







AMAZING THINGS ARE IN

THE WORKS

UPPER WESTSIDE ATL

WE HAVE ALL THE THINGS

SHARING

COMMUNITY CONNECTION

FAMILY

BELONGING

UNITY

ENCOURAGEMENT

“LIVE IN THE NOW. BE PRESENT.
BE AT YOUR WORK. BE WITH YOUR FAMILY.
BE WITH YOUR CHILDREN.”

- SCOTT SELIG

SMILES

FRIENDSHIP

WELCOMING

TRUST

EMPOWERMENT

SUPPORT

ALL THE THINGS THAT MATTER

HISTORY









FOUR GENERATIONS

108 YEARS of experience

70 YEARS of ownership

ONE VISION

VISION



80 ACRES | **1M** SQUARE FEET

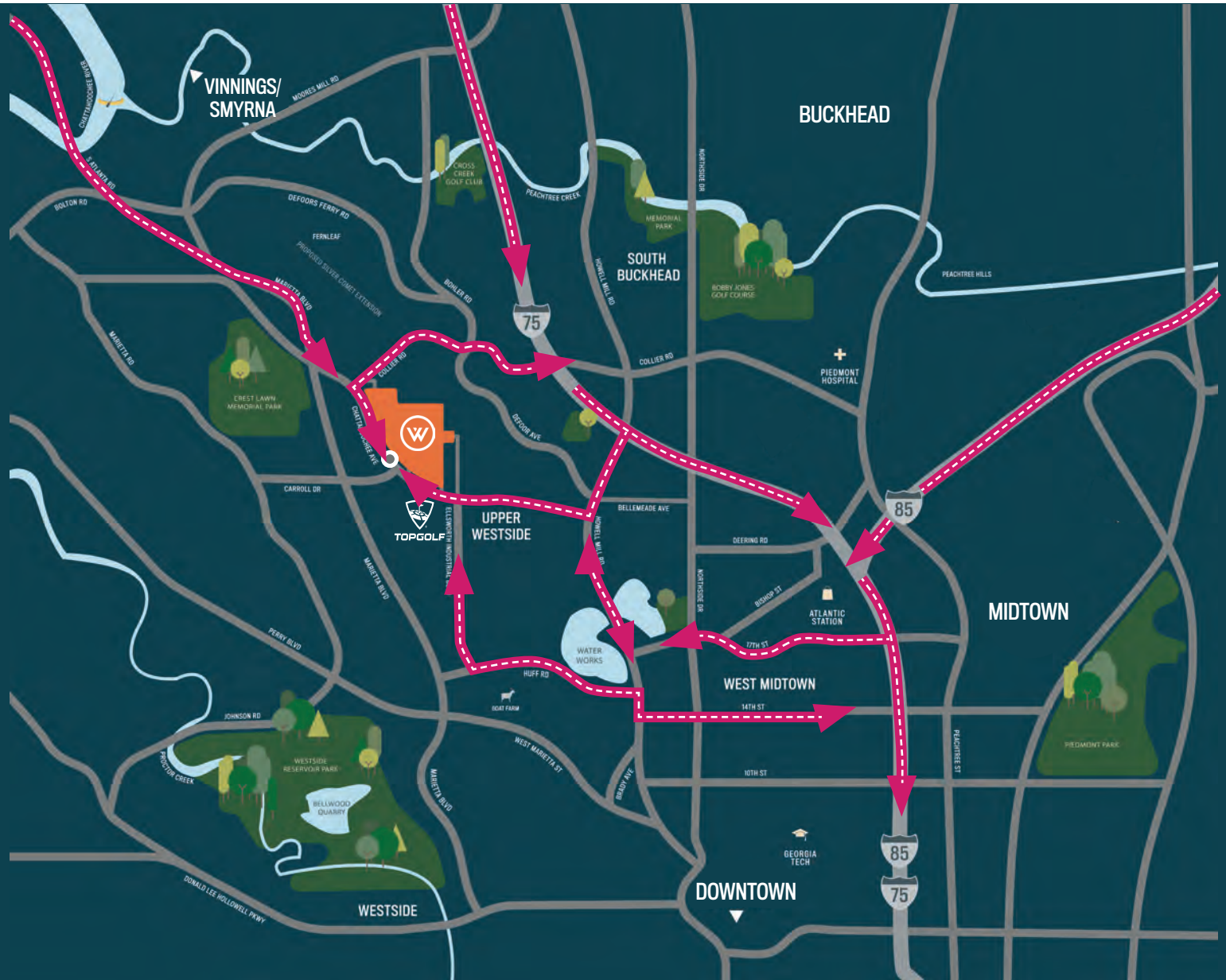
PHASE 1
27 ACRES COMPLETE

- **218,000 SF** Retail
- **1,423 SPACES** Parking
- **125,000 SF** Office
- **306 UNITS** Multifamily

