

MEMORANDUM

MULTIFAMILY REDEVELOPMENT OPPORTUNITY ±17.29 ACRES | MEMPHIS, TN



# DISCLAIMER & LIMITING CONDITIONS

Bull Realty has been retained as the exclusive brokers to arrange the sale of the Subject Property. Qualifying Broker, Darrell Thomas, is partial owner of the Subject Property acting as both a principal and broker.

This Offering Memorandum contains selected information pertaining to the Property but does not purport to be all-inclusive or to contain all of the information that a prospective purchaser may require. All financial projections are provided for general reference purposes only and are based upon assumptions relating to the general economy, competition and other factors, which therefore, are subject to material change or variation. Prospective purchasers may not rely upon the financial projections, as they are illustrative only. An opportunity to inspect the Property will be made available to qualified prospective purchasers.

In this Offering Memorandum, certain documents, including financial information, are described in summary form and do not purport to be complete or accurate descriptions of the full agreements involved, nor do they constitute a legal analysis of such documents. Interested parties are expected to review independently all documents.

This Offering Memorandum is subject to prior placement, errors, omissions, changes or withdrawal without notice and does not constitute a recommendation, endorsement or advice as to the value of the Property by Bull Realty Inc. or the current Owner/Seller. Each prospective purchaser is to rely upon its own investigation, evaluation and judgment as to the advisability of purchasing the Property described herein.

Owner/Seller expressly reserve the right, at its sole discretion, to reject any or all expressions of interest or offers to purchase the Property and/or to terminate discussions with any party at any time with or without notice. Owner/Seller shall have no legal commitment or obligation to any purchaser reviewing this. Offering Memorandum or making an offer to purchase the Property unless a written agreement for the purchase of the Property has been fully executed, delivered and approved by the Owner/Seller and any conditions to the purchaser's obligations therein have been satisfied or waived. The Seller reserves the right to move forward with an acceptable offer prior to the call for offers deadline.

This Offering Memorandum may be used only by parties approved by the Owner. The Property is privately offered, and by accepting this Offering Memorandum, the party in possession hereof agrees (i) to return it if requested and (ii) that this Offering Memorandum and its contents are of a confidential nature and will be held and treated in the strictest confidence. No portion of this Offering Memorandum may be copied or otherwise reproduced or disclosed to anyone without the prior written authorization of Listing Brokers The terms and conditions set forth above apply to this Offering Memorandum in its entirety and all documents, and other information provided in



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## CONTACT INFORMATION

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# EXECUTIVE SUMMARY

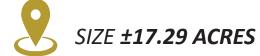
# THE OFFERING

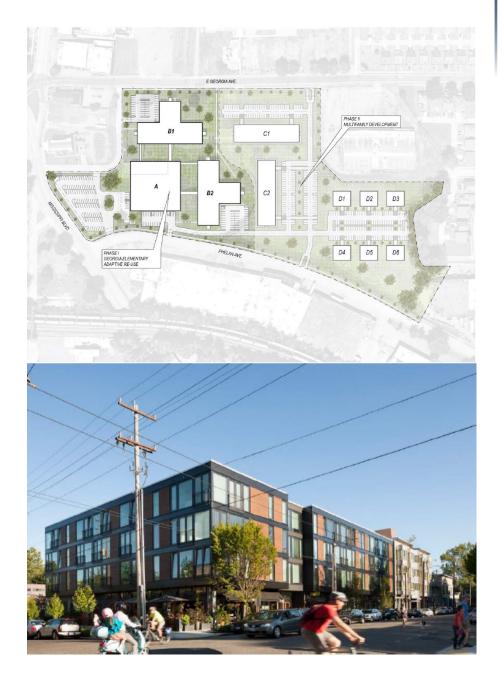
Georgia Avenue School represents a dynamic opportunity to acquire a ±144,000 SF of desirable, adaptive-reuse redevelopment asset on ±8.99 acres, with an additional, level, adjacent ±8.3 acres of flat developable land (total of ±17.29 acres). It is located near downtown Memphis in a rapidly developing area close to entertainment and the medical district. The property is currently zoned RU-3, which allows for development of mixed-use, multifamily, educational facility and office. Other possible uses include assisted living, hospice, nursing home, recreation, churches, and many other commercial uses.

The conceptual plan herein shows the school being repurposed and additional multifamily units being developed for a total of approximately 400 units.

The site boasts road frontage on three sides, multifamily zoning of RU-3 - Urban Residential, and all utilities available at the site. The site can qualify for Historic Tax Credits, New Market Tax Credits (NMTC), as well as Low Income Housing Tax Credits (LIHTC) and is located in a Qualified Opportunity Zone.







