mTAP Team Members
Boone DuPree
Erin Hewitt
Jeffrey Smith
Matthew Tester
Martha Vega
ongoing operational and programming costs)

Dekalb County not yet prepared to invest in estimated cost of $18MM - $22MM per acre to develop park (plus consultancy costs)

City of Atlanta owns but located outside city limits – will not invest in public facilities that do not serve

No commercial or residential development occurring in surrounding area

Low income: $27,549 median household income

Low density: 1-mile total population of just 3,257

Demographics today do not support wholesale redevelopment for public or private use

Region, however, no incentives / catalysts for investment to date

Size of property and location inside perimeter major opportunity to do something unique with scale to serve Atlanta

Located in unincorporated Dekalb County

Surrounded by Interchange Creek – much of site is part of low-lying stream bed

Mostly undeveloped

Characteristics

City of Atlanta purchased from Federal Government in mid-1990's – closed operations in 1995

Immaculate worked farmland, crops and pastures, and cattle to feed local prison population

Nearby

Rehabilitation facility built and owned by Federal Government for low-risk offenders of Atlanta penal colony

- 300 acre Old Atlanta Prison Farm established in 1918 as the “Honour Farm”

Property Overview

Executive Summary

Old Atlanta Prison Farm
Location Overview: Southeast Atlanta

Executive Summary:

- Retail neighborhood/service industrial with some residential and mostly single-family
- Surrounding uses are access
- ~2 miles North of I-285
- Fulton and DeKalb counties
- Maryland Avenue in DeKalb East side of Maryland
- Old Atlanta Prison Farm

ULI Institute
Urban Land Institute
MAP
Executive Summary

Summery of Interviews Conducted

Mayor Shirley Franklin
Establish 501(c)3 and appoint governing committee to lead organized effort.

Invest to develop updated conceptual site plan

Intermediate steps:

- Get in the game
- "Get in line" with other projects (Downtown Extension, Westside Quarry) and ahead of important to Old Atlanta Prison Farm must compete for resources with other public benefit initiatives in the region
- TAD, charitable giving, public financing, Federal Green's State funding, private for-profit investment
- Project scale will require variety of financing alternatives

2. Grow Support, Plan and Get in Line

- Accessible via proximity to I-285, I-75, I-20, and Hartsfield-Jackson International Airport
- Connectivity to existing and proposed bike and rail networks
- One of largest undeveloped green spaces inside the perimeter
- Beyond local community

Recreational opportunity for regional amenity and benefit expands scope and promote more broadly.

1. Promote as a Regional Amenity

Recommends:

- Grow Support, Plan and Get in Line
- Promote as a Regional Amenity

Challenge:

Green space/Regional park

Facilitate investment in Old Atlanta Prison Farm (public and/or private) to redevelop into public

Objectives / Challenges / Recommendations

Executive Summary

Old Atlanta Prison Farm
Case Studies: Socio-Economic Opportunity

Connectivity to Existing Bike and Trail Network

Accessibility

Proximity to Regional Attractions

**Promote As Regional Amenity**

**Challenge #2:**
South Dekalb County
Ponce de Leon State Park
Cemetery in West Atlanta and closest in size are Westview largest known continuous greenspace

- 16 miles to Central Perimeter
- 13% miles to Stone Mountain
- 10 miles to Buckhead
- 8 miles to Atlanta Westside Park
- 6% miles to Piedmont Park
- International Airport
- 5 miles to Haslefield Jackson Atlanta
- 5 miles to Downtown Atlanta
- 3 miles to Atlanta Beltline

Region's Attractions:
Conventionally located near many of the Site sits inside the Perimeter (1-285) and is

Highlight Proximity to Regional Attractions
Promote Regional Amenity
Promote Regional Amenity

- Part of Dekalb County Comprehensive Transportation Plan (however not yet scheduled)
- New and improved traffic signals and communications equipment
- Improved access to I-285 planned through interchange operational improvements at the Bouldercrest Road
  - I-20 (124,000 vehicles per day) via Fayetteville Road
  - I-285 (134,744 vehicles per day) via Bouldercrest Road
  - Moreland Avenue (26,200 vehicles per day) via Key Road and Bailey Street
- Key access points
- Limited visibility but excellent access conveniently located near I-285, I-675 and I-20, and approximatley 1/2 miles of the site
  - Vehicles pass within 1/2 miles of the site
  - More than 250,000 vehicles per day

Moreland Avenue corridor is such a high trafficked view, very close to I-285 and I-20
- While hidden from
- Need both improvements signage and wayfinding with minimal access, incredible exposure each day, giving it

Promote Regional Amenity

Capitalization on accessibility
Promote Regional Amenity

Leverage Connectivity to Existing Bike and Trail Network

Rockdale River Trails build-out to Arabia Mountain and the Beltline would satisfy up to 30% of the distance needed to connect the region by 2015. This plan calls for the need to connect the 2015 activities.

