

Westside Future Fund

Solicitation for Non-Binding Letters of Intent for Operator of 500 James P. Brawley Drive NW



Date of Posting: December 17, 2021

Site Visit: January 18, 2022

RSVP for Site Visit to Derrick@westsidefuturefund.org by January 17th, 2022

Introduction

The Westside Future Fund believes that success depends on access to opportunity, thus we are excited to open an avenue of opportunity for businesses on the Westside with our restoration of a notable English Avenue property.

The Westside Future Fund is offering entrepreneurs the chance to apply their vision to a unique historical building at a vital intersection within the English Avenue community. The Yellow Store at 500 James P. Brawley Drive stands as a reminder of the corridor's commercial past and will be restored by Westside Future Fund to serve the neighborhood for generations to come. We invite business owners to consider this mixed-use building and share your plan for how your business could fit into the mix.

English Avenue's earliest days were at the intersection of where people lived and where they worked. Through decades of change, English Avenue is still that place —home to residents of the Historic Westside and on the edge of some of the city's most exciting economic development. We are looking for collaborators who are interested in having a positive impact on the neighborhood that aligns with Westside Future Fund's mission of restoring opportunity to the Westside.

About the Property

500 James P. Brawley Drive has more than a century of history within its walls. Beginning as 592 Chestnut Street, it appears on the 1911 Sanborn Map for this area of Atlanta. According to the original permit, the building housed two storefronts and four apartments. Its 6,000-square-foot structure remains unchanged. Several conceptual Plans for the renovation of the Yellow Store are included in Appendix C and will be finalized once the building operator/business owner is selected. The renovation will modernize the building while retaining its important historic characteristics.

The two-story building features blonde multi-wythe brick masonry. The ground level is divided into two commercial spaces with concrete flooring. The larger southern unit includes a commercial range hood and grease trap. The northern unit has a small one-bedroom apartment at the rear. The second floor is divided into four apartments, each with two bedrooms, a living area, kitchen, and bath. Two apartments offer direct access to a rear deck. Photos of the property are provided as Appendix A and as built of the building has been provided as Appendix B.

Parking is limited to on-street parking only at this time

About the Neighborhood

English Avenue is notable for its historic character. As a sponsor of the Westside Land Use Framework Plan (the "Plan"), which was adopted unanimously in City Council in 2017, Westside Future Fund requires any proposed uses of the Yellow Store to be consistent with the Plan.

Respondents are encouraged to read more about the Plan and ensure alignment with its goals and objectives for the English Avenue neighborhood. Links regarding the Plan are below:

<https://www.westsidefuturefund.org/news/news-atlanta-city-council-adopts-westside-land-use-plan/>

<https://www.bizjournals.com/atlanta/news/2017/12/08/city-adopts-land-use-vision-for-westside.html>

<http://www.westsidefuturefund.org/wp-content/uploads/2017/12/Westside-Land-Use-Framework-Plan-Abbrev-Dec-2017.pdf>

About Westside Future Fund

Westside Future Fund works to create and nurture an ecosystem that disrupts the cycle of poverty and empowers the residents of the Historic Westside with what they need to thrive. Based on best-practice research in community revitalization, the Westside Future Fund focuses on four critical areas to move this mission forward: [safety and security](#), [cradle-to-career education](#), [health and wellness](#) and [mixed-income communities](#).

Launched in 2014 by the Atlanta Committee for Progress, Westside Future Fund represents a commitment from area leaders to overturn long-term inequity on the Westside and invest in collaborative transformational change. The organization is dedicated to pursuing the future these neighborhoods deserve with a unique focus on retaining the residents who have long called them home. We aspire to become a model of economic justice in the neighborhood called home by the world's largest consortium of historically black colleges and universities and luminaries of the Civil Rights Movement such as Dr. Martin Luther King, Jr., Julian Bond, and Maynard Jackson.

About the Opportunity

As a part of the planning and future use process, Westside Future Fund met with residents of the English Avenue neighborhood to understand what they envisioned for the property. We learned that residents would welcome options such as a co-op, coffee shop, bakery, restaurant, bodega, convenience store, small grocer, or office space. This critical input informed Westside Future Fund's desire to see the Yellow Store redevelopment provide viable retail to the English Avenue neighborhood and create spaces where people can connect and interact with one another. The community spoke against uses such as a coin laundry facility, dollar store or the sale of liquor in general as not meeting the long-term vision of neighborhood. Once the renovation is completed, the Yellow Store will offer premier mixed-use space in the heart of English Avenue and potentially job opportunities that would also benefit the community.

