Part I
Site’s History
The Georgia Western Cotton Mill
Part II

Analysis of Existing Conditions
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
Part III

Site Analysis
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
Part IV

Recommendations
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 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:
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)
Part V

Financial Analysis
# 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

**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

**Hard Cost Total** – $591,748.93

**Soft Cost Total** – $85,929.64

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

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
Part VI

Case Studies

Review of Comparable/Aspirational Sites
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
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
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 show and ramen restaurant, among others.
Special Thanks

- Douglasville team
  - Chelsea Jackson, Assistant City Manager
  - Patrice Williams, Community Development Director
  - April McKown, Economic Development Manager
  - 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
- David Egetter, EPA
- ULI mTAP team and ULI staff