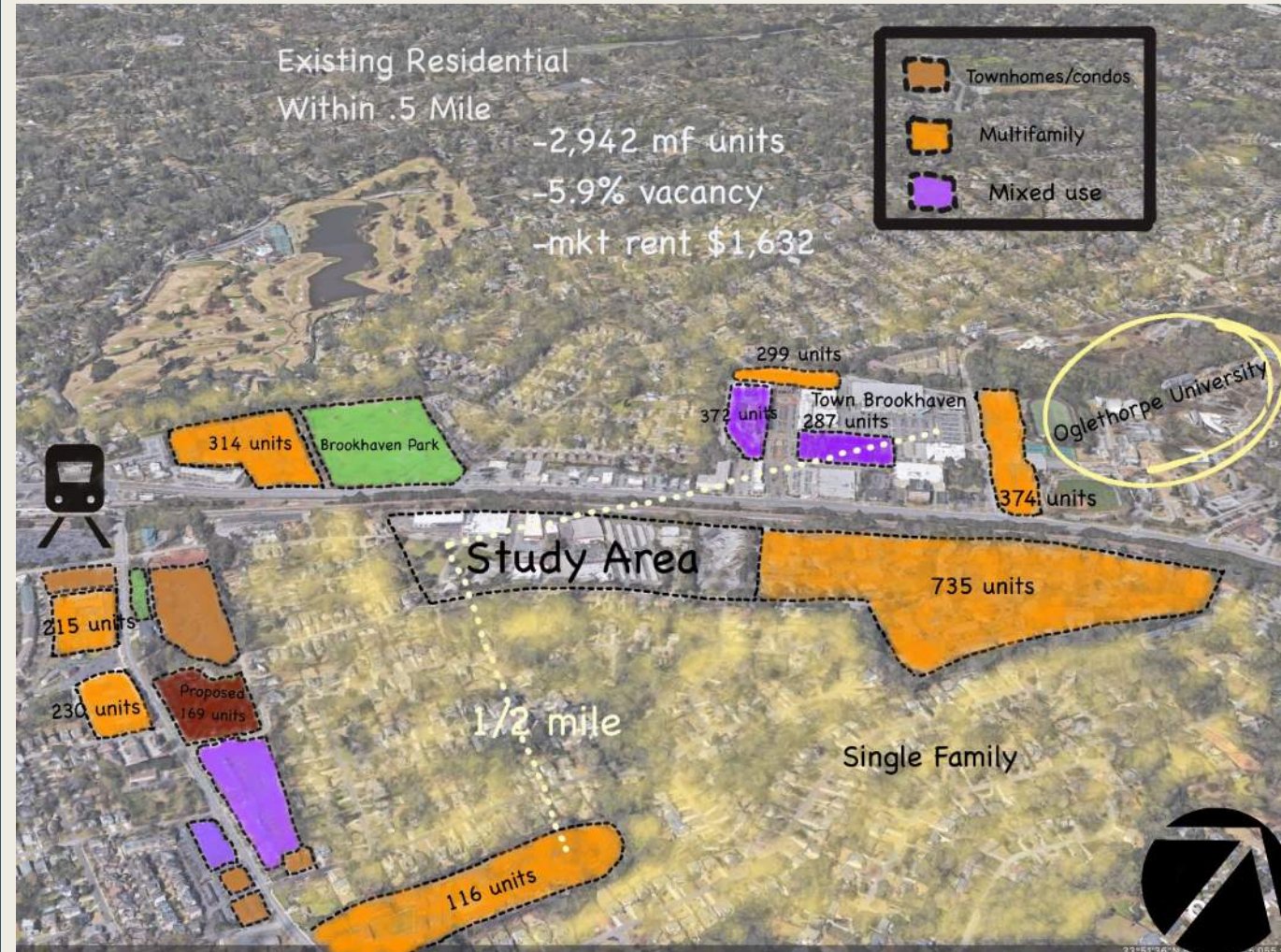
## MARKET POTENTIAL

### 3 Mile Radius

- Population- 136,577
- Families- 27,205
- Median Age- 35
- Median Income- \$90,899
- Consumer Expenditures
  - Food Away From Home- \$379,210,602
  - Alcohol- \$65,331,969

Source: ESRI BAO, 2020 (see appendix for reports)

## ■ Site Context Residential





# ENTERTAINMENT DISTRICT GUIDING PRINCIPLES

- Nationwide implementation
- Diversity of scale and context
- Diverse programming and tenants
- Catalyst for revitalization
- Mass transit (or major public infrastructure) proximity
- Reinforces live, work, play concepts
- Serves as a central community and activity hub
- Rejuvenate underperforming and underutilized real estate assets
- Designated districts evaluate land use compatibility, noise mitigation, and alcohol guidelines
- Zoning and land use solutions compatible for nightlife

# SELECT CASE STUDIES

## Programming Inspiration

- Scale
- Process for establishing a district
- Phasing, development costs
- Creative concepts for adaptive reuse
- Open space considerations
- Establishing districts to 'bridge the gap' between neighborhoods or other districts
- Restaurants, music catalyst for office and residential
- Economic impact
  - Arts and civic space
  - Restaurants



Pepper Place  
Birmingham, AL



- Established in 1988
- 350K SF of adaptive reuse space connected by a site footpath
- 3 city blocks (.25 miles)
- 285K visitors a year
- 2018 approved ET District status



Trinity Groves  
Dallas, TX

- 10.3 acres, 100K sf warehouse revitalization
- Restaurant incubator program
- Retail, restaurants, and event space
- Catalyst for private and public investment in West Dallas
- Phase 1 development costs \$24.5m



# SELECT CASE STUDIES



OneWorkplace



Capitol District



Music Factory

## The Newton Phoenix, Arizona

- Single building adaptive reuse (1.2 acres 18,599 SF)
- Former
- Restaurant, event space, office, retail, bar/coffee
- \$3.5m total development costs



### Other relevant case study inspiration:

- Creative office/HQ: OneWorkplace, Santa Clara, CA
- Capitol District: Omaha, NB
- Music Factory: Charlotte, NC

### Entertainment district fiscal impact examples:

- Wheaton, MD Urban District (Arts & ET District)
  - **\$2,148,674** total tax impact (2019)
- The Battery ATL
  - 20 year fiscal analysis by Georgia Tech: Cobb County (**\$108.4m**), Cobb Schools (**\$67.m**)



# ECONOMIC IMPACT

- **Duluth** – TAD Amendment 2013, Redevelopment added an estimated \$69.2m in value to downtown
- **Acworth** – private investment following public infrastructure and acquisition (\$21m public and private since 2016, SPLOST funding))
- **2700 Apple Valley**
  - Catalyst project
  - Improved tax assessment

Duluth



Acworth



2700 Apple Valley



## Existing Conditions

- 22.71 acre potential assemblage; 302K sf
- Total assemblage appraised value ('19)
  - \$22,538,026
  - \$269,748.87 RE taxes

## 2700 Apple Valley Redevelopment

- 3.1 acres, 70K sf
- \$8,288,400 improved value (+552%)
- \$131,633.05 taxable assessment (+427%)  
(source: Dekalb County property appraisal '19)

