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Southeast Study Group 10.23.17

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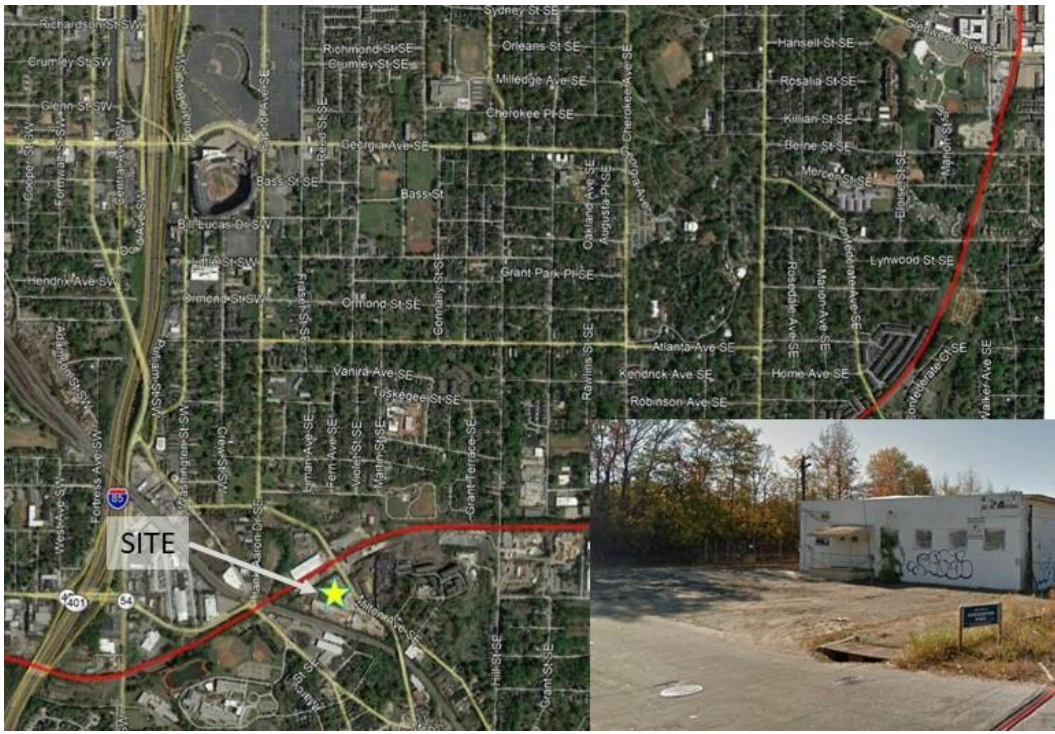
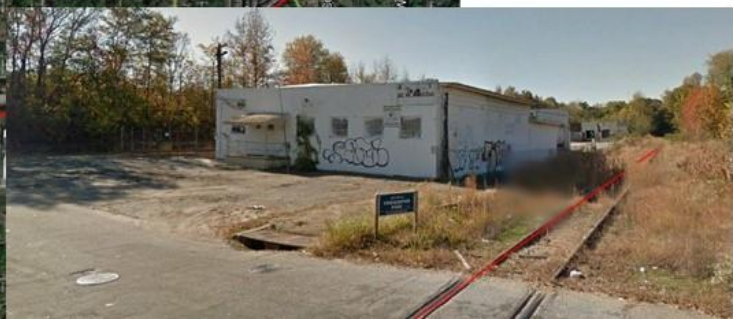
Brownfields Cleanup Grant Opportunity

- Grant available through EPA Brownfields program
- Applications due 11/16/17
- Spring 2018 grant notification
- Draft grant proposal and draft Analysis of Brownfield Cleanup Alternatives (ABCA) will be available for public review and comment at ABI's office



95 Milton Avenue



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Atlanta BeltLine Subarea 3 Master Plan

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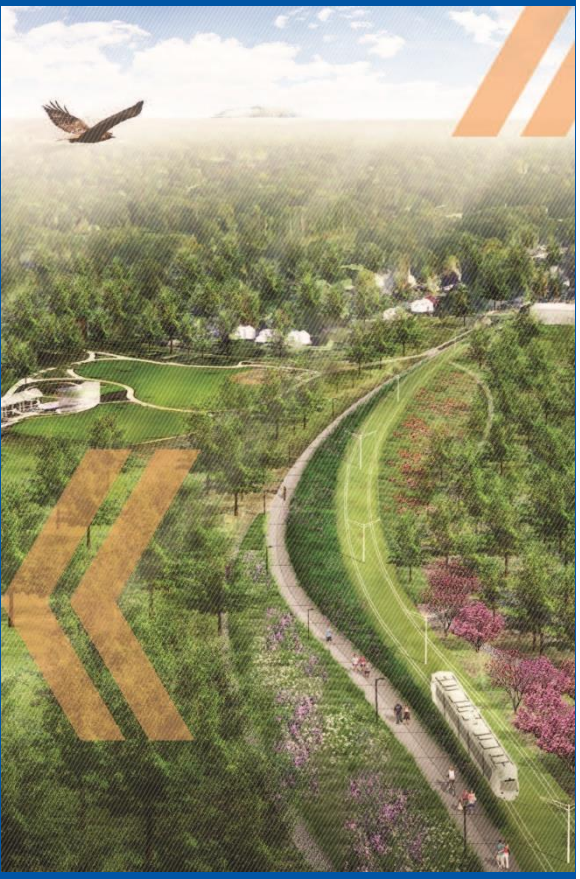
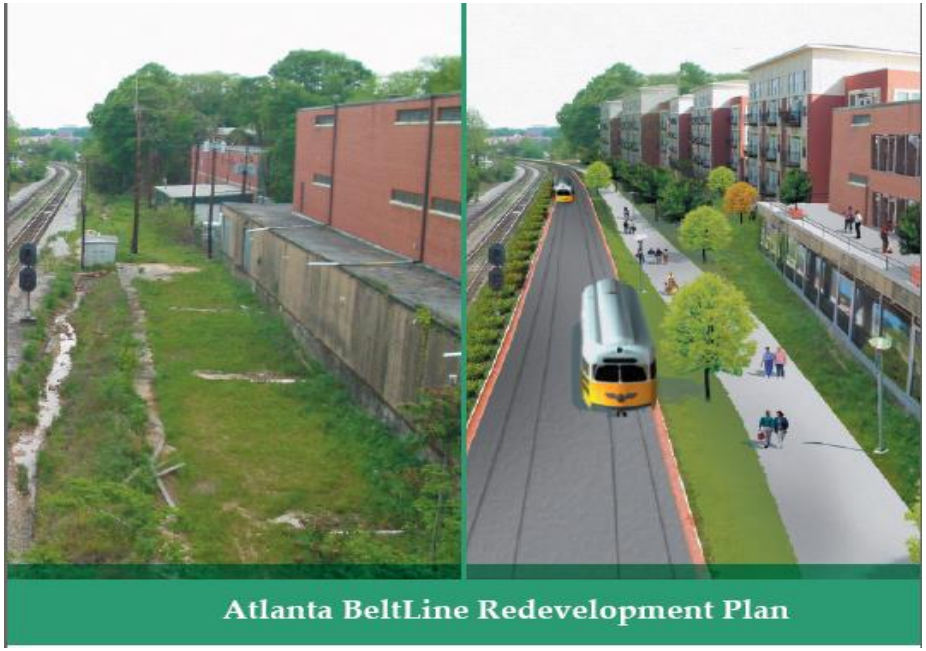
Subarea Master Plans



- Subarea plans adopted between 2009-2012
- Goal - To implement the Redevelopment Plan goals in the context of each unique geographic area
- Purpose – To guide growth for vibrant, livable mixed-use communities by applying best management practices for transit oriented development, mobility, green space, and alternative modes of transportation.



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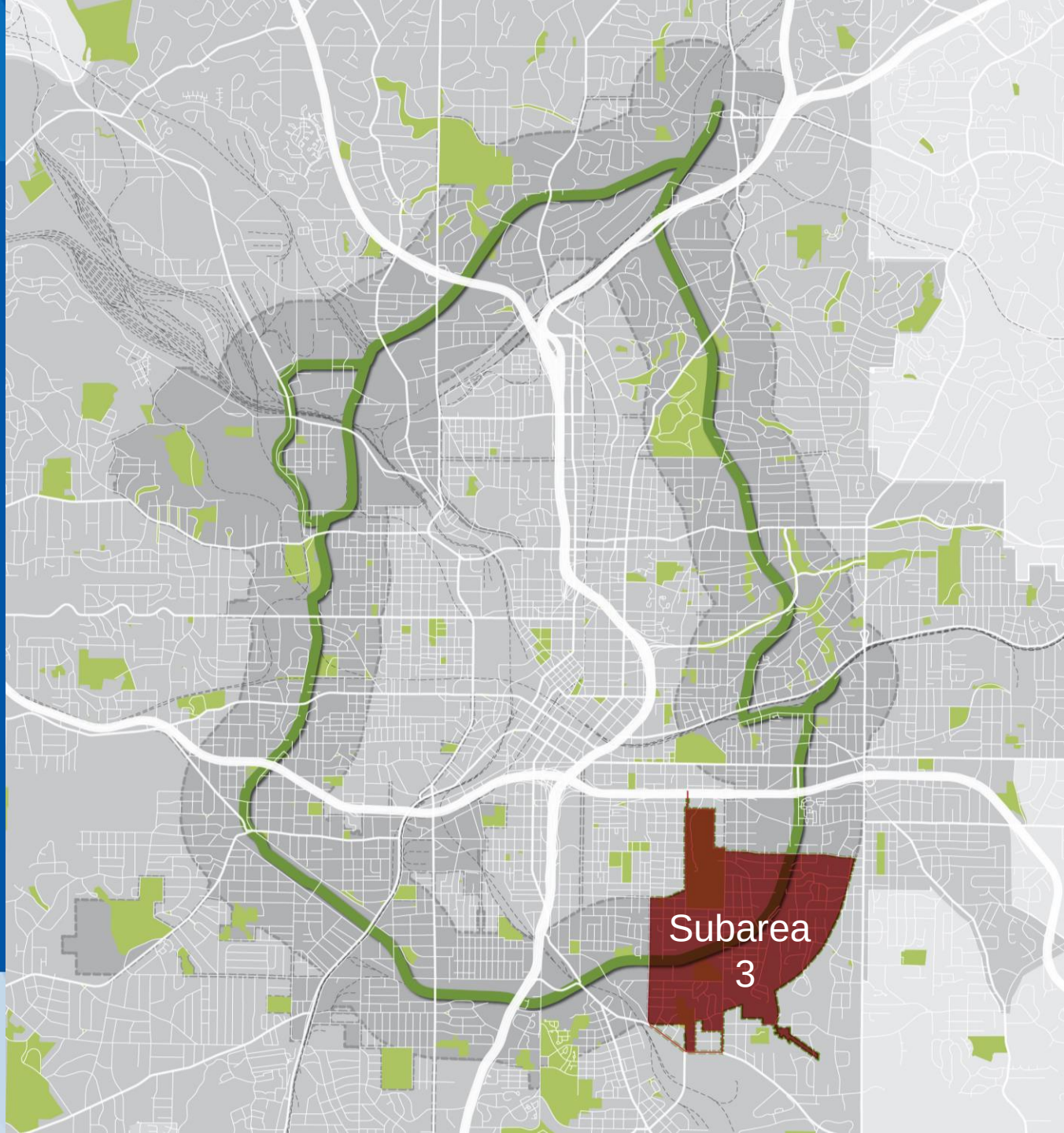
Subarea 3 Overview



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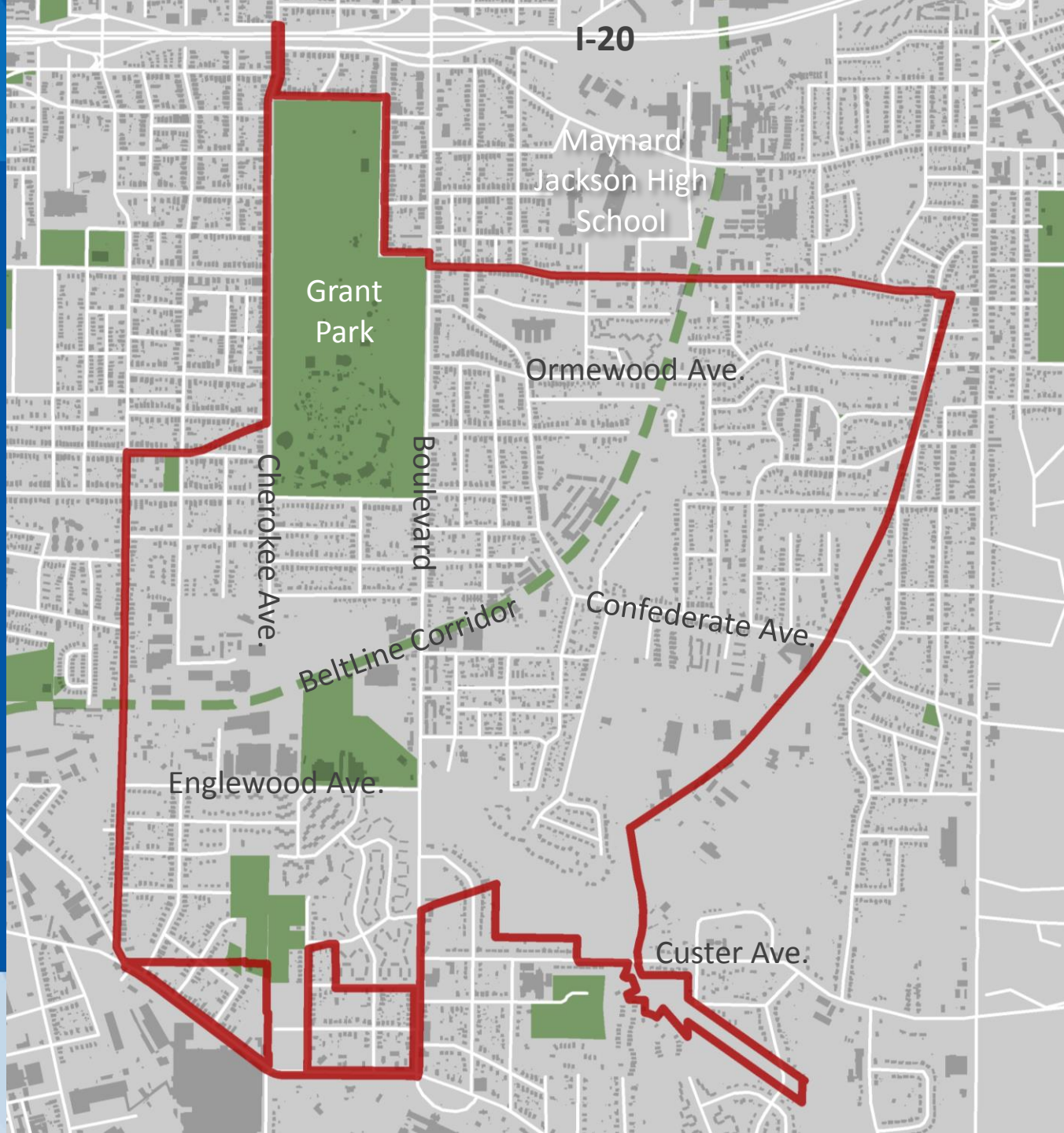
Subarea 3 Overview

- Neighborhoods
  - Grant Park
  - Ormewood Park
  - Chosewood Park
  - Benteen
  - Boulevard Heights
  - Custer / McDonough / Guice
  - Englewood Manor



Atlanta BeltLine

Coordinated Planning Efforts

Neighborhood Plans to-date

- New Beginnings – Chosewood Park Redevelopment Plan (2010)
- ARC Lifelong Communities Case Study – Boulevard Crossing (2009)
- Atlanta BeltLine Master Plan – Subarea 3 (2009)
- Chosewood Park Visioning Plan (2011)

AHA Site Redevelopment

- Development proposals for AHA owned properties in Chosewood Park **30 acres**

TOD Framework

- Evaluation of existing land use, zoning and street framework for Transit Oriented Development (TOD) readiness **160 acres**

Subarea 3 Master Plan

- A policy tool to guide growth and development in the areas of mixed use, design, mobility, greenspace, and alternative modes of transportation. ***569+/- acres***

