



Urban Land **Atlanta**
Institute



Rico Historic Crossroads District

mini Technical Assistance Panel

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MAY 19, 2021

Rico Historic Crossroads District mTAP Team



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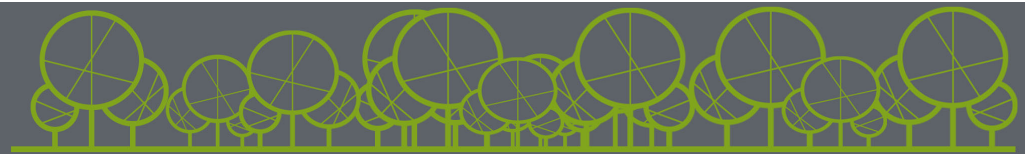
Hitesh Patel
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Project Overview

In beautiful Chattahoochee Hills, GA

Chattahoochee Hills:

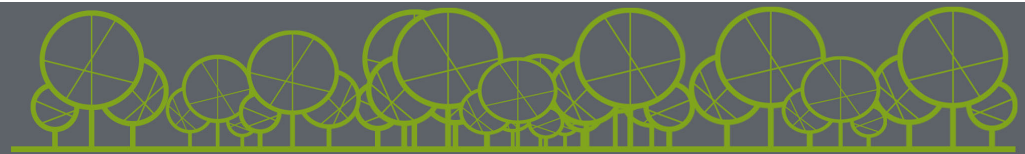
- City in the far southwest corner of Fulton County, incorporated 13 years ago
- Population: approx. 3,000
- Known for: rural recreation, excellent road biking, pastoral scenes, home of Serenbe

Scope of Work:

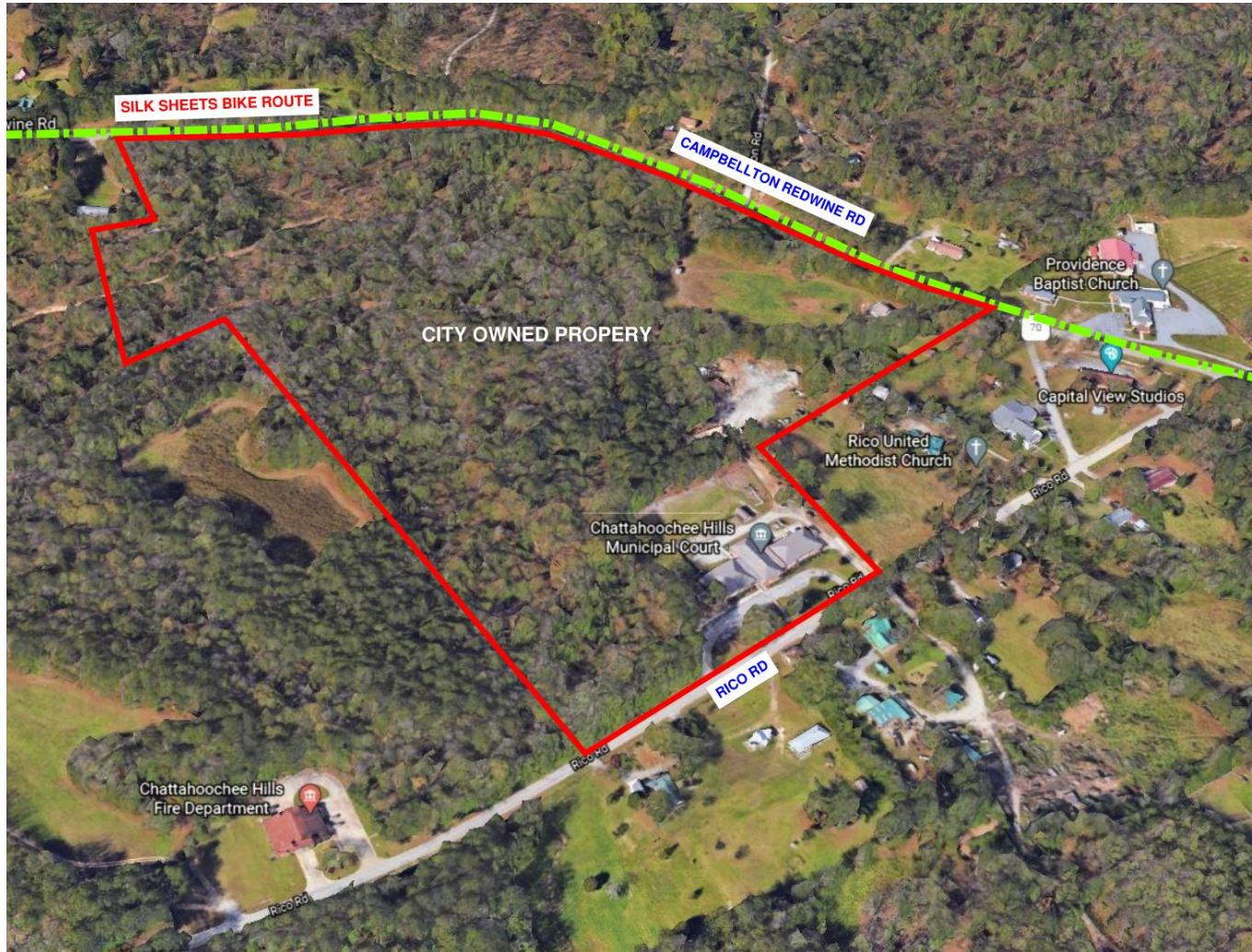
- Reimagining 40 acres of city-owned land in Rico Crossroads
- Attract development and help increase tax base
- Provide space for community services and amenities

