



# Haddow & Company

## Real Estate Consultants



### **Real Estate Counseling Services**

### ***Master Plan for Downtown Loganville***

Prepared for:  
*City of Loganville*

August 17, 2022



August 17, 2022

Mr. Danny Roberts  
City Manager  
City of Loganville  
4303 Lawrenceville Road  
Loganville, GA 30052

1360 Peachtree Street, NE | Suite 1000  
Atlanta, GA 30309  
P 404-577-7222

RE: Downtown Master Plan  
Loganville, Georgia

Dear Danny:

We are pleased to submit a proposal to provide real estate counseling services to the City of Loganville. It is our understanding that the City is interested in spurring economic development and positive change in its downtown. The first step in this process is creating a realistic master plan. Our role, in concert with the land planning firm TSW, is to create a master plan for downtown Loganville that will enhance the quality of life for residents and make the City an attractive relocation option for young families.

We have recently worked with TSW on revitalization efforts for two comparable downtowns in Georgia – Fayetteville and Powder Springs. In both instances, our team helped formulate a strategy to revitalize the downtown by attracting private development, while also assisting both cities in city hall and/or town green relocation and expansion efforts. We have also thoroughly studied the recent revitalization efforts undertaken by other cities in Gwinnett County, such as Duluth, Suwanee, Sugar Hill, and Snellville. A common theme of these downtowns is that revitalization efforts take time and are an evolving process. The important first step is to conceive a master plan that is not only embraced by the local community, but also includes elements that are appealing to the private development community. The City's role is to plant the necessary seeds for downtown revitalization that will attract interest from the development community.

Our scope of work will include the following:

- Visit downtown Loganville to walk the area and inspect the various development pods.
- Conduct a kick-off meeting with city officials to fully understand previous planning efforts, infrastructure plans, property ownership, and major planned civic initiatives.
- Review previous studies that have been prepared for the downtown Loganville area.
- Analyze population, economic, demographic, and employment trends shaping the market area.

Mr. Danny Roberts

August 17, 2022

Page 2

- Conduct an online survey of local residents to better understand what the community would like to see in the downtown.
- Interview major business and property owners in the downtown to get their perspective on the opportunities and challenges that exist.
- Compile land sales data to estimate property values for different land uses.
- Analyze supply-demand conditions in the apartment, townhome, senior housing, and retail markets.
- Identify significant real estate developments under construction and proposed in the market area.
- Profile downtowns of similar cities that have recently undergone significant city-led revitalization projects.
- Interview a select group of developers and retail brokers to solicit their opinions of various development opportunities in downtown Loganville.
- Meet with officials at the Georgia Department of Transportation to better understand whether the east-west stretch of State Route 20 can be relocated from Main Street to a nearby road in order to relieve the traffic burden on the downtown.
- Work alongside land planners at TSW to: 1) explore various relocation options for city hall; 2) evaluate potential locations for a larger town green and new library; 3) prepare concept plans for private development on the current city hall property; 4) provide input on solutions to mitigate traffic issues on Main Street; and 5) explore creative ways to enhance the existing building stock along Main Street.
- Identify key downtown properties that the City should consider acquiring.
- Offer input about potential suitors and redevelopment ideas for the property at 363 Conyers Road currently containing O’Kelly Memorial Library, which will reportedly be relocated.
- Draw conclusions about revitalization strategies and potential land uses for downtown Loganville. These conclusions and recommendations will be presented in the form of a detailed master plan.

Mr. Danny Roberts

August 17, 2022

Page 3

We are prepared to commence work immediately and would report our preliminary findings within 120 days of your authorization to proceed. Our fee will be \$65,000, plus reimbursement of out-of-pocket expenses, not to exceed \$1,000. This fee is inclusive of TSW's fee. Payment will be in the form of four equal installments of \$16,250, due at the end of each 30-day period. If these terms are acceptable, please return an executed copy of this letter.

Danny, we look forward to working with you on this most important assignment.

Sincerely,

HADDOW & COMPANY



Ladson H. Haddow, CRE  
Managing Partner

Accepted By: \_\_\_\_\_

Date: \_\_\_\_\_



# Description of Haddow & Company

Haddow & Company is a real estate consulting firm founded in 1989 to serve the various needs of developers, investors, lending institutions, families, corporations, municipalities and others requiring guidance on real estate related issues. The company has an excellent reputation for solving complex real estate problems and providing valuable, independent advice in a timely manner. Simply put, Haddow & Company provides the objective, critical analysis that is essential to making informed decisions.

## Firm Philosophy

The firm's philosophy is to learn the market through people in the market. Primary data collection is a major component of every study, including a strong emphasis on consumer research, personal interviews with key real estate operators, and extensive field investigation. Moreover, each assignment begins with a careful process of defining the problem, identifying the critical issues, and determining the most effective study method. This ensures a focused research effort that responds directly to each client's unique set of needs.

