



THE ALCHEMIST DEN



COMMUNITY MARKETPLACE & INNOVATION CAMPUS

Development Prospectus

Austell-Mableton Opportunity Corridor
Prepared for brokers, landowners, economic development partners, CDFIs, funders, and strategic collaborators.

“We are not seeking support for an idea. We are seeking a site for an ecosystem that is already operating and ready to scale.”



The opportunity: build a permanent platform for an ecosystem already in motion

The Community Marketplace & Innovation Campus is a proposed destination-oriented community development platform for the Austell-Mableton corridor. The project brings together local commerce, food access, entrepreneurship, agricultural education, workforce training, wellness, and future housing stability into a single, phased campus model.

The immediate need is site control: a 40–50 acre continuous opportunity, or two coordinated tracts/parcels sold together, that can host Track 1 and eventually connect to Track 2.

4

operating ecosystem arms already active

40–50ac

preferred site opportunity

2

coordinated tracks



**Track 1: Marketplace + Innovation Campus | Track 2:
Workforce Housing Community**



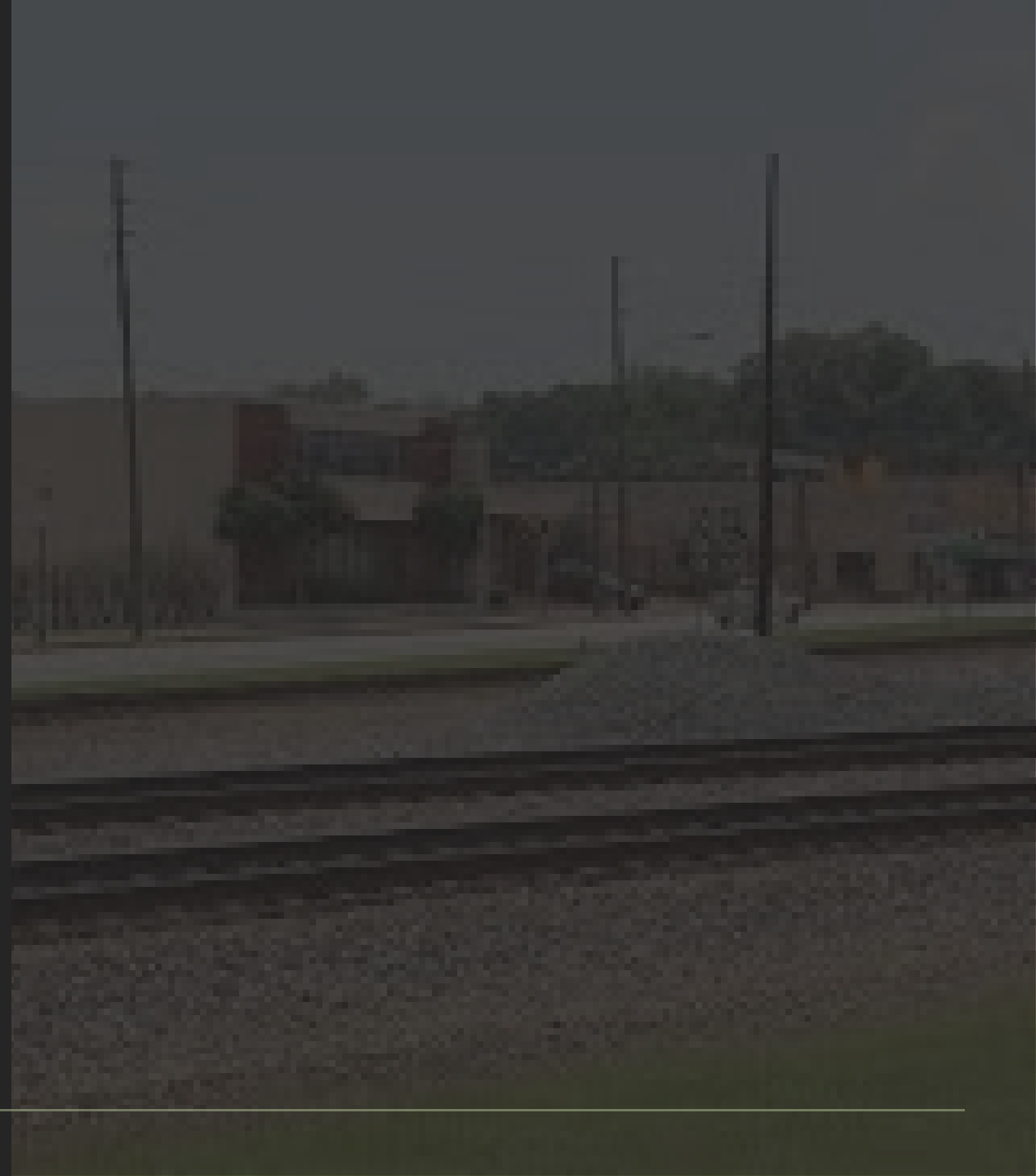
This is not a concept seeking validation. It is an operating ecosystem seeking the right land platform.

