



Aerotropolis Atlanta

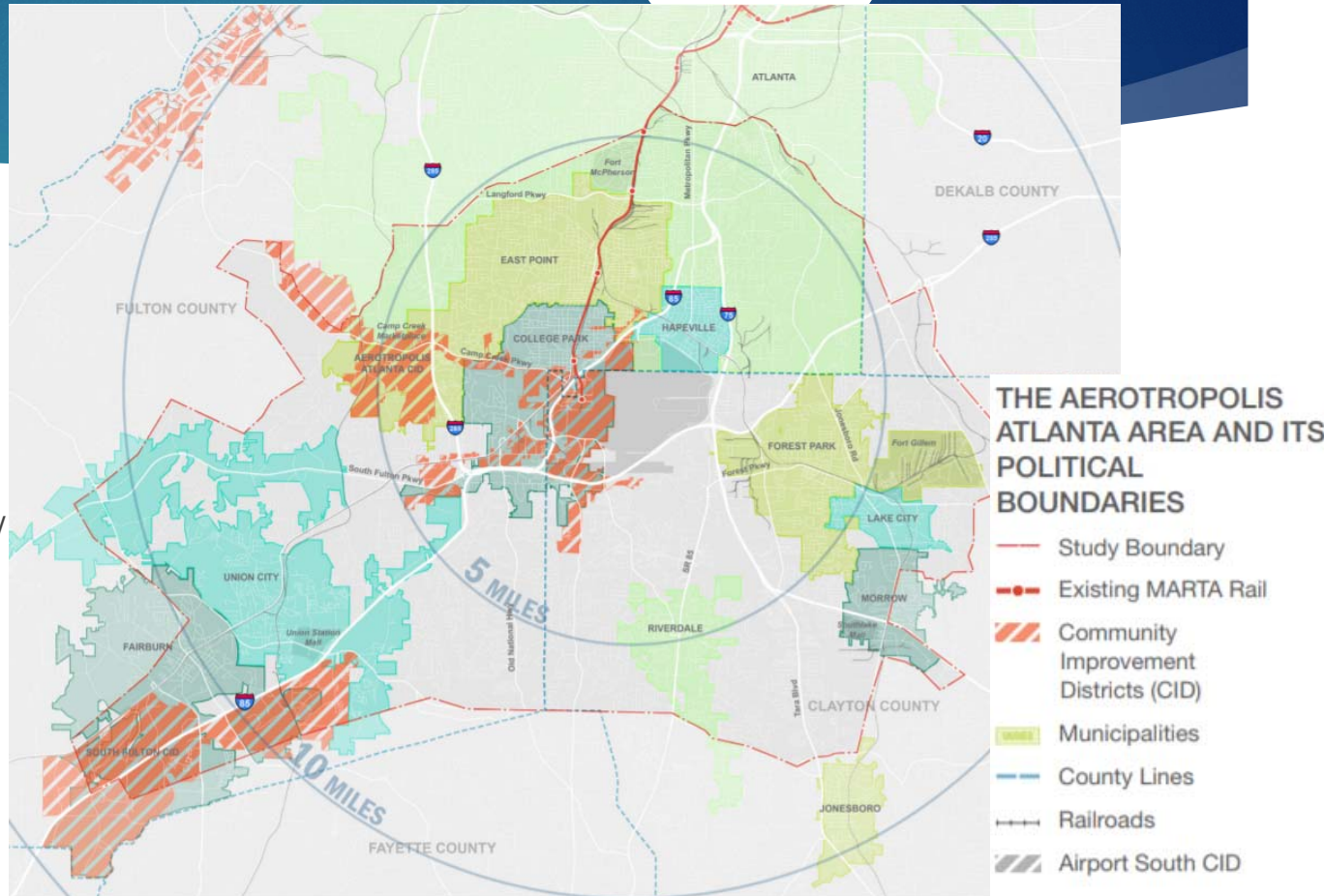
ULI mTAP PROJECT: RECOMMENDATIONS FOR THE REGION

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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

