



Chosewood Park

Redevelopment Implementation and Action Plan



Prepared for the Chosewood Park Community Development Corporation

May 5, 2017



Introduction



ULI Atlanta is a district council of the national Urban Land Institute.

ULI is a non-profit education and resource group supported by a diverse membership base of experts.

Their mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

ULI Atlanta

- 800+ members,
- One of the largest and most active district worldwide ULI.
- Offering 20 high-quality educational programs a year
- Technical Advisory Panels stocked with expert members who advise local communities.

Center For Leadership and the mTAP Program



Center for Leadership

Center for Leadership is a ULI program for emerging leaders in the real estate and land use industries designed to cultivate leadership and life-strategy skills through teachings about the Atlanta region.

Each year the CFL classes conduct group projects called Mini Technical Assistance Panels (mTAPs).

These are abbreviated version of ULI's Technical Assistance Panel Program, which harness the wide range of technical and professional backgrounds of ULI members.

The Chosewood Park mTAP Team:

Trey Edwards Construction

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Introduction and Scope

CHOSEWOOD PARK REDEVELOPMENT IMPLEMENTATION AND ACTION PLAN

The Chosewood Park CDC approached ULI to request an mTAP study to help the CDC and Neighborhood Association with a neighborhood master plan.

The ULI mTAP team and the CPCDC worked together to determine the scope of work that would be most useful, based on the challenges and opportunities facing the CPCDC, the range and experience of the mTAP team members, the budget, and the timing of the project.

This effort is designed to help the Chosewood Park CDC to understand and define its physical, market, political and regulatory context in order to:

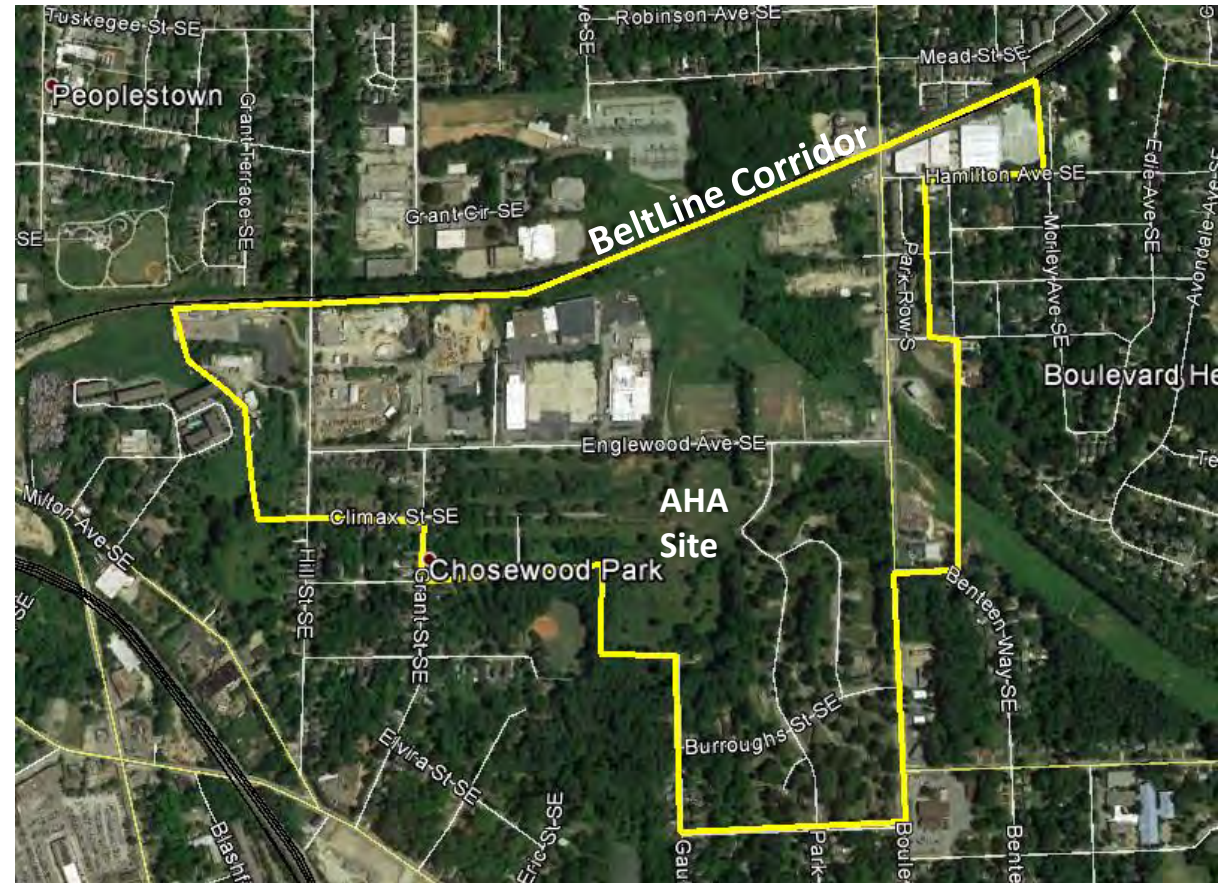
- Respond to future development and redevelopment proposals;
- Prioritize initiatives, capital projects and other efforts;
- Educate and inform community members about the redevelopment process and their options to influence it.

Introduction and Scope

STUDY AREA FOCUS

This effort will focus on the BeltLine & Englewood Avenue frontage, the area most likely to experience redevelopment proposals.

- North: Beltline
- South: 1 Block or parcel south of Englewood Ave
- East: 1 Block or parcel east of Boulevard
- West: 1 Block or parcel West of Hill Street



Site Assessment

OPPORTUNITIES & ADVANTAGES

- Proximity to the BeltLine
- Access to Interstate system
- Access to downtown
- Superior views
- Parks & Green Space
- Proximity to Grant Park
- Proximity to Summerhill redevelopment
- 8 minutes from airport
- Upgraded water and sewer

CHALLENGES

- Disconnected from neighboring areas
- Poor road connectivity
- Steep topography
- Poor public transportation options
- Few retail options
- Vacant sites, homes and buildings
- Poor pedestrian connectivity
- Lack of visibility into the parks from public areas
- Large vacant sites
- Federal prison
- Public safety

Previous Plans & Visions

RECENT STUDIES

Chosewood Park and the mTAP study area has been included in a variety of community-driven planning processes in recent years

This section identifies the key highlights of these plans, highlighting the key themes and ideas that help us focus on the emerging consensus vision for the site.