13 ACRES Greenspace

LOCATION

Located in the heart of the Upper Westside, The Works is easily accessible from I-75, Howell Mill Road, I-285, and Northside Drive, offering convenient access to Midtown, Downtown, Buckhead, and Vinings.



AN AWARD-WINNING DESTINATION

1.2M
ANNUAL VISITS

668K
VISITORS

102 MIN
DWELL TIME
LONGER THAN COMPETITIVE LOCATIONS





- AWARD OF EXCELLENCE ADAPTIVE RE-USE — ULI
- MIXED-USE DEVELOPMENT OF THE YEAR — NAIOP Commercial Real Estate Development Association
- PROJECT OF THE YEAR — metro atlanta Redevelopment Summit
- BEST IN REAL ESTATE ADAPTIVE RE-USE — Atlanta Business Chronicle
- MOST ANTICIPATED MIXED-USE DEVELOPMENT — Modern Luxury Interiors Atlanta
- BEST REDEVELOPMENT — NAIOP Commercial Real Estate Development Association
- BEST OF ATLANTA — Atlanta Magazine
- BEST PROJECT — URBANIZE Atlanta
- AWARD OF EXCELLENCE IN ADAPTIVE USE — Atlanta Urban Design Commission Design Awards

PHASE 1

MAKERS BUILDING
CHATTAHOOCHEE ROW
EXPERIENCE
OFFICE
MULTIFAMILY
COMMUNITY & CONNECTIVITY
PARKING

PHASE 1 SITE PLAN

RETAIL
190,000 sf

MAKERS BUILDING
60,000 sf

CHATTAHOOCHEE ROW
60,000 sf

EXPERIENCE
