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# Douglasville mTAP

Urban Land Institute  
Center for Leadership  
May 2019

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Alston & Bird



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Vice President  
The Wilbert Group

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# Part I

## Site's History

— The Georgia Western Cotton Mill —

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# Part II

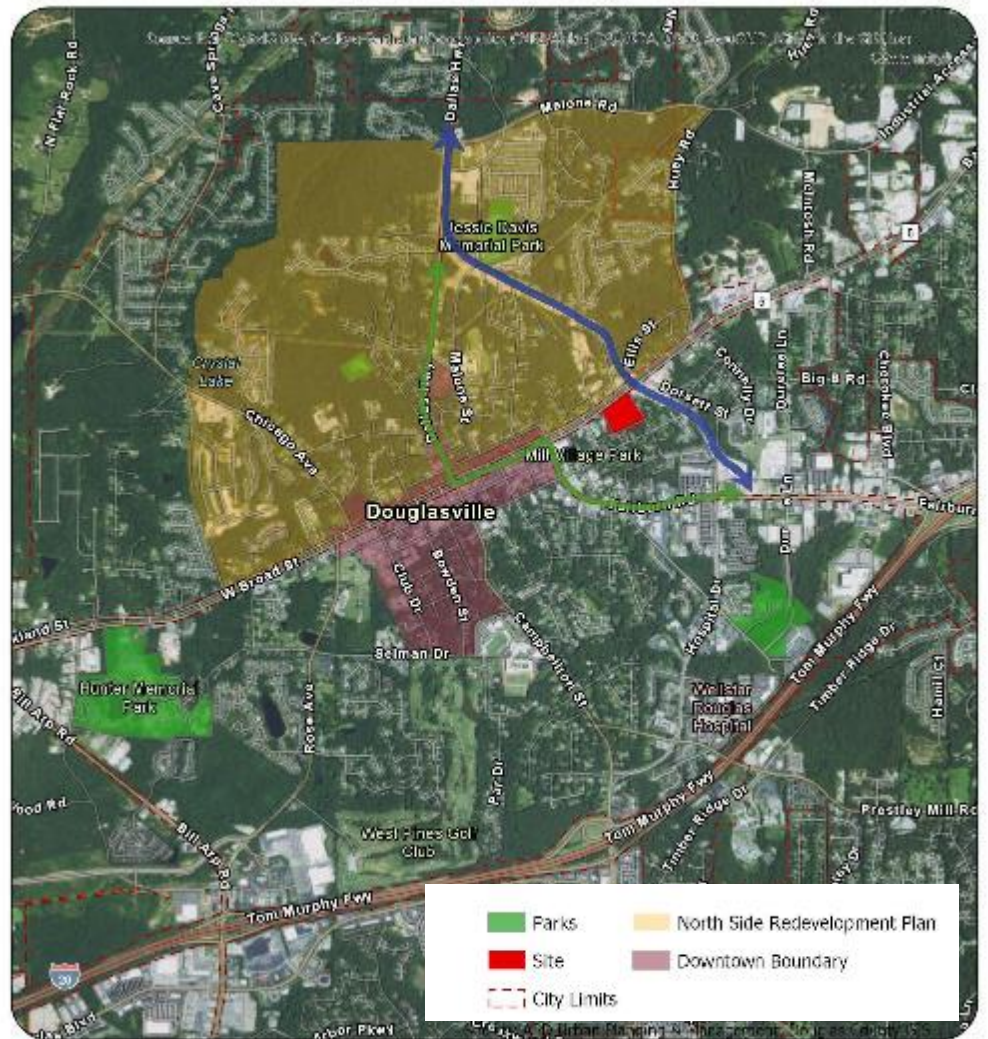
— Analysis of Existing Conditions —

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# Context

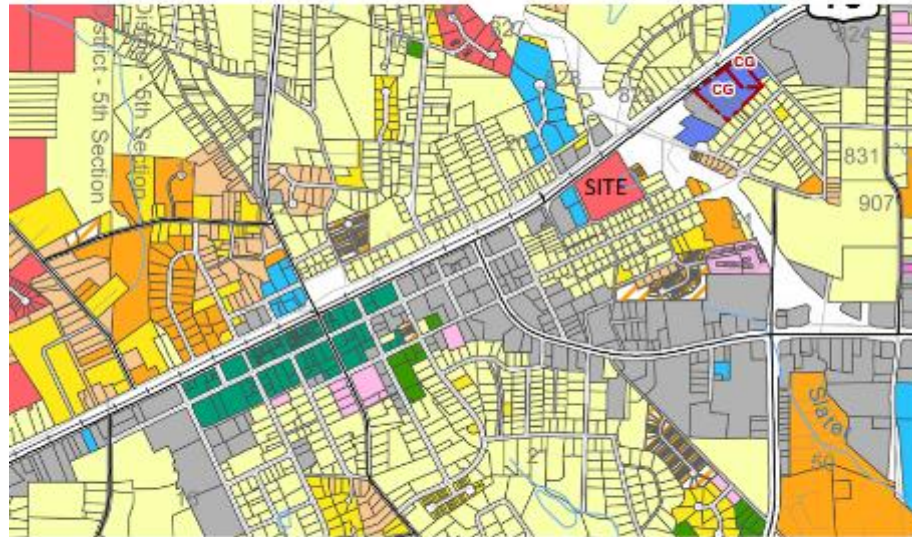
- Recently completed plans
  - Downtown Masterplan
  - Northside Redevelopment Plan
  - Parks and Recreation Masterplan
- US 92 Highway construction
- Highway studies
  - Dallas Highway LCI
  - Fairburn Rd Study
- Upcoming Projects
  - Redevelopment of Jail site
  - Improvements to Jessie Davis Park and Willing Works Park (North Side)





