MAY 2012

COLLEGE PARK

TRANSIT-ORIENTED DEVELOPMENT (TOD) PLAN AND MARKET FEASIBILITY STUDY

THE CITY OF COLLEGE PARK | FULTON COUNTY, GEORGIA

FINAL REPORT

Prepared By:

ATKINS

Real Estate RESEARCH CONSULTANTS

A collaboration between the City of College Park, MARTA (Metropolitan Atlanta Rapid Transit Authority), TOD / Commmunity Stakeholders, and Real Estate Research Consultants

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1.1 Executive Summary

1.11. Introduction

Atkins was selected in October 2011 to lead a master planning effort focused on the design and implementation of a transit oriented development (TOD) for the College Park MARTA station and surrounding area. Aiming to capitalize on its unique location, history, and linkage to various transportation opportunities, the City of College Park embarked on an ambitious strategy to become one of the most desirable transit oriented communities in Georgia. There were many assets on which to build upon—a large urban historic district and structures, a unique setting that is in close proximity to Atlanta, a rich transportation history that includes linkage to the Hartsfield-Jackson Atlanta International Airport, Interstates I-85 and I-285, the CSX railroad, and Metropolitan Atlanta Rapid Transit Authority (MARTA). Prior master planning activities outlined a plan for development to capitalize on the substantial potential that is evident in College Park. The City identified potential target sites within that defined study area. Working with the Atlanta Regional Commission, MARTA, a diverse stakeholder group, city staff, local business leaders, and residents, the design team formulated an ambitious vision for the TOD and existing core downtown area.

1.12. Goals of the Project

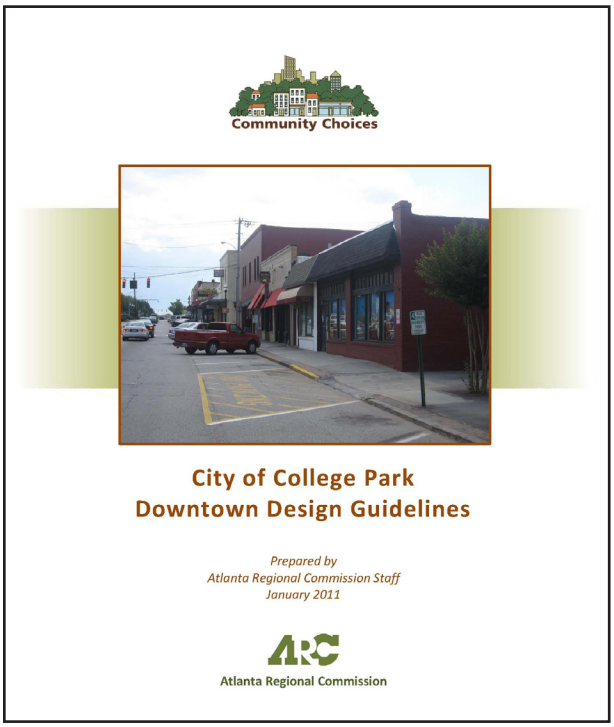
The overarching goal of our assignment was to build on this early conceptual work contained within various past studies to create a detailed template for growth over the next decade. To achieve this goal, our team drew upon several framework documents to refine our vision.

The first of which was the recently adopted TOD guidelines developed by MARTA. These policies were developed to provide a common frame of reference or vocabulary for the community of potential TOD locations. These guidelines set out a general direction for each station within the overall system and examples of specific strategies and techniques for potential developments surrounding those stations. Our proposed development is aimed to respect these

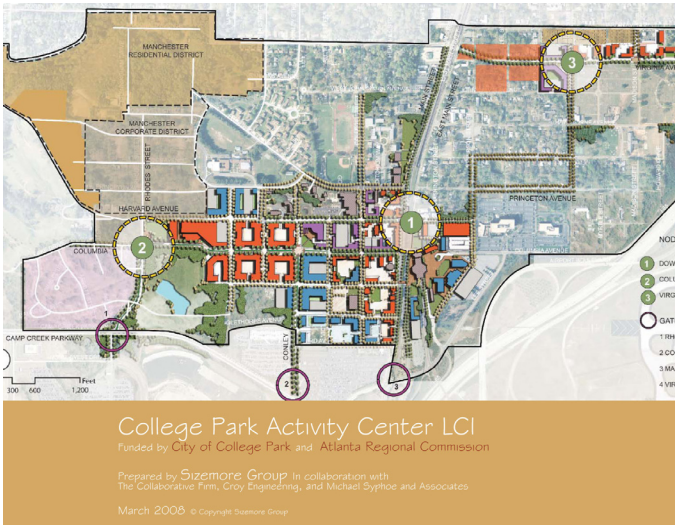
policies so that the end product is one that can be implemented by MARTA and future development stakeholders.

The City of College Park also has in place a set of downtown development guidelines that were prepared by ARC in 2011. A majority of the proposed TOD development resides within these district boundaries. The intent of these design guidelines are to serve as standards for all new development and redevelopment within downtown College Park. These development standards provide for a uniform landscape and urban design theme throughout the district's boundaries. It is the intent of the TOD project to provide a master plan that aligns with these guideline goals.

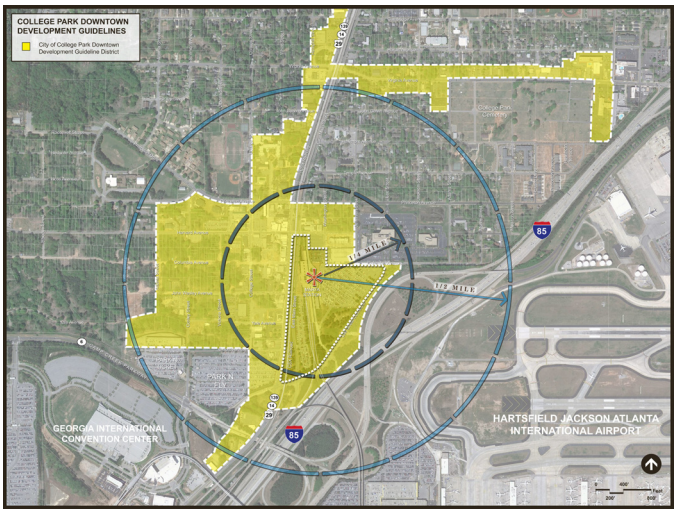
Lastly, our design is intended to build upon the prior comp plan and LCI studies. With community input and involvement focused throughout the entire process on this specific area within the community, we have been able to provide a design with a much greater level of detail than prior studies could attain.



City of College Park Downtown Development Guidelines.



City of College Park Activity Center LCI Study.



City of College Park Downtown Development Guidelines Boundary & District Map.

LCI Study Master Plan - Enlargement of City of College Park Downtown and MARTA Site.

1.13. TOD Stakeholder Group

Prior to the project kick-off meeting a diverse group of stakeholders was assembled by the City of College Park Staff. The core group steering committee was made up of members of the Main Street Association, developers, architects, brokers, real-estate professionals, BIDA board members, city, council and staff members, county staff, clergy, Hartsfield-Jackson representatives, MARTA, FAA, bankers, GICC, and residents. A total of five public meetings were held along with additional meetings at the staff level with the City and MARTA. These groups provided their collective expertise and experiences to create an exciting, accessible, inclusive, and sustainable development for the City of College Park and the Atlanta region.

TOD Stakeholder Group and Meeting Participants

Name	Organization/Role
Tom Carpenter	Main Street Association/Developer
Randy Zaic	Resident/Architect
Johnny Easterling	The Wiley Real Estate Group/Broker
Robbie Roberts	Red Door Realty/Broker & Resident
Rod Mullice	Newmark Knight Frank/Broker
Frank Giles	GICC/Parking Manager
Edrick Harris	HJ Russell & Co/Developer
Aaron Daily	Historical Concepts/Architect
Shelley Lamar	HJAIA/Planning
Michael Green	BB&T/Banker
Rusty Slider	Woodward Academy/Vice President for Admissions
Eileen Murphy	CPHNA/Board Member & Resident
Beth Sanders	College Park First United Methodist Church/Pastor
Jeff Green	College Park BIDA/Board Member & Resident
Jon Ritt	College Park BIDA/Board Member & Resident
Connie Johnson	MARTA Senior Development Associate
Ambrose Clay	City of College Park/Council Member
Jason Myrick	SunTrust Bank/Banker & Local Business
Ginger Blackstone	Resident

Staff

Barbra Coffee	City of College Park/Economic Development
Bill Johnston	City Planner
Erica Rocker	City of College Park/Main Street Manager
William Moore	City of College Park/Engineering

Consultants

Rich Rohrer ..... Atkins
John Boudreau ..... Atkins
Chad Hayes ..... Atkins
Don Carnell ..... Atkins
Todd DeLong ..... Real Estate Research Consultants
Jared Lombard ..... ARC

MARTA Meeting Participants

Ted Tarantino ..... Manager, Joint Development
Connie Johnson ..... Senior Development Associate
John Crocker ..... Director of Development and Regional Coordination
Brittany Lavender ..... Service Planner II
Jolando Crane ..... Senior Service Planner
Monte Howard ..... MARTA Bus Operations
John McMath ..... MARTA Bus and Rail Scheduling
Greg Floyd ..... Senior Landuse Planner
Ravi Sharma ..... MARTA Architect
Major N. Easting ..... MARTA Police Department

City Development Committee Meeting Participants

Oscar Hudson ..... City of College Park/Building Safety
Terry Anderson ..... College Park Power
Hugh Richardson ..... College Park Power
Brian Steele ..... College Park Fire
Barbra Coffee ..... City of College Park/Economic Development
Bill Johnston ..... City Planner
Erica Rocker ..... City of College Park/Main Street Manager
William Moore ..... City of College Park/Engineering

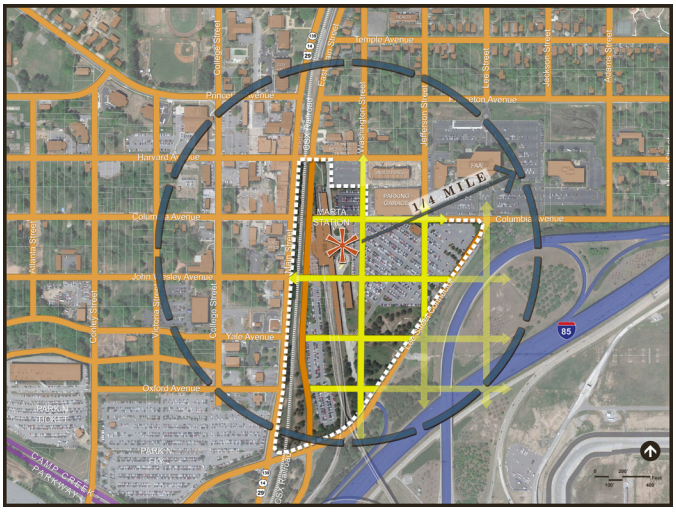
Additional Meeting Participants

Bob Ellis ..... Main Street Board member, Local Business
Fritz Engelmann ..... Resident
C. Derda ..... Resident
Bo Causey ..... Main Street Board Member, Resident
John Aldridge ..... CPHNA President, Resident
Jean Clay ..... Resident
Betsy Easton ..... Resident
Sidney Douse ..... Resident
Quintasha Swanson ..... Resident
Stuart Gulley ..... Woodward Academy President, Resident
Monica Williams ..... HJAIA
Michael D. Martindill ..... Tim Haahs & Associates, Inc.

1.14. Design Process

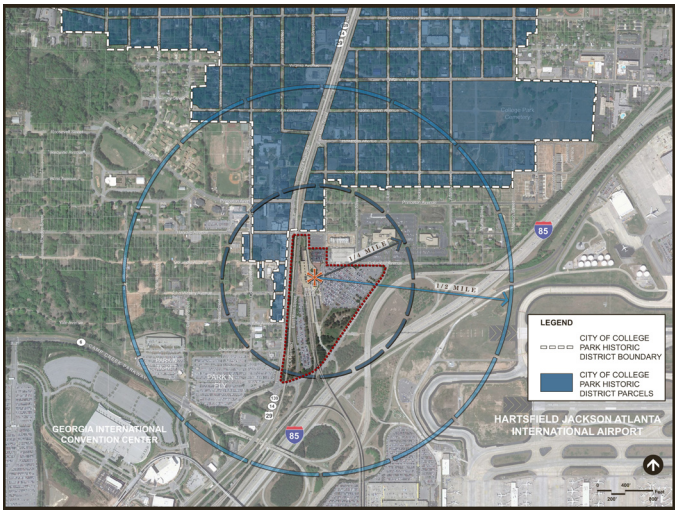
The first phase of the design process involved an extensive due diligence study. Information was assembled regarding existing and future land use maps, zoning, land ownership maps, pedestrian and bicycle accessibility, public transportation routes, on- and off-site parking location and availability, and infill opportunities. Due to the location of the station and proximity to Hartsfield-Jackson Atlanta International Airport, a complex series of airport restrictions were evaluated. These included object free and runway protection zones, height restrictions, and noise contours. An opportunities and constraints graphic was generated from the data gathered. A detailed presentation was provided to the stakeholder group outlining the opportunities and constraints, as well as MARTA and College Park development guidelines prior to design. A group ranking exercise was also given to the group to gain input on building style, scale, and appropriate land uses for the district. A meeting was held with MARTA to obtain staff input and provide due diligence information.

Phase two marked the beginning of the design phase. An open public charrette process was led by the Atkins design team and resulted in three unique design concepts. From these three concepts, a preferred plan was generated. The preferred plan was presented back to the stakeholder group, MARTA, and city staff for review and comment. The final design incorporated input from all groups involved.

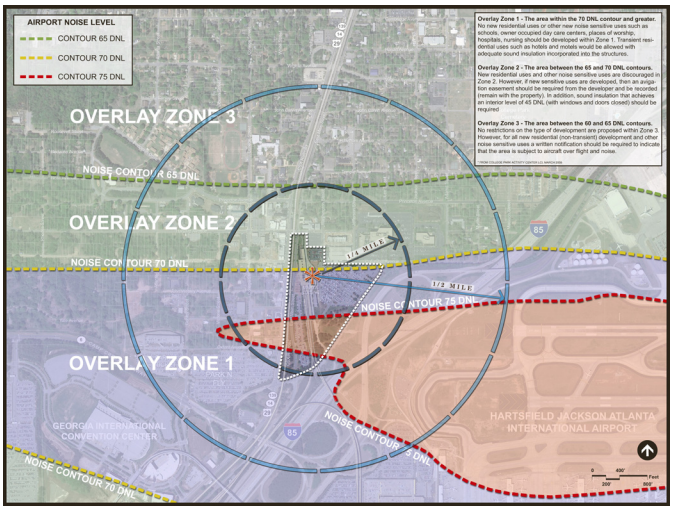


Historic Street Grid Map.

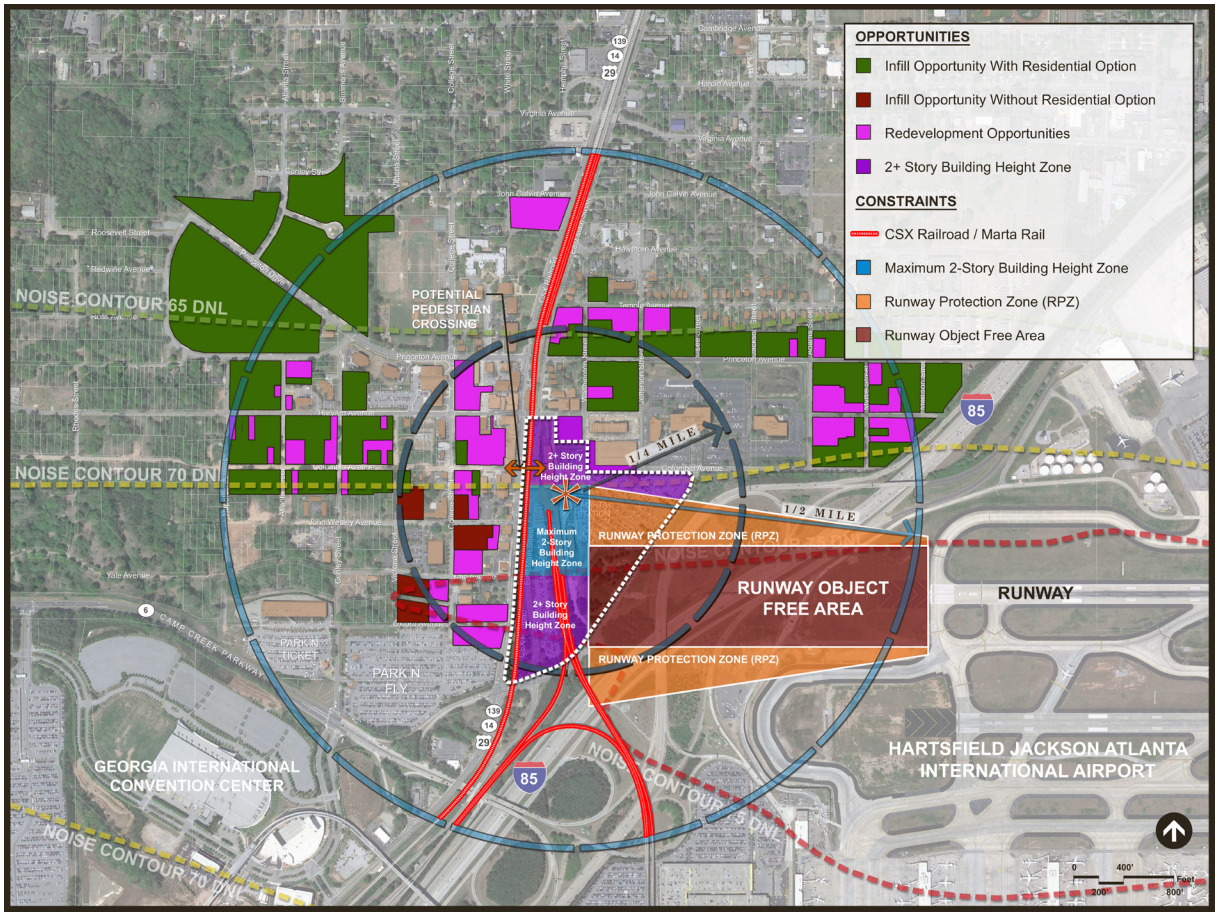
Airport Height Restriction Map.



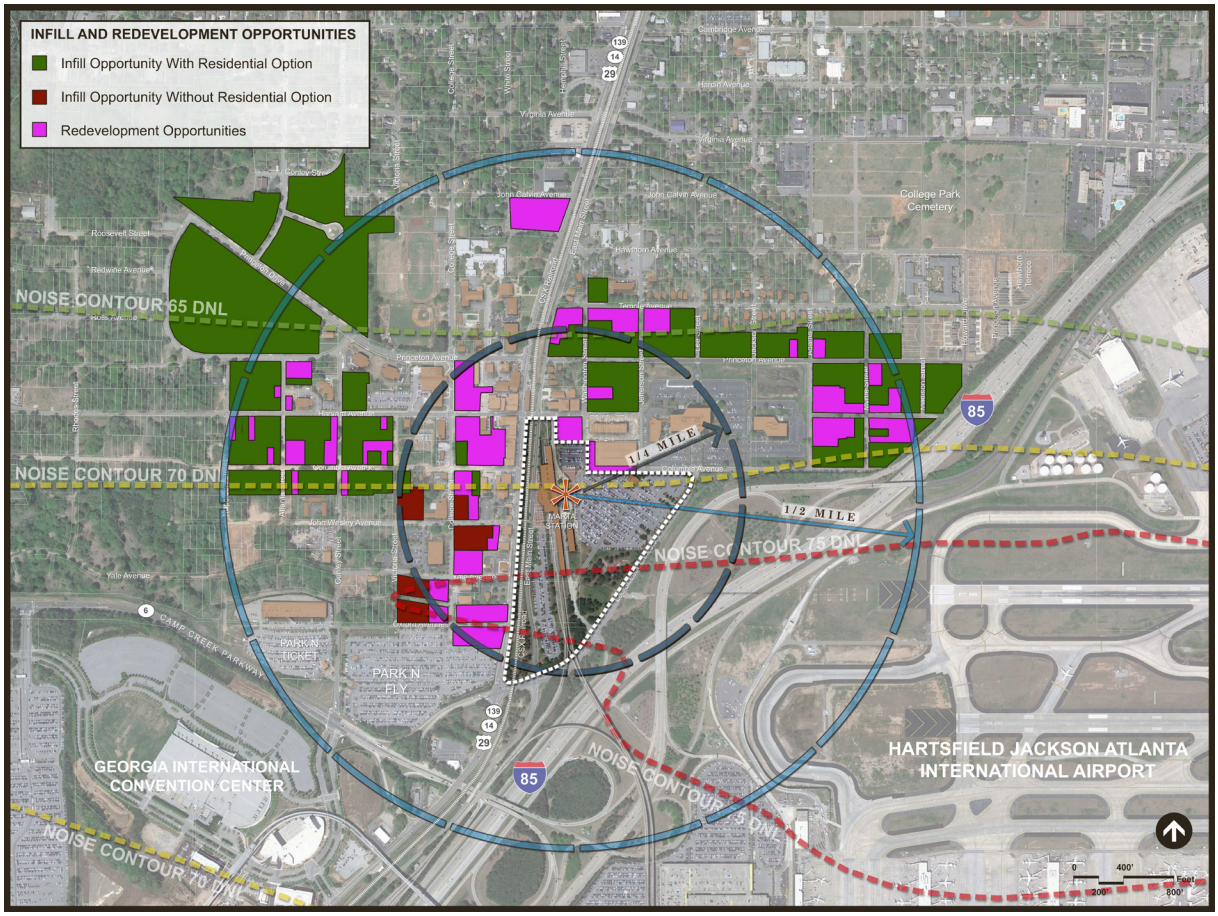
Historic District Boundary & Parcels.



Airport Sound Contour Map.



Opportunities and Contraints Map.



Infill and Redevelopment Opportunities Map.

1.15. Existing & Future Market Conditions

Sitting at the doorstep of the Hartsfield-Jackson International Airport, the City of College Park is the gateway to the Atlanta region. In addition to hosting one of the largest employment centers in the region, the city boasts the second largest convention center in the state of Georgia. For these and other reasons, the city is logically well positioned for future economic growth, but obstacles and barriers have made it difficult to capitalize on its location and proximity to major employers.

Real Estate Research Consultants, Inc. (RERC) was retained as a subconsultant to Atkins to assist the City in creating a concept for Transit Oriented Development (TOD) near the city's downtown MARTA station. RERC's role was to evaluate and analyze existing market conditions as well as future potential demand for TOD in downtown College Park, focusing on areas within one-half mile of the station. The following are selected key findings from this analysis:

Background:

- College Park provides easy access to the busiest passenger airport in the U.S., the second largest convention center in the state, and nearly 60,000 employees. There are substantial assets that are not fully being leveraged.
- Population in College Park decreased by approximately 31% between 2000 (20,382) and 2010 (13,942). The decrease is mostly attributed to the expansion of the airport, which led to the demolition of many of the city's residential neighborhoods.
- The owner/renter split of occupied housing units in the city is 26%/74%, compared to 66%/34% in the Atlanta MSA and 54%/46% in Fulton County.
- The median household income in College Park ($30,220) is notably less than Fulton County ($56,709) and the state ($54,344), and their trends over the past 10 years indicate few signs of improvement.
- Nearly 60% of the households within the city earn less than $35,000 per year. 54% of the employees in the city (regardless of where they reside) earn more than $40,000 per year.

Market Context:

- College Park is a major employment center in the region with nearly 60,000 jobs.
- Only 12% of the city's residents work in the city, creating a substantial jobs/housing imbalance. In other words, 88% of the jobs in the city are filled by individuals who commute from areas outside the city.
- 71% of the nearly 60,000 jobs within the city are in the transportation and warehousing industry.
- College Park's retail market has remained unchanged over the past 12 years. Only 310,000 SF of retail space were added to the supply since 2000. Only 7,690 SF of retail were added within one-mile of the MARTA station.
- Retail occupancies experienced a gradual decline over the past 12 years, however, occupancies within 1.0-mile from the station dropped at a much higher rate.
- Despite oversupply of retail and declining occupancies, lease rates have not changed much in the city.
- Limited new commercial development can be found in areas easily accessible to major roadways, but new commercial development in the downtown core and near the station has been negligible.
- The office market in College Park has also remained relatively unchanged since 2000. No additional space has been added to the inventory within 0.5 miles from the MARTA station in the last 12 years.
- Gateway Center I, located adjacent to the Georgia International Convention Center (GICC) and within one mile from the MARTA station, added 128,396 SF of office space to the total available inventory. The building is about 90% leased.
- Between 2000 and 2006, nearly 70,000 single and multifamily permits were issued in the Atlanta MSA each year. In 2011, only 8,692 total permits were issued.
- College Park experienced similar trends with zero total permits issued in 2010 and seven total permits issued in 2011. Between 2003 and 2006, the city issued 292 single family and 104 multifamily permits.

- Residential activity has shown few signs of a comeback despite the removal of nearly 3,000 housing units and an economic base of nearly 60,000 employees.
- College Park's stability in terms of job counts (regardless of each respective employee's place of residence) may be attributed to the direct and indirect employment related to the Hartsfield-Jackson International Airport.
- The city is well positioned to capitalize on development activity near the airport, particularly from city-owned properties recently bought from the City of Atlanta.
- Employment and activity centers will continue to draw interest, but they also have the potential to cannibalize potential growth in the city's core.
- Retail analysis considers demand generated by three primary groups – residents/households within the market area, visitors to the GICC, and non-resident workers within the city.
- Demand for new office space is based on the city's historical share of office development in Fulton County. This methodology assumes demand for space in the near future will be filled by existing vacancies first, with greater growth potential in 10 to 15 years.
- If there are no significant public investments or initiatives implemented to target TOD activities near the station, there will likely be minimal market response from the private sector.
- Demand for future growth will be constrained by declining population and households within the market areas.
- Assuming the public sector does intervene, the analysis evaluates the potential to implement the Preferred TOD Plan designed by Atkins.
- The preferred plan calls for:

Use	Square Footage	Units/Rooms
Single Family Residential		11
Multifamily Residential		562
Retail / Service	221,550	
Office	134,700	
Hotel		150

- The plan is estimated to create 573 new households, or 1,375 residents, and over 1,000 new jobs.
- These new households would generate approximately $32,776,000 in total household income.
- Employees generate nearly $170,000,000 in potential expenditures, but only a small portion of these expenditures can be captured near the station.
- While the type of visitors to the city includes family/personal, business, and airport related visitors, the analysis focuses on the visitation associated with the activities taking place at the GICC.
- The estimated 800,000 visitors to the GICC represent approximately $100,000,000 in total retail expenditures. Again, only a small percentage of these expenditures are likely to be captured within the primary trade area.
- Total estimated demand is shown in the following table.

Retail / Service Demand Generator	Demand @ Build-out (SF)		
New Residents/Households	18,000	-	22,000
Existing & New Non-resident Workers	102,000	-	131,000
GICC Visitors	61,000	-	78,000
Total	**181,000**	**-**	**231,000**

- New residents would account from about 10% of all demand, while visitors and employees would account for 34% and 56%, respectively.
- Between 110,000 and 141,000 SF of office space can be supported over the next 25 years.
- The potential to support additional residential development depends on a mix of redevelopment policies, removing, or limiting, negative perceptions such as crime and blight, and developing parcels in such a manner that creates a sense of place in the downtown core.
- As evidenced by the opening of the 142-room Hotel Indigo in downtown and the completion of a $3,000,000 renovated Holiday Inn and Suites, the city's location proximate the airport and the GICC provides increased opportunities for hotel development.
- At least an additional 120 to 150 rooms could be supported in the downtown area over the next 25 years. Additional rooms could be supported as visitation increases at the GICC.
- With significant public sector support and involvement, the analysis undertaken indicates the TOD plan designed by Atkins for the City could be reasonably supported over the next 25 years.

Strategies:

- The demand for each of the uses described above depend significantly on major public intervention in terms of redevelopment initiatives allowable under state and federal law.
- Georgia has a number of redevelopment programs that can be combined or used discretely. Some of these include: tax allocation districts; the Urban Redevelopment Act; Enterprise Zones (currently applied in the city); Opportunity Zones; revolving loan funds; property taxes (dedicated millage to support development); special assessments and special benefit fees or charges to support redevelopment; sales taxes to support redevelopment; user fees/charges/surcharges; developer fees, exactions, or charges; federal spending, grants, and other special funding; and privatization and partnerships.

	PROS						CONS					
Funding Option	Easily implemented	Easily administered	Strong revenue potential	Low to moderate political risk	Flexibility in use	Good source of support for debt financing	Some difficulties in implementing	Relatively difficult to administer	Limited revenue potential	Relatively high political risk	Less Flexibility	Limited support for debt financing
Tax Allocation Districts			X	X	X	X	X					
Use of the Urban Redevelopment Act	X	X			X				X			X
Enterprise Zones	X	X		X					X		X	
Revolving Loan Fund	X	X		X					X		X	X
Opportunity Zones	X	X		X					X		X	X
General fund	X	X								X		
Dedicated Property Taxes		X			X	X				X		
Special assessments	X		X	X	X	X		X				
General sales taxes		X				X	X		X	X	X	
User fees	X	X		X					X		X	X
Developer fees	X			X				X	X		X	X
Federal spending, grants, other				X				X			X	
Privatization			X	X	X	X	X	X				

- Substantial deviation from the plan could have a material impact on the demand for retail, service and entertainment space adjacent to the MARTA station. The timing of the new demand depends upon market conditions turning around to allow for redevelopment with a mix of uses around the station area. These conditions are not likely to change in the next two to four years, but it would be important for the City to begin planning their implementation and redevelopment strategies to assure it is ready when the market appears ripe for redevelopment.
- There are a variety of the strategies for the City to consider, most of which depend on the tools selected and the availability of financing/funding.
- The city should focus on a series of small catalytic projects intended to increase private investment and private sector interest in the target area. Successful short term strategies can be leveraged to create and sustain long term value.
- Near term opportunities include residential, retail, and parking development near the station. Attracting new residents to the downtown core to take advantage of the city's proximity to a major employment center, easy access to MARTA, and major highways is critical to successfully achieving significant and meaningful redevelopment.
- Parking infrastructure should not be planned on a project by project basis, but should address the parking needs for a district, or larger area.
- Based on current economic and market conditions, other uses, such as office and hotel, will require some time to be viable in the market place. Additional hotel rooms may be warranted as visitation increases to the GICC.
- Implementing the plan as presented would generate significant tax revenue for the City and other affected taxing entities.

			Assessed Value		Ad Valorem Revenue	
Use	Units/SF	Total FMV	Real	Personal	City of College Park	Fulton County
Residential						
Single Family - For Sale	11	$ 1,925,000	$ 770,000	$ 115,500	**$ 10,236**	**$ 25,948**
Multifamily - Rental	562	56,200,000	22,480,000	3,372,000	**298,849**	**757,541**
Office	134,700	21,888,750	8,755,500	1,313,325	**116,396**	**295,047**
Retail	221,550	36,001,875	14,400,750	2,160,113	**191,444**	**485,283**
Hotel	150	11,250,000	4,500,000	675,000	**59,823**	**151,643**
		$ 127,265,625	**$ 50,906,250**	**$ 7,635,938**	**$ 676,748**	**$ 1,715,462**

- The retail and hotel uses within the program also generate sales tax revenues flowing directly into the City's coffers.

		Sales Tax Revenue [1]	
Sales from:	**Taxable Sales**	**City of College Park**	**Fulton County**
Retail	$ 57,879,938	$ 578,799	$ 1,157,599
Hotel	3,094,744	30,947	61,895
Total	**$ 60,974,681**	**$ 609,747**	**$ 1,219,494**

- Potential tax revenues generated by new development is particularly important since several of the redevelopment tools discussed in this analysis, such as tax allocation districts and their ability to utilize tax increment financing, are based on successfully increasing the city's tax base.

2.1 College Park Neighborhood

2.11. Location

The City of College Park comprises about 10 square miles just southwest of the City of Atlanta. The incorporated area is split between two counties – Fulton and Clayton Counties – but lies predominantly within Fulton County. The City is easily accessible through its proximity to Interstate Highways I-85 and I-285, U.S. Highway 29, the Hartsfield-Jackson Atlanta International Airport, and its connection with Metropolitan Atlanta Rapid Transit (MARTA). The city has a population of approximately 14,000. The city lies within an area that is characterized with hills and flat plains.

2.12. History

The city was originally established in 1890 as the City of Manchester, but became known as the City of College Park in 1896. It was situated along the Atlanta-Westpoint Railway. The city's name was derived from being the home of Cox College and the Southern Military Academy (later to be named Georgia Military Academy). Cox College closed in 1938, but several of the buildings are still in use today. City Hall, the city auditorium, a public library, and McClarin High School are located on the old Cox College campus. The Georgia Military Academy became Woodward Academy after the military program was eliminated in 1966. This private school is the largest independent day school in the continental United States and is known as one of the top education institutions in the state. The City's rich heritage and strong ties to education is still evident today within the fabric of central business district. The east-west avenues in College Park are named for Ivy League colleges, and the north-south streets are named for influential College Park residents. Because of its accessibility and location, the city continues to serve as a gateway to the Atlanta region.

3.1 Phase One - Inventory and Assessment

3.11. MARTA TOD Guidelines

MARTA adopted Transit Oriented Development (TOD) Guidelines in 2010. The purpose of these guidelines were to provide a common framework, or vocabulary for designers to reference. They were also to aid MARTA itself to:

- Guide their role as a TOD sponsor for joint development built on MARTA property or connected to the station.
- Guide TOD stakeholders with development that is to occur within the one half mile of their stations.
- Guide TOD advocates with sustainable land use decisions along MARTA corridors.

MARTA staff were involved with throughout the design process giving valuable input and understanding into the workings of the current College Park station. They also were represented in the charrette process and addressed key issues associated with the current station configuration. The MARTA Guidelines were used as a point of reference for the design team and examples of current stations provided by the guidelines were used to illustrate design concepts and densities recommended for the College Park TOD. Meetings were held at key points during the project with MARTA staff to receive input on the designs under consideration. This information was used to make revisions to the preferred plan so that the final product reflected their ideas and address staff concerns.

The MARTA Guidelines were built around four key TOD principles:

1. **Density:** The development within the station area should be compact and dense relative to surrounding areas. This greater density allows more people to live, work, shop, or go to school within walking distance of the station.
2. **Variety of Land Uses:** The development should contain a mix of "live, work, play", uses to create a sense of place that allows people the opportunity to do all they need to do within walking distance to the station.

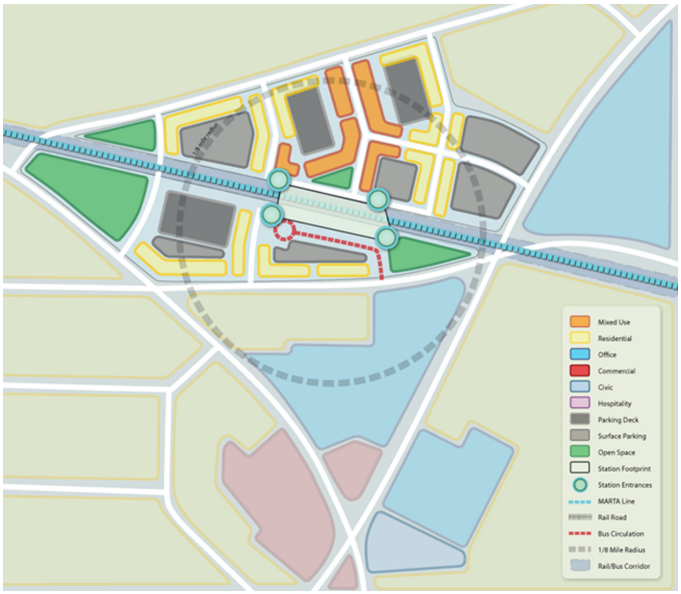
This mix of uses helps to strengthen the link between transit and development and allows transit to function more cost-effectively.

3. **An Energized Public Realm:** TOD developments are pedestrian-oriented developments that are focused on the quarter-mile radius that most people will walk to the station as part of their daily routine. By creating easy to navigate routes that are accessible, well lit, and have appropriate amenities helps to create a safe environment. Energizing the street level with shops, restaurants, and other active uses improves the experience of the user and increases ridership.
4. **A Creative Approach to Parking:** Parking should be shared as much as possible, taking advantage of multiple uses and reducing the required number of spaces provided. Parking should be designed in such a way that it does not overpower the pedestrian environment. Many users will still come and go by car and will need a place to park, but demand for parking should be reduced due to the number of available transit options.

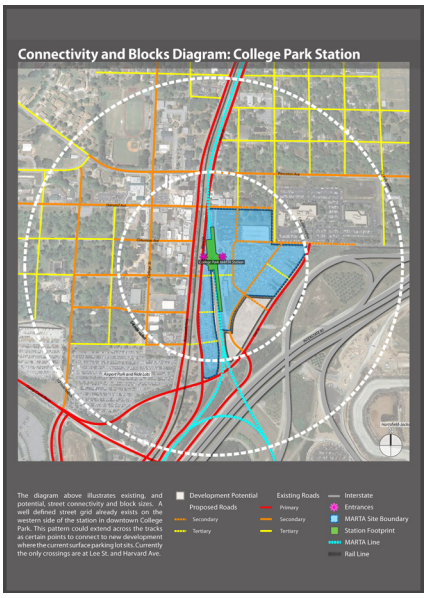
Station Designation

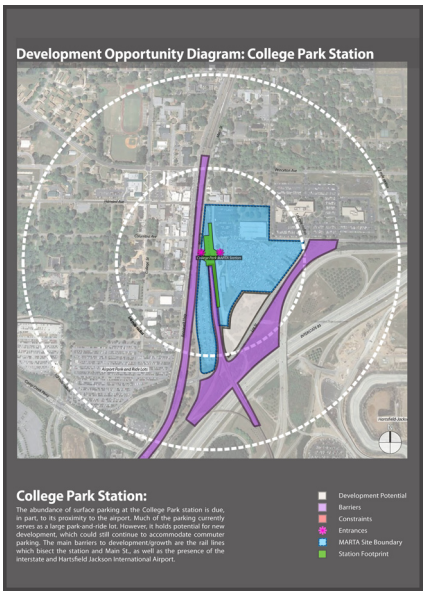
The College Park station is designated as a commuter town center. A commuter town center has the following characteristics:

- Has similar characteristics to a traditional town center
- Contains a mixed-use node
- Is a capture point for commuters
- Has large capacity park-and-ride (1000+ spaces)
- Is designed to accommodate large volumes of local and regional bus passengers
- Must be planned to accommodate large volumes of rush hour commuters traveling in opposite directions:
- Commuters bound for urban core
    - Reverse commuters traveling to work in commuter town center
    - Is located at strategic points on interstate system
- Has densities of 25-75 residential units per acre and 4-15 story buildings



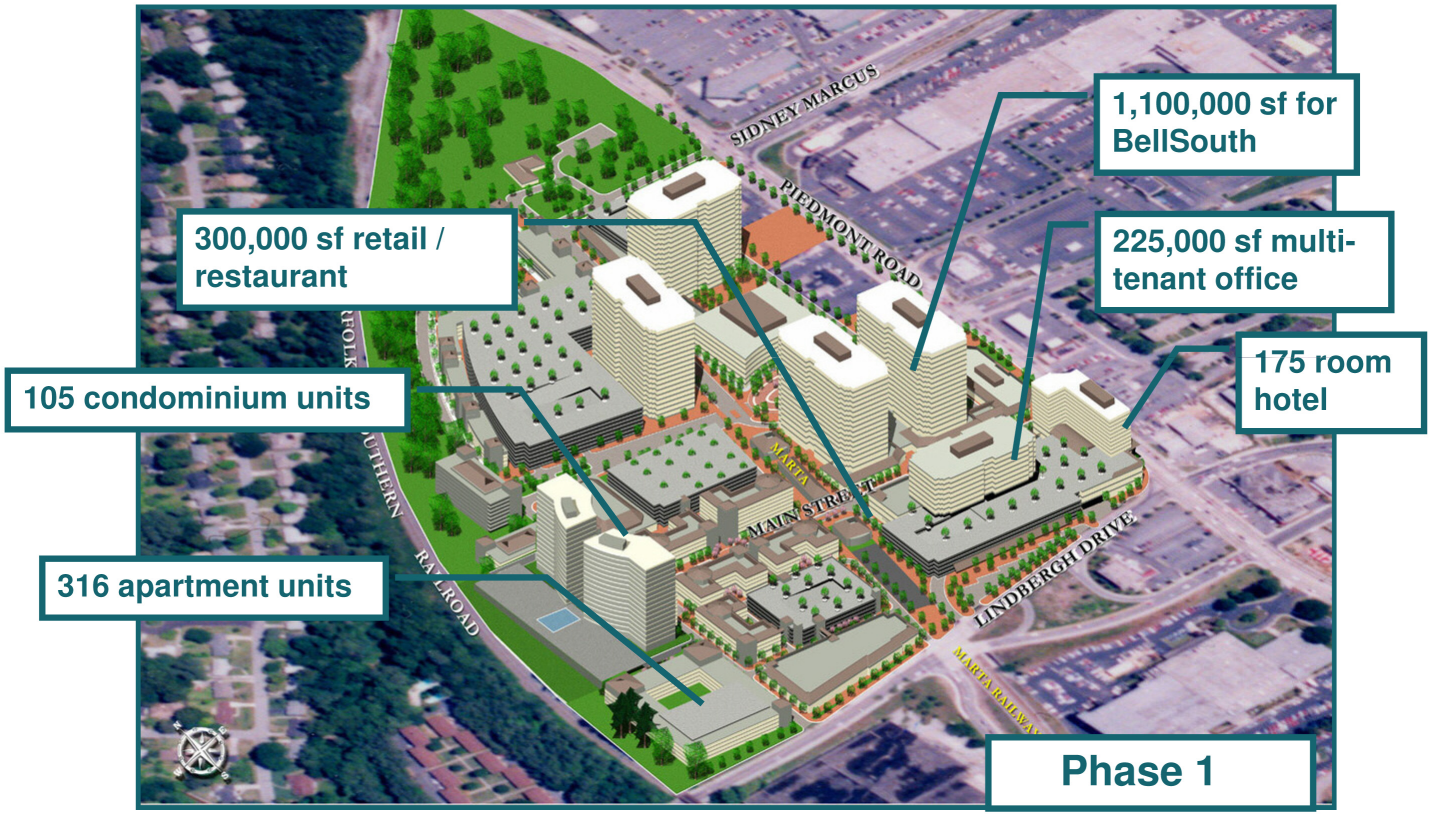
MARTA Guidelines - Commuter Town Center Diagram.





MARTA Site Diagrams.

Examples of Commuter Town Center Station Types



Lindbergh City Center - Atlanta, GA

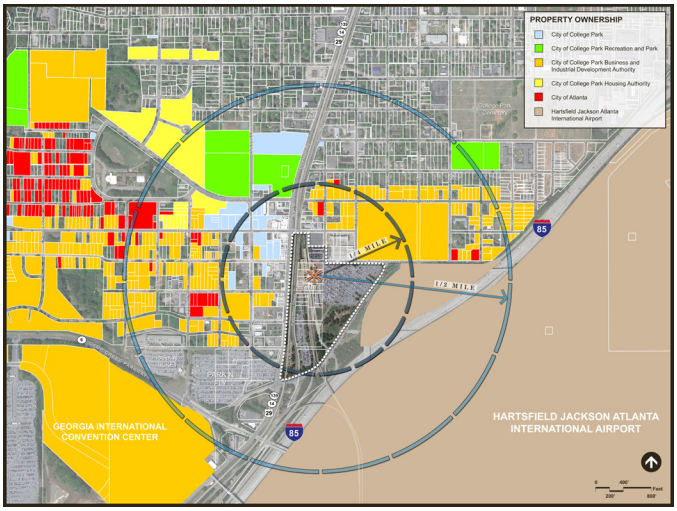
- RETAIL
- RESTAURANT
- HOTEL
- OFFICE
- RESIDENTIAL
- CHILD CARE
- STRUCTURED PARKING

- 32 ACRE SITE
- 2,700,000 S.F. SPLIT EVENLY BETWEEN COMMERCIAL AND RESIDENTIAL USES
- 200,000 S.F. RETAIL
- 3 OFFICE BUILDINGS
- HOTEL
- 65,000 S.F. GROCERY STORE
- FOUR APARTMENT BUILDINGS

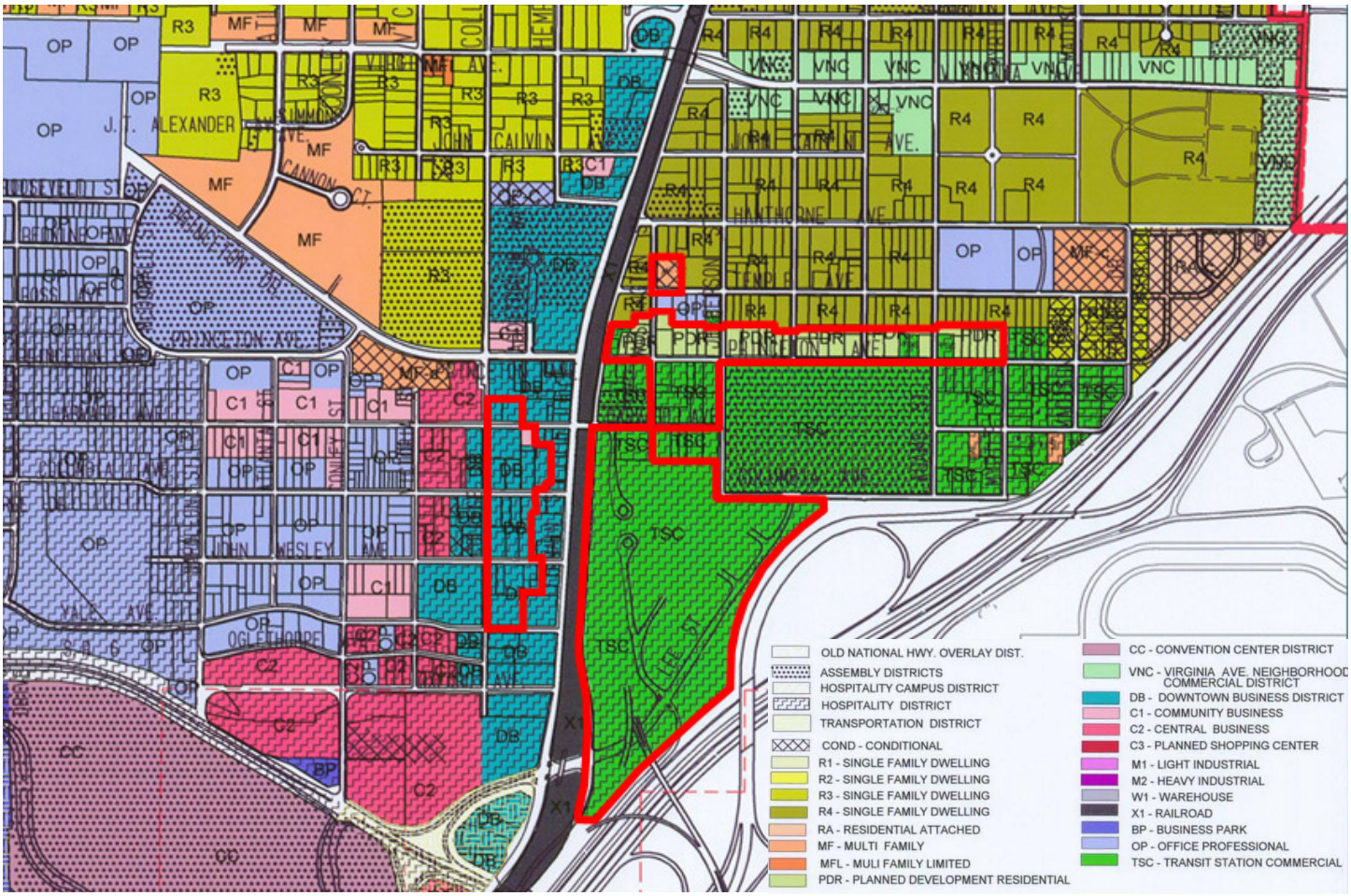
White Flint City Center - Bethesda, MD

3.12. Land Use

The TOD study focused on the station area and the surrounding properties within the one half mile radius of the site. The College Park Station itself is currently zoned as Transit Station Commercial district. The area directly adjacent to the MARTA site to the north and northeast are also in this zoning. Currently these areas consist of the FAA site, a hotel, the First United Methodist Church, residential lots, and vacant properties. West of the property is the historic Downtown Business district. Directly adjacent to the MARTA property to the south and east is property owned and controlled by Hartsfield-Jackson Atlanta International Airport.



Property Ownership Map.



City of College Park Zoning Map.

3.13. Transit

The College Park MARTA Station is classified by MARTA as a commuter town center station along the Red Line and the Gold Line. The station is directly adjacent to a CSX rail line and there is a single shared platform with split access points on either side of the railway.

3.14. Station Users

In 2010, ARC released a survey completed on Transit On-Board Ridership. The survey interviewed riders of all transit systems in the region provides detailed information about specific bus routes and stations. In 2010, ARC released its Transit On-Board Ridership Survey. The survey interviewed riders of all transit systems in the region and allows for detailed information about specific bus routes and stations. The following information was gathered from the ridership relating to the College Park station.

Mode of Transportation to College Park MARTA Station

Mode	Number	Percent
Transferred	424	45.6%
Drove	277	29.8%
Dropped Off	141	15.2%
Walked	83	8.9%
Carpool/Vanpool	3	0.3%
Ride & Walk/Bike	2	0.2%
Total	930	100.0%

Vehicle Availability

Vehicles	Percent
0 vehicle	40.7%
1 vehicle	32.0%
2 vehicle	19.4%
3 vehicle	7.9%
4 or more vehicles	0.0%

Source: ETC Institute June 2010 - Atlanta Regional Commission Regional On-Board Transit Survey

Household Size

Persons	Percent
1 person	18.3%
2 person	29.0%
3 person	22.2%
4 person	16.0%
5 person	8.1%
6 or more person	6.4%

Source: ETC Institute June 2010 - Atlanta Regional Commission Regional On-Board Transit Survey

Number of Employed Persons in Household

Employed Persons	Percent
0 person	8.6%
1 person	38.6%
2 person	39.3%
3 person	10.1%
4 person	2.3%
5 person	0.7%
6 person	0.5%

Source: ETC Institute June 2010 - Atlanta Regional Commission Regional On-Board Transit Survey

Employment Status

Answer	Percent
Yes	74.5%
No	25.5%

Source: ETC Institute June 2010 - Atlanta Regional Commission Regional On-Board Transit Survey

Student Status

Answer	Percent
Yes	30.6%
No	69.4%

Source: ETC Institute June 2010 - Atlanta Regional Commission Regional On-Board Transit Survey

Driver's License Status

Answer	Percent
Yes	71.0%
No	29.0%

Source: ETC Institute June 2010 - Atlanta Regional Commission Regional On-Board Transit Survey

Gender

Answer	Percent
Male	48.4%
Female	51.6%

Source: ETC Institute June 2010 - Atlanta Regional Commission Regional On-Board Transit Survey

Age Distribution

Age Range	Percent
under 18	3.8%
18-24	26.3%
25-34	25.2%
35-44	18.3%
45-54	15.7%
55-64	8.6%
65 or older	2.1%

Source: ETC Institute June 2010 - Atlanta Regional Commission Regional On-Board Transit Survey

Bus Routes

The College Park station is currently connected to a number of MARTA bus routes. Connecting MARTA bus routes include:

82 Camp Creek / Welcome All
89 Flat Shoals Road/Scofield Road
172 Sylvan Road/Virginia Ave.
180 Fairburn / Palmetto
181 South Fulton P/R / Fairburn
189 Old National Hwy/Union Station

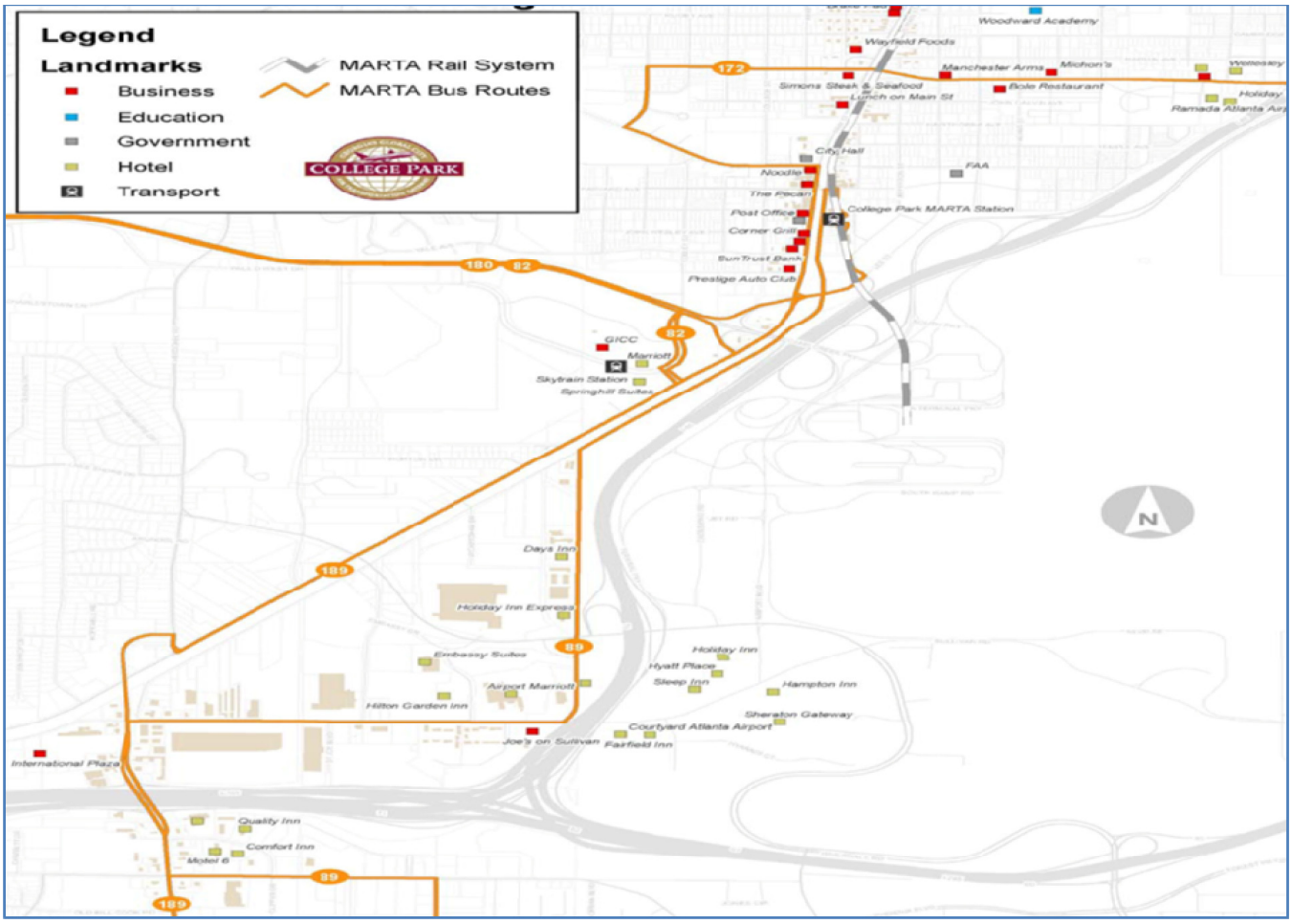
College Park GoBus Program

The City of College Park launched a new circulator public transportation system in 2012. This system, made up of seven vehicles powered by compressed natural gas, will begin by operate a lunch time express route between the hours of 11 a.m. and 2 p.m. The bus line is a free shuttle circulating through out College Park and connects the MARTA station, key attractions, places of employment, the College Park business district, education, government facilities, and hotel areas.

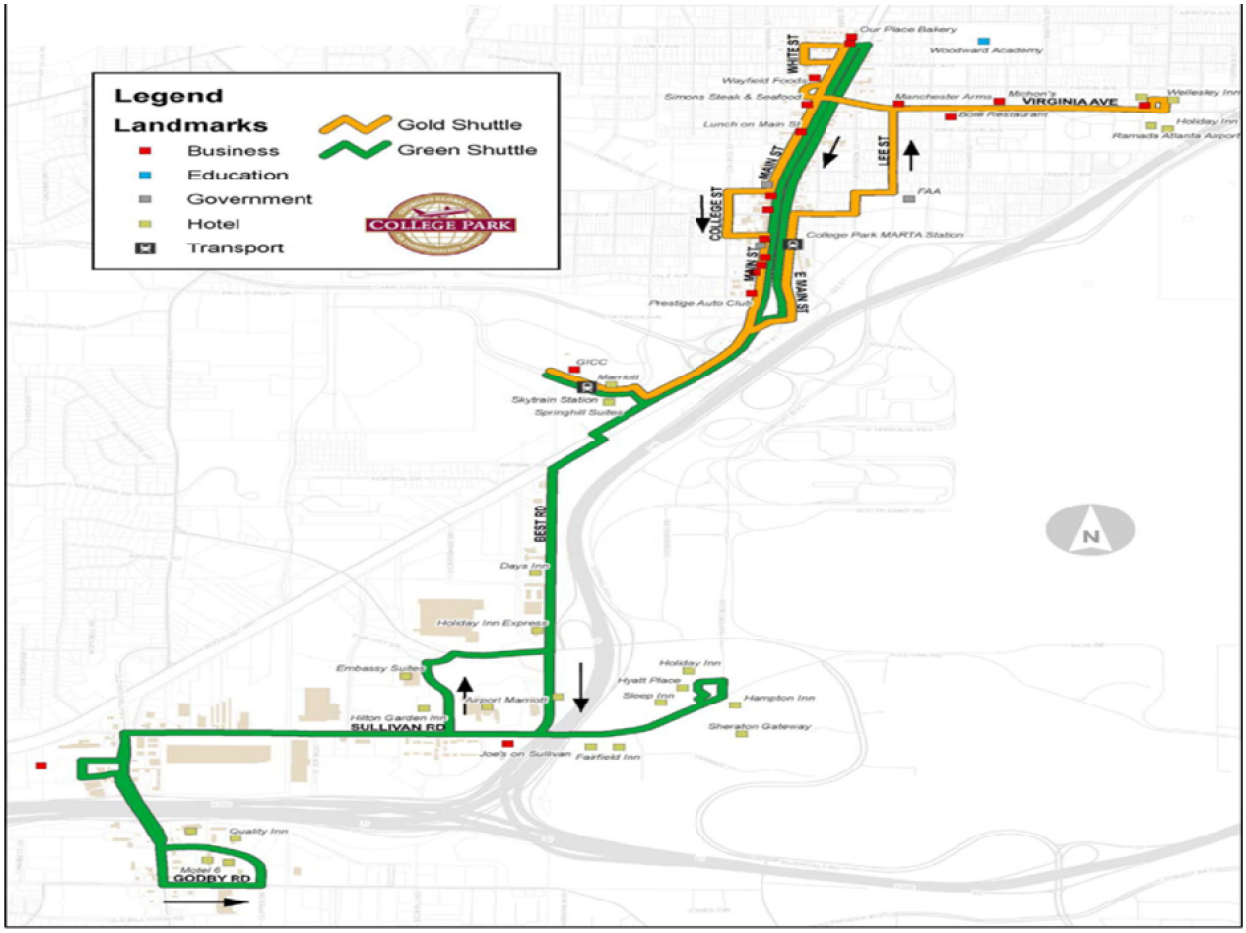
Sky Train Station

As part of a new rail line connection Hartsfield-Jackson Atlanta International Airport to its new airport Rental Car Center, passengers can exit at its first station located at the Georgia International Convention Center. This new station is located within the City of College Park and is connected to the study area via the GoBus program.

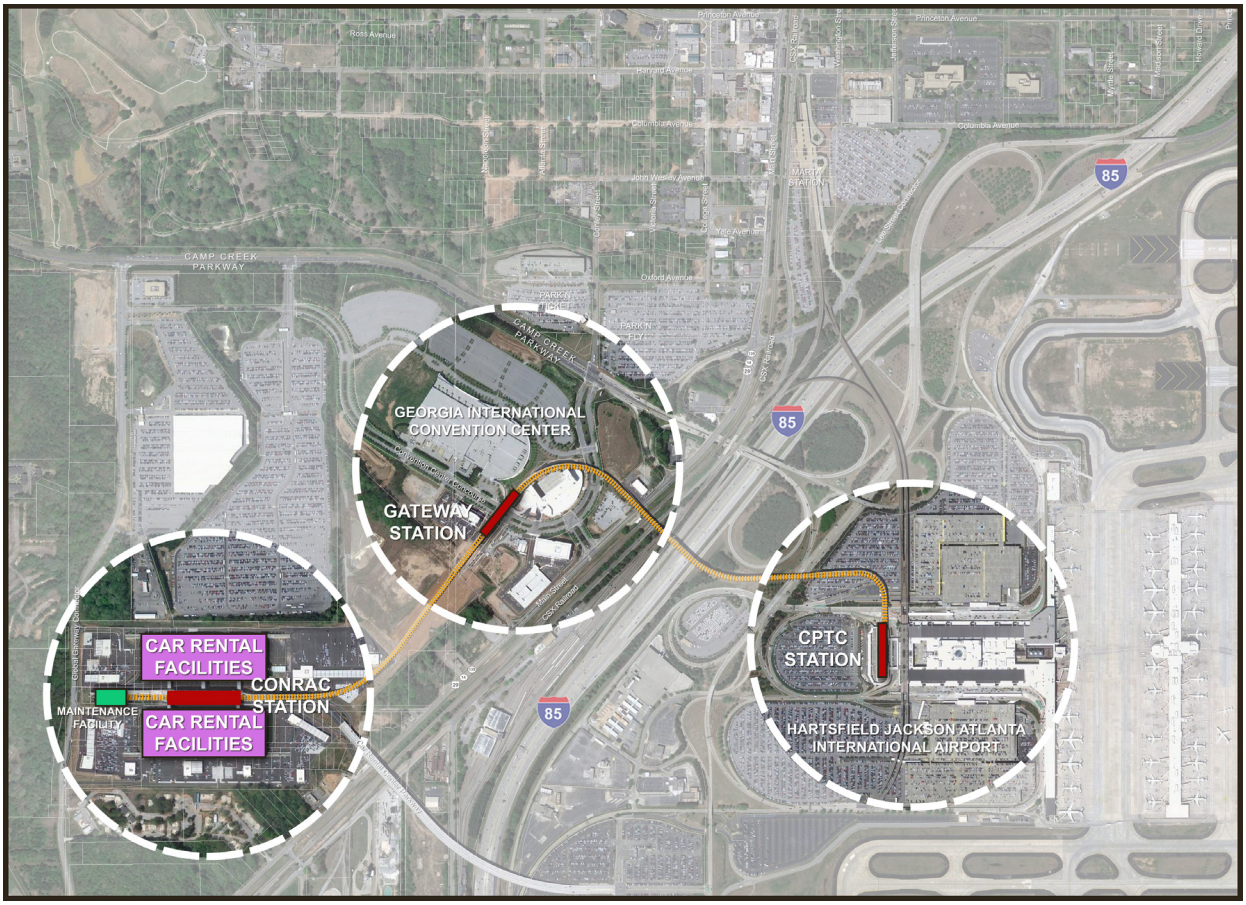
Sky Train Gateway Station at the GICC.



MARTA Bus and Rail Map.



College Park GoBus Program Map.



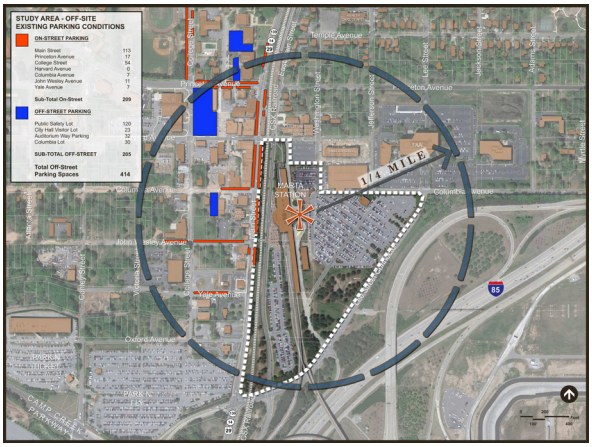
Sky Train Station Map.

3.15. Parking at the Station

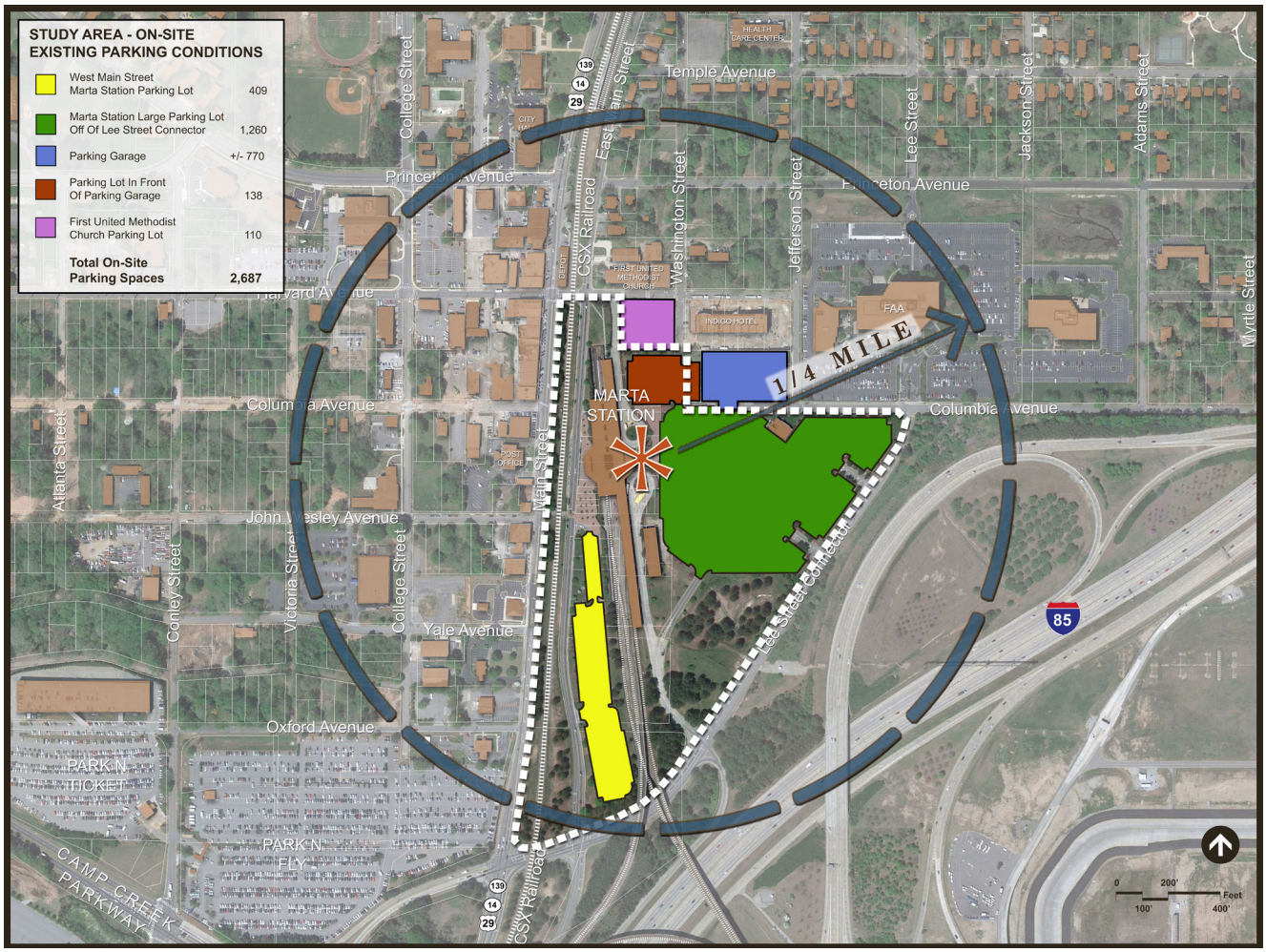
The College Park Station currently has +/- 2687 spaces on site. This total is divided between five lots.

- A MARTA surface lot south and west of the existing station containing +/-409 spaces
- A MARTA surface lot directly east of the existing station containing +/-1280 spaces
- A structured parking lot north and east of the existing station containing +/-770 spaces
- A surface lot directly north of the MARTA station and west of the parking garage containing +/-138 spaces
- A surface lot for the First United Methodist Church on the north end of the MARTA property containing +/-110 spaces

In 2011 the City of College park completed a study of parking with the downtown business core. The parking areas within this study predominantly lie with the TOD study area. Current parking conditions consist of +/- 414 spaces of which 209 were on street parking and 205 were contained within four off street lots. The study indicated that with current demands and a built in supply factor, there is a 103 space surplus in parking through 2020.



Off Site Parking Map.



On Site Parking Map.

Table 1: Current Parking Conditions

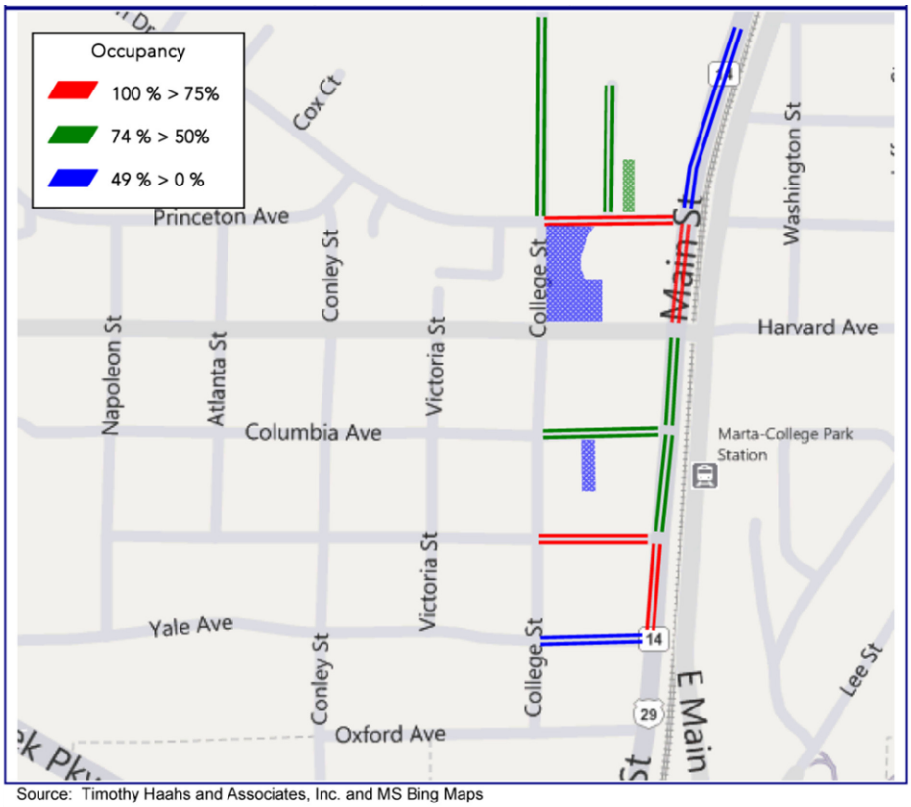
On-Street	Supply	Demand	Occupancy
Main Street	113	56	50%
Princeton Avenue	17	13	76%
College Street	54	37	69%
Harvard Avenue	0	0	-
Columbia Avenue	7	5	71%
John Wesley Avenue	11	10	91%
Yale Avenue	7	0	0%
Sub-Total On-Street	**209**	**121**	**58%**
Off-Street	**Supply**	**Demand**	**Occupancy**
Public Safety Lot	120	31	26%
City Hall Visitor Lot	23	15	65%
Auditorium Way Parking	32	17	53%
Columbia Lot	30	7	23%
Sub-Total Off-Street	**205**	**70**	**34%**
Total	**414**	**191**	**46%**

Source: Timothy Haahs and Associates, Inc. 2010

Table 3: Future Parking Conditions

2010 Parking Supply		414
	Effective Supply Factor	85% cushion
2010 Effective Parking Supply		352
2010 Parking Demand		191
2010 Parking Adequacy		**161**
2015 Parking Demand Growth (Bldg. Occ.)		19
2015 Parking Demand Growth (Population)		10
2015 Total Estimated Parking Demand		220
2015 Parking Adequacy		**132**
2020 Parking Demand Growth (Bldg. Occ.)		38
2020 Parking Demand Growth (Population)		20
2020 Total Estimated Parking Demand		249
2020 Parking Adequacy		**103**

Source: Timothy Haahs and Associates, Inc. 2010

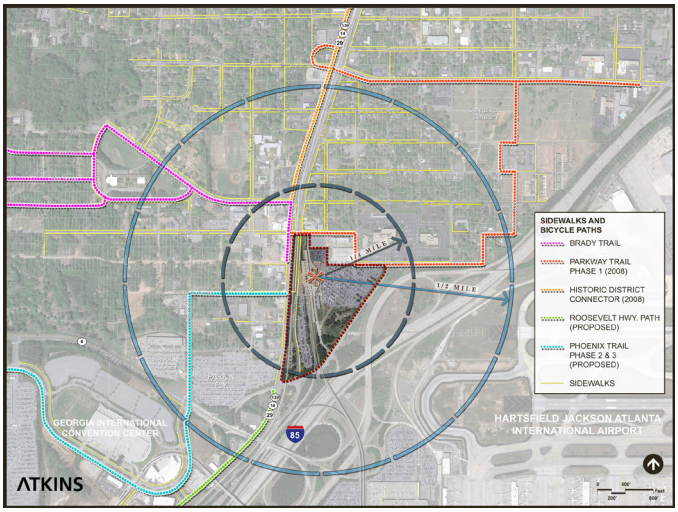


Source: Timothy Haahs and Associates, Inc. and MS Bing Maps

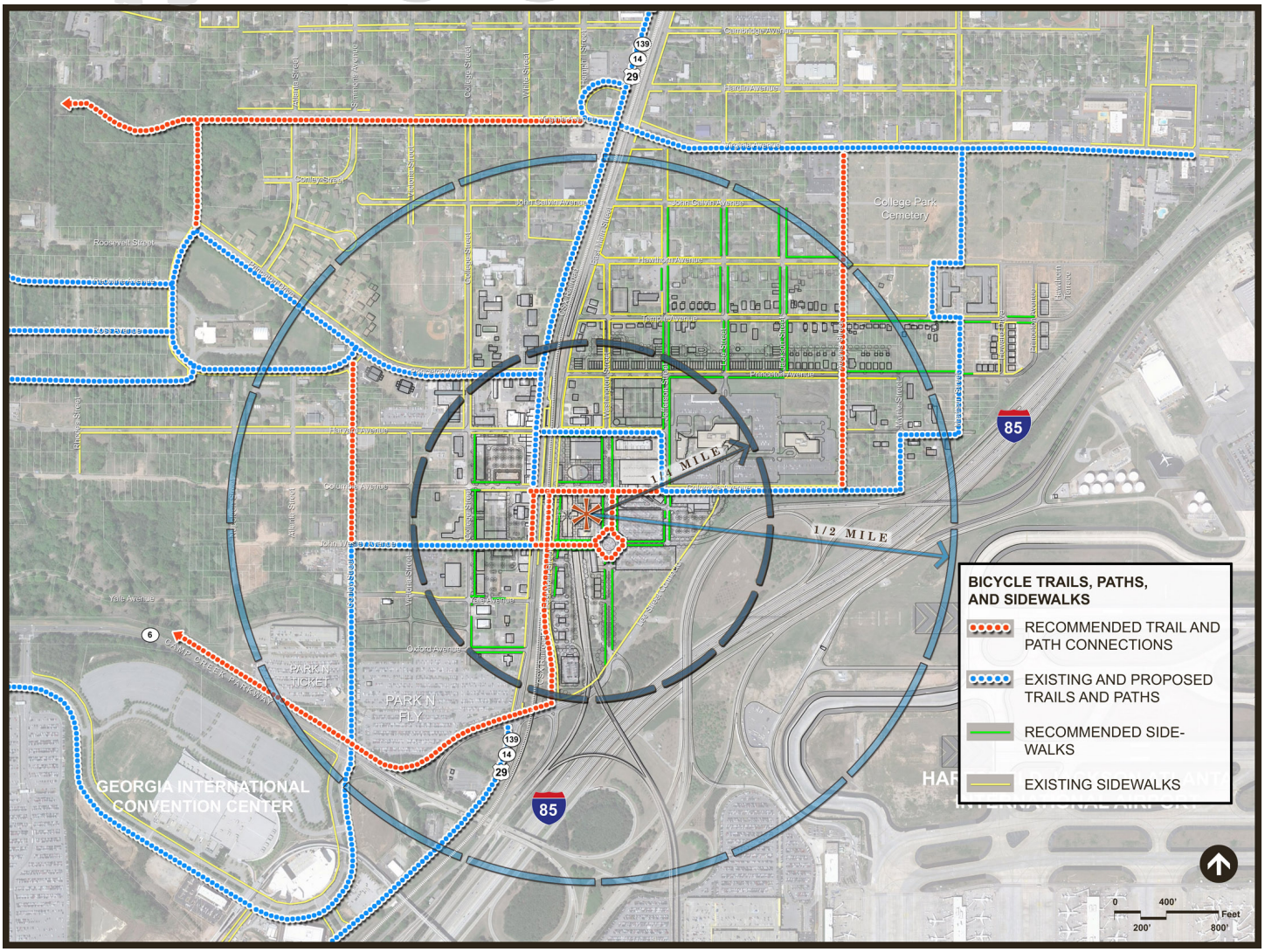
Off Site Parking Occupancy Map.

3.16. Pedestrian and Bicycle Circulation

The current state of connectivity from the surrounding neighborhood into the College Park Station for pedestrians and bicycles is not safe. There are accessibility issues with routes within the study area. The existing sidewalk grid is incomplete and in some areas in poor repair. Broken sidewalks, gaps in the sidewalks, and buckled pavement are common on many streets. There are currently five multi-use trails in place or planned for. The current pedestrian and bicycle circulation system is inadequate and the experience does not encourage non-vehicular transit to the station.



Existing Bicycle Trails and Sidewalk Map.



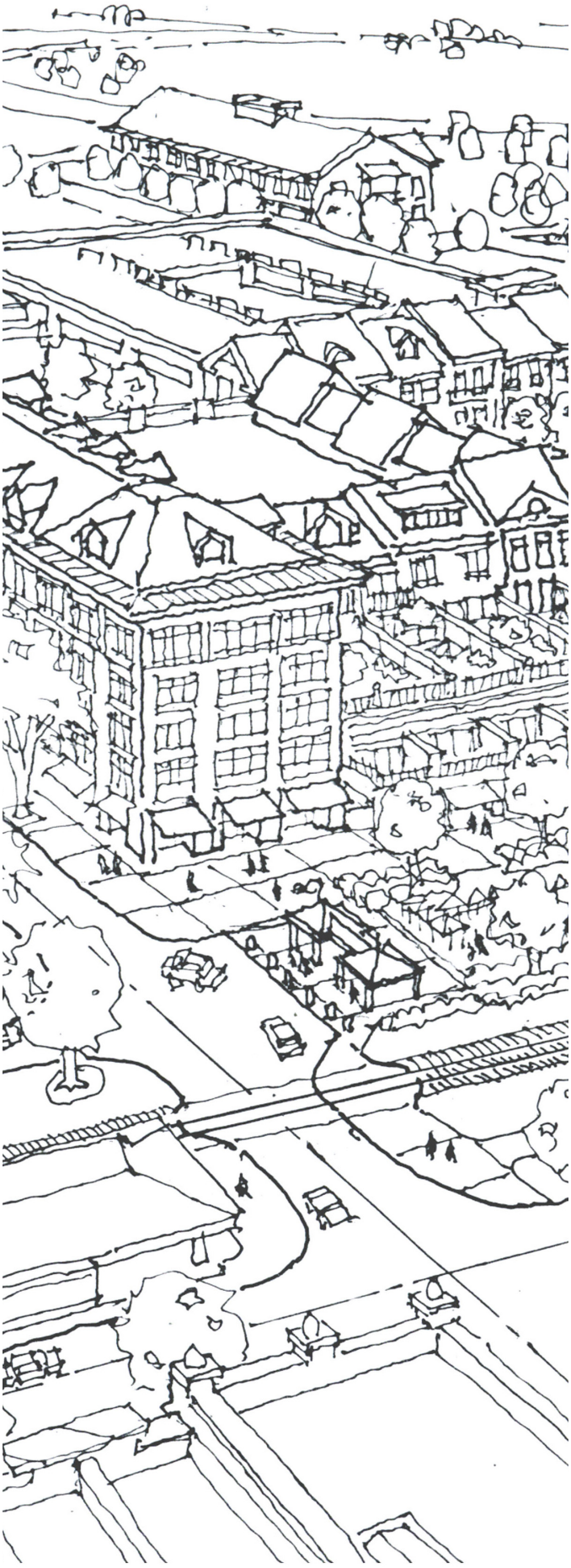
Existing and Recommended Bicycle Trails and Sidewalk Map.

4.1 Phase Two - The Design Process

4.11. The Design Charrette

Phase two marked the beginning of the design phase. An open public charrette was led by the Atkins design team. The charrette was attended by members of the steering committee, as well as residents and local business owners. The group was divided into three teams and each provided their collective expertise and experiences to create unique concepts. At the conclusion of the charrette, each team presented their design and pros and cons of the plans were discussed by the group. The Atkins team took the charrette designs and input and prepared formal master plans of each option. Rendered conceptual master plans, development summaries, and three dimensional massing models were prepared for each. From these options, a draft preferred plan was also prepared and all options were presented back to the charrette participants. Additional input was received from the stakeholders and incorporated into the preferred plan. Subsequent meetings were held with both MARTA and city staff to present the preferred design and receive comment. The Atkins team prepared a final preferred plan for presentation to the group which incorporated the input from all meetings.

Design Charrette Group Presentations.



4.12. Concept One

Concept one contains 5 two-five story mixed use buildings with two containing their own internal parking decks. Two stand alone retail structures and two office buildings are also shown. These buildings are primarily ones story due to height restrictions associated with Hartsfield Jackson Atlanta International Airport. This option contains a proposed exit ramp at the east end of the existing MARTA site from south bound I-85. One main stand alone parking structures is located just east of the MARTA station and will handle MARTA short and long term parking as well as associated bus pick up and drop off. The centerpiece of the development is a dynamic community commons space with mixed use and retail directly adjacent to and north of a revitalized MARTA station. This will act as the heart of the development fostering a greater sense of "place." There is also a smaller transit plaza east of the MARTA station. These areas provide ample opportunity for outdoor dining and gathering spaces for festivals and fairs. The majority of the residential density occurs in three blocks of the development. A total of 448 residential units and 150 hotel rooms are indicated. These units are located just west of Main Street between Harvard and Columbia Avenue, on the northern edge of the MARTA site, and north of Harvard Avenue between Washington and Jefferson Street. Additional residential at lower density rates are shown on the north side of Princeton Avenue.

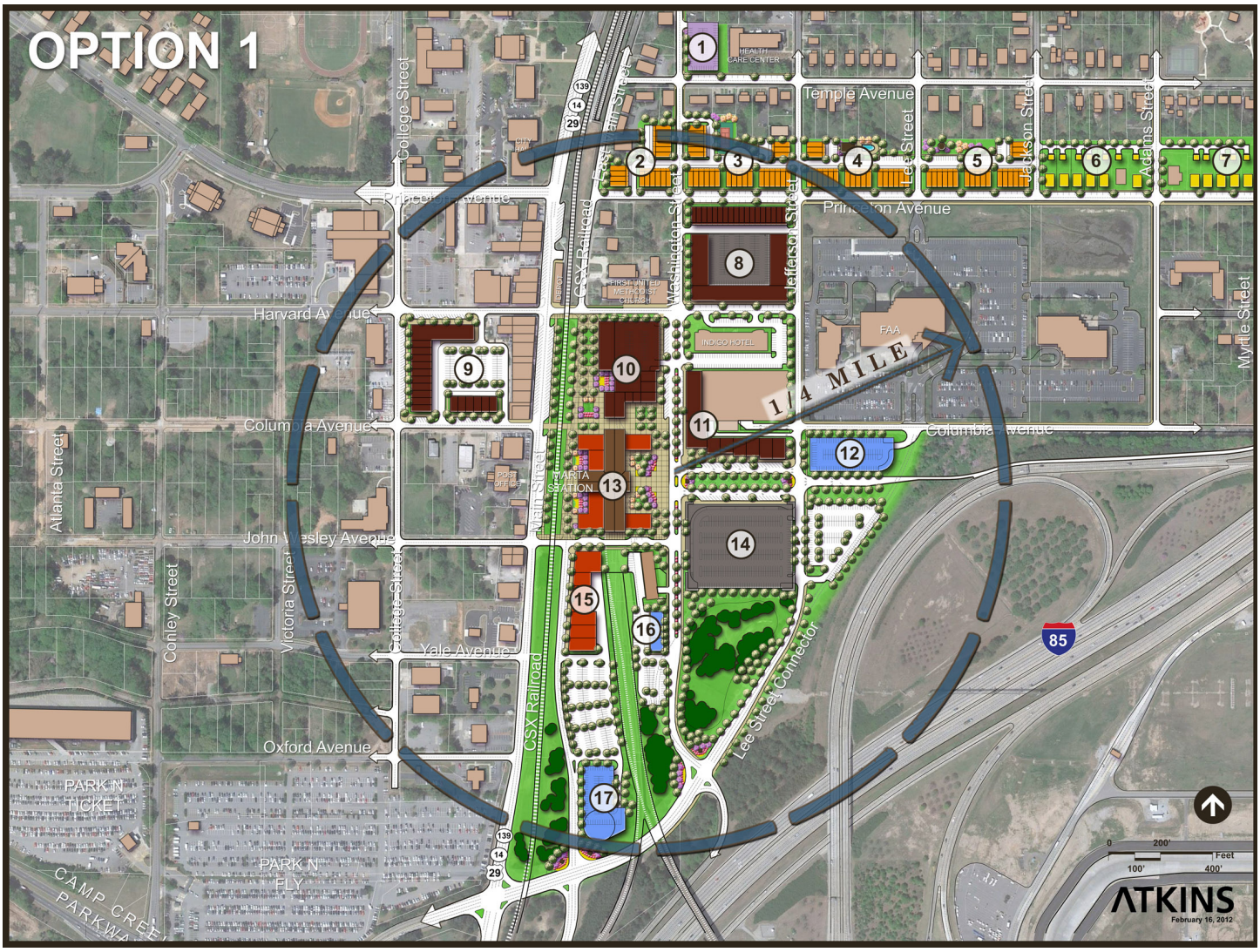
The numbers:

- 193,200 s.f. Retail/Commercial
- 268,000 s.f. Office
- 448 Residential Units
- 150 Hotel Rooms
- 2,506 Structured Parking Spaces
- +/- 4,000 Total Parking Spaces

Key elements of the preferred TOD master plan include:

- Mixed use developments on the blocks in the core of the site would include commercial uses and restaurants on the ground level and high-density residential uses on the upper levels.
- Emphasis is placed on maximizing residential uses in close proximity to the station in order to create a viable and vibrant 24-hour community.
- Development on the west side of Main Street would provide linkage to the TOD core area. The mixed use facility includes commercial retail uses on the ground level and residential or office on the upper levels.
- In-fill development is provided south of the station area, which would replace the large surface parking lots with higher value commercial office uses.
- A central plaza/public open space, in the middle of the core, will serve as a focal feature for the TOD
- In-fill residential development, north of Princeton Avenue, would act as a transition zone to step down density and scale as the development reaches the existing residential neighborhood.
- Pedestrian linkage between the existing downtown and the proposed TOD core is provided at John Wesley Avenue, Columbia Avenue, and Harvard Avenue.
- A proposed vehicular crossing is shown at John Wesley Avenue to return a portion of the historic grid to the fabric of Main Street.

Design Charrette Option One Perspective Massing Model Sketch Looking Northeast.



Design Charrette Option One Conceptual Master Plan.

4.13. Concept Two

Concept two contains 12 two-five story mixed use buildings with one containing its own internal parking deck. Three stand alone retail structures and three office buildings are also shown. These buildings are primarily ones story due to height restrictions associated with Hartsfield Jackson Atlanta International Airport. This option contains a proposed exit ramp at the east end of the existing MARTA site from south bound I-85. Two main stand alone parking structures are located just east of the MARTA station on both sides of the proposed exit ramp and will handle MARTA short and long term parking as well as associated bus pick up and drop off. The centerpiece of the development is a dynamic community commons space with mixed use and retail directly adjacent to and north of a revitalized MARTA station. This will act as the heart of the development fostering a greater sense of "place." There is also a smaller transit plaza east of the MARTA station surrounded by retail. These areas provide ample opportunity for outdoor dining and gathering spaces for festivals and fairs. The majority of the residential density occurs in three blocks of the development. A total of 466 residential units are indicated. These units are located just west of Main Street between Harvard and Columbia Avenue, on the northern edge of the MARTA site, and north of Harvard Avenue between Washington and Jefferson Street. Additional residential are contained within three multi-family buildings and at lower density rates on the north side of Princeton Avenue.

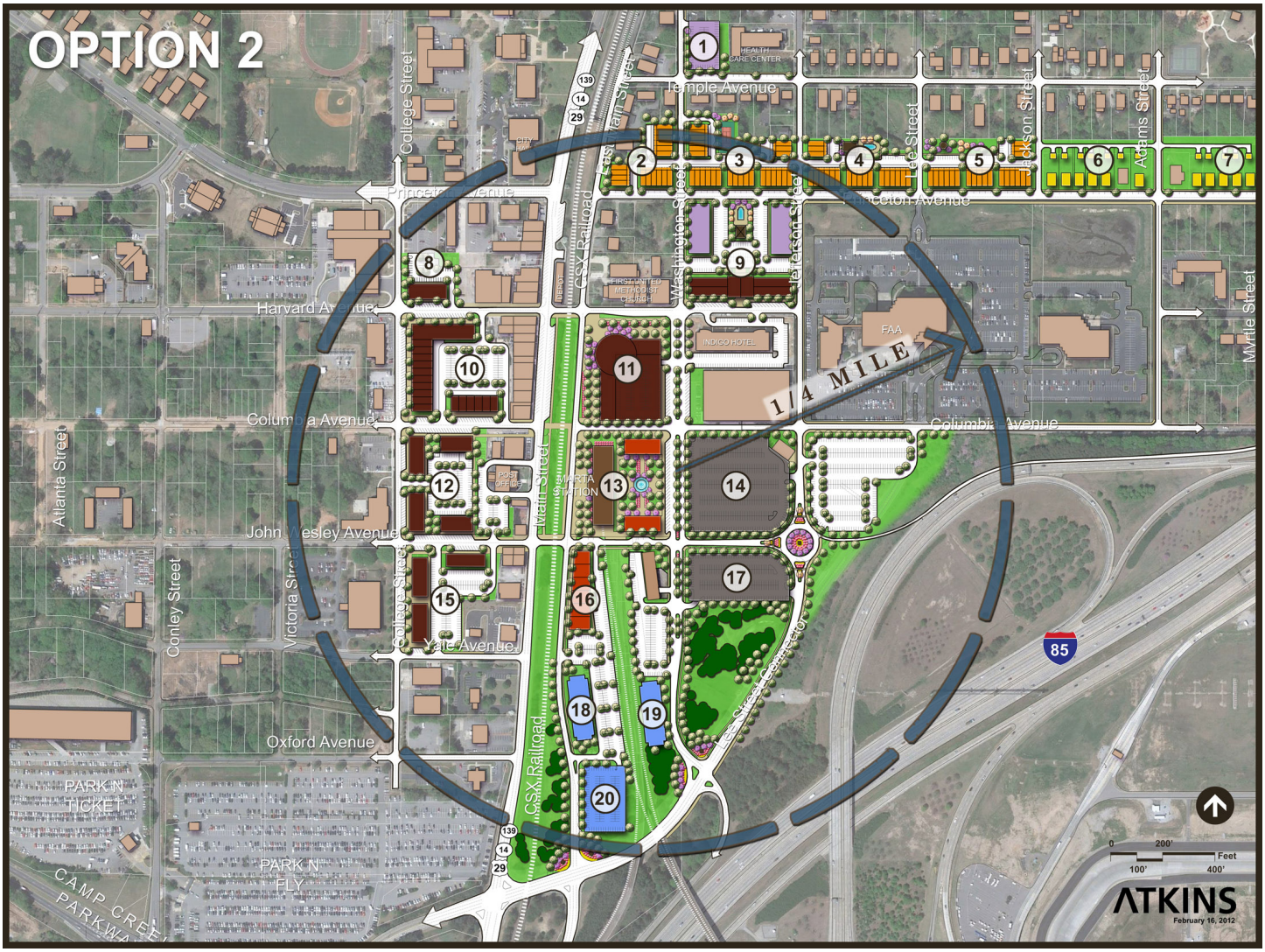
The numbers:

- 149,300 s.f. Retail/Commercial
- 241,450 s.f. Office
- 466 Residential Units
- 2,036 Structured Parking Spaces
- +/- 4,000 Total Parking Spaces

Key elements of the preferred TOD master plan include:

- Mixed use developments on the blocks in the core of the site would include commercial uses and restaurants on the ground level and high-density residential uses on the upper levels.
- Emphasis is placed on maximizing residential uses in close proximity to the station in order to create a viable and vibrant 24-hour community.
- A larger development on the west side of Main Street would provide linkage to the TOD core area. The mixed use facility includes commercial retail uses on the ground level and residential or office on the upper levels.
- In-fill development is provided south of the station area, which would replace the large surface parking lots with higher value commercial office uses.
- A central plaza/public open space, in the middle of the core, will serve as a focal feature for the TOD
- In-fill residential development, north of Princeton Avenue, would act as a transition zone to step down density and scale as the development reaches the existing residential neighborhood.
- Pedestrian linkage between the existing downtown and the proposed TOD core is provided at John Wesley Avenue, Columbia Avenue, and Harvard Avenue.
- A proposed vehicular crossing is shown at John Wesley Avenue to return a portion of the historic grid to the fabric of Main Street.

Design Charrette Option Two Perspective Massing Model Sketch Looking Northeast.



Design Charrette Option Two Conceptual Master Plan.

4.14. Concept Three

Concept three contains 12 two-five story mixed use buildings with three containing their own internal parking decks. Six stand alone retail structures and three office buildings are also shown. These buildings are primarily ones story due to height restrictions associated with Hartsfield Jackson Atlanta International Airport. This option contains a 150 room hotel adjacent to a proposed exit ramp at the east end of the existing MARTA site from south bound I-85. One main stand alone parking structures is located just east of the MARTA station adjacent to the proposed exit ramp and will handle MARTA short and long term parking as well as associated bus pick up and drop off. There is also a large surface lot directly south of the proposed structure. The centerpiece of the development is a dynamic community park space aligned with Columbia Avenue with mixed use and retail directly adjacent to and north of a revitalized MARTA station. This will act as the heart of the development fostering a greater sense of "place." There is also a smaller transit plaza east of the MARTA station surrounded by retail. These areas provide ample opportunity for outdoor dining and gathering spaces for festivals and fairs. The majority of the residential density occurs in three blocks of the development. A total of 396 residential units are indicated. These units are located just west of Main Street between Harvard and Columbia Avenue, on the northern edge of the MARTA site, and north of Harvard Avenue between Washington and Jefferson Street. Additional residential units are contained within four multi-family buildings, three townhome structures, and lower density residential areas on the north side of Princeton Avenue.

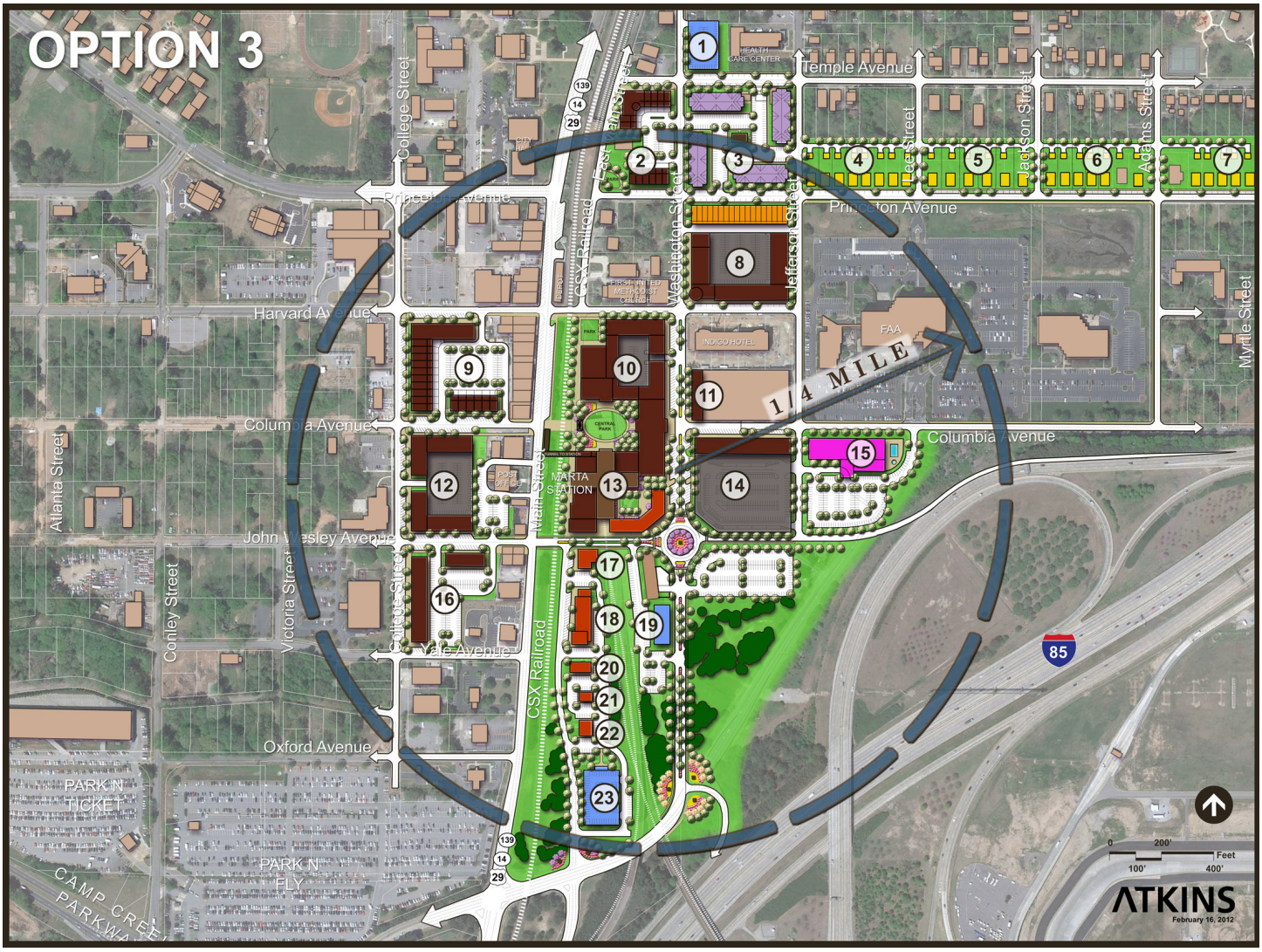
The numbers:

- 216,750 s.f. Retail/Commercial
- 300,600 s.f. Office
- 396 Residential Units
- 2,357 Structured Parking Spaces
- +/- 4,100 Total Parking Spaces

Key elements of the preferred TOD master plan include:

- Mixed use developments on the blocks in the core of the site would include commercial uses and restaurants on the ground level and high-density residential uses on the upper levels.
- Emphasis is placed on maximizing residential uses in close proximity to the station in order to create a viable and vibrant 24-hour community.
- A larger development on the west side of Main Street would provide linkage to the TOD core area. The mixed use facility includes commercial retail uses on the ground level and residential or office on the upper levels.
- In-fill development is provided south of the station area, which would replace the large surface parking lots with higher value commercial office uses.
- A central plaza/public open space, in the middle of the core, will serve as a focal feature for the TOD.
- In-fill residential development, north of Princeton Avenue, would act as a transition zone to step down density and scale as the development reaches the existing residential neighborhood.
- Pedestrian linkage between the existing downtown and the proposed TOD core is provided at John Wesley Avenue, Columbia Avenue, and Harvard Avenue and through a tunnel from Main Street under the CSX line to the proposed station.
- A proposed vehicular crossing is shown at John Wesley Avenue to return a portion of the historic grid to the fabric of Main Street.

Design Charrette Option Three Perspective Massing Model Sketch Looking Northeast.



Design Charrette Option Three Conceptual Master Plan.

4.15. Preferred Concept

The preferred concept contains 11, two to five story mixed-use buildings with three containing their own internal parking decks. Eight stand-alone retail structures and two office buildings are also shown. These buildings are primarily one story due to height restrictions associated with Hartsfield-Jackson Atlanta International Airport. A 150- room hotel is located on the proposed I-85 exit ramp at the east end of the existing MARTA site. Two stand-alone parking structures are just east of the MARTA station and will handle MARTA short- and long-term parking, as well as associated bus pick up and drop off. The centerpiece of the development is a dynamic community commons space with mixed use and retail directly adjacent to and north of a revitalized MARTA station. This will act as the heart of the development, fostering a greater sense of "place." The Central Park and Commons contains a smaller transit plaza east of the MARTA station. A fountain acts as a focal point to guide riders from the MARTA bus drop off area through a covered access to the station. The Central Park and Commons area provides ample opportunity for outdoor dining and gathering spaces for festivals and fairs. The majority of the residential density occurs in three blocks of the development. A total of 573 residential units are indicated on the preferred plan. These units are located just west of Main Street between Harvard and Columbia Avenue, on the northern edge of the MARTA site, and north of Harvard Avenue between Washington and Jefferson Street. Additional residential at lower density rates are shown on the north side of Princeton Avenue.

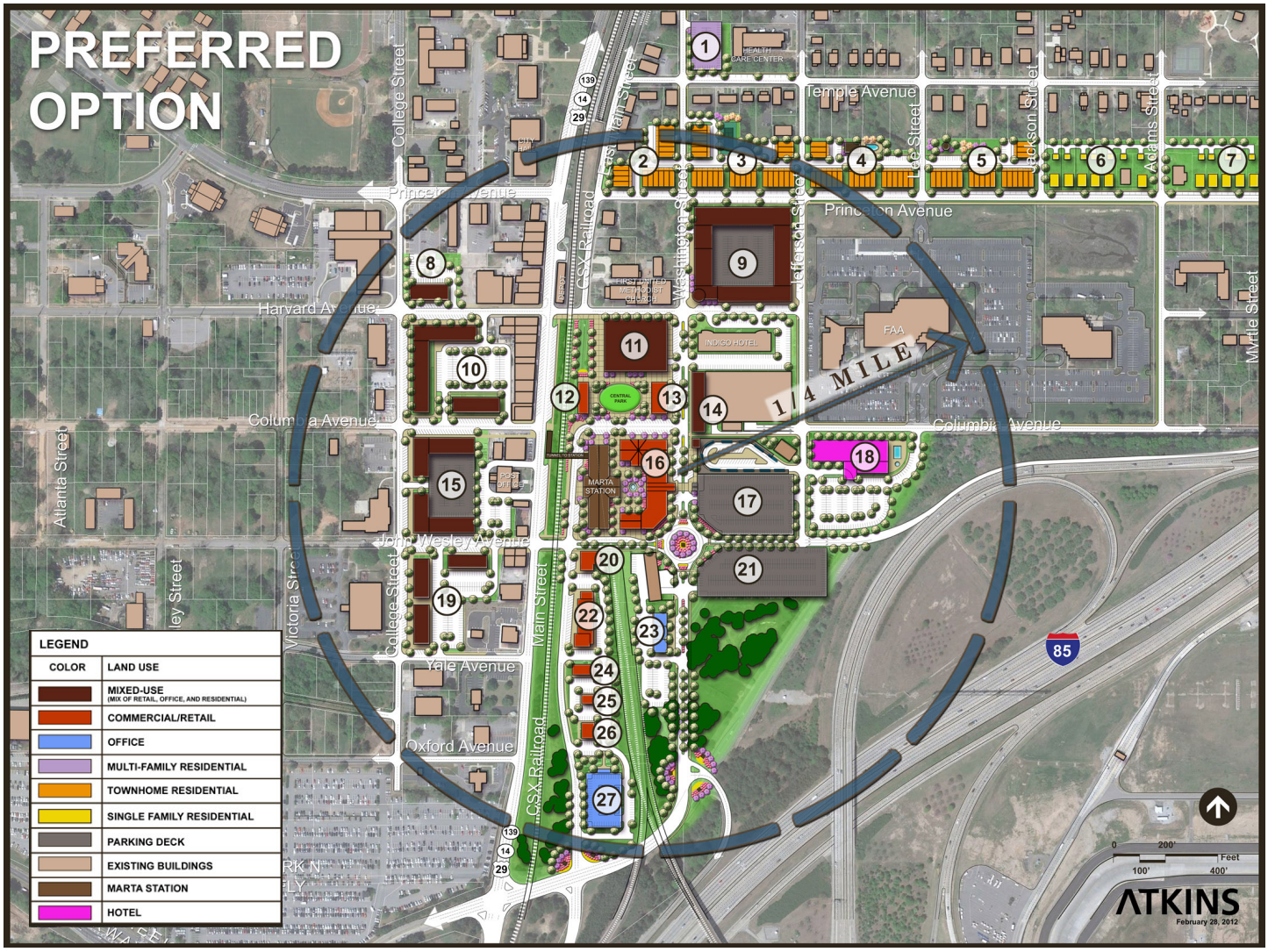
The numbers:

- 221,550 s.f. Retail/Commercial
- 134,700 s.f. Office
- 573 Residential Units
- 150 Room Hotel
- 3,461 Structured Parking Spaces
- +/- 4,875 Total Parking Spaces

Key elements of the preferred TOD master plan include:

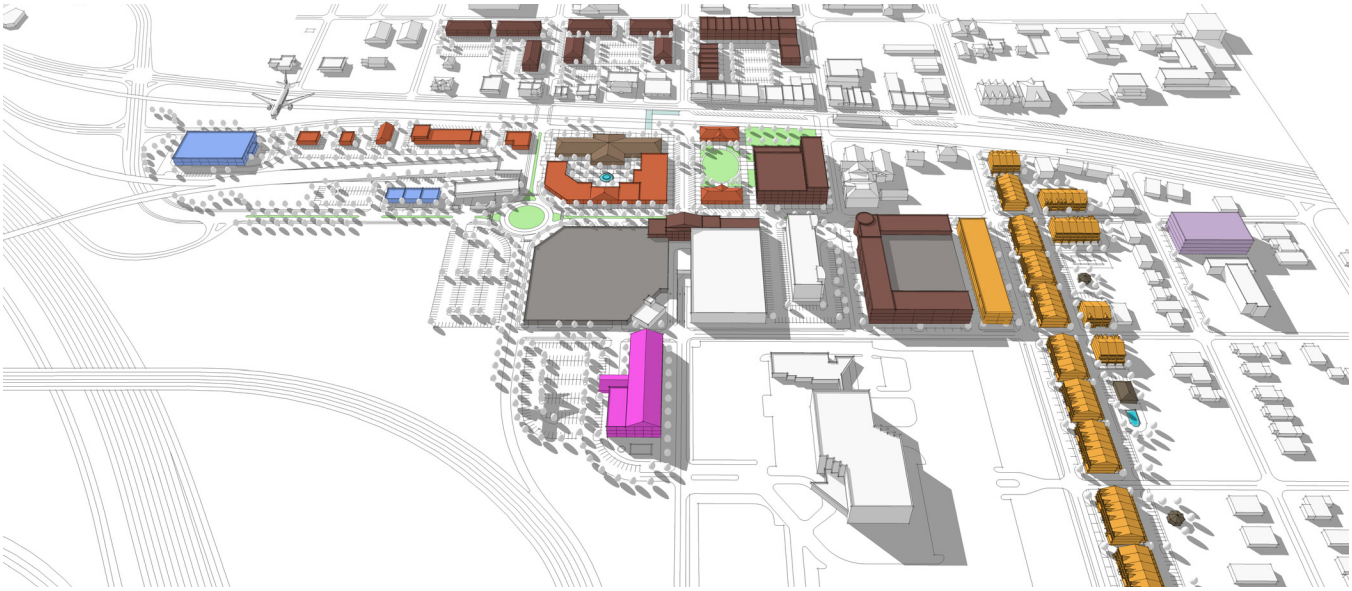
- Mixed-use developments on the blocks in the core of the site would include commercial uses and restaurants on the ground level and high-density residential uses on the upper levels.
- Emphasis is placed on maximizing residential uses in close proximity to the station in order to create a viable and vibrant 24-hour community.
- Development on the west side of Main Street would provide linkage to the TOD core area. The mixed-use facility includes commercial retail uses on the ground level and residential or office on the upper levels. A parking deck, to provide overflow parking for the TOD development and on street parking convenient to the proposed mixed use, is also included.
- In-fill development is provided south of the station area, which would replace the large surface parking lots with higher value commercial office uses.
- A central plaza/public open space, in the middle of the core, will serve as a focal feature for the TOD.
- In-fill residential development, north of Princeton Avenue, would act as a transition zone to step down density and scale as the development reaches the existing residential neighborhood.
- Pedestrian linkage between the existing downtown and the proposed TOD core is provided at John Wesley Avenue, Columbia Avenue, and Harvard Avenue.
- Improved bicycle access is a key element in the success of the TOD. Connections to built and planned bike routes have been studied and are incorporated in the final design.
- A proposed vehicular crossing is shown at John Wesley Avenue to return a portion of the historic grid to the fabric of Main Street.

Perspective Massing Model Sketch Looking Northeast.

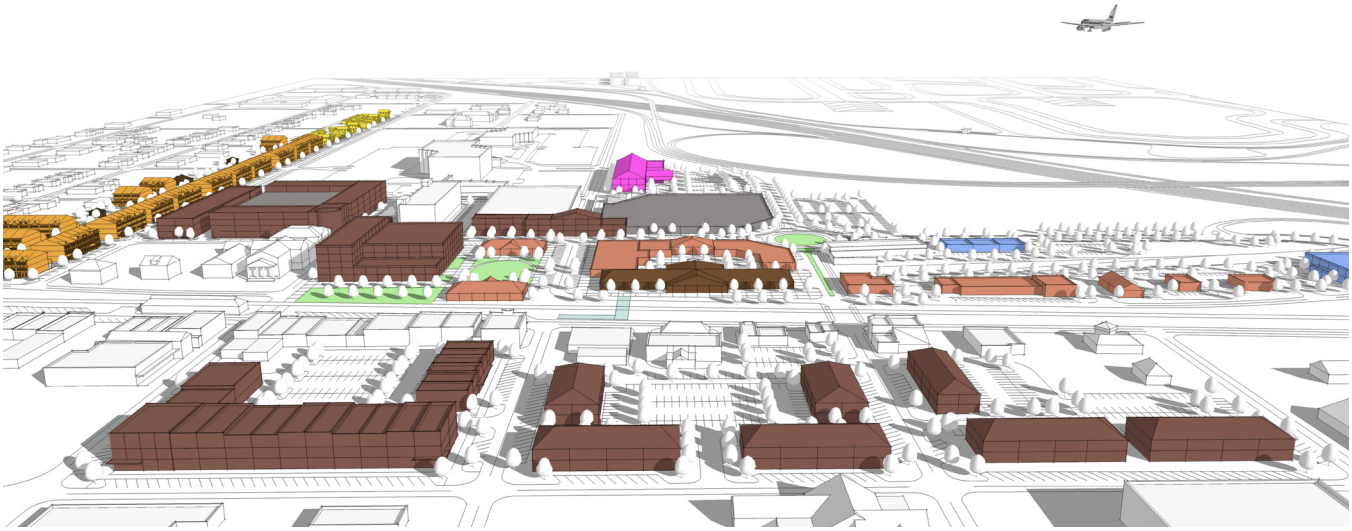


Preferred Option Conceptual Master Plan.

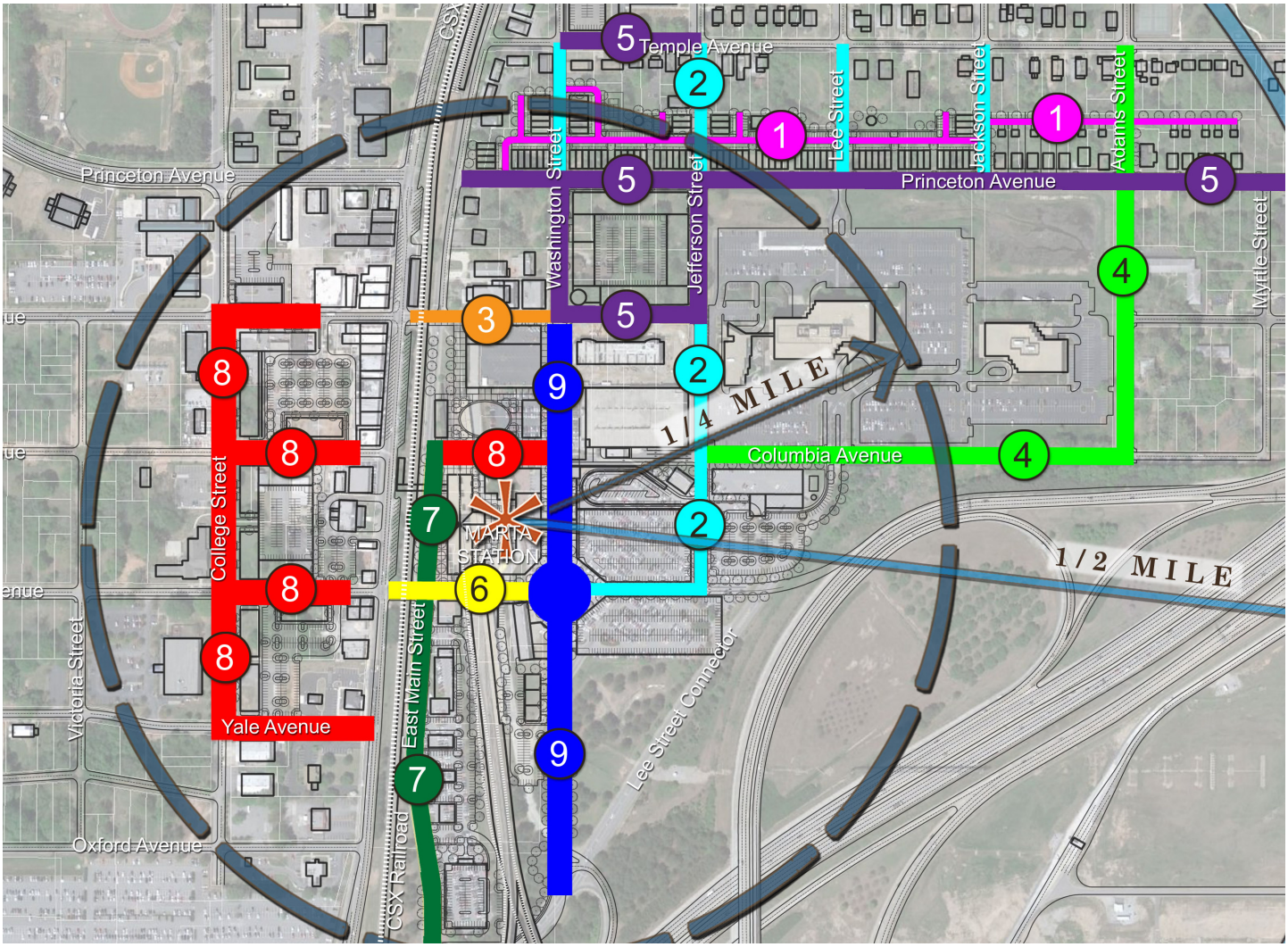
Perspective Massing Model Sketch Looking North.



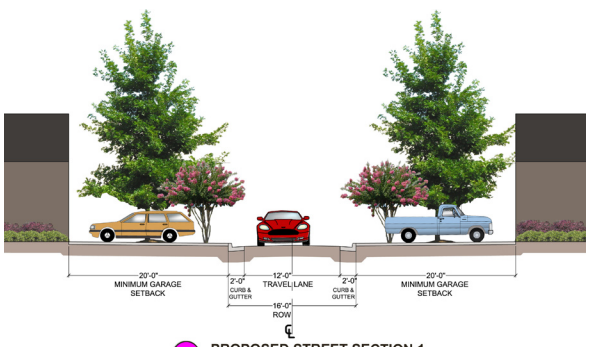
Perspective Massing Model Sketch Looking West.



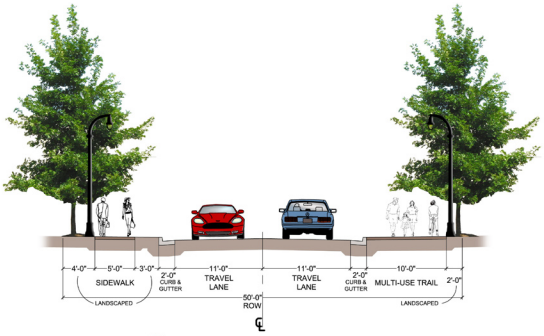
Perspective Massing Model Sketch Looking East.



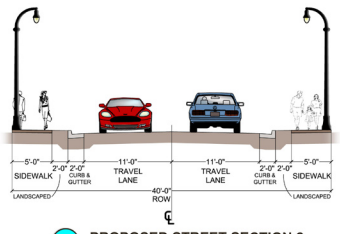
Road Network Plan.



