

Atlanta Aerotropolis Blueprint 2.0

CRC Meeting
July 13, 2022

Agenda

- **Project Team**
- **Project Goals**
- **Workforce Development**
- **Engaging Elected Officials**
- **Catalytic Sites Update**
- **Next Steps**



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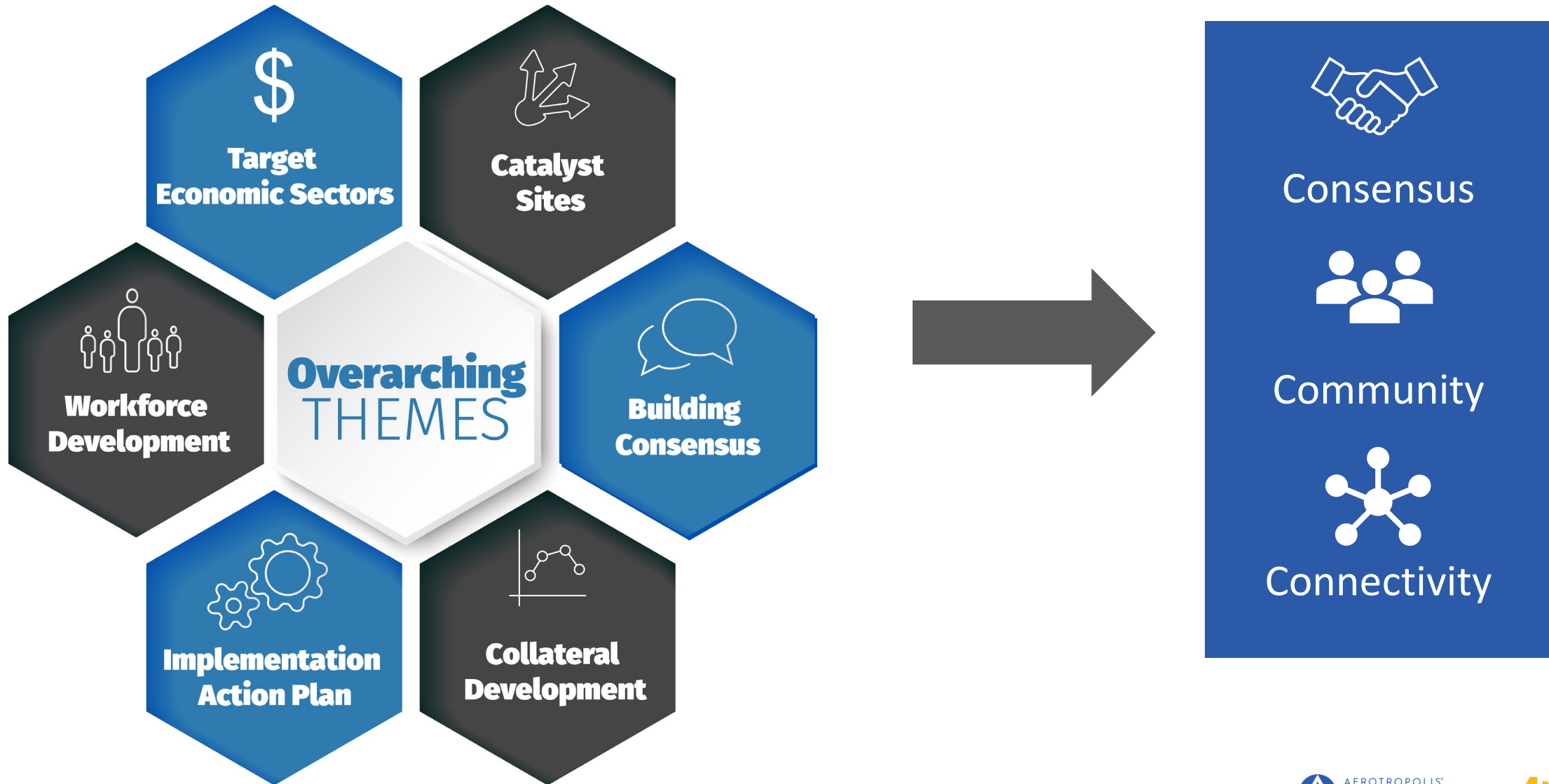
Project Goals & Process

Project Goals

- Document how the Aerotropolis has changed since 2016.
- Build upon past successes and identify potential catalytic sites
- Craft a workforce development strategy that aligns with market realities
- Create an implementation plan to execute Blueprint's key initiatives.