The Alchemist Den has already proven destination retail and community activation. True Alchemy Gardens has launched agricultural education and seed access. Fertile Ground Incorporated is building housing stability and food access programming. TARAD brings real estate, development management, and acquisition strategy.

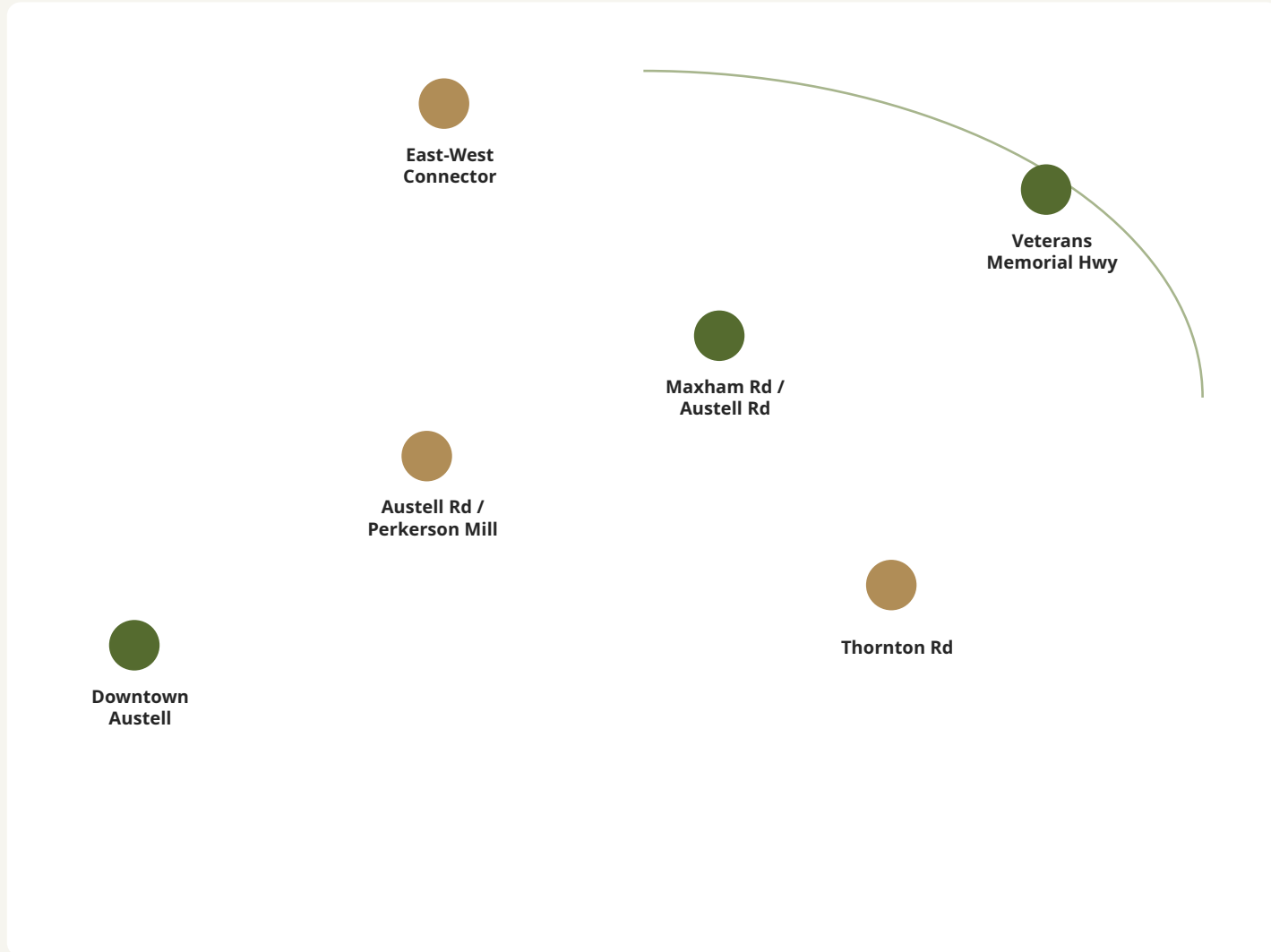
01

Market Context

Why South Cobb, why now, and why the Austell–Mableton corridor is strategically suited for a catalytic community development platform.



Target geography is intentionally narrow and corridor-based



Corridor Priority Logic

- Downtown Austell identity + civic activation
- Austell / Mableton edge for cross-jurisdictional reach
- Austell Road + Maxham + Thornton as visibility corridors
- Veterans Memorial + East-West Connector for regional access
- Water, creek, trail, or recreation adjacency as a premium

Planning basis from City of Austell / Cobb corridor discussions and Cobb County transportation/trail planning references.

