



ATLANTA STREETCARTM

CORRIDOR DEVELOPMENT AND INVESTMENT GUIDE



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The purpose of this Atlanta Streetcar Development and Investment Strategy Guide is to foster the revitalization and redevelopment of the neighborhoods served by the Atlanta Streetcar. The increased mobility and convenience spurred by the streetcar is anticipated to support investment opportunities on the over 80 acres of underutilized land and in the 30 vacant buildings within a few blocks of the route

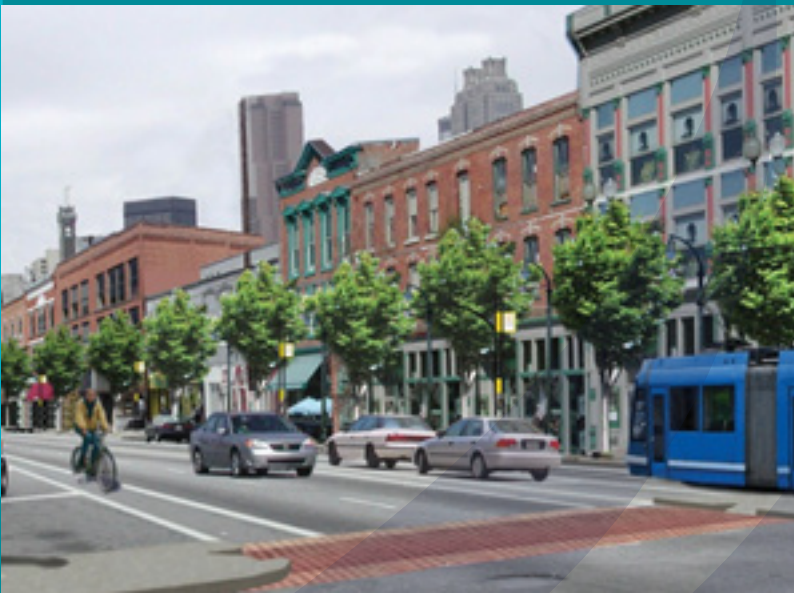
Targeted to anyone who is interested in being part of the transformation of the streetcar neighborhoods – from investors and bankers to business owners and developers – this guide includes the following information to aid development and investment decisions:

- Information about the Atlanta Streetcar itself and the neighborhoods along its route
- The community's vision for these neighborhoods
- An overview of the latent and untapped market demand present in the corridor
- Details about the buildings and land sites that are available for revitalization
- Who to talk to and how to seek support and assistance when investing in the area

According to a recent report from the American Public Transportation Association, ridership for the first quarter of 2012 on public transportation increased 4.98% nationally. That's 125 million additional rides on our nations systems, the largest quarterly increase since 1999.

WHY A STREETCAR?

Modern streetcar service was identified by planners as the best way to improve east-west connectivity in Downtown Atlanta in a way that also provides the back-bone for enhancing and building the walkable urban mixed-use urban neighborhoods envisioned in the Imagine Downtown vision plan. Benefits of the Atlanta Streetcar include:



Streetcar cities understand there's a real competition for "quality of place" in the New Economy, that urban real estate has to accommodate higher-value uses than wide streets and big parking lots, and that streets have to be used more efficiently than to merely accommodate single-occupancy vehicles."

-Charlie Hales, HDR for Reconnecting America

People Moving

- Filling-in the missing circulation links and providing direct connectivity to existing transit services in Downtown, as well as future commuter rail and regional light rail, including the Atlanta BeltLine.
- Enhancing mobility as the 'last-mile' connection to destinations and for transit dependent populations including residents, tourists, students and senior citizens.
- A more sustainable and viable alternative to buses with less noise and fewer emissions.

Placemaking

- The streetcar does not cause development to happen, but rather sets the stage - along with other supportive land use policy and public investment - to attract and shape development that is compact, walkable, high-density, mixed-use and sustainable. Characterized by high-quality streetscapes - including parks, plazas and public art - the result is an animated neighborhood that is a visually interesting mix of historic and modern buildings.
- Improved accessibility and lifestyle options appeal to both young and urbane populations, as well as smaller older households who value easy, quality transit access to goods and services.