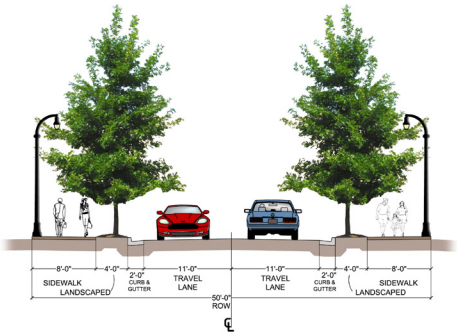
1 PROPOSED STREET SECTION 1
(16' ROW - ALLEY)



3 PROPOSED STREET SECTION 3
(50' ROW)

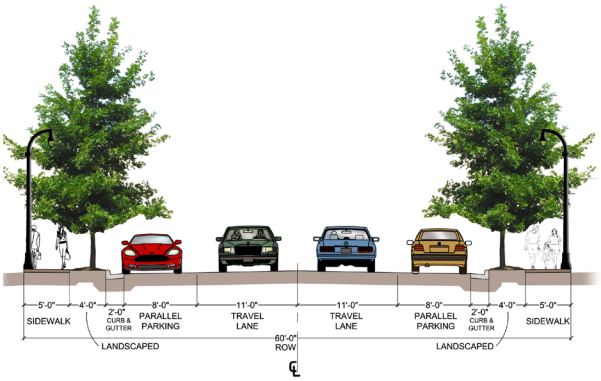


2 PROPOSED STREET SECTION 2
(40' ROW)

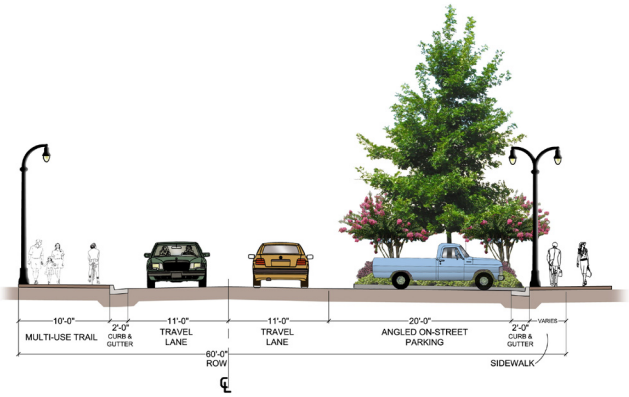


4 PROPOSED STREET SECTION 4
(50' ROW WITH MULTI-USE TRAIL)

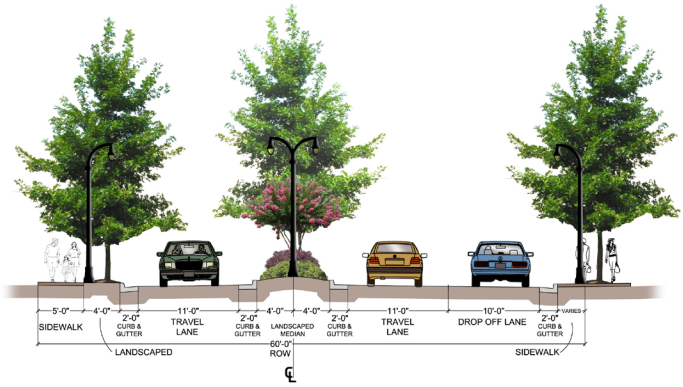
Proposed Typical Street Sections.



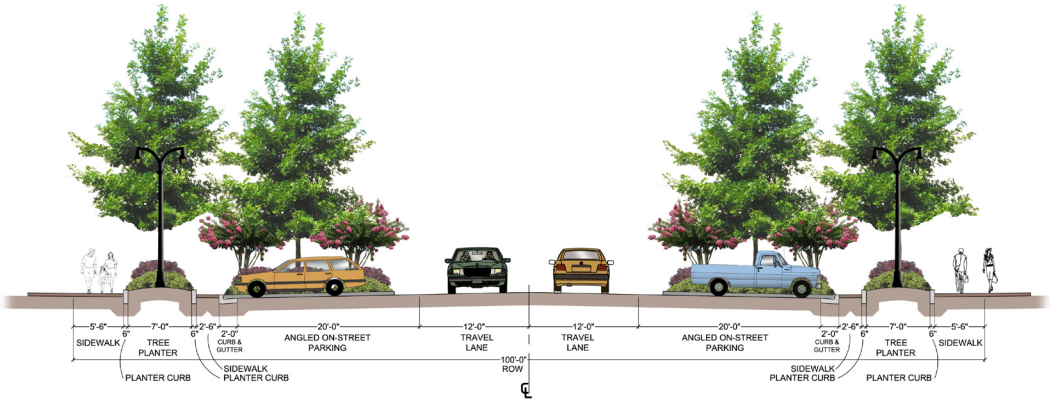
5 PROPOSED STREET SECTION 5
(60' ROW WITH PARALLEL PARKING)



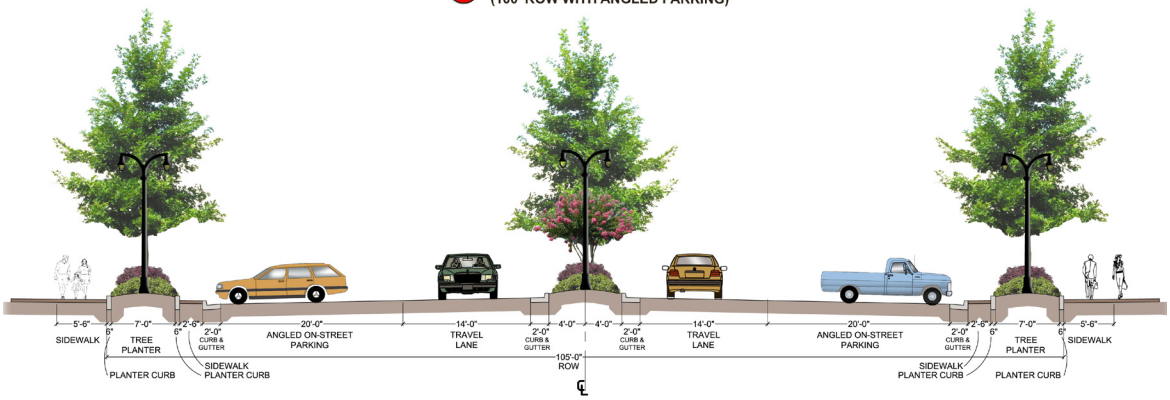
7 PROPOSED STREET SECTION 7
(60' ROW WITH ANGLED PARKING ANDMULTI-USE TRAIL)



6 PROPOSED STREET SECTION 6
(60' ROW WITH LANDSCAPE MEDIAN)



8 PROPOSED STREET SECTION 8
(100' ROW WITH ANGLED PARKING)



9 PROPOSED STREET SECTION 9
(105' ROW WITH ANGLED PARKING AND LANDSCAPE MEDIAN)

Proposed Typical Street Sections.

5.1 Phase Three - Implementation Plan

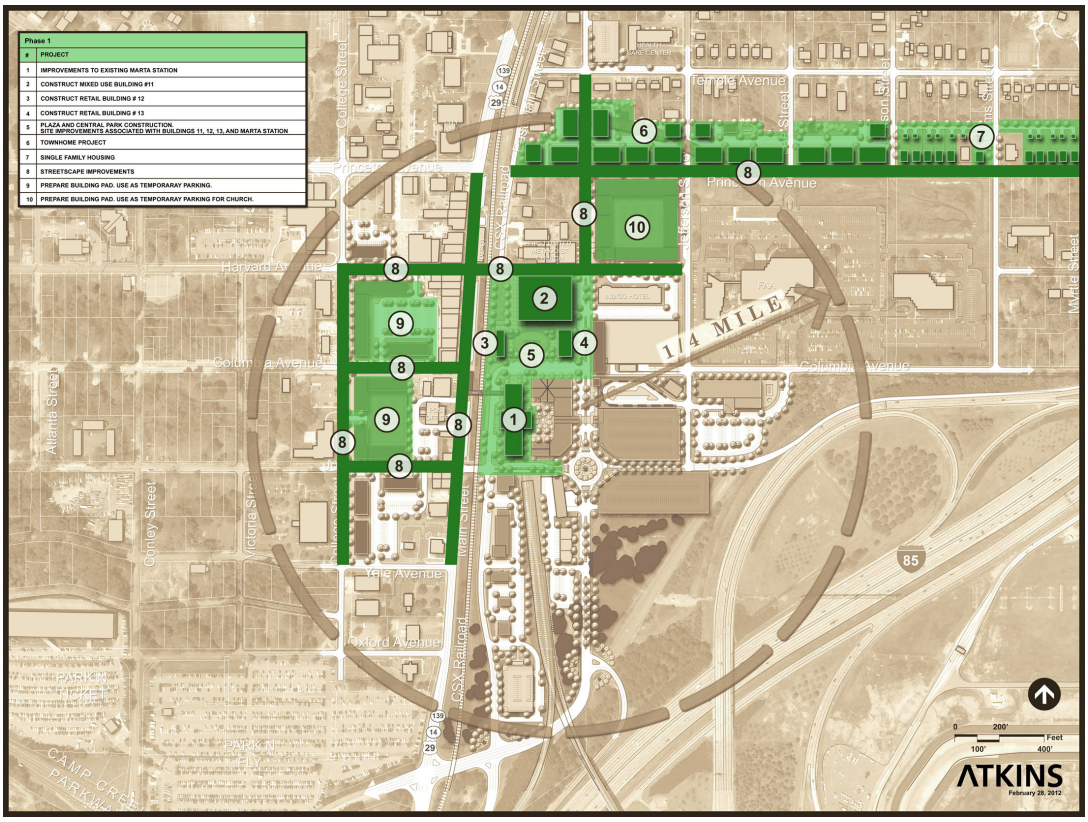
5.11. Phasing

The study is only the first step in developing a TOD development at the College Park MARTA station. A successful development will only occur if the city and major stakeholders work cooperatively in pursuing development opportunities at the station. Due to the large scale of the overall TOD project, it is recommended that the project be completed in three phases over a 20-year period.

Phase 1, from 2012-2017, shown in green on the following graphic, includes improvements on parcels that can be developed to increase residential units within the TOD project limits. These sites are generally undeveloped or contain parking that can be replaced in close proximity to the original use. Buildings noted with a 2, 3, 4, and the open space in area 5 are meant to be developed early in the phase to complement improvements to the existing MARTA station, while providing a dynamic, vibrant, pedestrian-friendly urban core to the planned TOD. Streetscape improvements leading to and alongside this new core will add to this pedestrian friendly urban fabric. These recommended improvements include:

- A continuation of improvements along Main Street from Princeton Avenue to Yale Avenue
- Princeton Avenue from Main Street to Madison Street
- Harvard Avenue from College Street to Jefferson Street
- Columbia Avenue from College Street to Main Street
- John Wesley Avenue from College Street to Main Street
- Washington Street from Temple Avenue to Harvard Avenue
- College Street from Harvard Avenue to Yale Avenue

Blocks designated with a 9 or a 10 are meant to be available for temporary parking as future phases of the development on the MARTA site disturb existing parking areas. Phase 1, as indicated, would provide 198 new residential units, 30,000 square feet of retail space, 4,800 square feet of office space, and improvements to the existing MARTA station.

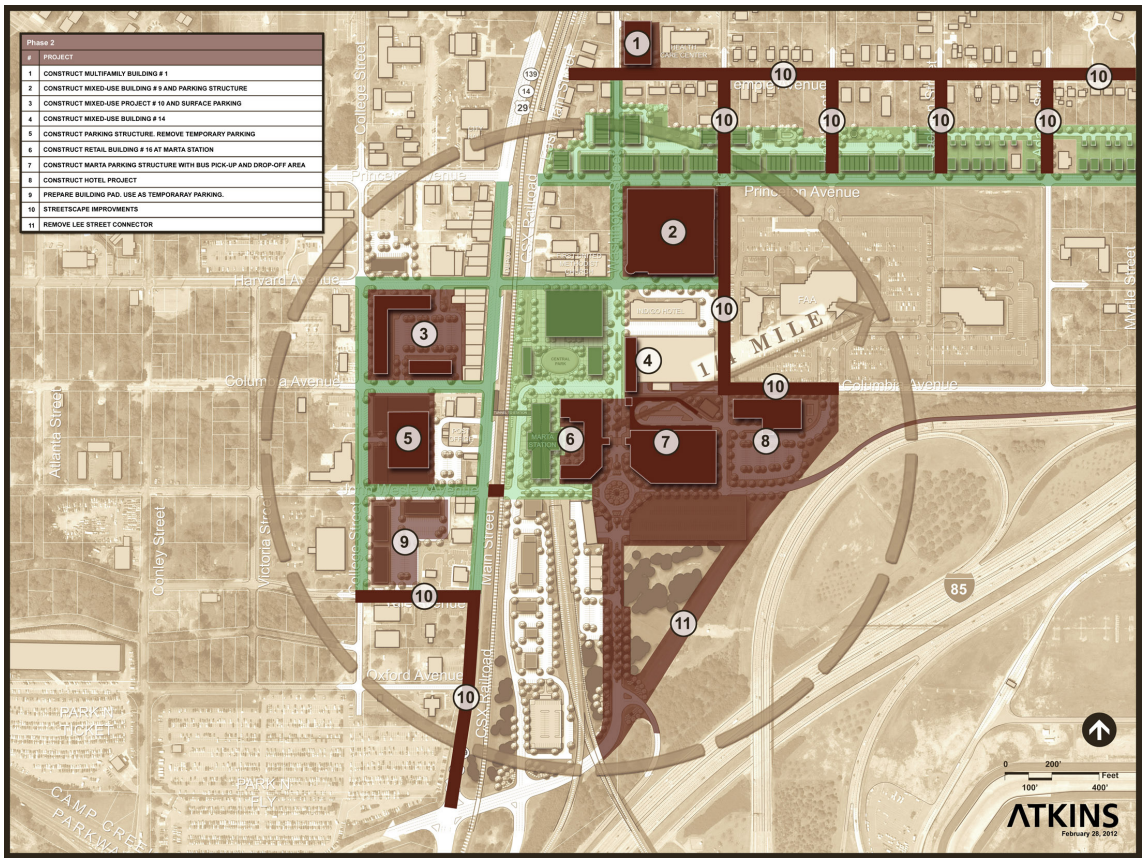


Phase One Implementation/Phasing Plan.

Phase 2, from 2017-2022, shown in burgundy on the following graphic, includes additional improvements on parcels near and surrounding the core that focus on increasing residential units within the TOD project limits. These sites are generally on undeveloped parcels or parcels used for temporary parking during Phase 1. The buildings noted with a 2, 3, and 4 are meant to be developed early in this phase to provide the greatest density of residential units near the station area. The building noted with a 6 is a continuation of the retail at the heart of the development. Included in this phase of work are four major vehicular improvements to help energize the development and allow for increased access to the MARTA station. The first vehicular improvement is the addition of an exit ramp from I-85 into the center of the development aligning with John Wesley Avenue. The second is an at-grade crossing from the MARTA site to West Main Street at John Wesley Avenue. The third is the removal of a portion of the Lee Street Connector between the I-85 south ramp and Columbia Avenue.

The final improvement is the extension of Washington Street through the development to the south side of the project. Additional streetscape improvements connecting to the Phase 1 streetscapes are also recommended. These recommended improvements include:

- A continuation of improvements along Main Street from Yale Avenue to the Lee Street Connector
- Jefferson Street from Temple Avenue to Columbia Avenue
- Temple Avenue from Main Street to Madison Street
- Yale Avenue from College Street to Main Street
- Columbia Avenue from Jefferson Street to the Lee Street Connector
- Lee, Jackson, and Adams Street from Temple Avenue to Princeton Avenue



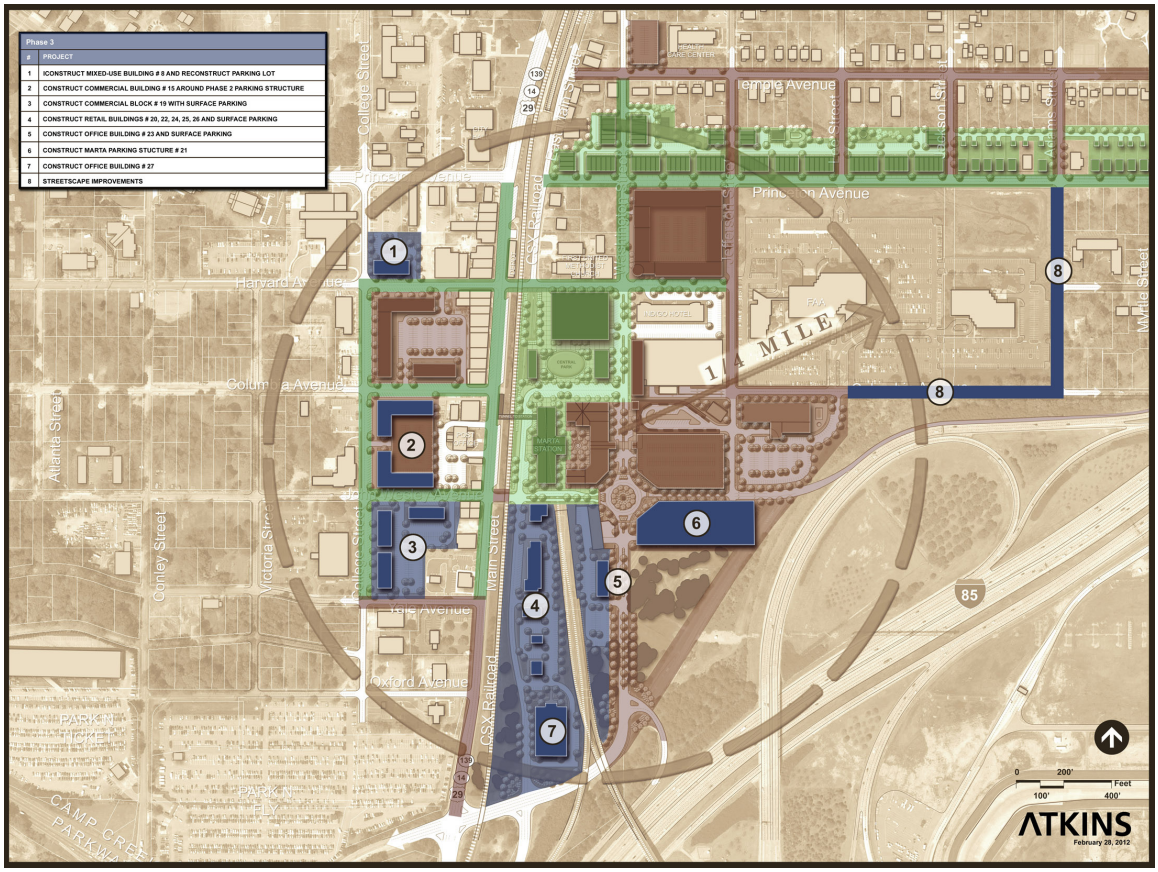
Phase Two Implementation/Phasing Plan.

The building noted as 8 is a proposed hotel located to take advantage of the new I-85 off ramp. A new MARTA parking deck and bus pick-up and drop-off facility, indicated with a 7, is shown as part of this phase. The block designated with a 9 is meant to be available for temporary parking and a new structured parking facility noted with a 5 for permanent parking as future phases of the development on the MARTA site disturb existing parking areas. Phase 2, as indicated, would provide 375 new residential units, 150 hotel rooms, 91,300 square feet of retail space, and 20,900 square feet of office space.

Phase 3, from 2022-2031, shown in blue on the following graphic, includes additional improvements on parcels near and surrounding the core that focus on retail and office within the TOD project limits. These sites are generally on undeveloped parcels or parcels used for temporary parking during Phase 2 and existing MARTA parking. Additional streetscape improvements connecting to the Phase 1and 2 streetscapes are planned. These recommended improvements include:

- Columbia Avenue from the Lee Street Connector to Adams Street
- Adams Street from Princeton Avenue to Columbia Avenue

A new MARTA structured parking facility, noted with a 6, is planned to offset parking displaced by retail and office developments noted as 3, 4, and 7. Phase 3, as indicated, would provide 100,250 square feet of retail space and 109,000 square feet of office space.

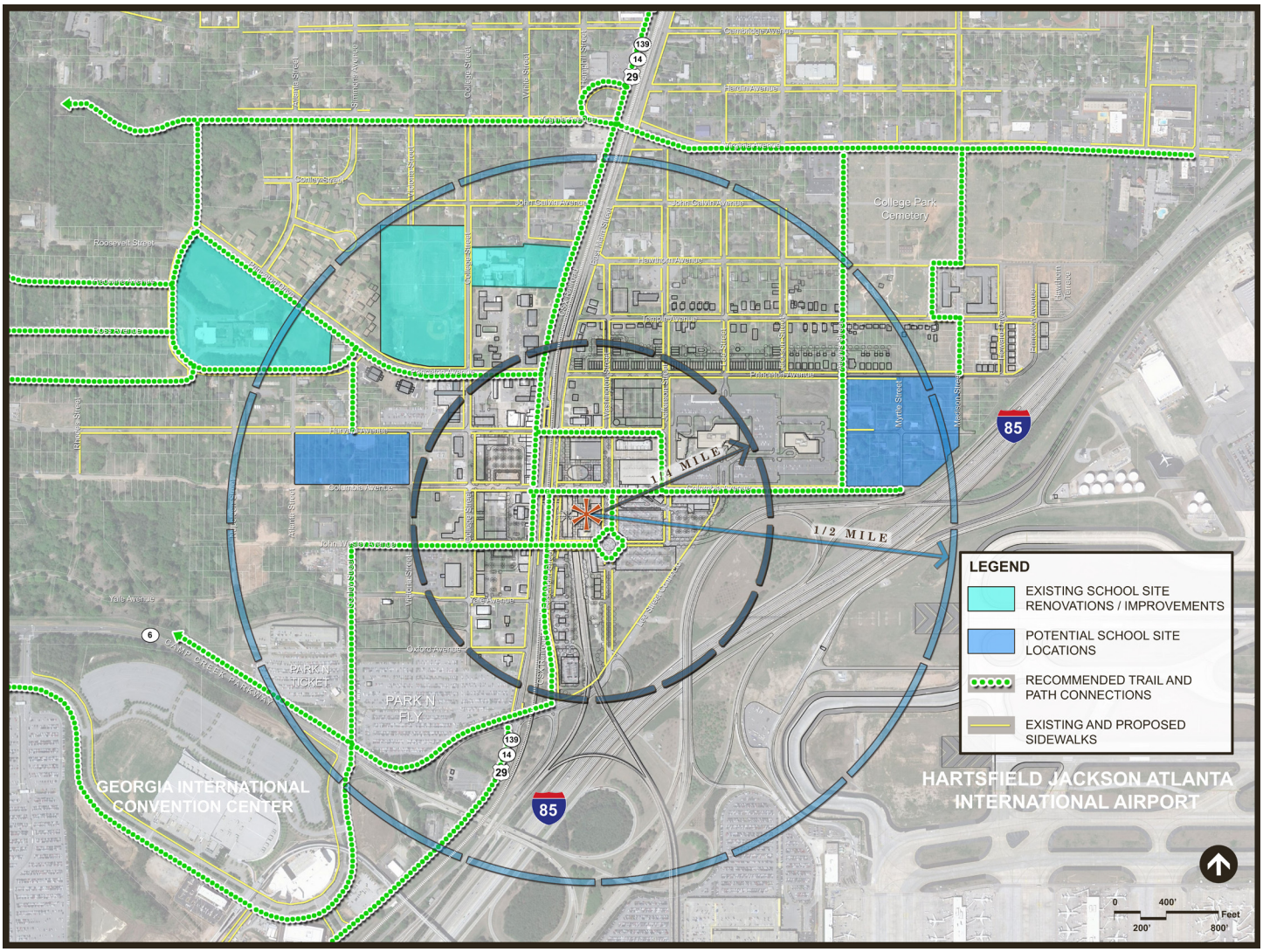


Phase Three Implementation/Phasing Plan.

5.12. Education

The City of College Park has a rich heritage founded on education. The importance of a school in a community cannot be overestimated. People view their school as a central hub, the heart and soul of a neighborhood. The sustainability of a community is inherently connected to the school environment. It is one of the important determining factors for people moving to a community and is considered an essential component of any society. As part of the overall master plan, Atkins identified potential school site locations adjacent to the TOD development. We feel that locating a future school facility near these locations will allow for the increased growth within the school district and allow the school to be walkabe for not only the TOD development but also future residential development outlined in the overall LCI studies.

Resident population and public school enrollment impacts of the proposed development are estimated to be between 350 to 400 students. This number is based on reasonable estimates of average household sizes for the various housing products which are proposed for the site using US Census information. According to the U.S. Census Bureau's American Community Survey, approximately 34% of the City's total household population consists of children under age 18. Of those children, nearly 79% are of school age and enrolled in school.



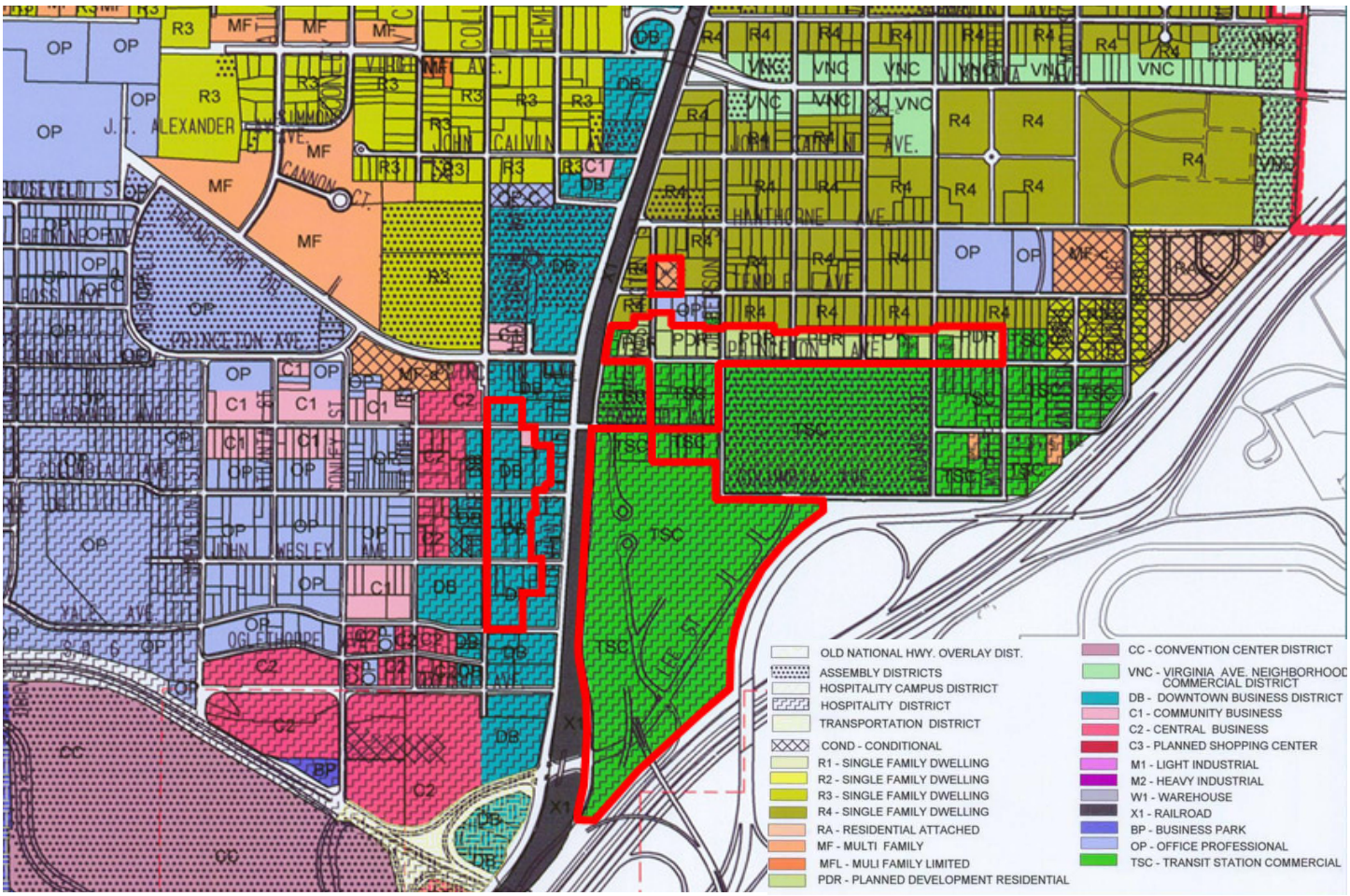
Potential School Site Locations / Existing Site Renovations / Improvements with Recommended and Existing Trails, Paths, and Sidewalks.

5.13. Zoning

According to the City of College Park Zoning Map, there are five zoning districts that the proposed TOD development is located within. These districts are Transit Station Commercial (TSC), Downtown Business District (DB), Planned Development Residential (PDR) Multi Family (MF), and Community Business (C1). Portions also lie within two overlay districts. These are the Hospitality District and the Downtown Development Guideline District. In general, the zoning principles that are already in place within these districts support the proposed uses within the preferred master plan with a few exceptions. Residential density does not appear to be high enough in select areas to support a vibrant TOD. Provisions should be put in place to allow for densities greater than what a FAR (3) would allow. Likewise, height restrictions close to the core of the TOD should be relaxed to allow for greater height in select locations. Parking requirements should be viewed in relationship to the overall development and not on a block by block basis.

One of the advantages to a TOD development is that it requires less parking than similar developments in non-transit locations. Parking can also be shared, taking advantage of multi-purpose trips to reduce further the actual number of spaces provided. A reduction in the parking requirements within the TOD development would not only reduce the environmental impacts, but also reduce costs for potential developments. Finally, we would suggest that the city consider developing a single district for the TOD development that would encompass its principles and streamline the standards that a potential developer would need to adhere to. Development standards within this district should be focused on four key factors.

1. Promoting active walkable streets.
2. Providing the scale and density needed to create a vibrant TOD.
3. Integrating transit with the adjacent development.
4. Preserving the historic character, feel, and fabric of the existing downtown.



City of College Park Zoning Map.

6.1 Existing and Future Market Conditions

6.11. Introduction

Real Estate Research Consultants, Inc. (RERC) was retained as a subconsultant to Atkins to analyze the market and economic context specific to the City's effort in devising a strategy to catalyze economic development based around the College Park MARTA station.

Because of its accessibility and location, the city continues to serve as a gateway to the Atlanta region. Hartsfield-Jackson Atlanta International Airport is the world's busiest passenger airport and a major economic engine for the state. The Georgia International Convention Center (GICC), a 400,000 SF facility, is Georgia's second largest convention center. As part of the redevelopment plans associated with the GICC, two new hotels - a 403-room Marriott Headquarters hotel and a 147-room SpringHill Suites - were opened in 2010 and 2009, respectively. The GICC has also sparked office development as Gateway Center I was completed in 2009, comprising nearly 130,000 SF of office space. The city is also home to a number of large employers such as Delta Airlines, Federal Aviation Administration, Chick-fil-A, Sysco Foods, AirTran, and Coca-Cola Bottling Company, to name a few.

The following analysis, which builds upon prior planning initiatives completed for the city, focuses on the potential demand for retail, office, hotel, and residential product immediately surrounding the MARTA station located in downtown College Park. The analysis focuses on testing the supportability of the development plan designed by Atkins, which was finalized after several rounds of public input from city staff and key stakeholders in the community. Given recent economic and development trends in the city, and near the MARTA station, it is expected there will be little to no growth without any significant public investment or redevelopment initiatives aimed at promoting transit oriented development (TOD).

6.12. Market and Economic Context

As the basis for evaluating the opportunity to initiate redevelopment in downtown College Park, the population, household, and economic trends for the city and targeted areas near the station were evaluated and compared to the greater Atlanta metro area. The economic profile herein focuses on those variables that drive demand for retail, restaurants, office, and residential, and how the level of demand present in the market compares to existing supply.

There are three principal generators for retail and service expenditures in the College Park downtown area. These include residents, workers, and visitors/tourists. The analysis estimates the demand from each of these groups and in total over the next 25 years, the assumed build-out period for the development program designed.

Recent data from a number of industry sources provide context for the assumptions used in the accompanying analysis. This information should not be construed as an affirmation of the market in which potential development projects might perform, but it does provide some perspective on the underlying economic influences associated with the area's real estate sales and leasing activity.

Population

The Atlanta Metropolitan Statistical Area (MSA) spans up to 28 counties and is the most populous metro area in Georgia. Despite the state of the economy, population continues to increase in the Atlanta MSA, as well as Fulton and Clayton Counties, providing implicit opportunities for both housing development and commercial activities. The 2010 estimate census counts place the MSA population at approximately 5,268,860 people, up from 4,247,981 people in 2000. Fulton County, the region's most populous county, also experienced growth in the past 10 years, but at a slower rate than the MSA. The county's population increased by a compounded average annual growth rate (CAGR) of 1.21% between 2000 and 2010, which is less than the 2.18% CAGR experienced within the MSA. A portion of the City of College Park resides in Clayton County as well, where popula-

tion has also increased in the previous ten years. Between 2000 and 2010, Clayton County's population increased from 236,517 to 259,424, a CAGR of 0.93%.

Unlike these jurisdictions, the City of College Park experienced a sharp decline in population between 2000 and 2010. The approximate 31% decline in population between these years is mostly attributed to the expansion of Hartsfield-Jackson Atlanta International Airport, which led to the demolition of many residential neighborhoods in the city. The removal of these neighborhoods led to a decline in population from 20,382 in 2000 to 13,942 in 2010, a CAGR of -3.73%.

Given the local and regional trends, the population in Fulton and Clayton Counties is likely to continue increasing at a modest pace over the next five years. Population in the city is expected to continue decreasing, but at a more moderate pace of -1.48% CAGR over the next five years. Table 1 illustrates population trends from the census, as well as estimated for 2012 and projected for 2017.

Table 1: Population Trends and Projections, 2000-2017

	College Park	Fulton County	Clayton County	Atlanta MSA
2000	20,382	816,006	236,517	4,247,981
2010	13,942	920,581	259,424	5,268,860
2012 [1]	12,411	941,916	262,094	5,425,233
2017 [2]	11,522	1,000,623	269,620	5,855,341

[1] Estimate
[2] Projection
Source: U.S. Census Bureau; Claritas

Table 2 presents the age cohorts of the city's population for the last three census counts. Approximately 34% of the population in 1990 was between the ages of 20 and 35, whereas in 2010, these age groups comprised less than 25% of the total population. Possibly even more telling of the age distribution trends in the last 30 years, about 18% of the 1990 population were over the age of 45. In 2010, about one-third of the population is over the age of 45. While the 2010 median age in the city was only 30.5, these trends suggest an aging population with fewer younger people migrating or staying in the city.

Table 2: Age Distribution, 1990 – 2010

	1990	2000	2010
0-4	9.5%	8.9%	9.7%
5-9	7.7%	9.4%	7.8%
10-14	7.1%	7.8%	7.2%
15-19	7.5%	7.3%	7.2%
20-24	11.2%	11.2%	8.7%
25-34	22.8%	20.3%	16.1%
35-44	15.8%	15.4%	13.9%
45-54	7.0%	10.6%	13.4%
55-64	4.2%	4.3%	9.6%
65-74	4.1%	2.3%	4.1%
75-84	2.4%	1.9%	1.4%
85+	0.6%	0.6%	1.0%

Source: U.S. Census Bureau

Households and Income

The change in households since 2000 generally mirrors the population trends over the same timeframe. Table 3 illustrates household trends since 2000 as well as estimated and projected for 2012 and 2017, respectively. The strong economy, particularly in the housing industry, helped the Atlanta MSA achieve a CAGR of 2.23% between 2000 and 2010. Undoubtedly, the majority of the increases in the number of households occurred between 2000 and 2006.

Table 3: Number of Households, 2000-2017

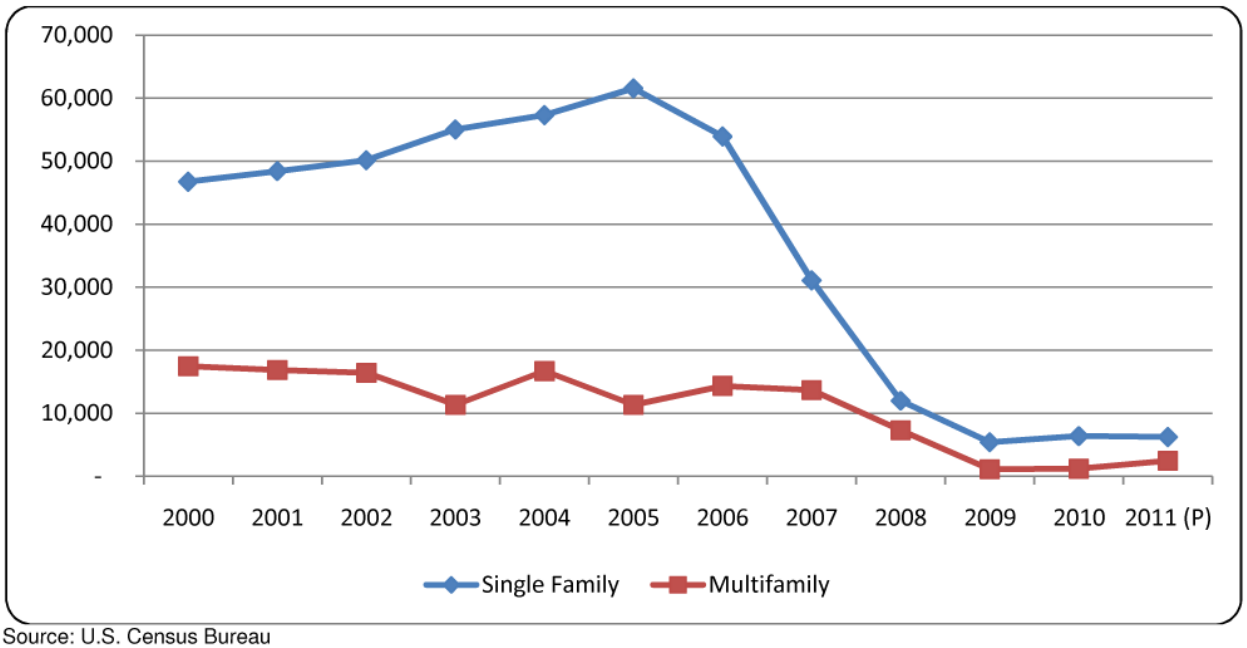
	College Park	Fulton County	Clayton County	Atlanta MSA
2000	7,810	321,242	82,243	1,554,154
2010	5,595	376,377	90,633	1,937,225
2012 [1]	5,144	387,949	91,437	1,993,304
2017 [2]	4,855	416,098	93,760	2,147,154

[1] Estimate
[2] Projection
Source: US Census Bureau; Claritas

The recession had a substantial impact on housing in the Atlanta MSA, particularly concerning new construction. As shown in Figure 2, building permit activity in the Atlanta MSA dropped significantly starting in 2007. Between 2000 and 2006, nearly 70,000 single and multifamily permits were issued each year. In 2010, only 6,500 total permits were issued within the MSA. Given the region's past growth, the number of permits issued will improve to prior levels even if the timeframe is uncertain.

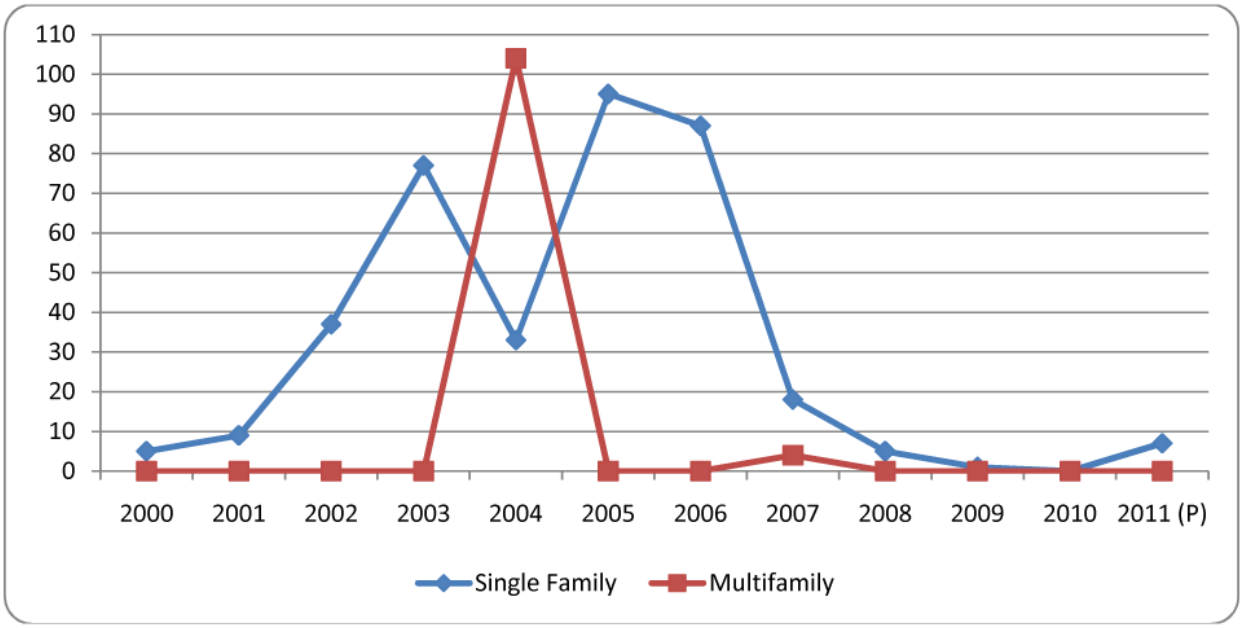
As illustrated in Figure 3, building permit activity in the City of College Park experienced more adverse trends, ending 2010 with zero total permits issued. During the height of the residential market between 2003 and 2006, the city issued a total of 292 single family and 104 multifamily permits. On average, the city captured approximately 0.066% of the residential permits in the MSA between 2000 and 2010. The overwhelming majority of permits issued were for single family detached units.

Figure 2: Building Permits in the Atlanta MSA, 2000-2010



Source: U.S. Census Bureau

Figure 3: Building Permits in College Park, 2000-2010

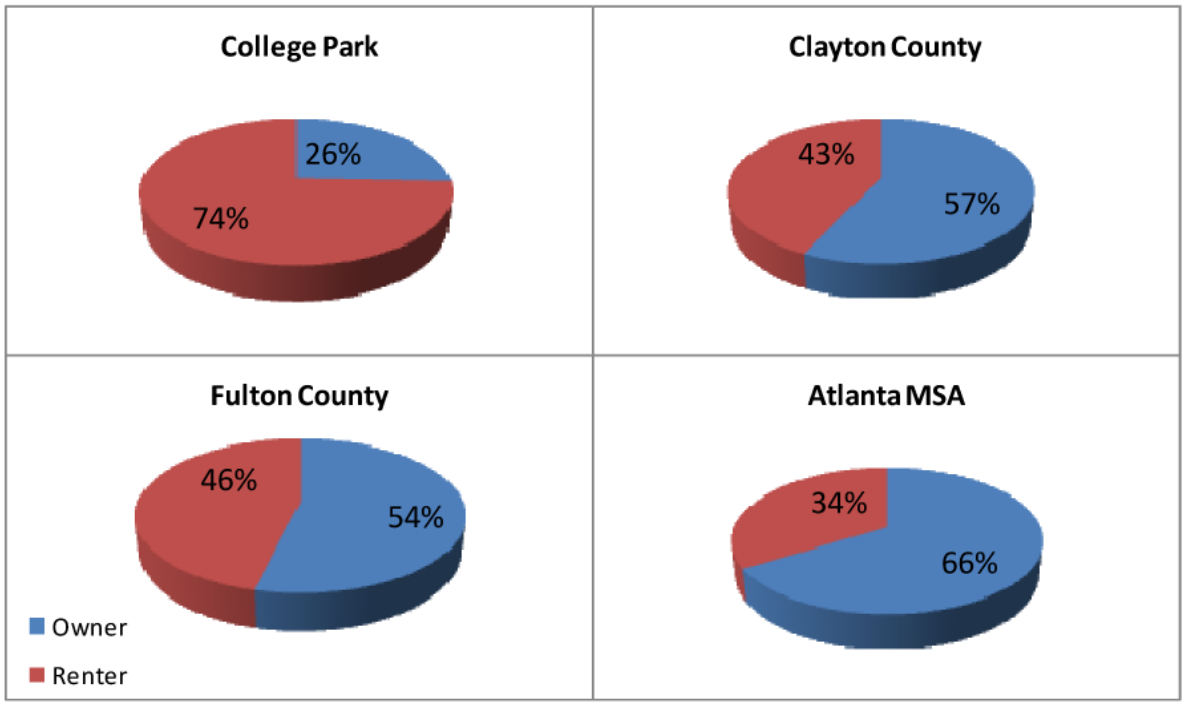


Source: U.S. Census Bureau

Despite the limited growth in multifamily product in the city, home ownership is substantially more prevalent in Fulton and Clayton Counties and the Atlanta MSA than the city where 74% of the occupied households are renters. Figure 4 illustrates the housing tenure within the city, Fulton and Clayton Counties, and the Atlanta MSA.

Traditionally, such a high percentage of renter occupied households indicates a greater proportion of households with low incomes and higher housing cost burden. Table 4 presents the distribution of households by household income.

Figure 4: Housing Tenure – Occupied Units, 2010



Source: U.S. Census Bureau

Table 4: Households by Household Income, 2000 and 2010

	College Park		Fulton County		Clayton County	
	2000	2010	2000	2010	2000	2010
Less than $10,000	12.8%	16.0%	11.2%	8.9%	6.1%	7.9%
$10,000 to $14,999	7.8%	11.1%	5.3%	5.1%	4.0%	6.1%
$15,000 to $24,999	19.2%	14.9%	10.9%	9.0%	13.1%	14.0%
$25,000 to $34,999	16.6%	16.1%	11.0%	9.3%	15.3%	1.7%
$35,000 to $49,999	17.6%	14.4%	13.6%	12.5%	20.2%	22.0%
$50,000 to $74,999	16.2%	9.6%	16.5%	16.0%	23.6%	23.8%
$75,000 to $99,999	6.2%	10.4%	10.0%	10.5%	10.4%	12.4%
$100,000 to $149,999	2.7%	4.1%	10.7%	13.1%	5.3%	9.4%
$150,000 to $199,999	0.7%	0.8%	4.3%	6.2%	1.1%	1.6%
$200,000 or more	0.3%	2.3%	6.5%	9.4%	0.9%	1.0%

Source: U.S. Census Bureau; RERC, Inc.

As presented in Table 5, the median household income in College Park is notably less than Fulton County and the state. Between 2000 and 2010, the median household income showed little signs of improvement with a CAGR of -0.20%. The median household income in Fulton County increased by nearly 1.83% each year, while in Clayton County, incomes remained relatively stagnant during the same time period.

Table 5: Median Household Income, 2000 and 2010

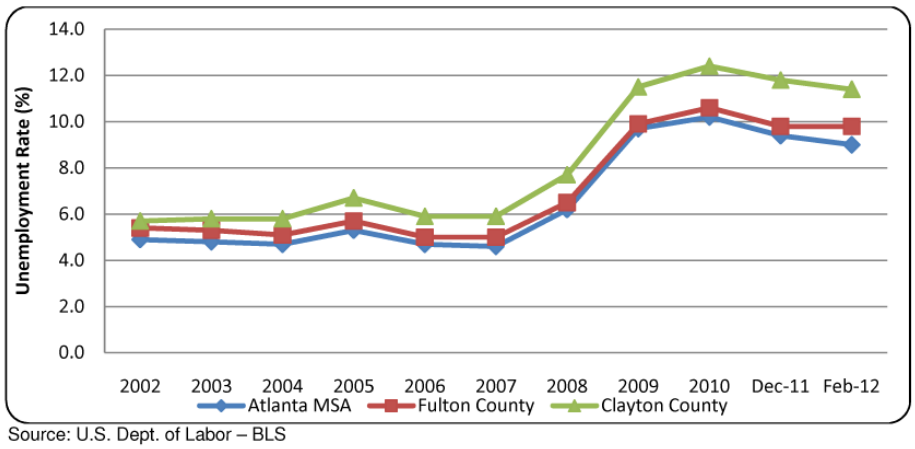
	College Park	Fulton County	Clayton County	Georgia
2000	$30,843	$47,321	$42,697	$42,433
2010	$30,220	$56,709	$43,311	$54,344
CAGR	-0.20%	1.83%	0.14%	2.50%

Source: US Census Bureau; RERC, Inc.

Employment

The entire state of Georgia continues to experience a slowdown even though the recession is now reported to have officially ended. In both the Atlanta MSA and the state, unemployment rates were higher than the national rate in February 2012. For the United States, unemployment was reported to be approximately 8.3% compared to 9.0% and 9.1% for the MSA and Georgia respectively. Within the MSA, Fulton County posted an unemployment rate of 9.8%, compared to Clayton County with 11.4% unemployment. As shown in Figure 5, unemployment rates in the region have increased sharply over the past 10 years. However, the data also suggests these rates are starting to decline as the regional economy begins to recover from the recession.

Figure 5: Unemployment Rates in the Atlanta MSA and Fulton and Clayton Counties, 2002-2012 (Feb)



Source: U.S. Dept. of Labor – BLS

As of December 2011, actual employment counts in the MSA are up 2.28% from the 2010 annualized number of 2,390,486 workers to an estimated 2,444,914 workers reported for December 2011. The December 2011 number is about 0.067% less than the average annual employment over the previous ten years. The MSA hit its historical peak employment of 2,589,484 people in 2007, in the end of the economic expansion that ended that same year. The unemployment rate was under 5% five times over the past 10 years. In 2009, however, the unemployment rate increased from 6.2% to 9.7% while total employment declined by over 127,000 jobs.

In the multi-county MSA, Fulton County is the principal commercial center, yet only represents about 18% of the region's total employment. Between 2000 and 2007, the unemployment rate in Fulton County averaged 4.9%. Data from the most recent four years (2008-2011), however, reveal a substantial increase with an average unemployment rate of 9.2%. Clayton County has traditionally experienced higher unemployment rates than Fulton County. These trends continue today as the Clayton County's unemployment rate has been higher than 11% for the past three years.

The City of College Park has also experienced high unemployment rates. The city's unemployment rate remained relatively unchanged between 2000 (8.3%) and 2005 (8.4%), but in 2010, the unemployment rate in the city increased to 9.8%.

The city is a major employment center in the region with nearly 60,000 jobs, but only 12% of the city's residents are employed within the city limits. Essentially, 2010 employment data suggests that over 58,000 jobs within the city were filled by individuals commuting from outside College Park. The data indicate an obvious jobs to population mismatch. In other communities analyzed, the ratio of jobs to population typically ranges from 0.4 to 0.6 for commonly vibrant communities. This ratio in College Park is 4.02, significantly higher than more normal communities. This gross imbalance between jobs and population suggests opportunities to increase the share of jobs filled by College Park

residents, as well as a unique prospect to attract new residents and households to the community who now commute from other areas.

Interestingly, there is a noticeable difference in the distribution of employment by industry between the industries in which the city's residents are employed and the total jobs in the city. Of the nearly 60,000 jobs reported in the city, more than 71% are in the transportation and warehousing industries. As shown in the Table 6, the next highest is accommodation and food service. These figures are not completely unexpected given the city's proximity to the Hartsfield-Jackson Atlanta International Airport and the GICC. However, the industries in which the city's residents are employed are dispersed among a variety of sectors. Approximately 47% of the city's residents are employed in one of the following industries: transportation and warehousing (11.0%), administration and support (11.3%), health care and social assistance (11.5%), and accommodation and food service (13.1%). Retail trade and educational services are also strong employment sectors for the city's residents. These comparisons suggest a potential mismatch between resident job skills and the skill requirements of the jobs available in the city.

Table 6: Employment by Industry – Resident and Total Employment in the City, 2010

	Resident Employment	Employment within City
Agriculture, Forestry, Fishing and Hunting	0.1%	0.0%
Mining, Quarrying, and Oil and Gas Extraction	0.0%	0.0%
Utilities	0.3%	0.0%
Construction	2.3%	0.5%
Manufacturing	3.7%	0.9%
Wholesale Trade	4.1%	3.3%
Retail Trade	9.8%	2.2%
Transportation and Warehousing	11.0%	71.2%
Information	2.5%	0.0%
Finance and Insurance	3.0%	0.8%
Real Estate and Rental and Leasing	2.3%	1.9%
Professional, Scientific, and Technical Services	5.1%	0.9%
Management of Companies and Enterprises	1.7%	1.2%
Administration & Support, Waste Management and Remediation	11.3%	4.3%
Educational Services	8.9%	1.8%
Health Care and Social Assistance	11.5%	1.9%
Arts, Entertainment, and Recreation	1.3%	0.0%
Accommodation and Food Services	13.1%	7.0%
Other Services (excluding Public Administration)	3.2%	1.3%
Public Administration	5.0%	0.8%

Source: U.S. Census Bureau; RERC, Inc.

6.13 Overview of Market Assessment

In light of the current and near term market conditions in the Atlanta MSA, residential and non-residential markets continue to seek equilibrium in terms of supportable demand and values. While the near term will be a period of correction of overbuilt local conditions relative to historically high unemployment levels, mid- and long-term growth in population and employment – along with potential investment initiatives in transit, convention business, expansion of airport related commerce, and corresponding private investment – could ultimately stabilize the market and provide favorable conditions for new real estate development.

As previously discussed, College Park has historically experienced negative to slow growth in population and household income, which has supported only limited additions to the building inventory, with expanding patterns of obsolescence and property abandonment.

While the analysis has considered the economic conditions of College Park, its primary focus is the potential demand for new development near the downtown MARTA station. The obvious goal is to provide a land use platform and planning environment capable of attracting private and public investments, which may also allow reorganization of neighborhoods to take advantage of the transit system and potential commerce nearby.

Based on past development trends, there will be little to no growth in the downtown core if no significant public investments or redevelopment initiatives are implemented to support TOD. Ultimately, the analysis outlined herein focuses on the potential supportable demand for the Preferred TOD Plan designed by Atkins (see Figure 6). The analysis provides a general review of whether the plan designed can reasonably be supported. It does not address whether a specific type of tenant is in demand at the proposed location.

Market Area

The market area considered in the analysis is commensurate with traditional TOD projects. Generally, most development around transit stations, particularly rail transit, focuses on development opportunities within a one-half mile radius from the station. Given the layout of downtown College Park and the location of the city's primary base of employment, the analysis also examines the areas within a one-quarter-mile and one-mile radii from the station. Figure 6 illustrates the location of the MARTA station and denotes the market areas considered in the analysis.

Figure 6: Map of MARTA Station and Market Areas Analyzed

Socio-Economic Profile of the Market Areas

Socio-Economic Profile of the Market Areas

Data available from third-party sources were analyzed to define each trade area's socio-economic context and compare its characteristics to the City of College Park and Fulton and Clayton Counties. The future data included here indicate general trending and are in no way predictive of actual outcomes. Third-party population and household projections are consistent within standard industry practices and are included as one perspective in the analysis.

Table 6 illustrates the data analyzed for the analysis. Between 2000 and 2012, the population within the market areas declined significantly, mostly the result of the airport expansion and demolition of residential neighborhoods. While the trends indicate continuing declines in population within the market areas and the city, the rate of these declines will be much slower than the previous 12 years.

Table 6: Demographic Trends Analysis – Market Areas

		0.25 Mile Radius	.50 Mile Radius	1 Mile Radius	City of College Park	Fulton County	Clayton County	Atlanta MSA
Population								
2000	Census	59	1,320	4,541	20,382	816,006	236,517	4,247,981
2012	Estimated	47	856	3,145	12,411	941,916	262,094	5,425,233
2017	Projected	46	787	2,870	11,522	1,000,623	269,620	5,855,341
Historical Annual Growth 2000 to 2012		*-1.88%*	*-3.54%*	*-3.01%*	*-4.05%*	*1.20%*	*0.86%*	*2.06%*
Projected Annual Growth 2012 to 2017		*-0.43%*	*-1.67%*	*-1.81%*	*-1.48%*	*1.22%*	*0.57%*	*1.54%*
Households								
2000	Census	20	470	1,779	7,810	321,242	82,243	1,554,154
2012	Estimated	26	393	1,483	5,144	387,949	91,437	1,993,304
2017	Projected	26	372	1,388	4,855	416,098	93,760	2,147,154
Historical Annual Growth 2000 to 2012		*2.21%*	*-1.48%*	*-1.51%*	*-3.42%*	*1.58%*	*0.89%*	*2.10%*
Projected Annual Growth 2012 to 2017		*0.00%*	*-1.09%*	*-1.32%*	*-1.15%*	*1.41%*	*0.50%*	*1.50%*
Median Household Income								
2012		$ 35,242	$26,638	$ 29,434	$ 32,513	$ 56,206	$ 43,981	$ 57,201
2017		$ 35,981	$27,386	$ 29,934	$ 32,740	$ 57,521	$ 44,104	$ 58,016
Housing Units (Total)								
2012	Total Housing Units	32	477	1,865	8,351	348,632	86,461	2,226,797
	Total Occupied Units	26	393	1,483	5,144	387,949	91,437	1,993,304
	% Renter	76.9%	68.7%	65.9%	66.7%	42.2%	39.6%	31.7%
	% Owner	23.1%	31.3%	34.1%	33.3%	57.8%	60.4%	68.3%
2017	Total Housing Units	32	451	1,741	6,164	481,091	108,031	2,394,386
	Total Occupied Units	26	372	1,388	4,855	416,098	93,760	2,147,154
	% Renter	76.9%	69.9%	66.9%	67.4%	42.4%	39.8%	31.6%
	% Owner	23.1%	30.1%	33.1%	32.6%	57.6%	60.2%	68.4%
Household Income								
2012								
	< $15,000	19.23%	32.14%	26.37%	20.08%	14.11%	9.85%	9.48%
	$15,000 - $24,999	11.54%	14.80%	15.24%	16.82%	9.11%	12.62%	8.36%
	$25,000 - $34,999	19.23%	16.07%	15.78%	16.87%	9.37%	14.94%	9.97%
	$35,000 - $49,999	15.38%	13.78%	15.37%	16.56%	13.01%	20.09%	15.49%
	$50,000 - $74,999	26.92%	16.33%	15.64%	16.27%	16.14%	23.53%	21.42%
	$75,000 - $99,999	3.85%	3.57%	6.81%	7.41%	10.68%	10.82%	13.78%
	$100,000 - $124,999	0.00%	1.02%	2.43%	3.30%	7.69%	4.31%	8.44%
	$125,000 - $149,999	0.00%	0.00%	0.40%	1.05%	5.51%	1.68%	4.74%
	$150,000 - $199,999	3.85%	1.28%	1.42%	0.99%	5.28%	1.19%	3.92%
	$200,000 - $499,999	0.00%	1.02%	0.54%	0.62%	7.02%	0.92%	3.68%
	$500,000+	0.00%	0.00%	0.00%	0.02%	2.09%	0.06%	0.72%

Source: Claritas; RERC, Inc.; U.S. Census Bureau

The study areas have a noticeable lower income when compared to the Atlanta MSA and Fulton and Clayton Counties, but they are relatively in line with the median household income within College Park. The MSA and the counties exhibit an owner/renter split of about 60%/40%, while the occupied households within College Park are significantly more occupied by renters.

Assessment of Existing Market Conditions

Retail

College Park's retail market has remained relatively unchanged over the past 12 years. Within the city, only 310,000 SF of retail space were added to the supply since 2000, and nearly 260,000 SF of such space were added in the last three years. The existing conditions within the market areas analyzed exhibit a more negative market condition with only 7,690 SF added within one mile from the station and zero space added to the market within one-half mile. Table 7 illustrates the total leasable space available in the areas analyzed, compared to the Atlanta market area, Fulton County, and Clayton County.

Despite the addition of nearly 260,000 SF to the retail supply in the city within the last three years, the city achieved a net absorption of 170,000 SF during this same period. This low absorption is indicative of a market with an oversupply of retail which also results in lower occupancy rates. Table 8 compares the occupancy rates in College Park to those within the Atlanta market area and Fulton and Clayton Counties. All areas examined experienced declines in occupancy rates over the past several years, but College Park posted a slightly sharper decline, particularly between 2010 and 2011. At the beginning of the decade, retail and restaurant space within a quarter-mile, half-mile, and one-mile radius from the MARTA station boasted strong occupancy rates through 2005.

Table 7: Total Leasable Retail Square Footage, 2000-2011

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	94,489	98,889	280,883	2,004,505	279,051,306	70,965,300	16,193,108
2001 4Q	94,489	98,889	280,883	2,016,076	291,404,851	73,219,113	16,486,686
2002 4Q	94,489	98,889	280,883	2,022,076	301,870,272	74,846,694	16,912,657
2003 4Q	94,489	98,889	280,883	2,030,576	309,093,638	76,625,010	17,061,799
2004 4Q	94,489	98,889	280,883	2,030,576	317,919,591	77,154,976	17,170,572
2005 4Q	94,489	98,889	280,883	2,035,576	328,504,422	79,082,454	17,787,795
2006 4Q	94,489	98,889	288,573	2,043,266	341,296,324	80,972,522	17,990,371
2007 4Q	94,489	98,889	288,573	2,057,006	350,617,076	82,699,226	18,424,130
2008 4Q	94,489	98,889	288,573	2,057,006	359,901,573	83,819,854	18,808,639
2009 4Q	94,489	98,889	288,573	2,127,006	363,301,124	83,994,771	18,909,916
2010 4Q	94,489	98,889	288,573	2,125,682	363,400,386	83,994,480	18,972,937
2011 4Q	94,489	98,889	288,573	2,314,494	363,543,565	83,997,232	18,962,624

Source: CoStar; City of College Park; RERC, Inc.

Table 8: Occupancy Rates, 2000-2011

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	94.71%	94.44%	96.26%	88.55%	95.84%	95.07%	96.18%
2001 4Q	96.30%	95.96%	96.08%	88.66%	94.64%	95.10%	94.90%
2002 4Q	96.08%	95.75%	96.55%	94.60%	94.85%	94.34%	95.57%
2003 4Q	96.30%	95.96%	94.98%	94.77%	94.81%	94.28%	95.05%
2004 4Q	94.60%	94.34%	90.11%	92.84%	94.47%	94.01%	94.15%
2005 4Q	91.96%	91.81%	89.58%	92.90%	93.59%	93.53%	93.21%
2006 4Q	83.81%	83.82%	86.48%	90.65%	93.20%	92.95%	92.81%
2007 4Q	86.67%	86.75%	86.88%	88.44%	92.77%	93.18%	91.17%
2008 4Q	75.90%	76.37%	78.41%	86.49%	91.48%	92.16%	90.03%
2009 4Q	88.68%	88.67%	85.26%	88.21%	89.76%	91.07%	88.06%
2010 4Q	84.55%	81.19%	83.89%	86.79%	89.63%	91.11%	86.34%
2011 4Q	86.88%	83.42%	83.69%	81.03%	89.62%	91.76%	85.95%

Source: CoStar; City of College Park; RERC, Inc.

The declining occupancy rates starting in 2006 likely result from a combination of influences such as fewer residents and households in the community caused by the expansion of Hartsfield-Jackson Atlanta International Airport and the recession beginning in 2007. The removal of a significant portion of the city's housing inventory caused nearly half the city's population to relocate outside the city. Consequently, the amount of retail space per capita in the city increased dramatically from 98 SF per capita to more than 150 SF per capita. Given the community's trends in households and household income, there is an obvious oversupply of retail square footage in the city.

Interestingly, even with an apparent oversupply of built retail space and the impact from the recession, lease rates have remained relatively unchanged. As Table 9 reports, the 2011 average retail lease rate is higher than rates commanded in 2003.

Retail shopping centers and retail buildings currently in operation are showing signs of age and wear throughout the city, even physical and functional obsolescence, while others sit vacant or abandoned and further deteriorating. Limited new commercial development can be found in areas easily accessible to major roadways and the interstates, but new commercial development in the downtown core and near the station has been negligible. Common commercial uses within the city include fast food and limited/full service restaurants, hotel/motel properties, bank branches, pawn shops, auto parts stores, dealerships and used car lots, and gas stations. Specific to downtown, there are several locally owned limited and full service restaurants, gas stations, bank branches, hair salons/barbershops, and a few clothing stores.

Table 9: Reported Lease Rates (per SF), 2000-2011

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	-	-	-	-	$13.32	$17.50	$7.00
2001 4Q	-	-	-	-	$10.33	$22.53	$7.38
2002 4Q	-	-	-	-	$10.31	$11.29	$7.50
2003 4Q	-	-	$12.00	$6.97	$14.16	$16.15	$10.94
2004 4Q	-	-	$12.00	$7.80	$14.60	$16.27	$10.57
2005 4Q	-	-	$12.00	$7.36	$14.06	$16.92	$8.33
2006 4Q	$12.00	$12.00	$12.00	$7.12	$14.16	$16.79	$10.56
2007 4Q	-	-	$13.33	$7.42	$15.43	$19.13	$11.39
2008 4Q	$22.00	$22.00	$14.79	$7.57	$15.32	$18.61	$11.19
2009 4Q	$22.00	$22.00	$13.94	$9.41	$14.30	$16.75	$10.42
2010 4Q	$28.45	$28.45	$15.91	$9.72	$13.26	$16.35	$10.23
2011 4Q	$15.45	$15.45	$13.28	$8.60	$12.92	$16.05	$10.29

Source: CoStar; City of College Park; RERC, Inc.
Note: All lease rates are NNN

Office

As shown in Table 10, the office market in College Park has remained relatively unchanged since 2000. No additional office space was added to the inventory within 0.5 miles from the MARTA station in the last 12 years. Within one-mile from the station, located adjacent to the GICC and Hartsfield-Jackson Atlanta International Airport, Gateway Center I added 128,396 SF of office space to the total available inventory. Currently, this building is reported to being about 90% leased, providing evidence for demand for similar types of space around the GICC. Total leasable SF available in Fulton County increased at a CAGR of 1.61% between 2000 and 2011, but experienced a modest 0.93% CAGR between 2007 and 2011.

The last five years have been difficult for the Atlanta area office market. At year end 2009, the Atlanta market area experienced a total negative net absorption or more than 1,292,000 SF. A significant portion (883,000 SF) of that amount occurred in Fulton County. College Park was also impacted in 2009 with negative net absorption of nearly 5,500 SF. As shown in Table 11, these areas began to absorb some of that space in 2010 and 2011.

Table 10: Total Leasable Office Square Footage, 2000-2011

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	25,909	266,134	373,607	1,846,797		124,328,831	4,599,010
2001 4Q	25,909	266,134	373,607	1,802,583		131,559,914	4,572,541
2002 4Q	25,909	266,134	373,607	1,802,583		135,200,287	4,747,907
2003 4Q	25,909	266,134	373,607	1,802,583		136,885,912	4,757,701
2004 4Q	25,909	266,134	373,607	1,802,583		138,028,619	4,789,293
2005 4Q	25,909	266,134	373,607	1,802,583		139,522,616	4,854,275
2006 4Q	25,909	266,134	373,607	1,824,683		140,407,069	4,929,375
2007 4Q	25,909	266,134	373,607	1,824,683	290,784,614	142,732,024	5,019,255
2008 4Q	25,909	266,134	373,607	1,824,683	294,624,220	145,011,206	5,021,655
2009 4Q	25,909	266,134	502,003	1,953,079	297,274,345	146,692,296	5,297,202
2010 4Q	25,909	266,134	502,003	1,945,683	299,121,640	148,239,931	5,284,806
2011 4Q	25,909	266,134	502,003	1,945,683	298,712,419	148,138,813	5,311,821

Source: CoStar; City of College Park; RERC, Inc.

Table 11: Total Net Absorption of Office Space, 2000-2011

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	-	-	4,988	(32,595)		1,566,892	(36,531)
2001 4Q	200	200	200	5,322		(66,855)	(20,883)
2002 4Q	100	300	17,617	36,299		232,688	46,938
2003 4Q	(200)	(200)	374	2,386		(82,626)	(513)
2004 4Q	300	300	4,700	4,258		483,227	54,806
2005 4Q	-	100	(4,976)	(1,902)		250,684	29,171
2006 4Q	600	700	(424)	(23,104)		968,433	11,701
2007 4Q	(400)	6,600	10,814	(53,560)	7,184	382,697	(104,353)
2008 4Q	300	300	300	6,791	156,808	152,168	11,292
2009 4Q	(200)	(200)	295	(5,497)	(1,292,077)	(883,316)	4,904
2010 4Q	950	950	24,706	12,518	673,567	439,283	(48,526)
2011 4Q	-	(125)	13,951	20,733	598,805	214,909	77,051

Source: CoStar; City of College Park; RERC, Inc.

Given the state of the economy since 2007, the drop in occupancy rates is not unexpected. According to the data presented in Table 12, office product within one-half mile from the MARTA station went through the recession relatively unscathed as this area consistently boasted the highest occupancy rates of those evaluated for this analysis. The office market within one-mile from the station also experienced high occupancy rates until a sharp drop of nearly 30% in 2009. However, the data presented do show signs of a slight rebound in occupancies within one-mile of the station.

Similar to the experiences in the retail market, lease rates throughout the region have remained unchanged since 2000. The data summarized in Table 13 indicate the declining occupancies and increased unemployment had little impact on the lease rates reported.

Table 12: Office Occupancy Rates, 2000-2011

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	80.70%	97.60%	87.16%	81.79%		92.19%	87.91%
2001 4Q	81.47%	96.73%	91.00%	83.52%		86.28%	85.62%
2002 4Q	86.88%	98.23%	97.84%	86.00%		84.63%	88.85%
2003 4Q	86.88%	98.27%	97.09%	87.81%		83.89%	89.10%
2004 4Q	88.04%	98.38%	98.21%	86.70%		85.07%	89.02%
2005 4Q	89.19%	98.61%	97.01%	87.78%		86.21%	91.20%
2006 4Q	86.88%	98.12%	96.60%	86.44%		87.40%	88.97%
2007 4Q	86.88%	98.72%	96.31%	83.31%	86.99%	87.74%	86.35%
2008 4Q	81.47%	98.20%	96.38%	83.57%	85.88%	86.42%	86.48%
2009 4Q	82.25%	95.53%	69.63%	73.00%	83.77%	84.19%	82.65%
2010 4Q	88.81%	96.17%	77.19%	73.75%	83.11%	83.23%	78.09%
2011 4Q	66.94%	93.99%	78.84%	74.82%	83.26%	83.45%	78.90%

Source: CoStar; City of College Park; RERC, Inc.

Table 13: Average Lease Rates Reported – Office, 2000-2011

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	-	-	$16.94	$14.31		$21.23	$14.9
2001 4Q	-	$14.50	$16.67	$15.24		$21.23	$15.9
2002 4Q	-	$14.50	$18.19	$14.96		$20.00	$15.5
2003 4Q	-	-	$18.23	$13.97		$18.97	$15.72
2004 4Q	-	-	$10.85	$13.27		$18.79	$16.24
2005 4Q	-	-	$11.73	$12.16		$19.16	$13.9
2006 4Q	-	-	$11.70	$12.87		$19.67	$15.00
2007 4Q	-	$15.50	$19.19	$13.36	$20.11	$21.66	$15.77
2008 4Q	$9.00	$14.55	$21.82	$17.04	$20.12	$22.02	$17.11
2009 4Q	$11.00	$11.00	$21.57	$16.41	$19.07	$20.66	$15.86
2010 4Q	$12.86	$18.46	$20.34	$16.04	$18.53	$20.03	$15.33
2011 4Q	$11.00	$14.29	$19.71	$15.07	$18.21	$20.03	$15.21

Source: CoStar; City of College Park; RERC, Inc.
Note: All rates are full service

Residential

Residential construction activity has declined statewide and within the Atlanta MSA, mirroring other areas throughout the U.S. Statewide, the number of permits issued has fallen to levels not seen in more than a decade. Table 14 shows the total number of permits issued annually for the 11-year period between 2001 and 2011 in College Park, Fulton County, Clayton County, the Atlanta MSA, and the state of Georgia.

More than half the residential permits issued in the state were located within the Atlanta MSA. All areas presented in the table show a sharp decline in permit activity initially starting in 2007, but even more pronounced in 2008 and 2009. Preliminary results for 2011 provide some indication that 2009 was the "bottom" of permit activity in the region and the state, with potential for gradual incremental increases in permits over the next several years. Obviously, the areas presented in Table 14 have a way to go before they reach activity levels experienced prior to the recession. While questions likely remain about the general health of the housing market, prices may be at or very near their floor.

Implications

Even as the overall unemployment rate has inched upwards, actual job counts in the MSA, generally, and College Park, specifically, have shown some growth. College Park's stability in terms of job counts (regardless of employee's place of residence) must be attributed to the direct and indirect employment related to Hartsfield-Jackson Atlanta International Airport. The city is well positioned to capitalize on development activity near the airport, particularly those city-owned properties recently bought back from the City of Atlanta. The airport, coupled with the expansion of the GICC, have increased private sector interest in College Park, particularly in the hotel and office environments.

Table 14: Residential Permits Issued, 2001-2011

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011 (P)
City of College Park											
Single Family	9	37	77	33	95	87	18	5	1	0	7
Multifamily	0	0	0	104	0	0	4	0	0	0	0
Total	**9**	**37**	**77**	**137**	**95**	**87**	**22**	**5**	**1**	**0**	**7**
Fulton County											
Single Family	4,019	3,909	6,014	8,008	9,581	9,491	4,552	2,211	775	783	959
Multifamily	636	957	60	968	8	14	16	0	8	0	993
Total	**4,655**	**4,866**	**6,074**	**8,976**	**9,589**	**9,505**	**4,568**	**2,211**	**783**	**783**	**1,952**
Clayton County											
Single Family	2,534	2,283	2,519	2,046	2,106	2,217	1,238	403	85	143	106
Multifamily	636	957	60	968	8	14	16	0	8	0	0
Total	**3,170**	**3,240**	**2,579**	**3,014**	**2,114**	**2,231**	**1,254**	**403**	**93**	**143**	**106**
Atlanta MSA											
Single Family	48,423	50,151	55,033	57,316	61,558	53,927	31,089	11,989	5,421	6,384	6,239
Multifamily	16,845	16,400	11,344	16,691	11,333	14,339	13,681	7,305	1,112	1,191	2,453
Total	**65,268**	**66,551**	**66,377**	**74,007**	**72,891**	**68,266**	**44,770**	**19,294**	**6,533**	**7,575**	**8,692**
State of Georgia											
Single Family	71,531	75,761	81,270	87,731	94,467	86,106	55,399	25,027	14,838	14,872	11,912
Multifamily	21,528	21,994	16,023	20,625	14,869	18,094	17,955	10,489	3,554	2,486	4,219
Total	**93,059**	**97,755**	**97,293**	**108,356**	**109,336**	**104,200**	**73,354**	**35,516**	**18,392**	**17,358**	**16,131**

Source: FHUD SOCDS Building Permits Database (US Bureau of the Census); RERC, Inc.
(P) = Preliminary figures

These employment and activity centers outside of downtown itself will continue to draw interest, but they also have the potential to cannibalize potential growth in the city's core. As the demand for additional retail and office space is recognized, it is more likely that needed facilities will be built in areas more accessible to the interstates and highway network, with little attention being paid to MARTA and downtown College Park. There is an ostensible demand for new residential product in the city resulting from the removal of nearly 3,000 housing units, but recent trends in residential activity has shown few signs those units will be rebuilt in the foreseeable future.

The negative growth trends, the lack of significant new development downtown, and the significant loss of population over the past 10 years would likely continue if no significant investments or initiatives implemented to target TOD activities near the downtown MARTA station. The city's proximity to the Hartsfield-Jackson Atlanta International Airport and the GICC creates opportunities to stimulate some new retail, hotel, industrial/flex, and office development at areas easily accessible to the airport and major roadway network. Market and demographic trends suggest that unless a number of redevelopment initiatives are implemented population and households will continue a gradual decline, or at best, very limited growth over the next 25 years. The current status of the commercial environment within the market areas, and the city overall, indicates significant oversupply across the retail and office sectors of the marketplace. Demand for future growth will be constrained by declining population and households within the market areas. However, some new growth is likely as a result of the increased visitation to the GICC as well as anticipated employment growth mostly generated by airport-related activities. That said, the oversupply is so substantial, this new demand merely chips away at the surplus within the study area.

6.14 Future Demand

The analysis considers recent trends in the marketplace as well as potential redevelopment activity to help determine the level of future demand for commercial and residential development in the target area. The retail demand analysis takes into account demand generated by three primary groups – residents/households within the market areas, visitors to the GICC, and workers within the city. Using a variety of data sources, a series of demand models were built and calibrated specific to College Park. These models estimate expenditures by each of these groups and translate these expenditures into the demand for square feet of retail space.

The demand for new office space is based on the city's historical share of office development in Fulton County. This methodology assumes new demand for space in the near future will be accommodated in existing vacancies, with greater growth potential for new growth in 10 to 15 years.

Noted Benefits of Transit Oriented Development

Mixed use developments have become popular in recent years, combining residential products with shopping, services, and workplaces. Focusing new development in smaller areas fertile for revitalization could allow the downtown to begin a renaissance as a district easily accessible to growing employment centers and a variety of transportation modes.

TOD is generally referred to a mix of housing and commercial uses in a walkable neighborhood with easy access to quality transit options. Creating a successful TOD requires planning and thought beyond the station. The existence of transit may not create demand for new development by itself. To take advantage of this access, a successful TOD requires the understanding of the characteristics within the surrounding neighborhoods, the real estate market, employment centers, and travel patterns.

Many residents may not choose to live in a TOD setting, but having a well-designed and active station area creates an amenity for the entire community, not just those living within one-half mile from the station.

TODs are typically undertaken to achieve some, or all, of the following perceived benefits:

- reduced automobile trips
- increased transit ridership and revenues for the transit agency
- increased land and building values near transit
- improved access to jobs for all households, including those which are economically disadvantaged
- reduced transportation costs for residents
- improved public health
- creation of a sense of place/community

Preferred TOD Plan

The central purpose of this analysis was to evaluate the area's demand potential for redevelopment, assuming an emphasis on TOD elements. Future growth, particularly in the downtown core, will be limited if there is not meaningful and effective intervention from the public sector. To posit an alternative future, this analysis assumes the public sector does indeed intervene with a particular emphasis on redevelopment around the downtown MARTA station. Reflecting the catalytic value of the station, the analysis estimates new demand potential based on the build-out of the Preferred TOD Plan designed by Atkins (see Table 15 and Figure 6). The analysis evaluated potential demand within the three defined market areas previously discussed. However, to examine the future potential demand over the build-out period of the Preferred TOD Plan, the analysis focused specifically on the demand potential within a 0.5-mile radius from the station. This market area is consistent with properties most affected by station area planning through the promotion of walkability, mix of uses, and improved transit access and ridership.

Table 15: Development Program from Preferred TOD Plan

Building	Floor Levels	Retail / Service	Office	Single Family	Multi Family	Town homes	Hotel	Structured Parking
1	3				60			69
2	3					16		
3	3					26		
4	3					20		
5	3					20		
6	1-3			6				
7	1-3			5				
8	2	9,000	9,000					
9	3-4	15,800	4,900		234			720
10	3-4	24,000	16,000		55			
11	5	18,000	4,800		105			501
12	1	4,800						
13	1	7,200						
14	3	11,500			26			
15	2	40,000	40,000					280
16	1	40,000						
17	3							961
18	3						150	
19	2	25,500	25,500					
20	1	5,000						
21	3							855
22	1	12,800						
23	1		7,500					
24	1	3,200						
25	1	1,750						
26	1	3,000						
27	2		27,000					75
Total		**221,550**	**134,700**	**11**	**480**	**82**	**150**	**3,461**

Source: Atkins; RERC, Inc.

Figure 6 illustrates the plan design evaluated for this analysis.

Figure 6: Preferred TOD Plan

Source: Atkins

Retail, Restaurants, and Services

Considering local and industry standard ratios, the plan could create 573 new households, or 1,375 residents, and over 1,000 new jobs. Local residents' expenditures are a key driver of demand for retail and services. For purposes of this analysis, only these new residents were considered in estimating new retail demand from the residential population.

To derive the estimated demand for retail, restaurants, and services needed from the residential population, the analysis estimates the expenditures from the new residents and estimates the square footage needed by those expected expenditures. The Atlanta MSA's median household income was applied in the analysis to estimate the total anticipated non-auto retail expenditures. Based on the program presented in Table 14, the 573 new households will generate approximately $32,776,000 in total household income. An estimate of non-auto retail expenditures for the market area is made by multiplying the total household income by the percent of income spent on non-auto retail goods. According to the Department of Commerce's Consumer Expenditure Survey, Atlanta area households spend about 22.17% of their income on non-auto retail goods. This calculation results in $7,265,000 in total potential retail expenditures. To determine the estimated de-

mand in terms of square footage, the analysis estimates the average sales per square foot for stores in the market area based on ULI's Dollars and Cents of Shopping Centers. Of the approximate 33,500 SF of retail space demanded by these households, the analysis assumes 60% of this demand will be met within the market area. In other words, these households will purchase 40% of their retail, restaurant, and service needs from facilities outside the market area. Table 16 summarizes the range of estimated SF demanded by the new households at build-out.

The demand from non-resident employees is derived from employees within the city, but residing somewhere else. According to the U.S. Census, nearly 58,000 people work in the city, but live someplace else. In addition to these non-resident employees, the analysis considers full-time equivalent employees from the development program presented in Table 15. According to a recent report completed by the International Council of Shopping Centers, an average employee in an urban area spends nearly $3,000 per year on retail, restaurant and service needs near their place of employment. Dividing the total potential gross expenditures by annual sales per square foot estimates yields the square footage demanded by the existing and new employees. Realistically, not all of the potential spending would occur in the downtown core. Therefore, the analysis applies a conservative capture rate of 15% to estimate the total potential demand within the market area. Table 15 summarizes the range of estimated SF demanded by existing and new employees that could be captured by stores near the MARTA station.

While visitors to the city include family/personal, business, and airport related visitors, the analysis focuses on the visitation associated with the activities taking place at the GICC where there is an estimated 800,000 visitors in 2012. Considering the plans for further expansion at the facility, it would be reasonable to suggest these figures will increase. That said, the analysis applies the 2012 figure of 800,000 visitors to estimate the potential retail demand. The GICC does not track average expenditures from its visitors, but the dollars spent by business travelers is tracked by the Atlanta Convention and Visitors Bureau. After factoring out such expenditures as hotel stays and transportation, each visitor is estimated to spend about $126 on retail and entertainment during their visit. Based on these estimated expenditures, the 800,000 visitors to the GICC are estimated to generate demand for approximately 450,000 SF of retail and entertainment space. Again, it would be unreasonable to suggest all of this demand could be met within the market area, or even the city. A capture rate of 15% was applied to calculate the estimated space that could be captured near the MARTA station, assuming the preferred plan from Table 15 is implemented. Table 16 summarizes the range of potential demand from visitor spending as well as the total demand from all three demand generators.

Table 16: Estimated Demand for Retail, Restaurants, and Services

Retail / Service Demand Generator	Demand @ Build-out (SF)		
New Residents/Households	18,000	-	22,000
Existing & New Non-resident Workers	102,000	-	131,000
GICC Visitors	61,000	-	78,000
Total	**181,000**	**-**	**231,000**

As shown in Table 16, new residents account for about 10% of all demand, while visitors and non-resident employees (new and existing) account for 34% and 56% of the demand, respectively. Potential tenants of this space would include retailers and service providers within the following categories:

- Department stores and general merchandise
- Discount stores
- Furniture and home furnishings
- Appliances and electronics
- Building materials and hardware
- Apparel and accessories
- Miscellaneous retail stores
- Food stores and supermarkets
- Drug stores and pharmacies
- Convenience stores and gasoline
- Beer, wine and liquor
- Cosmetic, health and beauty
- Full services restaurants
- Limited service restaurants
- Specialty food service
- Drinking places
- Personal services
- Social services
- Banking and real estate

In its current state, the market area is oversupplied. As such, the demand presented in Table 16 assumes redevelopment patterns and product design consistent with the plan presented in Figure 6. Substantial deviation from the plan could have a material impact on the demand for retail, service, and entertainment space adjacent to the MARTA station. The timing of the new demand depends upon market conditions turning around to allow for redevelopment with a mix of uses around the station area. These conditions are not likely to change in the next two to four years, but it would be important for the City to begin planning their implementation and redevelopment strategies to assure it is ready when the market appears ripe for redevelopment.

Office

The demand for new office space in the defined market area is based on the city's historical share of the estimated office space in Fulton County. This approach assumes the rate of growth in office space within Fulton County over the past 12 years continues over the next 25 years. Between 2000 and 2011, Fulton County experienced a CAGR of 1.61%. The average capture rate of all Fulton County office space within 0.5 miles from the MARTA station has averaged at about 0.19% since 2000. Understanding there is currently about a 17% vacancy within the office market in Fulton County, most of the new growth in the next five years is expected to fill these vacancies prior to the market area increasing its ability to capture a greater percentage of office space in the county. It is more than reasonable to suggest that over time, assuming new development is built consistent with the Preferred TOD Plan in Figure 6, the area within 0.5 miles from the MARTA station will be able to achieve a higher capture of the county's growth.

Under this approach and assuming effective redevelopment initiatives are implemented, the analysis suggests between 110,000 and 141,000 SF of office space can be supported over the next 25 years. Again, the majority of this space would likely be built and absorbed in the later years of the plan's build-out.

Other Uses – Residential and Hotel

Between 2000 and 2010, the City of College Park lost nearly half of its population, primarily due to the expansion of Hartsfield-Jackson Atlanta International Airport. The City has recently bought back some of the land originally purchased for the airport's expansion, but much of this land is not suitable for residential development because of noise ordinances and other regulations.

Generally, demand for new residential product is based on expected population and employment growth. College Park is unusual in that population trends indicate a continued decline in population, while employment in the city remains strong with signs of continued economic expansion. This economic expansion provides opportunities for the city to leverage the large

employment base and its proximity to airport-related activities to support additional residential units.

With nearly 60,000 employees in the city, the majority of which reside outside the city, there is ample opportunity for increased residential development over the next 25 years. Although an overwhelming majority of the households in the city are renter occupied, there is apparent demand for additional multifamily in the downtown core. Some of this new demand would likely require the demolition and replacement of outdated and dilapidated structures. Again, the potential to support additional residential activity is contingent on a mix of redevelopment policies, removing, or limiting, negative perceptions such as crime and blight, and developing parcels in such a manner that creates a sense of place in the downtown core. These improvements will foster development that will attract potential new residents with easy access to the airport, interstates, transit, employment, and a variety of retail and entertainment offerings.

The city's location proximate to Hartsfield-Jackson Atlanta International Airport and the GICC provides increased opportunities for new hotel development within the city limits. Even if the city opts to implement no redevelopment initiatives targeting TOD near the MARTA station, demand for additional hotel rooms will likely remain. The location of such demand, however, will be targeted for land or properties directly adjacent to the GICC or other areas with direct access to the interstate highway system or the airport. At year-end 2011 there were over 5,400 hotel rooms within the city limits with an overall occupancy of 65% and an average daily rate (ADR) of $80. New hotel development is generally supportable once occupancies reach around 70%.

There has been recent hotel development activity in downtown College Park. Hotel Indigo (part of the InterContinental Hotels Group) was originally set to open a 142-room boutique hotel in 2009, but economic concerns caused construction delays, and the facility opened in May 2012. Located just outside of downtown on Virginia Avenue, Holiday Inn and Suites anticipates completion of its $3,000,000 renovation in June 2012. The renovated facility will offer 333 rooms, lounge, conference room, and pool. With most of the area's hotel development occurring closer to the airport or GICC, the success of these facilities will be important in determining the future demand for hotel rooms in downtown College Park, and within a block from the MARTA station.

Hotel development will reasonably occur without regard to the city's policies pertaining to downtown development, but this development will not likely take place downtown. The basis for this new demand is generally in response to increased passenger traffic at the airport and/or visitation to the GICC. However, assuming redevelopment strategies are implemented to create a desirable environment offering residents the opportunity to live, work, and play via increased walkability downtown and near the MARTA station, and increased commercial development activity, it is reasonable to believe a limited service hotel comprising between 120 to 150 rooms could be supported near the MARTA station.

The analysis employed suggests the plan as presented in Figure 6 and Table 15 is supportable over a 25-year build-out period, assuming the city commits to a combination of redevelopment initiatives and incentive packages to promote redevelopment around the MARTA station and in the city's downtown core.

The demand for each of the uses described above depend significantly on major public intervention in terms of redevelopment initiatives allowable under state and federal law. If redevelopment is not targeted through a combination of redevelopment tools, new development occurring in the city will be located away from the downtown core in areas easily accessible to the interstate highway network and adjacent to the Hartsfield-Jackson Atlanta International Airport and the GICC.

There are many different ways redevelopment can proceed. The usual challenges stem from prohibitive market conditions, local capacity – primarily as that capacity is limited by funding availability – and the conflicts among priorities. These conflicts often stem from uncertainty about future conditions, political priorities, and the difficulty in evaluating what efforts might achieve the most significant return given limited time and financial resources.

6.15 Possible Redevelopment and Funding Strategies

Financing and funding are usually the biggest barriers to redevelopment. Here, there are many strategies and funding sources that may be used to implement redevelopment activities and improvements. Although these comments focus on the financial resources typically or legally available within the state of Georgia and College Park, the discussion is purposefully broader to provide some perspective on the means or methods in place outside of this state. In total, these observations suggest a series of best practices that are applicable to College Park as well as almost any redevelopment area.

While local ordinances, statutes, and the Georgia constitution limit the options currently available, it can be instructive to understand what is occurring in other settings to benchmark local performance. For the most part, the differences from state to state or jurisdiction to jurisdiction are not so much the financial sources themselves but rather how they are implemented and applied.

In reality, there are only a handful of financial sources but they may assume a very different character depending on policy and applicable law. Unless there are very particular nuances or differences comprising a financial resource, its primary features are described categorically and more generally in this document.

Because there are both similarities and differences in funding options, the criteria for classifying or typing them is fluid but attempts to group the options as discretely as possible, providing examples to illustrate how the option might be used. Generally, the various PROS and CONS cited consider political sensitivity, difficulty in implementation, depth of resource, and overall efficacy in College Park.

Though sometimes used interchangeably, funding and financing are to be clearly distinguished. Unless described otherwise, funding speaks to a committed source of financial resources, and financing is the vehicle used to apply these financial resources. This discussion focuses on the former, addressing the latter only in the broadest terms.

Overview of Major Programs in Georgia

The State of Georgia has a number of programs that can be combined or used discretely. For the most part, the use and structure of these programs follow the form found in other states, recognizing limitations on overall monies that might be raised or allocated and the procedures that must be followed to secure these programs. Once these programs are in place, they provide a variety of planning as well as financial tools which improve their overall usefulness. Except in unusual cases, the tandem usage of programs creates a leveraging effect such that the opportunities, options, or funds available to a community or area are enhanced beyond those possible when the programs are used on an ad hoc basis.

It should not be construed that these are the only options availed but they do comprise the foundation of an integrated redevelopment program.

Tax Allocation Districts (TAD)

Authorized as part of the Georgia Redevelopment Powers Act, Georgia's TADs are virtually identical to the concept of tax increment districts found in almost every state. The concept directs tax proceeds beyond those realized as of a certain date to a targeted area for redevelopment purposes. In Georgia, both property taxes and sales tax may flow into an account for redevelopment of area infrastructure and related initiatives. With some exceptions, all tax collecting units in the area must contribute but schools are often exempted.

Advocates of these and similar districts elsewhere reason but for the investment of net proceeds in an area, redevelopment would not occur and the general tax base would erode. The proceeds available are not new taxes but merely a reallocation of taxes already legislated and collected, hence the name of the program.

All property owners potentially affected by the financial or legal aspects of TAD's must approve use of this redevelopment mechanism. Because TAD's do not involve new taxes, property owners can see the nearby and immediate use of their tax dollars while the governmental units

contributing to the TAD keep their historic collections as they also improve the prospect of receiving enhanced proceeds in the future. An important distinguishing factor of Georgia's program is that no more than 10% of an area's tax base can be directed to a targeted redevelopment area, and contributing tax units may never lower the tax millage in place once a TAD is implemented. So, while money is available and no contributor is financially disadvantaged relative to prior collections, various jurisdictions may have other financial plans somewhat limited.

Debt can be issued under this program but it can be difficult because the proceeds are slow to build and provide sufficient revenues to secure the debt. Alternative approaches using these funds are available but the procedures can be complex and cumbersome.

In addition to these powers with a financial dimension, there are many powers of an administrative and programmatic function that focus on redevelopment strategies. Eminent domain is still available in some cases.

Pros:

- access to a tool that allows multiple jurisdictions or local governments to agree on a mutually beneficial direction for redevelopment
- access to a very broad range of powers and policy initiatives
- with a committable source of revenues somewhat guaranteed, specific initiatives are reasonably assured
- reflects the benefits implicit in the value of the property which are easily understood
- does not require an additional layer of taxation for actions to gain momentum
- debt legally permissible outside of local government's general obligations
- may avail policy makers of eminent domain powers when needed

Cons:

- debt can be difficult to secure without added pledges or security
- certain growth in underlying tax base will occur without TAD policy
- base may not expand as rapidly as the need for supporting infrastructure
- historically, property taxes have been used for broad operational activities, not debt
- appears to lock in local governments to a fixed millage rate that may be inappropriate over time
- defaults, even though not incurred against a local government, can still adversely affect credit

Well suited to:

- major area wide initiatives requiring significant capital and programmatic options. Seems perfectly suited to the circumstances of College Park.

Urban Redevelopment Act (URA)

The Urban Redevelopment Act is procedurally less difficult to implement than the Georgia Redevelopment Powers Act which authorizes the operation of TADs. Though URA also permits certain financial powers, the emphasis in the URA is implementing a sweeping vision and plan for eradicating the conditions and context that have lead to slum and blight, conceptually discouraging reinvestment in a specifically defined area. The primary objective underlying the URA is the certainty that accompanies a plan which fully describes the intent of a local government, the directions to be pursued, and locations that may be affected by redevelopment. The plan is the principal document linking needs, priorities, resources, and properties that may be involved together as a unified strategy for redevelopment.

Unlike TADs, the identification of an area and the adoption of a redevelopment plan do not in themselves assure the availability of a financial resource. While these areas do receive certain legal powers to generate debt, the financial obligation will have to be secured through the management of projects or activities enabled by this act. In principle, these resources are likely to mean partnerships with the parent government, partnerships with private developers, mortgages, the sale of lands, leases, and similar kinds of activities. While any local jurisdiction issuing debt under the terms of the URA are insulated from this debt, they may also secure the debt with unrelated revenue streams, grants, or other

kinds of financial resources. While these tools or devices may be paired with special taxes, fees or charges, these tend to be somewhat limited under this act and are not an assured form of revenue for long term debt. The application or viability of these optional revenue streams must be investigated thoroughly in each case.

In addition to these powers, there are other powers of an administrative function that also involve related issues or strategies. Eminent domain may still be available in some cases.

Pros:

- a comprehensive policy tool intended to make a sweeping statement about intentions and directions planned for redevelopment
- provides many options for implementing redevelopment without obligating local government itself to pursue redevelopment initiatives directly
- powers include the ability to waive certain ordinances and permit the assembly or replatting of land
- focuses initiatives on infrastructure improvements which are often the largest barriers to redevelopment
- debt legally permissible outside of local governments general obligations
- may avail policy makers of eminent domain powers when needed

Cons:

- does not directly provide a source of revenue for specific programs or initiatives
- revenues must come almost exclusively from real estate or site specific redevelopment activities
- debt can be difficult to secure without added pledges or security
- defaults, even though not incurred against a local government, can still adversely affect credit

Well suited to:

- redevelopment activities where local governments have obvious real estate assets that can be leveraged and incorporated into a redevelopment program

Enterprise Zones (EZ)

In designated enterprise zones, eligible properties may have their property taxes abated for up to ten years with these taxes fully abated in the first five years. Other taxes and various ordinances may also be waived or abated to further a specific objective. The area designated as an EZ must satisfy a series of criteria not that dissimilar to the criteria necessary to create an URA.

Pros:

- property tax abatement is always an attractive marketing device for business recruitment
- tends to be available subject to the same criteria pointing to a need for redevelopment
- sum of taxes abated directly reflects the benefits implicit in the value of the property

Cons:

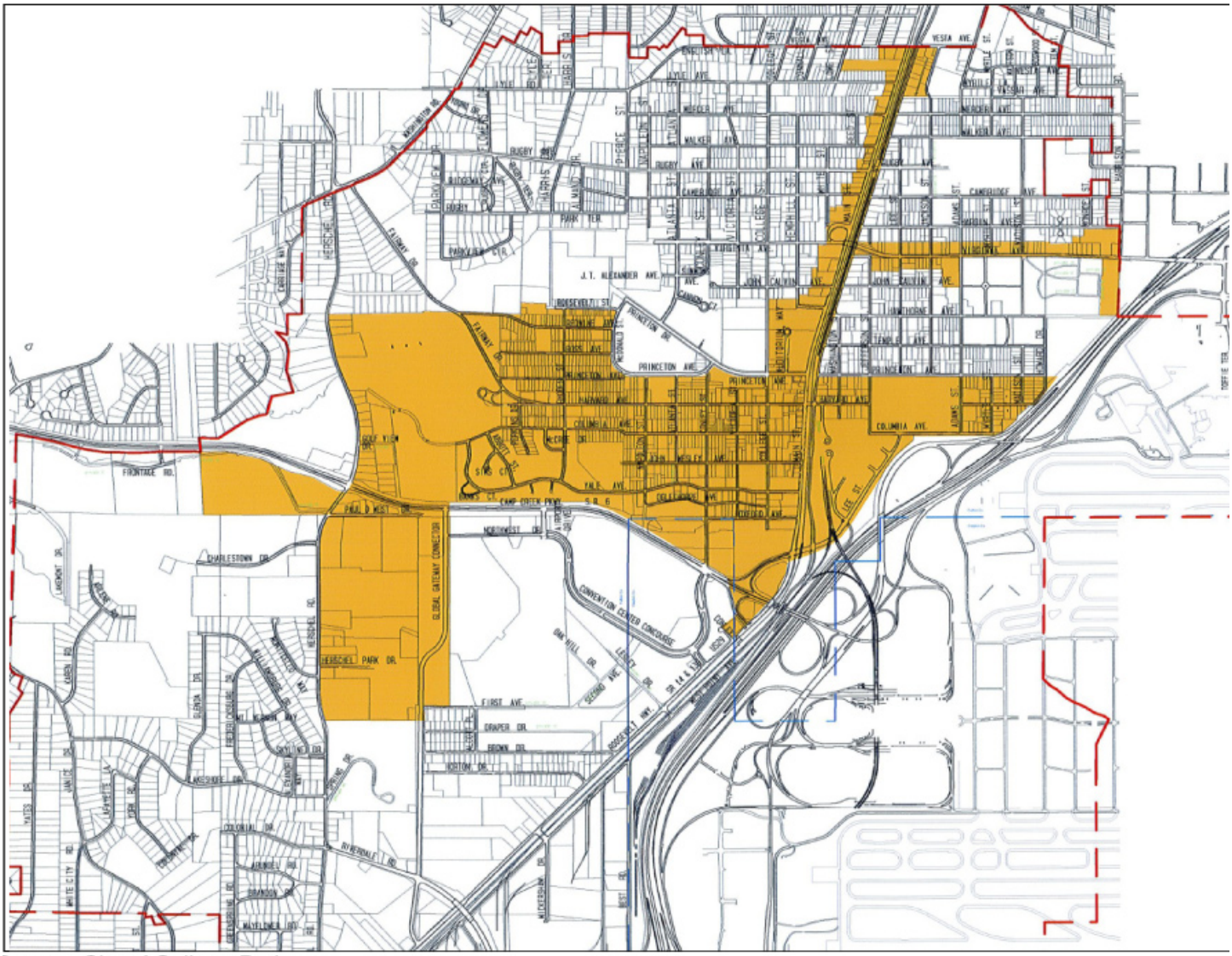
- can impact needed services with no obvious sources of additional revenue
- underlying tax base may not expand as rapidly as the need for supporting infrastructure
- historically, property taxes have been used for broad operational activities, not debt

Well suited to:

- immediate business activities or recruitment

College Park currently employs this redevelopment strategy. The properties included in the enterprise zone are illustrated in Figure 7.

Figure 7: City of College Park Enterprise Zone



Source: City of College Park

Revolving Loan Fund

Monies, up to $250,000, are made available by the state for discrete revitalization projects. These can be used in conjunction with other funds – often as a kind of gap or bridge financing resource – but are restricted to communities with a population of 100,000 or less.

Pros:

- good for gap financing and launching a financially difficult plan
- attractive as a collateral source of funding or financing
- at the maximum allowable amount of funding represents a material percentage of a large project or undertaking
- flexible in its application and use

Cons:

- may subject a local government to added losses from non-performing investments
- likely to be sufficient only for very focused projects occurring in a predetermined sequence

Well suited to:

- immediate business activities or recruitment

Opportunity Zones (OZ)

Opportunity Zones are a formalized and structured combination of three programs in place in Georgia. As already observed, almost any program can be a powerful redevelopment influence but the benefits of leveraged funds multiply the individual impacts available from any one resource. Here, Enterprise Zones, areas designated for redevelopment under URA, and Georgia's tax credit program for jobs are linked together. In the Opportunity Zone, almost any business that creates jobs (two or more) will qualify for a $3,500 tax credits applicable to that business's full tax liability. Where poverty rates are unusually high – a common theme in targeted redevelopment areas – the job bonus may be higher.

Pros:

- very easily implemented
- very relevant to recruiting businesses
- affected or benefitting parties realize immediate rewards
- tax credits for job creation have become almost a requirement in today's highly competitive economic development climate
- allows the community to access the financial powers of the state without directly inserting the state in local activities

Cons:

- businesses receiving these kinds of tax credits, especially the smallest ones, are often undercapitalized, and may fail quickly thwarting the program's intentions
- where failures occur, the loss of that business subjects the local government to criticism
- regardless of the program's structure, existing businesses often complain that they are not treated the same as new businesses

Well suited to:

- immediate business activities or recruitment

Use of General Fund to Support Redevelopment

As used here, the reference is primarily to ad valorem (real and personal property) revenues collected at the local level. In most states, ad valorem revenues represent the largest part of the general fund.

While these dollars will likely be combined with other revenue sources for a number of activities, they are primarily for operational functions and broad program administration. In some cases, ad valorem may flow or be committed to specially designated authorities, bodies or programs.

Pros:

- highly visible so it insures accountability from the elected leadership
- among the strongest and most pledgeable [secure] sources of revenue
- reflects the benefits implicit in the value of the property

Cons:

- politically volatile when increases or modifications are advocated
- going forward this source is could become a target of legislative growth caps as it has in many other states
- base may not expand as rapidly as the need for supporting infrastructure in the typical redevelopment setting
- historically, property taxes have been used for broad operational activities, not debt

Well suited to:

- immediate activities, assets, or activities with relatively short lives. Could act in conjunction with programmatic options made viable with URA.

Property Taxes, Dedicated Millage to Support Development

These are distinguished from general fund receipts because they require a special vote of the electorate in most states. Case law in Georgia would substantiate the usefulness or availability of this option here. Typically such funds would be restricted to capital uses and apply to general obligation debt.

Pros:
- highly visible so it insures accountability from the elected leadership
- among the strongest and most pledgeable [secure] sources of revenue
- reflects the benefits implicit in the value of the property
- because it functions as a dedicated source, it does not impact other collections or funding allocation decisions

Cons:
- has proven to be politically volatile unless marketed very well to the electorate
- like regular ad valorem taxes, the base may not expand as rapidly as the need for supporting infrastructure

Well suited to:
- major capital improvements with strong community support. If the local community agrees that TAD's are a viable tool then other revenues might also become available through a referendum.

Special Assessments and Special Benefit Fees or Charges to Support Redevelopment

These may be levied to support a specific activity, typically on an area wide basis. In this situation, statute and case law in Georgia must be thoroughly vetted to determine the full options and benefits available to the City of College Park. As described here, the intention is to identify levies that stem primarily from the direct action of a local government.

In Georgia, even if legally permissible, it is possible that any financial advantages outlined here could diminish or improve if the tools or mechanisms described are administered or implemented by a separate and independent unit or authority. Community development districts, transportation districts, water districts, and other kinds of service districts are common in many states but their character and form stems from legislation often specific to the kind of assessment, area or ultimate beneficiary.

Pros:
- directly ties each unit of benefit to the source of the revenue
- formulas to accomplish the allocation of benefit can be simple and clear
- eliminates issues of accountability because of visible relationships involved
- among the strongest and most pledgeable [secure] sources of revenue. Collections stand equal to property taxes.
- benefits and costs are conferred directly to affected properties
- does not compete with operational requirements of property taxes
- can allow constituents access to the lower cost of publicly secured financing

Cons:
- in Georgia, almost certain to be the subject of a specific legislative action by the local or higher body
- may assume the appearance of an additional tax
- sometimes raises questions and issues about ownership and control of facilities funded through these resources.
- may be difficult to isolate discrete benefit areas on the basis of geography.
- overly simple formulae may distort the actual benefits received
- suggestive of a financial scheme based on locational and economic advantage
- are not typically suitable for system wide improvements or expenditures

Well suited to:
- assets with relatively longer lives and many ongoing operational activities in a defined area. Could be very useful in conjunction with other redevelopment options in College Park.

General Sales Taxes to Support Redevelopment

Though we have not completed a detailed budgetary analysis – in most states – sales taxes together with real and personal property taxes represent the greatest portion of the local government general fund. In Georgia, like other states, there are some limited options to raise the basic sales tax at a modest level but these will require legislative action and not atypically a local referendum specific to the proposed tax increase or surcharge. Whatever is sold legally at that point would be subject to the general sales tax, and there are precedents for self-imposed sales taxes virtually everywhere in the United States.

A common variation is a sales tax on certain discrete items such as food service, lodging, auto rentals or others similar activities where the burden of the tax reflects a particular need, service or simply an alternative. The usual criticism is that sales taxes are very regressive.

Pros:

- substantial share of funds are often generated by non-local residents. In College Park, because of the proximity of major employment centers, the GICC, and the airport, it may be an unusually high rate generated by non-residents
- often seen as politically attractive because burdens appear incrementally modest
- it can be avoided by controlling usage and spending so it can be viewed as a user fee
- highly elastic so capacity improves with economic expansion

Cons:

- elasticity makes these sums vulnerable to economic contractions
- variability makes it only a moderately attractive resource for long term debt
- in most states, subject to very restrictive caps and tax rates
- proceeds are shared among different levels of government with little regard to actual source of collections
- substantial separation between financial resource and the planned financing or spending activity

Well suited to:

- operational activities without substantial debt components. If legally permissible, could be very attractive in College Park as part of a comprehensive strategy used in conjunction with other available programs and resources. Could be seen as the additional financial resource that enhances the benefits of activities undertaken as part of a URA in particular.

User Fees, Charges, or Surcharges

User fees are a tariff exchanged for a service or access to a facility. A surcharge is simply an added level of user cost atop a transaction that is already being processed. Whenever the fee is levied against a direct user relative to some activity or service, it can be thought of as a user fee. Most states, for example, impose a fee on rental cars that is often not available to any local governments.

Pros:

- strongly ties each unit of a consumed benefit with source of the revenue regardless of the transaction activity
- fees function as measures of the desired level of service constituents demand
- should discourage over production or underutilization
- unlikely to be cast as a tax
- absolutely best for activities with specific and identifiable users

Cons:

- almost certain to be the subject of a specific legislative action by the local or higher body
- such fees may deter public usage of services historically seen as community benefits
- raises the question of which services are more properly paid for through other taxes already paid to local government.
- not an altogether reliable source of funds for long term debt. May be problematic for certain operational costs.

Well suited to:

- specific services with discrete users, including both operating and capital items. Again, where legally permissible, could be very useful in College Park as part of a comprehensive strategy used in conjunction with other available programs and resources. Could be seen as that additional financial resource that enhances the benefits of activities undertaken as part of a URA in particular.

Developer Fees, Exactions, or Charges

In their broadest definition, these include any kind of costs or fees absorbed directly by a developer in the provision of a facility.

Here, the reference also includes impact fees though others might describe these separately. This category of charges or costs is certainly among those subject to the most flexibility and negotiation among the developer, local government, and other developers or individuals.

Pros:

- in areas of new or rapid growth, appears to avoid burdening existing constituents so these sources are politically attractive
- centers cost directly on the source of the emerging demand
- well within the police powers of local government [land development regulations] even in the era of anti-tax sentiment
- if properly structured can encourage preferred development patterns that maximize other efficiencies
- can apply to costs often envisioned or considered to be off-site improvements or needs
- unlikely to be cast as a tax.

Cons:

- may be viewed as a disincentive when encouraging investors to move to a redevelopment area
- conventional thinking about these sources does not deal with historical deficiencies or inadequacies
- if debt is placed privately, costs are increased to affected constituents who might otherwise gain the marginal financial benefit of public resources.
- requires complex administrative systems to balance differing costs and physical needs area to area
- appear to offer flexibility but becomes controversial when costs are shared or negotiated outside of specific precedent
- almost universally confined to capital needs or expenses and not available for maintenance and related costs
- not a reliable source of funding suited to long term debt

Well suited to:

- large areas of new growth or rapid growth. This is rarely the situation in a redevelopment area.

Federal Spending, Grants, and Other Special Funding

These descriptions are limited given the range of opportunities that may be available. Some of the more attractive options today include New Market Tax Credits and the EB-5 immigrant investor program, both of which have very explicit rules and procedures. In general, the federal role in the support of redevelopment activities has been significant. Historically, the programs available are varied, competitive, and very specific to some activities. Still, it is virtually impossible to predict from year to year precisely how grants or special funding will be available and budgeted.

Pros:

- they are often windfall dollars for the local government
- leveraging value of grants can be strong because they maximize use of local financial resources
- their primary rationale is that there are certain hidden costs, spillovers, or externalities that extend beyond the local government and any obvious local funding initiative

Cons:

- they distort local decision making and hide true costs of services and capital expenditures

- often highly competitive but there may be preferred categories in which size or type of project warrants additional consideration
- they lead to overconsumption of local services and facilities
- most grants are likely to be conditional or restricted
- most grants are likely to require local funding matches that may otherwise be earmarked for other activity
- absolutely not a stable funding or financing source
- accountability is often poor although grants can impose rigid and consuming reporting standards

Well suited to:
- unusual, one-of-a kind major investments of varied life or utility

Privatization and Partnerships

Among the most exciting and controversial approaches to support redevelopment efforts or their related activities, these partnerships seek to involve the private sector in varied roles associated with design, financing, funding, construction and operation of improvements that will support or comprise a redevelopment activity. Generally, the objectives are to attract outside capital and to limit the public's use of capital dollars.

The arrangements can take many varied forms with the private sector potentially assuming full responsibility for all financial risk. If the public desires a "no risk" position in these arrangements, such a role materially limits the capital and the control available to government. Despite the attractiveness and the claims, there are few examples yet where the public has not assumed some risk or loss of control.

Pros:
- these may be the only approach that effectively creates new dollars for public use
- such dollars accrue outside of normal channels without impacting other government business
- if properly structured, can push political liability for rents and financial performance onto the private sector
- assumes private sector will maintain any assets to secure highest return.
- evidence of growing private market interest
- in many respects nothing new. The concept has been applied successfully for many services.
- if an existing asset is leased or sold, provides immediate opportunity to generate cash for other transportation activities

Cons:
- state law may not fully support this concept although it is consistent generally with the guidelines of URA
- governments highly criticized for surrendering what have come to be seen as public owned or controlled assets or programs
- concerns about accountability of public partners in such ventures
- sometimes difficult if not impossible to secure knowledgeable and capable partners locally
- requires extraordinary level of expertise and/or generates need for highly qualified consultants
- requires extraordinary discipline and organizational skills to implement

Well suited to:
- unusual, one-of-a kind major investments of extremely long life

Table 17 summarizes these initiatives by the pros and cons of each strategy.

Table 17: General Evaluation Matrix for Redevelopment Activities and Funding

	PROS						CONS					
Funding Option	Easily implemented	Easily administered	Strong revenue potential	Low to moderate political risk	Flexibility in use	Good source of support for debt financing	Some difficulties in implementing	Relatively difficult to administer	Limited revenue potential	Relatively high political risk	Less Flexibility	Limited support for debt financing
Tax Allocation Districts			X	X	X	X	X					
Use of the Urban Redevelopment Act	X	X			X				X			X
Enterprise Zones	X	X		X					X		X	
Revolving Loan Fund	X	X		X					X		X	X
Opportunity Zones	X	X		X					X		X	X
General fund	X	X								X		
Dedicated Property Taxes		X			X	X				X		
Special assessments	X		X	X	X	X		X				
General sales taxes		X				X	X		X	X	X	
User fees	X	X		X					X		X	X
Developer fees	X			X				X	X		X	X
Federal spending, grants, other				X				X			X	
Privatization			X	X	X	X	X	X				

How these should be applied will be largely a local decision based upon reaction to the Preferred TOD Plan and staff's interest or capacity to apply the tools.

6.16 Overall Findings and Recommendations

Sitting at the front door of the world's busiest airport, the City of College Park is well positioned to realize economic expansion and start re-attracting the population it lost as a result of the airport's expansion plans. More positively, a series of influences and conditions can materially invigorate the community's longer term population growth. Employment, housing opportunities, and extraordinary educational resources provide a favorable development outlook even if timing is less than clear. However, the growth envisioned in this analysis seems unlikely to occur without significant planning and public sector support which demonstrates the community's own confidence in itself and its future. Given the very conservative analysis completed, areas proximate to downtown and the MARTA station are obvious locations to direct incentives or support, drawing on the many strategies and programs described above.

A beginning point is understanding the potential to support new development around the MARTA station as that has been proposed by Atkins. Using the Preferred TOD Plan designed by Atkins (see Figure 6) as a guide to test the threshold demand needed to support mixed use in downtown College Park, the analysis concluded that the area's existing conditions and trends could sustain only limited growth. By contrast – assuming a number of key strategies and investments managed by staff – it was also concluded that the Hartsfield-Jackson Atlanta International Airport, GICC, the FAA, and other major employers in the city are the foundation for a forward looking series of initiatives. Together with programs or activities that align housing needs with jobs, it's reasonable to envision a substantial inflow of new dollars into the community. In effect, the data indicate the housing needs are so imbalanced relative to jobs and employment nearby that the market will readily adapt and correct if land resources are available and contextual conditions are corrected or improved.

The State of Georgia offers several relevant programs that have been used elsewhere in the region to deal with equally challenging circumstances. Though laws differ in other states, the themes common in the problems specific to College Park have been addressed by similar programs elsewhere to assemble land, provide area wide strategies, and to induce development by removing selected financial obstacles.

That said, there are immediate and obvious opportunities. There is not a single major project that can be identified for near term implementation which would be as beneficial as leveraging or redirecting the many fixed pieces already in place. It is recommended that the City focus on a series of small projects intended to increase private investment and interest in the area which complement the substantial investments nearby and simultaneously demonstrate patterns of the community investing in itself. Extending this idea, implementation priorities and phases should respond to funding availability and market strengths, not solving the biggest problem, however that might be identified. In the end, successful short-term targeted strategies can create and sustain long-term value. Virtually all the tools or programs outlined in the previous pages provide the framework for this approach.

In the near term (5 to 10 years), residential and parking should be targeted for attention and redevelopment opportunities. Attracting new residents to the downtown core to take advantage of a major regional employment center, easy access to MARTA and major highways, and the City's coveted private school is a fundamental and very viable strategy in the present circumstance. Parking to support the area is also important because of its incremental cost relative to other public facilities. Parking infrastructure should not be considered on a project by project basis, but should address the parking needs for a district, or larger area. The community's demand for retail will increase as redevelopment progresses with household formations and parking. To the degree retail should be targeted, efforts should focus on investor improvements which might be supported with selected grants or lower interest loans.

Based on current economic and market conditions, other uses, such as office and hotel will require some time to be viable in the market place. Additional hotel rooms may be warranted as visitation increases to the GICC. There should be a marketing effort initiated to target

the large influx of visitors to this facility to attract them into downtown. These softer marketing efforts may need to be accompanied by selected signage, streetscape or other corridor upgrades that link the convention area to the downtown core. It is also recommended that a data tracking system is initiated to identify spending patterns and other characteristics from visitors to the GICC.

Build-out of the proposed plan identified in Figure 6 would generate significant tax revenue for the City of College Park and other affected taxing entities. Applying taxable values consistent with other TOD projects around the region, Table 18 summarizes the real and personal property tax revenues associated within the build-out of the preferred alternative plan. For comparison purposes, the 2011 total taxable value for real and personal property in the city was $1,186,927,000, equating to approximately $12,622,000 in property taxes for the city.

Table 18: Summary of Annual Property (Real) Tax Revenues at Build-Out

			Assessed Value		Ad Valorem Revenue	
Use	Units/SF	Total FMV	Real	Personal	City of College Park	Fulton County
Residential						
Single Family - For Sale	11	$ 1,925,000	$ 770,000	$ 115,500	$ 10,236	$ 25,948
Multifamily - Rental	562	56,200,000	22,480,000	3,372,000	298,849	757,541
Office	134,700	21,888,750	8,755,500	1,313,325	116,396	295,047
Retail	221,550	36,001,875	14,400,750	2,160,113	191,444	485,283
Hotel	150	11,250,000	4,500,000	675,000	59,823	151,643
		$ 127,265,625	$50,906,250	$7,635,938	$ 676,748	$ 1,715,462

The retail and hotel uses within the program also generate sales tax revenues flowing directly into the City's coffers. Table 19 presents a summary of sales tax revenues resulting from implementing the program described in Table 15.

