

Avalon: Creating the Third Place

UGA Landscape Architecture Short Course 2019
February 6, 2019 | 4:30 - 5:30 PM

PRESENTED BY

KEVIN McCARTHY
PRINCIPAL

SITE
solutions

Course Outline:

Overview of Avalon as a mixed-use project

Transformation of retail and its effect on physical design

Importance of a unified vision

Execution: The 14 ingredients of “The Secret Sauce!”

...and most importantly...



...The Public Realm!

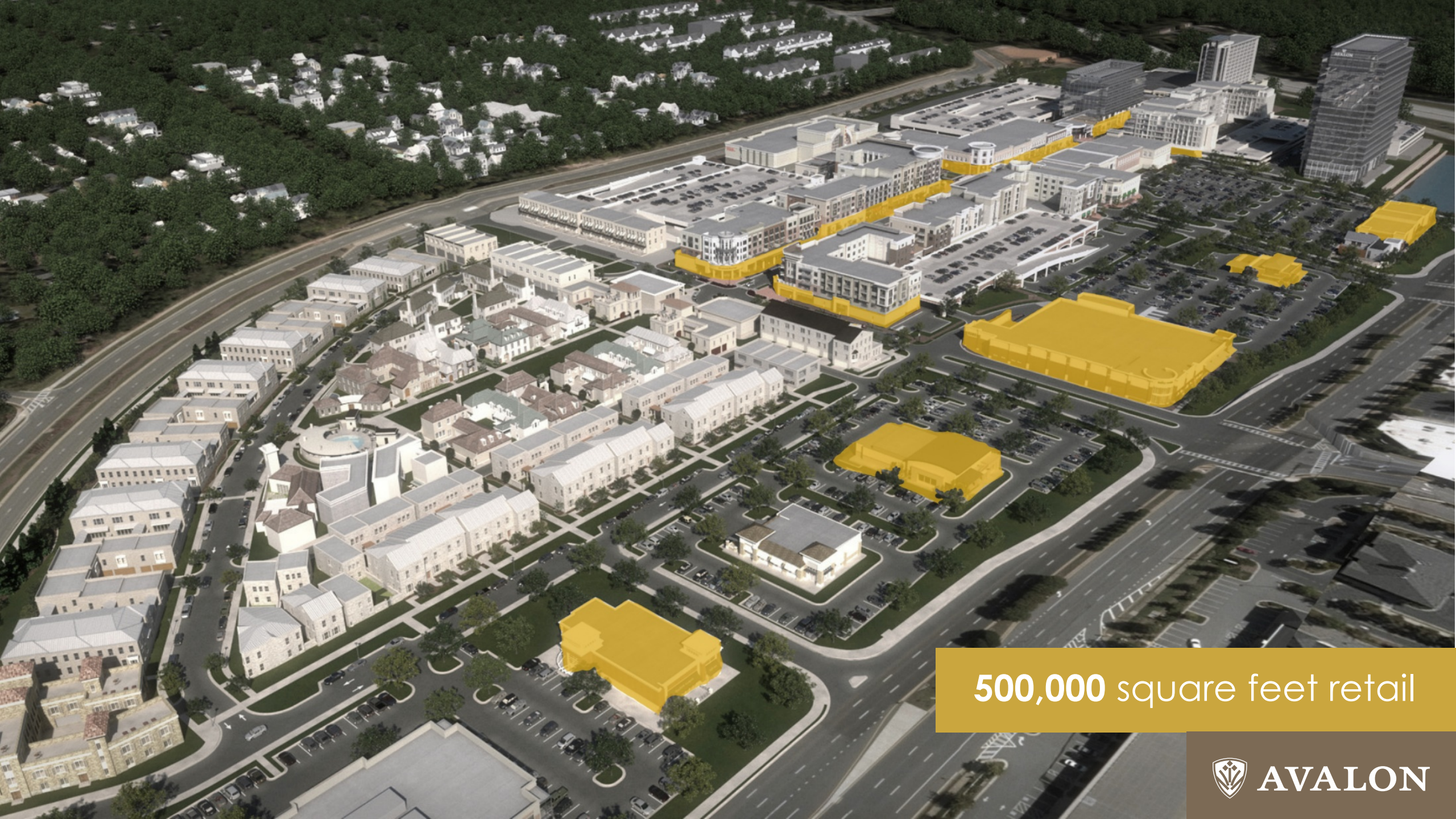
- Importance of Collaboration in the Design Process
- Role of the Landscape Architect in shaping space
- Creating energy!
- Getting the details right





