



Community Infrastructure Initiative

Proposal to Invest Atlanta for Eastside Tax Allocation District Support

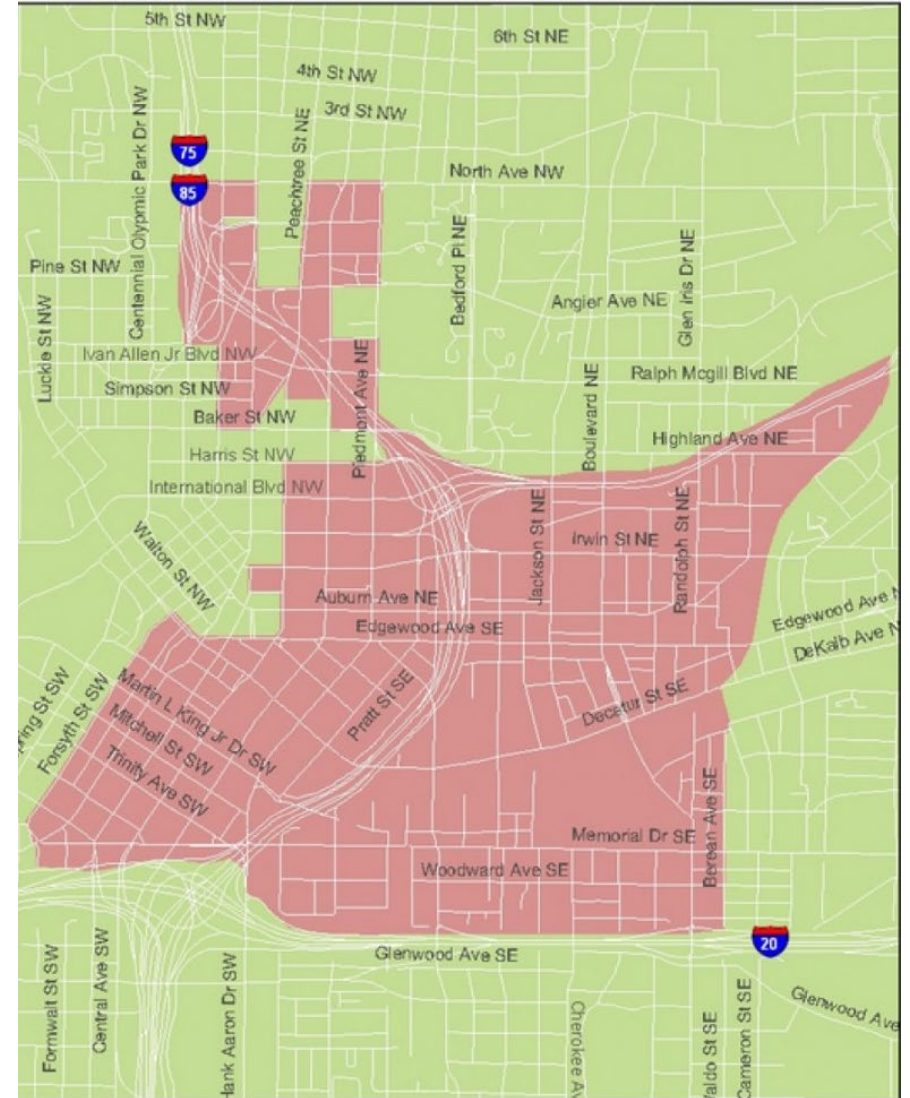
By Sweet Auburn Works, Old Fourth Ward Business Association, Historic District Development Corporation and Central Atlanta Progress

June 2021

Eastside Tax Allocation District (ETAD)

Property tax incentive/tool to support redevelopment in 'eastside' district

- Created in 2003 to attract new private investment and improve infrastructure
- Property tax “increment” –above and beyond 2003 levels - dedicated toward redevelopment purposes
- Managed by Invest Atlanta
- Generally, TAD grants awarded to private developers/ investors/property owners as ‘gap’ financing for new construction and renovations
- By definition the district supports INFRASTRUCTURE – this grant application requests direct investment in that goal
- Two applications have been submitted to Invest Atlanta:
 - \$200,000 – HERO Walk
 - \$2.5 million – list of neighborhood needs



