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Birmingham's Historic Pizitz Building to House Food Hall
Construction Well Underway on the Re-creation of the Downtown Landmark

BIRMINGHAM, Ala., Jan. 19, 2016 — Bayer Properties announced today that the historic Pizitz building will house a food hall on the ground floor. The Pizitz Food Hall will offer a curated collection of local and regional flavors. The re-imagining and \$66 million renovation of the circa 1923 department store building began in 2015. When complete, the iconic landmark in the heart of downtown Birmingham will include 143 rental apartments, 11,000 square feet of modern temporary office space, The Pizitz Food Hall, and an entertainment component in the basement.

"This architectural gem means so much to the history of Birmingham, and we are delighted to be part of the resurgence of downtown by repurposing this historic building," said Jeffrey Bayer, President and CEO of Bayer Properties. "Our goal is to create an environment that is a vibrant gathering spot for residents and visitors of Birmingham. The Food Hall is a tremendous complement to the office space and apartment homes that are part of the new vision, and help fulfill our commitment to creating an urban village atmosphere."

The Pizitz Food Hall will feature innovative food and beverage options designed to showcase growing culinary trends. Additionally, plans are for two full-service restaurants, an outdoor seating and entertainment area and an interior bar. Most significantly, the Food Hall will also serve as an incubator for Birmingham's up and coming chefs. One of the stalls will rotate quarterly to feature a new and different chef. "We have engaged local food bloggers from *What to Eat in Birmingham* to help identify unique restaurant concepts and best-in-class food entrepreneurs. The Food Hall is a wonderful way to support Birmingham's talented chefs and create a fun and interactive atmosphere in the heart of downtown," said David Silverstein, Principal of Bayer Properties.

Rule Joy Trammel + Rubio has been hired as the architect for the Food Hall, whose experience includes Krog Street Market in Atlanta, which is best known for its communal feel and free-flowing layout.

The Pizitz Food Hall will open concurrently with residential in Fall 2016. For more information visit bayerproperties.com/property/thepizitz.

About Bayer Properties

Birmingham, Alabama-based Bayer Properties LLC specializes in developing, leasing, managing and marketing mixed-use real estate properties nationwide. Bayer Properties currently owns and/or operates retail and office properties totaling approximately 10 million square feet, such as The Summit in Birmingham, AL, Mount Pleasant Towne Centre in Mount Pleasant, SC, and The Summit in Reno, NV. New developments include The Pizitz Building urban revitalization project in Birmingham, AL., and The Summit at Fritz Farm, a mixed-use project in Lexington, KY. For more information, visit bayerproperties.com.

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