

Westside TAD Neighborhoods Strategic Implementation Plan

for the neighborhoods of Vine City and English Avenue

Summary

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Prepared by: APD Urban Planning & Management, LLC



Goals and Objectives



Goal 1: Create a cohesive, sustainable vision for the Westside TAD Neighborhoods that will guide future redevelopment

Objectives:

- Identify specific recommendations for connections to Downtown and surrounding areas
- Improve and Increase walkability within the project area
- Address watershed management Issues
- Reduce crime within the project area
- Improve the quality and mix of housing stock in the project area
- Identify 3 to 5 key short term development opportunities as priority projects

Goals and Objectives



Goal 2: Build human capital and increase job creation as an economic strategy

Objectives:

- Integrate job creation opportunities into redevelopment scenarios
- Promote public/ private partnership opportunities among developers and interest groups
- Identify opportunities for development of a Resource Center that could provide access to human services needed by the population within the Westside TAD Neighborhoods

Implementation Strategy



The implementation strategy is organized into three distinct phases:

- Stabilization: addresses safety, supports existing residents and businesses and enables property control through acquisition, land banking and property management
- Predevelopment: project management governance structure is recommended to manage the wide range of predevelopment activities, including: establishing zoning that aligns with the vision and designing guidelines that protect the fabric of the community and developing human capital
- Execution: five Priority Project Areas meeting predevelopment and market criteria needed for implementation in two to three years have been identified through a Decision Making Matrix:
 - Martin Luther King Jr. Drive
 - Joseph E. Boone Boulevard
 - Northside Drive Entertainment District
 - North Avenue & Northside Drive
 - James P. Brawley Drive

Stabilization Strategy: Safety



EXISTING APPLICABLE PROGRAMS	RECOMMENDATIONS/ PLAN OF ACTION
Code Enforcement	Increase funding, support existing homeowner and rental rehab repair programs and establish 3 year goal to reduce non-compliant parcels by 75%.
Atlanta Police Foundation Housing Incentive Program (Proposed)	Create partnerships with the Atlanta Police Department and the Police Foundation after stabilization phase and as part of initial marketing and development phase.
Crime Prevention Through Environmental Design (CPTED)	Propose Crime Prevention Through Environmental Design (CPTED) techniques within all new redevelopment projects.
Judicial In Rem Foreclosure Process	Provide funding support to the City Solicitor office for 3 years to initiate a English Avenue/Vine City Pilot Project to demonstrate the effectiveness of using the Judicial In Rem Foreclosure process to gain site control of vacant and abandoned property.



Before



After Restoration

Stabilization Strategy: Existing Residents/Business



EXISTING APPLICABLE PROGRAMS	RECOMMENDATIONS/ PLAN OF ACTION
Homeowner Rehab Program	Provide financial incentives in the form of grants and deferred loans for homeowners in Priority Project Areas to address code violations.
Rental Rehab Program	Provide financial incentives for small investors to repair code violations and address deferred maintenance in Priority Project Areas. Conditioned on renting to families with incomes equal to or less than 80% AMI.
Low Income Housing Tax Credit (LIHTC) Program	Inventory vacant apartment complexes, demolish deteriorated buildings, land bank a select number of vacant apartment buildings in/near Priority Project Areas and then market buildings to developers for acquisition and renovation.
Business Façade Program	Implement a façade improvement program for commercial properties located along key commercial corridors. Provide technical assistance from architects.
Tax Abatement	Freeze property taxes until sale or transfer to incentivize owner-occupants and small investors to reinvest in their properties.