HERO Walk

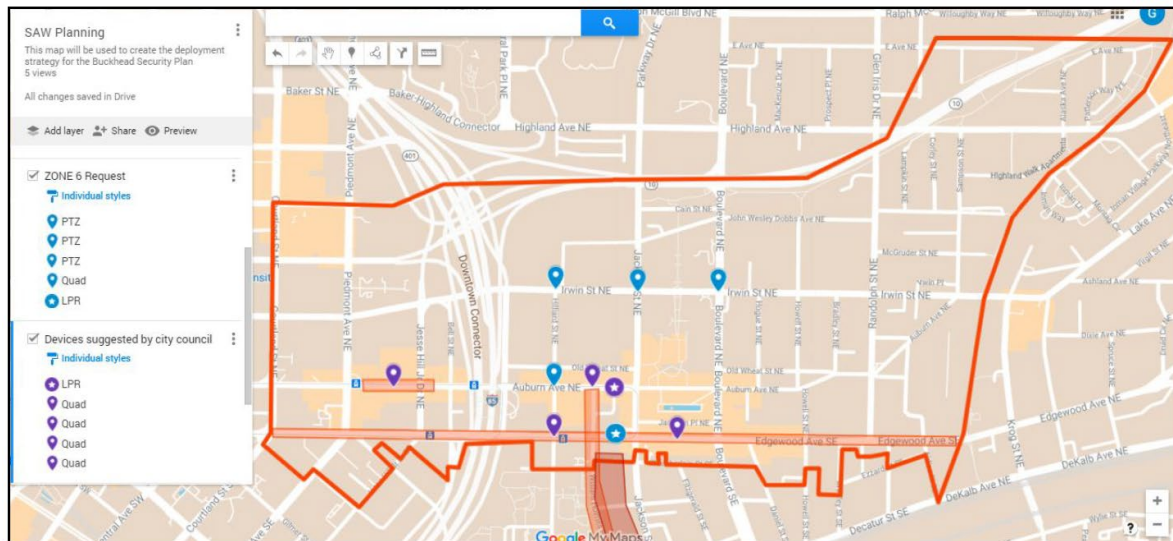
- Cultivating a Vibrant Identity: Sweet Auburn should feel **UNIQUELY ALIVE** with the vibrant heritage, culture, and achievement of Atlanta's Black community and be a **LIVING MONUMENT**
- vision to create an enjoyable and pedestrian-friendly experience through the historic neighborhood.
- weave together the Atlanta BeltLine Eastside Trail and John Lewis Freedom Parkway with Martin Luther King Jr. National Historical Park and Historic Oakland Cemetery
- Lift-up stories of Atlanta's Black community by activating the existing built environment with strategies including:
 - public art
 - historic markers and wayfinding,
 - vacant lot activation, temporary installations, and more.



Public Safety

Sweet Auburn Works Security Improvement Plan

- Proposal by Atlanta Police Foundation as part of Operation Shield Initiative
- Recommendations developed with Atlanta Police Department Zone 5 and 6 leadership
- Details are subject to site review, feasibility and final approval



Program Element	Unit Cost	Total Cost
Capital/Equipment		
Cameras (Pan/Tilt/Zoom) – 8 <i>Equipment, installation, signage and 3-years maintenance</i>	\$11,200	\$89,600
License Plate Readers <i>Equipment, installation, signage and 3-years maintenance</i>	\$11,00	\$22,400
<i>Subtotal</i>		\$112,000*
Operations/Personnel		
Supplemental Patrol Officers <i>2 officers, 4-hour shift, 3 nights/week for one year</i>	\$60/hour	\$74,880/year
Administration		\$30,000
<i>Subtotal – 3 Years</i>		\$396,640

*Note: ETAD support requested for capital elements. Other funding sources being secured for operations.

