

# **East Atlanta Village Market Conditions**

**Presented by  
Urban Land Institute: Atlanta  
Center for Leadership 2018  
Mini Technical Assistance Panel**

**Presented to  
East Atlanta Community Association**

**May 8, 2018**

# Scope of Work

- Urban Land Institute: Atlanta Center for Leadership 2018
- Mini Technical Assistance Panel: January – May
- Key questions:
  - “Gap analysis” to identify commercial uses lacking in EAV
  - Assessment of development potential of vacant/underutilized parcels
  - Analysis on future parking needs of EAV, including feasibility of parking deck
- Q&A at end and after meeting





# GAP ANALYSIS



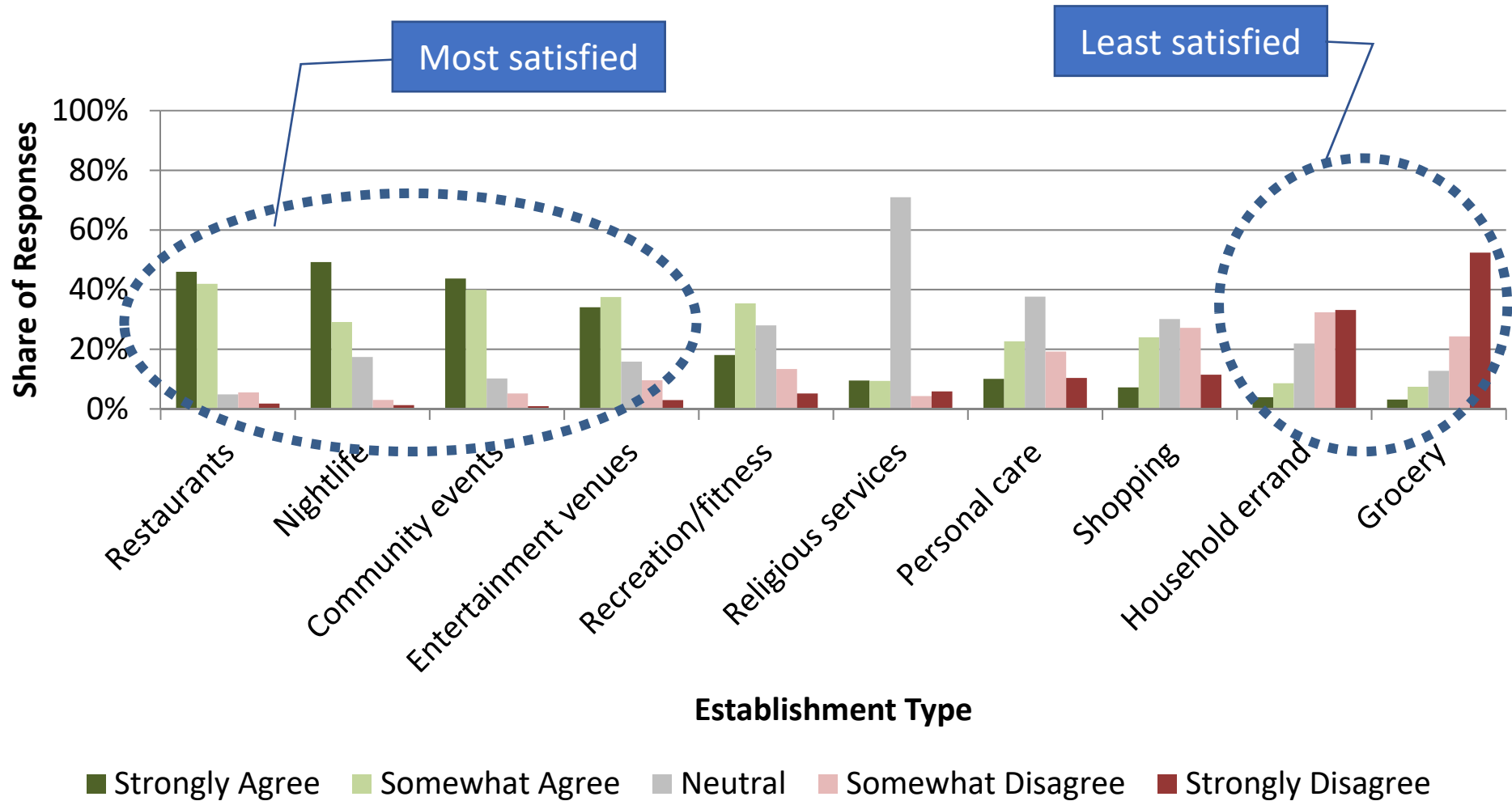
# Gap Analysis – Survey Results

- Survey conducted to help identify commercial needs
- 732 responses to survey
  - Survey provided in person at EACA meeting 3/13
  - Online survey open from 3/19 to 4/6
- Majority of responses were residents who live close to EAV and frequently visit
- Survey results are not scientific
  - However, results can be used as a general gauge of community support on certain issues



