



**WESTSIDE
PROVISIONS
DISTRICT**
EST. 2008





BRASH

FRIDAY
6:00 PM - 8:00 PM

1170

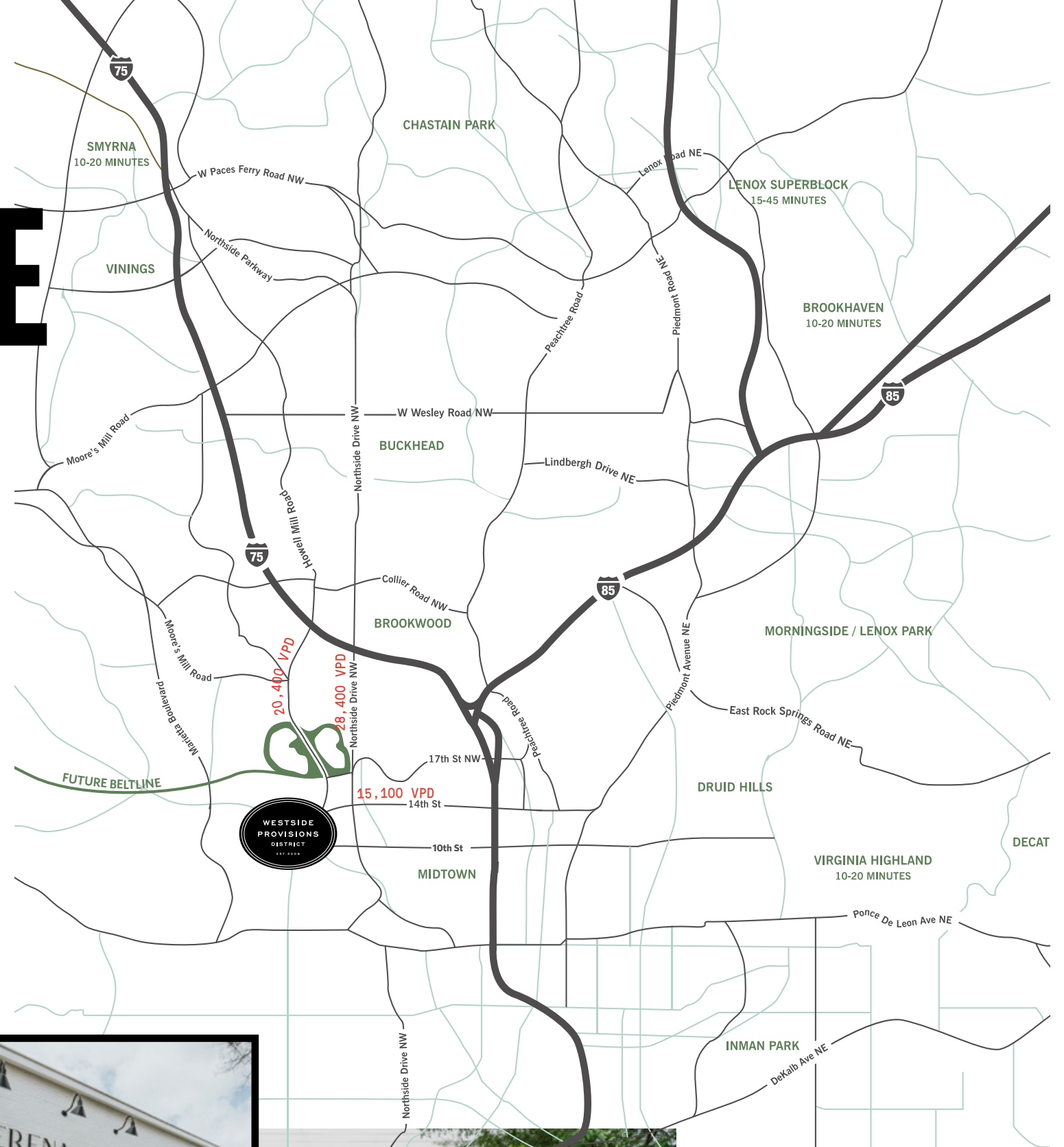
Room&Board Room&Board Room&Board Room&Board Room&Board

YOU ARE HERE

The casual sophistication of the West Midtown lifestyle influences the atmosphere of the district and informs the offerings of this luxury retail and dining destination. The Westside pulses with a distinctive energy resonating from its wide variety of businesses, venues, and attractions —truly the crossroads of commercial and residential life in Atlanta along with a IREM certification.

