

South Main - Tucker

mini Technical Assistance Panel

TUCKER
SOUTH MAIN

SHANNON JUDD, SARA PATENAUE, TOMMY KRAMER, ZIA MUSA, ANDREW KERN
MAY 9TH, 2022

Tucker South Main mTAP Team



Shannon Judd
Senior Asset
Manager
Integral



Sara Patenaude
Senior Project
Manager
Tapestry
Development



Tommy Kramer
Senior Director
Cortland



Andrew Kern
Development
Manager
Third & Urban



Zia Musa
Architect
HKS

SOMA



Project Overview

The Main Street of Tucker, GA

Tucker:

- Located in DeKalb County, 15 miles northeast of Downtown Atlanta
- Population: approx. 37,000
- Main Street revitalization has focused on the north side of the historic downtown district with businesses south of the railroad struggling due to lack of investment.

Scope of Work:

- Reimagining the district south of the railroad into a mixed-use district to spur continued economic growth in Tucker.
- Creating a multi-phased approach that gives a detailed analysis of the study area as well as a prescriptive analysis that can be applied to future development.

Challenges:

- Physical barriers presented by railroad and Lawrenceville Highway.
- Local Zoning that prevents densification
- Entrenched Landholders with incompatible uses

Opportunities:

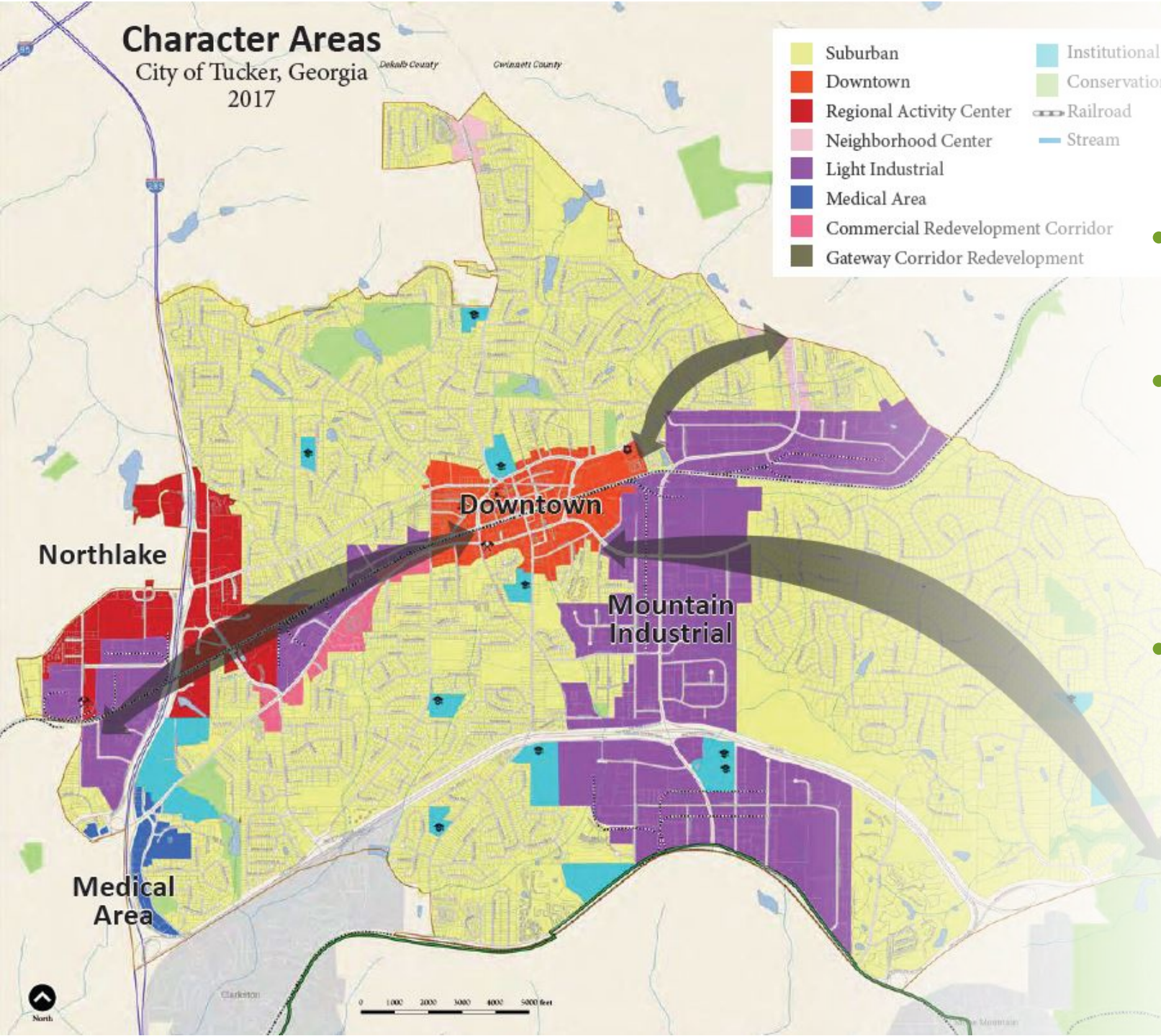
- Extension of a vibrant retail node
- Introduce walkable residences and environs to a car centric market that would not be possible in other parts of Tucker.

