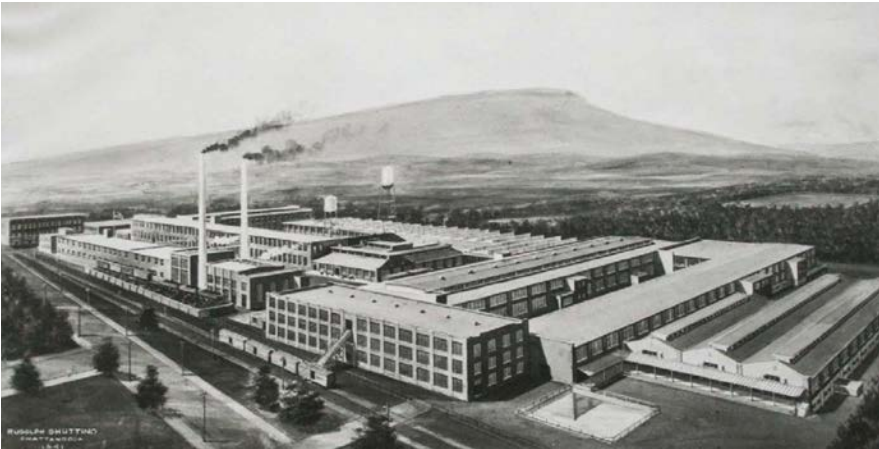




PEERLESS MILL

TO PRESERVE AND CELEBRATE A ROSSVILLE ICON

HISTORY // TIMELINE



1905
City of Rossville incorporated and named after Cherokee Indian Chief John Ross

1921
Southern Textile Basketball league established - Mill employees participated on the Mill's semi-pro team, The Woolens

1952
Hutcherson Family sold the Mill to Burlington Industries

1962
Burlington closed down the Mill due to employee unionization concerns

1967
A fire broke out causing a large section of the Mill to be lost due to malfunctioning equipment. Rossville's economy is stunted

2012
The Mill is purchased back by the Hutcherson Family

2022
Peerless Mill II, LLC purchases the historic Peerless Woolen Mills led by investor Tyler Cauble

1905
John L. Hutcherson established Peerless Woolen Mills

1940s
Peerless Mill becomes the primary blanket manufacturer for armed forces during WW II

1958
Peerless Mill becomes the largest single-unit Mill in the world

1963
Peerless Mill sold to group of small textile manufacturers who leased out space

2007
The Mill Purchased by Peerless Self-Storage LLC

2017
The Mill sold to Steve Henry at auction

FUTURE // VISION



Built in the early 1900s, Peerless Wool Mill is considered to be one of the oldest and largest mills in the region. At its peak, the mill employed around 3,000 people and had a full-size gymnasium to accommodate the mill's semi-pro basketball team. The mill was a leading producer in the textile industry and manufactured a variety of textile products, most notably the wool blankets for soldiers during World War II. Peerless Mill was largely shut down in the late 60s after a portion of the factory caught on fire.

The redevelopment of this site, which will serve once again as the community town center, will revitalize the city of Rossville. Peerless encompasses approximately 1.5 million square feet on 32 acres only 10 minutes south of Downtown Chattanooga.



Phase 1 will focus on bringing new tenants to immediately begin activating the site. These tenants include light industrial, storage, and an anchor brewery. Other activation will take place through food trucks, festivals, and temporary studios for film, photography, and music. A dog park and outdoor sports court are targeted for the end of Phase 1.

Phase 2 will begin to transition The Mill into a mixed-use hub for the city of Rossville and the greater Chattanooga area. Retail, residential, event and fitness components will be introduced to make the site a live work community for its residents.

Phase 3 will focus on bringing tourism and office components to The Mill.