## Primary Services

Highest & Best Use Studies  
Investment Analysis  
Market & Feasibility Analysis  
Revitalization Strategies  
Disposition Counseling

## Selected Clients

Atlanta BeltLine, Inc.  
Auburn University  
Carter  
Cousins Properties  
City of Fayetteville, GA  
City of Powder Springs, GA  
City of Sandy Springs, GA  
Daniel Corporation  
Emory University  
Georgia Municipal Association  
Georgia State University  
Georgia Tech  
Hines Interests  
Highwoods Properties  
Jamestown Properties  
MARTA  
Mimms Enterprises  
Regent Partners  
Selig Enterprises



# Team

## David F. Haddow - Founder

David founded Haddow & Company in 1989. He has represented individuals and institutional clients in real estate investments since 1979, including seven years at Landauer Associates, Inc., where he was Senior Vice President in charge of the real estate consulting practice in the firm's Atlanta office. He has an undergraduate degree from Emory University and master's degrees in city planning and business administration from Georgia Tech and Georgia State University, respectively.

A former mortgage banker and city planner, he serves as a part-time instructor in the College of Design at Georgia Tech. His articles have appeared in numerous real estate journals and periodicals. He is a licensed real estate broker and a member of the Atlanta Commercial Board of Realtors. Active in civic affairs, David has served on numerous boards and volunteered considerable time to non-profit organizations.

## Chris D. Hall, CRE - Managing Partner

Chris joined Haddow & Company in May 2002. He has worked on a wide variety of real estate assignments, ranging from feasibility and highest and best use studies to the marketing and disposition of land and investment properties. Prior to Haddow & Company, he worked as an urban planner for an architectural firm and the City of Nashville, Tennessee.

Chris is a graduate of Kenyon College and earned master's degrees in city planning and real estate from the University of Texas at Austin and Georgia State University, respectively. Chris is a licensed real estate broker in Georgia, as well as a member of the Urban Land Institute and Counselors of Real Estate. He has published articles in the Atlanta Business Chronicle and served as a speaker and panelist at various real estate events.

## Ladson H. Haddow, CRE - Managing Partner

Ladson joined Haddow & Company in 2007. He has worked on consulting assignments spanning all types of commercial real estate and has assisted clients on both the disposition and acquisition side of transactions. Recent clients that he has worked closely with include colleges & universities, cities, downtown development authorities, and families. Ladson enjoys developing a strategy for a real estate asset and then implementing that strategy on behalf of his clients.

He is a licensed associate broker in Georgia, a member of the Atlanta Commercial Board of Realtors, and a member of the Counselors of Real Estate. Ladson also serves on the Board of Trustees at Piedmont University.

## Allen English - Associate

Allen joined Haddow & Company in November 2018. He has compiled market research on Atlanta's intown condominium and apartment markets and assisted with various consulting assignments. Prior to joining Haddow & Company, he gained experience in software sales. Active in the community, Allen currently serves on the board of directors of the Kennesaw State University Alumni Association.

Allen is a licensed real estate salesperson in Georgia and received a B.B.A. degree in Management from Kennesaw State University in 2018.

## Dalton Brans - Associate

Dalton joined Haddow & Company in January 2020. He has gathered market data on Atlanta's intown apartment and condominium markets and assisted with consulting assignments throughout metro Atlanta and other areas.

Dalton is a licensed real estate salesperson in Georgia and received a B.B.A. in Management and a B.B.A. in Real Estate from The University of Georgia in 2019.



# DOWNTOWN FAYETTEVILLE REVITALIZATION

## DESCRIPTION

The **City of Fayetteville, Georgia** retained our firm to assist in implementing a revitalization strategy for its downtown. The main goals were to identify acquisition targets for a new city hall and public greenspace and to determine ways to enliven the Square with additional retail and restaurants. The first step involved a thorough analysis of existing conditions, as well as case studies of other downtowns in metro Atlanta where successful revitalization had occurred. Our firm also reviewed the recent master plan the City had prepared and offered input on why certain elements of the plan were not feasible from a market standpoint. The second phase involved working with TSW to formulate a realistic master plan that responded to market conditions. Our firm worked with the City to implement the plan, which included serving as a sounding board when new proposed developments were introduced to the downtown area. We assisted the City in negotiating the acquisition of a 10-acre property from the Fayette County School System. This property (shown in the rendering below) ultimately became the home of the new City Hall, City park, and two adaptive reuse commercial buildings. The two commercial buildings include a brewery, two restaurants, and two event spaces. The new City Hall and City Center Park were the winner of the Atlanta Regional Commission's 2021 Regional Excellence Award for Livable Center.





# DOWNTOWN POWDER SPRINGS REVITALIZATION

## DESCRIPTION

The **City of Powder Springs, Georgia** retained our firm to assist in implementing a revitalization strategy for its downtown. The main goals were to determine the highest and best use of a five-acre site the City owned next to its new park and amphitheater and to identify potential properties for the Downtown Development Authority (DDA) to acquire in order to revitalize idle buildings and to add retail, office and restaurants to the downtown. The first step involved a thorough analysis of existing conditions and properties currently owned by the City/DDA. The second phase involved preparing requests for proposals (RFPs) for two DDA-owned properties and assisting the DDA in acquiring key properties that are vital to the downtown revitalization. We successfully negotiated a sale of the five-acre property to Novare Group, which is under construction on a 226-unit apartment community. Our firm is currently working with the City/DDA to further implement the plan, which includes representing the City/DDA in negotiations with developers and investors for DDA-owned property and identifying certain properties that are acquisition targets.