Challenges:

- 70/30 rural zoning
- Extreme NIMBYism
- Agriculture, but not really
- Misidentification due to Serenbe's popularity



Current Conditions



City Hall

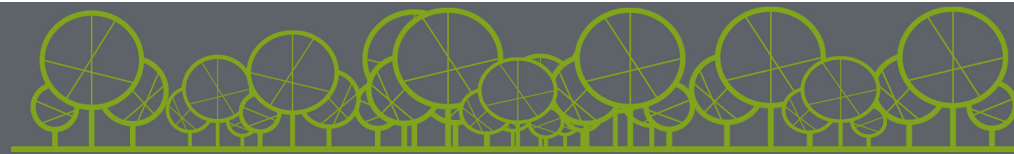


Current Conditions – Adjacent Site Context



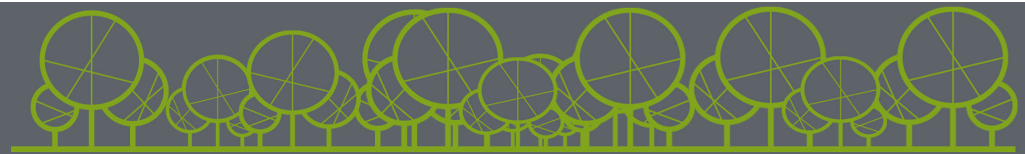
Historic Crossroads

- Sparse community anchors that cropped up in rural areas where farmers and merchants met to exchange goods, but never developed into a full-blown main street.
- Included homes, general stores, schools and especially post offices.
- Defined by a clustering of detached buildings featuring rural characteristics such as clapboard and porches, even for commercial uses.
- Chattahoochee Hills was once home to several of these crossroads, and is working to revive them for the benefit of the city's residents. The Rico Crossroads is one such place.



Case Studies

- Examples of commercial rural development range from traditional main streets to bustling riverside arts districts. We explored three case studies and drew pros and cons from each as we envisioned what development in Chattahoochee Hills would look like.
- **Cashiers**
 - Outdoor recreation destination combines with small scale businesses
 - Businesses are laid out outside of the traditional main street format, creating a "park and walk" district
 - Farmer's Market is a large draw for visitors to the area
- **Fairburn**
 - GA Main St. Program
 - Promote investment in historic downtown
 - Provide technical assistance and resources to local business owners
- **New Hope**
 - Scenic small town adjacent to Delaware River
 - Art galleries, boutique shopping, and restaurants mingle with riverside trails
 - Art, nature, and culture make New Hope a popular destination for visitors