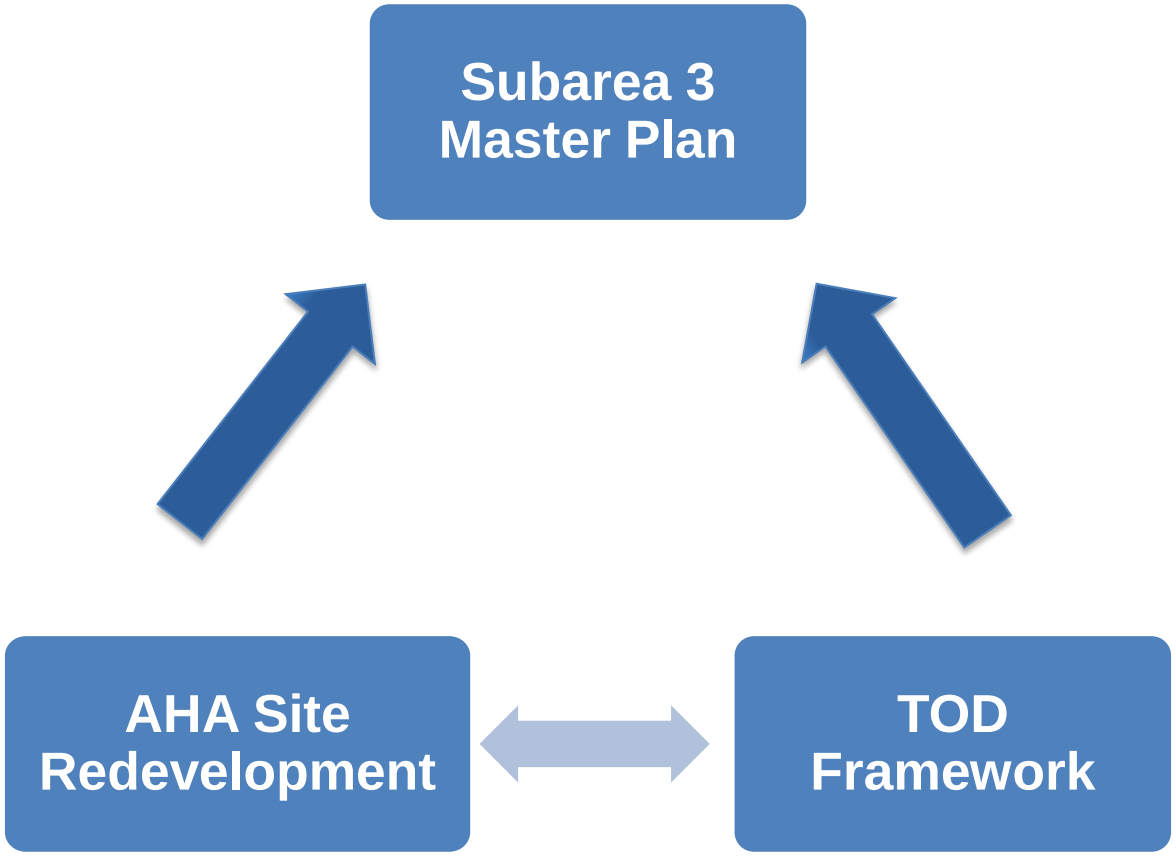
Atlanta Housing Authority

Atlanta BeltLine

Atlanta BeltLine

TSW
PLANNERS
ARCHITECTS
LANDSCAPE ARCHITECTS

Coordinated Planning Efforts



Subarea 3 Master Plan Team

Noell Consulting Group

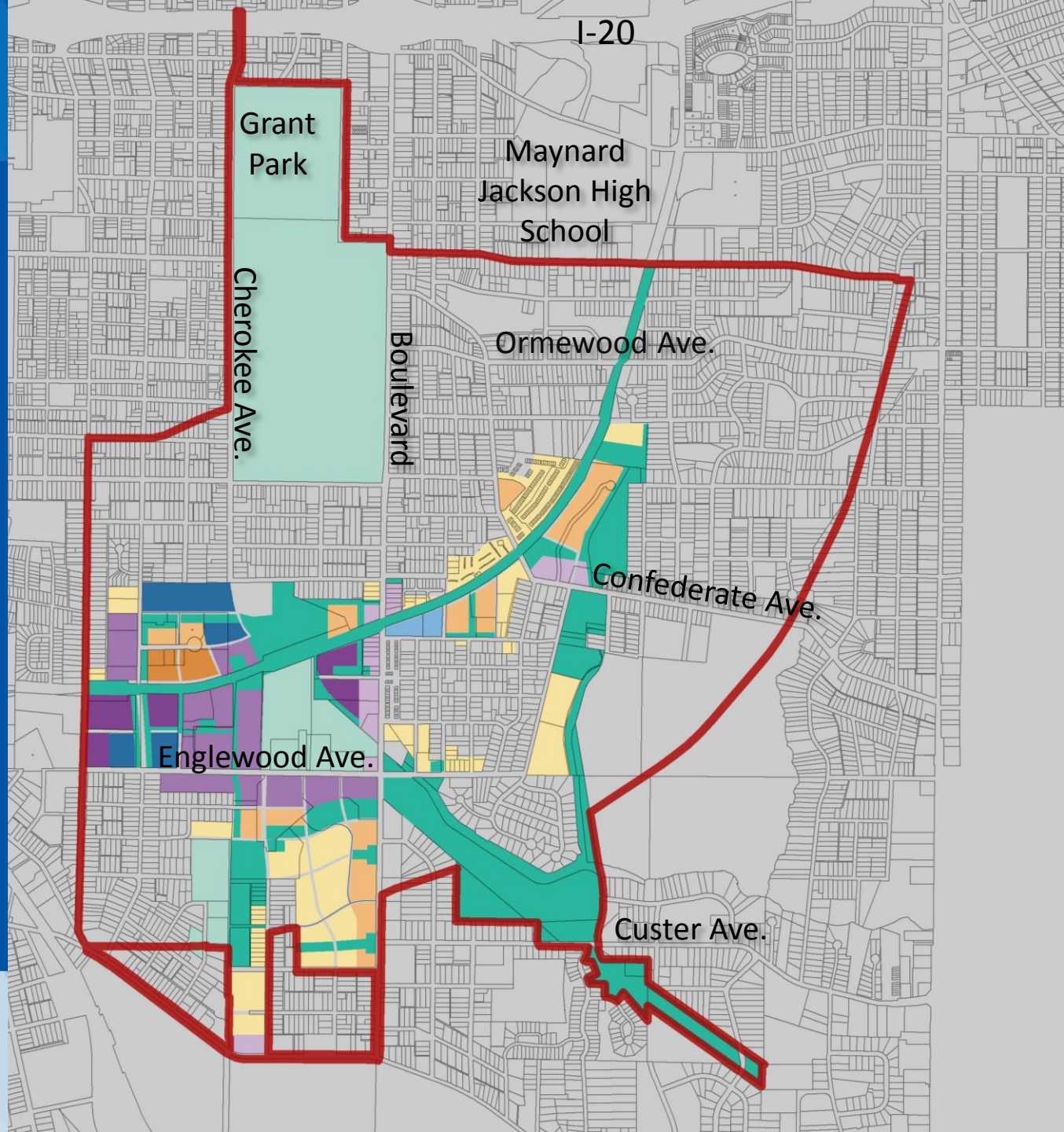
TSW
PLANNERS
ARCHITECTS
LANDSCAPE ARCHITECTS

GRICE CONSULTING GROUP

Subarea 3 & TOD District Schedule

- August 28th – Chosewood Park TOD District Process Introduction
- October 9th – Chosewood Park Neighborhood Association Meeting
- **October 23rd – *SE Study Group: "Subarea 3 and TOD District Kickoff"***
- November 13th – Chosewood Park Neighborhood Association Meeting
- Week of Nov 13th – TOD Stakeholder Advisory Committee
- **November 30th – *SE Study Group: "Scenario Presentation"***
- December 11th – Chosewood Park Neighborhood Association Meeting
- January 8th – Chosewood Park Neighborhood Association Meeting
- Week of Jan 8th – TOD Stakeholder Advisory Committee
- **January 22nd – *SE Study Group: "Refined Scenario Presentation"***

Subarea 3 Master Plan: Land Use



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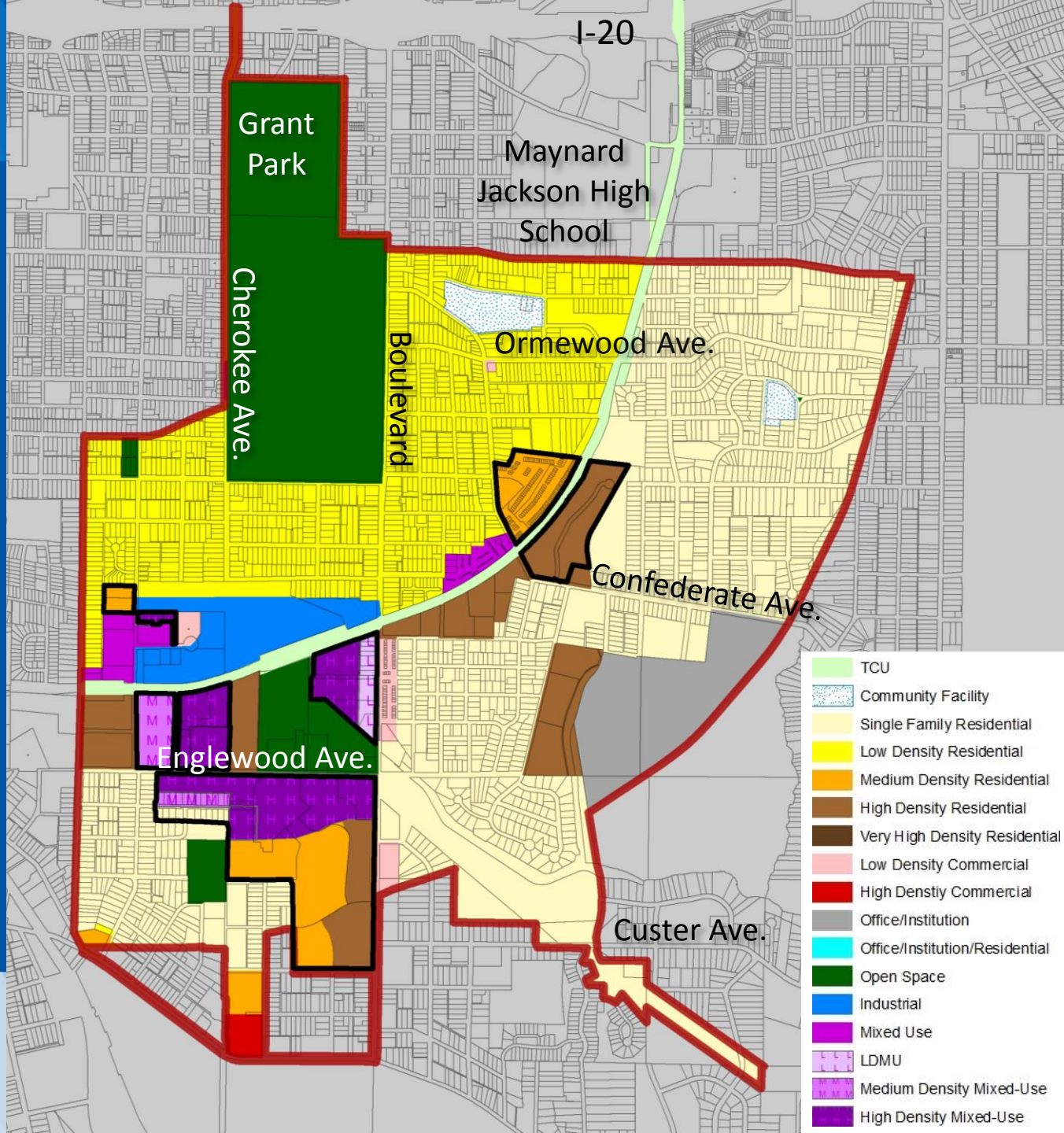
Subarea 3 Master Plan: Future Land Use Plan Updates

- From residential to mixed use
- From lower to higher density residential
- From industrial or commercial to residential or mixed use



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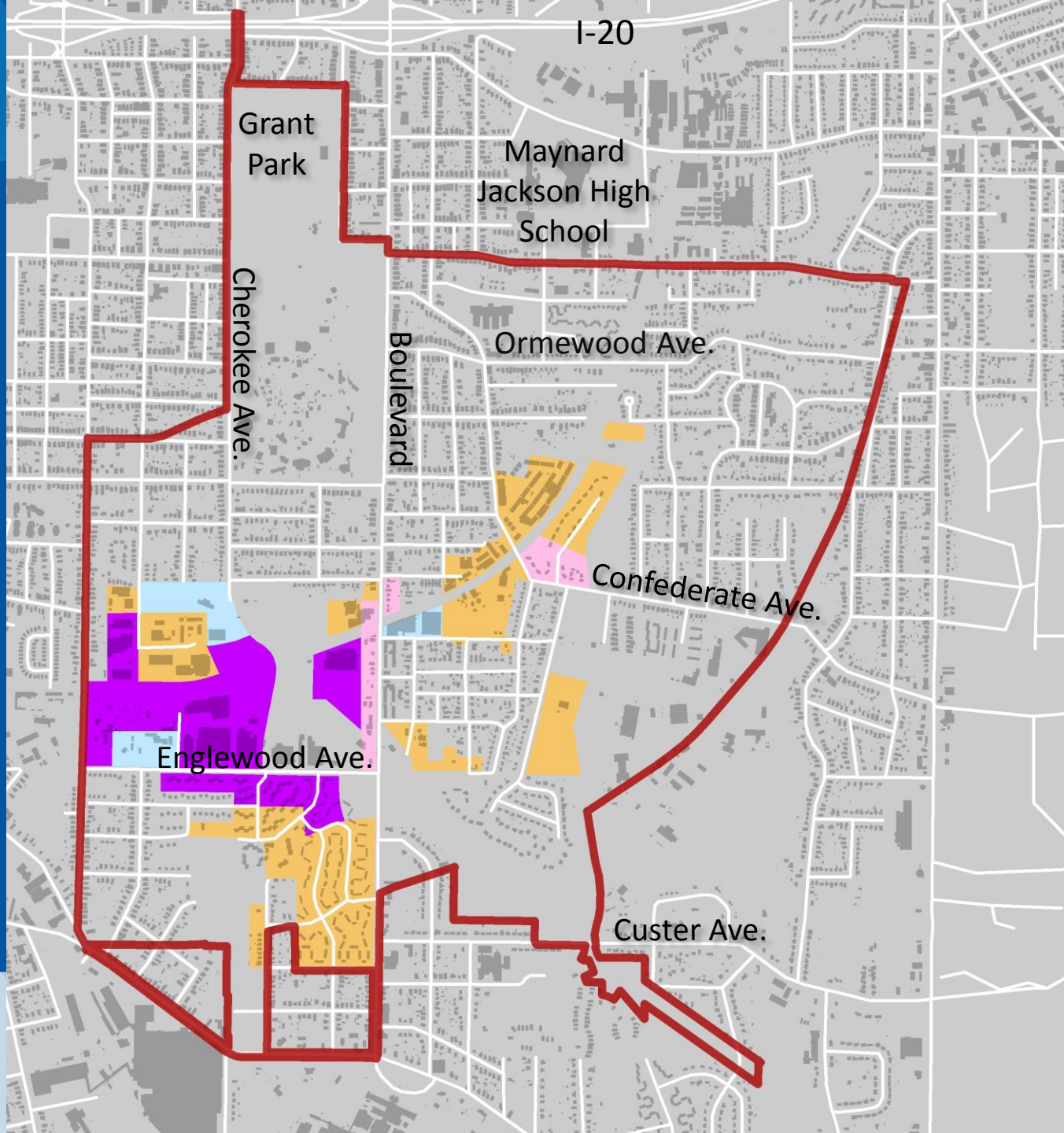
Subarea 3 Master Plan: Zoning

- To MR
- To MR, MU, or LW
- To MRC
- Official Institution



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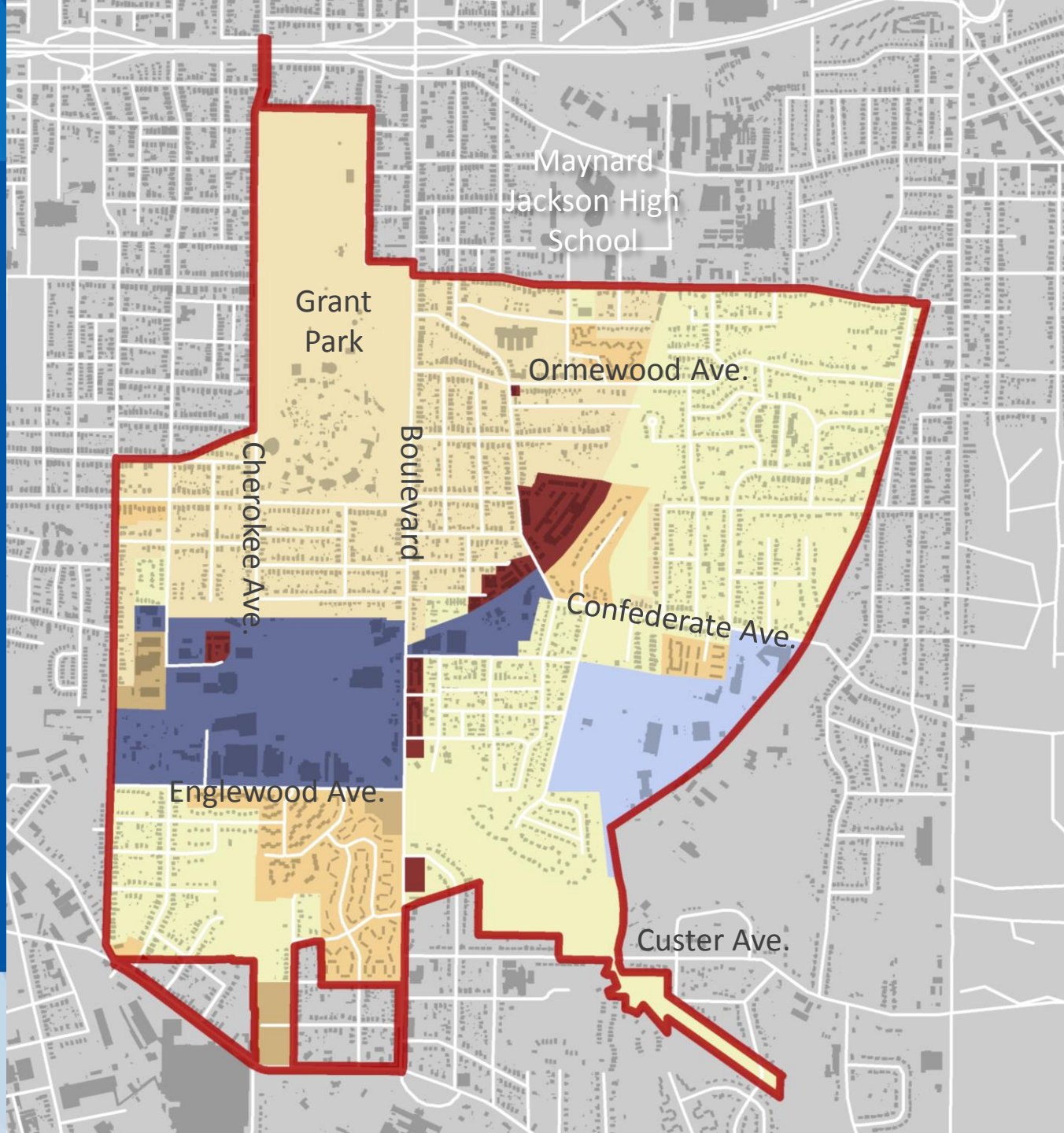
2008 Zoning



