

ULI Atlanta Center For Leadership  
mTAP Program

**TOMORROW'S WALK-UPS**  
Final Report  
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**WALK THIS WAY**

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## Executive Summary

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PEDS is an advocacy group committed to making the Atlanta region safe and accessible to all pedestrians. Imagine metro Atlanta as a place where children walk to school, the elderly cross the street without fear, streets are designed for people as well as cars, and where neighbors enjoy chance encounters on sidewalks, at parks, and in street cafes. PEDS is dedicated to promoting this vision.

PEDS was founded in 1996 under the premise that pedestrian safety was largely the result of bad drivers. Sally Flocks, PEDS Founder and CEO, quickly realized that the problem was much bigger than educating drivers on pedestrian right-of-way or stopping at crosswalks. Bad road designs breed unsafe driving. PEDS transformed from an organization focused on educating drivers to one focused on educating transportation professionals on how to design streets for drivers *and* pedestrians.

**PEDS Mission:**  
PEDS is an advocacy group committed to making the Atlanta region safe and accessible to all pedestrians.

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### *What is the goal of the mTAP?*

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PEDS is thrilled by the Atlanta region's increased support for walkable communities. To pedestrians, however, some mixed-use developments seem like bubbles. Many are a great place to walk once people get there, but the journey on foot from the outside is less than ideal. In others, connectivity issues lead people to get back in their cars to get from one part of the development to another.

PEDS goal is to help developers connect the destinations they plan to build with the communities surrounding them. The aim of this mTAP is to provide tools and resources, as well as an implementation plan, to align PEDS with the development community and influence the walkability and connectivity outcome of the development as early in the process as possible.

- The team will do this by working with PEDS to develop a "Walkability" certification checklist to highlight best practices for future developments.
- The initial goal of the certification checklist is to provide a catalyst towards education and awareness of the benefits to creating walkable developments/communities.
- The team will provide recommendations and case studies on how to implement this checklist to eventually increase developer cooperation and adaptation.

### Strengths and Opportunities

- There is a lot of focus in the general public, as well as the development community, on walkability and connectivity.
- Studies and papers like Christopher Leinberg's *The WalkUP Wakeup Call* are further promoting the movement and the positive economic impacts for all.
- Atlanta has been awarded the bronze level from Walk Friendly Communities, and there is momentum to become best in class.
- There is a limited supply and increasing demand for truly walkable places in Atlanta.

require a focus on the dollars and cents of walkability and the ability to illustrate that to developers.



Image: [www.peds.org](http://www.peds.org)

### Limitations and Challenges

- PEDS has limited human resources, and it takes time to get involved in the organizations and meet the developers.
- Developers are private by nature, particularly early in the development process, thus establishing the right relationships to become an "insider" and a resource is important.
- PEDS has limited funding as it relates to expanding its human resources, providing educational tools, and other outreach efforts to fully implement the suggested actions in the short term.
- A key component of this plan is developer education, which will



## The Case to Developers

Why is it important for developers to consider walkability and connectivity when developing a new project? Quite simply, economics. But there's more to it than just money. It's a lifestyle decision that more and more consumers are demanding.

According to LOCUS, a coalition of real estate investors that's part of Smart Growth America, if real estate developers don't want to miss out on the next big thing, they should focus on "walkable urban places" or "WalkUPs".

Around the country, real estate developers and investors are recognizing the market momentum around walkable urban places. According to Chris Leinberger, President of LOCUS and author of *Foot Traffic Ahead*, "Real estate and the infrastructure that supports real estate is in the middle of a structural change, only comparable to the change that took place two generations ago following World War II."

But why the shift? In short, consumers, driven by the millennial generation and the soon-to-retire Baby Boomers, which make up half the U.S. population, are demanding a walkable urban alternative from the drivable suburban development that became overbuilt prior to the Great

Recession. Today's consumers have an increased appreciation for the convenience, diversity, creativity and health benefits associated with walkable urban lifestyles.

"As economic engines, as talent attractors, and as highly productive real estate, these WalkUPs are a crucial component in building and sustaining a thriving urban economy. Cities with more WalkUPs are positioned for success, now and in the future," says Leinberger.

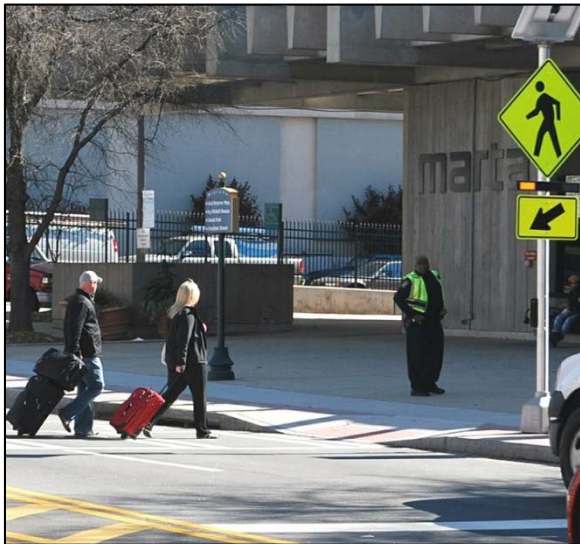
### *It's a Smart Investment*

LOCUS found that rents for commercial spaces in walkable districts inside otherwise car-dependent suburbs command a 74 percent premium over non-walkable areas. The researchers at LOCUS argue that this is symptomatic of an ongoing societal shift. Additionally, recent studies show that retail spending is often higher in walkable areas. A welcoming walking environment attracts strolling visitors and local customers running daily errands. People on foot are more likely to see window displays, to go into more stores, and to stay longer, all of which offers the potential of increased sales. Across the U.S., properties in mixed-use, walkable districts now tend to have higher and more

stable values than those in less walkable areas.

### *It's Hip*

Walking is cool! Younger workers want to walk to work and have social interactions, and are less interested in owning cars. When businesses pick sites, they locate where they are likely to find, attract and keep the young talented employees they want. According to Geoff Anderson, President and CEO of Smart Growth America, "Cities that want to thrive in our new economic and demographic realities will need to find ways to create and support more of these dynamic, productive walkable districts that are in high demand."



