

WHAT'S YOUR SECRET SAUCE?

Every successful destination has a Secret Sauce - that perfect mix of design, programming, and service that transforms a property into the place people choose for connection, culture, and daily life.

Though no two lifestyle destinations are alike, the best share the same goal: a 24/7, 365 community that attracts visitors like a magnet and delivers ROI for owners, investors, and the local economy. From The Battery Atlanta, where smart placemaking helped make the Braves one of MLB's wealthiest ownership groups, to Avalon, a nationally awarded mixed-use destination, these projects prove that when the right ingredients come together, value follows.



Become the Community Magnet

The most profitable destinations go beyond brick and mortar to deliver unforgettable experiences. They become the "go-to" gathering place by offering year-round programming, from live concerts and cultural events to fundraisers and family activities. When your property becomes the cultural heartbeat of a community, people choose to spend more time (and money) there.



Promote Walkability and Healthy Lifestyles

Designing for movement and connection is essential. Integrating trails, green spaces, and outdoor gathering places creates vibrant, active environments where residents, employees, and visitors feel at home. Walkability not only increases dwell time but also ensures connectivity across every part of your development.



Provide Exceptional Service to Differentiate Your Brand

In today's experience-driven economy, service is a true differentiator. Amenities such as high-speed connectivity, valet parking, digital ordering and pick-up, and loyalty programs enhance the guest experience, fostering brand loyalty and enhancing tenant satisfaction. Great service that anticipates needs unlocks repeat visits and lasting relationships.



Be Family-Friendly

The strongest destinations are designed for all generations. Programming and amenities that welcome children, teens, and families, like childcare and playgrounds and family-friendly events, ensure your property is always relevant and inclusive, extending its appeal and long-term value.



LISTEN:

Check out exciting conversations about sports-anchored mixed-use success: Atlanta Braves' Strategic Move; The Design, Development, and Community Impact





Embrace Sustainability

Sustainable design is no longer optional and it clearly is a value driver. Green infrastructure reduces operating costs, boosts property values, and unlocks tax incentives. More importantly, it signals to investors, tenants, and the local community that your development is built to last.



Unlocking Value

Projects that incorporate these five fundamentals outperform their peers. By creating places people love and communities that inspire belonging and connection, you unlock hidden value that transforms a project into a legacy.

This is more than design. It's a business strategy.

This is design that unlocks value.

Learn more at [NELSON.com](https://www.nelson.com).

Listen to Unlocking Value's "Designing Districts People Never Want To Leave" episode with Mark Toro.