Table 19: Summary of Annual Sales Tax Revenues at Build-Out

		Sales Tax Revenue [1]	
Sales from:	Taxable Sales	City of College Park	Fulton County
Retail	$ 57,879,938	$ 578,799	$ 1,157,599
Hotel	3,094,744	30,947	61,895
Total	**$ 60,974,681**	**$ 609,747**	**$ 1,219,494**

[1] Sales Tax Rates: College Park (1%); Fulton County (2.0%)

The amount of potential tax revenues generated by the new development is particularly important should the city opt to create a TAD and utilize TIF as one of its redevelopment initiatives. By using TIF, the City would be able to create significant financial incentives for targeted redevelopment within one-half mile from the station.

-

7.1 Appendix

Appendix A - Public Meeting Presentation #1

STEERING COMMITTEE MEETING #1

TRANSIT ORIENTED DEVELOPMENT (TOD) PLAN AND MARKET FEASIBILITY STUDY

City of College Park

Fulton County, Georgia

ATKINS

Real Estate RESEARCH CONSULTANTS

November 15, 2011

Agenda

- Introductions
- The Assignment
- Existing Conditions
- MARTA TOD Guidelines
- Group Discussion – Opportunities and Issues
- Group Ranking Exercise
- Next Steps

Introductions

Project Team

Steering Committee

Staff

Introductions

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- **John Boudreau,**
  Principal-in-Charge
  - 27 years of experience
  - Master planning, visioning, streetscape design
- **Don Carnell,**
  MARTA TOD Advisor
  - 31 years of experience
  - Former vice president for MARTA department of development
- **Rich Rohrer,**
  Project Manager
  - 22 years of experience
  - Similar visioning plans in the City of Brunswick and the community of St. Simons Island

Real Estate Research Consultants, Inc.

- **Owen Beitsch,**
  Market and Economic Analysis
  - 28 years of experience
  - Management and execution of complex studies
- **Todd C. DeLong,**
  Market and Economic Analysis
  - Experience with light and heavy rail transit as a catalyst for economic development for Atlanta, GA and Portland, OR
  - Management and execution of complex studies

Steering Committee Members

Name	Organization/Role
Tom Carpenter	Main Street Association/Developer
Randy Zaic	Resident/Architect
Johnny Easterling	The Wiley Real Estate Group/Broker
Robbie Roberts	Red Door Realty/Broker & Resident
Rod Mullice	Newmark Knight Frank/Broker
Mercedes Miller	GICC/Interim Director
Jerome Russell	HJ Russell & Co/Developer
Aaron Daily	Historical Concepts/Architect
David Sellers	HJAIA/Real Estate
Shelley Lamar	HJAIA/Planning
Michael Green	BB&T/Banking
Stuart Gulley	Woodward Academy/President & Resident
Eileen Murphy	CPHNA/Board Member & Resident
Beth Sanders	College Park First United Methodist Church/Pastor
Jeff Green	College Park BIDA/Board Member & Resident
Ted Tarantino	MARTA
Ambrose Clay	City of College Park/Council Member
Alan Pryor	Fulton County/Economic Development

Staff Committee Members

Name	Organization/Role
• Barbra Coffee	City of College Park/Economic Development
• Bill Johnston	City of College Park/City Planner
• Erica Rocker	City of College Park/Main Street Manager
• William Moore	City of College Park/Engineering
• Oscar Hudson	City of College Park/Building Safety

The Assignment

Project Schedule

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phase ONE

INVENTORY AND ASSESSMENT
Completion by November 22

TASKS:
Establish Steering Committee

Review of Studies and Documents:
- MARTA TOD Guidelines
- LCI Study
- Comprehensive Plan 2005-2025
- Downtown Development Guidelines
- Parking Study
- ARC Transit Survey
- Zoning

Compile Inventory and Assessment:
- Land Use Analysis
- Transportation & Circulation Analysis
- Evaluate Infill opportunities
- Opportunities and Constraints
- Analysis of Airport Restrictions

Conduct Steering Committee Kick-Off Meeting

Complete Inventory and Assessment

phase TWO

CONCEPTUAL MASTER PLAN
Completion by February 24

TASKS:
Conduct Stakeholder Group Charrette Dec 15

Prepare Concept and Alternatives:
- Land Use and Development
- Transportation and Parking
- Open Space and Pedestrian Circulation
- Infrastructure and Capital Improvements
- Conduct a market study and feasibility analysis
- Analysis of incentives and financing mechanisms

Compile Conceptual Master Plan

Draft Presentation of Conceptual Master Plan to Stakeholder Group Feb 16

phase THREE

IMPLEMENTATION PLAN
Completion by April 30, 2012

TASKS:
Conduct Steering Committee Meeting Feb 28

Prepare Implementation Plan:
- Final Master Plan preparation
- Infrastructure & Capital Funding
- Detailed Action Plan
- Draft Code Language
- Final Report Preparation

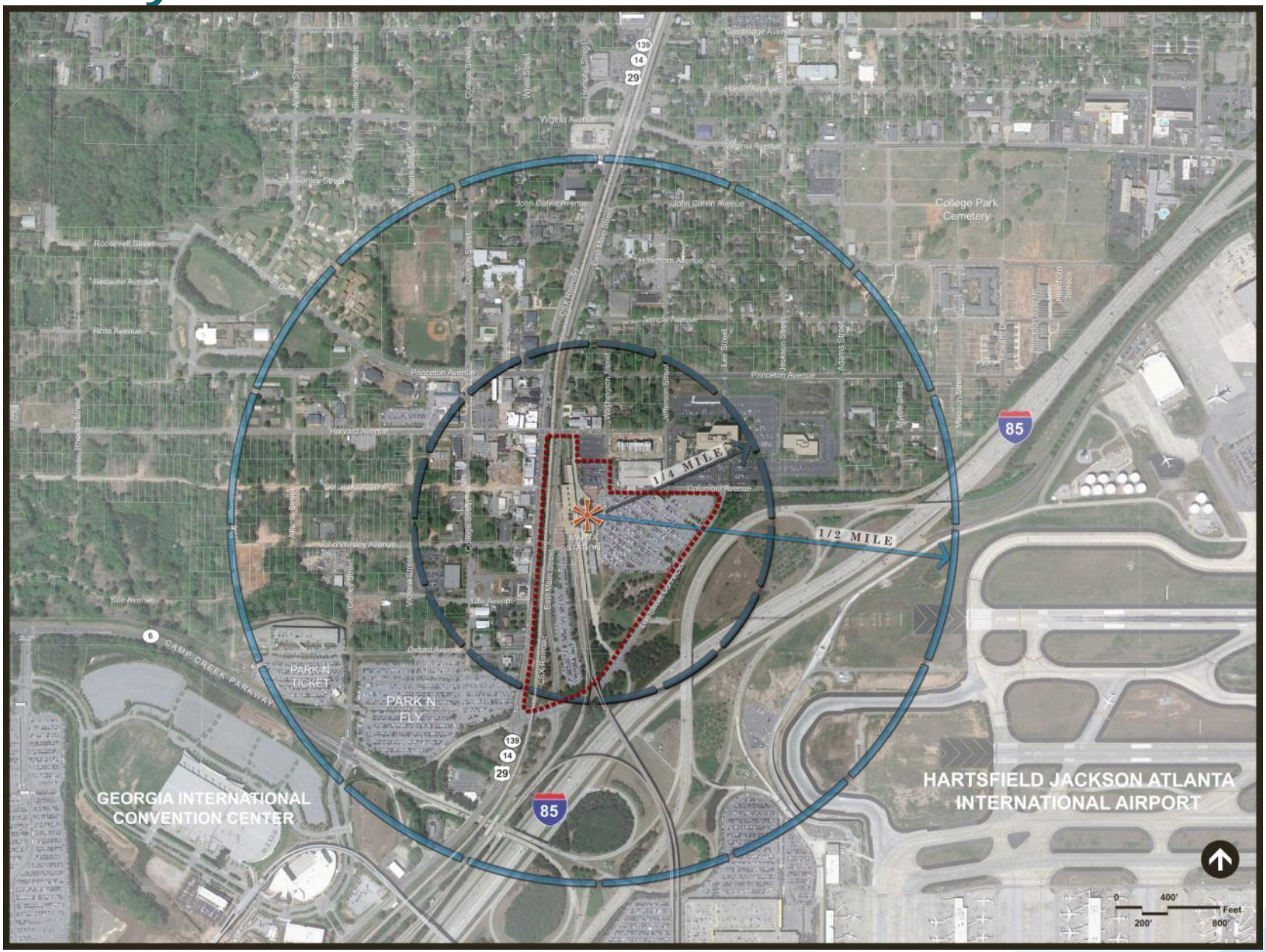
Present Draft Plan to Steering Committee

Final Revisions

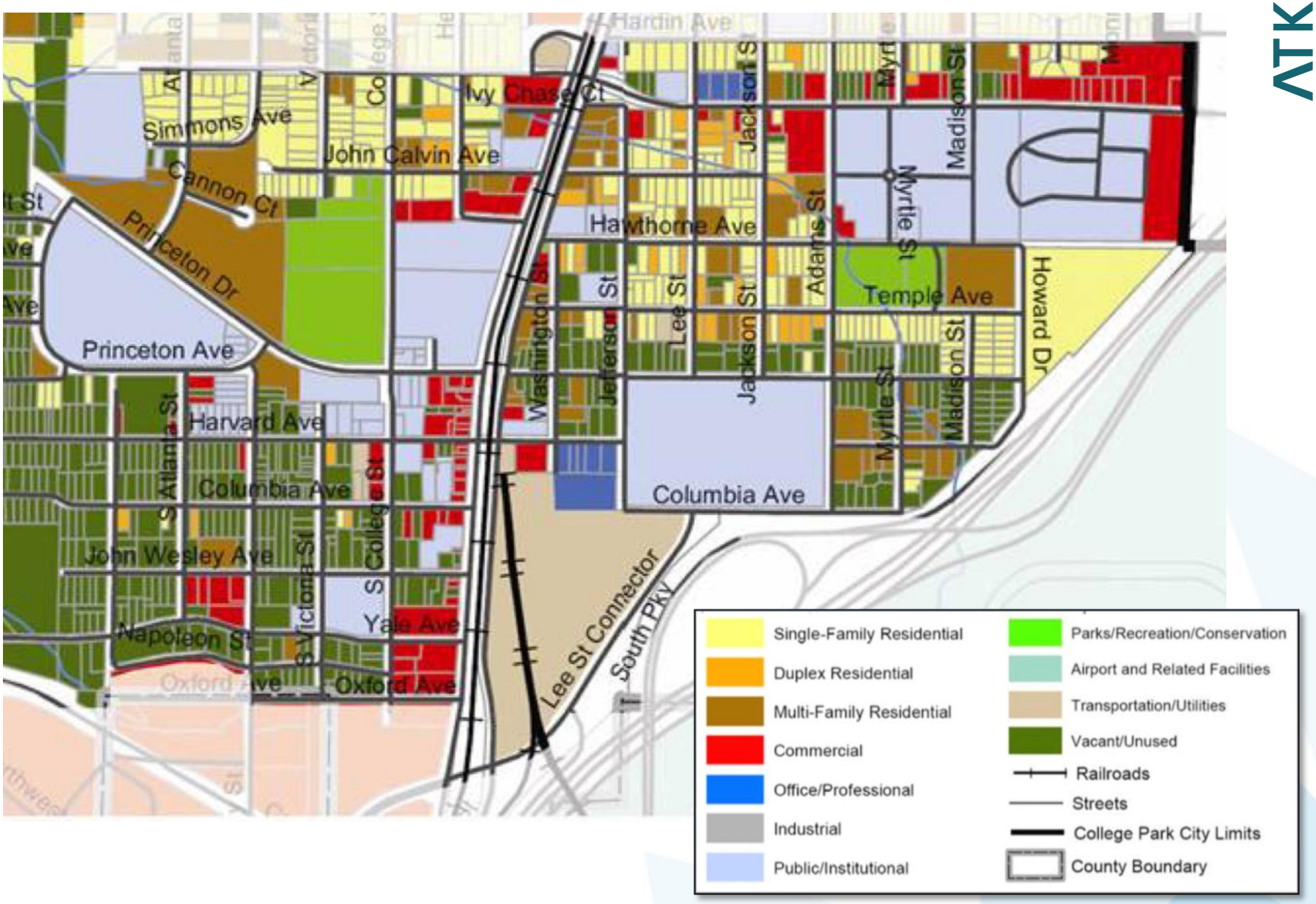
Final Presentation

Existing Condition

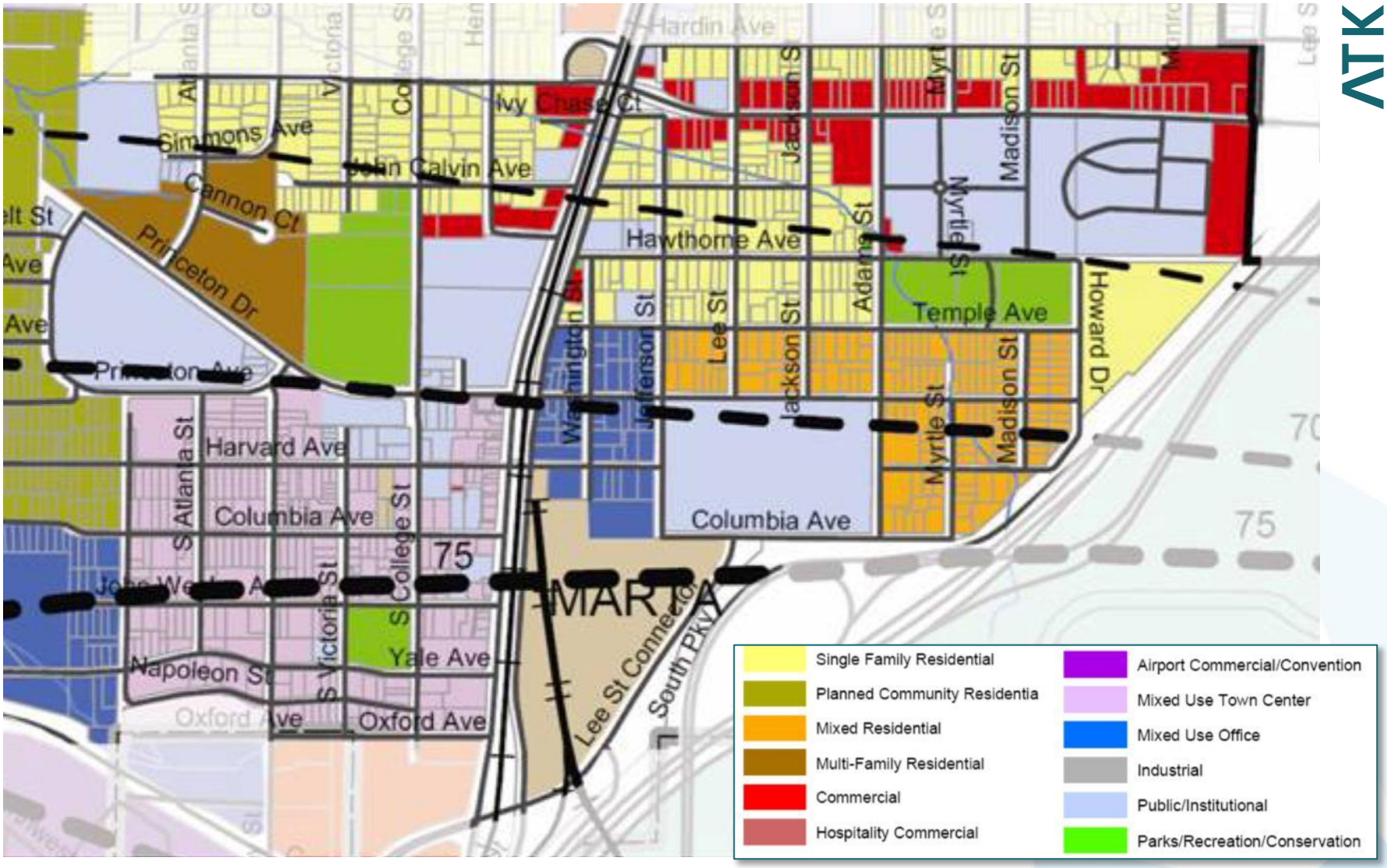
Study Area


1/4 MILE
1/2 MILE
MARTA STATION
PARK N TICKET
PARK N FLY
GEORGIA INTERNATIONAL CONVENTION CENTER
HARTSFIELD JACKSON ATLANTA INTERNATIONAL AIRPORT
College Park Cemetery
CAMP CREEK PARKWAY
Princeton Avenue
Harvard Avenue
Columbia Avenue
Yale Avenue
Oxford Avenue
Orchard Avenue
Virginia Avenue
Hawthorn Avenue
Temple Avenue
John Calvin Avenue
Roosevelt Street
Redwine Avenue
Ross Avenue
Center Street
Cambridge Avenue
Harden Avenue
Washington Street
Jefferson Street
Lee Street
Jackson Street
Adams Street
Wylie Street
Newton Street
Rhodes Street
Atlanta Street
Glenmore Avenue
College Street
White Street
Hornsby Street
East Main Street
CSX Railroad
85
139
14
29
6
0
200'
400'
800'
Feet

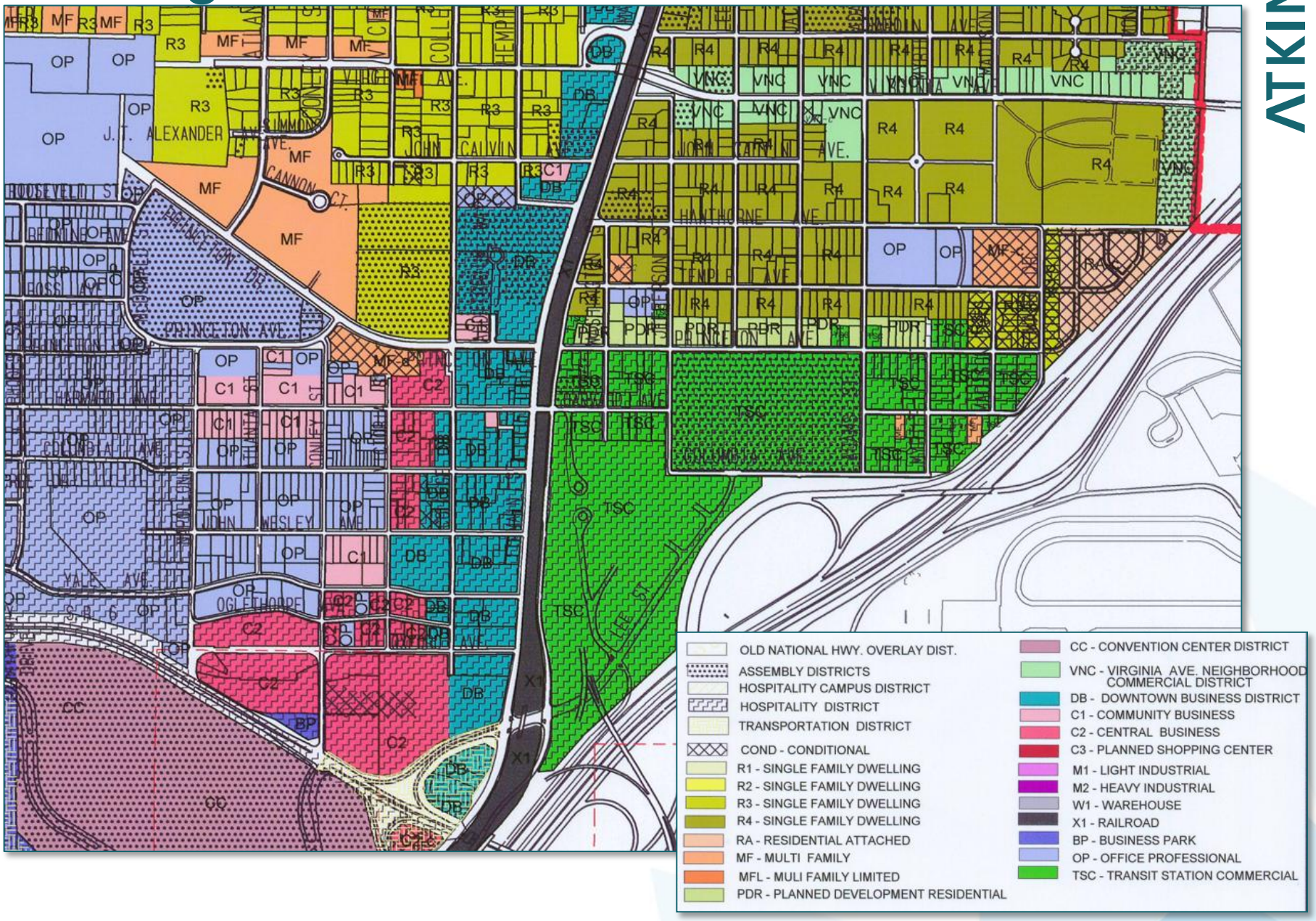
Existing Land Use



Future Land Use



Zoning



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Zoning

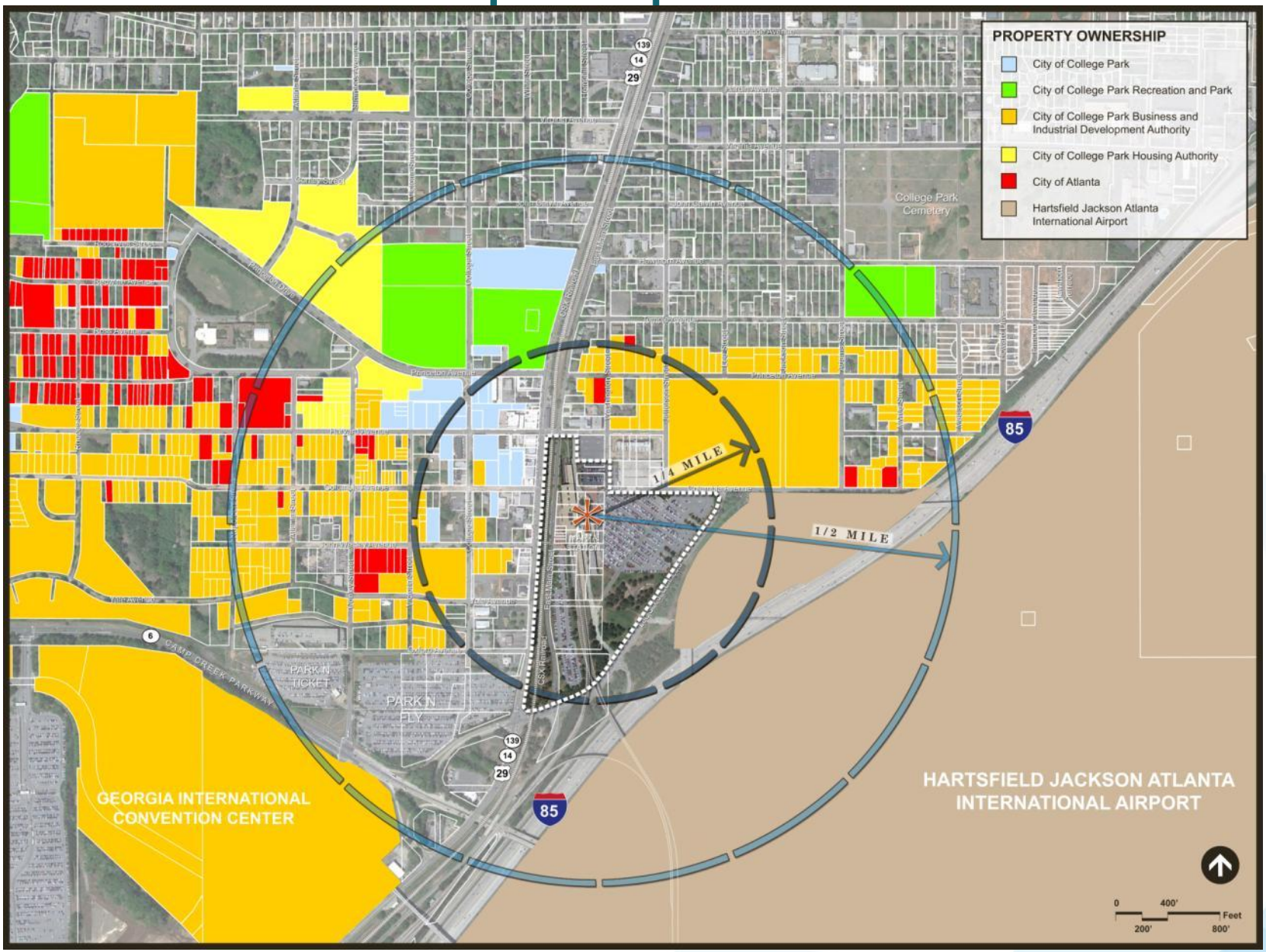
Transit Station Commercial District

a. Antique shops.
b. Appliance stores, including minor repair.
c. Bakery shops.
d. Bicycle sales and repair shops.
e. Book stores.
f. Catering and/or delicatessen business.
g. Customs offices.
h. Drug stores.
i. Eating and drinking establishments.
j. Florists shops.
k. Food and beverage stores.
l. General merchandise, department, variety and dry goods.
m. Gift shops.
n. Hardware stores.
o. Jewelry stores.
p. Newsstands.
q. Office supply.
r. Pet shops.
s. Wearing apparel stores.
t. Other retail sales of a general commercial nature

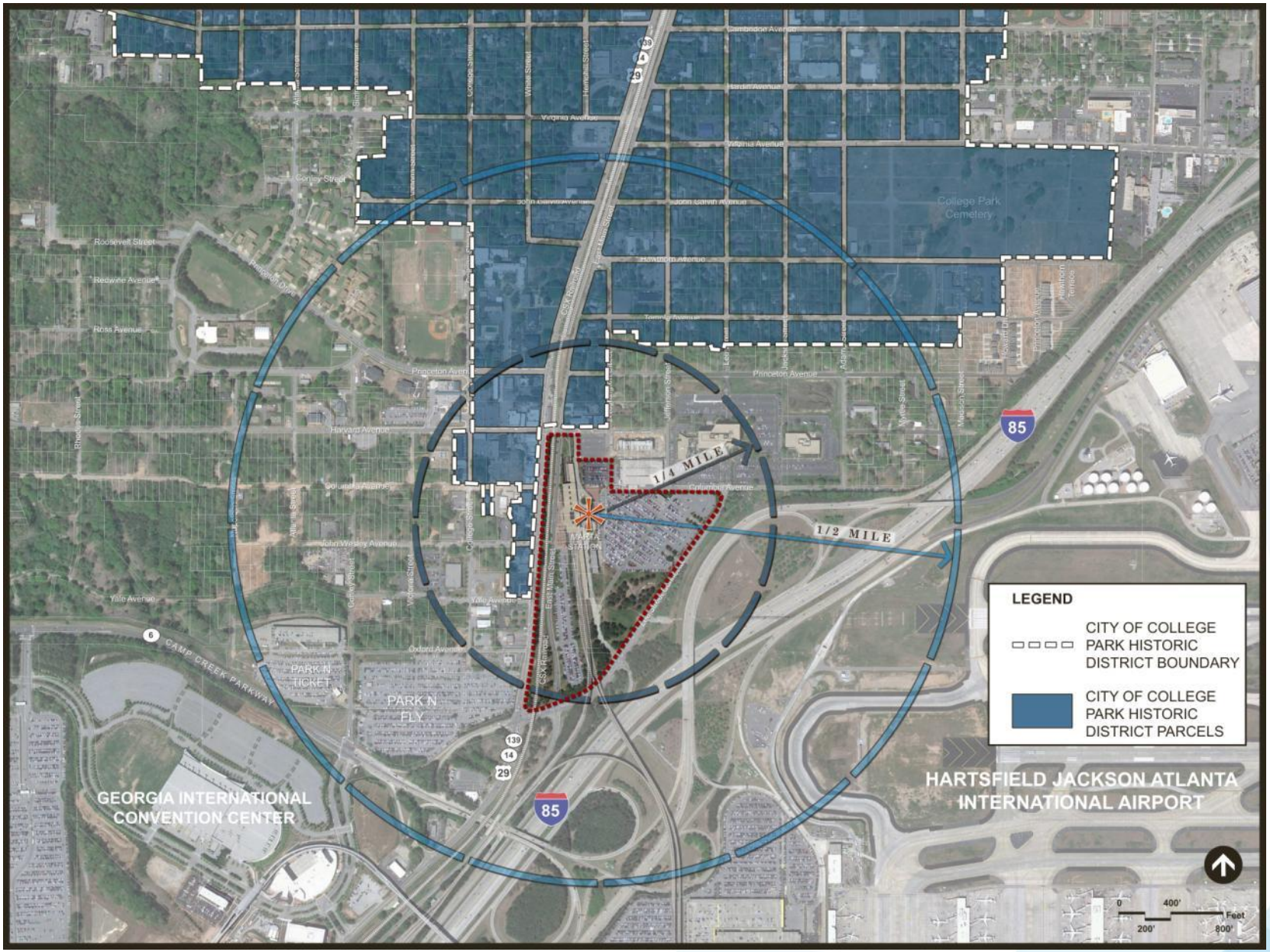
Hospitality District

a. Restaurants
b. Health clubs or health spas
c. Drug stores
d. Bakeries where the products are sold exclusively at retail on the premises.
e. Barber shops, beauty parlors, nail salons or similar personal service shops.
f. Card/floral shops.
g. Shoe sales or repair shops.
h. Museums.
i. Clothing stores.
j. Book stores and news stands.
k. Specialty souvenir shops.
l. Transportation service centers.
m. Hotel.

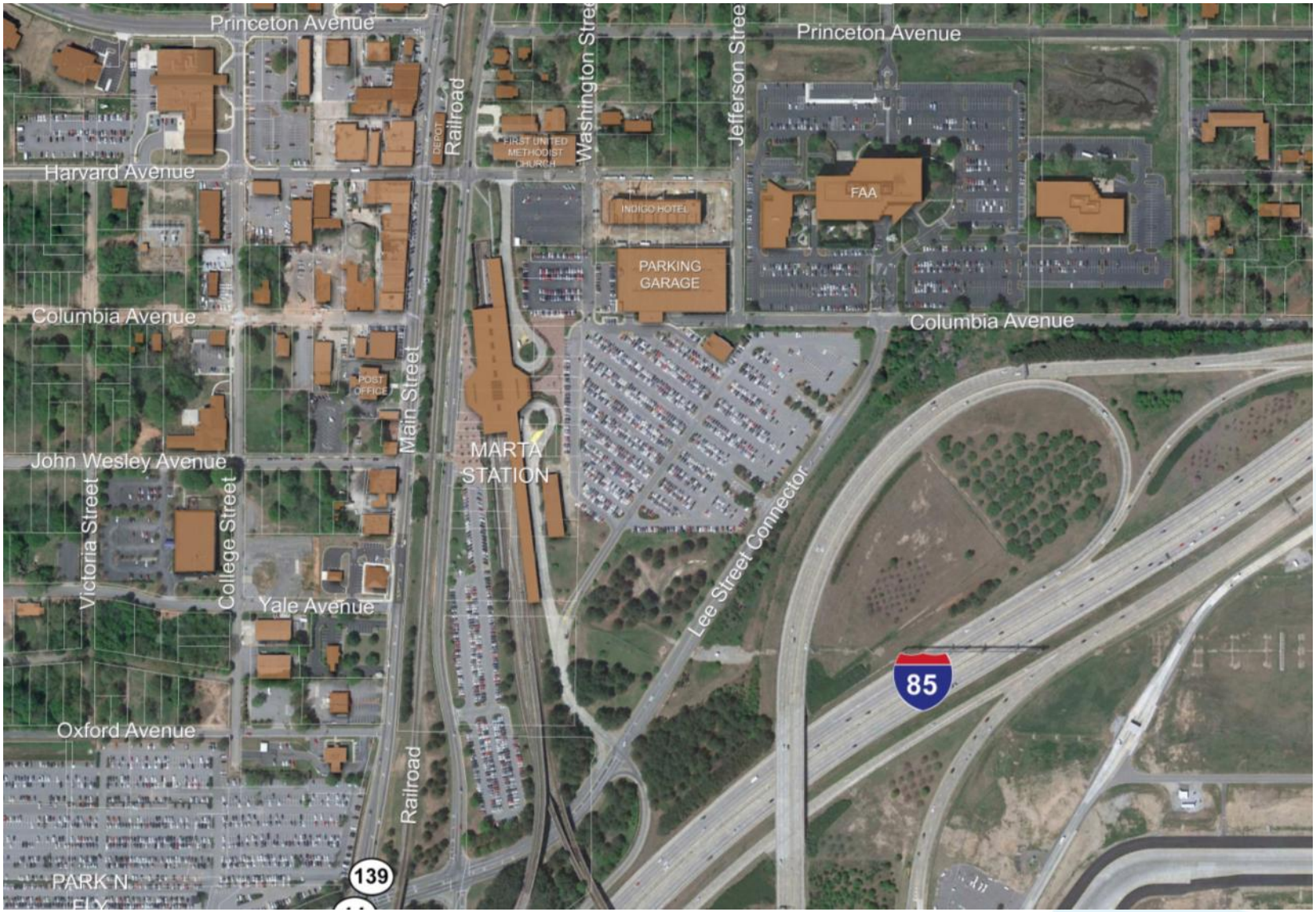
Land Ownership Map



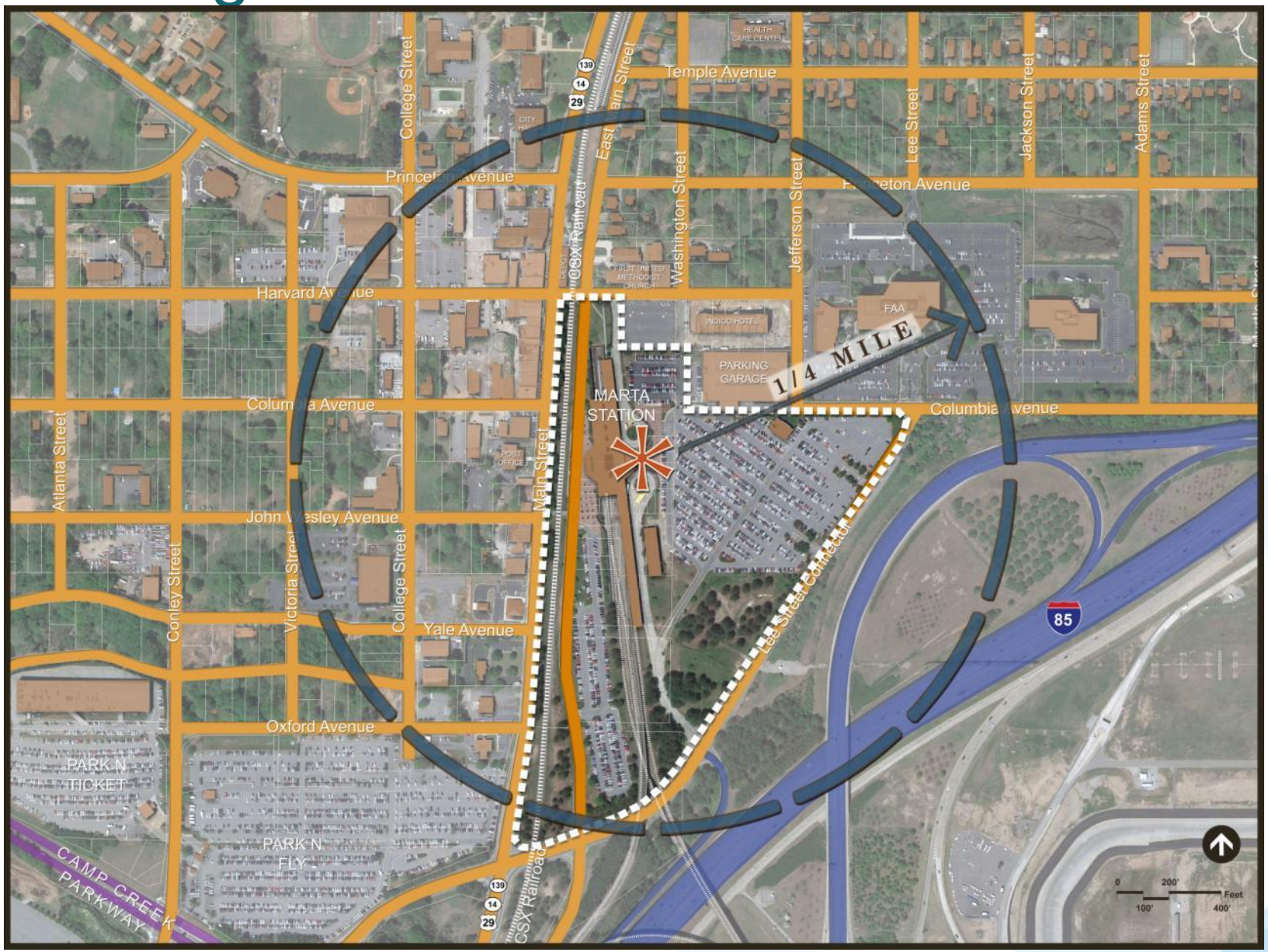
Historic District



MARTA Site


Princeton Avenue
Princeton Avenue
Harvard Avenue
Columbia Avenue
Columbia Avenue
John Wesley Avenue
Yale Avenue
Oxford Avenue
Railroad
Railroad
Washington Stree
Jefferson Stree
Main Street
Victoria Street
College Street
Lee Street Connector
DEPOT
FIRST UNITED METHODIST CHURCH
INDIGO HOTEL
PARKING GARAGE
FAA
POST OFFICE
MARTA STATION
85
139
PARK N

Existing Street Grid



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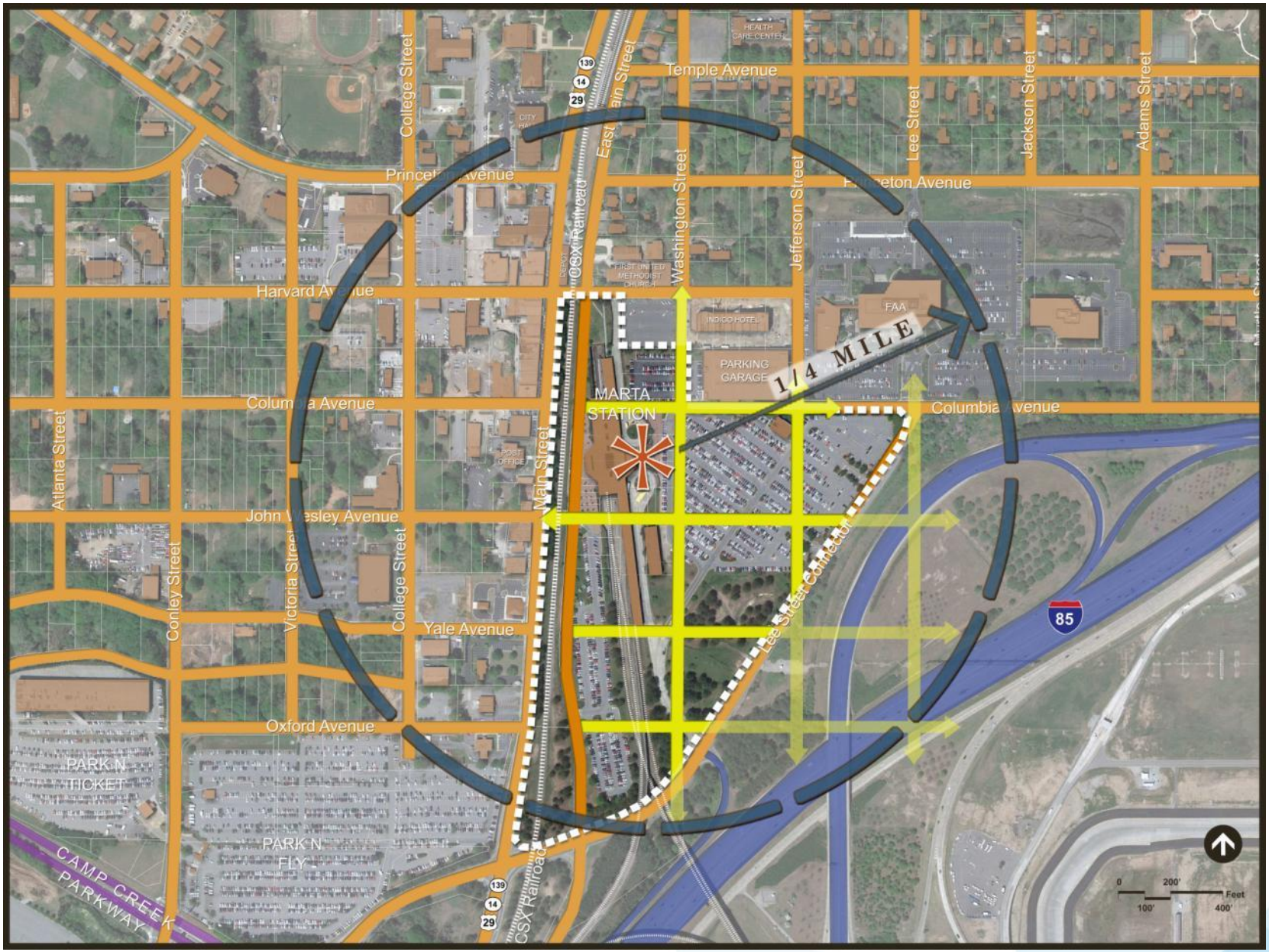
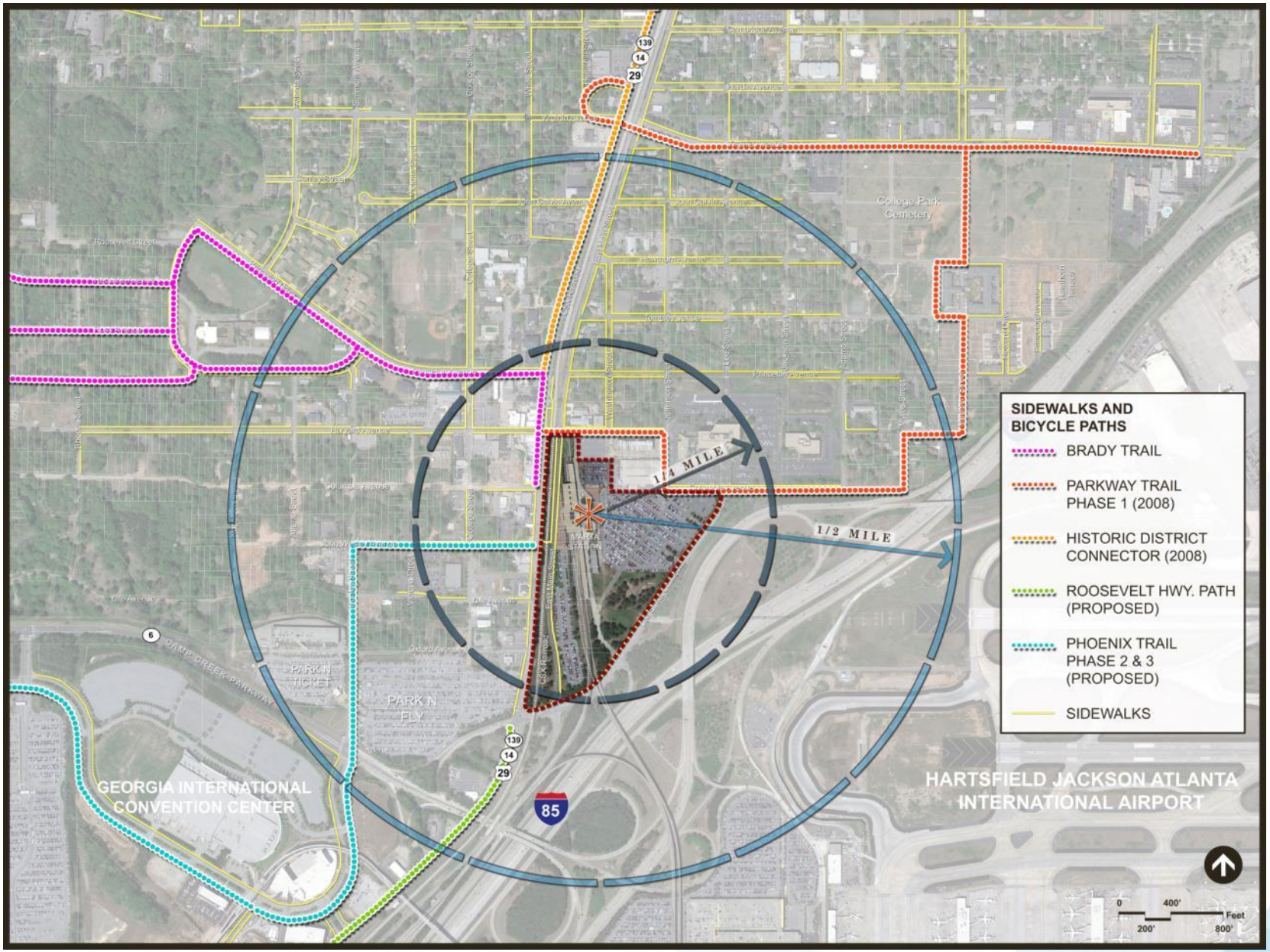
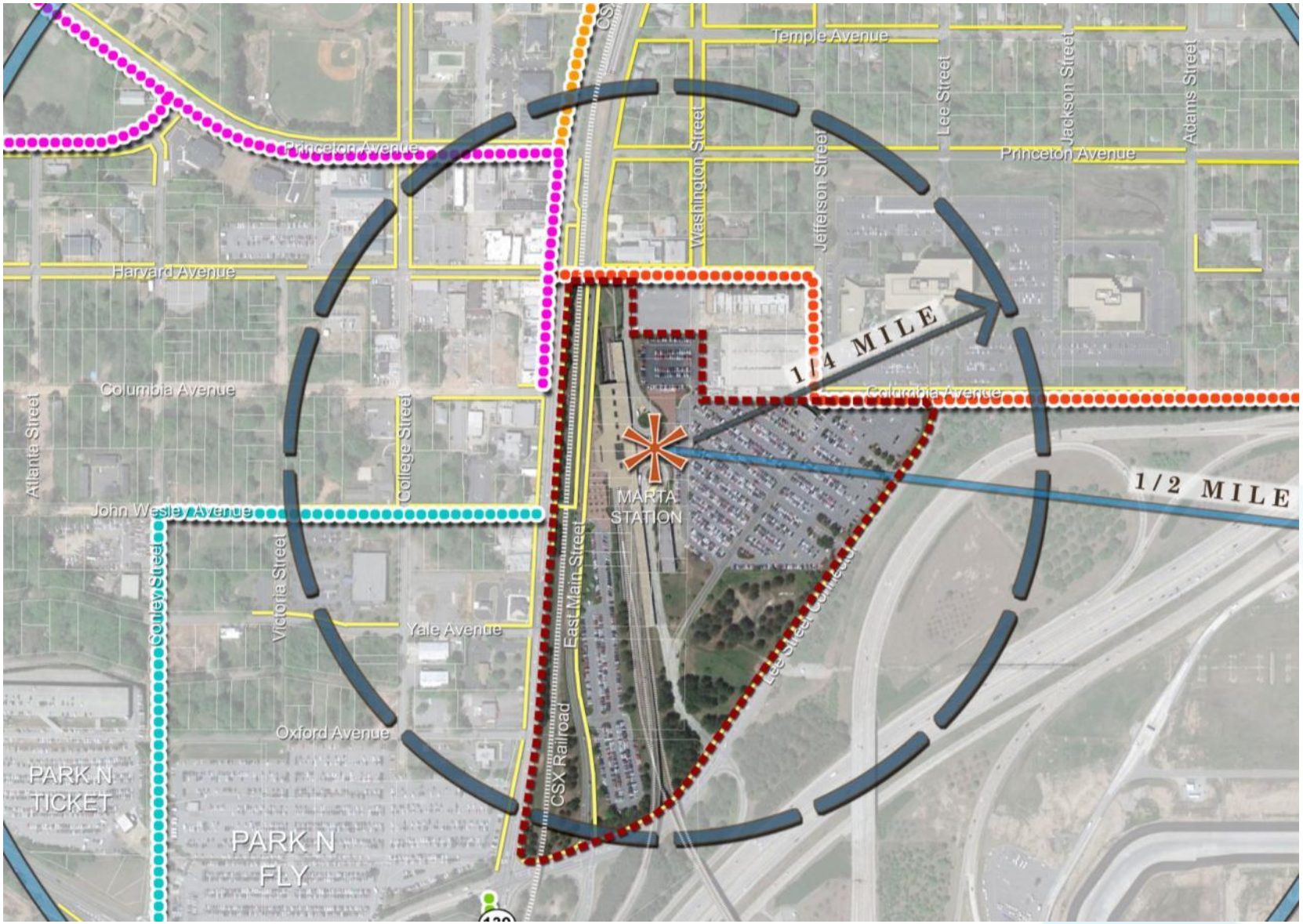
Historic Street Grid



Pedestrian Access

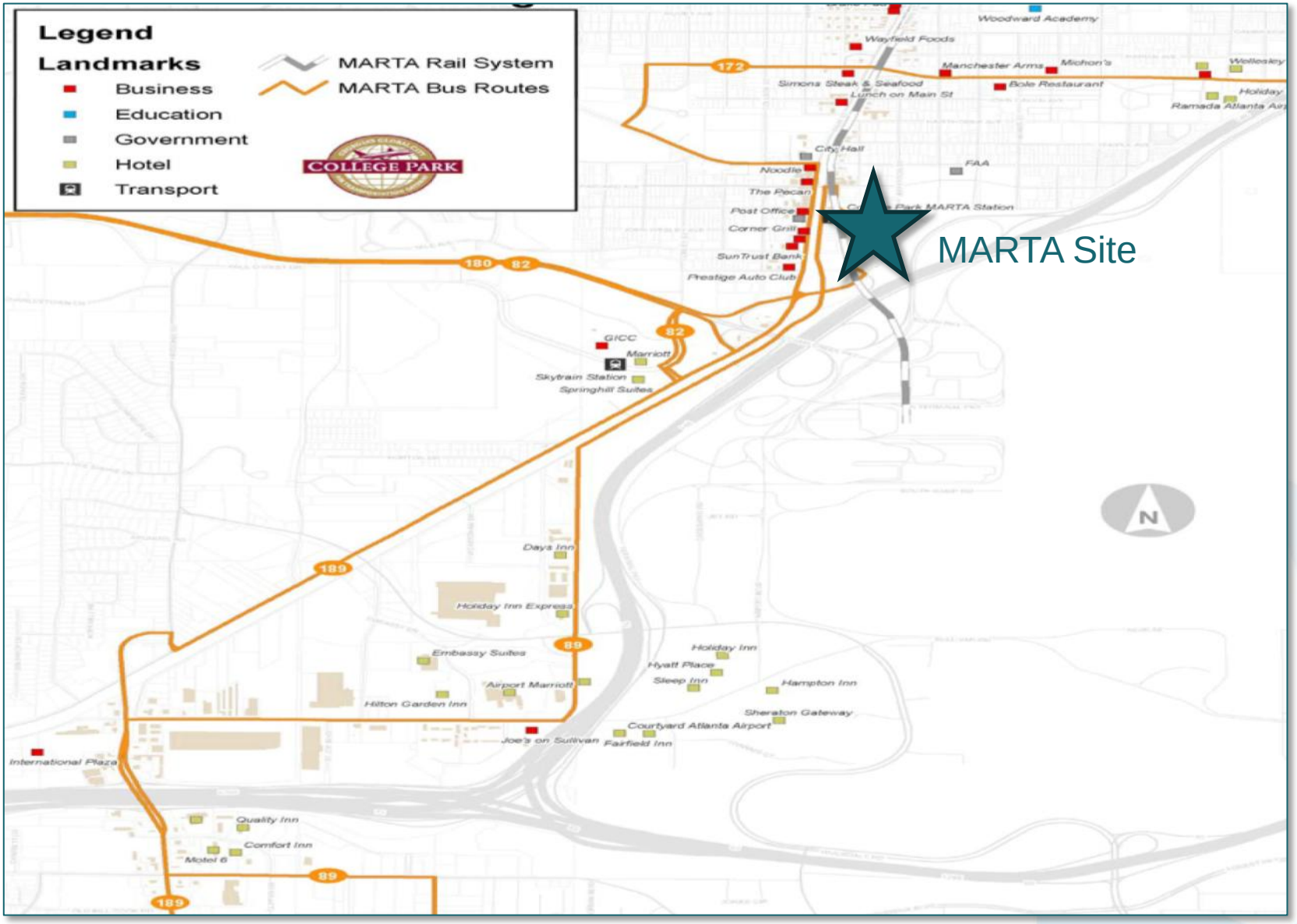


Pedestrian Access



Accessibility Issues

MARTA Bus Service



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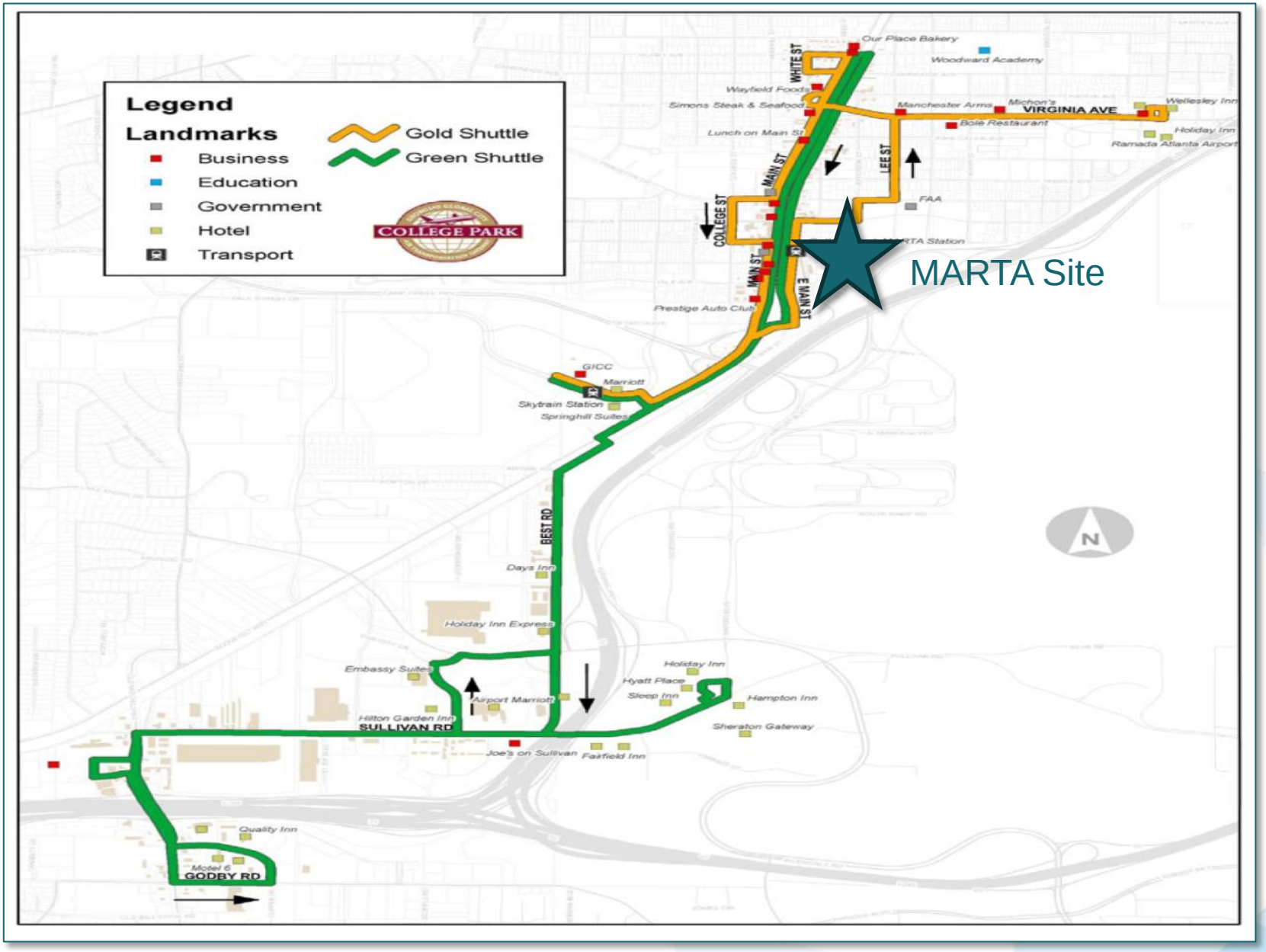
GoBus Routes



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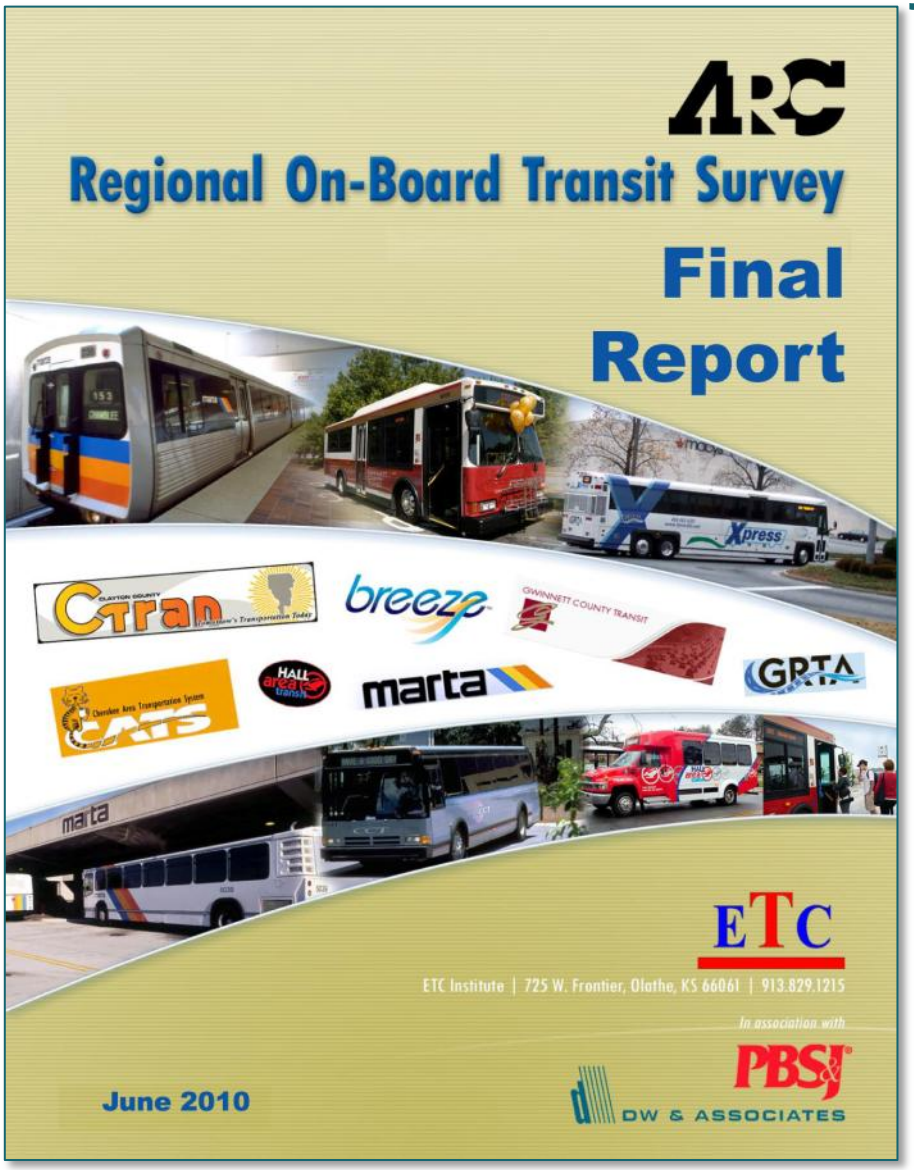
SkyTrain Station

MARTA Transit Survey



Purpose of the Survey

The purpose of this survey is to gather updated travel behavior data from transit users in the Atlanta area. Data was taken between October 2009 and January 2010, daily between 6:00 AM and 7:00 pm.

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MARTA Transit Survey Findings

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Household Size

Persons	Percent
1 person	18.3%
2 person	29.0%
3 person	22.2%
4 person	16.0%
5 person	8.1%
6 or more person	6.4%

Source: ETC Institute June 2010 - Atlanta Regional Commission Regional On-Board Transit Survey

Vehicle Availability

Vehicles	Percent
0 vehicle	40.7%
1 vehicle	32.0%
2 vehicle	19.4%
3 vehicle	7.9%
4 or more vehicles	0.0%

Source: ETC Institute June 2010 - Atlanta Regional Commission Regional On-Board Transit Survey

Driver's License Status

Answer	Percent
Yes	71.0%
No	29.0%

Source: ETC Institute June 2010 - Atlanta Regional Commission Regional On-Board Transit Survey

Student Status

Answer	Percent
Yes	30.6%
No	69.4%

Source: ETC Institute June 2010 - Atlanta Regional Commission Regional On-Board Transit Survey

Number of Employed Persons in Household

Employed Persons	Percent
0 person	8.6%
1 person	38.6%
2 person	39.3%
3 person	10.1%
4 person	2.3%
5 person	0.7%
6 person	0.5%

Source: ETC Institute June 2010 - Atlanta Regional Commission Regional On-Board Transit Survey

Employment Status

Answer	Percent
Yes	74.5%
No	25.5%

Source: ETC Institute June 2010 - Atlanta Regional Commission Regional On-Board Transit Survey

Gender

Answer	Percent
Male	48.4%
Female	51.6%

Source: ETC Institute June 2010 - Atlanta Regional Commission Regional On-Board Transit Survey

MARTA Transit Survey Findings

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Income Distribution

Annual Income Range	Percent
Below $5,000	14.0%
$5,000-$9,999	8.9%
$10,000-$19,999	12.8%
$20,000-$29,999	15.7%
$30,000-$39,999	14.3%
$40,000-$49,999	9.3%
$50,000-$59,999	6.0%
$60,000-$74,999	6.4%
$75,000-$99,999	5.6%
$100,000-$119,000	2.9%
$120,000 or more	4.1%

Source: ETC Institute June 2010 - Atlanta Regional Commission Regional On-Board Transit Survey

Age Distribution

Age Range	Percent
under 18	3.8%
18-24	26.3%
25-34	25.2%
35-44	18.3%
45-54	15.7%
55-64	8.6%
65 or older	2.1%

Source: ETC Institute June 2010 - Atlanta Regional Commission Regional On-Board Transit Survey

Racial Composition

Answer	Percent
White	20.8%
Black/African American	70.8%
Asian	2.1%
Other	5.5%
American Indian	0.8%

Source: ETC Institute June 2010 - Atlanta Regional Commission Regional On-Board Transit Survey

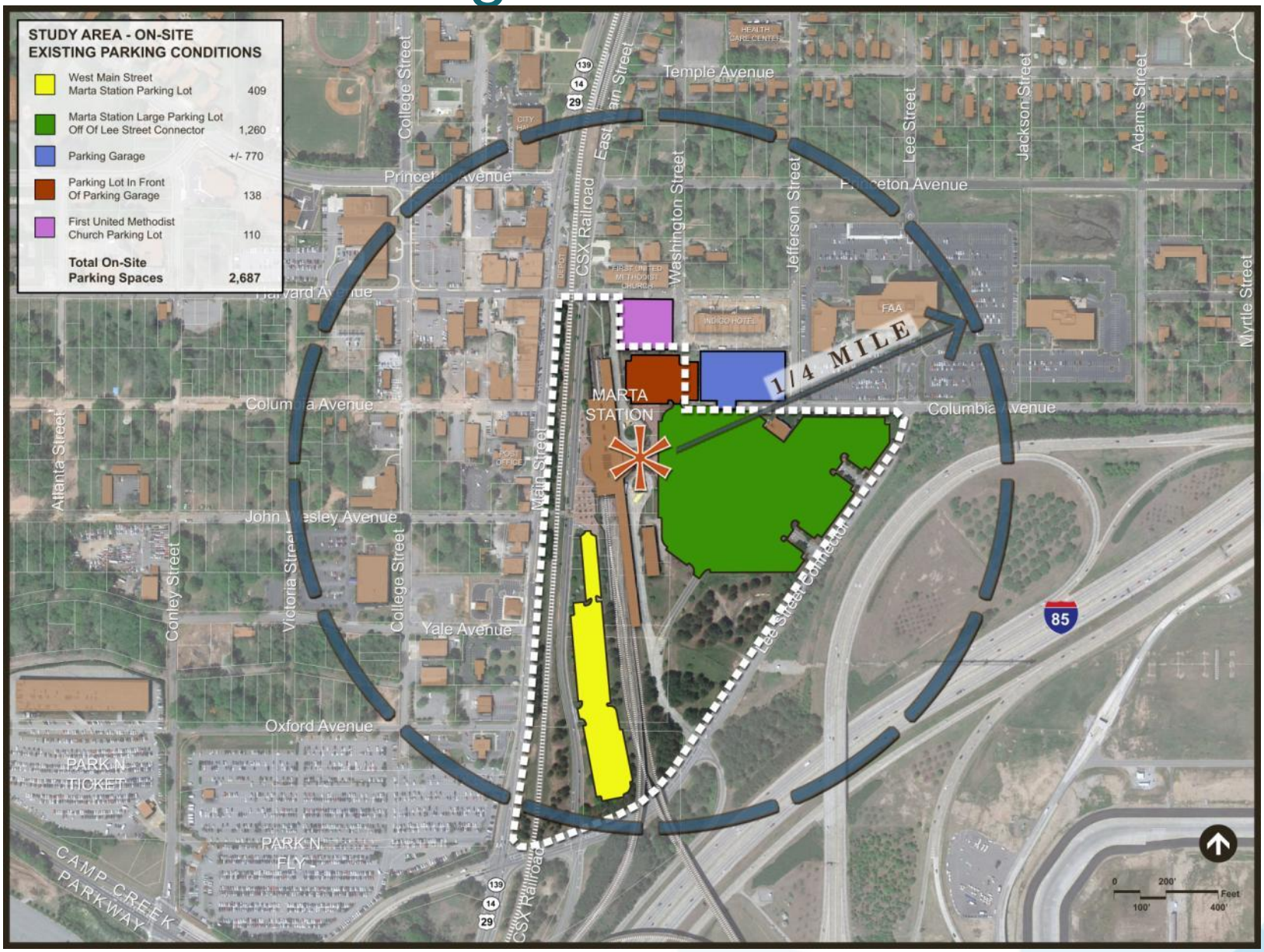
System Wide Mode Station

Mode	Percent
Walked	72.4%
Dropped Off	14.0%
Drove Alone	10.6%
Ride & Walk/Bike	1.8%
Carpool/Vanpool	0.9%
Bike	0.3%
Total	100.0%

Mode to College Park MARTA Station

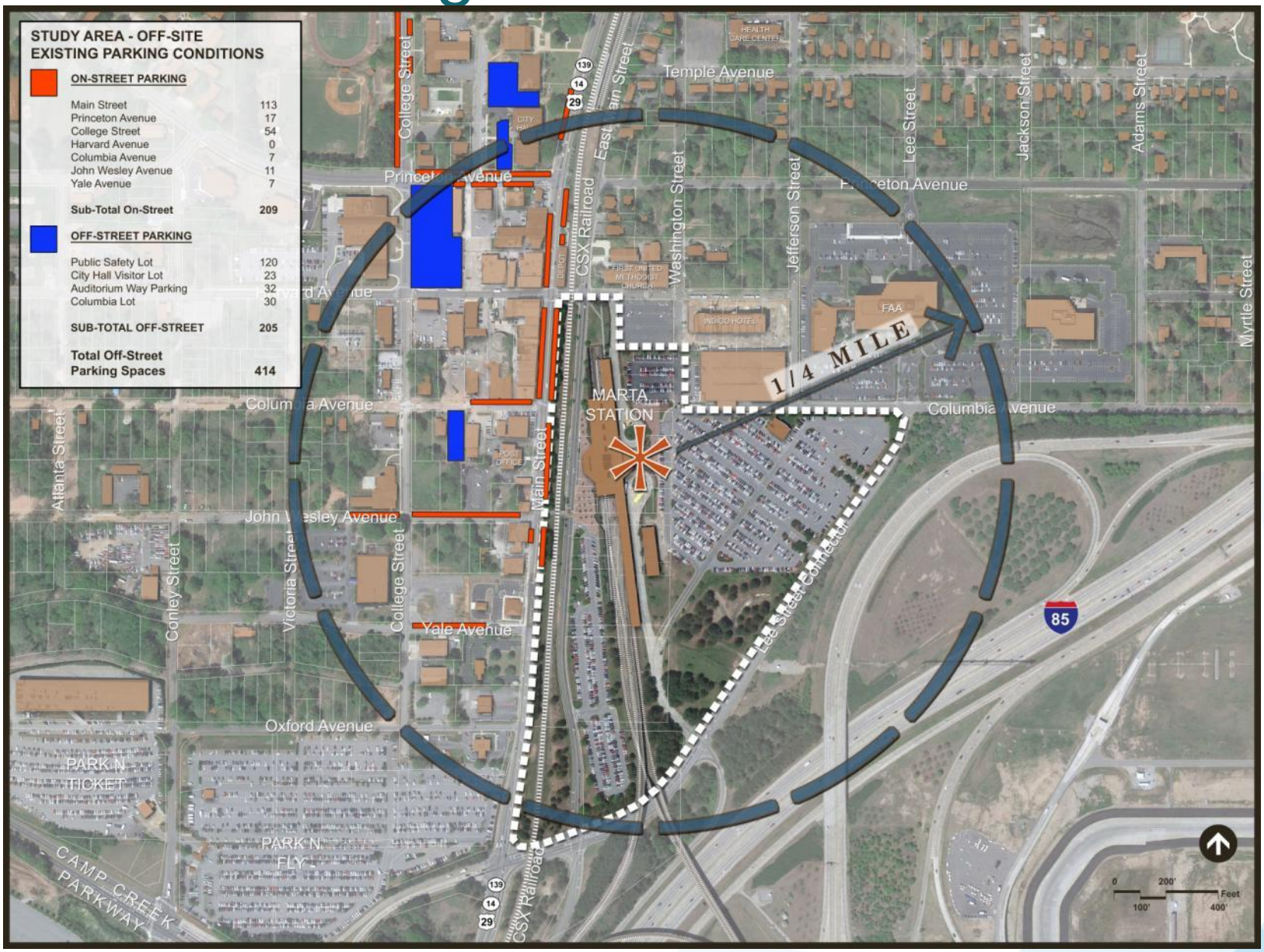
Mode	Number	Percent
Transferred	424	45.6%
Drove	277	29.8%
Dropped Off	141	15.2%
Walked	83	8.9%
Carpool/Vanpool	3	0.3%
Ride & Walk/Bike	2	0.2%
Total	930	100.0%

On Site Parking



ATKINS

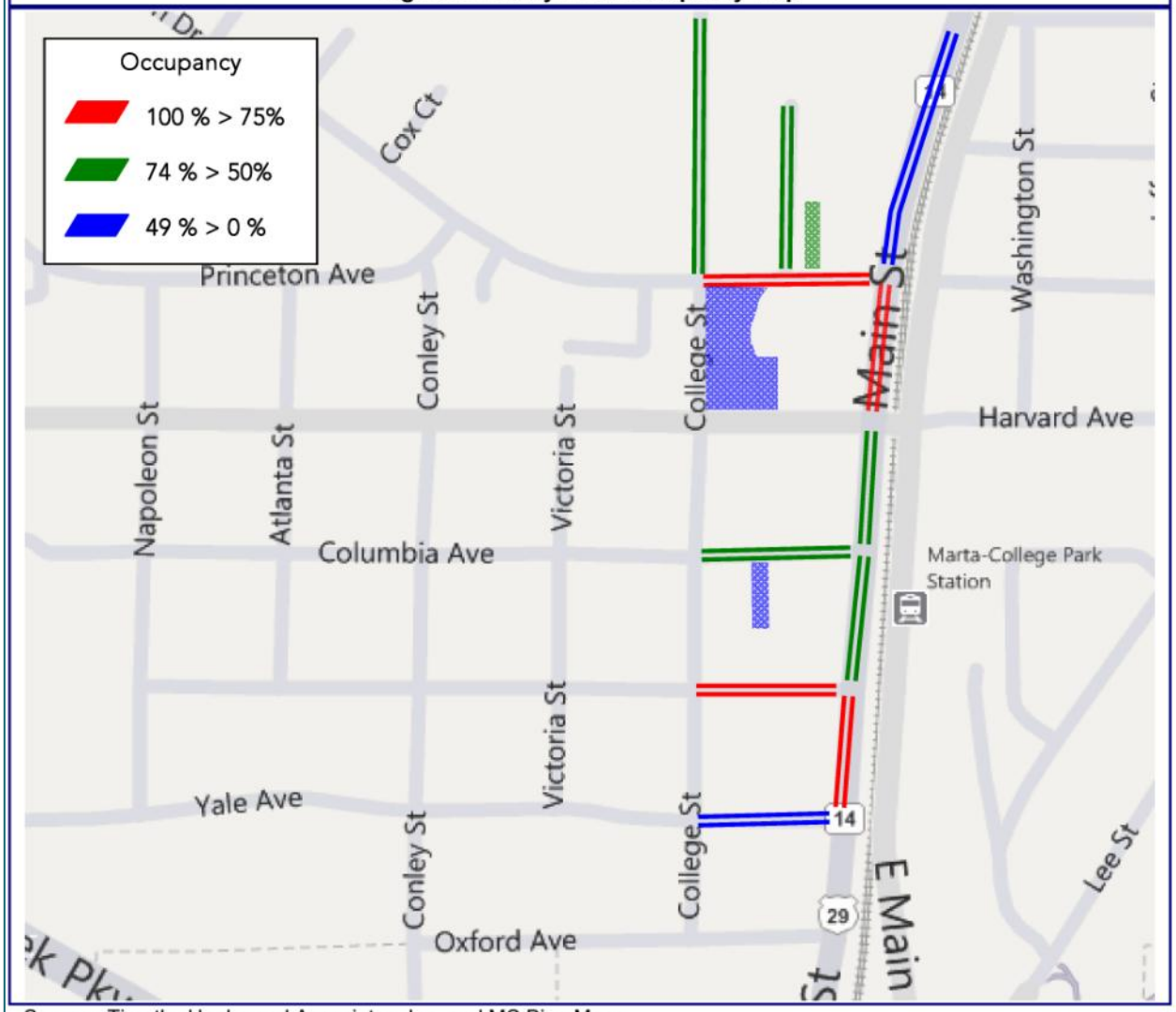
Onsite Parking



Offsite Parking

Study Completed January 2011

Figure 1: Study Area Occupancy Map



Source: Timothy Haahs and Associates, Inc. and MS Bing Maps

Offsite Parking

Study Completed January 2011

ATKINS

Table 1: Current Parking Conditions

On-Street	Supply	Demand	Occupancy
Main Street	113	56	50%
Princeton Avenue	17	13	76%
College Street	54	37	69%
Harvard Avenue	0	0	-
Columbia Avenue	7	5	71%
John Wesley Avenue	11	10	91%
Yale Avenue	7	0	0%
Sub-Total On-Street	**209**	**121**	**58%**
Off-Street	**Supply**	**Demand**	**Occupancy**
Public Safety Lot	120	31	26%
City Hall Visitor Lot	23	15	65%
Auditorium Way Parking	32	17	53%
Columbia Lot	30	7	23%
Sub-Total Off-Street	**205**	**70**	**34%**
Total	**414**	**191**	**46%**

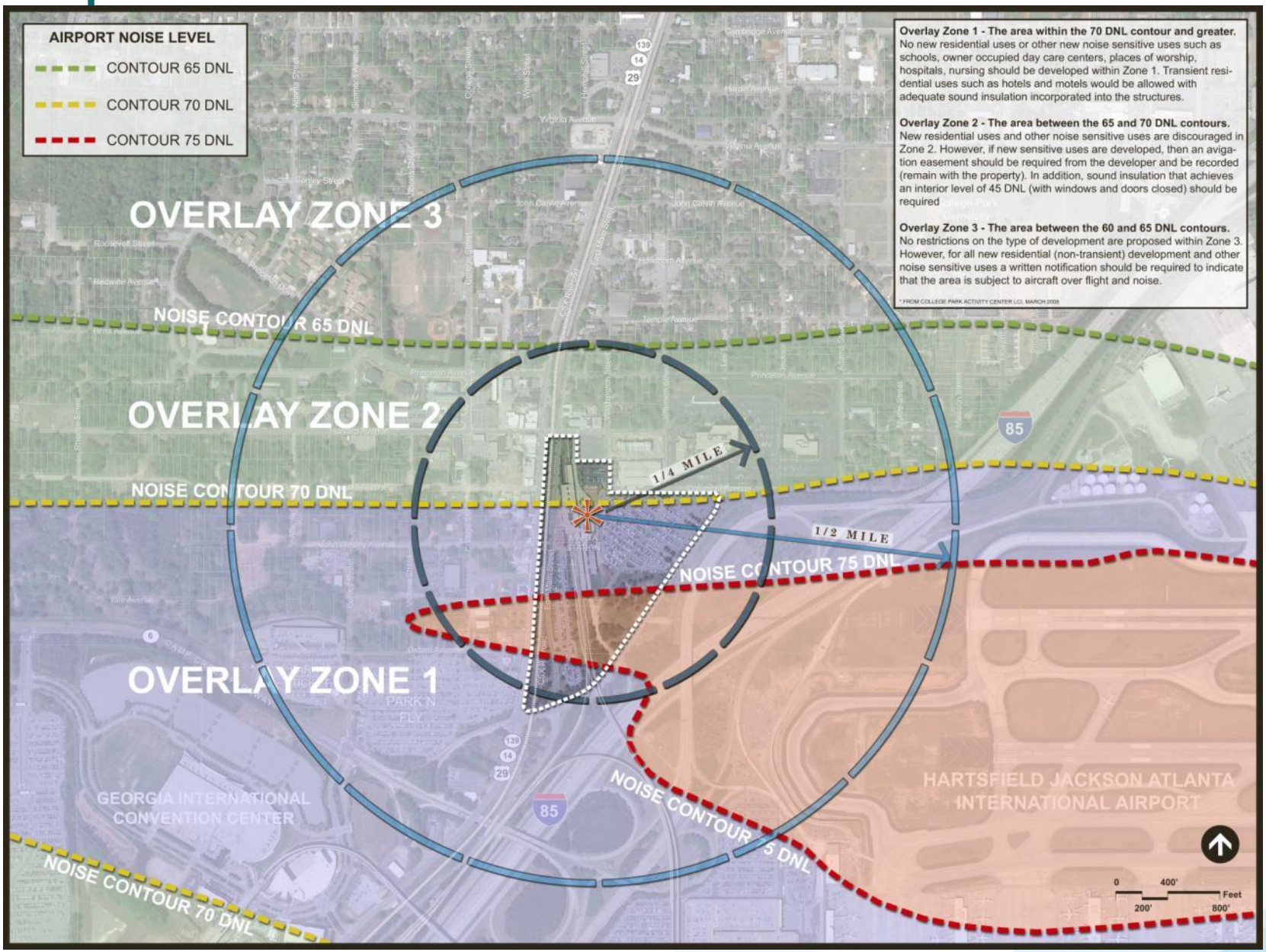
Source: Timothy Haahs and Associates, Inc. 2010

Table 3: Future Parking Conditions

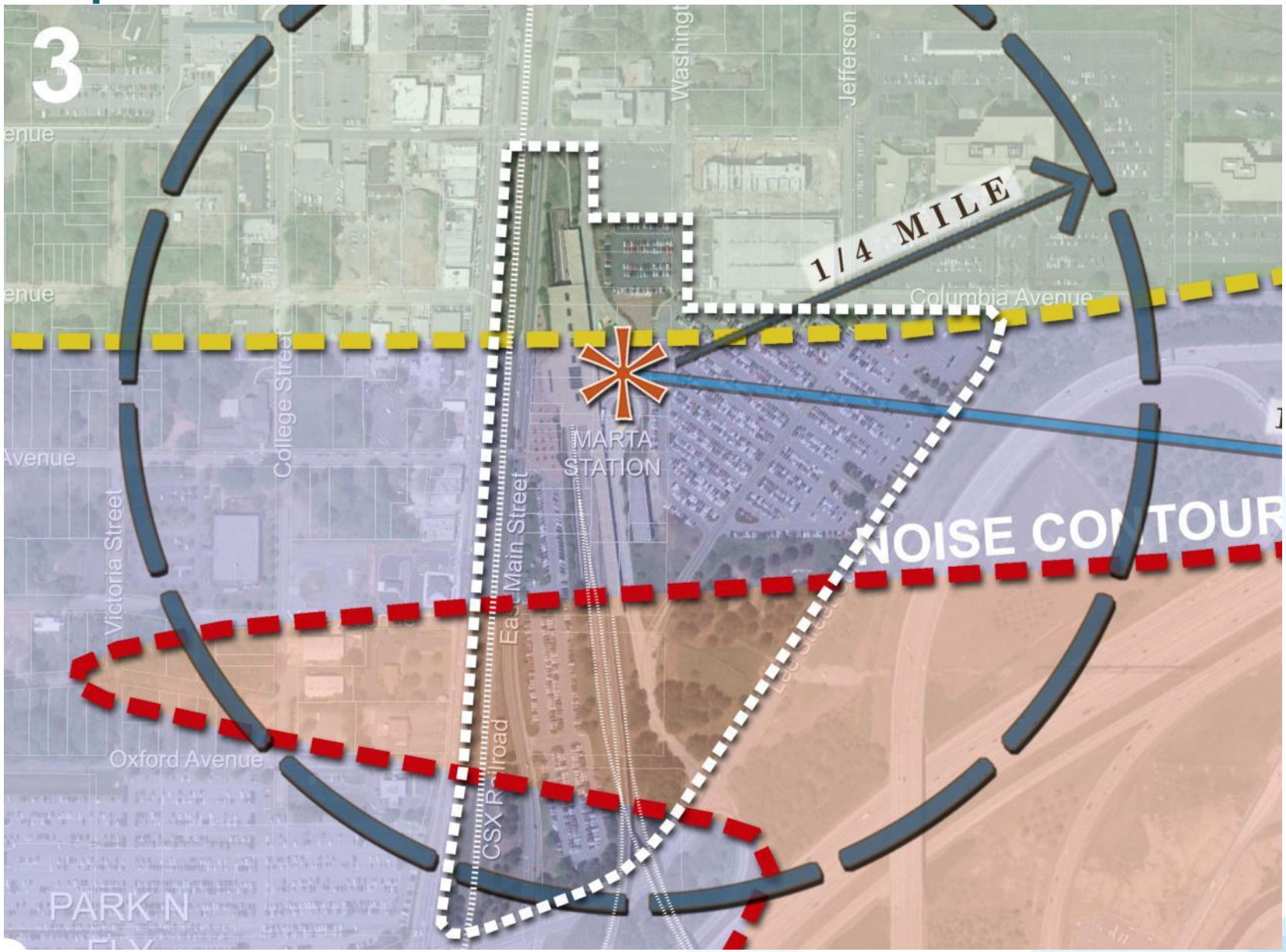
2010 Parking Supply	414
Effective Supply Factor	85% cushion
2010 Effective Parking Supply	352
2010 Parking Demand	191
2010 Parking Adequacy	**161**
2015 Parking Demand Growth (Bldg. Occ.)	19
2015 Parking Demand Growth (Population)	10
2015 Total Estimated Parking Demand	220
2015 Parking Adequacy	**132**
2020 Parking Demand Growth (Bldg. Occ.)	38
2020 Parking Demand Growth (Population)	20
2020 Total Estimated Parking Demand	249
2020 Parking Adequacy	**103**

Source: Timothy Haahs and Associates, Inc. 2010

Airport Restrictions Sound Contours - 2012



Airport Restrictions Sound Contours - 2012



Airport Restrictions Object Free Area

OBJECT FREE AREA

- Ground area 400 ft to either side of runway center line for a distance of 2700 feet
- Area to be clear of all objects except for those needed for air navigation.

Airport Restrictions

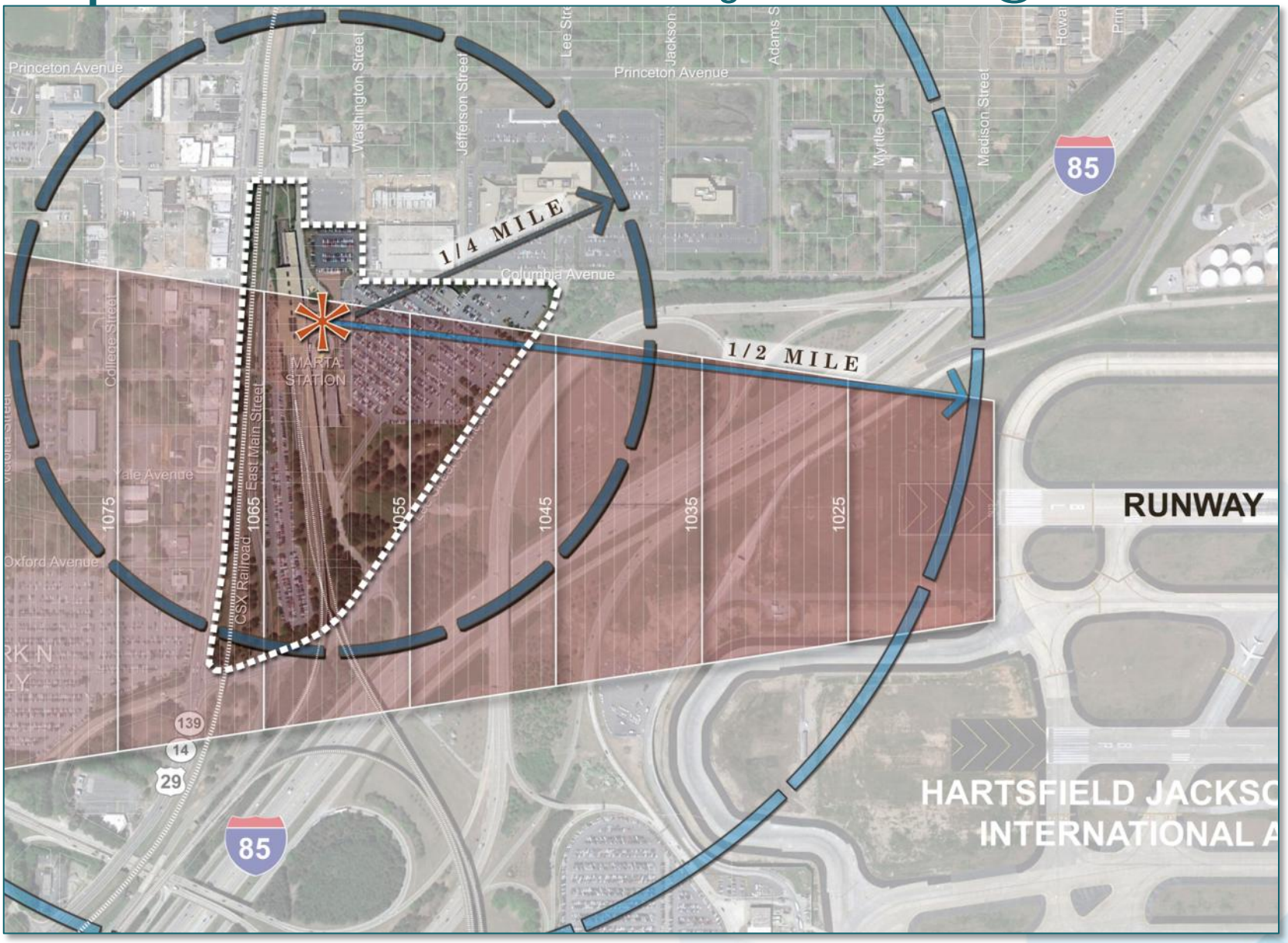
Runway Protection Zone

RUNWAY PROTECTION ZONE

- Parking facilities permitted but discouraged
- Residences and places of public assembly prohibited including: churches, schools, hospitals, office buildings, shopping centers, and other similar uses.

Airport Restrictions

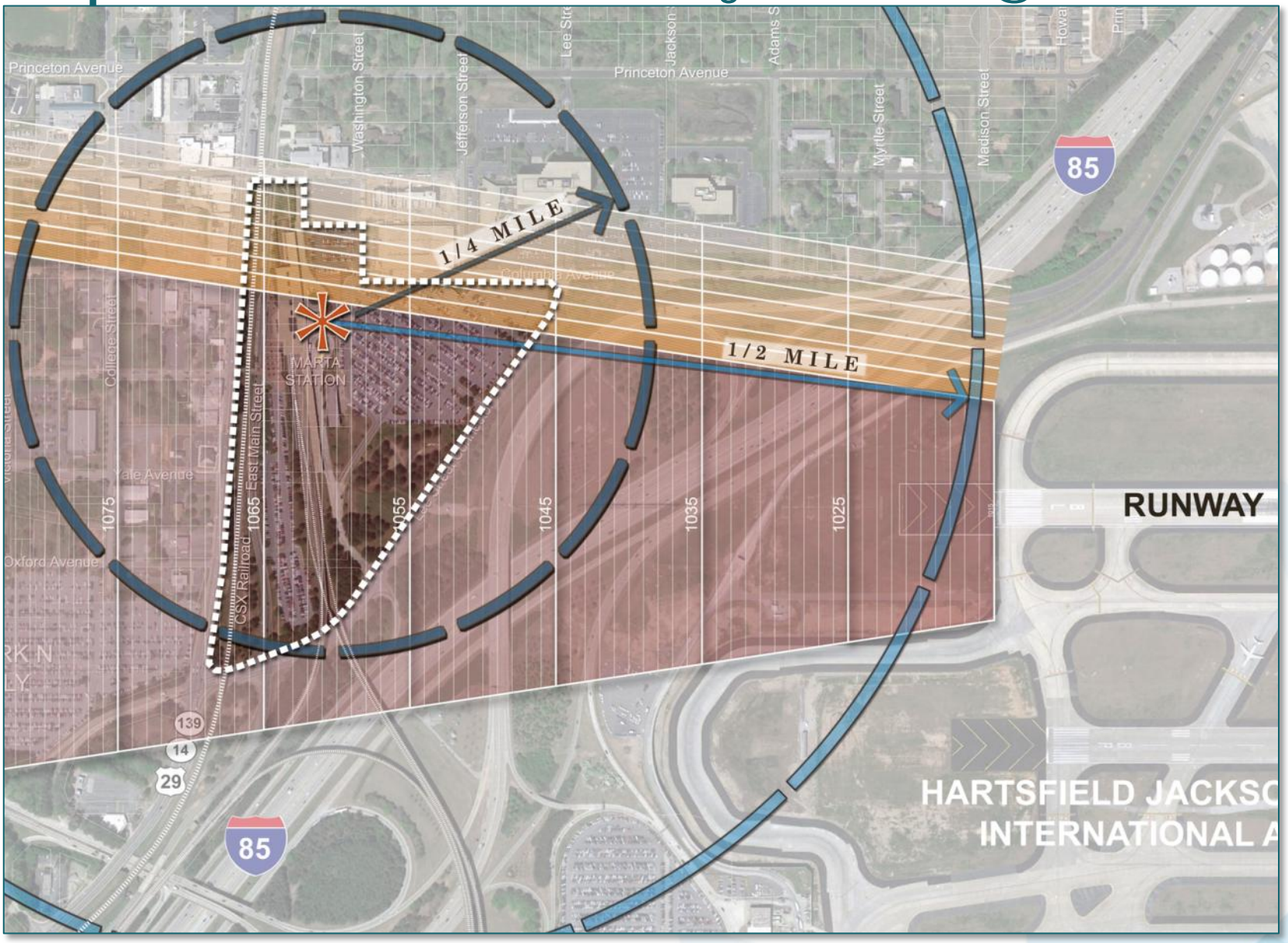
Height Restriction @ 1:62.5'



ATKINS

Airport Restrictions

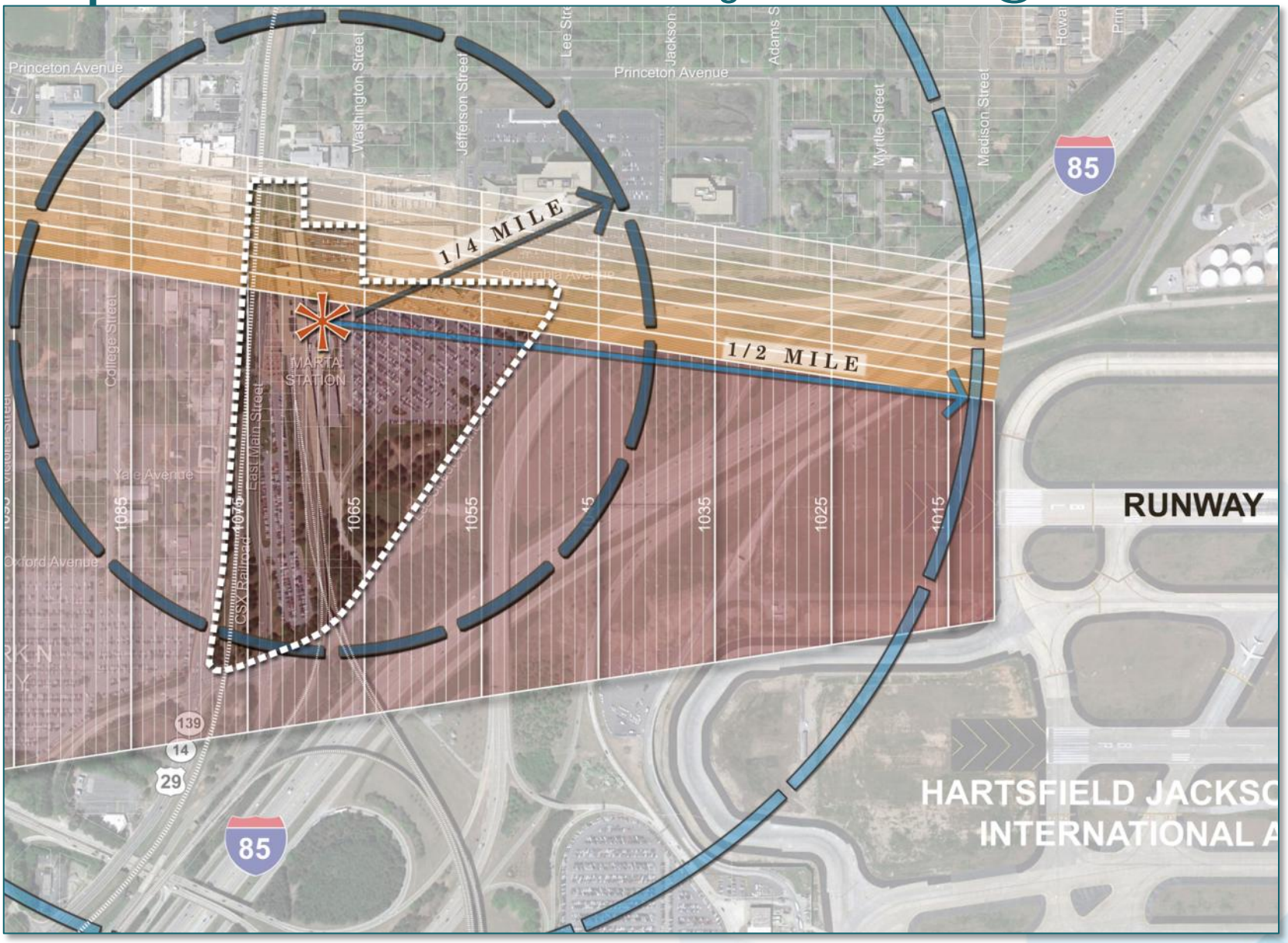
Height Restriction @ 1:62.5'



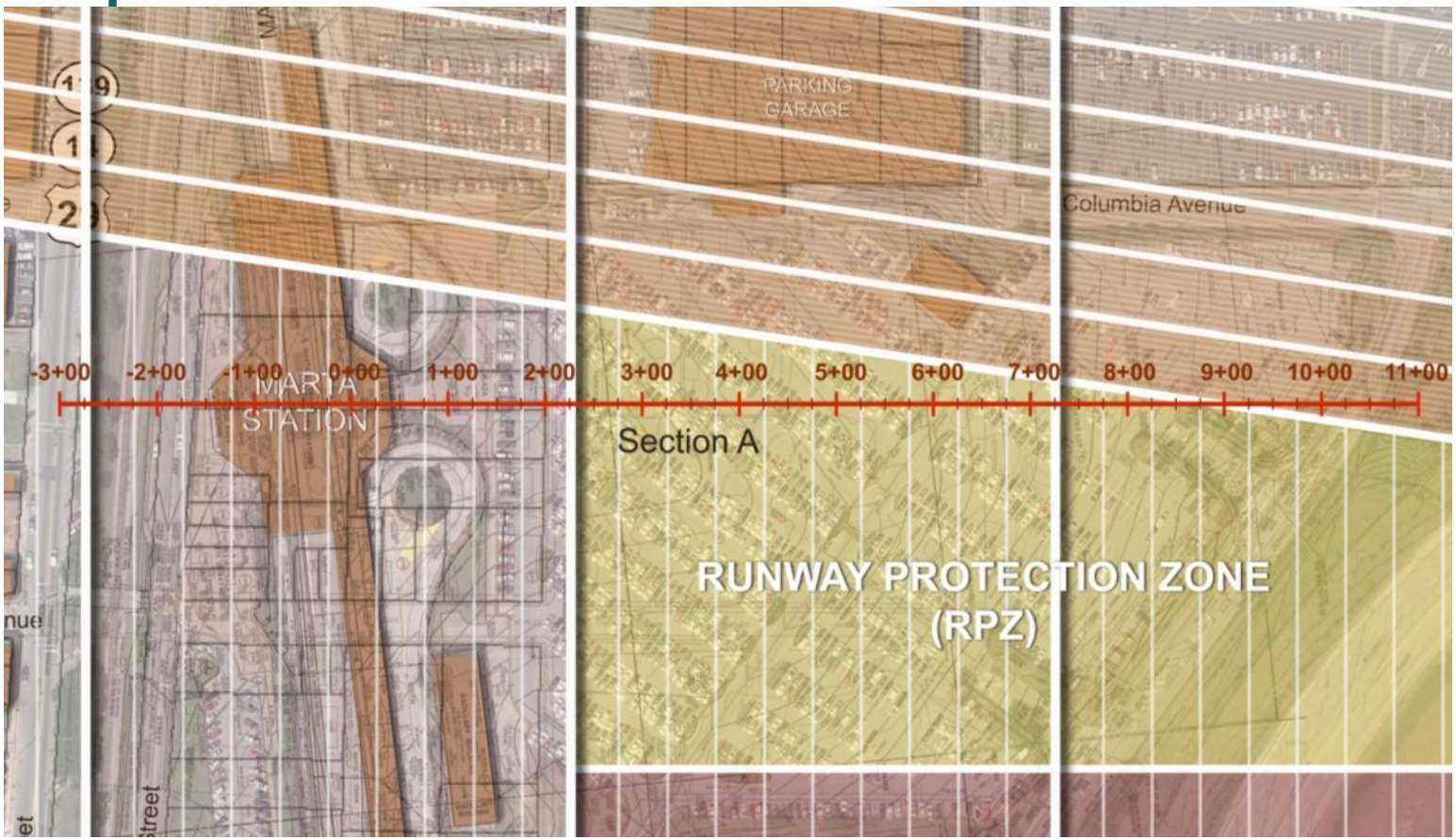
ATKINS

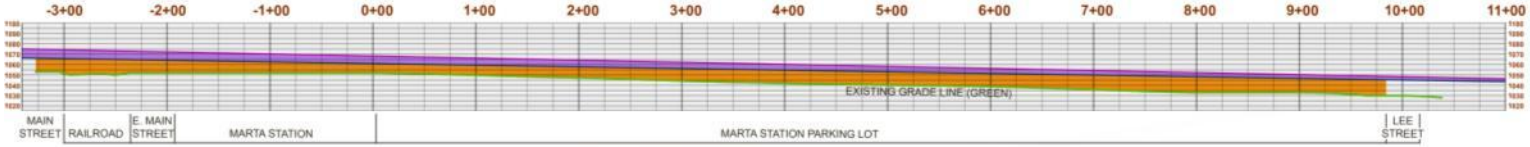
Airport Restrictions

Height Restriction @ 1:50'



Airport Restrictions Section

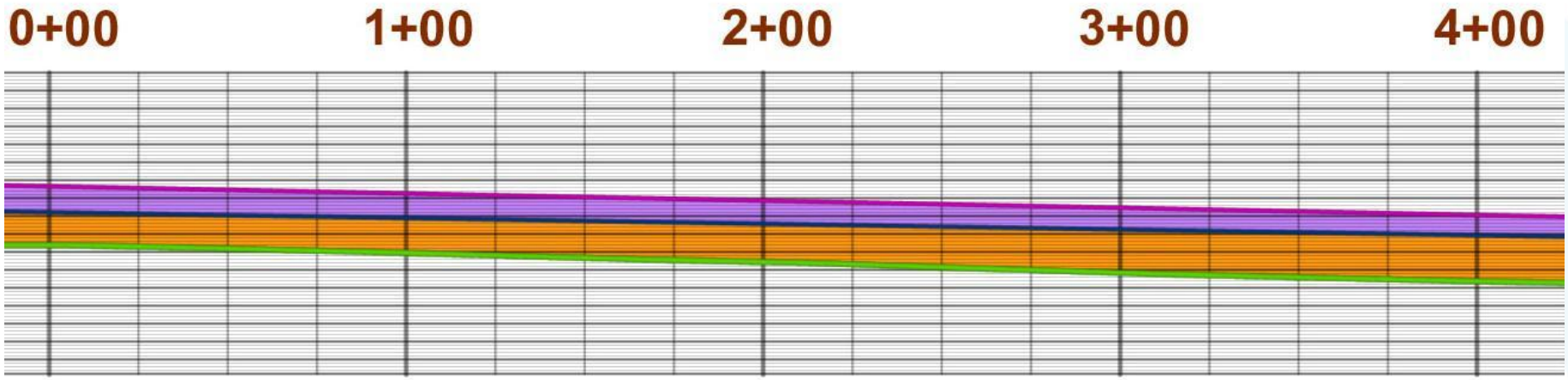




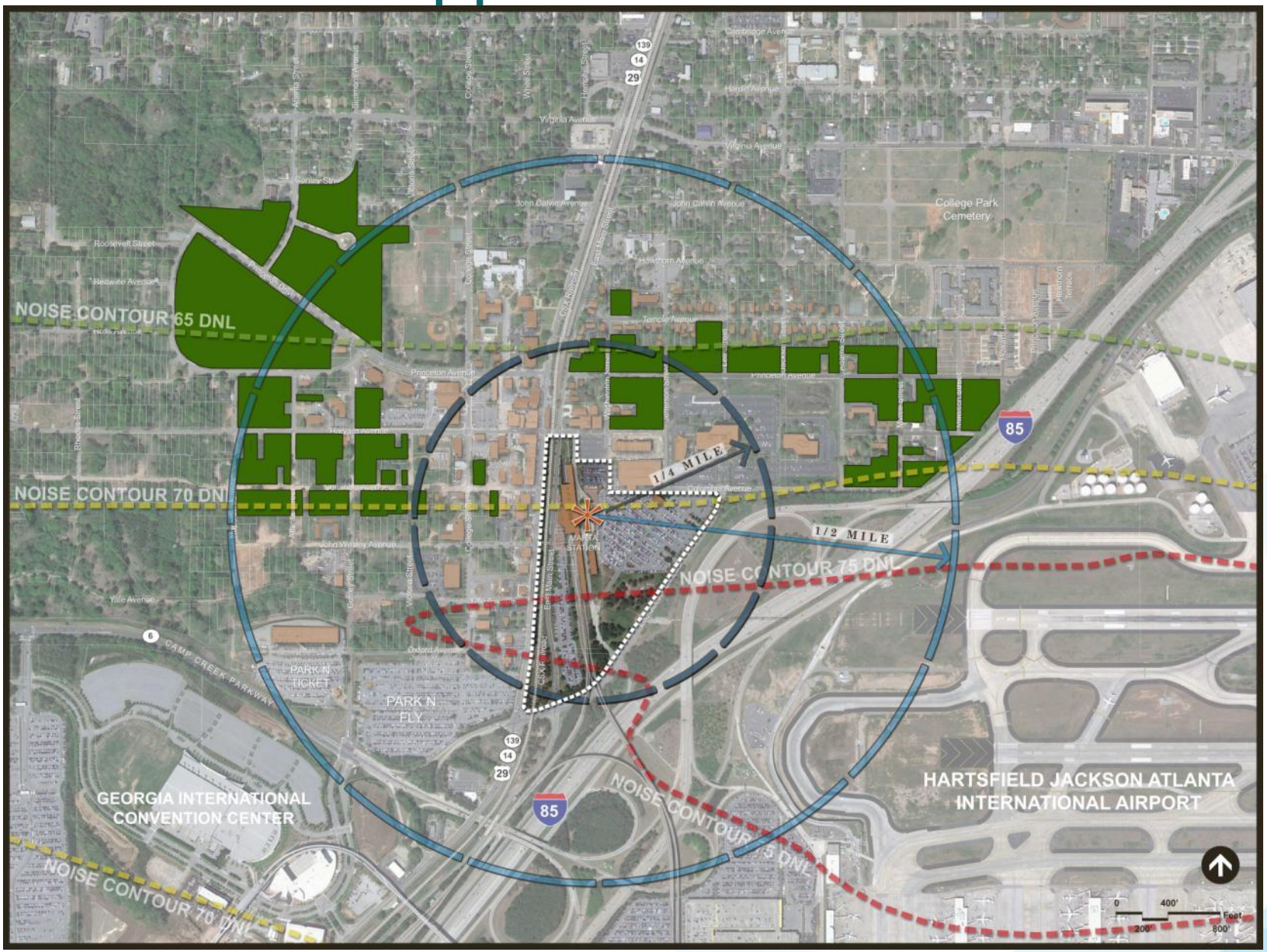
SECTION A

Airport Restrictions

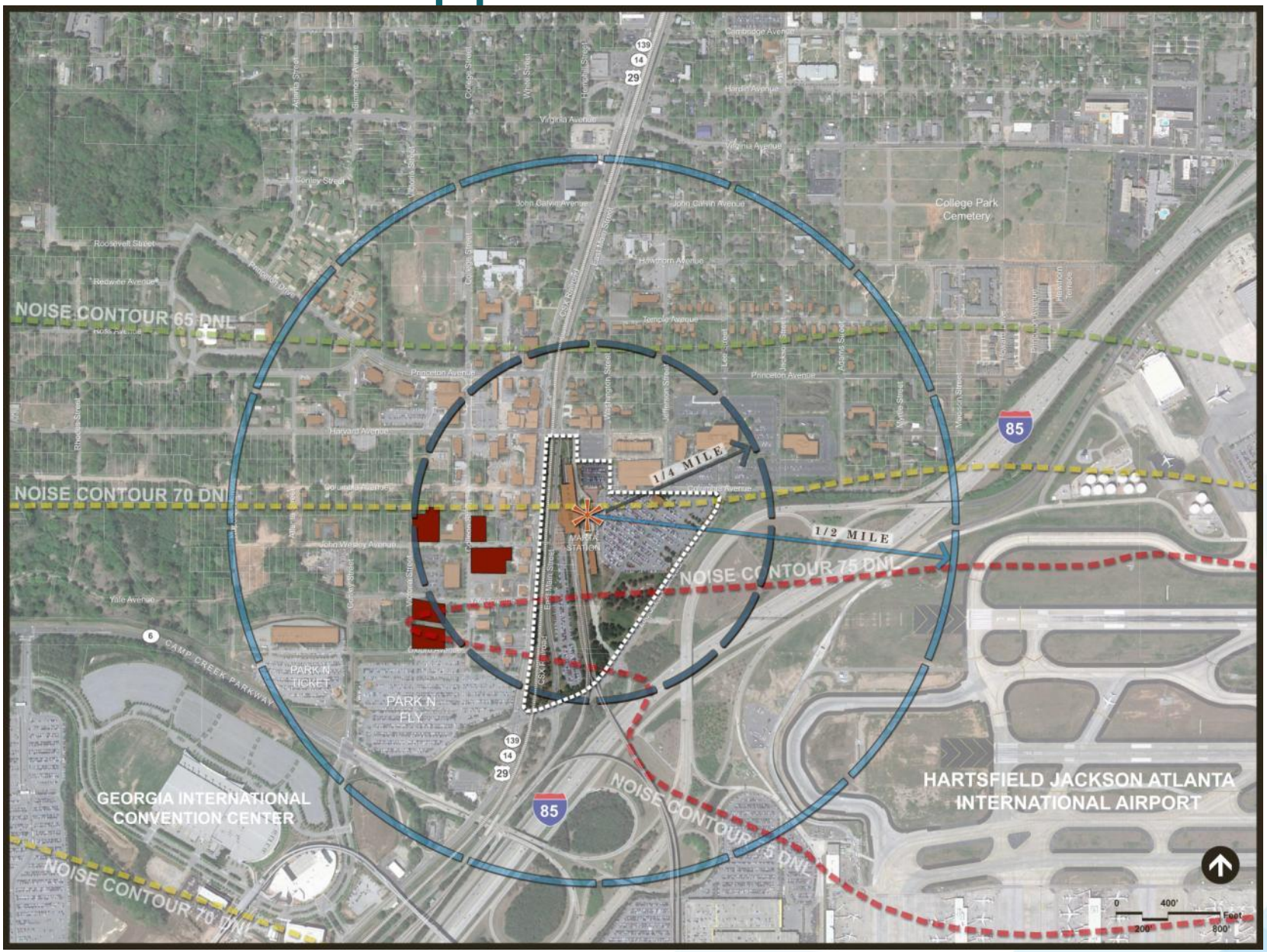
Height Restriction Section



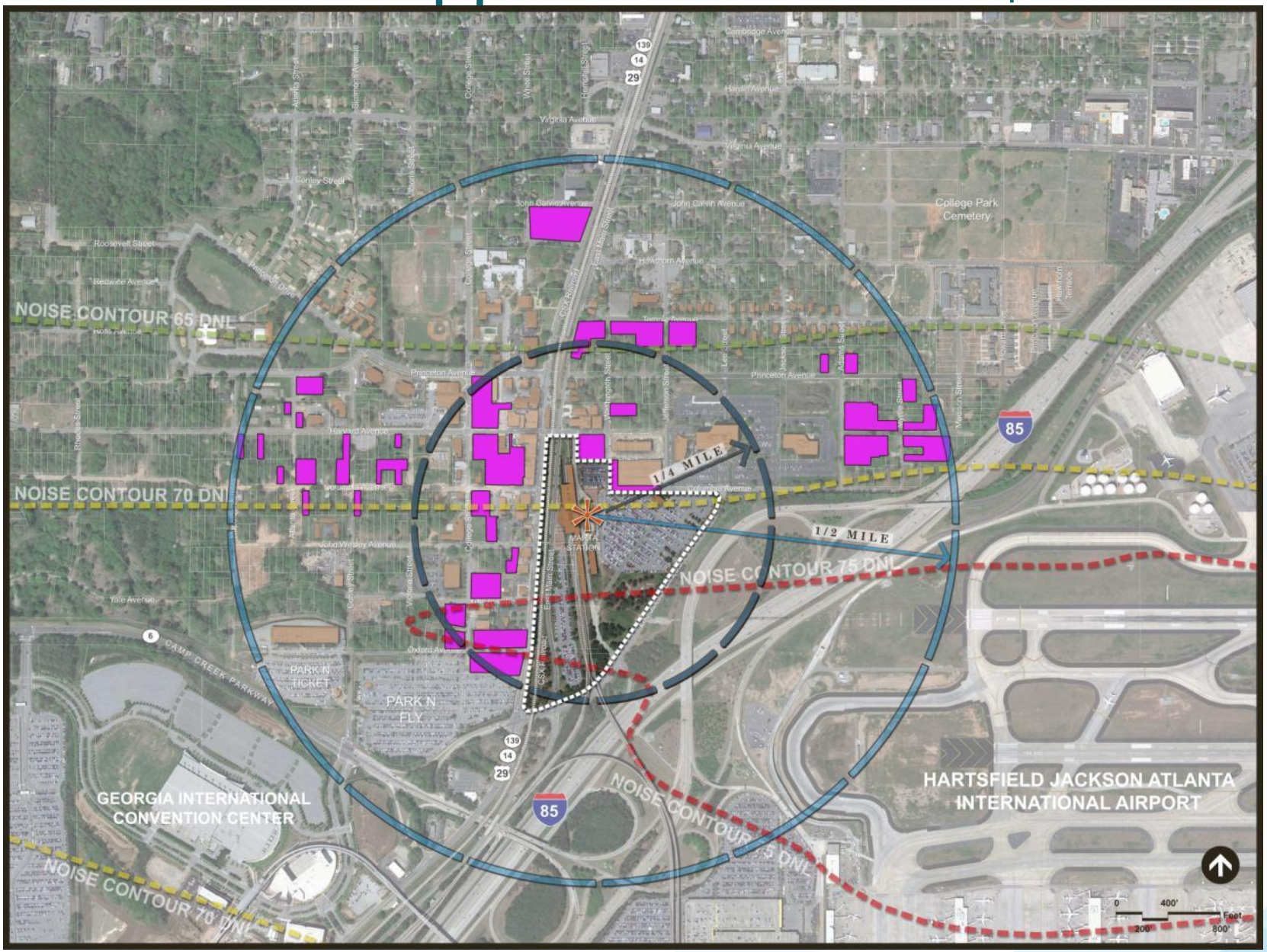
Offsite Infill Opportunities Residential



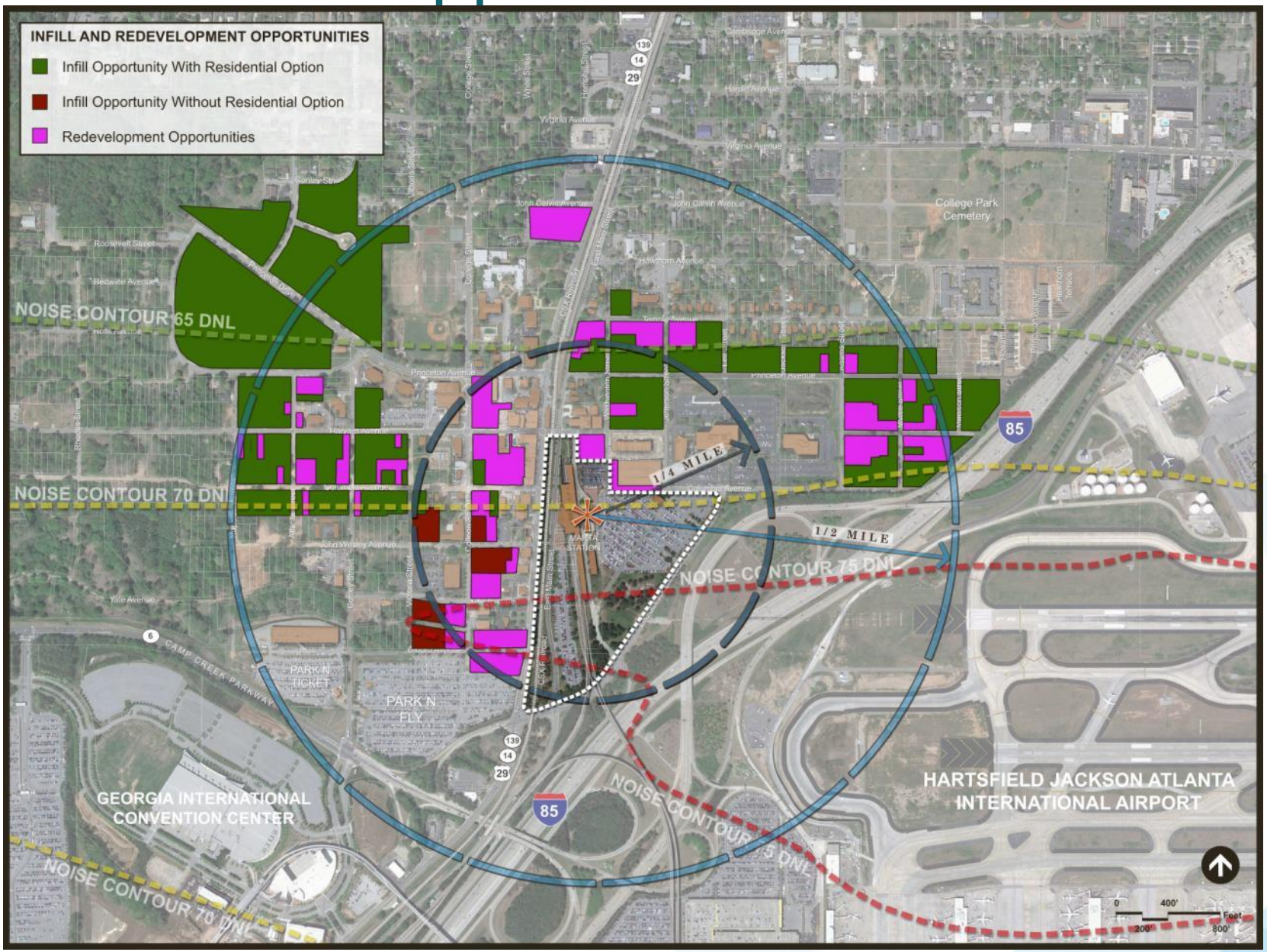
Offsite Infill Opportunities Non Residential



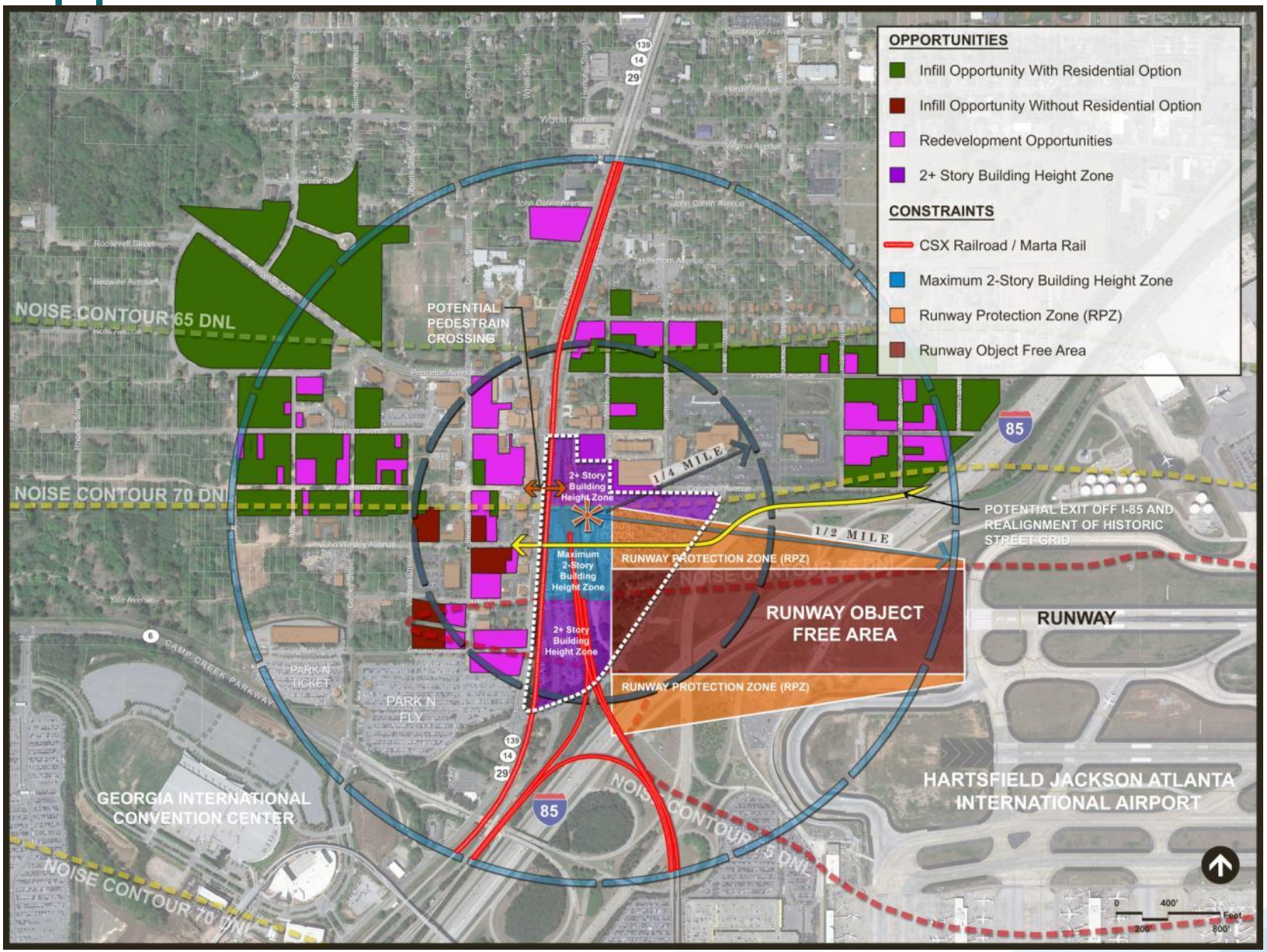
Offsite Infill Opportunities Redevelopment



Offsite Infill Opportunities

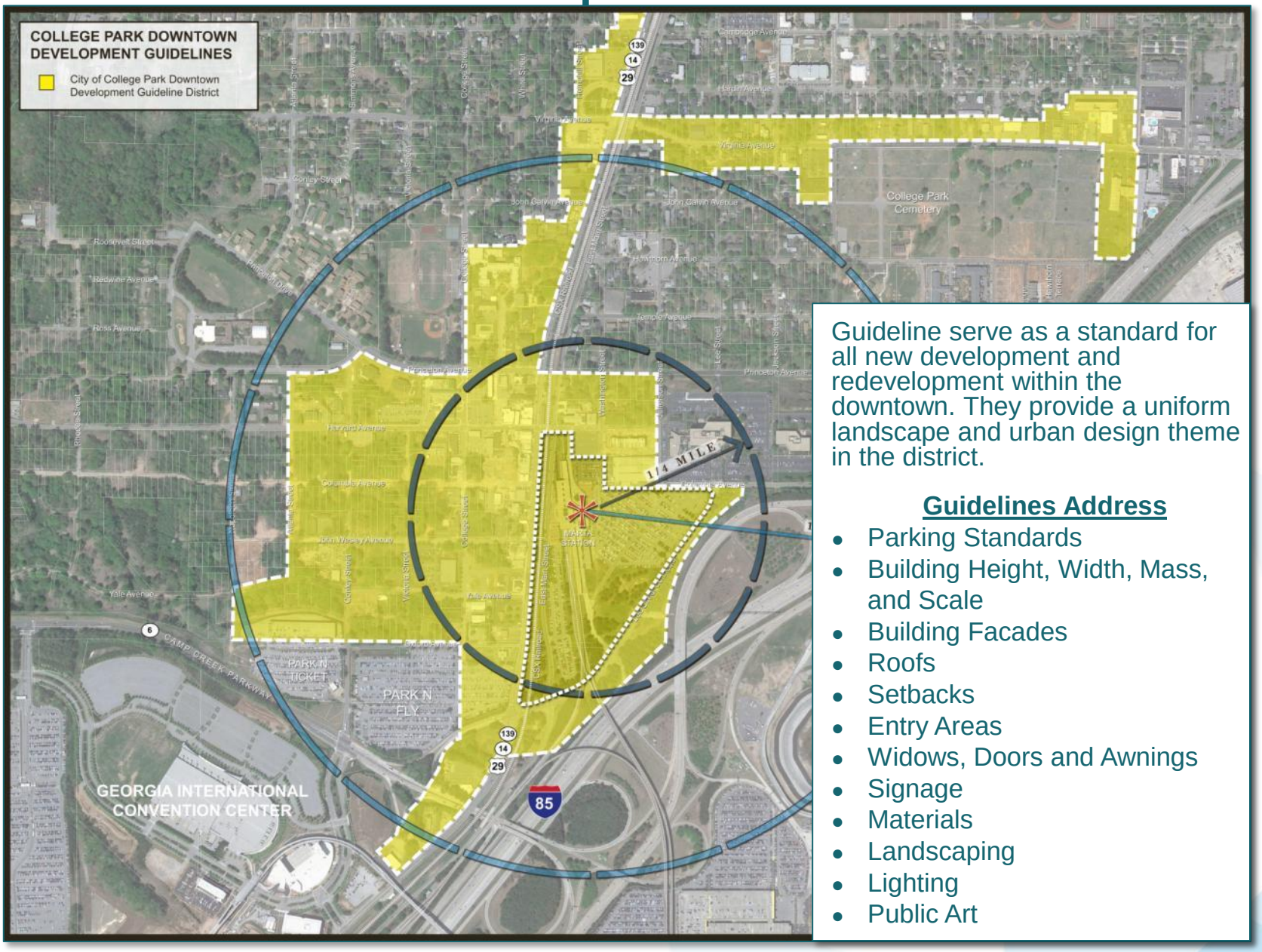


Opportunities and Constraints



Opportunities and Constraints

Downtown Development Guidelines



Guideline serve as a standard for all new development and redevelopment within the downtown. They provide a uniform landscape and urban design theme in the district.

