



Downtown Development Authority

AGENDA

**Thursday, May 12, 2022
8:00 AM
City Hall - 215 N. Broad Street**

CALL TO ORDER

ROLL CALL

APPROVAL OF PREVIOUS MEETING MINUTES

[1.](#) DDA April Minutes

APPROVAL OF FINANCIAL STATEMENTS

[2.](#) DDA March Financials

PUBLIC FORUM

CITY UPDATE

COUNTY UPDATE

COMMUNITY WORK PLAN &REPORTS

Downtown Design

Redevelopment Projects

[2.3.](#) Milner-Aycock Proposal

Entertainment Draws -

PROGRAMS

Farmers Market

FUNDING

SPONSORSHIP**FACADE GRANTS - None****COMMUNITY EVENT GRANTS - None.****NEW BUSINESS****ANNOUNCEMENTS:**

Next meeting scheduled, June 9th at 8:00 am at Monroe City Hall.

ADJOURN



Downtown Development Authority

MINUTES

Thursday, April 14, 2022

8:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

Meeting called to order at 8:02 am.

ROLL CALL

PRESENT

- Chairman Lisa Anderson
- Vice Chair Meredith Malcom
- Secretary Andrea Gray
- Board Member Whit Holder
- Board Member Ross Bradley
- Board Member Chris Collin

CITY STAFF

- Logan Propes
- Les Russell
- Leigh Ann Aldridge
- Sadie Krawczyk

ABSENT

- Board Member Wesley Sisk
- City Council Representative Myoshia Crawford

APPROVAL OF PREVIOUS MEETING MINUTES

- . March Minutes

Approved - Motion made by Board Member Holder, Seconded by Secretary Gray.
Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Holder,
Board Member Bradley, Board Member Collin

. DDA Called Meeting Minutes

Approved - Motion made by Secretary Gray, Seconded by Vice Chair Malcom.
Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Holder,
Board Member Bradley, Board Member Collin

APPROVAL OF PREVIOUS EXECUTIVE SESSION MEETING MINUTES

March 10, 2022

March 18, 2022

Approved - Motion made by Secretary Gray, Seconded by Board Member Collin. Voting Yea:
Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Holder, Board Member
Bradley, Board Member Collin

APPROVAL OF FINANCIAL STATEMENTS

. DDA Financials - Feb.

Approved - Motion made by Board Member Bradley, Seconded by Vice Chair Malcom. Voting
Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Holder, Board
Member Bradley, Board Member Collin

PUBLIC FORUM

None.

CITY UPDATE

Mr. Propes informed the board that bids are coming in for the Downtown Green next week,
and there is a new DCA grant opportunity that the city will pursue for additional funding for the
project to help with the cost increases anticipated; the city is working with the county on the
Midland parking lot to partner on its use and maintenance; Wayne Street stormwater and
streetscape project is being put on hold at this time to wait for private business development;
the alleyway improvements between Wayne and Spring are planned for late spring of this year;
the city's Comprehensive Plan draft was approved and submitted for review.

COUNTY UPDATE

Mr. Propes met with the new county manager.

COMMUNITY WORK PLAN &REPORTS

Downtown Design

replacement banners are here and should be installed by the First Friday concert in May; planters will be updated within the next two weeks; pedestrian wayfinding signs will be updated to the new logo; pocket park maintenance by contractors has started.

Redevelopment Projects

No updates.

Entertainment Draws -

Unicorn day last Friday had a really good turnout; business owners met to set additional theme days for the year to include Children's book day, Hero day, and Dinosaur day; Chris Collin suggested we pursue themed cars for display during these events; Food Truck Friday is next week on 4/22/22.

PROGRAMS

Farmers Market

Pop-up market this Saturday; opening day is May 7th; vendor registration is closed for the market season except for festival days and ag vendors.

FUNDING

SPONSORSHIP

No update.

FACADE GRANTS - none

COMMUNITY EVENT GRANTS

. Monroe Cotton Mills - Food Truck Friday - 4/22/22

Approved for \$250 grant - Motion made by Board Member Holder, Seconded by Board Member Bradley.

Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Holder, Board Member Bradley, Board Member Collin

NEW BUSINESS

Whit Holder discussed a proposed container foodservice project that Chad Draper is working on and asked if the board would be interested in expressing our support for it.

The board voted to draft a letter from the Chairman on behalf of DDA in support of the container project because of its alignment with our Community Workplan goals and the positive economic impact - Motion made by Board Member Bradley, Seconded by Secretary Gray.

Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Holder,

Board Member Bradley, Board Member Collin

ANNOUNCEMENTS:

Next meeting scheduled, May 12th, at 8:00 am at Monroe City Hall.

ADJOURN

Motion made by Vice Chair Malcom, Seconded by Board Member Collin.

Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Holder,
Board Member Bradley, Board Member Collin

DDA Income Statement

Account Summary

For Fiscal: 2022 Period Ending: 03/31/2022



Monroe, GA

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
002-7550-347903	FARMERS MKT FEES	0.00	0.00	370.54	2,293.20	-2,293.20
002-7550-361000	INTEREST REVENUES	0.00	0.00	23.05	69.46	-69.46
002-7550-361002	INTEREST-REVOLVING LOAN FUND	0.00	0.00	466.19	1,407.42	-1,407.42
002-7550-371000	GENERAL CITY	0.00	0.00	1,250.00	15,475.00	-15,475.00
002-7550-381011	RENTAL - 227 S BROAD	0.00	0.00	0.00	4,400.00	-4,400.00
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND	0.00	0.00	1,775.59	5,317.92	-5,317.92
	Revenue Total:	0.00	0.00	3,885.37	28,963.00	
Expense						
002-7550-522310	REAL ESTATE RENTS / LEASES	0.00	0.00	-3,825.00	-3,825.00	3,825.00
002-7550-523301	EVENTS	0.00	0.00	0.00	450.00	-450.00
002-7550-523306	FARMERS MKT-ENTERTAINMENT	0.00	0.00	0.00	35.00	-35.00
002-7550-523850	CONTRACT LABOR	0.00	0.00	900.00	3,160.00	-3,160.00
002-7550-531175	FARMERS MKT GEN EXP	0.00	0.00	0.00	125.00	-125.00
002-7550-531203	OLD CITY HALL BLDG	0.00	0.00	1,990.18	5,056.18	-5,056.18
002-7550-572030	DOWNTOWN DEVELOPMENT	0.00	0.00	0.00	1,500.00	-1,500.00
002-7550-573000	PAYMENTS TO OTHERS	0.00	0.00	0.00	700.00	-700.00
002-7550-582303	OTHER INTEREST EXPENSE	0.00	0.00	634.88	1,970.32	-1,970.32
	Expense Total:	0.00	0.00	-299.94	9,171.50	
	Total Surplus (Deficit):	0.00	0.00	4,185.31	19,791.50	

Group Summary

Account Type	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue	0.00	0.00	3,885.37	28,963.00	-28,963.00
Expense	0.00	0.00	-299.94	9,171.50	-9,171.50
Total Surplus (Deficit):	0.00	0.00	4,185.31	19,791.50	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
002 - DOWNTOWN DEV FUND	0.00	0.00	4,185.31	19,791.50	-19,791.50
Total Surplus (Deficit):	0.00	0.00	4,185.31	19,791.50	



Proposal for Purchase and Redevelopment of Milner-Aycock Building

Prepared for the City of Monroe Downtown Development Authority

May 3, 2022

Proposal Contents.....

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Development Team Members:

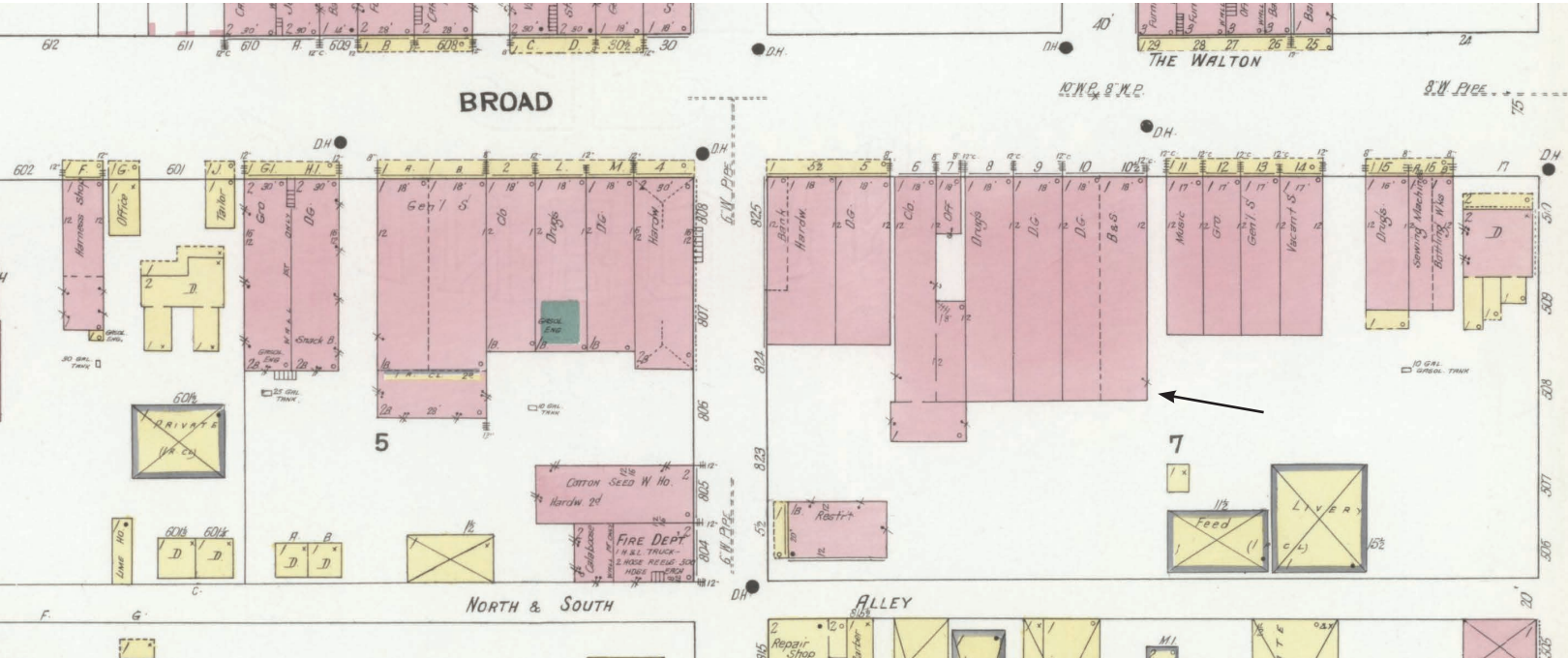
Principal Developer
Chad Draper, JEC Development LLC
chad@jecdevelopment.com