70,000 sf

OFFICE
125,000 sf

MULTIFAMILY
360 units



MAKERS BUILDING



BRASH



LOVE TRAIN
ANTIQUES & HOME



ATLANTA GA
USA
CHATTAHOOCHEE
30318
FOOD WORKS



Summer Breeze
Flowers & Gifts



THE BODY CREAMERY



BALLARD DESIGNS

THE
LES MAINS
NAIL BAR



STELLAR
BODY BRANDS



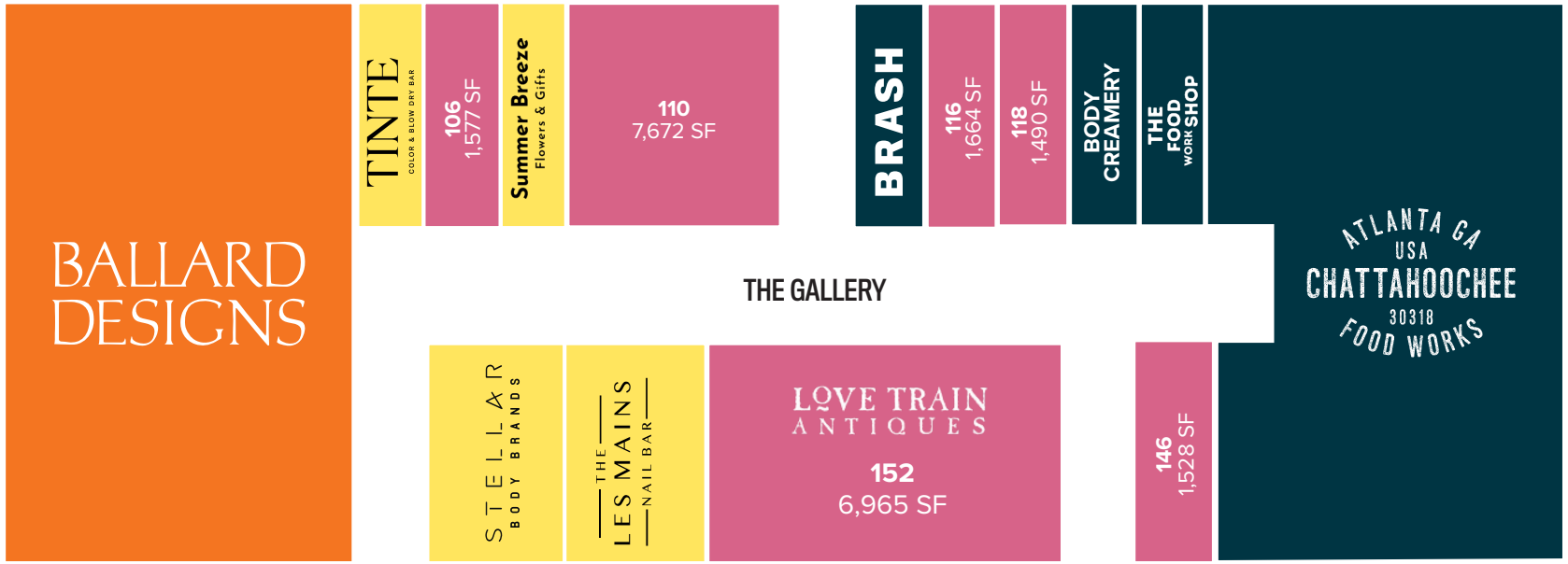


THE
FOOD
WORK SHOP
CULINARY STUDIO



TINTE
COLOR & BLOW DRY BAR

MAKERS BUILDING



THE MAKERS BUILDING

70,000 SF

OF CURATED RETAIL SPACE



MERCHANDISING MIX

- HOME DECOR
- ENTERTAINMENT
- RESTAURANTS
- FASHION AND BEAUTY
- SERVICES
- AVAILABLE

ATLANTA GA
USA
CHATTAHOOCHEE
30318
FOOD WORKS

26,000 SF
31 STALLS

Showcasing the region's top culinary talent and cuisine from across the globe

ATLANTA

WHAT NOW ATLANTA

EATER ATLANTA

ATLANTA BUSINESS CHRONICLE

AJC The Atlanta Journal-Constitution

Atlanta MAGAZINE













MAKERS BUILDING

THE GALLERY

Artfully inspired gathering area within the Makers Building

CONNECTING RETAILERS & THE FOOD HALL











CHATTAHOOCHEE ROW







CHATTAHOOCHEE ROW

taste
WINE BAR AND MARKET







FOX BROS. BAR-B-Q



Chicheria
MX KITCHEN

SCOFFLAW BREWING CO.

