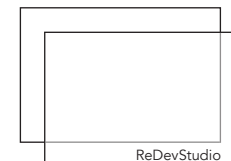


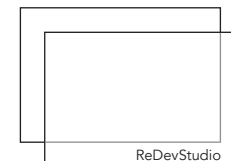
HOSEA & 2ND PROJECT OVERVIEW
EAST LAKE, ATLANTA
08.18.2015

CONFIDENTIAL



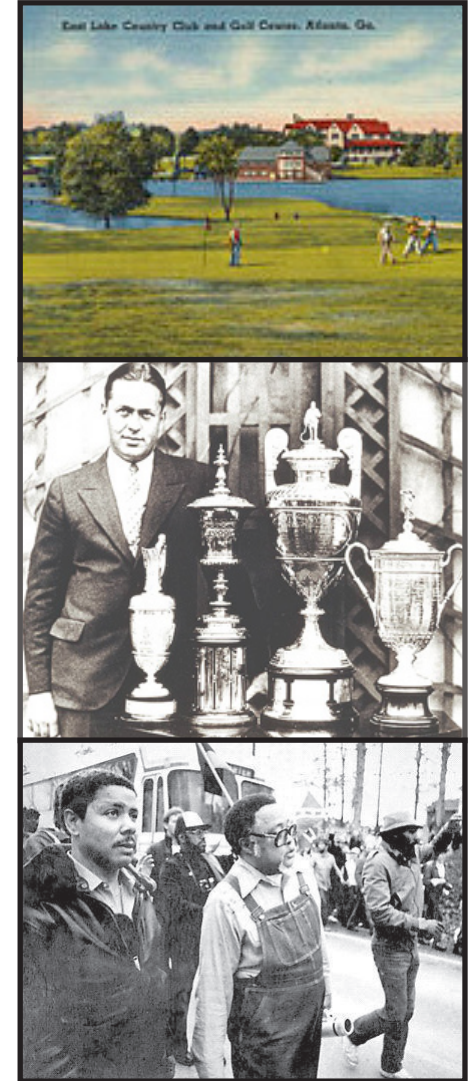
**Blue Chip
Pizza Products**

- Adaptive re-use and ground-up construction of commercial development at the heart of East Lake, a national model for community redevelopment on the east side of intown Atlanta
- Three corners of four-corner “Hosea & 2nd” development, in collaboration with the Cousins Foundation, formed by prominent Atlanta developer-turned-philanthropist Tom Cousins
- Project delivery planned for early summer of 2016
- Area poised for rapid growth as development activity flows east from Kirkwood and the BeltLine corridor, and south from Oakhurst and Decatur, where “Mayberry meets Berkeley”, according to a recent *New York Times* article
- Project to create a new destination integrating historic “streetcar suburb” character with offerings from established and up-and-coming local, independent proprietors in an under-served area



EAST LAKE HISTORY

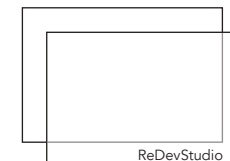
- Turn-of-the-20th-century “streetcar suburb” of Atlanta developed in part by Coca-Cola mogul Asa Candler
- Site of the historic 1908 golf course built by the Atlanta Athletic Club, the home course for golf legend Bobby Jones, featuring a landmark Tudor clubhouse designed by the famed architect Philip Shutze
- Longtime home to Hosea Williams, the prominent civil rights leader and Dr. King’s “bull in a china shop”
- Fell on hard times during the latter half of the 20th century as a result of disinvestment; former home to East Lake Meadows, a public housing complex built in 1970 and a notorious site of violence and devastating poverty



- Large-scale redevelopment of East Lake began in the 1990s through a public-private partnership led by Tom Cousins
- Cousins demolished East Lake Meadows and built the Villages of East Lake, a mixed-income community, in one of the most prominent examples of Atlanta's pioneering effort to replace its public housing and end the concentration of poverty
- Cousins also established the East Lake Foundation to work together with concerned citizens in supporting a holistic approach to the area's redevelopment as "a caring and diverse intown community"
- Charles Drew Charter School, a highly touted, Gates Foundation-funded public school now serving K-12, anchors the neighborhood's rebirth; new amenities also include a public nine-hole golf course, East Lake Park, and the East Lake Family YMCA
- Cousins restored the private East Lake Golf Club (now host to the annual PGA Tour Championship)
- Now, the return of organic growth demands a reinvigoration of the neighborhood's historic commercial storefronts, with walkable restaurants and retail

NEIGHBORHOOD AMENITIES

Drew Charter School (K-12)
Private East Lake Golf Club
Nine-hole public golf course
East Lake Park
East Lake Family YMCA



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OAKHURST NEIGHBORHOOD

6

- Stable Decatur neighborhood mere blocks to the north of the project site; just over a mile south of downtown Decatur
- Historic streetcar suburb; tight-knit, friendly community; top-ranked Decatur city schools
- Strong and historically stable real estate market experiencing ongoing revitalization of its Craftsman bungalow housing stock
- Established business district less than one mile from the project site, with long-standing restaurants and bars filled to capacity on weekends and some weekday nights
- Upper middle-class demographic; young professionals; college students (Agnes Scott College founded in 1899)