Architect
Chris Evans, E+E Architecture
chris@enearchitecture.com

Architect
Katrina Evans, E+E Architecture
katrina@enearchitecture.com

Landscape architect, historic preservation consultant
Carmine Fischetti, Main Street Studio LLC
carmine@mainstreet-studio.com





1909 Sanborn Fire Insurance Map, Milner-Aycock Building arrowed

1. Executive Summary

The Milner-Aycock building is a special historic resource in that it spans an entire block from Broad Street to Wayne Street in downtown Monroe. The entire south facade of the building is adjacent to a well used and beautiful alley awaiting future development. The alley provides an accessible passage from the city owned “Municipal Parking Lot,” which serves the library, Childers Park and many downtown businesses on Broad Street. The Milner-Aycock Building naturally lends itself to traditional retail use along Broad Street, and a proposed dramatic entrance in the alley will allow pedestrian access to the boutique hotel in the rear half of the building.

The development approach of JEC Development will be to research the archives of the Monroe Museum and gather as much local knowledge about the building’s history

as possible with the goal of preserving the building’s historic character. Re-establishing many of the historic window and door openings that have been lost will honor the building’s history and allow daylighting of interior spaces.

The Milner-Aycock Building’s depth and total square footage (19,380 s.f.) lend themselves to a phased development approach. In Phase One the priority will be to remediate mold in the entire building and then activate retail space along South Broad Street. JEC Development has a commitment from a retail tenant and will build out the interior to their specifications. Other improvements in Phase One include construction of a demising wall to separate retail, and upgraded signage, doors and paint on the South Broad Street facade.

Phase Two will activate the rear half of the building beginning with a centrally-located stairway and circulation hub that will allow easy access to the interior of the building from the alley. Demolition of extraneous partition walls, offices and other outdated interior features dating to the building’s time as a municipal court and police department will also occur. Partial demolition of the existing rear addition will allow for construction of a two-story open air porch on the South Wayne Street facade, setting the stage for a future boutique hotel development.

With most of the demolition work complete in the first two phases, Phase Three will focus on build out of the boutique hotel, and office space and storage in the basement.

The development team is aware of the existing mold issue and is confident that it can be fully mitigated at a reasonable cost since many of the affected areas are slated for demolition. Besides the mold issue, the extreme depth of the building makes many spaces either unfit or unappealing for new tenants, and the existing interior floor plan must be radically altered to allow redevelopment to take place. The development team is confident that they can overcome these issues through creative design, a phased development approach, and acquisition of the building at below market rate price.

phased development approach

Phase 1

- purchase building
- mold remediation
- demo/construction for retail
- update front facade

Phase 2

- create vertical circulation
- demo interior spaces
- construct rear porch

Phase 3

- build out for boutique hotel



Monroe Museum

Aycock's Building, undated

2. General Background and Experience

Jim Draper and Chad Draper bought their first commercial property together in Downtown Monroe in 1999. That building is located at 118 N Broad St where The Armory Bookstore is today. Together they formed JEC Development and began purchasing and rehabilitating many other buildings in Monroe over the next 20 years. In 2021, Chad Draper purchased all of the remaining shares of JEC Development and became its sole owner. Currently, the majority of JEC

Development's properties face Broad and Wayne Streets, just as the Milner-Aycock building does.

JEC Development has 23 years of experience specific to Downtown Monroe rehabilitation and property management. Chad Draper has 29 years of experience in custom home building, historic preservation and new commercial construction throughout the Southeast in addition to extensive real estate sales experience in Georgia, Oregon and Washington. Chad Draper has served on the City of Monroe DDA Board and multiple other quality growth focused committees in the past. Chad lives in Monroe and intends to remain heavily involved in the development of downtown Monroe for years to come.



