

**Eastside Atlanta Redevelopment Plan
&
Tax Allocation District #5 - Eastside**
Extending Atlanta's Urban Redevelopment Potential

Prepared for
**The City of Atlanta
Fulton County**
and
The Atlanta Board of Education
by
Eastside Atlanta Stakeholders
and
Huntley & Associates

November 2003

Eastside Atlanta Redevelopment Plan & Tax Allocation District #5

Contents

Executive Summary	3
Introduction	12
▪ The Vision	12
▪ Description of the Proposed TAD / Geographic Boundaries (A)	13
▪ Overview of Tax Allocation Districts	13
▪ Tax Increment Financing Spurs Redevelopment	14
▪ Summary of Atlanta TADs	15
▪ Why Eastside Atlanta Qualifies for TAD	18
Key Findings within the Redevelopment Area	20
▪ Rationale for the Proposed Eastside Redevelopment Area and TAD	20
▪ 2000 Census Tracts within the Proposed Eastside TAD	20
▪ Market Conditions and Trends (B)	21
Proposed Land Uses and Redevelopment Projects (C)	28
▪ The Vision	28
▪ Strategy and Goals	28
▪ Proposed Private Redevelopment Projects (D)	29
▪ Public Improvements and Additional Economic Catalysts	37
Contractual Relationships (E)	43
Relocation Plans (F)	44
Zoning & Land Use Compatibility (G)	45
Method of Financing / Proposed Public Investments (H)	45
Taxable Valuation for TAD (I)	47
Historic Property within Boundaries of TAD (J)	47
Creation & Termination Dates for TAD (K)	48
Tax Allocation Increment Base & State Certification (M)	48

NOTE: Section and subsection headings listed below that are followed by a (n) denote information specifically required per Georgia Code Chapter 36, Title 44.



Property Taxes for Computing Tax Allocation Increments (N)	49
Tax Allocation Bond Issues (O, P, Q)	49
• Amount of Bond Issue	49
• Term of the Bond Issue or Issues	50
• Rate of Bond Issue	50
• Positive Tax Allocation Increments	50
• Property to be Pledged for Payment of the Bonds	50
Other TAD Considerations	50
• TAD Proceeds	50
• Eminent Domain	51
• Other Required Information	51
• Changes Anticipated	51

Appendices

Appendix A.	Maps & Drawings	
		1. Proposed Eastside TAD Boundary Map [Redevelopment Plan Boundary Map (L)]
		2. Proposed Eastside TAD Parcels
		3. Proposed Eastside TAD Current Land Use and Corresponding NPUs
		4. Proposed Eastside TAD City Council Districts
		5. Documented Environmental Hazards
Appendix B.	Supporting Documents	
		6. Redevelopment Area Boundary Description
		7. List of Tax Parcel ID Numbers
		8. Incremental Taxes & Supportable Bonds from New Development
Appendix C.	City of Atlanta Mayor and Council	
Appendix D.	Fulton County Board of Commissioners	
Appendix E.	Board of the Atlanta Public Schools	
Appendix F.	Eastside Atlanta Stakeholders	
Appendix G.	Resources	

NOTE: Section and subsection headings listed below that are followed by a (n) denote information specifically required per Georgia Code Chapter 36, Title 44.

Executive Summary

“The Eastside Tax Allocation District is about nothing less than making sure the City of Atlanta continues its century old role as the dominant commercial, retail, residential and tourist center of the metro region – indeed of the entire Southeast.”

Mayor Shirley Franklin
October 5, 2003

The creation of the Eastside Atlanta Redevelopment Plan and Tax Allocation District #5 - Eastside (the “Eastside TAD”) is essential to ensure the city’s continued leadership role in the Atlanta metropolitan area.

In Georgia, a local legislative body can approve a TAD when it is proven that a redevelopment area, on the whole, has not been subject to growth and development through private enterprise, and could not reasonably be anticipated to be developed without the approval of a redevelopment plan. As reported in this plan, all market and demographic indicators for the proposed Eastside redevelopment area paint a desolate picture of important communities located near the heart of the city that for decades have suffered from disinvestment and decline.

A new Eastside TAD, when used in combination with the existing Westside TAD, will give Downtown Atlanta a powerful incentive it can use to compete with Atlanta’s suburban submarkets to build new office space and attract business. It will help Atlanta maintain its role as the commercial center of the Southeast, bringing new jobs and energy back to its core.

The proposed Eastside TAD will allow the City to aggressively pursue the development of new intown housing affordable for citizens of all income levels. It will encourage intown residential developments that will help reverse the sprawl that pollutes Atlanta’s air, gridlocks its highways and burdens its infrastructure with daily visitors from outlying counties.

An approved Eastside TAD will provide the incentive necessary to unlock an estimated \$1.51 billion in private and public/private developments on more than a dozen projects planned for this area. These new developments would add more than 6,200 housing units, from high-end to affordable, more than 460,000 square feet of retail space, 2.45 million square feet of new office space in a variety of thoughtfully conceived and planned mixed-use developments that will fully utilize the well-connected pedestrian-oriented environment Downtown will realize with



coordinated and comprehensive infrastructure improvements called for and supported with this TAD.

An Eastside TAD will join the Westside TAD in allowing the City to rebuild its Downtown streetscapes and improve its road and utility infrastructure, making Atlanta a more enjoyable place to live, work and play. It will help attract the critical mass of permanent residents needed to make Downtown a vibrant 24-hour activity center. It will provide for funding to invest in new development opportunities, such as in rebuilding the glory of a revived Auburn Avenue corridor and in creating a vital pedestrian-oriented mixed used environment for families along the Memorial Drive/ Martin Luther King Jr. corridor. A new Eastside TAD, used in thoughtful combination with the existing Westside TAD, will promote the redevelopment of the area around the new Georgia Aquarium, maximizing its economic impact and reinvigorating the old and new residential communities adjacent to the Aquarium, World of Coke and Children's Museum. In short, the Eastside Tax Allocation District is essential to the future of Atlanta.

A number of critical objectives for Atlanta will be met with the creation of an Eastside Atlanta Redevelopment Plan and Tax Allocation District #5:

The Eastside TAD is essential to ensure that the City of Atlanta maintains its historical position as the commercial center of the metro region. The competitive position and attractiveness of Downtown have eroded over time. More often than not, new businesses have elected to locate in the suburbs rather than the City. Atlanta FORTUNE 500 companies have elected to establish their headquarters outside the City. Even long-time downtown Atlanta law and banking institutions are choosing to leave the central business district. At the same time, Cobb and DeKalb counties and cities like East Point and Acworth are boosting their respective economic development efforts by aggressively pursuing tax allocation districts to attract new businesses. The Eastside TAD is not merely an option for the City; if Atlanta is to compete for new business opportunities and the sales tax revenues and long-term economic growth that will follow, an Eastside TAD is essential.

By attracting jobs and residents Downtown, the Eastside TAD will help reverse the detrimental effects of sprawl. Over the next 10 years, the metro region will add another 1 million people. Attracting a significant number of these newcomers Downtown to fill high-density quality affordable housing close to jobs is both smart policy and critical to the future health of the region. The Eastside TAD, used with the Westside TAD, will create incentives for new Downtown housing and an attractive urban neighborhood for



new residents. The alternative is yet more low-density now exurban development that will add more vehicle miles traveled, longer and more congested commute times, more pollution from more commuters, and a greater drain on Atlanta's infrastructure by people who live and pay taxes outside the City and County. New Atlanta residents and businesses, on the other hand, will pay their fair share of sales taxes and service fees needed to help strengthen the City's finances.

Through carefully planned new development and key quality-of-life infrastructure investments (such as new pedestrian oriented streetscapes and public parking decks), the Eastside TAD will help to create an attractive, walkable Downtown. Downtown Atlanta is in desperate need of new streetscapes, bigger and better sidewalks, inviting street level retail stores, strategically placed parking garages (to replace unattractive, inconvenient surface lots), pocket greenspaces, comfortable plazas and mature trees. In short, Atlanta is in short supply of nearly everything that makes it easy and enjoyable to walk around the center city. The Eastside TAD can provide the incentives that developers need to remake Downtown as a pleasant, attractive walking neighborhood. As new development occurs, the City will be able to require builders to make improvements to their street frontage consistent with a master plan of streetscape improvements. And as opportunities arise to make substantial investment in entirely new street corridors, the Eastside TAD can provide the matching funds necessary to ensure federal funding of these efforts.

With thoughtful investment in new housing – especially “new urbanism” redevelopments – the proposed Eastside TAD can help to create a bustling 24 hour Downtown. Downtown is essentially a 9-to-5 city because it lacks a critical mass of housing units. Not yet a true residential community, when Downtown closes at 5:00 p.m. it leaves streets deserted and offers little reason for investment by quality retailers and restaurants. Continuing the passive redevelopment policies of the past will do nothing to improve the neighborhood. To take advantage of the opportunity presented by a million new residents over the next decade, the city needs a powerful tool to attract residents Downtown with both reasonably priced housing and true urban neighborhoods with the amenities needed for urban living. The Eastside TAD is the tool needed to create this environment.

The Eastside TAD can provide initial funding to jumpstart the revitalization of Atlanta's most historic neighborhood – the Auburn Avenue corridor – as well as one of its most densely traveled, the Memorial Drive/Martin Luther King Jr. Drive



corridor. Because of unique public and private investments, the City has the unprecedented opportunity to completely re-make two entire Downtown neighborhoods. Neither opportunity will happen, however, without an Eastside TAD, which would help spur unprecedented private investment. The Eastside TAD gives the City the tool to work with area property owners to create vital corridors that meet the vision of the citizens who have planned for them. The Auburn Avenue corridor is ripe for large-scale redevelopment through the combination of available Empowerment Zone funds (now re-allocated through the Renewal Community program) and the concentration of a few large property owners intent on revitalizing the area. With strategic investments through the Eastside TAD, the City can lead a master planning and implementation process that can completely re-make this area in a manner consistent with its unique place in Atlanta history. The Memorial Drive/MLK communities have an ambitious, thoughtfully conceived master plan and are looking for the funds to implement it.

The Eastside TAD is essential to the redevelopment of Grady Homes and Capitol Homes as mixed-income communities. Consistent with its extraordinarily successful strategy of rebuilding failed public housing projects as economically viable and safe mixed-income communities, the Atlanta Housing Authority is actively pursuing funding to revitalize Grady Homes, one of the City's most underserved communities. The project is expected to attract more than \$140 million in public and private investment, making it one of Downtown's most significant public-private partnerships. In the fall of 2001, AHA received a \$35 million HUD HOPE VI grant for the Capitol Gateway revitalization, which is expected to attract more than \$140 million in non-public funding for a total value of \$195 million. The success of these initiatives to convert public housing into live/work/play communities is completely dependent on the substantial infrastructure improvements that can be funded only through the Eastside TAD.

In line with these broad objectives, the creation of the Eastside Atlanta Redevelopment Plan and Tax Allocation District #5 - Eastside is necessary for the following reasons:

- To further the City's goal to improve blighted urban areas. The City has identified neighborhoods in its eastern urban area where economic development is lagging behind the rest of the city, including the Butler Street/Auburn Avenue area, the Memorial Drive/Martin Luther King Jr. Drive corridor and the commercial district immediately east of Peachtree Street, which fall within the proposed Eastside Urban Redevelopment Area. Creation of an Eastside TAD would ensure that the City is promoting truly balanced economic growth by directing one of its most effective economic development efforts toward distressed



neighborhoods that have suffered a history of neglect and have been identified by the City as in need of significant incentives to attract new private investment.

- To invite a better balance of private, taxable redevelopment opportunities in the eastern area of Downtown Atlanta. The incentives available in the Westside TAD, which have spurred major redevelopment projects in the West End and next to Centennial Park as intended, have had the unintended consequence of making Downtown's eastern geographic area even less likely to receive new development by diluting its ability to compete for such investment.

The creation of the proposed Eastside TAD will help embody the City's vision and commitment to building and serving communities throughout the city. It addresses many of the goals stated in "The City's Vision and Priorities" chapter in Atlanta's *2003 Comprehensive Development Plan*, particularly with its ability to "combine public and private resources to support the development and enhancement of its different community needs."

An Overview of Tax Allocation Districts

The City of Atlanta offers five major economic development incentives, including: Atlanta Empowerment Zone grants and tax incentives, development impact fee exemptions, Urban Enterprise Zone tax incentives, Community Improvement Districts and tax increment financing. This incentive is further defined in the City of Atlanta's *2003 Comprehensive Development Plan*,

State authorized tax increment financing (TIF), or tax allocation financing, is a method of paying for public improvements within a designated redevelopment district through the increases in tax revenue resulting from the revitalization of that district. Tax allocation bonds are used to finance redevelopment costs within a tax allocation district and are issued on the basis of pledging the projected increase in ad valorem tax revenues resulting from the proposed redevelopment of property within a tax allocation district for the repayment of such bonds. (p. 6-32, *Economic Development*)

Tax allocation districts are authorized in Georgia under the Redevelopment Powers Act, Chapter 44, Title 36. A Tax Allocation District, which uses a financing method typically referred to as "tax increment financing," is a tool used to publicly finance certain redevelopment activities in underdeveloped, blighted areas. A TAD derives its funding from the increase in the area's ad valorem taxes levied by the city, county and the school system. These revenues are placed in a special redevelopment fund for the area and are used directly to pay for redevelopment costs or to issue bonds to pay for redevelopment costs.