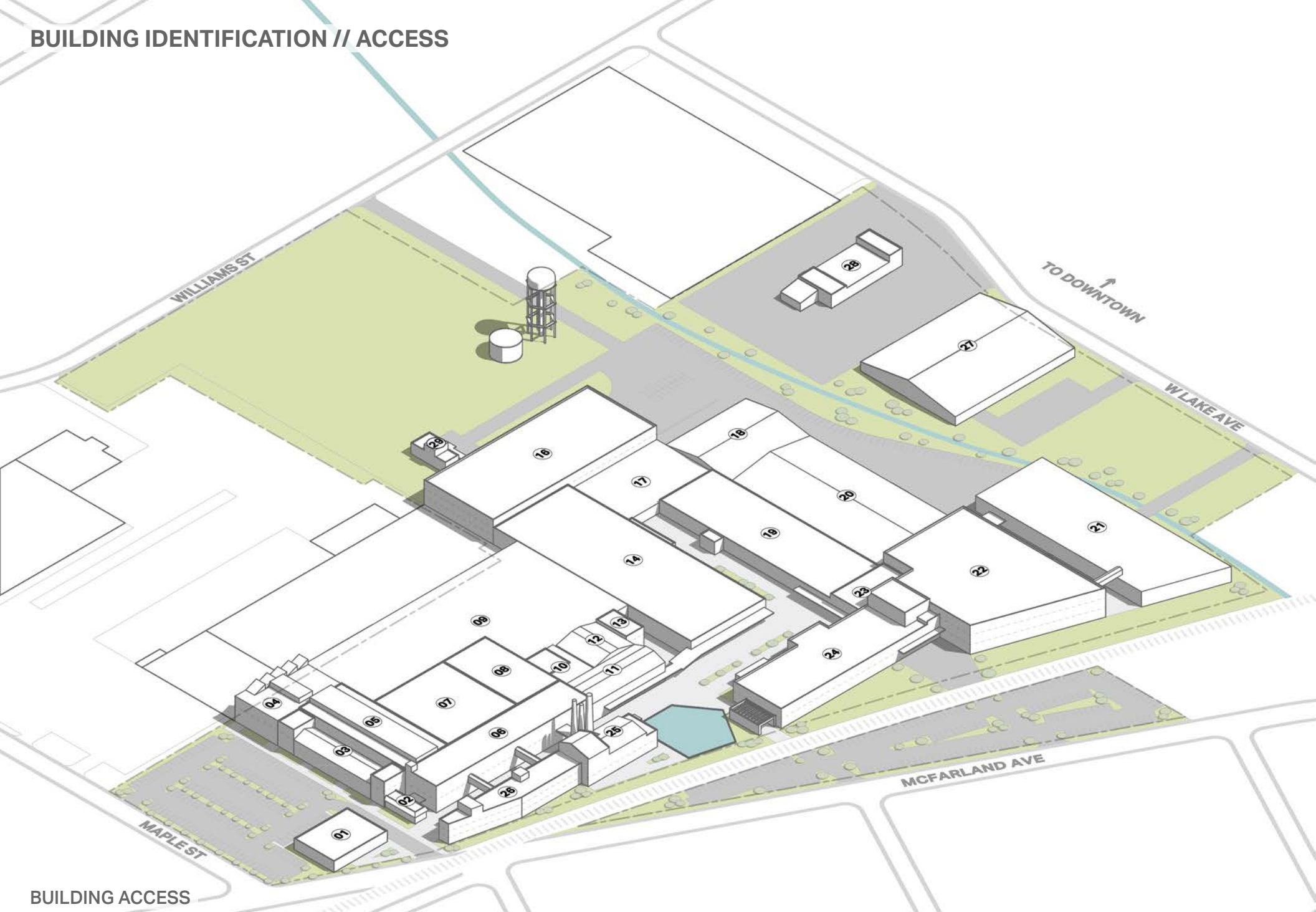
At the completion of the final phase, Peerless Mill will serve as a walkable, mixed-use town center for the city of Rossville.

ROSSVILLE // PROXIMITY MAP



ROSSVILLE

BUILDING IDENTIFICATION // ACCESS



BUILDING ACCESS

01 // Vehicle	06 // Vehicle, Roll-Up	11 // Vehicle, Loading Dock	17 // Vehicle, Loading Dock	22 // Vehicle, Train, Roll-Up, Loading Dock	27 // Vehicle, Roll-Up, Loading Dock
02 // Vehicle	07 // Thru Building	12 // Thru Building	18 // Vehicle, Loading Dock	23 // Vehicle, Roll-Up	28 // Vehicle, Roll-Up, Loading Dock
03 // Vehicle, Roll-Up	08 // Thru Building	13 // Vehicle	19 // Vehicle, Roll-Up	24 // Vehicle, Roll-Up, Loading Dock	29 // Vehicle, Loading Dock
04 // Vehicle, Loading Dock	09 // Vehicle	14 // Vehicle, Roll-Up, Loading Dock	20 // Vehicle, Loading Dock	25 // Vehicle	
05 // Thru Building	10 // Thru Building	16 // Vehicle, Loading Dock	21 // Vehicle, Roll-Up, Loading Dock	26 // Vehicle	