Westside Provisions District boasts convenient access from highways I-75, I-85, and I-285, as well as to Buckhead, Midtown, Sandy Springs, Smyrna, and Vinings, making the area an easy destination for locals and out-of-towners alike. Nearby greenspace projects such as Atlanta Waterworks, Atlanta Reservoir Park, and the Atlanta Beltline enhance the livability of the area and entice exploration.

Over the last decade, the Westside has enjoyed a cultural renaissance as visionaries spearhead adaptive reuse projects which honor the area's history—tracing from an antebellum backbone of commerce and railway corridor to a 20th century center of industry and design. The layout of this portion of the city naturally lends itself to investment and expansion, yet seeks to engage those who treasure the inspiration of their surroundings.





ATLANTA
PERRINES
WINE SHOP

FLOWER SHOP

DISTRICT
DESIGN WEEK
OCTOBER 1-11

ROUQUETTE

THE NEIGHBORHOOD

- RETAIL
- RESTAURANT
- ENTERTAINMENT
- RESIDENTIAL
- FUTURE DEVELOPMENT
- ||| FUTURE BELTLINE TRAILS



Atlanta

WESTSIDE PROVISIONS DISTRICT
EST. 2008



THROWBACK

1840s: Atlanta established in 1837 and grows rapidly from the strength of the Western and Atlanta Railway Line running along what is now the city's Westside artery.

1864 CIVIL WAR: Legendary Burning of Atlanta Railroad

1880s: Exposition Cotton Mills Built for International Cotton Expo & Trolley Service Begins.

E. Van Winkle Gin and Machine Works anchors Westside as one of Georgia's largest manufacturing centers comprised of 15 buildings and three rail lines. Productions shifts from cotton gins and cast iron to ammunition and mortars by World War II.

1900S MEATPACKING DISTRICT: The district emerges as the center of Atlanta's meatpacking industry with White Provisions Company serving as distributor for nearby Miller Union stockyards.

1940S DESIGN DISTRICT: A new era of designers, artists, ironworkers, upholsterers, and home interior specialists settle into the Westside, transitioning the area into a regional hub of design and decor.

1960s: Area Declines During Era of Suburban Expansion and Dwindling Railway Usage

1990s: Adaptive Reuse Initiatives Begin to Revitalize Westside

1998 WESTSIDE PROVISIONS: Two visionary developers establish the district as a touchstone of the growing design community.

TODAY: Atlanta's Westside Story continues as a remarkable romance between culture and commerce set against the intriguing backdrop of urban renewal.



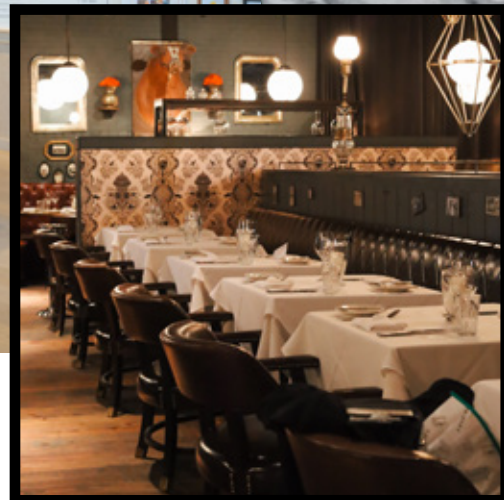


THE DISTRICT

For decades, the Westside hummed along as one of the best kept secrets in Atlanta—anchored by fabric and design warehouses as well as artisan studios, and frequented by design professionals and style-savvy buyers searching for specialty vendors. Urban revitalization initiatives brought more attention to the area, and perceptive patrons noticed. WSPD was established in direct response to this renewed attention and consumers have responded in concert.



