

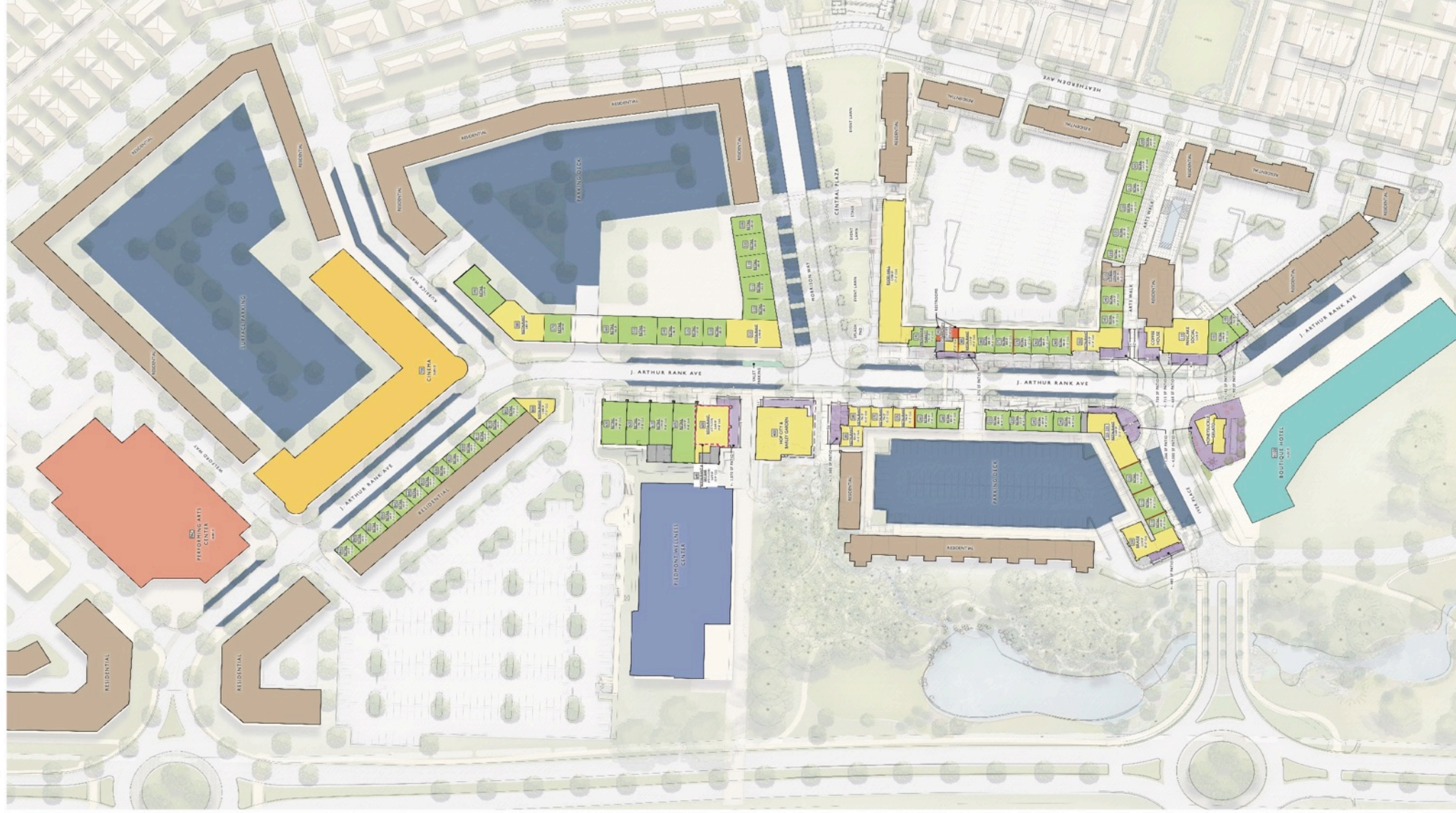
# PINENOOD FOREST

A TOWN FOR CREATING









- LEGEND**
- RETAIL
  - RESTAURANT
  - RESIDENTIAL
  - WELLNESS
  - HOTEL
  - CINEMA
  - PERFORMING ARTS
  - VISITOR PARKING
  - VALET PARKING
  - PATIO SPACE
  - SLAB STEP