A diverse, urbanized South Cobb market with room for community-serving investment

7,713

Austell population, 2020 Census

37,115

Mableton CDP population, 2020 Census

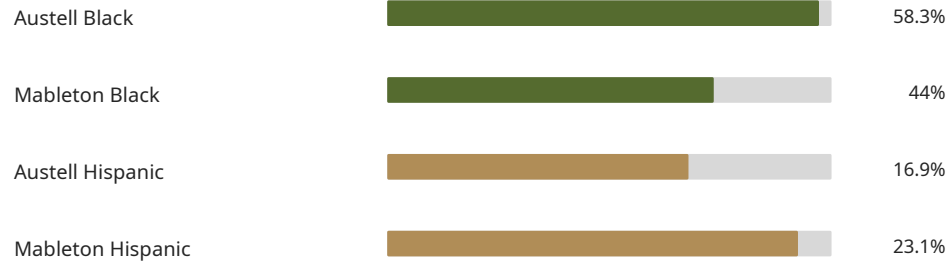
78k+

Mableton city population cited after incorporation

793k

Cobb County 2025 est. population

Share of population by race/ethnicity, 2020



Community implication

The corridor is not only a real estate opportunity. It is a culturally diverse, majority-Black and increasingly Latino community-serving market where food access, entrepreneurship, and wealth-building programming can be positioned as inclusive economic development rather than charity.

Sources: 2020 Census data summarized by public Census-based profiles for Austell, Mableton, and Cobb County.

The regional housing squeeze strengthens the case for a linked workforce housing track

232k

low-to-moderately priced
units lost in metro
Atlanta, 2018–2023

1.8M

new metro residents
projected by 2050

294k

new housing units
needed to keep up with
growth

Strategic conclusion: The campus should be developed as a dual-track platform — an immediate marketplace/innovation campus and a future workforce/cottage housing community. The two tracks can be co-located or pursued as complementary sites.

Source: Atlanta Regional Commission figures reported by Axios Atlanta, March 2025.

A permanent market platform meets both food access and producer/vendor opportunity



Need + Opportunity

- Food access work can be anchored by a physical destination rather than scattered events.
- Seed library + garden education can become a recurring front door for families, growers, and schools.
- A farm-stop / indoor market model can give vendors and growers more predictable sales channels than pop-up-only markets.
- Local food programming links naturally to workforce, youth education, entrepreneurship, wellness, and community events.

Seed Library

Market Hall

Grower Education

Food Access

Comparable model reference: farm stops and local food retail platforms have emerged as year-round complements to farmers markets.

The geography already contains public-sector movement toward connectivity and placemaking

Relevant public-sector signals

1. East-West Connector study: operational safety, traffic flow, access management, pedestrian/bicycle/transit connections.
2. Austell-Powder Springs trail scoping: nearly five-mile multi-use trail connection toward Downtown Austell.
3. Downtown Austell design standards: public-realm improvements, greenspace, walkability, and civic identity.
4. Mableton Town Center / redevelopment context: town-center style investment, mixed-use, and cottage housing precedent.

