An Analysis of South Downtown Atlanta

An ULI mini-Technical Assistance Panel
for the South Downtown Initiative
of the Center for Civic Innovation

Provided by the ULI Center for Leadership, Class of 2016:
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June 2, 2016
Define the scale and scope of the redevelopment opportunity

- current tax values of existing property in district
- potential values in a highest-and-best use state based on comparable redevelopment areas
- gap/upsie potential
Scope of Work

- Identify projects, programs, policies to achieve redevelopment goals in district.
  - Current opportunities that might be implemented in the near term and be parts of a longer-term strategy
  - Specific actions existing property owners can take to catalyze further investment
Process

- Interviews
- Walking Tour
- Listening/Meeting with SDI members
- SDI Town Hall
- Research
  - Georgia Power neighborhood data
  - Fulton County tax data
  - Comparable market tax data
District Profile

- Challenges
- Constraints
- Opportunities
Challenges

- High level of distress/underutilization/parking
- Public sector ownership
- Lack of consolidated ownership
- Gateways/egress
- Perception of safety
- No unified redevelopment vision
- Lack of focus on public realm
Constraints

- Imbalance between residents and commuters
- MARTA riders travel through not to the district
- Implications on use, parking, attractiveness, operations
Opportunities

- Foundation for a large and creative mix of activities across time
  - Trend toward balance already exists through growing arts activity, community, and investment

- Continue to Invite others, and
  - Add households
  - Capture workers
  - Attract passersby
Property Assessment

- Value Assessment
- Land Use
- Ownership
- Summary
## SOUTH DOWNTOWN PROPERTY OVERVIEW

<table>
<thead>
<tr>
<th>Property Use</th>
<th># Parcels</th>
<th>Acreage</th>
<th>Built Sq Ft</th>
<th>Tax Value</th>
<th>Avg Value PSF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Built</td>
<td>143</td>
<td>38.4</td>
<td>3,192,645</td>
<td>$61,178,980</td>
<td>$19</td>
</tr>
<tr>
<td>Commercial Vacant</td>
<td>48</td>
<td>13.1</td>
<td>-</td>
<td>$3,939,190</td>
<td></td>
</tr>
<tr>
<td>Commercial Parking</td>
<td>74</td>
<td>24.7</td>
<td>812,943</td>
<td>$13,277,970</td>
<td>$16</td>
</tr>
<tr>
<td>Residential</td>
<td>205</td>
<td>6.2</td>
<td>486,826</td>
<td>$12,653,370</td>
<td>$26</td>
</tr>
<tr>
<td><strong>Total Private</strong></td>
<td><strong>470</strong></td>
<td><strong>82.4</strong></td>
<td><strong>4,492,414</strong></td>
<td><strong>$91,049,510</strong></td>
<td></td>
</tr>
<tr>
<td>Government Built</td>
<td>92</td>
<td>85.1</td>
<td>2,977,350</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Government Vacant</td>
<td>24</td>
<td>16.1</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Government Parking</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Institutional Built</td>
<td>50</td>
<td>28.7</td>
<td>536,249</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Institutional Vacant</td>
<td>7</td>
<td>4.1</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Institutional Parking</td>
<td>7</td>
<td>1.3</td>
<td>-</td>
<td>$781,320</td>
<td></td>
</tr>
<tr>
<td><strong>Total Public</strong></td>
<td><strong>181</strong></td>
<td><strong>135.3</strong></td>
<td><strong>3,513,599</strong></td>
<td><strong>$781,320</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Total All Parcels</strong></td>
<td><strong>651</strong></td>
<td><strong>218</strong></td>
<td><strong>8,006,013</strong></td>
<td><strong>$91,830,830</strong></td>
<td></td>
</tr>
</tbody>
</table>
## Property Assessment

### SOUTH DOWNTOWN PROPERTY OVERVIEW

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<th>Acreage</th>
<th>Built Sq Ft</th>
<th>Tax Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Built</td>
<td>22%</td>
<td>18%</td>
<td>40%</td>
<td>67%</td>
</tr>
<tr>
<td>Commercial Vacant</td>
<td>7%</td>
<td>6%</td>
<td>-</td>
<td>4%</td>
</tr>
<tr>
<td>Commercial Parking</td>
<td>11%</td>
<td>11%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Residential</td>
<td>31%</td>
<td>3%</td>
<td>6%</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Total Private</strong></td>
<td><strong>72%</strong></td>
<td><strong>38%</strong></td>
<td><strong>56%</strong></td>
<td><strong>99%</strong></td>
</tr>
<tr>
<td>Government Built</td>
<td>14%</td>
<td>39%</td>
<td>37%</td>
<td>-</td>
</tr>
<tr>
<td>Government Vacant</td>
<td>4%</td>
<td>7%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Government Parking</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Institutional Built</td>
<td>8%</td>
<td>13%</td>
<td>7%</td>
<td>-</td>
</tr>
<tr>
<td>Institutional Vacant</td>
<td>1%</td>
<td>2%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Institutional Parking</td>
<td>1%</td>
<td>1%</td>
<td>-</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Total Public</strong></td>
<td><strong>28%</strong></td>
<td><strong>62%</strong></td>
<td><strong>44%</strong></td>
<td><strong>1%</strong></td>
</tr>
</tbody>
</table>
Property Assessment

