



Where Community Connects

**STOCKBRIDGE
URBAN REDEVELOPMENT
AGENCY**

Anthony Ford, Chair

Alphonso Thomas, Vice-Chair

Board Member Elton Alexander

Board Member Yolanda Barber

Board Member Kyle Berry

Board Member LaKeisha Gantt

CITY MANAGER

Frederick Gardiner

BOARD SECRETARY

Vanessa Holiday

INTERIM CITY TREASURER

Lakeisha Gaines

CITY ATTORNEY

Quinton G. Washington

**URA MEETING
Agenda
September 24, 2024 5:00 PM**



STOCKBRIDGE CITY HALL

4640 NORTH HENRY BLVD.

STOCKBRIDGE, GA 30281

Website: www.stockbridgega.org

Phone: 770-389-7900

Fax: 770-389-7912



AGENDA URA MEETING CITY OF STOCKBRIDGE

TUESDAY, SEPTEMBER 24, 2024 5:00 PM

I. Call to Order

1. Invocation Followed by Pledge
2. Roll Call
3. Approve Agenda
4. Approve Minutes

Approval of April 8, 2024 Meeting Minutes

II. PRESENTATION

5. Downtown Redevelopment Project

III. Executive Session (if needed)

IV. Adjourn



STOCKBRIDGE URBAN REDEVELOPMENT AGENCY

SUMMARY MINUTES BOARD MEETING

MONDAY, APRIL 8, 2024 5:45 P.M.

Board Members

**Anthony S. Ford - Chair
Alphonso Thomas – Vice Chair
Elton Alexander - Board Member
Yolanda Barber - Board Member
Kyle Berry - Board Member
LaKeisha Gantt - Board Member**

Administration

**Frederick Gardiner - City Manager
Vanessa Holiday – Secretary
Quinton Washington – City Attorney
Samantha Embry – City Attorney**

The meeting was called to order by Chair Ford at 5:45 P.M.

Invocation by Chair Ford

Pledge of Allegiance in unison.

Board Secretary, Vanessa Holiday was asked for a roll call of the board; all Board Members were except Board Member Barber.

Board Member Alexander motioned to approve the March 26, 2024 Meeting Minutes; seconded by Board Member Berry. The motion passed unanimously 4-0.

Unfinished Business

Board Approval of URA Resolution R24-003 to sell .8 acres located at 4498 North Henry Blvd. Stockbridge, GA Parcel ID No. S-26-01015000.

Presented by Quinton Washington, Board Attorney

Attorney Washington noted the action of the Board is out of an abundance of caution to clarify the property to be sold to Royal Seven is .8 acres as shown in the contract agreement; however, the motion from the prior meeting that previously went through encompassed 16 acres.

Attorney Washington also noted Section 5 of the Resolution authorizes the Board Attorney to make edits and corrections based on the will of the Board per the Charter, and that the correction would be made on all documentation to reference .8 acres.

Board Member Gantt asked if the .8 acres has been marked or been divided; and suggested the Board vote to have clean documents.

Attorney Washington confirmed that the survey of the parcel references .8 acres, and noted the Attorney could make the correction as authorized by Section 5 of the Resolution.

Board Member Alexander noted that Attorney Washington has indicated that the Board Attorney has the authority as referenced to make the change that would have prevented the sale of 16 acres, and this action is being done out of an abundance of caution, and in the future should such an error occur, the Board Attorney would have the authority to make the correction and not have to bring the matter back before the Board.

Chair Ford noted it would be best while the Board is present to vote on the matter referencing the .8 acres.

Board Member Alexander motioned to approve the URA Resolution as described by the Board Attorney; seconded by Board Member Gantt. The motion passed unanimously 4-0.

Motion to adjourn at the meeting at 5:50 p.m. was made by Board Member Gantt; seconded Board Member Alexander. The motion passed unanimously 4-0.

Respectfully submitted by:

Vanessa Holiday, Board Secretary

Anthony S. Ford, Board Chair

Sunset Ridge

Mixed-use Development

Stockbridge, GA







































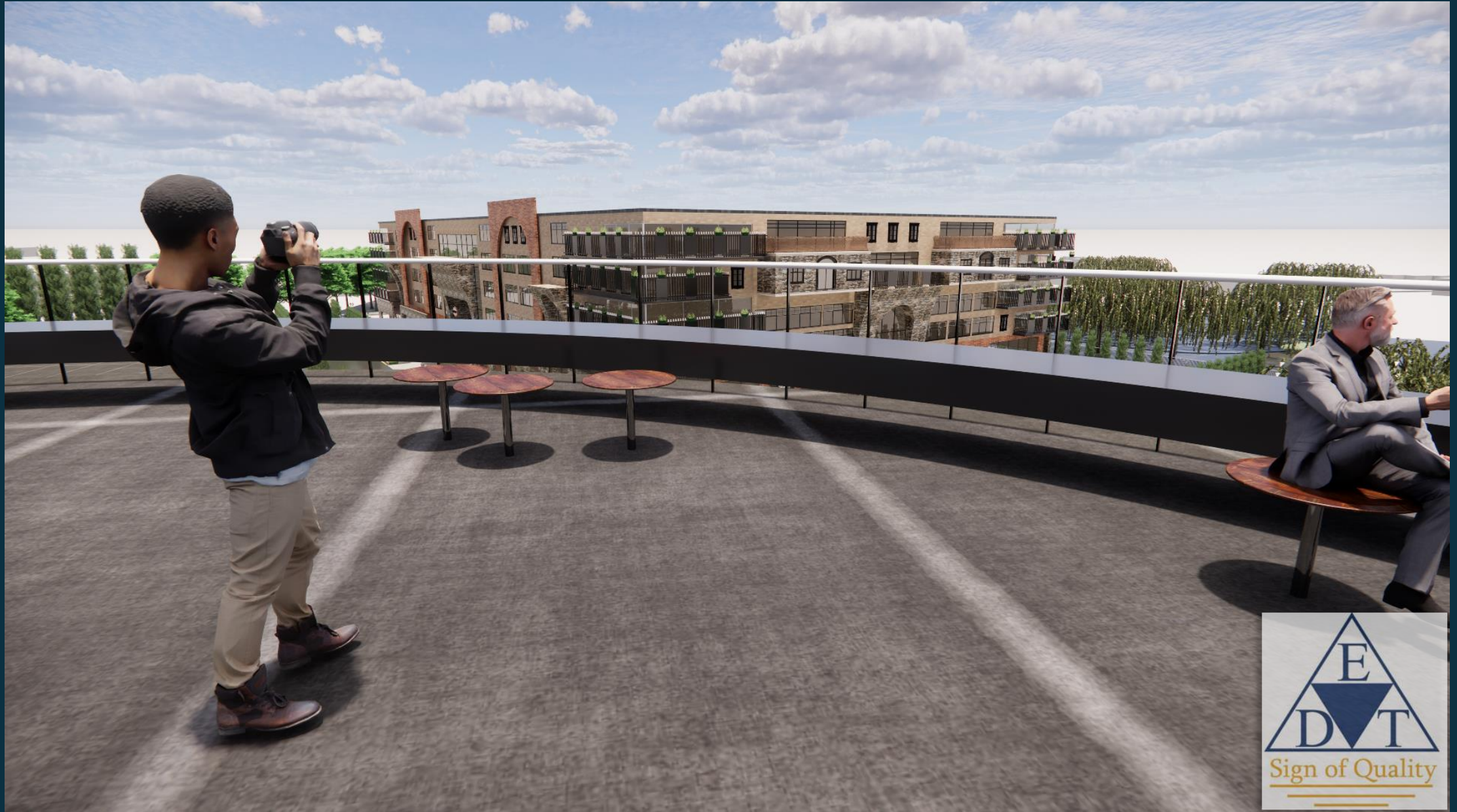














[Click here to play the Video](#)

Rock Quarry Homes

Mixed-Use Development
Stockbridge , GA

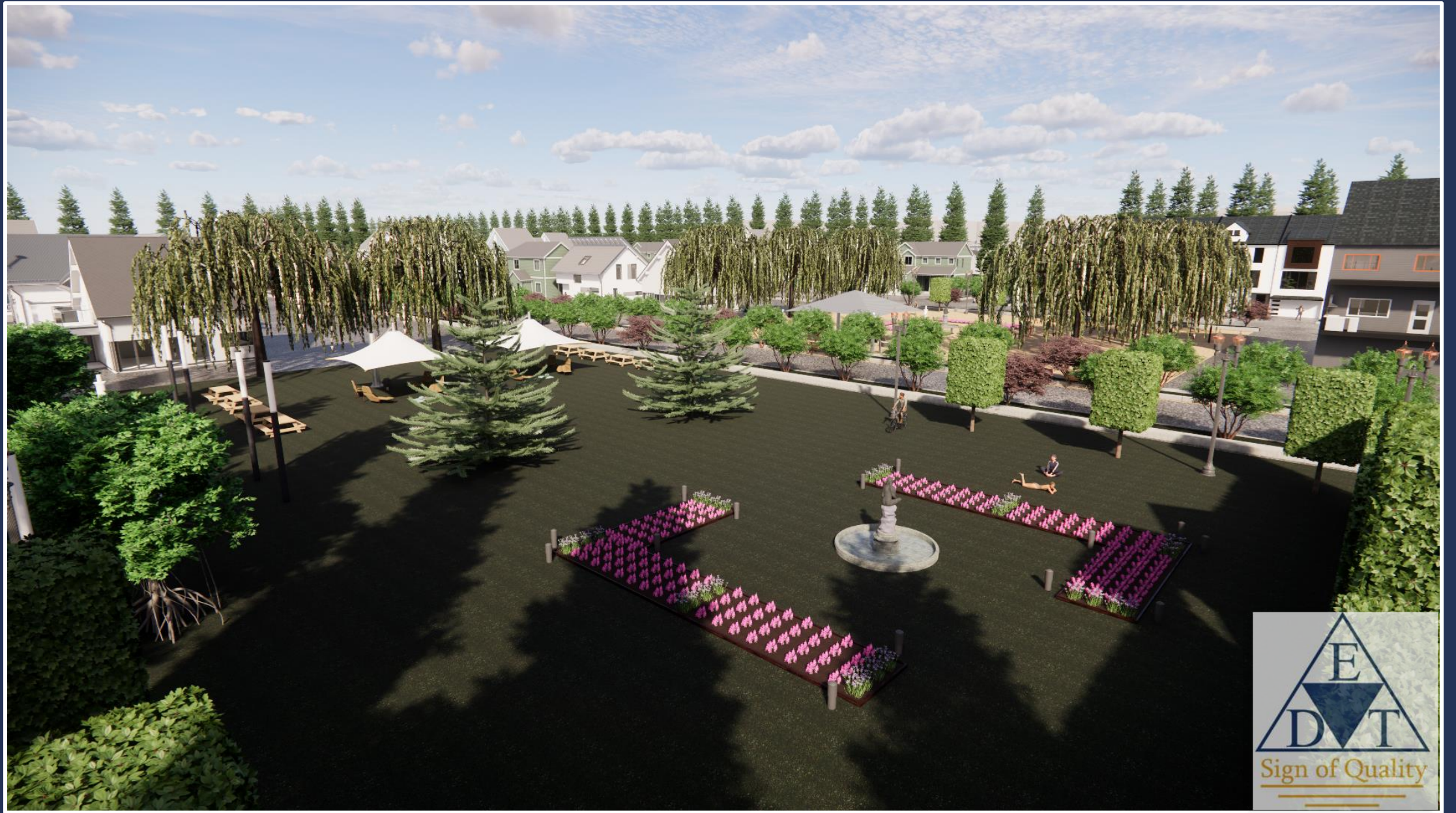




























 [Click here to play the Video](#)



