

04



One LCI Community

- Enhanced Mobility
- Open Space and Stormwater
- New Development
- Commercial Opportunities
- Housing Opportunities

“This plan gives us an opportunity to put into place a pattern of growth and building and architecture that can be a model for how we want Atlanta to be in the future.”

— TIM KEANE, COMMISSIONER, DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT



04 | 01 ENHANCED MOBILITY

The LCI planning process included a series of stakeholder interviews, meetings with local agencies, business owners, property owners, and area residents; see Appendix. Through multiple forms of public outreach and discussion a series of priority issues, challenges, and opportunities were identified to support enhanced mobility for local residents and visitors to the LCI Study Area. Examples include:

- Improve and expand bicycle and pedestrian facilities for enhanced safety and mobility
- Improve vehicular and pedestrian connectivity especially over the railroads, and I-75/85 connector and I-20
- Create safe pedestrian and bicycle connections to future BeltLine
- Maintain on-street parking in neighborhoods which residents rely on
- Provide access to transit
- Improve streetscapes for neighborhood beautification

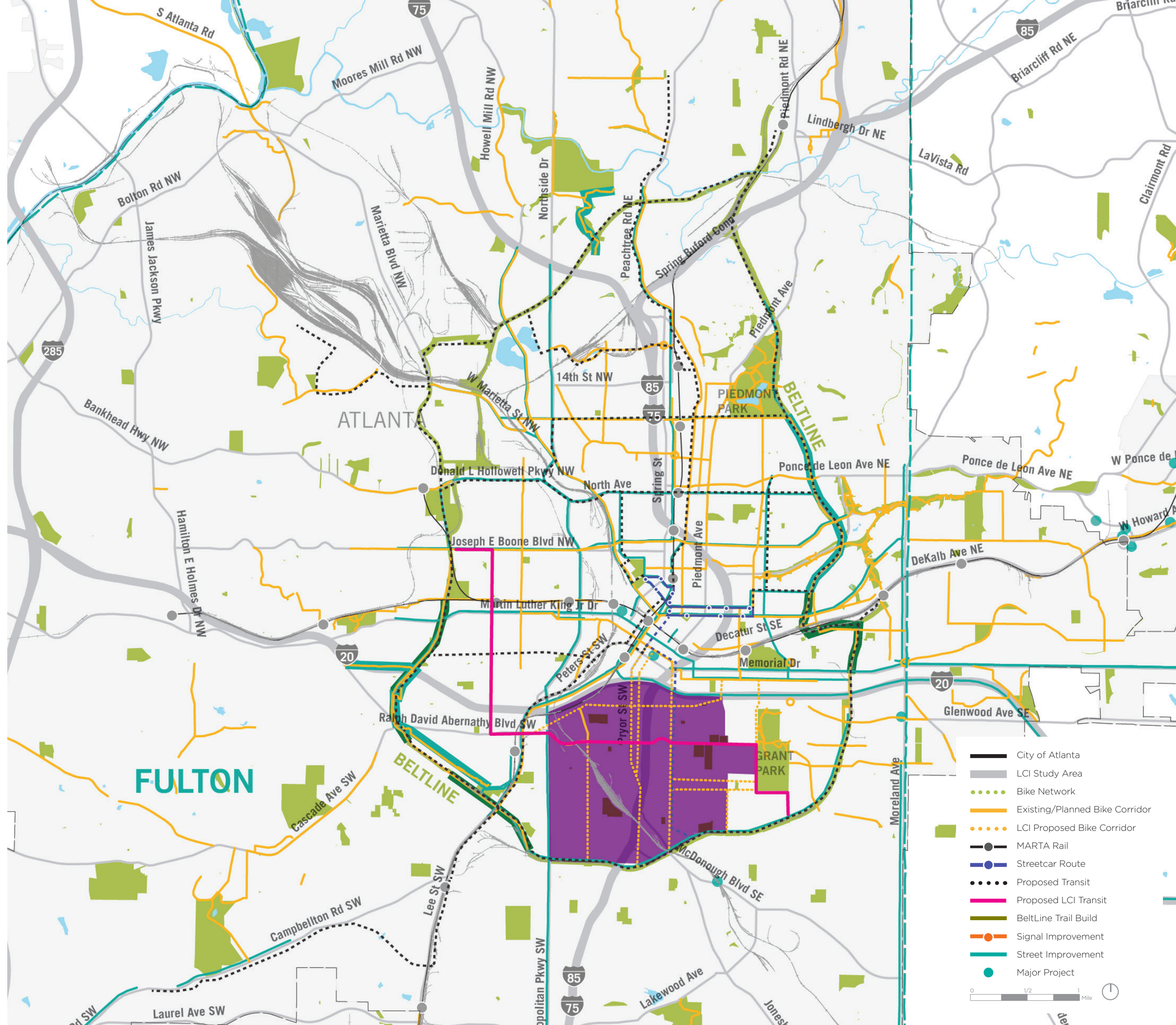
The following sections outline regional mobility recommendations as well as recommended transit extensions, bicycle network enhancements, one-way to two-way street conversions on selected streets, roadway modifications and new roadways, and interchange and interstate underpass enhancements.

Regional Mobility

The Turner Field Stadium Neighborhoods are each historical and vibrant communities. However, there are significant challenges related to regional connectivity between the Turner Field Area and the rest of the Atlanta. To enhance connectivity to the redevelopment area and from area neighborhoods to attractions, such as the BeltLine and Downtown Atlanta, several regional mobility enhancements should be considered. As the area evolves and redevelops the following regional mobility strategies should be considered:

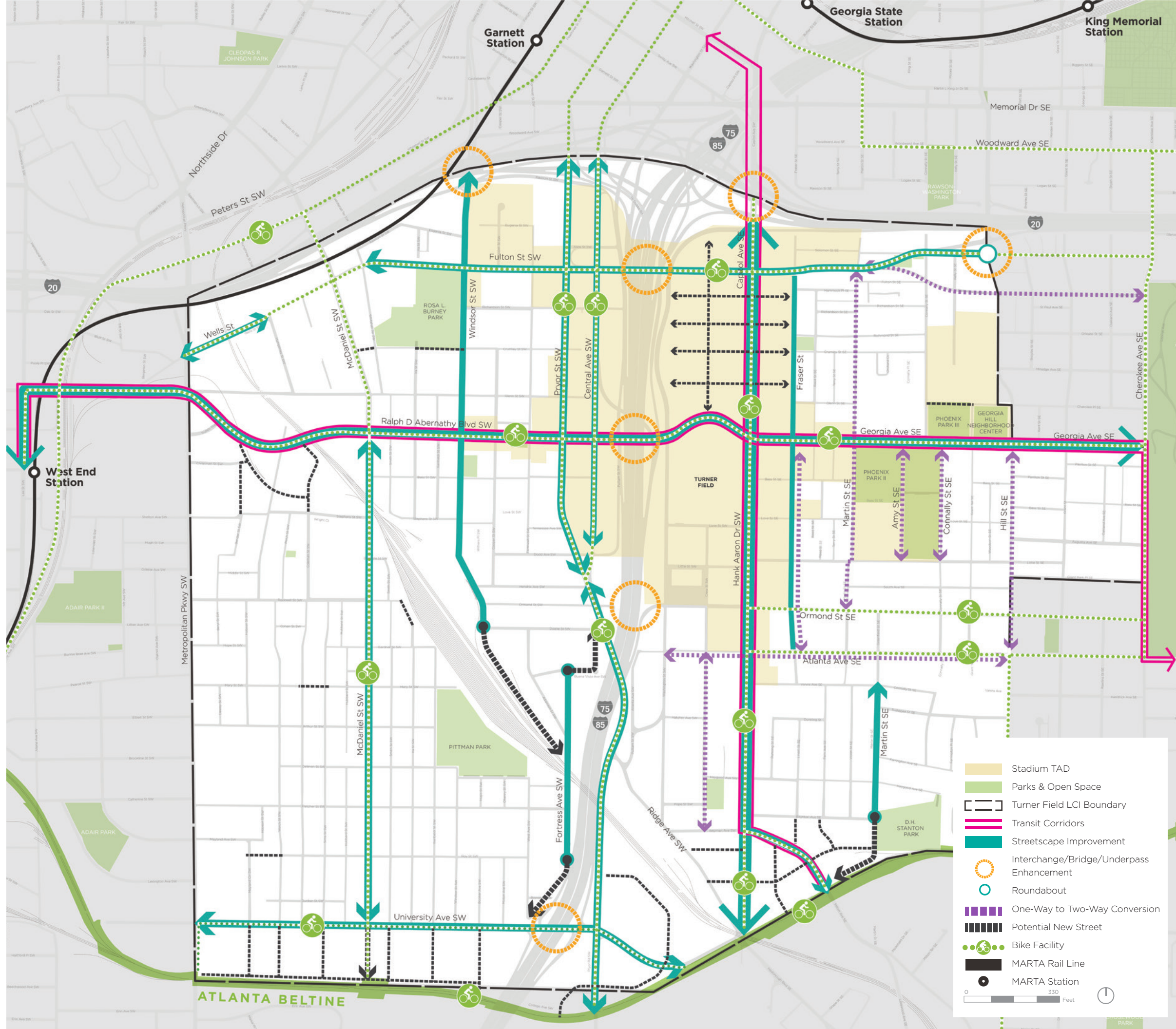
- Tie the Turner Field area to MARTA heavy rail through a transit extension along Hank Aaron Drive
- Provide east-west transit service along Ralph David Abernathy Boulevard and Georgia Avenue
- Enhance bicycle connectivity by extending dedicated, high-quality bicycle lanes along Hank Aaron Drive to the proposed east-west bicycle route along Memorial Drive to the north, as well as the Atlanta Beltline to the south
- Maintain entry and exit ramps from Fulton Street to I-75/85 toward the north
- Improve access to the site from I-75/85 from the south, including safety improvements to the Washington Avenue/Ormond Street exit from northbound I-75/85, and the University interchange at I-75/85
- Reconfigure the transition from Fulton Street to Glenwood Avenue to I-20 Eastbound from the Turner Field Area to slow speed and improve safety

