



**City of  
Hapeville**  
**Comprehensive Plan/  
LCI Study Update**  
in association with  
City of Hapeville &  
Atlanta Regional Commission  
**June, 2017**

**SIZEMORE GROUP**

in association with

NELSON NYGAARD CONSULTING ASSOCIATES AND NOELL CONSULTING





# City of Hapeville Comprehensive Plan/LCI Study Update

in association with  
City of Hapeville &  
Atlanta Regional Commission

JUNE, 2017



NELSON NYGAARD CONSULTING ASSOCIATES AND NOELL CONSULTING

**SIZEMORE GROUP**

in association with



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# Credits

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## City of Hapeville

### Mayor and City Council

**Alan Hallman** - Mayor

**Michael Randman** - Councilman at Large

**Josh Powell** - Councilman, Ward 1

**Diane Dimmick** - Councilman, Ward 2

**(Suspended/vacant)** - Alderman at Large

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**Terry Cockrum**, - Neighborhood Association  
Representative

**Jennifer Couch** - Hapeville Elementary School

**Jonathan Love** - Design Review Committee

**Linda Murray** - Community Volunteer

**Josh Powell** - City Council Representative

**Charlotte Rentz** - Main Street Board

**Jeanne Rast** - St. Johns Evangelist

**Brian Wismer** - Planning Commission

**Frankie Zarate** - Code Enforcement Office  
(Hispanic Community Representative)

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### NELSON NYGAARD CONSULTING

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### NOELL CONSULTING

**Todd Noell** - Principal

**Jordan Rowe** - Analyst

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**CITY OF HAPEVILLE**

Comprehensive Plan Update/LCI Study

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## Executive Summary

The City of Hapeville Comprehensive Plan/Livable Centers Initiative (LCI) Study Update is a planning study led by the city of Hapeville and sponsored by the Atlanta Regional Commission (ARC). The city of Hapeville was the recipient of a 2016 ARC Livable Centers Initiative study grant to complete this process. Unique to this LCI process is the integration of the Comprehensive Plan Update into this report. This study, in addition to being an update to the 2005 Hapeville Main Street Town Center LCI, is also an update to the 2005 Comprehensive Plan.

### Site Situation

Located in Fulton County, Georgia, the city of Hapeville, at 2.4 square miles, is situated between the city of Atlanta to the north, Hartsfield-Jackson Atlanta International Airport to the south, I-75 to the east, and I-85 to the west (Figure a). It is this proximity, next to the busiest airport in the world, downtown Atlanta, and two major interstates, that positions the city as a desirable place to visit, live, and work.

Historically, the city of Hapeville was a thriving Tri-City (Hapeville, East Point, College Park) community, with many residents working at the local Ford Atlanta Assembly Plant from its opening in 1947. The city's historic Main Street (North Central Avenue) provided restaurants, retail, and neighborhood services and many evening activities centered around the city's high school sports. Hapeville was recognized for its small-town charm and close-knit community. As plant production decreased in the 70s-90s, and eventually closed in 2006, the community saw an associated decline in jobs, residents and income-levels. Following the plant closure, the city was hit again, along with the rest of the country, with the 2007-2009 Great Recession. This recession stifled much needed economic growth in Hapeville.

In recent years, however, with the country recovering from the recession, the city of Hapeville is seeing new growth and development pressure. This is in large part due to the city's great proximity to the airport, downtown Atlanta, and the interstate.

Large corporate investment in the city, includes Delta Airline's headquarters and the 2015 opening of the Porsche North America Headquarters and Porsche Experience Center. Both of these headquarter offices sit just outside of the city of Hapeville boundaries, but bring nearly 20,000 employees to dine, shop and experience this small city, of approximately 6,600 residents, on a daily basis.

The hotel market has also seen increased investment in recent years, with the currently under-construction Solis Hotel and several inquiries to the city for new hotel development. Hotel demand is high in the area, due to the city's proximity to the airport's international terminal and the corporate headquarters.

The Aerotropolis Atlanta Community Improvement Districts (CIDs) are also having a positive impact on increased investment in the city of Hapeville. The CIDs which cover 15.46 square miles around the airport, include portions of Hapeville's office core, south of South Central Avenue, termed the Corporate Crescent. The CIDs are empowered to fund beautification, public safety and infrastructure projects focused on transportation and water within their district. This increased investment in Hapeville includes future streetscape improvements and gateway signage - building identity and branding that will help attract employers and residents to the area.



Figure a: Site Context Map

Another key factor in continued growth is transit. Currently the city is serviced by MARTA bus. As MARTA looks to expand a commuter rail line to Clayton County, Hapeville is on the list of possible locations. The potential rail line would utilize existing Norfolk Southern railroad tracks, via a joint agreement with the rail company. With major employers in the area looking for alternative ways to get employees to work, the increased interest in corporate business relocation to areas with transit access, and the momentum of employees, particularly millennials, to access work via alternative transportation options, Hapeville has a great opportunity to site a MARTA stop in the city and attract businesses and residents to the area.



## **Community Vision**

**To create vibrant, mixed-use  
Downtown and Gateway Nodes  
that serve the residents, visitors,  
businesses, and employees, while  
celebrating the city's small-town  
charm and character.**

To address these growth pressures, while preserving the character of Hapeville’s small town charm, this study worked closely with the community and key stakeholders to develop a shared vision for the future of Hapeville.

### Process

This study seeks to create a framework in accordance with the LCI Grant Goals and the Georgia Department of Community Affairs (DCA) standards.

Three factors were utilized in determining the goals for this process. These include:

- The LCI Program Goals
- The Market Study
- The Community Vision

Where the goals of the LCI Program, the Market Study, and the Community Vision overlap they provided a focus and direction for the master plan development.

The resulting community-supported vision and focus for this study is: To create vibrant, mixed-use Downtown and Gateway Nodes that serve the residents, visitors, businesses, and employees, while showcasing the city’s small-town charm and character.

### Recommendations

Building from the community input, the LCI goals, and the reality of market demand, the following recommendations were developed. Master Plan recommendations include the creation of gateway nodes that provide a sense of arrival, with improved streetscapes, signage and design regulations that appropriately increase density and building heights. Downtown recommendations focus on sustaining and growing the local business community with improved streetscape design, increased housing densities and infill, and beautification through greenspace and the arts.

The existing single-family neighborhoods are preserved within this plan, with strategies for housing rehabilitation, focused on attracting new homebuyers to the area.

Key (Re)development Nodes, as described above, include (refer to Figure b):

- East Gateway Node
- West Gateway Node
- Downtown Node
- Virginia Avenue Gateway Node
- Airport Loop Gateway Node

These (re)development nodes create the framework for a Hapeville Gateway and Downtown Overlay District that is focused on key investment areas, where redevelopment is anticipated. This Overlay District can provide regulations and design standards to meet the community vision, as described in this report. The Overlay District is recommended to have four character areas, in-line with the nodes as listed above and further described below:

### East and West Gateway Nodes:

The East and West Gateway Node includes land adjacent to the I-75 and I-85 interchanges fronting North and South Central Avenue. These gateways provide visitors their first view of the city of Hapeville, characterized by suburban-sprawl development - fast food drive-throughs, strip-malls, parking lots fronting the street, and individual driveways for every parcel. This strongly contrasts with the urban, walkable character of downtown - an identity of which Hapeville is proud.

The purpose of this node is to provide a gateway that speaks to the small-town charm that is present in downtown. This can be achieved by developing regulations and design standards that provide a more walkable, urban environment, with buildings fronting the street, improved streetscapes, and a mix of uses, including higher density residential, office, hotel, and retail. To fit into the character of downtown building heights and densities are increased closer to the interstate entrances, with decreasing intensities closer to downtown.

Beautification and signage strategies are also recommended, which include artistic benches, street lights and signage. Signage should include large sculptural gateway signs, as well as directional, wayfinding signage.

### Downtown Node:

The Downtown Node includes historic downtown Hapeville along North and South Central Avenue between Virginia Avenue and Perkins Street, and Dogwood Drive from North Central to Oak Drive. This area is defined by the historic downtown commercial area along the north side of



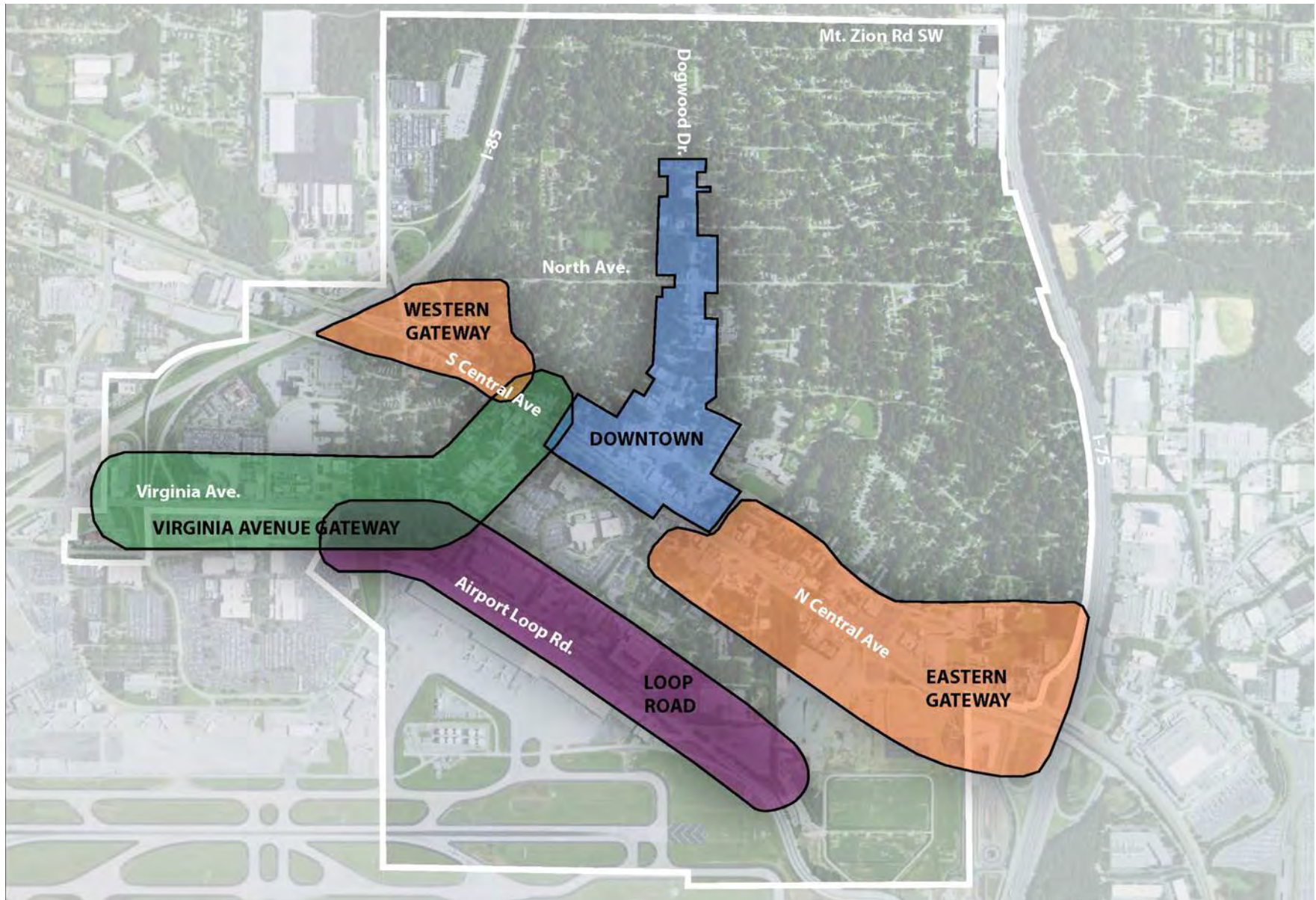


Figure b: Key (Re)development Nodes

North Central Avenue with smaller, locally owned restaurants and retail. Adjacent to the core historic downtown sit small industrial buildings mixed with low density commercial buildings.

The purpose of this node is to build on downtown's success and create a self-sustaining, mixed-used core that preserves the small-town charm. Key to the sustainability of this area is higher density infill housing - bringing more residents into downtown to support area businesses.

Continued support of the arts in downtown is highly encouraged, as arts generate economic development through drawing people to the area, who will eat in local restaurants, shop in local stores, and stay in local hotels. Additionally, the arts create a brand and sense of community that can attract potential investors and developers to invest in the area.

An extension of the "Art Alley" is recommended to connect current and future businesses along North Central to the vibrancy of the alley - a unique public space where murals enhance the backs of buildings and festivals create a sense of place and community.

Greenspace enhancement on either end of the alley is encouraged to define the alley and provide more usable public space.

A new municipal sites for fire and police is recommended. This relocation will provide the fire department with much needed space and will relocate the police station from Airport Loop Gateway Node, where the property has greater potential to redevelop as high density office, residential or mixed use.

The quality of education and its impact on drawing families with children to the area was a commonly discussed topic with the community. The community is encouraged to continue to pursue charter schools and to work closely with Hapeville Elementary to continue to improve the quality of education.

Recommendations for new parks throughout the city are included in this report. Park locations focused largely on the community south of South Central Avenue, where few parks exist. Floodplain areas and existing informal greenspace is recommended to be redesigned to provide community assets.

A Pedestrian/Bicycle Trail was developed, based on common walking/jogging/biking routes shared by the community. The trail could be branded for Hapeville with color or icons painted on sidewalks, bike lanes, or multi-use paths.

### **Virginia Avenue Gateway Node:**

The Virginia Avenue Gateway Node includes land adjacent to Virginia Avenue. This corridor is characterized by large businesses, including Delta Airlines headquarters and the Hilton Hotel, with associated large surface parking lots west of Elkins Street. As Virginia Avenue continues east of Elkins Street and turns north, becoming "Little Virginia", smaller retail and office front the corridor. The Virginia Park Neighborhood sits behind Little Virginia, influencing the smaller neighborhood commercial character along this portion of the node.

The purpose of this node is to create a welcoming gateway into Hapeville that showcases the office, hotel and mixed use potential and provides a smooth transition and wayfinding into downtown Hapeville. Higher densities and building heights are encouraged

closer to I-85, transitioning to less density along Little Virginia into downtown.

A round-about is proposed at the Virginia, Little Virginia, Doug Davis, Clay intersection to improve functionality of this intersection and to provide gateway signage in the median.

Beautification and signage strategies are also recommended, including streetscape improvements and gateway signage. Signage should include large sculptural gateway signs, as well as directional, wayfinding signage.

### **Airport Loop Gateway Node:**

The Airport Loop Gateway Node includes land adjacent to Airport Loop Road. Airport Loop Road currently has the highest traffic counts in the city of Hapeville, allowing for great visibility and potential capture of visitors to shop, eat, and play in Hapeville. The view from Loop Road into Hapeville mainly consists of the back of buildings and parking lots. The vibrancy and charm of downtown is not recognized.

The purpose of this node is to draw people into Hapeville by creating a vibrant, mixed-use, walkable district where tall gateway buildings face Airport Loop Road. In-line with the Corporate Crescent vision, the Overlay regulations for this area are encouraged to include high densities and building heights.

A multi-use path and greenway between Loop Road and Oak Street is also envisioned, providing alternative transportation accessibility and a greenspace for airplane viewing.

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Beautification and signage strategies are also recommended, which include streetscape improvements and gateway signage. Signage should include large sculptural gateway signs, as well as directional, wayfinding signage.

Further detail on recommendations, implementation and the study process can be found in the remainder of the report.

### **Transportation Recommendations**

Key transportation recommendations are listed below. These concepts support the nodal recommendations listed previously:

#### **Relocate SR-19/US-41**

Relocating SR-19/US-41 to Cleveland Avenue and I-75 will allow Hapeville to obtain local control of Dogwood Drive and North Central Avenue (from Dogwood Drive to the east) from the Georgia Department of Transportation (GDOT), allowing the city to design pedestrian oriented streetscapes, wayfinding, and control maintenance.

#### **MARTA**

The city of Hapeville is encouraged to work closely with MARTA as they continue to develop routes for the Clayton County MARTA line. A rail stop in Hapeville could have a positive impact on drawing new employers to the area, who prioritize providing employees with alternative transportation options, and new residents, who prefer an alternative option.

#### **Streetscape Improvements**

The report provides prioritized streetscape improvements, focused on improved sidewalk access, street trees, lighting, and street furniture. Priorities include gateway streets, such as North and South Central Avenue, and streets connecting schools and parks, such as North Fulton Avenue.

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Comprehensive Plan Update/LCI Study

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# 1.0 Introduction

The City of Hapeville Comprehensive Plan/Livable Centers Initiative (LCI) Study Update is a planning study led by the city of Hapeville and sponsored by the Atlanta Regional Commission (ARC). The city of Hapeville was the recipient of a 2016 ARC Livable Centers Initiative study grant to complete this process. Unique to this LCI process, is the integration of the Comprehensive Plan Update into this report. This study, in addition to being an update to the 2005 Hapeville Main Street Town Center LCI, is also an update to the 2005 Comprehensive Plan.

## 1.1 Location and Context

The city of Hapeville is bounded by Interstate-75 and Interstate-85 to the east and west, respectively, and by Mount Zion Road to the north and Airport Loop Road to the south. The entirety of the city, 2.4 square miles, is the Study Area for this report, as pictured in Figure 1.1b.

The city is centered on downtown Hapeville, characterized by its historic railroad town roots - evident in the small block structure, historic buildings, and active railroad track. Downtown fronts North Central Avenue. North Central and South Central Avenue flank the railroad track and act as the main east-west connection through the city. North of North Central Avenue the community is largely characterized by single-family residential, while south of South Central Avenue is mainly large office and hotels, interspersed with vacant and under-utilized land.

The former Ford Atlanta Plant sits on the south-east end of the city and has seen recent redevelopment with the 2015 opening of the Porsche North America

Headquarters and Porsche Experience Center. The Solis Hotel is currently under-construction on this site and with a proposed large, mixed-use development west of the Solis Hotel in permitting, the former plant will soon be largely redeveloped.

The south side of the community, south of South Central Avenue is poised to become a higher density mixed use business district, supported by the redevelopment of the Ford Atlanta Plant. This concept is also supported by the Aerotropolis Atlanta Alliance, as they have coined this area the Corporate Crescent - a mixed use business district anchored by corporate headquarters, including Delta Airlines, Wells Fargo and Porsche. Market demand reinforces this vision for growth with potential for office, hotels, and multi-family residential.

The north side of the community is focused on housing rehabilitation and preservation. Dogwood Drive, runs north from downtown and connects Hapeville to the city of Atlanta. Dogwood Drive is characterized by low density commercial uses, mixed with single-family housing. Redevelopment potential exists on Dogwood, particularly for higher density housing infill near downtown.

As growth pressure continues, this study seeks to create a framework for (re)development that enhances quality of life in the city of Hapeville while preserving its small town charm.

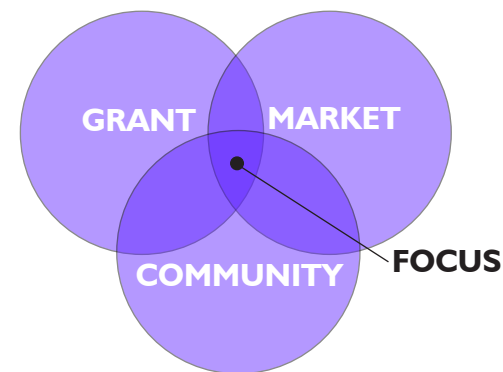


Figure 1.2a: The Process Illustrated

## 1.2 The Process

Three factors were utilized in determining the goals for this process (Figure 1.2a). These include:

- The LCI Program Goals
- The Market Study
- The Community Vision

Where the goals of the LCI Program, the Market Study, and the Community Vision overlap they provide a focus and direction for the master plan development.

### LCI PROGRAM GOALS

The Livable Centers Initiative Program provides planning grants for local government and non-profits to achieve the following goals:

- To encourage mixed income live, work, play, and shop activity centers.
- To create connected communities with multi-modal access for all users, including transit, roadways, walking, and biking.



Figure I.1b: Study Area Map

- To include public outreach involving all stakeholders.

LCI recommendations are eligible for competitive transportation funding grants through the Atlanta Regional Commission (ARC), once an LCI plan has been adopted by the jurisdiction. Transportation recommendations made within this plan were done with a focus on improvements that would qualify for additional funding.

### MARKET STUDY

In order to develop a realistic vision, a predictive Market Analysis was conducted. A summary of those findings is listed below:

#### Regional and local serving offices

- The market study predicts a demand of about 140,000 square feet (SF) of regional-serving offices and about 18,000 SF of local-serving office in the next five years. An additional 160,000 SF of office is predicted in the following 5 years. Local-serving office is most likely to locate on Central Avenue and regional-serving office is most likely to locate in the Corporate Crescent.

#### Retail

- There is a potential for 47,000 SF of retail (more if non-conventional grocer is attracted), one-fourth of which is dining/food related. The Study Area lacks major intersections and traffic volumes to attract large retailers.

#### Lodging

- The market supports the planned inventory with demand potential for approximately an additional 500 rooms. Location demand is based around the freeway interchanges. This prediction can variably change based upon forecasted, yet not specified, airport extension plans.

#### For-Sale Single-Family & Townhome Residential

- Demand for for-sale residential will more or less remain the same, adding a need of about 5-10 single-family detached homes and 10 townhouses, annually.

#### Multi-Family Rental Apartments

- Demand is predicted to support one to two projects every two to three years, roughly 80 multi-family housing units predicted annually. Rents will not likely support decked parking.

### COMMUNITY VISION

An extensive public involvement process was undertaken to involve community stakeholders in the study process. Through this effort, an articulated and community supported vision for the Study Area was identified, along with needs and aspirations to be addressed during the master planning process. The community engagement process involved 5 community meetings, over 20 stakeholder interviews, a design workshop, a community survey, and project website. This collaborative effort was an integral part of gaining support of various community stakeholders.

### 1.3 Key (Re)development Nodes

This study identified key (re)development nodes based on the market findings, community input, and analysis. Key (re)development nodes include (Refer Figure 1.3a):

- East Gateway
- West Gateway
- Virginia Avenue Gateway
- Airport Loop Road Gateway
- Downtown Node

Out of the five nodes listed above, the report identifies the first four as Gateway Nodes. These areas are differentiated from the Downtown Node in that they act as main entrances into the city, and can be utilized to create a sense of arrival into the city of Hapeville.

The study aims to develop realistic planning guidelines for these areas that will strengthen and preserve the image of the city. Recommendations within the report focus on implementable actions to be achieved within 5-10 years, building towards a 25 year vision.



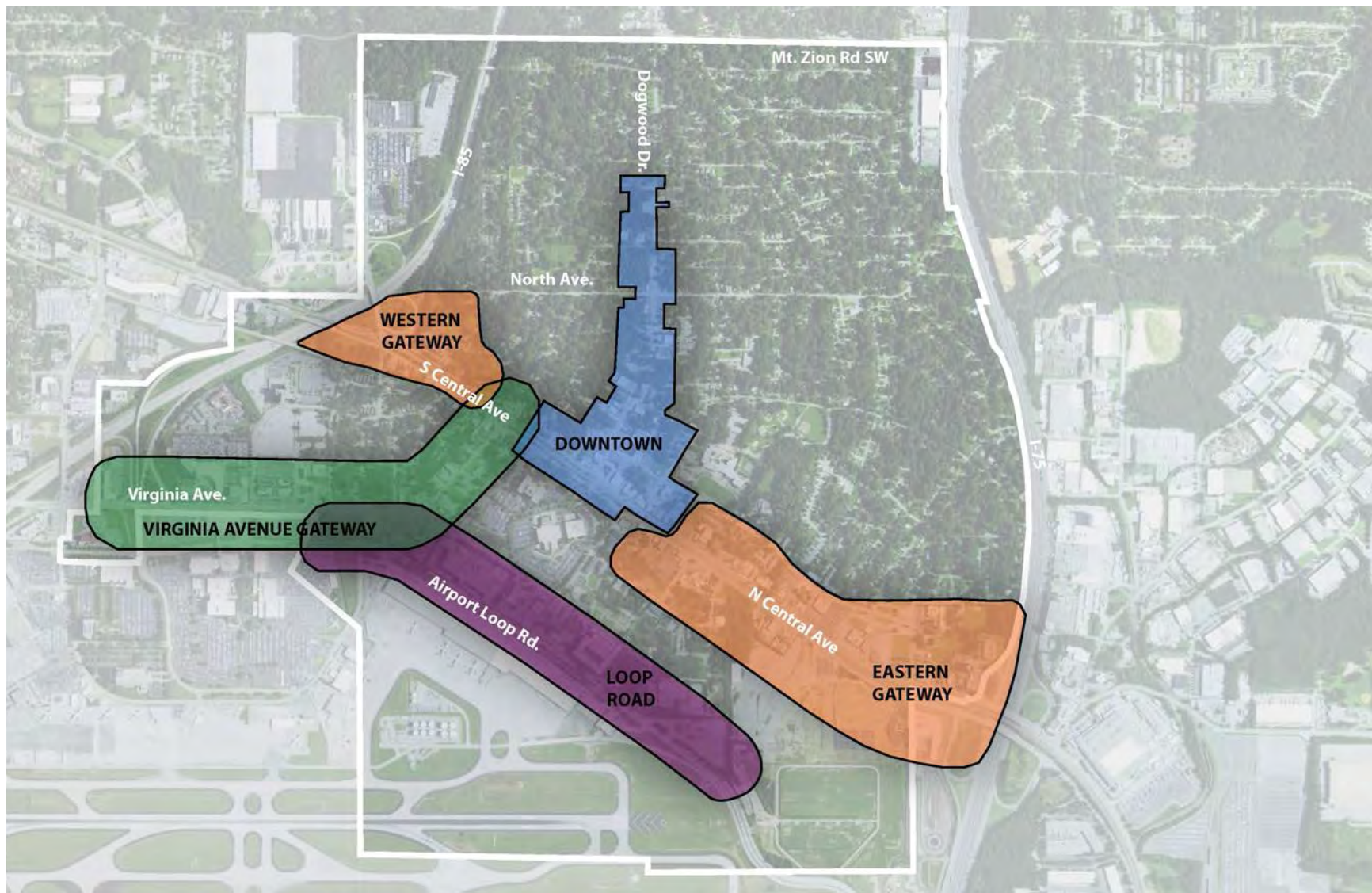


Figure I.3a: The Five Proposed (Re)development Nodes

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## 2.0 Community Participation

### 2.1 Community Participation Process

Public involvement is a key component of the Comprehensive Plan/LCI Update. This step is critical for understanding the vision, goals, and needs of the Hapeville community. As such, all LCI studies must involve the public in a meaningful way, during study milestones.

Maximizing opportunities for people to engage in the planning process helps ensure that local knowledge is accessed and utilized in developing Master Plan recommendations. The city of Hapeville Comprehensive Plan/LCI Update public participation process engaged stakeholders at four levels of the planning process: The Project Management Team, the Core Team, Key Stakeholders, and the General Public.

#### The Project Management Team

The Project Management Team includes representatives from the city, the project consultants, and the Atlanta Regional Commission (ARC). This team met monthly to discuss study progress and select materials and data to be presented during public outreach.

#### The Core Team

The Project Core Team included members of the consultant team along with key representatives from identified key stakeholder groups within the city. These stakeholders included representatives from the City Planning Department, City Council, the Development Authority, Main Street Board, St. Johns Evangelist, Code Enforcement, Planning Commission, Hapeville Elementary School, Design Review Committee, and Neighborhood Associations.

The Core Team met prior to each of the general public meetings to review and comment on materials to be presented at public meetings, helped promote broad participation at public meetings, and distributed information to the community.

#### Key Stakeholders

Key Stakeholders included groups and individuals with major stake in this community. Interviews were conducted from January 2017 to March 2017 to help the Project Management Team best understand Study Area issues and needs. The list of Key Stakeholders approached for interviews is listed below:

- Aerotropolis Atlanta Alliance Representative(s)
- Community Improvement Districts Representative(s)
- Chamber of Commerce Representative(s)
- Major/Master Developer Representative(s)
- Community Civic & Arts Group(s) Representative(s)
- Hapeville Coalition Group Representative(s)
- Hotel Representative(s)
- Atlanta Regional Commission
- MARTA Transit
- Hartsfield Jackson International Airport Representative(s)
- Delta
- Porsche
- FAA
- Georgia Department of Transportation

- College Park, East Point, Fulton County, Clayton County
- City Departments
- Small Businesses
- Non-profits/Services

#### Community Engagement

The general public was engaged at five opportunities:

- Meeting 1: Kick-off Meeting / Initial Visioning Session
- Meeting 2: Hapeville Downtown Planners' Crawl
- Meeting 3: Design Workshop
- Meeting 4: Draft Master Plan Review Session
- Meeting 5: Final Master Plan Review Session

All outreach opportunities were designed to inform, invite, and communicate the design goals and intent to the community-at-large.

The public involvement process included a variety of outreach tools and locations including: Key Stakeholder interviews, a project website, an online community survey, community meetings, workshops, a planning crawl. The focus on multiple means of collection and distribution of information, along with careful timing of activities was tied to the anticipated completion of technical tasks and key milestones of the project. This allowed for public input to be incorporated directly into the technical process in a meaningful way (Figures 2.1a-c).





2.1a: Design Workshop Community Input Session



2.1b: Design Workshop



2.1c: Design Workshop



**Key Stakeholder Interviews**

During the months of January to March, 2017, the consultant team conducted stakeholder interviews with key team members as listed above. Key stakeholder interviews helped to promote a clear understanding of the goals, objectives, existing market opportunities, and the socioeconomic context in the Study Area. They also provided insight into the a targeted vision for the Study Area. Interviews were consistent in format utilizing a prepared questionnaire that included a range of discussion points.

Each interview began with an introduction to the study followed by background information prior to beginning the interview. From the interviews, stakeholders provided insight into their overall vision for the Study Area. Main transportation and land use needs and concerns were also discussed. Suggestions for how best to involve and inform the public concluded the interviews; over 20 stakeholder interviews were conducted.

**Project Core Team Meetings**

The Project Core Team met four times during the planning process:

1. Project Core Team Meeting #1 was held on November 14, 2016. The purpose of this meeting was to introduce the Project Core Team and discuss the process and time line of the project. The upcoming first public meeting was also discussed.
2. Project Core Team Meeting #2 was held on January 11, 2016. The purpose of this meeting

was to discuss the upcoming planners’ crawl and survey results to date.

3. Project Core Team Meeting #3 was held on January 23, 2017. The purpose of meeting was to present the results of the community input to date. This included results of the first community meeting’s visioning and goal setting exercise and the community survey. The areas of focus for the design workshop were also discussed.
4. Project Core Team Meeting #4 was held on February 20, 2017. The purpose of this meeting was to review Draft Master Plan concepts, and begin discussing recommendations and implementation strategies.
5. Project Core Team Meeting #5 was held on March 27, 2017. The purpose of this last meeting was to finalize the format for the final public meeting and provide final feedback on Master Plan recommendations and implementation strategies.

**Community Meetings and Design Workshop**

Below is a summary of Community Meetings:

1. **Community Meeting 1: Project Kick-Off Meeting / Initial Visioning Session** was conducted on December 12, 2016. The purpose of this meeting was to introduce the project to the public and to explain the Comprehensive Plan/LCI Update study process and requirements. At this meeting, the public was engaged in an interactive workshop to gather feedback based on four topics, what

they wanted to Preserve, Change, Create, and Connect. Refer to Figures 2.1f and g.

2. **Community Meeting 2: Hapeville Downtown Planners’ Crawl** was conducted on January 19, 2017. This interactive evening allowed for the community to rediscover local shops and restaurants along Main Street, while being introduced to the Comprehensive Plan/LCI Update focus and process. The planning team members were stationed at four shops and restaurants in the downtown area to gather feedback on community Vision, Character, Transportation, and Land Use. Refer to Figures 2.1d and e.
3. **Community Meeting 3: Design Workshop** was held on February 1, 2017. This hands-on design workshop of planners, architects, and transportation engineers worked with the city and community to begin sketching concepts and ideas based on direct community input.
4. **Community Meeting 4: Draft Master Plan Review Session** was held on March 2, 2017. During this meeting at Hoyt-Smith Conference Center, the consultant team presented the Draft Master Plan to the community using visualizations and examples to gain feedback.
5. **Community Meeting 5: Final Master Plan Review Session** was held on April 10, 2017. The final community meeting was held at Arches Brewery to display final recommendations created during the planning process for public feedback/comments. This meeting unveiled the Final Comprehensive Plan/LCI Update recommendations for this planning process.

# What is your VISION for the City of Hapeville?

*Splash pad*

*Live Music!*  
*Will draw people from other neighborhoods for community!*

**AMPHITHEATRE**  
*By the Ball Park*

**Hapeville, what's your vision? Share your ideas for our Hapeville LCI Master Plan! Necesitamos su asistencia**

*Be ready for younger residents*

**Bike lanes**  
*Clean up Dogwood Dr to City Limits etc Atlanta*

*ONE-WAY - NIS CENTRAL WIDEN SIDEWALKS UTILITY POLES IN BACK ALLEY BUMP-OUTS ON STREET W/TREES*

*\*Walking Shopping/eating/entertainment.*  
*✓ Grocery*  
*\* - Aldi ✓✓*  
*- Fresh Market*  
*\* - Tractor Joe's*

*Re-pave (curbway roads)*

*CONNECTION BETWEEN DOGWOOD & CENTRAL*  
*\* - BIKE LANES*  
*- STREET LIGHTING*

*Better educational facilities*  
*Home w/ ped. lifestyle*  
*Concave*

**Brewery Store!!**

*Full Community*  
*Anticipating all needs of Hapeville*

*Aldi grocery store*

*Preserve "Community Feel" / Small Town Feel*

*Improve Building outside of central*  
*- @ central & Dogwood*  
*Better sidewalks*

*Cleaning street strips - can not read menu.*

*✓ Rebuild Theater\**


*\* Mixed-Use along Central - Multi-story*


*Develop the area via PARK PARK*

**size more group**

VISIT OUR PROJECT WEBSITE: <https://sites.google.com/site/hapeville2016ci/>  
Página de Internet del proyecto:

TAKE THE SURVEY: <https://www.surveymonkey.com/r/Hapeville2016LCI>  
or scan the QR code:

Toma la encuesta:   
o escanea el código QR:



2.1d: One of the Vision boards filled by the community

## CITY OF HAPEVILLE - Ciudad de Hapeville - LIVABLE CENTERS INITIATIVE STUDY Estudio de la iniciativa de centros habitables

# JOIN US ON JAN 19

## Acompañenos el 19 de enero

**COMMUNITY MEETING 2**  
**Downtown Hapeville Planning Crawl**  
*Reunión de la Comunidad 2*  
**Downtown Hapeville Crawl**  
Time: 6:00 pm - 7:30 pm

Join us at each of these locations to share your ideas on transportation, land use and the future of Hapeville!

Únete a nosotros en cada uno de estos Ubicaciones para compartir su Ideas sobre transporte, uso de la tierra y el futuro de Hapeville!

**PROJECT WEBSITE**  
Página de internet del proyecto  
<https://sites.google.com/site/hapeville2016ci/>



# TAKE THE SURVEY

## Tome la encuesta

<https://www.surveymonkey.com/r/Hapeville2016LCI>  
<https://www.surveymonkey.com/r/Hapeville2016LCIenEspañol>



Scan the QR code

2.1b: Community Meeting Flyer



2.1e: Community Meeting 2: Planners' Crawl



What should be **PRESERVED** in the Study Area?



What should be **CHANGED** in the Study Area?



What should be **CREATED** in the Study Area?



What should be **CONNECTED** in the Study Area?



### Project Website

A project website was established as the hub of information for the Comprehensive Plan/LCI Study Update. The site provided basic information about the LCI program and study purpose, a description of the Study Area, a “Frequently Asked Questions” page, and information on how the public could remain involved.

All meetings and announcements were made available via the following website:

<https://sites.google.com/site/hapeville2016lci/>

### Online Community Survey

Surveys are an important method of information gathering, generating data that is essential for developing an understanding of the community and its needs. As such, a community survey was designed to gather input regarding the vision for this study. The survey was made available online from December 1, 2016 through January 31, 2017. The following methods were used to share the link for the online survey:

- Hapeville Newsletter
- Hapeville Facebook Page
- Email City Database
- Direct mailers to community and businesses
- A-Frame signs
- Flyers to businesses along Central Ave.
- Vision boards at businesses
- Computer at City Hall
- Computer at Community Meeting 2
- Police Facebook and Twitter

Results of this survey were used to supplement statistical and market data and to represent the public’s voice regarding the future development of the Study Area. A full summary of the online community survey can be found in the Appendix.

The following is a summary of the community survey results:

156 Responses

144 English

12 Spanish

Who Responded:

77% Residents

5% Business Owners

5% Work in the Study Area

3% Shop/Dine/Run Errands in the Study Area

10% Other

The following pages provide some examples of the results of the Community Survey.



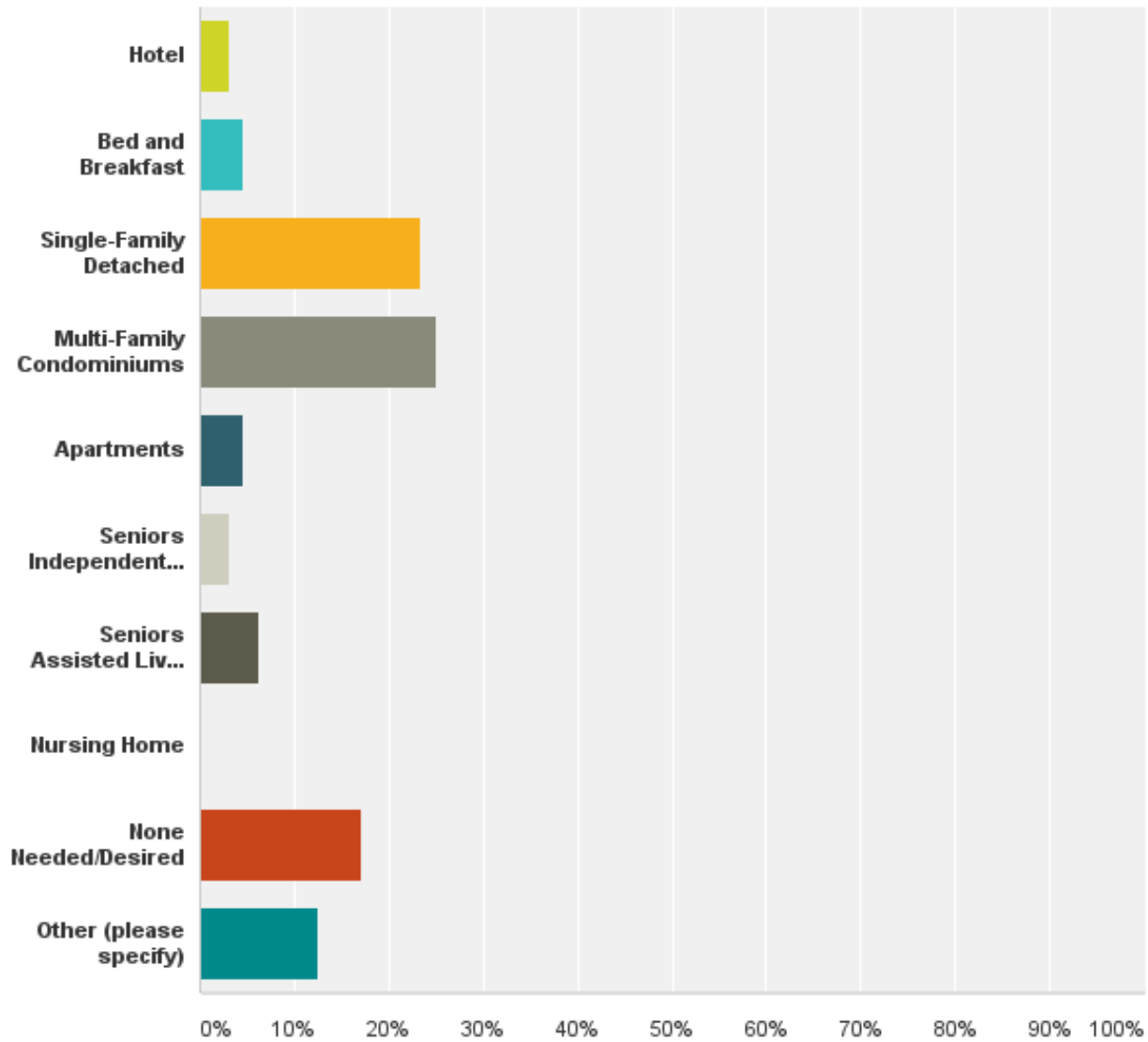
Which SINGLE improvement would you make to attract people to the city of Hapeville?

Beautification Trader Central Ave Issues Bike  
Friendly Shopping Transit Grocery Stop  
School Atlanta Downtown Hapeville  
Restaurants Places Railroad Train  
Reduce Crime Continued

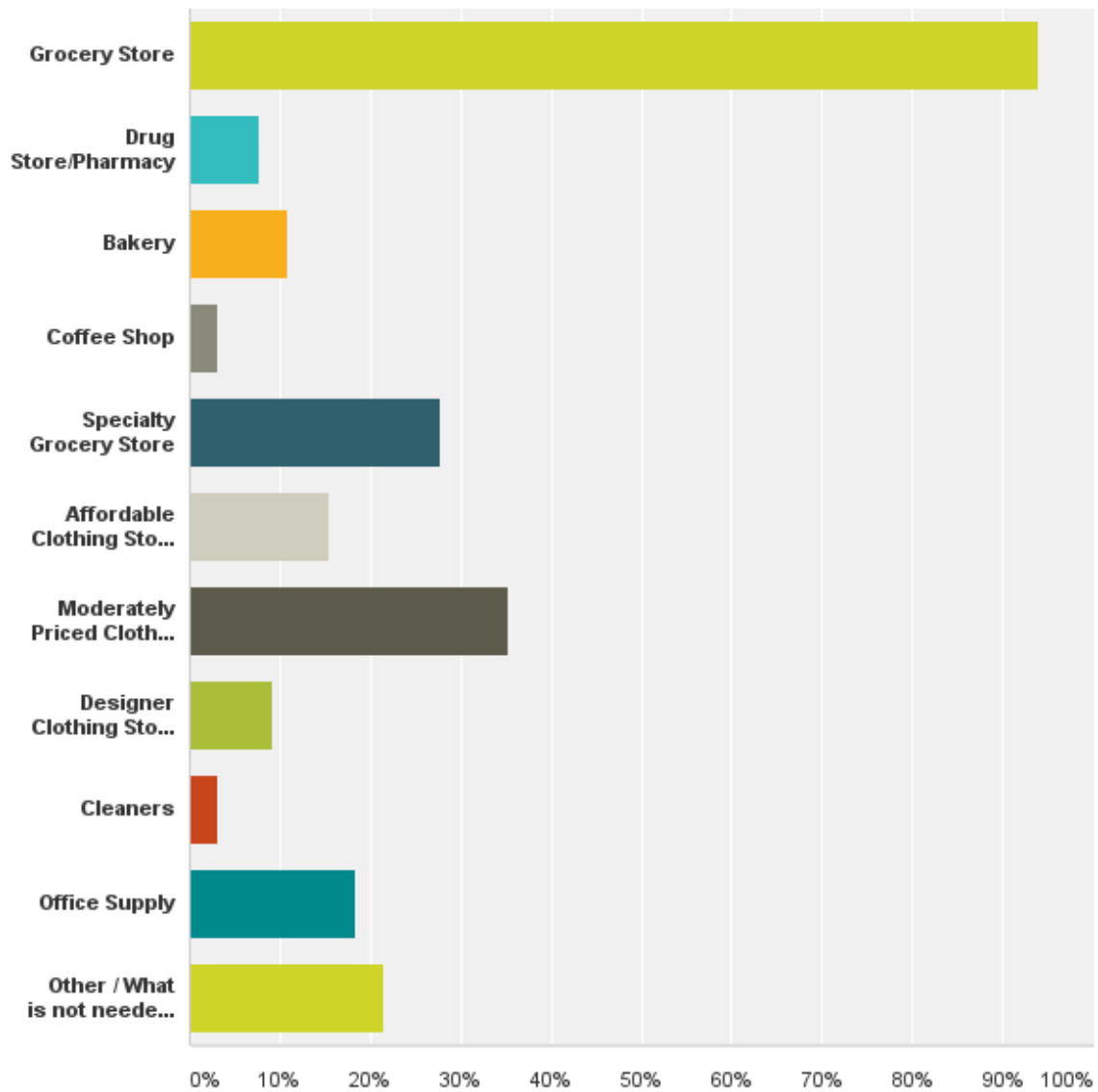
What 3 words would you use to describe the city of Hapeville?

Safe Location Community Historic Friendly  
Unsafe Convenient Multicultural Growing  
Quaint  
Potential Convenient Historic Small Town  
Growing Friendly Affordable  
Close Knit Peaceful Quaint Cute Friendly  
Small Town Convenient Local  
Community Nice

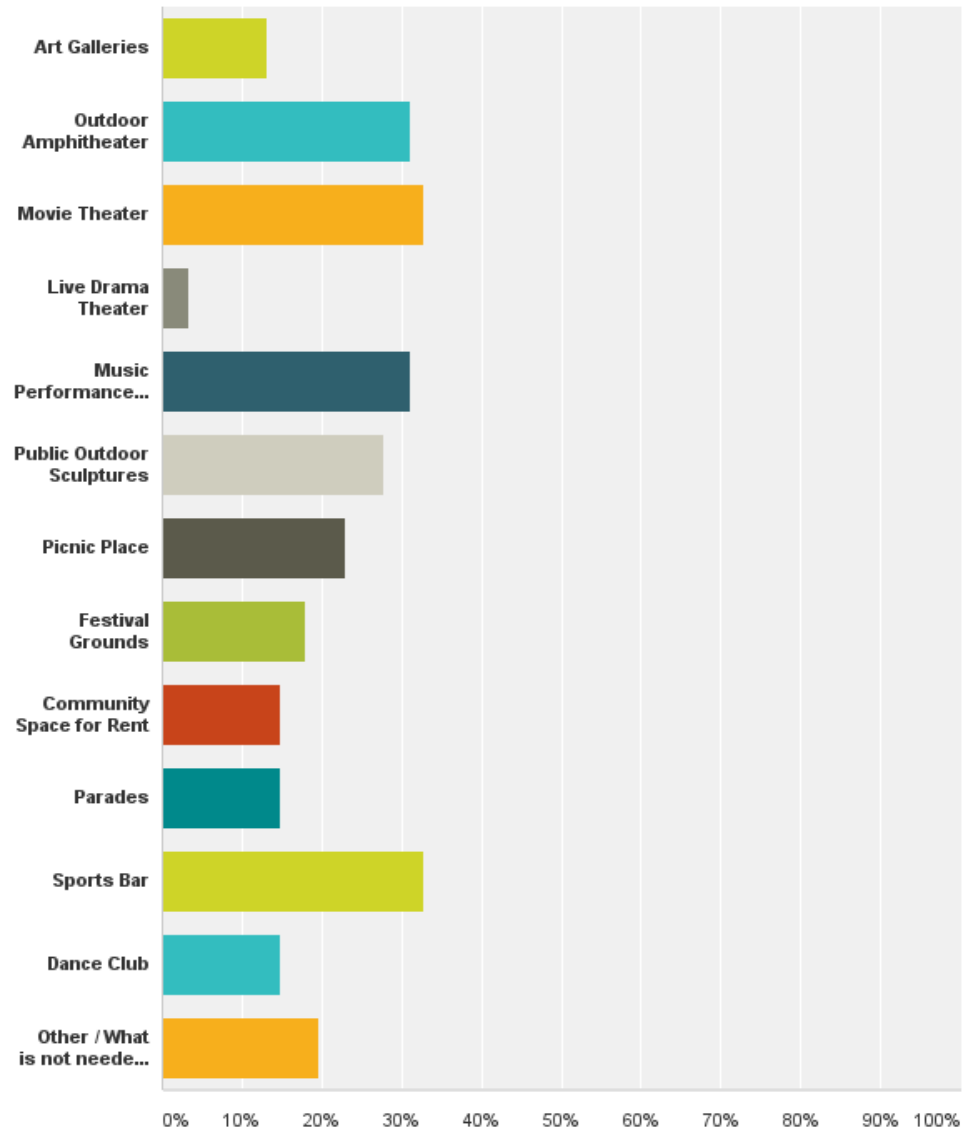
Thinking of all the Housing resources available in the city of Hapeville today, what do you think is missing that you would like to see?



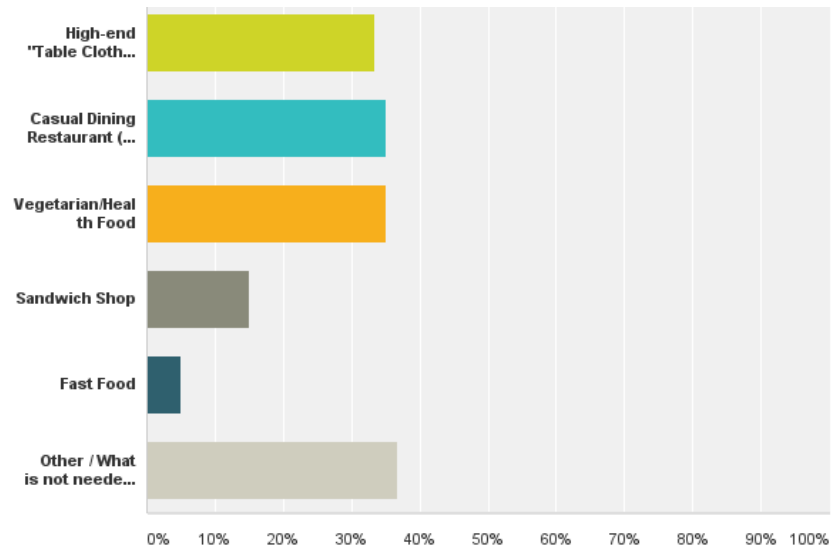
Thinking of all the Retail resources available in the city of Hapeville today, what do you think is missing that you would like to see?



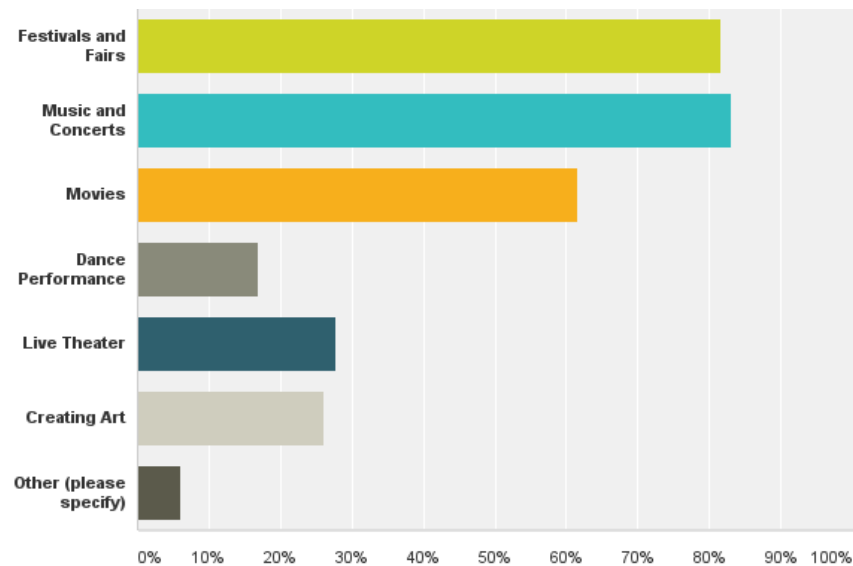
Thinking of all the Entertainment resources available in the city of Hapeville today, what do you think is missing that you would like to see?



Thinking of all the Dining resources available in the city of Hapeville today, what do you think is missing that you would like to see?

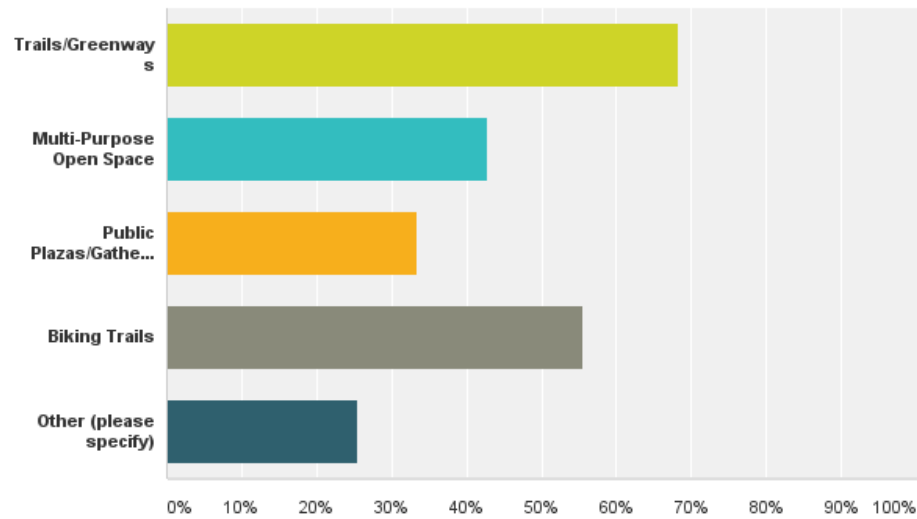


What Arts, Culture and Entertainment programs do you or your family engage in? (Please select all that apply)

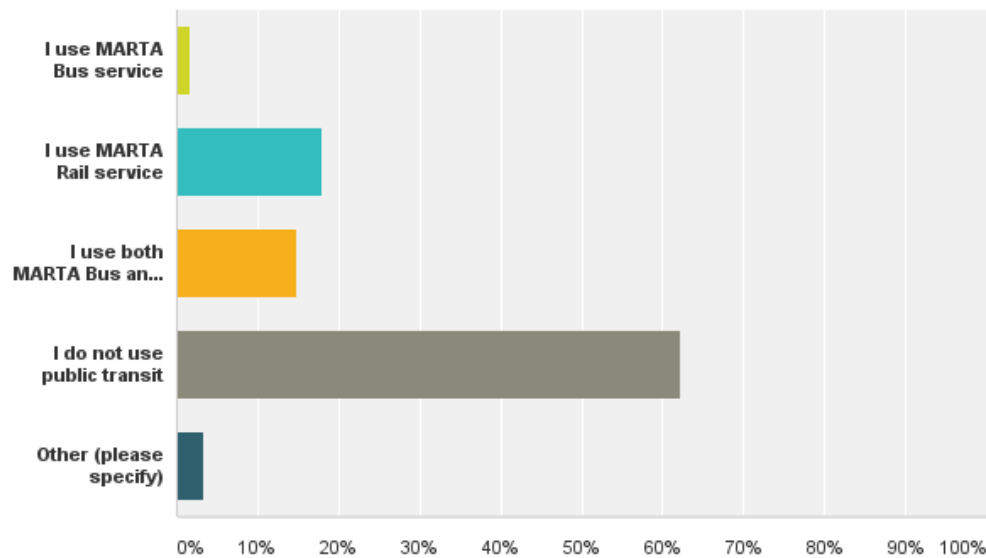




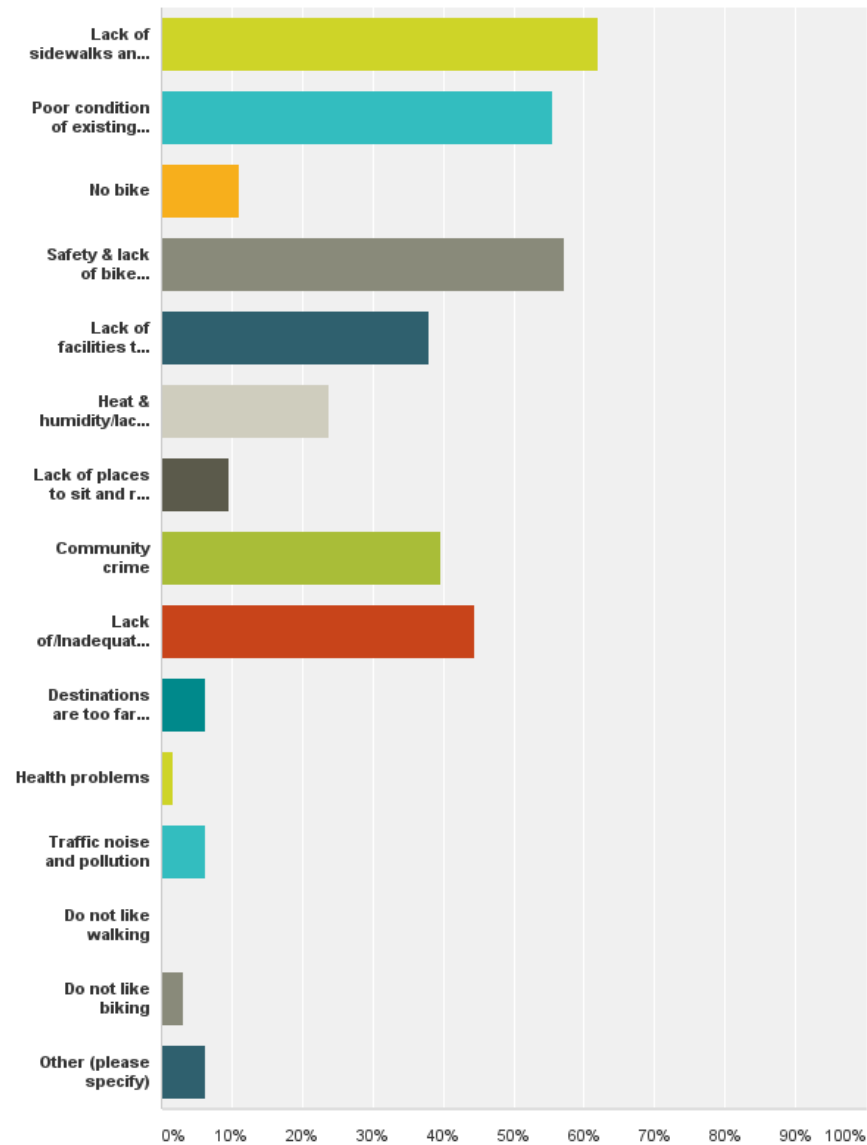
What types of parks, green space and/or recreational facilities are most needed in downtown Hapeville? (Please select all that apply)



Do you use existing public transit options?



What most often stop you or your family from walking or biking? (Please select all that apply)



# **Community Vision**

**To create vibrant, mixed-use  
Downtown and Gateway Nodes  
that serve the residents, visitors,  
businesses, and employees, while  
celebrating the city's small-town  
charm and character.**

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## 2.2 Community Goals

Based on an extensive community participation process, community goals were developed to guide the master plan process. Following is a summary of community goals:

### *Transportation*

- Enhance walkability in the city with improved sidewalks and at-grade railroad crossings.
- Beautify streetscapes to create a sense of arrival and branding for the city.
- Infill and improve sidewalks in residential areas - connecting residents to destinations, such as parks, schools, and downtown.
- Enhance bikeability with new bicycle paths, trails, and connections to existing networks, such as the Atlanta BeltLine.
- Improve transit options for residents and area employees, including MARTA bus and rail access.
- Improve transportation options for visitors to hotels, consider a circulator shuttle to downtown Hapeville and connections to the airport.

### *Land Use*

- Draw a local grocer to the area. This desire was expressed by residents and employers in the Study Area.
- Support the growth and sustainability of small and local businesses in downtown.
- Provide a range of housing options - affordable, seniors and higher density housing in downtown.
- Provide greenspace for community events and a community garden. Incorporate pocket parks in neighborhoods lacking greenspace.
- Support the growth of corporate offices in Hapeville, particularly in the Corporate Crescent.

### *Vision & Character*

- Preserve Hapeville's "Small Town" charm.
- Encourage and enhance the growing art scene in Hapeville.
- Work to improve the school system in Hapeville to improve quality of life and attract young families with children to the area.
- Work with community assets, such as Delta, Porsche, and the airport, to create a sense of identity and character for Hapeville.

**CITY OF HAPEVILLE**

Comprehensive Plan Update/LCI Study

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Needs and Opportunities

## 3.0 Needs and Opportunities

### 3.1 Previous Studies and Plans

The City of Hapeville Comprehensive Plan/LCI Study Update builds on the momentum of previous plans and studies. Areas of concern and recommendations found during these studies were incorporated into the master plan recommendations, where appropriate. Following is a list of relevant previous studies:

#### Plan Hapeville 2025 Comprehensive Plan

In 2005, Plan Hapeville 2025 Comprehensive Plan was developed as a framework for future development. Recommendations from this plan include mixed use development in downtown Hapeville, the growth of Virginia Park into an activity center, the promotion of infill development in existing neighborhoods, and the use of SPLOST funding for sidewalk infill and improvements.

#### 2005 Hapeville Main Street Town Center LCI Study

This study provided direction for future growth and development along the downtown Hapeville Main Street District. The Dearborn Plaza was proposed as a mixed-use development in the downtown area, anchored by city hall.

#### 2010 Architectural Design Standards

This document followed the 2005 Hapeville Main Street Town Center LCI Study to provide a set of Architectural Design Standards for buildings and new development. The focus of these standards was to maintain the historical character found throughout Hapeville and enhance walkability in the area.

#### Plan Hapeville 2025 Comprehensive Plan Update

In 2013, the Plan Hapeville 2025 Comprehensive Plan was updated to accommodate major changes in land uses throughout the city. This comes as a

response to the 2005 Main Street Town Center LCI study and the closure of the Ford Motor Company Plant. The focus in this planning process was on future changes and the creation of mixed density areas.

#### 2014 Aerotropolis Atlanta Alliance Blueprint 2020 Master Plan

Guided by this 2014 visionary master plan - the Aerotropolis Atlanta Blueprint - and in partnership with the Aerotropolis Atlanta Community Improvement Districts, Aerotropolis Atlanta Alliance aims to become a national and international model for airport excellence. A key strategy of the Blueprint to implement its vision is the establishment of “Collectives” or action committees focused on organizing and aligning stakeholder interests. Three Collectives have been established thus far: Economic Development Collective, Workforce Development Collective, and Education Collective. All three Collectives are well on their way to establishing objectives and actively engaging participation in order to achieve the goals set out by the Alliance. A substantial part of southern Hapeville has been identified in the Atlanta Aerotropolis Alliance Blueprint 2020 Master Plan as a part of the ‘Corporate Crescent;’ an area planned for corporate offices and supporting services.

#### 2016 Aerotropolis Atlanta Community Improvements District Master Plan

The Aerotropolis Atlanta Airport Community Improvement Districts (CIDs) are a combination of the two Airport Area CIDs; Airport West (Fulton County) and Airport South (Clayton County). This Master Plan defines opportunities and challenges that will shape the areas surrounding Hartsfield-Jackson Atlanta International Airport, including the city of Hapeville.

### 3.2 Assets and Opportunities

Assets and Opportunities (illustrated in Figure 3.1a) are further described below:

#### The Main Street District

Hapeville was accepted into the Georgia Department of Community Affairs Main Street Program in 2003. This district constitutes most of the downtown core, including the Depot Museum and historic downtown buildings. As part of this program, Hapeville receives resources and technical assistance from the Department of Community Affairs for their efforts to preserve downtown and strengthen the local economy. The Advisory Board for the Main Street Program is comprised of local business owners and residents in the area. The board’s main focus is to regulate design standards, organize events, and take care of day-to-day economic functions for downtown.

#### The Arts District Overlay

In 2015, the city of Hapeville passed an ordinance defining the Arts District Overlay as shown in Figure 3.1a. The main objective behind this Overlay is to reinvent the city as a cultural destination. The Overlay encourages arts-based uses that are aimed at attracting visitors and residents to the area. Uses include art galleries, shops, restaurants, event venues and other facilities that support the objective and seek to integrate the arts into the fabric of the city.

#### Parks

There are five public parks in the city of Hapeville: Cofield Park, Hapeville Memorial Stadium, Jesse Lucas Y-Teen Park, the Tom E. Morris Sports Complex, and Master Park, as shown in Figure 3.1a.

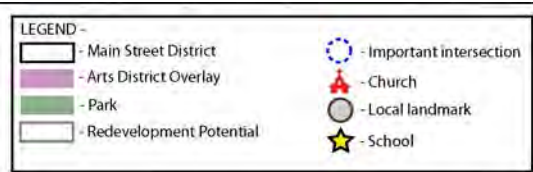
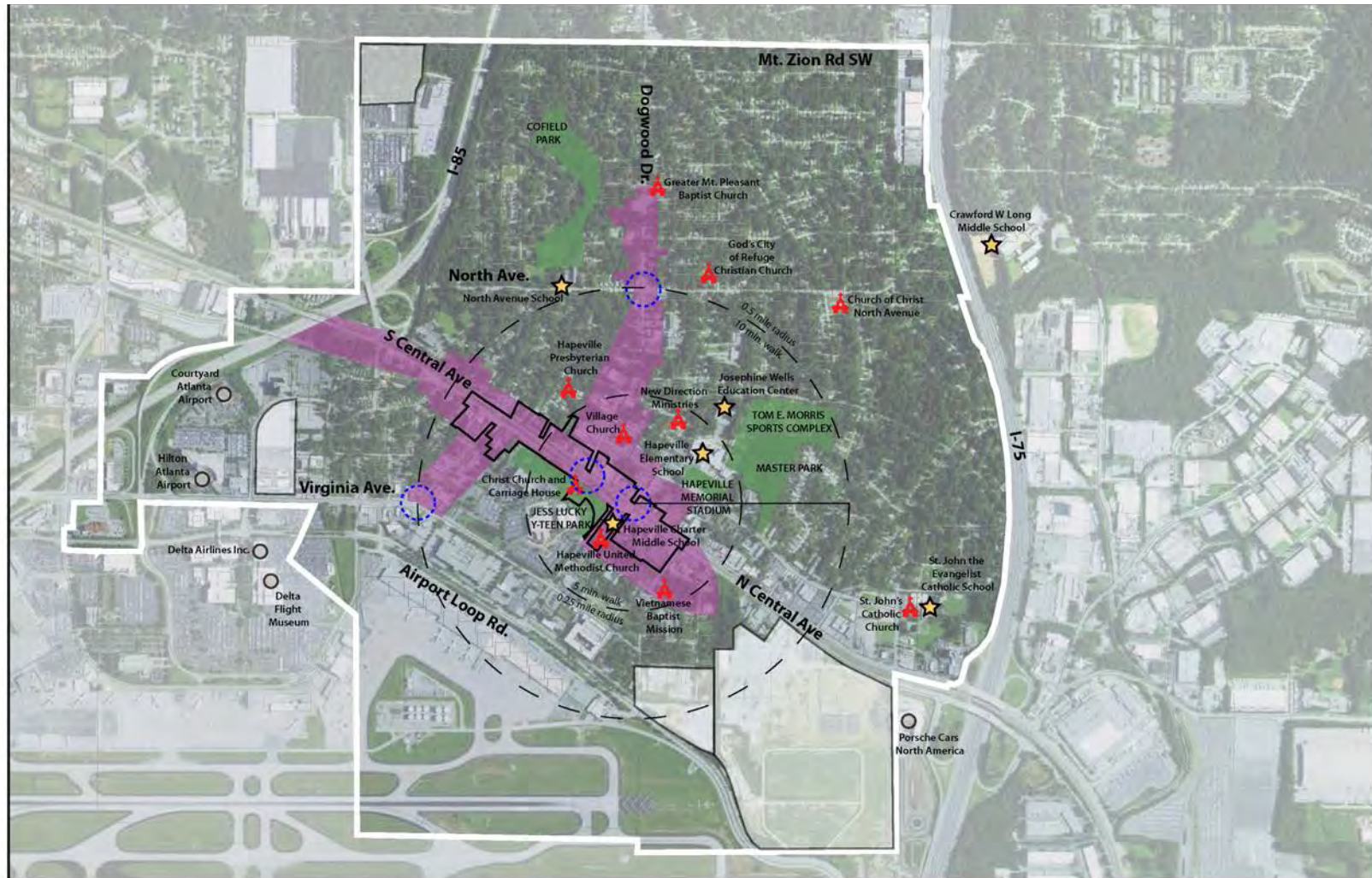


Figure 3.1a: Assets and Opportunities Map

### COFIELD PARK

This 6-acre park is located in northwest Hapeville, and serves the Happy Homes Neighborhood. Amenities of this park include, a picnic area, playground, and the Neighborhood Scout Hut/Community Center.

### HAPEVILLE MEMORIAL STADIUM

Located adjacent to the Tom E. Morris Sports Complex, this multi-use venue is used for sporting events such as youth football and entertainment events including movie screenings. This stadium was the former Hapeville High School football stadium and is considered an important part of the community's history. Fulton County owns and operates this stadium.

### JESSE LUCAS Y-TEEN PARK

Located in downtown Hapeville, at the intersection of Atlanta Avenue and Central Avenue, this 5-acre park includes a gazebo, swings, and a children's play area. The park's location provides a view into Hapeville's downtown, and is a popular lunch area for those working in the area.

### TOM E. MORRIS SPORTS COMPLEX

The Tom E. Morris Sports Complex is a city-owned park located next to Hapeville Elementary. This park serves as the main sports facility for the city of Hapeville, with two tennis courts, a lighted, full sized baseball field, and two small practice fields. The rest of the area is open green space for recreational activities, and a concert venue space. The city is responsible for the maintenance of these facilities. This park serves nearby residential areas, and acts as a buffer into downtown Hapeville with easy access to King Arnold Street and Parkway Drive.

### MASTER PARK

Established in 1935, Master Park was purchased through an executive order of the Works Progress Administration (WPA), and, now, serves as a historical resource, in addition to a passive recreation area. With picnic areas, a covered shelter, trails, and a soccer field, Master Park is Hapeville's nature park.

### Landmarks

Landmarks, as pictured in Figure 3.1a, include the major job centers/attractors that draw people into the area, including: Delta Airlines and the Delta Flight Museum, Porsche North America Headquarters and Experience Center, and several major hotels. These landmarks are highly visible from the interstates and major roadways through the community, due to building heights and influx of traffic. These landmarks serve as the catalyst for the Corporate Crescent, as identified in the Aerotropolis Atlanta Alliance Blueprint 2020 Master Plan.

### Schools

The Study Area currently has three schools, Hapeville Elementary School, Hapeville Charter Career Academy, and St. John the Evangelist Catholic School. Data from previous school years and community input have indicated a need and desire for improved school performance. Though new elementary school leadership has made great strides in recent years, the sentiment for improvement in the quality of public education in the city of Hapeville is still widely held. City of Hapeville residents are served by the Fulton County School District. Hapeville Elementary, which is located within the Study Area, is further described below. The Fulton County serving Middle School, Paul D. West Middle School, and High School, Tri-Cities High School, are both located outside of the city, and are rated a 2 out of 10 by GreatSchools.

### HAPEVILLE ELEMENTARY SCHOOL

Hapeville Elementary School is part of the Fulton County School District, offering Pre-K through 5th grade education for about 700 students. The student to teacher ratio is 11:1 for this school which is smaller than district average. While an important community resource, this school was rated a 4 out of 10 GreatSchools rating in 2014-2015 and a 61.7 ranking on the College and Career Ready Performance Index (CCRPI).

### HAPEVILLE CHARTER MIDDLE SCHOOL

This charter middle school serves grades 6th through 8th, serving close to 550 students and a 17:1 student to teacher ratio. This school is also facing poor performance scores with a 2 out of 10 GreatSchools rating and 59.5 CCRPI ranking.

### ST. JOHN THE EVANGELIST CATHOLIC SCHOOL

This private school serves approximately 320 students from Pre-K to 8th grade. School ratings/rankings are not made publicly available, but the long wait list for this school alludes to a higher performance in comparison to the public schools in the city.

### JOSEPHINE WELLS EDUCATION CENTER (VACANT)

This former private junior high school is located near the Tom E. Morris Sports Complex. This building now sits vacant.

It is important to note that there is no longer a local high school in Hapeville. During public meetings, residents who grew up in Hapeville communicated a loss of city identity when Hapeville High School closed.



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### 3.3 S.W.O.T. Analysis & Needs

This section summarizes the Strengths, Weaknesses, Opportunities, and Threats (S.W.O.T.) for the city of Hapeville. This information is based on community input and preliminary site analysis, as further described in the following sections.

#### Strengths

- City location: Proximity to the airport, downtown Atlanta, and interstate highways.
- Downtown Hapeville: Historic significance, vibrant shops and restaurants and a budding art scene.
- Walkability: Small historic blocks make downtown walkable - supporting community health and economic growth.
- Corporate Crescent: The Aerotropolis Atlanta Alliance Blueprint 2020 Master Plan has identified a portion of Hapeville as the 'Corporate Crescent,' ushering in additional development demand.

#### Weaknesses

- Incomplete pedestrian facilities and network limit mobility to autocentric transportation modes.
- The active railroad along Central Avenue lacks efficient crossings for pedestrians.
- Lack of efficient bike trails and network.

- Lack of transit options, particularly access to MARTA rail and direct connectivity to the larger metro transit system.
- Lack of access to grocery stores and fresh foods.
- Poor performing public schools. Improvements are necessary to attract and retain residents.

#### Opportunities

- Growth potential: Though the growth boundary is limited by the airport and interstate highways, growth potential lies in denser developments; the Corporate Crescent and vacant and under-utilized areas near downtown, Dogwood Drive, and the North Central Avenue are ideal locations for denser infill development
- Alternative Transportation Opportunities: MARTA's proposed rail extension through Hapeville to Clayton County provides an opportunity for the city to connect to the larger metro system. Additionally, coordination with local hotels and the airport shuttle, may provide new opportunities for additional connectivity to downtown Hapeville.
- Housing Density could be increased in downtown, with multi-family market demand, so long as it is done in a manner that preserves the historic character of the city. More residents in downtown would have a great impact on sustaining the existing and future businesses.

#### Threats

- Haphazard densification and development could threaten the small town character of the community.



**3.4 Project Accomplishments**

**2005 LIVABLE CENTERS INITIATIVE PROJECT ACCOMPLISHMENTS**

The 2005 LCI Study recommended a series of transportation projects, and those that have been accomplished are documented here. As with this study, the bulk of that study’s recommendations were pedestrian enhancements, sidewalk infill projects, and streetscape enhancements on key corridors. Some of the higher-profile projects from these recommendations have been implemented or are currently programmed (with a GDOT Project Identification Number) or under construction.

Key points on accomplishment of recommendations are as follows. Refer to the following table and Figure 3.4a for more information.

**STREETSCAPE**

The city has completed streetscape projects on Virginia Avenue, Doug Davis Drive, North Fulton Avenue and North Central Avenue. This LCI update revisits these recommendations and calls for further enhancement, in some cases outside of the public right-of-way.

**SIDEWALK INFILL**

The current study focuses on strategic sidewalk projects on higher-volume streets or on key connections to open spaces, civic amenities, or potential future transit stations. Local street sidewalk infill projects from the 2005 study not accomplished should continue to be a focus for the city.

**RAIL CROSSINGS**

The 2005 study called for removal of the existing pedestrian bridge over the Norfolk Southern corridor and replacement with two new bridges. This has not been implemented, and this study has not revisited that recommendation. The expense of implementing such a recommendation compared to the limited use that Hapeville has observed for the existing bridge suggests that enhancements to existing facilities are a more feasible path forward.

2005 Study Project Number	Description
T-2	North Central Avenue Streetscape
T-3	Dogwood Drive Pedestrian Upgrades
T-5	North Fulton Avenue Pedestrian Upgrades
T-6	Virginia Avenue Pedestrian Upgrades
T-8	Atlanta Avenue Pedestrian Upgrades
T-13	Doug Davis Drive Sidewalk Infill
T-25	College Square Neighborhood Sidewalk Infill (two projects identified as part of city’s Loop Road Access sidewalks project)
T-29	Bicycle lanes on Dogwood Drive (part of current streetscape from North Avenue)



- Completed Project
- Under Construction
- Programmed

Figure 3.4a: Project Accomplishments Map

**2005 PLAN HAPEVILLE 2025  
COMPREHENSIVE PLAN  
PROJECT ACCOMPLISHMENTS**

The 2005 Plan Hapeville 2025 Comprehensive Plan included a Short Term Work Program Project List. Following is a project status update of the previous Comprehensive Plan’s work program.

<i>City of Hapeville Comprehensive Plan: Project Accomplishments Short Term Work Program 2012-2016 - Project Status Update</i>										
<i>Planning Element &amp; Associated Tasks (project and activity from previous STWP also listed)</i>	<i>2012</i>	<i>2013</i>	<i>2014</i>	<i>2015</i>	<i>2016</i>	<i>Responsible Party</i>	<i>Cost Estimate</i>	<i>Funding Source</i>	<i>Status</i>	<i>Comments</i>
<i>Economic Development</i>										
Implement loan fund targeting loans to downtown businesses						Economic Development Department	\$100,000	Fulton County CDBG & General Fund	Postponed	Funds will be rescheduled for use in 2012-2016. Deteriorating economic conditions gave rise for the postponement and the need to amend the program. The amended program is subject to Fulton County approval and is in progress.
Implement Downtown Hapeville Redevelopment Plan, including a façade grant program	✓	✓	✓	✓	✓	Economic Development Department	\$75,000	General Fund	Completed	Completed streetscape enhancements on North and South Central Avenues and gateways, added gateway and directional signs and banners and utilized façade grant program for rehabilitation of downtown storefronts. Public art installations, and downtown park renovations have begun with relocation of Historic Christ Church and creation of an ancillary Carriage House. A Main Street Program has been created. Neighborhood identification sign program in process. An Opportunity Zone, which includes downtown, has been established.
Implement South Hapeville Redevelopment Plan	✓	✓	✓	✓	✓	Economic Development Department	\$50,000	General Fund	Completed	The 33-acre Asbury Park project has been modified in response to redevelopment of the nearby Jacoby property. This project features increased residential densities and includes 1,357 condominiums, 58 townhomes, and 689 multifamily housing units. Phase 1A, encompassing a diverse range of housing: townhomes (12+ units), condominiums (5+ units) and an apartment complex (250+ units) has been completed.
Phase I Market Analysis for Downtown Commercial District	✓					Economic Development Department	\$15,000	General Fund	Completed	Phase I Market Analysis has been completed for the former Ford plant site. Analysis focused on the feasibility of a tourism component. A Phase I Market Analysis for the Downtown District is scheduled to begin in the fiscal year 2011-2012

**City of Hapeville Comprehensive Plan: Project Accomplishments** Short Term Work Program 2012-2016 - Project Status Update

<i>Planning Element &amp; Associated Tasks (project and activity from previous STWP also listed)</i>	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source	Status	Comments
<b>Natural and Cultural Resources</b>										
Establish a National Historic District									Completed	Completed in 2010
Map areas for acquisition under the Community Greenspace Program; acquire sites utilizing earmarked State funds, developer dedications and conservation easements									Not Relevant	Program has been abandoned as the State has de-funded the Greenspace Program
Tree Preservation and Conservation: Adopt Tree Conservation Ordinance									Completed	Completed in 2010
<b>Community Facilities and Services</b>										
Install new sidewalks throughout the city	✓	✓	✓	✓	✓	Community Services Department	\$150,000	General Fund	In Progress	This project in current in process
Repave one street a year	✓	✓	✓	✓	✓	Community Services Department	\$250,000	LMIG Funds	Completed	
Replace water meters on one street a year	✓	✓	✓	✓	✓	Community Services Department	\$30,000	Water/Sewer Fund	Completed	Completed in 2016
Beautify two (2) Greenspace areas a year	✓	✓	✓	✓	✓	Community Services Department	\$40,000	General Fund	Completed	Completed Greenspace projects in the Municipal Annex, Railroad Corridor near Jess Lucas Y Teen Park and Cofield Park
Complete sanitary sewer survey of entire city within 5 years	✓	✓	✓	✓	✓	Community Services Department	\$260,000	Water/Sewer Fund	In Progress	This project in current in process
Resurface track around football field	✓					Recreation Department	\$30,000	Various Sources	Not Yet Accomplished	This project is scheduled for FY 2018/2018
Resurface practice field behind Senior Center		✓				Recreation Department	\$350,000	Grant	Not Yet Accomplished	This project is scheduled for FY 2019/2020
Maintain Department's State Certification	✓	✓	✓	✓	✓	Police Department	\$1,500	General Fund	Completed	
Achieve a National Law Enforcement Accreditation	✓	✓	✓	✓	✓	Police Department	\$15,000	General Fund	Completed	Completed in 2016

**City of Hapeville Comprehensive Plan: Project Accomplishments** Short Term Work Program 2012-2016 - Project Status Update

<i>Planning Element &amp; Associated Tasks (project and activity from previous STWP also listed)</i>	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source	Status	Comments
Replace 12 police vehicles	✓	✓	✓	✓	✓	Police Department	\$480,000	General Fund	In Progress	Five (5) vehicles have been replaced
Repave Public Safety Building Parking lot	✓					Police Department	\$30,000	General Fund	Not Yet Accomplished	Budget constraints have delayed this project; may be re-evaluated in 2019
Continue Citizen Police Academy and SafetyVille Programs	✓	✓	✓	✓	✓	Police Department	\$50,000	General Fund	Completed	This project is completed and an ongoing program within the Police Department
Establish Police Explorer Program	✓	✓	✓	✓	✓	Police Department	\$100,000	General Fund	Postponed	This project is postponed and will be re-evaluated for funding and participation in 2018
Add Administrative Assistant for Certification Management and Reception	✓	✓	✓	✓	✓	Police Department	\$150,000	General Fund	Complete	Completed in 2014
Complete renovations to Cofield Park									Completed	Completed in 2009
Complete renovations to Master Park									Completed	Completed in 2010
Use public improvements as an incentive to encourage property owners to comply with local codes and ordinances. Public improvements to encourage compliance; S. Central Avenue Sidewalk, Curb and Gutter Project (Stimulus)									Completed	Completed in 2010
<b>Transportation</b>										
Design a linear park trail	✓	✓				Recreation Department	\$80,000	LCI Supplemental Grant and General Fund	Completed	
Resolve the railroad crossing closing issue		✓				GDOT, N/S Railway and City of Hapeville	\$5,000	GDOT and N/S	Not Yet Accomplished	Resolution is pending a decision on planned commuter rail line



**City of Hapeville Comprehensive Plan: Project Accomplishments** Short Term Work Program 2012-2016 - Project Status Update

<i>Planning Element &amp; Associated Tasks (project and activity from previous STWP also listed)</i>	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source	Status	Comments
Remain committed to HATMA, supporting such programs as van pools, shuttle service and employer discounts on MARTA cards									Not Yet Accomplished	HATMA has been abandoned
Investigate and implement approaches for generating more downtown parking									Completed	City acquired property in the downtown and established public parking facilities
Implement streetscape identified in Virginia Park Master Plan; Completed Virginia Avenue LCI Streetscape									Completed	Completed in 2011
Traffic Calming Measures for Cofield Drive; added stop sign at intersection of Cofield and Gordon Circle									Completed	Completed in 2005
Resurface Selected City Street; Since 2005 (11) streets have been resurfaced with LARP funds.									Completed	Completed 2005, 2006, 2007, 2008, 2009 and 2010
<b>Housing</b>										
Assemble and acquire land for resale to small residential builders									Completed	Completed 2002, 2004, 2005 and 2006
Fund infrastructure improvements in College Square									Completed	Completed in 2008
<b>Land Use</b>										
Incorporate the Hapeville Town Center LCI Study into the Comprehensive Plan and text revisions, as appropriate.	✓					Community Services Department	\$10,000	General Fund	Not Yet Accomplished	The Hapeville Town Center LCI Study will be incorporated as a Plan amendment in 2012
Periodically update the digitized FLUM	✓					Community Services Department	\$7,500	General Fund	Not Yet Accomplished	The FLUM will be updated with incorporation of the LCI Virginia Park Master Plan
Modernize the zoning ordinance to accommodate mixed use as well as other innovations such as performance based zoning									Completed	Numerous amendments have been made to the ordinance such as creation of a mixed use district and an "Urban Village" Zone. Architectural Design Standards have also been adopted and are strictly enforced.
Pursue elimination of nonconforming uses, structures and facilities through enforcement during permitting and other mechanisms	✓	✓	✓	✓	✓	Community Services Department	\$25,000	General Fund	Currently Underway	A Design Review Committee reviews all plans for compliance; Code Enforcement practices proactive enforcement of codes, as appropriate and Planner monitors loss of "grandfathered" status
Re-adopt the Official Zoning Map	✓	✓	✓	✓	✓	Community Services Department	\$125,000	General Fund	Completed	Completed in 2009
Revise the Subdivision Regulations	✓					Community Services Department	\$25,000	General Fund	Not Yet Accomplished	Budget constraints have delayed this project; may be re-evaluated in 2012

**CITY OF HAPEVILLE**

Comprehensive Plan Update/LCI Study

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# 4.0 Land Use Element

## 4.1 Existing Land Use, Zoning, and Land Conditions

This section describes existing conditions and understandings of the city of Hapeville local neighborhoods, land use, zoning, and land conditions.

### CITY GOVERNMENT

The city of Hapeville is governed by a City Manager form with a Mayor and 4 City Council members. They are as follows:

#### Mayor

Alan Hallman

#### Council

Michael Randman, Councilman at Large

Josh Powell, Councilman (1st Ward)

Diane Dimmick, Councilman (2nd Ward)

(Vacant/suspended), Alderman at Large

#### City Manager

William Whitson

### LOCAL NEIGHBORHOODS

Figure 4.1a illustrates the six local neighborhoods: Azalea Park, Central Park, Cofield Park, Moreland Park, Northwoods, and Virginia Park, that comprise the city of Hapeville residential community. These neighborhoods are predominately single-family residential. While the housing character is overwhelmingly similar throughout the community, each neighborhood is unique in housing character, based on when it was developed, street network and greenspace.





## Neighborhood Association Map

- 1. Azalea Park
- 2. Central Park
- 3. Cofield Park
- 4. Moreland Park
- 5. Northwoods
- 6. Virginia Park

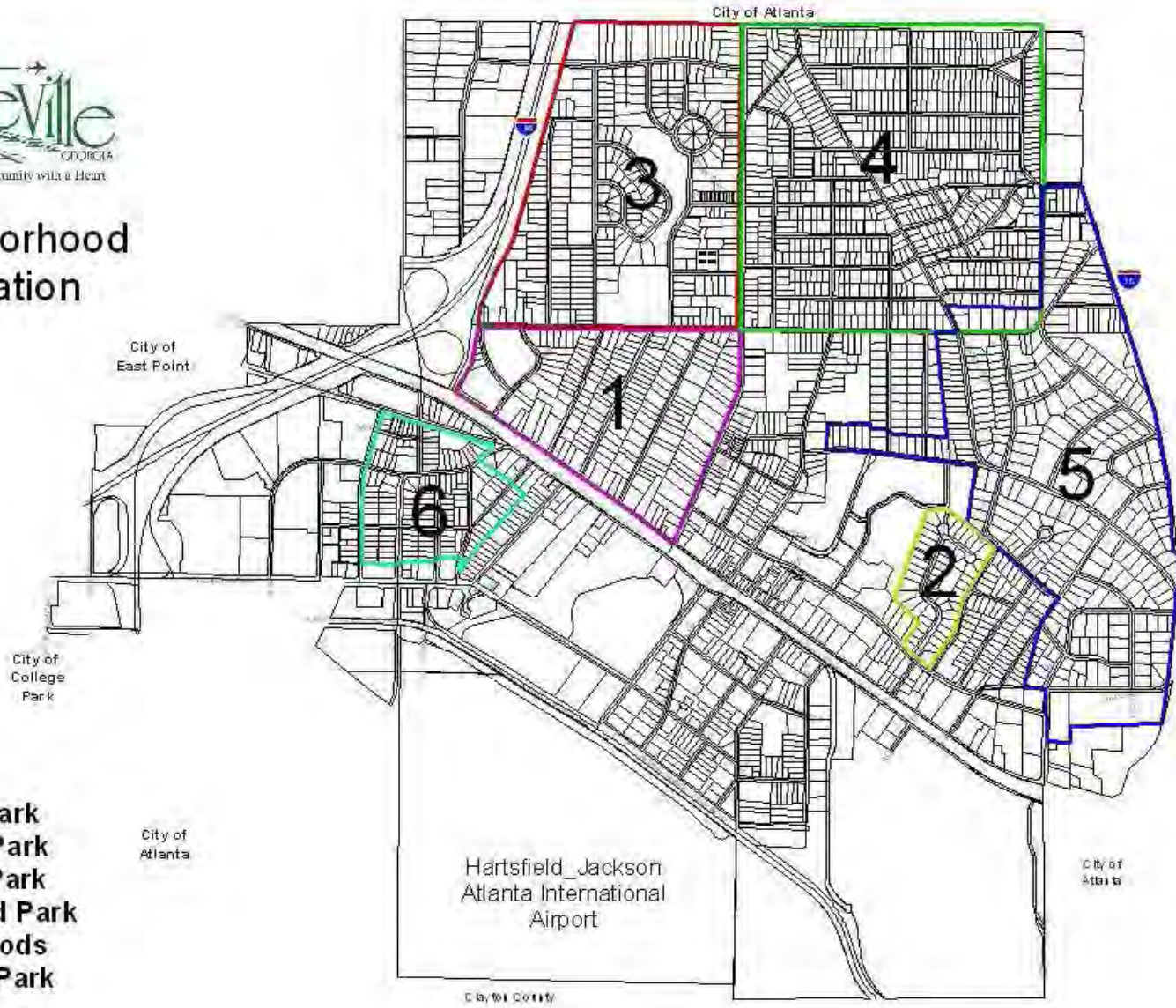


Figure 4.1a: Neighborhood Association Map (Source: City of Hapeville)



### Existing Land Use

The Study Area for this report is approximately 1,500 acres. Current land uses within the Study Area remain fairly segregated, with commercial/retail areas along Central Avenue, moving south towards the airport, and residential areas in the north. Refer to Figure 4.1b. It is recommended that the city update this map based on changing land uses and new development.