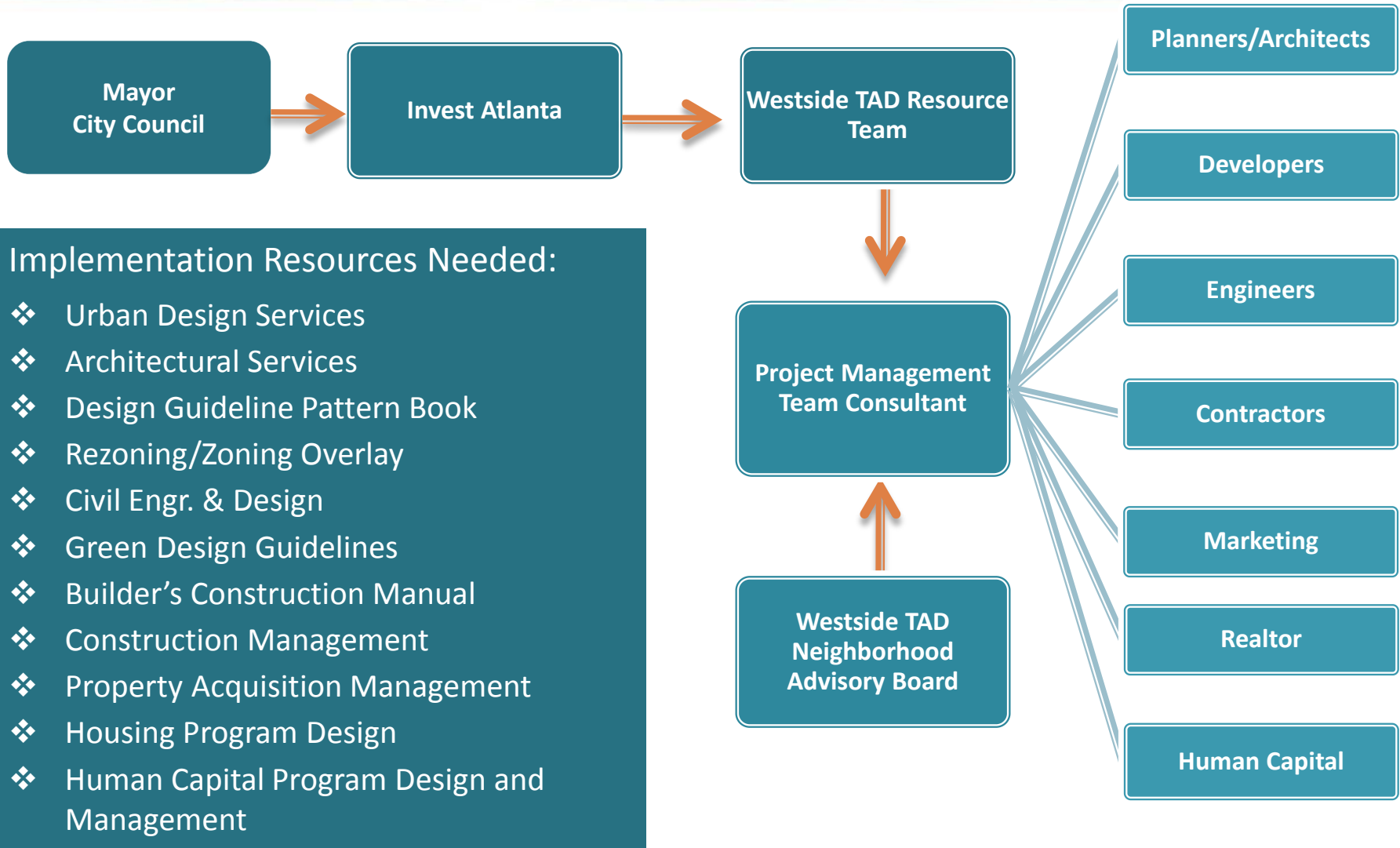


Before



After

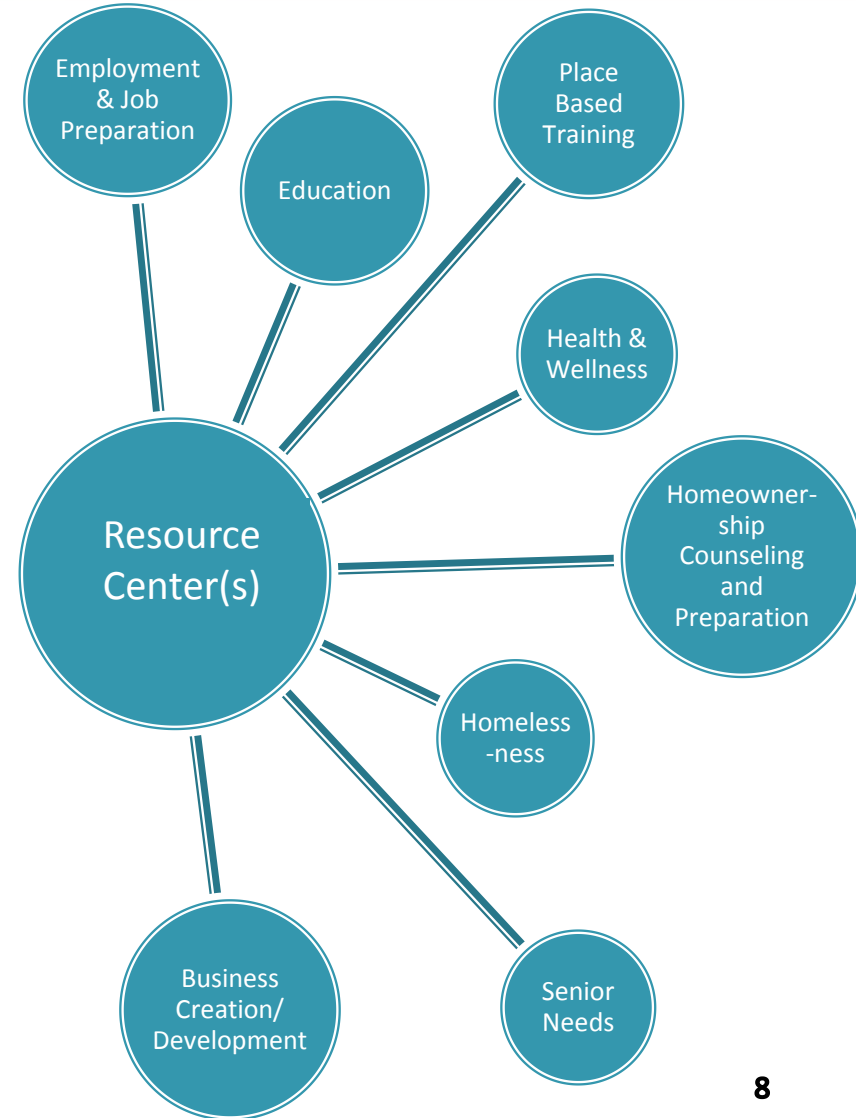
Predevelopment Strategy: Project Management



Predevelopment Strategy: Human Capital & Job Creation

Resource Center

- Accessible to public transportation
- Potential to reinvigorate development within a Priority Project Area
- Ability to become operational within a short time frame (6 months or less)
- Ability to accommodate growth as additional services are added
- Inclusive of qualified existing service providers in the neighborhood



Execution Strategy: Decision Making Matrix

The Decision Making Matrix (DMM) is an organized method to analyze criteria that are important in moving potential development projects forward.

- It is intended to aid the community and development leaders to make objective decisions in prioritizing proposed development initiatives.
- Uses maps and financial analysis that aid in demonstrating how different criteria factor into prioritizing initiatives

