

Airport City Framework Master Plan

October 29th, 2019
LAI Atlanta Presentation



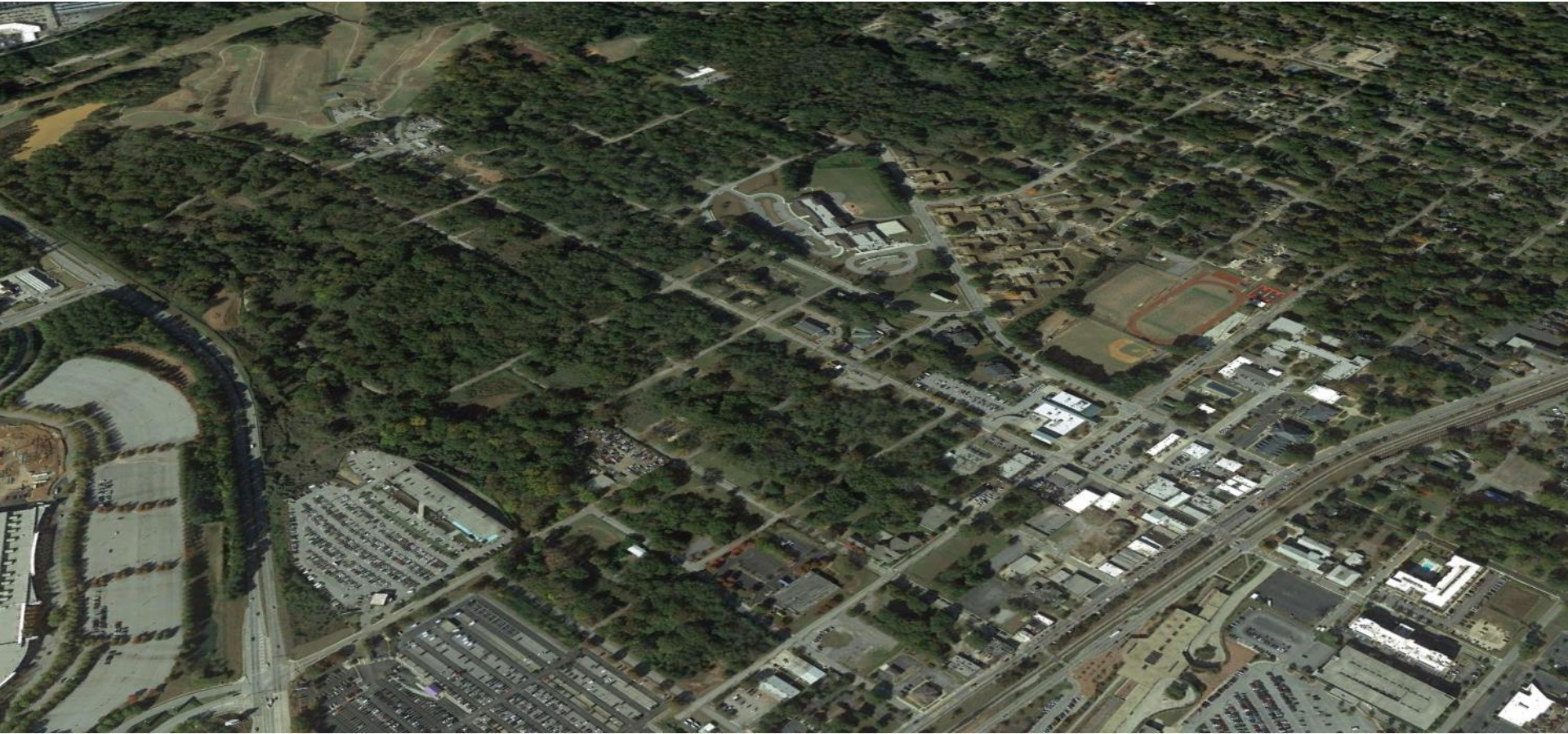
Master Plan Discussion Next Steps



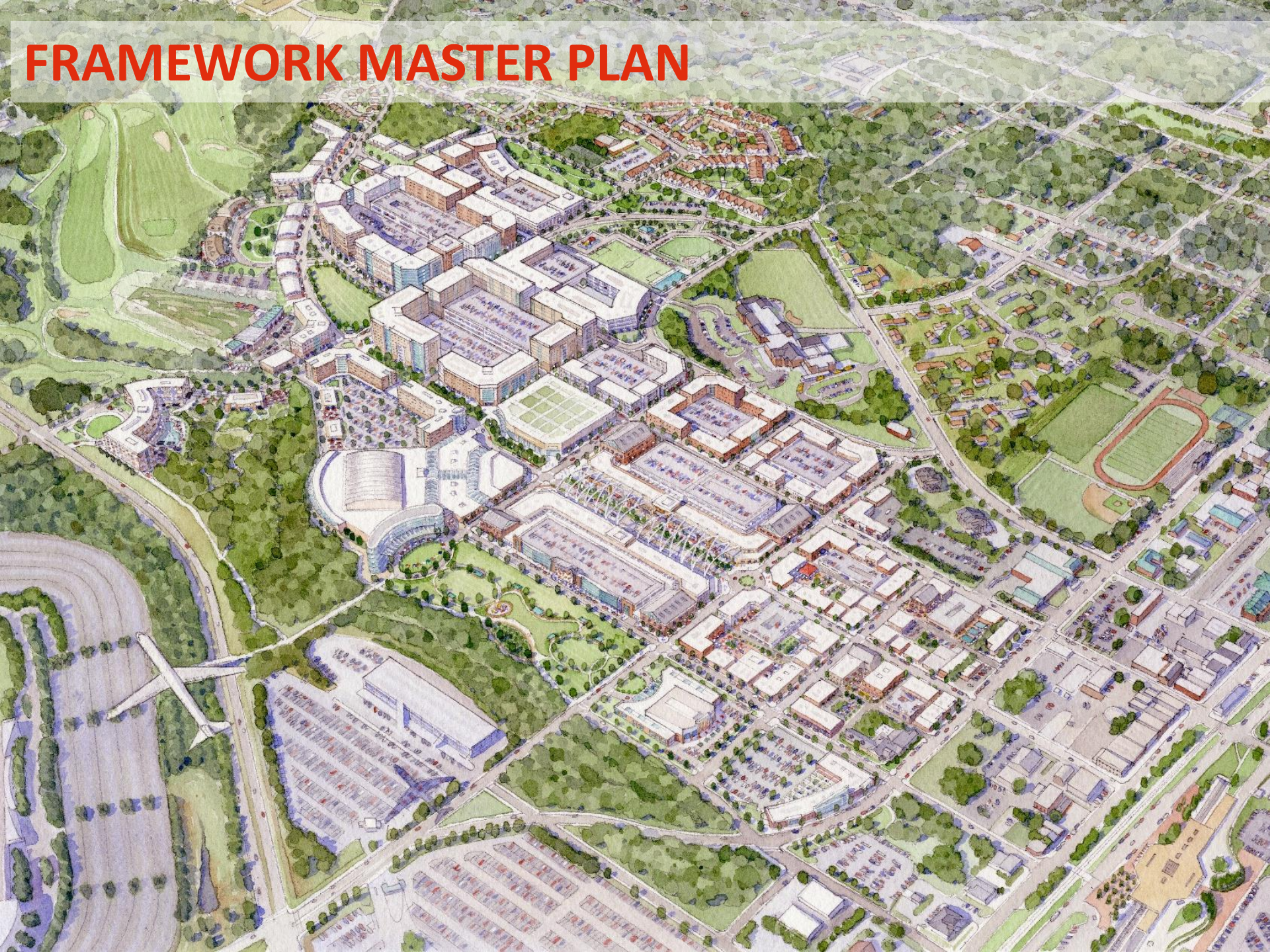
PROJECT VISION

A global destination rooted in diversity, equity, and inclusion easily accessible to all – from local residents to world travelers – a showcase of smart cities and eco-friendly design.