Stockbridge Town Center

Executive Summary



BURKE STREET ELEVATION

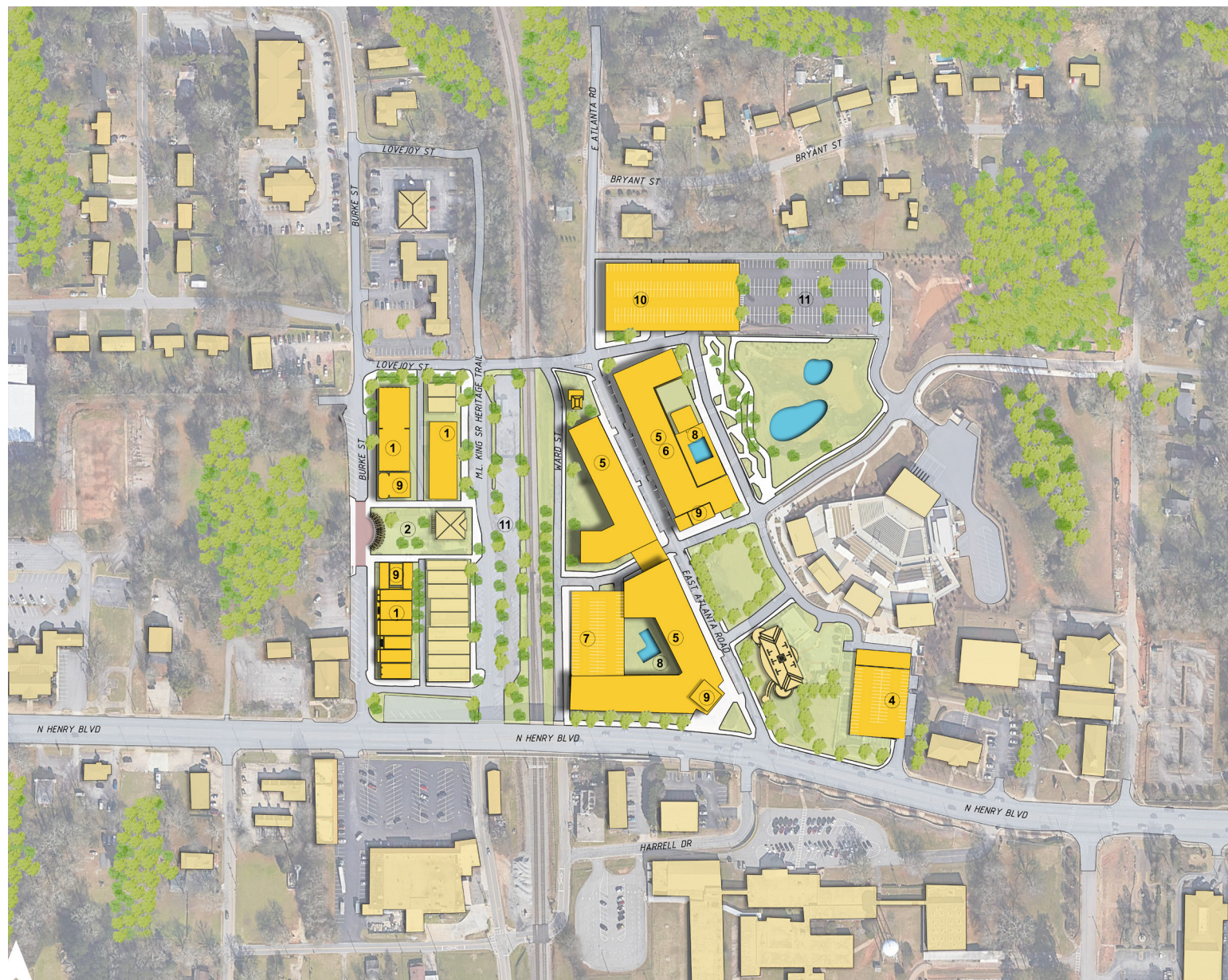


KEYNOTE LEGEND

PROPOSED

- ① MIXED USE 2-3 STORIES OFFICE/ RETAIL/ RESIDENTIAL.
- ② NEW PEDESTRIAN GREEN ACCENT SPACE OUTDOOR.
- ③ EXPANDED PARKING ON MAIN STREET.
- ④ STRUCTURED PARKING FOR AMPHITHEATER AND CITY HALL WITH EVENT SPACE OVERLOOKING VENUE.
- ⑤ MIXED USE RETAIL / RESIDENTIAL.
- ⑥ PARKING BELOW DEVELOPMENT
- ⑦ NEW PARKING DECK FOR RESIDENTIAL AND RETAIL.
- ⑧ PRIVATE COURTYARD, GREENS AND POOL FOR RESIDENTIAL.
- ⑨ ROOFTOP AMENITIES.
- ⑩ PARKING DECK WITH RETAIL ON STREET LEVEL.
- ⑪ SURFACE PARKING

- EXISTING BUILDINGS
- PROPOSED STRUCTURES
- LANDSCAPED SPACES
- SIDEWALK



SITE PLAN





VIEW FROM E ATLANTA ROAD AND NORTH HENRY BOULEVARD

The Bridge



VIEW FROM BURKE STREET

The Town Green

EXECUTIVE SUMMARY

Ref. Appendix A for estimated area and cost of construction calculation



Old Town

A. Construction cost	- \$35,406,800
B. Fixed Equipment @ 10% of A	- \$3,450,680
C. Site Development @ 15% of A	- \$5,311,020
D. Inflation @ 6% Annually	- \$2,124,108

