



# **Land Use Analysis and Recommendations Report- Community Development Assistance Program (CDAP)**

## **CRC Meeting-February 10, 2021**



**AEROTROPOLIS  
ATLANTA**

**Community Development Assistance Program**



# Blueprint 1.0

“

THE AEROTROPOLIS ATLANTA BLUEPRINT IS A FIRST-OF-ITS-KIND STRATEGY FOR THE ATLANTA REGION - A STRATEGY THAT LEVERAGES THE AIRPORT AS A MAJOR ASSET TO DRIVE ECONOMIC INVESTMENT, JOB GROWTH, AND QUALITY OF LIFE IN THE AREAS IN AND AROUND HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT (THE AIRPORT).

”

- **Founding framework for the Aerotropolis Alliance organization**
- **\$200,000 study fully funded by ARC**
- **Completed and adopted by Alliance in 2016**

# Blueprint 1.0 – Guiding Principles and Goals

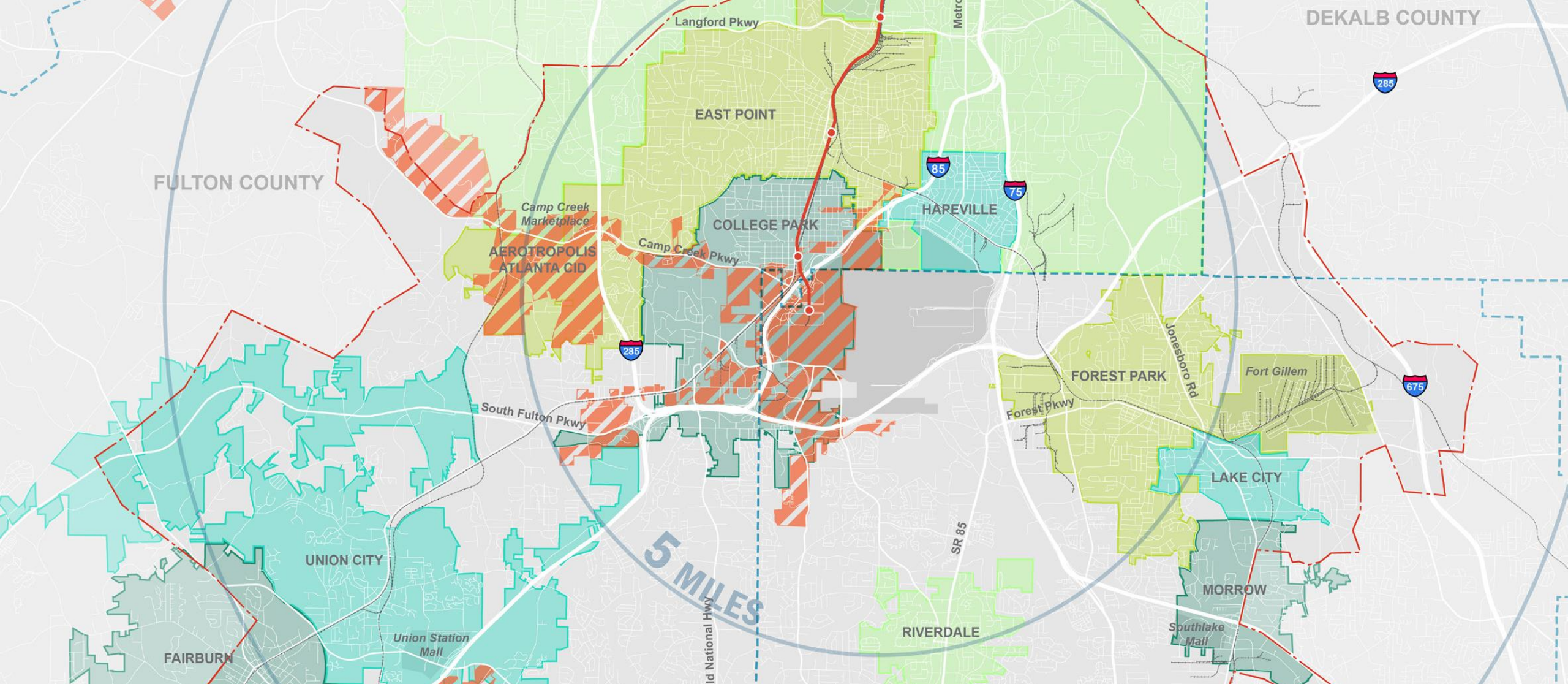
## Guiding Principles

- A win for one is a win for all
- Maintain inspired leadership
- Target our efforts
- Leverage what makes the Aerotropolis so special
- Success is a public private effort

