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Letter from Interim President Ernestine Garey



Interim President Ernestine Garey

Dear Atlanta Stakeholder,

As interim president of the Atlanta Development Authority, I am excited to serve the city as this vital organization strives to advance Atlanta's economic development agenda. I'd like to take this opportunity to introduce myself and let you know what we will be working on in the months ahead.

I am a Georgia native with more than 30 years of experience as a finance professional. I hold a master's degree from Clark Atlanta University, certification as an economic development finance professional from the National Development Council, and I am enrolled in Emory University's executive leadership program. I currently serve as the vice president of the board of directors of the National Association of Local Housing Finance Agencies. Since 1986, I have worked on the issuance of more than \$1 billion in housing revenue bond financings, which have created more than 15,000 units of workforce housing.

Consistent with Mayor Reed's agenda, our primary focus at ADA will be on those projects that will spur job growth in the city of Atlanta. We will expend \$25 million in stimulus funds to help more than 180 families in the city achieve the American dream of homeownership. \$28 million in New Markets Tax Credits will produce jobs in the near-term and \$34 million of allocation to issue Recovery Zone bonds will help us identify new projects in the city. We are actively recruiting national and international businesses to locate in Atlanta, and we are collaborating with Atlanta BeltLine, Inc. to advance transit and greenspace initiatives that will help preserve and improve Atlanta's quality of life that attracts new businesses and residents.

As ADA transitions to new leadership, we will continue to strengthen our ties with public, private and nonprofit partners to create a shared vision of Atlanta's future growth and development.

First 100 Days of Economic Development

A little more than 100 days have elapsed since Mayor Kasim Reed took office. Despite that short time frame, a lot has been accomplished in the realm of economic development under ADA's leadership since the new mayor was inaugurated.

ADA's TAD department has launched the marketing and promotion of the city's three Commercial Corridor TADs - Metropolitan Parkway, Campbellton Road and D.L. Hollowell/M.L. King Jr. Drive - and the Stadium Neighborhoods TAD. The housing finance department has provided more than half a million dollars in total downpayment subsidies to 27 families that purchased a home in the city. Our Commerce and Entrepreneurship team has been on business missions to Boston, India and Israel already this year in an effort to attract employers and investment both domestic and international. They have also helped recruit new employers such as Sepmag Technologies and Novelis to locate in Atlanta.

The Atlanta BeltLine project has also made impressive strides since the year began. On April 10, the BeltLine celebrated the grand opening of the Atlanta Memorial Trail through Tanyard Creek Park. This nearly 1-mile stretch of trail is the first segment of the BeltLine to be completed on the north side of the city. Another section of trail broke ground in West End; Historic Fourth Ward Park is progressing and scheduled to open in 2011; masterplanning for the final four BeltLine subareas has started. The BeltLine also selected a top-notch team to envision a comprehensive design for the whole 22-mile BeltLine corridor.

The Fort McPherson Local Redevelopment Authority has taken its first major step toward the development of a research park in Atlanta. They have contracted the HOK firm to prepare a campus master plan to make Fort McPherson a crossroads for global health that will anchor a new live-work-play community and employ thousands of Atlantans.

SUBWAY® Makes Aggressive Expansion into Atlanta's Emerging Markets

SUBWAY® Restaurants currently has 60 new stores in development in North Georgia, with plans to open at least seven locations in Atlanta's emerging markets within the next eight months. The location at 2151 Campbellton Road reopened April 5 after having been closed for six months for renovations. Other emerging-market locations in development include Northside Drive, Sandtown Crossing, Bolton Road and Greenbriar Mall, plus several non-traditional units that will be located inside gas stations.



"We feel good about opening stores in Southwest Atlanta," says SUBWAY® development agent Joseph Hart. "We have seen the plans presented by the Atlanta Development Authority and feel the city is serious about redeveloping these corridors. We want to be a part of the revitalization effort and support the local communities we serve. Being here at the front end of that gives us a competitive advantage. We encourage other retailers to take a look at these areas and join us."

SUBWAY® franchisee Patrick Ellis says, "As an entrepreneur, I hope to learn the names of my regular customers and empower my employees. I'm excited about the future and look forward to making a contribution to the revitalization of Campbellton Road."