EXISTING SITE



FRAMEWORK MASTER PLAN



ENVISION A DAY IN AIRPORT CITY

Stroll from the College Park MARTA Station to Airport City's bustling Columbia Avenue. Buy fresh veggies from the local farmers/ artisan market on your way to catch a musical performance at the cultural center. Grab lunch at a cafe overlooking the stunning stormwater park. Catch a round of golf with friends at the Historic Golf Course. Finish the day with a glass of wine at a locally-owned Downtown College Park restaurant, taking in the views of planes overhead.

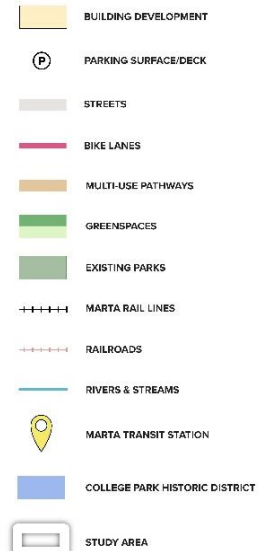
An aerial architectural rendering of a city development plan. The image shows a mix of urban infrastructure, including a large stadium-like building, various commercial and residential buildings, parking lots, and green spaces. A road with a bridge and a small airplane is visible in the lower-left corner. The overall style is a detailed, colorful illustration.

RECOMMENDATIONS FOCUSED ON

**DEVELOPMENT OPPORTUNITIES,
GREENSPACE,
TRAILS,
PLACEMAKING,
&
MULTI-MODAL CONNECTIVITY**

CONCEPT MASTER PLAN – DEVELOPMENT OPPORTUNITIES

LEGEND



AREA AND LAND USE

A - 2 STORY RETAIL OUTLET/COMMERCIAL DEVELOPMENT: 448,000 SF TOTAL

B - 2 STORY RETAIL BIG BOX/COMMERCIAL DEVELOPMENT: 220,000 SF

C - RETAIL OUTLET MALL: 90,000 SF

D - 10 TO 12 STORY "CLASS A" OFFICES AND ACCESSORY USES: 2.4 MILLION SF EACH

E - PARCELS FOR INCREMENTAL COMMERCIAL DEVELOPMENT

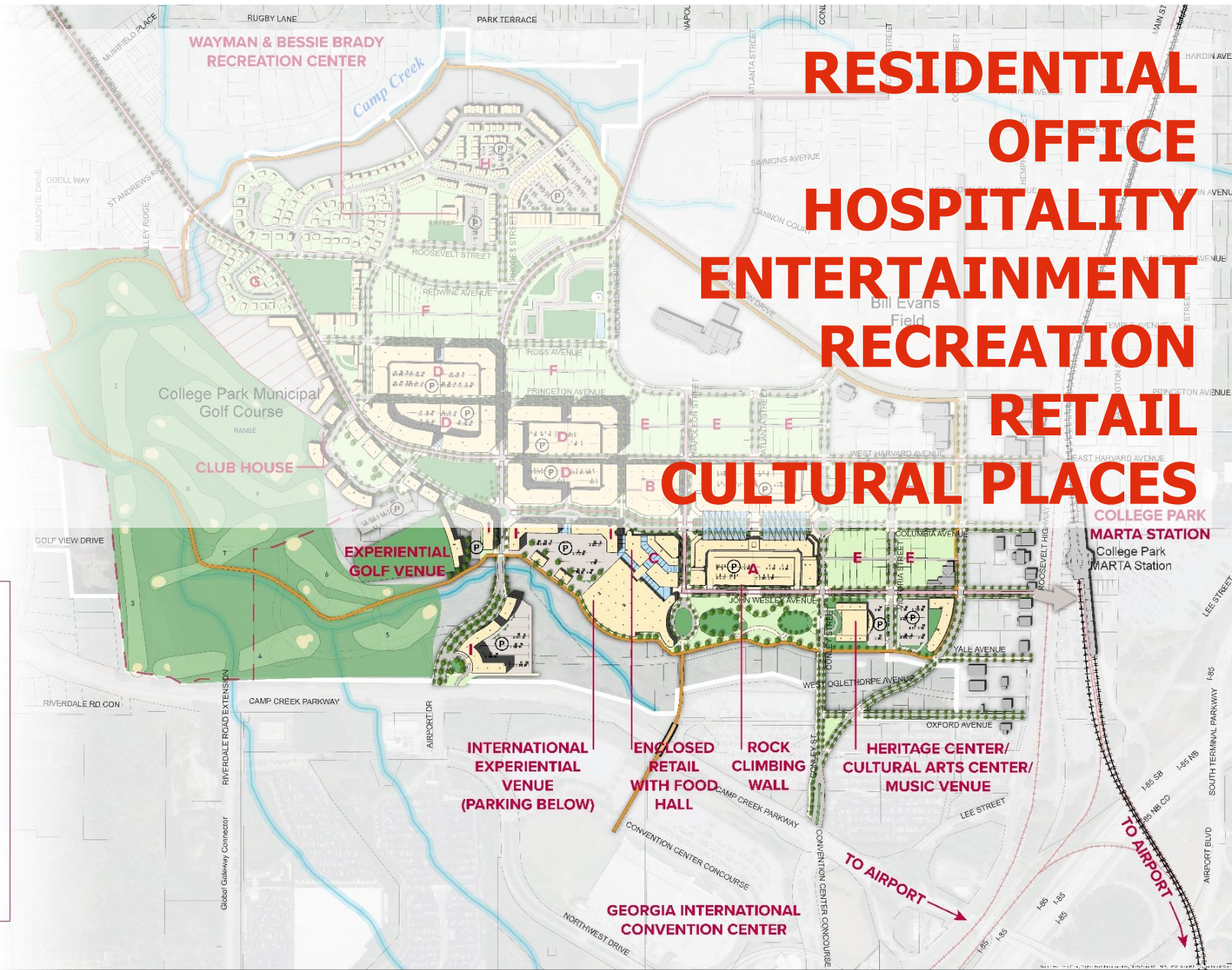
F - PARCELS FOR INCREMENTAL OFFICE DEVELOPMENT

G - PARCELS FOR INCREMENTAL RESIDENTIAL DEVELOPMENT

H - RESIDENTIAL DEVELOPMENT WITH SINGLE FAMILY UNITS, MULTI FAMILY UNITS, AND TOWNHOMES.