Project alignment

Permanent destination and recurring event traffic

Food access, local vendors, and small-business activation

Trail/water/outdoor recreation compatibility

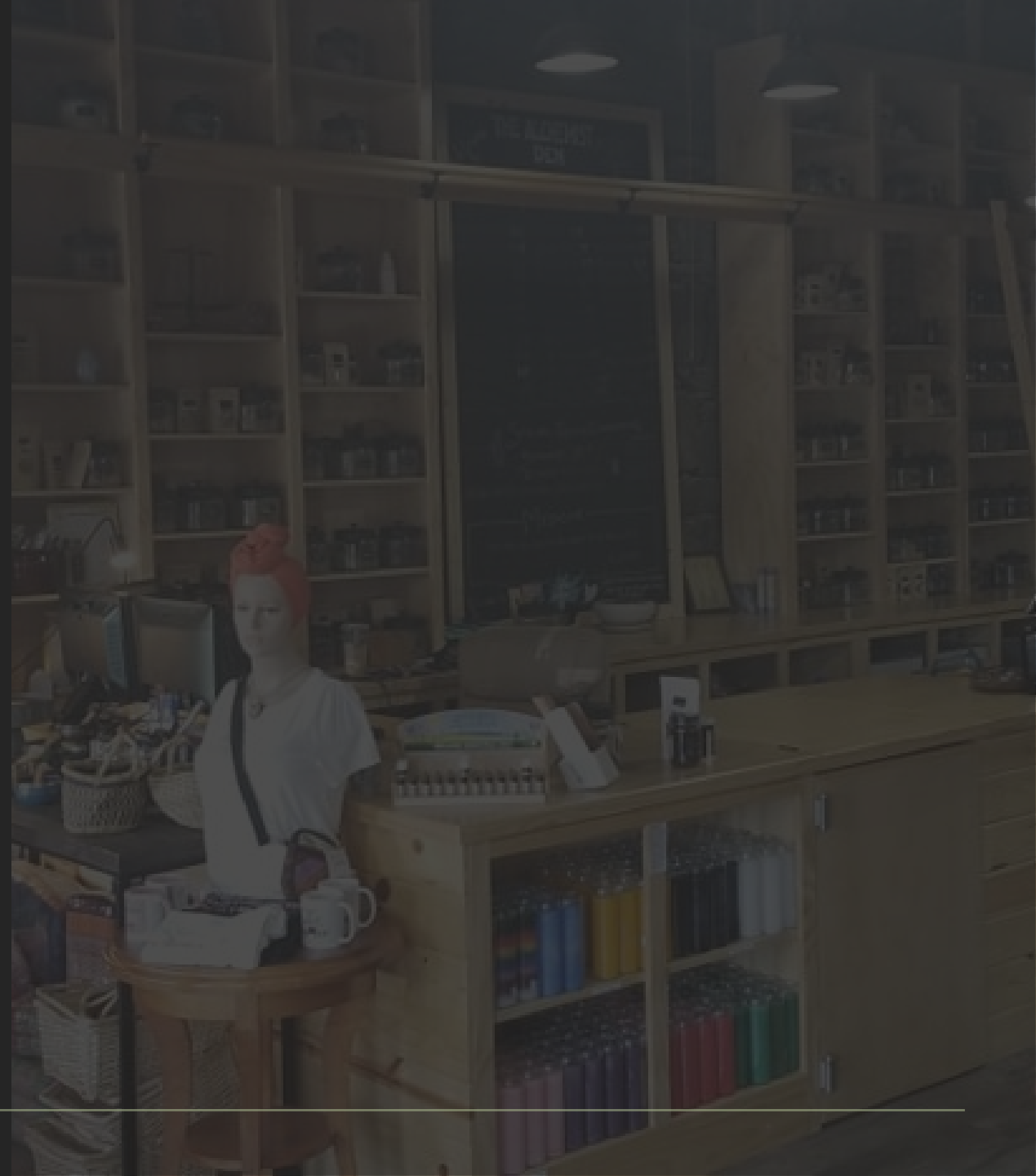
Cottage housing and community-scale development

Flexible public-private partnership structure

02

Existing Ecosystem

The campus is designed to scale activity already operating through FGI, TARAD, The Alchemist Den, and True Alchemy Gardens.



Each arm solves a different credibility and execution gap



FGI

Mission + Programming

Housing stability, food access, grants, community engagement, resource navigation



TARAD

Development Arm

Site acquisition, feasibility, entitlements, project management, investor/developer coordination



The Alchemist Den

Anchor + Activation

Retail, events, vendors, wellness, classes, recurring foot traffic and destination identity



True Alchemy Gardens

Food + Agriculture

Seed library, gardens, grower education, food production, sustainability, community agriculture

The story is strongest because the work is already visible



Retail + destination



Economic development convening



Wellness + cultural programming



Local food/ag activation

The campus would not create an ecosystem from scratch. It would consolidate and scale existing activity into a permanent, financeable, publicly legible platform — with The Alchemist Den as anchor, FGI as mission/programming lead, TARAD as development arm, and True Alchemy Gardens as agriculture/food systems lead.

03

Campus Concept

A place to shop, learn, gather, heal, grow food, start businesses, attend events, connect with nature, and eventually live nearby.



The campus concept is modular, phasable, and site-responsive

1

Community Market

Local food, vendors, retail, market hall

2

Innovation Campus

Classes, business incubation, workforce training

3

Agricultural Education

Gardens, seed library, food production

4

Community Activation

Festivals, events, gatherings, workshops

5

Outdoor Wellness

Trails, water access, recreation, nature-based experiences

6

Future Housing

Cottage/workforce housing and stability services

A community market that blends local food, retail, education, and recurring foot traffic



Functions

- Indoor market hall
- Local food + farm vendors
- Small commercial tenants
- The Alchemist Den anchor retail
- Pop-up vendor opportunities
- Classroom + meeting space
- Community events + private rentals

Operating logic

Immediate revenue and activity should come from retail sales, vendor rents, sponsorships, events, and programming — not housing.