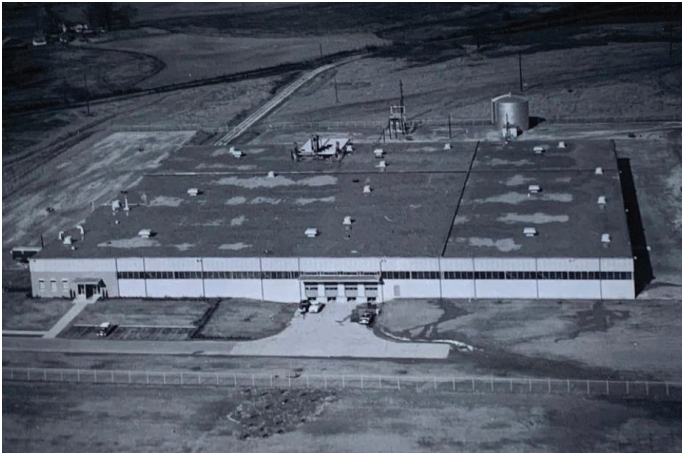
Monroe Museum

3. Relevant Projects

Wire Park
Mixed Use Development
Watkinsville, Georgia
Currently under construction
Budget \$44 Million
Architect–E+E Architecture, Chris Evans



Wire Park, rendering



Wire Park, historic photo



Briarcliff
New Commercial Construction
Athens, Georgia
Completed 2022
Budget \$1,500,000
Project Manager–Chad Draper
Architect–AMT



Briarcliff, completed project

Beechwood Shopping Center Exterior Improvements and Interior Build Outs Athens, Georgia

Completed 2021
Budget \$150,000
Project Manager–Chad Draper
Architect–E+E Architecture, Chris Evans



Beechwood Shopping Center, after renovations



Beechwood Shopping Center, before renovations



118 North Wayne Street Parking Lot and Building Improvements Monroe, Georgia

Currently under construction
Budget \$90,000
Project Manager–Chad Draper
Architect–E+E Architecture, Chris Evans



118 North Wayne Street, under construction

129 North Wayne Street Parking Lot Improvements Monroe, Georgia

Currently under construction
Budget \$100,000
Project Manager–Chad Draper
Architect–E+E Architecture, Chris Evans



129 North Wayne Street, proposed site plan

129 North Wayne Street, sketch concept



D1 Training Athens, Georgia

Completed 2021
Budget \$300,000
Project Manager–Chad Draper
Architect–E+E Architecture, Chris Evans



D-1 Training, completed project

416 South Broad Street John's Supermarket Expansion Monroe, Georgia

Completed 2021
Budget \$1,500,000

Conceptual Design Renderings–Georgia Department of Community Affairs,
Downtown Design Studio
Julien DeRocher, Carmine Fischetti