LCI Study Area Regional Connectivity

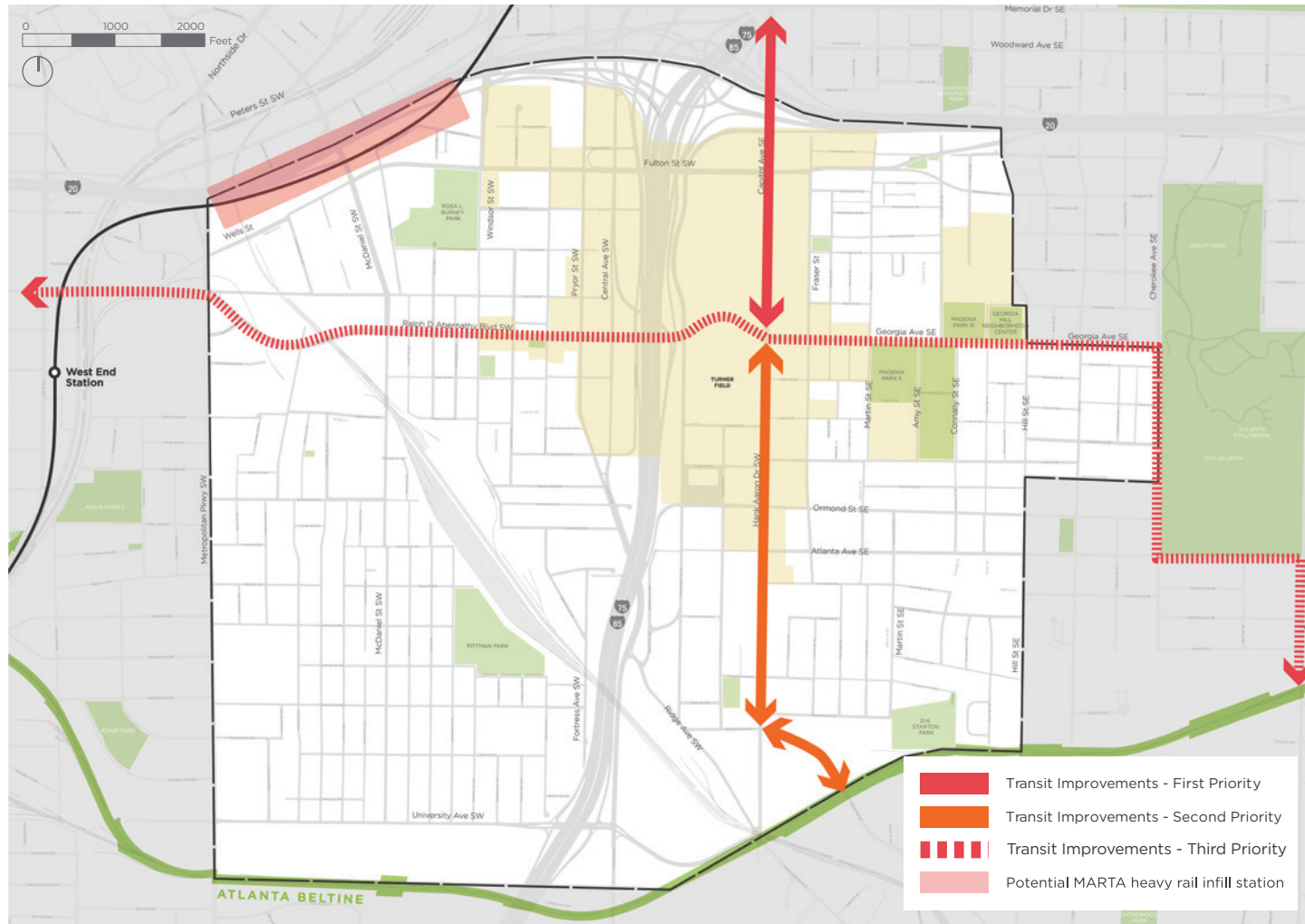


LCI Study Area Mobility

Within the Turner Field Stadium Neighborhoods LCI Area, transportation framework recommendations illustrate key improvement projects that have been identified through the LCI planning process. The combination of transit, bicycle and pedestrian improvements, corridor and roadway enhancements, and new roadway connections seeks to enhance access to and connectivity within the Turner Field Neighborhood Area. Additionally, these projects create a framework in which both public agencies and developers can improve the area, create long-term sustainable development patterns, and promote both livability and economic growth.



LCI Study Area Proposed Enhanced Mobility Projects



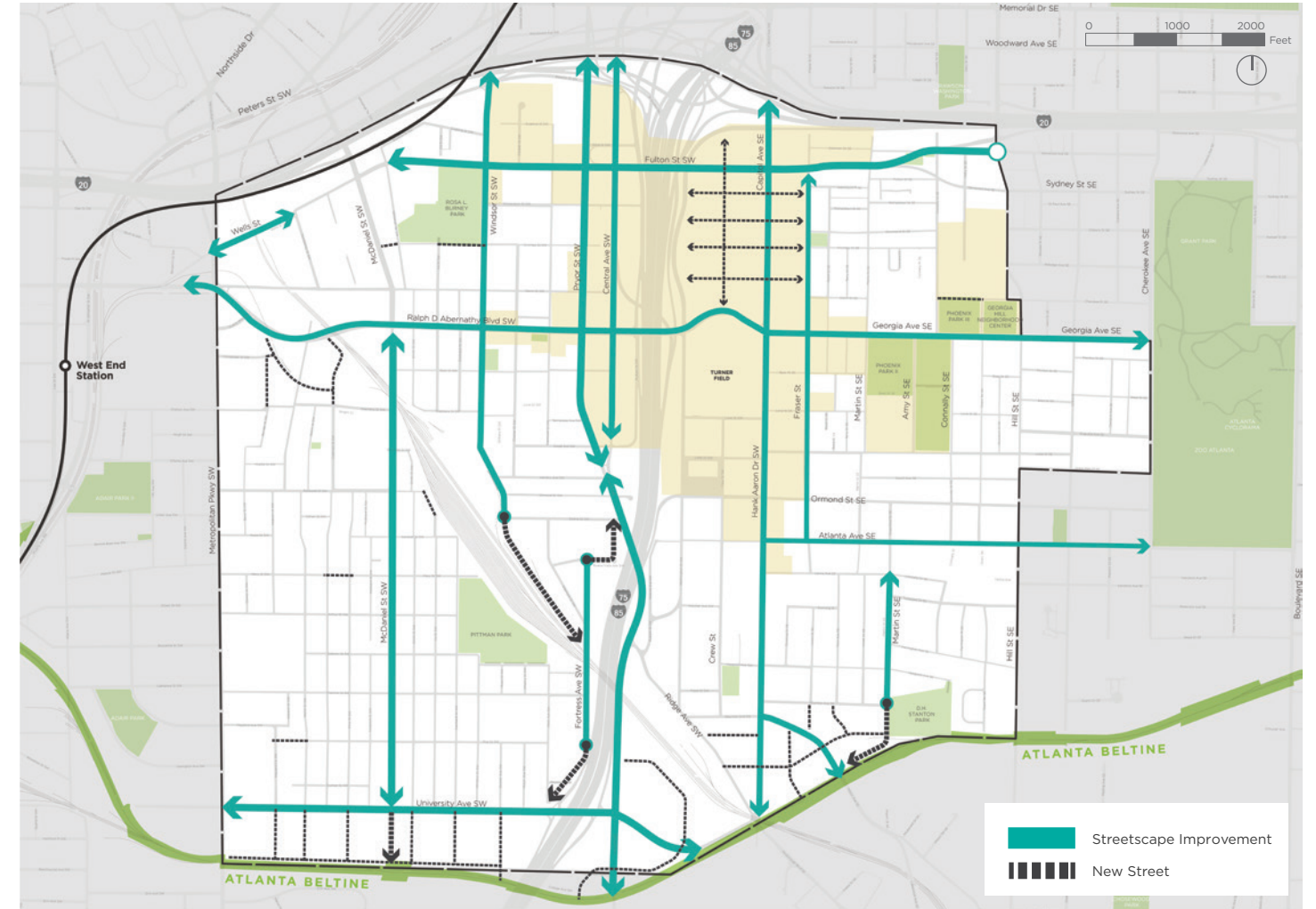
TRANSIT

Improving high quality transit access and operations to and through the Turner Field LCI study area is vital to provide new and better opportunities for residents and visitors to access Downtown Atlanta and other regional activity and job centers. Providing high quality transit through infrastructure improvements, potentially an expansion of the Atlanta Streetcar system, is the top priority along Hank Aaron Drive from the Capitol Avenue Bridge to Georgia Avenue. The second priority is to provide Streetcar, or other

dedicated transit infrastructure along Hank Aaron Drive from Georgia Avenue south to Milton Street and the BeltLine. A third priority for transit service is to provide high quality transit on Ralph David Abernathy Boulevard/Georgia Avenue from the West End MARTA Station to Grant Park. Additionally, connections to the MARTA heavy rail infill station proposed between the West End station and the Garnett station on the MARTA expansion project list will be critically important.