# Site

- 7-acre property
- Future Land Use: Traditional Neighborhood (2019 Comprehensive Plan)
- Zoning: Design Concept Development District (DCD)
- Environmental Constraints:
  - Phase I - Completed
  - Phase II - Completed
  - EPD determination pending



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# Part III

## Site Analysis

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# Demographic Analysis

## Three Major Segments:

### 20.5% Up-and-coming families



- Median age: 31.4
- Median HHI: \$72,000
- Mix of married-couple families and singles
- Ambitious, fast-growing

### 18.6% Soccer moms



- Median age: 37.0
- Median HHI: \$90,500
- Mostly two working parents
- Affluent, family-oriented

### 10.5% Traditional living



- Median age: 35.5
- Median HHI: \$39,300
- Mix of married-couple families and singles
- Connected, brand-loyal

# Traffic Counts

## 0.04 Miles from Property

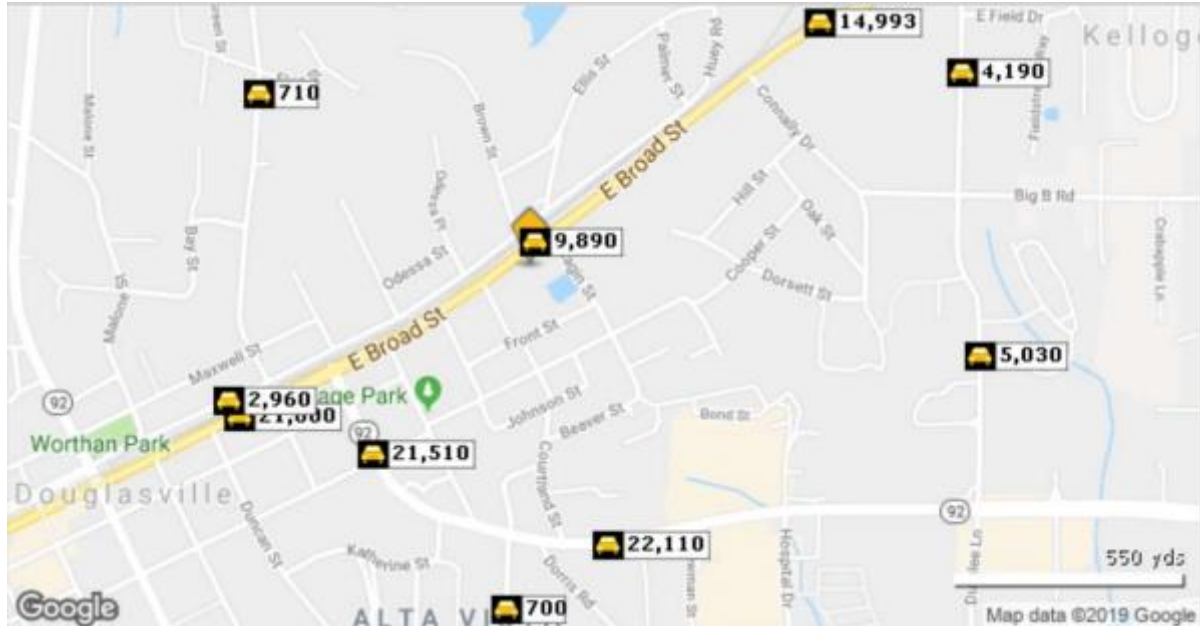
- Street: Bankhead Hwy
- Cross Street: Hagin Street
- Avg. Daily Volume: 9,890

## 0.45 Miles from Property

- Street: Bankhead Hwy
- Cross Street: Duncan Street
- Avg. Daily Volume: 21,800

## 0.66 Miles from Property

- Street: Duralee Ln
- Cross Street: E Field Dr.
- Avg. Daily Volume: 4,190





# SWOT

## Strengths:

- Gateway
- Accessibility
- Low acquisition cost
- Enthusiasm/focus from stakeholders
- Historical significance
- Largest single lot on Broad Street
- Existing materials

## Weaknesses:

- Environmental issues
- Not included in downtown plan
- No vision for the site
- Connectivity
- Proximity

## Opportunities:

- Trail access/connectivity
  - Potential through Broad Street
- Rerouting SR 92
- Creative freedom
- Zoning
- Millennial/Gen X Population
- Enthusiasm/focus from stakeholders
- Proximity to airport
- Broad Street/city character

## Threats:

- Demographics
- Wants/needs – missed opportunity for workforce housing
- Underinvested housing stock surrounding site
- Train tracks – noise, physical barrier; safety
- Possible over-extension of city resources
- Rerouting SR 92
- Adjacent sites
- Connectivity to downtown
  - 20-minute walk to downtown; crossing Fairburn

