



IMMEDIATE RELEASE

April 7, 2021

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The Integral Group Delivers on Commitment to Economic Development, Jobs, & Housing at Assembly

Breathes Life into Former GM Plant, Sells Remaining Parcels of TOD

Atlanta, GA –[The Integral Group](#), owner and master developer of Assembly, today announced that it finalized the sale of the remaining 127 acres of land on the 165-acre site of the former GM plant located in DeKalb County. The Integral Group [purchased the site in 2014 for roughly \\$50M](#).

[Egbert Perry](#), CEO of The Integral Group said, “Our commitments for Assembly included restoring a base for employment opportunities, expanding the local tax base, and addressing housing affordability all in a mixed-use transit-oriented development.” Perry continued, “Speaking as the master developer, the Assembly site is well-positioned to drive regional economic development for decades to come. Over the years, we received many solicitations for all or substantial portions of the site, most of which fell short of our development and financial goals. Today’s transaction is different.”

While master developing the site, The Integral Group and its development partner, [Schmit & Associates](#), developed, or caused the development of, [Serta Simmons Bedding’s Headquarters](#), [Third Rail Studios](#), and Asbury Automotive. The Integral Group recruited several project developers who will begin in summer 2021 building another 1,200 residential units, including some affordable senior housing.

[Eric Pinckney](#), a principal at The Integral Group and Chairman of the Assembly Community Improvement District (“ACID”) added, “Today’s announcement fulfills the vision we shared with former Mayor Donna Pittman, DeKalb CEO Michael Thurmond, our other public partners, and residents of Doraville to transform this once abandoned site into the largest mixed-use, transit-oriented development in the Southeast.”

[DeKalb CEO Michael Thurmond](#) and former DeKalb County Public School Superintendent said, “When this project was first brought to me by former Mayor Donna Pittman and the principals of The Integral Group, I immediately saw its significant potential in light of the proven and inspired stewardship. That is why I pledged my support. Now the site has been prepared to bring significant additional tax benefits to DeKalb County, the DeKalb County School System, and the City of Doraville and to serve as a stimulus for future growth and development. In effect, the work put the site, specifically, and Doraville, generally, back in play and in the spotlight.”

Before The Integral Group purchased the property in 2014, the former GM plant sat vacant for seven years without a practical plan for redevelopment and, while sitting empty, the property was generating minimal tax revenues for the City of Doraville, DeKalb County, and the DeKalb County School District. The Integral Group’s efforts to date have already created significant private investment and replaced approximately 1,500 of the 4,500 jobs lost when GM closed the plant.

Perry added, “At The Integral Group, we work hard at seeing opportunities where others do not, and finding innovative ways to solve the difficult problems that limit the ability of others to see the potential that we see.”

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Perry continued, “We were not the first or only company to try to buy the GM plant, but we were able to craft a strategy to acquire and revitalize the site, to finance the public improvements in an innovative way, and to advance Doraville’s vision for a transformative economic development project.”

Working closely with the State of Georgia, many economic development projects were introduced to the site, with the goal of adding jobs and restoring the tax base Doraville lost when GM departed.

Tremendous credit is due Former **Mayor Donna Pittman** and the majority of the City Council in the first years after the acquisition, DeKalb CEO **Michael Thurmond** and the DeKalb County Commission, former Doraville City Manager **Shawn Gillen** and his successor **Regina Gates**, former Doraville Director of Economic Development & Executive Director of the Development Authority, **Luke Howe**, and a number of key leaders at the State of Georgia, particularly Governor **Brian Kemp**, Executive Director at Georgia Regional Transportation Authority & State Road and Tollway Authority **Chris Tomlinson**, Commissioner of Economic Development **Pat Wilson** and others too numerous to mention.

Perry said, “Without the leadership of these government officials and other individuals, the launch of this visionary development would not have been possible.”

The Integral Group, Schmit & Associates, and a Houston-based capital partner CAMS acquired the site utilizing private capital exclusively to clear the way for one of metro Atlanta’s largest redevelopment projects. In late March 2021, The Integral Group and Pearl Railroad Assembly Yards, LLC reached an agreed upon price for the remaining, undeveloped parcels at the site.

Perry concluded, “After failed attempts by several other developers because of the scale of the Project and the challenge of needing to find a way to fund the considerable public infrastructure necessary for any meaningful development of the site, we are thrilled that our team was able to successfully change the trajectory of this site to drive future regional economic growth and development. We look forward to the new City executive, council leadership, and the new purchasers advancing the vision of this important project and to ensuring Assembly will continue to benefit the citizens of Doraville.”

Additional facts:

- The site was master-planned, and all entitlements were secured.
- Approximately 4 million square feet of manufacturing structures that once occupied the site were environmentally remediated.
- Approximately 150,000 tons of buildings, concrete, and related materials were recycled.
- An innovative bond financing structure was developed to help the City and County fund the public infrastructure necessary to support the development of the site, and a \$53 million first phase of such infrastructure for public roads & utilities, trails, and green space, etc. was installed
- The Integral Group continues to own Third Rail Studios, a movie and television production facility that it developed at the site in 2016.

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