- PDH; R4; R4A; R4B
- R5; R5C
- RG2; RG2C; RG3C
- MR3; MR4A; MRC3; MRC3C
- OI
- C1; C1C; C2C; NC7; NC7C
- I1; I1C; I2
- PDMU

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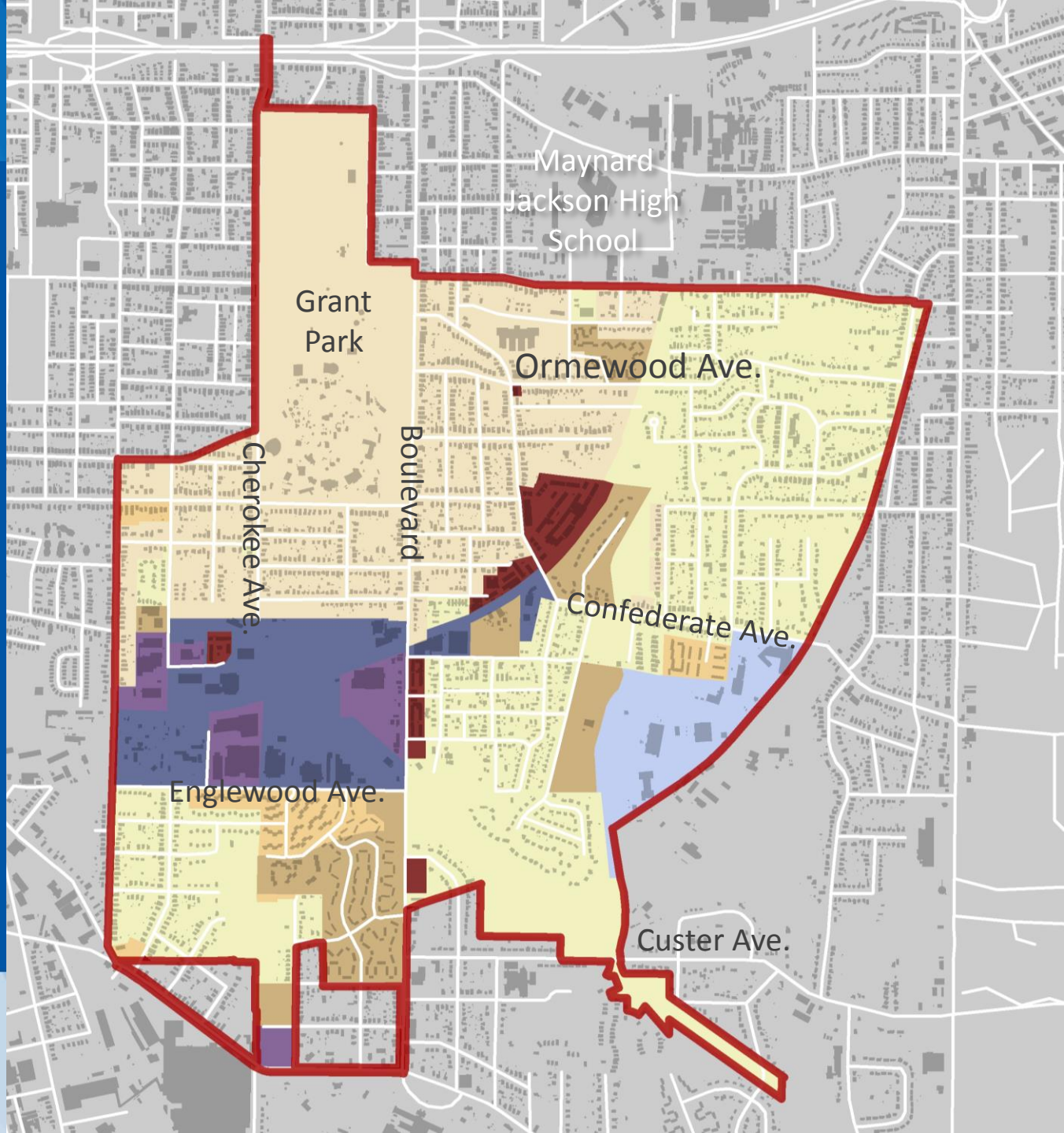
Current Zoning

- Several rezonings from RG to MR
- Several rezonings to MRC-3
- Rezonings from O-I and I to MR

- PDH; PD-H; R-4; R-4A; R-4B
- R-5; R-5-C
- RG-2; RG-2-C; RG-3-C
- MR-3-C; MR-2/BL; MR-3; MR-3-C/BL; MR-4A-C; MR-4A-C/BL; MR-2; MR-4A
- O-I
- NC-7-C; C-1; C-1-C; C-2-C; NC-7; NC-7C
- I-1; I-1-C; I-2
- MRC-3; MRC-3-C; MRC-3-C/BL



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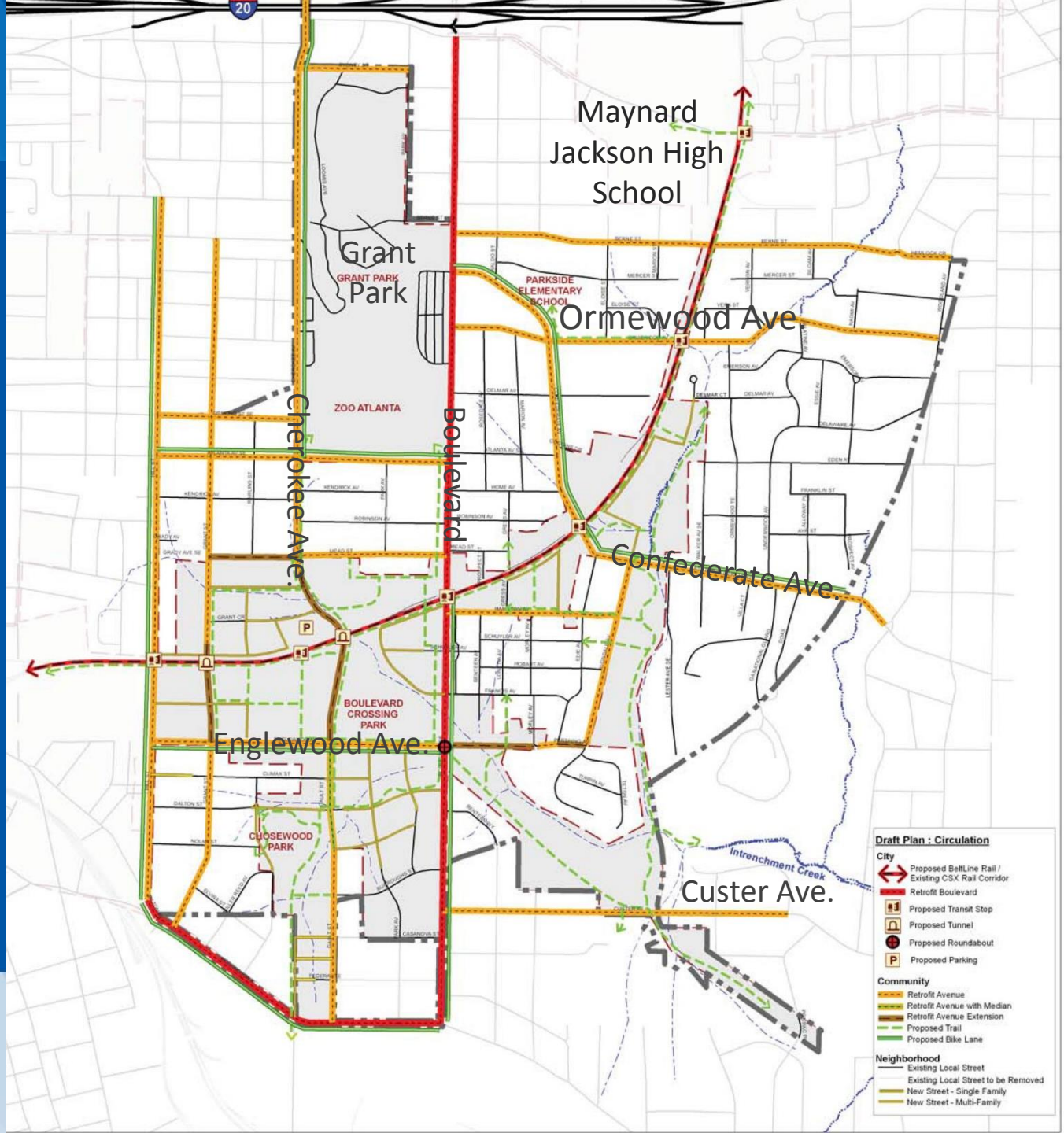
Subarea 3 Master Plan: Connectivity



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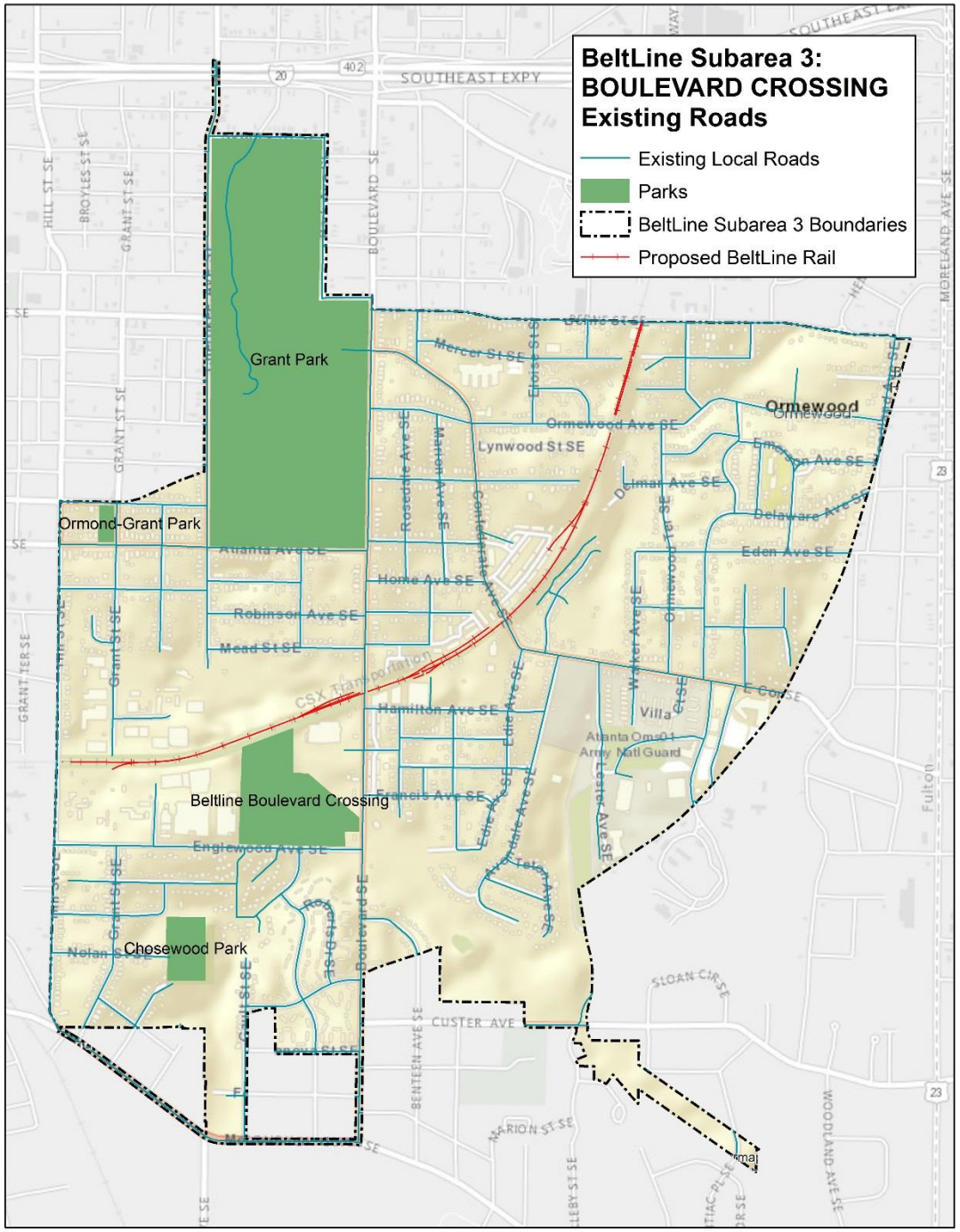
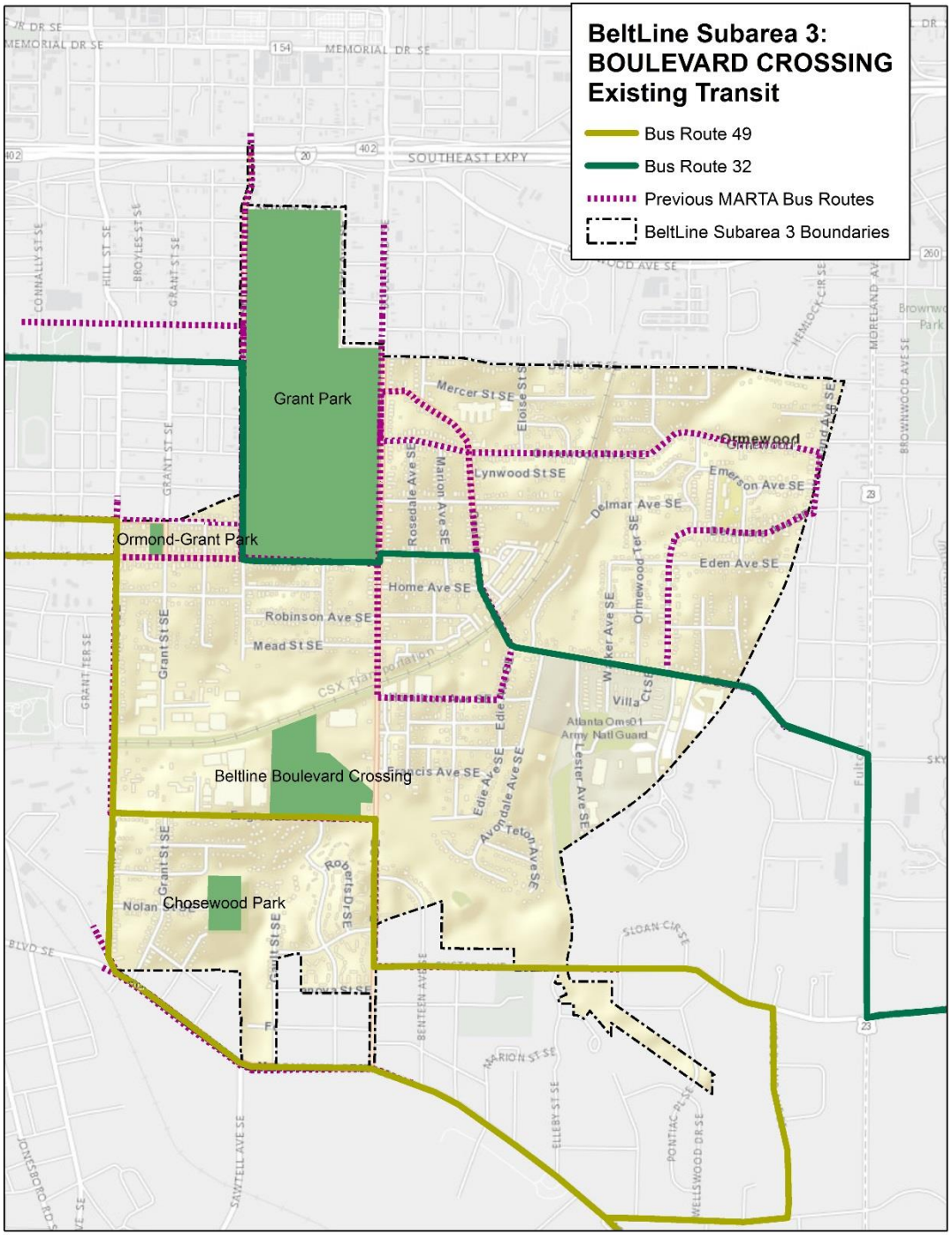
Subarea 3 Master Plan: Connectivity