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# Part IV

## Recommendations

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Downtown Gateway





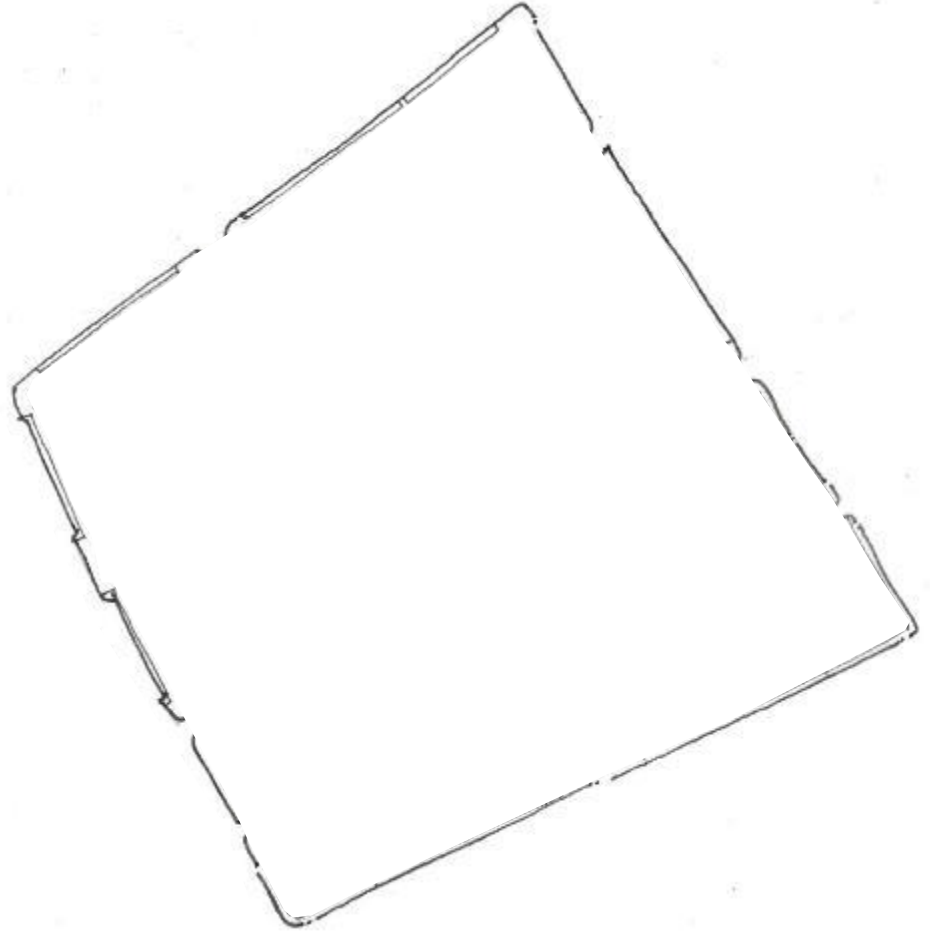
# Phase 0:

## Highlights:

- Site Cleanup
- \$500,000 Allocated

## Endstate:

- Safe site for future development



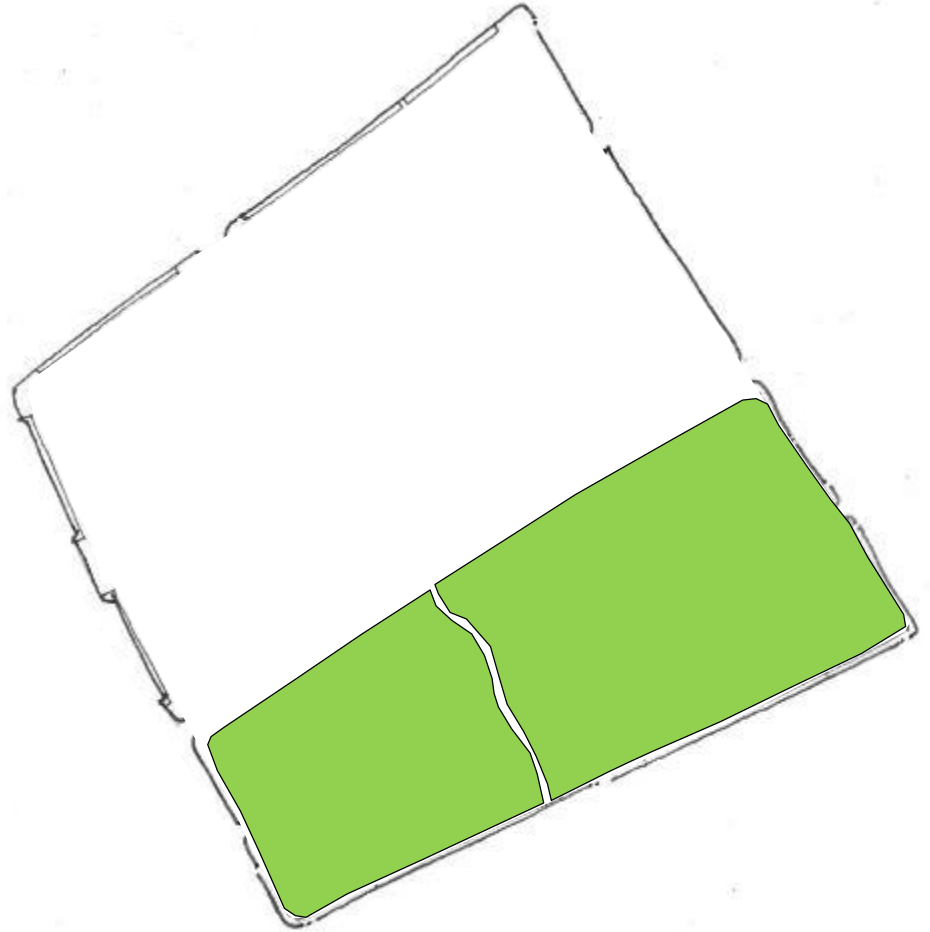
# Phase 1:

## Highlights:

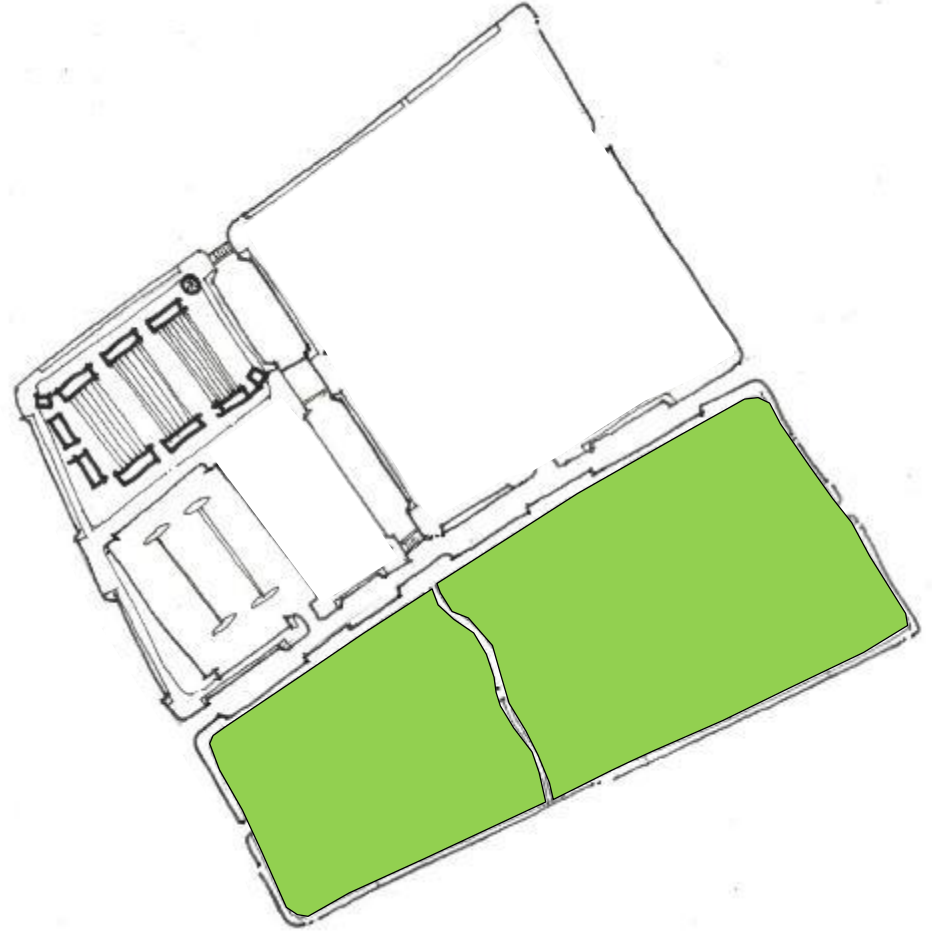
- Infrastructure
- Greenspace
- Roads and sidewalks
- Interim Site Development

## Endstate:

- Activated site for surrounding residents, lunchtime imports, and busy weekenders.