Atlanta's emerging markets include Campbellton Road, Metropolitan Parkway, Donald Lee Hollowell Parkway/Martin Luther King Jr. Drive and the Stadium neighborhoods. These areas have recently been designated as tax allocation districts by the city of Atlanta. To encourage community-scale redevelopment along the retail corridors, financial incentives will be available to eligible businesses and commercial property owners through an application process managed by ADA.

Keisha Lance Bottoms, the Atlanta City Council member representing District 11, is pleased to see the franchise expanding into Southwest Atlanta. "We welcome SUBWAY® to the neighborhood," she says. "Not only do they bring jobs, they bring vibrancy and healthy food alternatives."

"We are committed to finding the best entrepreneurs and developing neighborhood stores," says Wendy Hrkach, with SUBWAY® Development of Atlanta. "Our store owners are dedicated to hiring from the immediate area and being an active part of each community."

During the site review process, SUBWAY® will prefer locations near MARTA stations, since a significant number of employees and customers rely on public transit. They will also look for sites near schools and in stable neighborhoods. SUBWAY®'s aggressive strategy in Atlanta will add about 60 jobs.

ADA Publishes New Economic Snapshot

This spring, ADA has introduced a new quarterly publication: the Economic Snapshot. Each issue will focus on different economic development indicators and how they are changing within Atlanta's city limits. Our Economic Snapshot is the first to focus exclusively on the city of Atlanta numbers and not regional data. To see the inaugural Economic Snapshot, [click here](#).

City of Atlanta, Georgia Tech Focus on Industrial Preservation

The Atlanta Development Authority recently commissioned a report from the School of City and Regional Planning at Georgia Tech to better understand the problems and potential solutions with respect to the city's loss of industrial land. In the resulting report, planning graduate students and their faculty advisor present a plan for protecting industrial land in the city of Atlanta and stimulating future job growth in Atlanta's industrial sector, all with an eye toward sustainability.

In the past five years, Atlanta has lost 1,000 industrial acres to rezoning. Atlanta has long rezoned industrial land for residential use with unintended consequences. This practice has led to: greater difficulty in attracting and retaining industrial employers within the city limits because demand for land exceeds supply; a lack of good jobs offering upward mobility for residents in low-income neighborhoods; and fiscal challenges for local governments, which reap a net tax gain from industrial property owners but experience net tax loss from residential owners when providing services.

"It's important to have smart, balanced development in the city of Atlanta," says Mayor Kasim Reed. "The findings from this important study will ensure we use our land resources wisely. Industrial land is job-producing land."

Professor Nancey Green Leigh, who led the project, says that Atlanta's higher-than-national unemployment rate highlights the need to have a more balanced economy.

"Manufacturing is still a vital component of an advanced economy, providing a significant source of employment and bringing money into the economy from selling to those outside the economy," Professor Leigh says. "Atlanta also is blessed with world class higher education and research institutions that are creating new technologies and processes for the green economy. We want to keep more of the business and job creating opportunities from these new developments within the city's industrial sector."

The current economic downturn presents a unique opportunity. With a decline in the number of applications for rezoning from industrial to residential, now is the time to put a comprehensive policy in place to address the problem of industrial land loss citywide rather than on a case-by-case basis. Atlanta should take advantage of the renewed interest in domestic manufacturing, especially in sustainable and green technology-related manufacturing.

"With unemployment at such high levels, it is the time to focus on employment catalysts and workforce development," says Charles Whatley, director of commerce and entrepreneurship at ADA. "Developing a sound industrial policy in the city of Atlanta is a first step in moving toward preserving existing industrial jobs and attracting new employers."

The Georgia Tech report recommends a focus on job sectors such as life sciences, medical device manufacturing, building materials production, food processing and transportation and logistics.

According to Atlanta Workforce Development Agency Executive Director Deborah Lum, "Industrial jobs are good jobs with benefits where a high school diploma is often sufficient. This is essential for creating opportunities for upward mobility for our residents."

"The industrial work of today includes more clean and green processes than ever before," adds Katherine Moore, growth management program manager with the Georgia Conservancy. "The potential benefits from a smart industrial policy as part of a healthy mix of land uses include environmental and economic factors such as shorter commute times, the potential for walkable job centers in a community, greater density, reduced service demands on local governments and a more economically robust community."

The final and background reports for "A Plan for Industrial Land and Sustainable Industry in the City of Atlanta" can be found on the Georgia Tech School of City and Regional Planning website (<http://www.planning.gatech.edu/research.html>).