- **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)**

Previous Plans & Visions

ATLANTA BELTLINE MASTER PLAN- SUBAREA 3 BOULEVARD CROSSING 2009

Retail

- Boulevard Crossing retail district
- Neighborhood-oriented retail

Residential

- Multi and single family living focused on parks
- Building heights up to 9 stories along boulevard transitioning to 1-4 stories towards existing neighborhoods

Mobility

- Safe pedestrian and bicycle paths
- Addition of roads to help through traffic

Parks and common space

- Strong public response demanding parks, public space and community activity/event space



Figure II.C.9 - Boulevard Crossing Future- Birds eye view from intersection of Englewood and Boulevard

Previous Plans & Visions

NEW BEGINNINGS- CHOSEWOOD PARK REDEVELOPMENT PLAN- PERKINS & WILL 2010

Boulevard Crossing Retail District

- Mix of residential and retail
- Best opportunity for significant retail including a grocery store

Transportation/Circulation

- Better connectivity with addition of roads

Housing

- Promote owner occupied single family homes, thus reducing the high concentration (80%) of rental units.



Previous Plans & Visions

LIFELONG COMMUNITIES CASE STUDY- BOULEVARD CROSSING 2009

DUANY PLATER-ZYBERK & COMPANY

Connectivity

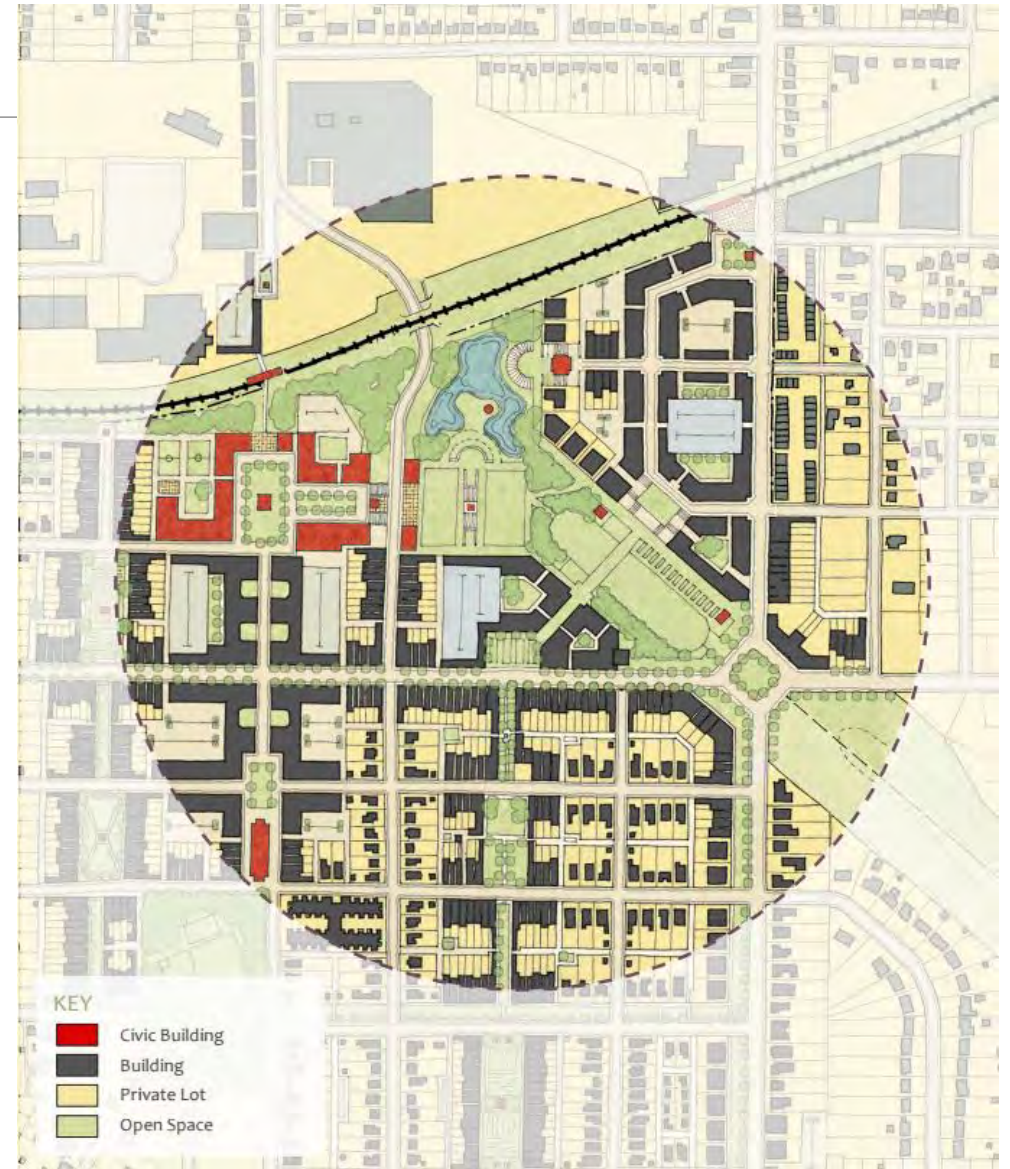
- Addition of roads and access under the beltline to help connect with Grant Park

Retail

- Mixed use development at corner of Boulevard and the BeltLine
- Retail opportunity spread out through neighborhood restructuring the area on more pedestrian scale.

Residential

- Healthy living with proposed residents focused around parks and greenspaces
- Mix of townhomes and single-family owner occupied residents



Previous Plans & Visions

CHOSEWOOD PARK VISIONING – PARK PRIDE 2011

Result of 2011 Visioning & Planning Grant

- 9-Month Community Engagement Exercise

Community-Based Project Wish list

- Increased Accessibility, Lighting, Signage & Art
- Family Friendly & Pet Friendly Amenities
- Amphitheater, Swings & New Park Furniture

High Priority Park Improvements Identified

- Acquisition & Development of Adjacent Land
- Burroughs St. Entrance & Park Ravine Bridge

Near Term Opportunities – “Low Hanging Fruit”

- Landscaping, Restoration & Trail Enhancements
- New Park Entrances & Park Furniture

Project Implementation List

- Discrete projects, prioritized with cost estimates
- Land acquisition, amenities and connectivity



Previous Plans & Visions

WHAT DO THESE PLANS HAVE IN COMMON?

