

**E**

**EMPIREZEPHYR**



**ZEPHYR**

*Atlanta*

Chosewood Park  
*Community Expression / June 2021*



Troy King



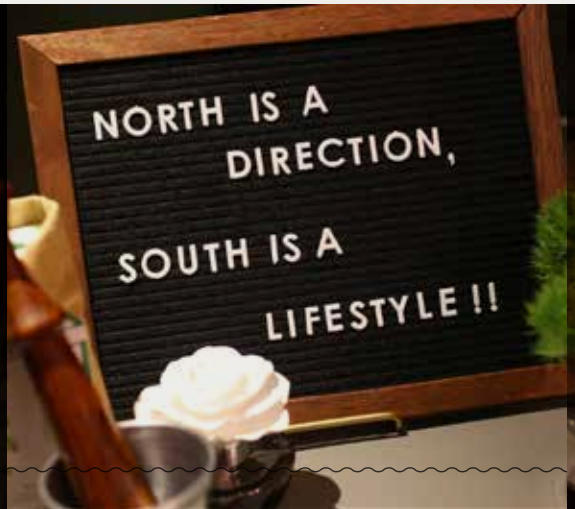


ZEPHYR

Community

## WHAT'S IN THE NAME

**Where Life is Breezy:** Defined as a soft and gentle breeze, Zephyr is home to gusts of energy and life. Each cool rush of wind will make the community's treetops dance, while a sense of newness fills the air. Here, residents will be able to carve out their little piece of tranquility as their everyday lives unfold against the backdrop of towering trees and greenery.



## ZEPHYR PERSONAS

**Young Single Professionals:**

(Ages 25-35)

Young professionals seeking a lifestyle and easy access to intown employment and entertainment cores. Use unit as crash pad and place to unwind. Often more active/out and about. Trade space and convenience (immediate access) for affordability. Likely interested in purchasing in emerging neighborhoods for future resale value. Most accepting of emerging neighborhoods, particularly males.

**Professional Couples:**

(Ages 30-40+)

Affluent dual working couples, primarily 30-40, value both work access and neighborhood quality. Value walkability, BeltLine proximity and modern units with high-quality finish-levels. A mix of those seeking housing in established, lifestyle oriented neighborhoods and those located in emerging neighborhoods. Many are putting off having children until later in life.

**Empty Nesters:**

(Ages 55+)

Mature couples, many of whom are living in single-family homes, seeking to simplify and downsize to attached/maintenance-free product. Value space, finishes and design. Over 55 years in age and earn more than 150k per year or are retired with substantial savings and equity. Emerging neighborhoods will be a turn-off for most who can afford premier locations. Seeking walking distance to restaurants and shopping.

**Mature Singles:**

(Ages 45+)

Largely mature single households with accumulated wealth looking for maintenance-free product in premier lifestyle environments such as the Beltline proximity. Prefers 2 and 3-bedroom units, ideally with a den or small second guest bedroom layout, with enough space for belongings and entertaining guests. Most will look in more established neighborhoods and walking distance to restaurants and bars.

