

EXECUTIVE SUMMARY

The City of Atlanta proposes the expansion of the Techwood Park Urban Redevelopment Plan and Tax Allocation Bond District adopted by the City in 1992, also known as Tax Allocation District Number 1 for the following reasons:

1. The establishment of Centennial Olympic Park in 1996 removed approximately 25 percent of the tax digest, resulting in a loss of tax allocation base and effectively placing the district in a negative tax increment position.
2. The current boundaries need to be expanded to create a more inclusive and coherent redevelopment area and an effective strategy and tool for redevelopment in the area west of downtown.

The areas to be included in the Expansion are indicated on Map 1.

Overview of Tax Allocation Districts:

Tax Allocation Districts are authorized in Georgia under the Redevelopment Powers Act, Chapter 44, Title 36. A Tax Allocation District, typically referred to as Tax Increment Financing, is a tool used to publicly finance certain redevelopment activities in underdeveloped blighted areas. A tax allocation district 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.

Purpose of this Redevelopment Plan:

This redevelopment plan has been compiled in fulfillment of the Redevelopment Powers Act, Chapter 44, Title 36 in establishing a Tax Allocation District. The primary purposes of this redevelopment plan are to:

1. specify the boundaries of the area proposed for redevelopment.
2. provide evidence that the area has not been subject to growth and development through private enterprises and does not anticipate development without the creation of a Tax Allocation District.
3. explain the proposed vision for the area and potential for redevelopment
4. establish the area's current tax base and to project the increase in the tax base after redevelopment.
5. provide other technical requirements as outlined by the Redevelopment Powers Act.

Plan Goal/Vision:

To capitalize on the 1996 Olympic legacy, Centennial Olympic Park, and facilitate the redevelopment of the long neglected western portion of downtown and the historic neighborhoods of Vine City and English Avenue. To facilitate this objective, TAD proceeds will be disbursed with a minimum of 20% of TAD proceeds derived from within the Downtown Area (defined as all area within the TAD District not within the Empowerment Zone) going toward projects in the Empowerment Zone Communities within the TAD District. 100% of TAD proceeds derived from within the Empowerment Zone Communities

will stay within the Empowerment Zone. This plan incorporates the vision of community redevelopment initiatives and provides these efforts with a financing tool for implementation.

Approval of this Plan Does Not:

- Constitute approval of any specific project or circumvent any approval process that would otherwise be required by statute or ordinance.

This Plan Does:

- Establish an Expanded Tax Allocation District (TAD), which will make available a funding source for redevelopment projects within the Westside Redevelopment TAD.
- Support the goals of the Mayor's Renaissance Program.
- Fosters the development of connections between educational institutions with their neighbors by promoting improved transportation corridors through improved and safer streets, streetscaping for pedestrians, and greenway trails.
- Allows for the development of infill projects to eliminate the development gaps that divide our community.
- Promote the development of infrastructure and amenities such as parks and plazas to encourage and support new and existing businesses, new and renovated housing, and the support services that will help build a sustainable community.

The establishment of a TAD will allow the designated redevelopment agency to leverage future property tax increases through issuance of TAD Bonds. As indicated in Summary Chart, TABLE #1, the net proceeds from a proposed bond issue is estimated to be approximately \$31,000,000 which would be supported by anticipated increases in the area's taxable real property due to redevelopment efforts. Increases in the expanded area's tax revenue in excess of the estimated 1998 tax digest (based on current 1997 tax digest) of \$1,982,896,975 would be dedicated to retire the TAD Bonds. Estimated taxable improvements created after 1998 are \$183,250,000. Approval for this Plan will be sought from the City of Atlanta, Fulton County and the Atlanta Board of Education.

WESTSIDE REDEVELOPMENT PLAN & TAX ALLOCATION BOND DISTRICT

**A Proposal to expand the 1992
TECHWOOD PARK URBAN REDEVELOPMENT PLAN**

A Proposal to Update and Expand Techwood Park Urban Redevelopment Area and Tax Allocation Bond District in Atlanta, Georgia, under the new name of “Westside Redevelopment Plan & Tax Allocation Bond District”

INTRODUCTION

The City of Atlanta proposes the updating of the Techwood Park Urban Redevelopment Plan and Tax Allocation Bond District; also known as Tax Allocation District Number 1. The expanded Redevelopment Area will be known as the Westside Redevelopment Area and will be within the general area between North Avenue, Northside Drive, Fair Street, Forsyth Street and portions of Peachtree Street, William Street, and Spring Street in the downtown area and the neighborhoods of English Avenue and Vine City in Atlanta, Georgia. The City also proposes the designation of that Redevelopment Area as a Tax Allocation District for the purpose of issuing Tax Allocation Bonds in order to fund public improvements, including selective land acquisitions, necessary to attract new private investment and development into the area. . The calculations contained in Chart Project Value Improvements Schedule A and B estimate the extent to which additional taxes could be generated by new development in the proposed areas. The potential increase in tax dollars in the long-term indicates that a dedicated - tax strategy as provided for by the Tax Allocation Bond District legislation could provide substantial assistance in relieving the effects of a deteriorating neighborhood and business community not only within the redevelopment area but in adjacent areas as well.

Vision:

The city, in partnership with the downtown business community, has undertaken an initiative to redevelop the area around the new Centennial Olympic Park into a 24-hour environment where people can live, work, meet and play. The purpose of this “Westside Redevelopment Plan” is to expand these efforts and the existing Tax Allocation Bond District in order to provide a financing source for redevelopment activities in adjacent areas directly around Centennial Olympic Park. This financing source will magnify the redevelopment potential by funding public improvements, as well as attracting the types of private commercial and residential development, which has been envisioned.

This plan envisions the following elements:

- 1000-1500 new residential units around Centennial Olympic Park
- 500-1000 new and/or renovated residential units in the Empowerment Zone Community
- one or more major museums or cultural attraction
- an entertainment district incorporating the existing fabric of the Fairlie-Poplar District

- a mixed use office, hotel and commercial development on Centennial Olympic Park in support of a 24-hour environment
- community retail services to support new residents
- a revived Simpson Road Corridor
- and improved transportation linkages within the district

This plan recognizes other redevelopment efforts that have taken place within the outlined geographical area described above and are referenced and made a part of this plan through such references. This Redevelopment Plan will pursue the spirit of each existing redevelopment plan and any amendments in accordance with those plans within their specified geographic areas. The following are redevelopment efforts included as part of this plan:

- English Avenue Redevelopment Plan
- Master Plan for Vine City/Ashby
- MLK Redevelopment Plan
- Revitalization Plan Fairlie-Poplar District
- Centennial Olympic Park Area (SPI) Development Policies
- The 1995 ULI Centennial Olympic Park Study
- Simpson Road Redevelopment Plan

Generally, it is anticipated that the Westside Redevelopment Area will be redeveloped and revitalized in accordance with the following land uses:

- Residential
- Commercial
- Mixed-Use Commercial and Residential
- Retail
- Office
- Cultural
- Entertainment
- Community Services
- Parks and Open Spaces

The area to be included within the Westside TAD encompasses several existing urbanized communities -- both residential and commercial --, which are characterized by economic and social deterioration, economic and functional obsolescence, disinvestment, isolation and despair. This TAD will continue the work begun under the first Techwood Park Urban Redevelopment Plan, submitted December 21, 1992 and approved.

First, the TAD will support efforts that are currently underway to remove blighted conditions and expanding redevelopment efforts to adjacent residential areas of Vine City and English Avenue as well as the fragmented commercial/warehouse districts located throughout the expanded district. These areas exemplify the underdeveloped slum and blighted communities targeted for special redevelopment efforts by the Redevelopment Powers Act. Numerous vacant buildings and parcels within the expanded district epitomize functional and economic obsolescence. Numerous vacant land parcels and unattended parking lots indicate significant disinvestment.