The Purpose of the Eastside Atlanta Redevelopment Plan

The proposed Eastside Atlanta Redevelopment Plan was created in accordance with the Redevelopment Powers Act, Chapter 44, Title 36 of the Georgia Code for establishing a TAD. The primary purposes of this plan are to:

1. Specify the boundaries of the area proposed for redevelopment.
2. Provide evidence that this area has not been subject to growth and development through private initiatives and that such development is not anticipated without the creation of a tax allocation district.
3. Explain the proposed vision for this area and its potential for redevelopment.
4. Establish this area's current tax base and show the projected increases in this base after redevelopment.
5. Provide all other technical requirements as outlined in the State's Redevelopment Powers Act.

(The passages that offer information on these and other state requirements are identified by an (n) designation on the "Contents" pages.)

Plan Vision, Goals and Strategy

The vision for the proposed Eastside TAD is to generate public-private partnerships that will facilitate the redevelopment of the eastern portion and essentially all of Downtown Atlanta, when added to the existing Westside TAD. The Eastside Atlanta Redevelopment Plan and TAD is expected to activate new private investment and construction in the eastern half of Downtown. It will aid the existing efforts of the City of Atlanta and lead to investment in significant new planned redevelopment projects as part of a coherent, financially sustainable strategy for economic growth.

The case for creating this TAD is critical:

- It is essential to ensuring that the City maintains its competitive position and attractiveness, its historical position as the commercial center of metropolitan Atlanta.
- By bringing new jobs and residents Downtown, it will help reverse the detrimental effects of urban distress and disinvestment and suburban sprawl.
- In Downtown, the original template for "smart growth," it will help promote sound transportation and environmental policies metro-wide as they impact air quality, commute times, and other social and environmental issues.
- It will help create an attractive, pedestrian-oriented, 24-hour Downtown for Atlanta through new infrastructure investments such as streetscapes and with the infusion of "new urbanism" housing and services.



- It can provide initial funding to jumpstart the revitalization of a historic neighborhood – the Auburn Avenue corridor – as well as one of its most densely traveled, the Memorial Drive/Martin Luther King Jr. Drive corridor.
- The infrastructure improvements it will provide for are essential to the redevelopment of Grady Homes and Capitol Homes as mixed-income live/work/play communities.

An Eastside TAD will provide the necessary inducement for developers to begin building certain major new anchor projects that will spur more commercial and residential development within Downtown's eastern side. The strategy used to help effect this redevelopment will:

- Capture the increment resulting from private developments to make general public infrastructure improvements.
- Use some of these funds to finance project-specific improvements for various developments.

The bottom line goal for this proposed TAD is to encourage private investment in Downtown Atlanta's eastern half – investments by small and minority businesses based in Atlanta as well as by the larger anchor projects – by offering a funding incentive that will help ameliorate the current conditions contributing to disinvestment and marginal use of the property.

Approval of this plan does not constitute approval of any specific project, nor does it circumvent any approval process that would otherwise be required by statute or ordinance.

The Eastside Atlanta Redevelopment Plan and establishment of the proposed Tax Allocation District #5 - Eastside will further the City's policy of pursuing local means for fostering in the City limits a more desirable and competitive economic environment. Its creation will foster partnerships among the public and private sectors and will:

- Create a funding source and economic incentive for redevelopment projects within the Eastside Atlanta Redevelopment Area.
- Allow for the development of infill projects to eliminate the development gaps that divide the communities in this area.
- Promote the development of infrastructure and amenities such as parks and plazas to encourage and support all elements critical to building a sustainable community.

Additionally, the creation of an Eastside TAD would support many of the elements of community building, urban design, transportation and economic development that the City



outlined under “The City’s Vision and Priorities” (Section 4) in its *2003 Comprehensive Development Plan*, such as:

- Combine public and private resources to support development and enhancement of its different community needs:
 - Lower income communities seeking new investment and revitalization
 - Public housing communities seeking reintegration into larger community
 - The large, high-intensity residential centers of Downtown.
- Transform its commercial streets and centers from repellent divides into attractive connections between neighborhoods.
- Aggressively expand sidewalk and bicycle linkages to connect neighborhoods with their centers and to support transit access, mixed-use development connections and the enjoyment of the parks and greenway systems.
- Design good pedestrian ways, lighting, public arts, coordinated “street furniture,” wayfinding systems and small parks to accentuate the attractiveness and security of its public ways.
- Encourage intensive mixed-use development in live/work/play environments close to transit.

The City has identified neighborhoods within the Eastside Atlanta redevelopment area where economic development is lagging behind the rest of the City. Economic development efforts are directed toward those neighborhoods to promote more balanced economic growth. Planned development activities are included in the reports:

- Butler Street/Auburn Avenue Redevelopment Plan
- Old Fourth Ward Redevelopment Plan
- Memorial Drive –Martin Luther King, Jr. Drive Area Revitalization Study

The establishment of an Eastside Tax Allocation District will allow the designated redevelopment agency to leverage future property tax increases through the issuance of TAD bonds. Net proceeds from a proposed series of bond issues collectively totaling approximately \$121 million can be supported by projected increases in the area’s aggregate tax base, with incremental increases in the district’s taxable property values in excess of the current 2003 base brought forth by the construction of currently proposed redevelopment projects and additional improvements that will follow.

Increases in the Eastside area’s tax revenue in excess of the 2003 tax base of \$256,228,450 would be dedicated to retire the TAD bonds. Estimated taxable real improvements created after



2003 are \$893 million. Approval for this plan will be sought from the City of Atlanta, Fulton County and the Atlanta Board of Education.

The vision for the Eastside TAD is an effective public-private partnership that would facilitate the resurgence of the eastside of Downtown Atlanta by encouraging new investment. An Eastside TAD would establish the framework for new redevelopment opportunities and investment covering most of the Downtown area, correcting an incentive imbalance that has unintentionally eroded the market competitiveness of a large area east of the Peachtree Street spine. The Eastside TAD would spur private redevelopment activity to Downtown's east in much the same way the Westside TAD has attracted projects to the west and the Atlantic Steel TAD has promoted significant development to the north.

Geographically balancing Downtown's redevelopment area and TAD incentives will allow all of Downtown to compete aggressively for new development opportunities that might otherwise locate outside of the City or Fulton County.

Eastside Redevelopment Area Summary Chart

Total Value of Taxable Real Property within City of Atlanta (2003 FY Base)	\$16,980,307,113
Total Value of Taxable Real Property within Eastside TAD (2003 FY Base)	\$ 256,228,450
Percentage of Atlanta's Taxable Real Property within Eastside TAD	1.509%
Total Estimated Future Improvements: Full Development Cost	\$ 1,506,467,000
Total Estimated Non-taxable Improvements: Full Development Cost	<u>(\$ 315,594,000)</u>
Net Taxable Future Improvements: Full Development Cost	\$ 1,190,873,000
Total Taxable Development Value @ 75% Full Development Cost	\$ 893,154,750
Assessment Ratio	40%
Assessed Value of Future Taxable Improvements	\$ 357,261,900
Total Estimated Homestead Exemptions of Future Improvements	<u>(\$ 28,935,000)</u>
Net Taxable Value of Future Improvements	\$ 328,326,900
Millage Rate: City, County and Board of Education – per \$1,000	42.222
Estimated Real Property Incremental Tax Revenues of Future Improvements	\$ 13,862,618

Bonding Calculation

Real Property Tax Revenues of Future Improvements	\$ 13,862,618
Debt Service Coverage	1.30
Tax Revenues Available for Debt Service from Future Improvements	\$ 10,663,552
Debt Service Constant @ 7.25% rate, 25-year bonds	0.0877519

Projected Gross Bond Funds Supported by Incremental Tax Revenues	\$ 121,519,332
--	----------------



Introduction

Tax allocation districts are recognized as effective financing vehicles and rank among the top incentives local municipalities can use to spur new investment in Georgia's blighted urban areas. TADs have been identified as THE component critical to smart growth in areas that would otherwise remain uncompetitive and unproductive. A TAD is necessary to spur redevelopment in Downtown Atlanta's eastern area, which has not shared any of the Downtown growth or investment that the western area has seen in the last few years.

TADs are relatively low-risk for governments. They rely on an increase in the tax base and not on existing general fund revenues to pay for infrastructure and other improvements necessary to revitalize central cities. This incentive for Downtown will support mixed-use and other developments that will add jobs, lessen commuter congestion and bring its neighborhoods back to life. TADs make possible the development of affordable and market-rate housing, transit-oriented offices and homes, and a desirable quality of life for areas that have attempted for years to turn the corner on disinvestment and decline.

This Eastside Redevelopment Plan and application for the proposed Eastside TAD seeks to ensure that the City maintains its competitive position and attractiveness, bring new jobs and residents Downtown by helping reverse the detrimental effects of urban distress and disinvestment, create an attractive, pedestrian-oriented, 24-hour Downtown for Atlanta through new infrastructure investments, provide initial funding to jumpstart the revitalization of the area's important neighborhoods and corridors, and provide for essential infrastructure improvements key to the redevelopment of Grady Homes and Capitol Homes as mixed-income live/work/play communities. It will better balance the development potential for Downtown Atlanta, expanding the TAD incentives that are working for Downtown's western half to reach and help rebuild the city's disadvantaged and distressed commercial and residential communities to its east.

The Vision

The proposed uses for Eastside TAD proceeds are in line with the City of Atlanta's vision as outlined in its annually updated *Comprehensive Development Plan*. The TAD will be used to improve the infrastructure, streetscapes and linkages of Downtown's business, residential, government, retail and hospitality nodes running from the eastern blocks along Peachtree Street into Underground Atlanta, the Auburn Avenue Historic District, the Memorial / Martin Luther



King, Jr. Drive corridor and all distressed neighborhoods within the TAD boundaries. It will enable development that better connects all of Downtown Atlanta's citizens to their work, retail and service centers and to parks, greenways and civic resources. It will help transform abandoned and dilapidated fringe properties and parking lots into lively centers. This TAD will combine public and private resources to support new development and to enhance the lifestyle choices it offers each of its unique residential communities.

Until the Eastside TAD is approved, developers will continue to make their investments in other submarkets and communities, leaving fewer competitive advantages and economic opportunities for a large, significant and, to date, distressed area of Downtown Atlanta.

Geographic Boundaries / Description of the Proposed TAD

The Eastside Atlanta redevelopment area and proposed Tax Allocation District #5 – Eastside can be described as the property within (and not inclusive of the property fronting, unless noted) the following boundaries:

For the boundary description, see Appendix B-7.

For a map of the district, see Appendix A-1.

Tax Parcel Identification numbers for properties included within the TAD are listed in Appendix B-8.

Overview of Tax Allocation Districts

Tax Allocation Districts are authorized in Georgia under the Redevelopment Powers Act, Chapter 44, Title 36. A TAD, which uses a financing mechanism typically referred to as tax increment financing, is a tool used to publicly finance certain redevelopment activities in underdeveloped or blighted areas. A Georgia TAD derives its funding from the increase in the redevelopment area's ad valorem taxes levied by the city, county and school system. These revenues are placed in a special redevelopment fund for the area and are used to directly pay for the redevelopment costs or to issue bonds to pay for redevelopment costs. The Eastside Atlanta TAD qualifies as a Redevelopment Area under this statute for its distressed and underdeveloped characteristics.



Tax Increment Financing Spurs Redevelopment

Georgia's tax allocation districts use tax increment financing, a popular economic development incentive now authorized in 44 states. According to a TIF study conducted by the Institute of Government and Public Affairs at the University of Illinois, a TIF works

"by diverting property (and, in some cases, sales or utility) tax revenues from local taxing bodies to a municipality or its designate development authority. After a specifically defined district is created by a local municipality, then the total equalized assessed valuation at the time of creation is measured and frozen. Often, bonds are then floated to pay for land acquisition, site development and public works improvements such as streets and sewers. Then incremental growth in tax revenues over the frozen baseline amount is used to pay for the redevelopment costs, including debt service. Once a project is complete and has been paid for, the TIF district is dissolved, and the tax base is returned to full use by all taxing bodies."

- The Northeastern Illinois Tax Increment Finance Project, *MPC - The Future of TIF in Illinois*

Although TIFs began in California in the early 1950s, their use has increased at a dramatic rate in the last two decades with the decline of federal and state economic development funding. The states that most often compete with Georgia for new businesses and with Atlanta for new office and mixed-used development that also most frequently employ TIF programs are California, Colorado, Florida and Illinois.

The advantages offered in Georgia's tax allocation districts are found in TIFs (in Georgia's case, within a TAD) around the country. These advantages were documented in the Illinois study:

- The economic base of the municipality with a TIF is strengthened when what follows is private development that wouldn't have occurred without the TIF incentive.
- TIFs can promote redevelopment without tapping into general funds or levying special assessments on property owners.
- TIFs make it easier to lure private development, attract new industry, create more jobs and, ultimately, expand an area's tax base.
- TIFs are self-sufficient and do not lower the tax revenues presently collected – they are not subsidized by taxes from other areas.
- TIFs make the state and its localities more competitive with surrounding states and other localities.