- **Connectivity** All three plans included the addition of new roads and pedestrian paths to help connect the neighborhood with Grant Park and the beltline.
- **Re-connect neighborhood street grid** where disrupted by AHA site, BeltLine, rail and former industrial sites
- **Mixed-use development** near the BeltLine to include retail and higher density residential
- **More owner-occupied residential** and density to help stabilize neighborhood and support retail
- **Transitional height plane** to manage transition between existing and new buildings

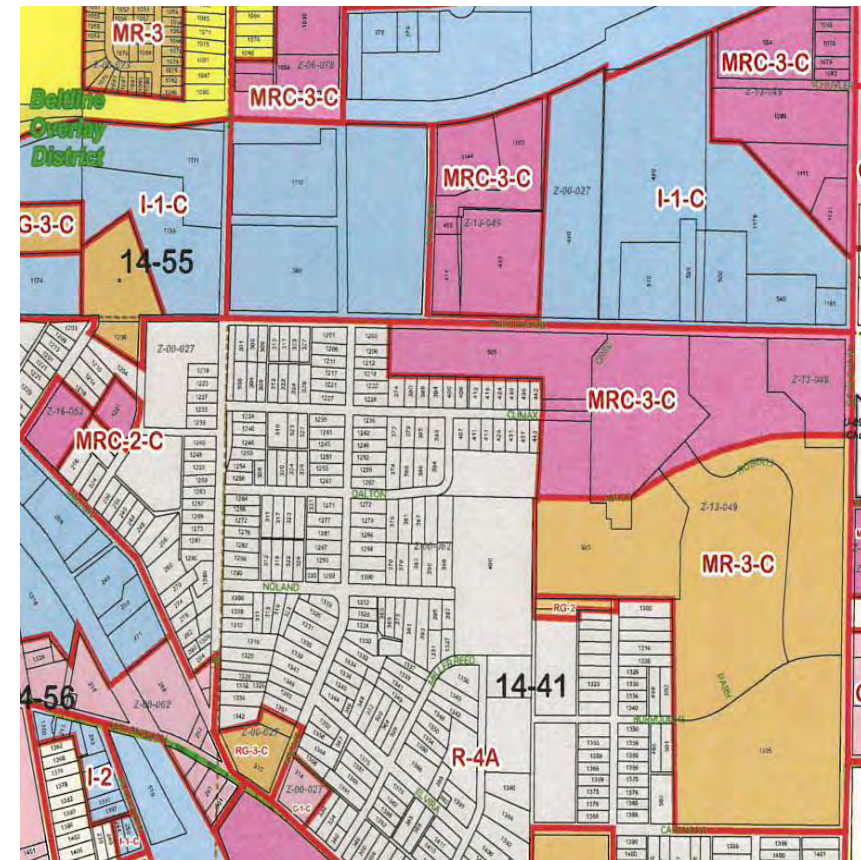
Zoning & Land use

ZONING & LAND USE

The City of Atlanta's zoning and land use controls will define the scope, shape and feel of new development in the study area.

Zoning	Primary Use	Maximum FAR/Density
I-1-C	Light Industrial	2.0 FAR
MR-3-C	Multifamily Residential	0.696 FAR
MRC-3-C	Mixed Residential & Commercial	7.2 / 8.2* FAR *Bonus
R4-A	Single Family Residential	7,500 Sq. Ft.
Beltline Overlay	Quality of Life Guidelines, Regulations & "Conditions"	Underlying Zoning Rules

ZONING MAP



Zoning & Land use

BELTLINE OVERLAY & MRC “CONDITIONS”

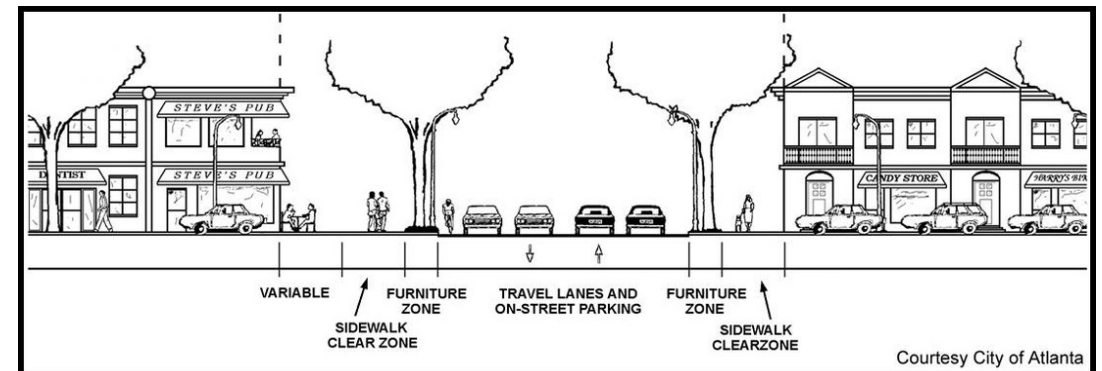
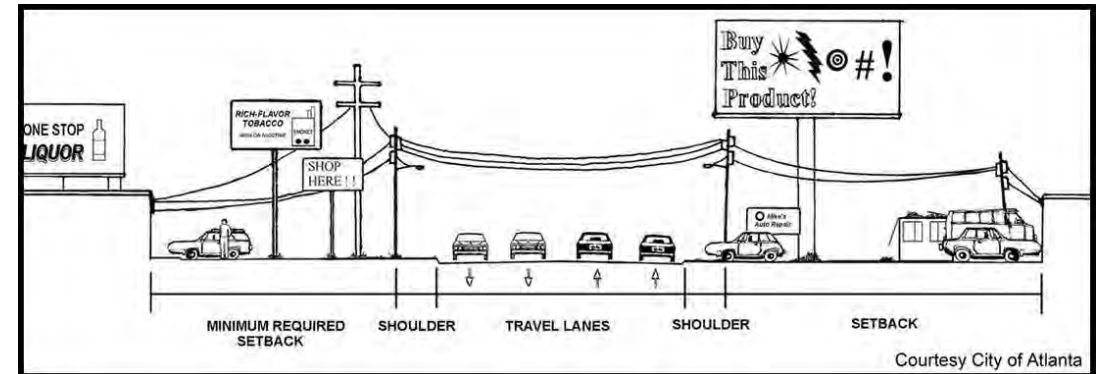
Auto-Centric Development Pattern

- Increased Conflict Points
- Hostile Pedestrian & Cyclist Environment

Livable, Pedestrian & Cyclist Friendly Environment

Overlay Principles

- Pedestrian Zones With Buildings Fronting Street
- Off-Street Parking Requirements & Site Limitations
- Focus on Driveway Configuration
- Landscaping & Lighting Requirements