Second, this plan seeks to capitalize on the opportunity to revitalize the land surrounding the new Centennial Olympic Park. Third, this plan fosters the development of connections between the Central Business District, Clark Atlanta University Center, the Georgia Tech Campus, and adjoining neighborhoods by promoting improved transportation corridors, safer streets, streetscaping for pedestrians, and greenway trails. The above educational institutions make a significant contribution to the academic community but because of their physical isolation from each other and both the CBD and adjoining neighborhoods a great opportunity to build on their vitality has, up to now, been lost.

This plan also allows for the development of infill projects to eliminate the development gaps that divide our community. Currently, infill development will not take place due to obstacles such as inadequate and aging sewers, property acquisition and assemblage costs, and perceived environmental contamination. Through the development of linkages, infrastructure, and infill development this plan will encourage and support new and existing businesses, new and renovated housing, and the support services that will help build a sustainable community.

The positive impact of linkages between all these areas is only limited by our vision. The 1996 Centennial Olympic Games gave the City of Atlanta a great opportunity to improve itself. That opportunity has only partially been realized. The Olympics has given the City a jump-start in revitalizing Downtown Atlanta and its' intown neighborhoods but for the erosion of the City's tax base to truly be stopped and to begin to grow again a plan for sustainable growth needs to be followed. The private sector will not accomplish this on its own; the City of Atlanta needs to take a lead in the viability of the CBD and the redevelopment of intown communities. This plan gives the City of Atlanta an effective strategy and financing tool to continue the momentum.

As indicated in Summary Chart, it is estimated that the net bond financing on the order of **\$31,000,000** (approximate) can be supported by projected increases in the area's aggregate tax base, with incremental increases in the expanded area's taxable property values in excess of the current 1997 tax base of **\$1,982,896,975** being dedicated to retire the bonds.

TABLE 1

Westside Redevelopment Area Summary Chart

Total Appraised Value of Real Property w/in TAD (1997 Tax Year Base)*	\$1,982,896,975
Total Assessed Value of Real Property w/in TAD (1997 Tax Year Base)*	\$793,159,600
Total Estimated Future Improvements (Schedule A)	\$729,755,000
Total Estimated Non Taxable Future Improvements (Schedule B)	<u>(\$546,505,000)</u>
Total TAD Taxable Amount of Real Property (1999 Tax Year)	\$183,250,000
Assessment Ratio	40.00%
Assessed Value of Taxable Improvements	\$73,300,000
Millage Rate (City & County)	0.0488
Real Property Tax Revenues	\$3,577,040
Bonding Calculation	
Real Property Tax Revenues	\$3,577,040
Debt Service Coverage (DSC)	1.35
	\$2,649,659
Debt Service Constant (7%, 25yrs)	0.0848
Projected Gross Bond Funds	\$31,245,982

Approval for such Tax Allocation Bond District will be sought from the City of Atlanta, Fulton County and the Atlanta Board of Education according to the processes stipulated in the Redevelopment Powers Act, Chapter 44 (36-44(1-23)). The actual amount of bonds issued would vary with actual increases in the tax increment, project needs, and conditions within the bond market.

The bond proceeds would be used to finance public improvements, public school construction, streetscapes, transportation, selective land and property acquisition, parking construction, private building rehabilitation, renovations, complete professional services, pay for the redevelopment effort and all other eligible uses per Georgia law within the Redevelopment area. All such activities would be directed toward enhancing the development potential of the area and attracting private investment into it.

It should be duly noted that this plan is a general outline of redevelopment activity. Tax Increment Financing Funds are to be used to help finance the redevelopment efforts

mentioned in this plan and future redevelopment efforts that correspond with the general guidelines set forth in this document and its spirit of redevelopment. However, due to the nature of the extended planning horizon, not all redevelopment efforts, which may occur, have been foreseen by this plan.

This proposal incorporates in concept the Centennial Olympic Park Area improvements, called for by the Urban Land Institute (ULI) Centennial Olympic Park Study, the Herndon Homes revitalization efforts prepared by the Atlanta Housing Authority (AHA), the Simpson Road Redevelopment Plan, and the Vine City and English Avenue redevelopment plans, as well as any new redevelopment plans and approved changes and refinements in the above stated plans which may be made during the proposals' implementation process. The expansion of this redevelopment area is proposed both as an essential complement to those revitalization efforts, as well as a necessary funding vehicle for public improvements to support the redevelopment and private investment for the entire area. It is hoped that by combining these efforts all may succeed. It should be duly noted that this plan is a general outline of redevelopment activity. TAD funds are to be used to help fund these redevelopment efforts mentioned in this plan and future redevelopment efforts that correspond with the spirit of this plan but because of the extended planning horizon have not yet been conceived.

It is estimated by Ernst & Young that at the conclusion of the redevelopment process the development around the park alone will have an economic impact to the city and state of more than 1.4 billion dollars annually, create over 13,000 jobs and result in excess of \$35 million in new local and state revenues annually.

Benchmarks for Successful Redevelopment of the Westside Area

The desired outcomes of a successful Westside redevelopment effort will be based on the following benchmarks:

1. Enhanced physical appearance through streetscape improvements;
2. Increased capacity for new and expanded development through infrastructure improvements
3. Increased tax base as a result of private investment;
4. Increased sales taxes;
5. Increased employment opportunities;
6. Increased residents living Downtown;
7. Improved housing within the Empowerment Zone Communities;
8. Added destination retail opportunities for residents, workers, and visitors; and
9. Added neighborhood support services such as grocery stores, dry cleaners, pharmacies, banking services etc. for residences.

HISTORY

A history and description of the current TAD follows. This introduction will outline the current boundaries and give the rationale for the need for the reconfiguring of the TAD.

The Techwood Park Urban Redevelopment Plan and Tax Allocation Bond District was originally submitted to the City of Atlanta on September 21, 1992 and approved in December 1992. The original purpose for the plan was to establish the “Techwood Park” Redevelopment Area and to create a corresponding Tax Allocation District for the purpose of funding public and private improvements. Tax revenues derived from redevelopment would increase, and such increases spurred by these investments would pay for those same public and private improvements. The Tax Allocation Bonds would be used to fund public and private improvements contemplated by the plan, including selective land acquisition, infrastructure development, etc. necessary to attract new private investment and development into the area.

The original Redevelopment Area and Tax Allocation District was established to help fight the continued blight that had taken hold on both the residential and commercial areas along Techwood Drive south of North Avenue and north of Marietta Street. The commercial and residential areas had been on an economic slide for almost fifty years. It was the City of Atlanta’s plan to utilize the 1996 Olympic games as the impetus to realize the dreams of citizens to revitalize this area with new business opportunities and to provide clean and safe housing. The Olympics represented an unequalled opportunity for trying a comprehensive revitalization effort.

However, many assumptions made in Techwood Park Urban Redevelopment Plan did not develop and/or experience dramatic change. Specifically, the locating of the GCATT on 14th Street instead of within the Techwood Park Redevelopment Area and the creation of Centennial Olympic Park in the District. These changes drastically changed original plan assumptions.

DESCRIPTION OF CURRENT TAD

The Current TAD is located in Land Lots 78 and 79 of the 14th District of the City of Atlanta, in Fulton County, Georgia. The street boundaries of the original district are generally North Avenue on the north, the railway line on the west, International Boulevard on the south, and Williams Street on the east. Specifically, the boundaries of the current TAD are as indicated on following map in as “Old TAD” and are described as follows:

From the corner of North Avenue and I-75/85, west along North Avenue to Luckie Street. South along Luckie Street to Pine Street. West along Pine Street to the eastern property line of the railway. Generally south along the

railway property line to International Boulevard. East along International Boulevard to Marietta Street. South along Marietta Street to Techwood Avenue. Northeast along Techwood to International Boulevard. East along International to Williams Street. North along Williams Street to North Avenue. The western right-of-way border of the I-75/85 expressway functions as the Williams Street border when the two are, in fact, merged.

The Original District is located in City Council District 2 and Neighborhood Planning Unit M.

RATIONAL FOR THE INCLUSION OF NEW AREAS WITHIN THE TAD

Where the original TAD was established to try and harness a large amount of capital quickly to clean up a blighted area for the Olympics, the design of the new and expanded District is more concerned with laying a foundation for continued redevelopment in the expanded area over a longer planning horizon.