Public Space – Public Experience

- A priority of the neighborhood revitalization effort has been a comprehensive streetscape design and rehabilitation program that supports economic development goals.
- The identified enhancements honor the rights and needs of multiple users within a street corridor - pedestrians, cyclists, transit riders and motorists the result is a functional, inviting, efficient, and safe environment for all.
- The current projects seeking funding support have been identified in previous plans, developed with community insight and in collaboration with the Atlanta Department of Transportation

BUILD Auburn Sidewalks: \$850,000

Edgewood Sidewalks: \$675,000

Wayfinding Signage: \$133,000

Streetlights: \$150,000

Parklet Pop-Ups: \$120,000

Exterior Building Lighting: \$120,000

DESIGN Edgewood at I-75/85 Underpass Enhancement: \$130,000



Equitable Development

Sweet Auburn Green and Equitable (SAGE)

- A coordinated and holistic strategy to guide desired investment outcomes for our neighborhood.
- HDDC is convening stakeholders to create an extensive, multi-year development plan based on data driven outcomes.
- Goal is an “equity-district” - a socially impactful ecosystem for a neighborhood that is evolving and at risk of inequitable development
- Strong, long-lasting partnerships among stakeholders in the historic district must further strengthen the corridor and relationships between stakeholders and community members.
- Each independent development can be leveraged to collectively revitalize the corridor with a cohesive and comprehensive plan



