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From left, Jeff Fuqua and Dotan Zuckerman of Fuqua Development cultivated the tenant mix of Battery Atlanta using experiential retailers and chef-driven restaurant concepts.

BIG LEAGUE PROJECT

Fuqua Development gives shoppers, diners cause to visit Battery Atlanta beyond Braves games.

By John Nelson

Taking in a professional baseball game is an experience unto itself, and at SunTrust Park, the new home of the Atlanta Braves, fans are being treated to all the bells and whistles that come with a new \$622 million ballpark. But since before the announcement was made in late 2013 that the team wasn't extending its 20-year lease at its former ballpark Turner Field, the Braves organization expressed the desire for its new home to have life beyond game day.

"The Braves are always thinking about how to make this a place to visit 365 days a year, not just 81," says Dotan Zuckerman, vice president of leasing at Atlanta-based Fuqua Development, referring to the amount of home games in a baseball season. The Braves announced in July 2014 that Fuqua Development would be its partner for the retail portion of a

mixed-use village surrounding SunTrust Park, later named The Battery Atlanta.

Situated near the intersection of Interstates 75 and 285 in Cobb County, the 1.5 million-square-foot development features three apartment communities, an Omni hotel, the Coca-Cola Roxy Theatre, Comcast's 10-story office building known as One Ballpark Center and an assortment of retail, dining and entertainment tenants. Jeff Fuqua, principal of Fuqua Development, says the project is unique, even among other mixed-use villages around the country that surround sports stadiums.

"We looked at all the similar villages surrounding ballparks and none were like this," says Fuqua. "This is a one-of-a-kind project in the country,

see **BATTERY**, page 40

DISCOUNT DUO

Why it's an ideal time for Aldi's \$3 billion expansion and for its compatriot Lidl to enter the country.

By John Nelson

Aldi, the German discount grocery store chain, is one of the fastest growing retailers in the country with more than 1,600 stores in 35 states that serve over 40 million customers each month. The grocer is currently underway on a \$3 billion campaign to bring its total U.S. store count to 2,000 by the end of 2018.

Aldi is specifically targeting a large swath of the Southeast in its expansion plan, a region that the company is very familiar with.

"We've been in the U.S. for more than 40 years, and our stores are familiar to people who reside in our

see **GROCERS**, page 43



Aldi is currently on a \$3 billion campaign to bring its total store count in the U.S. to 2,000 by the end of 2018, with many locations opening across the Southeast.

BUSINESSES HAVE A BALL IN BALTIMORE

The city's job and infrastructure growth spell success for the retail and restaurant sectors.

By Brian A. Lee

When one thinks of the largest urban redevelopment projects in the country, Baltimore probably isn't the first city that comes to mind. But Port Covington, a redevelopment of 266 acres of under-

utilized industrial waterfront, is just that. The Baltimore City Council recently authorized \$660 million in Tax Increment Financing (TIF) for public

see **BALTIMORE**, page 46

INSIDE THIS ISSUE



Avalon's second phase doubles the square footage, triples the density
pages 32-33

Market Highlights:
Atlanta and Miami
pages 22-27

Microbrewery design: from
production to consumption
pages 36-37

Q&A: WRS reimagines
Underground Atlanta
page 38

DESIGNING FOR PRODUCTION TO CONSUMPTION

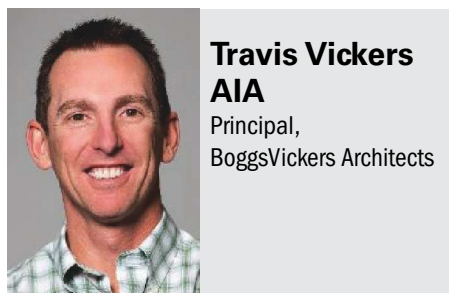
Architecture is a key component in the allure of the U.S. microbrewery scene.

By Travis Vickers of BoggsVickers Architects

For most brick-and-mortar retailers, visibility to remain top-of-mind is at the forefront of operational decisions. Not so for microbreweries. In fact, it's not as much about where a brewery is located as it is about how it is designed. For this still fairly young industry, brewery architecture and design are nearly as important as the beer itself.

Microbreweries are quickly taking the Southeast by storm as places to taste and enjoy a fine beverage, as well as spend an enjoyable afternoon or evening. With so many intricate design components within often-limited budgets, this kind of project can be a perfectly alluring (and appetizing) challenge for an architect.