### COMMERCIAL

Commercial land use is the prominent land use, second to residential, with a majority of this land in small parcel developments along Central Avenue and Dogwood Drive. Commercial uses are largely in the form of gas stations, fast food, and sit down restaurants, towards the North Central Avenue/I-75 junction, and art galleries, bakeries, local restaurants, small strip centers, and other neighborhood service businesses, towards the South Central and Dogwood Drive intersection. Larger commercial parcels include larger businesses and chains including Wells Fargo, Courtyard by Marriott Atlanta Airport, and Hilton Atlanta Airport on Atlanta Avenue near the I-85/South Central Avenue junction.

### INDUSTRIAL

A majority of the industrial land use is situated along the southeastern edge of the Study Area, the former site of the Ford Atlanta Plant. This site has seen reinvestment and land use categories are changing with the under-construction Solis Hotel, the 2015 opening of Porsche North America Headquarters and Experience Center. Industrial land use can also be seen in the north-eastern quadrant of the city, fronting I-75.

### PUBLIC/INSTITUTIONAL

Public/Institutional land uses consist of civic buildings such as fire/police departments, city hall, schools, and churches. Within the city of Hapeville, a small concentration of Public/Institutional use can be seen toward the central portion of Central Avenue (Figure 4.1b), with a few parcels located within residential areas.

### PARKS/RECREATION/CONSERVATION

Within the city of Hapeville, there five parks that provide recreational and passive opportunities (refer to Section 3.3 for more information). Large park space can be seen in Figure 4.1b, predominately in the northern portion of the city while few public parks existing south of South Central Avenue.

### RESIDENTIAL

Residential land use is the primary use within the LCI Study Area. The majority of residential land use is seen in the northern portion of the city. Because of the tight historic street network, neighborhoods are fortunate to have great connectivity and walkability to area amenities. It should be noted, that many of these neighborhood streets lack sidewalks. Strategic sidewalk infrastructure is discussed in the Recommendation section of this report.

### TRANSPORTATION/COMMUNICATION/UTILITIES

This land use consists of major transportation routes, utilities such as sewage treatment plants and power lines, power substations, public R.O.W., railroad, and communication facilities. These areas generally have a high percentage of impervious surface coverage.

### UNDEVELOPED/VACANT

Undeveloped and vacant land is predominately located on the southern portion of the city, providing many opportunities for the development of the Corporate Crescent. Vacancies can also be seen peppered throughout the existing neighborhoods.

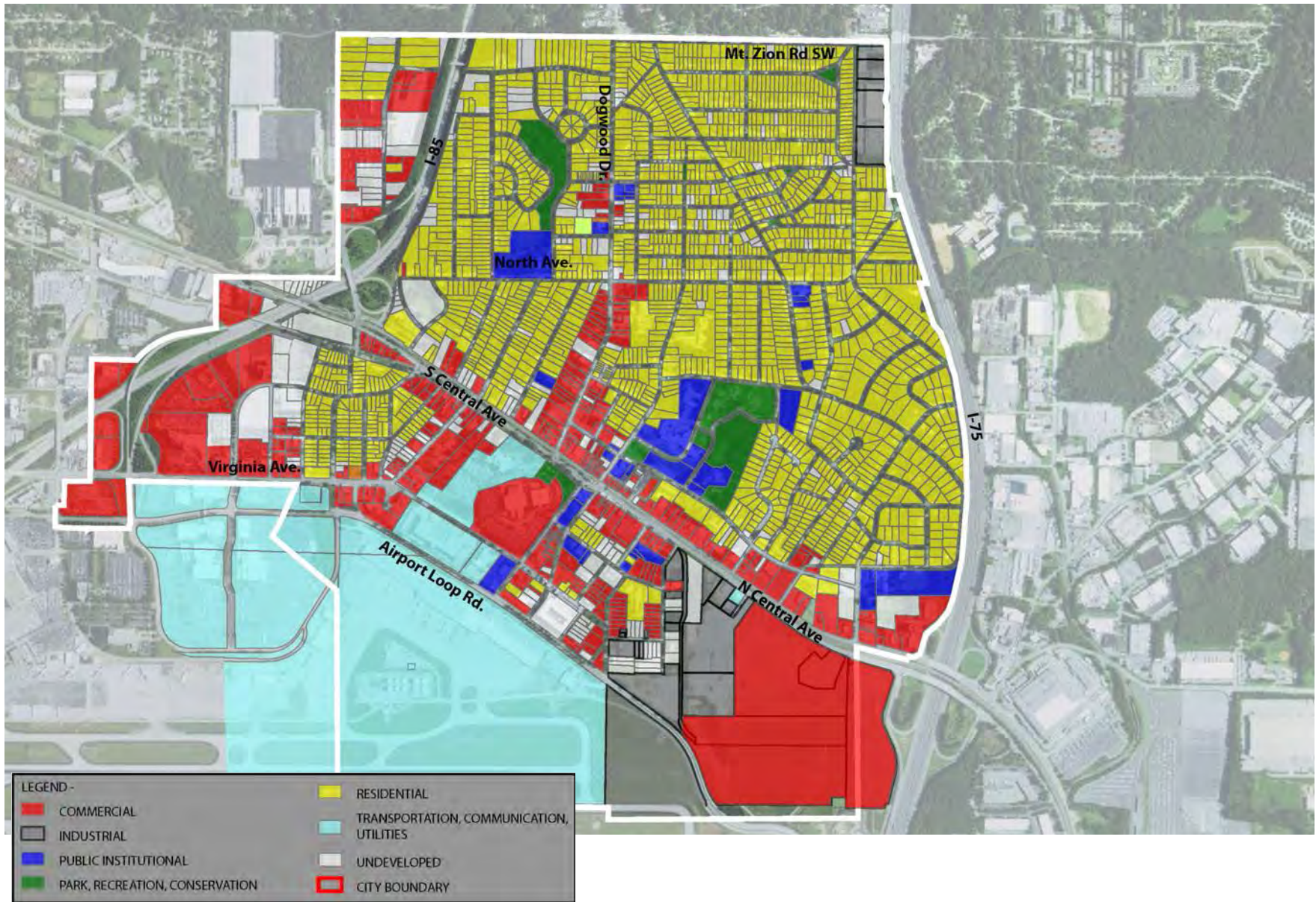


Figure 4.1b: Existing Land Use Map

## Future Land Use

The city of Hapeville's Future Land Use Map was updated after the 2005 Comprehensive Plan Update to accommodate plans from the 2005 Hapeville Main Street Town Center LCI Study. The update added new density and height related guidelines for the land use categories illustrated in the Future Development Map (Figure 4.1c). These additions are summarized as follows:

### LOW INTENSITY MIXED USE

2-3 storey construction, suitable for Commercial-Residential and Urban Village zoning.

### MEDIUM INTENSITY MIXED USE

4-5 storey construction, single or two storey commercial developments near mid-rise buildings.

### HIGH INTENSITY MIXED USE

Building heights should be limited to:

- Two to three stories in neighborhoods
- Three stories along Dogwood Drive
- Four stories along North Central Avenue
- Four stories in Downtown
- Eight stories in College Square (now Asbury Park) near the airport
- Twenty stories on Sylvan Road

Key future land use objectives can be seen in the southern portion of the Study Area, focused on redevelopment of the Ford Atlanta Plant and other under-utilized sites in the Corporate Crescent into

high density mixed use development. North and South Central Avenue are predominately medium-intensity mixed-use to encourage infill. The north-west quadrant of the city, just west of I-85 is categorized high-intensity mixed use, to encourage redevelopment of this predominately industrial area.



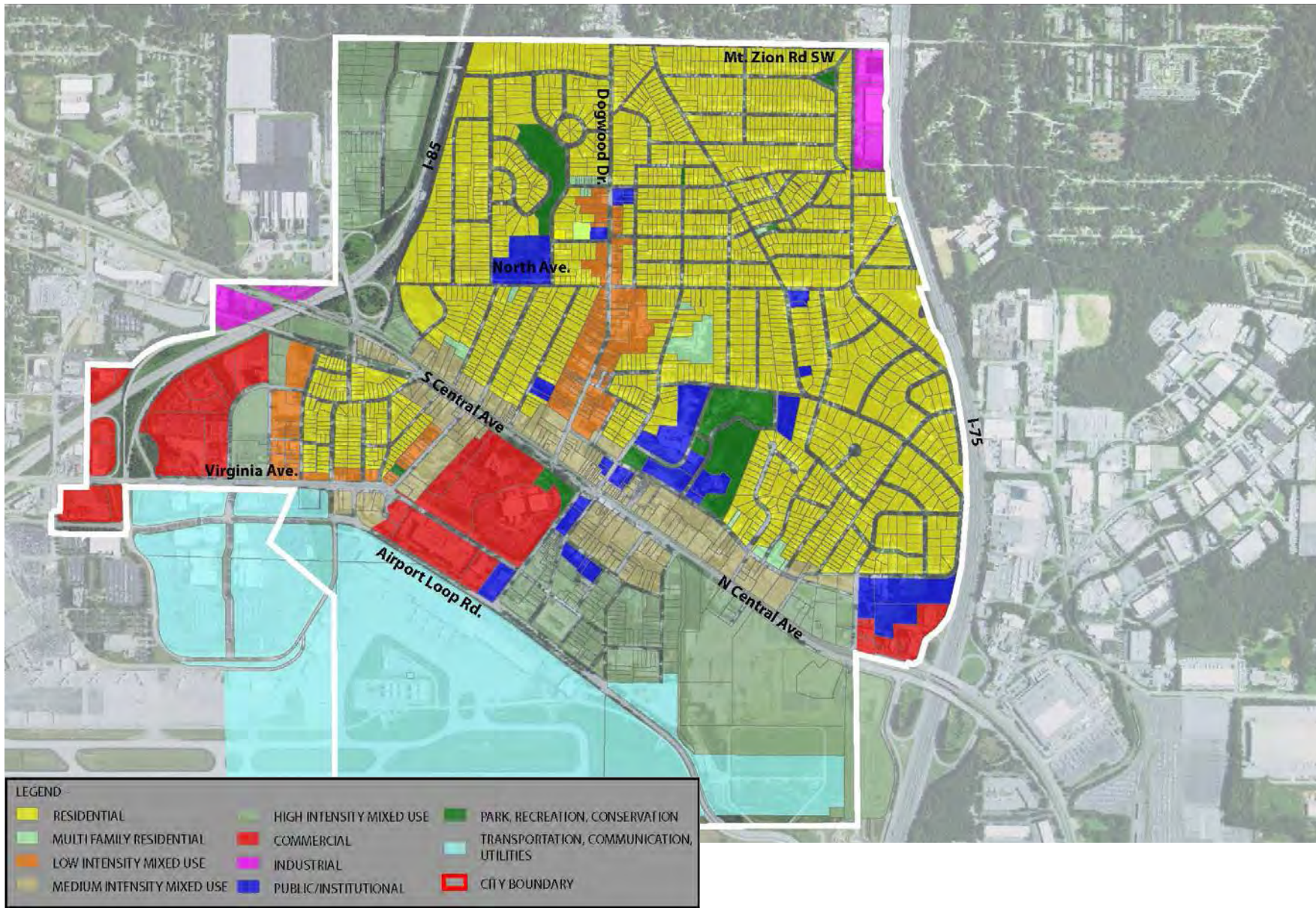


Figure 4.1c: Future Land Use Map

**Existing Zoning**

Figure 4.1d provides a map of the currently adopted zoning categories for the city of Hapeville.

The City of Hapeville Zoning Code is used to provide a guide for current and long-range planning activities. City development is regulated through the city’s Zoning Ordinance. Specific zoning regulations establish minimum parcel sizes and setbacks together with building design, parking/landscape requirements and signage control.

**Arts District Overlay**

The city Zoning Ordinance also includes the Arts District Overlay that was established to help Hapeville reinvent itself as a cultural destination as it related to its downtown. This District Overlay was seen as a necessary measure to help protect the city’s downtown character from development pressures. The Overlay specifies preferred land uses that support the growth of the arts. The hope is to provide an arts destination that residents and travelers alike can enjoy.

**Architectural Design Standards**

This document provides a set of Architectural Design Standards for buildings and new development. The focus of these standards is to maintain the historical character found throughout Hapeville, and enhance walkability.

Zoning Code	Description
R-0	One-Family Residential
R-AD	Residential-Architectural Design
R-1	One-Family Residential – allows playgrounds, parks and recreational buildings in addition to uses permitted in R-0
N-C	Neighborhood Commercial
R-2	Two-Family Residential
R-3	Two-Family Residential – allows for attached houses and patio houses with no more than four dwelling units attached in addition to uses permitted in R-2
R-4	Multi-Family Residential
R-I	Residential Infill Overlay
V	Village Zone
U-V	Urban Village
R-SF	Residential Single Family
R-5	One Family Attached-Detached Residential
RMU	Residential Mixed Use
C-R	Commercial-Residential
C-1	Retail Commercial
C-2	General Commercial
I-1	Light Industrial
I-2	Heavy Industrial
B-P	Business Park
D-D	Downtown Development
C-T	Commercial Transportation
P-D	Planned Unit Development





### Streams and Floodplains

The city of Hapeville sits within the Flint River Basin. The Flint River, which runs through the southwestern corner of Hapeville, from College Park to the airport, is daylight for portions of its run through Hapeville (Figures 4.1e - 4.1g).

The East South River Tributary also flows through Hapeville in the Northwoods Neighborhood.

A portion of Mud Creek is also visible near the southern end of the LCI Study Area.

100-year floodplains are also depicted on Figure 4.1g. In some instances, floodplains are undeveloped and dedicated to park space. Areas where this is not the case, recommendations address potential greenspace and infrastructure enhancements.

Typically, Low Impact Developments (LIDs) such as greenspace and walking/biking trails are acceptable developments within floodplains and stream buffers, providing a direct and safe link to nature for pedestrians and cyclists, while protecting environmental health. These concepts are considered in the recommendation section.



4.1e: View of Flint River, South of I-85



Figure 4.1f: Flint River inside the Airport Boundary





Figure 4.1g: Streams and Floodplains Map

## Topography

The 2-foot contour map of the Study Area (Figure 4.1h) illustrates the general site topography; High and Low points are distinguished with the letters H and L, respectively. The map indicates Low Points largely coinciding with floodplains and near the airport. High Points indicate a visible ridge line running north to south, centrally through the Study Area.





Figure 4.1h: Topography Map



## 4.2 Historic Resources

The city of Hapeville was established in 1875 after Dr. Samuel Hape persuaded the Central Railroad and Banking Company of Georgia to establish a flag stop in the area. Hapeville was incorporated by the Georgia Assembly on September 16, 1891 with transportation as a major influence on the development of this town. Transportation remains a staple in the city with the active railroad and airport influencing growth and economic development.

On October 14, 2009 the Hapeville Historic District was established (Figures 4.2a - 4.2c). With this designation the city is eligible for Historic Preservation Funds. The Hapeville Historic District includes historic commercial and residential areas composed of mostly one to two story brick buildings, which portray a variety of historic architectural styles. Local contributing landmarks include the Depot Museum (1890) and the Masonic Lodge (1903) and the commercial district along North Central Avenue.

Many homes in the residential neighborhoods are identified as historically significant. Areas west of I-85 along Cofield drive display Folk Victorian, Queen Anne, Craftsman, Colonial Revival, English Vernacular Revival and Classical Revival historic architectural styles. There are about half a dozen mid-century apartment complexes containing two-story buildings with a courtyard. Figure 4.2c illustrates contributing and non-contributing parcels.



Figure 4.2a: Historic Depot Museum



Figure 4.2b: Historic Downtown



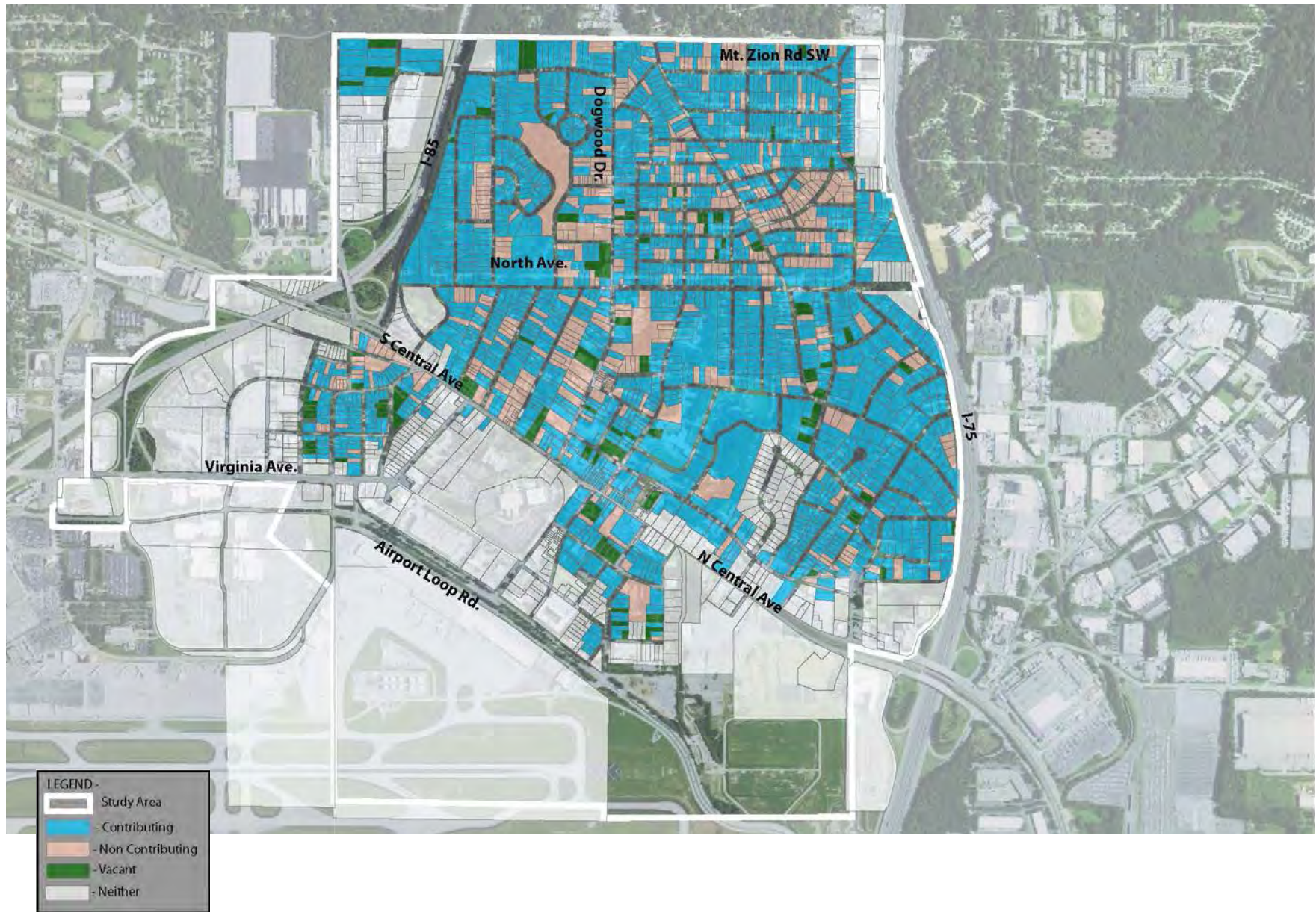


Figure 4.2c: Map of Historic Places

**CITY OF HAPEVILLE**

Comprehensive Plan Update/LCI Study

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## 5.0 Transportation Element

### 5.1 Existing Road Network Analysis

The city of Hapeville's identity throughout its history has had close links to transportation infrastructure serving the Atlanta region. From its beginnings as a rail-stop community on the Macon and Western Central Georgia Railroad, Hapeville has been shaped by the introduction of new roads, railroad and other transportation facilities, but most dramatically by the construction of the Atlanta Municipal Airport and its transformation into today's Hartsfield-Jackson Atlanta International Airport (HJIA). Today the city lies at a key confluence of major transportation facilities serving both passenger and freight movement, yet still maintains a small-town character that reflects the community's history.

This section of the study report discusses current conditions of the transportation system in Hapeville. It is important to understand these in two different contexts: local transportation that primarily serves Hapeville's residents and businesses, and regional transportation that connects with the city and has impact on its neighborhoods and community center. Most transportation infrastructure and services lie somewhere at the intersection of these two contexts.

#### EXISTING ROADWAY NETWORK

Hapeville's roadway network consists of a grid of surface streets that make up its traditional neighborhoods and commercial district, bounded on the east and west by Interstates 75 and 85, respectively, and by the Airport Loop Road on the south, which circles the HJIA runway and terminal complex. Both interstates feature interchange access with Hapeville surface streets as well as non-interchange

surface street crossings, meaning that in spite of the effective boundary the roads create for the city, they are not heavy barriers to the city's connection to the surrounding street network.

Most surface streets in Hapeville are classified as local streets, although the network also includes a small but significant portion of arterial and collector streets as well as three miles of Interstate highway and ramps within or adjacent to the city limits. Figures 5.1a and b summarizes how these streets are distributed by functional classification.

## Existing Conditions Highlights

- Hapeville's traffic volumes are well within the capacity of its roads. This does not mean there is not traffic delay on some streets at certain times of the day, but traffic problems are not related to inadequate roadway capacity.
- Interstates 75 and 85 frame the city on its east and west sides, respectively.
- The city is bisected by the Norfolk Southern rail corridor, serving around eight trains per day.
- The city enjoys transit service at the terminus of one of MARTA's busiest bus routes.
- The proximity of Hartsfield-Jackson Atlanta International Airport gives the city access to major freight and passenger movements.



Classification	Major Streets Included	Centerline Mileage	Controlled by GDOT	Controlled by the city of Hapeville
Interstate/Ramps	I-75, I-85	3.0	3.0	None
Minor Arterial	Sylvan Road, North Central Avenue, Dogwood Drive, King Arnold Drive	3.7	1.8	1.9
Major Collector	South Central-Porsche Avenue, Airport Loop Road, Virginia Avenue	4.4	None	4.4
Local	North Avenue, Mount Zion Road	27.8	None	27.8

Figure 5.1a: Distribution of Streets by Functional Classification and Agency Ownership



Figure 5.1b: Hapeville Roadway Functional Classification

## **RAIL AND FREIGHT-BASED INFRASTRUCTURE**

The city is bisected by the historic Macon and Western Central Georgia Railroad, today owned and operated by Norfolk Southern (NS) as their S Line. This is a spur line that connects to the shared-track-age trunk line between Norfolk Southern and CSX Transportation that extends to downtown Atlanta. According to GDOT's freight rail system maps, this corridor carries between 15 and 34 trains per day from Hapeville inbound toward downtown Atlanta and between 5 and 14 trains per day outbound toward Macon. Within Hapeville, six surface street crossings provide connection across the railroad, as well as one surface pedestrian crossing (at North Fulton Avenue) and a grade-separated pedestrian bridge just east of North Fulton Avenue. Refer to Figure 5.1c.

Hapeville is served by an extensive roadway freight network as well, especially Interstates 75 and 85. By default, any GDOT route is an official truck route, meaning that both the Interstates and a series of surface streets allow through-movement by trucks.



# Hapeville Railroad Crossings



Figure 5.1c: Hapeville Railroad Crossings

### VEHICLE TRAFFIC AND TRAFFIC CONTROL

Hapeville's streets carry moderate amounts of traffic when compared to other communities in Atlanta's urbanized area, especially when considering proximity to HJIA and its major passenger and freight facilities. Although the two Interstates each carry between 140,000 and 160,000 vehicles per day as they pass Hapeville, surface street volumes do not exceed the approximately 18,000 per day on Airport Loop Road. North Central Avenue and Virginia Avenue have maximum volumes around 12,000 vehicles per day, and Sylvan Road and Dogwood Drive each carry below 10,000 vehicles per day.

These traffic volumes are well within the capacity of their streets, with a typical two-lane road generally able to carry up to 15,000 to 18,000 vehicles per day depending on its surrounding context. Virginia Avenue and Airport Loop Road have four-lane typical street sections, allowing these streets to carry up to 25,000 vehicles per day and continue to allow efficient traffic operations overall. Refer to Figure 5.1d.

#### Dogwood Drive

North of the Hapeville city limit, in Atlanta, Dogwood Drive turns into Metropolitan Parkway. The traffic volume north of this corridor in Atlanta is much higher than it is in Hapeville - over 12,000 vehicles per day, decreasing to approximately 5,500 on Dogwood Drive in Hapeville. Traffic volumes are approximately 20,000 along Cleveland Avenue, suggesting vehicles traveling south on Metropolitan Parkway from central Atlanta utilize Cleveland Avenue to access I-85 and I-75 and do not continue into Hapeville for the same function.

#### Sylvan Road

Although it is not one of Hapeville's core thoroughfares, Sylvan Road has the highest north-south traffic volume in the city, approximately 7,000 vehicles per day near the intersection of the I-85 interchange. This is due in part to a greater concentration of commercial land uses on this corridor than on Dogwood Drive, which is primarily a residential street for most of its extent in Hapeville: Sylvan Road serves an airport parking business on the east side of the street and a manufacturing facility on the west side of the street in the Atlanta city limits.

#### North Central Avenue and South Central Avenue

As Hapeville's primary east-west connections, traffic volumes are higher on the eastern half of North Central Avenue from Dogwood Drive (State Route 19) to Interstate 75; they continue to increase as North Central Avenue crosses I-75, turning into Crown Road, then Old Dixie Highway. The traffic volumes at this segment, approximately 12,000 vehicles per day, are higher than on South Central/Porsche Avenue. Traffic volumes along S Central Avenue are lower than along N Central Avenue.

#### Virginia Avenue and Airport Loop Road

Vehicle traffic generated by the airport is highest along the roadways feeding into the access points for passenger traffic south of the city. The Airport Loop Road is within the Hapeville city limit and has vehicle traffic volumes between approximately 16,000 and 17,000 vehicles. Virginia Avenue supports some of the traffic volumes to the northern access points of the airport as well, specifically to the Delta Head-

quarters. Virginia Avenue traffic is higher between the I-85 intersection and Delta Boulevard decreasing to the east, indicating that vehicle traffic diverts from Virginia Avenue toward Delta and the airport before the roadway connects to the streets leading into central Hapeville.

Overall, these patterns suggest that traffic is not a problem for the city, although some corridors, especially North Central Avenue, do experience occasional delay due to traffic control. This is due in part to the highly specialized forms of traffic control at intersections with railroad crossings. When streets cross the Norfolk Southern tracks, traffic flow leaving the crossing is usually not stopped approaching intersections to reduce the risk of traffic queues forming on the crossing and in the path of trains. However, this requires all-way stop control on other legs of these intersections, which introduces regular disruptions to traffic flow on the streets that must stop.



# Select Daily Traffic Volumes



Figure 5.1d: Select Daily Traffic Volumes



## 5.2 Existing Alternative Modes Analysis

### TRANSIT SERVICE AND INFRASTRUCTURE

As a municipality in Fulton County, the Metropolitan Atlanta Rapid Transit Authority (MARTA) is Hapeville’s primary transit service provider. MARTA operates three routes through the center of Hapeville, and these connect to Clayton County (via Route 193) and to three different stations on MARTA’s Gold and Red rail line corridor.

Route 95, which serves the Metropolitan Parkway corridor in Atlanta and continues into Hapeville on Dogwood Drive, is one of the busiest routes in the MARTA system. This route terminates in Hapeville with a turnaround loop at King Arnold Street and Sunset Avenue.

Figure 5.2a illustrates the MARTA transit routes serving the city and depicts MARTA bus stops by average weekday ridership activity, with larger circles representing higher ridership. Ridership is highest along Route 95, although two stops along the North Central corridor near the Delta headquarters district also have relatively high numbers of riders. Detailed information is not available on the specific destinations of riders at these stops, but stops near major centers of employment generally appear to be busier than stops only in neighborhoods. This suggests that transit is serving an important role in connecting workers to Hapeville jobs, perhaps more so than it serves the mobility needs of Hapeville residents.

### AIRPORT TRANSIT

In addition to MARTA services designed for passengers and connecting to a larger system, Hapeville includes airport- and employer-related shuttle transit service that is not designed for general public use. This includes shuttles operated by Delta Air Lines to connect its administrative headquarter facilities, by hotels in Hapeville and College Park to carry passengers to and from the airport terminals, and by HJAJA itself to connect its international and domestic terminals. None of these services have available information on ridership, service frequency, or operating cost, but it is clear they provide important services in Hapeville connecting between employment and visitor destinations.

## Transit Routes and Ridership



Figure 5.2a: Transit Routes and Ridership



**BICYCLE AND PEDESTRIAN SYSTEMS**

Hapeville has approximately 26 miles of sidewalk, equating to approximately 67 percent of sidewalk coverage for streets and roads throughout the city, though many (especially in residential neighborhoods) have sidewalks only on a single side or none at all. In almost all cases, Hapeville’s sidewalks are narrow and have minimal separation from curbs. This is not necessarily a challenge on residential neighborhood streets that have lower-speed traffic and sometimes on-street parking. However, on larger thoroughfare streets, narrow sidewalks may expose pedestrians to safety risks, especially on streets with significant truck traffic.

Figure 5.2d illustrates Hapeville’s sidewalk network and is color-coded by sidewalk condition based on a recent city assessment. Around three-quarters of the city’s sidewalks are classified as being in good or fair condition, and approximately with in more immediate need of repair.

These conditions vary across the city, indicating gaps in connectivity in the network. However, the northeast corner of the city has a strong network of fair condition sidewalks with generally good connectivity within the area. Other sections of the city are largely without sidewalks, including the residential areas in the northwest corner of the city and roadways along the eastern edge of the city, adjacent to the Interstate 75.

Currently, Hapeville has no dedicated bicycle facilities, either on-street or off-street. A forthcoming streetscape enhancement project on Dogwood Drive between North Avenue and North Central Avenue will bring the city’s first bicycle lanes, al-

though these do not have any immediate or planned connection to other parts of the city, and current bicycle plans for the city of Atlanta do not propose any immediate connections into Hapeville.

Despite the lack of bike facilities, several corridors through Hapeville do have bicycle activity, suggesting potential to expand a bicycle network in the city. Figures 5.2b and c illustrate walking and bicycling activity in the city as collected by the Strava mobile application. The North and South Central Avenue corridors are currently used as bicycle routes, presumably due to their adjacency to the Norfolk Southern railroad and relatively flat elevation. However, Airport Loop Road has even higher levels of use.

**AEROATL GREENWAY PLAN**

In spring of 2017, the Aerotropolis Atlanta Community Improvement Districts (AACIDs) was awarded a Livable Centers Initiative (LCI) grant to complete the AeroAtl Greenway Plan. This is a comprehensive trail master plan for the Aerotropolis area, connecting the communities around Hartsfield-Jackson Atlanta International Airport. Partners include:

- Aerotropolis Atlanta Alliance
- Aerotropolis Atlanta CIDs
- City of College Park
- Clayton County
- City of East Point
- City of Forrest Park
- Fulton County
- City of Hapeville
- Hartsfield-Jackson Atlanta International Airport

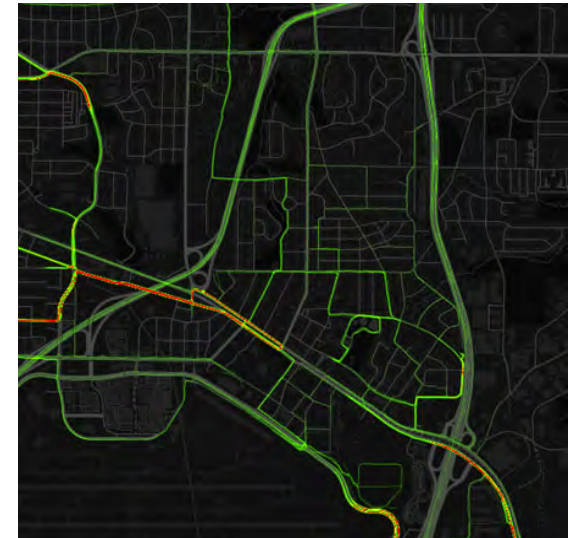


Figure 5.2b: Sample Pedestrian Activity from STRAVA Mobile Application

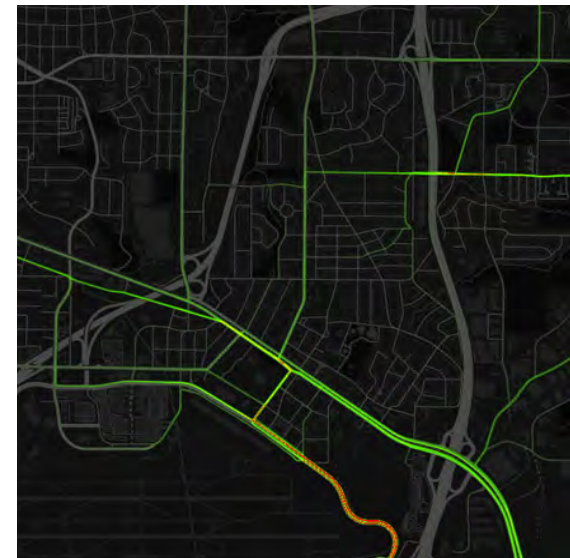


Figure 5.2c: Sample Bicycle Activity from STRAVA Mobile Application

## Existing Sidewalks and Current Conditions

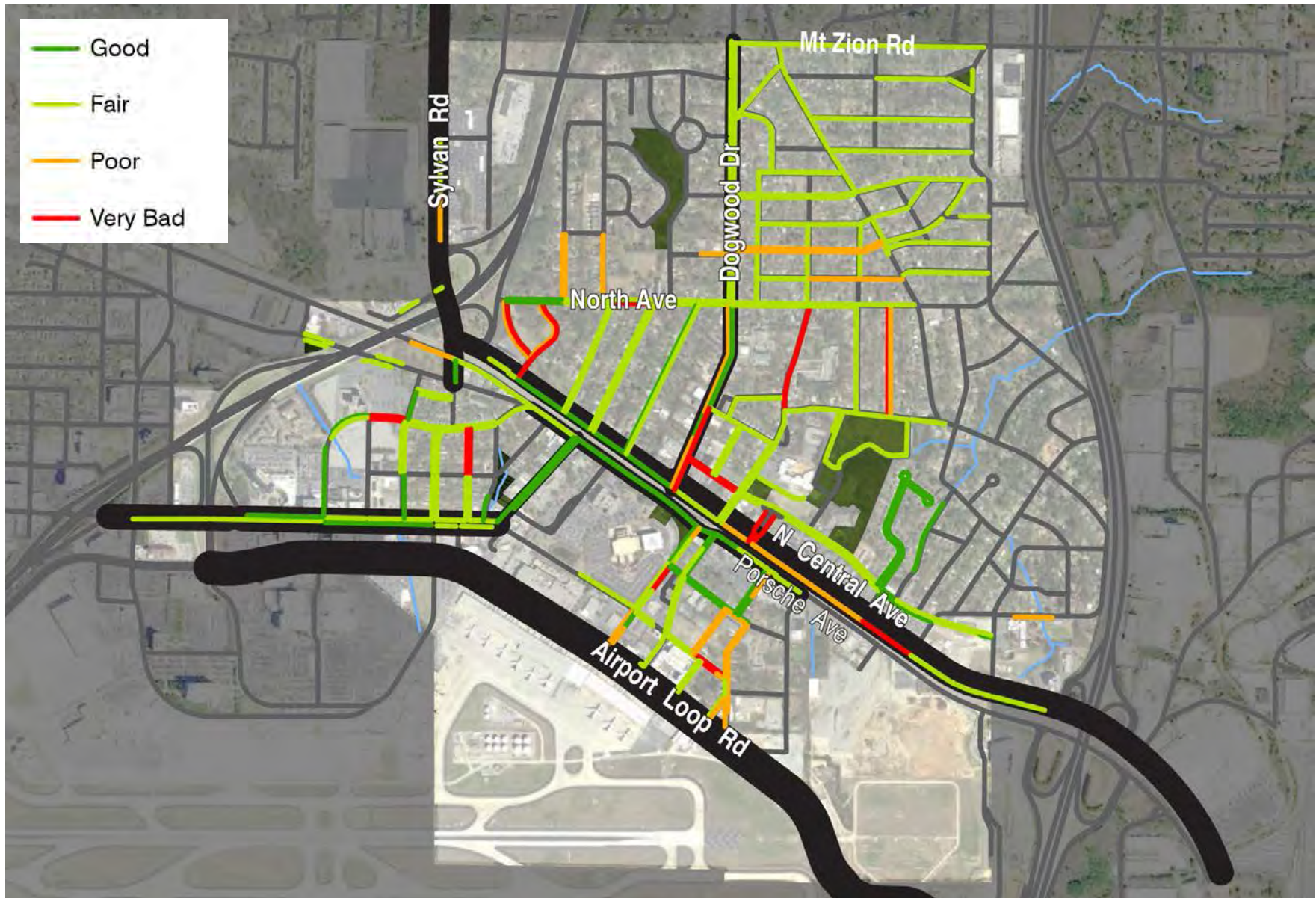


Figure 5.2d: Existing Sidewalks with Current Conditions



**HAPEVILLE GOLF CART POLICY**

In 2017, the city of Hapeville instituted a golf cart policy making use acceptable along residential roads and restricted along the following roads:

- I-85
- I-75
- Loop Road
- North Central Avenue
- Porsche Avenue
- Dogwood Drive
- Sylvan Road
- Mount Zion Drive

- Willingham Drive
- Atlanta Avenue (South of Doug Davis)
- Virginia Avenue (West of Doug Davis)

**5.3 Transportation Safety**

From 2010 through 2014, there were 1,117 crashes within the city of Hapeville. Of these total crashes ten involved pedestrians and two involved bicyclists. 222 of the crashes involved injuries, nine of which involved pedestrians and one involved a bicyclist. None of the crashes resulted in fatalities.

A common means of communicating crash safety

risk is through a crash rate that normalizes the number of crashes by traffic volume, as it is intuitive that more crashes tend to occur on streets and roads where there is more traffic. Crash rates are derived by calculating a number of crashes per 100-million vehicle mile traveled (100 MVM) over the course of a year so that all roadways have a common baseline for comparison. Figure 5.3a provides the crash rates for major corridors in Hapeville. Figure 5.3b identifies locations of crashes.

Perhaps a more telling indicator of safety is the severity of crashes and the involvement of more vulnerable transportation users (bicycles and

Roadway	Segment	Crash Rate
Dogwood Drive	Cleveland Ave (ATL) to S Central Ave	840
N. Central Avenue	Dogwood Dr to I-75	534
N. Central Avenue	Dogwood Dr to Sylvan Rd	474
N Outer Loop Road	Toffie Terrace to east city limit	69
Sylvan Road	Mt. Zion to International	1019
King Arnold Street	Dogwood Drive to Sunset Drive	832



Figure 5.3a: Selected Roadway Crash Rates

Figure 5.3b: Crash Locations



## Injury Crashes

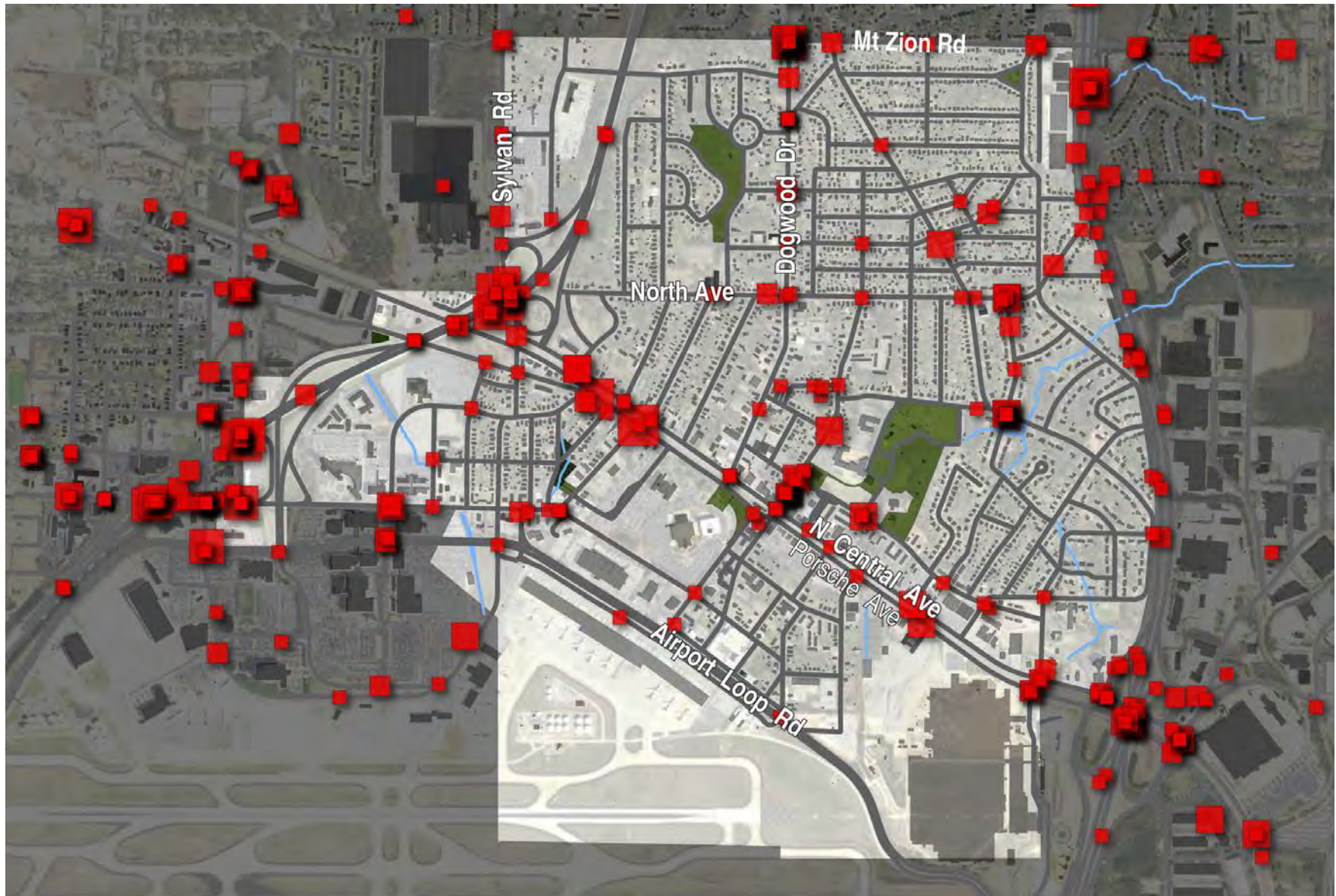


Figure 5.3c: Location and Concentration of Injury Crashes

pedestrians). Figure 5.3c illustrates crashes with injuries, with larger squares indicating a higher number of persons injured in a single crash. As multiple crashes occur in a single location, they appear clustered together and higher in the diagram.

As crash rates provide a basic indication of a level of safety concern and can be benchmarked against regional or statewide averages, they help to point out where high crash rates in lower-volume or more locally-serving streets are a safety challenge. Crash severity can be used in a similar manner, identifying areas of concern and specific locations that may warrant additional design treatments or policy approaches to improve safety. Locations such as the intersections of Virginia Avenue with North and South Central Avenues feature higher numbers of injuries, even if the number of injury crashes is generally consistent with the higher traffic volumes of these streets. However, intersections where injury crashes are concentrated along lower-volume streets—such as the intersection of Northside Drive and Old Jonesboro Road, the intersection of North Avenue and Northside Drive, and the intersection of Dogwood Drive and Mount Zion Road—point to opportunities for enhancements and design interventions to improve safety, such as traffic calming techniques and more advanced traffic control.

Figure 5.3d illustrates bicycle and pedestrian crashes, with some of these occurring at the same locations as pointed out previously. The frequency of crashes along North Fulton Avenue near Hapeville Elementary School suggests a need for safer sidewalks and crossings, with even more focused treatments like traffic control and traffic calming.

### 5.4 Existing Parking Analysis

As downtown Hapeville sees additional development from the guiding frameworks of the Comprehensive Plan and LCI Master Plan, it must consider how parking requirements are to be reconciled with the physical reality of redevelopment in an established, traditional town center. Downtown sites are constrained due to traditional land parcel patterns, and redevelopment of these sites should not have to mean a reduction in lot coverage, density or other development potential just to meet parking requirements on site.

Today, downtown Hapeville has approximately 2,100 off-street parking spaces and 130 on-street spaces. Most of these off-street spaces support existing private development, and many of these see highly-focused patterns of utilization throughout the day (in other words, few parking facilities are in heavy use for prolonged periods of time). In recognition of limited space for adding parking, the city’s zoning requirements for parking already emphasize sharing parking between land uses (in the U-V zoning district) and, in the absence of a stronger transit service network in the city, identify parking requirements that are generally consistent with similar town centers around the Atlanta region. The requirement for a shared parking analysis is a progressive direction that recognizes current potential limitations.

However, in considering future development, the city should engage more extensive approaches to understand how parking can be used as a development management tool, and potentially one in which the city is taking a guiding role. The city should consider more detailed parking studies to explore how the city can embrace new development and accom-

modate parking demand by leveraging other transportation options as recommended in the LCI study. These include:

- Exploring reductions in base parking requirement ratios when additional transit options become available;
- Offering reductions in parking requirements when residential and commercial leases do not include parking as part of lease terms (but rather require tenants to rent or purchase it separately from their usable space leases);
- Instituting pricing or in-lieu payments for private long-term use of city-owned parking facilities.

### 5.5 Transportation Needs

Based on the assessment of existing conditions and community input, following is a summarized list of transportation needs for the Study Area.

- The city lacks a good network of pedestrian facilities (sidewalks, crossings, street furniture) which hampers the movement of public and limits it to the use of cars.
- The railroad along Central Avenue is still active and lacks efficient crossings for pedestrians. The railroad also limits the allowable width for the ROW on Central Avenue.
- The city lacks an efficient network of bike connections and trails.
- Even though there is proximity to the two MARTA stations at College Park and East



# Bicycle and Pedestrian Crashes



Figure 5.3d: Bicycle and Pedestrian Crashes

Point, Hapeville itself does not have a transit station of its own and, therefore, lacks a better connectivity to the transit system.

- A shuttle system for hotel users to people working in hotels and offices could be beneficial as an alternate mode of commute.
- The Airport Loop Road has the potential to be planned efficiently for multiple modes of commute and can act as an additional key east-west connection for the city. Even though there is proximity to the two MARTA stations at College Park and East Point, Hapeville itself does not have a transit station of its own and therefore lacks better connectivity to the transit system.
- A shuttle system for hotel users to people working in hotels and offices could be beneficial as an alternate mode of commute.
- The Airport Loop Road has the potential to be planned efficiently for multiple modes of commute and can act as an additional key east-west connection for the city.





**CITY OF HAPEVILLE**

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# 6.0 Economic Development Element

## 6.1 Economic Development Tools Analysis

Figure 6.1a identifies economic development tools and resources found in or adjacent to the Study Area.

### OPPORTUNITY ZONE

An Opportunity Zone is a tool that can draw jobs and redevelopment to an area. The Hapeville Opportunity Zone, demarcated in magenta in Figure 6.1a, was designated in May, 2011. Opportunity Zone designation provides a tax incentive for new job creation, \$3,500 per employee to be used against 100 percent of income tax liability and state payroll withholding. This economic development tool provides the city with an incentive to attract new employers and jobs.

The following corridors are covered under the Opportunity Zone designation:

- Sylvan Springdale (north and west of I-85, south of Atlanta and east of East Point)
- North Dogwood (state route 19/41)
- Central West (North and South Central Avenues, and Willingham Dr., west of downtown)
- Downtown
- Central East (inclusive of properties on North Central Ave., east of Dearborn Plaza)
- Virginia International
- Aerotropolis - Atlanta

Opportunity Zones are important to areas struggling with redevelopment and revitalization efforts. To receive designation, the Georgia Department of Community Affairs (DCA) considers areas that are within or adjacent to a census block group with 15% or greater poverty, where there is evidence of under-used or vacant properties, and where an Urban Redevelopment Zone or Enterprise Zone exist.

### COMMUNITY IMPROVEMENT DISTRICT

The Aerotropolis Atlanta Community Improvement Districts (CIDs), which covers 15.46 square miles around the airport, includes portions of Hapeville’s office core, south of South Central Avenue, termed the Corporate Crescent. The CIDs are empowered to fund beautification, public safety and infrastructure projects focused on transportation and water within the district. This increased investment in Hapeville includes future streetscape improvements and gateway signage - creating identity and branding that will help attract employers and residents to the area.

### AEROTROPOLIS ALLIANCE

The Aerotropolis Alliance is a non-profit membership organization and a coalition of leading business and community leaders - united in a commitment to making Aerotropolis Atlanta a world-class destination for business, connectivity, and living. The Alliance is governed by a 26-member board of the district’s top private sector leaders, local Mayors, County Commissioners, and Chambers of Commerce, including representatives from the city of Hapeville. The mission is to improve and sustain the quality of life for those who live, work, and play in this area.

### GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS (DCA) GEORGIA MAIN STREET PROGRAM

The Georgia Main Street Program focuses on comprehensive, community-based revitalization of historic main streets. In 2003, the city of Hapeville received Main Street designation. As a designated city, Hapeville receives technical assistance and resources from the DCA, which assist the city in their efforts to build a stronger local economy through revitalization of the downtown area.

### ADDITIONAL ECONOMIC DEVELOPMENT TOOLS

Following are potential economic development tools that can be used by the city of Hapeville, within the constraints of Georgia law:

- **Facade Grant Program**  
Through the Development Authority, the city of Hapeville offers grants for facade improvements to commercial tenants or property owners located within the city limits. Eligible projects must visibly improve the unique historic and architectural character of the storefront.
- **Tax Allocation District (TAD)**  
Georgia law provides specific powers to enable local governments to embark on projects that will foster public/private partnerships and spur economic growth. Tax Allocation Districts (TADs) are one of the legislative tools available to support economic development ventures. In December of 2008 the city of Hapeville established a Tax Allocation District at the former Ford Assembly Plant Site, designated to facilitate private interest and investment in the site.



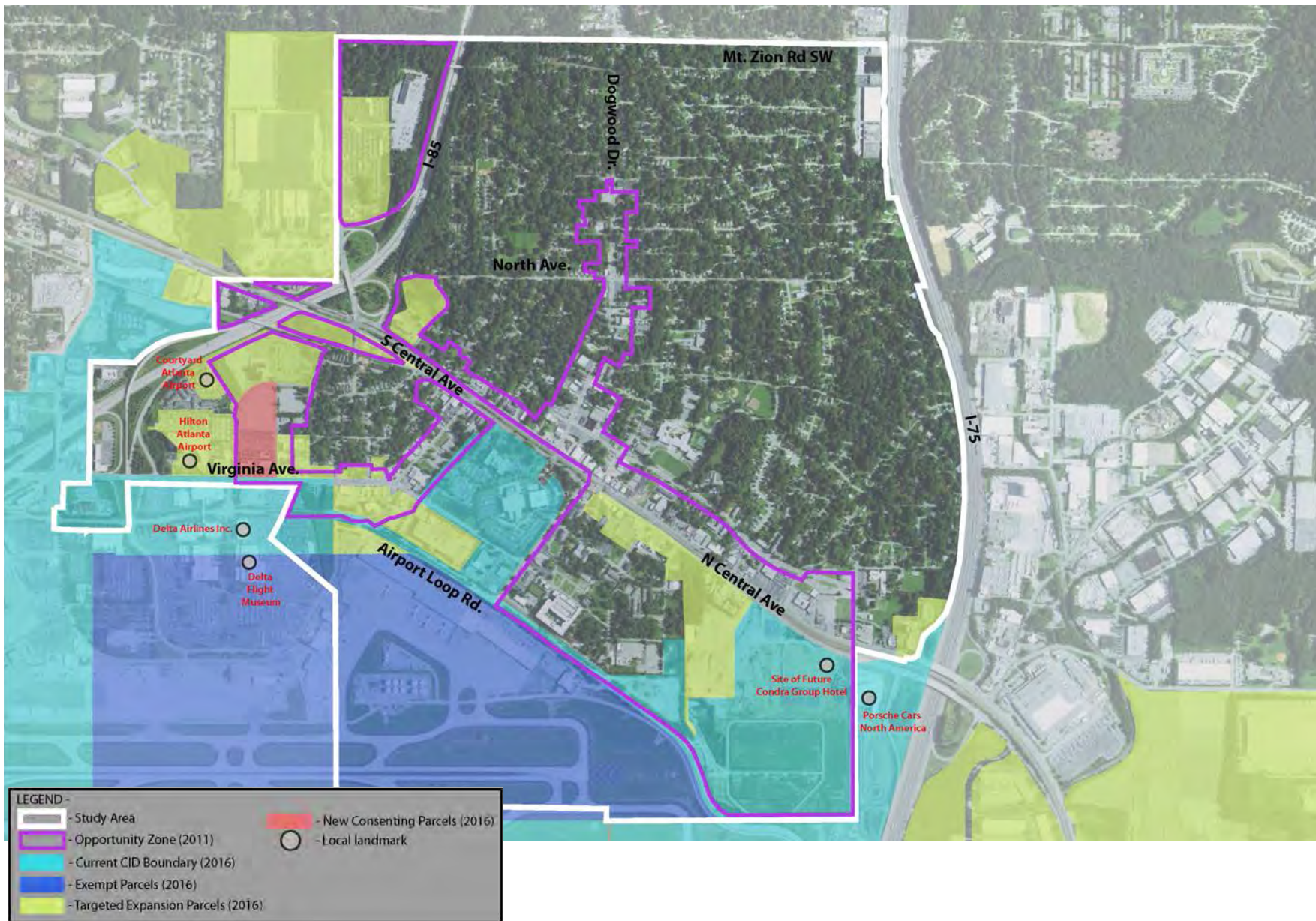


Figure 6. 1a: Economic Development Tools

- **Payment in Lieu of Taxes (PILOT) Program**  
The Payment in Lieu of Taxes Program provides payments to local governments with substantial acreage of federal land within their jurisdiction. The payments offset losses in tax revenue as federal land is not taxable by local governments.

## AGENCIES

Following are agencies and programs that can provide resources and assistance to continued economic development efforts:

- **Hapeville Development Authority (HDA):** Formed in 1982, the HDA has been active in acquiring properties for private market development, offering bond financing and land assembly.
- **Airport Area Chamber of Commerce:** The principal business promotion agency for the city of Hapeville.
- **Fulton County Department of Environment and Community Development:** Provides technical assistance, allocates federal funds, evaluates 'Enterprise Zone' designations, and reviews individual businesses.
- **Development Authority (DA) of Fulton County:** Charged with acquiring and selling property and buildings for long term lease or sale. The DA also has the ability to issue tax exempt or taxable bonds to businesses that wish to relocate or expand in the county.
- **South Fulton Chamber of Commerce:** Works with the Airport Area Chamber of Commerce to make decisions regarding redevelopment opportunities generated by the airport.

- **Atlanta Chamber of Commerce:** A regional umbrella agency that helps in the coordination and supervision of commerce.
- **Georgia Power Company**
- **Georgia Department of Economic Development**

## PROGRAMS

- **The Greater Atlanta Small Business Project:** Funded by Fulton County and the city of Atlanta, provides assistance in establishing local business incubators besides providing technical assistance to individual business owners and merchant associations.
- **The Georgia State University Small Business Development Center:** Makes use of University resources to help overcome local economic development challenges.
- **U.S. Small Business Association (SBA)**
- **The Service Corps of Retired Executives:** works as a resource partner with SBA to educate entrepreneurs and business owners.
- **U.S. Department of Labor**
- **Workforce Investment Act One-Step Workforce System**



**CITY OF HAPEVILLE**

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# 7.0 Market Analysis

This section includes key points from the full market study available in the Appendix.

## 7.1 Hapeville Context

### INTRODUCTION

The Study Area is in Hapeville, GA, which is part of the Atlanta Metropolitan Statistical Area (“MSA”). The Atlanta MSA includes 29 counties, yet just 10 are considered core counties. These 10 core counties (Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry, and Rockdale Counties) are home to almost 80% of the population in the Atlanta MSA. They are also the core county members of the Atlanta Regional Commission (“ARC”). Refer to Figure 7.1a.

Atlanta’s core counties have seen stronger growth in the last five years than they did in the decade prior, capturing 81% of all MSA population growth since 2010 (compared to just 66% from 2000-2010).

Hapeville, a small city just south of the city of Atlanta, is home to just .1% of the Atlanta MSA’s population. This said, the city has added more than 500 new residents over that time, or a 1.2% annual growth rate, which is very much in line with other intown and south of I-20 counties.

### URBAN DEVELOPMENT CYCLES

Figure 7.1b shows the urbanized areas of the Atlanta metropolitan area since 1950, based on housing density. As can be seen, areas south and east of downtown performed quite well in the 2000s, fueled in part by accessibility to intown cores, housing affordability and some exuberance related to the housing bubble in the mid 2000s. More challenging to see is the renaissance of more urban areas, which

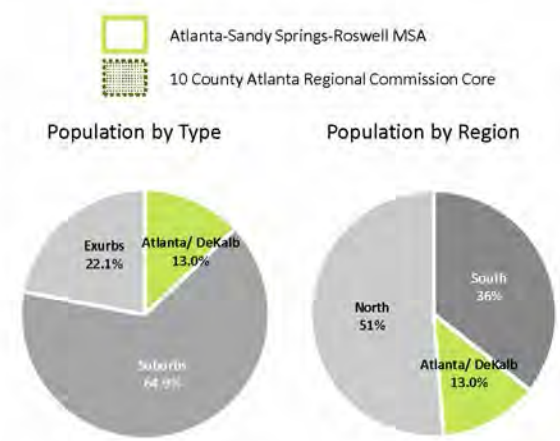
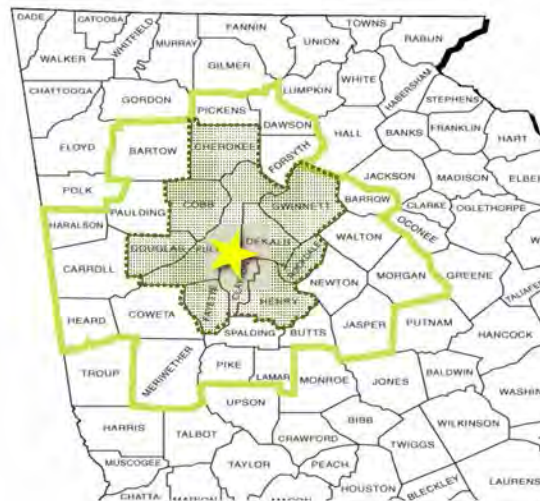


Figure 7.1a: Atlanta MSA population trend overview

have captured a greater share of growth than has been seen in four decades.

The map also shows a clear pattern of metro Atlanta development in two ways- the northern side of the metro typically develops sooner, and development follows the interstate system. Downtown Hapeville sits on the south side of the metro at the confluence of I-85 and I-75, and adjacent to Hartsfield Jackson Atlanta International Airport, the busiest airport in the world. The city first developed as a railroad town, prior to Hartsfield Jackson’s takeoff as a major transportation hub. As a result, downtown Hapeville is oriented toward, and bisected by, the railroad it was intended to serve. However, Hapeville has seen a seismic shift toward airport focused employment, with the world renowned success expansion of Hartsfield Jackson, mostly occurring since the 1980s.

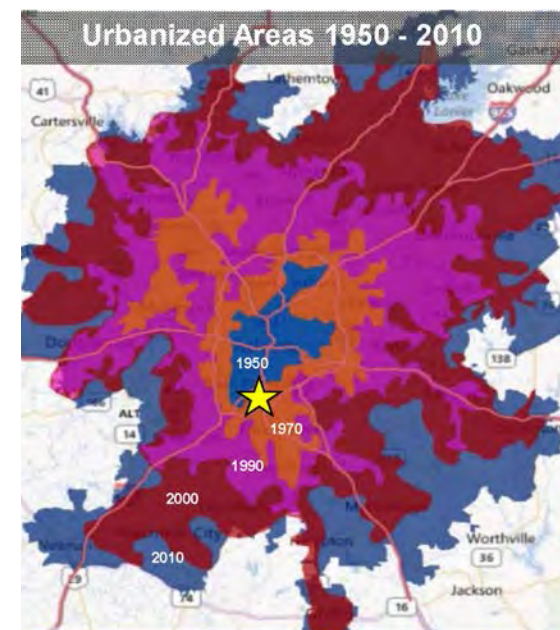


Figure 7.1b: Urban Development Cycles

## DEMOGRAPHICS

Following are charts and summaries of city of Hapeville demographics, including population, households, age, income, racial composition, education, and employment/jobs.

## POPULATION

Figure 7.1c gives the population demographics of Hapeville compared to other counties. The 2015 population projections show 6,611 residents. Population growth has increased since the 2000-2010 rates, at .1% annual growth, to 1.2% annual growth during the years 2010-2015.

COUNTY/PLACE	LAND AREA		POPULATION			ANNUAL GROWTH		ANNUAL % GROWTH		CAPTURE OF MSA GROWTH	
	SQ MILES	% MSA	2015	% MSA	Pop./Sq Mi	2000-10	2010-15	2000-10	2010-15	2000-10	2010-15
Cherokee County	422	4.8%	235,900	4.1%	559	7,244	4,311	4.2%	1.9%	7.1%	5.2%
Clayton County	142	1.6%	273,955	4.8%	1,935	2,291	2,906	0.9%	1.1%	2.2%	3.5%
Cobb County	339	3.9%	741,334	13.0%	2,185	8,033	10,651	1.2%	1.5%	7.8%	12.7%
DeKalb County	268	3.1%	734,871	12.9%	2,746	2,603	8,596	0.4%	1.2%	2.5%	10.3%
Douglas County	200	2.3%	140,733	2.5%	703	4,023	1,666	3.7%	1.2%	3.9%	2.0%
Fayette County	194	2.2%	110,714	1.9%	570	1,530	829	1.6%	0.8%	1.5%	1.0%
Fulton County (excl. Hapeville)	525	6.0%	1,003,951	17.6%	1,914	10,458	16,674	1.2%	1.7%	10.2%	20.0%
<b>City of Hapeville</b>	<b>2</b>	<b>0.03%</b>	<b>6,611</b>	<b>0.1%</b>	<b>2,743</b>	<b>6</b>	<b>74</b>	<b>0.1%</b>	<b>1.2%</b>	<b>0.006%</b>	<b>0.09%</b>
Gwinnett County	430	4.9%	895,823	15.7%	2,081	21,687	18,100	3.2%	2.2%	21.2%	21.7%
Henry County	322	3.7%	217,739	3.8%	676	8,458	2,763	5.5%	1.3%	8.3%	3.3%
Rockdale County	130	1.5%	88,856	1.6%	685	1,510	728	2.0%	0.8%	1.5%	0.9%
<b>10-COUNTY ARC CORE</b>	<b>2,974</b>	<b>34%</b>	<b>4,450,487</b>	<b>78%</b>	<b>1,497</b>	<b>67,843</b>	<b>67,299</b>	<b>1.8%</b>	<b>1.6%</b>	<b>66%</b>	<b>81%</b>
EXURBAN COUNTIES	5,740	66%	1,260,308	22.1%	220	34,492	16,266	3.5%	1.3%	34%	19%
<b>MSA TOTAL</b>	<b>8,714</b>	<b>100%</b>	<b>5,710,796</b>	<b>100%</b>	<b>666</b>	<b>102,336</b>	<b>83,666</b>	<b>2.2%</b>	<b>1.6%</b>	<b>100%</b>	<b>100%</b>

Figure 7.1c: Demographics (Source: US Census Bureau)



**HOUSEHOLD DATA**

**Owner Households**

Homeowners in the Hapeville Primary Market Area (PMA) are a mix of singles and married couples, largely under 45 (57%), and having solid incomes (62% over \$100,000). Refer to Figure 7.1e. It should be noted this latter group, those earning more than \$100,000, is more heavily clustered both to the north closer to downtown Atlanta, as well as in the Cascade Road areas, with Hapeville homeowners having much more moderate incomes overall. New homeowners to the area, however, are purchasing homes in the \$200s to \$300s, indicating incomes above \$75,000 and many over \$100,000 annually. Refer to Figure 7.1d.

**Renter Households**

Approximately 56% of renters in Hapeville’s PMA earn more than \$50,000 annually, enough to afford new rental product in the area. The majority of these renters are younger (more than one-half under 35) and approximately half are singles, with the majority of the balance being married couples (16%), unmarried couples (11.2%) and single parent (other family) households (13.4%). (Figure 7.1f)



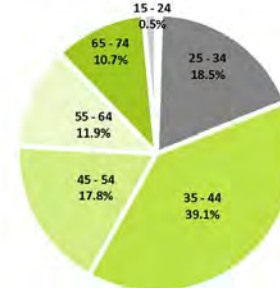
Figure 7.1e: Hapeville Primary Market Area

Income/Age	15 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 - 84	85+	Total
Less than \$15,000	2	24	22	21	20	16	8	2	117
\$15,000 - \$24,999	1	18	18	11	11	8	3	1	70
\$25,000 - \$34,999	1	8	9	20	17	14	5	1	77
\$35,000 - \$49,999	3	32	38	29	26	19	5	1	153
\$50,000 - \$74,999	2	47	57	49	34	44	9	1	242
\$75,000 - \$99,999	3	65	105	60	39	62	7	2	342
\$100,000 - \$149,999	1	99	167	142	81	14	3	2	509
Income \$150,000 +	0	184	589	125	78	99	0	3	1,079
<b>Total</b>	<b>12</b>	<b>477</b>	<b>1,006</b>	<b>458</b>	<b>305</b>	<b>276</b>	<b>40</b>	<b>13</b>	<b>2,588</b>
<b>Target Audience</b>	<b>12</b>	<b>477</b>	<b>1,006</b>	<b>458</b>	<b>305</b>	<b>276</b>	<b>40</b>	<b>0</b>	<b>2,575</b>

Target Market Income Distribution



Target Market Age Distribution



Target Market HH Type Distribution

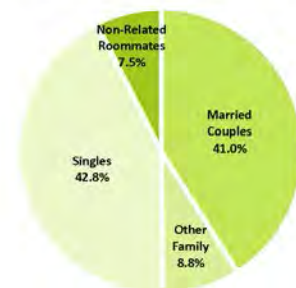


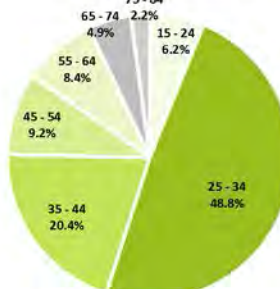
Figure 7.1d: Summary of Owner Households in Hapeville PMA, 2017

Income/Age	15 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 - 84	85+	Total
Less than \$15,000	74	341	88	57	65	34	30	6	696
\$15,000 - \$24,999	20	238	65	28	32	15	11	1	410
\$25,000 - \$34,999	25	69	22	32	33	18	11	1	212
\$35,000 - \$49,999	51	195	66	34	36	17	8	1	408
\$50,000 - \$74,999	32	341	118	68	57	48	16	1	681
\$75,000 - \$99,999	31	222	102	40	31	32	6	1	465
\$100,000 - \$149,999	5	243	115	66	46	5	2	1	482
Income \$150,000 +	0	238	214	31	24	19	0	1	526
<b>Total</b>	<b>239</b>	<b>1,886</b>	<b>789</b>	<b>356</b>	<b>325</b>	<b>188</b>	<b>84</b>	<b>14</b>	<b>3,880</b>
<b>Target Audience</b>	<b>239</b>	<b>1,886</b>	<b>789</b>	<b>356</b>	<b>325</b>	<b>188</b>	<b>84</b>	<b>0</b>	<b>3,866</b>

Target Market Income Distribution



Target Market Age Distribution



Target Market HH Type Distribution

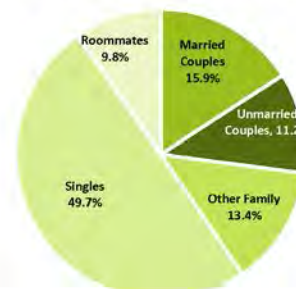


Figure 7.1f: Summary of Renter Households in Hapeville PMA, 2017



## AGE DISTRIBUTION

City of Hapeville has a high number of young professionals (25 to 34 years) compared to other age groups. This group has been high in number for a long time (verified until 2010) and the main reason for this is the high amount of jobs in the area and proximity of the location to the airport. Other age groups with high number of people are 35 to 44 and 45 to 54 years. Compared to these three groups, the number of teenagers and children is very less owing to the fact that the community needs family based amenities and good schools.

As far as the male and female categorization is considered, Hapeville has about 50.1% of it's population as males and remaining (more or less equal) as females.

Figure 7.1g shows the number of people in each age group and the percentage distribution of the data. The data is collected from American Community Survey.

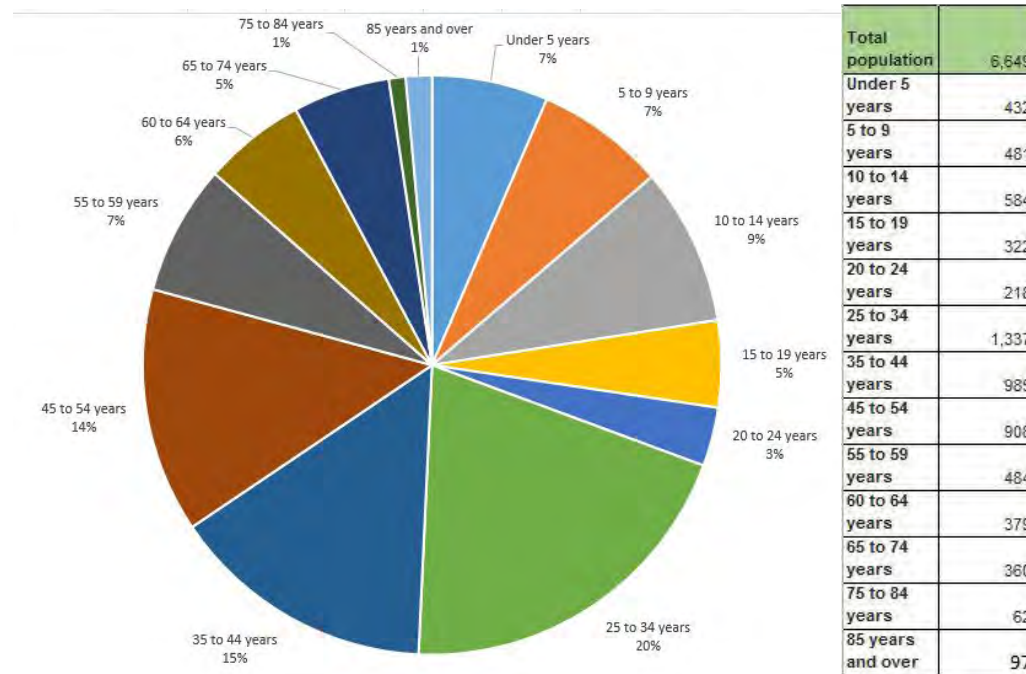


Figure 7.1g: Age Distribution

## Age and Income Analysis

Hapeville has seen solid -- but unspectacular -- growth since 2000, adding about 12 households per year in the target age and income ranges. The "growth" in Hapeville is likely a combination of a very small amount of immigration from younger workers seeking to be close to the airport employment core, and the gradual aging of Baby Boomers. There has been some small growth in the 44-and-under age bands, while the largest "growth" has come from the 55-64 age group. These numbers point to hints at the former 45-54 age group gradually aging into the 55-64 age group, as the bulk of the population "loss" has come from the 45-54 age group.

Hapeville's growth is consistent with the broader South Atlanta (the Primary Market Area) -- which

PMA Total Household Growth							
2000 - 2016	15 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Total
\$0 - \$25,000	-211	-4	-118	15	392	258	332
\$25,000 - \$35,000	-44	-178	-215	26	45	6	-360
\$35,000 - \$50,000	30	-2	-161	-34	91	54	-22
\$50,000 - \$75,000	2	-47	-33	-40	61	81	24
\$75,000 - \$100,000	9	37	64	-68	1	49	92
\$100,000 - \$150,000	0	41	71	40	41	13	206
\$150,000 - \$200,000	0	17	42	-8	6	-5	52
\$200,000 +	0	4	42	0	-3	12	55
<b>Total</b>	<b>-214</b>	<b>-132</b>	<b>-308</b>	<b>-69</b>	<b>634</b>	<b>468</b>	<b>379</b>
<b>Target Audience</b>	<b>41</b>	<b>50</b>	<b>25</b>	<b>-110</b>	<b>197</b>	<b>0</b>	<b>203</b>

Figure 7.1h: PMA Total Household Growth

is encouraging as areas like College Park, East Point, and Ft. McPherson have mounted considerable revitalization efforts.

Hapeville's largest competitive advantage, it's excellent proximity to airport employment seems to be drawing in residents aged 15-24 -- and drawing them away from larger south Atlanta. Hapeville is adding well-paid residents (\$50,000+ annually) about 5% faster than south Atlanta, which is encouraging given the minimal growth.

### RACIAL COMPOSITION

Figure 7.1i shows the racial composition in the Study Area based on the 2015 data from American Community Survey. Following are the values:

White - 2,766, 42%

Black or African American - 2,830, 42%

Asian - 64, 1%

Some other race - 781, 12%

Two or more races - 208, 3%

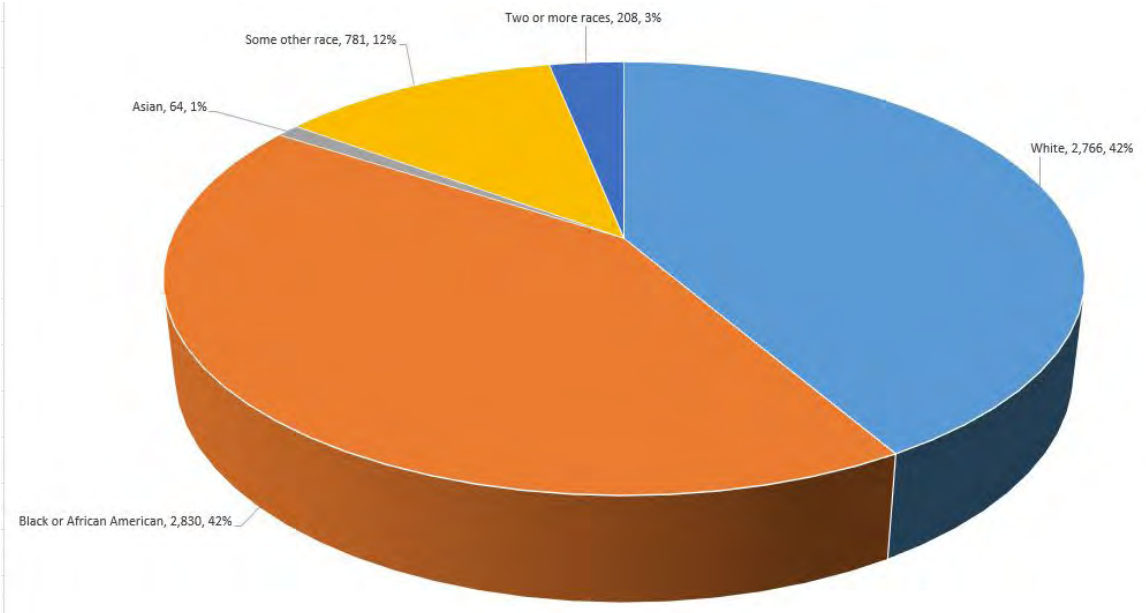


Figure 7.1i: Racial Composition

## EDUCATIONAL ATTAINMENT

The maps below show the percentage with bachelor's degrees per census tract around the Study Area in 2000 and 2014. While some of these areas have seen slight declines in percentage of bachelor's degrees, percentage of bachelor's degrees increased considerably in most areas, especially near the subject site. Because moving closer to downtowns and work is more desirable, downtowns along the MARTA line and areas adjacent to several headquarters

have seen larger increases in the higher educated. By comparison, around 35% of all adults over the age of 25 in metro Atlanta have bachelors degrees, moderately higher than the Study Area overall.

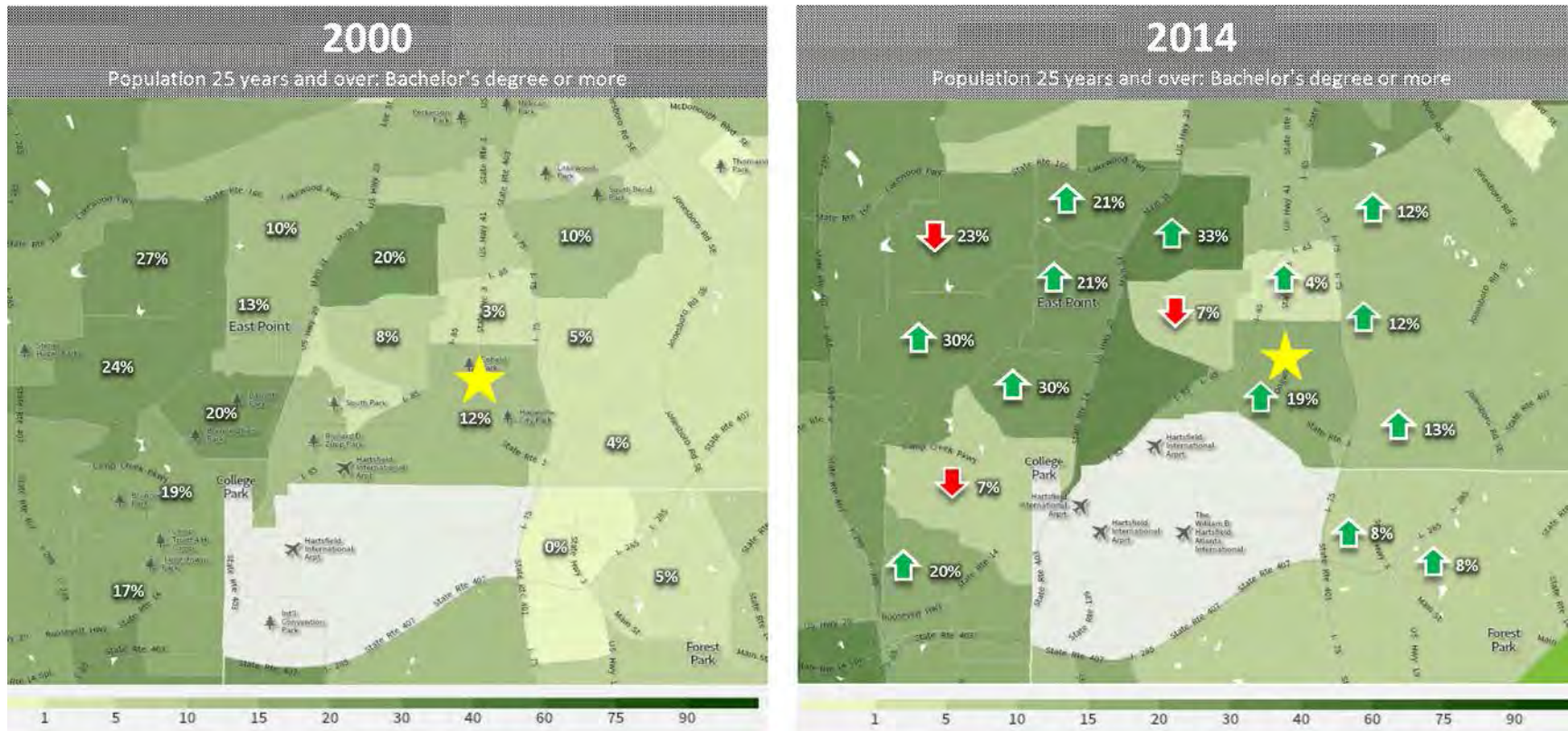


Figure 7.1j: Percentage with Bachelor's Degree



**MEDIAN INCOME TRENDS**

Median incomes in the area are generally low, but improving. As shown in the map below, areas to the west and north of Hapeville have seen considerable increases in their median incomes between 2000 and 2014. The tract incorporating Hapeville itself, has seen moderate gains during this time period, with areas to the east and south largely showing decreases in median housing incomes. Refer to Figure 7.1k.

**EMPLOYMENT/JOB**

There are just over 71,200 jobs paying more than \$40,000 per year within a 5 mile radius of the Study Area, not including the 400 or so jobs being created at the Porsche HQ in Hapeville (after 2014). The large majority of these jobs are in the Transportation and Warehousing sector, mostly coming from the airport just south of the subject site. Other sectors with large concentrations of jobs nearby, such as the Wholesale Trade and Manufacturing sectors (concentrated on the fringes of the 285 Perimeter)

and the Educational Services jobs at nearby public schools and academies. Notably, the top 3 sectors for employment all provide primarily middle income positions, with a lower ceiling on compensation than sectors like professional services and finance/insurance. This income distribution will naturally influence the type of housing and commercial product that will be demanded in the local market (Refer to Figure 7.1l).