Value Creation

- Transit-oriented communities that are designed to support pedestrian movement and activity are economically more competitive and attract the best talent and resources.
- As experienced in other cities nationwide, the permanency of rail tracks has been shown to spur economic development - and not just at station areas like heavy rail transit, but along the entire route:
 - In Portland, the streetcar catalyzed 140 real estate projects worth \$3.5 billion; following its construction, property values increased by approximately 50 percent.
 - In Seattle a \$51 million streetcar project (capital cost) led to 3.3 million square feet of development.
- Attractive, convenient service increases transit ridership, foot traffic and customers for businesses served by the streetcar. Investment and growth will improve the quality of life for residents, employees, students, visitors, and shoppers in the area.

THE ATLANTA STREETCAR

The Atlanta Streetcar will provide an integrated multimodal, high-quality transit network that links communities, improves mobility by enhancing transit access and options, supports projected growth, promotes economic development and encourages strategies to develop livable communities. The Atlanta Streetcar is a collaborative public-private partnership between the City of Atlanta, the Atlanta Downtown Improvement District (ADID), and the Metropolitan Atlanta Rapid Transit Authority (MARTA).

Connections

The initial Downtown loop route connects the Centennial Olympic Park area - home to the Georgia Aquarium, the World of Coca-Cola, the Georgia World Congress Center, CNN and the future National Center for Civil and Human Rights - to the Martin Luther King Jr. National Historic Site. In between and along the 2.6 track miles and 12 stops, the route traverses the Fairlie-Poplar and Sweet Auburn historic districts, Peachtree Street, and Georgia State University's campus among many other popular destinations. The Atlanta Streetcar connects to MARTA at the Peachtree Center rail station.

Construction Schedule

1st Quarter 2012	Utility Construction Begins Procurement of Design-Build Team
1st Quarter 2013	Streetcar System Construction Begins
2nd Quarter 2014	Project Completion Revenue Service



Project Characteristics

- **Route:** 2.6 track miles with 12 stops.
- **Vehicle:** a modern electric streetcar made by Siemens with an overhead power system (single trolley wire) that operates on-street in lanes shared with other traffic
- **Frequency:** planned service anticipates a 15 minute frequency (average) and 10 minute one-way running time*
- **Hours:** service will operate 7 days a week; 5:00 am to 11:00 pm weekdays, 8:30 am to 11:00 pm Saturdays, and 9:00 am to 10:30 pm Sundays*
- **Fares:** will be consistent with MARTA fares and will use the Breeze smart-card technology*
- **Ridership:** 2,600 riders per weekday are projected
- **Maintenance:** a vehicle maintenance facility – a ‘trolley barn’ will be built along the route under the I-75/85 bridge at Auburn and Edgewood avenues

*Note: Operational details subject to modification as project progresses.

Funding

The total \$92 million capital cost to deliver the Atlanta Streetcar includes:

- \$47.6 million in TIGER II Federal Transit Administration grant funds
- \$32.6 million from the City of Atlanta Recovery Zone Bond funds and Department of Watershed Management Clean Water program
- \$6 million from the Atlanta Downtown Improvement District (ADID)
- \$6.45 million from the Atlanta Regional Commission Livable Centers Initiative Program

Annual operations are estimated to cost \$1.7 million annually (in 2013 dollars.) Operational funds are committed for 20 years and will be covered by fare box revenue, advertising, federal grant funds, ADID contributions and City of Atlanta car rental and hotel motel tax proceeds.

The Future

The Atlanta Streetcar is the first step in building an interoperable comprehensive regional streetcar and light rail transit system. It will connect the City of Atlanta and the region through connections to MARTA heavy-rail and planned streetcar and light-rail corridors. The first planned expansions are anticipated to extend from the Downtown Loop to the Atlanta BeltLine.





THE NEIGHBORHOODS

The Atlanta Streetcar serves the heart of Downtown Atlanta and many of the city's most historic and vibrant neighborhoods. Today the area within a 5 minute walk of the streetcar route boasts the following:

- 71,800 jobs – 59% of the Downtown total
- 3,700 housing units which are 93% occupied
- 6.5 million square feet of office space
- 800,000 square feet of commercial and retail space
- 8,500 hotel rooms in 9 hotels
- Over 5 million annual visitors to the corridor
- 2010 sales tax revenues collected in the corridor \$20 million - 22% of the Downtown total

Fairlie-Poplar's cultural district is built around Georgia State University's Rialto Center for the Arts, the Theatrical Outfit's Balzer Theater, the Tabernacle and many galleries and working studios.