- Existing Roads



Subarea 3 Master Plan: Connectivity

- Existing MARTA Bus Routes Serving Subarea 3



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Transportation Facility Condition:

- Signal/ Crosswalk

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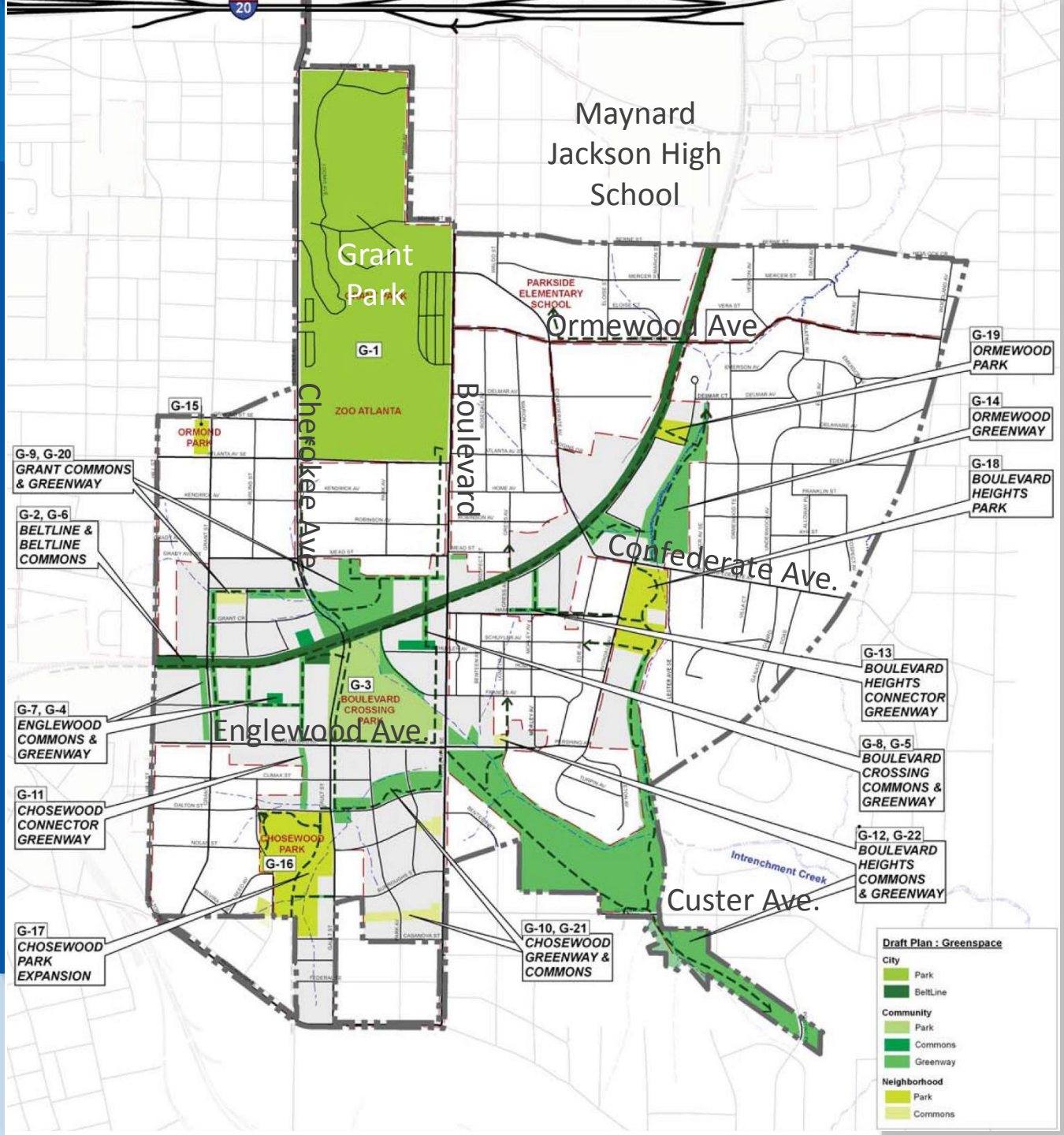
Subarea 3 Master Plan: Greenspace



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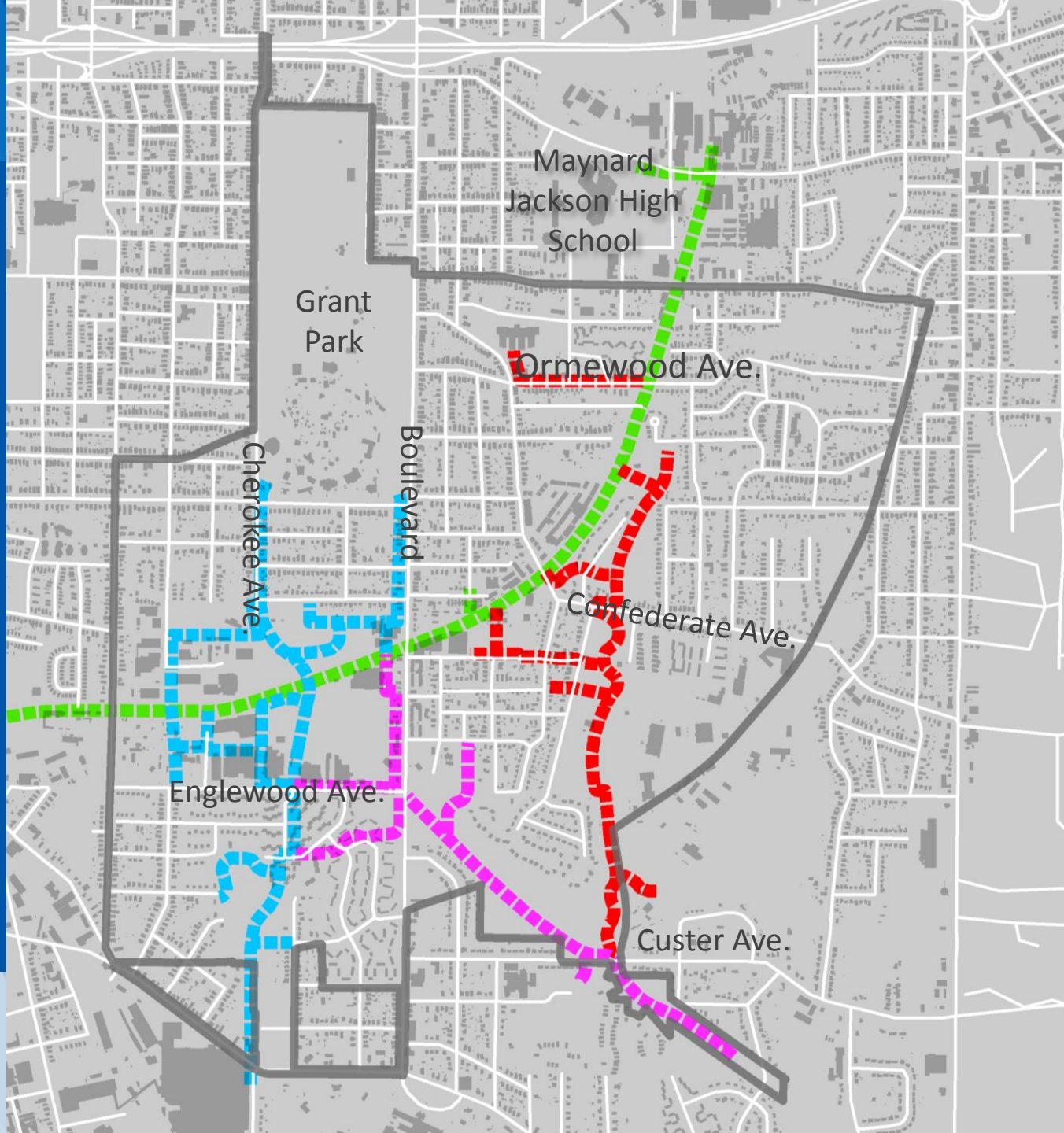
Greenspace Progress

- Boulevard Crossing Park

Boulevard Crossing Park

Subarea 3 Master Plan: Trails

- BeltLine
- Chosewood/Grant Park Connector
- Boulevard Crossing Connector
- Intrenchment Creek Connector



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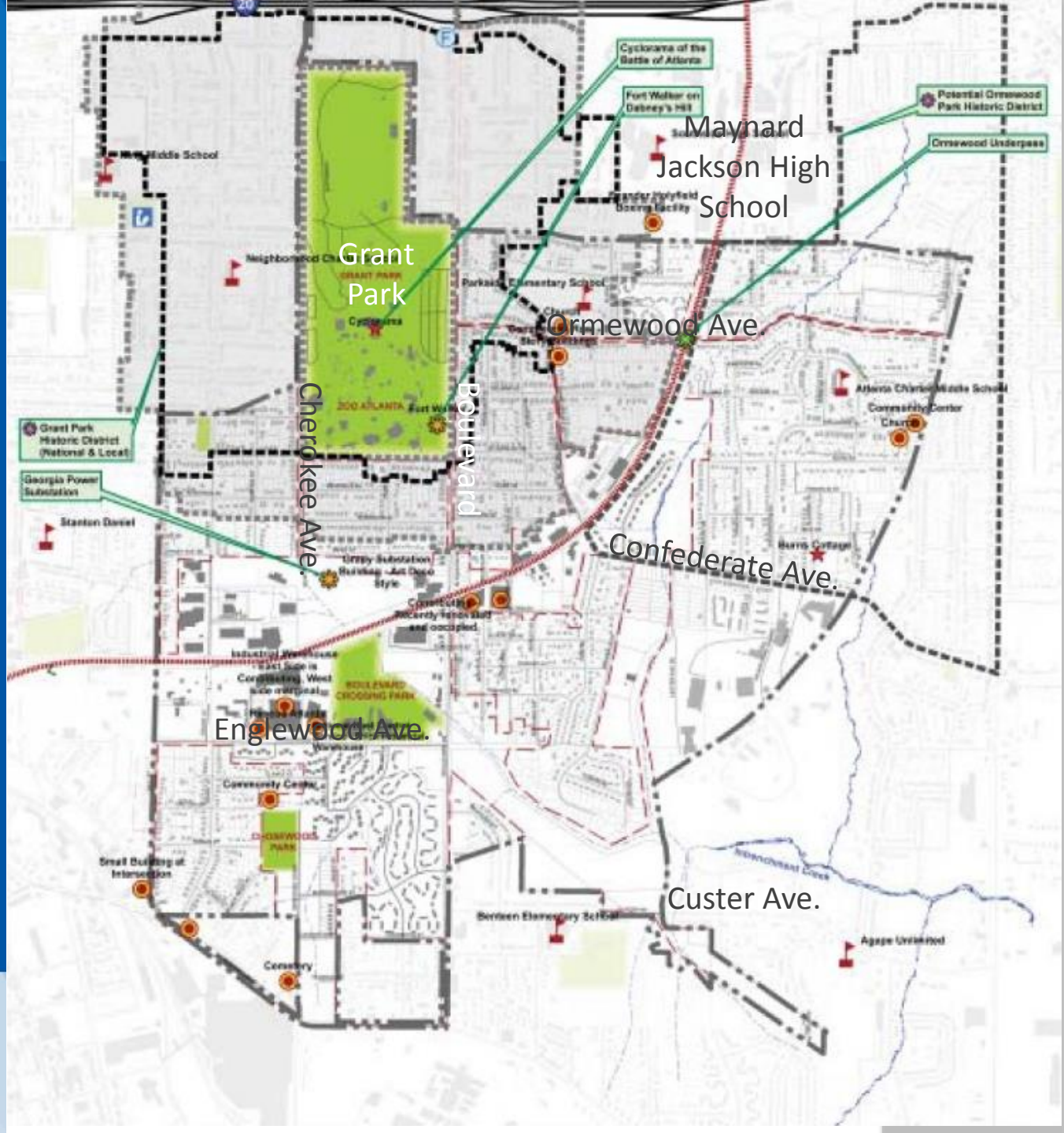
Subarea 3 Master Plan: Historic & Cultural Resources



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Historic Resource Progress

- The Beacon
- Individual Houses
- Confederate Ave. Retail

The Beacon

What's Happened Since the Plan Adoption?

- Southside Trail Design
- Atlanta Light Rail Transit System
- New Development

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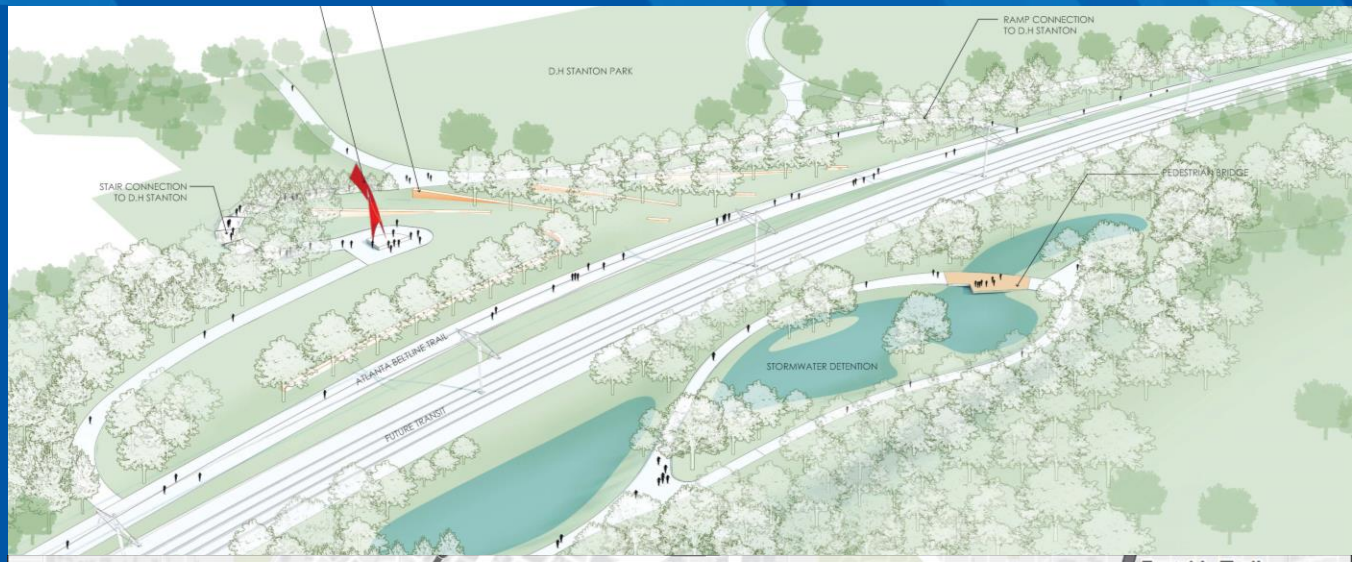
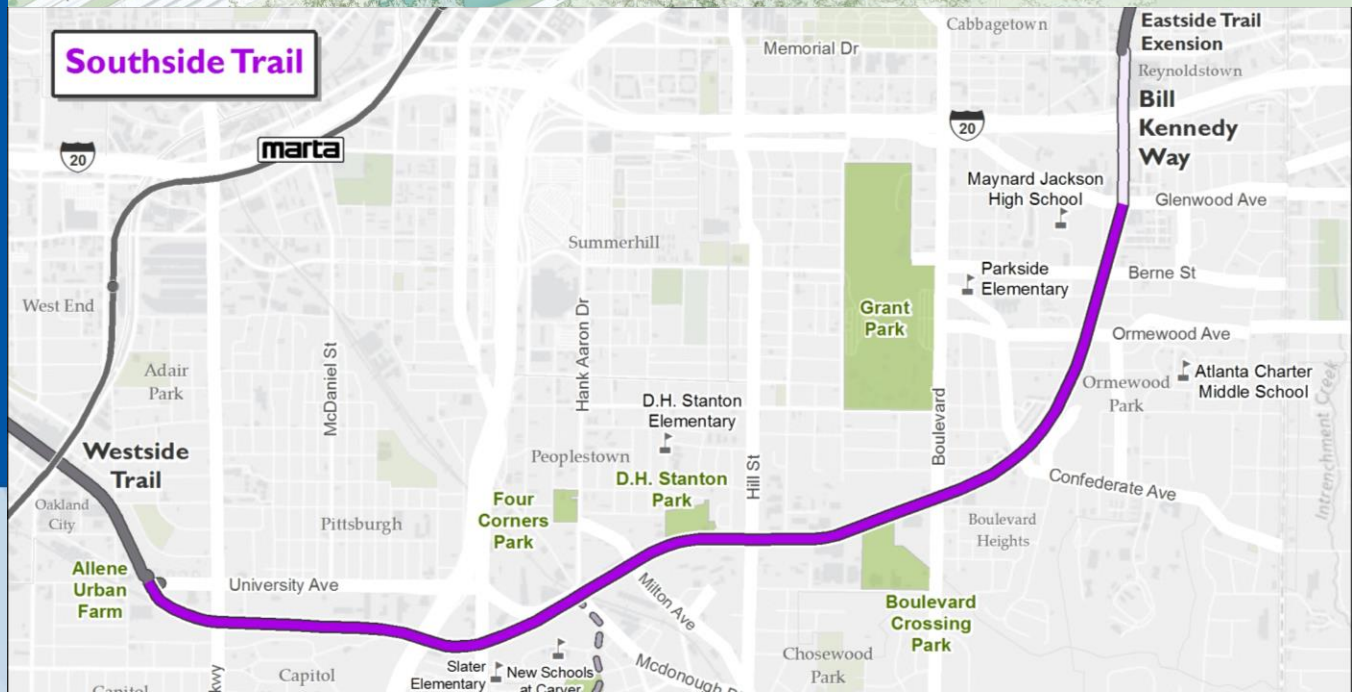
Southside Trail Design