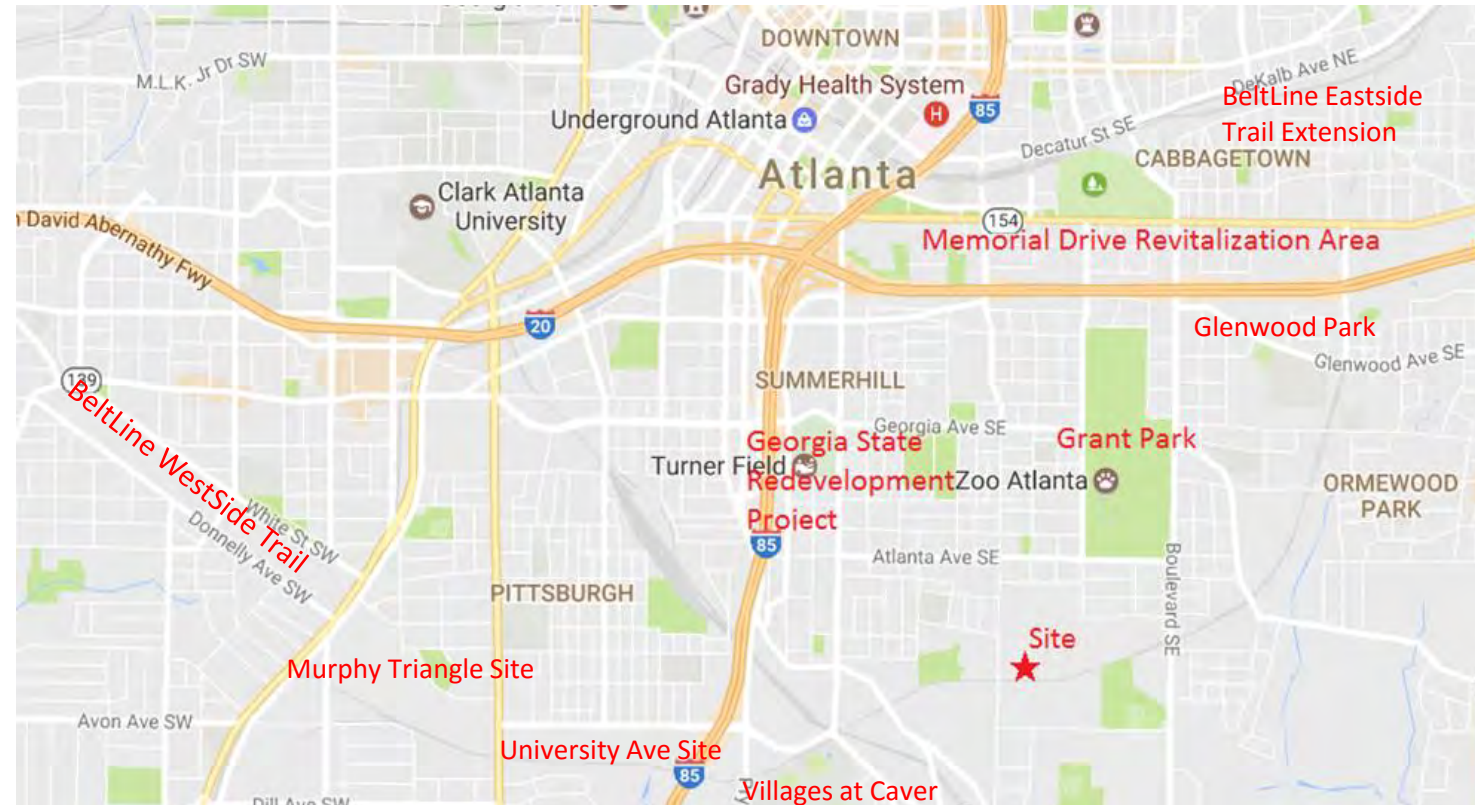


Nearby redevelopment Initiatives and Projects

After a long period of disinvestment and inactivity in southeast Atlanta, redevelopment activity is strong today. Momentum appears to be approaching Chosewood Park, with activity likely to increase dramatically over the next two years.

Currently, plans have been filed for over 26 major redevelopment projects near the project site. These projects include:

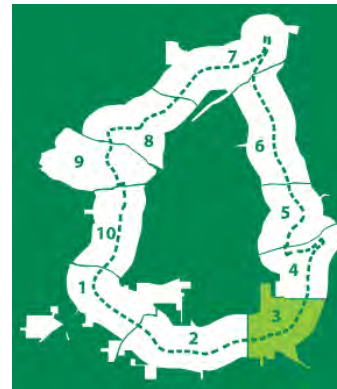
- 4,500 residential units
- 2.6 million SF of commercial space
- \$ 1.6 billion dollars of new investment.



Nearby redevelopment Initiatives and Projects

ATLANTA BELTLINE

- Eastside Trail Construction is currently in subarea 4, working its way towards Chosewood park with completion being late 2017
- Westside Trail Construction currently under construction in subarea 1 and 10 with completion being late 2017
- **Estimated BeltLine Timeline for Chosewood Park:**
 - Opening of Rough Dirt Path: 1-2 Years 2018-19
 - Opening Paved Path: 4-5 Years (2021-22)
 - Beltline Transit: 7 Years + (2024+)



Possible Future for Chosewood Park BeltLine Transit Stop

Nearby redevelopment Initiatives and Projects

SUMMERHILL REDEVELOPMENT

1.5 MILES NW OF CHOSEWOOD SITE

- 68 acre master-plan
 - Former Turner Field and Parking Lots
 - Anchored by Georgia State University
- Long-term build-out Plan (30+ Years):
 - 2,750 multifamily units
 - 625 hotel rooms
 - 50 single family homes
 - 1.5 million sf of office
 - 750,000 sf of retail
- Phase 1: Revitalize existing Summerhill retail on Georgia Avenue

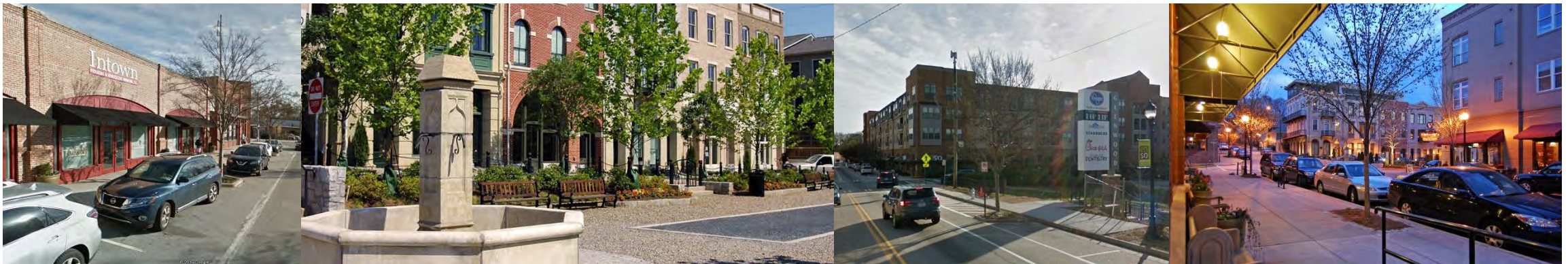


Nearby redevelopment Initiatives and Projects

GLENWOOD PARK 1.5 MILES NE OF CHOSEWOOD SITE

Since 2005, Glenwood Park has become a national recognized example of urban redevelopment