E. Total Construction Cost - **\$46,382,908**

G. Soft Cost@ 18% of E	- \$8,348,923
H. Administration @ 6% of E	- \$2,782,974
I. Project Contingency @ 10% of E	- \$4,638,291
K. Financing/Funding Cost @10%	- \$4,638,291

Total Project Cost - **\$66,791,388**

Assessed Amount @40%	- \$26,716,550
Millage Rate in Stockbridge	- 37.616 mills
Annual Tax Collection	- \$ 1,004,950
Over 15 year Period	- \$15,074,550*

Old Town ← --- --- --- → New Town



New Town

A. Construction cost	- \$137,642,450
B. Fixed Equipment @ 10% of A	- \$13,764,245
C. Site Development @ 15% of A	- \$20,646,368
D. Inflation @ 6% Annually	- \$8,258,547

E. Total Construction Cost - **\$180,311,610**

G. Soft Cost@ 18% of E	- \$32,456,090
H. Administration @ 6% of E	- \$10,818,697
I. Project Contingency @ 10% of E	- \$18,031,161
K. Financing/Funding Cost @10%	- \$18,031,161

Total Project Cost - **\$259,648,718**

Assessed Amount @40%	- \$103,759,490
Millage Rate in Stockbridge	- 37.616 mills
Annual Tax Collection	- \$ 3,906,780
Over 15 year Period	- \$58,601,680*

TOTAL

Total Project Cost - **\$326,440,100**

Assessed Amount @40%	- \$130,576,050
Millage Rate in Stockbridge	- 37.616 mills

Annual Tax Collection - **\$ 4,911,750**

Over 15 year Period - **\$73,676,230***

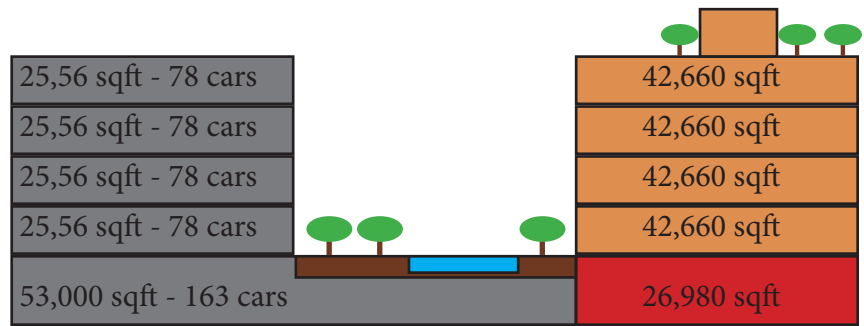
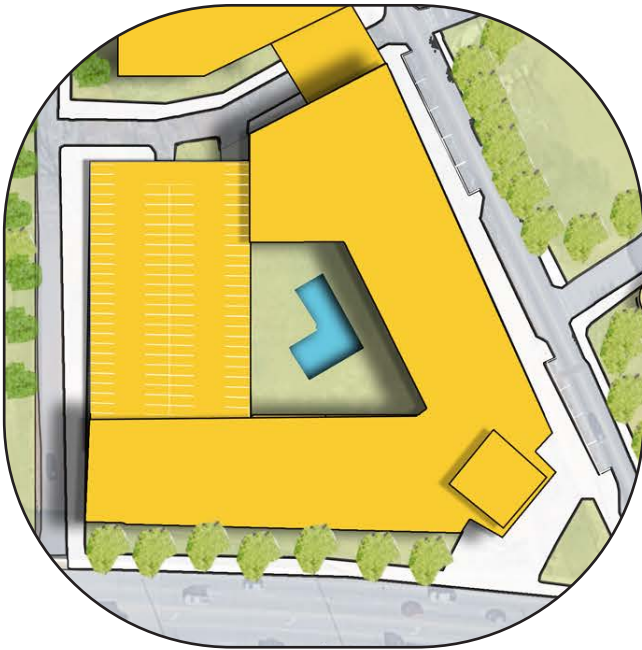
City Tax	- 3.77 mills
BOE Tax	- 20 mills
BOE Bond Tax	- 2 mills
Henry Water Auth.	- 2 mills
BOC Fire Tax	- 1.791 mills
BOC Tax	- 8.055 mills

Total - **37.616 mills**

*The costs are per architect's experience and indicative of similar projects as case studies. For actual numbers a financial viability study needs to be done by a professional consultant.

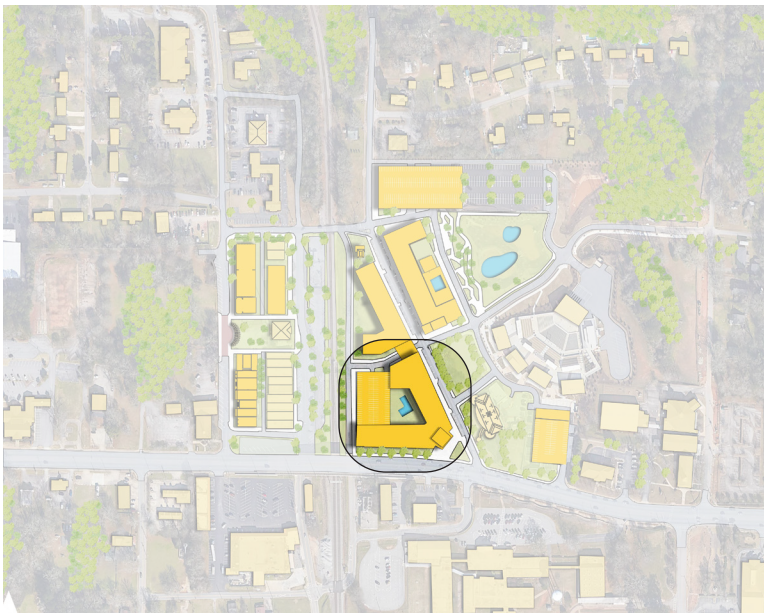


APPENDIX - A BUILDING - 1



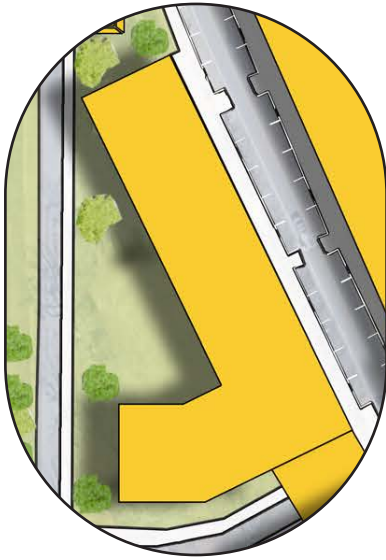
RESIDENTIAL : 171 UNITS
STUDIO : 19
1 B/R : 84
2 B/R : 56
3 B/R : 12