The residential and commercial portions of the expanded Redevelopment Area exhibit economic and social characteristics, which qualify them as areas suitable for, and deserving of, redevelopment under the State of Georgia enabling legislation known as the “Redevelopment Powers Law.” (Code 1981,36-44-1, enacted by Ga. L. 1985, p. 1360,1). 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 of 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 calculations contained in Chart Project Value Improvements Schedule A and B indicates the extent to which additional taxes could be generated by new development in the proposed areas. The potential increase in tax dollars in the long-term indicates that a dedicated - tax redevelopment strategy as provided for by the Redevelopment Powers Act in TAD could provide substantial assistance in relieving the effects of a deteriorating neighborhood and business community not only within the redevelopment area but in adjacent areas as well.

DESCRIPTION OF THE PROPOSED TAD

The proposed TAD is located in Land Lots 77, 78, 79, 81, 82, 83, 84, 110, 111, and 112 of the 14th District of the City of Atlanta, in Fulton County, Georgia. The street boundaries are generally North Avenue and the Southern Railway on the north, Ashby Street on the west, Fair Street on the south, and Spring, Williams, Peachtree, and Forsyth Streets on the east.

Specifically, the boundaries of the expanded TAD are as indicated on following map as “Proposed TAD” and are described as follows:

From the corner of I-75/85 at North Avenue, south along the I-75/85 right-of-way to Spring Street, south along Spring Street to Carnegie Way, southeast along Carnegie Way to the northwest corner of parcel # 14 0078 0008 017 along the northern edge of parcel # 14 0078 0008 017 to Peachtree Street. Follow Peachtree Street south to Marietta Street, then west on Marietta Street to Forsyth Street, then south along Forsyth Street to Garnett Street. Follow Garnett Street northwest to Spring St., north on Spring to Peters Street, south along Peters Street to Fair Street, then east along Fair Street to Northside Drive. Follow Northside Drive north to the corner of Martin Luther King, Jr. Drive. Follow MLK, Jr. Drive west to Ashby Street then north on Ashby to Jefferson Street. Follow Jefferson Street east to the Northwest line of Southern Railroad. Follow the Southern rail line southeast to the point where Pine Street and the rail line are at their closest, and then go directly east to Pine Street. Follow Pine Street east to Luckie Street, then follow Luckie Street north to North Avenue then back east along North Avenue to where I-75/85 and North Avenue cross (The Beginning Point).

The proposed TAD is located in City Council District 2 and 3 and Neighborhood Planning Unit M and L.

KEY FINDINGS WITHIN THE REDEVELOPMENT AREA

The area within the boundaries that were outlined in the previous section have been examined closely to determine their eligibility for the inclusion in a redevelopment area under the Georgia Redevelopment Powers Act. It has been found and declared that this area is economically and socially depressed and these conditions have contributed to social ills that have a deleterious effect upon the public health, safety, morals and welfare of the immediate and surrounding communities. These social ills are illustrated by data, which includes but is not limited to high unemployment, high crime, and negative investment. These social ills can be quantified by examining statistical data on the redevelopment area.

The designated area exhibits characteristics that would define the redevelopment district as blighted and has not been subject to growth and development through private enterprise and would not reasonably be anticipated to be developed without the approval of the Plan.

- Environmental conditions within the redevelopment district have also attributed to a lack of interest by the private sector for investment within the district. There are 53 known sites that are either listed on the CERCLIS (Comprehensive Environmental Response, Compensation, Liability Sites), RCRIS (Resource Conservation Recovery Information System), or ERNS (Emergency Response Notification System). The site only include contamination which has been reported to EPA managed lists of environmental

contamination. The concentration of some of the sites indicates that many areas within the redevelopment district would be considered Brownfields.

- A large and increasing number of open, vacant lots. As indicated in the Field Survey chart, out of 4146 land parcels identified within the Area 1329 or 32% are vacant; they have no structures whatsoever on them.
- A preponderance of deteriorating structures throughout the area as indicated by the assessment of building conditions contained in the Field Survey Chart. Out of 2070 identified structures over 73% are identified as sub-standard or worse.

TABLE 2

FIELD SURVEY SUMMARY

STRUCTURE CONDITION

Categories	Number	Percentage
Standard	566	27%
Sub Standard	431	21%
Deteriorated	404	20%
Dilapidated	342	17%
Severely Deteriorated	327	16%
TOTAL	2070	100%

SITE CONDITION

Categories	Number	Percentage
Centennial Olympic Park	54	1%
Site is Being Maintained	2002	48%
Site is Overgrown with Weeds	472	11%
Extreme Site Neglect	1480	36%
Other	138	3%
TOTAL	4146	100%

VANCANT PARCELS & PARKING LOTS

Categories	Number	Percentage
Vacant Parcels	1329	32%
Parcels used as Parking Lots	394	10%
Parcels with Other Uses	2423	58%
TOTAL	4146	100%

- Aging, obsolete structures are a found throughout the redevelopment area.
- The inadequate lot sizes available for development due to ownership diversity.

- Ownership diversity, which impairs assemblages and new investment.
- Inconsistent and obsolete platting making assembly difficult.
- The lack of employment growth within the area.
- The railroad gulch creates a major “tear” in the urban fabric, dividing the area and acting as an obstacle to investment.
- Living conditions, density, concentration of poverty, and general conditions of the residential structures pose a danger to public health.
- Those same conditions have contributed to a lack of public safety and a high level of crime within the area.
- The area exhibits a lack of decent housing opportunities, with little hope of meaningful new residential investment.
- The community suffers from a high level of unemployment among residents, exacerbated by an absence of employment opportunities within the adjacent commercial districts. This point is illustrated in the demographic profile of the redevelopment area, which shows the residents within the WRA (Westside Redevelopment Area) only have a Labor Force participation rate of 45% compared to the Atlanta MSA, which has a Labor Force participation rate of 73%. Redevelopment Area also has unemployment almost four time that of the MSA.

TABLE 3

LABOR AND EMPLOYMENT

1990 US Census Data	WRA Boundary	Atlanta MSA
Labor Force		
Labor Force Participation	4,477	1,582,186
Total Labor Force Participation Rate (Persons Employed + Unemployed)	45%	73%
Unemployment Rate	19%	5%
Persons Employed	3,645	1,501,092
Person Unemployed	832	81,094
Persons Not in Labor Force	5,386	588,563

- During the past decade, there has been an increase in juvenile delinquency, crime and an indication of increased gang-related activity.
- There is overwhelming evidence of drug use and trafficking within the proposed Redevelopment Area particularly within the public housing and areas adjacent to them.

TABLE 4

TOP 10 CRIMES 1990 - 1994 Westside Redevelopment Area Vs. Fulton County				
	WRDA		Fulton County	
	Number of Crimes	Crime rate /10,000 people	Number of Crimes	Crime rate /10,000 people
Assault	8,986	6,715	28,893	445
Larceny	6,703	5,009	43,621	672
Drug Abuse Violations	6,598	4,931	53,978	832
All Other Offenses	3,738	2,794	54,509	840
Burglary	3,323	2,483	12,554	193
Robbery	3,222	2,408	9,690	149
Disorderly Conduct	3,210	2,399	46,371	715
Motor Vehicle Theft	2,616	1,955	8,112	125
Vandalism/Damage	2,478	1,852	6,845	105
Liquor Law Violations	1,625	1,214	18,471	285
Total	42,499	31,761	283,044	4,362
Percentage of total crimes	72%		62%	
Total population (13,381)			Total Population (648,951)	

- According to the 1990 Census, 41% of all households are Female-Headed as compared to 13% in the Atlanta MSA. The above characteristic indicates households that are more susceptible to deteriorating economics within the area.

