



Project Finalist

## Parsons Alley

Designed as a re-birth of Duluth's historic downtown, Parsons Alley pays homage to Duluth's local flare by incorporating new construction with preservation and adaptive reuse. With over 30,000 square feet of carefully selected shops and restaurants, the project anchors Duluth's new Village Green, a plaza that gathers the local community through festivals, concerts, and public art.

Parsons Alley helps complete downtown Duluth as a great, walkable community and represents the next generation of Atlanta's walkable town centers. The development was the result of a public and private collaboration that embraces the history of the city and counterbalances with future economic and demographic trends. It is a destination that reflects local heritage and Duluth's future.

ULI Awards for Excellence

2017

### Development Team & Partners

City of Duluth  
Fabric Developers  
Kronberg Wall Architects/Planners  
Vantage Realty Partners

Bellfounder Consulting  
TSW  
Lusk & Co