① Centennial Olympic Park

This 23-acre green oasis in the City is a glorious gathering spot for visitors and locals alike. The community's special event gathering space is not only a destination unto itself, the Park is the 'front yard' for many of Atlanta's most popular visitor destinations – with more to come. Around the Park you will find

- Georgia Aquarium
- World of Coca-Cola
- Imagine It! Children's Museum of Atlanta
- CNN Center
- National Center for Civil and Human Rights (opening 2014)
- College Football Hall of Fame (opening 2015)
- Philips Arena
- Georgia World Congress Center

② Fairlie-Poplar

This historic neighborhood's small blocks and diverse collection of late 19th and early 20th century buildings remains a truly mixed-use district. Buildings of significant historic character are home today to offices, residences, hotels and shops all among quaint walkable streets in the heart of the city. While the area experienced a revival beginning in the late 1990's, there are still numerous underutilized parcels in the form of surface parking lots and aging, exposed parking decks. Fairlie-Poplar will support denser in-fill development due to its location in the Central Business District and proximity to Centennial Olympic Park.

③ Peachtree Corridor

At the center of the streetcar loop and at its direct connection to the MARTA rail network is Atlanta's 'Main Street' – Peachtree Street.

As the prominent north-south connection throughout the entire City, in Downtown it connects the Government Center, through Underground Atlanta and Five Points to the dense office and hotel district at Peachtree Center. Opportunities abound for new retailers and entertainment venues to serve the growing and diverse market demand.

④ Georgia State University

At the center of the city you will find a campus bustling with 30,000 students and 2,500 faculty and staff. As one of Georgia's preeminent urban research universities, Georgia State University's growth and evolution will positively impact the streetcar neighborhoods. Whether striving to house 20% of their student body on-campus or acquiring new academic, research or athletic facilities, the university will drive innovation, activity and real estate investment in the streetcar corridor.

⑤ Sweet Auburn

This area centered along Auburn Avenue was the historic center of black business and culture in Atlanta. It is the birthplace of Martin Luther King, Jr. and counts three historic churches and storied fraternal organizations among its historic and cultural assets. The construction of Interstates 75/85 in the 1950's cut off the community from Downtown and since then it has suffered significant disinvestment and currently contains many underutilized properties. Revitalization is slowly emerging in some parts

of Sweet Auburn and the streetcar can provide the catalyst to spur a quicker pace of investment. A variety of mostly one- and two-story storefront buildings retains the character of the area and will be an important historic asset in any development.

Sweet Auburn has the highest walk score of all Atlanta neighborhoods at 88. The National Park Services' Martin Luther King Jr. Historic Site welcomes over 700,000 visitors each year.



VISION

The vision is clear – to become the preeminent high-quality, compact, walkable, and sustainable intown Atlanta neighborhood.

An authentic, dynamic, and revitalized community firmly rooted in its historical significance while moving forward into the 21st century.

The streetcar neighborhoods will be home to competitive businesses and engaging attractions while supporting an expanding cultural environment that is inspired by strong religious and social institutions.

This vision creates an inviting intown living place for diverse economic and social groups.



GUIDING PRINCIPLES

The six principles below are essential to the successful revitalization of the Atlanta Streetcar neighborhoods. All future investment in the community – whether adaptive re-use, new construction or temporary uses – must support this vision by adopting the following principles:

COMPLETE STREETS

It is paramount that the public right-of-way, and the private buildings that abut it, are designed with a 'Complete Streets' vision in mind. Complete Streets honor the rights and needs of multiple users within a street corridor. Incorporating the needs of pedestrians, cyclists, transit riders and motorists the result is a functional, inviting, efficient, and safe environment for all. Complete streets also directly support their adjacent buildings, like providing on-street parking for short trips to area businesses.

Investments in public infrastructure and private development must be designed to ensure an exemplary public realm that is characterized by wide, well-lit, and shaded sidewalks, as well as bike racks, lockers and supportive amenities for cyclists. Private development should include welcoming storefronts and building stoops – all to support an accessible streetcar transit experience.

