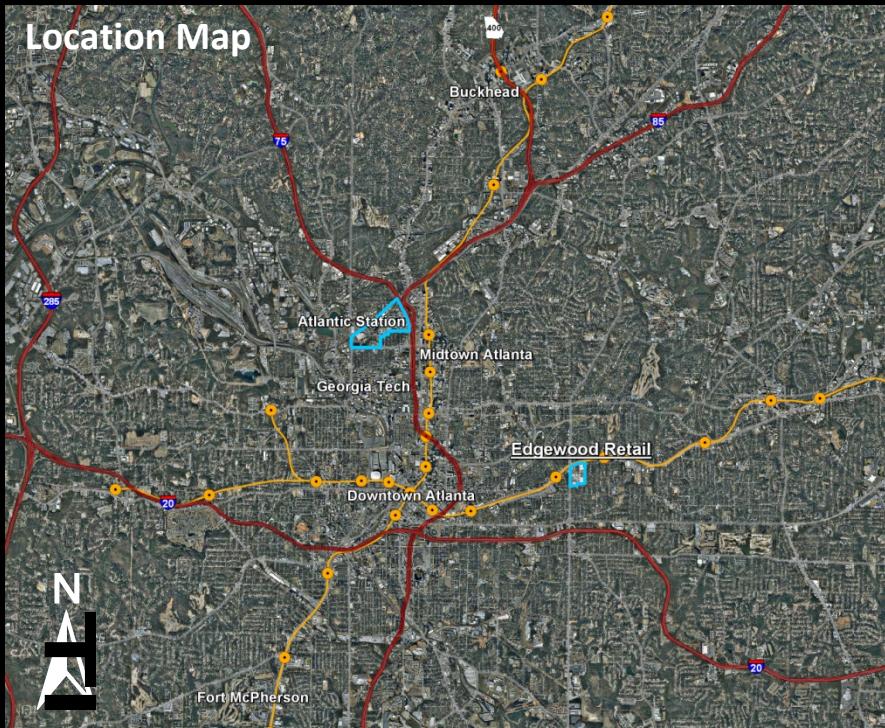


A Tale of Two Brownfields

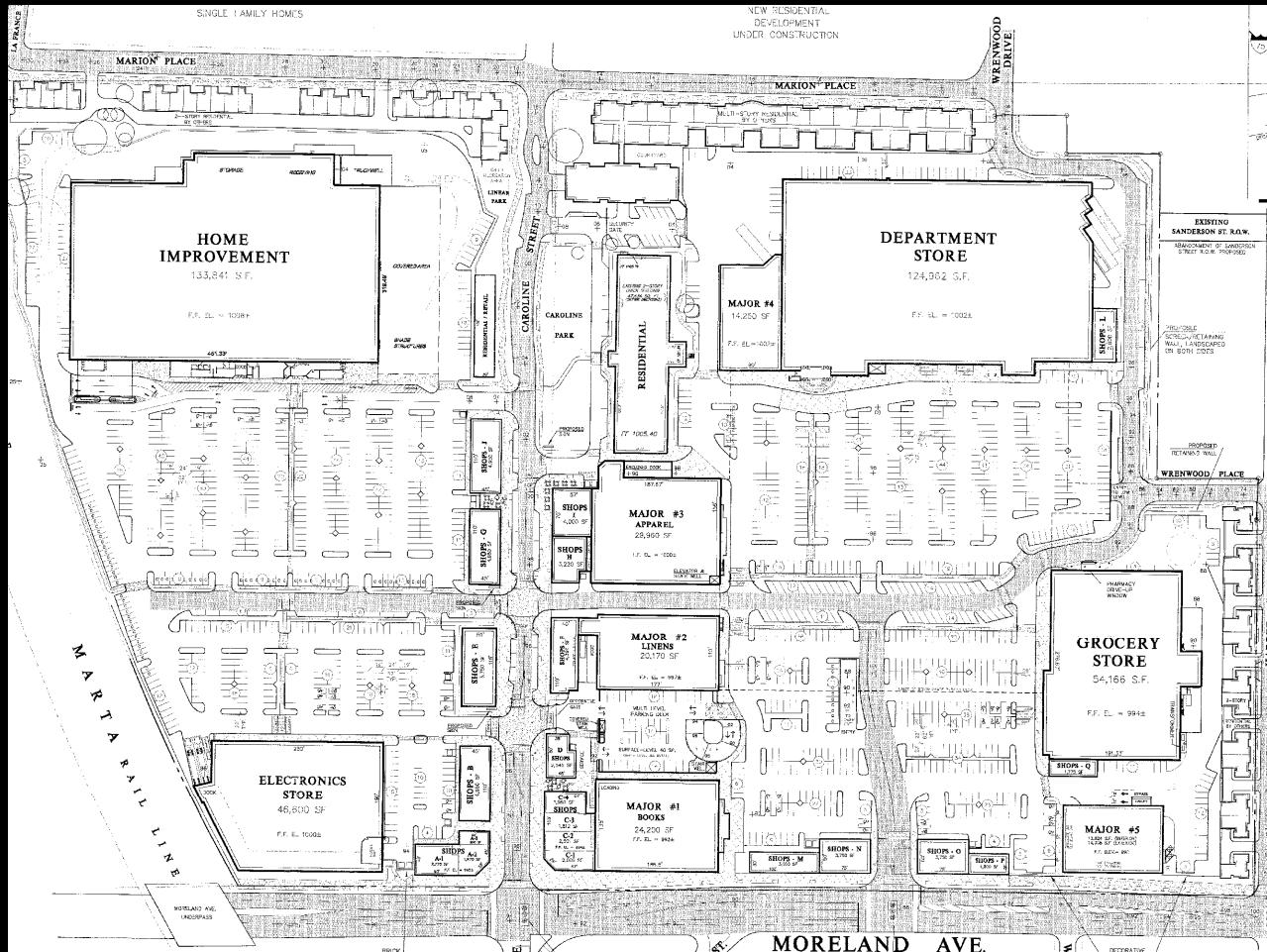
Edgewood Retail and Atlantic Station

Moreland Avenue/Edgewood Retail - City of Atlanta



- Former site of Atlanta Gas Light office and maintenance facility
- Located in eastern Atlanta on the Atlanta and DeKalb County boundary
- Located along Moreland Avenue, Hardee Street, Marion Place and La France Street
- Redevelopment of 41.9 acres
 - 800,000 square feet of retail space
 - 39 single-family townhomes
 - 40 loft condominiums / apartments
 - 156 senior citizen multi-family units
 - 1600 parking spaces
- Population within: 3 miles 132,194, 5 miles: 321,928

Moreland Avenue/Edgewood Retail - City of Atlanta



- **DRI review**

- Initial recommendation of Not in the Best Interest

- Developer added 44% more residential units than originally proposed

- Included flexible live-work space above 25% of commercial

- Shuttle circulator on the site to the local MARTA stations

- Final recommendation of “In the Best Interest”