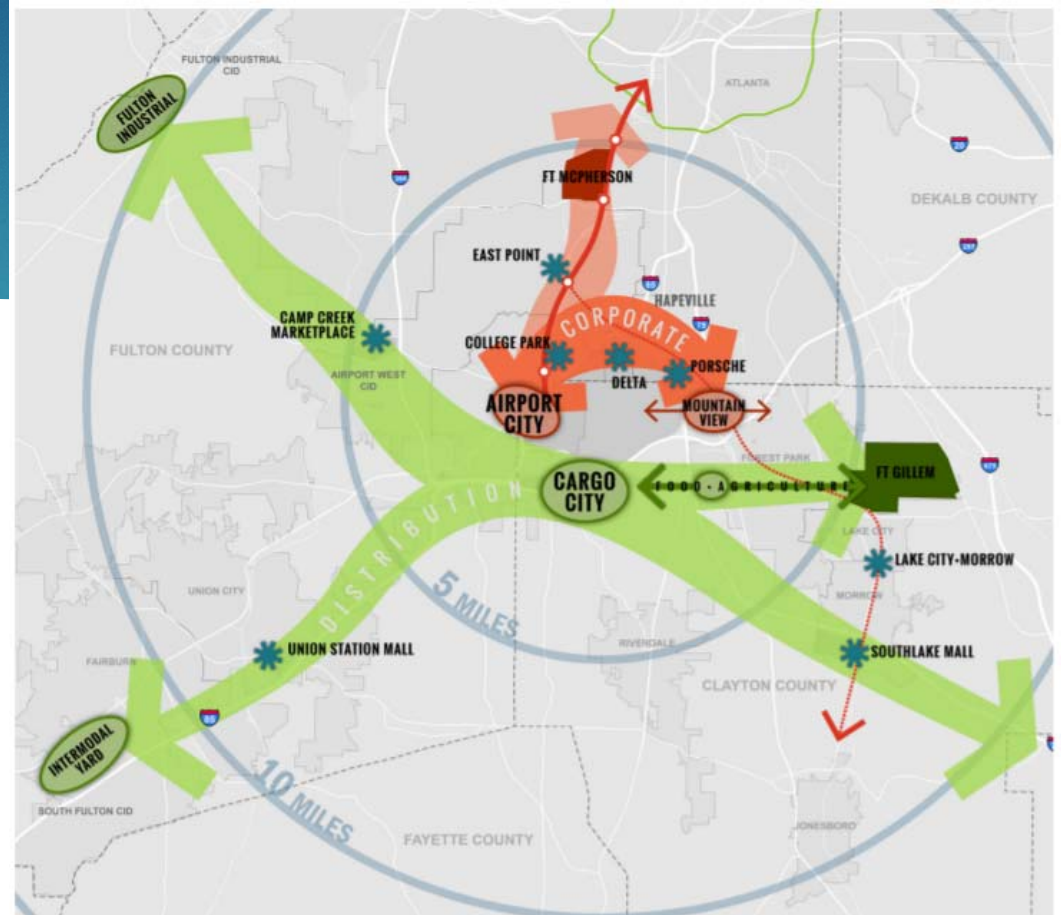
- ▶ Challenge: Many different stakeholders, jurisdictions and policies inhibit cohesive growth and constrain success for the region.
- ▶ Question: How can we unite the Aerotropolis for economic investment and development?



Georgia Dept of Community Affairs
Fort McPherson ILRA
CLAYTON COUNTY
City of East Point
Georgia Power
South Fulton Chamber
City of Forest Park
Airport Area Chamber
Fort Gillem URA
South Fulton CID
OA Development
Prologis
SunTrust Bank
Airport West CID
Invest Atlanta
Atlanta Regional Commission
Development Authority of Clayton County
MARTA
Georgia Dept of Econ Development
Porsche Development Authority of Fulton County
Clayton County Chamber
Chick-Fil-A Foundation
Delta
Woodward Academy
Metro Atlanta Chamber
FULTON COUNTY
City of Hapeville
Duke Realty
Jacobus GDOT

mTAP Process

- ▶ Data Gathering
 - ▶ Client meetings – Aerotropolis Atlanta Alliance (AAA) and CIDs
 - ▶ 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