TABLE 5

HOUSEHOLD DEMOGRAPHICS

1990 US Census Data	WRA Boundary	Atlanta MSA
Households		
Total Households	5,119	1,056,929
Married Couple Households	547	581,618
Percent Married Couple HHs	11%	55%
Married Couple HH w/children under 18	254	290,581
% Married Couple HHs w/children>18	5%	27%
Female-Headed Households	2,108	134,181
Percent Female-Headed HHs	41%	13%
Female-Headed HH w/children under 18	1,468	76,707
% Female-Headed HHs w/children>18	29%	7%
Nonfamily HHLDS	2,243	308,101
% Nonfamily HHLDS	44%	29%
Median Household Size	2.61	2.68

- An evaluation of the labor force and the educational level within the redevelopment area also indicates a population that is suffering from four time the unemployment rate as compared to the Atlanta MSA and has only 43% of its population with high school degrees.

TABLE 6

EDUCATION DEMOGRAPHICS

1990 US Census Data	WRA Boundary	Atlanta MSA
Education		
No High School Diploma	4,068	367,516
High School Graduates	3,202	1,427,252
Percent High School Graduates (age 25+)	43%	80%

- The 1990 Census reports that 55% of the residents within the Redevelopment Area are living in poverty and 77% of children under the age of eighteen are being brought up in households at or below the poverty level. The median household income for the area is \$7,480 annually as compared to \$36,051 annually for the Atlanta MSA.

TABLE 7

INCOME DEMOGRAPHICS

1990 US Census Data	WRA Boundary	Atlanta MSA
Household Income		
Less than \$10,000	3,343	117,083
Percent	65%	11%
\$10,000-19,999	1,010	141,549
Percent	20%	13%
\$20,000-34,999	549	251,730
Percent	11%	24%
\$35,000-49,999	123	210,174
Percent	2%	20%
\$50,000-74,999	79	200,438
Percent	2%	19%
\$75,000 and greater	16	135,955
Percent	0.3%	13%
HHL D W/ EARNINGS	2,677	928,580
Percent	52%	88%
HHL D W/O EARNINGS	2,442	128,349
Percent	48%	12%
HHL D Median Income	\$ 7,480	\$ 36,051
Per Capita Income	\$ 5,263	\$ 16,897
Number In Poverty		
Persons	7,375	279,507
Percent Persons in Poverty	55%	10%
Children under 18	2,921	
Percent Children in Poverty	77%	14%
Elderly (65+)	637	30,717
Percent Elderly in Poverty	46%	14%

- Housing Conditions within the Redevelopment Area also indicate a serious deviation from the Atlanta MSA. The 1990 Census reports that of the existing housing stock, 21% is vacant in comparison to 10% metro-wide. Of the occupied units, 90% are renter-occupied.

TABLE 8

HOUSING DEMOGRAPHICS

1990 US Census Data	WRA Boundary	Atlanta MSA
Housing		
Total Year-Round Units	6,556	1,174,007
Number Occupied	5,152	1,056,427
Percent Occupied	79%	90%
Number Vacant	1,405	117,580
Percent Vacant	21%	10%
Number Owner-Occupied	538	658,437
Percent Owner-occupied	10%	62%
Number Renter-Occupied	4,614	397,990
Percent Renter-occupied	90%	38%

TABEL 9

POPULATION DEMOGRAHICHS

1990 US Census Data	WRA Boundary	Atlanta MSA
Population		
Total Persons	13,381	2,833,511
Black	12,425	735,477
Percent Black	93%	26%
Other	75	20,307
Percent Other	0.6%	1%
Hispanic	83	54,318
Percent Hispanic	0.6%	2%
White	798	2,021,586
Percent White	6%	71%
Female	7,189	1,455,367
Percent Female	54%	51%
Children (under 18)	3,811	735,272
Percent Children (<18)	28%	26%
Elderly (over 65)	1,386	224,086
Percent Elderly (65+)	10%	8%

KEY FINDINGS BY SUB-AREA

For descriptive purposes the TAD has been divided into six sub-areas as follows (shown on the Redevelopment Plan Sub-Areas Map):

Sub-Area A This sub-area is made up of the original Techwood Park Redevelopment Area and blocks which run along Spring Street adjacent to the original area north and east of Centennial Olympic Park.

Sub Area B This sub-area consists generally of the area known as the Fairlie-Poplar District.

Sub-Area C This sub-area contains the Rail-Road Gulch and old commercial and warehouse distribution area south of the Georgia World Congress Center (GWCC) and Georgia Dome.

Sub-Area D This sub-area contains Herndon Homes and old commercial and warehouse distribution areas north of and including the Georgia World Congress Center (GWCC), the Georgia Dome and west and south of the Southern Rail-line.

Sub-Area E This sub-area contains English Avenue the residential areas and the commercial corridors which traverse the area.

Sub-Area F This sub-area contains Vine City the residential areas and the commercial corridors, which traverse the area.

Sub-Area A

The Current Techwood Park Redevelopment Area - Current redevelopment efforts within this sub-area were designated under the first Techwood Park Plan. The residential areas within the proposed Redevelopment Plan included Techwood Homes and Clark Howell Homes (currently in the redevelopment process under the guidance of the AHA and the Integral Group) as well as the Roosevelt House and Palmer House elderly high-rise facilities. Prior to redevelopment efforts, overall quality of life within the combined Techwood/Clark Howell areas represented the type of slum and blighted conditions and obsolescence, which the Redevelopment Powers Law was created to address. Negative characteristics and features that hindered decent living conditions created an environment of economic and social isolation, segregation and despair, which had overwhelmed the positive sense of home and community. Crime was very high but has fallen as redevelopment has moved forward. While no physical improvements have been made to the Roosevelt and Palmer high-rise towers, the redevelopment efforts have markedly

improved the quality of life for those residents as well.

The commercial areas of the proposed Westside Redevelopment Area have suffered for almost forty years from a lack of economic investment and blight conditions. The expansion of the current district in no way will jeopardize any of the current efforts underway but will send an additional signal to the private sector that local governments continue to see the importance of these efforts.

Sub-Area B

Fairlie - Poplar District - Located in the historic heart of Downtown, this 30-acre area continues to need assistance to attract redevelopment. The district has experienced some investment due mostly to the Olympics. However, for momentum to continue, additional assistance will be needed.

Currently considerable functional and economic obsolescence, high vacancy rates, underutilized property, vacant lots/parking lots, and older buildings that are currently functionally obsolete characterize the district. The Fairlie Poplar Task force reports as of December 12, 1996 there is an office vacancy rate of over 40% and as of January 1997, 78% of retail space within the district is either for sale or vacant. The above information is documented in the Appendix.

TAD funds could be used for land and property acquisition, parking, streetscaping, plazas, rehabilitation, renovation for adaptive reuse of historic structures, and other eligible uses.

Sub-Area C

The Railroad Gulch - The ravine created in Atlanta by the railroads has long been a nuisance to the citizens of Atlanta as it has visually, socially, and physically divided the area since the early 1900's. To overcome these conditions the infusion of capital and the assistance of government are needed to redevelop this 150-acre area. Currently the area is characterized by underutilized and abandoned railroad facilities, vast expanses of marginal parking facilities, viaducts that are in various states of repair from newly renovated to desperate need of same. The area also exhibits many the characteristics, which would classify the area as a "Brownfield". This term carries the understanding that some environmental contamination is more than likely associated with many of the properties.

With the impending development of the new Atlanta Arena, TAD funds could be used to help fill development gaps for tourism uses, an aquarium, parking decks, plazas, office and retail uses, and other redevelopment needs and uses that might exist. Such developments offer Atlanta the best opportunity to redevelop the "gulch" since the founding of the city over 150 years ago.

TAD funds could be used to help acquire property, remediate any environmental contamination and remove this development obstacle. The area south of the Georgia World Congress Center Complex currently needs to be connected to the Downtown area in order to encourage private development. This additional bridge will help “close the gap” between the Atlanta University Center and Downtown.

Sub-Area D

Area west of the Southern Rail Line and east of Northside Drive north of Georgia World Congress Center Complex - The expansion of the TAD needs to include land on the west side of the Southern rail line to Northside Drive in order to make a connection between that area and Downtown. By including this additional area, development pressure on the east side of the Southern rail line can help facilitate development on the west side. The addition of this area would assist in redeveloping the proposed Northyards Business Park.