WOOF GANG
BAKERY & GROOMING



ERIC AUSTIN







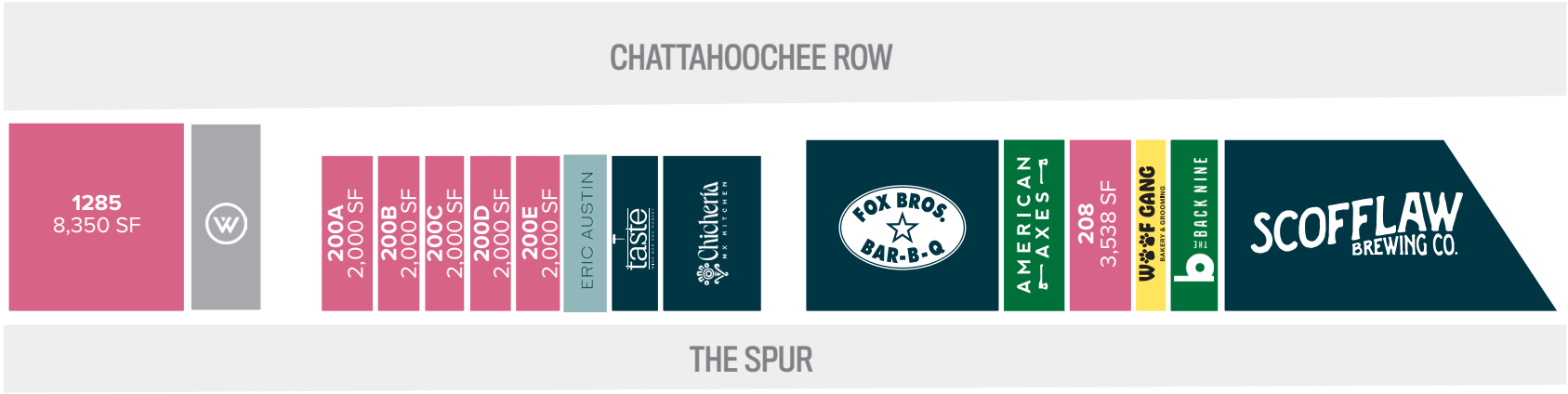
AMERICAN AXES



THE BACK NINE



CHATTAHOOCHEE ROW



CHATTAHOOCHEE ROW

60,000 SF

OF CURATED RETAIL SPACE



MERCHANDISING MIX

- HOME DECOR
- ENTERTAINMENT
- RESTAURANTS
- FASHION AND BEAUTY
- SERVICES
- AVAILABLE

EXPERIENCE





YOUR 3RD SPOT™





Best of Atlanta 2024: Best Bar, Patio & First Date Spot

ATLANTA MAGAZINE







2024 Best Hospitality Training Program & Bar of the Year

BAR AND RESTAURANT NEWS
INDUSTRY EXCELLENCE AWARDS

Fetch Park

Best of Atlanta 2024: Best Dog Park

ATLANTA MAGAZINE

ATLANTA'S LARGEST DOG FRIENDLY SOCIAL HUB

Trvl CHANNEL · MAGNOLIA NETWORK · Discovery · Mercedes-Benz · GoDaddy







OFFICE

100%
LEASED

125,000
SQUARE FEET





MULTIFAMILY

WESTBOUND

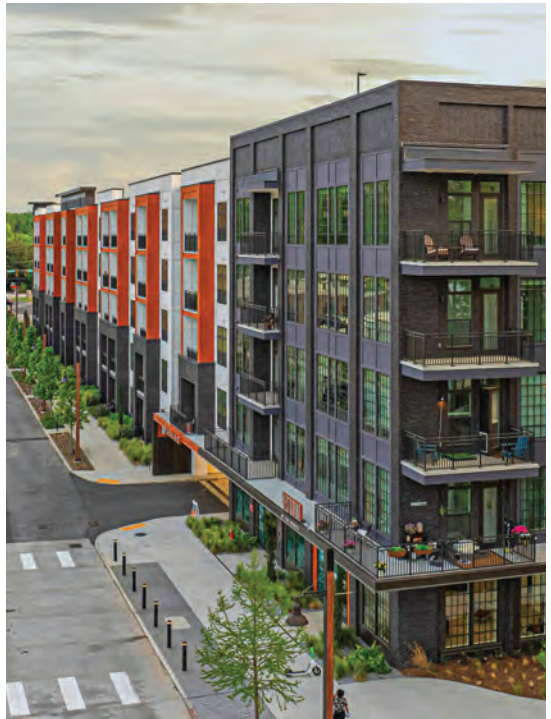
AT THE WORKS

WHERE TASTEMAKERS MOVE











90% LEASED

450+ RESIDENTS

306 UNITS

Best in Real Estate Awards, Residential

ATLANTA BUSINESS CHRONICLE

Multifamily Development of the Year

COSTAR IMPACT AWARDS

AT THE WORKS

PLACEMAKING
PROGRAMMING
DIGITAL MARKETING
COMMUNITY ENGAGEMENT

PLACEMAKING

THE CAMP

2024 AWARD OF EXCELLENCE

American Society of Landscape Architects

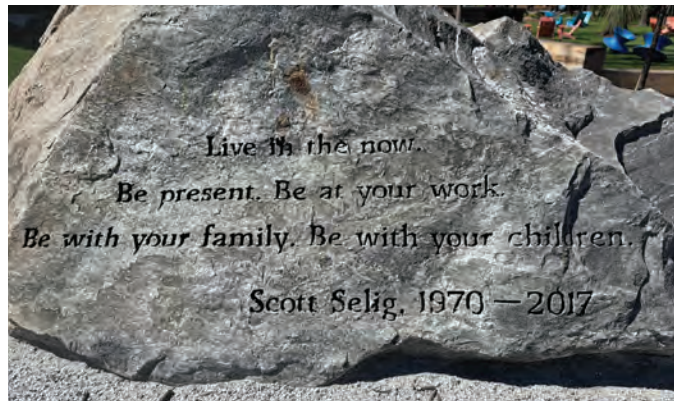
1-ACRE PARK













PLACEMAKING

THE SPUR

Pedestrian path with multiple gathering areas & direct access to retail & restaurants