# PROPERTY INFORMATION

GENERAL: -

ADDRESS: 690 Mississippi Blvd & 0 Phelan Ave

Memphis, TN 38126

COUNTY: Shelby

SITE: -

SITE SIZE: School ±8.99 Acres

Adjacent ±8.3 Acres
Total ±17.29 Acres

BUILDING SIZE: ±144,000 SF

# OF PARCELS: 1

PARCEL NUMBER: 011020-00009

CURRENT ZONING: RU-3, Residential Urban 3

TOPOGRAPHY: Flat

PROPOSED USE: Multifamily, Mixed-Use

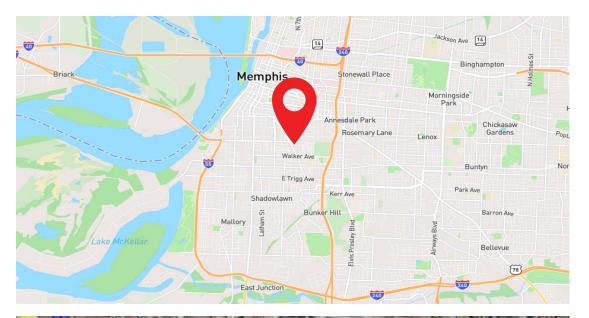
UTILITIES: At Site

CROSS STREETS: E Georgia Ave & Phelan Ave

FINANCIAL:

SALE PRICE: \$4,950,000

PRICE/ACRE: \$286,292/Acre







# MASTER PLAN

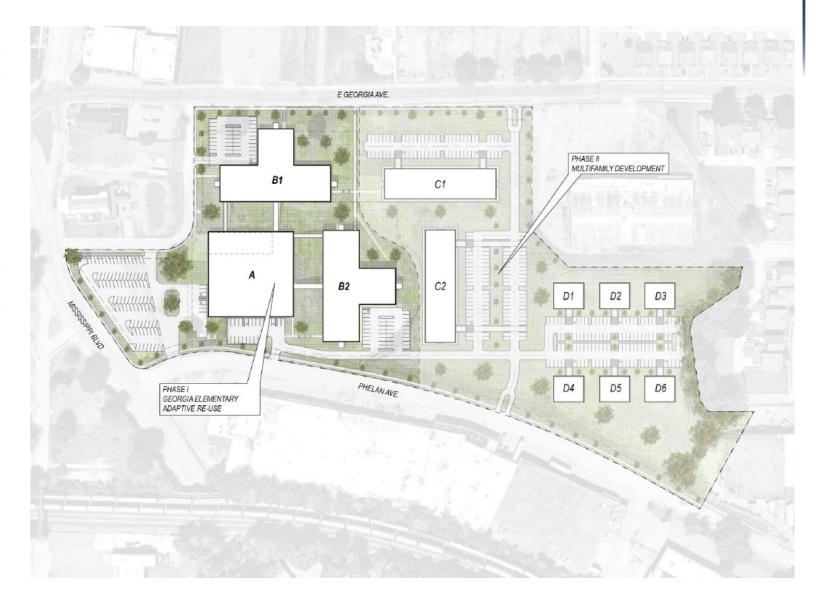
#### Phase I Description

Remediation & Adapative Reuse of 162,685 sf of former school buildings into Commercial & Residential uses. 43,051 sf will become, 30,031 rentable nsf, and 119,634 sf will become 65,742 rentable nsf of units, with more for interior amenity spaces. The landscaping will be transformed to have new exterior public spaces for gathering, recreation, and relaxation over 124,152 sf. 97,764 sf of parking and walkways will be restored or added to update the area and invite commercial visitors.

