

City of Clarkston Town Center



City of Clarkston Town Center - mTAP Team

About ULI:

Mission: to provide leadership in the responsible use of land and in creating and sustaining thriving communities.

ULI's Atlanta Center for Leadership

- Emerging leaders in real estate & land use
- mTAP (Mini Technical Assistance Panel)

Team Background & Experience

- Yvonne Dragon, The Dragon Group
- Atticus LeBlanc, Stryant Investments
- Tommy Lester, Vision Atl Partners
- Lee Lyman, Carlton Fields
- James Puckhaber, Gensler



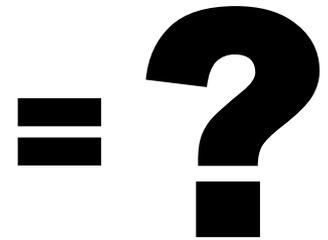


City of Clarkston Town Center - Scope of Project

Project: Redevelopment of the heart of Clarkston into a newly revitalized Town Center

Vision: A revitalized town center that reflects the active, vibrant and uniquely diverse nature of Clarkston, that will be catalytic for commercial and retail development and that will include new administrative and civic space, all resulting in a great place to live, work and play

Background: Builds on the existing Livable Communities Initiative report (2015), Clarkston 2040 Comprehensive Plan Update; 2013 ULI Technical Assistance Panel Report and local case studies





City of Clarkston Town Center - Approach

- **Research:** Clarkston LCI , 2040 Plan, and TAP, Site visits & interviews for Town Center Case Studies
- **Client interviews:** 1 in person meeting, 2 Conference calls for discovery, collection of requirements
- **Site Visits (4):** 1 visit with client to walk through project area to understand the location and culture of Clarkston, 3 visits independently
- **Idea Generation:** mapped options with renderings
- **Client Review and Feedback**
- **Finalize Proposed Option**
- **Final Recommendation**





City of Clarkson Town Center- Goals

Create new City Hall, Courthouse, and Public Safety Building(s)

- To “anchor” downtown district by providing focal point for residents and visitors
- To concentrate municipal services & visitor traffic to the city into the town center and support retail & commercial uses nearby
- To create a new architectural language in the downtown district that will improve the physical environment and encourage additional outside investment.





City of Clarkson Town Center- Goals

Provide town green & venue for arts or music festivals and other events

- To create a public gathering space not currently available near downtown
- To generate additional revenue for city and support for surrounding retail
- To attract and retain visitors and residents within downtown
- To increase the value of surrounding properties
- To strengthen the community bonds and sense of place within the city



City of Clarkson Town Center- Goals

Include Public Amenities for intergenerational use: Recreation Center, Library, & Splash Pad

- To improve the offering of public facilities within the city for families, youth, and seniors
- To expand programs encouraging education, health & wellness, youth activities, and senior services that are fully utilized at Clarkston Community Center
- To strengthen the community bonds and sense of place within the city





City of Clarkson Town Center- Goals

Establish Retail and Commercial district providing necessary services and employment opportunities

- Create a unique retail destination that includes international offerings through micro-retail uses to include pop-up retail, restaurants or food trucks
- To establish retail offerings accessible to all Clarkston residents and visitors
- To improve opportunities for employment or entrepreneurship within the city
- To differentiate the Clarkston retail offerings from other town centers
- To address challenges and opportunities presented by Clarkston's unique and diverse population by integrating cultures





City of Clarkson Town Center- Goals

Encourage private investment in and around the town center

- Create environment and incentives that will attract investment for mix of uses surrounding the downtown district
- Utilize architectural language, greenspace, and pedestrian connectivity to create identity and value
- Use city land as collateral and equity to justify private investment risk
- Use property tax incentives to attract investment for redevelopment on private land