Guidelines Address

- Parking Standards
- Building Height, Width, Mass, and Scale
- Building Facades
- Roofs
- Setbacks
- Entry Areas
- Widows, Doors and Awnings
- Signage
- Materials
- Landscaping
- Lighting
- Public Art

Main Street Façade Grant Program

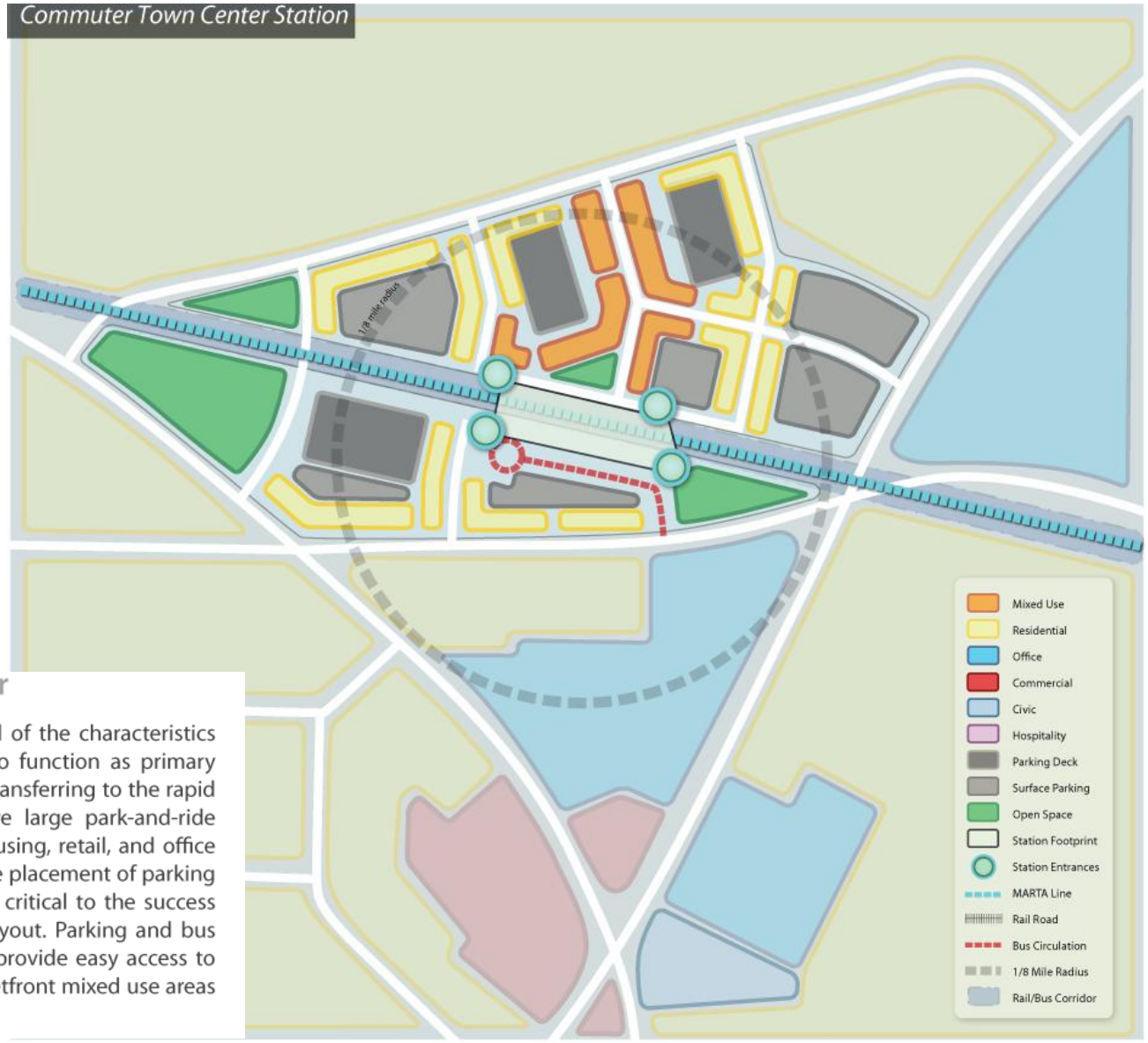
Façade Grant Program

Provides funds in partnership with business owner to improve the aesthetic experience in the Main Street area.

- Available for commercial tracts in the Main Street District and Virginia Avenue within City limits.
- Street facing side only
- Exterior work only
- Must be approved by Review Committee
- Limited to 50% of total eligible cost up to $5,000

MARTA Guidelines

Commuter Town Center

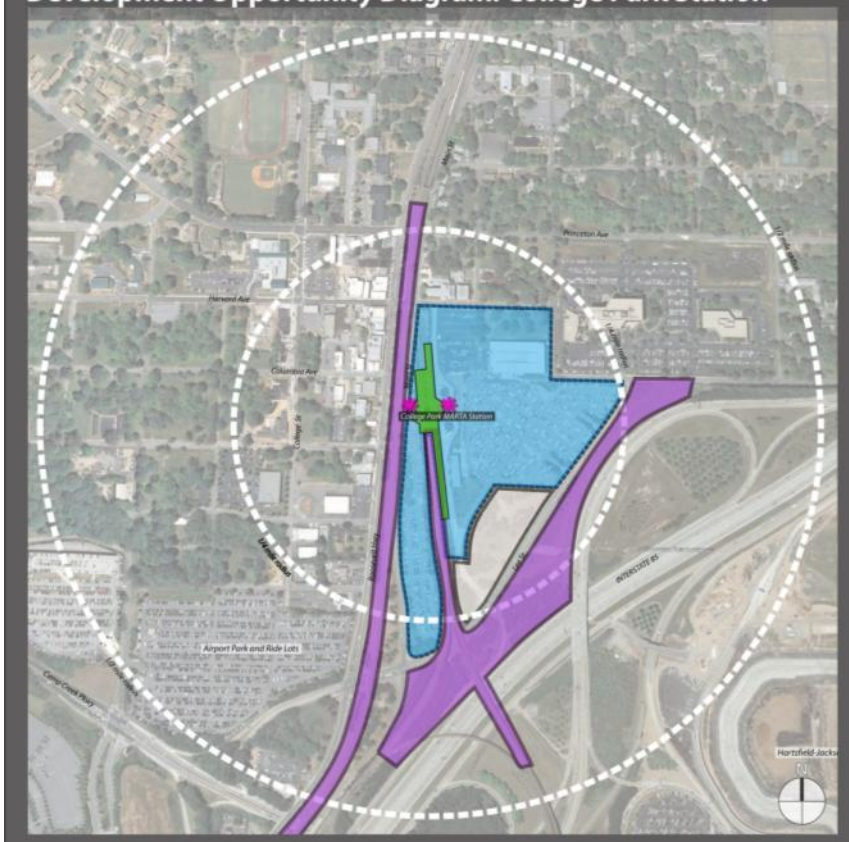


Commuter Town Center

Commuter town centers have all of the characteristics of town center stations, but also function as primary "capture points" for commuters transferring to the rapid transit system. These areas have large park-and-ride decks combined with on-site housing, retail, and office activity and common spaces. The placement of parking and connecting transit modes is critical to the success of the commuter town center layout. Parking and bus routes should be configured to provide easy access to the rail but avoid disrupting streetfront mixed use areas and central gathering spaces.

MARTA Site Diagrams

Development Opportunity Diagram: College Park Station



College Park Station:

The abundance of surface parking at the College Park station is due, in part, to its proximity to the airport. Much of the parking currently serves as a large park-and-ride lot. However, it holds potential for new development, which could still continue to accommodate commuter parking. The main barriers to development/growth are the rail lines which bisect the station and Main St., as well as the presence of the interstate and Hartsfield Jackson International Airport.

- Development Potential
- Barriers
- Constraints
- Entrances
- MARTA Site Boundary
- Station Footprint

Connectivity and Blocks Diagram: College Park Station

The diagram above illustrates existing, and potential, street connectivity and block sizes. A well defined street grid already exists on the western side of the station in downtown College Park. This pattern could extend across the tracks as certain points to connect to new development where the current surface parking lot sits. Currently the only crossings are at Lee St. and Harvard Ave.

- Development Potential
- Proposed Roads
  - Secondary
  - Tertiary
- Existing Roads
  - Primary
  - Secondary
  - Tertiary
- Interstate
- Entrances
- MARTA Site Boundary
- Station Footprint
- MARTA Line
- Rail Line

Commuter Town Center

Characteristics

- Has characteristics of a town center
- Mixed-use node
- Is a capture point for commuters
- Has large capacity park-and-ride (1000+ spaces)
- Designed to accommodate large volumes of local and regional bus passengers
- Must be planned to accommodate large volumes of rush hour commuters traveling in opposite directions:
  - Commuters bound for urban core
  - Reverse commuters traveling to work in commuter town center
- Located at strategic points on interstate system
- Density 25-75 residential units per acre 4-15 story buildings

Commuter Town Center

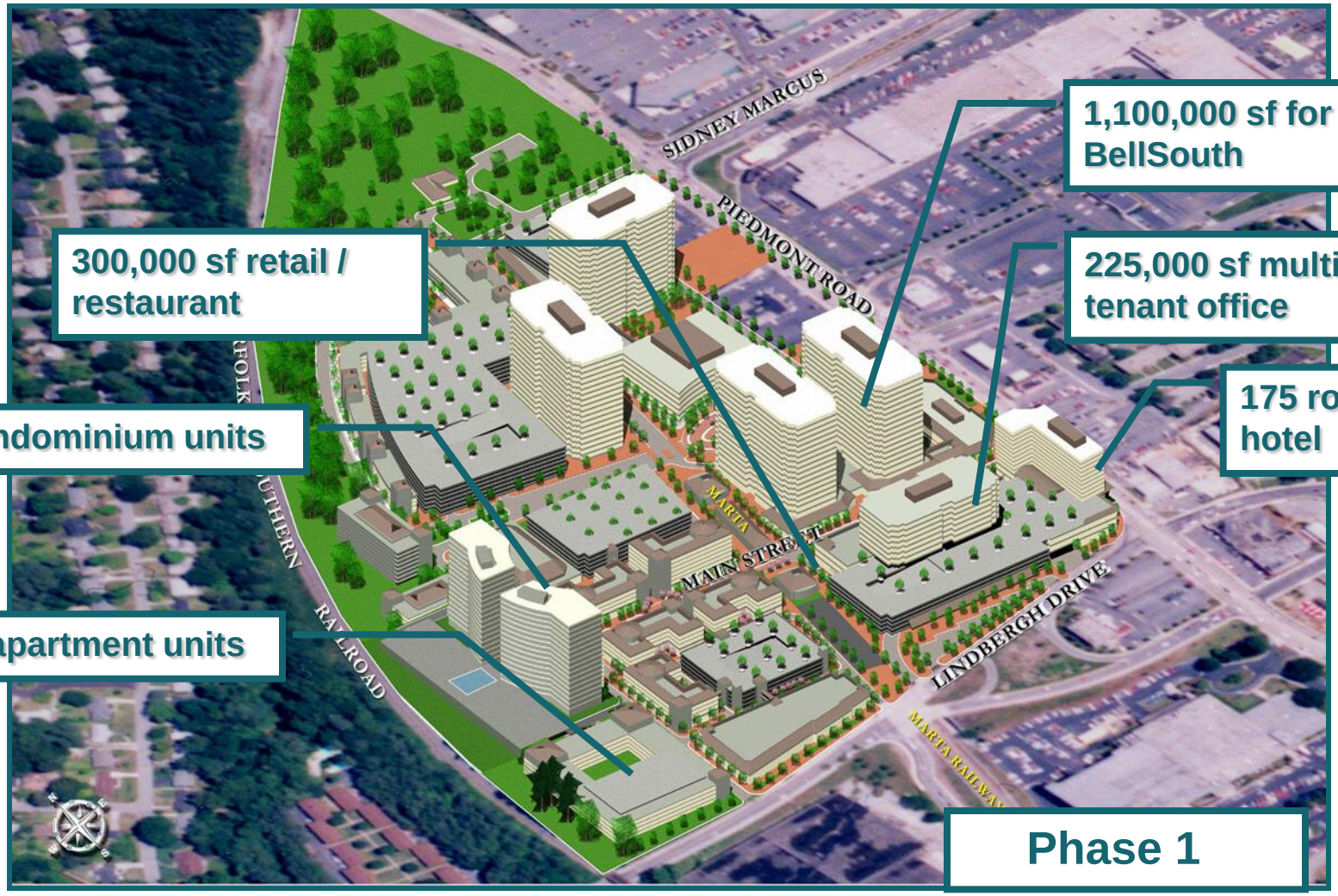
Two Main Keys to Success

- The park-and-ride facility must be designed and managed so as to minimize its impact on how the town center functions. Signage directing drivers to the transit garage and notifying them when it is filled is critical.

- The pedestrian network must guide commuters from their cars or buses to the station, without putting the park-and-ride garage or the bus transfer point in locations that compromise the visual and pedestrian quality of the town center.

Examples

Lindbergh City Center - Atlanta GA



Examples

Lindbergh City Center - Atlanta GA

Examples

White Flint – Bethesda, MD

RETAIL
RESTAURANT
HOTEL
OFFICE
RESIDENTIAL
CHILD CARE
STRUCTURED PARKING

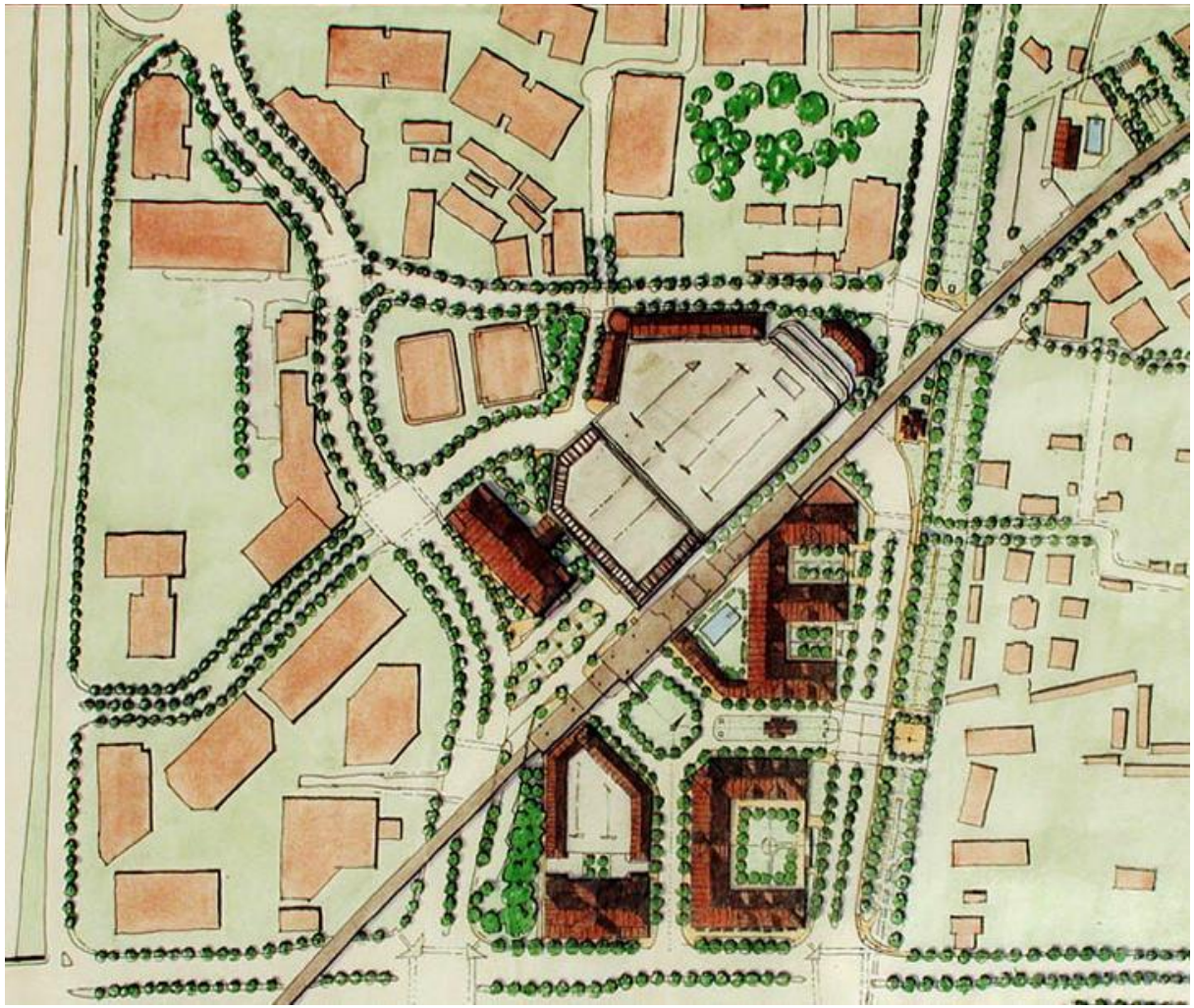
- 32 ACRE SITE
- 2,700,000 S.F. SPLIT EVENLY BETWEEN COMMERCIAL AND RESIDENTIAL USES
- 200,000 S.F. RETAIL
- 3 OFFICE BUILDINGS
- HOTEL
- 65,000 S.F. GROCERY STORE
- FOUR APARTMENT BUILDINGS

Examples

White Flint – Bethesda, MD

Examples

Pleasant Hill Transit Village – Pleasant Hill, CA



- 140 ACRE SITE
- 36,000 S.F. LOCAL SERVING RETAIL
- 549 RESIDENTIAL UNITS
- 10 LIVE WORK UNITS
- 290,000 S.F. OFFICE
- 20,000 S.F. BUISNESS CONFERENCE CENTER
- STRUCTURED PARKING

Examples

Pleasant Hill Transit Village – Pleasant Hill, CA

LCI Plan

Mixed use with higher density housing in areas with low noise levels
DOWNTOWN WEST
Deck
New and redeveloped re
on Main Street
Smaller office uses close to
Camp Creek Parkway
TOD- Office/Commercial
Development on MARTA par

Group Discussion

ATKINS

What does the development on the College Park MARTA property need to have?

- Retail
- Housing
- Office
- Hotel
- Institutional
- Public Plaza/Town Square
- Park
- Other?

Rank the results

What type of development is needed off site?

- Retail
- Housing
- Office
- Hotel
- Institutional
- Public Plaza/Town Square
- Park
- Streetscape/Sidewalks
- Bike Trails
- Other?

Rank the results

What Issues need to be addressed?

- MARTA façade
- Connectivity across CSX Rail
- Lack of civic/public gathering space
- Access
- Vacant buildings in Downtown
- Signage
- Other?

Rank the results

What opportunities do you see as important?

- Location
- Availability of a large variety of transportation options
- Strong hospitality industry
- Strong business community
- Vacant land for development in close proximity to site
- Other?

Rank the results

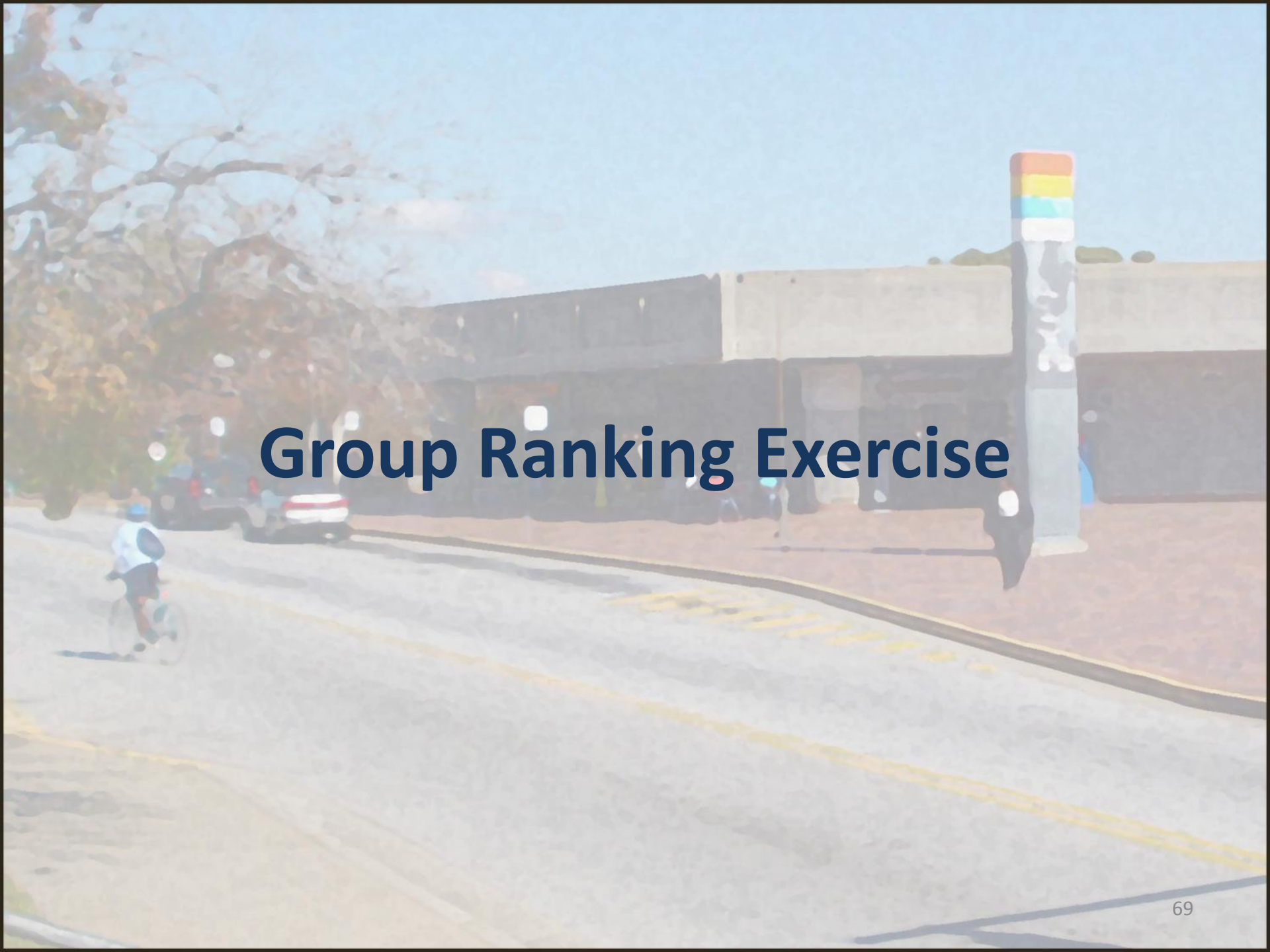
Things in the study area that should be preserved

- Historic Post Office Building
- Character of the downtown buildings
- Existing street grid
- Other?

Rank the results

What is the key to success for this project?

Rank the results



Group Ranking Exercise

Commercial

ATKINS

1

Commercial

ATKINS

2

Commercial

ATKINS

3

Commercial

ATKINS

4

Commercial

ATKINS

5

Commercial

ATKINS

6

Office

Office

ATKINS

8

Office

Office

ATKINS

10

Office

ATKINS

11

Office

ATKINS

12

Residential

ATKINS

Residential

ATKINS

Residential

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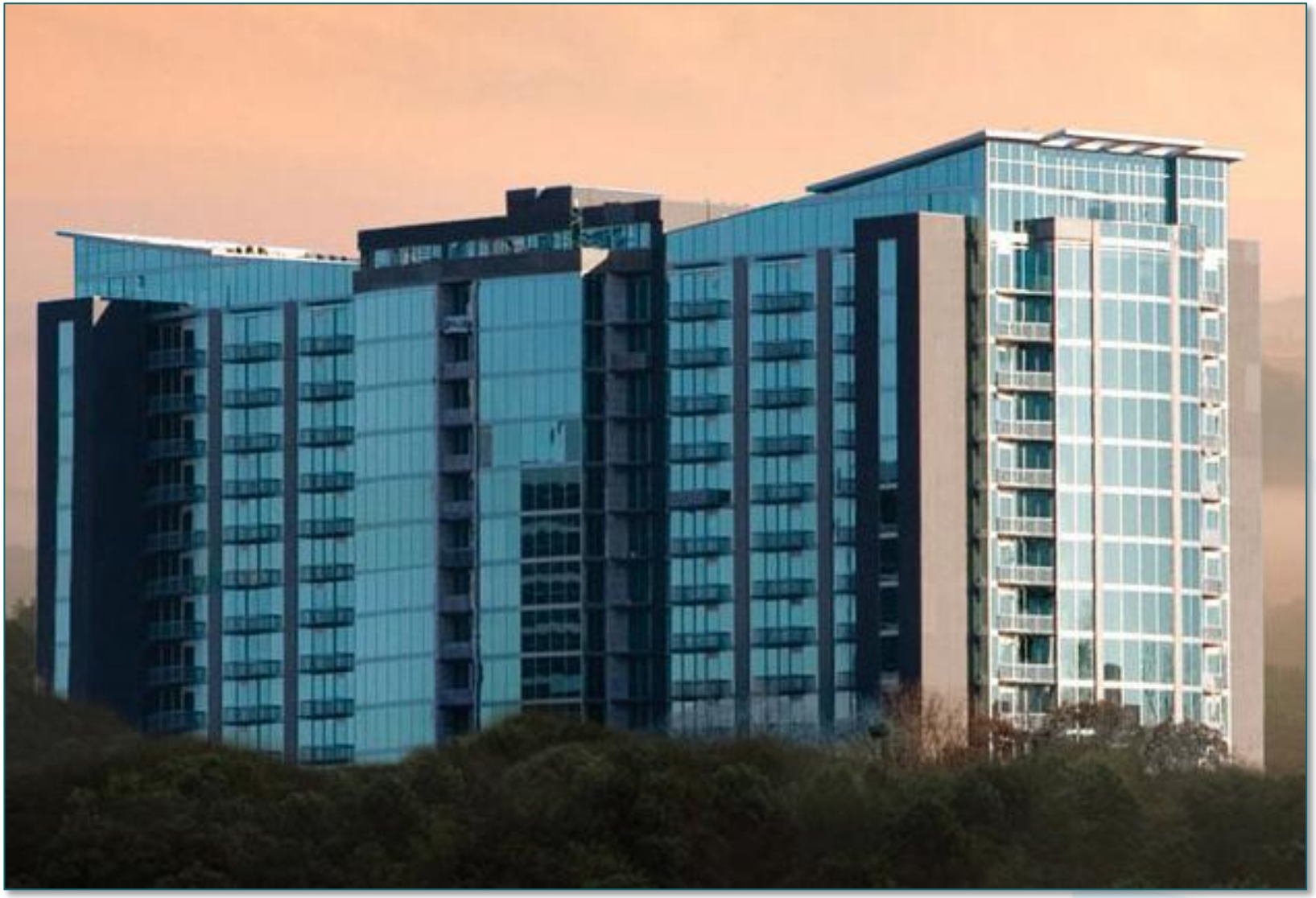
Residential



ATKINS

Transit Station

ATKINS

Transit Station

ATKINS

Transit Station

Parks/Open Space

ATKINS

Parks/Open Space

Parks/Open Space

ATKINS

Parks/Open Space

ATKINS

Parks/Open Space

ATKINS

Parks/Open Space

ATKINS

Signage

Signage

Signage

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Signage

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Signage

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Public Realm Features

Public Realm Features

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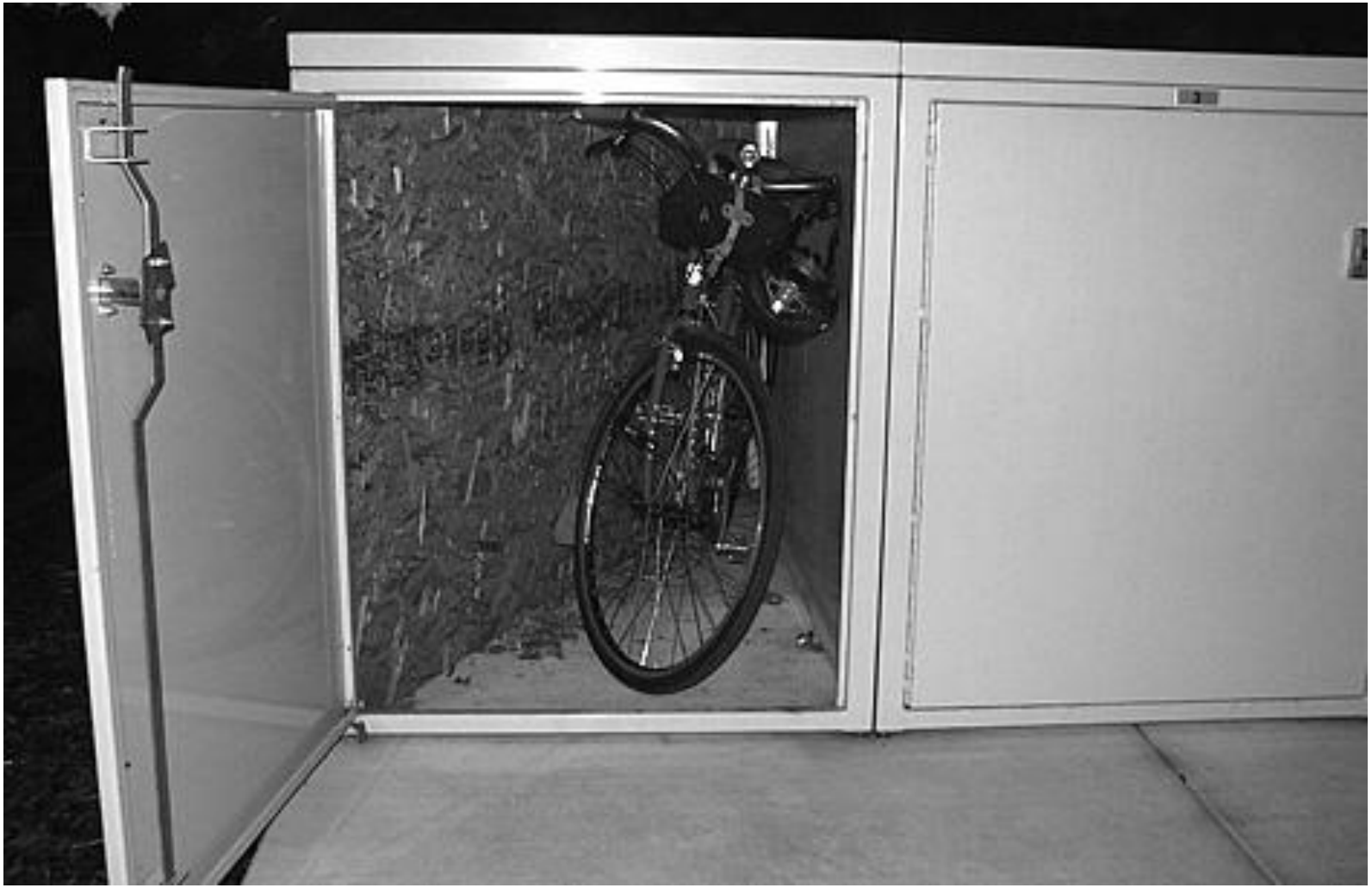
Public Realm Features

Public Realm Features

ATKINS

Public Realm Features



ATKINS

Public Realm Features

Public Realm Features

ATKINS

Streetscapes

ATKINS

Streetscapes

ATKINS

Streetscapes

ATKINS

Streetscapes

Streetscapes

Appendix B - Public Meeting Presentation #2

STEERING COMMITTEE MEETING # 2

TRANSIT ORIENTED DEVELOPMENT (TOD) PLAN AND MARKET FEASIBILITY STUDY

City of College Park

Fulton County, Georgia

ATKINS

Real Estate RESEARCH CONSULTANTS

December 15, 2011

Agenda

- The “CliffsNotes” Version of November 15th Meeting – 20 minutes
  - The Assignment
  - Existing Conditions
  - Results of Group Ranking Exercise
  - Charrette Instructions
- Small Group Charrette – 2 hours
- Group Design Presentations and Large Group Discussion - 40 minutes
- Next Steps

Goal for Tonight's Meeting

Formulate a unified vision for the College Park TOD project based on small group team designs

Project Schedule

ATKINS

phase ONE

INVENTORY AND ASSESSMENT
Completion by November 22

TASKS:
Establish Steering Committee

Review of Studies and Documents:
- MARTA TOD Guidelines
- LCI Study
- Comprehensive Plan 2005-2025
- Downtown Development Guidelines
- Parking Study
- ARC Transit Survey
- Zoning

Compile Inventory and Assessment:
- Land Use Analysis
- Transportation & Circulation Analysis
- Evaluate Infill opportunities
- Opportunities and Constraints
- Analysis of Airport Restrictions

Conduct Steering Committee Kick-Off Meeting

Complete Inventory and Assessment

phase TWO

CONCEPTUAL MASTER PLAN
Completion by February 24

TASKS:
Conduct Stakeholder Group Charrette Dec 15

Prepare Concept and Alternatives:
- Land Use and Development
- Transportation and Parking
- Open Space and Pedestrian Circulation
- Infrastructure and Capital Improvements
- Conduct a market study and feasibility analysis
- Analysis of incentives and financing mechanisms

Compile Conceptual Master Plan

Draft Presentation of Conceptual Master Plan to Stakeholder Group Feb 16

phase THREE

IMPLEMENTATION PLAN
Completion by April 30, 2012

TASKS:
Conduct Steering Committee Meeting Feb 28

Prepare Implementation Plan:
- Final Master Plan preparation
- Infrastructure & Capital Funding
- Detailed Action Plan
- Draft Code Language
- Final Report Preparation

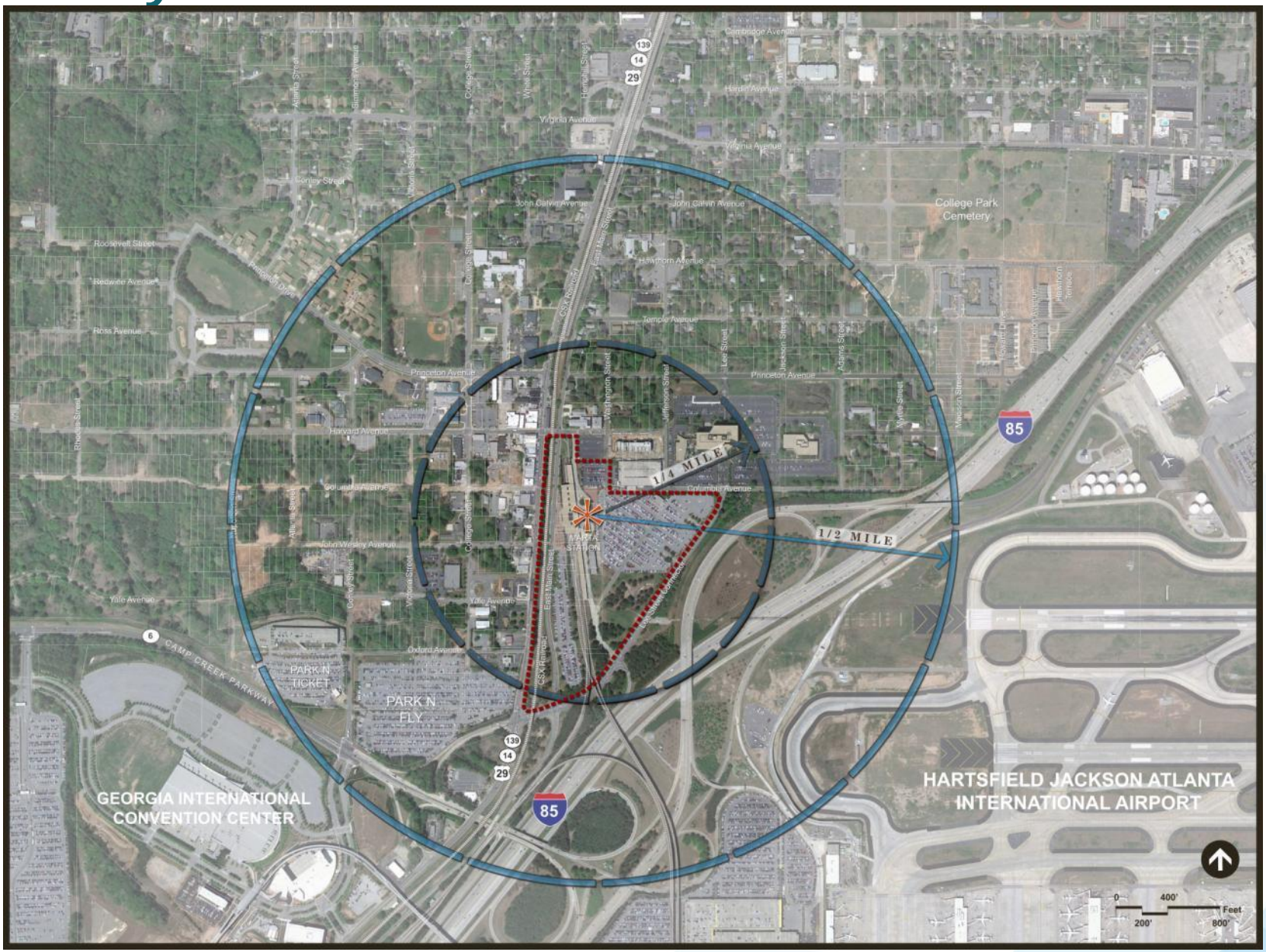
Present Draft Plan to Steering Committee

Final Revisions

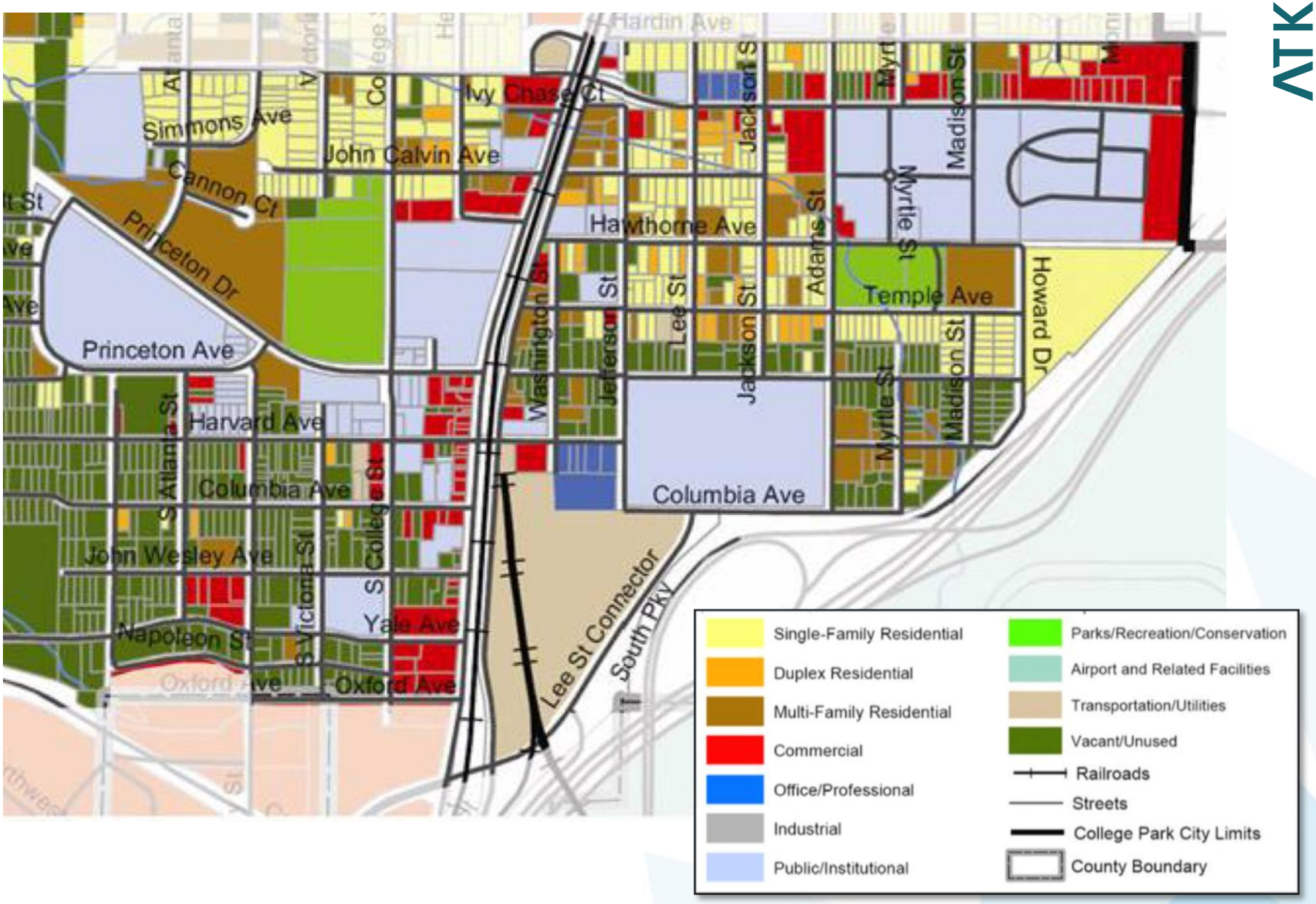
Final Presentation

Existing Condition

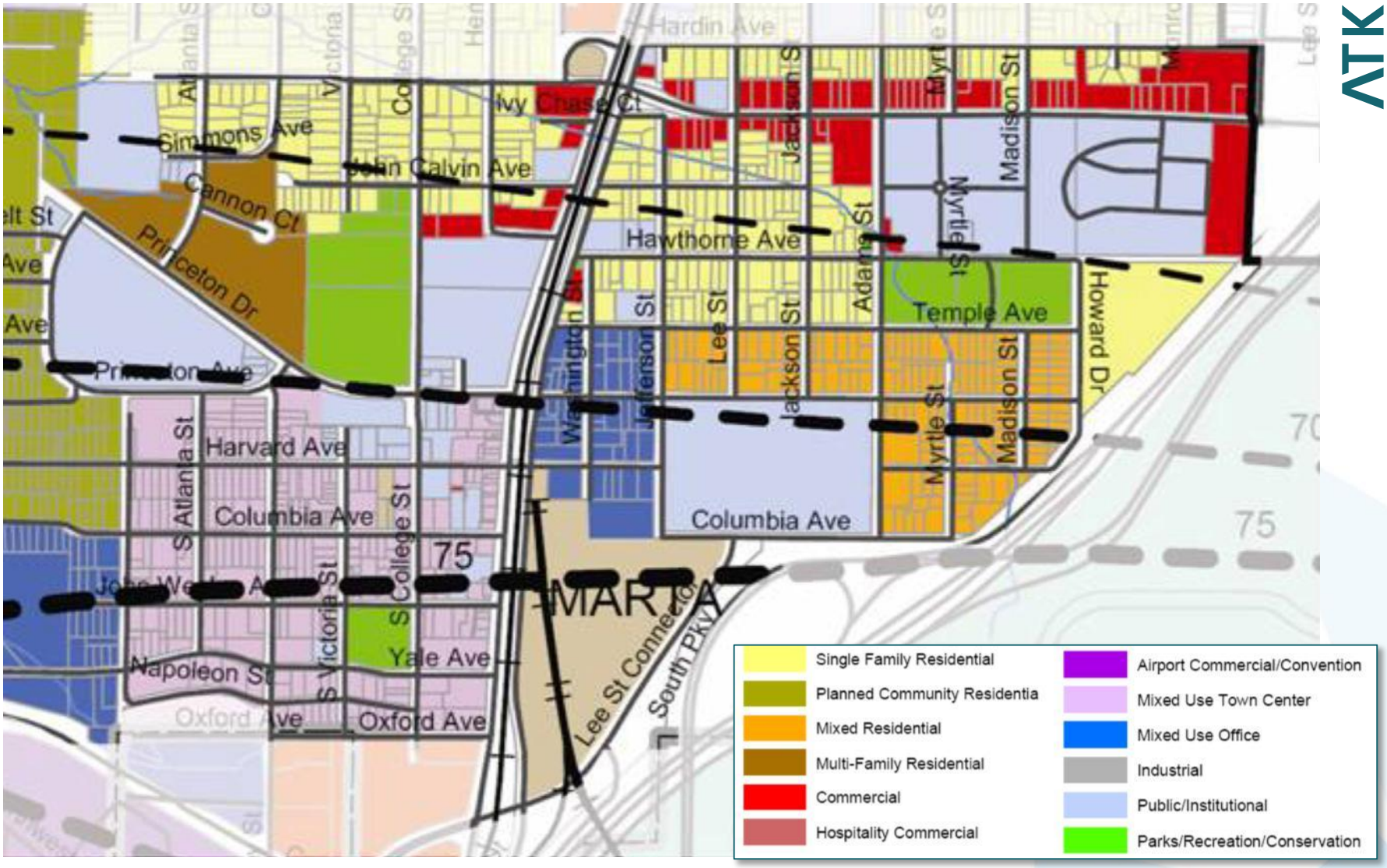
Study Area


1/4 MILE
1/2 MILE
MARTA STATION
College Park Cemetery
PARK N TICKET
PARK N FLY
GEORGIA INTERNATIONAL CONVENTION CENTER
HARTSFIELD JACKSON ATLANTA INTERNATIONAL AIRPORT
CAMP CREEK PARKWAY
Princeton Avenue
Harvard Avenue
Columbia Avenue
Orchard Avenue
Yale Avenue
Oxford Avenue
Virginia Avenue
Hawthorn Avenue
Temple Avenue
John Calvin Avenue
Roosevelt Street
Redwine Avenue
Ross Avenue
Center Street
Cambridge Avenue
Harden Avenue
Washington Street
Jefferson Street
Lee Street
Jackson Street
Adams Street
Wylie Street
Newton Street
Hawthorn Terrace
Rhodes Street
Atlanta Street
Glenmore Avenue
College Street
White Street
Hemphill Street
East Main Street
CSX Railroad
John Wesley Avenue
Victoria Street
Conley Street
Princeton Drive
85
139
14
29
6
0
200'
400'
800'
Feet

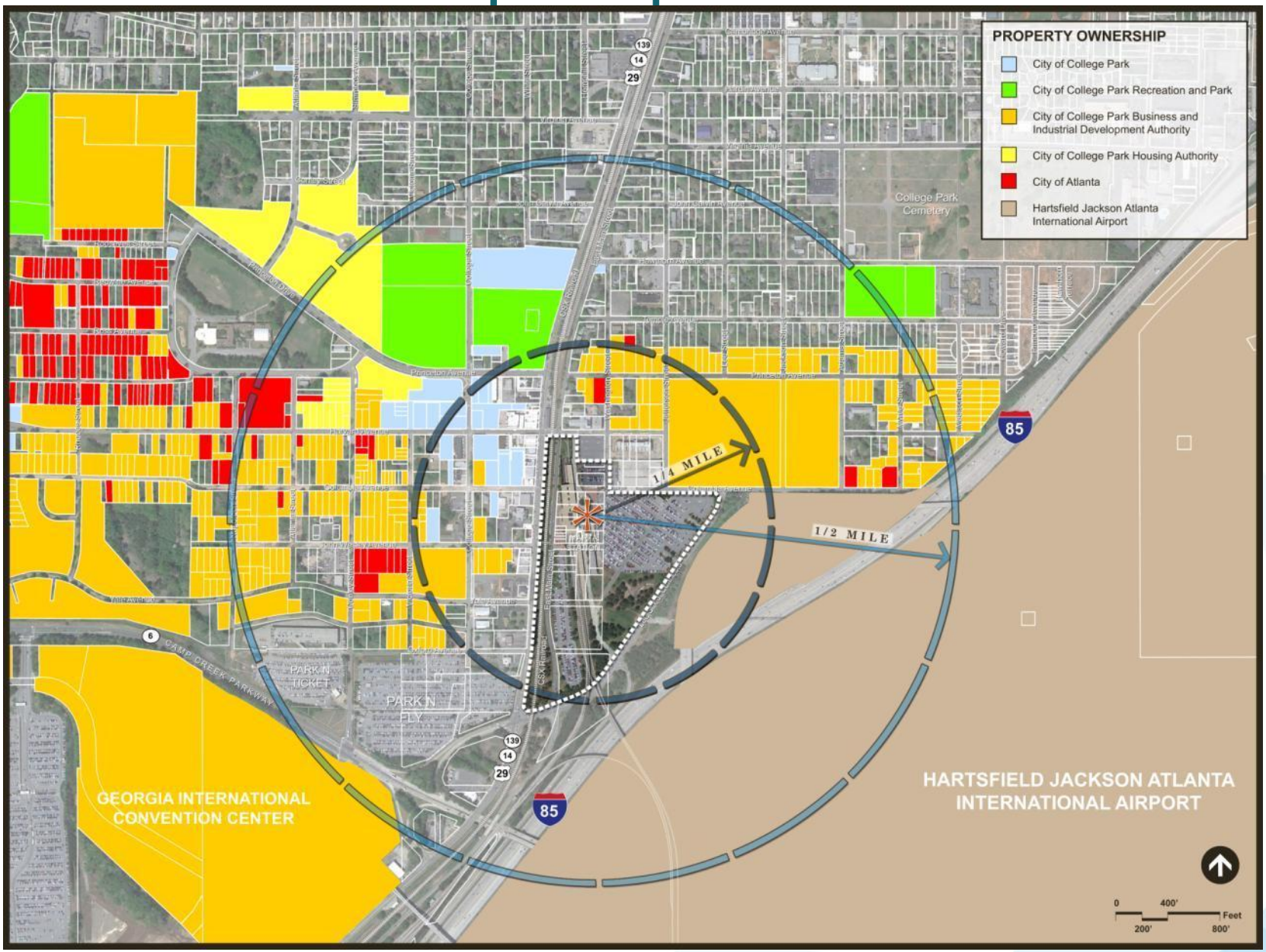
Existing Land Use



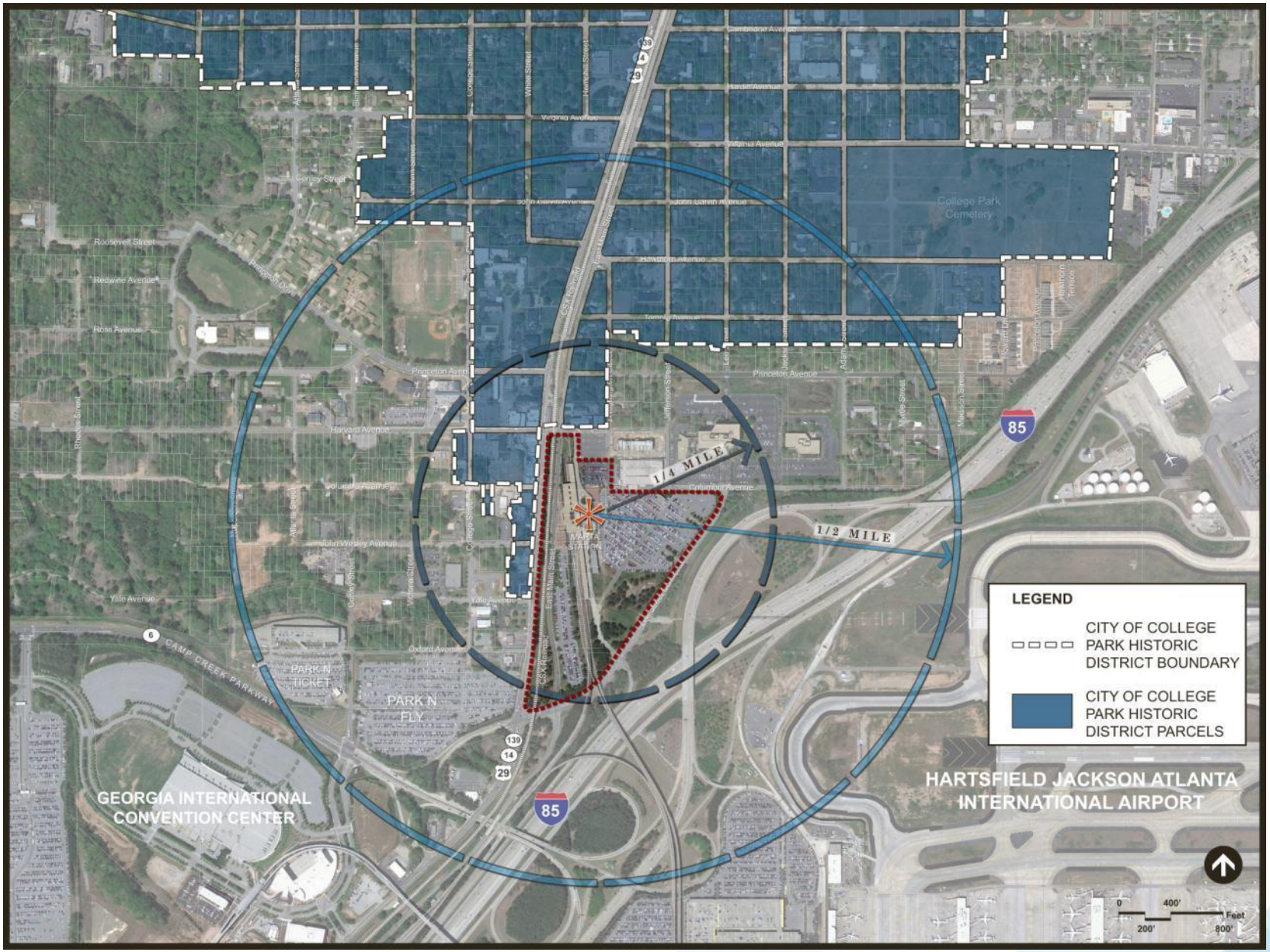
Future Land Use



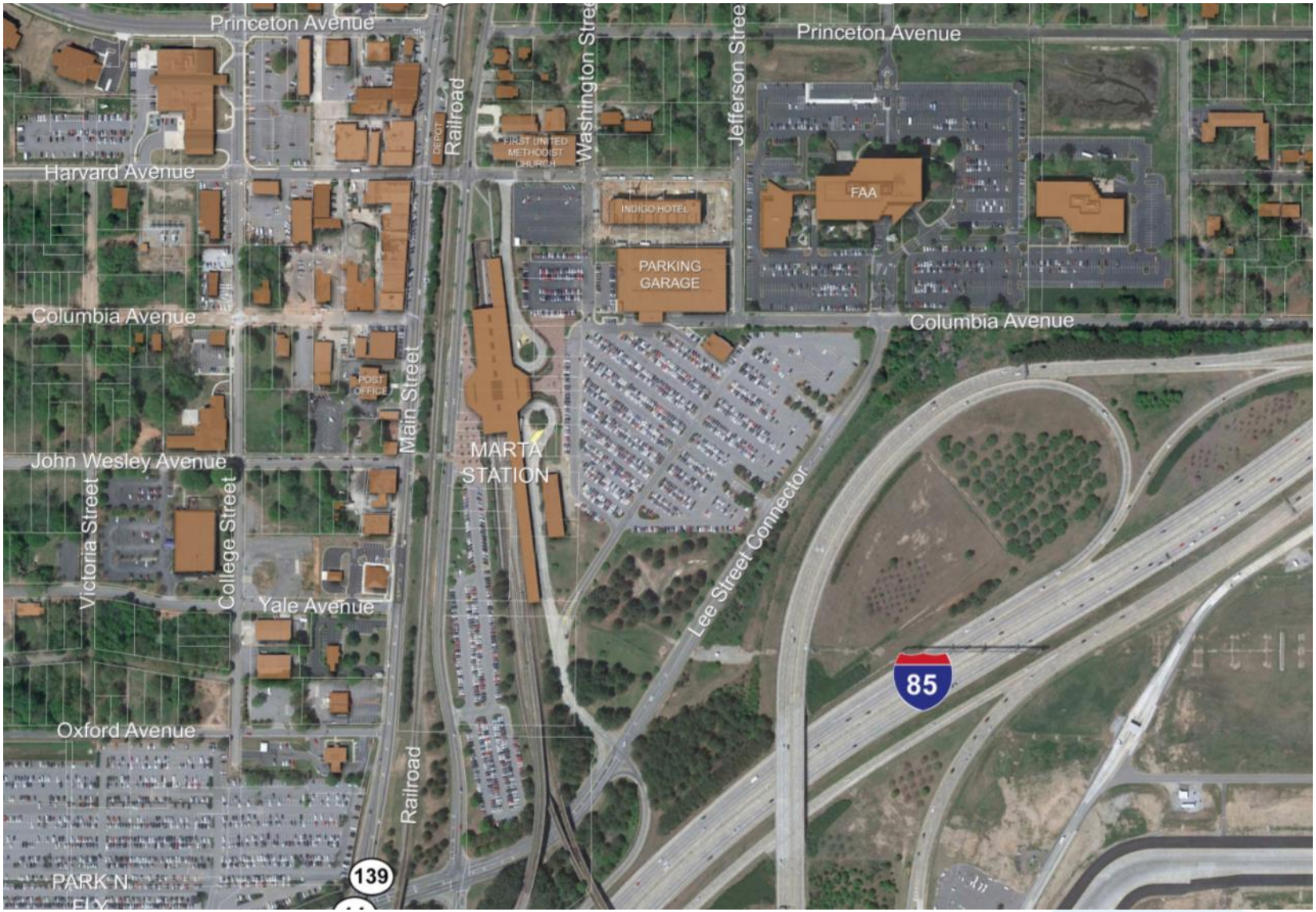
Land Ownership Map



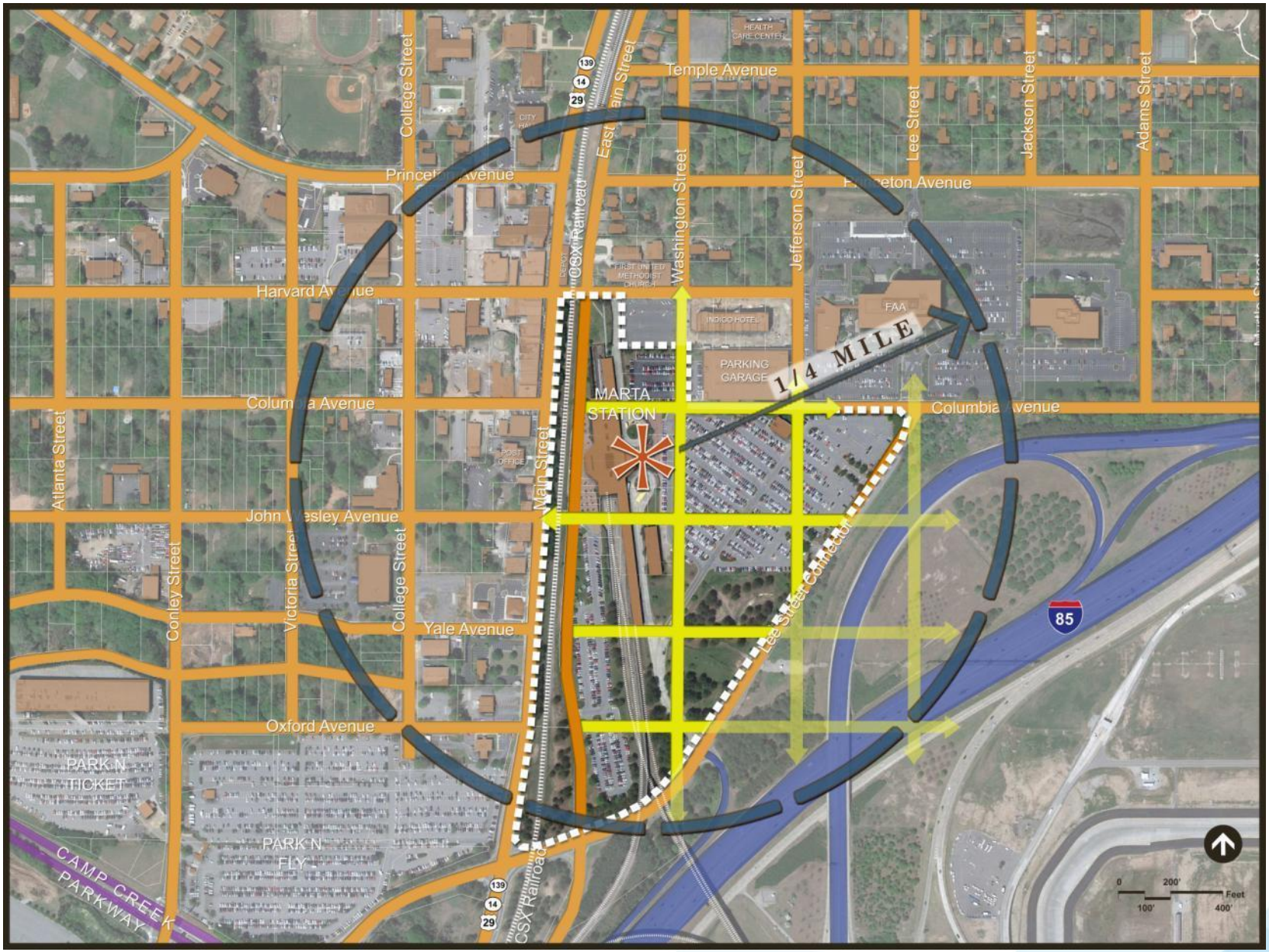
Historic District



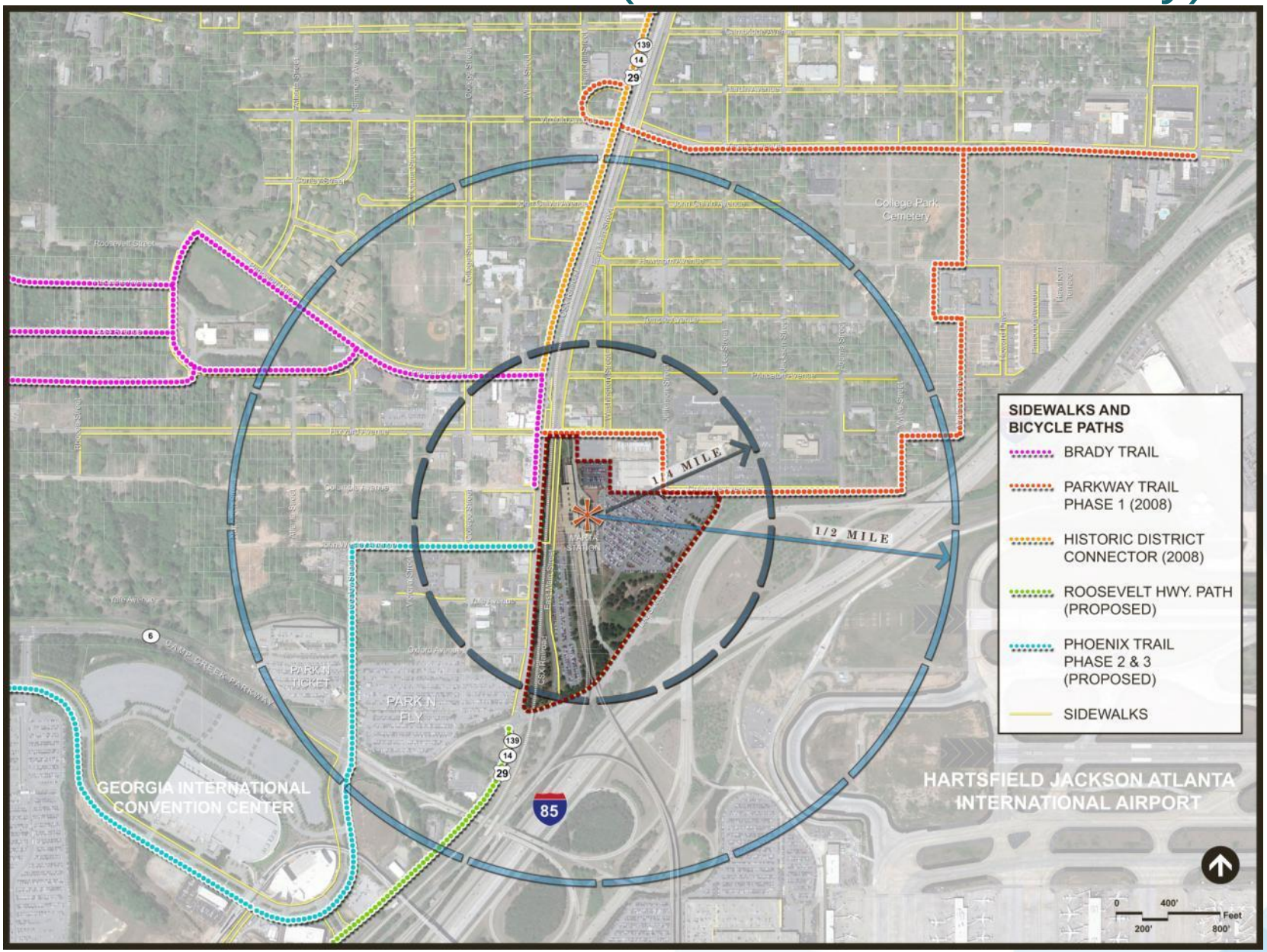
MARTA Site


Princeton Avenue
Princeton Avenue
Harvard Avenue
Columbia Avenue
Columbia Avenue
John Wesley Avenue
Yale Avenue
Oxford Avenue
Railroad
Railroad
Washington Stree
Jefferson Stree
Main Street
Victoria Street
College Street
Lee Street Connector
DEPOT
FIRST UNITED METHODIST CHURCH
INDIGO HOTEL
PARKING GARAGE
FAA
POST OFFICE
MARTA STATION
85
139
PARK N

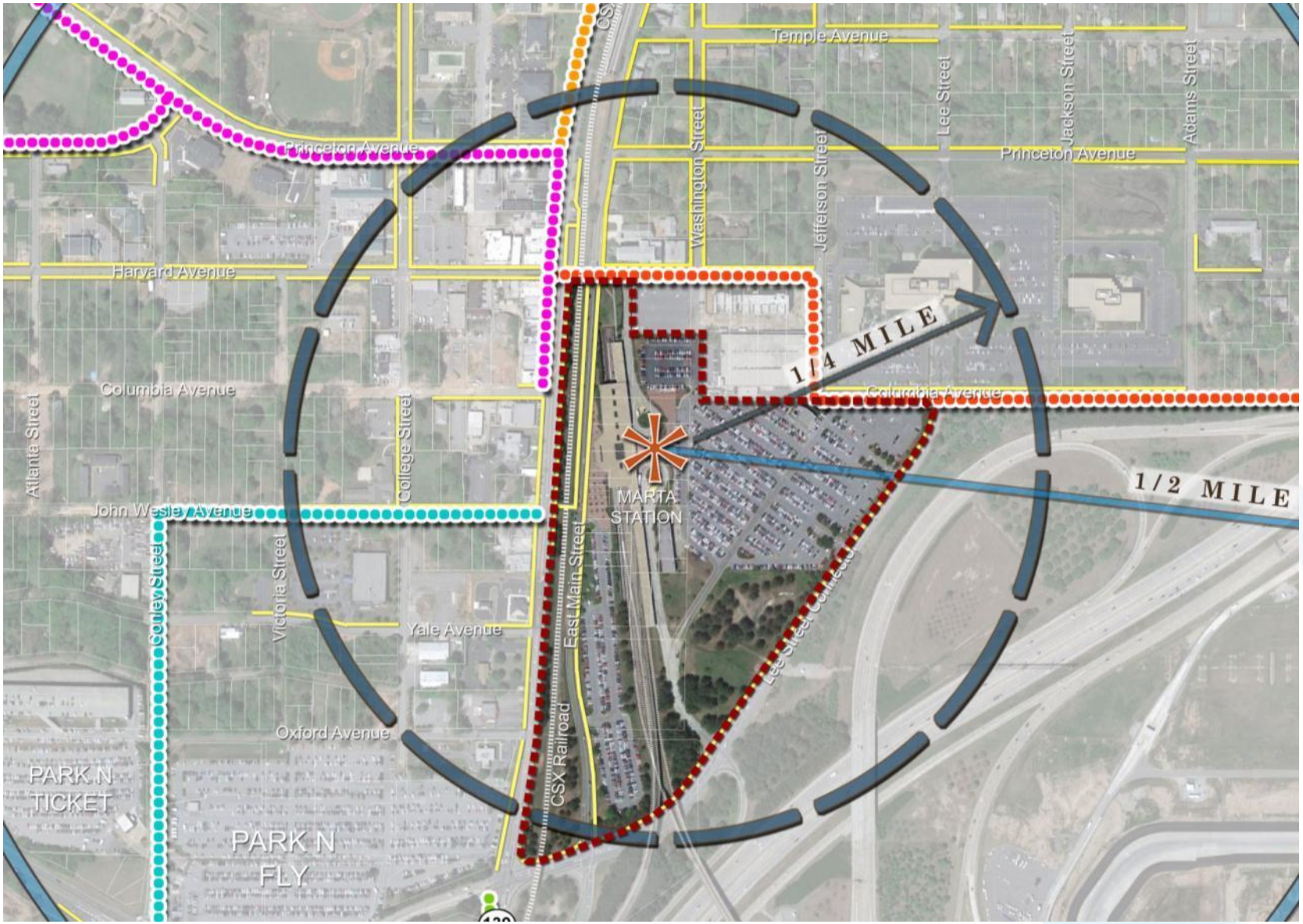
Street Grid


College Street
Temple Avenue
Princeton Avenue
Harvard Avenue
Columbia Avenue
John Wesley Avenue
Yale Avenue
Oxford Avenue
Atlanta Street
Conley Street
Victoria Street
Main Street
East Main Street
CSX Railroad
Washington Street
Jefferson Street
Lee Street
Jackson Street
Adams Street
Lee Street Connector
MARTA STATION
PARKING GARAGE
FAA
INDIGO HOTEL
FIRST UNITED METHODIST CHURCH
HEALTH CARE CENTER
POST OFFICE
PARK N TICKET
PARK N FLY
CAMP CREEK PARKWAY
1/4 MILE
85
139
14
29
0
100'
200'
400'
Feet

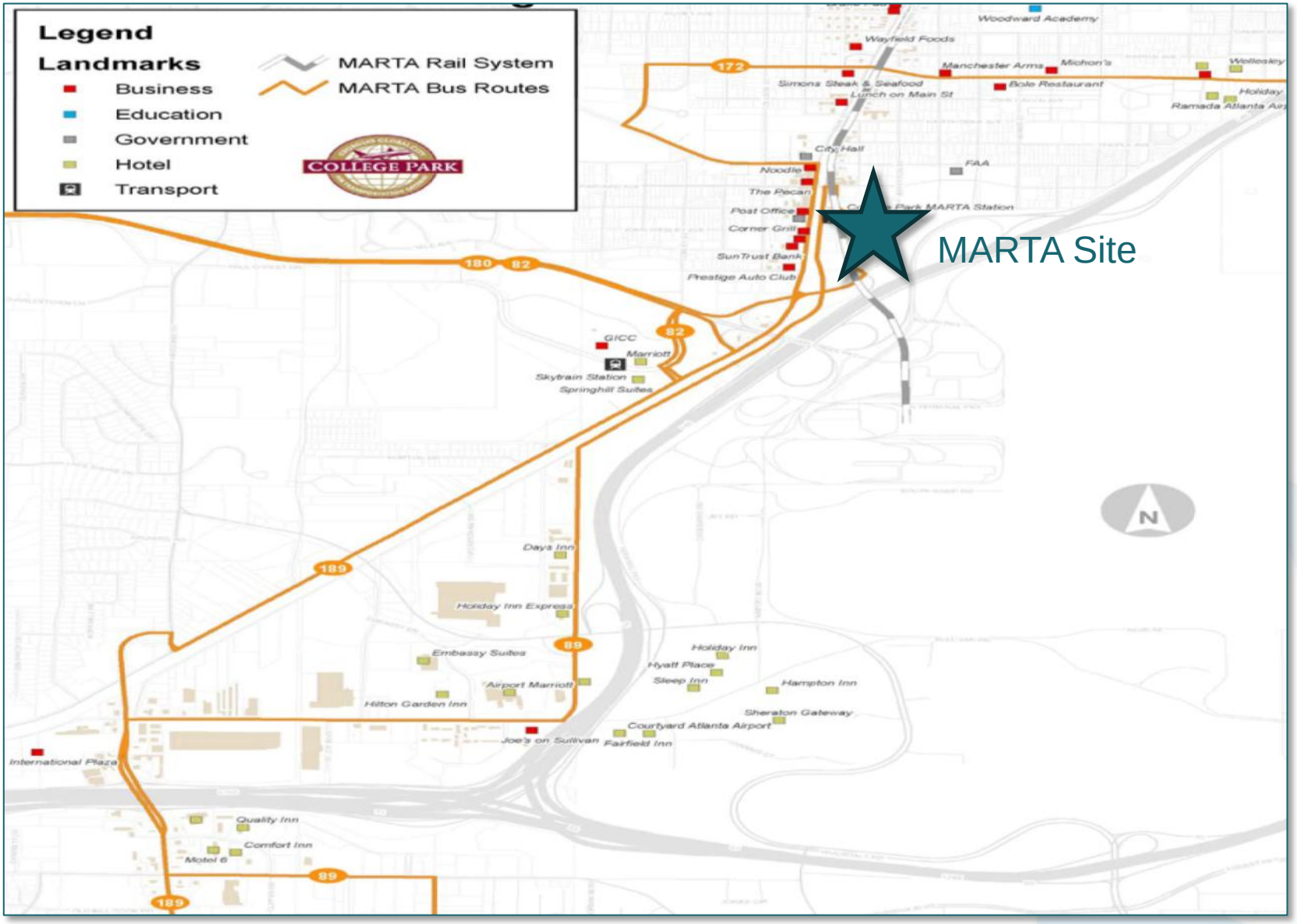
Pedestrian Access (Last Mile Connectivity)



Pedestrian Access



MARTA Bus Service



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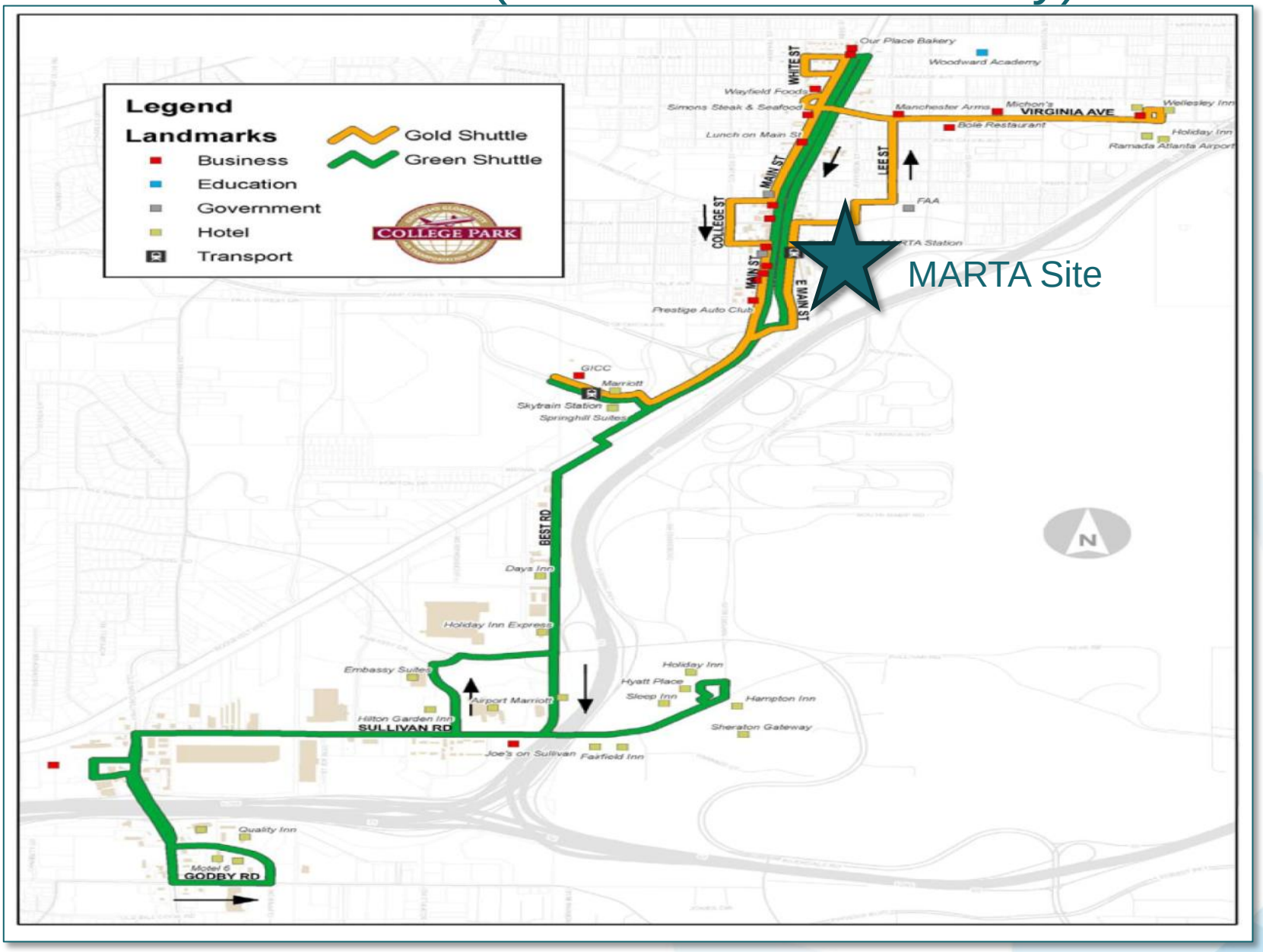
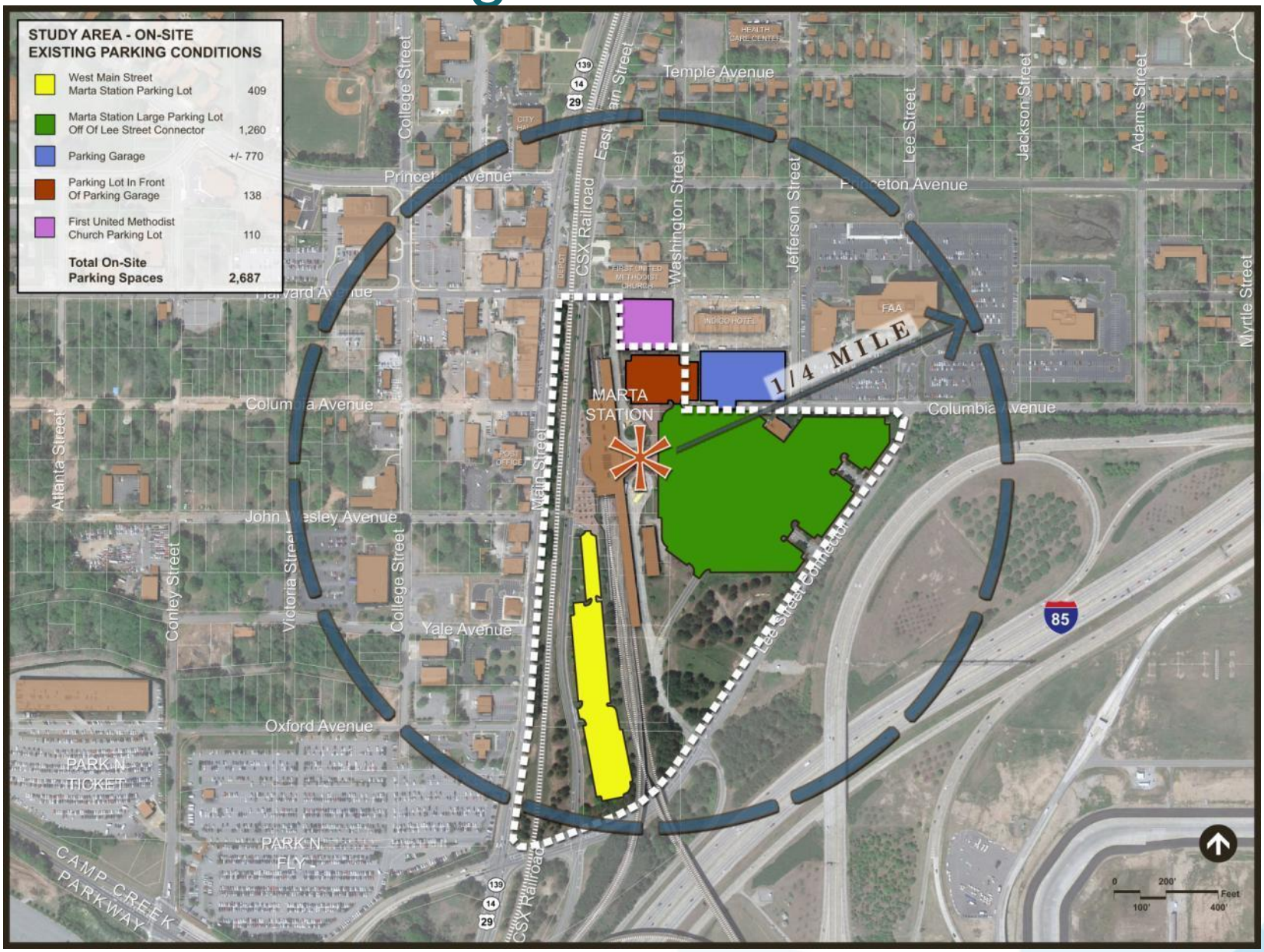
SkyTrain Station

GoBus Routes (Last Mile Connectivity)

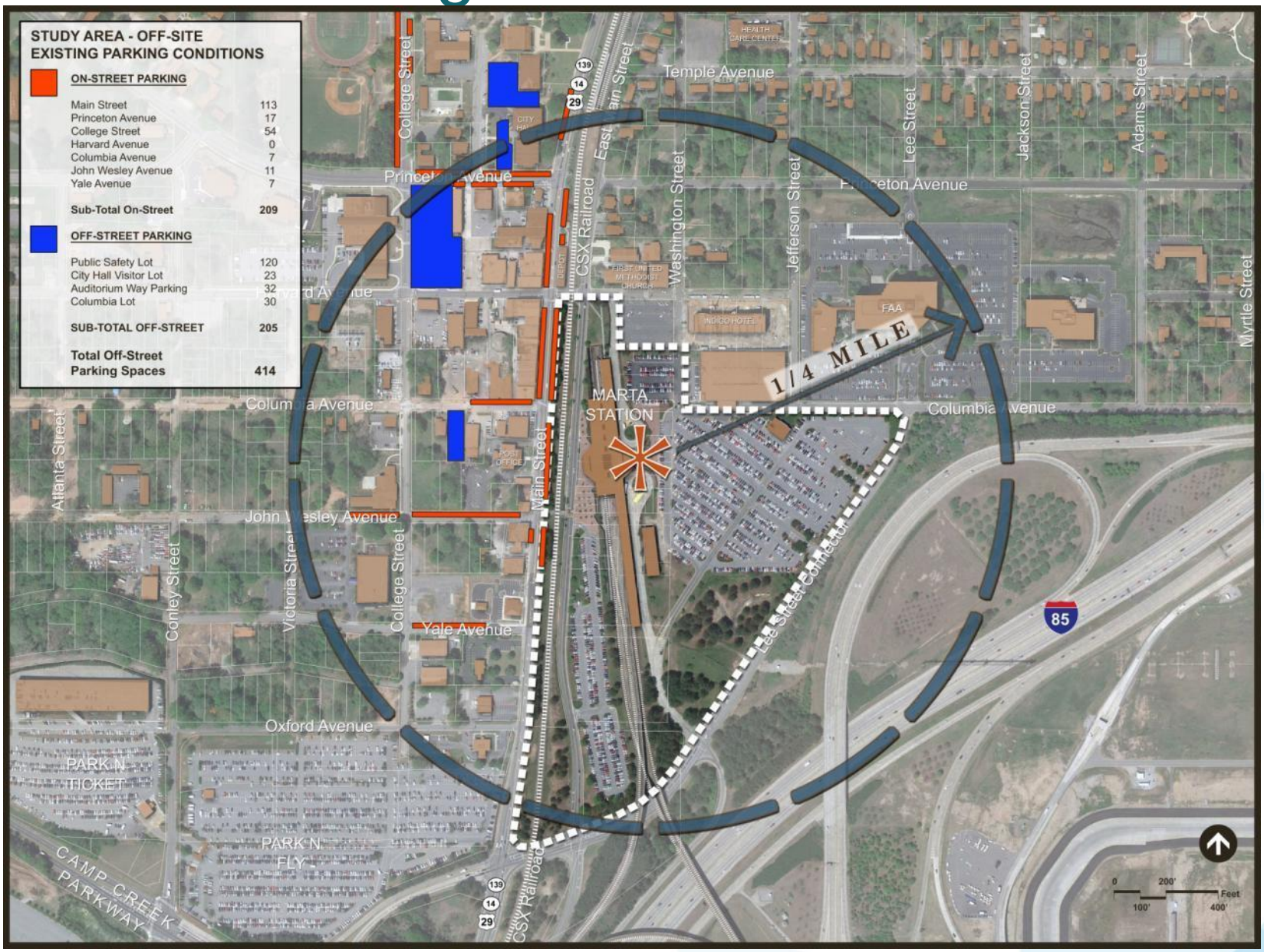


On Site Parking



ATKINS

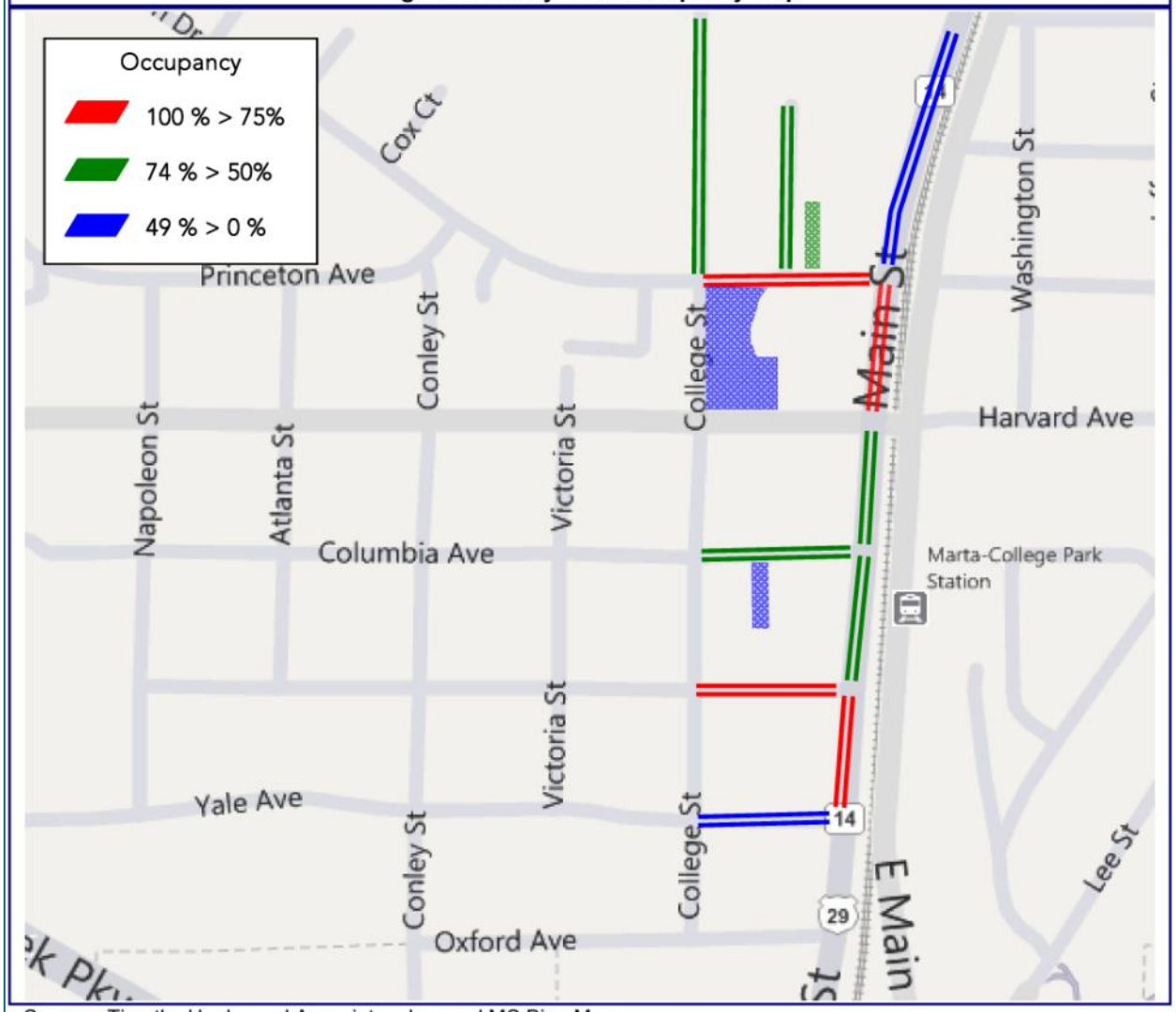
Onsite Parking



Offsite Parking

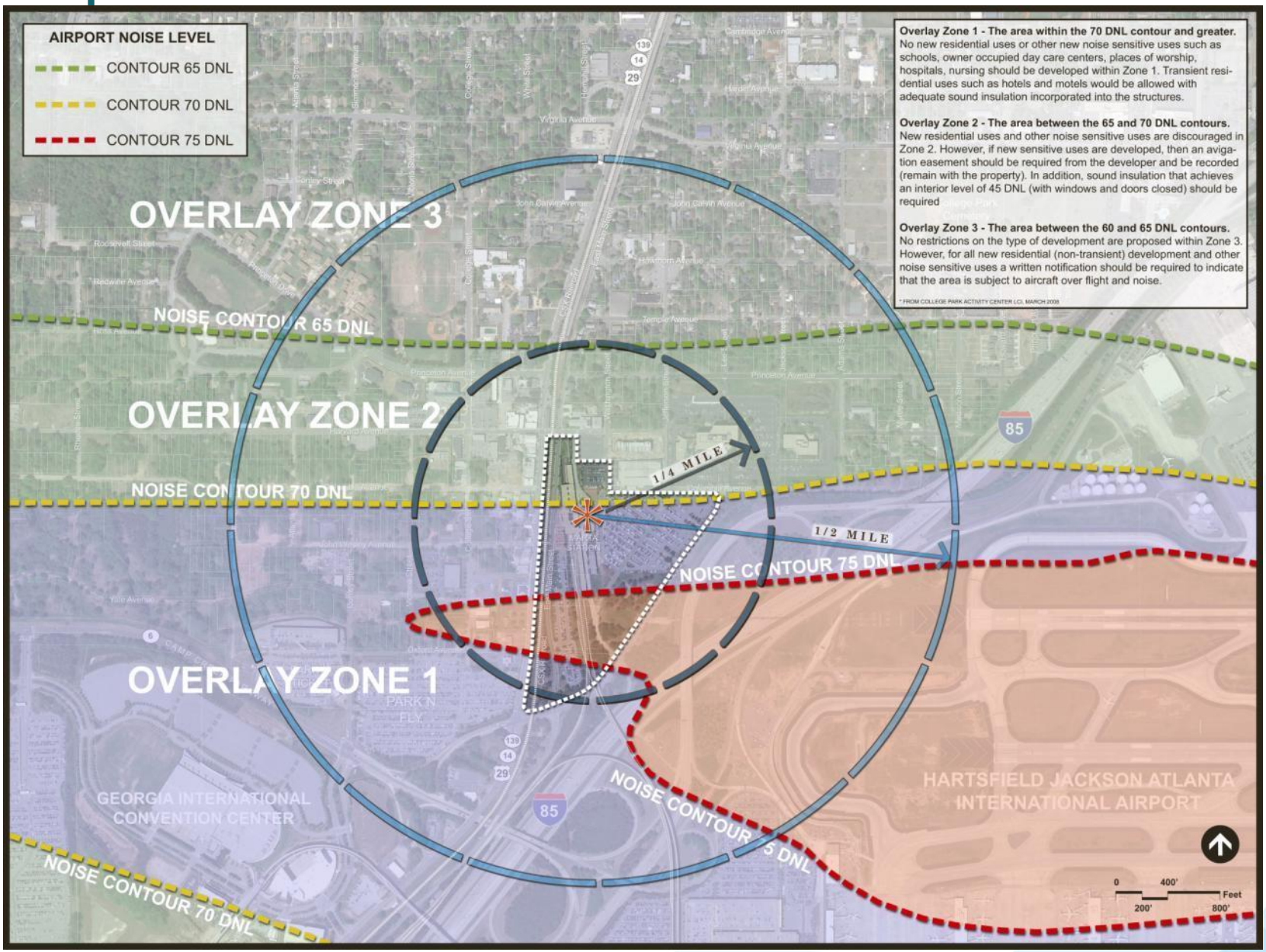
Study Completed January 2011

Figure 1: Study Area Occupancy Map



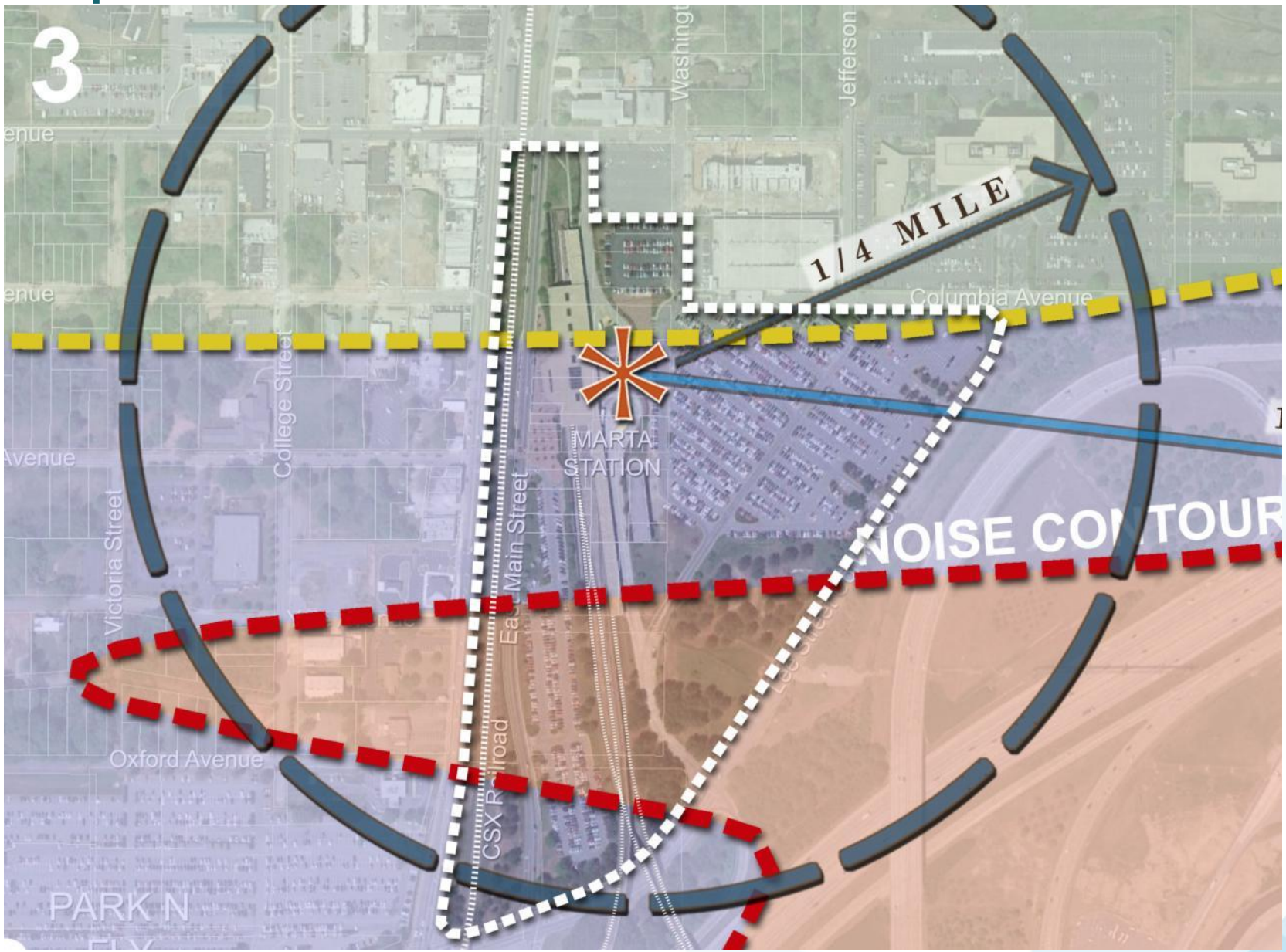
Source: Timothy Haahs and Associates, Inc. and MS Bing Maps

Airport Restrictions Sound Contours - 2012



ATKINS

Airport Restrictions Sound Contours - 2012



Airport Restrictions Object Free Area

OBJECT FREE AREA

- Ground area 400 ft to either side of runway center line for a distance of 2700 feet
- Area to be clear of all objects except for those needed for air navigation.

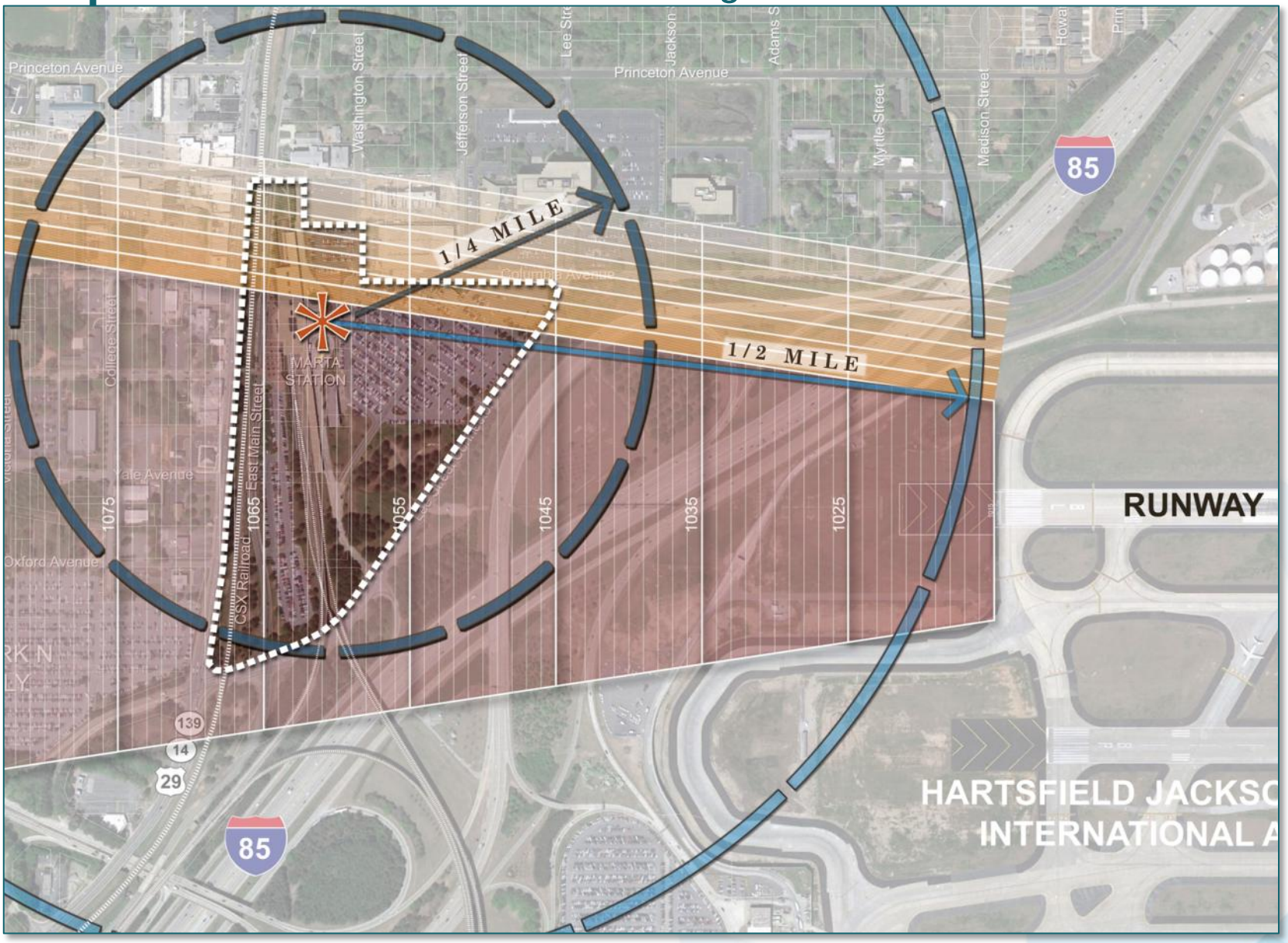
Airport Restrictions

Runway Protection Zone

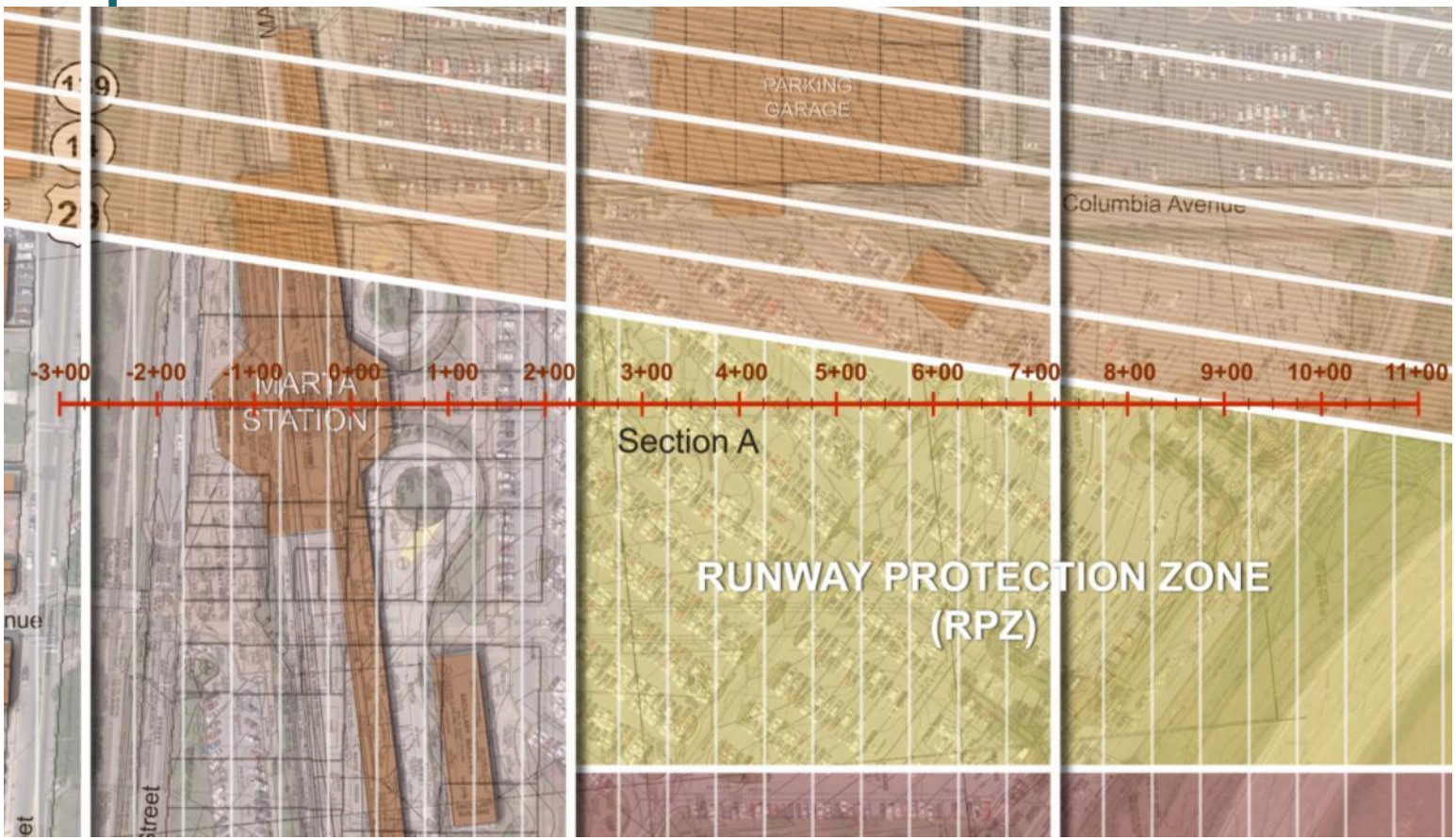
RUNWAY PROTECTION ZONE

- Parking facilities permitted but discouraged
- Residences and places of public assembly prohibited including: churches, schools, hospitals, office buildings, shopping centers, and other similar uses.