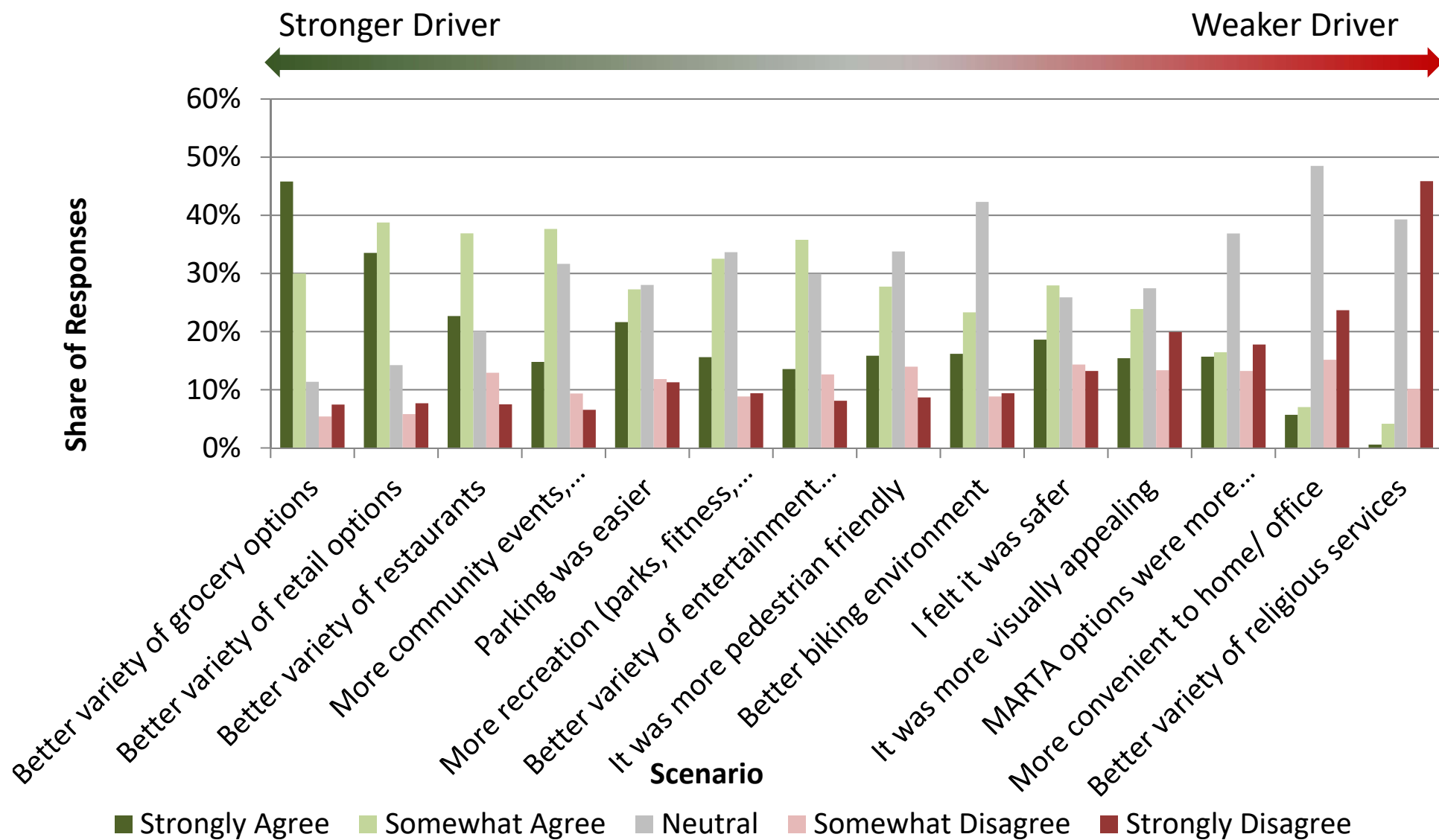


# Within EAV, there is a good selection of that suit my needs.



State how strongly you agree or disagree with the following scenarios:

**I would visit EAV more if \_\_\_\_\_.**



**What are the five new businesses that you would bring to EAV?**



# Key Themes:

- Small scale Grocery
- More restaurant variety (daytime, ethnic)
- Beer/wine store
- Keep it local

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# EAV Building Stock – What's Here?