THE DISTRICT



OVERHEARD AT WSPD

POPSUGAR.

"The Westside Provisions District is charming and loaded with cute boutiques, galleries, showrooms, aromatherapy shops, chic stores, and teeny eateries. Industrial chic and design focused, it's good for date nights or meeting up with friends. Like so many other spots in the city, it's a bit random and pops up out of nowhere. Regardless, the outdoor space is another cool part of the city that's the right kind of unexpected."

VOGUE

"Sid and Ann Mashburn are a husband-and-wife team with stores right next to each other in the Westside Provisions District that have both been instrumental in defining modern Southern style. Sid does classic tailoring (not too Italian, not too American), and everything is stylish without being fussy. He bases his clothes on his closet, not on trends. The music at the shop is always on point (Big Star, CAN, Townes Van Zandt), and the attentive, friendly staff is quick to offer you a drink—Coca-Cola, beer, or bourbon. Ann (who got her start as an assistant to Vogue's Polly Mellen) has created a chic, preppy, timeless counterpart. It's the best of everything in one place."

CONDÉ NAST Traveler

"Less than a mile away from Bar Taco is Westside Provisions District, a retail area loaded with intriguing shops, boutiques, and eateries. Just be mindful of the time—hours can disappear into thin air as you wander this charming outdoor space."

DEPARTURES

"Originally built in 1917 as Atlanta's first modern meatpacking plant (hence the pig as their logo), Westside Provisions has been developed into one of Atlanta's great hubs for fine dining, swanky shopping, and upscale living."