Overview: Importance of Mixed Use





500,000 square feet retail



URBAN BITTERS

JENI'S ICE CREAMS

AVALON

south moon under

AVALON

SMOKE

800



12 screen all premium seating cinema



Marlow's Tavern



R
E

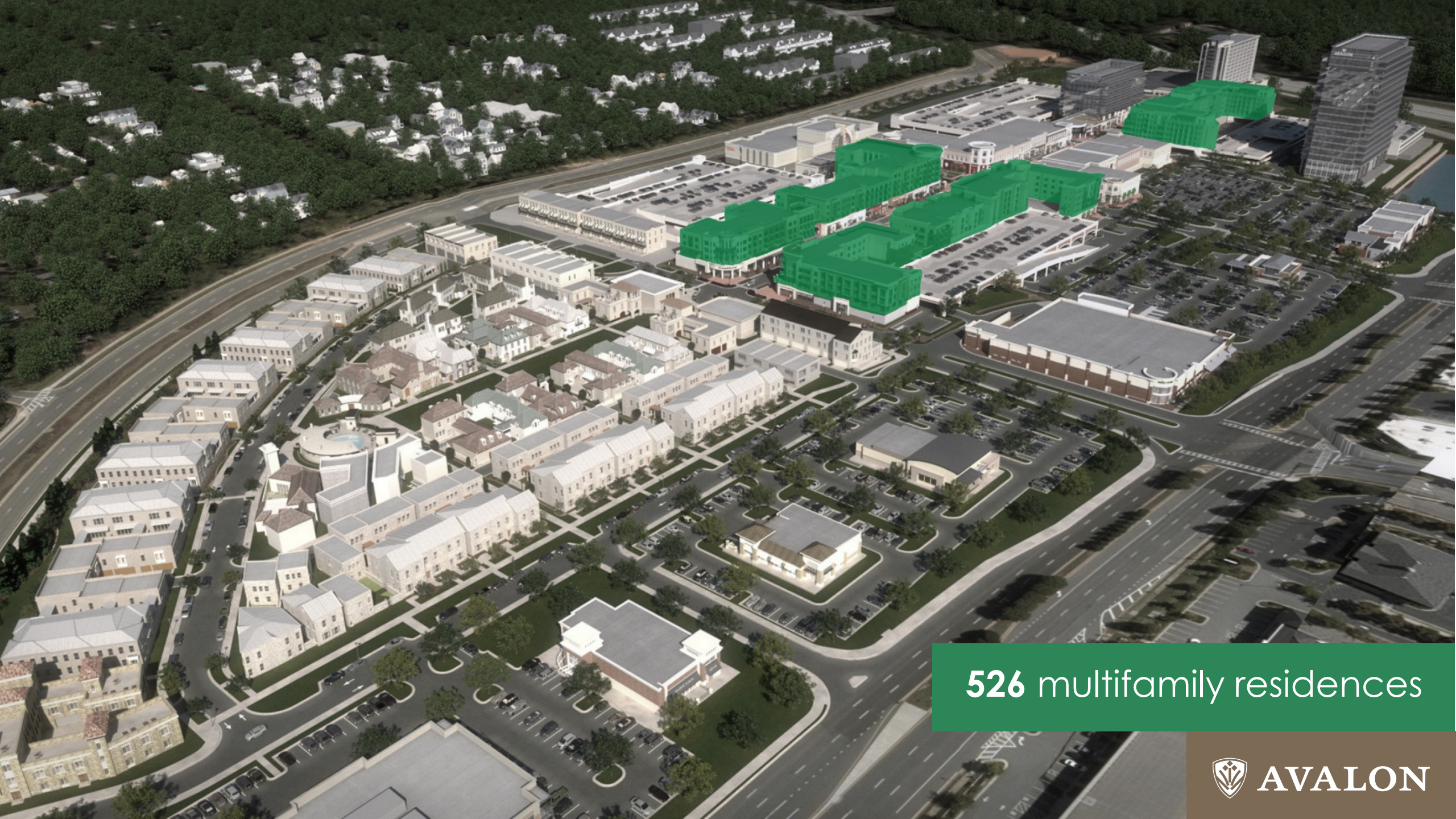
REGAL CINEMAS 12

BOX OFFICE



15 restaurants





526 multifamily residences



7000

1st Street
Avalon Blvd

BRITISH SEAFOOD SHACK

STOP

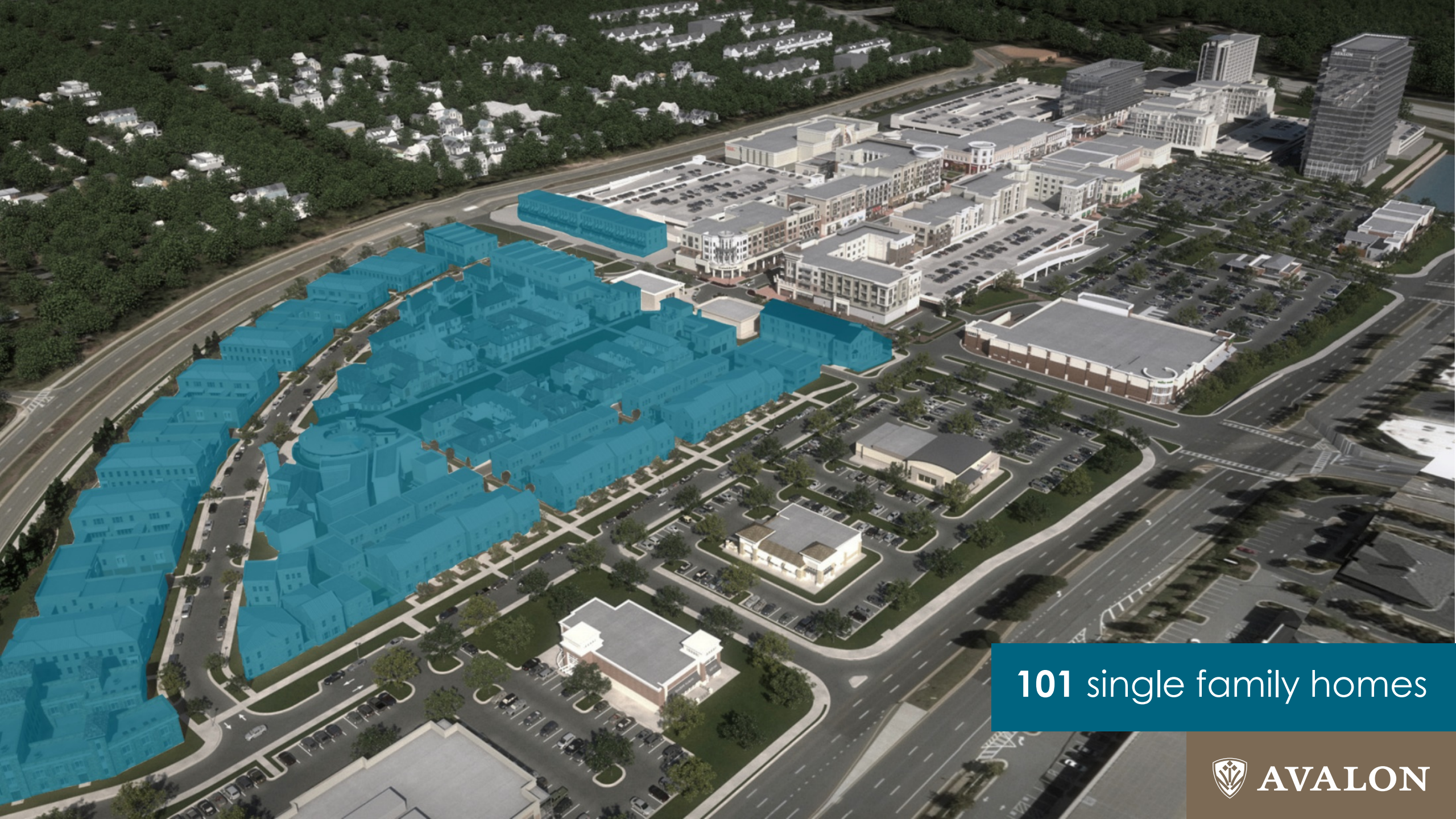
ONE WAY

NO PARKING

NO STANDING

NO LOADING

NO UNLOADING



101 single family homes



INFORMATION

M
H



213

211



108,000 square feet loft office





BANANA REPUBLIC

BANANA REPUBLIC

2nd Street

Regal Cinema
Concourse
Restrooms
Retail Area

AVOLON

Carolina's



550,000 square feet Class A office



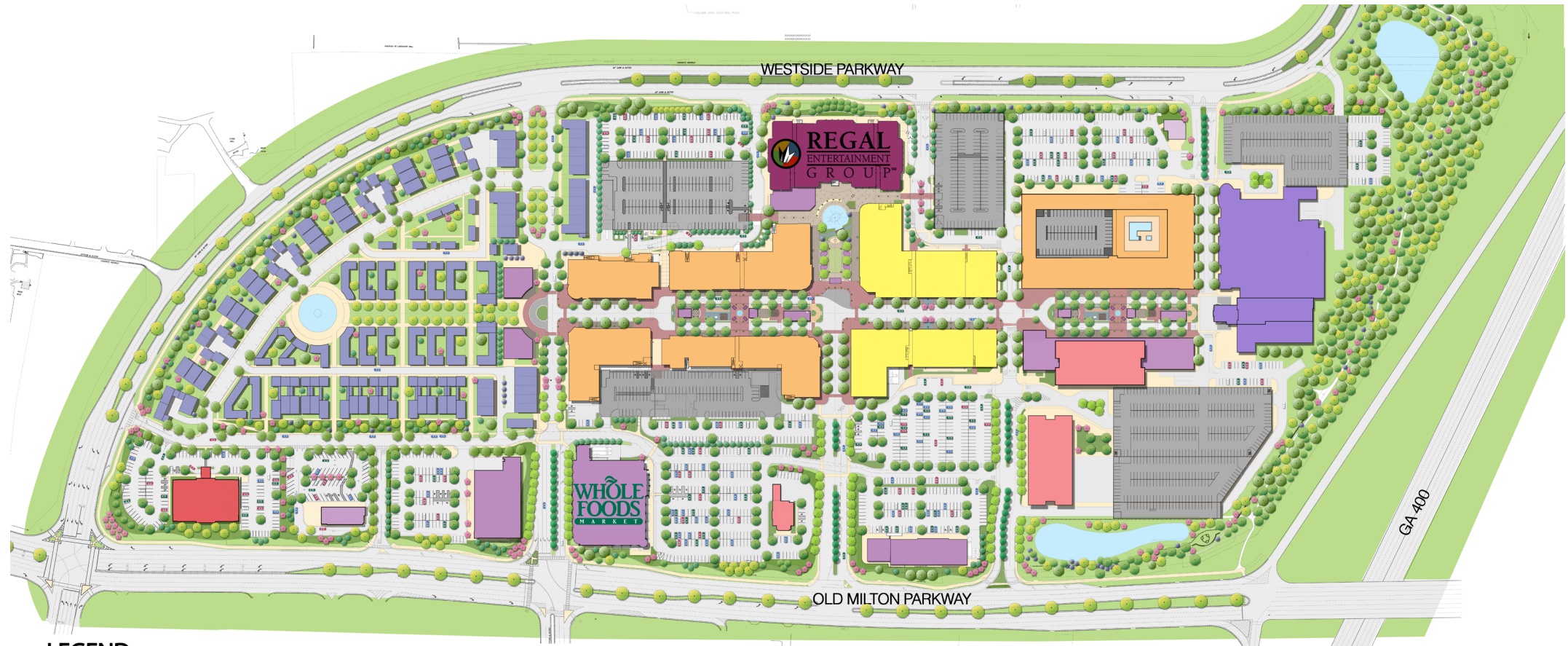


330 key Autograph Collection hotel



THE HOTEL AT AVALON





LEGEND

 SINGLE FAMILY RESIDENTIAL	 RETAIL/RESTAURANT	 THEATER	 HOTEL/CONFERENCE CENTER
 MEDICAL OFFICE BUILDING	 RESIDENTIAL OVER RETAIL	 OFFICE LOFTS OVER RETAIL	 MID-RISE OFFICE



Transformation of Retail

Sears, the Original Everything Store, Files for Bankruptcy

Is Technology Creating a Family Divide?

What The Amazon Effect Means For Retailers

Internet buying is killing the malls, reminding some shoppers that malls killed the downtowns

How Smartphones Are Killing Conversation

The new shopping behavior that is creating big challenges for the retail industry

The Biggest Thing Helping Office Real Estate Grow Is Fear Of Loneliness



Community

Isolation





Importance of a Unified Vision

The Third Place

The social surroundings separate from the two usual social environments of home and the workplace



Create not just a place to go, but a place to be



Focus on Heart Share vs. Market Share



Allow for programmable public spaces



Establish places to gather with friends



Encourage celebration of special occasions > 6+ marriage proposals on ice!