- 4 miles, University Ave to Glenwood Ave
- 50% complete with design
- 18-24 month design process
- ABI to return to community late 2017
- BeltLine Spaces

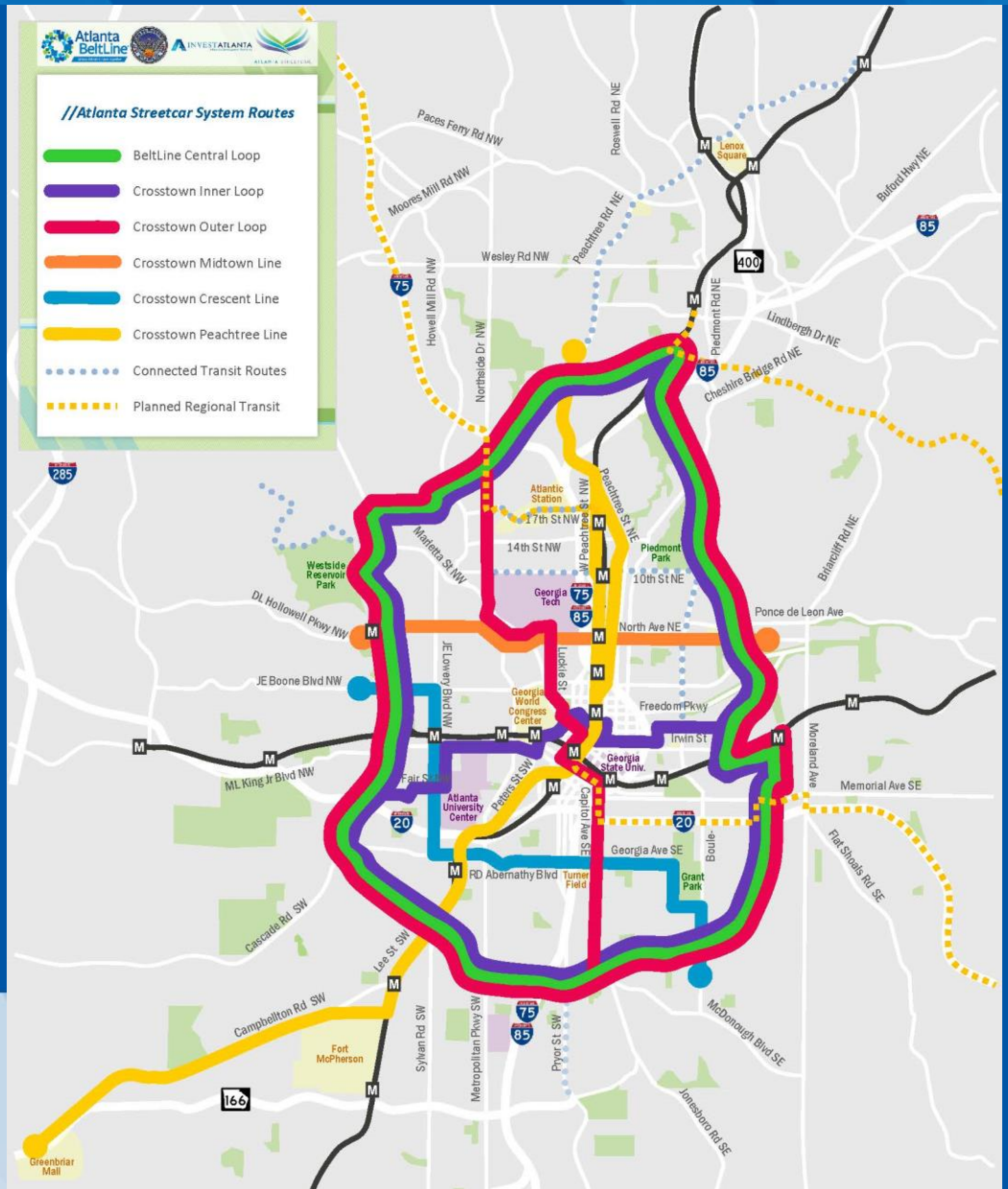




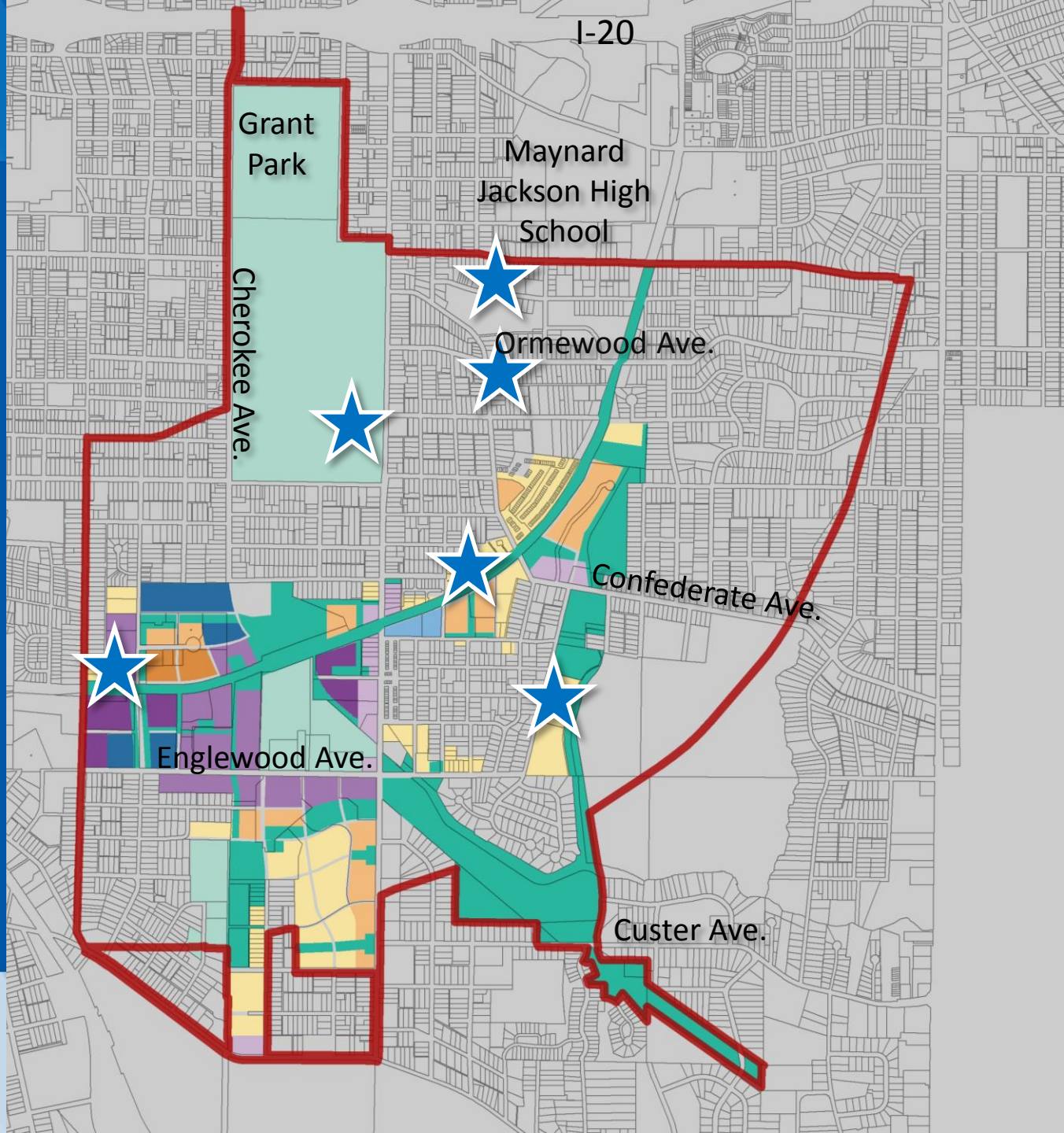
Atlanta BeltLine

Proposed Streetcar System

- Atlanta BeltLine Planning Area overlaps with Streetcar System Plan
- Transit has been at the heart of the Atlanta BeltLine from the start
- SSP focused on the Atlanta BeltLine and connectivity with MARTA and the City's core
- Policy framework for 50+ miles of streetcar service
- Adopted by City Council in Dec 2015



- Developments Since Previous Master Plan
  - The Beacon
  - The Swift
  - The Collection on Mercer
  - 128 total new residential units
  - 115,000 sq. ft. renovated commercial space



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Development Since 2007

The Swift

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Development Since 2007

The Collection on Mercer

Development Since 2007

Zoo Atlanta Parking Deck

Chosewood Park

TOD Framework

October 23, 2017

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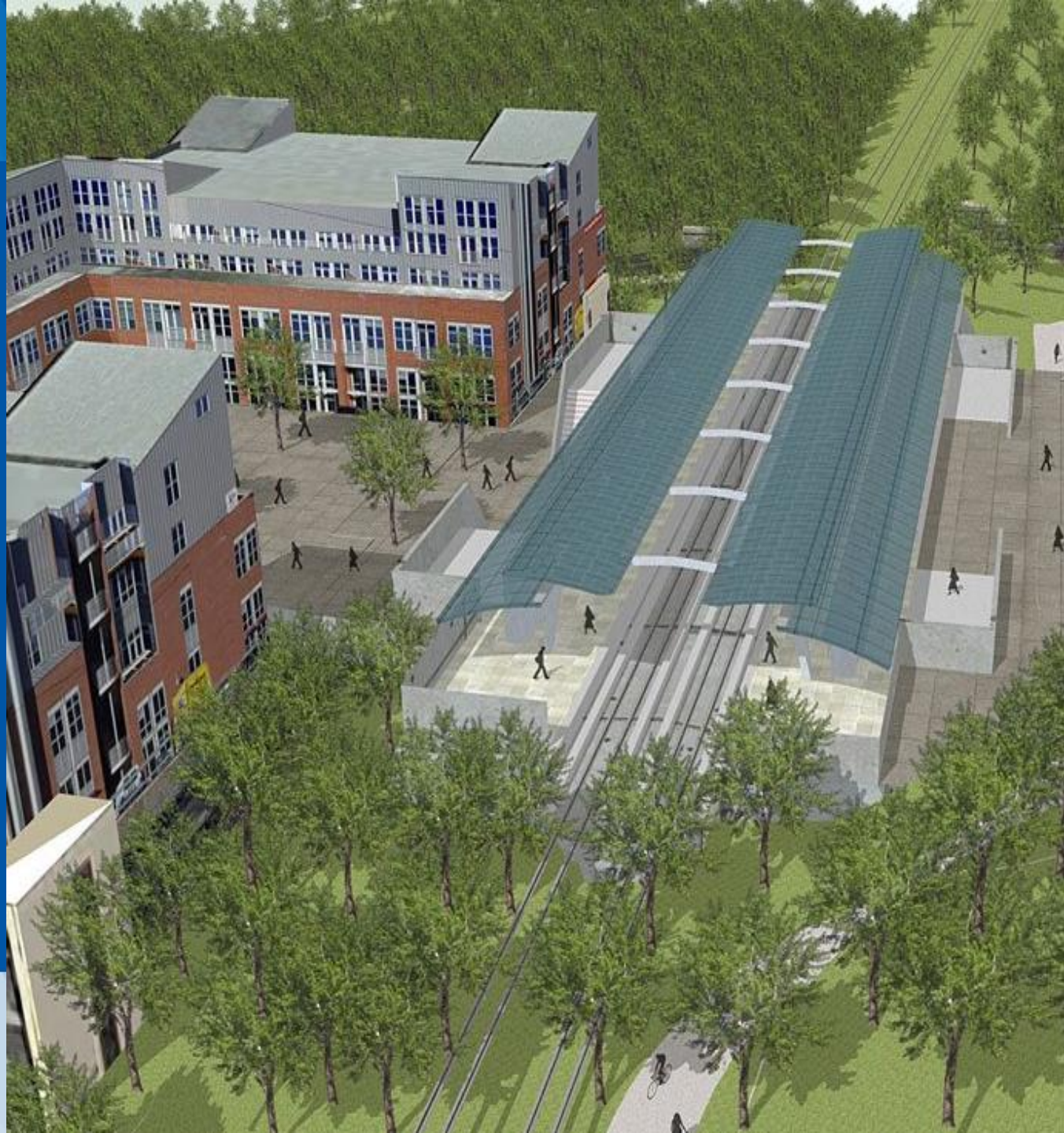
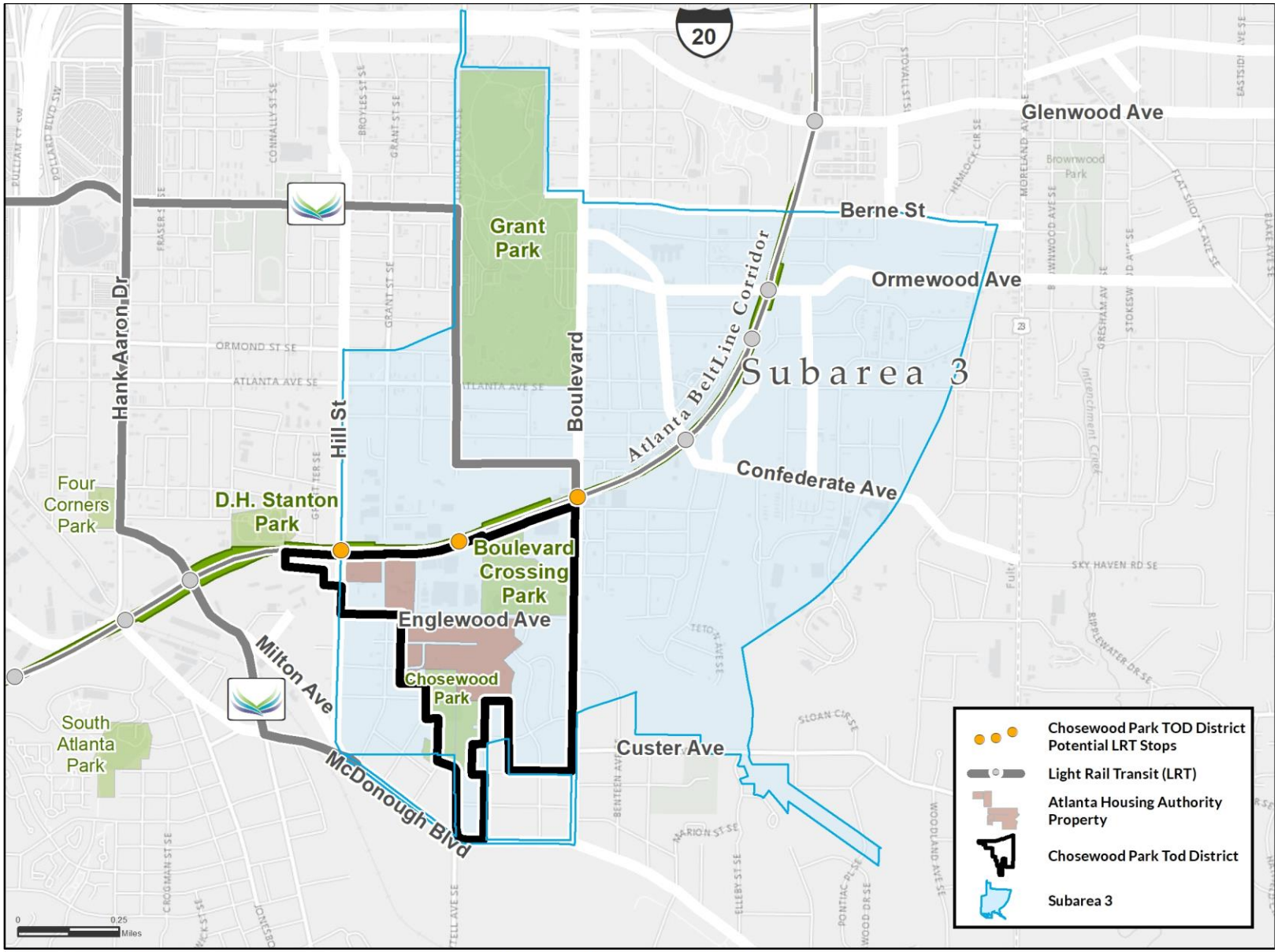
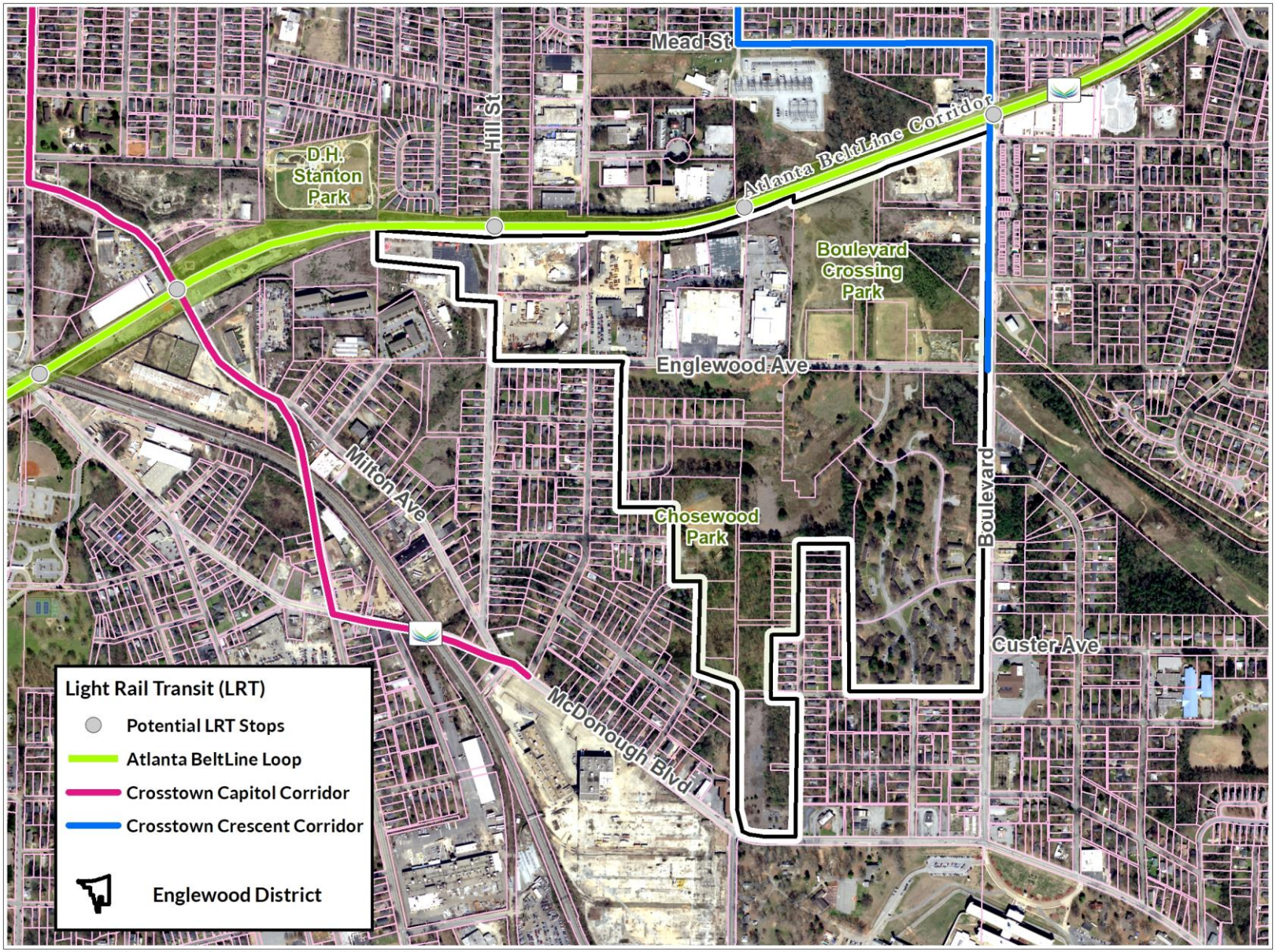