Airport Restrictions Height Restriction

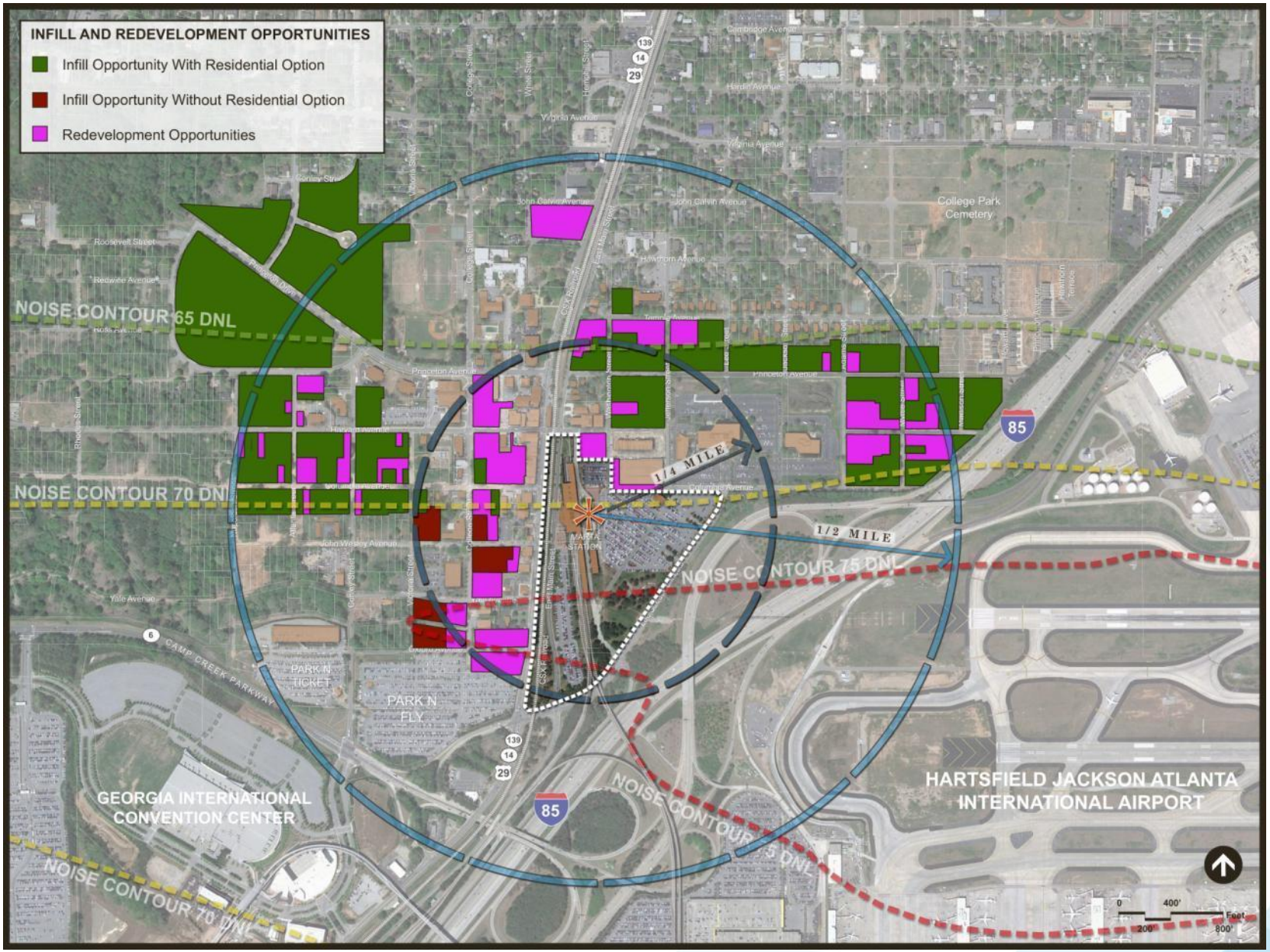


Airport Restrictions Section

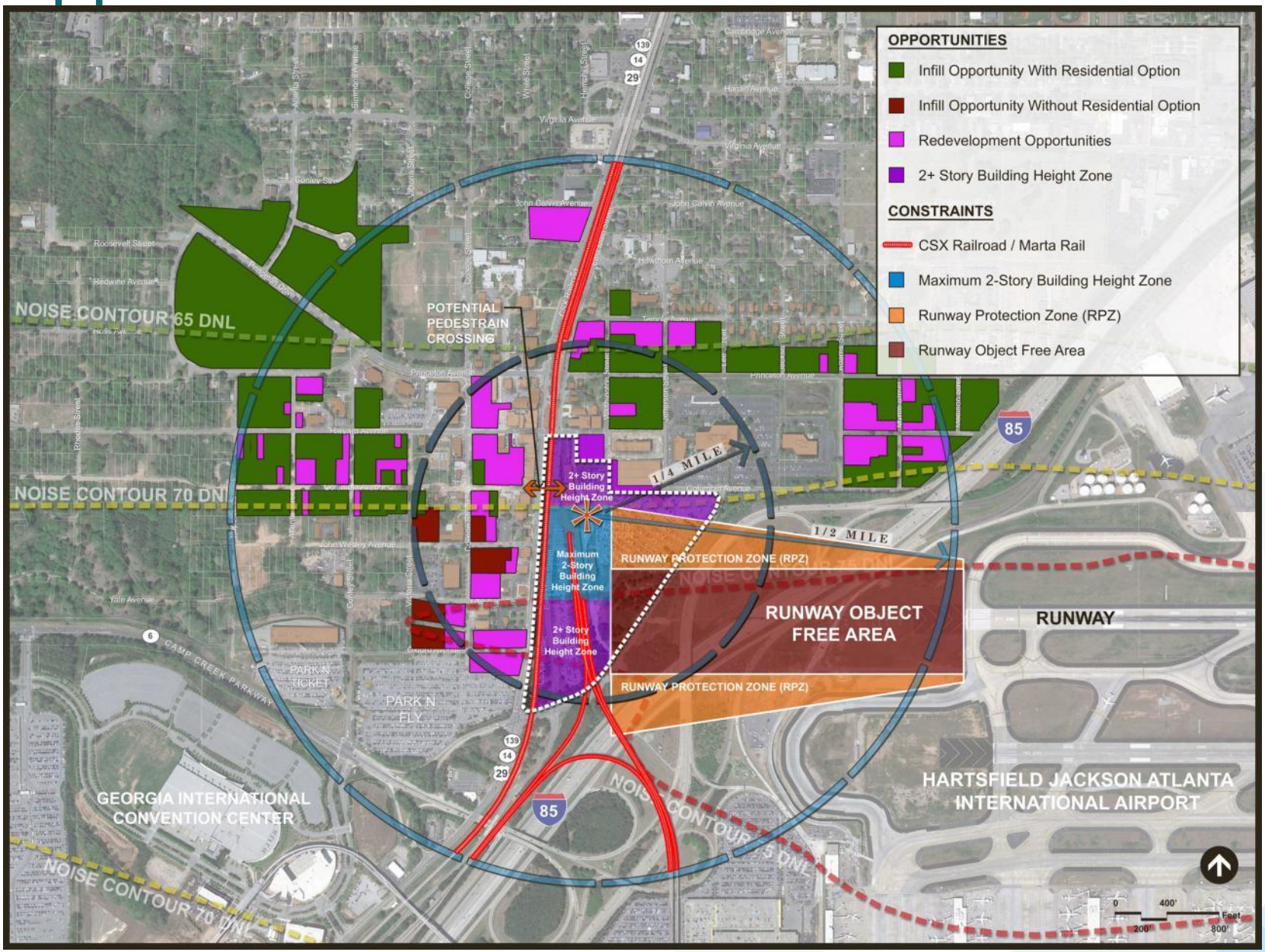


SECTION A

Offsite Infill /Redevelopment Opportunities

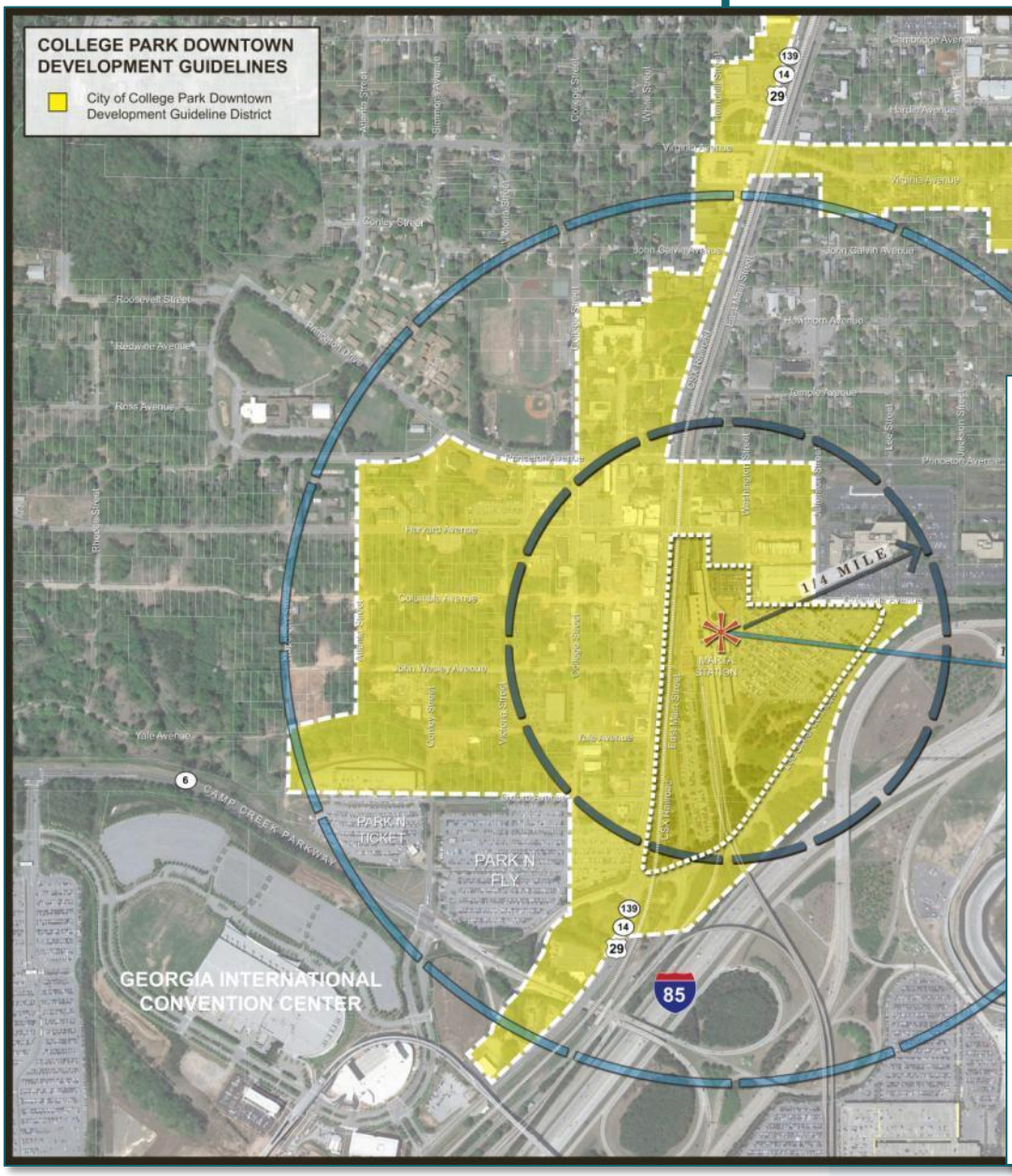


Opportunities and Constraints



Opportunities and Constraints

Downtown Development Guidelines



Guideline serve as a standard for all new development and redevelopment within the downtown. They provide a uniform landscape and urban design theme in the district.

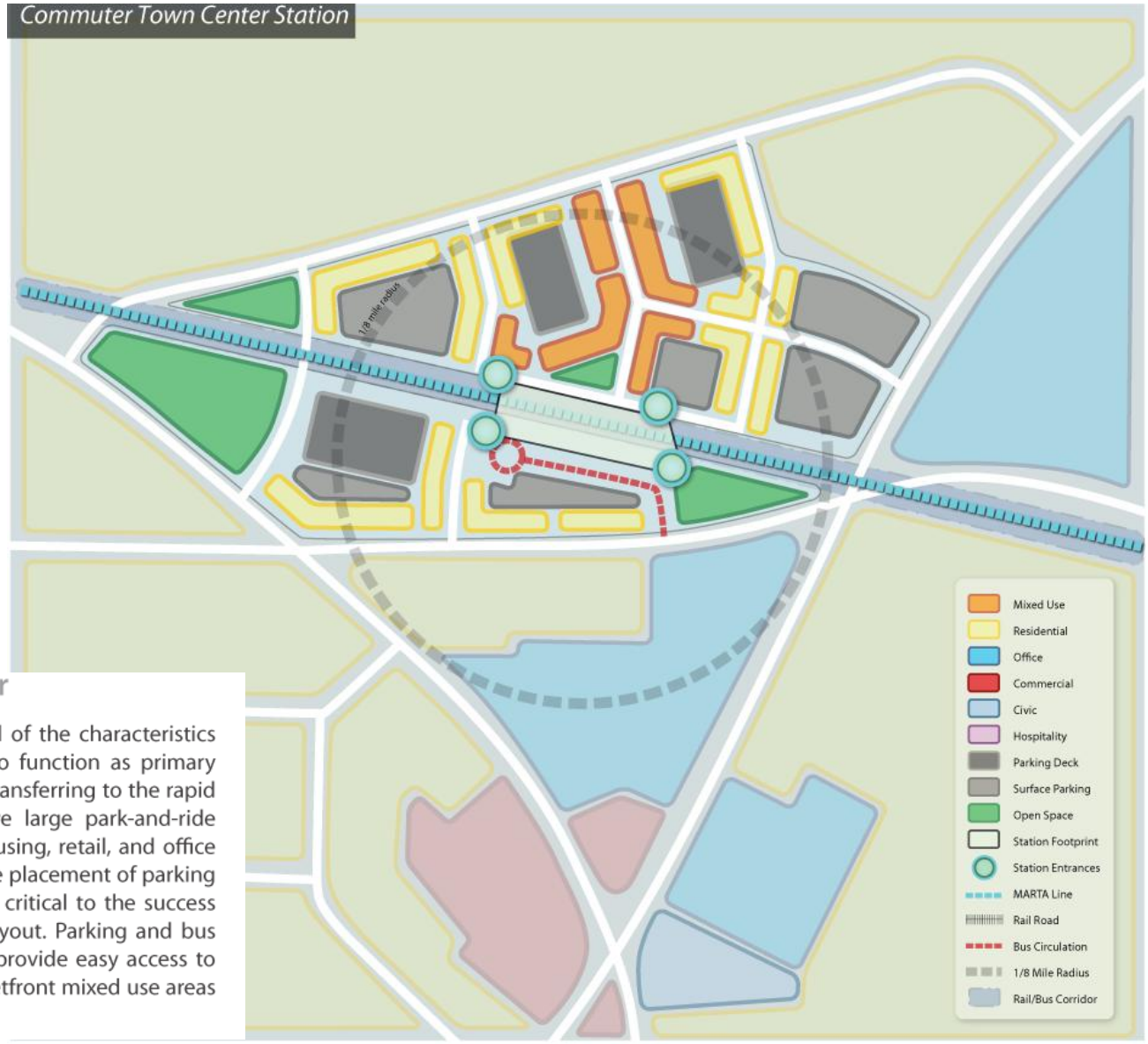
Guidelines Address

- Parking Standards
- Building Height, Width, Mass, and Scale
- Building Facades
- Roofs
- Setbacks
- Entry Areas
- Widows, Doors and Awnings
- Signage
- Materials
- Landscaping
- Lighting
- Public Art

MARTA Guidelines

- Established in 2010
- Built around four core principles:
  1. ***Station-area development that is compact and dense relative to its surroundings.*** *TOD seeks greater density so that more people can live, work, shop, or go to school within walking distance of the station.*
  2. ***A rich mix of land uses.*** *TOD is often referred to as "place-making" or the creation of "transit villages", livable places where the clustering of uses allows people to live, work, shop, obtain services, go to school, use the library, have fun.*
  3. ***A great public realm.*** *TOD is pedestrian-oriented development, especially within the quarter-mile radius that most people will walk as part of a daily commute. A grid of small, navigable blocks with sidewalks throughout, attractive amenities, lighting, and signage. The streets, sidewalks, plazas, and stations are safe, active, and accessible.*
  4. ***A new approach to parking.*** *Parking should be shared as much as possible reducing the actual number of spaces provided. Parking that is required is designed so it does not to dominate the visual or pedestrian environment.*

MARTA Guidelines - Commuter Town Center

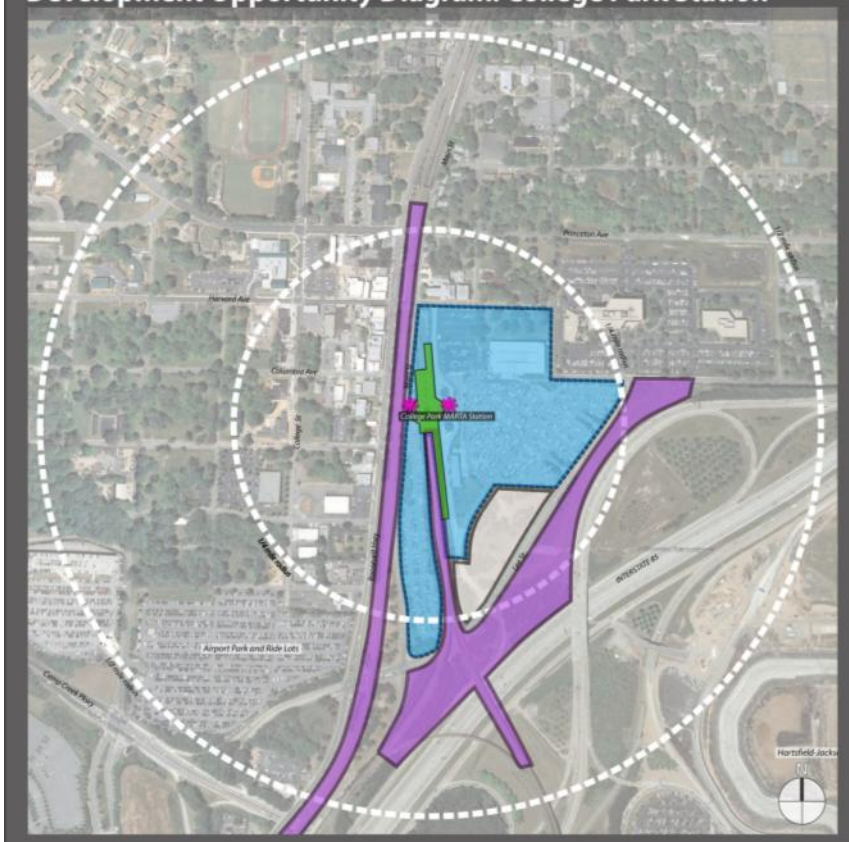


Commuter Town Center

Commuter town centers have all of the characteristics of town center stations, but also function as primary "capture points" for commuters transferring to the rapid transit system. These areas have large park-and-ride decks combined with on-site housing, retail, and office activity and common spaces. The placement of parking and connecting transit modes is critical to the success of the commuter town center layout. Parking and bus routes should be configured to provide easy access to the rail but avoid disrupting streetfront mixed use areas and central gathering spaces.

MARTA Site Diagrams

Development Opportunity Diagram: College Park Station



College Park Station:

The abundance of surface parking at the College Park station is due, in part, to its proximity to the airport. Much of the parking currently serves as a large park-and-ride lot. However, it holds potential for new development, which could still continue to accommodate commuter parking. The main barriers to development/growth are the rail lines which bisect the station and Main St., as well as the presence of the interstate and Hartsfield Jackson International Airport.

- Development Potential
- Barriers
- Constraints
- Entrances
- MARTA Site Boundary
- Station Footprint

Connectivity and Blocks Diagram: College Park Station

The diagram above illustrates existing, and potential, street connectivity and block sizes. A well defined street grid already exists on the western side of the station in downtown College Park. This pattern could extend across the tracks as certain points to connect to new development where the current surface parking lot sits. Currently the only crossings are at Lee St. and Harvard Ave.

- Development Potential
- Proposed Roads
  - Secondary
  - Tertiary
- Existing Roads
  - Primary
  - Secondary
  - Tertiary
- Interstate
- Entrances
- MARTA Site Boundary
- Station Footprint
- MARTA Line
- Rail Line

Commuter Town Center

Characteristics

- Has characteristics of a town center
- Mixed-use node
- Is a capture point for commuters
- Has large capacity park-and-ride (1000+ spaces)
- Designed to accommodate large volumes of local and regional bus passengers
- Must be planned to accommodate large volumes of rush hour commuters traveling in opposite directions:
  - Commuters bound for urban core
  - Reverse commuters traveling to work in commuter town center
- Density 25-75 residential units per acre 4-15 story buildings

Commuter Town Center

Two Main Keys to Success

- The park-and-ride facility must be designed and managed so as to minimize its impact on how the town center functions. Signage directing drivers to the transit garage and notifying them when it is filled is critical.

- The pedestrian network must guide commuters from their cars or buses to the station, without putting the park-and-ride garage or the bus transfer point in locations that compromise the visual and pedestrian quality of the town center.

Examples

Lindbergh City Center - Atlanta GA

Examples

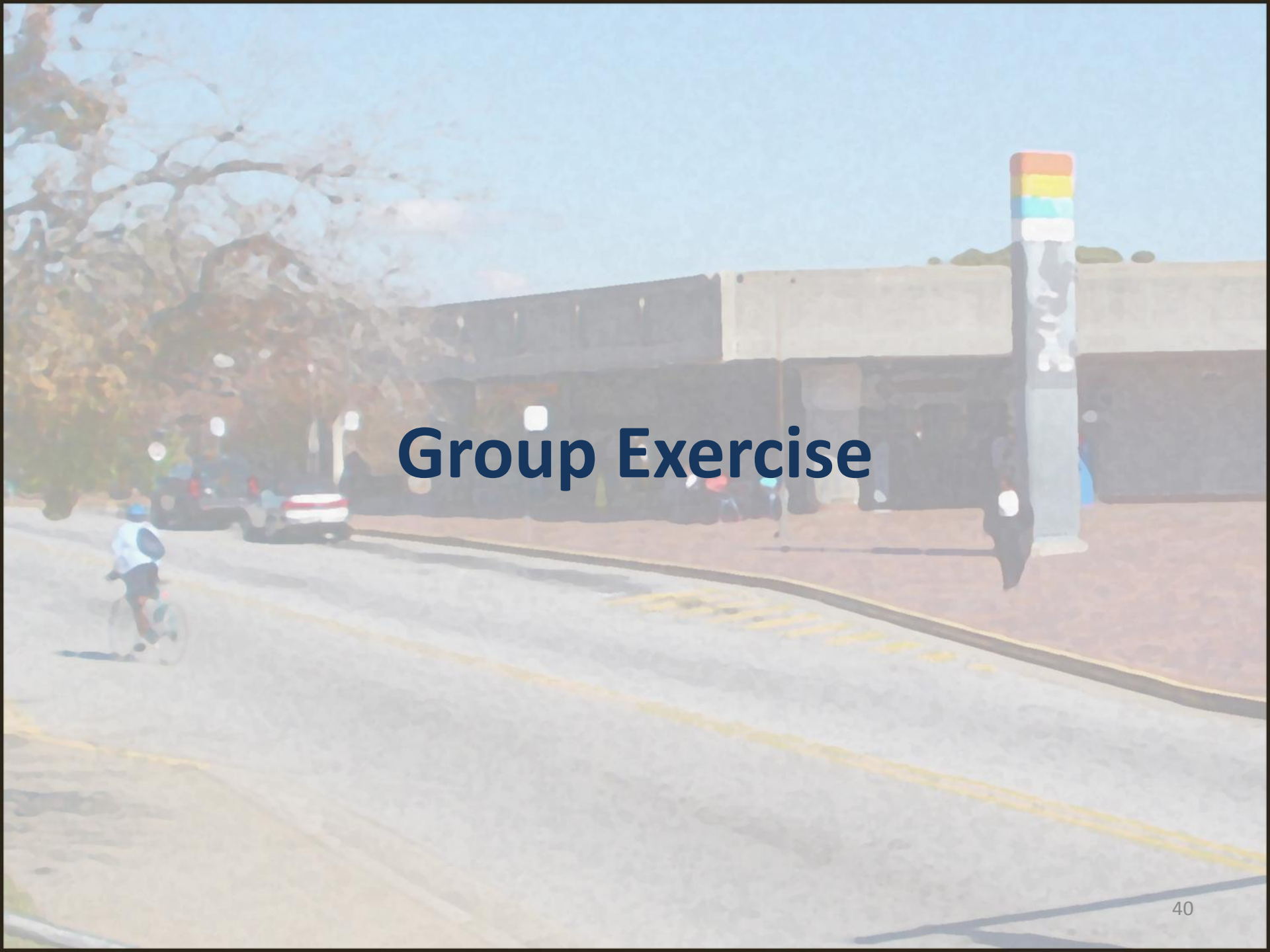
White Flint – Bethesda, MD

Examples

Pleasant Hill Transit Village – Pleasant Hill, CA

LCI Plan

Mixed use with higher density housing in areas with low noise levels
DOWNTOWN WEST
Deck
New and redeveloped re
on Main Street
Smaller office uses close to
Camp Creek Parkway
TOD- Office/Commercial
Development on MARTA par



Group Exercise

Things in the study area that should be preserved:

- Historic Post Office Building
- Historic Train Station

Commercial

Commercial

Lowest score of all slides

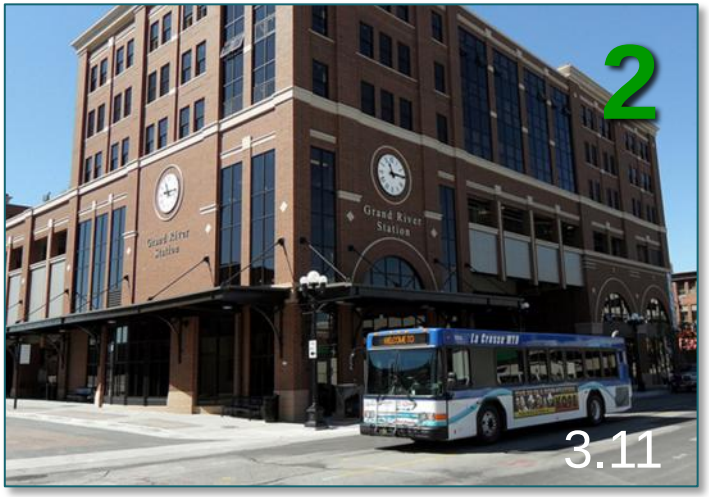
Office

Office

Residential

Residential

Transit Station



Transit Station

Parks/Open Space

Highest average group score!

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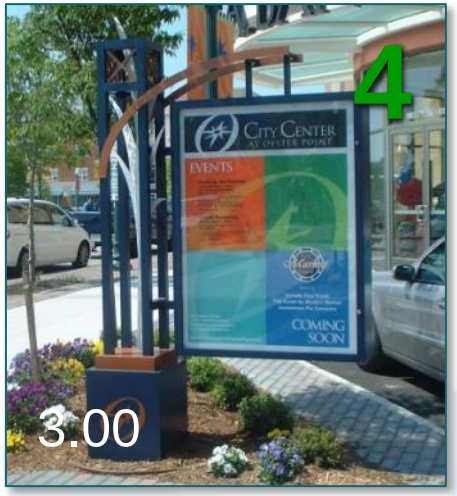
Signage

1
TOWN SQUARE
ONE WAY →
4.22

2
FLOWERS
4.22

3
DIRECTORY
3.44


4
CITY CENTER
EVENTS
COMING SOON
3.00

Signage

Public Realm Features

Public Realm Features

Streetscapes

Highest score of all slides!

Team Design

Team Design Checklist

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Station-Area Development

- ❑ What kind of improvements should be made to the MARTA Station
- ❑ Vehicular Circulation
- ❑ Pedestrian Connectivity
- ❑ Mix of uses on MARTA site (Office, Retail, Hotel, Public spaces, etc)
- ❑ Density
- ❑ How do you address parking
- ❑ How are the buses routed
- ❑ List of amenities

Off MARTA Site Development

- ❑ Off site improvements and locations. (Residential, Retail, Office)
- ❑ Density

Public Realm Improvements

- ❑ What is the “There-There” (Place making)
- ❑ Streetscape Improvements
- ❑ Sidewalks and Bike Trails
- ❑ Plazas

Next Steps

Appendix C - Public Meeting Presentation #3

STEERING COMMITTEE MEETING # 3

TRANSIT ORIENTED DEVELOPMENT (TOD) PLAN AND MARKET FEASIBILITY STUDY

City of College Park

Fulton County, Georgia

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Real Estate RESEARCH CONSULTANTS

February 16, 2012

Agenda

- Present Three Charrette Options
  - Master Plan
  - Massing Models
- Present Draft Preferred Option
  - Master Plan
  - Massing Models
- Market Overview
- Large Group Discussion
- Next Steps

Project Schedule

phase ONE

INVENTORY AND ASSESSMENT
Completion by November 22, 2012

TASKS:
Establish Steering Committee

Review of Studies and Documents:
- MARTA TOD Guidelines
- LCI Study
- Comprehensive Plan 2005-2025
- Downtown Development Guidelines
- Parking Study
- ARC Transit Survey
- Zoning

Compile Inventory and Assessment:
- Land Use Analysis
- Transportation and Circulation Analysis
- Evaluate Infill opportunities
- Opportunities and Constraints
- Analysis of Airport Restrictions

Conduct Steering Committee Kick-Off Meeting

Complete Inventory and Assessment

phase TWO

CONCEPTUAL MASTER PLAN
Completion by February 24, 2012

TASKS:
Conduct Stakeholder Group Charrette Dec 15

Prepare Concept and Alternatives:
- Land Use and Development
- Transportation and Parking
- Open Space and Pedestrian Circulation
- Infrastructure and Capital Improvements
- Conduct a market study and feasibility analysis
- Analysis of incentives and financing mechanisms

Compile Conceptual Master Plan

Draft Presentation of Conceptual Master Plan to Stakeholder Group Feb 16

phase THREE

IMPLEMENTATION PLAN
Completion by April 30, 2012

TASKS:
Conduct Steering Committee Meeting

Prepare Implementation Plan:
- Final Master Plan preparation
- Infrastructure and Capital Funding
- Detailed Action Plan
- Draft Code Language
- Final Report Preparation

Present Draft Plan to Steering Committee

Final Revisions

Final Presentation

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Small Group Charrette

OPTION 1

HEALTH CARE CENTER
Temple Avenue
Princeton Avenue
Harvard Avenue
Columbia Avenue
John Wesley Avenue
Yale Avenue
Oxford Avenue
College Street
Atlanta Street
Conley Street
Victoria Street
Main Street
East Main Street
CSX Railroad
Washington Street
Jefferson Street
Lee Street
Jackson Street
Adams Street
Myrtle Street
Lee Street Connector
FIRST UNITED METHODIST CHURCH
INDIGO HOTEL
FAA
MARTA STATION
POST OFFICE
PARK N TICKET
PARK N FLY
CAMP CREEK PARKWAY
1/4 MILE
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200'
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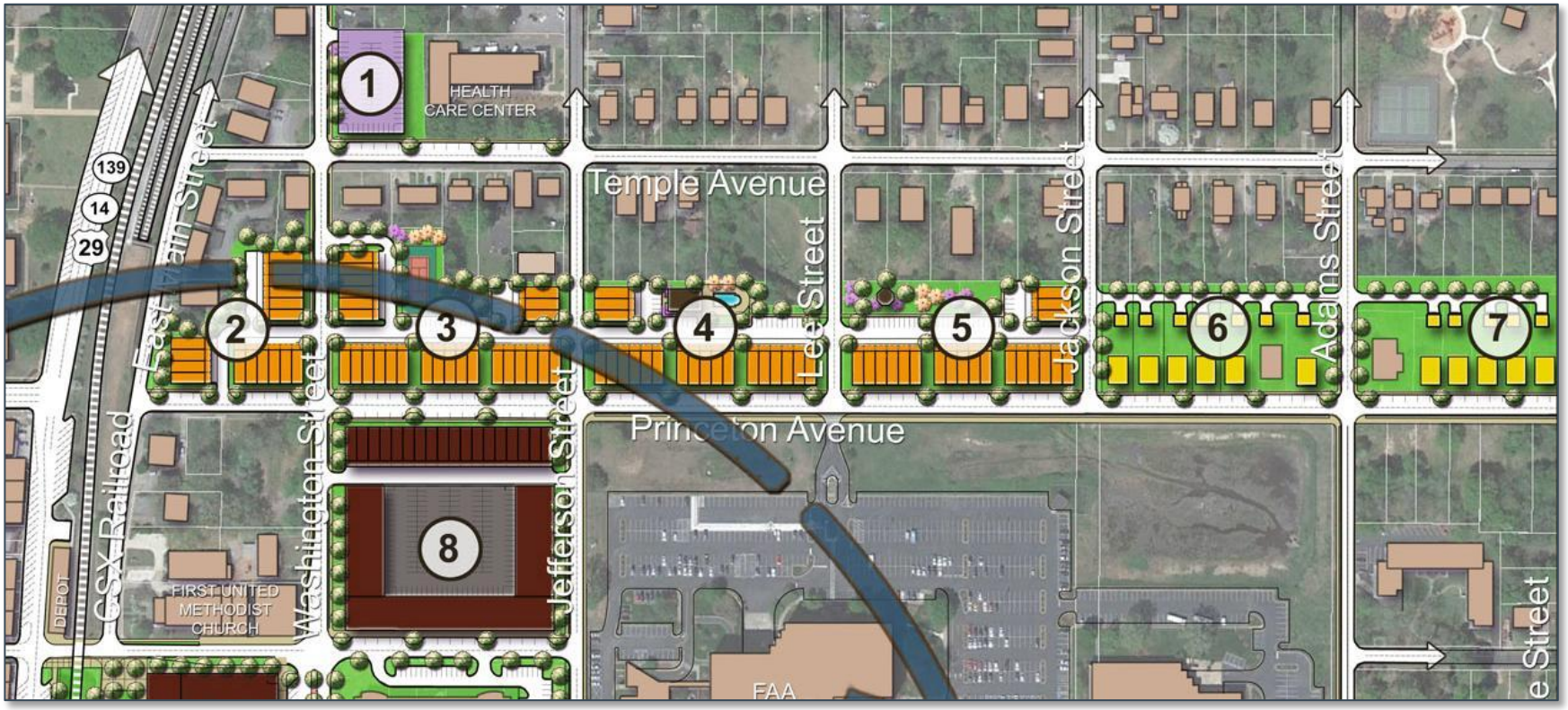
400'
ATKINS
February 16, 2012

Option 1



DEVELOPMENT SUMMARY					
BUILDING/ BLOCK #	FLOOR LEVELS	RETAIL/ COMMERCIAL	OFFICE	RESIDENTIAL	STRUCTURED PARKING
1	4			50 UNITS	69 PARKING SPACES (GROUND LEVEL)
2	3			16 TOWNHOME UNITS	
3	3			26 TOWNHOME UNITS (TENNIS COURT & SHADE STRUCTURE)	
4	3			20 TOWNHOME UNITS (AMENITY CENTER & POOL)	
5	3			20 TOWNHOME UNITS (SHADE STRUCTURE)	
6	1-3			6 SINGLE FAMILY UNITS (ALLEY LOADED)	
7	1-3			5 SINGLE FAMILY UNITS (ALLEY LOADED)	
8	3-4	38,200 SF. 1ST FLOOR	25,500 SF. 1ST FLOOR	150 UNITS	644 PARKING SPACES

Northern Residential District

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Option 1

View Looking North

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Option 1

9	3-4	24,000 SF. 1ST FLOOR	16,000 SF. 1ST FLOOR	55 UNITS	
10	1-5	37,000 SF. 1ST FLOOR	45,000 SF. 2ND - 3RD FL.	100 UNITS 150 ROOM HOTEL	540 PARKING SPACES
11	2-3	40,000 SF. 1ST FLOOR	50,000 SF. 2ND - 3RD FL.		
12	2		40,000 SF. 2ND FLOOR		112 PARKING SPACES (GROUND LEVEL)
13	1	34,000 SF. 1ST FLOOR			
14	3				1,050 PARKING SPACES
15	1	20,000 SF.	14,000 SF.		
16	1		7,500 SF.		

Central Station District

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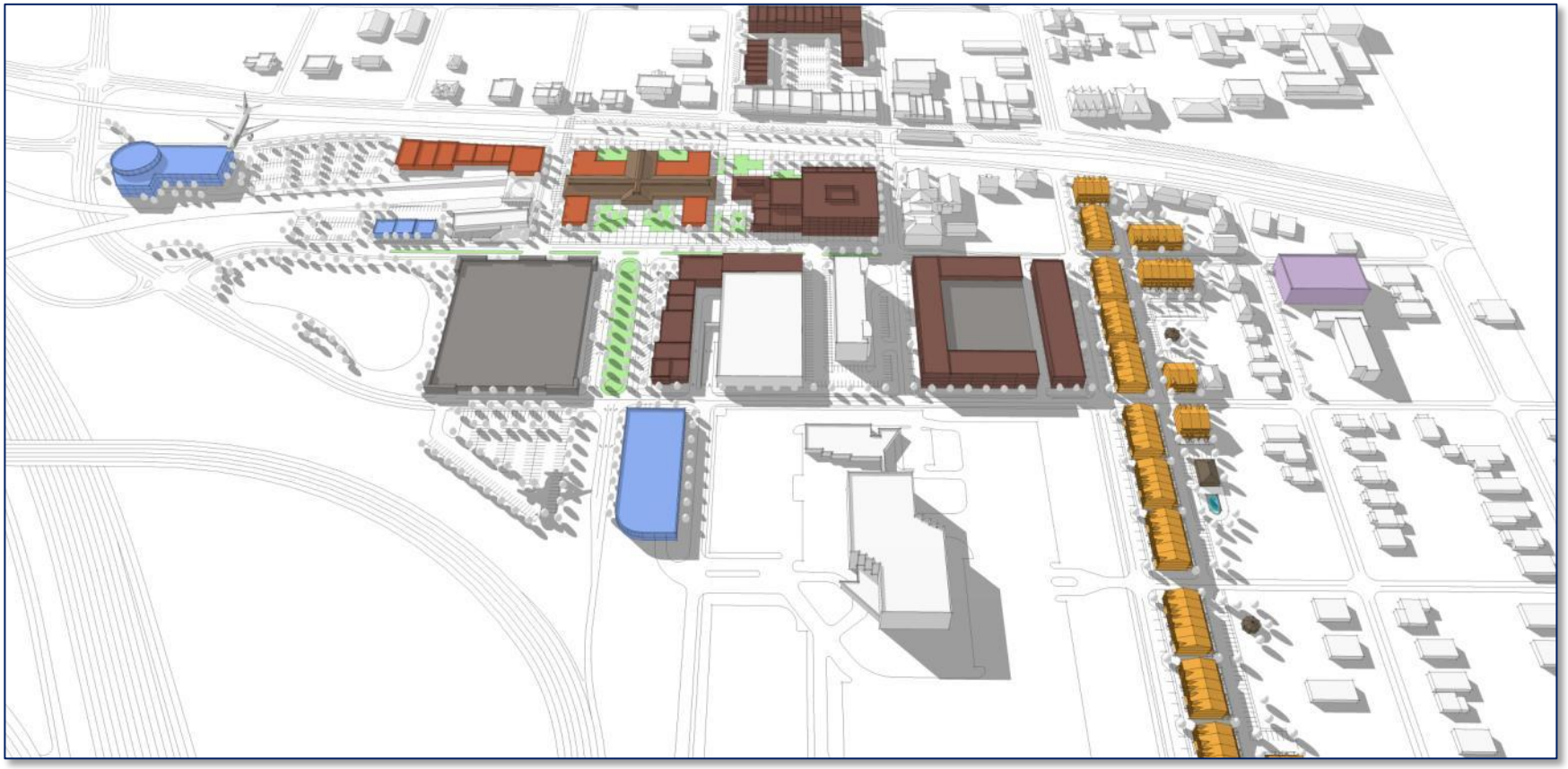
Option 1

View Looking East

Option 1



View Looking West

Option 1

14	3				1,050 PARKING SPACES
15	1	20,000 SF.	14,000 SF.		
16	1		7,500 SF.		
17	3		70,000 SF.		91 PARKING SPACES (GROUND LEVEL)
TOTALS		193,200 SF.	268,000 SF.	448 UNITS 150 ROOM HOTEL	2,506 PARKING SPACES
TOTAL PARKING SPACES		+/- 4,000 PARKING SPACES			

Southern District

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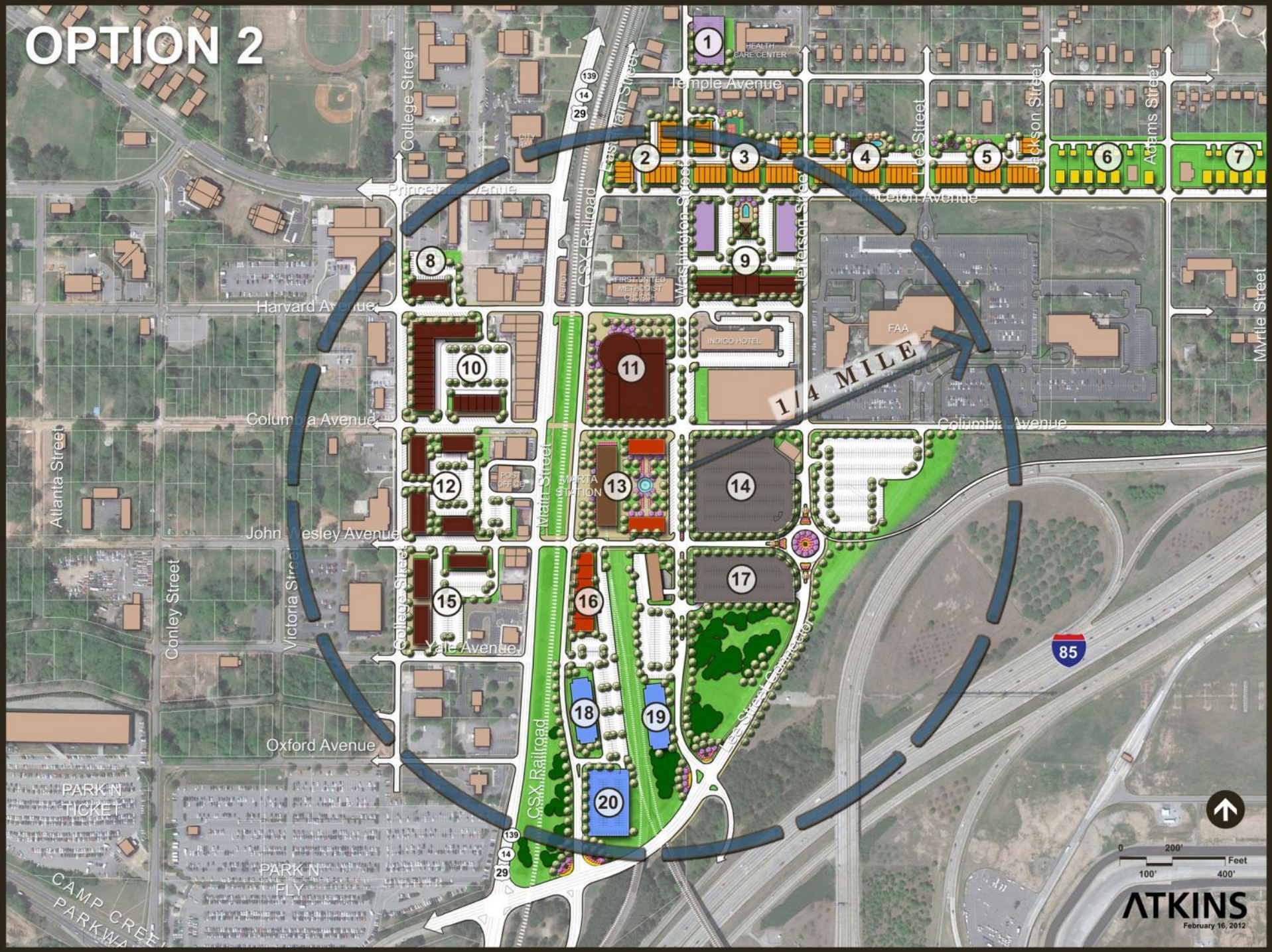
Option 1

View Looking Northeast

OPTION 2


Temple Avenue
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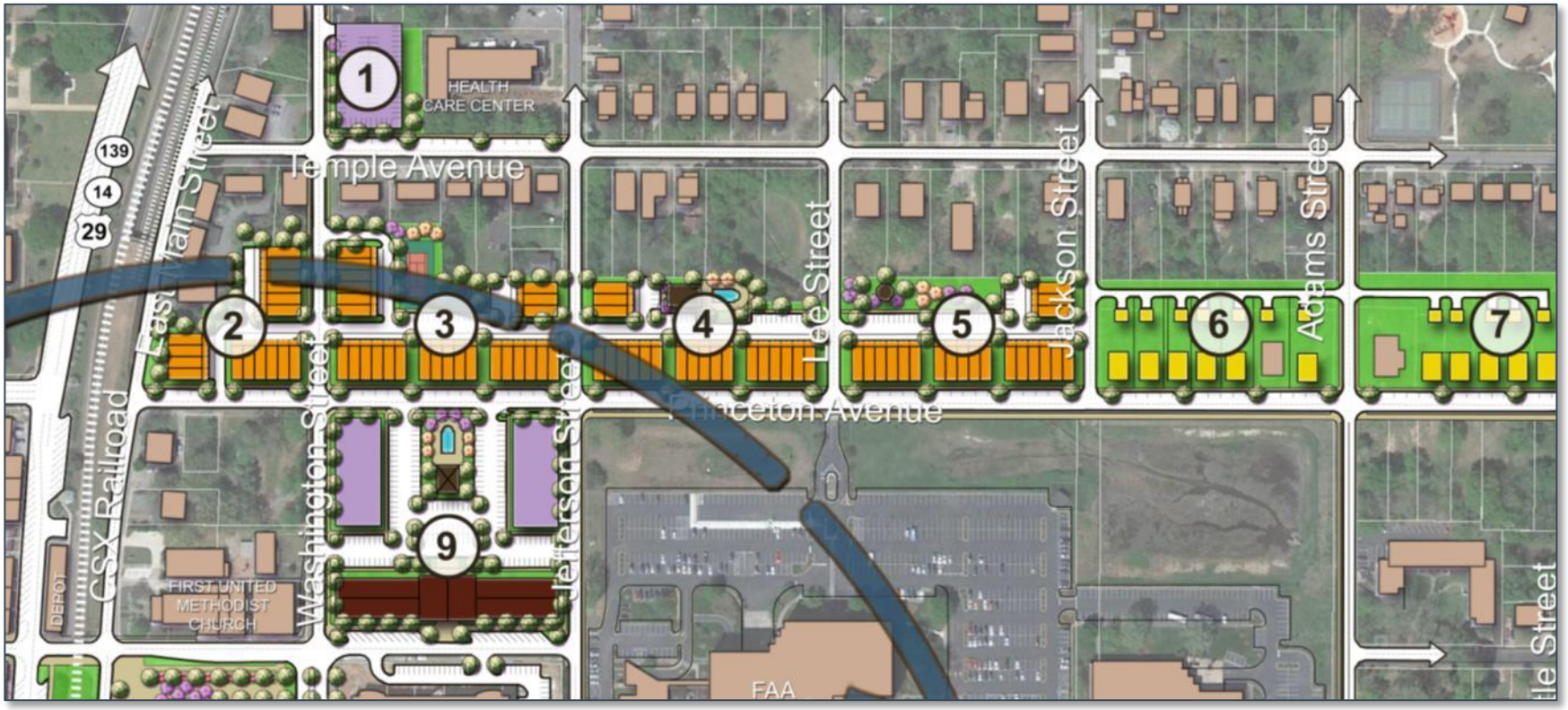
ATKINS
February 16, 2012

Option 2



Northern Residential District

DEVELOPMENT SUMMARY					
BUILDING/ BLOCK #	FLOOR LEVELS	RETAIL/ COMMERCIAL	OFFICE	RESIDENTIAL	STRUCTURED PARKING
1	4			60 UNITS	69 PARKING SPACES (GROUND LEVEL)
2	3			16 TOWNHOME UNITS	
3	3			26 TOWNHOME UNITS (TENNIS COURT & SHADE STRUCTURE)	
4	3			20 TOWNHOME UNITS (AMENITY CENTER & POOL)	
5	3			20 TOWNHOME UNITS (SHADE STRUCTURE)	
6	1-3			6 SINGLE FAMILY UNITS (ALLEY LOADED)	
7	1-3			5 SINGLE FAMILY UNITS (ALLEY LOADED)	
8	2	9,000 SF. 1ST FLOOR	9,000 SF. 2nd FLOOR		
9	3-4	17,000 SF. 1ST FLOOR	11,500 SF. 1ST FLOOR	156 UNITS (750 SF/UNIT)	84 PARKING SPACES (GROUND LEVEL)

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Option 2

View Looking North

Option 2

8	2	9,000 SF. 1ST FLOOR	9,000 SF. 2nd FLOOR		
9	3-4	17,000 SF. 1ST FLOOR	11,500 SF. 1ST FLOOR	156 UNITS (750 SF/UNIT)	84 PARKING SPACES (GROUND LEVEL)
10	3-4	24,000 SF. 1ST FLOOR	16,000 SF. 1ST FLOOR	55 UNITS	
11	4	16,000 SF. 1ST FLOOR	16,000 SF. 1ST FLOOR	102 UNITS (750 SF/UNIT)	447 PARKING SPACES
12	2	20,000 SF. 1ST FLOOR	46,000 SF. 1ST - 2ND FL.		
13	1	16,800 SF. 1ST FLOOR			

Central Station District

14	2				870 PARKING SPACES (1ST - 2ND LEVELS)
15	2	25,500 SF. 1ST FLOOR	25,500 SF. 2ND FLOOR		
16	1	21,000 SF.			
17	2				440 PARKING SPACES (1ST - 2ND LEVELS)

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Option 2

View Looking East

Option 2

View Looking West

Option 2

17	2				440 PARKING SPACES (1ST - 2ND LEVELS)
18	1		19,725 SF.		
19	1		19,725 SF.		
20	3		78,000 SF.		126 PARKING SPACES (GROUND LEVEL)
TOTALS		149,300 SF.	241,450 SF.	466 UNITS	2,036 PARKING SPACES
TOTAL PARKING SPACES		+/- 4,000 PARKING SPACES			

Southern District

ATKINS

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Real Estate RESEARCH CONSULTANTS

Option 2

View Looking Northeast

OPTION 3

HEALTH CARE CENTER
Temple Avenue
Lee Street
Jackson Street
Adams Street
Myrtle Street
College Street
Princeton Avenue
Harvard Avenue
Columbia Avenue
John Wesley Avenue
Yale Avenue
Oxford Avenue
Atlanta Street
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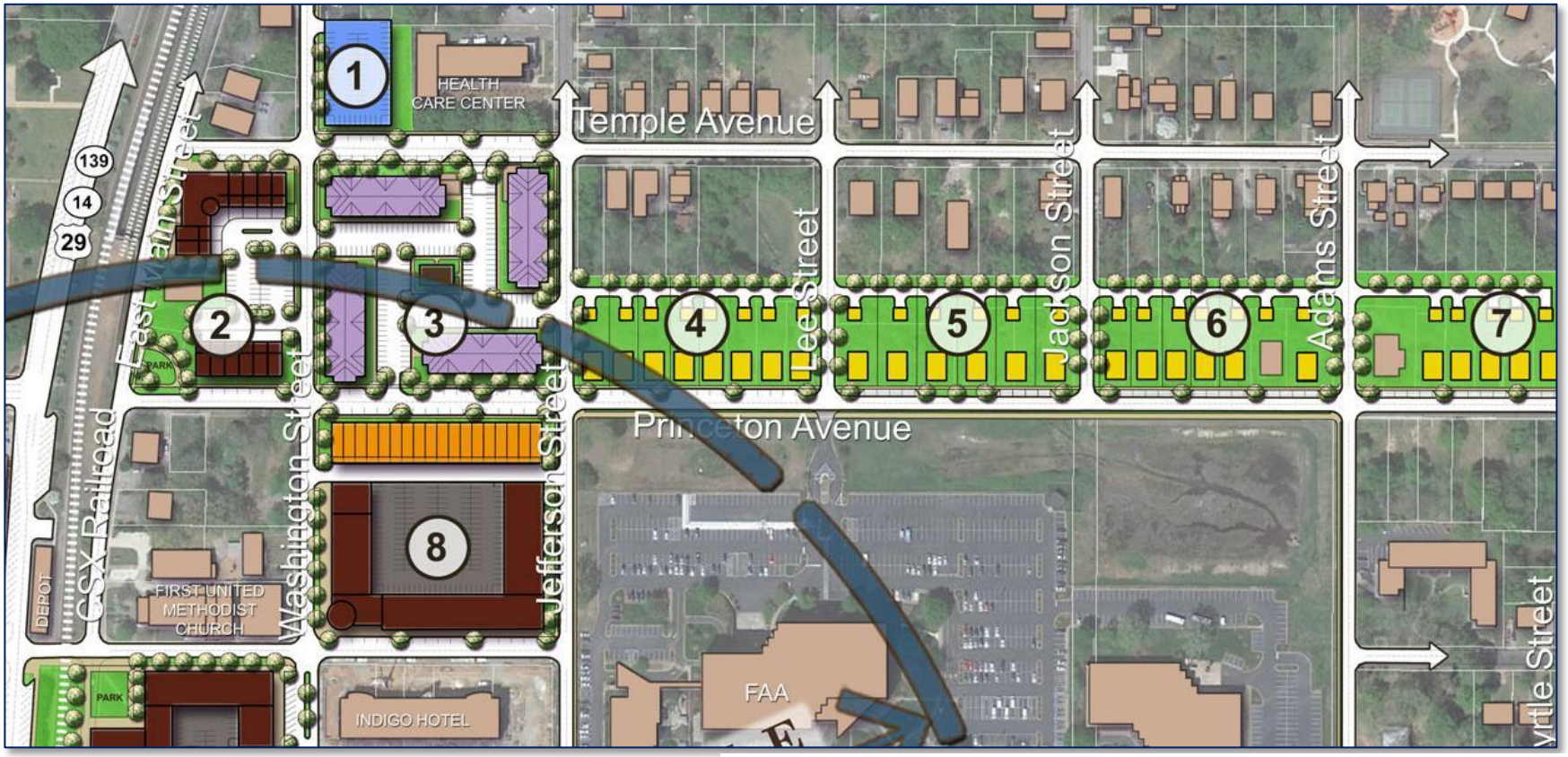
ATKINS
February 16, 2012

Option 3



DEVELOPMENT SUMMARY					
BUILDING/ BLOCK #	FLOOR LEVELS	RETAIL/ COMMERCIAL	OFFICE	RESIDENTIAL	STRUCTURED PARKING
1	3		40,000 SF. 2nd - 3RD FL.		69 PARKING SPACES (GROUND LEVEL)
2	4	10,000 SF. 1ST FLOOR	7,500 SF. 1ST FLOOR	12 TOWNHOME UNITS	
3	2			88 UNITS (SHADE STRUCTURE)	
4	1-3			8 SINGLE FAMILY UNITS (ALLEY LOADED)	
5	1-3			6 SINGLE FAMILY UNITS (ALLEY LOADED)	
6	1-3			6 SINGLE FAMILY UNITS (ALLEY LOADED)	
7	1-3			5 SINGLE FAMILY UNITS (ALLEY LOADED)	
8	3-4	20,000 SF. 200 SEAT THEATER	15,000 SF. 1ST FLOOR	100 UNITS	483 PARKING SPACES

Northern Residential District

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Option 3

View Looking North

Option 3

9	3-4	24,000 SF. 1ST FLOOR	16,000 SF. 1ST FLOOR	55 UNITS	
10	1-5	32,000 SF. 1ST FLOOR	55,000 SF.	116 UNITS	550 PARKING SPACES
11	3	7,600 SF. 1ST FLOOR	15,200 SF.		
12	2	19,200 SF. 1ST FLOOR	57,600 SF.		280 PARKING SPACES
13	1	56,000 SF.	18,000 SF.		
14	2	6,000 SF.	10,000 SF.		900 PARKING SPACES
15	3	150 ROOM HOTEL			
16	2	16,200 SF.	37,800 SF.		
17	1	5,000 SF.			
18	1	12,800 SF.			
19	1		9,000 SF.		

Central Station District

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Option 3

View Looking East

Option 3

View Looking West

Option 3

19	1		9,000 SF.		
20	2	3,200 SF.			
21	1	1,750 SF.			
22	1	3,000 SF.			
23	2		27,000 SF.		75 PARKING SPACES
TOTALS		216,750 SF.	300,600 SF.	396 UNITS	2,357 PARKING SPACES
TOTAL PARKING SPACES		+/- 4,100 PARKING SPACES			

Southern District

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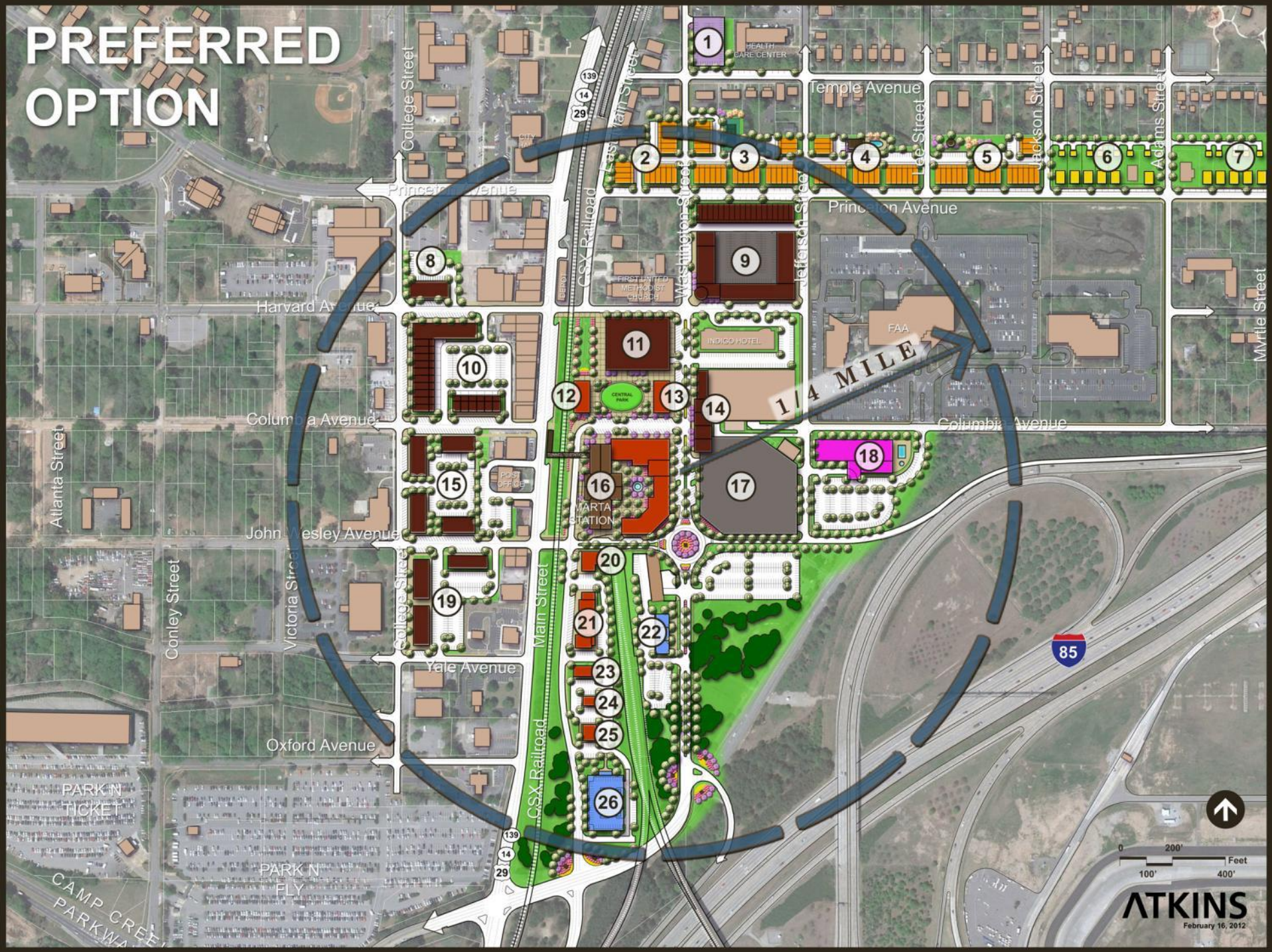
Option 3

View Looking Northeast

PREFERRED OPTION



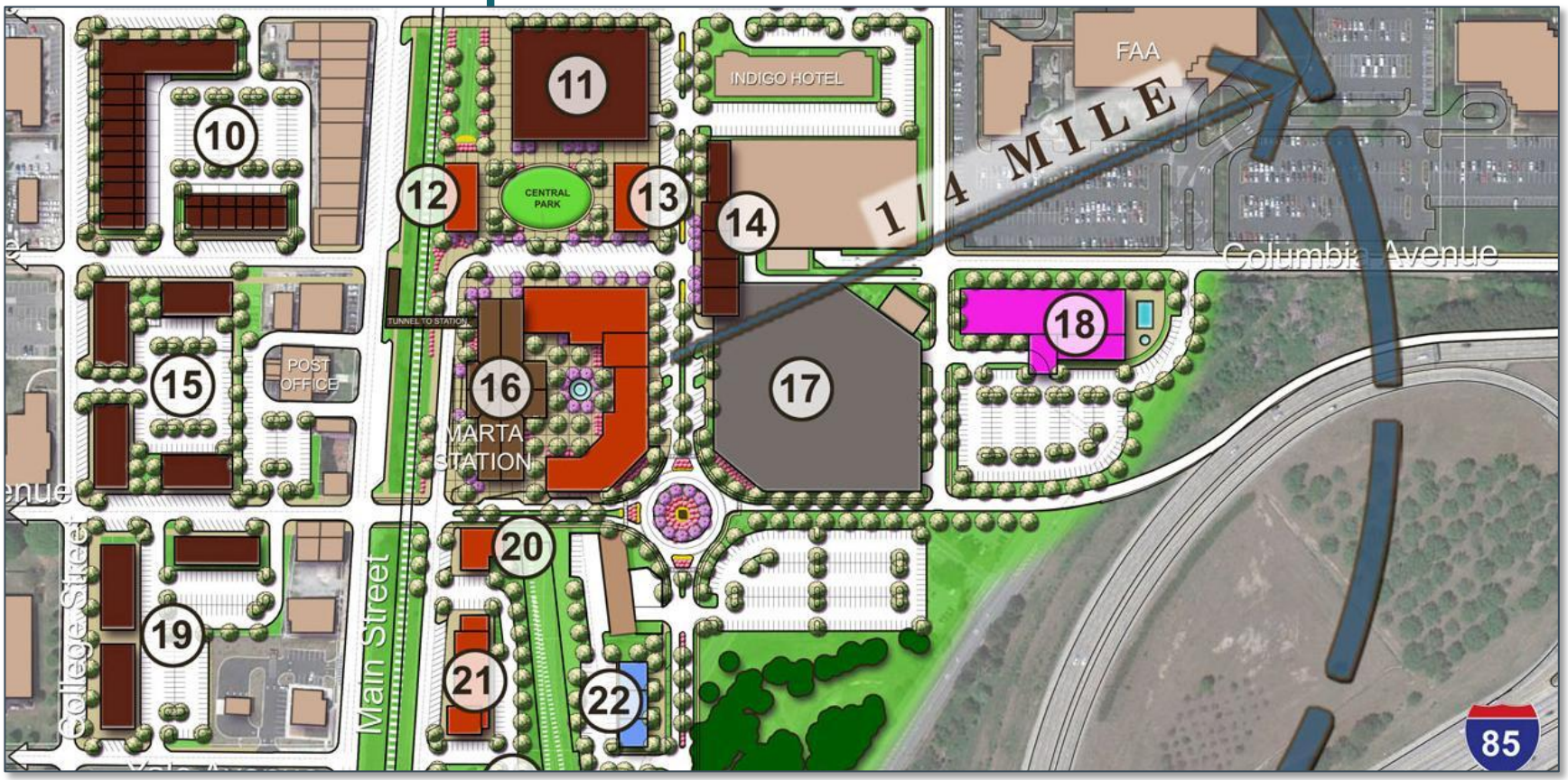
Preferred Option

DEVELOPMENT SUMMARY					
BUILDING/ BLOCK #	FLOOR LEVELS	RETAIL/ COMMERCIAL	OFFICE	RESIDENTIAL	STRUCTURED PARKING
1	3			60 UNITS	69 PARKING SPACES (GROUND LEVEL)
2	3			16 TOWNHOME UNITS	
3	3			26 TOWNHOME UNITS (TENNIS COURT & SHADE STRUCTURE)	
4	3			20 TOWNHOME UNITS (AMENITY CENTER & POOL)	
5	3			20 TOWNHOME UNITS	
6	1-3			6 SINGLE FAMILY UNITS (ALLEY LOADED)	
7	1-3			5 SINGLE FAMILY UNITS (ALLEY LOADED)	
8	2	9,000 SF. 1ST FLOOR	9,000 SF. 2nd FLOOR		
9	3-4	20,000 SF. 200 SEAT THEATER	15,000 SF. 1ST FLOOR	100 UNITS	483 PARKING SPACES

Northern Residential District

Preferred Option

Preferred Option



10	3-4	24,000 SF. 1ST FLOOR	16,000 SF. 1ST FLOOR	55 UNITS	
11	5	22,800 SF. 1ST FLOOR	22,800 SF. 1ST FLOOR	100 UNITS	420 PARKING SPACES
12	1	7,200 SF.			
13	1	7,200 SF.			
14	3	16,200 SF.	8,800 SF.	26 UNITS	
15	2	20,000 SF. 1ST FLOOR	46,000 SF. 1ST - 2ND FL.		
16	1	40,000 SF.			
17	2				870 PARKING SPACES
18	3	150 ROOM HOTEL			
19	2	25,500 SF. 1ST FLOOR	25,500 SF. 2ND FLOOR		

Central Station District

19	2	25,500 SF. 1ST FLOOR	25,500 SF. 2ND FLOOR		
20	1	5,000 SF.			
21	1	12,800 SF.			
22	1		7,500 SF.		

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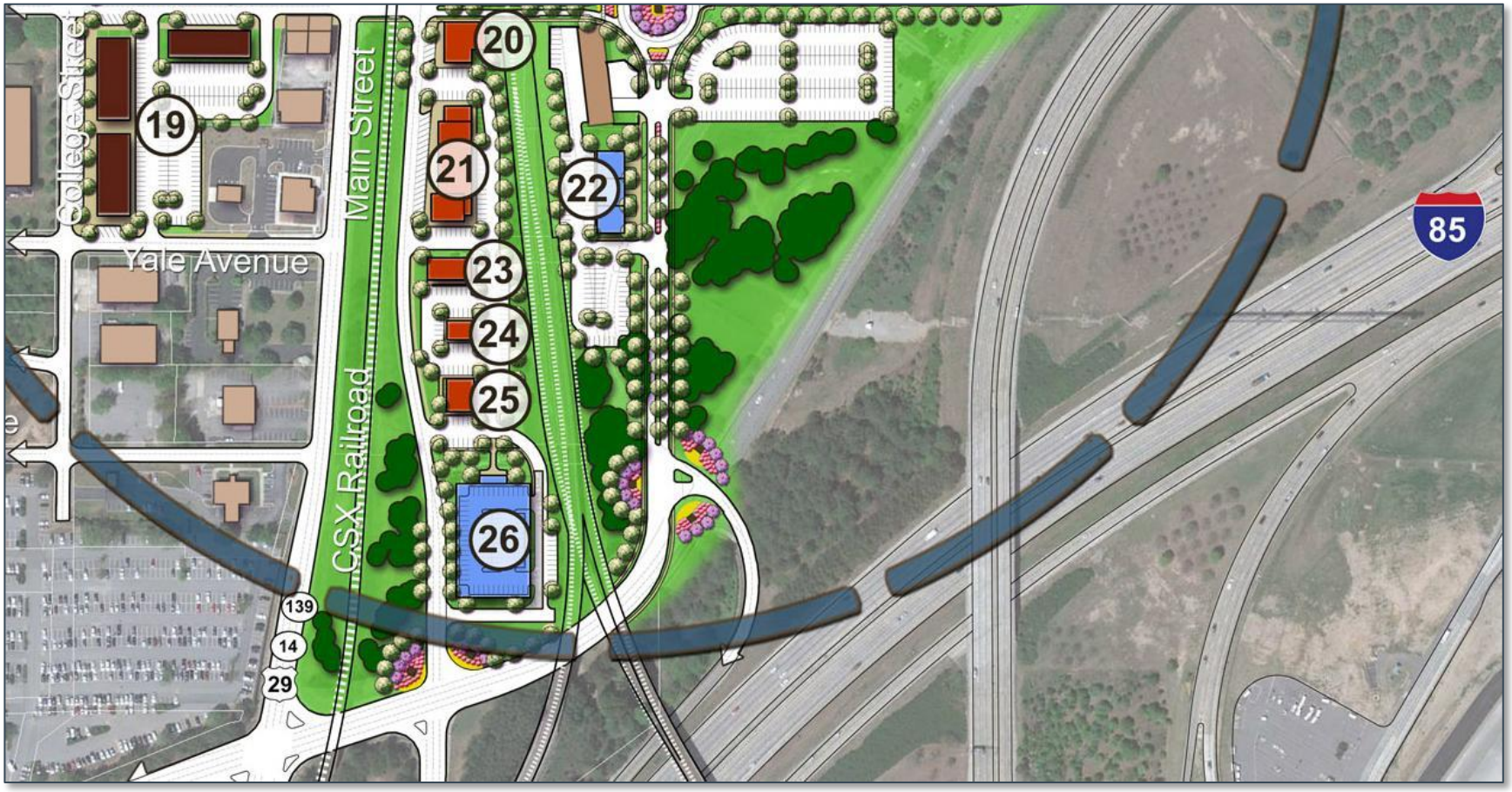
Preferred Option

View Looking West

Preferred Option

Preferred Option



19	2	25,500 SF. 1ST FLOOR	25,500 SF. 2ND FLOOR		
20	1	5,000 SF.			
21	1	12,800 SF.			
22	1		7,500 SF.		
23	1	3,200 SF.			
24	1	1,750 SF.			
25	1	3,000 SF.			
26	2		27,000 SF.		75 PARKING SPACES
TOTALS		217,650 SF.	177,600 SF.	434 UNITS	1,917 PARKING SPACES

Southern District

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Preferred Option

View Looking Northeast

Market Context

Introduction
Market Context

- Existing Conditions
- Plan Alternatives
- Preferred Plan
- Brief Overview of Implementation Strategies and Redevelopment Tools

Existing Conditions
Population & Households

- Population:
  - Nearly 32% decrease since 2000
  - Trends suggest decline will continue
- Households:
  - 2,600 + fewer households than in 2000
  - Owner/Renter = 35/65 split
    - 25/75 split ¼-mile from MARTA
- Household Income:
  - Median income - $32,500
  - Approx 53% of all households earn less than $35,000

		0.25 Mile Radius	.50 Mile Radius	1 Mile Radius	City of College Park
Population					
2000	Census	59	1,320	4,541	20,382
2012	Estimated	47	856	3,145	12,411
2017	Projected	46	787	2,870	11,522
Historical Annual Growth 2000 to 2012		*-1.88%*	*-3.54%*	*-3.01%*	*-4.05%*
Projected Annual Growth 2012 to 2017		*-0.43%*	*-1.67%*	*-1.81%*	*-1.48%*
Households					
2000	Census	20	470	1,779	7,810
2012	Estimated	26	393	1,483	5,144
2017	Projected	26	372	1,388	4,855
Historical Annual Growth 2000 to 2012		*2.21%*	*-1.48%*	*-1.51%*	*-3.42%*
Projected Annual Growth 2012 to 2017		*0.00%*	*-1.09%*	*-1.32%*	*-1.15%*
Median Household Income					
2012		$ 35,242	$ 26,638	$ 29,434	$ 32,513
2017		$ 35,981	$ 27,386	$ 29,934	$ 32,740

		0.25 Mile Radius	.50 Mile Radius	1 Mile Radius	City of College Park
Housing Units (Total)					
2000	Census	23	509	1,933	8,351
2012	Estimated	32	477	1,865	6,547
2017	Projected	32	451	1,741	6,164
Occupied Units					
2012	Estimated	26	393	1,483	5,144
2017	Projected	26	372	1,388	4,855
Vacant Units					
2000	Census				
2012	Estimated	6	79	354	1,403
2017	Projected	6	79	354	1,309

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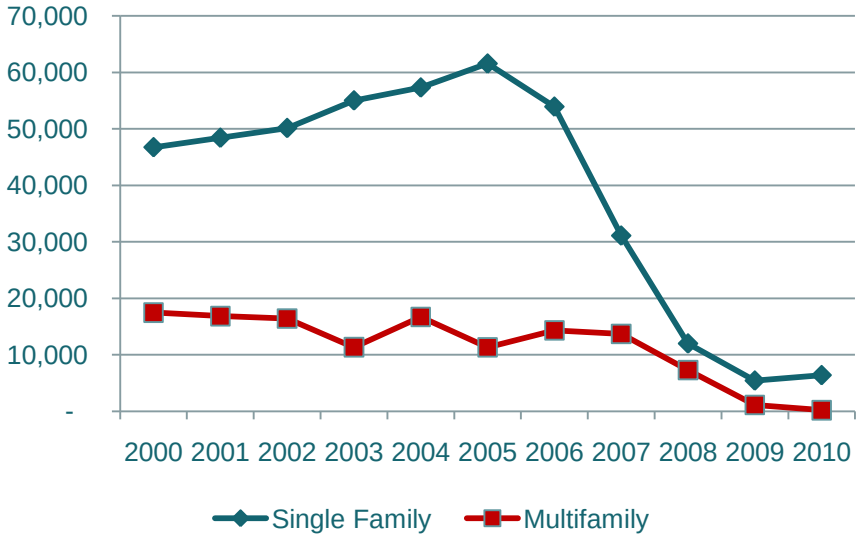
Building Permits
Dwelling Units

College Park

Atlanta MSA



- Average capture of approximately 0.066%

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Existing Conditions
Employment

- Major Employment Center
  - More than 45,000 employees within city
  - Nearly 50% of jobs are in transportation/warehousing sector

- Mismatch of population and jobs
  - Other communities have much lower jobs/population ratio
  - Roughly 10% of local residents work in city
  - Over 50% of all jobs in the city pay more than $40,000 annually
    - 50% of resident primary jobs pay between $15,000 and $40,000 annually

Existing Conditions

Retail

Total Leasable Sq. Ft.

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	94,489	98,889	280,883	2,004,505	279,051,306	70,965,300	16,193,108
2001 4Q	94,489	98,889	280,883	2,016,076	291,404,851	73,219,113	16,486,686
2002 4Q	94,489	98,889	280,883	2,022,076	301,870,272	74,846,694	16,912,657
2003 4Q	94,489	98,889	280,883	2,030,576	309,093,638	76,625,010	17,061,799
2004 4Q	94,489	98,889	280,883	2,030,576	317,919,591	77,154,976	17,170,572
2005 4Q	94,489	98,889	280,883	2,035,576	328,504,422	79,082,454	17,787,795
2006 4Q	94,489	98,889	288,573	2,043,266	341,296,324	80,972,522	17,990,371
2007 4Q	94,489	98,889	288,573	2,057,006	350,617,076	82,699,226	18,424,130
2008 4Q	94,489	98,889	288,573	2,057,006	359,901,573	83,819,854	18,808,639
2009 4Q	94,489	98,889	288,573	2,127,006	363,301,124	83,994,771	18,909,916
2010 4Q	94,489	98,889	288,573	2,125,682	363,400,386	83,994,480	18,972,937
2011 4Q	94,489	98,889	288,573	2,314,494	363,543,565	83,997,232	18,962,624

Source: Co-Star

Occupancy

Source: Co-Star

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	94.71%	94.44%	96.26%	88.55%	95.84%	95.07%	95.07%
2001 4Q	96.30%	95.96%	96.08%	88.66%	94.64%	95.10%	95.10%
2002 4Q	96.08%	95.75%	96.55%	94.60%	94.85%	94.34%	94.34%
2003 4Q	96.30%	95.96%	94.98%	94.77%	94.81%	94.28%	94.28%
2004 4Q	94.60%	94.34%	90.11%	92.84%	94.47%	94.01%	94.01%
2005 4Q	91.96%	91.81%	89.58%	92.90%	93.59%	93.53%	93.53%
2006 4Q	83.81%	83.82%	86.48%	90.65%	93.20%	92.95%	92.95%
2007 4Q	86.67%	86.75%	86.88%	88.44%	92.77%	93.18%	93.18%
2008 4Q	75.90%	76.37%	78.41%	86.49%	91.48%	92.16%	92.16%
2009 4Q	88.68%	88.67%	85.26%	88.21%	89.76%	91.07%	91.07%
2010 4Q	84.55%	81.19%	83.89%	86.79%	89.63%	91.11%	91.11%
2011 4Q	86.88%	83.42%	83.69%	81.03%	89.62%	91.76%	91.76%

Existing Conditions

Retail

Net Absorption

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	-	-	-	5,550	1,299,488	168,230	169,369
2001 4Q	-	-	(2,000)	25,840	1,723,319	325,186	128,410
2002 4Q	(200)	(200)	1,300	27,192	1,445,355	38,688	237,122
2003 4Q	-	-	-	(3,000)	1,331,334	788,363	(62,287)
2004 4Q	(1,600)	(1,600)	900	(3,750)	1,462,615	237,261	22,741
2005 4Q	300	300	6,541	10,397	1,001,049	168,106	(16,450)
2006 4Q	(4,400)	(4,500)	(1,519)	(33,725)	3,138,496	386,962	178,884
2007 4Q	3,400	3,400	5,500	9,820	783,055	(134,849)	6,158
2008 4Q	(300)	(400)	(14,652)	(12,092)	362,514	(117,612)	(27,550)
2009 4Q	500	500	5,535	39,494	(466,784)	275,148	(127,488)
2010 4Q	1,275	1,275	1,275	3,880	471,004	295,042	(171,456)
2011 4Q	2,402	2,402	3,502	117,864	751,740	293,743	168,300

Source: Co-Star

Avg. Lease Rate

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	-	-	-	-	$13.32/nnn	$17.50/nnn	$7.00/nnn
2001 4Q	-	-	-	-	$10.33/nnn	$22.53/nnn	$7.38/nnn
2002 4Q	-	-	-	-	$10.31/nnn	$11.29/nnn	$7.50/nnn
2003 4Q	-	-	$12.00/nnn	$6.97/nnn	$14.16/nnn	$16.15/nnn	$10.94/nnn
2004 4Q	-	-	$12.00/nnn	$7.80/nnn	$14.60/nnn	$16.27/nnn	$10.57/nnn
2005 4Q	-	-	$12.00/nnn	$7.36/nnn	$14.06/nnn	$16.92/nnn	$8.33/nnn
2006 4Q	$12.00/nnn	$12.00/nnn	$12.00/nnn	$7.12/nnn	$14.16/nnn	$16.79/nnn	$10.56/nnn
2007 4Q	-	-	$13.33/nnn	$7.42/nnn	$15.43/nnn	$19.13/nnn	$11.39/nnn
2008 4Q	$22.00/nnn	$22.00/nnn	$14.79/nnn	$7.57/nnn	$15.32/nnn	$18.61/nnn	$11.19/nnn
2009 4Q	$22.00/nnn	$22.00/nnn	$13.94/nnn	$9.41/nnn	$14.30/nnn	$16.75/nnn	$10.42/nnn
2010 4Q	$28.45/nnn	$28.45/nnn	$15.91/nnn	$9.72/nnn	$13.26/nnn	$16.35/nnn	$10.23/nnn
2011 4Q	$15.45/nnn	$15.45/nnn	$13.28/nnn	$8.60/nnn	$12.92/nnn	$16.05/nnn	$10.29/nnn

Source: Co-Star

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Existing Conditions

Office

Total Leasable Sq. Ft.

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	25,909	266,134	373,607	1,846,797		70,965,300	16,193,108
2001 4Q	25,909	266,134	373,607	1,802,583		73,219,113	16,486,686
2002 4Q	25,909	266,134	373,607	1,802,583		74,846,694	16,912,657
2003 4Q	25,909	266,134	373,607	1,802,583		76,625,010	17,061,799
2004 4Q	25,909	266,134	373,607	1,802,583		77,154,976	17,170,572
2005 4Q	25,909	266,134	373,607	1,802,583		79,082,454	17,787,795
2006 4Q	25,909	266,134	373,607	1,824,683		80,972,522	17,990,371
2007 4Q	25,909	266,134	373,607	1,824,683	290,784,614	82,699,226	18,424,130
2008 4Q	25,909	266,134	373,607	1,824,683	294,624,220	83,819,854	18,808,639
2009 4Q	25,909	266,134	502,003	1,953,079	297,274,345	83,994,771	18,909,916
2010 4Q	25,909	266,134	502,003	1,945,683	299,121,640	83,994,480	18,972,937
2011 4Q	25,909	266,134	502,003	1,945,683	298,712,419	83,997,232	18,962,624

Source: Co-Star

Occupancy

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	80.70%	97.60%	87.16%	81.79%		95.07%	95.07%
2001 4Q	81.47%	96.73%	91.00%	83.52%		95.10%	95.10%
2002 4Q	86.88%	98.23%	97.84%	86.00%		94.34%	94.34%
2003 4Q	86.88%	98.27%	97.09%	87.81%		94.28%	94.28%
2004 4Q	88.04%	98.38%	98.21%	86.70%		94.01%	94.01%
2005 4Q	89.19%	98.61%	97.01%	87.78%		93.53%	93.53%
2006 4Q	86.88%	98.12%	96.60%	86.44%		92.95%	92.95%
2007 4Q	86.88%	98.72%	96.31%	83.31%	86.99%	93.18%	93.18%
2008 4Q	81.47%	98.20%	96.38%	83.57%	85.88%	92.16%	92.16%
2009 4Q	82.25%	95.53%	69.63%	73.00%	83.77%	91.07%	91.07%
2010 4Q	88.81%	96.17%	77.19%	73.75%	83.11%	91.11%	91.11%
2011 4Q	66.94%	93.99%	78.84%	74.82%	83.26%	91.76%	91.76%

Source: Co-Star

Existing Conditions

Office

Net Absorption

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	-	-	4,988	(32,595)		168,230	169,369
2001 4Q	200	200	200	5,322		325,186	128,410
2002 4Q	100	300	17,617	36,299		38,688	237,122
2003 4Q	(200)	(200)	374	2,386		788,363	(62,287)
2004 4Q	300	300	4,700	4,258		237,261	22,741
2005 4Q	-	100	(4,976)	(1,902)		168,106	(16,450)
2006 4Q	600	700	(424)	(23,104)		386,962	178,884
2007 4Q	(400)	6,600	10,814	(53,560)	7,184	(134,849)	6,158
2008 4Q	300	300	300	6,791	156,808	(117,612)	(27,550)
2009 4Q	(200)	(200)	295	(5,497)	(1,292,077)	275,148	(127,488)
2010 4Q	950	950	24,706	12,518	673,567	295,042	(171,456)
2011 4Q	-	(125)	13,951	20,733	598,805	293,743	168,300

Avg. Lease Rate

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	-	-	$16.94/fs	$14.31/fs		$17.50/nnn	$7.00/nnn
2001 4Q	-	$14.50/fs	$16.67/fs	$15.24/fs		$22.53/nnn	$7.38/nnn
2002 4Q	-	$14.50/fs	$18.19/fs	$14.96/fs		$11.29/nnn	$7.50/nnn
2003 4Q	-	-	$18.23/fs	$13.97/fs		$16.15/nnn	$10.94/nnn
2004 4Q	-	-	$10.85/fs	$13.27/fs		$16.27/nnn	$10.57/nnn
2005 4Q	-	-	$11.73/fs	$12.16/fs		$16.92/nnn	$8.33/nnn
2006 4Q	-	-	$11.70/fs	$12.87/fs		$16.79/nnn	$10.56/nnn
2007 4Q	-	$15.50/fs	$19.19/fs	$13.36/fs	$20.11/fs	$19.13/nnn	$11.39/nnn
2008 4Q	$9.00/fs	$14.55/fs	$21.82/fs	$17.04/fs	$20.12/fs	$18.61/nnn	$11.19/nnn
2009 4Q	$11.00/fs	$11.00/fs	$21.57/fs	$16.41/fs	$19.07/fs	$16.75/nnn	$10.42/nnn
2010 4Q	$12.86/fs	$18.46/fs	$20.34/fs	$16.04/fs	$18.53/fs	$16.35/nnn	$10.23/nnn
2011 4Q	$11.00/fs	$14.29/fs	$19.71/fs	$15.07/fs	$18.21/fs	$16.05/nnn	$10.29/nnn

Source: Co-Star

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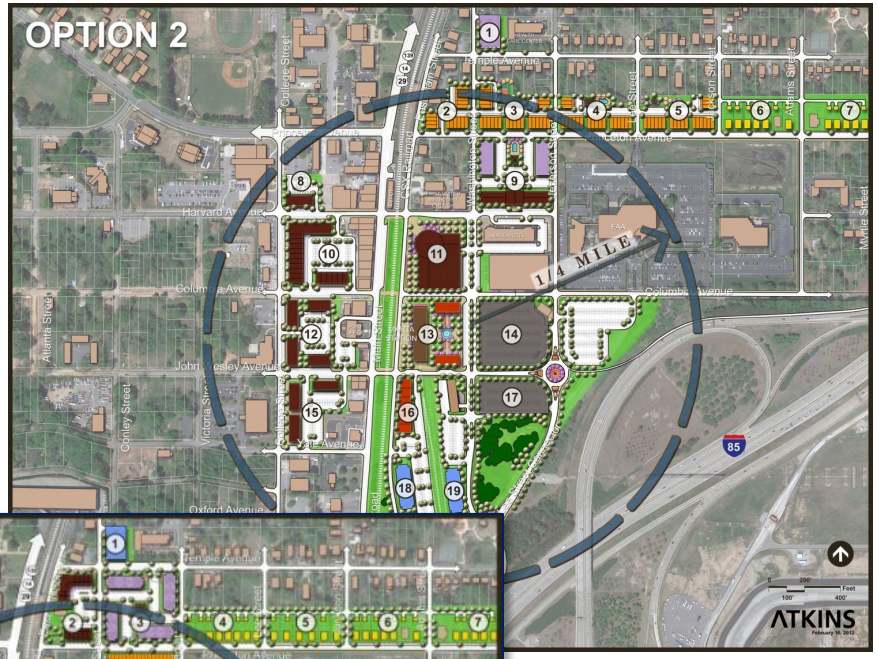
Plan Alternatives



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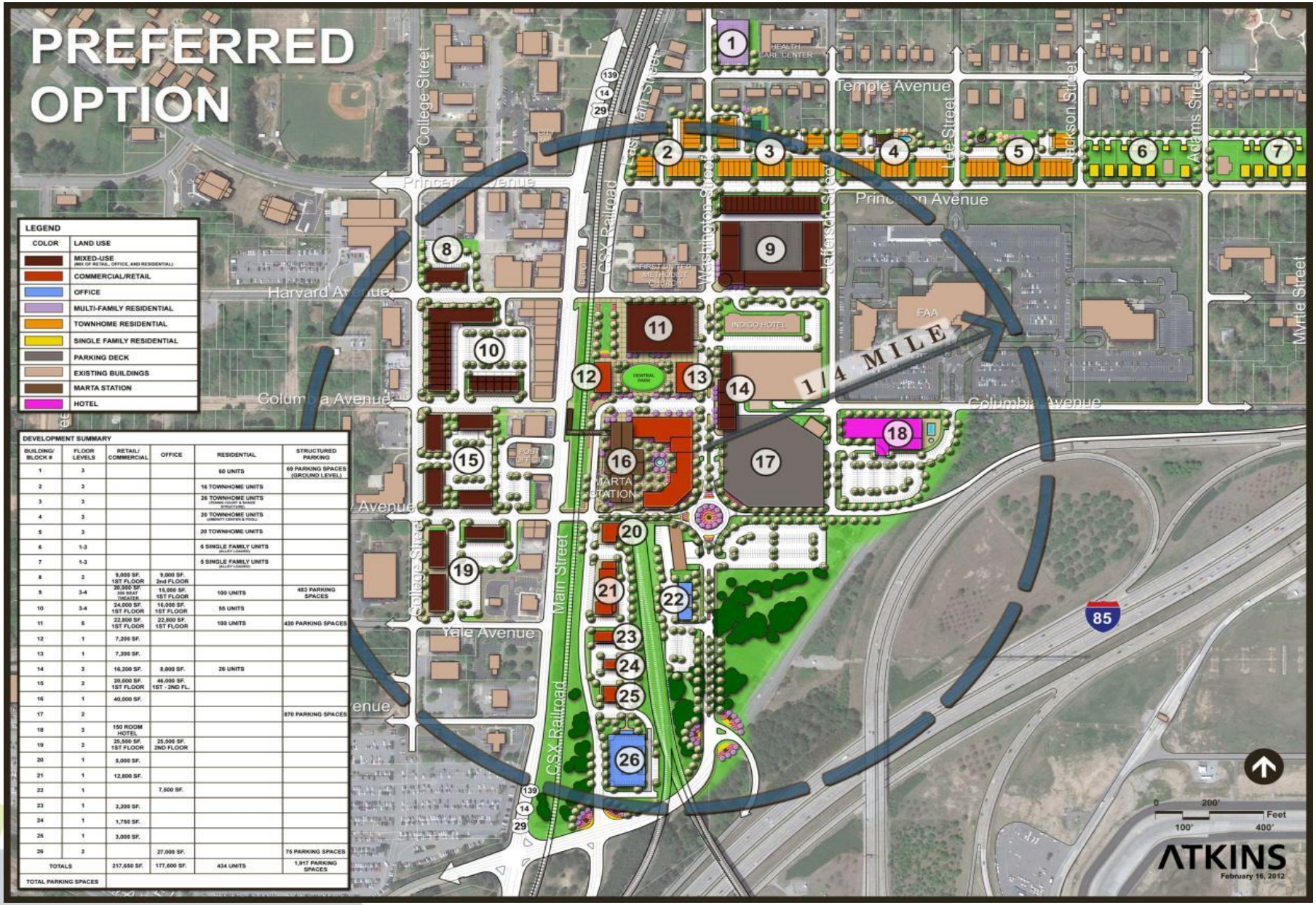
Preferred Alternative



DEVELOPMENT SUMMARY

BUILDING/ BLOCK #	FLOOR LEVELS	RETAIL/ COMMERCIAL	OFFICE	RESIDENTIAL	STRUCTURED PARKING
1	3			60 UNITS	69 PARKING SPACES (GROUND LEVEL)
2	3			16 TOWNHOME UNITS	
3	3			26 TOWNHOME UNITS (STORAGE GARAGE & SHARED STRUCTURE)	
4	3			20 TOWNHOME UNITS (AMENITY CENTER & POOL)	
5	3			20 TOWNHOME UNITS	
6	1-3			6 SINGLE FAMILY UNITS (ALLEY LOADED)	
7	1-3			5 SINGLE FAMILY UNITS (ALLEY LOADED)	
8	2	9,000 SF. 1ST FLOOR	9,000 SF. 2nd FLOOR		
9	3-4	20,330 SF 300 SEAT THEATER	15,000 SF. 1ST FLOOR	100 UNITS	483 PARKING SPACES
10	3-4	24,000 SF. 1ST FLOOR	16,000 SF. 1ST FLOOR	55 UNITS	
11	5	22,800 SF. 1ST FLOOR	22,800 SF. 1ST FLOOR	100 UNITS	430 PARKING SPACES
12	1	7,200 SF.			
13	1	7,200 SF.			
14	3	16,200 SF.	8,800 SF.	26 UNITS	
15	2	20,000 SF. 1ST FLOOR	46,000 SF. 1ST - 2ND FL.		
16	1	40,000 SF.			
17	2				870 PARKING SPACES
18	3	150 ROOM HOTEL			
19	2	25,500 SF. 1ST FLOOR	25,500 SF. 2ND FLOOR		
20	1	5,000 SF.			
21	1	12,800 SF.			
22	1		7,500 SF.		
23	1	3,200 SF.			
24	1	1,750 SF.			
25	1	3,000 SF.			
26	2		27,000 SF.		75 PARKING SPACES
TOTALS		217,650 SF.	177,600 SF.	434 UNITS	1,917 PARKING SPACES
TOTAL PARKING SPACES					

Keys to Remember about TOD

- Transit does not create demand for new development by itself
- Transit increases property values when it offers better access and connections between housing and jobs
- TOD can include many types of land uses…not just mixed use

Potential Funding Sources

- Grants:
  - Regional
  - State
  - Federal
- Value Capture:
  - **Tax increment**
  - Assessment districts
  - Developer fees
  - Joint development
- Anchor Institutions

Potential Financing Mechanisms

- Bonds:
  - Revenue bonds
- Special Districts:
  - **Tax increment**
  - Assessment districts
- Public Private Partnerships:
  - User fees
  - Guaranteed payments
  - Ground leases

Example of Implementation Strategies

- Have a Clear Plan:
  - Know your real estate market context
  - Calibrate implementing policies to market realities
  - Make strategic public investments
- Identify Infrastructure Components:
  - Key infrastructure systems:
    - Level 1: streets, sidewalks, bike lanes, storm water
    - Level 2: street trees, parks, open space
    - Level 3: affordable housing, community center, day care, health clinics
  - Parking as infrastructure for a district, not project by project
  - Must break each component into meaningful & realistic phases

Implementation Strategies, cont.

- Where's the Money?:
  - Grants available to pay for any planning?
  - Any public assets that can be leveraged (e.g. land)?
  - Potential anchor institutions who can make early investments (e.g. hospitals, universities, other governmental entities)
- Know Financing Options:
  - Use value capture tools when available (e.g. TIF)
    - Don't expect developers to pay for everything
  - Put value capture tools in place early, even if payoff comes later
  - Be willing to charge for things – PARKING

Conclusion

- Successful TOD financing and implementation is about strong strategy, not just more money
- Public sector cannot be passive
- Set implementation priorities and phases based on funding availability and market strengths…not just solving biggest problem
- Look for short term strategies to build long term value
- Partnerships are key to successful implementation

Group Discussion

Design Checklist

Station-Area Development

- ❑ MARTA Station
- ❑ Vehicular Circulation
- ❑ Pedestrian Connectivity
- ❑ Mix of uses on MARTA site (Office, Retail, Hotel, Public spaces, etc)
- ❑ Density
- ❑ Parking
- ❑ Amenities

Off MARTA Site Development

- ❑ Off site improvements and locations. (Residential, Retail, Office)
- ❑ Density

Public Realm Improvements

- ❑ Is the There-There

Next Steps

Appendix D - Public Meeting Presentation #4

STEERING COMMITTEE MEETING # 4

TRANSIT ORIENTED DEVELOPMENT (TOD) PLAN AND MARKET FEASIBILITY STUDY

City of College Park

Fulton County, Georgia

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February 28, 2012

Agenda

- Present revised preferred option
  - Master plan changes
  - Revisions to address MARTA meeting comments
  - Massing models
- Group Comments
- Next steps

Project Schedule

phase ONE

INVENTORY AND ASSESSMENT
Completion by November 22, 2012

TASKS:
Establish Steering Committee

Review of Studies and Documents:
- MARTA TOD Guidelines
- LCI Study
- Comprehensive Plan 2005-2025
- Downtown Development Guidelines
- Parking Study
- ARC Transit Survey
- Zoning

Compile Inventory and Assessment:
- Land Use Analysis
- Transportation and Circulation Analysis
- Evaluate Infill opportunities
- Opportunities and Constraints
- Analysis of Airport Restrictions

Conduct Steering Committee Kick-Off Meeting

Complete Inventory and Assessment

phase TWO

CONCEPTUAL MASTER PLAN
Completion by February 24, 2012

TASKS:
Conduct Stakeholder Group Charrette Dec 15

Prepare Concept and Alternatives:
- Land Use and Development
- Transportation and Parking
- Open Space and Pedestrian Circulation
- Infrastructure and Capital Improvements
- Conduct a market study and feasibility analysis
- Analysis of incentives and financing mechanisms

Compile Conceptual Master Plan

Draft Presentation of Conceptual Master Plan to Stakeholder Group Feb 16

phase THREE

IMPLEMENTATION PLAN
Completion by April 30, 2012

TASKS:
Present Draft Plan to Steering Committee

Final Revisions

Prepare Implementation Plan:
- Final Master Plan preparation
- Infrastructure and Capital Funding
- Detailed Action Plan
- Draft Code Language
- Final Report Preparation

Final Presentation

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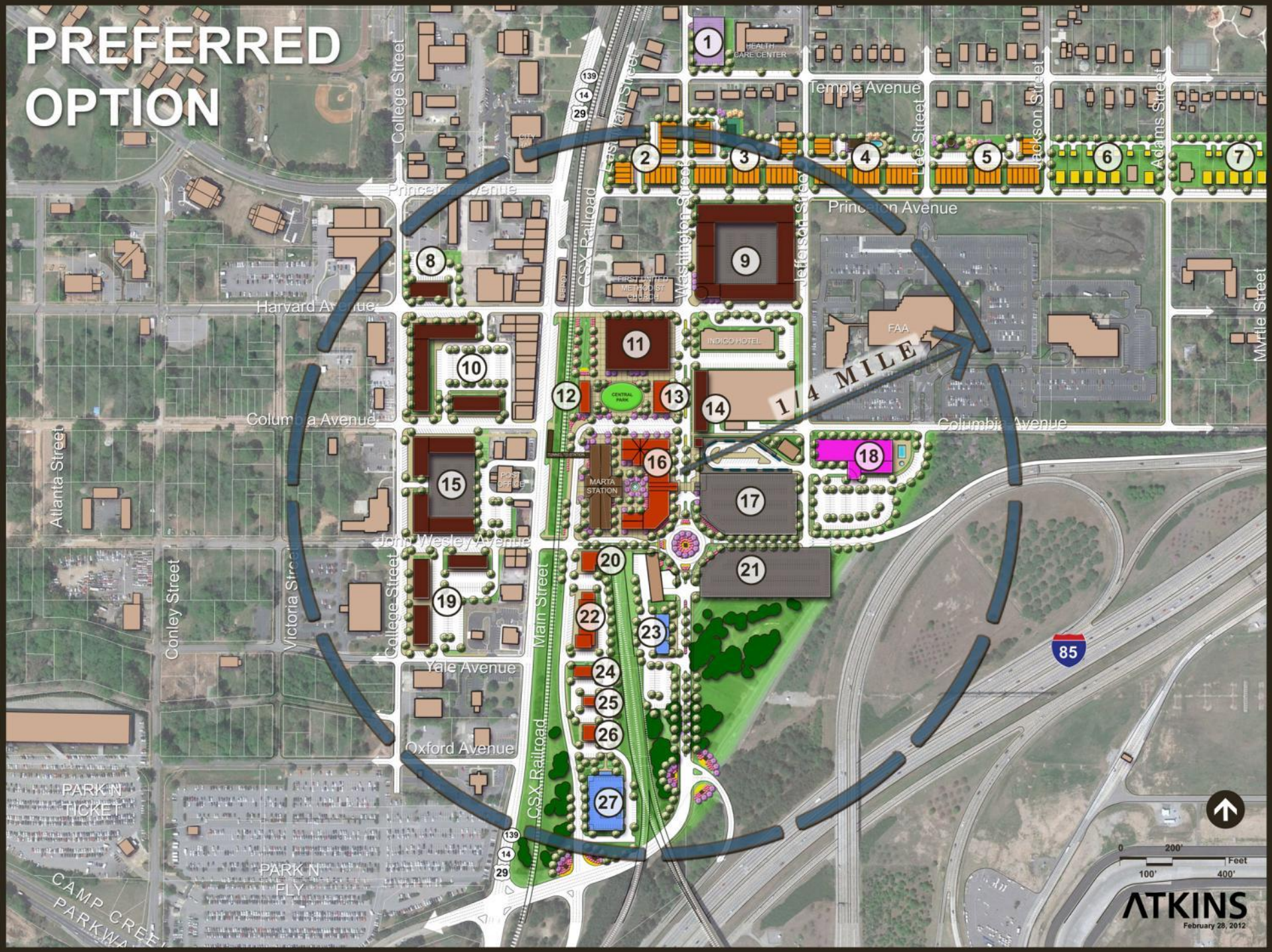
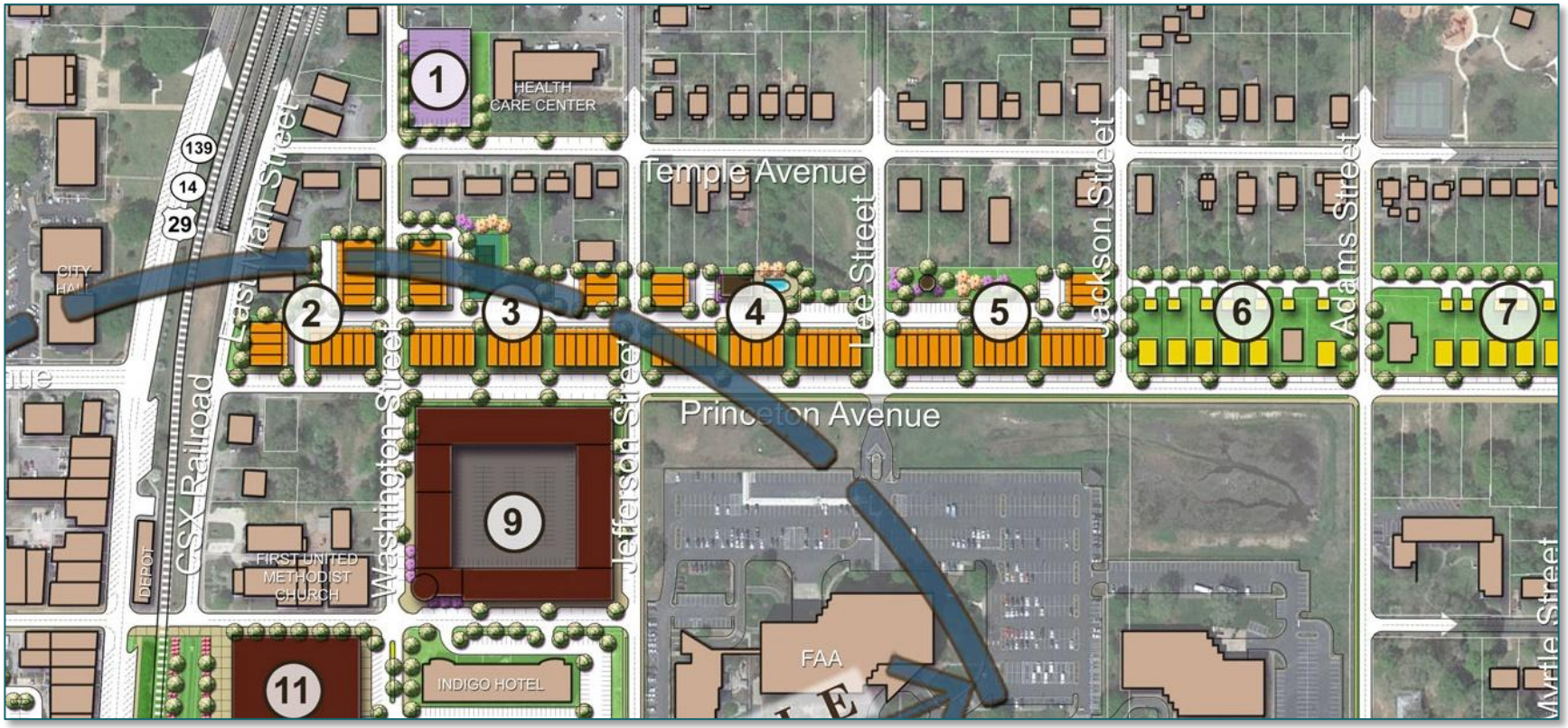
PREFERRED OPTION



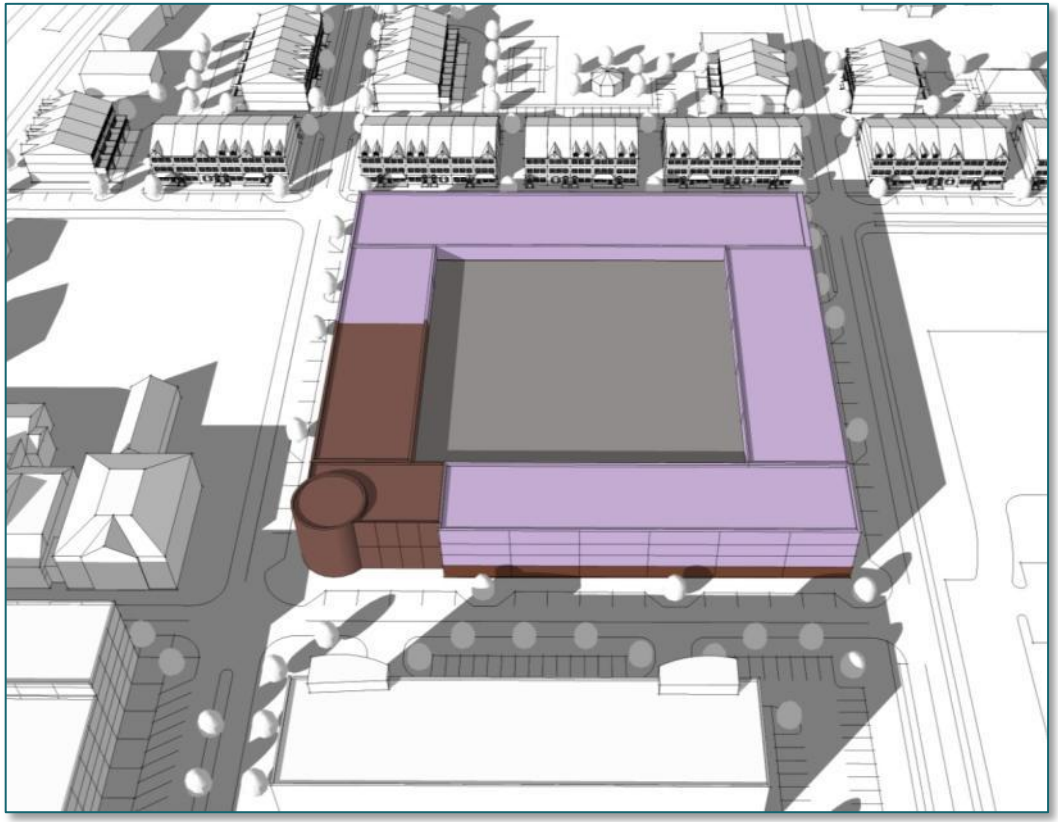
Preferred Option



DEVELOPMENT SUMMARY					
BUILDING/ BLOCK #	FLOOR LEVELS	RETAIL/ COMMERCIAL	OFFICE	RESIDENTIAL	STRUCTURED PARKING
1	3			60 UNITS	69 PARKING SPACES (GROUND LEVEL)
2	3			16 TOWNHOME UNITS	
3	3			26 TOWNHOME UNITS (TENNIS COURT & SHADE STRUCTURE)	
4	3			20 TOWNHOME UNITS (AMENITY CENTER & POOL)	
5	3			20 TOWNHOME UNITS	
6	1-3			6 SINGLE FAMILY UNITS (ALLEY LOADED)	
7	1-3			5 SINGLE FAMILY UNITS (ALLEY LOADED)	
8	2	9,000 SF. 1ST FLOOR	9,000 SF. 2nd FLOOR		
9	3-4	15,800 SF. 200 SEAT THEATER	4,900 SF. 1ST FLOOR	234 UNITS	720 PARKING SPACES

Northern Residential District

Preferred Option - Northern Residential District Block



Added residential to total 234 units
Reduced retail and office
Added parking to total 720 spaces

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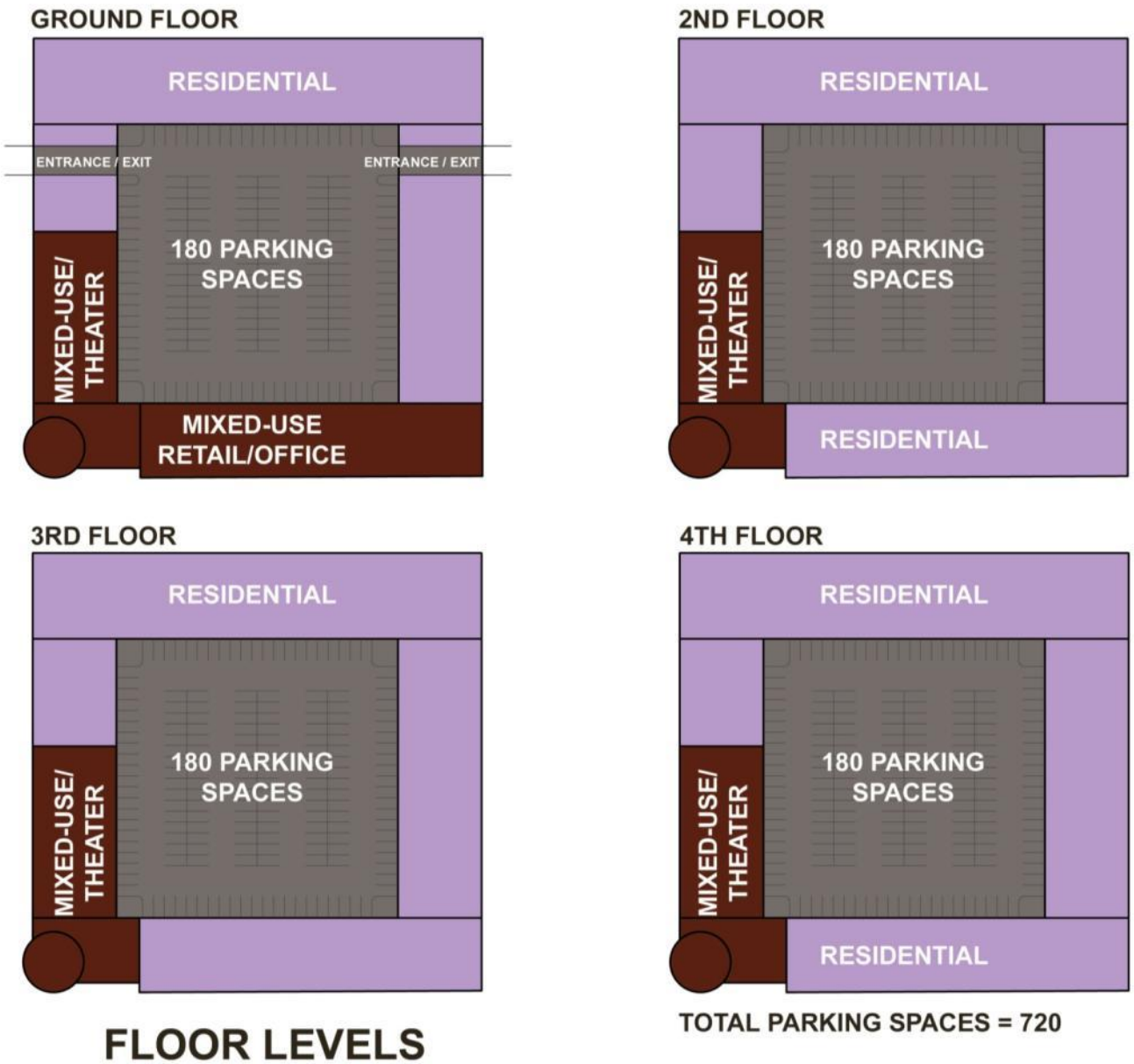
Preferred Option - Northern Residential District Block



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Preferred Option

10	3-4	24,000 SF. 1ST FLOOR	16,000 SF. 1ST FLOOR	55 UNITS	
11	5	18,000 SF. 1ST FLOOR	4,800 SF. 1ST FLOOR	105 UNITS	501 PARKING SPACES
12	1	4,800 SF.			
13	1	7,200 SF.			
14	3	11,500 SF.		26 UNITS	
15	2	40,000 SF. 1ST FLOOR	40,000 SF. 2ND FLOOR		280 PARKING SPACES
16	1	40,000 SF.			
17	3				961 PARKING SPACES
18	3	150 ROOM HOTEL			
19	2	25,500 SF. 1ST FLOOR	25,500 SF. 2ND FLOOR		

Central Station District

20	1	5,000 SF.			
21	3				855 PARKING SPACES
22	1	12,800 SF.			
23	1		7,500 SF.		