Provide remarkable and memorable experiences



Make for Sharable experiences among friends #AvalonInsider

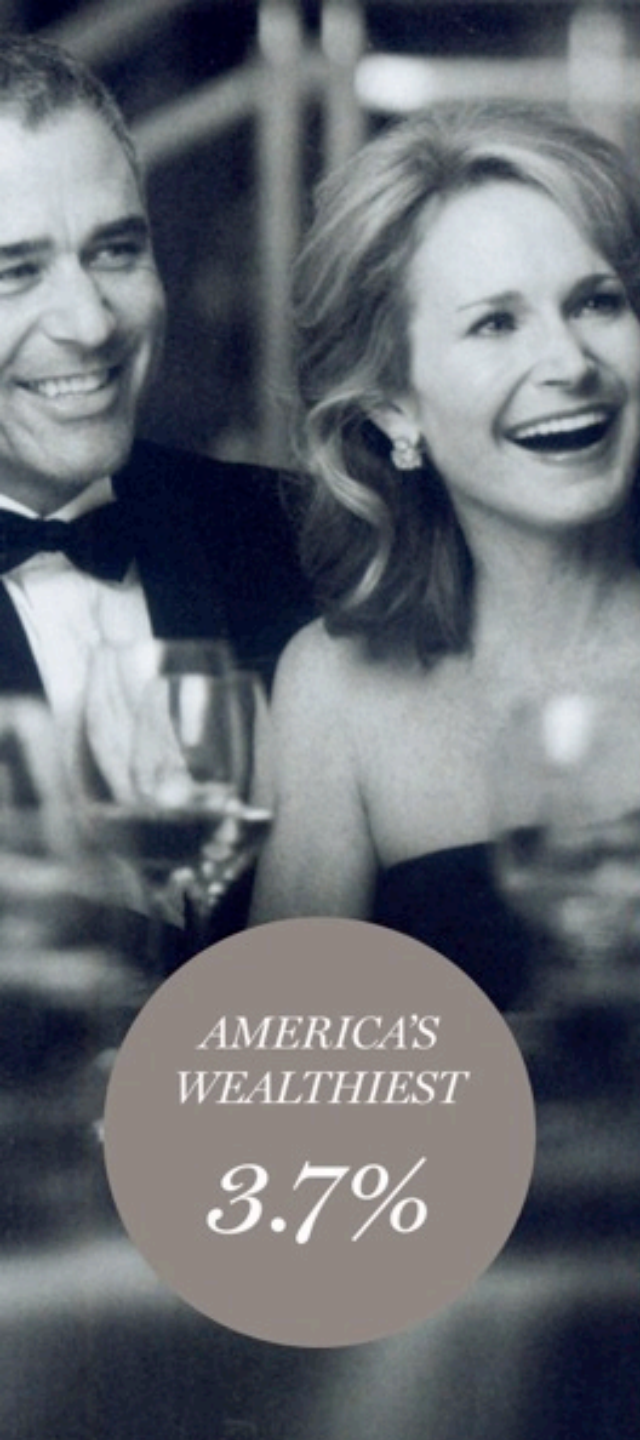


Execution: The Secret Sauce



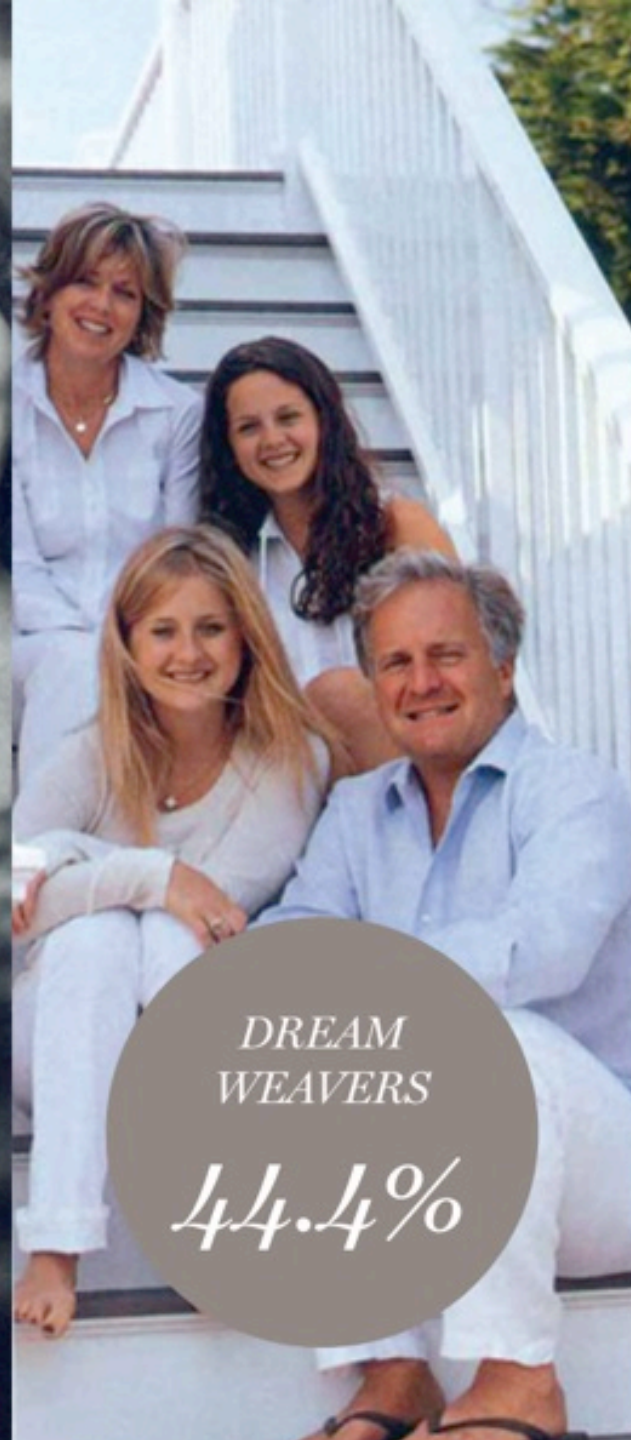
542,127 people in trade area

Households:	199,583
Avg. HH Income:	\$118,693
# of HH's with \$200k + income:	49,097
Daytime Pop.:	758,733
Visibility:	120,460 vpd GA 400 41,740 vpd SR 120



*AMERICA'S
WEALTHIEST*

3.7%



*DREAM
WEAVERS*

44.4%



*NEW
SUBURBLA
FAMILIES*

14.7%



*YOUNG
COSMOPOLITAN*

10.1%



from the kitchen of: **North American Properties**

SECRET SAUCE

prep time: **June '11 – Jan '13** cook time: **22 Months** serves: **The Community**



INGREDIENTS:

1oz *Location*

1/2C *Trade Area*

1Tbsp *Listening*





from the kitchen of: **North American Properties**

SECRET SAUCE

prep time: **June '11 – Jan '13** cook time: **22 Months** serves: **The Community**



INGREDIENTS:

1oz *Location*

1/2C *Trade Area*

1Tbsp *Listening*

3/4C *Brand*



AVALON

EST. 2014

Deliver 5-Star
Hospitality
and Services

Build
Community

Cater to
Families
and Kids

Promote
Healthy
Living

Invoke a Sense
of Place

Create
Cultural
Encounters

Prioritize
Walkability

Advance
Technology

Value
Sustainability

AVALON is a new experience in the timeless art of living well, infusing resort-level hospitality throughout a walkable community of shopping, dining, living, working and entertaining, all in the heart of Alpharetta.



from the kitchen of: **North American Properties**

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1oz *Location*

1/2C *Trade Area*

1Tbsp *Listening*

3/4C *Brand*

6oz ***Control***

NORTH AMERICAN PROPERTIES



Hines





IMBIBE



HOAR
CONSTRUCTION



SITE
solutions



from the kitchen of: **North American Properties**

SECRET SAUCE

prep time: **June '11 – Jan '13** cook time: **22 Months** serves: **The Community**



INGREDIENTS:

1oz *Location*

1/2C *Trade Area*

1Tbsp *Listening*

3/4C *Brand*

6oz *Control*

3tsp *Mix of Uses*

655,400 sq ft OFFICE
478,900 sq ft RETAIL
270,300 sq ft HOTEL
836,750 sq ft RESIDENTIAL
43,000 sq ft OUTPARCELS

TOTAL: 2,284,350 sq ft







from the kitchen of: **North American Properties**

SECRET SAUCE

prep time: **June '11 – Jan '13** cook time: **22 Months** serves: **The Community**



INGREDIENTS:

16zz *Location*

1/2C *Trade Area*

1Tbsp *Listening*

3/4C *Brand*

6oz *Control*

3tsp *Mix of Uses*

2C *Entitlements*

David Belle Isle

YES

Michael Cross

YES

Jim Gilvin

YES

DC Aiken

YES

Chris Owens

YES

Mike Kennedy

YES

Donald Mitchell

YES



AVALON

from the kitchen of: **North American Properties**

SECRET SAUCE

prep time: **June '11 – Jan '13** cook time: **22 Months** serves: **The Community**



INGREDIENTS:

1oz *Location*

3oz *Merchandise Mix*

1/2C *Trade Area*

1Tbsp *Listening*

3/4C *Brand*

6oz *Control*

3tsp *Mix of Uses*

2C *Entitlements*

BONOBOS



Crate&Barrel



fab'rik
clothing • art • waterbar

J.CREW



francesca's®

J. McLaughlin

BCBG





from the kitchen of: **North American Properties**

SECRET SAUCE

prep time: **June '11 – Jan '13** cook time: **22 Months** serves: **The Community**



INGREDIENTS:

1oz *Location*

1/2C *Trade Area*

1Tbsp *Listening*

3/4C *Brand*

6oz *Control*

3tsp *Mix of Uses*

2C *Entitlements*

3oz *Merchandise Mix*

2tsp *Food & Beverage*





AVALON

from the kitchen of: **North American Properties**

SECRET SAUCE

prep time: **June '11 – Jan '13** cook time: **22 Months** serves: **The Community**



INGREDIENTS:

1oz *Location*

3oz *Merchandise Mix*

1/2C *Trade Area*

2tsp *Food & Beverage*

1Tbsp *Listening*

3Tbsp ***Programming***

3/4C *Brand*

6oz *Control*

3tsp *Mix of Uses*

2C *Entitlements*



The
Lighting
of
Avalon



KENTUCKY DERBY PARTY

at AVALON





NOON TO Night

FALL FASHION BENEFIT
at AVALON

SECRET SAUCE

prep time: **June '11 – Jan '13** cook time: **22 Months** serves: **The Community**



INGREDIENTS:

1oz *Location*

1/2C *Trade Area*

1Tbsp *Listening*

3/4C *Brand*

6oz *Control*

3tsp *Mix of Uses*

2C *Entitlements*

3oz *Merchandise Mix*

2tsp *Food & Beverage*

3Tbsp *Programming*

1oz ***Community Engagement***





from the kitchen of: **North American Properties**

SECRET SAUCE

prep time: **June '11 – Jan '13** cook time: **22 Months** serves: **The Community**



INGREDIENTS:

1oz *Location*

1/2C *Trade Area*

1Tbsp *Listening*

3/4C *Brand*

6oz *Control*

3tsp *Mix of Uses*

2C *Entitlements*

3oz *Merchandise Mix*

2tsp *Food & Beverage*

3Tbsp *Programming*

1oz *Community Engagement*

1/3C ***Social Media & PR***



64k

FOLLOWERS

@AvalonInsider @HotelAtAvalon

Since 2014, Avalon has garnered over 2,000 hits



The Key to Experiential Retail Success

By Jennifer LeClaire | Atlanta

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ATLANTA— There's been a lot of talk about experiential retail, but how do you do it well? Avalon's Matt Simon gives GlobeSt.com some insights in this **EXCLUSIVE** interview.

Could This Project Transform the Industry?

By Jennifer LeClaire | Atlanta

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ATLANTA—Some consider it one of the most ambitious projects in the Atlanta's history. It is certainly one that is seeking to transform the industry by focusing on the human experience rather than just the buildings.



living
NORTHSIDE



NORTH ATLANTA
BUSINESS POST

May 27, 2015

Avalon project shows how retail development is evolving

"In designing Avalon, the North American team visited more than 20 leading projects to determine what best-in-class features were employable on Avalon."