The LOI is intended to establish the credentials, viability, and desire of business owners to bring their business to this site. The selected business(es) will help in defining the proposed principal terms and conditions of an agreement between the selected business, reinforce the land use, zoning, design, and development program for the building. As a subsequent next step, a formal

agreement among WFF or its designee and the selected occupant(s) of the Yellow Store will be executed.

Schedule of Events

Event	Date and/or Time
LOI Posted on WFF Website	December 17, 2021
First Round Deadline for Questions	January 10, 2022, 5 p.m.
LOI Conference and Site Visit	January 18, 2022, 10 a.m.
Second Round Deadline for Questions	February 1, 2022, 5 p.m.
Letter of Interest Due	February 15, 2022, 5 p.m.

Communications

1. All questions must be submitted in writing to the attention of Derrick Jordan via email at derrick@westsidefuturefund.org by the times noted above.
2. Responses to these questions will be addressed in writing and issued as an addendum to this Letter of Interest (LOI) solicitation within one week after the posted deadlines.
3. It is the responsibility of the Respondent to monitor WFF's website for any addenda issued. All Respondents are encouraged to frequently check WFF's website for additional information.
4. All requests for information or clarification pertaining to this solicitation must be addressed in writing.

Invitation to Respondents

Through this solicitation process, WFF seeks qualified business operators who will:

1. Operate their business out of the of Yellow Store (500 James P Brawley Drive), consistent with the mission of the Westside Future Fund and the real estate market. If the respondent sees an opportunity to have commercial or residential sub-tenants, they should outline the proposed uses and users in the LOI.
2. Work in partnership with the Area Stakeholders, residents, and businesses; and
3. Promote reinvestment in the surrounding neighborhood and stimulate economic development.

Through this solicitation process, WFF extends an invitation to partner and collaborate to all experienced and creative business operators and managers who are aligned with WFF's mission. The purpose of this solicitation is to collect, review, and evaluate the qualifications of potential operators. WFF invites qualified candidates to submit a LOI to operationalize and manage the Yellow Store once renovations are completed, including the ground floor retail and/or commercial uses and 2nd floor commercial and/or residential uses. As set forth in this solicitation, interested parties must meet WFF's qualifications as part of the LOI, including:

- Previous experience as an operator of a neighborhood mixed-use retail/commercial/residential building.
- A track record of managing neighborhood-level retail and ability to assist in programming that will facilitate the development of a viable building program that provides retail and commercial options to the English Avenue neighborhood,
- Demonstrated compassion for improving the quality of life for legacy residents, and
- How leasing rates would be determined and the proposed initial leasing rates inclusive to proposed terms and conditions of a lease.

Objectives and Parameters

Goals

The Yellow Store redevelopment should provide viable neighborhood retail to the English Avenue neighborhood and create a space where people can connect and interact with one another.

Building Renovation Plans

Plans for the complete renovation of the Yellow Store are currently underway. The renovation will modernize the building while retaining its important historic features. The building has the potential to stay as a mixed-use property with four (4) residential units on the second floor with street-level retail, or it could be converted to an all-commercial use. WFF seeks to collaborate with the future building operator to make the determination as to how to best proceed with the renovation in a way that is complimentary to the ultimate use of the property. Sample schematic designs for each of these options have been provided in Appendix C.

Unacceptable Uses

The property is zoned SPI-3 Subarea 4. Any proposed use of the building must comply with this zoning. Westside Future Fund has several uses that they deem as unacceptable for the Yellow Store which include:

- Coin laundry facilities, beauty salons, nail shops, barbershops, liquor stores, dollar stores and,
- Other business that are not congruent with the character of the neighborhood
- And/or any business types, business models that historically have created unsafe environments, predatory practices or directly/indirectly pose a near-term and/or short-term threat to the health, safety and care of youth, elderly, people of color, minorities, or protected classes in general not to conflict with any local, state and/or federal laws.
- Other unacceptable uses may exist outside of what is listed above