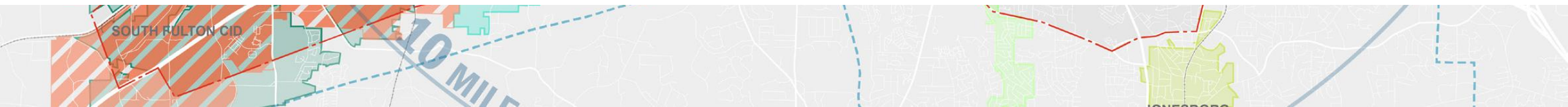
## Goals

- Improved perception of the area within the Aerotropolis
- Increased economic investment
- A true partnership
- Advancing our catalyst sites





# 13 Cities, 2 Counties, and the World's Busiest Airport





# Blueprint 1.0 Progress

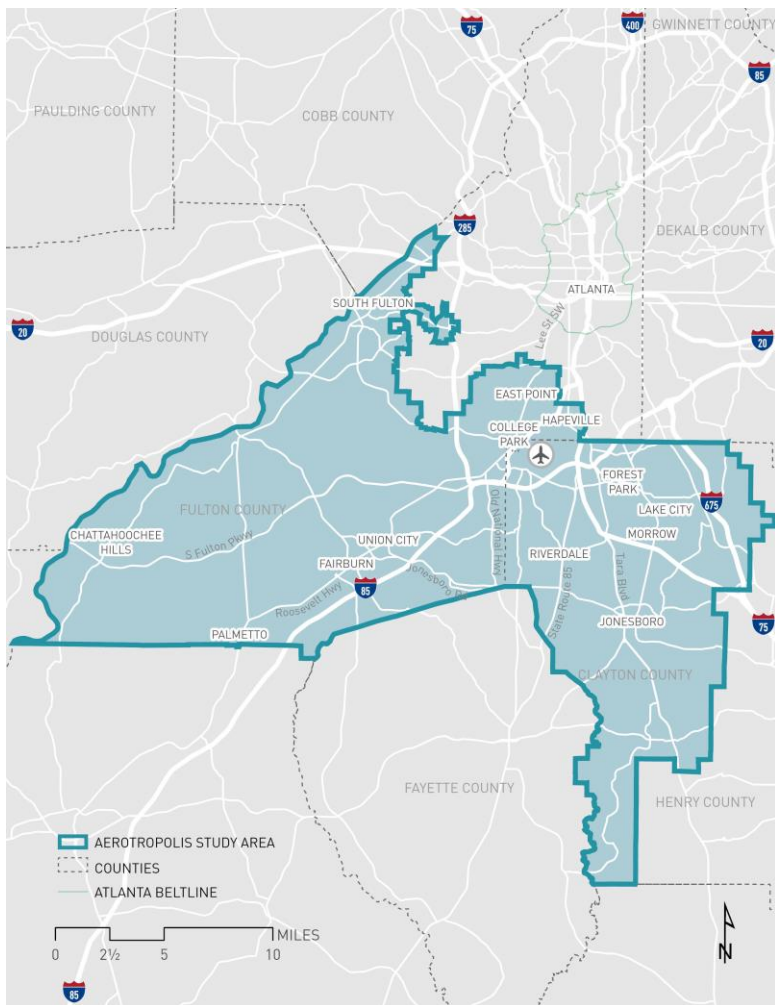
|                                | ACTION                                                             | YEAR                 | STATUS<br>2020       | GOAL                   |                                     |                       |                                           | KEY IMPLEMENTOR /<br>PARTNER |
|--------------------------------|--------------------------------------------------------------------|----------------------|----------------------|------------------------|-------------------------------------|-----------------------|-------------------------------------------|------------------------------|
|                                |                                                                    |                      |                      | Improves<br>Perception | Increased<br>Economic<br>Investment | A True<br>Partnership | Advancing<br>Catalyst Sites /<br>Projects |                              |
| ORGANIZATIONAL                 | Hire Full Time Aerotropolis Staff                                  | 0-1                  | Complete             |                        |                                     |                       |                                           | AAA                          |
|                                | Establish Blueprint Champions + Regular Interactions               | 0-1                  | Complete             |                        |                                     |                       |                                           | AAA                          |
|                                | Establish Working Groups                                           | 0-1                  | Complete             |                        |                                     |                       |                                           | AAA                          |
|                                | Establish Collectives                                              | 0-1                  | Complete             |                        |                                     |                       |                                           | AAA                          |
|                                | Study + Refine Organizational Structures                           | 1-3                  | On-Going             |                        |                                     |                       |                                           | AAA                          |
|                                | Hire Additional Staff                                              | 3-5                  | Complete             |                        |                                     |                       |                                           | AAA                          |
|                                | Identify Funding Mechanisms for Implementation                     | On-Going             | On-Going             |                        |                                     |                       |                                           | AAA, GDOT, DCA               |
| BRANDING AND<br>MARKETING      | Establish Unique Aerotropolis Brand                                | 0-1                  | Complete             |                        |                                     |                       |                                           | AAA                          |
|                                | Develop a Marketing Communications Plan                            | 0-1                  | Complete             |                        |                                     |                       |                                           | AAA, CIDs                    |
|                                | Media Plan                                                         | 1-3                  | Complete             |                        |                                     |                       |                                           | AAA                          |
|                                | Establish Gateway Strategy                                         | 3-5                  | On-Going             |                        |                                     |                       |                                           | AAA, CIDs, GDOT, H-JAIA      |