HISTORY AND CULTURE

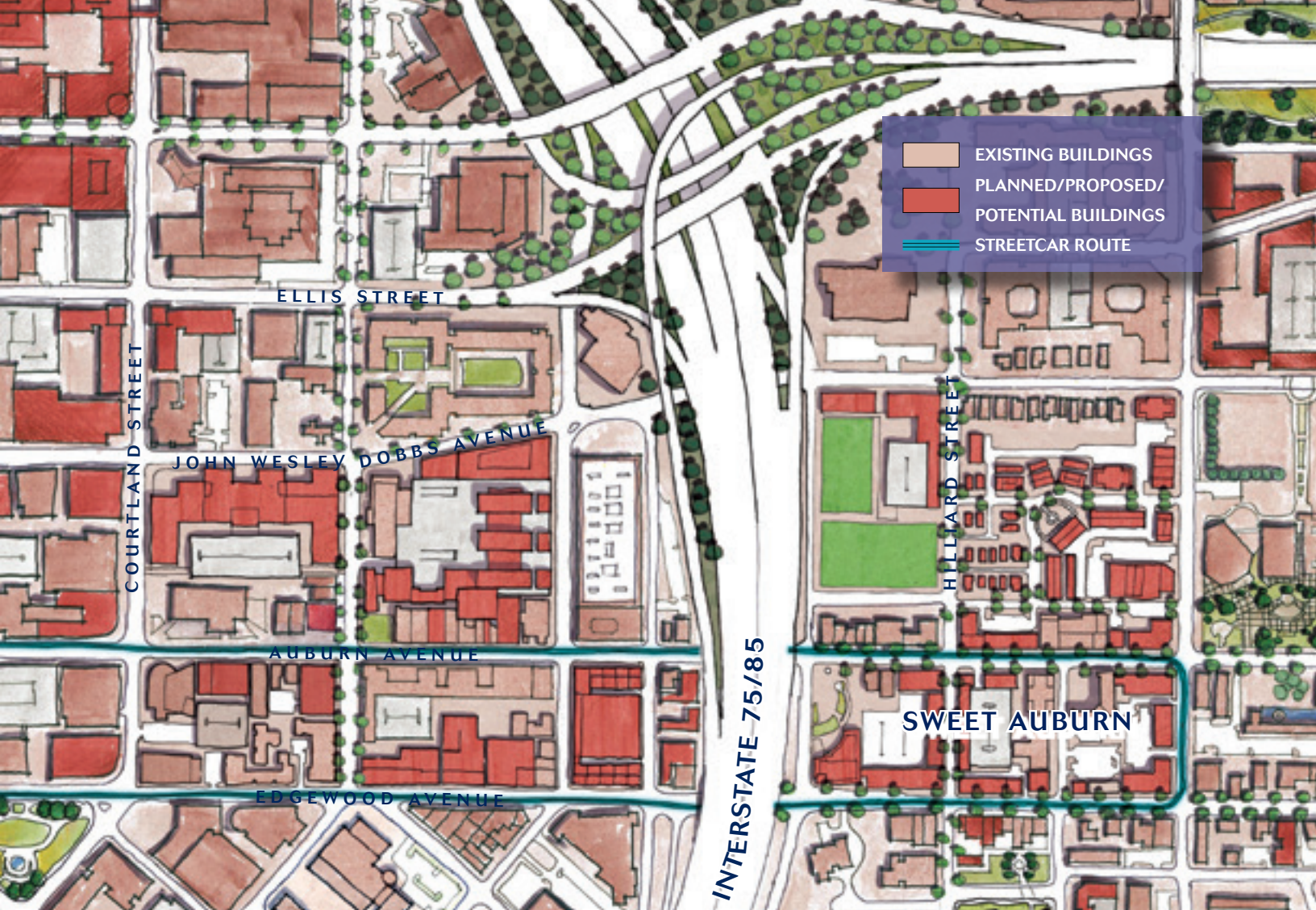
Fairlie-Poplar and Sweet Auburn are nationally recognized historic districts characterized by a large stock of historic structures and a legacy of historic people and activities. Auburn Avenue, in particular, has the potential to become a premier destination for tourism and a cultural exchange for all ethnic and national groups. This change can be accomplished by capitalizing on Sweet Auburn's role within the international civil rights movement, as well as creative approaches to the preservation and commemoration of historical facilities, events, and leaders in many areas of the African-American experience.

New development and investment must balance visitor interests and needs with the desirable components of a livable, local community. Ensuring an authentic experience for residents and visitors alike will strengthen and enrich the living legacy of sweet auburn and Fairlie-Poplar.

RETAIL CHARACTER

Walkable places are supported by a variety of retail options. A mix of vibrant shopping and dining uses is an amenity that activates the street, provides communal gathering spaces, and fosters personal interaction that is critical to a successful neighborhood. New retail opportunities within the Streetcar corridor should:

- Support the variety of market demands of local residents, nearby workers and visitors.
- Provide continuous activity from early morning, mid-day and evening.
- Capitalize on the unique and authentic character of historic buildings and streetscapes to take advantage of the experience economy.
- Include a diversity of small businesses and large brands, but reflect the variety and diversity of local flavor.
- Provide opportunities for outdoor dining and window shopping.
- Provide a range of options including durable and convenience goods, services, restaurants and entertainment venues.