LOI Submission Requirements

1. Introductory Letter, one page
 - Introductory Letter

- Statement of Interest
- 2. Organization/Individual, two pages
 - Basic information (name, address)
 - Primary contact information
 - Organizational chart (if applicable)
- 3. Business Qualifications, three pages
 - Company/Individual background, viability
 - Statement of financial strength
 - Current debt and long-term lease obligations if any
 - Description of Minimum Two-Years of Revenue-Producing Operations
 - Community based retail experience
 - References
 - No pending litigation/criminal charges against owners/partners/principals nor active or passive owners.
- 4. Project Vision, two pages
 - Concept Narrative
 - i. What ideas do you have for the space and how it could suit your space?
 - ii. Parking needs
 - iii. How does your business model fit within the neighborhood framework?
 - Number of full-time or part time jobs projected to be created
 - Greatest risks and threats to the success of your business
 - Covid Impact on your business
 - i. Supply/Inventory
 - ii. Labor/Demand

Appendices



Appendix A
Current Photos of the Yellow Store



Figure 1. Front (east) Elevation



Figure 2. View of Yellow Store from southeast



Figure 3. View of Yellow Store from southwest



Figure 4. South ground floor commercial unit



Figure 5. North ground floor commercial unit



Figure 6. Typical living area (second floor)



Figure 7. Typical bedroom (second floor)



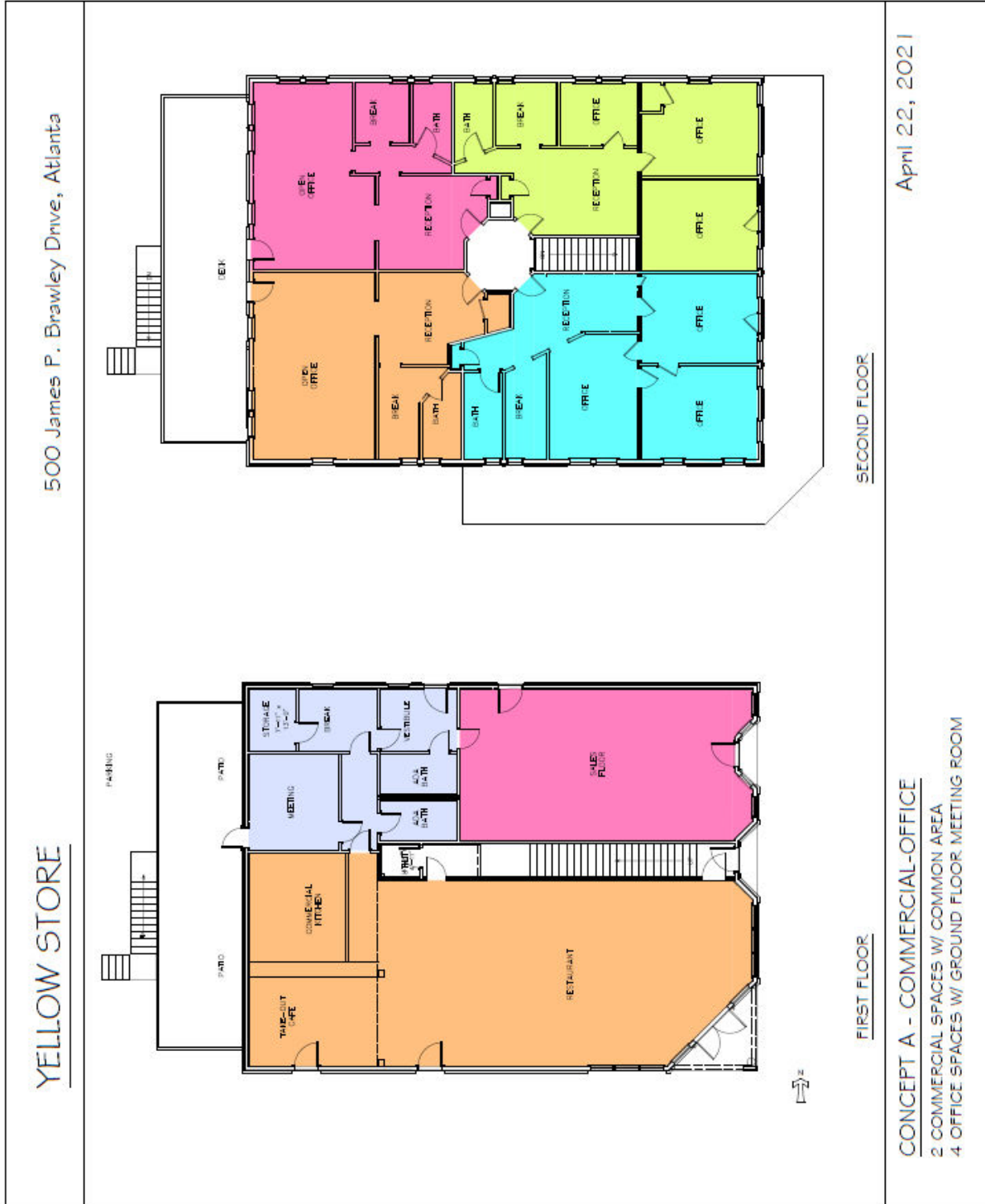
Figure 8. Typical kitchen (second floor)