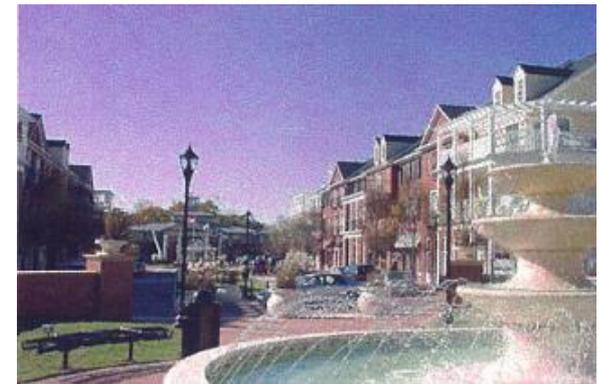


City of Clarkston Town Center - Smyrna Case Study

Smyrna Development Authority purchased 28 acres of occupied land to create a master-planned Town Center. New public facilities included:

- Library
- Community Center
- Duck pond / Park
- City Hall/Courthouse
- Public Safety Building

In accordance with design guidelines in the Master Plan, the Development Authority then sold surplus property for private development that included private housing, retail and office space.





City of Clarkston Town Center - Suwanee Case Study

- **“Suwanee Gateway”** Tax Allocation District
- **DDA** *partnered* with **Terwilliger-Pappas** on \$46MM project with 235 townhomes and 10,000 SF FT of office/retail
- **DDA** acquisition of 13-acre “mixed-use area” funded by *urban redevelopment authority bonds*
- **DDA**: 10-acre park funded by *greenspace bonds*
- **Suwanee Public Arts Commission** requires developers to *discuss* including public art in their projects
- **ARC** funded \$1.1MM in pedestrian improvements



Attractions/amenities:

- “Big Splash” interactive fountain
- The Suwanee branch of the Gwinnett County Public Library
- 187,000 SQ FT of retail and office space
- An outdoor pavilion for events including “Food Truck Fridays” and several festivals (Beer Fest, Wine Fest, Big Cheesy Cheese festival)
- Bike Share program
- Public art installations





City of Clarkston Town Center - Hapeville Case Study

Development

- Hapeville government began by developing 35 acres purchased in the early 2000s
- In 2008 the City of Hapeville established a Tax Allocation District at the former Ford Assembly Plant Site, designated to facilitate private interest and investment in the "**Aerotropolis**" site. Today the site is the home of **Porsche NA** HQ and an adjacent hotel is under construction

Streetscapes and other improvements

- Streetscapes were created using 100% federal funds with no local match
- The City is using \$ 2.4 million in construction funds to improve rail crossings, roads and curbs, sidewalks, and drainage features

Programming

- Buildings and storefronts can apply for grants for "facelifts" through the Façade Grant Program
- Local businesses are provided technical support services





City of Clarkston – Today

Real Estate Considerations

- 22% of residents are homeowners
- 84% of buildings were built before 1980
- 70% of residents commute to work outside of Clarkston
- Aging housing and commercial building stock





City of Clarkston Town Center - SWOT Analysis

Strengths

- Openness of the community
- Diverse and vibrant population of cultures
- Affordability
- Nearby colleges
- Low crime
- Moderate walkability
- Transit nearby

Opportunities

- Existing community wants to integrate not assimilate the immigrant population
- Event programming (global/cultural events and outdoor concerts)
- Public Programming- pop up business, food trucks, incubator/co-working space
- Community and public art- visual and performance art
- Attract non-profits to locate in the area