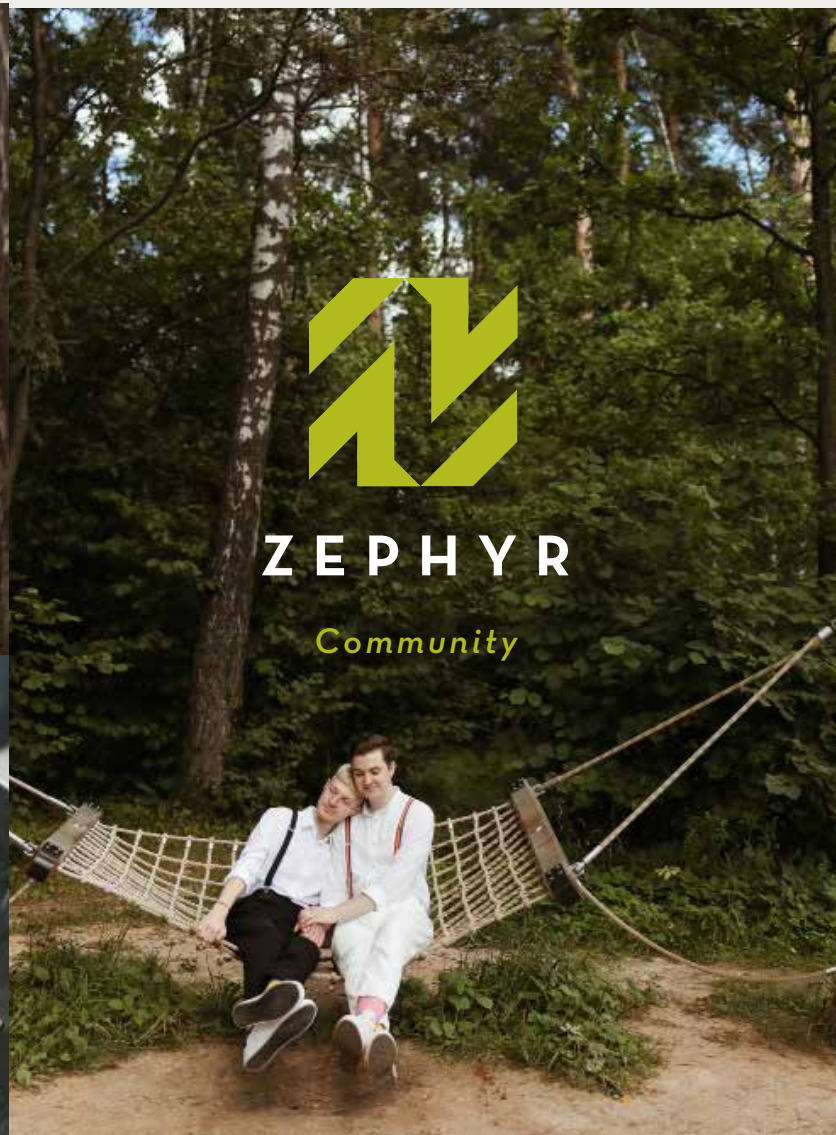
**Young Families:**

(Ages ?-35+)

Affluent young families typically with both parents working. Looking for access to the BeltLine in a low-maintenance living situation with convenient access to work and necessities. Most likely to have a single young child. Mindful of public school districts and/or proximity to private schools--low school scores with deter most.



# ZEPHYR LIFESTYLE







# COMMUNITY SITE CONCEPT

Zephyr Social Township

The Groove

HYBRID MODERN DISTRICT

MODERN DISTRICT

**The Grow:**

- Farmhouse
- Community Gardens
- Boxwoods
- Crushed Gravels
- Sunflowers
- Fruit Trees

TRADITIONAL DISTRICT

The Grove

**The Groove:**

- Modernist
- Grasses
- Rosemary
- Crushed Gravels
- Evergreens
- Bamboos & Horsetails
- Wildflowers

**The Grove:**

- Traditional
- Lush Hardwoods
- Leafy Southern Bushes
- Crushed Gravels
- Magnolias
- Ivies & Wildflowers