Moreland Avenue/Edgewood Retail - City of Atlanta

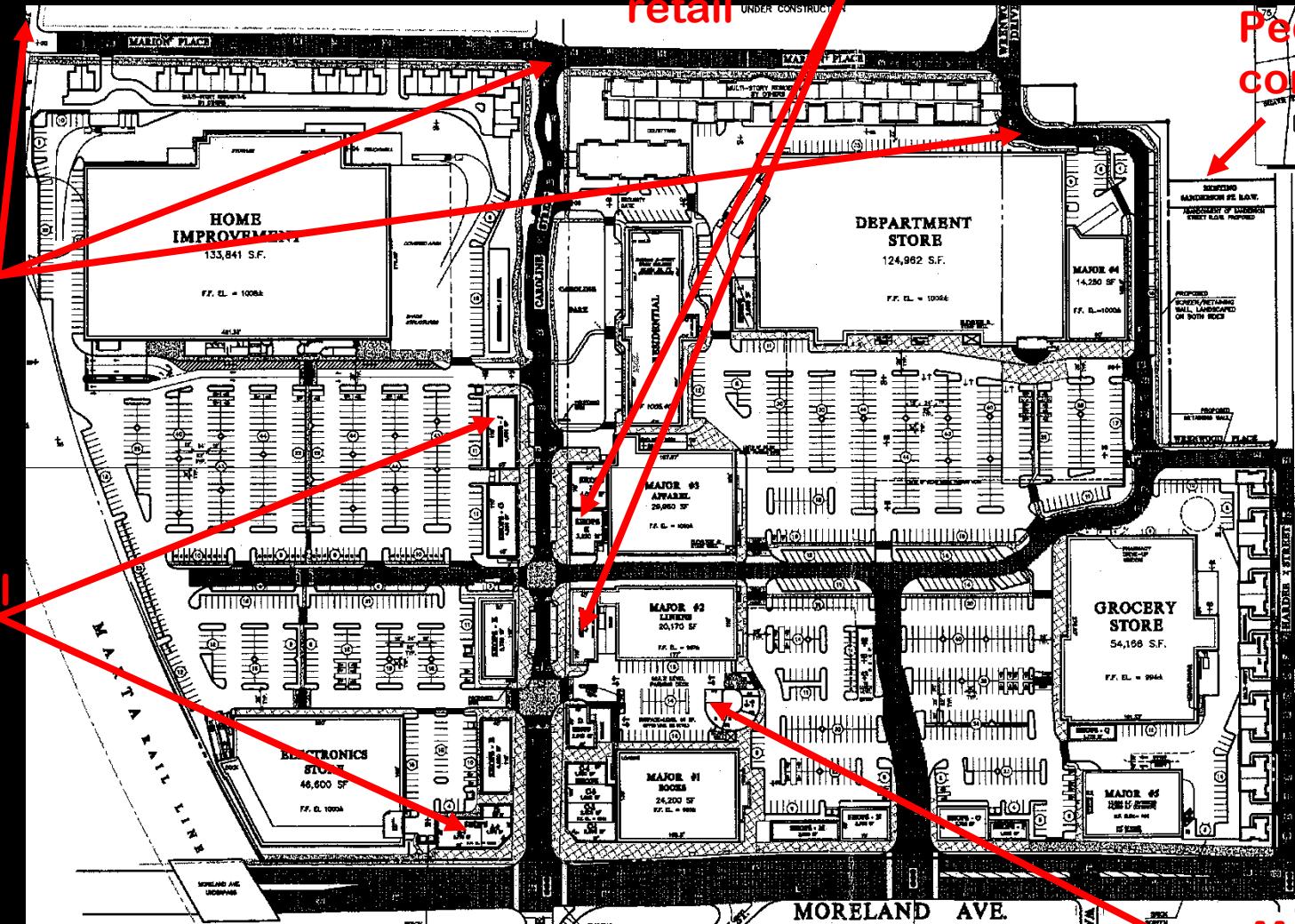
Maintain and improve existing vehicular access