442K SF



328 units



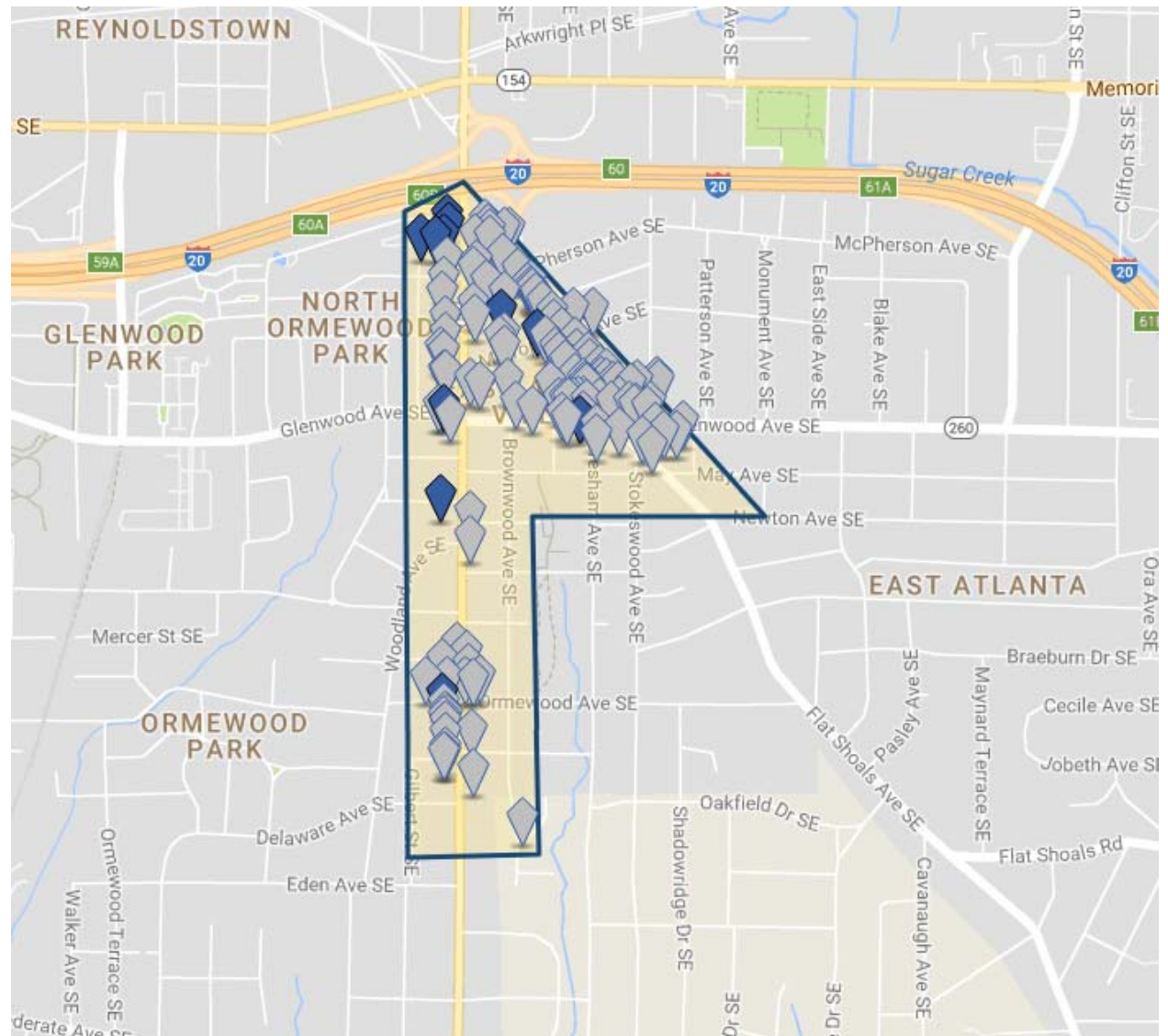
31K SF



17K SF



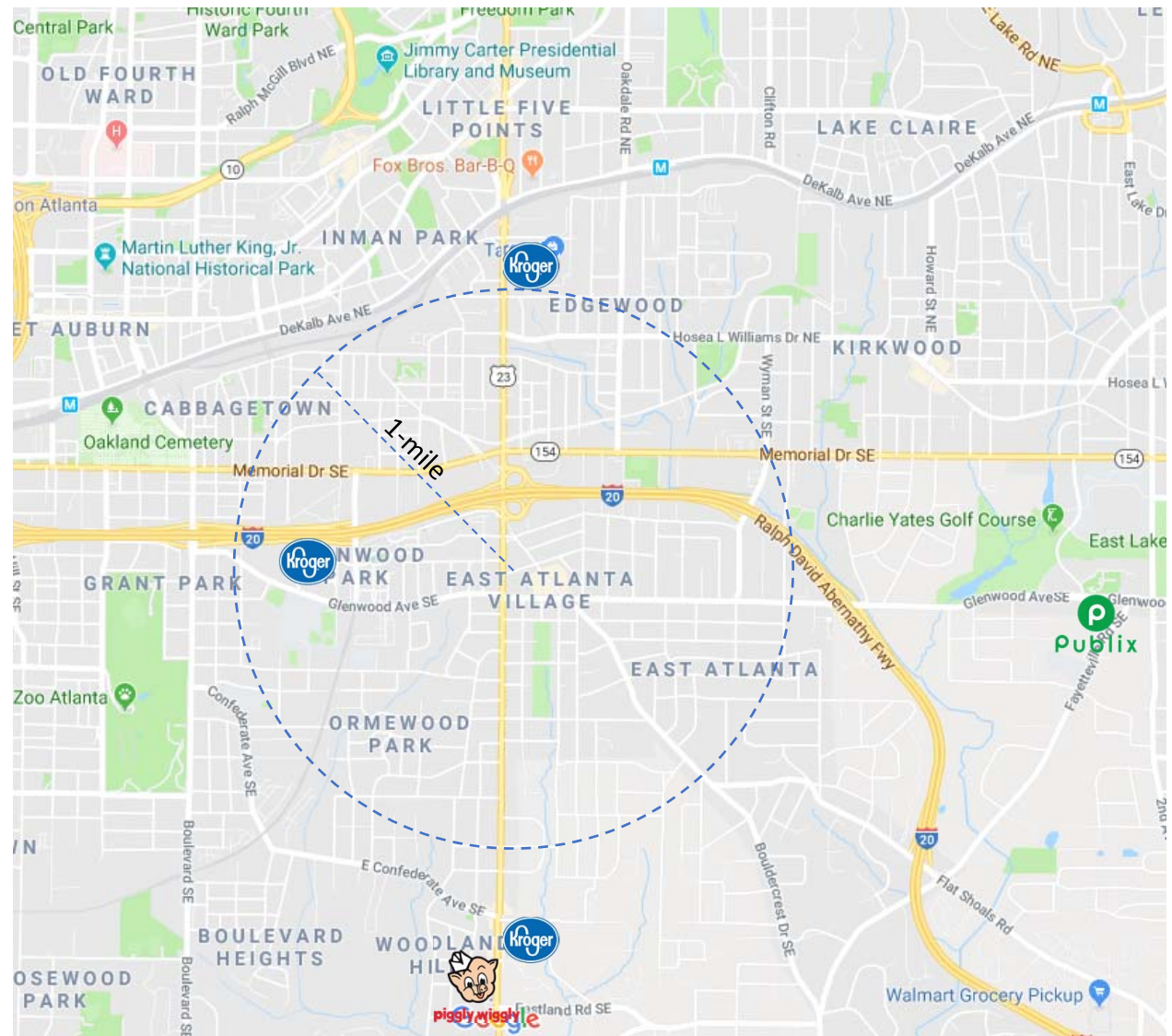
54K SF