HOUSING FLEXIBILITY

A healthy and strong community surrounding the Atlanta Streetcar will rely on the presence of a dense, diverse, and quality housing stock. This housing stock should meet the needs of a range of demographics who desire an urban lifestyle. The streetcar corridor is already home to over 2,000 housing units including market-rate condominiums, apartments, and specialty housing such as student dormitories and age or income restricted buildings.

Guaranteeing housing affordability, particular for seniors and families, in a mixed-income model is an important component of the corridor's housing strategy. Location-efficient areas like Downtown are prime locations for affordable housing. The benefits of the streetcar enhancing access, proximity to a regional job center, increasing retail, and diverse cultural amenities make Downtown a cost-effective place to live.

INCREMENTAL URBANISM

Transforming a place requires both a broad vision and incremental action. Often transformative projects take time to realize. In the meantime, neighborhoods are left with vacant sites, chain-link fences and gaps in the urban fabric. Urbanists and designers are developing innovative ideas to temporarily reinvest in underutilized space for public purpose. Their tactics include remodeling shipping containers into restaurants and art galleries and transforming vacant sites into a tree nursery featuring an exhibition and event space.

These short-term, low-cost concepts are collectively termed 'incremental urbanism' and offer a technique to instantly and inexpensively improve the public realm along the Atlanta Streetcar route. There are numerous vacant sites that could be temporarily reused to support local businesses and add street life to the corridor until more permanent construction is ready to proceed.

SUSTAINABILITY

The Atlanta Streetcar neighborhoods are envisioned as an 'EcoDistrict': a place that is committed to accelerating neighborhood-scale sustainability. The Atlanta Streetcar neighborhoods are uniquely poised to transform into a model EcoDistrict. They boast some of the city's most walkable blocks, reusable buildings, and the streetcar itself which is an incredibly energy efficient transit option.

The U.S. Green Buildings Council LEED-ND (LEED for Neighborhood Development) program tracks not just buildings, but entire neighborhoods for consideration. Some of the LEED ND criteria include sustainability of location, density, affordability, walkability, job-housing balance, energy efficiency, storm water run-off among others. New investment – in new buildings and businesses – as well as infrastructure must focus on the triple bottom line – economy, equity and the environment.



ATLANTA STREETCAR STRENGTHENS DEVELOPMENT PROSPECTS

Image courtesy of oaklandstreetcarplan.com

A confluence of trends – including a renewed interest in urban living, younger demographics demanding in-town lifestyles, rising gas prices and market demand for more sustainable development patterns – have collided to support the growth of Downtown Atlanta. The following market projections were developed by RCLCO in June 2011 for Central Atlanta Progress.

Despite sharing in the current world-wide market struggles, economic and demographic trends are on the rise in Downtown Atlanta. Residential forecasts for 2030 are particularly strong, it is estimated that **8,800 new housing units** could be developed - 800 of which are directly attributable to the streetcar project. Demand for new units will be driven primarily by 15-34 year olds earning between \$35,000 and \$75,000. This demographic will be drawn to Downtown by the desire for excellent accessibility to jobs and transit, a high level of entertainment options and amenities, and an affordable housing stock.

Due to these new households, a projected 22,000 additional daytime employees, and steady growth in tourism and convention visits Downtown is expected to add significant retail demand over the next twenty years.

The increased transit access and mobility provided by the streetcar will support projected growth while encouraging economic development.

New residents with higher incomes will play a strong role in this increasing demand, which could amount to **725,000 square feet of retail** absorption, with the streetcar alone contributing 32,000 square feet. Given current retail vacancy, it is projected that 415,000 square feet of the additional retail will be new construction, some of which may be located in the ground floor of new office and apartment buildings.

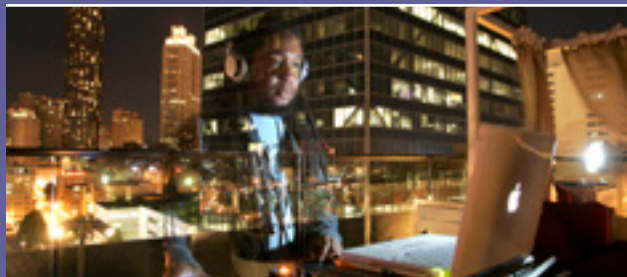
Demand for office space is reinforced by Downtown's excellent access to the regional transportation network, its long time recognition as a location for office employment, and a variety of restaurants and amenities. As overall market recovery continues, it is estimated that five years of absorption must occur before

Downtown's office vacancy rates return to normal and new construction is feasible.