Weaknesses

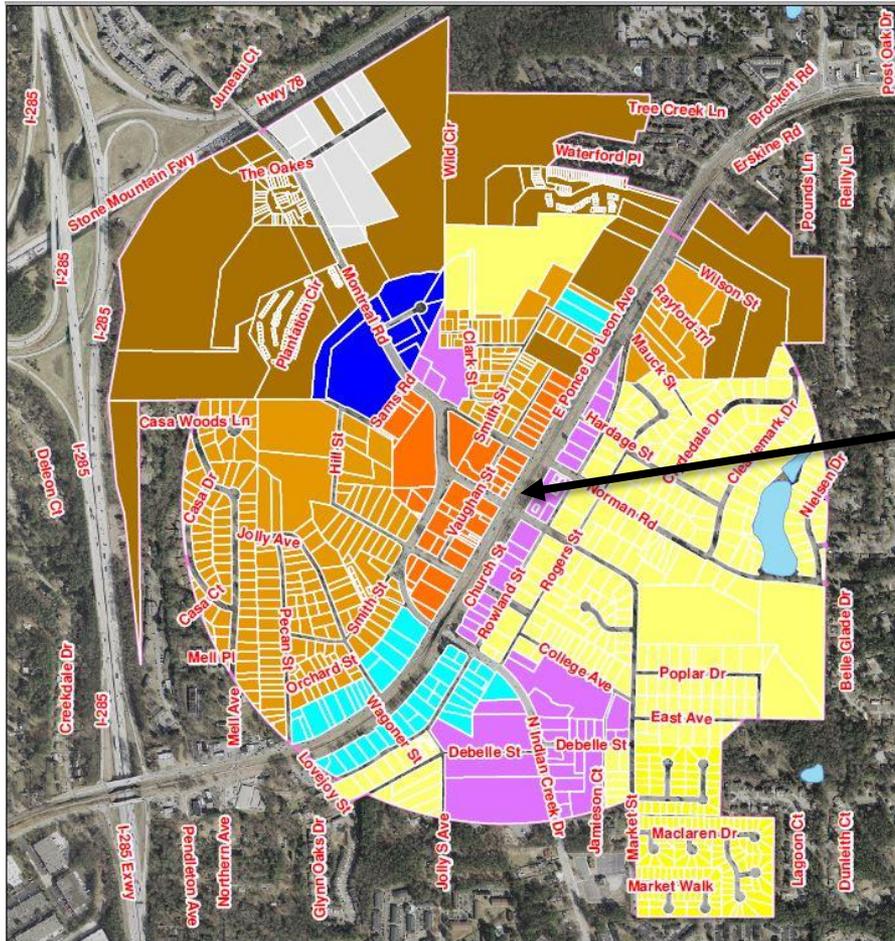
- Low median income
- High unemployment rate
- Transient and Shadow Population
- Small location area/boundaries
- Incompatible businesses in city center
- Poor performing public schools

Threats

- Gentrification
- Lack of vision could lead to no identity
- Refugee families move on once they get settled
- Elimination of greenspace



City of Clarkston Town Center - Town Center District

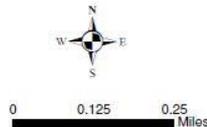


City of Clarkston Zoning Map



Town Center Area

- Lakes
- Light Industrial
- Low Density Neighborhood Commercial
- Moderate Density Neighborhood Commercial
- Neighborhood Residential - Community Development
- Neighborhood Residential 1
- Neighborhood Residential 2
- Neighborhood Residential 3
- Residential Commercial
- Town Center
- Clarkston





City of Clarkston Town Center - Tomorrow

Overview



- A. Recreation Center
Meeting Hall
Senior Services, 2 levels, 35,000 sf total
\$11.1 M Hard + Soft Cost
- B. City Hall
Public Services
Courthouse, 2 levels 20,000 sf total
\$5.6M - \$6.3M Hard + Soft Cost
- C. Outdoor Amphitheater, Event Space*
- D. Town Green, Children's Play area *
- E. Splash Pad
\$250K - \$400K Hard + Soft Cost
- F. Food Truck Parking / Picnic Plaza*
- G. Library, 2 levels, 20,000 sf total
\$5.6M - \$6.3M Hard + Soft Cost
- H. Retail / Restaurant
- I. International Food Hall / Market Stalls
- J. Future Parking Deck
(phase 1 = surface parking)
- K. Retail in Ground Floor of Deck, 7,500 sf
- L. Creative Office over Retail
18,000 sf Office, 18,000 sf Retail
- M. Multi-Family Housing over Retail
20 units, 18,000 sf retail
- N. Existing Coffee Shop
- O. New Plaza
- P. New Retail
- Q. Redeveloped Shopping Center, 54,000 s
- R. Townhouses, 10 units
- S. Existing Church

* Landscape / Hardscape costs, assume \$100K/Acre
x 3 Acres = \$300,000 Hard Cost + Soft Cost.