A practical learning platform for entrepreneurship and workforce readiness

Entrepreneurship

**Vendor readiness
Business formation
Pop-up retail
Financial literacy
Marketing + sales
Real estate literacy**

Workforce

**Construction trades
Food service
Hospitality
Retail operations
Property maintenance
Agriculture + landscaping**

Community Wealth

**Homeownership readiness
Real estate investing
Development literacy
Contractor pathways
Vendor income
Business ownership**

The Seed Library becomes the front door to a larger food system strategy



**HERBAL ALCHEMY
SEED & GROW**

MAY 24, 2026
9:30am to 12pm

THE ALCHEMIST DEN
2740 BROAD STREET
AUSTELL, GEORGIA



SEED LIBRARY
*Take a few. Grow some food.
Return some seeds.* 

A COMMUNITY RESOURCE ROOTED IN
FOOD SOVEREIGNTY • SUSTAINABILITY • COMMUNITY WELLNESS

SEED LIBRARY GUIDELINES

- PLEASE LIMIT TO 2-3 SEED PACKETS PER FAMILY PER VISIT
- TAKE ONLY WHAT YOU CAN REALISTICALLY PLANT AND TEND
- GROW FOOD, HERBS, FLOWERS, AND MEDICINE WITH CARE
- WHEN POSSIBLE, SAVE AND RETURN SEEDS TO HELP KEEP THE LIBRARY THRIVING
- LEAVE SOME FOR OTHERS IN THE COMMUNITY TO ENJOY
- BEGINNER GARDENERS ARE WELCOME HERE. EVERYONE

TRUE ALCHEMY GARDENS
EST. 2022

GROWING COMMUNITY TOGETHER

The agricultural education track can include demonstration gardens, grower workshops, seed saving, beginner gardening, youth/family programming, food production, and vendor/grower pathways into the market hall.

Water, trails, and recreation convert land into a destination



Preferred site bonuses

- Creek, river, or lake adjacency
- Kayak / water access potential
- Trail and walking-loop potential
- Horseback or equestrian programming fit
- Outdoor event fields / amphitheater potential
- Nature-based wellness and respite areas

Use caution: floodplain acreage can be valuable for recreation, trails, gardens, and water access, but it should not be counted as fully buildable acreage.

Housing is a strategic extension, not the first activation burden



Clay Road / Cobb workforce housing strategy

1 Site control + predevelopment

Option / LOI / contract, survey, environmental, concept plan, civil feasibility

2 Cottage workforce housing

20-50 cottage or small-format homes depending on zoning, utilities, density, and site design

