



LANDLORD CONCEPT & LEASING PROPOSAL

A COMPLETE HOSPITALITY ANCHOR FOR EAST END MARKET.

A mid-upscale global-fusion restaurant, signature bar lounge and rooftop experience designed specifically for 2020 Progress Court.

Prepared for **Atlas Stark Holdings, LLC**
Presented by the **Fusion @ East End Ownership Group**

RESTAURANT-LED

A serious, cohesive food identity across Mediterranean, Afro-fusion, Latino and European influences.

BEVERAGE-FORWARD

Refined alcoholic and zero-proof cocktails integrated with food and service.

ROOFTOP-DIFFERENTIATED

Brunch, sunset service and controlled social energy without nightclub positioning.

The concept is designed to strengthen the destination—not simply occupy the space.

Fusion @ East End combines a credible culinary platform, a signature beverage program, polished hospitality and a measured rooftop experience into one coordinated tenancy.

DAILY RELEVANCE Brunch, lunch, dinner, cocktails and social dining support repeat frequency.	DISTINCTIVE IDENTITY A broad global-flavor proposition creates another reason to choose East End.	COMPLEMENTARY DEMAND The concept adds occasions without copying a single-cuisine restaurant, taproom or coffee-led use.
PROFESSIONAL GATHERINGS Client dinners, team occasions and group reservations expand weekday utility.	WEEKEND MOMENTUM Signature brunch, celebrations and rooftop service create all-day activation.	DISCIPLINED OPERATION Reservations, pacing, sound, capacity, security and sanitation are treated as management systems.

THE RESULT: A RECOGNIZABLE TENANT THAT CONTRIBUTES IDENTITY, ENERGY, DWELL TIME AND LONG-TERM RELEVANCE.

Global flavor. Elevated ease. Responsible social hospitality.

Fusion begins as a credible daytime dining destination and transitions into a sophisticated restaurant-and-lounge experience at night—without becoming a nightclub.

FUSION IS A full-service restaurant and lounge with food credibility; a chef-driven global menu; a multi-daypart venue; a rooftop social destination with controlled music; and a polished alternative to formal fine dining.			FUSION IS NOT A stand-alone late-night bar; a single-cuisine restaurant; four unrelated menus; a high-friction party environment; a cover-charge-led venue; or a sushi-led Japanese-Mexican concept.		
POSITIONING Mid-upscale restaurant + lounge		FOOTPRINT Approximately 3,600–4,200 SF		EXTERIOR Outdoor / rooftop component	
ATMOSPHERE Business-casual / upscale		FOOD Mediterranean + Afro + Latino + European fusion		OPERATING INTENT Seven-day, day-to-night activation	

Four regional influences. One cohesive modern menu.

The menu is unified by Fusion's flavor, presentation and hospitality standards. Regional influences are woven together selectively—not presented as four separate restaurants.

MEDITERRANEAN FUSION

Bright herbs, grilled items, olive oil, citrus, spice and mezze-inspired formats. Strong vegetable and seafood opportunities with highly cross-utilized components.

LATINO FUSION

Citrus, chiles, herbs, grilled and slow-cooked proteins, vibrant sauces and social formats with strong cocktail and brunch compatibility.

AFRO-FUSION

West African and broader African inspiration expressed through spice, marinades, grains, sauces and grilled proteins—bold signatures without becoming a single-region concept.

EUROPEAN FUSION

Refined techniques, sauces, roasting, braising, charcuterie and cheese influences that add dinner credibility without formal fine-dining friction.

MENU PRINCIPLE

Recognizable formats · tight SKU discipline · cross-utilized ingredients · efficient prep · brunch, dinner and late-menu compatibility

A refined cocktail program with equal respect for zero-proof hospitality.

The bar supports the culinary identity rather than operating as a separate business inside the room. Drinks are designed around global flavor, technical consistency and multiple guest occasions.



ALCOHOLIC

Signature cocktails, premium spirits, wine and celebration service aligned with the global menu.

ZERO-PROOF

A serious non-alcoholic program for lunch, wellness guests, business occasions and responsible socializing.

OPERATING DISCIPLINE

Standardized recipes, measured pours, responsible service, inventory controls and cross-utilized ingredients.

