

**ECONOMIC DEVELOPMENT
INITIATIVE
EAST JACKSON, TN**



Prepared for: CRA

Prepared by: CWA Development LLC

Charles W. Adams II Developer

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EXECUTIVES SUMMARY

Madison County Tennessee is located in the western Tennessee region and is the 15th largest county. The population is approximately 100,000 with a growth rate of 0.05% according to the most recent United States Census data. Jackson, TN is the county seat of Madison County and has a population of approximately 65,000; 49% White and 45% African American. Jackson is nicknamed the “Hub City” due to its placement as the relative midpoint of West Tennessee. Resting between Memphis and Nashville, Jackson is considered Madison county’s diversified industrial and commercial base as it related to the economy. Jackson has also earned the rating of the ninth (9th) most affordable city in the US according Business Insider magazine. At the hub of West Tennessee’s agricultural and industrial production, Jackson and the people who live and work here benefit from a rich history and a bright future. The unemployment rate is currently 3.2%; down from last reporting according to Bureau of Labor Statistics. The current unemployment rate is evidence of continuous employment for residents of Jackson. The median home value is \$143,094 while the median income is \$43,054.

Therefore, CWA Development, LLC considers this the most opportune time for investing in our community. Specifically, our desire is to contribute to the restoration of East Jackson by promoting economic development and constructing quality energy efficient, affordable housing. East Jackson has been known for its vibrant, lively existence near the heart of Jackson throughout the years. However, the devastation left behind by the tornado in 2003 changed the landscape of East Jackson. Many citizens were displaced while homes were totally destroyed. Unsurprisingly, houses in this area continued to sell during the peak of a housing crisis. Since we find it essential to both maintain and prepare our unique communities for current and future growth, we conclude this is the precise location to develop commercial retail development and quality affordable housing. We have identified 266 Phillips St. as an area of opportunity to jumpstart economic development in East Jackson.

According to the Residential Areas Framework Plan, RA1 Single Family Development Opportunities, found in *One Jackson Civic Master Plan 2015*, the eastern portion of Jackson to the south of I-40 is home to extensive areas of open space that in the long term should be developed for single family neighborhoods. Since the residential section of this plan aims to address the following: ensuring housing diversity that provides options for all ages and income groups; maintain residential properties to reflect high-quality neighborhoods; and maintain the City’s historic residential neighborhoods as key links to Jackson’s history, we are steadfast in our efforts towards this plan.

PROJECT GOALS AND OBJECTIVES

The goals, objectives and policies of this plan will guide the successful redevelopment project for the East Jackson area. These goals will be achieved through a series of objectives listed below. The goals and objectives of the Community Redevelopment Plan are as follows:

Goals:

- Spark economic development in area where there is great potential
- Capitalize on the traffic count on the US70 hwy corridor.
- Improve housing and neighborhood conditions in order to eradicate blight and deterioration by working to continue aggressive code enforcement; rehabilitating deteriorated properties.
- Develop New and Existing Housing Sites by attracting new homeowners with diverse choices; shifting the balance of housing towards life-long home ownership.
- Assist buyers in the process of converting Rental Property to Home Ownership by stimulating the redevelopment of the core area as a catalyst for the revitalization of the entire East Jackson area while enhancing the quality of life in the neighborhood.
- Ensure residents are safe and secure while making it desirable to live in the neighborhood; enhancing natural features to become recreational.

Objectives:

- Eliminate the conditions of blight that are currently found in the East Jackson area by implementing phases of the housing development throughout the project.
- Provide for a mix of land uses that will foster family activity and recreation in the East Jackson area throughout the duration of the project and beyond.
- Provide opportunities for the expansion of community enhancement-related facilities and activities that will possibly be identified throughout this project.

- Stimulate the redevelopment of the core area as a catalyst for the revitalization of the entire East Jackson area by the end of the project and beyond due to the enhancements and highlights of the housing development project.

SOLUTION

Our overall solution is to promote economic development and provide affordable homes to citizens in the East Jackson area while promoting home ownership as an economic driver for commerce. Accessible housing via home ownership will increase the tax base in East Jackson to create more dollars to invest in infrastructure. Moreover, Jackson stands to gain as much as \$100,000.00 plus in property and sales tax annually from this project that will contribute to boost the overall economic development and the “One Jackson” Civic Master Plan.