Project Approach



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Workforce Development

Workforce Development Process



Workforce Development Considerations

- Implementing, leveraging, optimizing AeroATL Post-Secondary Partnership
 - “One-stop accessibility” for employers
 - “Think tank” to collaborate and explore real-time solutions to talent gaps
- Honing the value proposition to employer partners – articulating the ROI for participation, funding
 - Demonstrated success of career pathways will be key selling point
- Long term vision – physical space for Aerotropolis-specific training, entrepreneurship, and collaboration
 - Short term – how to leverage existing facilities and avoid duplication
- Alliance to continue articulating, formalizing Aerotropolis talent ecosystem
 - Key question: should it / will it have the capacity to offer programming?

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Engaging Elected Officials

Elected Officials Workshop Debrief

March 14: Elected Officials Workshop

Woodward Academy, College Park

Three-part interactive activity

1. Reflection on values, vision, and development goals for their communities
2. Group work to synthesize individual intersections
3. Share out with full group to move towards the development of a shared/collective vision of the Aerotropolis

Represented Municipalities:

- Chattahoochee Hills
- College Park
- Forest Park
- Fulton County
- Hapeville
- Jonesboro
- Riverdale
- South Fulton

To capitalize on our regional brand – the Gateway to the World – and strengths – Urban Vibrancy – to enhance, elevate, and expand our unique neighborhoods, attributes, needs, and social equity issues by producing a balanced, equitable, mixed-use development that offers connected transit, open space, and a diverse mix of housing that is a destination for corporate headquarters that is equitable and revenue positive for municipalities.

-Draft/Working Collective Statement

Public Workshop Debrief

March 15: Public Workshop

Woodward Academy, College Park

Attendees: 6 Collective members, 13 public

Garnered feedback on the top four catalytic sites, focusing on:

- Land Use
- Amenities
- Transportation

Image Preference

Design Sketching



April 12: Elected Officials Online Workshop

Virtual - Zoom

Three-part interactive activity (identical to in-person workshop)

1. Reflection on values, vision, and development goals for their communities
2. Group work to synthesize individual intersections
3. Share out with full group to move towards the development of a shared/collective vision of the Aerotropolis

Represented Municipalities:

- Chattahoochee Hills
- College Park
- East Point
- Jonesboro
- Lovejoy
- Palmetto Hills
- Riverdale
- South Fulton

To capitalize on our regional brand, the Gateway to the World, and our Urban Vibrancy to (1) enhance, elevate, and expand our unique neighborhoods and attributes, and (2) meet the needs of legacy residents and newcomers...by producing balanced, equitable, and sustainable mixed-use development that offers a diverse mix of housing, open space, and commercial investments that attract businesses and foster equitable growth that is complemented by a robust transportation system.