The above designated area has many “Brownfield” characteristics. These characteristics are: functionally obsolete industrial space that is either marginally used or vacant and/or abandoned, environmental concerns and contamination, vacant and abandoned housing that currently poses a public safety hazard due to the poor condition of most of these structures, and sites within this area that have been identified as environmentally contaminated. Due to the history of urbanization and industrial uses within this area and site surveys that have shown evidence of contamination, additional contamination is a high probability.

The residential areas within Sub-Area D represent the type of slum and blighted conditions and obsolescence, which the Redevelopment Powers Law was created to address. Negative characteristics and features, which hinder decent living conditions, have created an environment of economic and social isolation, segregation and despair which have overwhelmed the positive sense of home and community, which many residents still attach to the area. Crime is often very high especially around the housing complexes and north of Herndon Homes.

TAD funds might be used to help finance infrastructure for the project such as roads, services, and utilities, etc., and in the long term could be a substantial supporter of other projects through the net increase in tax base developed from the Business Park. Land acquisitions may be financed by both public and private sources. Some relocation of existing tenants is expected.

Sub-Area E

English Avenue - This neighborhood is characterized by one-story frame houses and small (two to eight unit) brick multifamily apartments of modest design. Renters live in

86.7% of the occupied housing. A majority of the residents live below the poverty line. The neighborhood has experienced a decline in population of 71% since 1960 when the population was 3,396. Today's population is 11,908. The number of vacant lots and the sub-standard condition of the majority of the housing stock evidence the drop in English Avenues population. This situation will only deteriorate without a major effort as the current housing stock continues to age.

The need for renewed housing stock, expanded employment opportunities, and revitalized commercial corridors are paramount for any redevelopment effort to be sustainable. Residential land accounts for 55.5% of the land and 62.8 % of the Parcels. Vacant land comprises 23.3% of the land and 27.6% of the parcels. Vacant land acres have risen 2.5% between 1993 and 1995, principally due to demolition of dilapidated housing and fires. Residential land use has also decreased 1.8% for that same period.

Redevelopment efforts within English Avenue have been designed to preserve residential integrity, to prevent intrusion of non-residential land uses and promote those uses only in appropriate areas.

Sub-Area F

Vine City - This neighborhood has lost much of its original character to a deteriorating housing stock, apartment infill, and encroaching commercial development. 78% of the structures within the community are historic according to age. Housing data from the U.S. Census reveals that one-third of the rental units in the area rented for less than \$200 a month. Over half rented for less than \$300. Almost one-fourth of the owner-occupied housing units were valued at less than \$20,000 and over sixty percent were valued at less than \$40,000. There are a total of 2,245 housing units in Vine City; only 1,718 of those units are occupied. A noticeable trend in this community is the amount of vacant structures. Almost a fourth of the housing units are vacant.

The population of Vine City has been on a steady decline since 1970. The population has decreased by 28% between 1980 and 1990. Between 1980 and 1990, unemployment rates have almost doubled from 8.52% in 1980, to 15.6% in 1990.

The Georgia Dome and associated traffic, and parking requirement generated by the facility have potential impacts that need to be mitigated. The removal of all known "crack houses" and severely dilapidated structures prior to the Olympics left many vacant lots within the community. Out of the 1,300 parcels within Vine City only 222 of them, or 17%, have structures that would be considered standard. All the rest are either vacant lots or have structures that are defined as sub-standard.

PURPOSES AND PROPOSED USES

As the previous section “Key Findings By Sub-Area” indicates, each area within the Redevelopment Area has many obstacles to private development efforts. For this reason, the proposed redevelopment area has a pressing need for incentives in order to attract both commercial and residential private investment. The primary needs of the area include the following:

- Enhancement of sites, streets, and the visual environment;
- Provision of sites assembled for development;
- Provision of parking and streetscaping;
- Opportunities to promote residential development;
- A better overall atmosphere and environment, including greater public safety, beautification, a pedestrian-sensitive traffic system, and pedestrian/urban building design;
- A redevelopment effort which takes advantage of the opportunity to leverage post Olympic development and funding into new development which creates the critical mass necessary to attract risk averse private investment to the area;
- Other incentives as identified.

The establishment of the Westside Redevelopment Plan and Tax Allocation Bond District is governed by the State of Georgia enabling legislation known as the “Redevelopment Powers Act.”

The purpose of the law was to enable municipalities to fight the characteristics that inhibit investment, leading to economic and socially depressed areas that contribute to or cause unemployment, limit the tax revenue while creating additional demand for governmental services. In general, such areas have a deleterious effect upon the public health, safety, morals, and welfare. The additional powers granted to municipalities are therefore intended to eliminate such deleterious effects by engaging in activities that: increase jobs and investment; eliminate blighting influences; cure functional and/or economic obsolescence; enhance property values; and improve physical and service infrastructure.

Some permitted uses of the funds include:

-The construction of any building or other facility for use in any business, commercial, industrial, governmental, educational, charitable, or social activity;

-**The renovation**, rehabilitation, reconstruction, remodeling, repair, demolition, alteration, or expansion **of any existing building** or other facility for use in any business, commercial industrial, governmental, educational, charitable, or social activity;

-**The construction**, reconstruction, renovation, rehabilitation, remodeling, repair, demolition, alteration, or expansion **of public or private housing**;

-The construction, reconstruction, renovation, rehabilitation, remodeling, repair, demolition, alteration, or expansion of **public works or other public facilities** necessary or incidental to the provision of governmental services;

-The identification, preservation, renovation, rehabilitation, reconstruction, remodeling, repair, demolition, alteration, or restoration of **buildings or sites, which are of historical significance**;

-**Improving or increasing the value of property**; and

-**The acquisition and retention or acquisition and disposition of property** for redevelopment purposes or the use for redevelopment purposes of property already owned by a political subdivision or any agency or instrumentality thereof.

Other public funds such as CDBG Grants, Sec 108 Loans, Impact Fees, Taxable Bonds, etc. may be used along with TAD proceeds and private financing.

1. Overall Purposes of Redevelopment Plan:

The overall purposes of the Redevelopment Plan include, but are not limited to, the following:

Provide long term financing to:

- Improve the quality of life and living conditions for residents of the district;
- Create and enhance linkages between Georgia Tech, Georgia State, The Atlanta University Center, employment centers, and residential areas;
- Encourage the creation of pedestrian friendly environments and other alternative transportation modes through and including, but not limited to, proper street and building design;
- Provide a financing vehicle to assist in long term redevelopment efforts;
- Encourage private investment;

- Attract small and minority businesses;
- Promote tourism and entertainment uses;
- Increase arts and cultural facilities;
- Improve public and private spaces;
- Attract mixed-income renters and owners;
- Complete needed public and private improvements, including hiring professionals to prepare plans, perform studies, acquire property, relocate tenants, make street improvements, parking, streetscaping, lighting, landscaping, and other improvements;
- Remove conditions contributing to disinvestment and under-utilization and to revitalize the area;
- Hire professionals to achieve development and implementation of Plan objectives.

2. Goals and Objectives:

The key to stabilizing the area within the expanded TAD boundaries is the development of true linkages between the CBD, Clark Atlanta University Center, the Georgia Tech Campus, and adjoining neighborhoods. This plan fosters the development of connections between the above institutions with their neighbors by promoting improved and safer streets, streetscaping for pedestrians, and greenway trails. This plan also allows for the development of infill projects to eliminate the development gaps that divide our community. Currently, infill development will not take place due to obstacles that have been outlined in the “Key Findings By Sub-Area” portion of this plan. Through the development of infrastructure and amenities such as parks and plazas this plan will encourage and support new and existing businesses, new and renovated housing, and the support services that will help build a sustainable community.