# PRECEDENT STUDIES

## Area Case Studies

# AREA CASE STUDIES

- Metro Atlanta Area
- Completed in Last 5 Years

## Goals:

- Better Our Understanding of Size & Scale of Projects
- Analyze Mix of Uses of Similar Entertainment Districts
- Inspiration



# THE BATTERY

- Professional Sports Anchor
- 4,000 Residential Units
- 1.25M SF of Class A Office
- 55,000 SF Music Venue
- 6,000 Spots in Structured Parking





# AVALON – PHASE 1

- Street Level Retail Experience
- 700 Residential Units
- 330 Hotel Rooms
- 750,000 SF of Class A Office
- Movie Theater





# HALYCON

- Food & Beverage Focus
- 448 Residential Units
- 110 Hotel Rooms
- 65,000 SF of Class A Office
- Movie Theater
- 1,200 Parking Spots







# ALPHARETTA CITY CENTER

- Food & Beverage Focus
- 10 Full Scale Restaurants/Patios
- Boutique Retail
- 35,000 SF of Class A Office
- Town Green
- City Parking Deck - 450 Spaces







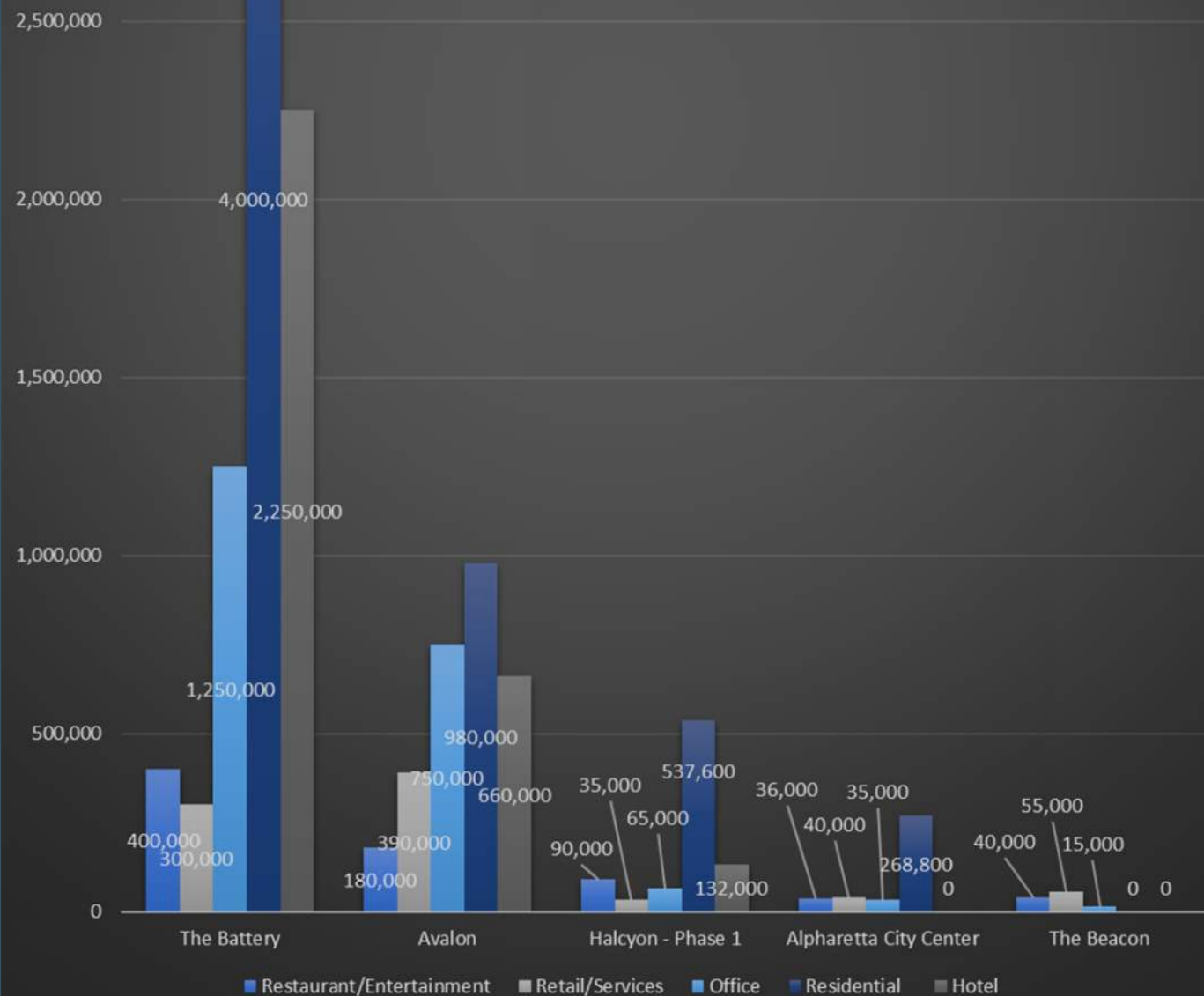
# THE BEACON

- F&B and Service Retail Focus
- “Retail-tainment”
- 110,000 SF Total
- Established neighborhood
- Adaptive Reuse Project
- Artist Cove



# COMPARISON OF ATLANTA AREA ENTERTAINMENT DISTRICTS

- The Battery
- Avalon
- Halcyon Phase 1
- Alpharetta City Center
- The Beacon





# PROPOSED SITE PLAN

- Approx 465,000SF
- 97,300SF Adaptive Reuse
- 367,300SF New Construction
- 80% of New is Multifamily
- 950 Spaces Structured Parking
- 450 Spaces Surface Parking



