

Stone Mountain

Market Demand & Feasibility Overview - Hotel

Summary of Main Findings and Next Steps

Prepared by

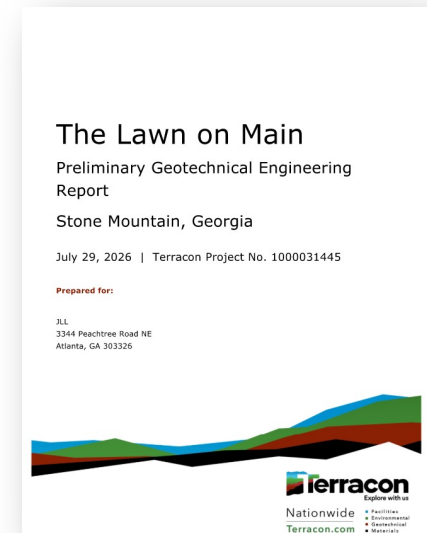


The Lawn on Main

Due Diligence Report Summary Analysis

Geotechnical Exploration

- **Conducted by:** Terracon
- **Dated:** July 29, 2026
- **Purpose:** The report was commissioned to investigate the suitability of the site for future development in three main categories:
 1. soil type
 2. groundwater table height
 3. Depth from surface to bedrock
- **Findings:**
 1. The soil type supports future development without having to extensively haul away unsuitable soils.
 2. The groundwater table is low, which means that future development won't have to bear the extra expense of dewatering. Groundwater will not interfere with construction or require expensive waterproofing strategies for below grade basement or parking structures.
 3. Solid bedrock exists at a low enough level that below grade parking, or a basement, can be accommodated in a future development without extensive/expensive blasting of rock.

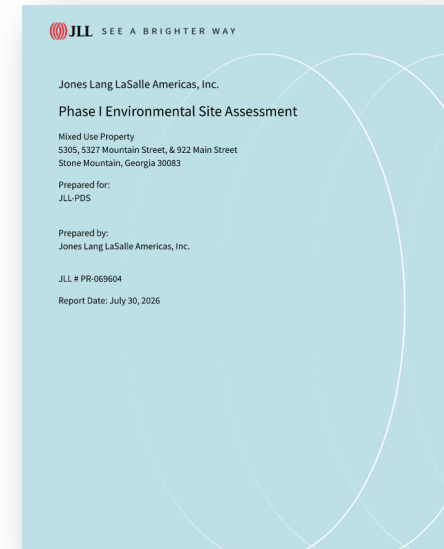


The Lawn on Main

Due Diligence Report Summary Analysis

Phase 1 Environmental Site Assessment

- **Conducted by:** JLL Value and Risk Advisory Group
- **Dated:** July 30, 2026
- **Purpose:** Phase I ESAs are commonly required by lenders or buyers in commercial real estate transactions. They are performed to identify potential environmental liabilities and to vet concerns with underlying environmental issues that might be uncovered during redevelopment.
- **Findings:**
 - The report indicates no need to commission a Phase II Environmental Site Assessment, which would be required by law if significant likelihood of environmental contamination existed. This provides future development partners more confidence around building on this site, because no issues were uncovered in the research regarding environmental contamination.
 - However, as expected based on the pre-1981 construction of the existing building on site, it is possible that lead paint and/or asbestos exists in the current structure. Given that structure is small and would be demolished for the new site plan, any hazardous materials (if present) would be dealt with during the demolition process without a significant cost premium or any impact to development viability.
 - The report calls out a possible risk for Radon, but that was expected, because it is based on the county being one in which radon is typically found at a geological level.



From Economic Catalyst to Quality of Life

A well-conceived hotel can be a powerful catalyst for community development, bringing new, exogenous spending into the local economy while supporting restaurants, retail, arts, culture, and local businesses. Beyond accommodating visitors, **hotels can become community gathering places that reinforce local identity, create opportunities for residents and entrepreneurs, strengthen the sense of place, and support amenities and experiences that enhance quality of life for residents and visitors alike.**



What We Assessed

Initial Hotel Concept

Proposed 50–75 Room Hotel — Stone Mountain, Georgia

Based on an initial review of the Stone Mountain lodging environment, Stone Mountain Park, and the broader Atlanta market, we see a credible case for further feasibility analysis of a 50–75 room full-service or upscale select-service hotel in the Town of Stone Mountain. **The opportunity is less about adding conventional hotel inventory and more about creating a differentiated property** that captures demand currently flowing either into Stone Mountain Park or outward to suburban Atlanta hotels.

Current Lodging Market

A properly positioned hotel could draw from several overlapping markets: park leisure visitors; Atlanta weekend/getaway travelers; visiting friends and relatives; weddings and social events; small corporate meetings and retreats; east-metro corporate demand; sports and youth groups; reunions; and travelers seeking access to Atlanta without staying in the urban core.

This broader demand base is important because a hotel relying predominantly on Stone Mountain Park visitation would face greater seasonality and price sensitivity.



KEY FINDING #1

Impact of Stone Mountain Park

Stone Mountain Park is simultaneously the proposed hotel's greatest demand generator and strongest competitive threat.

KEY FINDING #2

Competitive Leakage Is the Opportunity

Consumers seeking a recognized branded hotel can choose limited-service accommodations around Stone Mountain. Consumers wanting a full resort can stay at Evergreen. But there appears to be a comparatively limited product offering between those two alternatives:

a high-quality, contemporary, experiential hotel embedded in Stone Mountain Village.