SOMA



Character Areas

City of Tucker, Georgia
2017



Tucker

- Tucker's Main Street is at the center of the of the city geographically.
- Main Street is not at the center of the population for the area. Northlake has moved the center of gravity westward around the medical center and Perimeter corridor.
- The Main Street has the opportunity to be reclaimed as a place for the residents of Tucker

Current Conditions



SOMA

Key Community Findings

Balancing Growth and Character

- PATH has started a trail system within Tucker
 - Trails currently are not fully connected but there is a desire to connect into Atlanta and to the Northlake submarket.
- City and CID have desire for reconnecting the old grid and alley system
 - Existing grid and alleys are currently being illegally used by adjacent properties for parking and loading.
- There are many historic buildings within our project area
 - Historic assets need to be protected to keep the charm of the historic core. This is not always the highest and best use.
- Project area is disconnected from Main Street
 - Lawrenceville Highway and the CSX train tracks trifurcate the city
- Project area lacks residential uses
 - Potential Interest in densification strategies to support the retail in the area.
- Repositioning of Industrial Uses
 - CID has identified potential redevelopment sites

SOMA



DEMOGRAPHICS REPORT

Tucker, Georgia

KEY FACTS

3 MILE RADIUS 2022 DATA



POPULATION 87,120



AVERAGE AGE 38



HOUSEHOLDS 33,201



MEDIAN INCOME \$59,802



EDUCATION



NO DIPLOMA



18%
HIGH SCHOOL GRAD

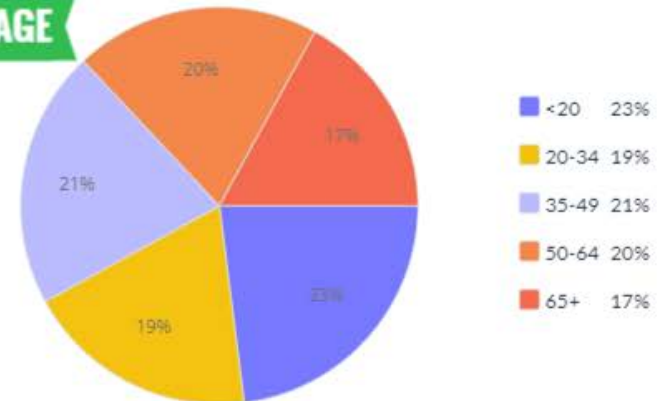


29%
SOME COLLEGE



38%
BACHELORS/GRAD/PROF DEGREE

POPULATION BY AGE



SOMA

Demographic Summary & Housing Demand

- 40% Rental Population
- 0 New Deliveries in 12 Months
- 4% Vacancy Rates

DEMOGRAPHIC SUMMARY

Population	1 Mile	3 Mile	5 Mile
2022 Population	5,614	87,120	259,144
2027 Population	5,689	89,909	268,672
Pop Growth 2022-2027	1.3%	3.2%	3.7%
2022 Average Age	40	38	37
Households			
2022 Households	2,196	33,201	94,186
2027 Households	2,224	34,216	97,517
Household Growth 2022-2027	1.3%	3.1%	3.5%
Median Household Income	\$71,351	\$59,802	\$53,978
Average Household Size	2.5	2.6	2.7
Average HH Vehicles	2	2	2
Housing			
Median Home Value	\$246,268	\$264,403	\$247,043
Median Year Built	1974	1981	1980