I - 6 TO 7 STORY HOTEL DEVELOPMENT

**RESIDENTIAL
OFFICE
HOSPITALITY
ENTERTAINMENT
RECREATION
RETAIL
CULTURAL PLACES**

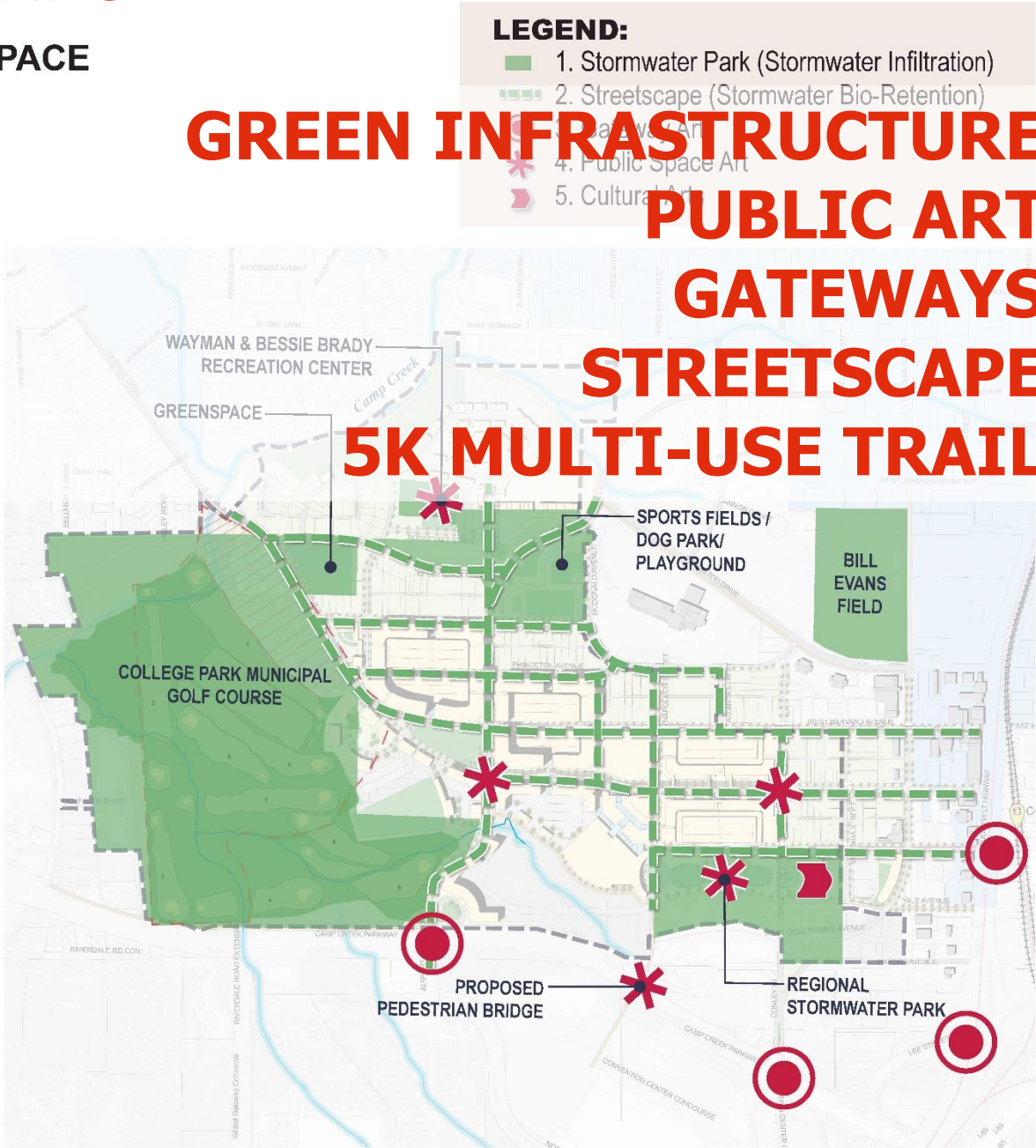


GREENSPACE & TRAILS

PLACEMAKING AND GREENSPACE



GREEN INFRASTRUCTURE PUBLIC ART GATEWAYS STREETSCAPE 5K MULTI-USE TRAIL



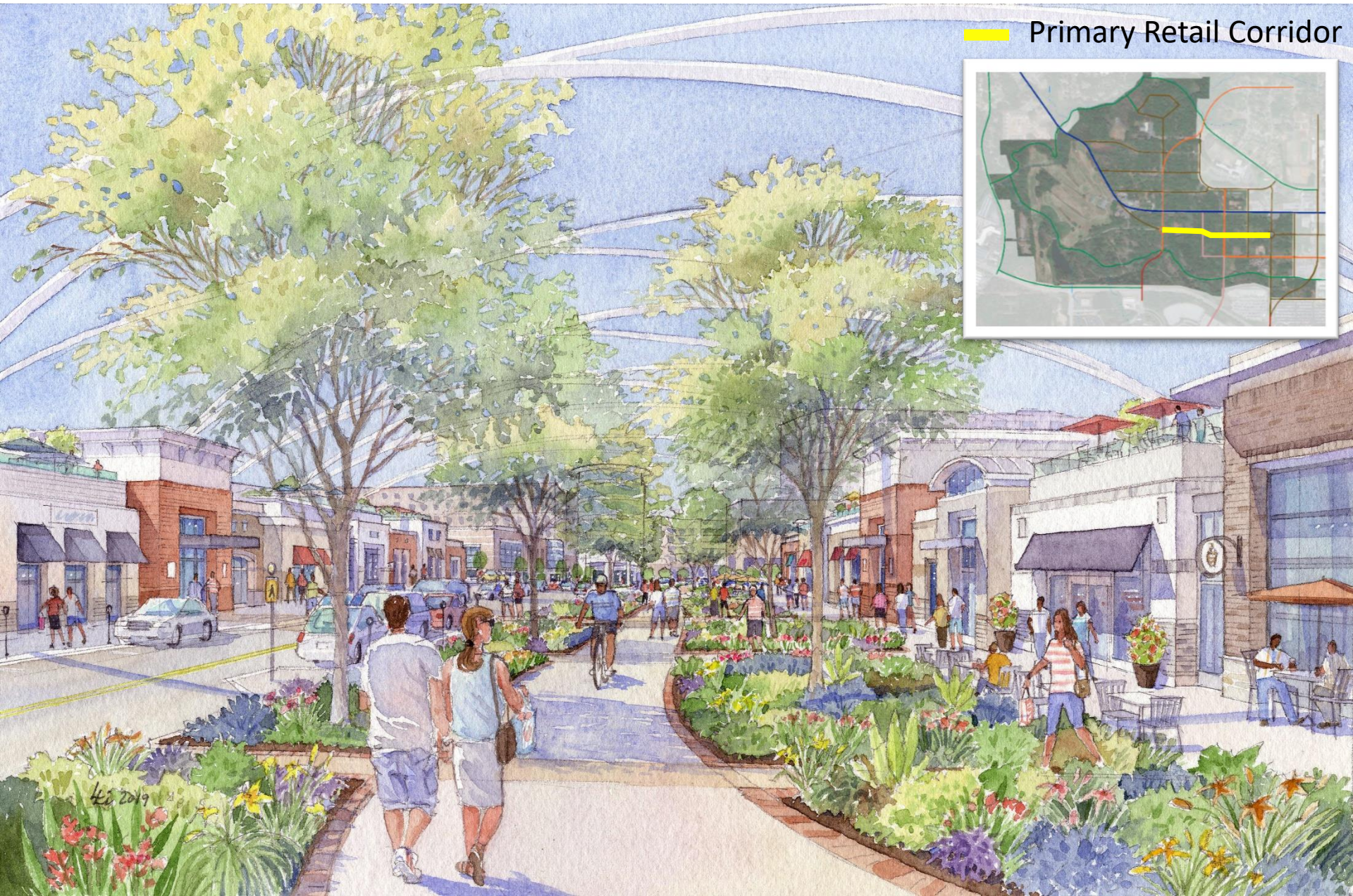
GREENSPACE & STORMWATER INFRASTRUCTURE



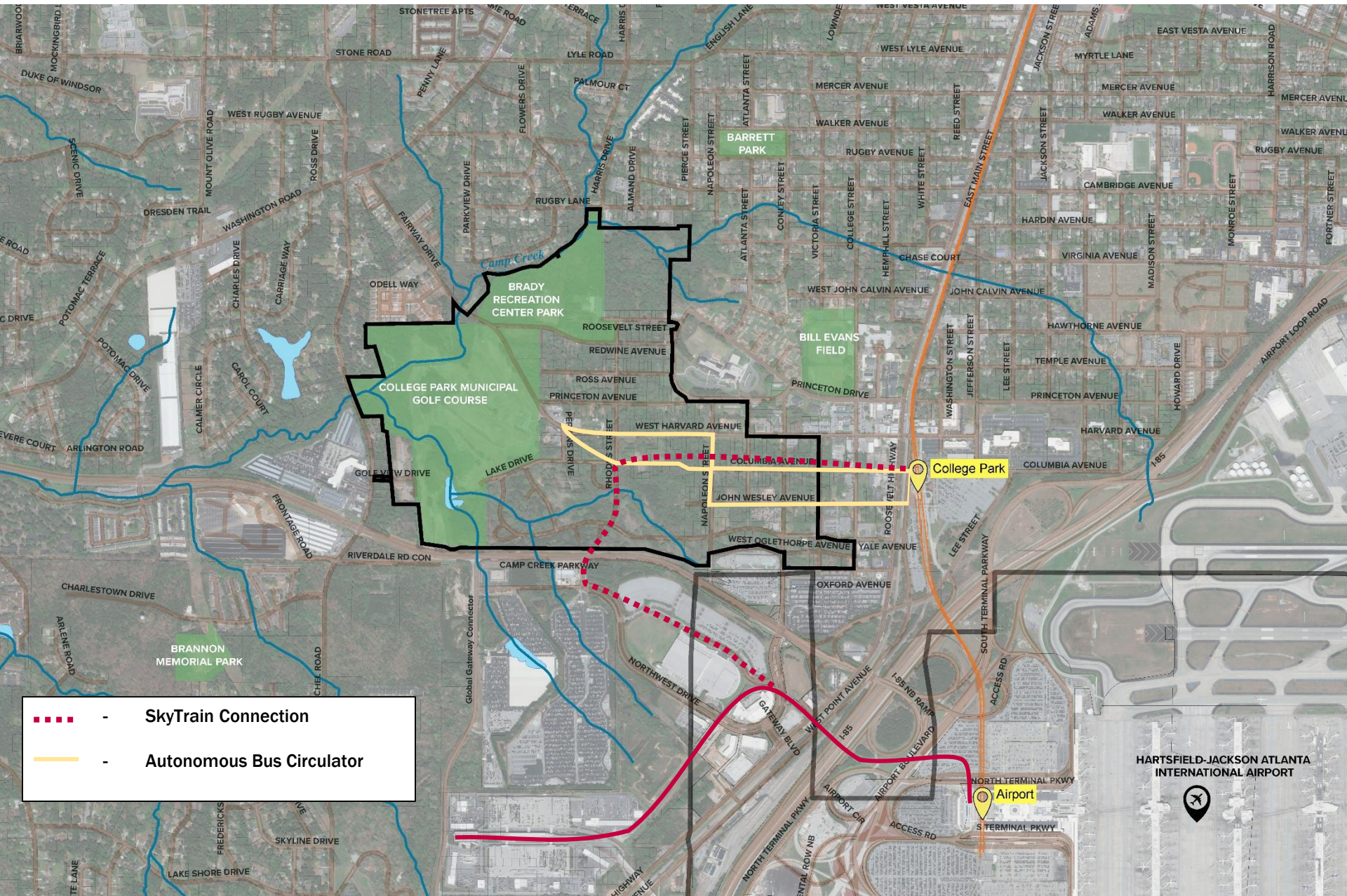
- LEGEND:**
1. Rock Climbing Wall
 2. Grand Lawn
 3. Pavilion
 4. Thematic Playground/
Splash Park
 - 5/6. Flex Space: Skating/
Festival Space
 7. Food Truck Row
 8. Stormwater
Infiltration Basin
 9. Fitness Zone
 10. Cultural Arts
Heritage Center
 11. Greenway/5K Loop
 12. Picnic Pavilions
 13. Kiosk Vendors



COLUMBIA AVENUE – PLACEMAKING



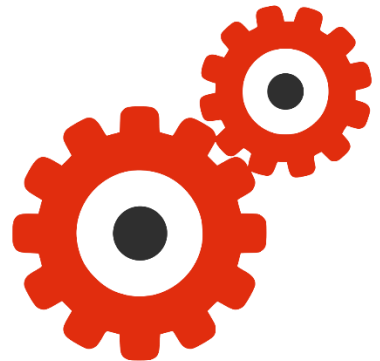
MULTI-MODAL CONNECTIVITY



Next Steps

STRATEGIC OPTIONS

1. Sell to Master Developer
2. City to act as Master Developer
3. City to partner with multiple