Case Study

Cashiers, NC: Village Green



Case Study

Fairburn, GA: Creative Placemaking



Case Study

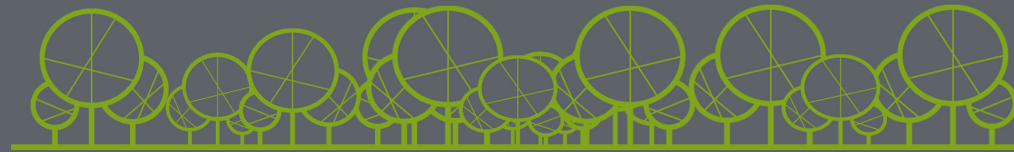
New Hope, PA: Arts District



Community Outreach

Stakeholder Interviews

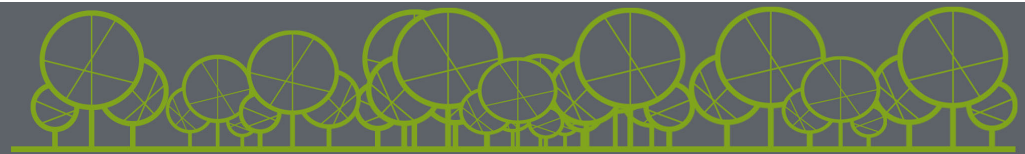
- City of Chattahoochee Hills Mayor Tom Reed
- Mike Morton, Community Development Director, City of Chattahoochee Hills
- City of Chattahoochee Hills Council member Laurie Searle
- City of Chattahoochee Hills Council member Camille Lowe
- Tom Swanston, owner of 6401 Campbellton Redwine Road/local artist
- Melea Britt, generational resident
- Scott & Amber Lightsey, newer residents/Historic Commission
- Carlos Rodriguez, owner of the former school building
- James Harris, Core Venture Studios
- Rob Vincent, farm owner/manages the Bouckaert hunting club
- Cindy Hanson, Resident on Rico Rd/former City Clerk
- Charles Adams, Bouckaert Property planning team
- Rebecca Williams
- Dr. Kristie Wendelberger, Rodale Institute
- Carla Carrabino and Lisa Remley, Brickworks
- Allison Duncan, Historic Commission



Key Community Findings

Balancing Development with Rural Character

- Nearly every stakeholder agreed that the city needs a place to gather and to center/anchor the community.
- Nearly every stakeholder interviewed stated that the rural character of the city is what brought them to the area or what they love most about Chattahoochee Hills.
- Most residents acknowledge that in order to keep their taxes from increasing, they need to expand the tax base, however, they would prefer that the character of the area change as little as possible, if at all.
- Broadband and other utility access is limited and problematic.
- Visitors to the city are mainly drawn there for recreation in the form of biking and hiking, and they frequent some local businesses but generally do not stay.
- Lack of housing (both sales and rentals) inhibits any significant residential population growth.
- Chattahoochee Hills wants to be known for more than just Serenbe, residents want to have amenities and economic opportunities outside of private developments.



DEMOGRAPHIC SUMMARY

6505 Rico Rd, Palmetto, Georgia, 30268

Ring of 1 mile

KEY FACTS

79

Population



37

Households

47.5

Median Age

\$63,770

Median Disposable Income

EDUCATION

19%

No High School Diploma



31%

High School Graduate



27%

Some College



24%

Bachelor's/Grad/Prof Degree

INCOME



\$75,000

Median Household Income



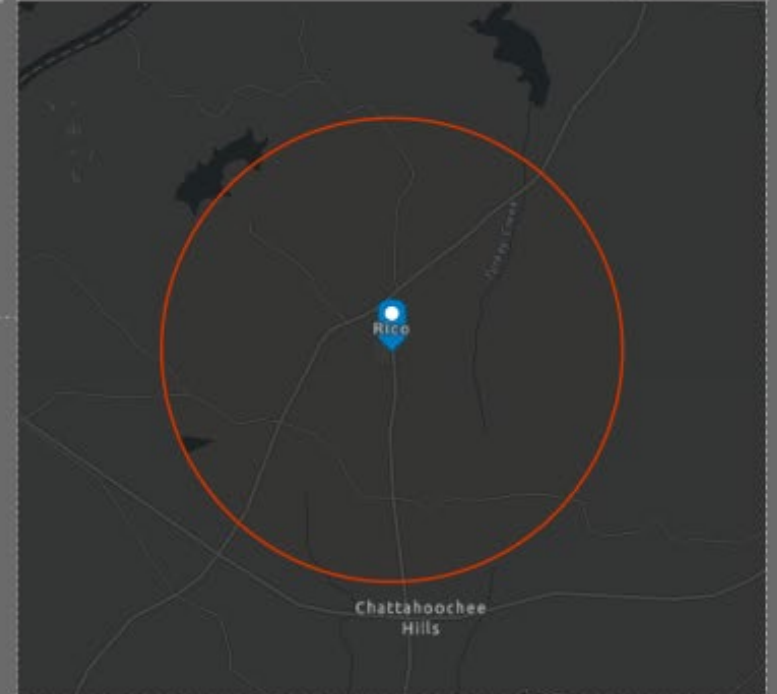
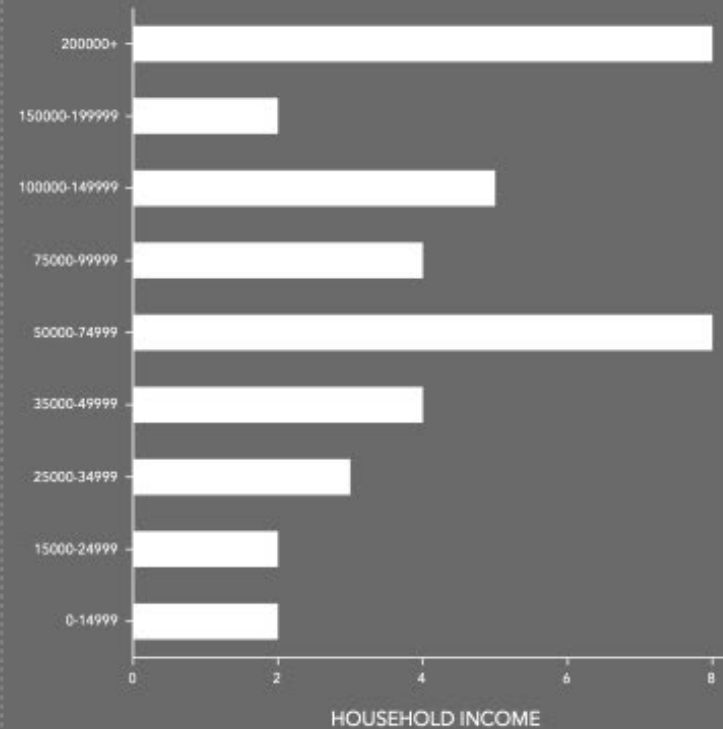
\$48,814

