

*meet me at*

# Tower Park

*Formally Northlake Festival*



**City of  
Tucker**

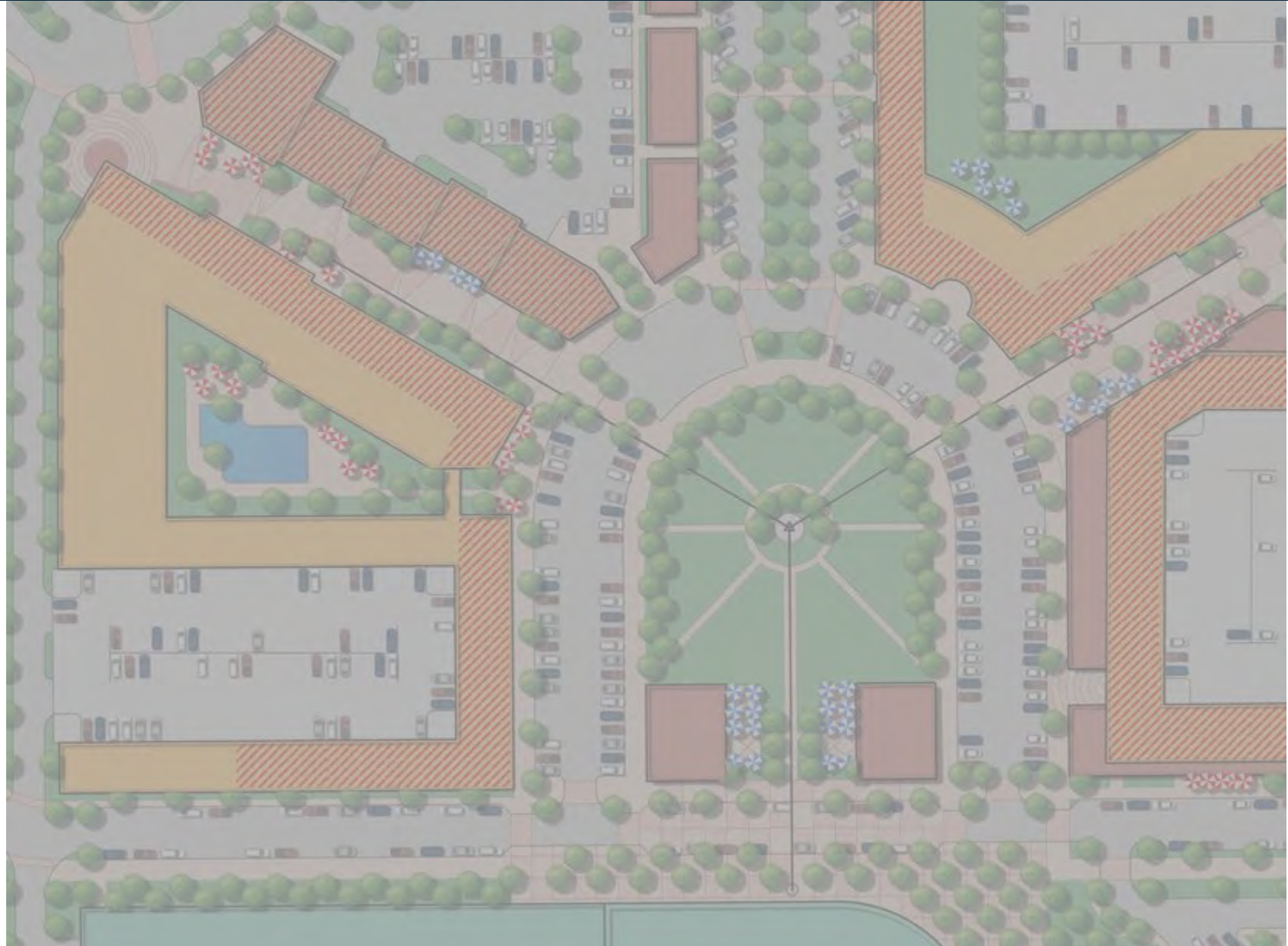
ULI Center for Leadership mTAP  
2021



**Urban Land  
Institute**

- Northlake Festival is a 30+ years old and over 40% vacant outdoor mall consisting of 367,000 sf of restaurant, retail and office space.
- Located at the intersections of Briarcliff, Lavista and Henderson Mill Roads.
- **Easily spotted by the 662' Cox Communications radio tower in the middle of the shopping center.**
- Cox Communications owns the land, and the development was built predicated on a 75-year lease, of which 32 years are remaining.
- Along Lavista Road the restaurants and retail are thriving while interior spaces are continuing to vacate.
- While adjacent Northlake properties including Northlake Mall redevelop, empty parking lots, broken fixtures, crumbling pavement and poor lighting currently define Northlake Festival.
- The City of Tucker recognizes that this key property needs a professional feasibility study to catalyze this location.

Utilize our real estate expertise, bold visioning, and market knowledge to develop a dynamic, high yield, best use development study to trigger the redevelopment of a 38+ acre edge city in the inner ring suburb of Tucker, located minutes outside of Emory and Decatur.



SITE:



## HISTORY:

# Towering puzzle solved



Allen Meredith with model of Northlake Tower Festival: Offices, stores, restaurants to group around tower

## Developer designs unique shopping center

Trammell Crow Co., developer of the Galleria complex, is planning a one-of-a-kind shopping center that encircles a radio broadcasting tower.

"We researched throughout the entire country to find another facility that had a retail operation with a tower in the middle, and we were unable to find one," said Allen K. Meredith, a Trammell Crow

120-foot high WSB-Radio broadcasting tower across LaVista Road from Northlake Mall. The project, called "Northlake Tower Festival," will have 350,000 square feet of space, including a 40,000-square-foot office building. A 120-room Marriott Hotel is also planned for the site.

The shopping center is expected to cost \$20 million and have about 120 stores. The major anchors will be an American Multi

Cinema Inc.; Toys 'R' Us, a large toy outlet; J. Brannam, a women's apparel store; a Holiday health and tennis club, and several restaurants.

Financing is being provided by Provident Properties Inc., a unit of Provident National Bank in Philadelphia. The architect is Gary B. Coursey & Associates. Construction is scheduled to begin in early summer with the majority of the project open by spring of next year.

—Maria Saporta

## Northlake Plans Total \$15 million

By SCOTT THURSTON  
Reporter, DeKalb EXTRA

The unusual shopping center development proposed for 41 prime commercial acres off LaVista Road will be a \$15 million venture aimed at the discount shoppers market, its backers said this week.

Allen Meredith, a partner in the Dallas-based Trammell Crow Co., said the firm hopes for a groundbreaking this summer with stores opening in the spring of 1983.

The shopping center would house an estimated 100 stores including a grocery store, a six- to eight-screen theater, a drugstore and a women's discount apparel store, Meredith said. He said about half its 350,000 square feet of retail space will be occupied by "major users."

The development, made public at a Planning Commission meeting last week, is unusual because its backers say it solves the problem of a WSB radio antenna on the property by using the antenna as the focal point of the shopping center.

"Our plan is to keep the tower in place and build a park around it with enough distance from pedestrian areas to prevent any safety hazards," Meredith said in an interview Monday.

He said Trammell-Crow will sign a

long-term lease for use of the property with its owners, the Cox Broadcasting Corp., if the required rezoning is approved.

The tract lies north of LaVista Road about 1000 yards outside the perimeter and is within sight of Northlake Mall and Briarcliff Village Shopping Center.

Meredith said his firm believes there is still room in the area for another shopping complex, particularly if it houses some discount stores.