Developers and Funding Sources
per District

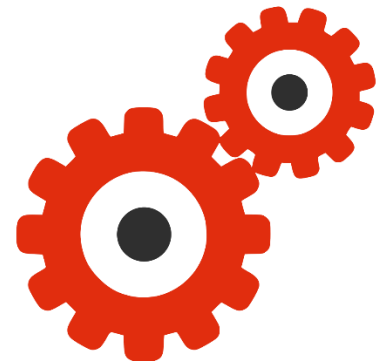


VALUE CREATION

Conceptual Estimated Values			
Completed	Land Value	Tax Revenue	Notes
Current	\$27,365,626	\$600,000 per year	Based on current zoning
Approved Master Plan and Infrastructure	\$110,000,000	\$4,300,000 per year ¹	At 10-year build-out
		\$2,300,000 per year ²	
		\$6,600,000 per year ³	
Positive Difference	+\$82,634,347	+\$6,000,000 per year	

**3x the
current
Land
Value!**

**More than
10x the
current Tax
Revenue!**



- 1) $\$850 \text{ million} \times 40\% \times 12.619 \text{ mills} = 4,300,000$ (Property Tax)
- 2) $700 \text{ Hotel rooms} \times \$145/\text{night} \times 365 \text{ nights} \times 75\% \text{ occupancy} \times 8\% \text{ hotel/motel tax} = \$2,300,000$ (Hotel/Motel Tax)
- 3) If the School Boards and County approve the projects for TAD: $\$850 \text{ million} \times 40\% \times 41.795 \text{ mills} = \$14,000,000$