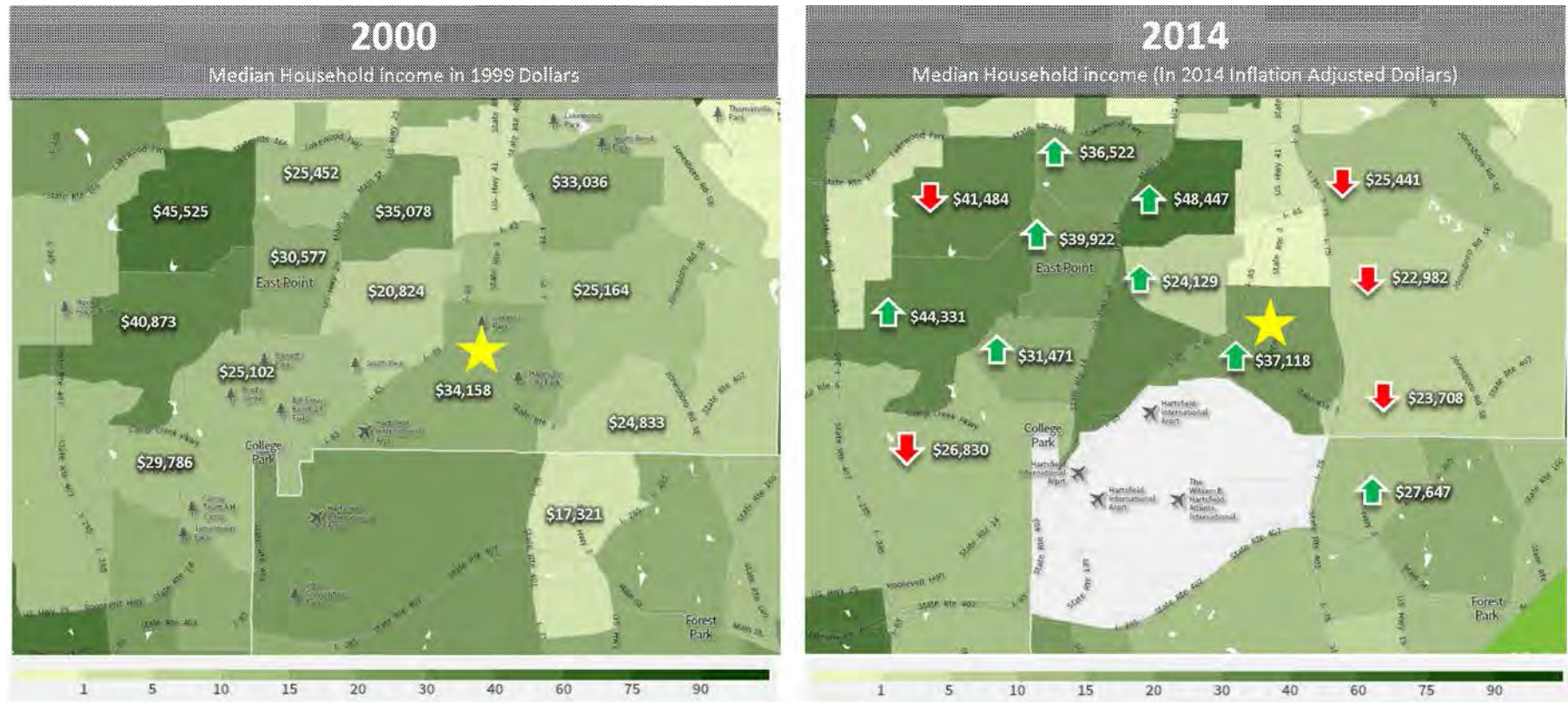


Figure 7.1k: Median Income Trends



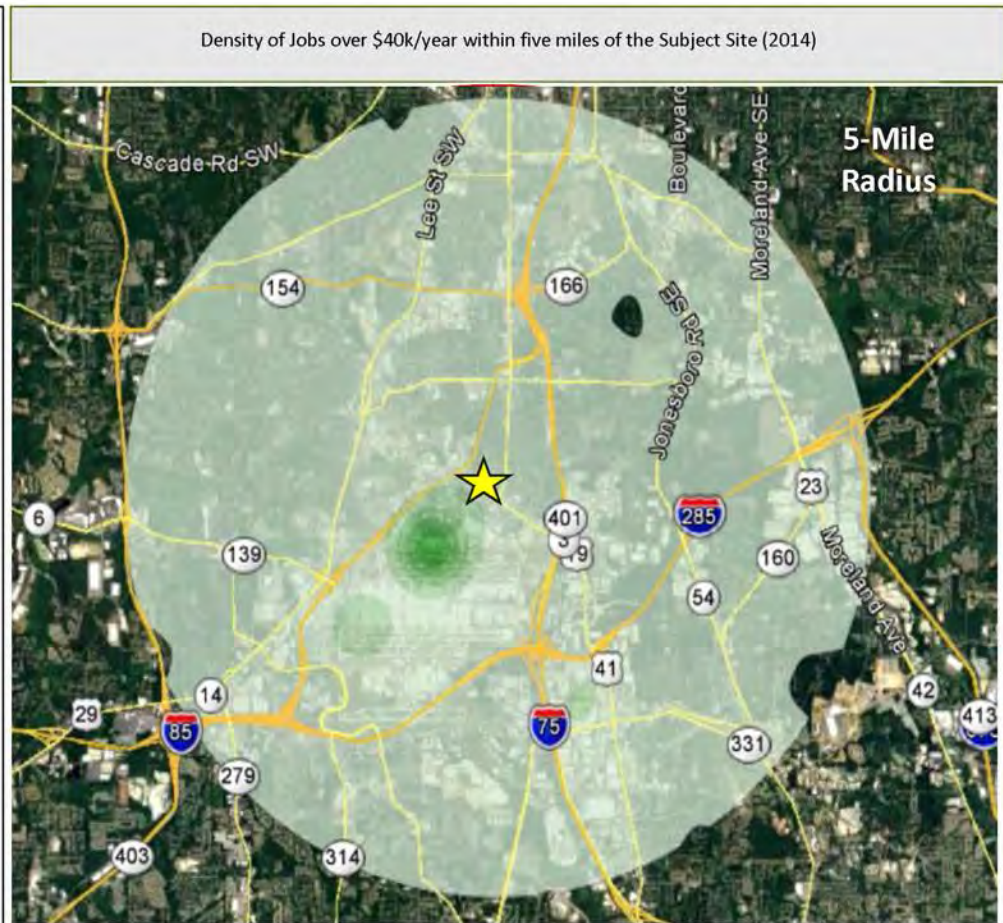
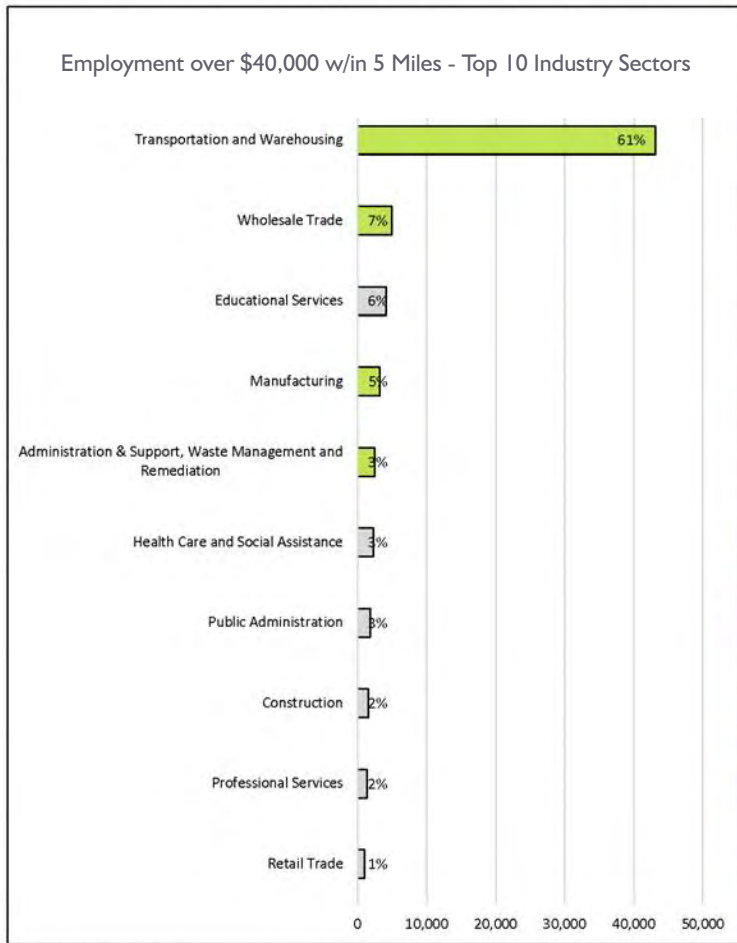


Figure 7.11: Employment over \$40,000 w/in 5 miles - Top 10 Industry Sectors

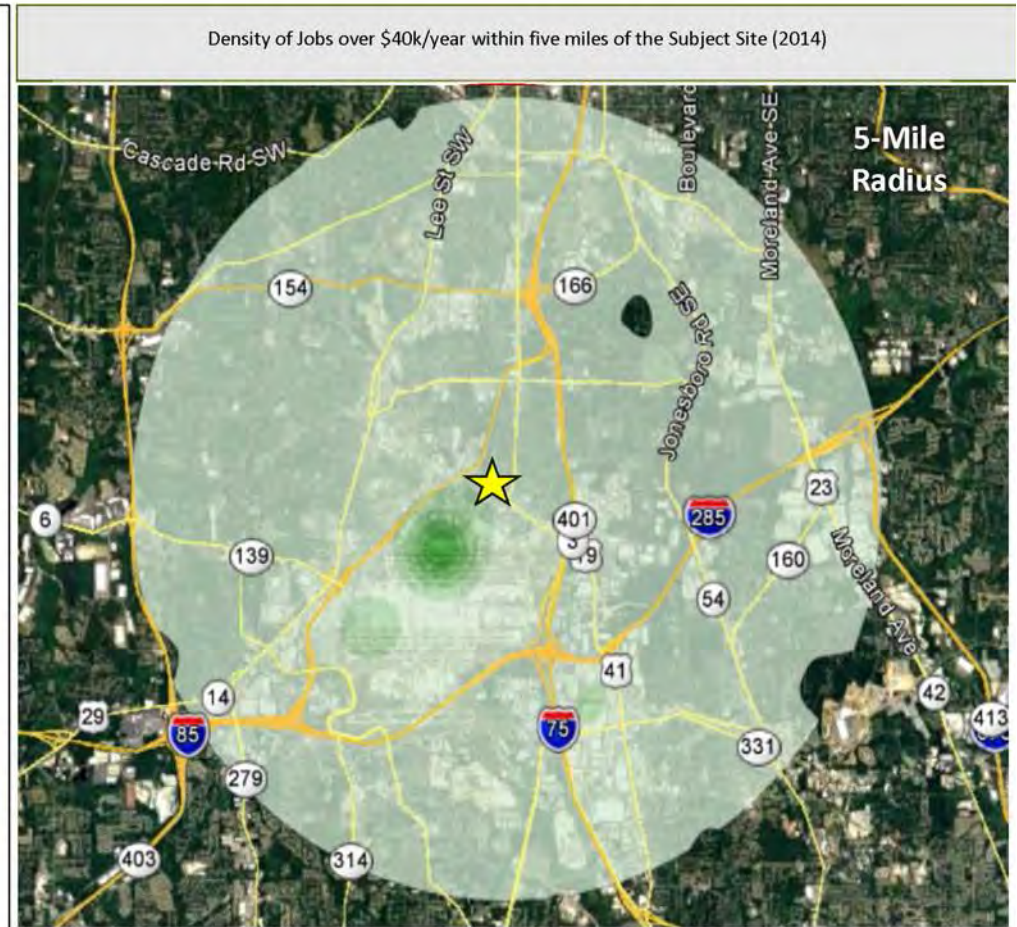
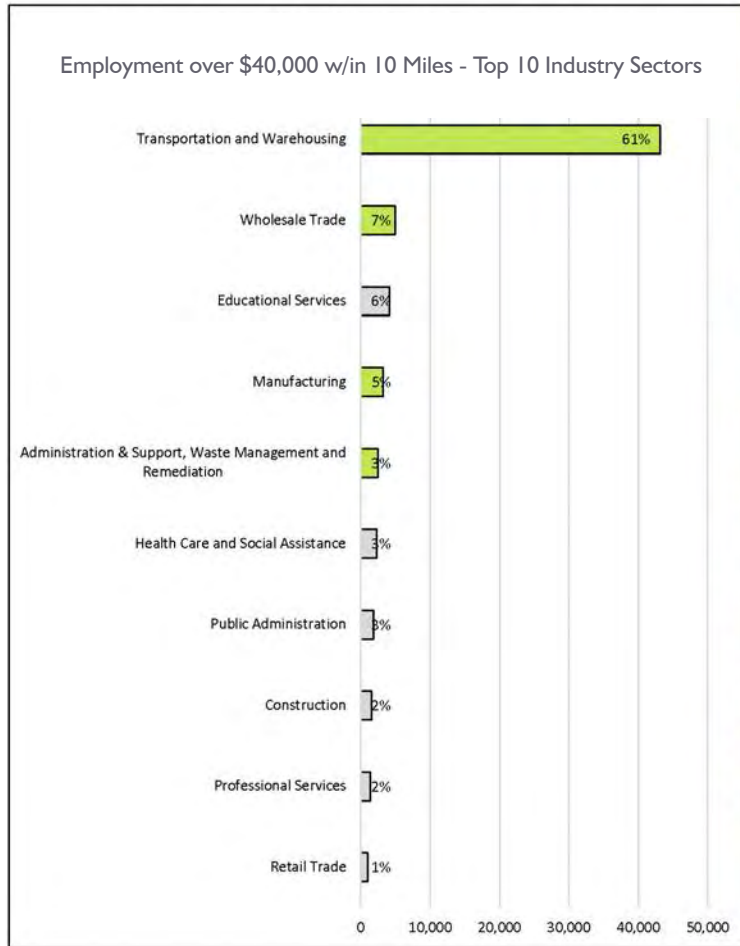


Figure 7.1m: Employment over \$40,000 w/in 10 miles - Top 10 Industry Sectors



Looking slightly further out - a 10 mile radius around the Study Area - the jobs picture brightens further, with more than 240,000 higher paying (\$40,000+) jobs being proximate to Hapeville. Refer to Figure 7.1m. This includes jobs not only around the airport, but also in Downtown and Midtown as well. Incorporating these large employment cores also broadens the array of jobs in the area. As noted, Porsche has brought more than 400 new jobs to its facility in Hapeville and Midtown Atlanta has seen an explosion of technology related jobs (NCR, Honeywell, Georgia Tech's Coda project), creating further opportunities for intown houses.

Commuting patterns of residents near the Study Area can help identify target audiences for residential development. While residents within a three mile radius work all over the metro Atlanta area, 26% of residents work south of Downtown, with nearly half of them working at the airport. Just 14% of residents work in traditional central business districts (Downtown, Midtown, Buckhead), with

most of those workers commuting to Downtown or Midtown. However, the number of residents working close by should increase substantially with the advent of the Aerotropolis and the continued growth of Porsche in the area.

## 7.2 Office Market Analysis and Demand

This section of the market study looks at office properties and demand in the Airport Area which is a primary driver for Hapeville.

Relative to most of its intown peers, the Airport Area office market has under-performed in terms of absorption, showing negative net absorption since 2013 (Refer Figure 7.2a). Only the downtown area, which lost many private sector tenants to adjacent Midtown, performed worse. The other four cores shown above have all performed much better, with Midtown being the strongest overall performer. Of note is the Porsche North American Headquarters

in the Airport Area, which does not show up in the data as it is a build-to-suit project. That relocation, combined with new office space being proposed at the airport itself, and other significant hotel development, may bolster the Airport Area's office market and create greater potential upside.

### OFFICE LEASE RATE GROWTH BY CORE-(2003-2016)

More urban cores of Atlanta, including those around and inside of the Perimeter, have seen solid rental rate growth in the last four years, averaging between 2.3% and 7.2% annual lease rate growth, with those posting the strongest growth also featuring the greatest share of new office space. The exception to this is the Airport Area, which has seen lease rate growth decline since 2003 and even during the last four years. This is due to a combination of high vacancy rates and a lack of new office space. Refer to Figure 7.2a.

Core	Annual Absorption											Average			Total
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	'03 - '07	'08 - '11	'12 - '16	'03 - '16
Cumberland/NW	144,516	147,708	-175,964	51,364	-95,032	-181,170	191,051	43,471	-327,729	313,118	289,908	125,591	-100,201	113,293	736,970
Buckhead / Lenox	355,961	411,668	220,109	-314,292	146,141	603,270	334,927	516,739	375,537	377,056	102,028	290,008	163,807	379,175	3,811,553
Downtown	-611,303	622,887	652,677	-414,559	52,748	-238,461	-279,778	-43,326	244,196	-80,670	51,419	-190,569	13,101	-24,035	-1,008,599
Midtown	701,709	83,409	-284,987	260,846	240,585	-250,926	432,741	21,401	445,138	604,289	625,835	413,281	-8,621	473,201	4,161,329
Central Perimeter	818,586	683,081	-377,925	-969,843	-610,007	-362,267	1,087,920	416,167	675,426	51,930	-610,069	416,672	-580,011	360,305	1,384,693
Airport Area	34,804	7,036	-288,031	158,972	-61,291	29,574	33,206	36,371	-92,639	19,006	-191,954	48,983	-40,194	-43,558	-111,869
<b>Total, Inner Atlanta Cores</b>	<b>1,444,273</b>	<b>1,955,789</b>	<b>-254,121</b>	<b>-1,227,512</b>	<b>-326,856</b>	<b>-399,980</b>	<b>1,800,067</b>	<b>990,823</b>	<b>1,319,929</b>	<b>1,284,729</b>	<b>267,167</b>	<b>1,103,966</b>	<b>-552,117</b>	<b>1,258,381</b>	<b>8,974,077</b>

Relative to most of its intown peers, the Airport Area office market has underperformed in terms of absorption, showing negative net absorption since 2013. Only the Downtown area, which lost many private sector tenants to adjacent Midtown, performed worse. The other four cores shown above have all performed much better, with Midtown being the strongest overall performer. Of note is the Porsche North American Headquarters in the Airport Area, which does not show up in the data as it is a build-to-suit project. That relocation, combined with new office space being proposed at the Airport itself, and other significant hotel development, may bolster the Airport Area's office market and create greater potential upside.

Figure 7.2a: Office Absorption by Submarket-All Classes

OFFICE VACANCY RATES BY CORE (2003-2016)

The Airport Area's office market has been plagued by high vacancies. This is in part due to the lack of quality space in the area - current office space is aging and there is a lack of high quality Class A office

space. Since 2011, the Airport Area is the only core examined to see its vacancy rate increase during the period. As noted, Porsche's relocation to the area, its proximity to Atlanta's urban core, freeway and rail access and, of course, its proximity to the

world's busiest airport, all create greater potential for absorption and reduced vacancy rates going forward. Refer to Figure 7.2c.

Figure 7.2d on the next page shows actively leasing commercial properties in the area with a list of area and lease rate.

Core	Class A Vacancy Rates (Direct & Sublease)														Average Annual Change			
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	'03 - '07	'08 - '11	'12 - '16	'00 - '16
Cumberland I-75	23.8%	21.1%	20.2%	19.2%	18.7%	20.6%	20.6%	20.4%	20.9%	20.6%	18.9%	21.9%	19.6%	18.8%	20.6%	20.6%	20.0%	20.4%
Buckhead / Lenox	19.2%	14.8%	13.4%	12.9%	13.4%	15.8%	23.7%	24.0%	21.2%	20.0%	18.3%	15.5%	12.8%	12.3%	14.7%	21.2%	15.8%	17.0%
Downtown	15.8%	19.5%	21.7%	25.1%	20.8%	17.2%	20.2%	18.7%	23.1%	25.5%	25.4%	24.2%	24.6%	21.8%	20.6%	19.8%	24.3%	21.7%
Midtown	20.3%	16.3%	13.8%	12.6%	16.9%	19.2%	20.3%	23.9%	23.3%	22.7%	21.0%	20.0%	16.4%	12.2%	16.0%	21.7%	18.5%	18.5%
Central Perimeter	25.9%	21.1%	19.1%	14.5%	13.7%	16.7%	21.2%	23.5%	25.2%	19.7%	16.7%	15.7%	15.4%	17.2%	18.9%	21.7%	16.9%	19.0%
Airport Area	14.2%	12.1%	13.0%	15.1%	17.5%	28.5%	30.7%	33.2%	32.0%	29.3%	29.7%	32.1%	32.2%	38.6%	14.4%	31.1%	32.4%	25.6%
<b>Average, Five Cores</b>	<b>19.9%</b>	<b>17.5%</b>	<b>16.9%</b>	<b>16.6%</b>	<b>16.8%</b>	<b>19.7%</b>	<b>22.8%</b>	<b>24.0%</b>	<b>24.3%</b>	<b>23.0%</b>	<b>21.7%</b>	<b>21.6%</b>	<b>20.2%</b>	<b>20.2%</b>	<b>17.5%</b>	<b>22.7%</b>	<b>21.3%</b>	<b>20.3%</b>

As noted, the Airport Area's office market has been plagued by high vacancies. This is in part due to the lack of quality space in the area. Since 2011, the Airport Area is the only core examined to see its vacancy rate increase during the period. As noted, Porsche's relocation to the area, its proximity to Atlanta's urban core, freeway and rail access and, of course, its proximity to the world's busiest airport, all create greater potential for absorption and reduced vacancy rates going forward.

Figure 7.2b: Office Vacancy Rates by Core

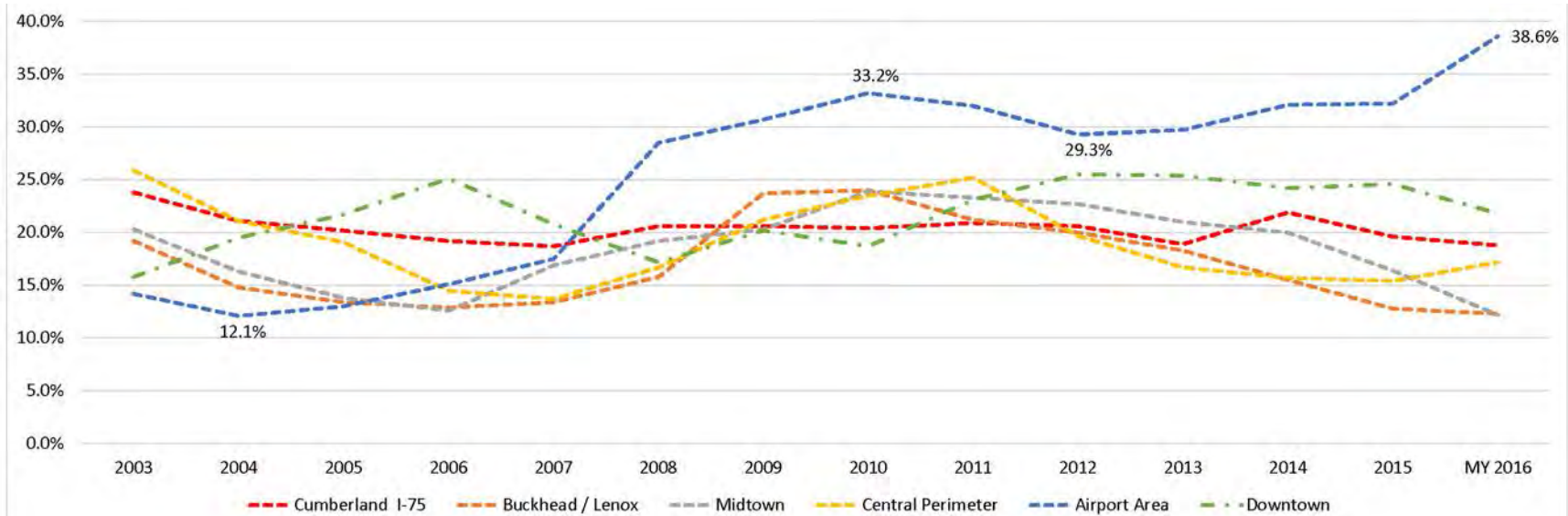
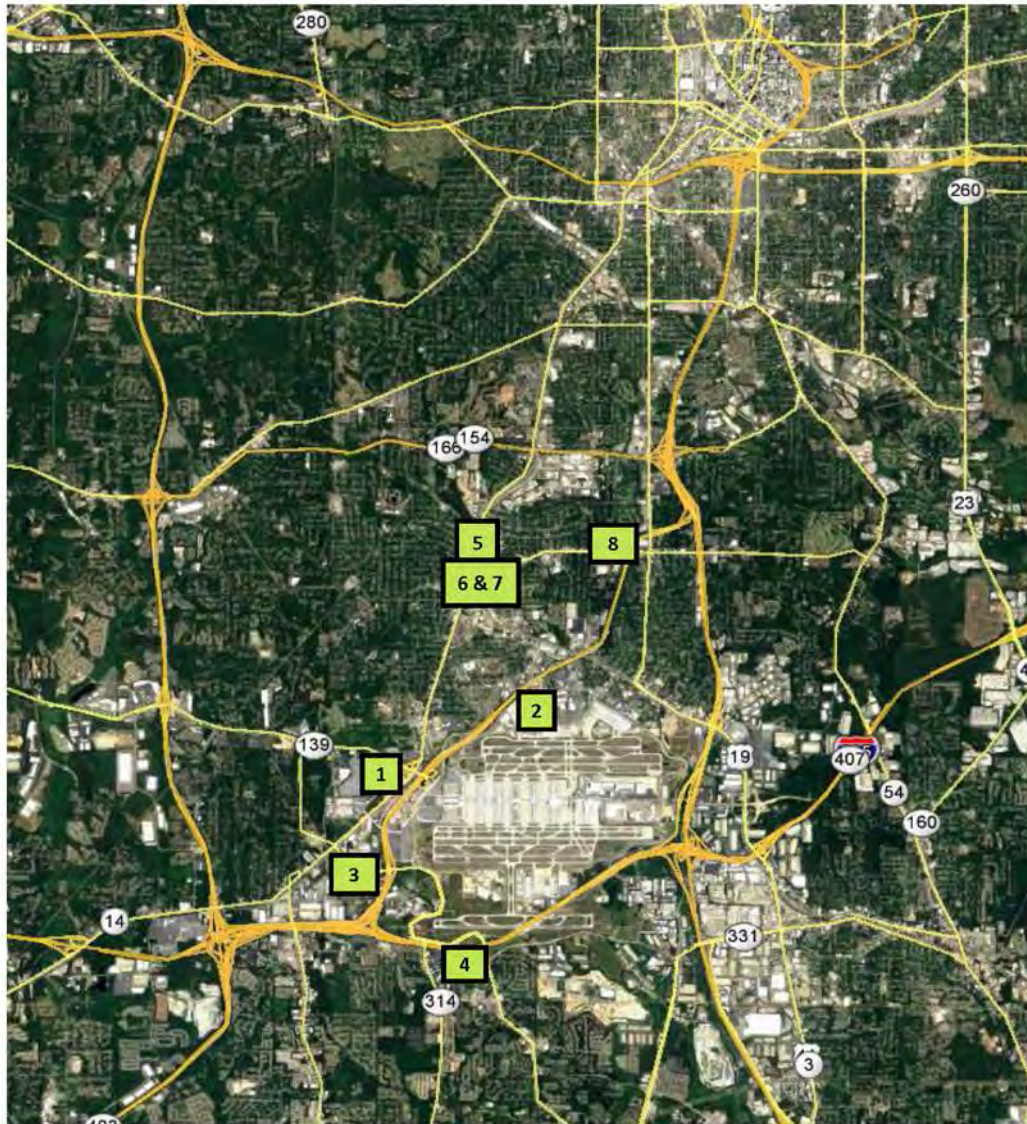


Figure 7.2c: Office Overall Vacancy Rates by Competitive Core, 2003-2016





OFFICE	SQFT	\$/SF
1 Gateway Center I	128,396	\$23.50
2 One Hartsfield Centre	150,100	\$20.50
3 Waterstone	93,796	\$20.00
4 South Pointe	70,000	\$17.00
5 Jefferson Station	70,000	\$16.00
6 Wagon Works	105,000	\$14.90
7 Buggy Works	72,000	\$18.50
8 Summit South	62,710	\$18.00
<b>AVERAGE:</b>	<b>94,000</b>	<b>\$18.66</b>

Figure 7.2d: Map of Actively Leasing Commercial Properties

# CITY OF HAPEVILLE

## Comprehensive Plan Update/LCI Study

### ESTIMATED DEMAND FOR REGIONAL-SERVING OFFICE SPACE

In the coming five years we believe the Airport Area will gain increased office momentum, as new lodging and Hartsfield-Jackson investment further enhance the attractiveness of the area. Initially, this momentum is likely to be modest (average around 3.2% capture, or around 56,000 SF annually through 2021), but will gain momentum as new space is added at the airport and other potential opportunities emerge in the area. Based on an

examination of other airports, we believe a capture closer to 6% of metro demand is possible in the area, resulting in average absorption rates of around 63,000 SF annually, or up to 600,000 SF through 2025. Of this, we believe the Hapeville Study Area is well positioned to capture around 50% or more of demand, resulting in a five year demand potential of around 140,000 SF, all likely around the Porsche and Solis facilities on I-75. Refer to Figure 7.2e.

Overall, we believe the Study Area could support up to 300,000 SF of space through 2025.

### ESTIMATED DEMAND FOR LOCAL-SERVING OFFICE SPACE

Local-serving office space demand is anticipated to be approximately 18,000 SF; currently. Refer to Figure 7.2f.

\* Future demand estimates were generated for office space using historic office market numbers from the Costar Real Estate tool and Moody's Rating's.

	Average '00 - '07	Average '08 - '10	2011	2012	2013	2014	2015	2016	Average '11 - '16	2017	2018	2019	2020	2021	Average '17 - '21	Average '21 - '25
Metro Atlanta Employment Growth	27,543	-60,806	35,458	40,642	59,700	89,758	83,083	73,948	63,765	55,333	49,258	45,518	24,668	16,020	38,159	23,916
Metro Atlanta Office Absorption	4,433,606	-1,260,510	203,257	2,225,864	2,644,778	3,633,985	4,868,124	-715,917	2,143,349	2,489,979	2,216,605	2,048,318	1,110,079	720,892	1,717,175	1,076,202
Absorption per Net New Job	161.0	20.7	5.7	54.8	44.3	40.5	58.6	-9.7	33.6	45.00	45.00	45.00	45.00	45.00	45.0	45.0
Annual Airport Area Absorption	47,249	-63,450	29,574	33,206	36,371	-92,639	19,006	-191,954	-27,739	49,800	66,498	81,933	44,403	36,045	55,736	63,130
Capture of MSA	1.1%	5.0%	14.6%	1.5%	1.4%	-2.5%	0.4%	26.8%	-1.3%	2.0%	3.0%	4.0%	4.0%	5.0%	3.2%	5.9%
<b>Hapeville Capture @ 50%</b>										<b>60%</b>	<b>60%</b>	<b>60%</b>	<b>60%</b>	<b>60%</b>	<b>60%</b>	<b>60%</b>
<b>Hapeville Regional Absorption Potential</b>										<b>24,900</b>	<b>33,249</b>	<b>40,966</b>	<b>22,202</b>	<b>18,022</b>	<b>27,868</b>	<b>31,565</b>
<b>Hapeville Supportable Five-Year Space Absorption</b>															<b>139,339</b>	<b>167,826</b>

### Market Conditions

Occupied Space	1,900,113	1,941,444	1,932,351	1,755,712	1,745,762	1,588,354	1,638,154	1,704,652	1,786,584	1,830,988	1,867,032
Vacant A/B Space	1,033,532	992,201	1,001,294	1,177,933	1,187,883	1,345,291	1,295,491	1,228,993	1,303,061	1,258,657	1,512,613
Total Space	2,933,645	2,933,645	2,933,645	2,933,645	2,933,645	2,933,645	2,933,645	2,933,645	3,089,645	3,089,645	3,379,645
Vacancy Rate	35.2%	33.8%	34.1%	40.2%	40.5%	45.9%	44.2%	41.9%	42.2%	40.7%	44.8%

### Planned New Space

Airport Mixed-Use	0	0	156,000	0	290,000
Potential Hapeville MXD-Use Office					50,000
Future Hapeville Office			156,000		240,000

Figure 7.2e: Office Overall Vacancy Rates by Competitive Core, 2003-2016



Industry Code	Industry Code Description	County Firms Less Than 20 Empls	Metrowide SF	Countywide Approx. SF Per Capita	Local Firms Less Than 20 Empls	Approx. SF Per Capita	Potential Unmet Demand	Average Tenant Size	Estimated Tenants	Estimated Demand By SF	Capture, Study Area
<b>Typical Office Users</b>										<b>63,629</b>	<b>8,756</b>
531	Real Estate	5,841	8,329,545	1.50	20	2.00	0	2,000	0	0	0
532	Rental and Leasing Services	910	2,464,810	0.45	9	2.05	0	2,000	0	0	0
523	Securities, Financial Investments	1,726	2,687,080	0.49	0	0.00	8,202	2,000	4	8,202	2,461
524	Insurance Carriers and Related Act.	3,130	5,962,540	1.08	5	0.31	12,929	2,000	6	12,929	3,879
5414	Specialized Design Services	860	1,080,350	0.10	0	0.00	1,649	2,500	1	1,649	0
6115	Technical and Trade Schools	87	308,760	0.06	0	0.00	942	3,500	0	0	0
6116	Other Schools and Instruction	990	2,127,375	0.38	1	0.05	5,718	3,500	2	5,718	0
6211	Office of Physicians	3,758	11,059,715	2.00	6	1.61	6,477	2,000	3	6,477	0
6212	Office of Dentists	2,134	5,026,030	0.91	4	0.43	8,056	2,000	4	8,056	2,417
6213	Office of Other Health Practitioners	2,604	3,549,345	0.64	3	0.44	3,394	2,000	2	3,394	0
6214	Outpatient Care Centers	439	2,186,275	0.39	5	1.34	0	2,000	0	0	0
6215	Medical and Diagnostic Laboratories	194	501,425	0.09	2	0.09	0	2,500	0	0	0
6216	Home Health Care Services	219	1,482,885	0.27	1	0.05	3,751	2,500	2	3,751	0
8122	Death Care Services	196	570,400	0.10	3	0.44	0	2,000	0	0	0
52231	Mortgage and Non Mortgage Loan Brokers	151	197,935	0.04	0	0.00	604	2,000	0	0	0
54111	Offices of Lawyers	3,384	4,957,830	0.22	3	0.14	1,458	2,500	1	1,458	0
54194	Veterinary Services	409	1,987,720	0.36	0	0.00	6,067	2,000	3	6,067	0
541211	Offices of CPAs	1,084	1,580,845	0.14	1	0.05	1,638	2,500	1	1,638	0
541213	Tax Preparation Services	556	1,160,950	0.21	1	0.05	2,769	2,000	1	2,769	0
541380	Testing Laboratories	84	242,265	0.04	0	0.00	739	2,000	0	0	0
541519	Computer Related Services	358	498,325	0.09	0	0.00	1,521	2,000	1	1,521	0
<b>Typical Retail Users</b>										<b>45,888</b>	<b>9,275</b>
5172	Wireless Telecommunication Carriers	189	1,571,724	0.28	1	0.09	3,327	1,500	2	3,327	0
6244	Child Day Care Facilities	791	13,069,770	2.36	4	2.89	0	4,500	0	0	0
8123	Dry Cleaning and Laundry Services	816	2,327,598	0.42	1	0.09	5,635	1,500	4	5,635	1,690
52211	Commercial Banking	1,305	9,431,226	1.70	4	1.08	10,559	2,500	4	10,559	3,168
52212	Savings Institutions	64	341,040	0.06	0	0.00	1,041	2,500	0	0	0
52213	Credit Unions	161	865,536	0.16	5	4.09	0	2,500	0	0	0
71394	Fitness and Other Rec. Centers	432	2,683,044	0.48	1	0.09	6,719	10,000	1	6,719	0
81211	Hair, Nail, and Skin Care Services	1,689	5,305,230	0.96	1	0.09	14,723	1,500	10	14,723	4,417
81219	Other Personal Services	407	1,613,472	0.29	0	0.00	4,925	1,500	3	4,925	0
<b>Total, Office and Retail Users</b>			<b>95,171,045</b>	<b>16.28</b>	<b>81</b>	<b>17.46</b>	<b>112,844</b>		<b>66</b>	<b>109,517</b>	<b>18,031</b>

Given physical constraints in the area, including the freeway network, airport, and rail lines, we believe demand and support for neighborhood-serving office uses will largely emanate from residents of the 30354 ZIP code. Within that ZIP, we estimate there is demand potential for around 18,000 SF of office and service-using space.

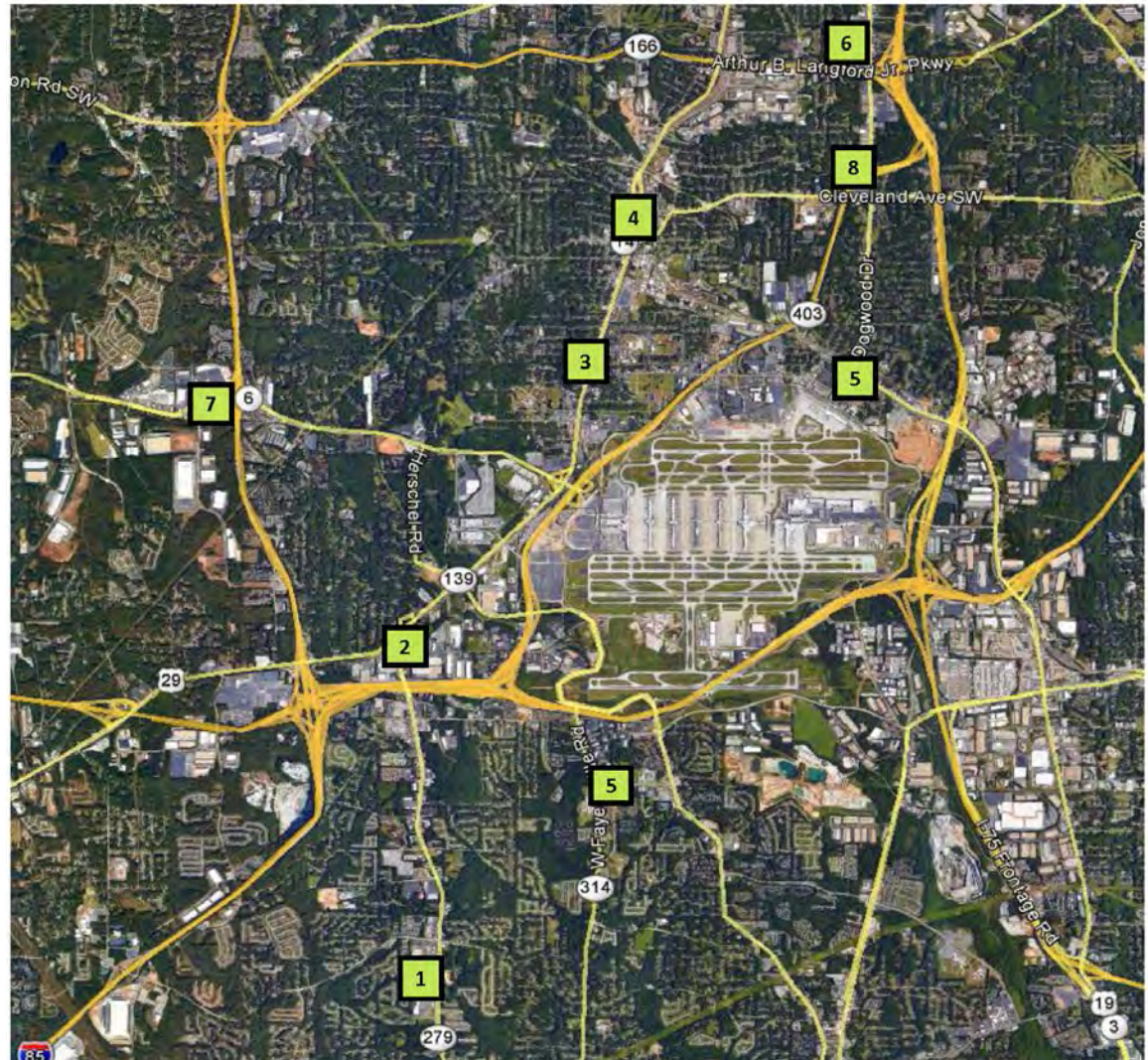
Figure 7.2f: Small Service-Oriented Office and Retail Space Demand, 2016



### 7.3 Retail Market Analysis and Demand

The southwest Atlanta area, which includes Hapeville, has really struggled since coming out of the last recession, posting negative net absorption for the last three years. This negative absorption has pushed vacancy rates upward to 19% in 2016, with lease rate growth turning negative during the last year. By comparison, metro Atlanta’s vacancy rate in 2016 stood at 17.9% (slightly lower) and its lease rate stood at \$13.04 (slightly higher). In short, while the area’s retail market isn’t performing well, it’s not necessarily atypical of that of the larger metro area. Figure 7.3a shows a map of select retail companies around the area. We can see from the map that Hapeville has a lack of retail options compared to the surrounding, more established retail cores.

Figure 7.3b identifies a potential demand for 47,000 SF of retail in Hapeville. This number could increase if a non-conventional grocer is attracted. One quarter of this demand is dining/food related.



INSIDE CORRIDOR	SQFT	Leased	\$/SF
1 Old National Marketplace	235,081	84%	\$22.67
2 Hapeville Center	18,879	49%	\$21.67
3 Downtown College Park	N/A	60%	\$19.17
4 Downtown East Point	57,000	100%	\$15.50
5 Downtown Hapeville	CND	CND	\$15.50
6 Crossroads	173,000	72%	\$5.67
7 Camp Creek Marketplace	718,590	98%	\$24.33
8 Kroger City Center	164,637	83%	\$18.00
9 River Station	72,000	98%	\$14.35

Figure 7.3a: Select Retail Companies in the Area



Store Type (Excl. General Merch. & Gas)	Existing Pop. in Local Trade Area	New Pop. Growth in LTA (2020)	Weekend Shopping and Dining	Hotel/Travelers	Employees in 5 Min Drive	Combined Demand From All Sources	Estimated Existing and Planned Supply	Net Excess Demand	Store Types with Positive Demand	Notes	Capture Rate	Hapeville Potential Capture
<b>Furniture and Home Furnishings</b>	21,982	1,538	0	0	0	23,520	0	23,520	23,520			2,717
Furniture Stores	14,287	1,000	0	0	0	15,287	0	15,287	15,287	Rooms to Go may negate	0%	0
Home Furnishing Stores	7,695	538	0	0	0	8,234	0	8,234	8,234	Potential opportunity	33%	2,717
<b>Electronics &amp; Appliance Stores</b>	10,210	714	0	0	0	10,925	0	10,925	10,925	Challenging, but possible	0%	0
<b>Bldg Mats., Garden Equip &amp; Supply</b>	60,262	4,217	0	0	0	64,479	135,000	-70,521	14,914			4,921
Bldg Materials & Supply Stores	46,324	3,242	0	0	0	49,566	135,000	-85,434	0	Satisfied by Home Depot	0%	0
Lawn & Garden Equipment	13,938	975	0	0	0	14,914	0	14,914	14,914	Potential land use	33%	4,921
<b>Food &amp; Beverage Stores</b>	75,841	5,385	0	3,090	0	84,315	21,000	63,315	66,678			3,470
Grocery Stores	51,393	3,077	0	2,407	2,967	59,844	13,500	46,344	46,344	Kroger just outside of area	0%	0
Specialty Food Stores	12,897	903	0	683	396	14,879	1,000	13,879	13,879	Potential opportunity	25%	3,470
Beer, Wine & Liquor Stores	11,550	1,405	0	0	0	12,955	6,500	6,455	6,455	Likely not desired	0%	0
<b>Health &amp; Personal Care</b>	29,698	2,078	0	1,783	2,337	35,897	8,500	27,397	27,397	Potential opportunity	33%	9,041
<b>Clothing &amp; Clothing Accessories</b>	32,612	2,282	0	0	0	34,894	6,750	28,144	28,144			6,419
Clothing Stores	19,784	1,384	0	0	0	21,168	6,750	14,418	14,418	Challenging land use	33%	4,758
Shoe Stores	4,704	329	0	0	0	5,033	0	5,033	5,033	Possible, but tough	33%	1,661
Jewelry, Luggage & Leather Goods	8,125	569	0	0	0	8,693	0	8,693	8,693	Not recommended	0%	0
<b>Sporting Gds, Hobby, Book &amp; Music</b>	19,503	1,365	0	0	0	20,868	0	20,868	20,868			0
Sporting Goods, Hobby, Musical In:	16,972	1,188	0	0	0	18,159	0	18,159	18,159	Challenging for study area	0%	0
Book & Music Stores	2,531	177	0	0	0	2,708	0	2,708	2,708	Not recommended	0%	0
<b>General Merchandise Stores</b>	135,786	0	0	0	0	135,786	29,000	106,786	106,786	Walmart nearby	0%	0
<b>Miscellaneous Store Retailers</b>	35,814	2,506	0	1,124	485	39,929	5,250	34,679	35,518		33%	11,071
Florists	918	64	0	0	28	1,010	0	1,010	1,010	Potential opportunity	100%	1,010
Office Supplies, Stationery & Gifts	14,950	1,046	0	1,124	457	17,578	1,000	16,578	16,578	Challenging	25%	4,144
Used Merchandise Stores	2,254	158	0	0	0	2,411	3,250	-839	0		0%	0
Other Miscellaneous Store Retailer	17,692	1,238	0	0	0	18,930	1,000	17,930	17,930	Potential opportunity	33%	5,917
<b>Food Service &amp; Drinking Places</b>	97,160	6,799	0	14,877	7,182	126,017	139,837	-13,820	22,899			9,460
Full-Service Restaurants	34,367	2,405	0	6,071	2,716	45,558	36,225	9,333	9,333	Possible for 1 or 2	50%	4,667
Limited-Service Eating Places	47,336	3,312	0	7,995	4,321	62,964	49,812	13,152	13,152	Potential opportunity	33%	4,380
Special Food Services	13,067	914	0	0	0	13,981	50,700	-36,719	0		0%	0
Drinking Places	2,390	167	0	811	145	3,514	3,100	414	414	Potential opportunity	100%	414
<b>TOTAL</b>	<b>383,082</b>	<b>26,895</b>	<b>0</b>	<b>20,874</b>	<b>10,004</b>	<b>576,631</b>	<b>345,337</b>	<b>231,294</b>	<b>357,649</b>			<b>47,100</b>

Figure 7.3b: Summary of Estimated Retail Demand (By Source) and Supply By Store Type in ZIP 30354



**7.4 Lodging Market Analysis and Demand**

The Hapeville Study Area is near existing hotels along Virginia Ave just north of the airport. Planned and under construction hotels are scattered around the airport near downtown College Park and the Porsche American Headquarters.

As the Study Area enjoys close proximity to I-85, I-75, and I-285, in addition to the airport, we believe it will be attractive for further lodging development.

**KEY LODGING TRENDS**

The Airport Area lodging market has shown strong improvement over the past five years, posting improving occupancy rates (now up to 78%) as well as ADRs (Average Daily Rate - the average rate per room per night, whether it is occupied or not).

Lodging markets above 70% or so are considered healthy and these occupancy levels indicate the market can indeed handle more hotel rooms. To this, nearly 1,000 rooms are under construction and/or planned in the near-term, including the Solis Hotel in Aerotropolis and the Intercontinental being built

on the airport property itself. In addition to these existing and planned hotels, another 500 rooms are anticipated to be supportable in Hapeville by 2026. Refer to Figure 7.4b.



**Key Competitive Hotels**

**Keys**

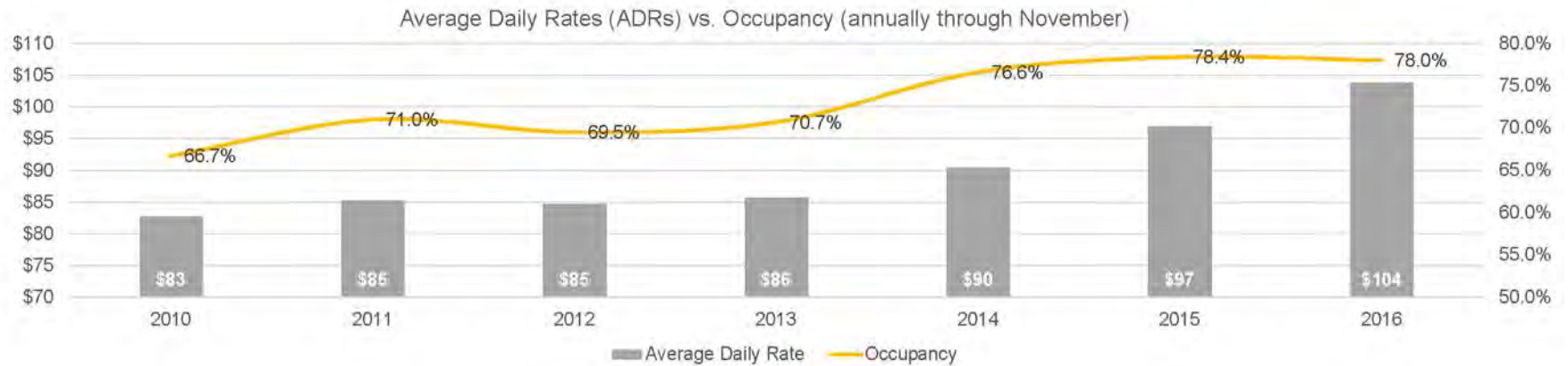
1	DoubleTree	220
2	Crowne Plaza	378
3	Hilton Atlanta	507
4	Holiday Inn & Suites	330
5	Renaissance Concourse	387

**Planned & U/C Hotels**

**Keys**

6	Solis Hotel	214
7	InterContinental Hotel	440
8	Renaissance Gateway	204
9	Aloft Hotel	136

Figure 7.4a: Select Competitive Hotels in the Area



	2010	2011	2012	2013	2014	2015	2016	Avg 2010-2016	2017	2018	2019	2020	2021	2026
Hartsfield Enplanements	43,130,585	44,414,121	45,798,928	45,308,407	46,604,273	49,340,732	53,430,000	46,861,007	54,519,972	55,632,179	56,767,076	57,925,124	59,106,797	66,548,337
Airport Area Room Nights Supported	2,033,765	2,053,252	2,092,407	2,200,837	2,400,900	2,528,310	2,527,309	2,262,397	2,567,746	2,608,830	2,650,571	2,692,980	2,736,068	2,962,071
Enplanements per Room Night Supported	21.2	21.6	21.9	20.6	19.4	19.5	21.1	20.7						
Growth in Room Night Demand		19,487	39,155	108,430	200,063	127,410	(1,001)	82,257	40,437	41,084	41,741	42,409	43,088	46,647
Existing Room Night Supply	3,127,324	3,035,637	3,103,492	3,217,925	3,274,569	3,299,151	3,302,780		Additional Room Nights from Planned Deliveries					
Planned Additions to Competitive Supply														
Renaissance Atlanta Airport Gateway	204 rooms								67,014	74,460	74,460	74,460	74,460	74,460
Solis Hotel (Aerotropolis)	214 rooms								19,528	78,110	78,110	78,110	78,110	78,110
aloft Hotel	136 rooms									24,820	49,640	49,640	49,640	49,640
Intercontinental Hotel	440 rooms											120,450	160,600	160,600
Porsche Hotel, Ph II	300 rooms												109,500	109,500
Potential O'Brien Site	140 rooms													51,100
Jacoby Hotel Sites	600 rooms													219,000
Expected Room Night Supply									3,389,322	3,480,170	3,504,990	3,625,440	3,775,090	4,045,190
Occupancy Rate	65.0%	67.6%	67.4%	68.4%	73.3%	76.6%	76.5%		75.8%	75.0%	75.6%	74.3%	72.5%	73.2%
Additional Supportable Rooms @ 70% Occupancy					425	857	843		764	676	771	607	366	511

Figure 7.4b: Lodging Demand



### 7.5 Housing Market Analysis and Demand

This section of the market analysis will look at both for-sale residential and rental apartment assessment.

#### FOR-SALE RESIDENTIAL MARKET ANALYSIS

The three ZIP area (College Park, East Point and Hapeville) has seen stronger captures of single-family development than for-sale townhouse development. Indeed, the area accounts for nearly one in five sales

of homes between \$150,000 and \$300,000 inside of the Perimeter and south of I-20. This compares to around 2% to 9% of townhouse sales in the same area. Refer to Figures 7.5a and b.

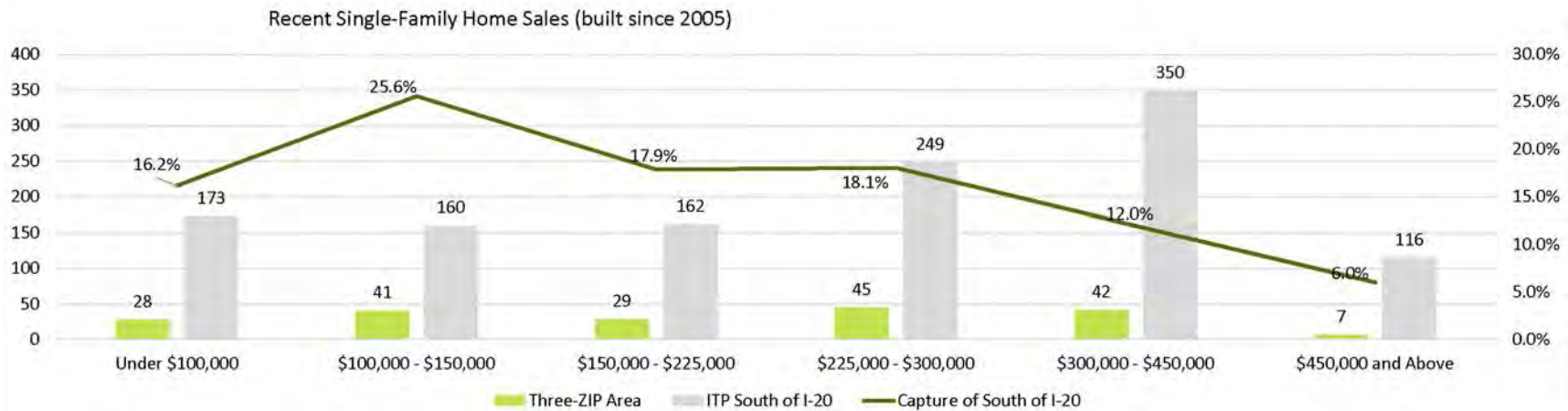


Figure 7.5a: Single Family Home Sales

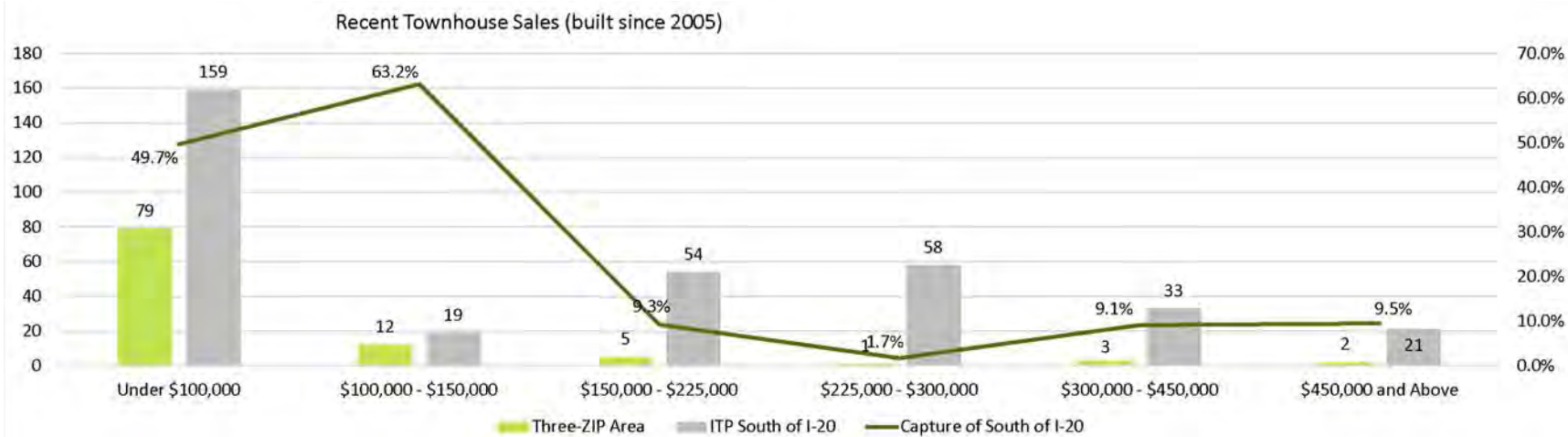


Figure 7.5b: Townhouse Sales

This is in part due to the higher single-family home prices found in closer-in neighborhoods and the greater lifestyle propositions they provide. This said, we believe that, as the area continues to mature, and new single-family home development continues, opportunities for higher-quality for-sale townhouses will also improve.

Figures 7.5c and 7.5d show maps of Single-Family and Townhome Communities in and around the Study Area along with a list of average price, average size and rate per square feet.

SINGLE FAMILY		AVG. PRICE	AVG. SIZE	\$/SF
1	River's Station	\$150,318	1,868	\$80
2	The Courtyards of Hapeville	\$287,450	2,936	\$98
3	Pickfair Ave.	\$192,097	2,289	\$84
4	Preston Hills	\$218,374	2,158	\$101
5	Crenshaw Park	\$150,659	1,866	\$81
6	The Links at College Park	\$240,490	2,548	\$92
7	Misc. Infill	\$324,930	2,250	\$157
<b>Average</b>		<b>\$206,565</b>	<b>2,278</b>	<b>\$89</b>

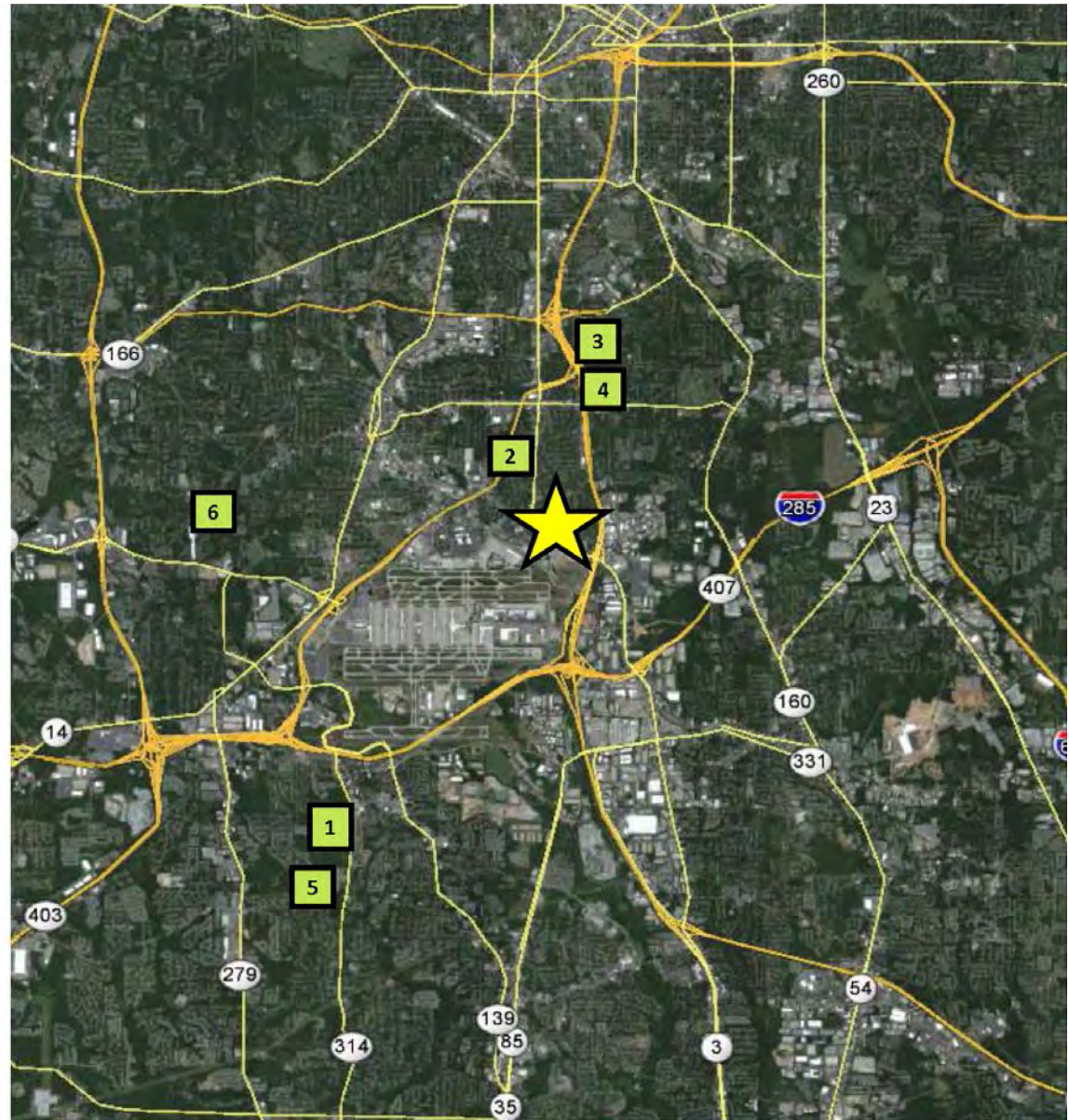
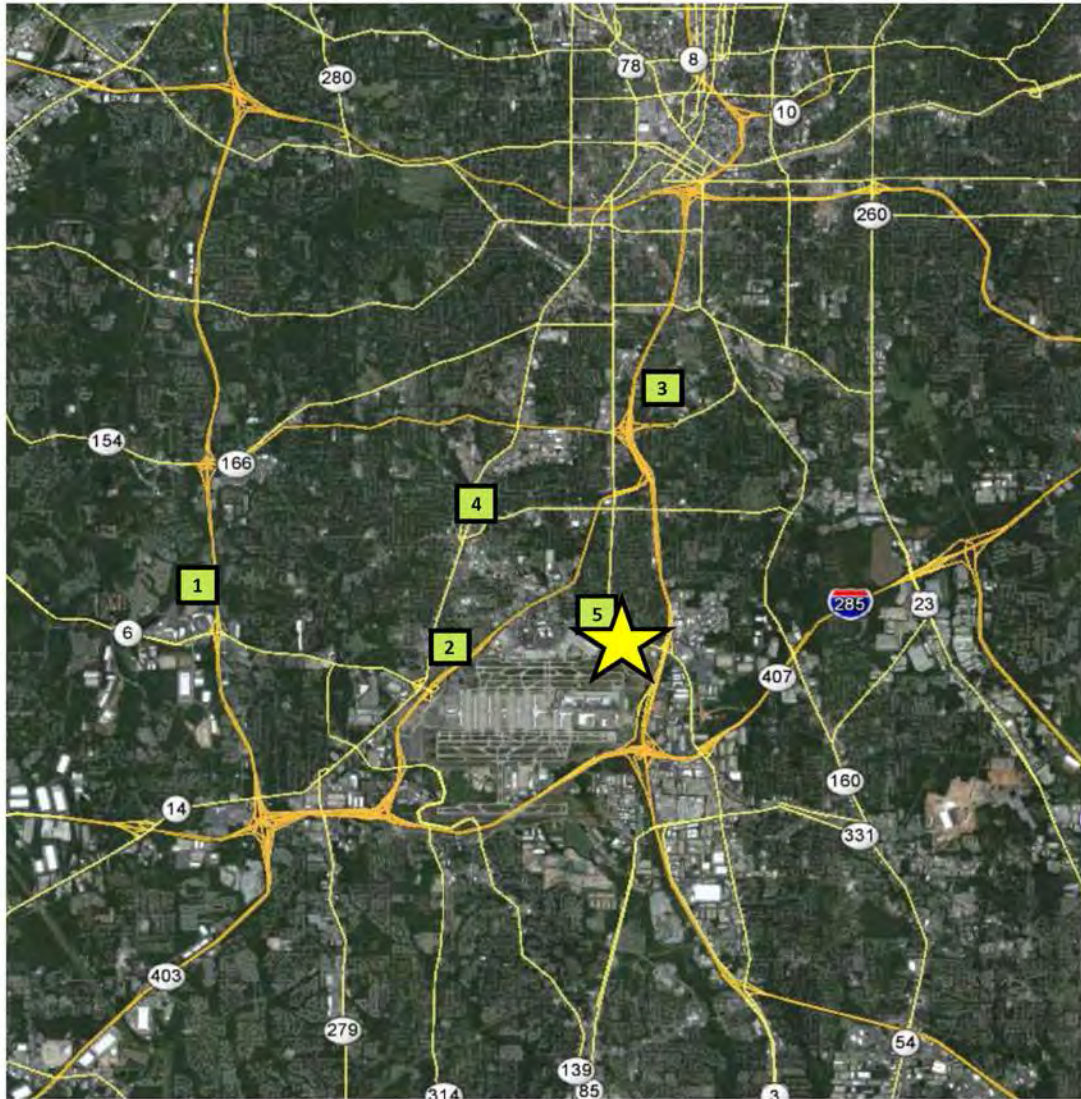


Figure 7.5c: Map of Single-Family Communities



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TOWNHOME	AVG. PRICE	AVG. SIZE	\$/SF
1 Highlands at Princeton Lake	\$175,414	1,898	\$92
2 Princeton Village	\$166,050	2,125	\$78
3 Park Place South	\$73,796	1,412	\$52
4 Sterling Village	\$79,586	1,646	\$48
5 Asbury Park	\$219,500	1,862	\$118
<b>Average</b>	<b>\$143,000</b>	<b>1,789</b>	<b>\$78</b>

Figure 7.5d: Map of Townhome Communities



Figure 7.5e below shows the estimated demand potential for new for-sale Single-Family detached houses, which is anticipated to be 5-10 homes annually.

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Metro Employment Growth	69,492	65,275	48,033	-26,192	-135,800	-20,425	35,458	40,642	59,700	89,758	83,083	73,948	55,333	49,258	45,518	24,668	16,020	
Metro Single-Family Permits	61,558	53,927	31,089	11,989	5,421	6,384	6,214	9,167	14,824	16,935	19,885	22,412	22,133	24,629	25,035	13,568	8,811	
Permits/Job	0.89	0.83	0.65	(0.46)	(0.04)	(0.31)	0.18	0.23	0.25	0.19	0.24	0.30	0.40	0.50	0.55	0.55	0.55	
Fulton-DeKalb SFD Permits	12,928	12,242	6,661	2,941	1,036	1,081	1,228	1,865	2,397	2,867	3,802	4,595	4,537	5,049	5,132	2,781	1,806	
Capture	21.0%	22.7%	21.4%	24.5%	19.1%	16.9%	19.8%	20.3%	16.2%	16.9%	19.1%	20.5%	20.5%	20.5%	20.5%	20.5%	20.5%	
<b>SFD--TH Split</b>																		
Detached												64%	64%	64%	64%	64%	64%	
Attached												36%	36%	36%	36%	36%	36%	
<b>Single-Family Detached Demand</b>																		
<b>Fulton-DeKalb Detached New Home Sales</b>												<b>2,926</b>	<b>2,888</b>	<b>3,214</b>	<b>3,267</b>	<b>1,771</b>	<b>1,160</b>	
Under \$100,000												195	193	214	218	118	77	
\$100,000 - \$150,000												131	129	144	146	79	51	
\$150,000 - \$225,000												672	663	738	750	407	264	
\$225,000 - \$300,000												405	400	445	452	245	159	
\$300,000 - \$450,000												460	455	506	514	279	181	
\$450,000 and Above												1,062	1,049	1,167	1,186	643	417	
<b>Capture, ITP South of I-20</b>												<b>306</b>	<b>302</b>	<b>336</b>	<b>342</b>	<b>186</b>	<b>120</b>	
Under \$100,000	22.4%												44	43	48	49	26	17
\$100,000 - \$150,000	30.9%												40	40	44	45	24	16
\$150,000 - \$225,000	6.1%												41	40	45	46	25	16
\$225,000 - \$300,000	15.6%												63	62	69	70	38	25
\$300,000 - \$450,000	19.2%												89	87	97	99	54	35
\$450,000 and Above	2.8%												29	29	32	33	18	12
<b>Hapeville-College Park-East Point PMA Capture</b>												<b>49</b>	<b>48</b>	<b>63</b>	<b>64</b>	<b>29</b>	<b>19</b>	
Under \$100,000	16.2%												7	7	8	8	4	3
\$100,000 - \$150,000	25.6%												10	10	11	12	6	4
\$150,000 - \$225,000	17.9%												7	7	8	8	4	3
\$225,000 - \$300,000	18.1%												11	11	13	13	7	4
\$300,000 - \$450,000	12.0%												11	10	12	12	6	4
\$450,000 and Above	6.0%												2	2	2	2	1	1
<b>Hapeville Study Area Capture (@ 33% of \$225,000 - \$460,000)</b>												<b>7</b>	<b>7</b>	<b>8</b>	<b>8</b>	<b>4</b>	<b>3</b>	



Figure 7.5e: Estimated Demand for New For-Sale Detached Houses

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Figure 7.5f below shows the estimated demand potential for new for-sale Single-Family attached houses, which is anticipated to be 10 homes annually.

### Single-Family Attached Demand

#### Fulton-DeKalb Attached Townhouses

Under \$100,000

\$100,000 - \$150,000

\$150,000 - \$225,000

\$225,000 - \$300,000

\$300,000 - \$450,000

\$450,000 and Above

#### Capture, ITP South of I-20

Under \$100,000 18.9%

\$100,000 - \$150,000 9.8%

\$150,000 - \$225,000 8.1%

\$225,000 - \$300,000 5.8%

\$300,000 - \$450,000 1.6%

\$450,000 and Above 1.9%

#### Hapeville-College Park-East Point PMA Capture

Under \$100,000 49.7%

\$100,000 - \$150,000 63.2%

\$150,000 - \$225,000 11.6%

\$225,000 - \$300,000 2.3%

\$300,000 - \$450,000 9.1%

\$450,000 and Above 9.5%

	2016	2017	2018	2019	2020	2021
<b>Fulton-DeKalb Attached Townhouses</b>	<b>1,670</b>	<b>1,649</b>	<b>1,835</b>	<b>1,865</b>	<b>1,011</b>	<b>656</b>
Under \$100,000	213	211	234	238	129	84
\$100,000 - \$150,000	98	97	108	110	59	39
\$150,000 - \$225,000	226	223	248	252	137	89
\$225,000 - \$300,000	338	334	372	378	205	133
\$300,000 - \$450,000	516	509	567	576	312	203
\$450,000 and Above	279	275	307	312	169	110
<b>Capture, ITP South of I-20</b>	<b>87</b>	<b>86</b>	<b>96</b>	<b>97</b>	<b>53</b>	<b>34</b>
Under \$100,000	40	40	44	45	24	16
\$100,000 - \$150,000	10	9	11	11	6	4
\$150,000 - \$225,000	18	18	20	20	11	7
\$225,000 - \$300,000	20	19	21	22	12	8
\$300,000 - \$450,000	8	8	9	9	5	3
\$450,000 and Above	5	5	6	6	3	2
<b>Hapeville-College Park-East Point PMA Capture</b>	<b>26</b>	<b>25</b>	<b>28</b>	<b>29</b>	<b>16</b>	<b>10</b>
Under \$100,000	20	20	22	22	12	8
\$100,000 - \$150,000	6	6	7	7	4	2
\$150,000 - \$225,000	2	2	2	2	1	1
\$225,000 - \$300,000	0	0	0	1	0	0
\$300,000 - \$450,000	1	1	1	1	0	0
\$450,000 and Above	1	0	1	1	0	0
<b>Hapeville Study area Capture (@ 50% of \$100,000 - \$300,000)</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>10</b>	<b>6</b>	<b>3</b>

Figure 7.5f: Estimated Demand for New For-Sale Attached Houses

## RENTAL APARTMENT ASSESSMENT

The Airport Area rental apartment market saw a surge of development activity and absorption in the mid 2000s, capturing around 6.9% of all metro Atlanta rental apartment absorption.

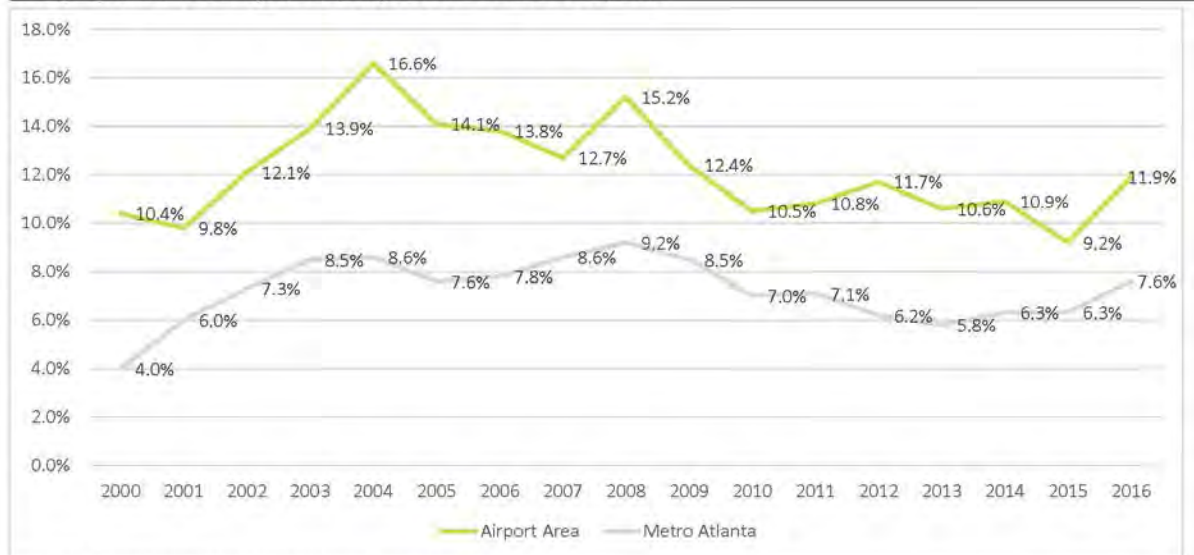
Since that time, development in the area has quieted down, in spite of the area's convenience and new investment. From 2010 through 2016 the Airport Area only captured around 0.7% of metro demand. While this is in part due to the surge of development activity in areas like Midtown and Buckhead, there appears to be some potential un-met demand in the area.

New development and growth around the airport indicates further potential for new rental product. Indeed, The Pad on Harvard, a planned mid-rise community, is now under construction in College Park, and will represent only the 2nd community delivered in this current cycle (the first being off of Camp Creek Parkway and I-285).

While the Airport Area rental apartment market has struggled relative to vacancies (remaining more than 400 basis points higher than that of the metro), rent growth has kept pace with that of the metro and, in the last couple of years, has exceeded even the metro's rapid pace (refer to Figure 7.5g). This will likely moderate in the next couple of years as vacancy rates remain stubbornly high and lease rate growth is tempered.

Hapeville is anticipated to support 80 multi-family units annually, or one to two projects every two to three years.

Comparison of Vacancy Rates, Airport Area vs. Metro Atlanta



Rental Apartment Rent Growth, 2001 - 2016

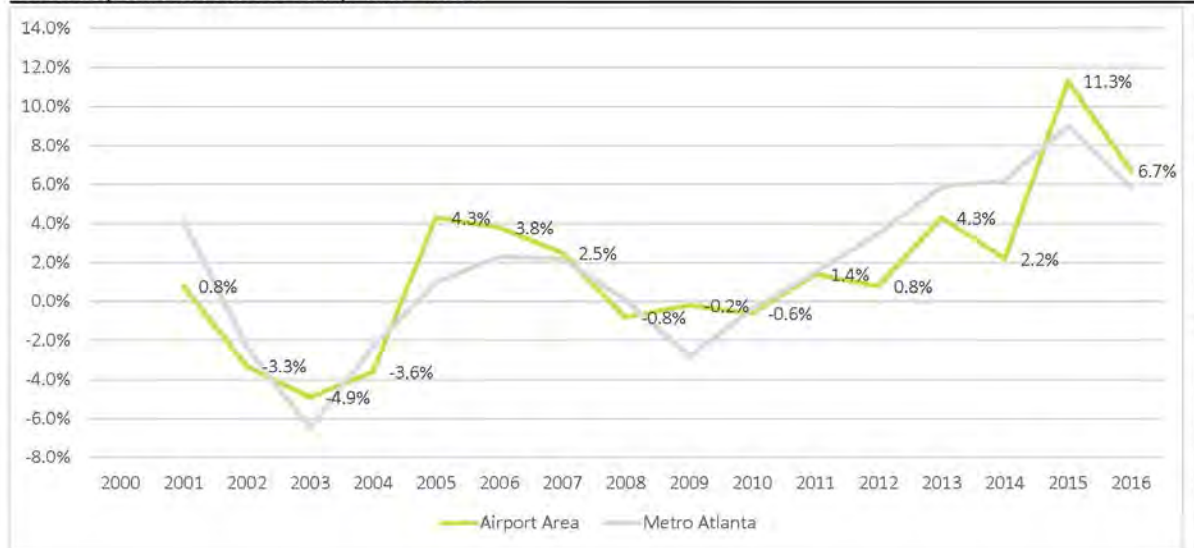


Figure 7.5g: Rental Apartment Assessment



**7.6 Needs**

Following is the summary of the market analysis that puts forth the needs and demands of the area

SUMMARY	DEMAND POTENTIAL	KEY ISSUES/POTENTIAL LOCATIONS
<p><u>Commercial Office</u></p> <p>Airport office market is still weak, with high vacancy rates and low lease rates, although relocation of Porsche to the area and increasing amenities, including higher-end hotel product, along with some newer office space could create momentum to further absorption paces. Likely to see a mix of airport-related office users, sales-related users and some professional services firms fueling demand.</p>	<p>Demand for around 140,000 SF in the next 5 years or so, with potential increasing to support upwards of 157,000 additional square feet in the following five years. Local-serving demand for 18,000 add'l SF.</p>	<p>Creating more of a lifestyle environment and providing support services and dining opportunities needed to attract these office users. Local users could go more into a Main Street format while regional users are appropriate around Aerotropolis.</p>
<p><u>Retail</u></p> <p>Hapeville is a challenging location for retail given its trade area is quite chopped up by freeways, rail lines, the airport and industrial uses. Flight contours also limit residential in significant portions of the trade area. Still retail demand does exist in Hapeville among key store and dining categories. Identifying key locations is somewhat of a challenge.</p>	<p>Potential to support up to 47,000 SF in the Hapeville study area, with one-fourth of that being for dining and specialty food options. Fueled by a mix of local residents, employees and area visitors.</p>	<p>Creating vibrancy and development situations in which these uses can be developed in ground floor/street-oriented environments.</p>
<p><u>For-Sale Residential</u></p> <p>Hapeville and College Park are seeing small infill single-family detached development, including homes in the \$200s and \$300s, and will continue to do so as the area increasingly feels more like an intown location. Townhouse development has been lacking since the Great Recession, but will likely pick up in the coming years, with Hapeville representing a potentially attractive location.</p>	<p>Ongoing demand for 5 - 10 single-family homes annually in the study area and increasing demand for around 10 townhouses annually.</p>	<p>Creating lifestyle propositions to better support townhouse development--can't function alone as a price alternative in the area.</p>
<p><u>Rental Residential</u></p> <p>Rental apartment development is gaining momentum around the airport, as airport employees, those working in the area and split commuters between Downtown/Midtown and the airport area opt to live closer to their work. Rents are still moderate and don't support structured parking, but the improving lifestyle of the area should encourage further rental development.</p>	<p>Demand in the greater area for around 250 units annually in the coming decade, of which the study area could capture around 33%, or 80 units annually, supporting one new deal every three years.</p>	<p>As with townhouses, creating a greater lifestyle play. Rents aren't at the levels to support structured parking, so street-oriented, surface parked deals will be the norm for the time being.</p>
<p><u>Lodging</u></p> <p>The Airport Area lodging market is doing very well currently, with occupancies and Average Daily Rates (ADRs) surging to levels that support new hotel construction. Indeed, more than 1,000 rooms are under construction or planned in the area, although additional demand will exist for more than 2,000 additional rooms in the coming decade and beyond. Adding quality office can help improve hotel demand.</p>	<p>Demand should allow for an additional 1,500 or so lodging rooms in the decade to come, of which the study area could capture one-fourth or more (400 - 500 rooms +/-)</p>	<p>Furthering lifestyle options and support dining, etc. to attract hotel guests.</p>



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## 8.0 Recommendations

### 8.1 Concept Plan Overview

This section provides an overview of the proposed Master Plan for the Study Area. This Plan is a result of the extensive community input process, understanding of market demands and trends, analysis of site conditions and opportunities, and the LCI grant goals.

Recommendations include the creation of key (Re)development Nodes, including four Gateway Nodes and the historic Downtown Node. The recommendations focus on creating a Gateway and Downtown Overlay District that can guide the density and character of redevelopment within these nodes. Public infrastructure investment projects, such as streetscape improvements and parks, are identified within each node to incentivize the private redevelopment of these areas.

Development recommendations may take 10-25 years to be implemented, depending on private market forces. However, redevelopment in the Airport Loop Gateway and the Eastern and Western Gateways could occur within next 5 years considering mixed-used projects currently pursuing permitting and the current market demand. Refer Figure 8.1a for the (Re)development Nodes of focus.

The (Re)development Nodes include:

- East Gateway Node
- West Gateway Node
- Downtown Node
- Virginia Avenue Gateway Node
- Airport Loop Road Gateway Node

The following section describes the master plan process. Section 8.2 explains, in detail, node recommendations, and section 8.3 provides zoning and land use recommendations to achieve the Master Plan concepts. Section 8.4 describes additional public investment projects, including bike/pedestrian connections, parks, and schools. Sections 8.5 and 8.6 explain necessary transportation and economic development strategies.

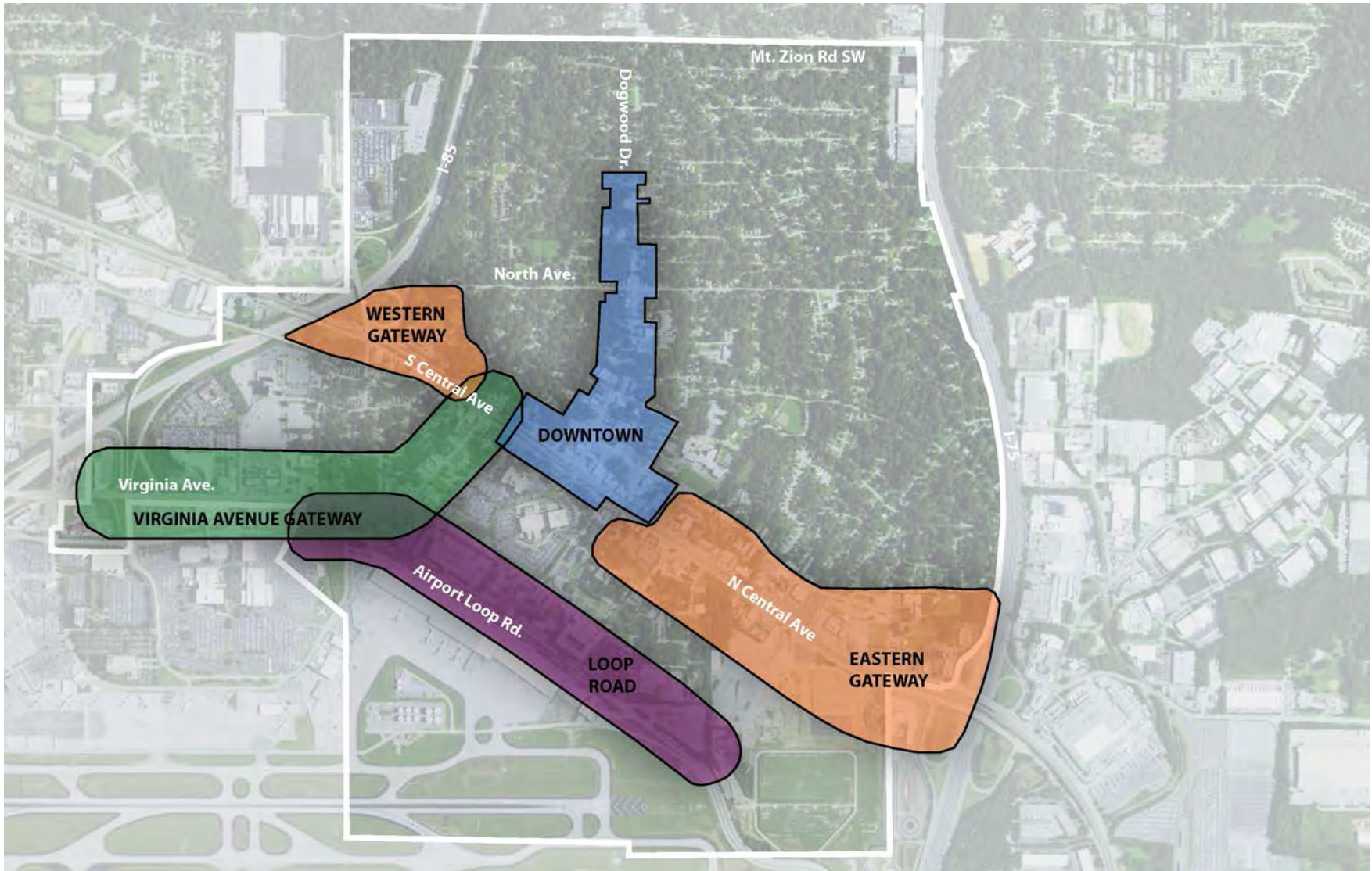


Figure 8.1a: (Re)development nodes in the Study Area



**MASTER PLAN OVERVIEW**

This Master Plan Overview describes the process that led to the development of recommendations, as described within this report. The steps are summarized as follows:

**1. Key Nodes**

Figure 8.1b identifies three key nodes within the Study Area. These nodes are identified based on proximity to large employers, Porsche and Delta, and downtown Hapeville. The circles around each node, denote a 1/4 mile and 1/2 mile radius, 5 minute and 10 minute walk, respectively. A 10 minute walk is the maximum distance most people will walk before choosing to drive. This diagram shows, that while Hapeville is a very walkable community, the major nodes, where large numbers of people are, are approximately 15-20 minute walks from each other. In order to draw employees from Porsche to eat and play in downtown, the walk will need to be desirable - beautiful streetscapes - or alternative transportation options need to be provided - shuttles, bike lanes, etc. Additionally, a mix of uses in each node will help to create a truly walkable and livable community.

**2. Redevelopment Potential**

This diagram showcases where development is most likely to occur. The Corporate Crescent is anticipated to capture high density mixed use office development. The yellow circles denote areas with vacant and/or under-utilized land, ripe for redevelopment.



Figure 8.1b: Key Nodes



Figure 8.1c: Redevelopment Potential

### 3. Residential Preservation

It is important to consider the preservation of the established single-family neighborhoods in the Study Area. Many of these neighborhoods provide historical significance (Refer Section 4.1), as well. Focus of these areas will be preservation and stabilization - focused on attracting new homeowners to the area and maintaining existing housing stock.

### 4. (Re)development Nodes of Focus

Based on redevelopment potential, key nodes, and areas of preservation, this study will focus on the five (re)development nodes shown in Figure 8.1e. These nodes include impactful gateways and the downtown core, all of which can create an identity and character unique to Hapeville.



Figure 8.1d: Residential Preservation

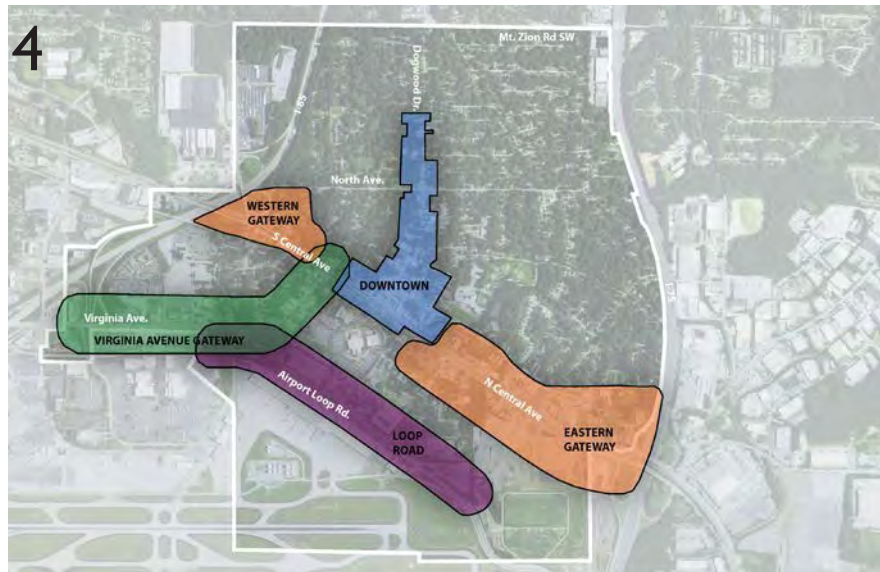


Figure 8.1e: (Re)development nodes of focus



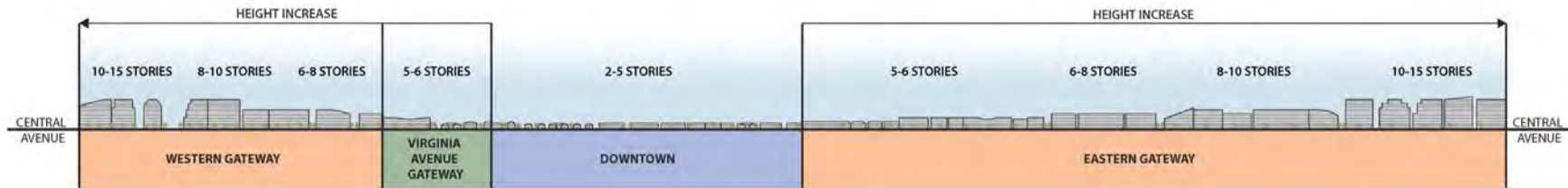


Figure 8.2a: Central Avenue Transect



Figure 8.2b: Central Avenue Transect (Across)

## 8.2 Major Development Concepts

(Re)development Nodes are further described within this section. The recommendations focus on providing a framework, regulations and standards, to create Gateway and Downtown Nodes that are inviting and speak to the character and uniqueness of Hapeville.

These regulations and standards are recommended to be incorporated into an Overlay District, the Gateway and Downtown Overlay District, to help guide private redevelopment.

Each section also provides recommended public infrastructure projects, such as parks and streetscape improvements, to improve the quality of life and attract new residents and businesses to the area.

### East and West Gateway Node

The East and West Gateway Nodes include land adjacent to the I-75 and I-85 interchange, fronting North and South Central Avenue. These gateways provide visitors their first view of the city of Hapeville, characterized by suburban-sprawl development - fast food drive-throughs, strip-malls, parking lots fronting the street, and individual driveways for every parcel. This strongly contrasts with the urban, walkable character of downtown - an identity of which Hapeville is proud.

The purpose of these nodes is to provide gateways that speak to the small-town charm of historic downtown.

Following are land use, building height, character and streetscape recommendations for these nodes that

can be incorporated into the Design Overlay to guide private development.

Beautification and signage strategies are also discussed to create a unique Hapeville character that draws people in to stay and enjoy what this city has to offer.

### MIX OF LAND USES

The East and West Gateways are recommended to incorporate a mix of land uses, including residential, office, hotel, entertainment, retail, and restaurants. A strong mix of uses will provide existing and new residents and workers access to a walkable district where one could live, work, eat, and play.

### BUILDING HEIGHTS

Figures 8.2a and b, provide a recommended height transects for the Gateway Nodes. Building heights



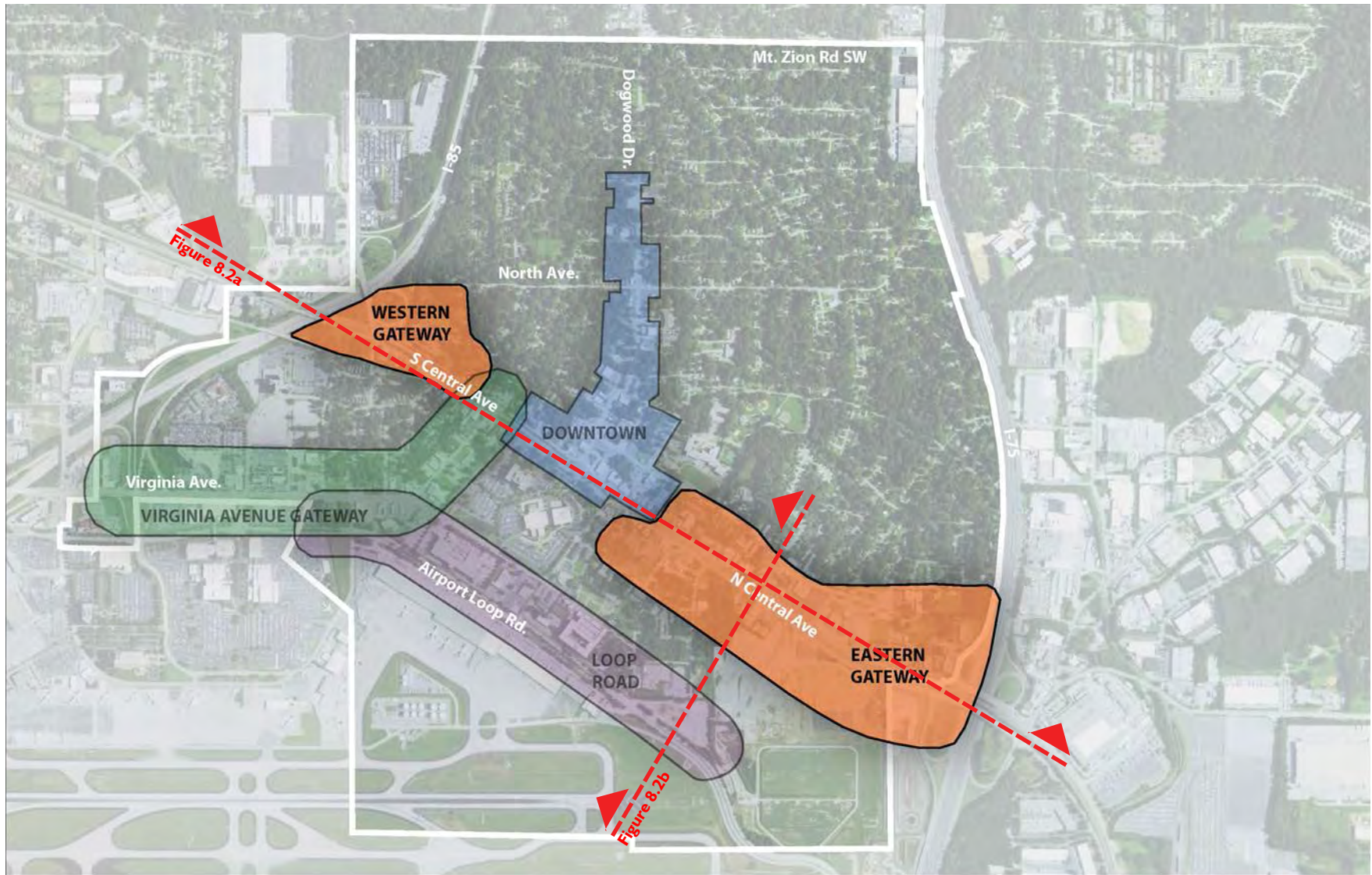


Figure 8.2c: Eastern and Western Gateway Nodes



Figure 8.2d: Eastern and Western Gateway Character Sketch  
\*Graphics included in the report are conceptual. Implementation will require additional study and detailed design.



and densities are recommended to increase closer to the interstate entrances, with decreasing intensities closer to downtown, as depicted in Figure 8.2a. Parcels adjacent to the interstate could reach 10-15 stories, this will likely include a mix of hotel, multi-family housing and office. Properties closer to downtown will be capped at a 5-6 story height, as to not disrupt the character of downtown.