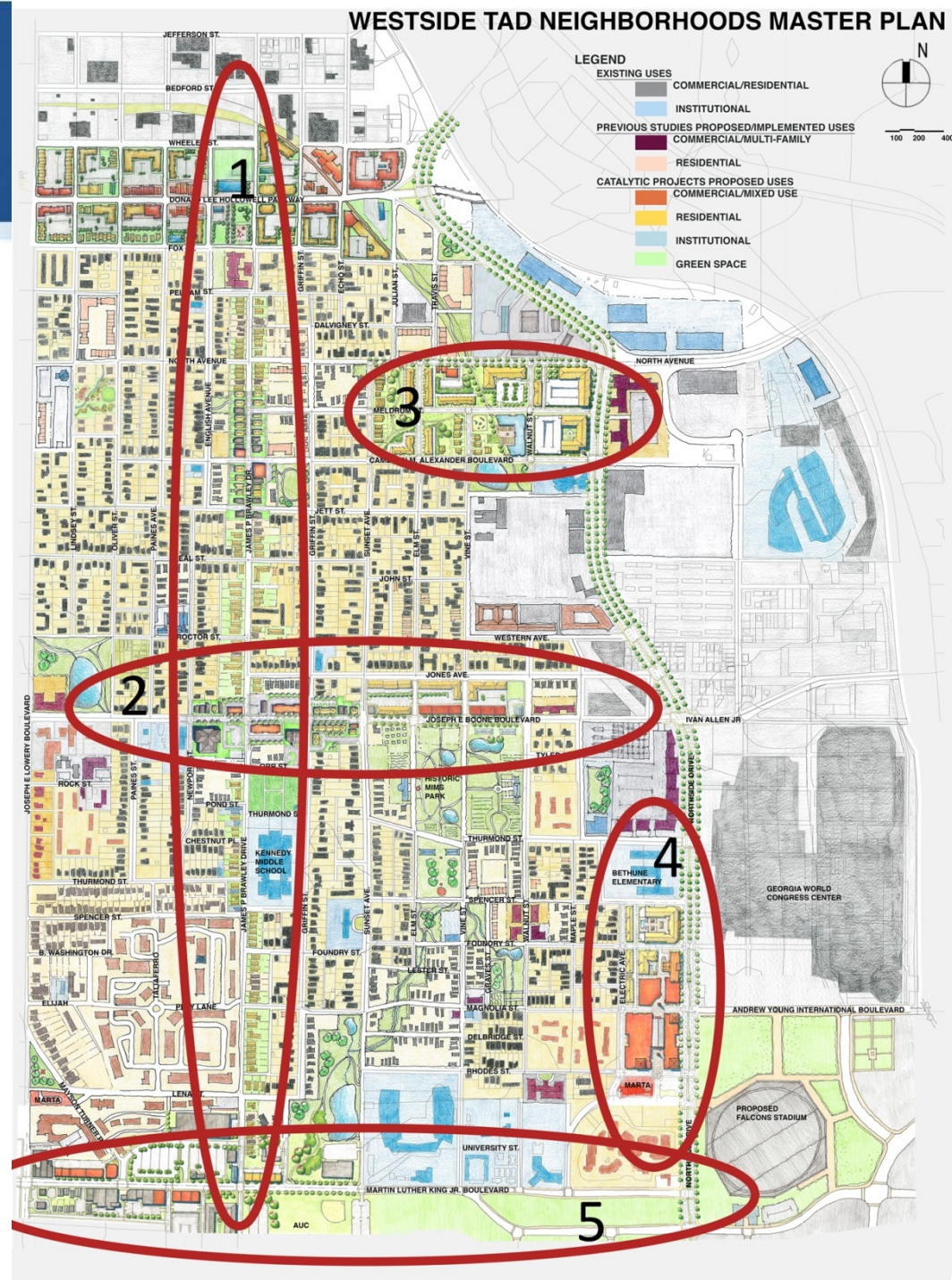
The Decision Making Criteria covers two areas:

- Predevelopment and Market Criteria: Helps determine a project's status in the predevelopment process. These criteria also aid in measuring a project's feasibility within the market and its ability to succeed.
- Economic Impact: Measures how a project plans to positively impact the community in job creation, increased human capacity, and improved infrastructure.

Execution Strategy

PRIORITY PROJECT AREAS

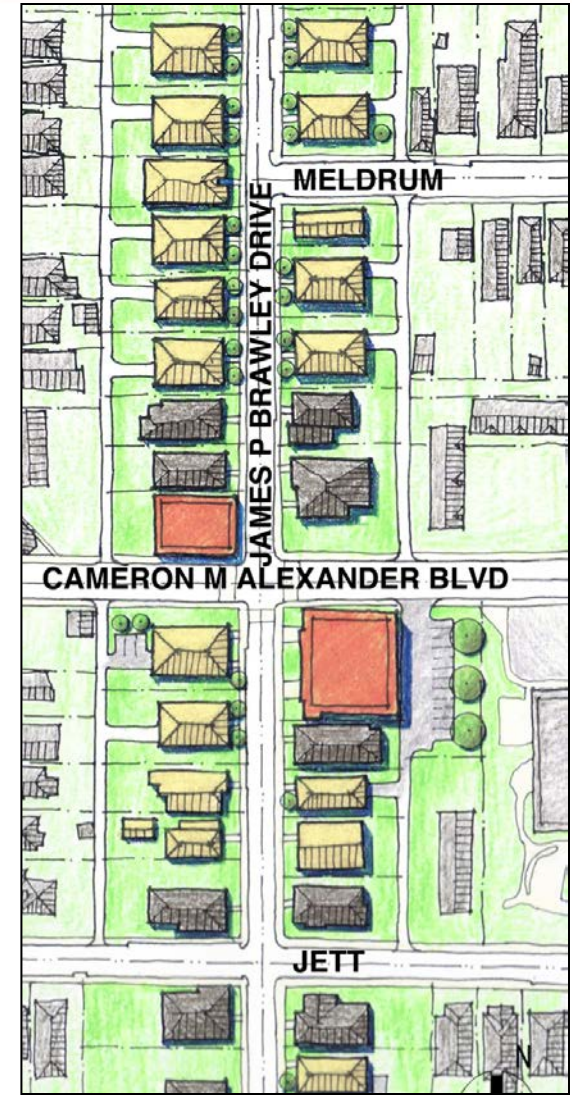
1. James P. Brawley Drive
2. Joseph E. Boone Boulevard
3. North Avenue and Northside Drive
4. Northside Drive Entertainment District
5. M.L. King Jr. Boulevard



James P. Brawley Drive

Project Description: single and multifamily, residential redevelopment and stabilization.