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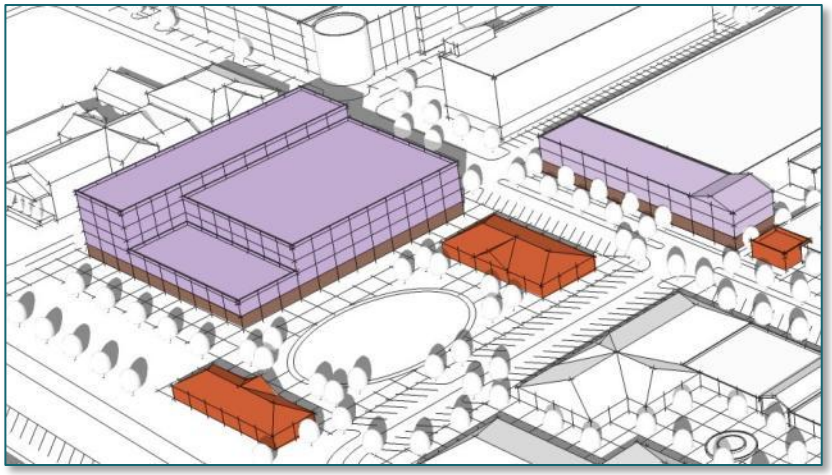
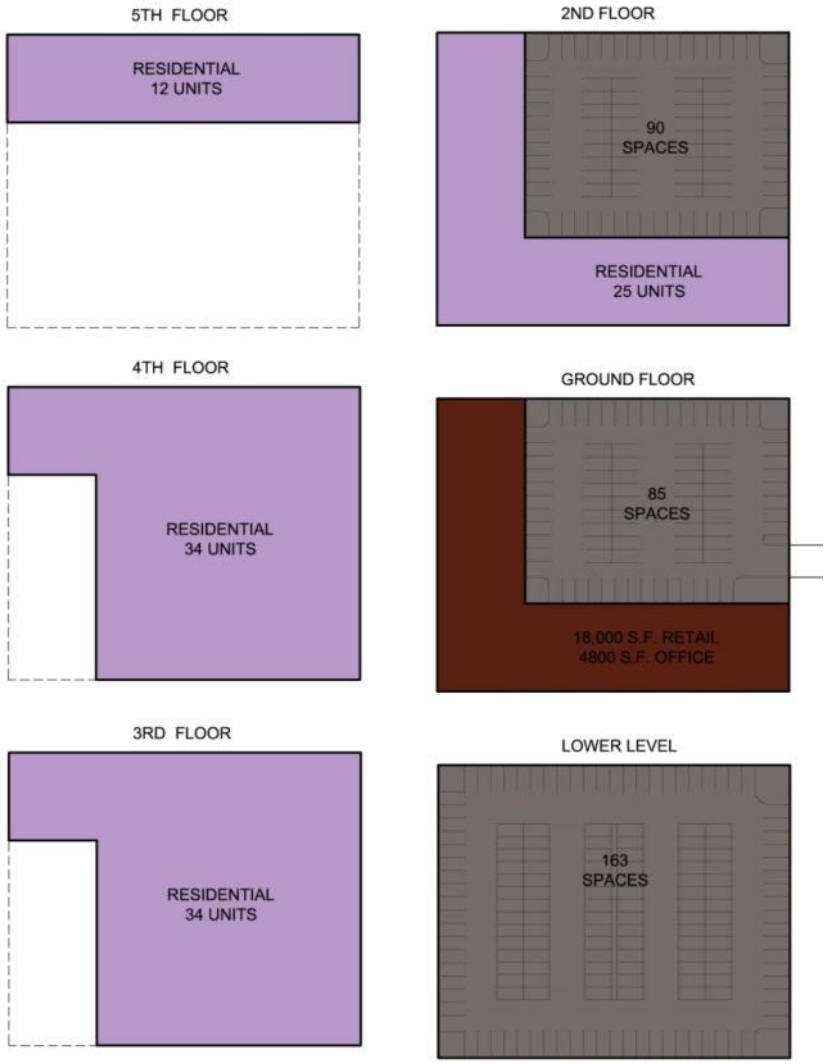
Preferred Option Central Station District Building 11





Building 11 - Increased residential to 105 units

Parking deck – 358 spaces (501 spaces)

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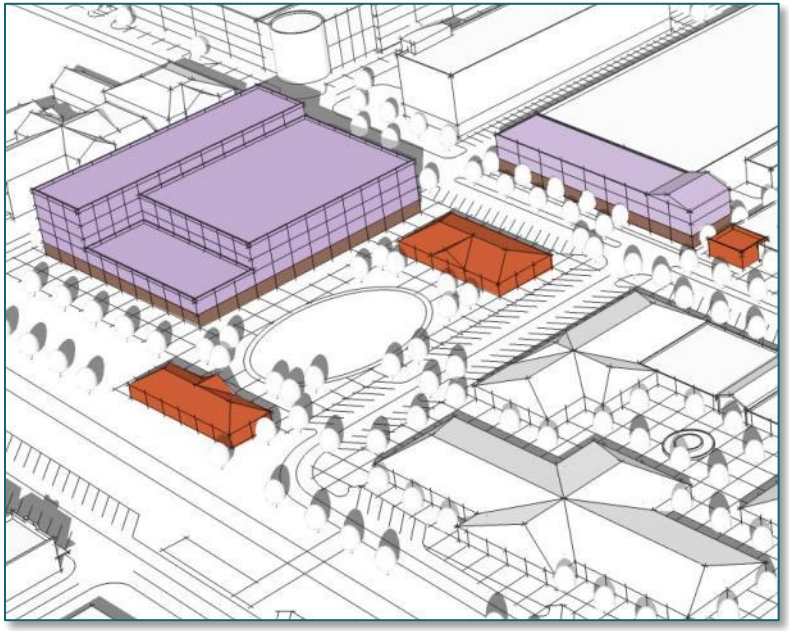
Preferred Option Central Station District 12 & 14



Building 12
Building reduced in size
Building 14
Break for pedestrian link

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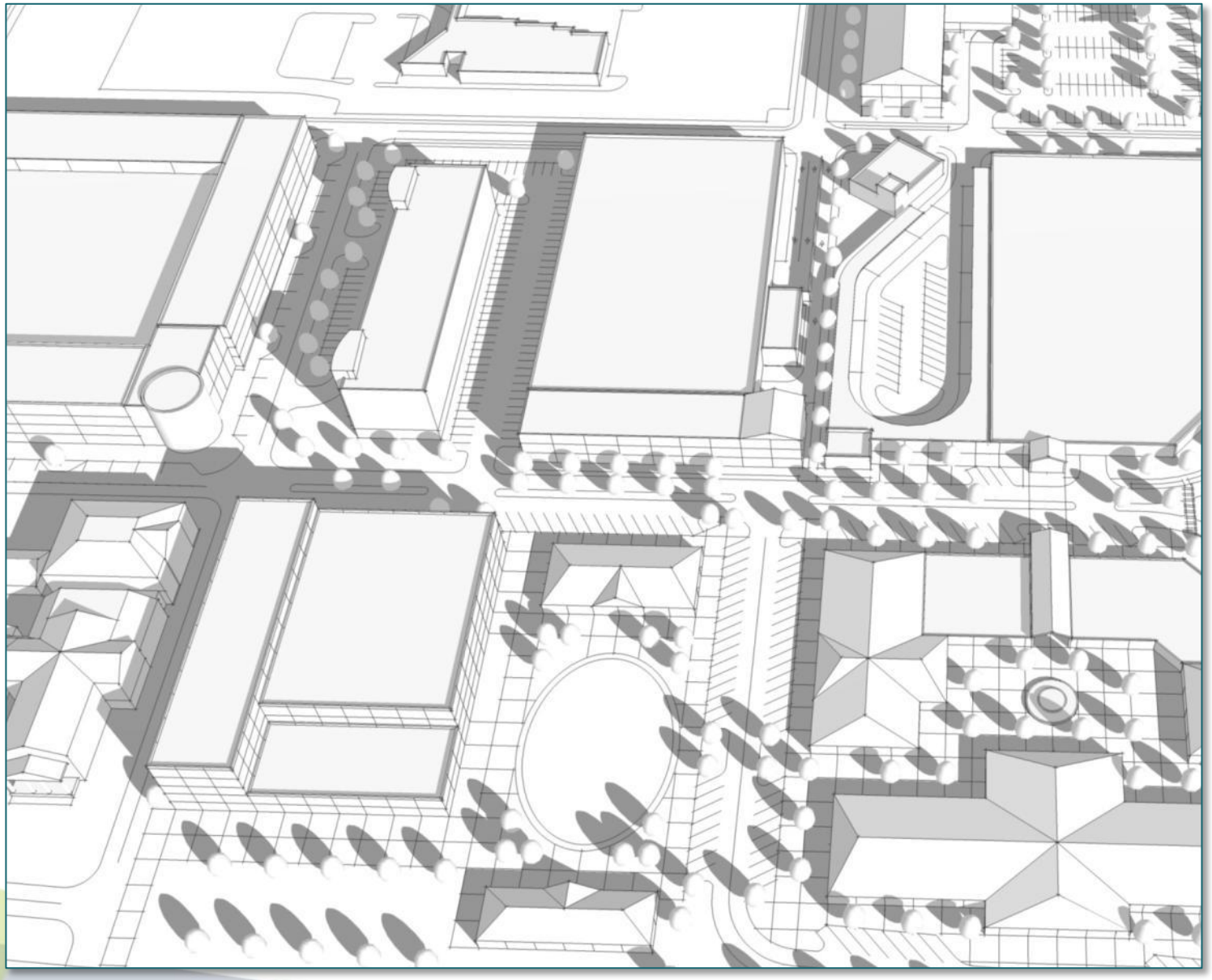
Preferred Option Central Station District



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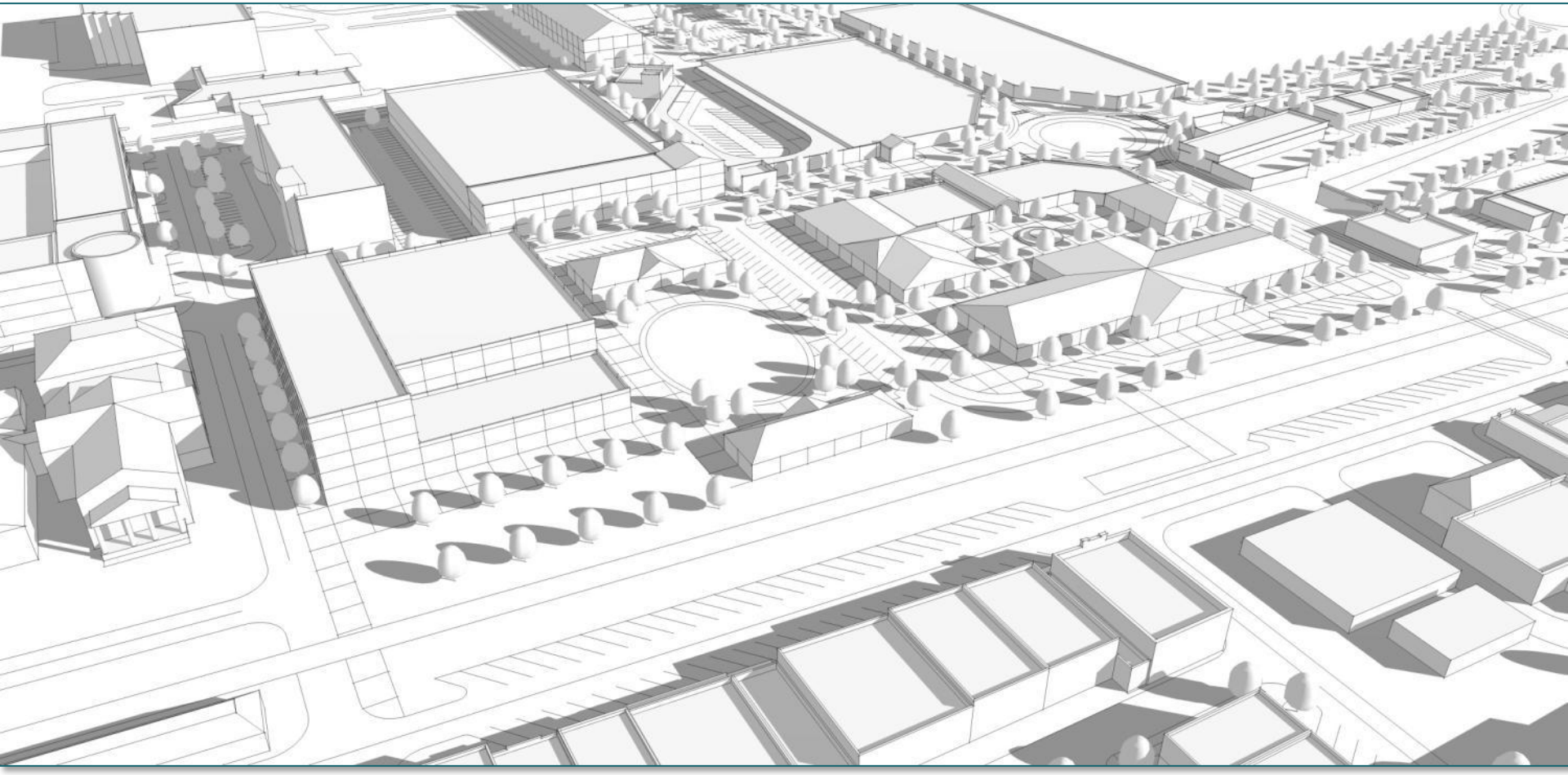
Preferred Option Central Station District



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Preferred Option Central Station District Block 15

Increased office and retail

Added parking deck- 280 spaces, 2-story (420 spaces, 3-story)

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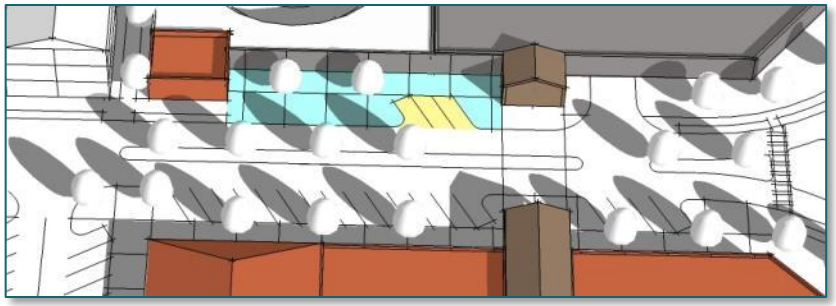
Preferred Option Central Station District Block 16

Building 16
Canopy connection to Deck 17
Added street parking to west side
Added Kiss and Ride to south side



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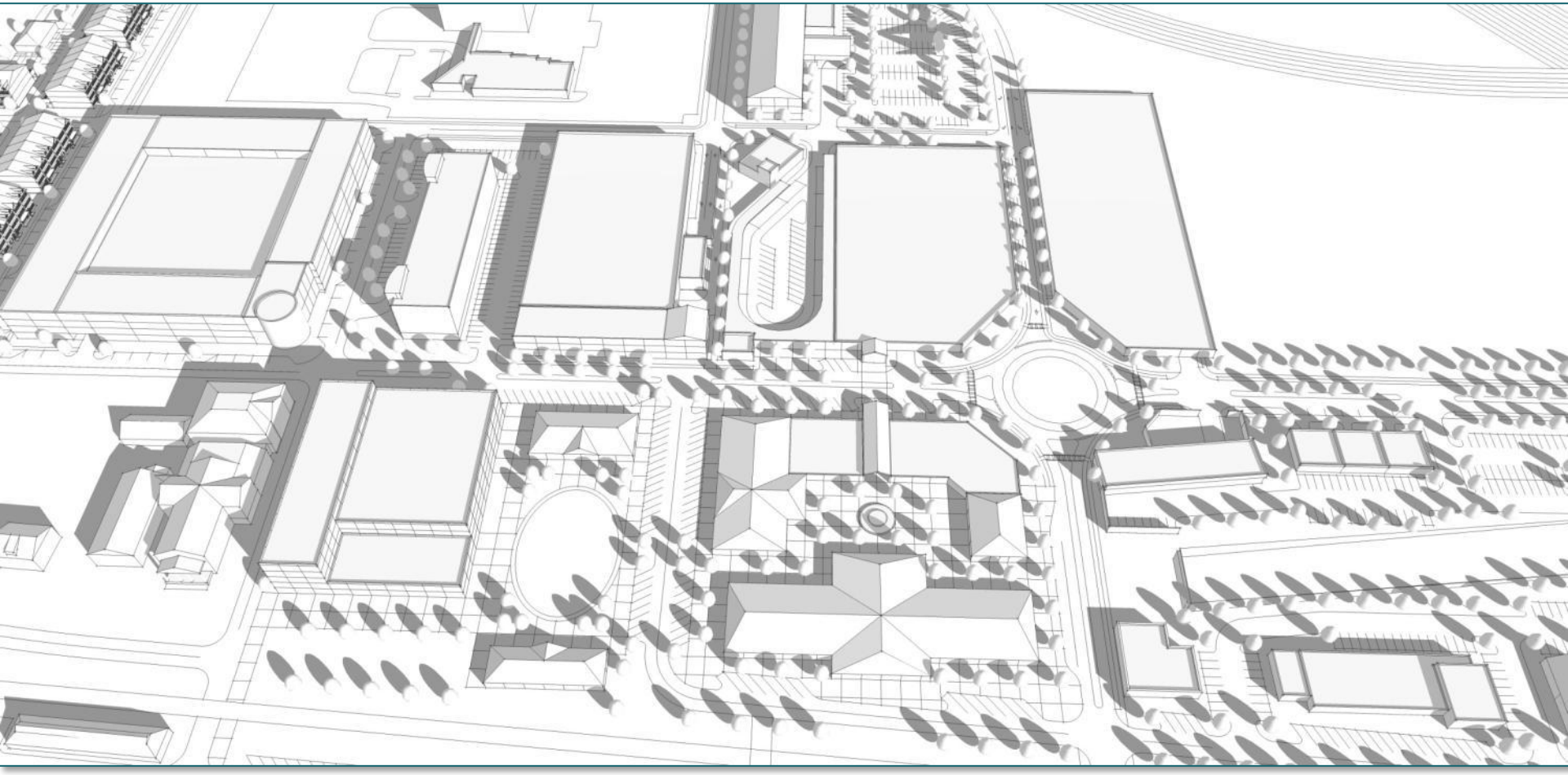
Preferred Option Central Station District



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Preferred Option Central Station District Deck 17 & 21

Deck 17 - 985 Spaces
Deck 21 - 855 Spaces
Total 1840 Spaces

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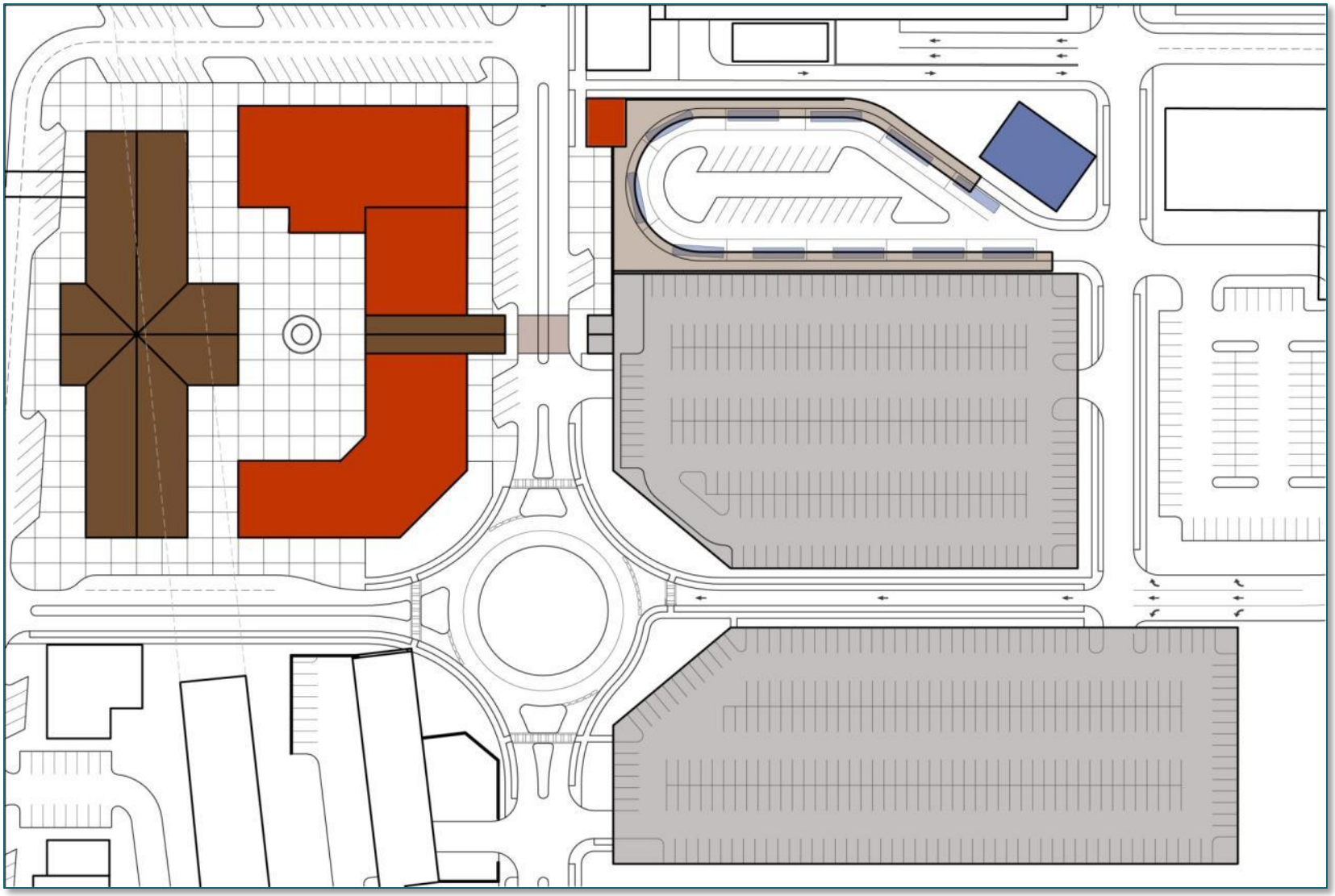
Preferred Option Central Station District



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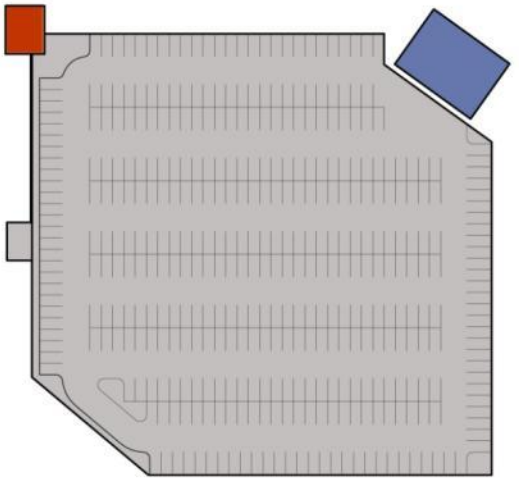
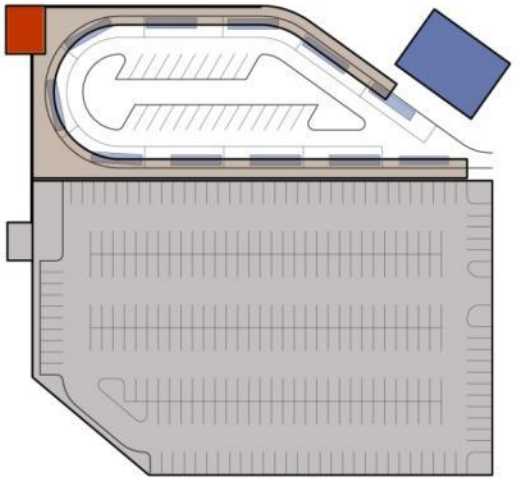
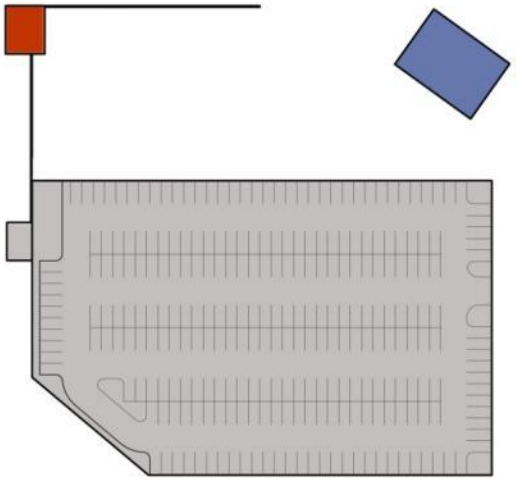
Preferred Option Central Station District - Deck 17



Lower Level
401 Spaces



Ground Level
268 Spaces
11 Bus Spaces
24 Staff Spaces



Upper Level
268 Spaces

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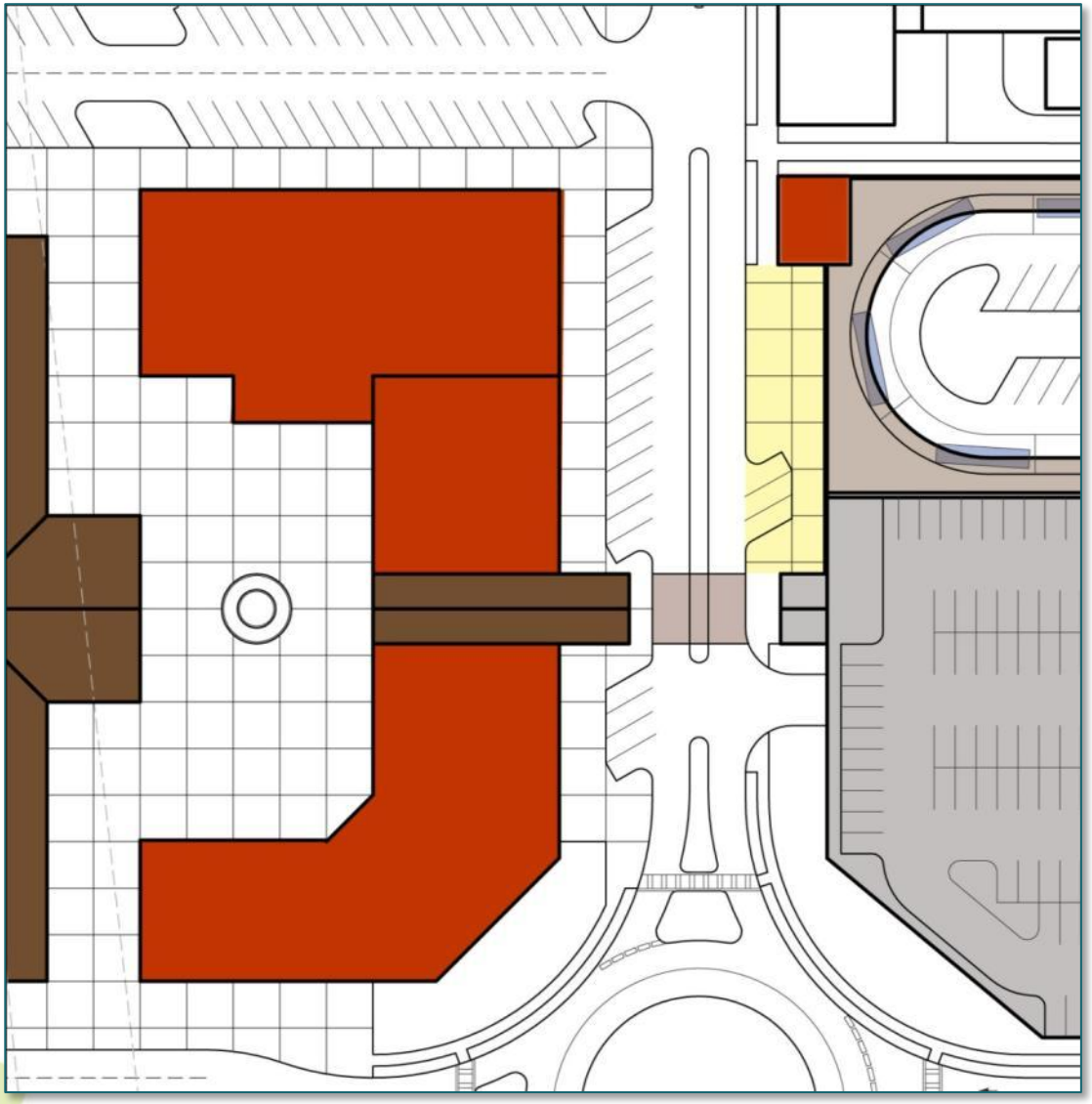
Preferred Option Central Station District



Bike Rental

Zip Car

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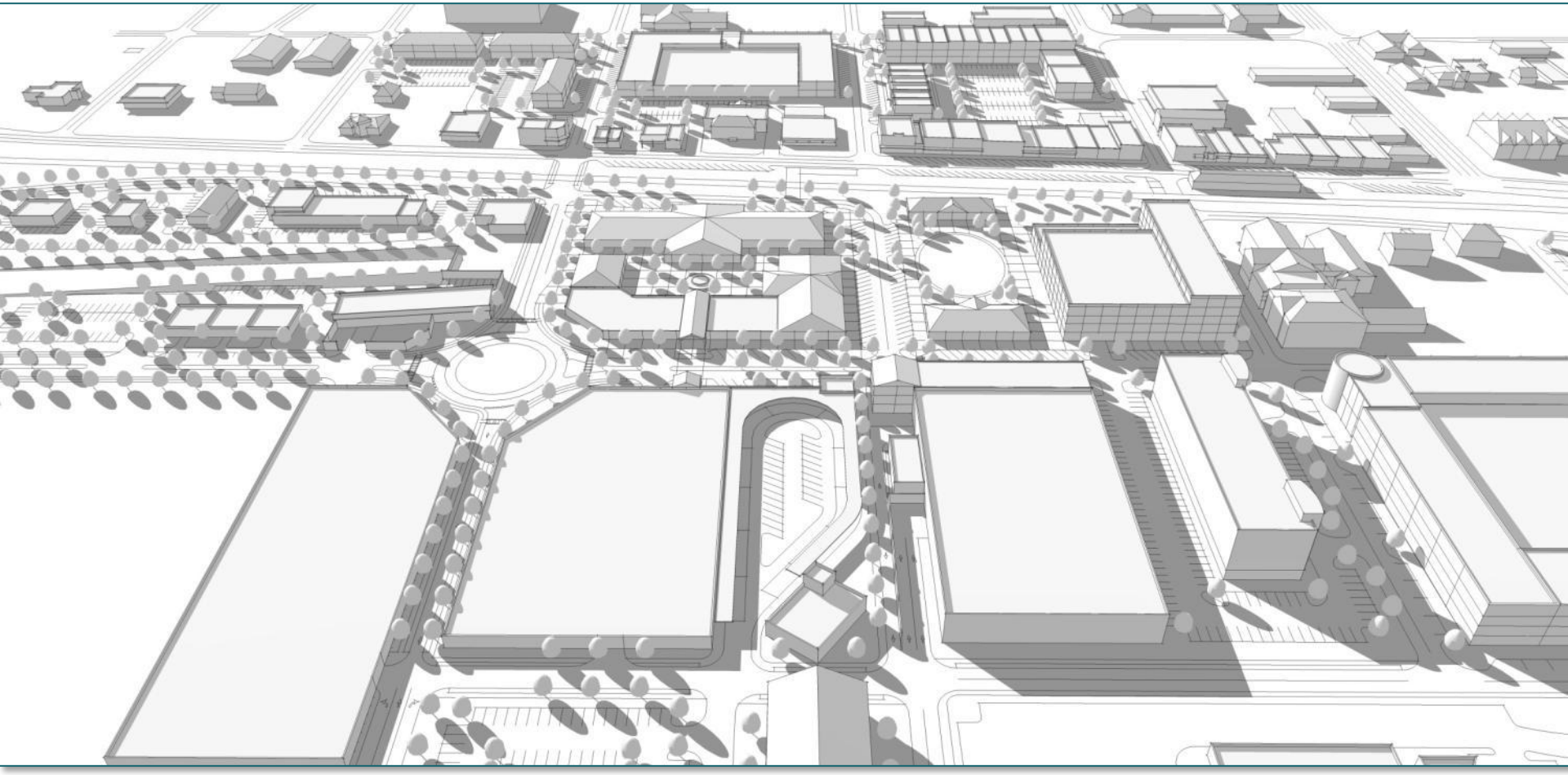
Preferred Option Central Station District Deck



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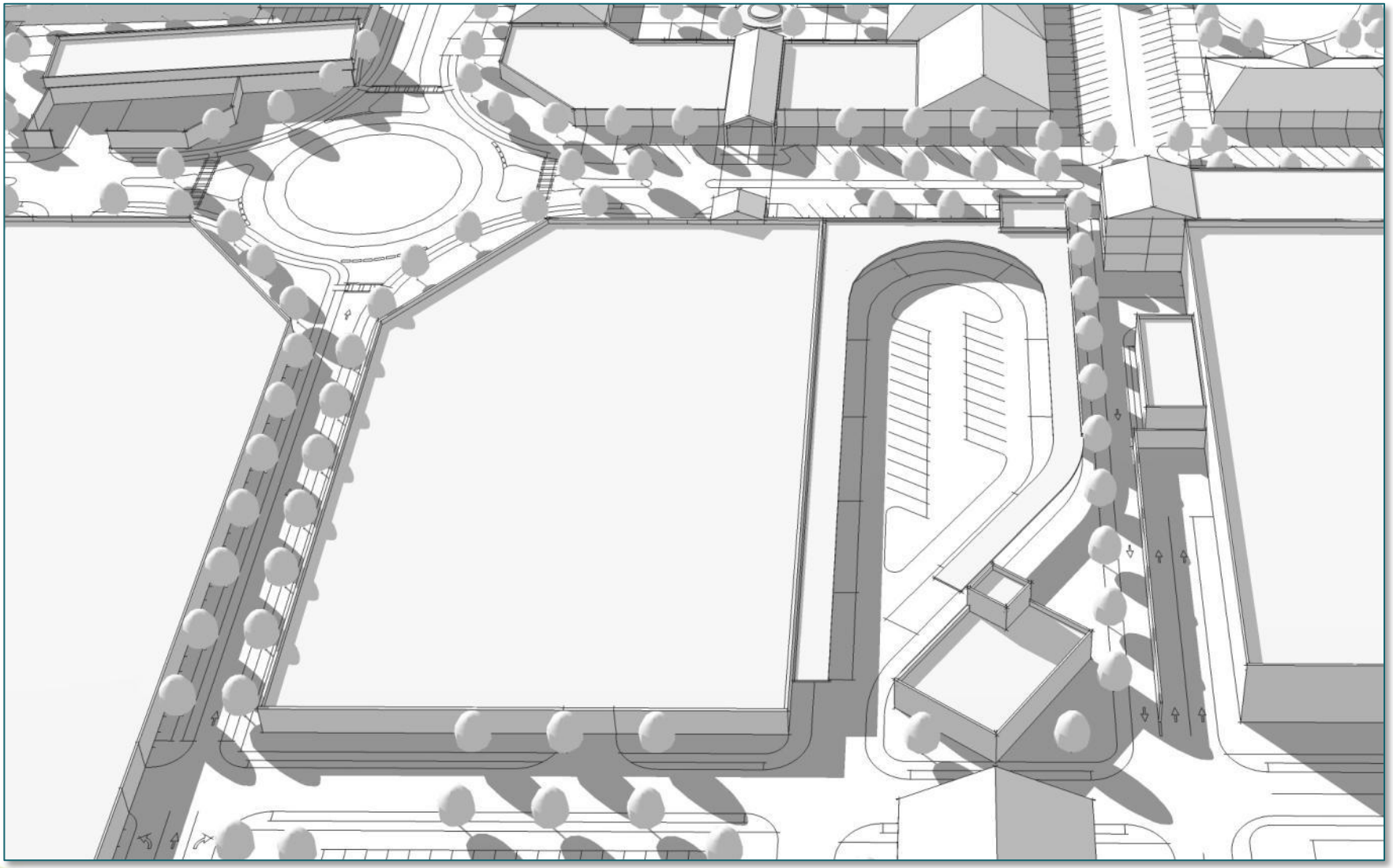
Preferred Option Central Station District



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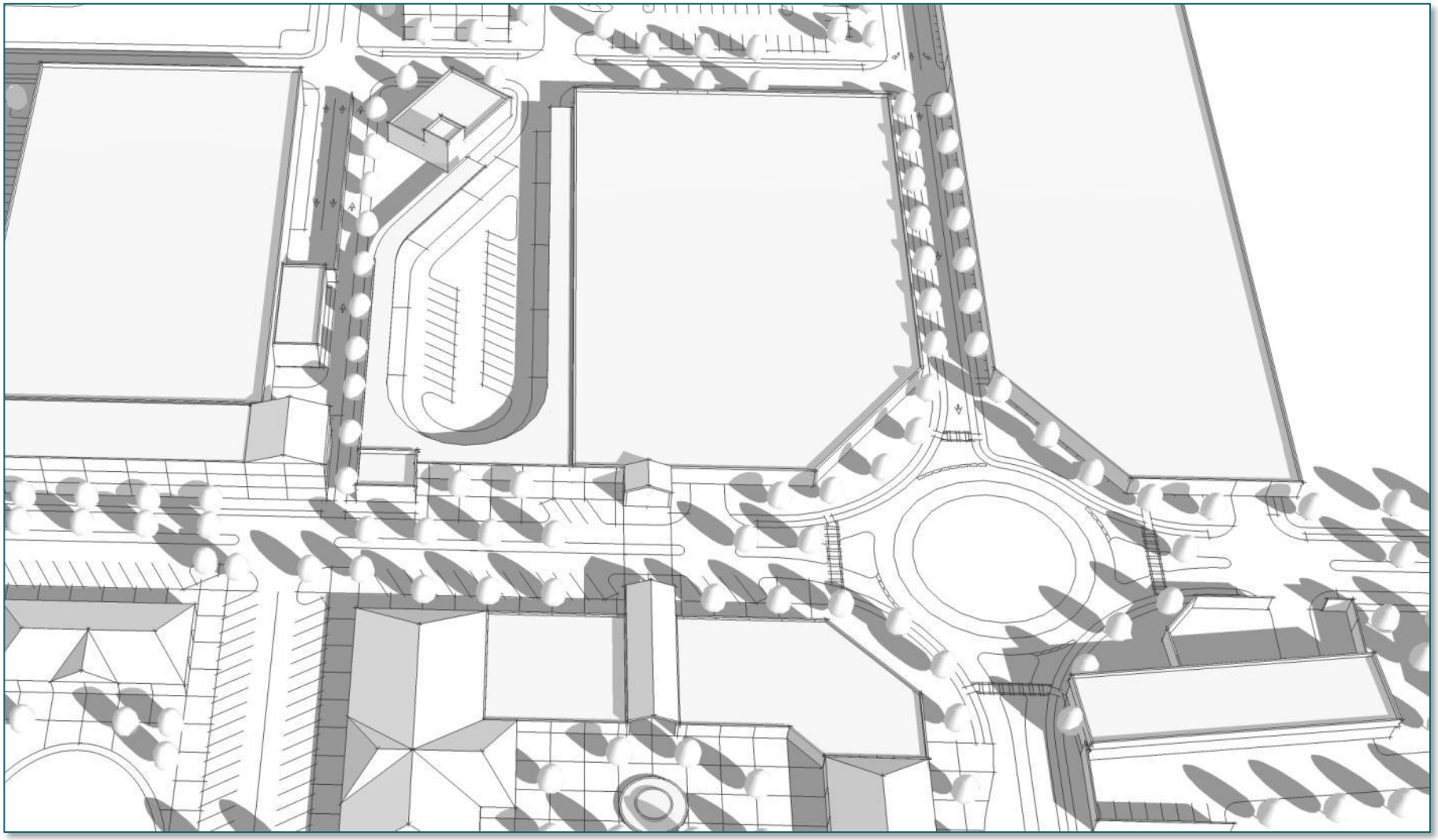
Preferred Option Central Station District



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Preferred Option

19	2	25,500 SF. 1ST FLOOR	25,500 SF. 2ND FLOOR		
20	1	5,000 SF.			
21	3				855 PARKING SPACES
22	1	12,800 SF.			
23	1		7,500 SF.		
24	1	3,200 SF.			
25	1	1,750 SF.			
26	1	3,000 SF.			
27	2		27,000 SF.		75 PARKING SPACES
TOTALS		221,550 SF.	134,700 SF.	573 UNITS	3,461 PARKING SPACES

Southern District

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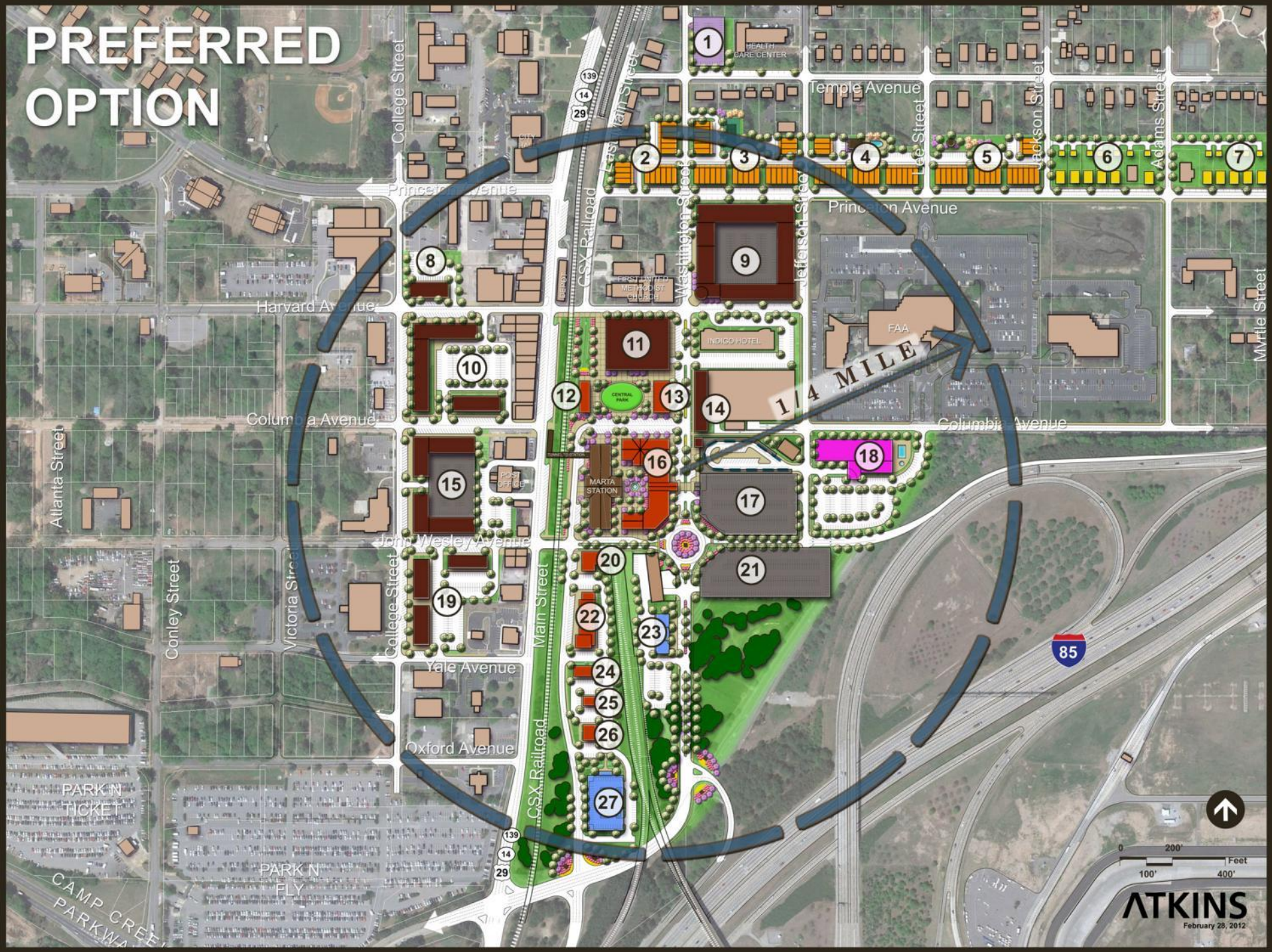
Group Comments

PREFERRED OPTION



Next Steps

Work with City Staff to:

- Finalize Implementation Plan
- Final Master Plan Graphics
- Finalize Detailed Action Plan
- Review and Prepare Draft Code Language
- Final Report Preparation

Final Presentation

Appendix E - Final Presentation

TRANSIT ORIENTED DEVELOPMENT (TOD) PLAN AND MARKET FEASIBILITY STUDY

City of College Park

Fulton County, Georgia

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May 7, 2012

Project Schedule

phase ONE

INVENTORY AND ASSESSMENT
Completion by November 22, 2012

TASKS:
Establish Steering Committee

Review of Studies and Documents:
- MARTA TOD Guidelines
- LCI Study
- Comprehensive Plan 2005-2025
- Downtown Development Guidelines
- Parking Study
- ARC Transit Survey
- Zoning

Compile Inventory and Assessment:
- Land Use Analysis
- Transportation and Circulation Analysis
- Evaluate Infill Opportunities
- Opportunities and Constraints
- Analysis of Airport Restrictions

Conduct Steering Committee Kick-Off Meeting

Complete Inventory and Assessment

phase TWO

CONCEPTUAL MASTER PLAN
Completion by February 24, 2012

TASKS:
Conduct Stakeholder Group Charrette Dec 15

Prepare Concept and Alternatives:
- Land Use and Development
- Transportation and Parking
- Open Space and Pedestrian Circulation
- Infrastructure and Capital Improvements
- Conduct a Market Study and Feasibility Analysis
- Analysis of Incentives and Financing Mechanisms

Compile Conceptual Master Plan

Draft Presentation of Conceptual Master Plan to Stakeholder Group Feb 16

phase THREE

IMPLEMENTATION PLAN
Completion by May 30, 2012

TASKS:
Present Draft Plan to Steering Committee

Final Revisions

Prepare Implementation Plan:
- Final Master Plan preparation
- Infrastructure and Capital Funding
- Detailed Action Plan
- Draft Code Language
- Final Report Preparation

Final Presentation

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Public and Staff Meetings

- October 4, 2011 Kick-Off meeting with city staff
- November 3, 2011 Meeting with ARC staff
- November 9, 2011 City tour with project team and city staff
- November 15, 2011 Steering Committee Meeting # 1
- December 5, 2011 Meeting with MARTA staff
- December 15, 2011 Steering Committee Meeting # 2
- February 16, 2012 Steering Committee Meeting # 3
- February 24, 2012 Meeting with MARTA staff
- February 28, 2012 Steering Committee Meeting # 4
- March 8, 2012 City Development Committee Meeting

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Steering Committee Members

Name	Organization/Role
Tom Carpenter	Main Street Association/Developer
Randy Zaic	Resident/Architect
Johnny Easterling	The Wiley Real Estate Group/Broker
Robbie Roberts	Red Door Realty/Broker & Resident
Rod Mullice	Newmark Knight Frank/Broker
Frank Giles	GICC/Parking Manager
Edrick Harris	HJ Russell & Co/Developer
Aaron Daily	Historical Concepts/Architect
Shelley Lamar	HJAIA/Planning
Michael Green	BB&T/Banker
Rusty Slider	Woodward Academy/Vice President for Admissions
Eileen Murphy	CPHNA/Board Member & Resident
Beth Sanders	College Park First United Methodist Church/Pastor
Jeff Green	College Park BIDA/Board Member & Resident
Jon Ritt	College Park BIDA/Board Member & Resident
Connie Johnson	MARTA Senior Development Associate
Ambrose Clay	City of College Park/Council Member
Jason Myrick	SunTrust Bank/Banker & Local Business
Ginger Blackstone	Resident

Staff	
Barbra Coffee	City of College Park/Economic Development
Bill Johnston	City Planner
Erica Rocker	City of College Park/Main Street Manager
William Moore	City of College Park/Engineering

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Meeting Participants

MARTA

Ted Tarantino	Manager, Joint Development
Connie Johnson	Senior Development Associate
John Crocker	Director of Development
Brittany Lavender	Service Planner II
Jolando Crane	Senior Service Planner
Monte Howard	MARTA Bus Operations
John McMath	MARTA Bus and Rail Scheduling
Greg Floyd	Senior Landuse Planner
Ravi Sharma	MARTA Architect
Major N. Easting	MARTA Police Department

City Development Committee Meeting Participants

Oscar Hudson	Building Safety
Terry Anderson	College Park Power
Hugh Richardson	College Park Power
Brian Steele	College Park Fire
Barbra Coffee	Economic Development
Bill Johnston	City Planner
Erica Rocker	Main Street Manager
William Moore	Engineering

Meeting Participants

Bob Ellis	Main Street Board Member, Local Business
Fritz Engelmann	Resident
C. Derda	Resident
Bo Causey	Main Street Board Member Resident
John Aldridge	CPHNA President, Resident
Jean Clay	College Park Woman's Club President, Resident
Betsy Easton	Resident
Sidney Douse	Resident
Quintasha Swanson	Resident
Stuart Gulley	Woodward Academy President, Resident
Monica Williams	HJAIA
Michael D. Martindill	Tim Haahs & Assoc.

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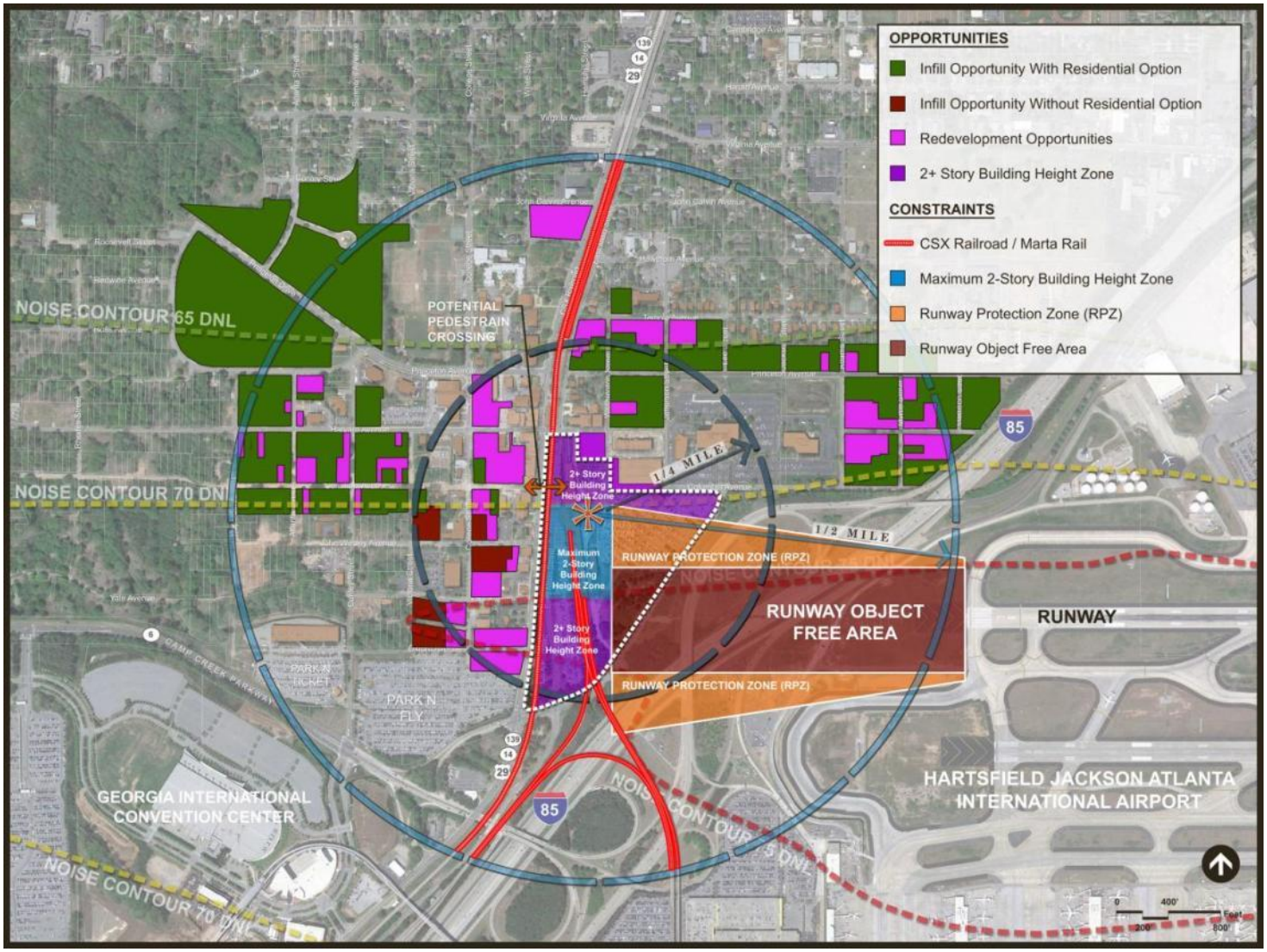
Phase 1- Inventory and Assessment



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PEDESTRAIN CROSSING
Runway P
Runway C
Temple Avenue
Princeton Avenue
Princeton Avenue
Washington Street
Jefferson Street
Lee Street
Jackson Street
Adams Street
Myrtle Street
Madison Street
College Street
Victoria Street
Yale Avenue
Oxford Avenue
East Main Street
CSX Railroad
Columbia Avenue
1/4 MILE
1/2 MILE
2+ Story Building Height Zone
Maximum 2-Story Building Height Zone
2+ Story Building Height Zone
MARTA STATION
RUNWAY PROTECTION ZONE (RPZ)
NOISE CONTOUR 75 DN
RUNWAY OBJECT FREE AREA
RUNWAY PROTECTION ZONE (RPZ)
139

Group Ranking Exercise

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Small Group Charrette

Plan Alternatives

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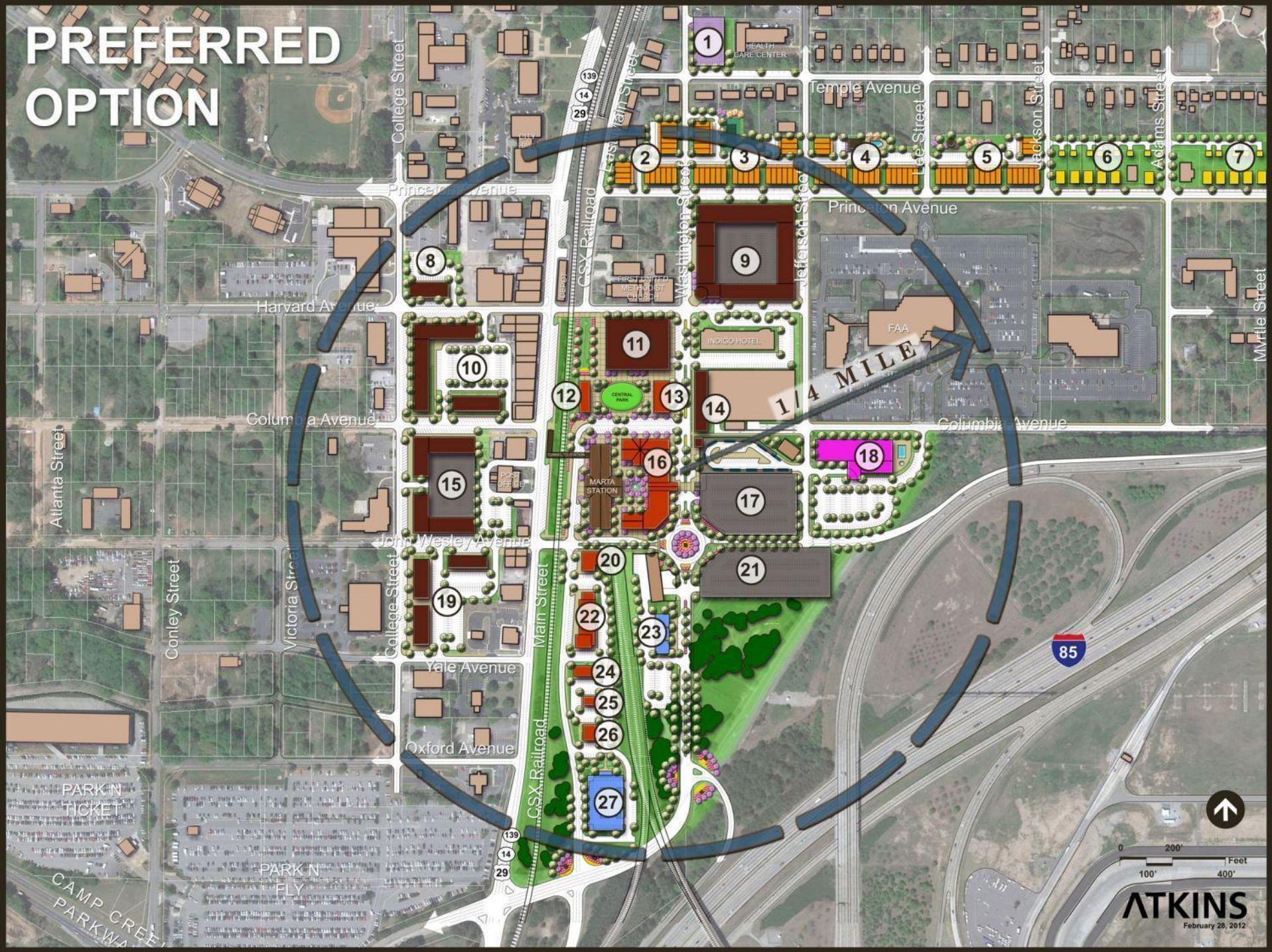
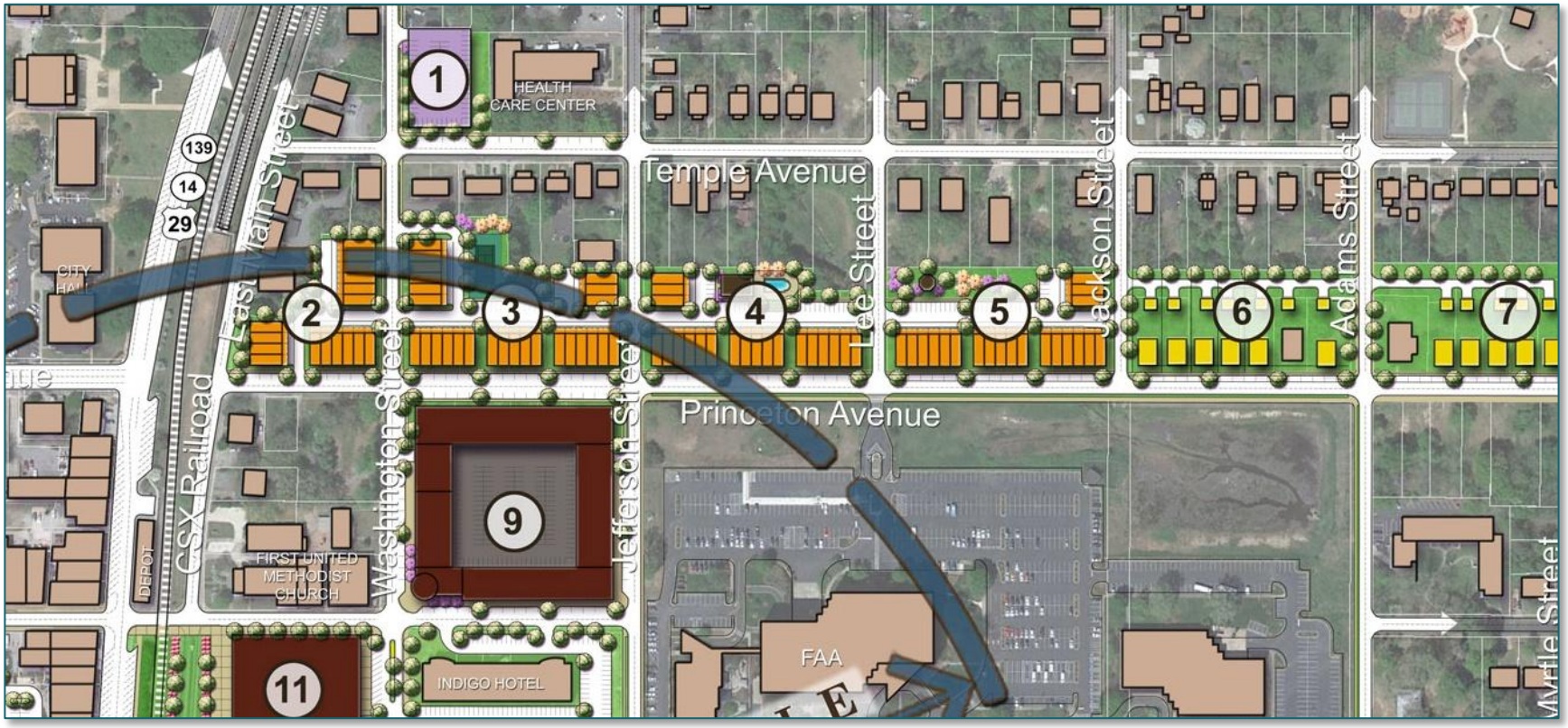
PREFERRED OPTION



Preferred Option



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5	3			20 TOWNHOME UNITS	
6	1-3			6 SINGLE FAMILY UNITS (ALLEY LOADED)	
7	1-3			5 SINGLE FAMILY UNITS (ALLEY LOADED)	
8	2	9,000 SF. 1ST FLOOR	9,000 SF. 2nd FLOOR		
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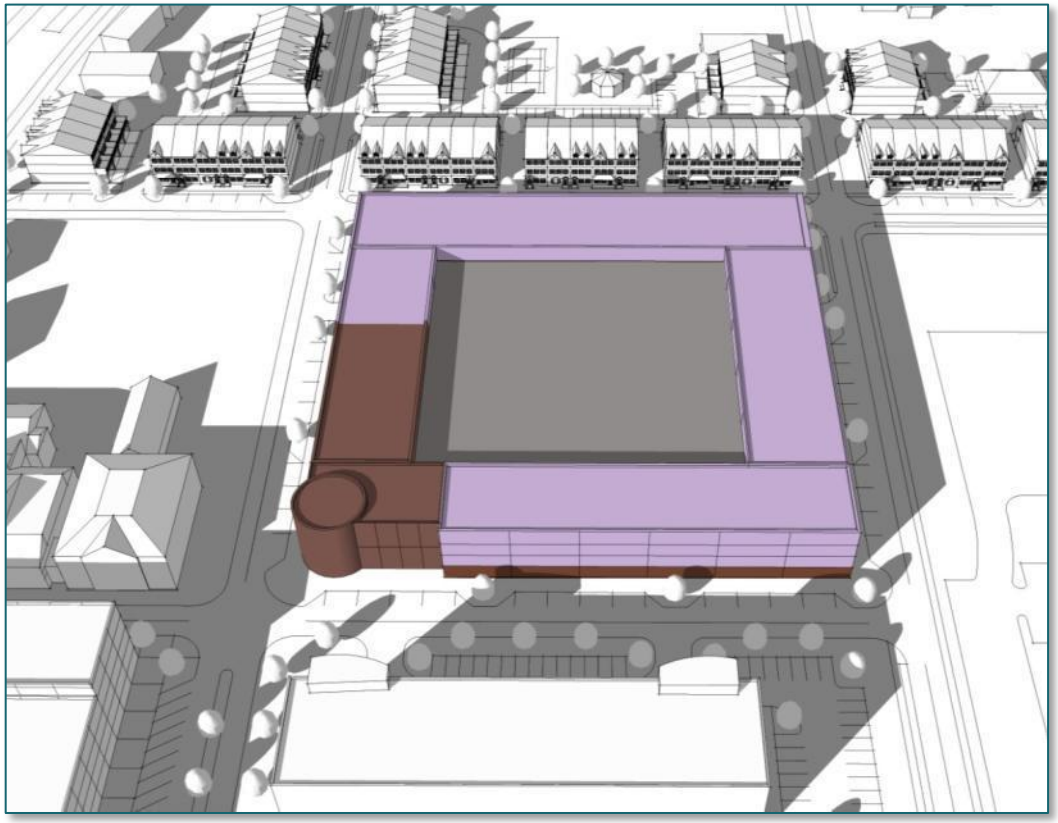
Preferred Option - Northern Residential District Block 9



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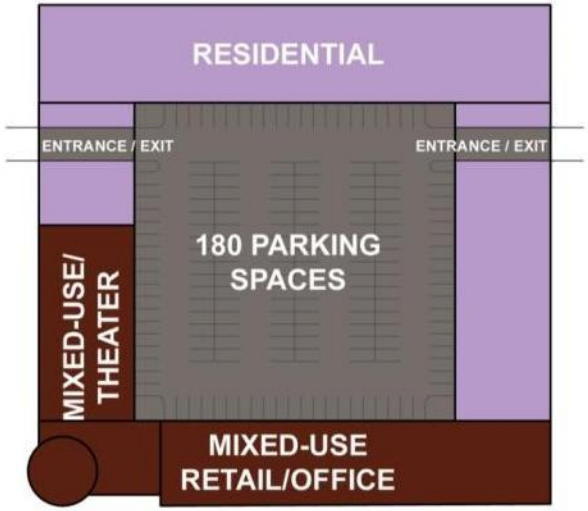
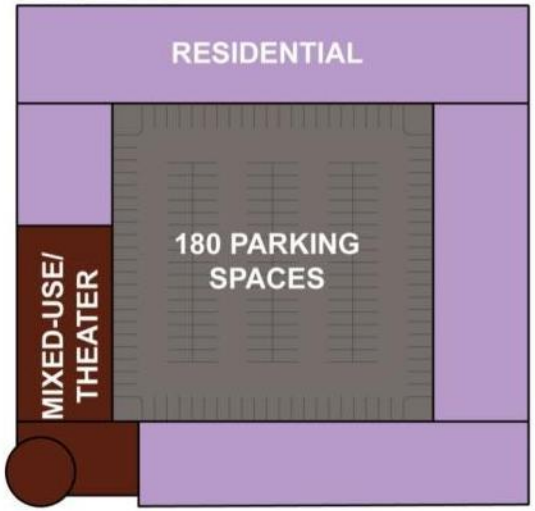
Preferred Option - Northern Residential District Block 9

GROUND FLOOR

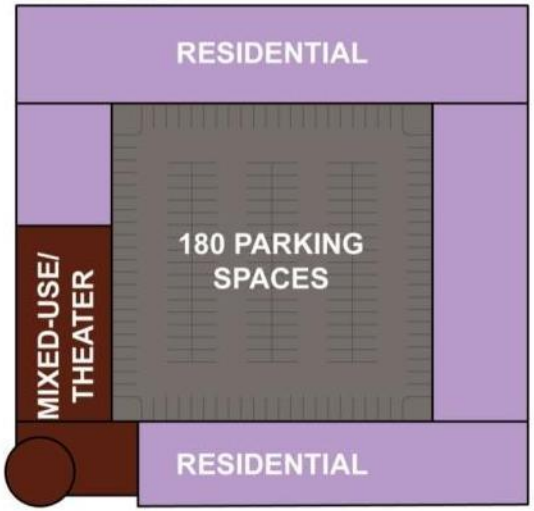


2ND FLOOR

3RD FLOOR



4TH FLOOR



TOTAL PARKING SPACES = 720

FLOOR LEVELS

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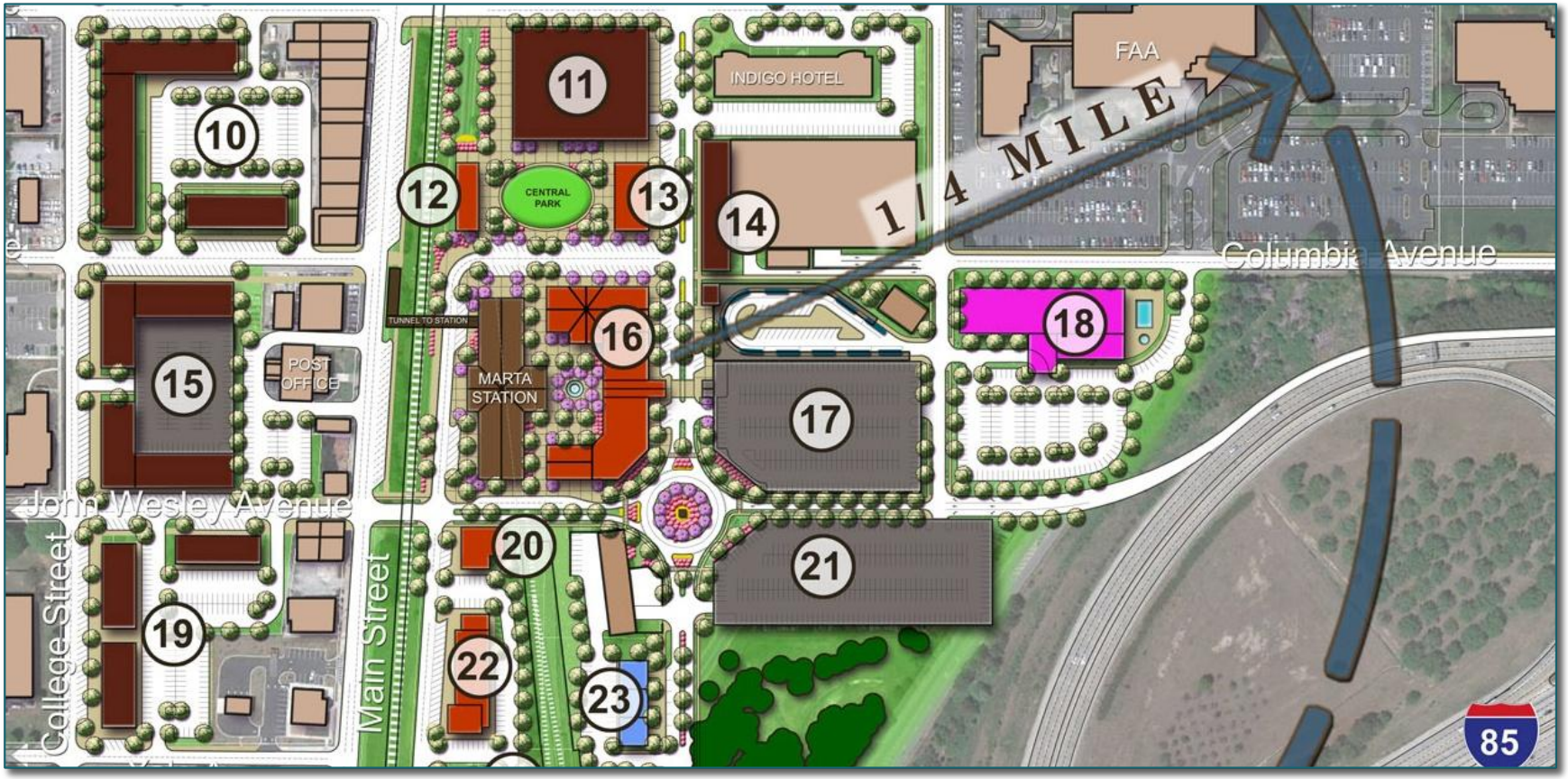
Preferred Option



10	3-4	24,000 SF. 1ST FLOOR	16,000 SF. 1ST FLOOR	55 UNITS	
11	5	18,000 SF. 1ST FLOOR	4,800 SF. 1ST FLOOR	105 UNITS	501 PARKING SPACES
12	1	4,800 SF.			
13	1	7,200 SF.			
14	3	11,500 SF.		26 UNITS	
15	2	40,000 SF. 1ST FLOOR	40,000 SF. 2ND FLOOR		280 PARKING SPACES
16	1	40,000 SF.			
17	3				961 PARKING SPACES
18	3	150 ROOM HOTEL			
19	2	25,500 SF. 1ST FLOOR	25,500 SF. 2ND FLOOR		

Central Station District

20	1	5,000 SF.			
21	3				855 PARKING SPACES
22	1	12,800 SF.			
23	1		7,500 SF.		

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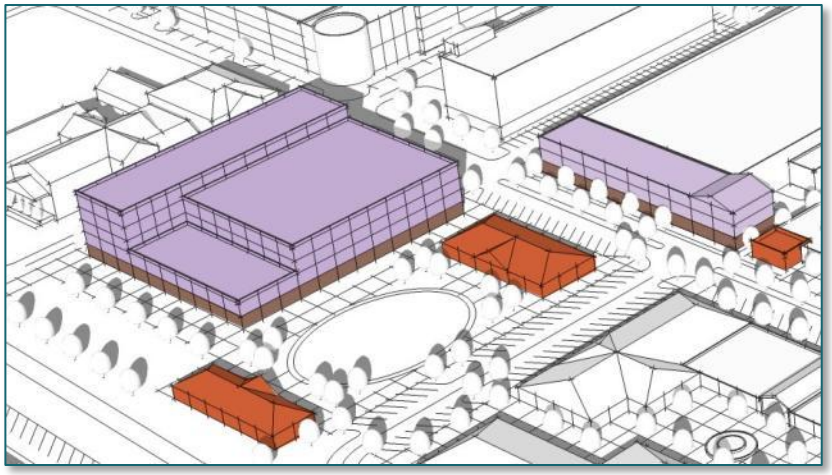
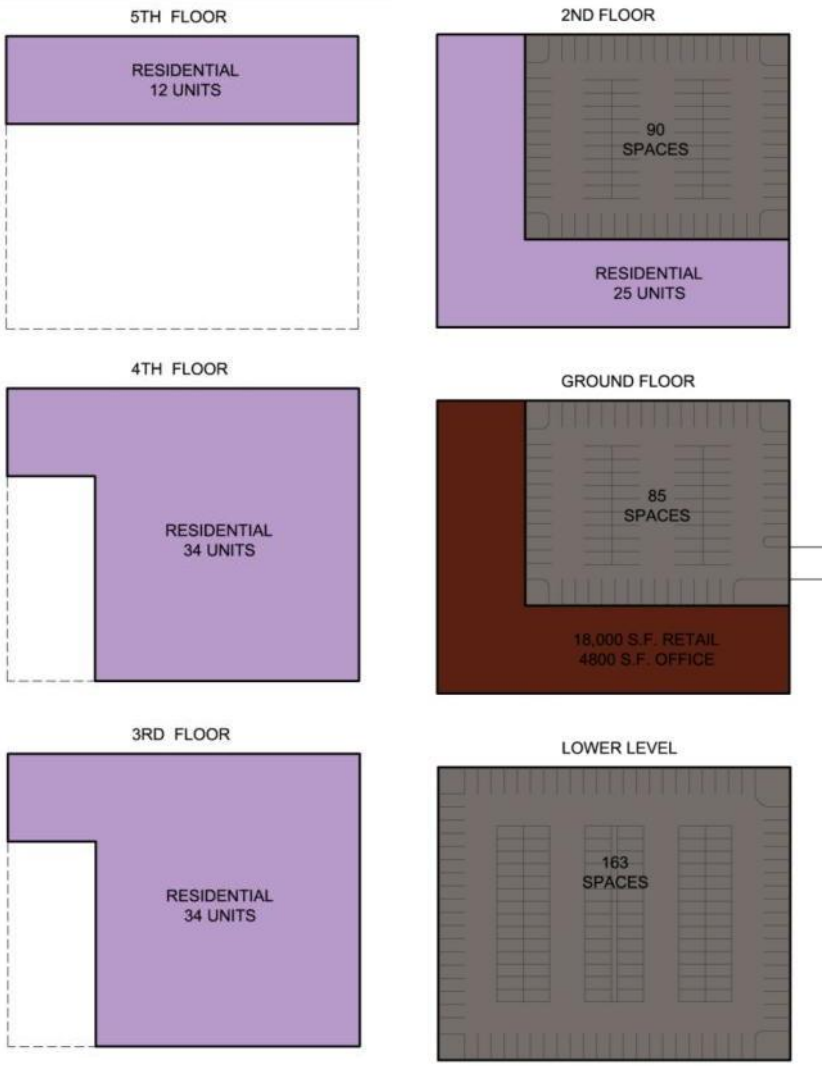
Preferred Option Central Station District Building 11





Building 11 – 105 residential units, 15,000 s.f. commercial, 4,800 s.f. office, and 501 parking spaces

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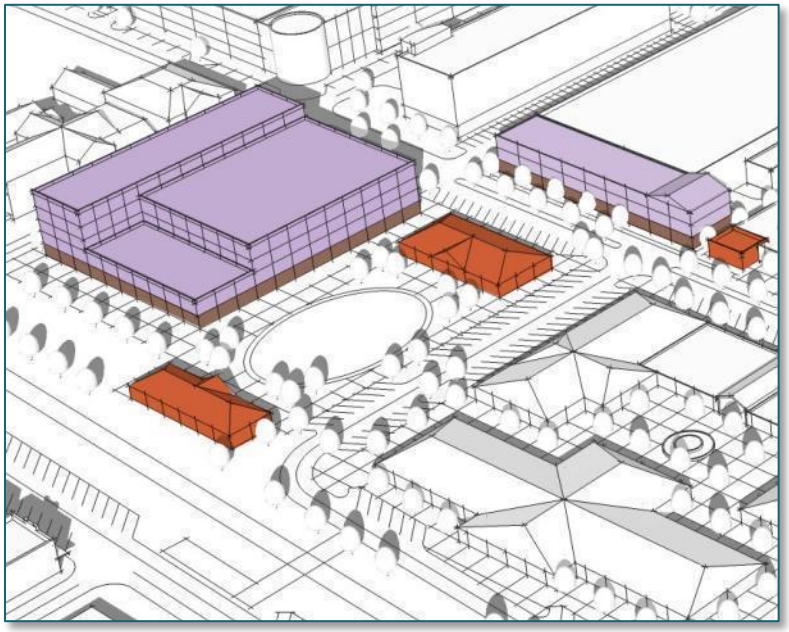
Preferred Option Central Station District 12 & 14



Preferred Option Central Station District

Preferred Option Central Station District Block 15

Parking Deck - 280 spaces, 2-story (420 spaces, 3-story)
Retail - 40,000 s.f.
Office - 40,000 s.f.

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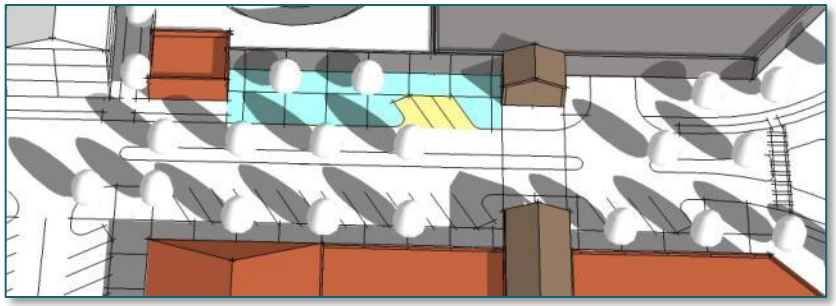
Preferred Option Central Station District Block 16

Marta Station Improvements
Canopy Connection to Deck 17
Bike Rental / Zip Car
Short Term Parking
Kiss and Ride



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Preferred Option Central Station District Deck 17 & 21

Deck 17 - 985 Spaces
Deck 21 - 855 Spaces
Total 1840 Spaces

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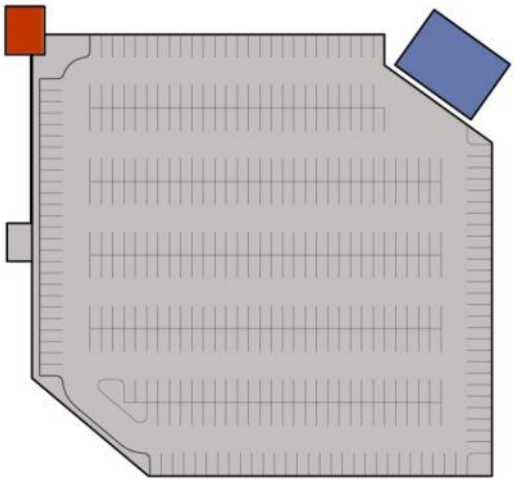
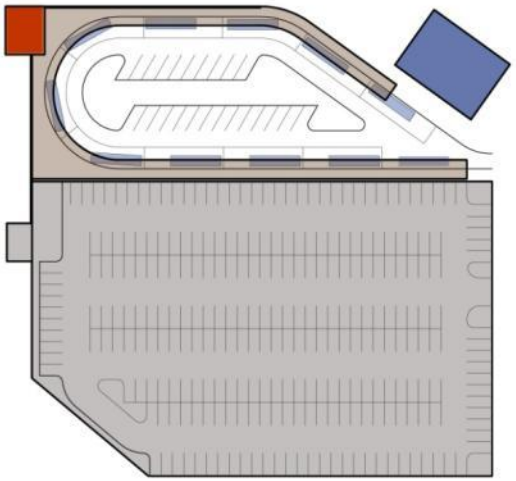
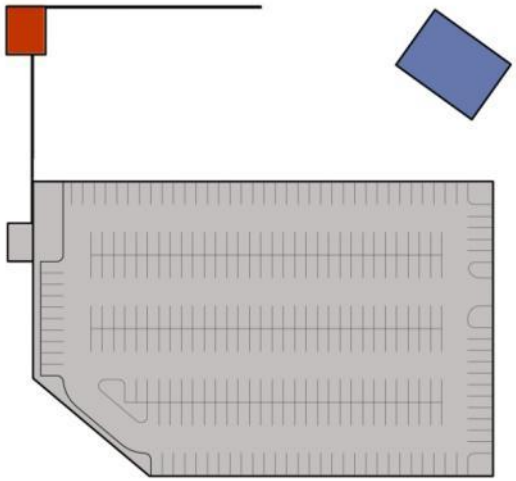
Preferred Option Central Station District - Deck 17



Lower level
401 spaces



Ground level
268 spaces
11 bus spaces
24 staff spaces



Upper level
268 spaces

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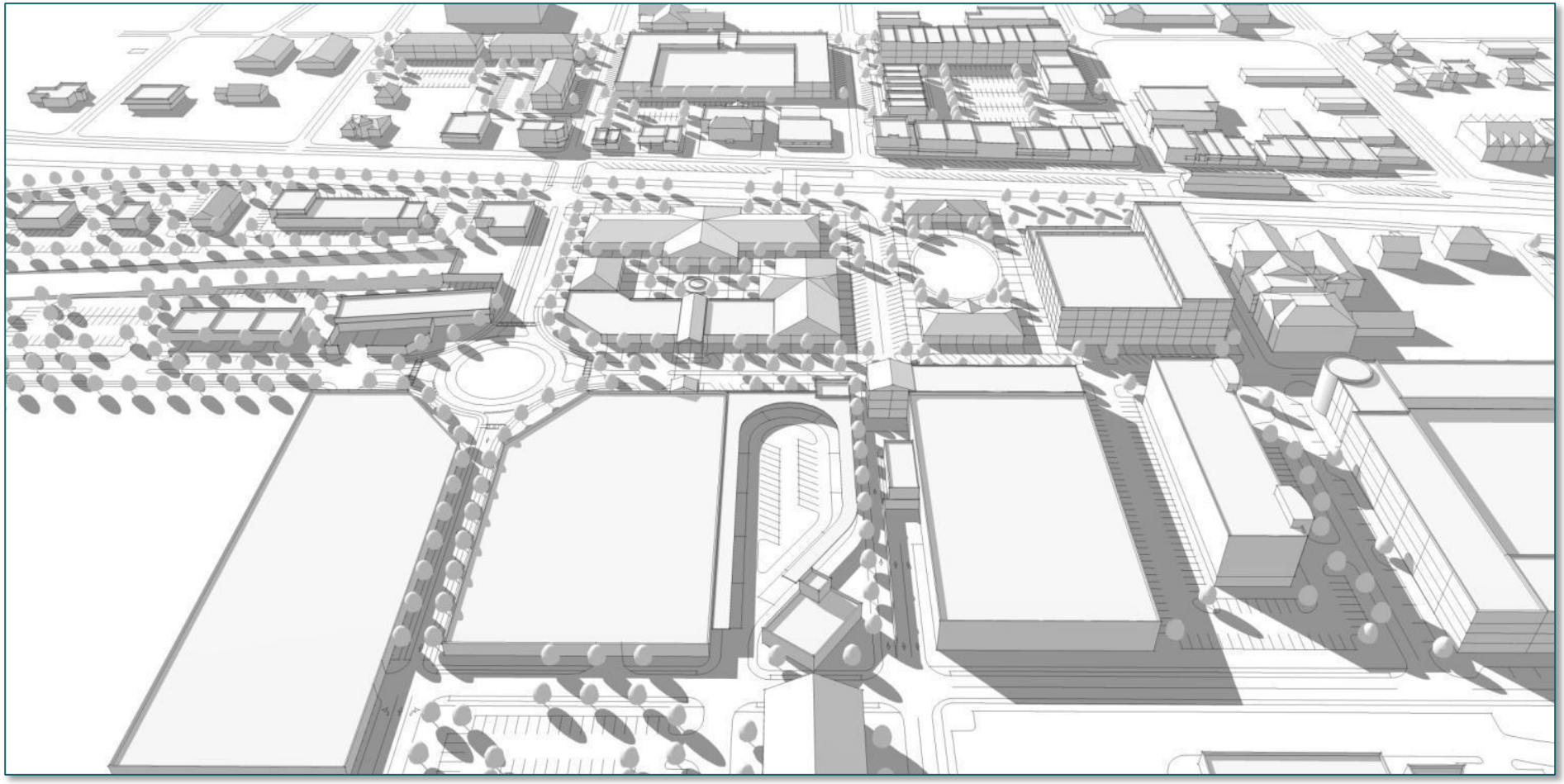
Preferred Option Central Station District Deck



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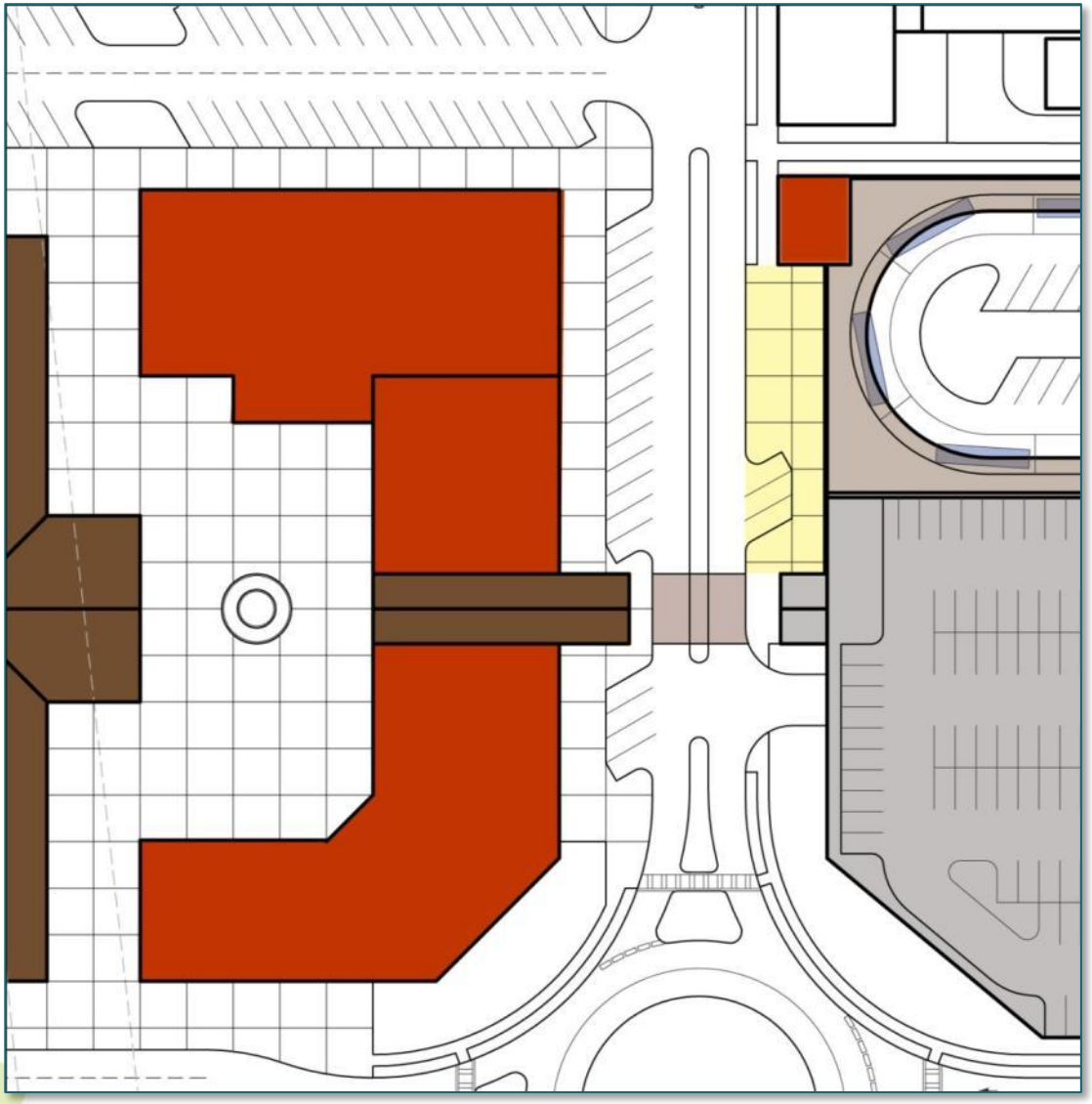
Preferred Option Central Station District



Bike Rental

Zip Car

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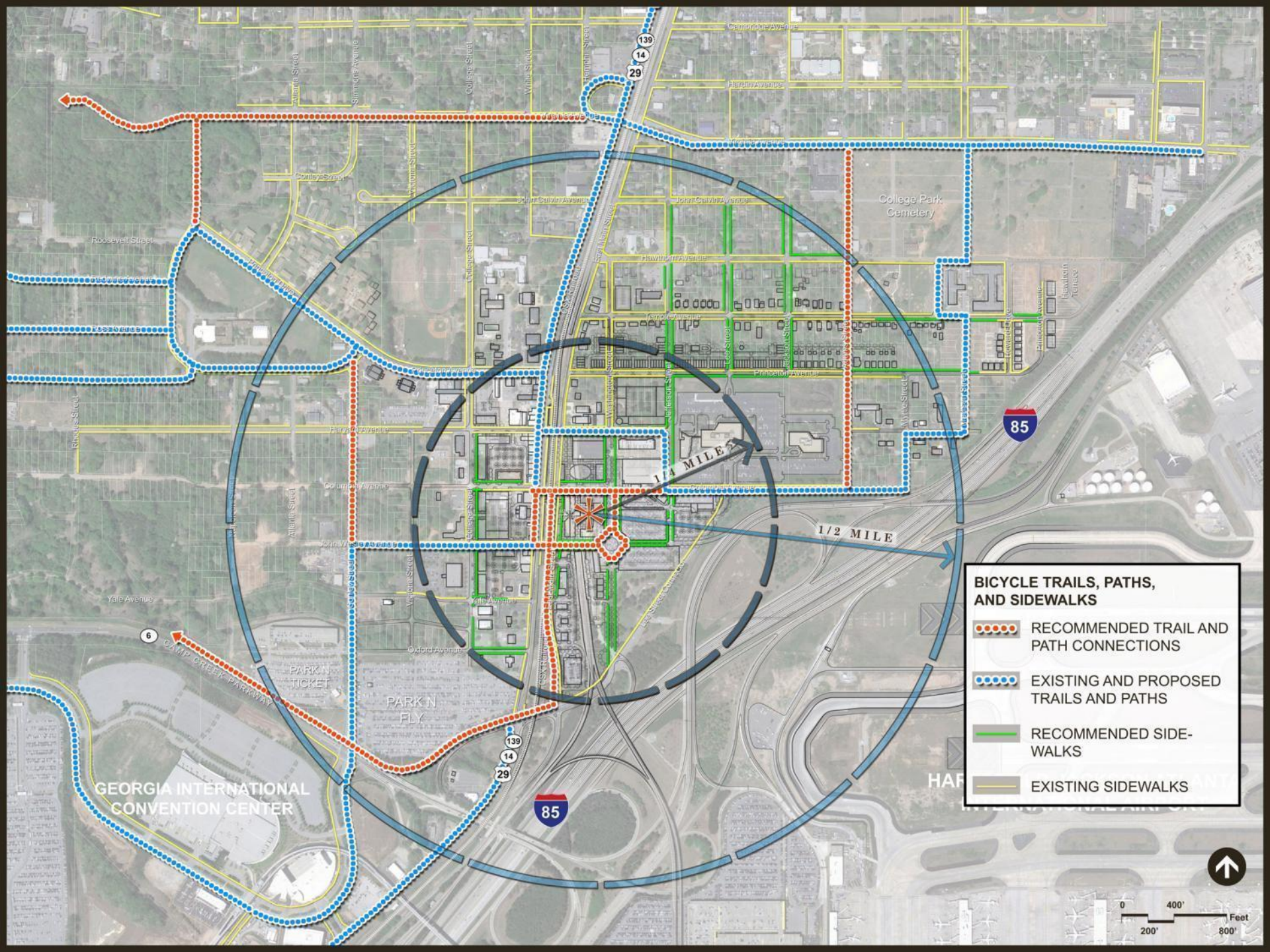
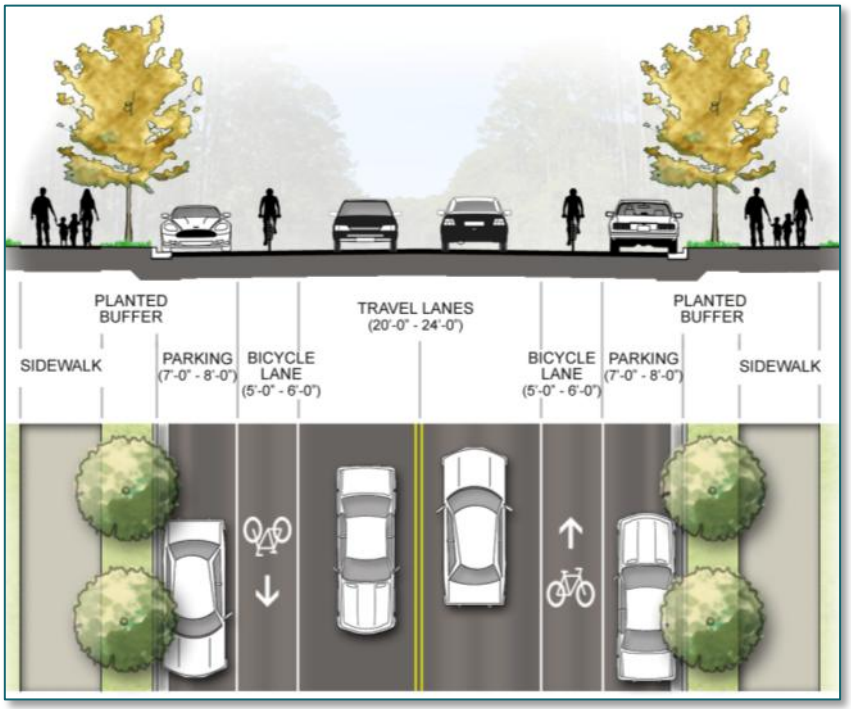
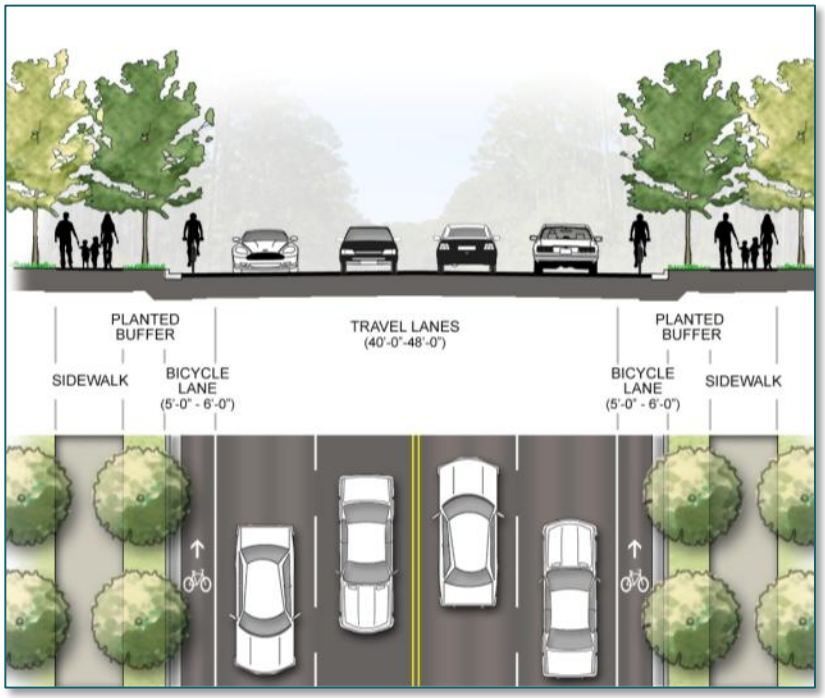
Preferred Option

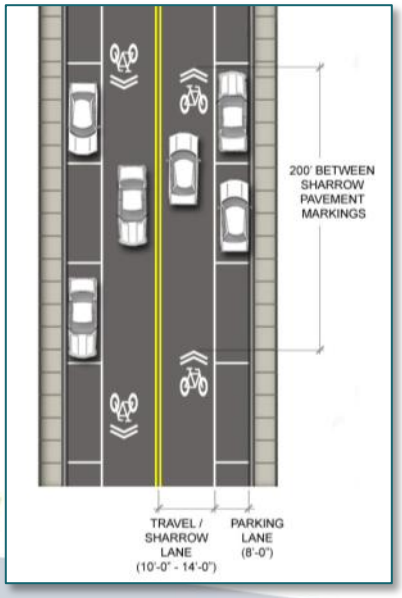
Southern District

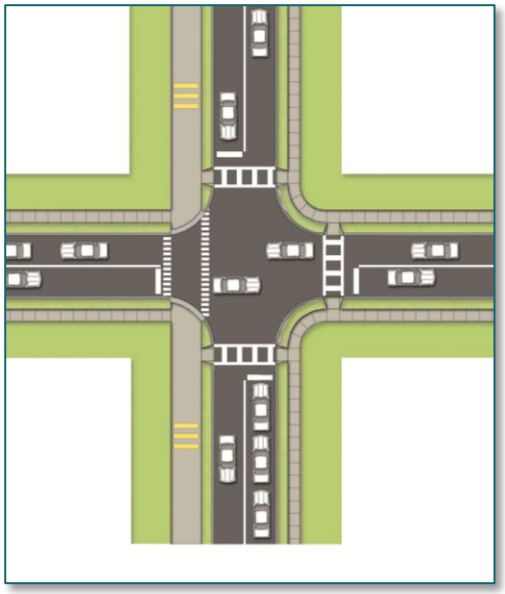
19	2	25,500 SF. 1ST FLOOR	25,500 SF. 2ND FLOOR		
20	1	5,000 SF.			
21	3				855 PARKING SPACES
22	1	12,800 SF.			
23	1		7,500 SF.		
24	1	3,200 SF.			
25	1	1,750 SF.			
26	1	3,000 SF.			
27	2		27,000 SF.		75 PARKING SPACES
TOTALS		221,550 SF.	134,700 SF.	573 UNITS	3,461 PARKING SPACES

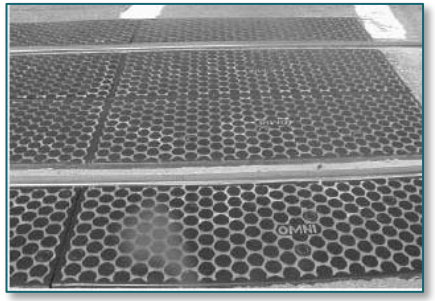

BICYCLE TRAILS, PATHS, AND SIDEWALKS
RECOMMENDED TRAIL AND PATH CONNECTIONS
EXISTING AND PROPOSED TRAILS AND PATHS
RECOMMENDED SIDE-WALKS
EXISTING SIDEWALKS
1/4 MILE
1/2 MILE
GEORGIA INTERNATIONAL CONVENTION CENTER
PARK N TICKET
PARK N FLY
College Park Cemetery
Camp Creek Parkway
Roosevelt Street
Atlanta Street
College Street
White Street
Temple Avenue
Princeton Avenue
Hawthorn Avenue
John Calvin Avenue
Columbia Avenue
Yale Avenue
Oxford Avenue
Harden Avenue
Camp Avenue
Conley Street
Blackie Street
Simmons Avenue
Lee Street
Westwood Street
Jackson Street
Wilson Street
Hoke Street
Hollywood Avenue
Kaufman Terrace
85
139
14
29
6
0
200'
400'
800'
Feet

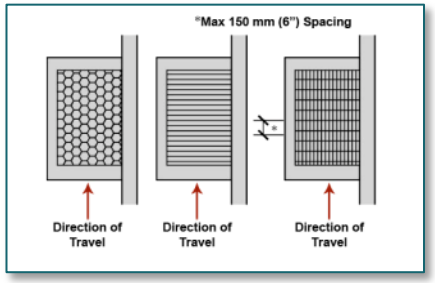












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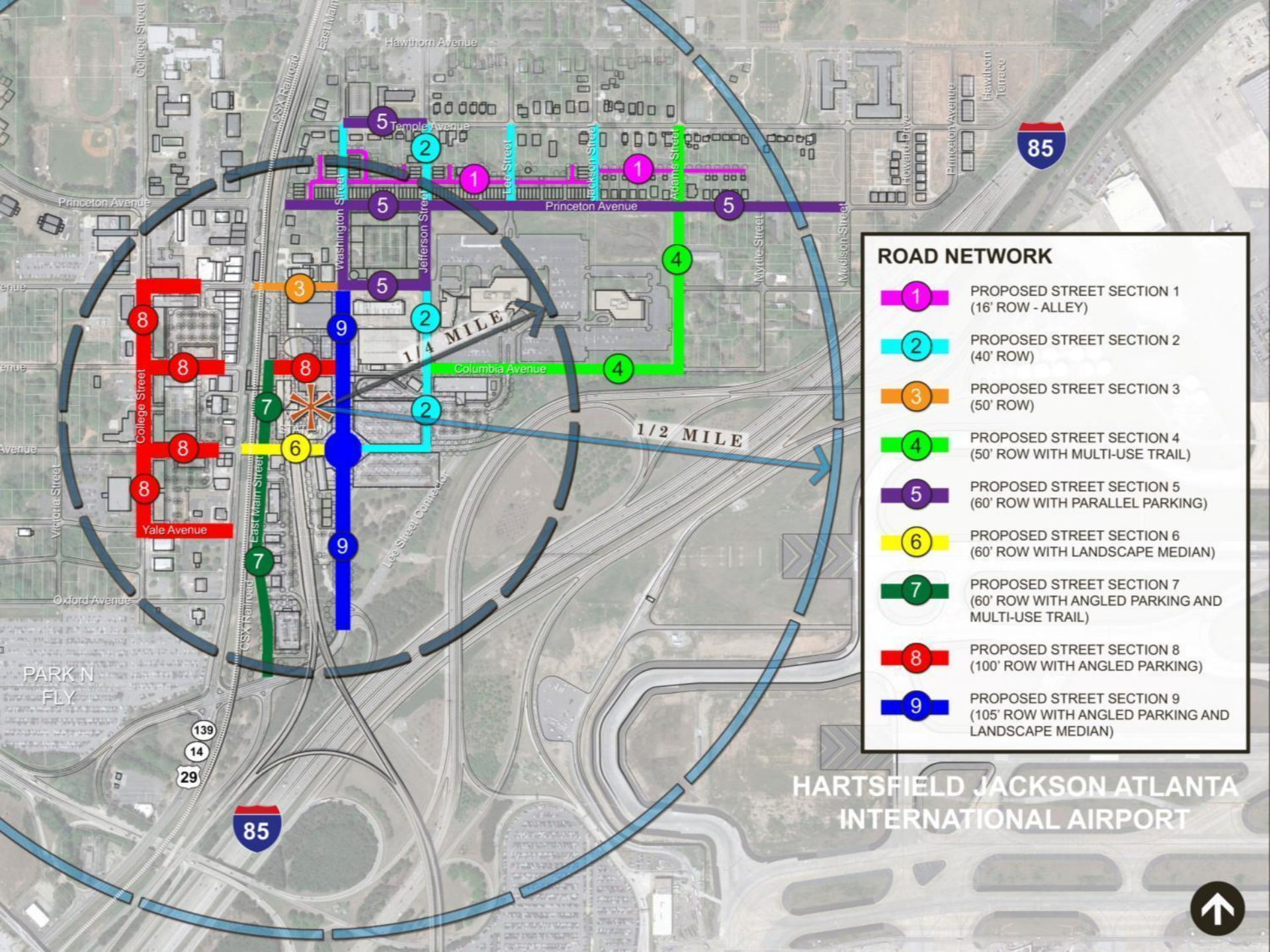
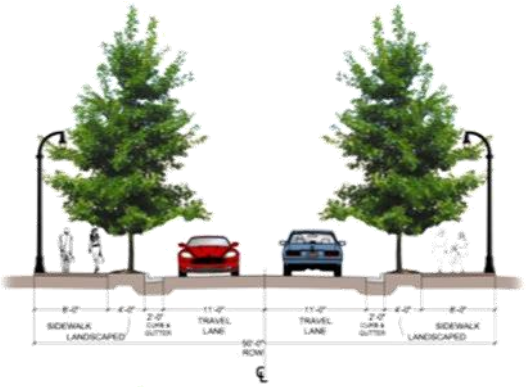
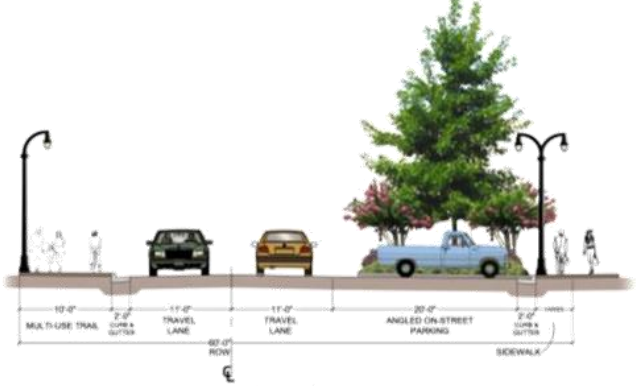
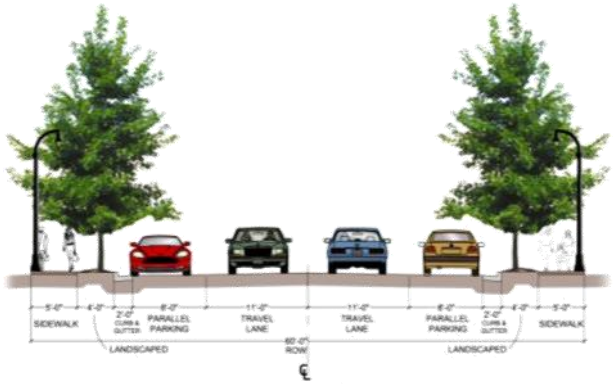

ROAD NETWORK
PROPOSED STREET SECTION 1 (16' ROW - ALLEY)
PROPOSED STREET SECTION 2 (40' ROW)
PROPOSED STREET SECTION 3 (50' ROW)
PROPOSED STREET SECTION 4 (50' ROW WITH MULTI-USE TRAIL)
PROPOSED STREET SECTION 5 (60' ROW WITH PARALLEL PARKING)
PROPOSED STREET SECTION 6 (60' ROW WITH LANDSCAPE MEDIAN)
PROPOSED STREET SECTION 7 (60' ROW WITH ANGLED PARKING AND MULTI-USE TRAIL)
PROPOSED STREET SECTION 8 (100' ROW WITH ANGLED PARKING)
PROPOSED STREET SECTION 9 (105' ROW WITH ANGLED PARKING AND LANDSCAPE MEDIAN)
1/4 MILE
1/2 MILE
Hawthorn Avenue
Temple Avenue
Princeton Avenue
Columbia Avenue
Yale Avenue
Oxford Avenue
College Street
Washington Street
Jefferson Street
Lee Street
Jackson Street
Adams Street
Myrtle Street
Madison Street
Howard Drive
Princeton Avenue
Hawthorn Terrace
East Main Street
Victoria Street
CSX Railroad
Lee Street Connector
PARK N FLY
85
139
14
29
HARTSFIELD JACKSON ATLANTA INTERNATIONAL AIRPORT



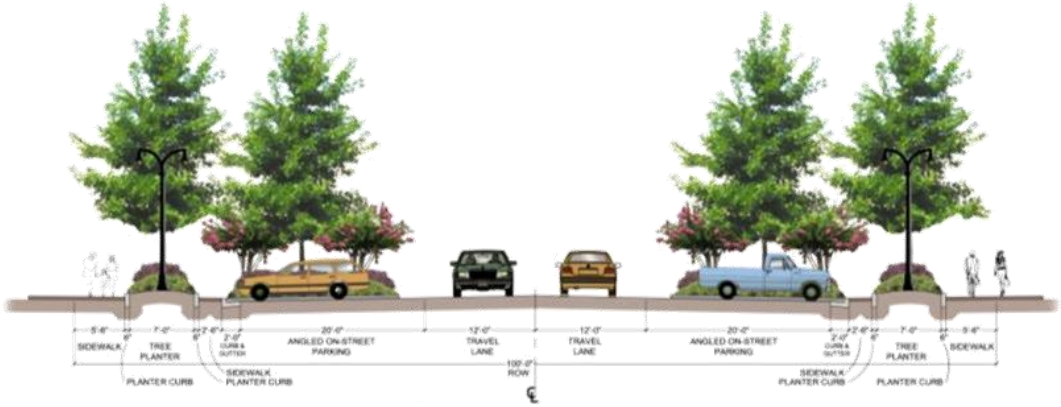
4 PROPOSED STREET SECTION 4
(50' ROW WITH MULTI-USE TRAIL)



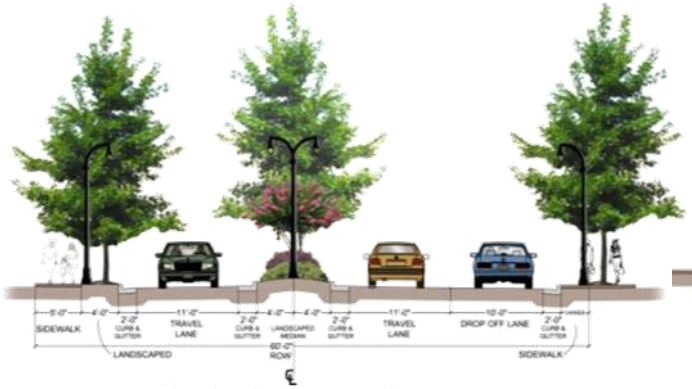
7 PROPOSED STREET SECTION 7
(60' ROW WITH ANGLED PARKING ANDMULTI-USE TRAIL)



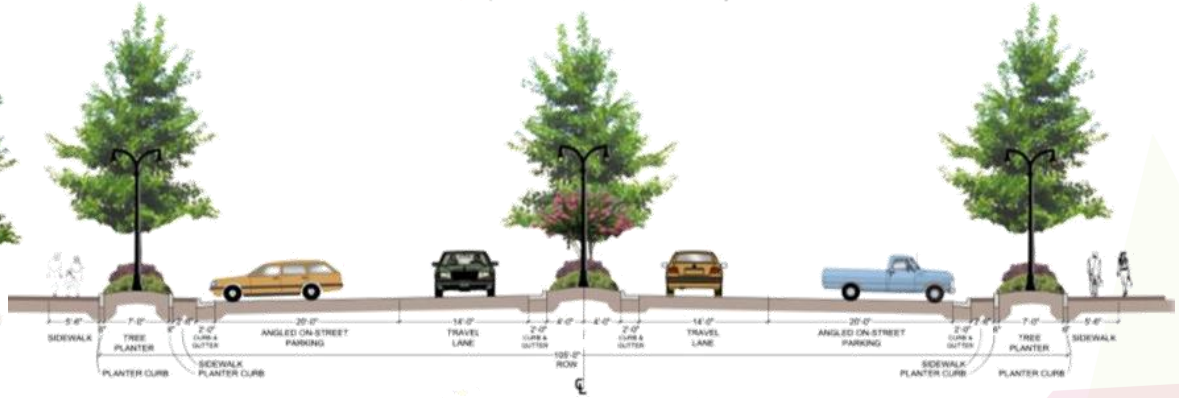
5 PROPOSED STREET SECTION 5
(60' ROW WITH PARALLEL PARKING)



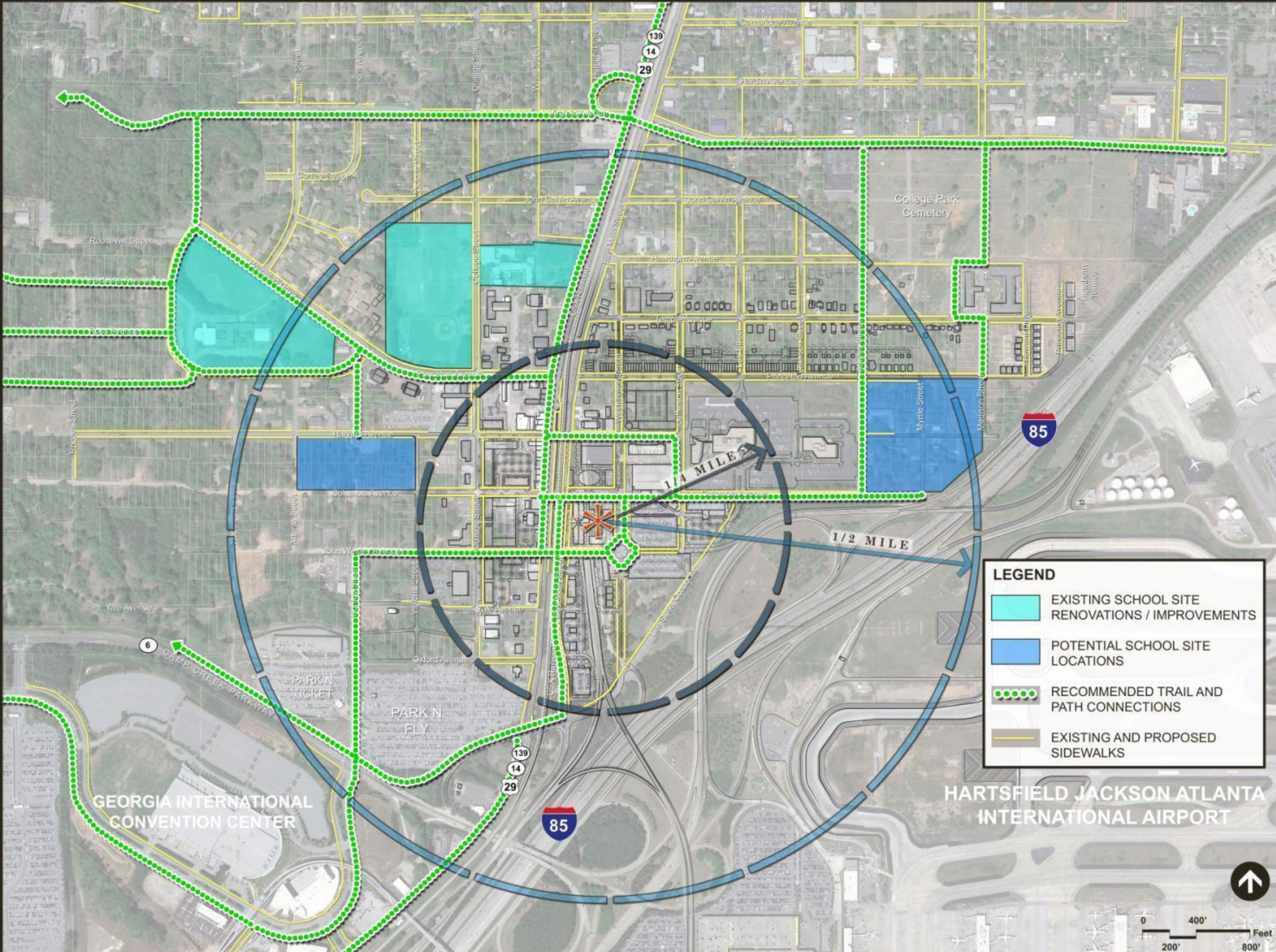
8 PROPOSED STREET SECTION 8
(100' ROW WITH ANGLED PARKING)



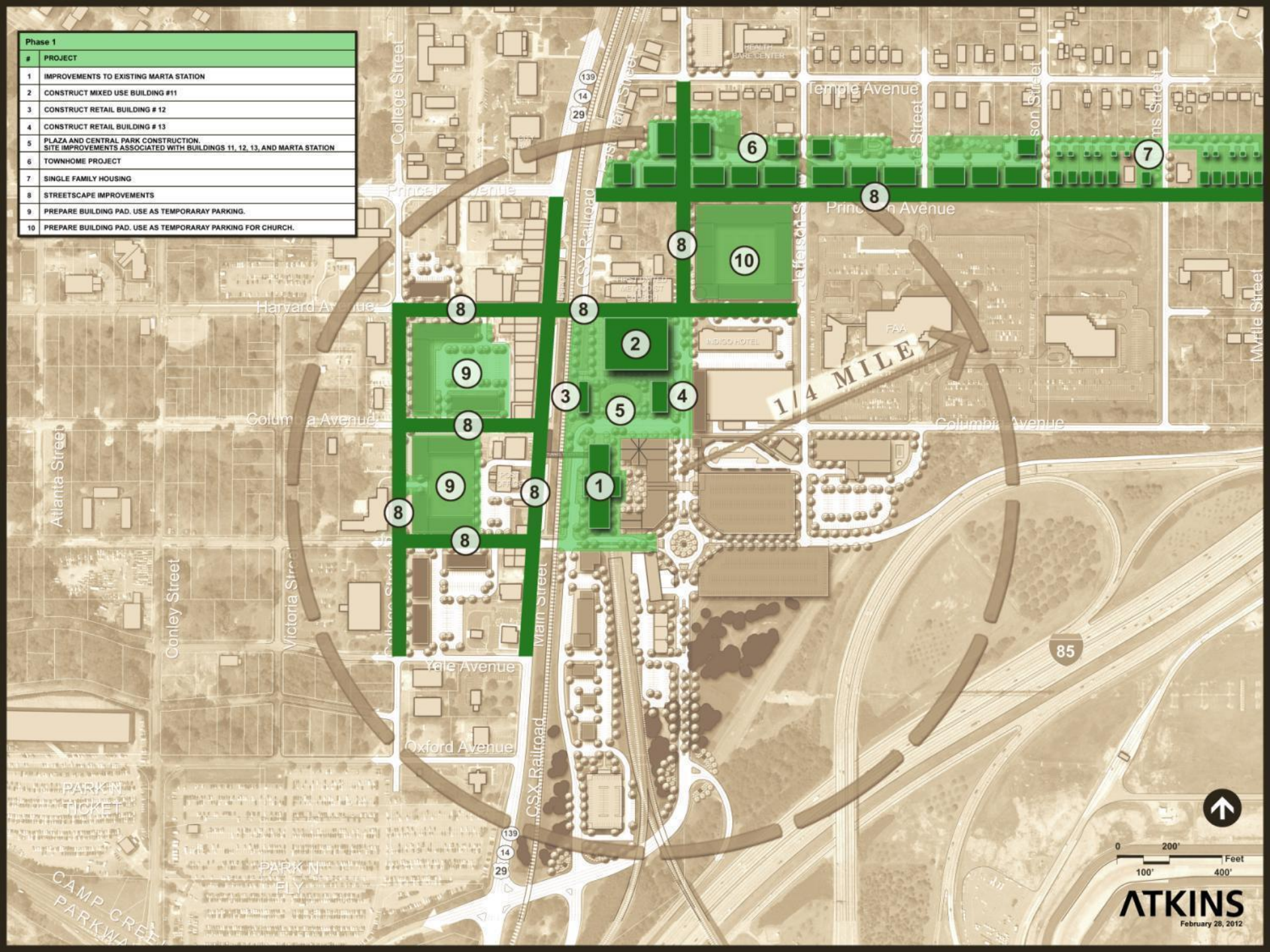
6 PROPOSED STREET SECTION 6
(60' ROW WITH LANDSCAPE MEDIAN)



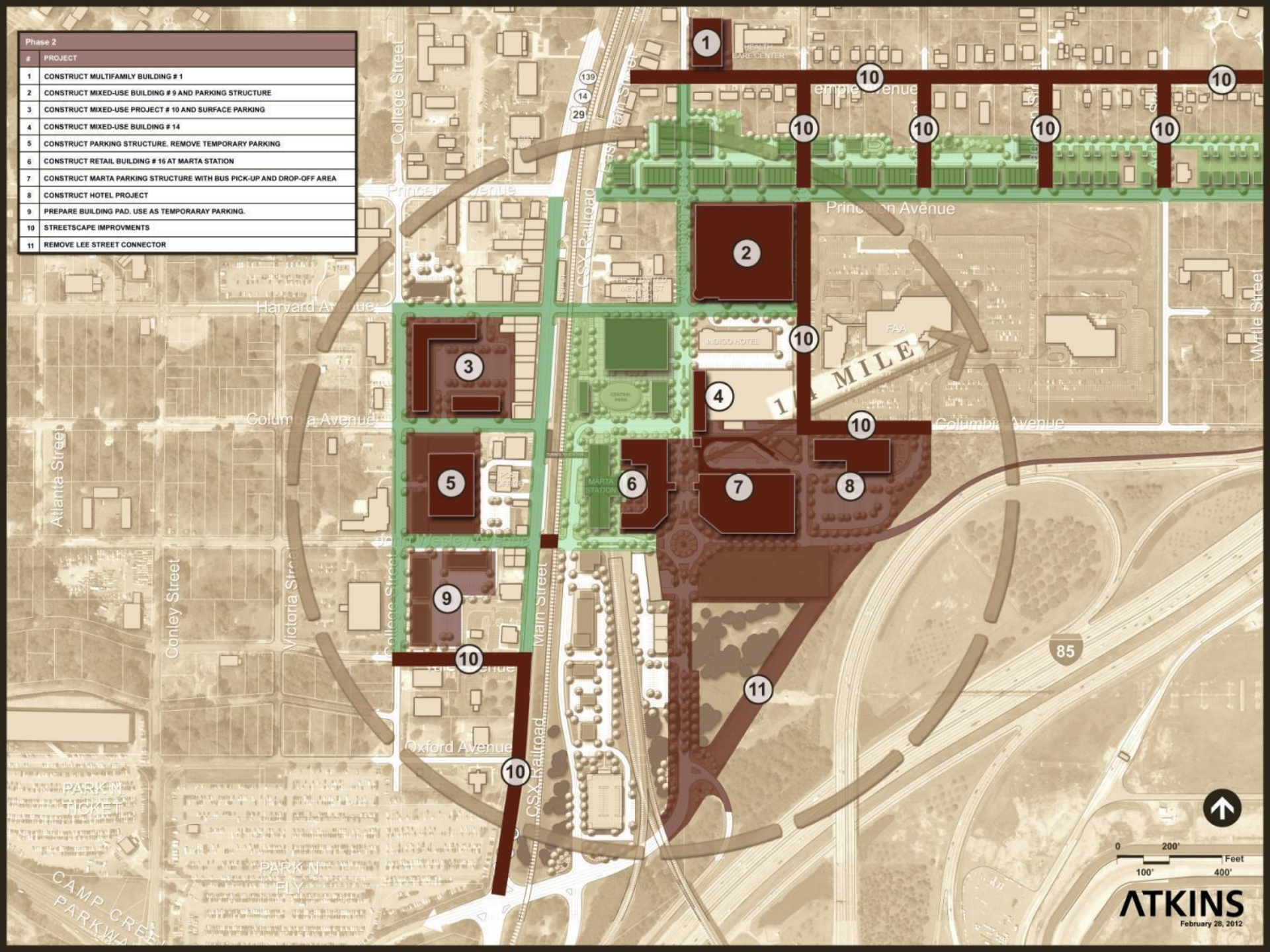
9 PROPOSED STREET SECTION 9
(105' ROW WITH ANGLED PARKING AND LANDSCAPE MEDIAN)


LEGEND
EXISTING SCHOOL SITE RENOVATIONS / IMPROVEMENTS
POTENTIAL SCHOOL SITE LOCATIONS
RECOMMENDED TRAIL AND PATH CONNECTIONS
EXISTING AND PROPOSED SIDEWALKS
1/4 MILE
1/2 MILE
HARTSFIELD JACKSON ATLANTA INTERNATIONAL AIRPORT
GEORGIA INTERNATIONAL CONVENTION CENTER
PARK N TICKET
PARK N FLY
College Park Cemetery
CAMP CREEK PARKWAY
85
139
14
29
6
0
200'
400'
800'
Feet

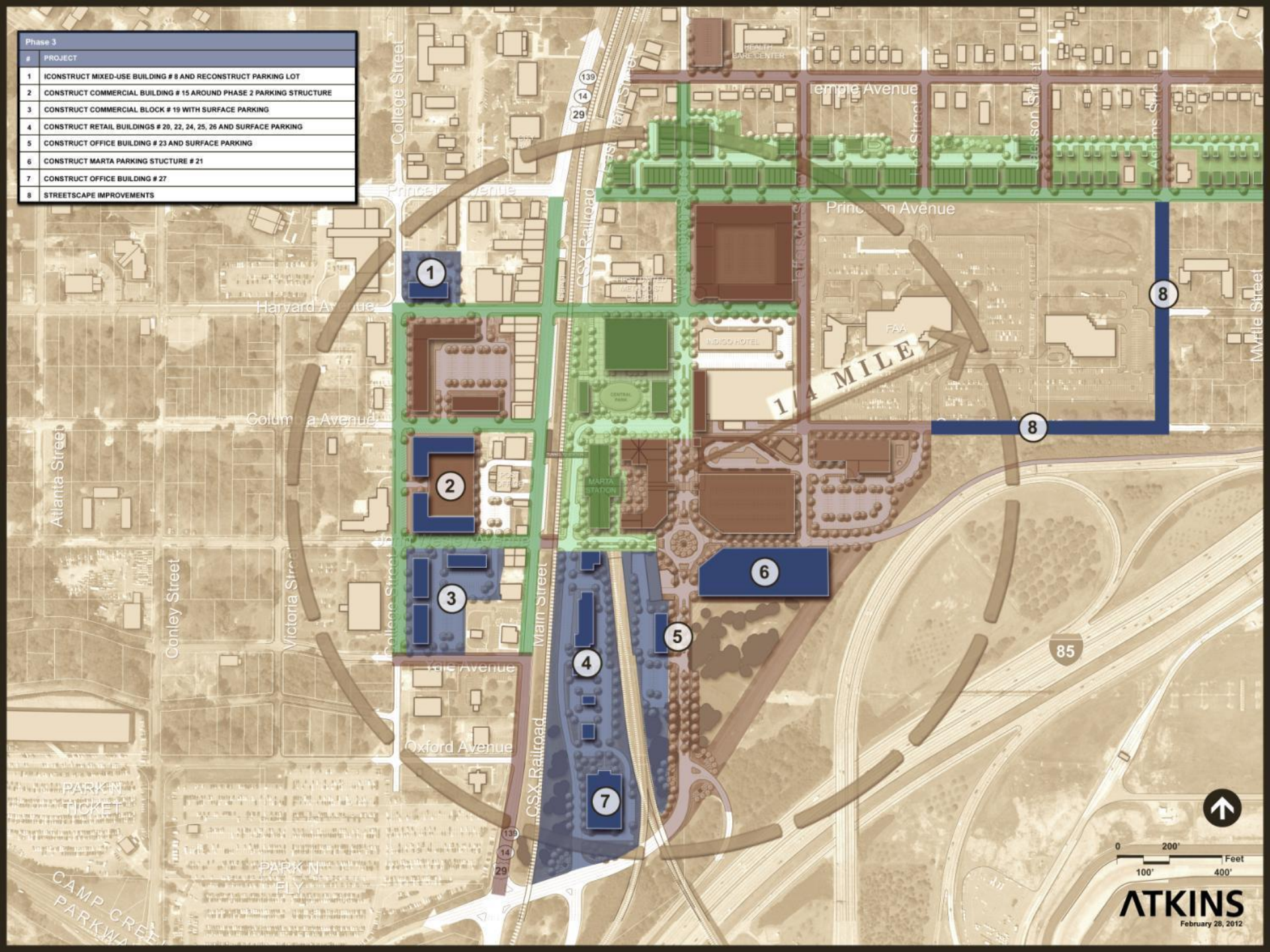
Phase 1	
#	PROJECT
1	IMPROVEMENTS TO EXISTING MARTA STATION
2	CONSTRUCT MIXED USE BUILDING #11
3	CONSTRUCT RETAIL BUILDING # 12
4	CONSTRUCT RETAIL BUILDING # 13
5	PLAZA AND CENTRAL PARK CONSTRUCTION. SITE IMPROVEMENTS ASSOCIATED WITH BUILDINGS 11, 12, 13, AND MARTA STATION
6	TOWNHOME PROJECT
7	SINGLE FAMILY HOUSING
8	STREETSCAPE IMPROVEMENTS
9	PREPARE BUILDING PAD. USE AS TEMPORARAY PARKING.
10	PREPARE BUILDING PAD. USE AS TEMPORARAY PARKING FOR CHURCH.