*Image: [www.peds.org](http://www.peds.org)*

### *It's Healthy and Encourages Community Participation*

The benefits of walking are widely recognized. People who walk as part of their daily routine are more likely to get the exercise needed to stay healthy. A healthy workforce greatly reduces healthcare costs for employers and the public. Walking is also a social activity, and people who walk in their neighborhoods tend to be more involved in neighborhood life and civic activities. Since people want to be where the action is, the more that people are out and about walking, the more exciting your neighborhood will be.



*Image: [www.beltline.org](http://www.beltline.org)*

## The Opportunity

For the past three generations, U.S. transportation investment policy focused primarily on building roads which, is what the market wanted. Transportation budgets, planning and policies largely favored the movement of traffic over that of pedestrians. However, this has now resulted in an over-supply of “drivable suburban” development.

As a result, a robust opportunity has emerged for new walkable mixed use development. Developers active in today's market can play a vital role in creating these walker-friendly communities that are in such high demand. Despite commanding higher employment density and higher rents, only 0.55% of the total land in the Atlanta metro area would be considered as an established WalkUP. However, according to Leinberger, the market for walkable urban real estate in Atlanta is remarkably robust, particularly in the current cycle.

A recent study analyzing Atlanta's walkability conducted by The George Washington University School of Business and authored by Leinberger suggested that walkable urban places “will be the loci of both the growth of real estate and wealth-creating employment in metro Atlanta for decades to come.”

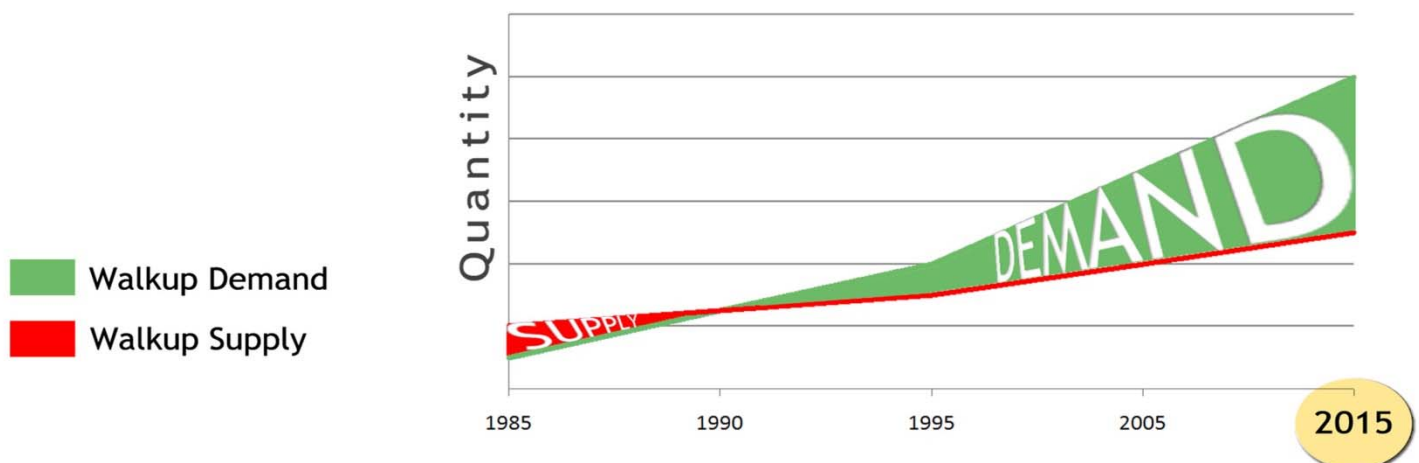
And why would a developer want to miss out on that?

### *If you want:*

- more potential customers/tenants
- happy, healthy tenants/employees
- higher rents resulting in high, stable property values
- public sector cost savings

### *Then make walking:*

- easy and convenient
- safe for everyone
- comfortable and inviting
- interesting and fun



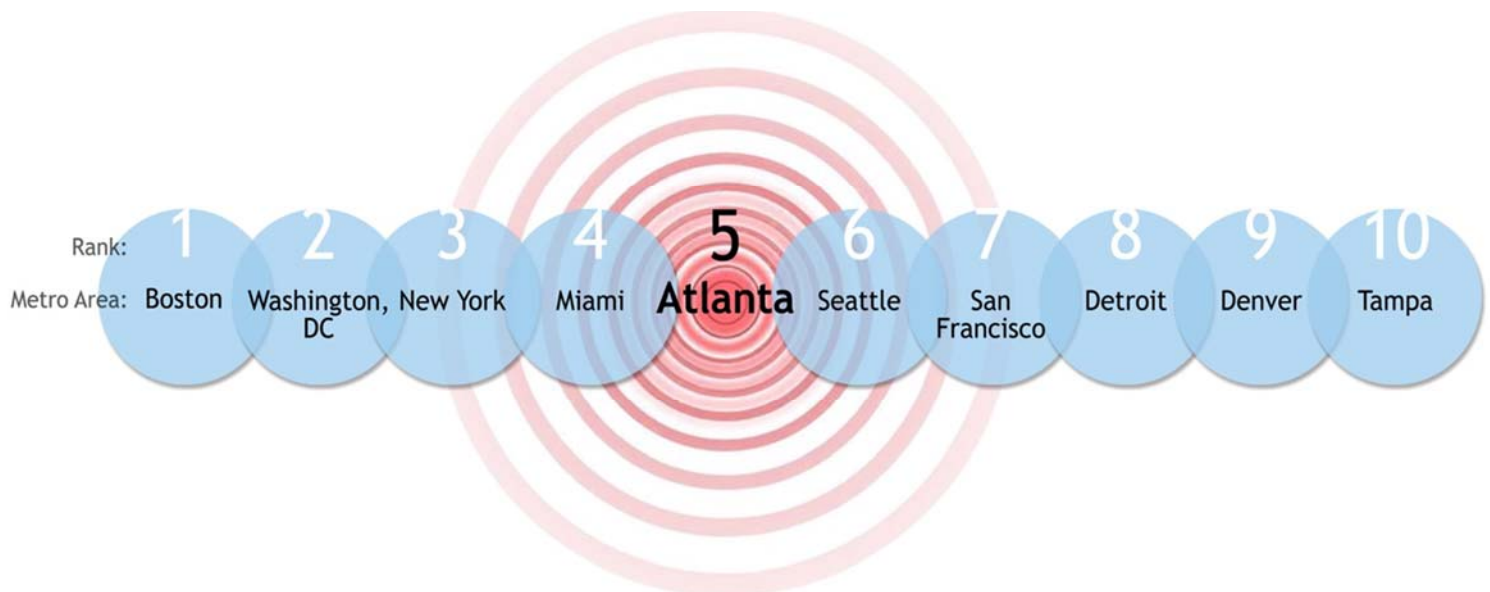


## Summary

Walkability has emerged as a key ingredient desired in communities. People value its benefits of lower transportation costs, greater social interaction, improved personal and environmental health, and expanded consumer choice. Whether you are a developer, landlord, retailer, homeowner, city official, or CEO, an investment in walkability pays off.