Figure 8.2b exhibits the transect from Loop Road across Central Avenue, to the neighborhoods behind the Gateway Node. To preserve the character of existing neighborhoods, this transect decreases building height as they approach the single-family neighborhoods.

### CHARACTER

The character of the node is shown in Figure 8.2d. Shown here, higher density development, fronting the street, with parking behind and a well designed streetscape, with benches, streetlights, trees and creative crosswalks will facilitate a pedestrian friendly environment.

### BEAUTIFICATION AND GATEWAY SIGNAGE

These Gateway Nodes are intended to cultivate a sense of arrival for those entering the city of Hapeville. Beautification and street signage is recommended, including (refer to Figure 8.2e):

- Incorporate artistic streetlights, benches, and sculptural elements.
- Bury utility lines (or relocate to alleyways behind the buildings).
- Create artistic, large, and sculptural gateway signs can be used to create a grand sense of arrival. Work with corporate offices, such as



Figure 8.2e: Examples of artistic signage, street lights, and benches for beautification.



- Porsche and Delta to develop unique signage, such as sculptural cars and planes.
- Design wayfinding signs, large enough to be seen by traveling cars, to direct visitors and residents to area amenities.
- Remove inactive railroad spurs along North and South Central Avenue.
- Continue efforts to complete the railroad landscaping/beautification project.

**STREETSCAPE IMPROVEMENTS**

Streetscape improvements can enhance functionality of the street, for all modes of transportation, as well as build character and branding for the community. Figures 8.2f-h, provide recommendations for streetscape improvements on North and South Central Avenue.

**Implementation Strategies**

Following are the key next steps to implement concepts described above. Notations, such as L2, L3, etc., correspond to recommendations as listed in the project list in the Implementation Section.

**LAND USE AND ZONING**

L2: Consider amendments to the city of Hapeville Future Land Use Map as per Proposed Future Land Use Map in section 8.3.

L3: Consider development of a Hapeville Gateway and Downtown Overlay District as described in this report. Develop Design Standards/Guidelines as part of the Overlay District, including streetscape standards, block sizes, setbacks, etc. Align guidelines

with recommendations as found within this report. Encourage the incorporation of functional art into streetscapes, including creative street lights, crosswalks, benches, etc.

L3.2: Consider the inclusion of development incentives in the Overlay, whereby development intensities, setbacks, and other incentives can be increased to encourage redevelopment.

L4: Design and develop wayfinding signage throughout Hapeville to assist residents and visitors moving from gateways to downtown, jobs, and other attractors.

L5: Partner with the Aerotropolis Atlanta CIDs and key employers to develop gateway signage for the major corridors into Hapeville.

**ECONOMIC DEVELOPMENT**

E1: Consider expanding the TAD district from the former Ford site to include the northwest quadrant of the I-75/North Central Avenue across from the Porsche facility.

E7: Consider SPLOST funds by which bikeways, greenways, park areas and sidewalks can be implemented in key redevelopment areas.

Additional economic development tools to be considered that comply with Georgia law:

- Opportunity Zone
- Facade Grant Program

- TAD
- Pilot Tax

**HOUSING PROJECTS/INITIATIVES**

H1: Consider incentives for workforce housing in the Hapeville Gateway and Downtown Overlay District. Incentives may include: tax credits and matching funds from County and/or State housing departments.

H2: Include requirements and/or incentives for inclusionary zoning in the Hapeville Gateway and Downtown Overlay. Inclusionary zoning or housing requires a given share of new construction to be affordable by people with low to moderate income.

H3: Establish a recommended mix of unit sizes in new multi-family developments, within the Hapeville Gateway and Downtown Overlay to encourage a mix of incomes and multi-generational access to housing.

**TRANSPORTATION PROJECTS/INITIATIVES**

T3: Additional streetscape and sidewalk enhancements to North Central, including coordination with adjacent property owners to identify potential for easements or landscaping improvements on private property that can accomplish streetscape objectives.

T4: Construct a more extensive streetscape and fill sidewalk gaps in the eastern portion of the South Central Avenue corridor.

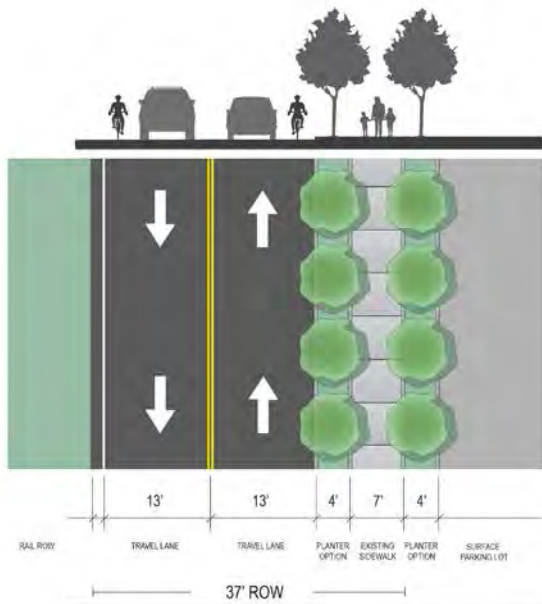


Figure 8.2f: Street Section of North Central Avenue

North Central Avenue:

- Travel lanes of 13 foot width with sharrow
- 4 feet of landscaped buffer on both sides of the sidewalk
- 7 foot sidewalk (6 foot minimum according to ADA standards)

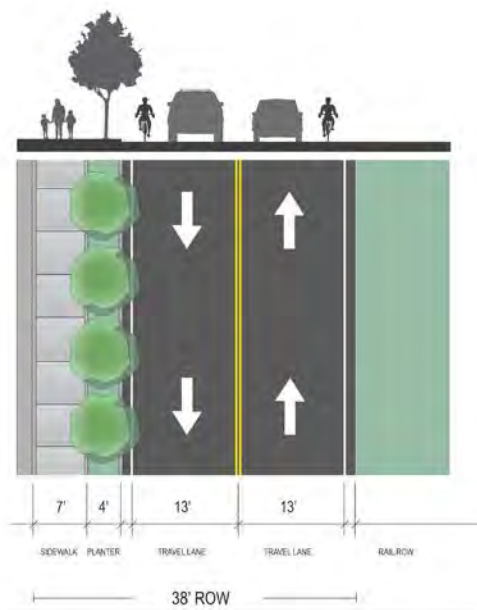


Figure 8.2g: Street Section of South Central Avenue

South Central Avenue within existing R.O.W.:

- Travel lanes of 13 foot width with sharrow
- 4 feet of landscaped buffer on the outer side of the sidewalk
- 7 foot sidewalk (7 foot minimum according to ADA standards)

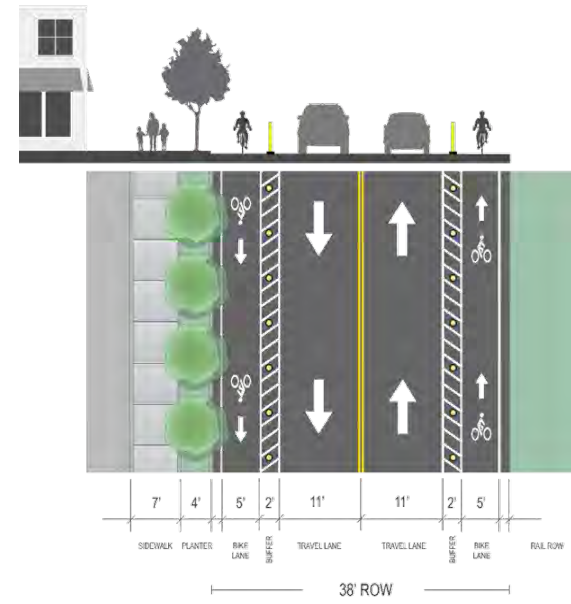


Figure 8.2h: Street Section of South Central Avenue with Redevelopment

South Central Avenue with Redevelopment:

- Travel lanes of 11 foot width
- Protected bike lanes 7 foot wide on both sides
- 4 feet of landscaped buffer on the outer side of the sidewalk
- 7 foot sidewalk (7 foot minimum according to ADA standards)

**Downtown Node**

The Downtown Node includes historic downtown Hapeville along North and South Central Avenue between Virginia Avenue and Perkins Street, and Dogwood Drive from North Central to Oak Drive. This area is defined by the historic downtown commercial area along the north side of North Central Avenue with smaller, local owned restaurants and retail. Refer to Figure 8.2i.

The purpose of this node is to build on downtown’s success and create a self-sustaining mixed-used core that preserves the small-town charm. Key to the sustainability of this area is higher density infill housing - bringing more residents into downtown to support area businesses.

Continued support of the arts in downtown is highly encouraged, as arts generate economic development by drawing people to the area, who will eat in local restaurants, shop in local stores, and stay in local hotels. Additionally, the arts create a brand and sense of community that can attract potential investors and developers to invest in the area.

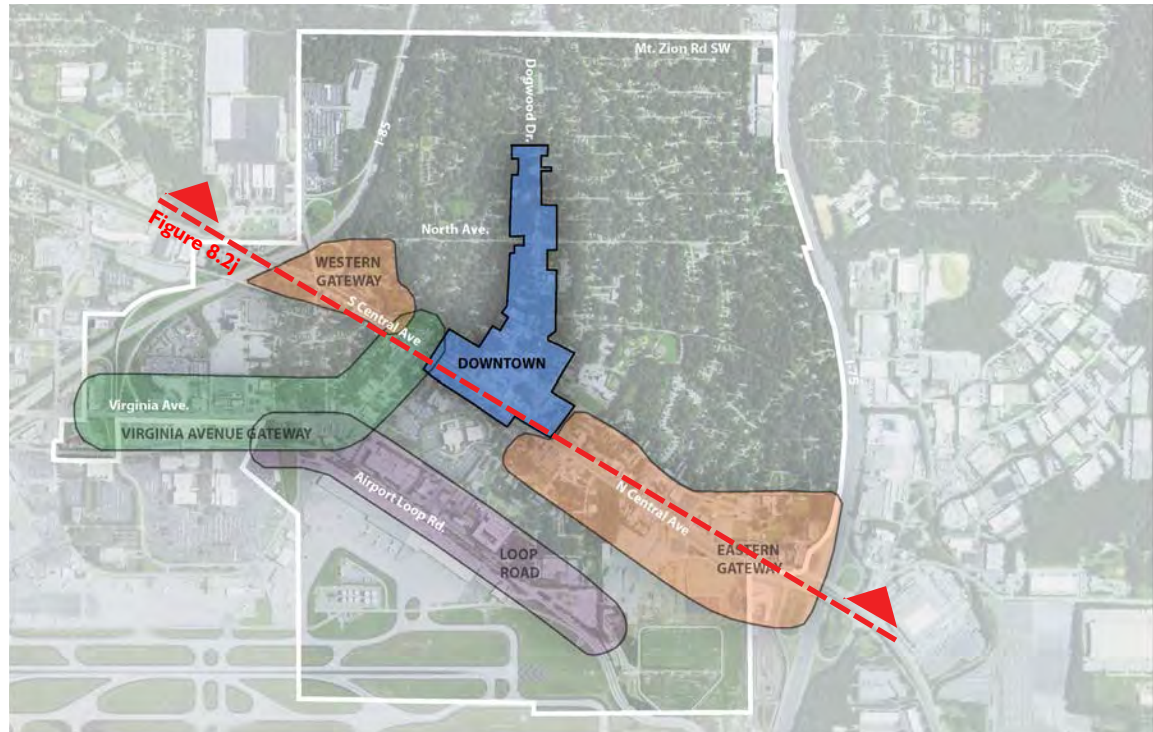


Figure 8.2i: Downtown Node

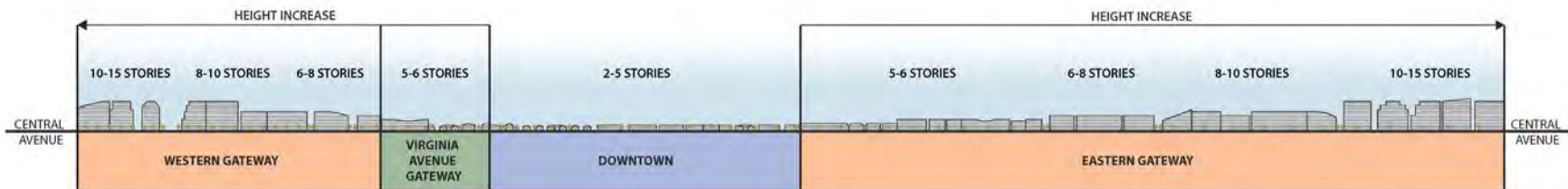


Figure 8.2j: Central Avenue Transect





Figure 8.2k: Downtown Node Character Sketch

\*Graphics included in the report are conceptual. Implementation will require additional study and detailed design.

Following are land use, building height, character and streetscape recommendations for this node that can be incorporated into the Design Overlay to guide private development.

Beautification and signage strategies are also discussed to continue to create a unique Hapeville character.

Lastly, key public initiatives/investments are described that aim to improve the quality of life and attract new residents and businesses to the area.

### MIX OF LAND USES

The Downtown Node is encouraged to continue to support a mix of land uses, including increased density residential, retail, restaurants, and office. Continue to encourage art-based users, such as galleries, arts organizations, studios, and artist housing to foster the growing art scene.

### BUILDING HEIGHTS

The building heights in this node area will vary between 2 and 5 stories, increasing density to accommodate mixed-use and higher density housing in downtown without losing the historic character (Refer Figure 8.2j).

### CHARACTER

The character of the node, shown in Figure 8.2k, is a preservation of the existing main street buildings, infilled with mixed use higher density housing, retail, local-serving office, and services. Key to preservation of the historic main street is pedestrian scale development and walkability. The city is encouraged to continue to enhance pedestrian access and amenities, with improved sidewalks and street furniture.

### BEAUTIFICATION

The arts are recommended to be incorporated throughout downtown and major corridors, to create a sense of place for Hapeville as a fun, creative, and artistic space.

- Incorporate artistic streetlights, benches, crosswalks, and sculptural elements (Figure 8.2l)
- Bury utility lines (or relocate to alleyways behind the buildings).
- Incorporate art into the existing pedestrian bridge - such as musical piano stairs.
- Continue efforts to complete the railroad landscaping/beautification project.

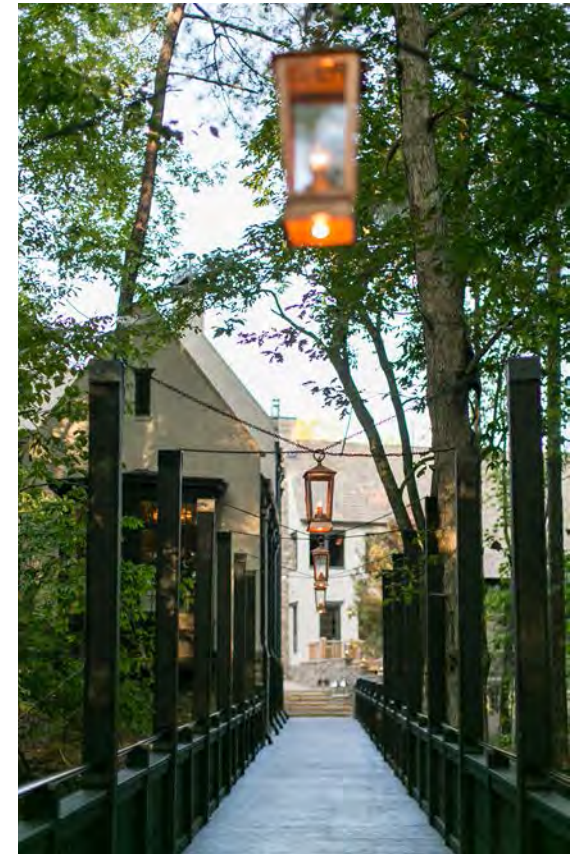


Figure 8.2l: Downtown Beautification-Stairs



## STREETSCAPE IMPROVEMENTS

Streetscape improvements can enhance functionality of the street, for all modes of transportation, as well as build character and branding for the community. Figures 8.2m-n, provide recommendations for streetscape improvements on North Cleveland Avenue in downtown and Dogwood Drive.

Updates to North Cleveland Avenue would be minor and include incorporating large solar planters, that would glow at night, to the parking along the railroad and incorporating sharrows into the existing drive lanes.

Dogwood Drive improvements are currently under-construction. However, as Dogwood Drive is a key gateway into the community from the north, consider extending streetscape improvements, gateway signage and wayfinding signage to the northern boundary of the city.

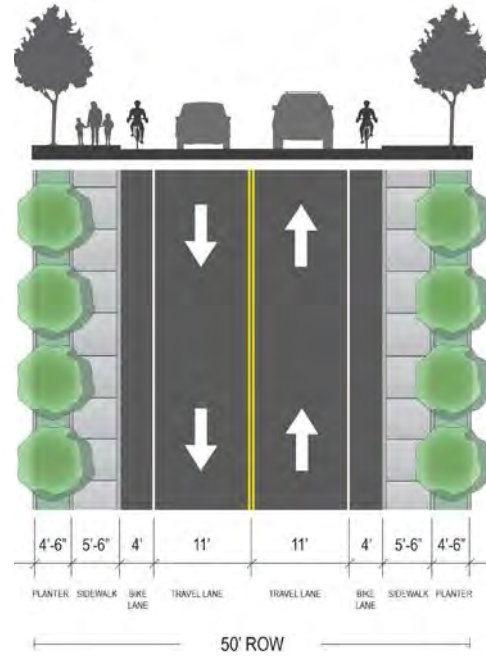


Figure 8.2m: Street section for Dogwood Drive

Dogwood Drive:

- 11 foot wide travel lanes
- 4 foot wide, separated bike lanes on both sides

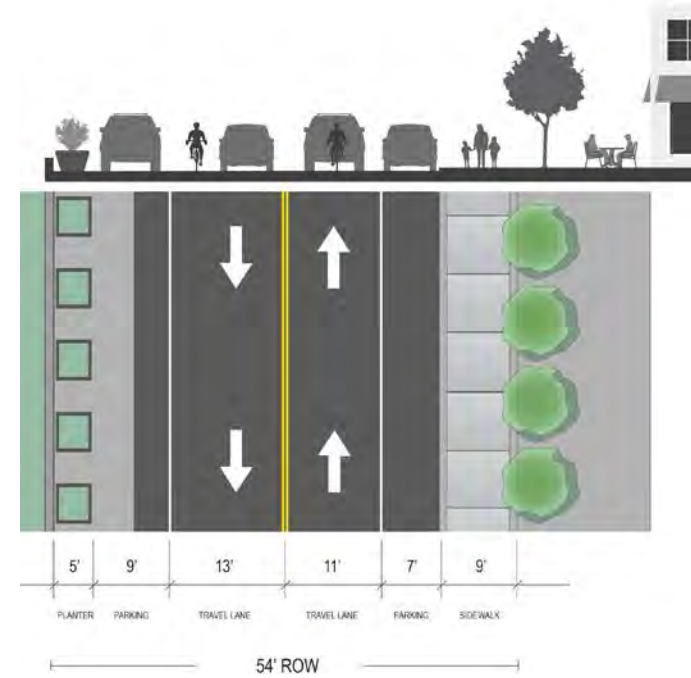


Figure 8.2n: Street section for North Central Avenue

North Central Avenue:

- Parallel parking on both sides of the street
- Travel lanes with sharrows 11 feet and 13 feet in width
- A 9 foot wide sidewalk fronting the businesses is provided
- Solar planters along the railroad for beautification, similar to the image to the left.





**KEY PUBLIC INITIATIVES/INVESTMENTS:**

The following key initiatives for the Downtown Node have been proposed as methods to improve quality of life and attract visitors and investors to the area.

**I. Art Alley Extension**

The existing ‘Art Alley’ runs behind the historic buildings on Central Avenue. This unique public space hosts murals on the backs of buildings and transforms into a pedestrian-only art walk several times a year. The Art Alley provides a sense of place and unique brand for Hapeville.

Figure 8.2o depicts the Art Alley expansion. The Art Alley is proposed to extend to the west, behind existing buildings. This recommendation is anticipated to show investment in the downtown blocks west of the historic core to encourage and attract reinvestment and infill, particularly on the north side of the block, facing King Arnold Street.

Greenspace enhancements on either end of the alley are recommended to bookend the alley, providing space for events and festivals. The western greenspace is a newly formed community garden on private property. The eastern greenspace, the Downtown Park, as proposed, is a redesign of the Development Authority owned land behind the new Corner Tavern.

The Downtown Park is encouraged to be designed in a way that addresses regional stormwater, with a well designed retention pond. Community amenities may include a small amphitheater, trails, and a playground. The concept drawing in Figure 8.2o also shows artist studios/galleries or townhomes facing the new park, creating more activity and eyes on the park for increased safety.

**2. Municipal Facility**

A new municipal site for fire and police is recommended. This relocation will provide the fire department with much needed space and will relocate the police station from the Airport Loop Gateway Node, where the property has greater potential to redevelop into high density office, residential or mixed use. Figures 8.2p and q provide possible sites to accommodate this facility.

Further study on site feasibility and facility programming will be necessary to ensure fire and police needs are met. Future land negotiations should focus on benefits to the public including critical public safety uses, disaster relief, etc.

Garden

Art Alley Extension

Existing Art Alley

Downtown Park



Figure 8.2o: Key moves 'Art Alley' expansion  
 \*Graphics included in the report are conceptual. Implementation will require additional study and detailed design.





Figure 8.2p: New Municipal Facility Site Option





Figure 8.2q: New Municipal Facility Site Options

### Implementation Strategies

Following are the key next steps to implement concepts described above. Notations, such as L2, L3, etc., correspond to recommendations as listed in the project list in the Implementation Section.

### LAND USE AND ZONING

L2: Consider amendments to the city of Hapeville Future Land Use Map as per Proposed Future Land Use Map in section 8.3.

L3: Consider development of a Hapeville Gateway and Downtown Overlay District as described in this report. Develop Design Standards/Guidelines as part of the Overlay District, including streetscape standards, block sizes, setbacks, etc. Align guidelines with recommendations as found within this report. Encourage the incorporation of functional art into streetscapes, including creative street lights, crosswalks, benches, etc.

L3.1: Consider including greenspace recommendations within the Hapeville Gateway and Downtown Overlay. Suggested guidelines for new (re) development to include a ratio of 10 acres per 1,000 residents and allowing of a variety of park sizes.

L6: Study the feasibility of the Downtown Alleyway expansion and land acquisition. Also to be considered in this feasibility study are land acquisition and implementation cost, impact to local business access, arts programming, amenities, maintenance, parking, and shared utilities.

L7: Develop a Parks Master Plan for the city of Hapeville, including the Downtown Park and neighborhood parks as discussed within this report.

L8: Develop an Art Master Plan for the city of Hapeville, to provide a unified vision and implementation strategies for arts and culture in the city.

L9: Study the feasibility of a new municipal facility location.

L11: Continue efforts to attract a Charter School to the area. Study the feasibility of school siting at locations recommended within this report along with land acquisition strategies.

### ECONOMIC DEVELOPMENT

E3: Utilize the Overlay District boundaries to invest in greenspace, pedestrian or bike infrastructure, landscaping, etc. to ease the costs of redevelopment, to encourage the reuse and development of large surface parking areas and under-utilized sites. These improvements can also foster a greater work quality of life in Hapeville, for area employees.

E7: Consider SPLOST funds by which bikeways, greenways, park areas and sidewalks can be implemented in key redevelopment areas.

E9: Continue to work with the Main Street Program and local financial institutions to create loan pools and low-interest loans to improve the facades and needed upgrades to existing buildings in downtown.

Additional economic development tools to be considered that comply with Georgia law:

- Opportunity Zone
- Facade Grant Program
- TAD
- Pilot Tax

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## HOUSING PROJECTS/INITIATIVES

H5: Encourage reinvestment and rehabilitation of deteriorated housing in the Study Area, with the following policy recommendations:

1. Work with code enforcement to identify repeat code violation offenders, particularly absentee land owners and those with multiple code violations.
2. Work with non-profit housing groups, such as Habitat for Humanity, to provide assistance with home maintenance and rehabilitation.
3. Consider the creation of a non-profit organization that would provide grants to home-owners for rehab and maintenance.

H6: Encourage the demolition and re-purposing of dilapidated properties that pose a risk to public safety, with the following policy recommendations:

1. Develop a side-yard program to condemn and demolish dilapidated structures and transfer the property to adjacent homeowners that can maintain the land as privately owned greenspace.
2. Consider a Pocket Park program that would condemn and demolish dilapidated structures and transform property into public park space.

H7: Encourage prospective first-time home buyers to move to the Study Area and invest in home rehabilitation with the following programs and policies:

1. Promote down payment assistance programs, such as Georgia Dream Home-Ownership Program.
2. Work closely with Fulton County Public Schools and potential charter schools to provide quality education opportunities for families.
3. Consider development of a program that provides affordable housing and studio options for local artists.

H8: Provide policies that allow long-time residents to remain in the area:

1. Consider the creation of a non-profit organization that would provide residents with assistance and education regarding housing programs and policies.
2. Promote programs that provide assistance in home maintenance, such as Community HOME Investment Program (CHIP).
3. Consider creating a program that would provide low interest grants or funding to assist homeowners in maintenance and repairs.



**Virginia Avenue Gateway Node**

The Virginia Avenue Gateway Node includes land adjacent to Virginia Avenue. This corridor is characterized by large businesses, including Delta Airlines Headquarters and the Hilton Hotel, with associated large surface parking lots west of Elkins Street. As Virginia Avenue continues east of Elkins Street and turns north, becoming “Little Virginia”, smaller retail and office front the corridor. The Virginia Park Neighborhood sits behind Little Virginia. Refer to Figure 8.2r.

The purpose of this node is to create a welcoming gateway into Hapeville that showcases the office, hotel and mixed use potential along Virginia Avenue and provides a smooth transition and wayfinding into downtown Hapeville.

Following are land use, building height, and character recommendations for this node that can be incorporated into the Design Overlay to guide private development.

Beautification and signage strategies are also discussed to create a unique Hapeville character that draws people in to stay and enjoy what this city has to offer.

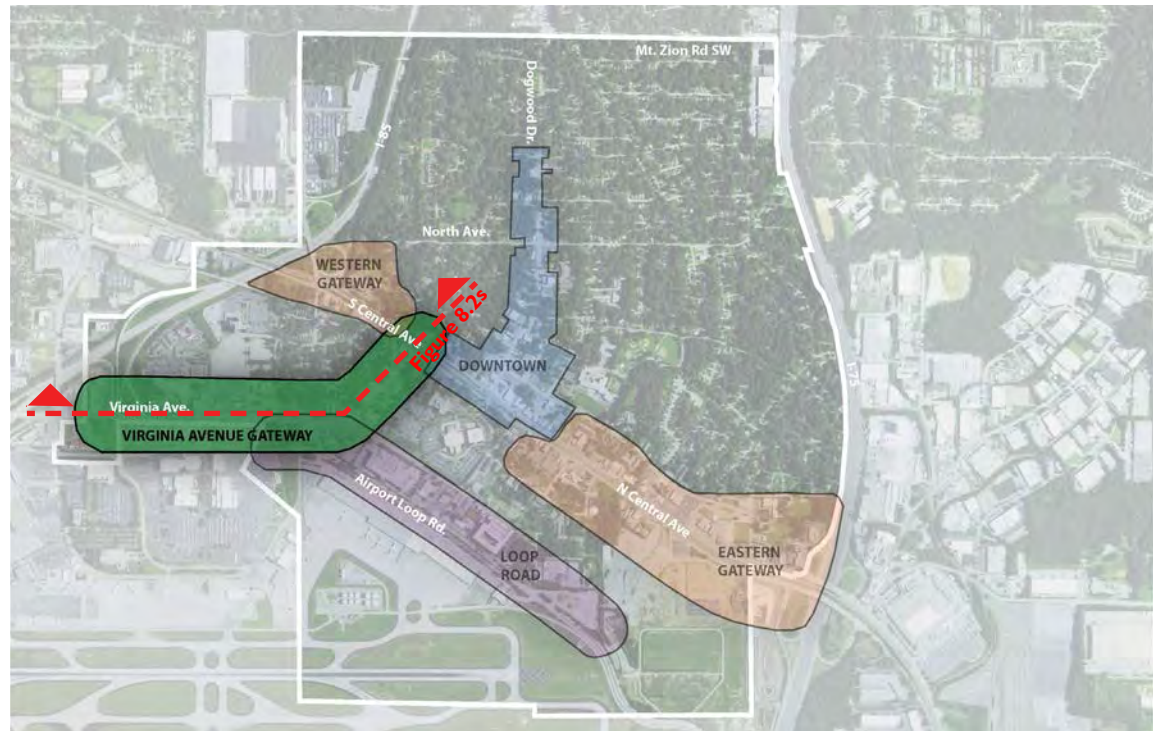


Figure 8.2r: Virginia Avenue Gateway Node

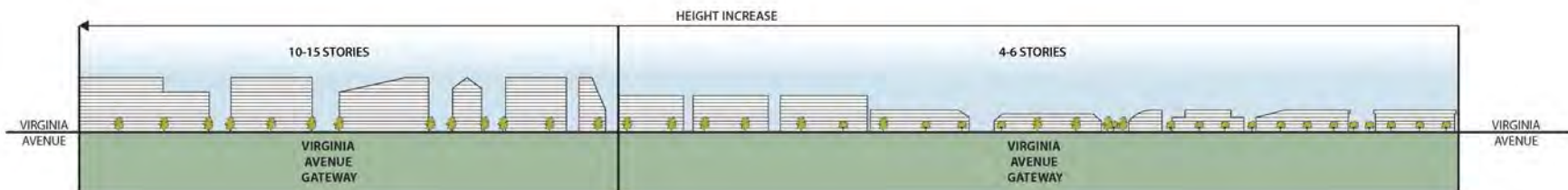


Figure 8.2s: Virginia Avenue Transect



Figure 8.2t: Virginia Avenue Gateway Character Sketch

\*Graphics included in the report are conceptual. Implementation will require additional study and detailed design.



### MIX OF LAND USES

A mix of land uses are recommended for this node, including office, hotel, residential, retail and restaurants. A strong mix of uses will provide existing and new residents and workers access to a walkable district where one could live, work, eat, and play.

### BUILDING HEIGHTS

Higher densities and building heights, 10-15 stories, are encouraged closer to I-85, transitioning to less density along Little Virginia into downtown, 4-6 stories. These lower building heights near Little Virginia aim to preserve the neighborhood character of Virginia Park. Refer to Figure 8.2s

### CHARACTER

The character of the node is shown in Figure 8.2t. This character sketch, similar to other gateway nodes, encourages higher density development, fronting the street, with parking behind and a well designed streetscape, with benches, streetlights, trees and creative crosswalks to facilitate a pedestrian friendly environment.

### BEAUTIFICATION AND GATEWAY SIGNAGE

This Gateway Node, like others, is intended to cultivate a sense of arrival for those entering the city of Hapeville. Beautification and street signage is recommended, including (refer to Figures 8.2u-w):

- Work with the Aerotropolis Atlanta CIDs to complete designs and implement streetscape improvements along Virginia Avenue.
- Incorporate artistic streetlights, benches, and sculptural elements into streetscape design to reflect Hapeville branding.

- Bury utility lines (or relocate to alleyways behind the buildings).
- Create artistic, large and sculptural gateway signs can be used to create a grand sense of arrival. Work with corporate offices, such as Delta, to develop unique signage, such as sculptural planes.
- Design wayfinding signs, large enough to be seen by traveling cars, to direct visitors and residents to area amenities.
- A round-about is proposed at the Virginia, Little Virginia, Doug Davis, Clay intersection to improve functionality of this intersection and to provide gateway signage in the median. Consider gateway signage that is artistic and sculptural. Refer to Figure 8.2w.



Figure 8.2u: Signage Example



Figure 8.2v: Signage example





Figure 8.2w: Proposed traffic circle with sculpture on Virginia Avenue  
\*Graphics included in the report are conceptual. Implementation will require additional study and detailed design.

## Implementation Strategies

Following are the key next steps to implement concepts described above. Notations, such as L2, L3, etc., correspond to recommendations as listed in the project list in the Implementation Section.

### LAND USE AND ZONING

L2: Consider amendments to the city of Hapeville Future Land Use Map as per Proposed Future Land Use Map in section 8.3.

L3: Consider development of a Hapeville Gateway and Downtown Overlay District as described in this report. Develop Design Standards/Guidelines as part of the Overlay District, including streetscape standards, block sizes, setbacks, etc. Align guidelines with recommendations as found within this report. Encourage the incorporation of functional art into streetscapes, including creative street lights, crosswalks, benches, etc.

L3.1: Consider including greenspace recommendations within the Hapeville Gateway and Downtown Overlay. Suggested guidelines for new (re) development to include a ratio of 10 acres per 1,000 residents and allowing of a variety of park sizes.

L3.2: Consider the inclusion of development incentives in the Overlay, whereby development intensities, setbacks, and other incentives can be increased to encourage redevelopment.

L4: Design and develop wayfinding signage throughout Hapeville to assist residents and visitors moving from Gateways to downtown, jobs, and other attractors.

L5: Partner with the Aerotropolis Atlanta CIDs and key employers to develop gateway signage for the major corridors into Hapeville.

L7: Develop a Parks Master Plan for the city of Hapeville, including the Downtown Park and neighborhood parks as discussed within this report.

L8: Develop an Art Master Plan for the city of Hapeville, to provide a unified vision and implementation strategies for arts and culture in the city.

### ECONOMIC DEVELOPMENT

E4: Work with Delta to identify potential reuses or redevelopment scenarios for its former Technology Center site and identify, more specifically, the potential reuse of the building for other commercial and/or residential uses.

E7: Consider SPLOST funds by which bikeways, greenways, park areas and sidewalks can be implemented in key redevelopment areas.

Additional economic development tools to be considered that comply with Georgia law:

- Opportunity Zone
- Facade Grant Program
- TAD
- Pilot Tax

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## HOUSING PROJECTS/INITIATIVES

H1: Consider incentives for workforce housing in the Hapeville Gateway and Downtown Overlay District. Incentives may include: tax credits and matching funds from county and/or state housing departments.

H2: Include requirements and/or incentives for inclusionary zoning in the Hapeville Gateway and Downtown Overlay. Inclusionary zoning or housing requires a given share of new construction to be affordable by people with low to moderate incomes.

H3: Establish a recommended mix of unit sizes in new multi-family developments, within the Hapeville Gateway and Downtown Overlay to encourage a mix of incomes and multi-generational access to housing.



**Loop Road Gateway Node**

The Airport Loop Gateway Node includes land adjacent to Airport Loop Road. Airport Loop Road currently has the highest traffic counts in the city of Hapeville, allowing for great visibility and potential capture of visitors to shop, eat, and play in Hapeville. The view from Loop Road into Hapeville mainly consists of the back of buildings and parking lots. The vibrancy and charm of downtown is not recognized. Refer to Figure 8.2x.

The purpose of this node is to draw people into Hapeville by creating a vibrant, mixed-use, walkable district where tall gateway buildings face Airport Loop Road. In-line with the Corporate Crescent vision, the Overlay regulations for this area are encouraged to include high densities and building heights.

Following are land use, building height, and character recommendations for this node that can be incorporated into the Design Overlay to guide private development.

Beautification and signage strategies are also discussed to create a unique Hapeville character that draws people in to stay and enjoy what this city has to offer.

**LAND USE ALLOWED**

Suitable uses for this node include office, hotel, retail, restaurants, and high-density residential. A strong mix of uses will provide existing and new residents and workers access to a walkable district where one could live, work, eat, and play.



Figure 8.2x: Loop Road Gateway Node

**BUILDING HEIGHTS**

Figure 8.2z exhibits the transect from Loop Road across Central Avenue to the neighborhoods behind the Central Avenue. Building heights and densities in the Airport Loop Gateway are recommended to support corporate office and high-density residential, in-line with the Corporate Crescent concept. Building heights are recommended at a max of 15 stories. As development occurs, close coordination with the Federal Aviation Administration and the airport will be necessary.

**CHARACTER**

The character of the node is shown in Figure 8.2y. High density development, fronting the street, with parking behind and a well designed streetscape, with benches, streetlights, trees and on-street parking will facilitate a pedestrian friendly environment.

Oak Road is depicted in the character sketch as the main street to access new development, while Airport Loop continues to function as it currently



Figure 8.2y: Airport loop Road Gateway Character Sketch

\*Graphics included in the report are conceptual. Implementation will require additional study and detailed design.

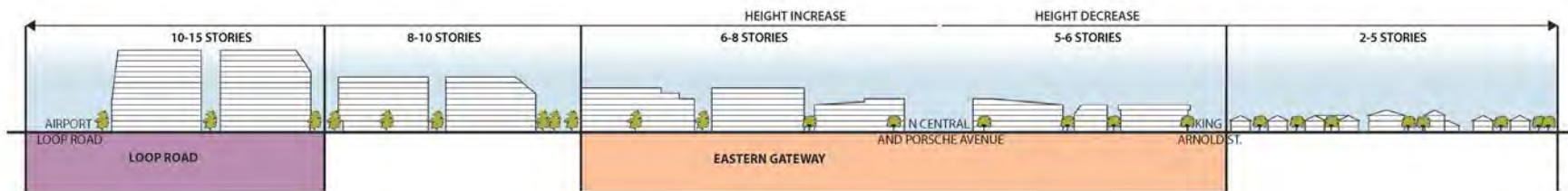


Figure 8.2z: Central Avenue Transect (Across)

does. The existing green median between Airport Loop Road and Oak Street is recommended to be greenway with a bike/pedestrian multi-use trail and seating for airplane viewing.

### BEAUTIFICATION AND GATEWAY SIGNAGE

This Gateway Node, similar to the East and West Gateways, is intended to cultivate a sense of arrival for those entering the city of Hapeville. Beautification and street signage is recommended, including:

- Incorporate artistic streetlights, benches, and sculptural elements.
- Bury utility lines (or relocate to alleyways behind the buildings).
- Create artistic, large and sculptural gateway signs can be used to create a grand sense of arrival. Work with corporate offices, such as Porsche and Delta to develop unique signage, such as sculptural cars and planes.
- Design wayfinding signs, large enough to be seen by traveling cars, to direct visitors and residents to area amenities.

### Implementation Strategies

Following are the key next steps to implement concepts described above. Notations, such as L2, L3, etc., correspond to recommendations as listed in the project list in the Implementation Section.

### LAND USE AND ZONING

L2: Consider amendments to the city of Hapeville Future Land Use Map as per Proposed Future Land Use Map in section 8.3.

L3: Consider development of a Hapeville Gateway and Downtown Overlay District as described in this report. Develop Design Standards/Guidelines as part of the Overlay District, including streetscape standards, block sizes, setbacks, etc. Align guidelines with recommendations as found within this report. Encourage the incorporation of functional art into streetscapes, including creative street lights, crosswalks, benches, etc.

L3.1: Consider including greenspace recommendations within the Hapeville Gateway and Downtown Overlay. Suggested guidelines for new (re) development to include a ratio of 10 acres per 1,000 residents and allowing of a variety of park sizes.

L3.2: Consider the inclusion of development incentives in the Overlay, whereby development intensities, setbacks, and other incentives can be increased to encourage redevelopment.

L4: Design and develop wayfinding signage throughout Hapeville to assist residents and visitors moving from gateways to downtown, jobs, and other attractors.

L5: Partner with the Aerotropolis Atlanta CIDs and key employers to develop gateway signage for the major corridors into Hapeville.

L7: Develop a Parks Master Plan for the city of Hapeville, including the Downtown Park and neighborhood parks as discussed within this report.

L8: Develop an Art Master Plan for the city of Hapeville, to provide a unified vision and implementation strategies for arts and culture in the city.

L10: Continue to work with the Aerotropolis Atlanta CIDs and surrounding communities to develop a greenway and trails master plan. Consider recommendations within this report during this process.



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## ECONOMIC DEVELOPMENT

E7: Consider SPLOST funds by which bikeways, greenways, park areas and sidewalks can be implemented in key redevelopment areas.

E8: Consider tax abatement policies to facilitate more intensive mixed-use development at the Airport Loop Gateway. Utilize the tax abatement to connect existing property owners to potential development partners.

Additional economic development tools to be considered that comply with Georgia law:

- Opportunity Zone
- Facade Grant Program
- TAD
- Pilot Tax

## HOUSING PROJECTS/INITIATIVES

H1: Consider incentives for workforce housing in the Hapeville Gateway and Downtown Overlay District. Incentives may include: tax credits and matching funds from County and/or State housing departments.

H2: Include requirements and/or incentives for inclusionary zoning in the Hapeville Gateway and Downtown Overlay. Inclusionary zoning or housing requires a given share of new construction to be affordable by people with low to moderate incomes.

H3: Establish a recommended mix of unit sizes in new multi-family developments, within the Hapeville Gateway and Downtown Overlay to encourage a mix of incomes and multi-generational access to housing.

H4: Consider allowing smaller lot sizes, smaller minimum building footprints, and accessory dwelling units to encourage a diversity of housing types that can accommodate the increasing land values in the area.

### 8.3 Land Use and Zoning Recommendations

This section of the report describes zoning and land use recommendation/changes to support future growth and development in line with the redevelopment concepts set forth in the previous section.

#### Proposed Future Land Use Map

Figure 8.3a, provides Future Land Use Map changes. Land use updates focus on increasing density and building heights in targeted areas.

1. In-line with Virginia Gateway Node concepts, it is recommended that the existing commercial designation at this node be changed to High Intensity Mixed Use.
2. To support the West Gateway Node, it is recommended to change parcels from Stillwood Drive to Myrtle Street to High Intensity Mixed Use from Medium Intensity Mixed Use to allow for taller building heights and increased density.
3. Parcels along Dogwood Drive that are designated as Low Intensity Mixed Use are proposed to be changed to Medium Intensity Mixed Use in order to support higher densities as proposed in the Downtown Node.
4. Parcels along North Central Avenue, from Perkins Street to the east, are proposed to be changed to High Intensity Mixed Use in accordance with the higher densities in the East Gateway Node.
5. Commercial land uses, per the existing Future Land Use Map are proposed to be updated to High Intensity Mixed Use, further supporting the East Gateway Node.

6. All parcels within the Airport Loop Node are recommended to be changed from commercial and public/institutional (the police station) to High Intensity Mixed Use. This supports the Airport Node and the relocation of the police department to a new municipal facility.

To further support concept plans, text associated with the Future Land Use Map will need to be updated. Alternatively, these definitions could be superseded by the proposed Gateway and Downtown Overlay District.

Updated text to the Future Land Use ordinance may include:

- Dogwood Drive should be limited to 5 stories
- North Central Avenue should be limited to 5 stories in the Downtown District and follow the proposed Gateway Node transect to allow up to 15 stories near the interstates.
- Downtown should be limited to 5 stories.
- The Airport Node is limited to 15 stories.

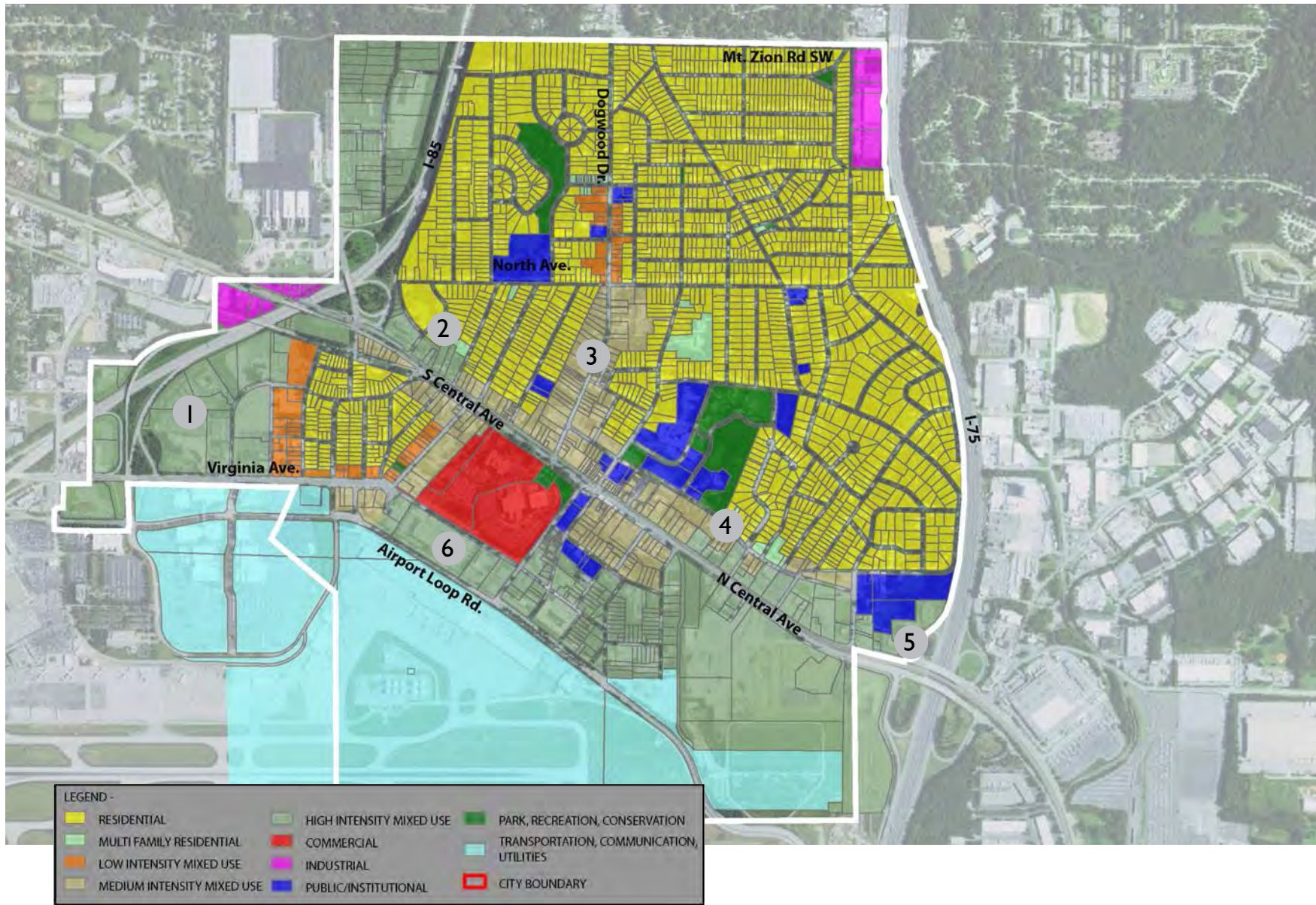


Figure 8.3a: Main Street and Highway 92 Redevelopment Concept



## Proposed Character Area Map

Building on the proposed (Re)development Nodes Map, a Proposed Character Area Map has been developed. Refer to Figure 8.3b.

### DOWNTOWN

The purpose of this character area, highlighted in blue, is to preserve the historic downtown, while infilling, to create a vibrant, self-sustaining mixed-used core. Key to the sustainability of this area is higher density infill housing - bringing more residents into downtown to support area businesses. This area overlaps with the Arts District Overlay and, therefore, is encouraged to incorporate the arts to build a sense of character and community - including artistic street furniture, murals, and arts-based land uses - artist housing, galleries, arts organizations, chef-driven restaurants, and supporting uses.

### GATEWAY CORRIDORS

The purpose of the Gateway Corridor Character Area, in red, is to create higher density, mixed use, walkable developments that welcome people into Hapeville. The sense of place in downtown Hapeville is encouraged to be incorporated into this Character Area with art and architectural character that respects historic downtown. A mix of uses is encouraged, including high density residential, office, hotel, and retail.

### EXISTING RESIDENTIAL AREA

This character area, highlighted in yellow, shall follow the architectural design guidelines already in place for the city of Hapeville in order to preserve the historical typology and architectural styles of the existing homes.

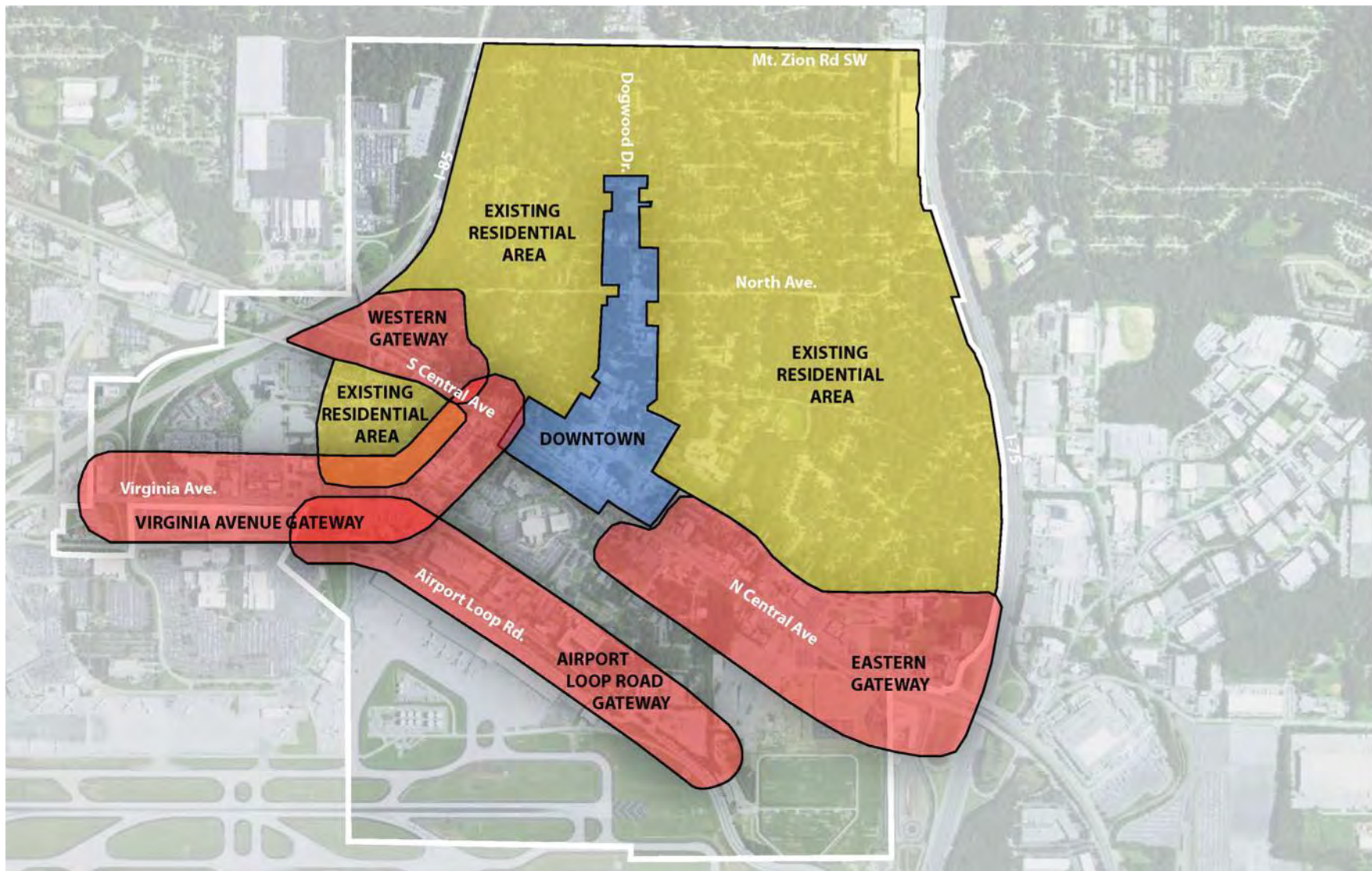


Figure 8.3b: Proposed Character Area Map

**Proposed Zoning**

**HAPEVILLE OVERLAY DISTRICT**

The Hapeville Gateway and Downtown Overlay District is proposed to support nodal concepts presented within this report. The Overlay aligns with the proposed Character Area Map and proposed Future Land Use updates. Refer to Figure 8.3c.

The Overlay includes two subareas: The Downtown Subarea and the Gateway Subarea. Following is a description of recommendations for each subarea.

**DOWNTOWN SUBAREA OVERLAY**

Height requirements: 2-5 stories

Density: 30-40 units/acre

Appropriate Land Uses:

- Multi-family Residential
- Townhomes
- Retail
- Restaurant
- Office
- Arts organizations
- Artist Housing
- Artist Studios

The architectural styles of the buildings will follow the existing architectural design guideline.

Incorporate streetscape standards from this report. If and when State Route 19/U.S. 41 is rerouted off of North Central Avenue and Dogwood Drive and the city is able to control street design, new street standards should be incorporated.

**GATEWAY SUBAREA OVERLAY**

This subarea includes the East, West, Virginia Avenue and Loop Road Gateway Nodes

Height requirements: Incorporate transects as presented into this report for height regulations.

Density: Varies, based on transect 30-60 units/acre

The following are the permitted uses:

- Multi-family Residential
- Townhomes
- Retail
- Restaurants
- Office
- Hotel
- Entertainment

Consider the development of architectural design standards that respect the style of downtown Hapeville.

Incorporate streetscape standards from this report.

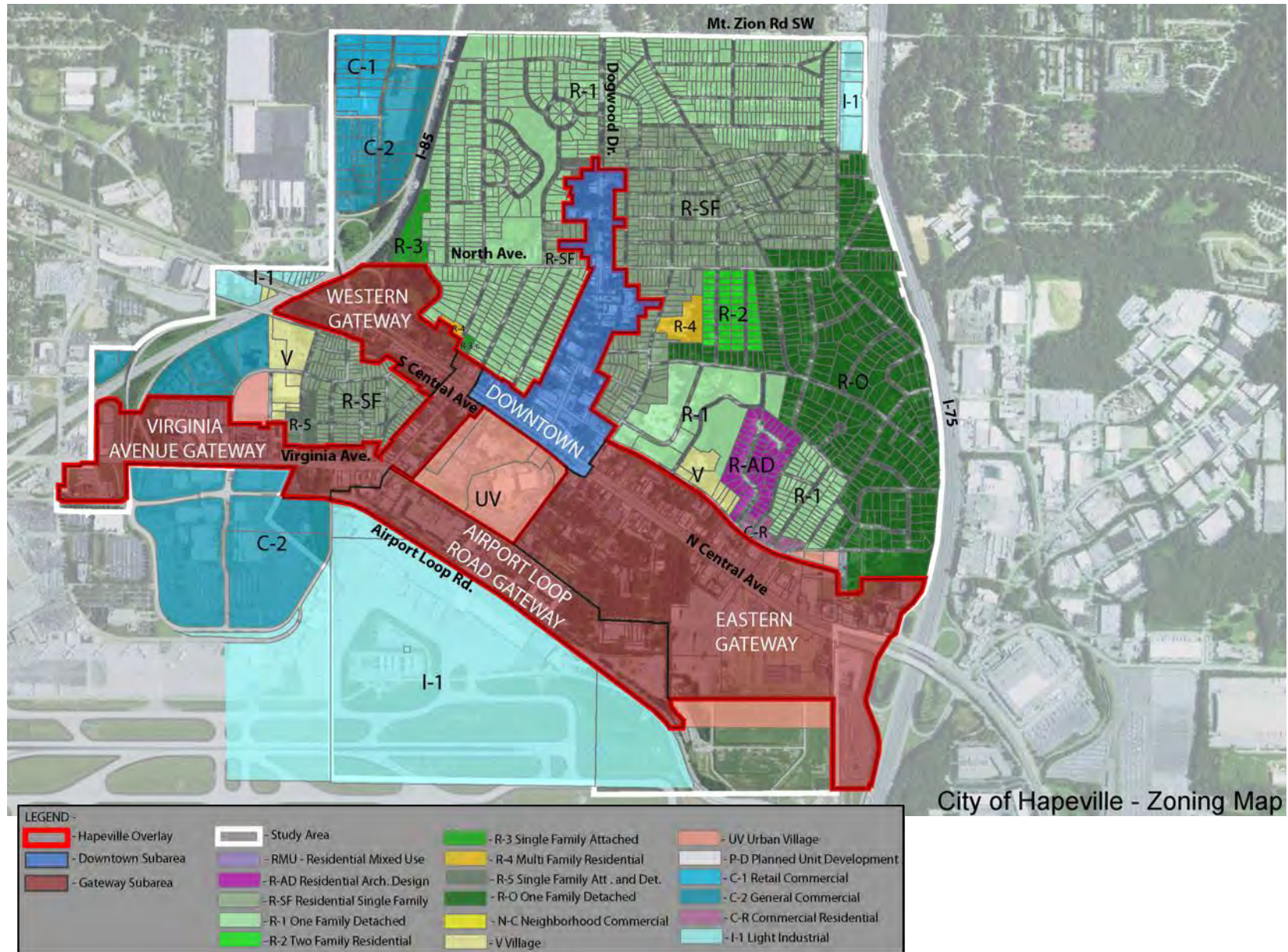
Consider public art requirements within the Overlay. For example, 1% of all new development costs to be dedicated to the arts.

**GENERAL RECOMMENDATIONS**

- Block Size requirements: Include requirements for large parcels to be divided according to maximum block lengths of 600 feet. The block sizes should be between 300-400 feet, ideally, for more walkable, well connected developments.

- Connectivity language is encouraged to prevent dead-end streets and cul-de-sacs. Consider the following text: New streets must connect two other streets unless natural site conditions make such connection impossible. Consider the prohibition of cul-de-sacs, unless site conditions make it impossible, within the zoning ordinance.
- Setback requirements: Minimum of 0 feet setback from the sidewalk is allowed.
- Consider including greenspace recommendations within the overlay. Suggested guidelines for new redevelopment to include a ratio of 10 acres per 1,000 residents and allowing a variety of park size.
- Consider the inclusion of development incentives, whereby development intensities, setbacks, and other incentives can be increased to encourage redevelopment.
- Consider adding design standard regulations for street lights, street furniture, plantings and signage.





City of Hapeville - Zoning Map

Figure 8.3c: Proposed Zoning Map



### 8.4 Paths, Schools, and Parks

#### Paths

A Pedestrian/Bicycle Pathway is diagrammed in Figure 8.4b. The pathway system is a product of community members sharing their commonly used walking/jogging/biking routes. This data was enhanced by layering commonly used paths from the Strava application, which saves users walking and biking paths. Refer to Section 5.2 for Strava Maps.

The pathway is envisioned to take the form of sidewalks, bike lanes, and/or multi-use trails, as appropriate. Further study will be necessary to determine right-of-way feasibility.

The pathway is also envisioned to create branding and character for Hapeville. The path can be painted all one color or could be filled with painted icons, such as paper airplanes.

The pathway is focused on connecting residents to area amenities, such as downtown, parks, and schools. Paths are also proposed to connect down Willingham Drive, South Central Avenue and Cofield Drive to connect to outside existing networks, like the BeltLine. It also connects to local hotels, providing visitors access to area destinations.

The city of Hapeville should invest in security/cameras and proper lighting on the trails for a safer user experience.

#### Schools

The quality of education and its impact on drawing families with children to the area was a commonly discussed topic with the community. The community is encouraged to continue to pursue charter schools and to work closely with Hapeville Elementary to continue to improve the quality of education.

Figure 8.4a recommends two potential sites for a charter school.

1. The Fulton County owned Teaching Museum. This property is currently under-utilized. As it

was formally a school, the property is conducive to this use. This location is also well placed, with walkable access to residential areas. Additionally, it is removed from heavy traffic areas, making walkability and access safe.

2. Next to the Hapeville Elementary School, on North Fulton Avenue, sits the now vacant, Josephine Wells Education Center. As this site also functioned as a school, previously, the property is conducive to providing this service.

Further study of the feasibility of these sites and buildings will be necessary.



Figure 8.4a: Proposed School Locations

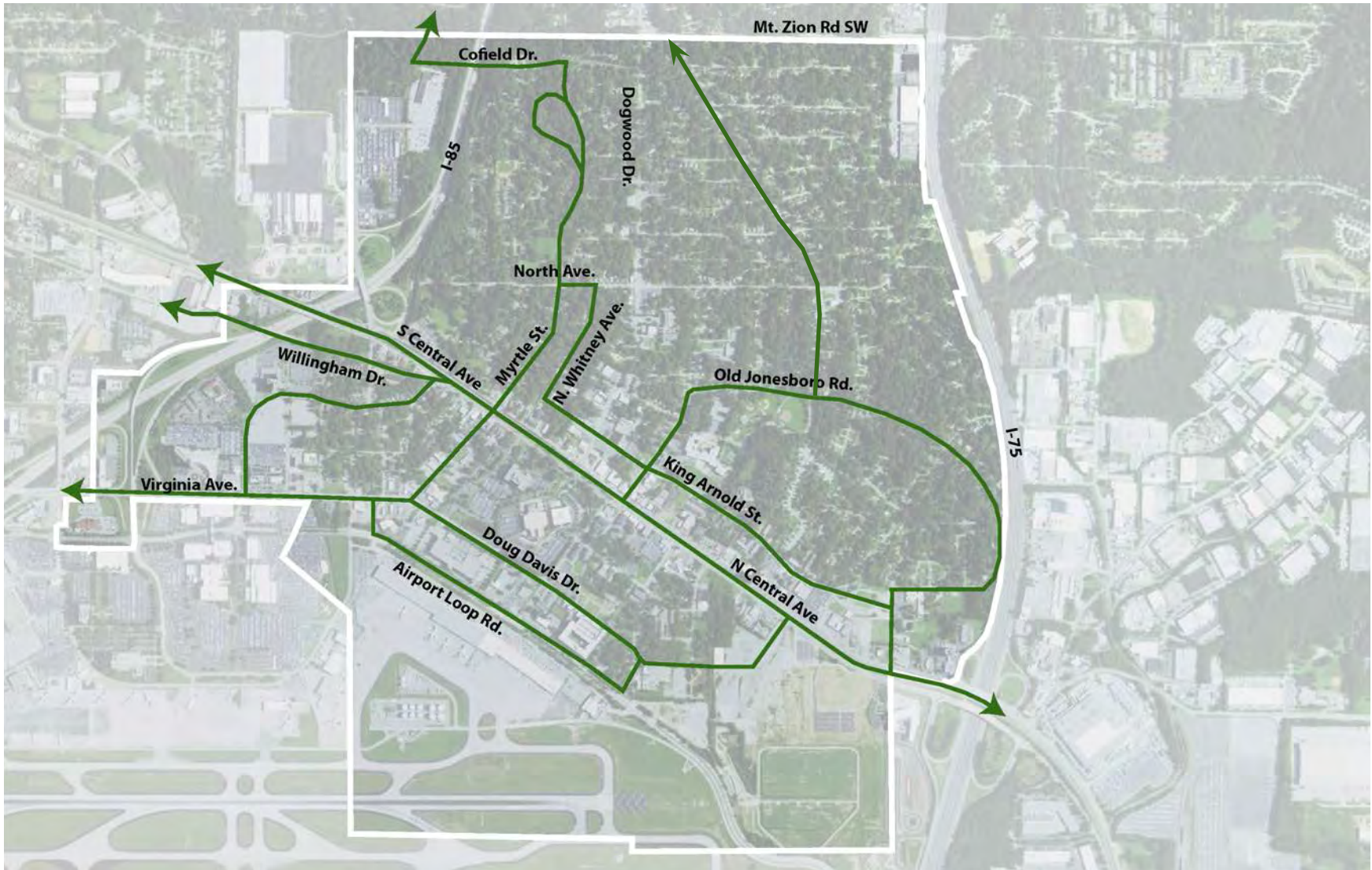


Figure 8.4b: Proposed Trail/Path network



## Parks

Recommendations for new parks are identified in Figure 8.4d. Park locations focus largely on the community south of South Central Avenue, where few parks exist. Floodplain areas and existing informal greenspace is recommended to be redesigned to provide community assets. Existing parks are denoted in yellow, with proposed parks in green. Parks include:

- Flint River Park: The Flint River is daylit in two locations within Hapeville. Consider making this locations into accessible parkspace.
- Willingham Park: This area is within 100-year floodplains and is prone to flooding. It's location at a key gateway to the site, making it desirable to be improved with accessible paths and features, such as a fountain and artistic sculpture.
- Hamilton Park: This existing greenspace could be enhanced to provide a community an amenity. Enhancements could include trails, a playground, or a dog park.
- Chestnut Park: This park is also within existing 100-year floodplains. With it's proximity to the airport, it could be designed to allow for airplane viewing.
- Downtown Park: This park is further described in Section 8.2. It is proposed as an anchor for the Art Alley with a retention pond and amphitheater.

Art is encouraged to be incorporated into park redesign. Figure 8.4c provides examples of sculptural and artistic play equipment.

Two potential Dog Park locations are highlighted in Figure 8.4d with a red circle at Cofield Park and Hamilton Avenue Park.



Figure 8.4c: Example Trail/Path Network Art



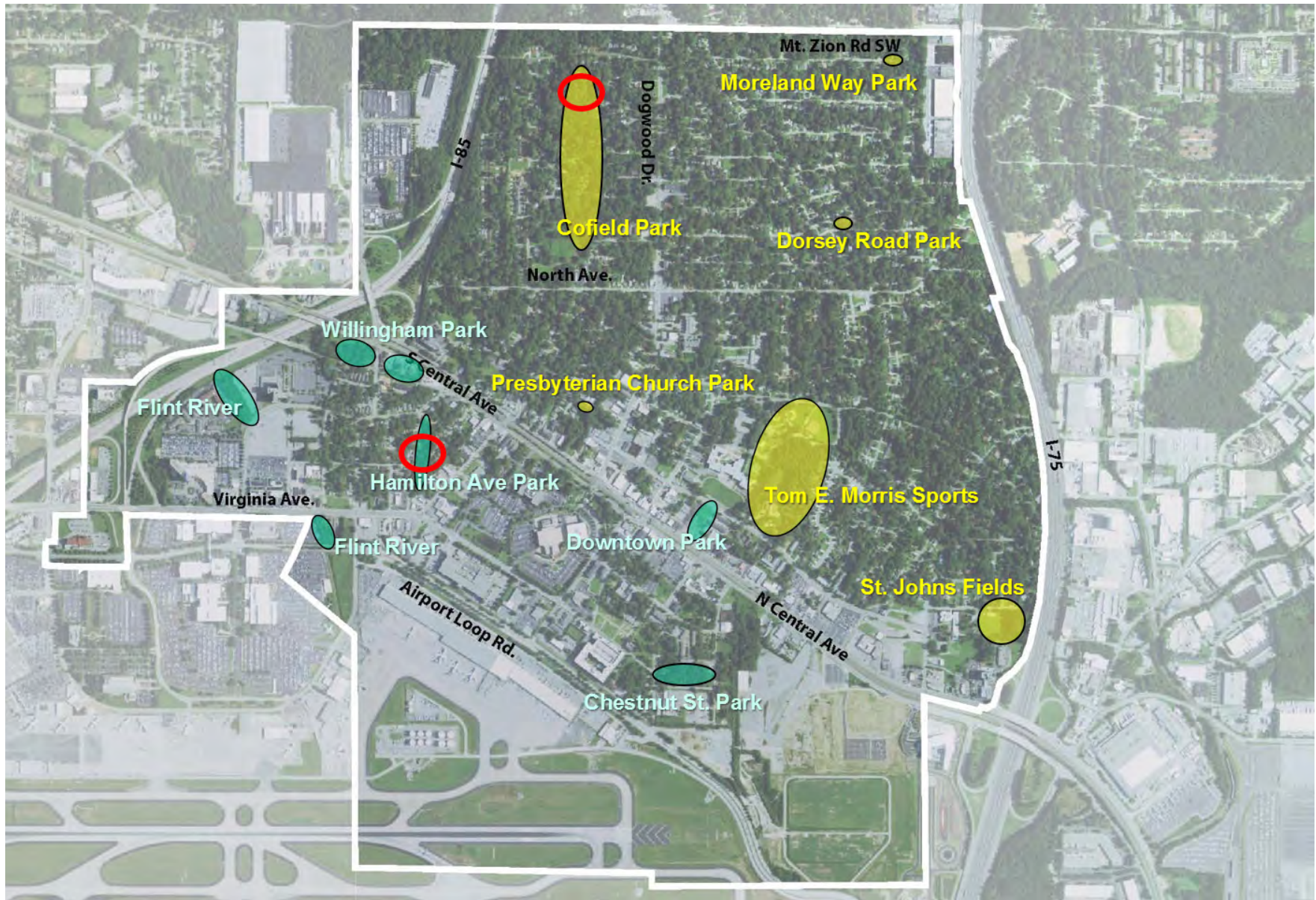


Figure 8.4d: Proposed Park Locations

### 8.5 Transportation and Land Use Connection Recommendations

In striving to enhance its character and make its commercial core more readily accessible to surrounding community districts, the city of Hapeville has unique opportunities to harness the major concentration of adjacent transportation infrastructure to serve local transportation needs. These opportunities are based on transit and shuttle connections between the city and airport facilities, the potential for a transit station as part of MARTA's efforts to study and develop high-capacity premium transit service into Clayton County, and improved local connections between neighborhoods and destinations, especially for bicycles and pedestrians.

#### Airport-Hapeville Shuttle System

HJAIA currently operates shuttle service between the passenger loading areas of its international and domestic terminals. This is necessary due to the exclusive location of the Airport MARTA rail station and the car rental facility on the west side of the domestic terminal and the requirement for arriving international customers to claim baggage in the international terminal. Although this shuttle service today operates small vehicles (typically cutaway shuttles seating 15 to 24 passengers) and makes no stops between the two terminals, this might be modified to use larger vehicles and to allow intermediate stops.

In addition, the study has explored the introduction of a secondary shuttle service intended to serve as a local circulator in Hapeville and College Park, especially along the North Central Avenue and Virginia Avenue corridors. This offers connections between hotels and businesses on the eastern end of the North Central corridor and the College Park hotels along Virginia Avenue west of Interstate 85.

The LCI has identified each of these as a key recommendation for coordination, potential funding and capital improvements to add amenities for shuttle service passengers.

#### T1: Local Hapeville Shuttle

The LCI recommends further exploration of a shuttle service concept that would connect Hapeville businesses with nearby hotels and other employment in Hapeville and College Park. This would test basic costs and service feasibility, and would explore funding options that take advantage of current funding sources (such as city and TSPLOST funding) and potentially engage private business funding.

Route A as shown in the Figure 8.5a is the Local Hapeville Shuttle recommended in the study as T1. This connects to the Hapeville business district, hotels in College Park, employment at and around the Delta campus, and potentially to the HJAIA terminal. Route B is the existing shuttle service that HJAIA operates between its international and domestic terminals. Their proximity just east of the Delta campus points to opportunity for a transfer location between the two services should be developed into the future.

#### T2: Airport Shuttle Enhancements

The LCI also recommends further coordination with HJAIA on enhancement of the current airport inter-terminal shuttle service. This would allow additional stops at the Corporate Crescent district and allow central Hapeville easy access to both airport terminals.

## Transportation Highlights

- Add and improve sidewalks along both Central Avenues, especially Porsche Avenue (South Central) east of the Hapeville business district
- Fill sidewalk gaps
- Plan for access improvements to potential transit stations on the existing Norfolk Southern corridor
- Explore feasibility of a circulator shuttle to connect the Virginia Avenue-Central Avenue business corridors
- Combine this shuttle with existing airport shuttle service to create a larger circulator system
- Work with city of Atlanta and partner agencies on bicycle sharing or short-term rental programs
- Work with GDOT and city of Atlanta to pursue relocation of State Route 3 from Dogwood Drive and Central Avenue





Figure 8.5a: Shuttle System Proposal

**High Capacity Transit System**

Hapeville is also well positioned for current high-capacity transit planning underway as a result of Clayton County’s 2014 vote to join the MARTA service area. While this effort has not yet determined a specific alignment, the existing transportation corridor and track of the Norfolk Southern rail corridor combined with the highly constrained, built-out character of the area point to an opportunity to use this existing corridor for commuter rail. MARTA may still consider other options, but the Norfolk Southern corridor’s balance of cost savings, relative simplicity of construction and connections to existing transit markets suggest that this corridor will continue to have strong consideration as an alignment.

If the Norfolk Southern corridor is selected as the alignment for transit, Hapeville is well positioned for a station on this corridor. Spacing between stations, especially if the selected transit technology is rail-based, will likely be at least one mile; if MARTA pursues commuter rail, ideal station spacing will be even greater than this (generally between two and five miles). Hapeville’s downtown is approximately 2.3 miles along the Norfolk Southern corridor from the East Point station, where current concepts for high-capacity transit service are envisioned to terminate so that passengers traveling onward to central Atlanta can transfer to MARTA rail service.

The study has explored two locations for a station along this corridor, each located on the primary tangent section of the railroad as it passes through Hapeville’s commercial district. These are not specific project recommendations for the LCI, but

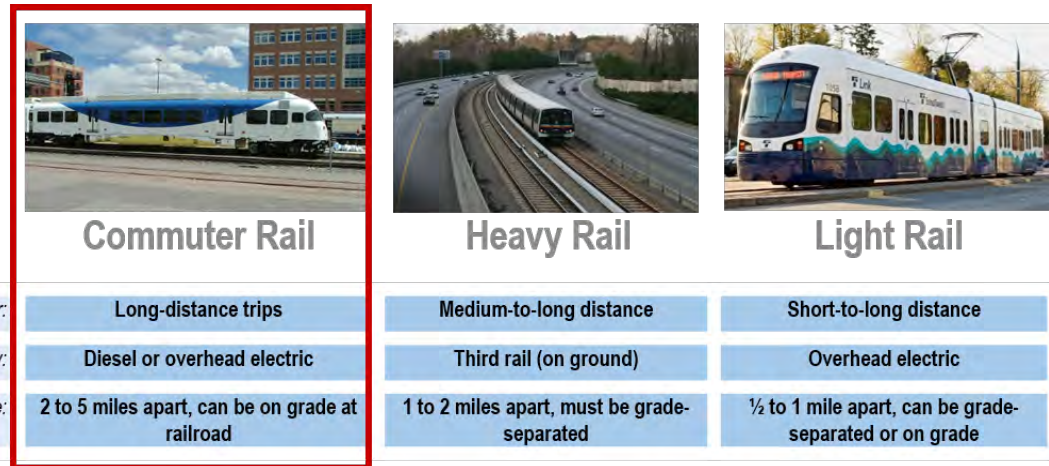


Figure 8.5b: Commuter Rail Service

rather potential locations that should be kept in mind for planning other projects and for ongoing coordination with MARTA. Refer to Figures 8.5e and f.

The first of these options is located in the Hapeville central business district, near North Central Avenue’s intersections with Fulton Street and Dogwood Drive.

The second option that the study explored is slightly to the west, closer to the Delta administrative headquarters but away from Hapeville’s central business district. This location offers the advantage of greater proximity to Delta, although most walking paths along the existing street network are still approximately three-quarters of a mile from the station.





Figure 8.5c: Example Commuter Rail Train



Figure 8.5d: Example Commuter Rail Station

## Station Design Guidelines For Commuter Rail

- Commuter rail stations are typically more basic in their design and physical footprint than heavy-rail stations, primarily because commuter rail usually uses self-powered vehicles or draws from overhead power lines, allowing vehicles and pedestrians to cross tracks at grade more easily. This keeps stations and platforms on the same grade with streets and reduces the need for stairs, elevators, and other vertical circulation that adds to the size of buildings. The following might be considered as general guidance to understand how commuter rail stations look, feel, and fit into the surrounding community fabric. Refer to Figures 8.5b-d.
- Platforms for commuter rail are generally on grade with surrounding tracks; any changes in platform height are due to the heights of boarding doors on the trains and can usually

be accommodated through stairs and ADA-compliant ramps. There is not typically a need for elevators and escalators.

- Side platforms are usually a minimum width of 12 feet, though this can be greater as space allows. Depending on the length of trains, they should be a minimum of 400 feet long but may be extended to 600 or 800 feet. Longer platforms are often used at stations with higher levels of ridership, as the extended platform allows passengers to spread out along the corridor and board trains at multiple locations. In constrained stations, however, shorter platforms may be used.
- Platform Structures: Although these are often simple canopy shelters over the waiting area of track platforms, they may be larger structures with enclosed waiting areas and amenities. These larger structures do not have to be located on both sides of the track, allowing a more constrained section of the station area to have a simple platform only.





Figure 8.5e: Potential MARTA Station - Option I





Figure 8.5f: Potential MARTA Station - Option 2

**Bicycle and Pedestrian Improvements**

The city’s sidewalk network is largely complete, but still features gaps on short sections of streets and many streets in the northwest of the city with no sidewalks at all. Most of these are on local streets, but some key connecting streets (especially South Central Avenue) also lack complete sidewalk coverage.

**SIDEWALKS**

The study has recommended a series of sidewalk improvements not only to fill key gaps but also to improve the overall walking environment in central Hapeville. With an overall area of only four square miles and a relatively compact set of commercial and community-serving destinations, the city is an ideal size and scale for walking to satisfy many short trips, and past progress in improving sidewalks should continue. Street sections for key roadway recommendations are included in nodal recommendations in Section 8.2. These are described as follows:

**T3: North Central Avenue**

The city should continue to make streetscape enhancements to North Central and work with adjacent property owners to identify potential for easements or landscaping improvements on private property that can accomplish streetscape objectives.

**T4: South Central Avenue**

This project would construct a more extensive streetscape and fill sidewalk gaps in the eastern portion of the South Central Avenue corridor.

**T5: Lake Avenue and Gordon Circle**

In the northwest section of the city, where most streets do not have sidewalks, this project would construct a sidewalk on at least one side of the street between North Avenue and Cofield Drive.

**T6: Cofield Drive**

Although this short extent of Cofield serves primarily single-family residential uses, Cofield offers a bridge crossing over I-85 that features sidewalks. Adding sidewalks on this extent of the street would fill a gap and allow residents of Hapeville’s northern neighborhoods to access commercial uses (and potential employment areas) on the west side of the interstate.

**T7: Atlanta Avenue**

This key connection between the Airport Loop Road and South Central Avenue is the most direct link between areas of new development potential and Hapeville’s current center and future transit corridor. Although the street has sidewalks on at least one side of the street today, these are narrow and lack amenities. As future development of the Corporate Crescent area and potential location of a MARTA rail station occur, this extent of street should have sidewalks reconstructed with more extensive amenities.

**T8: Stillwood Drive**

This short extent of street has sidewalk on only one side, but also presents potential for new development on a large site and would connect the western neighborhoods of Hapeville directly to a MARTA station added in Location Option 2. Sidewalk should be constructed on the west side of the street and enhancements made to the east-side sidewalk.

**T9: Virginia Avenue**

The Aerotropolis Atlanta CIDs are currently planning a series of streetscape projects and other transportation enhancements throughout the Airport Area, and these include Virginia Avenue. The city should continue coordination with the CIDs on the design for this street, especially to ensure that it addresses key objectives for pedestrian safety.

**T10: North Fulton Avenue**

This project would enhance existing sidewalks on North Fulton Avenue and high-visibility crosswalks at key intersections, especially around Hapeville Elementary School. Although a constrained right-of-way and use of North Fulton’s curbside for on-street parking will not allow easy expansion of sidewalk width, substitution of select parking spaces with bulbout islands to add street trees will provide comfort and increased separation for pedestrians.

**T11: Dogwood Drive**

After completion of the Dogwood Drive streetscape enhancement project, the city should continue to work with private property owners to identify easement opportunities or other potential ways to increase functional sidewalk width and improve pedestrian passage.



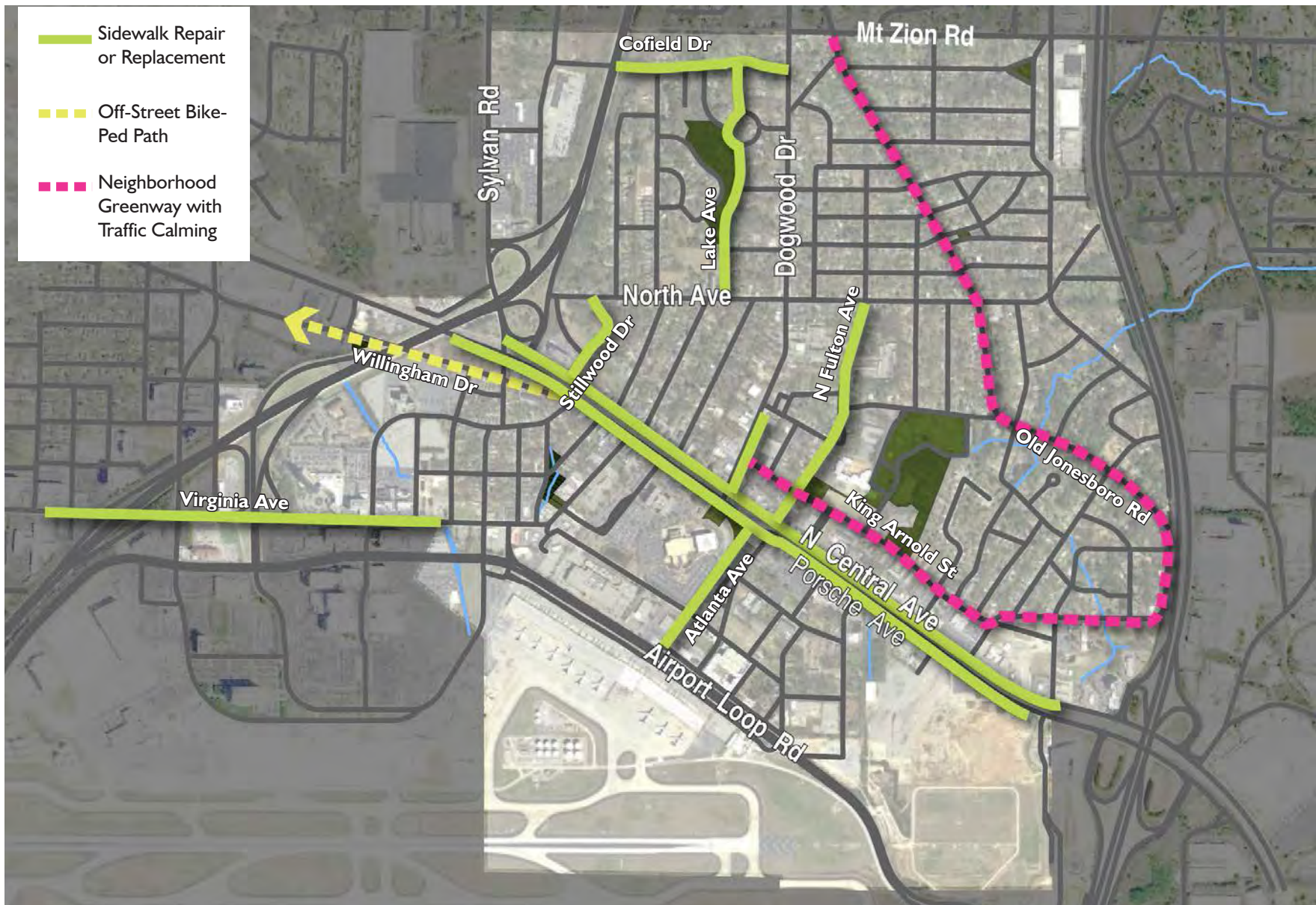


Figure 8.5g: Bicycle and Pedestrian Improvements

### Joint Bicycle and Pedestrian Projects

The study recommends two principal projects for bicycle and pedestrian use; these are intended to connect outside of Hapeville and increase pedestrian safety through traffic calming.

#### **T12: Willingham Drive Multi-Use Path**

Willingham Drive is a parallel street to Central Avenue and the Norfolk Southern rail corridor, and connects Hapeville to downtown East Point. Although this street has direct driveway access, it also has lower traffic volumes than Central Avenue and is generally suitable for a protected, off-street bicycle and pedestrian path. This would enhance pedestrian conditions for the relatively high volume of users on this corridor.

#### **T13: Old Jonesboro-King Arnold Loop**

Although King Arnold Street is classified as a minor arterial in GDOT's classification system, it carries substantially lower traffic volumes than parallel North Central Avenue and is still close to the business destinations of downtown Hapeville. Old Jonesboro Road is classified as a local street and also has relatively low traffic volume, although it features intersections with a high degree of severity. This project creates a neighborhood greenway loop from the north side of Hapeville to its downtown, using shared-street (sharrow) markings and strategic traffic calming to keep vehicle speeds appropriate to their neighborhood context. This recommendation supports the path as described in Section 8.4.

### Relocation of State Highways

The 2003 LCI study recommended the relocation of Georgia State Route 3 (US 19-41) through central Hapeville and this updated study carries that recommendation forward. The purpose of doing this is to return two of Hapeville's main streets—Dogwood Drive and North Central Avenue east of Dogwood—to local control and to give the city increased flexibility in setting street designs for these corridors. This is of particular strategic importance on North Central, which is constrained on its south side by the Norfolk Southern rail corridor.

The Georgia Department of Transportation (GDOT) owns and maintains these streets as part of the state highway system, and as such applies design standards compatible with the functional needs that agency has defined for state highways—moving vehicles at consistent travel speeds and minimizing safety risk. These standards differ from the typical design for urban streets used in traditional main-street environments like downtown Hapeville. This difference is perhaps most notable in what GDOT's standards allow for placement of trees, light posts and other streetscape elements that add to street character and provide protection for pedestrians.

This study recommends that the city explore the process of returning control of these streets to the city and request that GDOT realign its State Route 3 to Cleveland Avenue and Interstate 75 (as shown in Figure 8.5h). This process is not automatic and requires several different actions and levels of approval from GDOT, but it has some precedents in other parts of the Atlanta region. Primary steps of this process are defined in Figure 8.5i and described below.