- Over 800 housing units built since 2003, including a mix of single family, townhome, condominium and apartment.
- 212,000 SF of retail built since 2003, Including:
 - 24,000 SF of neighborhood scale retail and restaurants
 - A 118,000 SF Kroger-anchored neighborhood retail center built in 2016.
 - Retail amenities include grocery , pediatrician, dentist, variety of restaurants
- Amenities include parks, plazas, public space, enhanced pedestrian infrastructure, improvement to high school



Nearby redevelopment Initiatives and Projects

MEMORIAL DRIVE CORRIDOR REDEVELOPMENT

- Over 2 dozen projects along the former industrial corridor
- 1,300 apartments and condos under development
- Over 150k sf of retail under development
- \$600m of development planned



Nearby redevelopment Initiatives and Projects

THE BEACON

- The Beacon Atlanta - Pellerin Commercial Real Estate Development
- A \$20 million revitalization project of 6 industrial warehouses. Opening planned for 2017/2018.
- Creative office and retail area along Atlanta BeltLine's southside trail.



400 GRANT STREET

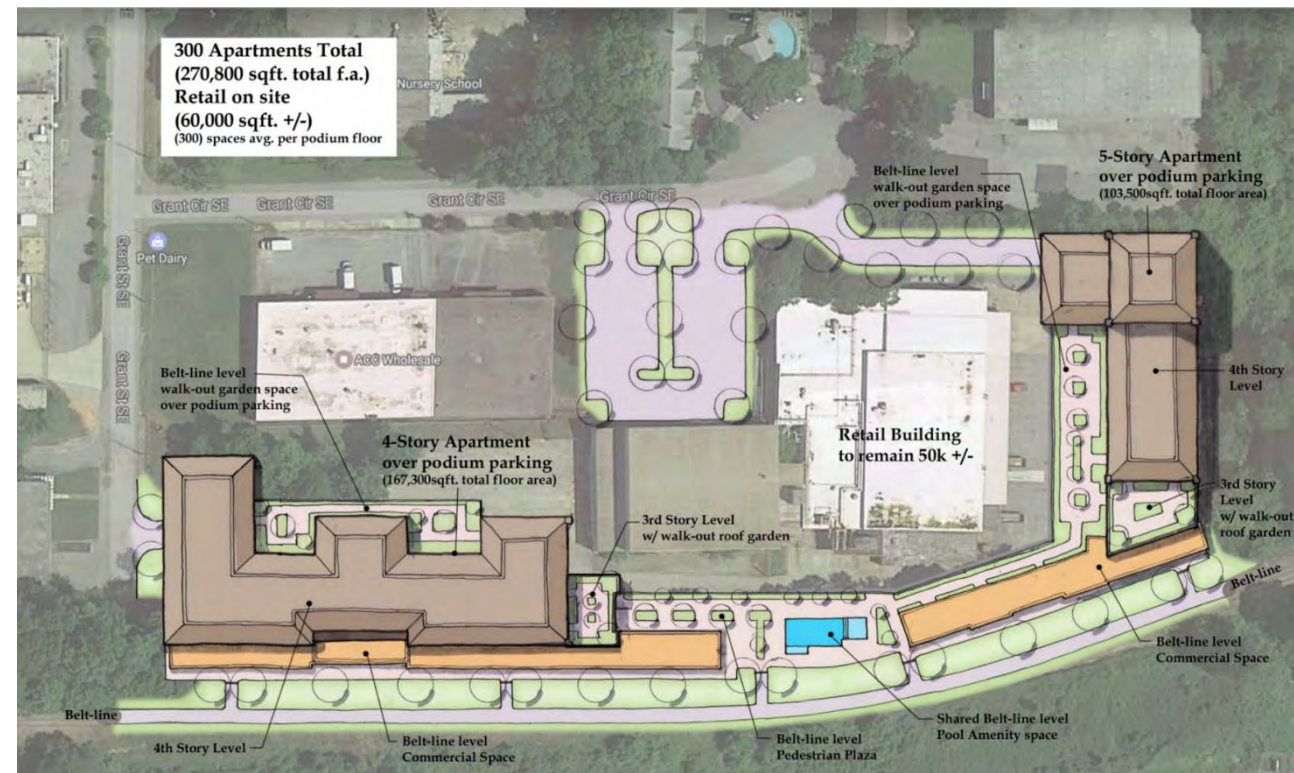
- Adaptive reuse plan for 20,000 sf brick & block office warehouse building
- Adjacent to the Beltline and Atlanta Police Equestrian Facility near Grant Park
- 1 acre grass park for enjoyment of tenants