Summary of Existing City of Atlanta TADs

Georgia came later than its competitors to offer a version of tax increment financing. In the 1980s it enacted the Redevelopment Powers Act allowing tax allocation districts to provide this type of funding mechanism for improvements. Atlanta's Westside TAD (1992, expanded in 1998) was the first TAD created in the State of Georgia. The Atlantic Station TAD was created in 1999 and \$76.5 million in TAD bonds were issued in 2001. \$15 million in TAD bonds were issued for Westside TAD projects in 2002. In December of 2002 the City approved two additional TADs: Perry/Bolton TAD and Princeton Lakes TAD.

Westside Tax Allocation Bond District



The Westside TAD – created in 1992 and expanded to cover a greater geographic area in 1998 – was established “for the purpose of publicly financing certain redevelopment activities in underdeveloped areas.” Projects that further the goals of the Westside Redevelopment Plan may qualify for TAD assistance.

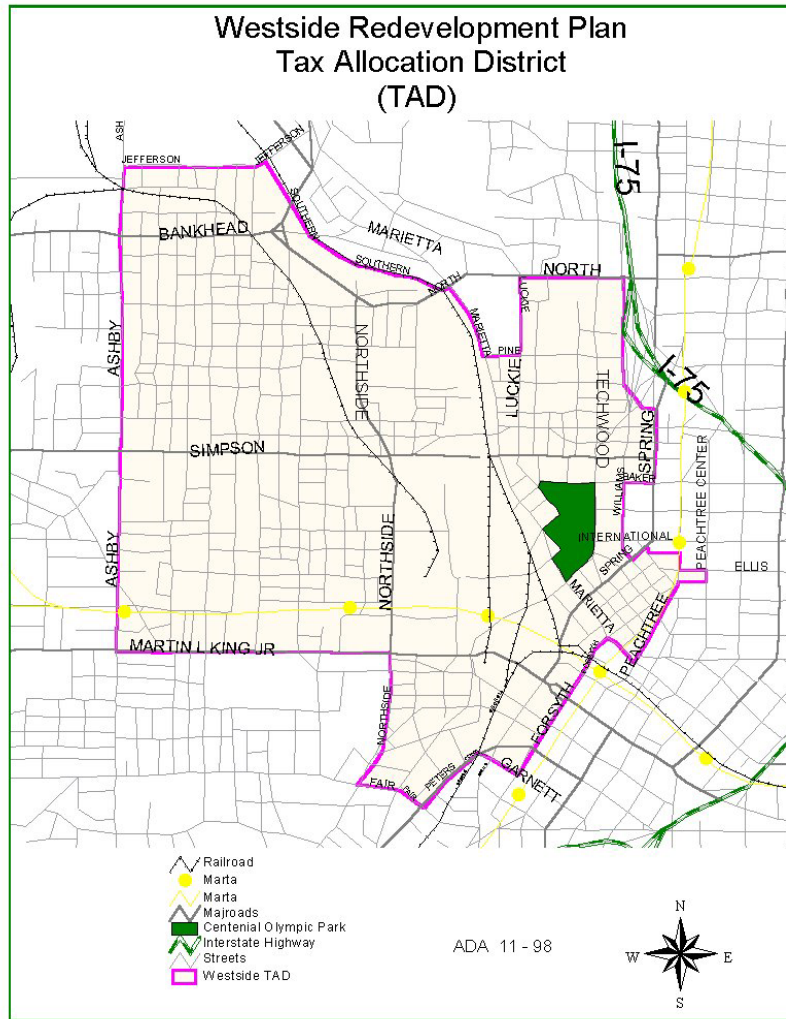
In 2002, \$15 million in TAD bonds were issued for six redevelopment projects that are now open, under development or planned within the Westside TAD:

- **Historic Westside Village**, a \$140 million mixed-use development and commercial corridor spanning 15 acres in one of Atlanta's top historic communities. It is currently under development, although portions of it are completed.
- **Centennial Hill** is mixed-use development including 130 condominium units, 280,000 square feet of office, 1,200 parking spaces, retail and a 30,000 square foot Children's Museum. OPEN
- **123 Luckie Street** is 99-unit residential development with street-level retail. OPEN
- **Atlanta Centennial House** is a 101-unit condominium development with 3,000 square feet of retail. OPEN
- **Northyards Business Park** is the 257,000 square foot redevelopment of a historic rail round house that is open and attracting interest as a call center and office lofts. OPEN
- **Centennial Market** is a planned 43,000 square foot retail center.

Westside TAD incentives also have spurred redevelopment interest and activity in the Vine City/English Avenue neighborhood, which recently announced the development of a new



residential community, and on parcels surrounding Centennial Olympic Park. The Westside TAD's eastern boundary will form a logical western boundary for the proposed Eastside TAD.



Atlantic Steel Brownfield Tax Allocation District

The Atlantic Steel TAD was established in 1999 “for the purpose of publicly financing certain redevelopment and clean-up activities on the Atlantic Steel Mill site.” To meet the City’s and public’s interest in seeing this 138-acre former steel mill site redeveloped in a regionally responsible manner, it was determined this TAD was necessary to help finance the public infrastructure that would allow a major, mixed-use, live-work-play development. The importance of TAD incentives was presented in testimony at the Atlanta hearing of the U.S. Millennium Housing Commission:



“These are vital to bringing sometimes outdated and deteriorated conditions up to standards and of course have a very positive ripple effect, particularly in these older industrial areas that have the three most important real estate items – location, location, location.”

This redevelopment project, now called Atlantic Station, needed the TAD to work. In ten years it will improve this area with:

- 1.6 million square feet of retail space
- 6 million square feet of office and entertainment space
- More than 4,000 residential units, in a mix of market-rate and affordable units
- 1,150 hotel rooms
- 30,000 new jobs

Upon completion, Atlantic Station is projected to generate more than \$30 million annually in new property tax and sales tax revenues. Upon retiring the TAD bond debt, this new tax revenue will go to the City of Atlanta, Fulton County and the Atlanta Board of Education. The State of Georgia will also benefit from increased property and sales tax revenues.

Perry/Bolton Tax Allocation District

The Perry/Bolton TAD focuses on the redevelopment of Perry Homes, a public housing development of the Atlanta Housing Authority. AHA is joining in a public-private partnership with a private development entity. The total cost of the planned 500-acre redevelopment is an estimated \$340 million upon its completion. The redevelopment will include over 1,200 new housing units, as well as recreation, childcare and other community amenities.

Princeton Lakes Tax Allocation District

Princeton Lakes is a projected \$366 million mixed-use development in Southwest Atlanta. Upon completion, Princeton Lakes is planned to include more than 1,000 housing units, 800,000 square feet of office space, a 225-room hotel, and over 600,000 square feet of retail and restaurants. The anticipated TAD bonds will support necessary on-site infrastructure improvements.



Why Eastside Atlanta Qualifies for TAD

The City of Atlanta and Fulton County were granted the authority to exercise all redevelopment and other powers authorized or granted municipalities pursuant to the *Redevelopment Powers Law*, as now or hereafter amended, provided for by Chapter 44 of Title 36 of the O.C.G.A.

Downtown's eastern area has remained isolated from the city's and county's economic expansion of the last several decades, most noticeably the population, income and investment explosion that occurred in the 1990s. For the citizens that live in this area of Atlanta, household and per capita incomes are approximately half of what they are in the city and county, while poverty and unemployment rates are double. Investment in new homes and buildings has been negligible. Even though significant redevelopment plans for this area are on the drawing boards, there is little to no hope for future investment without the right incentives in place.

The Eastside Atlanta redevelopment area suffers from the blighted and underdeveloped land characteristics “that contribute to or cause unemployment, limit the tax resources of counties and municipalities while creating a greater demand for governmental services, and, in general, have a deleterious effect upon the public health, safety, morals and welfare,” as identified in Georgia’s *Redevelopment Powers Law*, which states further:

It is, therefore, in the public interest that such areas be redeveloped to the maximum extent practicable to improve economic and social conditions therein in order to abate or eliminate such deleterious effects. To encourage such redevelopment, it is essential that the counties and municipalities of this state have additional powers to form a more effective partnership with private enterprise to overcome economic limitations that have previously impeded or prohibited redevelopment of such areas. (O.C.G.A. 36-44-2)

Access to a tax allocation district that is available throughout Downtown Atlanta, east and west, will balance the development potential of this entire area, making all of Downtown competitive in attracting business and investment. At this point, the east side of Downtown Atlanta has shown predominantly flat property values, vacant and paved-over lots, older, deteriorating structures and a higher indicators of low income and no investment that graphically point to this sub-area’s eligibility for the exercise of these redevelopment powers.

The calculations contained later in this report, under “Positive Tax Allocation Increment,” indicate the extent to which additional taxes may be generated by new development and rehabilitation on the sites proposed.



This potential increase in long-term tax dollars indicates that a tax redevelopment strategy in Downtown Atlanta's eastern section, as provided for by the Redevelopment Powers Act as a tax allocation district, could generate substantial assistance in relieving the deleterious effects of the generally stagnant pockets within this area. The pedestrian, transportation and other linkages it would allow for would generate an economic impact felt not only within the Redevelopment Area, but in adjacent neighborhoods as well.

An Eastside Tax Allocation District will create a whole Downtown Atlanta much greater than the sum of its parts.



Key Findings within the Redevelopment Area

Rationale for the Proposed Eastside Atlanta Redevelopment Area and Tax Allocation District #5 - Eastside

The *Westside Redevelopment Plan and Tax Allocation Bond District proposal to expand the Techwood Park Urban Redevelopment Plan and Tax Allocation Bond District established in 1992* outlined a very clear description of blight within the Downtown boundaries it proposed for expansion. These economically distressed conditions introduced in the section of the report, “Rationale for the Inclusion of New Areas Within the TAD,” are equally true when applied to the land area within the boundaries of the proposed Eastside TAD.

The residential and commercial portions of the expanded Redevelopment Area exhibit economic and social characteristics that qualify them as areas suitable for, and deserving of, redevelopment under the State of Georgia enabling legislation known as the “Redevelopment Powers Law.” ...Their somewhat unique characteristics in relation to their location, visibility, facilities requirements, etc. – should not overshadow the fact that these areas, individually or in combination, qualify as a Redevelopment Area according to the definitions contained in the Redevelopment Powers Law. Brief, summary description of those characteristics follows.

Generally all areas are economically and socially depressed, contain significant numbers or vacant or obsolete properties, contributing to unemployment, limiting the tax resources of the City, County and Board of Education, and endangering the safety, health, welfare and overall quality of life of the residents living within its borders....The potential increase in tax dollars in the long-term indicates that a dedicated – tax redevelopment strategy...in TAD could provide substantial assistance in relieving the effects of a deteriorating neighborhood and business community....

(Westside Redevelopment Plan & Tax Allocation Bond District, page 9)

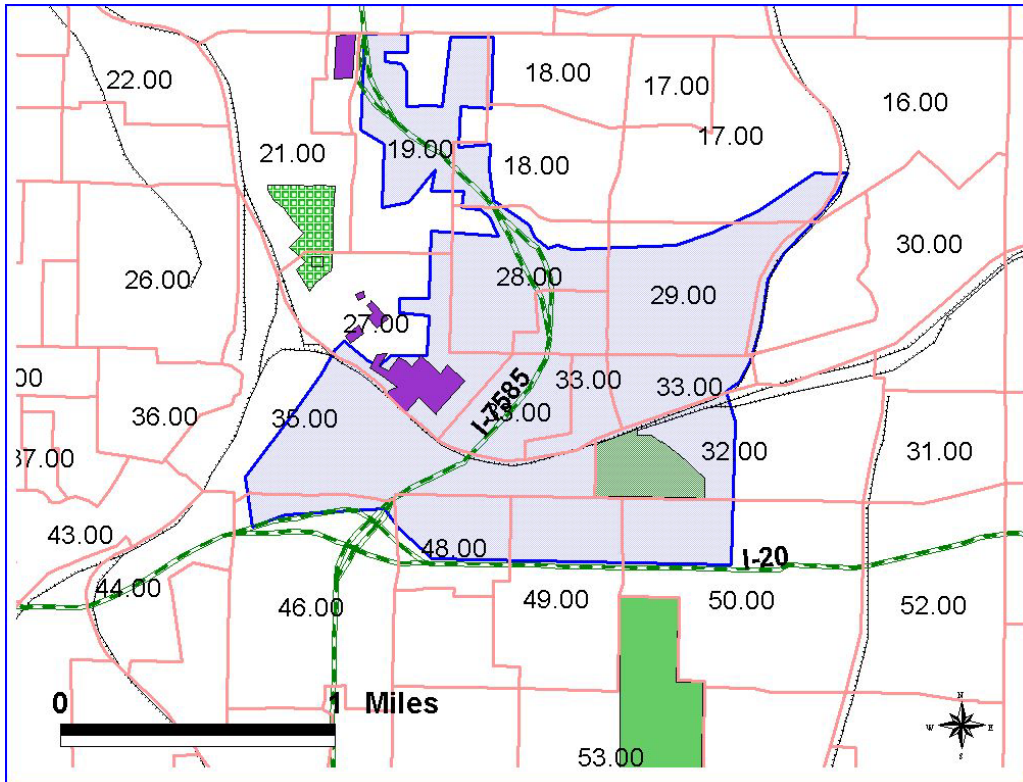
2000 Census Tracts within the Proposed Eastside TAD Area

The boundaries proposed for the TAD include: North Street, Piedmont Avenue, and Freedom Parkway to the north, Southern CSX Railroad and Berean Avenue to the east, and Interstate 20 to the south. The western boundary generally includes: Cooper Street, Forsyth Street, Peachtree Center Avenue, Baker Street, Courtland Street, Spring Street, Alexander and Williams Streets.