Goals and Objectives

Transportation: Create new linkages and improve existing linkages between the CBD, Georgia Tech, Atlanta University Center, and adjoining neighborhoods. The goals of the redevelopment effort include the following transportation objectives:

- Improving transportation access to the residential and commercial areas;
- Work to maximize the area’s access to MARTA and future commuter rail;
- Create linkages with the City’s trail network;
- Improve pedestrian environments;
- Provide parking improvements to support private/public redevelopment;

Community Environment: To improve the quality of life for existing and future residents and business. Enhancing the environment of safety, the aesthetic appeal of the area, and the attractiveness of available sites to private investors. The goals of the redevelopment effort also include the following community environment-related objectives:

- Remove existing slum and blight conditions;

- Improve public safety within the overall community through the use of lighting and streetscaping throughout the area;
- To remove conditions having a deleterious affect on residents and/or businesses in the area;
- To construct a new Fowler Street Elementary School and related uses to assist the Atlanta Board of Education in construction of same school;
- To complete facilities to increase tourism;
- To make park and plaza improvements;

Economic Incentives: To increase investments in the area. To overcome impediments to development including, but not limited to, functional and economic obsolescence, site conditions and extraordinary site development costs. The goals of the redevelopment effort also include the following economic-incentive objectives:

- To provide a financing vehicle to assist in redevelopment efforts.
- To increase employment through job retention and creation.
- To increase the private tax base and to arrest the deteriorating tax base within the redevelopment area;
- To allow the assembly of land and air rights necessary to accomplish stated redevelopment, investment and community revitalization goals;
- To provide public improvements including parks and plazas, streets and sewers, streetscaping, greenway trails, water line and utility relocation to support public/private redevelopment efforts;
- To provide community-support facilities;
- To provide demolition, repair, remodeling, rehabilitation of structure, as needed;
- To support such other eligible uses as may be needed to revitalize the area;
- To provide or assist in providing tourism, arts and cultural facilities and amenities;
- To support other incentives as needed and identified including the occasional use of Local Enterprise Zone incentives.

PROPOSED LAND USES

This Redevelopment Plan encompasses other existing redevelopment efforts that address specific geographic areas within this redevelopment district. This plan envisions the creation of an integrated community, which supports the downtown area and existing neighborhoods and helps implement current redevelopment, plans through the establishment of a Tax Allocation District that will help finance those redevelopment efforts. As indicated on Map “Proposed Land Uses, the proposed land uses for the Redevelopment Area are intended to generate meaningful community revitalization through the encouragement of a blending of diverse yet compatible uses in the area. More specific details with respect to anticipated development are located in the redevelopment plans mention earlier in this document. In

general the following land uses are established by this document:

a) Neighborhood Residential (Vine City, English Avenue)

The overall revitalization / redevelopment program prepared by Robert and Company, 96 Poplar Street, NW, Atlanta GA 30335, for Vine City/Ashby under the title “Master Plan for Vine City/Ashby and revitalization / redevelopment program prepared by the Community Design Center of Atlanta, Inc. (CDCA) under the title “English Avenue Redevelopment Plan” prepared for the English Avenue Neighborhood Association (or future community redevelopment plans and/or amendments), will serve as the redevelopment program within those communities. Atlanta Housing Authority’s work on Herndon Homes will serve as the redevelopment program within the Herndon Homes and the AHA work on John Eagan Homes will serve as the redevelopment program for the area owned by the AHA. AHA in conjunction with COPA, Inc. has worked with the English Avenue community to develop plans for the North Yards Business Park. Their work will serve as the basis for that development and adjacent housing. Within the overall Redevelopment Area, it is anticipated that new residential development will supplement the renovation and rehabilitation of existing residential structures as has been accomplished in the Forth Ward. It is anticipated that this area-wide mixed-income residential community will incorporate the following housing and support-related facilities.

- ◇ New and renovated public housing
- ◇ New and renovated private housing
- ◇ Market-rate housing geared to graduate and married students
- ◇ Market-rate housing
- ◇ Business Park
- ◇ Subsidized private housing
- ◇ Rent-to-own housing
- ◇ Elderly housing

b) Business Park (Northyards Business Park)

The creation of the Northyards Business Park will result in the redevelopment of this deteriorated, largely industrial area into a modern business park, comparable to other modern facilities in the region. At completion it is estimated that the business park will contain up to 750,000 - 1,000,000 sq. ft. of new development, largely in one and two store configurations. It is estimated that the park will employ between 1,500 and 2,000 workers covering a wide range of skills and occupations. Its location in the Empowerment Zone provides powerful financial incentives for employers to hire qualified local residents for the available jobs. In addition to the employment activities, the project will create 70 units of replacement housing for Herndon Homes; create a community multi-purpose center, a childcare center and business incubator/training facility. The project has already received strong support for the nearby neighborhoods and the Empowerment Zone.

- ◇ Research and Development facilities;
- ◇ Offices;
- ◇ Warehouse, distribution, light manufacturing facilities;
- ◇ Possible educational institutional ancillary facilities: classrooms, offices, workshops, studios, consortium offices, meeting and presentation rooms, audio-visual facilities;
- ◇ Business incubator and second-generation facilities;
- ◇ Support services;
- ◇ Parking;
- ◇ Housing;

The English Avenue Redevelopment Plan, as proposed incorporates the proposed changes to the Northyards Business Park.

c) Mixed-Use Development: Entertainment Commercial, Multiple Projects

Within the Fairlie Poplar District, along both sides of the Luckie-Marietta Street Corridor, the Spring Street Corridor, as well as the corridor between Techwood Drive and Cone Street, the primary Mixed-Use Zone will incorporate a variety of new and existing businesses, residences, lofts, services, retail offerings, and entertainment establishments. It will also offer private investors and new businesses the best opportunities for individual, privately funded new assemblage for development, infill development, retail development, rehabilitation, renovation and residential conversion opportunities. The Redevelopment Plan does not intend to encourage the relocation of existing businesses within this corridor, although assemblages, consolidations and incorporation which represent higher-value, job-intensive, more-efficient uses of the properties will be encouraged. Selective Enterprise Zone designations for project-specific sub-areas within the Redevelopment Area are contemplated. Development efforts will focus on concepts laid forth by the Fairlie-Poplar Task Force in the “Revitalization Plan Fairlie-Poplar District Atlanta, Georgia” and the 1995 ULI Study in accordance with the Centennial Olympic Park Area Development Policies.

Principle uses will include the following, although any additional use that complies with existing local zoning ordinances and building codes will be encouraged:

- ◇ Housing, loft apartments
- ◇ Retail
- ◇ Office
- ◇ Business Services
- ◇ Tourism facilities
- ◇ Hotel, conference center development
- ◇ Convention and Downtown-oriented retail and restaurant offerings
- ◇ Professional services

- ◇ Child care centers
- ◇ Entertainment nightclubs, restaurants, comedy clubs
- ◇ Art and cultural facilities, including theater, galleries, workshops and production facilities

d) Railroad Gulch

Due to the physical obstacles created by the raised roadways and the railroads, government assistance will most likely be essential for any development to occur. This area represents a great opportunity for the development of large structures with below-grade street level parking.

In accordance with existing zoning and land use planning, the Redevelopment Plan will encourage the development of commercial and special-use projects, within the area generally described as the Rail Road Gulch, including the following:

- ◇ Corporate offices and headquarters
- ◇ Market Center expansion;
- ◇ Transportation;
- ◇ Tourism, including an aquarium;
- ◇ Museums;
- ◇ Parks and Plazas;
- ◇ Convention and hospitality support services;
- ◇ Hotel, conference center development;
- ◇ Convention and Downtown-oriented retail and restaurant offerings;
- ◇ Professional services;
- ◇ Child care center;
- ◇ Art and cultural facilities, including theater, galleries, workshops and production facilities.

e) Residential Mixed-Use: (north of Centennial Olympic Park)

The area north of Centennial Olympic Park is anticipated for mixed use and residential. Residential will blend with the newly developed Centennial Place community to create a unique urban neighborhood that will reinforce the significant investment already made in Centennial Place. Development efforts will focus on concepts laid forth by COPA Inc. and the 1995 ULI Study in accordance with the Centennial Olympic Park Area Development Policies.