|                                | Annual / Semi-Annual Aerotropolis Event                            | 3-5                  | Complete             |                        |                                     |                       |                                           | AAA, H-JAIA                  |
|                                | Keep the Story Alive                                               | On-Going             | Complete             |                        |                                     |                       |                                           | AAA                          |
| LAND USE AND<br>THE URBAN FORM | Update Local Plans for Compatibility with Blueprint                | 0-1                  | On-Going             |                        |                                     |                       |                                           | Counties, Localities         |
|                                | Audit Local Land Use Policies for Efficacy at Enabling Blueprint   | 0-1                  | On-Going             |                        |                                     |                       |                                           | Counties, Cities, AAA        |
|                                | Establish "Initial Single Point of Contact"                        | 1-3                  | Complete             |                        |                                     |                       |                                           | AAA, ARC, Localities         |
|                                | Detailed Master Planning of Catalytic Sites                        | 1-3                  | On-Going             |                        |                                     |                       |                                           | CIDs, Localities             |
|                                | Greenway Corridor Development                                      | 0-1                  | On-Going             |                        |                                     |                       |                                           | ARC, Localities              |
|                                | Strengthen Historic Downtown Cores                                 | On-Going             | On-Going             |                        |                                     |                       |                                           | Localities                   |
|                                | Leverage Transit Nodes                                             | On-Going             | On-Going             |                        |                                     |                       |                                           | Localities, MARTA            |
|                                | Complete or Update Areas of Opportunity Studies                    | On-Going             | On-Going             |                        |                                     |                       |                                           | Localities                   |
| TRANSPORTATION                 | Improve Mobility Between Activity Nodes - Circulator Bus           | 0-1                  | On-Going             |                        |                                     |                       |                                           | Localities, AAA              |
|                                | Improve Connectivity for Movement of Goods                         | On-Going             | On-Going             |                        |                                     |                       |                                           | GDOT, ARC                    |
|                                | Enhance Walkability Around Existing and Proposed MARTA Stations    | On-Going<br>On-Going | Complete<br>On-Going |                        |                                     |                       |                                           | MARTA, Localities            |
|                                | Truck/Freight Study                                                | 1-3                  | On-Going             |                        |                                     |                       |                                           | GDOT, ARC                    |
|                                | Implement Short Term Transportation Recommendations of Master Plan | On-Going             | On-Going             |                        |                                     |                       |                                           | CIDs, Localities             |