PRIORITY TRANSIT IMPROVEMENTS

- Hank Aaron Drive from I-20 to Georgia Avenue
- Hank Aaron Drive from Georgia Avenue to the Atlanta Beltline
- Milton Street Connector from Hank Aaron Drive to the Atlanta Beltline
- Ralph David Abernathy Boulevard/ Georgia Avenue from West End Station to Grant Park and Zoo Atlanta



STREETSCAPE IMPROVEMENTS / NEW STREETS

Improving roadway serviceability, enhancing or adding pedestrian access and facilities, and creating new roadway connections should foster and implement the goals and vision of the Turner Field LCI area. New roads identify key or major gaps in the network and look to enhance the existing grid system

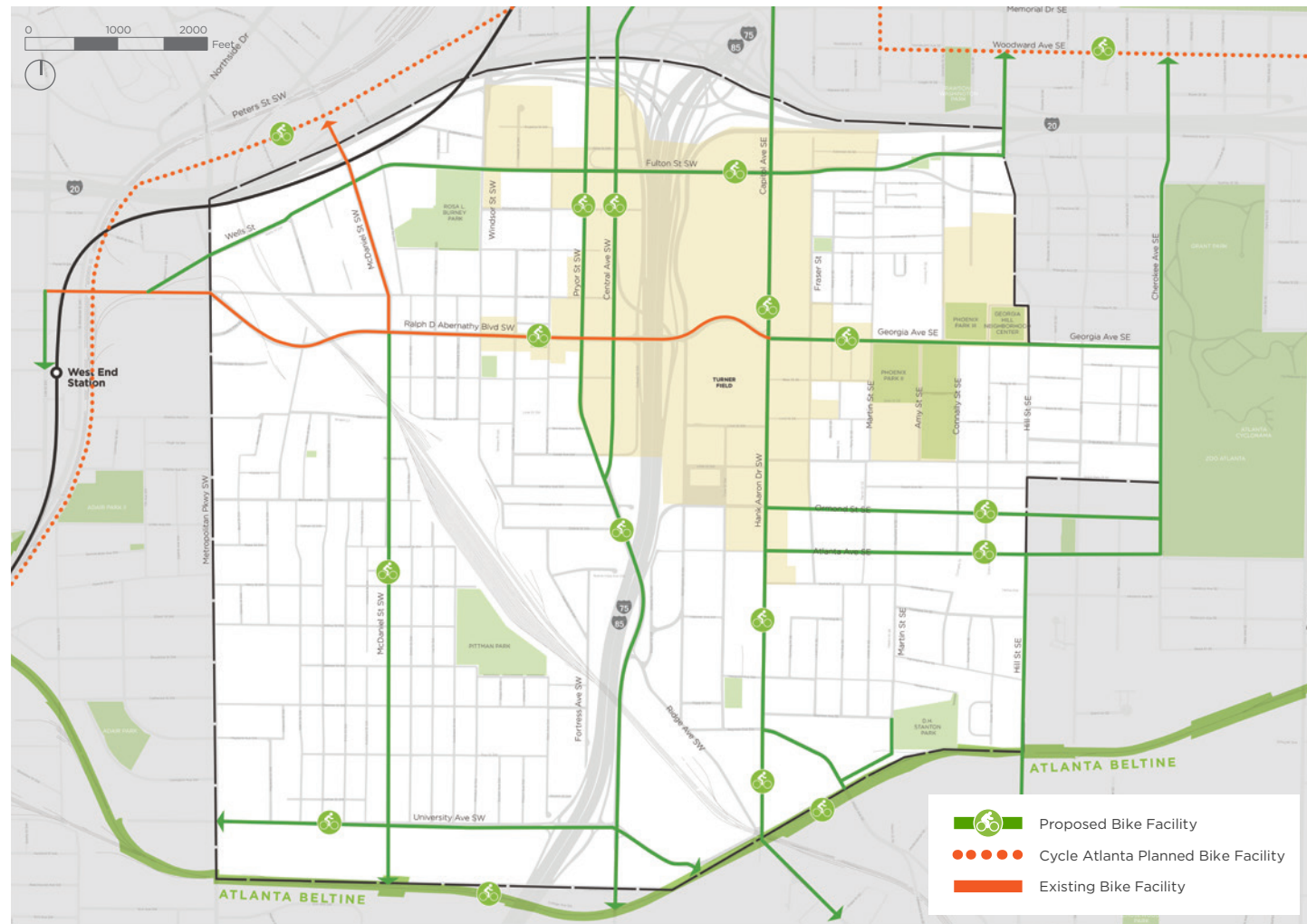
in the area. Many new streets shown on the graphic above that are outside of the Core Development area come from existing neighborhood plans. Proposed streetscape improvements include landscaping, re-setting curbs where needed, sidewalks, lighting re-paving, and striping.

STREETSCAPE IMPROVEMENTS

- Hank Aaron Drive
- Ralph David Abernathy / Georgia Avenue
- Fulton Street / Wells Street
- Pryor Street
- Central Avenue
- Fraser Street
- Martin Street
- University Avenue
- Milton Avenue
- McDaniel Street
- Fortress Street
- Windsor Street

NEW STREETS

- Core Area Street Network
- Milledge Avenue Extension
- Martin Street Extension
- Beltline Street Networks
- Fortress Street Extension
- Roy Street Extension
- Mary Street Connector
- Rockwell-Ira Connector
- Warehouse District Street Network
- Windsor Street Extension
- Buena Vista Connector
- Crumley Street Connector
- McDaniel Street Extension



BIKE NETWORK

The Turner Field LCI bike network proposes to connect to existing bike facilities on Ralph David Abernathy Boulevard and McDaniel Street (north of Ralph David Abernathy Boulevard), as well as future Cycle Atlanta planned facilities on Whitehall/ Peachtree and Woodward Ave SE. Additionally, bike connections are proposed to connect to the future BeltLine trail along the southern side of the LCI area.

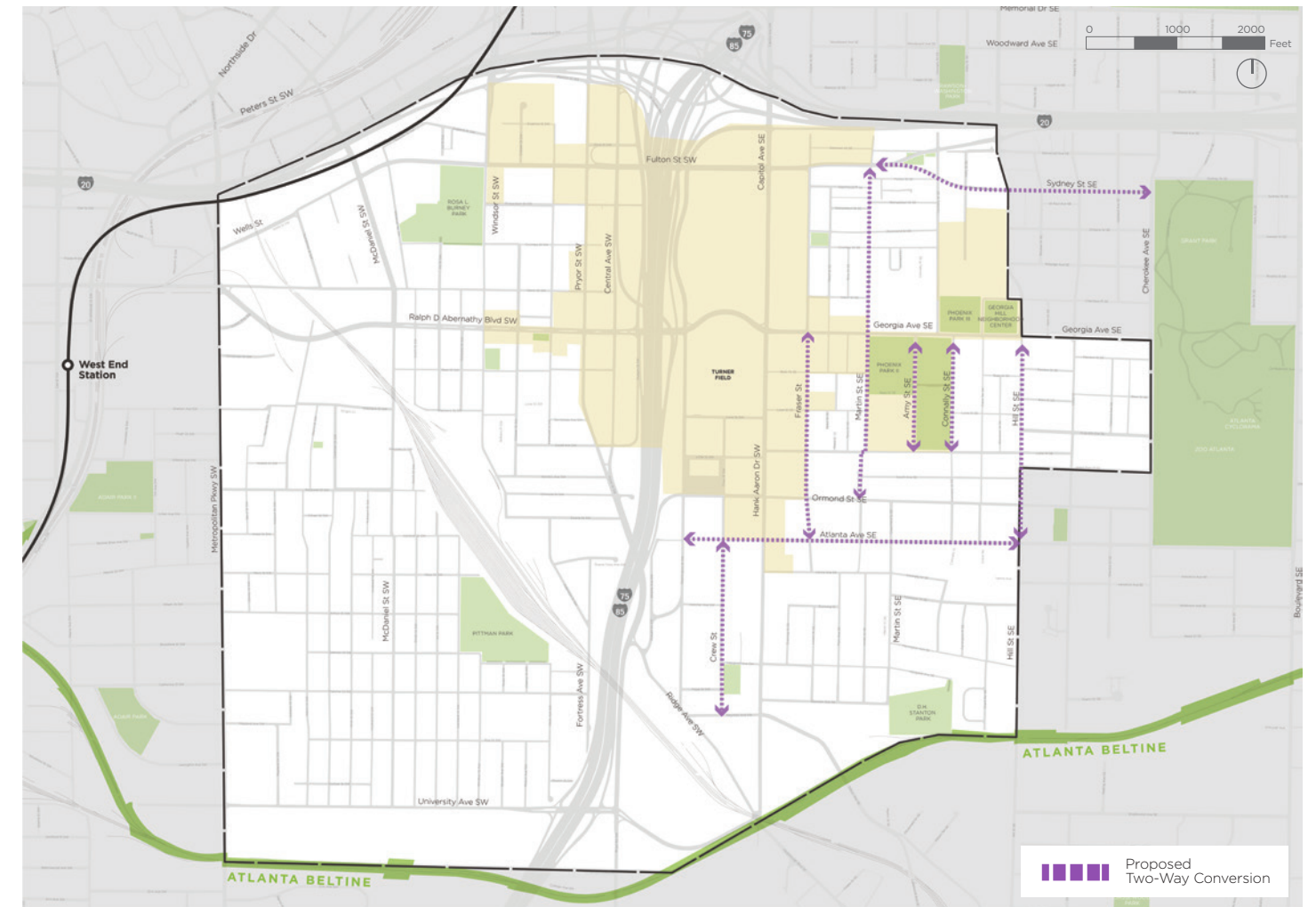
New bike facilities are proposed to enhance and expand the existing network by providing more options for cyclists along Wells Street/Fulton Street, Atlanta Avenue, Ormond Street, University Avenue*,

McDaniel Street south of Ralph David Abernathy (as part of the existing Neighborhood Greenway plan), Pryor Street, Central Avenue, Capitol Avenue/ Hank Aaron Drive, Hill Street and Cherokee Avenue. Ormond Street should operate as a westbound only facility, while its natural pair Atlanta Avenue should operate as a two-way facility. Pryor Street and Central Avenue should operate as a one-way pair in the short-term to allow travel in each direction with dedicated bicycle facilities.