Boulevard Crossing Park



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Traditional

Modern



# COMMUNITY FULL SITE PLAN

Chosewood / June 2021



Traditional

Modern

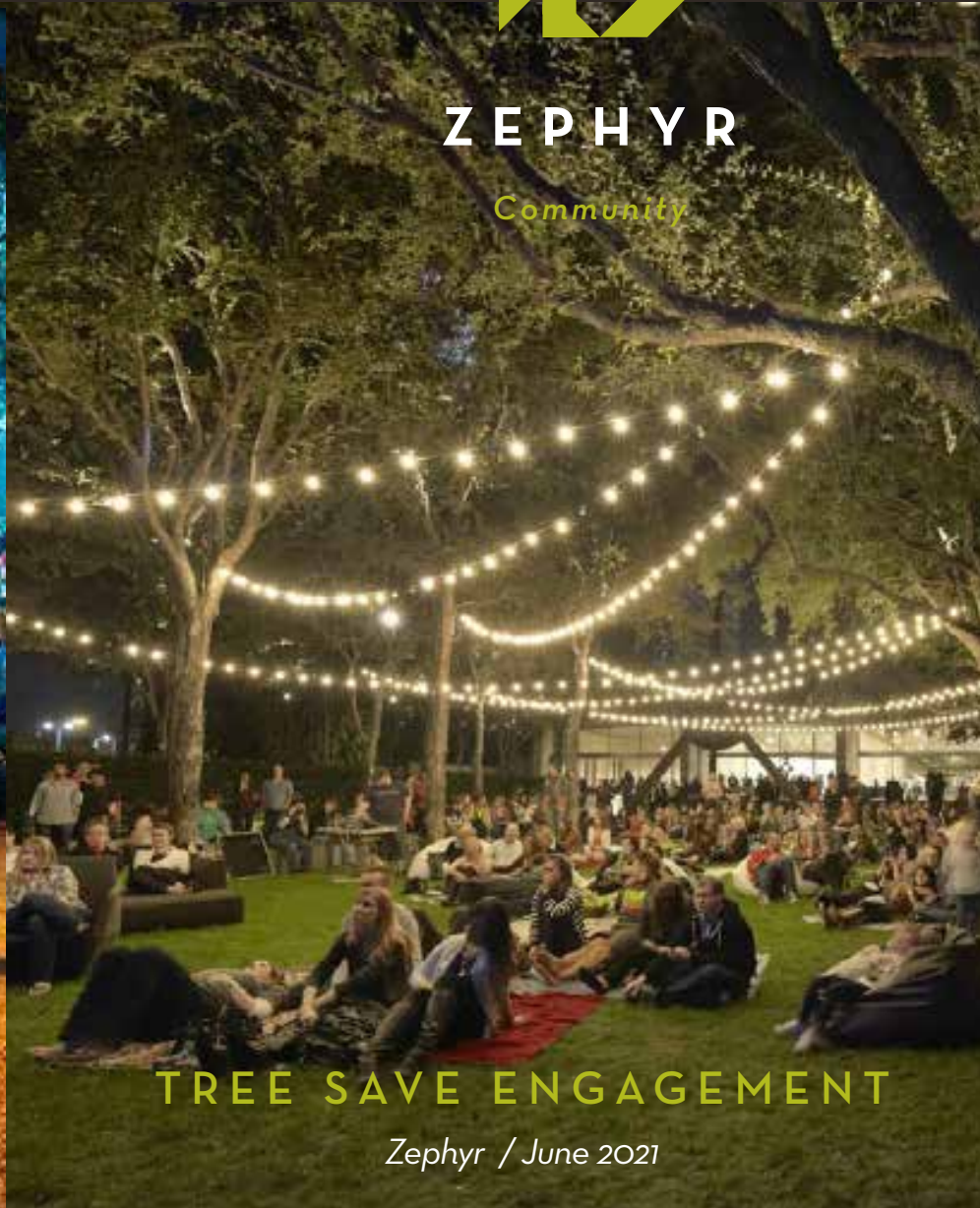






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TREE SAVE ENGAGEMENT

Zephyr / June 2021



## The Grow



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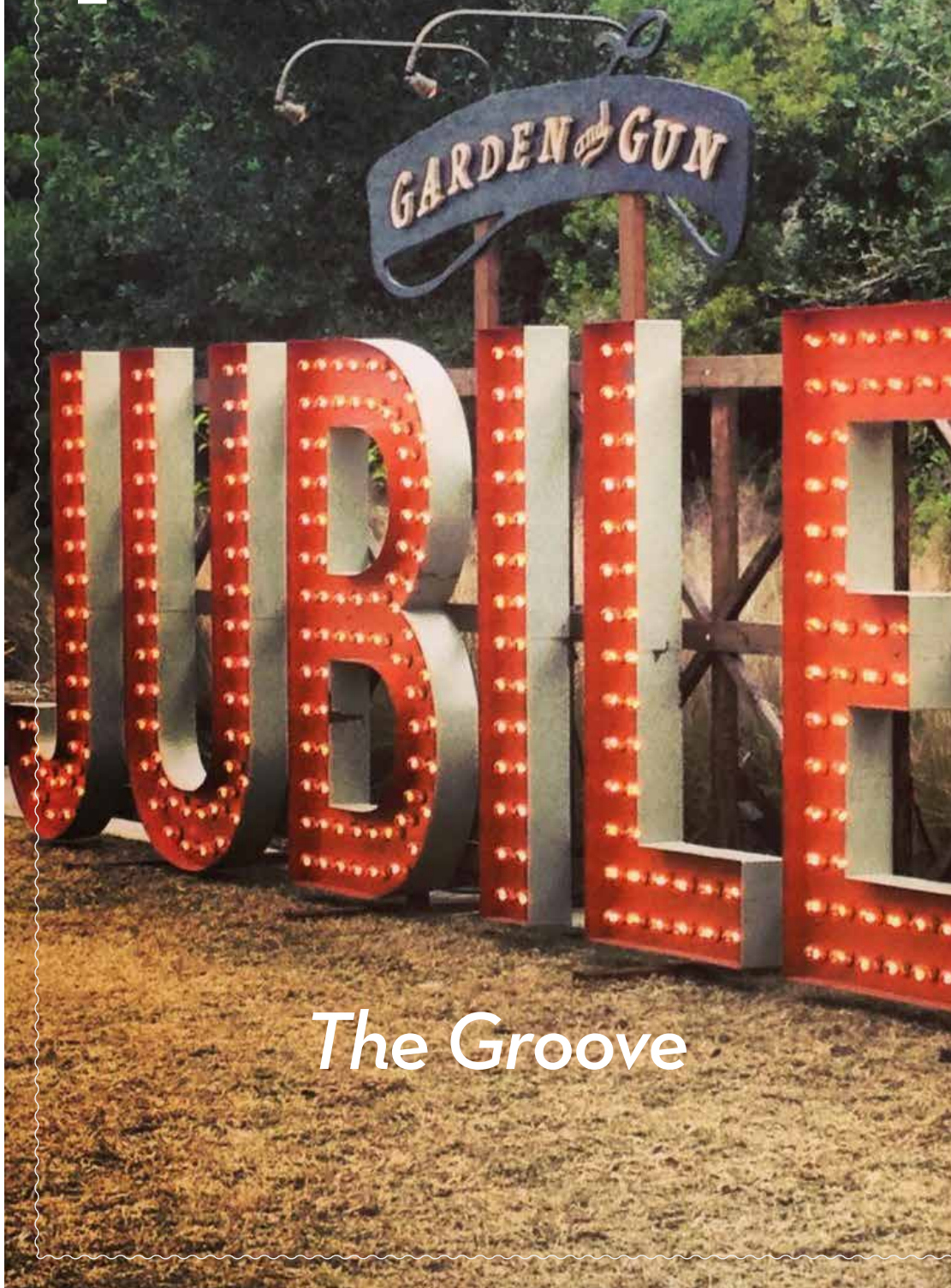
**The Place** *The community is built on the idea of a repurposed farm. With gardens, old-growth tree groves and small grassy fields surrounding a barn structure reused as the community amenity.