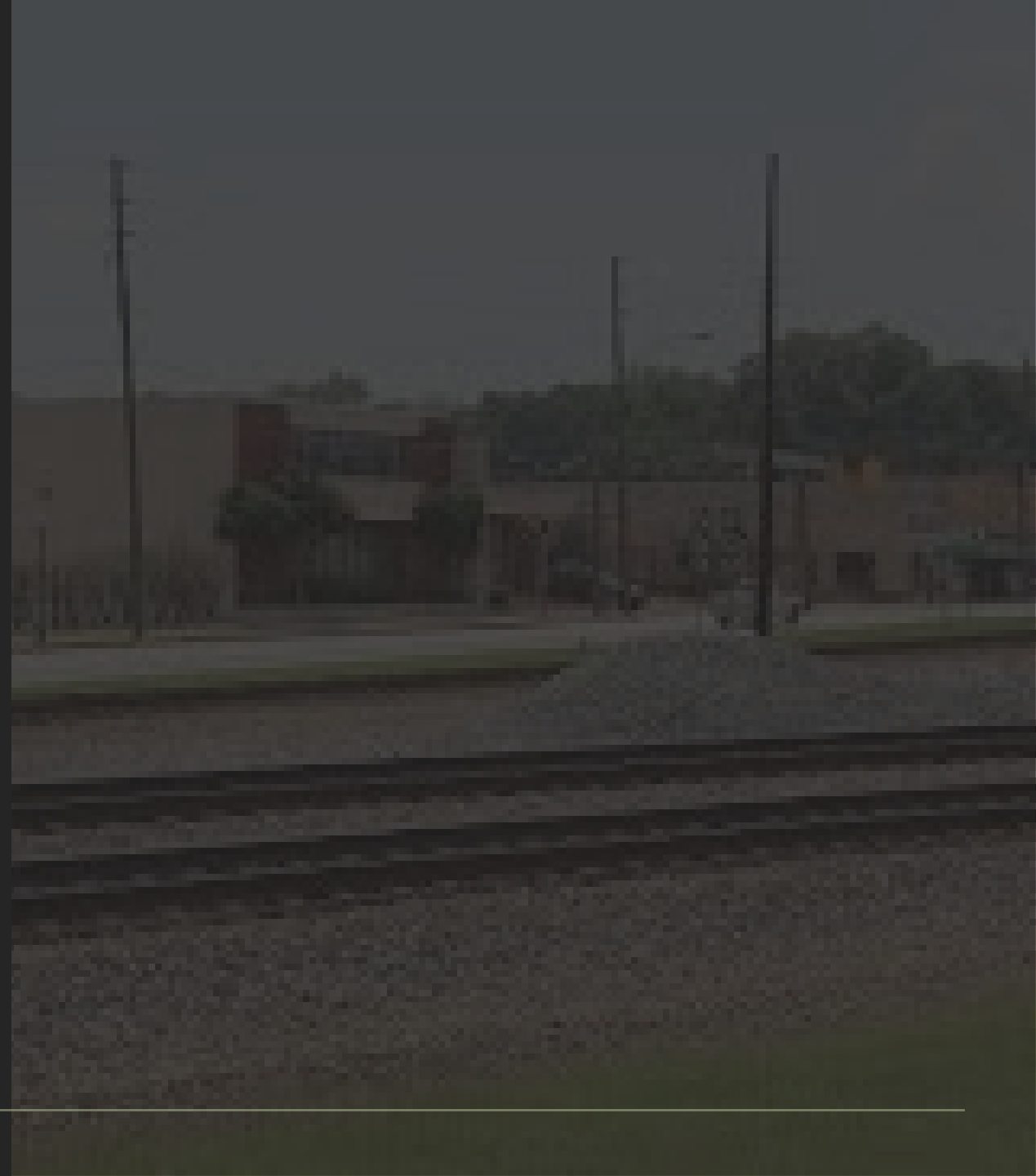
3 Community integration

Gardens, pavilion, trails, resource services, ownership pathways, workforce training

04

Site Acquisition Strategy

The project needs a property platform that can support immediate activation and long-term flexibility.



Broker-facing acquisition criteria: 40–50 acres or coordinated tracts

Acreage 40–50 continuous acres preferred; 20–30 acres only with exceptional existing improvements.

Configuration Single tract preferred; 2 contiguous tracts/parcels sold together acceptable.

Existing Building Strongly preferred for immediate activation: market hall, retail, event/classroom use.

Zoning Mixed-use, commercial, village mixed-use, planned development, adaptive reuse, agriculture-compatible, residential/PD for housing.

Utilities Water/sewer/power accessible; extension feasibility must be reasonable.

Access Road frontage, visibility, parking potential, regional corridor access.

Bonus Water, creek, trail, kayaking, equestrian, outdoor recreation, floodplain-as-recreation acreage.

The cleanest story may be one ecosystem, two compatible property tracks

TRACK 1: MARKETPLACE + INNOVATION CAMPUS

Purpose: immediate activation, commerce, food access, programming, events, vendor incubation, agricultural education, outdoor recreation.

Best site: existing building + acreage + visibility + water/trail/recreation potential.

Lead: FGI programming + TARAD development + The Alchemist Den anchor + TAG food/agriculture.

TRACK 2: WORKFORCE HOUSING COMMUNITY

Purpose: attainable workforce housing, cottage homes, housing stability, future homeownership pathways, green/community spaces.

Best site: Cobb County housing-suitable land, Clay Road area or Austell-Mableton edge.

Lead: TARAD development + FGI housing stability/community impact.

What to search for — and what to avoid

MUST HAVE

- Seller motivation
- Redevelopment potential
- Road frontage
- Utilities accessible
- Corridor fit