# Land Use Analysis and Recommendations



# Community Development Assistance Program



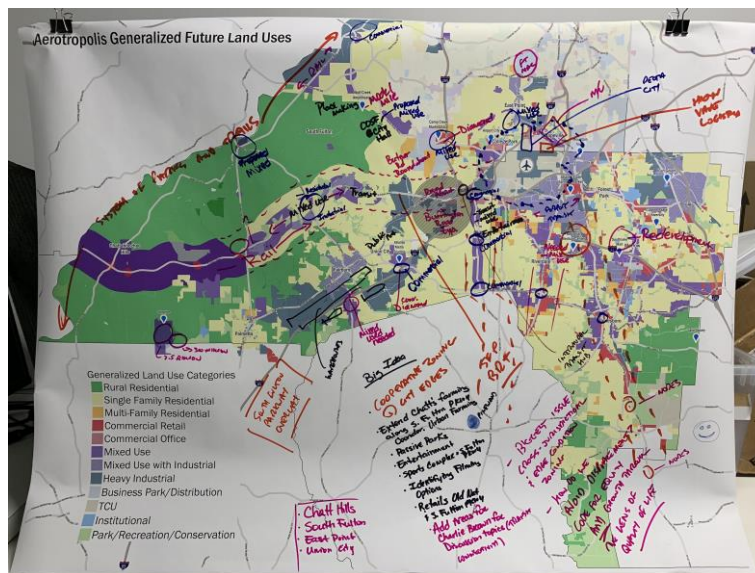
- **Aerotropolis Atlanta Alliance applied for a CDAP Project (2019)**

This report is meant to build off the successes of the Blueprint and assist the Alliance to better coordinate land use and economic development goals across jurisdictional lines. It also prepares the Alliance to embark on its next strategic and visioning process: Aerotropolis Blueprint 2.0.