Nearby redevelopment Initiatives and Projects

385 GRANT CIRCLE

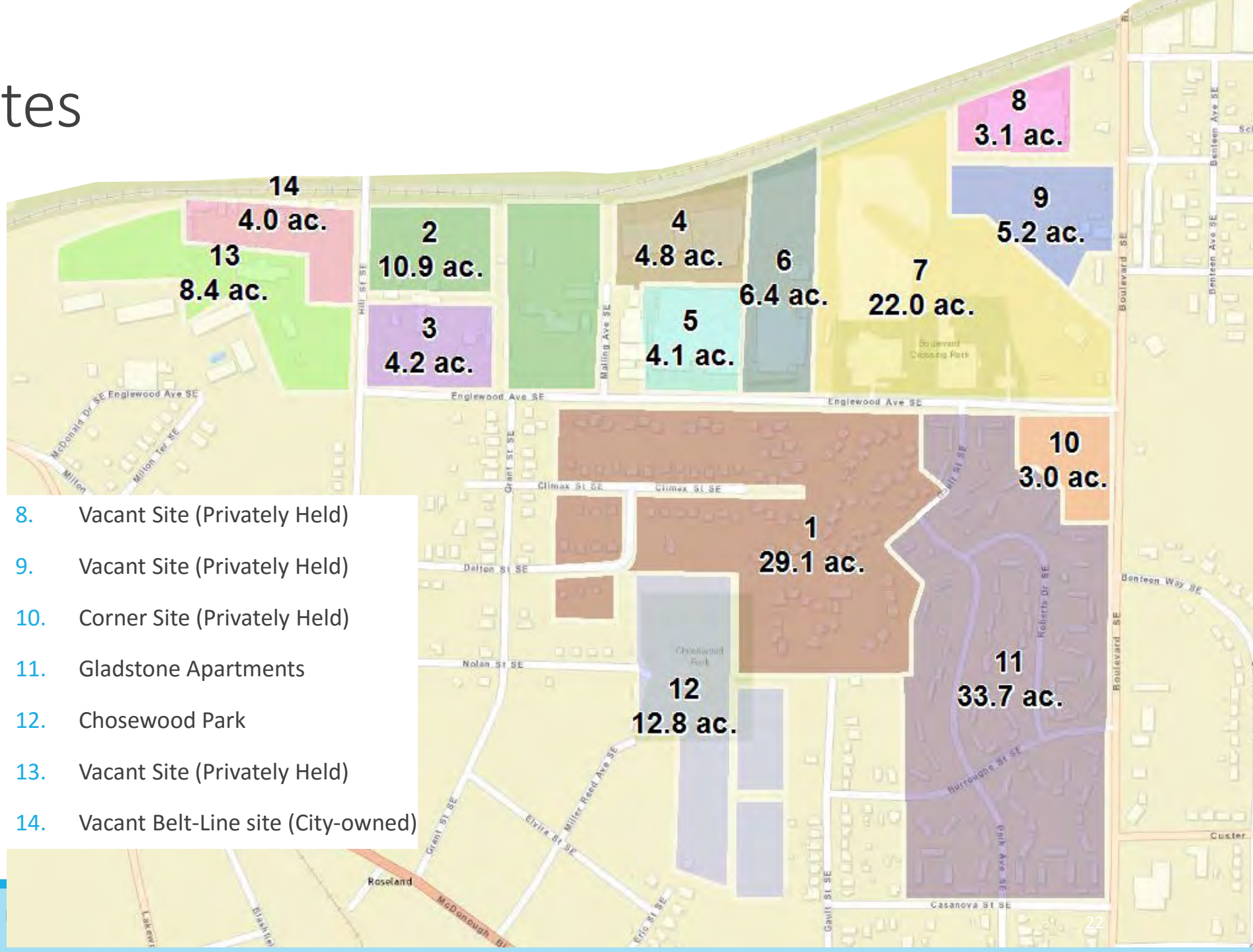
- 5.83 acre site with existing 51,000 sf building
- 2.0 FAR allowing for 507,909 sf of development
- 300 apartment homes
- 110,000 sf of retail between existing building and new



Promotional Site Rendering, Not an actual proposed redevelopment.

Catalyst Sites

THE STUDY AREA HAS 14 CATALYST SITES THAT ARE LIKELY TO DRIVE DEVELOPMENT AND REVITALIZATION ACTIVITY OVER THE NEXT TEN TO TWENTY YEARS.



- | | |
|---------------------------------|--|
| 1. AHA Englewood Site | 8. Vacant Site (Privately Held) |
| 2. AHA North Site | 9. Vacant Site (Privately Held) |
| 3. COA Public Works Site | 10. Corner Site (Privately Held) |
| 4. Mailing Avenue Stageworks | 11. Gladstone Apartments |
| 5. Vacant Site (Privately Held) | 12. Chosewood Park |
| 6. Elite Laundry | 13. Vacant Site (Privately Held) |
| 7. Boulevard Crossing Park | 14. Vacant Belt-Line site (City-owned) |

Catalyst Sites

1: AHA ENGLEWOOD MANOR SITE

This site is 29.1 acres on the south side of Englewood Dr. It was the site of AHA's Englewood Manor public housing site, which was demolished in 2009.

2: AHA ENGLEWOOD NORTH SITE

This site is 10.9 acres on the north side of Englewood Dr. It is currently used by the City of Atlanta Department of Public Works



Catalyst Sites

3: PUBLIC WORKS SITE

This site is 4.3 acres at the northeast corner of Englewood and Hill Street.

It is owned by the City of Atlanta and shares a border with the Englewood North site. The site appears to be used by City of Atlanta public works. We don't foresee any change to the site's current use, but it could be redeveloped in the next 5-20 years once the Englewood North site is developed.



4. MAILING AVENUE STAGEWORKS

This site is 4.8 acres between Englewood Drive and the BeltLine Corridor. It is currently operation as an active film studio.

We anticipate that this site will continue-operating as-is, but may see late phase redevelopment in the in the 10-20 year time frame



Catalyst Sites

5: VACANT SITE (PRIVATELY HELD)

This 4-Acre site sits between Englewood Drive and the Mailing Avenue Stageworks. It is currently vacant.

6: PRIVATE PARCEL (ELITE LAUNDRY SERVICES)

This site is 6.4 acres between Englewood Drive and the BeltLine Corridor. It is currently operation as a commercial Laundry.

We anticipate that this site will continue-operating as-is, but may see redevelopment in the in the 5-20 year time frame.



Catalyst Sites

7. BOULEVARD CROSSING PARK

This park is one of the neighborhood's strongest amenities.

- Currently a small portion of master plan is built-out
- Plans for future phases include:
 - Lake that also services as storm water mitigation
 - Community gardens
 - Access to and through beltline



Catalyst Sites

8 & 9: PRIVATELY HELD SITES

- These sites lie near the Southeast intersection of the BeltLine Corridor.
- Site 8 is 3.1 acres
- Site 9 is 5.2 acres,
- We anticipate that these sites will be among the first to be redeveloped in the study area.
 - Both sites are largely vacant and are already Zoned MRC-3-C, which will support most likely uses
- It is likely that redevelopment plans for these sites will start to move forward once property owners and potential developers have more clarity and information on the disposition of the AHA Site (and adjacent sites) and BeltLine trail construction timing.



Catalyst Sites

10: CORNER SITE

- This site is 3 acres located at the SW corner of Englewood and Boulevard.
- Redevelopment of this site is complicated by powerlines, which cross the front of the site.
- Previous redevelopment proposals for this site envisioned 29 townhomes, however the proposal did not move forward
- This site may also end up being appended to an adjacent development site as part of a larger master planned development.

11. GLADSTONE APARTMENTS

- This 34-acre site on 3 parcels sits between the AHA Englewood Manor site and Boulevard. It currently has approximately 160 apartments.
- This site, is among the most important in the study area, due to its size, its redevelopment potential, and its strategic location between the higher-density beltline adjacent sites, the AHA Englewood site, and the existing neighborhood fabric of Chosewood park to the south and west.
- This site is likely to be redeveloped in phases, either in response to, or in concert with the master plan of the AHA Englewood Manor site.



Catalyst Sites

12: CHOSEWOOD PARK

Chosewood Park will amenitize and catalyze adjacent development.

Adjacent development will catalyze funding and implementation opportunities for Chosewood Park improvement and expansion.

Chosewood Park Visioning Plan 2011



Catalyst Sites

13. 155 HILL STREET

- This site is 8.4 acres on the west side of the corner of Hill Street and Englewood.
- Part of the site is adjacent to the BeltLine.
- The site is under contract to Inline Communities, who has reached out to CPNA to open a dialogue.