Added 2nd
story retail
and office

32 condos over retail UNDER CONSTRUCTION

Pedestrian connection

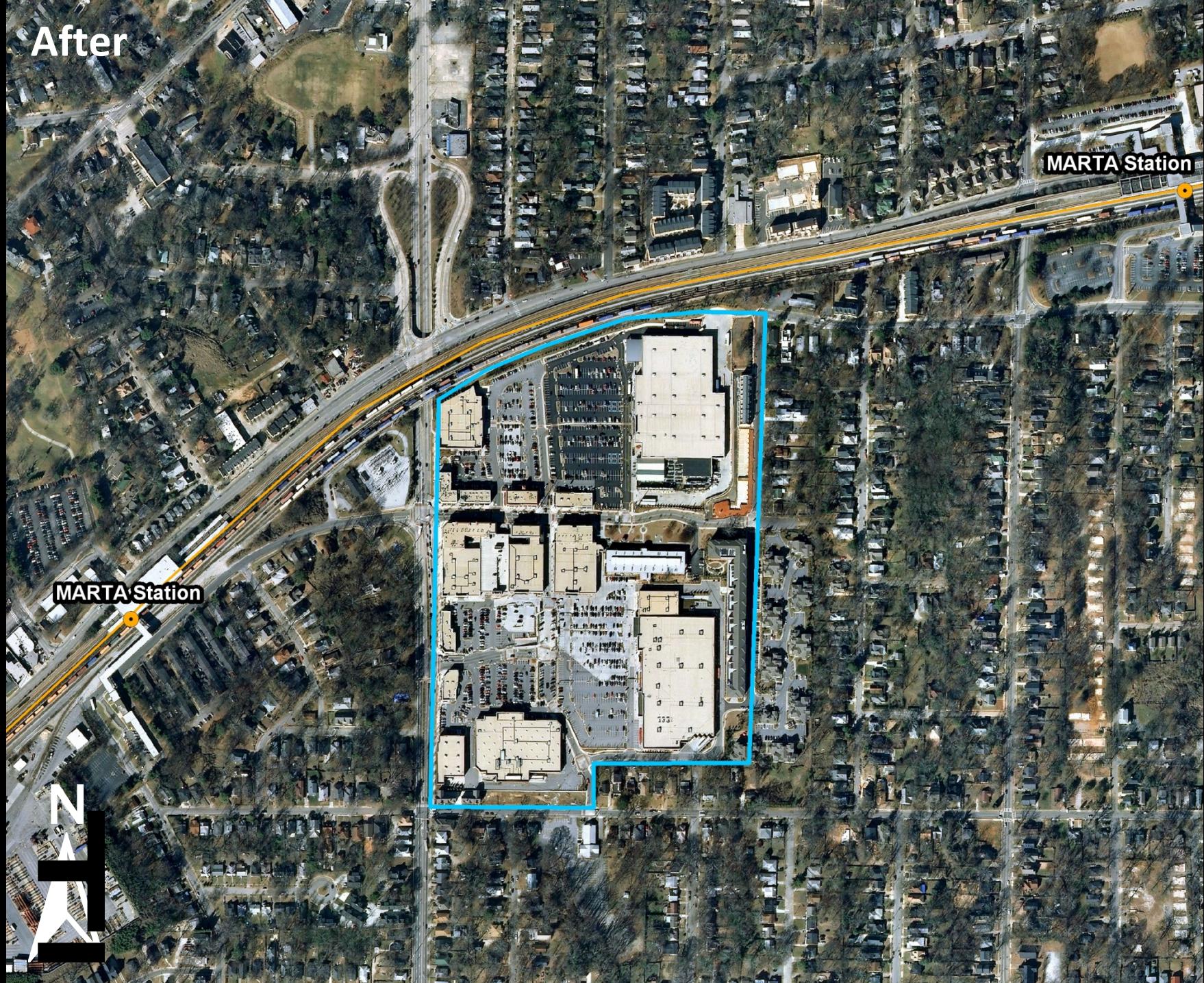
Multistory decked parking



Before



After















Moreland Avenue/Edgewood Retail - City of Atlanta

The Good

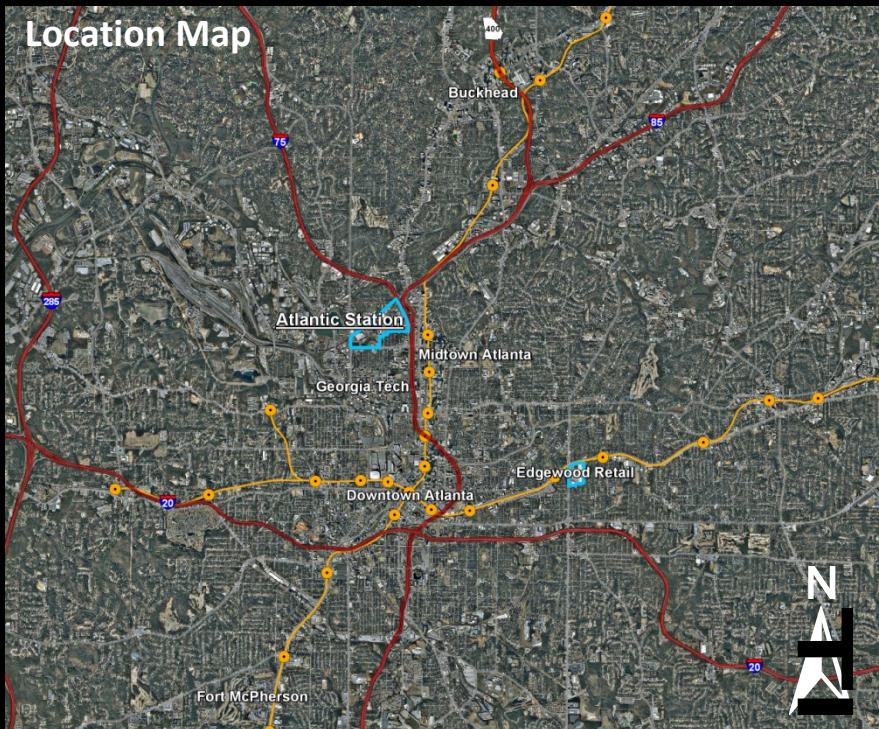
- Major new retail center in urban location
- Public frontage is pedestrian friendly - “good edges”
- Multiple connections to existing community and through the site
- Less surface parking than the “market” demands – 1,600
- Good occupancy rates

The Not So Good

- More parking than “reality” demands (underground lot)
- Better than most, but still difficult to traverse as a pedestrian
- Little greenspace and few public gathering areas
- Limited housing affordability
- Mostly national retail stores