-Refined Collective Statement

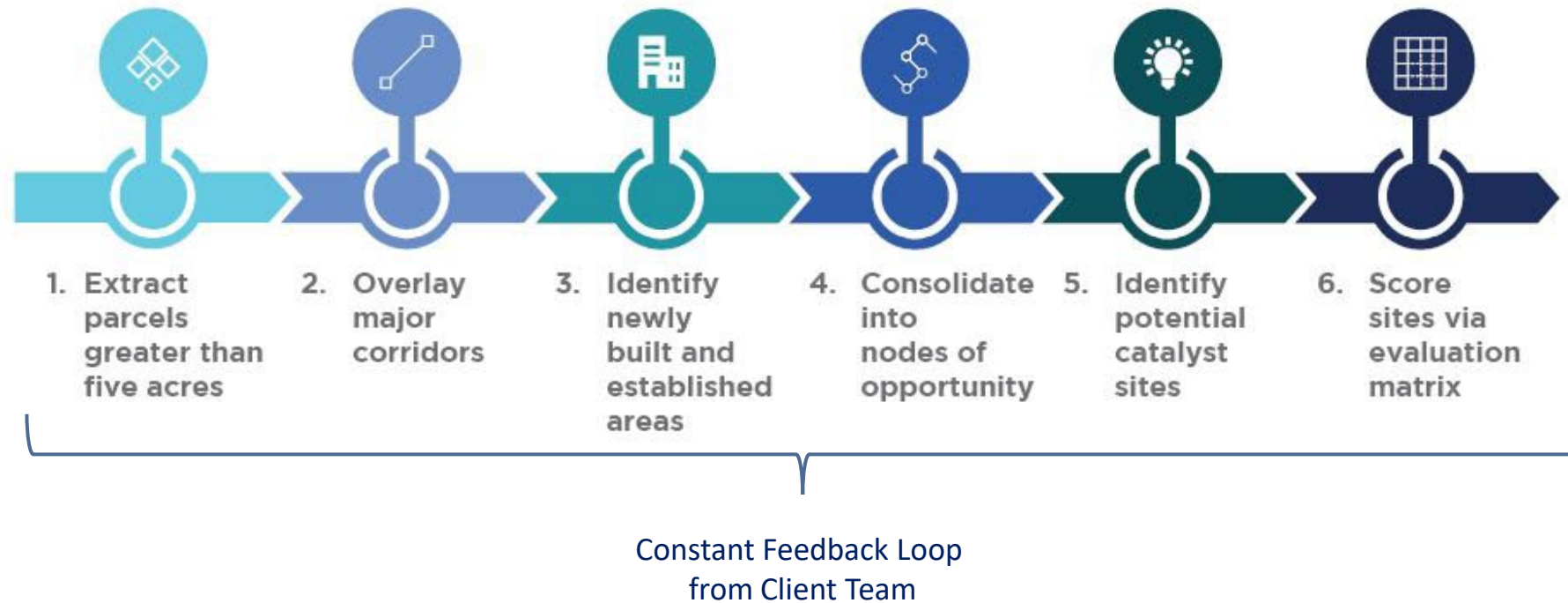
Identified Needs:

- Tool kit for elected officials
- Guidance and strategy for zoning
- Transparent and consistent messaging for citizens