14. COA BELTLINE WEST SITE

This City-owned site is 4.0 acres on the west side of Hill street adjacent to the BeltLine.

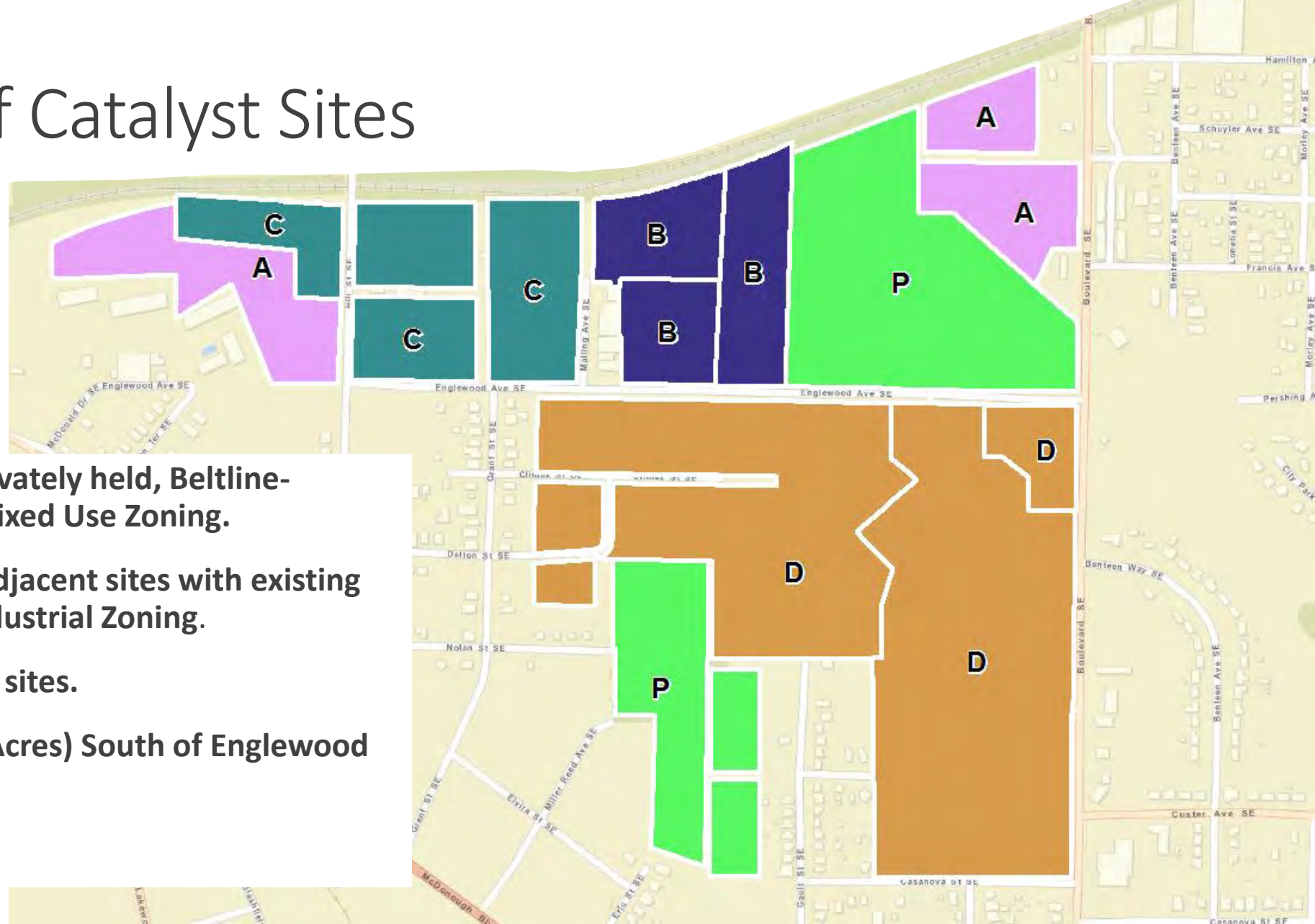
Currently no redevelopment plans have been announced.



Overview of Catalyst Sites

THE 14 CATALYST SITES FALL INTO FOUR CLEAR CATEGORIES:

- A.** Vacant, mid-sized, privately held, Beltline-adjacent sites with Mixed Use Zoning.
- B.** Mid-sized Belt-Line Adjacent sites with existing operations and/or industrial Zoning.
- C.** Mid-sized city-owned sites.
- D.** Very large sites (30+ Acres) South of Englewood
- P.** Parks



Overview of Catalyst Sites

THE 14 CATALYST SITES FALL INTO FOUR CLEAR CATEGORIES:

A. Vacant, mid-sized, privately held, Beltline-adjacent sites with Mixed Use Zoning.

- These are likely to develop quickly and early
- Total Land: 17 acres, could support +/- 500 DU
- Potential local resident retail demand of 27,000 SF
- Time Frame: 1 to 5 Years

B. Mid-sized Belt-Line Adjacent sites with existing operations and/or industrial Zoning.

- These are likely to follow phase 1 development, as pricing becomes established, and risk mitigated.
- Rezoning process and existing operations will add time and complexity.
- Total Land: 15 acres, could support +/- 500 DU.
- Potential local resident retail demand of +/- 25,000 SF
- Time-frame: 5 to 10 years

C. Mid-sized city-owned sites.

- These sites will be slower to develop due to transition of existing uses and general slower pace of public processes.
- Total Land: 19 acres, could support +/- 600 DU.
- Potential local resident retail demand of +/- 31,000 SF
- Time-frame: 5 to 15 years

D. Very large sites (30+ Acres) south of Englewood

- These sites will be master-planned and developed in phases.
- Extensive public process will lead to a slower pace of redevelopment and more opportunities for input
- Total Land: 66 acres, could support +/- 2,100 DU.
- Potential local resident retail demand of +/- 70,000 SF
- Time-frame: 5 to 20+ years

Overview of Catalyst Sites

30-YEAR DEVELOPMENT POTENTIAL OF STUDY AREA

- 12 Catalyst Development Sites & 2 Parks
- 117 Acres of vacant or underdeveloped land
- Could reasonably support 2,500-3,000 housing units based on zoning, typical development densities, and conservative assumptions of transitional height planes.
- New residents could generate local retail demand to support +/- 150,000 SF of retail space.
- 150,000 of retail space would fill out ground-floor retail of 15 to 20 typical mixed use residential buildings.
- Development would be phased over 20+ years.