PEDESTRIAN BRIDGE TO CONNECT TO EXISTING MIXED-USE COMMUNITY



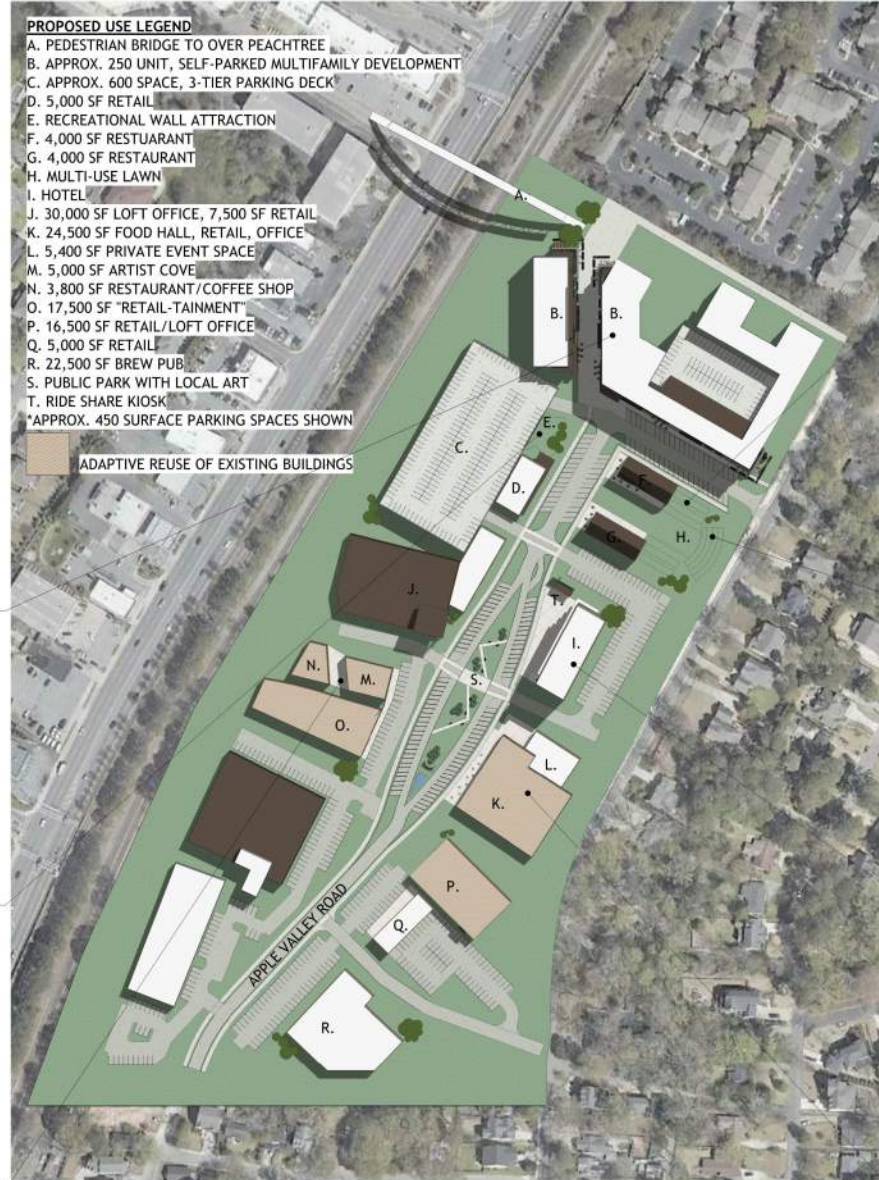
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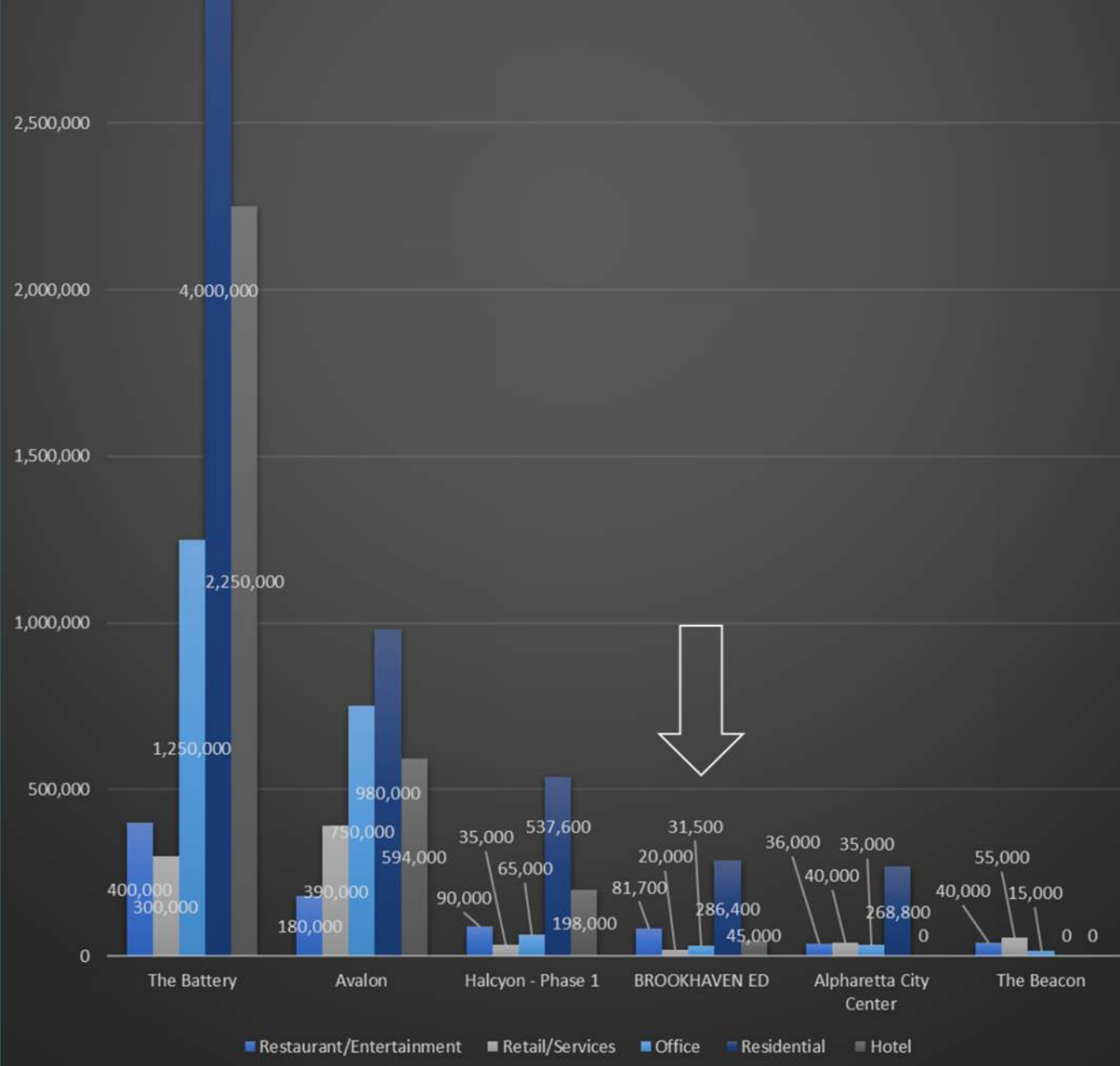
HOTEL



ADAPTIVE REUSE FOOD HALL, RETAIL, OFFICE

# BROOKHAVEN ENTERTAINMENT DISTRICT

81,700SF - Restaurant/Entertainment  
 20,000SF - Retail/Services  
 31,500SF - Creative Loft Office  
 250 Unit - Multifamily Residential  
 70 Key - Boutique Hotel





# PROJECTED CONSTRUCTION COSTS

▪ Multifamily w/ Parking Deck	\$ 47,152,854
▪ Parking Deck	\$ 10,115,571
▪ Recreation Wall & Multi-Use Lawn	\$ 2,540,310
▪ Retail, Restaurants, Loft Office, Event	\$ 28,028,868
▪ Limited Service Boutique Hotel	\$ 12,174,209
▪ Sitework, Hardscapes, Surface Parking	\$ 6,072,206
▪ <b>Total Construction Costs</b>	<b>\$ 106,084,017</b>