The Atlanta Regional Commission (ARC) has released its "Regional Trails" plan, which identifies significant trails and roadways with high volume crossings, and a limited number of grade separations. For bicyclists and pedestrians, high-quality rail trails are located in path.

Building the trail connection from Rockdale to the Beltline to Arabia Mountain and the Arabia Mountain and the Beltline would satisfy up to 30% of the distance needed to connect the region by 2015. This plan calls for the need to connect the 2015 activities.

The Atlanta Regional Commission (ARC) has released its "Regional Trails" plan, which identifies significant trails and roadways with high volume crossings, and a limited number of grade separations. For bicyclists and pedestrians, high-quality rail trails are located in path.
Proposed Connection to

Atlanta Beltline

Proposed PATH Foundation Trail along Intrenchment Creek from Prison Farm to Atlanta City limits at Mordeian Avenue (54.8 million, including ROW needed) (needs to be extended to Atlanta Beltline)

• Proposed PATH Foundation Trail along Intrenchment Creek from Prison Farm to Atlanta City limits at Mordeian Avenue (54.8 million, including ROW needed)

• South River Trail (PATH Foundation) to the east, connecting to Gresham Park

leverage connectivity to existing Bike and Trail Network (cont.)

Promote Regional Amenity
2. **Old Fourth Ward Park**

- **Site Characteristics:**
  - 17-acre park in East Midtown Atlanta
  - 2.25-mile East Side Trail
  - Connected to East Side Trail of Beltline

- **Benefits:**
  - $50M total cost
  - Promote physical activity and create better sense of community
  - Attracts an average of 3,000 trail users each weekend day
  - Generates over $500M in private development

- **Proven Benefits:**
  - Generates $25M in affordable housing units
  - Generates $50M in private development
  - Venues for public art displays and local music

- **Other Benefits:**
  - Enhances neighborhood knitwork
  - Improves cognitive function around schools
  - Frees spaces
  - Study shows 

- **Association**
  - Atlanta Beltline
  - Kilgore
  - Managed by Beltline
  - Board, Community
  - Walking Trail, Top
  - Trail Plan

- **Forest Community**
  - Kilgore Urban Forest
  - Pond
  - Small scale

- **Promote Regional Amenity**

- **Local Case Studies - Socio-Economic Opportunity**

- **Health Outcomes**
  - Socioeconomic 
  - Neighborhood
  - Education
  - Homeownership
  - Employment
  - Health
  - Quality of life
  - Access to green spaces

- **Promote Physical Activity**
  - Cycling
  - Running
  - Walking
  - Yoga

- **Old Atlanta Prison Farm**
  - Sustainable agriculture
  - Community garden
  - Education
  - Economic development
<table>
<thead>
<tr>
<th>Old Atlanta Prison Farm</th>
<th>TBD</th>
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<tbody>
<tr>
<td><strong>High-density location</strong></td>
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<td><strong>Early Funding Identified (Federal and State)</strong></td>
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<td><strong>Beltiline Connectivity</strong></td>
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<td><strong>Neighborhoods</strong></td>
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<td><strong>Historic Old Fourth Ward</strong></td>
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<td><strong>Satellite major need for water resources</strong></td>
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<td><strong>Need for Westside Greenspace</strong></td>
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<td><strong>Early Political Champion</strong></td>
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<td><strong>Existing ROWs</strong></td>
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<td><strong>High density locations</strong></td>
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<td><strong>Needed Transportation Infrastructure</strong></td>
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**Case Study for Development**

