



# GROVE PARK



**About the Urban Land Institute Center for Leadership (CFL)**

The Center for Leadership provides a powerful local resource to help guide the responsible development of the Atlanta region by strengthening connections among area organizations that guide and influence Atlanta real estate development.

The mission for the Center is to cultivate leadership and life-strategy skills by teaching emerging leaders in the real estate and land use industries how the Atlanta region gets built.

During the course of the nine-month CFL program, participants will have an opportunity to provide thought leadership on a critical Atlanta regional issue through a mini Technical Assistance Panel (mTAP). Working in teams, participants will be responsible for sharing their expertise and advice to develop recommendations for a sponsor organization

**Mini Technical Assistance Program**

For this mTAP, the team was tasked with producing a (re)development map and land use plan for Grove Park's Main Street that includes (i) related financial analysis and feasibilities; (ii) identification of challenges and opportunities of implementation; (iii) community engagement strategy; and (iv) framework of design recommendations for a future overlay district. While a full-scale Technical Assistance Program would certainly contemplate extensive community involvement in developing such a plan, soliciting community input directly was beyond the scope of this mTAP.



ULI CENTER FOR LEADERSHIP 2021

01

INTRO  
PROJECT TEAM



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**GROVE PARK**

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## Grove Park Foundation

**Our mission is revitalizing the Grove Park neighborhood and improving the quality of life by working with local partners, leaders and residents to create a healthy, equitable and vibrant community.**

We work with the Grove Park Community and local partners to provide equitable access to health, education, housing and opportunities. Our goal is to develop a cohort of partners, programs, and services that will build a self-sustaining and economically inclusive neighborhood.

The Grove Park Foundation is seeking to revive the once vibrant main street of this historic community to a walkable, neighborhood retail scaled 'main street' characterized by services that reflect the current residents. This will entail an understanding of the real estate ownership, valuations, real estate trends, zoning, design, financing and more.

**Q. How can the Grove Park Foundation leverage and revitalize parcels it controls (along with other friendly landowners) along "Main Street" to catalyze results that align with the multifaceted mission of equity, access and affordability?**

Below is an outline of the requested items from the Grove Park Foundation:

Produce a (re)development map and land use plan for Grove Park's Main Street that includes:

- Related financial analysis and feasibility;
- Identification of challenges and opportunities of implementation;
- Community engagement strategy; and
- Framework of design recommendations for a future overlay district



# contents | GROVE PARK MAIN STREET

- 01 Introduction
- 02 Vision Statement
- 03 Neighborhood Context
- 04 Challenges + Opportunities
- 05 Community Engagement
- 06 Zoning Background
- 07 Design Overview
- 08 Incubator Spaces + Restaurants
- 09 Modular Retail Services
- 10 Entrepreneurship
- 11 Affordable Housing
- 12 Grove Theater





# 02



# GROVE PARK

## VISION STATEMENT

An engaged community where Atlanta's history and culture collide with innovation and creativity. Growing out of the existing neighborhood culture, Main Street will be a place for all residents to thrive together.