This project works towards enhancing the livability of east Jackson as well as economic development. With these goals in mind, this location is the perfect place to start this initiative. While boosting the appearance along one of the main entrances to the downtown area, this location offers itself too various activities that will grow the economy. Located near a thriving industrial park with easy accessibility to Shirlene Mercer Park, the downtown amphitheater, and the farmer's market, the neighborhood will have access to various cultures, entertainment, and healthy local foods. Also located near an amazing health facility equipped with swimming pools, exercise equipment, clinics and readily available staff this location also offers healthy living as a viable option. Finally, approximately one mile away, there is already new home construction underway; indicating this area is thriving towards livability.

PROJECT PLAN

The retail center phase will start within 24 months of gaining possession of the requested property. The residential phase will be multifaceted encompassing new construction and renovation of existing homes. Each phase will be closely supervised by the owners, project managers, contractors and consultants. Constant meetings will be held throughout the project with all parties involved to ensure all requirements (including zoning), plans, inspections and specs are met in order to remain on schedule. However, our experienced, professional team is conscious of the possibility of unexpected occurrences and is prepared to deal with any as they may arise.

FINANCIAL PLAN

FINANCING

CWA Development, LLC will be responsible for every phase of the project. CWA Development has committed \$28,000.00 towards development cost in the initial venture under the umbrella of S&A Development LLC. The land totals nine (9) acre is valued at \$38,000.00 according to the Tennessee Real Estate Assessment Data. CWA Development has and will facilitate a coalition of investors that will be comprised of local businesspeople, financial institutions, and faith-based organizations.

RISKS

The risks associated with this project could occur from experiencing any downturn in economy as it relates to the manufacturing industry. Other risks consist of seasonal weather conditions. The current employment crisis, contractors along with sub-contractors may be challenging as well. Therefore, we are creating a band of contractors that will assist in minimizing this risk. Theft or damage of tools could also occur. We will thoroughly train workers on how to use, maintain, and store equipment to prevent possible theft or damage. Safety will be priority throughout this project to avoid harm or injury.

Experts have been obtained to ensure all proper rules and regulations are followed thoroughly. Our sales and marketing team brings their 15 years of expertise along with their high potential in the purchasing of homes developed by this project. Therefore, we are confident our team will overcome any challenges towards the sale of homes.

MARKETING PLAN

Marketing will dictate the success of this initiative. Aggressive rebranding of East Jackson is how CWA Development will address this challenge. A focus of this rebranding will be driving the focus towards the many local benefits of the area. The amphitheater, farmers market, parks and more. We will utilize social media platforms, as well as traditional forms of marketing, to inform the community of the benefits of the area and the introduction of new affordable housing in the area. CWA will also have a recruitment team dedicated to recruiting commercial retailers from local, regional, and national brands. With the new growth in North Jackson, we need to make sure that the other areas of Jackson don't get left behind, starting with East Jackson.