ATLANTA **5**

## The Regions With the Most Potential To Build New Walkable Developments



Source: Foot Traffic Ahead



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## THE FACT OF THE MATTER...

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There are 27 established WalkUPs in metro Atlanta as of 2013. Combined, these WalkUPs account for only 0.55 percent of the total land in the metro area.

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Despite the modest rent premium, valuations of office space are significantly higher in WalkUPs. Annual office rental income in the region totals \$4.4 billion; 41 percent of these rents are generated by regionally-significant WalkUPs.

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While retail space in drivable suburban areas of Atlanta had an average vacancy-adjusted rent of \$10.42 per square foot, Established WalkUPs retail rented for an average of \$25.71 per square foot. This represents a premium of over 144 percent. While some of this is attributable to the large and highly successful Lenox Square Mall and Phipps Plaza in Buckhead and to other regional malls in Perimeter and Cumberland, the average retail rent in WalkUPs is still nearly double that of drivable suburban areas (\$20.20) even when these three WalkUPs are removed from the calculation.

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Source: The WalkUP Wake-Up Call: Atlanta, By Christopher B. Leinberger, The George Washington University

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Rental housing in regionally significant WalkUPs has an average vacancy-adjusted rent of \$1.22 per square foot. In contrast, drivable suburban areas averaged \$1.09 per square foot for this product type; a 12 percent premium.

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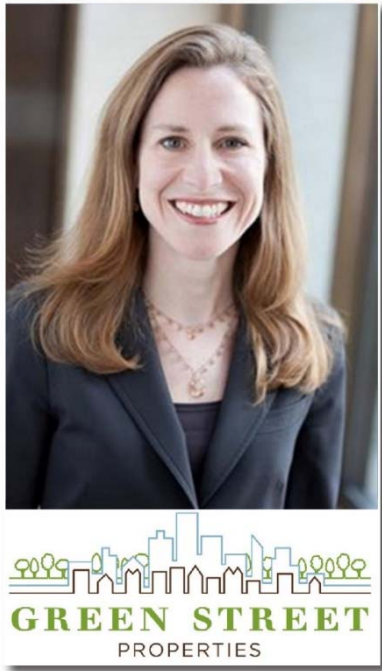
The price premium is much greater in for-sale housing. In the drivable suburban areas of the Atlanta region, homes are valued at \$60.06 per square foot; in Established WalkUPs, values are 161 percent higher, at \$156.46 per square foot

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Average annual office rent in Atlanta for Established WalkUPs is \$18.55 per square foot compared to \$14.23 for drivable suburban office rents, a 30-percent rental premium. This is a lower differential than in metro D.C., where there was a 75-percent office premium. One potential reason for this is the more highly utilized transit system in the Washington metro area. Transit-accessible locations in metro D.C. have significantly greater access to a highly skilled workforce. MARTA has been stereotyped as being used only by the poor, though growth in ridership since the 2008 may have reversed this perception.

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## *Developer Interview: Katharine Kelley, Green Street Properties*



### *Introduction*

Katharine Kelley, President of Green Street Properties, focuses on developing places that are walkable and sustainable. Katharine is an Atlanta native and has a passion for urban infill development and creating places that people love. She developed Glenwood Park, a pioneering mixed use development in East Atlanta. The development consisted of 28 acres, 400 residential units, and was cutting edge for sustainability. Jamestown eventually bought Green Street to utilize her creativity and vision to reposition some of their problem assets. After a successful five-year track record with Jamestown, Katharine decided to re-launch Green Street. Today she is focused on urban infill projects with medium density (2-5 stories). She prefers deal sizes between

\$10-30M with shorter development cycles and the opportunity to have a transformative impact on everything that surrounds them.

### *PEDS Perception / Walkability Champions*

We have worked with PEDS for over 15 years. Sally Flocks has always demonstrated great leadership for walkability, and we are grateful to have received two Golden Shoe Awards from PEDS. When I think of PEDS, I think of an ally.

The certification/award approach is a great idea because it allows developers to add another stamp of approval to their development. On a national level, the WalkScore has been a great walkability champion. Adding the WalkScore to the checklist would be a great way to quantify walkability and to connect with other projects on a national level. Additionally, it would be beneficial for PEDS to align with Chris Leinberger. He is eager to have local representatives and it would have reciprocal benefits for both groups.



*Image: Glenwood Park*

### Walkability Impact

Walkability has both internal and external consideration. Developers should leverage complementary surrounding uses to make their projects successful. Your neighbors are like strategic partnerships. If your development is well connected to its surrounding neighborhood, you will have more people wanting to come to your project.

Another less known benefit of a walkable development is the ability to reduce a security staff. High pedestrian traffic is a natural form of security. If a development has high pedestrian traffic, people feel safer and require less private security control.



*Image: Ponce City Market*

### Developer Outreach Strategy

Show developers how PEDs can bring additional value. Do not layer additional constraints or burdens.

Atlanta is not a very strong pre-lease or pre-sale market. Consumers want to see the product before they commit. Take developers to experience physical

examples of successful walkable developments.

In order for PEDS to grow, they need to network. Create a short list of inner circle friendly developers and ask each one of those to make five introductions to other developers. It will be much easier to get in the door with developers with a referral.



*Image: Manuel's Tavern in Poncey-Highland*



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## *Developer Interview: Dillon Baynes, Columbia Ventures*

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### Introduction

As managing partner of Columbia Ventures, Dillon applies his entrepreneurial style, community relationship values, and business experience toward implementing creative solutions. Baynes brings seventeen years of commercial real estate development and investment experience to Columbia Ventures. Examples of recent work include Studioplex, a mixed-use, mixed-income phased redevelopment in the heart of Atlanta's Old Fourth Ward on the BeltLine, where he serves as managing partner; and Village Place Brookhaven, a premier retail, office and residential condominium project at the heart of Brookhaven's urban core, successfully completed and sold in 2012. Dillon is actively involved in the Congress for the

New Urbanism and the Urban Land Institute and volunteers with the Atlanta BeltLine Partnership.