**WAKEFIELD  
BEASLEY &  
ASSOCIATES**

ATLANTA • JACKSONVILLE • PANAMA  
AND PANAMA • SEASIDE

**HGOR**

## MERCHANDISING PLAN

PINEWOOD FOREST - TOWN CENTER

Fayetteville, GA February 20th, 2019



















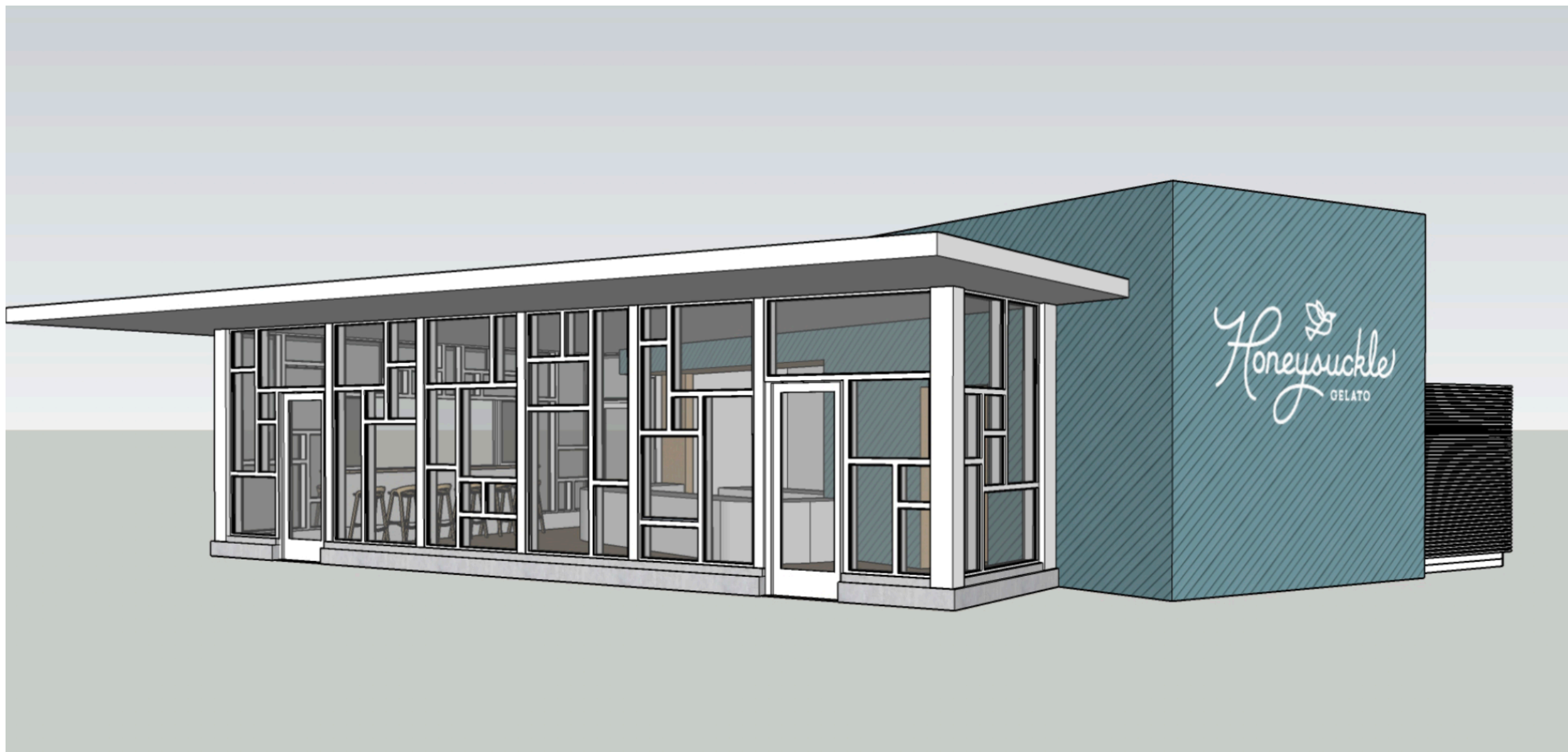




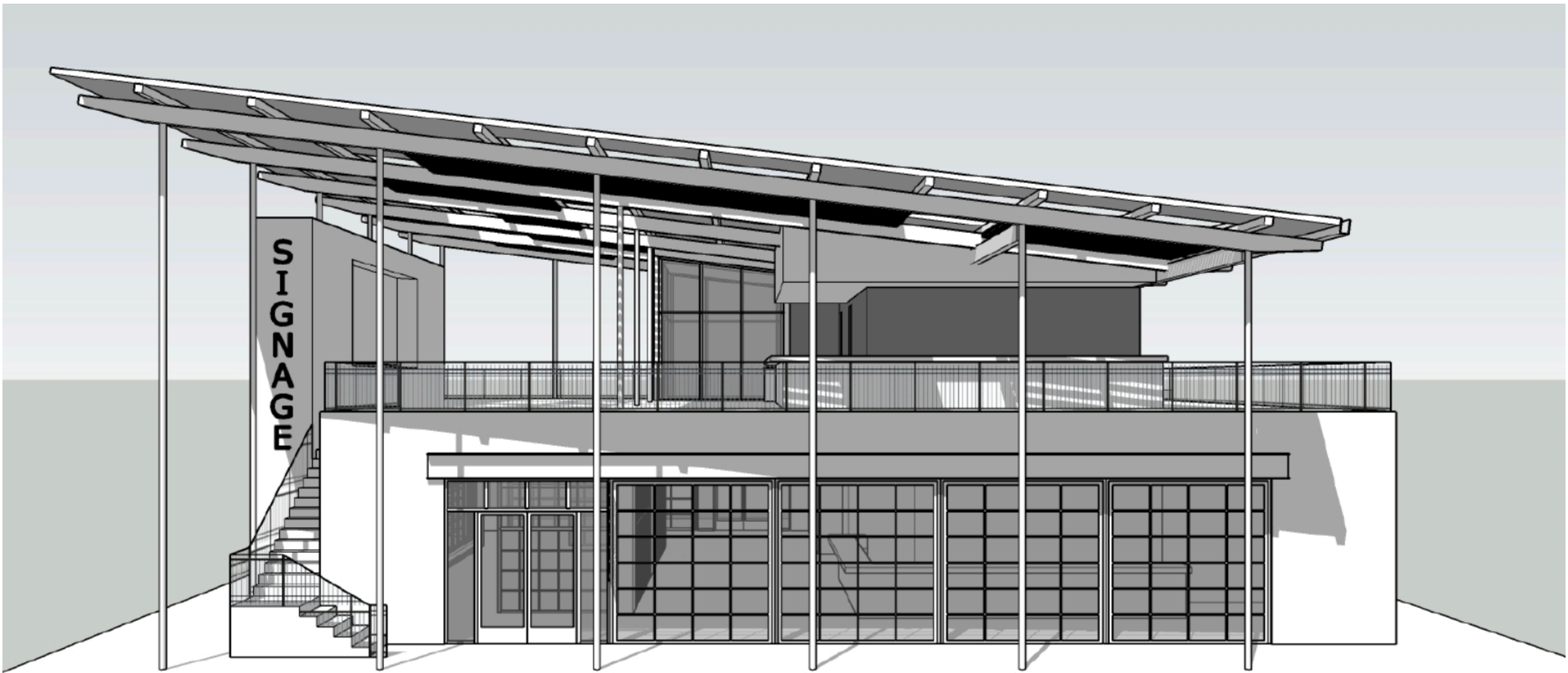




























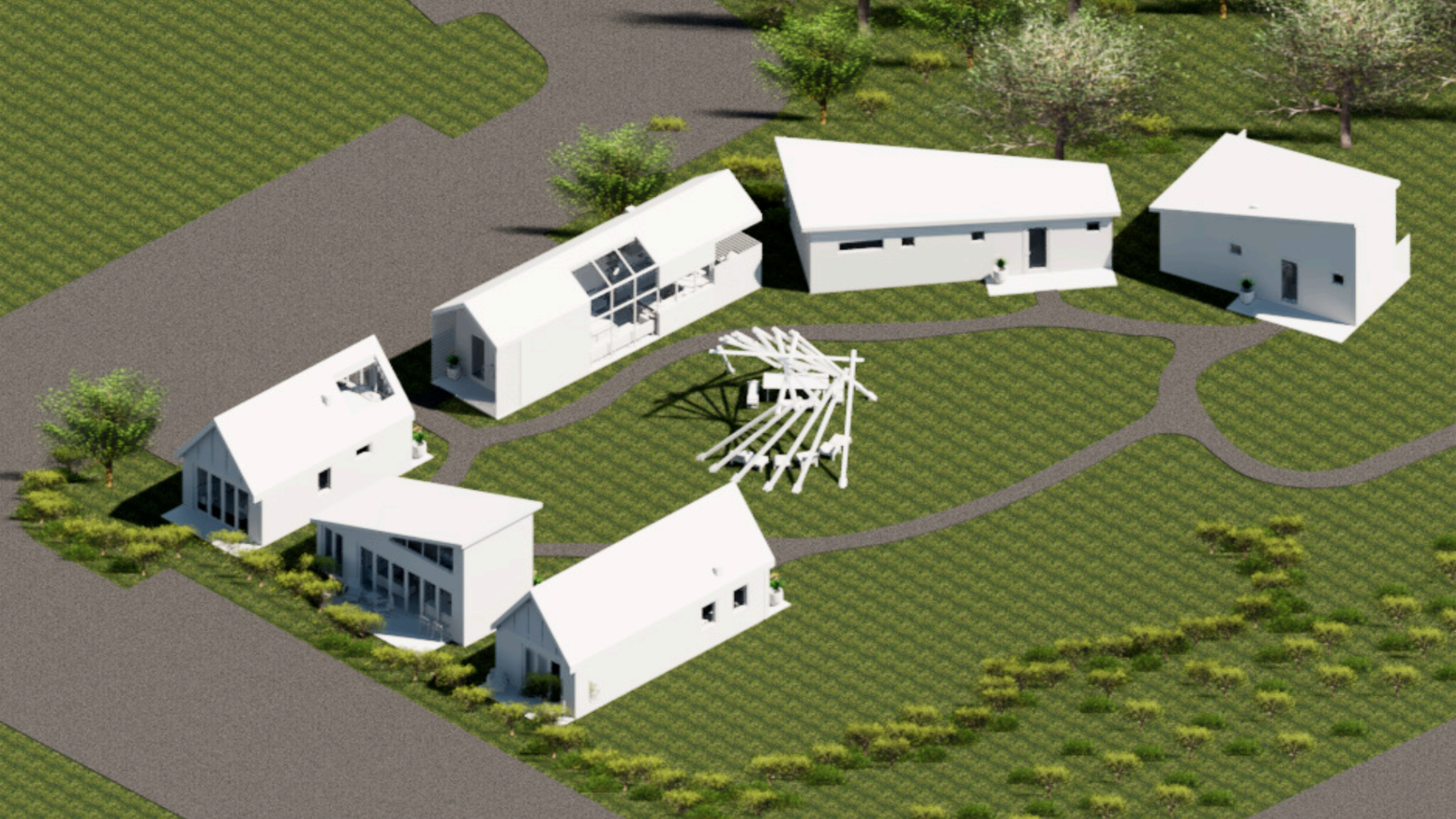








































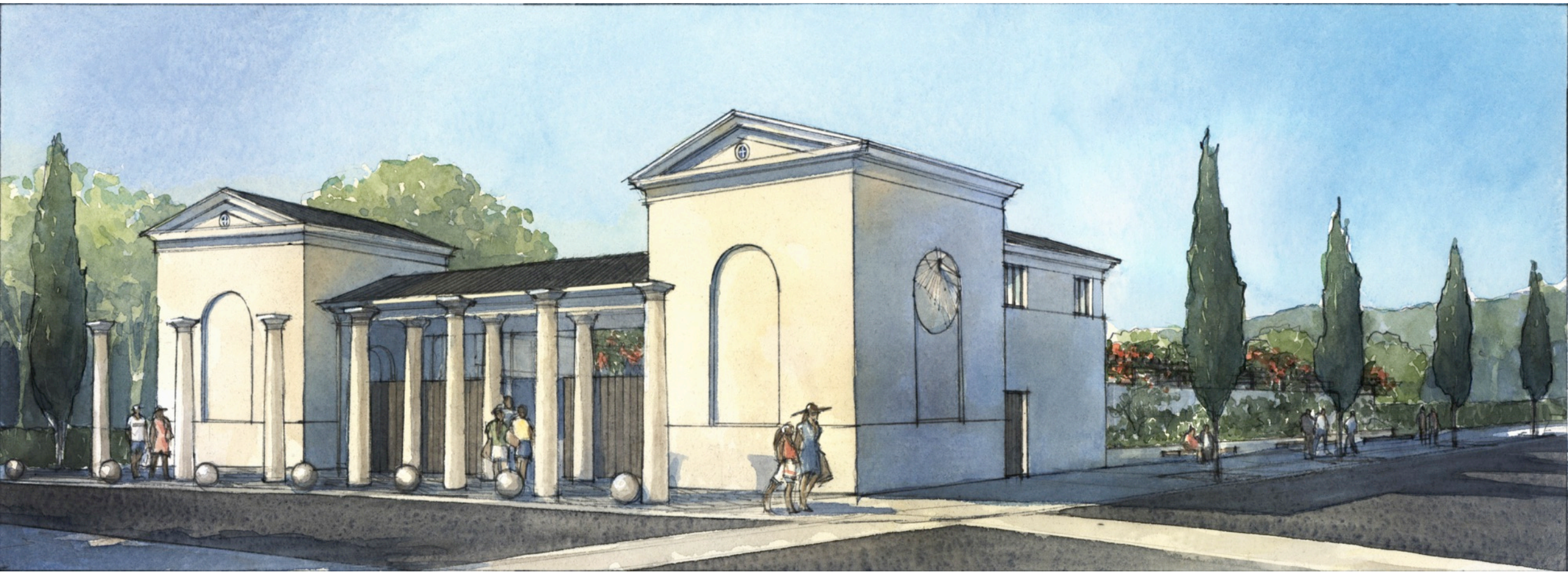


















# What We're About

- Haven for creative class, attract young families + professionals, & all walks of life seeking connectedness
- Prioritizing experiences over accumulation