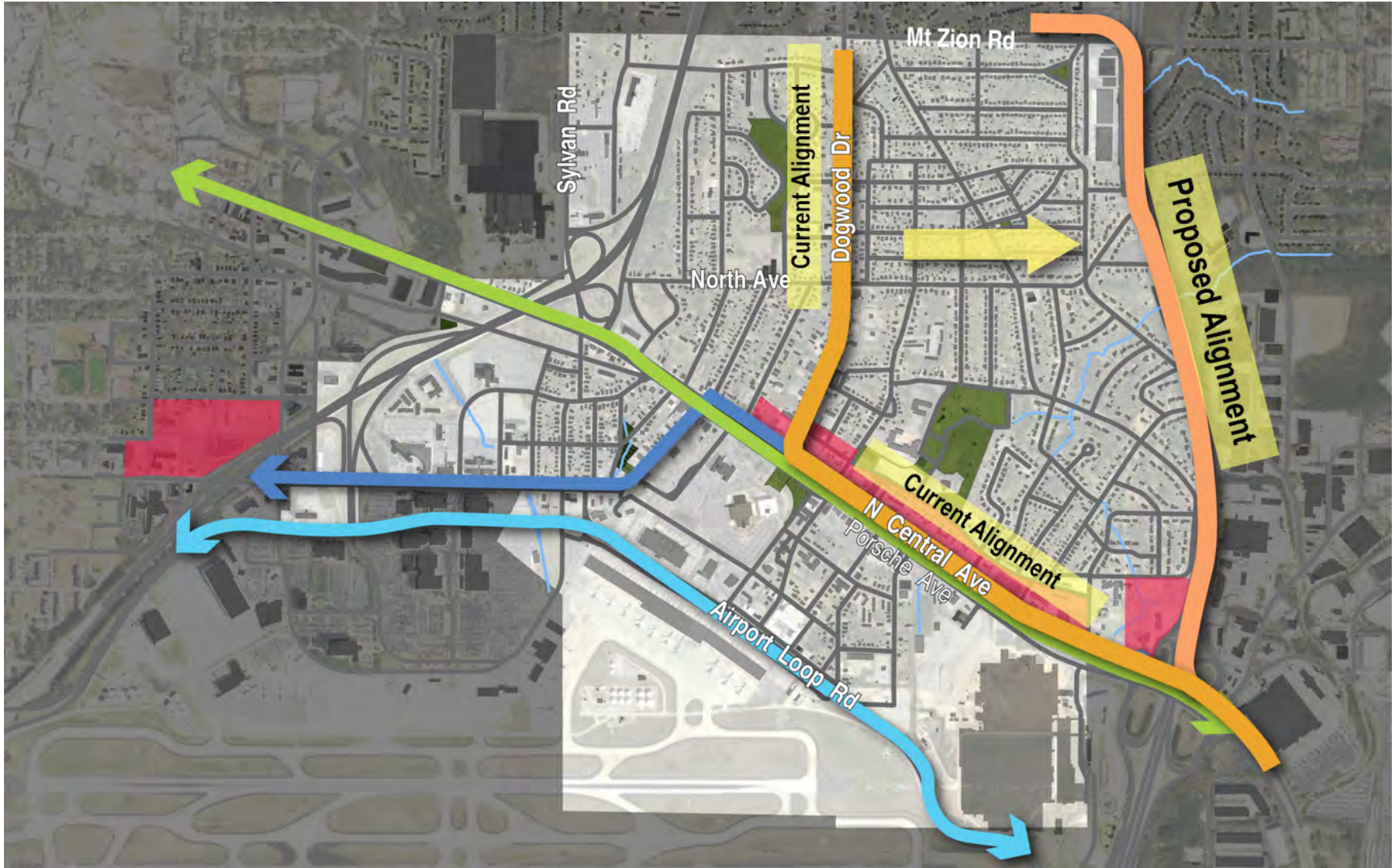


Figure 8.5h: US41/SR3 Proposed Realignment



### Time frame

The relocation of state highways is a multi-step process that involves several decision points and review periods, mostly internal to GDOT. Because of this, the timeline for completing the relocation is variable; in the most expedited of scenarios, this can take approximately one year; with longer periods of review, this may take at least three years. This is important to understand, as the city must be prepared to assume maintenance responsibility for the streets and include the costs associated with this in the city budget. Although specific GDOT figures are not available, based on comparable street length, traffic volumes, and heavy-vehicle (truck) activity, the city should be prepared to budget approximately \$50,000 per year for maintenance of the two streets.

With relocation of the state facility, approximately one-half mile of Metropolitan Parkway in Atlanta (between Cleveland Avenue and Mount Zion Road) would also be removed from the state highway system, meaning the city of Atlanta would be required to assume the maintenance for this facility as well. It is generally assumed that this cost would be equal to or less than current maintenance costs for Cleveland Avenue, as Cleveland is a wider street (five lanes compared to Metropolitan Parkway's four lanes) with more signalized intersections.

Table 8.5i outlines the major steps in the process of transferring streets from state to local control. Dogwood Drive and Metropolitan Parkway represent a more complex process than a basic relocation because they carry a US Highway designation; this designation is maintained by the American Association of State Highway and Transportation

Officials (AASHTO) and as such would require their involvement in the transfer process.

### Parking

Further parking studies should explore how the city can embrace new development and accommodate parking demand by leveraging other options as recommended in the LCI study. These include:

- Exploring reductions in base parking requirement ratios when additional transit options become available
- Offering reductions in parking requirements when residential and commercial leases do not include parking as part of lease terms (but rather require tenants to rent or purchase it separately from their usable space leases)
- Instituting pricing or in-lieu payments for private long-term use of city-owned parking facilities.

### TSPLOST

The Transportation Special Purpose Local Option Sales Tax (TSPLOST) is a financing method for funding capital transportation projects. It is an optional 1% sales tax levied by the city for specific transportation projects and approved by the citizens, through a vote. It is highly recommended to utilize this financing resource to implement transportation projects as listed in this report.

Process Step	City Action	GDOT Action	General Time frame	Outcome of Actions
City Coordination with city of Atlanta	City staff and Council reach out to city of Atlanta staff and elected officials to express interest in relocation of the state route from Metropolitan Parkway to Cleveland Avenue.	None	Up to three months estimated for coordination and development of consensus with city of Atlanta officials.	Formal process begins
City Request for Route Realignment	Hapeville and Atlanta City Councils issue resolutions of support for the realignment and city of Hapeville sends a written request to the GDOT commissioner.	Receives request from city	Up to two months to coordinate and have both resolutions passed.	Formal process begins
Realignment Study	None	Begin study, to be coordinated with District 7, Office of Planning, and Office of Transportation Data.	Up to three months: GDOT has 90 days to complete this study and respond to the city's request.	Department offices and District office present commissioner with consensus on recommendation.
AASHTO Submittal	None	GDOT submits its study to AASHTO's Special Committee on US Route Numbering	Up to six months: AASHTO Committee meets once per six months; timeframe depends on submittal deadlines.	AASHTO responds with decision on approval of route designation
Order of the GDOT Commissioner	None	GDOT issues orders of transfer of the roads to local governments and abandonment of the state assets being removed from the state system.	Up to one month: Commissioner orders to be drafted and distributed as appropriate	Orders issued; property transfer process begins
Transfer of Property	Execute legal agreements with GDOT	Execute legal agreements with city of Hapeville and city of Atlanta	Up to two months	Agreements executed; state routes are realigned

Figure 8.5i: Overview of Transfer Process of GDOT Streets to Local Control

### 8.6 Economic Development Recommendations to achieve Master Plan Concepts

As part of this planning effort, five key geographic areas of redevelopment focus were identified. These areas, summarized in the Figure 8.6a, include the historic downtown of Hapeville, along with four identified “gateways”: the East Gateway, West Gateway, Virginia Avenue and the Airport Loop Road.

While Hapeville’s smaller geographic size and population base temper its ability to implement wide-ranging economic redevelopment policies, the city’s proximity to the airport and identified growth potential, do create real upside through redevelopment and intensification in key targeted areas.

To this, we believe the following strategies can be utilized to further redevelopment and revitalization in each area.

#### EASTERN GATEWAY



Figure 8.4a: Proposed Trail/Path network

The East Gateway features strong regional access and visibility. It sits adjacent to the new Porsche facility and Solis Hotel yet, given the inability to get across the railroad lines that bifurcate Hapeville, appears to have not benefitted from this significant new investment. Likely redevelopment opportunities include new lodging facilities, retail (bolstered by I-75 visibility) and entertainment uses, as well as potential multi-family redevelopment.

To further redevelopment potential in this area Hapeville should:

- E1. Consider expanding the city’s TAD District on the old former Ford site, to include the northwest quadrant of the I-75/ North Central Avenue and the underutilized and dated land uses across from the Porsche facility;
- E2. Consider creation of a fund, perhaps locally-driven or utilizing resources from the state or national level, to facilitate demolition of existing structures, such as the aging hotels and retail uses on-site, at a discounted level.
- E3. Invest in parks and green space in this portion of the corridor, which is badly needed to create a stronger border between neighborhoods and commercial development, and to further value creation on-site.

#### VIRGINIA AVENUE CORRIDOR

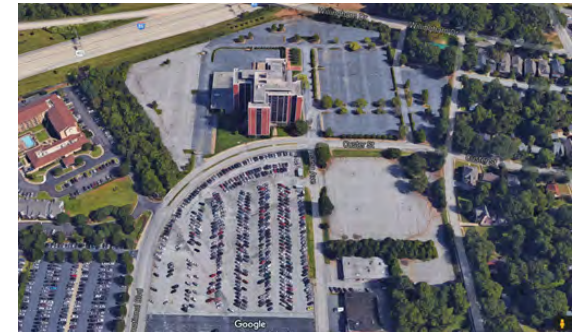


Figure 8.4a: Proposed Trail/Path network

Like the East Gateway, the Virginia Avenue Corridor area is among the most accessible areas in the city, and yet among the least walkable and least cohesive. The area is comprised of corporate (Delta in particular), retail, and lodging uses, all with excessive surface parking areas. Intensification of this area is a natural evolution for Hapeville, given its strong location attributes and potential for intensification.

E3. Consider utilization of an Overlay District in this area to invest in greenspace, pedestrian or biking infrastructure, and infrastructure that can ease the costs of redevelopment, to encourage the reuse and development of these large surface parking areas and underutilized sites;

- a. Utilize Special Use Districts and other tools to foster a greater work quality of life in Hapeville, with running trails, park spaces, improved walking conditions, landscaping, etc.

E4. Work with Delta to identify potential reuses or redevelopment scenarios for its former Technology Center site and identify, more specifically, the potential reuse of the building for other commercial and/or residential uses.



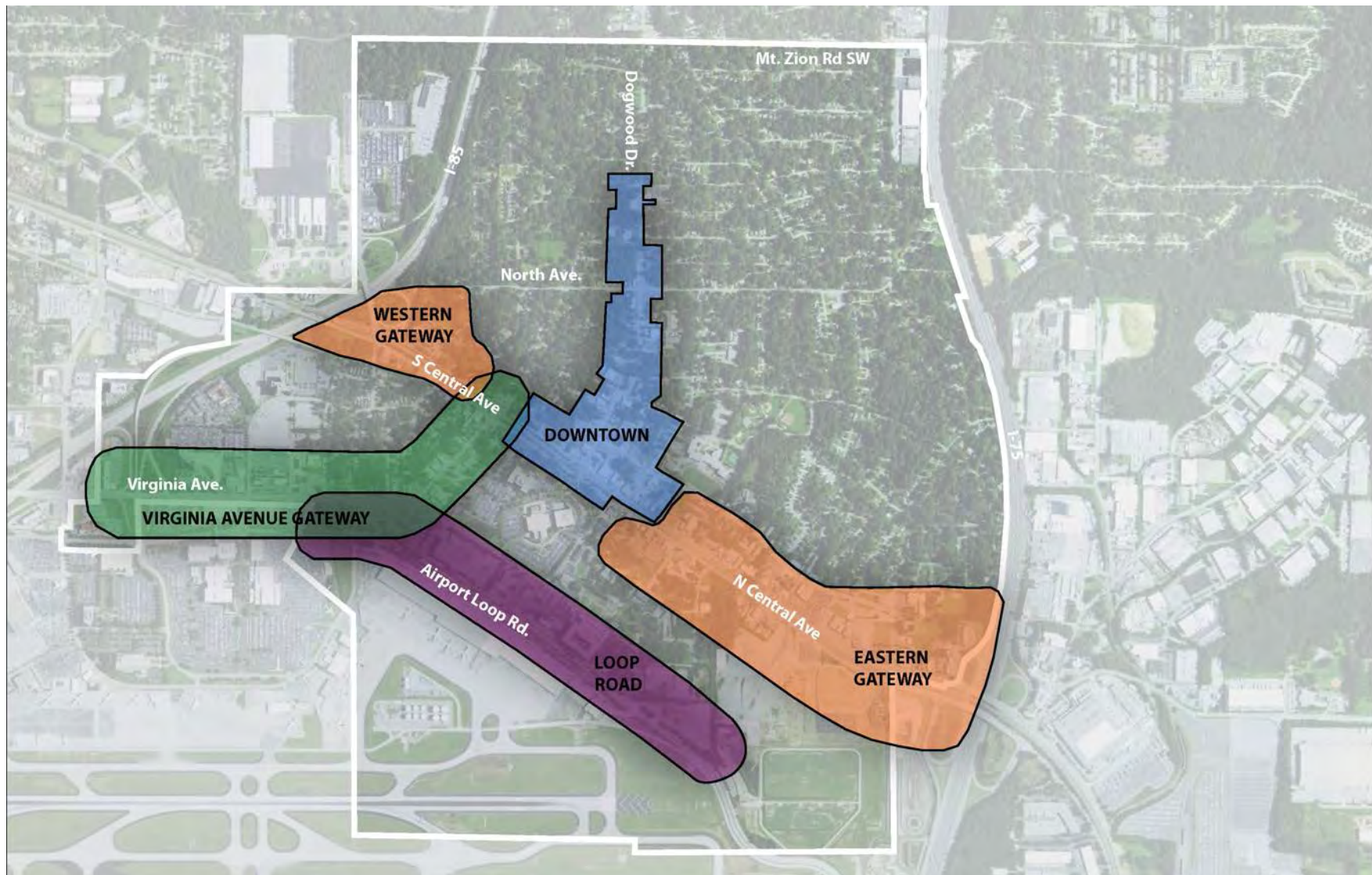


Figure 8.6a: (Re)development Nodes

E5. Create the framework by which fast-tracking of entitlements (permitting and perhaps zoning) occurs, removing potential political or bureaucratic barriers or risks to redevelopment and revitalization;

E6. As with the East Gateway, job growth potential is high in the Virginia Avenue Corridor, so continued use and marketing of Opportunity Zone Tax Credits is a logical policy to pursue.

L3.2. Finally, use of Overlay Districts whereby development intensities, setbacks, and other incentives can be increased should be considered.

**WEST GATEWAY**

Unlike the East Gateway and Virginia Avenue areas, the West Gateway, particularly on the south side of North Central Ave., is somewhat more walkable and more neighborhood-focused in scale. The area’s access is solid and perhaps lends itself more to residential infill and local-serving retail or office uses.

E7. Consider creation of a SPLOST by which new bikeways, greenways, park areas and sidewalks can be provided to further that local, neighborhood feel in the Western Gateway;

Work with the local builder community to identify the means by which infill residential can be simplified and development fast-tracked to ease redevelopment costs and, by which, key issues impacting redevelopment identified and addressed.

**LOOP ROAD GATEWAY**



Figure 8.4a: Proposed Trail/Path network

Perhaps the most significant redevelopment potential can be found in the Loop Road area, a location with large-scale anchors present today (corporate and lodging) and a location highly visible to the airport and easily connected to that major driver of economic growth in Hapeville. This area represents a strong opportunity for further redevelopment of underutilized properties and one that would also benefit from a new focal point, possibly a green one.

L3. Utilize a Special Use Permit process to allow intensification of this area and to encourage key goals for this redevelopment, including more street-oriented development, greater connectivity, and a more significant mixing of land uses;

- a. As with the Virginia Avenue Corridor, focus on creating a stronger work quality of life via walking and running trails & paths, better sidewalks and walking conditions, easier walks to retail and services, etc.

E6. The area is very much in a targeted Opportunity Zone location and one in which significant employment growth could be encouraged via Opportunity Zone policies.

E7. Consider the aforementioned SPLOST to help improve infrastructure investment to further connectivity and create a focal point in the area, such as a well-executed park or greenway in the Loop Road area;

- a. Included in this should be greater connectivity between downtown and the Loop Road area via streets, sidewalks, bike lanes and green access ways.

E8. Consider tax abatement policies to facilitate more intense mixed-use development and potentially use that tax abatement to connect existing property owners to potential development partners.

### DOWNTOWN GATEWAY



Figure 8.4a: Proposed Trail/Path network

Importantly, Hapeville’s downtown is emerging as the cultural core of the area and is now seeing reinvestment in terms of new businesses and events. It is possible that the area can see more upside as this cultural, entertainment and retail core, with smaller-scale residential investment adjacent. Downtown’s continued upswing should be enhanced through several strategies:

E7. Use of the aforementioned SPLOST to further the focus of the area via new park areas, greenways, arts/entertainment alleyways, biking facilities, and other non-automotive improvements;

- a. To this, further the quality of connections of the downtown area to surrounding neighborhoods and redevelopment commercial and mixed-use cores (the Gateways) to foster greater interrelation of these areas;

E3. Utilize the proposed Overlay District to encourage the development of residential infill along Dogwood Avenue via enhanced infrastructure connections and development intensities and/or potential tax abatement

policies to encourage underutilized commercial properties to redevelop as residential uses.

E5. As with the West Gateway, utilize fast-track permitting and entitlement processes, particularly for residential uses, to ease the development risks and timelines along Dogwood and for mixed-use along Central.

E9. Work with Main Street Programs and local financial institutions to create loan pools and low-interest loans to improve the facades and needed upgrades to existing buildings in the corridor to further convey the investment that is occurring in the area and to bring about a more consistent appearance in the corridor.

Lastly, for all gateways, the city is encouraged to investigate opportunities to create a broker incentive fund that pays out higher brokerage fees related to new office or industrial tenants into the city.



**CITY OF HAPEVILLE**

Comprehensive Plan Update/LCI Study

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TEMPLATE

**FIVE YEAR IMPLEMENTATION PLAN**

**Priority Projects - 100 Day Action Plan**

<b>1. City of Hapeville City Council to Adopt LCI Plan as amendment to the City's Comprehensive Plan (L1)</b>
<b>2. Apply for Supplemental LCI Study Funding for:</b>
a. Hapeville Overlay District and Design Guidelines/Standards - Procure Consultant or Complete In-House (L3)
b. Arts Master Plan Study (L8)
c. Feasibility Study for the Virginia Avenue Round-a-bout in partnership with the Aerotropolis Atlanta CIDs
<b>3. Attract Implementation Project LCI Funding for the following:</b>
a. Streetscape, Sidewalk and/or Bicycle Improvements (T3, T4, T9, T12) in partnership with the Aerotropolis Atlanta CIDs, where appropriate
<b>4. Continue coordination with MARTA on assessment of Clayton High-Capacity Corridor Study</b>
<b>5. Survey Hapeville and College Park businesses for partnership interest in a Local Hapeville Shuttle (T1) - partner with the Aerotropolis Atlanta CIDs</b>
<b>6. Coordinate with HJAIA and the Aerotropolis Atlanta CIDs and develop understanding of future plans for inter-terminal shuttle service (T2)</b>
<b>7. Continue to work with Aerotropolis Atlanta CIDs and surrounding communities on the Greenway/Trail Master Plan and incorporate recommendations from this master plan.</b>
<b>8. Update Future Land Use maps per recommendations within this report (L2)</b>
<b>9. Pursue a Parks Master Plan (L7)</b>

\*The City of Hapeville shall continue coordination of projects, funding and implementation with the Aerotropolis Atlanta CIDs and Aerotropolis Atlanta Alliance. Project coordination should align with recommendations as listed within this report.



TEMPLATE

**Other Local Initiatives**

**Land Use & Zoning**

	Description/Action	Cost	Year	Responsible Party	Funding Source
L1	Amend the Comprehensive Plan: Adopt this LCI study as a part of the Comprehensive Plan and text amendments as appropriate.	\$7,500	2017	City of Hapeville	General Fund
L2	Assess amendments to the City of Hapeville Future Land Use: Amendments per proposed future land use map. Update the digitized FLUM as appropriate.	\$7,500	2017-2018	City of Hapeville	General Fund
L3	Evaluate development of a Hapeville Gateway and Downtown Overlay District and Design Guidelines as described in this report. Design Standards/Guidelines may include streetscape standards, block sizes, setbacks, etc. Align guidelines with recommendations as found within this report. Encourage the incorporation of functional art into streetscapes, including creative street lights, crosswalks, benches, etc.	\$50,000	2017-2018	City of Hapeville	City of Hapeville, ARC, Community Choices
L3.1	Assess the inclusion of greenspace recommendations within the Hapeville Gateway and Downtown Overlay. Suggested guidelines for new (re)development to include a ratio of 10 acres per 1,000 residents and allowing of a variety of park sizes.	Staff Time	2017-2018	City of Hapeville	City of Hapeville, ARC, Community Choices
L3.2	Assess the inclusion of development incentives in the Overlay, whereby development intensities, setbacks, and other incentives can be increased to encourage redevelopment.	Staff Time	2017-2018	City of Hapeville	City of Hapeville, ARC, Community Choices

TEMPLATE

L4	Design and develop wayfinding signage throughout Hapeville to assist residents and visitors moving from Gateways to Downtown, jobs, and other attractors.	\$30,000	2017-2018	City of Hapeville	City of Hapeville, ARC
L5	Partner with the Aerotropolis Atlanta CIDs and key employers to develop gateway signage for the major corridors into Hapeville.	\$50,000	2017-2018	City of Hapeville	City of Hapeville, ARC, Aerotropolis CID
L6	Study the feasibility of the Downtown Alleyway expansion and land acquisition.	\$12,000	2017-2018	City of Hapeville	City of Hapeville, ARC, Community Choices
L7	Develop a Parks Master Plan for the city of Hapeville, including the Downtown Park and neighborhood parks as discussed within this report.	\$60,000	2017-2020	City of Hapeville	City of Hapeville, ARC
L8	Develop an Art Master Plan for the city of Hapeville, to provide a unified vision and implementation strategies for arts and culture in the city.	\$60,000	2017-2020	City of Hapeville	City of Hapeville, ARC

TEMPLATE

L9	Study the feasibility of a new municiple facility location.	\$15,000	2018-2020	City of Hapeville	City of Hapeville, ARC
L10	Continue to work with the Aeortropolis Atlanta CIDs and surrounding communities to develop a greenway and trails master plan. Consider recommendations within this report during this process.	\$200,000	2017-2018	City of Hapeville	Aerotropolis Atlanta Alliance, Aerotropolis Atlanta CIDs, College Park, Clayton County, East Point, Forest Park, Fulton County, Hapeville, Hartsfield-Jackson Atlanta International Airport
L11	Continue efforts to attract a charter school to the area. Study the feasibility of school siting at locations recommended within this report along with land acquisition strategies.	\$10,000	2017-2018	City of Hapeville	City of Hapeville, ARC, Fulton County
L12	Revise the Subdivision Regulations	\$25,000	2017	City of Hapeville	General Fund



TEMPLATE

*Economic Development*

	<b>Description/Action</b>	<b>Cost</b>	<b>Year</b>	<b>Responsible Party</b>	<b>Funding Source</b>
E1	Evaluate expansion of the TAD district from the former Ford site to include the northwest quadrant of the I-75/North Central Avenue across from the Porsche facility.	Staff Time	2017-2018	City of Hapeville	City of Hapeville, ARC
E2	Assess and research the creation of a fund, perhaps locally-driven or utilizing resources from the state or national level, to facilitate demolition of existing structures, such as the aging hotels and retail uses, at a discounted level.	Staff Time	2017-2020	City of Hapeville	City of Hapeville, ARC
E3	Market and focus efforts within the Overlay District boundaries to invest in greenspace, pedestrian or bike infrastructure, landscaping, etc. to ease the costs of redevelopment, to encourage the reuse and development of large surface parking areas and under-utilized sites. These improvements can also foster a greater work quality of life in Hapeville, for area employees.	Staff Time	2017-2025	City of Hapeville	City of Hapeville, ARC
E4	Work with Delta to identify potential reuses or redevelopment scenarios for its former Technology Center site and identify, more specifically, the potential reuse of the building for other commercial and/or residential uses.	Staff Time	2017-2025	City of Hapeville, Delta	City of Hapeville, ARC, Delta
E5	Develop and evaluate a framework by which fast-tracking of entitlements (permitting and perhaps zoning) occurs, removing potential political or bureaucratic barriers or risks to redevelopment and revitalization.	Staff Time	2017-2020	City of Hapeville	City of Hapeville, ARC

TEMPLATE

E6	Market Opportunity Zone tax credits in key redevelopment nodes, as identified in this master plan.	Staff Time	2017-2020	City of Hapeville	City of Hapeville, ARC
E7	Assess the focus of SPLOST funds for bikeways, greenways, park areas and sidewalks within key redevelopment areas, as identified in this master plan.	Staff Time	2017-2020	City of Hapeville	City of Hapeville, ARC, Fulton County
E8	Assess tax abatement policies to facilitate more intensive mixed-use development at the Airport Loop Gateway. Utilize the tax abatement to connect existing property owners to potential development partners.	Staff Time	2017-2020	City of Hapeville	City of Hapeville, ARC
E9	Work with the Main Street program and local financial institutions to create loan pools and low-interest loans to improve the facades and needed upgrades to existing buildings in Downtown.	Staff Time	2017-2020	City of Hapeville	City of Hapeville, ARC
E10	Implement loan fund targeting loans to downtown businesses	\$100,000	2019-2020	Economic Development Department	Fulton County CDBG & General Fund

TEMPLATE

***Housing Projects/Initiatives***

	<b>Description/Action</b>	<b>Cost</b>	<b>Year</b>	<b>Responsible Party</b>	<b>Funding Source</b>
H1	Evaluate the inclusion of incentives for workforce housing in the Hapeville Overlay District. Incentives may include: tax credits and matching funds from county and/or state housing departments.	Staff Time	2017-2018	City of Hapeville	City of Hapeville, ARC
H2	Include requirements and/or incentives for inclusionary zoning in the Hapeville Overlay. Inclusionary zoning or housing requires a given share of new construction to be affordable by people with low to moderate incomes.	Staff Time	2017-2018	City of Hapeville	City of Hapeville, ARC
H3	Establish a recommended mix of unit sizes in new multi-family developments, within the Corridor Design District Overlay to encourage a mix of incomes and multi-generational access to housing.	Staff Time	2017-2018	City of Hapeville	City of Hapeville, ARC
H4	Evaluate allowance of smaller lot sizes, smaller minimum building footprints, and accessory dwelling units Hapeville Zoning Ordinance to encourage a diversity of housing types that can accommodate the increasing land values in the area.	Staff Time	2017-2018	City of Hapeville	City of Hapeville, ARC



TEMPLATE

H5	Encourage reinvestment and rehabilitation of deteriorated housing in the study area, with the following policy recommendations: 1. Work with code enforcement to identify repeat code violation offenders, particularly absentee land owners and those with multiple code violations. 2. Work with non-profit housing groups, such as Habitat for Humanity, to provide assistance with home maintenance and rehabilitation. 3. Evaluate the creation of a non-profit organization that would provide grants to home-owners for rehab and maintenance.	Staff Time	2017-2018	City of Hapeville	City of Hapeville, ARC
H6	Encourage the demolition and repurposing of dilapidated properties that pose a risk to public safety, with the following policy recommendations: 1. Develop a side-yard program to condemn and demolish dilapidated structures and transfer the property to adjacent homeowners that can maintain the land as privately owned greenspace. 2. Evaluate a Pocket Park program that would condemn and demolish dilapidated structures and transform property into public park space.	Staff Time	2017-2018	City of Hapeville	City of Hapeville, ARC
H7	Encourage prospective first-time home buyers to move to the study area and invest in home rehabilitation with the following programs and policies: 1. Promote down payment assistance programs, such as Georgia Dream Home-ownership Program. 2. Work closely with Fulton County Public Schools and potential charter schools to provide quality education opportunities for families. 3. Evaluate development of a program that provides affordable housing and studio options for local artists.	Staff Time	2017-2018	City of Hapeville	City of Hapeville, ARC
H8	Provide policies that allow long-time residents to remain in the area: 1. Evaluate the creation of a non-profit organization that would provide residents with assistance and education regarding housing programs and policies. 2. Promote programs that provide assistance in home maintenance, such as Community HOME Investment Program (CHIP). 3. Assess creating a program that would provide low interest grants or funding to assist homeowners in maintenance and repairs.	Staff Time	2017-2018	City of Hapeville	City of Hapeville, ARC

TEMPLATE

**Transportation Projects/Initiatives**

	<b>Description/Action</b>	<b>Cost</b>	<b>Year</b>	<b>Responsible Party</b>	<b>Funding Source</b>
T1	Additional study of a shuttle service concept that would connect Hapeville businesses with nearby hotels and other employment in Hapeville and College Park. This would test basic costs and service feasibility, and would explore funding options that take advantage of current funding sources (such as City and TSPLOST funding) and potentially engage private business funding. Partner with the Aerotropolis Atlanta CIDs.	\$40,000	2018	City of Hapeville	City of Hapeville, ARC, ACIDs
T2	Coordinate with HJAIA on enhancement of the current airport inter-terminal shuttle service. This would allow additional stops at the Corporate Crescent district and allow central Hapeville easy access to both airport terminals.	Staff Time	2017-2018	City of Hapeville	TBD based on opportunities identified
T3	Additional streetscape and sidewalk enhancements to North Central, including coordination with adjacent property owners to identify potential for easements or landscaping improvements on private property that can accomplish streetscape objectives.	\$1,500,000	2019-2021	City of Hapeville	City of Hapeville, ARC
T4	Construct a more extensive streetscape and fill sidewalk gaps in the eastern portion of the South Central Avenue corridor.	\$1,200,000	2018-2020	City of Hapeville	City of Hapeville, ARC
T5	Construct a sidewalk on at least one side of Lake Avenue between North Avenue and Cofield Drive. Costs will vary depending on ultimate location.	\$250,000	2018-2019	City of Hapeville	City of Hapeville
T6	Construct a sidewalk on at least one side of Cofield Drive between Dogwood Drive and the I-85 bridge and from the I-85 bridge to Springdale Road.	\$200,000	2021-2022	City of Hapeville	City of Hapeville
T7	Enhance sidewalks on Atlanta Avenue between Airport Loop Road and South Central Avenue to add streetscape and tree canopy (either in or out of right-of-way) and to allow a continuous sidewalk on the east side of the street past the Hapeville United Methodist Church property.	\$125,000	2019-2020	City of Hapeville	City of Hapeville
T8	Construct sidewalk on the west side of Stillwood Drive and enhance existing sidewalk on the east side to improve access to a future MARTA rail corridor.	\$150,000	2020	City of Hapeville	City of Hapeville
T9	Coordinate with Aerotropolis Alliance/Airport CIDs on streetscape enhancements to Virginia Avenue.	Staff Time (TBD with CID efforts)	2017-2018	City of Hapeville	City, ACIDs, ARC

## TEMPLATE

T10	Enhance North Fulton Avenue streetscape, sidewalks and intersections to improve pedestrian and bicyclist safety, including substitution of select parking spaces with bulbout islands to add street trees and provide comfort and increased separation for pedestrians.	\$200,000	2019-2020	City of Hapeville	City of Hapeville
T11	Coordinate with private property owners to identify easement opportunities or other potential ways to increase functional sidewalk width and improve pedestrian passage on Dogwood Drive between North Central Avenue and Marina Street.	Staff Time	2017-2018	City of Hapeville	City of Hapeville
T12	Construct a protected, off-street bicycle and pedestrian path on Willingham Drive between South Central Avenue and the Hapeville City limits. This would enhance pedestrian conditions for the relatively high volume of users on this corridor, and should be coordinated with the City of East Point for connections to the Main Street corridor and on to the East Point MARTA rail station.	\$300,000	2018-2020	City of Hapeville	Cities of Hapeville and East Point; potential private sources
T13	Install traffic calming devices and intersection enhancements along the Old Jonesboro Road and King Arnold Street corridors to slow traffic, improve pedestrian and bicycle safety, and establish a bicycle route through the city. Add signage and wayfinding to designate this route and to direct bicycles and pedestrians to nearby destinations.	\$250,000	2018-2019	City of Hapeville	City, though King Arnold portions may qualify for ARC funds
T14	Resolve the railroad crossing closing issue	\$5,000	2017	GDOT, N/S Railway and City of Hapeville	GDOT and N/S
T15	Remain committed to HATMA, supporting such programs as van pools, shuttle services and employer discounts on MARTA cards	Staff Time	2017-2022	GRTA/Marta/ City of Hapeville	GRTA/Marta



## TEMPLATE

### *Community Facilities and Services*

<b>Description/Action</b>	<b>Cost</b>	<b>Year</b>	<b>Responsible Party</b>	<b>Funding Source</b>
Install new sidewalks throughout the city	\$150,000	2017-2022	Community Services Department	General Fund
Complete sanitary sewer survey of entire city within 5 years	\$260,000	2017-2022	Community Services Department	Water/Sewer Fund
Resurface track around football field	\$30,000	2020	Recreation Department	Various Sources
Resurface practice field behind Senior center	\$350,000	2019	Recreation Department	Grant
Replace 12 police vehicles	\$480,000	2018-2022	Police Department	General Fund
Repave Public Safety Building Parking Lot	\$30,000	2020	Police Department	General Fund
Establish Police Explorer Program	\$100,000	2018-2019	Police Department	General Fund

### *Additional Items*

<b>Description/Action</b>	<b>Cost</b>	<b>Year</b>	<b>Responsible Party</b>	<b>Funding Source</b>
Attract Supplemental LCI Funds: Complete ARC requirements to apply for LCI funds to plan priority projects, as listed in "Priority Projects".	Staff Time	2017-2022	City of Hapeville	City of Hapeville, ARC



# 6.0 Appendix

## 6.1 Community Survey Results

Following pages are the full results of the community survey.

156 Total Responses  
144 English  
12 Spanish

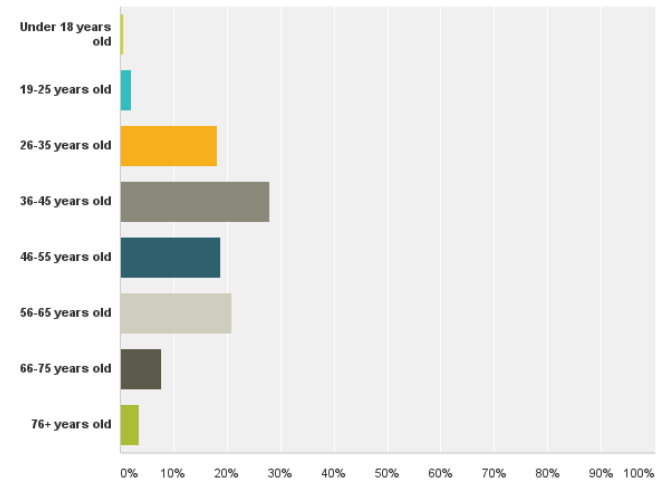
Who Responded:

- 77% Residents
- 5% Business Owners
- 5% Work in the Study Area
- 3% Shop/Dine/Run Errands in the Study Area
- 10% Other

### Survey Question 1

I am within the following age range:

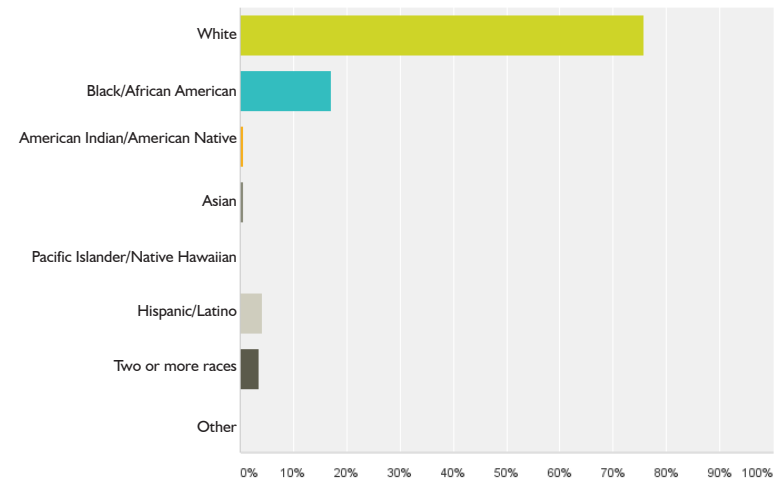
Answered: 143 Skipped: 1



### Survey Question 2

Which race/ethnic group do you most closely associate?

Answered: 141 Skipped: 3

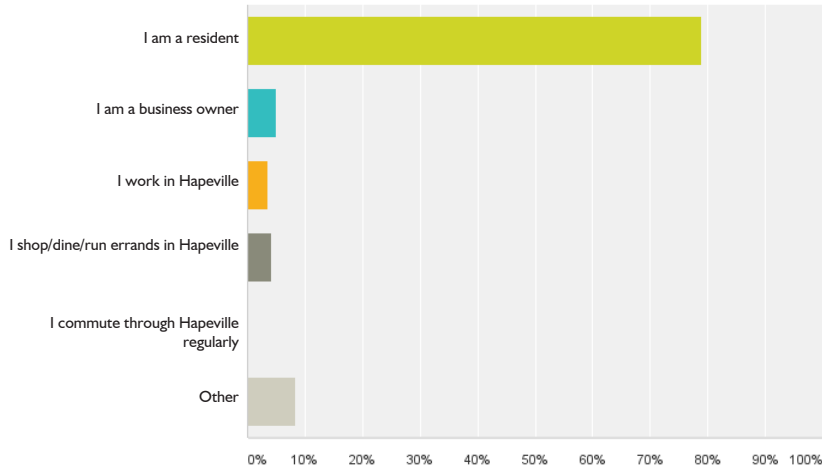




### Survey Question 3

Which best describes your connection to the City of Hapeville? Please select all that apply.

Answered: 142 Skipped: 2



### Survey Question 4

What 3 words would you use to describe the City of Hapeville?

Answered: 134 Skipped: 10

Urban Safe Location Multicultural Quiet Unsafe  
 Community Convenient Friendly  
 Comfortable Convenient Fun Growing  
 Accessible Historic Nice Quaint Caring  
 Small Town Friendliness Clean Arts Potential Safe  
 Affordable Place Historic Big City  
 Growing Quiet Convenient Slow  
 Friendly Comfortable Progressive Community  
 Nice Family Location Access Community  
 Peaceful Quaint Growing Friendly Cute  
 Convenient Local Small Town Walkable  
 Potential Affordable Close Knit



**Survey Question 5**

**What is great about the City of Hapeville - what would you tell a visitor to go and see?**

Answered: 129 Skipped: 15



**Survey Question 6**

**What single improvement would you make to attract people to the City of Hapeville?**

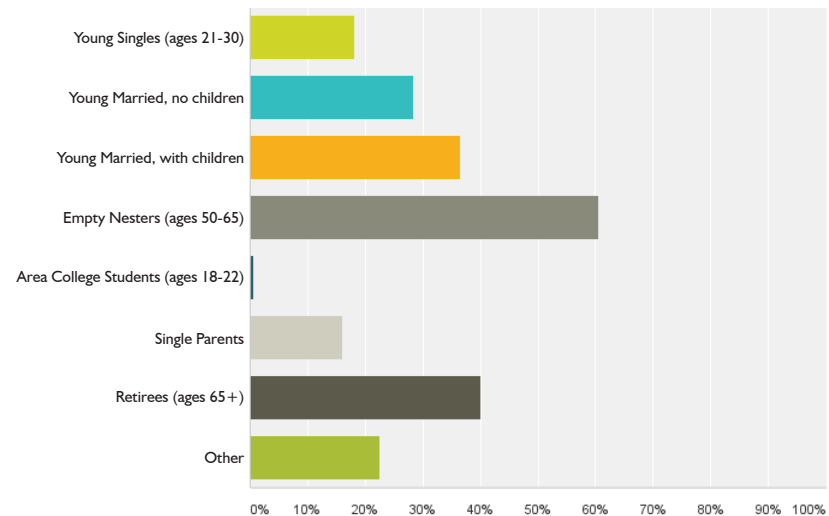
Answered: 127 Skipped: 17



**Survey Question 7**

**Who is most commonly seen in Downtown Hapeville? Please check all that apply.**

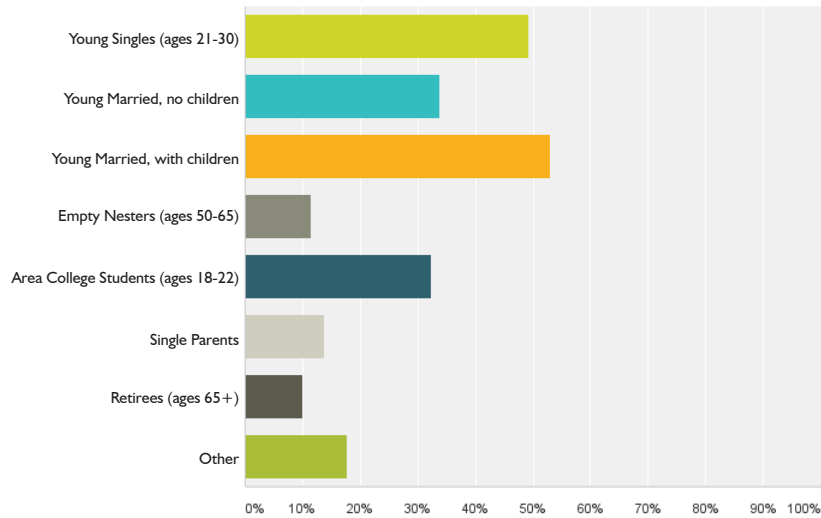
Answered: 137 Skipped: 7



### Survey Question 8

Who is currently missing from Downtown Hapeville that you would like to see more of? Please check all that apply.

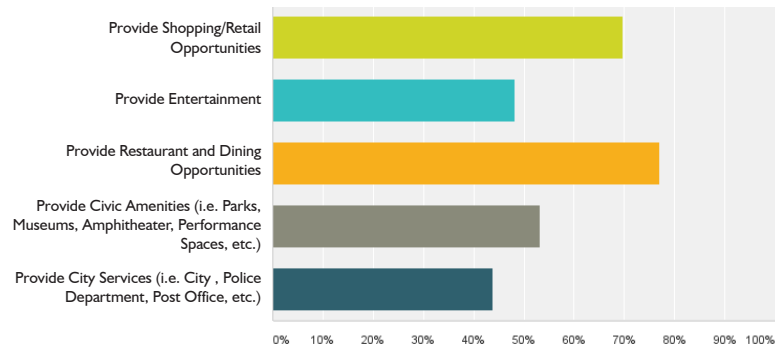
Answered: 657 Skipped: 2



### Survey Question 9

What do you feel Downtown Hapeville's primary purpose should be? Please select all that apply.

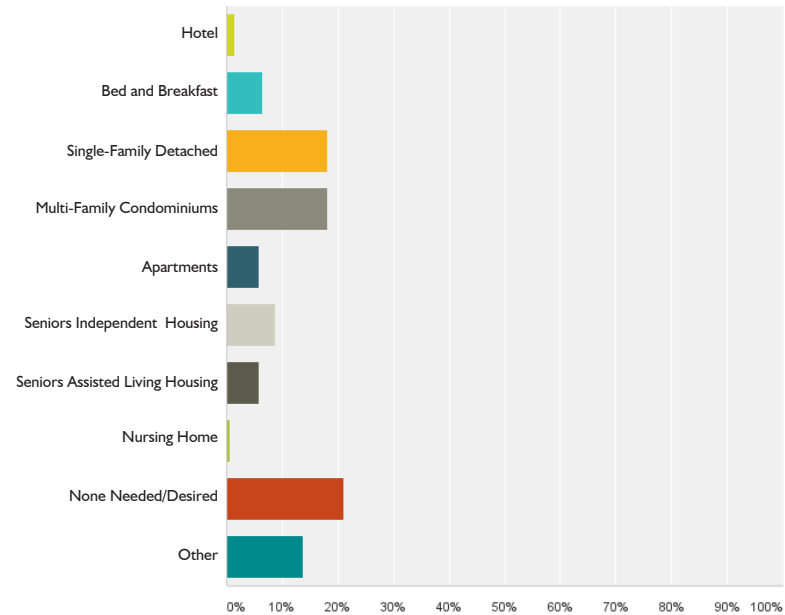
Answered: 139 Skipped: 5



### Survey Question 10

Thinking of all Housing resources available within the City of Hapeville today, what do you think is missing that you would like to see?

Answered: 138 Skipped: 6

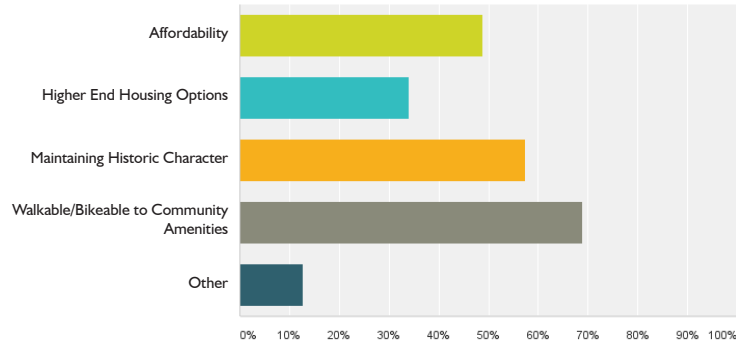




**Survey Question 11**

**In terms of Housing, what matters most (Please select all that apply)?**

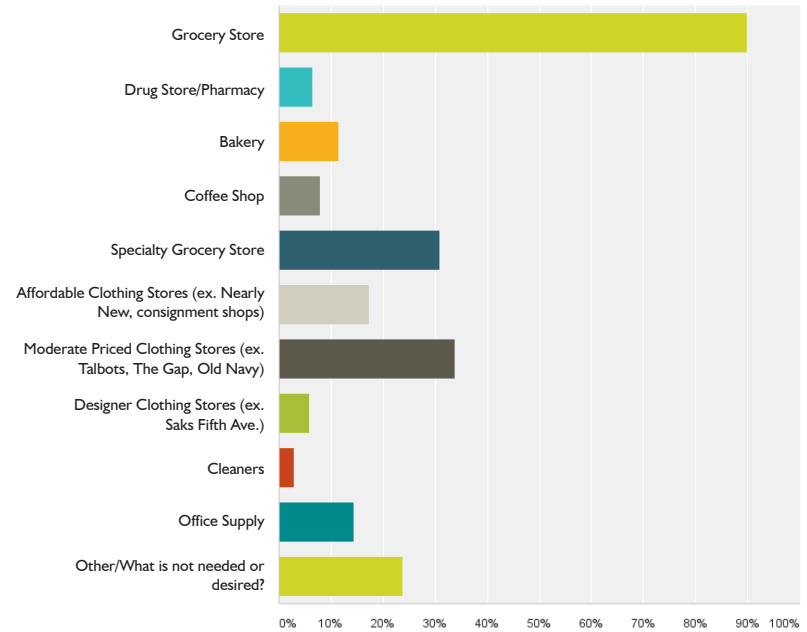
Answered: 141 Skipped: 3



**Survey Question 12**

**Thinking of all the Retail resources available within the City of Hapeville today, what do you think is missing that you would like to see (Please select all that apply)?**

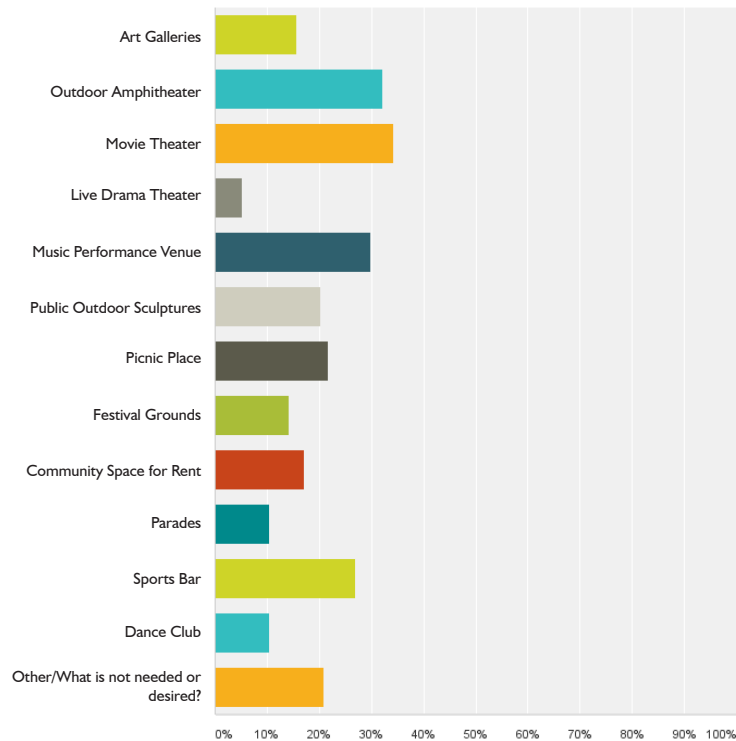
Answered: 139 Skipped: 5



### Survey Question 13

Thinking of all Entertainment resources available along the Spring Road Corridor today, what do you think the area is missing? Rank the top 3.

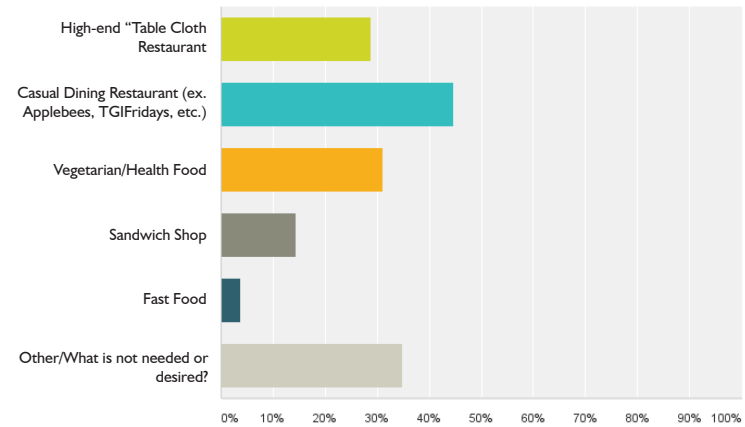
Answered: 134 Skipped: 10



### Survey Question 14

Thinking of all Dining resources available along the Spring Road Corridor today, what do you think the area is missing? Rank the top 3.

Answered: 596 Skipped: 63



### Survey Question 15

Where do you go for Dining? (ex. Downtown Hapeville, Camp Creek Marketplace, Midtown Atlanta, Lenox Square, Southlake Mall in Morrow, Atlantic Station, Fayette Pavilion)

Answered: 135 Skipped: 9

Southlake Local Tri-Cities Area Buford Highway  
 Atlantic Station Atl Camp Creek  
 Lenox Square Midtown Peachtree City  
 Hapeville Virginia Ave Atlanta Howell Mill  
 College Park Avenue East Point Volare  
 Morrow Grant Park

**Survey Question 16**

Where do you go for Shopping? (ex. Downtown Hapeville, Camp Creek Marketplace, Midtown Atlanta, Lenox Square, Southlake Mall in Morrow, Atlantic Station, Fayette Pavilion)

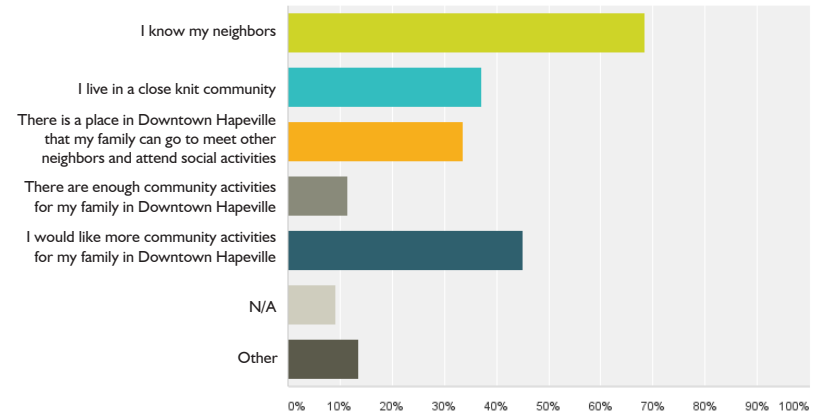
Answered: 132 Skipped: 12



**Survey Question 18**

Which of the following describes your relationship to the Hapeville Community as a resident (Please select all that apply):

Answered: 140 Skipped: 4



**Survey Question 17**

Where do you go for Entertainment? (ex. Downtown Hapeville, Camp Creek Marketplace, Midtown Atlanta, Lenox Square, Southlake Mall in Morrow, Atlantic Station, Fayette Pavilion)

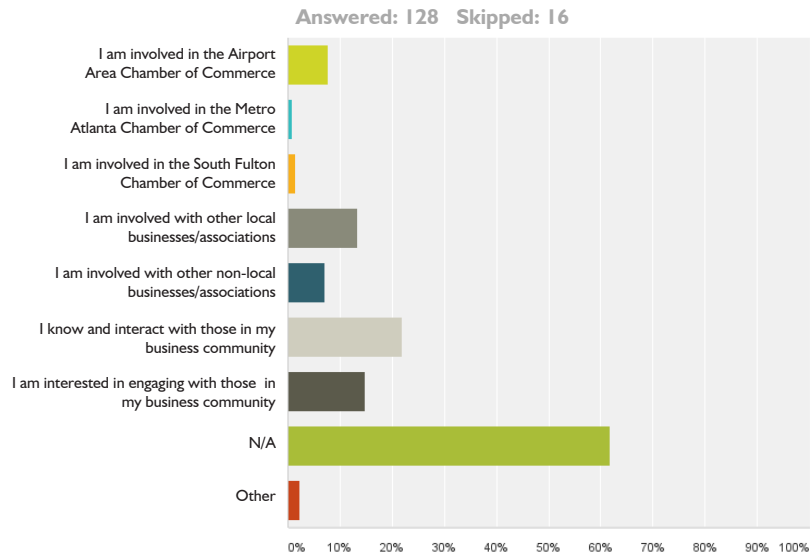
Answered: 128 Skipped: 16





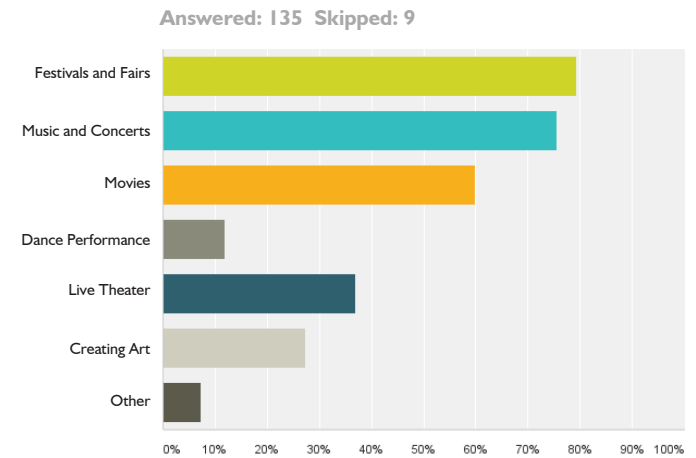
### Survey Question 19

Which of the following describes your relationship to the Hapeville Community as a business owner/operator (Please select all that apply):



### Survey Question 20

What Arts, Culture, and Entertainment Programs do you or your family engage in (Please select all that apply)?



### Survey Question 21

What Arts, Culture, and Entertainment Programs are needed in Downtown Hapeville?

Answered: 135 Skipped: 9

Movie Theater Museum Theatre Studio Events  
 Concerts in the Park **Movie** Children **Art** Kids  
**Music** Promote **Festivals** Entertainment  
 Programs Activities Venue Yoga Crawls  
 Farmers Market

**Survey Question 22**

**Where do you go for Arts, Culture, and Entertainment?  
(ex. Downtown Hapeville, Academy Theater, Atlantic Station, Midtown Arts Cinema, Atlantic Civic Center, Ponce City Market)**

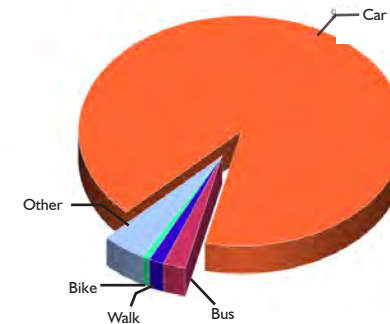
Answered: 111 Skipped: 33



**Survey Question 24**

**What is your main means of transportation?**

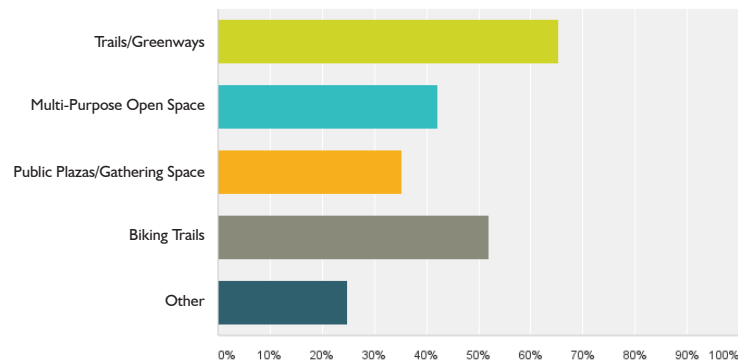
Answered: 135 Skipped: 9



**Survey Question 23**

**What types of parks, green space, and/or recreational facilities are most needed in Downtown Hapeville (Please select all that apply)?**

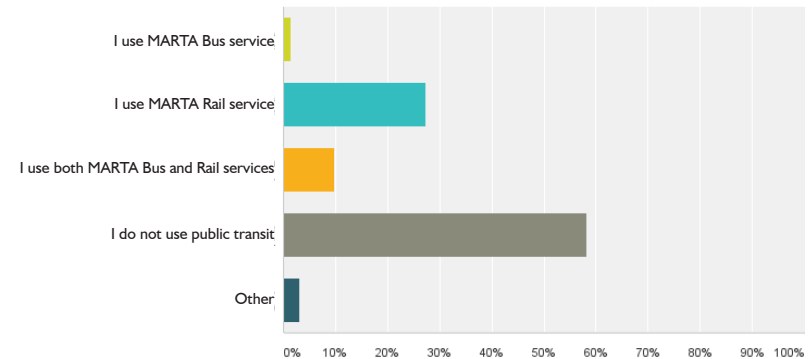
Answered: 133 Skipped: 11



**Survey Question 25**

**Do you use existing public transit options?**

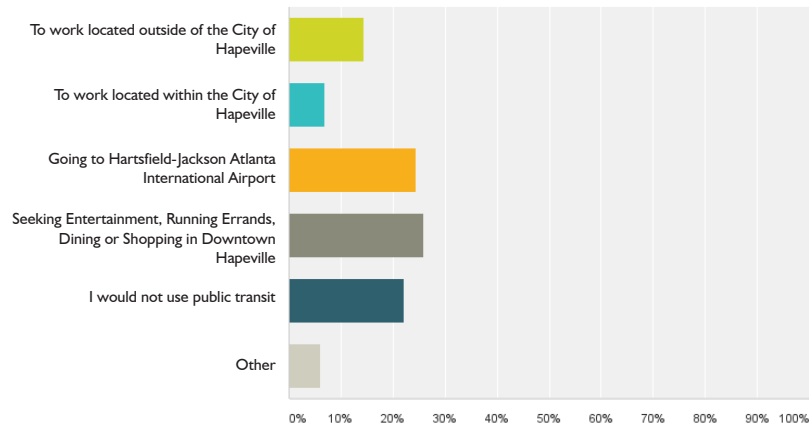
Answered: 132 Skipped: 12



### Survey Question 26

If Public Transit facilities (such as shuttles, street car, rail, etc.) were made more accessible, what would be your main purpose or destination?

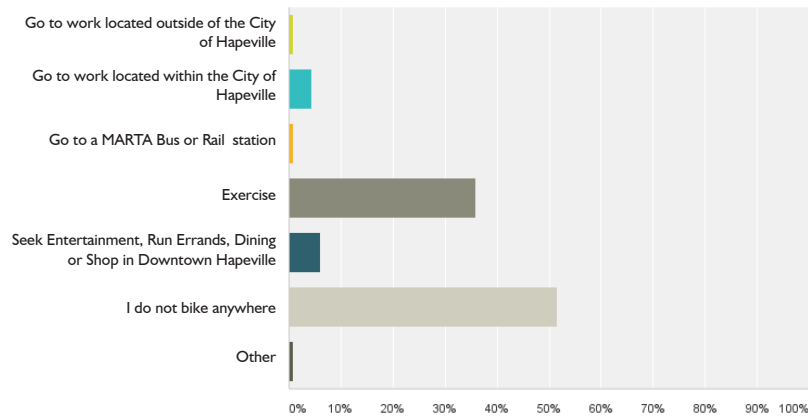
Answered: 131 Skipped: 13



### Survey Question 27

I bike most often to:

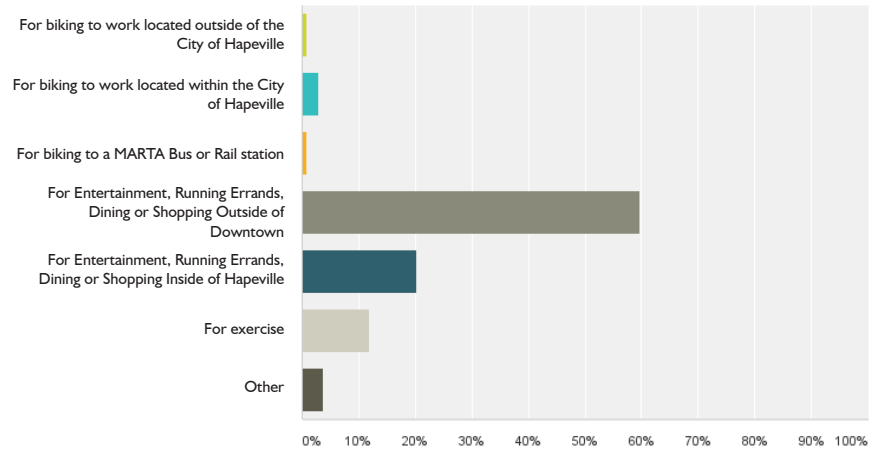
Answered: 134 Skipped: 10



### Survey Question 28

If bike facilities (such as bike lanes, trails, etc.) were made more accessible, what would be your main purpose or destination?

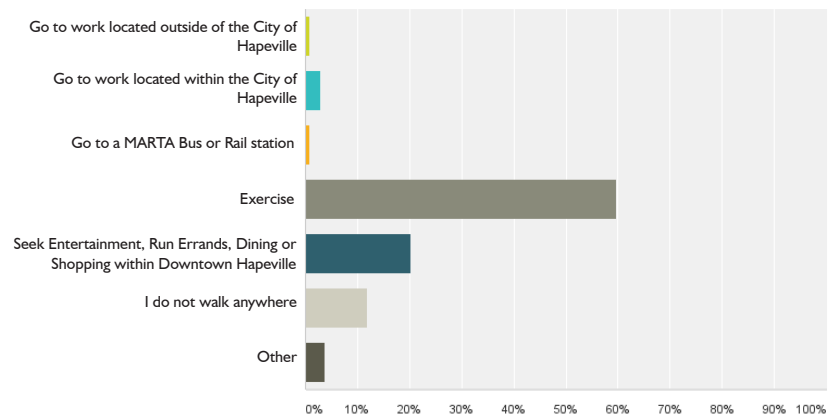
Answered: 134 Skipped: 10



### Survey Question 29

I walk most often to:

Answered: 132 Skipped: 12

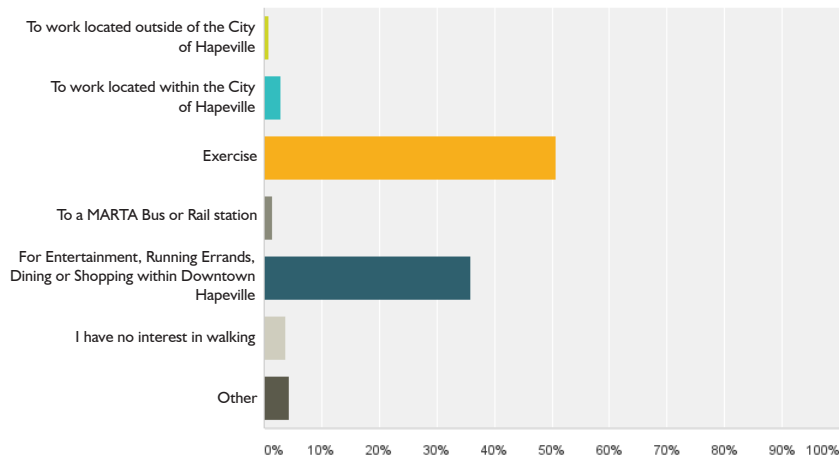




**Survey Question 30**

**If walking facilities (such as sidewalks, pedestrian bridges, trails, etc.) were made more accessible, what would be your main purpose or destination?**

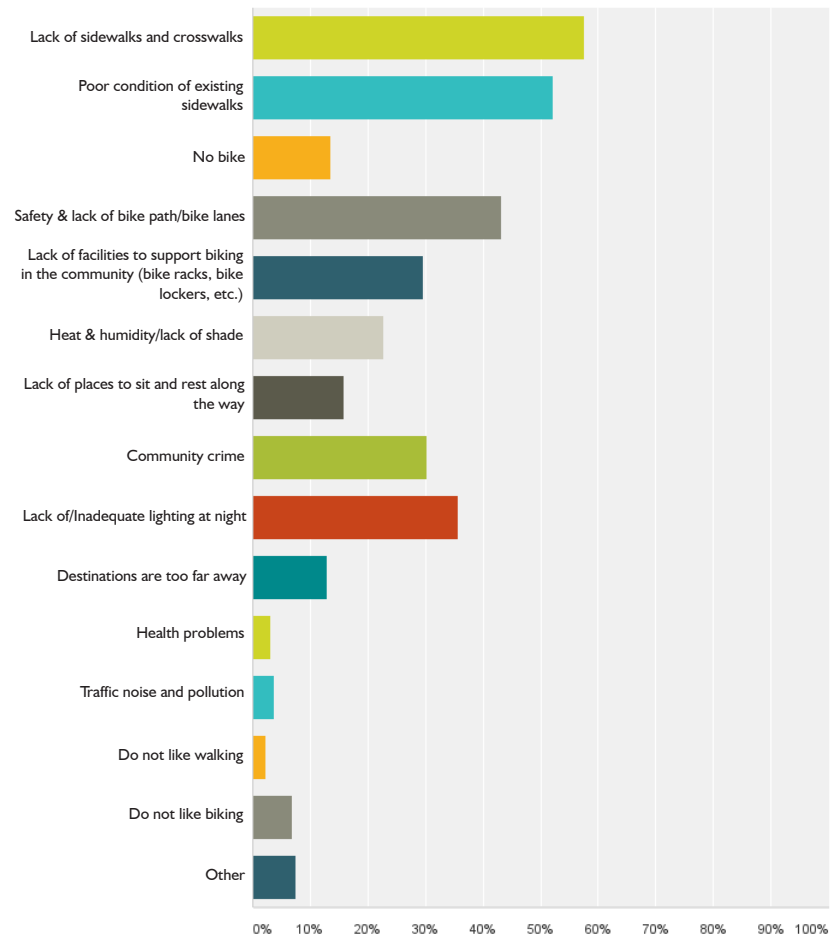
Answered: 134 Skipped: 10



**Survey Question 31**

**What most often stops you and your family from walking or biking? Select all that apply.**

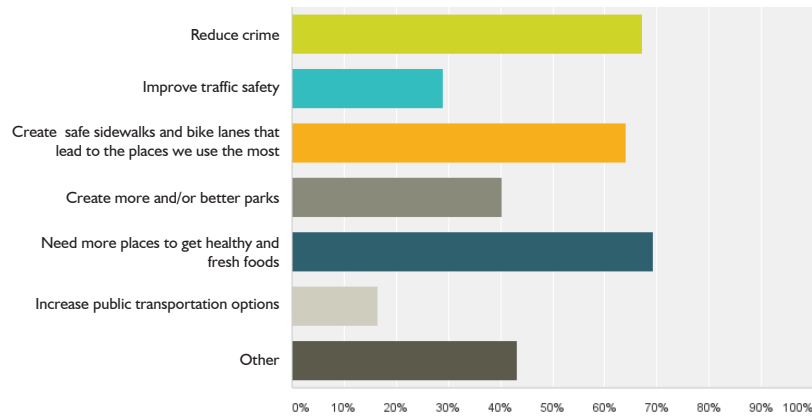
Answered: 132 Skipped: 12



### Survey Question 32

I would like to see the following Community Improvements happen in Downtown Hapeville. (Please select all that apply)

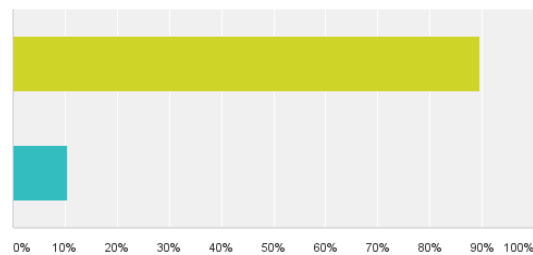
Answered: 134 Skipped: 10



### Survey Question 33

Overall, are you satisfied with City of Hapeville services (Fire, Police, Water/Sewer, Streets, Planning, Parks)?

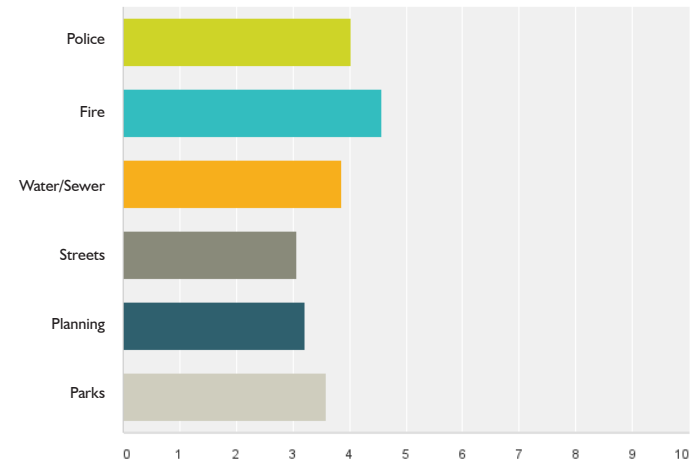
Answered: 134 Skipped: 10



### Survey Question 34

Please rank the following City of Hapeville services for satisfaction.

Answered: 130 Skipped: 14



### Survey Question 35

Please share any other comments/sides below:

Answered: 54 Skipped: 90

Railroad Crossings Space Trails strong Atlanta  
 Roads Public Appears Community Dogwood  
 Park North Central City Needs  
 Stop Signs Love Virginia Ave Think Ultimate  
 Side Walks Destination Improvements  
 Service Grocery Attention Options Street Water

### 6.1 Community Survey Results

Following pages are the full results of the community survey.

156 Total Responses  
 144 English  
 12 Spanish

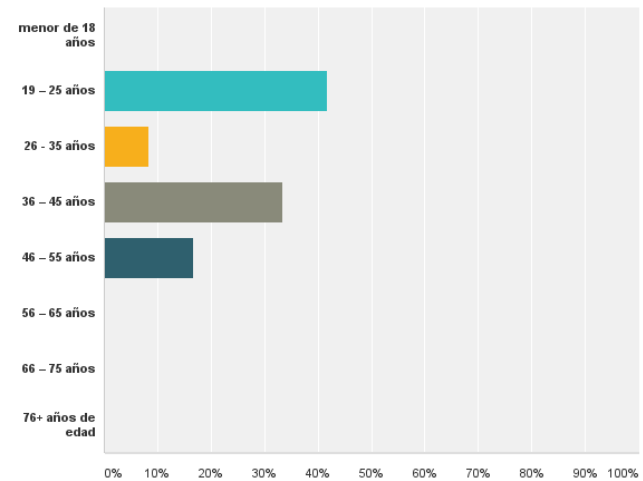
Who Responded:

- 77% Residents
- 5% Business Owners
- 5% Work in the Study Area
- 3% Shop/Dine/Run Errands in the Study Area
- 10% Other

#### Survey Question 1

Mi edad es entre las siguientes:

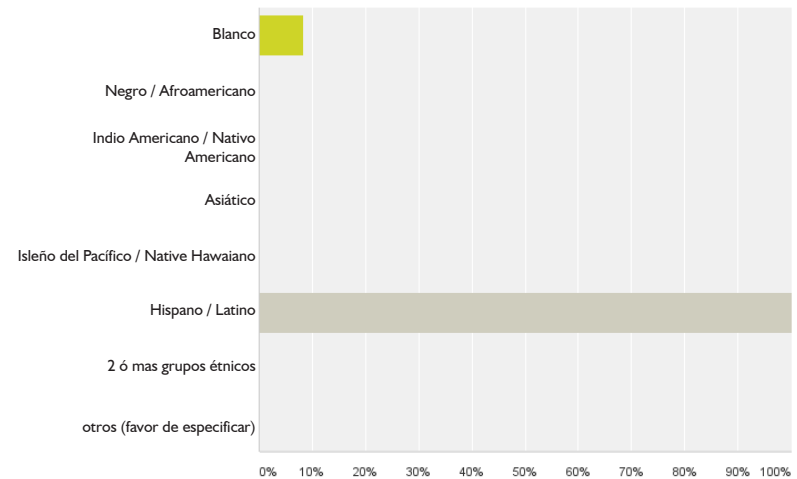
Answered: 12 Skipped: 0



#### Survey Question 2

¿Con cual grupo étnico usted se identifica más?

Answered: 12 Skipped: 0

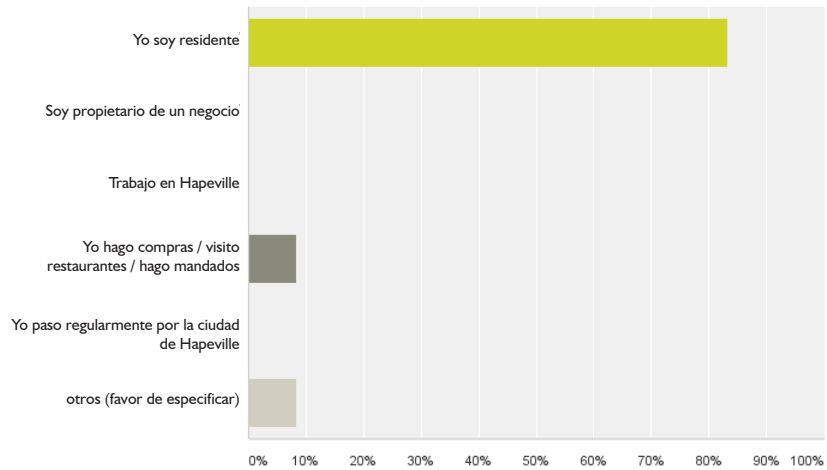




### Survey Question 3

¿Cuál de las siguientes describe mejor su conexión con la Ciudad de Hapeville? (Favor de escoger todas las que aplican)

Answered: 142 Skipped: 2



### Survey Question 4

¿Con cuales 3 palabras usted describiría la Ciudad de Hapeville?

Answered: 12 Skipped: 0

Limpia  
Segura Limpio  
Tranquilo Segura

**Survey Question 5**

¿Qué usted considera es estupendo en la Ciudad de Hapeville? ¿Qué usted le recomendaría a un visitante para ver?

Answered: 12 Skipped: 0



**Survey Question 6**

¿Qué única mejora usted haría en Hapeville para atraer gente a la Ciudad?

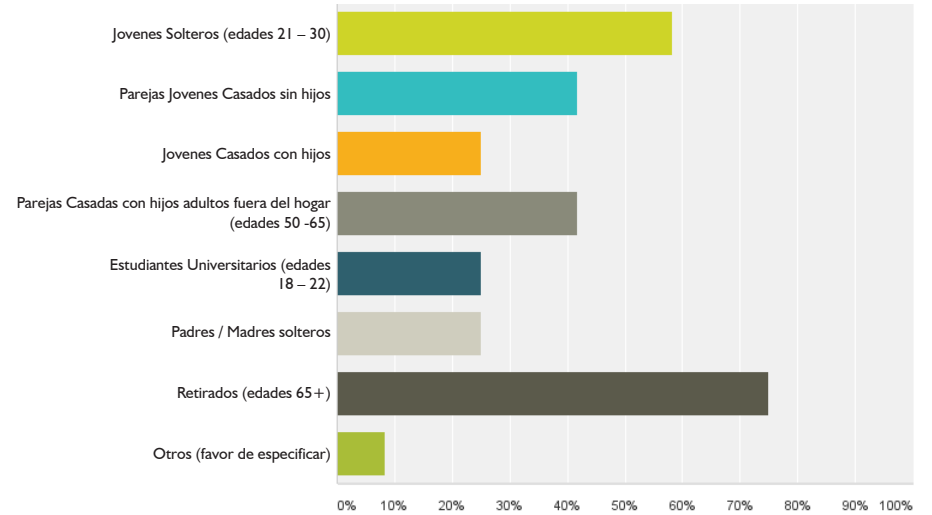
Answered: 12 Skipped: 0



**Survey Question 7**

Who is most commonly seen in Downtown Hapeville? Please check all that apply.

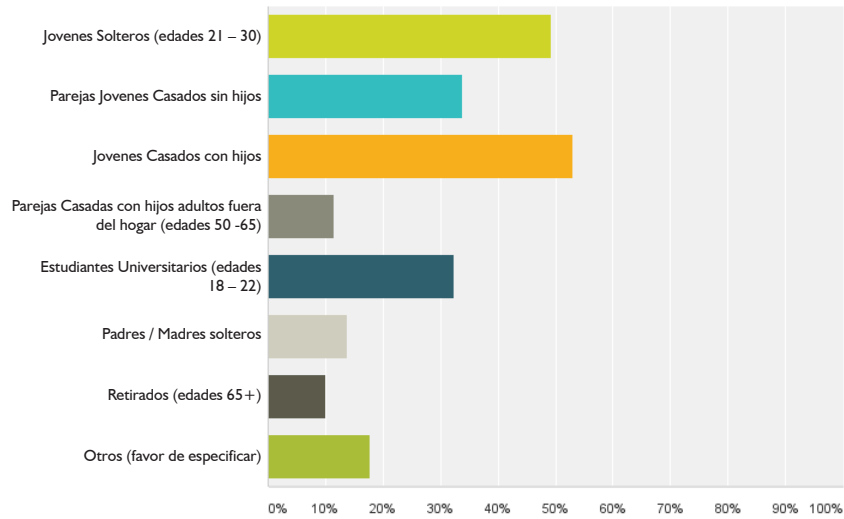
Answered: 137 Skipped: 7



### Survey Question 8

¿Quiénes usted considera hacen falta en el centro de la Ciudad de Hapeville los cuales usted desearía ver? (Favor de escoger todas las que aplican)

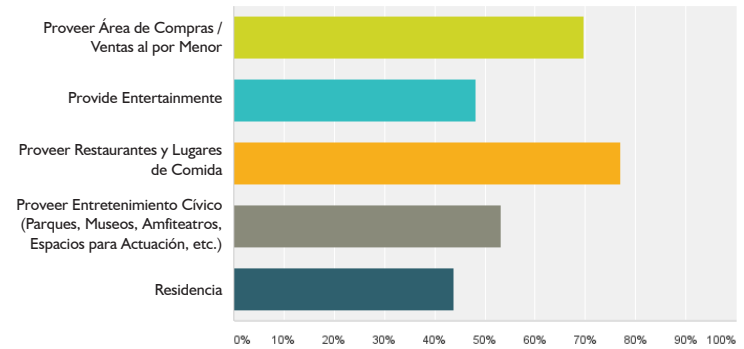
Answered: 12 Skipped: 0



### Survey Question 9

¿Qué usted siente debe ser el propósito principal del centro del la Ciudad de Hapeville? (Por favor seleccione todas las que aplican)

Answered: 12 Skipped: 0

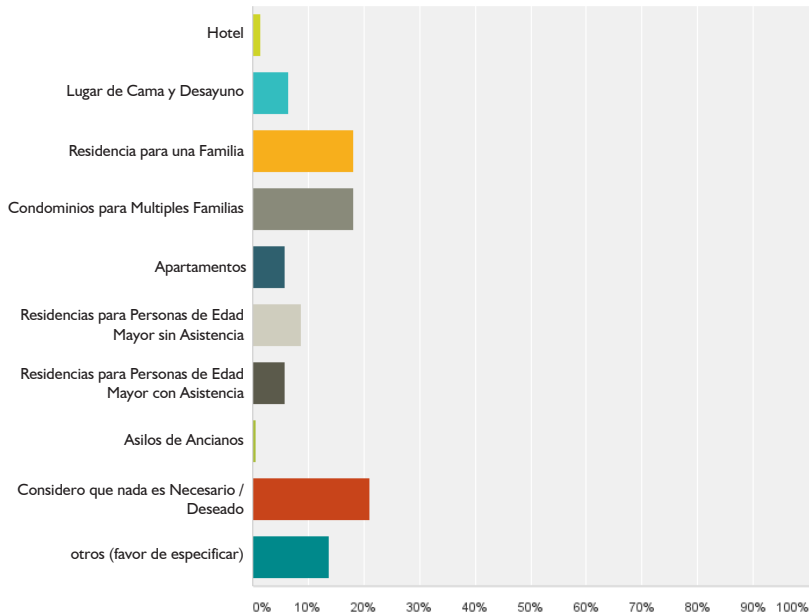




**Survey Question 10**

**Pensando en los recursos de vivienda que hay disponible en la Ciudad de Hapeville, ¿que usted considera hace falta y le gustaria que fuera establecido?**

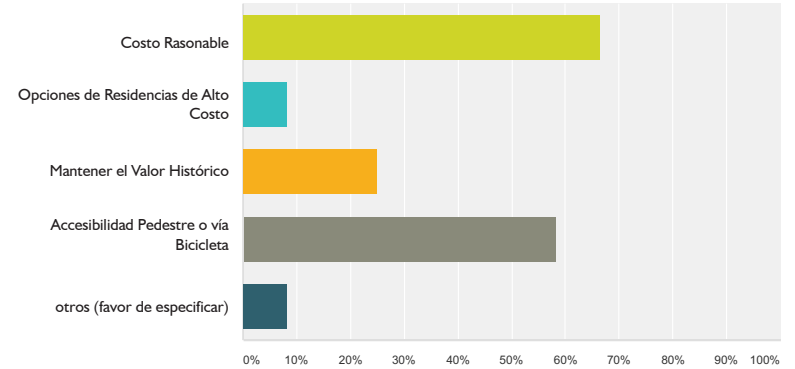
Answered: 11 Skipped: 1



**Survey Question 11**

**In terms of Housing, what matters most (Please select all that apply)?**

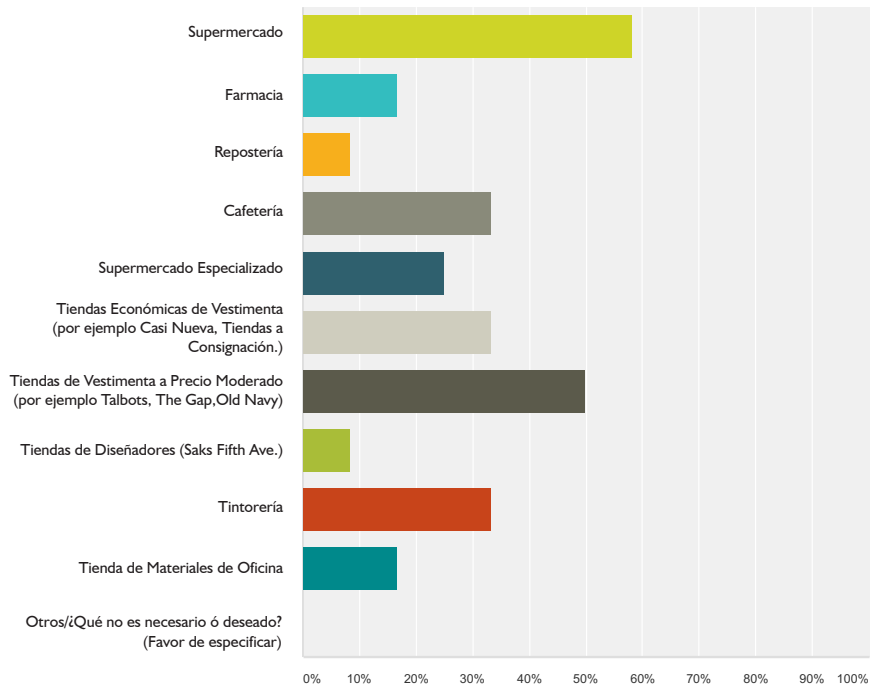
Answered: 12 Skipped: 0



### Survey Question 12

Pensando en los recursos disponibles de ventas al por menor en la ciudad de Hapeville, ¿que usted considera hace falta y le gustaría ver sea incorporado? (Favor de seleccionar todas las que aplican)

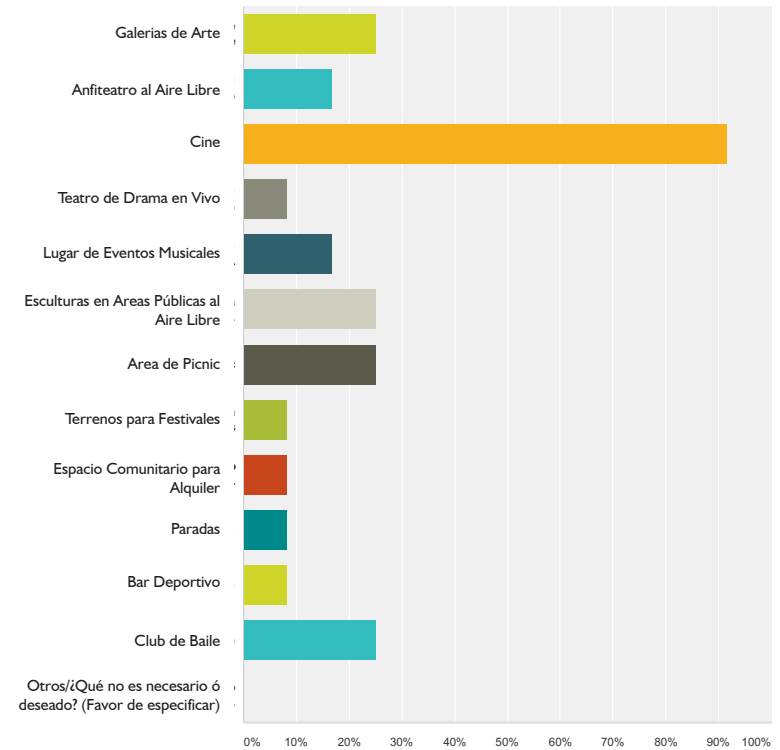
Answered: 12 Skipped: 0



### Survey Question 13

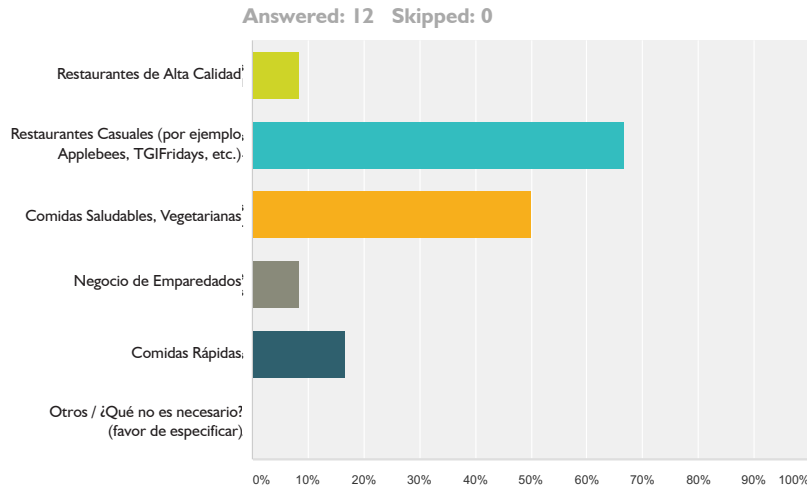
Pensando en los recursos disponibles de entretenimiento en la ciudad de Hapeville, ¿que usted piensa hace falta y le gustaría ver que sea incorporado? (Favor de seleccionar todas las que aplican)

Answered: 12 Skipped: 0



**Survey Question 14**

**Pensando en todos los lugares de comida en la ciudad, ¿que usted piensa hace falta y le gustaria fuese establecido? (Favor de seleccionar todas las que aplican)**



**Survey Question 15**

**¿A donde usted va a cenar? (por ejemplo: en Hapeville, area de Camp Creek, area de Midtown, Lenox Square, Centro comercial de Southlake en Morrow, Atlanta Station o Fayette Pavillion.)**

Answered: 12 Skipped: 0



**Survey Question 16**

**¿Donde usted va ha hacer sus compras? (por ejemplo: Hapeville, area de Camp Creek, Midtown Atlanta, Lenox Square, centro comercial de Southlake en Morrow, Atlanta Station, area de compras en Fayette Pavillion.)**

Answered: 12 Skipped: 0



**Survey Question 17**

**¿A donde usted va para entretenimiento? (Hapeville, area de compras de Camp Creek, Midtown Atlanta, Lenox Square, centro comercial Southlake en Morrow, Atlanta Station, area de compras en Fayette Pavillion.)**

Answered: 12 Skipped: 0

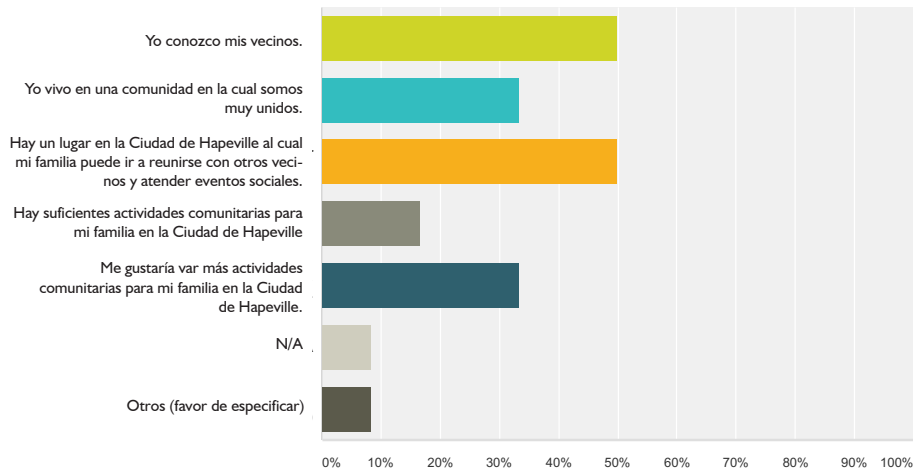




### Survey Question 18

¿Cual de los siguientes mejor describe su relación con la comunidad de Hapeville como residente?

