

# RBY RETAIL

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## **PUBLIX AND WALK-ONS AT TATTERSALL PARK SET FOR OPENING**

### **Tattersall Park Reaches Important Milestone**

Birmingham, AL (November 4, 2019) – RBY retail, the exclusive development agent for Tattersall Park, confirmed the opening of the new Publix as Wednesday November 6<sup>th</sup>. The 48,387 square foot Publix Food and Pharmacy is a prototype store, the first in Alabama, that includes Green Wise organic products, Apron’s Cooking School, meals-to-go offerings, and full-service sushi.

Walk-Ons Bistreaux & Bar, another Birmingham first, is slated to open before Thanksgiving. Walk-Ons, founded by LSU basketball teammates Brandon Landry and Jack Warner, and business partner Drew Brees, is known for Louisiana cuisine prepared fresh in a from-scratch kitchen and includes seafood, traditional Cajun cuisine, pastas and burgers.

The Tattersall Park horizontal mixed-use project has been in development for 5 years and is now 60% complete. “Tattersall Park was planned for mixed-use, not exclusively for retail, as there is no market for retail only development today”, said Richard Yeilding, Principal at RBY Retail, the exclusive development agent for the project. “What most people do not realize is that Tattersall Park is not like a traditional development where a developer leases space or offers incentives, essentially buying the tenant. To open at Tattersall Park requires tremendous investment and capital because any shop or service must have the wherewithal to purchase the land and build the building with no incentives from the owner or the city. Anyone at Tattersall Park has done their homework and understands that Tattersall Park has a key position in the market for success and the community can take comfort in the fact that the space is much less likely to go dark, as many do under a lease.”

Yeilding is seeking shops and services that will not be cannibalized by online retail, one reason why the project has never been exclusively retail. Many different concepts have been introduced for the project and some have met with resistance from neighboring residents. “We respect our neighbors and we are committed to enhance the quality of life for the area, that’s why we have valued their input and have turned away many concepts for the project”.

As the list of tenants grow for Tattersall Park, according to Yeilding, Tattersall Park has seen more activity and interest because people are beginning to understand the concept and strategy. The Tattersall Park / Highway 280 / Highway 119 intersection is the only functioning 4-way intersection east of I-459 and Highway 280 for 4.5 miles thus access is convenient and more comfortable for consumers. The planned unit development features sidewalks and walking trails, in a pedestrian friendly environment. Yeilding is looking for more food /restaurants, food hall/village retail ,medical office , recreation and entertainment ,and services to fill out the remaining project.

Publix Food and Pharmacy and Walk-Ons Bistreaux & Bar joins Brookwood Baptist Medical Center, Next Level, Ardent Preschool and Daycare, Gooch Family Dentistry, APCO Credit Union, Bridgestone/Firestone, Taco Bell, F45 Training, Beaute Nail Spa/Salon, Goodwill, Blue Rain, and a National Burger/Dinner concept which is now under contract at Tattersall Park.

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**ABOUT RBY RETAIL**

RBY Retail ([www.rbyretail.com](http://www.rbyretail.com)) is a retail real estate development and retail tenant consulting firm with a focus on development, retail tenant representation, and outparcel development and consulting. RBY Retail is the exclusive development agent for Tattersall Park, a new multi-use development located in the center of growth and at one of the busiest intersections in Metro Birmingham, Alabama. RBY Retail assists retailers and restaurants with strategic planning specifically related to expansion and site selection. Our focus on and intimate knowledge of Southeastern markets will assist retailers and restaurants achieve their growth potential and fulfill their strategic plan.