"We envision this as more of a neighborhood shopping center than a regional mall like Northlake," Meredith said. "We feel Northlake Mall is attracting the upper-middle to middle (income) market. We'll be much more discount oriented to the middle market."

The biggest hurdle facing the development will be solving the traffic dilemma presented by another major shopping center in the LaVista-Briarcliff-Henderson Mill area.

Because of the traffic problem, Trammell-Crow's rezoning application was recommended for deferral by the Planning Commission last week. However, the County Commission last week

By SCOTT THURSTON  
Reporter, DeKalb EXTRA

Plans for a major shopping center on what may be the last major undeveloped piece of commercial property on LaVista Road were unveiled Tuesday at a special meeting of the DeKalb Planning Commission.

This is one of the most important development properties left in DeKalb County," a Trammell Crow attorney told commissioners, "and I'm sure my client will do it justice."

Commissioners reacted favorably to the proposed development, but agreed that further study of the effects of traffic in and out of the complex on already congested LaVista Road is needed.

Although a deferral of the proposal was granted until March rezoning hearings, the County Commission may act on the plan when it takes final action on Feb. 23.

## Shopping Center Planned Around WSB Radio Tower

By Steve Wright  
Constitution Staff Writer

Dallas developer Trammell Crow is planning a \$15 million, 350,000-square-foot shopping center built around the WSB radio tower across LaVista Road from Northlake Mall.

Allen Meredith, a partner with Trammell Crow Co., said the shopping center would house an estimated 100 stores, including a supermarket, a six- to eight-screen movie theater, a drugstore and a women's discount apparel store.

The 41-acre site is owned by Atlanta-based Cox Broadcasting Corp. The developers plan to use the WSB radio antenna as the focal point of the shopping center, building a park around the tower and leaving enough distance from pedestrian areas to prevent safety hazards.

Trammell Crow plans to sign a long-term lease with Cox Broadcasting for use of the property, pending approval of a request for commercial zoning now before the DeKalb County Commission. The

other developments. United Inns of America Inc., a Southeastern franchiser of Memphis-based Holiday Inns Inc., plans to build a five-story, 280-room Holiday Inn on seven acres at LaVista and Weems roads.

John Dollar, vice president of development and operations for Memphis-based United Inns, said construction would begin "as soon as there is a favorable economic climate," hopefully some time this year.

Another Holiday Inn is planned for the Dunwoody area of DeKalb County, according to Dollar. The property is a 5.4-acre site on Chamblee-Dunwoody Road just inside Interstate 285.

Dollar said plans for the Chamblee-Dunwoody hotel are incomplete, but he expects the hotel to be about the same size as the LaVista Road development, or about 300 rooms. He said construction would not begin until after the LaVista Road hotel is under way.

Other development near the Chamblee-Dunwoody hotel site includes 147,000 square feet of office condominiums on an 8.4-acre tract adjoining the property. The Atlanta-based Ben

## 'Northlake Tower' Shopping Center Unveiled

By SCOTT THURSTON  
Reporter, DeKalb EXTRA

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be called "Northlake Tower" because it will be built around the existing radio antenna. None of the buildings will be more than two stories tall, he added.

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County Commission Chairman Manuel Malof can call special meetings whenever the need arises, according to a 1981 commission resolution.

The Planning Commission will meet again tonight at 7:30 in the courthouse auditorium to consider the last 11 of the 21 February applications.

In another matter Tuesday, the Planning Commission recommended denial of a rezoning that would allow development of a 191-unit townhome complex off Covington Highway in Avondale Estates.

Atlanta Suburbia Estates had requested a multi-family residential zoning for the 16 acre tract near Windsor Terrace. The property is owned by Bank of the South and is now zoned for office-institutional use.

A representative of the developer said the company knew of no opposition

ever, said "residents there are not opposed to anything," but that they view the application as a "speculative" development by Bank of the South.

"This would be very contrary to the character of our city," he said.

In another matter, the commission recommended approval of a controversial application that will allow a Racetrac gas station at the corner of Glenwood Avenue and Danrich Drive despite the objections of nearby residents.

"We don't need another gas station with all the ones that are closed," one resident charged. "This would just create a race track to the Racetrac in our neighborhood."

Commissioners deadlocked 3-3 on a motion to recommend denial of the Racetrac application, but Commissioner Isaac Habib switched his vote on a subsequent

May or June



# SITE:

# Tower Park

## HISTORY:



Aerial View of the site



WSB Radio Antenna



MAP // northeast Atlanta region:





MAP // City of Tucker:

Northlake  
Festival →

City  
of Tucker



SITE:

Tower Park

AERIAL // Northlake Festival Plaza:





SITE:

Tower Park

EXISTING:





ANALYSIS:



### Strengths:

- City of Tucker will be an active partner in redevelopment
- City of Tucker's Urban Redevelopment Agency
- Adoption of 2015 Northlake CID Master Plan supports site redevelopment
- Adjacent assets include existing PATH trail network
- I-285 and Lavista Road access
- Proximity to new retail and multi-family development
- No known infrastructure concerns

### Weaknesses:

- 30+ years remaining for existing ground lease
- Uncertainty of radio tower use by Cox
- Failed attempt of property sale in 2020 due to ground lease structure

### Opportunities:

- Re-zoning to NL-1
- Future land use of Regional Activity Center
- Potential Bus Rapid Transit (BRT) location (pending commuter rail study)
- Anchor tenant vacancies supports redevelopment
- Discover Dekalb RFP issued for feasibility study for convention center development
- Emory/Northlake Mall redevelopment
- Connectivity to existing trail network
- Public-private partnership

### Threats:

- Pending foreclosure of property



## DEMOGRAPHICS // City of Tucker:

Population		2020		2025	
Population		36,600		37,120	
Age Distribution		2020		2025	
Average Median Age		40		41	
Sex		2020		2025	
Male		17,352	47.41%	17,633	47.50%
Female		19,248	52.59%	19,486	52.50%
Race Distribution		2020		2025	
White		18,276	49.93%	18,087	48.73%
Black		13,496	36.87%	13,627	36.71%
American Indian		109	0.30%	112	0.30%
Asian		2,727	7.45%	3,271	8.81%
Pacific Islander		12	0.03%	12	0.03%
Other		1,088	2.97%	1,093	2.94%
Multirace		892	2.44%	918	2.47%
Total Households		2020		2025	
Households		15,483	62.44%	15,729	62.77%
Families		9,312	60.14%	9,331	37.23%

Average Household Income		2020		2025	
Average Household Income		104,455		122,970	
Labor Force Status		2020		2025	
Labor Force		20,178		20,456	
Employed		19,652	97.39%	19,925	97.40%
Unemployed		526	2.61%	531	2.60%
Not In Labor Force		9,382		9,517	
Total Number of Housing		2020		2025	
Total Dwellings		15,873		16,409	
Owner-Occupied Dwellings		9,644	62.29%	10,370	65.93%
Renter-Occupied Dwellings		5,839	37.71%	5,359	34.07%
Housing Units Occupied		15,483		15,729	
Education Attainment		2020		2025	
< Grade 9		1,280	4.86%	1,278	4.83%
Grade 9-12		848	3.22%	852	3.22%
High School		4,472	16.99%	4,501	17.01%
Some College		4,714	17.91%	4,755	17.97%
Assoc Degree		1,809	6.87%	1,821	6.88%
Bach Degree		7,505	28.51%	7,535	28.47%
Grad Degree		5,695	21.64%	5,721	21.62%

# ZONING:

## KEY ELEMENTS OF NL ZONING:

- Develop sidewalks and walkways in order to promote safe and convenient pedestrian access and to reduce dependence on automobile travel;
- Create a pedestrian-oriented community where people can live, work, and play;
- Enhance the long-term economic viability of the Northlake area by encouraging new commercial and residential developments that increase the tax base and provide jobs to the citizens of the City of Tucker;
- Encourage innovative development projects that set high standards for landscaping, green space, urban design, and public amenities;
- Make productive use of alternative transportation modes such as transit, ridesharing, bicycling, and walking.