City of Clarkston Town Center - Tomorrow

PHASE I: Public Buildings and Town Amenities for Intergenerational Use



A. Recreation Center
Meeting Hall
Senior Services, 2 levels,
35,000 sf total

B. City Hall
Public Services
Courthouse, 2 levels
20,000 sf total

C. Outdoor Amphitheater, Event
Space

D. Town Green, Children's Play
area

E. Splash Pad

F. Food Truck Parking / Picnic
Plaza



City of Clarkston Town Center - Tomorrow

PHASE Ia: Public Library





City of Clarkston Town Center - Tomorrow

PHASE II: Establish Retail and Commercial district providing necessary services and employment opportunities, Encourage Private Investment





City of Clarkston Town Center - Streetscapes

Build-out Sidewalks in Town Center District following Streetscape Standards



- Sidewalk spaces
- Store frontages
- Lighting
- Landscaping
- 2-4 story buildings
- Signs connecting to the PATH





City of Clarkston Town Center – Public Spaces Project Cost

	<u># of units</u>	<u>Cost/unit</u>	<u>Estimated cost*</u>
Land Acquisition	19 acres	n/a**	\$14,659,650
Rec Center / Meeting Hall / Senior Services Bldg	35,000 SF	\$317.14	\$11,100,000
City Hall / Public Safety / Courthouse	20,000 SF	\$316.50	\$6,330,000
Splash Pad	n/a	n/a	\$450,000
Surface parking	75	5000	\$375,000
Parking deck	200	15000	\$3,000,000
Greenspace hardscape/softscape	3 acres	100,000	\$300,000
Amphitheater***	n/a	n/a	\$3,000,000
Total estimated cost			\$39,214,650

*Cost estimates include hard and soft costs.

**Land acquisition cost estimate is based on 150% multiplier on properties' 2016 DeKalb County tax assessment.

***Amphitheater cost estimate is based on cost of similar projects recently developed in other local cities and will vary depending on size, materials used, etc.



City of Clarkston Town Center - Funding Options

- **Downtown Development Revolving Loan Fund:** Up to \$250,000 for real estate acquisition, development, redevelopment, and new construction; rehabilitation of public and private infrastructure and facilities; purchase of equipment and other assets.
- **Opportunity Zone:** Job creation tax credits (up to \$3500/job created)
- **Community Development Block Grant:** Up to \$1MM for a wide range of eligible activities, including housing improvement projects, public facilities such as water and sewer lines, buildings such as local health centers or head start centers, and economic development projects that must substantially benefit low and moderate income persons
- **Bond Allocation Program:** \$125,000 loan funding per job created; Funding for multi-family single family projects must have provisions for low-to-moderate families
- **CDBG Loan Guarantee Program (Section 108 Program):** Up to \$5MM guarantee for projects that result in significant employment and/or benefit for low and moderate income persons
- **Employment Incentive Program (EIP):** Funding for projects that create jobs for low-to-moderate income persons
- **Ground Leases:** Existing owners could maintain ownership while allowing the city or developers to control site; eliminates land acquisition costs.



City of Clarkston Town Center – Next Steps

1. RFQ or RFP for Master Planning Firm for Town Center
2. Fully staff newly established Downtown Development Authority board.
3. Identify appropriate financing options and begin application processes with GA Department of Community Affairs.
4. Retain commercial real estate broker to begin assemblage of non-municipality owned properties in the Town Center area.
5. Establish Community Improvement District to help fund beautification and maintenance of public/commercial areas and potential public art.