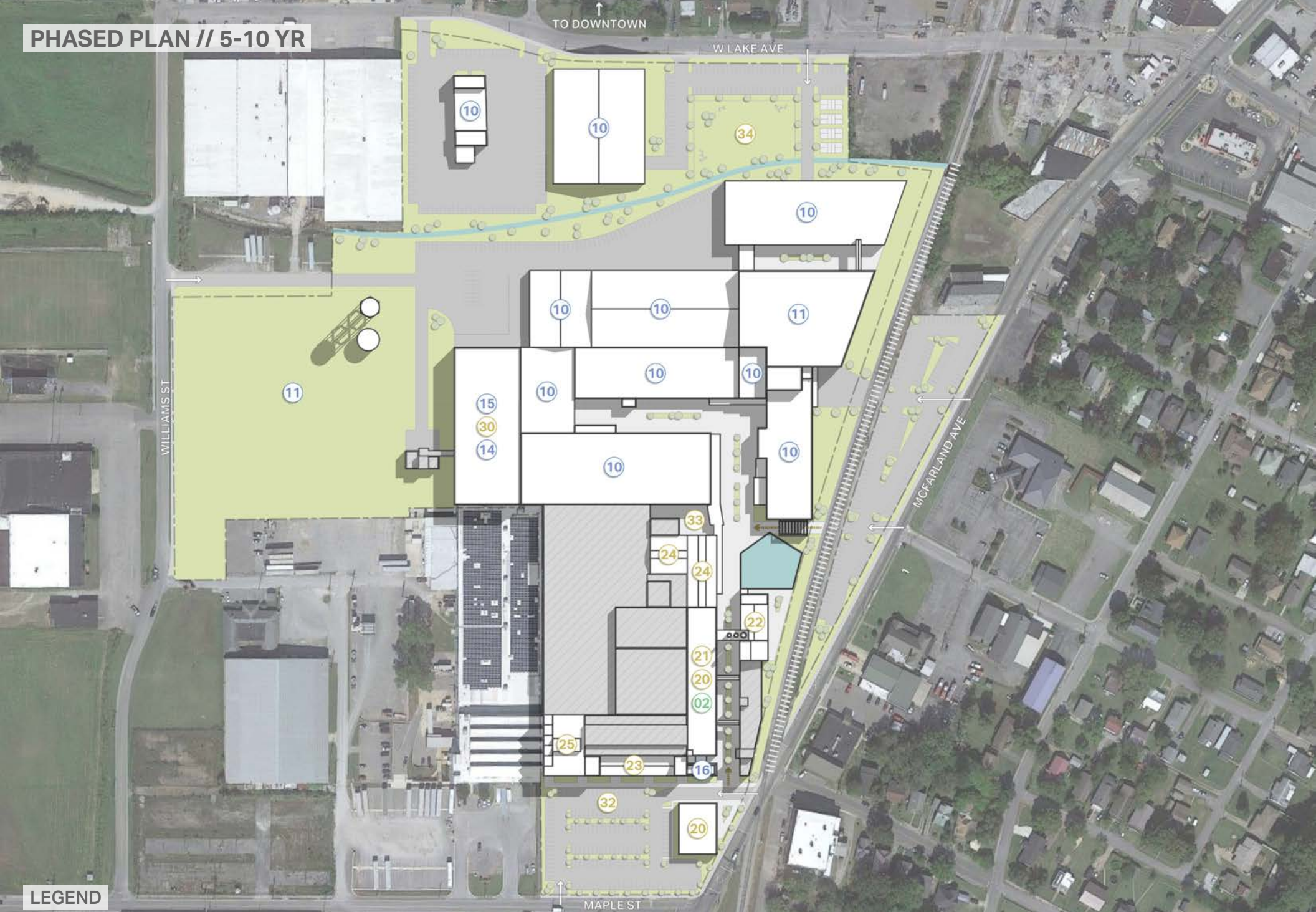
PHASED PLAN // 1-5 YR



LEGEND

- | | | | | |
|---------------------------|---------------------------|----------------------------|-------------------------|--|
| WORK | 15 // Film & Photography | 20 // Restaurant | 32 // Farmers Market | 35 // Outdoor Bar, Food Trucks & Games |
| 10 // Light Manufacturing | 16 // Construction Office | 22 // Brewery & Distillery | 33 // Outdoor Stage | |
| 11 // Storage | 14 // Maker-space | 30 // Music Venue | 34 // Dog Park & Courts | |

