

From the Atlanta Business Chronicle:

<https://www.bizjournals.com/atlanta/news/2023/02/14/halidom-food-hall-east-atlanta-moreland.html>

Atlanta's food hall craze continues with planned Moreland Avenue project

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A rendering of the planned Halidom Food Hall on Moreland Avenue in East Atlanta.

Colicchio Consulting, Elmer Design, IST Management Services,
City of Atlanta

Developers are planning a new food hall in Atlanta as commercial growth continues to spread south along Moreland Avenue.

Halidom Eatery is scheduled to open on the first floor of outsourcing consultancy IST Management Services Inc.'s new international headquarters by the end of 2023, a representative for the project told Atlanta Business Chronicle. The food hall and headquarters are part of a larger mixed-use project called Halidom.

IST CEO and President Hal Blackman and Vice President of Marketing and Real Estate Brad Burgess are developing Halidom. Burgess did not respond to an email seeking comment.

Halidom Eatery will take up about 13,000 square feet with 11 food stalls, a bar and a private events space, the spokesperson said. Philadelphia-based Eimer Design is the architect for the food hall and is outfitting it with a "South Beach art deco" motif. Atlanta-based Terra Alma Real Estate Group is set to begin leasing for the food hall this spring.

The word "halidom" is 12th-century Middle English and translates to "sanctuary."

The developers are combining two existing retail spaces to create the food hall, according to building permits submitted to the City of Atlanta. Construction is estimated to cost \$5.2 million.

Plans for the broader Halidom development include the food hall, 32,000 square feet of commercial space, a 6,500-square-foot retail building, an 89-unit luxury apartment building and a 2-acre park. Halidom abuts the bank of Intrenchment Creek.

The food hall format is popular among the Atlanta development community. The trend kicked off with the opening of Krog Street Market in 2014, and Ponce City Market's Central Food Hall followed in 2015. Now, there are numerous food halls open or planned around the city and at major, mixed-use developments in the suburbs.



Halidom is less than 2 miles south of East Atlanta Village, which is home to a food hall called Southern Feed Store. The development is in a part of Atlanta that is drawing increased attention from developers.

About a quarter-mile away from Halidom, Empire Communities is in the process of redeveloping a 32-acre shopping center into hundreds of apartments and townhomes.



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