Element	Northlake District
	NL-1
Overall Site Requirements	
Mixed-use requirement	
Under 400,000 sq. ft. of floor area:	None
400,000 sq. ft. or more of floor area:	Min. 2 uses; min. 65% office and/or residential
Dwelling units per acre (for residential uses)	
Controlled by lot size and use regulations.	
Open space	
Sites less than 2 acres:	10% min.
Sites 2 or more acres:	20% min.
Individual Lot Dimensions by Use	
Non-Residential or Mixed-Use	
Lot area:	20,000 sq. ft. min.
Lot width:	50 ft. min.
Lot coverage:	80% max.
Lot Dimensions: Townhouse dwellings	
Lot area:	n/a
Unit width:	n/a
Lot coverage:	n/a
Lot Dimensions: Other residential uses	
Lot area:	4,000 sq. ft. min.
Lot width:	40 ft. min.
Lot coverage:	80% max.
Setbacks for All Uses	
Front:	No min. / 20 ft. max.
Side (interior):	No min.
Side (corner):	See front
Rear:	20 ft. min.
Height	
Main Buildings:	15 stories max. or 180 ft. max., whichever is less
Parking Decks:	10 stories max.

## EXISTING ZONING AND DEVELOPMENT ENTITLEMENTS:

### Northlake High-Intensity Commercial (NL-1) Zoning District

- Intended to Allow for the Most Intense Mixed-Use Development in Tucker
- Encourages Redevelopment of Parking Lots into mix of Retail, Office, and Residential Uses in the same development

### Regional Activity Center Future Land Use

- Higher-Density Mix of Retail, Office, Housing, Services, and Employment to serve a Regional Market Area
- Future Development considered both Desirable and Appropriate



## NORTHLAKE ZONING DISTRICT // Purpose and intent:

- Encourage Redevelopment to achieve Mixed-Use Community
- Encourage an efficient land use and development plan by forming a live-work-play environment that offers employees and residents the opportunity to fulfill their daily activities with minimal use of single-occupant automobile
- Encourage the formation of a well-designed, pedestrian-friendly activity center with high-density commercial and residential development that increases vitality and choices in living environments
- Encourage development of sidewalks and walkways in order to promote safe and convenient pedestrian access and to reduce dependence on automobile travel
- Encourage and enhance the long-term economic viability of the Northlake area by encouraging new commercial and residential developments that increase the tax base and provide jobs to the citizens of the City of Tucker
- Encourage and support higher-density housing, office, and mixed-use centers which have appropriate access and infrastructure
- Encourage mixed-use developments containing commercial and residential uses in order to create a pedestrian-oriented community where people can live, work, and play

## DEVELOPMENT STANDARDS // existing zoning entitlements:

- Maximum Height of lesser of 15 stories or 180 ft (maximum of 10 stories for Parking Decks)
- No Transitional Buffer Requirement
- Maximum Lot Coverage of 80%
- Minimum Open Space of 20% comprised of At-Grade Hardscape or Landscape Areas, Rooftop Decks, Patios and Porches, Balconies, and Yards, Lawns & Gardens
- Parking Requirements:
  - 1 minimum Parking Space per Dwelling Unit (maximum of 3 per Dwelling Unit)
  - Offices may provide maximum parking ratio of 6 parking spaces per 1,000 square feet of floor area when 50% of total office parking located in underground garage and/or within parking deck of 2 or more levels
  - 1 minimum Parking Space per Hotel Room, plus 1 per each 150 sq ft of banquet, assembly, or meeting space (maximum of 1.2 per Hotel Room, plus 1 per each 100 sq ft)
  - 1 minimum Parking Space per 500 sq ft of Office (maximum of 1 per 250 sq ft)
  - 1 minimum Parking Space per 250 sq ft of Restaurant (maximum 1 per 150 sq ft)
  - 1 minimum Parking Space per 500 sq ft of Retail (maximum 1 per 200 sq ft)
  - Shared Parking Allowable to Reduce Parking Requirements

# PRECEDENT:

## EXISTING ASSETS | City of Tucker:

Conference centers located in DeKalb County include:

- Emory Conference Center Hotel,
- Marriott Evergreen Conference Center at Stone Mountain
- Courtyard by Marriott Decatur Conference Center

Performing arts venues throughout metropolitan Atlanta:

- The Fox Theatre, 4,700 seats
- The Cobb Energy Centre 2,750 seats.
- Porter Sanford III Performing Arts Center 500 seats

## EXISTING ASSETS // current market offerings:

### Dekalb County Conference/Meeting Space Snapshot:

- Area Guest Rooms: 6,892 keys
- Total Meeting/Exhibit Space: 126,600 sf
- Exhibit Space: 96,200 sf.
- Conference Center Space: 64,300 sf
- Meeting Rooms: 112

### Northlake area: DoubleTree by Hilton Hotel

- 183 keys
- 12 meeting rooms
- 10,000 sf of total **meeting space** (20 8' x 8' booths)

### Nearest cultural center

### Porter Sanford III Performing Arts and Community Center:

- County-owned
- 500 seats
- 100 seats secondary theater



Northlake Festival Theater: The “go-to” space for North Dekalb



## EXISTING ASSETS // current market offerings:

### Cobb Energy Performing Arts Centre:

- ☐ Cost \$145 million
- ☐ Theater capacity of 2,750 seats
- ☐ Owned and operated by Cobb-Marietta Coliseum and Exhibit Hall Authority
- ☐ Naming rights acquired for \$20 mil by Cobb Energy Management Corp.