These boundaries encompass all or part of the 2000 Census Tracts: 19, 27, 28, 29, 32, 33, 35, 48, 49 and 50. *The map below is only to show these tracts, and is not an official boundary map.*

2000 Census Tracts in the Proposed Eastside TAD



Market Conditions and Trends

The land area and neighborhoods within the proposed Eastside TAD boundaries have been analyzed to determine the area's eligibility for inclusion in a redevelopment area under the Georgia Redevelopment Powers Act. Areas in the past that have been designated as a Tax Allocation Districts by the City of Atlanta and Fulton County have exhibited the following characteristics:

- Environmental conditions that contribute to the private sector's lack of interest in investment
- A large and growing number of open, vacant lots
- Inadequate lot sizes available for development, and greater ownership diversity
- Inconsistent and obsolete platting



- A preponderance of deteriorating structures
- Aging, obsolete structures throughout the proposed redevelopment area
- A lack of decent housing opportunities
- Poor living conditions and a higher concentration of poverty
- A lack of employment growth within the area
- A high level of unemployment among residents, exacerbated by an absence of employment opportunities

The Eastside area is economically and socially depressed, which has a deleterious effect upon the citizens in its immediate and neighboring communities. The area's social ills are reflected in Census and other demographic data that includes, but is not limited to, underemployment, poverty, lower household incomes, a greater number of single-family households, higher crime statistics and a long-term lack of investment.

Property Conditions. In addition to a high number of vacant and neglected buildings and parcels found throughout the Eastside redevelopment area, many related blighted conditions have prevented new investment:

- Aging, obsolete structures are found throughout the proposed redevelopment area.
- Ownership diversity that impairs assemblages and new investment, with largely inadequate lot sizes available for development.
- Inconsistent and obsolete platting makes assembly difficult.
- Poor living conditions and the aging, poorly maintained conditions of the residential structures pose a danger to public health.
- The majority of neighborhoods in this area exhibit a lack of adequate housing opportunities.

Market conditions in the proposed Eastside TAD reveal demographic and social characteristics for blighted and distressed neighborhoods. This significant urban land area has not been subject to growth and development through private enterprise and cannot reasonably anticipate development without approval of this Redevelopment Plan.

Demographics

Population

The 2000 Census shows population growth at a steady rate in the proposed Redevelopment Area. What will be important to follow is the composition of this population. Do the social



characteristics of these individuals and families reflect vibrancy and economic health? Do the homes, services and employment opportunities in this area meet the needs of this growing population?

Population					
Area	1990	2000	Number Change 1990-2000	% Change 1990-2000	CAGR 1990-2000
Eastside Atlanta Census Tracts	14,279	20,828	6,549	45.9%	3.8%
City of Atlanta	394,017	416,474	22,457	5.7%	0.6%
Fulton County	648,951	816,006	167,055	25.7%	2.31%
Atlanta MSA	2,959,950	4,112,198	1,152,248	38.9%	3.34%
Georgia	6,478,216	8,186,453	1,708,238	26.4%	2.37%
United States	248,709,873	281,421,906	32,712,033	13.2%	1.25%

* All or a majority part of Tracts 19,27,28,29,32,33,35, 48, 49 and 50 lie within the proposed Eastside TAD boundaries

Source: U.S. Bureau of the Census

Employment

High Unemployment Rates Reflect Slower Employment Growth. The unemployment rates in the Eastside tracts have historically and consistently remained higher than – nearly double – those of Fulton County, metro Atlanta and the state during the last decade. The latest measured unemployment in this area is still 72% higher than the Fulton County rate. This urban Atlanta area contributes to the city's higher than average unemployment.

The annual average employment gain within these tracts was 2.85% from 1990 to 2000, while employment in the metro area grew more than 4% each of those 10 years.

Nonagricultural Employment			
Area	1990	2000	2003*
Eastside Census Tracts			
Employed	5,198	6,681	6,721
Unemployment Rate	9.8%	6.5%	7.4%
Fulton County			
Employed	321,756	413,545	414,022
Unemployment Rate	5.7%	3.6%	4.3%
Atlanta MSA			
Employed	1,580,167	2,251,123	2,310,178
Unemployment Rate	5.0%	2.9%	4.8%
Georgia			
Employed (000)	3,118.3	4,094.7	4,171.4
Unemployment Rate	5.5%	3.7%	4.7%

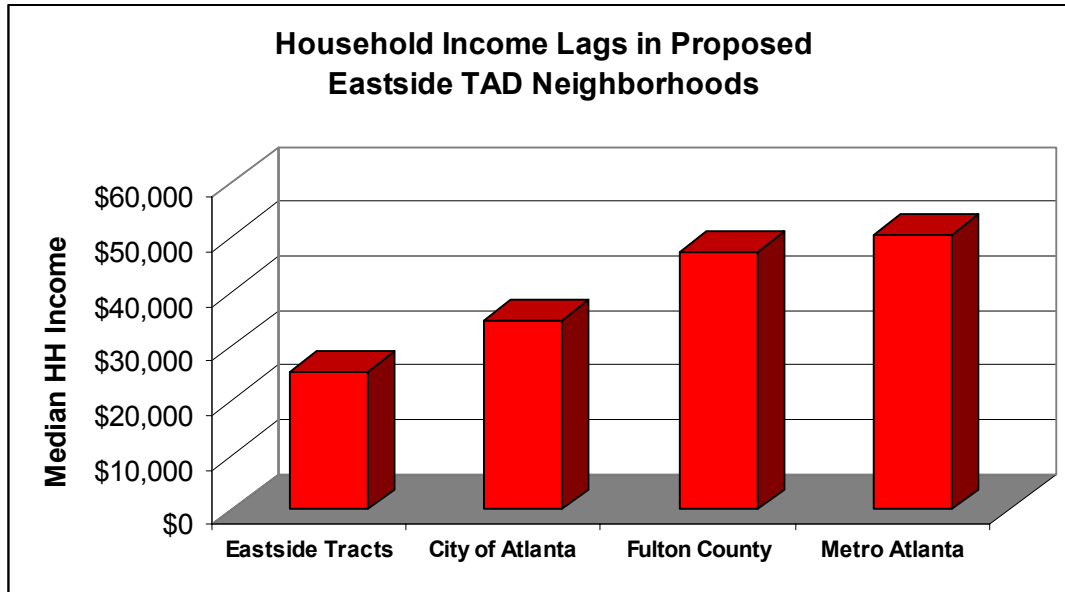
Georgia Department of Labor

* Preliminary data for August, 2003



Median Household Income and Per Capita Income

Median Household Income is 50% Lower than Metro Median. Residents in the neighborhoods comprising the Eastside redevelopment area earned a median household income that was only 53% of the Fulton County median and half that of the metro area's in 2000. It was 25% lower than the median for the City of Atlanta.



Median Household Income - 2000	
Area	Income
Eastside Census Tracts	\$25,249
City of Atlanta	\$34,770
Fulton County	\$47,321
Metropolitan Atlanta	\$50,309

U.S. Bureau of the Census
 * Value for Eastside tracts 19, 27, 28, 29, 32, 33, 35, 48, 49, 50 is weighted

More than 55% of the households within the Eastside redevelopment area and proposed TAD are in the low income range – more than three-quarters fall within the low and low-to-middle ranges. The number of low income households in these tracts is more than double the percentage for the metro area, and they are 17.5 points higher than the percentage of low income households within the city. Surprisingly, more than 500 households in this area reported annual incomes of \$100,000 or more, suggesting the community's desire and the market's need to spur private investment that will invite a greater mix of households and incomes into this community.



Household Income – by Percentage of Total Households

Area	Total Households	<\$24,999	\$25,000- \$49,999	\$50,000- \$99,999	>\$100,000
Eastside Tracts	8,763	55.6%	21.3%	17.5%	5.8%
City of Atlanta	168,341	38.1%	25.0%	21.7%	15.2%
Fulton County	321,266	27.4%	24.6%	26.5%	21.5%
Atlanta MSA	1,575,081	22.2%	27.5%	33.8%	16.5%
Georgia	3,007,678	28.3%	29.3%	30.1%	12.4%

U.S. Bureau of the Census – (Income in 1999)

Per capita income within the Eastside redevelopment area and proposed TAD also lags. The \$17,297 weighted average in these tracts is only 67% of the average per capita income for the population within the city of Atlanta. The earnings within the proposed TAD area are, arguably, a burden for both the City and the County. This trend also speaks to the need for a TAD initiative to spur private investment that will bring new jobs, homes and income into the area.

Per Capita Income - 2000

Area	Income
Eastside Census Tracts	\$17,297
City of Atlanta	\$25,773
Fulton County	\$30,003
Metropolitan Atlanta	\$25,050

U.S. Bureau of the Census

* Value for Eastside tracts 19, 27, 28, 29, 32, 33, 35, 48, 49, 50 weighted

Related Data Indicates Distressed Characteristics

Fewer Intact Families. The demographic characteristics for the proposed Eastside Redevelopment Area indicate that citizens in these households are more impoverished, less educated, have fewer resources and are more susceptible to harm from a deteriorating economy and the lack of investment within this area. In the 2000 Census, for example:

- Nearly 20% of the Eastside area households are female-headed as compared to 13.6% in the Atlanta MSA. Single females with children in the home are more than four percentage points higher in the Eastside area.
- Although married couples comprise half the households in the metro area, they fill only 13% of the homes in the proposed TAD area.
- Elderly householders fill twice the homes in the Eastside redevelopment area compared to the Atlanta MSA.

Household Trends

	Eastside TAD	Atlanta MSA
Total Households	8,788	1,504,871
Married Couple Households	1,111	772,992
% Married Couple HHs	12.6%	51.4%
Married Couple HH with children under 18	395	387,250
% Married Couple HH w/Children <18	4.5%	25.7%



Household Trends (cont'd)	Eastside TAD	Atlanta MSA
Female-Headed Households	1,699	204,490
% Female Headed Households	19.3%	13.6%
Female-Headed HH w/Children <18	1,081	122,391
% Female-Headed HH w/Children <18	12.3%	8.1%
Non-family Households	5,694	463,133
% Non-family Households	64.8%	30.8%
Householder 65 years and older	848	351,311
% HH 65 years and older	9.6%	5.0%

Source: 2000 Census

Fewer High School Graduates. Educational attainment is a leading indicator of economic strength. Citizens in the proposed Eastside TAD area suffer an unemployment rate significantly higher than that of the metro area. Lower graduation rates among residents in Eastside neighborhoods contribute to the poor employment skills that limit opportunities. Less than three quarters of the Eastside redevelopment area's population holds a high school degree compared to 85% of the adults in the metro area.

Education Trends	Eastside	Atlanta MSA
Population aged 25 and older	13,936	2,587,755
No High School Diploma	4,621	420,431
High School Graduates	9,351	2,207,264
Percent High School Graduates (age 25+)	67%	85%

Source: 2000 Census

Higher Poverty Level. The 2000 Census reports that 42% of the individuals who live within the proposed Eastside Redevelopment Area live in poverty, as to 36% of its families. Nearly 30% of the families with children under the age of 18 are being raised in households that are at or below the poverty level. The numbers of people living in poverty in Eastside far surpass those of the metro area.

Poverty		
Persons Below Poverty Level	5,985	279,507
% Persons in Poverty	41.9%	10.0%
Families with Related Children over 5 years Below Poverty Level	910	98,488
% Children in Poverty	29.4%	3.5%
Elderly (65+) Below Poverty Level	807	30,717
% Elderly in Poverty	5.7%	1.1%

Source: 2000 Census

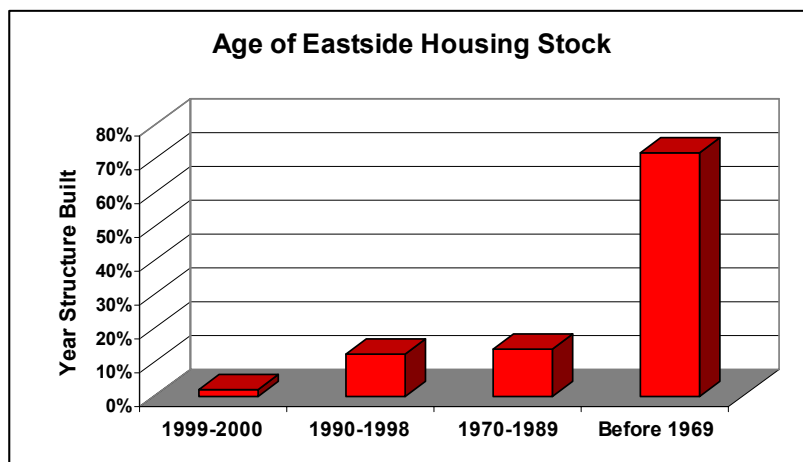


Low Home Ownership, High Vacancies and Little New Investment. Census data on housing characteristics in 2000 within the proposed Eastside TAD reveal a major deviation from home ownership trends in metro Atlanta. In the Eastside area, 77.5% of the homes are occupied by renters, while in the metro area, 66.4% of all homes are occupied by homeowners. More than a thousand housing units are vacant in the Eastside area, double the percent of vacant units metro-wide.