APPENDIX

ARIEL VIEW



X E Chester St



Image 8

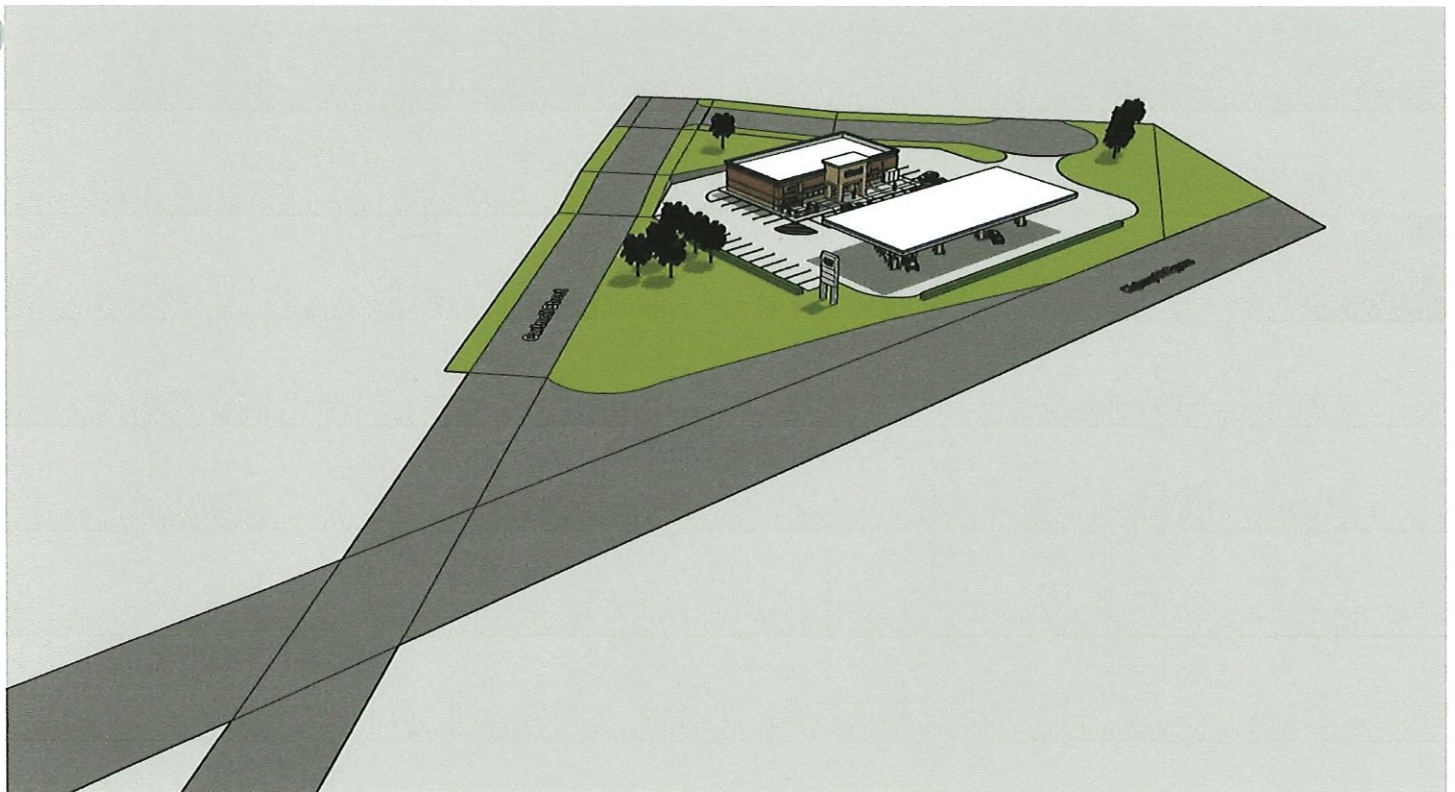


Image 9



Image 4



Image 5



Image 6



Image 7



Image 1