- **August 2019-November 2020**

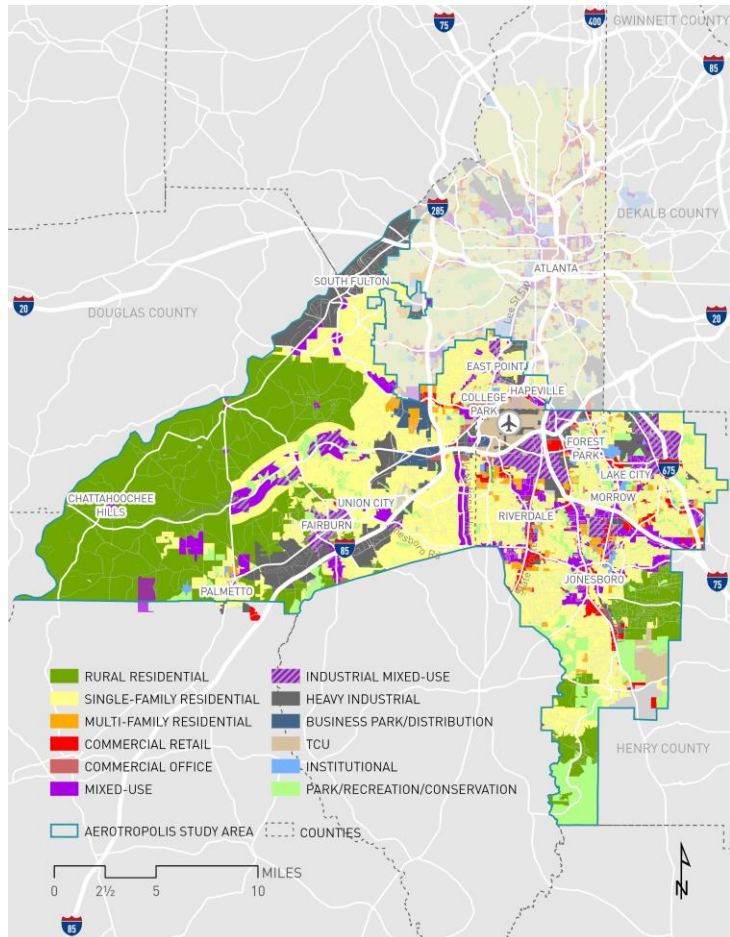
# The Process

- **Inventory of existing conditions-Land Use Mapping**
- **Stakeholder insight and vision**
- **Structured framework around key goals and unique strengths/weaknesses of the area**
- **Recommendations**
- **Summit**