Five brand pillars translate the concept into operating behavior.

GLOBAL FLAVOR

Recognizable dishes shaped by Mediterranean, African, Latino and European flavors, techniques and presentation.

DAY-TO-NIGHT

Lighting, menu format, staffing, music and service style evolve by clock instead of remaining static.

ROOFTOP ENERGY

Sunset cocktails, brunch, DJs, celebrations and social occasions supported by weather, capacity, sound and service-flow planning.

RESPONSIBLE SOCIAL HOSPITALITY

Energy without nightclub friction, supported by pacing, verification, incident controls and manager oversight.

ELEVATED EASE

Reservations, polished service and a business-casual tone that feels attentive rather than exclusionary.

INCLUSIVE RELEVANCE

A globally connected experience designed for residents, professionals, destination diners and weekend visitors.



One address. Two productive levels. Multiple reasons to return.

The approximately 3,795 SF offering combines a productive main-level restaurant with a differentiated rooftop social layer.



2,215 SF MAIN LEVEL

Signature bar, dining and lounge seating, compact performance area, commercial kitchen and guest amenities.

1,580 SF ROOFTOP

Outdoor bar service, sunset seating, weekend brunch, landscaping and controlled music programming.

ONE OPERATING SYSTEM

Food, beverage, reservations, circulation, service and the rooftop guest journey are managed as one venue.

Fusion adds occasions to East End rather than replacing them.

The objective is incremental visitation and longer district dwell time—serving guests before, between or after other East End activities while attracting destination traffic of its own.

EAST END BISTROT

Fusion offers broader global flavor, shareables, brunch, cocktails and rooftop occasions rather than a traditional bistro identity.

CASA NAMA

Fusion is not sushi-led, Japanese-Mexican or single-region; its four-region menu broadens the culinary mix.

EAST BOWER CIDER CO.

Fusion is a full-service restaurant and cocktail lounge; cider is not the defining product.

FITNESS + WELLNESS

Zero-proof drinks, brunch, lunch and lighter global choices support post-class and resident traffic.

SONGBIRD

Fusion adds full meals, groups, rooftop use and later evening service beyond a coffee/juice-led identity.

EAST END DISTRICT

Cross-promotion, district events, destination brunch and later activity create more reasons to arrive and stay.

LANDLORD COMFORT

Fusion is prepared to coordinate reasonable permitted-use language, menu boundaries, rooftop standards and tenant-exclusivity protections.

A compact restaurant-and-lounge floor engineered for productivity.



FRONT OF HOUSE

Dining, lounge and bar seating organized around a legible guest path.

SERVICE SPINE

Bar and pass placement support fast handoffs and disciplined staff movement.

BACK OF HOUSE

Kitchen and support functions occupy a compact, controlled production zone.

PERFORMANCE ZONE

Selective live music and curated entertainment remain subordinate to dining and hospitality.

A differentiated social layer—energized, beautiful and controlled.



PRODUCTIVE SEATING

A balanced mix of dining tables and lounge groupings within the actual deck proportions.

DEFINED SERVICE CORE

Bar operations remain concentrated beneath the existing rooftop structure.

CONTROLLED PERIMETER

Planters, lighting and measured sound reinforce safety, comfort and visual character.

A disciplined seven-day rhythm creates distinct guest occasions.

DAY / HOURS	SERVICE PATTERN	PROGRAMMING FOCUS + PROPERTY BENEFIT
Monday · 11–3	Brunch + lunch	Neighborhood daytime utility; intentionally early close.
Tuesday · 11–12	Brunch, lunch, dinner + lounge	Social Table Tuesday; dates, groups and relaxed evening transition.
Wednesday · 11–12	Brunch, lunch, dinner + lounge	Fusion Discovery; rotating regional chef and cocktail features.
Thursday · 11–2	Dinner + late lounge	East End Social; after-work dining, sunset rooftop and curated DJ.
Friday · 11–2	All-day + late lounge	Fusion Fridays; dinner, celebrations, rooftop and late menu.
Saturday · 11–2	Brunch to night	Strongest all-day activation across brunch, dinner and rooftop.
Sunday · 10:30–12	Brunch, dinner + lounge	Signature Fusion Brunch and relaxed early-evening social service.

Restaurant to lounge—not restaurant to nightclub.