image 2



Image3



Image 10



Image 11

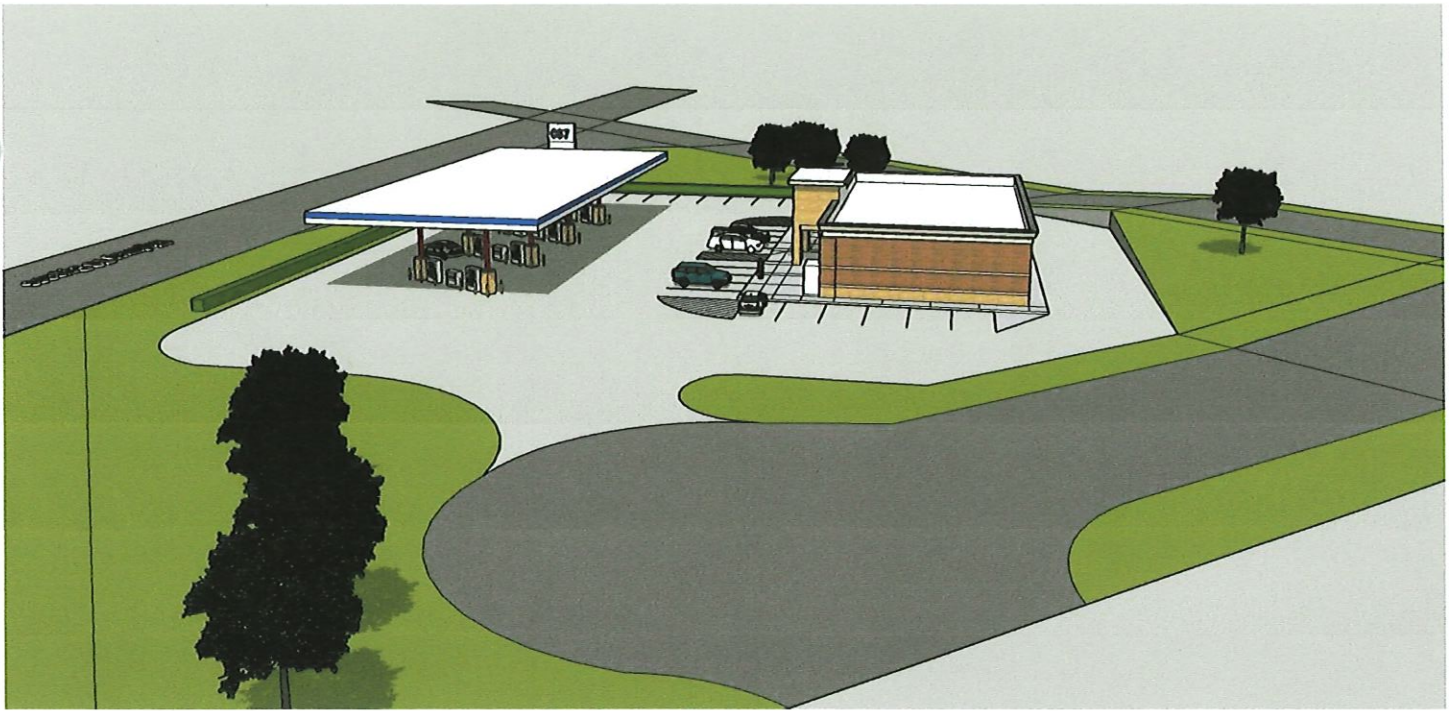
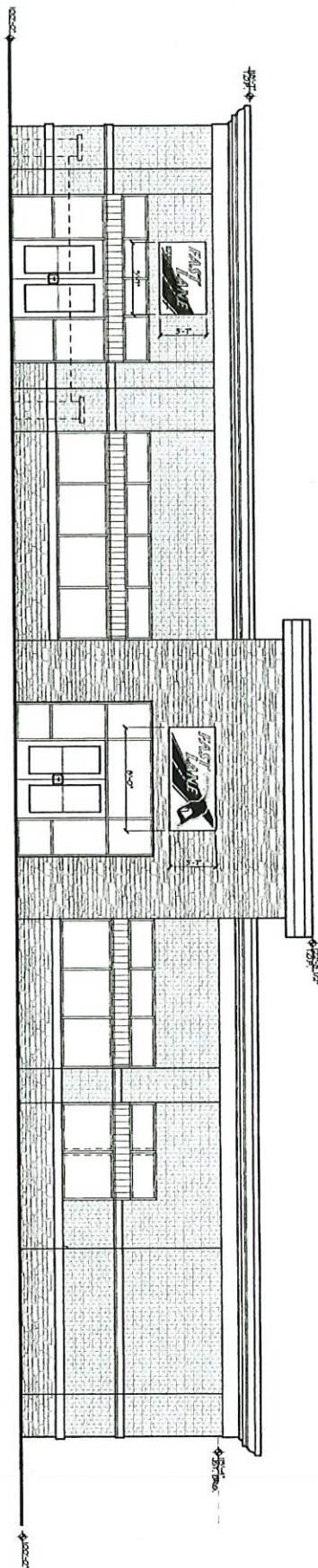
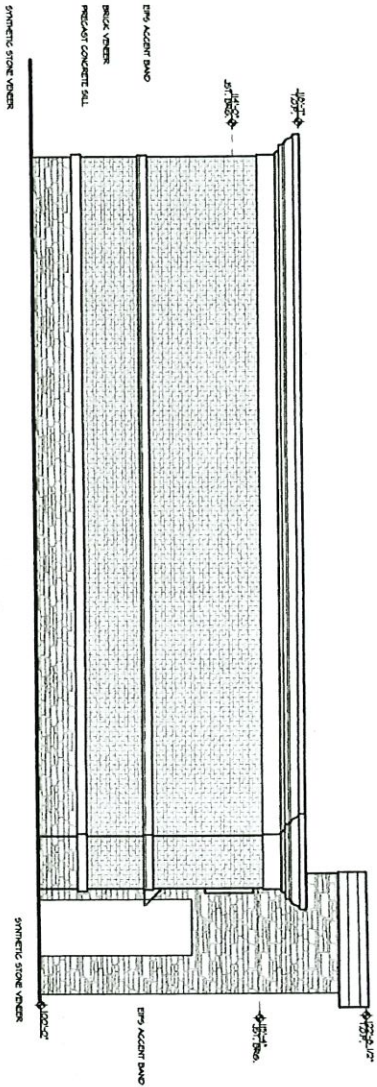


