THE DISTRICT

Apple Valley Entertainment District Feasibility Study
City of Brookhaven, Georgia
ULI ATLANTA CENTER FOR LEADERSHIP - 2020 Class -

Brookhaven mTAP Team

Ellen Garland
CEO, Founding Principal | Silver Studio Architects

Mill Graves
Director of Economic Development | Electric Cities of Georgia

Travis Hughes
Council | Bridge Investment Group

David Peter
Co-Founder & Former Partner | Derucki Construction Company

Nekia Strong
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

1. Define guidelines for entertainment districts & evaluate economic impact
2. Create a process template and provide recommendations to establish a district
3. Assess existing conditions to determine land use feasibility and scale
4. Develop a site design and program that encourages future public and private investment
5. Improve pedestrian and multi-modal connectivity to study area
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
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)
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
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

**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
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
- **Total Construction Costs** $ 106,084,017
## ECONOMIC + FISCAL IMPACT ANALYSIS

### Construction Phase

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

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

Source: IMPLAN, ECG 2020
ECONOMIC + FISCAL IMPACT ANALYSIS

Operations Phase

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

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

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
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)
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
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.
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
30,000 SF
ADAPTIVE REUSE
LOFT OFFICE, 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