- Search for meaning/purpose/impact
- Less is more...smaller footprints
- Walkability, health & wellness, natural/organic
- Commitment to environmental sustainability
- Mobility and flexibility (lock and leave)
- Authentic, high quality, different, timeless
- Next generation work style



# 2018

## Milestones

Triangle Park  
Wellness Center Start  
Bellwether Park  
The Forest School  
Paths & Wetland Trail  
Kasita  
J. Arthur Rank Avenue extension  
Roundabout #2  
Great Lawn  
Phase 2 Plat and Permit  
Heatherden Top Coat

Electric Car Charging  
Street Signs  
Street Lighting  
Phase One Street Trees  
Impact Fee Credits  
Fifth Street  
Multi-Family Groundbreaking  
Central Pool & Park Launch  
80 Homes and Townhomes  
90 Geothermal Wells  
Comprehensive Rebrand



# 2019 Key Initiatives

- Build 2/3 of the town center
  - Phase One Multi-Family (263 apartments)
  - Phase One Retail & Restaurants (65,000 sf)
  - Wellness Center (60,000 sf)
  - Central Plaza – Town Square
  - Office Building (50,000 sf)
  - Movie Theater (35,000 sf)
- Complete core amenities
- Expand our “experience creation” capabilities
- Residential home building & sales
- Attainable housing



# Challenges

- Outstanding design vs. Attainability
- Rising construction costs > Rising house prices
- Patience to create remarkable experiences
- Housing inventory + development phasing
- Target audience vs. natural buyer



# Key Successes

- Design led vs. builder led program
- Diversity of residents
- Remarkable buyer experience
  - Innovative interiors program
  - Commitment to client service – 2<sup>nd</sup> mile service
  - Green commitment + technology
- Town center lineup + ownership of retail
- Value creation by placemaking
- Incredible team & culture - Development, Design, Sales, Builders Guild, Partners



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