Development Challenges and Opportunities

- Central location within the Tucker Submarket that is at the center of many of the area's thoroughfares and alternative transportation routes.
 - Pros – Prime location for retail and denser populations
 - Cons – Subdivides a small area with busy roads and intersections.
- Building height and zoning restrictions that prevent increased density housing
- Creating a destination providing a hub for the neighborhoods of Tucker and as a marquee district for visitors to the area.



SOMA



Demand Drivers

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

Existing assets:

- Affordability compared to neighboring submarkets
- Workforce housing within commuting distance of major job centers
- Healthcare corridor expansion
 - Emory bringing 1600+ new jobs to area

Needed space types:

- Higher-density housing types
 - Multi-family and Townhomes
 - Mixed Use with ground floor commercial
- Public Parking
- Bike/ walking paths to improve connectivity



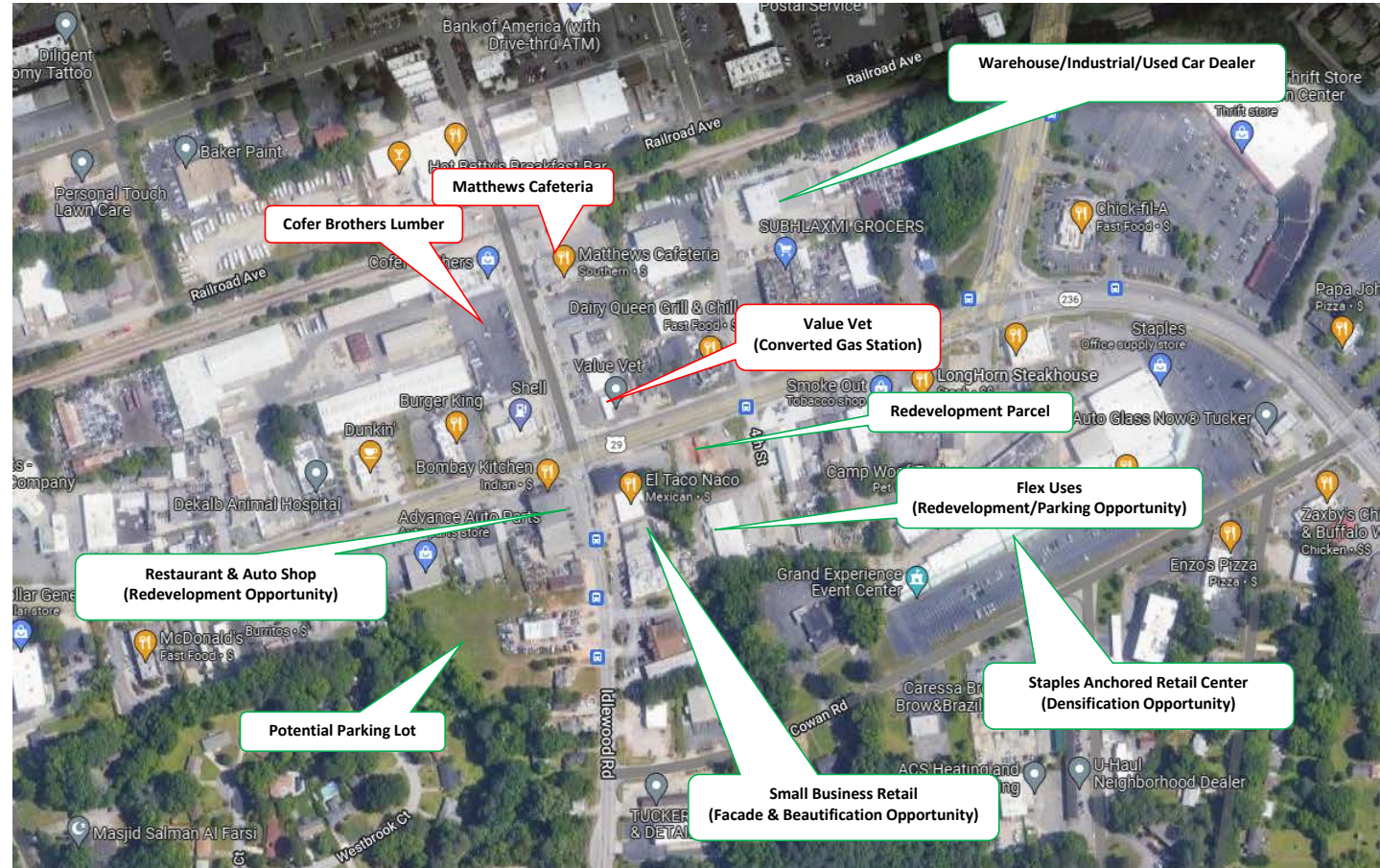
SOMA



South Main

Redevelopment Opportunities

- The South Main area provides an opportunities do redevelopment and densification while preserving historical buildings and character in the area.
- Redevelopment of underutilized or vacant parcels to highest and best use.
- Preservation of historical buildings and businesses through façade improvements and beautification
- Strategic and discrete locating of parking lots (along with wayfinding)