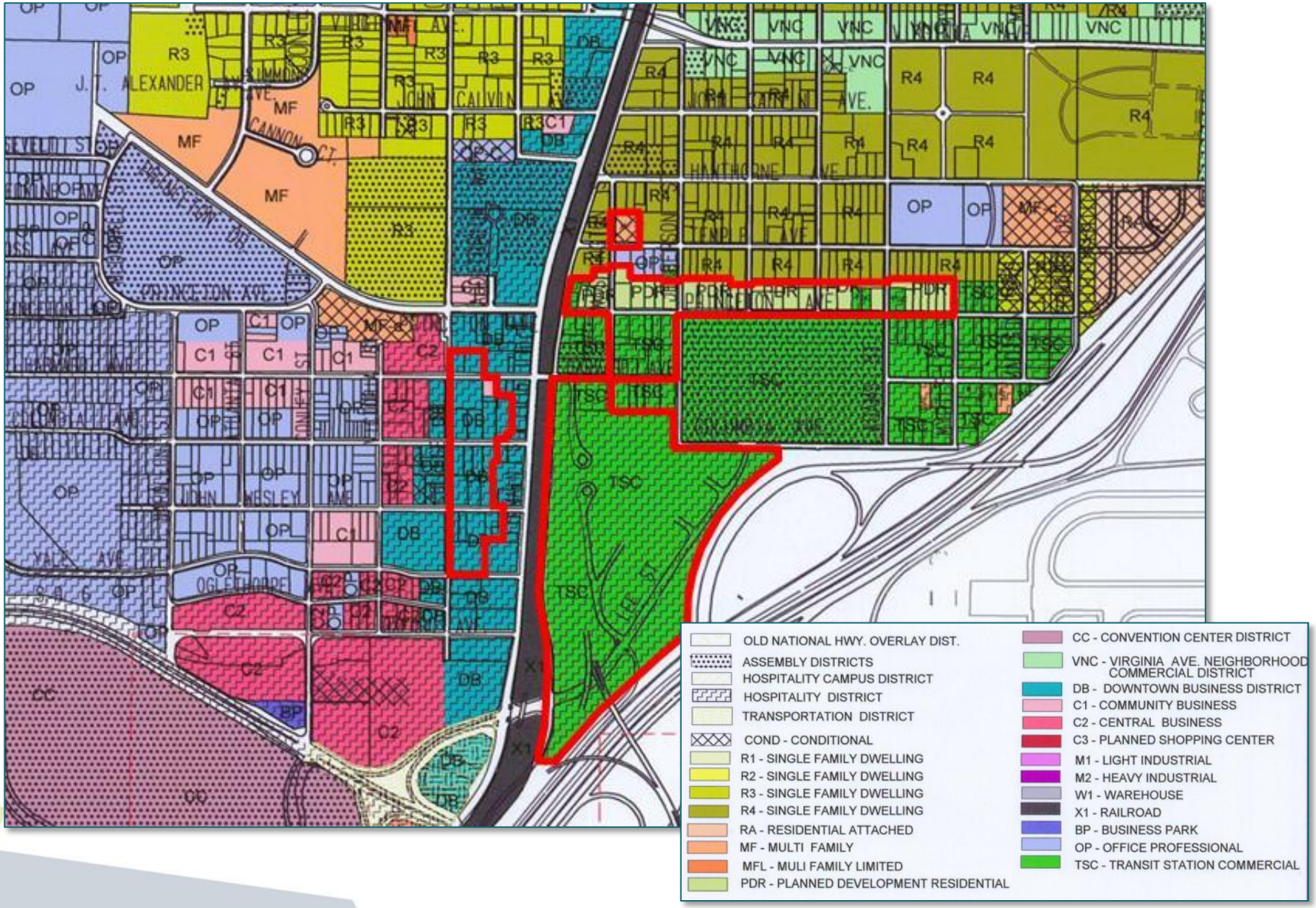
Phase 2	
#	PROJECT
1	CONSTRUCT MULTIFAMILY BUILDING # 1
2	CONSTRUCT MIXED-USE BUILDING # 9 AND PARKING STRUCTURE
3	CONSTRUCT MIXED-USE PROJECT # 10 AND SURFACE PARKING
4	CONSTRUCT MIXED-USE BUILDING # 14
5	CONSTRUCT PARKING STRUCTURE. REMOVE TEMPORARY PARKING
6	CONSTRUCT RETAIL BUILDING # 16 AT MARTA STATION
7	CONSTRUCT MARTA PARKING STRUCTURE WITH BUS PICK-UP AND DROP-OFF AREA
8	CONSTRUCT HOTEL PROJECT
9	PREPARE BUILDING PAD. USE AS TEMPORARAY PARKING.
10	STREETSCAPE IMPROVMENTS
11	REMOVE LEE STREET CONNECTOR



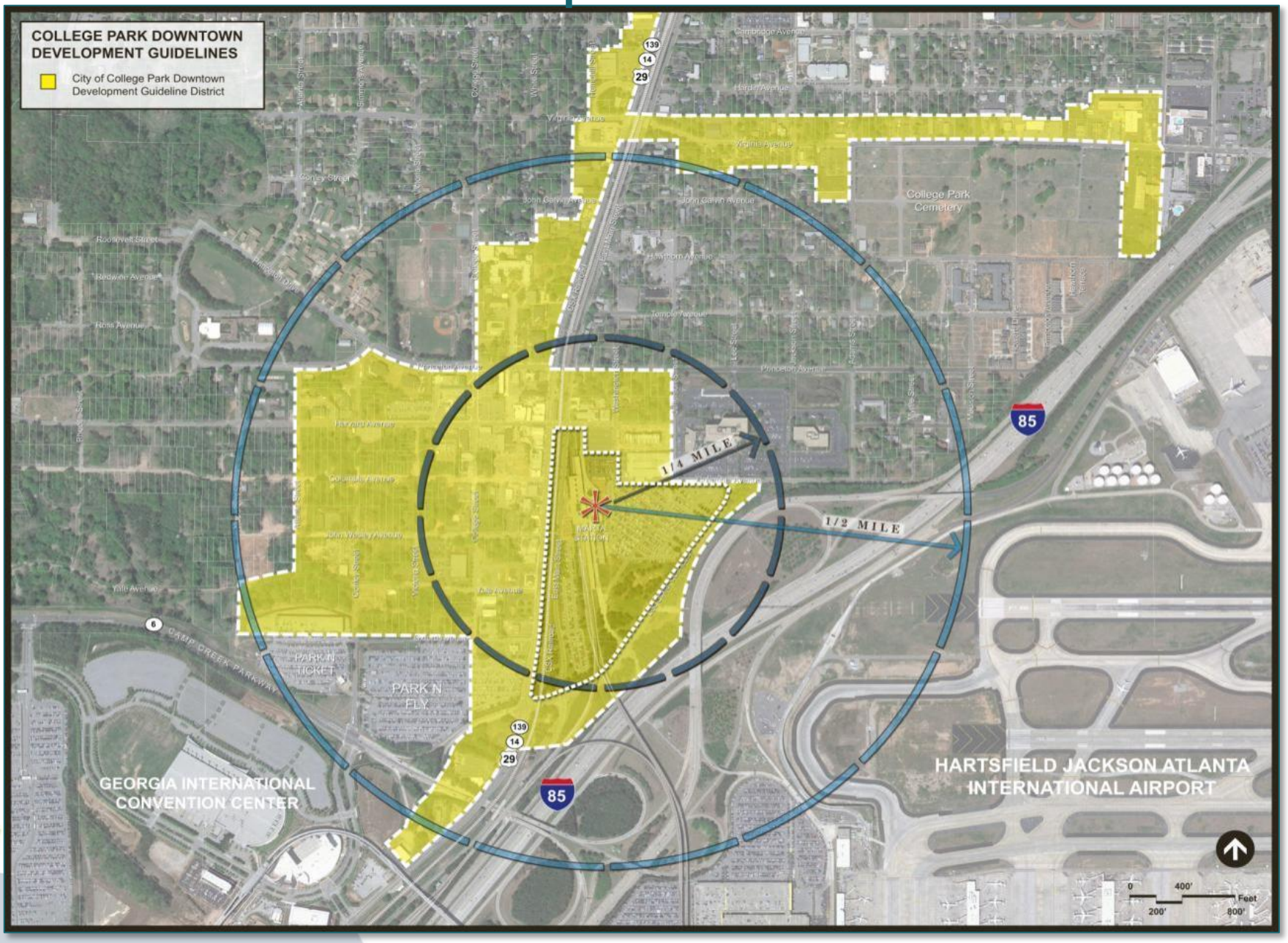
Phase 3	
#	PROJECT
1	ICONSTRUCT MIXED-USE BUILDING # 8 AND RECONSTRUCT PARKING LOT
2	CONSTRUCT COMMERCIAL BUILDING # 15 AROUND PHASE 2 PARKING STRUCTURE
3	CONSTRUCT COMMERCIAL BLOCK # 19 WITH SURFACE PARKING
4	CONSTRUCT RETAIL BUILDINGS # 20, 22, 24, 25, 26 AND SURFACE PARKING
5	CONSTRUCT OFFICE BUILDING # 23 AND SURFACE PARKING
6	CONSTRUCT MARTA PARKING STUCTURE # 21
7	CONSTRUCT OFFICE BUILDING # 27
8	STREETSCAPE IMPROVEMENTS



Zoning


OLD NATIONAL HWY. OVERLAY DIST.
ASSEMBLY DISTRICTS
HOSPITALITY CAMPUS DISTRICT
HOSPITALITY DISTRICT
TRANSPORTATION DISTRICT
COND - CONDITIONAL
R1 - SINGLE FAMILY DWELLING
R2 - SINGLE FAMILY DWELLING
R3 - SINGLE FAMILY DWELLING
R4 - SINGLE FAMILY DWELLING
RA - RESIDENTIAL ATTACHED
MF - MULTI FAMILY
MFL - MULI FAMILY LIMITED
PDR - PLANNED DEVELOPMENT RESIDENTIAL
CC - CONVENTION CENTER DISTRICT
VNC - VIRGINIA AVE. NEIGHBORHOOD COMMERCIAL DISTRICT
DB - DOWNTOWN BUSINESS DISTRICT
C1 - COMMUNITY BUSINESS
C2 - CENTRAL BUSINESS
C3 - PLANNED SHOPPING CENTER
M1 - LIGHT INDUSTRIAL
M2 - HEAVY INDUSTRIAL
W1 - WAREHOUSE
X1 - RAILROAD
BP - BUSINESS PARK
OP - OFFICE PROFESSIONAL
TSC - TRANSIT STATION COMMERCIAL

Downtown Development Guidelines



Parcel Assemblage Data				
#	Parcel No.	AC	Address	Owner
1	14 -0160-0001-047-7	0.61	1794 HAWTHORNE AVE	TAPESTRY YOUTH MINISTRIES INC
2	14 -0161-0003-015-1	0.21	0 PRINCETON AVE	THE CENTAUR CORP
3	14 -0160-0004-010-2	0.44	3710 WASHINGTON ST	NIKOLAOS & GEORGIOS SKOUTERIS
4	14 -0161-0006-049-7	0.22	1880 HARVARD AVE	WILLIAM & ANNETTE MORAN
5	14 -0161-0006-050-5	0.06	0 WEST HARVARD AVE	PAUL L DORN JR
6	14 -0161-0006-082-8	0.11	0 WEST HARVARD AVE	PAUL L DORN JR
7	14 -0161-0007-011-6	0.87	0 EAST HARVARD AVE	COLLEGE PARK METHODIST CHURCH
8	14 -0161-0010-018-6	0.26	1890 COLUMBIA AVE	JACK P LONGINO
9	14 -0161-0010-068	0.38	3799 MAIN STREET (REAR PARKING AREA)	USPS
10	14 -0161-0010-058-2	1.03	3857 MAIN STREET (REAR VACANT PORTION OF LOT)	FAIR PARK INC

Early Action Items

- Rezone property within and or adjacent to the TOD that will provide for greater development opportunities. Promotes a desirable public realm; allows for complexity, diversity and flexibility. Focus on relationships between building facades and public spaces.
- Develop shared parking standards to reduce parking requirements.
- Work to secure appropriate ROW within project area.
- Assemble and package land that assist development.
- Analyze required improvements to City utilities to support proposed development.
- Work with CSX to construct quite crossings and at grade crossing for John Wesley Ave.
- Seek federal transportation funding for infrastructure and accessibility projects such as streetscapes, I-85 off ramp, MARTA station, bike and public space improvements.
- Continue to promote existing facade grant program.
- Develop a marketing program to promote the proposed TOD development.
- Gateway improvements.
- Develop a public parking program to generate revenue from parking that can facilitate other public improvements.
- Explore Master Developer Agreement for all City-owned properties, including TOD.
- Actively seek out development or joint development agreements for long-term ground leases, rents, or for sale of City-owned property.

Market Context

- Existing conditions
- Market demand – 2 scenarios
- Implementation strategies
- Redevelopment initiatives

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Existing Conditions

Population and Households

- **Population:**
  - Nearly 32% decrease since 2000
  - Trends suggest decline will continue
- **Households:**
  - 2,600 + fewer households than in 2000
  - Owner/Renter = 35/65 split
    - 25/75 split ¼-mile from MARTA
- **Household Income:**
  - Median income - $32,500
  - Approx 53% of all households earn less than $35,000

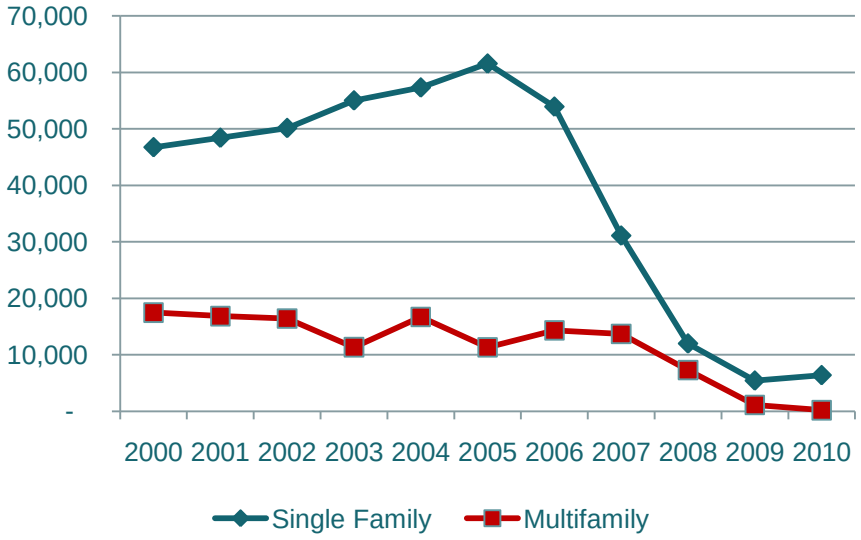
		0.25 Mile Radius	.50 Mile Radius	1 Mile Radius	City of College Park
Population					
2000	Census	59	1,320	4,541	20,382
2012	Estimated	47	856	3,145	12,411
2017	Projected	46	787	2,870	11,522
Historical Annual Growth 2000 to 2012		*-1.88%*	*-3.54%*	*-3.01%*	*-4.05%*
Projected Annual Growth 2012 to 2017		*-0.43%*	*-1.67%*	*-1.81%*	*-1.48%*
Households					
2000	Census	20	470	1,779	7,810
2012	Estimated	26	393	1,483	5,144
2017	Projected	26	372	1,388	4,855
Historical Annual Growth 2000 to 2012		*2.21%*	*-1.48%*	*-1.51%*	*-3.42%*
Projected Annual Growth 2012 to 2017		*0.00%*	*-1.09%*	*-1.32%*	*-1.15%*
Median Household Income					
2012		$ 35,242	$ 26,638	$ 29,434	$ 32,513
2017		$ 35,981	$ 27,386	$ 29,934	$ 32,740

		0.25 Mile Radius	.50 Mile Radius	1 Mile Radius	City of College Park
Housing Units (Total)					
2000	Census	23	509	1,933	8,351
2012	Estimated	32	477	1,865	6,547
2017	Projected	32	451	1,741	6,164
Occupied Units					
2012	Estimated	26	393	1,483	5,144
2017	Projected	26	372	1,388	4,855
Vacant Units					
2000	Census				
2012	Estimated	6	79	354	1,403
2017	Projected	6	79	354	1,309

Building Permits
Dwelling Units

College Park

Atlanta MSA



- **Average capture of approximately 0.066%**

Existing Conditions
Employment

- Major Employment Center
  - More than 45,000 employees within city
  - Nearly 50% of jobs are in transportation/warehousing sector

- Mismatch of population and jobs
  - Other communities have much lower jobs/housing ratio
  - About 12% of local residents work in city
  - More than 50% of all jobs in the city pay more than $40,000 annually
    - 50% of residents earn between $15,000 and $40,000 annually

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Existing Conditions

Retail

Total Leasable Sq. Ft.

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	94,489	98,889	280,883	2,004,505	279,051,306	70,965,300	16,193,108
2001 4Q	94,489	98,889	280,883	2,016,076	291,404,851	73,219,113	16,486,686
2002 4Q	94,489	98,889	280,883	2,022,076	301,870,272	74,846,694	16,912,657
2003 4Q	94,489	98,889	280,883	2,030,576	309,093,638	76,625,010	17,061,799
2004 4Q	94,489	98,889	280,883	2,030,576	317,919,591	77,154,976	17,170,572
2005 4Q	94,489	98,889	280,883	2,035,576	328,504,422	79,082,454	17,787,795
2006 4Q	94,489	98,889	288,573	2,043,266	341,296,324	80,972,522	17,990,371
2007 4Q	94,489	98,889	288,573	2,057,006	350,617,076	82,699,226	18,424,130
2008 4Q	94,489	98,889	288,573	2,057,006	359,901,573	83,819,854	18,808,639
2009 4Q	94,489	98,889	288,573	2,127,006	363,301,124	83,994,771	18,909,916
2010 4Q	94,489	98,889	288,573	2,125,682	363,400,386	83,994,480	18,972,937
2011 4Q	94,489	98,889	288,573	2,314,494	363,543,565	83,997,232	18,962,624

Source: Co-Star

Occupancy

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	94.71%	94.44%	96.26%	88.55%	95.84%	95.07%	96.18%
2001 4Q	96.30%	95.96%	96.08%	88.66%	94.64%	95.10%	94.90%
2002 4Q	96.08%	95.75%	96.55%	94.60%	94.85%	94.34%	95.57%
2003 4Q	96.30%	95.96%	94.98%	94.77%	94.81%	94.28%	95.05%
2004 4Q	94.60%	94.34%	90.11%	92.84%	94.47%	94.01%	94.15%
2005 4Q	91.96%	91.81%	89.58%	92.90%	93.59%	93.53%	93.21%
2006 4Q	83.81%	83.82%	86.48%	90.65%	93.20%	92.95%	92.81%
2007 4Q	86.67%	86.75%	86.88%	88.44%	92.77%	93.18%	91.17%
2008 4Q	75.90%	76.37%	78.41%	86.49%	91.48%	92.16%	90.03%
2009 4Q	88.68%	88.67%	85.26%	88.21%	89.76%	91.07%	88.06%
2010 4Q	84.55%	81.19%	83.89%	86.79%	89.63%	91.11%	86.34%
2011 4Q	86.88%	83.42%	83.69%	81.03%	89.62%	91.76%	85.95%

Source: Co-Star

Existing Conditions

Retail

Net Absorption

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	-	-	4,988	(32,595)		1,566,892	(36,531)
2001 4Q	200	200	200	5,322		(66,855)	(20,883)
2002 4Q	100	300	17,617	36,299		232,688	46,938
2003 4Q	(200)	(200)	374	2,386		(82,626)	(513)
2004 4Q	300	300	4,700	4,258		483,227	54,806
2005 4Q	-	100	(4,976)	(1,902)		250,684	29,171
2006 4Q	600	700	(424)	(23,104)		968,433	11,701
2007 4Q	(400)	6,600	10,814	(53,560)	7,184	382,697	(104,353)
2008 4Q	300	300	300	6,791	156,808	152,168	11,292
2009 4Q	(200)	(200)	295	(5,497)	(1,292,077)	(883,316)	4,904
2010 4Q	950	950	24,706	12,518	673,567	439,283	(48,526)
2011 4Q	-	(125)	13,951	20,733	598,805	214,909	77,051

Source: Co-Star

Avg. Lease Rate

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	-	-	-	-	$13.32/nnn	$17.50/nnn	$7.00/nnn
2001 4Q	-	-	-	-	$10.33/nnn	$22.53/nnn	$7.38/nnn
2002 4Q	-	-	-	-	$10.31/nnn	$11.29/nnn	$7.50/nnn
2003 4Q	-	-	$12.00/nnn	$6.97/nnn	$14.16/nnn	$16.15/nnn	$10.94/nnn
2004 4Q	-	-	$12.00/nnn	$7.80/nnn	$14.60/nnn	$16.27/nnn	$10.57/nnn
2005 4Q	-	-	$12.00/nnn	$7.36/nnn	$14.06/nnn	$16.92/nnn	$8.33/nnn
2006 4Q	$12.00/nnn	$12.00/nnn	$12.00/nnn	$7.12/nnn	$14.16/nnn	$16.79/nnn	$10.56/nnn
2007 4Q	-	-	$13.33/nnn	$7.42/nnn	$15.43/nnn	$19.13/nnn	$11.39/nnn
2008 4Q	$22.00/nnn	$22.00/nnn	$14.79/nnn	$7.57/nnn	$15.32/nnn	$18.61/nnn	$11.19/nnn
2009 4Q	$22.00/nnn	$22.00/nnn	$13.94/nnn	$9.41/nnn	$14.30/nnn	$16.75/nnn	$10.42/nnn
2010 4Q	$28.45/nnn	$28.45/nnn	$15.91/nnn	$9.72/nnn	$13.26/nnn	$16.35/nnn	$10.23/nnn
2011 4Q	$15.45/nnn	$15.45/nnn	$13.28/nnn	$8.60/nnn	$12.92/nnn	$16.05/nnn	$10.29/nnn

Source: Co-Star

Existing Conditions

Office

Total Leasable Sq. Ft.

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	25,909	266,134	373,607	1,846,797		124,328,831	4,599,010
2001 4Q	25,909	266,134	373,607	1,802,583		131,559,914	4,572,541
2002 4Q	25,909	266,134	373,607	1,802,583		135,200,287	4,747,907
2003 4Q	25,909	266,134	373,607	1,802,583		136,885,912	4,757,701
2004 4Q	25,909	266,134	373,607	1,802,583		138,028,619	4,789,293
2005 4Q	25,909	266,134	373,607	1,802,583		139,522,616	4,854,275
2006 4Q	25,909	266,134	373,607	1,824,683		140,407,069	4,929,375
2007 4Q	25,909	266,134	373,607	1,824,683	290,784,614	142,732,024	5,019,255
2008 4Q	25,909	266,134	373,607	1,824,683	294,624,220	145,011,206	5,021,655
2009 4Q	25,909	266,134	502,003	1,953,079	297,274,345	146,692,296	5,297,202
2010 4Q	25,909	266,134	502,003	1,945,683	299,121,640	148,239,931	5,284,806
2011 4Q	25,909	266,134	502,003	1,945,683	298,712,419	148,138,813	5,311,821

Source: Co-Star

Occupancy

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	80.70%	97.60%	87.16%	81.79%		92.19%	87.91%
2001 4Q	81.47%	96.73%	91.00%	83.52%		86.28%	85.62%
2002 4Q	86.88%	98.23%	97.84%	86.00%		84.63%	88.85%
2003 4Q	86.88%	98.27%	97.09%	87.81%		83.89%	89.10%
2004 4Q	88.04%	98.38%	98.21%	86.70%		85.07%	89.02%
2005 4Q	89.19%	98.61%	97.01%	87.78%		86.21%	91.20%
2006 4Q	86.88%	98.12%	96.60%	86.44%		87.40%	88.97%
2007 4Q	86.88%	98.72%	96.31%	83.31%	86.99%	87.74%	86.35%
2008 4Q	81.47%	98.20%	96.38%	83.57%	85.88%	86.42%	86.48%
2009 4Q	82.25%	95.53%	69.63%	73.00%	83.77%	84.19%	82.65%
2010 4Q	88.81%	96.17%	77.19%	73.75%	83.11%	83.23%	78.09%
2011 4Q	66.94%	93.99%	78.84%	74.82%	83.26%	83.45%	78.90%

Source: Co-Star

Existing Conditions

Office

Net Absorption

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	-	-	4,988	(32,595)		168,230	169,369
2001 4Q	200	200	200	5,322		325,186	128,410
2002 4Q	100	300	17,617	36,299		38,688	237,122
2003 4Q	(200)	(200)	374	2,386		788,363	(62,287)
2004 4Q	300	300	4,700	4,258		237,261	22,741
2005 4Q	-	100	(4,976)	(1,902)		168,106	(16,450)
2006 4Q	600	700	(424)	(23,104)		386,962	178,884
2007 4Q	(400)	6,600	10,814	(53,560)	7,184	(134,849)	6,158
2008 4Q	300	300	300	6,791	156,808	(117,612)	(27,550)
2009 4Q	(200)	(200)	295	(5,497)	(1,292,077)	275,148	(127,488)
2010 4Q	950	950	24,706	12,518	673,567	295,042	(171,456)
2011 4Q	-	(125)	13,951	20,733	598,805	293,743	168,300

Source: Co-Star

Avg. Lease Rate

Year	0.25-Mile	0.5-Mile	1.0-Mile	College Park	Atlanta MA	Fulton County	Clayton County
2000 4Q	-	-	$16.94/fs	$14.31/fs		$21.23/fs	$14.91/fs
2001 4Q	-	$14.50/fs	$16.67/fs	$15.24/fs		$21.23/fs	$15.96/fs
2002 4Q	-	$14.50/fs	$18.19/fs	$14.96/fs		$20.00/fs	$15.57/fs
2003 4Q	-	-	$18.23/fs	$13.97/fs		$18.97/fs	$15.72/fs
2004 4Q	-	-	$10.85/fs	$13.27/fs		$18.79/fs	$16.24/fs
2005 4Q	-	-	$11.73/fs	$12.16/fs		$19.16/fs	$13.94/fs
2006 4Q	-	-	$11.70/fs	$12.87/fs		$19.67/fs	$15.00/fs
2007 4Q	-	$15.50/fs	$19.19/fs	$13.36/fs	$20.11/fs	$21.66/fs	$15.77/fs
2008 4Q	$9.00/fs	$14.55/fs	$21.82/fs	$17.04/fs	$20.12/fs	$22.02/fs	$17.11/fs
2009 4Q	$11.00/fs	$11.00/fs	$21.57/fs	$16.41/fs	$19.07/fs	$20.66/fs	$15.86/fs
2010 4Q	$12.86/fs	$18.46/fs	$20.34/fs	$16.04/fs	$18.53/fs	$20.03/fs	$15.33/fs
2011 4Q	$11.00/fs	$14.29/fs	$19.71/fs	$15.07/fs	$18.21/fs	$20.03/fs	$15.21/fs

Source: Co-Star

Market Demand

Base Scenario/No Intervention

- Current trends continue with no government intervention
- Minimal to no population growth
- Limited demand for infill near station
  - Greater accessibility closer to airport and interchanges
- Current surplus of existing retail/services
  - Large share of space is outdated and/or functionally obsolete
- Hotel growth may have greatest potential
  - Proximity to airport and GICC sustain demand for lodging

	Rooms	ADR	Occupancy
College Park	5,486	$ 80	65.0%
Atlanta Metro Area	94,000	$ 83	59.2%

Source: Atlanta Convention & Visitor's Bureau (year-end 2011)

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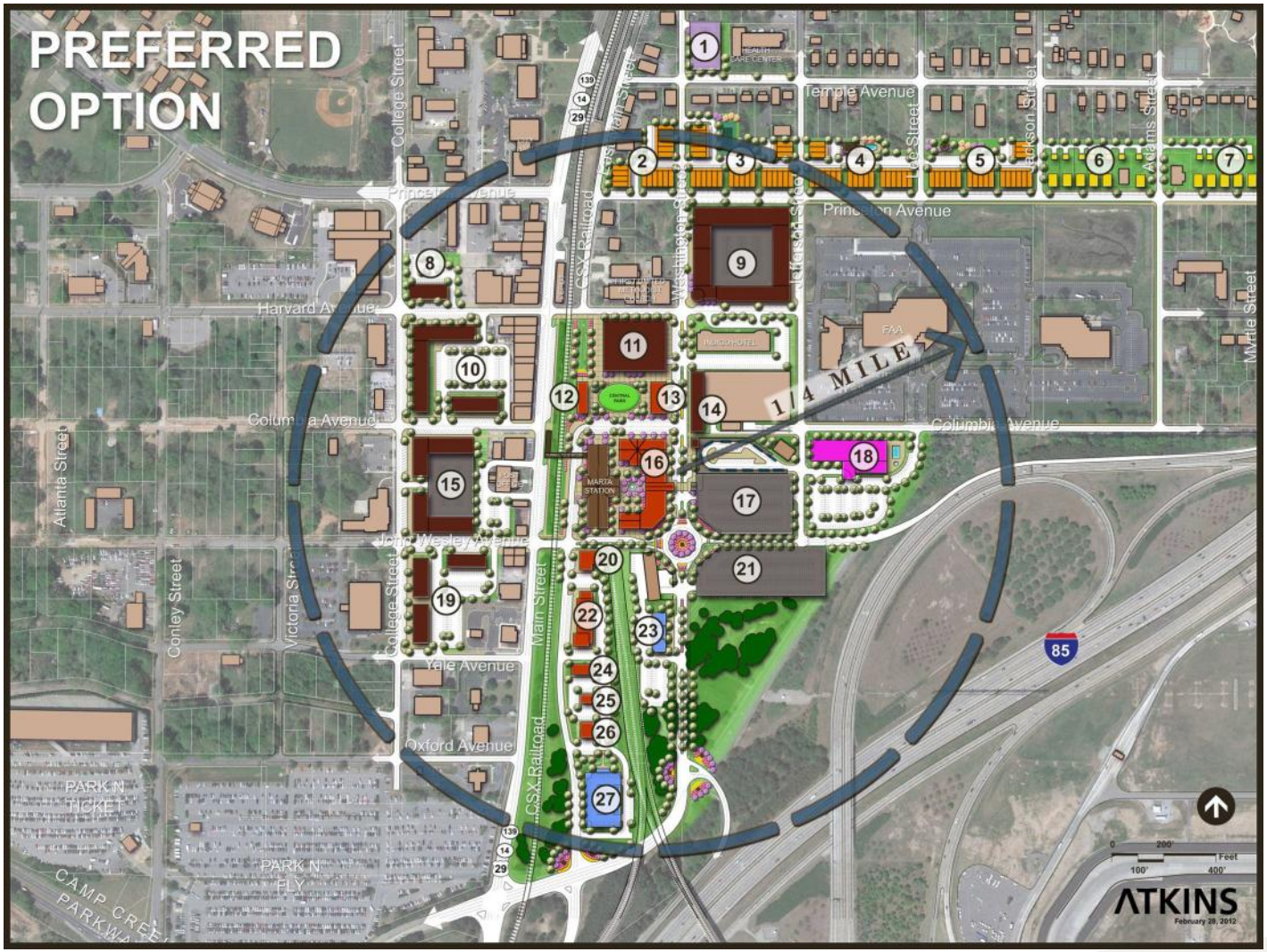
Market Demand

Preferred Alternative Growth Scenario



Market Demand

Preferred Alternative Growth Scenario

Building	Floor Levels	Retail / Service	Office	Single Family	Multi Family	Town homes	Hotel	Structured Parking
1	3				60			69
2	3					16		
3	3					26		
4	3					20		
5	3					20		
6	1-3			6				
7	1-3			5				
8	2	9,000	9,000					
9	3-4	15,800	4,900		234			720
10	3-4	24,000	16,000		55			
11	5	18,000	4,800		105			501
12	1	4,800						
13	1	7,200						
14	3	11,500			26			
15	2	40,000	40,000					280
16	1	40,000						
17	3							961
18	3						150	
19	2	25,500	25,500					
20	1	5,000						
21	3							855
22	1	12,800						
23	1		7,500					
24	1	3,200						
25	1	1,750						
26	1	3,000						
27	2		27,000					75
Total		**221,550**	**134,700**	**11**	**480**	**82**	**150**	**3,461**

Source: Atkins

- Vertical and horizontal mixed use
- Structured parking
- Mix of residential

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Market Demand

Preferred Alternative Growth Scenario

Demand for Retail/Services

Retail / Service Demand Generator	Demand @ Build-out (SF)
New Residents/Households	17,000 - 22,000
Existing & New Non-resident Workers	131,000 - 177,000
GICC Visitors	77,000 - 104,000
Total	**224,000 - 303,000**

Source: Co-Star; RERC, Inc.; Atkins; GICC; City of College Park

Demand for Office

	0.5-Mile Radius (SF)
2015	6,000 - 8,000
2020	21,000 - 26,000
2025	23,000 - 30,000
2030	28,000 - 35,000
2035	31,000 - 40,000
Total	109,000 - 139,000

Source: Co-Star; RERC, Inc.; Atkins

- Jobs to population imbalance creates demand for new residential product
- Multiple demand generators for retail/services
- Office demand based on share of Fulton County growth
  - Limited demand in near term
- Increasing visitation & occupancy
  - Proximity to airport & GICC

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Keys to Remember about TOD

- Transit does not create demand for new development by itself
- Transit increases property values when it offers better access and connections between housing and jobs
- TOD can include many types of land uses…not just mixed use

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Implementation

Potential Sequence of Strategies or Priorities

- Incremental urbanism, not magic bullet approach (i.e. arena, theater, urban entertainment center, etc.)
  - Begin with a series of small catalytic projects to increase private interest and investment
- Location, location, location
- Key near term “starters”
  - Residential
  - Parking deck(s) – park for the district, not a project
  - Retail/services
- Office is more long term focus
- Evaluate and analyze role of GICC
- Must be willing to charge for things – PARKING
- Don’t expect developers to pay for everything

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Implementation

Redevelopment Strategies

	PROS						CONS					
Funding option	Easily implemented	Easily administered	Strong revenue potential	Low to moderate political risk	Flexibility in use	Good source of support for debt financing	Some difficulties in implementing	Relatively difficult to administer	Limited revenue potential	Relatively high political risk	Less Flexibility	Limited support for debt financing
Tax allocation districts			X	X	X	X	X					
Use of the Urban Redevelopment Act	X	X			X				X			X
Enterprise zones	X	X		X					X		X	
Revolving loan fund	X	X		X					X		X	X
Opportunity zones	X	X		X					X		X	X
General fund	X	X								X		
Dedicated property taxes		X			X	X				X		
Special assessments	X		X	X	X	X		X				
General sales taxes		X				X	X		X	X	X	
User fees	X	X		X					X		X	X
Developer fees	X			X				X	X		X	X
Federal spending, grants, other				X				X			X	
Privatization			X	X	X	X	X	X				

Fiscal Benefits

Preferred Scenario

- **Existing Tax Base (real property)**
  - 2011 Total Assessed Value = $1,016,836,000
  - 2011 Property Tax Revenues = $12,622,000
- **Additional tax revenue**
  - Property (real and personal)
  - Sales
  - Hotel/Motel
- **TIF implications**

Sales from:	Taxable Sales	Sales Tax Revenue [1] City of College Park	Sales Tax Revenue [1] Fulton County
Retail	$ 60,926,250	$ 609,263	$ 1,218,525
Hotel	3,257,625	32,576	65,153
Total	**$ 64,183,875**	**$ 641,839**	**$ 1,283,678**

[1] Sales Tax Rates - College Park (1.0%); Fulton County (2.0%)

Use	Units/SF	Total FMV	Total AV	Ad Valorem Revenue City of College Park	Ad Valorem Revenue Fulton County
Residential					
Single Family - For Sale	11	$ 1,925,000	$ 770,000	**$ 8,901**	**$ 22,563**
Multifamily - Rental	562	56,200,000	22,480,000	**259,869**	**658,731**
			-		
Office	134,700	21,888,750	8,755,500	**101,214**	**256,562**
Retail	221,550	36,001,875	14,400,750	**166,473**	**421,985**
Hotel	150	11,250,000	4,500,000	**52,020**	**131,864**
		$ 127,265,625	**$50,906,250**	**$ 588,476**	**$ 1,491,706**

Market Conclusions

- Successful TOD financing and implementation is about strong strategy, not just more money
- Public sector cannot be passive
- Set implementation priorities and phases based on funding availability and market strengths…not just solving biggest problem
- Look for short-term strategies to build long term value
- Partnerships are key to successful implementation

TRANSIT ORIENTED DEVELOPMENT (TOD) PLAN AND MARKET FEASIBILITY STUDY

City of College Park

Fulton County, Georgia

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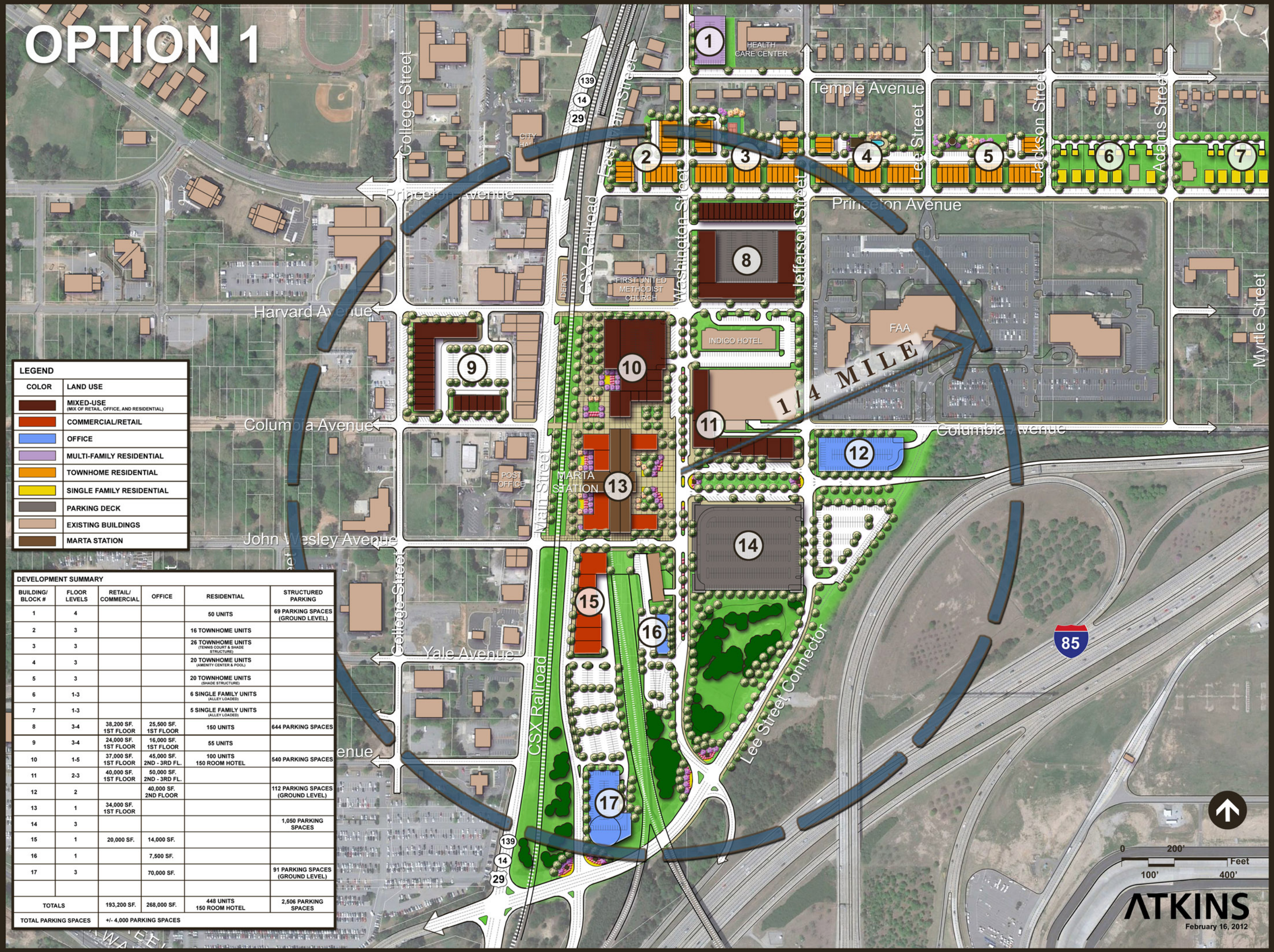
May 7, 2012

Appendix F - Concept One Master Plan

OPTION 1



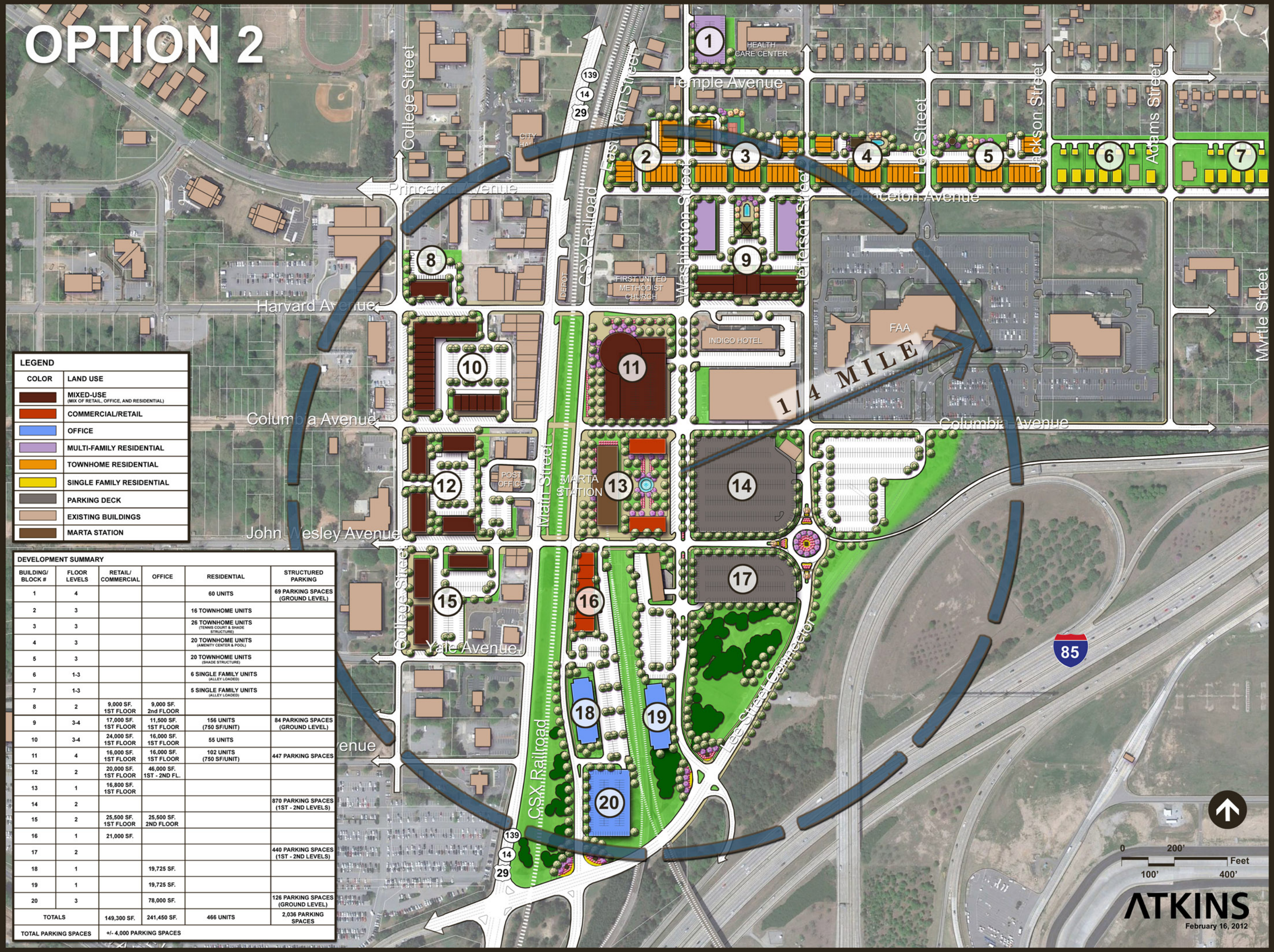
LEGEND	
COLOR	LAND USE
	MIXED-USE (MIX OF RETAIL, OFFICE, AND RESIDENTIAL)
	COMMERCIAL/RETAIL
	OFFICE
	MULTI-FAMILY RESIDENTIAL
	TOWNHOME RESIDENTIAL
	SINGLE FAMILY RESIDENTIAL
	PARKING DECK
	EXISTING BUILDINGS
	MARTA STATION

DEVELOPMENT SUMMARY

BUILDING/ BLOCK #	FLOOR LEVELS	RETAIL/ COMMERCIAL	OFFICE	RESIDENTIAL	STRUCTURED PARKING
1	4			50 UNITS	69 PARKING SPACES (GROUND LEVEL)
2	3			16 TOWNHOME UNITS	
3	3			26 TOWNHOME UNITS (TENNIS COURT & SHADE STRUCTURE)	
4	3			20 TOWNHOME UNITS (AMENITY CENTER & POOL)	
5	3			20 TOWNHOME UNITS (SHADE STRUCTURE)	
6	1-3			6 SINGLE FAMILY UNITS (ALLEY LOADED)	
7	1-3			5 SINGLE FAMILY UNITS (ALLEY LOADED)	
8	3-4	38,200 SF. 1ST FLOOR	25,500 SF. 1ST FLOOR	150 UNITS	644 PARKING SPACES
9	3-4	24,000 SF. 1ST FLOOR	16,000 SF. 1ST FLOOR	55 UNITS	
10	1-5	37,000 SF. 1ST FLOOR	45,000 SF. 2ND - 3RD FL.	100 UNITS 150 ROOM HOTEL	540 PARKING SPACES
11	2-3	40,000 SF. 1ST FLOOR	50,000 SF. 2ND - 3RD FL.		
12	2		40,000 SF. 2ND FLOOR		112 PARKING SPACES (GROUND LEVEL)
13	1	34,000 SF. 1ST FLOOR			
14	3				1,050 PARKING SPACES
15	1	20,000 SF.	14,000 SF.		
16	1		7,500 SF.		
17	3		70,000 SF.		91 PARKING SPACES (GROUND LEVEL)
TOTALS		193,200 SF.	268,000 SF.	448 UNITS 150 ROOM HOTEL	2,506 PARKING SPACES
TOTAL PARKING SPACES		+/- 4,000 PARKING SPACES			

Appendix G - Concept Two Master Plan

OPTION 2



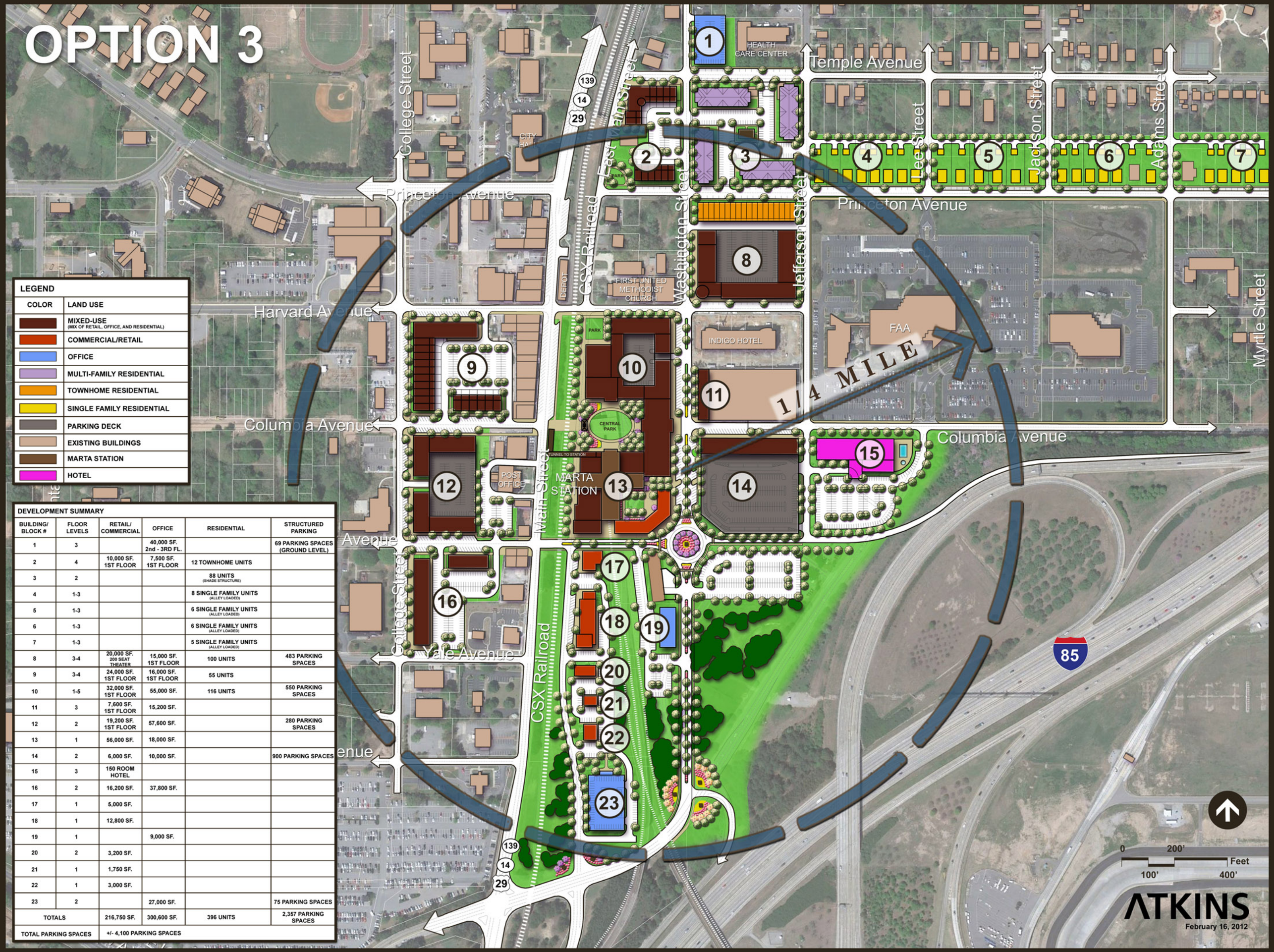
LEGEND	
COLOR	LAND USE
	MIXED-USE (MIX OF RETAIL, OFFICE, AND RESIDENTIAL)
	COMMERCIAL/RETAIL
	OFFICE
	MULTI-FAMILY RESIDENTIAL
	TOWNHOME RESIDENTIAL
	SINGLE FAMILY RESIDENTIAL
	PARKING DECK
	EXISTING BUILDINGS
	MARTA STATION

DEVELOPMENT SUMMARY

BUILDING/ BLOCK #	FLOOR LEVELS	RETAIL/ COMMERCIAL	OFFICE	RESIDENTIAL	STRUCTURED PARKING
1	4			60 UNITS	69 PARKING SPACES (GROUND LEVEL)
2	3			16 TOWNHOME UNITS	
3	3			26 TOWNHOME UNITS (TENNIS COURT & SHADE STRUCTURE)	
4	3			20 TOWNHOME UNITS (AMENITY CENTER & POOL)	
5	3			20 TOWNHOME UNITS (SHADE STRUCTURE)	
6	1-3			6 SINGLE FAMILY UNITS (ALLEY LOADED)	
7	1-3			5 SINGLE FAMILY UNITS (ALLEY LOADED)	
8	2	9,000 SF. 1ST FLOOR	9,000 SF. 2nd FLOOR		
9	3-4	17,000 SF. 1ST FLOOR	11,500 SF. 1ST FLOOR	156 UNITS (750 SF/UNIT)	84 PARKING SPACES (GROUND LEVEL)
10	3-4	24,000 SF. 1ST FLOOR	16,000 SF. 1ST FLOOR	55 UNITS	
11	4	16,000 SF. 1ST FLOOR	16,000 SF. 1ST FLOOR	102 UNITS (750 SF/UNIT)	447 PARKING SPACES
12	2	20,000 SF. 1ST FLOOR	46,000 SF. 1ST - 2ND FL.		
13	1	16,800 SF. 1ST FLOOR			
14	2				870 PARKING SPACES (1ST - 2ND LEVELS)
15	2	25,500 SF. 1ST FLOOR	25,500 SF. 2ND FLOOR		
16	1	21,000 SF.			
17	2				440 PARKING SPACES (1ST - 2ND LEVELS)
18	1		19,725 SF.		
19	1		19,725 SF.		
20	3		78,000 SF.		126 PARKING SPACES (GROUND LEVEL)
TOTALS		149,300 SF.	241,450 SF.	466 UNITS	2,036 PARKING SPACES
TOTAL PARKING SPACES		+/- 4,000 PARKING SPACES			

Appendix H - Concept Three Master Plan

OPTION 3



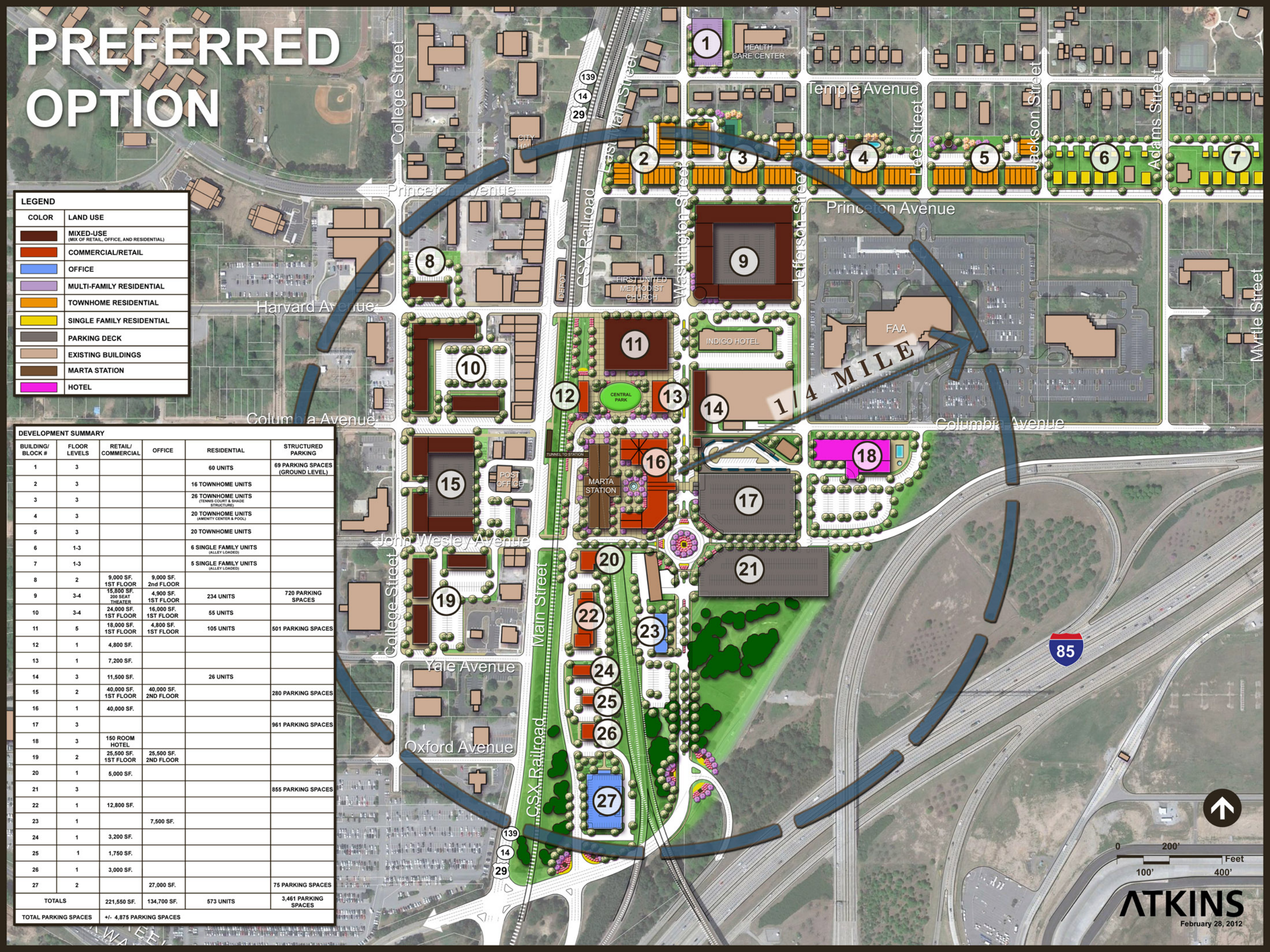
LEGEND	
COLOR	LAND USE
	MIXED-USE (MIX OF RETAIL, OFFICE, AND RESIDENTIAL)
	COMMERCIAL/RETAIL
	OFFICE
	MULTI-FAMILY RESIDENTIAL
	TOWNHOME RESIDENTIAL
	SINGLE FAMILY RESIDENTIAL
	PARKING DECK
	EXISTING BUILDINGS
	MARTA STATION
	HOTEL

DEVELOPMENT SUMMARY

BUILDING/ BLOCK #	FLOOR LEVELS	RETAIL/ COMMERCIAL	OFFICE	RESIDENTIAL	STRUCTURED PARKING
1	3		40,000 SF. 2nd - 3RD FL.		69 PARKING SPACES (GROUND LEVEL)
2	4	10,000 SF. 1ST FLOOR	7,500 SF. 1ST FLOOR	12 TOWNHOME UNITS	
3	2			88 UNITS (SHADE STRUCTURE)	
4	1-3			8 SINGLE FAMILY UNITS (ALLEY LOADED)	
5	1-3			6 SINGLE FAMILY UNITS (ALLEY LOADED)	
6	1-3			6 SINGLE FAMILY UNITS (ALLEY LOADED)	
7	1-3			5 SINGLE FAMILY UNITS (ALLEY LOADED)	
8	3-4	20,000 SF. 200 SEAT THEATER	15,000 SF. 1ST FLOOR	100 UNITS	483 PARKING SPACES
9	3-4	24,000 SF. 1ST FLOOR	16,000 SF. 1ST FLOOR	55 UNITS	
10	1-5	32,000 SF. 1ST FLOOR	55,000 SF.	116 UNITS	550 PARKING SPACES
11	3	7,600 SF. 1ST FLOOR	15,200 SF.		
12	2	19,200 SF. 1ST FLOOR	57,600 SF.		280 PARKING SPACES
13	1	56,000 SF.	18,000 SF.		
14	2	6,000 SF.	10,000 SF.		900 PARKING SPACES
15	3	150 ROOM HOTEL			
16	2	16,200 SF.	37,800 SF.		
17	1	5,000 SF.			
18	1	12,800 SF.			
19	1		9,000 SF.		
20	2	3,200 SF.			
21	1	1,750 SF.			
22	1	3,000 SF.			
23	2		27,000 SF.		75 PARKING SPACES
TOTALS		216,750 SF.	300,600 SF.	396 UNITS	2,357 PARKING SPACES
TOTAL PARKING SPACES		+/- 4,100 PARKING SPACES			

Appendix I - Preferred Master Plan

PREFERRED OPTION



LEGEND

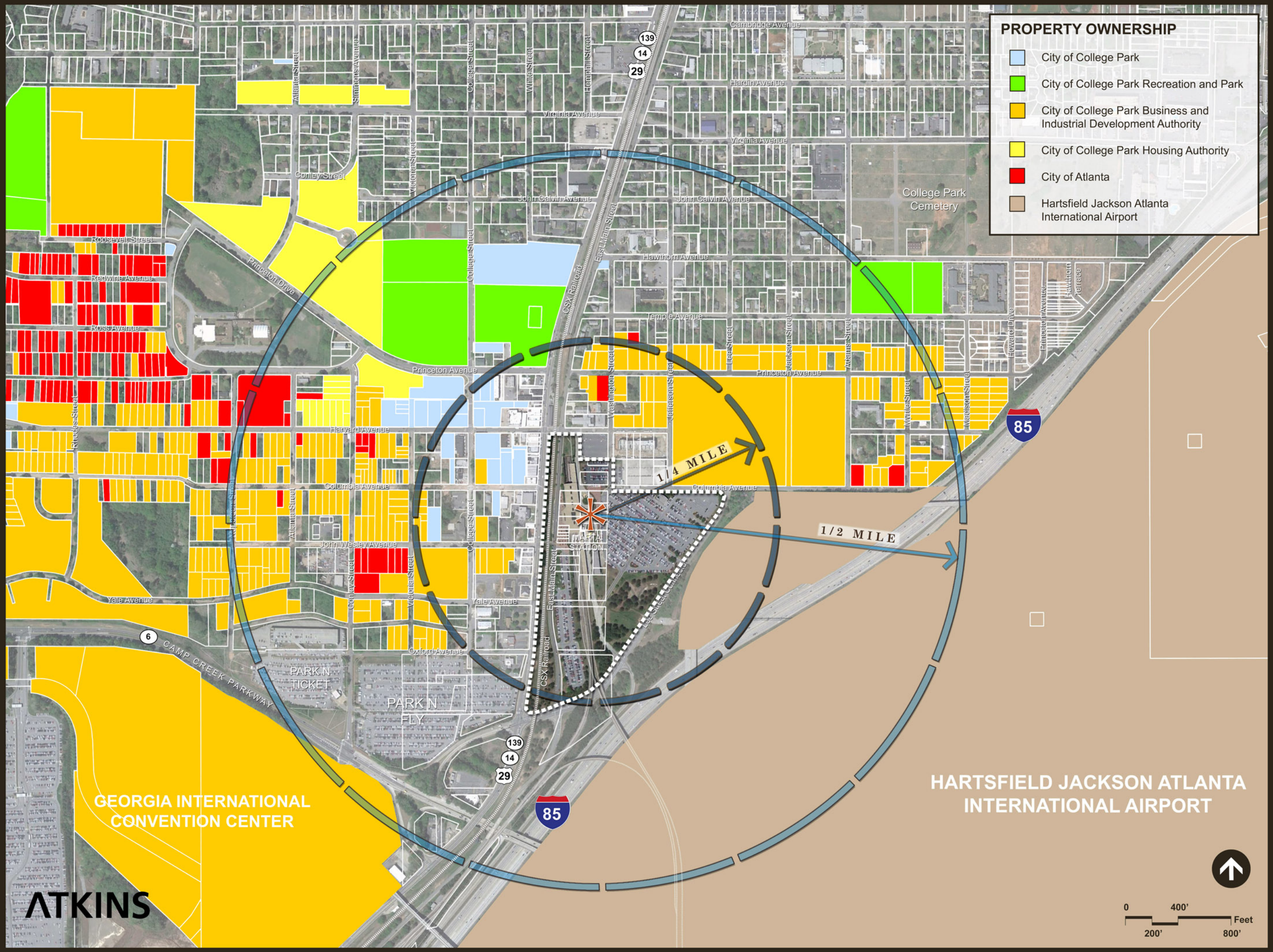
COLOR	LAND USE
	MIXED-USE (MIX OF RETAIL, OFFICE, AND RESIDENTIAL)
	COMMERCIAL/RETAIL
	OFFICE
	MULTI-FAMILY RESIDENTIAL
	TOWNHOME RESIDENTIAL
	SINGLE FAMILY RESIDENTIAL
	PARKING DECK
	EXISTING BUILDINGS
	MARTA STATION
	HOTEL

DEVELOPMENT SUMMARY

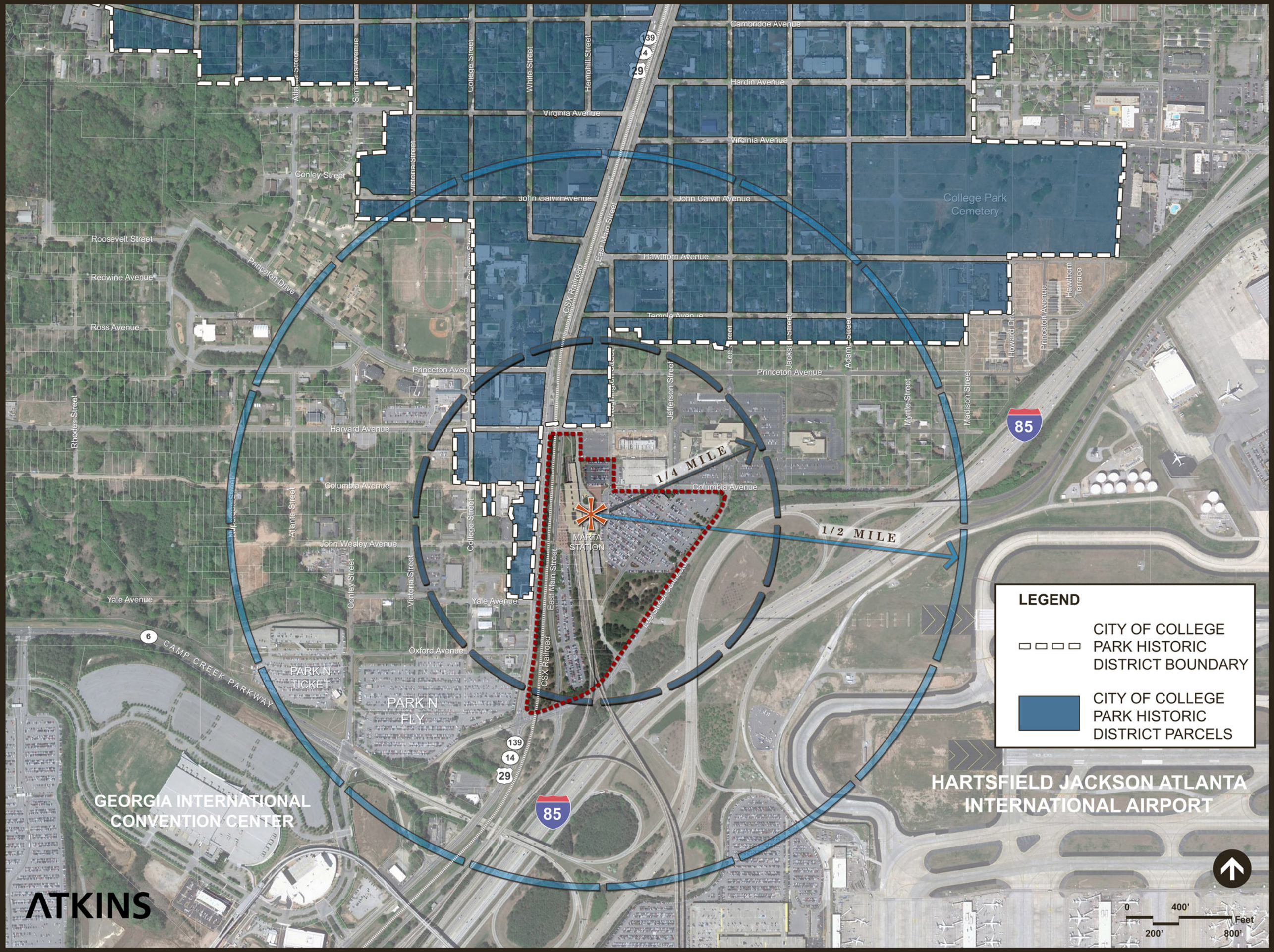
BUILDING/ BLOCK #	FLOOR LEVELS	RETAIL/ COMMERCIAL	OFFICE	RESIDENTIAL	STRUCTURED PARKING
1	3			60 UNITS	69 PARKING SPACES (GROUND LEVEL)
2	3			16 TOWNHOME UNITS	
3	3			26 TOWNHOME UNITS (TENNIS COURT & SHADE STRUCTURE)	
4	3			20 TOWNHOME UNITS (AMENITY CENTER & POOL)	
5	3			20 TOWNHOME UNITS	
6	1-3			6 SINGLE FAMILY UNITS (ALLEY LOADED)	
7	1-3			5 SINGLE FAMILY UNITS (ALLEY LOADED)	
8	2	9,000 SF. 1ST FLOOR	9,000 SF. 2nd FLOOR		
9	3-4	15,800 SF. 200 SEAT THEATER	4,900 SF. 1ST FLOOR	234 UNITS	720 PARKING SPACES
10	3-4	24,000 SF. 1ST FLOOR	16,000 SF. 1ST FLOOR	55 UNITS	
11	5	18,000 SF. 1ST FLOOR	4,800 SF. 1ST FLOOR	105 UNITS	501 PARKING SPACES
12	1	4,800 SF.			
13	1	7,200 SF.			
14	3	11,500 SF.		26 UNITS	
15	2	40,000 SF. 1ST FLOOR	40,000 SF. 2ND FLOOR		280 PARKING SPACES
16	1	40,000 SF.			
17	3				961 PARKING SPACES
18	3	150 ROOM HOTEL			
19	2	25,500 SF. 1ST FLOOR	25,500 SF. 2ND FLOOR		
20	1	5,000 SF.			
21	3				855 PARKING SPACES
22	1	12,800 SF.			
23	1		7,500 SF.		
24	1	3,200 SF.			
25	1	1,750 SF.			
26	1	3,000 SF.			
27	2		27,000 SF.		75 PARKING SPACES
TOTALS		221,550 SF.	134,700 SF.	573 UNITS	3,461 PARKING SPACES
TOTAL PARKING SPACES		+/- 4,875 PARKING SPACES			

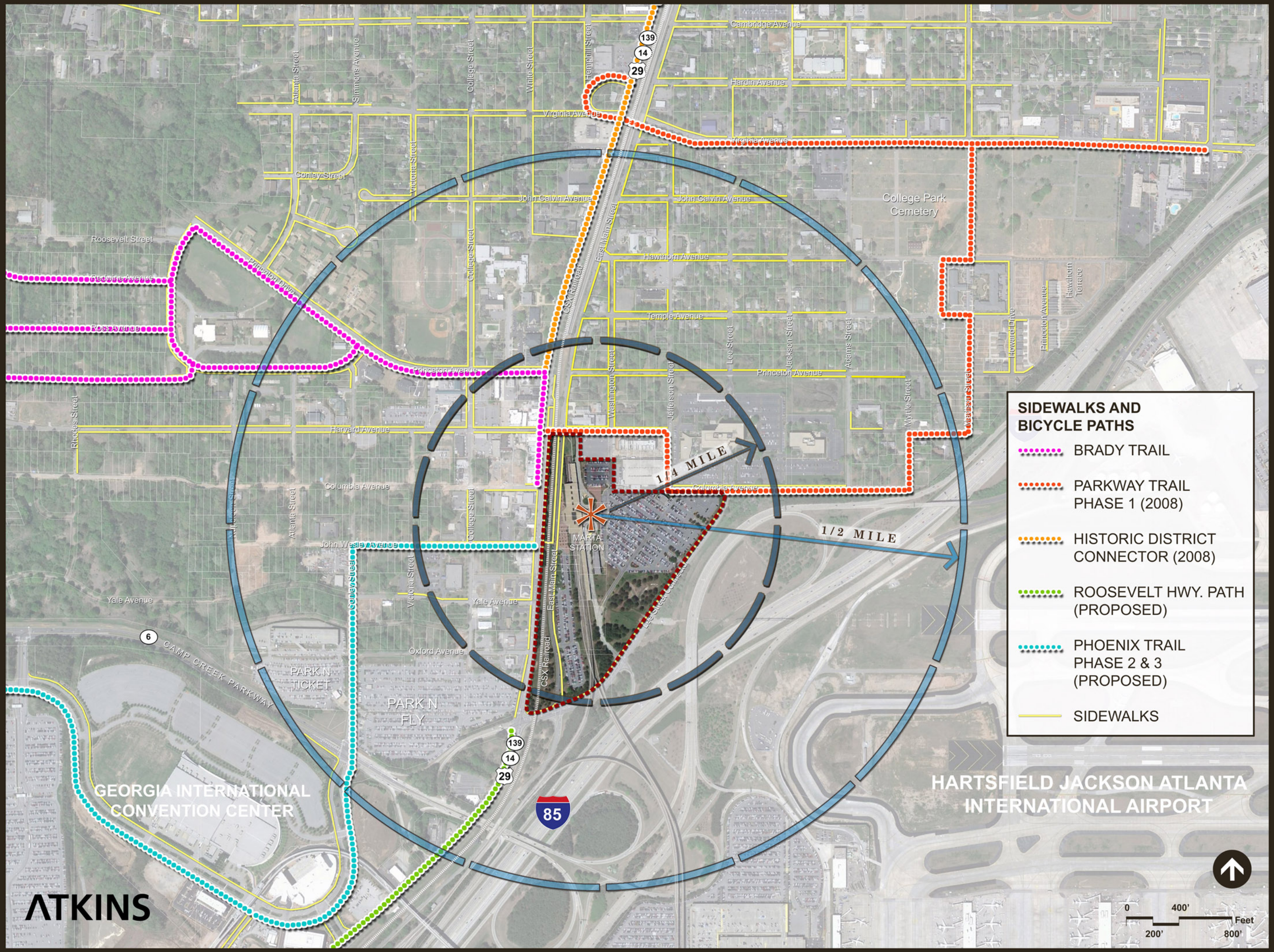
Appendix J - Study Graphics

Cambridge Avenue
Hardin Avenue
Virginia Avenue
Virginia Avenue
Atlanta Street
Simmons Avenue
College Street
White Street
Hemphill Street
139
14
29
Conley Street
Victoria Street
John Calvin Avenue
John Calvin Avenue
College Park Cemetery
Roosevelt Street
Princeton Drive
Redwine Avenue
Ross Avenue
College Street
CSX Railroad
East Main Street
Hawthorn Avenue
Temple Avenue
Lee Street
Jackson Street
Adams Street
Hoyard Drive
Princeton Avenue
Hawthorn Terrace
Princeton Avenue
Princeton Avenue
Washington Street
Jefferson Street
Myrtle Street
Madison Street
Rhodes Street
Harvard Avenue
85
1/4 MILE
Columbia Avenue
Columbia Avenue
Jackson Street
Atlanta Street
College Street
MARTA STATION
1/2 MILE
John Wesley Avenue
Conley Street
Victoria Street
East Main Street
Lee Street Connector
Yale Avenue
Yale Avenue
6
CAMP CREEK PARKWAY
Oxford Avenue
PARK N TICKET
PARK N FLY
CSX Railroad
139
14
29
85
GEORGIA INTERNATIONAL CONVENTION CENTER
HARTSFIELD JACKSON ATLANTA INTERNATIONAL AIRPORT
ATKINS
0
400'
Feet
200'
800'

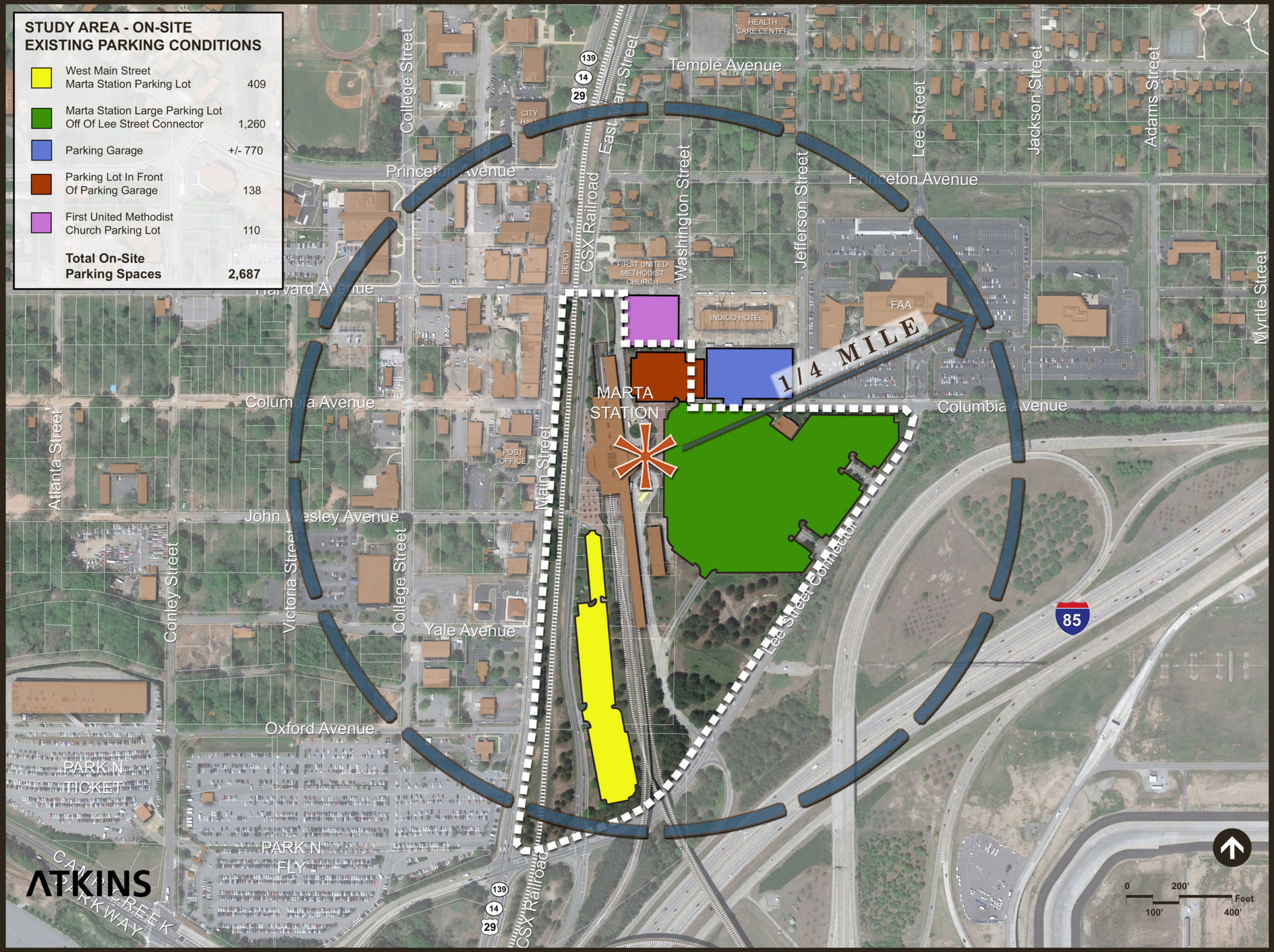

PROPERTY OWNERSHIP
City of College Park
City of College Park Recreation and Park
City of College Park Business and Industrial Development Authority
City of College Park Housing Authority
City of Atlanta
Hartsfield Jackson Atlanta International Airport
1/4 MILE
1/2 MILE
MARTA STATION
College Park Cemetery
PARK N TICKET
PARK N FLY
GEORGIA INTERNATIONAL CONVENTION CENTER
HARTSFIELD JACKSON ATLANTA INTERNATIONAL AIRPORT
CAMP CREEK PARKWAY
CSX Railroad
East Main Street
Princeton Drive
Princeton Avenue
Cambridge Avenue
Hardin Avenue
Virginia Avenue
John Calvin Avenue
Hawthorn Avenue
Temple Avenue
Harvard Avenue
Columbia Avenue
John Wesley Avenue
Yale Avenue
Oxford Avenue
Roosevelt Street
Redwine Avenue
Ross Avenue
Coney Street
Atlanta Street
Simmons Avenue
College Street
White Street
Hemphill Street
Victoria Street
Rhodes Street
Washington Street
Jefferson Street
Lee Street
Jackson Street
Adams Street
Wylie Street
Madison Street
Howard Drive
Hawthorn Terrace
Lee Street Connector
139
14
29
85
6
0
400'
200'
800'
Feet

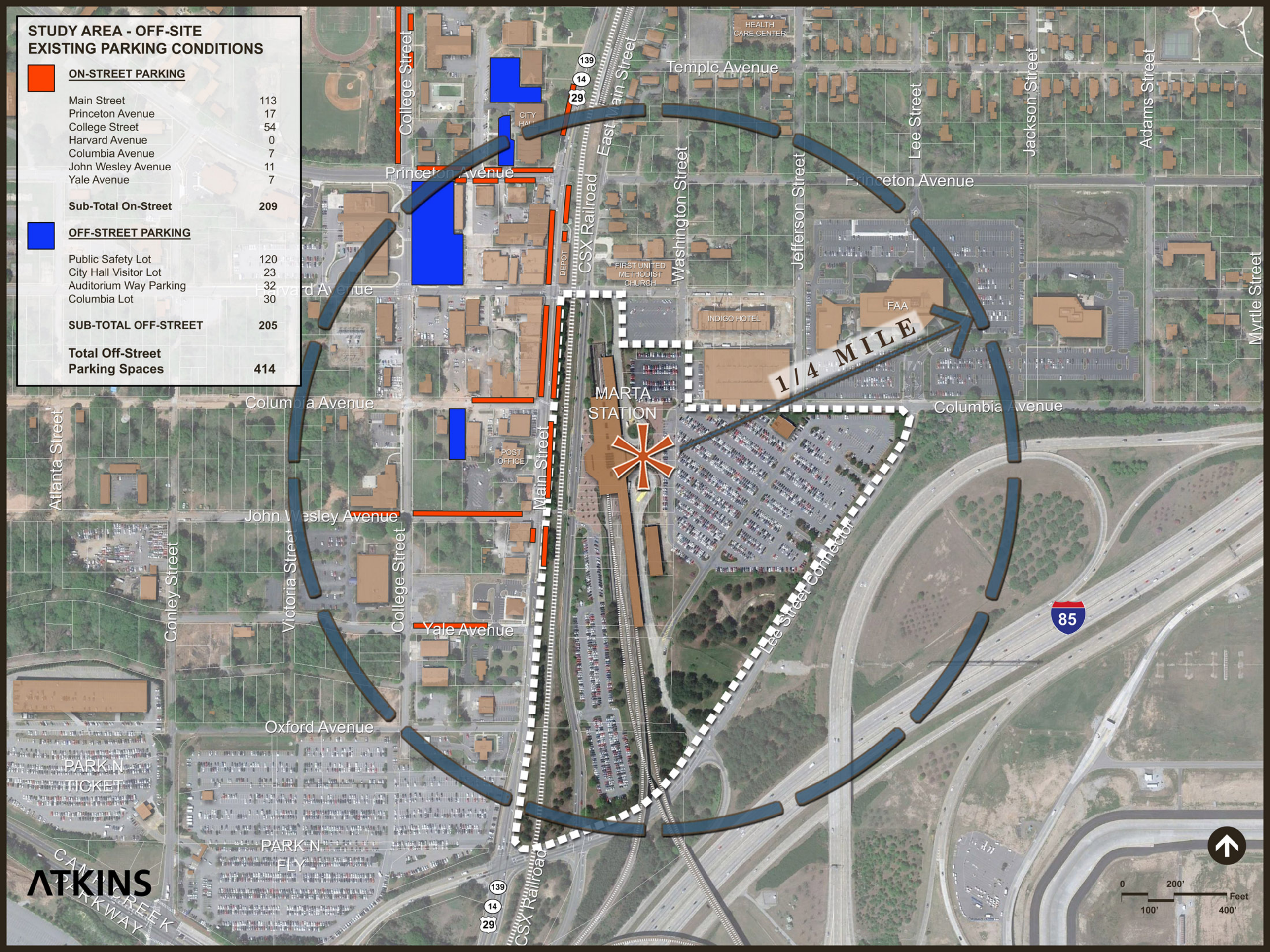
ATKINS

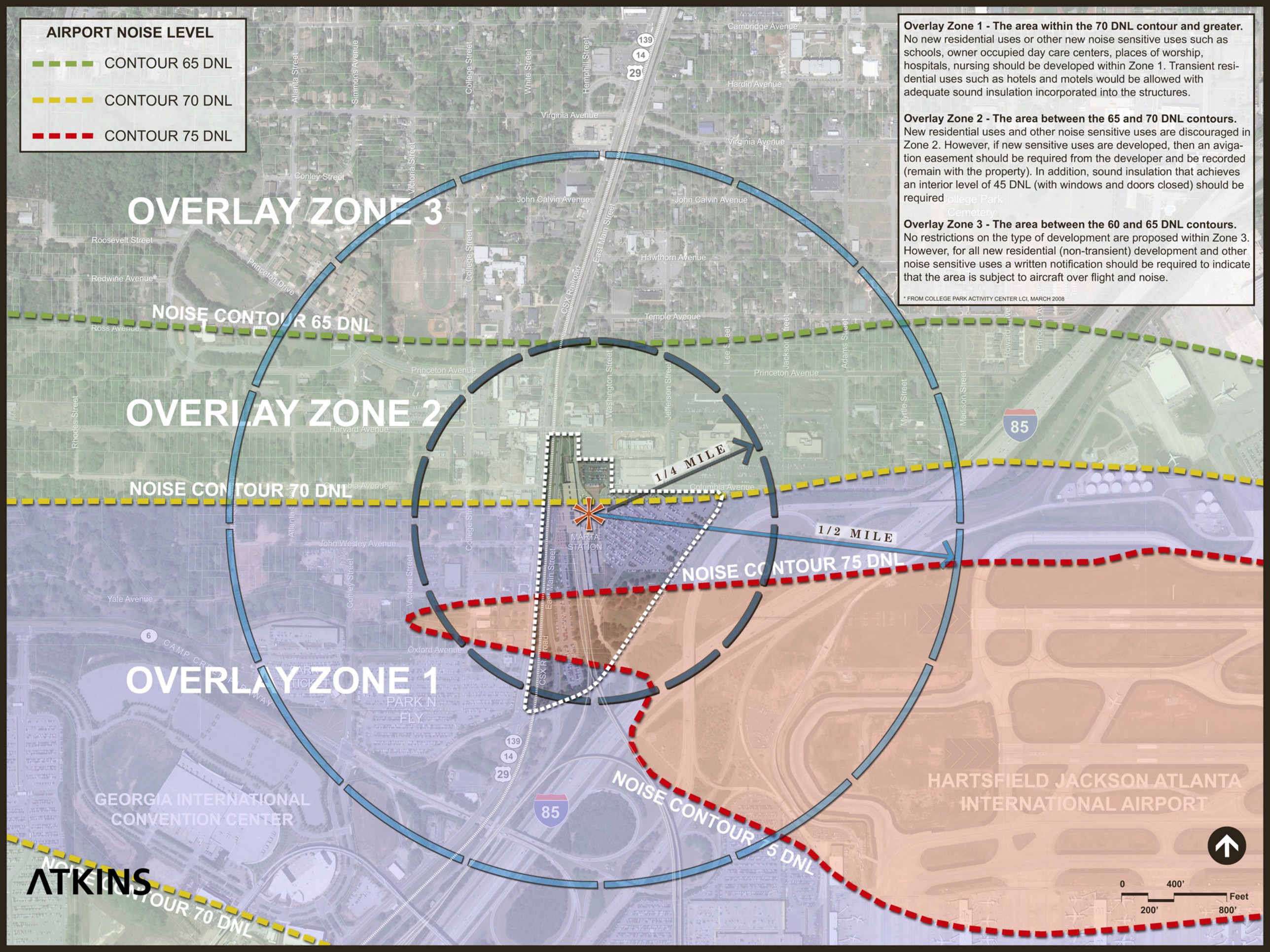

Cambridge Avenue
Hardin Avenue
Virginia Avenue
Virginia Avenue
John Calvin Avenue
John Calvin Avenue
Hawthorn Avenue
Temple Avenue
Princeton Avenue
Princeton Avenue
Columbia Avenue
Columbia Avenue
John Wesley Avenue
Yale Avenue
Yale Avenue
Oxford Avenue
Harvard Avenue
Roosevelt Street
Redwine Avenue
Ross Avenue
Conley Street
Princeton Drive
Rhodes Street
Atlanta Street
Simmons Avenue
College Street
White Street
Hemphill Street
Victoria Street
Jefferson Street
Lee Street
Jackson Street
Adams Street
Myrtle Street
Madison Street
Howard Drive
Hawthorn Terrace
East Main Street
CSX Railroad
Lee Street Connector
MARTA STATION
1/4 MILE
1/2 MILE
College Park Cemetery
PARK N TICKET
PARK N FLY
CAMP CREEK PARKWAY
GEORGIA INTERNATIONAL CONVENTION CENTER
HARTSFIELD JACKSON ATLANTA INTERNATIONAL AIRPORT
85
139
4
29
14
6
LEGEND
CITY OF COLLEGE PARK HISTORIC DISTRICT BOUNDARY
CITY OF COLLEGE PARK HISTORIC DISTRICT PARCELS
0
200'
400'
800'
Feet
ATKINS


SIDEWALKS AND BICYCLE PATHS
BRADY TRAIL
PARKWAY TRAIL PHASE 1 (2008)
HISTORIC DISTRICT CONNECTOR (2008)
ROOSEVELT HWY. PATH (PROPOSED)
PHOENIX TRAIL PHASE 2 & 3 (PROPOSED)
SIDEWALKS
1/4 MILE
1/2 MILE
MARTA STATION
College Park Cemetery
GEORGIA INTERNATIONAL CONVENTION CENTER
HARTSFIELD JACKSON ATLANTA INTERNATIONAL AIRPORT
PARK N TICKET
PARK N FLY
CAMP CREEK PARKWAY
CSX Railroad
East Main Street
Cambridge Avenue
Hardin Avenue
Virginia Avenue
John Calvin Avenue
Hawthorn Avenue
Temple Avenue
Princeton Avenue
Harvard Avenue
Columbia Avenue
John Wesley Avenue
Yale Avenue
Oxford Avenue
Roosevelt Street
Redwine Avenue
Ross Avenue
Conley Street
Atlanta Street
Simmons Avenue
College Street
White Street
Hemphill Street
Victoria Street
Washington Street
Jefferson Street
Lee Street
Jackson Street
Adams Street
Myrtle Street
Howard Drive
Hawthorn Terrace
Rhodes Street
Lee Street Connector
0 400' Feet
200' 800'

ATKINS


STUDY AREA - ON-SITE
EXISTING PARKING CONDITIONS
West Main Street Marta Station Parking Lot 409
Marta Station Large Parking Lot Off Of Lee Street Connector 1,260
Parking Garage +/- 770
Parking Lot In Front Of Parking Garage 138
First United Methodist Church Parking Lot 110
Total On-Site Parking Spaces 2,687
College Street
Temple Avenue
HEALTH CARE CENTER
CITY HALL
East Main Street
Princeton Avenue
CSX Railroad
DEPOT
Washington Street
FIRST UNITED METHODIST CHURCH
Jefferson Street
Lee Street
Jackson Street
Adams Street
Myrtle Street
Harvard Avenue
INDIGO HOTEL
FAA
1/4 MILE
MARTA STATION
Columbia Avenue
POST OFFICE
Main Street
Atlanta Street
John Wesley Avenue
Conley Street
Victoria Street
Yale Avenue
Lee Street Connector
85
Oxford Avenue
PARK N TICKET
PARK N FLY
CAMP CREEK PARKWAY
ATKINS
0 200' Feet
100' 400'


STUDY AREA - OFF-SITE
EXISTING PARKING CONDITIONS
ON-STREET PARKING
Main Street 113
Princeton Avenue 17
College Street 54
Harvard Avenue 0
Columbia Avenue 7
John Wesley Avenue 11
Yale Avenue 7
Sub-Total On-Street 209
OFF-STREET PARKING
Public Safety Lot 120
City Hall Visitor Lot 23
Auditorium Way Parking 32
Columbia Lot 30
SUB-TOTAL OFF-STREET 205
Total Off-Street Parking Spaces 414
HEALTH CARE CENTER
Temple Avenue
College Street
CITY HALL
East Main Street
CSX Railroad
DEPOT
Washington Street
Jefferson Street
Lee Street
Jackson Street
Adams Street
Myrtle Street
Princeton Avenue
FIRST UNITED METHODIST CHURCH
INDIGO HOTEL
FAA
1/4 MILE
MARTA STATION
Columbia Avenue
Harvard Avenue
POST OFFICE
Main Street
John Wesley Avenue
Atlanta Street
Conley Street
Victoria Street
College Street
Yale Avenue
Lee Street Connector
Oxford Avenue
PARK N TICKET
PARK N FLY
CAMP CREEK PARKWAY
CSX Railroad
139
14
29
85
ATKINS
0 200' Feet
100' 400'



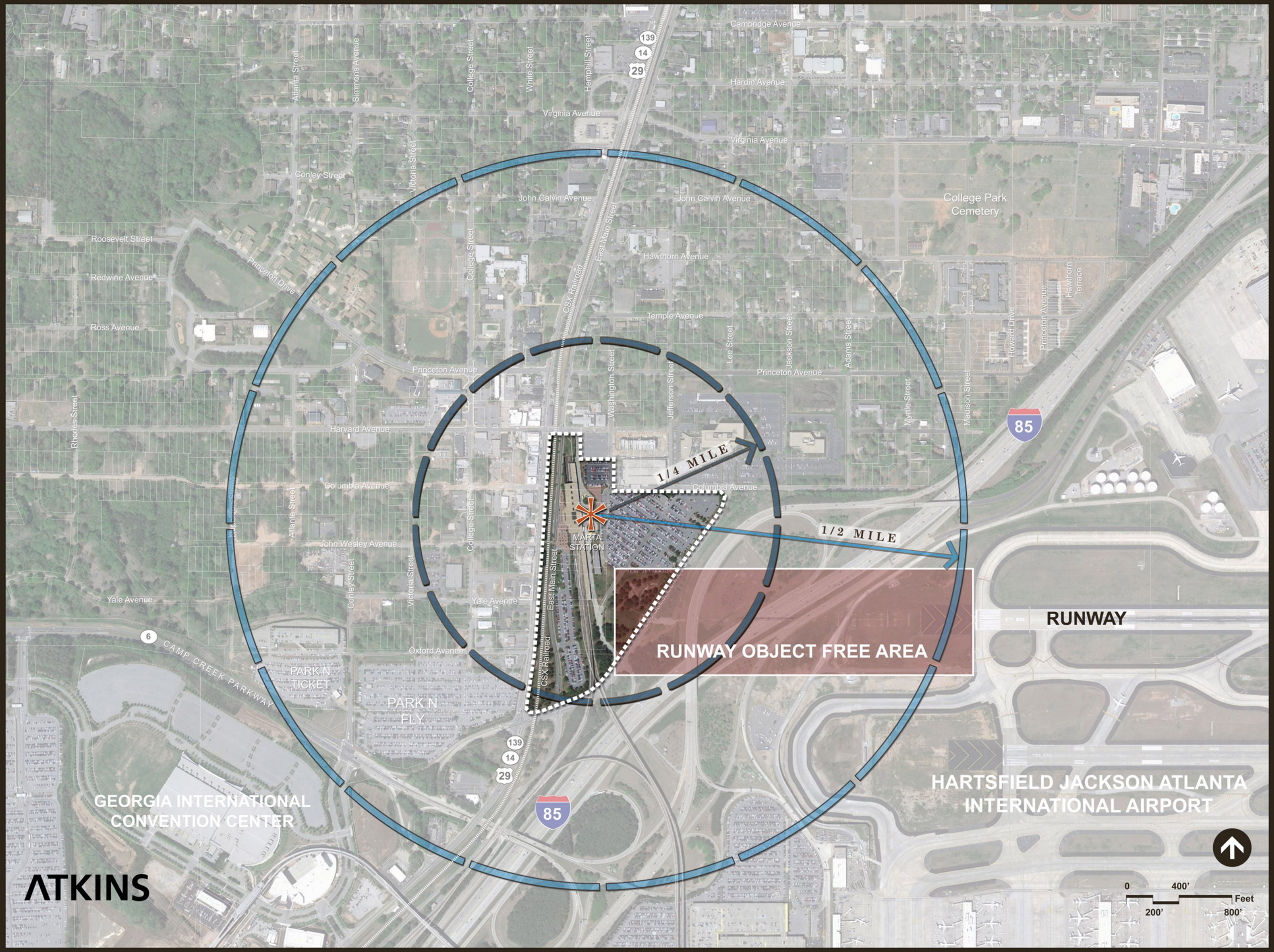
Overlay Zone 1 - The area within the 70 DNL contour and greater. No new residential uses or other new noise sensitive uses such as schools, owner occupied day care centers, places of worship, hospitals, nursing should be developed within Zone 1. Transient residential uses such as hotels and motels would be allowed with adequate sound insulation incorporated into the structures.

Overlay Zone 2 - The area between the 65 and 70 DNL contours. New residential uses and other noise sensitive uses are discouraged in Zone 2. However, if new sensitive uses are developed, then an avigation easement should be required from the developer and be recorded (remain with the property). In addition, sound insulation that achieves an interior level of 45 DNL (with windows and doors closed) should be required.

Overlay Zone 3 - The area between the 60 and 65 DNL contours. No restrictions on the type of development are proposed within Zone 3. However, for all new residential (non-transient) development and other noise sensitive uses a written notification should be required to indicate that the area is subject to aircraft over flight and noise.

* FROM COLLEGE PARK ACTIVITY CENTER LCI, MARCH 2008

ATKINS


Cambridge Avenue
Hardin Avenue
Virginia Avenue
Virginia Avenue
Atlanta Street
Simmons Avenue
College Street
White Street
Hemphill Street
139
14
29
Conley Street
Victoria Street
John Calvin Avenue
John Calvin Avenue
College Park Cemetery
Roosevelt Street
Princeton Drive
Redwine Avenue
Ross Avenue
College Street
CSX Railroad
East Main Street
Hawthorn Avenue
Temple Avenue
Lee Street
Jackson Street
Adams Street
Hoyard Drive
Princeton Avenue
Hawthorn Terrace
Princeton Avenue
Princeton Avenue
Washington Street
Jefferson Street
Myrtle Street
Madison Street
Rhodes Street
Harvard Avenue
85
1/4 MILE
1/2 MILE
Columbia Avenue
Columbia Avenue
Atlanta Street
John Wesley Avenue
College Street
MARTA STATION
Conley Street
Victoria Street
East Main Street
Yale Avenue
Yale Avenue
RUNWAY
6
CAMP CREEK PARKWAY
Oxford Avenue
RUNWAY OBJECT FREE AREA
PARK N TICKET
PARK N FLY
CSX Railroad
139
14
29
85
GEORGIA INTERNATIONAL CONVENTION CENTER
HARTSFIELD JACKSON ATLANTA INTERNATIONAL AIRPORT
ATKINS
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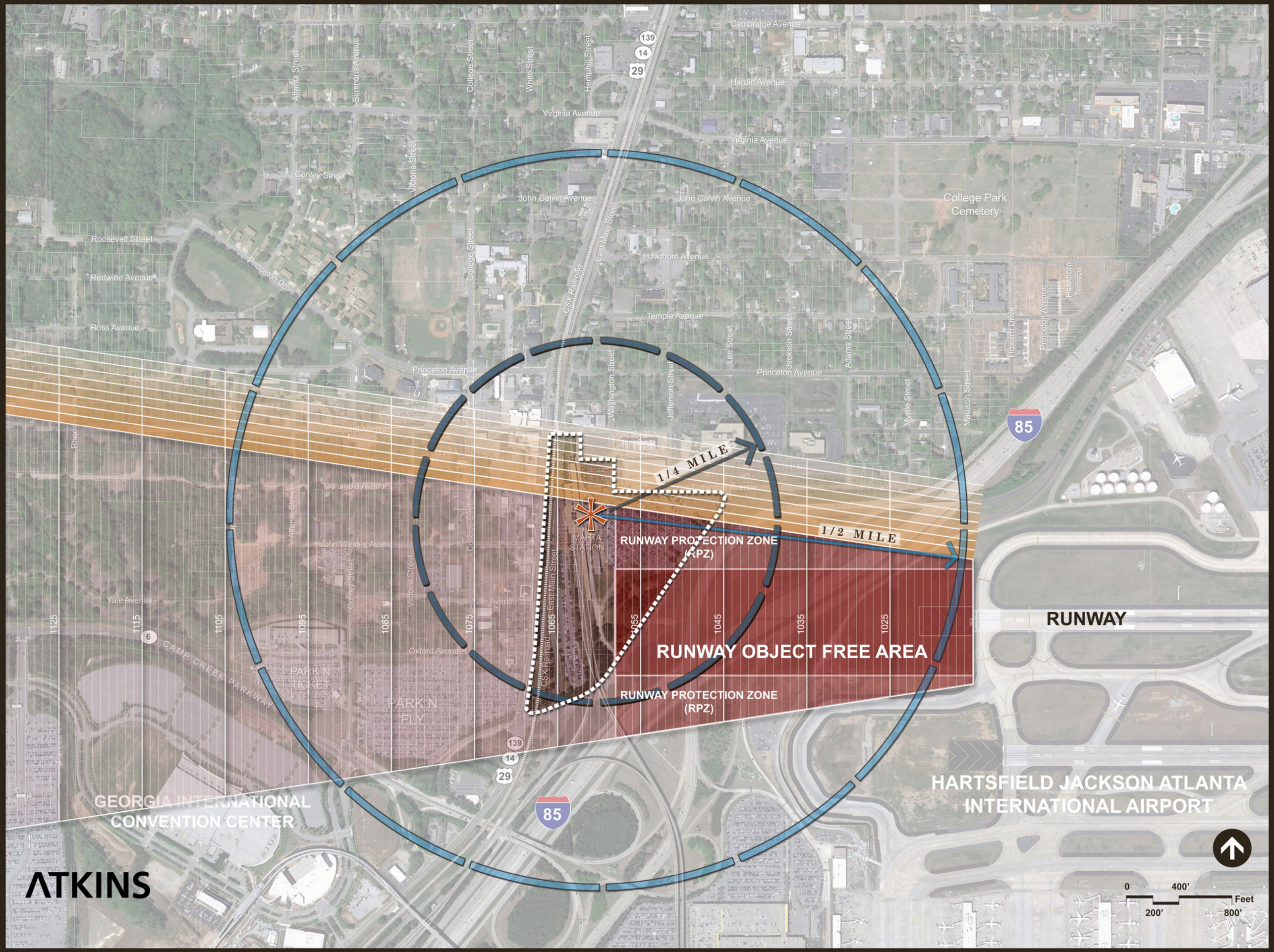
400'
Feet
200'
800'


Cambridge Avenue
Hardin Avenue
Virginia Avenue
Virginia Avenue
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Simmons Avenue
College Street
White Street
Hemphill Street
139
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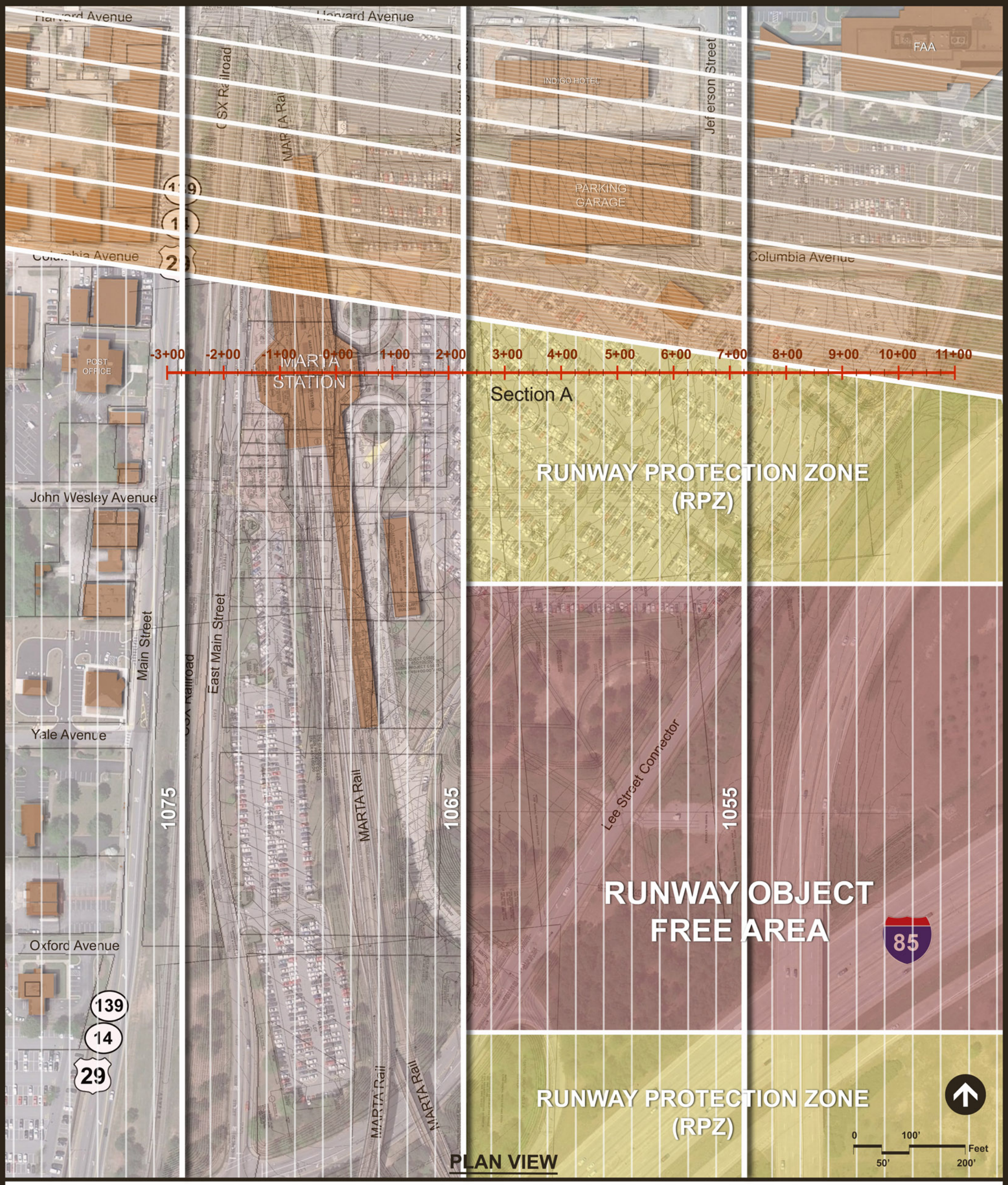
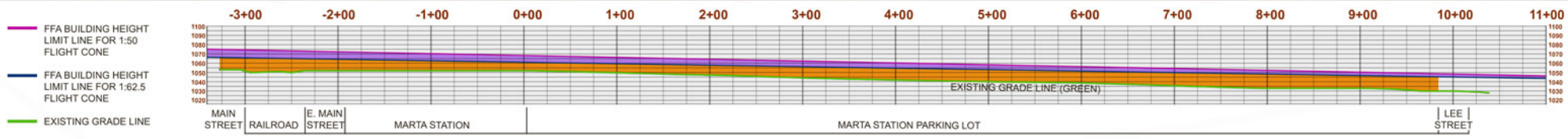
Conley Street
Victoria Street
John Calvin Avenue
John Calvin Avenue
College Park Cemetery
Roosevelt Street
Princeton Drive
Redwine Avenue
Ross Avenue
College Street
CSX Railroad
East Main Street
Hawthorn Avenue
Temple Avenue
Lee Street
Jackson Street
Adams Street
Hoyard Drive
Princeton Avenue
Hawthorn Terrace
Princeton Avenue
Princeton Avenue
Washington Street
Jefferson Street
Myrtle Street
Madison Street
85
Rhodes Street
Harvard Avenue
1/4 MILE
Columbia Avenue
Columbia Avenue
Atlanta Street
John Wesley Avenue
College Street
MARTA STATION
RUNWAY PROTECTION ZONE (RPZ)
1/2 MILE
Conley Street
Victoria Street
Yale Avenue
Yale Avenue
1125
1115
1105
1095
1085
1075
1065
1055
1045
1035
1025
RUNWAY
6
CAMP CREEK PARKWAY
Oxford Avenue
CSX Railroad
East Main Street
RUNWAY OBJECT FREE AREA
PARK N TICKET
PARK N FLY
RUNWAY PROTECTION ZONE (RPZ)
139
14
29
85
GEORGIA INTERNATIONAL CONVENTION CENTER
HARTSFIELD JACKSON ATLANTA INTERNATIONAL AIRPORT
ATKINS
0
400'
200'
800'
Feet

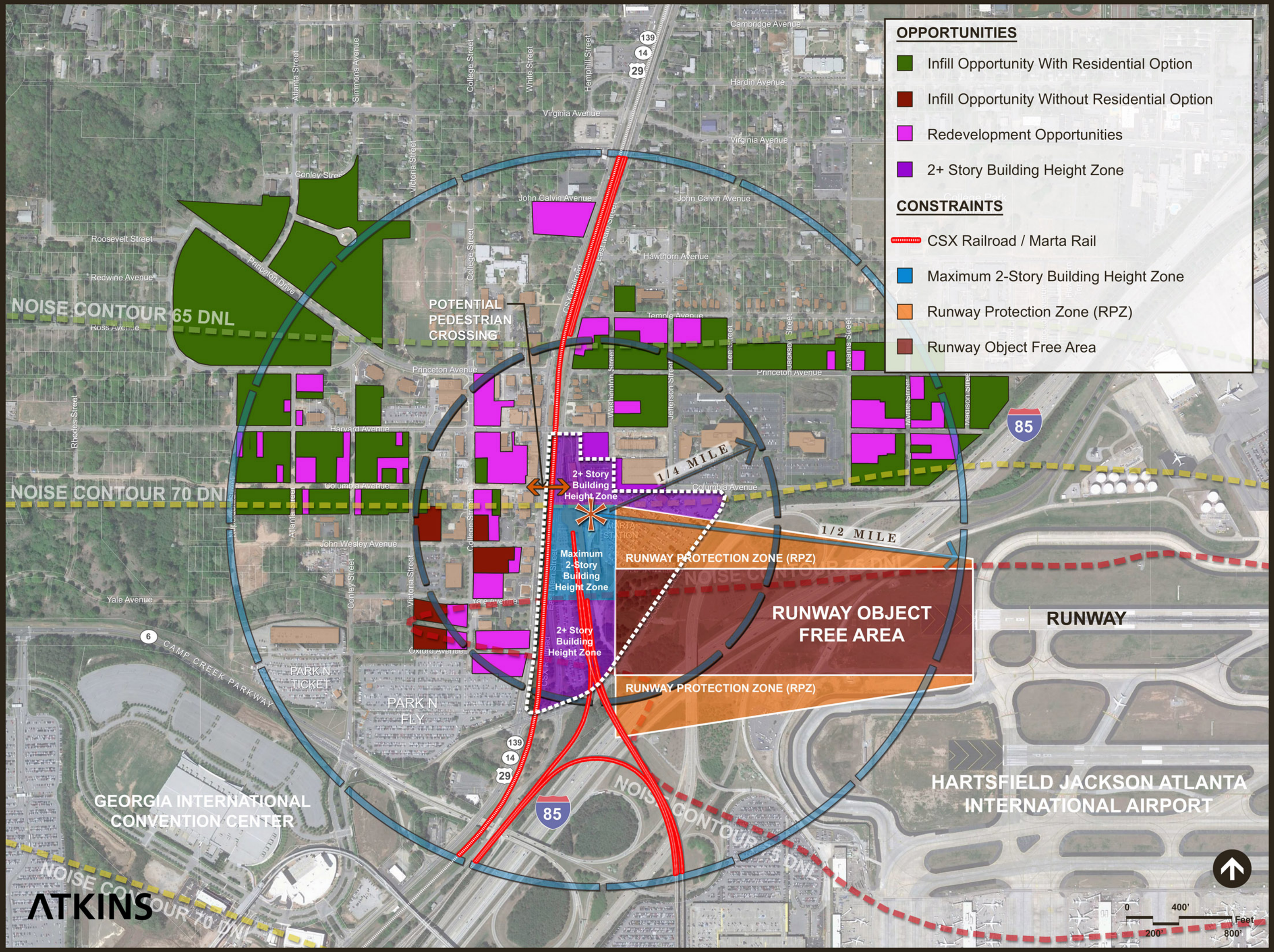




SECTION A

RUNWAY APPROACH SURFACE ELEVATION

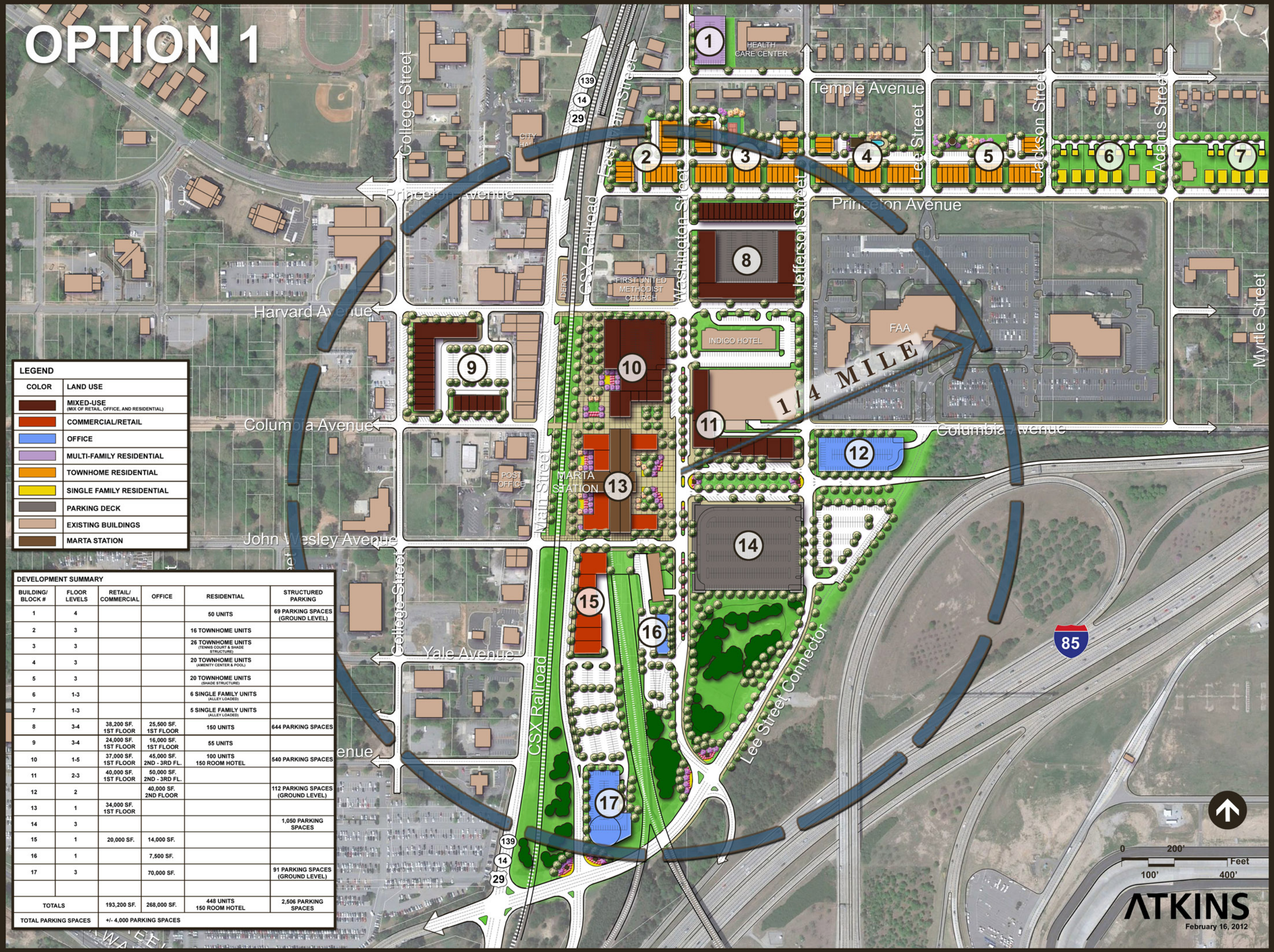
ATKINS


OPPORTUNITIES
Infill Opportunity With Residential Option
Infill Opportunity Without Residential Option
Redevelopment Opportunities
2+ Story Building Height Zone
CONSTRAINTS
CSX Railroad / Marta Rail
Maximum 2-Story Building Height Zone
Runway Protection Zone (RPZ)
Runway Object Free Area
NOISE CONTOUR 65 DNL
NOISE CONTOUR 70 DNL
NOISE CONTOUR 75 DNL
POTENTIAL PEDESTRIAN CROSSING
1/4 MILE
1/2 MILE
2+ Story Building Height Zone
Maximum 2-Story Building Height Zone
2+ Story Building Height Zone
RUNWAY PROTECTION ZONE (RPZ)
RUNWAY OBJECT FREE AREA
RUNWAY PROTECTION ZONE (RPZ)
RUNWAY
HARTSFIELD JACKSON ATLANTA INTERNATIONAL AIRPORT
GEORGIA INTERNATIONAL CONVENTION CENTER
PARK N TICKET
PARK N FLY
CAMP CREEK PARKWAY
Cambridge Avenue
Hardin Avenue
Virginia Avenue
John Calvin Avenue
Hawthorn Avenue
Temple Avenue
Princeton Avenue
Harvard Avenue
Columbia Avenue
John Wesley Avenue
Yale Avenue
Oxford Avenue
Roosevelt Street
Redwine Avenue
Ross Avenue
Princeton Drive
Conley Street
Atlanta Street
Simmons Avenue
College Street
White Street
Hemphill Street
Victoria Street
Rhodes Street
Washington Street
Jefferson Street
Lee Street
Jackson Street
Adams Street
Ivy Street
Madison Street
East Main Street
CSX Railroad
MARTA STATION
139
14
29
85
6
0
200'
400'
800'
Feet
ATKINS