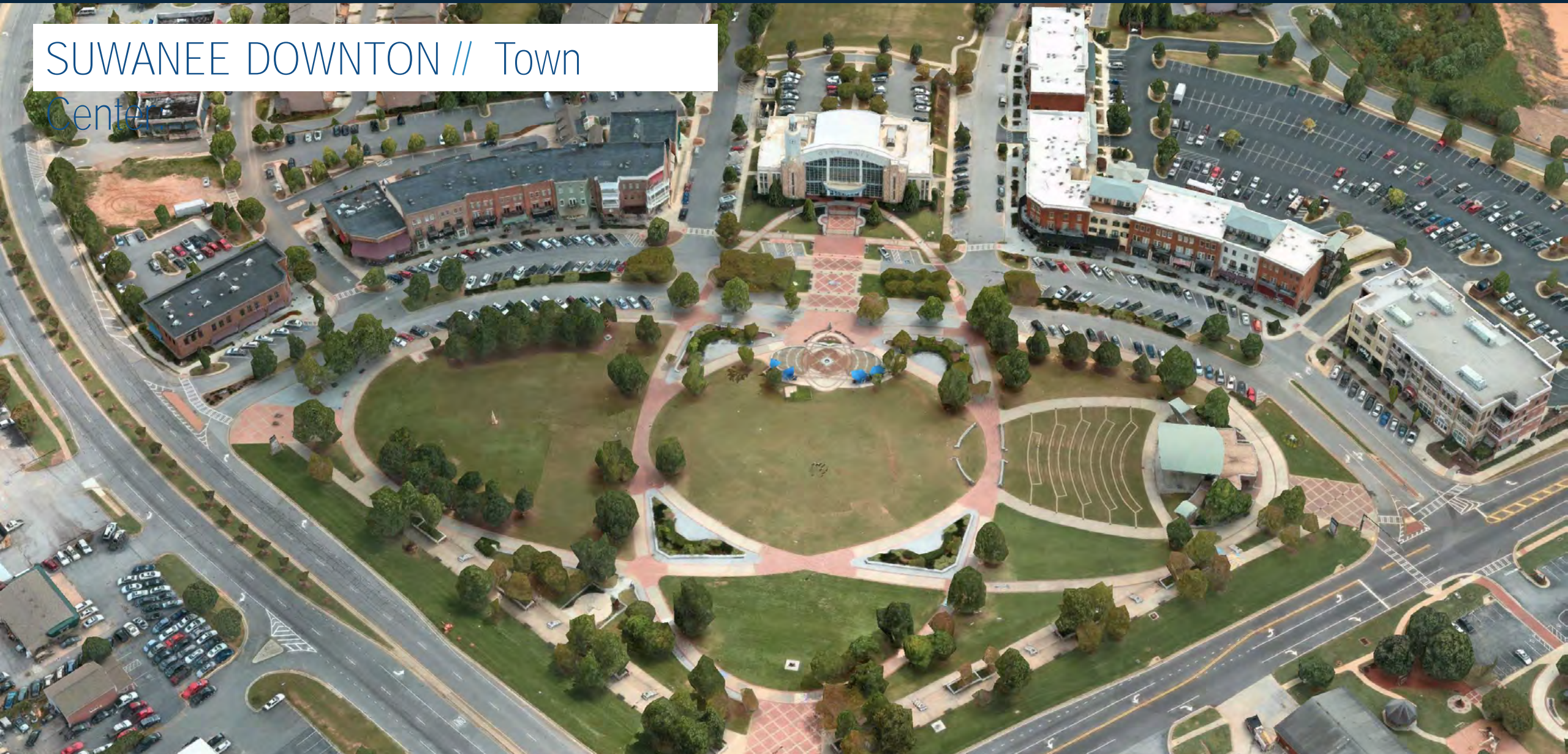


# PRECEDENT:

# Tower Park

SUWANEE DOWNTON // Town

Center





# PRECEDENT:

# Tower Park

SANDY SPRINGS // City Center:





# PRECEDENT:

# Tower Park

PEACHTREE CORNERS // Town Center

Park





# CONCEPT:



## PROGRAM // site challenges &amp; decisions:

- The radio tower exists, and we have opted to program and design around the tower and its support cables rather than remove it. However, in the event the tower and support cables are taken down, the program layout has been designed to allow this without disrupting the design. Keeping the tower allows it to become the focal point and form the iconic brand of the Tower Park Development. In other words, rather than remove or hide the tower we want to accentuate it.
- **The "Front Door" of the site is on** Lavista Road, and the existing businesses along Lavista Road do not create an exciting or inviting entrance to the site so we have opted to redevelop these parcels as part of the overall project.
- The existing hotel on the eastern edge of the property is partially within the development site. We have decided not to include the hotel with the assumption that this site will be redeveloped in the future with the potential of becoming an office site that compliments the Tower Park Development.

## PROGRAM // desired elements:

After looking at the site, local and regional statistics, discussions with the client we decided that the site should include the following elements:

- Theater, Conference Center / Event Building
- Hotel
- Boutique Grocery Store
- Mix of Residential Types
- Fine Grain Retail Spaces
- Restaurants
- Park & Outdoor Plaza Spaces
- PATH Connection to Northlake Mall





## PROGRAM // narrative:

The existing radio tower centered within the development site provides an instantly recognizable focal point that can be seen from miles away. The proposed design utilizes and capitalizes on the tower as a focal point. The tower is the center of Tower Park, the greenspace that the entire development revolves around.

The design is a mixed-use development focusing on entertainment in the form of a theater and convention center with a hotel, residential units in the form of apartments, townhomes, and flats, and a variety of retail spaces catering to a small grocery store down to small boutique retail spaces.

A path connection through the site knits together the Urban Plaza and the Pedestrian Retail Plaza and all the restaurants, cafés, and shops along the way while connecting the users onto the Emory Healthcare Development at Northlake Mall.



# CONCEPT:

# Tower Park



Google Earth



CONCEPT:

Tower Park







## PROGRAM // elements:

- Theater Building | 3,000 seats
- Convention Center | 65,500 sf
- Hotel | 288 keys
- Grocery Store | 30,000 sf
- Residential Units | 798 units
- Fine Grain Retail Spaces | 127,250 sf
- Park Restaurants | 8,000 sf
- Park Space | 1.2 acres
- Bike Path Connection | 2,300 lf
- Parking Decks | 5 | 3,464 spaces
- Surface Parking | 410 spaces
- On-Street Parking | 406 spaces



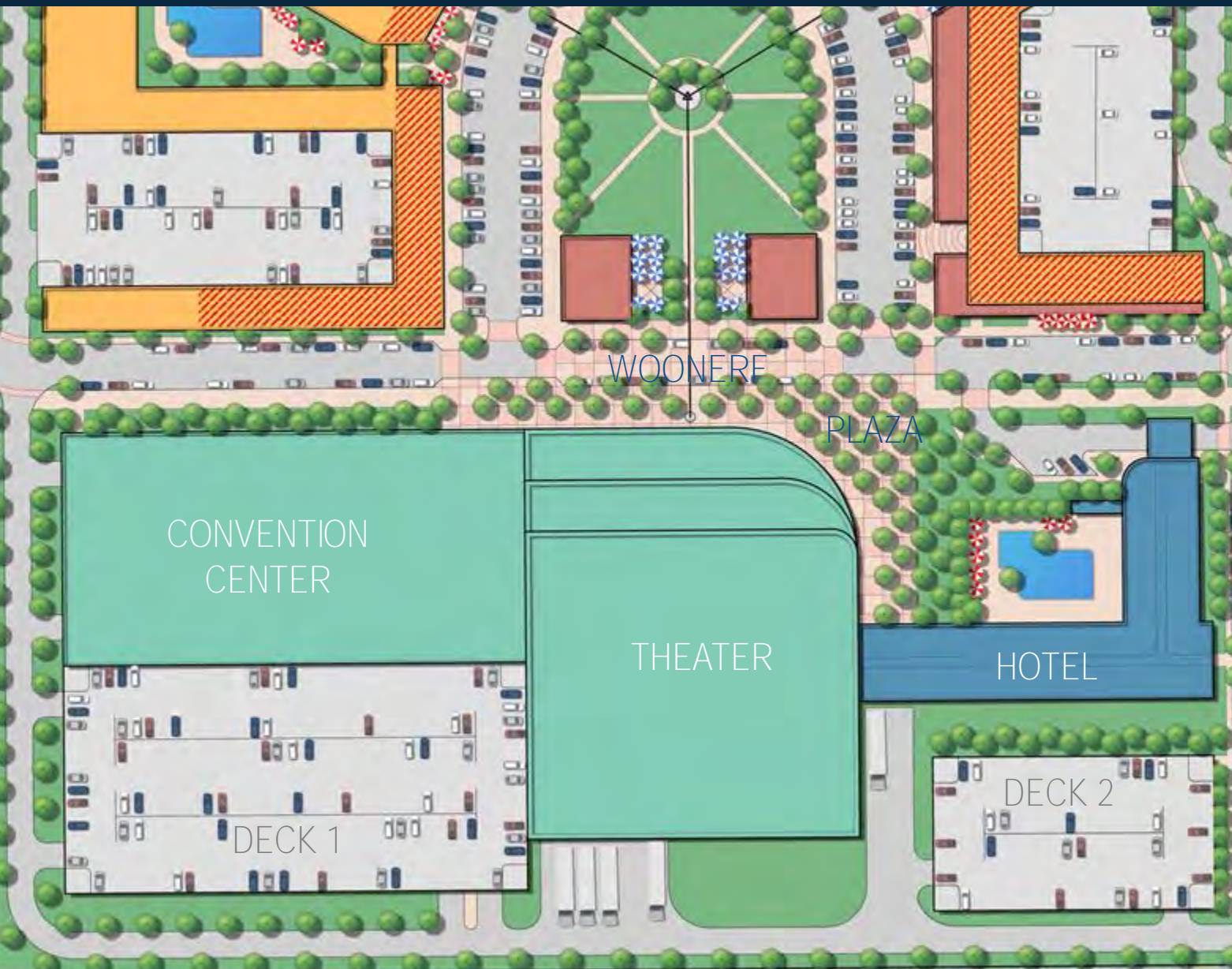


## PROGRAM // phasing:

To make the project more attractive to developers a block-by-block the phasing approach would be seen as ideal.