SOMA

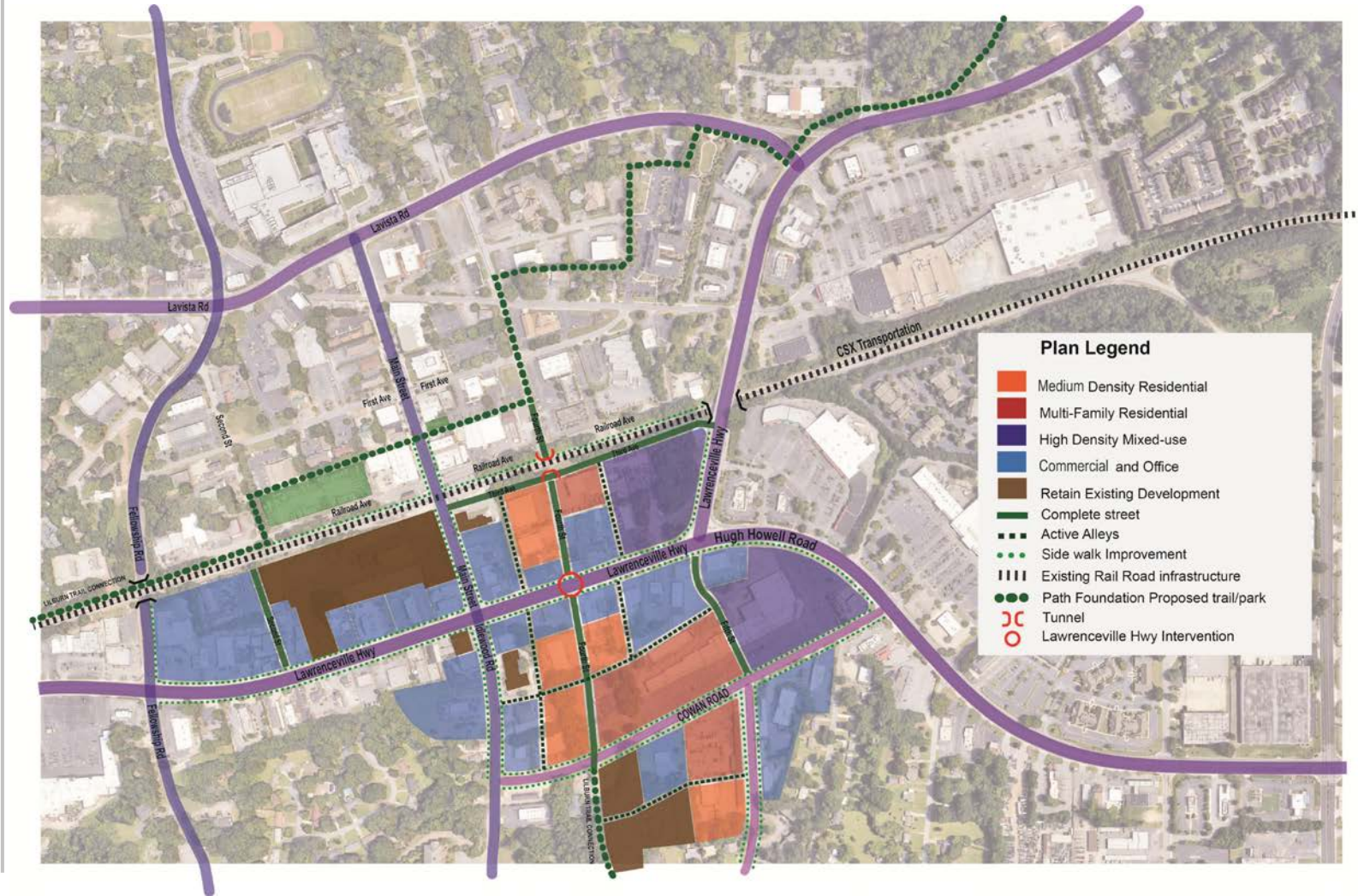
South Main Inspiration



SOMA



South Main: A district at the center of Tucker



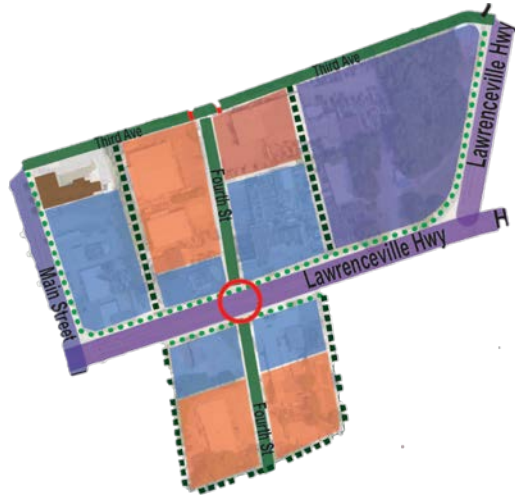
District Concept Plan:

- Envisioning a pedestrian centric development that moves the main path of egress into an area the city can control both sides of the street.
- Connected by bike paths, walking trails, pedestrian lighting, and wayfinding. The trail system consists of paved trails designed to draw visitors from the main roads.
- A combination of existing buildings and new construction residential intensifies the use of the area.