# ECONOMIC + FISCAL IMPACT ANALYSIS

## Construction Phase

Impact Type	Employment	Labor Income	Value Added	Output
Direct Effect	647.69	\$42,727,649	\$58,673,966	\$106,084,017
Indirect Effect	3.89	\$242,228	\$509,673	\$875,943
Induced Effect	3.44	\$129,878	\$269,147	\$527,541
<b>Total Effect</b>	<b>655.02</b>	<b>\$43,099,756</b>	<b>\$59,452,787</b>	<b>\$107,487,501</b>

Impact	Local (Sub County) General	Local (Sub County) Special Districts	County	State	Federal	Total
Direct Effect	\$26,732	\$174,014	\$147,437	\$700,135	\$5,363,160	\$6,411,481
Indirect Effect	\$1,399	\$9,077	\$7,706.61	\$13,608	\$33,075	\$64,867
Induced Effect	\$782	\$5,076	\$4,310.04	\$7,530	\$17,642	\$35,342
<b>Total Effect</b>	<b>\$28,915</b>	<b>\$188,169</b>	<b>\$159,453</b>	<b>\$721,274</b>	<b>\$5,413,879</b>	<b>\$6,511,692</b>

Source: IMPLAN, ECG 2020

# ECONOMIC + FISCAL IMPACT ANALYSIS

## Operations Phase

Impact Type	Employment	Labor Income	Value Added	Output
Direct Effect	482.00	\$15,468,118	\$22,100,878	\$37,927,828
Indirect Effect	4.59	\$287,421	\$556,243	\$1,012,119
Induced Effect	0.31	\$11,838	\$24,688	\$48,383
<b>Total Effect</b>	<b>486.90</b>	<b>\$15,767,378</b>	<b>\$22,681,809</b>	<b>\$38,988,330</b>

Impact	Local (Sub County) General	Local (Sub County) Special Districts	County	State	Federal	Total
Direct Effect	\$76,276	\$494,581	\$419,895	\$687,062	\$1,915,473	\$3,593,289
Indirect Effect	\$1,115	\$7,233	\$6,140	\$11,170	\$37,624	\$63,283
Induced Effect	\$71.96	\$466	\$396.13	\$691	\$1,610	\$3,237
<b>Total Effect</b>	<b>\$77,463</b>	<b>\$502,281</b>	<b>\$426,431</b>	<b>\$698,925</b>	<b>\$1,954,709</b>	<b>\$3,659,811</b>

Source: IMPLAN, ECG 2020



# KEY ORDINANCES

Development Impacts  
+ Open Container Feasibility

# BROOKHAVEN ENTERTAINMENT DISTRICT

Georgia's Newest Open Carry District







# GEORGIA'S OPEN CARRY CITIES

- Alpharetta
- Acworth
- **Brookhaven?**
- Canton
- Conyers
- Dalton
- Duluth
- Dunwoody
- Kennesaw
- Roswell
- Smyrna
- Stockbridge
- Savannah
- Suwanee
- Woodstock

## Objectives:

- Allow residents and visitors to enjoy the comfort and beauty of the city's entertainment districts while also supporting local businesses
- Limit carry-out to confined areas and install safeguards to minimize danger to residents



# CURRENT ALCOHOL LAW

## Brookhaven, GA – Code of Ordinances

### Sec. 4-305. – Consumption of alcohol in public places.

*It shall be unlawful for any person to possess an alcoholic beverage in an open container, either on their person, in a motor vehicle or otherwise on the streets, sidewalks, parks, squares or other public places within the City of Brookhaven, excepted when consumed under a valid license or permit issued by the city.*

## Objective:

Amend Sec. 4-305



# OPEN CARRY CASE STUDY

## SMYRNA, GEORGIA

- On February 19, 2018, the Mayor and City Council approved an amendment to Section 6-46 of the Code of Ordinances that created the first Restaurant District
- Each Restaurant District permits patrons to "carry-out" alcoholic beverages served by businesses
- *Limitations: (1) only 1 drink per person while outside the business premises; (2) paper or plastic cup (no glasses, cans or bottles); (3) 16-oz. limit; (4) no BYOB (drinks must come from business within Restaurant District; (5) 11 a.m. to midnight; (6) carry-out allowed only within a Restaurant District*



Smyrna Market Village

# OPEN CARRY CASE STUDY

## SMYRNA, GEORGIA

- *Establishments required to post inside restaurant a 1-inch sign with uniform letters that reads: "It is a violation of the Code of Ordinances of the City of Smyrna to take any type of alcoholic beverage out of this establishment unless specifically permitted by State law or City of Smyrna Ordinance."*
- *City deployed additional trash cans to discourage littering*
- *Police presence to ensure orderly conduct*
- Smyrna has five Restaurant Districts (Concord Linear Park, Smyrna Market Village, Belmont Hills, Jonquil Plaza and Riverview Landing)



Smyrna Market Village





# KEY ORDINANCES

## Height Restrictions

- Office and Hotels may be up to 20 stories
- Residential may be up to 8 stories
- Parking decks accessory to such uses may not exceed 8 stories

## Parking Minimums

- Retail is 2.5/1,000; short term bike is 0.5/1,000, minimum 2; long term bike is 0.05/1,000
- Office is 2.5/1,000; short term bike is 0.02/1,000; long term bike is 0.1/1,000
- Lodging is 1 per guest room; short term bike is 0.025 per guest room; long term bike is 0.025 per guest room
- Eating and Drinking Places is 8/1,000; short term bike is 0.5/1,000, min. 2; long term bike is 0.1/1,000
- Assembly and Entertainment is 0.25/seat; short-term bike is 0.1 per seat; long-term bike = none



# KEY ORDINANCES

## Parking Lot Perimeter Landscape

- Must be shielded from public view by buildings, landscaping or a combination
- If landscaping, then must be either (i) a strip at least 7 feet wide, containing shrubs at least 3 feet tall at the end of the first growing season, planted to provide a solid visual screen, or (ii) a strip at least 4 feet wide, containing a brick wall at least 3 feet tall, with the remainder covered in sod, plants or vegetation.
- Shade trees must be at least 1 per 40 feet of parking lot frontage adjacent to a street or sidewalk
- If the lot abuts R-zoned lots, then the barrier must either be (i) buildings, (ii) a 6-foot fence, (iii) a 6-foot brick wall, (iv) a dense, 5-foot hedge, or (v) a row of trees at least 6 feet tall





# KEY ORDINANCES

## Parking Garages

- Landscape strip at least 7 feet wide around the perimeter of the deck, except along sides required to be lined by habitable floor space. Must have at least 1 tree and 10 shrubs per 50 linear feet, with the remainder covered with plants, sod or vegetation.
- Vehicular ingress/egress must be in an alley or side (secondary) street, unless that is not possible.
- Parking garage entries that have automatic ticket dispensers or key readers must provide at least 2 off-street vehicle stacking spaces per entry lane.
- Parking garage entries that have manual ticket-dispensers must provide at least 3 off-street vehicle stacking spaces per entry lane.
- Ramps and sloping floors must not be visible from the street facing side.
- Parking structures must be architecturally compatible with principal buildings on the site and the building materials must match those of the principal building.
- Garages adjacent to the street must be lined with either habitable/occupiable floor space or incorporate ornamental grillwork, artwork or similar architectural features.