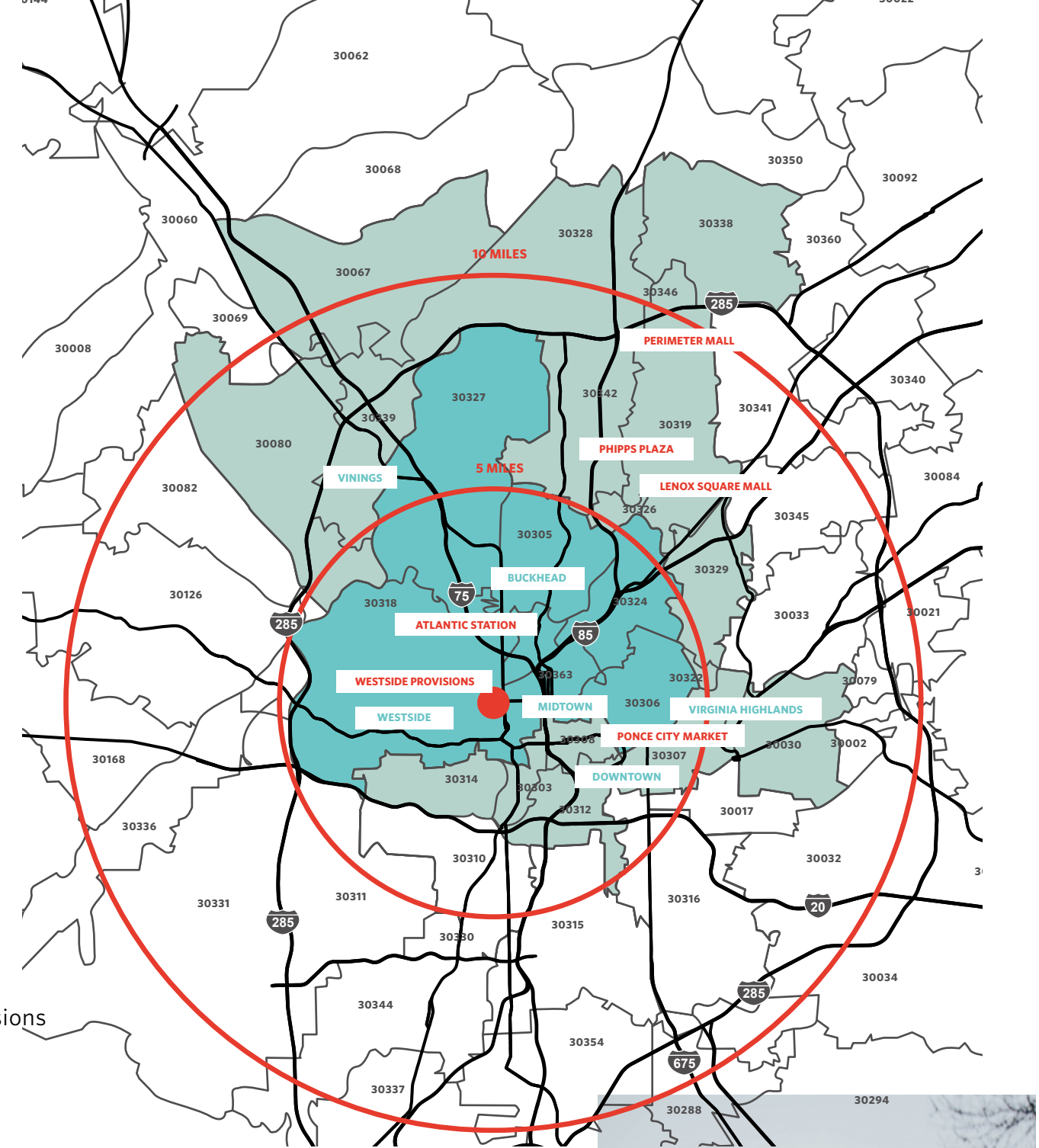


TRADE AREA DEMOGRAPHICS

With its roots as the design district of Atlanta, the Westside attracts a discerning patron who follows their sense of style and creative curiosity rather than chasing the latest trend. Westside Provision District transforms a uniquely historic environment into a reflection of the people and purpose of the area. Our visitors are friends and neighbors who've watched the area develop; they are guests and travelers who've heard about our hidden gems; they are active and health-aware, prosperous and conscientious, educated and intentional. Our carefully-selected family of tenants all maintain a commitment to mastering their craft while elevating the retail and dining profile of Atlanta.

WITHIN TRADE AREA:

- Total Population: 755,428
- Daytime Population: 1.1 million
- Average HH Income: \$106,664
- Percentage of HH Income > \$100k: 36%
- Median Age: 35
- Average Travel Time: 19 minutes to Westside Provisions
- Average Spend of Area Workers per Visit: \$226.46
- Average Ticket Sale for Shopper:
 - with HH Income > \$100k: \$413.90
 - with HH Income < \$100k: \$156.04



■ PRIMARY TRADE AREA
■ SECONDARY TRADE AREA
■ NEIGHBORHOODS
■ SHOPPING CENTERS





MEET OUR BRANDS



FORD FRY

“Everything seems to funnel into the Westside and we are so lucky to be a part of such a great neighborhood ... [it] exudes quality, whether it’s casual or elegant. The Westside is all about the repurposing of existing buildings and Michael Phillips did an excellent job of hand selecting everything... ”

MASHBURN

The Mashburn brand draws inspiration from traditions of specialty clothing stores and haberdashers with a fresh interpretation of classic standards. In locating their flagship shop at Westside Provisions District, the Mashburns recognized the opportunity to bring high-quality, authentic fashion to the Southeast while also joining the company of like-minded merchants.

DOUBLE RL

One of seven storefronts in the US, Westside’s Ralph Lauren concept is widely revered by menswear fanatics. Double RL, often styled as RRL, was born out of Ralph Lauren’s fascination with western wear. The Westside has embraced RRL’s signature apparel: leather outerwear, twill workshirts, needlecord trousers, and vintage flannels.