Fusion does not abandon its restaurant identity after dinner. The room becomes more social while remaining controlled, hospitable and food-supported.



- Dim lower-level lighting and simplify table settings without disrupting seated dinner guests.
- Shift music energy toward the rooftop within landlord-approved sound standards.
- Deploy a reduced late menu with fewer SKUs, short ticket times and efficient execution.
- Add security, VIP host and bar support based on reservations, weather and expected attendance.
- Maintain age verification, refusal procedures, capacity controls, incident documentation and manager-on-duty oversight.
- Keep food available throughout the late period so the use remains tied to the restaurant-and-lounge concept.

Energy is designed into the guest experience. Control is designed into the operation.

RESTAURANT-LED USE

Food remains meaningful; late activity is an extension of the restaurant and lounge—not a separate club use.

SOUND

Measured volume, appropriate speaker placement and compliance with lease and regulatory requirements.

SECURITY + GUESTS

Host and security coverage scales to expected attendance with documented verification and incident procedures.

RESERVATIONS + CAPACITY

Pacing, group controls and reservation management prevent uncontrolled arrivals and protect common areas.

ROOFTOP PROTOCOLS

Separate weather, capacity, service, sound and closing procedures govern the outdoor component.

CLEANLINESS + DELIVERIES

Documented closing, trash, grease, pest, receiving and delivery procedures coordinated with management.

TRANSPORTATION

Ride-share, walking and responsible transportation are encouraged within the property access plan.

TENANT RELATIONS

A direct management contact responds promptly to legitimate ownership and neighbor concerns.

DUE DILIGENCE PRIORITIES

Utilities · exhaust · HVAC · grease · fire/life safety · accessibility · rooftop structure/use/hours · sound · signage · ABC licensing · City approvals

A distinct response for every East End guest segment.

ON-SITE RESIDENTS

Weeknight cocktails, dinner, recurring loyalty, brunch and easy reservation access.

WEEKEND VISITORS

Photo-worthy design, rooftop brunch, celebrations and destination social dining.

NEIGHBORING DINERS

A different global meal or a second stop for dessert cocktails, zero-proof drinks and rooftop occasions.

HOSPITALITY WORKFORCE

A scaled late menu and controlled post-shift gathering where permitted.

OFFICE + PROFESSIONAL

Fast lunch, team gatherings, client occasions, group tabs and after-work dining.

FITNESS + WELLNESS

Lighter food choices, brunch/lunch and a serious non-alcoholic cocktail program.



Six complementary disciplines. One accountable operating vision.

The team combines the capabilities required to develop, launch, operate and protect a two-level hospitality destination at East End Market.

JOSHUA TANO

Concept leadership, financial oversight, investor coordination, performance management and operating alignment.

FRANK ESHUN

Architecture, licensed building, technical diligence, contractor coordination and cost/schedule discipline.

MIKE BEAUFIT

Real-estate judgment, development execution, vendor accountability and practical risk identification.

BENEDICT GYIMAH

Analytics, automation, technology strategy, reporting discipline and evidence-based controls.

CHEF MUNAH SLOPADOE-CAMBRIDGE

Menu development, kitchen systems, food quality, training and global-fusion culinary execution.

JOSHUA CAMBRIDGE

Service standards, bar and floor operations, training, guest recovery and front-of-house consistency.

THE EXECUTION CASE

Hospitality · Culinary · Finance · Architecture · Construction · Real estate · Analytics · Risk



TENANT VISION

A long-term contributor to East End Market.

A well-planned, professionally operated global-fusion restaurant-and-lounge intended to enhance property value, expand day-to-night hospitality, respect neighboring tenant identities and strengthen East End Market as a complete place to live, work, dine, gather and stay longer.

OUR OPERATING PROMISE

Protect the asset. Communicate clearly. Manage sound and capacity. Maintain food credibility. Operate the rooftop responsibly. Build repeat demand.

OUR LEASING CASE

Restaurant-led. Beverage-forward. Rooftop-differentiated. Complementary to the tenant mix. Designed specifically for 2020 Progress Court.

FUSION @ EAST END | EXPERIENCE TO EXECUTE. DISCIPLINE TO OPERATE. COMMITMENT TO ENDURE.