# KEY ORDINANCES

## Noise Ordinance

- Sec. 16-152. - Sound level limitations
  - (a) Daytime sound cannot exceed 55-65 dB at a distance of 300 feet from the sound source; nighttime, 50-55 dB.
  - (d) In places of public entertainment having a capacity of 5,000 or more, limit is 55 dB from 500-feet away.
- Sec. 16-153. - Exemptions
  - (a) Noise generated from municipally sponsored or approved celebrations or events.
- Sec. 16-156 – Special Variances.
  - (a) The chief of police or the chief’s designated representative shall have the authority, consistent with this article, to grant special variances.
  - (b) Any person seeking a special variance shall file an application with the chief of police or the chief’s designated representative. Must show that bringing the source of sound into compliance with the Code would constitute an unreasonable hardship on the applicant, the community or other persons.
  - (c) Chief (or representative) balances hardship to the applicant, the community and other persons vs. adverse impact on health, safety and welfare of persons and property affected.



# MACRO SITE CONNECTIONS

Site Access  
+ Pedestrian Needs



# PEDESTRIAN SITE ACCESS LIMITATIONS

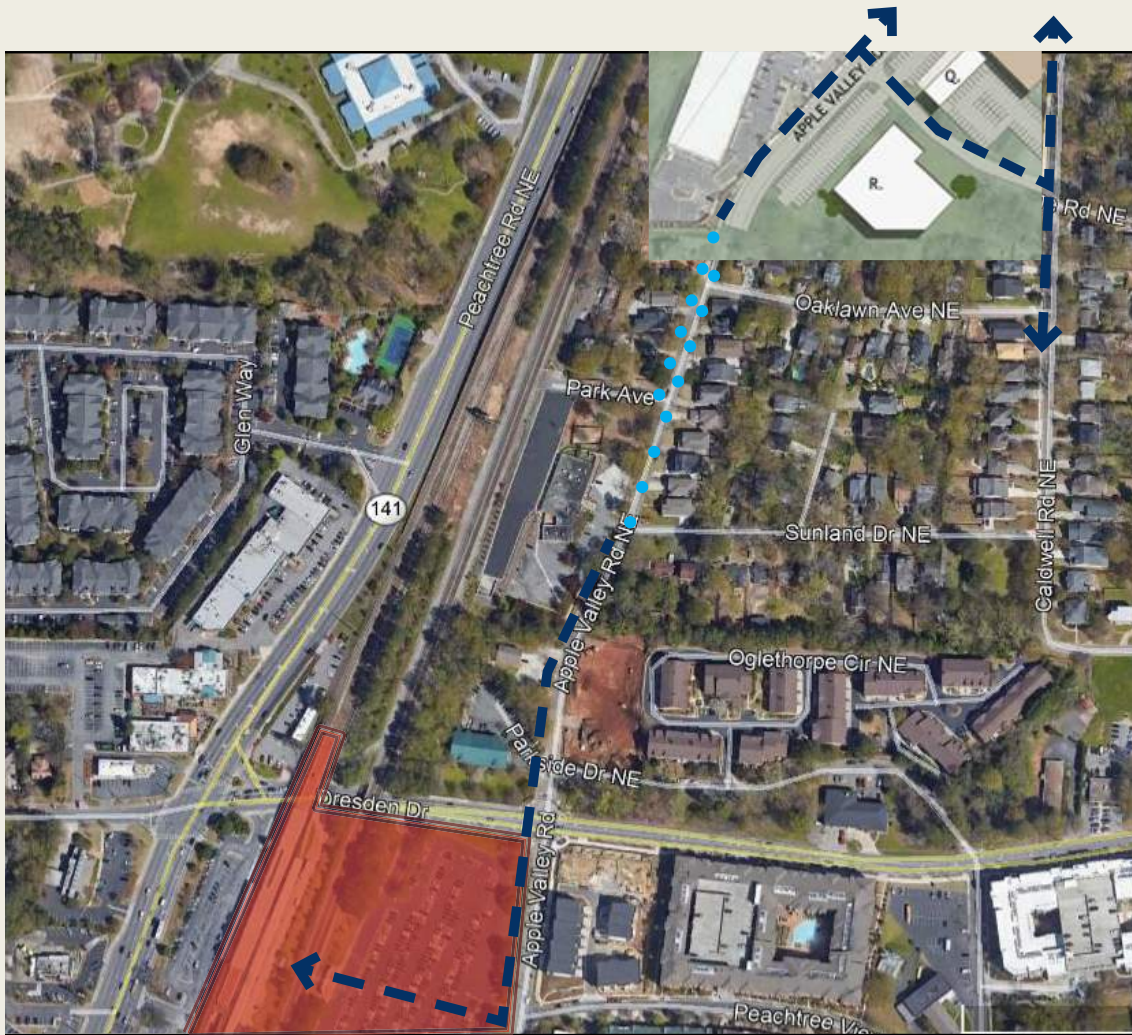
## ■ Current Site Zoning

- Peachtree Road Overlay (PRO) – purpose is to increase street and community connectivity, reduce automobile dependency and increase alternate modes of transportation.

## ■ Current Site Access Constraints

- Street Continuity: Apple Valley Road is a dead-end street
- Access to Major Thoroughfares: Dresden Drive and Peachtree Road are nearest multi lane high traffic streets
- Pinch Points: Single Family Residential both sides of street between Oaklawn Avenue and Sunland Drive
  - New Landscape zones are to be between 6'-0 and 12'-0 wide
  - New Pedestrian zones are to be between 8'-0 and 13'-0 wide





Pathways to MARTA



Pathways to Town Brookhaven



# ACTIVE TRANSPORTATION

## ■ Prioritize Pedestrian Infrastructure in First Phase

Prioritizing active transportation infrastructure to our Apple Valley site will be an important factor to the Brookhaven Entertainment District's success

- The Apple Valley site is halfway between two established multi-use greenways: Nancy Creek Trail and Peachtree Creek Greenway. Connection to both would make our site a prime destination on a regional path.
- There are several large existing and proposed developments within a five-mile radius from Apple Valley, all of which connect via MARTA or Peachtree Road. We could take advantage of this flow of traffic.
- There are almost 3,000 existing residential units within a half mile walk to Apple Valley. These are potential daily customers to our proposed retail Tenants.
- We are land locked by single family residential streets and train lines. To minimize auto traffic thru quiet zones, we should maximize the pedestrian access routes to and thru the site.