**Proposed bike facilities on University Avenue are included in the Renew Atlanta Plan.*

PROPOSED BIKE FACILITIES

- | | | | |
|--|---------------------------------|--------------------|----------------------|
| • Wells Street | Abernathy Boulevard to Beltline | • Capitol Avenue | • Atlanta Avenue |
| • Fulton Street | | • Hank Aaron Drive | • Hill Street |
| • McDaniel Street south of Ralph David | • Pryor Street | • Milton Street | • Cherokee Street |
| | • Central Avenue | • Ormond Street | • University Avenue* |



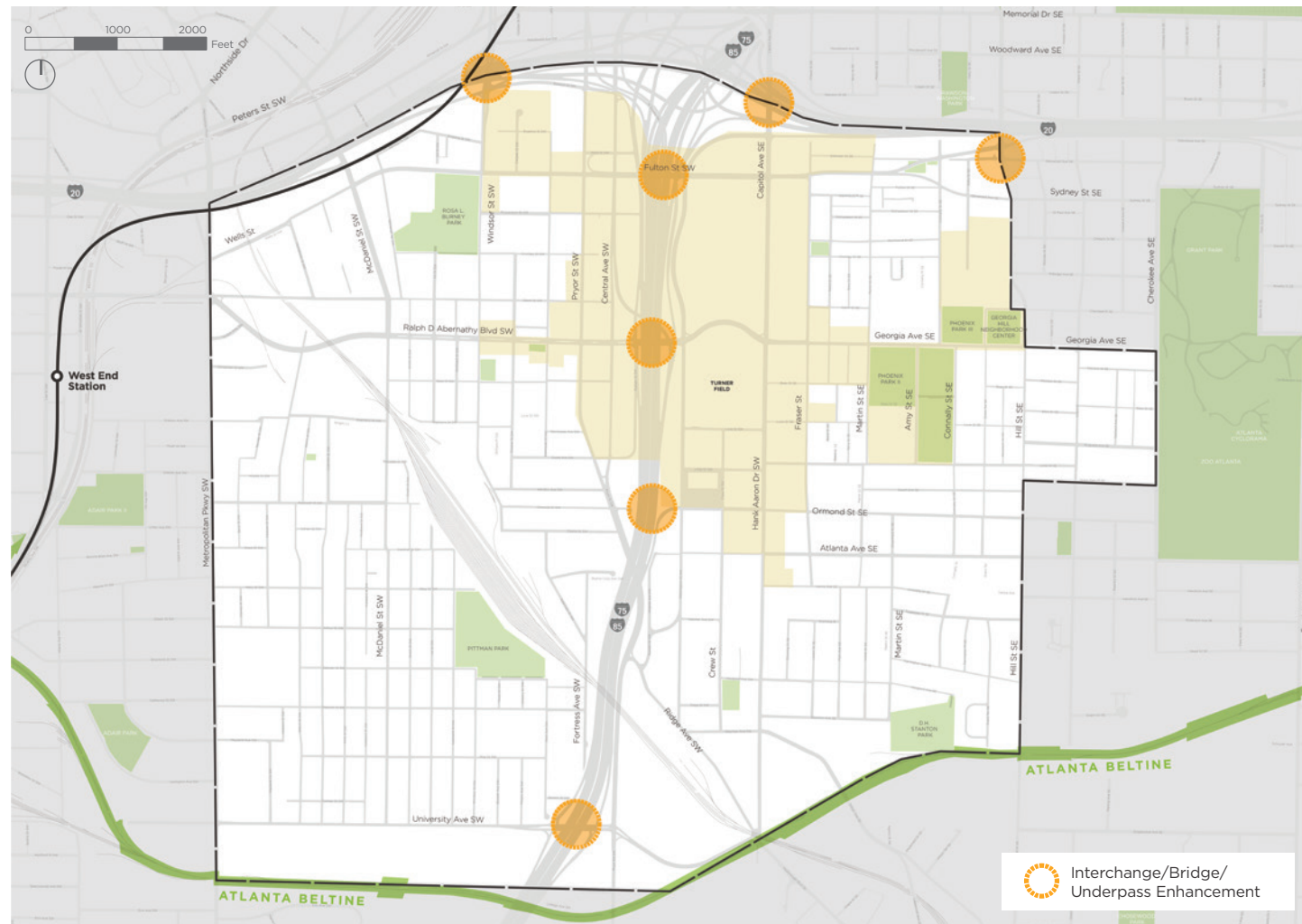
ONE-WAY TO TWO-WAY CONVERSIONS

Improved connectivity in both the east-west and north-south directions is vitally important for the future of the Turner Field LCI Study Area. Neighborhood feedback was collected through several public outreach efforts on proposed one-way to two-way operation conversions for neighborhood streets, particularly in Summerhill, Peoplestown and Grant Park. Streets recommended for conversions include Crew Street, Atlanta Avenue, Fraser Street, Martin Street, Ami Street, Connally Street, Sidney Street and Hill Street. Each of these streets can be converted to two-way operations without negatively impacting neighborhood parking, which is a top priority for the community.

Atlanta Avenue and Ormond Street conversions were debated heavily during the process. Community priorities are to maintain on-street parking for local residents and to slow traffic speeds. After significant conversations and field study, the Planning Team recommends keeping on-street parking on both sides of Ormond Street and continuing public engagement to determine whether or not Ormond Street should remain one-way or convert to two-way. Atlanta Street, however, is wide enough to accommodate one on-street parking lane and still facilitate two-way operations, which can and will slow travel speeds on this street. Atlanta Street should maintain the existing right-of-way, with parking on one side of the roadway with intermittent bulb-out planters and bicycle lanes on both sides of the street.

PROPOSED ONE-WAY TO TWO-WAY CONVERSIONS

- | | | | |
|------------------|-----------------|-------------------|-----------------|
| • Crew Street | • Fraser Street | • Ami Street | • Hill Street |
| • Atlanta Avenue | • Martin Street | • Connally Street | • Sidney Street |



INTERCHANGE/BRIDGE/UNDERPASS IMPROVEMENTS

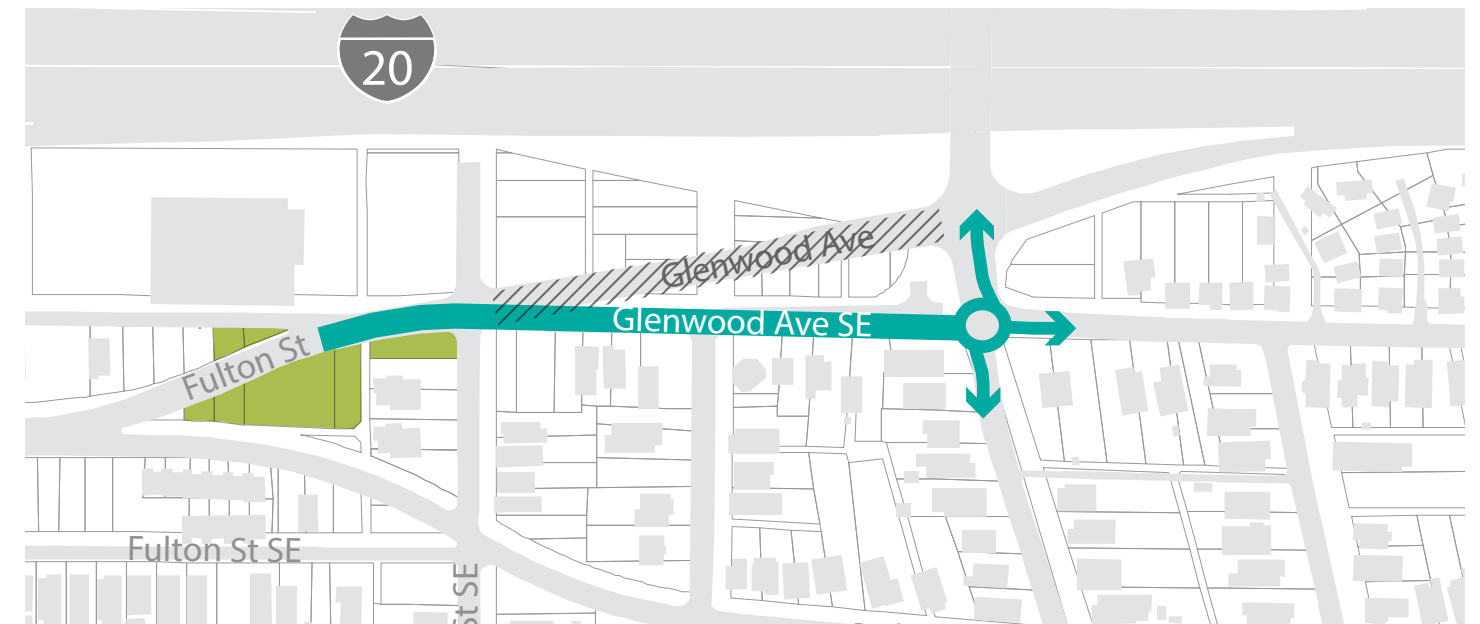
Improvements recommended should provide improved safety and operations through traffic calming, geometry changes, and beautification efforts. These improvements include relocating traffic from the eastbound Glenwood Avenue on-ramp to Glenwood Avenue SE and then to I-20 Eastbound via a roundabout at Hill Street. Traffic calming and geometry reconfiguration is recommended for the

I-75/85 off-ramp at Washington Street. Bicycle and pedestrian improvements including enhanced lighting and public art potential are recommended for the Ralph David Abernathy Boulevard and Windsor Street underpasses. Chapter 2, Restoring the Core, provides detailed cross-sections that illustrate recommended improvements for the Fulton Street Bridge over I-75/85 and the Capitol Avenue Bridge over I-20.