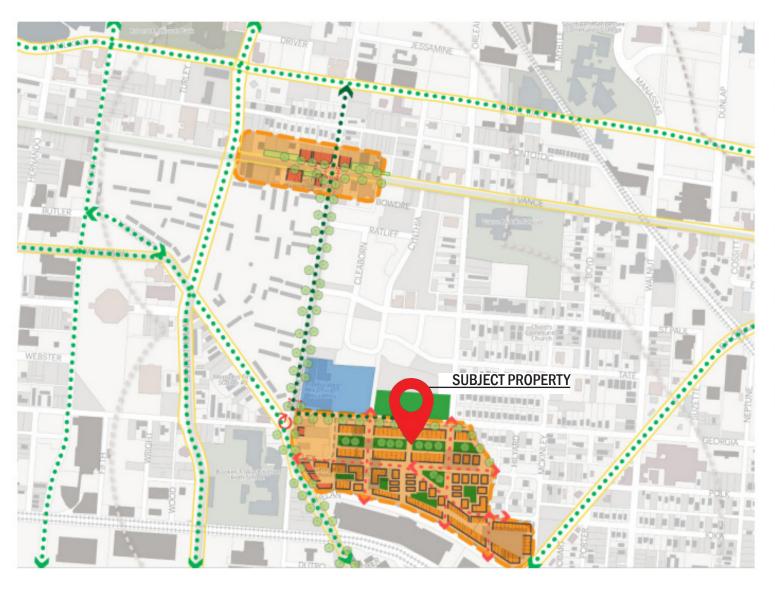
#### Phase II Description

Eight (8) new buildings will be constructed, totaling 225,596 gsf, of which 182,677 nsf will be rentable residential units. Two (2) of these units will match the mass and scale of the existing buildings on site, and be directly adjacent to the major access points to the site. The other six (6) units will create their own, scaled-down locality on the site. The landscape will be re-graded to allow for 264,521 sf of publicly activated green space, as well as investing in 108,467 sf of new parking lot and walkway systems connecting the site internally and to the surrounding context, including 252 parking spaces for residents.

#### **Click Here To View Full Master Plan**



# SOUTH CITY SMALL AREA PLAN



# **Main Concept Ideas**

Focus Area

Residential Infill Development

Mixed-use Infill Development

Frontage Improvements

Open Space

Street/Sidewalk Improvements

• • MPO/Bikeway Connectivity

• • • Proposed Bike Connectivity

MPO Sidewalk Priority Network

IIIIIII Intersection Improvements

••• New Streets

Intersection Redesign

**Figure 9** Conceptual plan for South City.

**Click Here To View Full Master Plan** 

# LOCAL TAX INCENTIVES







# Local Tax Incentives Available

Building on the Opportunity Zone Tax Incentives, several local incentives are available in addition to the Zone incentives.

## PILOT (Payment in Lieu of Tax)

- Abatement of City and County real and personal property for multi-family residential, commercial, office and industrial projects
- Abatements of up to 75 percent for 15 years are available, depending on the projects
- PILOTS are available through:
  - The Economic Development Growth Engine for Memphis & Shelby County (EDGE) <u>www.growth-engine.org</u>.
  - The Downtown Memphis Commission's City Center Revenue Finance Corporation (CCRFC) with authority in the Downtown/Medical District, the Fairgrounds, South Memphis and part of the Uptown Opportunity Zones www.downtownmemphis.com.
  - The Health, Educational & Housing Facilities Board of the City of Memphis, with authority city-wide for low-income housing, medical and educational projects www.MemphisHEHE.com.

#### Loans and Grants

EDGE and the Downtown Memphis Commission's Center City Development Corporation (CCDC) have loan and grant programs that can assist projects

#### Bonds

 EDGE, CCRFC and the Health, Educational & Housing Facilities Board of Memphis all have bonding authority to assist projects



# LOCAL TAX INCENTIVES







# Local Tax Incentives Available

#### Tax Increment Financing (TIF)

- Existing TIFs are available in the following Opportunity Zones parts of North Memphis & Uptown, Binghampton, University, and Whitehaven Opportunity Zones.
- TIFs can be established in other zones, as well.
- Administered by Community Redevelopment Agency (CRA) of Memphis & Shelby County, EDGE, and the Center City Revenue Finance Corporation

## Memphis, Gas, Light and Water (MLGW) Incentives

- Affordable Housing Incentives and Green Building
- Rate credits for larger commercial and industrial projects in conjunction with the Tennessee Valley Authority

#### Strategic Community Investment Funding

- HOME, CDBG and CIP Funding
- Available through an annual, competitive process
- Administered by the City of Memphis Division of Housing & Community Development



# LOCAL TAX INCENTIVES







# State Tax Incentives

Building on the Opportunity Zone Tax Incentives, several state tax incentives are available in addition to the Zone incentives.

#### State of Tennessee Incentives

The State offers tax incentives and grant funding for eligible projects. For example, for profit companies creating at least 25 new jobs and investing at least \$500,000 over 3 years, are eligible for a credit on their Tennessee franchise or excise tax of \$18,000 per job. New industrial machinery equipment may qualify for a tax credit of between one to ten percent of costs.

FastTrack grants for infrastructure, job training, or other cost reimbursement may also be available. Grant amounts are based on a number of factors including job creation, average wage and the amount of capital investment.