Household Units		
	Eastside	Atlanta MSA
Total Housing Units	8,788	1,589,568
Vacant Units	1,141	84,697
% Vacant	11.5%	5.3%
Owner-Occupied Units	1,973	999,564
% Owner-Occupied	22.5%	66.4%
Renter-Occupied Units	6,815	505,307
% Rented	77.5%	33.6%

During each of the last dozen or so years, metro Atlanta has led the nation in new home permits. Building homes and creating brand new neighborhoods in submarkets around the metro area is almost a spectator sport – let’s see where the next new home community will go up - rapidly. Infill redevelopment and renovations are turning around many intown communities, as backed-up traffic and air pollution loom large on the minds of commuters who are making lifestyle changes as they seek a better quality of life.

Unfortunately, the Eastside redevelopment area and proposed TAD have not been able to capture any significant amount of this robust investment, which has gone on for more than a decade. Only 14% of the 9,964 housing units in the Eastside area were built in the 1990s. Three quarters of this housing is more than 30 years old, with little to no reinvestment evident in many of these neighborhoods. With less than a quarter of the homes owner-occupied, median values range widely, but start at a low of \$55,000 as recorded in the latest Census.



Source: 2000 Census



Proposed Land Uses and Redevelopment Projects

The vision for the City of Atlanta in the years ahead is that of a city which seizes unique opportunities and shapes itself to meet the needs of the next generation. It is a vision that works to create a more humane, safe and enjoyable places to live, work and raise children...How we put together Atlanta's special and defining characteristics will mark our progress as we reach for our most fulfilling future.

- City of Atlanta, "The City of Atlanta's Vision," *Comprehensive Development Plan*

The Vision

Balanced Growth is Smart Growth. Establishing a Tax Allocation District in eastern Downtown Atlanta would create consistent redevelopment opportunities and investment across the breadth of Downtown, correcting an imbalance in incentives that has unintentionally eroded the market competitiveness of the neighborhoods east of the Peachtree Street spine corridor. The Eastside TAD would spur private redevelopment activity on the east side of Downtown in much the same way the Westside TAD has attracted major new construction to Downtown's west side and the Atlantic Steel TAD has stimulated development to the north. Geographically balancing Downtown's tax allocation districts would strengthen this market's total competitive ability, allowing it to compete aggressively for new development opportunities that might otherwise locate outside of the City or Fulton County.

In the vision for the Eastside TAD, an effective public-private partnership facilitates an economic resurgence throughout the eastern area of Downtown Atlanta. It will generate greater investment in Downtown redevelopment by supporting new public and private improvements. It will aid existing efforts by the City of Atlanta to identify and support key redevelopment projects as part of a coherent, financially sustainable redevelopment strategy.

Strategy & Goals

Creating the Eastside TAD will provide inducement for certain major new developments, or anchor projects, that will spur additional commercial and residential development Downtown.

To help effect this redevelopment, the strategy for the TAD is as follows:

- Capture the increment resulting from private developments to make general public infrastructure improvements.



- Use some of these funds to finance project-specific improvements for various developments.
- Use the TAD to attract and shape development that is consistent with the City's and the redevelopment agency's priorities and policies.

The ultimate goal for the Eastside TAD is to encourage significant new private investment on the east side of Atlanta, including investment by small and minority businesses based in Atlanta as well as by major anchor projects, by offering incentives that will remove the current conditions contributing to disinvestment and marginal use of the property.

The benchmarks for a successful redevelopment of Eastside Atlanta read like a benefits package tailor-made for Downtown's workers, residents and City Hall:

- Improved quality of life, employment opportunities and living conditions for district residents,
- Improved security for residents, workers and visitors in all of Downtown, and
- An increased private tax base in the district through the development of residential, commercial and office uses

Proposed Private Redevelopment Projects (D)

An estimated \$1.51 million in private and public/private developments for at least 18 projects are planned for the eastern area of Downtown. These new developments would add more than 6,200 housing units – from high-end to affordable – more than 460,000 square feet of retail space, 2.45 million square feet of new office space to this Atlanta submarket. This variety of thoughtfully conceived and planned mixed-use developments will fully utilize the well-connected pedestrian-oriented environment Downtown will realize with coordinated and comprehensive infrastructure improvements called for and supported with an Eastside TAD.

Private and Public/Private Planned Developments. Announced private and public/private developments for the Eastside redevelopment area include the following, the details of which are provided in the “Proposed Private Redevelopment Projects” section that follows.

- Peachtree Portal
- SunTrust Plaza, Phase III
- RCG Mixed-use Project
- Taylor Simpson Office Tower



- Auburn-Butler Village, Real Estate Strategies LLC
- Memorial Drive Corridor Redevelopment Site – Urban Realty Partners
- Capitol Homes Redevelopment – AHA
- Grady Homes Redevelopment - AHA
- SoNo Tower
- Wheat Street Gardens
- GSU / Beaudry Ford site - Student Housing
- Multifamily Housing
- Sheraton Atlanta Expansion
- MLK Memorial MARTA Station Development
- Historic Oakland Redevelopment
- DeFours Mixed-use Project
- Downtown Health and Bioscience District
- Barry Office Building
- Other Projects

Proposed Public Improvements:

- Projects as identified for the Auburn Avenue/MLK, Jr. Historic District
- Projects as identified for the Memorial Drive-Martin Luther King, Jr. Drive Area Revitalization Study
- Improvements in pedestrian zones and routes including those specified in City plans and those providing access to MARTA
- New pocket parks, plazas and other lively public green spaces
- Vendor zones and facilities as appropriate
- Improvements in street lighting, parking facilities, landscaping, tree plantings and sidewalks throughout the district
- Memorial Drive/MLK Corridor streetscape improvements

The last decade has seen redevelopment efforts in the eastern portion of Downtown Atlanta in districts that include the Auburn Avenue/M.L.K., Jr. Historic District, the Municipal Market, APEX Museum, Underground Atlanta and other projects. Even so, the area proposed for the Eastside TAD encompasses many existing urban communities – residential and commercial – that are characterized by economic and social stagnation, economic and functional underutilization, disinvestment and blight.

This plan recognizes all related redevelopment efforts that have occurred within the proposed Eastside TAD as described above and are referenced and made a part of this plan through such



references. This redevelopment plan will conform to the spirit of each existing redevelopment plan and any of their amendments in accordance with those plans within their specified geographic areas.

Although much has been accomplished, much more must be done to ensure that all areas within the Downtown market offer competitive redevelopment incentives. It is anticipated that, in a manner similar to the Westside Redevelopment Area, the Eastside Redevelopment Area will be redeveloped and revitalized in accordance with the following land uses:

- Office
- Retail
- Mixed-use
- Residential
- Hospitality
- Cultural
- Entertainment
- Community services
- Parks and open spaces

Profiles of the Proposed Redevelopment Projects

Projects currently in the planning stage by public and private partners include those listed below. None of these projects are likely to go beyond the planning stages without the additional public support for infrastructure and other related improvements that TAD bond financing could provide.

Peachtree Portal: The Novare Group Inc. is proposing a high-rise residential, retail and parking mixed-use project on 3.75 acres immediately adjacent to the Civic Center MARTA station. Plans include three 350 unit condominium towers atop a 3.4-acre platform that will contain approximately 2,000 parking spaces and 30,000 square feet of retail along West Peachtree and Alexander Streets, as well as a rooftop park on the top level of the top surface of the parking deck.

SunTrust Plaza, Phase III: The Portman Holdings SunTrust Plaza's proposed third stage is envisioned as a \$155 million, 750,000 square foot class "A" office tower with greenspace and attached parking offering more than 1,850 spaces on a lot generally bordered by Peachtree Center Avenue, Ralph McGill Boulevard and Courtland Street. The tower may include up to 10,000 square feet of restaurant space.



The complete construction period for the office tower and garage should be approximately 24 months with the garage opening about 6 months earlier than the tower. The project could generate more than 1,900 new construction jobs while it is being built, and will add an estimated 2,500 office jobs upon completion.

Upon the successful completion of Phase III, Portman Holdings would consider a fourth phase that could add multi-family residential and more retail space to the mix of this SunTrust complex. It is too early now, under current market conditions, to design and price this proposed development.

RCG Mixed-use Project: The proposed RCG Properties/RCG Properties Baker Street LLC development is envisioned as a 750,000 square foot, \$75 million mixed-use development that would include office, residential, restaurants and other retail space, on land generally bounded by Courtland and Baker streets.

This proposed mixed-use development could generate more than 2,000 new construction jobs while it is being built, and will add up to an estimated 2,700 jobs in office, hospitality and retail occupations upon completion.

Taylor Simpson Office Tower: The Taylor Simpson Group, owner of Peachtree Center, is currently building a parking deck containing 2,100 spaces. The deck will be topped off with a proposed \$50 million platform that will allow the planned construction of a 500,000 square foot office tower. The proposed office tower could generate more than 1,300 new construction jobs while it is being built, and will add up to an estimated 1,800 jobs in the service and professional industries upon completion.

Auburn-Butler Village, Real Estate Strategies LLC: Big Bethel A.M.E. Church on Auburn Avenue, historically the oldest African-American congregation in Atlanta, is acting as the catalyst for a proposed \$40 million residential and retail redevelopment of up to 257,000 square feet on an area bounded by Auburn Avenue, Piedmont Avenue, Edgewood Avenue and Bell Street. This mixed-use project would include approximately 200 multifamily units, up to 30,000 square feet of retail, and a 500-600 space parking garage.

The proposed mixed-use development would address the need for Downtown housing serving the campus populations of Georgia State University and Grady Hospital, and strengthen security



and business patronage for enhanced retail and entertainment offerings along Auburn Avenue. The project will contain four primary elements:

- Secure student apartment housing with dedicated, secured parking
- Affordable and market-rate apartment housing for professionals
- Collegiate-related retail
- General retail, restaurants and limited entertainment venues with secured public parking

Memorial Drive Corridor Redevelopment Site – Urban Realty Partners: Urban Realty Partners are currently in various stages of development of four projects along the Memorial Drive Corridor between Kelly and Boulevard Streets. Three are mixed-use projects encompassing both residential units (approximately 200) and commercial space (approximately 40,000 square feet). The total value for these developments will exceed \$40 million. The fourth project is a single-family project of between seven and nine units. Total value of the units will exceed \$2.5 million.

Capital Homes Redevelopment – Atlanta Housing Authority: With construction to begin in 2004, the public/private revitalization of Capitol Homes represents a tremendous growth opportunity for Downtown Atlanta and the entire metropolitan area and will be the catalyst to complete the economic resurgence of the area. Located within the shadow of the Georgia State Capitol, in walking distance of 30 million square feet of office space and several transit centers, the revitalization of Capitol Homes will incorporate the key elements of smart growth and master planning to yield a successful mixed- income, mixed-use pedestrian oriented community.

AHA's vision for this initiative is to create "Georgetown of the South"; an in-town neighborhood with two and three story town homes mixed with dense mid-rise structures and neighborhood-oriented retail. The design scheme promotes a walkable pedestrian community with quality residential over retail and other mixed-use/mixed income applications. The proposed brick facades of the buildings reflect the "look" and character of the nearby existing commercial and manufacturing buildings along Memorial Drive that are being converted to market-rate loft apartments. The revitalized Capitol Homes will attract new market rate investment while preserving affordable housing.

The following outlines the revitalization initiative, as set forth in the Capitol Homes Revitalization Plan submitted to HUD and which was subsequently awarded HOPE VI revitalization funding.



- **Infrastructure:** The Revitalization Plan calls for the improvement of existing streets wherever possible. The street pattern will be created to establish linkages with the adjacent neighborhoods and services for the new community, utilizing design principles for pedestrian connectivity promoted by the Congress for the New Urbanism (CNU).
- **On-Site Rental Housing:** The revitalized Capitol Gateway contemplates 854 new rental apartments “on-site” on the Capitol Homes footprint consisting of 278 public housing replacement rental apartments, 227 of Low Income Housing Tax Credit (LIHTC) rental apartments, and 349 market-rate rental apartments.
- **Off-Site Rental Housing:** The “off-site” housing includes 190 rental apartments that will be developed on the adjacent MLK Village footprint or other land that may be acquired in order to implement the vision of the Ebenezer Community Foundation (ECF), an affiliate of Ebenezer Baptist Church and the Martin Luther King Jr., Center for Non-Violent Social Change.
- **Off-Site For-Sale Homes:** The revitalization plan includes the development of 90 for-sale homes off-site, of which 40 will be affordable to families at or below 80% of the metropolitan Area Median Income, with preference to eligible former residents of Capitol Homes. The remaining 50 homes will be developed as market rate homes to further stabilize the surrounding neighborhood.
- **Other Acquisitions Related To On-Site Development:** The development plan includes the acquisition of a half-acre commercial site with an existing convenience store located at the southern edge of the Capitol Homes site. Once acquired, this site will be incorporated into the overall land use plan and will be redeveloped as mixed income housing.
- **Commercial / Retail:** The plan envisions the development of a parking deck on the northwest corner of the property to support the parking needs of the mixed-use community and the State of Georgia, whose offices are located one block from the northern edge of the property. The revitalized Capitol Homes will also include 45,000 square feet of neighborhood serving retail space on the Capitol Homes footprint to be financed with private debt.