*

**The Connection** *The community in a single word is Grow. Active living. The energy of new life and fresh produce, greenery and harvest. Communal living with cultivated nature. The new old way of living.*



## The Grove





## The Groove



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**The Place** *A series of entertainment spaces that end with a small town strip classic brick store fronts, re-used container structures and Junebe a rebuilt Airstream trailer or two. Held together with small business and local people.*

**The Connection** *The energy is created by local enterprise and neighbors for neighbors. A Zephyr Music and Arts Festival. Music and summer farmer's markets bring a new community ownership.*



## The Group









*the*  
**ZEPHYR**  
*pavilion*

**The Community Heart:** *The amenity would be hybrid of energy and serenity. One half quieter nature center and virtual officing space AND one half event, pool and music venue/bandstand. With lawns that service both to the east and to the west of the large and open-air monumental structure that could be enclosed seasonally. Meet me at the Zephyr Pavilion!*







# Pavilion Concepts



ZEPHYR  
Community



*The Group*

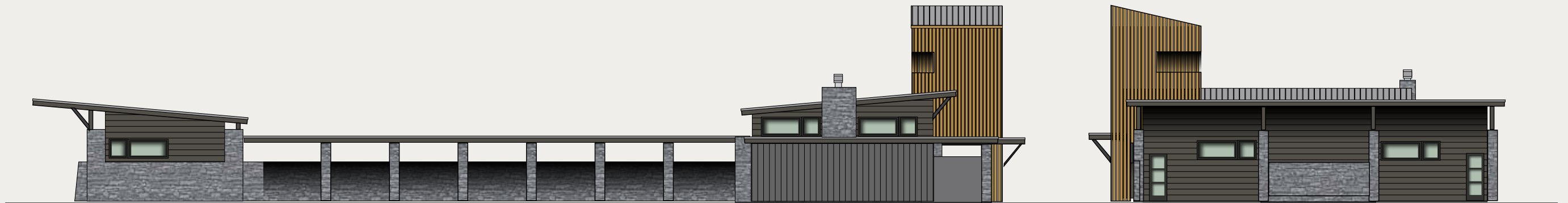
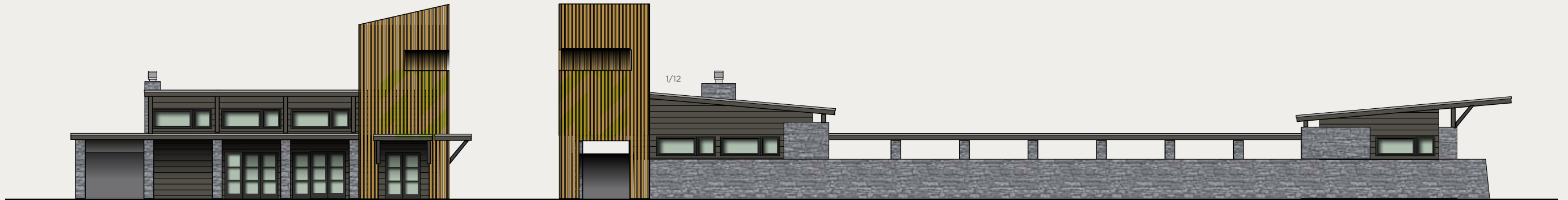