### PEDS Perception / Walkability Champions

When I think of PEDS, I think of an advocacy group, but I see more active participation in the bicycle crowd. The bicycle groups are very forward thinking and put on events to get the word out and enact change. It is likely that the growth and support of bikes will implicitly help the walkability movement.

For our Avondale project, we have worked with the Path Foundation and the East Decatur Greenway. Both of these groups put high importance on walkability. Additionally, the ARC and the City of Decatur have been very supportive.



*Image: Avondale MARTA TOD Rendering*

### Walkability Impact

Walkability is a huge component of what we work on. We have three active projects, and all three will be highly walkable and connected. We have adopted the Dutch term "Woonerf," which means

shared spaces. A Woonerf is a living street implemented in many cities in Europe and most recently in the US at City Place in West Palm Beach. Woonerf techniques include shared space, traffic calming and low speed limits.



*Image: Woonerf*

On a Woonerf, curbs are removed to weaken the difference between the roadway and the sidewalk which causes drivers to feel less entitled and to slow down. In all of their current projects, Columbia Ventures desires to equally entitle drivers, bikers, and walkers.



*Image: Inman Quarter Rendering*

### Developer Outreach Strategy

Read Curbed; it allows you to be a canary in the coalmine. Additionally, walk developers over to the BeltLine and point to Inman Quarter. It is a wildly successful development where the upper residential units sold for a fortune and the retail condo sold for the highest per square foot in all of Atlanta - higher than Shoppes Around Lenox. The difference is its immediate neighborhood, its walkability and connectivity. That will appeal to developers.



*Image: Studioplex*

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## *Developer Interview: Merritt Lancaster, Paces Properties*

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### Introduction

Merritt Lancaster is one of two principals of Paces Properties. Paces Properties recently completed Krog Street Market, an Inman Park development in the historic Stove Works building. It was inspired by West Coast markets like Oxbow Public Market in Napa, California. Krog Street Market seeks to offer Atlantans "a gathering place of sorts" in a venue dedicated to gastronomy. Paces Properties continues to pursue "creative" developments in East Atlanta. The next big project is the former Atlanta Dairies Plant on Memorial Drive in Reynoldstown. Paces recognizes the potential of converting former warehouses and industrial buildings

along one of the city's few east-west connections between downtown and Decatur.

### PEDS Perception / Walkability Champions

I have heard of PEDS, but I do not know much about them. Surprisingly, not a single walkability or bicycle advocacy group approached us about Krog Street.

We were very involved with the neighborhood and worked with JPX Works to conduct a study. We desperately need a pedestrian crosswalk, and we have gone to the city to re-work all of the sidewalks. It is frustrating because we are willing to help fund these improvements, but it is public space and needs to be addressed by the city.

Although it can be tough to work with the city, the City of Atlanta Planning department does a great job of pushing those initiatives with a pretty antiquated code. They are probably the biggest proponent because they have invested the most time and money.



*Image: Krog Street Market*

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### Walkability Impact

Walkability is a huge component of our developments. Access to the BeltLine is a big part of why we picked this location for Krog Street. People access Krog by walking, biking, and driving. Which mode of transportation they use depends on the time of day. The lunch crowd is probably around 50 percent bike and 50 percent walk. The “happy hour” crowd also relies heavily on walking and biking, and the dinner crowd arrives mostly by car.



*Image: Krog Street Market*

Our next focus is on Memorial Drive. The Atlanta Dairies project will ultimately have that crucial connectivity to the BeltLine. Memorial Drive is a challenging thoroughfare, so we plan to use more pedestrian-friendly alternative streets to connect to the City’s green belt, which will eventually connect to downtown.



*Image: Atlanta Dairies Rendering*

### Developer Outreach Strategy

The first step to achieving PEDS’ goal is to engage with developers and take the time to do it. Most urban infill developers want to have as many advocates for their project as possible. A development is a collaboration. Most developers would welcome an expert’s opinion, but the key is how you pitch it. The correct approach is, “How can I help you make this the best development it could be?” Once a developer realizes that your objectives are the same, they will be happy to hear what you have to say. It is all about how you approach it.



*Image: Octane Coffee Bar*

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## Educating the Target Audiences

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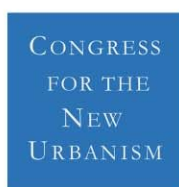
### *Developers*

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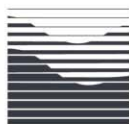
One of the first key points to engaging developers is getting to know the key players. There are many organizations in Atlanta and beyond that bring together the development community in a thoughtful way, including those focused on smart growth. PEDS should become a member of and get involved with as many of these organizations as possible by attending events, serving on committees, and speaking on panels relevant to the topics of walkability and smart design. These organizations include not only those focused on developers, but those that engage their consultants, including: Urban Land Institute, LOCUS, Congress for the New Urbanism, American Planning Association, American Institute of Architects, Communities by Design, American Society of Landscape Architects.

Leverage existing developer relationships to reach more developers. Schedule brief meetings over a meal or coffee, bring educational resources such as the *PEDS Checklist for a Walkable Tomorrow* and other fact sheets, and be ready to discuss the impacts of walkability on the development's bottom line, as well as other benefits of connectivity, accessibility, and walkability.

Developers are private by nature early in the acquisition and planning processes. Often times, when news hits the presses about a new development, it is too far into the planning and design process to make substantial changes. This reinforces the need to have meaningful connections and relationships with developers up front. PEDS should strive to be an organization that a developer will reach out to early in the planning process, much like a consultant, to advise on issues pertaining to walkability and connectivity.



**American Planning Association**



**AMERICAN SOCIETY OF  
LANDSCAPE ARCHITECTS**



**Urban Land  
Institute**



**Smart Growth America**  
Making Neighborhoods Great Together

## Public (Planning Departments, NPUs, Neighborhoods)

Often, when a development is to the point of applying for a zoning change, variance, or Special Administrative Permit (SAP), it is too late in the process to make any major changes to the project. That said, this is still a key opportunity for review and comment, and being connected with the Planning Department, NPUs and Neighborhoods is vital to influencing the development approval process.