- ◇ Housing;
- ◇ Community-oriented support services and neighborhood retail;
- ◇ Office;
- ◇ Business Services;

- ◇ Tourism facilities.

f) Community Services (Throughout Redevelopment Area)

Several important community services and amenities will be provided and existing services and amenities supported as a necessary and beneficial complement to the revitalized residential and mixed-use communities that will be created and enhanced. Among those community services and amenities will be the following:

- ◇ A relocated and completely new Fowler Street Elementary School, with gymnasium facilities located within Centennial Place;
- ◇ Child care centers, to be located within the Redevelopment Area near emerging employment;
- ◇ Community-oriented retail and services to be located on existing commercial corridors on Bankhead, MLK, Simpson Road, the corner of Techwood Drive and Alexander Street and other areas as deemed viable;
- ◇ A police precinct, to be located on the corner of Mills Street and Techwood Drive.
- ◇ Others as proposed.

PROPOSED CONSTRUCTION OF PUBLIC WORKS AND OTHER SERVICES:

Public improvements can be used to attract investment into the redevelopment area.

Anticipated public improvements intended to enhance the redevelopment area to promote investment as well as for residential revitalization include the following broad categories:

a) Street and Site Improvements and Utility Construction

- ◇ Sanitary/Combined Sewer Facilities;
- ◇ Lateral Sanitary Sewer Facilities;
- ◇ Storm Drainage Facilities;
- ◇ Street Improvements;
- ◇ Street Reconstruction;
- ◇ Street Lighting and Streetscaping;
- ◇ Greenway Trails;
- ◇ Improved Signage, Traffic Signals and Controls;
- ◇ Water Main Installation;
- ◇ Landscaping;
- ◇ Undergrounding/Relocation of Utilities;
- ◇ Parking facilities.

b) Public School Construction

c) Land and Property Acquisitions

- ◇ Right-of-way acquisitions;
- ◇ Planned Unit Development acquisitions;
- ◇ Park and Open-space acquisitions;
- ◇ Acquisitions for Tourism and Cultural facilities;
- ◇ Acquisitions for development and redevelopment;
- ◇ Acquisitions for parking;
- ◇ Acquisitions to support housing efforts;
- ◇ Others, as identified.

d) Other services likely to be needed to achieve a successful project implementation, including: redevelopment planning and consulting, security, engineering, legal, design, environmental, marketing, and other such professional needs.

PROPOSED PUBLIC INVESTMENTS

The use of public funds and investment, are the key element in a Redevelopment Plan in attracting private investment into a redevelopment area. As indicated in the above section, the proposed Redevelopment Plan includes a comprehensive program of public improvements and land acquisitions and investments, which should dramatically enhance the commercial and residential investment potential of the proposed Redevelopment Area. In developing this program, both the overall goals and objectives of these public works as well as the likely source of funding for these public improvements have served as the primary planning guidelines.

1. Overall Goals and Objectives

a. Transportation: The goals of the redevelopment effort include the following transportation-related objectives:

- Create a pedestrian friendly environment;
- Parking facilities to support development;
- Realignment of Streets as necessary;
- Implementation of the Greenway Trails to Centennial Olympic Park as designed by the PATH Foundation;
- Development of the Multi-Modal Commuter Rail Station;
- Improved access for the Business Park;
- Viaducts work in Sub-Area C.

- b. Environmental: The goals of the redevelopment effort also include the following community environment-related objectives:
 - Removal of environmentally compromised sites from EPA lists through clean up.
 - Elimination of health risks from environmentally compromised sites through any means including remediation, capping, and confining.

- c. Economic Incentives: The goals of the redevelopment effort also include the following economic-incentive objectives:
 - Attract private capital;
 - Arrest property tax decline;
 - Increase property tax revenue within the redevelopment district and adjacent areas;
 - Create jobs;
 - Develop alternative sources of financing and incentives.

USES OF FUNDS FOR PROPOSED PUBLIC IMPROVEMENTS

Public improvements can be used to attract investment into the 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 investment as well as for residential revitalization include the following broad categories:

- a) Professional services likely to be needed to achieve a successful project implementation, including: planning, engineering, legal, design, environmental, marketing, reimbursable, and other such professional needs.

\$2,000,000 - \$5,000,000

- b) Acquisitions and Development

\$6,000,000 - \$20,000,000

- ◇ Right-of-way acquisitions
- ◇ Planned development acquisitions
- ◇ Park and open-space acquisitions
- ◇ Acquisitions for tourism and cultural facilities
- ◇ Acquisitions for development and redevelopment
- ◇ Acquisitions for parking
- ◇ Housing

◇ Demolition

c) Parking

\$2,150,000 - \$17,500,000

d) Transportation (Street, Site Improvements and Utility Construction)

\$7,000,000 - \$18,220,000

- ◇ Street Improvements
- ◇ Street Reconstruction
- ◇ Streetscaping and Signage
- ◇ Greenway Trails
- ◇ Street Lighting
- ◇ Traffic Signals and Controls
- ◇ Landscaping
- ◇ Undergrounding/Relocation of Utilities
- ◇ Public Transportation Improvements
- ◇ Multi-Modal Station, Commuter Rail

e) Water & Sewer

\$2,000,000 - \$18,000,000

- ◇ Lateral Sanitary Sewer Facilities
- ◇ Storm Drainage Facilities
- ◇ Water Main Installation
- ◇ Sanitary/Combined Sewer Facilities

f) Schools and Public Safety

\$5,650,000 - \$10,000,000

g) Neighborhood Parks

\$1,000,000 - \$6,400,000

h) EZ Neighborhood CDP Projects

\$6,450,000 - \$23,780,000

- ◇ Streetscaping and Signage
- ◇ Greenway Trails
- ◇ Street Lighting
- ◇ Traffic Signals and Controls
- ◇ English Avenue Trail
- ◇ Ashby Street Garden Park
- ◇ Kennedy Park
- ◇ English Avenue School Renovation for Community Center
- ◇ CDC Housing Initiative Fund

TOTAL

\$32,250,000 - \$118,900,000

CONSTRUCTION OF PRIVATE IMPROVEMENTS AND METHODS OF FINANCING

Private improvements will generally be financed by private sources and developed by private business. The Redevelopment Plan and the public improvements that will be undertaken in implementing that plan will enhance their success. However, the Redevelopment Plan does anticipate the use of public funds for select public/private ventures for retail and tourism facilities, entertainment facility developments, and commercial industrial developments.

It is anticipated that future development and renovations comprising of residential, retail, office, commercial, and light industrial in the amount of approximately \$729,755,000 will be generated within the Redevelopment Area over the initial 10 to 15 year period. In addition, the new residential developments outside AHA controlled land should add at least 1,000 to 2,000 additional units of housing to the Area supporting one of the key elements in revitalizing Downtown bringing middle class people back to Downtown.

Projected Value of Improvements Schedule A & B.

CONTRACTUAL RELATIONSHIPS

It is anticipated that the City of Atlanta will be responsible for issuing the tax allocation bonds. The City will contract with 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 designated development and planning entities, including the AHA, the Atlanta Board of Education, COPA, Inc., CAP, Fulton County, and the Communities, as well as with the various City of Atlanta departments involved in the Redevelopment Plan.
2. Conducting (either directly or by subcontracting for services) standard predevelopment activities, including site analysis, environmental analysis, development planning, market analysis, financial feasibility, preliminary design, zoning compliance, facilities inspections, and overall Comprehensive Development Plan and Redevelopment Plan compatibility of proposed development projects.
3. Seeking appropriate development projects, financing, and other forms of private investment in the Redevelopment Area from qualified sources.
4. Developing Public/Private ventures, loans to private enterprise and intergovernmental agreements as needed.
5. Marketing the redevelopment area among developers, capital sources and the general public.
6. Coordinating public improvement planning and construction with the Departments of Public Works and Planning and Development.
7. 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.
8. 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.
9. Other duties as necessary.

The ADA will seek reimbursement for Redevelopment Plan preparation and redevelopment consulting as needed to complete the Plan implement provisions and to manage the redevelopment process. ADA will seek contractual arrangements with qualified vendors for the provision of professional and other services required in qualifying and issuing the bonds,

as well as in design, feasibility, project management, legal engineering and other services required in the implementation of the proposed Redevelopment Plan.