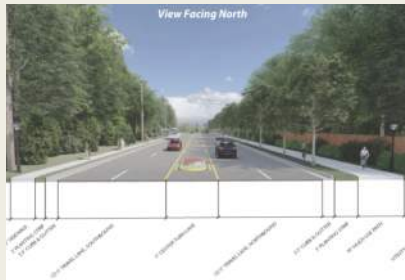




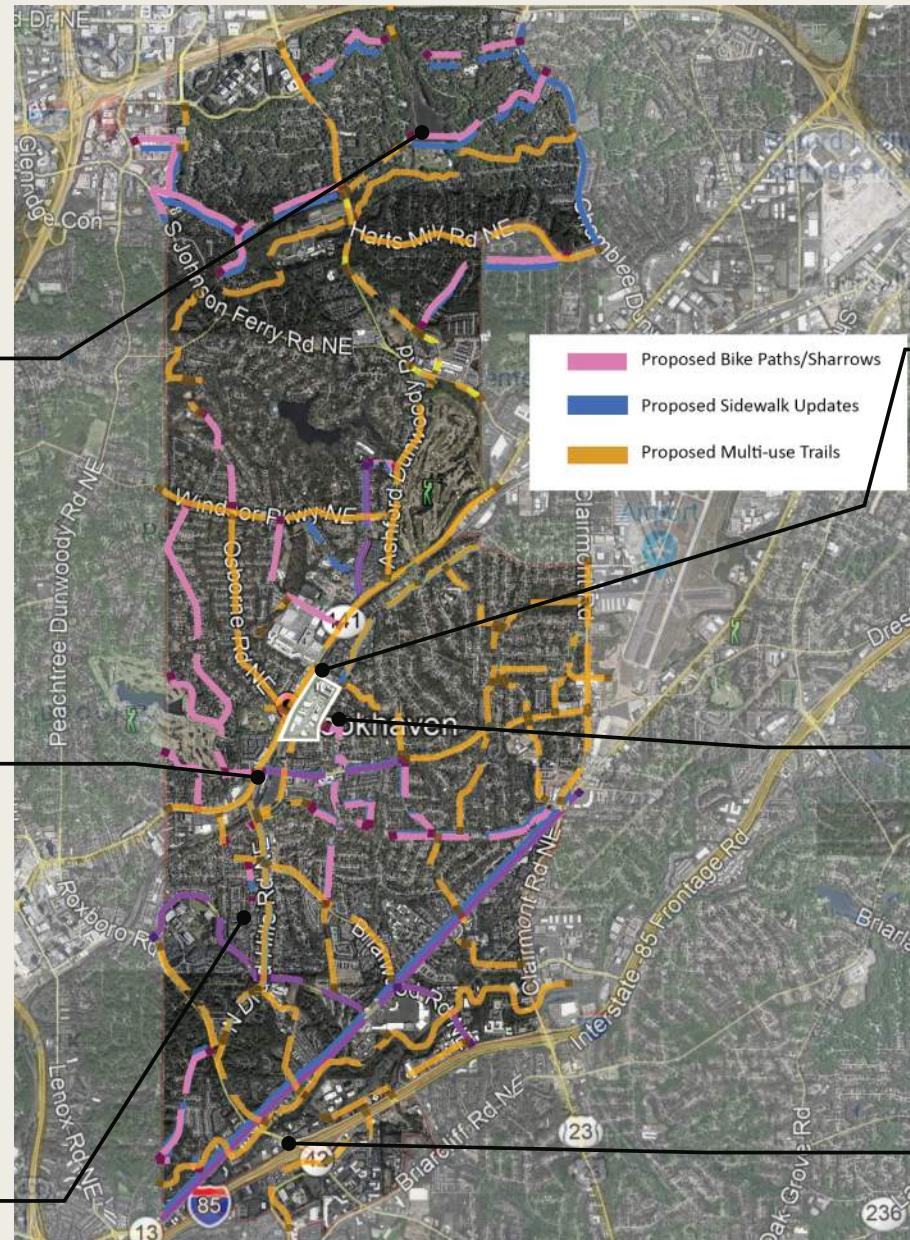
Murphy Candler Park  
Nancy Creek Trail



Brookhaven-Oglethorpe MARTA



N. Druid Hills -  
Proposed Streetscape



Pedestrian Bridge across  
Peachtree Road



Caldwell Road - MU Path



Peachtree Creek Redevelopment



# ACTIVE TRANSPORTATION

## ■ Pedestrian Site Connections Imperative to Developer Recruitment

- 2012 study by the National Association of Homebuilders found that the presence of walking and jogging trails seriously influenced the purchase decision of 60 percent of all homebuyers when looking to move into a new community.
- Trails can also encourage tourism development by creating a desirable destination for recreation and attract business development to support trail users.
- Trail oriented development strategies give residents and visitors more reason to walk, jog, or bike around their own town instead of driving for their errands or daily fun.
- Trails near projects attract more foot traffic, which increases spending, job creation and land value for properties along the routes.
- The National Association of Home Builders' Eye On Housing blog reported that community features deemed most influential to millennials are parks, walking trails, playgrounds and outdoor swimming pools.
- The National Street Improvements Study, conducted by PSU in conjunction with PeopleForBikes, researched the economic effects of bicycle infrastructure on 14 corridors across six cities — Portland, Seattle, San Francisco, Memphis, Minneapolis and Indianapolis. The study found that improvements such as bicycle and pedestrian infrastructure had either positive or non-significant impacts on the local economy as measured through sales and employment.





# ACTIVE TRANSPORTATION

## Pedestrian Focused Case Studies

### Ponce City Market | Atlanta, GA

- Project Description:  
Adaptive reuse development containing multi-family residential, retail and a food hall uses. Much of its success is derived by its proximity to the Beltline trail. Total site size is 16 acres. Contains a transportation payment system where the first \$1 of each car parking session is donated to the Atlanta BeltLine project for maintenance and extension



# ACTIVE TRANSPORTATION

## Pedestrian Focused Case Studies

### MoZaic | Minneapolis, MN

- Project Description:  
Mixed use development located next to the Midtown Greenway, a 5.5-mile commuter trail that sees up to 5,460 users per day. The Midtown Greenway forms connections to the Uptown Transit Center, a bus transportation facility, as well as to other regional trails that link the neighborhood to downtown Minneapolis and surrounding areas.







# ACTIVE TRANSPORTATION

## Pedestrian Focused Case Studies

### Shelby Farms Greenline | Memphis, TN

- Project Description:  
Shelby Farms Greenline is a 10.65-mile paved, urban trail that connects pedestrians and cyclists in Midtown Memphis through Shelby Farms Park to Cordova. The Greenline is a rails-to-trails project that transformed an unused railroad line into one of Tennessee's favorite trails.