ESTABLISHED BUSINESS DISTRICT

Universal Joint
MoJo Pizza
Steinbeck's Ale House
Mezcalitos

STABLE REAL ESTATE MARKET

Craftsman bungalows



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KIRKWOOD NEIGHBORHOOD

8

- Thriving Atlanta neighborhood mere blocks to the west of the project site; approximately four miles east of downtown Atlanta
- Streetcar suburb designated as a National Historic District; busy neighborhood centered around established business district; yearly events include the Kirkwood Wine Stroll and the Kirkwood Spring Fling; 2013 Neighborhood of the Year, *Curbed Atlanta*
- Strong and growing real estate market bordering established Candler Park/Lake Claire neighborhood to the north; ongoing revitalization of its single-family housing stock; new market-rate multi-family development (250+ units) planned by Euramex Management
- Diverse, mixed-income demographic that is growing quickly



ESTABLISHED BUSINESS DISTRICT

Elmyriachi
Le Petit Marché
Taproom Coffee
Arden's Garden
Dulce Vegan Bakery & Café
Ann's Snack Bar

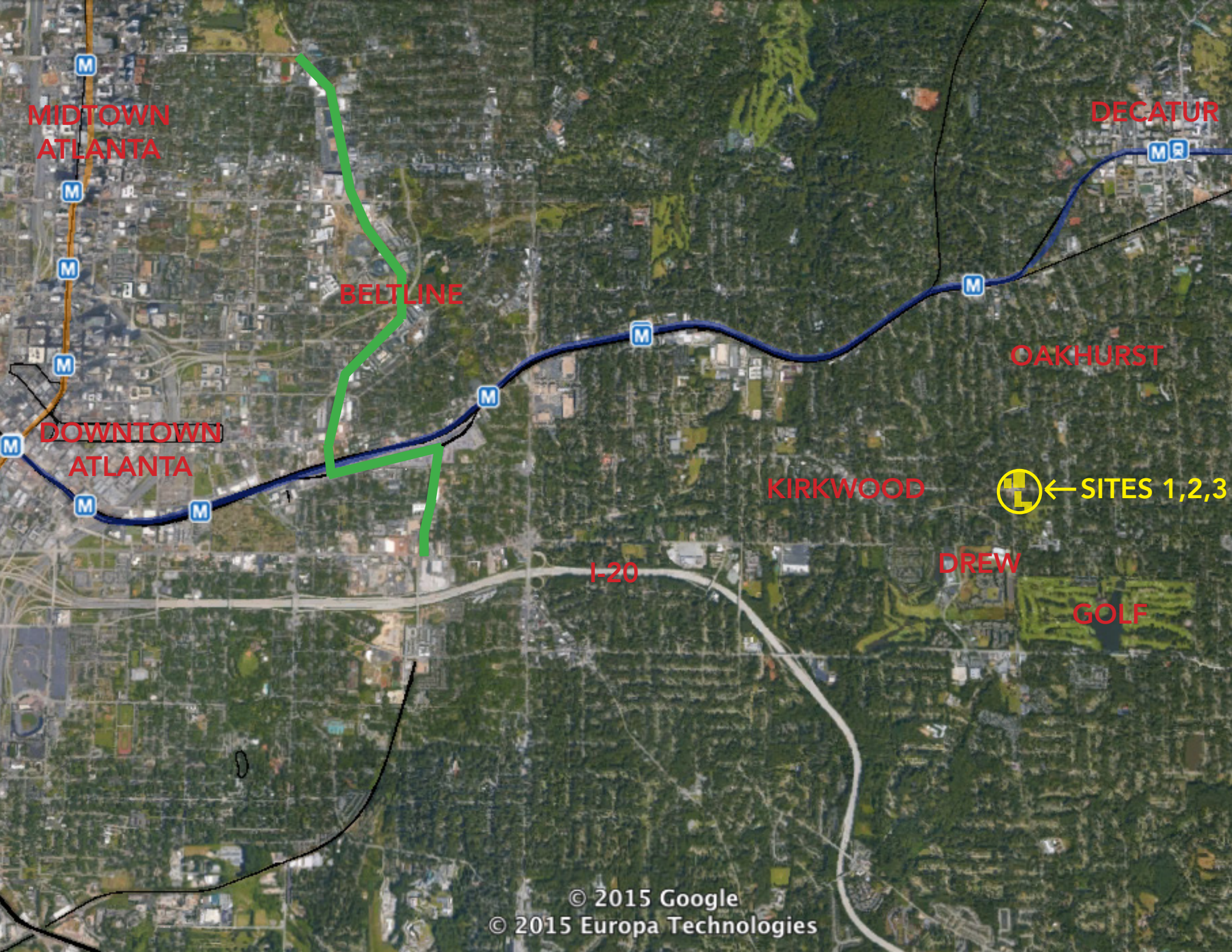
THRIVING REAL ESTATE MARKET

Undergoing rapid transformation



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MIDTOWN
ATLANTA

DECATUR

BELTLINE

OAKHURST

DOWNTOWN
ATLANTA

KIRKWOOD

← SITES 1,2,3

DREW

GOLF

I-20

- Site plan and associated variances approved in 2007 to create a commercial development with streetscape improvements on all four corners of the intersection of Hosea Williams Dr. and 2nd Ave., both important, yet walkable, neighborhood thoroughfares
- Site 1 (southeast corner): approx. 37,000 SF 'L'-shaped lot; improved with historic, vacant one-story storefront retail building (4,500 SF), plus area for new construction and parking
- Site 2 (northeast corner): approx. 30,000 SF lot; improved with vacant single-family house (1,200 SF), plus area for new construction and parking
- Site 3 (northwest corner): approx. 11,000 SF lot; improved with vacant one-story garage (2,800 SF), plus area for parking
- Site 4 (southwest corner): approx. 40,000 SF vacant lot; area for new construction and parking

