Urban Land Institute

Atlanta

Rebuilding Murphy's Crossing

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Center for Leadership

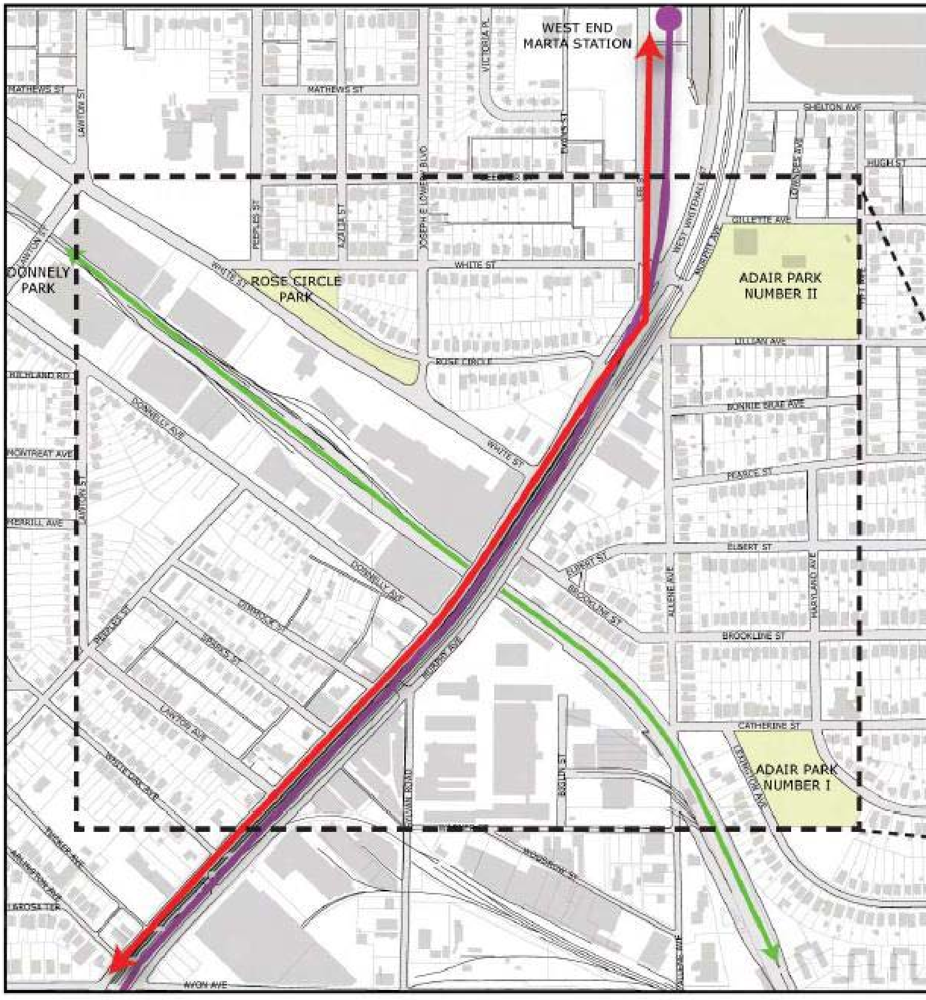
ULI Mini-TAP Team Members

- **David Bingham – InterContinental Hotels Group**
- **Faron Hill – Global Asset Alternatives**
- **James Irwin – The University Financing Foundation**
- **Diana Marshman – AT&T**
- **Craig Mendel – Cushman & Wakefield**

Project Overview

- **Murphy's Crossing**
- **Site & Surrounding Infrastructure**
- **Influence of Beltline and Trolley Plans**
- **Anchor Concept**
- **Supporting Data**
  - ***Demographics***
  - ***Incentive Study***
  - ***Parking***
  - ***Pro-forma***
- **Questions and Next Steps**

Murphy's Crossing



AREA PLAN @ 1:600

Source: Steven Ferrin, "Crafting Murphy's Market" "Habitat & Inhabitant Proposals for Housing Along Atlanta's Peachtree Corridor" , 2008

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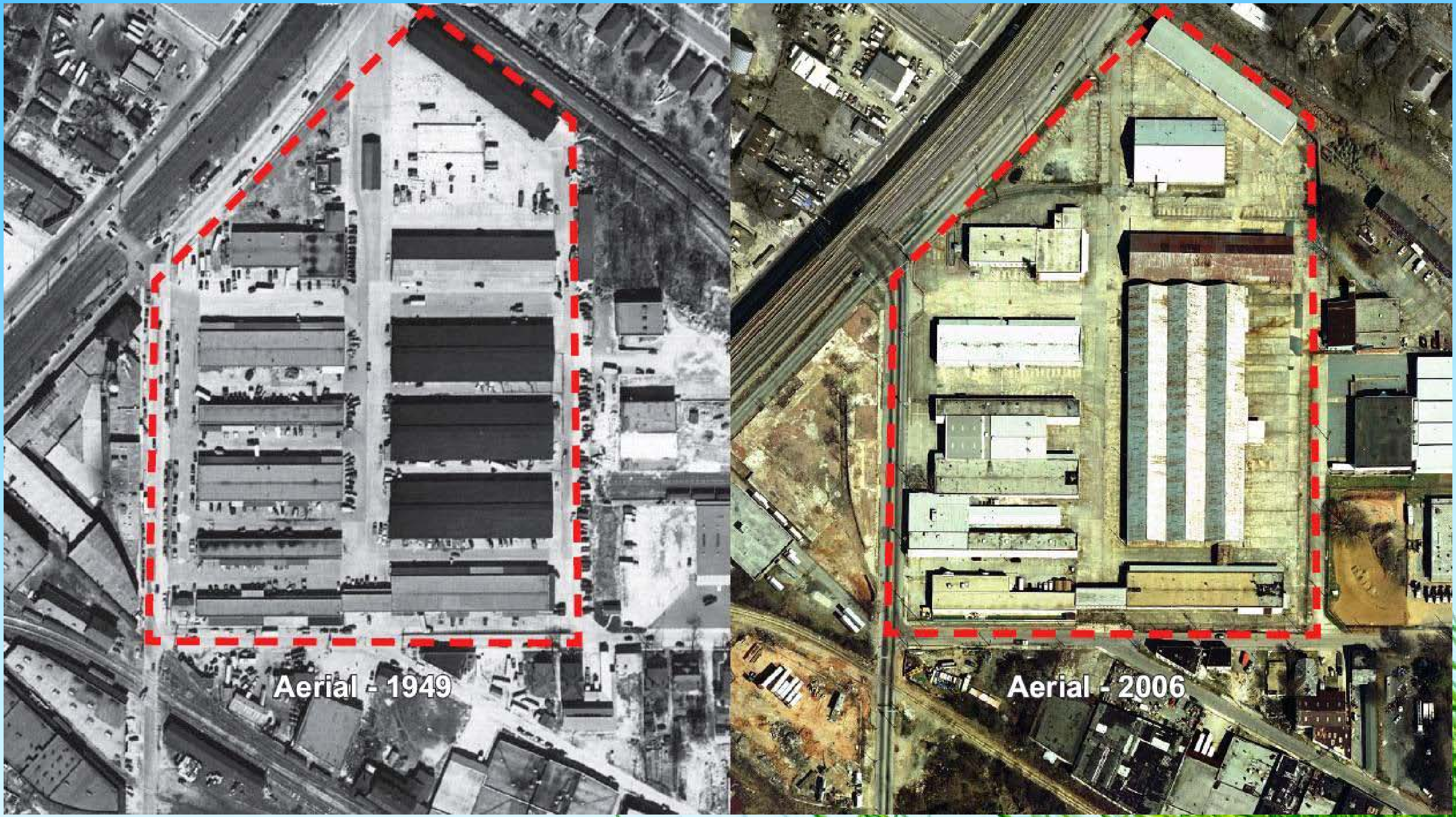
Aerial Views – Market Area

Picture Source: Steven Ferrin, “Crafting Murphy’s Market” “Habitat & Inhabitant Proposals for Housing Along Atlanta’s Peachtree Corridor” , 2008