416 South Broad Street, completed project

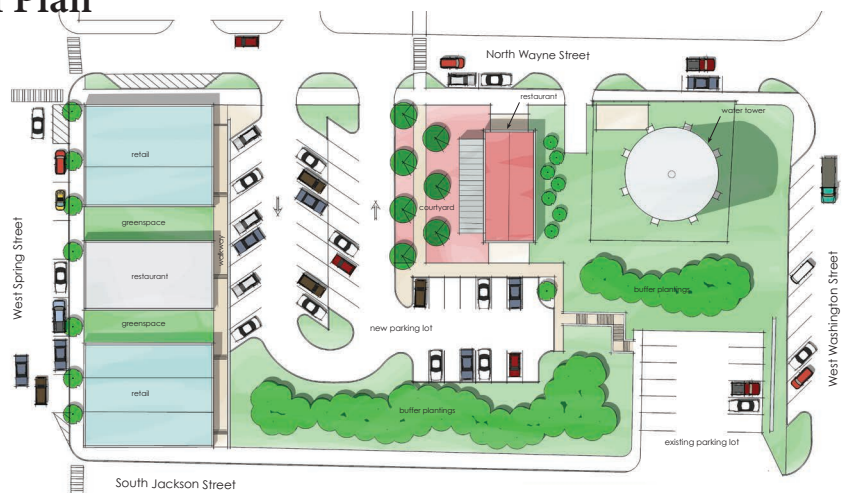


416 South Broad Street, Concept rendering



North Wayne Street Conceptual Parking Lot and Infill Plan Monroe, Georgia

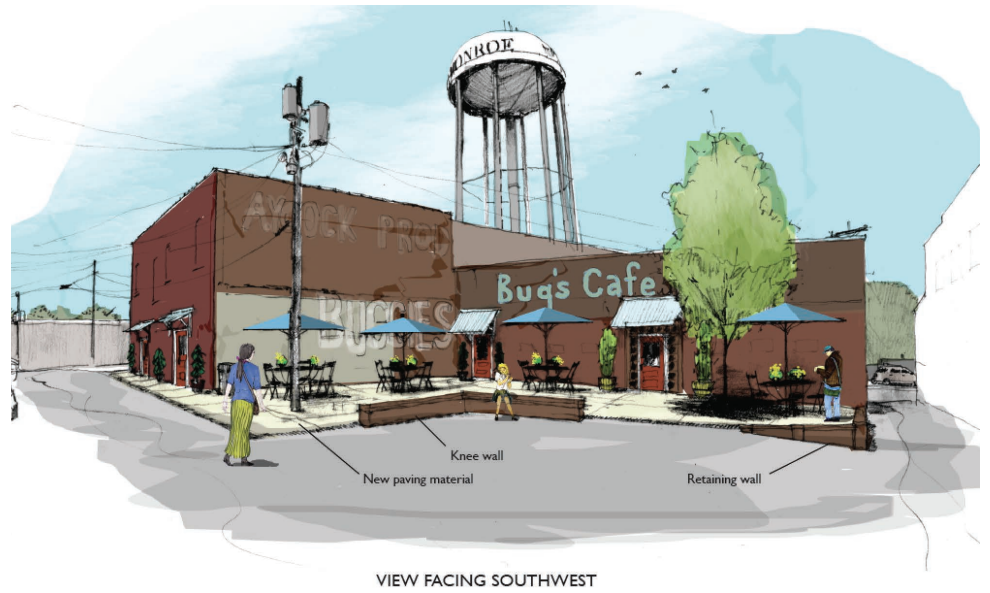
Unbuilt concept plan
Estimated budget \$3-\$5 Million
Landscape architect,
Carmine Fischetti



North Wayne Street site plan

North Wayne Street Alley Improvements Monroe, Georgia

Unbuilt concept plan
Estimated budget \$50,000
Landscape architects,
Julien DeRocher,
Carmine Fischetti



4. Resumes of Key Principals

chad draper

p.o.box 1124
monroe, ga 30655
503.927.6321
chad@jecdevelopment.com

placemaker.citybuilder.

skill highlights

Passionate about placemaking, city building and historic preservation. Extensive experience in historic carpentry, construction management, adaptive reuse, property management, real estate development and real estate sales.

work experience

1993-2012 - co-owner - Draper Construction, inc

- remodeled many historic homes throughout NE Georgia
- oversaw multiple ground up new construction projects
- performed interior trim carpentry on hundreds of new homes, personal care facilities and student apartment communities throughout the southeast

1999-2021 - co-owner - JEC Development, llc

- responsible for the redevelopment of multiple commercial and residential properties throughout Monroe, Georgia.
- owned, managed and re developed over 50,000 square feet of properties on Broad Street in downtown Monroe, Georgia

2012-present - owner - Place Portland llc. (Portland, Oregon)

- created and lead a team of professional sales agents and administrative staff that consistently sell over 25 million dollars worth of residential real estate per year

2020 - 2022 - project manager - Polias, llc

- collaborated with the owner to envision, develop, redevelop and construct multiple development projects in Athens, Georgia.
- new projects included Briarcliff, 700 Baxter, Runway Cowork, Foot Palace, D1 Sports
- very active role in various planning and capital improvement projects at Beechwood Shopping Center, Markets at Epps Bridge and Oconee Mercantile

Draper resume continued:

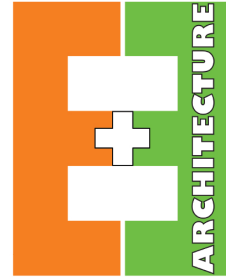
2021 - present - owner JEC Development llc

- purchased JEC Development in full
- substantially increased rental revenues
- envisioned multiple projects and opportunities to take the business to the next level. Actively working with architects, engineers, surveyors to build a pipeline of future projects
- under contract on the former J.L. McGarity Ford building on Broad Street
- creating a new dining experience complete with 2 outdoor dining patios at 118 N Wayne Street
- creating a new dining experience complete with an outdoor dining patio at 129 N Wayne Street

other items to note

- JEC Development received a Georgia Department of Community Affairs award for redevelopment of the Nunnally and Eulalia buildings
- JEC Development received a Golden Hammer Award for the redevelopment of Monroe Mercantile
- critical role in the creation of Childers Park
- collaborated with city leaders to write and adopt the MHDO ordinance to encourage smaller housing via cottage courts in the mill district
- consulting role in both the Monroe Cotton Mills and the Walton Mill to both preserve the structures and envision possibilities to help them thrive.
- JEC Development developed the first residential condominiums in Walton County
- worked with city leaders to change the Downtown Monroe sign ordinance to allow perpendicular signage which were non existent at the time and now very prevalent along Broad Street
- worked with city leaders to allow benches, sandwich board signs, planters on Broad Street sidewalks as they were not allowed at the time
- influential in bringing several speakers and hosting several charrettes in the early 2000's to help foster a dialogue of quality growth in the City of Monroe

Christopher C. Evans



Job Title: Principal / Architect

Licensure: Registered Architect: GA, LA, MS

Professional Experience

Christopher Evans will serve as a project designer and architect of record. Chris has been practicing architecture in Athens for the past 20 years. Chris has a diverse project portfolio and clients. His projects have included historical renovations, adaptive reuse, commercial office, restaurants along with multi-family.

