



The Pulse of Progress

Atlanta's Economic Monitor

Volume 1, Issue 8

December 2005

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<p>BeltLine TAD Approved!</p> <p>The BeltLine tax allocation district was approved on November 7th by Atlanta City Council. Residents present and future will have today's City Council members to thank and we laud their vision and leadership. Others deserving credit include the neighborhood groups and the philanthropic community.</p> <p>The BeltLine project was one of the most extensive public involvement processes in the history of Atlanta. It has been the most thorough of any citizens participation project since the '96 Olympic planning. Over 120 meetings with neighborhoods, NPU's, and interested citizens were held throughout the city. Added to those meetings were numerous bus tours of the Beltline redevelopment area and over 60 hours of neighborhood/NPU/community meetings held at ADA. Everyone who wanted to participate could participate. Every NPU who requested a presentation or a meeting had both. This redevelopment plan is a reflection of the vision of the citizens of Atlanta. Participants at design workshops had the opportunity to build the project from the ground up using real building blocks, maps and markers. Every piece was vetted by the neighborhoods. "We made over 70 changes to the TAD based on requests from citizens," says Barbara Faga, Chairman, EDAW Inc., the urban design working on the project. "This has truly been a community designed plan."</p> <p>The Beltline project has not only received support from residents of the city but many other organizations and foundations as well. The ADA managed both the feasibility study as well as the BeltLine Redevelopment Plan, the results of which were released earlier this year. Approximately 85% of the \$1.5 million in study costs was funded almost entirely by private philanthropic donations and the City of Atlanta contributed the other 15%. Normally, initial planning studies</p>

Community Partner Links

[Everyday is an opening day.](#)

[Atlanta's Affordable Homeownership Program](#)

[Trust for Public Land, Report on Atlanta's BeltLine](#)

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ADA's Mission

ADA is the catalyst for residential and commercial economic vitality in Atlanta. To accomplish this, we will:

such as these are funded by government. Atlanta is fortunate that the philanthropic community, such as the Arthur M. Blank Family Foundation and the PATH Foundation, recognized the value of this project and were willing to provide the seed funding to jump start the effort.

The BeltLine Project's momentum is building thanks to added support from the public/private partnership provided by a number of outside organizations, including the Trust for Public Land (TPL), the PATH Foundation, and MARTA. The BeltLine is at or near the top of these organizations respective priority lists.

"We would not be where we are today had it not been for the investment from private foundations and the spirit of cooperation and public /private commitment from other nonprofit organizations," says Tina Arbes, Director of Special Projects at ADA. "The unique vision of the BeltLine has stimulated all of these groups to proactively lend tremendous support to make the BeltLine a reality."

Focus of attention continues to be on the implementation of the primary funding source, the BeltLine TAD. During early December, the BeltLine TAD will be voted on by both the Atlanta Board of Education and Fulton County Board of Commissioners. Approval by each of these governmental organizations is critical in order to move the project forward.

Ivan Allen, Jr. Boulevard Stands as Showpiece Of Trend Toward Better Downtown Walkability



With \$284 million worth of new residential, office, and retail development popping up along its corridor, the recently renamed Ivan Allen, Jr. Boulevard (IAJB) represents a growing trend toward a more walkable Atlanta.

This infrastructure improvement project, which combined three streets -- Jones, a section of Simpson, and Alexander -- into one thoroughfare, is a critical step in realizing the vision for Centennial Hill to become Downtown's next active, 24-hour, mixed-use neighborhood. IAJB upgrades include four 11' travel lanes, intersection redesign for pedestrian crossing and signal efficiency, raised medians where appropriate, 15' sidewalks, additional street and sidewalk lighting, utility relocation, and bike lanes.

IAJB is just one of a host of projects in various stages of completion that are transforming Atlanta into a city that pedestrians will appreciate. Some of the others include:

New Signs

Look for new wayfinding signs to be installed early next year that will enhance the city walking experience. The current mixed bag of signs will be consolidated into one eye-catching, easy-to-read style.

Marietta Street & Centennial Olympic Park Drive

Coordinate efforts with the City, County, State and other key stakeholders;

Jumpstart redevelopment activity within the City's tax allocation districts;

Provide small business loans for expansion and start-up;

Supply mortgage down-payment assistance to low and moderate income families;

Issue bonds to spur residential and commercial development;

Acquire land for green space, residential and commercial development;

Implement quality of life projects in underserved communities;

Retain and expand existing business, recruit new business, promote the City and available business development incentives.