- Market Assessment: CAUTION, WITH CONDITIONS
- Program:
 - Mixed Use = 14,000 square feet (2 buildings)
 - Residential Infill = 15 units
 - Single Family / Owner-occupied rehabilitations = 10 units
- Budget: \$6,965,000
- Timeline: Construction could begin by the summer of 2014
- Job Creation:
 - Jobs Created: Mixed Use 47
 - Job Types: Deconstruction, new construction, and restorations
- Previous Studies: English Avenue Community Redevelopment Plan Update (9/2006)



Joseph E. Boone Boulevard

Project Description: neighborhood commercial street and heritage tourism corridor

- Market Assessment: 2nd Phase
- Program
 - Commercial = 29,000 square feet
 - Townhomes = 21 units (@ 2,000 square feet)
 - Single Family = 1 new, 7 owner-occupied rehabilitations
 - Budget: \$11,123,000
 - Timeline: Construction could begin by the summer of 2014
- Job Creation: 97 retail jobs
- Previous Studies: English Avenue Community Redevelopment Plan Update (9/2006), Proctor Creek Vision Plan



North Avenue and Northside Drive

Project Description: eight blocks of mixed use development, and a spur of the planned multi-use trail connecting to the Atlanta BeltLine

- Market Assessment: 2nd Phase
- Program
 - Retail = 87,500 square feet (3 buildings @ 4-6 stories)
 - Residential = 280 units
 - Community Center = 56,000 square feet

- Townhomes = 43 units
- Single Family = 5 units
- Structured Parking = 1,141 spaces
- Budget: \$104,087,000
- Timeline: Construction could begin by the summer of 2014
- Job Creation: 362 jobs
- Previous Studies: English Avenue Redevelopment Plan Update (9/2006), Northside Drive Vision (2013)



Northside Dr. Entertainment District

Project Description: high intensity, mixed-use entertainment district

- Market Assessment: HIGHLY RECOMMENDED

- Program:

- Retail = 108,250 square feet
- Hotel = 110 keys at 143,000 square feet
- Restaurant = 51,800 square feet
- Apartments = 171 units
- Structured Parking = 1 580 spaces
- Townhomes = 20 units

- Budget: \$121,521,000

- Timeline: Construction could begin by the summer of 2015, opening 2017

- Urban design, transportation & stormwater management recommendations

- Job Creation: 361 retail, 334 restaurant, 28 hotel

- Previous Studies: “Electric Avenue Entertainment District” (9/2009), Vine City Redevelopment Plan (2004), Georgia Tech Northside Drive Vision (2013).



Martin Luther King Jr. Drive

Project Description: streetscape revitalization and infrastructure projects to create a mixed-use town center

- Market Assessment: Highly Recommended
- Program
 - 21,300 square feet of infill retail
 - Live/Work units = 5 units
 - Budget: \$9,410,000

- Timeline: Construction could begin by the summer of 2014

- Job Creation: 71 retail

- Previous Studies: Martin Luther King Jr. Drive Corridor Study (2005), Vine City/Washington Park LCI (2009), Proctor Creek Watershed Plan (2012)





**Prime : APD Urban Planning &
Management, LLC**

Jesse Wiles II

President

ojw@assetproperty.com

260 Peachtree St. NW Ste. 2200

Atlanta, Georgia 30303

404-230-8427

Warren Campbell

Senior Project Manager

wcampbell@assetproperty.com

Glenda Y. Matute

Project Coordinator/Urban Design Manager

gmatute@assetproperty.com

Project Team Members

Cooper Carry

Deborah Jensen

deborahjensen@coopercarry.com

404 237-2000

Kimley Horn and Associates

Rob Ross

Rob.Ross@kimley-horn.com

404-201-6146

PEQ Inc.

Inga Kennedy

contact@peqatl.com

770-306-0100