Atlantic Station - City of Atlanta

Location Map

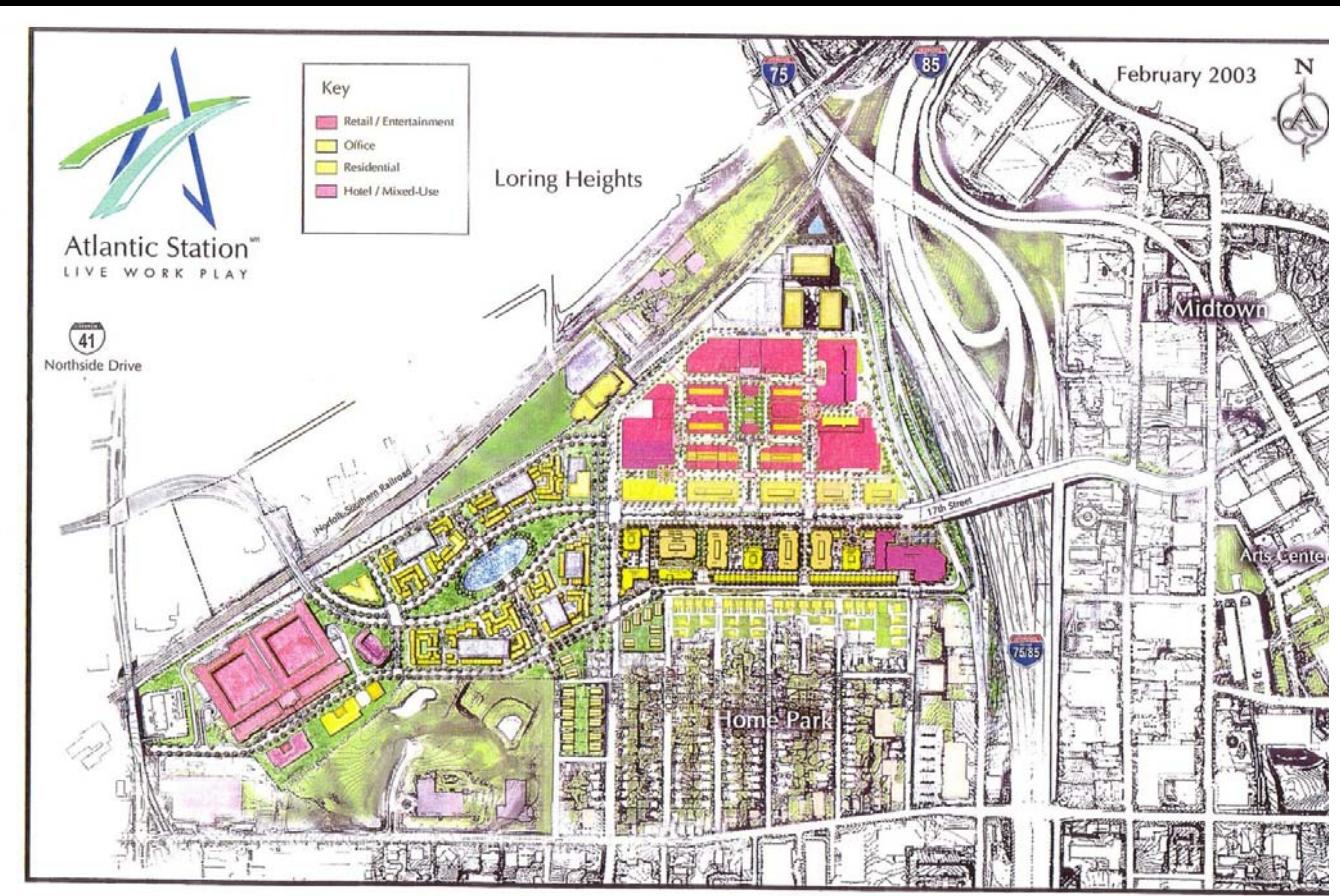


Before



- Located in Midtown Atlanta at the intersection of I-85, I-75, and 17th Street
- Redevelopment of the Atlantic Steel Mill
- Redevelopment of 138 acres
 - 6 million square feet of office
 - 1.5 million square feet of retail space
 - 3,000-5,000 residential units
 - 1,000 hotel rooms
 - 7,300 space parking garage
- Atlantic Station Tax Allocation District established

Atlantic Station - City of Atlanta



- Proposed during metro Atlanta's air quality conformity lapse
- Reviewed under EPA's Project XL program - comparison case studies
- ARC review found it "Not in the Best Interest" – no funding for 17th Street bridge
- City granted conditional approval – construction of 17th Street bridge
- Governor created "Green Light" Committee to resolve any and all issues associated with the bridge





Before



After

N
A
A









Atlantic Station - City of Atlanta

The Good

- Excellent remediation of environmentally degraded site
- High intensity mixed use development that complements Midtown
- Annual attractions: Cirque de Soliel, Bodies, Dialogue in the Dark
- Stormwater reduction and controls
- Shuttle connection to MARTA , high ridership
- Some affordable units initially offered

The Not So Good

- Office and retail occupancy? (Current market?)
- Poor pedestrian connection to Midtown
- Districts could be integrated better
- Internal pedestrian environment good but could be better
- Required public investment of new 17th Street Bridge - \$38.2 Million

Summary

- Both developments are economically successful
- Both developments are tremendous improvement to prior conditions
- Both developments are generating new life, tax revenues, jobs and residences into the urban area of metro Atlanta.
- Both developments are models for integrating uses, public involvement, etc.
- Both developments retained “suburban” design elements that could be improved upon.