Subarea 3 and TOD District



Map created by ABI GIS • August 24, 2017 • Task ID 102 • Data Sources: Parks & MARTA - City of Atlanta, 2017; Base Map - ESRI

Chosewood Park TOD District Area



Map created by ABI GIS • August 24, 2017 • Task ID 102 • Data Sources: Aerial - City of Atlanta, 2017

TOD District Framework Purpose

a. Assess, validate, and update the development objectives outlined in the 2009 Master Plan;

b. Prepare a framework for the development of the properties in the District with transit-oriented development (TOD), affordable housing, economic development, and sustainability goals;

c. Determine infrastructure required to serve the anticipated development program;

d. Assess terms for cost sharing and implementation of shared infrastructure.

Physical Constraints & Opportunities

Steep Slopes

Invasive Plants

Accessibility

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Natural Systems/Topography

Natural Systems Opportunities

- Connectivity
- Deep Basin
- Open Areas
- Natural Forest

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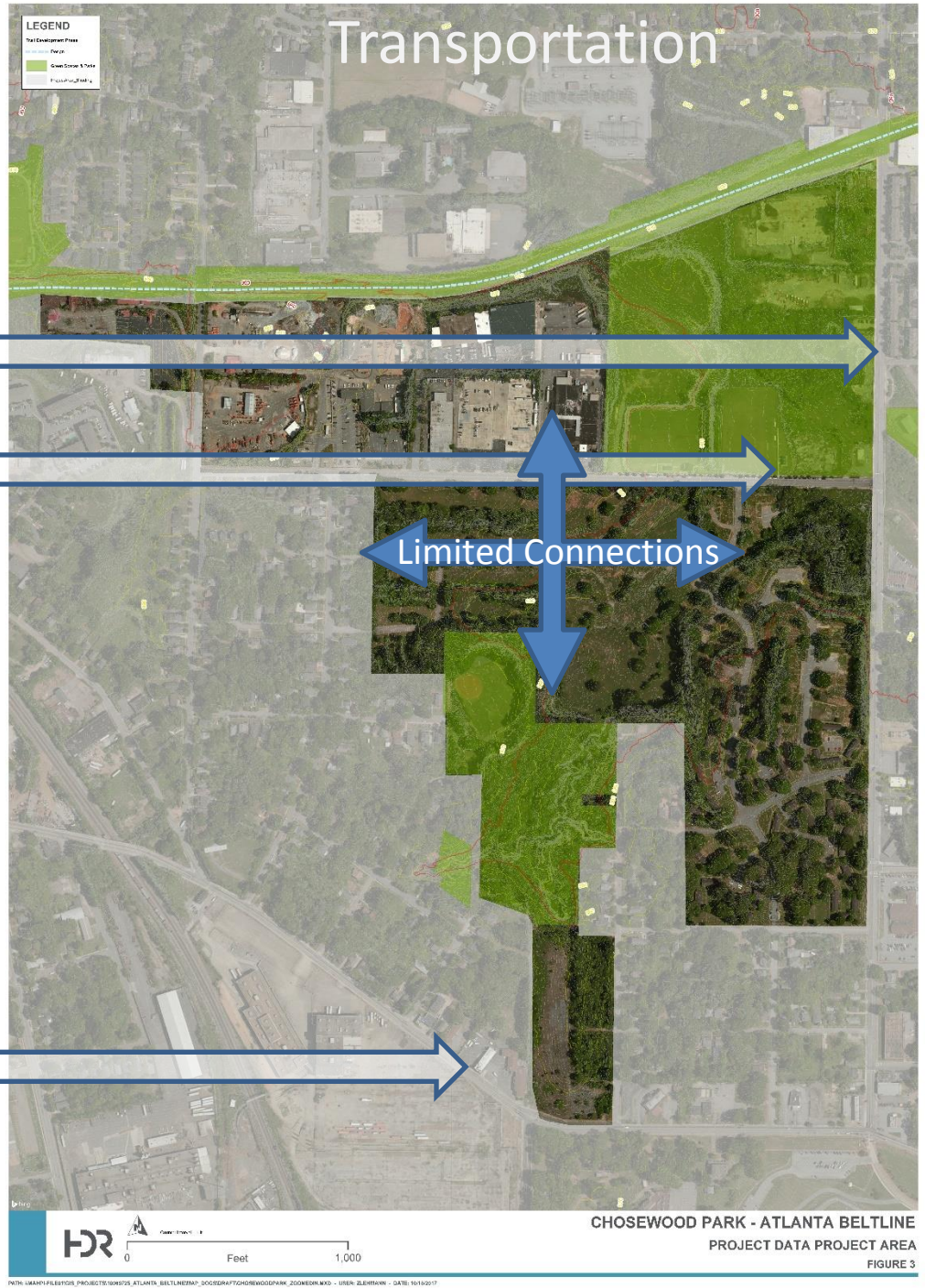
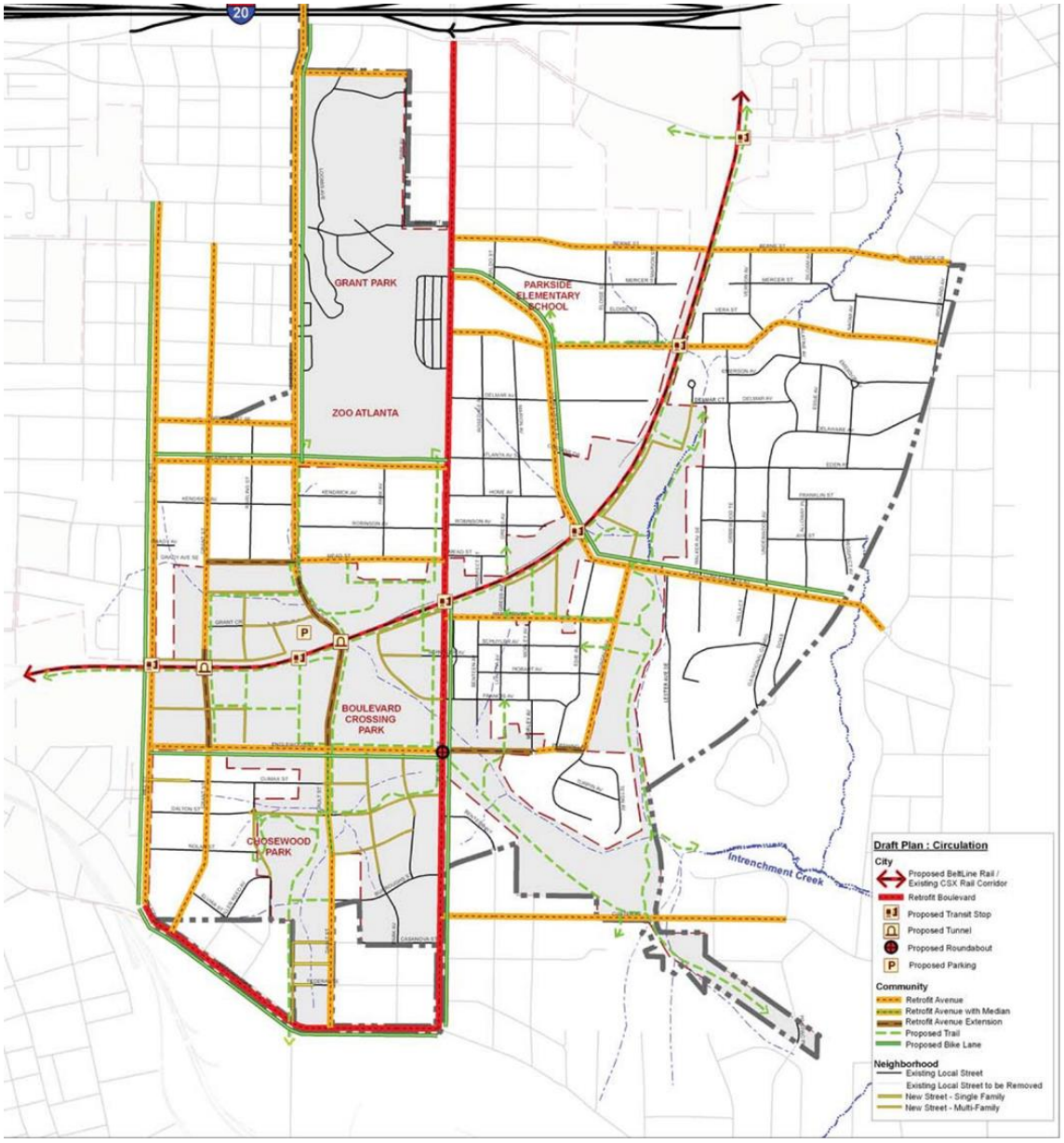
Transportation



Transportation Opportunities

- Improve connectivity within District
- Design for pedestrian and bicycles
- Focus on public realm
- Orient to transportation corridors



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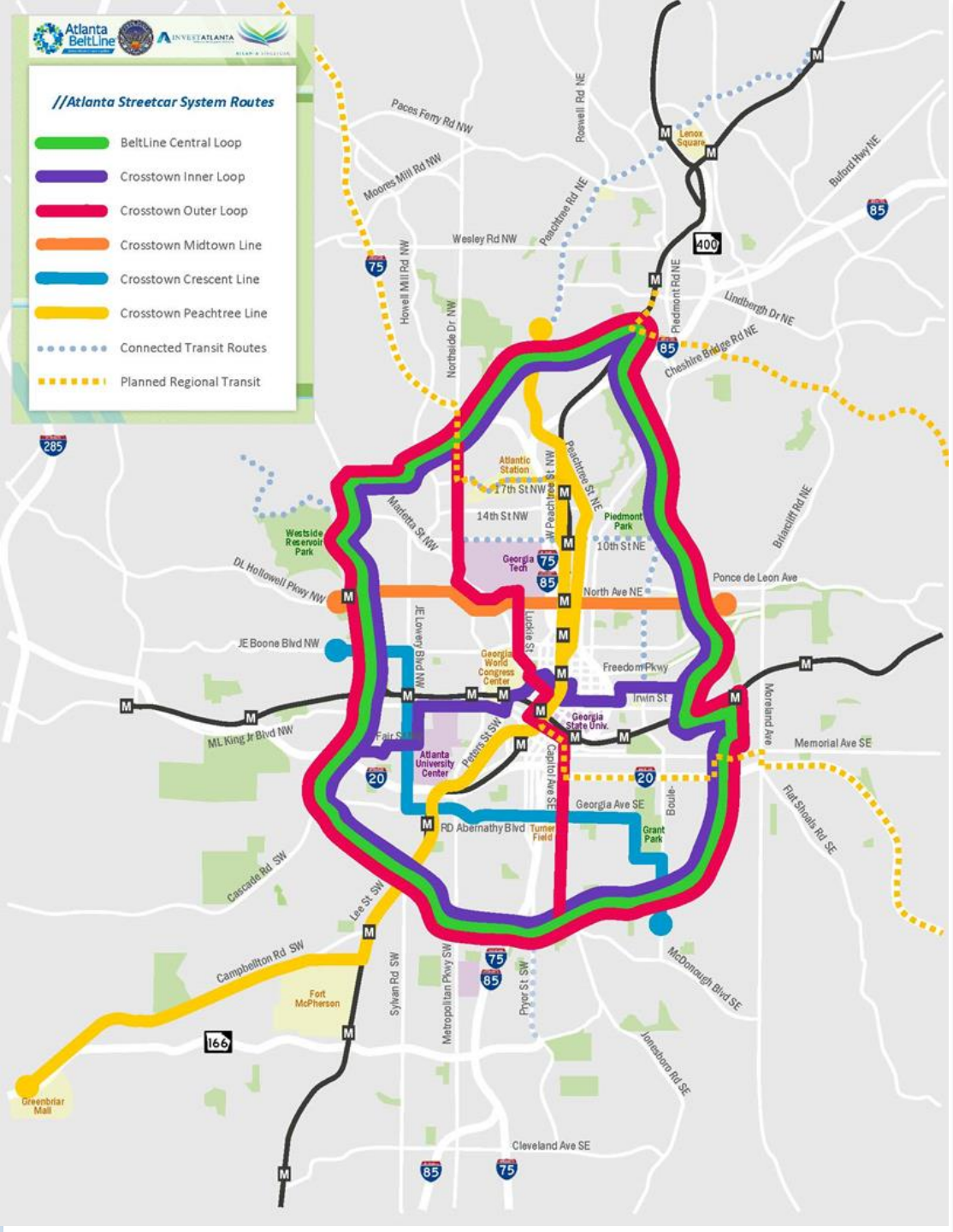
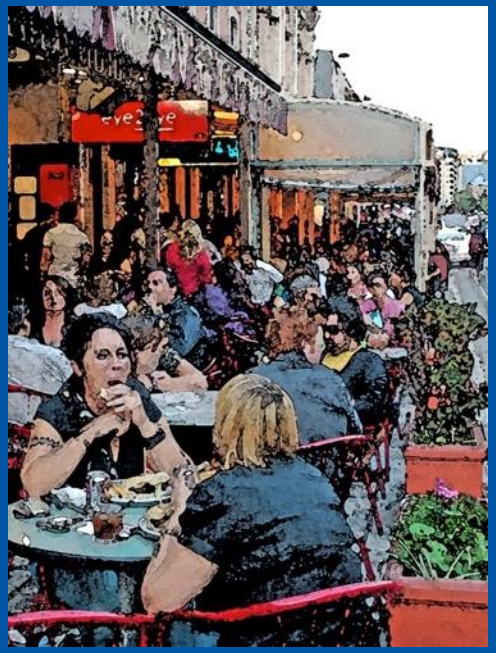
Principles for TOD



Principles for TOD



1. Active defined center

- A series of projects
- 18 to 24 hours of activity
- Quality public realm
- Employment closest to transit
- Compact & dense

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Principles for TOD

2. Limited, managed parking

- Consider: size, location, design & management
- No minimum ratios, maximums
- Disconnect parking from buildings, manage by district

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Principles for TOD

3. Compact pedestrian-oriented

- Block sizes for 5-minute walk
  - Max of 400 ft block face
- Orient buildings to sidewalks
- Calm streets
- Active street edges with wider sidewalks
- Retail & office closet to transit