Image 12

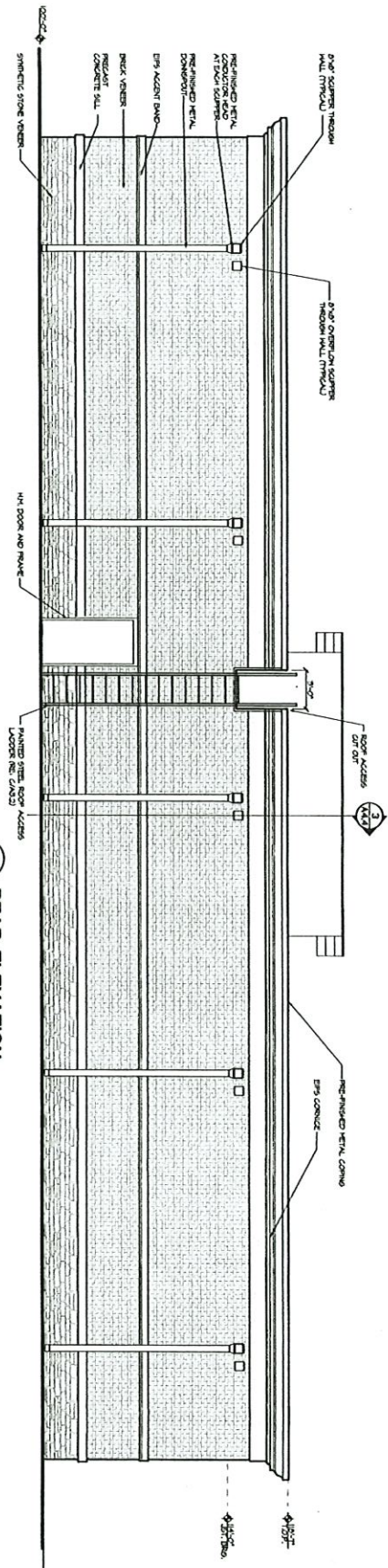


A
A3.1 FRONT ELEVATION
SCALE: 1/4"=1'-0"

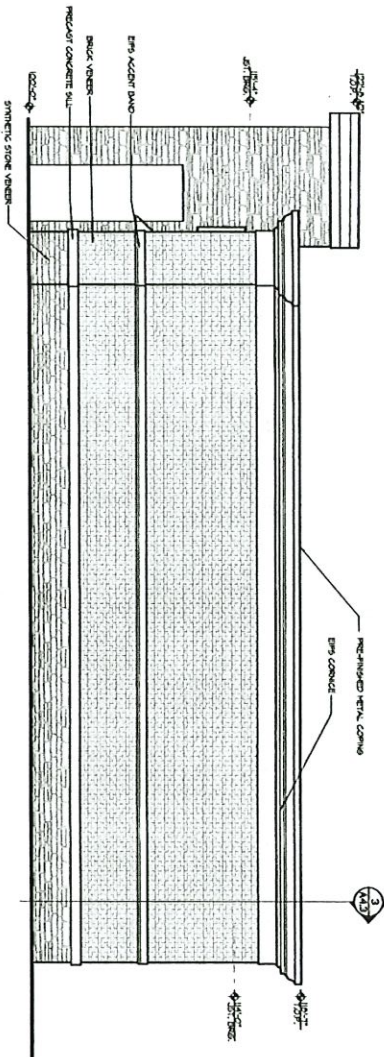


B
A3.1 LEFT SIDE ELEVATION
SCALE: 1/4"=1'-0"

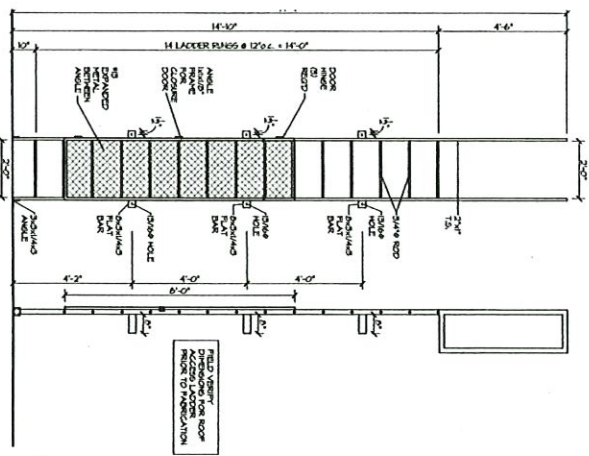




A REAR ELEVATION
A3.2 SCALE: 1/4"=1'-0"