Fair Market Value

Fairlie-Poplar

Castleberry Hill

I-75/85

I-20

Legend

- $0.00 - $5.00
- $5.01 - $10.00
- $10.01 - $20.00
- $20.01 - $25.00
- $25.01 - $40.00
- $40.01 - $50.00
- $50.01 - $100.00
- $100.01 - $200.00

TOTAL TAX ASSESSED VALUE PER SQUARE FOOT

ULI mTAP - SOUTH DOWNTOWN INITIATIVE
Property Use

Legend
- Occupied
- Vacant
- Surface Parking Parcel

Fairlie-Poplar
Castleberry Hill
Peachtree Street
MITCHELL ST
MLK BLVD
I-75/85
I-20
UNDERUTILIZED PARCELS
South Downtown (% acreage)

- Built: 73%
- Parking: 12%
- Vacant: 15%
Ownership

Property Analysis: South Downtown

- # Parcels: 72% Private (taxable), 28% Public (non-taxable)
- Acreage: 62% Private (taxable), 38% Public (non-taxable)
- Built Sq Ft: 56% Private (taxable), 44% Public (non-taxable)
Tax Assessed Property Values - Comparable Urban Redevelopment Areas

<table>
<thead>
<tr>
<th></th>
<th>Commercial Assessed Values ($/Sq Ft)</th>
<th>Residential Assessed Values ($/Sq Ft)</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Downtown (Atlanta)</td>
<td>$19</td>
<td>$26</td>
</tr>
<tr>
<td>Raleigh</td>
<td>$175</td>
<td>$225</td>
</tr>
<tr>
<td>Nashville</td>
<td>$163</td>
<td>$207</td>
</tr>
<tr>
<td>Chattanooga</td>
<td>$106</td>
<td>$105</td>
</tr>
<tr>
<td>Birmingham</td>
<td>$101</td>
<td>$134</td>
</tr>
<tr>
<td>Decatur</td>
<td>$105</td>
<td>$90</td>
</tr>
</tbody>
</table>
### Unlocking Potential

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$91.0 M</td>
<td><strong>Current assessed value</strong></td>
</tr>
<tr>
<td>$9.6 M</td>
<td><strong>Current tax revenue</strong>&lt;br&gt;Generated annually (0.105 millage)</td>
</tr>
<tr>
<td>$110.0 M</td>
<td><strong>Potential assessed value</strong>&lt;br&gt;Assume + 20% non-taxable converted to taxable</td>
</tr>
<tr>
<td>$606.0 M</td>
<td><strong>Potential assessed value</strong>&lt;br&gt;Assume increase to median from comparable cities (x5.5)</td>
</tr>
<tr>
<td>$63.6 M</td>
<td><strong>Potential tax revenue</strong>&lt;br&gt;Generated annually (0.105 millage)</td>
</tr>
</tbody>
</table>
Assessment

Legend
- Vacant or Parking
- Potential Development
- MARTA Station

POTENTIAL REDEVELOPMENT

ULI mTAP - SOUTH DOWNTOWN INITIATIVE
Summary of Assessment

- Multi-layered public ownership + small and de-concentrated private parcels
- Public sector leadership will be critical to unlocking redevelopment potential
- Tax base potential
  - 62% acreage non-taxed
  - 44% built space non-taxed
  - Very low taxable values
- Public real estate assets available for local policy goals
  - Affordable/mixed income housing
  - Arts/cultural attractions
Recommendations

- Priorities
- Projects, Programs and Policies
- Actions
Send A Signal

- 60% of South Downtown is publicly owned
  - Encourage the public sector to send a signal
    - Public sector sends a signal and private sector responds
    - Organic business growth
    - Realize tax value and TAD revenue upside
    - Attract and retain employees
    - Shed liability
    - Inspire civic pride
Continue to Engage Stakeholders

- Private ownership is diffuse
  - Group to **control land** and force deals
    - Unlock development potential
  - Work to establish a **unifying vision** for the district
    - Common set of development priorities
    - Engage, inspire disconnected owners
    - Transform underutilized parcels, such as parking
Enhance Livability and Urban Texture

- Imbalance of users discourages investment
  - Continue focus on Arts district by supporting Walkable Urbanism
    - Facade grants
    - Streetscape
    - Density and scale
    - Meaningful open space
  - Build affordable housing opportunities
  - Create entrepreneurial ecosystem
Catalyst Projects

1. The Constitution Building
2. Broad Street Promenade
3. Government Street Activation
4. Nelson Street Bridge
5. City Surface Parking
Recommendations

1. AJC Building
2. Broad Street Promenade
3. City Surface Parking Lot
4. Activate Government Edges
5. Nelson Street Bridge Link
A Unifying Vision - Urban Living Laboratory

- Explore interrelationships of policy, culture and technology in the urban landscape
  - Key performance indicators and feedback loops

- Prototype mentality
  - Rapid experimentation
  - Entrepreneurial appeal

- Sustainability
  - Triple bottom line and urban resilience

- Quality of life
  - Creative, livable and citizen-centered
Recommendations
Catalyst next steps

- Constitution Building ULI TAP
- Renew Atlanta projects
  - Nelson Street Bridge
- Government Street Activation
- Broad Street Promenade
  - CCI hosts a series of design charrettes to form a masterplan
  - Engage owners of parking lots along Broad

Urban Living Lab

- Center for Civic Innovation – Atlanta’s City Lab
Final Thoughts

- ULI CFL class of 2016 is engaged and passionate about affecting positive and inclusive change in South Downtown