# Grocery case study

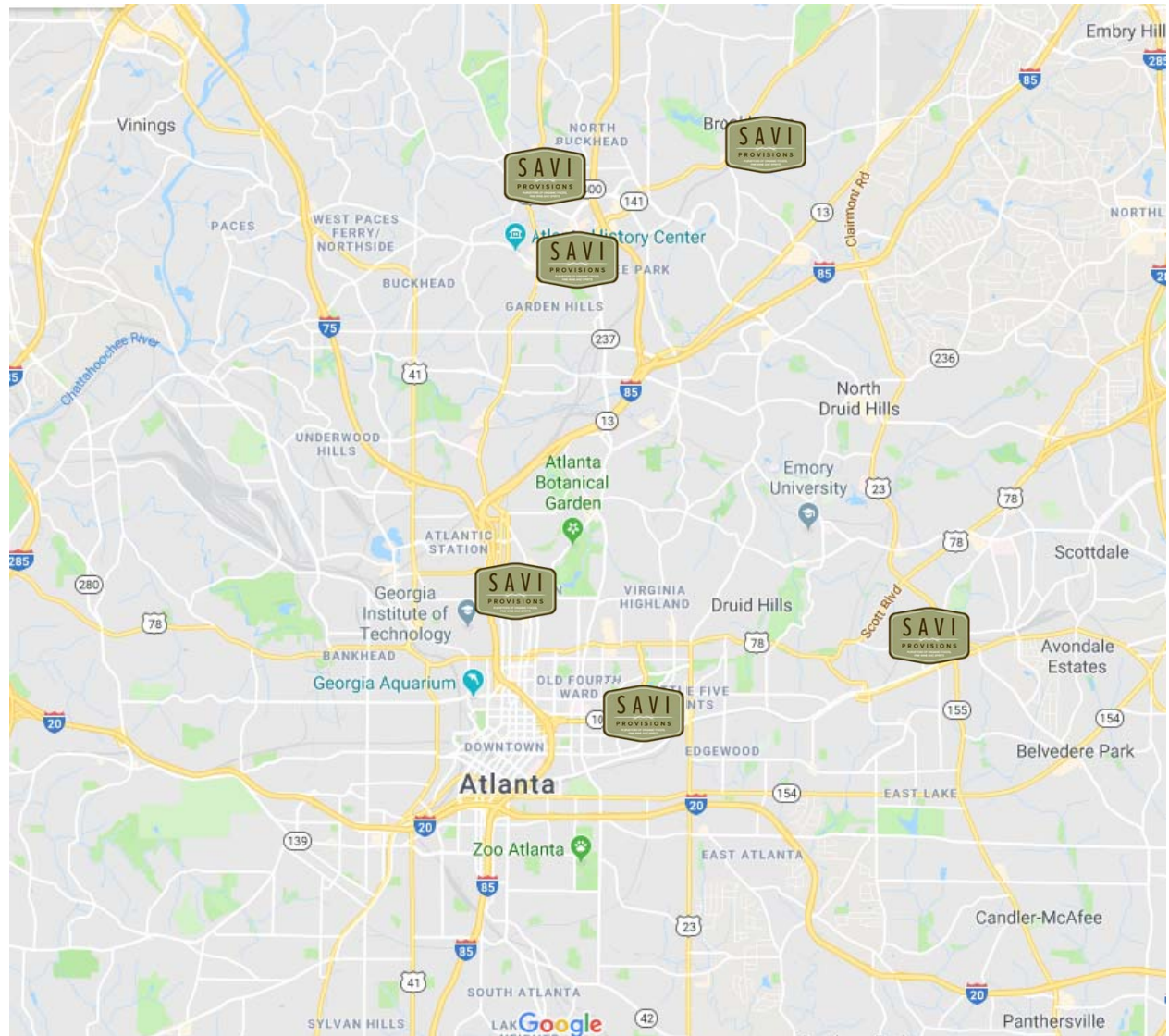
- Five grocers within 2 miles
- Survey results indicate a preference for **quality over quantity**