SITE



1. Grove Park Rec Center



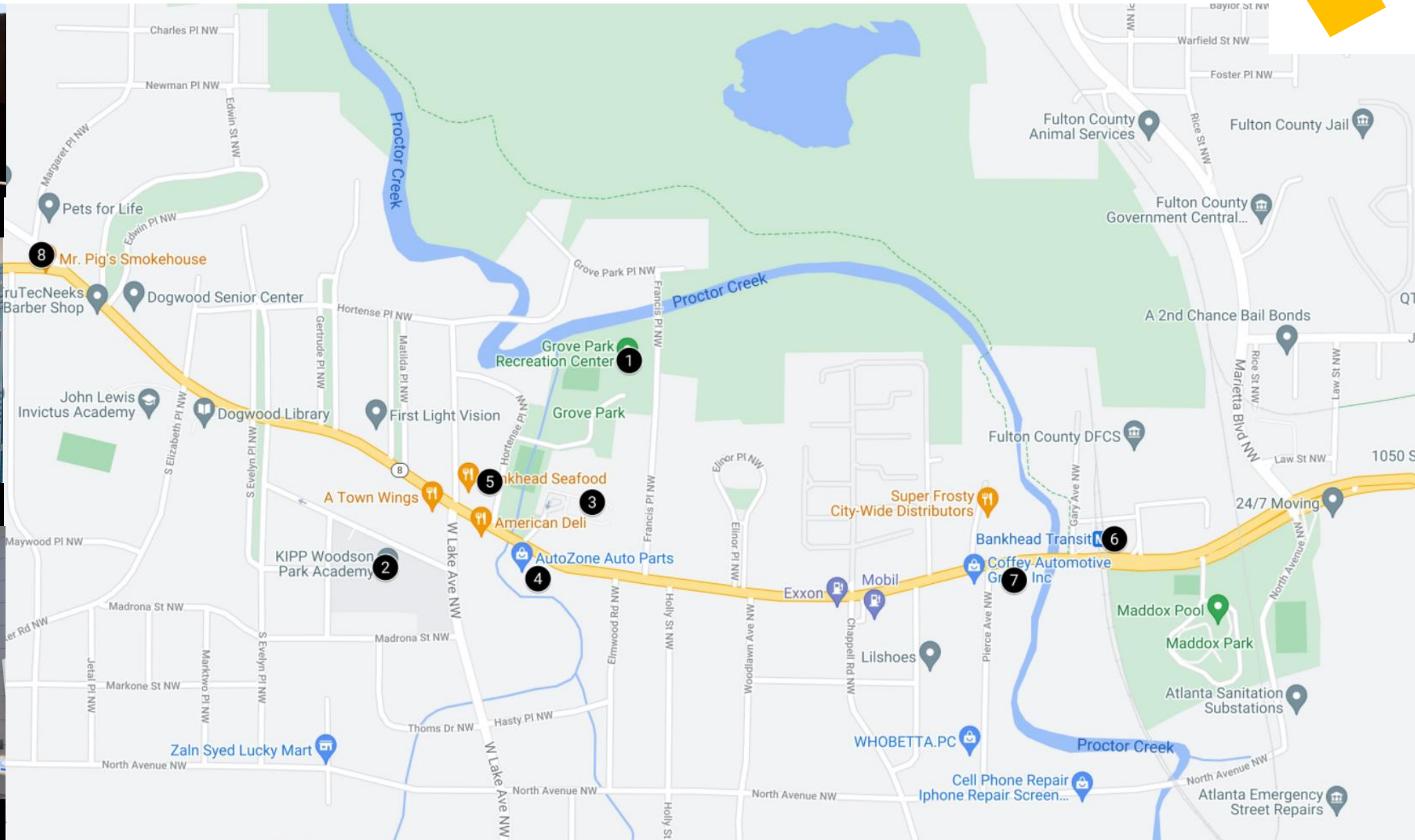
2. KIPP Woodson Park Academy



3. Woodson Park Academy + THE Y



4. The Grove Park Theatre



5. Bankhead Seafood



6. Bankhead Marta



7. Quarry Yards



8. Mr. Pig's Smokehouse

- 1 GROVE PARK RECREATION
- 2 KIPP WOODSON PARK ACADEMY
- 3 WOODSON PARK ACADEMY
- 4 THE GROVE PARK THEATRE
- 5 BANKHEAD SEAFOOD
- 6 BANKHEAD MARTA
- 7 QUARRY YARDS
- 8 MR. PIG'S SMOKEHOUSE