# Pavilion Concepts

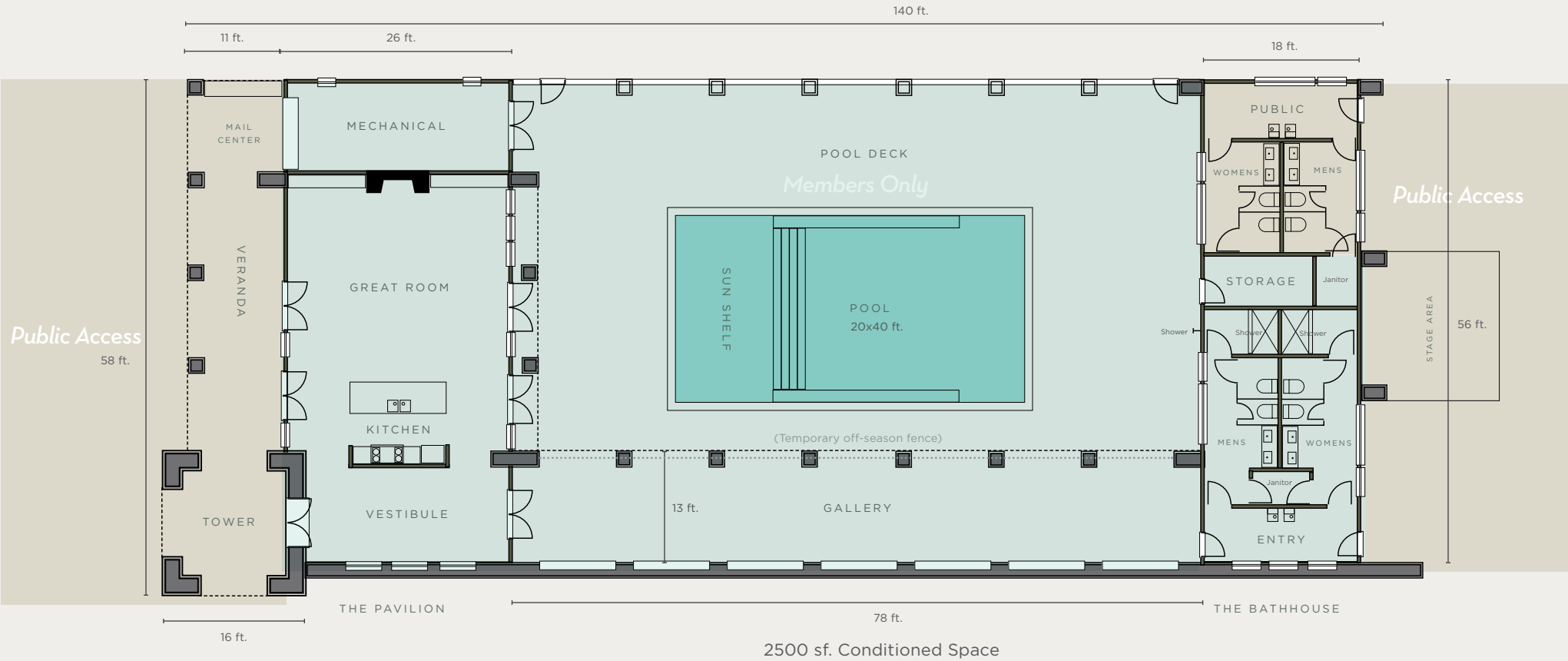


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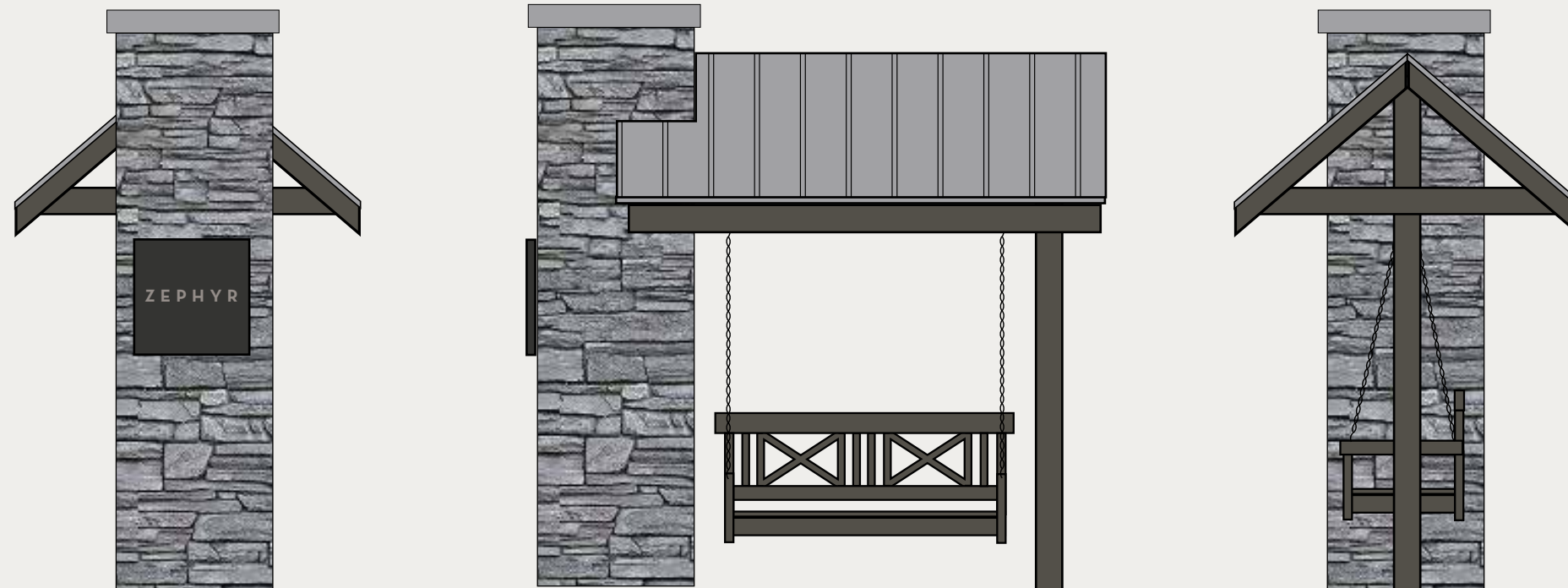