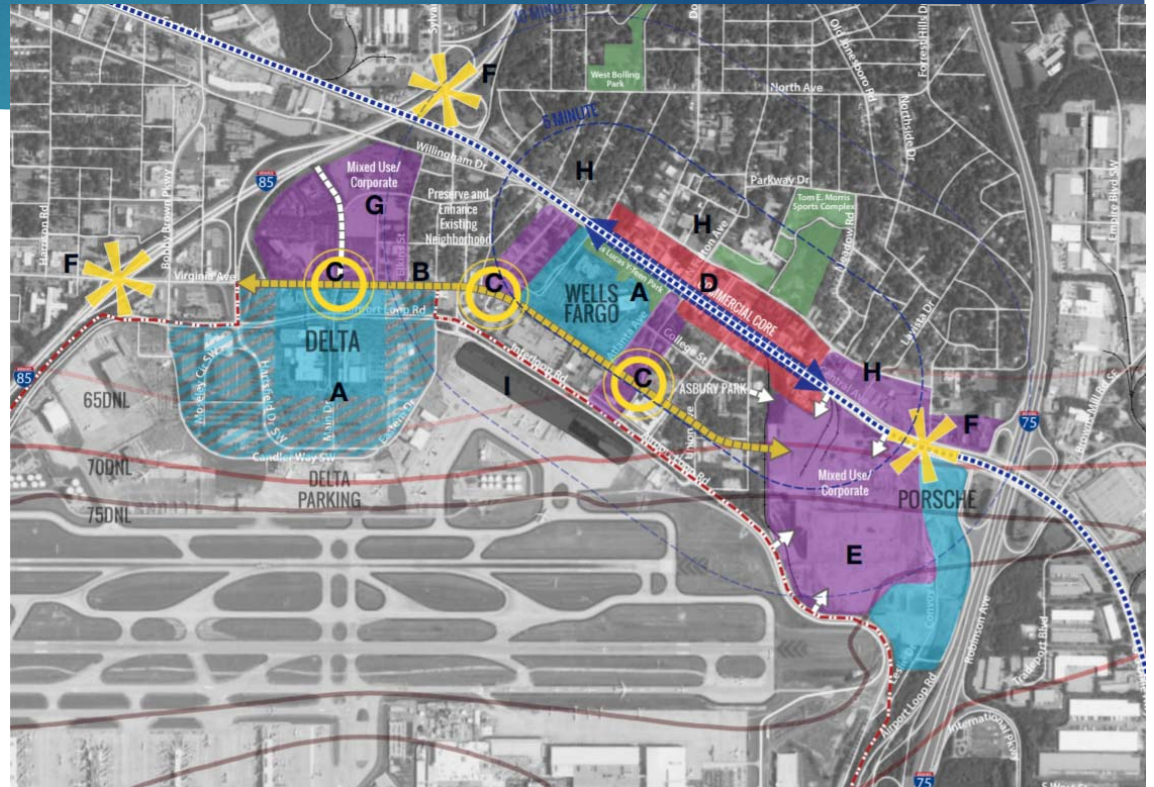
THE AEROTROPOLIS ATLANTA CORE

- | | | |
|------------------------|---------------------------|------------------|
| Corporate Crescent | Points of Interest | Atlanta BeltLine |
| Distribution Corridors | Existing MARTA Rail | Municipalities |
| Transit Corridors | Potential MARTA Expansion | County Lines |