When a new development submits for a variance, special exception, rezoning or SAP (collectively, "Planning Department Approval"), the NPU and Neighborhood review process is triggered. Often times, the NPU and Neighborhoods can have a big impact on the outcome of a development, due to their ability to tie up a project with conditions or lack of support. Although this can't always derail a project completely, it can cause costly delays for developers.

Each NPU and Neighborhood within the City of Atlanta ("City") has a different process, but generally speaking, when a developer submits for Planning Department Approval, the application(s) are provided to the affected NPU, which in turn provides them to the affected Neighborhood for review and comment.

Most Neighborhoods and NPUs require the developer to appear at a meeting, and many have organized committees and processes to work with developers to ensure positive outcomes for the Neighborhood.

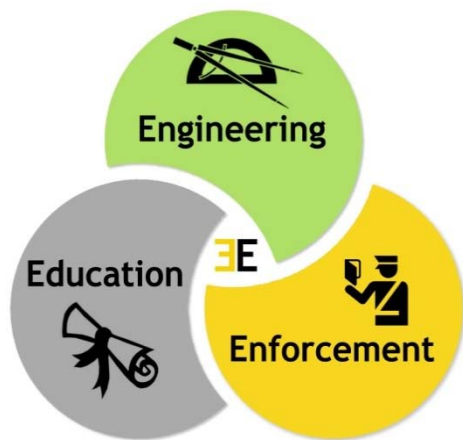
PEDS should engage with the NPUs and Neighborhoods by providing educational resources, such as the *PEDS Checklist for a Walkable Tomorrow*, which can be used as a tool in implementing walkability and connectivity in developments that come before these bodies. There are also opportunities to make presentations at NPU and Neighborhood meetings, as well as in front of the Neighborhoods' planning and zoning committees. There likely isn't a Neighborhood in the City that does not want to promote walkability and connectivity, making this an easy way to achieve the end goal, particularly in Neighborhoods that are very active in the planning process. Arm these constituents with the tools necessary to be PEDS' eyes, ears, and voice on the ground.





## PR Campaign: Crawl, Stand, Walk

As with any marketing campaign, the primary mission, goals and key messages must first be solidified before taking them to target audiences. PEDS was founded in 1996 and has a history as an advocacy group. PEDS already has a strong and established mission: PEDS is an advocacy group committed to making the Atlanta region safe and accessible to all pedestrians. The goal is to now bring that mission, along with the knowledge from PEDS to key audiences, including, but not limited to: developers, members of specific communities and neighborhoods, and the commercial real estate industry as a whole. Finally, PEDS is driven by its "Three Es" (Education, Enforcement and Engineering).



While the PR campaign was to initially focus on "Education," it is recommended that PEDS add a fourth E - "Engagement." The public relations plan should focus on engaging key audiences to create advocates for PEDS and its mission.

Currently, PEDS is in the "Stand" stage. The organization is known in the community and has strong relationships but can strengthen its presence and impact through public relations tactics.



The following tactics will help educate the public, including the commercial real estate (CRE) industry, and will move PEDS closer to the "Walk" phase.

- Work with Doug Sams, *Atlanta Business Chronicle*, and Scott Truby, *The Atlanta Journal Constitution*, to discuss importance of PEDS/mission. This includes meetings with Sally and Ian for them to tell the PEDS story.
- Profile Sally in *The Atlanta Journal Constitution* AJC "News Makers" section. This will allow her to tell her story, in her own words, and discuss the importance of PEDS.
- Draft bylined article from Sally to tell her story and importance of PEDS' mission and "shop" around to local and trade media.
- Partner with other "walkable" non-profits.

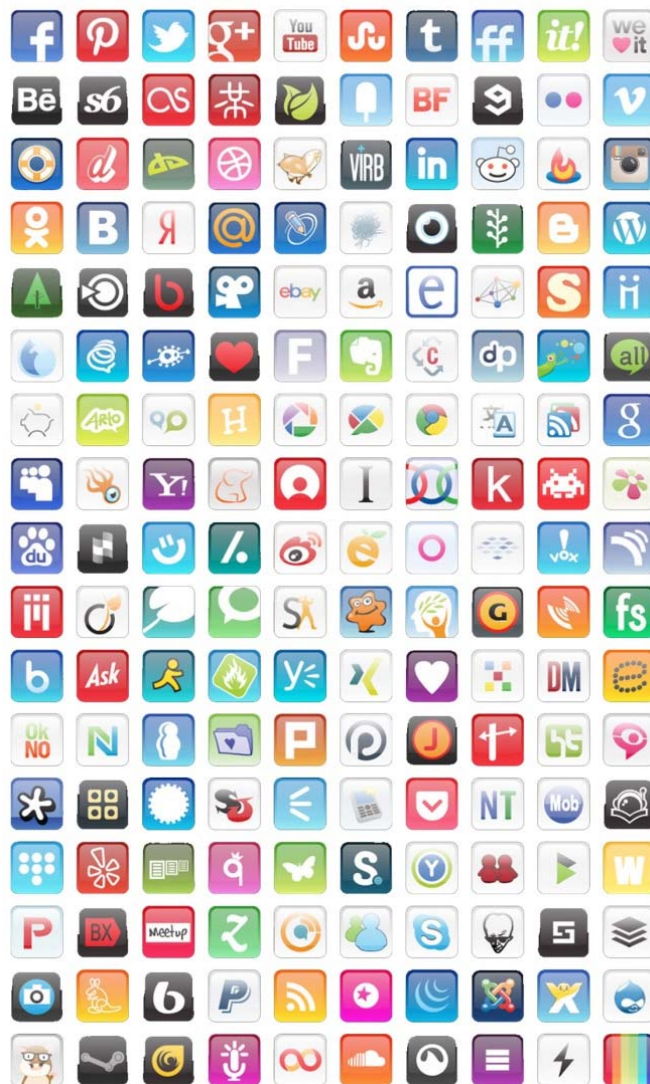
- Serve on panels to tell Sally's story.
- Conduct Lunch-and-Learns with CRE community.
- Attend NPU and other planning meetings in key areas/neighborhoods.

### *Social Media Campaign*

The importance of social media in today's market should not be overlooked. In fact, many grassroots organizations rely on Twitter, Facebook and other social media platforms raise awareness and effect change. The benefit of social/digital media is a lower barrier to entry, two-way communications and the ability to own your message.