# Pavilion Concepts





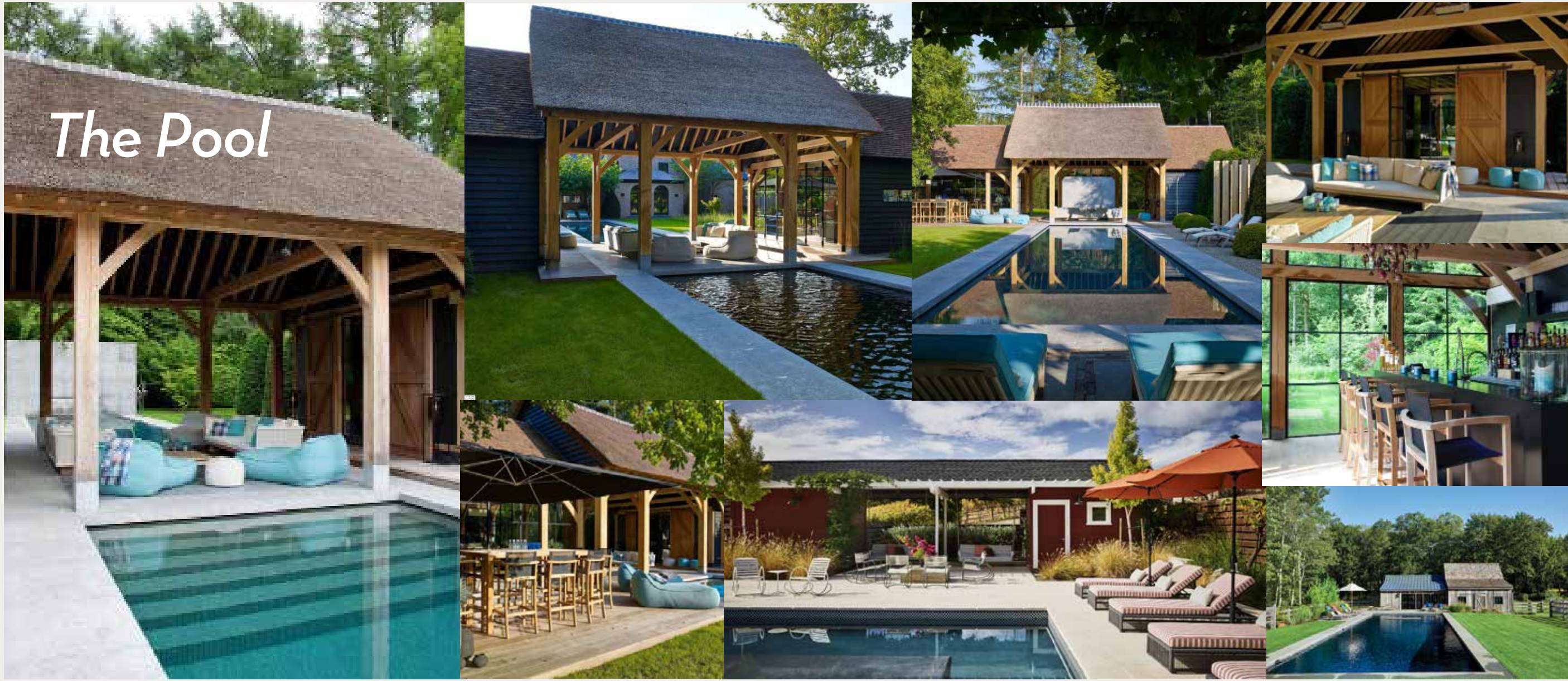
# Monument Concepts



ShareRide & Shuttle / MARTA Stand



# Community Pool





# Park Pods Concepts



*The Groove*



*The Grove*



# Other Engagement Concepts



The Groove