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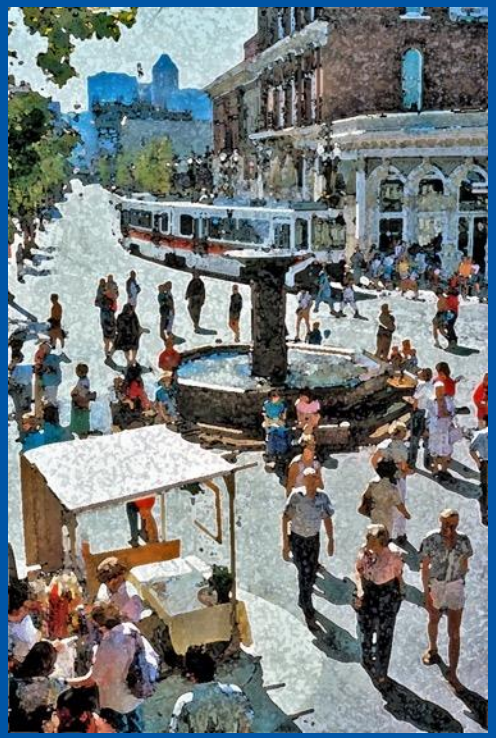
Principles for TOD



4. Mix of uses

- Vertical or Horizontal
- Great TOD benefits
  - More walking + ridership
  - Reduced auto-use

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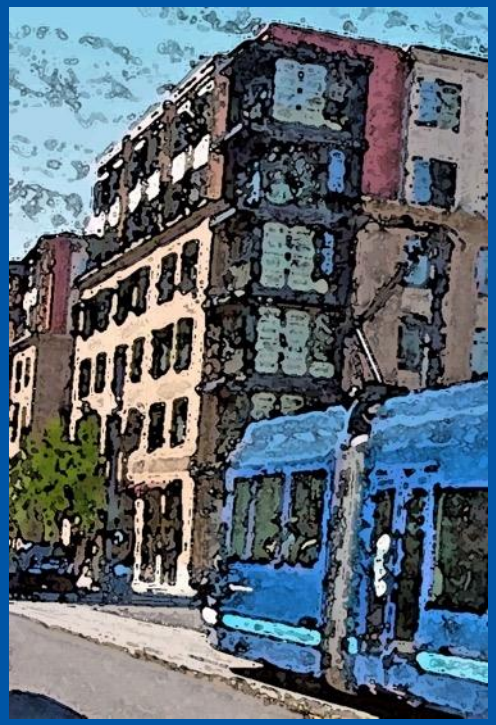
Principles for TOD



5. Medium to higher density

- Greater than community average
- Distance to transit matters
- To support transit on average:
  - 25 du/acre for transit

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Market Realities

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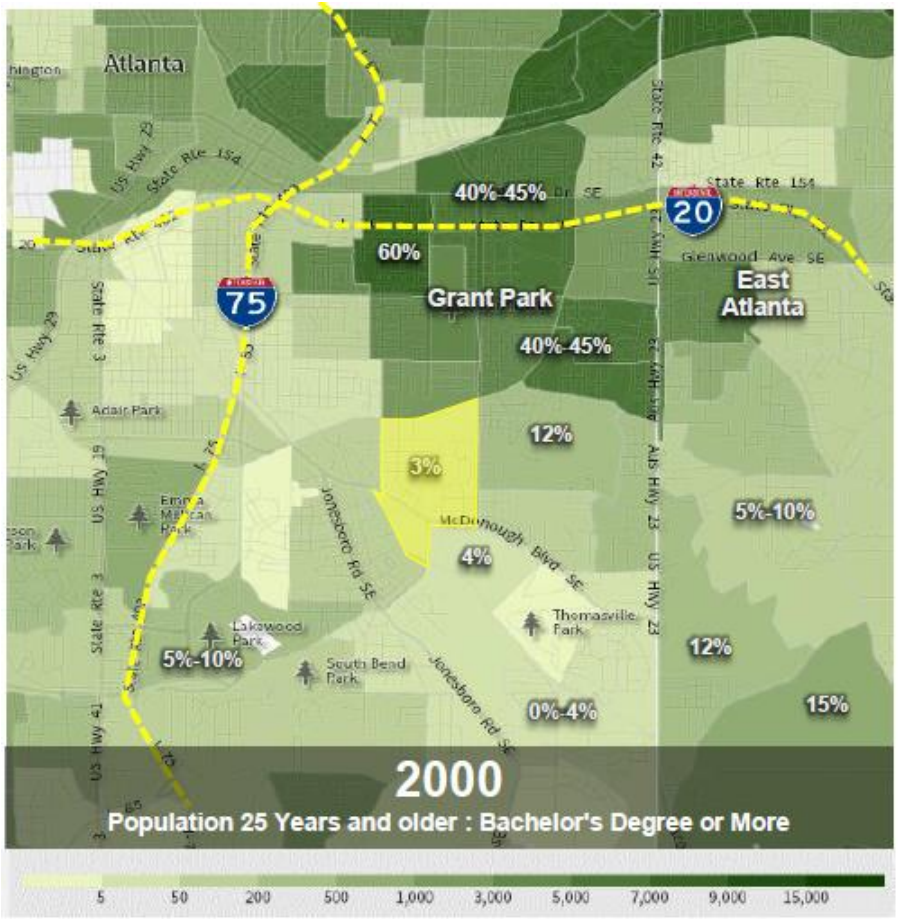
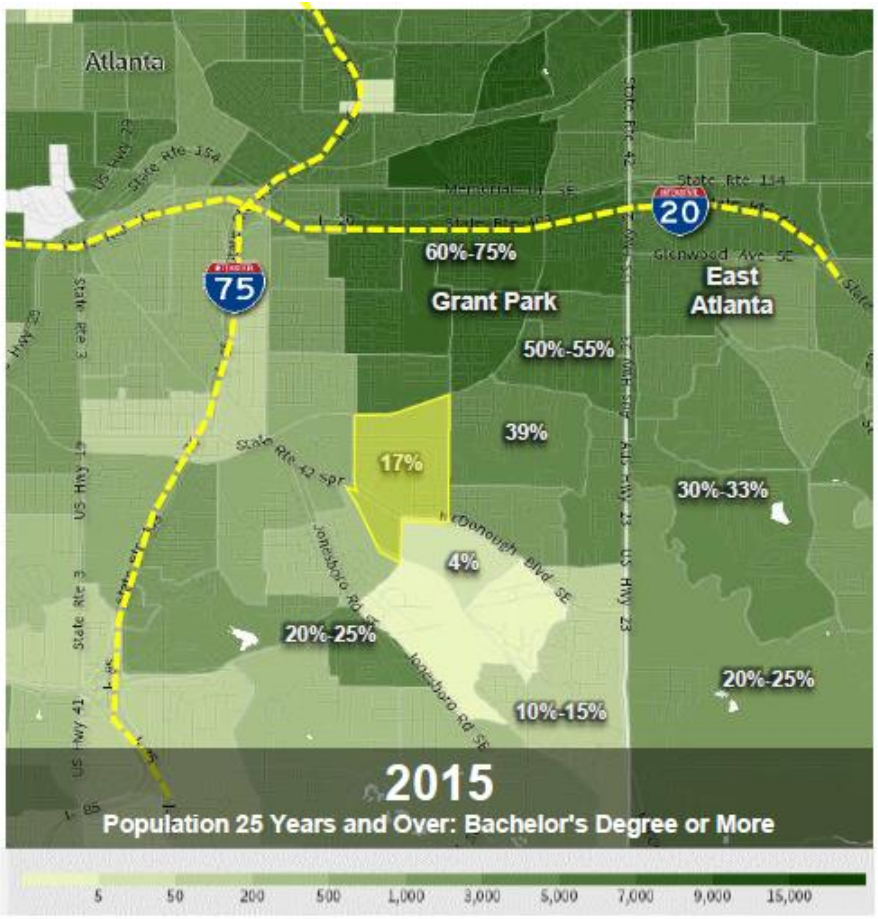
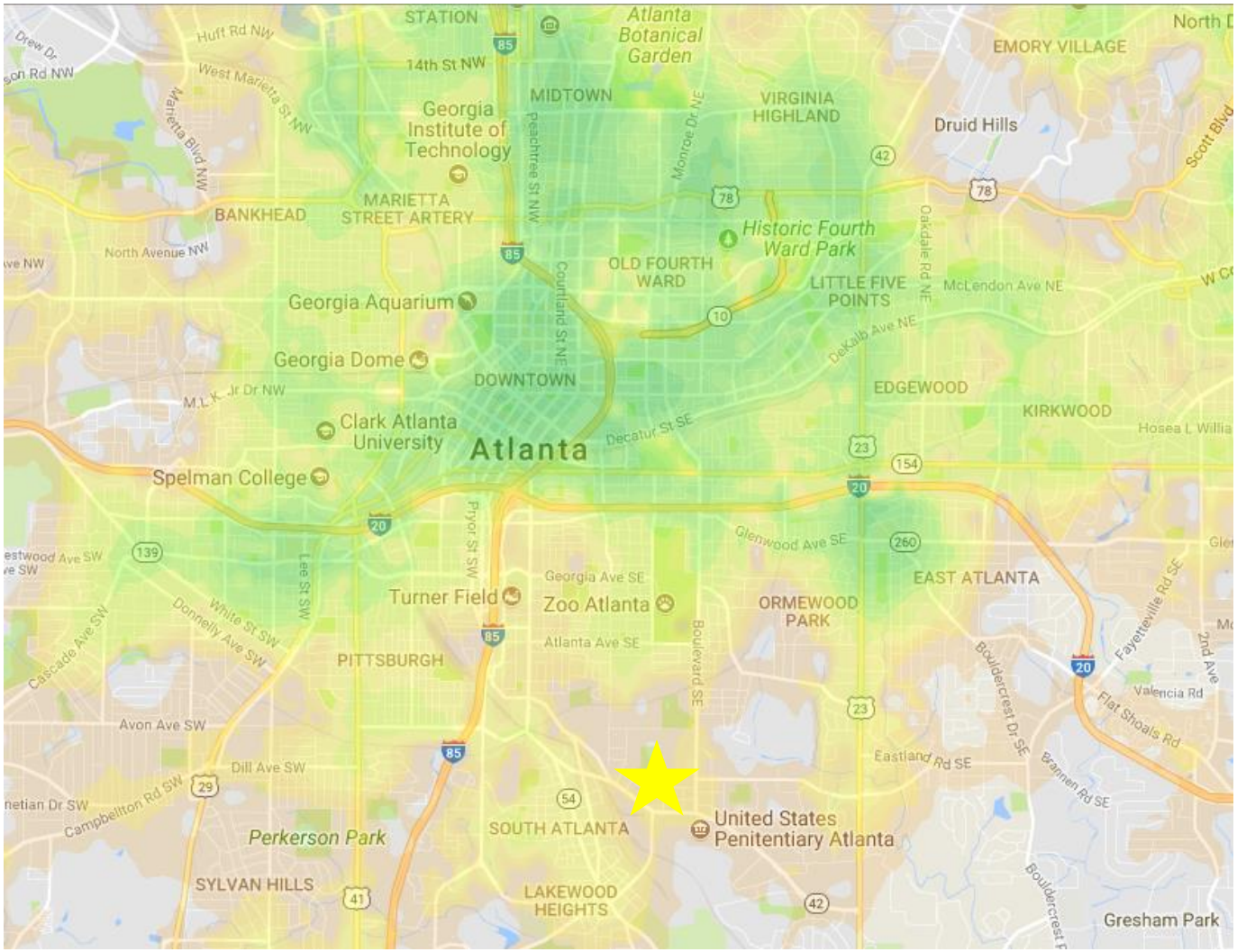
Educational Attainment Trends
Near the Chosewood TOD District



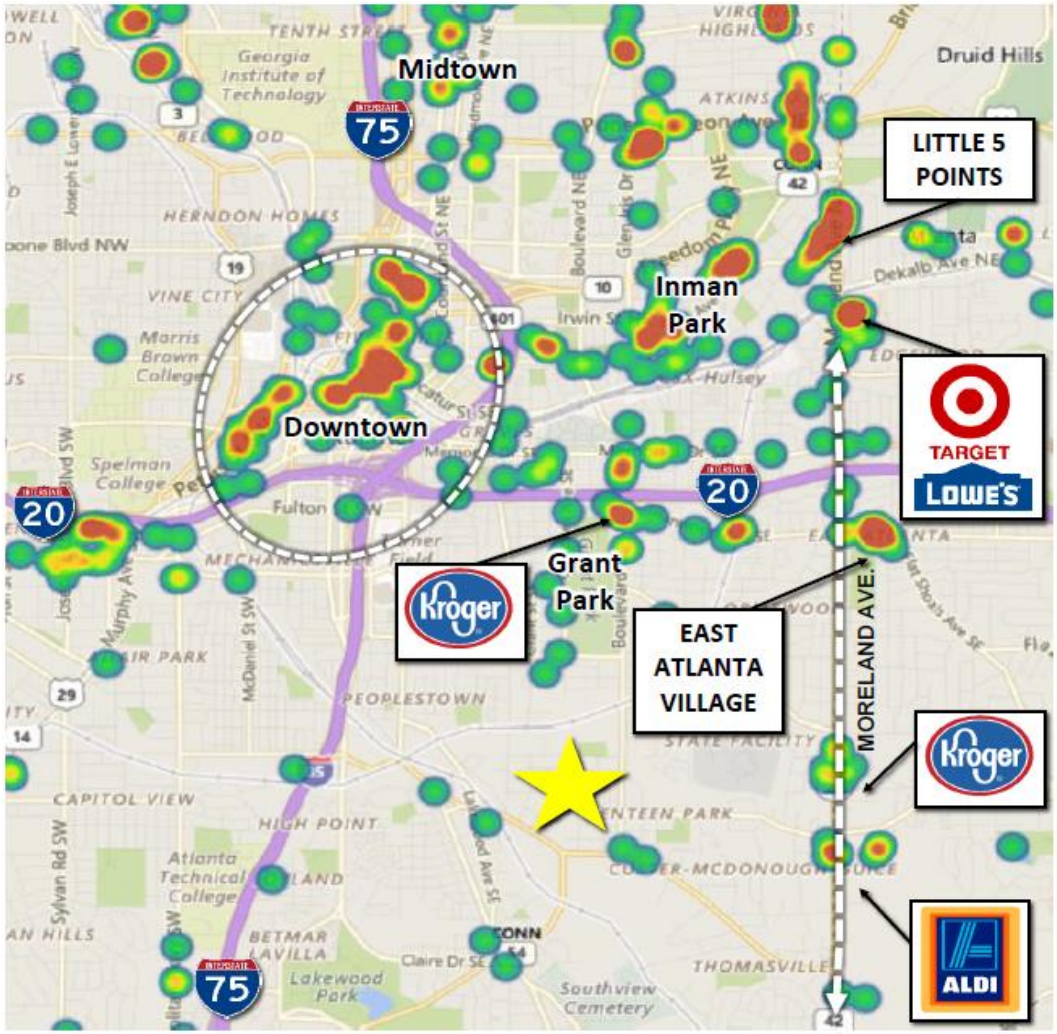


Walkability



Source: Walkscore.com

Access to Retail and Grocery



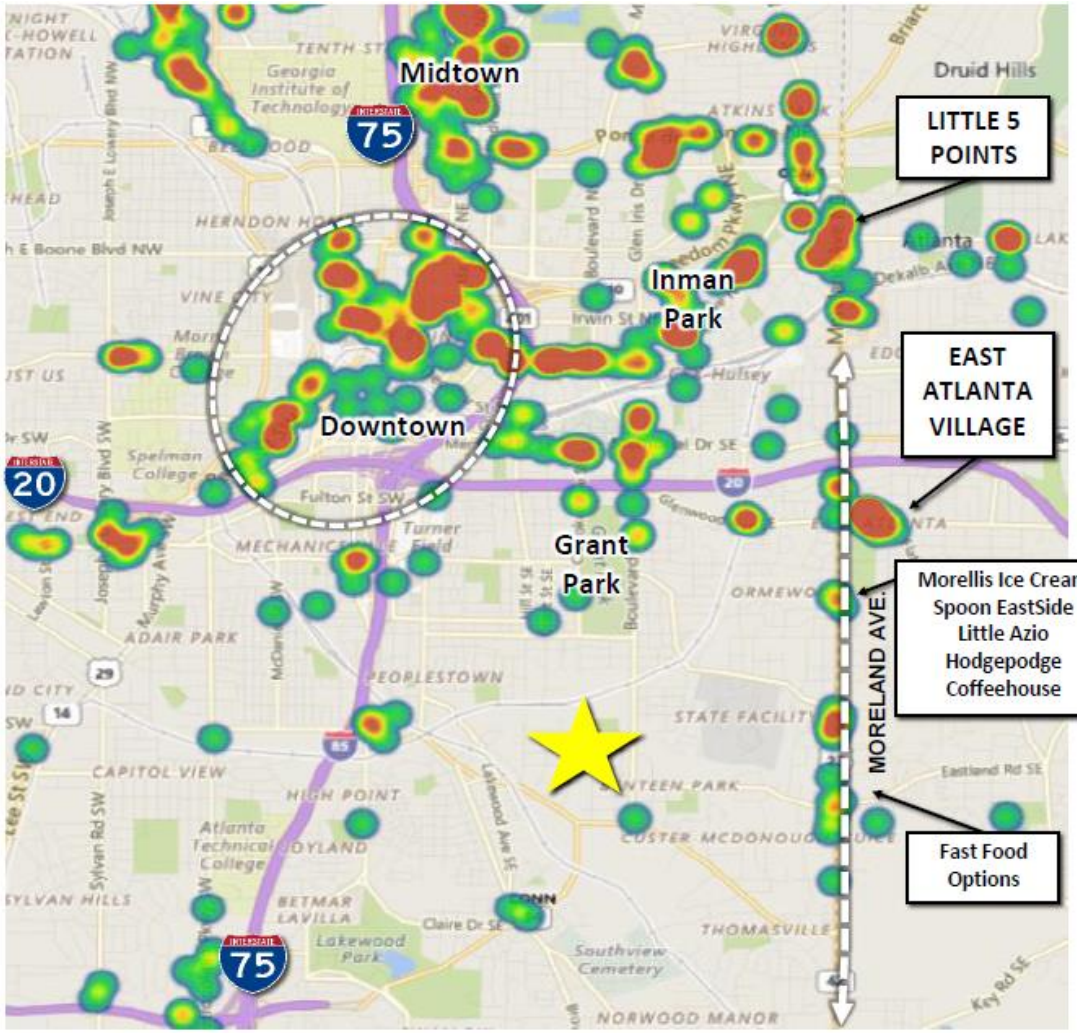
Proximity to shopping, particularly grocery stores, is another key component renters and buyers consider when making a decision on where to live. Renters and buyers care about both the proximity, quality, and variety of grocery stores and other convenience-related shopping.