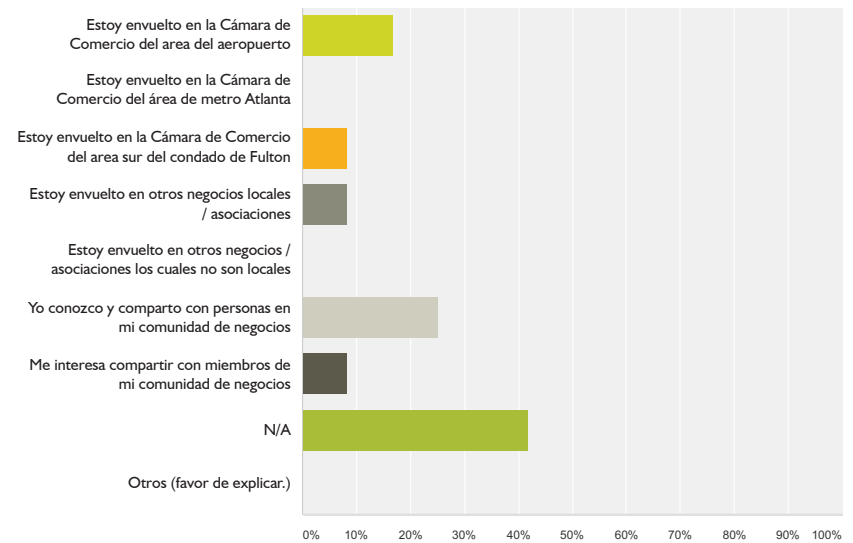
Answered: 140 Skipped: 4



### Survey Question 19

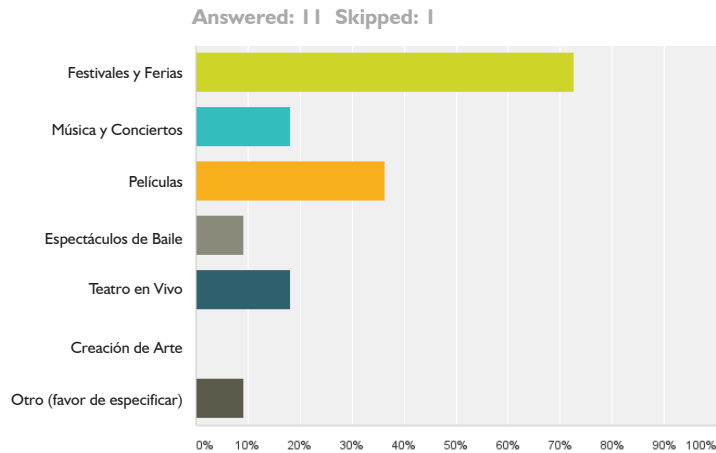
Cual de las siguientes mejor describe su relación con la Ciudad de Hapeville como dueño de negocio /empleado (favor de seleccionar todas las que aplican)

Answered: 12 Skipped: 0



**Survey Question 20**

¿En qué artes, cultura y programas de entretenimiento usted y su familia participan? (Favor de seleccionar todas las que aplican)



**Survey Question 21**

¿Cuales artes, cultura y programas de entretenimiento se necesitan en la Ciudad de Hapeville?

Answered: 11 Skipped: 11

Parques Cine

**Survey Question 22**

¿Donde usted visita para ver arte, cultura y entretenimiento? (por ejemplo: el centro de la Ciudad de Hapeville, el Teatro Academy Theater, Atlantic Station, los cines Midtown Art Cinemas, el centro Cívico de Atlanta, el Mercado de Ponce City)

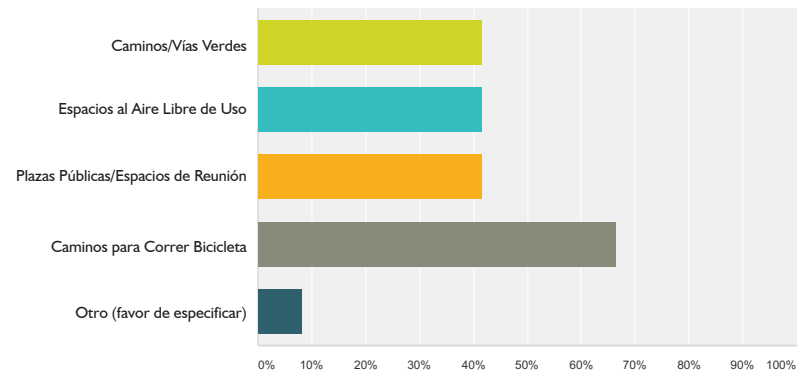
Answered: 12 Skipped: 0

Hapeville  
parque Atlanta  
Virginia Highland Morrow

**Survey Question 23**

¿Qué tipo de parques, áreas verdes, y/o facilidades recreativas usted considera son mas necesarias en el centro de la Ciudad de Hapeville? (Favor de seleccionar todas las que aplican)

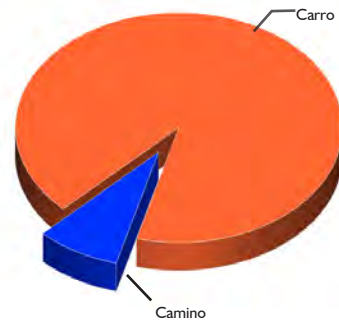
Answered: 12 Skipped: 0



### Survey Question 24

¿Cual es su medio primario de transportación?

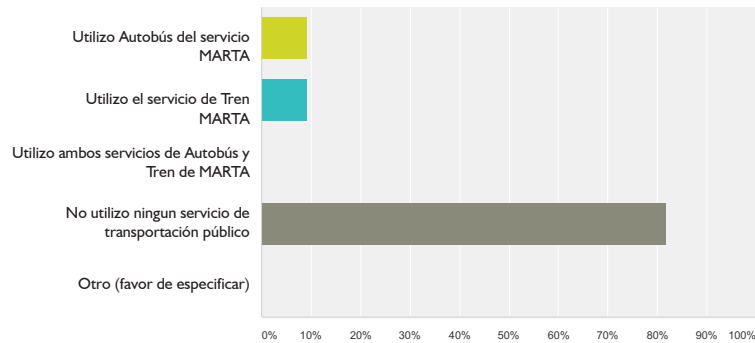
Answered: 12 Skipped: 0



### Survey Question 25

¿Cual opción de transportación pública usted utiliza?

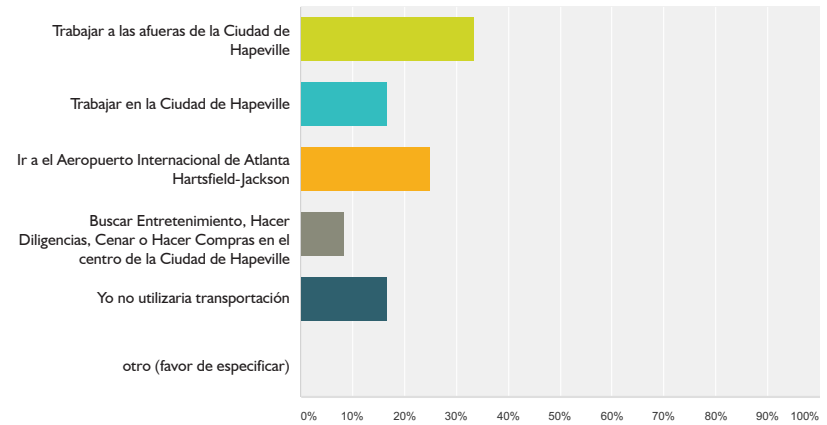
Answered: 11 Skipped: 1



### Survey Question 26

¿Si hubiesen facilidades de transportación pública más accesibles, cual sería su propósito primario para utilizarlos y a qué destino?

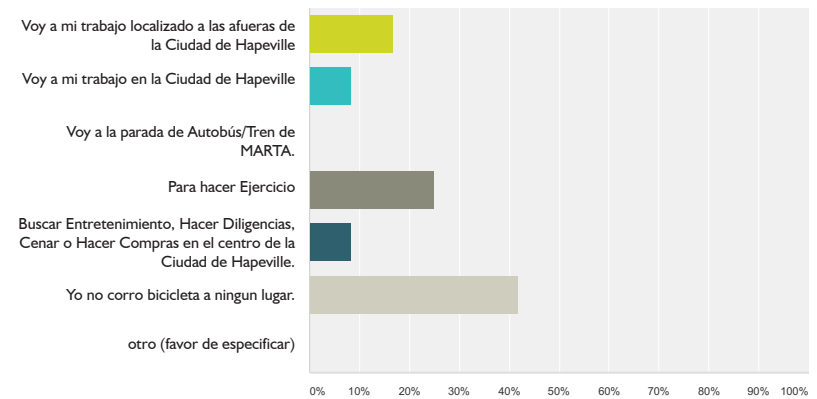
Answered: 12 Skipped: 0



### Survey Question 27

Yo corro my bicicleta mayormente hacia:

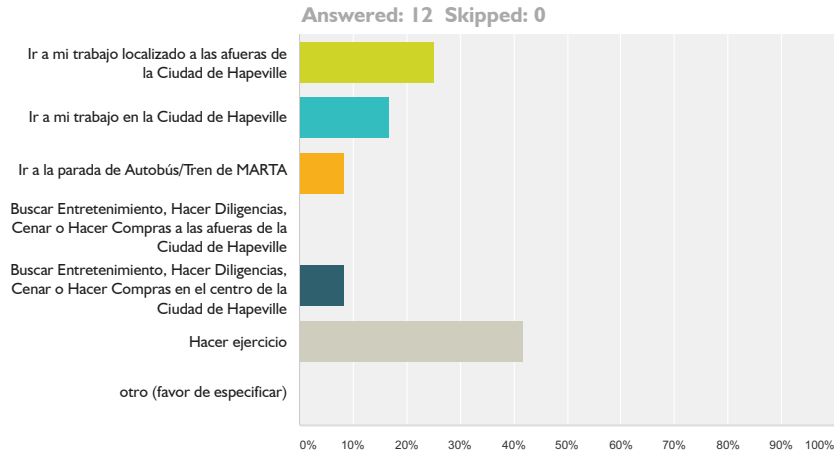
Answered: 12 Skipped: 0





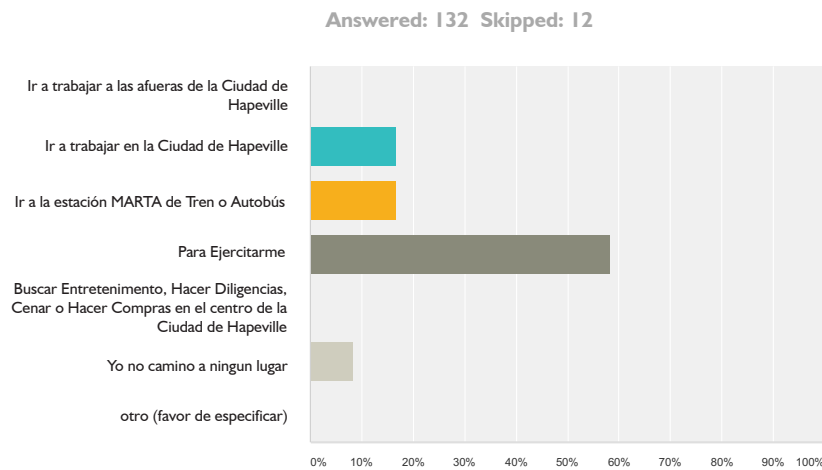
**Survey Question 28**

**Si facilidades de ciclismo fueran accesibles (carriles de ciclismo, caminos, etc.) cual seria su propósito primario o destino?**



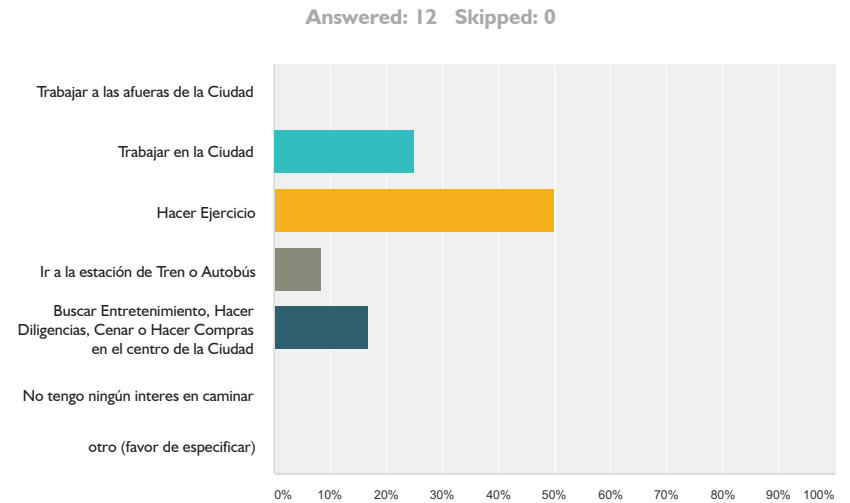
**Survey Question 29**

**Yo camino mas a menudo para:**



**Survey Question 30**

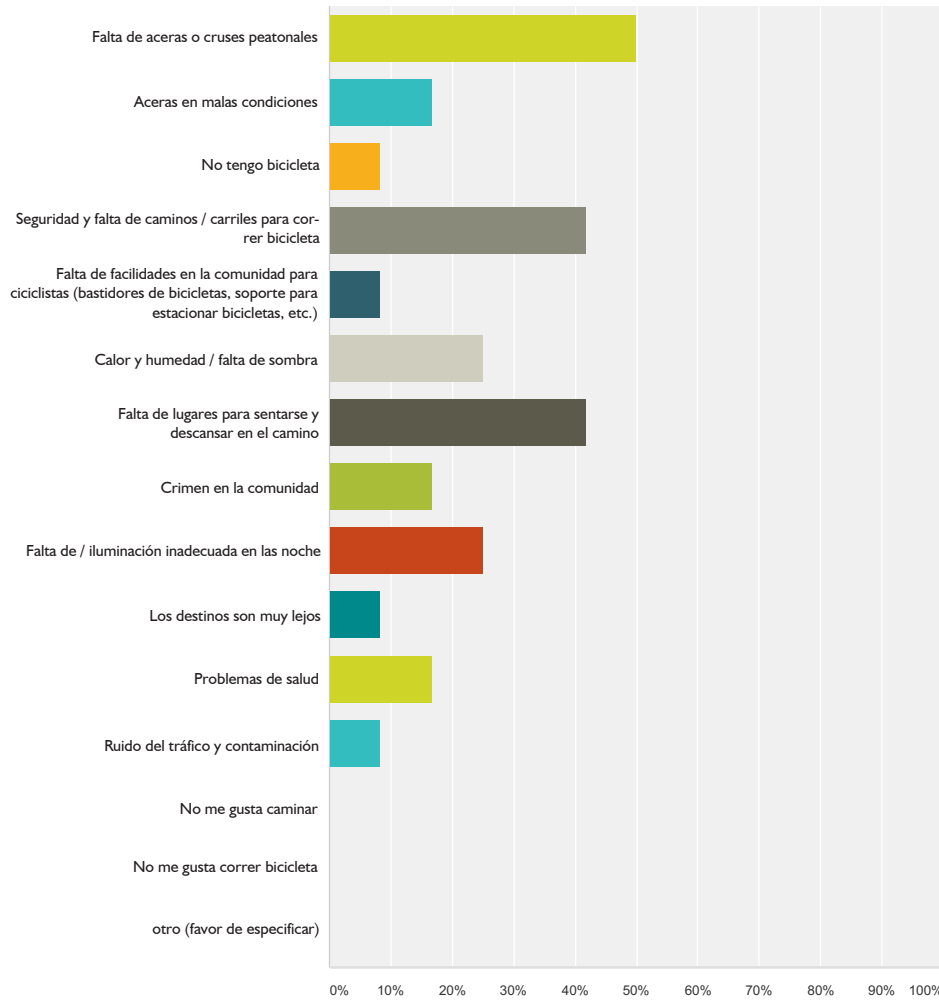
**Si hubieran facilidades de caminar disponibles (aceras, puentes peatonales, caminos, etc.) ¿cual seria su propósito primario para utilizarlos o su destino?**



### Survey Question 31

¿Cual es la razón primaria que previene a usted y su familia de caminar or correr bicicleta? (favor de seleccionar todas las que aplican)

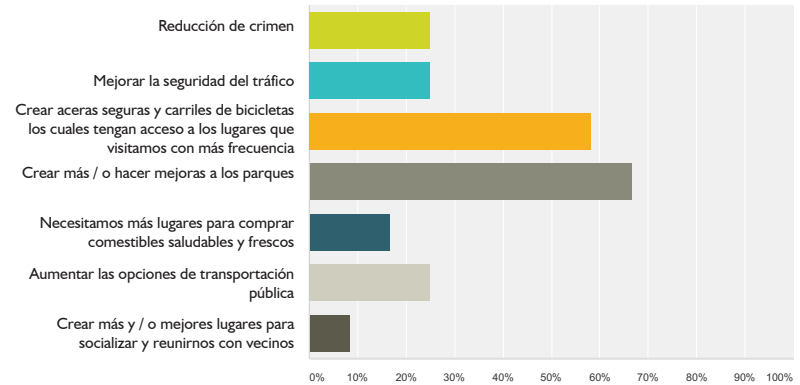
Answered: 12 Skipped: 0



### Survey Question 32

Me gustaría ver las siguientes mejoras en el centro de la ciudad de Hapeville. (favor de seleccionar todas las que aplican)

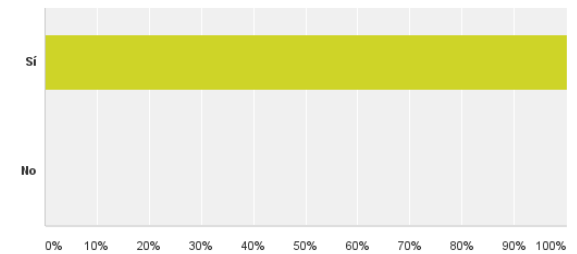
Answered: 12 Skipped: 0



### Survey Question 33

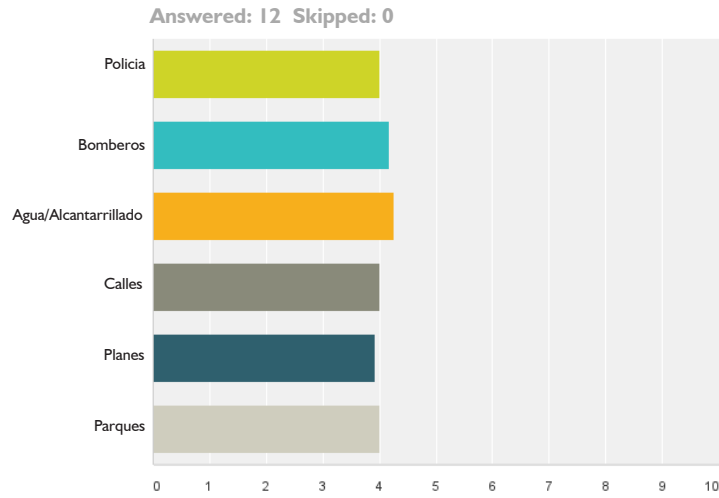
En general, está usted satisfecho/a con los servicios de la Ciudad de Hapeville (departamentos de bomberos, policía, agua/alcantarrillados, calles, planes y parques)?

Answered: 12 Skipped: 0



Survey Question 34

Favor de calificar los siguientes servicios de la Ciudad de Hapeville.



Survey Question 35

Please share any other comments/sides below:

Answered: 0 Skipped: 12







# HAPEVILLE, GEORGIA RESIDENTIAL AND COMMERCIAL MIXED USE MARKET ANALYSIS

CITY OF HAPEVILLE  
NOVEMBER 2016

# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

## Exhibit A Executive Summary

### SUMMARY

#### Commercial Office

Airport office market is still weak, with high vacancy rates and low lease rates, although relocation of Porsche to the area and increasing amenities, including higher-end hotel product, along with some newer office space could create momentum to further absorption paces. Likely to see a mix of airport-related office users, sales-related users and some professional services firms fueling demand.

#### Retail

Hapeville is a challenging location for retail given its trade area is quite chopped up by freeways, rail lines, the airport and industrial uses. Flight contours also limit residential in significant portions of the trade area. Still retail demand does exist in Hapeville among key store and dining categories. Identifying key locations is somewhat of a challenge.

#### For-Sale Residential

Hapeville and College Park are seeing small infill single-family detached development, including homes in the \$200s and \$300s, and will continue to do so as the area increasingly feels more like an intown location. Townhouse development has been lacking since the Great Recession, but will likely pick up in the coming years, with Hapeville representing a potentially attractive location.

#### Rental Residential

Rental apartment development is gaining momentum around the airport, as airport employees, those working in the area and split commuters between Downtown/Midtown and the airport area opt to live closer to their work. Rents are still moderate and don't support structured parking, but the improving lifestyle of the area should encourage further rental development.

#### Lodging

The Airport Area lodging market is doing very well currently, with occupancies and Average Daily Rates (ADRs) surging to levels that support new hotel construction. Indeed, more than 1,000 rooms are under construction or planned in the area, although additional demand will exist for more than 2,000 additional rooms in the coming decade and beyond.

### DEMAND POTENTIAL

Demand for around 140,000 SF in the next 5 years or so, with potential increasing to support upwards of 157,000 additional square feet in the following five years. Local-serving demand for 18,000 add'l SF.

Potential to support up to 47,000 SF in the Hapeville study area, with one-fourth of that being for dining and specialty food options. Fueled by a mix of local residents, employees and area visitors.

Ongoing demand for 5 - 10 single-family homes annually in the study area and increasing demand for around 10 townhouses annually.

Demand in the greater area for around 250 units annually in the coming decade, of which the study area could capture around 33%, or 80 units annually, supporting one new deal every three years.

Demand should allow for an additional 1,500 or so lodging rooms in the decade to come, of which the study area could capture one-fourth or more (400 - 500 rooms +/-)

### KEY ISSUES/POTENTIAL LOCATIONS

Creating more of a lifestyle environment and providing support services and dining opportunities needed to attract these office users. Local users could go more into a Main Street format while regional users are appropriate around Aerotropolis.

Creating vibrancy and development situations in which these uses can be developed in ground floor/street-oriented environments.

Creating lifestyle propositions to better support townhouse development--can't function alone as a price alternative in the area.

As with townhouses, creating a greater lifestyle play. Rents aren't at the levels to support structured parking, so street-oriented, surface parked deals will be the norm for the time being.

Furthering lifestyle options and support dining, etc. to attract hotel guests.

SOURCE: Noell Consulting Group



# LOCATION ASSESSMENT



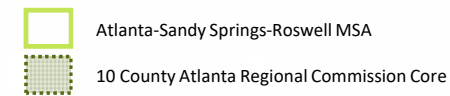
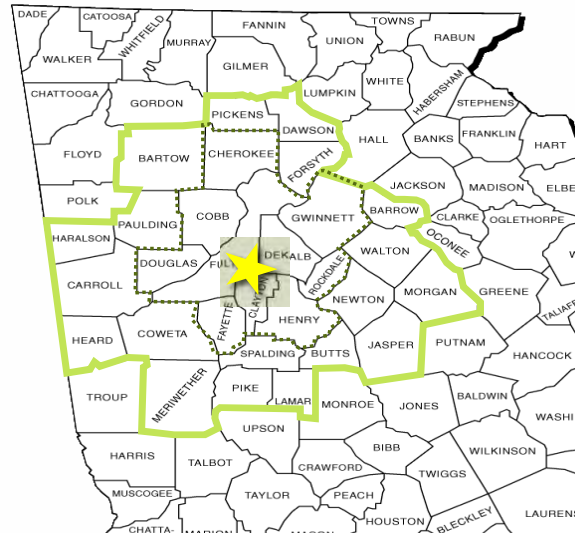
# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

## Exhibit 1 Overview of Atlanta Metro Area Population Trends

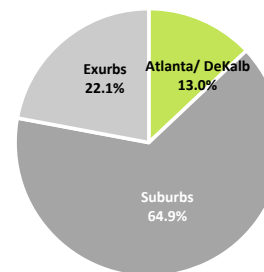
The Study Area is in Hapeville, GA, which is part of the Atlanta Metropolitan Statistical Area ("MSA"). The Atlanta MSA includes 29 counties, yet just 10 are considered core counties. These 10 core counties (Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry, and Rockdale Counties) are home to almost 80% of the population in the Atlanta MSA. They are also the core county-members of the Atlanta Regional Commission ("ARC").

Atlanta's core counties have seen stronger growth in the last five years than they did in the decade prior, capturing 81% of all MSA population growth since 2010 (compared to just 66% from 2000-2010).

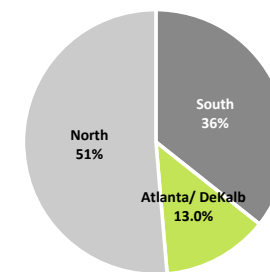
Hapeville, a small city just south of the City of Atlanta, is home to just .1% of the Atlanta MSA's population. This said, the city has added more than 500 new residents over that time, or a 1.2% annual growth rate, which is very much in line with other intown and south of I-20 counties.



Population by Type



Population by Region



COUNTY/PLACE	LAND AREA		POPULATION			ANNUAL GROWTH		ANNUAL % GROWTH		CAPTURE OF MSA GROWTH	
	SQ MILES	% MSA	2015	% MSA	Pop./Sq Mi	2000-10	2010-15	2000-10	2010-15	2000-10	2010-15
Cherokee County	422	4.8%	235,900	4.1%	559	7,244	4,311	4.2%	1.9%	7.1%	5.2%
Clayton County	142	1.6%	273,955	4.8%	1,935	2,291	2,906	0.9%	1.1%	2.2%	3.5%
Cobb County	339	3.9%	741,334	13.0%	2,185	8,033	10,651	1.2%	1.5%	7.8%	12.7%
DeKalb County	268	3.1%	734,871	12.9%	2,746	2,603	8,596	0.4%	1.2%	2.5%	10.3%
Douglas County	200	2.3%	140,733	2.5%	703	4,023	1,666	3.7%	1.2%	3.9%	2.0%
Fayette County	194	2.2%	110,714	1.9%	570	1,530	829	1.6%	0.8%	1.5%	1.0%
Fulton County (excl. Hapeville)	525	6.0%	1,003,951	17.6%	1,914	10,458	16,674	1.2%	1.7%	10.2%	20.0%
<b>City of Hapeville</b>	<b>2</b>	<b>0.03%</b>	<b>6,611</b>	<b>0.1%</b>	<b>2,743</b>	<b>6</b>	<b>74</b>	<b>0.1%</b>	<b>1.2%</b>	<b>0.006%</b>	<b>0.09%</b>
Gwinnett County	430	4.9%	895,823	15.7%	2,081	21,687	18,100	3.2%	2.2%	21.2%	21.7%
Henry County	322	3.7%	217,739	3.8%	676	8,458	2,763	5.5%	1.3%	8.3%	3.3%
Rockdale County	130	1.5%	88,856	1.6%	685	1,510	728	2.0%	0.8%	1.5%	0.9%
<b>10-COUNTY ARC CORE</b>	<b>2,974</b>	<b>34%</b>	<b>4,450,487</b>	<b>78%</b>	<b>1,497</b>	<b>67,843</b>	<b>67,299</b>	<b>1.8%</b>	<b>1.6%</b>	<b>66%</b>	<b>81%</b>
EXURBAN COUNTIES	5,740	66%	1,260,308	22.1%	220	34,492	16,266	3.5%	1.3%	34%	19%
<b>MSA TOTAL</b>	<b>8,714</b>	<b>100%</b>	<b>5,710,795</b>	<b>100%</b>	<b>655</b>	<b>102,335</b>	<b>83,565</b>	<b>2.2%</b>	<b>1.5%</b>	<b>100%</b>	<b>100%</b>

SOURCE: Noell Consulting Group, U.S. Census Bureau



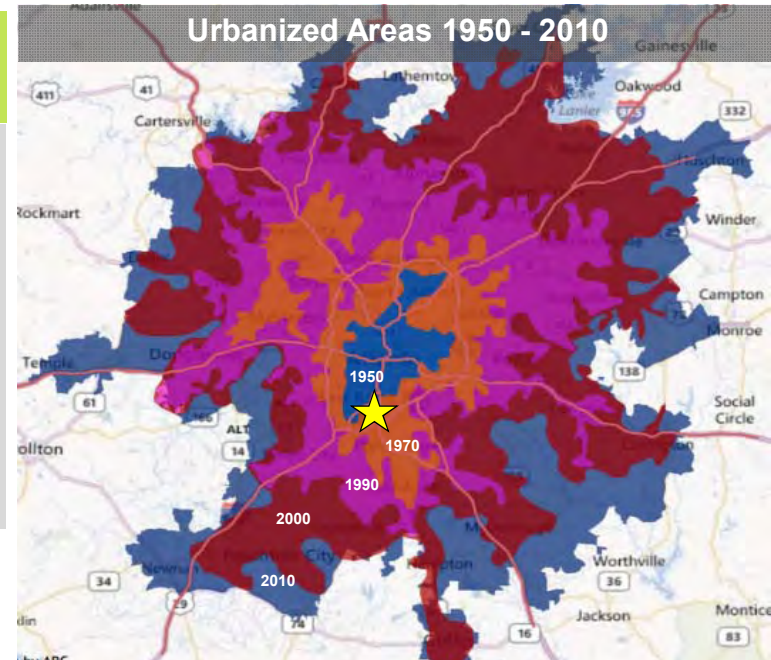


Exhibit 2  
Metro Atlanta Development Timeline

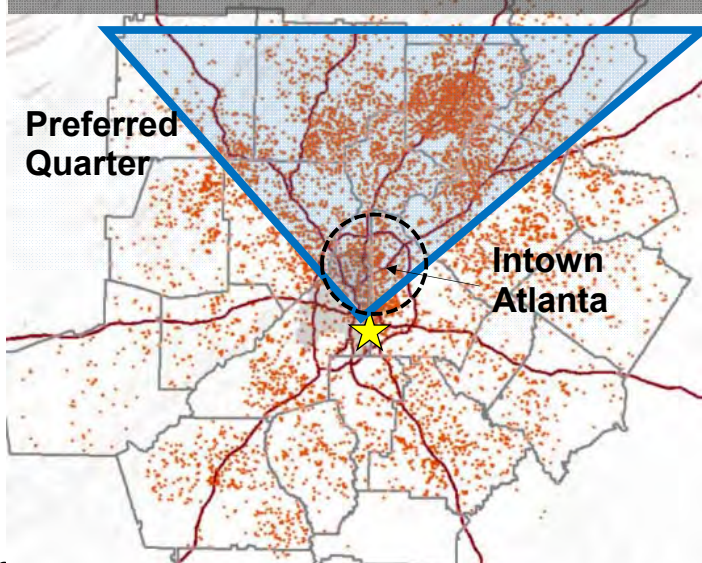
**Urban Development Cycles**

The map to the right shows the urbanized areas of the Atlanta metropolitan area since 1950, based on housing density. As can be seen, areas south and east of Downtown performed quite well in the 2000s, fueled in part by accessibility to intown cores, housing affordability and some exuberance related to the housing bubble in the mid 2000s. More challenging to see is the renaissance of more urban areas, which have captured a greater share of growth than has been seen in four decades.

The map also shows a clear pattern of metro Atlanta development in two ways - the northern side of the metro typically develops sooner, and development follows the interstate system. Downtown Hapeville sits on the south side of the metro at the confluence of I-85 and I-75, and adjacent to Hartsfield-Jackson International Airport, the business airport in the world. The city first developed as a railroad town, prior to Hartsfield-Jackson's takeoff as a major transportation hub. As a result, Downtown Hapeville is oriented toward, and bi-sected by, the railroad it was intended to serve. However, Hapeville has seen a seismic shift toward airport-focused employment, with the world-renowned success expansion of Hartsfield-Jackson, mostly occurring since the 1980s.



**Single Family Building Permits (2015)**



**2015 Single-Family Building Permit Issuances**

The map to the left shows a dot-density representation of all the single family building permits that were issued in the Atlanta metro area in 2015. As the map shows, the bulk of new single-family building permits occurred in a triangle roughly bounded by I-75 and I-85 in north Atlanta accounting for the greatest share of new housing development. Encouraging is the strong permit growth seen in intown neighborhoods along and north of I-20, which reflects the strong return to center city seen in Metro Atlanta.

By contrast, South Atlanta has experienced slower growth in single family construction in 2015 relative to intown and Northside areas. This is significantly related to two factors: ongoing job growth to the north in areas from Midtown to Buckhead, Perimeter Center and Georgia 400 North, as well as to tighter lending standards and the impacts of the housing downturn on more moderately-priced areas.

Areas like Hapeville, College Park and East Point will increasingly relate to intown Atlanta and, as home prices continue to rise and quality jobs continue to move intown and to the airport area, opportunities for new single-family home development will continue to improve.

Source: Noell Consulting Group, Atlanta Regional Commission



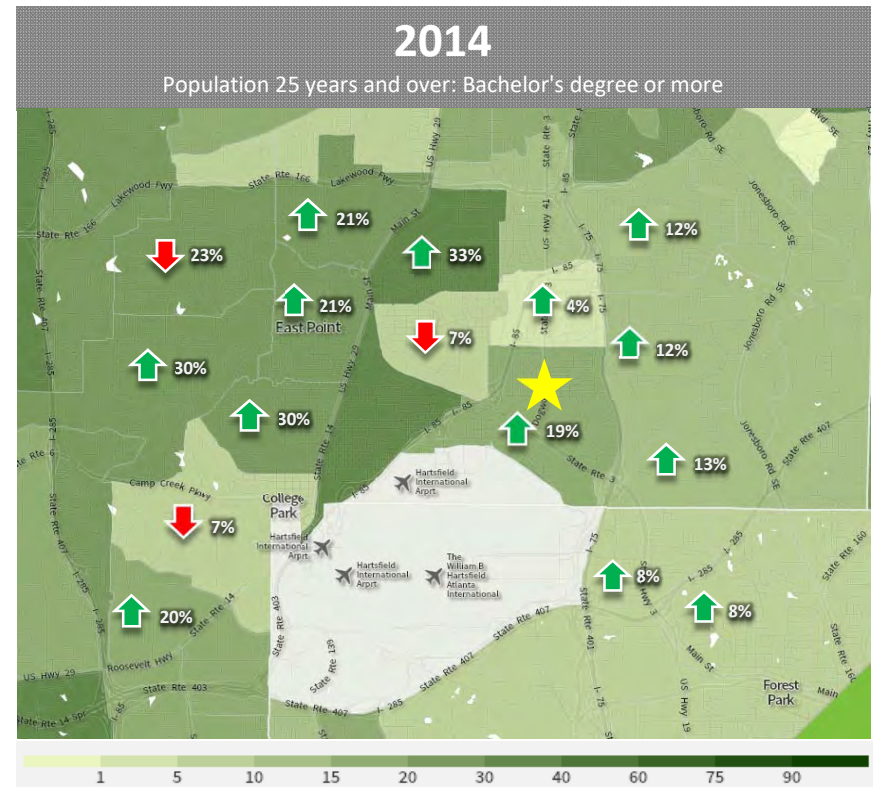
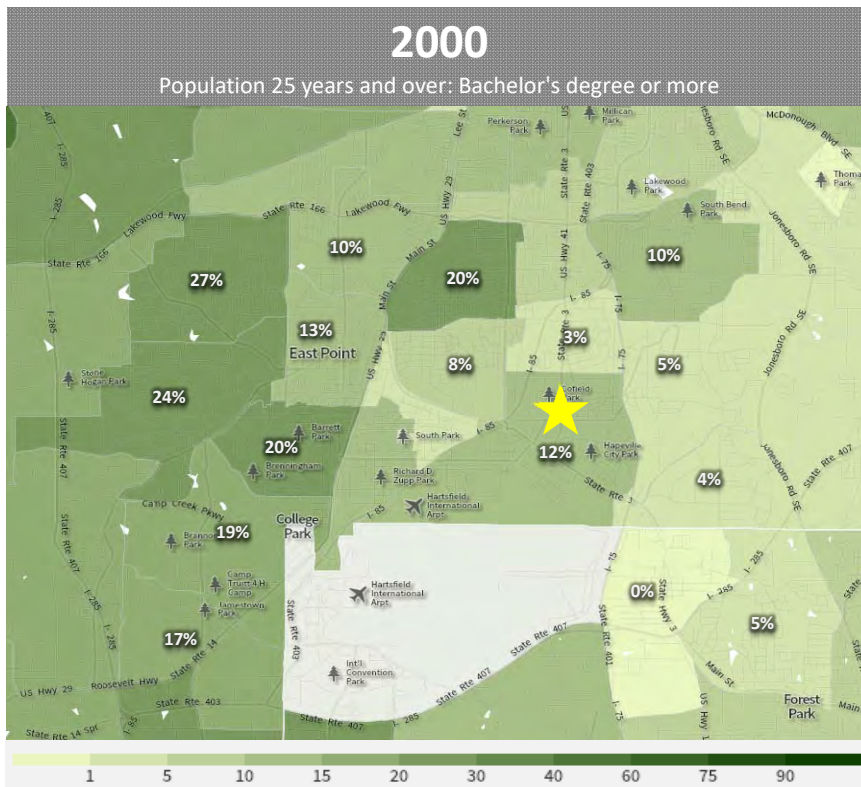




# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 4  
Percentage with Bachelor's Degree

The map below shows the percentage with Bachelor's degrees per census tract around the Study Area in 2000 and 2014. While some of these areas have seen slight declines in percentage of Bachelor's degrees, percentage of Bachelor's degrees increased considerably in most areas, especially near the subject site. Because moving closer to downtowns and work is more desirable, downtowns along the MARTA line and areas adjacent to several headquarters have seen larger increases in the higher educated. By comparison, around 35% of all adults over the age of 25 in Metro Atlanta have Bachelor's degrees, moderately higher than the study area overall.



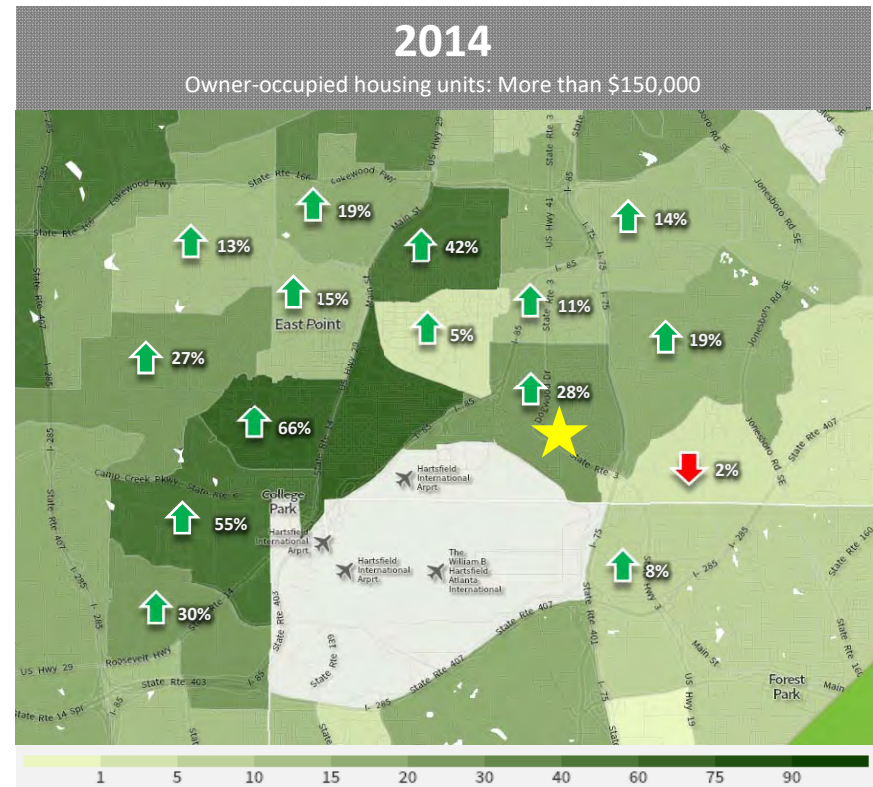
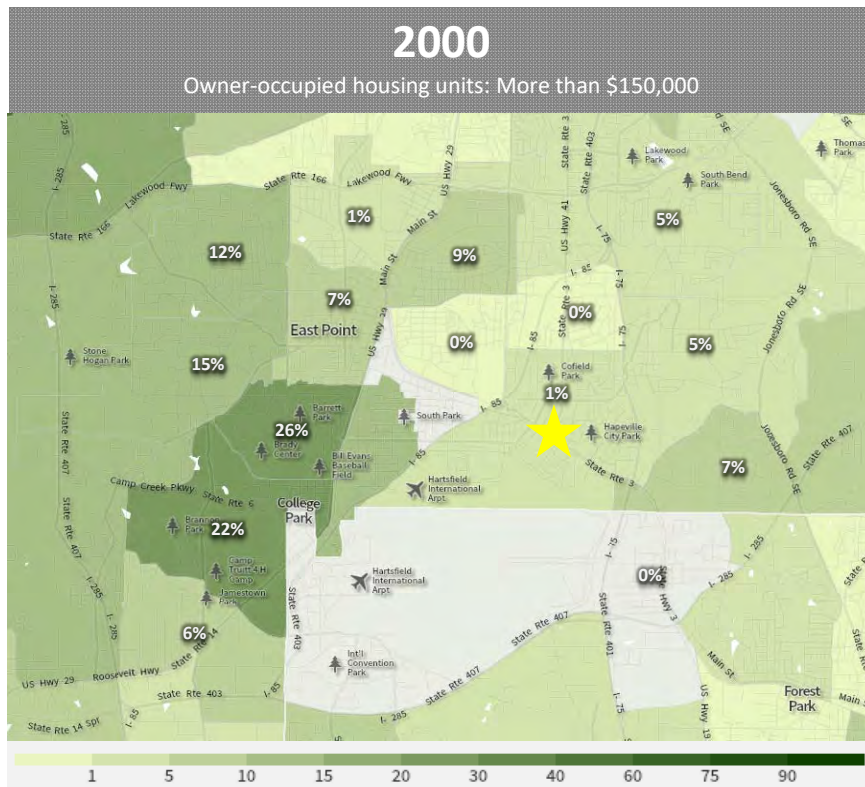
SOURCE: Noell Consulting Group, US Census Bureau, Social Explorer



# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

## Exhibit 5 Home Values \$150,000+

The map below shows the concentration of home values above \$150,000 per census tract around the Study Area in 2000 and 2014. Home values in the area have historically been very affordable, with greater upside being seen in the past few years. Indeed, consistent with income maps, the share of homes priced above \$150,000 has increased significantly along the MARTA line from Downtown southward to College Park. Encouraging is the increase in homes valued above \$150,000 in the Hapeville Census Tract, which now account for more than one-fourth of all for-sale homes. While still significantly below the Atlanta Metro overall (57.5% of homes valued above \$150,000), Hapeville's location is becoming increasingly considered an intown one and represents a value relative to other areas similarly positioned to Downtown/Midtown create further potential upside in the coming years. Also creating upside is the solid increase in jobs paying \$40,000 or more in the area.



SOURCE: Noell Consulting Group, US Census Bureau, Social Explorer

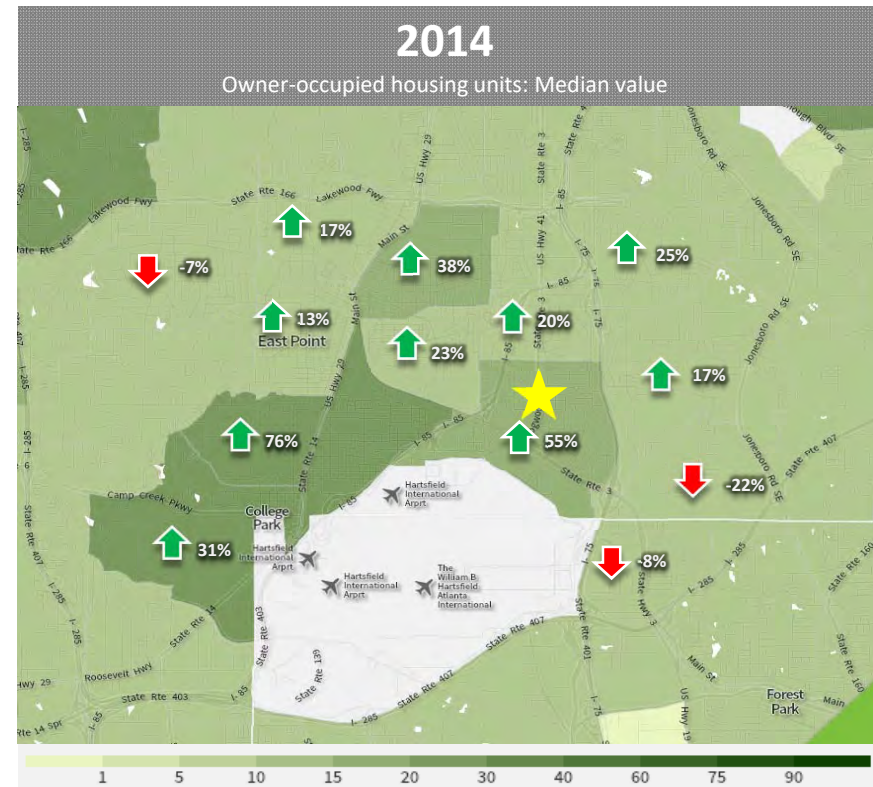
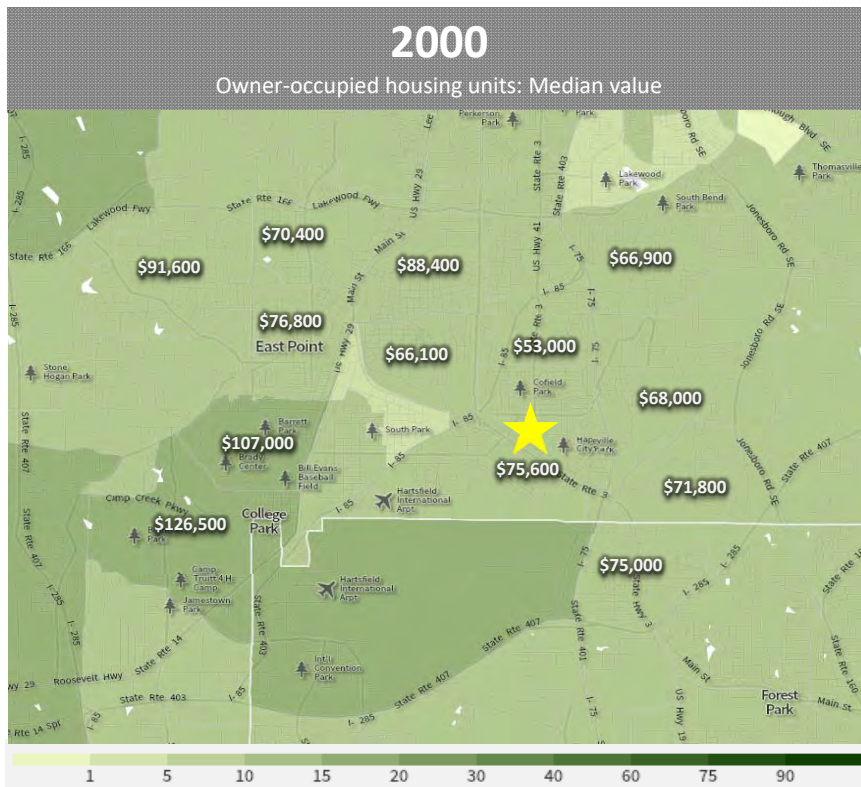




# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

## Exhibit 6 Median Home Values

The map below shows the concentration of median home values per census tract around the Study Area in 2000 and 2014. The two largest increases in median home values in this area can be found in Hapeville and near downtown College Park. Both areas offer strong proximity to major job cores (including the airport area) and freeway networks as well as more walkable downtowns and senses of community.



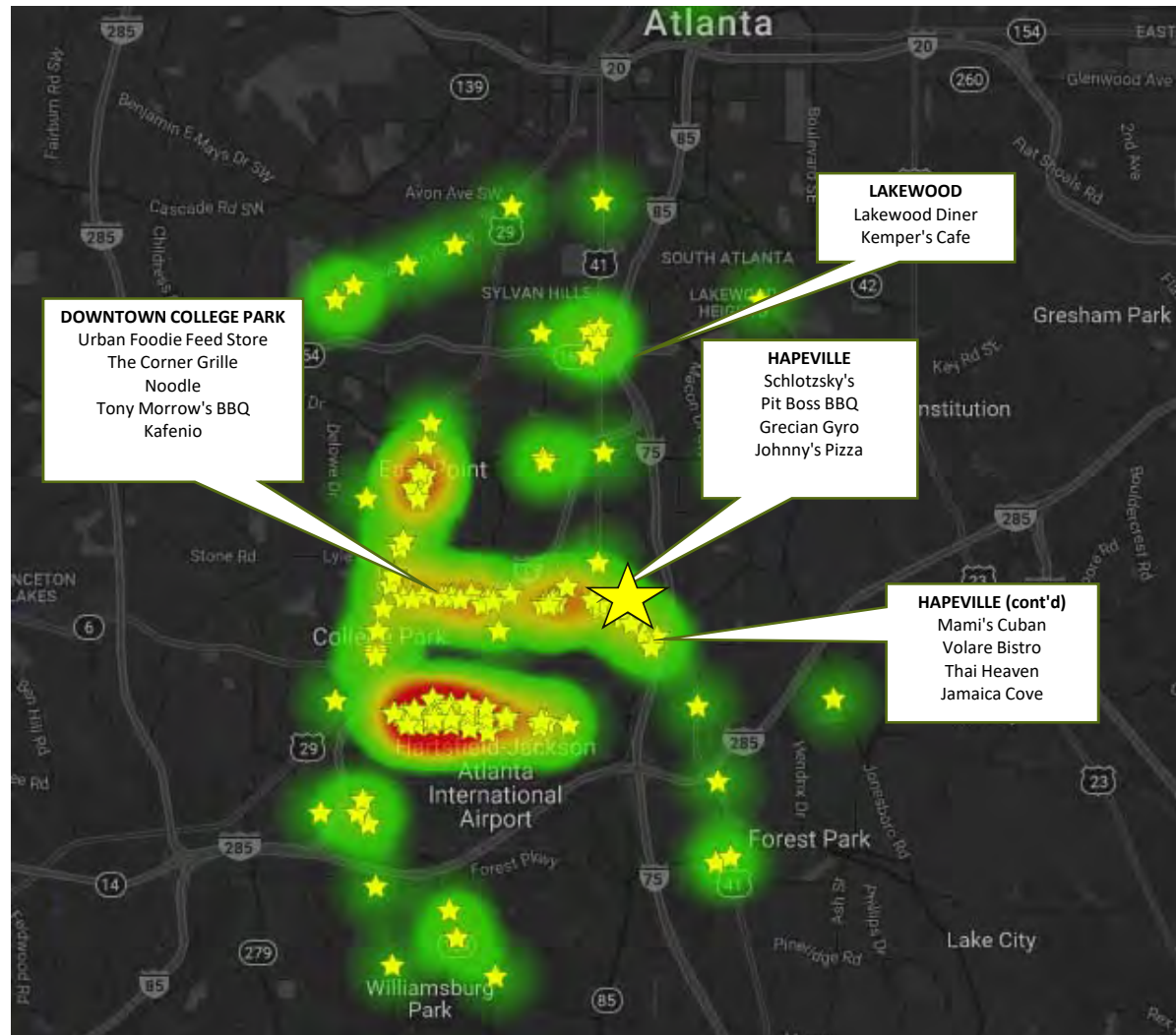
SOURCE: Noell Consulting Group, US Census Bureau, Social Explorer



Exhibit 7  
Access to Shopping

The Hapeville study area is home to several restaurants, ranging from smaller, family-owned, to larger regional and national chains. It is also proximate to the emerging College Park dining core, which features numerous local, gourmet-style offerings, including Noodle, The Corner Grille, and local coffee shop Kafenio.

Growing a solid restaurant base is very important for Hapeville, not only in direct terms (increased tax base) but also in terms of creating a greater lifestyle to enhance and growth the city's residential base.



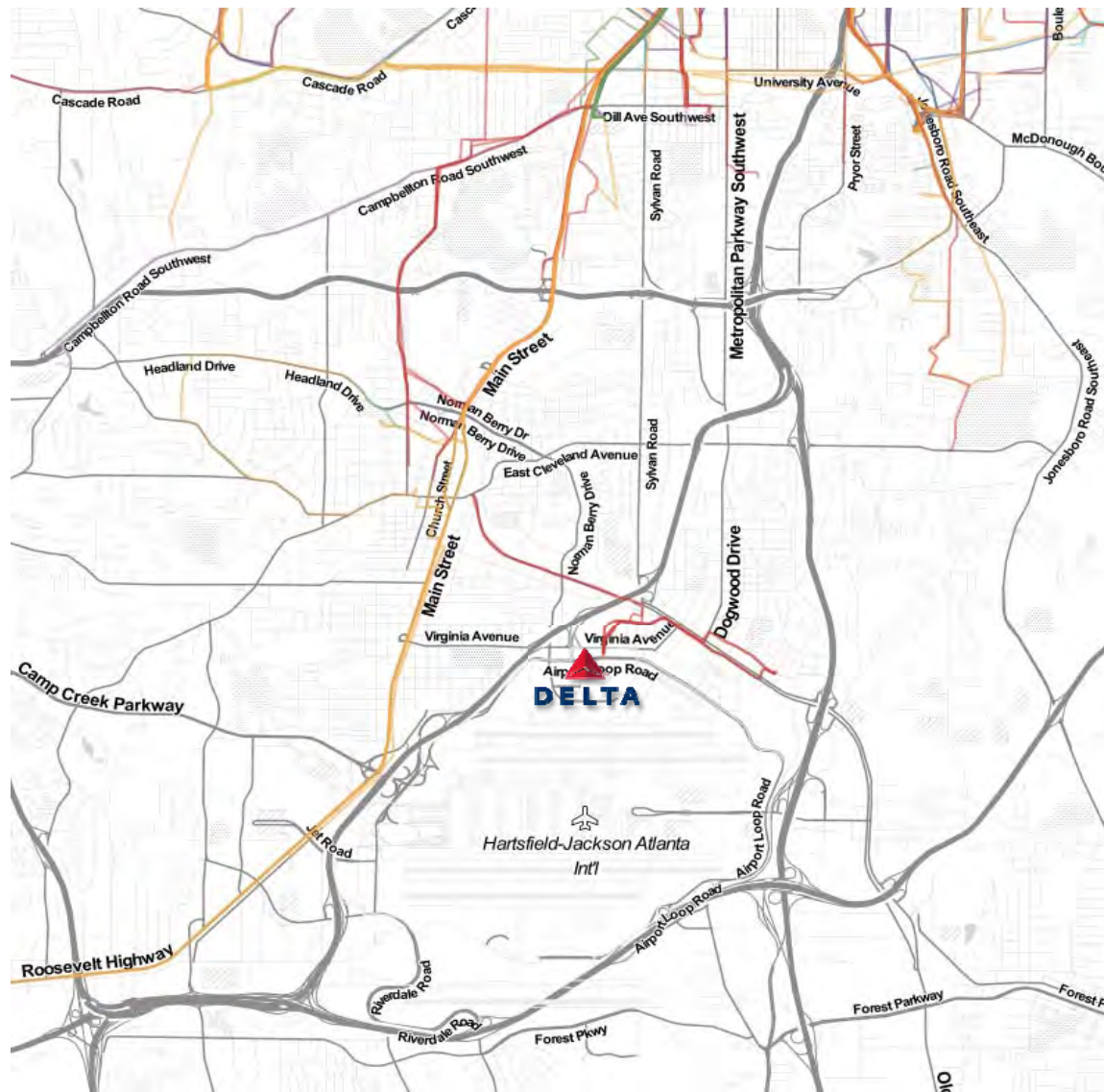
SOURCE: Noell Consulting Group, Yelp





# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 8  
Cycling Activity Near the Subject Area



SOURCE: Noell Consulting Group, CycleAtlanta.org

The map within this exhibit is provided by Cycle Atlanta, a project conducted by a team of researchers at Georgia Tech, who collects data via an app and categorizes activity by ride purpose, age, ethnicity, gender, and even the type of rider (strong & fearless vs comfortable, but cautious).

At the center of the map you can see the City of Hapeville, hemmed in by I-85 and I-75 with the airport to the south. Currently, according to the Cycle Atlanta data, there is very little activity happening within Hapeville itself. The activity shown is primarily people commuting to work, via bicycle, which is highlighted in red. This activity is primarily people within Hapeville and East Point commuting to work at Delta, a major employer within the study area.

The other nearby activity, highlighted in yellow, are people bicycling for exercise. This activity along Main Street, growing stronger the closer one gets to the City of Atlanta.

The city should focus on improving connections to key employers for commuting as well as to other cities such as East Point to remove physical boundaries such as interstates by creating bicycle and pedestrian friendly routes. Not only would this help current (and future) local employers recruit talent looking for walkable, bike-friendly environments, but it could help draw in residents from nearby communities as well as provide key connections for Hapeville residents.

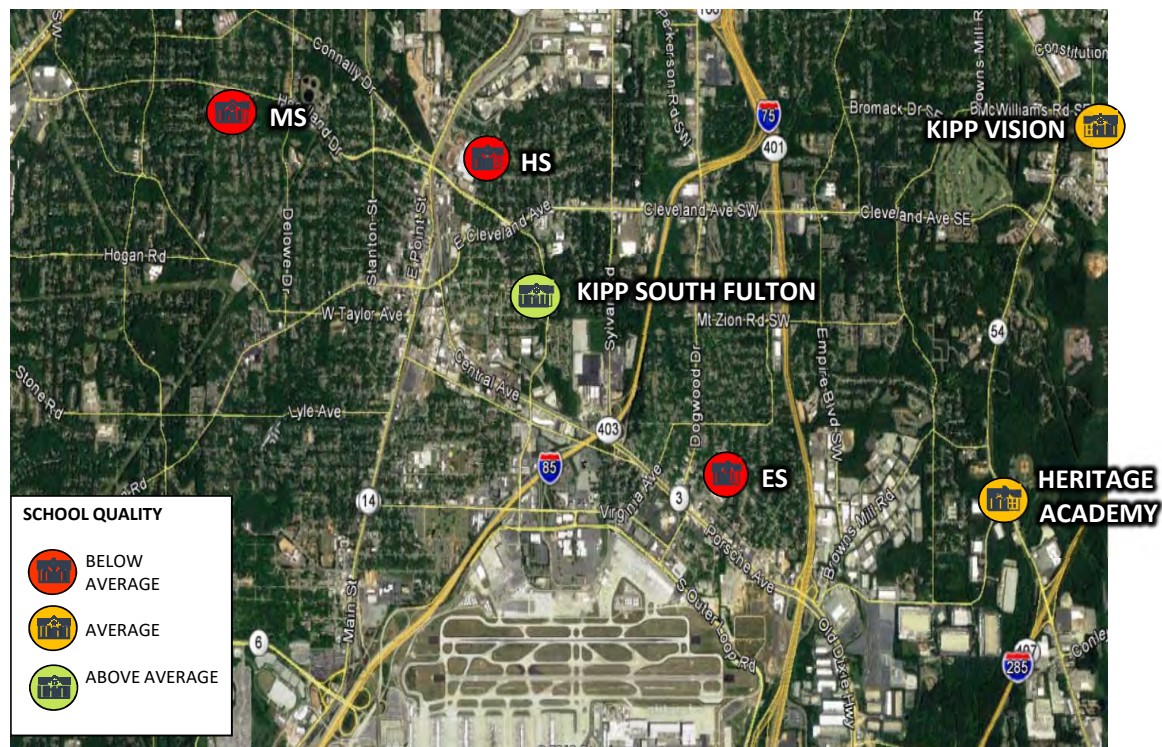




Exhibit 9  
Subject Site School Districts



The public schools in the study area's zone are considered below average relative to the metro area overall, with the study area's local private schools being average-to-above-average relative to the Atlanta metro. However, while the local schools are weak in general, there are a number of charter schools that provide a much higher standard of education. Also, one of the most prestigious academies in the Atlanta metro area, Woodward Academy, is located near the study area.



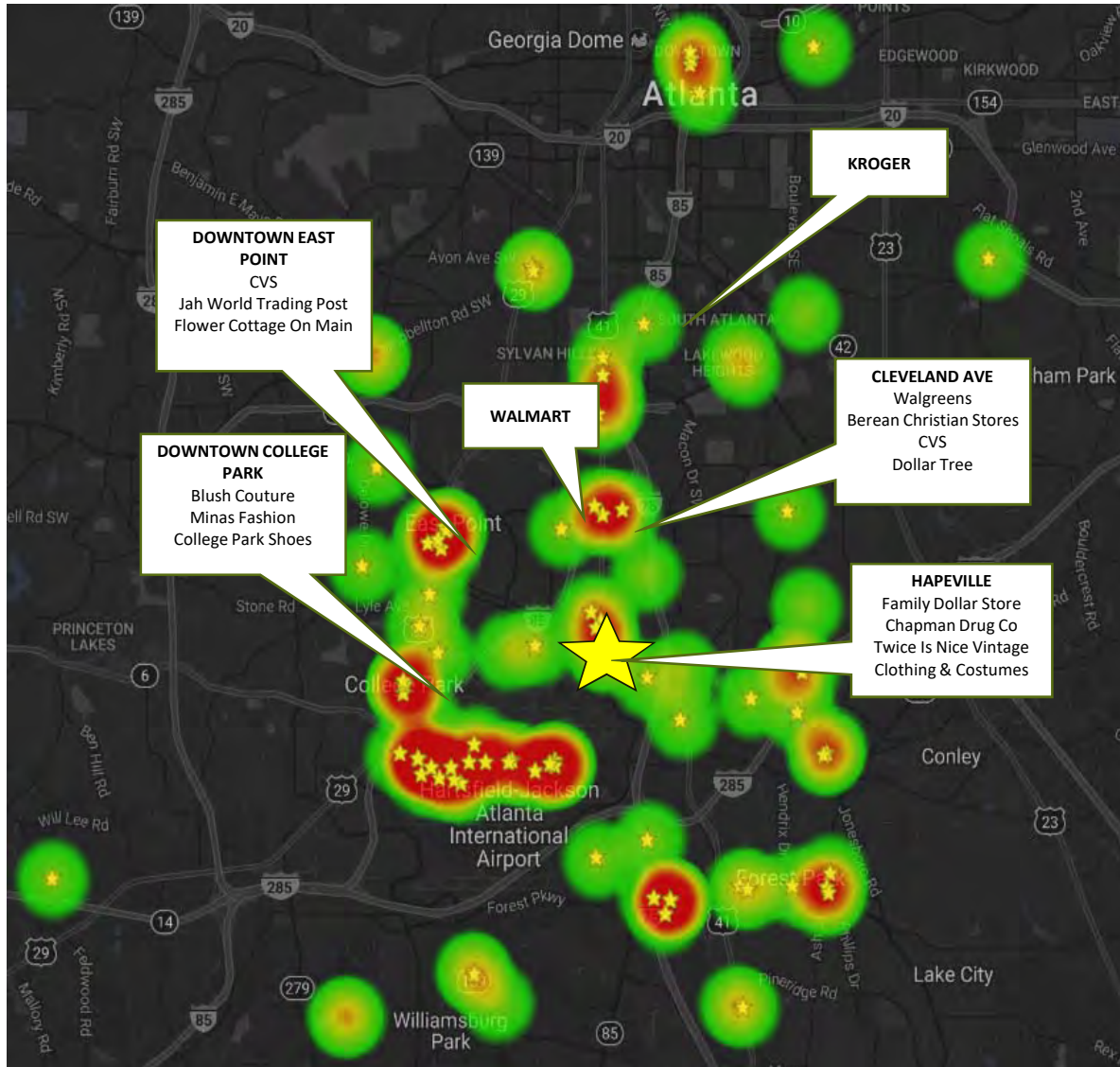
SOURCE: Noell Consulting Group, The Washington Post (The District's New School Boundaries for 2015) and Great Schools





# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

## Exhibit 10 Access to Shopping

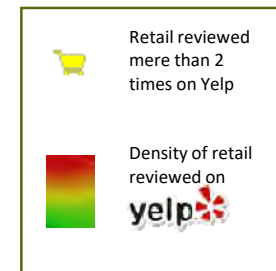


SOURCE: Noell Consulting Group, Yelp

The study area is proximate to a few main retail cores, spread across Downtown East Point, Downtown College Park, Hapeville, and Camp Creek. The Downtown areas are home to smaller, boutique-style shopping with larger retailers such as CVS and Walmart being scattered across the study area.

One lacking retail use is grocery, with only a few serving the entirety of SW Atlanta. Thus, while the nearest grocery store, Kroger, is just a few miles away, on Dogwood Dr/ Metropolitan Parkway, there are scant other options, save for a few Walmarts.

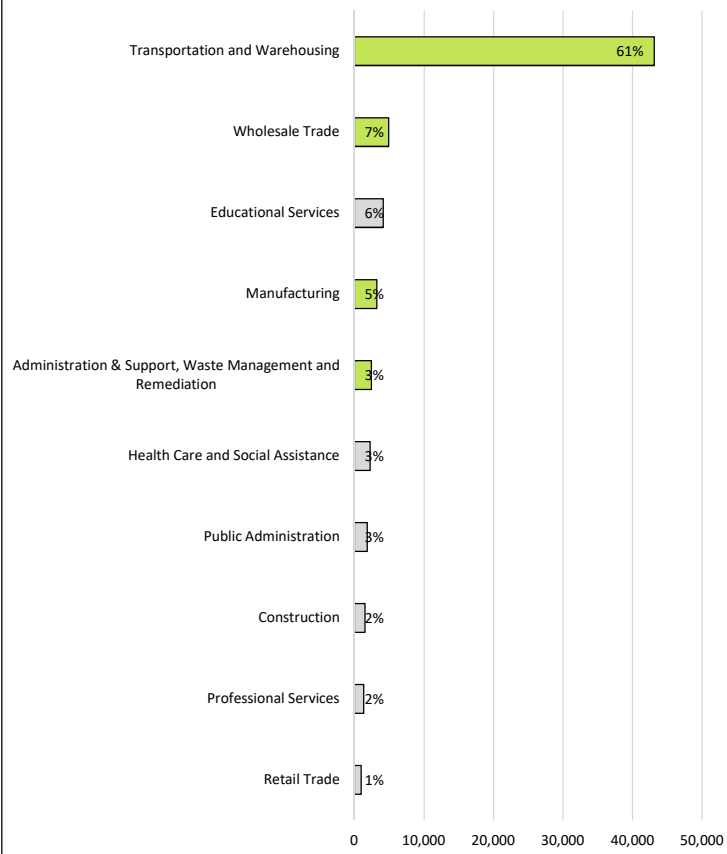
The study area is well-served by pharmacies and drug stores, and also discount general stores like Dollar Tree and Family Dollar. Thus, virtually all necessary, daily items can be purchased within a five minute drive of the study area, despite the lack of grocery.



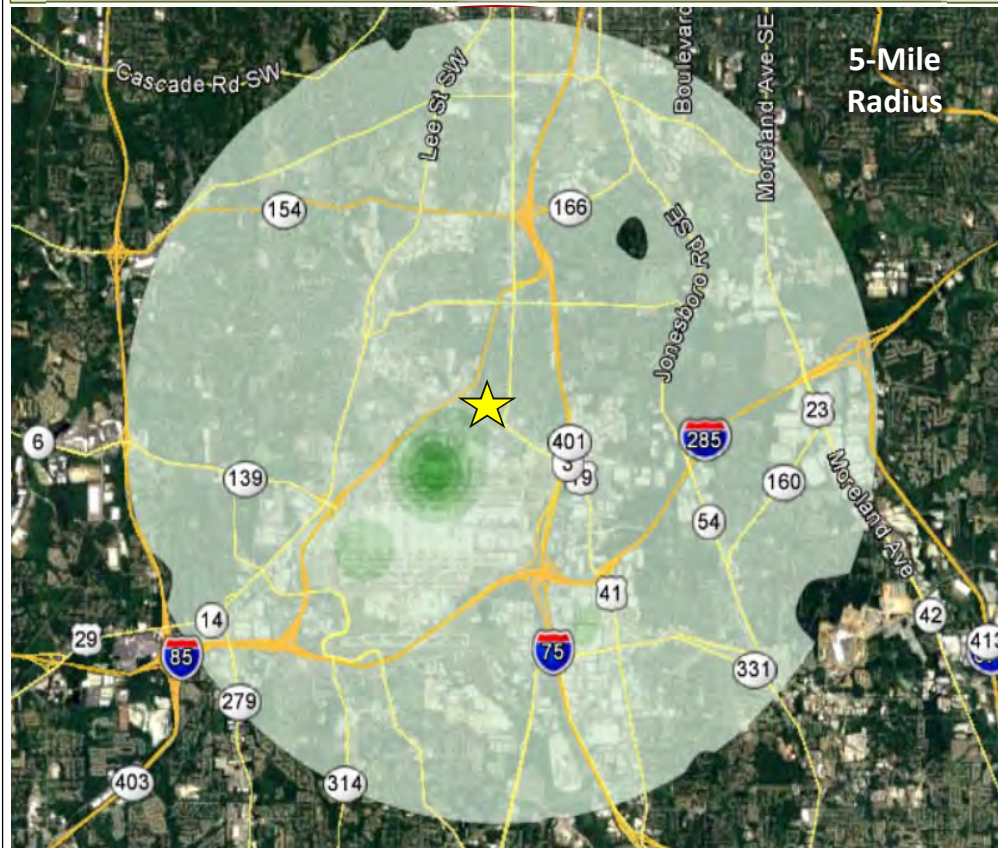
**Exhibit 11  
Proximity and Connection of the Study Area to Jobs Over \$40,000/Year**

There are just over 71,200 jobs paying more than \$40,000 per year within a 5-mile radius of the study area, not including the 400 or so jobs being created at the Porsche HQ in Hapeville (after 2014). The large majority of these jobs are in the Transportation and Warehousing sector, mostly coming from the airport just south of the subject site. Other sectors with large concentrations of jobs nearby, such as the Wholesale Trade and Manufacturing sectors (concentrated on the fringes of the 285 Perimeter) and the Educational Services jobs at nearby public schools and academies. Notably, the top 3 sectors for employment all provide primarily middle income positions, with a lower ceiling on compensation than sectors like professional services and finance/insurance. This income distribution will naturally influence the type of housing and commercial product that will be demanded in the local market.

**Employment over \$40,000 w/in 10 Miles - Top 10 Industry Sectors**



**Density of Jobs over \$40k/year within five miles of the Subject Site (2014)**



SOURCE: Noell Consulting Group, Google Maps, US Census, OntheMap

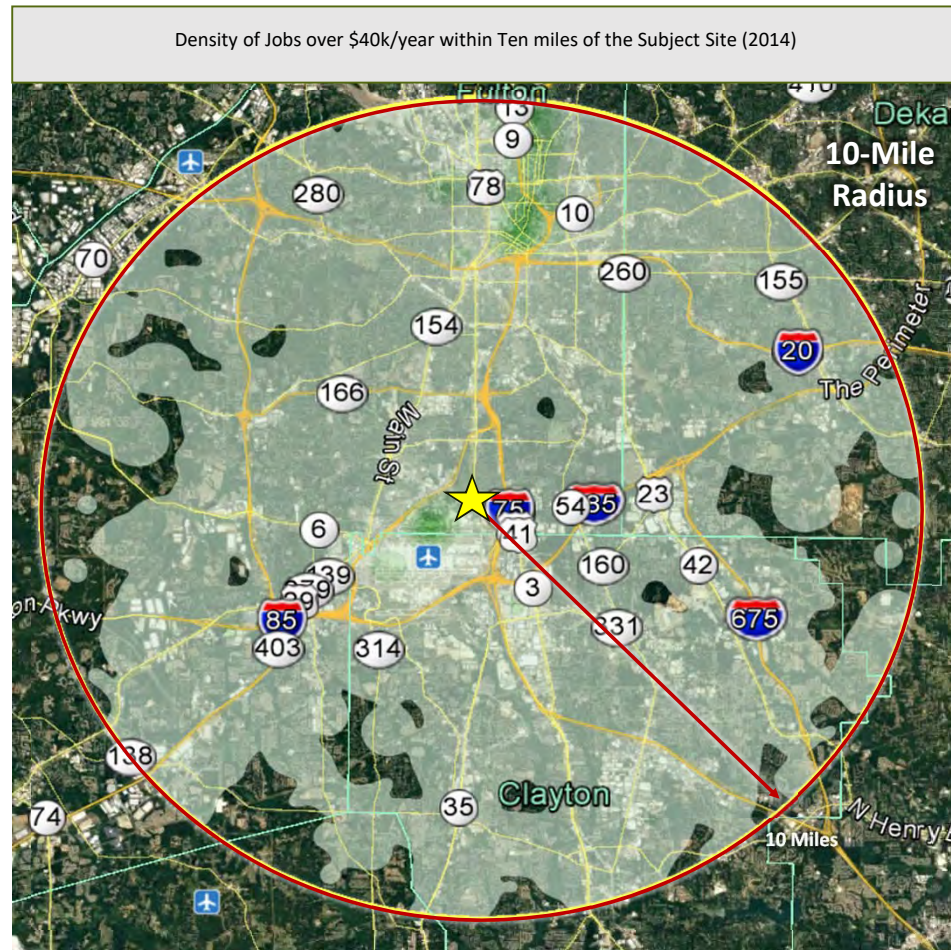
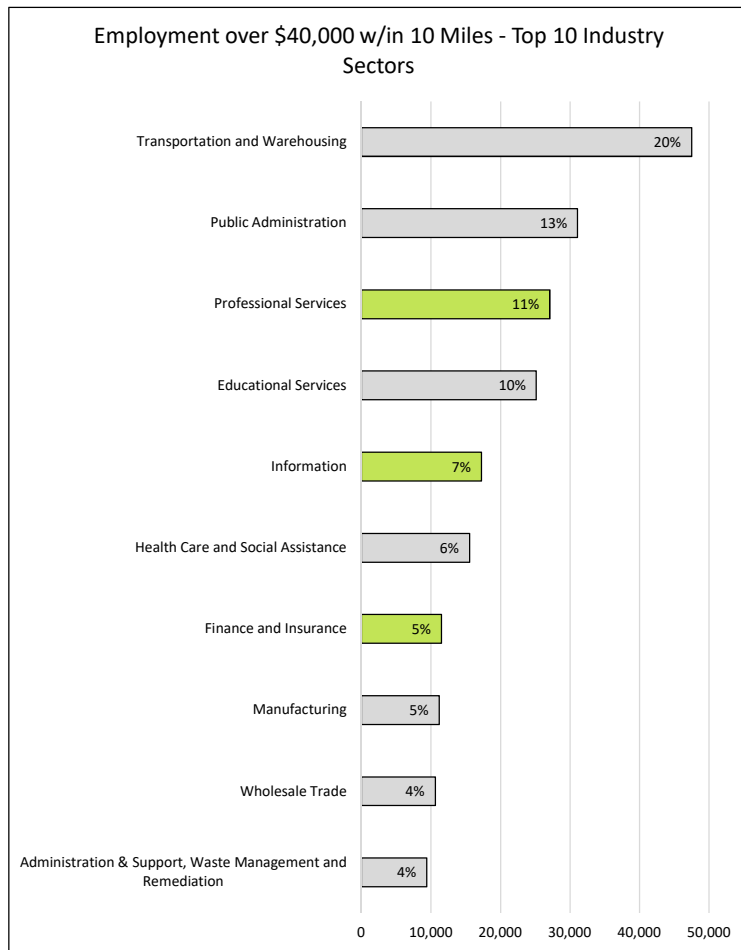




# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

## Exhibit 12 Proximity and Connection of the Study Area to Jobs Over \$40,000/Year

Looking slightly further out--a 10-mile radius around the study area--the jobs picture brightens further, with more than 240,000 higher-paying (\$40,000+) jobs being proximate to Hapeville. This includes jobs not only around the airport, but also in Downtown and Midtown as well. Incorporating these large employment cores also broadens the array of jobs in the area. As noted, Porsche has brought more than 400 new jobs to its facility in Hapeville and Midtown Atlanta has seen an explosion of technology related jobs (NCR, Honeywell, Georgia Tech's Coda project), creating further opportunities for intown housing.



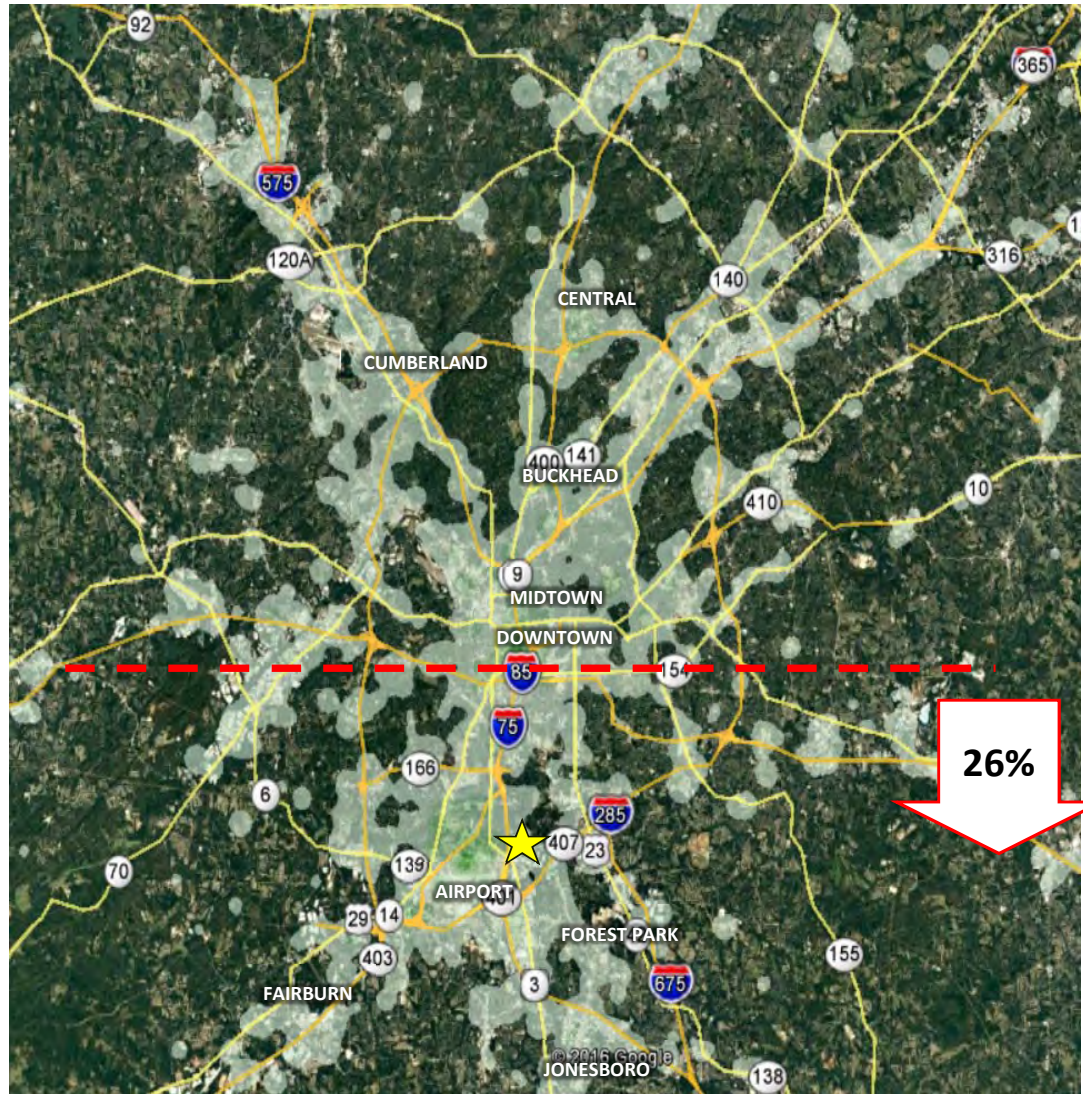
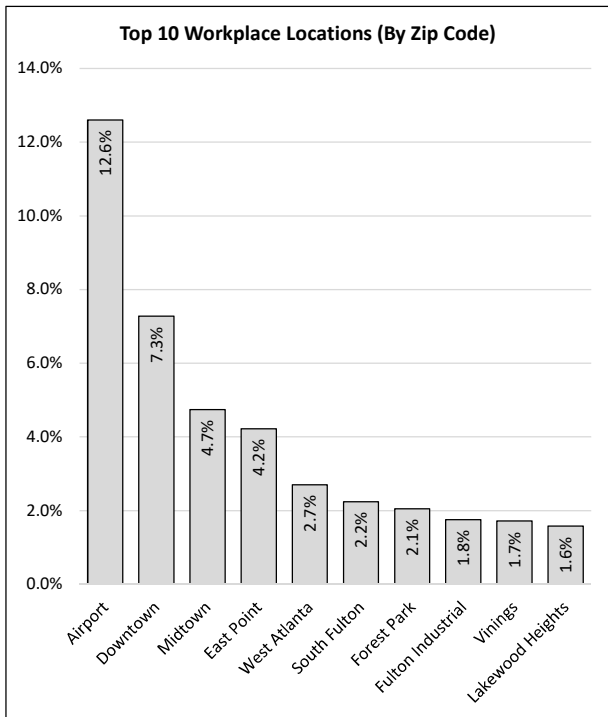
SOURCE: Noell Consulting Group, Google Maps, US Census, OntheMap





Exhibit 13  
Subject Site Resident Work Destinations, Residents Earning Over \$40,000/Year

Commuting patterns of residents near the study area can help identify target audiences for residential development. While residents within a three-mile radius work all over the metro Atlanta area, 26% of residents work south of Downtown, with nearly half of them working at the Airport. Just 14% of residents work in traditional central business districts (Downtown, Midtown, Buckhead), with most of those workers commuting to Downtown or Midtown. However, the number of residents working close by should increase substantially with the advent of the Aerropolis and the continued growth of Porsche in the area.



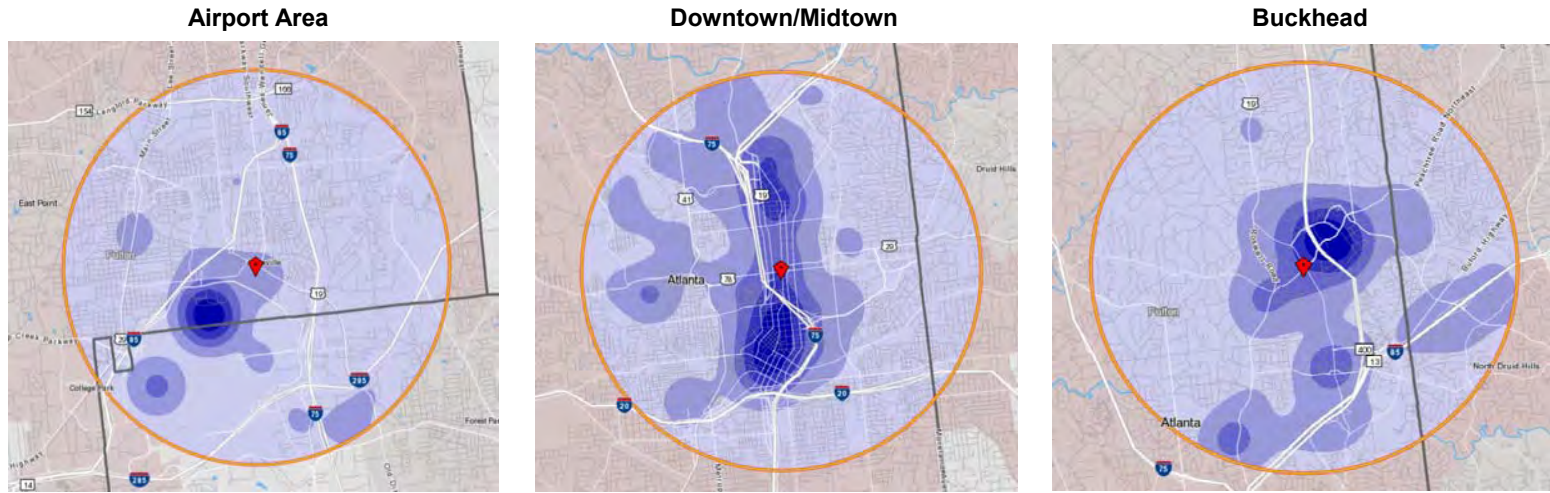
SOURCE: Noell Consulting Group, Google Maps, US Census



# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 14

Jobs : Housing Balance in the Airport Area, Downtown/Midtown, and Buckhead



Total Number of Jobs	94,366	246,992	114,234
Total Number of Households	17,866	79,572	63,090
<b>Jobs: Household Ratio</b>	<b>5.3</b>	<b>3.1</b>	<b>1.8</b>
<b>% of Workers Who Also Live in the Area</b>	<b>2.6%</b>	<b>8.8%</b>	<b>7.5%</b>
<b>% of Residents Who Also Work in the Area</b>	<b>16.5%</b>	<b>32.6%</b>	<b>18.0%</b>

Among the City of Atlanta's three major employment cores (Airport Area, Downtown/Midtown, and Buckhead), the Airport area has the highest imbalance of jobs to households, with more than five jobs for every household in the area, compared to 3.1 jobs per household in Downtown/Midtown and 1.8 in Buckhead. This is, in part, not too surprising given limitations on households residing in the noise contours within the flight path for the airport, but does indicate potential residential upside for Hapeville and the Airport Area overall. This is borne out in the percentage of workers in the Airport area who actually also reside in the area, roughly one-fourth of that found in the two comparison areas.