PROPOSED INTERCHANGE/BRIDGE/UNDERPASS IMPROVEMENTS

- Capitol Avenue Bridge
- Fulton Street Bridge
- Windsor Street Underpass
- Ralph David Abernathy Boulevard Underpass
- Glenwood at I-20 On-Ramp
- I-75/I-85 Washington Street Exit Ramp
- University Avenue Interchange*

The University Interchange was studied by GDOT in 2013 (updated in 2014) resulting in various solutions to be contemplated.



Glenwood at I-20 On-Ramp - Proposed Improvements

Instead of channeling stormwater into pipes and drains, a more natural method of water management has benefits for the environment and economy.



04 | **02** GREEN INFRASTRUCTURE & OPEN SPACE

The responsible management of site runoff and the restoration of urban waterways is a major issue for most American cities and these issues were identified by LCI stakeholders as an area of great concern. New development in the study area will have to comply with the recently adopted Post-Development Stormwater Management Ordinance.

Aided by the staff of American Rivers, the planning team was able to identify a number of strategies that will significantly reduce the runoff that is negatively impacting the headwaters of Intrenchment Creek. Some of them involve rainwater harvesting or vegetated infiltration basins which can add landscape richness and provide multiple benefits to an urban environment.

Ideally, greenspace should be a functional manifestation of an ecological spectrum ideally suited to region and climate. Atlanta is making positive strides in this direction with projects like the Beltline, Old Fourth Ward Park, Lindsay Street Park and the South Fork of Peachtree Creek. The LCI presents a remarkable opportunity to continue this momentum and build a natural, functional open space system of lasting value.

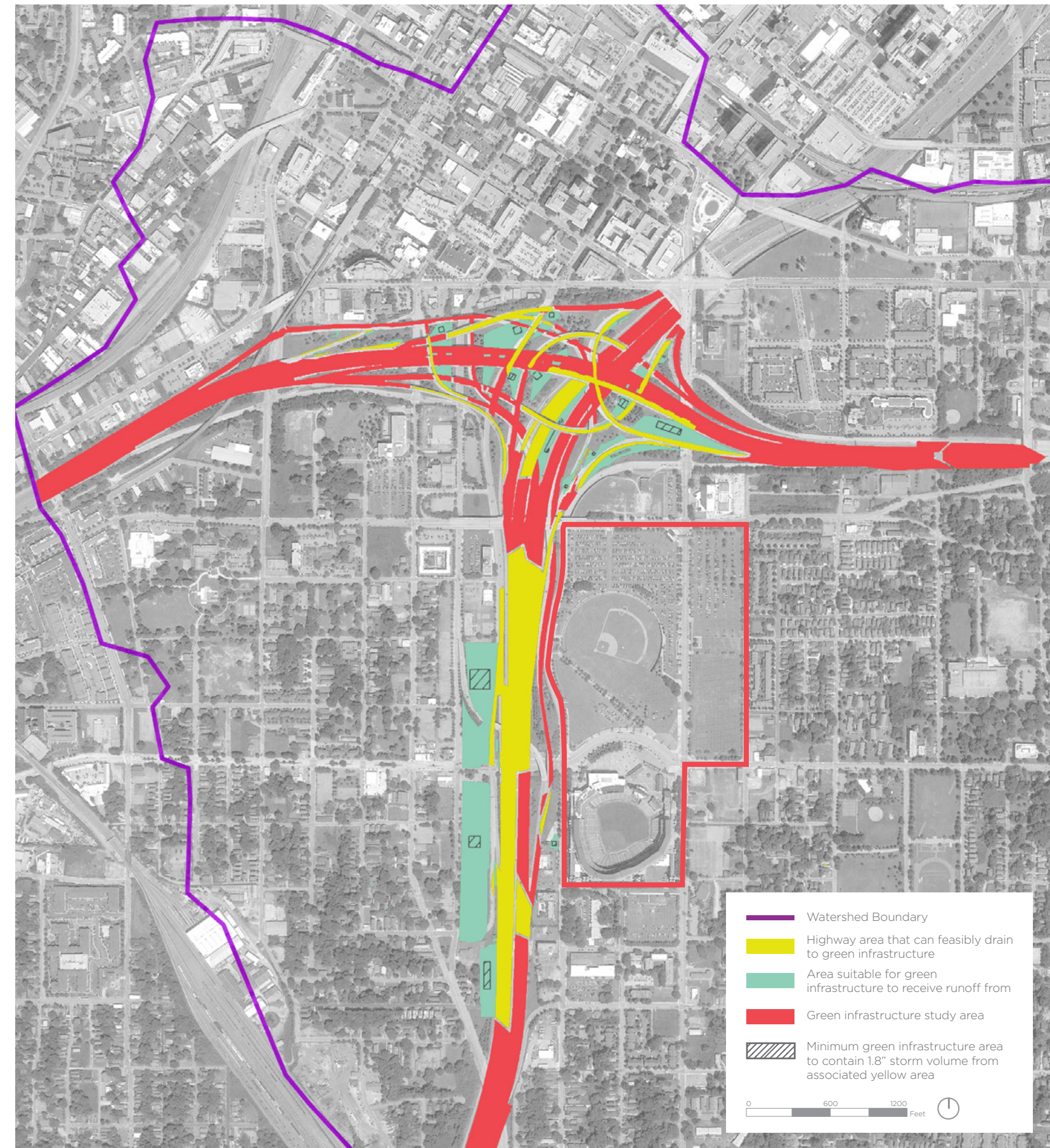
Responsible redevelopment of the core area can make a major impact in reducing downstream flooding.

One contributor to the stormwater management and flooding issues experienced in the Turner Field Area is the significant amount of runoff from I-75/85 to the west, I-20 to the north, and the interchange between the two interstates just northwest of the study area. During the planning process, the team collaborated with American Rivers who conducted an independent stormwater assessment. The team also met with officials from the Georgia Department of Transportation (GDOT) to discuss potential solutions to retain stormwater runoff.

Two potential solutions to reduce runoff from the Interstates are for GDOT to incorporate green stormwater infrastructure (bioswales or similar) or retention/detention facilities in the open spaces below the interchange. While there may be some interest from GDOT to test runoff reduction strategies under the interchange, a partnership to maintain these elements may be necessary to fully implement them. A second solution to mitigate runoff from the interstates would include use of property west

of I-75/85 (between the Connector and Central Avenue between Fulton Street and Ralph David Abernathy Boulevard) for stormwater retention. This low lying area has the best potential to capture and retain stormwater from the adjacent interstate and interchange areas and prevent significant flow of runoff from the interstate into downstream neighborhoods; see Appendix.

For the redevelopment area, the preferred practices are rainwater harvesting for buildings; bioretention for parks, landscape areas, and some roadways; and permeable pavers for any new roads. These cost-effective solutions, particularly rainwater harvesting, have the potential to save money in the long-term. Money will be saved directly from reductions in water and sewer fees and reduced energy use. Additional profit could be made indirectly by creating an aesthetically pleasing area with a lower heat island effect, inviting people to live, work, and play in a space they want to occupy; see Appendix.