Farmer's Market – 1940's

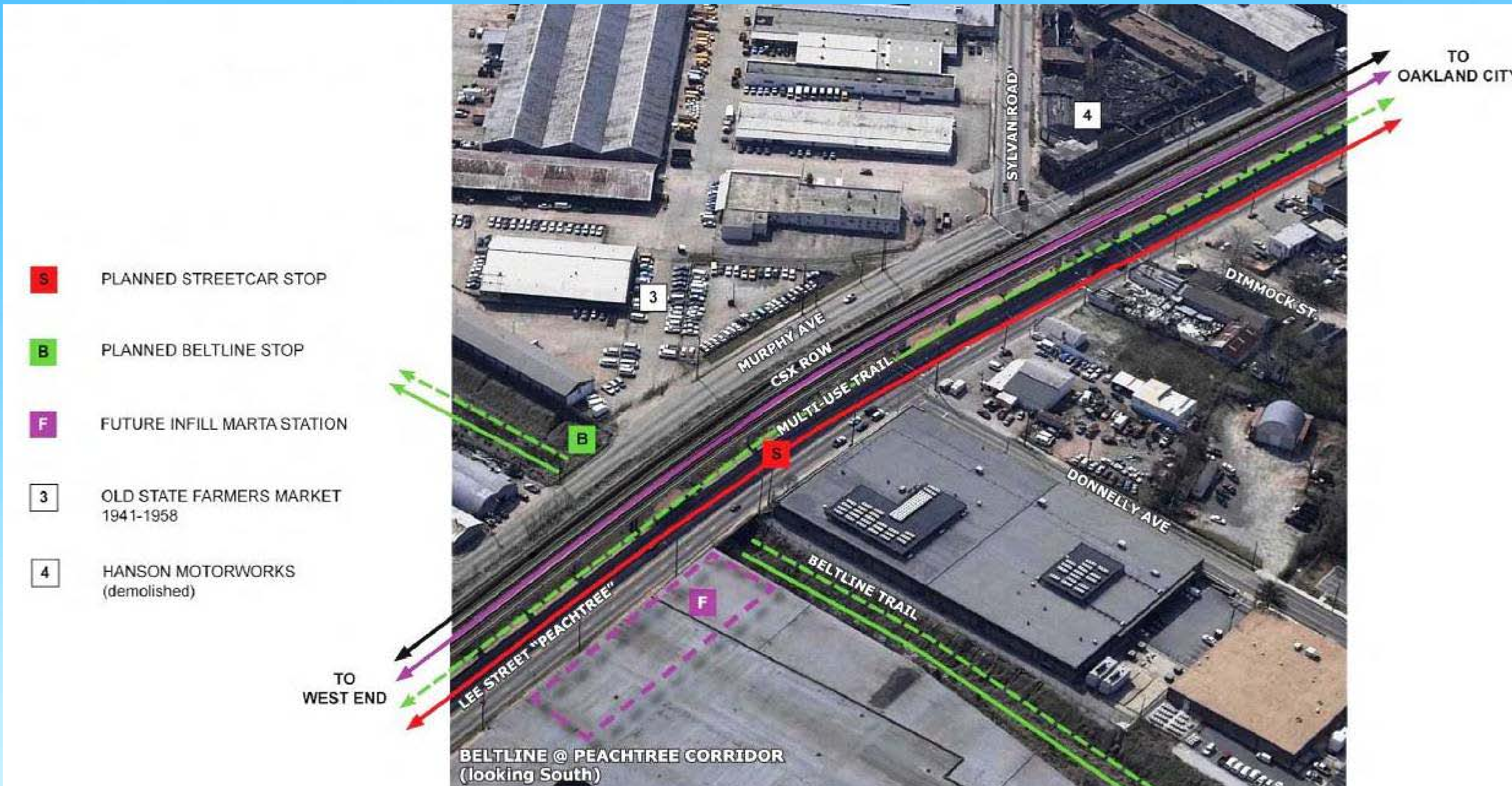
Source: Steven Ferrin, "Crafting Murphy's Market" "Habitat & Inhabitant Proposals for Housing Along Atlanta's Peachtree Corridor" , 2008

Farmer's Market – 1940 / 2006



Source: Steven Ferrin, "Crafting Murphy's Market" "Habitat & Inhabitant Proposals for Housing Along Atlanta's Peachtree Corridor" , 2008

Unique Transit Crossroads

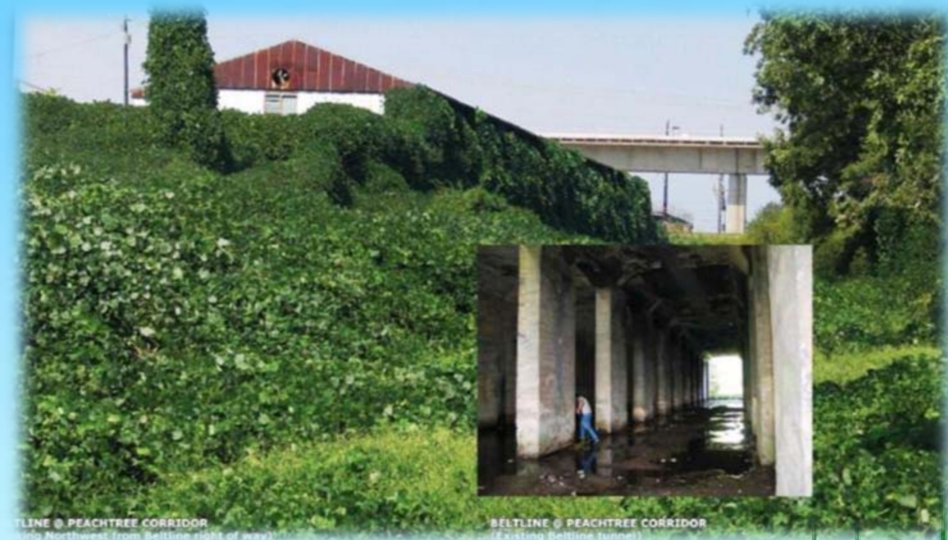


Picture Source: Steven Ferrin, "Crafting Murphy's Market"
"Habitat & Inhabitant Proposals for Housing Along Atlanta's Peachtree Corridor" , 2008

Impacts of New Transit Options

Increase Accessibility & Site Desirability

- **Beltline**
- **Peachtree Corridor Trolley**
- **MARTA**
  - ***Nearby West End Station***
  - ***Potential New Station at Beltline Intersection***



Picture Source: Steven Ferrin, “Crafting Murphy’s Market” “Habitat & Inhabitant Proposals for Housing Along Atlanta’s Peachtree Corridor” , 2008

Destination - Murphy's Crossing

Murphy's Crossing Solution: Unique Destination

- Concept- "Agricultural Center - Farmer's Market"
- Create a unique anchor based on:
  - Connecting the Past, Present & Future
  - Demand / Need
  - Fit & Feasibility
- Destination creation will attract visitors, customers homeowners and development
  - "Build it and they will come"

Agricultural Anchor Concept

- **Potential Components**
  - ***Working Organic Farm***
  - ***Weekend Farmers Market***
  - ***Restaurant Co-operative***
  - ***Community Garden***
  - ***Teaching Opportunity***
  - ***Tree Farm for Supplying Beltline***
  - ***Partner with Parole Work Program***

Attraction of Agricultural Anchor

- **Restaurants**
- **Artisan Market**
- **Art Galleries**
- **Conference Center**
- **Sustainably Minded Businesses**
- **Nurseries**
- **Residents through Ownership & Rental**

Potential Artisan’s Market

Picture Source: Steven Ferrin, “Crafting Murphy’s Market”
“Habitat & Inhabitant Proposals for Housing Along
Atlanta’s Peachtree Corridor” , 2008

Urban Farming Movement

Local Farms:

- Southern Foodways Alliance
- The Local Farmstand
- Love is Love Farm
- Crystal Organics
- Woodland Gardens
- Anson Mills
- The Turnip Truck
- Moore Family Farms
- Keystone Organics

Urban Farming Movement

Farmers Markets:

- *Dekalb Farmers Market*
- *Peachtree Road*
- *Atlanta "State" Farmers Market*
- *Alpharetta*
- *Marietta Square*
- *Woodstock*
- *Kennesaw*
- *Sweet Auburn Market*
- *Lawrenceville*
- *Douglasville*
- *Etc.*

Urban Farming Movement

Supporting Organizations:

- Crop Mob Atlanta
- Slow Food Atlanta
- Seeds of Change
- Southern Foodways Alliance
- Georgia Organics
- UGA Extension Service
- USDA: Urban Agriculture
- Star Provisions
- Seeds of Nutrition

Local Restaurants Supporting Urban Agriculture

- Miller Union
- Bacchanalia
- Abbatoir
- Farm Burger (Decatur)
- Etc.