Per Capita Income



\$310,488

Median Net Worth



EMPLOYMENT



White Collar

58%



Blue Collar

30%



Services

12%

17.5%

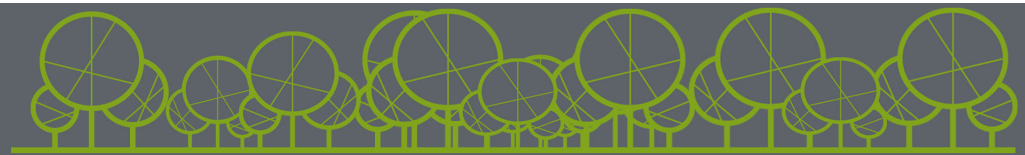
Unemployment Rate

This infographic contains data provided by Esri. The vintage of the data is 2020, 2025.

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RICO HISTORIC
CROSSROADS DISTRICT



AGE PYRAMID



The largest group: 2020 Males Age 55-59
The smallest group: 2020 Males Age 75-79

ANNUAL LIFESTYLE SPENDING



\$3,293

Travel



\$104

Theatre/Operas/Concerts



\$106

Movies/Museums/ Parks



\$88

Sports Events



\$7

Online Games



\$141

Audio

Tapestry Segments



6B

Salt of the Earth
37 households

100%
of Households



INCOME



\$75,000
Median Household
Income



\$48,814
Per Capita Income



\$310,488
Median Net Worth

BUSINESS



5

Total Businesses



21

Total Employees

COMMUTERS



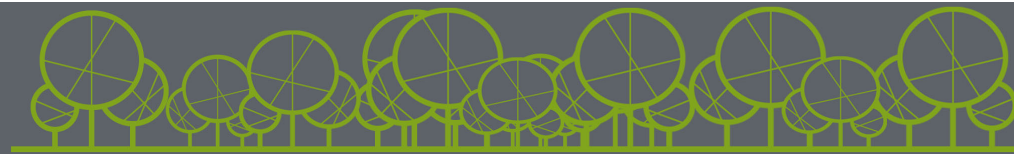
15%

Spend 7+ hours
commuting to and from
work per week



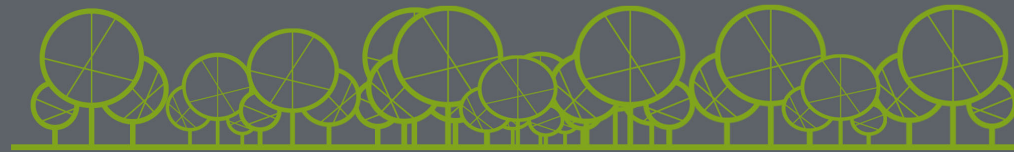
89.5%

Drive Alone to Work



Development Challenges and Opportunities

- Limited population combined with lack of infrastructure, housing and essential needs in the immediate area have tempered investment in the area from any developers and local/regional retailers.
 - Total lack of rental housing units – only 24 residences permitted since Chatt Hills founding
 - Zero inventory of commercial real estate for lease or sale currently exist in the area
- Significant investment in the local infrastructure (broadband, road maintenance, housing) must be met to attract business owners and investors and will therefore encourage visitors and local residents to spend time and money in the area.
 - Achievable retail market rents: \$15-20 per square foot for restaurant and local artisan concepts.
- Creating a destination and giving visitors who utilize the area for recreational activities a reason to stay will evolve the area into an attractive destination that would nicely complement the future Bouckheart and existing Serenbe developments with a strong focus on preserving the beauty of the region and embracing the established artist and farm community.



Demand Drivers

What is drawing people to the area, how is the area projected to grow?