- Educational: The new community will include a 15,000-square foot early child development center. The new facility will serve approximately 150-200 children and will be located adjacent to the site on property owned by the City of Atlanta Parks and Recreation Department. The adjacent Ed S. Cook Elementary School will be reconstituted as a “theme school”, with an enhanced curriculum focused on technology and computer-related learning skills.

Grady Homes Redevelopment – Atlanta Housing Authority: With construction slated to begin in 2006, the AHA’s vision for the revitalized Grady Homes centers on creation of a new mixed income, mixed use, master-planned community with quality of life amenities and a focus on the planning principles of New Urbanism. AHA and the selected development partner for the Grady Revitalization (Trammell Crow Residential/ Integral Properties/ Urban Realty Partners) are currently working to develop a revitalization strategy for Grady Homes that leverages partnerships with neighborhood stakeholders and creates better lives for the current public housing residents with opportunities for self-sufficiency. Drawing on the model successfully developed at Centennial Place, AHA and its partners will develop a master planned, mixed-use, mixed-income community to replace the current Grady Homes 495 distressed public housing apartments with excellent market rate quality housing affordable for low income families and quality of life amenities.

The opportunity to redevelop Grady into a pedestrian-friendly, transit-oriented development (TOD) is facilitated by the completed City Center Livable Centers Initiative (LCI) study, funded by the Atlanta Regional Commission, which incorporated a revitalized Grady community as part of a walkable Downtown neighborhood district. The LCI Study also envisions the proposed MARTA King Memorial Station TOD as a link between the Memorial Drive Corridor/ Capitol Homes Revitalization a few blocks to the south and Grady Homes to create a new vibrant mixed income, mixed use residential district adjacent to the Downtown Central Business District. The two AHA revitalization communities of Grady Homes and Capitol Homes are positioned to provide a new physically unified Downtown Atlanta neighborhood of nearly 2,000 families across a range of incomes with access to major employment centers, public transit and incorporating the thematic concept of a “learning village” to provide educational improvement resources for people of all ages.

SoNo Tower: Linden Partners LLC is proposing a high-rise office, residential, retail and parking mixed-use project at the southeast corner of Linden Avenue and Courtland Street. Plans include a 50 story tower with 121 condominium units and 450,000 square feet of office and retail over a



9-story parking garage, which includes a 24,000 square foot outdoor retail/restaurant plaza on the 9th floor. Construction is to start in 2005 with completion in 2007.

Wheat Street Gardens: This proposed project is a redevelopment of Wheat Street Gardens by the Wheat Street Foundation. Planning is still in a preliminary stage.

GSU/ Beaudry Ford Site – Student Housing: GSU plans include 2,000 units of student housing and a convocation center on the former Beaudry Ford site on Piedmont Avenue.

Multifamily Housing: First Congregational Housing Development in partnership with the First Community Development Corporation plans to develop multifamily housing on the corner of Courtland and Ellis Streets. The estimated project budget is \$33,301,702. The project will include 168 housing units, church meeting space, and a parking deck.

Sheraton Atlanta Hotel Expansion: The Sheraton Atlanta Hotel is proposing a \$6.5 million development that would include a 30,000 square foot conference center and 15,000 square foot ballroom.

MLK Memorial MARTA Station Development: MARTA has solicited private development proposals for the mixed-use development of the King Memorial Station parking lot.

Historic Oakland Redevelopment: The Historic Oakland Foundation has initiated a multi-phase \$15 million renovation and restoration of the Historic Oakland Cemetery, including an additional \$3.5 million in on-going maintenance during the restoration phases. The restoration will include a wide range of needs – from stabilizing and preserving monuments, to repairing walkways and retaining walls, to bringing the landscape back to its prominence as a garden cemetery, to assuring on-going maintenance and preservation once Oakland is restored to health. Given its significance as a historic visitor attraction and City cultural centerpiece, as well as its strategic location in the heart of Downtown's Eastside neighborhoods, the Foundation's restoration initiative will have a dramatic and beneficial impact on the continued revitalization in this area.

DeFoor's Mixed-use Project: Portman Holdings has planned a mixed-use development that will include 25,000 square feet of retail and 170 residential units with 1,000 parking spaces.

Downtown Health and Bioscience District: Central Atlanta Progress has proposed the feasibility of developing a health and biosciences district along Edgewood Avenue near the



Grady Hospital complex that would add industry-specific space dedicated to academics, public and private R&D, including labs, incubators and bioscience-related healthcare services. It envisions an area that generates job creation and new office, retail and residential space. A master plan would include recommendations on an overall design concept that would include a focus on transportation linkages and improvements. Design and construction details will be made available in the near future.

Barry Office Building: Barry Real Estate Companies is currently exploring the development of a Class A 250,000 rentable square foot office tower with 10,000 square feet of retail space together with 675+ spaces of attached parking. The proposed development would be located on the 1.58 acre block bordered by West Peachtree Street to the east, Alexander Street to the north, Spring Street to the west and West Peachtree Place to the south. Barry projects construction starting in 2004, contingent upon financing.

Other Projects: Other development projects that may significantly boost tax revenues funding the TAD.

Public Improvements and Additional Economic Catalysts

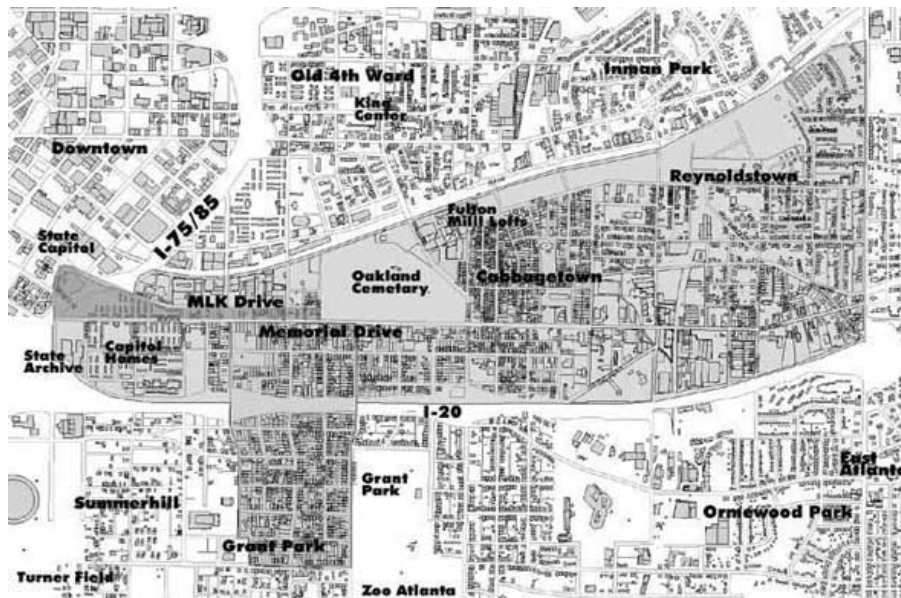
The following plans comprise the additional Eastside redevelopment efforts – as proposed and underway – and are recognized and included as part of the Eastside Redevelopment Plan:

- Memorial Drive and Martin Luther King, Jr. Drive Area Revitalization Study
- Butler Street/Auburn Avenue Community Redevelopment Plan
- Central Atlanta Action Plan (with Central Atlanta Transportation Study)
- City Center Livability Project Partners' Livable Center Initiative
- City of Atlanta Comprehensive Development Plan, updated annually
- Georgia State University's Main Street Master Plan
- Historic District Development Corporation
- MARTA's Transit-Related Development Program
- Martin Luther King, Jr. National Historic Site / National Park Service

The improvements listed in each of these plans will contribute to the general health and welfare of the eastern half of Downtown Atlanta. A majority of these planned improvements are depending on public investment to become reality. Following is general information on each plan.



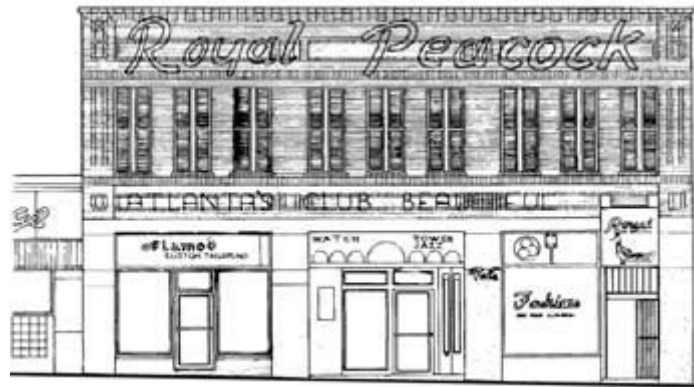
Memorial Drive and Martin Luther King, Jr. Drive Area Revitalization Study: The City of Atlanta, in cooperation with the Reynoldstown, Grant Park, Capital Homes and Cabbagetown neighborhoods and the Atlanta Housing Authority, has developed a redevelopment plan for the corridor along Memorial and Martin Luther King, Jr. drives. Its goals were to: develop a comprehensive framework for decisions concerning the appropriateness of future development, maintain and encourage the area's current mix of incomes, ethnic backgrounds and lifestyles, preserve and highlight its cultural and historic character, develop viable retail and commercial opportunities, develop new housing of various densities, and to develop environmental standards, an attractive and safe street environment, and new urban public spaces while upgrading those that exist.



Study area mapping at <http://grantpark.dreamtv.net/gpna/memorial/area.htm#>

Butler Street/Auburn Avenue Community Redevelopment Plan: The City has approved this updated plan in its Comprehensive Development Plan, which proposes promoting building restoration and adaptive reuse, strengthening the arts and cultural environment, creating economic development opportunities, upgrading infrastructure and expanding community amenities, rehabilitating existing housing stock, strengthening community and social services, and building upon existing community activism and partnerships to improve the opportunities and investment in this community within Downtown's eastern borders.





Central Atlanta Action Plan (with Central Atlanta Transportation Study). The Central Atlanta Action Plan, released in March, 2001, is a ten-year plan to address issues impacting Downtown Atlanta's quality of life, public safety, housing, economic development, entertainment and marketing. Programs in these areas are implemented through effective public/private partnerships. It incorporates actions recommended in many of the planning efforts mentioned in this redevelopment plan.

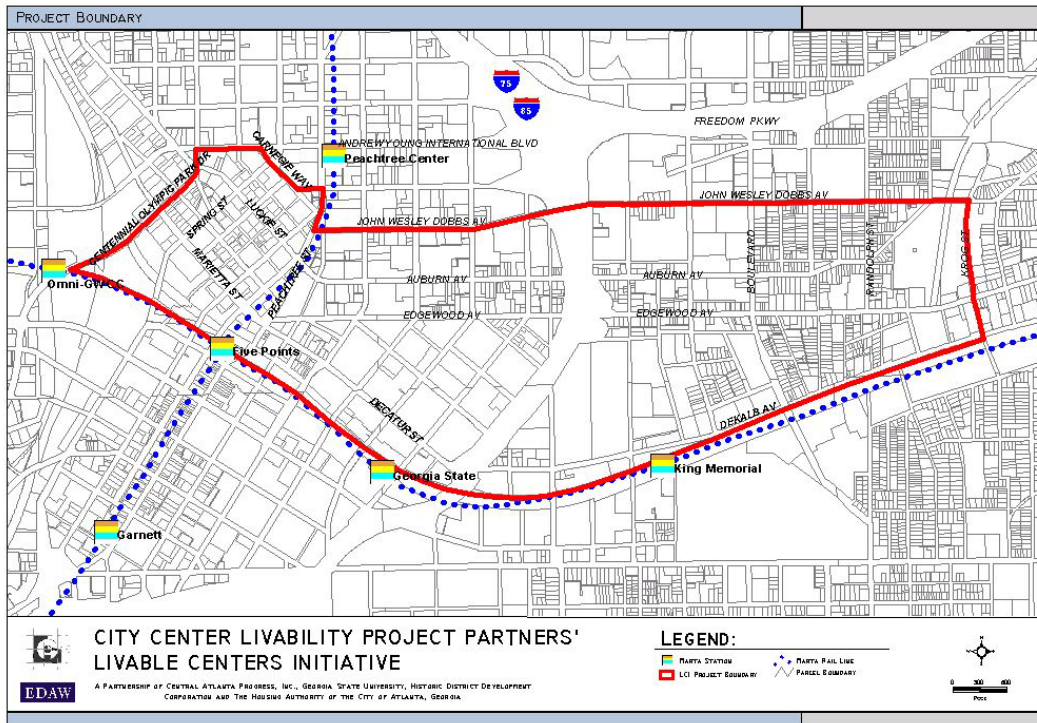
The Central Atlanta Transportation Study, incorporated in this action plan, proposes key improvements including planning for better east/west access, enabling more bicycle and pedestrian activity, and improving the overall traffic flow in Atlanta's central core. More information on these plans is available online: www.centralatlantaprogress.org/ca2p/

City Center Livability Project Partners' Livable Center Initiative. The goal of this project was to create a plan to weave Downtown Atlanta activity nodes to each other, to an improved Downtown transportation infrastructure, and to other urban amenities in Downtown to create a vibrant and highly functional urban fabric, while reducing the dependence on single-occupancy vehicles. The focus of the planning study was on improving the connectivity between activity nodes and the existing transportation infrastructure through a range of tools, including establishing an efficient mix of land uses, including development of mixed-income communities; availability of alternative transportation modes; implementation of innovative development policies and transportation solutions; extensive public participation and public-private partnerships.