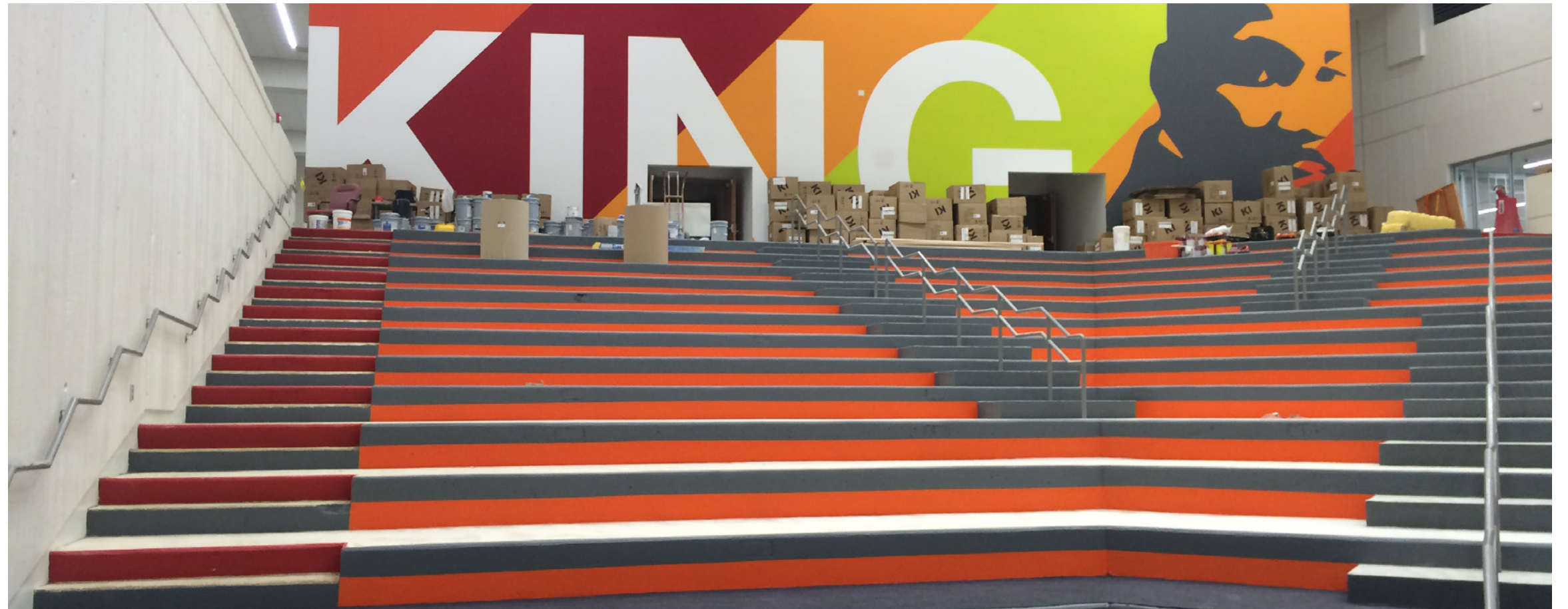


Priority areas for green infrastructure to address interstate runoff.
Map courtesy of American Rivers

Parks and Community Facilities

Each Stadium Neighborhood is surprisingly well-served by existing or planned parks and community centers as a testament to years of local advocacy and a combination of city, philanthropic and individual support. The priority therefore is to supplement these assets as needed and link them in a connected network of green using the BeltLine and the future core area parks as east-west bridges that help the system flow over the interstate. This will allow each neighborhood to benefit from the ensemble as well as facilitating greater access to and through the green framework by other city residents and visitors.

Three elements comprise this system – parks, community centers, and stormwater facilities – that can have programmatic overlap. Moreover, each anchor park has been expanded through extensions or additions that pull them closer to the neighborhoods' edges, suggesting future green corridors that could be developed to complete the circuit. Overall, future improvements should be made with attention paid to increasing the diversity of recreational amenities and reducing redundancy, while maintaining a high level of design and integrating the three basic considerations – indigenous landscape planting, structures for active human use, and stormwater control techniques – into every space.



King Middle School under renovation, Atlanta, GA.

STORMWATER CONTROL

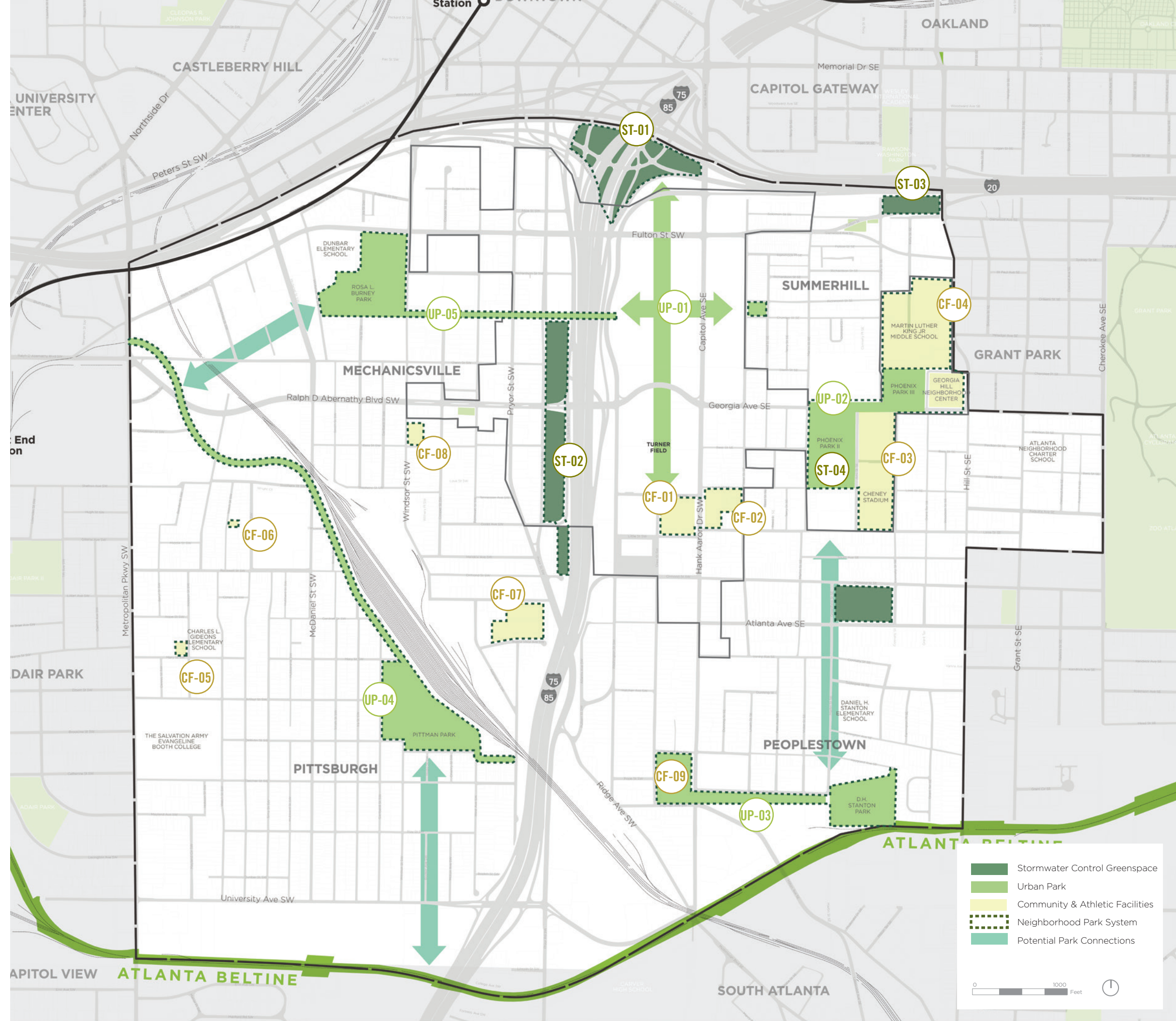
- ST-01** Interchange Stormwater Infiltration Zone
- ST-02** Connector Stormwater Infiltration Zone
- ST-03** Stormwater Infiltration Zone
- ST-04** Connally Storage Vault

URBAN PARK

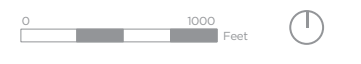
- UP-01** Core Area Parks / Heritage Park Restoration
- UP-02** Phoenix Parks Redesign
- UP-03** Four Corners Park / Stanton Connector
- UP-04** Pittman Park / Pittsburgh Greenway
- UP-05** Mechanicsville Connector

COMMUNITY / ATHLETIC FACILITIES

- CF-01** Media Lot Conversion: Park/Athletic Facility
- CF-02** FanPlex Improvements
- CF-03** Cheney Stadium / APS Project
- CF-04** King Middle School Renovation
- CF-05** Neighborhood Learning Center
- CF-06** Welch Street Park Urban Garden
- CF-07** Mechanicsville Community Center
- CF-08** Windsor Street Park Improvements
- CF-09** Peoplestown Community Center



- Stormwater Control Greenspace
- Urban Park
- Community & Athletic Facilities
- Neighborhood Park System
- Potential Park Connections



LCI Study Area Open Space and Community Facilities Proposed Projects

Broad and multifaceted investment in the core area means economic opportunity for the rest of the LCI.



04 | 03 NEW DEVELOPMENT

Economic development has been a subject of varying initiatives and emphasis in the LCI neighborhoods. Whether urban renewal, or deindustrialization and brownfield degradation, or business closures from an eroding market, or loss of population along with the housing crisis, the LCI has been exposed to the worst of the widespread problems facing cities in the 1950s through the 1980s and into the 2000s. It has also been the subject of repeated efforts to increase investment through land use regulation, subsidies and civic projects.

Georgia State University's commitment to build an athletic / wellness campus surrounded by mixed-use urban development changes this decades-old dynamic. Instead of a sports attraction that remains vacant for the majority of the year, there will now be an urban neighborhood that is active every day. This means that the rest of the LCI can fill critical development roles that round out a comprehensive economic program with many avenues for increasing entrepreneurship and employment while providing services that meet the retail demands and the need for jobs within the neighborhood.