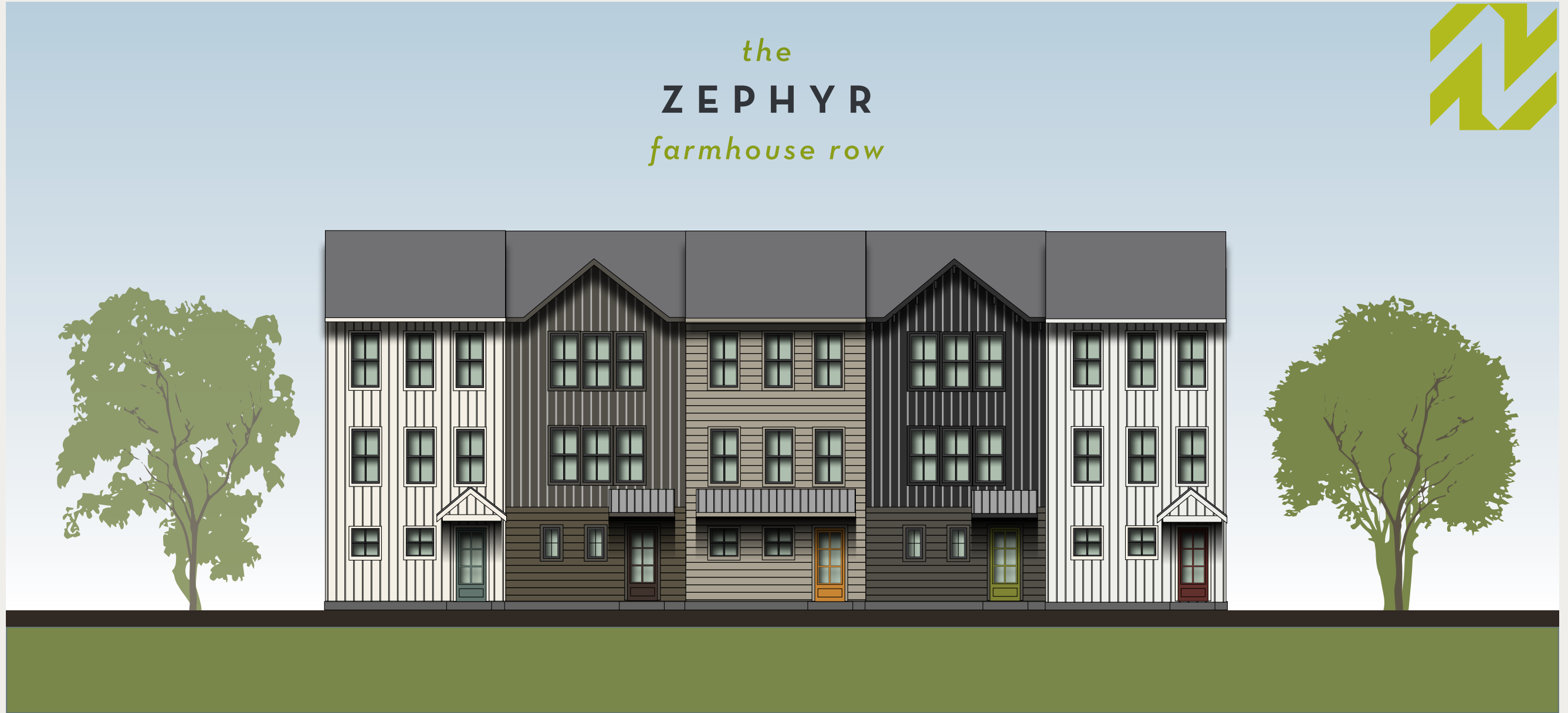
# Community Gardening Concepts

*The Grow*



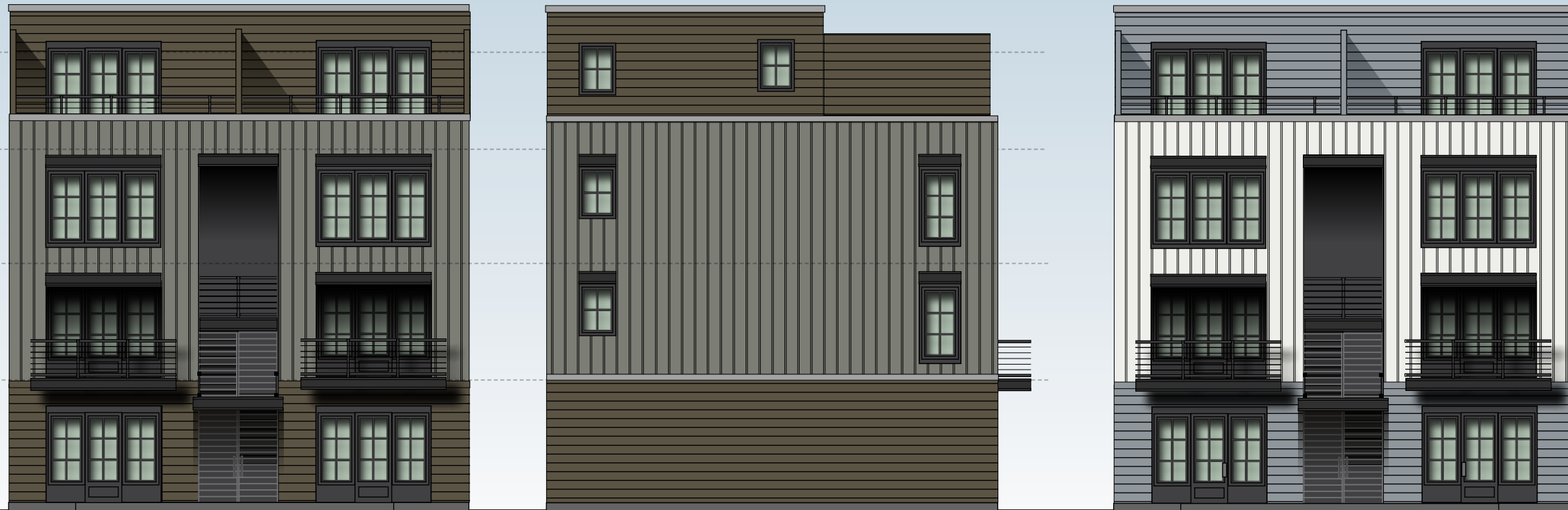


*the*  
**ZEPHYR**  
*farmhouse row*





*the*  
**ZEPHYR**  
*stacks*







ZEPHYR

*Community*

Where Life Is Breezy.