1/4-MILE LINEAR PARK











PROGRAMMING

750 ANNUAL

PROPERTY & TENANT DRIVEN EVENTS

ACTIVATED YEAR ROUND

SIGNATURE EVENTS

4TH ANNUAL
SOMETHING'S BREWING AT THE WORKS

6TH ANNUAL
HOPPY EASTER

6TH ANNUAL
UPPER WESTSIDE PUP FEST













DIGITAL MARKETING

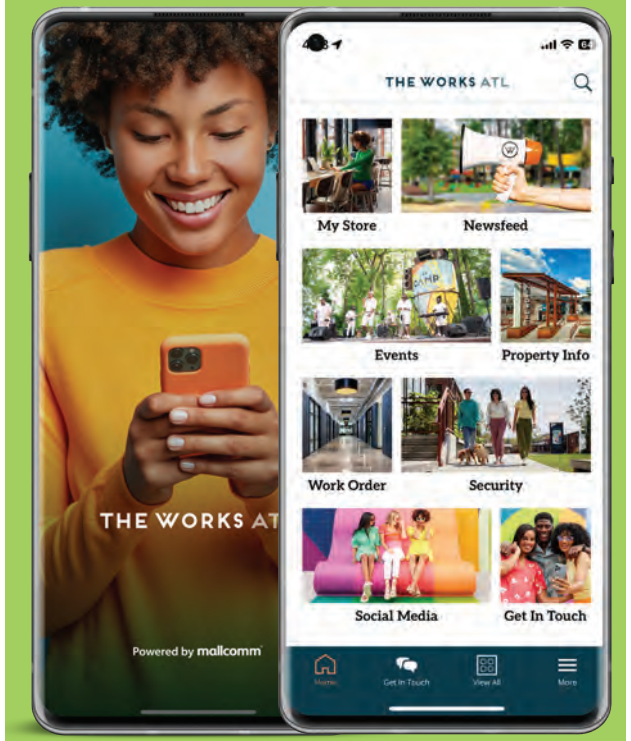
79.6K

FOLLOWERS ACROSS SOCIAL MEDIA PLATFORMS

2.6M

SOCIAL MEDIA ACCOUNTS REACHED

THE WORKS APP



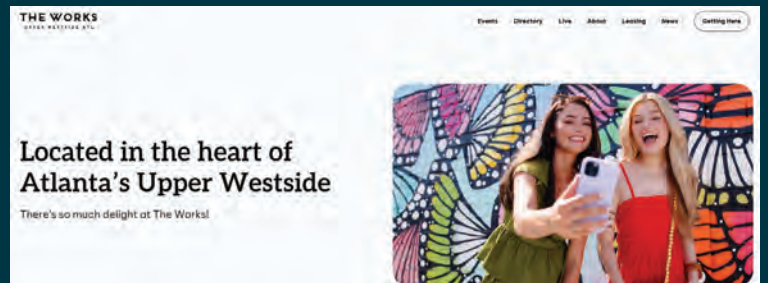
SOCIAL MEDIA CAMPAIGNS



ADVERTISING



THE WORKS WEBSITE & NEWSLETTER





COMMUNITY ENGAGEMENT

Atlanta International School

Children's Healthcare of Atlanta

Agape

atlanta humane society

E. Rivers Elementary

Morris Brandon Elementary School