SOMA



Phase 1

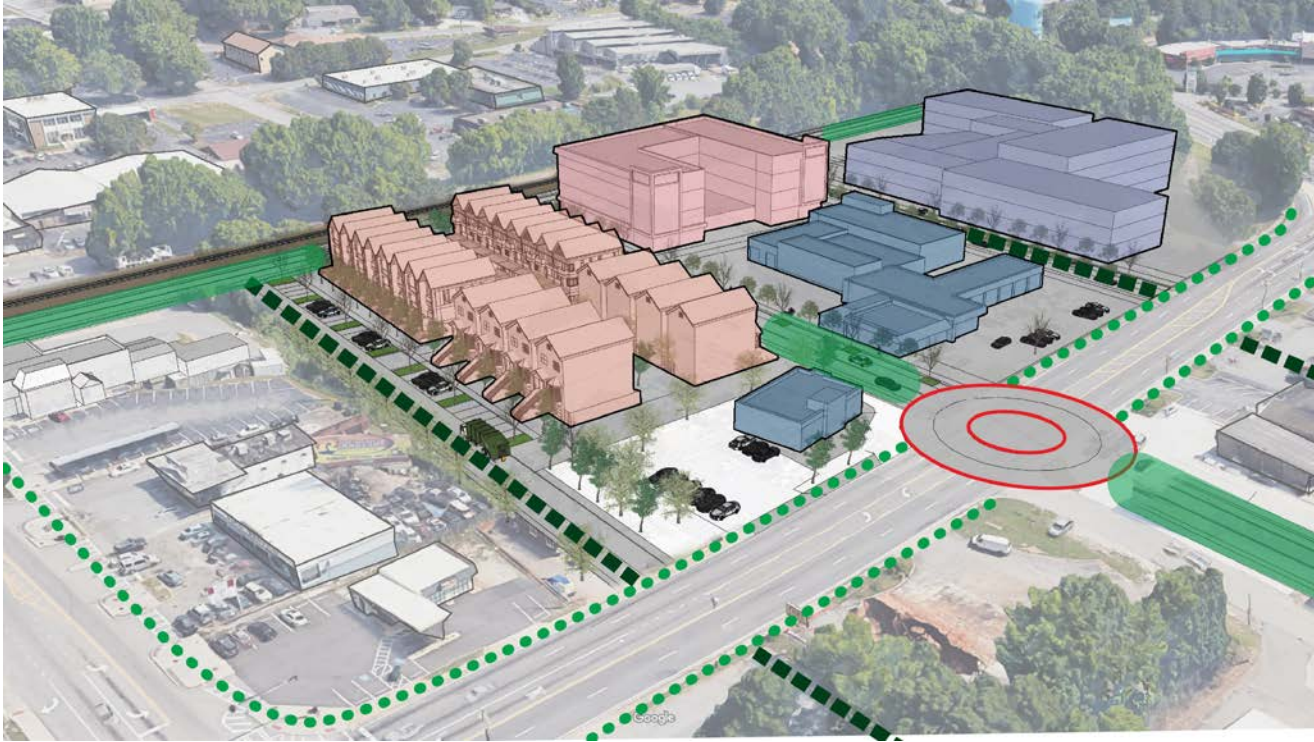


- Divided study area into two phases to focus analysis.
- Identified and analyzed potential redevelopment parcels and potential uses, with a priority being historic preservation and adaptive reuse.
- Evaluated opportunities for street-grid reconnection, including vehicular and pedestrian use and access.
- Provide recommendations for uses on individual parcels; potential for upzoning to encourage property owners to participate in redevelopment.

SOMA



Phase 1 – Catalyst Blocks



- Focus initial redevelopment on the key blocks between Main Street and Lawrenceville Highway.
- The addition of medium density townhouses and multifamily residential supports retail uses throughout the Phase 1 area.
- Reconnecting the street grid along Fourth St. and Third Ave., along with mid-block Active Alleys promotes connectivity for pedestrians and vehicles.
- Pedestrian Barriers of Railroad and Lawrenceville Highway must be addressed.

SOMA



Residential Uses

Proposed residential uses support district strength and character

- High-density residential uses are necessary to support retail uses – people spend the most \$ close to home
- Mix of uses within the district (retail, residential, professional office) adds vibrancy and live/work/play character
- DDA ownership or preemptive rezoning allows city to direct the location and feel of residential development