Recommended Hotel Concept

The preferred concept would be an upper-midscale to upscale lifestyle/boutique hotel, potentially **soft-branded**, with approximately:

- 60–70 guestrooms, including several larger family-oriented rooms/suites;
- destination-oriented restaurant/bar of approximately 70–100 seats;
- outdoor patio/courtyard strongly connected to the Village;
- approximately 2,500–4,000 square feet of flexible meeting/social space;
- small fitness facility;
- locally influenced design tied to Stone Mountain's natural environment and Village identity;
- bicycle/hiking/outdoor recreation storage and amenities;
- strong wedding/reunion/social-event capability without attempting to become a conference hotel.



A **soft brand** is a hotel that maintains its own unique name, design, character, and local identity while affiliating with a major hotel company to gain access to its **reservation system, loyalty program, marketing reach, and operating resources**.



The Lawn on Main

Preliminary Test-Fit

The Lawn on Main — 65-Key Boutique Hotel Test Fit				
5305 & 5327 Mountain Street		Stone Mountain, GA		
Current Zoning: GS - Green Space		Setbacks: None		*Rezoning Required*
Parcel Owner: City of Stone Mountain				
KEY ASSUMPTIONS			*Edit yellow cells*	
	Assumption			
Total keys (program target)	65	keys		
F&B space	4,000	SF		
Event / meeting room	3,500	SF		
Floor - guestroom levels	11'	ft		
Floor height - ground level	17'	ft		
Grossing Factor (Hotel Rooms)	1.20x	x		
Grossing Factor (Other)	1.40x	x		
Nominal floor plate	18,000	GSF		
ROOM TYPES & SF				
	Net SF	Gross Factor	Gross SF	
King/Queen	320	1.20x	384	
King Luxury (corner)	380	1.20x	456	
King Suite	645	1.20x	774	
ADA / Accessible	330	1.20x	396	
TOTAL	1,675		2,010	
GUESTROOM GROSS SF				
	Ratio	Gross SF	Keys	Gross SF
King/Queen	70%	384	47	18,048
King Luxury (corner)	9%	456	6	2,736
King Suite	12%	774	8	6,192
ADA / Accessible	6%	396	4	1,584
TOTAL	97%	2,010	65	28,560

BUILDING PROGRAM GROSS SF		
	NSF/USF	GSF
Guestrooms (65 keys)	23,800	28,560
F&B space	3,800	5,320
Kitchen	2,500	3,000
Event / meeting room	3,500	4,900
Lobby	2,500	3,000
Public Restrooms	500	500
Admin Offices	1,200	1,680
Back-of-house	4,000	5,600
Gym	800	1,120
Total Building Gross SF	42,600	53,680
LEVELS NEEDED		
Guestroom gross SF	28,560	
Nominal floor plate (GSF/level)	18,000	
Guestroom levels needed	2	
Plus: ground amenity floor	1	
Total Building Levels	3	

TEST FIT RESULT	
Total Building Gross SF	53,680 GSF
Total Building Levels	3
Building Height	43'
Floor plate	17,893 GSF
Building Massing	
Height	
Lobby Floor-to-Floor Height	17'
Guest Rooms Floor-to-Floor Height	11'
Parapet + Roof Overbuild	5'
Floors	3
Building Height	43'
Plan Dimensions	
Width	64'
Length	280'
Area	17,893 GSF



Next Steps

Finalize Site Massing of proposed hotel

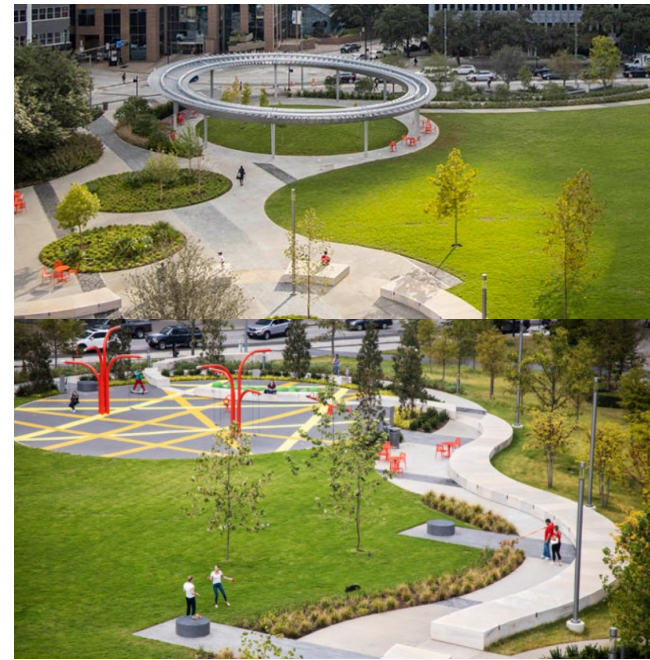
We will move to further demonstrate the scale and location of the proposed hotel, and corresponding amenities.

Preliminary Recommendation for The Lawn

We would advance the concept of a Stone Mountain Community & Festival Lawn to a formal feasibility phase.

Pacific Plaza, Dallas, TX

An empty industrial lot turns into a 3.74-acre green space, a result of a partnership between the City of Dallas and Parks for Downtown. More than one acre of the park is dedicated for soccer games, community concerts, among other activities. A paved path surrounds the space offering ample room for walkers, bikers, and bikers.



The Lawn on D, Boston, MA

A Seaport District lawn near the convention center and hotel row, built around oversized lawn games, a light-up swing installation, and rotating food trucks. Good template if programming should skew toward evening/event-goer traffic rather than families.



Levy Park, Houston, TX

A 2017, \$15M public-private renovation in Houston's Upper Kirby district: a central event lawn for concerts and movie nights, a splash pad and treehouse playground, two dog parks, and a putting green. Best comp if the goal is year-round draw beyond hotel-hosted events.



Thank you!