RESIDENTIAL
COMMERCIAL / RETAIL
PARKING / SERVICES



RESIDENTIAL : 170,640 sqft
COMMERCIAL / RETAIL : 26,980 sqft
PARKING / SERVICES : 155,240 sqft - 478 cars
TOTAL : 352,860 sqft

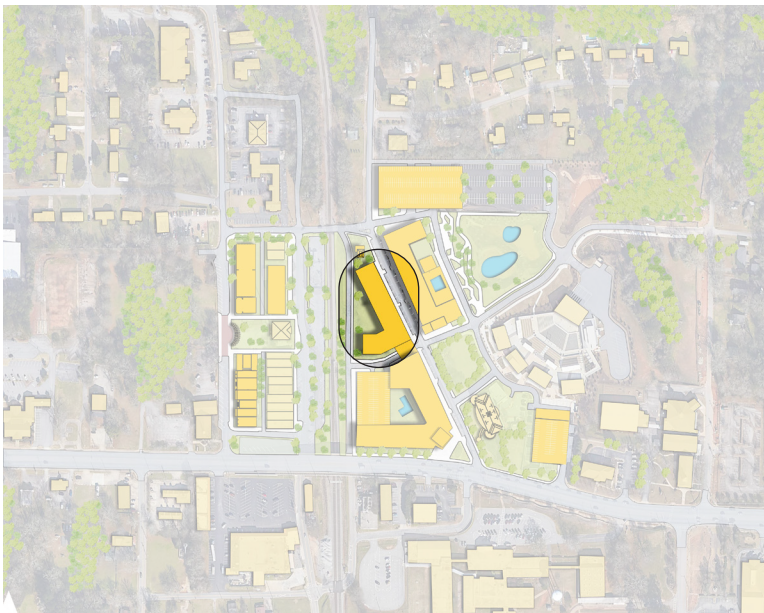
APPENDIX - A
BUILDING - 2



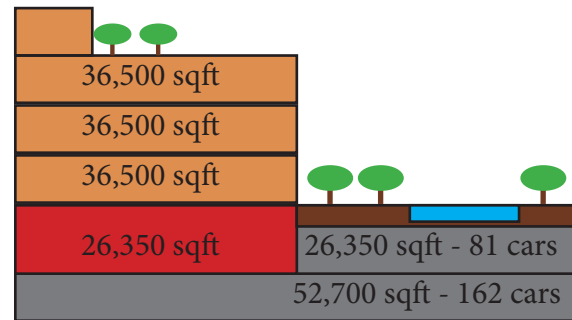
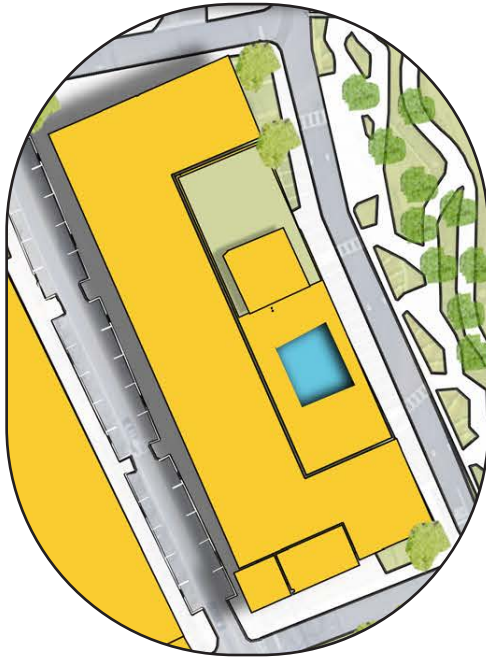
29,300 sqft	
29,300 sqft	
22,950 sqft	6,350 sqft

RESIDENTIAL : 59 UNITS
STUDIO : 6
1 B/R : 29
2 B/R : 19
3 B/R : 4

	RESIDENTIAL
	COMMERCIAL / RETAIL
	PARKING

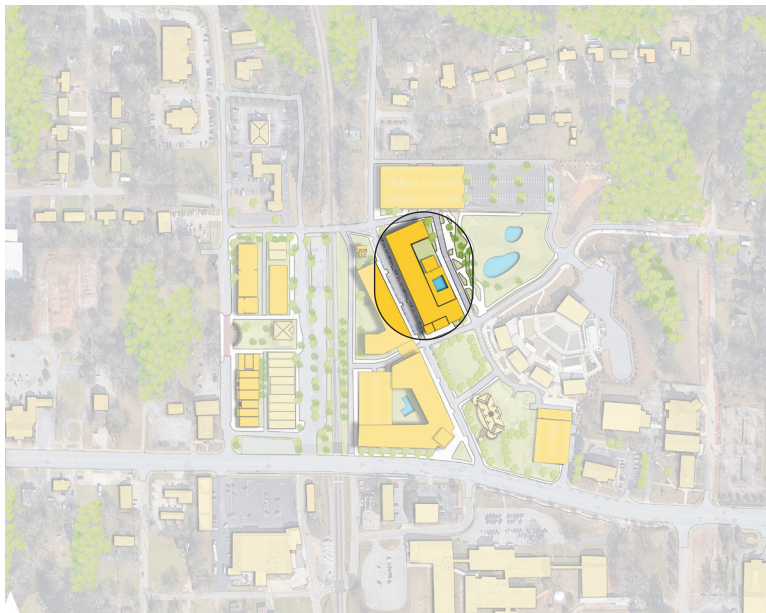


RESIDENTIAL : 58,600 sqft
COMMERCIAL / RETAIL : 22,950 sqft
PARKING : 6,350 sqft - 20 cars
TOTAL : 87,900sqft