This project was funded by a \$120,000 grant from the Atlanta Regional Commission and \$80,000 in matching funds from the City Center Livability Project Partners, who are Central Atlanta Progress, Georgia State University, the Historic District Development



Corporation and the Housing Authority of the City of Atlanta. The primary consultant for this project was the Atlanta office of EDAW, Inc., an international firm specializing in landscape architecture, urban design and environmental planning.



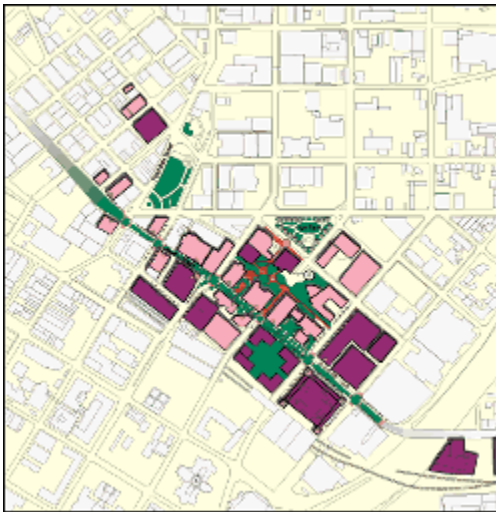
Source: EDAW, Inc.

City of Atlanta Comprehensive Development Plan, updated annually. The Charter of the City of Atlanta mandates the preparation of a Comprehensive Development Plan (CDP), used as a guide in the preparation and adoption of the five-year Capital Improvements Program and yearly city budget. Neighborhood Planning Unit M is the area outlined in the CDP that would encompass the boundaries in the proposed Eastside Redevelopment area. The Eastside plan will follow zoning and land use requirements and guidelines as presented in the CDP, and pays heed to the anticipated future conditions outlined in this plan. The CDP also follows design policies established in a number of earlier plans, including the Pedestrian Space Plan and the Parks, Open Space and Greenways Plan, elements of which have been incorporated into this plan. A copy of the City's 2003 plan is available online:

www.ci.atlanta.ga.us/citydir/dpdnc/cdp2002fd.htm



Georgia State University's Main Street Master Plan. The plan, Georgia State University's "*Vision of an Urban Village*," calls for growth of the campus over the next ten years and beyond. The goal is to create a more inviting, pedestrian-friendly campus with ties to the city, to provide more teaching and research space, and to build a campus identity and atmosphere that is distinct and memorable.



-  Existing Buildings
-  Future Buildings

Source: www.gsu.edu/~wwwmsp/gallery/index.html

The Main Street Master Plan reflects Georgia State University's central mission: *to become the nation's leading research university in an urban environment*. In the plan, Decatur Street is developed as a "Main Street" pedestrian corridor through redesigning the street with traffic calming measures, improvements to sidewalks, by adding a bike path and street trees, establishing street-front buildings and connecting new, outdoor gathering areas. Plans call for the construction of at least four new buildings, and encouraging housing development by private developers. For more information, go to <http://www.gsu.edu/~wwwmsp/index.html>.

Historic District Development Corporation. The HDDC has planned and is producing successful redevelopment and historic preservation activities. HDDC plans, many of them financed, include:

- Atlanta Life Insurance Complex. A renovation and expansion project adding 15,000 square feet for offices and restaurant, \$6 million investment.
- Auburn Avenue Façade Improvements. Improvements for 18 buildings, paid for by owner investments matched by \$400,000 in City of Atlanta CDBG funds.



- Infill Housing Project. 40 units of in-fill housing on Randolph, Howell and Gaspero streets, \$3 million value estimated.
- Studioplex expansion. Renovation of 10,000 in existing facility for a 200-seat live performance theater and restaurant, \$3-\$4 million investment estimated.
- Dynamic Metal Lofts. Proposed 42 market-rate condos and 6,000 square feet of retail at Edgewood and Randolph streets, \$6.5 million value estimated.
- Unnamed Residential. 1) 18-unit condominium project, joint project with HDDC, ANDP and Beazer Homes, \$6 million investment. 2) Six townhouses on Irwin Street, \$4 million in private financing.

MARTA's Transit-Related Development Program. MARTA is committed to increasing density around its rail stations via a Transit-Related/Joint Development Program. Its first success is the Lindbergh Center Transit Oriented Development (TOD) site, on which is being built a multi-use development consisting of commercial office towers, retail stores, restaurants, and residential buildings. All of the planned development is under construction on property already owned by MARTA surrounding the Lindbergh MARTA station. BellSouth has announced that it will occupy over 1,000,000 square feet of commercial office space in this new development.

Martin Luther King, Jr. National Historic Site / National Park Service. This plan includes a proposal for a possible National Historic Site expansion. This site hosts approximately half-a-million visitors a year and is one of the major economic engines of this area of Downtown Atlanta.



Contractual Relationships

The State Redevelopment Powers Law authorizes the City of Atlanta to designate a Redevelopment Agent for the purpose of carrying out the Redevelopment Plan. It is anticipated that the City of Atlanta will designate the Atlanta Development Authority (ADA) to serve as the City's Redevelopment Agent responsible to the City for implementing the proposed Redevelopment Plan. As the City's Redevelopment Agent, the ADA will carry out tasks in the following areas:

1. Coordinating implementation activities with other major participants in the Redevelopment Plan and their respective development and planning entities, including the Atlanta Housing Authority, Atlanta Board of Education, Central Atlanta Progress, Fulton County, the communities impacted and other stakeholders, as well as with various City of Atlanta departments involved in implementing the Redevelopment Plan.
2. Conducting (either directly or by subcontracting for services) standard predevelopment activities, including - but not limited to - site analysis, environmental analysis, development planning, market analysis, financial feasibility studies, preliminary design, zoning compliance, facilities inspections, and overall analysis of compatibility of proposed development projects with the City's Comprehensive Development Plan and the Redevelopment Plan.
3. Seeking appropriate development projects, financing and other forms of private investment in the Redevelopment Area from qualified sources.
4. Reviewing and analyzing all applications for TAD financing to (a) ensure that TAD-financed projects are consistent with the City's Goals for the TAD area and (b) prioritize TAD-financed projects so as to maximize the economic impact within the TAD area.
5. Administering all aspects of the TAD financing application process from the first application through approval by the Atlanta Development Authority Board of Directors of the final application.
6. Developing public-private ventures, loans to private enterprise and intergovernmental agreements as needed.



7. Marketing the Redevelopment Area among developers, capital sources and the general public.
8. Coordinating public improvement planning and construction with the City's Departments of Public Works, Watershed Management, and Planning and Neighborhood Development.
9. Entering into negotiations, either directly or through designated brokers, with property owners and real estate developers within the Redevelopment Area for the purpose of acquiring land and property for redevelopment in accordance with the Redevelopment Plan.
10. Preparing economic and financial analyses, project-specific feasibility studies and assessments of tax base increments in support of the issuance of Tax Allocation Bonds by the City.
11. As directed by the City, negotiate and enter into development agreements to implement the Redevelopment Plan.
12. The ADA will perform other duties as necessary to implement the Redevelopment Plan.

The ADA will seek reimbursement for Redevelopment Plan preparation and redevelopment consulting as needed to complete the plan implementation provisions. To manage the redevelopment process, the ADA will seek contractual arrangements with qualified vendors to provide the professional and other services required in qualifying and issuing the bonds, as well as in services including design, feasibility, project management, legal, engineering, and other services required for implementation of the proposed Redevelopment Plan.

Relocation Plans

As currently foreseen, minimal or no relocation is anticipated within the Eastside Redevelopment Area. If there is relocation of existing businesses, such relocation expenses may be provided for under all applicable federal, state and local guidelines if public funds are used for property acquisition and such sources of funds require relocation benefits to be offered to tenants and users for relocation.



Zoning & Land Use Compatibility

The proposed Eastside Redevelopment Area falls within the City's Neighborhood Planning Units M, N, V and W, with its attendant zoning classifications. The Redevelopment Area is more specifically characterized by zoning classifications that allow a wide range of redevelopment in land uses such as:

- High density commercial
- Office/Institutional
- High density residential
- Mixed use
- Light industrial
- Low density residential
- Low density commercial

The existing land use in this area shows a great amount of underdeveloped property, with some existing commercial, office/institutional and residential uses. The majority of the parcels in the Eastside Redevelopment Area are parking lots, vacant lots or underutilized lots. Transportation, utility and some residential uses are found predominantly bordering the eastern, northeastern, and southern boundaries of the Redevelopment Area, with some retail in the southeastern area.

The projects proposed for the Redevelopment Plan are generally consistent with existing zoning classifications and land uses. They meet the land use guidelines required in the City's *2003 Comprehensive Development Plan (CDP)*, and will help encourage the occurrence of more dense development and vertical expansion with improved linkages to existing developments as projected in the CDP. Retail, commercial and residential developments should increase as the proposed projects are developed.

Method of Financing / Proposed Public Investments

Public improvements can be used to attract investment into the proposed Eastside Redevelopment Area. TAD funds can be used for reinvestment in the district to arrest continued tax base deterioration. Anticipated public improvements intended to enhance the Redevelopment Area to promote private investment as well as revitalize the residential and commercial neighborhoods include a broad range of categories as identified here.



Use of Funds for Proposed Public Improvements

Planning, engineering, legal, design, environmental, marketing and other professional services needed to achieve successful project implementation	\$2,000,000 - \$5,000,000
Acquisitions and development	\$6,000,000-\$20,000,000
<ul style="list-style-type: none"> • Right-of-way • Planned development • Park and open space • Acquisitions for development and redevelopment • Housing • Demolition 	
Parking	\$2,000,000-\$20,000,000
Transportation improvements	\$10,000,000-\$20,000,000
<ul style="list-style-type: none"> • Streetscaping & signage (wayfinding) • Street improvements and reconstruction • Greenway trails • Street lighting • Traffic signals & controls • Landscaping • Underground relocation of utilities • Public transportation improvements 	
Water and sewer	\$2,000,000-\$10,000,000
Schools and public safety	\$5,000,000-\$10,000,000
Neighborhood Parks & Historic Preservation	\$2,000,000-\$6,000,000
TOTAL	\$29 million to \$91 million

These categories and cost allocations are estimates only and are subject to revision as the Redevelopment Plan is implemented.

The redevelopment costs will be funded from a variety of public and private sources, including the following:

- Federal and state planning and transportation funds
- Proceeds of tax allocation bonds
- Private development funds
- Other federal, state and local grant and funding sources as appropriate and available

Taxable Valuation for TAD

The Tax Financing District within the proposed Eastside Redevelopment Plan boundaries had a total taxable base value of \$256,228,450 (2,383 parcels) in 2003 according to the tax records of the City of Atlanta and Fulton County Joint Tax Board. Verification will be sought from the State of Georgia Revenue Commissioner's Office. The proposed Tax Allocation District, absent Peachtree Center developments, has experienced no statistically significant growth of the tax roll.

Historic Property within the TAD Boundaries

There are a number of historic properties, both districts and buildings, located within the proposed Eastside TAD that are either:

- Listed on the National Register of Historic Places
- Eligible for listing on the National Register of Historic Places
- Locally designated through the City of Atlanta's Zoning Code
- Eligible for local designation through the City of Atlanta's Zoning Code
- A combination of above

If any altering of historic properties is required and involves use of public funds by this proposed redevelopment effort, such modification will take place according to relevant federal, state and local guidelines and requirements unless such modifications are being initiated by private enterprise.

The projects considered for TAD funding will develop their plans using a proactive approach to rehabilitation and reuse of historic properties. The proposed Eastside Redevelopment Plan and the use of TAD funding both incorporate the guarantee that historic properties, whether officially recognized, will not be demolished unless and until their reuse feasibility has been evaluated and reviewed by the appropriate local or state agencies, such as the state's historic preservation officer, and no feasible reuse has been found. Rehabilitation of historic structures is anticipated.



