



Game plan

Big League Broadcasting partners with CBS Atlanta, looks for what's next. STRATEGIES 35A-46A

ATLANTA BUSINESS CHRONICLE

Up and Comers

40 under 40 rising stars like Celena Evans. SPECIAL SECTION SECTION B



November 13-19, 2009

www.atlantabusinesschronicle.com

60 Pages • \$2.00

Page 14A • November 13-19, 2009

www.atlantabusinesschronicle.com

ATLANTA BUSINESS CHRONICLE

Westin downtown begins yearlong reskinning

New windows are finally going into **The Westin Peachtree Plaza** downtown.

The first windows started being replaced in the Sun Dial restaurant, 73 stories up, the last week in October, said Ed Walls, general manager at the 1,068-room Westin Peachtree Plaza.

All of the Westin's windows — 6,350 — are being replaced after many were shattered by a tornado that tore through downtown in March 2008.

But all needed to be replaced due to changes in building codes and not being able to replicate the 33-year-old original windows.

The window replacement should be done a year from now, Walls said.

"The Sun Dial is the first part of the project," he said. "There are three levels of the Sun Dial and then the super-suites on the 70th floor."

A typical floor has 20 guest rooms, with four windows per room, "and we have 56 floors of guest rooms," Walls said. The hotel's atrium ceiling is also all-glass, and there are 700 windows there, he said.

Global construction firm **Skanska USA Building Inc.** is working on the \$22 million project, the largest exterior renovation of a hotel.

"We've built in some rain days, but they are on schedule," he said. "Some work can be done inside when it is rainy and windy."

MORE AIRPORT LUXE. Two new retail stores are opening at **Hartsfield-Jackson Atlanta International Airport** Nov. 17.

Kiehl's Since 1851 and **The Beauty Lounge** plan to open on Concourse B.

The stores, which share space but have two separate entrances, are being opened by Parbel, the Miami-based luxury products branch of L'Oreal for the travel retail business, in partnership with Bethesda, Md.-based **HMSHost Corp.**

The Atlanta location is the second in the U.S. market for **The Beauty Lounge**, said Joan Ryzner, senior vice president of HMSHost Retail.

"The Atlanta airport is a natural fit for a luxury cosmetics

store because passenger demographics show the Atlanta traveler has an average income of approximately \$90,000," she said. "With both international and domestic travelers passing the storefronts, we believe Kiehl's and The Beauty Lounge will perform strongly because they are brand names with tremendous customer loyalty."

HMSHost was one of several airport-based retail providers to win a bid to add new stores to Atlanta's airport.

HMSHost has already opened a Sean Jean clothing store, Simply Books/Brioche Dorée Café and others, Ryzner said. Talie, a silver jewelry and accessories store, Z Market on the T Concourse, and Bijoux Terner in the Atrium will open before the end of 2009, she said.



RESTAURANTS & HOSPITALITY

Lisa R. Schoolcraft



Ryzner
HMSHost Corp.



Plane fare: The 57th Fighter Group Restaurant recently reopened at DeKalb Peachtree Airport.

FLYING HIGH. Lunch and dinner are again being served among the aircraft at DeKalb Peachtree Airport.

The **57th Fighter Group Restaurant**, first opened in 1985, recently reopened after more than \$1 million in renovations.

Pat Epps, president and owner of **Epps Aviation LLC**, bought the restaurant in April 2007 from **Specialty Restaurants Corp.** and David Tallichet, who had owned the 1940s-themed French farmhouse restaurant, said Elaine Persons, marketing director of Epps Aviation.

"It had been in the aviation community for a long time and the community enjoyed it," she said. "People can go there and eat and watch airplanes take off and land."

Her father bought the restaurant because "he loves flying and wants to share aviation with everyone," Persons said. But the restaurant, at 3829 Clairmont Road, required much-needed repairs and upgrades to furnishings, kitchen equipment, dining areas, the lounge, restrooms, electrical, HVAC and exterior areas of the restaurant, she said.

The restaurant is owned and operated by Epps 57th Restaurant LLC; its general manager is Tricia Clancy.

BITS & BITES. **Twisted Taco** is going into the old Emory University bookstore site on Oxford Road.

The 5,000-square-foot restaurant is expected to open in spring 2010, said Jimmy Davis, an associate with **Colliers Spectrum Cauble Realty LLC**, who represented Twisted Taco.

The Emory location will be the sixth spot for Twisted Taco.

Sage Woodfire Tavern is opening its second location at the former Houlihan's space in Park Place in Central Perimeter.

The 8,000-square-foot restaurant, which has its original location in Alpharetta, plans to open in the first quarter of 2010 at 4505 Ashford-Dunwoody Road, said Jackie Wammock, vice president of **Coro Realty Advisors LLC**, who represented the building owner.

Irving Jacobson, vice president and associate broker with **The Shumacher Group Inc.**, represented Sage.

If you have news for Restaurants & Hospitality, contact Lisa R. Schoolcraft at (404) 249-8006; fax, (404) 249-1058; or at lschoolcraft@bizjournals.com.