- “Renters by choice” segment of population is growing and have disposable income to support local businesses



Policy Interventions:

- Removing height restrictions – allow 3-4 stories
- Encourage mix of types – townhouses & multifamily
- Ground floor commercial in targeted areas

SOMA



Pedestrian barriers

Lawrenceville Highway & Railroad Tracks



- Creation of a safe pedestrian experience crossing Lawrenceville Highway will be vital for activation of the SOMA neighborhood.
- Possible interventions could include:
 - Pedestrian bridge
 - Roundabout intersection
 - Road diet
- Potential for a bridge or tunnel crossing at Fourth St. helps to further connect North and South Main Street neighborhoods.
- A Fourth St. crossing allows for a more pedestrian-centric gateway into the SOMA area than Main St / Idlewood.

SOMA



Recovering / Activating Alleys

- Along with reconnected street grids, mid-block Active Alleys promote connectivity for pedestrians and vehicles.



	Complete street
	Active Alleys
	Side walk Improvement
	Existing Rail Road infrastructure
	Path Foundation Proposed trail/park
	Tunnel
	Lawrenceville Hwy Intervention



SOMA



Public Parking



- Shared public parking located within parking decks benefits new mixed-use retail along Fourth St. and Active Alleys.
- Additional surface parking should be incorporated in small amounts throughout the district to avoid large expanses of parking lots.