# 03

## NEIGHBORHOOD CONTEXT RESIDENT DEMOGRAPHICS

Radius	1 Mile		3 Mile		5 Mile	
Population						
2025 Projection	12,195		125,677		338,306	
2020 Estimate	11,652		118,204		317,687	
2010 Census	10,450		97,377		262,893	
Growth 2020 - 2025	4.66%		6.32%		6.49%	
Growth 2010 - 2020	11.50%		21.39%		20.84%	
2020 Population by Hispanic Origin	184		3,906		13,510	
2020 Population	11,652		118,204		317,687	
White	444	3.81%	23,402	19.80%	111,598	35.13%
Black	11,026	94.63%	84,483	71.47%	183,066	57.62%
Am. Indian & Alaskan	9	0.08%	232	0.20%	693	0.22%
Asian	25	0.21%	7,676	6.49%	15,698	4.94%
Hawaiian & Pacific Island	0	0.00%	26	0.02%	109	0.03%
Other	148	1.27%	2,385	2.02%	6,523	2.05%
U.S. Armed Forces	0		15		226	
Households						
2025 Projection	3,475		44,791		144,992	
2020 Estimate	3,310		42,026		136,204	
2010 Census	3,082		34,989		114,482	
Growth 2020 - 2025	4.98%		6.58%		6.45%	
Growth 2010 - 2020	7.40%		20.11%		18.97%	
Owner Occupied	1,276	38.55%	14,473	34.44%	57,036	41.88%
Renter Occupied	2,034	61.45%	27,553	65.56%	79,168	58.12%
2020 Households by HH Income						
Income: <\$25,000	1,603	48.44%	13,929	33.14%	33,693	24.74%
Income: \$25,000 - \$50,000	846	25.57%	9,543	22.71%	24,564	18.03%
Income: \$50,000 - \$75,000	494	14.93%	7,542	17.95%	23,332	17.13%
Income: \$75,000 - \$100,000	127	3.84%	3,991	9.50%	14,612	10.73%
Income: \$100,000 - \$125,000	50	1.51%	2,262	5.38%	10,440	7.67%
Income: \$125,000 - \$150,000	92	2.78%	1,450	3.45%	6,164	4.53%
Income: \$150,000 - \$200,000	47	1.42%	1,688	4.02%	8,270	6.07%
Income: \$200,000+	50	1.51%	1,622	3.86%	15,128	11.11%
2020 Avg Household Income	\$41,172		\$61,825		\$89,834	
2020 Med Household Income	\$25,762		\$42,836		\$60,186	





# 04

## CHALLENGES + OPPORTUNITIES

### WALKABILITY AND CONNECTIVITY

#### Conditions

- 22,000 cars per day
- At least 7 pedestrian deaths and 40 injuries since 2016 making it one of the most dangerous corridors in Atlanta

#### Challenges

- High rates of speed
- Limited Crossing Opportunities
- Pedestrian Zones are not separated from Vehicular zones
- Sidewalk conditions discourage walkability

#### Opportunities & Recommendations

- Pedestrian Bridge
- Road Diet
- Hawk Signals
- Green buffers between vehicular and pedestrian zones





## Challenges:

The typical home value of homes in Grove Park is \$220,854. This value is seasonally adjusted and only includes the middle price tier of homes. Grove Park home values have gone up 12.8% over the past year.

After Microsoft's announcement, 95% of the homes that were on market went under contract.

## Opportunities:

Making sure legacy residents can afford to stay in their homes is one of our Administration's top priorities.

This Anti-Displacement Program will provide financial relief to homeowners who are on the verge of being priced out of their homes.

## Anti-Displacement Tax Fund

Mayor Keisha Lance Bottoms issued an Administrative Order directing the City's Chief Operating Officer to develop an agreement implementing a city-wide Anti-Displacement Program for legacy residents in Atlanta.

Source: City of Atlanta Press Release Oct 19, 2020



Neighborhood Opportunities **FOR** Wealth



TOGETHER WE CAN DO  
SO MUCH MORE







February 2021, Microsoft confirms its plans to build a new corporate campus in West Atlanta.

25% of the 90 acres it purchased will be dedicated to “affordable and empowered housing, and other local community services and needs.”

**Challenge:** Speculation on the Westside was rampant before Microsoft’s announcement. Following the announcement, the West Atlanta neighborhoods are now expected to grow wildly and become increasingly unaffordable to legacy residents.

**Opportunity:** Microsoft’s stated commitment to delivering services to and addressing the needs of the neighborhood (e.g., grocery, retail) means the GPF land is available serve the legacy residents in a very intentional way, filling a niche the national retailers likely to locate on the Microsoft site will now.

*Source: Official Microsoft Blog, Feb 11, 2021*



# 04

## CHALLENGES + OPPORTUNITIES PARKING

In spite of proximity to the Bankhead MARTA station, Atlantans' dependence on cars will require more parking than is currently available along the stretch of Donald Lee Hollowell that is the subject of this presentation. Future neighborhood attractions, specifically the Westside Park, will increase parking needs for the area.