# ACTIVE TRANSPORTATION

## Pedestrian Focused Case Studies

### Westwood Residences | Singapore

- Project Description:  
A bicycle-themed multifamily housing development in Singapore. Bike-friendly features are being included to help differentiate the project from other developments on the market. Adjacent to park connector trails. Amenities include bike storage, bike repair room, velodrome, bike washing area, on-site trail, and BMX park





# PEDESTRIAN BRIDGES

## Atlanta Area Precedents

### Peachtree Corners

- Spanning Ga. 141/Peachtree Parkway
- Cost estimated at \$4mil
- Construction time estimated 14-16 months



### Acworth

- Spans the railroad tracks at Main and Lemon Streets
- Cost was roughly \$2.4mil



# PEDESTRIAN BRIDGES

## Atlanta Area Precedents

### Atlantic Station

- Spanning the railroad near the Target store to Bishop Street
- Cost estimated at \$1.5-2mil



### Buckhead

- The Confluence Bridge, will span over Peachtree Creek
- Cost estimated to be \$2.8mil
- Meant to tie PATH 400 trail to Peachtree Creek Trail and the Beltline



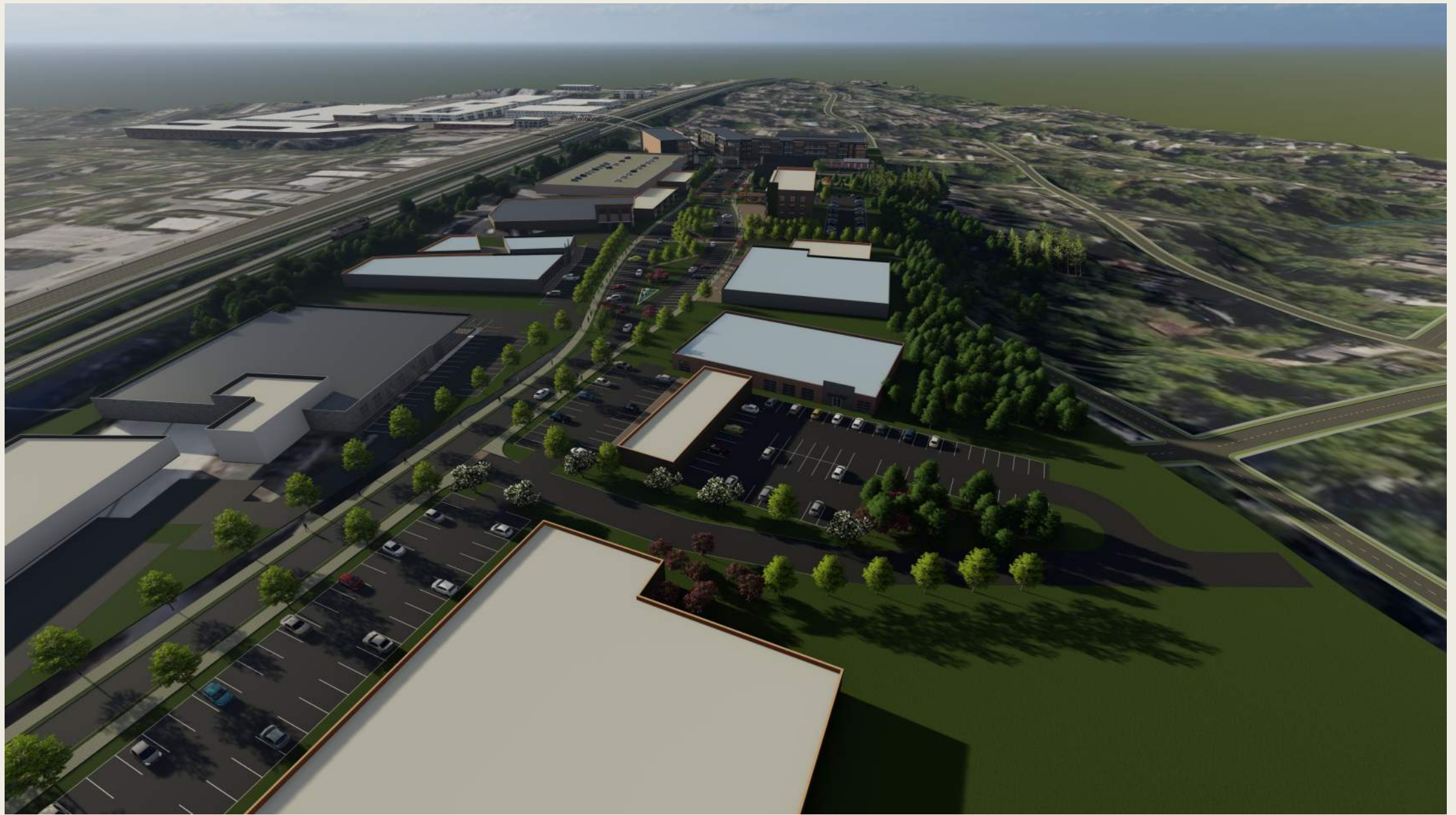




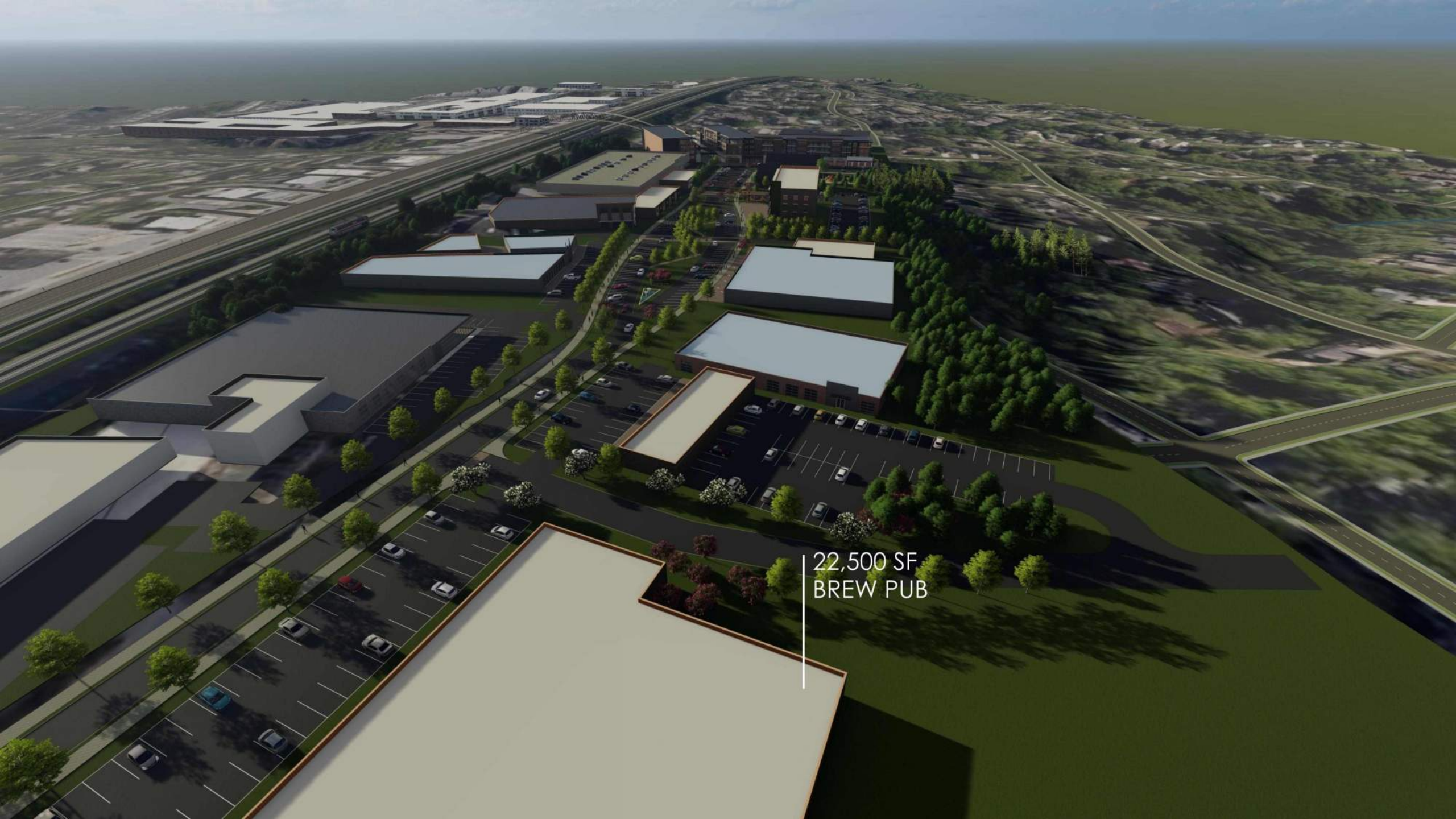
# PROPOSAL

Highest and Best Use  
+ Marketing Visuals



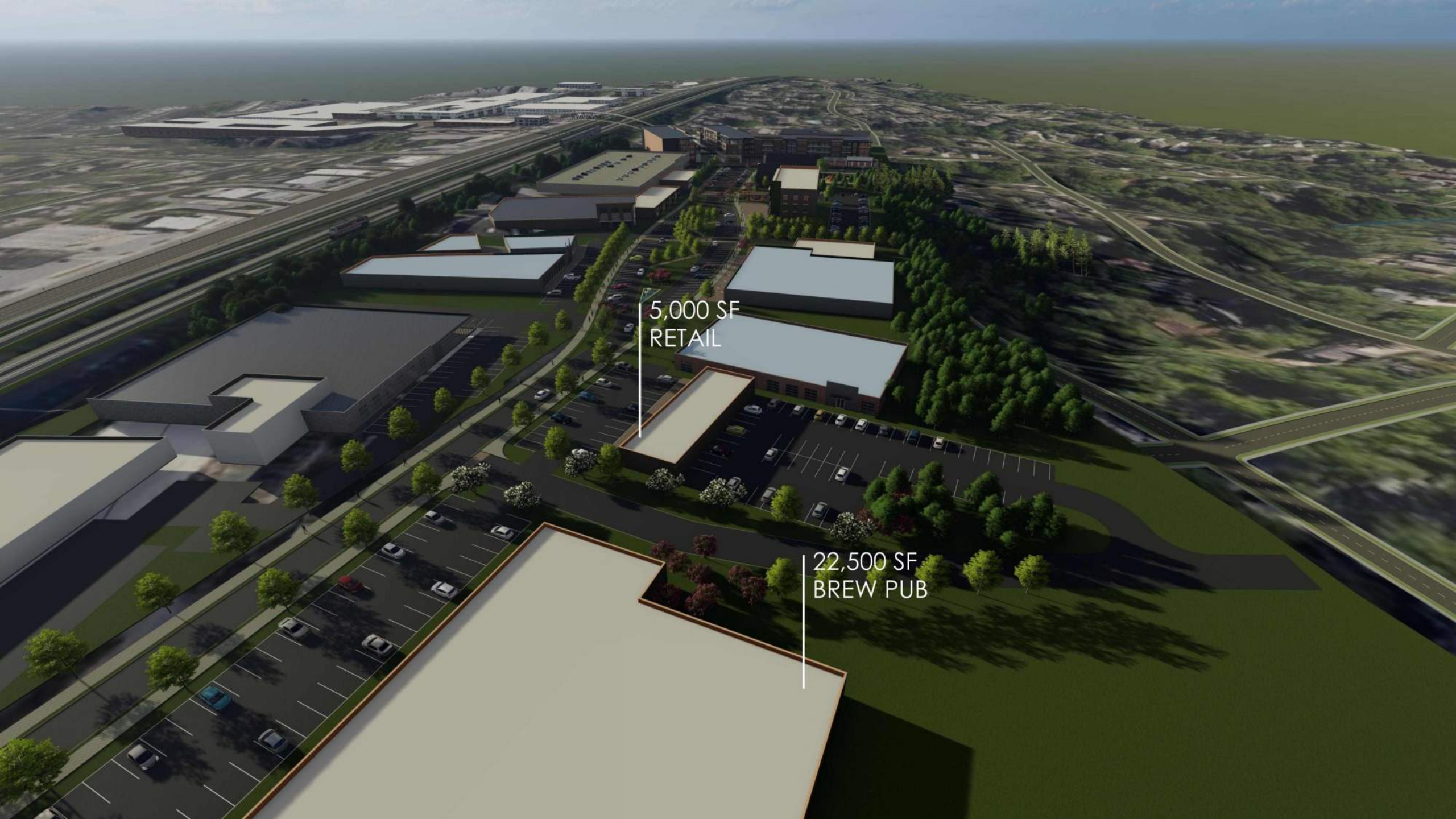






22,500 SF  
BREW PUB





5,000 SF  
RETAIL

22,500 SF  
BREW PUB





17,500 SF  
ADAPTIVE REUSE  
RETAIL-TAINMENT

3,800 SF  
ADAPTIVE REUSE  
COFFEE

5,000 SF  
ADAPTIVE REUSE  