OPTION 1

HEALTH CARE CENTER
CITY HALL
College Street
East Main Street
Temple Avenue
Lee Street
Jackson Street
Adams Street
Princeton Avenue
Washington Street
Jefferson Street
CSX Railroad
DEPOT
FIRST UNITED METHODIST CHURCH
FAA
INDIGO HOTEL
1/4 MILE
Myrtle Street
Harvard Avenue
Columbia Avenue
Atlanta Street
POST OFFICE
MARTA STATION
Main Street
John Wesley Avenue
Conley Street
Victoria Street
Yale Avenue
Oxford Avenue
Lee Street Connector
85
PARK N TICKET
PARK N FLY
CAMP CREEK PARKWAY
0 200' Feet
100' 400'
ATKINS
February 16, 2012

OPTION 1



LEGEND	
COLOR	LAND USE
	MIXED-USE (MIX OF RETAIL, OFFICE, AND RESIDENTIAL)
	COMMERCIAL/RETAIL
	OFFICE
	MULTI-FAMILY RESIDENTIAL
	TOWNHOME RESIDENTIAL
	SINGLE FAMILY RESIDENTIAL
	PARKING DECK
	EXISTING BUILDINGS
	MARTA STATION

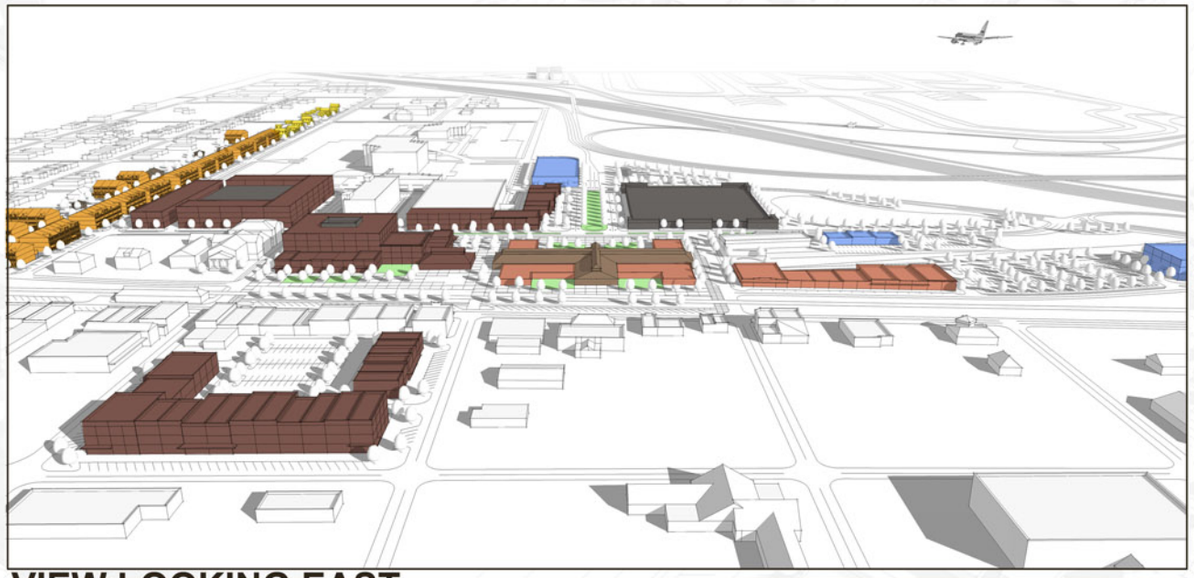
DEVELOPMENT SUMMARY

BUILDING/ BLOCK #	FLOOR LEVELS	RETAIL/ COMMERCIAL	OFFICE	RESIDENTIAL	STRUCTURED PARKING
1	4			50 UNITS	69 PARKING SPACES (GROUND LEVEL)
2	3			16 TOWNHOME UNITS	
3	3			26 TOWNHOME UNITS (TENNIS COURT & SHADE STRUCTURE)	
4	3			20 TOWNHOME UNITS (AMENITY CENTER & POOL)	
5	3			20 TOWNHOME UNITS (SHADE STRUCTURE)	
6	1-3			6 SINGLE FAMILY UNITS (ALLEY LOADED)	
7	1-3			5 SINGLE FAMILY UNITS (ALLEY LOADED)	
8	3-4	38,200 SF. 1ST FLOOR	25,500 SF. 1ST FLOOR	150 UNITS	644 PARKING SPACES
9	3-4	24,000 SF. 1ST FLOOR	16,000 SF. 1ST FLOOR	55 UNITS	
10	1-5	37,000 SF. 1ST FLOOR	45,000 SF. 2ND - 3RD FL.	100 UNITS 150 ROOM HOTEL	540 PARKING SPACES
11	2-3	40,000 SF. 1ST FLOOR	50,000 SF. 2ND - 3RD FL.		
12	2		40,000 SF. 2ND FLOOR		112 PARKING SPACES (GROUND LEVEL)
13	1	34,000 SF. 1ST FLOOR			
14	3				1,050 PARKING SPACES
15	1	20,000 SF.	14,000 SF.		
16	1		7,500 SF.		
17	3		70,000 SF.		91 PARKING SPACES (GROUND LEVEL)
TOTALS		193,200 SF.	268,000 SF.	448 UNITS 150 ROOM HOTEL	2,506 PARKING SPACES
TOTAL PARKING SPACES		+/- 4,000 PARKING SPACES			

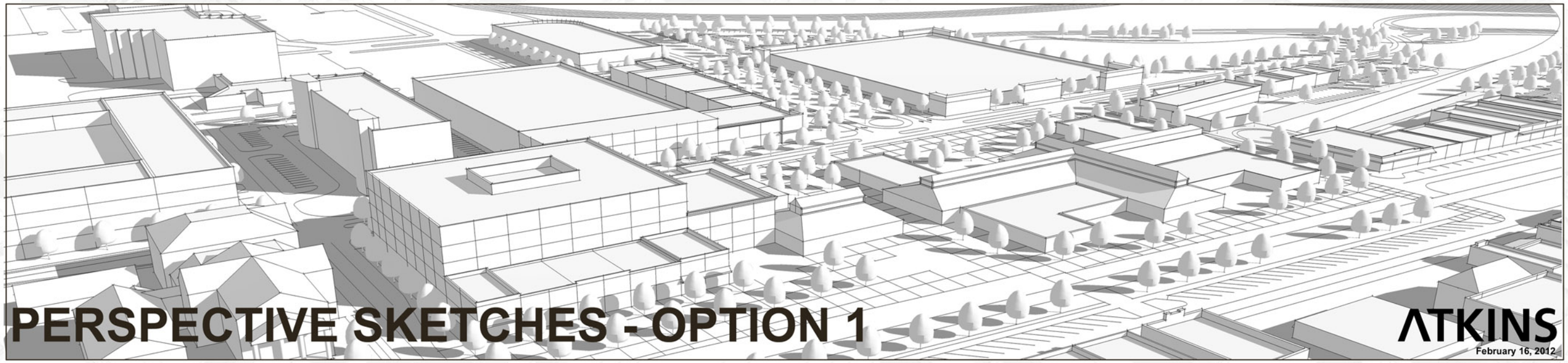
VIEW LOOKING NORTH

VIEW LOOKING NORTHEAST

VIEW LOOKING WEST



VIEW LOOKING EAST

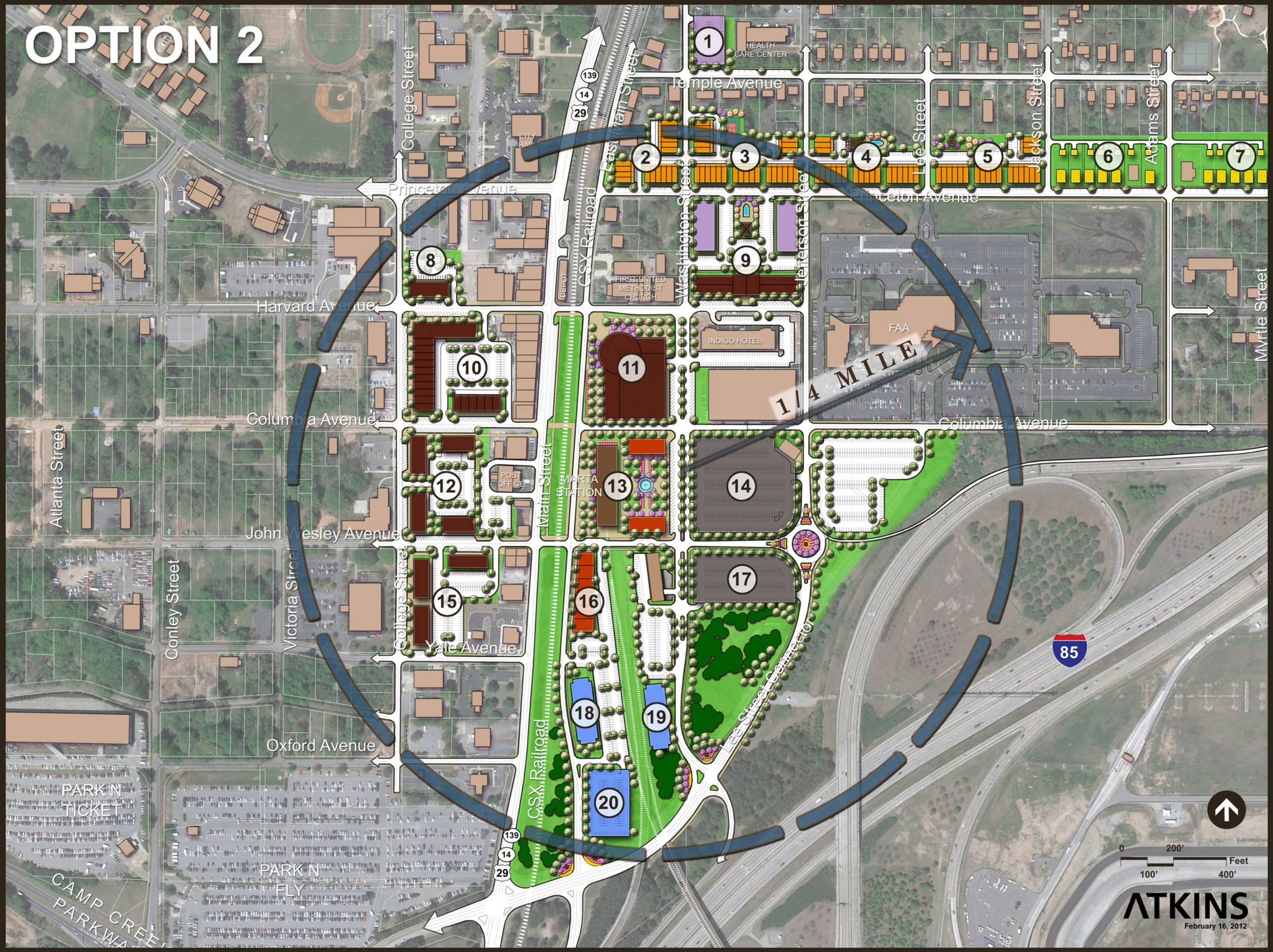


PERSPECTIVE SKETCHES - OPTION 1

ATKINS

February 16, 2012

OPTION 2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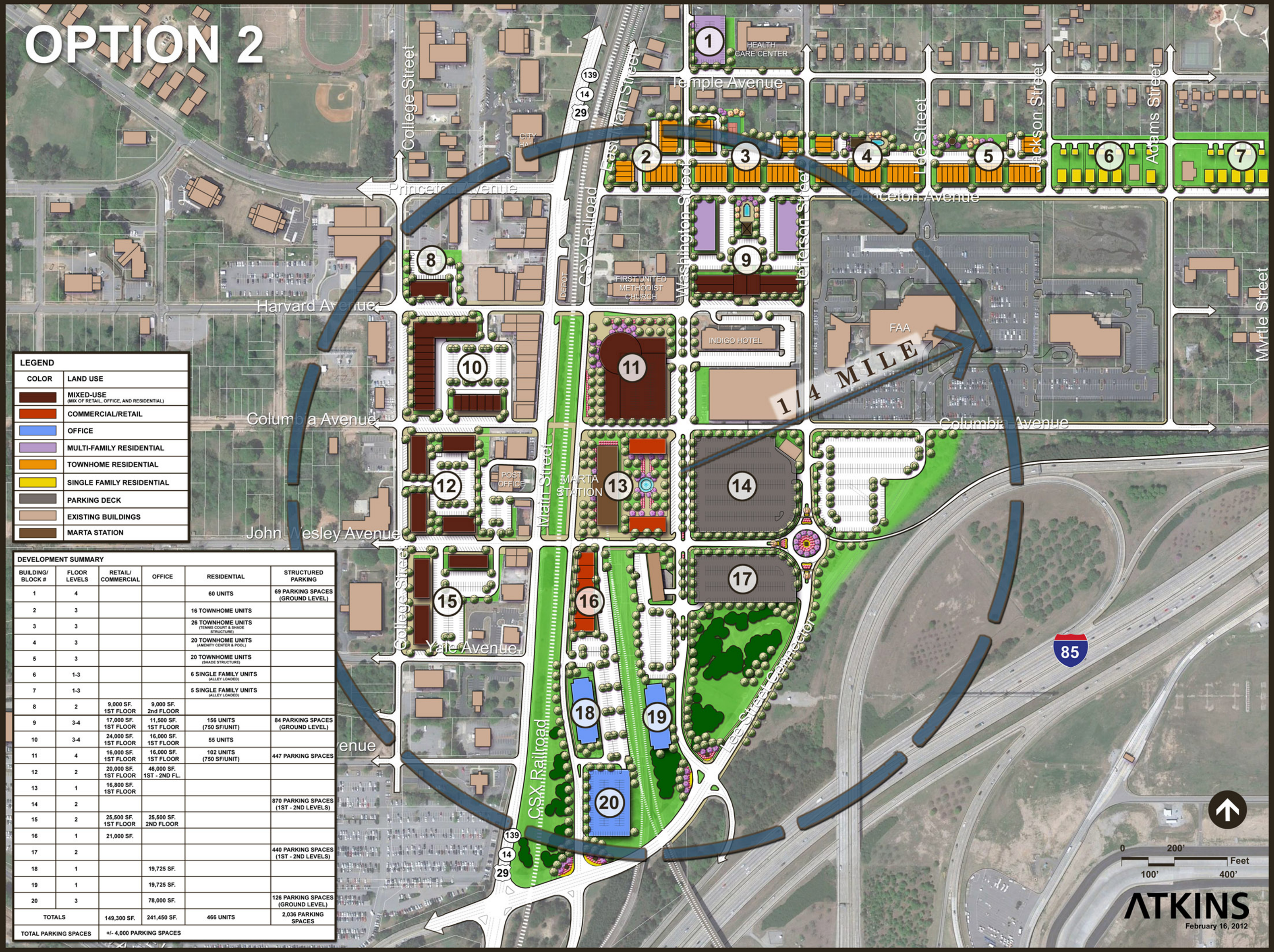
Temple Avenue
College Street
CITY HALL
Princeton Avenue
Harvard Avenue
Columbia Avenue
John Wesley Avenue
Yale Avenue
Oxford Avenue
Atlanta Street
Conley Street
Victoria Street
CSX Railroad
DEPOT
FIRST UNITED METHODIST CHURCH
Washington Street
Jefferson Street
Lee Street
Jackson Street
Adams Street
Myrtle Street
INDIGO HOTEL
FAA
1/4 MILE
POST OFFICE
MARTA STATION
Lee Street Connector
85
139
14
29
PARK N TICKET
PARK N FLY
CAMP CREEK PARKWAY
0
200'
Feet
100'
400'
ATKINS
February 16, 2012

OPTION 2

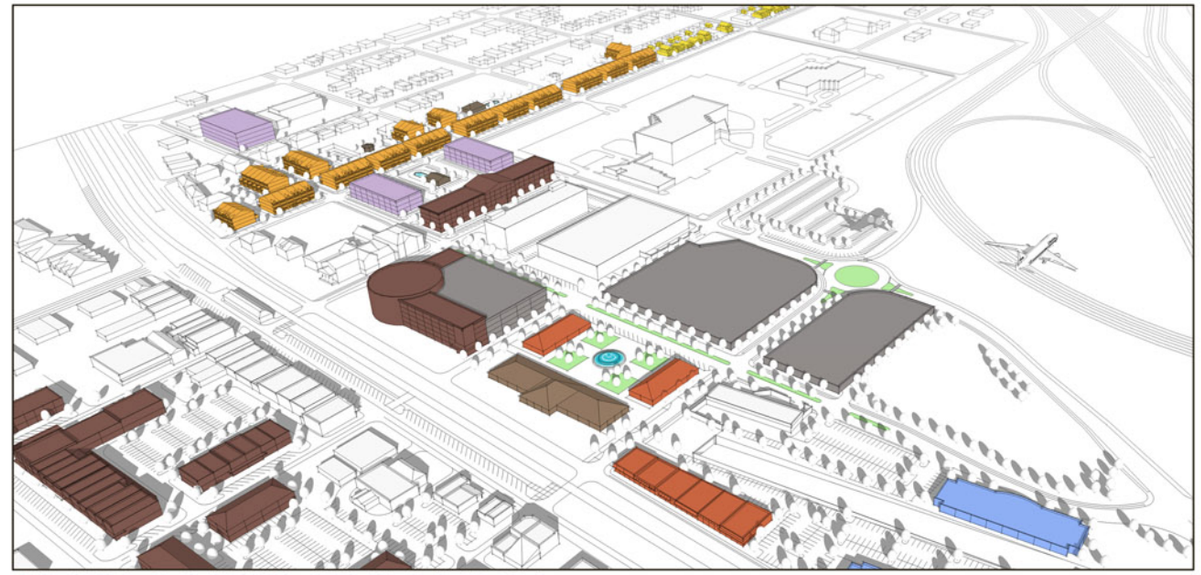


LEGEND	
COLOR	LAND USE
	MIXED-USE (MIX OF RETAIL, OFFICE, AND RESIDENTIAL)
	COMMERCIAL/RETAIL
	OFFICE
	MULTI-FAMILY RESIDENTIAL
	TOWNHOME RESIDENTIAL
	SINGLE FAMILY RESIDENTIAL
	PARKING DECK
	EXISTING BUILDINGS
	MARTA STATION

DEVELOPMENT SUMMARY

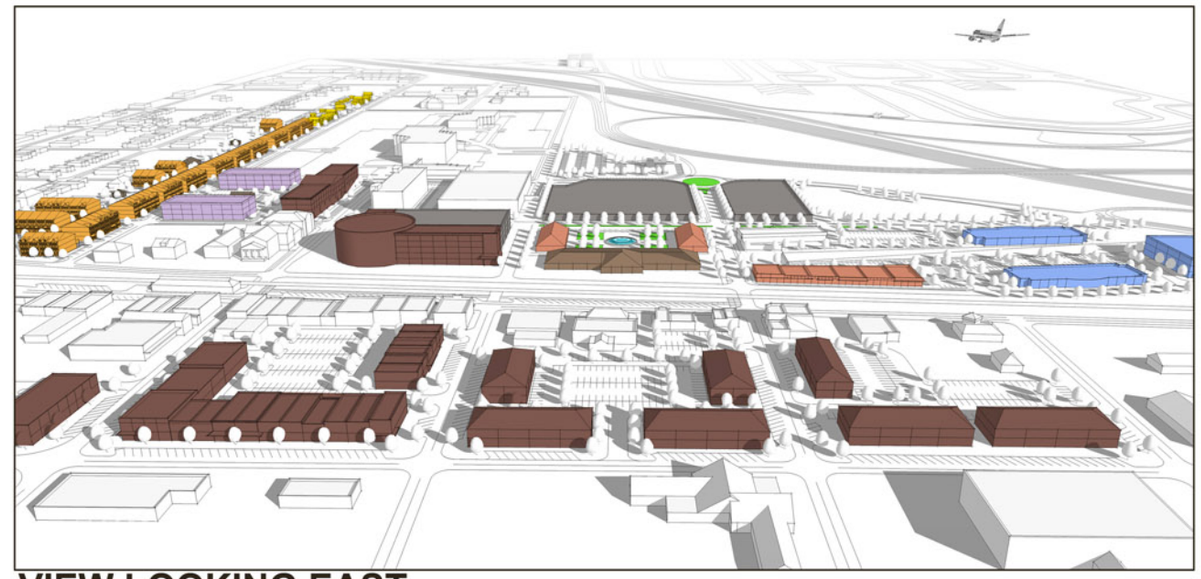
BUILDING/ BLOCK #	FLOOR LEVELS	RETAIL/ COMMERCIAL	OFFICE	RESIDENTIAL	STRUCTURED PARKING
1	4			60 UNITS	69 PARKING SPACES (GROUND LEVEL)
2	3			16 TOWNHOME UNITS	
3	3			26 TOWNHOME UNITS (TENNIS COURT & SHADE STRUCTURE)	
4	3			20 TOWNHOME UNITS (AMENITY CENTER & POOL)	
5	3			20 TOWNHOME UNITS (SHADE STRUCTURE)	
6	1-3			6 SINGLE FAMILY UNITS (ALLEY LOADED)	
7	1-3			5 SINGLE FAMILY UNITS (ALLEY LOADED)	
8	2	9,000 SF. 1ST FLOOR	9,000 SF. 2nd FLOOR		
9	3-4	17,000 SF. 1ST FLOOR	11,500 SF. 1ST FLOOR	156 UNITS (750 SF/UNIT)	84 PARKING SPACES (GROUND LEVEL)
10	3-4	24,000 SF. 1ST FLOOR	16,000 SF. 1ST FLOOR	55 UNITS	
11	4	16,000 SF. 1ST FLOOR	16,000 SF. 1ST FLOOR	102 UNITS (750 SF/UNIT)	447 PARKING SPACES
12	2	20,000 SF. 1ST FLOOR	46,000 SF. 1ST - 2ND FL.		
13	1	16,800 SF. 1ST FLOOR			
14	2				870 PARKING SPACES (1ST - 2ND LEVELS)
15	2	25,500 SF. 1ST FLOOR	25,500 SF. 2ND FLOOR		
16	1	21,000 SF.			
17	2				440 PARKING SPACES (1ST - 2ND LEVELS)
18	1		19,725 SF.		
19	1		19,725 SF.		
20	3		78,000 SF.		126 PARKING SPACES (GROUND LEVEL)
TOTALS		149,300 SF.	241,450 SF.	466 UNITS	2,036 PARKING SPACES
TOTAL PARKING SPACES		+/- 4,000 PARKING SPACES			

VIEW LOOKING NORTH

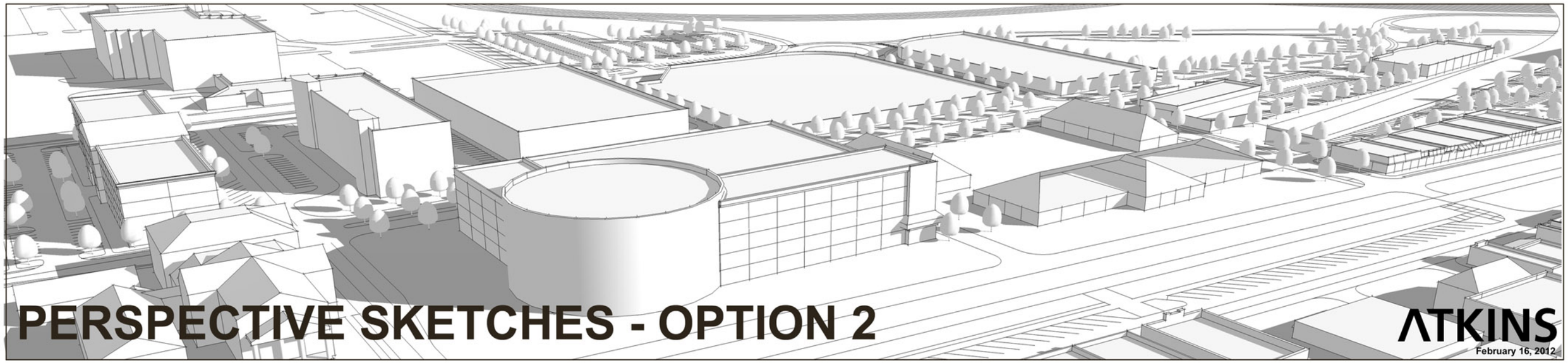


VIEW LOOKING NORTHEAST

VIEW LOOKING WEST



VIEW LOOKING EAST

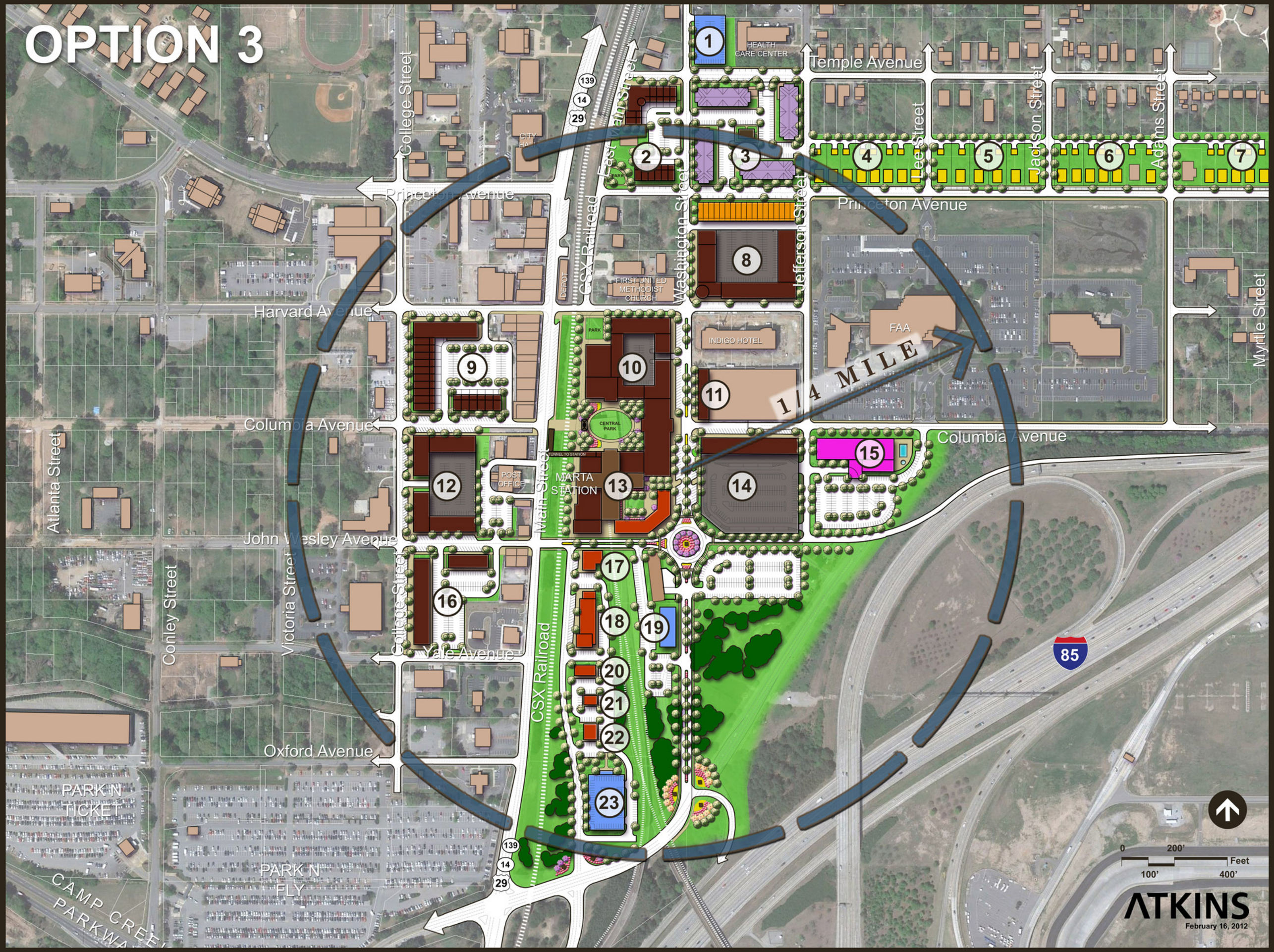


PERSPECTIVE SKETCHES - OPTION 2

ATKINS

February 16, 2012

OPTION 3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Princeton Avenue
Harvard Avenue
Columbia Avenue
Atlanta Street
John Wesley Avenue
Conley Street
Victoria Street
Yale Avenue
Oxford Avenue
CSX Railroad
East Main Street
Washington Street
Jefferson Street
Temple Avenue
Lee Street
Jackson Street
Adams Street
Myrtle Street
Main Street
CITY HALL
PARK
DEPOT
FIRST UNITED METHODIST CHURCH
HEALTH CARE CENTER
INDIGO HOTEL
FAA
CENTRAL PARK
TUNNEL TO STATION
MARTA STATION
POST OFFICE
1/4 MILE
PARK N TICKET
PARK N FLY
CAMP CREEK PARKWAY
139
14
29
85
1
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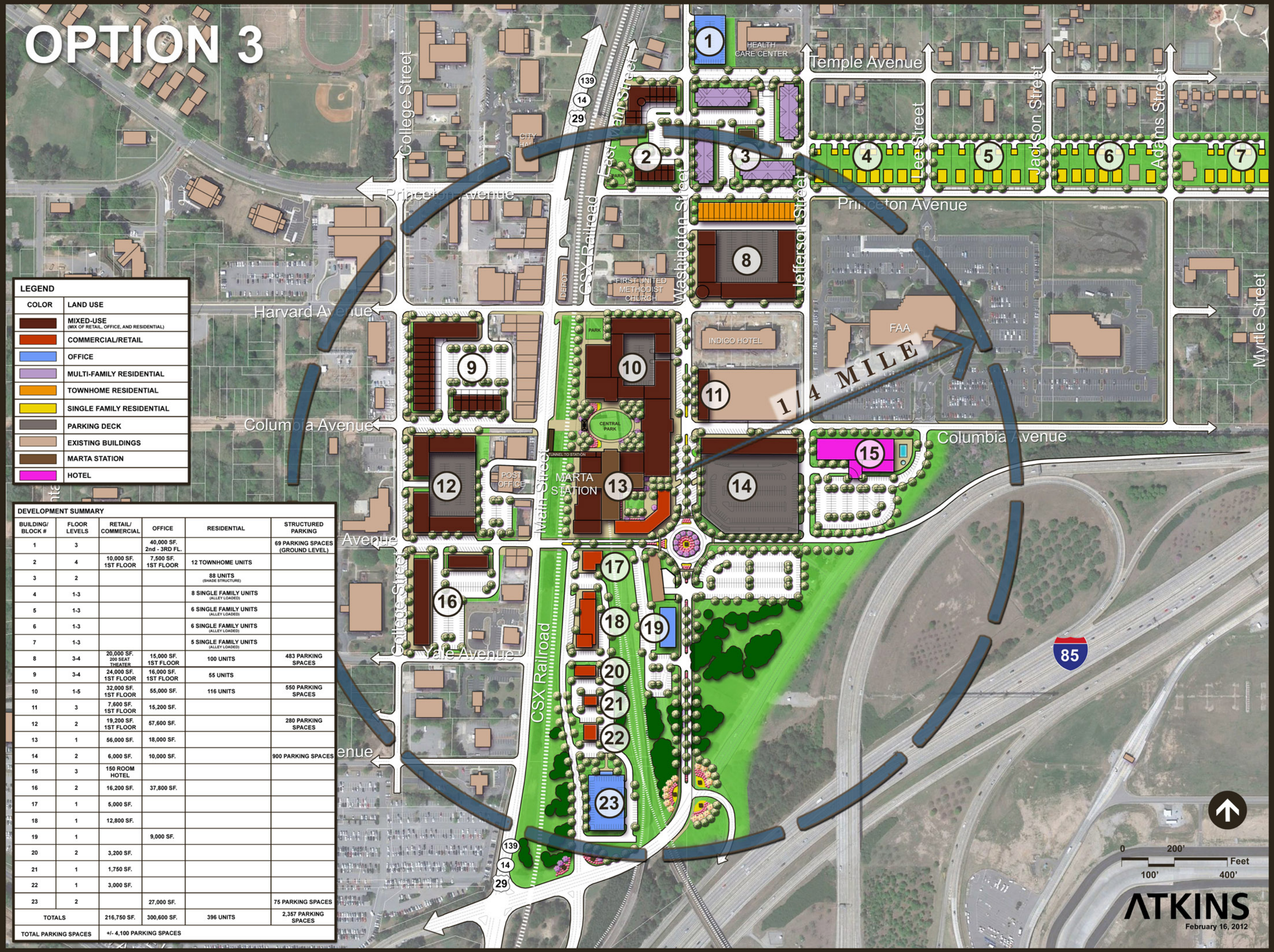
23
0
200'
Feet
100'
400'
ATKINS
February 16, 2012

OPTION 3



LEGEND	
COLOR	LAND USE
	MIXED-USE (MIX OF RETAIL, OFFICE, AND RESIDENTIAL)
	COMMERCIAL/RETAIL
	OFFICE
	MULTI-FAMILY RESIDENTIAL
	TOWNHOME RESIDENTIAL
	SINGLE FAMILY RESIDENTIAL
	PARKING DECK
	EXISTING BUILDINGS
	MARTA STATION
	HOTEL

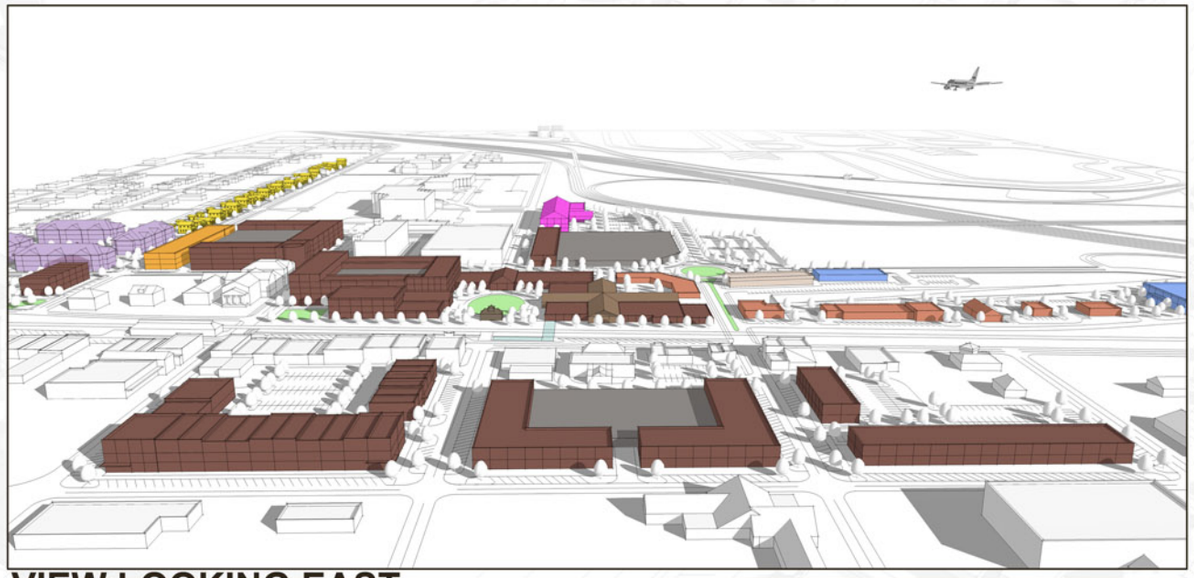
DEVELOPMENT SUMMARY

BUILDING/ BLOCK #	FLOOR LEVELS	RETAIL/ COMMERCIAL	OFFICE	RESIDENTIAL	STRUCTURED PARKING
1	3		40,000 SF. 2nd - 3RD FL.		69 PARKING SPACES (GROUND LEVEL)
2	4	10,000 SF. 1ST FLOOR	7,500 SF. 1ST FLOOR	12 TOWNHOME UNITS	
3	2			88 UNITS (SHADE STRUCTURE)	
4	1-3			8 SINGLE FAMILY UNITS (ALLEY LOADED)	
5	1-3			6 SINGLE FAMILY UNITS (ALLEY LOADED)	
6	1-3			6 SINGLE FAMILY UNITS (ALLEY LOADED)	
7	1-3			5 SINGLE FAMILY UNITS (ALLEY LOADED)	
8	3-4	20,000 SF. 200 SEAT THEATER	15,000 SF. 1ST FLOOR	100 UNITS	483 PARKING SPACES
9	3-4	24,000 SF. 1ST FLOOR	16,000 SF. 1ST FLOOR	55 UNITS	
10	1-5	32,000 SF. 1ST FLOOR	55,000 SF.	116 UNITS	550 PARKING SPACES
11	3	7,600 SF. 1ST FLOOR	15,200 SF.		
12	2	19,200 SF. 1ST FLOOR	57,600 SF.		280 PARKING SPACES
13	1	56,000 SF.	18,000 SF.		
14	2	6,000 SF.	10,000 SF.		900 PARKING SPACES
15	3	150 ROOM HOTEL			
16	2	16,200 SF.	37,800 SF.		
17	1	5,000 SF.			
18	1	12,800 SF.			
19	1		9,000 SF.		
20	2	3,200 SF.			
21	1	1,750 SF.			
22	1	3,000 SF.			
23	2		27,000 SF.		75 PARKING SPACES
TOTALS		216,750 SF.	300,600 SF.	396 UNITS	2,357 PARKING SPACES
TOTAL PARKING SPACES		+/- 4,100 PARKING SPACES			

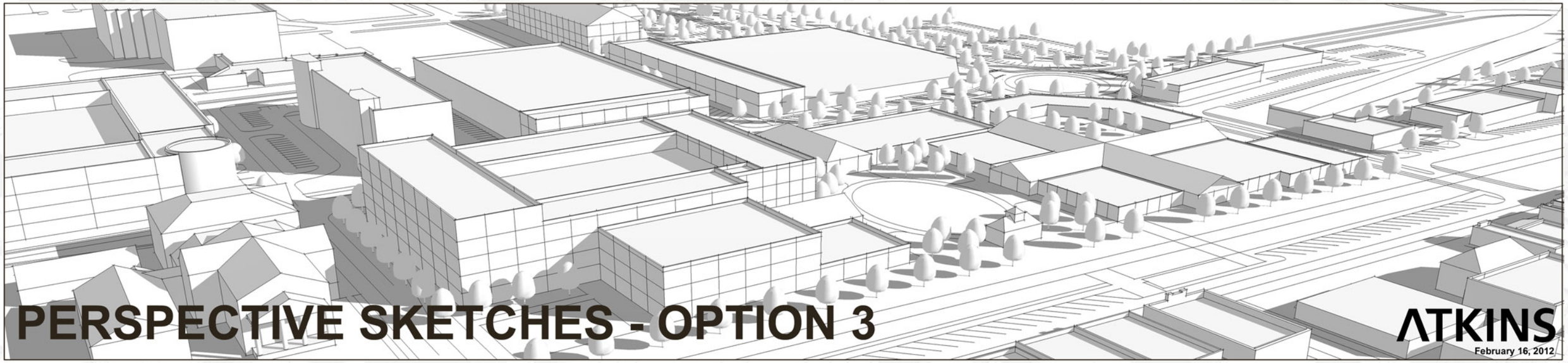
VIEW LOOKING NORTH

VIEW LOOKING NORTHEAST

VIEW LOOKING WEST



VIEW LOOKING EAST

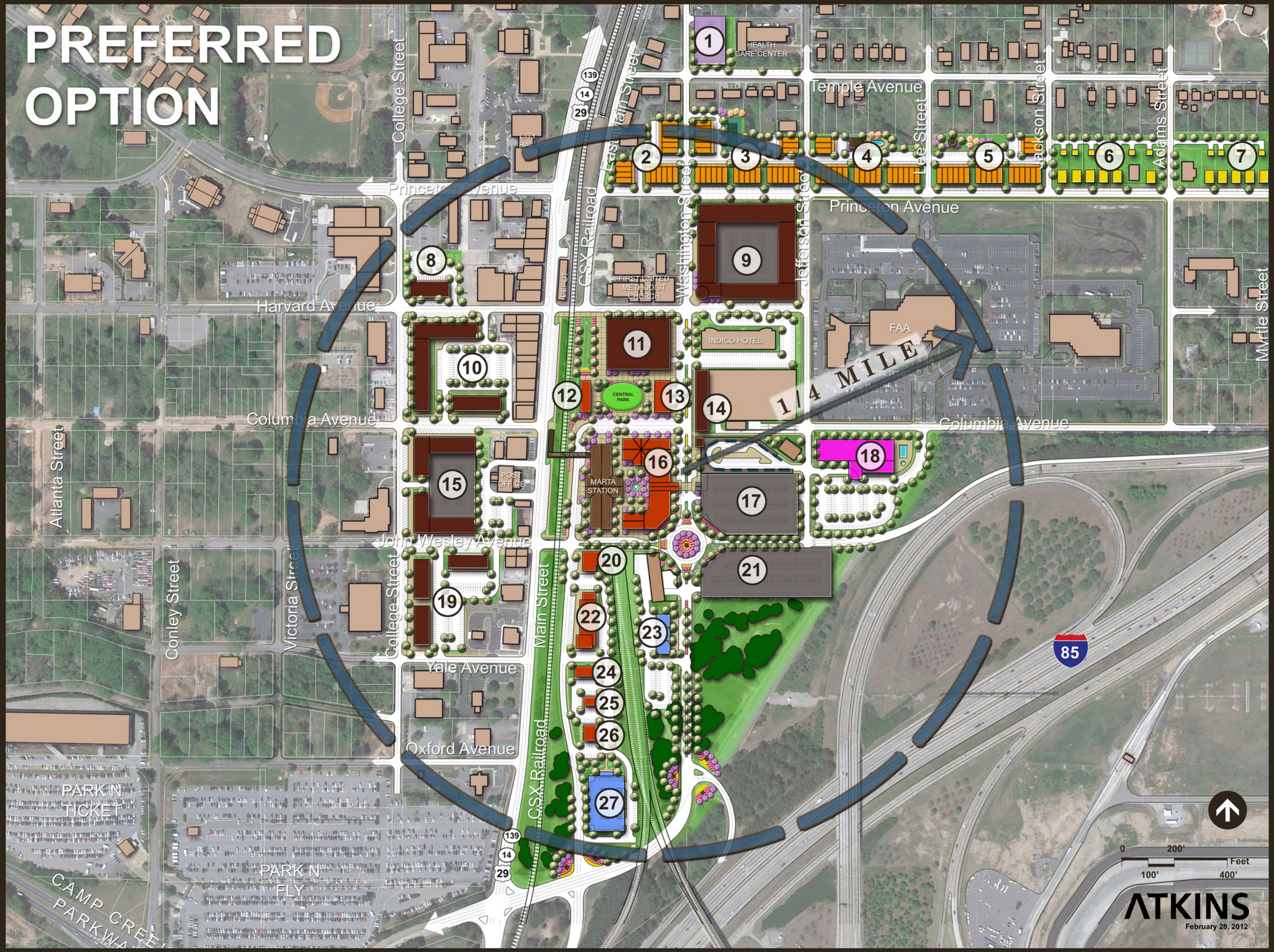


PERSPECTIVE SKETCHES - OPTION 3

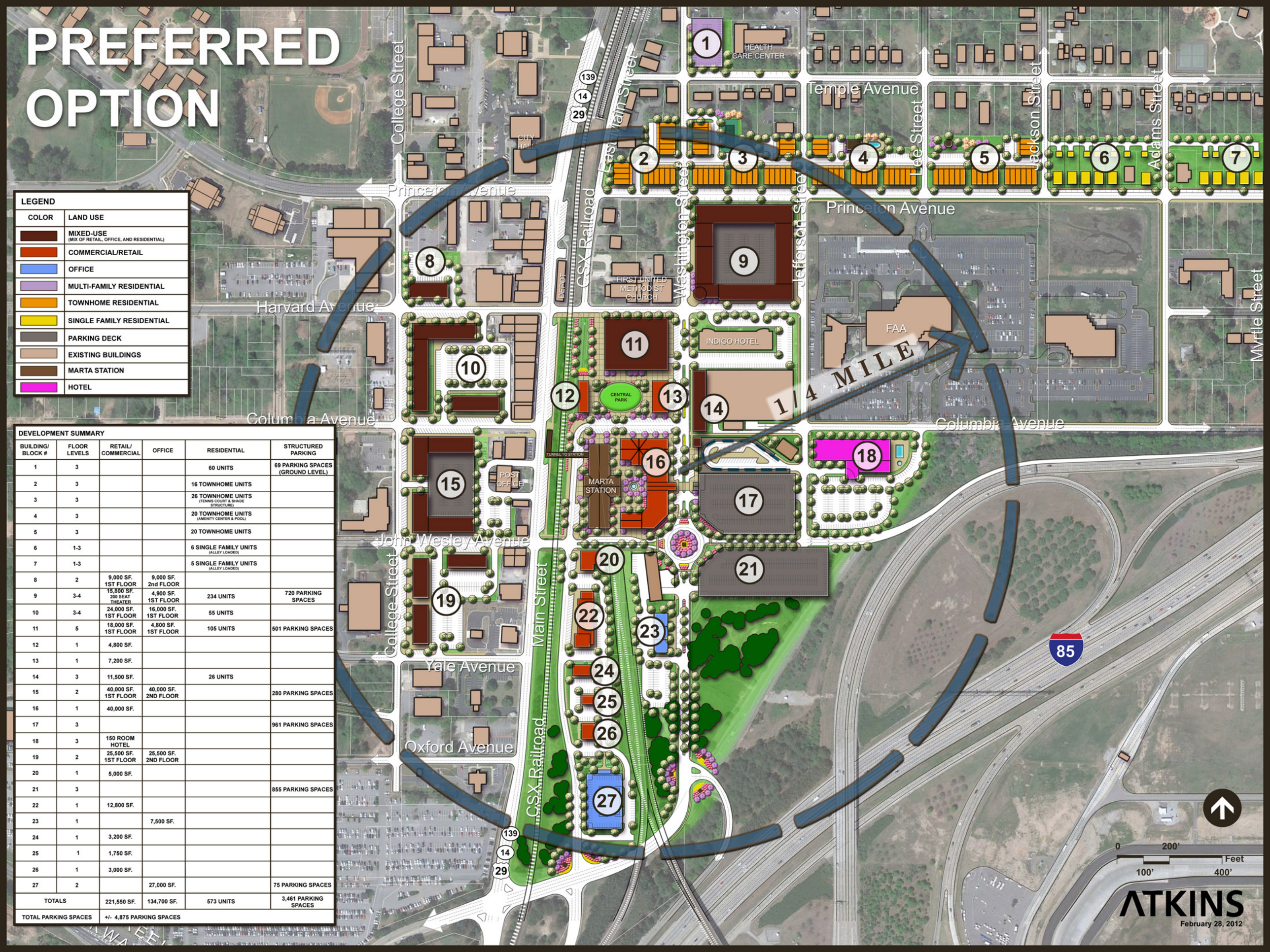
ATKINS

February 16, 2012

PREFERRED OPTION



PREFERRED OPTION



LEGEND

COLOR	LAND USE
	MIXED-USE (MIX OF RETAIL, OFFICE, AND RESIDENTIAL)
	COMMERCIAL/RETAIL
	OFFICE
	MULTI-FAMILY RESIDENTIAL
	TOWNHOME RESIDENTIAL
	SINGLE FAMILY RESIDENTIAL
	PARKING DECK
	EXISTING BUILDINGS
	MARTA STATION
	HOTEL

DEVELOPMENT SUMMARY

BUILDING/ BLOCK #	FLOOR LEVELS	RETAIL/ COMMERCIAL	OFFICE	RESIDENTIAL	STRUCTURED PARKING
1	3			60 UNITS	69 PARKING SPACES (GROUND LEVEL)
2	3			16 TOWNHOME UNITS	
3	3			26 TOWNHOME UNITS (TENNIS COURT & SHADE STRUCTURE)	
4	3			20 TOWNHOME UNITS (AMENITY CENTER & POOL)	
5	3			20 TOWNHOME UNITS	
6	1-3			6 SINGLE FAMILY UNITS (ALLEY LOADED)	
7	1-3			5 SINGLE FAMILY UNITS (ALLEY LOADED)	
8	2	9,000 SF. 1ST FLOOR	9,000 SF. 2nd FLOOR		
9	3-4	15,800 SF. 200 SEAT THEATER	4,900 SF. 1ST FLOOR	234 UNITS	720 PARKING SPACES
10	3-4	24,000 SF. 1ST FLOOR	16,000 SF. 1ST FLOOR	55 UNITS	
11	5	18,000 SF. 1ST FLOOR	4,800 SF. 1ST FLOOR	105 UNITS	501 PARKING SPACES
12	1	4,800 SF.			
13	1	7,200 SF.			
14	3	11,500 SF.		26 UNITS	
15	2	40,000 SF. 1ST FLOOR	40,000 SF. 2ND FLOOR		280 PARKING SPACES
16	1	40,000 SF.			
17	3				961 PARKING SPACES
18	3	150 ROOM HOTEL			
19	2	25,500 SF. 1ST FLOOR	25,500 SF. 2ND FLOOR		
20	1	5,000 SF.			
21	3				855 PARKING SPACES
22	1	12,800 SF.			
23	1		7,500 SF.		
24	1	3,200 SF.			
25	1	1,750 SF.			
26	1	3,000 SF.			
27	2		27,000 SF.		75 PARKING SPACES
TOTALS		221,550 SF.	134,700 SF.	573 UNITS	3,461 PARKING SPACES
TOTAL PARKING SPACES		+/- 4,875 PARKING SPACES			

CONCEPTUAL ARTIST RENDERING

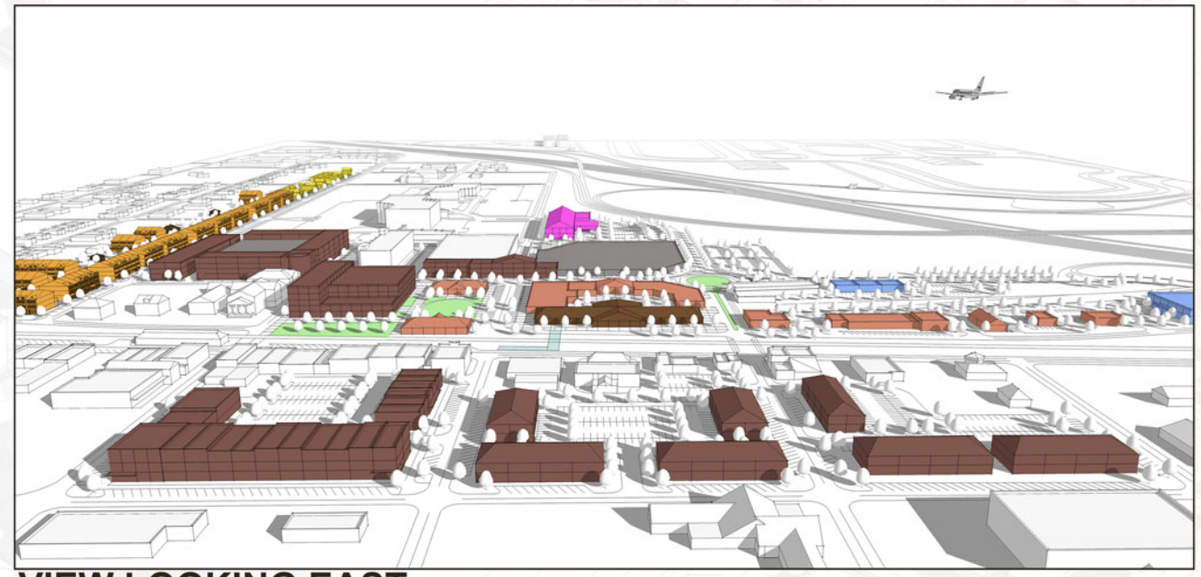
ATKINS

May 7, 2012

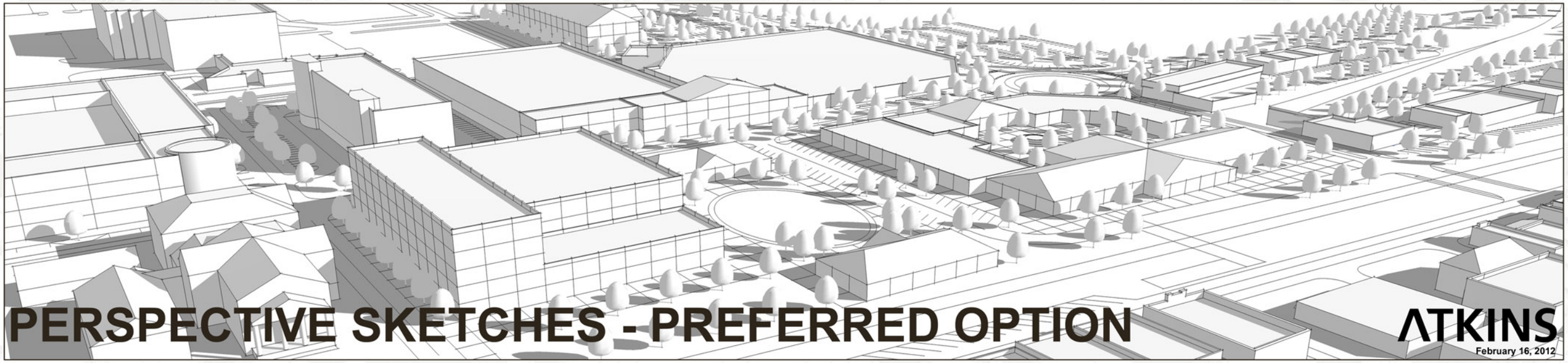
VIEW LOOKING NORTH

VIEW LOOKING NORTHEAST

VIEW LOOKING WEST



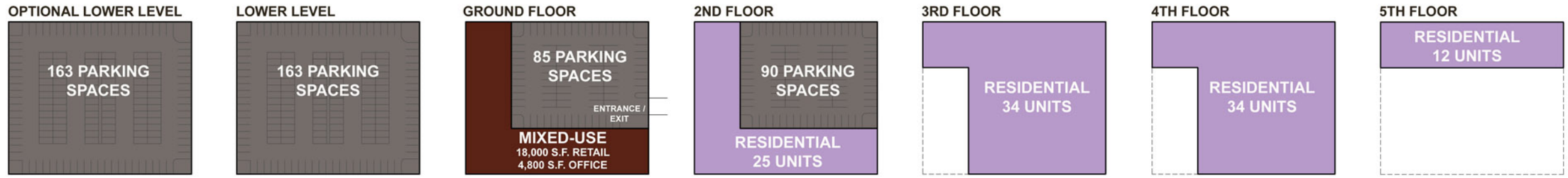
VIEW LOOKING EAST



PERSPECTIVE SKETCHES - PREFERRED OPTION

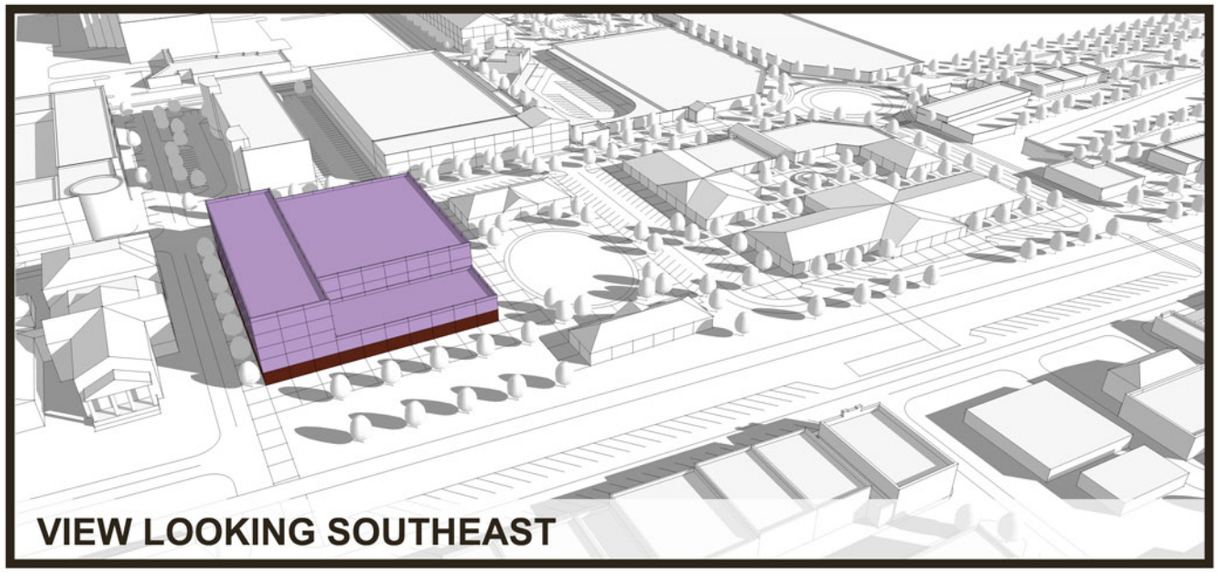
ATKINS

February 16, 2012

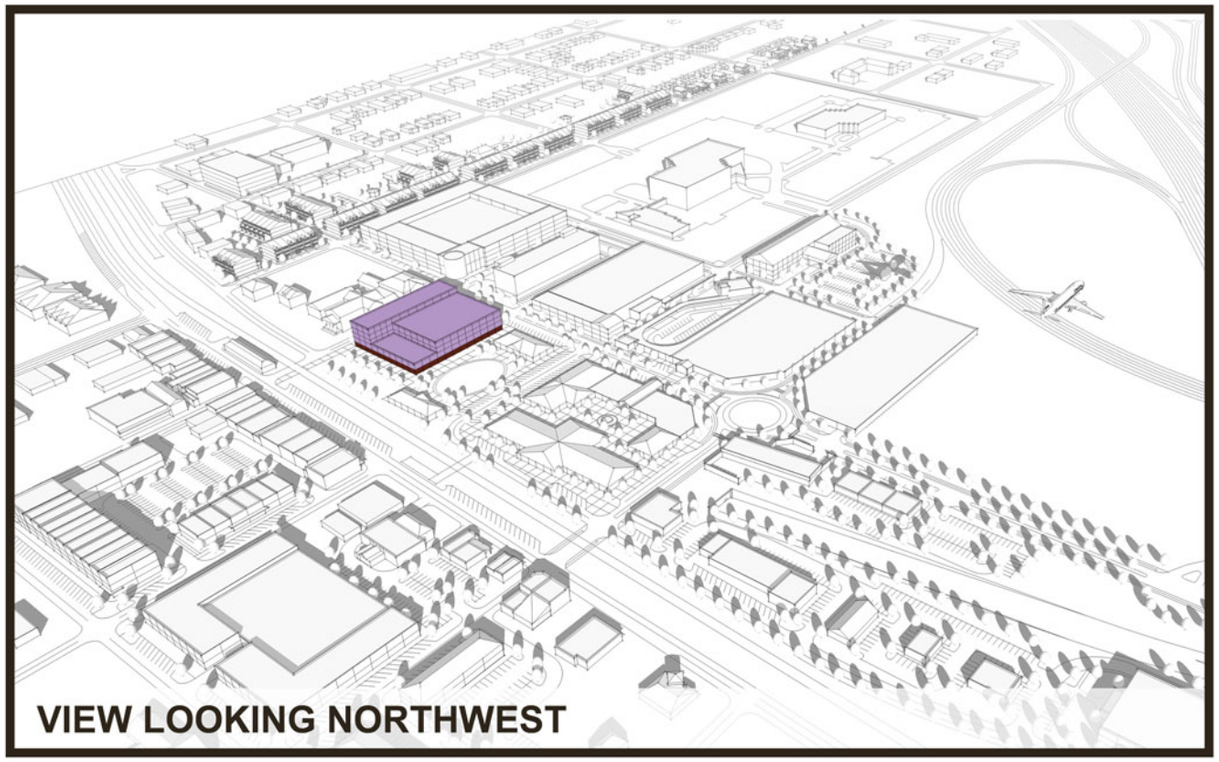


FLOOR LEVELS

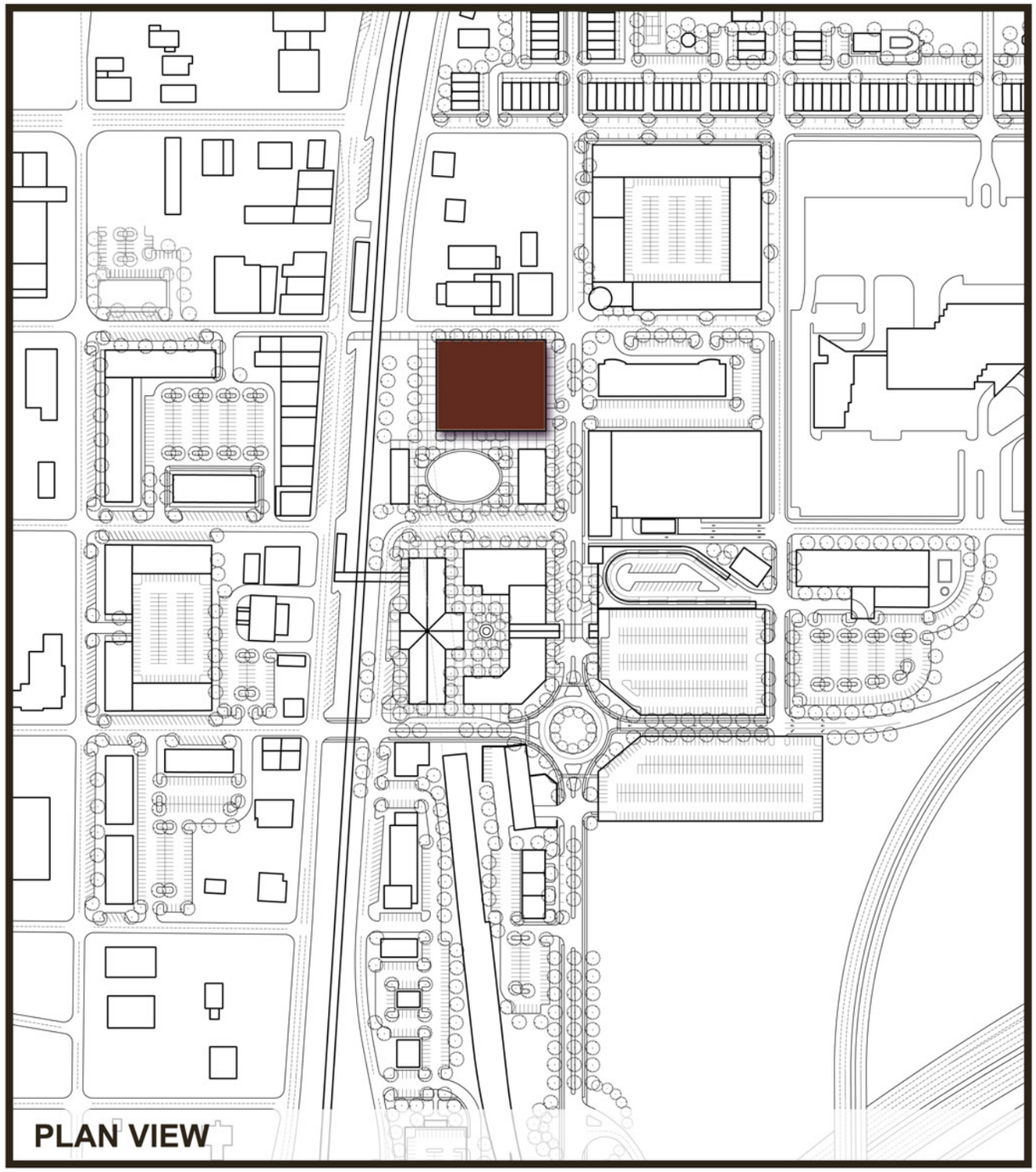
TOTAL PARKING SPACES = 501



VIEW LOOKING SOUTHEAST



VIEW LOOKING NORTHWEST



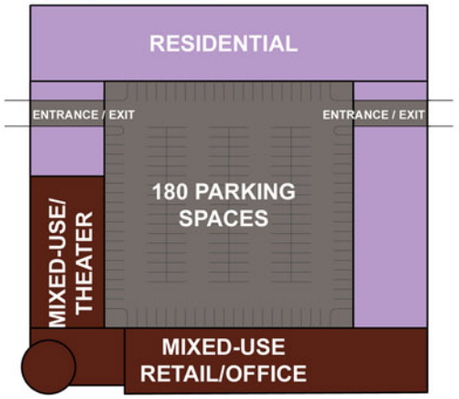
PLAN VIEW

BUILDING 11

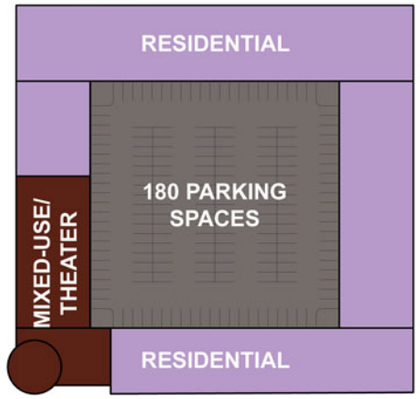
ATKINS

February 28, 2012

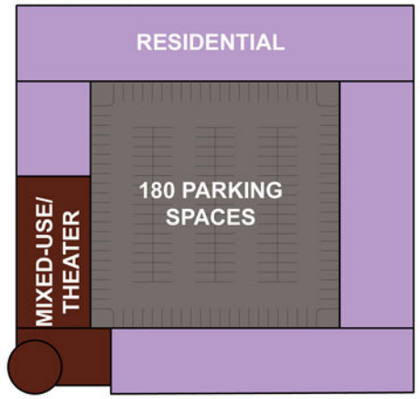
GROUND FLOOR



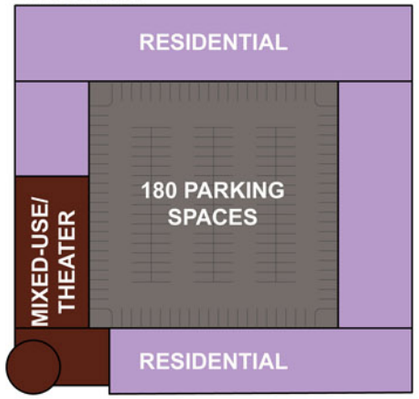
2ND FLOOR



3RD FLOOR

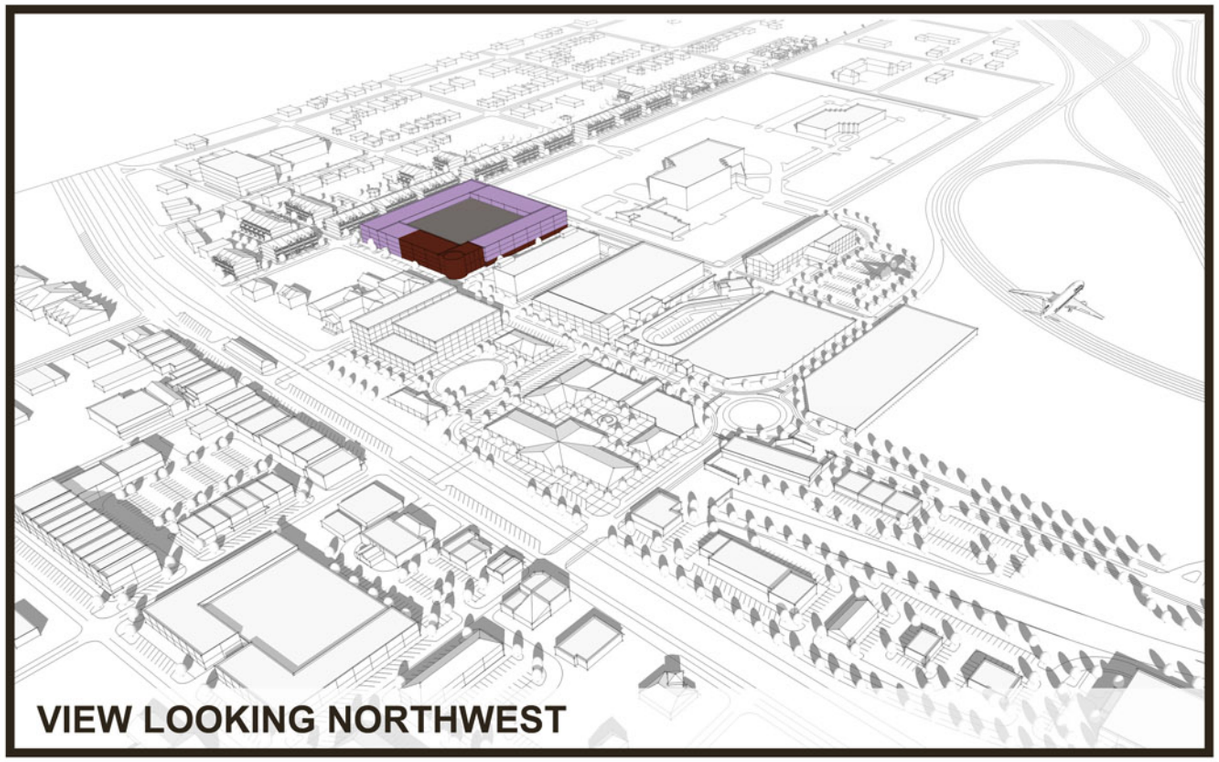


4TH FLOOR

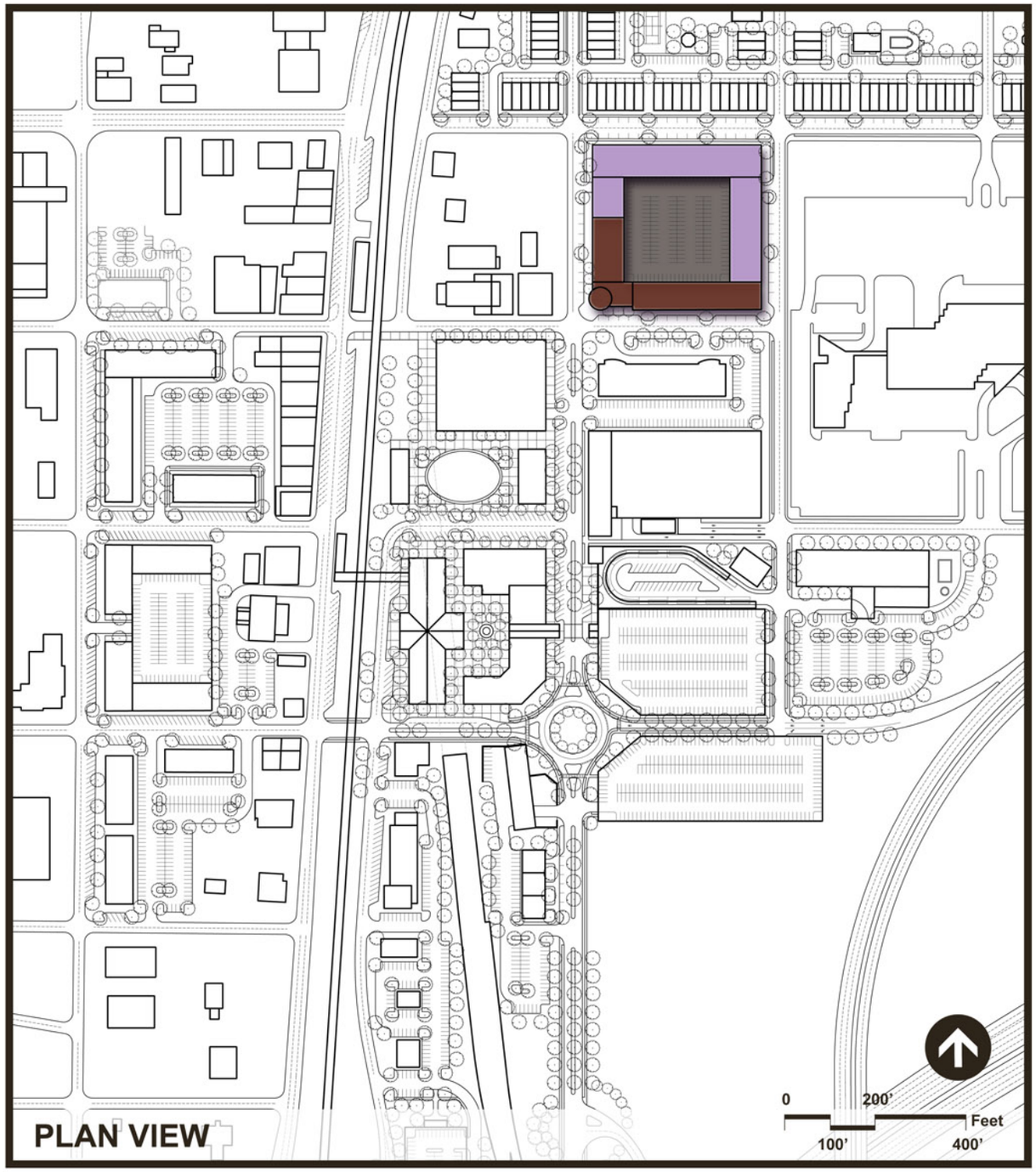


TOTAL PARKING SPACES = 720

FLOOR LEVELS



VIEW LOOKING NORTHWEST



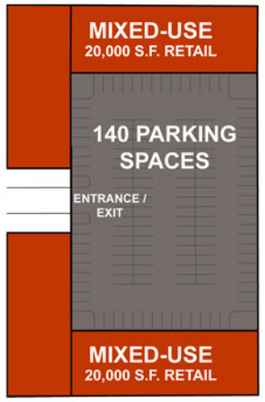
PLAN VIEW

BUILDING 9

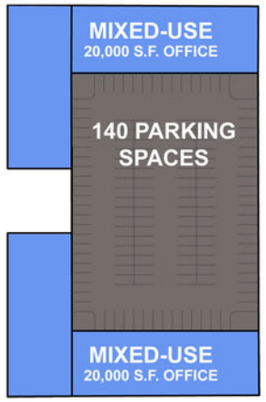
ATKINS

February 28, 2012

GROUND LEVEL

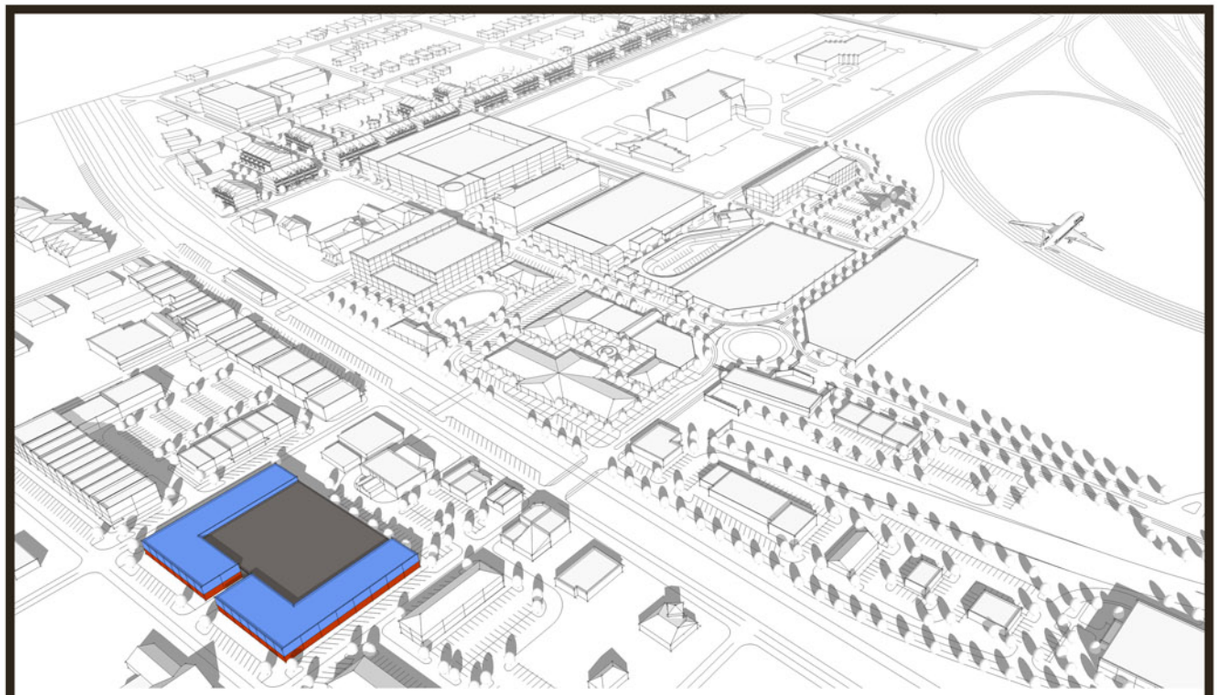


UPPER LEVEL

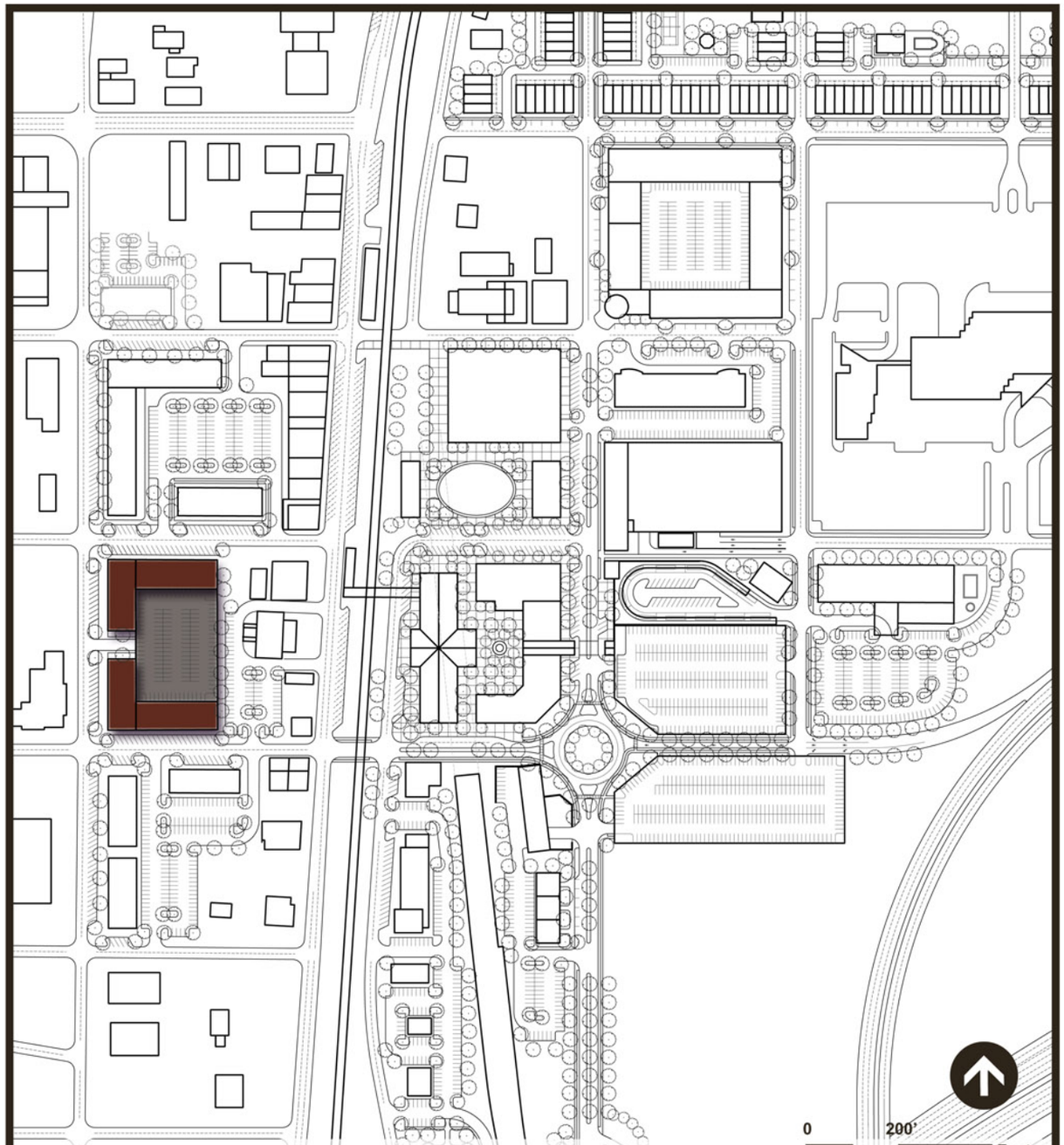


TOTAL PARKING SPACES = 280

FLOOR LEVELS



VIEW LOOKING NORTHWEST

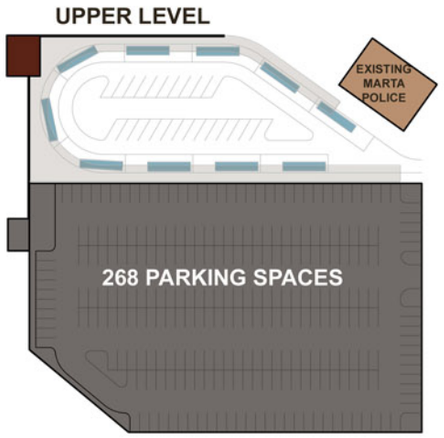


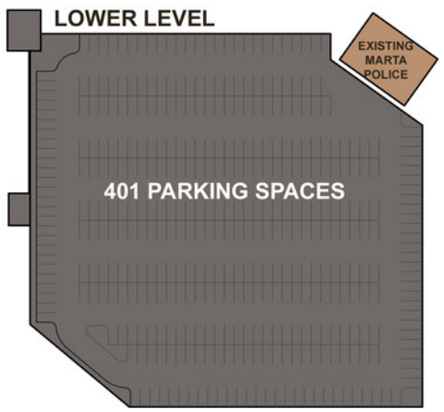
PLAN VIEW

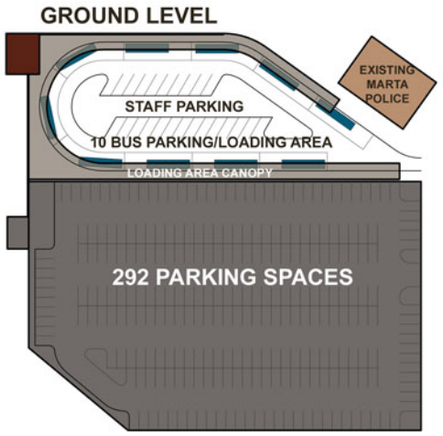
BUILDING 15

ATKINS

February 28, 2012

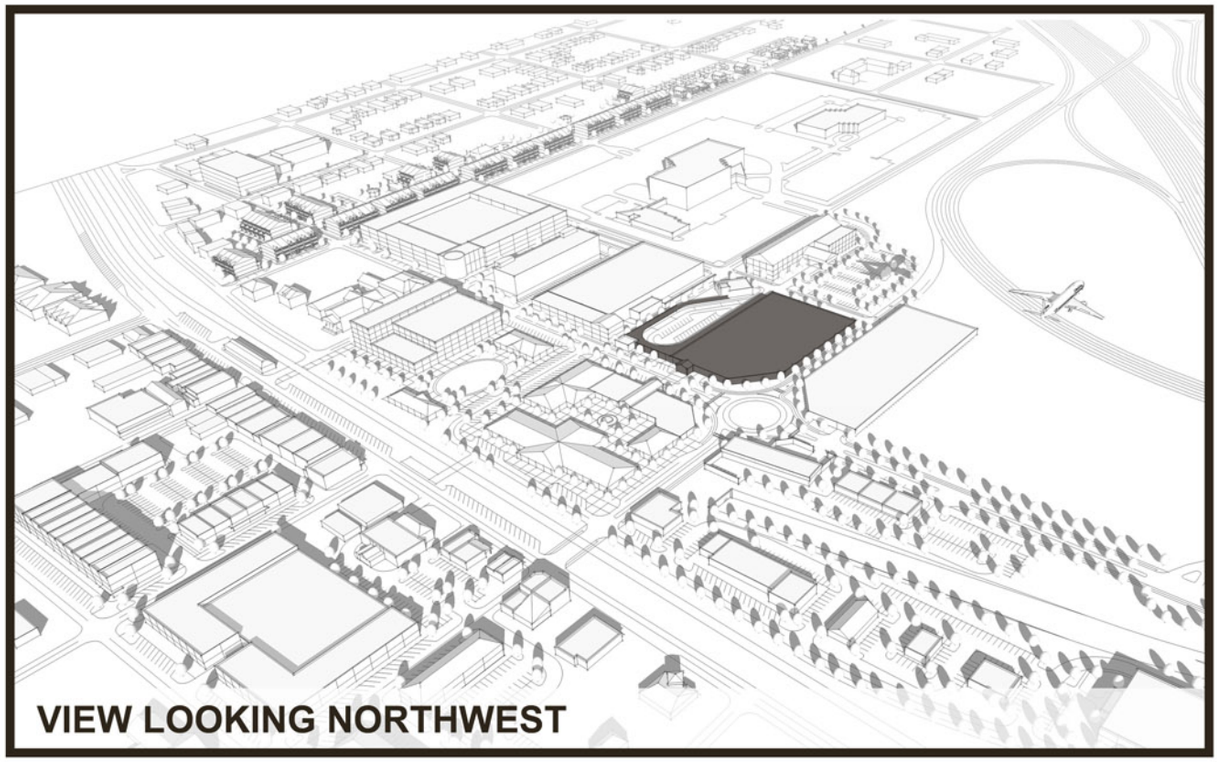


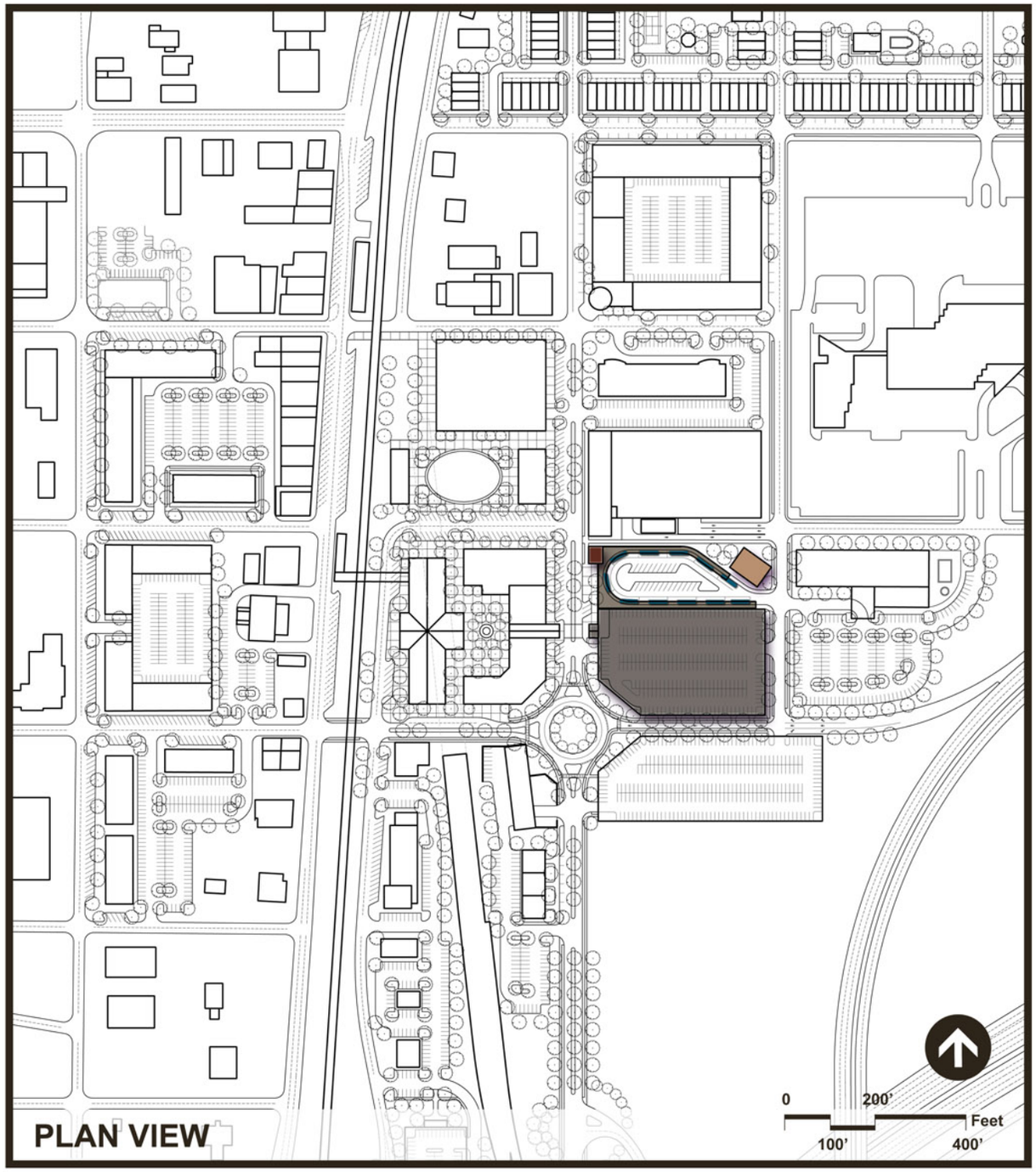




TOTAL PARKING SPACES = 961

FLOOR LEVELS

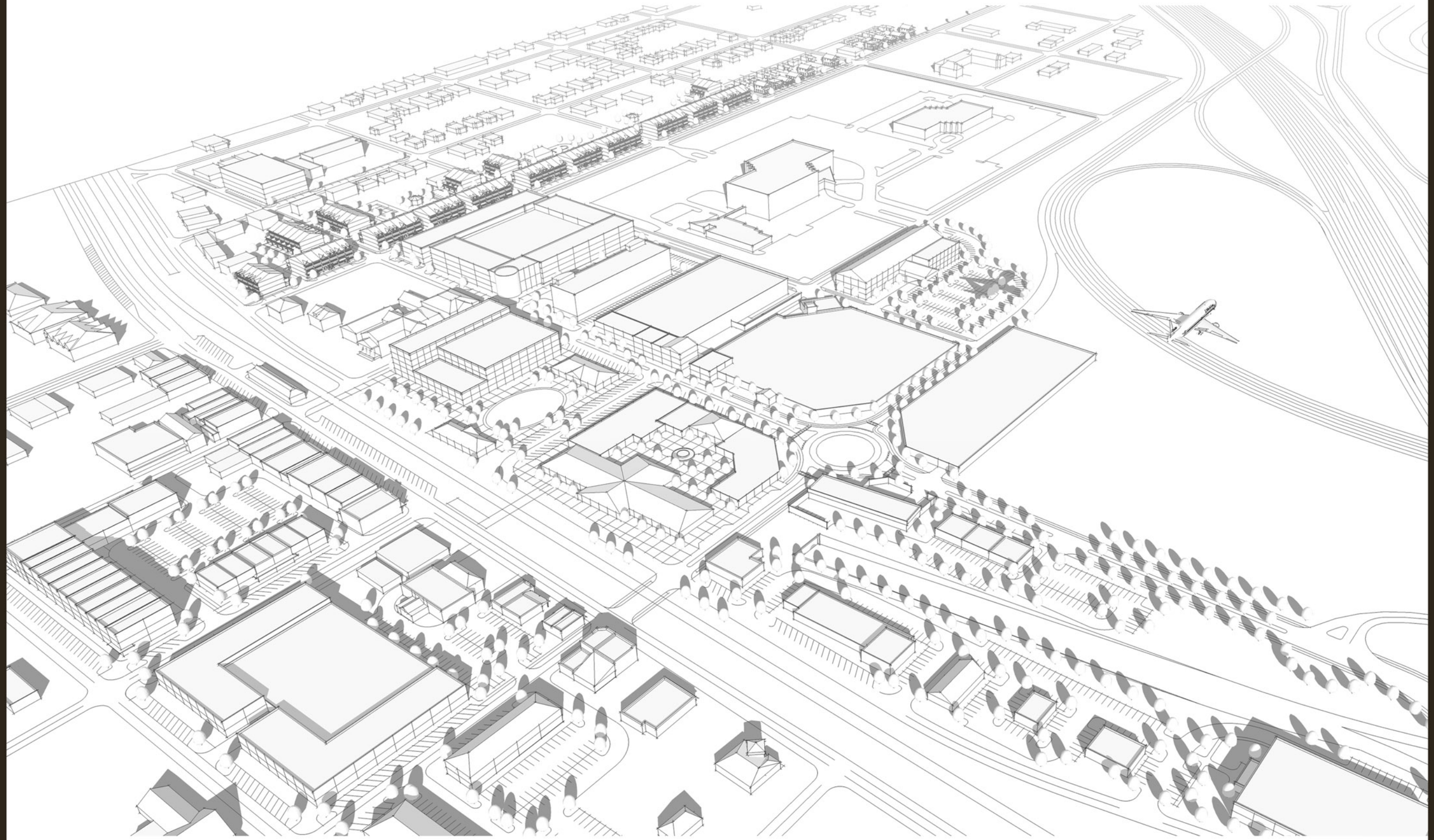




BUILDING 17 - PARKING DECK / BUS PARKING

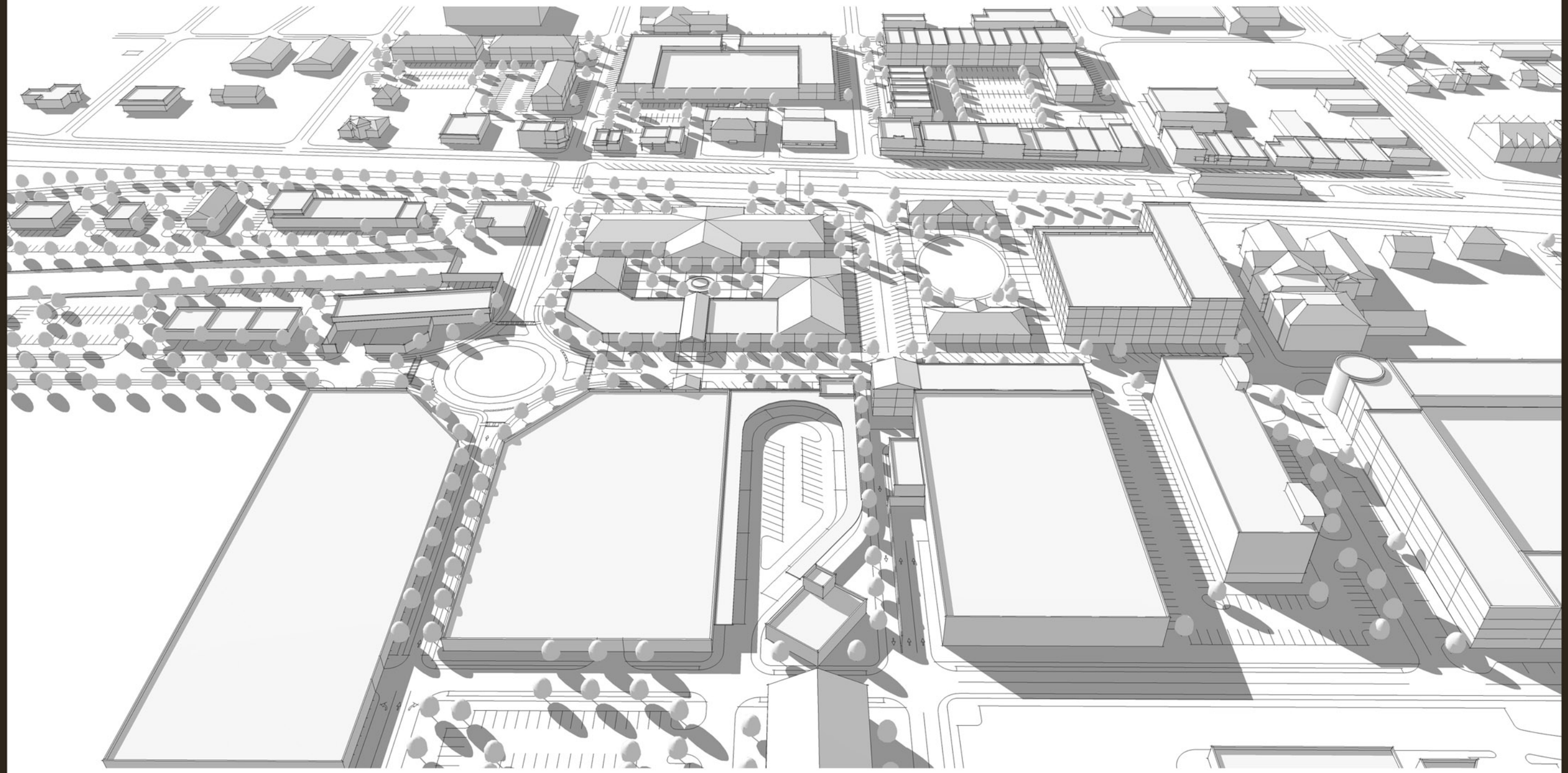
ATKINS

February 28, 2012



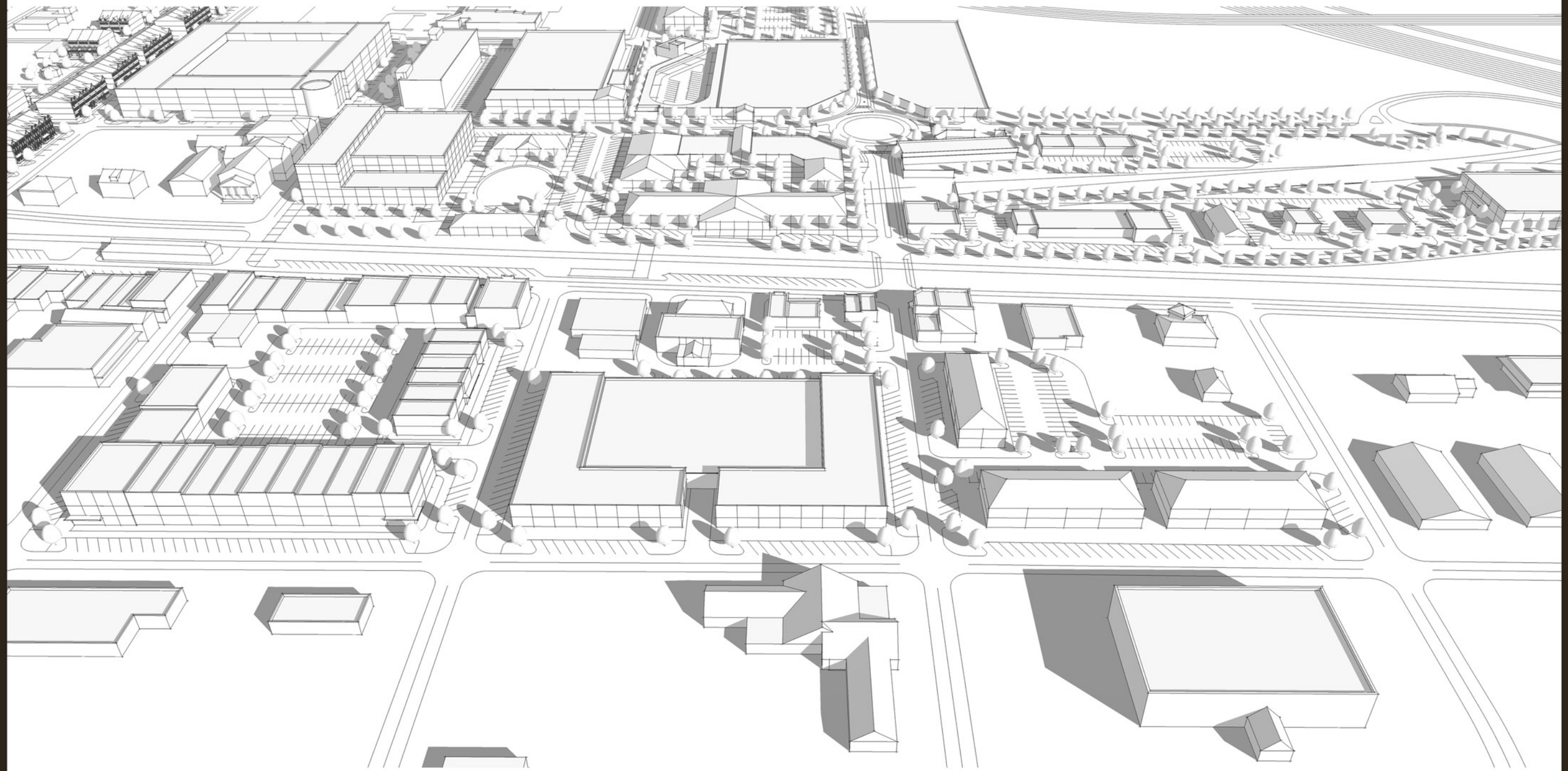
VIEW LOOKING NORTH EAST

ATKINS



VIEW LOOKING WEST

ATKINS

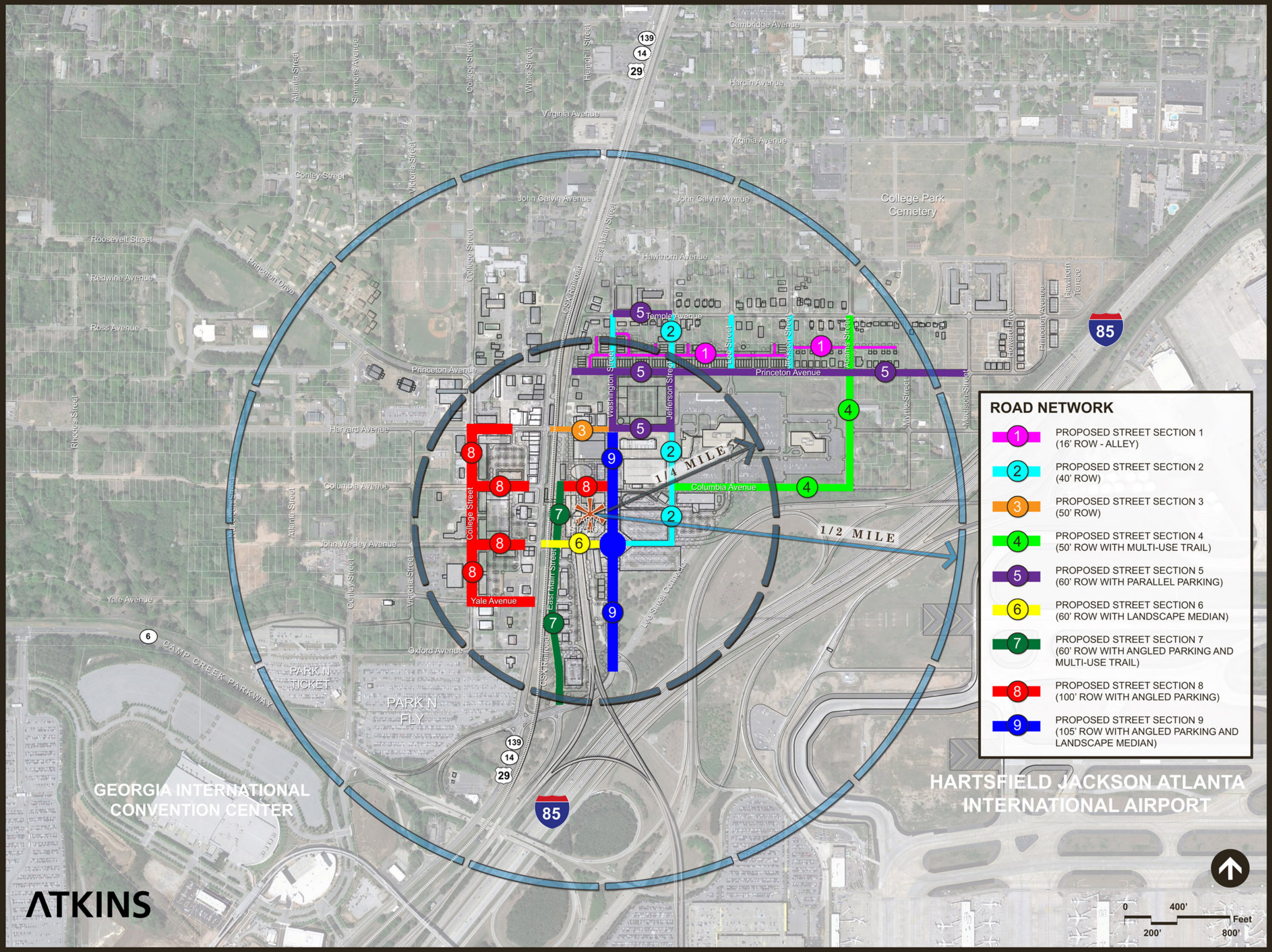


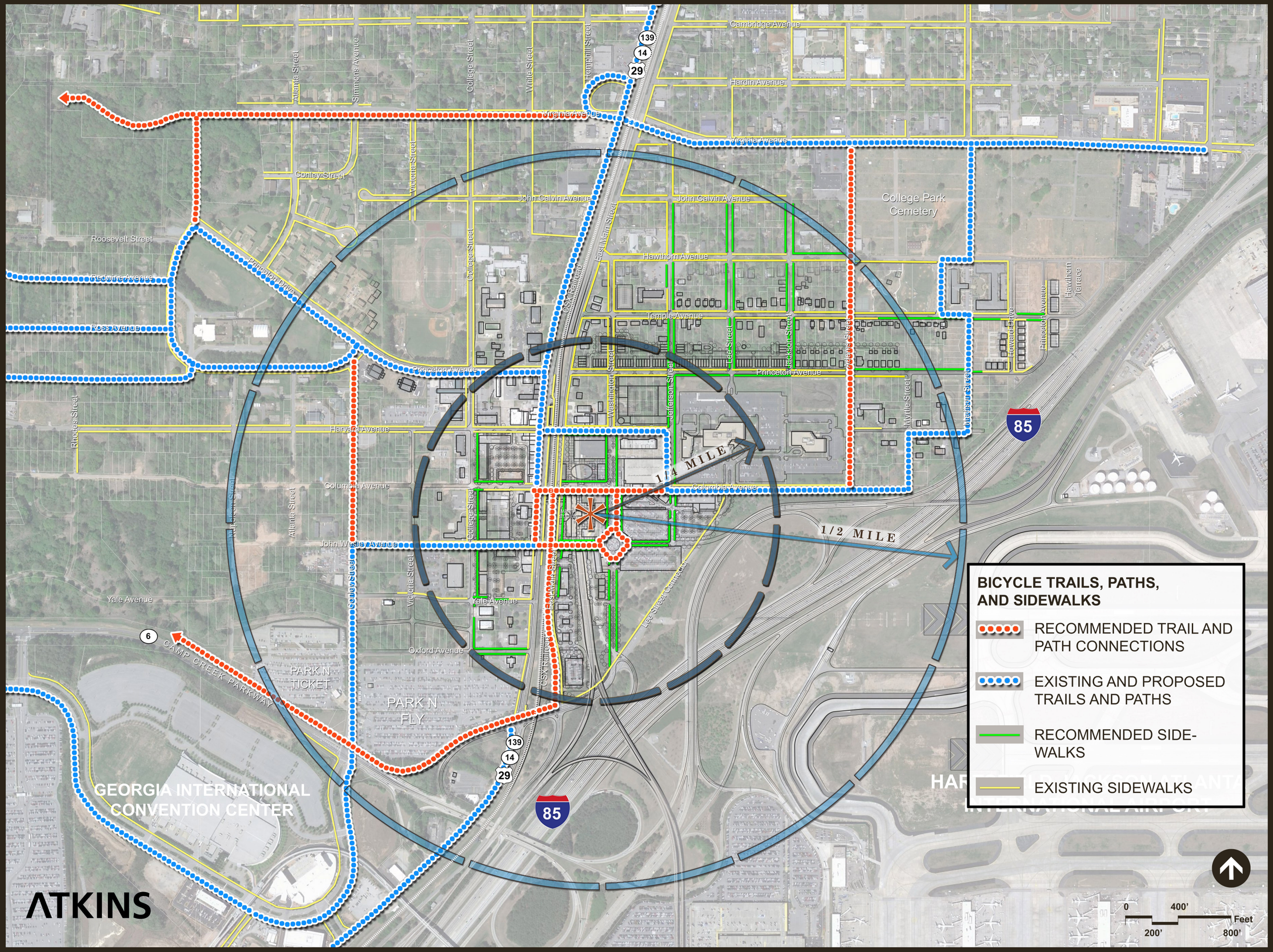
VIEW LOOKING EAST

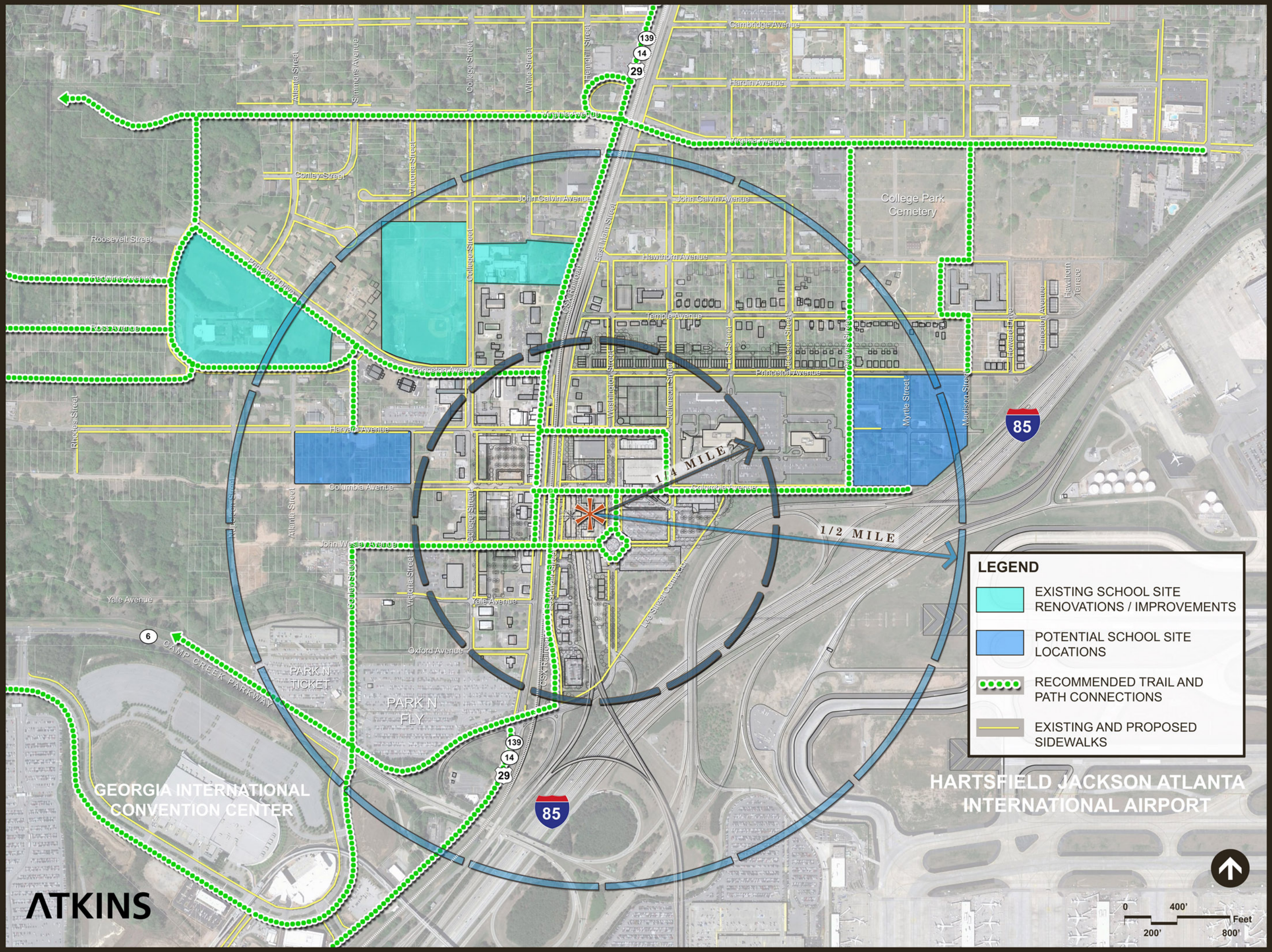
ATKINS

VIEW LOOKING SOUTH EAST AT STATION AREA

ATKINS


ROAD NETWORK
PROPOSED STREET SECTION 1 (16' ROW - ALLEY)
PROPOSED STREET SECTION 2 (40' ROW)
PROPOSED STREET SECTION 3 (50' ROW)
PROPOSED STREET SECTION 4 (50' ROW WITH MULTI-USE TRAIL)
PROPOSED STREET SECTION 5 (60' ROW WITH PARALLEL PARKING)
PROPOSED STREET SECTION 6 (60' ROW WITH LANDSCAPE MEDIAN)
PROPOSED STREET SECTION 7 (60' ROW WITH ANGLED PARKING AND MULTI-USE TRAIL)
PROPOSED STREET SECTION 8 (100' ROW WITH ANGLED PARKING)
PROPOSED STREET SECTION 9 (105' ROW WITH ANGLED PARKING AND LANDSCAPE MEDIAN)
1/4 MILE
1/2 MILE
MARTA STATION
Princeton Avenue
Temple Avenue
Columbia Avenue
Yale Avenue
Washington Street
Jefferson Street
Lee Street
Jackson Street
Adams Street
Myrtle Street
Madison Street
College Street
East Main Street
CSX Railroad
Lee Street Connector
Hawthorn Avenue
Virginia Avenue
John Calvin Avenue
Cambridge Avenue
Hardin Avenue
Harvard Avenue
John Wesley Avenue
Oxford Avenue
Roosevelt Street
Redwine Avenue
Ross Avenue
Conley Street
Victoria Street
Atlanta Street
Simmons Avenue
White Street
Hemphill Street
Rhodes Street
Princeton Drive
Howard Drive
Princeton Avenue
Hawthorn Terrace
College Park Cemetery
PARK N TICKET
PARK N FLY
CAMP CREEK PARKWAY
GEORGIA INTERNATIONAL CONVENTION CENTER
HARTSFIELD JACKSON ATLANTA INTERNATIONAL AIRPORT
ATKINS
0 400' Feet
200' 800'


BICYCLE TRAILS, PATHS, AND SIDEWALKS
RECOMMENDED TRAIL AND PATH CONNECTIONS
EXISTING AND PROPOSED TRAILS AND PATHS
RECOMMENDED SIDE-WALKS
EXISTING SIDEWALKS
1/4 MILE
1/2 MILE
College Park Cemetery
GEORGIA INTERNATIONAL CONVENTION CENTER
PARK N TICKET
PARK N FLY
CAMP CREEK PARKWAY
Cambridge Avenue
Hardin Avenue
Virginia Avenue
Conley Street
John Calvin Avenue
Roosevelt Street
Redwine Avenue
Ross Avenue
Princeton Drive
Hawthorn Avenue
Temple Avenue
Princeton Avenue
Harvard Avenue
Columbia Avenue
John Wesley Avenue
Yale Avenue
Oxford Avenue
Atlanta Street
Simmons Avenue
College Street
White Street
Hemphill Street
Victoria Street
Rhodes Street
Washington Street
Jefferson Street
Lee Street
Jackson Street
Jones Street
Myrtle Street
Madison Street
Florence Drive
Hawthorn Terrace
Lee Street Connector
CSX Railroad
East Main Street
139
14
29
85
6
ATKINS
0
200'
400'
800'
Feet


Cambridge Avenue
Hardin Avenue
Virginia Avenue
Atlanta Street
Simmons Avenue
College Street
White Street
Hemphill Street
Victoria Street
Conley Street
John Calvin Avenue
Roosevelt Street
Princeton Drive
Hawthorn Avenue
Temple Avenue
Ross Avenue
Princeton Avenue
Washington Street
Jefferson Street
Lee Street
Jackson Street
Jessie Street
Myrtle Street
Madison Street
Hawthorn Terrace
Princeton Avenue
Rhodes Street
Harvard Avenue
Columbia Avenue
Nelson Street
Atlanta Street
John Wesley Avenue
Yale Avenue
Oxford Avenue
Lee Street Connector
CSX Railroad
East Main Street
College Park Cemetery
1/4 MILE
1/2 MILE
CAMP CREEK PARKWAY
PARK N TICKET
PARK N FLY
GEORGIA INTERNATIONAL CONVENTION CENTER
HARTSFIELD JACKSON ATLANTA INTERNATIONAL AIRPORT
85
139
14
29
6
LEGEND
EXISTING SCHOOL SITE RENOVATIONS / IMPROVEMENTS
POTENTIAL SCHOOL SITE LOCATIONS
RECOMMENDED TRAIL AND PATH CONNECTIONS
EXISTING AND PROPOSED SIDEWALKS
0
400'
200'
800'
Feet
ATKINS