Opportunity Zone projects are also eligible for the State's Community Resurgence Tax Credit, equal to \$2,500 for each new job created in Census Tracts where poverty exceeds 30%.

More information on these incentives and grants can be found at: https://tnecd.com/advantages/incentives-grants/.



# FEDERAL TAX INCENTIVES

## QOZ INVESTMENT

A Qualified Opportunity Zone (QOZ) investment allows for the reduction of deferred gains from the sale or exchange of prior investments.

QOZ investments maintained for at least five years by the end of 2026 will qualify for a 10% reduction of deferred capital gains tax liability (for the original capital gain).

If the gain has been invested in an opportunity fund for seven years by the end of 2026, the tax liability on the original gain is reduced by 15%.

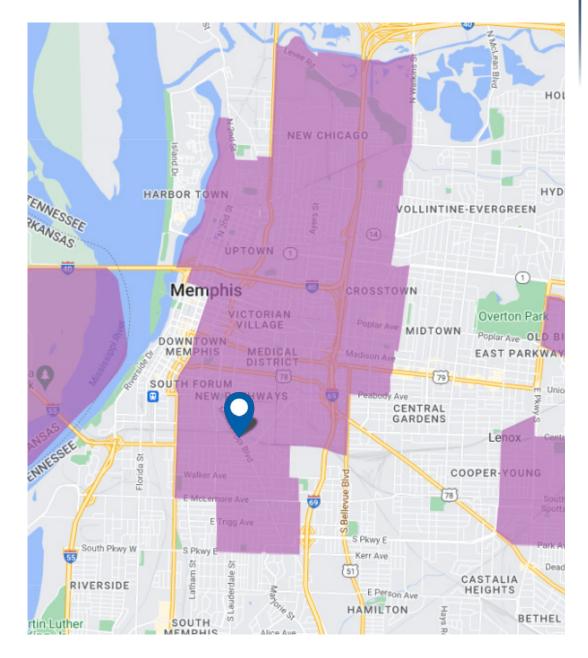
## BENEFITS TO TENANTS

Investors in Qualified Opportunity Funds can achieve significant tax benefits for equity investments, including tax deferral and permanent tax reduction.

To remain certified as a Qualified Opportunity Fund, the Fund must hold at least 90% of its assets in Qualified Opportunity Zone property. Such property includes certain stock or partnership interests of the underlying business, and/or business property (personal and/or real property) of a Qualified Opportunity Zone business.

## IFARN MORF HERE

- Qualified Opportunity Funds
- U.S. Department of the Treasury Releases Proposed Regulations on Opportunity Zones
- U.S. Department of the Treasury: (CDFI) Opportunity Zones Resources
- Enterprise Community (Choosing Opportunity Zones)





# PARCEL MAP KINGS ALY SAINT PAUL AVE ST PAUL AVE S DANNY THOMAS BLVD TATE AVE AVE WALTS ALY Site POLK AV Booker Taliaferro Washington Sch IOKA AV HOBART PL CRUMP BLVD Larose Elem



# SURVEY PART OF LOT 2 THE RAILROAD AVENUE SUBDIVISION (P.B. 23, PG. 68) Alley TOTAL LAND AREA 753,120 Sq Ft 17,289 Ac 10" SEWER ESM'T (P.B. 23, PG. 68) 47.12' S14'43'33"W M4111111111 30.21" S34'07'12"E -51.01' \$86'41'00"E -10" DRAIN ESM'T (P.B. 23, PG. 68)