ARTIST COVE

29,900 SF  
RETAIL, OFFICE,  
PRIVATE EVENT SPACE

16,500 SF  
ADAPTIVE REUSE  
OFFICE

5,000 SF  
RETAIL

22,500 SF  
BREW PUB









30,000 SF  
ADAPTIVE REUSE  
LOFT OFFICE, RETAIL

HOTEL

FOOD HALL

EASTBLVD





CONNECTION TO  
TOWN BROOKHAVEN

PEDESTRIAN  
BRIDGE

600 CAR  
SHARED PARKING DECK

30,000 SF  
ADAPTIVE REUSE  
LOFT OFFICE, RETAIL

HOTEL

FOOD HALL

EASTBLVD





CONNECTION TO  
TOWN BROOKHAVEN

PEDESTRIAN  
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600 CAR  
SHARED PARKING DECK

5,000 SF  
RETAIL

7,500 SF  
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30,000 SF  
ADAPTIVE REUSE  
LOFT OFFICE, RETAIL

8,000 SF  
RESTAURANT, FOOD HALL  
PUBLIC PARK

HOTEL

RIDE  
SHARE

EASTBAY





CONNECTION TO  
TOWN BROOKHAVEN

PEDESTRIAN  
BRIDGE

250 UNIT  
MULTIFAMILY RESIDENTIAL  
RETAIL

600 CAR  
SHARED PARKING DECK

5,000 SF  
RETAIL

8,000 SF  
RESTAURANT, FOOD HALL  
PUBLIC PARK

HOTEL

RIDE  
SHARE

30,000 SF  
ADAPTIVE REUSE  
LOFT OFFICE, RETAIL

7,500 SF  
RETAIL



# APPENDIX | REFERENCES

# ACCESSORY DOCUMENTS

## Table of Contents

- Market (3,5,7-mile radius) & City of Brookhaven Demos
- Consumer expenditure reports for trade area
- Summary of case studies with links
- Existing conditions (site overview and residential proximity)
- Construction & operations economic and fiscal impact analysis
- Hotel STR report – provided by IHG
- Hotel brand share analysis – provided by IHG