SITE 1

2365-2371 Hosea Williams Dr., SE
Lot Area: 37,000 SF
Existing: Historic, vacant one-story storefront retail building
Zoning: C-1-C

SITE 2

2374-2380 Hosea Williams Dr., SE
Lot Area: 30,000 SF
Existing: vacant single-family house
Zoning: MRC-1

SITE 3

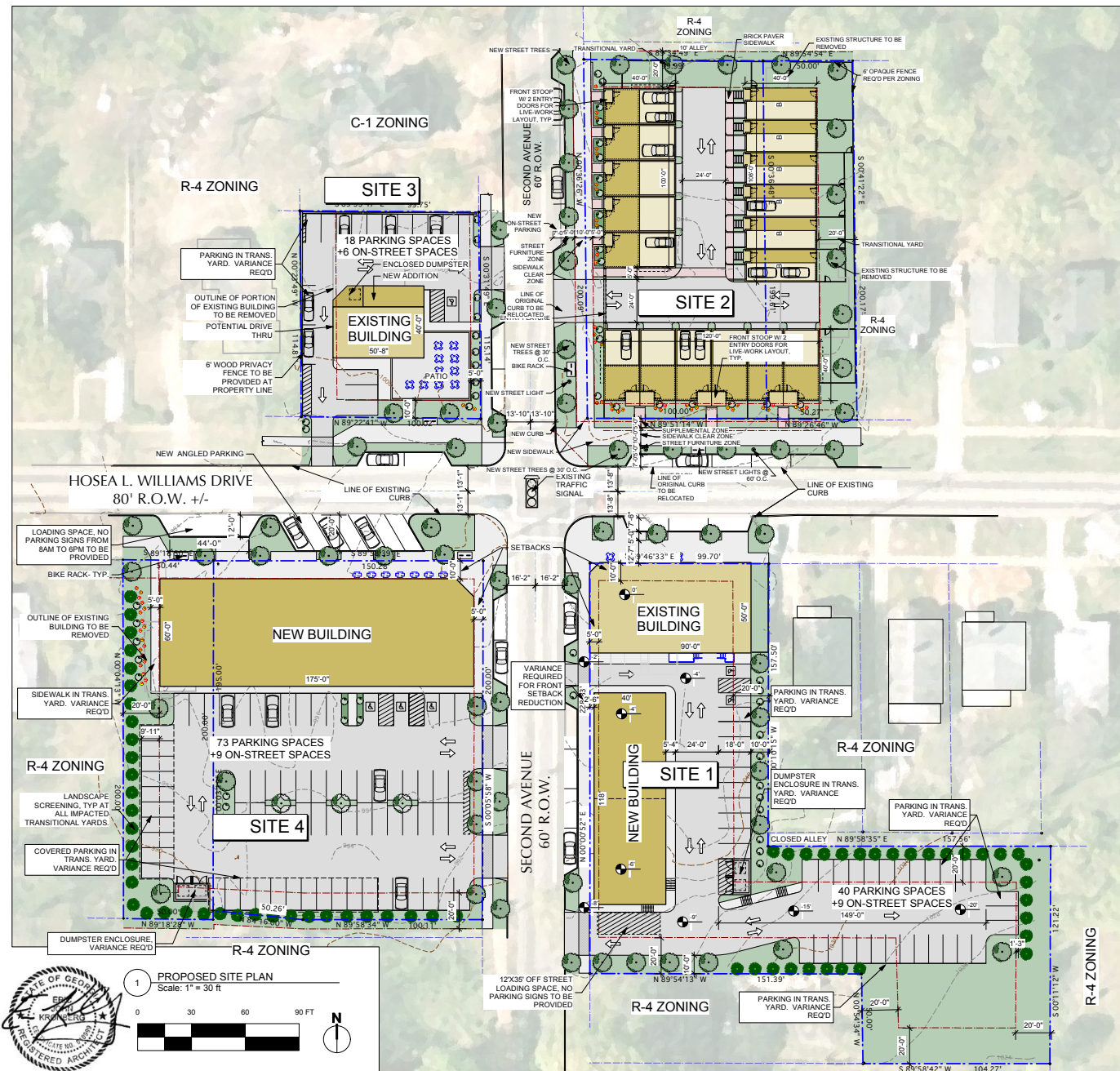
2358 Hosea Williams Dr., SE
Lot Area: 11,000 SF
Existing: Vacant one-story garage
Zoning: C-1

SITE 4

2543-2547 Hosea Williams Dr., SE
Lot Area: 40,000 SF
Existing: Vacant
Zoning: C-1-C