A typical mixed use residential building has 5,000 to 10,000 SF of ground floor retail

Key Findings and Recommendations

1. REFINE AND FOCUS THE KEY MESSAGE.

Based on our review of previous plans and discussions with the Chosewood Park CDC board, we understand the CPCDC and CPNA's key priorities are:

1. Manage the interface between new development and the existing neighborhood fabric to protect the neighborhoods character.
2. Ensure that new development provides housing and retail opportunities for existing Chosewood park residents.
3. Ensure that new development does not threaten the economic or social stability of the neighborhood.
4. Increase opportunities for owner-occupied housing to increase neighborhood stability
5. Ensure that new development's density, massing, and design creates a quality environment.
6. Improve vehicle and pedestrian connectivity, particularly across the AHA site, the Gladstone site, between Boulevard Crossing park, Chosewood Park and to/through the BeltLine.
7. Provide community space and public amenities for the neighborhood.
8. Promote initiatives to protect residents from increasing housing costs.

Key Findings and Recommendations

1. REFINE AND FOCUS THE KEY MESSAGE.

- Focus your efforts on furthering these identified priorities.
- Harness the power of development momentum to achieve incremental progress on these goals.
- Communicate your goals clearly
- Focus on specific “asks” that are tangible, reasonable and prioritized.
- Maintain relationships with individuals and organizations on all sides of the discussion.
- Focus on getting what you want out of the process:
 - Connectivity
 - Parks
 - Community Center
 - Edges that respect existing neighborhood fabric.
 - Buildings with character
 - Access to & through Beltline
 - Neighborhood scale retail opportunities
 - Inclusive design
 - Focus on how buildings are articulated, how they address street, not necessarily on size or density.

Key Findings and Recommendations

2. CLARIFY THE ROLES OF CPCDC & CPNA

- Refine & focus the goals and mission statements of CPCDC and CPNA
 - Consider facilitated meeting to focus goals, organizations and implementation strategies
- Distinguish between advocacy role of CPNA and implementation role of CPCDC
- **CPCDC:**
 - Focus on project implementation
 - CPCDC has legal and financial structure in place to become a player in shaping the neighborhood at a small scale
 - Potential to take key role in smaller redevelopment efforts : SF Rehabs, vacant lots, property acquisition consolidation, park projects
- **Chosewood Park Neighborhood Association:**
 - Focus on advocacy and communication.
 - General opposition to change is unlikely to be effective.
 - Focus on improving the transitional areas.
 - Focus on negotiating tangible, incremental benefits.
 - Increase influence by welcoming new residents

Key Findings and Recommendations

3. CAPITALIZE ON EXISTING OPPORTUNITIES FOR PARTICIPATION

- With overlay of City of Atlanta Planning Zoning, Atlanta BeltLine and AHA public input procedures, the neighborhood has unprecedented opportunities to be involved in the process of shaping new development and contributing to overall development and planning policies.
- Recognize that most (though not all) redevelopment proposals in the area will have a robust public involvement process.

Upcoming opportunities for participation include:

1. AHA Redevelopment Framework Plan
2. BeltLine Subarea 3 Plan (to be released soon)
3. NPU Participation
4. Continuing Beltline Public Involvement Process
5. Atlanta City Design Project
6. Communications with Council members
7. Rezoning process (hearings, conditions and variances)

Key Findings and Recommendations

4. BUILD CPCDC'S CAPACITY TO SUPPORT POSITIVE, PROACTIVE CHANGE.

1. Refine & focus the goals and mission statements of CPCDC and CPNA
 - Consider facilitated meeting to focus goals, organizations and implementation strategies
 - Distinguish between advocacy role of CPNA and implementation role of CPCDC
2. Get new residents and businesses involved in CDC and CPNA as the neighborhood changes.
 - Broaden your base and resources and continue to evolve
3. Work with local and national support organizations to build capacity, broaden resources, and develop technical and organization skills
 - Enterprise Community Partners, ANDP, Community Action Partnership, Community-Wealth.org
4. Meet with best-in class CDCs to network and exchange ideas
 - HDDC, UCDC, Integrity CDC, Quest CDC

Key Findings and Recommendations

5. LEARN FROM OTHERS

- Chosewood Park can learn from other nearby communities and neighborhood associations that have faced similar development pressures, involving many of the same players.
- Refine your vision by visiting concrete examples of similar redevelopment projects
- Visit other sites. Take photos. Talk with architects, planners and developers, and community organizers.
- Find examples that you like. Find out how they happened.
- Find things that you almost like. Learn why it fell short of your expectations.
- Learn how other redevelopment and negotiation processes worked.
 - Speak with individuals on all sides to learn what they did right and what they wish they had done differently.
- Look for similar case studies:
 - AHA mixed-income redevelopment sites
 - TOD sites adjacent to established neighborhoods (BeltLine and MARTA).

Key Findings and Recommendations

5. LEARN FROM OTHERS

Most of the development in the study area will be defined by two overlapping sets of rules/guidelines/market forces:

1. Atlanta BeltLine
 1. Zoning and Overlay
 2. Market Demand
2. AHA's redevelopment guidelines
 1. Affordable Housing regulations
 2. AHA policy
 3. Bidding Process & PPP
 4. Framework Plan.

There are many existing examples of how this development can look,. Work and feel.

We would suggest that the CDC and concerned neighborhood members visit some of these neighborhoods, ideally with a development professional, to consider:

1. What is good about this?
2. What aspects concern you?
3. How is the place different now than it was before?

Case Study: Inman Park Village

Former Mead Notebook & Envelope Plant

- Inman Park Historic Neighborhood
- 21 Acres (Zoned I-2)

Community Engagement

- Led by Strong Neighborhood Organization
- 20+ Proposals Reviewed by Neighborhood

Rezoned PDMU

- Site Plan Specific
- Uses, Building Heights, Unit Counts, Parking and Quality of Life Regulations (Open Space etc...)



Case Study: Inman Park Village

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Managing the transition between new and existing:

New

Old



Case Study- Edgewood Candler Park

Existing MARTA Park & Ride Lot

- Edgewood neighborhood - Atlanta
- 6.4 Acres
- 224 housing units Phase I & 160 Phase II
- 10,000 SF of Retail Space

Active Community Engagement & Participation

- Led by strong neighborhood organization
- Focus of previous planning efforts - charrettes
- Concern - impact on single family neighborhood

Rezoned PDMU

- Site plan specific
- Created separate neighborhood agreement with developer for programmatic elements



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Key Findings and Recommendations

SUMMARY

1. Refine and focus your message.
2. Clarify the roles of CPCDC & CPNA.
3. Capitalize on existing opportunities for participation.
4. Build CPCDC's capacity to support positive, proactive change.
5. Learn from others.

Thank you for giving the ULI CFL mTAP team the opportunity to work with you.