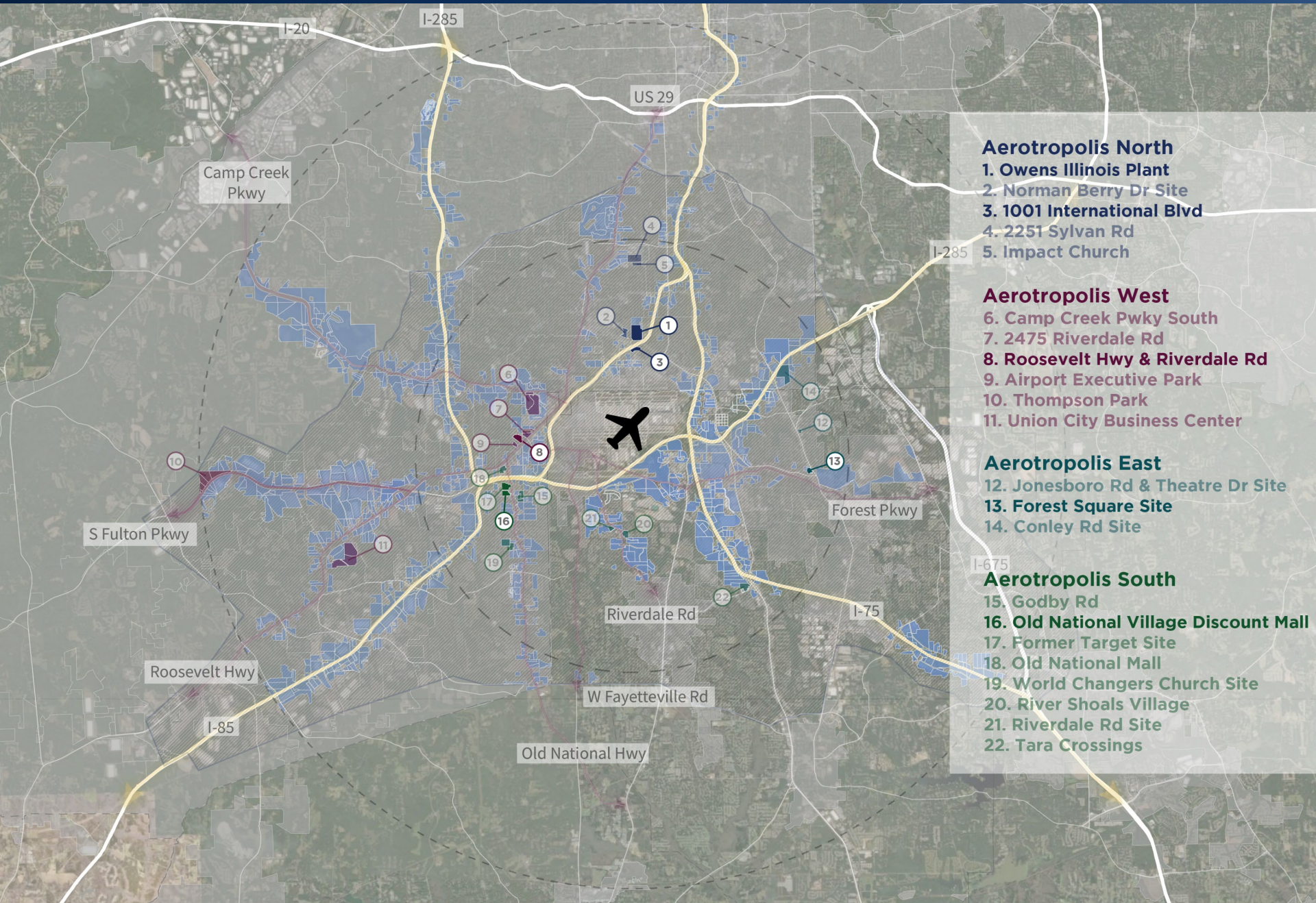
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Catalytic Sites Update

Catalytic Sites Update



Catalytic Sites Update



Aerotropolis North

1. Owens Illinois Plant
2. Norman Berry Dr Site
3. 1001 International Blvd
4. 2251 Sylvan Rd
5. Impact Church

Aerotropolis West

6. Camp Creek Pkwy South
7. 2475 Riverdale Rd
8. Roosevelt Hwy & Riverdale Rd
9. Airport Executive Park
10. Thompson Park
11. Union City Business Center