MULTIPLE FUNDING SOURCES AND USES

1. Municipal Bonds

- Road Construction
- Program Management

2. Land Sales to Private Entities

- Land Purchase & Soft Costs

3. Atlanta Regional Commission

- Trails, Greenways, & Alternative Transportation
- Streetscapes
- Stormwater

4. Aerotropolis CID

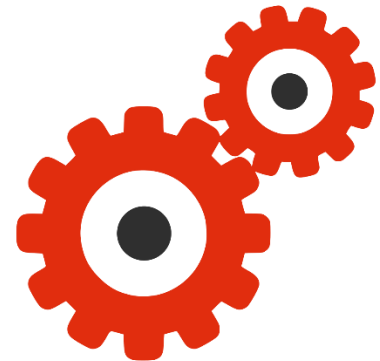
- Soft Costs

5. Corporate Donors/Naming Rights

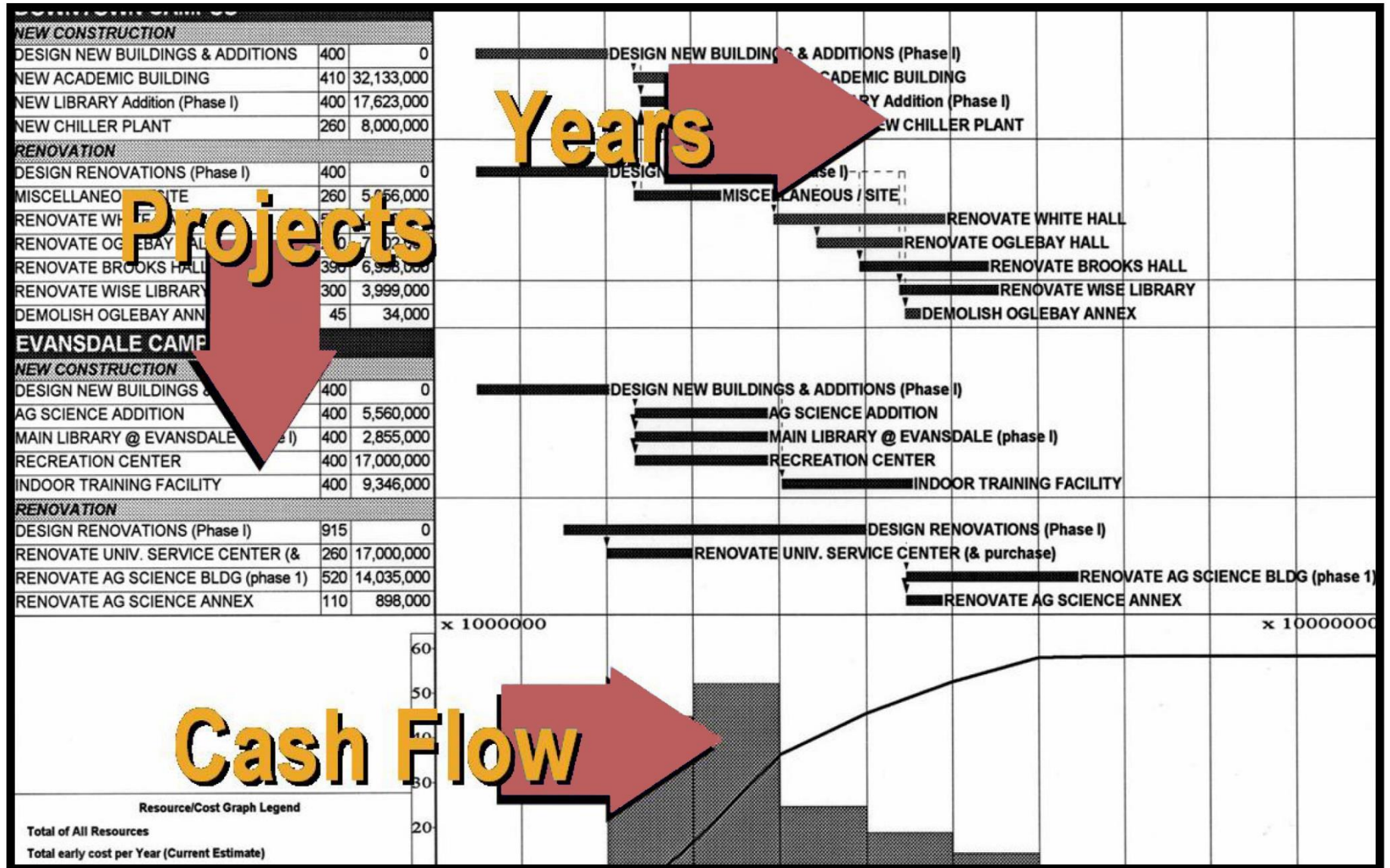
- Cultural Facilities & Infrastructure
- For example, Woodward Academy and 5K Trail?

6. Others...

- TSPLOST?
- General Funds
- Tax Increment Financing (TAD)

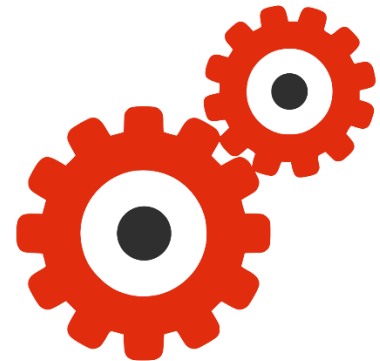


CASH FLOW MANAGEMENT



STEPS TO SELL LAND PER DISTRICT

1. Master Plan Approved
2. DRI Approved
3. District Plans Developed
4. Public Private Collaboration & Criteria
5. Scope of Public Infrastructure and Entitlements Defined
6. Land Value Determined
7. Close on Land to Developers



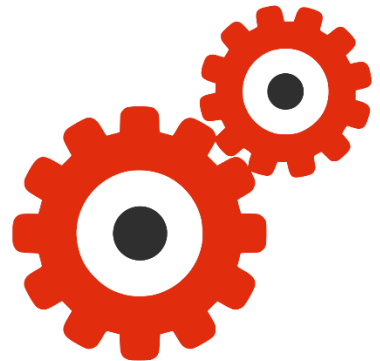
NEXT STEPS

Step 1	Approved Master Plan- Done
Step 2	DRI (Development of Regional Impact)- In Process
Step 3	District Plans- In Process

DRI PROCESS/FUNDING

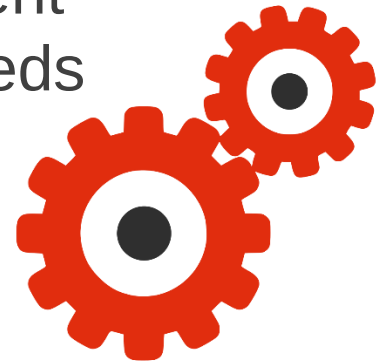
*ARC requested a presentation of the Master Plan to help determine funding assistance options.

1. Local Action
2. ARC/DCA Review
3. Traffic Analysis
4. ARC Recommendation



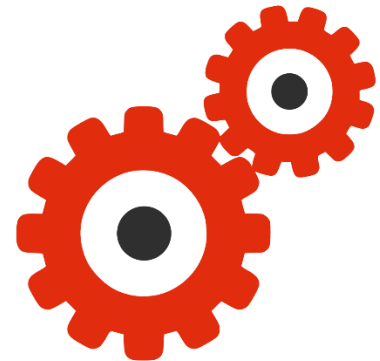
DISTRICT PLANNING OBJECTIVES

1. Coordinate development opportunities, greenspace, trails, placemaking, & multi-modal connectivity at district level
2. Coordinate zoning ordinance developed by the City
3. Determine mix of uses & parking strategy
4. Develop building form and placement
5. Develop scope of infrastructure needs
6. Determine Funding Sources
7. Others?