RELOCATION PLANS

As currently foreseen, minimal or no relocation is anticipated with the 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 AND LAND-USE COMPATIBILITY

This Redevelopment Plan is characterized by zoning classifications allowing a wide range of commercial, office, retail, residential and supportive land uses. The predominant zoning in following sub-areas is as follows:

Sub-Area A This sub-area is made up of C-3 and C-5 (commercial), and residential, with several SPI (Special Public Interest) and Industrial blocks. The predominant land uses in the Area are office, retail, hotel, parking, and institutional. The public and private goals of the Redevelopment Area comply with existing zoning ordinance, building codes, and the City of Atlanta's *1992 Comprehensive Development Plan*. Further, the goals of the Plan are compatible with existing land uses within the Area, with the exception of proposed mixed-use renovation and new infill development, which would include residential uses within several blocks now zoned for light industrial uses.

Sub Area B This sub-area consists generally of C-3 and C-5 zoning. New infill development would include residential and entertainment would not require any zoning changes.

Sub-Area C This sub-area contains the Rail-Road Gulch and has industrial zoning that would accommodate transportation uses such as the Multi-Modal Station. All foreseen uses are currently allowed in area.

Sub-Area D This sub-area contains old commercial and warehouses zoned in accordance to proposed uses. Some rezoning is anticipated to remove the contaminated AHA property from residential to a zoning category to allow parking for the Business Park. The residential and commercial area north of Herdon Homes will need to have some zoning changes to allow for a more beneficial residential and Business Park layout. There would be no net loss of housing units.

Sub-Area E This sub-area contains English Avenue the residential areas and the commercial corridors that traverse the area. It is anticipated that redevelopment within this area will stay within current zoning.

Sub-Area F This sub-area contains Vine City the residential areas and the commercial corridors that traverse the area. It is anticipated that redevelopment within this area will stay within current zoning.

It is hoped that the City of Atlanta will support any appropriate zoning and/or Comprehensive Development Plan changes or amendments as needed to support the public and private goals of this Redevelopment Plan.

Current Zoning Map is located on the following page.

EXISTING LAND USES AND CONDITIONS OF REAL PROPERTY

Existing land uses and conditions of real property within the proposed Redevelopment Area and Tax allocation District are as indicated on the attached Land Use map.

HISTORIC PROPERTY

There are numerous historic properties (districts and buildings) located within the 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; or combination's of the above.

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

This proposed Redevelopment Plan incorporates the guarantee that historic structures will not be demolished unless and until their reuse feasibility has been evaluated and reviewed by the State Historic Preservation Officer, and no feasible reuse has been found. Rehabilitation of Significant and historic structures is anticipated.

Projects considered for TAD funding will have developed their proposed plans using a proactive approach to rehabilitation and reuse of historic properties. The use of TAD funding guarantees that historic properties (whether currently recognized or not) shall not be demolished until their adaptive reuse has been thoroughly reviewed and evaluated by the

appropriate local or state agencies, and no feasible adaptive reuse can be identified for the historic property.

National Register of Historic Places (Within TAD Area)

Atlanta University Historic District	
Castleberry Hill Historic District	
Fairlie-Poplar Historic District	
Georgia Tech Historic District	
Hotel Row Historic District	
Techwood Park Historic District	
63 Magnum Street	63-69 Magnum Street
Citizens and Southern Bank Building	35 Broad Street
Flat Iron Building	74 Peachtree Street
Grant, W.D., Building	44 Broad Street
Hastings Seed Building	434 Marietta Street
Healey Building	57 Forsyth Streets
Pioneer Neon Building	330-346 Marietta Street
Rhodes-Haverty Building	134 Peachtree Street
Retail Credit Company Building	90 Fairlie Street
U.S. Post Office and Courthouse	76 Forsyth Street

City of Atlanta Designated Properties (within TAD Area)

Hotel Row Landmark District	
Carnegie Building (Historic)	141 Carnegie Way
Citizen’s and Southern Bank Building (Landmark)	35 Broad Street
Flat Iron Building (Landmark)	74 Peachtree Street
Haas-Howell Building (Landmark)	75 Poplar Street
Healey Building (Landmark)	57 Forsyth Street
Herndon Home Building (Landmark)	587 University Place
Rhodes-Haverty Building (Landmark)	134 Peachtree Street

CREATION AND TERMINATION DATES

It is proposed that the Redevelopment Area be designated by the City Council at the earliest possible date and that the accompanying Tax Allocation District becomes effective no later than December 31, 1998.

It is proposed that the Redevelopment Area and accompanying Tax Allocation District remain in existence for a period of no greater than twenty-five years, terminating on December 31, 2023.

ASSESSED VALUATION

The Expanded Tax Financing District had an assessed tax base of \$1,982,896,975 in 1997 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 Commissioners Office. The Tax Allocation District has generally experienced a stagnant tax base since 1980.

STATE REVENUE COMMISSIONER APPROVAL OF TAX ALLOCATION INCREMENT BASE

The State Revenue Commissioner will be asked to certify the tax base for the TAD as of December 31, 1998. Approval of the Tax Allocation District and Tax Increment will be sought in accordance with the Redevelopment Powers Law. The State Revenue Commissioner certified the Tax Increment Base for 1997 in the amount of **\$1,982,896,975** for the purpose of drafting this plan.

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 the following authorized taxes, totaling a millage rate of **48.76**:

1. City of Atlanta	Operating	13.39	mills
2. Fulton County	Operating	13.94	mills
3. Atlanta Board of Education	Operating	21.43	mills

For those areas where the Downtown Improvement District overlaps with the expanded TAD, the TAD will not affect that financing vehicle in anyway. The millage for the Downtown Improvement District (DID) will not be included in the TAD calculation. The use of Enterprise Zones is not excluded by this plan. Strategic use of Enterprise Zone which may reduce the districts tax increment in the short term can have a positive effect of redevelopment activities by increasing redevelopment activities in the short run and contributing to the tax increment in the long run. Typically Enterprise Zone tax abatement runs for five years in then is phased in during the next five years.

AMOUNT, TERM, AND RATE OF BOND ISSUE: Discussion of Bond structuring.

1. Amount of Bond Issue

It is proposed in this Redevelopment Plan that the amount of the Tax Allocation Bond issue be no less than \$5,000,000 and no greater than \$250,000,000, depending upon the evaluation of the bond issuer. It is anticipated that the total Bond issues will be approximately \$40,000,000 to \$60,000,000.

2. Term of the Bond Issue(s)

It is proposed that the term of the Tax Allocation Bond issues be not greater than Twenty-five (25) years or the max term permitted by law.

3. Rate of Bond Issue

It is anticipated that the fixed rate of the Tax Allocation Bond issue will be a tax-exempt rate if possible. The actual rate, however, will be determined at the time of issue based on general conditions within the bond market, anticipated development within the Redevelopment Area, and assessed taxable property value.

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 any other funds approved by appropriate taxing authorities.

The TAD will have two fund disbursement sub-areas to be identified as:

1. The EZ Area for that portion of the TAD lying within the Empowerment Zone, and
2. The Downtown Area for that portion of the TAD that does not lie within the Empowerment Zone.

All funds generated for the Special Fund that originate within the EZ Area will be invested in the EZ Area portion of the TAD; a minimum of 20% of the funds originating in the EZ Area will be invested in projects identified in the Comprehensive Development Plan (as amended from time to time). In addition a minimum of 20% of the funds that originate within the Downtown Area of the TAD will be invested in Comprehensive Development Plan projects in the EZ Area of the TAD.

EMINENT DOMAIN

Redevelopment agent has the right to pursue condemnation with the City of Atlanta under the Georgia "Redevelopment Powers Act".

OTHER INFORMATION REQUIRED BY THE CITY, COUNTY, AND SCHOOL BOARD

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 in the Redevelopment Plan from time to time by the Redevelopment Agent, subject to the approval of the City of Atlanta and notice to the Atlanta Board of Education and Fulton County.