Appendix



City of Clarkston Town Center – Development Resources

- **Georgia Main Street Program (www.georgiamainstreet.com)**
 - Designs for Façade, Park & Greenspace, Gateways, and Signs
- **Georgia Downtown Association (www.georgiamainstreet.com)**
 - Provides education and design services for downtown/historic area revitalization
- **Decide DeKalb (wwwDecideDeKalb.com)**
 - Conduit for bond funding, can provide brownfield funding
- **Georgia Dept. of Economic Development (www.Georgia.org)**
 - Administers state programs including CDBG and Bond Allocation funds





City of Clarkston Town Center – CRE Inventory

<u>Address</u>	<u>Master Plan Location</u>	<u>Occupancy Status</u>	<u>Suggested Used</u>	<u>Land Area (ac)</u>	<u>Tax Value</u>	<u>Owner</u>	<u>Owner Address</u>
1050 Vaughan St	J	Vacant Lot	Parking	0.2	54,000	City of Clarkston	3921 Church St Clarkston, A 30021
1049(51) Vaughan St	N	semi-vacant	Retail	0.1	98,100	Kosay/Zaynab	1058 Viking Dr Stone Mountain, GA 30083
1100 Vaughan St	D,F,E	Vacant warehouse	Library Multi-family over retail	1.3	406,000	Shakarant LLC ALYKHAN SALEEM/ ALYKHAN FATHY DUONG TY CU/ NGUYEN TU THI	5799 Stone Valley Dr Stone Mountain, GA 30087 1020 Cranbrook Glen Ln, Snellville 30078 3233 Normandy Rdg, Lawrenceville, GA 30044 2153 Tilson Rd Decatur, GA 30032
1107 Vaughan St	M	Dry Cleaners		0.46	269,000		1215 Cresthaven Ln, Lawrenceville, GA 30043 PO BOX 921912 Norcross, GA 30021
1087 Vaughan St	L, M	Vacant Lot	Parking	0.24	73,100		238 Eagles Landing Way McDonough, GA 30253 3233 Normandy Rdg Lawrenceville, GA 30044 3786 Villa Springs Cir Powder Springs, GA 30127
1095 Vaughan St	L, M	Auto Repair Clarkston Plaza	Parking Food Hall, Parking Deck	0.39	149,000	BROOKS ALDEAN TRAN CHAU T/ TRAN QUY V H & J INVESTMENT REALTY RAINFORD CHALCIA	
3643 Market St	I, K	(retail strip ctr)		0.9	482,300		
3652 Market St	E	Retail Strip Center	Greenspace	0.48	434,800		
3660 Market St	L	Auto Repair	Office over retail	0.084	181,300	FRANCIS DUONG TY CU/ NGUYEN TU THI	
3666 Market St	L	Auto Repair EM Concrete	Office over retail	0.1	78,900		
876 Montreal Rd East	A	Services	Community center	0.31	192,500	BAYOU YONAS A AND W AUTO REPAIRS George & Helene Tanguay	
4130 E Ponce de Leon	N/A	Auto Repair	Unchanged	0.63	284,000		4130 E Ponce de Leon AVE Clarkston, GA 30021 5409 Saffron Dr Dunwoody, GA 30338
4138 E Ponce de Leon	N/A	Office Building	Unchanged	0.5	148,300		
4146 E Ponce de Leon	N/A	Retail Christ Comm.	Unchanged	0.1	86,400	Candler Morris Christ Comm.	1493 Idlehour Way Tucker, GA 30084
4154 E Ponce de Leon	S	Church	Unchanged	0.7	360,000	Church Christ Comm.	4154 E Ponce de Leon AVE Clarkston, GA 30021
4162 E Ponce de Leon	S	Church	Unchanged	0.13	360,000	Church	4154 E Ponce de Leon AVE Clarkston, GA 30021 5310 E State Rd 64 BRADENTON FL 34208
4170 E Ponce de Leon	O	Refuge Coffee	Plaza	0.6	258,600	Iberia Bank	



City of Clarkston Town Center – CRE Inventory (cont'd)