PHASED PLAN // 5-10 YR



LEGEND

- | | | | | | |
|-------------------|---------------------------|---------------------------|----------------------------|-------------------|-------------------------|
| LIVE | WORK | PLAY | | | |
| 02 // Residential | 10 // Light Manufacturing | 15 // Film & Photography | 20 // Restaurant | 23 // Market | 30 // Music Venue |
| | 11 // Storage | 16 // Construction Office | 21 // Retail | 24 // Event Hall | 32 // Farmers Market |
| | 14 // Maker-space | | 22 // Brewery & Distillery | 25 // Fitness Gym | 33 // Outdoor Stage |
| | | | | | 34 // Dog Park & Courts |

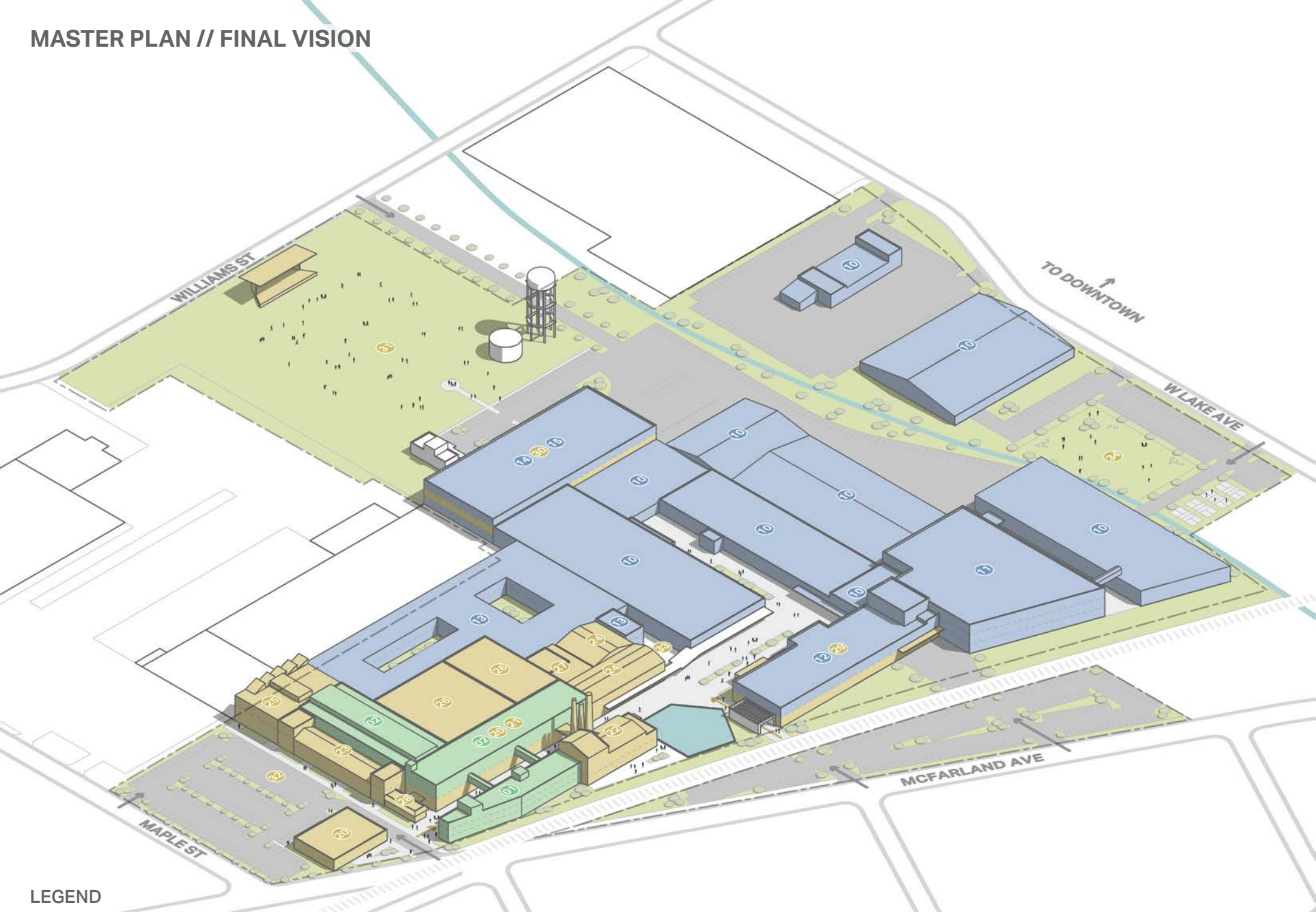
PHASED PLAN // 10-20 YR



LEGEND

LIVE	WORK	PLAY				
01 // Hotel	10 // Light Manufacturing	13 // Creative Office	20 // Restaurant	23 // Market	26 // Sports Tourism	29 // Grocery Store
02 // Residential	11 // Storage	14 // Maker-space	21 // Retail	24 // Event Hall	27 // Exhibition Space	30 // Music Venue
	12 // Hydroponic Farming	15 // Film & Photography	22 // Brewery & Distillery	25 // Fitness Gym	28 // Welcome Museum	31 // Event Lawn
						32 // Farmers Market
						33 // Outdoor Stage
						34 // Dog Park & Courts

MASTER PLAN // FINAL VISION



LEGEND

LIVE	WORK	PLAY				
01 // Hotel	10 // Light Manufacturing	13 // Creative Office	20 // Restaurant	23 // Market	26 // Sports Tourism	29 // Grocery Store
02 // Residential	11 // Storage	14 // Maker-space	21 // Retail	24 // Event Hall	27 // Exhibition Space	30 // Music Venue
	12 // Hydroponic Farming	15 // Film & Photography	22 // Brewery & Distillery	25 // Fitness Gym	28 // Welcome Museum	31 // Event Lawn
						32 // Farmers Market
						33 // Outdoor Stage
						34 // Dog Park & Courts