# Grocery case study

- Savi Provisions- example of quality neighborhood grocer
- Demos of their locations aren't very dissimilar from EAV



# Gap analysis

- Walk Score – 90 Points
- Within walking distance
  - Dining
  - Bars
  - Coffee
  - Banks
  - Shopping
  - Entertainment
  - Groceries
- One gap, but not retail





# So what's missing?



People



# Coworking Stats

**87%**

“Given the flexibility, working within ½ mile of EAV would be an appealing opportunity”

**58%**

“I have at least some flexibility in where I work”

**32%**

“I would consider renting office space in a coworking model”



# Coworking case study



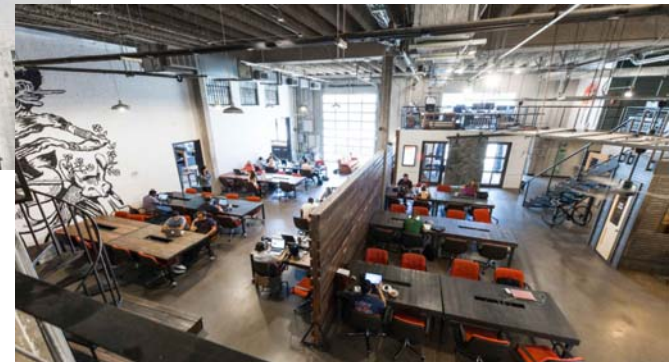
Common Desk is located in Deep Ellum, just outside downtown Dallas, TX

8,000 sf building is home to over 100 companies and 736 jobs



Members spend an average of \$23 per day in the neighborhood - a total of \$1.5 million per year

In four years since opening, Common Desk members have opened three new businesses in the neighborhood and absorbed 25,000 sf