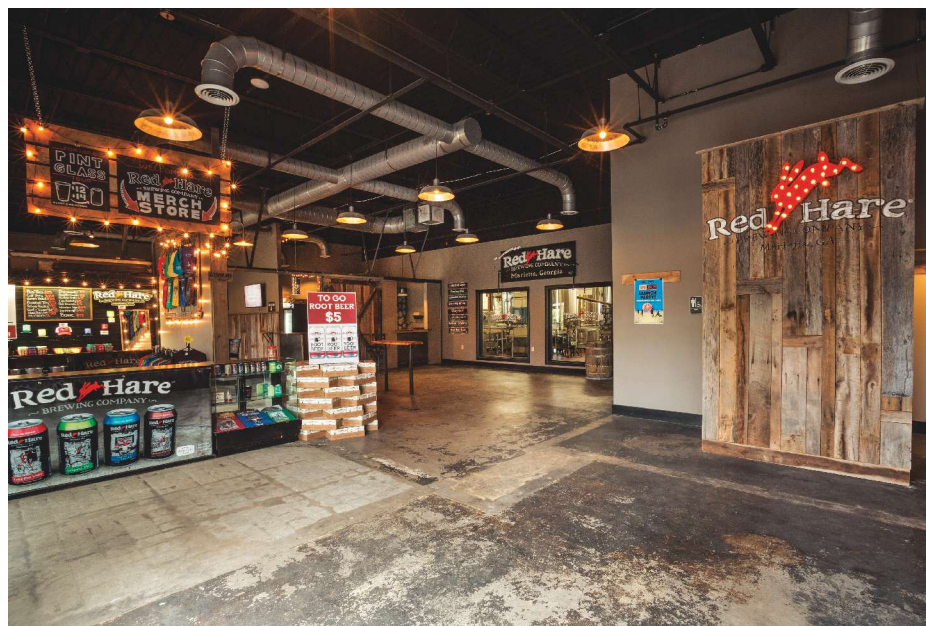
Critical to the success of creating the ideal atmosphere and experience for a microbrewery is partnering with an architectural and design firm that understands the business to ensure the building ultimately supports current and future operations and growth. And, with fermenters and grain rooms in the mix, the design is quite unique to other commercial and



Travis Vickers
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even industrial spaces.

Microbrewery operators must have space for two (possibly three) components: production, event space and now retail sales, an emerging third element for states like Georgia with new alcohol sales laws. The production space must adequately hold the boiler, fermenters, bright tanks, canning/bottling, cold storage, a mill/grain room and a laboratory. The event space typically includes a tasting room, conference room, offices and restrooms. And finally, what many in the Southeast have been waiting for, an area where patrons can purchase beer for home consumption. This area must accom-



Red Hare Brewing Co. operates a 12,260-square-foot building in a light industrial park in Marietta, Ga. The brewer wanted to tell its story through its physical location.

modate at minimum a bar, displays, point-of-sale equipment and product shelving.

There is no cookie-cutter formula for brewery layout. It can drastically differ between breweries as the brew master drives much, if not all, of the planning and operational process. While components and the basic process remain the same, set-ups vary greatly and are dependent upon multiple factors including the type of brew, canning/bottling capabilities, distribution channels and budget.

It is critical that the architect works closely with the brew master so that the layout and placement of the brewing components align with his or her vision for design and production. Only a well-orchestrated flow is sure to result in operational efficiencies.

It starts with the building and the market. The ideal space is sprinklered and able to accommodate equipment heights that can reach upwards of 20 feet with minimal restraints on tasting room and retail space.

Trade area amenities and demographics also factor heavily. Does the trade area support the brewery culture? How accessible is transit? Are "lifestyle hubs" nearby? Are recreational amenities in close proximity? All these factors bare relevancy in site selection, even though the actual dirt and address remain less of a priority.

When Pontoon Brewing Co. sought to open its first brewery, it engaged BoggsVickers immediately to assist with site and building selection so that functionality and structural needs were met. Both function (space to brew efficiently and effectively) and infrastructure (sufficient to support tasting room and retail compo-

nents) were forefront in this process. The architect team identified what can be, not just what is.