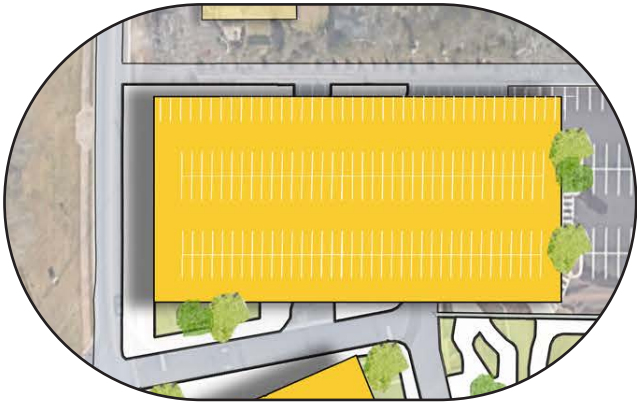


RESIDENTIAL : 110 UNITS
STUDIO : 12
1 B/R : 54
2 B/R : 36
3 B/R : 8

RESIDENTIAL
COMMERCIAL / RETAIL
PARKING / SERVICES

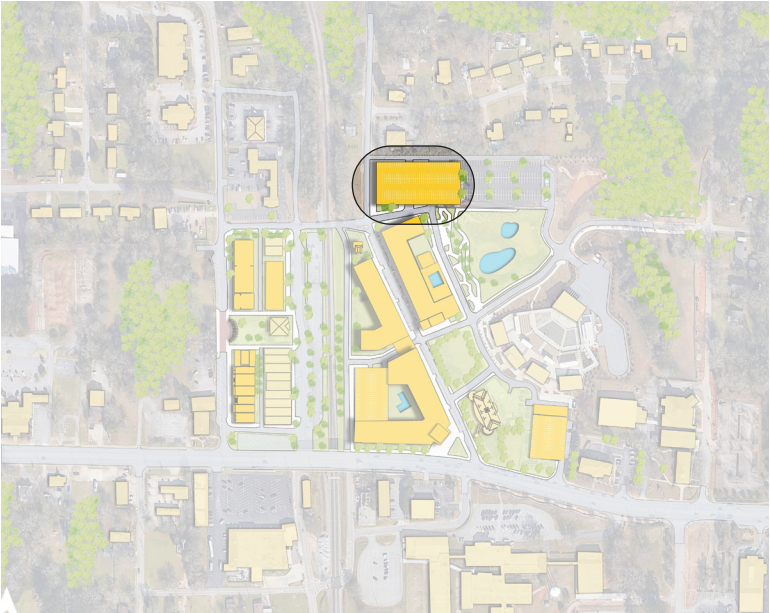


RESIDENTIAL : 109,500 sqft
COMMERCIAL / RETAIL : 26,350 sqft
PARKING / SERVICES : 79,050 sqft - 243 cars
TOTAL : 214,900 sqft



36,000 sqft - 111 cars	
36,000 sqft - 111 cars	
18,000 sqft	18,000 sqft - 55 cars

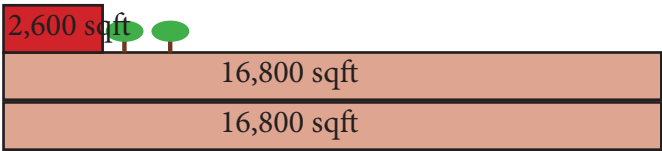
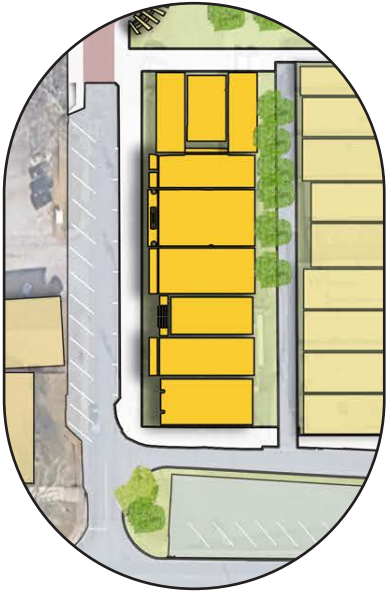
- COMMERCIAL / RETAIL
- PARKING / SERVICES