# NEW CONSTRUCTION EXTERIOR





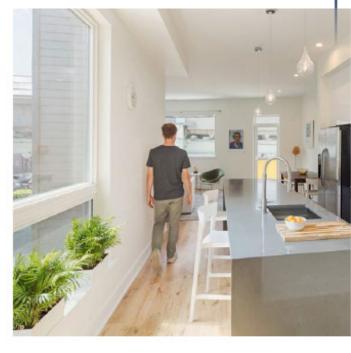


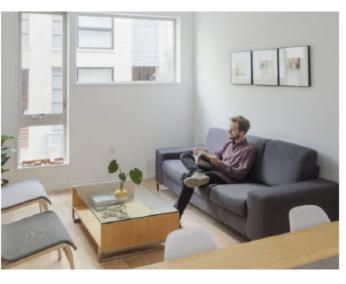




# NEW CONSTRUCTION RESIDENTIAL INTERIOR



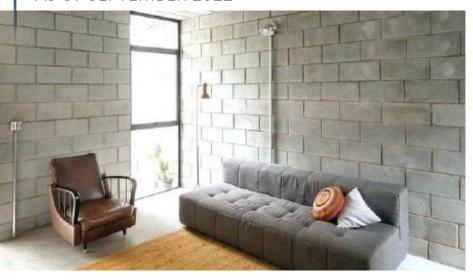


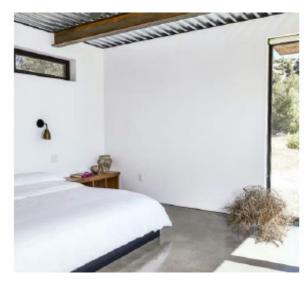






# ADAPTIVE REUSE- RESIDENTIAL INTERIOR



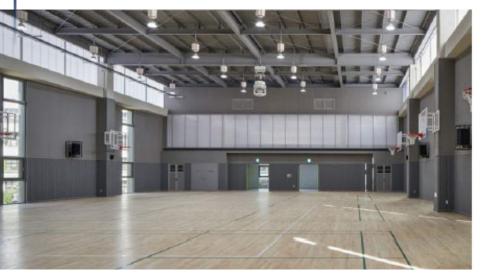








ADAPTIVE REUSE- COMMERCIAL INTERIOR











# LANDSCAPE & AMENITIES











# CURRENT EXTERIOR













# CURRENT INTERIOR















# CURRENT INTERIOR



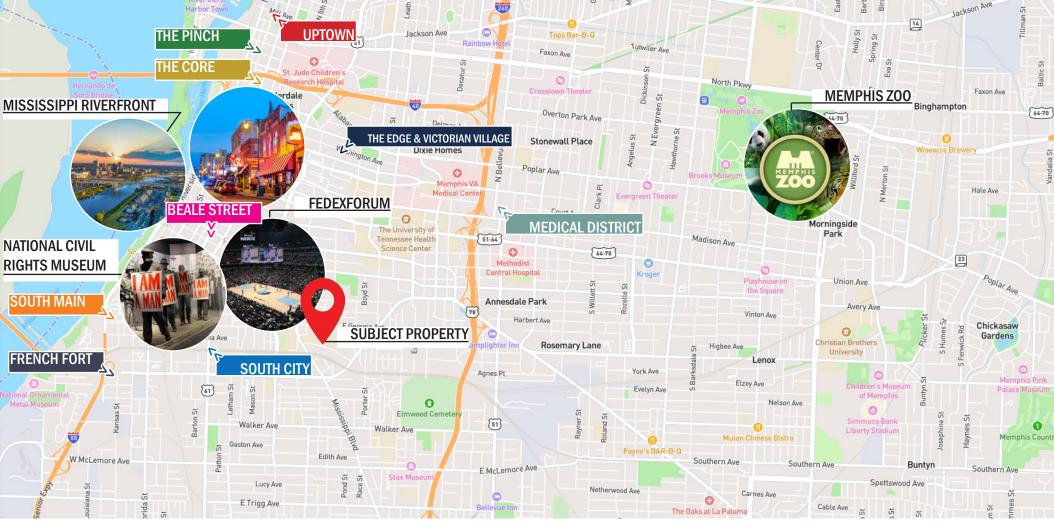












# IN THE AREA

## FRENCH FORT

Chickasaw Heritage Park Crump Park Quality Inn Metal Museum Ghost River Brewery

### **SOUTH CITY**

Momma's

Loflin Yard Carolina Watershed Taco Bell FedexForum

## SOUTH MAIN

National Civil Rights Museum Memphis Farmers Market The Arcade The Blue Monkey Fannie Lou's Gourmet Chicken & Waffles By the Brewery

# UPTOWN

The Kent Soul & Spirits Brewery Straight Drop Seafood Muggin' Coffeehouse

## BEALE STREET

310 Beale Alfred's on Beale B.B. King's Blues Club Blues City Cafe Handy Park Historical Daisy Insomnia Cookies Itta Bena The Pig on Beale King's Palace Cafe Memphis Music

## THE PINCH

St. Jude Children's Research Hospital Danny Thomas Research Center Bass Pro Shops Cozy Corner Big Cypress Lodge Westy's

## THE EDGE & VICTORIAN VILLAGE

Sun Studio Sunrise Memphis Edge Motor Museum Crumpy's Hot Wings Woodruff-Fontaine House Museum

## THE CORE

Blues Hall of Fame Museum
SOB Downtown
Gus's World Famous Fried Chicken
Huey's Downtown
Renasant Convention Center
Cannon Center for Performing Arts
Memphis City Hall
The Genre
King's Kitchen
AutoZone Park
Flight Restaurant and Wine Bar