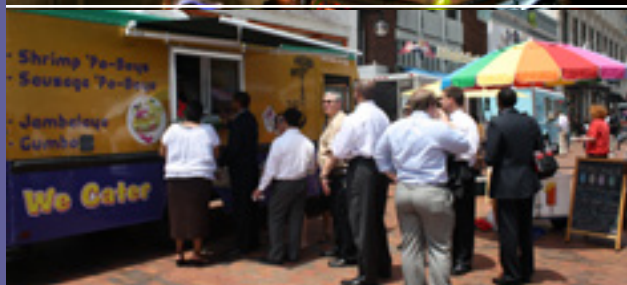
It is estimated that Downtown will support an additional **1,720 hotel rooms** by 2030. Increased occupancy in existing and new office space should contribute just over half of the new demand and increasing attendance at Georgia World Congress Center events and other tourism will account for the remaining hotel demand. This assumes that convention attendance will increase by 1.5% per year from current levels.

Over the last decade Downtown Atlanta has attracted **\$3.5 billion** worth of investment in new development. Just over \$687 million of the total is due to public investment in new bricks and mortar, including Georgia State University facilities, Federal government building expansions and renovations, and new City of Atlanta buildings. The remaining \$2.875 billion has been invested by private sources in a range of projects from housing and retail to attractions and hotels.

Just a few of the facts and figures about the Downtown market highlight the strength of the submarket:



Downtown Atlanta is home to a young, vibrant community of creative professionals and bright college students committed to a sustainable, walkable way of life. The center city is home to 23,000 residents with a median age of 30 years living in 13,542 housing units, with almost 6,000 of them built since 2007.



118,000 people work Downtown resulting in the highest concentration of jobs per square mile of anywhere in metro Atlanta at 30,547 jobs/mile. Recent International Council of Shopping Centers research reveals that on average, U.S. office workers spend \$129 each per week – here in Downtown that is \$15,222,000 in spending power a week.



Total annual attendance at attractions, sporting events and concerts is estimated at 12 million. Each year 4.7 million tourists and 1.38 million conventioners visit Downtown Atlanta. Conventioners and tourists make up 33% of the total spending downtown or \$230,703,000 per year.



Georgia State University, one of the nation's leading urban research universities, has an enrollment of 31,160 students and a stated goal of housing 10 percent of its student body on campus within the next 10 years.



Combined Grady Memorial Hospital and Children's Healthcare of Atlanta at its Downtown Hughes Spalding location provide 1,000 beds serving 688,000 patients a year and employ 4,500 physicians, nurses and support staff.

DOWNTOWN: A SMART INVESTMENT

Over \$420 million has been invested in the streetcar neighborhoods in just the past few years. Additional projects are planned that will continue to catalyze further investment. The following tables summarize this recent activity.

NOTABLE RECENTLY COMPLETED PROJECTS	
<i>Development</i>	<i>Description</i>
Housing	
Alexan 360	\$105 million investment in 592 new mid-rise apartments
Auburn Pointe - Ashley & Veranda Apartments	\$95 million to transform Grady Homes into 675 multi-family apartments with a significant senior housing component
Georgia State University - Freshman Hall, Special Interest Housing and Piedmont North Dormitories	\$17 million in a total of 2,050 new student housing beds
Hotels	
Courtyard Atlanta Downtown	\$105 million to convert the 12-story historic office building into 350 hotel rooms, 70- square feet of conference space and Café Intermezzo restaurant and bar
Holiday Inn Express Atlanta Downtown Conversion	\$5 million in renovation and brand conversion of 238 hotel rooms
Commercial	
Epsten Group New Offices	\$1.9 million to renovate vacant building into 9,000 square foot LEED Platinum certified architecture/design firm office
200 Peachtree	\$37.5 to renovate historic 175,000 square foot department store into a mixed-use special event venue
Georgia Aquarium - Dolphin Expansion	\$110 million for 84,000 square foot dolphin exhibit with 1.3 million gallon exhibit tank
Institutional	
First Congregational Church Restoration	\$7.5 million for exterior restoration of historic church and an addition including a fellowship hall, kitchen, classrooms, meeting rooms and offices
Historic Ebenezer Baptist Church Renovation	\$8 million for restoration of historic church building as visitor attraction
M.L. King Sr. Community Resource Complex at Ebenezer Baptist Church	\$3 million for three-story addition to the existing Horizon Sanctuary including assembly hall with a full kitchen, cyber café, choir room, offices and classrooms
Sweet Auburn Curb Market Upgrades	\$1.5 million for energy efficiency and cosmetic upgrades to historic municipal market