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- Four restaurant spaces across both Sites 1 and 3, featuring offerings from established and up-and-coming local, independent proprietors
- Site 1: rehab historic storefront retail building fronting Hosea Williams Dr. into two restaurant spaces (2,500 NSF and 2,000 NSF)
- Construct new building fronting 2nd Ave. to include third restaurant space (1,700 NSF)
- Approval of updated site plan expected in September 2015; unanimous neighborhood and NPU approval obtained in June 2015
- Site 2: development scheme to be determined
- Site 3: rehab one-story garage fronting Hosea Williams Dr. to create 1,880 NSF stand-alone restaurant; Blue Chip Pizza Products will operate one of its restaurants (Greater Good BBQ) at this location
- Site 4: 12,000+ SF ground-up, mixed-use development is currently planned to house Cousins Foundation offices and boutique retail
- Refined industrial aesthetic to new construction and finishes throughout; ample active terraces and parking; substantial public art to inspire a sense of place and bolster Hosea & 2nd development as a new destination

SITE 1

Three restaurants across 6,200 NSF; 44+ parking spaces

Completion summer 2016

SITE 2

TBD

SITE 3

Stand-alone restaurant 1,880 NSF; 18+ parking spaces

Completion early 2016

SITE 4

Planned 12,000+ SF ground-up, mixed-use development

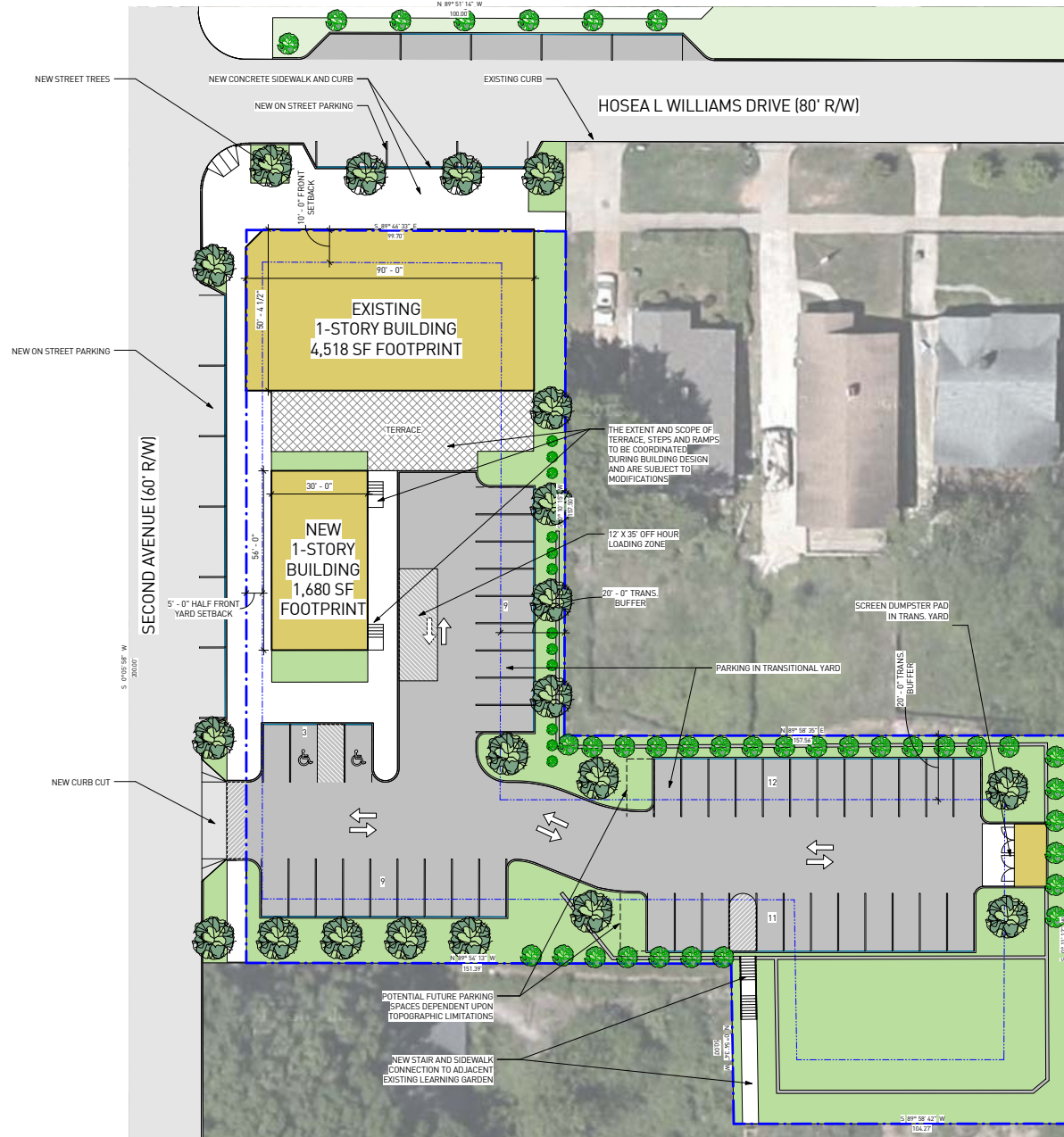
Completion TBD



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UPDATED SITE PLAN: SITE 1

14

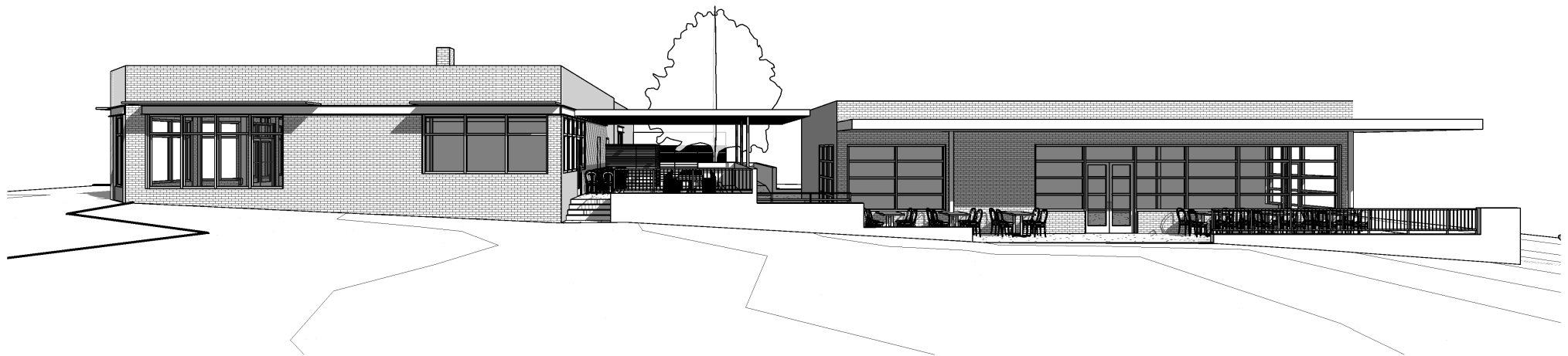


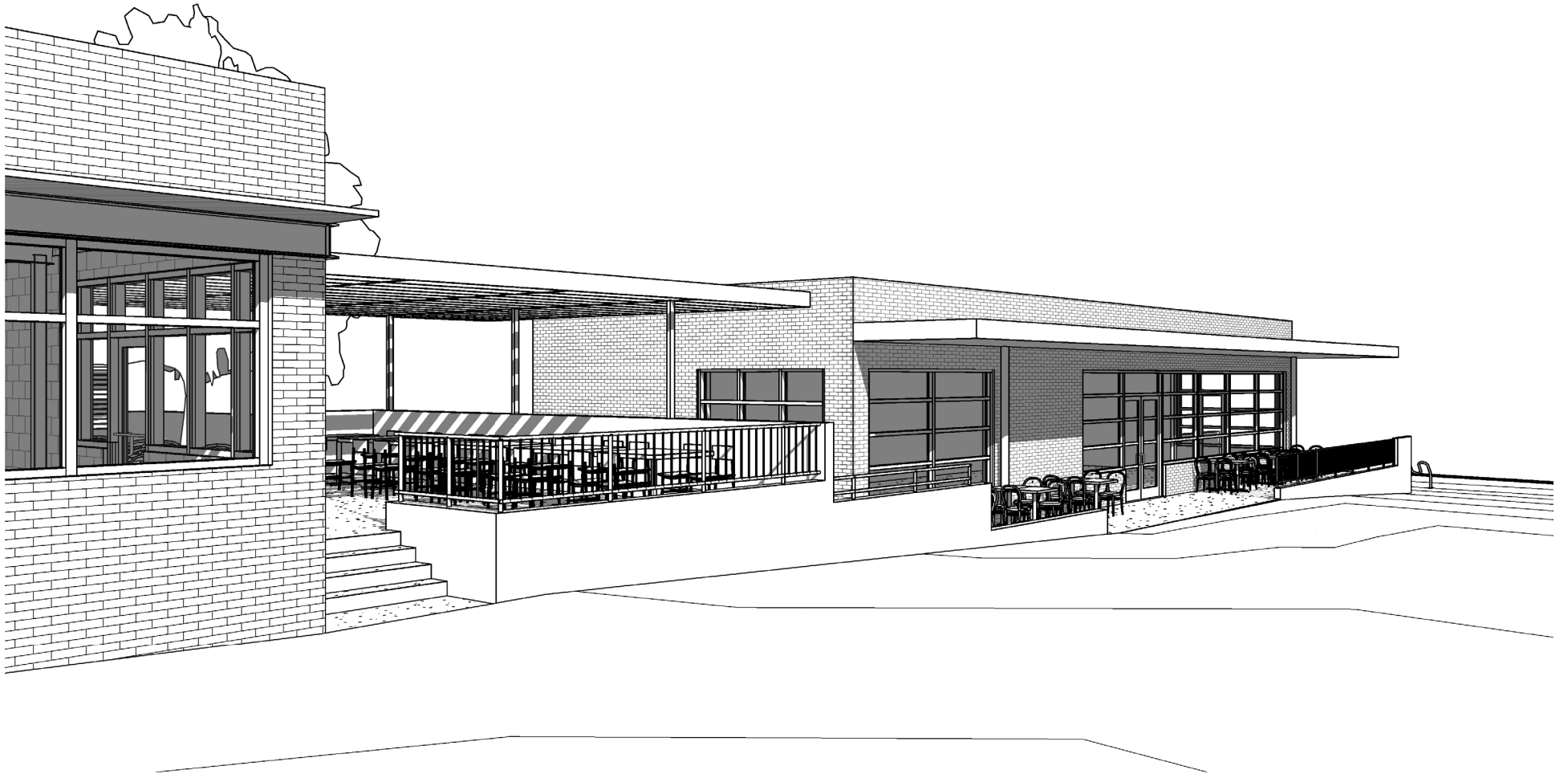
EXISTING CONDITIONS: SITE 1

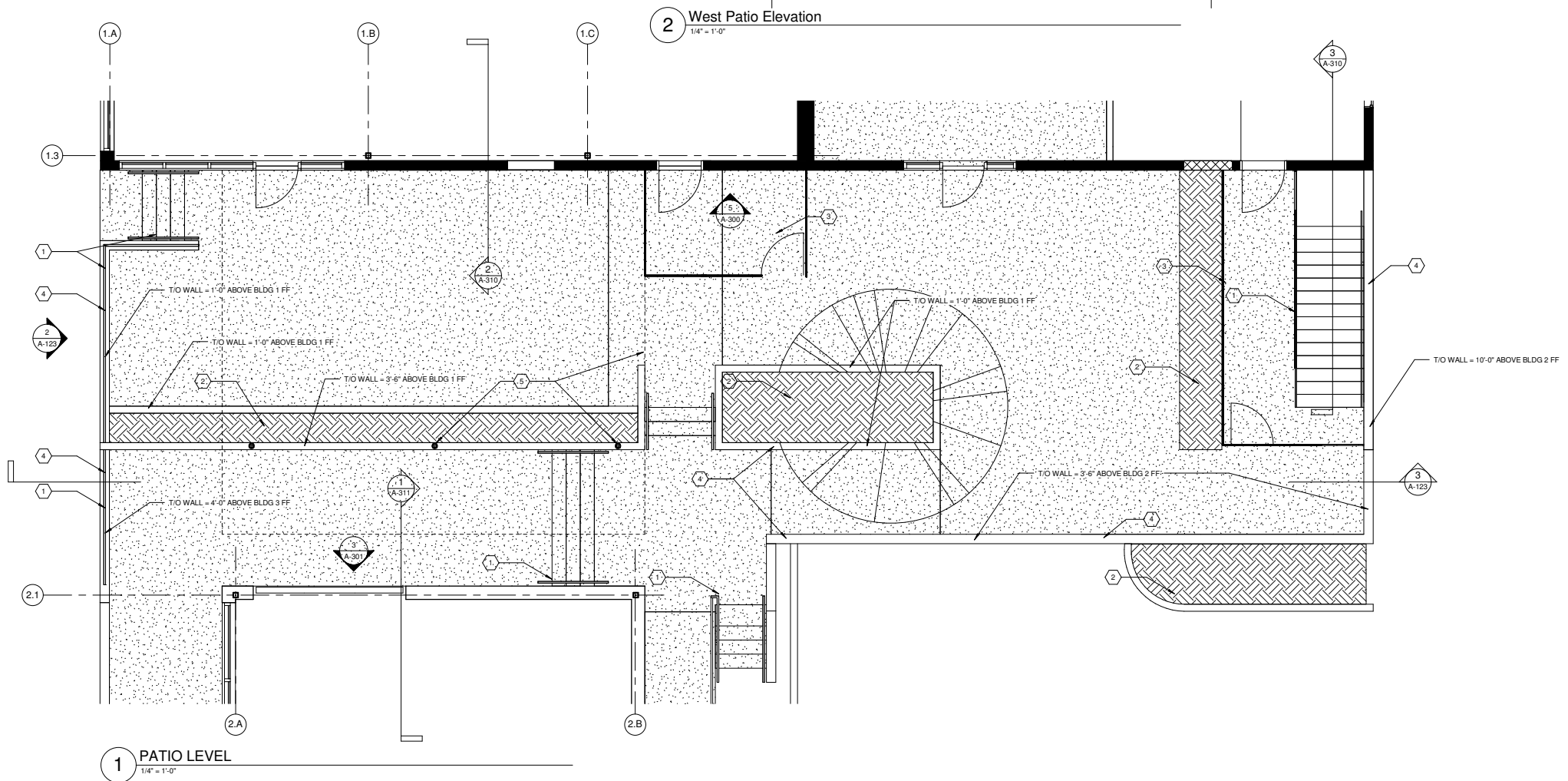


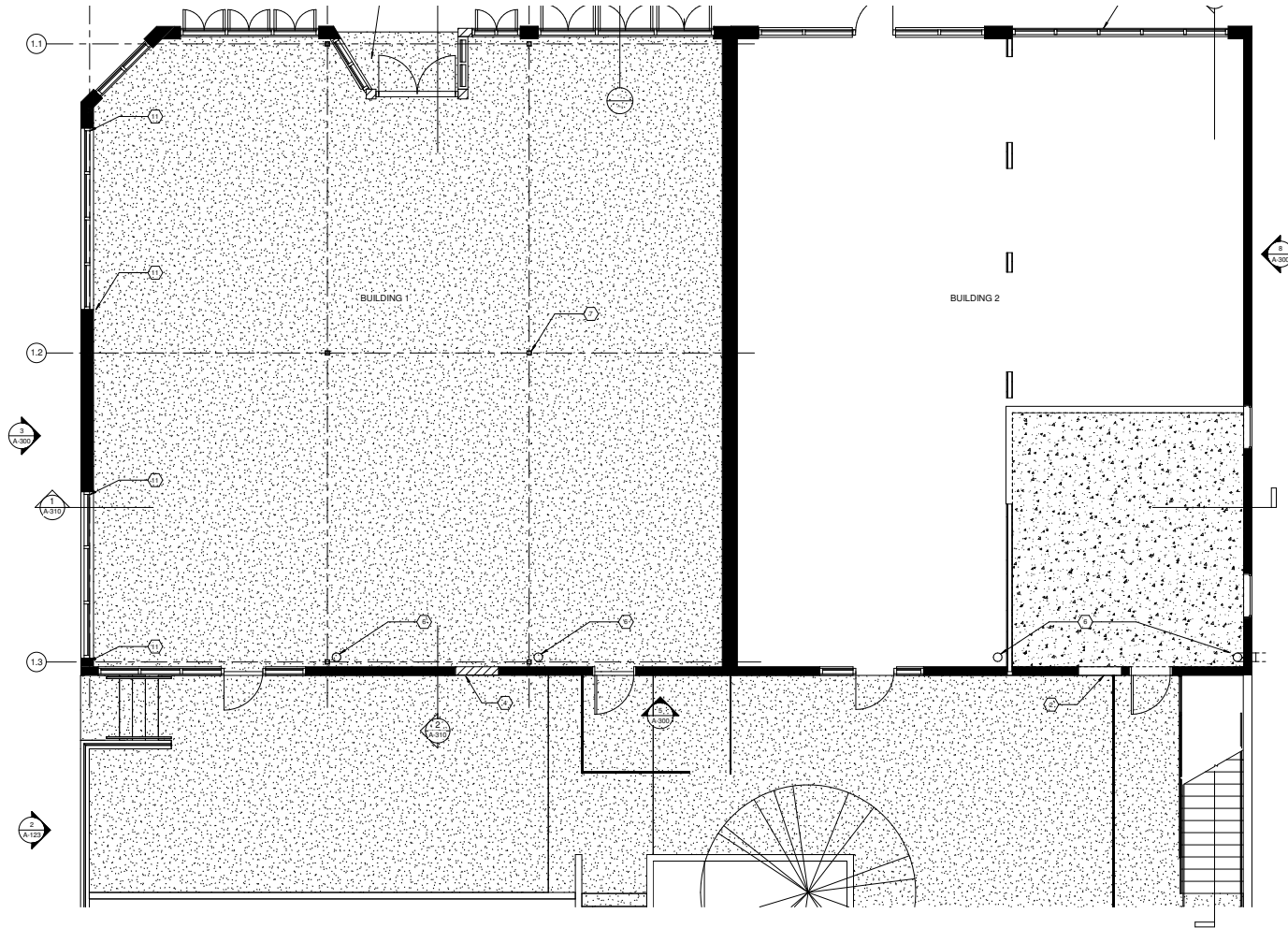
DESIGN SCHEME: SITE 1

16

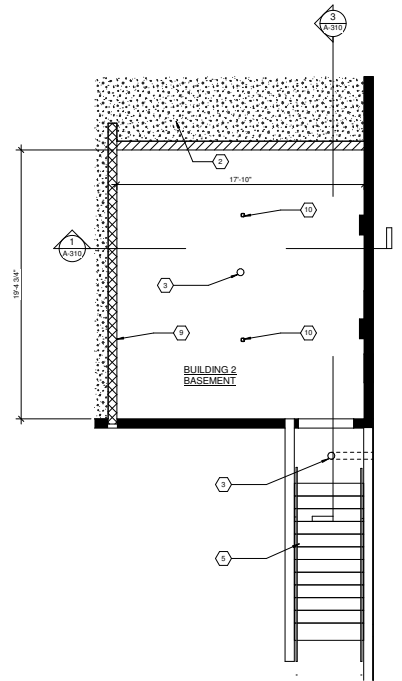




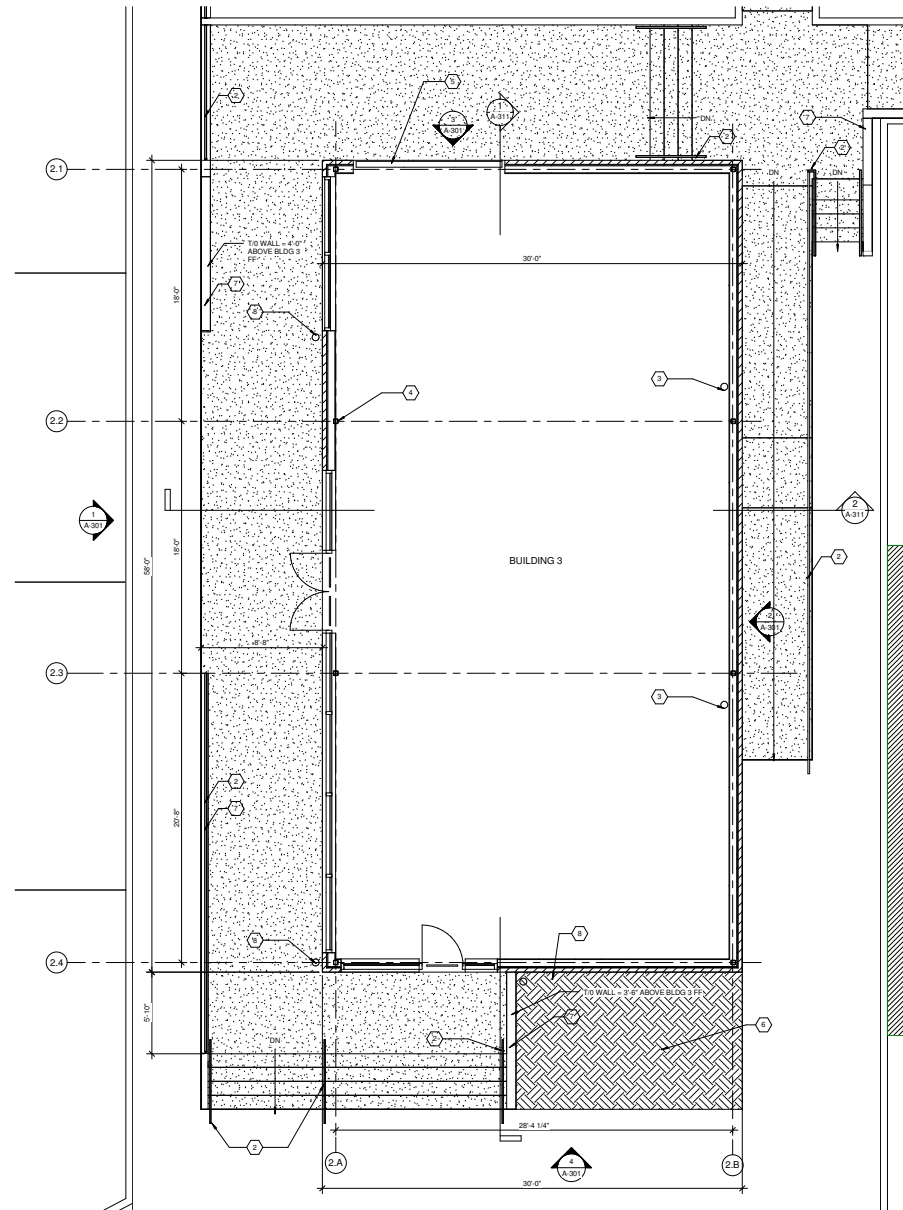




1 FLOOR PLAN - BLDG 1
1/4" = 1'-0"



2 FLOOR BASEMENT PLAN - BLDG 1