Other existing and planned developments of interest nearby:

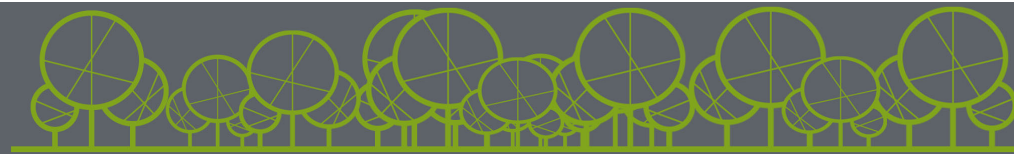
- Serenbe
- Bouckheart

Existing assets:

- Rural character
- Natural beauty
- Proximity to Atlanta/airport

Needed space types:

- Community gathering spaces
- Commercial development
- Trails and connections
- Brickworks

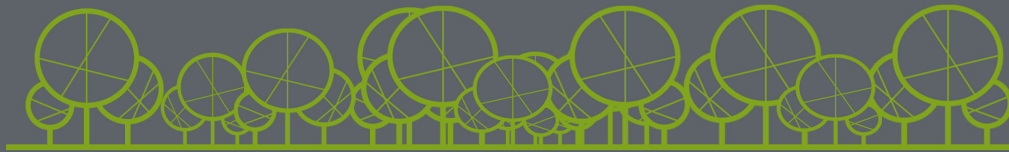


Rico Historic Crossroads District

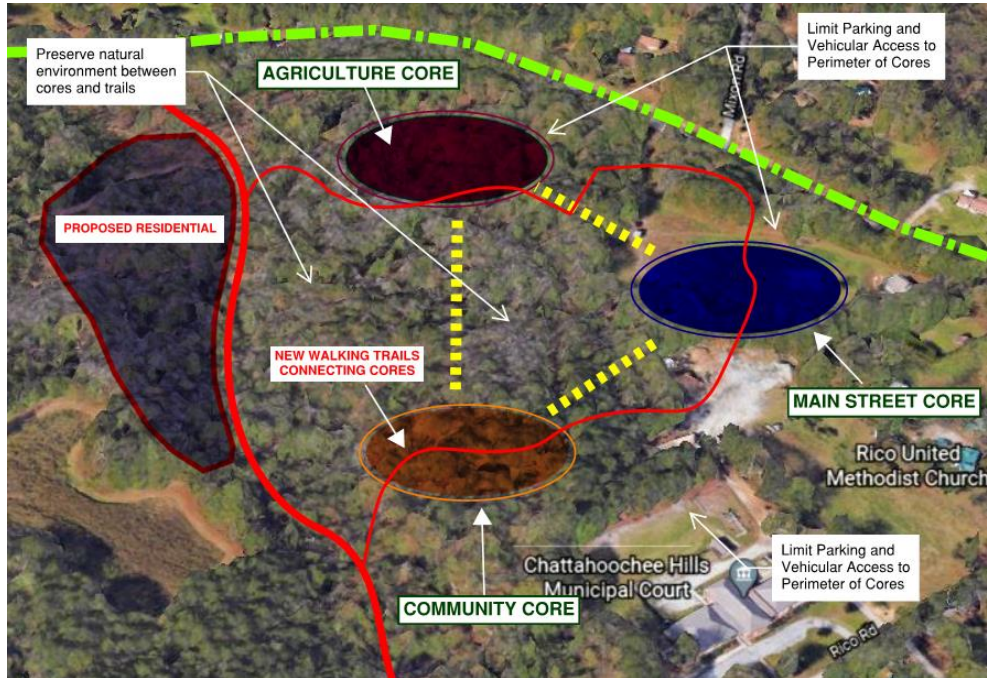


District Concept Plan:

- Envisioning a new Crossroads District by creating an activated triangle with each point focusing on a developed core.
 - Community Core
 - Agriculture Core
 - Commercial Core
- The Cores are connected by bike paths, walking trails, pedestrian lighting, and wayfinding.
- The trail system consists of paved and gravel trails designed to draw visitors from the main roads.
- RHCD is designed to build off the region's existing amenities while driving economic activity to a centralized area.

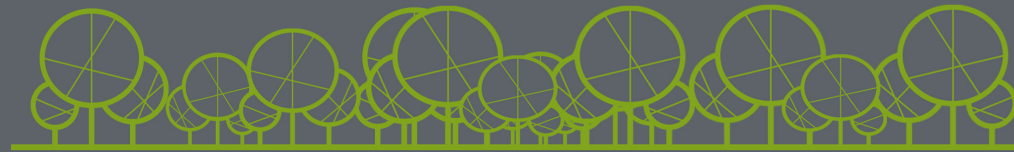


Rico Historic Crossroads District



District Concept Plan:

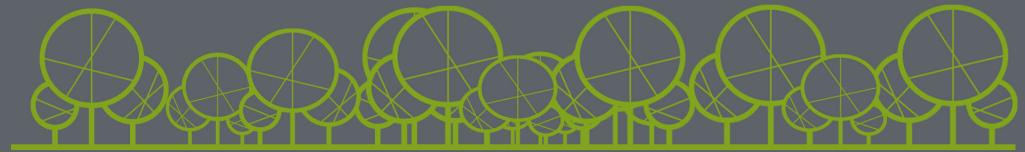
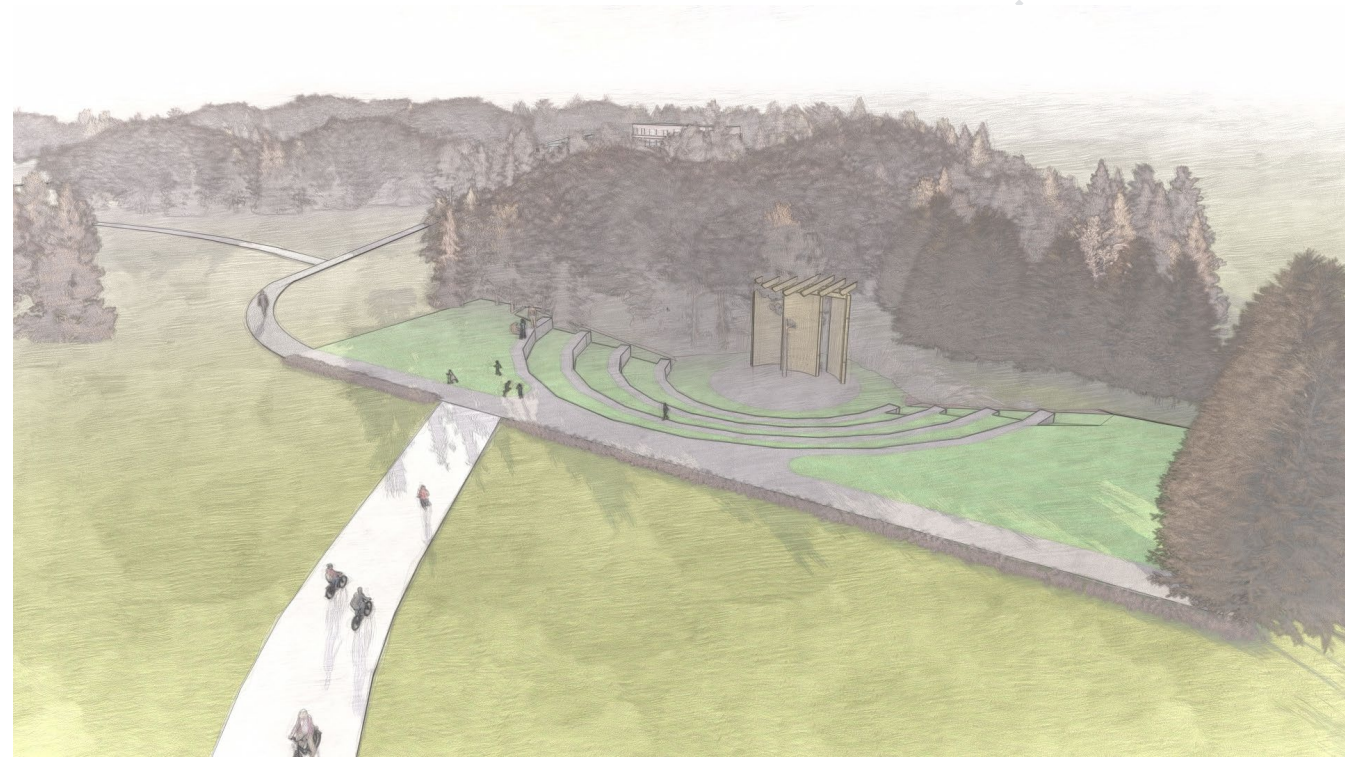
- The three cores respond to the community demand for business and gathering spaces.
- The design of the Cores, and their interconnectivity through the trail system, makes RHCD a unique destination for business, dining, and recreation; something that the area currently does not have.
- The location of the development cores within the District Concept Plan maintains a rural buffer, allowing the built environment to nestle within the rural environment.
- Each core would have appropriate infrastructure (i.e. car parking/access) around perimeter of site while preserving natural environment internally.
- The Residential Area is designed to provide low density housing to address future need with connectivity to the larger cores.