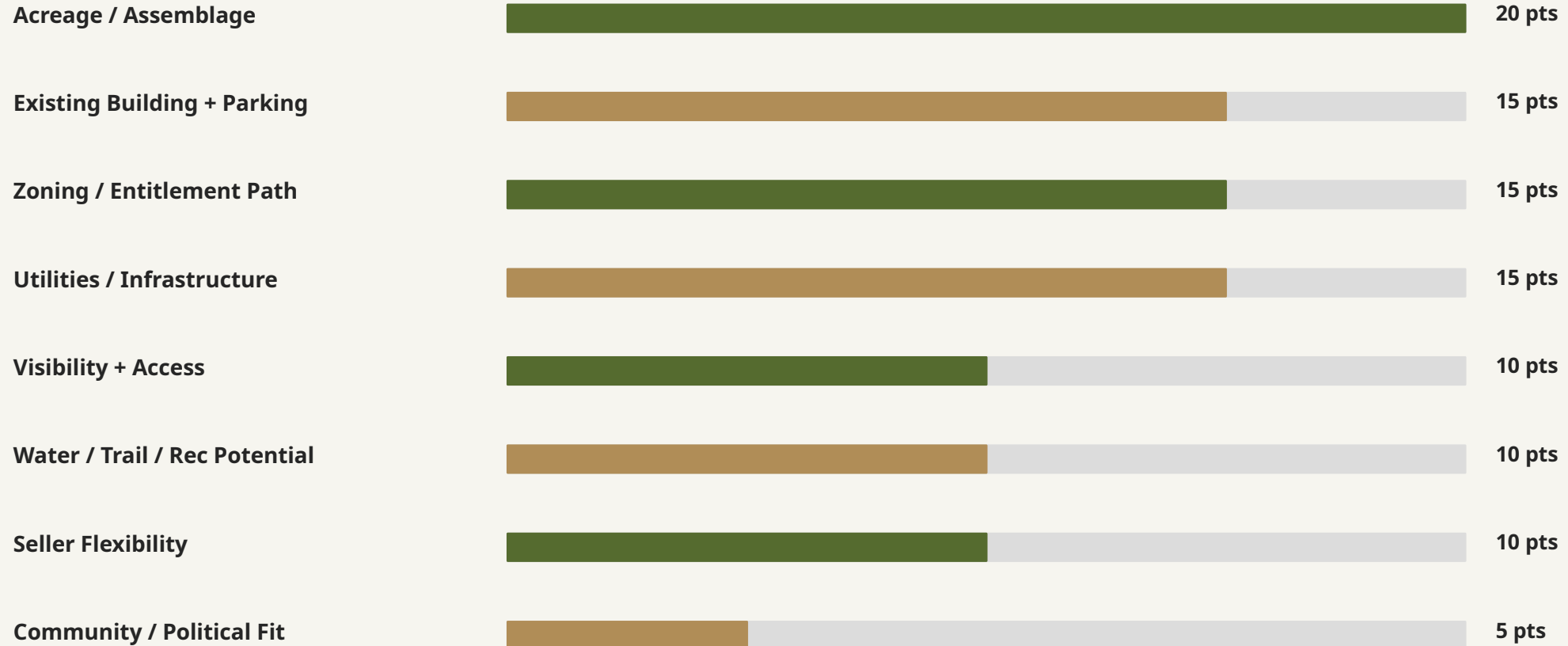
NICE TO HAVE

- Existing structure
- Water access
- Trail potential
- Event capability
- Public visibility

AVOID

- Heavy industrial conflicts
- Major environmental concerns
- Isolated parcels
- Non-contiguous assemblages
- Unusable floodplain coverage

Recommended 100-point property evaluation matrix



Use this matrix to compare broker-submitted sites before touring, negotiating, or requesting public-sector feedback.

Phased execution lowers risk and lets the campus prove itself before full build-out

0

Site control + feasibility

LOI, option, contract, survey, environmental, zoning review, concept plan

1

Immediate activation

The Alchemist Den, market hall, classroom/event space, vendor pop-ups

2

Outdoor + agriculture

Demonstration gardens, food production, trails, outdoor programs, events

3

Business + workforce

Incubator, training partnerships, sponsor-supported programming

4

Housing track

Cottage/workforce housing, resource hub, homeownership pathways

05






Capital + Funding Strategy

A financeable platform requires stacked sources: acquisition control, grants, sponsorships, CDFI/impact capital, and revenue-generating operations.



Early capital should fund control, due diligence, activation, then construction

Illustrative acquisition/control stack

Seller financing / option		\$800k
CDFI / bank debt		\$900k
Impact equity / PRI		\$450k
Grant + philanthropy		\$350k
Sponsor equity / cash		\$250k

Total: \$2.75M

Use priorities

1. Land/site control
2. Due diligence + feasibility
3. Design / engineering / entitlement
4. Immediate activation + tenant improvements
5. Operating runway + reserves

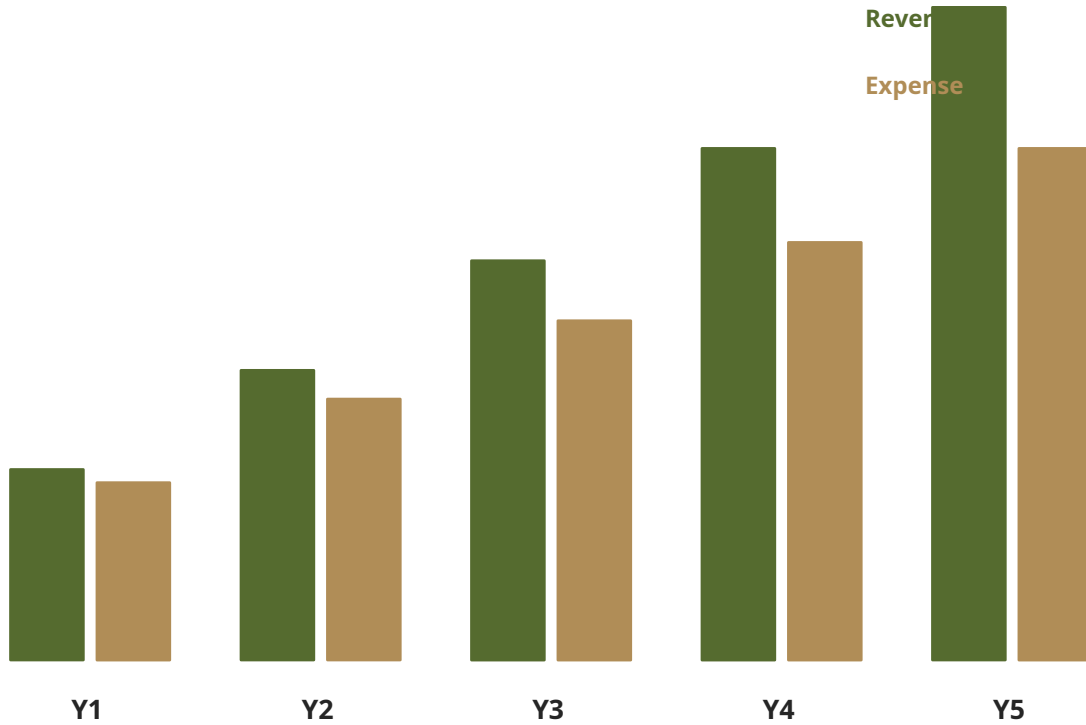
Note: This is a planning stack, not a final underwriting model. Actual amounts depend on site price, seller terms, existing improvements, utilities, zoning, and environmental findings.