## MEDICAL DISTRICT

Le Bonheur Children's Hospital
Lt. Col. Luke Weathers, Jr. VA
Regional One Health
The University of Tennessee Health
Science Center
Methodist University Hospital
Starbucks
Wendy's
Dunkin'
The Cupboard
BT Bistro



# MEMPHS AT A GLANCE

## BUSINESS-FRIENDLY CITY

Memphis is Tennessee's most populous city and is at the center of the state's second largest metropolitan area with over 1.1 million residents. It prides itself on its low business costs, tax-friendly environment, diverse economy and suburb quality of life. Encompassing a GDP over \$96 million, the Memphis metropolitan area is a true powerhouse of the South and Midwest regions.

## WORLD-CLASS EDUCATION

Memphis is home to many public and private colleges and universities that help contribute to the local economy and workforce. Due to the heavy influence of music and healthcare, many of these colleges are sought after from students across the country. These include University of Memphis, Christian Brothers University, Rhodes College, Baptist Health Sciences University, LeMoyne-Owen College, Visible Music College and Remington College.

## ATTRACTIONS AND TOURISM

Memphis is one of the birthplaces of blues music and has a whole downtown district dedicated to its fame - Beale Street. Memphis has also been called the birthplace of rock and roll. Elvis Presley was one of many musicians who launched careers from Memphis' Sun Studio, and his legacy is forever enshrined at Graceland just south of the city. Other attractions and demand drivers of the city include the Memphis Zoo, National Civil Rights Museum, NBA team Memphis Grizzlies and the Mississippi Riverfront.







3 FORTUNE 500 HQ IN MEMPHIS



CNBC RANKED TENNESSEE #3 IN ITS 2023 ANNUAL AMERICA'S TOP STATES FOR BUSINESS RANKING. THE RANKING IS BASED ON ATTRIBUTES SUCH AS WORKFORCE, INFRASTRUCTURE, ECONOMY, COST OF DOING BUSINESS AND MORE.





#20 LARGEST METRO CITY IN THE U.S. 2020

- WORLD POPULATION REVIEW

# MEMPHS MASTER PLAN







The next decade will offer transformative opportunities for Downtown Memphis and surrounding region. Over the next decade, developed space Downtown could increase from roughly **15 million square feet to more than 25 million square feet**. While the most dramatic growth is likely to occur in the Core and South Main districts, every part of Downtown will benefit. Housing will likely represent most of this growth, but Downtown's **supply of office and retail could also rise by roughly 25**%.

The increases in housing and office space will boost demand for innovative restaurants, cafés, breweries, unique retail, and entertainment. These amenities will not only draw even more people to live and work Downtown, but also increase the Memphis region's ability to grow its knowledge economy. At the same time, a strong commitment to equity and inclusion will ensure that Downtown Memphis continues to be a source of economic opportunity for everyone.

But the changes to Downtown will go beyond commercial development and economic growth. Downtown is everyone's neighborhood and the shared public living room for all of Memphis—our public spaces should reflect this. A network of walkable, tree-lined Signature Streets will connect a series of re-imagined parks and public spaces, including the dramatically transformed Mississippi riverfront. Improved transit will connect all of Memphis to Downtown and make it a place where residents can live "car-light" or "car-free" if they wish. **These improvements will reinvigorate Downtown's role as the heart of the region**—and make it a true common ground for Memphis's diverse community. Unlocking these opportunities begins with leveraging the trends and market data outlined in the **Build Down Town - The Downtown Memphis Master Plan** and on the **Downtown Memphis Commission's** website to translate the Vision into specific planning recommendations for every part of Downtown.

# MEMPHIS

MASTER PLAN

\*As of February 2024 Visit Downtown Memphis Commission website for full list of projects

34
PROJECTS UNDER CONSTRUCTION

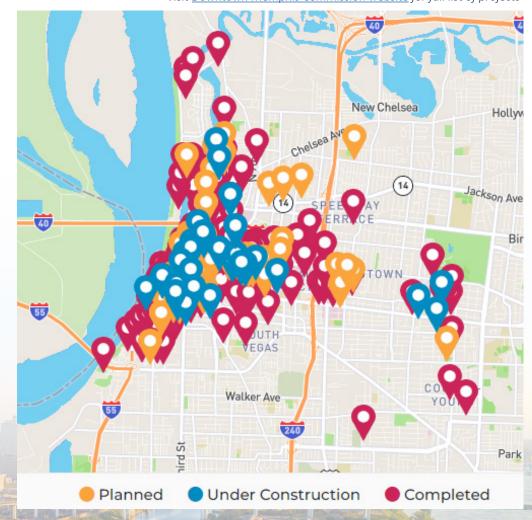
27
PROJECTS IN THE PLANNING PHASE

PROJECTS RECENTLY COMPLETED

72K
DOWNTOWN DAYTIME POPULATION

26K

DOWNTOWN RESIDENTS



# MEMPHIS

# DEMAND DRIVERS

## GRACELAND.

Graceland was the home of Elvis Presley and where he died. Since opening to the public in 1982 as a museum managed by Elvis Presley Enterprises, Graceland has hosted more than 20 million visitors from every state in the union and nearly every country of the world. Annually, the museum sees approximately 500K visitors.