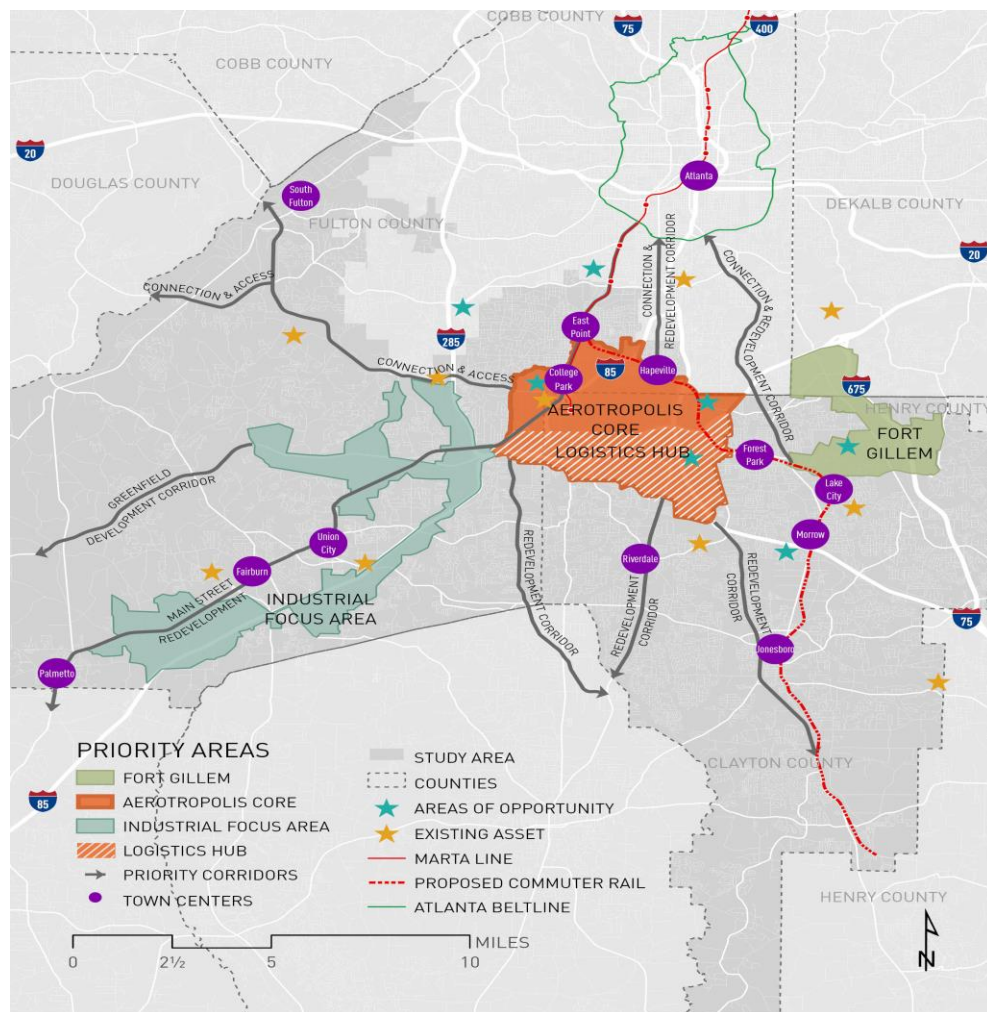


# Generalized Future Land Use Map



| Land Use Type                                   | Description                                                                                                                                                                                |
|-------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Rural Residential                               | If unspecified as rural, residential lots equal/less than 1 unit per acre                                                                                                                  |
| Single- Family Residential                      | If unspecified as single family, residential lots between 2-8 units per acre                                                                                                               |
| Multi-Family Residential                        | If unspecified as multi-family, residential lots 8+ units per acre                                                                                                                         |
| Commercial Retail                               | General commercial land uses and those specific to retail                                                                                                                                  |
| Commercial Office                               | Office land uses                                                                                                                                                                           |
| Mixed-Use                                       | Mix of commercial, office, hotel, public spaces, and residential uses                                                                                                                      |
| Industrial Mixed-Use                            | Mix of commercial, industrial, and sometimes residential uses                                                                                                                              |
| Heavy Industrial                                | Industrial uses that include either processing, manufacturing, fabrication, etc.                                                                                                           |
| Business Park/Distribution                      | Business and light industrial uses including warehousing, logistics, trade distribution, etc.                                                                                              |
| Transportation, Communications, Utilities (TCU) | Includes areas owned and operated by Hartsfield-Jackson Atlanta International Airport, MARTA, power lines, transmission lines, railroad right of way, and highways and road rights of way. |
| Institutional                                   | Primarily institutional facilities                                                                                                                                                         |
| Park/Recreation/Conservation                    | Includes both private and public parks, land for forestry and agriculture                                                                                                                  |

# Priority Areas



- **Aerotropolis Core**
- **Logistics Hub**
- **Industrial Focus**
- **Fort Gillem**
- **Connection to Urban Core**
- **Northwest Clayton**
- **Camp Creek Parkway**



# Recommendations

## **Need for a comprehensive and coordinated action plan for future industrial development.**

- **Resolution of Jurisdictional Boundary Conflicts**
- **Land Use Definition**
- **Zoning**
- **Design**
- **Determination of the Location of Parking and Staging Areas**
- **Impact on Local Infrastructure**
- **Economic Impact**