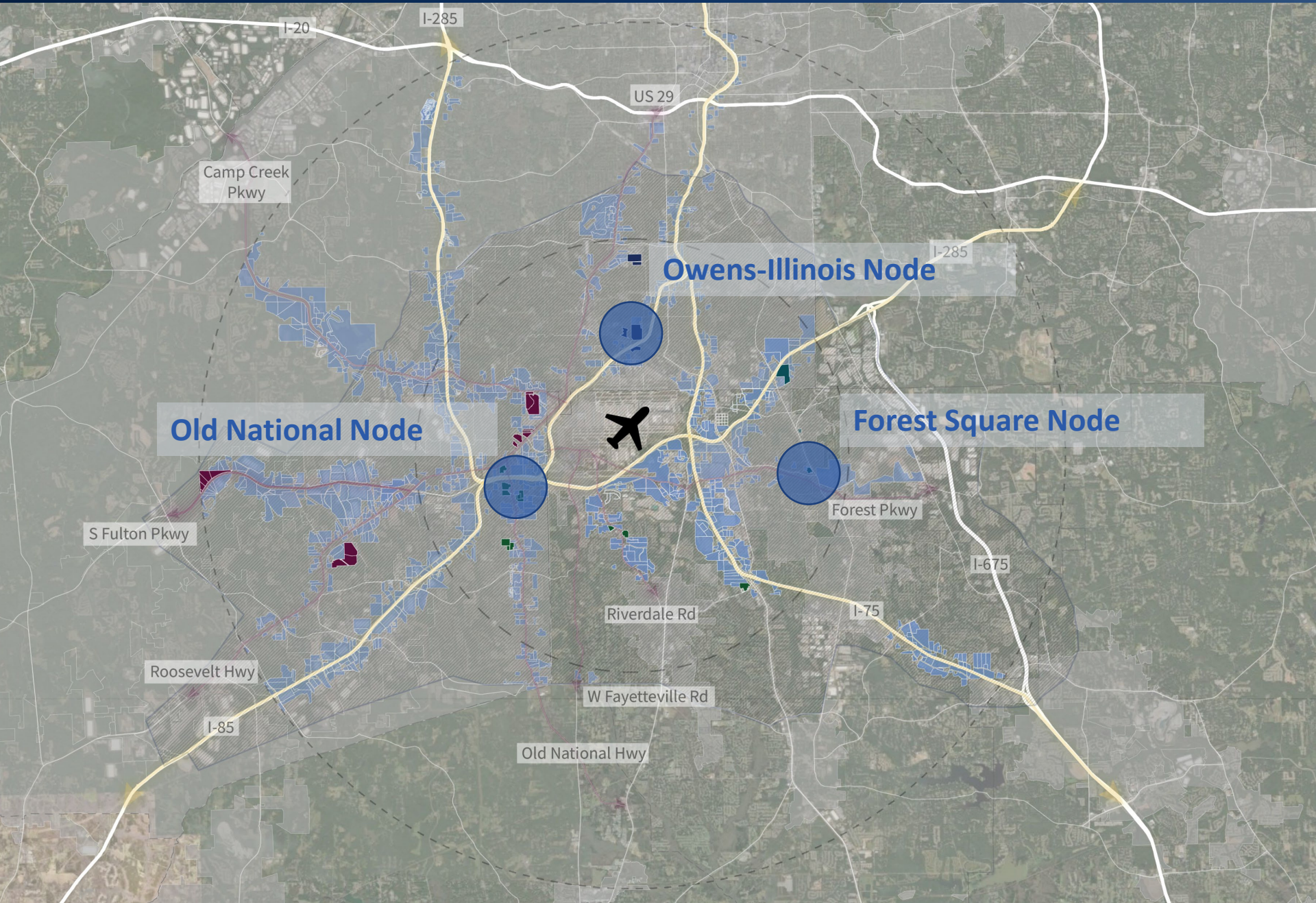
Aerotropolis East

12. Jonesboro Rd & Theatre Dr Site
13. Forest Square Site
14. Conley Rd Site

Aerotropolis South

15. Godby Rd
16. Old National Village Discount Mall
17. Former Target Site
18. Old National Mall
19. World Changers Church Site
20. River Shoals Village
21. Riverdale Rd Site
22. Tara Crossings

Catalytic Sites Update



From Sites to Nodes

- Consolidate nearby catalytic sites into nodes to provide a unified vision
- Provides lower scoring sites with concepts
- Creates major gateways points to the airport

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Next Steps

Next Steps



Planned Scope Items

Working towards potential additions to scope from regional jurisdictions



Design Concepts of Catalytic Nodes

Refinement of feedback heard from elected officials and public workshops, incorporating target sector analysis

Summer 2022



Second Elected Officials Workshop

Post Labor Day 2022



Final Document Target Date

EOY 2022

Questions?