A few recommendations for increasing PEDS' online presence and to publicize the checklist include:

- Place downloadable and digital version of checklist on website;
- Update website with logos of developers who support PEDS, walkable communities, etc;
- Publicly and Direct Message via Twitter to key developers with link to checklist;
- Upload video from intro to website and post to YouTube;
- "Walkability Challenge," and
- Dedicated hashtag "#walkableATL".



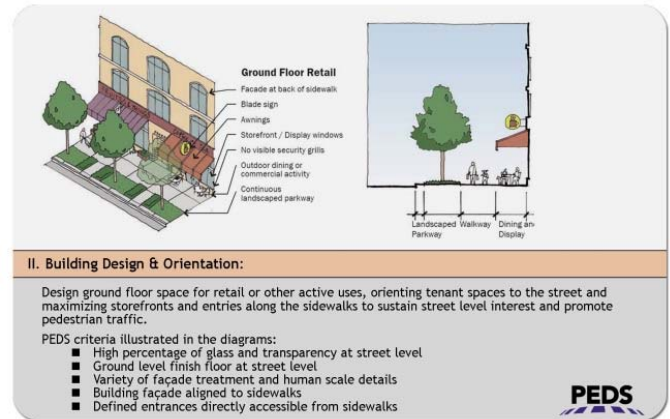
## The PEDS Checklist for a Walkable Tomorrow

New developments are an essential part of the City's future: they create the urban environment as well as influence social wellbeing, economic strength and environmental conditions. As a result, developers and their consultants are important partners in achieving the long term goals of the local community.

The purpose of the *PEDS Checklist for a Walkable Tomorrow* ("Checklist") is to assist landowners and developers in the Atlanta region to create the pedestrian friendly and walkable places people desire. It is an educational tool that promotes safety, connectivity and walkability.

The Checklist is broken into three different categories: Site Selection, Building Design and Orientation, and Street Design. It includes a total of 38 items that outline design and implementation criteria for neighborhood developments with a purpose to enrich the pedestrian experience and enhance the assessment objectivity of new developments.

The Checklist is a tool for PEDS to continue to raise awareness and to promote safe, enjoyable streets and walkable communities in the Atlanta region. It's a mechanism for achieving a walkable tomorrow.



*Images: Examples of "PEDS Cards"*



### *Next Steps: Checklist to Certification*

The short term goal is to promote the checklist as an educational piece, with a slow transition to a certification system. This will take some time. LEED was not as widely accepted when it was created in 1998.

The recommended next steps to advance the Checklist include:

- Create more detailed "PEDS Cards," such as those shown above, to illustrate the specific details of the items in each category as a resource for developers, designers, and the public;
- Work with at least one developer to start scoring developments as "PEDS Certified;"
- Initially, provide Atlanta Planning Department with Checklist, working with them to "officially" implement parts of PEDS certification system requirements, and
- Adapt the Checklist or evolved scorecard to apply specifically to different types of developments.

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## Conclusion

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The timing could not be better for PEDS to begin to actively engage with developers in the planning and design of walkable and connected places. Momentum has shifted toward urban redevelopment in Atlanta, and walkability is a huge component of creating new and reimagining underutilized spaces.

By doing the following things, PEDS will be well positioned to be an active player in the Atlanta development community:

- Have a strategy for engagement;
- Get to know the key players;
- Align PEDS' interests with developers' interests;
- Use the checklist as an educational tool;
- Leverage other organizations and groups where appropriate, and
- Showcase successful walkable developments.

The evidence all points to the positive economic impacts for developers who are savvy in their site selection, design and implementation of a walkable and connected development, and developers have shown that they are interested in collaborating with groups that will help them achieve success. As an advocacy group, PEDS is poised to lead the charge to increase Atlanta's status as one of the most walkable regions in the country.

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## Exhibit A: The Case to Developers (Additional Facts)

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### For real estate developers and owners

- Real estate values over the next 25 years will rise fastest in communities with a compact mix of residential and commercial districts in a pedestrian-friendly configuration. [Real Estate Research Corp., 2002]
- Nearly half the U.S. population - 150 million baby boomers and their children - may be in the market for walkable, transit-oriented neighborhoods with smaller homes. Boomers are downsizing as their children leave home. [Brookings Institution, 2011]
- A one-point increase in Walk Score [based on number of destinations within a short distance] is associated with between a \$700 and \$3,000 increase in home values. [CEOs for Cities, 2009]
- A 10-point increase in Walk Score increases commercial property values by 5% - 8%. [University of Arizona & Indiana University, 2010]
- Homebuyers are willing to pay an average \$20,000 to \$34,000 premium for homes in pedestrian friendly communities compared to similar houses in surrounding areas. [CEOs for Cities, 2009]
- Homes in walkable urban neighborhoods have experienced less than half the average decline in price from the housing peak in the mid-2000s. [Brookings Institution, 2011]
- A 5 to 10 mph reduction in traffic speeds increases property values for adjacent residences by 18% to 20%. [Victoria Transport Policy Institute, 1999]

### For retail businesses

- A dollar spent at an independent business generates about 3 times as much benefit to the local economy as spending a dollar at a chain retailer. Locally owned businesses thrive in densely-built, walkable communities, and are more likely to stock local products, supporting other local businesses.

[American Independent Business Alliance, 2003]

- Patrons of retail businesses who arrive by foot and bicycle in a neighborhood shopping area visit the most often and spend the most money per month. [Toronto Clean Air Partnership, 2009]
- Walkable retail areas with unique visual, cultural, social and environmental qualities provide competitive advantages. Their "place-making dividend" attracts people to visit often, stay longer and spend more money. [Urban Land Institute, 2010]



- In Los Angeles, walkable, densely-built shopping districts saw retail activity up to 4 times greater than strip shopping areas. [Boarnet, Retrofitting the Suburbs to Increase Walking, 2010]
- Revenues from businesses rose 71% in 2008 when Broadway, a diagonal through Times Square, was closed to traffic and became a pedestrian plaza. [New York City Dept. of Transportation, 2009]