Supporting Data

– **Demographics**
– **Incentive Lists & “Best Practices”**
– **Pro-forma Study**

Income Area & Business-Present

Present Level Supports Concept

Demographics				
	0.5 Mile Ring	1.0 Mile Ring	3.0 Mile Ring	5.0 Mile Ring
Per Capita Income	$15,641	$16,209	$16,374	$20,499
HH Income Growth*	18.6%	32.6%	51.6%	54.4%

* 2000 to 2008

Area Lacks Options - Considered a "Food Desert"

% of Businesses				
	0.5 Mile Ring	1.0 Mile Ring	3.0 Mile Ring	5.0 Mile Ring
Grocery Stores	0.0%	2.1%	50.0%	60.0%
Full Service Food Stores	0.0%	9.7.%	11.8%	12.9%
Limited Service Food Stores	0.0%	9.0%	6.4%	6.9%

Source: Dunn & Bradstreet

Urban Food Desert

***Urban Food Deser*t:**

- **defined as city regions absent of fresh healthy food, and found in low-income neighborhoods, where fast food restaurants and convenience stores are more common than supermarkets or produce stands**

Meets Needs of “Young Pioneers”

GEN X AND GEN Y ARE KEY TO ATLANTA’S GROWTH – AND THEY REALLY LIKE ATLANTA

How Many?	**Gen Y: 78 Million** *(Boomers: 75 Million)*
Most preferred area of the U.S.?	**The South**
Most preferred location in the SE?	**Atlanta**
Top 3 metros preferred nationally?	1) NYC 2) LA 3) Atlanta
What are they doing in the RE market?	**Currently renting. Increasingly buying homes in 2010**
Where do they want to go?	**Intown areas, close to work, mixed-use envs.**

SOURCE: RCLCO Consumer Research

Buyers – Occupancy - Fit

Future Dwellers Preferences Fits Concept

- 62% of Organic Buyers are Gen X, Y[1]

Future Dwellers Income Level Fits Concept

- 46% earn less than $60,000/ per year

Health Conscious Elder Visitors Using Beltline

- Growing older, yet staying young. Metro Atlanta ranks 2nd among large metros for the percent of Gen-Xers, yet the 65 and older age segment is the fastest-growing.[2]

1. http://www.quantcast.com/organicconsumers.org
2. Atlanta Regional Commission

Pros & Cons

Pros

- Jobs!!!
- Spin off businesses or supplier relocation
- Quality of life increases
- Increased tax base
- Ability to compete with comparable cities around the country

Cons

- Inefficient form of measurement/success
- Cost to municipalities
- Delayed gratification
- Increased/growing expectation
- Long-term costs
- Corporate stability?

Existing Incentive Programs

- **CDBG-Community Development Block Grant Program**
- **Enterprise Zones**
- **Tax Allocation Districts (TAD)**
- **Tax Increment Financing (TIF)**
- **Workforce Training Programs**
- **Recovery Zone Bonds (EDA)**
  - ***Build America Bonds (public infrastructure)***
  - ***Recovery Zone Facility Bonds (private development)***
- **Trade Adjustment Assistance (EDA)**
- **Federal Transit Administration, Region 4**
- **New Market Tax Credits**
- **Impact Fees**
- **Targeted Tax Refunds**
- **Expedited Permitting, Etc.**

“Best Practices”

Charlotte, North Carolina
Sustainability Index

Used to evaluate projects requesting city assistance, w/ transit corridor, business districts, and neighborhood infill areas.

1. ***Council strategic priorities?***
2. ***Smart Growth design principals?***
3. ***Financial-Need, Risk/Return?***

"Best Practices"

Austin, Texas
Smart Growth Matrix

Predefined matrix used to measure the merit of projects and incentive awards based on three goals.

1. ***How and where does the development occur?***
2. ***How does it improve quality of life?***
3. ***How does it enhance our tax base?***

"Best Practices"

Maryland
Smart Growth Scorecard

Assessment tool used to identify the smart growth attributes of various projects.

1. ***Located in an approved "Priority Funding Area"?***
2. ***Separate from designated preservation area?***
3. ***Minimum density of 3.5 units per buildable acre?***

Brownfield Remediation

Environmental Protection Agency

- Brownfield Assessment and Clean-Up Grants
- 104 projects funded in S.E. 2008 to 2010
- Grants from $100,000 to $600,000
- Low threshold to gain funding

Urban Agriculture Incentives

USDA (thanks to Michelle Obama's Let's Move! Campaign)

- Farmers Market Promotion Plan (FMPP)
- Targets expansion of Farmer's Markets
  - *Recruitment of Farmers*
  - *Training of professional expertise*
  - *Improve access to fresh food*
- $10mm in years 2011 and 2012
- Each proposal cannot exceed $100,000 per year

Other Federal Grants

The Healthy Food Financing Initiative

- Obama's $400mm in 2011 to wipe out food deserts
- Three Agencies Involved:
  - *Treasury Department*
    - New Markets Tax Credit (NMTC) and financial assistance to Treasury-certified community development financial institutions (CDFIs)
  - *Department of Agriculture*
  - *Department of Health and Human Services (HHS)*
    - Grants to Community Development Corporations to support projects that finance grocery stores, farmers markets, and other sources of fresh nutritious food

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Other Agriculture Grants

Wholesome Wave Foundation's

- Vision:
  - *"to nourish neighborhoods by supporting increased production and access to healthy, fresh, and affordable locally grown food for the well-being of all"*
- Successful Double Coupon Program at 60 Farmers Markets Nationwide
- *The Creation of a Healthy Food Hubs:*
  - *fully integrated businesses, social services, and safe public spaces that mutually support each other to leverage profitability and long-term sustainability in innovative ways.*
- Leverage Limited Private Funds with Federal, State, and Municipal funding
  - *raising the efficacy of existing governmental agency programs*

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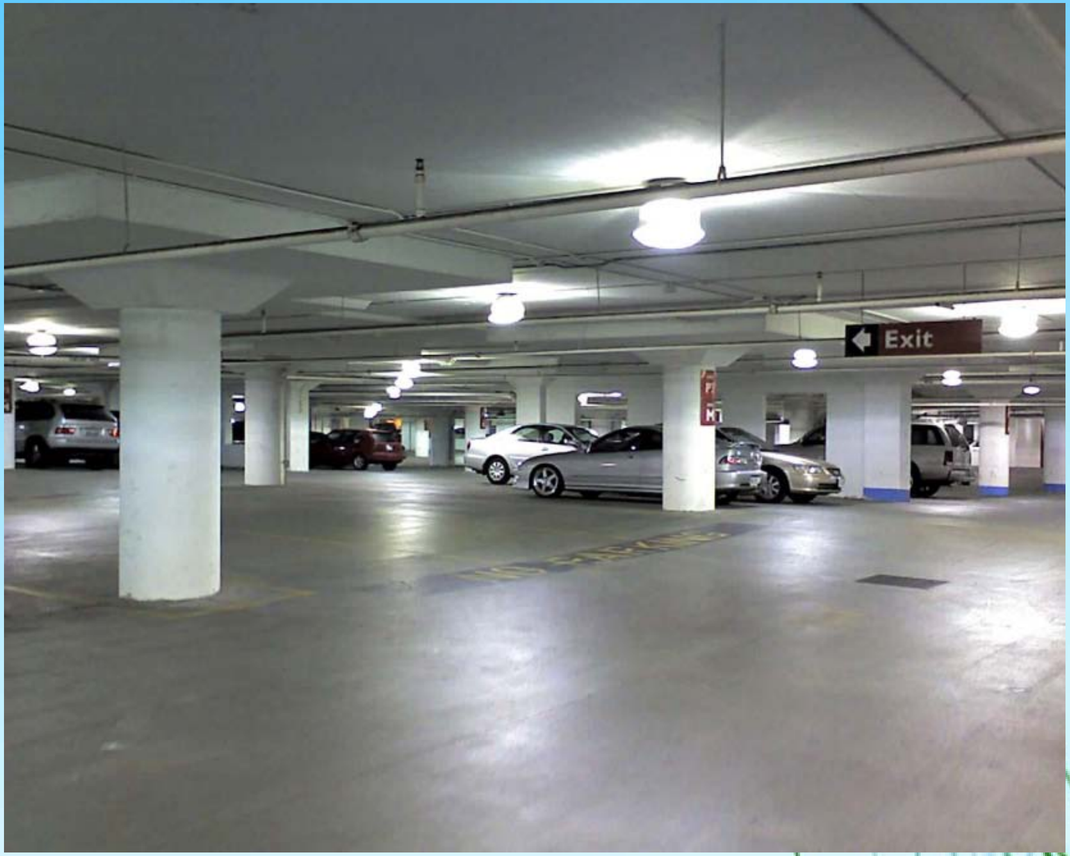
Parking