PRECEDENT IMAGERY // USES



Hotel



Light Manufacturing

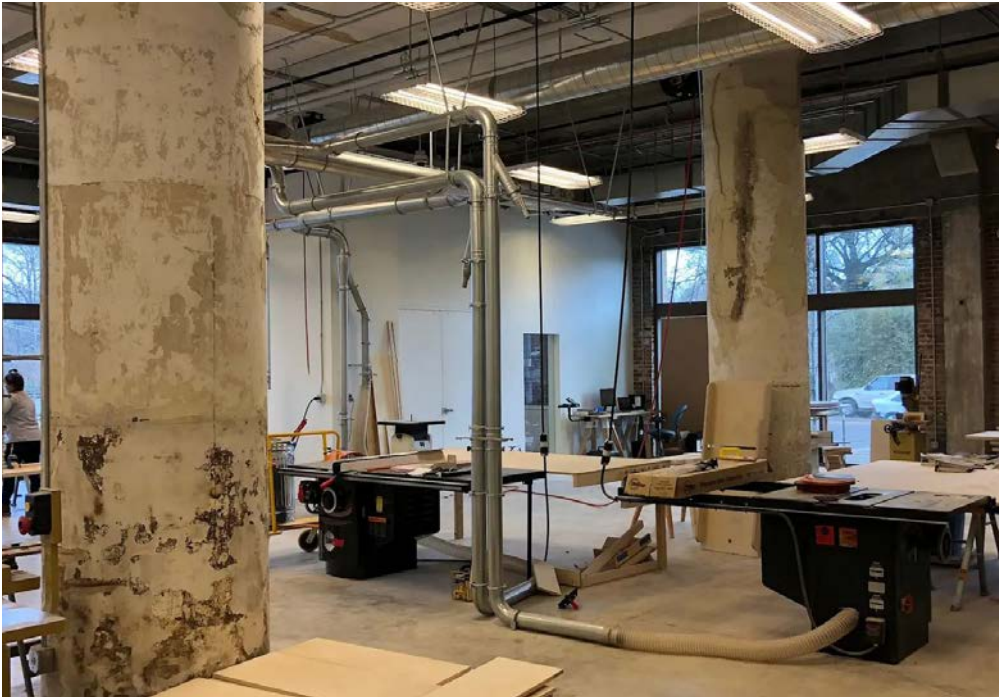


Residential



Creative Office

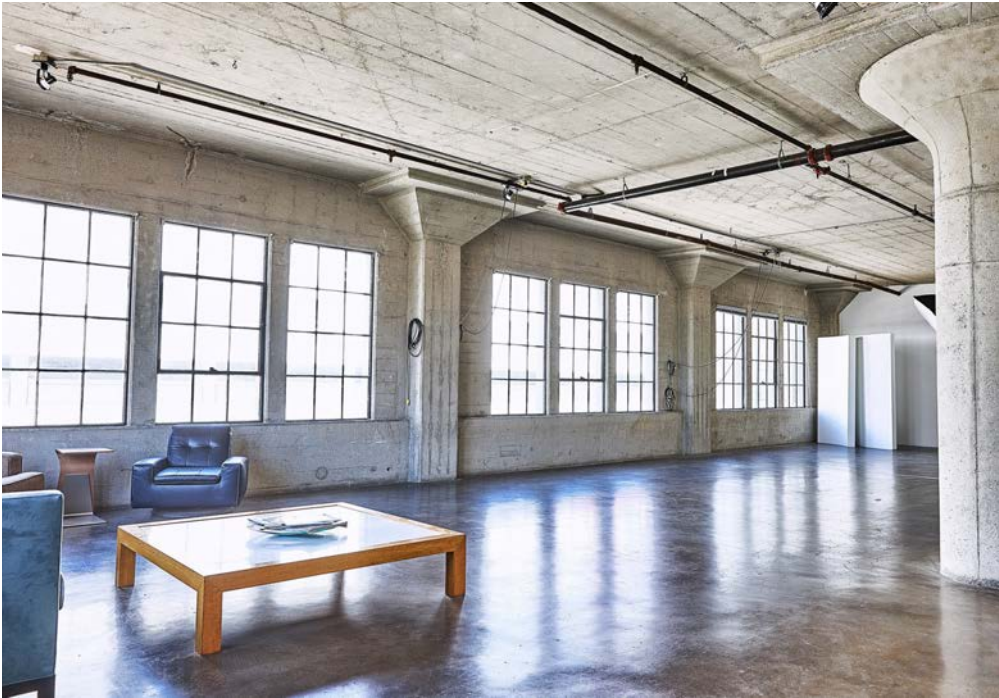
PRECEDENT IMAGERY // USES



Maker-space



Restaurant