### For employers

- Georgia now has the 18th highest adult obesity rate in the nation, according to The State of Obesity: Better Policies for a Healthier America. Georgia's adult obesity rate is 30.3 percent, up from 24.5 percent in 2004 and from 10.1 percent in 1990. More than 30% of adults and one-sixth of Georgia children and teens are now either overweight or obese, resulting in an associated medical cost of \$10 billion for all related illnesses. [www.StateofObesity.org]
- Employers can save \$16 for every \$1 they spend on health and wellness, and workplace fitness programs have been shown to reduce employer health care costs by 20%- 55%. [American Heart Association, 2011]
- In order to attract and maintain a highly qualified workforce, Silicon Valley Manufacturing Group and BellSouth help employees find housing to reduce commute times. [National Association of Local Government Environmental Professionals, 2004]
- Younger workers want to be in walking distance of work, restaurants, and shopping; they're looking for more social interaction. [CNN/ Fortune, 2011]
- Fewer young people want cars. In 1995 people age 21 to 30 drove 21% of all miles driven in the U.S.; in 2009 it was 14%, despite consistent growth of the age group. Living car-free in walkable areas fits younger lifestyles. [Advertising Age, 2010]

### For communities

- Reinvestment in existing infrastructure is less costly, reduces expenses and boosts profits over the short and long-term. [National Association of Local Government Environmental Professionals, 2004]
- The percentage of people who have ceased driving doubles each decade after age 65. Providing mobility options to a rising number of older non-drivers will be a planning challenge as both life expectancy and the number of older Americans grow. [National Household Travel Survey, 2009]

- Families living in walkable areas save \$400 to \$500 monthly in auto costs compared to those in auto-dependent communities. [Center for Neighborhood Technology & Surface Transp. Policy Project, 2000]
- Small-scale pedestrian improvements along streets result in higher physical activity levels and have high levels of public support. [Centers for Disease Control, 2011]
- People living in walkable neighborhoods trust neighbors more, participate in community projects and volunteer more than in non-walkable areas. This positive social aspect improves health and economic opportunities and leads to a higher quality of life. [University of New Hampshire, 2010]

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## Exhibit B: PEDS Checklist for a Walkable Tomorrow

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The PEDS Checklist follows on the next two pages.



Project Name: \_\_\_\_\_  
 Project Address: \_\_\_\_\_  
 Developer: \_\_\_\_\_  
 Date: \_\_\_\_\_  
 PEDS Contact: \_\_\_\_\_



## I. Site Selection:

### 1- Site Selection Criteria:

- a. Proximity to transit: project is accessible by buses or rail within a five minute walk
- b. Surrounding neighborhood development density supports walkability: minimum of 8 units per acre
- c. Land use: project adds to the diversity of uses within an existing community
- d. Road network appropriate for pedestrian activity/safety: no more than two travel lanes in each direction
- e. Community connectivity and accessibility: no surrounding barriers such as highways or cul-de-sacs


## II. Building Design & Orientation:

### 1- Building Orientation on Site:

- a. Oriented to existing pedestrian network: project enhances the pedestrian experience
- b. Oriented to transit stops: direct access from transit stop to building entrance (when adjacent to transit)
- c. Improved community connectivity: connects to existing grids with 300' to 400' maximum block length.
- d. Align building façade to sidewalks: allow for landscape buffer, sidewalks & supplementary zone
- e. Conceal parking structures and avoid visibility from streets: wrap with commercial and/or residential program.


### 2- Building Façade Treatment (Design Criteria & Guidelines):

- a. High percentage of glass / transparency at street level:
- b. Ground level finish floor at street level: avoid stairs or ramps between sidewalks and buildings
- c. Variety of façade treatment and human scale details: such as awnings or soffits at a height of 10' to 12'
- d. Division of façade into traditional +/-30' increments: break up retail bays to avoid monotony
- e. Well defined entrances directly accessible from sidewalks


### 3- Ground Level Program:

- a. Commercial with active storefront and street level pedestrian uses
- b. Mix of businesses for day and night activity: outdoor café seating in supplementary zone
- c. Variety of land uses that are compatible in scale and design: variety of housing types, mixed use, etc.
- d. Publicly accessible outdoor space: park, plaza, water feature, seating...etc.


Additional Notes: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



### III. Street Design (Pedestrian Experience):

#### 1- Traffic Calming:

- a. Lower motor vehicle speeds: design for lower travel speeds (10-20 MPH)
- b. Narrower lane width and road diet: encourage slower travel speeds with 10' to 11' travel lanes
- c. Reduced turning radii and raised island: require vehicles to slow down while making turns
- d. Curb extensions on streets with parallel parking: help reduce travel speeds and minimize crossing distances


#### 2- Crosswalks:

- a. Crossings that reflect pedestrians desire path
- b. Distance between intersections of less than 400' or mid-block crossings on streets with blocks 600'+ in length
- c. Improved sight lines and visibility at crosswalks
- d. Median refuge islands where appropriate: crossing islands
- e. Appropriate traffic controls & pedestrian signals: leading pedestrian indicators, countdown signals, etc.
- f. Rectangular rapid flash or hybrid pedestrian beacons at locations with heavy vehicular traffic
- g. Accessible crossings: American with Disabilities Act (ADA) compliant curb ramps, crosswalks and signals


#### 3- Sidewalks:

- a. Appropriate sidewalk widths for pedestrian volumes: criteria for sidewalk widths based on land use
- b. Zone-based sidewalks: building zone, transition zone, through zone and amenity/buffer zone
- c. Reduced driveway curb cuts along the front property line and street frontage: consolidate parking to minimize
- d. Sidewalk treatment at driveways: continue sidewalk across driveway at grade
- e. Furniture and amenities: benches, recycling and trash receptacles, public art, street cafes, etc.
- f. Smooth accessible pavement: grates over tree areas
- g. Street trees: provide street trees and locate between sidewalks and streets
- h. Pedestrian scale street lighting: avoid the use of breakaway poles at pedestrians areas


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## Resources

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*The WalkUP Wake-Up Call: Atlanta*, By Christopher B. Leinberger, The George Washington University School of Business

*Foot Traffic Ahead: Ranking Walkable Urbanism in America's Largest Metros*, by Christopher B. Leinberger & Patrick Lynch, The George Washington University School of Business

Personal Interview with Katharine Kelley, Green Street Properties

Personal Interview with Dillon Baynes, Columbia Ventures

Personal Interview with Merritt Lancaster, Paces Properties



## J Hardman Knox, Knox Properties, LLLP



Since 2008, Hardman has been the Managing Partner of Knox Properties, LLLP, a family owned real estate investment partnership founded in 1986. Hardman oversees operations of the business with a focus on identifying and creating new real estate development and investment opportunities. Prior to 2008, Hardman was the Chief Financial Officer of The Settings Development Companies. During his tenure with The Settings, Hardman actively participated on an executive team that conceptualized, acquired, entitled and developed over 2,000 acres of undeveloped raw land. Prior to Settings, Hardman was the VP of Finance for Land Resource Companies. Between his time with Land Resource and The Settings, Hardman was involved in the acquisition of ~10,000 acres leading to the entitlement and development of over 5,000 lots.