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

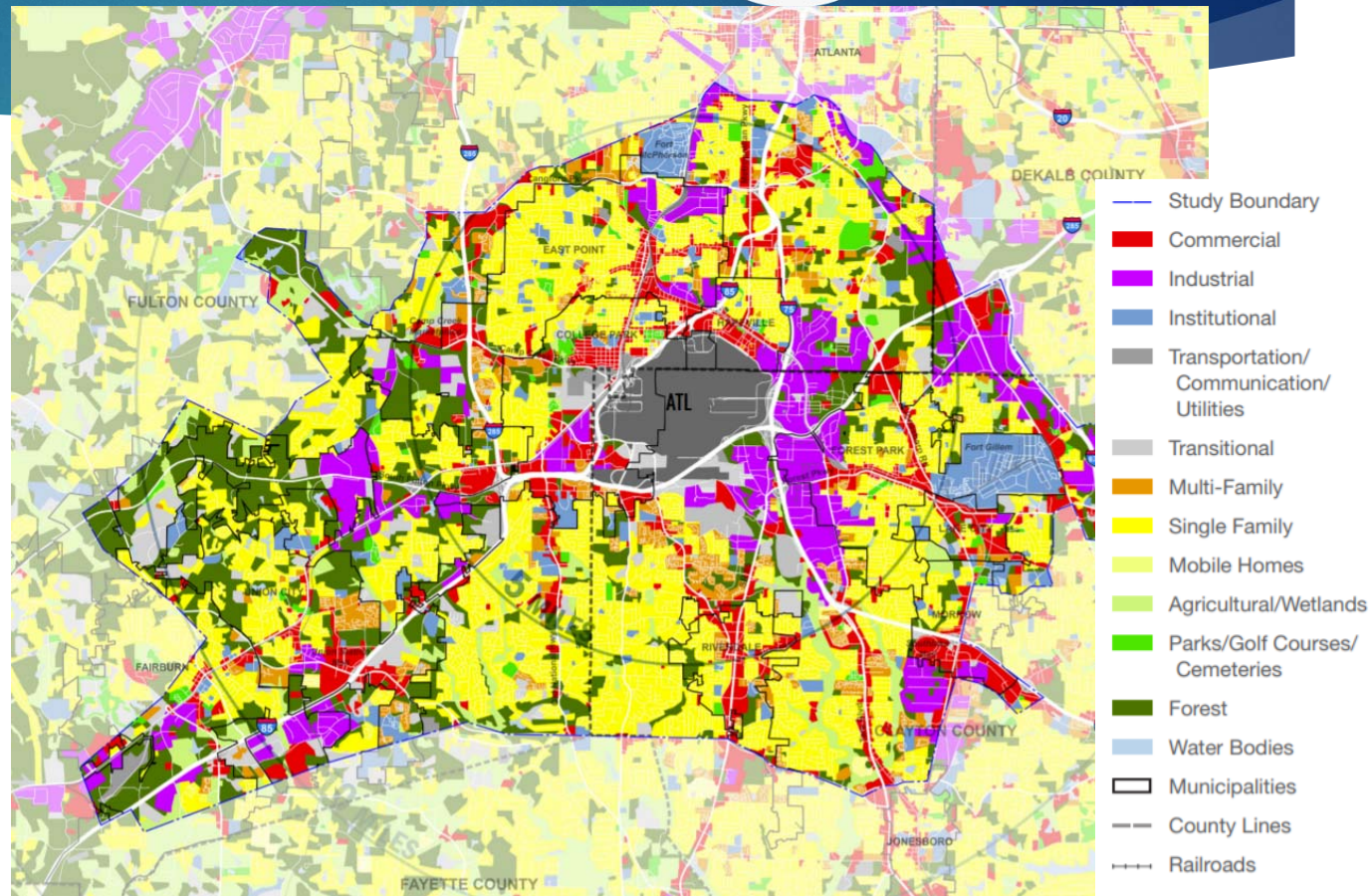
Recommendations

- ▶ 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

The image features a dark blue rectangular area with a subtle gradient. It is decorated with several white geometric shapes: a large circle on the left, a medium circle on the right, a small circle at the top right, and a semi-circle at the bottom right. A small lime green rectangle is positioned at the top right corner of the blue area. The text "Q & A?" is centered in the blue area in a white, serif font.

Q & A?