National Register of Historic Places within the Eastside TAD Boundaries

Atlanta & West Point Railroad Freight Depot
Baltimore Block
Butler Street CME Church
Cabbagetown Historic District
Capital City Club
Church of the Sacred Heart of Jesus
Coca-Cola Building Annex
Dixie Coca-Cola Bottling Company Plant
English-American Building
Farlinger
First Congregational Church
Freeman Ford Building
Grady Hospital
W.D. Grant Building

Imperial Hotel
Martin Luther King Jr. National Historic Site & Preservation District
Crawford W. Long Memorial Hospital
North Avenue Presbyterian Church
Southern Bell Telephone Company Building
Sweet Auburn Historic District
Thornton Building
Underground Atlanta Historic District
Western & Atlantic Railroad Zero Milepost

City of Atlanta Designated Properties Within the Eastside TAD Boundaries

Dixie Coca-Cola Bottling Plant (Landmark)
First Congregational Church (Landmark)
Imperial Hotel (Historic)
Thornton Building/Ten Park Place

Ponce Apartments
Martin Luther King, Jr. Historic District (Landmark)

Sources: National Register Online (www.nr.nps.gov) and Atlanta 2003 Comprehensive Development Plan

Creation & Termination Dates for TAD

It is proposed that the Eastside Tax Allocation District be created effective December 31, 2003. The Redevelopment Powers Law provides that the district will be in existence until all redevelopment costs, including debt service, are paid in full. It is therefore proposed that the Redevelopment Area and accompanying Tax Allocation District remain in existence for a period equal to the anticipated length of the outstanding bond issues.

Tax Allocation Increment Base & State Certification

The State Revenue Commissioner will be asked to certify the tax base for the Eastside TAD as of December 31, 2003. Approval of the Tax Allocation District and Tax Increment will be sought in accordance with the Redevelopment Powers Law. The State Revenue Commissioner will be asked no later than December 31, 2003 to certify the Eastside TAD Tax Increment Base for 2003 in the amount of \$256,228,450.



Atlanta Tax Allocation District #5 – Eastside

Total Number of Parcels	2,383
Total Parcel Area	Acres 890
Total Appraised Value	\$1,618,187,800
Total Assessed Value (40%)	\$647,275,120
Total Taxable Value	\$256,228,450

Property Taxes Collected Within Tax District to Serve as Base

Total Taxable (\$256,228,450) x Useable Millage (0.042222) = \$10,818,477

Property Taxes for Computing Tax Allocation Increments

As provided in the Redevelopment Powers Law, the taxes that will be included in the Tax Increment Base for the Tax Allocation District are based on authorized ad valorem taxes that total a millage rate of 42.222.

City of Atlanta operating	8.710 mills
Fulton County operating	12.052 mills
Atlanta Board of Education operating	21.460 mills
Total	42.222 mills

For those areas where the Downtown Improvement District (DID) overlaps with the Eastside TAD, the TAD will not affect that financing vehicle in any way. The millage for the DID will not be included in the TAD calculation. The use of an Enterprise Zone is not excluded by this plan.

Tax Allocation Bond Issues

Amount of Bond Issue

Upon adoption of this Redevelopment Plan, the City of Atlanta proposes to issue tax allocation bonds in one or more bond issues in amounts to range from \$8 million to \$50 million.



Term of the Bond Issue or Issues

The City proposes to issue tax allocation bonds for no greater than 25 years or the maximum term permitted by law.

Rate of Bond Issue

The City of Atlanta intends to issue fixed rate tax exempt bonds if possible. The actual rate, however, will be determined at the time of issuance based upon general market conditions, anticipated development within the redevelopment area, assessed taxable property values, and federal tax law considerations.

Positive Tax Allocation Increments

The positive tax allocation increment for the period covered by the term of the bonds is estimated to range from \$938,000 to \$5,766,000 annually. The actual amount will depend upon the pace at which the Redevelopment Plan is implemented and the impact of the redevelopment activities and other economic factors on the tax base in the district as a whole. *For example, one mid-sized, mixed-use office development would add at least \$400,000 to the annual tax base of this area.*

Property to be Pledged for Payment of the Bonds

The bonds will be secured by the positive tax allocation increment from eligible ad valorem taxes levied by the City of Atlanta and Fulton County for operating expenses, including the amount levied by the City for the Atlanta Board of Education.

Other TAD Considerations

TAD Proceeds. Tax revenues collected by the City/County Tax Office will be deposited into a Special Fund account. The Redevelopment Agent will have the authority to disperse funds for ongoing expenses related to the TAD and any bond obligations. It is intended that funds collected will include ad valorem taxes derived from the TAD and another other funds approved by appropriate taxing authorities.



Eminent Domain. The Redevelopment Agent has the right to pursue condemnation with the City of Atlanta under the Redevelopment Powers Law and the Urban Redevelopment Law.

Other Required Information. All other information required by the City, County, Atlanta Board of Education or other relevant participating entities will be provided in a timely manner.

Changes Anticipated. It is anticipated that changes will be made to the proposed Eastside Redevelopment Plan from time-to-time by the Redevelopment Agent, subject to approval by the City of Atlanta.



Appendix A

Maps & Drawings

1. Proposed Eastside TAD Boundary Map [Redevelopment Plan Boundary Map (L)]
2. Proposed Eastside TAD Parcels
3. Proposed Eastside TAD Current Land Use and Corresponding NPUs
4. Proposed Eastside TAD City Council Districts
5. Documented Environmental Hazards



Appendix B

Supporting Documents

7. Redevelopment Area Boundary Description
8. List of Tax Parcel ID Numbers
9. Incremental Taxes & Supportable Bonds from New Development



Appendix B-7: Redevelopment Area Boundary Description

ESTAD Boundary Description

Beginning at the intersection of the northwest right-of-way of North Avenue and the western right-of-way of Interstate 75/85, proceed east along the north right-of-way of North Avenue to the northeast right-of-way intersection of West Peachtree Street, proceed south along the east right-of-way of West Peachtree Street to the southeast right-of-way intersection of Linden Way, proceed west along the south right-of-way of Linden Way to the southeast right-of-way intersection of Spring Street, proceed south along the east right-of-way of Spring Street to the northeast right-of-way intersection of Linden Avenue, proceed east along the north right-of-way of Linden Avenue to the northeast right-of-way intersection of West Peachtree Street, proceed south along the eastern right-of-way of West Peachtree Street to the northeast right-of-way intersection of Pine Street, proceed east along the north right-of-way of Pine Street to the northwest right-of-way intersection of Peachtree Street, proceed north along the west right-of-way of Peachtree Street to the northwest right-of-way intersection of North Avenue, proceed east along the north right-of-way of North Avenue to the northeast right-of-way intersection of Piedmont Avenue, proceed south along the eastern right-of-way of Piedmont Avenue to the southeast right-of-way intersection of Pine Street, proceed west along the south right-of-way of Pine Street to the southeast right-of-way intersection of Courtland Street, proceed south along the east right-of-way of Courtland Street to the northeast right-of-way intersection of Currier Street, proceed east along the north right-of-way of Currier Street to the northeast right-of-way intersection of Piedmont Avenue, proceed south along the east right-of-way of Piedmont Avenue to the northeast right-of-way intersection of Piedmont Avenue and Interstate 75/85, proceed southeast along the north right-of-way of Interstate 75/85 to the north right-of-way of the Freedom Parkway, proceed east and northeast along the northern right-of-way of Freedom Parkway to the west right-of-way of Southern CSX Rail Road, proceed southwest and south along the west right-of-way of the Southern CSX Rail Road to the northeast right-of-way intersection of DeKalb Avenue, proceed southeast across DeKalb Avenue and across the railroad tracts to the northeast right-of-way of Berean Avenue, proceed south along the east right-of-way of Berean Avenue to the north right-of-way of Interstate 20, proceed west along the north right-of-way of Interstate 20 to the southwest right-of-way of Cooper Street, proceed north along the west right-of-way of Cooper Street to the northwest right-of-way intersection of Forsyth Street, proceed northeast along the northwest right-of-way of Forsyth Street to the northeast right-of-way intersection of Marietta Street, proceed southeast along the north right-of-way of Marietta Street to the north right-of-way intersection of Edgewood Avenue, proceed east along the north right-of-way of Edgewood Avenue to the northwest right-of-way intersection of Peachtree Center Avenue, proceed north along the west right-of-way of Peachtree Center Avenue to the southwest right-of-way intersection of the east-west, public alley just north of Auburn Ave, proceed west along the south right-of-way of the public alley to the southwest right-of-way intersection of Park Place, proceed north along the west right-of-way of Park Place to the



northwest right-of-way intersection of John Wesley Dobbs Avenue, proceed east along the north right-of-way of John Wesley Dobbs Avenue to the northwest right-of-way intersection of Peachtree Center Avenue, proceed north along the west right-of-way of Peachtree Center Avenue to the northwest right-of-way intersection of Harris Street, proceed east along the north right-of-way of Harris Street to the southwest right-of-way of Interstate 75/85, proceed northwest along the southwest right-of-way of Interstate 75/85 to the southwest right-of-way intersection of Baker Street, proceed west along the south right-of-way of Baker Street to the southeast right-of-way intersection of Courtland Avenue, proceed north along the east right-of-way of Courtland Avenue to the land lot line common to Land Lot 50 and Land Lot 51, proceed west along the land lot line common to Land Lot 50 and Land Lot 51 to the northwest right-of-way intersection of Peachtree Center Avenue, proceed north along the west right-of-way of Peachtree Center Avenue to the southeast right-of-way intersection of Peachtree Street, proceed southwest along the east right-of-way of Peachtree Street to the southeast right-of-way intersection of Baker Street, proceed west along the south right-of-way of Baker Street to the southwest intersection of Spring Street (northbound), proceed north along the west right-of-way of Spring Street to the southeast right-of-way of the Spring Street (southbound) entrance ramp to Interstate 75/85, proceed west along the south right-of-way of the Spring Street (southbound) entrance ramp to the southwest right-of-way of Williams Street and the Williams Street exit ramp from Interstate 75/85, proceed north along the west right-of-way of Williams Street and the Williams Street exit ramp to the west right-of-way of Interstate 75/85, proceed north along the west right-of-way of Interstate 75/85 to the northwest right-of-way intersection of North Avenue (The Beginning Point).



Appendix C

City of Atlanta Mayor and Council

Shirley Franklin
Mayor

Cathy Woolard
President of Council

Council Members

Carla Smith – District 1

Felicia Moore – District 9

Debi Starnes – District 2

C.T. Martin – District 10

Ivory Lee Young, Jr. – District 3

Jim Maddox – District 11

Cleta Winslow – District 4

Derrick Boazman – District 12

Natalyn Mosby Archibong – District 5

Cesar C. Mitchell – Post 1 At-Large

Anne Fauver – District 6

Mary Norwood – Post 2 At-Large

Howard Shook – District 7

H. Lamar Willis – Post 3 At-Large

Clair Muller – District 8

www.ca.atlanta.ga.us



Appendix D

Fulton County Board of Commissioners

**Vacant
Chairman (At-Large) – District 1**

**William "Bill" Edwards
Vice Chair – District 7**

Commission Members

Robb Pitts (At-Large) – District 2

Emma Darnell – District 5

Bob Fulton – District 3

Nancy Boxill – District 6

Tom Lowe – District 4

www.co.fulton.ga.us



Appendix E

Board of the Atlanta Public Schools

Emmett Johnson
President

Kwanza Hall – District 1
Vacant – District 2
Mike Holiman – District 3
Kathleen Barksdale Pattillo – District 4
Jean Dodd – District 5

Sadie Dennard – District 6
Eric Wilson – At Large Seat 7
Mark Riley – At Large Seat 8
Emmett Johnson – At Large Seat 9

www.atlanta.k12.ga.us



Appendix F

Eastside Atlanta Stakeholders

(Partial Listing)



<u>Name</u>	<u>Company</u>
Avery, John	Historic Oakland Foundation
Benton, Larry	Novare Group
Borders, Gloria	Wheat St. Charitable Found.
Borders, Jim	Novare
Brooks, Bakari	Atlanta Housing Authority
Dixon, Renee	Atlanta Housing Authority
Giornelli, Greg	ADA
Glass, T. Brian	SoNo Redevelopment Group
Hall, Kwanza	Atlanta Board of Education
Hayley, Pete	University CDC
Henderson, Valena	Wheat St. Charitable Found.
Hogan, John	Novare
LaGrone, Russ	Portman Holdings
Mercer, Maureen	AHA
Pickett, Tony	Atlanta Housing Authority
Robinson, A.J.	Central Atlanta Progress
Young, Chuck	Atlanta Housing Authority

Technical and Staff Assistance

Kelly, Whitney	Central Atlanta Progress
Kelman, Paul	Central Atlanta Progress
Rhein, Amanda	Central Atlanta Progress
Shamsuddin, Tahmida	Central Atlanta Progress



Appendix G

Resources

Demographic Information	Atlanta Regional Commission, www.atlantaregional.com City of Atlanta Police Department EASI Site Selection Reports & Analysis, http://easidemographics.com Metro Atlanta Chamber of Commerce, www.metroatlantachamber.com Metro Atlanta Crime Commission, www.metroatlantacrimecommission.org U.S. Bureau of the Census, www.census.gov
Planning Documents	Central Atlanta Progress, www.centralatlantaprogress.org City of Atlanta, <i>2003 Comprehensive Development Plan</i> EDAW, www.edaw.com Others as listed in the section, "Public Improvements and Additional Economic Catalysts"

Report edited and designed by Jennifer French Echols and Richard W. Padgett

Contributors include the Atlanta Development Authority, Central Atlanta Progress, the Atlanta Housing Authority and other Eastside Stakeholders, Huntley & Associates, McKenna Long & Aldridge, LLP and William Fleming