Marietta Street is one of Downtown's key visitor and tourist routes, connecting the Centennial Olympic Park area with Underground Atlanta and Five Points. The intersection in front of CNN Center alone sees millions of pedestrians annually. The intent of this project is to improve comfort and safety for pedestrians, as well as their aesthetic experience in this corridor. Anticipated enhancements include:

Sidewalks

- Replacing existing concrete and decorative paver sidewalks and making granite curb improvements
- "Greening" the corridor with new raised planters, additional flower baskets, additional street trees and tree well plantings
- Adding new pedestrian lighting and refurbishing the existing street light poles
- Installing new trash cans and banners

Intersection Safety

- Providing ADA-compliant sidewalks and ramps on deficient streets
- Re-painting high-visibility crosswalk markings at all crosswalks
- Repairing pedestrian signals
- Performing drainage work to eliminate ponding in crosswalks

Simpson-West Peachtree

This project area includes the sidewalks and intersections along Simpson Street between Centennial Olympic Park Drive and West Peachtree Street, as well as West Peachtree Street itself from the Civic Center MARTA station to Hardy Ivy Park (at the intersection with Simpson Street).

Proposed improvements on Simpson between Centennial Olympic Park Drive and West Peachtree include two 10'-wide lanes of traffic, one in each direction and a minimum 6'-wide sidewalk on the north side of the street. On the south side of Simpson, a 6'-wide planting strip with an adjacent 8'-wide sidewalk is proposed. Street trees will be consistently spaced at 30' and additional street and pedestrian lighting will be added. All of these improvements are possible by eliminating an existing lane of on-street parking.

On West Peachtree Street, sidewalks will be upgraded and widened with a 5' clear zone that features trees spaced 30' to 40' on center, as well as new pedestrian lighting. On-street parking will be added on the west side of West Peachtree Street.

The intersection of West Peachtree Street and Simpson Street will be given a raised, pedestrian friendly intersection to emphasize it as a gateway entrance into Centennial Hill.

Opening Days

Two major development projects celebrated the beginning of construction with groundbreaking ceremonies this past month - Historic

Westside Village (HWV) and TWELVE Centennial Park.



Historic Westside Village's redevelopment is a public-private venture between the City of Atlanta, the Atlanta Development Authority (ADA) and private developers; HJ Russell, Trammell Crow and Brock Built Homes. Helping to make this project financially viable is the City's [Westside tax allocation district program](#), administered by ADA as well as significant private capital.

This project is supported by the neighborhood which has long been ready for new for-sale housing, additional retail options, pedestrian friendly paths and bike trails. New housing choices will include; 60 townhomes, starting in the \$240's and 150 condos starting in the \$150's. [ADA's Affordable Homeownership Program](#) will also be made available to those who qualify. New retail will be part of the next phase.

The neighborhood surrounding Historic Westside Village (HWV) is rich in African-American history. Over the years the community has flourished around its local churches, educational facilities and neighborhood organizations, including paramount institutions as the NAACP and neighborhood businesses. Beginning in the 1960's, the neighboring site was home to Paschal's Restaurant, a popular meeting place for leaders of the civil rights movement. The Atlanta University Center, an epicenter of historically black colleges, is located across the street.

TWELVE Centennial Park, an upscale hotel-condo development, broke ground on October 31st. This Novare Group project located at Ivan Allen Jr Blvd and West Peachtree will add 1,034 condominium units, 102 TWELVE hotel rooms and about 20,000 square feet of retail space to downtown. Unit sales are scheduled to commence in the 1st quarter of 2006 with completion anticipated in July 2007. "TWELVE Centennial Park will be a more casual alternative for the upscale guest whose



number-one focus is a great room and award-winning, innovative cuisine," said Jim Veil, president, TWELVE Hotels and Residences. "In reality, the hotel rooms at TWELVE will be no different than the condominium residences above, averaging 750 square feet with a full kitchen and featuring technology services not available in the average home. Whether you are in Atlanta for a night or for a month, you are going to want to stay here." Its sister project, TWELVE Atlantic Station is slated to open February 2006. For more information visit www.twelvecentennialpark.com.

"Every Day Is An Opening Day" Hits The National Media Scene

On November 10th, the Brand Atlanta Campaign team introduced the final elements of Atlanta's new marketing campaign to an enthusiastic crowd at



Symphony Hall. In the audience were media from across the nation. Below find a sample of some of the great news about how Atlanta is telling her story to the world.