Source: LED on the Map, Costar

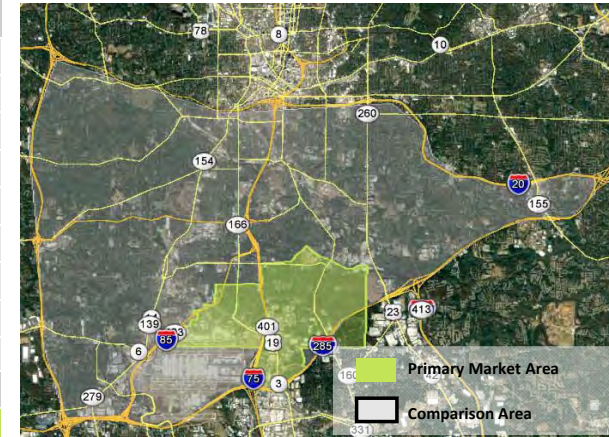




# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 15  
Age and Income Analysis of the Hapeville PMA and Comparison to South Atlanta  
2000 - 2017 (estimates)

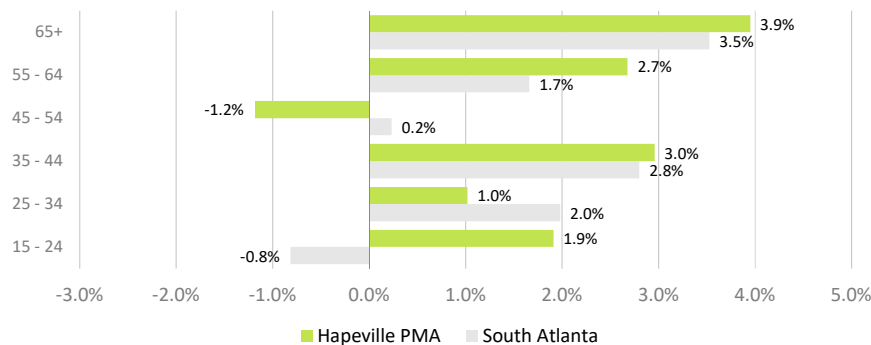
PMA Total Household Growth							
2000 - 2016	15 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Total
\$0 - \$25,000	-211	-4	-118	15	392	258	332
\$25,000 - \$35,000	-44	-178	-215	26	45	6	-360
\$35,000 - \$50,000	30	-2	-161	-34	91	54	-22
\$50,000 - \$75,000	2	-47	-33	-40	61	81	24
\$75,000 - \$100,000	9	37	64	-68	1	49	92
\$100,000 - \$150,000	0	41	71	40	41	13	206
\$150,000 - \$200,000	0	17	42	-8	6	-5	52
\$200,000 +	0	4	42	0	-3	12	55
<b>Total</b>	<b>-214</b>	<b>-132</b>	<b>-308</b>	<b>-69</b>	<b>634</b>	<b>468</b>	<b>379</b>
<b>Target Audience</b>	<b>41</b>	<b>50</b>	<b>25</b>	<b>-110</b>	<b>197</b>	<b>0</b>	<b>203</b>



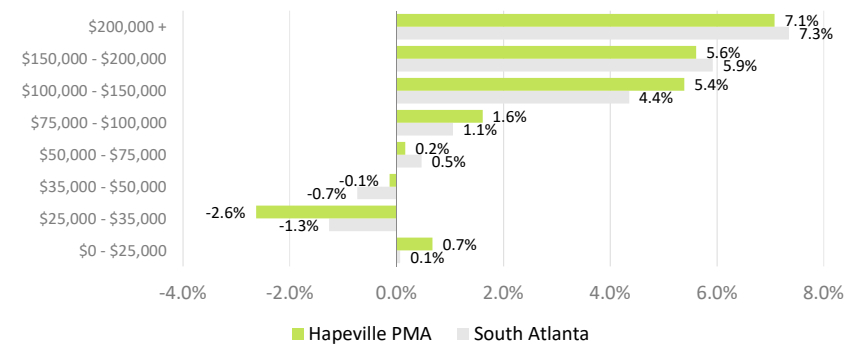
Hapeville has seen solid -- but unspectacular -- growth since 2000, adding about 12 households per year in the target age and income ranges. The "growth" in Hapeville is likely a combination of a very small amount of immigration from younger workers seeking to be close to the airport employment core, and the gradual aging of Baby Boomers. There has been some small growth in the 44-and-under age bands, while the largest "growth" has come from the 55-64 age group. These numbers point to hints at the former 45-54 age group gradually aging into the 55-64 age group, as the bulk of the population "loss" has come from the 45-54 age group.

Hapeville's growth is consistent with broader South Atlanta (the Primary Market Area--PMA) -- which is encouraging as areas like College Park, East Point, and Ft. McPherson have mounted considerable revitalization efforts. Hapeville's largest competitive advantage, it's excellent proximity to airport employment seems to be drawing in residents aged 15-24 -- and drawing them away from larger South Atlanta. Hapeville is adding well-paid residents (\$50,000+ annually) about 5% faster than South Atlanta, which is encouraging given the minimal growth.

Household Growth By Age (HHs \$50k+ Only)



Household Growth by Income



Source: NCG, Nielsen, US Census Data





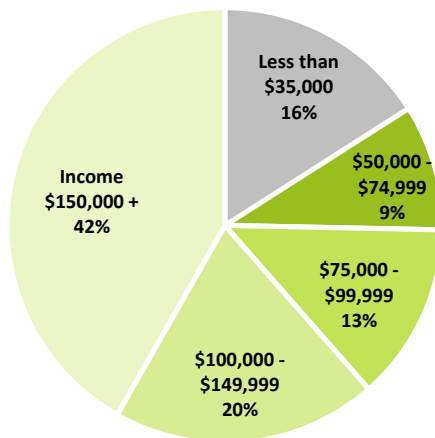
# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 16  
Summary of Owner Households in the Hapeville PMA, 2017

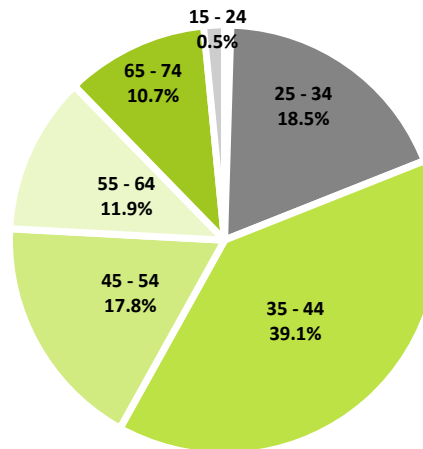
Income/Age	15 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 - 84	85+	Total
Less than \$15,000	2	24	22	21	20	16	8	2	117
\$15,000 - \$24,999	1	18	18	11	11	8	3	1	70
\$25,000 - \$34,999	1	8	9	20	17	14	5	1	77
\$35,000 - \$49,999	3	32	38	29	26	19	5	1	153
\$50,000 - \$74,999	2	47	57	49	34	44	9	1	242
\$75,000 - \$99,999	3	65	105	60	39	62	7	2	342
\$100,000 - \$149,999	1	99	167	142	81	14	3	2	509
Income \$150,000 +	0	184	589	125	78	99	0	3	1,079
<b>Total</b>	<b>12</b>	<b>477</b>	<b>1,006</b>	<b>458</b>	<b>305</b>	<b>276</b>	<b>40</b>	<b>13</b>	<b>2,588</b>
<b>Target Audience</b>	<b>12</b>	<b>477</b>	<b>1,006</b>	<b>458</b>	<b>305</b>	<b>276</b>	<b>40</b>	<b>0</b>	<b>2,575</b>

Homeowners in the Hapeville PMA are a mix of singles and couples, largely under 45 (57%), and having solid incomes (62% over \$100,000). It should be noted this latter group, those earning more than \$100,000, is more heavily clustered both to the north closer to Downtown Atlanta, as well as in the Cascade Road areas, with Hapeville homeowners having much more moderate incomes overall. New homeowners to the area, however, are purchasing homes in the \$200s to \$300s, indicating incomes above \$75,000 and many over \$100,000 annually.

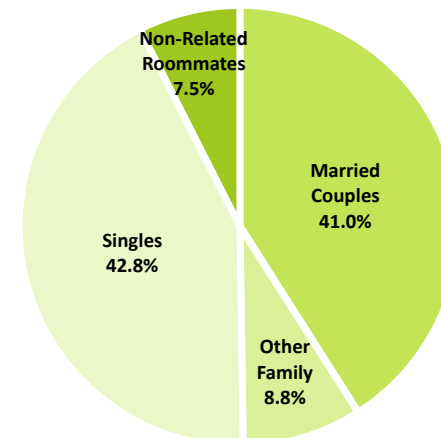
Target Market Income Distribution



Target Market Age Distribution



Target Market HH Type Distribution



Source: NCG, Nielsen, US Census Data



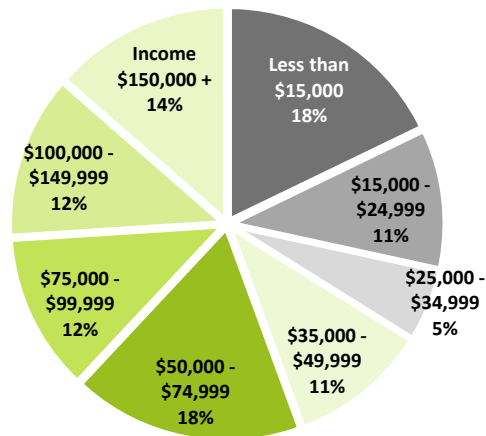
# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 17  
Summary of Renter Households in the Hapeville PMA, 2017

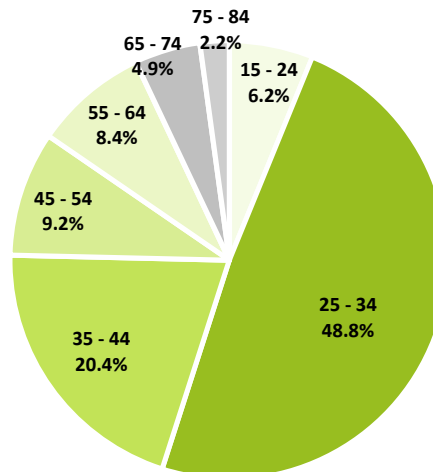
Income/Age	15 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 - 84	85+	Total
Less than \$15,000	74	341	88	57	65	34	30	6	696
\$15,000 - \$24,999	20	238	65	28	32	15	11	1	410
\$25,000 - \$34,999	25	69	22	32	33	18	11	1	212
\$35,000 - \$49,999	51	195	66	34	36	17	8	1	408
\$50,000 - \$74,999	32	341	118	68	57	48	16	1	681
\$75,000 - \$99,999	31	222	102	40	31	32	6	1	465
\$100,000 - \$149,999	5	243	115	66	46	5	2	1	482
Income \$150,000 +	0	238	214	31	24	19	0	1	526
<b>Total</b>	<b>239</b>	<b>1,886</b>	<b>789</b>	<b>356</b>	<b>325</b>	<b>188</b>	<b>84</b>	<b>14</b>	<b>3,880</b>
<b>Target Audience</b>	<b>239</b>	<b>1,886</b>	<b>789</b>	<b>356</b>	<b>325</b>	<b>188</b>	<b>84</b>	<b>0</b>	<b>3,866</b>

Approximately 56% of renters in Hapeville's Primary Market Area (PMA) earn more than \$50,000 annually, enough to afford new rental product in the area. The majority of these renters are younger (more than one-half under 35) and approximately half are singles, with the majority of the balance being Married Couples (16%), Unmarried Couples (11.2%) and single-parent (Other Family) households (13.4%).

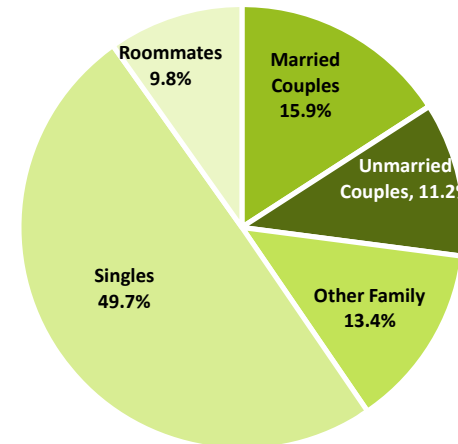
Target Market Income Distribution



Target Market Age Distribution



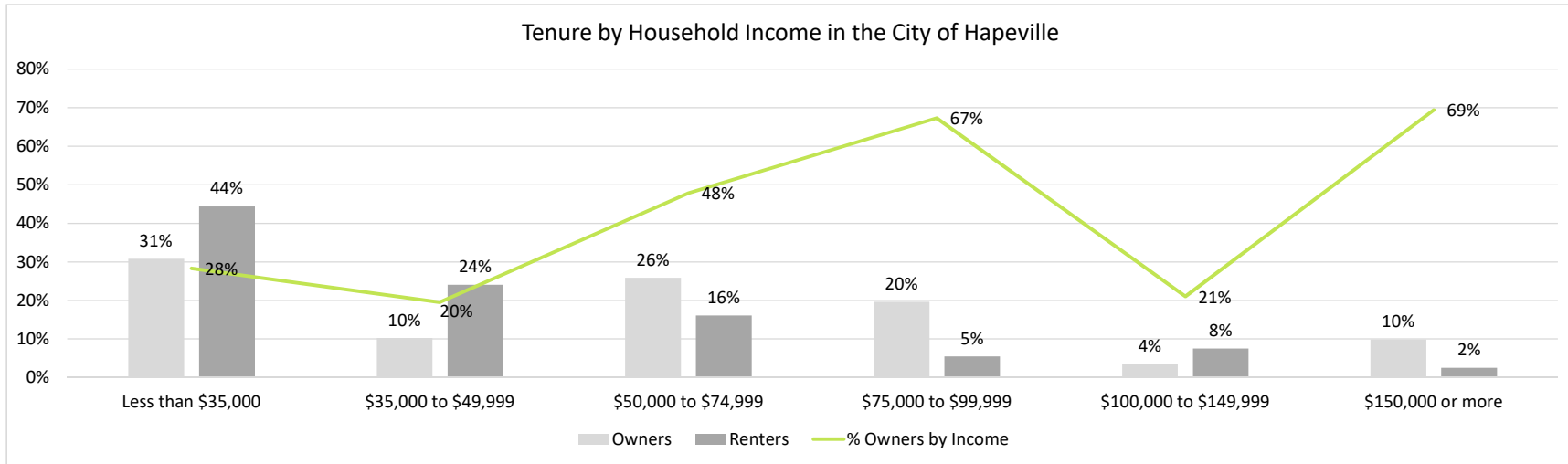
Target Market HH Type Distribution



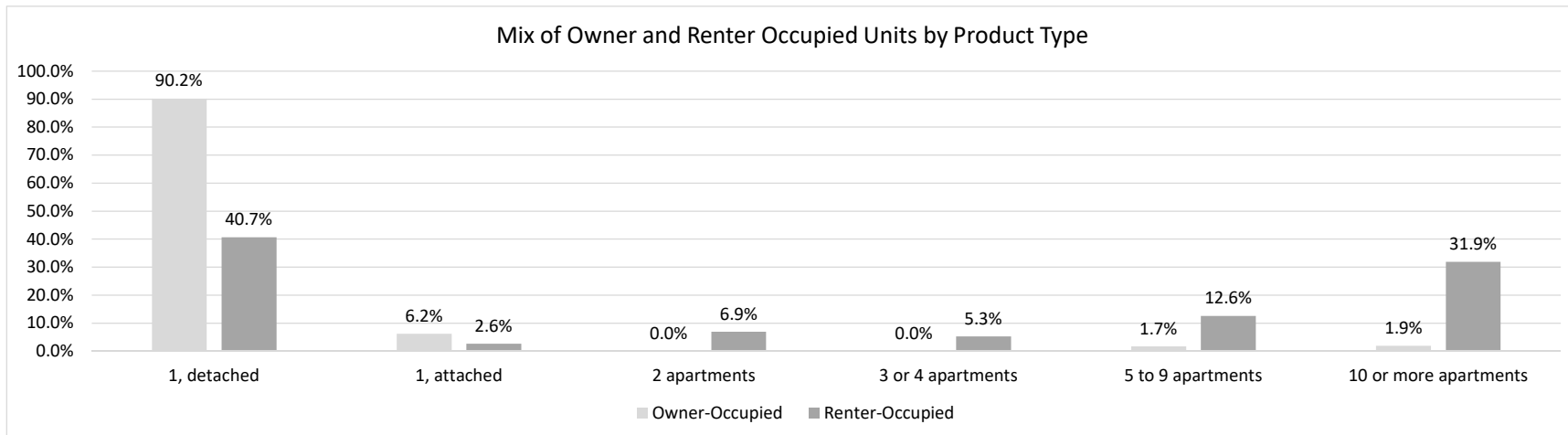
SOURCE: Noell Consulting projections based on data obtained from the US Census and Claritas, Inc.



**Exhibit 18  
Key Census Data for the City of Hapeville Regarding Tenure by Income and Units in Structure**



As can be seen in the graph above, renters in the city of Hapeville have relatively low incomes, with more than 68% having incomes below \$50,000 annually, as compared to around 41% of homeowners in the City. Generally above the \$75,000 income limit, around two-thirds of Hapeville households are owners (with an unusual "blip" in the \$100,000 to \$150,000 range. More than 90% of these homeowners live in single-family detached homes, in which around 41% of renters in the City also reside. Another 44% of renters live in multifamily buildings with the balance living in townhouses duplexes and quadruplexes.



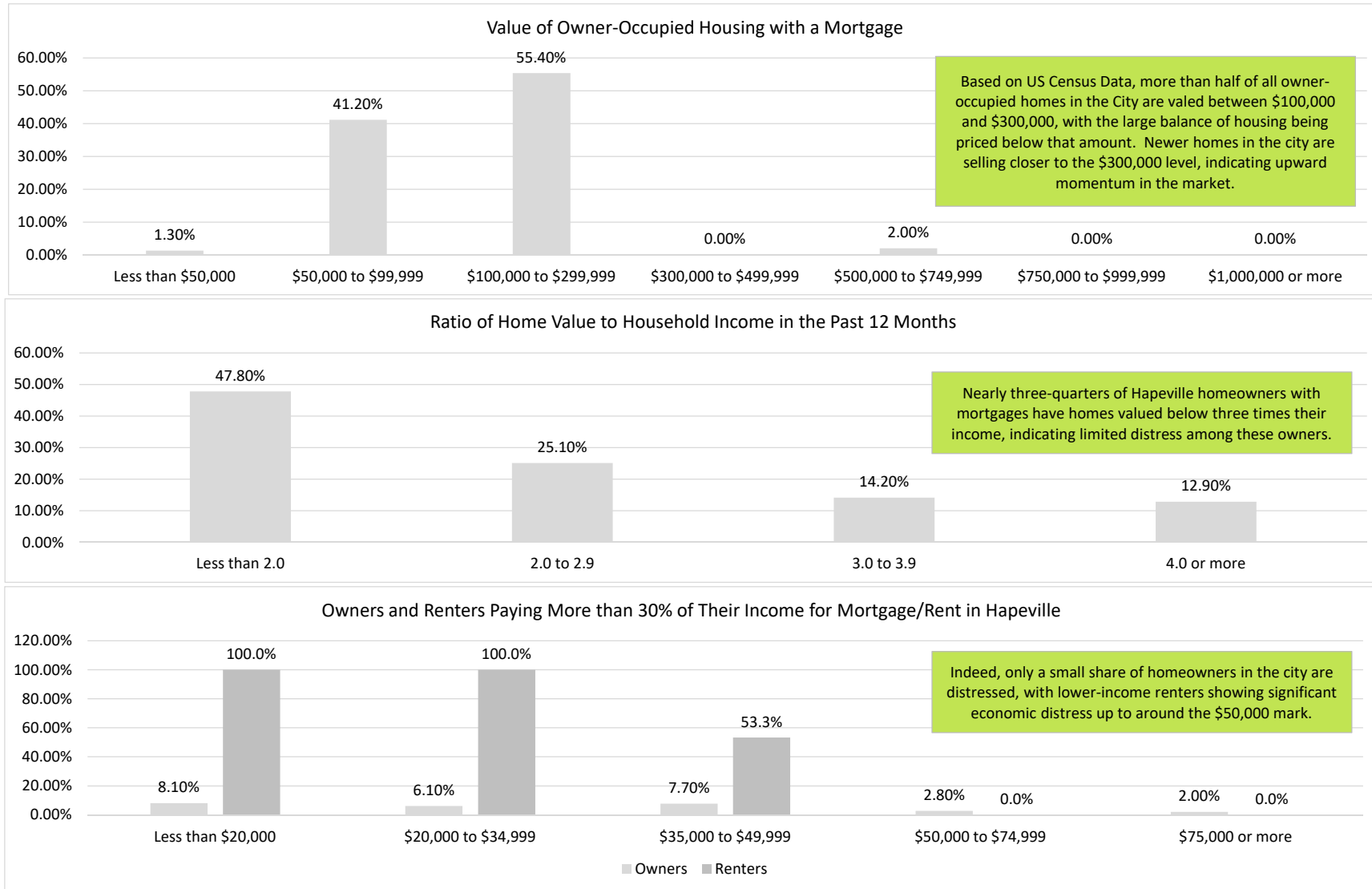
Source: US Census Bureau, 2015 5-Year Estimates





**Exhibit 19**

**Key Census Data for the City of Hapeville Regarding Housing Value, Incomes and Economic Distress**



Source: US Census Bureau, 2015 5-Year Estimates



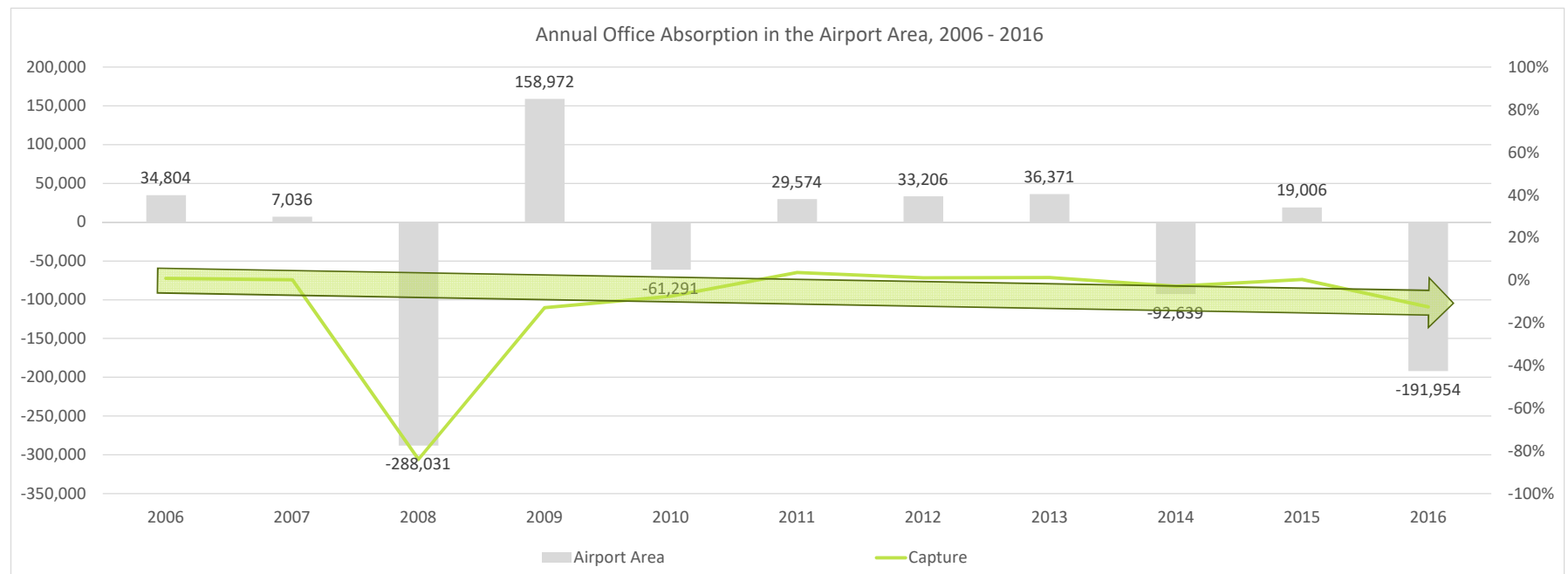
# OFFICE ASSESSMENT

# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 20  
Historic Office Absorption by Submarket--All Classes

Core	2006	2007	2008	2009	Annual Absorption							Average			Total
					2010	2011	2012	2013	2014	2015	2016	'03 - '07	'08 - '11	'12- '16	'03 - '16
Cumberland/NW	144,516	147,708	-175,964	51,364	-95,032	-181,170	191,051	43,471	-327,729	313,118	289,908	125,591	-100,201	113,293	736,970
Buckhead / Lenox	355,961	411,668	220,109	-314,292	146,141	603,270	334,927	516,739	375,537	377,056	102,028	290,008	163,807	379,175	3,811,553
Downtown	-611,303	622,887	652,677	-414,559	52,748	-238,461	-279,778	-43,326	244,196	-80,670	51,419	-190,569	13,101	-24,035	-1,008,599
Midtown	701,709	83,409	-284,987	260,846	240,585	-250,926	432,741	21,401	445,138	604,289	625,835	413,281	-8,621	473,201	4,161,329
Central Perimeter	818,586	683,081	-377,925	-969,843	-610,007	-362,267	1,087,920	416,167	675,426	51,930	-610,069	416,672	-580,011	360,305	1,384,693
Airport Area	34,804	7,036	-288,031	158,972	-61,291	29,574	33,206	36,371	-92,639	19,006	-191,954	48,983	-40,194	-43,558	-111,869
<b>Total, Inner Atlanta Cores</b>	<b>1,444,273</b>	<b>1,955,789</b>	<b>-254,121</b>	<b>-1,227,512</b>	<b>-326,856</b>	<b>-399,980</b>	<b>1,800,067</b>	<b>990,823</b>	<b>1,319,929</b>	<b>1,284,729</b>	<b>267,167</b>	<b>1,103,966</b>	<b>-552,117</b>	<b>1,258,381</b>	<b>8,974,077</b>

Relative to most of its intown peers, the Airport Area office market has underperformed in terms of absorption, showing negative net absorption since 2013. Only the Downtown area, which lost many private sector tenants to adjacent Midtown, performed worse. The other four cores shown above have all performed much better, with Midtown being the strongest overall performer. Of note is the Porsche North American Headquarters in the Airport Area, which does not show up in the data as it is a build-to-suit project. That relocation, combined with new office space being proposed at the Airport itself, and other significant hotel development, may bolster the Airport Area's office market and create greater potential upside.



SOURCE: Noell Consulting Group based on data obtained from CoStar



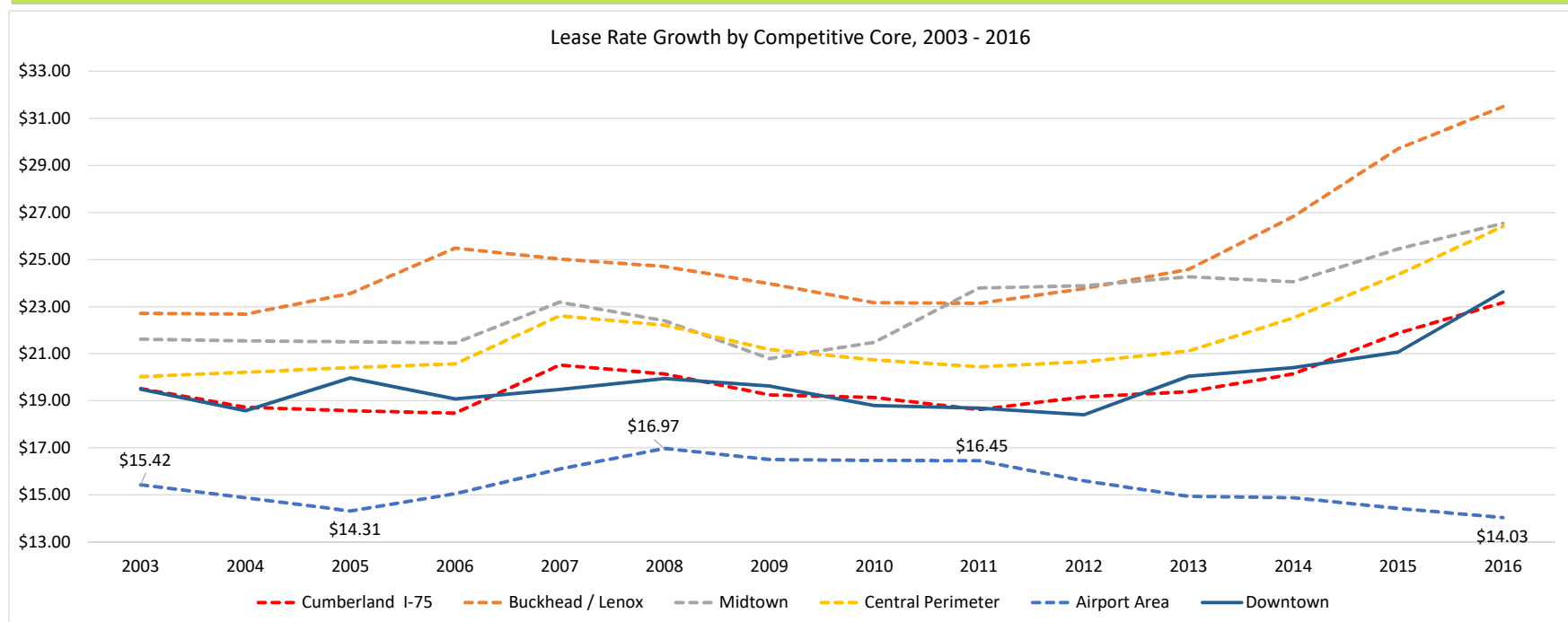


# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

## Exhibit 21 Office Lease Rate Growth by Core--2003 - 2016

Core	Average Class Asking Lease Rates														Average Annual Change			
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	'03 - '07	'08 - '11	'12 - '16	'03 - '16
Cumberland I-75	\$19.52	\$18.72	\$18.57	\$18.47	\$20.52	\$20.14	\$19.24	\$19.14	\$18.62	\$19.16	\$19.38	\$20.14	\$21.87	\$23.17	1.3%	-2.3%	4.9%	1.4%
Buckhead / Lenox	\$22.71	\$22.68	\$23.56	\$25.49	\$25.02	\$24.71	\$23.97	\$23.16	\$23.14	\$23.77	\$24.58	\$26.83	\$29.71	\$31.50	2.5%	-1.9%	7.2%	3.0%
Downtown	\$19.49	\$18.57	\$19.97	\$19.08	\$19.48	\$19.94	\$19.62	\$18.80	\$18.68	\$18.40	\$20.04	\$20.40	\$21.06	\$23.63	0.0%	-1.0%	5.3%	1.6%
Midtown	\$21.61	\$21.54	\$21.50	\$21.46	\$23.19	\$22.40	\$20.79	\$21.48	\$23.79	\$23.88	\$24.26	\$24.06	\$25.45	\$26.54	1.8%	0.6%	2.3%	1.8%
Central Perimeter	\$20.02	\$20.21	\$20.41	\$20.57	\$22.61	\$22.21	\$21.18	\$20.73	\$20.44	\$20.65	\$21.11	\$22.52	\$24.36	\$26.41	3.2%	-2.4%	5.8%	2.5%
Airport Area	\$15.42	\$14.88	\$14.31	\$15.05	\$16.09	\$16.97	\$16.50	\$16.46	\$16.45	\$15.59	\$14.93	\$14.88	\$14.42	\$14.03	1.1%	0.6%	-2.9%	-0.7%
<b>Average, Six Cores</b>	<b>\$19.80</b>	<b>\$19.43</b>	<b>\$19.72</b>	<b>\$20.02</b>	<b>\$21.15</b>	<b>\$21.06</b>	<b>\$20.22</b>	<b>\$19.96</b>	<b>\$20.19</b>	<b>\$20.24</b>	<b>\$20.72</b>	<b>\$21.47</b>	<b>\$22.81</b>	<b>\$24.21</b>	<b>1.7%</b>	<b>-1.1%</b>	<b>4.0%</b>	<b>1.7%</b>

More urban cores of Atlanta, including those around and inside of the Perimeter, have seen solid rental rate growth in the last four years, averaging between 2.3% and 7.2% annual lease rate growth, with those posting the strongest growth also featuring the greatest share of new office space. The exception to this is the Airport Area, which has seen lease rate growth decline since 2003 and even during the last four years. This is due to a combination of high vacancy rates and a lack of new office space.



SOURCE: Noell Consulting Group based on data obtained from CoStar

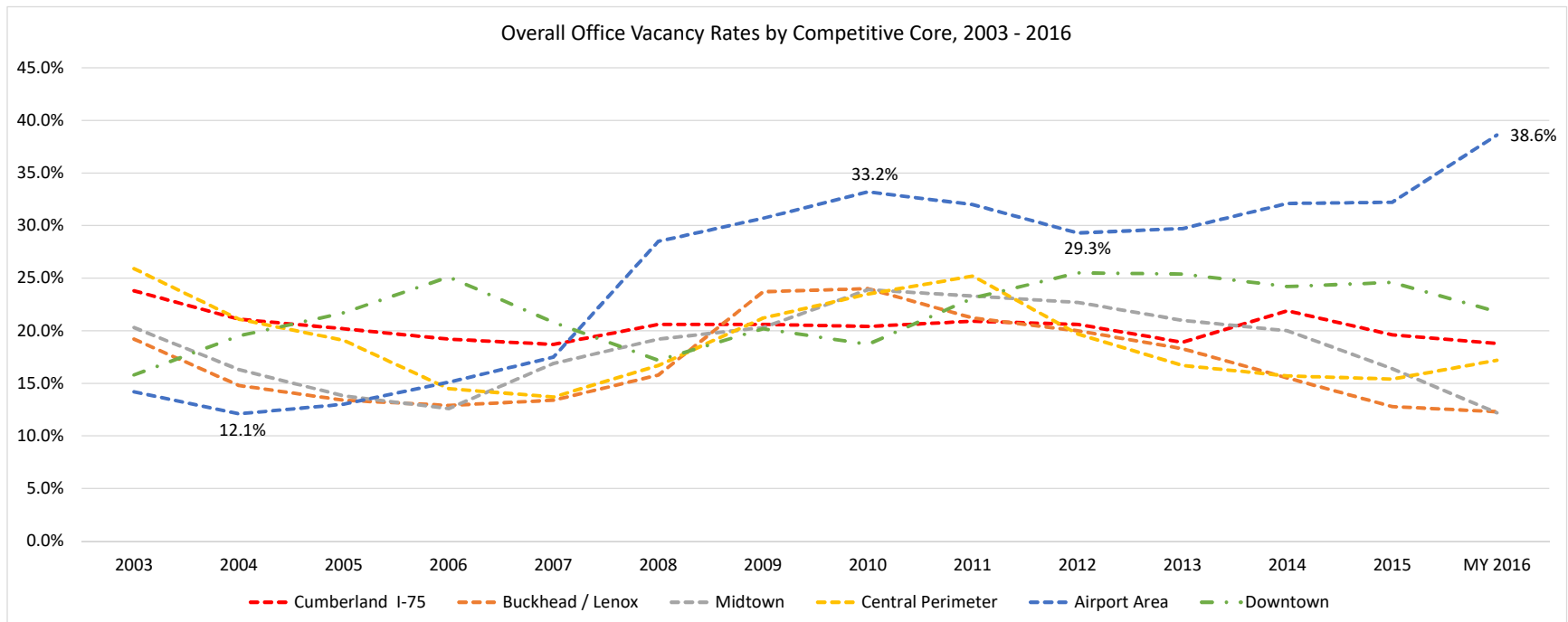


# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

## Exhibit 22 Office Vacancy Rates by Core, 2003 - 2016

Core	Class A Vacancy Rates (Direct & Sublease)														Average Annual Change			
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	'03 - '07	'08 - '11	'12 - '16	'00 - '16
Cumberland I-75	23.8%	21.1%	20.2%	19.2%	18.7%	20.6%	20.6%	20.4%	20.9%	20.6%	18.9%	21.9%	19.6%	18.8%	20.6%	20.6%	20.0%	20.4%
Buckhead / Lenox	19.2%	14.8%	13.4%	12.9%	13.4%	15.8%	23.7%	24.0%	21.2%	20.0%	18.3%	15.5%	12.8%	12.3%	14.7%	21.2%	15.8%	17.0%
Downtown	15.8%	19.5%	21.7%	25.1%	20.8%	17.2%	20.2%	18.7%	23.1%	25.5%	25.4%	24.2%	24.6%	21.8%	20.6%	19.8%	24.3%	21.7%
Midtown	20.3%	16.3%	13.8%	12.6%	16.9%	19.2%	20.3%	23.9%	23.3%	22.7%	21.0%	20.0%	16.4%	12.2%	16.0%	21.7%	18.5%	18.5%
Central Perimeter	25.9%	21.1%	19.1%	14.5%	13.7%	16.7%	21.2%	23.5%	25.2%	19.7%	16.7%	15.7%	15.4%	17.2%	18.9%	21.7%	16.9%	19.0%
Airport Area	14.2%	12.1%	13.0%	15.1%	17.5%	28.5%	30.7%	33.2%	32.0%	29.3%	29.7%	32.1%	32.2%	38.6%	14.4%	31.1%	32.4%	25.6%
<b>Average, Five Cores</b>	<b>19.9%</b>	<b>17.5%</b>	<b>16.9%</b>	<b>16.6%</b>	<b>16.8%</b>	<b>19.7%</b>	<b>22.8%</b>	<b>24.0%</b>	<b>24.3%</b>	<b>23.0%</b>	<b>21.7%</b>	<b>21.6%</b>	<b>20.2%</b>	<b>20.2%</b>	<b>17.5%</b>	<b>22.7%</b>	<b>21.3%</b>	<b>20.3%</b>

As noted, the Airport Area's office market has been plagued by high vacancies. This is in part due to the lack of quality space in the area. Since 2011, the Airport Area is the only core examined to see its vacancy rate increase during the period. As noted, Porsche's relocation to the area, its proximity to Atlanta's urban core, freeway and rail access and, of course, its proximity to the world's busiest airport, all create greater potential for absorption and reduced vacancy rates going forward.

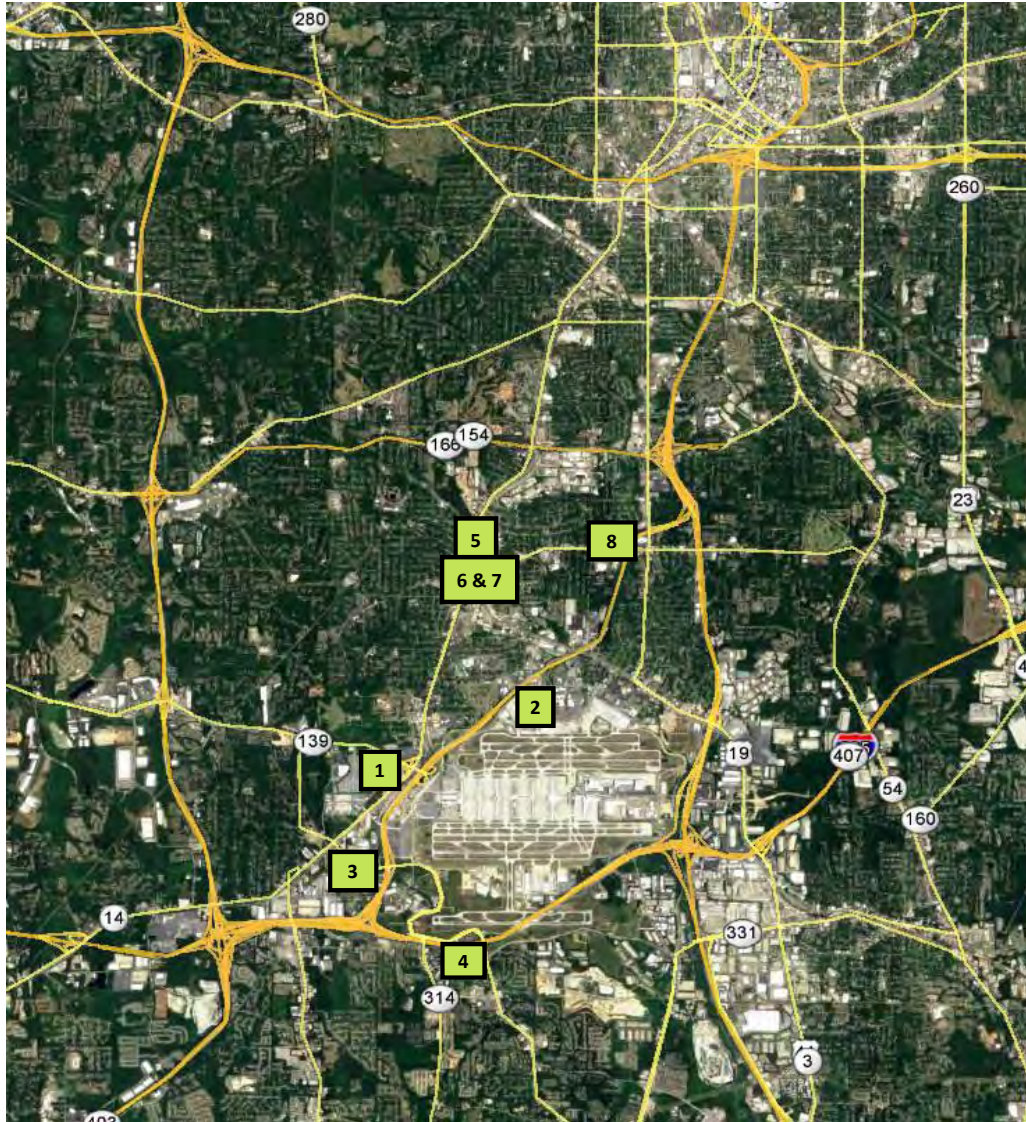


SOURCE: Noell Consulting Group based on data obtained from Colliers International



# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 23  
Map of Actively Leasing Commercial Properties



SOURCE: Noell Consulting Group, Google Earth

OFFICE	SQFT	\$/SF
1 Gateway Center I	128,396	\$23.50
2 One Hartsfield Centre	150,100	\$20.50
3 Waterstone	93,796	\$20.00
4 South Pointe	70,000	\$17.00
5 Jefferson Station	70,000	\$16.00
6 Wagon Works	105,000	\$14.90
7 Buggy Works	72,000	\$18.50
8 Summit South	62,710	\$18.00
<b>AVERAGE:</b>	<b>94,000</b>	<b>\$18.55</b>



# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 24  
Summary of Commercial Comparable Properties

Photo	Office Name	Year Built	Total Square Feet	Available Square Feet	% Leased	Quoted Rate	Lease Type	Key Tenants / Tenant Types	Comments/Notes
	Gateway Center I	2009	128,396	3,400	97%	\$23.00 - \$24.00	Modified Gross (expense stop on utilities after base year)	UP Entertainment, The Scheduling Institute, FDA, Olam International, Tiber Creek Consulting	5-year lease term. Access to sky-train, MARTA, and hotel across the street.
	One Hartsfield Centre	1990	150,100	21,977	85%	\$20.00 - \$21.00	Full Service Gross	Airline Pilots Association, ExpressJet Airline's, Triumph Motorcycles, Regus, U.S. Probation Office	Solid airport location, in the heart of Hapeville office core.
	Waterstone	1987	93,796	1,298	99%	\$18.00 - \$22.00	Modified Gross (tenant pays electric)	Kellogg, AARC Environmental, The Holloway Firm, Greene Consulting	Pushing rents 20% on renewals due to increased demand for office space in the area.
	South Pointe	1988	70,000	3,409	95%	\$16.50 - \$17.50	Full Service Gross	Railserve, Medical Office, Insurance, Law Firms, Transportation	Mostly smaller tenants; appears to have trouble attracting top tenants despite proximity to airport
	Jefferson Station	1930 (ren 2006)	70,000	9,046	87%	\$16.00 - \$16.00	Modified Gross	The Marquin Group (Business Consultants) and Child Support Office (government)	Adaptive reuse building w/streetscape, outdoor common area, and loading area
	Wagon Works	1920 (ren 2000)	105,000	23,084	78%	\$11.67 - \$18.12	Full Service	Non-profit and service agencies mostly - AETC (job training firm), Atlanta Legal Aid, Community Outreach/Youth Services	Adaptive reuse loft office complex with exposed brick walls, large windows, near MARTA
	Buggy Works	1890 (ren 2003)	72,000	900	99%	\$18.50 - \$18.50	Modified Gross	Chasm Architecture, Family Healthcare Center, and small patient care doctor offices	Adaptive reuse loft office complex with exposed brick walls, large windows, near MARTA
	Summit South	1974 (ren 2011)	62,710	30,000	52%	\$18.00 - \$18.00	Modified Gross	Mostly medical office	Older medical office with strong access to I-85 but few other advantages.
<b>Medical Office Summary:</b>			<b>309,710</b>	<b>63,030</b>		<b>\$12 - \$24</b>			

SOURCE: Noell Consulting Group. LoopNet

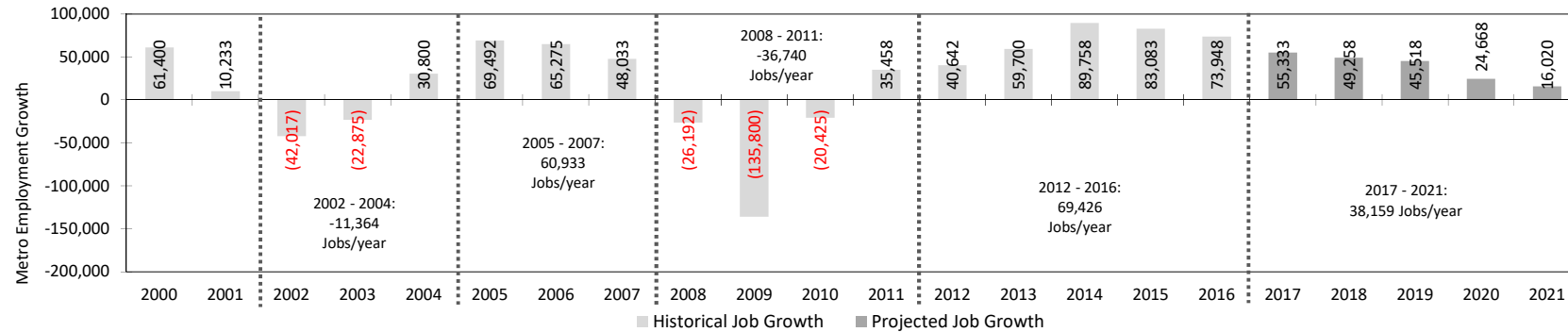




# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

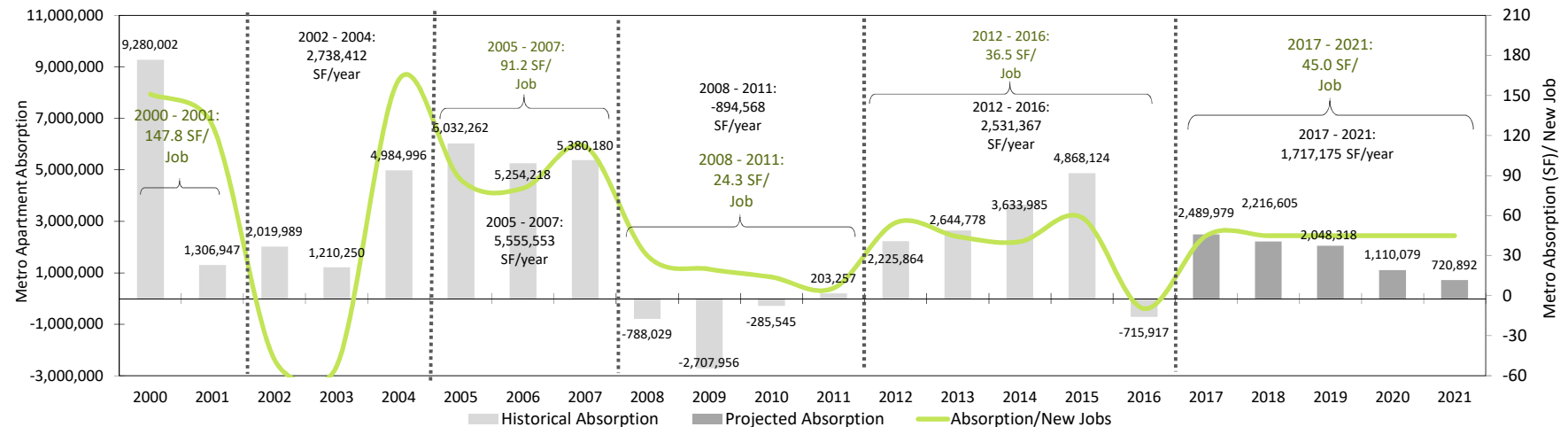
Exhibit 25  
Metro Atlanta Employment Growth and Relationship to Metro Office Absorption

## METRO JOB GROWTH



Atlanta's office market has been quite active since 2000, fueled by strong employment growth; growth increasingly shifting back into interior portions of the Metro. Since 2012, employment growth has been very strong, averaging around 69,000 jobs annually. This pace has been the strongest since the 1990s. Over the next five years, moderating employment growth nationally and regionally will lead to moderating office demand in the metro area. This, in addition to gradual declines in space utilization per employee, will slow apartment absorption relative to paces seen in the early to mid 2000s.

## METRO CLASS A AND B OFFICE ABSORPTION



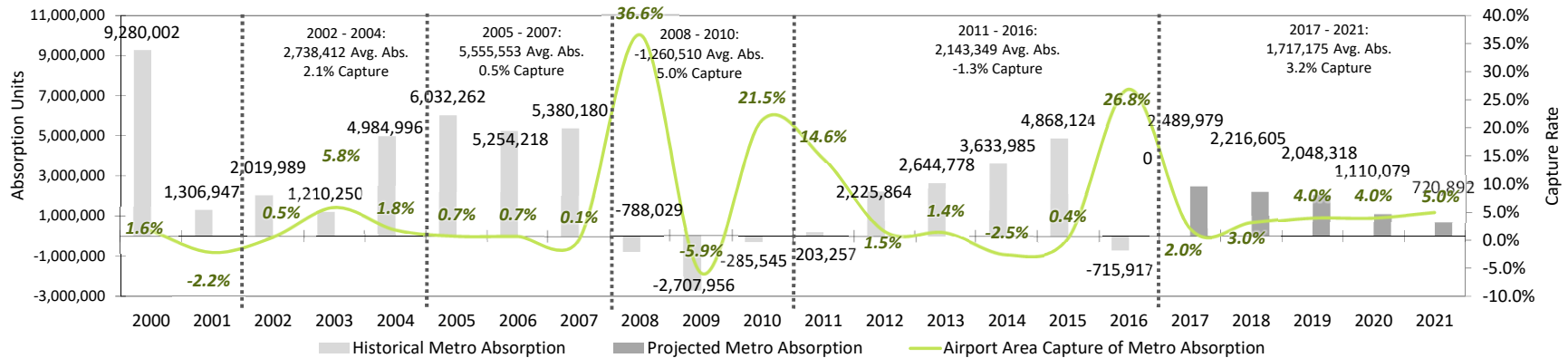
SOURCE: Noell Consulting Group, Costar and Economy.com | Moody's Analytics



# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

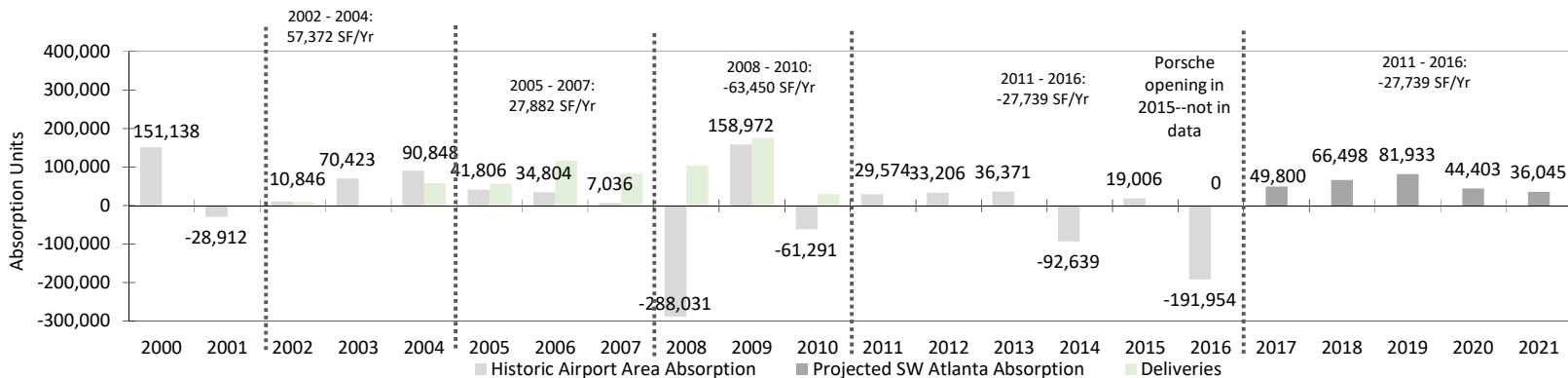
## Exhibit 26 AIRPORT AREA CAPTURE OF METRO ATLANTA OFFICE ABSORPTION

### METRO OFFICE ABSORPTION AND AIRPORT AREA CAPTURE



Historically, the office market surrounding Hartsfield International Airport has performed quite modestly, accounting for less than 1% of the metro area's absorption since 2000. More recent investment, including the Porsche North American Headquarters, new hotels and planned on-site office space at Hartsfield, create the potential for the airport area to gain market share. To this, NCG looked at five major US airports to examine the performance of their airport-related office markets to their larger metro areas and found that, on average, these office markets capture around 3% to 4% of metro demand. Assuming a more aggressive 3% to 4% capture, we estimate demand in the next three to five years will average around 45,000 square feet annually.

### AIRPORT AREA CLASS A&B OFFICE ABSORPTION



SOURCE: Noell Consulting Group and Costar

**CITY OF HAPEVILLE  
UPDATED LCI MARKET ANALYSIS**

Exhibit 27  
Estimated Demand for New Regional-Serving Office Space

	Average '00 - '07	Average '08 - '10	2011	2012	2013	2014	2015	2016	Average '11 - '16	2017	2018	2019	2020	2021	Average '17 - '21	Average '21 - '25
Metro Atlanta Employment Growth	27,543	-60,806	35,458	40,642	59,700	89,758	83,083	73,948	63,765	55,333	49,258	45,518	24,668	16,020	38,159	23,916
Metro Atlanta Office Absorption	4,433,606	-1,260,510	203,257	2,225,864	2,644,778	3,633,985	4,868,124	-715,917	2,143,349	2,489,979	2,216,605	2,048,318	1,110,079	720,892	1,717,175	1,076,202
Absorption per Net New Job	161.0	20.7	5.7	54.8	44.3	40.5	58.6	-9.7	33.6	45.00	45.00	45.00	45.00	45.00	45.0	45.0
Annual Airport Area Absorption	47,249	-63,450	29,574	33,206	36,371	-92,639	19,006	-191,954	-27,739	49,800	66,498	81,933	44,403	36,045	55,736	63,130
Capture of MSA	1.1%	5.0%	14.6%	1.5%	1.4%	-2.5%	0.4%	26.8%	-1.3%	2.0%	3.0%	4.0%	4.0%	5.0%	3.2%	5.9%
<b>Hapeville Capture @ 50%</b>										<b>50%</b>	<b>50%</b>	<b>50%</b>	<b>50%</b>	<b>50%</b>	<b>50%</b>	<b>50%</b>
<b>Hapeville Regional Absorption Potential</b>										<b>24,900</b>	<b>33,249</b>	<b>40,966</b>	<b>22,202</b>	<b>18,022</b>	<b>27,868</b>	<b>31,565</b>
<b>Hapeville Supportable Five-Year Space Absorption</b>															<b>139,339</b>	<b>157,826</b>

**Market Conditions**

Occupied Space	1,900,113	1,941,444	1,932,351	1,755,712	1,745,762	1,588,354	1,638,154	1,704,652	1,786,584	1,830,988	1,867,032
Vacant A/B Space	1,033,532	992,201	1,001,294	1,177,933	1,187,883	1,345,291	1,295,491	1,228,993	1,303,061	1,258,657	1,512,613
Total Space	2,933,645	2,933,645	2,933,645	2,933,645	2,933,645	2,933,645	2,933,645	2,933,645	3,089,645	3,089,645	3,379,645
Vacancy Rate	35.2%	33.8%	34.1%	40.2%	40.5%	45.9%	44.2%	41.9%	42.2%	40.7%	44.8%

**Planned New Space**

Airport Mixed-Use							0	0	156,000	0	290,000
Potential Hapeville MXD-Use Office									156,000		240,000
Future Hapeville Office											

In the coming five years we believe the Airport Area will gain increased office momentum, as new lodging and Hartsfield investment further enhance the attractiveness of the area. Initially, this momentum is likely to be modest (average around 3.2% capture, or around 56,000 SF annually through 2021), but will gain momentum as new space is added at the airport and other potential opportunities emerge in the area. Based on an examination of other airports, we believe a capture closer to 6% of Metro demand is possible in the area, resulting in average absorption rates of around 63,000 SF annually, or up to 600,000 SF through 2025. Of this, we believe the Hapeville study area is well positioned to capture around 50% or more of demand, resulting in a five year demand potential of around 140,000 SF, all likely around the Porsche and Solis facilities on I-75. Overall, we believe the study area could support up to 300,000 SF of space through 2025.

SOURCE: Noell Consulting Gro



**CITY OF HAPEVILLE  
UPDATED LCI MARKET ANALYSIS**

Exhibit 28  
Small Service-Oriented Office & Retail Space Demand, 2016

Industry Code	Industry Code Description	County Firms Less Than 20 Empls	Metrowide SF	Countywide Approx. SF Per Capita	Local Firms Less Than 20 Empls	Approx. SF Per Capita	Potential Unmet Demand	Average Tenant Size	Estimated Tenants	Estimated Demand By SF	Capture, Study Area
<b>Typical Office Users</b>										<b>63,629</b>	<b>8,756</b>
531	Real Estate	5,841	8,329,545	1.50	20	2.00	0	2,000	0	0	0
532	Rental and Leasing Services	910	2,464,810	0.45	9	2.05	0	2,000	0	0	0
523	Securities, Financial Investments	1,726	2,687,080	0.49	0	0.00	8,202	2,000	4	8,202	2,461
524	Insurance Carriers and Related Act.	3,130	5,962,540	1.08	5	0.31	12,929	2,000	6	12,929	3,879
5414	Specialized Design Services	860	1,080,350	0.10	0	0.00	1,649	2,500	1	1,649	0
6115	Technical and Trade Schools	87	308,760	0.06	0	0.00	942	3,500	0	0	0
6116	Other Schools and Instruction	990	2,127,375	0.38	1	0.05	5,718	3,500	2	5,718	0
6211	Office of Physicians	3,758	11,059,715	2.00	6	1.61	6,477	2,000	3	6,477	0
6212	Office of Dentists	2,134	5,026,030	0.91	4	0.43	8,056	2,000	4	8,056	2,417
6213	Office of Other Health Practitioners	2,604	3,549,345	0.64	3	0.44	3,394	2,000	2	3,394	0
6214	Outpatient Care Centers	439	2,186,275	0.39	5	1.34	0	2,000	0	0	0
6215	Medical and Diagnostic Laboratories	194	501,425	0.09	2	0.09	0	2,500	0	0	0
6216	Home Health Care Services	219	1,482,885	0.27	1	0.05	3,751	2,500	2	3,751	0
8122	Death Care Services	196	570,400	0.10	3	0.44	0	2,000	0	0	0
52231	Mortgage and Non Mortgage Loan Brokers	151	197,935	0.04	0	0.00	604	2,000	0	0	0
54111	Offices of Lawyers	3,384	4,957,830	0.22	3	0.14	1,458	2,500	1	1,458	0
54194	Veterinary Services	409	1,987,720	0.36	0	0.00	6,067	2,000	3	6,067	0
541211	Offices of CPAs	1,084	1,580,845	0.14	1	0.05	1,638	2,500	1	1,638	0
541213	Tax Preparation Services	556	1,160,950	0.21	1	0.05	2,769	2,000	1	2,769	0
541380	Testing Laboratories	84	242,265	0.04	0	0.00	739	2,000	0	0	0
541519	Computer Related Services	358	498,325	0.09	0	0.00	1,521	2,000	1	1,521	0
<b>Typical Retail Users</b>										<b>45,888</b>	<b>9,275</b>
5172	Wireless Telecommunication Carriers	189	1,571,724	0.28	1	0.09	3,327	1,500	2	3,327	0
6244	Child Day Care Facilities	791	13,069,770	2.36	4	2.89	0	4,500	0	0	0
8123	Dry Cleaning and Laundry Services	816	2,327,598	0.42	1	0.09	5,635	1,500	4	5,635	1,690
52211	Commercial Banking	1,305	9,431,226	1.70	4	1.08	10,559	2,500	4	10,559	3,168
52212	Savings Institutions	64	341,040	0.06	0	0.00	1,041	2,500	0	0	0
52213	Credit Unions	161	865,536	0.16	5	4.09	0	2,500	0	0	0
71394	Fitness and Other Rec. Centers	432	2,683,044	0.48	1	0.09	6,719	10,000	1	6,719	0
81211	Hair, Nail, and Skin Care Services	1,689	5,305,230	0.96	1	0.09	14,723	1,500	10	14,723	4,417
81219	Other Personal Services	407	1,613,472	0.29	0	0.00	4,925	1,500	3	4,925	0
<b>Total, Office and Retail Users</b>			<b>95,171,045</b>	<b>16.28</b>	<b>81</b>	<b>17.45</b>	<b>112,844</b>		<b>55</b>	<b>109,517</b>	<b>18,031</b>

Given physical constraints in the area, including the freeway network, airport, and rail lines, we believe demand and support for neighborhood-serving office uses will largely emanate from residents of the 30354 ZIP code. Within that ZIP, we estimate there is demand potential for around 18,000 SF of office and service-using space.

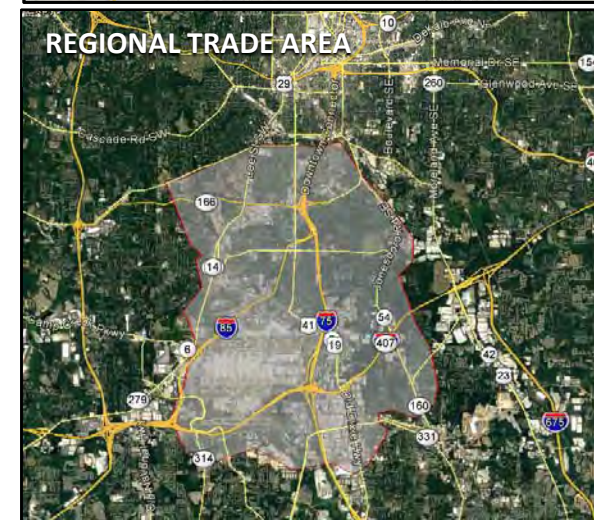
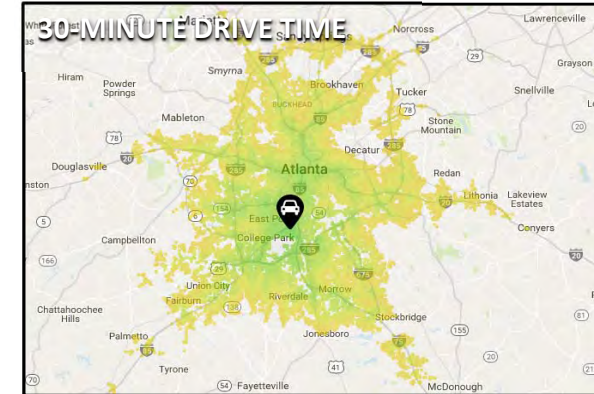
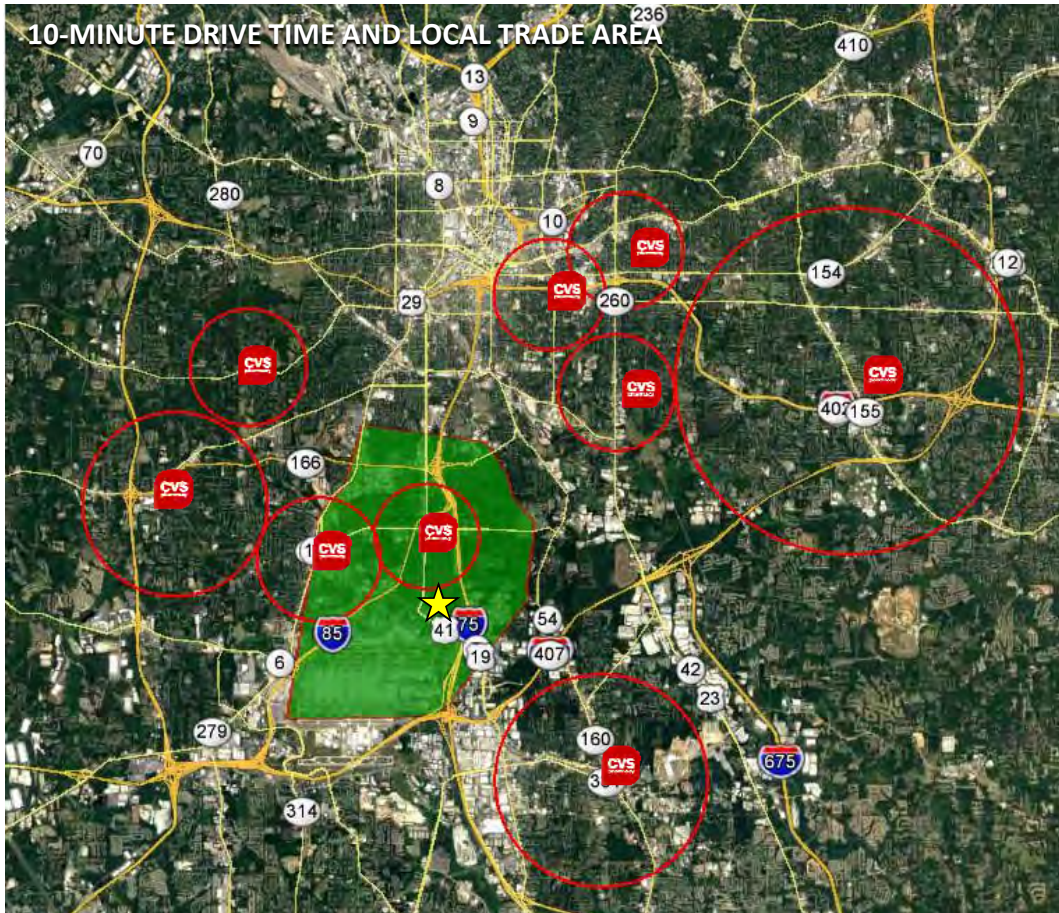




# RETAIL ASSESSMENT

# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 29  
Defining the Trade Area



Chains that are active locally have trade areas that range from one to three miles, as evidenced by the CVS locations shown above. We used a ten minute drive time as a local trade area, shown in green above. This trade area is where the majority of local resident and employee spending will come from.

Because of Hapeville's relative lack of retail options, and the abundance of retail options in nearby, more established, retail cores, we will analyze regional spending within a 15-20 minute drive-time (gray). Yet, while we expect most regional spending to occur within our defined trade area, the nature and character of Atlanta's many retail cores lead to super-regional spending in each of the many inside the perimeter ("ITP") retail cores. To that end, we've included a 30-minute drive-time map to illustrate the variety of options available to Hapeville residents due to the city's excellent super-regional connectivity.

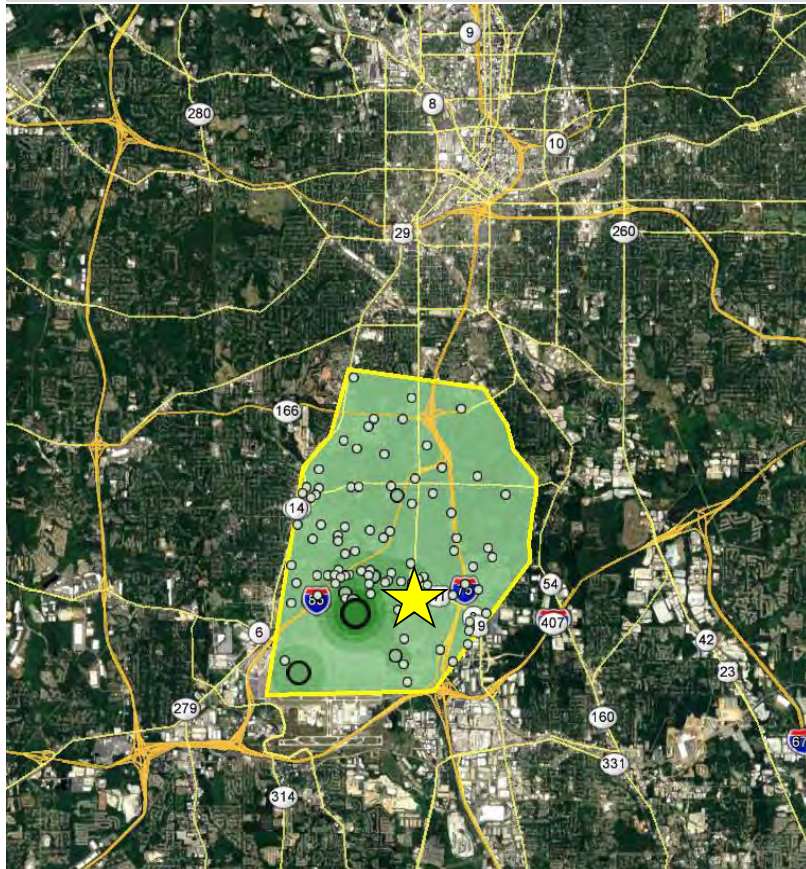
SOURCE: Noell Consulting Group, Trulia.com





Exhibit 30  
Retail Demand Drivers - Nearby Housing and Jobs

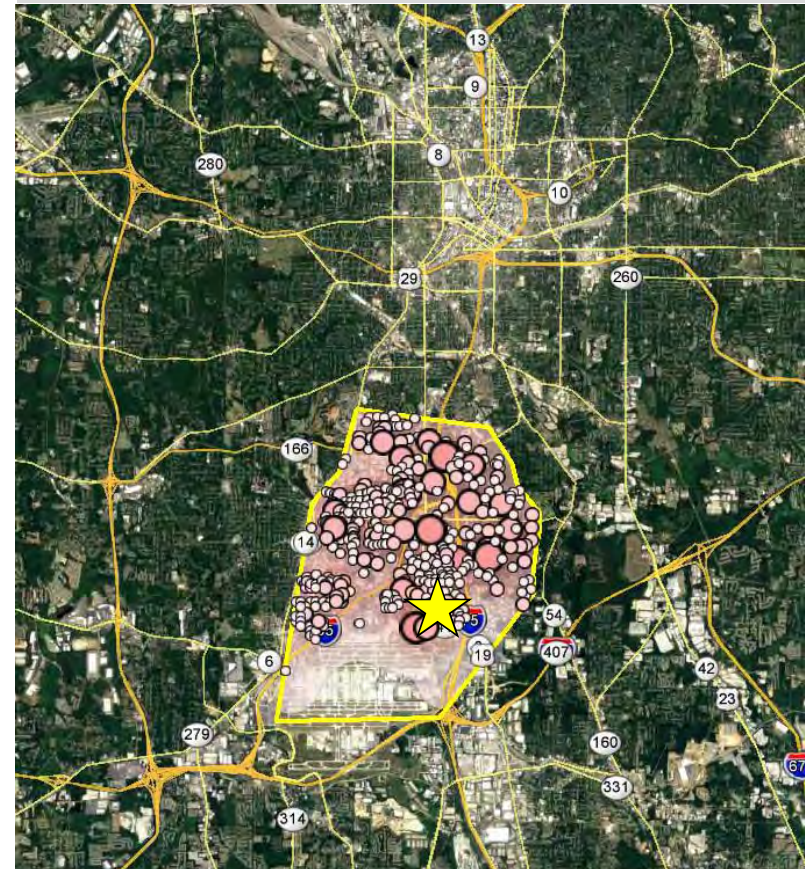
**Density of Employment Near the Subject Site (2014)**



There are 76,120 jobs within the local trade area, with the vast majority of them (63%) related to the airport. 59%, or about 45,000, of these employees make \$40,000 or more annually. These "white collar" employees are the types of people that the study area should be desiring to attract and retain as residents.

SOURCE: Noell Consulting Group, Trulia.com

**Density of Housing Near the Subject Site (2014)**



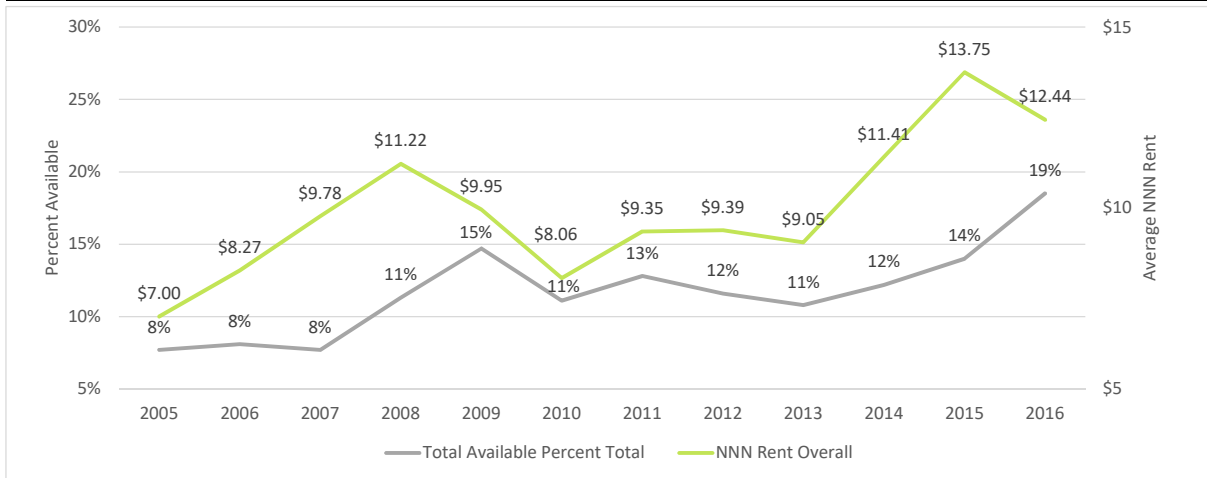
There are 10,343 people living in the local trade area. They are largely middle-aged (57%), African-American (66%), and working class (only 17% have bachelor's degrees or more). The median income is \$37,118, compared to \$46,439 for the City of Atlanta and \$37,646 for East Point.



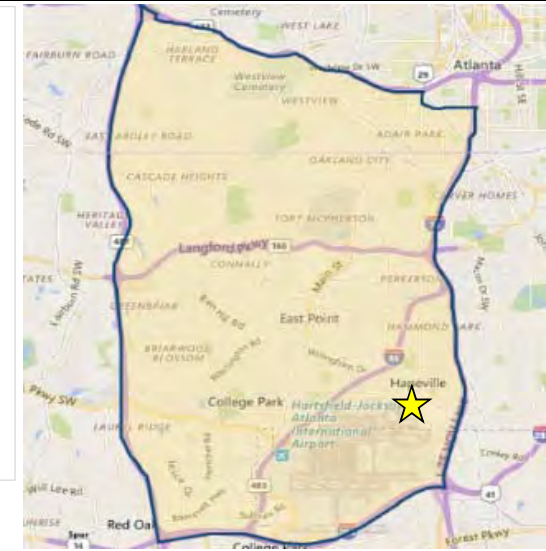
# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 31  
Retail Market Trends

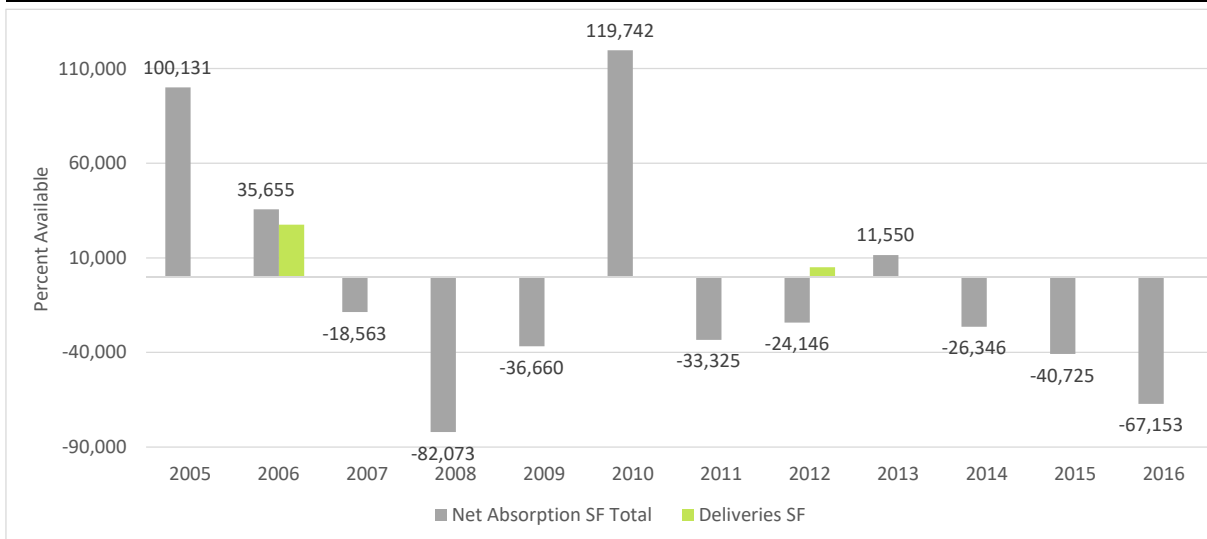
### RETAIL AVAILABILITY AND RENTAL RATE TRENDS - MULTI-TENANT PROPERTIES



### SW ATLANTA COSTAR SUBMARKET



### ABSORPTION AND CONSTRUCTION



The SW Atlanta area, which includes Hapeville, has really struggled since coming out of the last recession, posting negative net absorption for the last three years. This negative absorption has pushed vacancy rates upward to 19% in 2016, with lease rate growth turning negative during the last year.

By comparison, Metro Atlanta's vacancy rate in 2016 stood at 17.9% (slightly lower) and its NNN lease rate stood at \$13.04 (slightly higher). In short, while the area's retail market isn't performing well, it's not necessarily atypical of that of the larger metro area.

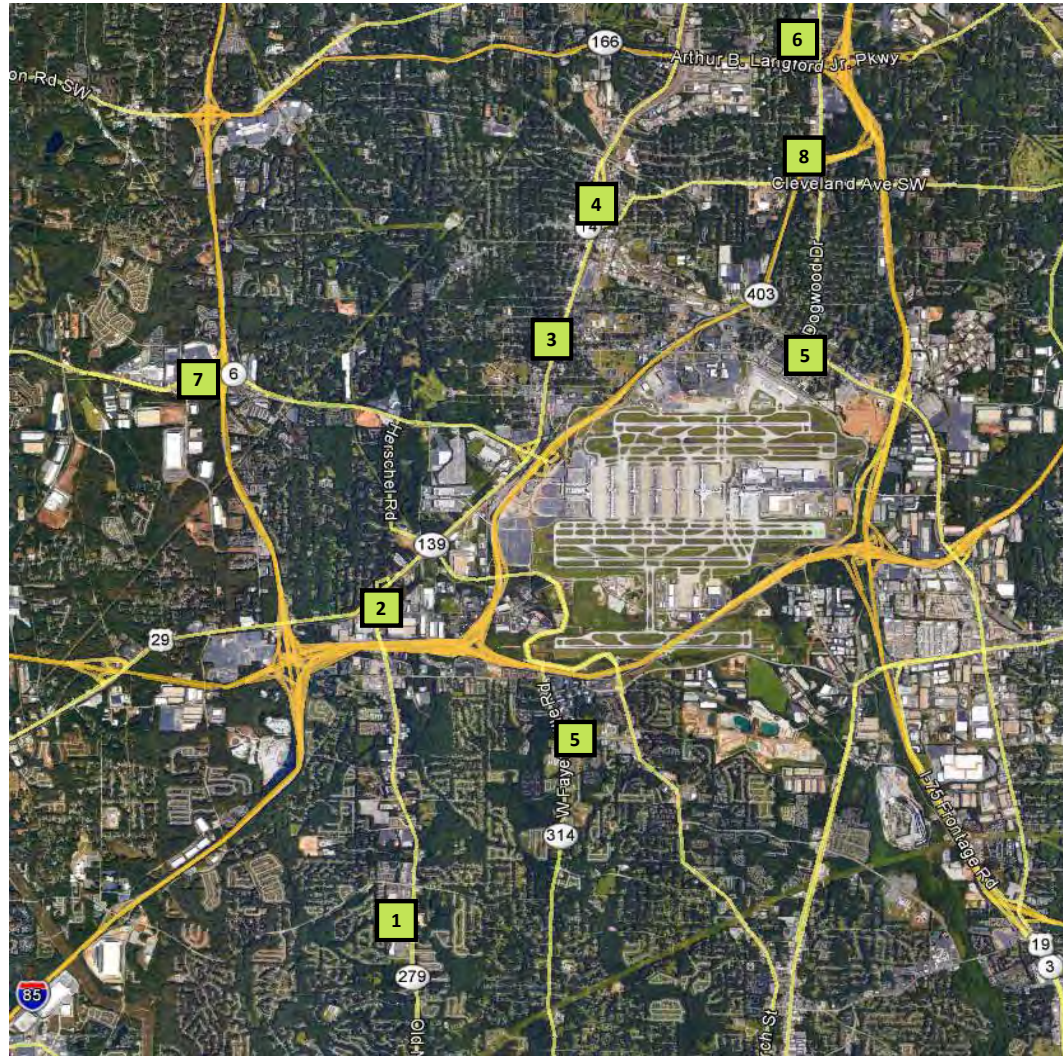
SOURCE: Costar





# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 32  
Map of Select Retail Comparables



SOURCE: Noell Consulting Group

	INSIDE CORRIDOR	SQFT	Leased	\$/SF
1	Old National Marketplace	235,081	84%	\$22.67
2	Hapeville Center	18,879	49%	\$21.67
3	Downtown College Park	N/A	60%	\$19.17
4	Downtown East Point	57,000	100%	\$15.50
5	Downtown Hapeville	CND	CND	\$15.50
6	Crossroads	173,000	72%	\$5.67
7	Camp Creek Marketplace	718,590	98%	\$24.33
8	Kroger City Center	164,637	83%	\$18.00
9	River Station	72,000	98%	\$14.35



# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 33  
Summary of Select Retail in the Greater Hapeville Area

Photo	Center Name	Built	Total Square Feet	Avail. Square Feet	% Leased	Current Lease Rates (NNN)	Current Tenants / Typical Tenants	AADT
	Old National Marketplace	2013	235,081	37,221	84%	\$20.00 - \$24.00	LA Fitness, Marshall's, Burlington Coat Factory, Wal-Mart, Popeye's, American Deli	26,800 on Old National Hwy
	Hapeville Center	2006	18,879	9,700	49%	\$15.00 - \$25.00	Nail salon, coffee and ice cream shop, Landmark Diner, Uniforms store, Hair salon, Smoothie King, Irish Bred Pub	18,010 on Virginia Ave and I-85
	Downtown College Park	N/A	N/A	N/A	60%	\$10.50 - \$23.50	Flower shop, Restaurants (Pecan, Big AJ's), Hair Salons	14,300 at Princeton and Main
	Downtown East Point (the Square)	1900	57,000	0	100%	\$10.00 \$16.00	Tattoo shops, Oz Pizza, Burger restaurants, small yoga practices.	6,820 on East Point Street; 7,110 on Main St.
	Downtown Hapeville	Varies	CND	CND	CND	\$15.50 - \$15.50	Varies significantly, but includes dining and some arts opportunities. Mostly local-serving and drawing off of area employees.	12,200 at N. Central and Sherman; 8,090 at N. Central and Sims; 6,460 at S. Central and Dogwood
	River Station	2008	72,000	1,440	98%	\$12.35 - \$15.35	Wayfield Foods, Suntrust Bank, Metro PCS, Liberty Taxes	15,716 on W. Fayetteville Road
	Crossroads	1969	173,000	47,993	72%	\$3.00 - \$7.00	Family Dollar, Lakewood Supply & Furniture, Nails Unlimited	16,268 on Metropolitan Pkwy, 66,759 on Langford Pkwy
	Camp Creek Marketplace	2003	718,590	11,617	98%	\$15.00 - \$29.00	Lowe's, BJ's Wholesale Club, T.J.Maxx, Ross Dress for Less, Marshalls, Shoe Carnival, Five Below, Party City, Target, Old Navy, Dollar Tree, PetSmart	41,266 on Camp Creek Pkwy, 134,448 on I-285
	Kroger City Center	1968	164,637	27,800	83%	\$14.00 - \$20.00	Kroger anchored, Dollar Tree, Davita Dialysis, H&R Block	24,846 on Cleveland Ave
<b>Inside Summary:</b>			<b>963,590</b>	<b>61,050</b>		<b>\$3.00 - \$29.00</b>		

SOURCE: Noell Consulting Group, LoopNet, CoStar



# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 34  
Estimated Retail Demand from the Local Trade Area Today

Store Type (Excl. General Merch. & Gas)	Demand Potential <sup>1</sup>	Per Capita	% in Non-Regional Ctrs <sup>2</sup>	Sales in Non-Reg Ctrs	% Local Sales <sup>2</sup>	Local Sales in Non-Reg Ctrs	Demand Beyond Local Trade Area <sup>3</sup>	Typical Sales/SF	Est. Sales/SF	Subject Core Capture in SF	Mix By Store Categories
	2016 Population	16,897		Median HH Income		\$27,585					
<b>Furniture and Home Furnishings</b>	\$4,029,435	\$238	100%	\$4,029,435	100%	\$4,029,435	\$4,029,435			21,982	6%
Furniture Stores	\$2,228,763	\$132	100%	\$2,228,763	100%	\$2,228,763	\$2,228,762.62	\$156	\$156	14,287	
Home Furnishing Stores	\$1,800,672	\$107	100%	\$1,800,672	100%	\$1,800,672	\$1,800,672	\$234	\$234	7,695	
<b>Electronics &amp; Appliance Stores</b>	\$3,777,738	\$224	100%	\$3,777,738	100%	\$3,777,738	\$3,777,738	\$370	\$370	10,210	3%
<b>Bldg Mats., Garden Equip &amp; Supply</b>	\$21,281,627	\$1,259	100%	\$21,281,627	100%	\$21,281,627	\$21,281,627	\$324		60,262	16%
Bldg Materials & Supply Stores	\$18,020,095	\$1,066	100%	\$18,020,095	100%	\$18,020,095	\$18,020,095	\$156	\$389	46,324	
Lawn & Garden Equipment	\$3,261,532	\$193	100%	\$3,261,532	100%	\$3,261,532	\$3,261,532	\$234	\$234	13,938	
<b>Food &amp; Beverage Stores</b>	\$30,446,869	\$1,802	100%	\$30,446,869	100%	\$30,446,869	\$30,446,869	\$401		75,841	20%
Grocery Stores	\$23,383,940	\$1,384	100%	\$23,383,940	100%	\$23,383,940	\$23,383,940	\$455	\$455	51,393	
Specialty Food Stores	\$2,489,204	\$147	100%	\$2,489,204	100%	\$2,489,204	\$2,489,204	\$193	\$193	12,897	
Beer, Wine & Liquor Stores	\$4,573,724	\$271	100%	\$4,573,724	100%	\$4,573,724	\$4,573,724	\$396	\$396	11,550	
<b>Health &amp; Personal Care</b>	\$13,601,900	\$805	100%	\$13,601,900	100%	\$13,601,900	\$13,601,900	\$458	\$458	29,698	8%
<b>Clothing &amp; Clothing Accessories</b>	\$10,306,412	\$610	100%	\$10,306,412	100%	\$10,306,412	\$10,306,412			32,612	9%
Clothing Stores	\$5,677,984	\$336	100%	\$5,677,984	100%	\$5,677,984	\$5,677,984	\$287	\$287	19,784	
Shoe Stores	\$964,271	\$57	100%	\$964,271	100%	\$964,271	\$964,271	\$205	\$205	4,704	
Jewelry, Luggage & Leather Goods	\$3,664,157	\$217	100%	\$3,664,157	100%	\$3,664,157	\$3,664,157	\$451	\$451	8,125	
<b>Sporting Gds, Hobby, Book &amp; Music</b>	\$3,815,720	\$226	100%	\$3,815,720	100%	\$3,815,720	\$3,815,720			19,503	5%
Sporting Goods, Hobby, Musical Inst	\$3,309,453	\$196	100%	\$3,309,453	100%	\$3,309,453	\$3,309,453	\$195	\$195	16,972	
Book & Music Stores	\$506,268	\$30	100%	\$506,268	100%	\$506,268	\$506,268	\$200	\$200	2,531	
<b>General Merchandise Stores</b>	\$27,157,278	\$1,607	100%	\$27,157,278	100%	\$27,157,278	\$27,157,278	\$200	\$200	135,786	35%
<b>Miscellaneous Store Retailers</b>	\$6,336,396	\$375	100%	\$6,336,396	100%	\$6,336,396	\$6,336,396			35,814	9%
Florists	\$207,378	\$12	100%	\$207,378	100%	\$207,378	\$207,378	\$226	\$226	918	
Office Supplies, Stationery & Gifts	\$3,019,973	\$179	100%	\$3,019,973	100%	\$3,019,973	\$3,019,973	\$202	\$202	14,950	
Used Merchandise Stores	\$455,225	\$27	100%	\$455,225	100%	\$455,225	\$455,225	\$202	\$202	2,254	
Other Miscellaneous Store Retailers	\$2,653,820	\$157	100%	\$2,653,820	100%	\$2,653,820	\$2,653,820	\$150	\$150	17,692	
<b>Food Service &amp; Drinking Places</b>	\$23,574,247	\$1,395	100%	\$23,574,247	100%	\$23,574,247	\$23,574,247		\$243	97,160	25%
Full-Service Restaurants	\$10,584,998	\$626	100%	\$10,584,998	100%	\$10,584,998	\$10,584,998	\$308	\$308	34,367	
Limited-Service Eating Places	\$9,419,846	\$557	100%	\$9,419,846	100%	\$9,419,846	\$9,419,846	\$199	\$199	47,336	
Special Food Services	\$2,613,335	\$155	100%	\$2,613,335	100%	\$2,613,335	\$2,613,335	\$200	\$200	13,067	
Drinking Places	\$956,067	\$57	100%	\$956,067	100%	\$956,067	\$956,067	\$400	\$400	2,390	
<b>TOTAL</b>	<b>\$144,327,622</b>	<b>\$8,542</b>	<b>100%</b>	<b>\$144,327,622</b>	<b>100%</b>	<b>\$117,170,344</b>	<b>\$117,170,344</b>			<b>383,082</b>	

NCG examined retail demand potential from a number of sources in the identified local and regional area. Upon further analysis, however, it was determined that retail offerings within the airport were significantly skewing existing supply and, thus, no accurate estimation of net demand could be determined (particularly for dining). We therefore examined retail demand potential from a slightly tighter area and utilized ZIP Code 30354 for our analysis. As can be seen above, gross demand in the area supports around 384,000 SF of retail space today, with more than one-third being for general merchandise (e.g. Walmart, Target, Dollar General), 25% being for dining, and 20% being for groceries and food at home.