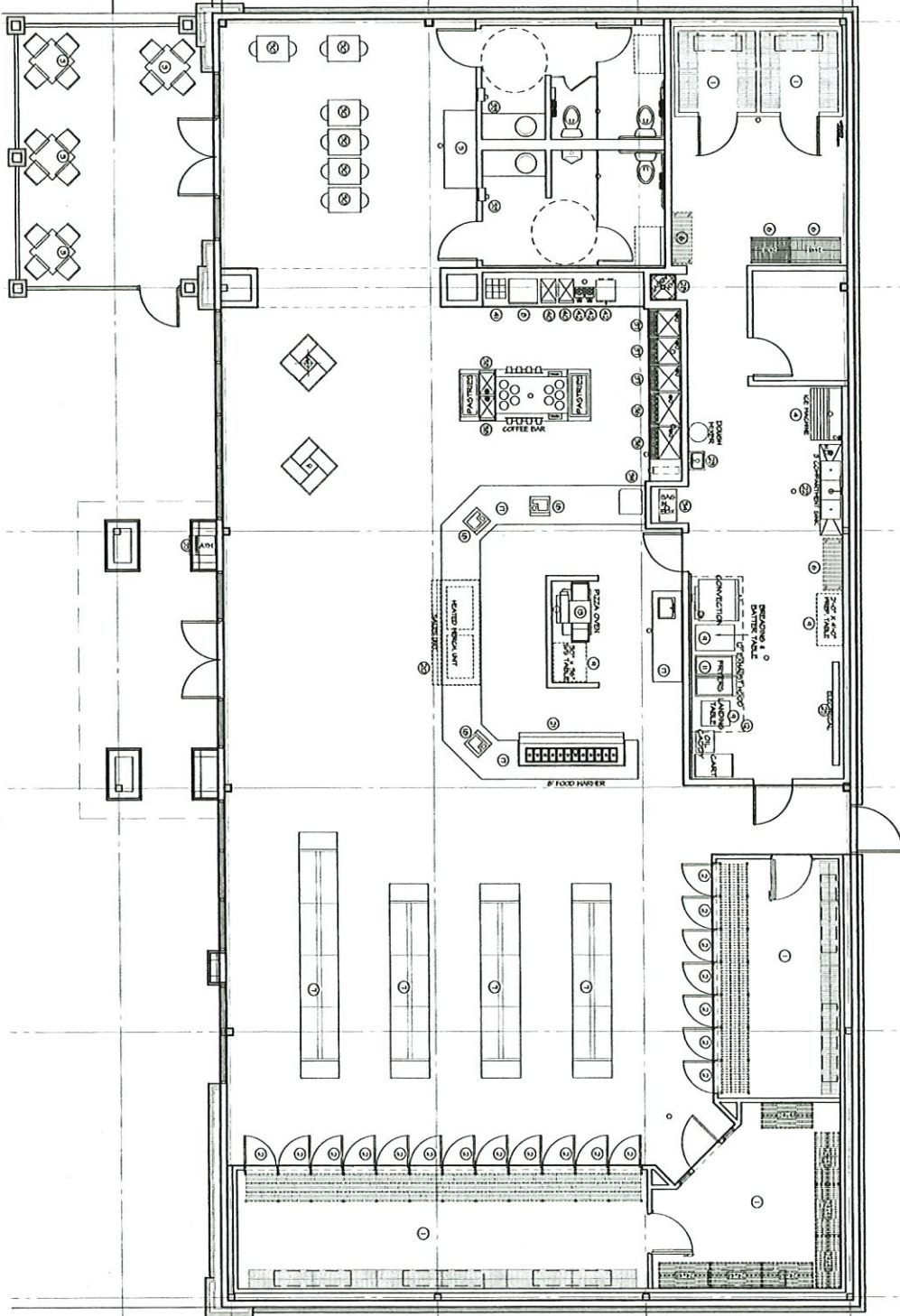


B RIGHT SIDE ELEVATION
A3.2 SCALE: 1/4"=1'-0"