Appendix B
As-Built Plans



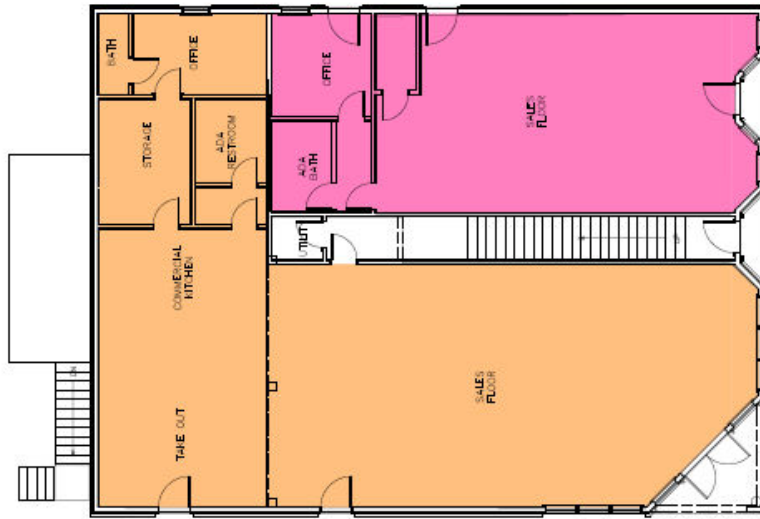
RENTAL
UNIT #4
844 sq. ft.

Appendix C
Schematic Concept Plans

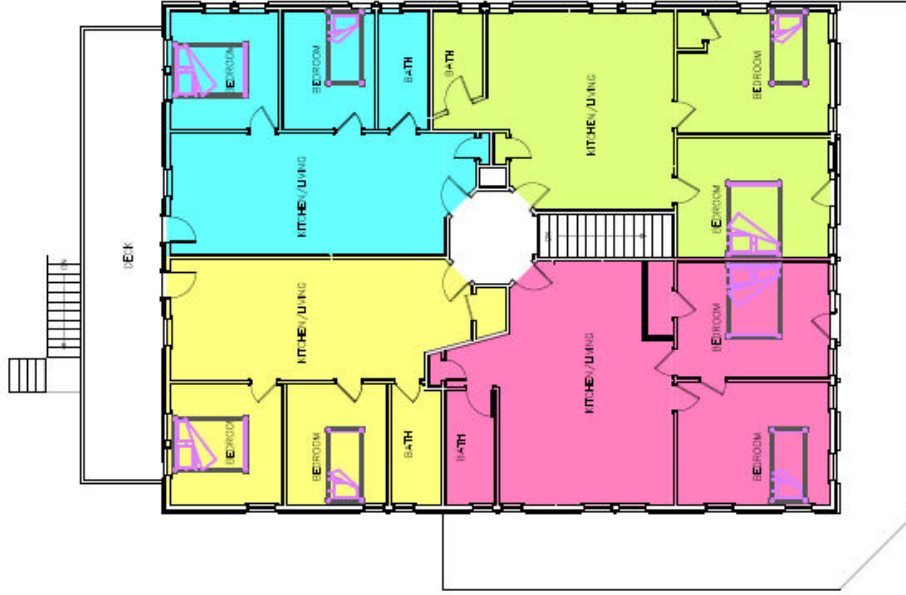


YELLOW STORE

500 James P. Brawley Drive, Atlanta



FIRST FLOOR



SECOND FLOOR

CONCEPT C - COMMERCIAL-RESIDENTIAL

2 COMMERCIAL SPACES
4 APARTMENTS

April 22, 2021

Appendix D
Westside Development Activity