Pace Academy

Camp Twin Lakes
Where Challenges Become Triumphs

Bolton Academy
A Great Place to Learn

American Red Cross







MARKET ANALYSIS

CONSUMER RESEARCH
TRADE AREA DATA
CONSUMER FEEDBACK

CONSUMER RESEARCH

YOUNG

57% are ages 25-44
31% have children under 18

AFFLUENT

$135+ Avg Household Income

DIVERSE

Broad ethnic makeup

EDUCATED

51% have college/post-grad degree









CONSUMER RESEARCH

YOUNG PROFESSIONALS

Urban renters,
social/experiential spenders





YOUNG FAMILIES

Urban homeowners,
family-focused activities

COMMUTERS

Established
professionals & families

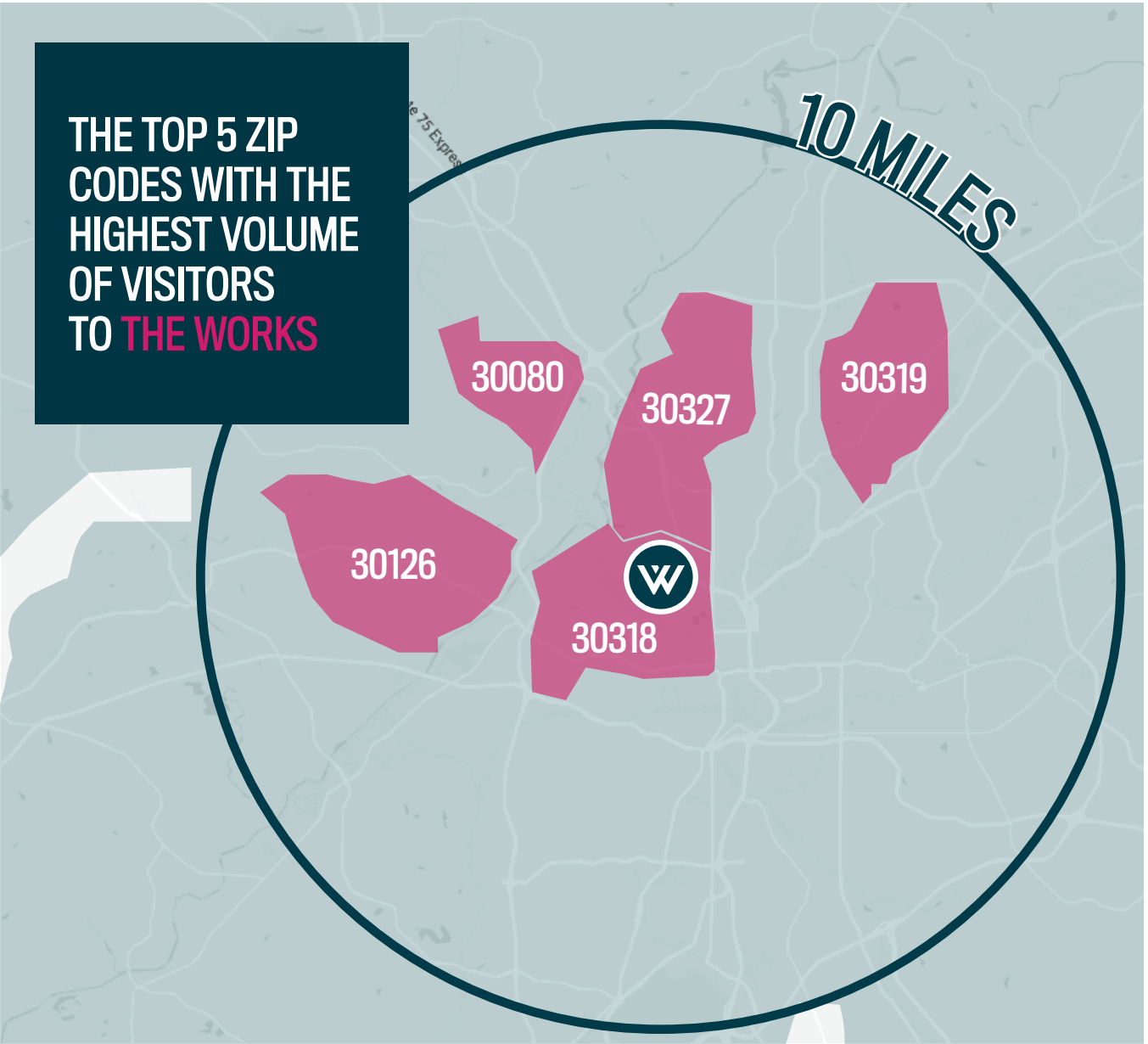


TRADE AREA DATA



TRADE AREA DATA