Surface Parking

- Based on a fairly flat surface and using medium duty asphalt surface parking lot costs $2,000/ space
- Basic add-ons are as follows:
  - Unlevel topography
  - Removal of rock
  - The necessity of a storm drain
  - Landscaping and buffers

Parking

Subterranean Parking



- Based on an average level of site work costs range from $20,000 to $30,000/ space down to 4 levels
- Add –on's are as follows:
    - Removal of rock
    - Ventilation
    - Additional Levels

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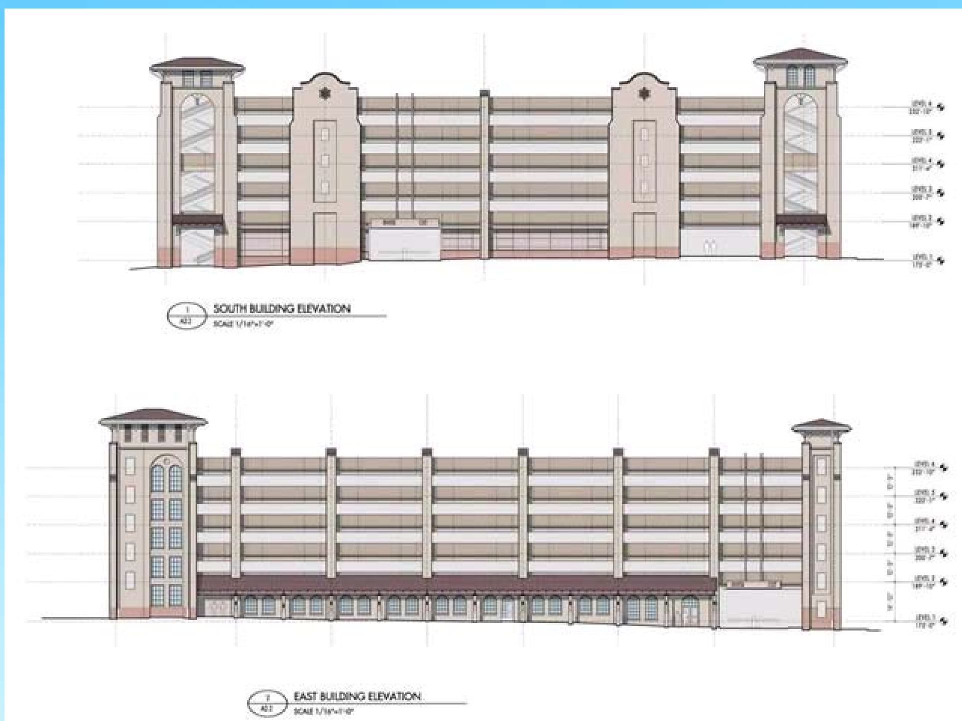
Parking

Structured Parking



- Average Pre-Cast Post Tension Parking Deck consisting of a Surface Level and 3 above Ground Levels with Interior Ramps totaling 250 spaces is generally from $15,000/space to $20,000/space
- Add-Ons
  - Exterior Ramps
  - Adding additional above ground levels
  - “Wrapping” (must have a 10’ separation to avoid additional ventilation, lighting and life-safety costs.)
  - Creating a more integrated facade.

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Parking

Parking Facts:

- Standard Dining Parking 1 spaces per 100SF of floor space
- Standard Retail Parking 1 pace per 200SF of floor space
- Cost of Land for Parking Increases in Tandem with the Price of Residential & Commercial Property
- Less parking = Lower Cost of Construction Overall but Requires Effective Public Transport or Dense Developments
- Currently Lenders expect Dense Parking Ratios
- Zoning requires Dense Parking Ratios
- Atlanta is Car Dependent
- Too much Parking encourages Driving rather than making Responsible Transport Choices

Parking

Conclusions for Murphy’s Crossing:

- Relatively Low Cost of Land helps Mitigate probable Call for High Parking Density (Lenders and Zoning)
- Need Seed Lots for Future Development
- $2,000 per Space vs. $20,000 per Space and can help create flat “seed-lots” for future development
- Public Transport to increase at this Location over Time (Beltline and the Street Car)
- Share Resources – Daytime Parking for Markets/Evening Parking for Restaurants
- Coordinate with Public Transportation Agencies Early and Often
- ***<u>EMPHASIS ON FLEXIBILITY</u>***

Pro-forma

Overview & Discussion

Murphy's Crossing

QUESTIONS?

Appendix

Managed Growth Concept

Smart/Managed Growth	*vs.*	*Sprawl*
Compact development.	***Density***	Lower-density, dispersed activities.
Infill (brownfield) development.	***Growth pattern***	Urban periphery (greenfield) development.
Mixed land use.	***Land use mix***	Homogeneous (single-use, segregated) land uses.
Human scale. Smaller buildings, blocks and roads. More detail.	***Scale***	Large scale. Larger buildings, blocks, wide roads. Less detail.
Local, distributed, smaller. Accommodates walking access.	***Public services***	Regional, consolidated, larger. Requires automobile access.
Multi-modal transportation and land use supporting walking, cycling and public transit.	***Transportation***	Automobile-oriented transportation and land use patterns, poorly suited for walking, cycling and transit.
Highly connected roads, sidewalks and paths, allowing relatively direct travel by motorized and nonmotorized modes.	***Connectivity***	Hierarchical road network with numerous loops and dead-end streets, and unconnected sidewalks and paths, with many barriers to nonmotorized travel.
Streets designed to accommodate a variety of activities. Traffic calming.	***Street design***	Streets designed to maximize motor vehicle traffic volume and speed.
Planned and coordinated between jurisdictions and stakeholders.	***Planning process***	Unplanned, with little coordination between jurisdictions and stakeholders.
Emphasis on the public realm (streetscapes, pedestrian environment, public parks, public facilities).	***Public space***	Emphasis on the private realm (yards, shopping malls, gated communities, private clubs).

(Ewing 1996; Galster, et al 2001)