As the first entrepreneurial venture for the team behind Pontoon, budgets were tight. "We had to go with an architect that understood the importance of having a good flow in the brewing area with an understanding of how dollars can be saved," explains Sean O'Keefe, one of the company's owners. "Then there's the flow of the tasting room to the restrooms. Functionality must be built into the design from production to consumption, and typically in tight spaces."

It's far easier, and more economical, if the selected site is inherently functional. With that in mind, it's no coincidence that Pontoon is setting up shop in a former Coca-Cola Bottling facility in Sandy Springs, a northern suburb of Atlanta.

"The fact that the perfect site for us is also where another famous beverage was once produced is pretty cool," says O'Keefe. "The building has key artifacts that we'll keep as a part of our design."

The endcap space includes a 4,500-square-foot tasting room, office space and a 6,800-square-foot brewery totaling 11,575 square feet. There is gathering space where the company is creating a family experience, including a pet otter for entertainment and great root beer for nonalcoholic refreshment.

But the site selection process does not end with finding the perfect space. An architectural partner also works with zoning and planning commissions to secure the appropriate permits and modify zoning where necessary. On behalf of



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Pontoon, BoggsVickers connected with the City of Sandy Springs to facilitate permitting and approvals and then turned to the contractors to ensure the most efficient buildout.

"If we had not brought in our architect this early in the process, not only is it very possible we wouldn't be here, but it certainly would have cost us a lot more money," adds O'Keefe.

Though as ideal as a former bottling facility sounds, infrastructure challenges still existed. Since the building was not sprinklered, a rated partition was required to separate the brewery from the tasting room without minimizing the viewing access.

Plumbing and drainage are also typical challenges for breweries. In addition to the sheer amount of water needed to create beer, additional plumbing is needed. Zoned differently than office use, tasting rooms require additional restroom facilities, which require additional plumbing infrastructure. Canning and bottling also tax the infrastructure and require access to the appropriate drainage. Pontoon's first brewery is set to open late this summer.

Also north of Atlanta, Red Hare Brewing Co. is an independent microbrewery located in Marietta, Ga. In August 2011, Red Hare started selling craft beer throughout the state and in 2012 became the first craft Georgia brewery to can its beer.

During that same time, the brewery acquired its 12,260-square-foot building and launched plans to expand and retrofit the facility to include a taproom and other experiential spaces in order to create the destination that it is today. Marketing and promotions played a pivotal role.

Brewing beer is one aspect of brewery life. Creating a culture that shapes the customer experience is just as important. That's where branding and interior design enter the picture.

Red Hare wanted to tell its story through its space. Not only must the design be functional — maximizing process efficiencies and the like — but it also must lure patrons to experience the process. With its building in a light industrial park, the primary challenge was to activate the space in order to perpetuate the brand that would ultimately create a destination, a pride of ownership and an appeal to consumers.

The original building was a brown, nondescript, concrete block building. The Red Hare team was adamant about creating a welcoming place for patrons to hang-out and have a good time while maintaining the character of the industrial facility and preserving operational functionality.

The existing administrative and restroom space was shifted into the brewing area to create open space that could accommodate a very unique tasting room experience. Black-out ceilings were removed to expose pip-

ing and garage doors installed to create an organic flow between the interior and exterior gathering spaces. The expansion of the entrance canopy provided a backdrop for signage that visually cues the brand.

"The design team made the brewery inclusive, but not too spread out. It was important to not undershoot, but to create a place of compartments so there's plenty of space with a level of intimacy," says Roger Davis, owner of Red Hare Brewing.

Today, the Red Hare brewery also features a loft complemented by an

outdoor patio — a combination that crafts an intimate and comfortable setting. The tasting room includes custom-made tables made from locally harvested hardwoods only to be complemented by walls and the bar faced with reclaimed wood.

"Creating a destination is even more important now that we can sell our own product," adds Davis. "But we've been pleasantly surprised by our event business, having hosted more than 100 private events, including two weddings."

The design and branding of the

Red Hare brewery shows that success is more than just brewing and selling beer. Creating a sense of community through the story crafts a great brewery experience.

Brewery architecture and design are definitely not just about the beer, not about producing the beer or even drinking the beer. The allure of the microbrewery is about the experience. Involving an architectural partner early in the site selection process and engaging a thoughtful designer to tell its story crafts just the right brew. Cheers! ■

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