Each funding opportunity supports a different piece of the ecosystem

WORTH	Predevelopment for nonprofit housing developers; strongest for Track 2 / Clay Road workforce cottage housing.	Survey, appraisal, architecture, engineering, environmental, market study, legal/title, funder presentation.
Housing Stability	Community stabilization and housing navigation programming.	Resource hub, referrals, utility/rental support, financial literacy, workforce connections.
Food Insecurity	Food access and agriculture programming.	Seed library, gardens, distribution, nutrition/growing workshops, community food access.
DCA Workforce Housing	Future larger-scale housing capital.	Gap financing, site/infrastructure, workforce housing once site control and team are formalized.
USDA / EDA / ARC	Economic development, local food, infrastructure, workforce, and regional programming.	Feasibility, infrastructure, workforce, rural/urban food systems, community facilities.

Planning scenario: diversified revenue across retail, vendors, events, grants, and tenants

5-year planning model (\$000s)



Year 1 revenue assumptions

- The Alchemist Den retail: \$95k
- Vendor stall rent: \$45k
- Grants + sponsors: \$150k
- Classroom/events: \$25k
- Small tenants / leases: \$50k

Figures are preliminary and property-dependent; they are designed for early conversation, not final underwriting.

The prospectus measures impact in jobs, vendors, visits, food access, and housing

75

**vendors supported
/ year by stabilized
operation**

25+

**direct and
operating jobs**

35k

**annual visitors /
event attendees**

4k

**food access
participants /
beneficiaries**

20–50

**future workforce
housing units**

Impact model is an indicative stabilized operating scenario; final estimates require site-specific design, tenant plan, and operating calendar.

A phased plan is intentionally designed to reduce underwriting and execution risk

Site control risk

Use option, LOI, seller financing, JV, or extended due diligence before full acquisition.

Entitlement risk

Prioritize rezoning-friendly sites and early engagement with local planning/economic development.

Capital risk

Stack grant, sponsor, CDFI, PRI, seller-financing, and revenue sources.

Operating risk

Anchor with The Alchemist Den and existing programming before full-scale construction.

Mission drift risk

Separate FGI mission/programming from TARAD development and Den activation roles.

CALL TO ACTION

Help identify the right site for an ecosystem already operating and ready to scale.

We are seeking brokers, landowners, economic development partners, funders, and strategic collaborators who can help locate or structure a 40-50 acre continuous property opportunity — or two coordinated tracts/parcels sold together — in the Austell-Mableton Opportunity Corridor.

Prepared by Fertile Ground Incorporated + The Alchemist's Realty & Design + The Alchemist Den + True Alchemy Gardens

Research sources used for this prospectus

- U.S. Census / Census-based public profiles for Austell, Mableton, and Cobb County: population, race/ethnicity, households, housing units.
- Cobb County transportation planning references: East-West Connector Corridor Improvements Study; Austell-Powder Springs Trail Scoping Study.
- Public redevelopment summaries: Downtown Austell design standards; Mableton Town Center / mixed-use redevelopment references.
- Atlanta Regional Commission housing data reported by Axios Atlanta: 232,000 low/moderately priced units lost 2018–2023; 1.8M projected metro residents by 2050; 294k units needed.
- Community Foundation for Greater Atlanta / WORTH program materials; Housing Stability grant materials; DCA Workforce Housing Initiative; City of South Fulton Food Insecurity grant.
- Comparable local food model: farm stop / indoor market concepts including Argus Farm Stop as a reference model, not a financial guarantee.