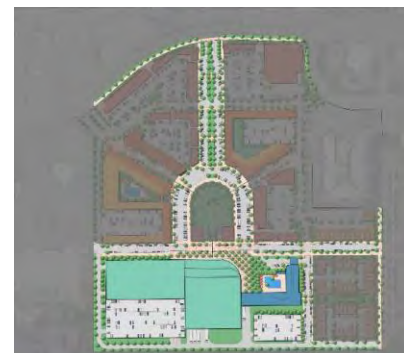
The first block, (the theater, convention center and hotel) is the ‘if you build it, they will come’ block.





## BLOCK 1 // entertainment:

- Theater Building | 3,000 seats
  - Rehearsal Space
  - Administration Space
  - Box Office
  - Dressing Rooms and Storage
- Convention Center | 65,500 sf
  - Multipurpose Exhibit Space
  - Meeting Rooms
  - Ball/Banquet Spaces
  - Kitchen
  - Lobby
- Hotel | 288 keys
- Woonerf Street
- Urban Plaza
- Deck 1 | 1,165 spaces
- Deck 2 | 450 spaces
- On-Street Parking







## BLOCK 2 // tower park:

- Park Size | 1.2 ac
- Restaurants (2) | 4,000 sf ea
- Tucker Screen on the Green Film Festival
- Tower Park Farmers Market
- Green Space for Play, Exercise & Social Events
- Woonerf Street
- On-Street Parking

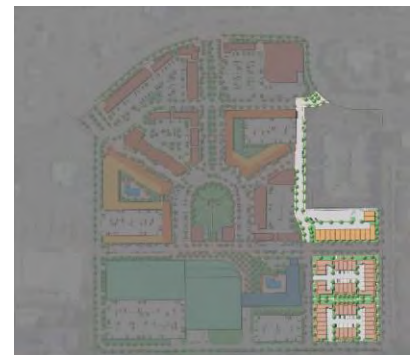






## BLOCK 3 // residential:

- Townhomes | 50 units
- Flats over Townhomes | 7 / 14 units
- Mews | 0.3 ac
- On-Street Parking
- Surface Parking
- Private Garage Parking







## BLOCK 4 // mixed-use:

- Mixed-use Multifamily
  - Retail | 25,000 sf
  - Residential | 380 units
- Pedestrian Retail Plaza | 18,500 sf
- Parking Deck | 627 spaces
- On-Street Parking





