



The Pulse of Progress

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Annual Review of the New Century Economic Development Plan

Our first year-end review was recently initiated for the Mayor's *New Century Economic Development Plan* (EDP) for the City of Atlanta. The EDP was adopted in December 2004 and implementation began in 2005. The EDP seeks to enhance economic opportunities, create healthy neighborhoods and improve the quality of life for Atlanta's 430,000 residents through the coordinated activities of the Atlanta Development Authority, the City's leadership and operating departments and over 20 economic development partnering organizations. The plan calls for the following goals to be met by 2009:



- Create 60,000 new jobs in the City of Atlanta (an increase of 3% annually; requires growing faster than the surrounding metro area)
- Create 24,000 new metro jobs related to airport growth and expansion (an increase of 4% annually)
- Grow property value in the City by \$26B, by adding households and leased commercial space (an increase of 8% annually)
- Add 2,000 new workforce housing units annually by use of City incentives
- Decrease the City's crime rate by 50%
- Increase the high school completion rate of Atlanta Public School students to 72%
- Add 1,900 acres of dedicated parks and greenspace to the City

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ADA's Mission

ADA is the catalyst for residential and commercial economic vitality in Atlanta. To accomplish this, we will:

Coordinate efforts with the City, County, State and other key stakeholders;

ADA and the City will measure progress towards the 2009 goals and report regularly via the Pulse of Progress newsletter. Atlanta Police Department reports crimes were down 18.5 percent, on target with meeting the 2009 goal. Some of the best news is that Atlanta Public Schools met the EDP's 2009 target, as the 9th to 12th grade completion rate rose from 54 percent in 2004 to 72 percent in 2005. Through the City's incentives, over 1,600 units of affordable workforce housing were permitted in 2005. Parks and greenspace inventory increased by 92 acres in 2005. The only two numbers that cannot be reported at this time are new jobs and property values. ADA is partnering with the Georgia Department of Labor to determine the best approach for measuring annual job growth within the City of Atlanta. Fulton County's property value numbers should be available later this spring.

For more information on the *New Century Economic Development Plan* visit <http://www.atlantada.com/econoDev/measuringSuccess.jsp>.

Fort McPherson Closing Update

In November 2005, the recommendation from the Base Realignment and Closure Commission to close Fort McPherson became law. Since that time, Mayor Shirley Franklin has created the McPherson Planning Local Redevelopment Authority (PLRA), chaired by Felker Ward. The McPherson PLRA is responsible for planning the reuse of Fort McPherson's 488 acres and has been officially recognized by the Office of Economic Adjustment at the Department of Defense.

Fort McPherson is currently home to the headquarters of the U.S. Army Forces Command and the Third Army. The Army is expected to vacate the historic Southwest Atlanta property within six years. The Office of Economic Adjustment recently awarded a \$250,000 grant to the Atlanta Workforce Development Agency (AWDA) to ease the transition when the military departs. The grant will allow AWDA to hire a consultant to assess the needs of Fort McPherson employees and contractors, as well as those of surrounding small businesses.



The installation's convenient location between Hartsfield Jackson Atlanta International Airport and Downtown, is already generating interest from developers. The property is three times as large as Atlantic Station and presents the metro region with a unique opportunity to develop a vision for future growth.



According to Jack Sprott, Executive Director of the McPherson PLRA, community involvement in the planning process will begin in the spring or summer of this year. "We want to hear what the communities and our stakeholders have to say. Their goals and ideas will be a very important part of the process," he says.

Jumpstart redevelopment activity within the City's tax allocation districts;

Provide small business loans for expansion and start-up;

Supply mortgage down-payment assistance to low and moderate income families;

Issue bonds to spur residential and commercial development;

Acquire land for green space, residential and commercial development;

Implement quality of life projects in underserved communities;

Retain and expand existing business, recruit new business, promote the City and available business development incentives.

Advisory committees headed by members of the McPherson PLRA Board will study the issues that will arise as the Army leaves the installation and the properties are readied for redevelopment. "Our goal is to create a plan that will redefine Fort McPherson and have a positive impact on the surrounding communities," Sprott adds. The official redevelopment plan is scheduled for completion in September 2007.

Urban Enterprise Zones Not Just Residential Anymore

The Department of Planning and Community Development, in cooperation with ADA, has recently implemented changes to the Urban Enterprise Zone (UEZ) program that will make the application process more efficient and effective. The UEZ program is designed to promote development in areas of the City of Atlanta that have historically suffered disinvestment. For residential, mixed-use, business and commercial development projects, the City and Fulton County abate a proportion of ad valorem property taxes during the first ten years of the life of the project. For industrial projects, these taxes are abated for 25 years.

According to Charles Whatley, Manager of Business Development at ADA, expanding the UEZ program from a project-based program to include area-based zones will support growth in the *New Century Economic Development Plan's* (EDP) Priority Areas. "Pre-designation of the EDP Priority Areas as UEZ ready is necessary to spark redevelopment in areas that have suffered from disinvestment. Developers have expressed interest in the revamped processes and we expect to see even more activity in the Priority Areas," he says.