THE TOP 5 ZIP CODES WITH THE HIGHEST VOLUME OF VISITORS TO THE WORKS



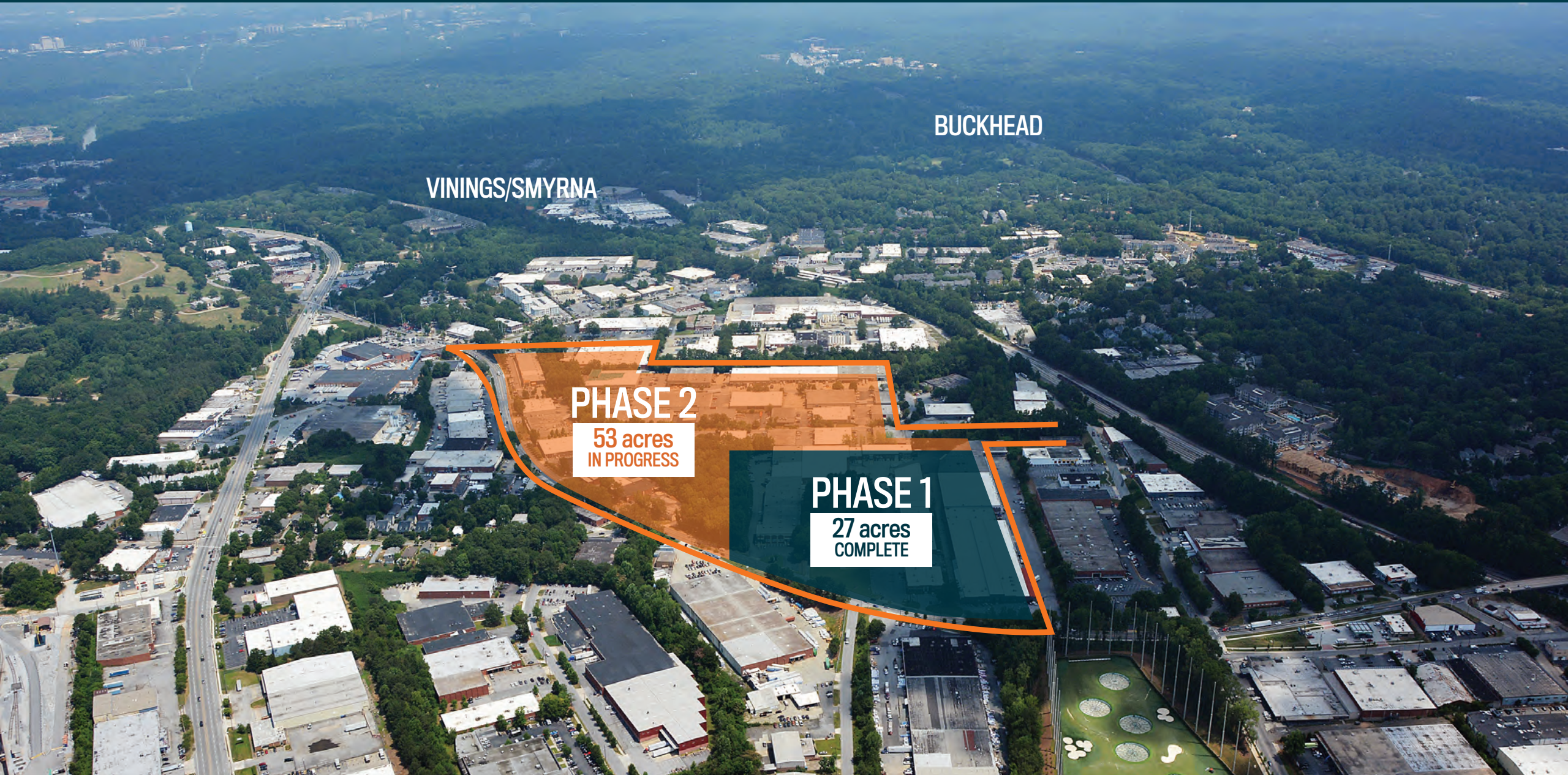
These residents EARN 2-3X MORE THAN THE TYPICAL ATLANTAN

ZIP CODE	30318	30327	30080	30319	30126
AVG. HHI	$119,670	$250,485	$136,323	$203,135	$139,110
DISTANCE (IN MILES)	1	4	6	8	10
POPULATION	69,546	25,055	54,990	47,541	43,278
POPULATION GROWTH	2.20%	-0.20%	1.10%	0.80%	1.70%

PHASE 2

SITE PLAN
WHAT'S NEXT
CONNECTIVITY

MASTER SITE PLAN



WHAT'S NEXT

CONSUMER FEEDBACK

MOST DESIRED BUSINESS CATEGORIES

RETAIL

DINING

ENTERTAINMENT

GROCERY











CONNECTIVITY

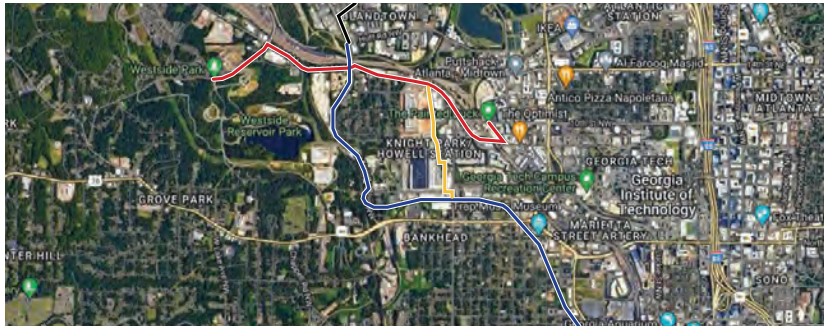
2020
Upper Westside CID conceives and pitches Comet Connector to PATH