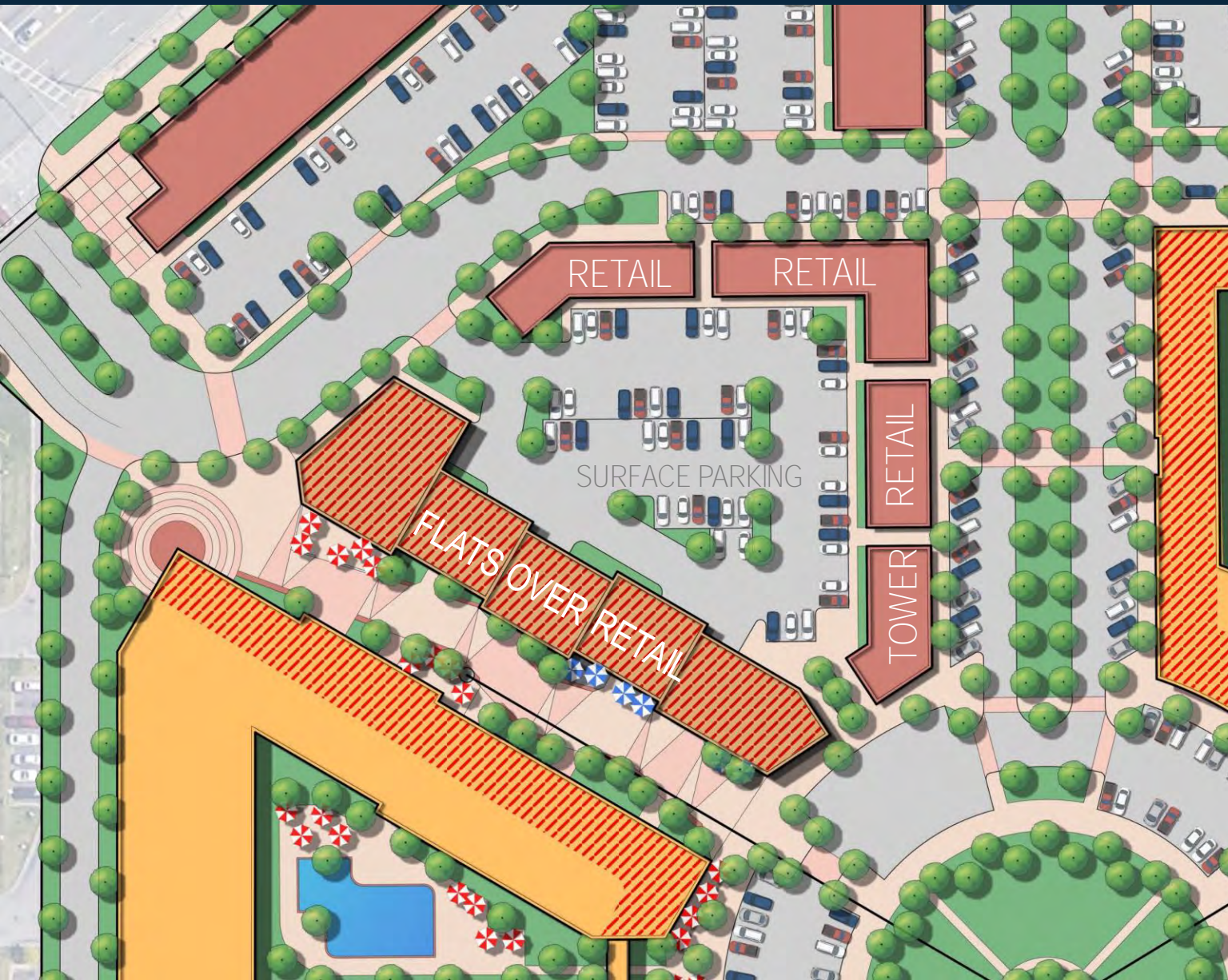


## BLOCK 5 // retail:

- Grocery Store | 30,000 sf
- On-Street Parking
- Surface Parking





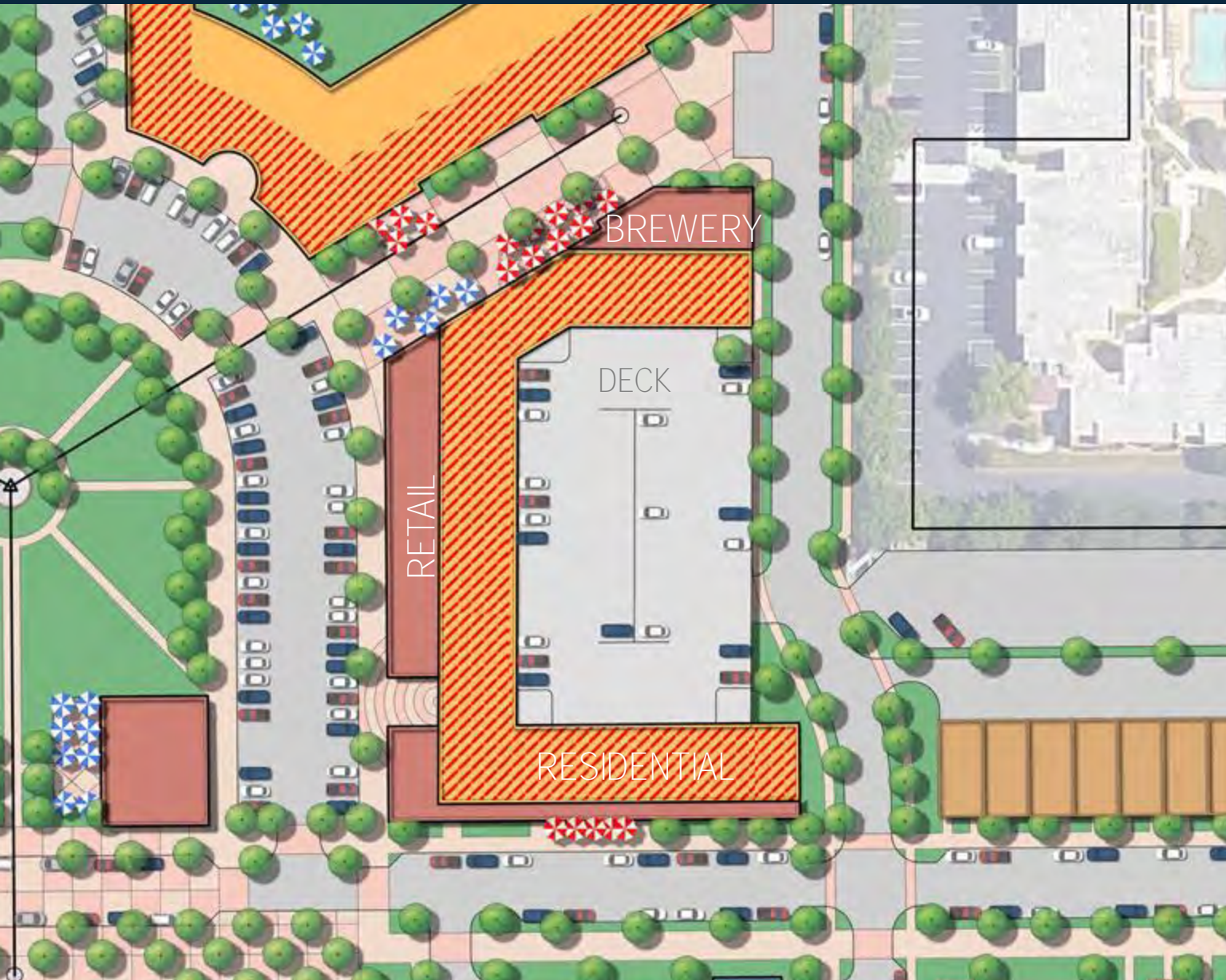


## BLOCK 6 // mixed-use:

- Mixed-use
  - Retail | 17,500 sf
  - Residential Units | 5 units
- Retail | 11,000 sf
- Tower Equipment Office | 2,800 sf
- Pedestrian Retail Plaza
- Surface Parking
- On-Street Parking

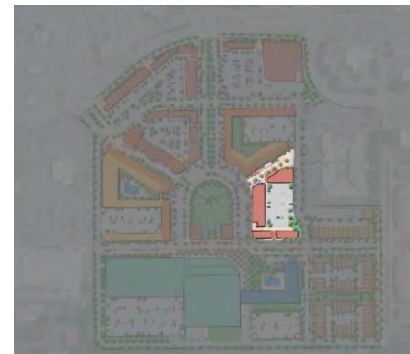






## BLOCK 7 // mixed-use:

- Mixed-use Multifamily
  - Retail | 20,000 sf
  - Residential | 118 units
  - Brewery | 6,400 sf
- Parking Deck | 316 spaces
- On-Street Parking







## BLOCK 8 // mixed-use:

- Mixed-Use Multifamily
  - Retail | 30,000 sf
  - Residential | 212 units
- Pedestrian Retail Plaza | 14,400 sf
- Parking Deck | 415 spaces
- On-Street Parking

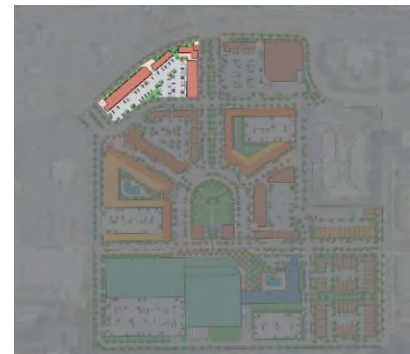






## BLOCK 9 // retail:

- Retail | 28,050 sf
- Surface Parking







### Program // path:

A twenty-foot-wide path connection through the site knits together the Urban Plaza and the Pedestrian Retail Plaza and all the restaurants, cafés, and shops along the way while connecting the users onto the Emory Healthcare Development at Northlake Mall to the PATH trail system.