In order to respond to development occurring in the Priority Areas and elsewhere in Atlanta, the City will now conduct four yearly application cycles for UEZ designation instead of the two annual cycles of the past. Other changes include the introduction of mandatory pre-application meetings for applicants, separate application packages for each type of Enterprise Zone requested, specific deadlines for providing application information to the City during the application process and administration fees charged to applicants. The deadline for Cycle I was January 31 st.

The application deadlines for the rest of 2006 are:

- Cycle II - March 30, 2006
- Cycle III - June 30, 2006
- Cycle IV - September 30, 2006

For more information about the criteria for UEZ designation and program changes visit <http://www.atlantada.com/busExpRelo/expanIncentives.jsp> and <http://www.atlantaga.gov/government/planning/uez.aspx> or call Linwood Robinson, UEZ Program Administrator at (404) 330-6785.

Delta Comes Downtown

One of Atlanta's best-known businesses is moving into one of Atlanta's best-known buildings. For four months this year, Delta Air Lines will lease the Macy's building on Peachtree Street in Downtown. The airline will use the space to retrain employees from around the world,

including flight attendants, gate agents and reservation agents. Over this four month period, 12,000 Delta employees will attend 1 of 35 programs, called The Velvet Rope Tour, to learn about the "new" Delta.



Delta's presence in Downtown will serve as an economic boost for the neighborhood. The airline will book 9,000 hotel rooms in Downtown during their time on Peachtree Street, with employees eating and shopping in neighborhood establishments.

The Macy's building is located in the Westside Tax Allocation District, an area where tax increment financing is available and is successfully spurring new development in Downtown. TWELVE Centennial Park, 55 Allen Plaza and the new World of Coca-Cola are all under

construction nearby and the ultra hip Glenn Hotel has recently celebrated its grand opening.

Neighborhood of the Month: West Highlands

The West Highlands community is rising on the former site of Perry Homes and turning a once long blighted area of the City of Atlanta into a revitalized community brimming with new homeowners. Had it not been for the creation of the Perry Bolton Tax Allocation District in 2002 and a \$25 million federal HOPE VI grant, this redevelopment would not have been possible. Over 500 acres of under-developed real estate will eventually be developed, creating a mixed-income, mixed-use community. More than 1,900 new residences, a library, a YMCA recreational facility and park land will bring fresh life to this Northwest Atlanta neighborhood.



The community is also winning awards for its perfect mix of affordability and style. West Highlands at Heman E. Perry Boulevard and Columbia Estates Apartments were both finalists for the Georgia Department of Community Affairs' 2005 Magnolia Awards for Excellence in Affordable Housing. In November, Brock Built City Neighborhoods, a builder that focuses on the Westside of Atlanta, received a Silver Award for Best Plan in the Single Family Detached \$220,000-\$269,999 category at the Greater Atlanta Home Builder's Professionalism



Awards ceremony. Its Grant II plan in the West Highlands features three bedrooms, a wrap porch, a drive-under garage, and other amenities not typically found on such an affordable in-town home.

Upcoming Economic Development Events

March 3, 8:30am - The 7th Annual Diversity in the Hospitality Industry Summit at the Atlanta Hilton. Keynote Speaker Marc H. Morial, President and CEO of the National Urban League. For more information visit www.sweetauburn.com.

March 6-7, Entrepreneur Summit, hosted by Georgia Entrepreneur and Small Business Coordinating Network. Location: Central Square Complex in Douglas, Georgia. For more information, contact Gail Webb at gwebb@georgia.org.

March 22-24, CDC Technology Forum, The Global Health Technology Partnering Conference. Meet with leading public health and bioscience researchers from across the globe at the headquarters of the U.S. Centers for Disease Control and Prevention. For more information, visit <http://www.biosouth.org/cdcregister.asp>.

March 23-24, Southface's Greenprints Conference and Tradeshow at the Georgia Tech Hotel & Conference Center

March 27, Park Pride's Fifth Annual Parks and Greenspace Conference at the Atlanta Botanical Gardens. Panel discussion topics will include: The very latest on the BeltLine; The world class park system - an international perspective; Working with developers to preserve greenspace; Beyond the BeltLine - Atlanta's other park opportunities. To register, visit www.parkpride.org.

March 29, Central Atlanta Progress Annual Meeting , at the Georgia Aquarium. For more information visit www.atlantadowntown.com.

April 25, 7:30-9:30, Developer's Day Workshop Presented by the City of Atlanta Planning Department and the Atlanta Development Authority. Location: TBD, Please RSVP to Cathy Brackett at 404-614-8295 or cbrackett@atlantada.com.

April 27-29, National Association of Local Housing Finance Authorities Annual Conference , at the Omni Hotel. For registration information, please contact Ernestine Garey at 404-614-8304.

May 16-17, 2006 Georgia Women Entrepreneurs (GWEN) Conference and Awards Gala, at the Cobb Galleria Centre. Meet Georgia's top women entrepreneurs and learn from their successes. For more information visit, www.gwenconference.org.

June 10-18, Atlanta Film Festival

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