Upcoming Economic Development Events

April 20-30, Beyond Bricks and Sticks. Atlanta City Hall. This exhibition celebrates Atlanta's diverse mix of certified green building projects. This multi-media exhibition teaches us how design allows everyone to live, work, learn and play in a greener Atlanta.

April 22, Southwest Study Group Meeting - Master Planning for Subarea 1. 6:30-8:30 p.m., West Hunter Street Baptist Church, 1040 Ralph David Abernathy Boulevard SW. The study group will review and discuss concepts for the area including Enota Park planning and programming.

April 23, Earth Day Leadership Breakfast. 8-10 a.m., Georgia Aquarium. Business and nonprofit leaders will gather to celebrate their sustainable business practices at the Earth Day Leadership Breakfast. This year's keynote speaker is Seth Goldman, Co-founder, President and TeaEO of Honest Tea. For more information visit earthsharega.org.

April 24, City of Atlanta Electronic Waste Recycling Day. 9 a.m.-1 p.m. Turner Field blue parking lot. The goal of this initiative is to promote the recycling of obsolete electronic equipment and components and to encourage the design, manufacture, and purchase of environmentally responsible electronic equipment. For more information and a list of acceptable items visit www.arsrecycle.com.

April 25, 2010 BeltLine Bike Tour. 1-6 p.m. Follow completed and proposed sections of the Atlanta BeltLine on your bike. Four routes of varying distances are punctuated with educational stops where participants will learn about BeltLine developments and local history, and the project's potential to impact the city. This ride is a fundraiser to support the programs and activities of the Atlanta Bicycle Coalition: the cost is \$20 per adult. Riders will gather at the start location at Grady High School (8th St. parking lot). Registration begins at noon. For more information visit www.atlantabike.org/bbt2010.

April 26, Westside Study Group Meeting - Master Planning for Subarea 10. 6:30-8:30 p.m., Washington High School, 45 Whitehouse Drive SW. The study group will review and discuss draft plan recommendations

April 29, CAP/ADID Town Hall Meeting. 7:30-9:30 a.m., Atlanta Marriott Marquis. Blink your eye and something is different from the day before. That's how fast things are changing in Downtown Atlanta. That's why our upcoming quarterly CAP/ADID Town Hall meeting is designed to keep you up to speed on a variety of topics that are fine-tuned to provide maximum information in a minimum of time. Designed for CAP members and ADID property owners, our Town Hall meeting is open to anyone who has an interest in moving Downtown Atlanta forward to the future. RSVP to richorr@atlantadowntown.com.

May 1, Second Annual Spring Into Green Festival. 1-4 p.m. Westside Provisions District. Enjoy live bluegrass music, tastings from Westside restaurants, kids' activities, a sidewalk market and more! Bring a new or lightly used garden tool for the Atlanta Community Food Bank's Community Gardens project. For more information visit westsidepd.com/events.

May 3, Northside Study Group Meeting - Master Planning for Subarea 8. 6:30-8:30 p.m., Piedmont Hospital, Building 77, Classroom 7, 1984 Peachtree Road NW. The study group will review and discuss concepts for land-use and transportation improvements for Subarea 8.

May 19-22, Congress for the New Urbanism 18. Hilton Atlanta, 255 Courtland Street NE. Organized with assistance from the Centers for Disease Control and Prevention, the Congress for the New Urbanism 18, "New Urbanism: Rx for Healthy Places," will present new research and innovative techniques for assessing the health impact of land use, transportation planning, and community design decisions -- from fine grained to mega-regional scales. Share the opportunities and challenges of designing and retrofitting communities that make it easier for people to live healthy lives. For further information, visit <http://www.cnu.org/cnu18>.

May 29-30, Atlanta Jazz Festival. Piedmont Park. For 33 years, the Atlanta Jazz Festival festival has brought world-renowned performers such as Herbie Hancock, Miles Davis, Etta James, Hiroshima, Neville Brothers, Al Jarreau, Branford Marsalis & Wynton Marsalis, Nina Simone and Dizzy Gillespie to Atlanta. In addition to the weekend festival, more than 50 jazz events -- many of which are free -- will be held throughout the month of May as part of this year's 31 Days of Jazz. For more information, please call 404.853.4234 or visit www.atlantafestivals.com.