[Listen to Mayor Franklin on "All Things Considered"](#)

Reports about Atlanta's new brand have also been found in USA Today Associated Press, The New York Times, the Orlando Sentinel, CNN and National Public Radio. Visit www.ATLopen.com for more information.

TAD's vs UEZ. New study recommends redevelopment incentives.

A recently completed report prepared for the Atlanta Development Authority (ADA) spotlights the development potential along some of the city's underserved corridors. ADA commissioned an analysis of redevelopment incentive tools to determine how best to spur redevelopment in areas of the city that have historically suffered from disinvestment.

ADA's consulting team, Bay Area Economics and Urban Collage, initially identified 60 subareas (redevelopment opportunities) to evaluate the effectiveness and potential for using TADs or Urban Enterprise Zones (UEZs) as redevelopment incentives to spur revitalization in those corridors. The report focused on 29 subareas that do not lie in an existing TAD or the proposed BeltLine TAD. These redevelopment opportunities were evaluated with data routinely used by developers and investors in making their investment decisions. Based on this evaluation, the consultants recommended the redevelopment tool that would be most appropriate for each subarea.

The report will be available for viewing after December 7th at www.atlantada.com.

The study areas include:

- Campbellton Road/Greenbriar Parkway corridor;
- Donald Lee Hollowell Parkway corridor;
- Georgia Avenue/Ralph David Abernathy Boulevard/Cascade Road area;

- Jonesboro Road corridor;
- Martin Luther King, Jr. Drive corridor;
- Memorial Drive corridor;
- Metropolitan Parkway corridor;
- Simpson Road corridor;
- Stadium Neighborhoods (Summerhill, Mechanicsville, Pittsburgh and Peoplestown).

Neighborhood of the Month: Westview

Although it is less well known than its neighbor the West End, the Westview neighborhood has created a thriving community that is brimming with new development opportunities. Located just south of I-20, Westview was the scene of a major battle during the Civil War and is home to a cemetery that is the final resting place for many famous Atlantans, such as Asa Candler and William Hartsfield. Councilman C.T. Martin, who represents the area, commended the historical value of Westview and said, "This is a great neighborhood."

Today, Westview has become a model for community revitalization efforts thanks to the partnerships created by businesses and local community development organizations. A new retail and residential complex, the Westview Lofts, opened in August on Ralph David Abernathy Boulevard. Atlanta-Westview Holdings LLC and the First Iconium Baptist Economic Development Corporation /Cooperative Resource Center, a non-profit development collaboration, constructed 21 affordable loft-style apartments. The team also redeveloped five storefronts and constructed two new ones in the once blighted corridor. ADA provided \$200,000 from its Business Improvement Loan Fund to the \$2.5 million project. According to Paul Stange of Atlanta-Westview Holdings, the final three storefronts will be completed in the next four months. The completed storefronts add to the retail mix of the area with, among others, an art gallery and a men's clothing store. Westview is sure to improve into the future as additional public-private partnerships rejuvenate neighborhood streets and create affordable housing for residents.

Upcoming Economic Development Events

December 1 st from 7:00am, - 9:30am, Meet Me in Midtown: 2005 Midtown Alliance Annual Meeting at the Fox Theater. Purchase tickets at www.midtownalliance.org.

December 7th from 9:00am - 10:30am, An Overview of the Urban Enterprise Zone (UEZ) Process Improvements. A must attend session for all residential, commercial, mixed-use and industrial developers. Location: ADA offices at 86 Pryor Street, 3rd floor. Please RSVP to cbrackett@atlantada.com or call 404-614-8295.

January 17th from 7:30am - 9:30am, Developer's Day hosted by the City of Atlanta's Bureau of Buildings. To be held at the Georgia Power Company Auditorium at 241 Ralph McGill Blvd, across the street from the Atlanta Civic Center. To register, click here >> <http://www.atlantaga.gov/government/planning/burofbuildings.aspx>

January 26th - Redevelopment of Brownfields, Vacant and Abandoned Properties for Neighborhood Revitalization, a Lincoln

Institute of Land Policy Professional Development Course at Georgia Tech Global Learning Center - for more information or to register call 888-845-8759.

January 27th - GIS for Community-Based Organizations, a Lincoln Institute of Land Policy Professional Development Course at Georgia Tech Global Learning Center - for more information or to register call 888-845-8759.

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