PLANNED PROJECTS	
<i>Development</i>	<i>Description</i>
Housing	
One12 Courtland Student Housing by Ambling	\$78 million for renovation of existing building and new construction to provide 700 student housing beds and 10,000 square feet of retail space
Wheat Street Towers Renovation	Complete renovation of 210 units of existing affordable housing
Commercial	
Waffle House Restaurant	\$2.3 million for renovation of existing building into a 43 seat restaurant
206 Edgewood Medical Office Building	\$17.5 million for 238,000 square foot medical office building with parking and ground-floor retail
Institutional	
National Center for Civil and Human Rights	\$55 million for new 43,000 square foot exhibit and programming space at Pemberton Place
Auburn Avenue Research Library Renovation/Expansion	\$25 million for 30,000 square foot expansion of the library
College Football Hall of Fame	\$65 million for 75,000 SF hall of fame and game day experience for college football
Georgia State University College of Law	\$85 million for 200,000 square foot facility for classrooms, faculty offices and a law library



RESOURCES

Starting with the City of Atlanta's commitment to build the Atlanta Streetcar and its very rationale for the benefit of the investment, it is clear that realizing the anticipated and desired investment is critical. An integral part of successfully revitalizing the streetcar corridor will be the various sources of support brought to bear to the effort from a diverse collaboration of partners and stakeholders.

Led by Invest Atlanta, Atlanta's Development Authority and Central Atlanta Progress this collaboration is dedicated to the technical support, guidance, initiatives and fundraising in order to

- Create an environment conducive to economic investment.
- Expand opportunities for branding and marketing the corridor as a location for jobs and residents and as a destination for retail customers and tourists.
- Match investors with opportunities and resources, all directly related to and supportive of the community's vision for the growth and redevelopment of the Atlanta Streetcar neighborhoods.

A broad range of tools, incentives and organizations exist today to support investment in the streetcar neighborhoods – too many to describe here. The following is brief highlight of just a few of the diverse and creative resources. To learn more about the options available and how to make your project or idea a reality contact Central Atlanta Progress for a more project-specific discussion.



Residential

Whether through the **Westside or Eastside Tax Allocation Districts** or Tax-Exempt Bond Financing, Invest Atlanta has a long history of financing residential development. Not-for-profit groups like the **Atlanta Neighborhood Development Partnership** manage loan funds and support programs targeted to mixed-income housing. Other private programs – like **Enterprise Community Partners** – are also active in Atlanta.

Commercial

Invest Atlanta's **Business Improvement Loan Fund**, **Phoenix Fund** and **Opportunity Loan Fund** provide low-interest financing to businesses for additions and improvements to commercial, industrial and mixed-use property. **New Markets Tax Credits** are a gap financing tool available through the U.S. Treasury and deployed locally by a number of organizations including banks and Invest Atlanta. A broad range of job creation tax credits are available from the **State of Georgia**.

Small Businesses

Invest Atlanta can help through the **SBA 504 Loan Program**. Technical assistance resources are available through a number of organizations including the **Small Business Development Center at Georgia State University** and the **Georgia Minority Business Development Center**.

Historic Rehabilitation

Federal and state **tax abatement programs** are managed by the State of Georgia Department of Natural Resources for National Register properties that are rehabilitated. Tax advantages including federal and state income tax deductions can also be taken for preservation easements through **Easements Atlanta**.

Community Organizations

The streetcar neighborhoods are supported by involved and committed community organizations that are dedicated to the revitalization of their community. Both resident-driven associations and business coalitions exist to represent the diverse interests. Coordination and participation with the groups will benefit new investments. Learn more at

- Neighborhood Planning Unit M: www.npumatlanta.org
- Atlanta Downtown Neighborhood Association: www.atlantadna.org
- 4th and SAND: www.facebook.com/pages/4th-SAND/364176997698
- Old Fourth Ward Business Association: www.O4WBA.com and www.O4W.net



Revitalizing the Atlanta Streetcar corridor will require a range of investments from the construction of new buildings and the renovation of existing structures and spaces to the expansion of businesses and the purchase of new residences. To help facilitate this investment and guide investors to the needs of the corridor, the following opportunities have been identified and explored.