June 9, 2015

Could this Project Transform the Industry?

"NAP has positioned Avalon as more than just office space, apartments or retail. What sets Avalon apart isn't the bocce court, dog park, skating rink or gigabit Wi-Fi. It is how it all works together that creates what NAP describes as the 'Avalon experience'."

June/July 2015

More go the way of live, work, play

"Northside residents, especially millennials and empty nesters, are flocking to mixed-use communities."

June 29, 2015

Digital Intelligence Systems to add more than 100 jobs, expand at Avalon

"Avalon's live-work-play environment provides the lifestyle and culture that tech companies and their millennial workforce craves."

March 10, 2015

Avalon sees residential sales climb

"Now we don't have to worry about driving everywhere we need to go. We don't need two cars anymore. Everything is right here at our fingertips."

– Avalon Resident



from the kitchen of: **North American Properties**

SECRET SAUCE

prep time: **June '11 – Jan '13** cook time: **22 Months** serves: **The Community**



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1Tbsp *Listening*

3/4C *Brand*

6oz *Control*

3tsp *Mix of Uses*

2C *Entitlements*

3oz *Merchandise Mix*

2tsp *Food & Beverage*

3Tbsp *Programming*

1oz *Community Engagement*

1/3C *Social Media & PR*

6oz ***Service & Hospitality***



REGATTA

REG

 AVALON

CLUB P
AVALON

VALET
\$7

VALET
HERE





**THE RITZ-CARLTON
LEADERSHIP CENTER**



AVALON

from the kitchen of: **North American Properties**

SECRET SAUCE

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3oz *Merchandise Mix*

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1Tbsp *Listening*

3Tbsp *Programming*

3/4C *Brand*

1oz *Community Engagement*

6oz *Control*

1/3C *Social Media & PR*

3tsp *Mix of Uses*

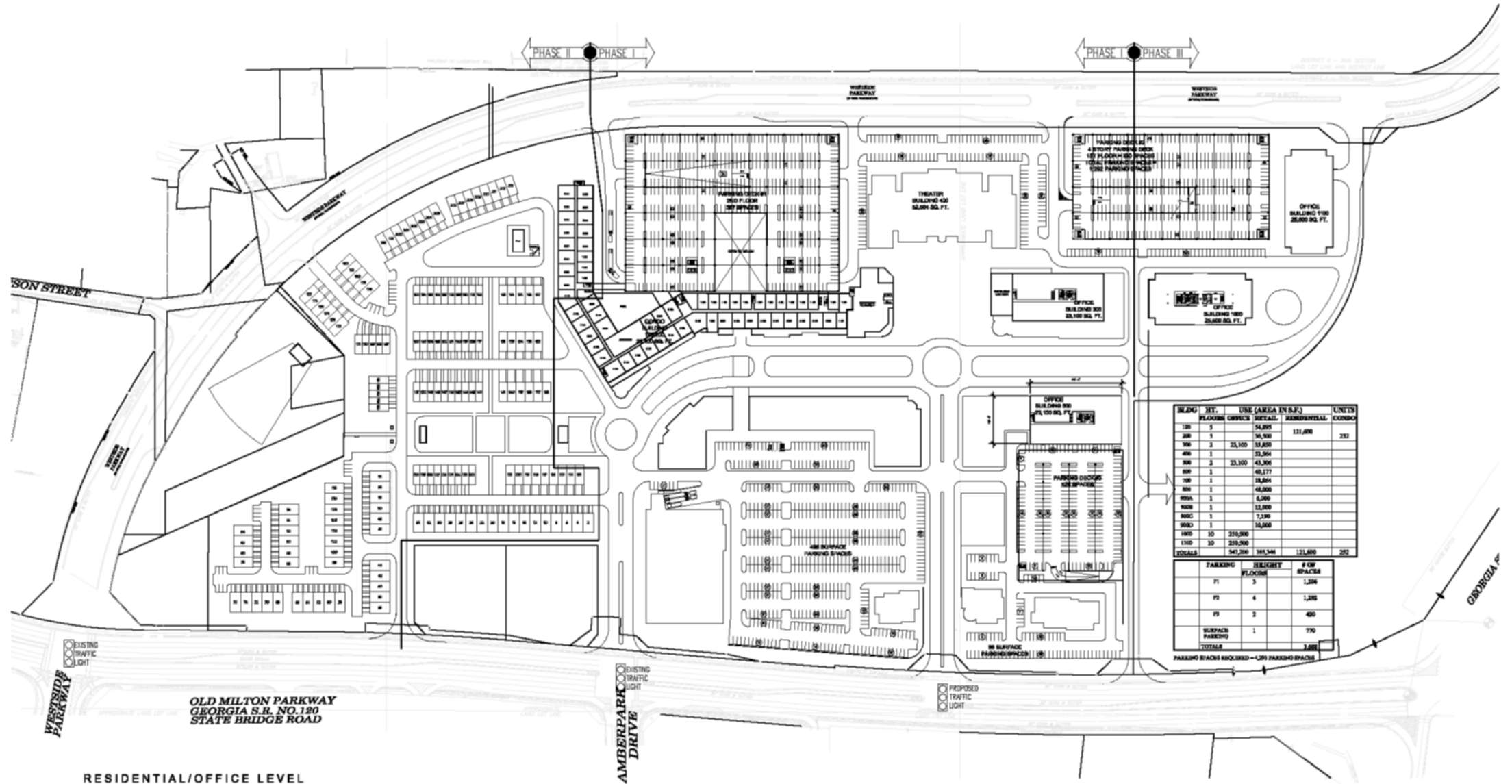
6oz *Service & Hospitality*

2C *Entitlements*

4C *Public Realm*



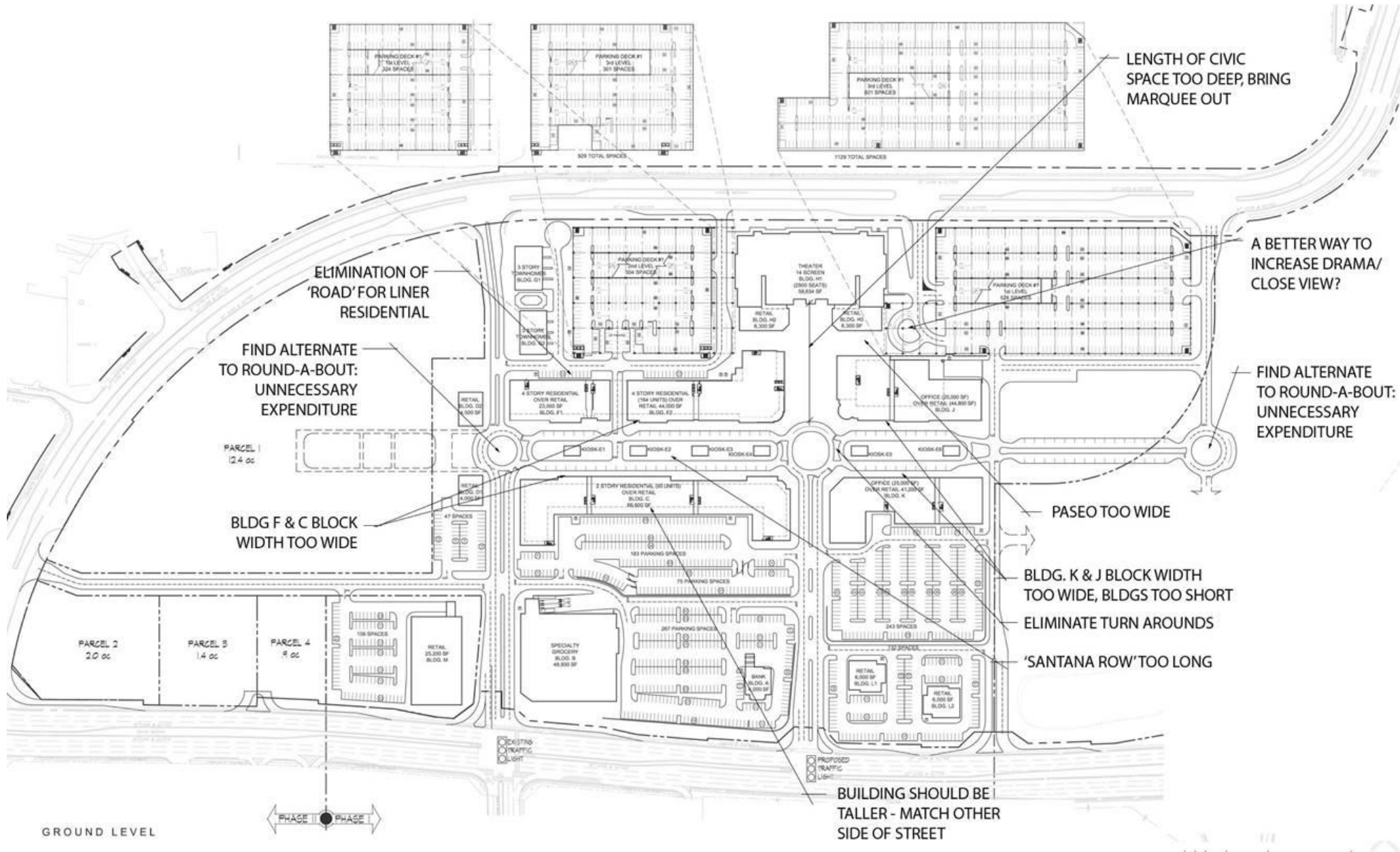
The Public Realm

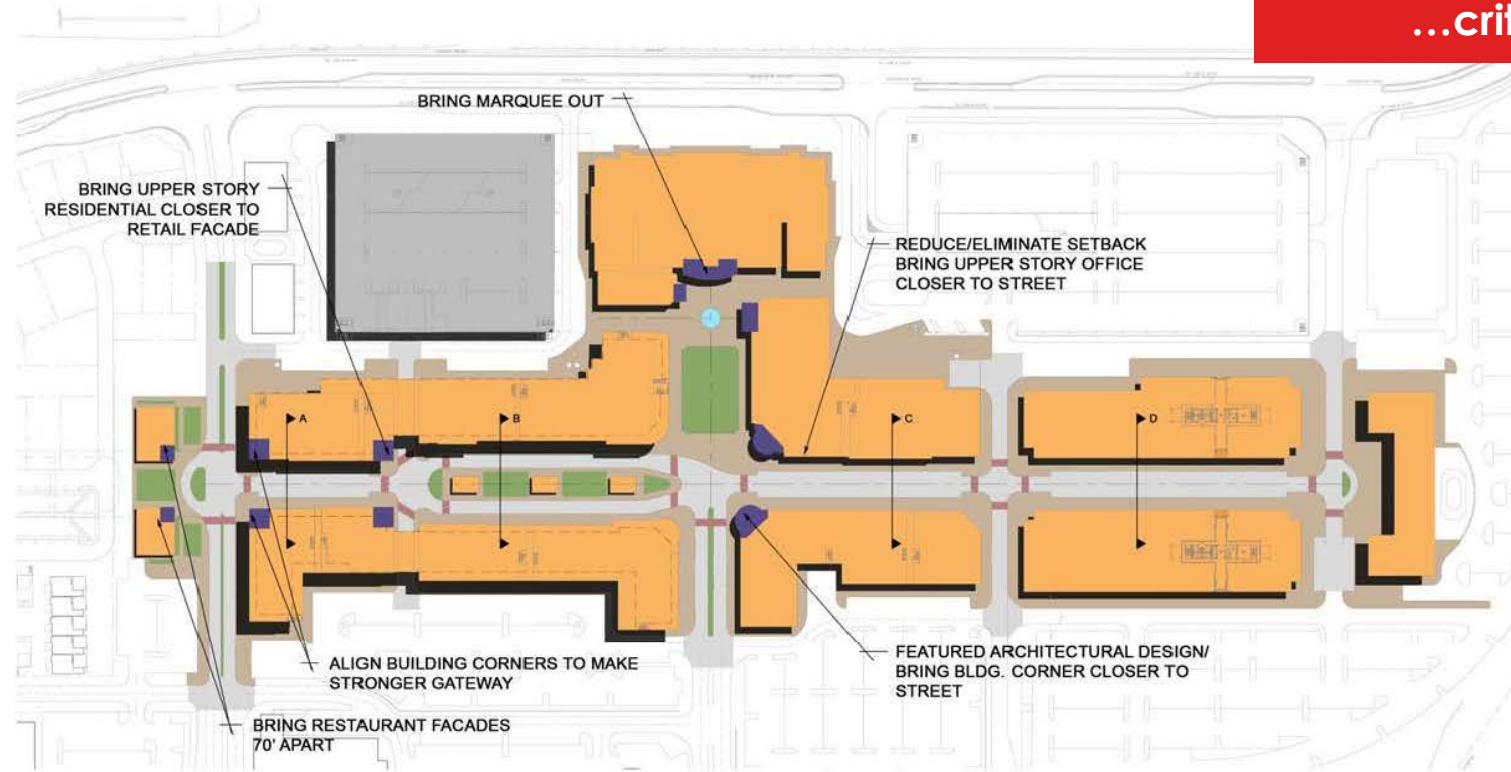


BUILDG	FLOOR	USE	AREA (N.S.F.)	UNITS
100	5	OFFICE	54,895	
200	1	RETAIL	36,900	131,000
300	3	RETAIL	25,100	283
400	1	RETAIL	23,504	
500	2	RETAIL	25,100	43,300
600	1	RETAIL	40,177	
700	1	RETAIL	18,864	
800	1	RETAIL	46,000	
900A	3	RETAIL	6,200	
900B	1	RETAIL	12,000	
900C	1	RETAIL	7,100	
900D	1	RETAIL	10,000	
1000	10	RETAIL	216,000	
1100	10	RETAIL	216,000	
TOTALS			742,200	131,000