URBAN CORE

- UC-01** Turner Field / GSU Redevelopment
- UC-02** Central Avenue Corridor Redevelopment
- UC-03** Capitol North Redevelopment

TRANSITIONAL MIXED-USE

- TM-01** Stadium East Redevelopment
- TM-02** Fulton-Windsor Redevelopment
- TM-03** Solomon Street Redevelopment

NEIGHBORHOOD CENTERS

- NC-01** Summerhill Neighborhood Center
- NC-02** Mechanicsville Neighborhood Center
- NC-03** Peoplestown Neighborhood Center
- NC-04** Pittsburgh Neighborhood Center

TRANSITIONAL NEIGHBORHOOD DEVELOPMENT

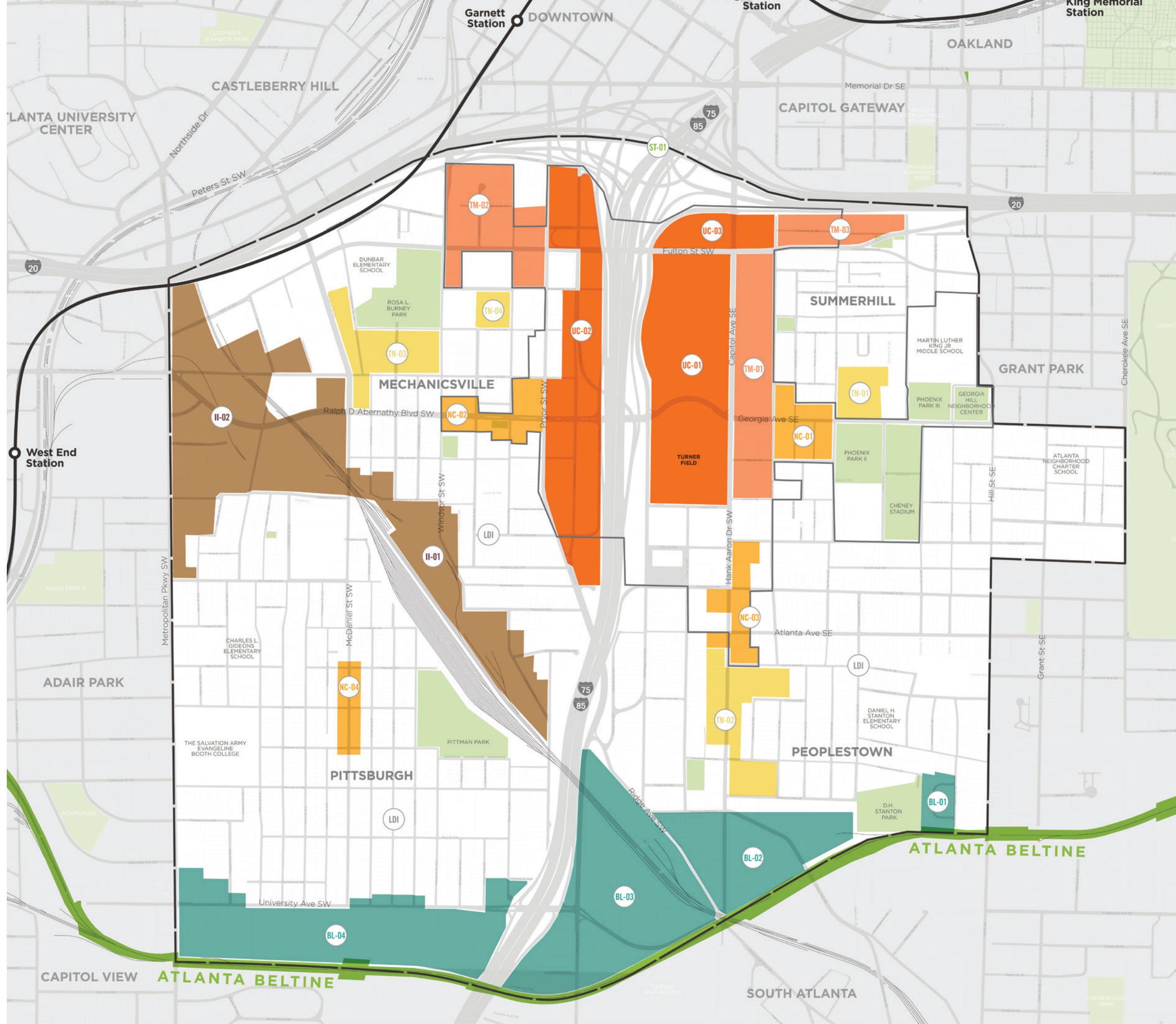
- TN-01** Martin Street Intergenerational Village
- TN-02** Hank Aaron Drive South
- TN-03** McKenzie Place Redevelopment
- TN-04** McDaniel Glenn Annex East Site

INDUSTRIAL INNOVATION DISTRICTS

- II-01** Railway Heritage Corridor
- II-02** Metropolitan East

BELTLINE DEVELOPMENT

- BL-01** Grant Terrace Village
- BL-02** Hank Aaron / McDonough Node
- BL-03** Industrial Urban Enterprise Zone
- BL-04** Casey University Avenue Site



LCI Study Area Development Opportunities

From left to right: Waterfront Station, Washington D.C.; MIT Tech Square, Cambridge, MA; Virginia Highland Neighborhood, Atlanta, GA; East Lake Commons, Atlanta, GA.



URBAN CORE

The densest and most intense part of the LCI, this area was the subject of hours of community dialogue and debate over the appropriate level of development expressed through the frame of an activity score. The urban core of the LCI should be thought of as a bridge between Downtown and the neighborhoods, a regional center that is both a main street and piece of Atlanta's urban center.

The urban core is discussed at length in Chapter 2.

TRANSITIONAL MIXED-USE

This district occupies the area between the urban core and residential neighborhood fabric. It is biased in favor of housing although can contain commercial uses along primary streets. Examples of transitional mixed-use development can be found in Glenwood Park, in Midtown West, and along the Beltline. Quality of Life Zoning with transitional height planes extending from neighborhood edges is recommended.

The LCI contains three Transitional Mixed-Use district – two buffering Summerhill from more intense surroundings, and one bridging between small neighborhood housing in Mechanicsville and Downtown.

NEIGHBORHOOD CENTERS

Neighborhood centers are small, locally-oriented districts that reflect the patterns of the community that they serve. They are dominated by one- and two-story storefront buildings and emphasize historic preservation and compatible new construction.

Atlanta is notable for its neighborhood centers like Virginia-Highland, Little Five Points and East Atlanta Village. Neighborhood commercial zoning has been created to protect these places and is an appropriate regulatory overlay for these areas in the LCI.

TRANSITIONAL NEIGHBORHOOD DEVELOPMENT

Medium-density residential uses subject to traditional neighborhood design standards are covered by this category. In most cases this refers to redevelopment of former public housing sites and subsidized multifamily approaching obsolescence. However, the large single-family homes fronting Hank Aaron Drive in Peoplestown are also included to incentivize historic renovation with a slight increase in density through the introduction of accessory units in the main structure or in detached carriage houses.

From left to right: Krog Street Market, Atlanta, GA; Industry City, Brooklyn, NY; Atlanta Dairies Rendering, Atlanta, GA; Pier 70, San Francisco, CA; Toronto's Distillery District, Toronto, Canada.



BELTLINE DEVELOPMENT

Areas subject to the Beltline TAD are covered in this category. Significant planning has been completed or is underway including the master development of the University Avenue Civic Site spearheaded by the Anne E. Casey Foundation. While all development in this district should have densities supporting transit, the use mix changes based on existing policy and physical context. See BeltLine Subarea 1 and 2 master plans for more detail.

INDUSTRIAL INNOVATION DISTRICT

This district provides an opportunity to change from the existing land use policy of light industrial because of the link to the BeltLine and the unique rail-base building stock that is being converted to new industrial uses and employment, destination retail, creative office, maker spaces and the like around the city. Local examples include Krog Street Market, the Atlanta Dairies and the LCI's Railyard project; while national and international examples include Pier 70 in San Francisco and Toronto's Distillery District.

Although there is room in the LCI study area for these type of adaptive reuse projects, there is also a demand for conserving light industrial uses; specially in the brownfield sites.

In addition, long-term preservation and mixed-use activation of the historic Peagram Shops complex should be given high priority with an emphasis on job creation and retention.

The community's desire for higher quality grocery stores can be realized with the influx of a critical mass of residents, workers, and students likely to occur through redevelopment of the core area.



04 | 04 COMMERCIAL OPPORTUNITIES

While the LCI Study Area has faced historical challenges, the large-scale redevelopment centered around Turner Field, in addition to citywide investments such as the Atlanta BeltLine, Renew Atlanta and Clean Water Atlanta will contribute over time to the changing physical and economic makeup of the Turner Field study area. These catalysts will create new sources of demand and opportunities for reinvention that serve existing residents and businesses as well as future users.

Redevelopment of these neighborhoods will not be easy or happen immediately. There are clear challenges that the LCI neighborhoods share, such as: poor connectivity due to barriers created by the highways; lack of neighborhood retail; large vacant properties; brownfields; and weak market demand. However, they also have a number of assets, including: nearby non-profit and academic institutions; proximity to downtown; easy access to the highways; valuable industrial properties; and plentiful parkland and open space.

Identification of market opportunities has been informed by commercial market analysis, community and stakeholder input, and urban design and development proposals for the core area prepared by the planning team. There is an opportunity to catalyze significant new development that will allow the four neighborhoods to create new retail amenities, job opportunities, and public realm improvements in the coming years. The following section outlines the existing state of office, commercial, and light industrial uses and the roles these uses might play in supporting the increased residential presence in creating a mixed-use district within the Study Area. 149

Office

Though existing office spaces are aging without any speculative office product being built, rents have been trending upwards throughout the City and within the Study Area since the 2008 recession, with very low vacancy existing within the Study Area. While future space is likely to cluster Downtown, the low vacancy rate coupled with the introduction of Georgia State University may provide opportunities for the addition of new, university-serving office uses within the LCI Study Area. These uses are likely to be proximate to the universities located near Mechanicsville or Summerhill — such as Clark Atlanta University, Spelman College, and soon Georgia State -- even if not in the Turner Field core, and have the potential to provide flex and non-traditional office space that may be attractive to start-up and growth stage firms.



Outdoor Shopping at Ponce City Market, Atlanta, GA.



Food Hall at Krog Street Market, Atlanta, GA.