E+E Architecture

Athens, GA

E+E Architecture was established in 2006. The design firm has grown in size every year since its inception. Presently, the firm has six employees and works on 70+ project annually. Total value of projects is approximately 95 million annually.

Recent Project Highlights:

Wire Park,
250,000 s.f. of adaptive reuse,
Completion - under construction
Budget: 6 million

The Yard @ Wire Park
30,000 s.f. Interior Build-Out for indoor Baseball
Completion - completed in 2022
Budget: 1 million

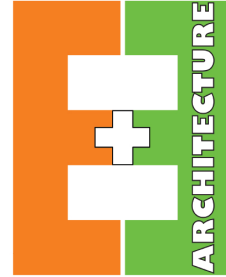
Education: Bachelor of Architecture, Iowa State University 1999
Masters of Architecture, Iowa State University 2000

References:

Owner: Barnett Southern P: (706)-829-2074
Mr. Matthew B Durden Email: matt@barnettsouthern.com



Katrina M. Evans



Job Title: CEO / Principal Architect

Licensure: Registered Architect: GA, NC, SC, NY, CO, AL, NY, IL, WA and TN

Professional Experience

Katrina Evans has been practicing architecture in New York, Atlanta and now Athens for the past 20 years. Ms. Evans has a diverse project portfolio and clients range from Industrial, Medical, Institutional to Housing. In addition to architecture, she has provided Owner’s Representation Services as well as worked as a Staff Architect inside a large medical institution.

E+E Architecture

Athens, GA

E+E Architecture was established in 2006. The design firm has grown in size every year since its inception. Presently, the firm has six employees and works on 70+ project annually. Total value of projects is approximately 95 million annually.

Recent Project Highlights:

Retreat at Kennesaw,
76,000 s.f. of housing, completed in 2021 Budget: 65 million

Piedmont University:
65,000 s.f. Athens Campus Relocation completed in 2021 Budget: 1.8 million

Advantage Behavioural Health:
85,000 s.f. Renovation completed in 2018 Budget: 5.7 million

Education: Bachelor of Architecture, Iowa State University 1999

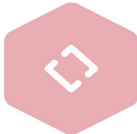
References:

Owner: Marks Commercial Real Estate P: (706)-202-0571
Mr. Daniel Marks Email: dmarks@markscre.com



CARMINE FISCHETTI

Landscape Architect



Contact

(706) 202-8366
carmine@mainstreet-studio.com
Athens, Georgia 30606

Professional Profile

Carmine Fischetti has been a practicing landscape architecture in Georgia for 20 years. His clients are cities, downtown development authorities and community development agencies seeking to improve downtowns through landscape architecture, planning and historic preservation projects.

Education

Master's Degree

Landscape Architecture
University of Georgia, 2001

Bachelor's Degree

Anthropology, University at
Albany, SUNY, 1993

Work Experience

Principal Landscape Architect, Owner

Main Street Studio LLC, 2021–present

As owner and principal landscape architect at Main Street Studio Carmine has worked on a diverse project portfolio and clients include commercial, governmental, and institutional organizations.

Recent Projects:

- Developed city-wide parking plan for Cedartown, Georgia
- Created a pedestrian improvement plan for Madison, Georgia
- Serves as consultant to the Architectural Review Board for the city of Greensboro, Georgia
- Provides on-call historic preservation and design services to the cities of Toccoa and Greensboro, Georgia

Certifications

Licensed Landscape Architect, Georgia #1720

Downtown Development Professional, Georgia
Downtown Association

Design Studio Director

Georgia Department of Community Affairs (DCA), Office of
Downtown Development, 2002-2021

As Design Studio Director Carmine was involved in numerous downtown development projects ranging in scale from historic facade rehabilitation drawings to large-scale city planning efforts.

5. Development Approach and Design

The goal of JEC Development is to create pedestrian oriented, sustainable projects that enhance the local economy and bring more visitors and residents to downtown Monroe while preserving the historic character of the built environment. With these goals in mind, the Milner-Aycock Building presents a unique opportunity to reinvigorate downtown and is also aligned with the Downtown Development Authority’s vision for future pedestrian-oriented development connecting new businesses on North Wayne Street with traditional retail on South Broad Street. Spanning the width of this entire block, the Milner-Aycock Building is poised to become one of the most important redevelopment projects in Monroe in many years.