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Smart Growth

SMART GROWTH CRITERIA MATRIX

City of Austin Transportation, Planning and Design Department

REVIEWER: ____________

MARK ONE: ☐ SELF SCORE ☐ PRELIMINARY SCORE ☐ FORMAL SCORE

DEVELOPMENT: ____________ DATE OF REVIEW: ____________

GOALS	CATEGORY	ELEMENTS	CRITERIA	POINT SYSTEM: WEIGHT	VALUE	MAX. POINTS AVAILABLE	SCORE: SCORE	COMMENTS	TOTAL Possible	TOTAL SCORE
			Criteria based on information that is not complete or available for scoring (shaded)							
	Eligibility	1. Neighborhood Plans	Project does not conflict with adopted Neighborhood Plan for the area.							
		2. Historic Review	Projects proposing demolition/modification of historically significant buildings require review.							
		3. Incentive Package	Project may not receive Smart Growth Zone Specific incentives.							
SMART GROWTH GOAL I: Determine How and Where Development Occurs	Location (87 points)	1. Smart Growth Zones *(Eligible for only one zone - A,B, or C for a maximum possible 45 points)* A. Downtown	1. Anywhere	5	5	25				
			2. Within a 1 block radius of a CMTA bus stop	5	4	20				
			3. Consistent with transit station area plan							0
		or B. Urban Core	1. Anywhere	4	3	12				
			2. Within one lot deep of a Smart Growth Corridor	4	4	16				
			3. Consistent with transit station area plan							0
		or C. Desired Development Zone (DDZ) inside City Limits	1. Anywhere	3	1	3				
			2. Within one lot deep of a Smart Growth Corridor/park & ride	3	3	9				
			3. Consistent with transit station area plan						45	0
		2. Location Risk	A. Focus on area of economic need	4	3	12				
			B. A "Trail Blazer" in an untested market			30			42	0
	Process (135 pts)	1. Neighborhood Planning *(Choose A or B)*	A. Requires dialogue and support by adjacent neighborhoods (Projects outside of Downtown)			75			75	0
			B. Downtown Projects			35				
		2. Design Commission *(Choose A or B)*	A. Presentation & endorsement of plans without conditions (Projects outside of Downtown)	5	2	10				
			B. Downtown Projects			50			50	0
		3. Historic Landmark Commission	A. Presentation & endorsement of plans without conditions	5	5	25				
			B. Historically zoned buildings or buildings within a historic district			50			50	0
	Critical Mass (24 points)	1. Threshold Density A. Population (DUA)	1. Meets minimum threshold to support transit	3	4	12				
			(7 to 12 dua average w/in one lot deep of Proposed Smart Growth Corridors. 12-25 dua average in Downtown)							
			(Consistent with transit station area plan)							
		B. Employment (FAR)	2. Meets minimum threshold to support transit	3	4	12				
			(Min. FAR of .35 w/in one lot deep of Proposed Smart Growth Corridors or min. FAR of .5 in Downtown)							
			(Consistent with transit station area plan)						24	0
	Land Use (110 points)	1. Land Use Contribution *(Eligible for only one-A,B, or C for a maximum possible 35 points)* A. Downtown Projects	1. Regional draw - retail (anchor retail), entertainment, or cultural center	5	3	15				
			2. Greater than 200 new housing units	5	4	20				0
		or B. Urban Core Projects	1. Regional draw - retail (anchor retail), entertainment, or cultural center	4	3	12				
			2. Variety of housing types (apartments, rowhouses, SF)	4	3	12				
			3. Greater than 200 new housing units	4	1	4				0
		or C. Traditional Neighborhood Projects	1. Meets TND codes and ordinances	3	3	9				
			2. Variety of housing types (rowhouses, gar. apts, sf)	3	3	9				
			3. Town Center with neighborhood retail	3	3	9			35	0

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Smart Growth

GOALS		ELEMENTS	CRITERIA	POINT SYSTEM			SCORE			
	CATEGORY		Criteria based on information that is not complete or available for scoring	WEIGHT	VALUE	MAX. POINTS AVAILABLE	SCORE	COMMENTS	TOTAL Possible	TOTAL SCORE
	Land Use *Continued* (110 points)	2. Land Use Compatibility	1. Part of a Downtown District Plan							
			2. Consistent with a Corridor Plan							
			3. Consistent with a Transit Node Plan						0	0
		3. Mixed Use per Building (Min. 20% for each use - residential, retail, office)	A. Includes residential above 1st floor	5	4	20				
			B. Street level pedestrian uses	5	3	15				
			C. Includes 2 uses	5	3	15				
			D. Includes 3 uses	5	5	25			75	0
SMART GROWTH GOAL II: Improve Our Quality of Life	Urban Design (44 pts)	1. Building Facade Treatment	A. Division of facade into traditional 30'± increments	2	2	4				
			B. Variety of treatment and human scale details	2	2	4				
			C. 50% or more of facade in glass at street level	2	2	4				
			D. Well-defined entrances every 50' on street frontages	2	2	4			16	0
		2. Compatibility with Surrounding Area	A. Appropriate or compatible massing	2	2	4				
			B. Integration of height with abutting facades	2	2	4				
			C. Rear building treatment	2	1	2				
			D. Mechanical equipment screened where visible	2	1	2			12	0
		3. Provision of Accessible Public Outdoor Space	A. Area greater than 500 ft²	2	2	4				
			B. Provides table and chairs	2	1	2				
			C. Landscape, including trees	2	1	2				
			D. Pedestrian scaled lighting, min. 3 footcandles	2	1	2				
			E. Located adjacent to Greenway or Street	2	1	2				
			F. Provision of outdoor public art	2	2	4			16	0
	Multi-modal Transportation Elements (134 pts)	1. Transit Coordination	A. Project includes CMTA participation / coordination	4	5	20			20	0
			B. Provides facilities associated w/ bus to rail transfers							
		2. Building Location on Site	A. Oriented to pedestrian network	3	1	3				
			B. No drive through facilities	3	1	3				
			C. Buildings built up to right of way	3	4	12				
			D. Parking in rear of lot behind building	3	2	6			24	0
		3. Streetscape Treatment for Maximum Pedestrian Comfort	A. Street trees min. 4" caliper, 30' o.c. on all frontages	3	3	9				
			B. Use of smaller scale pavement (pavers or scoring)	3	1	3				
			C. Rain protection (awnings, arcades)	3	1	3				
			D. Maintain existing alleys or extend walkable street grid plan	3	3	9				
			E. First floor level at street level or within 18"	3	1	3				
			F. On street parking along street frontages	3	1	3				
			G. Min. 12' wide clear sidewalk along street frontage	3	3	9				
			H. Provision of pedestrian scale street lighting	3	1	3				
			I. Continuation of existing sidewalk networks	3	2	6				
			J. Crossing treatment at street corners (bulb outs, crossings)	3	4	12			60	0
		4. Alternative Pedestrian and Bicycle Access	A. Greenways							
			1. Access to and no interruption of greenbelt trails	2	2	4				
			2. Office, retail, or residential uses facing creek	2	2	4				
			B. Internal Sidewalk Network							
			1. Pedestrian network linking buildings on site and to streetscape sidewalks	2	4	8			16	0
		5. Bicycle Friendly	A. Bike racks (1:10), Bike Lockers (1:50) available	2	3	6				
			B. Locker room facilities, showers and dressing room	2	2	4				
			C. Bicycle linkages	2	2	4			14	0
	Parking (36 pts)	1. Structured Parking	A. Structured and/or underground parking	3	4	12				
			B. Ground floor of structured parking retail	3	3	9				
			C. Provides for shared parking for adjacent businesses	3	1	3				
			D. Division of facade into 30'± increments & detailing	3	2	6			30	0
		2. Driveway	A. Minimizes curb cuts along front property line	2	3	6			6	0

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Smart Growth

GOALS	CATEGORY	ELEMENTS	CRITERIA	WEIGHT	VALUE	MAX. POINTS AVAILABLE	SCORE	COMMENTS	TOTAL Possible	TOTAL SCORE
			Criteria based on information that is not complete or available for scoring							
	Housing (40 pts)	1. Reasonably Priced Housing	A. 20% of units for 80% (4 person) AMFI households	5	3	15				
			B. 20% of units for 60% (4 person) AMFI households	5	5	25			40	0
	Local Economy (48 pts)	1. Neighborhood Stabilization	A. Traditional neighborhood retail uses	3	3	9				
			B. Neighborhood supported uses	3	3	9			18	0
		2. Promote local business	A. Provision / retention of space for locally owned business	3	4	12				
			B. Project supports or builds local music / film industry	3	4	12				
			C. Use of local contractors and architects	3	2	6			30	0
	Sustainable Building Practices (35 pts)	1. Building Construction and Environmental Impact (Choose A or B)								
			A. Green Building Program Participation							
			One star multi-family	5	1	5				
			Two star multi-family / one star commercial	5	2	10				
			Three star multi-family / two star commercial	5	3	15				
			Four star multi-family / three star commercial	5	4	20				
			Five star multi-family / four star commercial	5	5	25				
			B. LEED							
			Certified Rating			10				
			Silver Rating			15				
			Bronze Rating			20				
			Gold Rating			25			25	0
			C. Green Choice Renewable Energy Program	5	2	10			10	0
SMART GROWTH GOAL III: Enhance Our Tax Base		1. Tax Base Enhancement	A. Meets AISD 60/40 Goal	4	3	12			12	
		A business case analysis for proposed developments seeking financial incentives is handled separately.				Check:	0			
								% of Total Points		
			GOAL 1 Determine How and Where Development Occurs			50%		0.0	356	0
			GOAL 2 Improve our Quality of Life			48%		0.0	337	0
			GOAL 3 Enhance our Tax Base			2%		0.0	12	0
			TOTAL			100%		0.0	705	0

MATRIX THRESHOLD LEVELS

0 to 250 points = No Additional Consideration

251 to 335 points = 50% of All Applicable COA Fees Waived (GF & Enterprise)

For projects that score in the two highest levels a business case analysis sets a not to exceed (NTE) value for the incentive package. The NTE value is based on the present value of the increase in property tax revenues generated by the project over a 5 or 10 year time period. The amount of the incentive package can include up to 100% of applicable COA fees, utility charges (at a 5 or 10 year break even level) and the cost of planned infrastructure accelerated in time for the project.