Community
Engagement



Affordable
Housing



Urban Agriculture



Community
Wealth Building



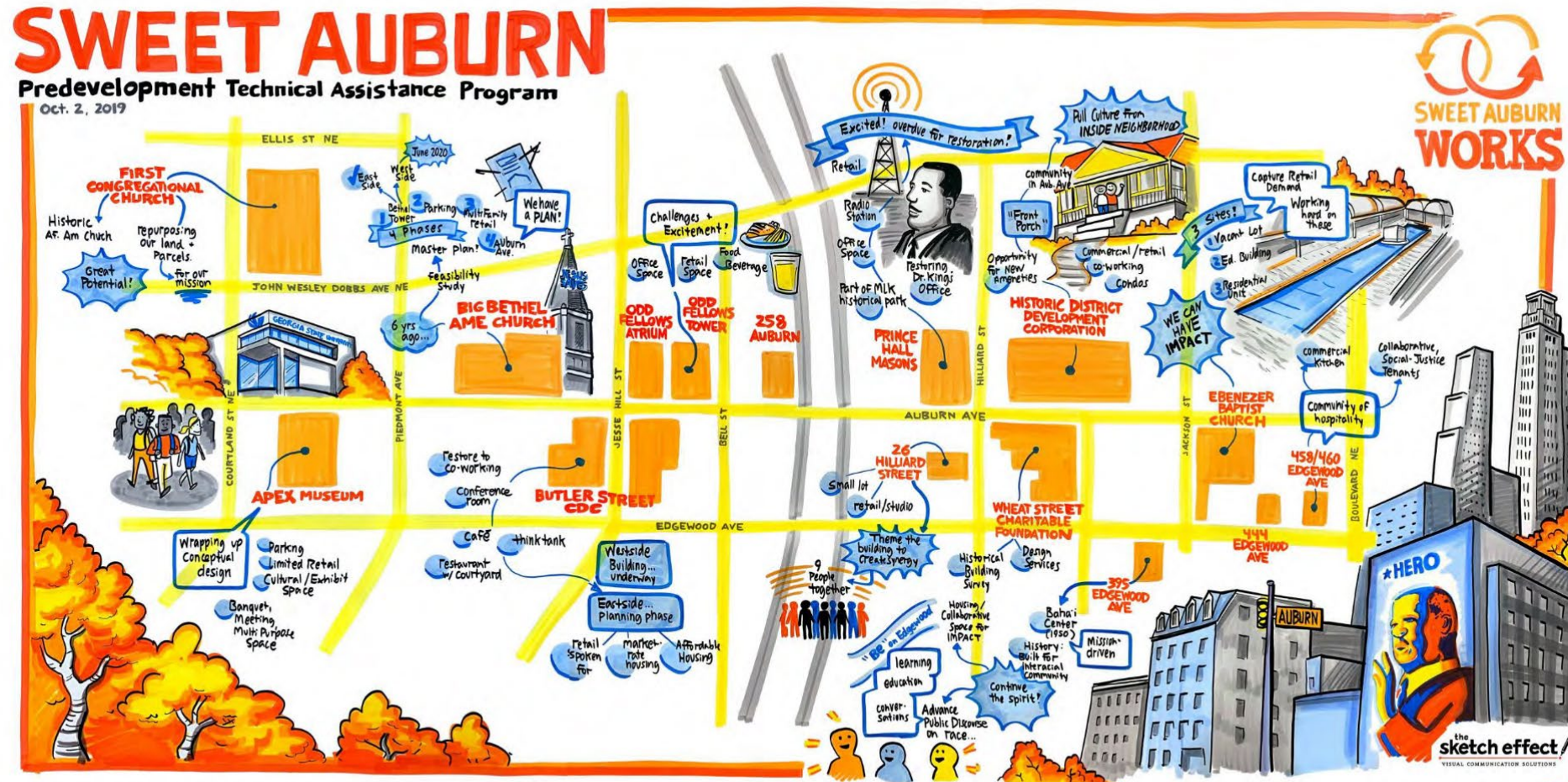
Green Economy



Energy Efficiency

Sweet Auburn Predevelopment & Technical Assistance Program

\$1.5 million investment in technical assistance grants supporting 19 sites focused on a range of mission-driven community-supportive programs



Private Investment Momentum

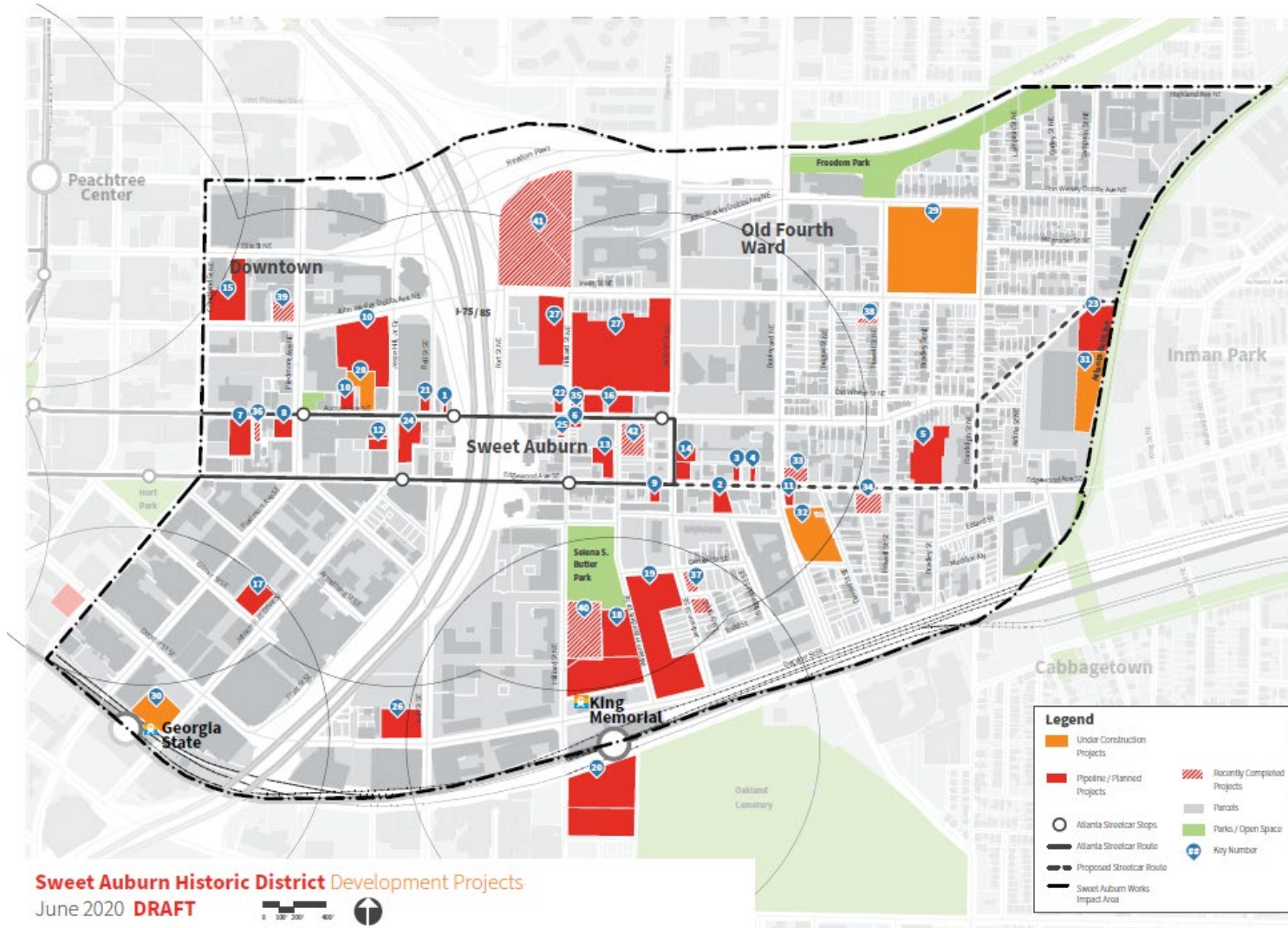
Predevelopment work is supporting an estimated pipeline of \$360M worth of real estate investment potential in buildings and sites totaling...