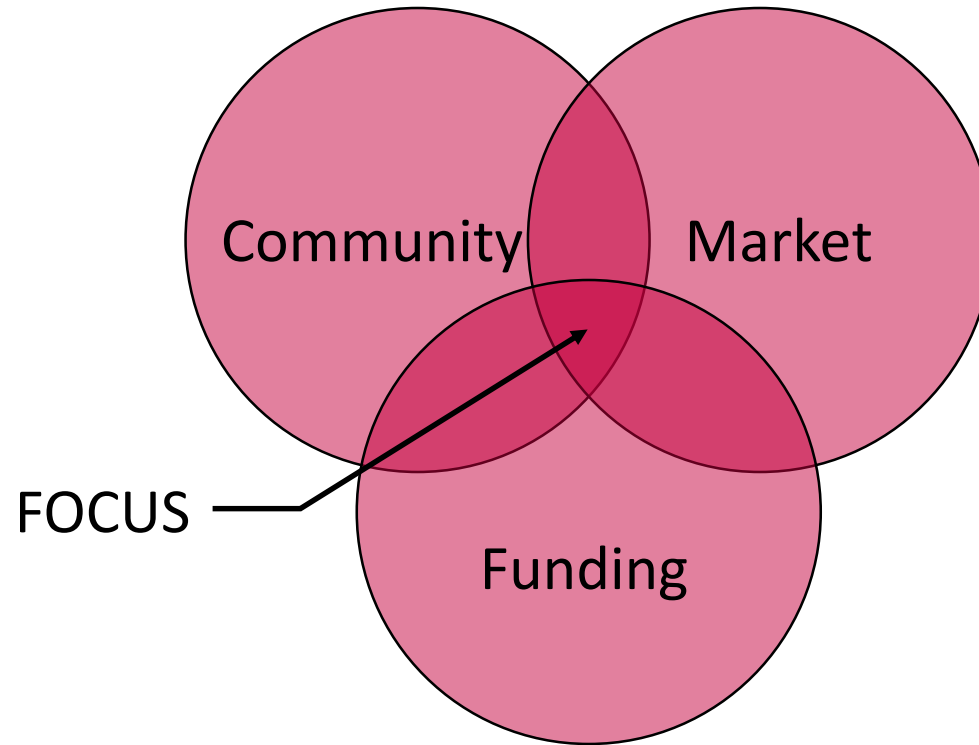


DISTRICT PLANNING PROCESS

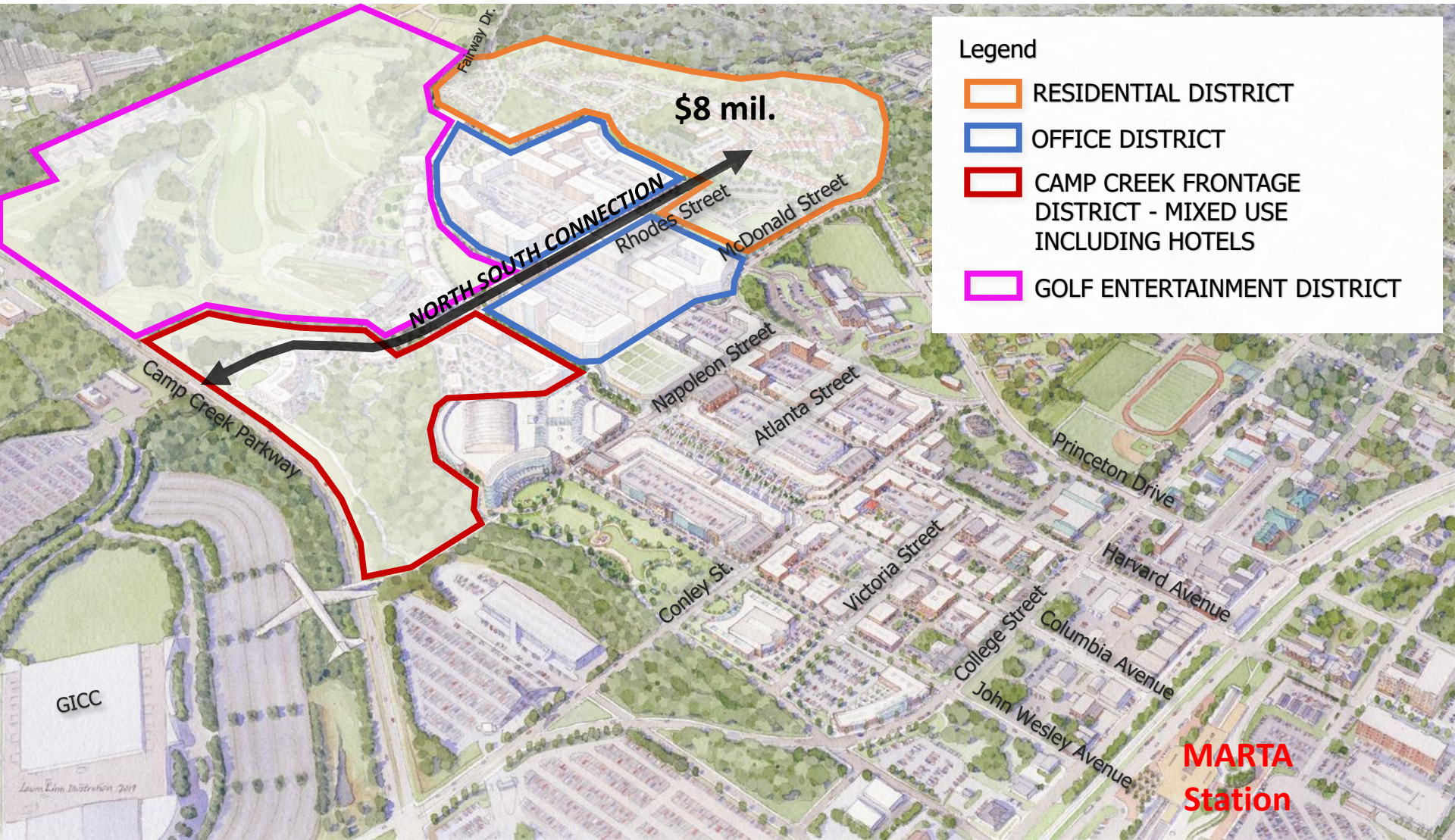
1. Develop district level map of existing conditions
2. Analyze conditions of existing infrastructure, topography, hydrology...
3. Engage the private sector input through Ackerman & Co.
4. Engage the community through K&L Consulting
5. Develop two to three plan and massing options for approval
6. Refine preferred option
7. Develop infrastructure scope & funding strategy
8. Achieve final approval