**Case Study Comparisons**

Promote Regional Amenity
CHALLENGE #2: GROW SUPPORT, PLAN, & GET IN LINE

>> Next Steps
  >> New Opportunities
    >> Funding and Financing
4 years to develop Beltline master plan
15 years to fill Buffalo Reservoir Park
- Patent advocacy not likely to be a near-term priority but projects this big take time
- Beltline has created major drain on resources for this type of initiative

Get In Line

Valuable marketing materials to promote opportunity with community, political, and other stakeholders
- Invest in updated conceptual plan
- Formulate leadership to build credibility andorghnized approach
- Establish 501(c)3 with governing body including planning committee

Plan

Creative Approaches: Solar Farm
- Continue walking tours of the site
- Example: Organized cleanup days and other events to get community involved / take ownership
- Build grassroots backing
- Continue discussions with City of Atlanta and DeKalb County
- Meet with Mark Dinsmoor - Georgia Power
- Meet with Thomas Farm - Nature Conservancy
- Meet with Stephanie Benfield - Director of the Office of Sustainability (former State Representative)

Grow Support

Next Steps

Grow Support, Plan & Get In Line
City of Atlanta uses energy savings to fund development of additional park features

City of Atlanta gets energy cost hedge and can claim solar energy "additionally"

Improving access to or building facilities

City of Atlanta makes fixed payment for the purchase of solar electricity, which is used to purchase

City of Atlanta enters into 20-year agreement with solar farm developer (e.g., Georgia Power) to

Option 2: Power purchase agreement (PPA)

City of Atlanta uses portion of lease payments to fund development of additional park features

Georgia Power sells solar power to customers, making lease payments to City of Atlanta

City of Atlanta will need to lease solar land to Georgia Power

Option 1: Lease

Capitalize on New Opportunity: Solar Farm

Grow Support, Plan & Get in Line

Old Atlanta Prison Farm
Grant or Budget Dollars – Dekalb County

Charitable Fundraising

Time is collected in special fund

Growth of property taxes revenue resulting from increases from the initial established value over

City of Alanta must adopt plan enabling legislation approving it and establish base value

Redevelopment plan created and submitted to City of Alanta

Typical Procedure:

Present value of increases is captured as funds made available up front to facilitate the investment

Generally, 25-30 Year Projection

Tax revenue increases are projected based on proposed redevelopment

Issuing body establishes base value (pre-redevelopment)

Redevelopment

Costs are financed through pledge of future incremental increases in property taxes generated by the

Offers partial public financing for redevelopment

Established for purpose of catalyzing local investment in under-improved areas

Tax Allocation District (TAD, TIF, etc.):

Federal and State Grants

Private for-profit developers

Dekalb County

City of Alanta

Trust for Public Land

Arthur Blank Foundation

Public/Private Partnerships

Scope and scale of 300-acre site will require (1) Phasing and (2) Variety of Financing Sources, including:

Grow Support, Plan A Get In Line

Realty Pursuit of Financing and Financing Sources
 Appendix 1: Potential Programming

>> “Big Idea” – Solar Farm
>> “A Space for Everyone” – Multi-use plan
>> TRC Conceptual Plan (CONFIDENTIAL)
of the Trust for Public Land.

**NOTE:** The above Conceptual Plan is intended for informational purposes only and must be held in the strictest of confidence. It may not be shared without the consent of the Trust for Public Land.

- **Canopy**
- **Substantial Tree**
- **Seeks to Preserve**
- **Water Features and**
- **Highlights Natural**
- **and Natural Area**
- **Soccer, Basketball**
- **Baseball/Softball**
- **Field**
- **Pavilion and**
- **Indoor Festival**
- **with New Revenue**
- **Program Elements**
- **Integrates Active**
- **Site’s Opportunities**
- **Diversity of the**
- **Demonstrates Scale**
- **Land and EDAW**
- **Trust for Public**
- **Completed in 2003**

**Existing Conceptual Plan**

*Old Atlanta Prison Farm*
Potential Uses for the Old Atlanta Prison Farm

A Space for Everyone

- Green infrastructure
- Community gardens
- Urban farming
- Outdoor recreation
- Educational opportunities
- Cultural diversity
- Historical significance
- Environmental conservation
- Economic development
- Social cohesion
- Health benefits

Old Atlanta Prison Farm

Due to its size and diverse landscape, the site can accommodate a range of potential uses, including cultural amenities and community gardens.
Appendix 2: Area Demographics

Income

Employment

Population