2,600 Housing units

100,000 s.f. retail

127,000 s.f. office

++ Institutional / Non-Profit Space
estimated, to date





Thank you!

Public Space

BUILD: Auburn Sidewalks: \$850,000

- Extents: Courtland Street to Boulevard
- General Scope: concrete and paver repair to remove trip hazards and address ADA compliance, add/repair curbing as needed, reconstruct street tree planters, limited drainage repairs, repair street light globes/bases, install bike racks and similar items to address deferred maintenance
- Goal: bring orderliness and consistency to sidewalks to support pedestrian activity and well cared for public space
- Scope and budget based on block-by-block unit cost analysis by Kimley-Horn based on inventory of needs and deficiencies (2016)



Public Space

BUILD: Edgewood Sidewalks: \$675,000

- Extents: Courtland Street to Boulevard
- General Scope: concrete repair to remove trip hazards and address ADA compliance, widen and reconstruct sidewalks at inconsistent locations, add/repair curbing as needed, limited drainage repairs and similar items to address deferred maintenance
- Particular interest: the block between Jackson Street and Boulevard will soon see new pavement markings and signage to create loading areas, turn lanes and an improved bike lane – sidewalk repairs need to support this new operational configuration to support adjacent businesses
- Scope and budget based on block-by-block unit cost analysis by Kimley-Horn based on inventory of needs and deficiencies (2016)



