

# PROSPECT PARK AND LIBERTY HARBOR

## *Alpharetta and Brunswick, Georgia*

Wakefield Beasley & Associates currently is involved with the design of two mixed-use projects, Prospect Park in Alpharetta, Georgia, and Liberty Harbor in Brunswick, Georgia. On the northwest quadrant of Georgia Highway 400 and Old Milton Parkway, Thomas Enterprises is developing Prospect Park, which will feature a variety of components including residential, office, an upscale lifestyle center and a unique hotel concept.

"One of the main reasons for this project is to bring a level of retail not currently offered in Alpharetta," notes Matt Mastin, managing principal, vice president and partner at Wakefield Beasley & Associates. "Right now, you can't find the higher-end retailers such as a Tiffany's or a Ralph Lauren in the area, and so Prospect Park is bringing a different set of retailers to the market."

The hotel concept is the most unique aspect of Prospect Park, as it is the first of its kind in Alpharetta, possibly even in the Atlanta area. It will encompass roughly 175,000 to 200,000 square feet, and it will have no more than 150 rooms. While focusing on attracting the executive business traveler during the week, weekend activities will center upon neighborhood activities, so to speak, such as high-end weddings, and it also features a jazz club.

At full build-out, Prospect Park will feature 780,000 square feet of retail, 400,000 square feet of office space, 175 condominiums and the hotel. The first phase, which is expected to begin site work late this year, will include 540,000 square feet of retail, 150,000 square feet of office, a couple of restaurants, the hotel and 75 condos. Construction on that phase will last 16 to 18 months.

In Brunswick, BriarRose Land Company of Athens, Georgia, is developing Liberty Harbor, a mixed-use community at the site of the former Liberty Ship Yard. In all, the development will feature 1,000 condominiums in a variety of different building types, approximately 30,000 square feet of retail, a 150-room hotel and a marina.

"Brunswick is unique because it's a small town, but it's surrounded by some of the most expensive islands on the East Coast, so the focus has been on embracing tourism in the town," explains Mastin.

Mike Lentz, director of Wakefield Beasley & Associates' retail studio, continues, "So the whole gist of the Liberty Harbor project is for Brunswick

to take advantage of the opportunities that surround it."

The balance of the retail at Liberty

Harbor will be predominately local shops, and restaurants will be a key component. The project is seeking an

upscale national grocer, and aside from that, a majority of the tenants will be mom and pop-type retailers.

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