FLOOR	BLDG	# OF SPACES
F1	3	1,300
F2	4	1,300
F3	2	400
SURFACE PARKING	1	770
TOTALS		3,680

PARKING SPACES REQUIRED - 4,200 PARKING SPACES

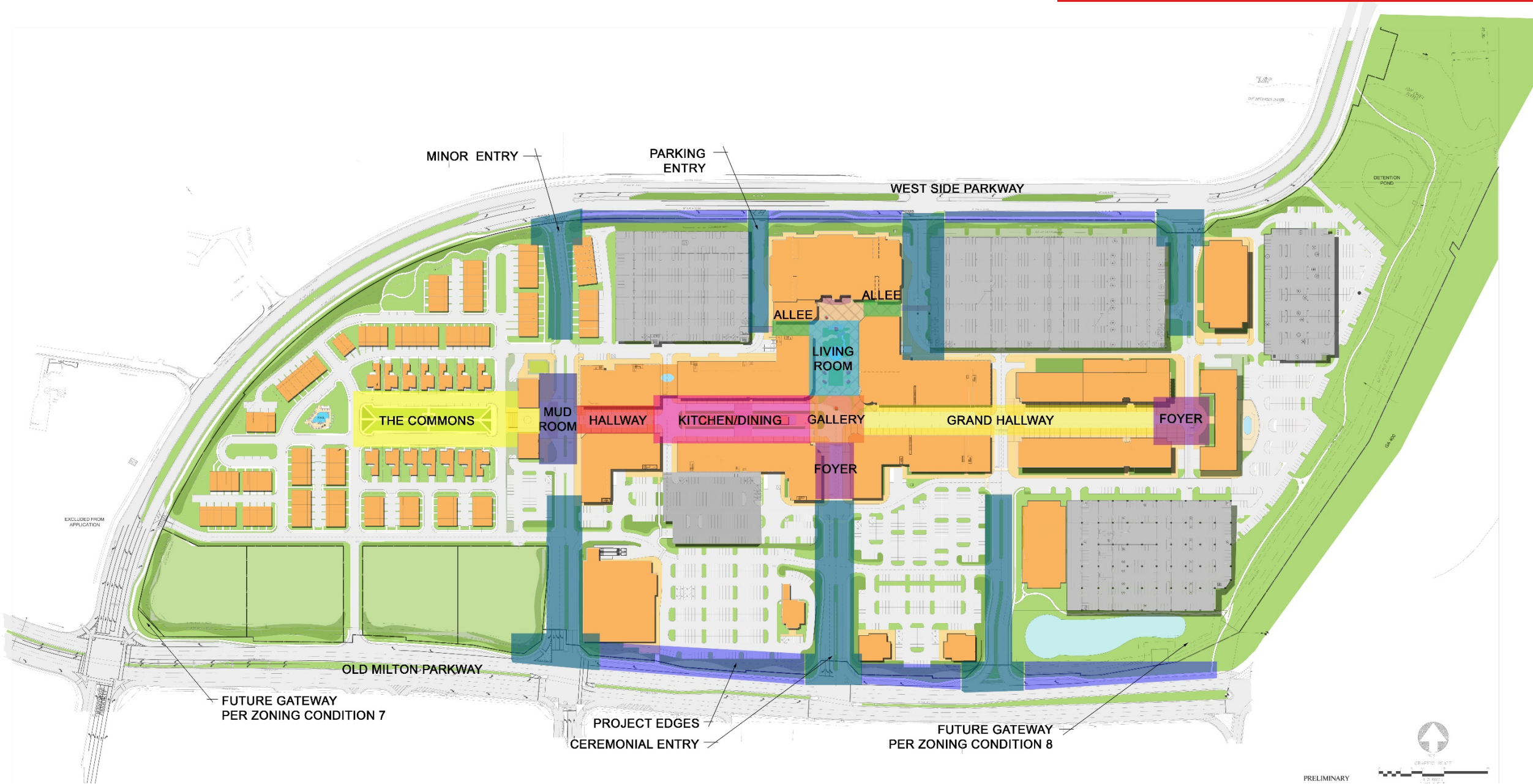




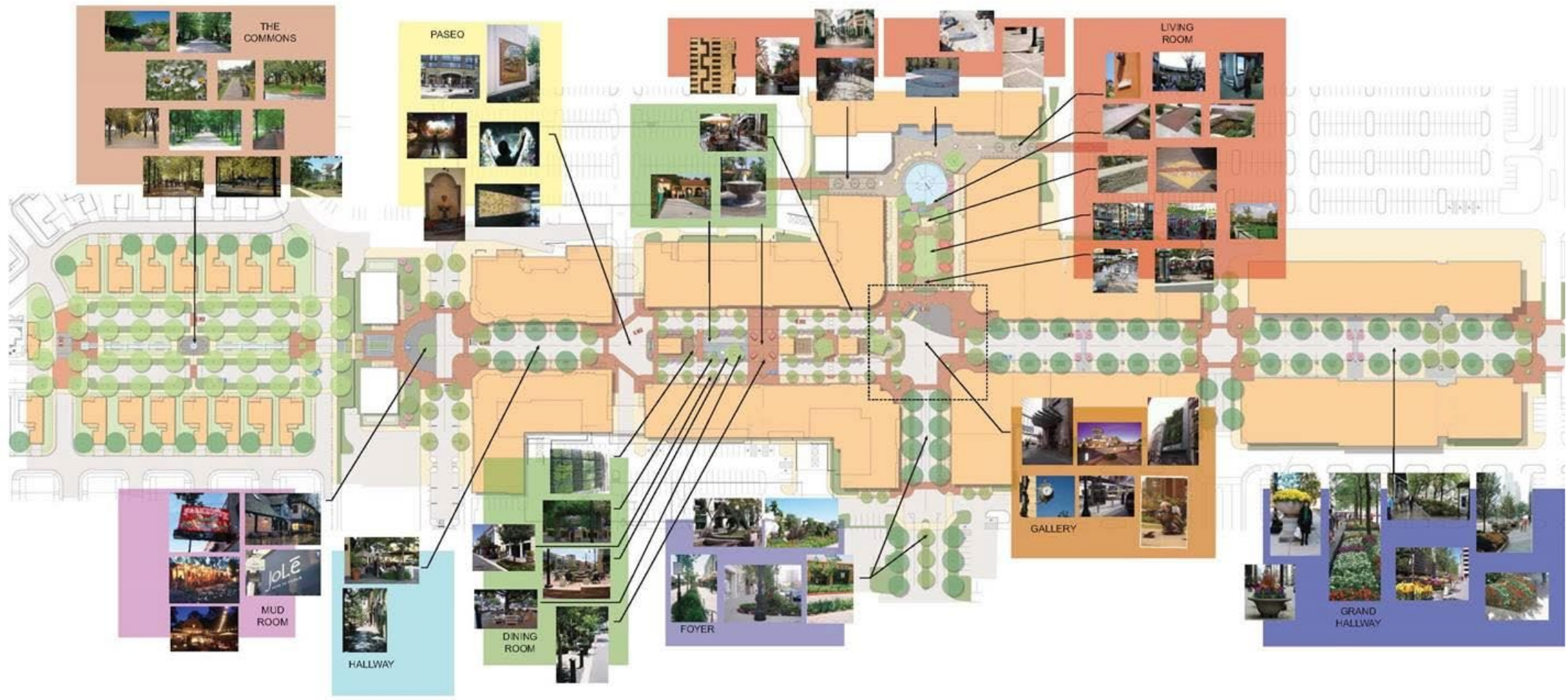
SITE PLAN/
ARCHITECTURAL
COORDINATION

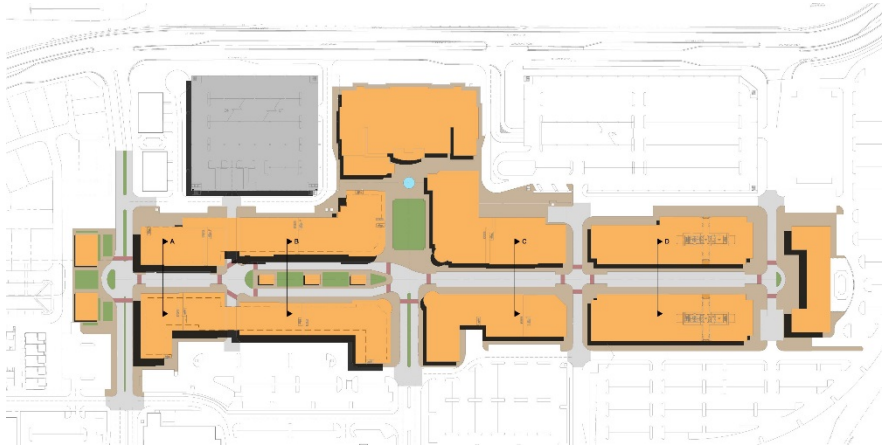
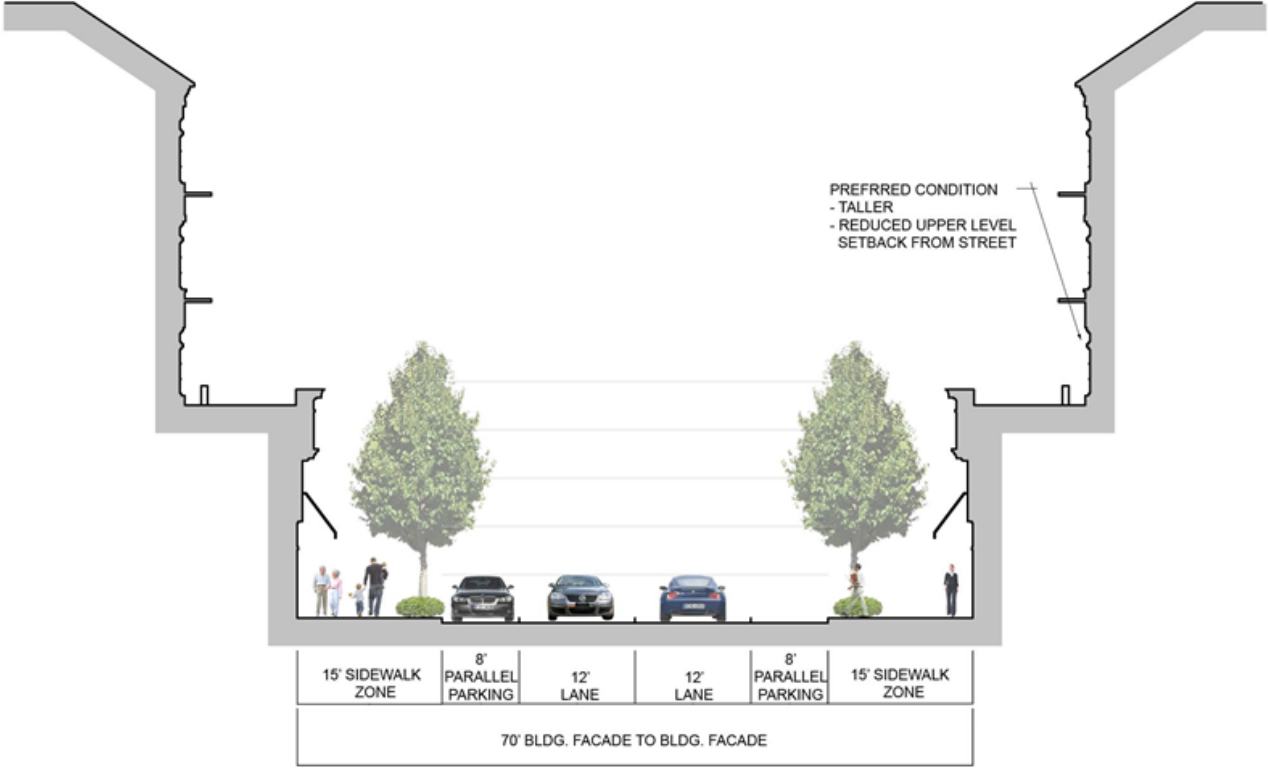
...visualizing the space...