Part of existing mural will be removed to facilitate alley access to building

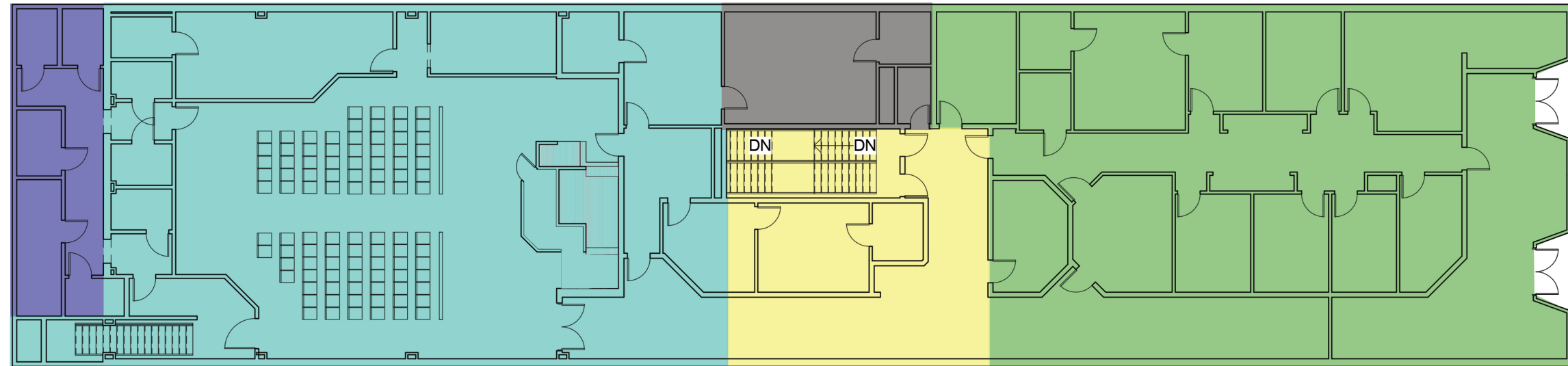


Proposed perspective view from alley



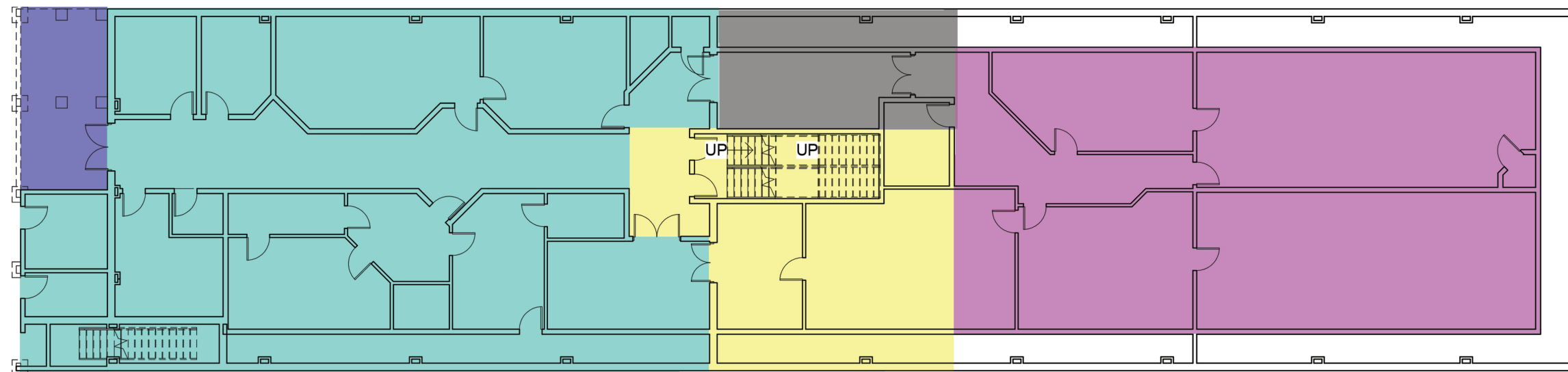
Proposed perspective view of west facade

UPPER FLOOR



- BALCONY**
500 SQFT
- BOUTIQUE HOTEL**
4,0103 SQFT
- VERTICAL CIRCULATION**
1,134 SQFT
- COMMON BUILDING AREA**
454 SQFT
- RETAIL**
3,739 SQFT

LOWER FLOOR



- COVERED ENTRANCE**
290 SQFT
- SERVICE/HOTEL**
3,970 SQFT
- VERTICAL CIRCULATION**
1,193 SQFT
- COMMON BUILDING AREA**
516 SQFT
- OFFICE/STORAGE**
2960 SQFT

Proposed building program

North Wayne Street

South Broad Street

6. Economic/ Financing Overview

The construction and development costs for the Milner-Aycock Building depend upon design direction, determined uses, and regulations required by the municipality etc. It is nearly impossible to land on solid costs without a full set of approved construction drawings, which will take many months to fully realize. Additionally, current construction cost trends are unpredictable and volatile. For this proposal, JEC Development believes that square foot based prices are the best predictor of project cost.

Due to its large size and varied building program, certain areas of the Milner-Aycock Building will cost more to develop than others, so a range of square foot costs seems most appropriate. Also unknown are the conditions of the roof, existing HVAC, and fire suppression systems. The condition of those systems, and the ability to reuse them is an important cost factor. Another undetermined factor is the total cost of mold remediation. Utilizing a \$150-\$200 per square foot construction/development cost range would place construction and development costs in the \$2,907,000 - \$3,876,000 range.