4186 E Ponce de Leon	L	Auto Repair	Office over retail	0.1	39,400	BROOKS ALDEAN	2153 Tilson Rd Decatur, GA 30032
4188 Ponce de Leon	L	Auto Repair	Office over retail	0.1	22,900	BROOKS ALDEAN NINE THIRTY TWO	2153 Tilson Rd Decatur, GA 30032
4190 E Ponce de Leon	L	Auto Repair	Office over retail	0.037	8,800	MONTREAL ROAD	2153 Tilson Rd Decatur, GA 30032
4202 E Ponce de Leon	M	Convenience store	Multi-family over retail	0.4	130,910	JOSEPH RAJAN K, JOSEPH JESSY V	5793 POPPY TREE LN Tucker, GA 30084
1116 Smith St	A, G	Vacant Lot	Foodtruck parking, Community ctr	1.7	43,500	HUOC LOC THO INC FAMILY DISCOUNT	940 DUNSTAN LN Stone Mountain, GA 30083
1125 N. Indian Creek	N/A	Family Dollar	Unchanged	0.85	1,204,600	PORTFOLIO III	P O BOX 1017 Charlotte, NC 28201
1131 N. Indian Creek	I	retail	International Food Hall	0.2	110,100	SLDV LLC GUIDE FINANCIAL	148 DOVER COMMONS DR, Tucker, GA 30083
1142 N. Indian Creek	N/A	Vacant lot	Unchanged	0.0184	2,200	LLC	926 MONTREAL RD 8B, Clarkston, GA 30021
1144 N. Indian Creek	N/A	Day Care Center	Unchanged	0.5	600,000	CCPG INC	7105 WINDHAM PKWY, Prospect, KY 40059
1152 N. Indian Creek	H	Vacant Lot	Retail/restaurant	0.7	125,300	CCPG INC NINE THIRTY TWO	7105 WINDHAM PKWY, Prospect, KY 40059
932 Montreal Rd	Q, R	Inserrection Clarkston Village	Retail, townhomes	0.5	346,400	MONTREAL ROAD CLARKSTON	126 S GAY ST KNOXVILLE, TN 37902
916 N. Indian Creek	Q	(strip center)	Grocery, other retail	4.47	1,900,000	PROPERTY LLC	PO BOX 47604 Doraville, GA 30362
3609 Sams Rd	Q	Vacant Lot	Shopping Center	0.2	22,600	JOHN WEBB THREE-B SAC SELF-	2383 STEPHENS CIR Gainesville, GA 30506
3605 Sams Rd	Q	Self-Storage	Shopping Center	1.47	1,295,400	STORAGE, LP	1250 E MISSOURI AVE Phoenix, AR 85014
3601 Sams Rd	Q	Vacant Land	Shopping Center	0.15	5,900	DeKalb County	120 West Trinity Place Decatur, GA 30030
					<u>18.6194</u>	<u>9,774,310</u>	



City of Clarkston Town Center - Additional Resources

Clarkston 2040 Clarkston 2040 Comprehensive Plan (Draft) and Clarkston 2040 Comprehensive Plan Update

City of Clarkston LCI Update (February 26, 2015) Update <https://clarkstonlci.wordpress.com/>

Clarkston, Georgia: Strategies for Improving the Economic Competitiveness of Clarkston's Downtown. Urban Land Institute Technical Assistance Panel Report (March 7-8, 2013)

How Greenville, South Carolina, brought Downtown Back: a Case Study in 30 years of Successful Public/Private Collaboration. Nancy P. Whitworth and Mary Douglas Neal. Tourism Development & Economic Opportunity Case Studies (December 15, 2015) p. 155

A Decade Later, \$500M Hapeville City Center Redo Moving Forward. Jarred Schenke, Bisnow, Atlanta, April 12, 2016. <https://www.bisnow.com/atlanta/news/neighborhood/neal-golden-puts-hapeville-redo-back-on-front-burner-58650>

Ten Principles for Developing Successful Town Centers, Urban Land Institute Publication (2007).

Websites:

City of Clarkston, City of Smyrna, City of Suwanee, City of Hapeville, DeKalb County