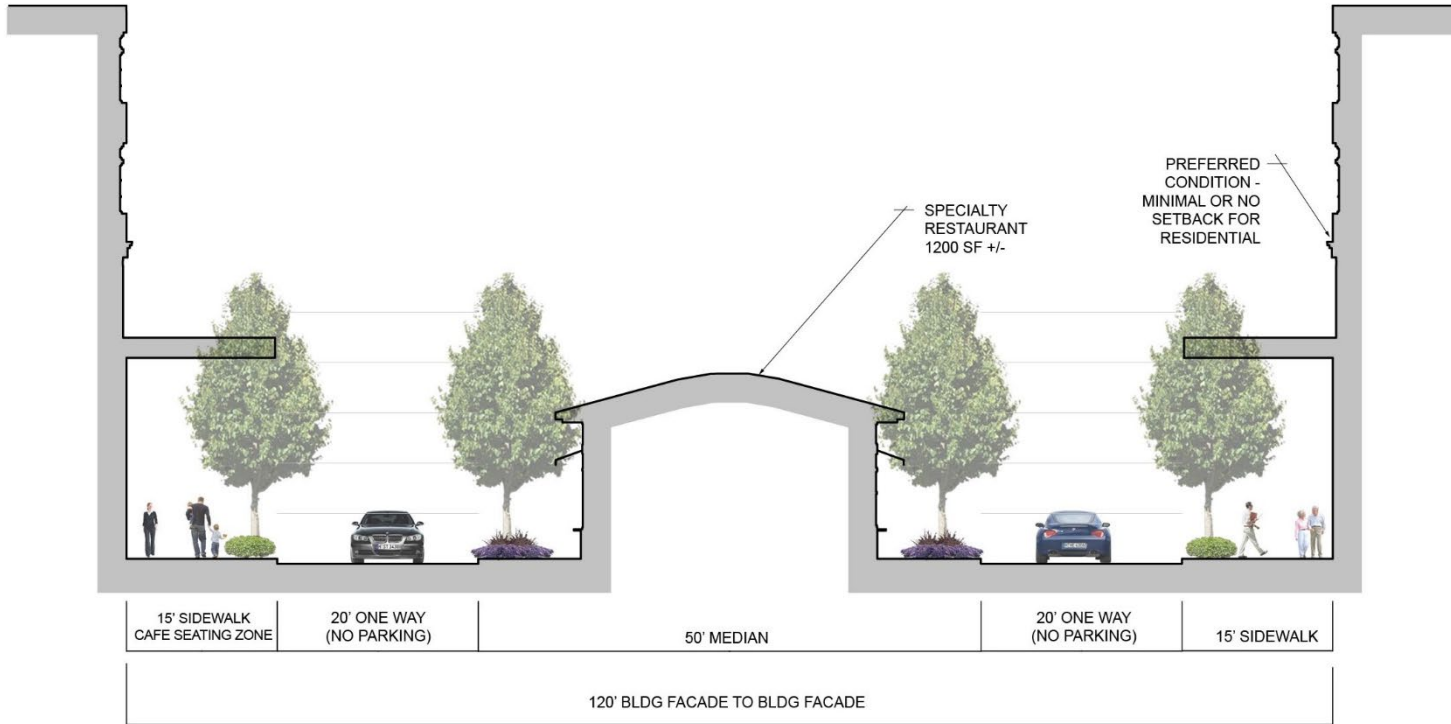


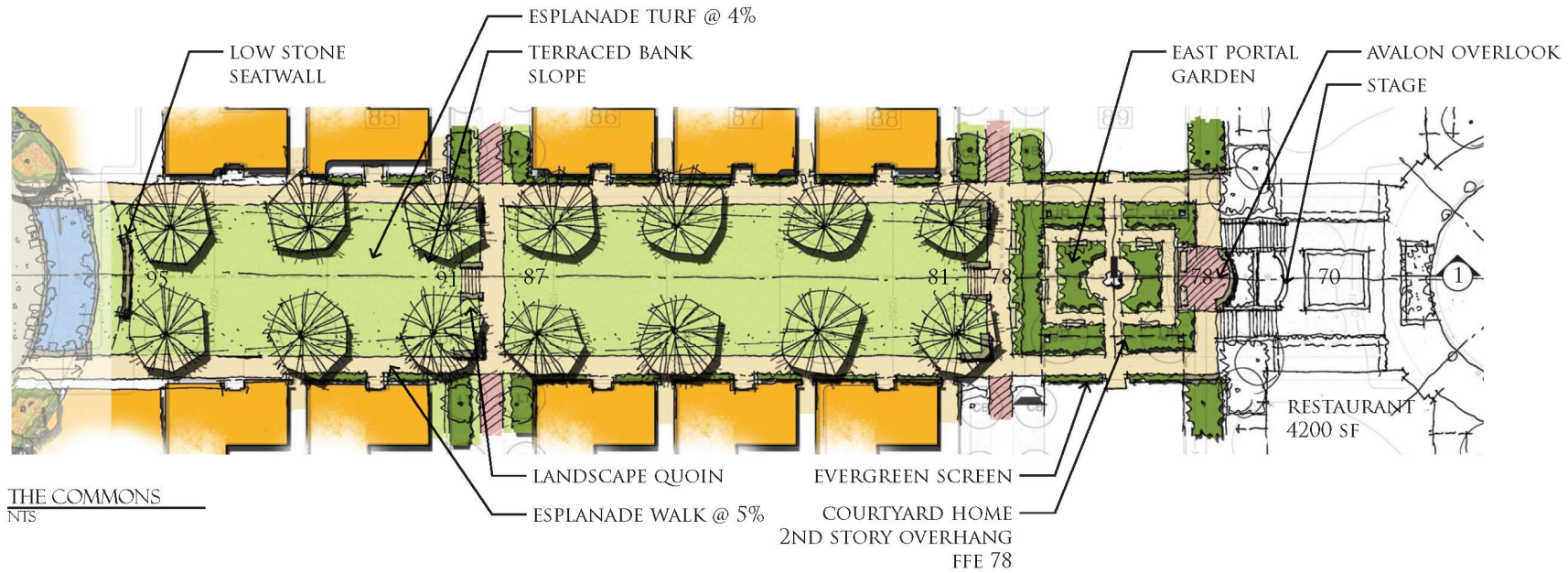


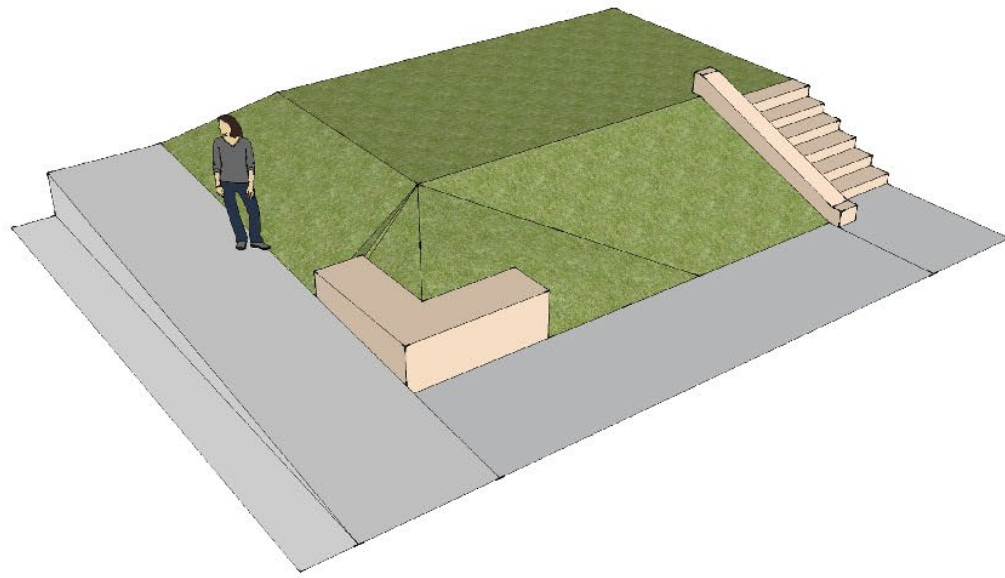
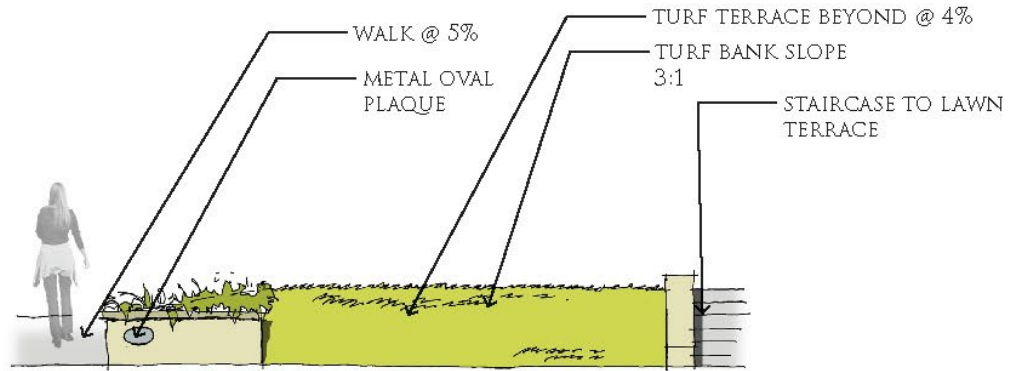












LANDSCAPE QUOIN @ THE COMMONS



CHARACTER PHOTOS



211

PHOENIX
LANDSCAPE
(878) 568-2040

...refining the big scale...





ATLANTON

PHOTO

PHOTO BUS

SLOW

...designing the small...





Achieving space for community...



AVALON

...for health...



...for seasonality...



...for fun...





...for dogs...





...for innovation...



...for relief...



...for shade...







...for green...