FORZA STORICO

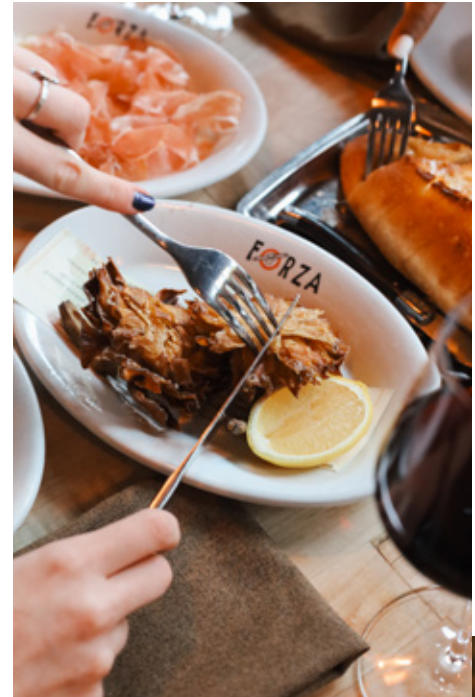
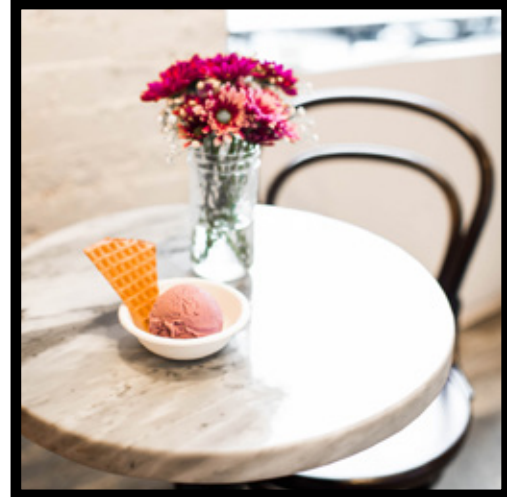
Owners Pietro Gianni and chef Michael Patrick of Forza Storico picked Westside Provisions District for their authentic Italian concept because of the long-standing food tradition that exists as a legacy in Atlanta at this property. The added experience of enjoying a patio cocktail and watching the trains pass sealed the deal. Forza’s Cacio e Pepe dish and Squash Blossoms appetizer are beloved on the Westside.