2021
Plans for Comet Connector advance





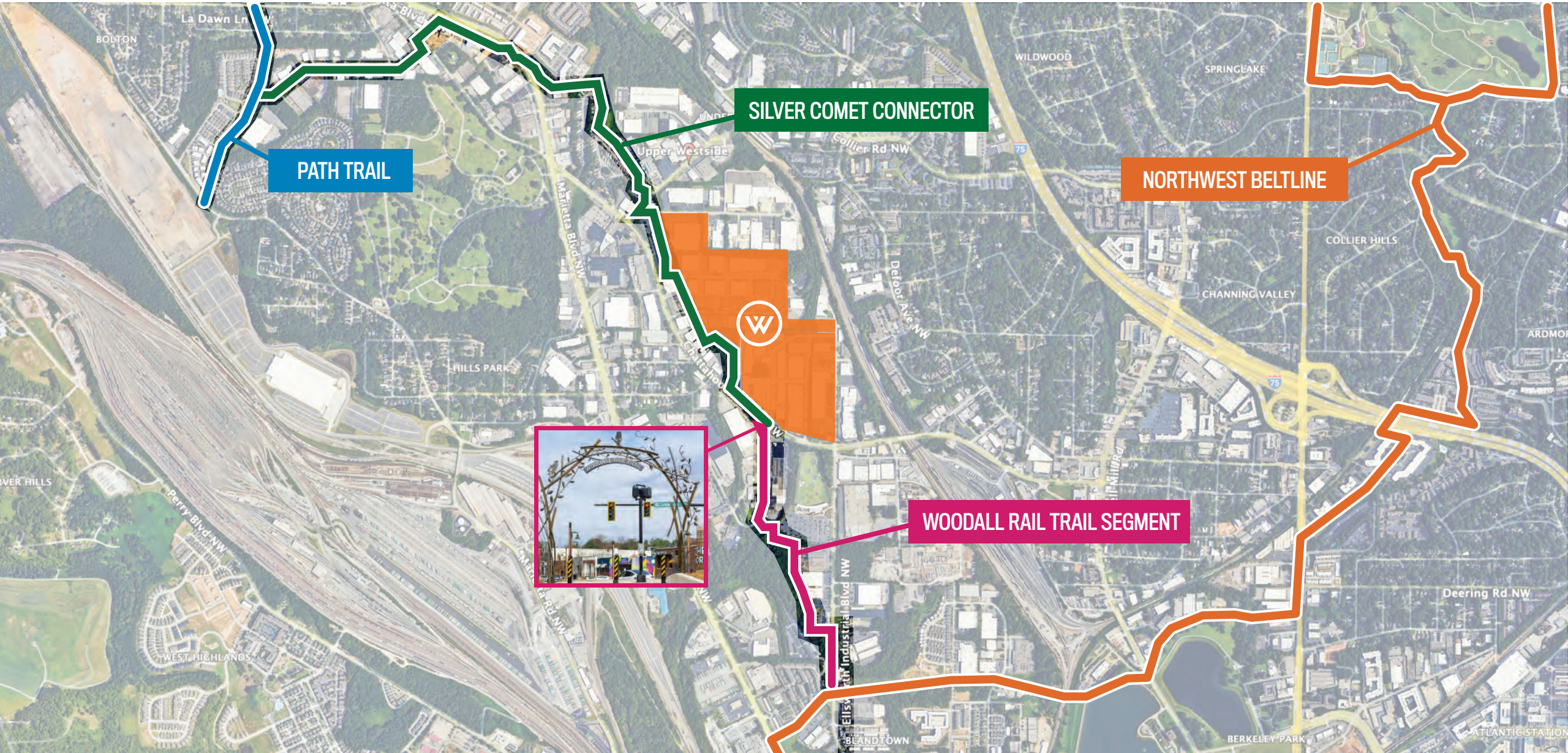
2025
March - Woodall Rail Trail opens, connecting The Works to the Beltline







CONNECTIVITY





AMAZING THINGS ARE IN THE WORKS UPPER WESTSIDE ATL

THANK YOU

WE HAVE ALL THE THINGS

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