**Challenge:** There is no dedicated parking or parking strategy for the Westside Park. Neighborhood streets are at risk of becoming clogged and overburdened by visitors to the park. Creating a vibrant Main Street as envisioned by Grove Park Foundation will contribute to the parking needs of the area.

**Opportunity:** Nearby and unused Grove Park recreation center presents an opportunity to produce a parking solution for Westside Park. Coordination with Mt. Gilead Church for Monday through Saturday parking as a potential revenue source for the church. Similarly, parking sharing agreement with the KIPP Woodson Park Academy could be an additional source for overflow parking.





# 05

## COMMUNITY ENGAGEMENT

**Goal:** To create a **walkable**, pedestrian **friendly** environment that is **welcoming** and meets the needs of existing residents, yet speaks to the history and context of the broader Westside.

*Note: Our team relied on primary source documents, including recent studies, surveys, plans and interviews to gather ideas from community members regarding suggested potential and future uses along the corridor and in the community. If any of these concepts are carried forward, robust engagement with the community should be done to ensure that the uses and designs align with community needs and desires.*





## MRC-1 (Mixed Residential-Commercial)

- Facilitates pockets of neighborhood-serving retail, soften auto-oriented retail corridors
  - Consistent, orderly pedestrian realm
- No parking between street and front of building

### This proposal

- All proposed uses are permitted
- Creative design proposal – provide some touch point for existing residents

### Some considerations

- 24-foot building height minimum
- All commercial sales to take place in "enclosed permanent structures"

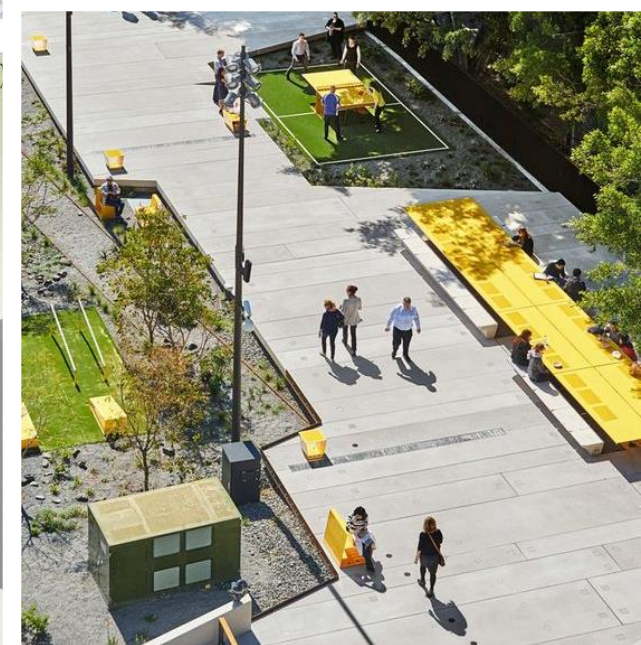




07

# DESIGN OVERVIEW

MAIN STREET





# 08

## INCUBATOR SPACES + KITCHEN PRECEDENT STUDY

While the region's restaurant and food service workforce is overwhelmingly minority the ownership is overwhelming white males. With restaurants requiring over 6 figures in capital for a leased location with monthly rent and utility costs exceeding 2000-3000 a month. In order to **lower barriers of entry** and **encourage economic mobility** a new model has emerged. Known as **shared kitchens** or commissaries they are **communal commercial kitchens** available to rent usually on monthly or a la carte by **food entrepreneurs**.

With the recent Microsoft announcement and population increase nearby a catering/delivery shared kitchen could be a great addition to Grove Park as a resource to serve the legacy residents promoting entrepreneurship. Currently CloudKitchen and PrepATL are the 2 main for profit ventures targeting the market for providing 3rd party kitchen facilities in Atlanta. The cost of these kitchens exceed 3000 a month with the entrepreneurs responsible providing most of the needed cooking equipment plus they charge other fees which creates a high bar for success.





# 08

## RESTAURANTS DESIGN

This leaves an opening for a **community focused food hub**. By partnering with other food kitchens, customers and community partners, a low cost fully equipped food facility of 5000 to 10000 square feet could support 50-75 entrepreneurs providing a large economic benefit to the surrounding community. By providing a steady stream of catering orders, a strong base of financial stability would support the construction and ongoing operation of a facility in the community.