Hardman received his Bachelors in Business Administration with a concentration in Finance from the University of Georgia's Terry College of Business. Hardman currently serves as a board member and executive committee member for Neighborhood Planning Unit-C of Atlanta, GA as well as an advisory board member of the Atlanta Memorial Park Conservancy. He is a licensed real estate broker in the state of Georgia and South Carolina and is active in several community service and industry organizations, including the Urban Land Institute. Hardman lives in the Memorial Park neighborhood with his wife and two sons.

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Jessica Lenze, Century Lenze



Jessica is a principal of Century Lenze, a commercial real estate investment service firm. The company's mission is to create value for its investors and partners by using in-depth market knowledge and insight to deliver competitive risk-adjusted returns.

Jessica comes to Century-Lenze from Jamestown Properties where she was part of the company's acquisition team. Jessica helped underwrite deals for the Premier Property Fund where she was involved in several landmark acquisitions. Noteworthy projects included Ghirardelli Square in San Francisco, California, the seven-property San Luis Obispo Collection in San Luis Obispo, California, 799 Market Street in San Francisco, California, the historic Spenger's Fish Grotto Block, in Berkeley, California and One Metro Center, in Washington D.C.

Jessica started her real estate career in 2008 with RaceTrac Petroleum specializing in site selection and contract negotiations.

She also spent time doing tenant representative work at Retail Insight, which involved site selection and lease negotiations.

Jessica attended Vanderbilt University on a soccer scholarship and was named to the All SEC Freshman Team. She graduated Summa Cum Laude from the Terry School of Business at the University of Georgia in 2009. She served as President of the University's Real Estate Society.

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Mohamed A. Mohsen, NCARB | LEED AP,  
Niles Bolton Associates



Mohamed is a Senior Project Architect at Niles Bolton Associates and is a registered architect in the state of Georgia. Born in the United States and raised in Cairo, Egypt, he returned to the US in 2002 pursuing a career in Architecture. He received his Master's degree in Architecture from Georgia Institute of Technology in 2006.

Mohamed is a LEED Accredited Professional and a member of the National Council of Architectural Registration Boards (NCARB), the US Green Building Council (USGBC) and the Egyptian Syndicate of Engineers.

In 2002, Mohamed joined the architectural design firm Niles Bolton Associates which was named one of the nation's Top 40 design firms in 2013 by *Building Design + Construction* magazine.

With over 12 years of professional experience and a diverse project portfolio, Mohamed has extensive expertise in the educational, institutional, mixed-use and hospitality markets. His projects received

international recognition and numerous prestigious awards including the Urban Land Institute (ULI)-Atlanta Development of Excellence Award and the American Institute of Architects Young Architects Forum (YAF), 10UP Design-Build Challenge.

His work has been featured in Modern Atlanta, The New York Times, The Atlanta Journal-Constitution, Building Design + Construction magazine, Azure and Dwell.

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Kristin Olson, Atlanta BeltLine, Inc.



Kristin Olson is the Real Estate and Asset Manager at Atlanta BeltLine, Inc. Her broad real estate background includes asset management, development, acquisitions and dispositions, valuation, feasibility and strategy across most product types and major U.S. markets. Prior to joining ABI, Kristin was a Transaction Manager at CBRE, Inc. In this capacity, she was responsible for transaction strategy, coordination and implementation for large corporate clients, as well as market research and analysis, financial analysis, and feasibility with the goal of reducing real estate expense and increasing space efficiency. Prior to CBRE, Kristin was an Asset Manager with Trimont Real Estate Advisors, where she provided REO asset management and commercial loan workout services to investment banking clients, as well as performed special servicing for CMBS and CDO assets. Before Trimont, she was a Financial Analyst at Cousins Properties, working on major

developments and acquisitions in Atlanta and other Sunbelt markets, and an Analyst with Ernst & Young's Real Estate Advisory Services practice.

Outside of work, Kristin has been involved extensively with the Urban Land Institute, serving in varying capacities over the course of ten years. She has also been active with the Junior League of Atlanta, Hospice Atlanta, and is currently the President of the Underwood Hills Neighborhood Association. Kristin graduated with a Bachelor of Science in Business Administration (Management) and a Master of Science in Business Administration (Finance) from the University of Florida. She is passionate about urban revitalization and smart growth. Kristin lives in the Underwood Hills neighborhood with her husband, two daughters, and two adopted golden retrievers.

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Matt Scofield, Jackson Spalding



Matt joined Jackson Spalding in January 2011 after four years as a Senior Account Executive at a well-respected Atlanta boutique PR agency and a previous stint in communications for a nationally-known law firm.

He currently works on transportation, public sector, real estate and business-to-business clients. His broad range of experience covers brand management, media relations, crisis work, executive positioning, event planning and social media.

He recently helped guide his client, Industrial Developments International (IDI), through a \$1.1 billion acquisition by Brookfield and a subsequent merger with Verde Realty. Following that deal, he helped with communications strategy and implementation related to the formation of Brookfield Logistics Properties, a \$3.5 billion consolidation of Brookfield's key logistics assets - IDI and UK-based Gazeley.

His past work garnered a number of accolades, including a 2012 Certificate of Excellence from the Public Relations Society of America in the Editorials/Op-Ed Columns category. He has also been presented with a 2010 Silver Anvil Certificate of Excellence from the Public Relations Society of America (PRSA) and a 2008 Golden Flame Award from the International Association of Business Communicators (IABC).

An Atlanta native, Matt has lived in Virginia Highlands, Emory and currently resides in Candler Park with his wife, Brandie, and Val, his terrier-lab mix. He serves on ULI's Programming Committee, is a member of the Atlanta Humane Society's "1873 Society Club" and active with the Candler Park Neighborhood Organization.

He graduated summa cum laude from The University of Georgia with a major in Public Relations and a minor in Sociology.

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