336 to 420 points = 5 Year Incremental Tax Value NTE

421 to 705 points = 10 Year Incremental Tax Value NTE

Parking – Reference

- The fifth edition of Dimensions of Parking is **the result of a 30-year, collaborative effort between the National Parking Association & the Urban Land Institute**. Topics covered include parking studies & demand; zoning requirements; financial feasibility & financing; parking geometrics; way-finding; safety, security and secure design; lighting; building codes; operations and management; & maintenance.

Highlights of the new edition:

- All new chapters on programming & conceptual design, the architecture of parking, sustainable design, budgeting & financial analysis, project delivery & more.

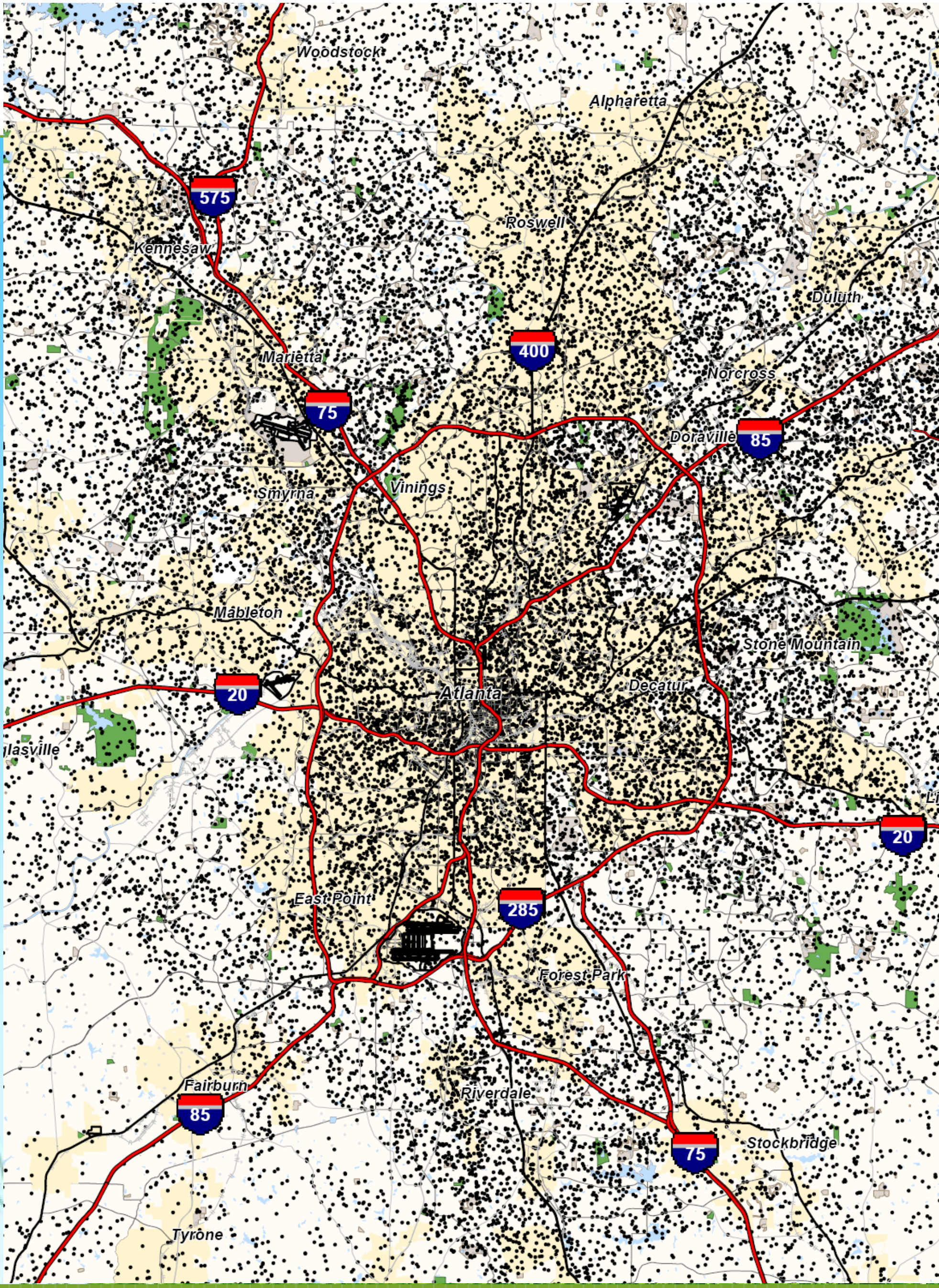
- Updates to previous edition with current best practices & the latest trends.

Demographic Sample

Demographic Analysis of Population

2007 CENSUS POPULATION

1 Dot = 100



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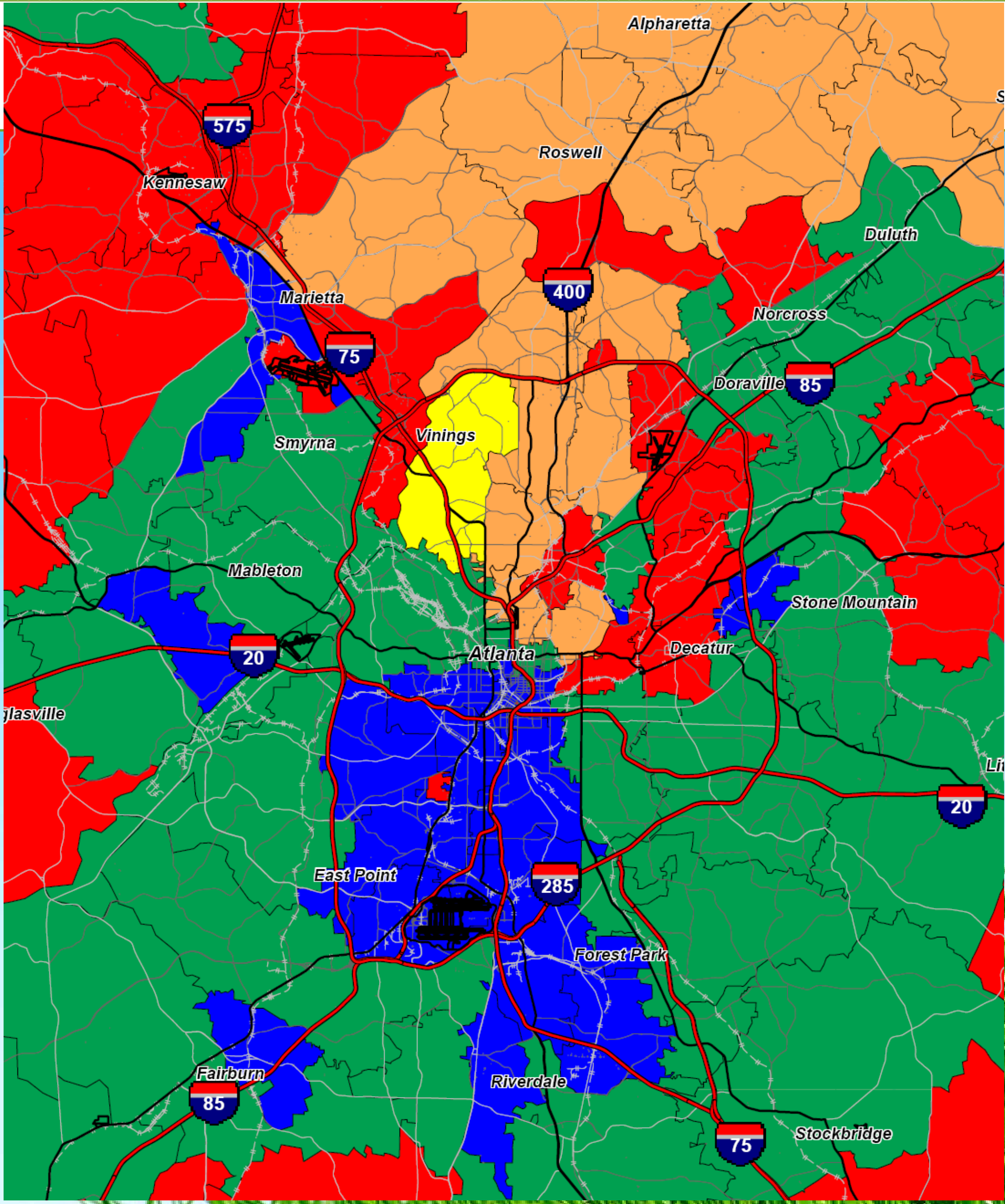
Demographic Sample