Home to 3,500+ animals, the Memphis Zoo attracts animal lovers from all over. They also focus on conservation, education and host education classes for all ages. The zoo sees approximately 1.2 million visitors annually.

# MISSISSIPPI RIVERFRONT

The Mississippi Riverfront hosts a variety of parks, outdoor amenities and community events. Visitors can explore by foot or bike along its network of trails, by riverboat tour or by kayaking down the river itself. The riverfront brings residents and visitors a piece of nature amongst the backdrop of the metropolitan city backdrop.

# NATIONAL CIVIL RIGHTS MUSEUM

Noted as one of the nation's premier heritage and cultural museums, the National Civil Rights Museum shares the culture and lessons from the American Civil Rights Movement. To accommodate public demand, the museum underwent \$27.5M renovation in 2013-2014. The museum sees approximately 300K visitors annually.

# BEALE STREET

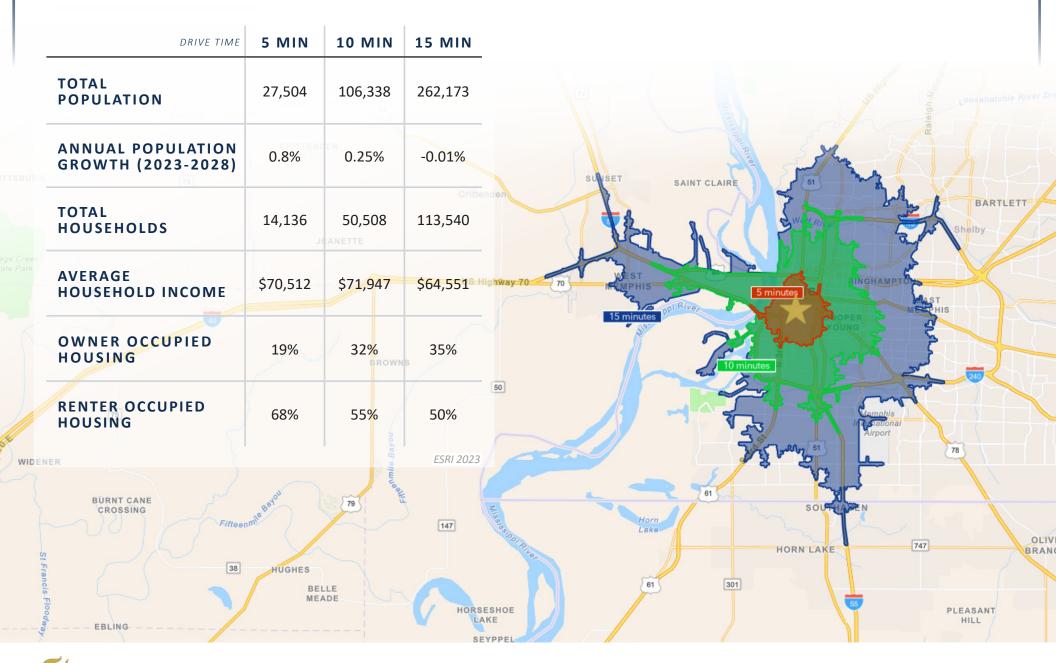
Beale Street is one of
the most iconic streets in
America. It is three blocks of
nightclubs, restaurants and shops
in the heart of downtown Memphis, and
a melting pot of delta blues, jazz, rock 'n'
roll, R&B and gospel. This National Historic
Landmark district shares its rich history
of legendary live music (think Memphis
Minnie, B.B. King and Rufus Thomas,
to start) through museums, photo ops
and clubs where you can still hear who's
making music in Memphis today.

### - FEDEXFORUM

FedExForum has come to be known as one of the premier arenas in the NBA and in North America. It is home to the NBA's Memphis Grizzlies and the University of Memphis Tigers men's basketball team, and in the time since FedExForum opened, the arena has presented 10 NBA playoff series and hosted major basketball tournaments.