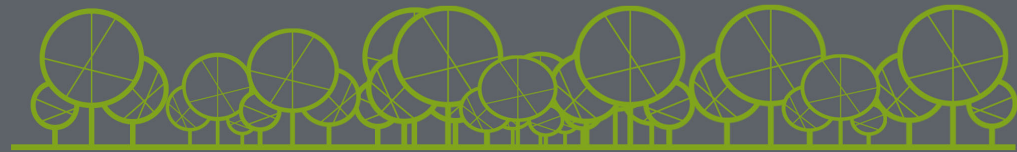
Community Core

A public gathering space for Chattahoochee Hills

- The Community Core provides a much-needed public place for gathering and events
- This Core is comprised of a public park and amphitheater with connections to the proposed biking and walking trails in RHCD.
- The park will be heavily landscaped so that the development nestles in seamlessly with the surrounding nature.
- The Community Core is adjacent to the main centers of city activity for easy access, and parking for events is available off of Rico Road.



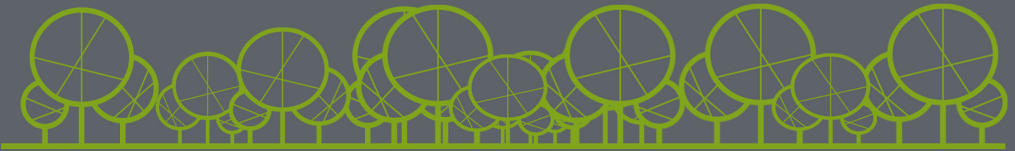
Community Core



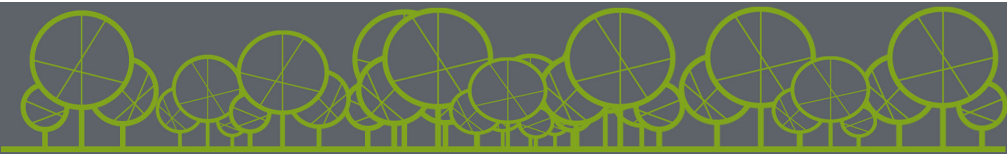
Agricultural Core

A celebration of regional farming

- The Agricultural Core is inspired by the city's historical and present farming community.
- This core provides desired infrastructure for a permanent farmer's market.
- The area has easy access to Campbellton Redwine Road for trucks and stall supply.
- RHCD could easily provide one of the largest agricultural markets on the southside of Atlanta.
- Food truck parking and a casual picnic area maximize activation on market days.



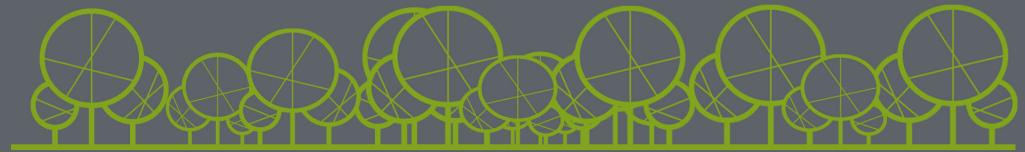
Agricultural Core



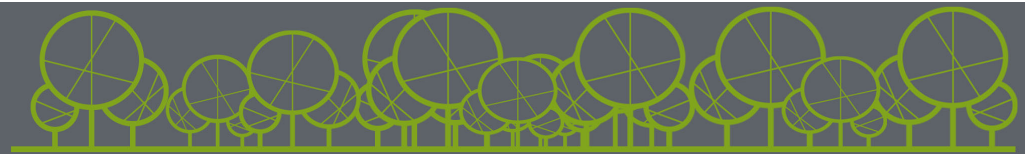
Main Street Core

A center of commercial activity

- The Main Street Core provides development opportunities for business to serve both residents and visitors to the city.
- Single tenant, one story A-frame structures offer a lower barrier of entry for local businesses and fit in with the existing architecture.
- Two-story brick structures can provide live-work studios and spec office space.
- The design of the Main Street Core as individual structures supports incremental development and allows for the buildings to more easily fit with the rural surroundings.



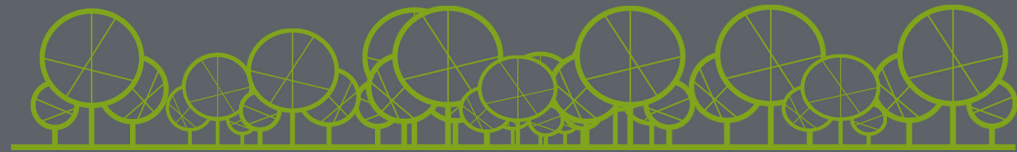
Main Street Core



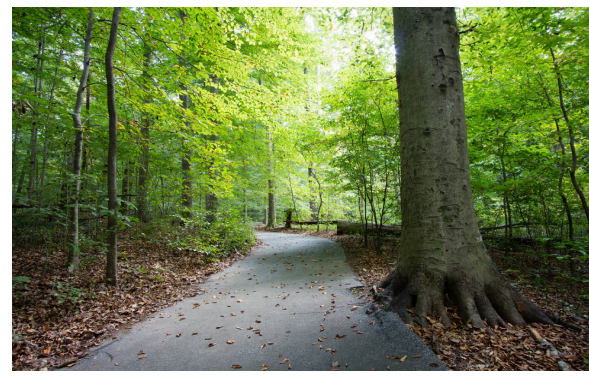
Residential Zone

Proposed residential zone predicts future need

- The proposed Residential Zone sets aside an area for smaller, more affordable housing that is not provided in other developments in the city.
- The design of the homes in this zone responds to demand for single-family housing that blends with nature.
- Small, single-user dwellings allows development to grow in response to the city's needs.
- Planning for small-scale residential in RHCD allows the city to future-proof, predicting demand for entry, affordable, and senior housing.