Retail

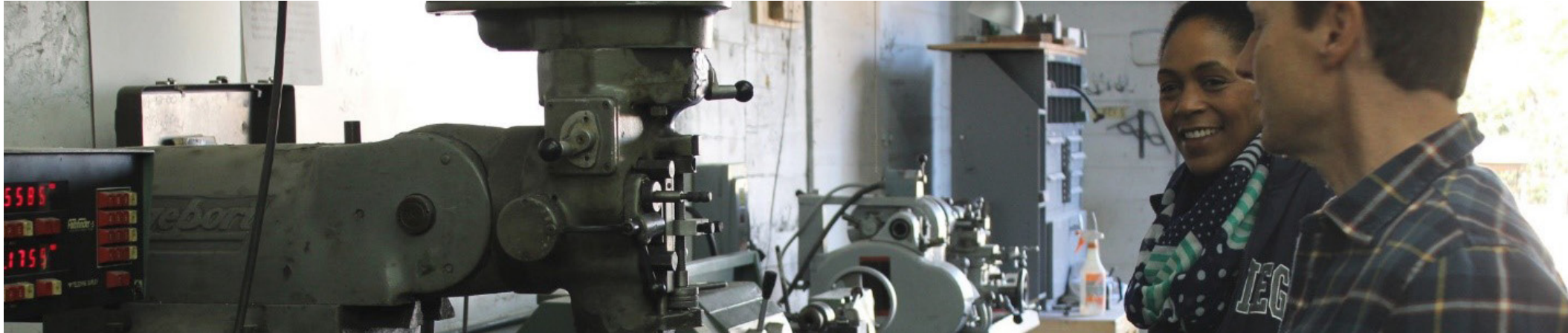
The market for retail is currently limited due to low residential densities, a lack of available and ready to lease retail space, and a limited range of incomes, with rents for retail considerably lower than Atlanta overall. Yet the community's desire for upgraded retail offerings, most notably through improved access to higher quality grocery stores, can be realized with the influx of a critical mass of residents, workers, and students likely to occur through the Turner Field Redevelopment. The potential for more locally-driven retail opportunities may emerge with maker and food spaces in repositioned corridors in Mechanicsville, as well as those that can build off future opportunities alongside the BeltLine in the southern portions of Pittsburgh and Peoplestown. Nearer-term opportunities may exist in Summerhill, moving towards town center-styled developments that can draw customers from both Grant Park and Downtown, similar to Memorial Drive.

Light Industrial

Due to its position outside of Downtown, but along the confluence of Atlanta's major highways, rail corridor, rail yard and light industrial uses are prevalent within the LCI Study Area, with higher rents relative to the City and lower vacancy. There is an opportunity to foster the growth of light industrial uses, particularly in the realm of tech- supportive light industrial spaces which has been a demand driver throughout the city.



Above: Innovation Lab at Industry City. The lab is a catalyst for employment, providing pre-screening and job placement services, technology and vocational training programs. Brooklyn, NY.



Above: Makerspace inside Freeside Atlanta, Atlanta, GA. The space is equipped with electronics, 3D printing, woodworking, and metalworking tools that are used by a community of creatives, engineers, programmers, artists and teachers.

Demand potential in the stadium neighborhoods currently exists for up to 209 new rental units annually through 2020.



04 | 05 HOUSING OPPORTUNITIES

In assessing the Turner Field Neighborhoods LCI area's potential to add new housing the planning team evaluated the local economic and demographic characteristics, as well as the for-sale and for-rent housing markets in the Study Area, the surrounding area (3-mile radius) and the Atlanta region. The future new housing market in the Study Area will be shaped by additions to both the for-sale and for-rent inventories in the Study Area neighborhoods. See graphic in following page.* The for-sale market was dramatically impacted by the housing crash during the Great Recession. The volume of new home sales within a 3-mile radius of Turner Field decreased dramatically since 2009: 319 new homes sold in 2009, compared to 54 in 2015, an 83% decline. While the number of sales decreased the average sales price increased significantly. Average sales price bottomed-out in 2011 at \$169,000 and reached its peak in 2015 at \$415,000, a 146% increase.

The general trend toward increased rental preferences nationwide is apparent locally. Apartment vacancy in the local area and larger region is at or below 5% currently, pointing to a tight market. Overall average apartment rents in the Study Area lag the larger area on an absolute and per square foot basis. However, rents in the 3-mile market area exceed overall region averages, pointing to a potential upside in rents in the Study Area that could be realized with a catalytic Turner Field redevelopment driving a positive market shift.

ALL HOUSEHOLDS IN 3- MILE MARKET AREA



POTENTIAL BUYERS & RENTERS

Made up of newcomers, renters in turnover, and owners in turnover



CONSIDERATIONS

Income: Home affordability | Rent or Purchase | Age of Householder | New or Resale | Single-family, Town home, Or "flat"



STUDY AREA "CAPTURE RATE"



ANNUAL STUDY AREA HOUSING DEMAND
For owner, renter, and senior housing types

In total, the planning team estimates that demand potential in the Stadium Neighborhood study area currently exists for up to 136 new home sales annually. Of that potential, demand for 81 new home sales comes from households with incomes at 80% AMI (\$55,000) or greater. These home prices (\$280,000+) would be considered market rate housing. The accelerated scenario assumes that demand could increase by up to 40% annually for homes should the Turner Field redevelopment provide amenities and services currently lacking in the area and, thus, improving the overall desirability of the study area as a residential location. Total annual demand for new home sales could range up to 190 units in the accelerated scenario.

Further, the planning team estimates that demand potential in the stadium Study Area currently exists for up to 209 new rental units annually through 2020. Of that potential, demand for 40 new units comes from households with incomes at 80% AMI (\$55,000) or greater. These units (monthly rents at \$1,375+) would be considered market rate housing. Homes below that threshold could likely be considered

affordable, based on the incomes of the home owners and the size of the renter households. The accelerated scenario assumes that demand could also increase by up to 40% annually for rental units. Total annual demand for new rental units could range up to near 300 units in the accelerated scenario. A majority of the rental demand potential comes from affordable units. Similar to the for-sale market, rental units are hard to deliver to households below 50% AMI (\$35,000 annual income).

This analysis is an estimate of what the market would allow in the near future and does not account for land availability or local political will for any particular real estate product type. Further, the analysis does not estimate student housing demand.

**Results were based on an econometric modelling exercise with population growth, household characteristics and employment projections from the Atlanta Regional Commission (ARC), Nielsen and the US Census as base data.*

Annual For-Sale Demand Summary

	Home Price	Below \$90,000	\$90,000-\$160,000	\$160,000-\$280,000	\$280,000-\$360,000	\$360,000 and above	TOTAL
	AMI	< 30%	30% - 50%	50% - 80%	80% - 120%	> 120%	
	Income	Below \$20,000	\$20,000-\$35,000	\$35,000-\$55,000	\$55,000-\$80,000	\$80,000 and above	
Status Quo							
Potential Study Area New SFD Sales		0	0	4	8	22	34
Potential Study Area New TH Sales		0	2	4	5	12	23
Potential Study Area New Condo Sales		0	17	29	31	3	80
TOTAL		0	19	37	44	37	137
Accelerated							
Potential Study Area New SFD Sales		0	1	5	11	30	47
Potential Study Area New TH Sales		0	2	5	8	17	32
Potential Study Area New Condo Sales		0	24	40	43	4	111
TOTAL		0	27	50	62	51	190

Annual For-Rent Demand Summary

	Monthly Rent	Below \$650	\$650-\$875	\$875-\$1,375	\$1,375-\$2,000	\$2,000 and above	TOTAL
	AMI	< 30%	30% - 50%	50% - 80%	80% - 120%	> 120%	
	Income	Below \$20,000	\$20,000-\$35,000	\$35,000-\$55,000	\$55,000-\$80,000	\$80,000 and above	
Status Quo							
Non-Senior		69	38	17	19	9	152
Senior		30	7	19	1	1	58
TOTAL		99	45	36	20	10	210
Accelerated							
Non-Senior		97	53	23	27	13	213
Senior		42	9	27	2	1	81
TOTAL		139	62	50	29	14	294

Turner Field LCI Affordable Housing Strategy Summary

The housing demand forecast for the Turner Field Study Area indicated demand for:

- **170 affordable rental** units annually (80% or less AMI) 850 affordable units over 5 years;
- **55 affordable for-sale** units annually (80% or less AMI) 275 affordable units over five years.

POTENTIAL STRATEGIES TO CREATE AFFORDABLE HOUSING

- Dedicate **Stadium TAD Funds** to Affordable Housing—From the taxable development that will occur around Turner Field, commit the TAD increment to fund affordable housing in the area, either through site acquisition, affordable unit subsidies, matching LIHTC funding, etc. \$100 million of taxable new investment could generate \$8 million to \$10 million for affordable housing.
- Implementation of **Atlanta’s New Inclusionary Zoning Requirements** — Recently approved inclusionary zoning requirements tied to the full range of Atlanta housing incentives can ensure 10%-15% of all new units be affordable.
- Creation of a **Turner Field Housing Collaborative** —Under the sponsorship of Georgia State University, CARTER and Invest Atlanta, create a non-profit development corporation to collaborate/partner with local Community Development Corporations (CDCs) and area developers to target affordable and mixed use housing opportunities.
- Allow 20% **Micro Units in Market Rate Rentals** —by allowing micro units of 450 SF to 600 SF in new projects, available at same per SF rents as other units, affordable market rate units can be created at no public cost.



2602 Broadway - Affordable housing building. Santa Monica, CA.