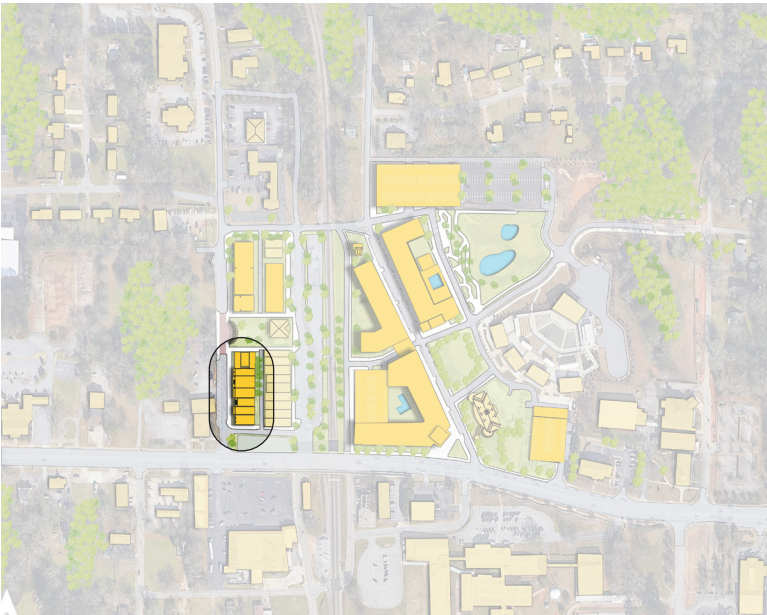
COMMERCIAL / RETAIL : 18,000 sqft

PARKING / SERVICES : 90,000 sqft - 277 cars

TOTAL : 108,000 sqft



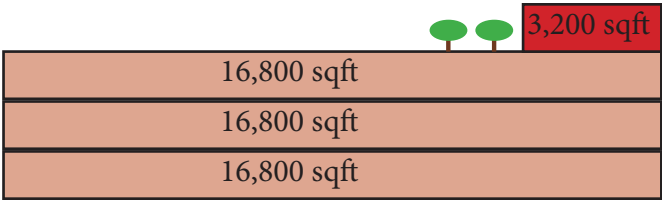
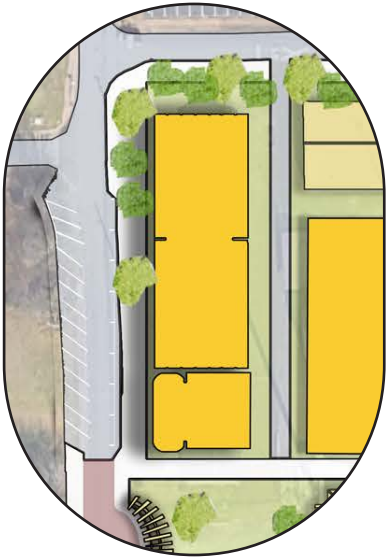
- MIXED COMMERCIAL / RESIDENTIAL
- COMMERCIAL / RETAIL



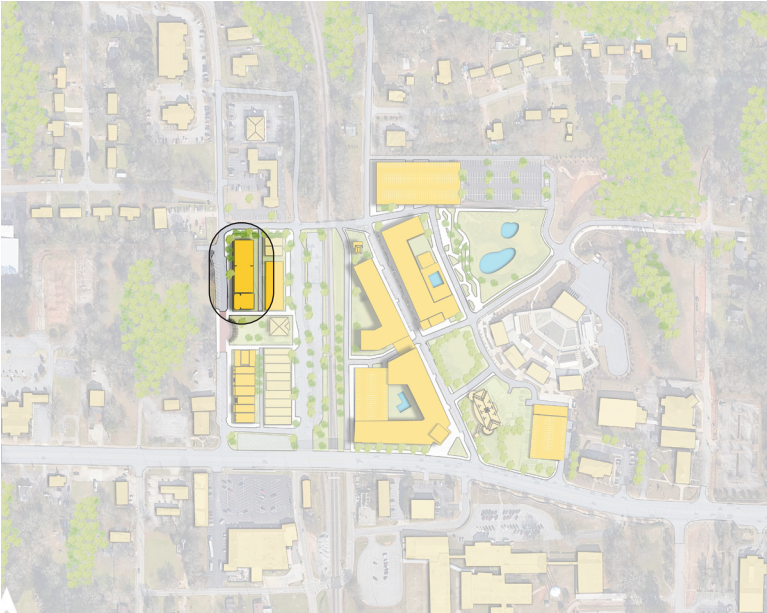
MIXED COMMERCIAL /
RESIDENTIAL : 33,600 sqft

COMMERCIAL : 2,600 sqft

TOTAL : 36,200 sqft



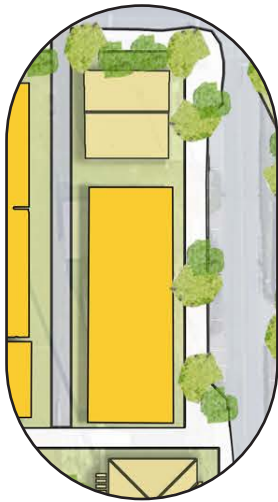
- MIXED COMMERCIAL / RESIDENTIAL
- COMMERCIAL / RETAIL



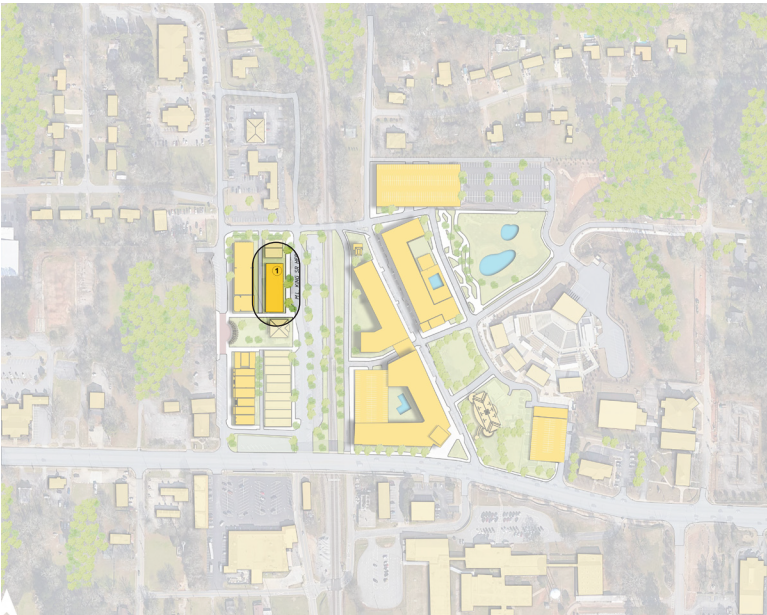
MIXED COMMERCIAL /
RESIDENTIAL : 50,400 sqft

COMMERCIAL : 3,200 sqft

TOTAL : 53,600 sqft



- MIXED COMMERCIAL / RESIDENTIAL
- COMMERCIAL / RETAIL



MIXED COMMERCIAL /
RESIDENTIAL : 24,500 sqft

COMMERCIAL : 2,000 sqft

TOTAL : 26,500 sqft



The city of Stockbridge is embarking on a transformative urban development initiative that aims to seamlessly connect its historic downtown with the new town center. This concept focuses on activating Burke Street and East Atlanta Road, which are pivotal corridors in this ambitious plan. The goal is to create a cohesive and vibrant urban center that integrates retail, commercial, and residential spaces with community uses, fostering a dynamic environment that serves the needs of the Stockbridge residents, and visitors.