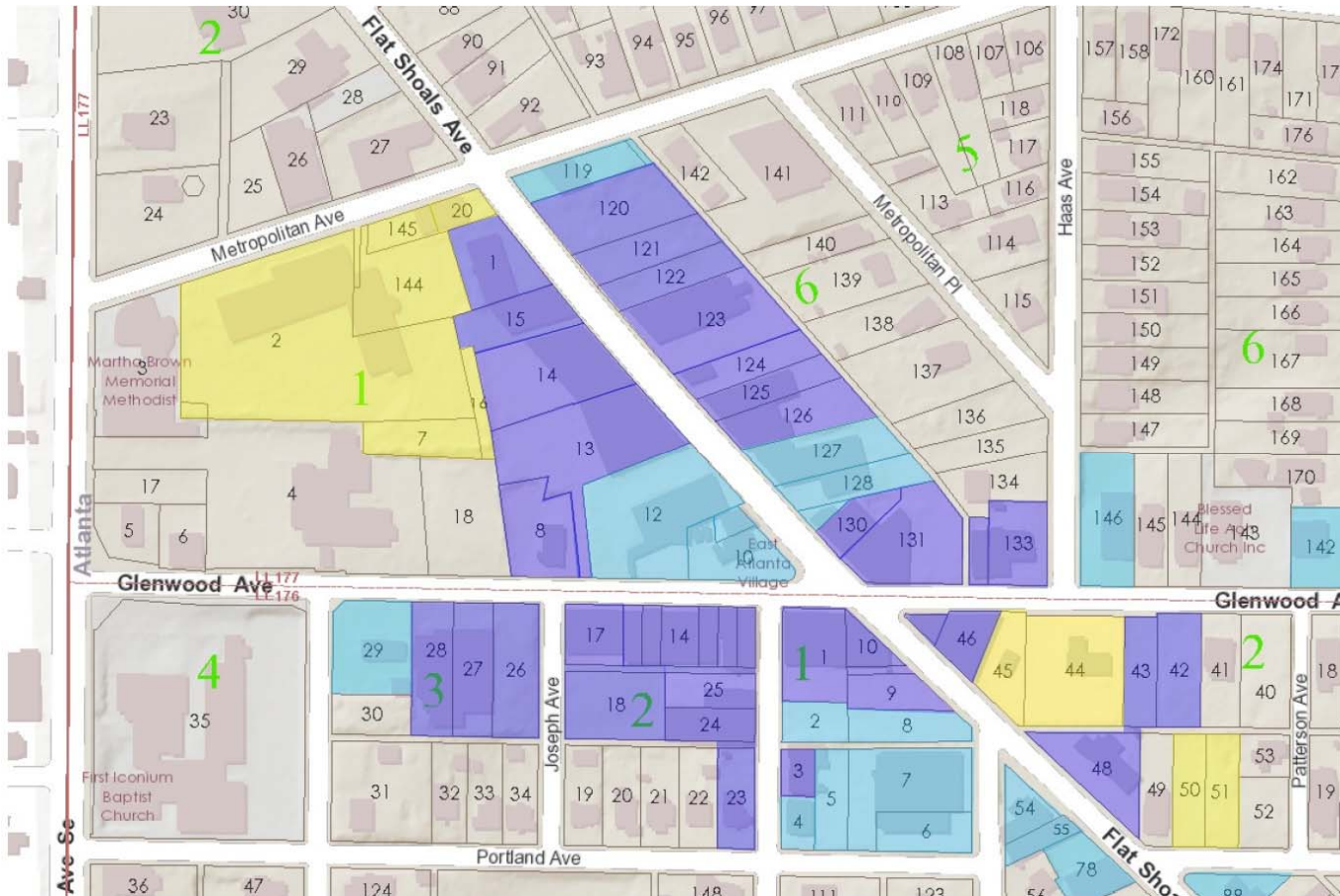




# DEVELOPMENT POTENTIAL



# Property Utilization

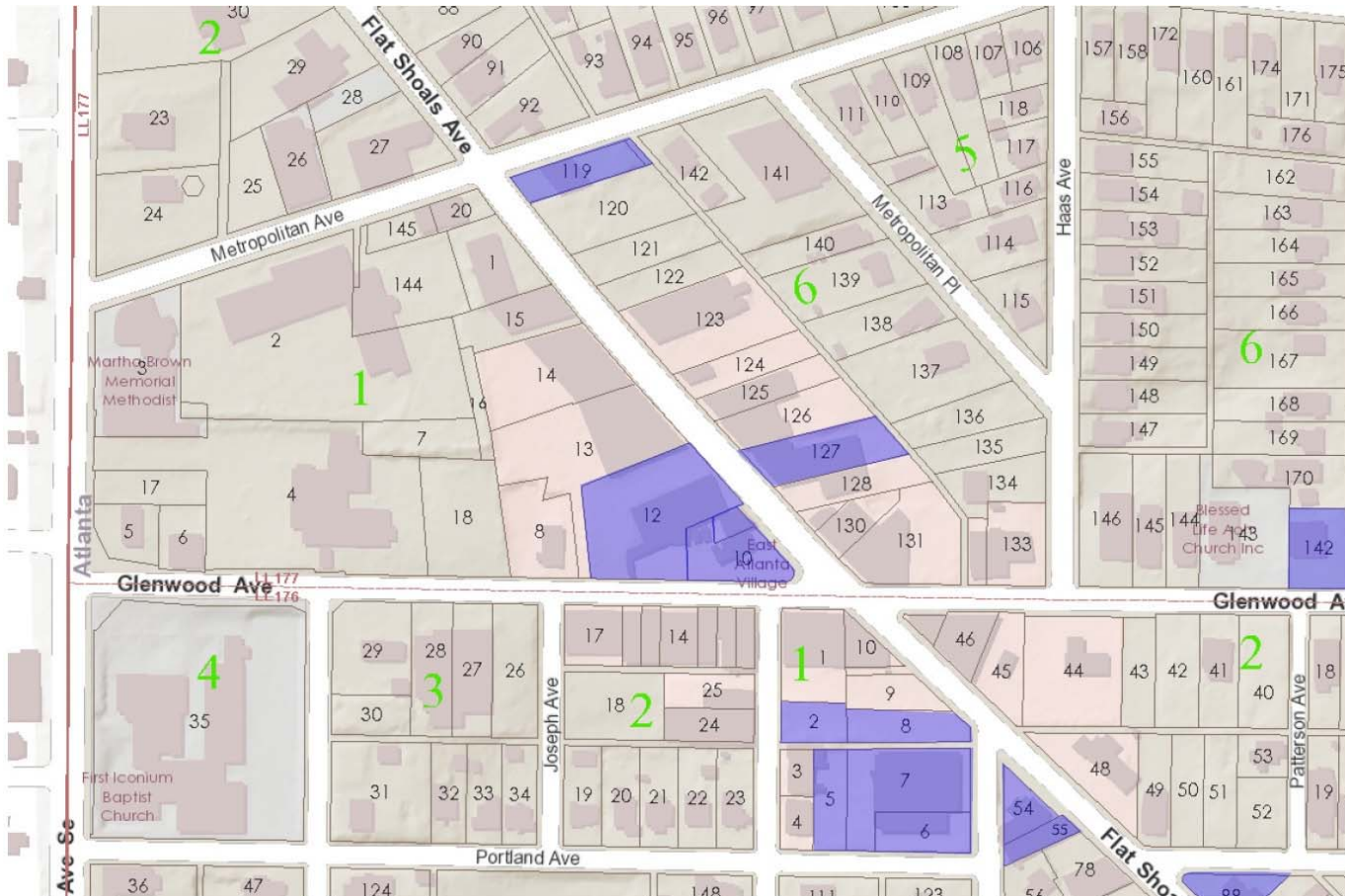


Utilized  
Under - Utilized  
Residential





# Development Opportunities





# Development Takeaways

- East Atlanta Village has sufficient retail space
- Increased residential density will benefit existing retail and commercial and help to draw new retail
- Parcels best suited for residential redevelopment surround the Village core
- Village core has opportunities for repositioning to attract daytime traffic
- EACA can assist by coordinating strategic assemblages for new development