Demographic Analysis by Household Income

2007 AVERAGE HOUSEHOLD INCOME

Yellow	150,000 to 350,000
Orange	100,000 to 150,000
Red	75,000 to 100,000
Green	50,000 to 75,000
Blue	0 to 50,000



Demographic Sample

Demographic Analysis by Education

2007 EST POPULATION BY EDUCATION

High School

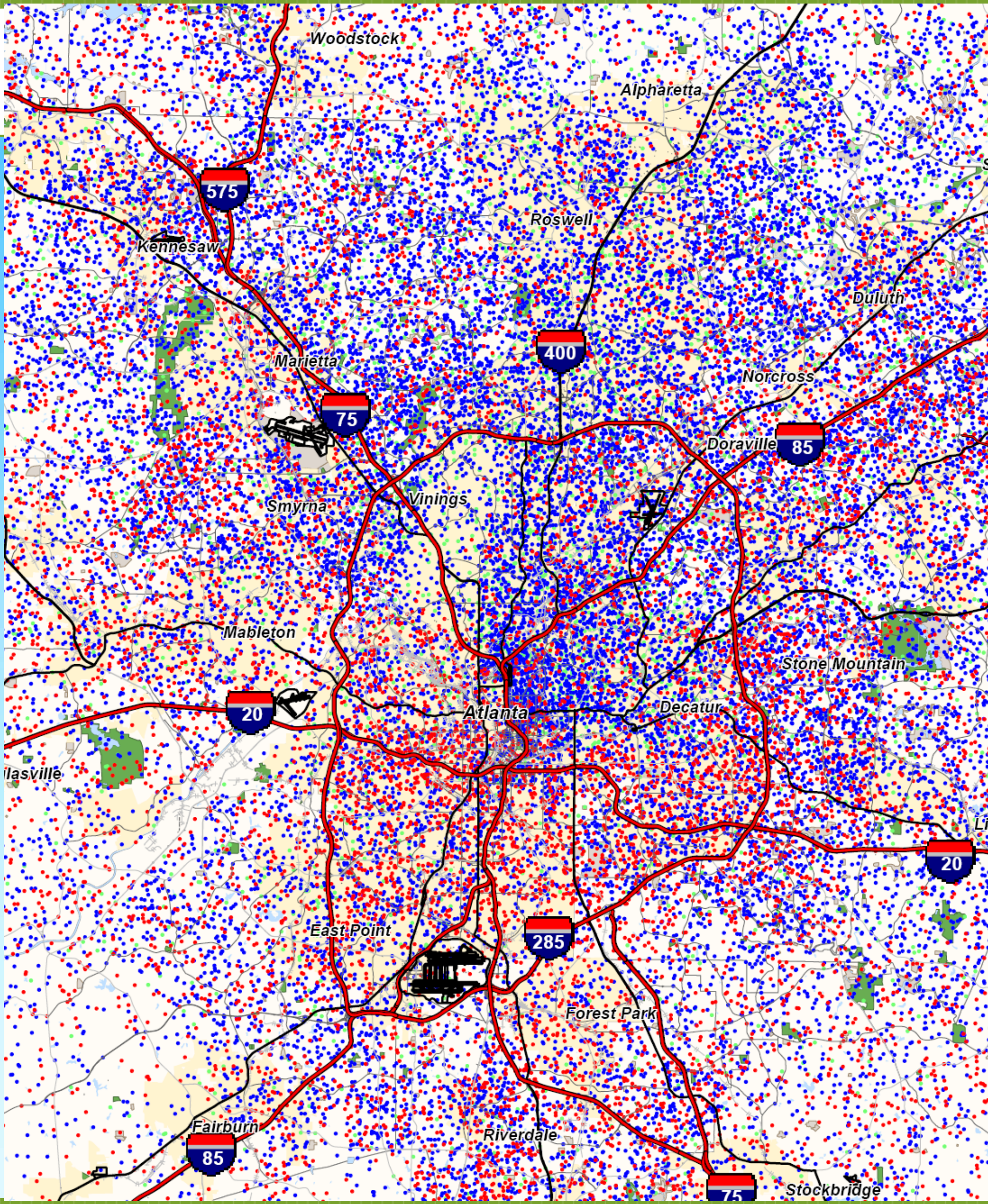
1 Dot = 40

Some College - Bachelor's Degree

1 Dot = 40

Graduate Degree

1 Dot = 40



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Demographic Sample

Demographic Analysis by Ethnicity

2007 POPULATION BY RACE

ASIAN POPULATION

1 Dot = 40

HISPANIC POPULATION

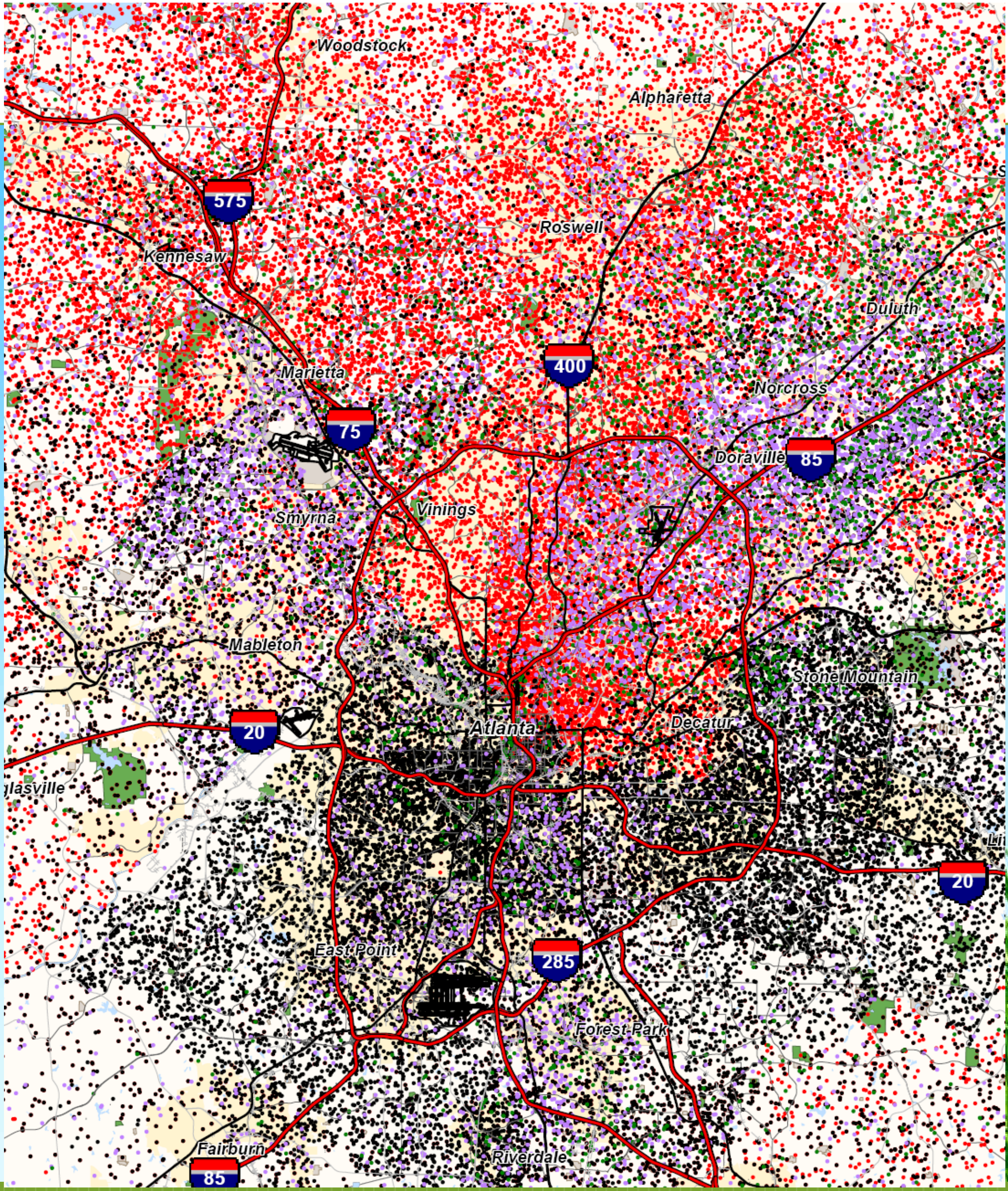
1 Dot = 40

BLACK POPULATION

1 Dot = 40

WHITE POPULATION

1 Dot = 40



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Demographic Report

Demographic Report Page 1

Catherine St SW, Atlanta, GA 30310 10-May-10

	1 mile Radius	3 mile Radius	5 mile Radius
Summary			
2009 Estimated Total Population	15,779	145,062	362,954
2009 Estimated Daytime Population	5,885	137,757	289,159
2009 Estimated Median Household Income	$27,233	$26,924	$34,992
Population			
2009 Estimated Total Population	15,779	145,062	362,954
2014 Forecast Total Population	17,263	159,687	402,699
2000 Census Total Population	13,357	121,083	295,382
1990 Census Total Population	13,073	120,242	282,494
Population Growth 2000 to 2009	18.13%	19.80%	22.88%
Forecast Population Growth 2009-2014	9.40%	10.08%	10.95%
Households			
2009 Estimated Total Households	5,302	50,805	136,266
2014 Forecast Total Households	5,702	55,693	151,661
2000 Census Total Households	4,709	43,129	110,344
1990 Census Total Households	4,847	42,979	105,049
Household Growth 2000 to 2009	12.59%	17.80%	23.49%
Forecast Household Growth 2009-2014	7.54%	9.62%	11.30%
Income			
2009 Estimated Households			
Annual Income < $15,000	1,618	16,268	33,335
Annual Income $15,000 - $24,999	841	7,878	18,636
Annual Income $25,000 - $34,999	861	6,532	16,176
Annual Income $35,000 - $49,999	661	6,649	19,438
Annual Income $50,000 - $74,999	653	6,293	19,877
Annual Income $75,000 - $99,999	315	2,987	11,242
Annual Income $100,000 - $149,999	214	2,625	10,092
Annual Income $150,000 - $249,999	90	1,150	5,059
Annual Income $250,000 - $499,999	36	348	1,716
Annual Income $500,000+	13	75	697
2009 Estimated Median Household Income	$27,233	$26,924	$34,992
2009 Estimated Average Household Income	$40,070	$41,356	$53,776
2009 Estimated Per Capita Income	$13,713	$15,128	$20,745

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Center for Leadership

Demographic Report

Demographic Report | **Page 2**

Catherine St SW, Atlanta, GA 30310 | **10-May-10**

#VALUE!

	1 mile Radius	3 mile Radius	5 mile Radius
Age			
2009 Estimated Population			
Age 0 - 4	1,210	11,212	25,748
Age 5 - 9	1,167	10,322	23,922
Age 10 - 14	1,169	10,020	23,057
Age 15 - 17	780	5,798	12,926
Age 18 - 20	782	10,032	23,070
Age 21 - 24	813	8,156	21,134
Age 25 - 34	1,912	19,488	56,915
Age 35 - 44	2,345	22,496	59,701
Age 45 - 49	1,189	10,206	25,894
Age 50 - 54	1,131	9,205	22,690
Age 55 - 59	1,014	8,204	20,124
Age 60 - 64	786	6,764	16,627
Age 65 - 74	881	7,538	18,436
Age 75 - 84	431	3,866	8,814
Age 85+	168	1,756	3,896
2009 Estimated Median Age	35.2	33.7	34.1
2009 Estimated Average Age	35.4	34.8	35.1
Education			
Population Age 25+ by Educational Attainment			
Less than 9th Grade	1,085	9,854	21,284
Some High School, No Diploma	2,679	22,487	46,913
High School Grad (inc Equivalency)	3,371	27,049	61,258
Some College, No Degree	1,594	14,933	40,800
Associate Degree	335	2,934	8,686
Bachelor Degree	553	7,839	33,805
Master's Degree	175	2,958	13,520
