



Kostas Iannios
President
323.363.7458
kostas@reserveaf.com

1131 Stringers Ridge Rd., Suite 7G
Chattanooga, TN 37405
spartadesigngroup.com

Conceptual Master Plan -- Mixed Use Pedestrian Only District

WHOLE FOODS DEVELOPMENT

(from Highway 27)

existing traffic signal

MANUFACTURERS ROAD

(from Market Street Bridge)

PROJECT DEVELOPMENT SUMMARY

THE VILLAGE ON NORTHSHORE is over 600,000 square feet of hospitality, retail, residential, commercial and public space currently proposed for 5.4 acres of land along the Tennessee River. Located on Chattanooga's thriving Northshore, and anchored at its entrance by Whole Foods, The Village on Northshore offers breathtaking views across the river to downtown, the Market Street Bridge, The Tennessee Aquarium, and AT&T Field, all within an intimate setting, bustling pedestrian only streetscape and first-rate downtown experience.

By blending architecture celebrating Chattanooga's industrial riverfront past with modern design elements and details of today, this ground-up development will evolve into a lively town center, and earn the recognition as a destination first location and a community all its own. The Village on Northshore will attract nationally known and one-of-a-kind retailers, restaurateurs, and businesses, as well as visitors from throughout the region.

The proposed 150 room Aloft W Hotel, will border the river, providing much in demand waterfront resort and convention space; the R.H. Hunt Memorial Flatiron, named for celebrated local architect Reuben Harrison Hunt, will anchor the village at its north and house desired riverfront retail space; across the street, The Spartan Cinema multiplex, will offer a step back in time to the dramatic movie houses of a bygone era. At its alley, The Guild Theater will usher in live performing arts to the Northshore district; boutiques, outdoor dining, rooftop gardens, kiosks, courtyards, fountains, alleyways and pedestrian-friendly spaces will line residential flats and artists lofts.

The Village on Northshore will take full advantage of its Chamber of Commerce River City views, a budding downtown community, the growing population and economy of Chattanooga, the city's growing tourist and convention industry, and Chattanooga's central location, which is two hours from Atlanta, Nashville, Knoxville and Birmingham. Visitors will come to vacation, shop, dine, hang out, see a movie, and spend time with friends and family; enjoying holiday celebrations, community events and live entertainment in a beautiful riverfront setting.

An old fashioned trolley will carry passengers along its tracks from Manufacturers Road to the Market District which borders Renaissance Park, an urban nature preserve, and then wind it's way down to the River District, complete with a boardwalk lining the shore. The floating Barge Restaurant, will offer unobstructed views from its open-air deck, guests will arrive via water taxi, docking at the multi-slip marina; an interactive fountain at the shores edge will promote play and provide a cooling off place on a warm summer's day. In winter, the fountain will transform into an ice rink, creating a magical one-of-a-kind holiday attraction for the region, and host the Southeast's tallest Christmas tree.

Located 13 miles from both Hamilton Place Mall and Northgate Mall, The Village on Northshore's quaint old-town setting will present a welcome downtown alternative to the more conventional suburban mall and provide an unsurpassed vacation, shopping, entertainment, dining and living experience; evolving into a popular attraction and inviting destination for the entire Southeast.

PROJECT DEVELOPMENT SUMMARY

- BUILDING 1:**
R.H. HUNT FLATIRON
ARTISAN LOFT CONDOS/RETAIL
6 FLOORS
5 FLOORS OF CONDOS
1 FLOOR OF RETAIL
41,250 SF OF CONDOS (20 UNITS)
8250 SF OF RETAIL
49,500 SF TOTAL
 - BUILDING 2:**
SPARTAN CINEMA
GUILD FLAT APTS./RETAIL
6 FLOORS
3 FLOOR OF APTS.
3 FLOORS OF RETAIL
66,600 SF OF APTS. (48 UNITS)
66,600 SF OF RETAIL
133,200 SF TOTAL
 - BUILDING 3:**
GUILD FLAT APTS./RETAIL
4 FLOORS
3 FLOORS OF APTS.
1 FLOOR OF RETAIL
11,550 SF OF APTS. (9 UNITS)
3850 SF OF RETAIL
15,400 SF TOTAL
 - BUILDING 4:**
GUILD FLAT APTS./RETAIL
4 FLOORS
3 FLOORS OF APTS.
1 FLOOR OF RETAIL
11,460 SF OF APTS. (8 UNITS)
3820 SF OF RETAIL
15,280 SF TOTAL
 - BUILDING 5:**
GUILD FLAT APTS./RETAIL
4 FLOORS
3 FLOORS OF APTS.
1 FLOOR OF RETAIL
7290 SF OF APTS. (6 UNITS)
2430 SF OF RETAIL
9720 SF TOTAL
 - BUILDING 6:**
GUILD FLAT APTS./RETAIL
4 FLOORS
3 FLOORS OF APTS.
1 FLOOR OF RETAIL
11,490 SF OF APTS. (8 UNITS)
3830 SF OF RETAIL
15,320 SF TOTAL
 - BUILDING 7:**
ARTISAN LOFT CONDOS/RETAIL
6 FLOORS
5 FLOORS OF CONDOS
1 FLOOR OF RETAIL
30,500 SF OF CONDOS (20 UNITS)
6100 SF OF RETAIL
36,600 SF TOTAL
 - BUILDING 8:**
ARTISAN LOFT CONDOS/RETAIL
6 FLOORS
5 FLOORS OF CONDOS
1 FLOOR OF RETAIL
35,400 SF OF CONDOS (20 UNITS)
7080 SF OF RETAIL
42,480 SF TOTAL
 - BUILDING 9:**
ARTISAN LOFT CONDOS/RETAIL
6 FLOORS
5 FLOORS OF CONDOS
1 FLOOR OF RETAIL
42,400 SF OF CONDOS (26 UNITS)
15,030 SF OF RETAIL
57,430 SF TOTAL
 - BUILDING 10:**
ALOFT W HOTEL
ARTISAN LOFT CONDOS/RETAIL
6 FLOORS
3 FLOORS OF HOTEL ROOMS
1 FLR OF CONVENTION/MEETING SPACE
1 FLOOR OF PENTHOUSE CONDOS
1 FLOOR OF RETAIL
96,345 SF OF HOTEL ROOMS (150 ROOMS)
32,115 SF OF CONVENTION/MEETING SP.
32,115 SF OF CONDOS (18 UNITS)
32,115 SF OF RETAIL
192,690 SF TOTAL
 - BUILDING 11:**
BARGE RESTAURANT/MUSIC VENUE
2 FLOORS + 3RD FLOOR OPEN AIR DINING
38,250 SF TOTAL
- TOTAL BUILDOUT: 605,870
TOTAL RETAIL: 187,355 SF (31% of tract)
TOTAL CONDOS: 181,665 SF = 106 UNITS (30% of tract)
TOTAL HOTEL: 128,460 SF = 150 ROOMS (21% of tract)
TOTAL APTS: 108,390 SF = 80 UNITS (18% of tract)
TOTAL PARKING: 1120 SPACES
TOTAL MARINA BOAT SLIPS: 45
TOTAL MOBILE KIOSKS: 30



December 2015

site planning by kylechaston@aol.com

THE VILLAGE ON NORTHSHORE

Chattanooga, Tennessee

"Destination One... Second to None!"