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## Trilith LIVE aims to bring 'world-class' entertainment to Fayetteville

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Nelson Worldwide

Trilith LIVE will include an 1,800-seat auditorium, two live audience television stages and a luxury cinema.

An entertainment complex will rise at the mixed-use village next to Trilith Studios, with the goal of bringing more concerts, festivals and live audience tapings to Fayetteville.

Called Trilith LIVE, the development will span 7 acres at the Town at Trilith, where 1,000 people now live. It sits next to one of the country's largest production complexes that has filmed movies such as "Spider-Man: No Way Home" and "Avengers: End Game."

The project aims to bring more visitors to the creative mini city in Fayetteville, which has transformed from wheat fields into a roughly billion-dollar development in less than a decade, said Frank Patterson, president and CEO of Trilith Studios. It's set to grow even larger, with a more than 200-acre expansion in the works.

Trilith LIVE will include an 1,800-seat auditorium, two live audience television stages and a luxury cinema. The project will have a large indoor atrium and an outdoor plaza that will function as a civic gathering space. It will also offer 120,000 square feet of creative office space, a food court and retail shops.

Site work has begun at Trilith LIVE. It's expected to be complete in 2025.

### **Boosting the visitor appeal of Trilith**

The entertainment complex aims to bring a "world-class experience" for both performers and guests, said Rob Parker, president of Trilith Development LLC. "You are not just part of a laugh track. You are part of the whole experience."

The hope is to elevate the presence of Trilith, which is about 25 miles from downtown Atlanta, he said.

"This whole thing is a secret to Atlanta and the country even as much as we've talked about it," Parker said. He said when he conducts tours, he often hears people say, "I had no idea this was here."

Trilith LIVE was inspired by L.A. Live, an entertainment complex in Los Angeles, as well as The Battery Atlanta, the mixed-use project surrounding the Atlanta Braves' stadium in Cobb County, he said.

Parker sees it as attracting events with a similar vibe to music series Austin City Limits, festival South by Southwest or the Sundance Film Festival.

The entertainment complex will be the latest addition to the Town at Trilith, a 235-acre new urbanism project that welcomed its first homeowners in 2017. Today, it has about 300 European-inspired homes, apartments, pocket parks, restaurants, shops and a Piedmont Wellness Center. A hotel is also under construction called Portal Guesthouse. In addition, Town at Trilith has one public-facing sound stage, which sits outside the gates of Trilith Studios, where “Family Feud” and “Judge Steve Harvey” are filmed.

It's not the only community growing by a film studio. Tyler Perry is planning an entertainment and retail district by his namesake film production campus at Fort McPherson. Perry plans to build a 3,000-seat arena similar to the Cobb Energy Performing Arts Center.

A mixed-use project is also planned for Assembly Atlanta, where 19 sound stages are now rising in Doraville. Its next phase will add housing, shops, restaurants and a hotel as part of the redevelopment of the former General Motors factory.

**Amy Wenk**

Staff Reporter - *Atlanta Business Chronicle*

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