C ROOF ACCESS LADDER
A3.2 SCALE: 1/2"=1'-0"





1 EQUIPMENT PLAN
A7.1 SCALE: 1/4"=1'-0"



EQUIPMENT SCHEDULE

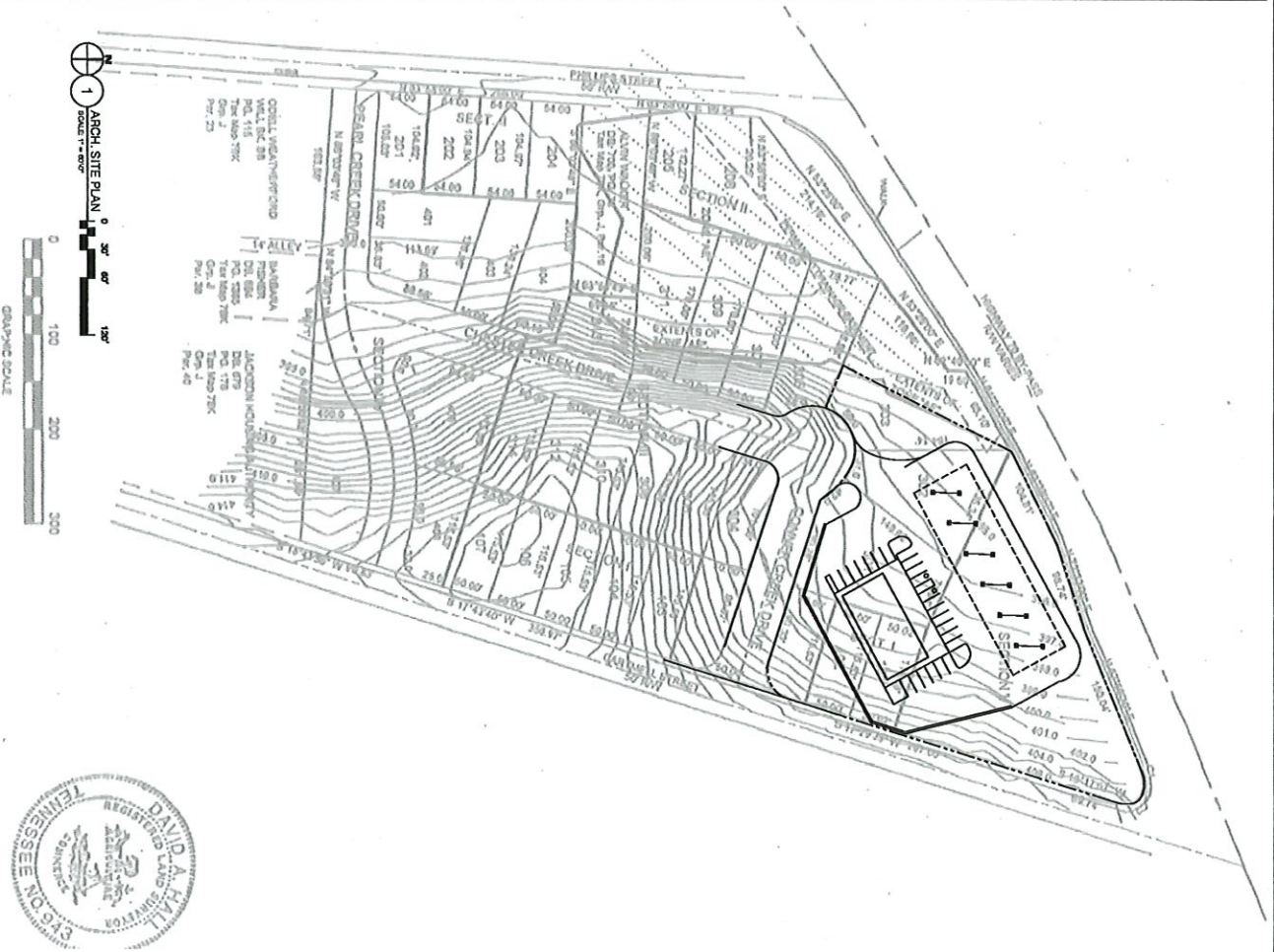
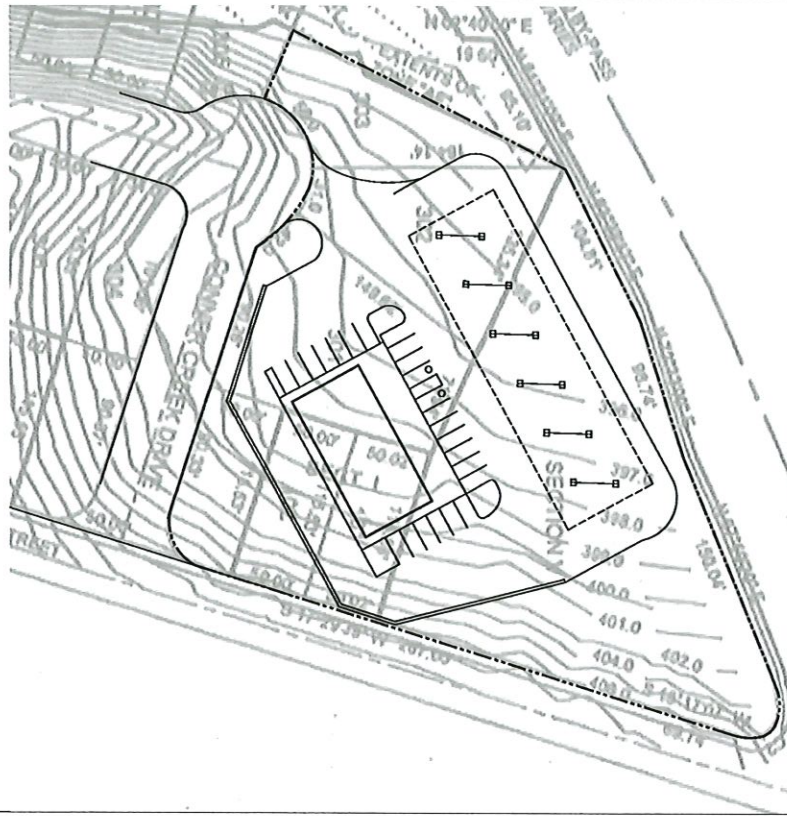
1	120V WAVE
2	MULLION COOLER
3	AMBUSH NO. 6465 DISPLAY DOOR
4	4 SEAT TABLES
5	ICE MACHINE
6	ICE REFRIGERATOR
7	WINE REFRIGERATOR 36" WIDE 30" DEEP 4 1/2" x 2 1/2" x 4 SHELVES / SECTION
8	WINE REFRIGERATOR 36" WIDE 30" DEEP 4 1/2" x 2 1/2" x 4 SHELVES / SECTION
9	HEADWAVE
10	STAINLESS STEEL TABLES
11	KNIVES
12	DOUBLE FRYER
13	HOOD
14	PIZZA OVEN
15	REFRIGERATED PREP TABLE
16	STOVE
17	DISPLAY RACK
18	COUNTER
19	CASH REGISTER
20	STAIN TABLE
21	3 HOT TAIL LANE
22	3 FOOD WARMER
23	3 COMPARTMENT SINK
24	HALL WASH HAND SINK
25	2 SINK REFRIGERATOR
26	ELECTRICAL PANEL
27	TELEPHONE PANEL
28	3 DOOR REFRIGERATOR
29	HOP SINK
30	HAND DRYERS
31	2 SEAT TABLES
32	BAR SEATING
33	TRAYBALL CUP
34	HAND DRYERS
35	BANK IN A BOX
36	ATM
37	DRINK TOWER WITH ICE WARMER
38	FRIGIDEN REFRIGERATOR DISPENSER
39	COMPOST WASHER
40	CAMOUFLAGED DISPENSER
41	TEA DISPENSER
42	COMPOST RACK
43	BANK COUNTER SYSTEM

TOILET ACCESSORY LEGEND

40	ONE PRICE 6640 BANK
41	STANDARD DOUBLE ROLL DISPENSER
42	SANITARY WARMER DISPENSER

NOTICED: ALL EQUIPMENT AND SUPPLIES INDICATED WITH THE EQUIPMENT MANUFACTURER AND OWNER PRIOR TO FURNISH.





	VBA 2006 Vicinity Site Plan	s/bm/mb 8 October 2021	Phillips-Cartmell C-Store Jackson, Tennessee 38305				Victor C. Buehler Architect 605 East Main Street, Suite 201 Jackson, Tennessee 38301 Phone: 661-222-2222 Fax: 661-222-2222
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