# PARKING ANALYSIS

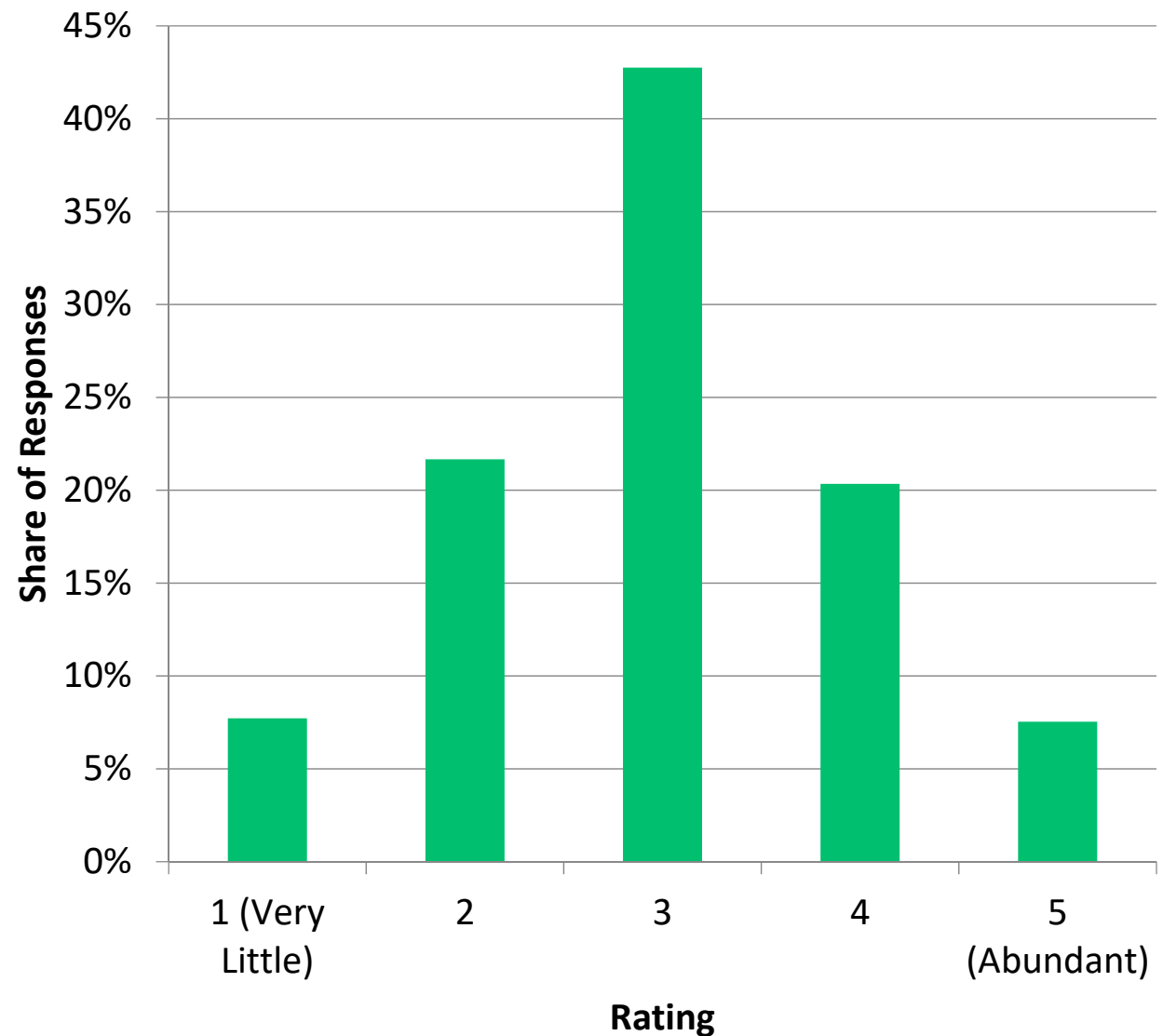




# How would you rate the overall supply of parking in EAV?

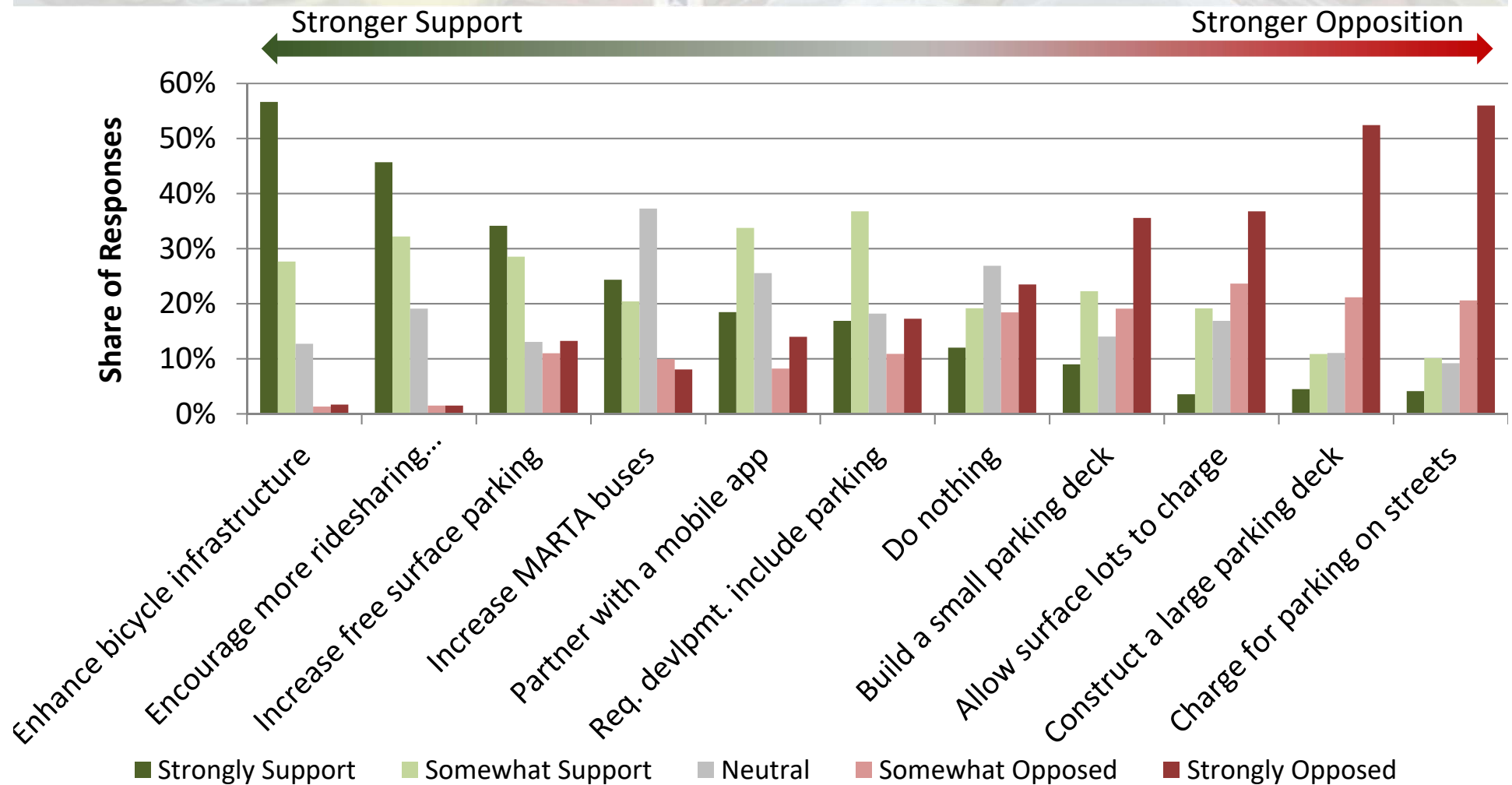
With 1 being "very little available parking" and 5 being "abundant parking"

- Parking is a divisive issue
- General feeling is that parking is sufficient during the day but not at evening





# How would you characterize your support for the following transportation solutions in EAV:



# Parking Options

- Parking Deck
  - 3 story vs. 5 story
  - \$6.8M/\$8.5M
- Self /Tandem Parking
  - Angle vs. Standard
  - Valet





# Parking Options (continued)

- Technology Options
  - Park Whiz
  - Spot On Parking
  - Spothero



# SUMMARY





# Key Findings

- EAV is a great asset in its current form
- Retail issue is about quality & diversity, not quantity
- Strong demand for small market with beer/wine, deli, sundries
- Increasing daytime users would help support retail
  - Coworking viable
- New residential near EAV core is a good thing
- Parking deck is a non-starter (cost, opposition)
- Creative parking solutions exist



# Next Steps for EACA

- Review full survey analysis and share with business community
- Keep paying attention!
  - Be ready to stand up when EAV core character is threatened...
  - ...but be open to new investment and new neighbors
  - Focus on big issues when engaging with developers
- Engage with City Council on problem properties
- Bring parking owners together and start getting creative







**THANK YOU**