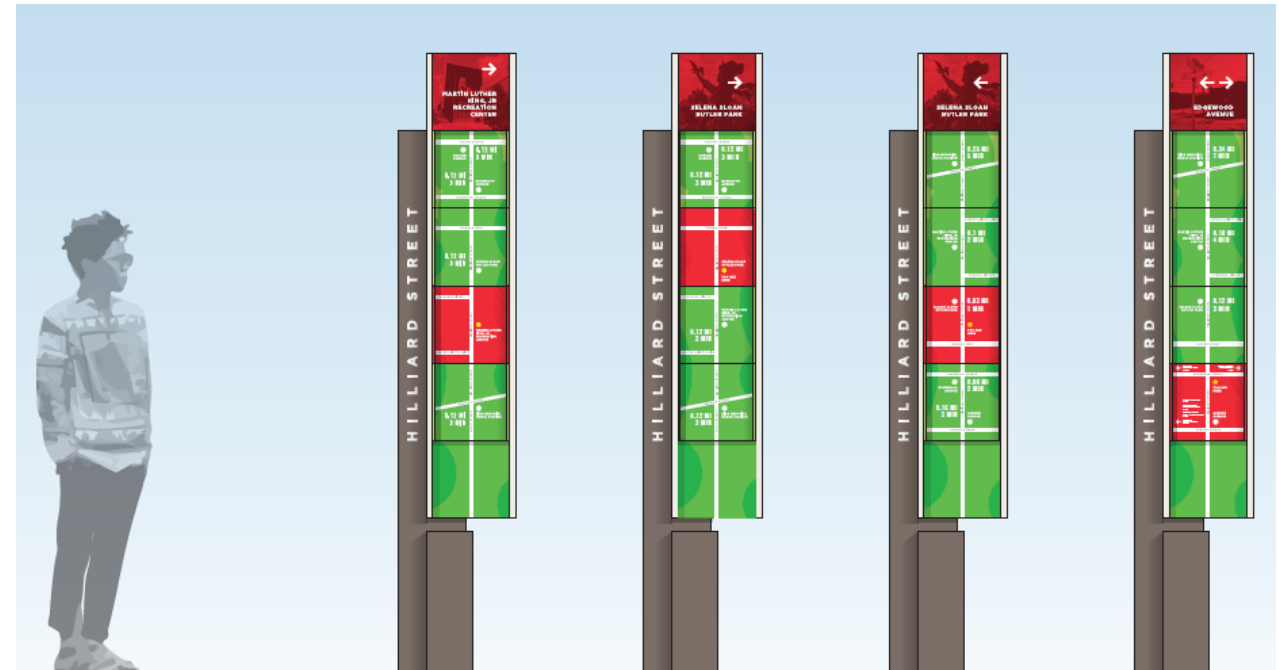
Public Space

BUILD: Wayfinding Signage: \$133,000

- Expand and build on existing design – Auburn (complete) and Hilliard (MARTA station to Auburn, installing in 2021) – along Edgewood at key intersections
- Particular attention given to connections to/from Beltline
- Budget includes permit drawings, fabrication and installation based on current concept design