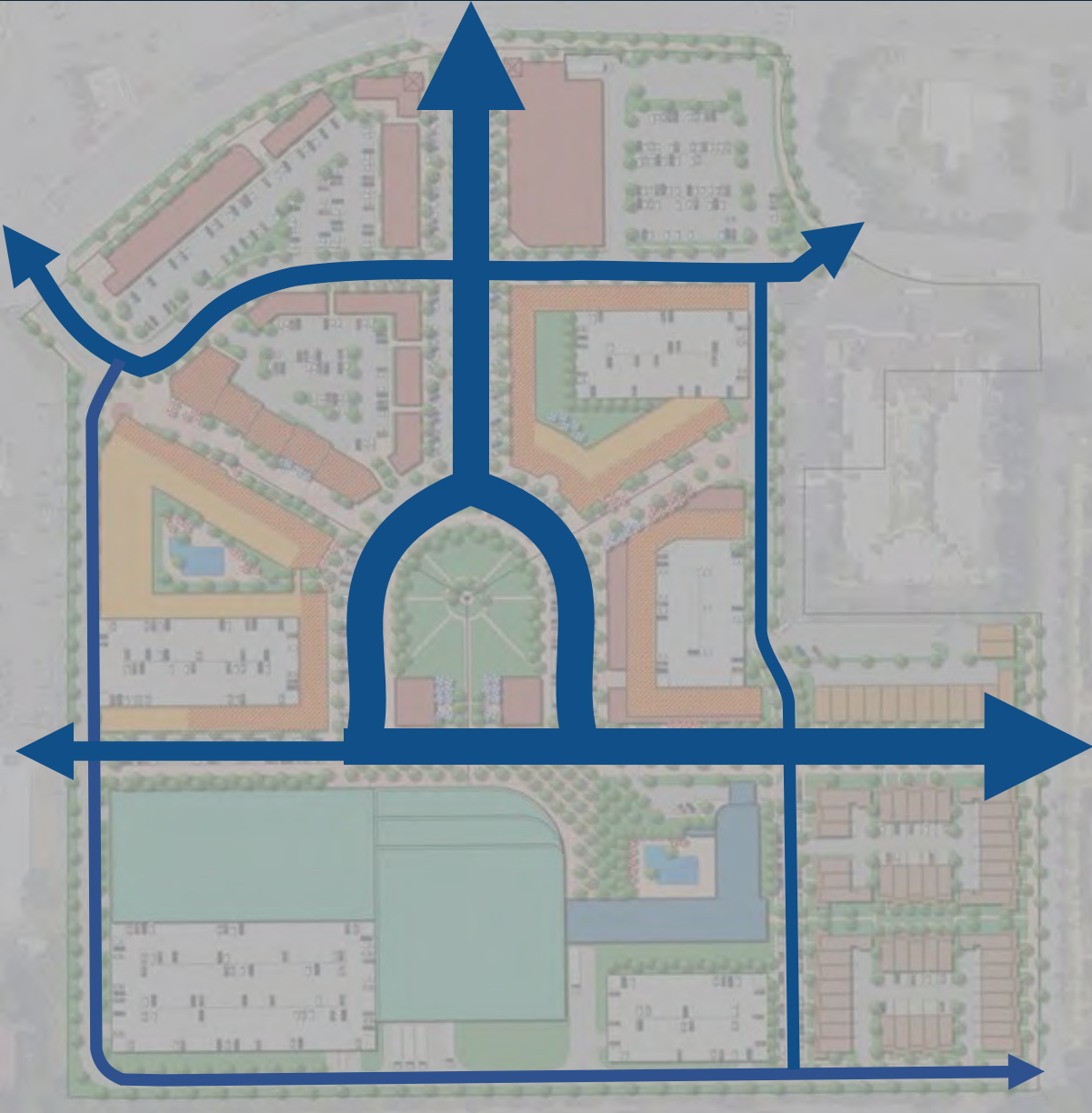
- Path length | 2,300 lf



## PROGRAM // parking:

- Surface Parking:
  - A | 116 spaces
  - B | 146 spaces
  - C | 104 spaces
  - D | 44 spaces
- Parking Deck:
  - 1 | 415 spaces | 5 floors
  - 2 | 627 spaces | 7 floors
  - 3 | 316 spaces | 4 floors
  - 4 | 1,665 spaces | 7 floors
  - 5 | 450 spaces | 6 floors
- On-Street Parking | 406 spaces
- Total Parking Count | 4,365 spaces





## PROGRAM // road hierarchy:

Primary access to the site shall be at the Lavista Road entrance running down the middle of the site. When driving down this boulevard street the user will be traveling down a tree lined street lined with buildings either side looking at the radio tower with the grand architecture of the Tower Park Theater beyond.

To handle the traffic that the Tower Park Theater and Tower Park Convention Center will generate we have incorporated multiple vehicular paths both into and out of the site.

Residential units can all be accessed by minor roads and on-street parking has been provided through out the development.

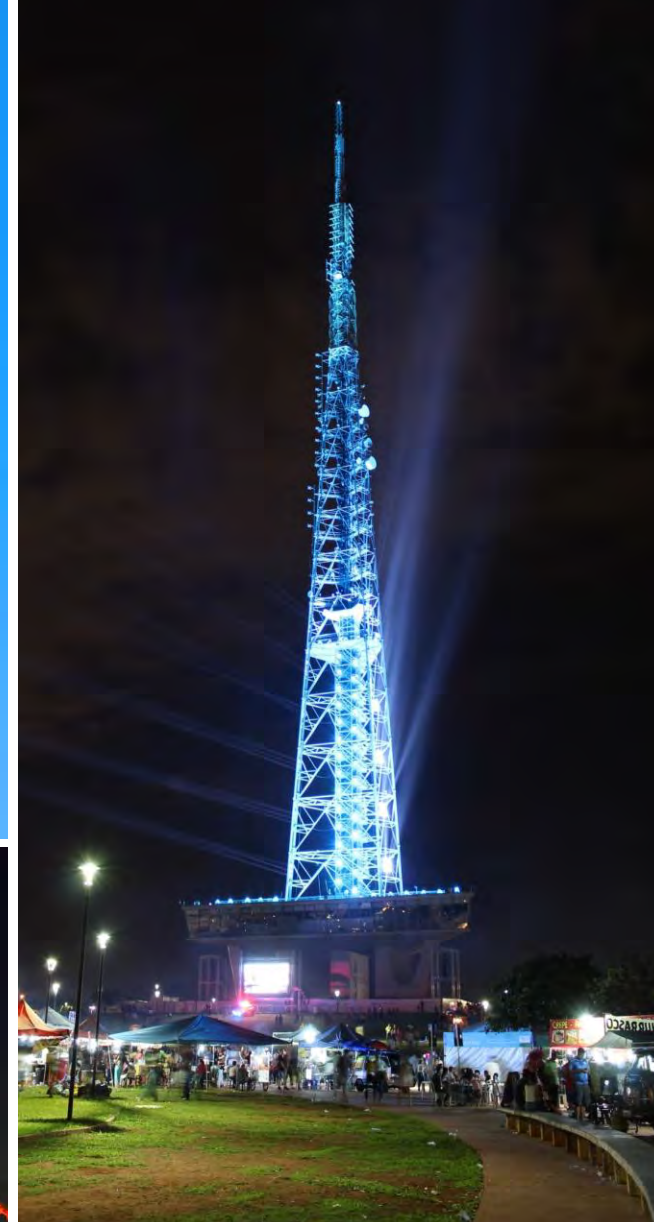
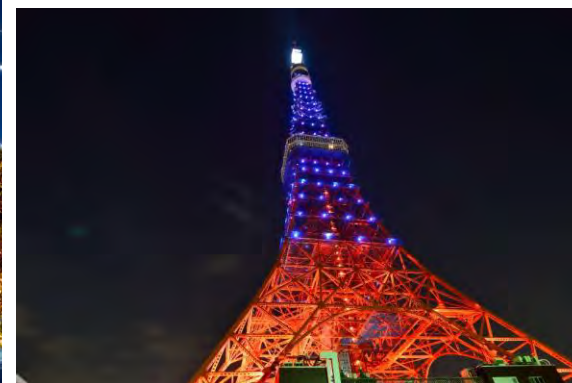
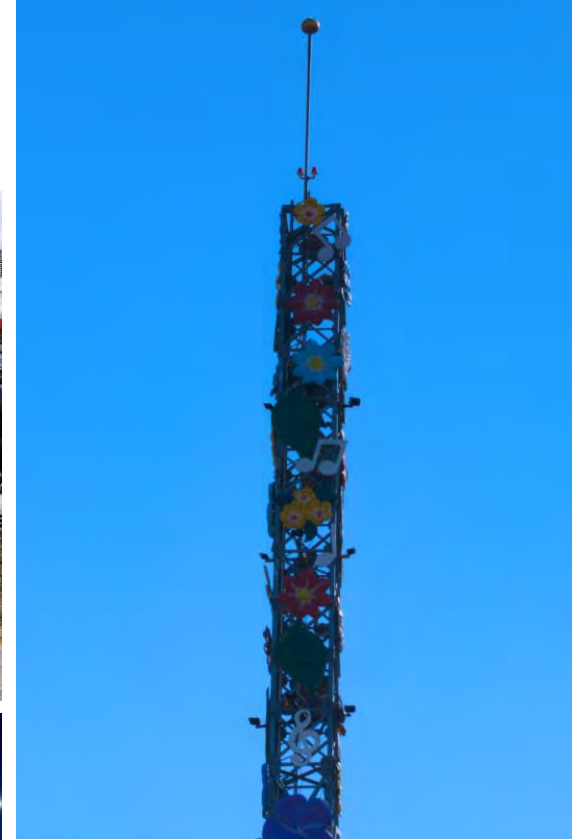
VISION:



# VISION:

# Tower Park

RADIO TOWER // imagery:





# VISION:

# Tower Park

## TOWER PARK // imagery:





# VISION:

# Tower Park

## THEATER AND CONVENTION CENTER // imagery:

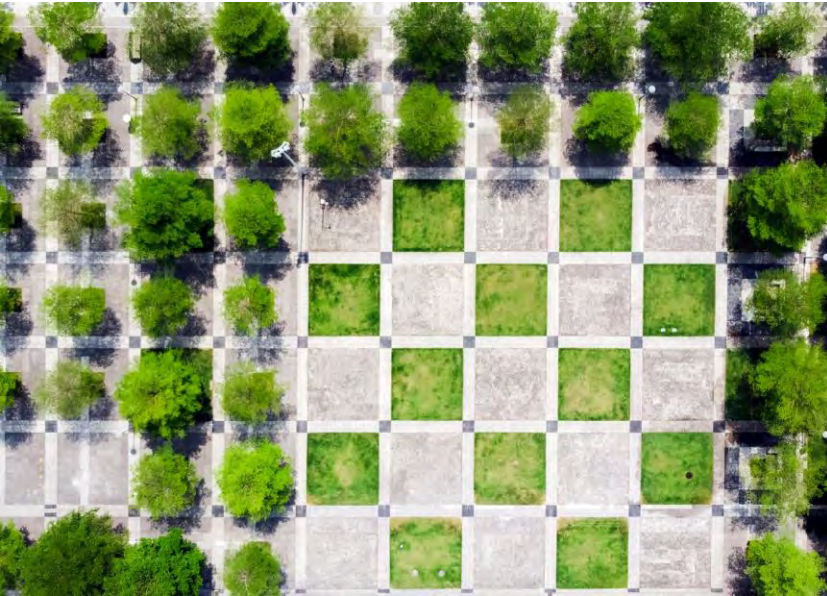




# VISION:

# Tower Park

## RETAIL PLAZA & URBAN PLAZA // imagery:





# VISION:

# Tower Park

ARCHITECTURE // imagery:





# INVESTMENT:



## CAN IT BE BUILT?

A key element to highlight is the development viability of the proposed concept as well as the economic benefits it could bring to the City.

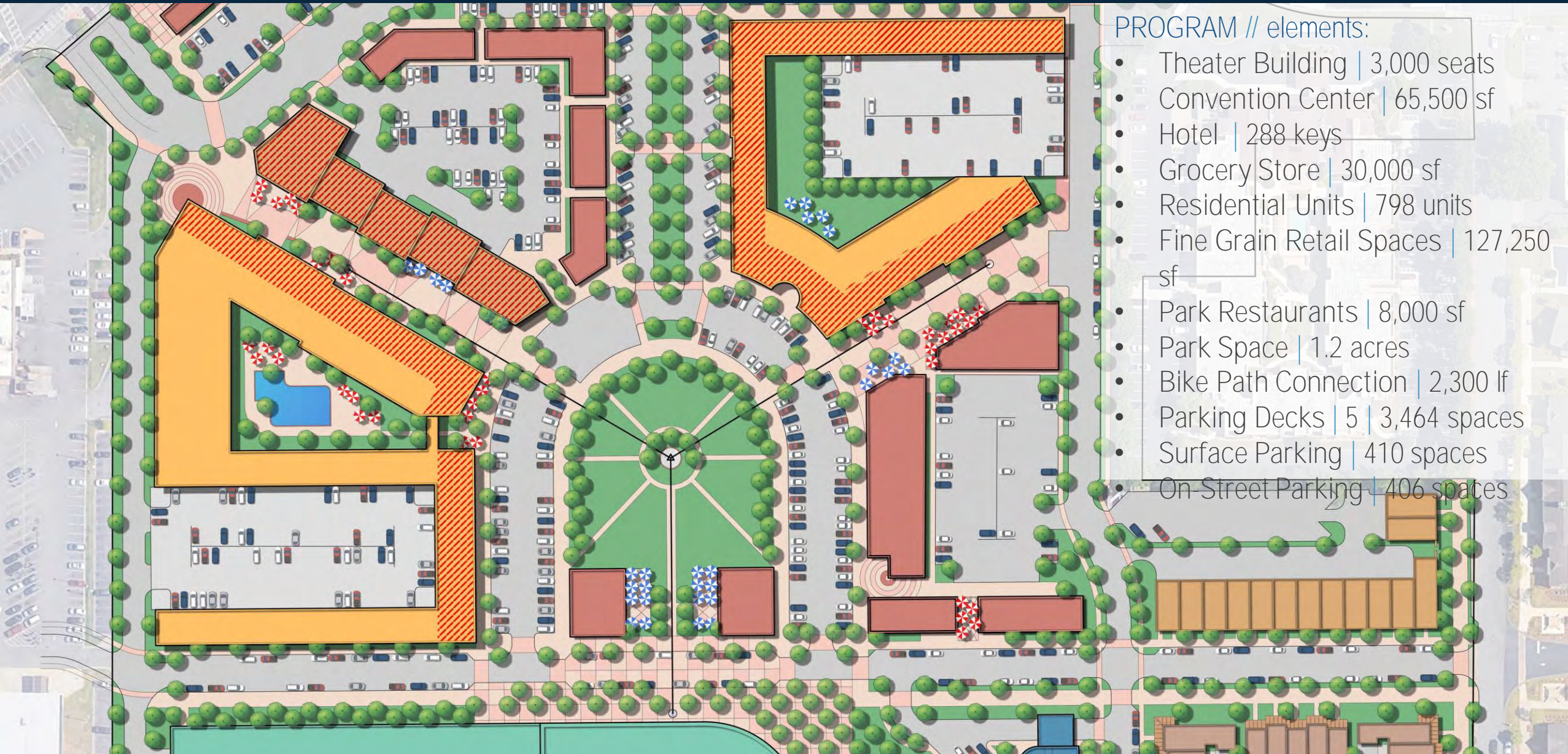
- Flexibility: The defined block structure promotes not only a pedestrian / retail friendly experience but also provides flexibility to adjust based on market conditions, both in terms of densities and mix of uses.
- City Benefits: Beyond creating a much needed, centrally located communal destination, the City of Tucker significantly expands its tax base while bringing in hundreds of new jobs and housing. The demand generated would further support surrounding business of all uses.
- Thoughtful / Executable Design Considerations:
  - Each block was designed with the ability to be developed individually
  - Elements such as building type / size / heights / parking were considered based on more market-appropriate conditions like wood-frame construction and pre-cast parking structures

## PARTNERSHIP:

- ☐ Potential Partnership opportunities include:
  - ☐ Discover Dekalb
  - ☐ Cox Communications
  - ☐ Dekalb County
  - ☐ Dekalb County School District
- ☐ Revenue Bonds
- ☐ Utilize Corporate Sponsors
- ☐ Operating/Development Agreements
- ☐ Tax Increment Financing
- ☐ State Participation
- ☐ Naming Rights
- ☐ Certificates of Participation







## PROGRAM // elements:

- Theater Building | 3,000 seats
- Convention Center | 65,500 sf
- Hotel | 288 keys
- Grocery Store | 30,000 sf
- Residential Units | 798 units
- Fine Grain Retail Spaces | 127,250 sf
- Park Restaurants | 8,000 sf
- Park Space | 1.2 acres
- Bike Path Connection | 2,300 lf
- Parking Decks | 5 | 3,464 spaces
- Surface Parking | 410 spaces
- On-Street Parking | 406 spaces





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