The map to the left shows all major shopping including grocery stores around the District. Future residents will not have to travel far to find multiple grocery stores including an Aldi and Kroger within 2 miles. Outside of grocery stores, residents will have to travel a bit further into East Atlanta Village and Little Five Points for specialty shopping.

LOCAL SHOPPING CORE

Powered by yelp

Access to Restaurants



Proximity to dining is an important consideration for renters, with many willing to pay a premium for living close to restaurants. The heatmap below shows the location and relative density of restaurants in the District reviewed by Yelp users around the subject site. The colors represent the density of total number of dining establishments in each area, with a higher concentrations highlighted in red.

Future Residents do not have an abundant supply of quality dining establishments within a few miles of the District. However within 5 miles of the subject site is Inman Park, Little Five Points and East Atlanta, home to some of Atlanta's most popular restaurants and bars.

LOCAL DINING CORE

Powered by yelp

Competing Retail Centers Outside of Trade Area Receiving Leakage

Glenwood Place
Kroger anchored (118,000 SF) development adjacent to Glenwood Park. The development also features Chick-Fil-A, Waffle House, and Starbucks.

Cascade Citi Center
A 110,000 SF center with outparcels anchored by a 76,500 SF Kroger. Also features a Marshalls, Athlete's Foot, AmericanDeli, and a cleaners.

Cleveland Avenue Citi Center
Kroger, CVS, Walgreens, Family Dollar, Walmart, AutoZone, Rainbow, H&R Block, Papa John's Pizza, Burger King, McDonalds

Edgewood Retail District
600,000 SF built in 2005
Features: Kroger, Target, Lowe's, Best Buy, Barnes & Noble, Bed, Bath, & Beyond, Ross, Office Depot and approximately 57,000 SF of small shops. Also has condominiums and adjacent townhomes, apartments, and senior housing.

Main destination, particularly for the more affluent HHs. Variety of shops, quality environment. Parking congestion and traffic on Moreland an issue.

Village Creek Shopping Plaza & Ripplewater Commons
A 50,000 SF Kroger (Kroger owned), plus approximately 20,000 SF of shadow anchored space. Tenants include Burger King, Payless Shoes, Chase bank, AmericanDeli, Pizza Hut, metroPCS, a nail salon, barber, cleaners, and Chinese carry-out rest.

Potential for New Grocery Store

Grocery Store Site Selection Summary	Kroger	Publix	ALDI	Trader Joe's	Whole Foods Market	Sprouts Farmers Market	The Fresh Market	Costco Wholesale
Typical Urban Footprint	60,000 - 80,000 SF *Comb. Format	28,000 - 45,000 SF	15-20,000 SF	10,000 - 15,000 SF	30,000 - 50,000 SF *Full format	28,000 - 30,000 SF	20,000 - 25,000 SF	73,000 - 205,000 SF
Configuration	Req. surface	Will go in mixed-use	2.5 acre pads 100'+ Frontage 85 spaces AADT: 20,000+	Will go in mixed-use	Will go in mixed-use	Will go in mixed-use 150'-180' Storefront 140+ Parking spaces AADT: 20,000+	Req. surface	Req. surface
Total Households	20,000+	20,000+	NA, Est: 15,000+	36,000+	35,000 w/i 3-Miles	100,000+ w/i 10-min	100,000 w/i 5-Miles	150,000 w/i 5-Miles
Median HH Income	$40,000+	$50,000+	$30,000+	$60,000+	$75,000+	Above Average	$75,000+	$75,000+
Education Attainment	NA	NA	NA	55%+ Graduate	55%+ Graduate	40%+ 4-year	55%+ Graduate	NA
Home Ownership	NA	NA	NA	60%+	60%+	NA	60%+	NA

Subject Site	1-Mile	3-Mile
Total Households	4,049	44,411
Median HH Income	$51,945	$41,808
Education Attainment (Bach+)	31%	32%
Home Ownership	43%	38%

Many conventional and specialty grocers have published site location criteria that they target using generic 1, 3, and 5-mile radii or short drive times as shown above. Using these conventional methods the subject area meets the requirements for Kroger or Aldi. However, within 3 miles there are three Krogers and one Aldi. This abundance of grocery stores most likely rules out a new store being built.

What retail could we support?
Ex: Coffee Shop

Median Household Income: $30,179

Approx. 24% spent per person on retail

= $7,243 total

= $19.84/day

52% spent in non-regional centers = $10.32

72% spent locally = $7.43

10-15% capture

Approx. $1/person/day

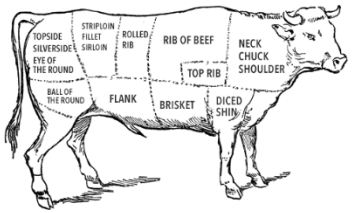
Average Coffee Shop Revenue: $300/SF x 1,200 SF = $360,000 a year or $986/day

Equates to 986 persons/day, if open for 15 hours per day
OR
Serving 66 people/hour

Approximately 8,000-9,000 people
OR
Approximately 3,200-3,600 households to support one coffee shop.

Development Costs and Density

Analogy



Beef

Organic, grass-fed, free-range: $8/lb.

↓

Regular, lean meat 95%: $6/lb.

↓

Regular, ground chuck 80% lean: $4/lb.

↓

Bulk ground chuck: $2/lb.

Land

Corner lot, prime visibility, or high density dev. site.: $500k / acre

↓

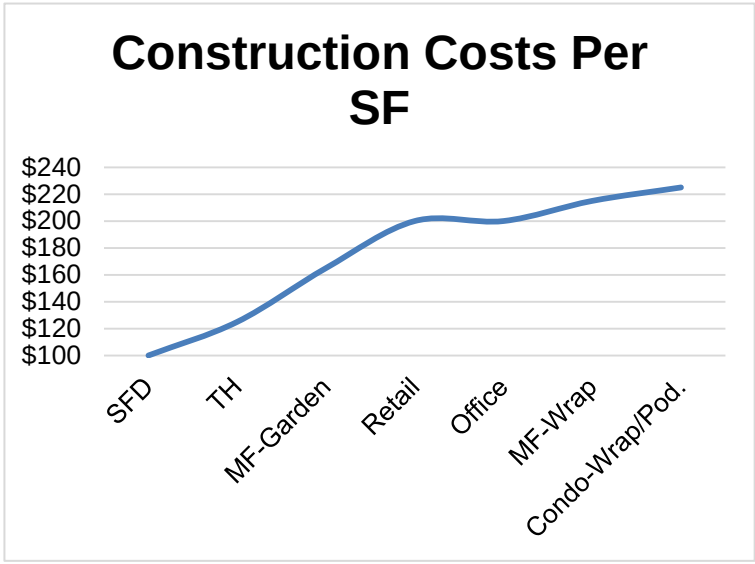
Moreland Ave mid-block frontage, townhome densities: $250k / acre

↓

Low traffic count, commercial corridor (Pryor, McDonough): $200k / acre

↓

Residential lot, adjacent/in neigh., no frontage: $200k / acre



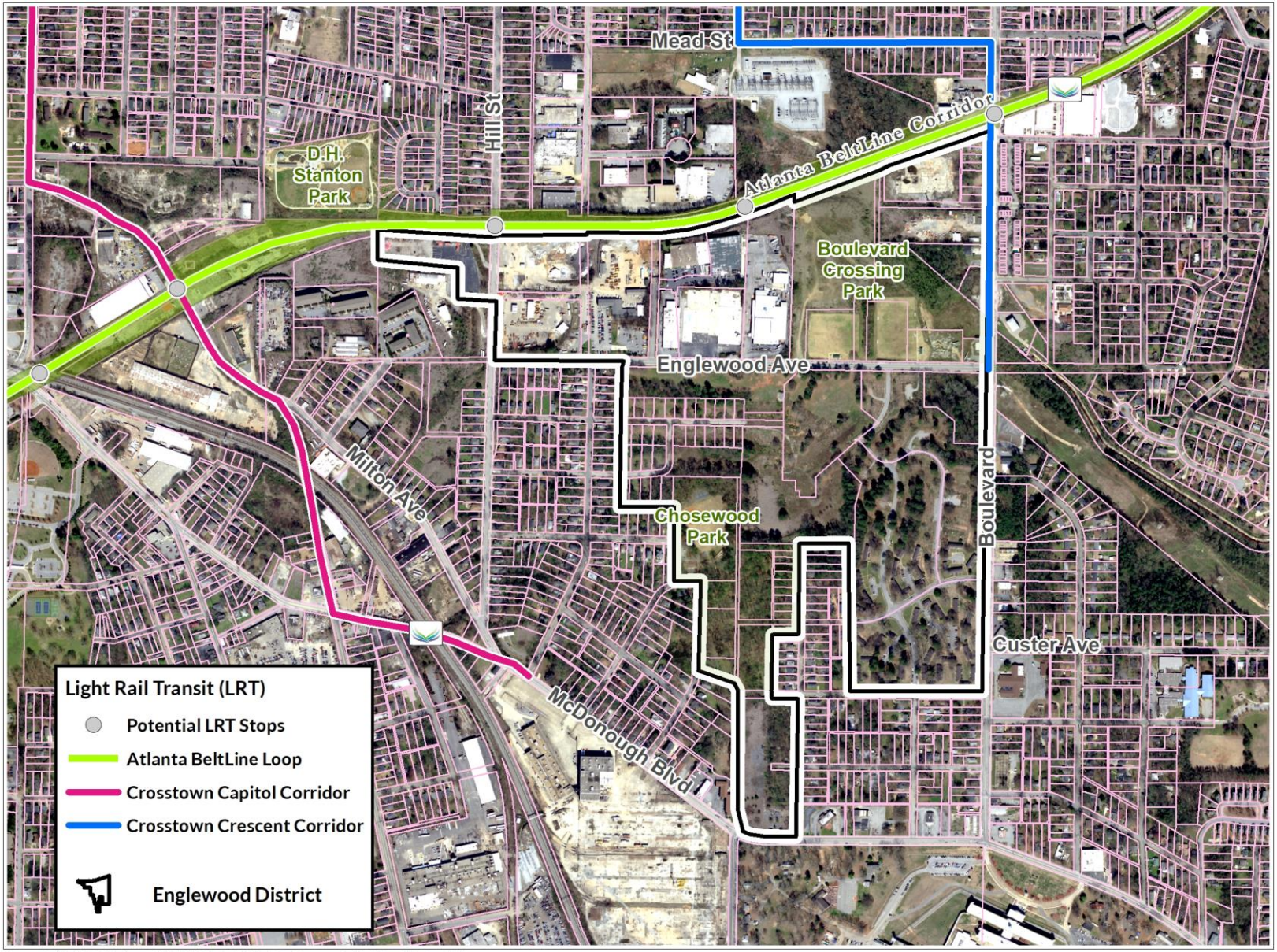
- Development costs = land, construction, and soft costs
- Soft costs consistent at around 20-25%
- Profit margins consistent at around 20-25%
- Assuming land price is set, only variable is density.

Development impacts

	Single Family / Townhome	Multifamily Rental	Condo	Retail	Office/ Manuf.
Pros	All development can remove unwanted uses, increase tax digest/improve services, & increase property values				
	• Low intensity use in/near neighborhood • Opportunities for affordability • More eyes on street	• Greater retail support • More eyes on street • Greatest opportunities for affordability	• More residents frequenting establishments • More eyes on street, increased safety	• More services / amenities in area • Local jobs	• More jobs • Living wages • Workers frequent retail
Cons	• Low intensity use in urban environment • Does not significantly help local demand for retail	• Traffic • Transient population • Increased density	• Traffic • Increased density • Often geared towards wealthy due to costs	• Might get undesirable retail such as bars • Traffic • Jobs are not high wages	• Creates dead zones at night • Traffic
	All uses will increase property values and traffic				

Source: NCG

Choswood Park TOD District Area

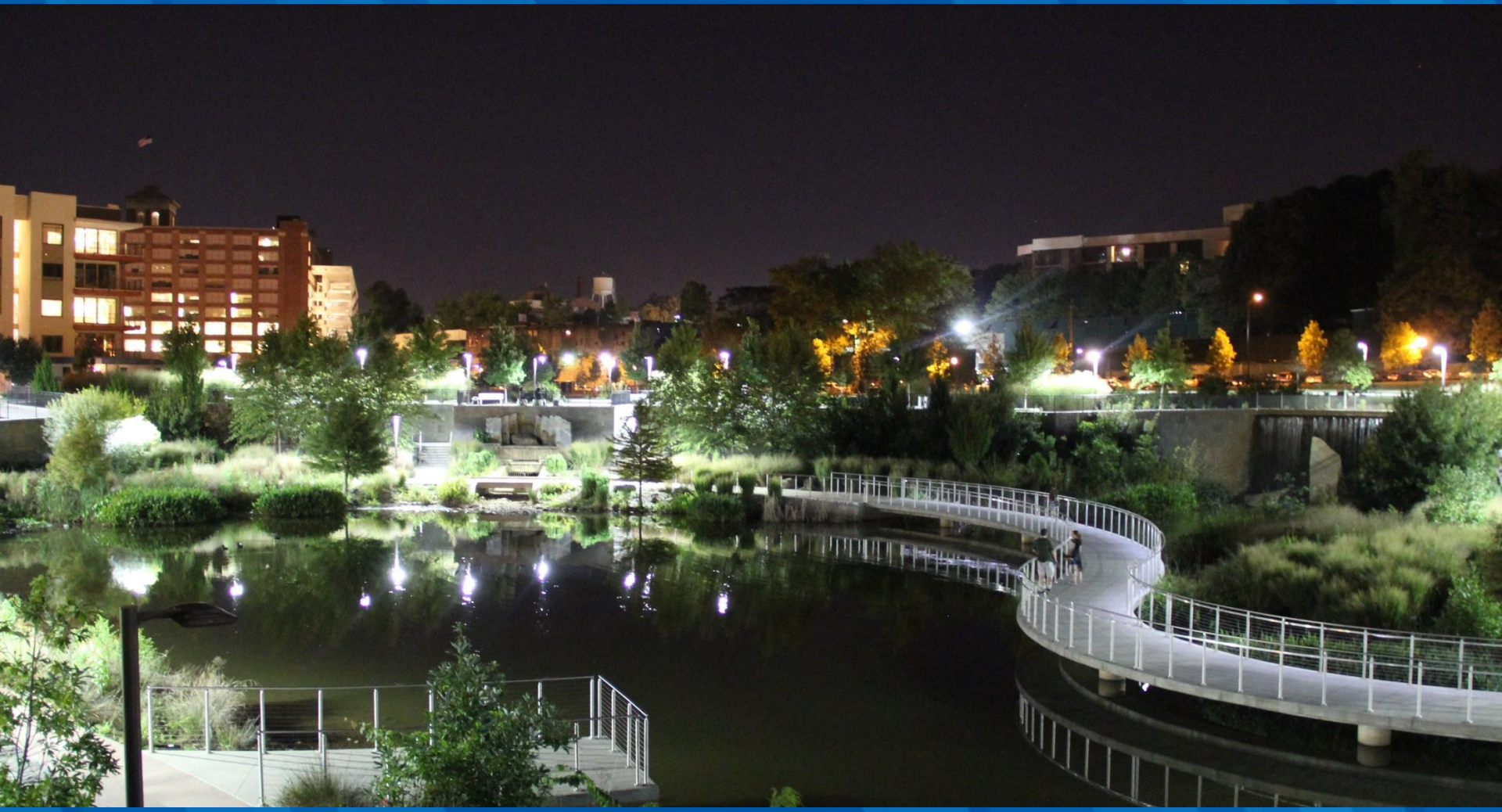


Map created by ABI GIS • August 24, 2017 • Task ID 102 • Data Sources: Aerial - City of Atlanta, 2017

Subarea 3 TOD District Schedule

- August 28th – Chosewood Park TOD District Process Introduction
- October 9th – Chosewood Park Neighborhood Association Meeting
- **October 23rd – *SE Study Group: "Subarea 3 and TOD District Kickoff"***
- November 13th – Chosewood Park Neighborhood Association Meeting
- Week of Nov 13th – TOD Stakeholder Advisory Committee
- **November 30th – *SE Study Group: "Scenario Presentation"***
- December 11th – Chosewood Park Neighborhood Association Meeting
- January 8th – Chosewood Park Neighborhood Association Meeting
- Week of Jan 8th – TOD Stakeholder Advisory Committee
- **January 22nd – *SE Study Group: "Refined Scenario Presentation"***

Questions!



Thank you!