Potential funding sources include New Market Tax Credits, philanthropic dollars from food/beverage related corporations, Opportunity Zone focused funds and grant funds to support small business creation. Similar projects in Chicago, San Francisco, Denver have leveraged local government dollars, corporate giving and CDE funding for the initial construction and start up portion of the project.







SPARKMAN WARE, TAMPA



THE BLACK BOX, PORTLAND



STEELCRAFT, BELLFLOWER CA



BOXPARK, LONDON



HUMMINGBIRD COFFEE, ADDINGTON NEW ZEALAND



# 09

## MODULAR RETAIL SERVICES DESIGN

Activating Main Street for Grove Park requires offering retail options for legacy residents. The retail needs to be responsive to the needs of the neighborhood's existing, not changing, demographics.

Introducing a container retail strategy offers a two-part solution to the current dearth of retail options.

- First, because containers are affordable relative to brick-and-mortar construction, using containers lowers the barriers to entry that keep many entrepreneurs out of the retail business.
- Second, the structures, though durable, are “temporary.” They present an immediate strategy to activate Main Street, but preserve the Foundation's ability to develop its land in the future as the Grove Park neighborhood continues evolve.



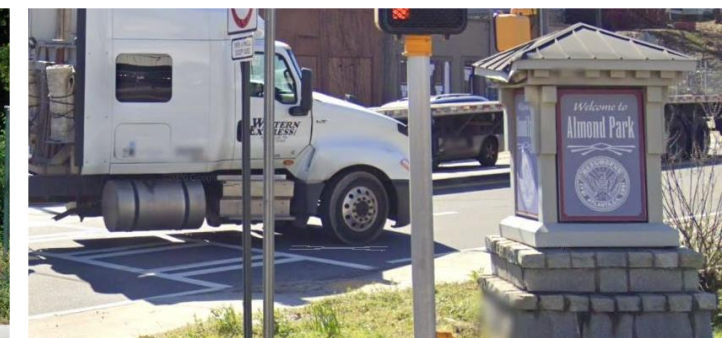


At the heart of Community Education is the ability for an individual and the entire community to become lifelong learners. Through this education and training, Grove Park residents will develop relationships and problem-solving skills to conquer the diverse challenges facing the community.

**Microsoft Campus:** Providing computer literacy for the community on site

**Grove Park:** Niche market for legacy residents, budding entrepreneurs and students

- Repurpose of SFR for Grove Park Business Center
  - Business 101 and mentoring
  - Financial literacy
  - Pathway to success
  - Access to resources





# 11

## AFFORDABLE HOUSING PROPOSED DESIGN

Permanent affordable housing can be provided to provide access and attainable living opportunities for local residents. By placing this within the Main Street area, we will further encourage activation of the public spaces. The proposed design could include 40 units in two 3-story buildings. Parking will be located adjacent and between the buildings.

Ground level live work units fronting the container retail services will help to activate the adjacent retail, as well as provide an opportunity for residents to have access to their own storefront to grow their businesses.

Similar projects have a hard cost construction budget of \$125 per net rentable SF. At this price point, typical rents will average +/- \$1.70 per net rentable SF. Funding opportunities can be sought through local grant programs and funds allocated for affordable housing, and or engagement of a third party mixed-use developer.







## Attucks Theatre

Norfolk, VA

Theatre with a bold community purpose – needs a business plan



## Dundee Theater

Omaha, NE

Updated cultural experience, based on audience



## Teatro Argel

Ponce, Puerto Rico

Theatre becomes unconventional community space



# 12

## GROVE THEATER PROPOSED DESIGN

- Grove Theater as historic anchor on the block
- Substantial massing, with views from east and west

### Vision

- **Community + Arts Hub**
- **Programming by community arts groups, local artists and emerging talent**
- Explore **for-profit partnerships and event series** to generate revenue

### Uses

- **Flex + office space** for local small businesses or nonprofits
- **Coffee shop / hospitality**
- Gallery space
- Art on building exterior to highlight community or Westside history
- **Pedestrian connections** with adjacent uses







Thank You

**GROVE PARK** MAIN STREET  
mTAP Response