MEET OUR BRANDS

@WESTSIDEPROVISIONS
#WSPD

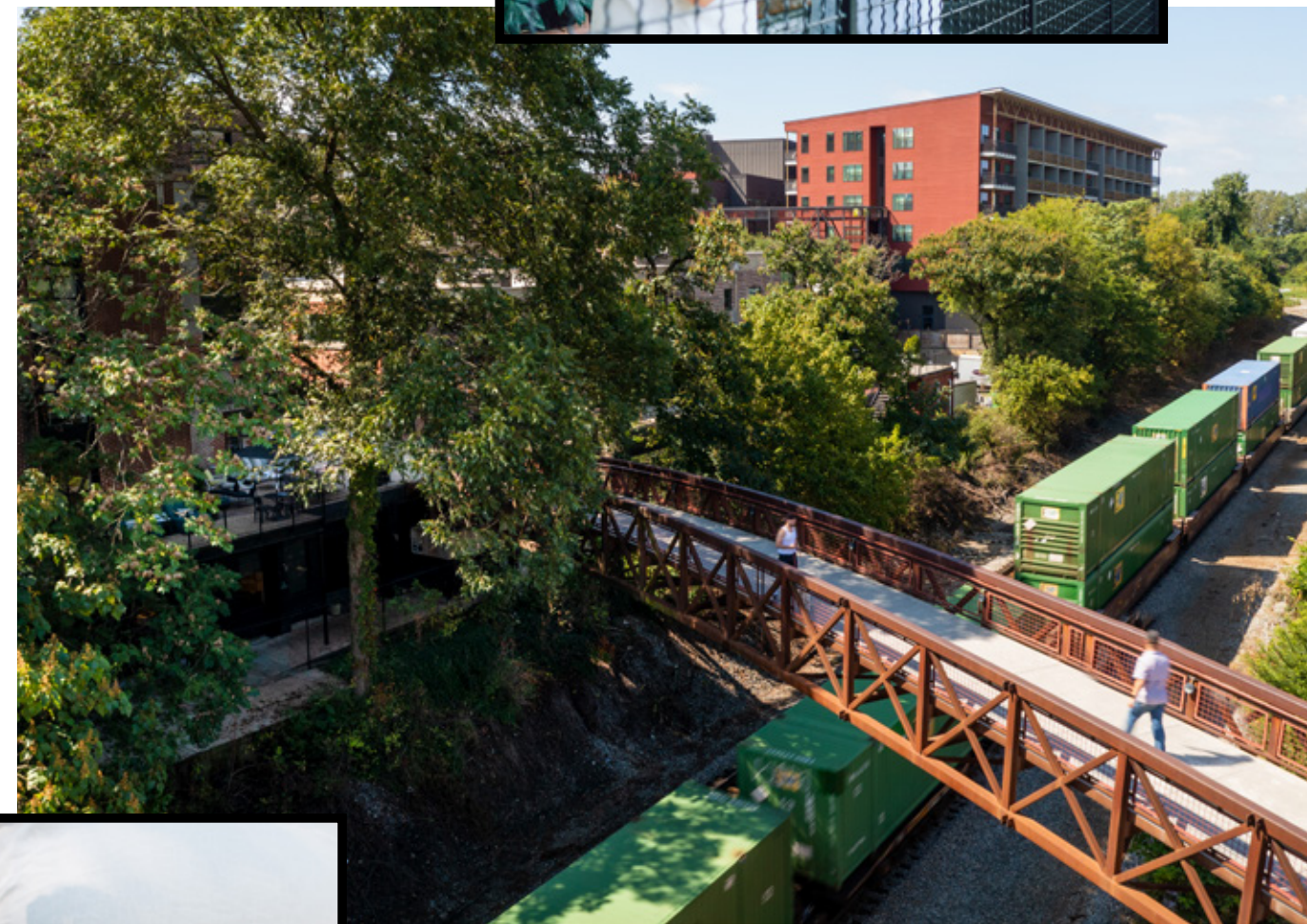
30,800+ followers on Instagram
14,000+ followers on Facebook
74% women
Average age 25-44



WORD ON THE STREET



“MY HUSBAND AND I HAVE LIVED BEHIND WESTSIDE PROVISIONS FOR SIX YEARS AND HAVE ABSOLUTELY LOVED IT. WE CONTEMPLATED MOVING, BUT ULTIMATELY CHOSE NOT TO BECAUSE NO OTHER PLACE COULD BEAT THE PROXIMITY TO SUCH AN AMAZING PLACE.”



“NOW THIS IS MY TYPE OF VIBE!”



“ALL MY FAVORITES IN ONE PLACE- MARCEL, BAR BLANC, PERRINE’S, LE JARDIN FRANÇAIS, LITTLE SPARROW.”



“MY HUSBAND AND I GOT ENGAGED HERE, RIGHT ON THE BRIDGE... AND NOW WE BRING OUR SON HERE. TWELVE YEARS LATER, AND IT STILL HOLDS THE MOST SPECIAL PLACE FOR US.”

“WESTSIDE IS THE BEST SIDE.”




TAQUERIA
del SOL



WESTSIDE PROVISIONS DISTRICT LEASING | WSPDLEASING@JAMESTOWNLP.COM

WWW.WESTSIDEPROVISIONS.COM