BUILDINGS

The Atlanta Streetcar neighborhoods are home to a large stock of existing buildings that are poised for reuse. Preserving and re-claiming existing buildings is vital to supporting the community's vision for a place that has an authentic character built around the history of the area. It is also more sustainable use of resources. There are nearly 30 vacant buildings of varied sizes and conditions within the Atlanta Streetcar corridor area that are prime targets for preservation and re-use. See the attached appendix for a list of structures identified as specific opportunities due to their significant vacancies and availability for re-use, as well as their adjacency to the streetcar route.

SPACES

Immediate opportunities exist for new tenants and uses to occupy vacant retail spaces along the streetcar route. The activation of these empty storefronts will bring needed energy and commercial benefit to the corridor on a quicker timeline than new development. Check out the attached list of available spaces for more details.

SITES

Over 80 acres of land within a 5-minute walk of the streetcar route are vacant or underutilized. This land – or in many cases surface parking lots – represents opportunities for new construction development. By filling in the gaps in the urban fabric to promote walkability and by populating the neighborhood with new businesses and residences these sites offer the tremendous potential to spark revitalization of the area.

See the attached appendix for details about 12 large sites, as well as even more smaller infill sites, that are particular priorities given their proximity to the streetcar route, exceptional location, availability and general potential to be catalytic. Some sites are under one ownership, while others are targets for assemblage to create parcels more conducive to development.



130 Luckie Street NW

AVAILABLE BUILDINGS AND SITES

The Atlanta Streetcar Corridor Development and Investment Guide Supporting Materials document - that accompanies this document - provides in-depth detail about key sites in the corridor. The following sites are a few that are particularly interesting.



395 Edgewood Avenue

130 Luckie Street NW Convenient to both the commercial core along Peachtree Street and the growing visitor destination center around Centennial Olympic Park, this 25,000 square foot site is ideally located in the heart of the Fairlie-Poplar Historic District. This five-block stretch of Luckie Street is also home to a stellar collection of cultural venues including the Balzer Theater, the Rialto Center for Performing Arts at Georgia State University and the Tabernacle. The Atlanta Streetcar stop 'Luckie and Cone' will be located at this site providing direct access to the streetcar system.

395 Edgewood Avenue NE This existing vacant structure is 10,000 square feet making it one of the largest extant structures available for adaptive re-use within the eastern end of the Atlanta Streetcar corridor. Surrounding this location near the intersection of Jackson Street is a growing restaurant and bar district fueled by the growth in multi-family housing to the south of Edgewood Avenue. 395 Edgewood is for-sale and more information is available from Greenfield Realty at (404) 262-2688.



158-160 Auburn Avenue NE

158-160 Auburn Avenue NE The historic location of the multi-tenant office space Rucker Building is now a bustling corner located at the nexus of the historic fabric of Auburn Avenue and the growing Georgia State University campus. Piedmont Avenue is an important north-south route for students moving between academic and residential buildings. This spot on Auburn Avenue is adjacent to notable historic site including the Atlanta Daily World, the historic Atlanta Life Insurance Company building and the Royal Peacock. The 14,000 square foot vacant site at the northwest corner of Auburn Avenue and Piedmont Avenue is a unique opportunity for a compatibly scaled infill building. The Atlanta Streetcar stop 'Auburn at Piedmont' will be located at this corner providing direct access to the streetcar system.



142 Auburn Avenue NE

142 Auburn Avenue NE The Historic Atlanta Life Insurance Building was built as the headquarters of the company. The second largest black insurance company in the United States, Atlanta Life Insurance was founded in 1905 by Alonzo Herndon, a former slave from Walton County, Georgia. The company steadily grew so that by 1910, there were more than 42 branch offices. The 25,000 square foot central building of the complex is a Beaux Arts building facing Auburn Avenue and provides a special opportunity for adaptive re-use of this notable historic treasure..

Want to learn more about the Atlanta Streetcar or its neighborhoods? Are you interested in buying property, opening a business or investing in the corridor around the Atlanta Streetcar?

Central Atlanta Progress can help connect you to additional resources and information.

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Helpful Links

Atlanta Streetcar

City of Atlanta

Invest Atlanta, Atlanta's Development Authority

Central Atlanta Progress/Atlanta Downtown Improvement District

www.theatlantastreetcar.com

www.facebook.com/AtlantaStreetcar

www.atlantaga.gov

www.investatlanta.com

www.atlantadowntown.com

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