The project envisions a comprehensive mixed-use development that is culturally resonant, and functional. The strategic enhancement of Burke Street and East Atlanta Road is central to this vision, with the aim of transforming these thoroughfares into bustling hubs of activity. By incorporating marketable retail outlets, cafes, office spaces, with event venues, parks, and activity centers the project seeks to create a vibrant community place that attracts people from throughout the region and encourages social interaction.

Culturally, the development respects the heritage of Stockbridge while incorporating modern elements that reflect contemporary lifestyles. The design will incorporate local architectural styles and materials, ensuring that the new developments harmonize with the existing urban fabric. This cultural sensitivity will foster a sense of pride and ownership among residents, encouraging community engagement and participation.

The project concept is designed to be user-friendly and accessible. Thoughtful urban planning will ensure that the streets are easy to navigate, with pedestrian-friendly walkways, bike lanes, and efficient public transportation options. The integration of existing and proposed green spaces, pedestrian bridge over the rail tracks and parks will provide residents with opportunities for outdoor activities and relaxation, enhancing the overall livability of Stockbridge.

In conclusion, the activation of Burke Street and East Atlanta Road is a strategic move to connect the old downtown with the new town center, creating a seamless urban experience

that is economically viable, culturally vibrant, and functional. This comprehensive mixed-use plan has the potential to transform Stockbridge into a thriving urban hub, attracting investment, fostering community engagement, and enhancing the quality of life for its residents.

IMPLEMENTATION

To assure this next phase of development is exciting and vibrant for generations to come we recommend the following steps to implementation.

1. Build consensus and excitement around the vision -

A critical component of successfully activating Burke Street and East Atlanta Road lies in garnering widespread support and enthusiasm for the vision among all stakeholders. Building consensus and excitement around the plan is essential to ensure its smooth implementation and long-term success.

- i. Engage the Community through public meetings, workshops, and surveys.
- ii. Collaborative partnerships with local businesses and organizations.
- iii. Showcase economic benefits to local businesses and its effects on quality of life for residents.

2. Validating Market Demand, Programs, Construction Cost, and Phasing -

Ensuring the success of the development project along Burke Street and East Atlanta Road in Stockbridge requires thorough validation of market demand, program feasibility, construction costs, and phasing. This comprehensive validation process will help align the project with economic realities and community needs, ensuring a viable and sustainable development.

- i. To amount to high quality development, this site will require a significant investment in public infrastructure and anchor uses.

- ii. We recommend an anchor use to attract sufficient visitors morning, noon and evening, 7 days a week will be critical to the success.
- iii. Such a multi generational active center would drive up the retail demand and bring people to the site on a daily basis.
- iv. The addition of the arts will enhance the experience as well.

3. Developing a P3 Implementation Strategy: Funding Sources, Delivery Method, and Operational Model -

To ensure the successful implementation of the development project along Burke Street and East Atlanta Road, a Public-Private Partnership (P3) approach should be adopted. This strategy leverages the strengths of both public and private sectors to deliver a project that is financially viable, efficiently managed, and beneficial to the community

i. Potential public funding:

a. Tax Allocation District (TAD): Utilize TAD to capture the future increase in property tax revenues generated by the project to fund upfront development costs. This approach can provide a significant source of funding without burdening current taxpayers.

b. Special (Purpose) District - Create SDs for a limited, special purpose as a way to provide economic support or economic development for site. This is a way for a local government to generate additional income through taxes or by issuing bonds to support the needs of the district.

c. Municipal Bonds - Issue municipal bonds to raise capital for infrastructure improvements and initial development phases. Bonds can be structured with attractive terms to appeal to investors while minimizing the impact on taxpayers.

d. SPLOST Funds (Special Purpose Local Option Sales Tax) - In case of vertical mixed-use, to mitigate



gate higher construction cost, they will expect that the parking decks and podium should be publicly funded and owned by the city.

ii. Potential Private Investment:

a. Equity Investment - Attract private equity investment from real estate developers, investment funds, and other private entities. Equity investors are attracted to a marked rate return on investment.

b. Commercial Loans: Secure commercial loans from banks and financial institutions. Favorable loan terms can be negotiated based on the projected revenue streams and economic benefits of the project.

c. Public-Private Investment Funds - Create an investment fund that combines public and private capital to finance the project. This hybrid approach can leverage public resources to attract substantial private investment.

4. Maximizing the Return on Investment for the Citizens of Stockbridge - Maximizing the return on investment (ROI) for the citizens of Stockbridge involves not only financial gains but also improvements in quality of life, community well-being, and long-term sustainability.

- i. Economic benefits through local employment opportunities, and small business support.
- ii. Social and community benefits include affordable housing, enhanced public spaces, public art and beautification, cultural event and festival spaces.
- iii. Health and environmental benefits through better bike and pedestrian friendly infrastructure as well as a multi generational activity center.
- iv. The city should design, fund and build the public buildings, parks and infrastructure.
- v. The private sector should own and operate the private uses. Given the importance of design to the suc-

cess of the project, the city should create a design management approach with an independent architect to design the public buildings and infrastructure while overseeing all coordination for the design elements of the private sector.