# Recommendations

**Improved communication and collaboration is important to coordinate jurisdictional plans with Blueprint.**

- **Elected Officials**
- **Education**
- **Airport Planners**





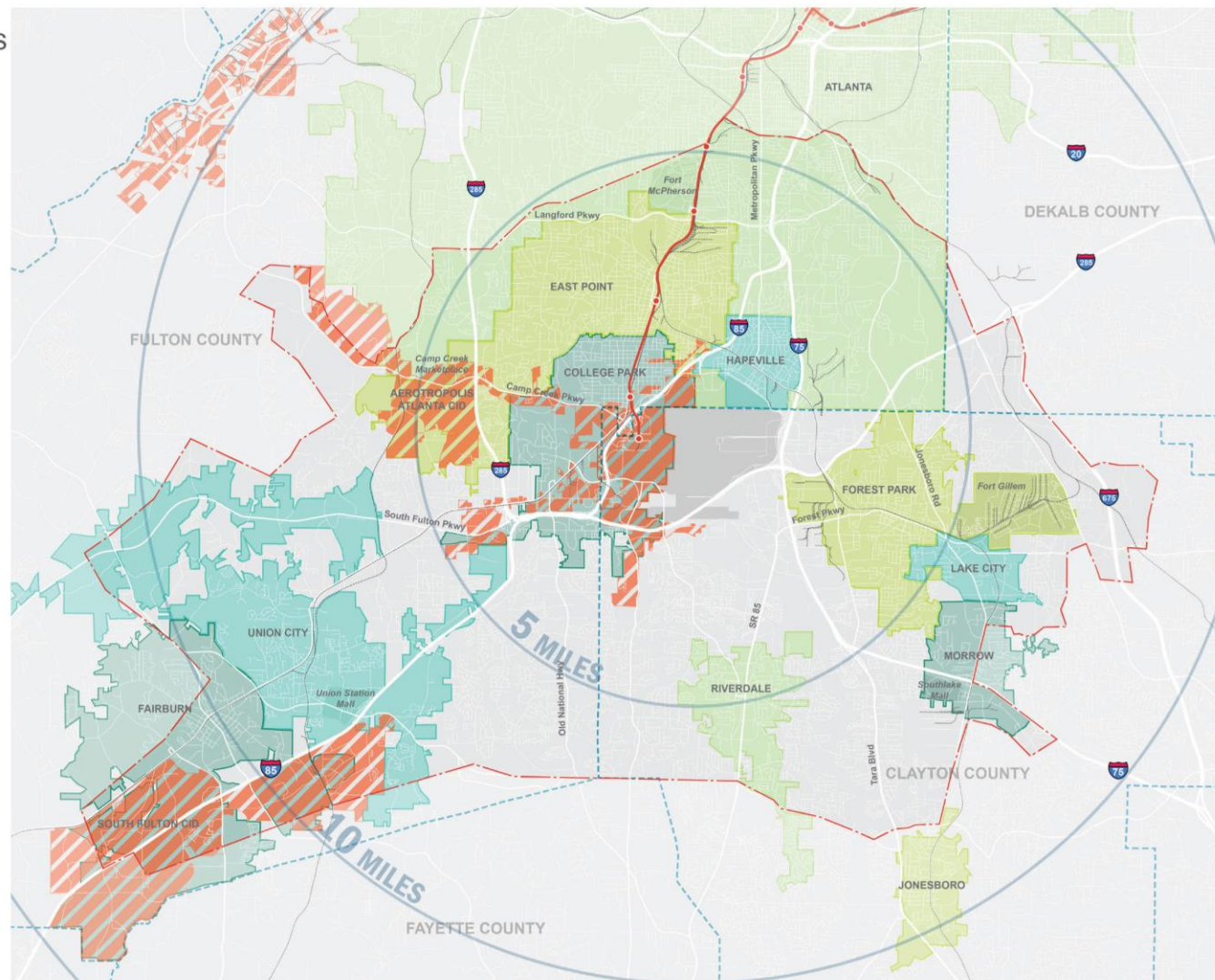
# Regional Collaboration

## THE AEROTROPOLIS ATLANTA AREA AND ITS POLITICAL BOUNDARIES

- Study Boundary
- Existing MARTA Rail
- Community Improvement Districts (CID)
- Municipalities
- County Lines
- Railroads
- Airport South CID

## STUDY AREA SNAPSHOT

- 165 Square Miles
- 2 Counties + 10 Cities
- Major Routes: I-285, I-85, I-75
- Population: 297,630
- Employment: 179,480 (2011)
- 10 miles from Downtown Atlanta to the airport



# Aerotropolis Atlanta Summit

- **Virtual Summit 1/2 Summit**
- **Participants-Mayors, City Management, Economic Development and Planning Professionals**
- **History of Blueprint and Successes – Robert Herrig, Senior Project Manager, Aerotropolis Atlanta Alliance**
- **Land Use Analysis and Recommendations – Keri Stevens, Planning Administrator, Atlanta Regional Commission**
- **Fiscal Outcomes of Various Real Estate Types – Geoff Koski, President, Bleakly Advisory Group**
- **Panel: Partnerships in Development**





# Panelists



**William Casaday**  
Vice President of  
Development – South  
City Partners, LLC



**David Kirk**  
Partner – Troutman  
Pepper Hamilton Sanders  
LLP



**Betty McIntosh**  
Senior Managing Director  
Business Incentives  
Practice – Cushman &  
Wakefield



**Kristi Rooks**  
Founder & Managing  
Partner – Thoughtwell



**Shane Short**  
Executive Director –  
Development Authority of  
Walton County



A photograph of a street scene at dusk. The image is overlaid with a semi-transparent teal rectangle. In the center of this rectangle, the words "Next Steps" are written in a large, white, sans-serif font. The background shows a street with parked cars, a brick building with many windows, and a street sign. In the foreground, there are red light trails from a moving vehicle. The sky is a pale, hazy blue.

# Next Steps



# **Blueprint 2.0 - Envisioning the next 5 years**

- **EDA CARES Act Funding-  
\$150,000**
- **ARC/ Aerotropolis Atlanta  
Alliance Partnership**







**Thank you!**