■ Structured parking

■ Surface parking

SOMA



Historic Assets

- Historic buildings along Main Street should be preserved while repurposed
- Other non-historic industrial buildings provide unique area character, but would benefit from façade updates



- Proposed Local Historic District
- Non-Contributing
- Contributing
- Vacant

From Tucker Proposed Historic District Map



SOMA



Before and After – Existing Building Opportunities



SOMA



Before and After – Existing Building Opportunities

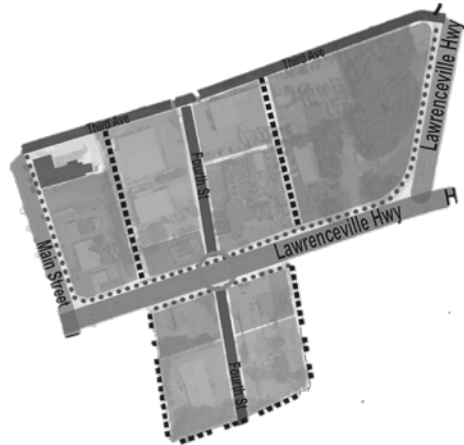


SOMA



Phase 2

Opportunities for development abound



- Redevelopment of remainder of Study Area will follow as Phase 1 is activated.
- Commercial retail and office uses will be supported by additional residential development south of Lawrenceville Highway.
- Street grid reconnection at Second St. and Fifth St. and additional Active Alleys south of Lawrenceville Highway continue improvements to neighborhood-focused experience.

SOMA



Development Incentives

Local Grant Programs

Façade Improvement Grants

Provide financial assistance to building owners for improvement and maintenance to existing buildings to upgrade and rehabilitate the exterior façade of their buildings, improving the marketability of the overall area.

Business Lease Incentives

Offer reimbursement of a percentage of annual lease payments to for profit businesses and non-profit organizations in eligible areas that plan to lease between 500 – 5,000 s.f. of new or additional market-rate, first-floor office, industrial or retail space for a minimum 5-year term.

Business Improvement Incentives

Offer grants of up to 50% of total project cost, grant amount not to exceed \$20,000, to businesses operating within the first-floor of a commercial corridor in the South Main redevelopment area that are planning to make building improvements, with a minimum project cost of \$5,000.



SOMA

Development Incentives

Local Financing Tools

Tax Allocation District

Establish a downtown TAD to capture and reinvest benefits of revitalization into the district

DDA Bond Issuance

Focus on projects that bolster the property tax base, create and retain permanent and construction jobs

Revolving Loan Fund

Develop a revolving loan fund to support the development and expansion of local small businesses, using interest and principal payments on old loans to issue new ones

Bonds-for-Title Tax Abatement

Development Authority takes title to a property in exchange for tax abatement by the former property owner (now leasee)



SOMA

Development Incentives

State and Federal Financing Tools

CDBG Funds

Federal funding for projects that aim to improve the quality of life for people with low and moderate incomes; allocated through Georgia Department of Community Affairs or DeKalb County

Federal EDA Grants

Fulfill regional economic development strategies to foster job creation, collaboration, and regional innovation; contribute to local efforts to build, improve, or better leverage economic assets

New Markets Tax Credits

Federal tax credits to assist in funding neighborhood changing / job creating commercial real estate projects and businesses located in low-income census tracts – area south of Lawrenceville Hwy are current eligible; east of Idlewood is “severely distressed”

Georgia Brownfield Tax Incentives

Owners of properly redeveloped brownfield properties can recoup eligible costs through abatement of property taxes



SOMA

Next Steps

Action Items

- City to **purchase** existing property to control early activation or sell land at a viable price for activators. Preserving existing buildings through the early large format users like breweries.
- **Rezone** area to allow for mix of desired uses.
- After initial acquisition or depletions of allocated funds work with PATH Foundation to propose and **build their trail** into the Phase 1 area. This will drive land values and encourage hold outs to sell.
- Broker and **market properties** to development companies who create the type of developments you are looking to achieve here.

SOMA





TUCKER

SOUTH MAIN
