

WC BRADLEY – PILLOWTEX MILL Columbus, Georgia

W.C Bradley is in the process of determining the appropriate redevelopment strategy for key properties it owns in downtown Columbus, Georgia, specifically the Pillowtex Mill and adjacent property. RCLCO was retained to assist in defining the appropriate redevelopment/re-use program for the Pillowtex property as well as to utilize market, consumer and strategic analysis to provide additional insights into the revitalization potential of downtown Columbus in general.

Columbus, Georgia is unique in that it is a relatively small market (population 278,000) but is home to several, large corporate headquarters including AFLAC, Total Systems and Synovus. Columbus also benefits from the Chattahoochee River running through downtown and WC Bradley is in the process of planning to remove the dams from the river, creating a two-mile stretch of rapids through downtown and potentially exceptional development opportunities.

RCLCO's Atlanta team conducted market analysis of land uses downtown; consumer research with Columbus employers and employees; and case studies of the redevelopment of other river-oriented downtown. The result was strategic advice related to downtown overall and a specific product program for the Pillowtex mill buildings and adjacent property for apartments, condos, destination retail and office.



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