Fair market value of Milner-Aycock Bldg.

\$834,000

60% of assessed value (purchase price)

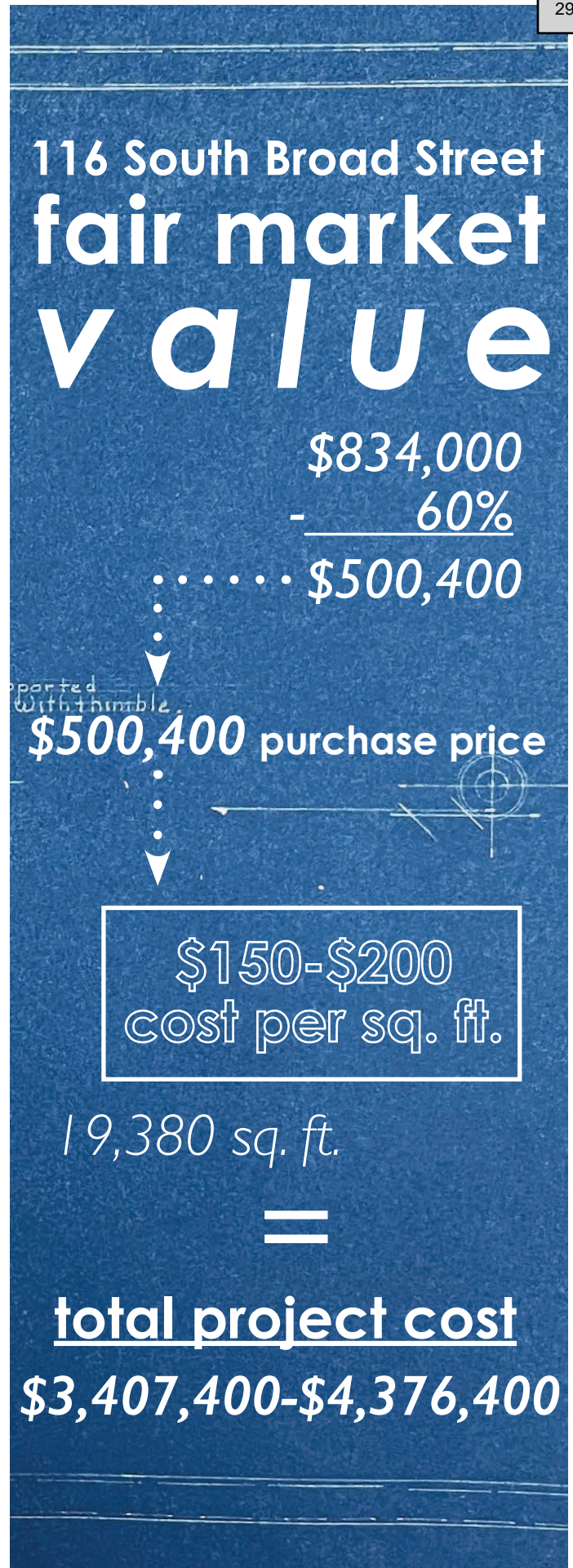
\$500,400

Construction and development cost range

\$2,907,000 - \$3,876,000

Total project cost range

\$3,407,400 - \$4,376,400



7. Development Schedule

Similar to the economic overview, the construction timeline and dates are hard to define without a fully approved plan by the municipality and permitted construction drawings. Taking into consideration the current real estate market and the highly variable cost of building materials, it is in the best interest of the developer to move forward as quickly as possible. At a minimum, planning review, permitting, Historic Preservation Commission approval, and City Council review will take six months to complete.

As indicated above, JEC Development will utilize a phased development approach with the Milner-Aycock Building. This strategy will focus on mold remediation and removal of damaged portions of the building first. This will allow build out and improvement of retail spaces to proceed, and activation of the Broad Street half of the building to occur. Next, construction of the vertical circulation hub will allow greater accessibility to all portions of the building. The final step would be to develop both floors of the rear portion of the building as either a boutique hotel or small apartments. Variables such as the length of the approval process and interest from prospective tenants could significantly alter the timeline.

It would be beneficial to JEC Development if the City of Monroe Downtown Development Authority (DDA) could streamline the review and approval process and assist with grant and/or financing opportunities. This would

benefit both parties by effectively lowering development costs and will help ensure quality development in a timely manner. It would also be very helpful if the full purchase price were not due until all project approvals were in place.

Approximate timeline

6 months–Historic Preservation Commission review, Planning and Zoning review, City Council review, Codes Office review and approval for permits

6 months–Mold remediation, demolition, façade restoration, retail activation and vertical circulation

12–24 months–Boutique hotel or apartment build out

*Total project completion time
24–36 months*

8. Development Agreement

The letter of intent and developer agreement are to be determined upon developer selection.