Professional School Degree	29	1,018	4,401
Doctorate Degree	37	450	2,430
Race			
2009 Estimated Population			
White alone	764	18,447	91,395
Black or African American alone	13,593	116,767	241,254
American Indian or Alaska Native alone	50	478	1,321
Asian alone	1,017	3,035	10,821
Native Hawaiian or Pacific Islander alone	0	74	264
Some Other Race	104	3,409	10,600
Two or More Races	251	2,852	7,299
2009 Estimated Population Hispanic or Latino	321	8,547	26,922

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Demographic Report

Demographic Report: Current Year | **Page 3**

Catherine St SW, Atlanta, GA 30310 | **10-May-10**

#VALUE!

	1 mile Radius	3 mile Radius	5 mile Radius
Housing Tenure			
2009 Estimated Housing Units, Owner Occupied	2,132	18,231	52,594
2009 Estimated Housing Units, Renter Occupied	3,170	32,575	83,672
Percent Owner-Occupied	40.2%	35.9%	38.6%
Percent Renter-Occupied	59.8%	64.1%	61.4%
Home Value			
2009 Estimated Owner-Occupied Housing Units			
Value < $20,000	65	231	498
Value $20,000 - $39,999	103	623	1,234
Value $40,000 - $59,999	251	1,663	3,326
Value $60,000 - $79,999	418	2,980	6,078
Value $80,000 - $99,999	513	3,805	8,473
Value $100,000 - $149,999	566	4,696	12,508
Value $150,000 - $199,999	90	1,078	5,271
Value $200,000 - $299,999	67	1,635	7,323
Value $300,000 - $399,999	27	864	3,409
Value $400,000 - $499,999	12	320	1,884
Value $500,000 - $749,999	9	261	1,657
Value $750,000 - $999,999	5	22	563
Value $1,000,000+	4	52	372
2009 Estimated Median Home Value	88,891	99,015	126,739
2000 Census: Median Contract Rent	$389	$375	$459
Transportation			
2009 Estimated Workers, Transporation			
Drove Alone	2,583	24,553	81,726
Carpooled	959	8,072	21,564
Public Transport	1,542	11,607	25,541
Motorcycle	0	52	163
Bicycle	0	45	464
Walked	144	2,232	6,546
Other	43	391	1,106
Worked at Home	146	1,525	4,269
2009 Estimated Workers, Travel Time			
< 15 Minutes	759	7,811	28,152
15 - 29 Minutes	1,812	16,398	51,148
30 - 44 Minutes	1,194	11,155	30,362
45 - 59 Minutes	601	4,577	11,204
60+ Minutes	904	7,010	16,245
2009 Estimated Average Travel Time (Min)	37	35	32

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Demographic Report

Demographic Report: Current Year	Page 4
Catherine St SW, Atlanta, GA 30310	10-May-10

#VALUE!

	1 mile Radius	3 mile Radius	5 mile Radius
Business and Labor			
2009 Estimated Total Business	656	8,157	18,874
2009 Estimated Total Employees	5,885	137,757	289,159
2009 Est. Employed Civilian Population Age 16+			
Blue Collar	1,770	13,190	32,384
White Collar	2,373	24,465	83,917
Service & Farm	1,510	12,363	28,648
2009 Est. Employed Civilian Population Age 16+			
Architect/Engineer	614	4,718	11,546
Arts/Entertainment/Sports	207	2,740	11,445
Building Grounds Maintenance	0	10	69
Business Operations Specialist	107	947	3,725
Community/Social Services	60	666	2,880
Computer/Mathematical	67	887	3,858
Construction/Extraction	13	412	2,340
Education/Training/Library	46	356	1,487
Farm/Fish/Forestry	86	735	1,919
Farmer/Farm Management	9	401	2,135
Financial Specialist	179	2,093	7,110
Food Prep/Serving	123	1,241	5,494
Health Practitioner/Technician	114	1,243	4,154
Healthcare Support	128	1,106	2,613
Legal	174	1,351	3,262
Life/Physical/Social Science	505	4,277	10,120
Maintenance Repair	487	3,547	7,844
Management (except Farm)	190	1,874	4,340
Office/Administrative Support	408	4,474	14,384
Personal Care/Services	955	8,272	22,985
Production	26	197	400
Protective Services	391	3,327	7,651
Sales/Related	187	1,283	3,828
Transportation/Moving	578	3,863	9,359

Demographic Report

Area Map: Catherine St SW, Atlanta, GA 30310