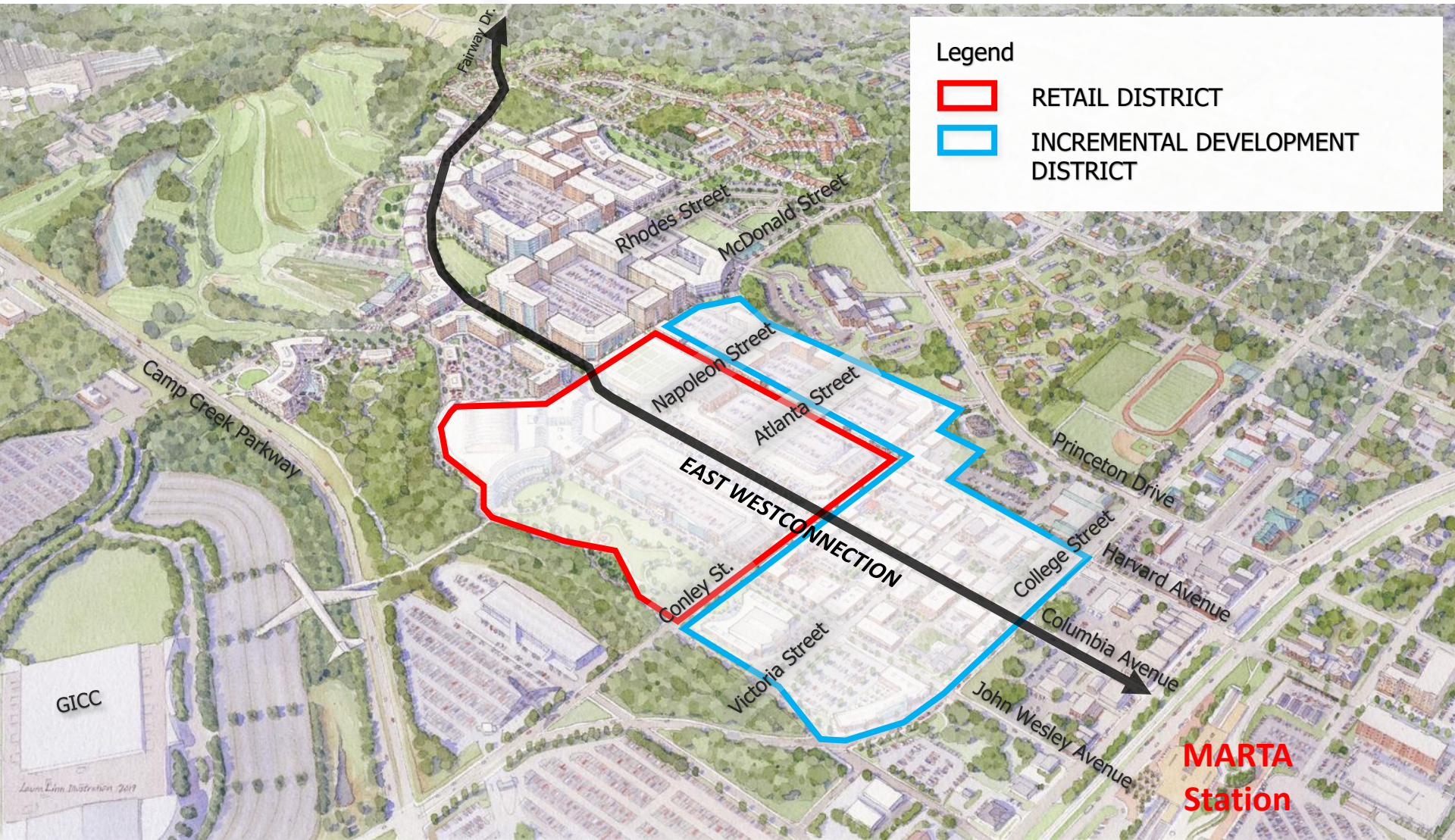
FOCUS



FOUR NORTH SOUTH DISTRICTS



TWO EAST WEST DISTRICTS



DISTRICT PLANS: SAMPLE

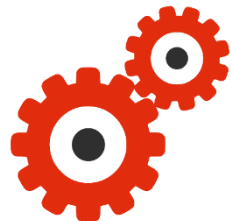


DISTRICT PLANS: SAMPLE



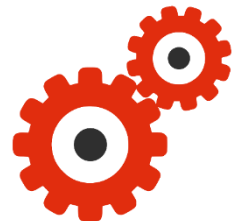
FUNDING AND PROJECT CONTROLS PER DISTRICT

PHASES	<u>PUBLIC INFRASTRUCTURE</u>	City Control	City Funding
	Master Plan	✓	✓
	Concept Design	✓	✓
	Schematic Design	✓	✓
	Design Development (Construction Management Starts)	✓	✓
	Construction Documents	✓	✓
	Bid and Negotiations	✓	✓
	Maintenance and Operations	✓	✓



FUNDING AND PROJECT CONTROLS PER DISTRICT

PHASES	<u>PRIVATE DEVELOPMENT</u>	Control	Funding
	Master Plan	✓	✓
	Concept Design (District Plans, DRI, Entitlements, and Design Guides)	✓	✓
	Schematic Design (?)	✓	✓
	Design Development (Construction Management Starts)		Oversight
	Construction Documents		Oversight
	Bid and Negotiations		Oversight
	Maintenance and Operations		



