Aerotropolis Atlanta

ULI mTAP Project: Recommendations for the Region

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Introduction

What is the Aerotropolis?

- 165 square miles
- 2 counties – Clayton and Fulton (unincorporated)
- 10 cities – Atlanta, College Park, East Point, Hapeville, Forest Park, Fairburn, Morrow, Riverdale, Union City, Lake City
- 2 CIDs – Airport West and Airport South
- Busiest airport in the world
Introduction

- Challenge: Many different stakeholders, jurisdictions and policies inhibit cohesive growth and constrain success for the region.
- Question: How can we unite the Aerotropolis for economic investment and development?
mTAP Process

- Data Gathering
  - Client meetings – Aerotropolis Atlanta Alliance (AAA) and CID
  - Stakeholder meetings
    - City of Hapeville
    - City of College Park
    - City of East Point
    - Monte Wilson – Author of Blueprint
    - Clayton County
    - Atlanta Regional Commission – Jon Tuley & Robert Herrig

- Research
  - Investigating successful aerotropolis areas worldwide
  - Pilot study into Corporate Crescent – Virginia Avenue
mTAP Process

- Pilot Study: Corporate Crescent along Virginia Avenue
  - East Point
  - College Park
  - Hapeville
Findings

- **Major Strengths:**
  - Proximity to airport
  - Access to rail
  - Proximity to Atlanta
  - Available land with favorable pricing
  - Attainable housing
  - Corporate momentum & energized municipalities
  - Interstate access
  - Aerotropolis Alliance
Findings

- Major Challenges:
  - Many stakeholders and jurisdictions with unique objectives
  - Collaboration in branding across jurisdictions
  - Development review process - Overlapping and conflicting codes, requirements, land use plans, permitting structures
  - Insufficient market knowledge of opportunities
  - Blighted conditions
  - Noise pollution
  - Connectivity to public transit (apart from College Park and East Point MARTA stations)
  - Limited resources
Recommendations

- Implementation of a Unified Marketing Strategy
- Creation of Opportunity Zones
- Plans to leverage rail assets
- Creation of an Overlay District (or Districts)
- Creation of a Development Resource Center
Recommendations

- Implementation of Unified Marketing Strategy
  - Cohesive branding while allowing each city its own identity
  - Each city responsible for identifying its niche
Recommendations

- Create Opportunity Zone for Attracting developers:
  - Tax incentives
  - Job credits
  - Incentives for both affordable and market rate residential
  - New Market Tax Credits
Recommendations

- Leverage Rail Assets to Attract Development:
  - Highlight both existing rail infrastructure and future opportunities for increasing rail lines
  - Highlight rail access to Aerotropolis Greenway and ATL Aeroloop
  - Highlight rail access to both target industries and residential areas
Recommendations

- Creation of Overlay Districts
  - Unify overlapping jurisdictions
    - Cohesive code requirements
    - Coordinate adjacent land uses
  - Establish cohesive design guidelines
  - Niche & placemaking for each district
  - Streamline development process
Recommendations

- Creation of a Development Resource Center
  - Housed in Aerotropolis Alliance
  - Owned by all cities and jurisdictions equally
  - Tax-sharing structure – equitable distribution of tax revenues via interlocal agreements
  - Single land use plan for entire Aerotropolis area
  - Online portal for developers to identify available property
    - Provide development resources for demographics, traffic counts, etc
Conclusion & Next Steps

- Acceptance and adoption by Aerotropolis Alliance
- Buy-in from all Alliance entities
- Empower Board Committees to take action
Q & A?