# DEMOGRAPHIC OVERVIEW





# BROKER PROFILES



JOHN DEYONKER

Partner

President, Land & Developer Services
JohnD@BullRealty.com

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John DeYonker became a part of Bull Realty after an extensive career in Atlanta real estate and owning his own brokerage firm. With over two decades of experience, he brought his expertise to Bull Realty to provide his clients with a marketing platform proven to maximize asset value. He gained recognition from the Atlanta Commercial Board of Realtors, ranking as the #5 land broker in one year and #4 in another, along with repeated acknowledgments in subsequent years for being a top 10 land broker in Atlanta. His dedication led him to achieve the status of Partner at Bull Realty.

Originally hailing from Michigan, John earned his B.A. in Business Administration from Michigan State University before establishing Atlanta as his home in 1983. He currently resides in Brookhaven and finds joy in spending time with his family, playing golf, and contributing to the Northside Youth Organization's Baseball Committee. John is an active member of the National Association of Realtors, the Atlanta Commercial Board of Realtors, and the Urban Land Institute.



DARRELL THOMAS S.V.P. The Apartment Group DThomas@BullRealty.com 404-876-1640 x 125

Darrell Thomas serves clients across the Southeast in the acquisition and disposition of multifamily properties. Darrell joined Bull Realty with over 23 years commercial real estate experience including serving as Director of Acquisitions and Real Estate Development Executive for the Atlanta Housing Authority.

Holding a Bachelor and Masters degree in Community and Economic Development from Penn State University, community focus is foundational to Darrell's approach to real estate and how an asset impacts the wider area. That background coupled with Bull Realty's industry leading resources, support, technology and training, Darrell is able to provide comprehensive and strategic advice for all clients and their business goals.

At 17, Darrell enlisted in the United States Marine Corp serving eight years and honing invaluable life skills such as integrity, commitment, adaptability, and excellence which is integrated in his approach to client service. Darrell is an active member of the Urban Land Institute (Redevelopment & Reuse Product Council) and Leadership Georgia.

In his spare time, Darrell enjoys spending his time with family.



MICHAEL BULL, CCIM Commercial Real Estate Advisor Michael@BullRealty.com 404-876-1640 x 101

Michael Bull, CCIM is the founder and CEO of Bull Realty. He is an active commercial real estate broker licensed in eight states and has assisted clients with over 7 billion dollars of transactions over his 35-year career. Mr. Bull founded Bull Realty in 1998 with two primary missions: to provide a company of brokers known for integrity and to provide the best disposition marketing in the nation. While still well known for effective disposition services, the firm also provide acquisition, project leasing, and site selection/tenant representation in all major property sectors.

You may know Michael as host of America's Commercial Real Estate Show. The popular weekly show began broadcasting in 2010 and today is heard by millions of people around the country. Michael and other respected industry leaders, analysts, and economists share market intel, forecasts, and strategies. New shows are available every week on-demand wherever you get your podcasts, YouTube, and the show website, www.CREshow.com.

Michael's involvement with professional organizations includes CCIM Institute, National Association of REALTORS, Atlanta Leaders Group, Real Estate Group Atlanta, and the Georgia Bankers Association.

# ABOUT BULL REALTY

### **MISSION:**

To provide a company of advisors known for integrity and the best disposition marketing in the nation

### **SERVICES:**

Disposition, acquisition, project leasing, tenant representation and consulting services

### **SECTORS OF FOCUS:**

Office, retail, industrial, multifamily, land, healthcare, senior housing, self-storage, hospitality and single tenant net lease properties

## AMERICA'S COMMERCIAL REAL ESTATE SHOW:

The firm produces the nation's leading show on commercial real estate topics, America's Commercial Real Estate Show. Industry economists, analysts and leading market participants including Bull Realty's founder Michael Bull share market intel, forecasts and strategies. The weekly show is available to stream wherever you get your podcasts or on the show website: www.CREshow.com.

### JOIN OUR TEAM

Bull Realty is continuing to expand by merger, acquisition and attracting agents with proven experience. As a regional commercial brokerage firm doing business across the country, the firm recently celebrated 25 years in business and \$1.9 billion annual transaction volume.

**CONNECT WITH US:** 

https://www.bullrealty.com/

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25 YEARS IN BUSINESS

ATL
HEADQUARTERED
IN
ATLANTA, GA

LICENSED IN 8 SOUTHEAST STATES

\$1.9

BILLION DOLLAR
VOLUME FROM SALES
AND LEASING
TRANSACTIONS
IN 2021