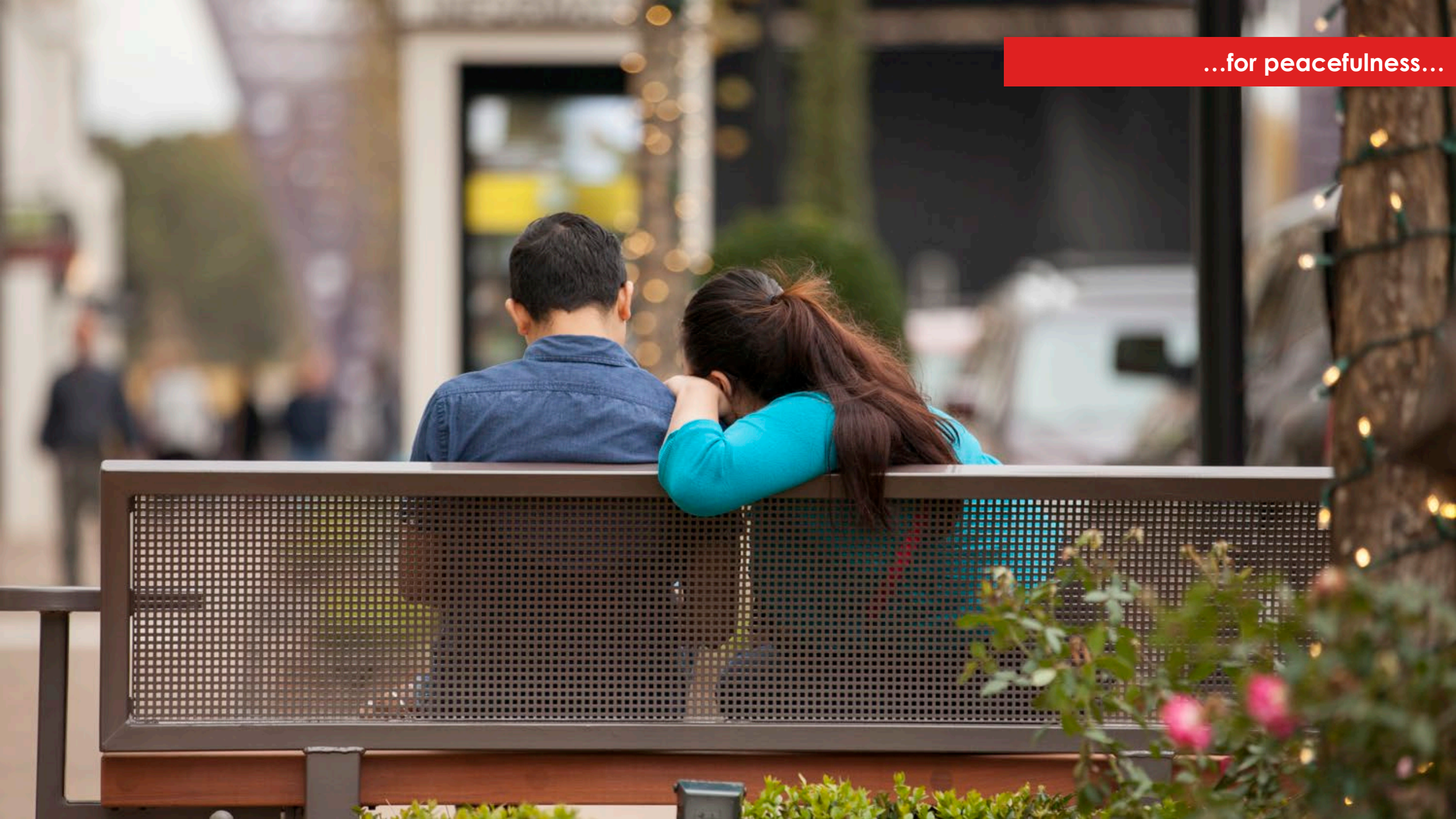


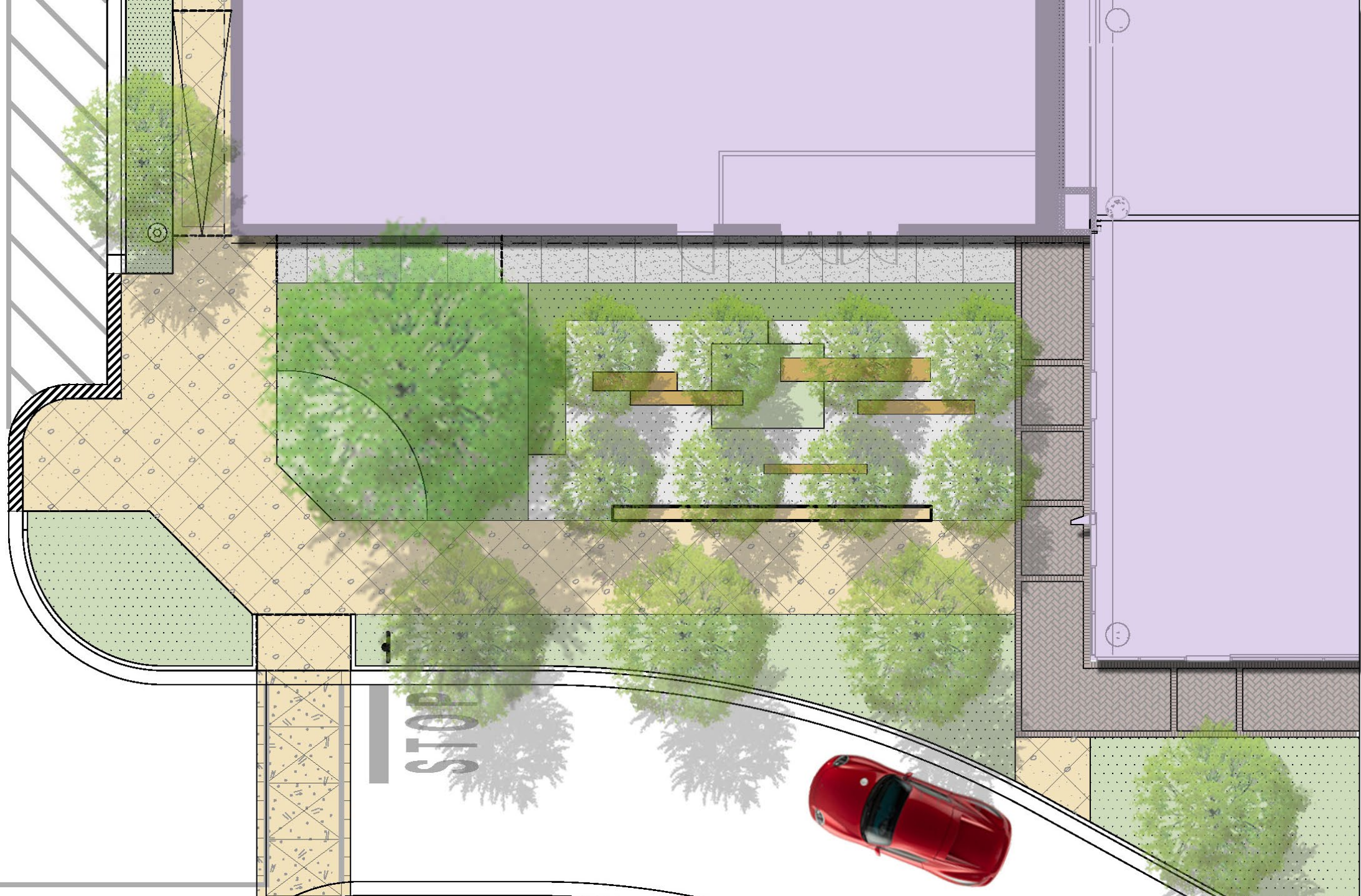
The ELIX

Soft Surroundings

2000 & 4000
1800 & 2000

...for peacefulness...





STOP





...for contemplation...



$$E=mc^2$$

ORVIS

...for playfulness...



...for branding...



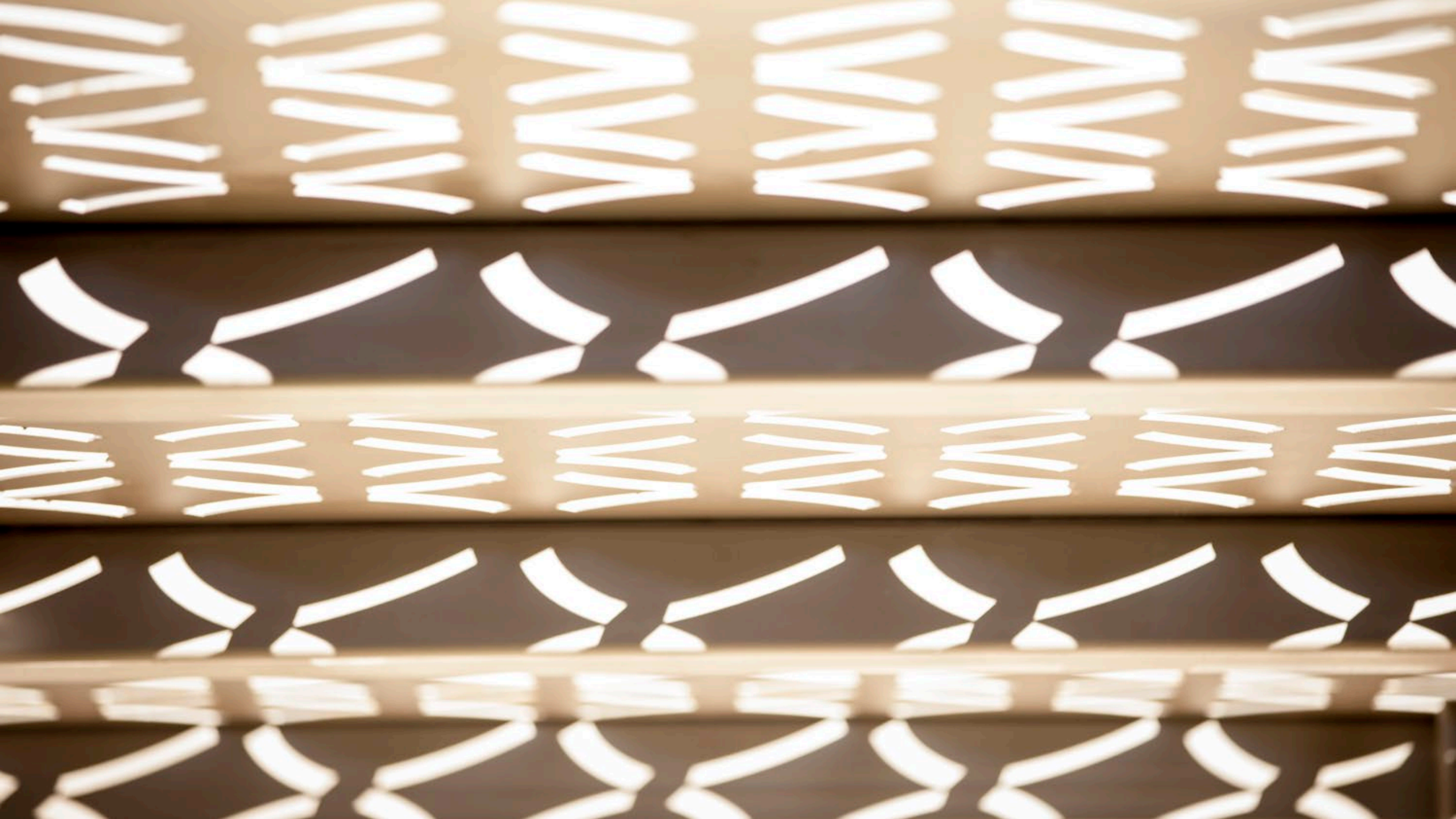


PAPER SOURCE

pinkbe

4000

OPEN



...for sound...





REGAL CINEMAS 12



...for people watching...



...for street theatre...





...for ENERGY...

J. GREY

GEORGIA
BuckedUp



Why?

>\$1,000/SF

Retail sales for a large number of Avalon tenants

100%

Leased for retail

\$2.24/SF

Lease rates for Avalon luxury rental units, 40% above market

The “Avalon Effect”

>35% premium

Office rents in Avalon compared to those in the Alpharetta market

>2x the market

Sale prices for Avalon single family homes, on a square footage basis


100%


Leased for office space



Atlanta 2014 Best of Atlanta: New OTP Development

 2015 PR Pre-Opening

 2015 Social Media

 2015 Cause-Related Marketing


 2015 Emerging Technology

 2015 Retail Deal of the Year

 2015 Pioneering Project


 2015 Project of the Year


Atlanta 2015 Groundbreakers Finalist


 2015 People's Choice Award


Atlanta 2015 Top Influential Atlantan


Atlanta 2015 Best of Atlanta: Place to Drink and Shop


 2015 Top Retail Commercial Developers List


 2015 Built Environment Finalist

 2015 Mixed-Use Community of the Year


 2015 Mixed-Use Category

 2015 Parking Deck Category

 2015 Henry H. Robinson Award

 2016 Cause-Related Marketing

 2016 Public Relations

 2016 NOI Enhancement

CREW 2016 CREW Deal of the Year



AVALON

SINGLE FAMILY

\$471

SQUARE FOOT

110%

ABOVE MARKET

MULTIFAMILY

\$2.40

SQUARE FOOT

47%

ABOVE MARKET

HOTEL

150 REVPAR INDEX

OFFICE

\$37

SQUARE FOOT

45%

ABOVE MARKET



AVALON

EST. 2014

AVALON

AVALON

URBAN OUTLIERS

Questions? Contact me.

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SITE
solutions

Avalon: Creating the Third Place

UGA Landscape Architecture Short Course 2019
February 6, 2019 | 4:30 - 5:30 PM