Film & Photography



Retail

PRECEDENT IMAGERY // USES



Retail



Brewery & Distillery

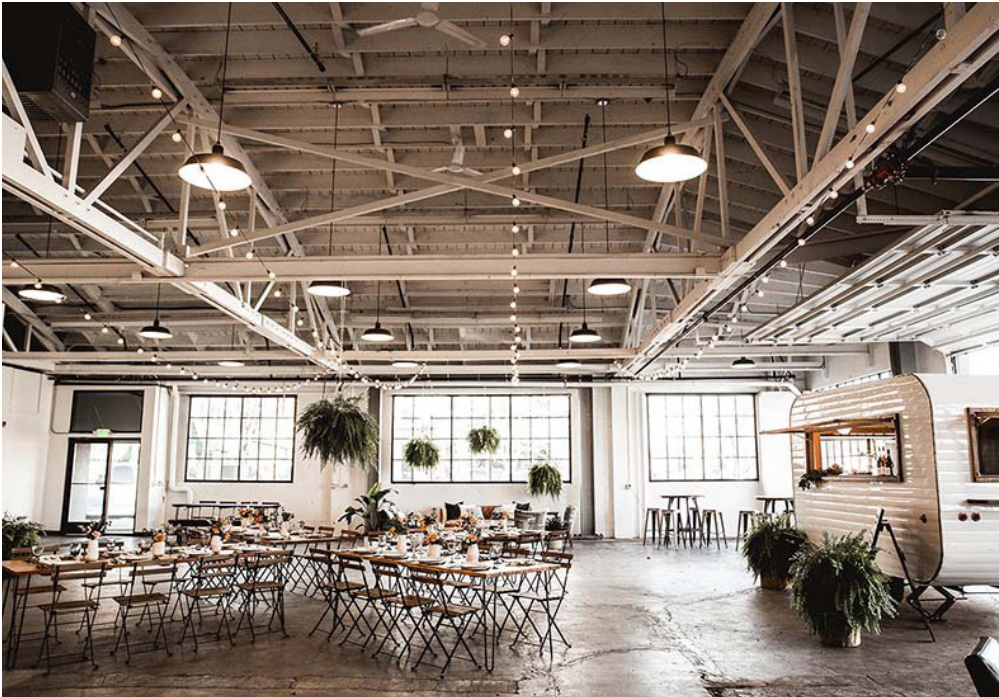


Brewery & Distillery



Market

PRECEDENT IMAGERY // USES



Event Hall



Sports Tourism



Fitness Gym



Grocery Store