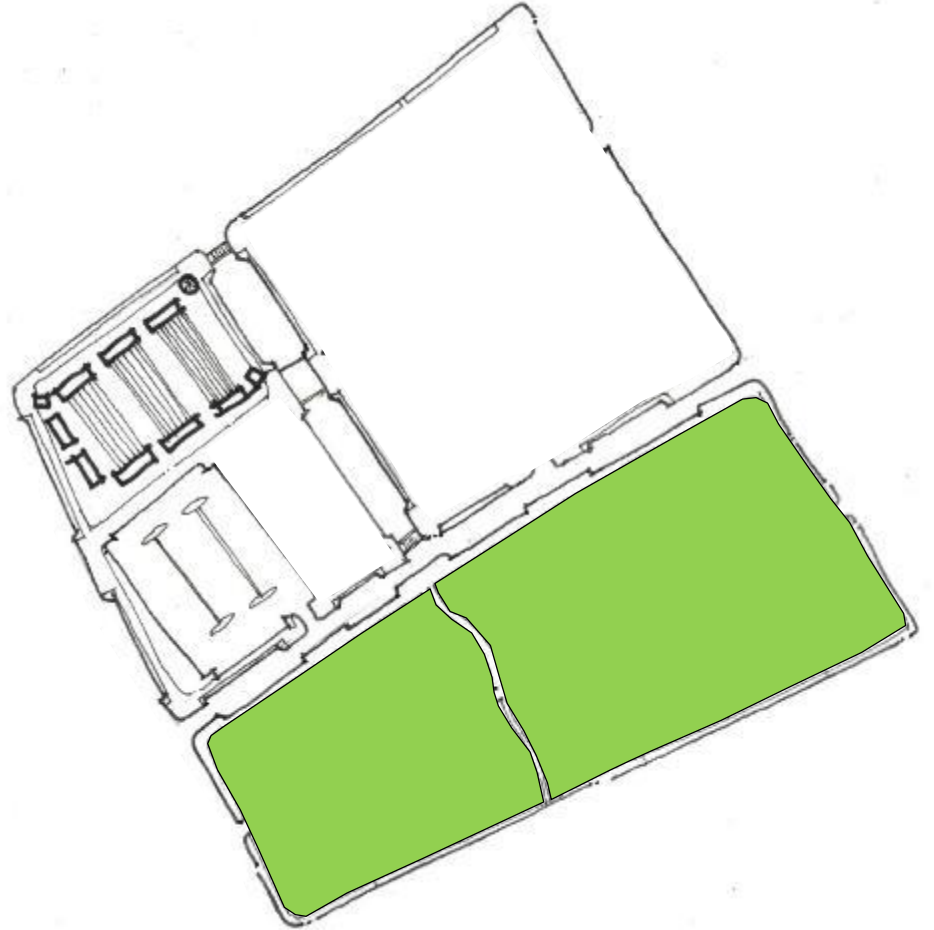


# Phase 1:

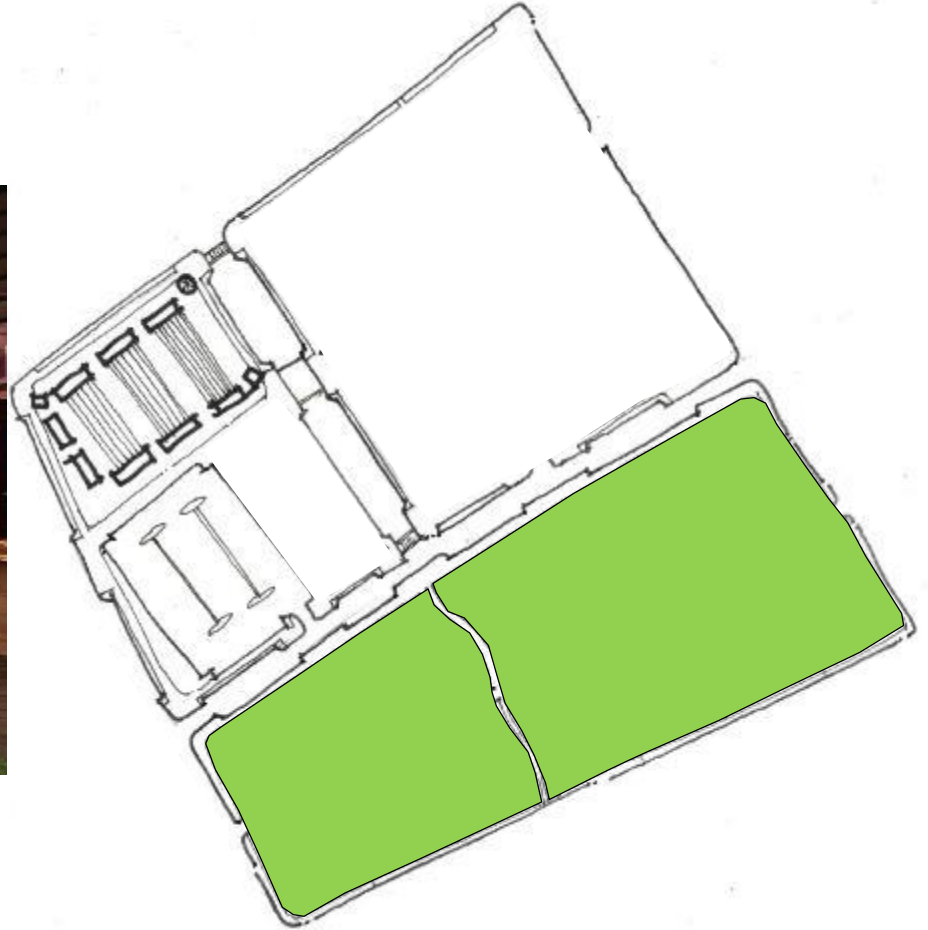




# Phase 1:



# Phase 1:



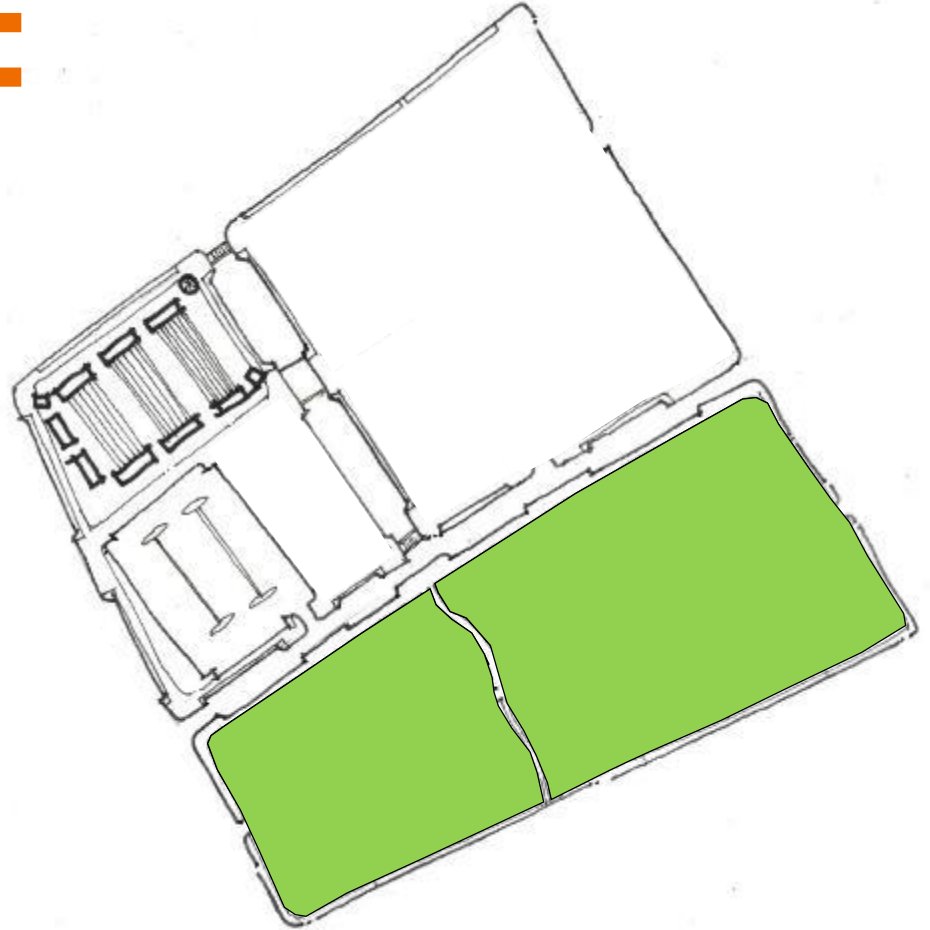
# Phase 2:

## Highlights:

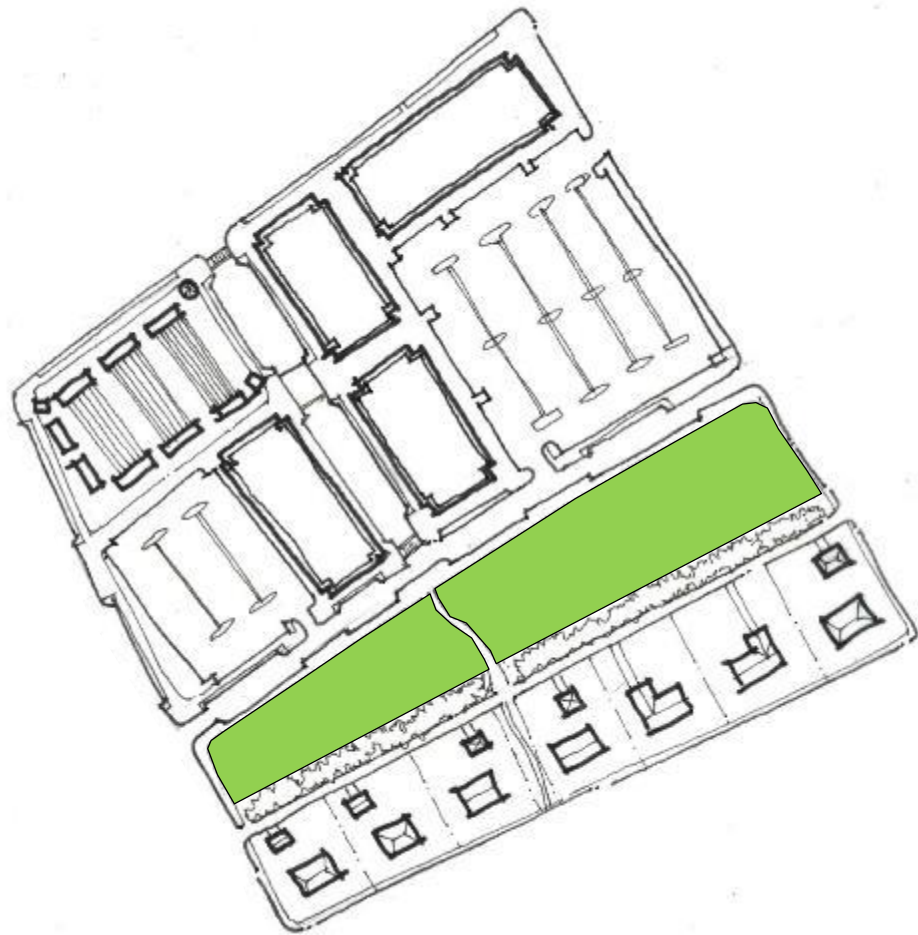
- Anchor Tenant/Institution
- Development Ready Pads
- Single Family

## Endstate:

- Activated site for surrounding residents, lunchtime imports, and busy weekenders.