Auburn Avenue example signage – gateway and wayside

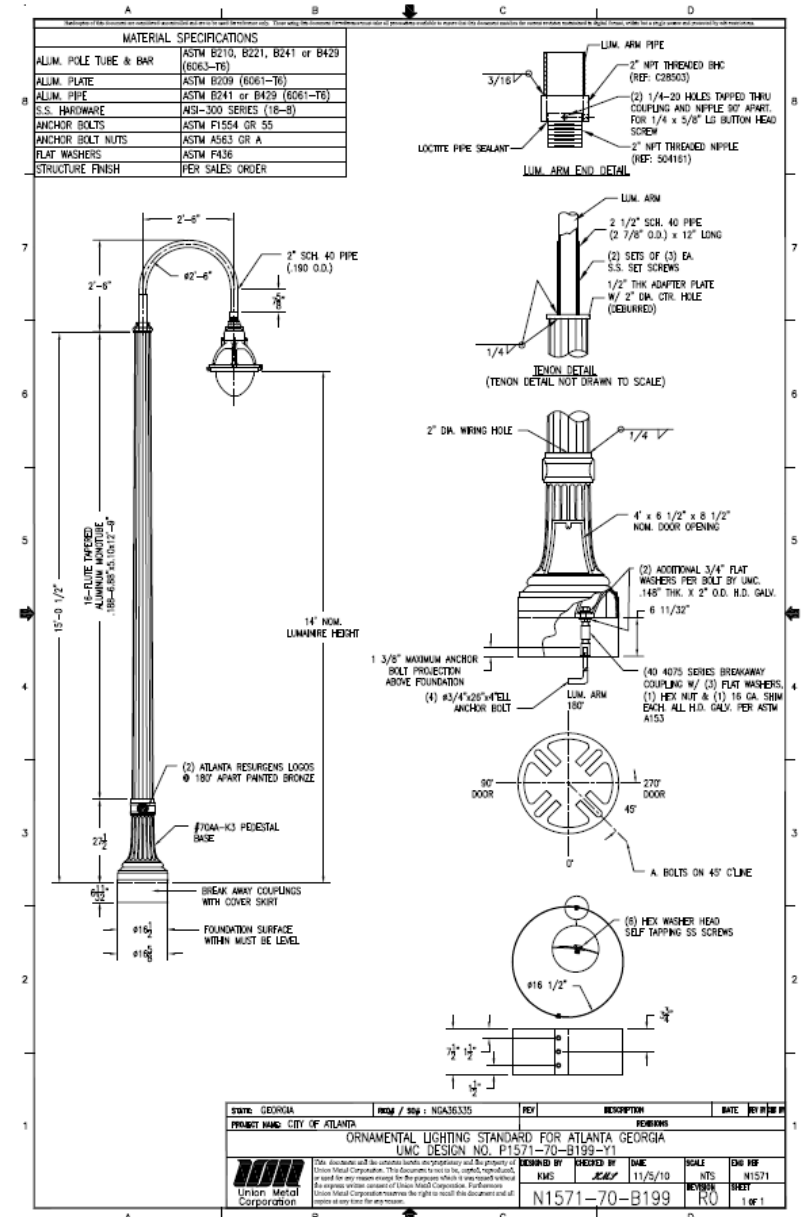


Hilliard Street example signage – trailblazer

Public Space

BUILD: Street Lights: \$150,000

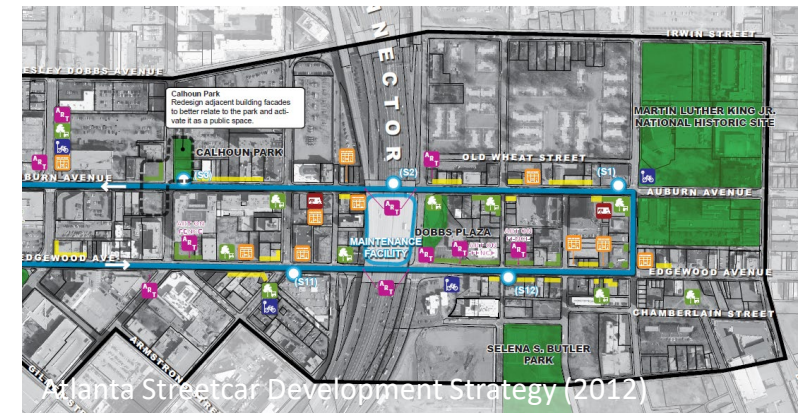
- Public space lighting inventory and assessment underway by Atlanta DOT
- Work will identify specific locations of need and confirm installation feasibility at each identified location, based on visual inspection and reported deficiencies, locations expected to be side streets (not Auburn or Edgewood)
- Funds used to purchase and install light fixtures.
- 15 locations and \$10,000/fixture for decorative City of Atlanta fixture assumed (for streetscape consistency). Exact fixture decision pending installation feasibility.



Public Space

BUILD: Parklet Pop-Ups: \$120,000

- Desire to activate public space, either curb bulb-outs or vacant lots, to encourage outdoor dining, additional seating and the like has been identified through multiple planning efforts as a tactical, affordable strategy to enliven the street and encourage “eyes on the street”
- Initial/pilot parklet installation funded via Downtown Decides/Council District 2 Renew Bond Support. Will be located at Auburn and Hilliard.
- Funding will support 3 additional locations at key intersections. Final locations pending either city or private property. Desired locations include Auburn at Piedmont, Auburn at Jackson
- Budget based on Dero’s semi-permanent, modular and reusable ‘kit of parts’
- Final site plans/permits/agreements included in requested budget



Public Space

BUILD: Exterior Building Lighting: \$120,000

- Inspired by Main Street conference presentation and a desire to move beyond street lighting to improve illumination and brightness of public space
- Opportunity to create a matching grant program for private property owners to invest in exterior building lighting retrofits to improve ridgeline, architectural, signage, pathway, entryway and window display consistent with MLK Landmark District regulations
- Plan in development with Gabler-Youngston lighting designers to provide representative luminaire types and estimated lighting fixture equipment costs
- Identified priority opportunity area – Auburn between Fort Street and Jackson Street
- Budget based on 4 buildings, \$30,000 grant each building



Inspiration Main Street example - after



Inspiration Main Street example - before

Public Space

DESIGN: Edgewood at I-75/85 Underpass

Enhancement: \$130,000

- Underneath I-75/85 the pedestrian environment is particularly bleak due to the dark noisy conditions and lack of adjacent building engagement and activity.
- To ameliorate these conditions improvements above and beyond the simple accessible sidewalks and enhanced lighting will be necessary.
- Strategies to creatively and imaginatively treat the existing bridge walls in order to increase the visual interest of the concrete should be pursued.
- Inspired by recent completed enhancement along Auburn Avenue
- Budget is for community engagement and schematic design to develop proposal detail suitable for fundraising efforts to fund implementation



Auburn Avenue Underpass Mural and Lighting at Night



Auburn Avenue Underpass Mural

Public Space

DESIGN: Auburn Midblock Crossing(s): \$45,000

- Location: Auburn Avenue between Jackson Street and Boulevard
- Pursue collaboration, design documentation and approval to advance the current conversation about a safe, accessible and welcoming pedestrian environment between the National Park Service Visitor Center and the King Center
- Previous planning has identified midblock crossing/traffic calming infrastructure, final design to be determined
- Budget based on percentage of estimated construction cost