District Vibes

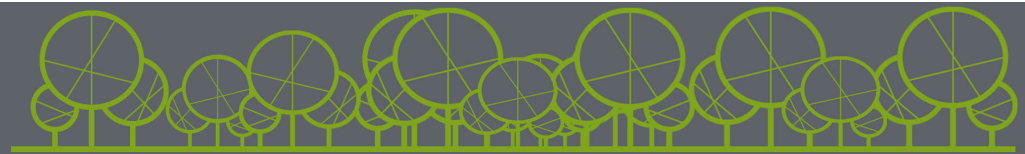


Development Incentives

Federal EDA Grant

The Federal EDA provides grants to support economic development, foster job creation and attract private investment

- EDA Grants support infrastructure improvements that help communities become more economically competitive
- EDA Grants have been used to fund a variety of projects, including;
 - Broadband infrastructure
 - Business incubators
 - Road & Rail Improvements
 - Workforce Training Facilities
- Access to broadband was cited in multiple stakeholder interviews as a deterrent to business attraction
 - A grant from the Federal EDA can be used increase access to high-speed internet, increase connectivity options for Chattahoochee Hills residents, and support business development initiatives
- Application and instructions included in appendix

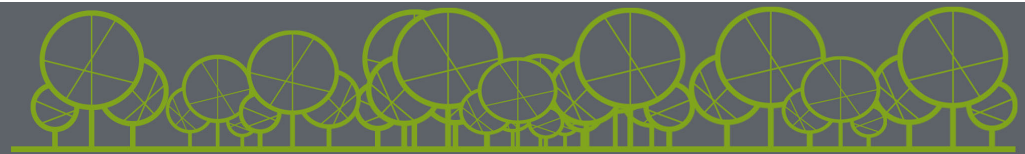


Development Incentives

USDA: Rural Development

The US Dept. of Agriculture administers many financial assistance programs in rural areas, including programs designed to support the following:

- Business Development
 - Technical Assistance
 - Workforce Development/Job training
 - Broadband/Telecommunications
 - Distance Learning
 - Telemedicine
 - Energy Efficiency
 - Housing
 - Environmental Sustainability
- Stakeholder interviews indicated that both business development initiatives, in addition broadband access, make the site more attractive

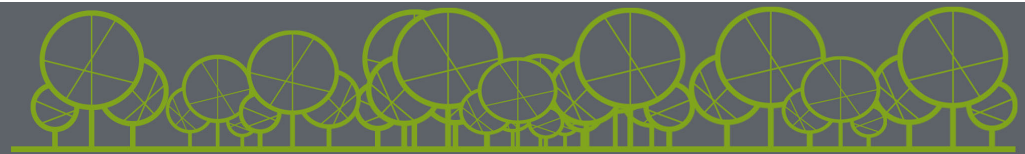


Development Incentives

Trust for Public Land

The Trust for Public Land supports community access public spaces, such as parks, trails, playgrounds, and gardens through the following:

- Conservation efforts
 - Creation of parks and other natural areas
 - Research
 - Funding
- Our interviews indicated the ability to access public space for hiking, bike riding, and other forms or recreation were a significant benefit to living in Chattahoochee Hills.

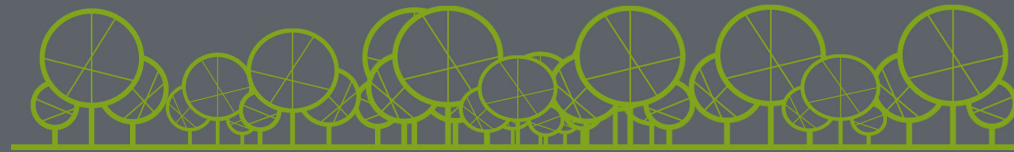


Rico HCD of the Future

Opportunities for development abound



- RHCD can continue to develop incrementally as demand and need grows.
- Following the 70/30 zoning code and the proposed District layout, development can infill organically.
- The nature of the District Concept Plan allows for development to grow without compromising the rural character of Chattahoochee Hills.





Urban Land Institute **Atlanta**