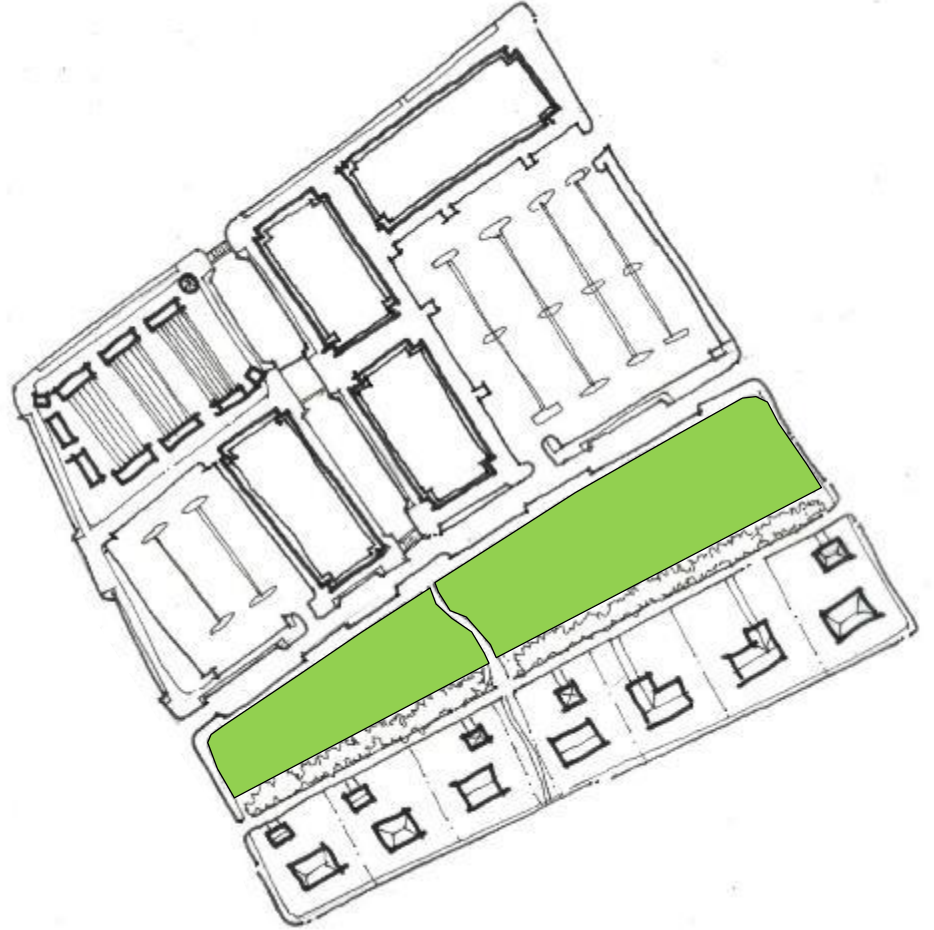


# Phase 2:

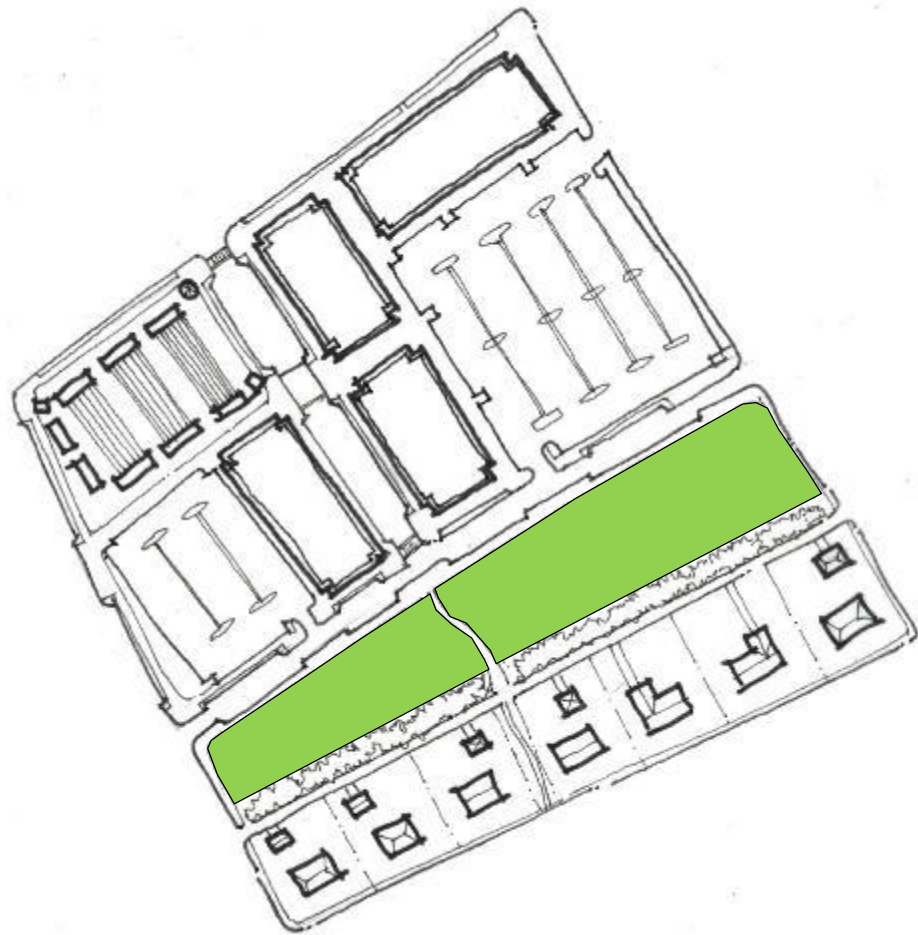




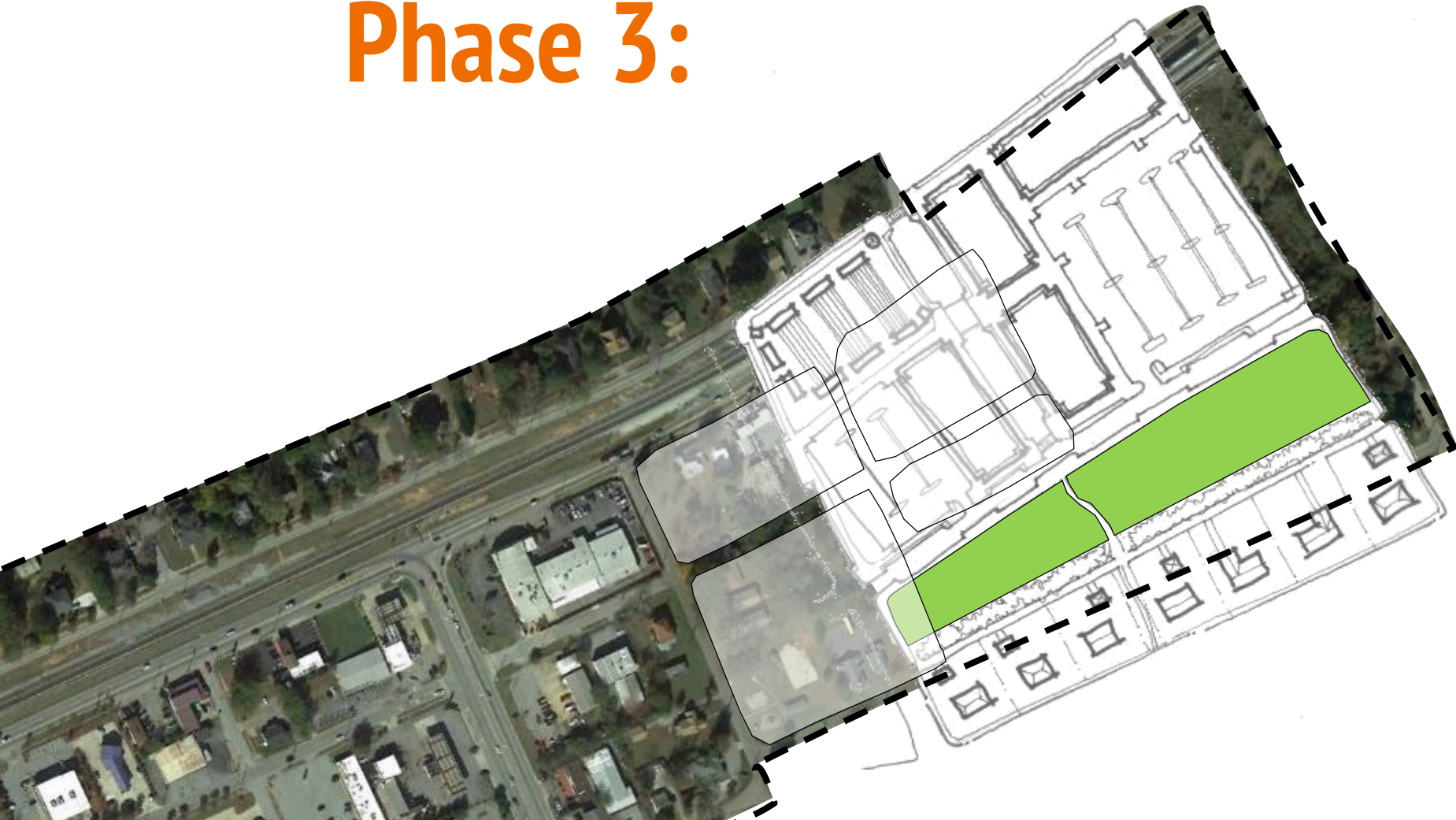
# Phase 2:



# Phase 2:



# Phase 3:



# Future Opportunities

**Potential anchors:** Education focus

**Secondary tenants:** Coffee/coworking space; nightlife; grab-and-go; office supplies/printing and home goods; fitness use; restaurants (fast-casual)

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# Part V

## Financial Analysis

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# Financial Analysis

## Phase One Estimated Costs

### I. Construction / Site Prep

#### Hard Costs:

- General Conditions – \$235,380.36
- Foundations – \$60,539.29
- Site Accessories – \$71,111.07
- Landscaping – \$18,071.43
- Utilities – \$152,251.79
- Sitework – \$36,323.57
- Hard Costs Contingency – \$18,071.43

**Hard Cost Total – \$591,748.93**

#### Soft Costs:

- Architecture/ Engineering Fees – \$63,250.00
- Geotechnical Testing – \$7,951.43
- Phase I Environmental Test – \$2,710.71
- Permitting & Inspections – \$7,499.64

**Soft Cost Total – \$85,929.64**

**Total Construction / Site Prep Costs: \$677,678.57**

# Financial Analysis

## Phase One Estimated Costs

### II. Container Fabrication Cost

40' Retail Container (White Box) –	$\$51,886.81 * 4 = \$207,547.24$
40' Food Service/Restaurant Container –	$\$82,112.14 * 4 = \$328,447.55$
40' Tower Container –	$\$3,022.53 * 2 = \$6,045.07$

**Total Container Fabrication Costs: \$542,040.86**

# Financial Analysis

## Phase One Estimated Costs

### III. Other Suggested Site Infrastructure Improvements

For Greenspace:

- Sod – \$2/ square foot = \$261,360.00
- Trees – 30 @ \$3,000/each = \$90,000.00

**Greenspace Total – \$351,360.00**

Streets and streetscapes:

- Streetscape trees – 120 @ \$3,000/each = \$360,000
- Streetlights – 70 @ \$20,000/each = \$1,400,000
- Asphalt (Parking) – 3,200 sy @ \$40/sy = \$128,000
- Asphalt (Streets) – 3,500 sy @ \$40/sy = \$140,000
- Curbs – 28,000 lf @ \$30/linear foot = \$840,000
- 6- foot Sidewalks – 3,500 lf = \$168,000

**Streets and Streetscapes Total – \$3,036,000.00**

**Total Other Suggested Site Infrastructure Improvements: \$3,387,360.00**

# Financial Analysis

## Phase One Estimated Costs

**I. Construction / Site Prep** = \$677,678.57

**II. Container Fabrication Cost** = \$542,040.86

**III. Other Suggested Site Infrastructure Improvements** = \$3,387,360.00

**Total Estimated Costs for Phase One: \$4,607,079.43**



# Financial Analysis

## Potential Income from Phase One

### General Retail/ Office and Restaurant Rent

Possible Rent per Square Foot: Ranging from \$0.88 to \$1.00

Rent Per Month per 320-Square-Foot Container: Ranging from \$281.60 to \$320.00

Annual Rent per Container: Ranging from \$3,379.20 to \$3,840.00

**Potential Annual Rent for Eight Containers: Ranging from \$27,033.60 to \$30,720.00**

# Financial Analysis

## Other Potential Income Sources

**Farmers' Market Vendor / Permit Fees**

**Sports Clubs Rental Fees**

**Special Use / Event Fees**

**Basecamp Parking for Film Industry**



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# Part VI

# Case Studies

— Review of —  
Comparable/Aspirational Sites

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# Case Study: Beacon



The Beacon project reshaped six former industrial buildings into a keystone of nine walkable acres.

- 110,000 square feet of restaurants, bars, a coffee shop, a bakery, market and more
- \$20M revitalization project
- Sits on proposed Southside BeltLine Trail through Grant Park

[www.thebeaconatlanta.com](http://www.thebeaconatlanta.com)





# Case Study: The Jane



The Jane is a mixed-use redevelopment project of an elevator factory located in Historic Grant Park

- 42,000 square feet of restaurants, bars, a coffee shop, a bakery, salon and more
- Currently, only 1,600 square feet of loft office is available at \$3,000/month plus CAM, taxes and insurance

[www.thejaneatgrantpark.com](http://www.thejaneatgrantpark.com)



# Case Study: iVillage



The iVillage @ MLK is a transit-oriented development made of repurposed shipping containers at H.E. Holmes MARTA Station.

- 14 shipping containers used to create approximately 6,500 square feet of commercial space; includes sizable lawn and deck areas for public events
- Provides affordable retail and office space for small businesses

# Case Study: SteelCraft



SteelCraft is a Long Beach-based outdoor eatery made with repurposed shipping containers.

- 10 food and beverage tenants and an organic farm, which grows produce for the on-site eateries.
- Tenants include a pizza place, brewery, juice shop, coffee shop and ramen restaurant, among others



# Special Thanks

- Douglasville team
  - Chelsea Jackson, Assistant City Manager
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  - Marcia Hampton , City Manager
  - City of Douglasville
- Andrew Pearson, Seven Oaks Company
- Chris Pierre, Trinity Development Partners
- Jenny Lynn Rudder, PLA, ASLA, Dix.Hite + Partners
- Holder Construction
- Jacobs
- Julie Secrist, Planners and Engineers Collaborative
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