1/4" = 1'-0"



1 FLOOR PLAN - BLDG 3
1/4" = 1'-0"

REFERENCE PROJECTS



- ReDevStudio is led by Jay Martin and Nathan Bolster. Jay is a real estate developer and a lawyer by training, most recently serving as General Counsel of OMA, the Netherlands-based firm founded by Pritzker Prize-winning architect Rem Koolhaas. Nathan is a local real estate developer with a background as a general contractor. Nathan is active in several community-oriented organizations, including Living Walls, an internationally recognized street-art non-profit.

- Blue Chip Pizza Products was founded by Clay Harper and Mike Nelson. For more than 30 years, Clay and Mike have operated and developed successful restaurants throughout metropolitan Atlanta under the Fellini's Pizza (seven locations), La Fonda Latina (five locations), and Greater Good BBQ (two locations) names, local institutions drawing everyone "from students to billionaires", often first-movers into up-and-coming areas of the city.

- For further information about this project, please contact Jay Martin.

REDEVSTUDIO

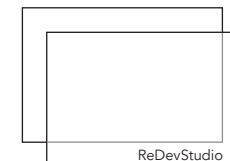
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Blue Chip
Pizza Products

DESIGN TEAM

23

- Ron Stang, chairman of the Atlanta office of Stevens & Wilkinson, a full-service integrated architecture, engineering, and interior design firm, has more than 30 years of experience overseeing a wide range of projects locally and around the country, including several projects for Blue Chip Pizza Products.
- Tim Nichols, founder of No Architecture, is the designer of several award-winning restaurants, including The Optimist (Restaurant of the Year 2012, *Esquire* magazine; Best Designed Restaurants in America 2015, *Thrillist*).
- Eric Kronberg, principal of Kronberg Wall Architects, specializes in the commercial redevelopment of intown neighborhoods and was responsible for the successful entitlement of all four sites comprising the Hosea & 2nd development on behalf of the Cousins Foundation.



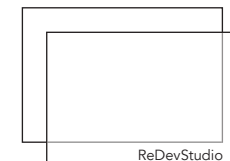
- *Atlanta Business Chronicle*, May 22, 2015, "Fellini's/La Fonda founders plan three restaurants in East Lake"
- *Creative Loafing*, May 27, 2015, "New restaurant development coming to East Lake"
- *Curbed Atlanta*, May 22, 2015, "Redevelopments"
- *Eater*, May 22, 2015, "Fellini's, La Fonda Owners Planning Four Restaurants for East Lake"
- *Tomorrow's News Today*, May 22, 2015, "Fore! Exciting New Restaurants Planned for East Lake"
- *The Decaturish*, May 22, 2015, "East Lake Foundation announces plans for new restaurants at 2nd Avenue and Hosea Williams"

MEDIA



HIGHLIGHTS

"The sale to the Fellini's group is [a] good sign for the strength of the neighborhood and its prospects for the future."
--Tomorrow's News Today



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