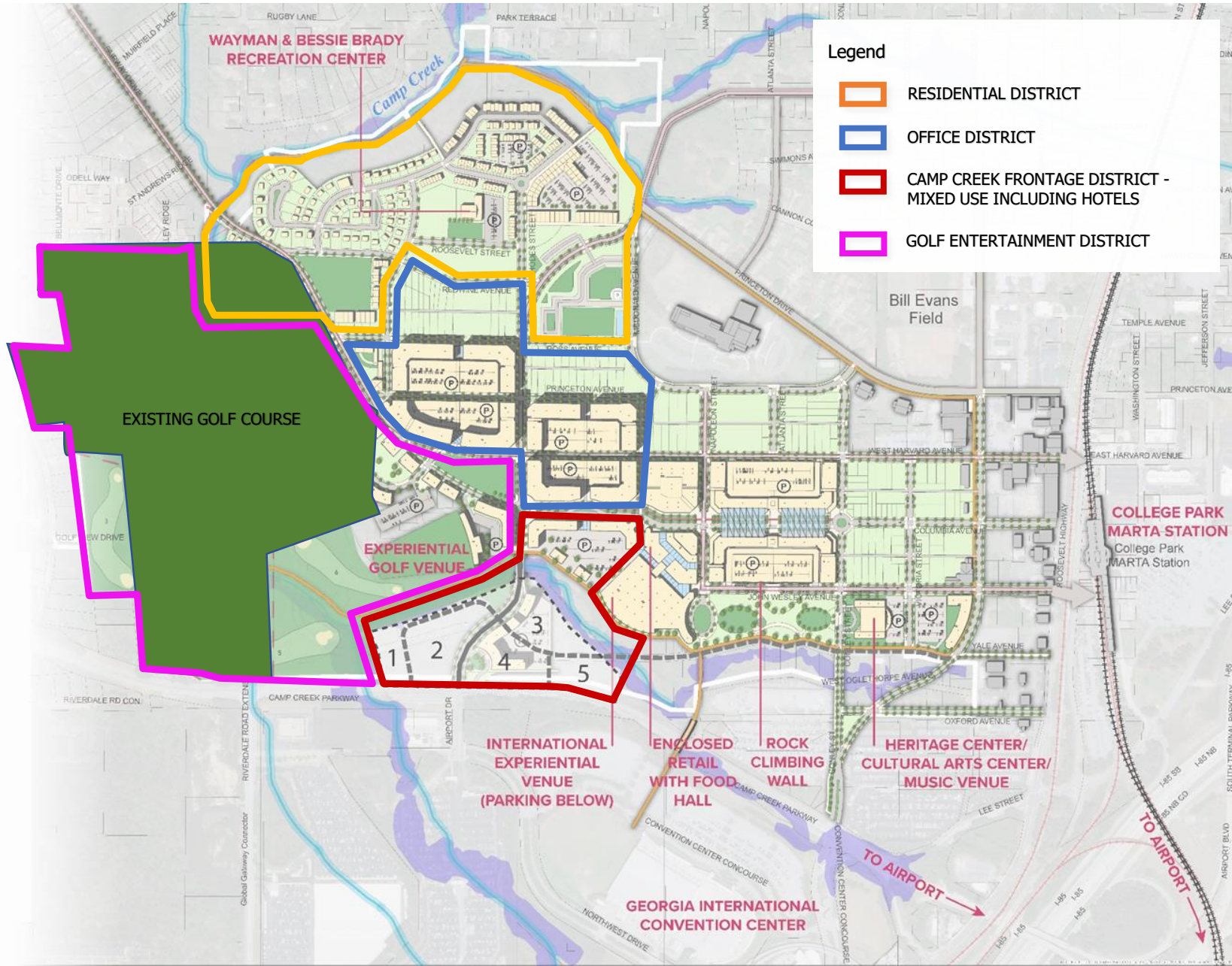
GOLF COURSE RECONFIGURATION

LEGEND

-  BUILDING DEVELOPMENT
-  PARKING SURFACE/DECK
-  STREETS
-  BIKE LANES
-  MULTI-USE PATHWAYS
-  GREENSPACES
-  EXISTING PARKS
-  MARTA RAIL LINES
-  RAILROADS
-  RIVERS & STREAMS
-  MARTA TRANSIT STATION
-  COLLEGE PARK HISTORIC DISTRICT
-  STUDY AREA

Legend

-  RESIDENTIAL DISTRICT
-  OFFICE DISTRICT
-  CAMP CREEK FRONTAGE DISTRICT - MIXED USE INCLUDING HOTELS
-  GOLF ENTERTAINMENT DISTRICT



PROPOSED PUBLIC INFRASTRUCTURE

LEGEND

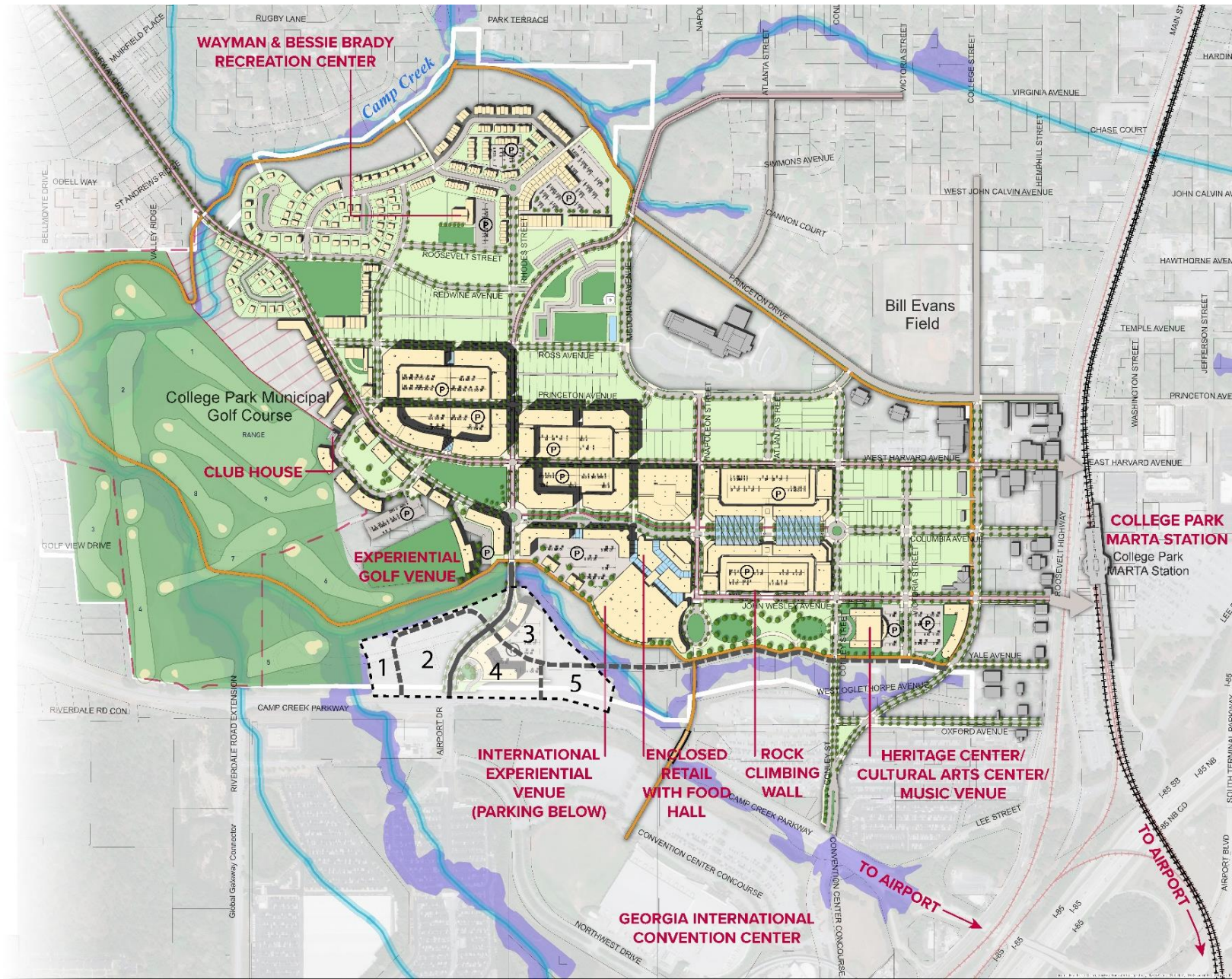
- 1 New Roads/Lanes/Street Design - North South Connection: Rhodes Street and new connection to Camp Creek Parkway
- 2 New Roads/Lanes/Street Design - East West Connection: Columbia Ave and Fairway Drive
- 3 Columbia Avenue Park
- 4 Reconfigured College Park Municipal Golf Course
- 5 Regional Stormwater Park
- 6 Parking Deck
- 7 Rock Climbing Wall
- 8 5k Trail



CONCEPT MASTER PLAN - UPDATES

LEGEND

-  BUILDING DEVELOPMENT
-  PARKING SURFACE/DECK
-  STREETS
-  BIKE LANES
-  MULTI-USE PATHWAYS
-  GREENSPACES
-  EXISTING PARKS
-  MARTA RAIL LINES
-  RAILROADS
-  RIVERS & STREAMS
-  MARTA TRANSIT STATION
-  COLLEGE PARK HISTORIC DISTRICT
-  STUDY AREA



Thank You