1 Based on data obtained from Claritas.

2 Estimates via NCG based on ICSC data. Excludes shopping at local establishments outside the area while on destination trips/vacations/near workplace.

SOURCE: Noell Consulting Group, Claritas, Inc.





**CITY OF HAPEVILLE  
UPDATED LCI MARKET ANALYSIS**

Exhibit 35

Estimated Retail Demand from the New Population Growth in the 30354 ZIP Code, 2016 - 2021

Store Type (Excl. General Merch. & Gas)	Demand Potential <sup>1</sup>	Per Capita	% in Non-Regional Ctrs <sup>2</sup>	Sales in Non-Reg Ctrs	% Local Sales <sup>2</sup>	Local Sales in Non-Reg Ctrs	Est. Sales/SF	Capture Rate of Subject Core <sup>3</sup>	Subject Core Capture in SF	Mix By Store Categories
2016-2021 Population Growth:		1,097		Median HH Income		\$29,733				
<b>Furniture and Home Furnishings</b>	\$281,973	\$257	100%	\$281,973	100%	\$281,973			1,538	6%
Furniture Stores	\$155,965	\$142	100%	\$155,965	100%	\$155,965	\$156	100%	1,000	
Home Furnishing Stores	\$126,008	\$115	100%	\$126,008	100%	\$126,008	\$234	100%	538	
<b>Electronics &amp; Appliance Stores</b>	\$264,359	\$241	100%	\$264,359	100%	\$264,359	\$370	100%	714	3%
<b>Bldg Mats., Garden Equip &amp; Supply</b>	\$1,489,250	\$1,358	30%	\$1,489,250	100%	\$1,489,250			4,217	16%
Bldg Materials & Supply Stores	\$1,261,014	\$1,150	100%	\$1,261,014	100%	\$1,261,014	\$389	100%	3,242	
Lawn & Garden Equipment	\$228,236	\$208	100%	\$228,236	100%	\$228,236	\$234	100%	975	
<b>Food &amp; Beverage Stores</b>	\$2,130,617	\$1,942	100%	\$2,130,617	100%	\$2,130,617			5,385	20%
Grocery Stores	\$1,399,882	\$1,276	100%	\$1,399,882	100%	\$1,399,882	\$455	100%	3,077	
Specialty Food Stores	\$174,190	\$159	100%	\$174,190	100%	\$174,190	\$193	100%	903	
Beer, Wine & Liquor Stores	\$556,545	\$507	100%	\$556,545	100%	\$556,545	\$396	100%	1,405	
<b>Health &amp; Personal Care</b>	\$951,836	\$868	100%	\$951,836	100%	\$951,836	\$458	100%	2,078	8%
<b>Clothing &amp; Clothing Accessories</b>	\$721,224	\$657	100%	\$721,224	100%	\$721,224			2,282	8%
Clothing Stores	\$397,335	\$362	100%	\$397,335	100%	\$397,335	\$287	100%	1,384	
Shoe Stores	\$67,478	\$62	100%	\$67,478	100%	\$67,478	\$205	100%	329	
Jewelry, Luggage & Leather Goods	\$256,411	\$234	100%	\$256,411	100%	\$256,411	\$451	100%	569	
<b>Sporting Gds, Hobby, Book &amp; Music</b>	\$267,017	\$243	100%	\$267,017	100%	\$267,017			1,365	5%
Sporting Goods, Hobby, Musical Inst	\$231,590	\$211	100%	\$231,590	100%	\$231,590	\$195	100%	1,188	
Book & Music Stores	\$35,428	\$32	100%	\$35,428	100%	\$35,428	\$200	100%	177	
<b>General Merchandise Stores</b>	\$1,900,417	\$1,732	100%	\$0	100%	\$0	\$200	100%	0	
<b>Miscellaneous Store Retailers</b>	\$443,410	\$404	100%	\$443,410	100%	\$443,410			2,506	9%
Florists	\$14,512	\$13	100%	\$14,512	100%	\$14,512	\$226	100%	64	
Office Supplies, Stationery & Gifts	\$211,332	\$193	100%	\$211,332	100%	\$211,332	\$202	100%	1,046	
Used Merchandise Stores	\$31,856	\$29	100%	\$31,856	100%	\$31,856	\$202	100%	158	
Other Miscellaneous Store Retailers	\$185,710	\$169	100%	\$185,710	100%	\$185,710	\$150	100%	1,238	
<b>Food Service &amp; Drinking Places</b>	\$1,649,683	\$1,504	100%	\$1,649,683	100%	\$1,649,683			6,799	25%
Full-Service Restaurants	\$740,719	\$675	100%	\$740,719	100%	\$740,719	\$308	100%	2,405	
Limited-Service Eating Places	\$659,184	\$601	100%	\$659,184	100%	\$659,184	\$199	100%	3,312	
Special Food Services	\$182,876	\$167	100%	\$182,876	100%	\$182,876	\$200	100%	914	
Drinking Places	\$66,904	\$61	100%	\$66,904	100%	\$66,904	\$400	100%	167	
<b>TOTAL</b>	<b>\$10,099,787</b>	<b>\$9,207</b>	<b>81%</b>	<b>\$8,199,370</b>	<b>100%</b>	<b>\$8,199,370</b>			<b>26,885</b>	

1 Based on data obtained from Claritas.

2 Estimates via NCG based on ICSC data. Excludes shopping at local establishments outside the area while on destination trips/vacations/near workplace.

3 Based on a fair share capture analysis of competing cores within local trade area.

SOURCE: Noell Consulting Group, Claritas, Inc.





# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

## Exhibit 36 Estimated Retail Demand from Additional Non-Local Sources

### Hotel Guests within Walking Distance

Store Type (Excl. General Merch. & Gas)	Demand Potential <sup>1</sup>	Per Capita Per Day	Dest. Sales in Non-Reg Ctrs	Est. Sales/ SF	Capture Rate of Core <sup>3</sup>	Local Capture
		533,587	annual room nights			
Grocery Stores	\$4,379,839	\$8	\$4,379,839	\$455	25%	2,407
Specialty Food Stores	\$527,317	\$1	\$527,317	\$193	25%	683
Health & Personal Care	\$3,266,440	\$6	\$3,266,440	\$458	25%	1,783
Office Supplies, Stationery & Gifts	\$908,546	\$2	\$908,546	\$202	25%	1,124
Full-Service Restaurants	\$7,479,389	\$14	\$7,479,389	\$308	25%	6,071
Limited-Service Eating Places	\$6,363,753	\$12	\$6,363,753	\$199	25%	7,995
Drinking Places	\$649,069	\$1	\$649,069	\$200	25%	811
<b>TOTAL</b>	<b>\$23,574,354</b>	<b>\$44</b>	<b>\$23,574,354</b>	<b>\$2,015</b>		<b>20,874</b>

In addition to local resident demand, NCG factored in demand potential from hotels proximate to Hapeville as well as area employees outside of the airport (with the airport food and retail offerings largely satisfying this group's demand needs). From this we estimate around 20,875 SF of demand from hotel guests and 13,350 SF of demand from area employees. The large majority of this demand is for dining (full-service and limited-service).

### TOTAL

### Employees within Local Trade Area

Store Type (Excl. General Merch. & Gas)	Demand Potential <sup>1</sup>	Per Capita	% Sales To/From or While at Work <sup>2</sup>	Est. Sales Near Work	Est. Sales/ SF	Capture Rate of Core <sup>4</sup>	Local Capture
		28,164	*Local Employees, working in within local trade area, assumes avg. salary \$40k per Census				
Grocery Stores	\$49,096,857	\$1,743	11%	\$5,400,654	\$455	25%	2,967
Specialty Food Stores	\$6,117,619	\$217	5%	\$305,881	\$193	25%	396
Health & Personal Care	\$32,938,871	\$1,170	13%	\$4,282,053	\$458	25%	2,337
Florists	\$502,346	\$18	5%	\$25,117	\$226	25%	28
Office Supplies, Stationery & Gifts	\$7,384,591	\$262	5%	\$369,230	\$202	25%	457
Full-Service Restaurants	\$25,735,697	\$914	13%	\$3,345,641	\$308	25%	2,716
Limited-Service Eating Places	\$22,928,370	\$814	15%	\$3,439,255	\$199	25%	4,321
Drinking Places	\$2,327,739	\$83	5%	\$116,387	\$200	25%	145
<b>TOTAL</b>	<b>\$147,032,090</b>	<b>\$5,220</b>		<b>\$17,284,218</b>	<b>\$2,241</b>		<b>13,368</b>

1. Based on data obtained from Claritas.
2. Estimates via NCG based on ICSC data.
3. Assumes the subject site can capture 50% of venue-related dining due to its proximity to the venue.
4. Assumes study area is one of two primary retail cores for shopping/dining/drinking among local employees within local trade area.

SOURCE: Noell Consulting Group, ICSC, Claritas



# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

## Exhibit 37

### Summary of Estimated Retail Demand (By Source) and Supply By Store Type in ZIP 30354

Store Type (Excl. General Merch. & Gas)	Existing Pop. in Local Trade Area	New Pop. Growth in LTA (2020)	Weekend Shopping and Dining	Hotel/Travelers	Employees in 5 Min Drive	Combined Demand From All Sources	Estimated Existing and Planned Supply	Net Excess Demand	Store Types with Positive Demand	Notes	Capture Rate	Hapeville Potential Capture
<b>Furniture and Home Furnishings</b>	21,982	1,538	0	0	0	23,520	0	23,520	23,520			2,717
Furniture Stores	14,287	1,000	0	0	0	15,287	0	15,287	15,287	Rooms to Go may negate	0%	0
Home Furnishing Stores	7,695	538	0	0	0	8,234	0	8,234	8,234	Potential opportunity	33%	2,717
<b>Electronics &amp; Appliance Stores</b>	10,210	714	0	0	0	10,925	0	10,925	10,925	Challenging, but possible	0%	0
<b>Bldg Mats., Garden Equip &amp; Supply</b>	60,262	4,217	0	0	0	64,479	135,000	-70,521	14,914			4,921
Bldg Materials & Supply Stores	46,324	3,242	0	0	0	49,566	135,000	-85,434	0	Satisfied by Home Depot	0%	0
Lawn & Garden Equipment	13,938	975	0	0	0	14,914	0	14,914	14,914	Potential land use	33%	4,921
<b>Food &amp; Beverage Stores</b>	75,841	5,385	0	3,090	0	84,315	21,000	63,315	66,678			3,470
Grocery Stores	51,393	3,077	0	2,407	2,967	59,844	13,500	46,344	46,344	Kroger just outside of area	0%	0
Specialty Food Stores	12,897	903	0	683	396	14,879	1,000	13,879	13,879	Potential opportunity	25%	3,470
Beer, Wine & Liquor Stores	11,550	1,405	0	0	0	12,955	6,500	6,455	6,455	Likely not desired	0%	0
<b>Health &amp; Personal Care</b>	29,698	2,078	0	1,783	2,337	35,897	8,500	27,397	27,397	Potential opportunity	33%	9,041
<b>Clothing &amp; Clothing Accessories</b>	32,612	2,282	0	0	0	34,894	6,750	28,144	28,144			6,419
Clothing Stores	19,784	1,384	0	0	0	21,168	6,750	14,418	14,418	Challenging land use	33%	4,758
Shoe Stores	4,704	329	0	0	0	5,033	0	5,033	5,033	Possible, but tough	33%	1,661
Jewelry, Luggage & Leather Goods	8,125	569	0	0	0	8,693	0	8,693	8,693	Not recommended	0%	0
<b>Sporting Gds, Hobby, Book &amp; Music</b>	19,503	1,365	0	0	0	20,868	0	20,868	20,868			0
Sporting Goods, Hobby, Musical In:	16,972	1,188	0	0	0	18,159	0	18,159	18,159	Challenging for study area	0%	0
Book & Music Stores	2,531	177	0	0	0	2,708	0	2,708	2,708	Not recommended	0%	0
<b>General Merchandise Stores</b>	135,786	0	0	0	0	135,786	29,000	106,786	106,786	Walmart nearby	0%	0
<b>Miscellaneous Store Retailers</b>	35,814	2,506	0	1,124	485	39,929	5,250	34,679	35,518		33%	11,071
Florists	918	64	0	0	28	1,010	0	1,010	1,010	Potential opportunity	100%	1,010
Office Supplies, Stationery & Gifts	14,950	1,046	0	1,124	457	17,578	1,000	16,578	16,578	Challenging	25%	4,144
Used Merchandise Stores	2,254	158	0	0	0	2,411	3,250	-839			0%	0
Other Miscellaneous Store Retailer:	17,692	1,238	0	0	0	18,930	1,000	17,930	17,930	Potential opportunity	33%	5,917
<b>Food Service &amp; Drinking Places</b>	97,160	6,799	0	14,877	7,182	126,017	139,837	-13,820	22,899			9,460
Full-Service Restaurants	34,367	2,405	0	6,071	2,716	45,558	36,225	9,333	9,333	Possible for 1 or 2	50%	4,667
Limited-Service Eating Places	47,336	3,312	0	7,995	4,321	62,964	49,812	13,152	13,152	Potential opportunity	33%	4,380
Special Food Services	13,067	914	0	0	0	13,981	50,700	-36,719			0%	0
Drinking Places	2,390	167	0	811	145	3,514	3,100	414	414	Potential opportunity	100%	414
<b>TOTAL</b>	<b>383,082</b>	<b>26,885</b>	<b>0</b>	<b>20,874</b>	<b>10,004</b>	<b>576,631</b>	<b>345,337</b>	<b>231,294</b>	<b>357,649</b>			<b>47,100</b>

SOURCE: Noell Consulting Group, Claritas, Inc.



# LODGING ASSESSMENT

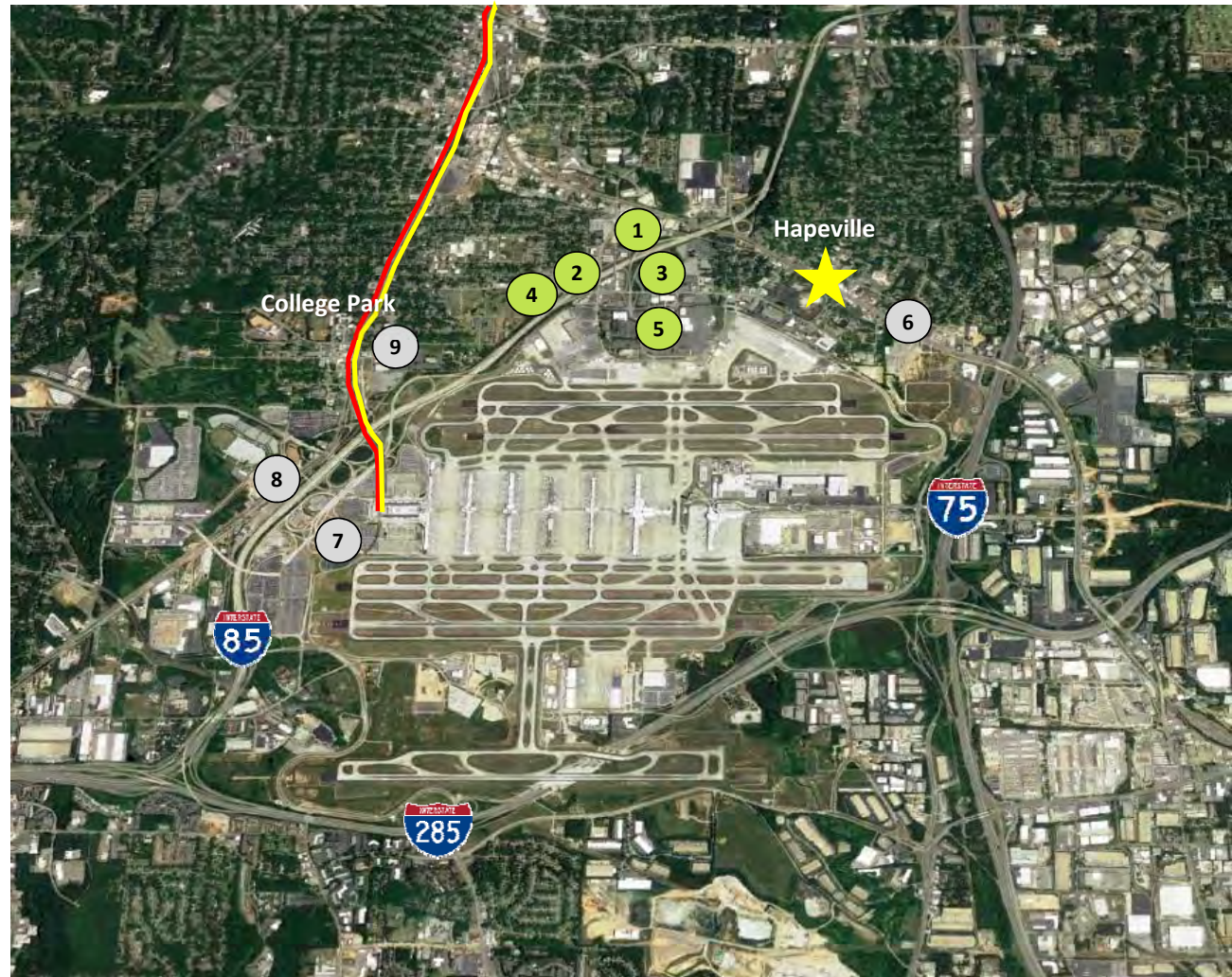
# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

## Exhibit 38 Subject Site Context--Lodging

The Hapeville study area is near to the collections of existing hotels along Virginia Ave just north of the airport. Planned and hotels under construction are scattered around the airport near downtown College Park and the Porsche American Headquarters.

As the study area enjoys close proximity to I-85, I-75, and I-285, in addition to the airport, we believe it will be attractive for further lodging development.

Key Competitive Hotels		Keys
1	DoubleTree	220
2	Crowne Plaza	378
3	Hilton Atlanta	507
4	Holiday Inn & Suites	330
5	Renaissance Concourse	387
Planned & U/C Hotels		Keys
6	Solis Hotel	214
7	InterContinental Hotel	440
8	Renaissance Gateway	204
9	Aloft Hotel	136



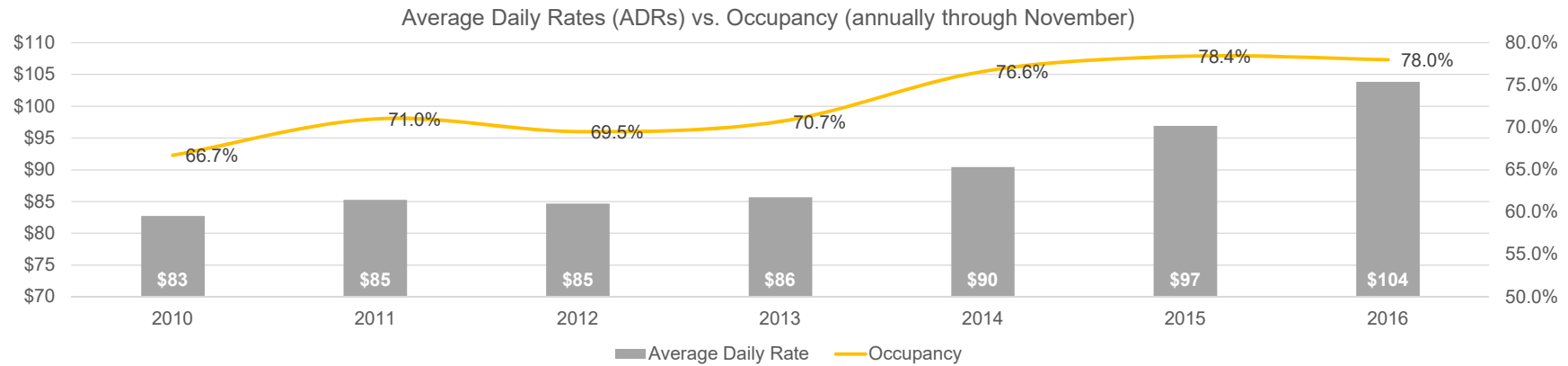
SOURCE: Noell Consulting Group



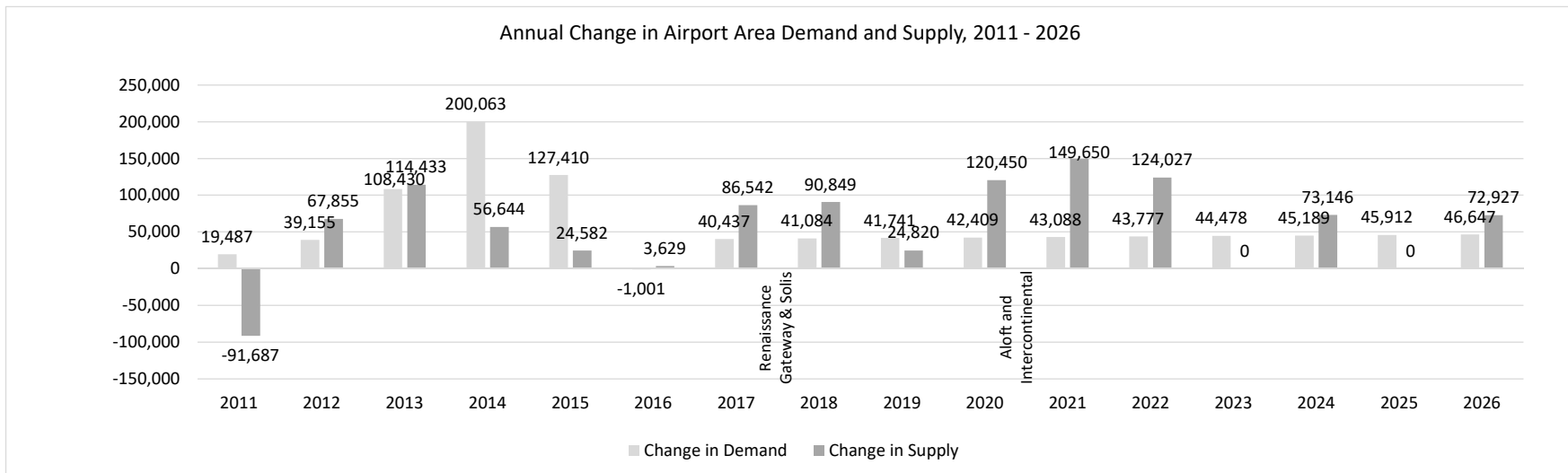


# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 39  
Key Lodging Trends in the Hapeville Area, 2010 - 2016 (thru November)



The Airport Area lodging market has shown strong improvement over the past five years, posting improving occupancy rates (now up to 78%) as well as ADRs (Average Daily Rate—the average rate per room per night, whether it is occupied or not). Lodging markets above 70% or so are considered healthy and these occupancy levels indicate the market can indeed handle more hotel rooms. To this, nearly 1,000 rooms are under construction and/or planned in the near-term, including the Solis Hotel in Aerotropolis and the Intercontinental being built on the airport property itself.



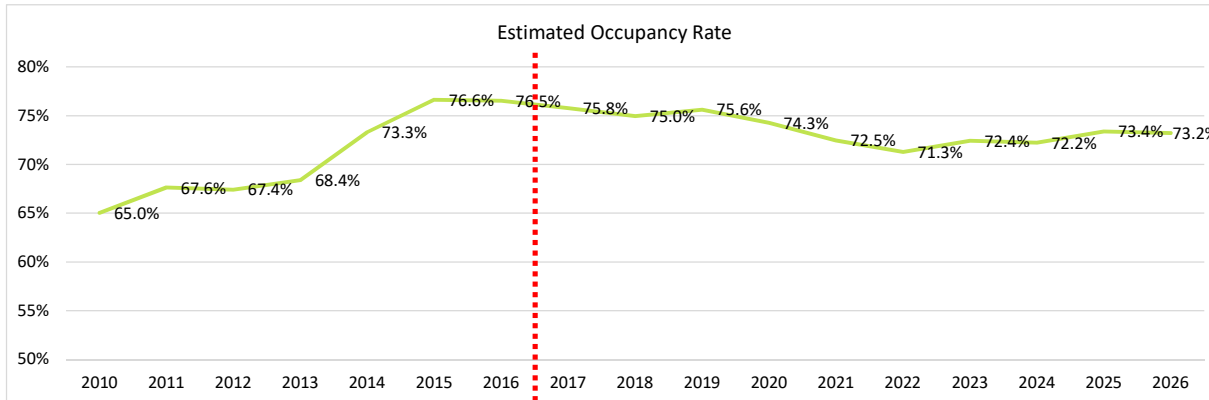
SOURCE: Noell Consulting Group based on data obtained from Smith Travel Research



# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

## Exhibit 40 Hapeville-Area Lodging Demand Analysis, 2010 - 2025

	2010	2011	2012	2013	2014	2015	2016	Avg 2010-2016	2017	2018	2019	2020	2021	2026
Hartsfield Enplanements	43,130,585	44,414,121	45,798,928	45,308,407	46,604,273	49,340,732	53,430,000	46,861,007	54,519,972	55,632,179	56,767,076	57,925,124	59,106,797	66,548,337
Airport Area Room Nights Supported	2,033,765	2,053,252	2,092,407	2,200,837	2,400,900	2,528,310	2,527,309	2,262,397	2,567,746	2,608,830	2,650,571	2,692,980	2,736,068	2,962,071
Enplanements per Room Night Supported	21.2	21.6	21.9	20.6	19.4	19.5	21.1	20.7						
Growth in Room Night Demand		19,487	39,155	108,430	200,063	127,410	(1,001)	82,257	40,437	41,084	41,741	42,409	43,088	46,647
Existing Room Night Supply	3,127,324	3,035,637	3,103,492	3,217,925	3,274,569	3,299,151	3,302,780		Additional Room Nights from Planned Deliveries					
Planned Additions to Competitive Supply														
Renaissance Atlanta Airport Gateway	204 rooms								67,014	74,460	74,460	74,460	74,460	74,460
Solis Hotel (Aerotropolis)	214 rooms								19,528	78,110	78,110	78,110	78,110	78,110
aloft Hotel	136 rooms									24,820	49,640	49,640	49,640	49,640
Intercontinental Hotel	440 rooms											120,450	160,600	160,600
Porsche Hotel, Ph II	300 rooms												109,500	109,500
Potential O'Brien Site	140 rooms													51,100
Jacoby Hotel Sites	600 rooms													219,000
Expected Room Night Supply									3,389,322	3,480,170	3,504,990	3,625,440	3,775,090	4,045,190
Occupancy Rate	65.0%	67.6%	67.4%	68.4%	73.3%	76.6%	76.5%		75.8%	75.0%	75.6%	74.3%	72.5%	73.2%
Additional Supportable Rooms @ 70% Occupancy					425	857	843		764	676	771	607	366	511



Based on growth projections from the FAA for Hartsfield Jackson Int'l Airport (measured in enplanements), and historic relationships between airport traffic and lodging demand, we estimate that, even when factoring in the 2,000 lodging rooms already under construction or planned in the near-term, the market still has a capacity to absorb an additional 511 rooms over the next decade and still maintain a solid occupancy rate.

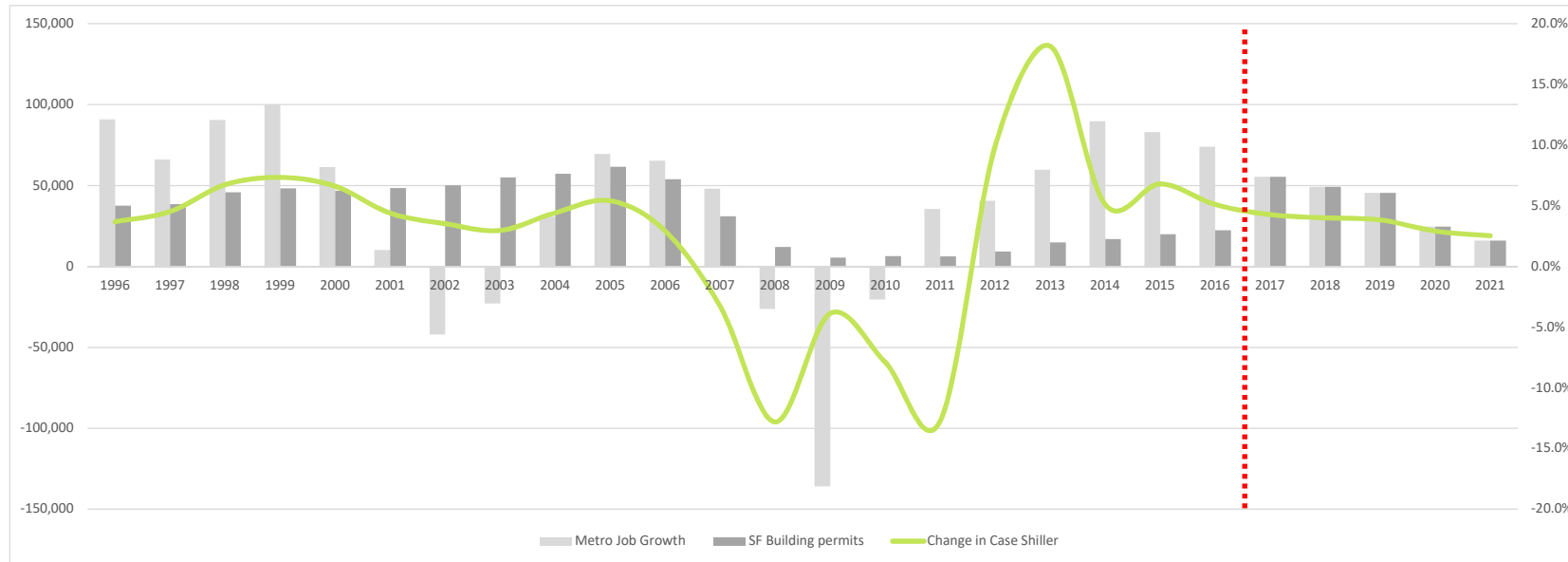
Given the study area's location and visibility, and the presence of Porsche and other potential office uses, the study area should be capable of attracting more than one hotel in the coming decade and beyond.

SOURCE: Noell Consulting Group based on data obtained from Smith Travel Research and the FAA

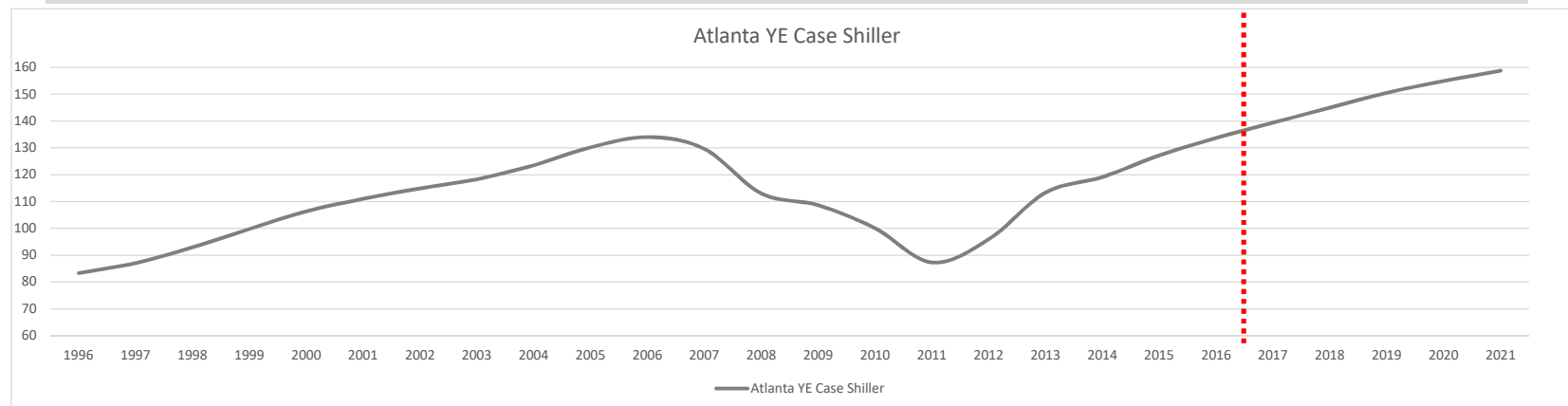


# FOR SALE RESIDENTIAL MARKET ANALYSIS

**Exhibit 41  
Historical Home Price Trends - Case Shiller**



We expect the Atlanta metro home prices to see stable growth through 2021 due to high levels of job growth and lower than historic levels of supply, with forecast employment growth and resulting home price growth moderating with the national economy toward the end of the forecast window.



SOURCE: Noell Consulting Group, US Census Building Permits Survey, Moody's/Economy.com

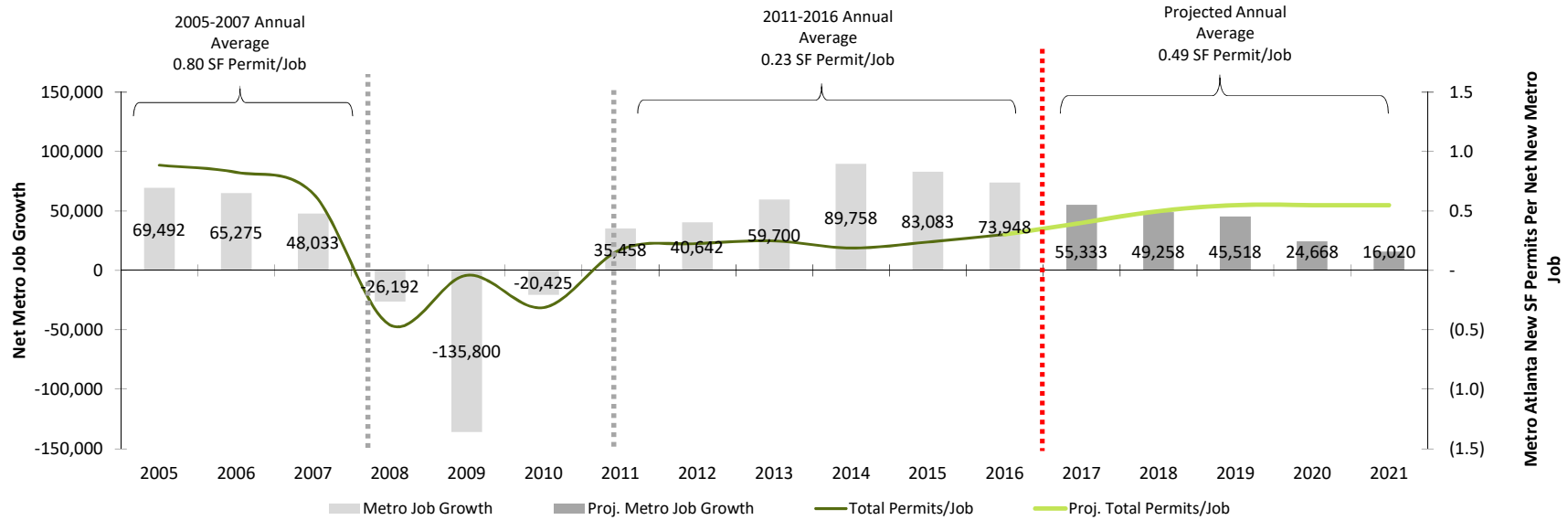




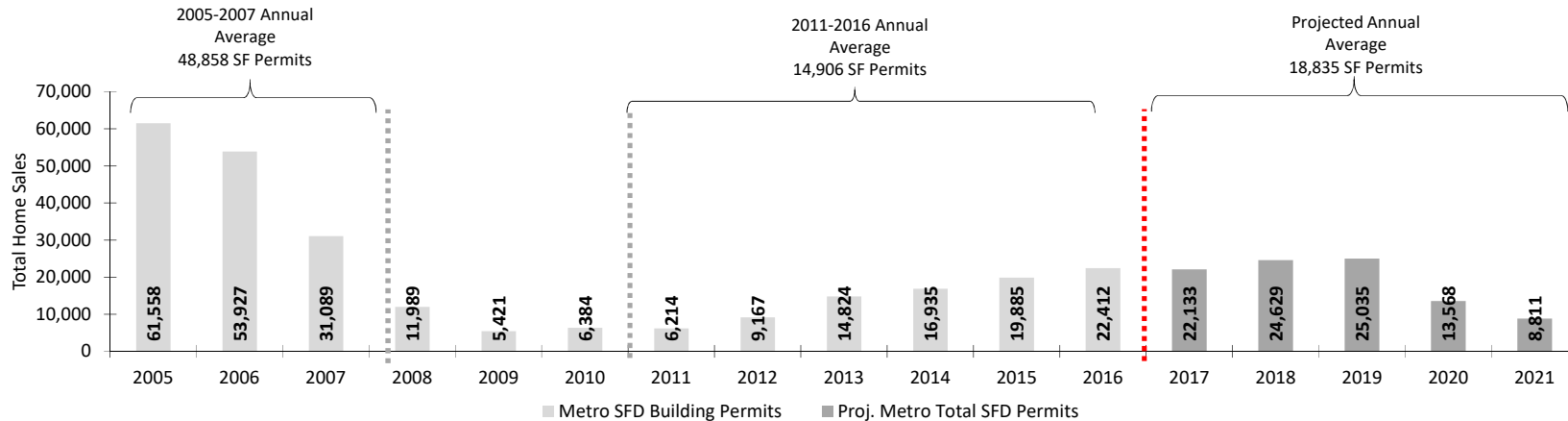
# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 42  
Historical and Projected Metro Atlanta Job Growth to Home Sales

## METRO ATLANTA JOB GROWTH AND NEW SINGLE FAMILY PERMITS/NET NEW JOB



## METRO ATLANTA ATTACHED/DETACHED HOME SALES & ATTACHED/DETACHED RATIO

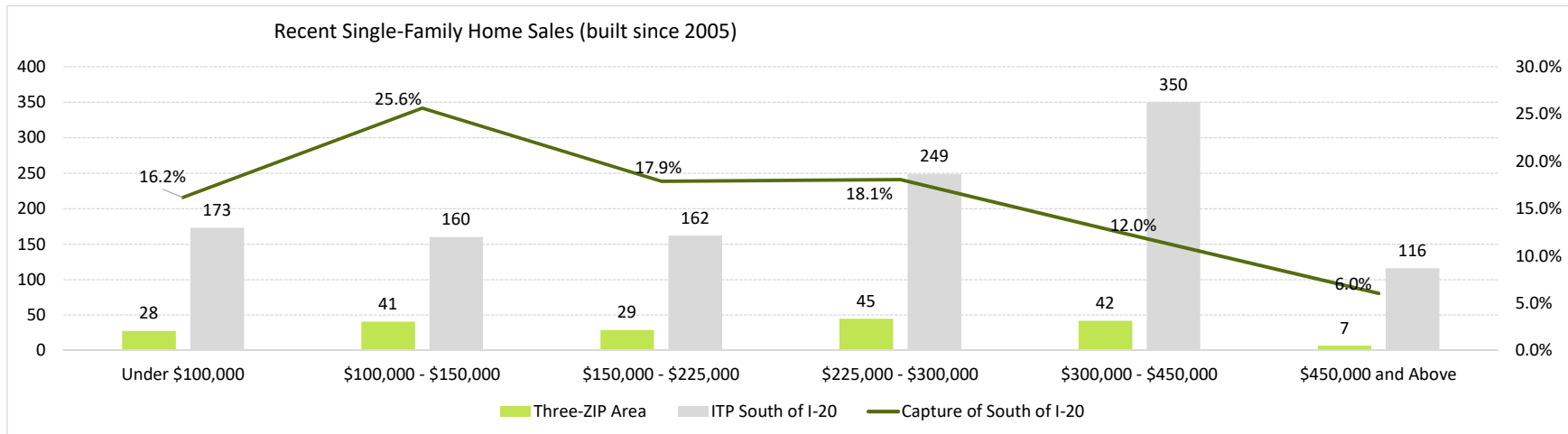


SOURCE: Noell Consulting Group, US Census Building Permits Survey, Moody's/Economy.com

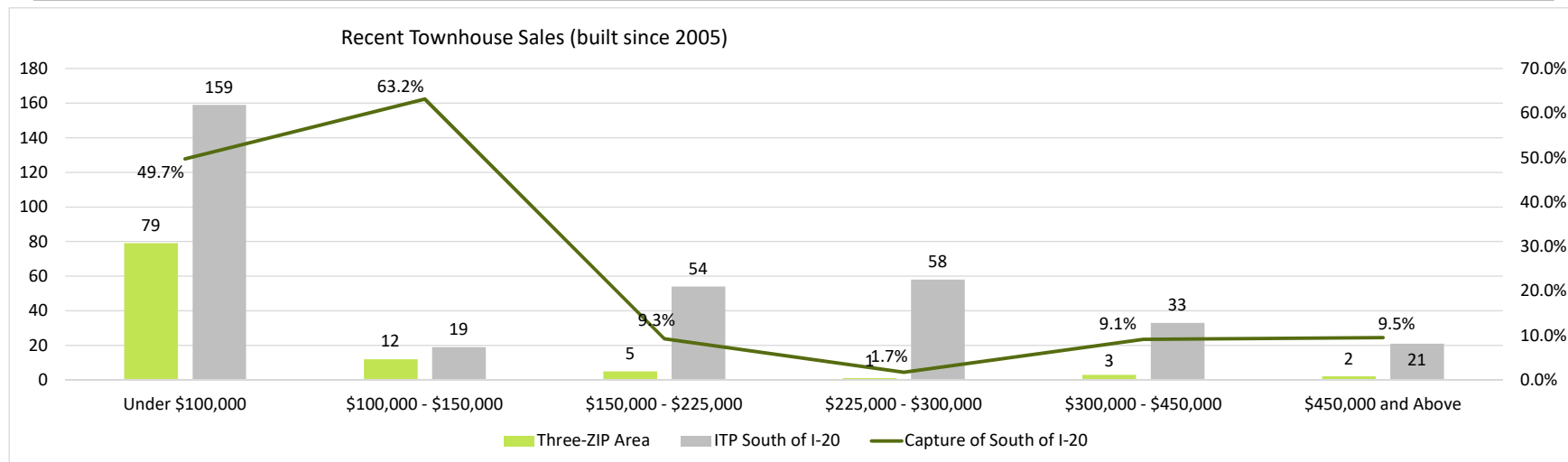


# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 43  
Captures of Inside The Perimeter (ITP) South of I-20 Home Sales Built Since 2005



The three ZIP area (College Park, East Point and Hapeville) have seen stronger captures of single-family development than they've seen for-sale townhouse development. Indeed, the area accounts for nearly one in five sales of homes between \$150,000 and \$300,000 inside of the Perimeter and south of I-20. This compares to around 2% to 9% of townhouse sales in the same area. This is in part due to the higher single-family home prices found in closer-in neighborhoods and the greater lifestyle propositions they provide. This said, we believe that, as the area continues to mature, and new single-family home development continues, opportunities for higher-quality for-sale townhouses will also improve.



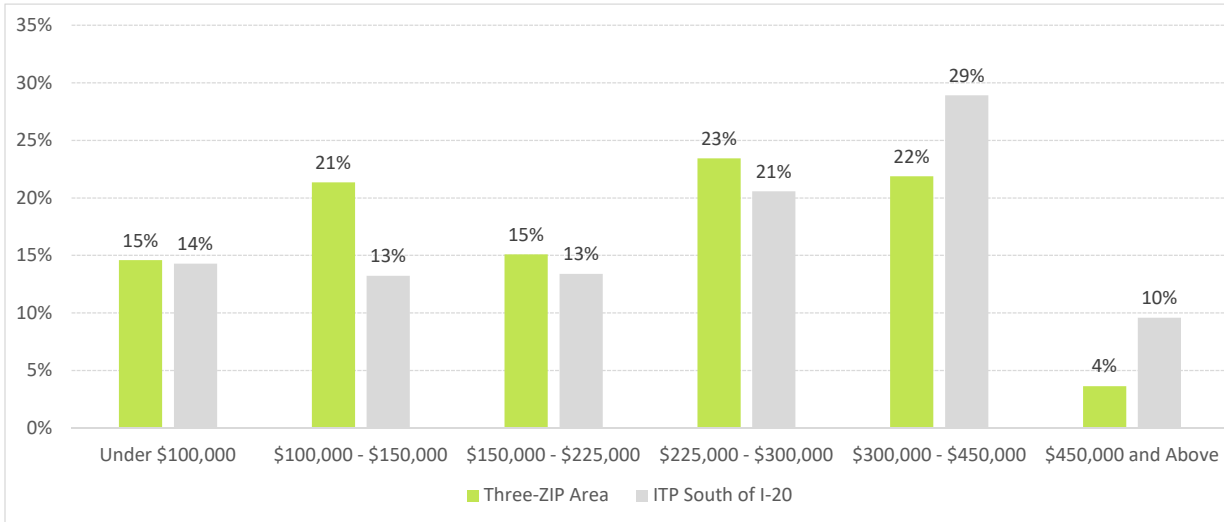
SOURCE: Noell Consulting Group, Redfin



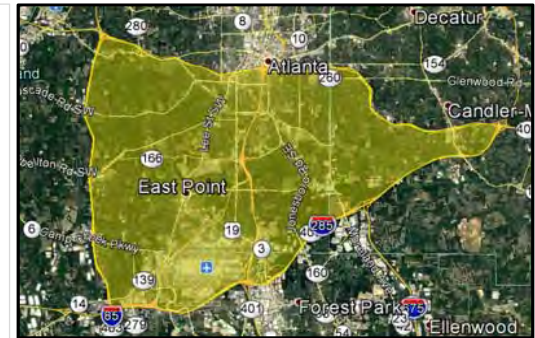
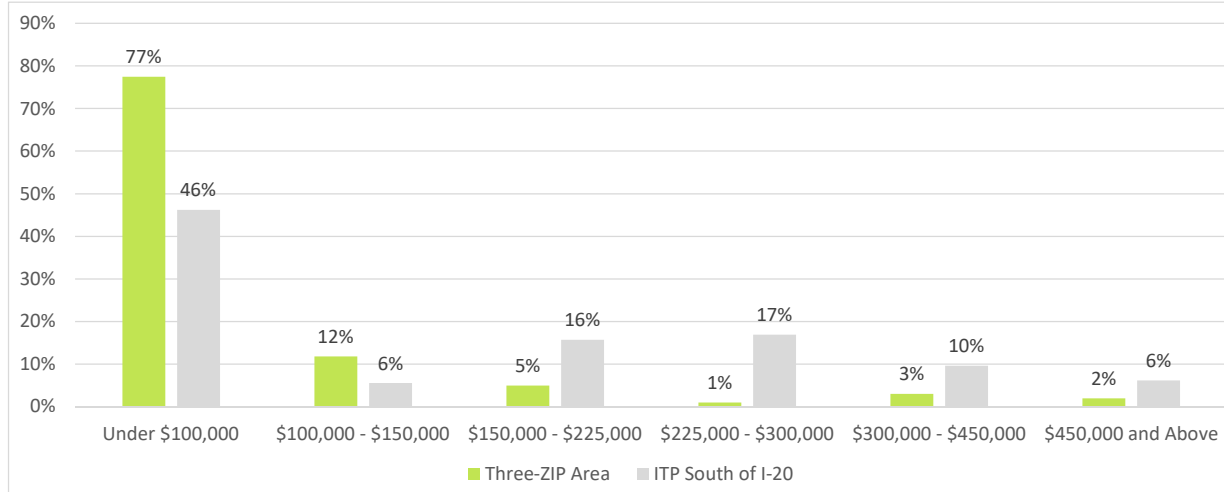
# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

## Exhibit 44 Historical and Projected Metro Atlanta Job Growth to Home Sales

### PMA/South of I-20 Single-Family Home Sales by Price



### PMA/South of I-20 Attached Townhouse Sales by Price



Newer home sales in the PMA--homes built later than 2005--are moderately less expensive than those seen in the larger ITP (Inside the Perimeter) South of I-20 market area, with includes gentrifying neighborhoods closer to Downtown and I-20.

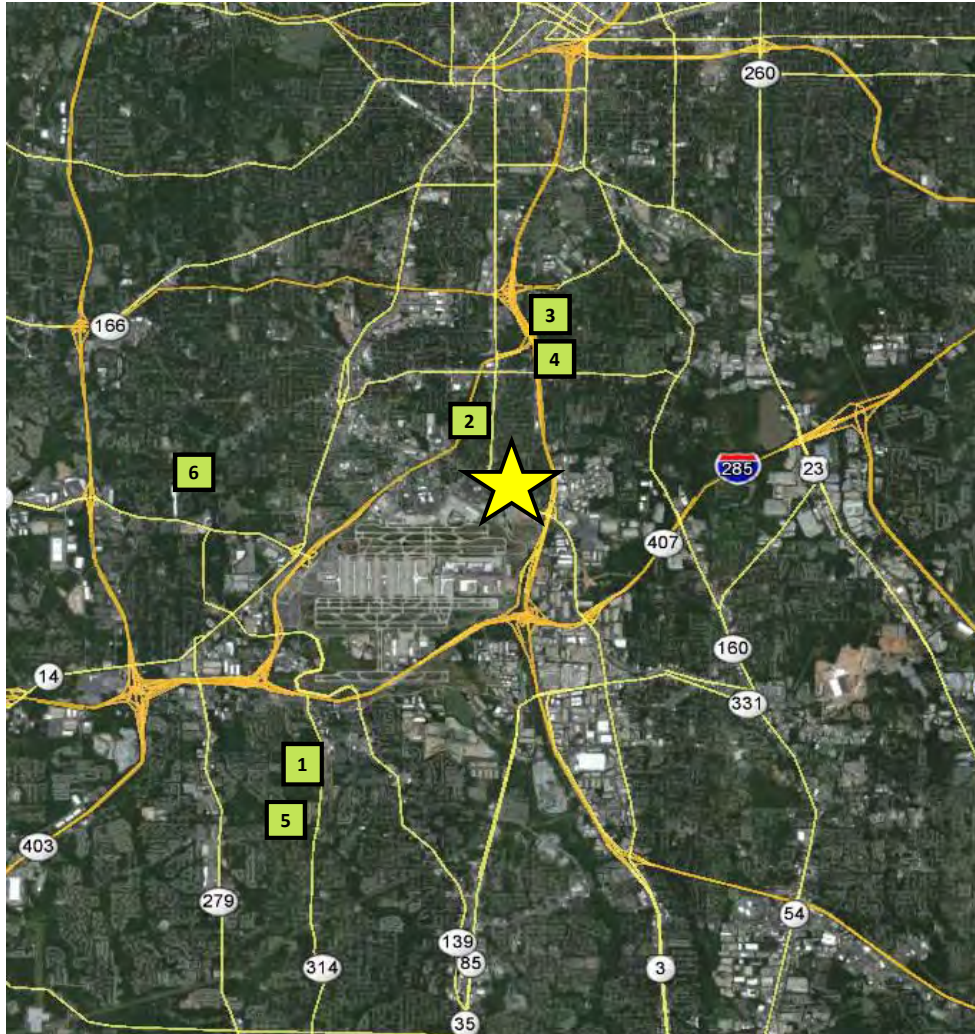
When examining townhouses, the overwhelming majority of sales can be found below \$100,000, with the PMA only seeing around 11% of its sales occurring north of \$150,000 (compared to 49% in the larger comparison area).

SOURCE: Noell Consulting Group, US Census Building Permits Survey, Moody's/Economy.com



# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 45  
Map of Single-Family Communities



	SINGLE FAMILY	AVG. PRICE	AVG. SIZE	\$/SF
1	River's Station	\$150,318	1,868	\$80
2	The Courtyards of Hapeville	\$287,450	2,936	\$98
3	Pickfair Ave	\$192,097	2,289	\$84
4	Preston Hills	\$218,374	2,158	\$101
5	Crenshaw Park	\$150,659	1,866	\$81
6	The Links at College Park	\$240,490	2,548	\$92
7	Misc. Infill	\$324,930	2,250	\$157
<b>Average</b>		<b>\$206,565</b>	<b>2,278</b>	<b>\$89</b>

SOURCE: Noell Consulting Group, Google Earth





# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 46  
Summary of Single Family Detached Homes

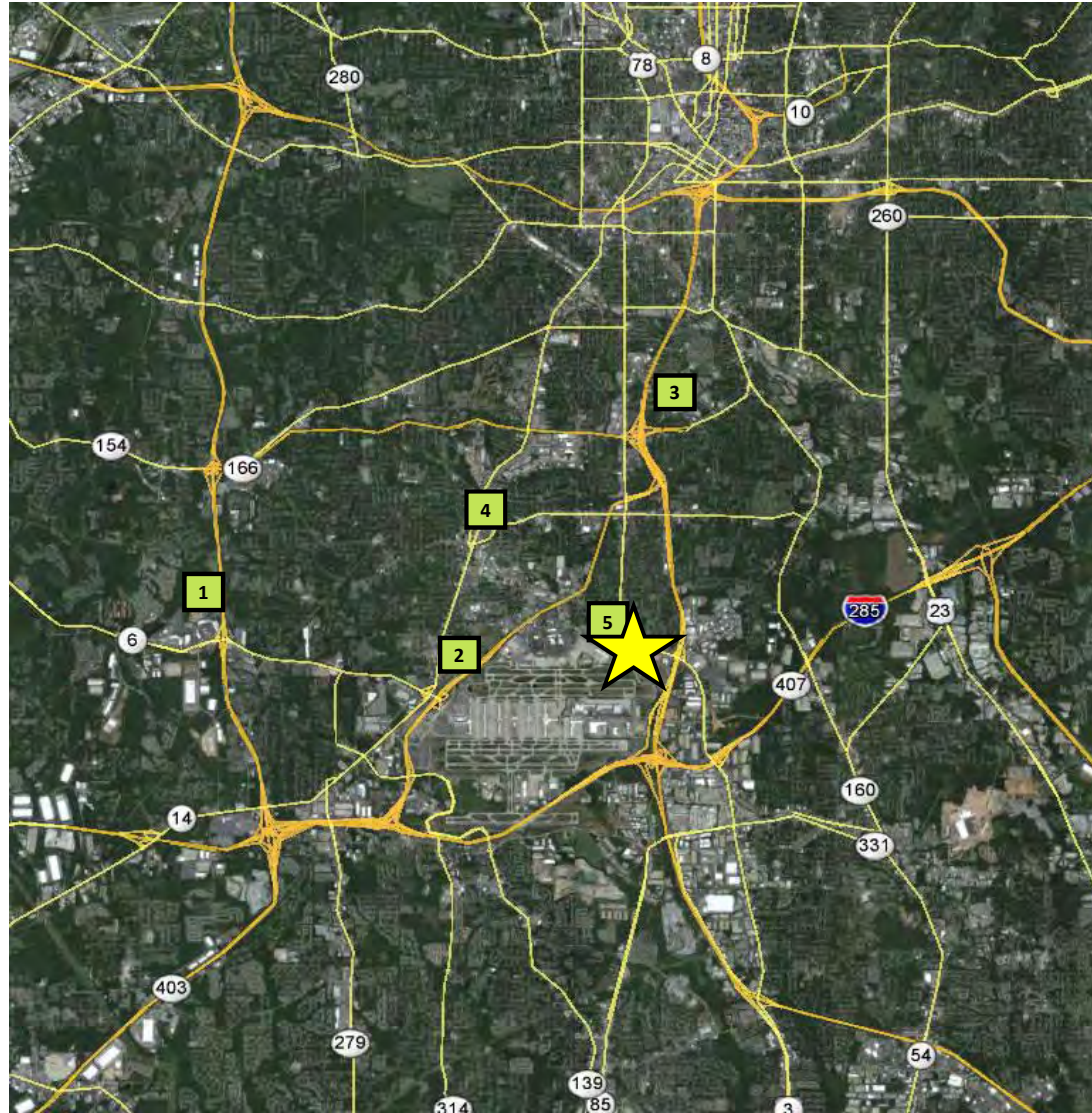
Photo	Name	Year Built	Homes Built	Sales Pace Per Month (2014-2016)	Current Price Range (2015-2016 Sales and Currently For Sale)	Current Avg Price	Unit Size Range	Avg Size	\$/SF Range	Avg \$/SF
	River's Station	2006, restarted 2015	62	2.6	\$133,900 - \$233,595	\$150,318	1,597 - 3,054	1,868	\$62 - \$90	\$80
	The Courtyards of Hapeville	2007 until now	8 (2 lots remaining until full build out)	0.1	\$285,000 - \$289,900	\$287,450	2,800 - 3,071	2,936	\$102 - \$94	\$98
	Pickfair Ave	2013-2014	14	0.04	\$169,900 - \$262,000	\$192,097	1,962 - 2,513	2,289	\$77 - \$114	\$84
	Preston Hills	2006, restarted 2015	46	1.9	\$195,000 - \$242,238	\$218,374	2,075 - 2,191	2,158	\$94 - \$112	\$101
	Crenshaw Park	2006, restarted in 2013	116	4.8	\$135,025 - \$165,085	\$150,659	1,578 - 2,060	1,866	\$73 - \$92	\$81
	The Links at College Park	2016	40	N/A	\$222,990 - \$257,990	\$240,490	2,056 - 3,040	2,548	\$75 - \$108	\$92
	Misc. Infill	2016 - 2017	15	0.63	\$234,900 - \$350,000	\$324,930	2,045 - 2,994	2,250	\$107 - \$171	\$157
<b>Summary:</b>				<b>1.7</b>	<b>\$133,900 - \$350,000</b>	<b>\$223,474</b>	<b>1,578 - 3,071</b>	<b>2,274</b>	<b>\$62 - \$171</b>	<b>\$99</b>

SOURCE: Noell Consulting Group, Fulton County Assessor, Redfin.com



# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 47  
Map of Townhome Communities








TOWNHOME	AVG. PRICE	AVG. SIZE	\$/SF
1 Highlands at Princeton Lake	\$175,414	1,898	\$92
2 Princeton Village	\$166,050	2,125	\$78
3 Park Place South	\$73,796	1,412	\$52
4 Sterling Village	\$79,586	1,646	\$48
5 Asbury Park	\$219,500	1,862	\$118
<b>Average</b>	<b>\$143,000</b>	<b>1,789</b>	<b>\$78</b>

SOURCE: Noell Consulting Group, Google Earth



# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 48  
Summary of Townhome Communities

Photo	Name	Year Built	Homes Built	Monthly Sales Volume (2013-2016)	Current Price Range (2013-2015 Sale/Resale and Currently For Sale)	Current Avg Price	Unit Size Range	Avg Size	\$/SF Range	Avg \$/SF
	Highlands at Princeton Lake	2007, restarted 2015	61	2.5	\$104,000 - \$193,283	\$175,414	1,867 - 1,929	1,898	\$54 - \$104	\$92
	Princeton Village	2007	16	0.3	\$158,000 - \$172,500	\$166,050	1,858 - 2,200	2,125	\$72 - \$85	\$78
	Park Place South	2004	123	0.46	\$59,000 - \$89,900	\$73,796	1,226 - 1,656	1,412	\$36 - \$68	\$53
	Sterling Village	2005, 2008	65	0.29	\$65,600 - \$94,500	\$79,586	1,646 - 1,646	1,646	\$40 - \$57	\$48
	Asbury Park	2008	16	0.08	\$209,000 - \$230,000	\$219,500	1,862 - 1,862	1,862	\$112 - \$124	\$118
<b>Summary:</b>				<b>0.7</b>	<b>\$59,000 - \$230,000</b>	<b>\$123,711</b>	<b>1,226 - 2,200</b>	<b>1,789</b>	<b>\$36 - \$124</b>	<b>\$78</b>

SOURCE: Noell Consulting Group, Fulton County Assessor, Redfin.com





# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

## Exhibit 49

### Estimated Demand Potential for New For-Sale Single-Family Attached and Detached Homes

Page 1 of 2

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Metro Employment Growth	69,492	65,275	48,033	-26,192	-135,800	-20,425	35,458	40,642	59,700	89,758	83,083	73,948	55,333	49,258	45,518	24,668	16,020
Metro Single-Family Permits	61,558	53,927	31,089	11,989	5,421	6,384	6,214	9,167	14,824	16,935	19,885	22,412	22,133	24,629	25,035	13,568	8,811
Permits/Job	0.89	0.83	0.65	(0.46)	(0.04)	(0.31)	0.18	0.23	0.25	0.19	0.24	0.30	0.40	0.50	0.55	0.55	0.55
Fulton-DeKalb SFD Permits	12,928	12,242	6,661	2,941	1,036	1,081	1,228	1,865	2,397	2,867	3,802	4,595	4,537	5,049	5,132	2,781	1,806
Capture	21.0%	22.7%	21.4%	24.5%	19.1%	16.9%	19.8%	20.3%	16.2%	16.9%	19.1%	20.5%	20.5%	20.5%	20.5%	20.5%	20.5%

### SFD--TH Split

Detached	64%	64%	64%	64%	64%	64%
Attached	36%	36%	36%	36%	36%	36%

### Single-Family Detached Demand

#### Fulton-DeKalb Detached New Home Sales

	2005	2006	2007	2008	2009	2010
Under \$100,000	195	193	214	218	118	77
\$100,000 - \$150,000	131	129	144	146	79	51
\$150,000 - \$225,000	672	663	738	750	407	264
\$225,000 - \$300,000	405	400	445	452	245	159
\$300,000 - \$450,000	460	455	506	514	279	181
\$450,000 and Above	1,062	1,049	1,167	1,186	643	417

#### Capture, ITP South of I-20

	2005	2006	2007	2008	2009	2010
Under \$100,000	22.4%	22.4%	21.4%	21.8%	11.8%	7.7%
\$100,000 - \$150,000	30.9%	30.9%	31.4%	31.6%	15.9%	10.2%
\$150,000 - \$225,000	6.1%	6.1%	6.7%	6.8%	3.5%	2.3%
\$225,000 - \$300,000	15.6%	15.6%	17.0%	17.3%	8.9%	5.8%
\$300,000 - \$450,000	19.2%	19.2%	21.2%	21.6%	13.9%	9.1%
\$450,000 and Above	2.8%	2.8%	3.1%	3.2%	1.7%	1.1%

#### Hapeville-College Park-East Point PMA Capture

	2005	2006	2007	2008	2009	2010
Under \$100,000	16.2%	16.2%	17.0%	17.3%	9.0%	5.8%
\$100,000 - \$150,000	25.6%	25.6%	27.0%	27.3%	13.9%	9.1%
\$150,000 - \$225,000	17.9%	17.9%	19.0%	19.3%	10.0%	6.6%
\$225,000 - \$300,000	18.1%	18.1%	19.7%	20.0%	11.6%	7.7%
\$300,000 - \$450,000	12.0%	12.0%	13.1%	13.3%	7.1%	4.7%
\$450,000 and Above	6.0%	6.0%	6.6%	6.7%	3.4%	2.2%

<b>Hapeville Study Area Capture (@ 33% of \$225,000 - \$450,000)</b>	<b>7</b>	<b>7</b>	<b>8</b>	<b>8</b>	<b>4</b>	<b>3</b>
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SOURCE: Noell Consulting Group based on data obtained from Moody's, the US Census Bureau and Redfin.



**CITY OF HAPEVILLE  
UPDATED LCI MARKET ANALYSIS**

Exhibit 49

Estimated Demand Potential for New For-Sale Single-Family Attached and Detached Homes

Page 2 of 2

**Single-Family Attached Demand**

Fulton-DeKalb Attached Townhouses

Under \$100,000

\$100,000 - \$150,000

\$150,000 - \$225,000

\$225,000 - \$300,000

\$300,000 - \$450,000

\$450,000 and Above

Capture, ITP South of I-20

Under \$100,000 18.9%

\$100,000 - \$150,000 9.8%

\$150,000 - \$225,000 8.1%

\$225,000 - \$300,000 5.8%

\$300,000 - \$450,000 1.6%

\$450,000 and Above 1.9%

Hapeville-College Park-East Point PMA Capture

Under \$100,000 49.7%

\$100,000 - \$150,000 63.2%

\$150,000 - \$225,000 11.6%

\$225,000 - \$300,000 2.3%

\$300,000 - \$450,000 9.1%

\$450,000 and Above 9.5%

	2016	2017	2018	2019	2020	2021
<b>Fulton-DeKalb Attached Townhouses</b>	<b>1,670</b>	<b>1,649</b>	<b>1,835</b>	<b>1,865</b>	<b>1,011</b>	<b>656</b>
Under \$100,000	213	211	234	238	129	84
\$100,000 - \$150,000	98	97	108	110	59	39
\$150,000 - \$225,000	226	223	248	252	137	89
\$225,000 - \$300,000	338	334	372	378	205	133
\$300,000 - \$450,000	516	509	567	576	312	203
\$450,000 and Above	279	275	307	312	169	110
<b>Capture, ITP South of I-20</b>	<b>87</b>	<b>86</b>	<b>96</b>	<b>97</b>	<b>53</b>	<b>34</b>
Under \$100,000	40	40	44	45	24	16
\$100,000 - \$150,000	10	9	11	11	6	4
\$150,000 - \$225,000	18	18	20	20	11	7
\$225,000 - \$300,000	20	19	21	22	12	8
\$300,000 - \$450,000	8	8	9	9	5	3
\$450,000 and Above	5	5	6	6	3	2
<b>Hapeville-College Park-East Point PMA Capture</b>	<b>26</b>	<b>25</b>	<b>28</b>	<b>29</b>	<b>16</b>	<b>10</b>
Under \$100,000	20	20	22	22	12	8
\$100,000 - \$150,000	6	6	7	7	4	2
\$150,000 - \$225,000	2	2	2	2	1	1
\$225,000 - \$300,000	0	0	0	1	0	0
\$300,000 - \$450,000	1	1	1	1	0	0
\$450,000 and Above	1	0	1	1	0	0
<b>Hapeville Study area Capture (@ 50% of \$100,000 - \$300,000)</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>10</b>	<b>5</b>	<b>3</b>

SOURCE: Noell Consulting Group based on data obtained from Moody's, the US Census Bureau and Redfin.

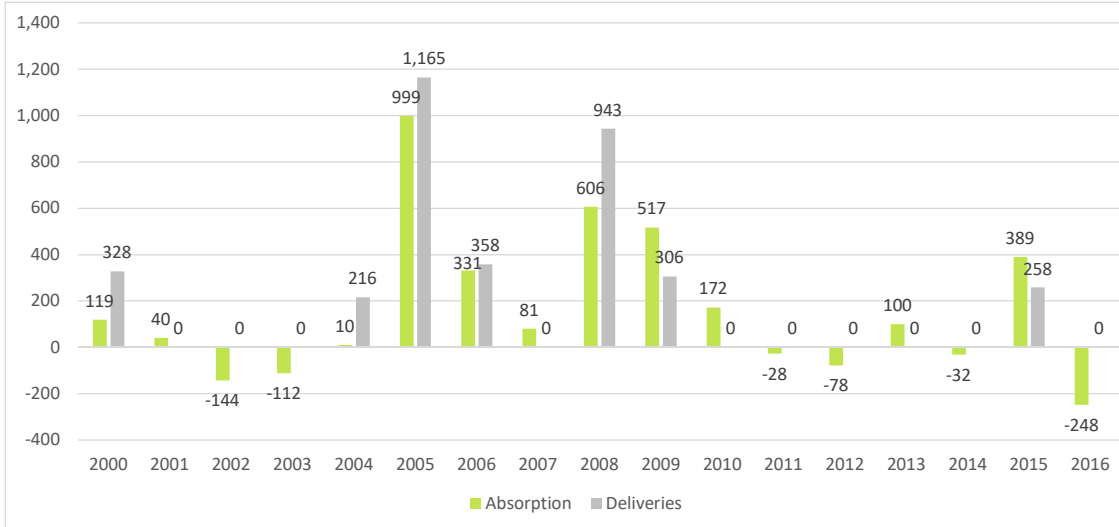


# RENTAL APARTMENT ASSESSMENT

# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

## Exhibit 50 Airport Area Rental Apartment Trends--Absorption and Capture

Historic Absorption and Deliveries in the South Atlanta/Airport Area

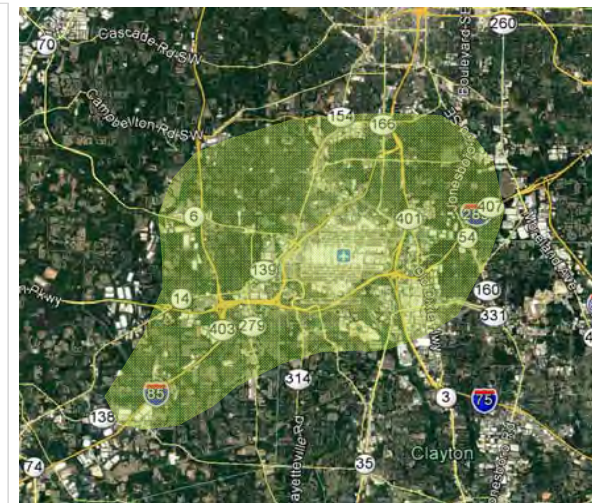


The Airport Area rental apartment market (shown in the map below) saw a surge of development activity and absorption in the mid 2000s, capturing around 6.9% of all Metro Atlanta rental apartment absorption.

Since that time, development in the area has quieted down, in spite of the area's convenience and new investment. From 2010 through 2016 the Airport Area only captured around 0.7% of metro demand. While this is in part due to the surge of development activity in areas like Midtown and Buckhead, there appears to be some potential unmet demand in the area.

New development and growth around the airport indicates further potential for new rental product. Indeed, The Pad on Harvard, a planned midrise community, is now under construction in College Park, and will represent only the 2nd community delivered in this current cycle (the first being off of Camp Creek Parkway and I-285).

Airport Area Apartment Absorption and Capture of the Metro



SOURCE: Noell Consulting Group, Costar



# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

## Exhibit 51 Airport Area Rental Apartment Trends--Vacancies and Rent Growth

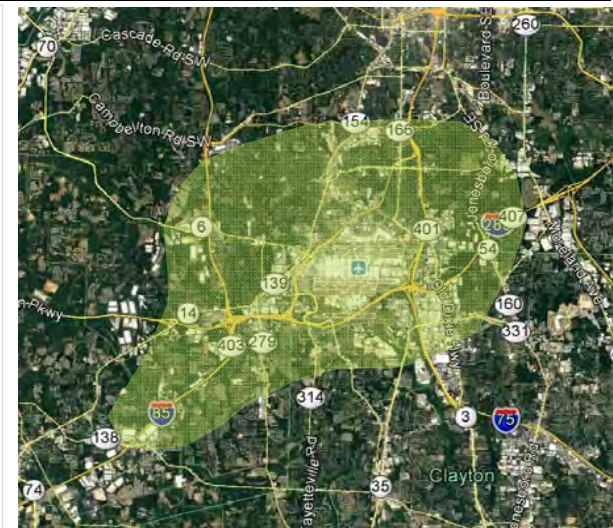
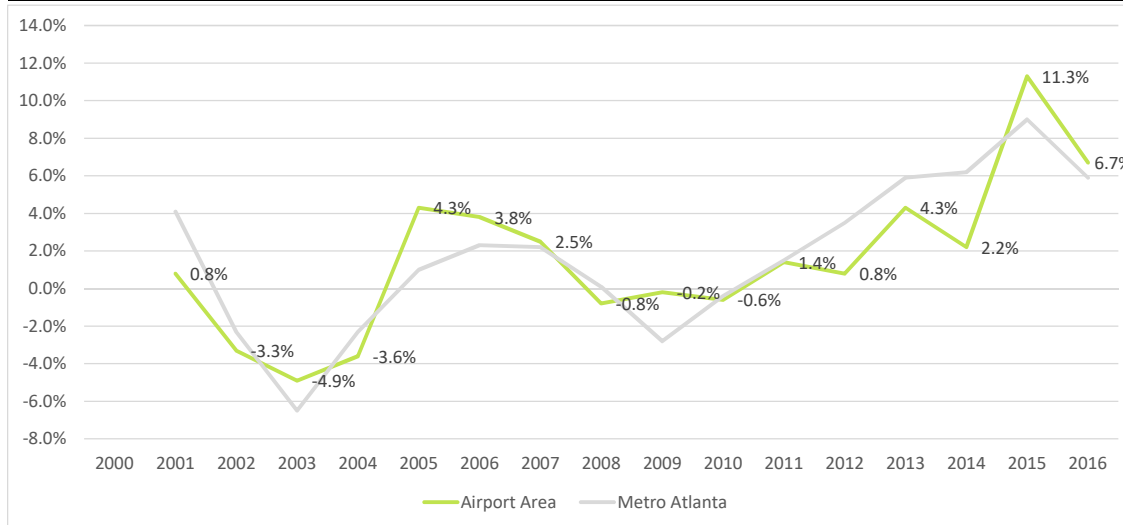
Comparison of Vacancy Rates, Airport Area vs. Metro Atlanta



While the Airport Area rental apartment market has struggled relative to vacancies (remaining more than 400 basis points higher than that of the Metro), rent growth has kept pace with that of the Metro and, in the last couple of years, has exceeded even the Metro's rapid pace.

This will likely moderate in the next couple of years as vacancy rates remain stubbornly high and lease rate growth is tempered.

Rental Apartment Rent Growth, 2001 - 2016



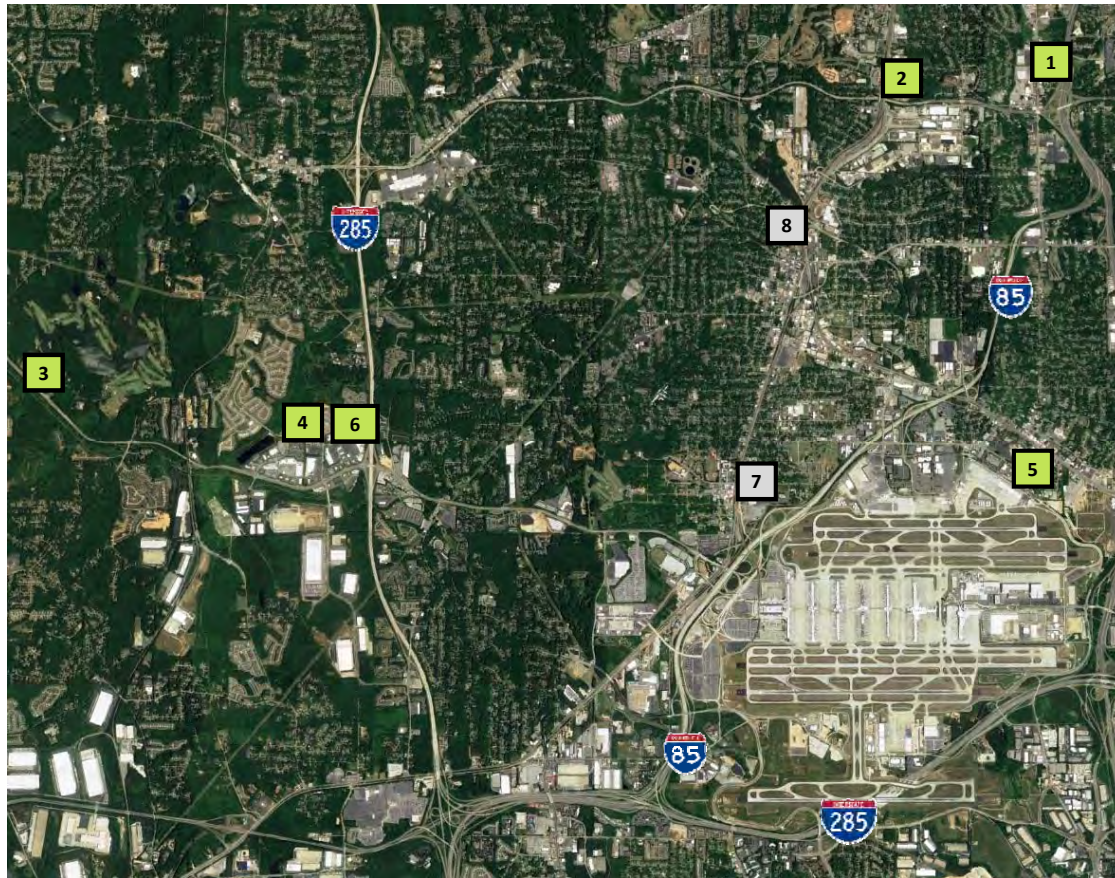
SOURCE: Noell Consulting Group, Costar





# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 52  
Map of Apartment Communities



APARTMENT COMMUNITIES	UNITS	\$/SF
1 Brookside Park Apartments	201	\$1.21
2 Columbia at Sylvan Hills	191	\$0.95
3 Walton Lakes	305	\$1.03
4 Ansley at Princeton Lakes	306	\$1.28
5 Bell Hartsfield	269	\$1.27
6 The Meridian at Redwine	258	\$1.27
<b>Average</b>	<b>255</b>	<b>\$1.17</b>

PLANNED OR U/C	UNITS
7 The Pad on Harvard	109
8 Mallalieu Pointe	67

SOURCE: Noell Consulting Group, Google Earth



# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 53  
Summary of Apartment Communities

Photo	Project	Year Built	Walk Score	Transit Score	Product Type	Unit Count	Vacancy Rate	Unit Type	Units	Mix	Avg. Rent	Avg. Size (SF)	Avg. Rent \$/SF
	Brookside Park	2005	52	47	Garden	201	4.0%	1B/1b	56	28%	\$1,237	830	\$1.49
								2B/2b	102	51%	\$1,241	1,119	\$1.11
								3B/2b	43	21%	\$1,565	1,335	\$1.17
								Total	201		\$1,309	1,085	\$1.21
	Columbia at Sylvan Hills	2007	37	63	Garden	191	3.1%	1B/1b	58	30%	\$844	768	\$1.10
								2B/2b	126	66%	\$976	1,067	\$0.91
								3B/2b	7	4%	\$957	1,356	\$0.71
								Total	191		\$935	987	\$0.95
	Walton Lakes	2009	13	18	Garden	305	6.2%	1B/1b	74	24%	\$1,120	975	\$1.15
								2B/2b	150	49%	\$1,316	1,238	\$1.06
								3B/2b	81	27%	\$1,446	1,562	\$0.93
								Total	305		\$1,303	1,260	\$1.03
	Ansley at Princeton Lakes	2009	52	39	Garden	306	8.2%	1B/1b	170	56%	\$1,106	758	\$1.46
								2B/2b	92	30%	\$1,278	1,170	\$1.09
								3B/2b	44	14%	\$1,590	1,277	\$1.25
								Total	306		\$1,227	957	\$1.28
	Bell Hartsfield	2008	54	43	Midrise	269	6.3%	1B/1b	105	39%	\$1,161	777	\$1.49
								2B/2b	159	59%	\$1,341	1,142	\$1.17
								3B/2b	5	2%	\$1,670	1,553	\$1.08
								Total	269		\$1,277	1,007	\$1.27
	The Meridian at Redwine	2015	51	40	Garden	258	12.4%	1B/1b	104	40%	\$1,153	771	\$1.50
								2B/2b	136	53%	\$1,372	1,159	\$1.18
								3B/2b	18	7%	\$1,625	1,488	\$1.09
								Total	258		\$1,301	1,026	\$1.27
								1B/1b	95	36%	\$1,104	813	\$1.36
Averages								2B/2b	128	51%	\$1,254	1,149	\$1.09
								3B/2b	33	12%	\$1,476	1,429	\$1.04
								Total	255		\$1,225	1,054	\$1.17

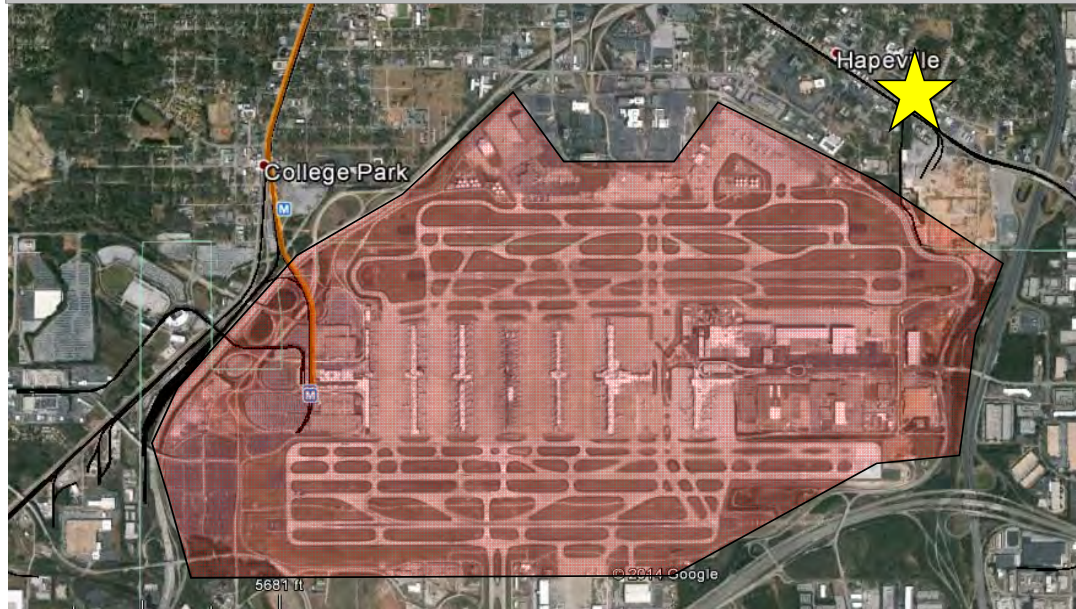
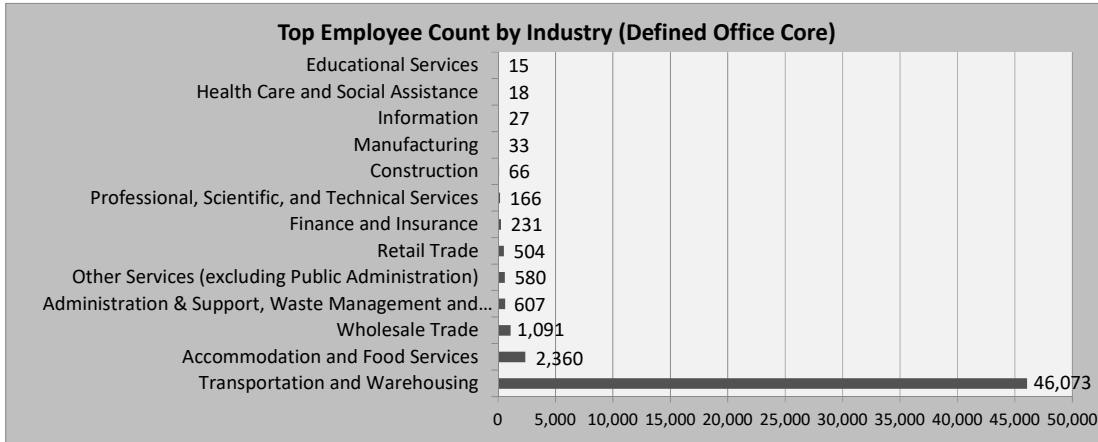
SOURCE: Noell Consulting Group.





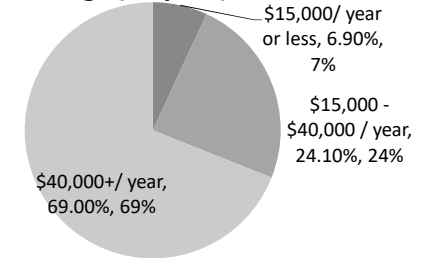
# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 54  
Detailed Impact of Airport Employees and Capture Impact



SOURCE: Noell Consulting Group, Google Earth, Onthemap, U.S. Census Bureau

### Earnings (Airport)



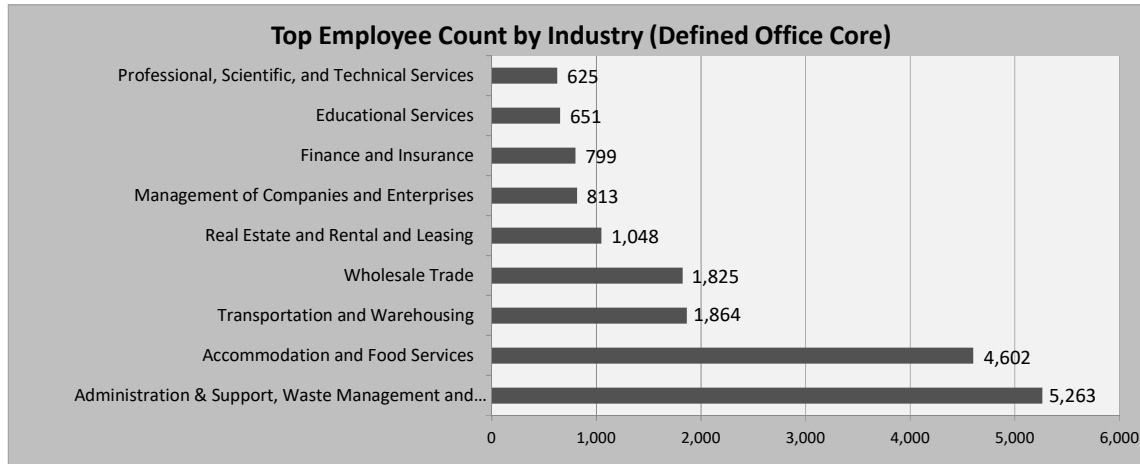
Borrowing from consumer research we conducted of office core employees at Research Triangle Park in North Carolina, we have found that 23.4% would highly consider an apartment within walking distance, and 28.9% would likely consider. Using a 50% cut for those highly and 25% for those likely we are estimating 19% would actually choose such an apartment.

### Estimated Direct Renter Demand From Airport Employees

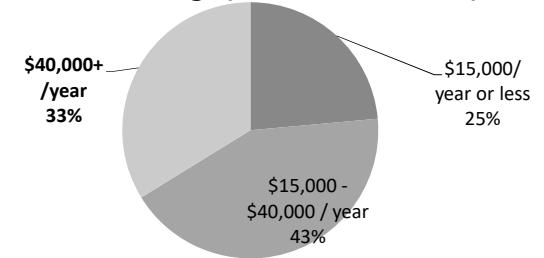
46,073	Number of employees at airport (2014)
69.0%	% Earning \$40,000+/year (or \$1,000/mo/rent)
31,790	Qualified employees at airport
55.0%	Renter Tenure from US census -- Atlanta
17,485	Income qualified local employees who rent
36.0%	Atlanta annual renter turnover
6,294	Annual qualified employee renters in turnover
57.0%	% Who stay in Atlanta
3,588	Annual qualified airport renters staying local
19%	Previous office core employee consumer research
679	Potential annual qualified renters
33%	Estimated Subject Site Capture
<b>224</b>	<b>Potential annual qualified renters in study area</b>

# CITY OF HAPEVILLE UPDATED LCI MARKET ANALYSIS

Exhibit 55  
Detailed Impact of Hapeville Office Core and Capture Impact



### Earnings (Define Office Core)



Borrowing from consumer research we conducted of office core employees at Research Triangle Park in North Carolina, we have found that 23.4% would highly consider an apartment within walking distance, and 28.9% would likely consider. Using a 50% cut for those highly and 25% for those likely we are estimating 19% would actually choose such an apartment.



SOURCE: Noell Consulting Group, Google Earth, Onthemap, U.S. Census Bureau

### Estimated Direct Renter Demand From Office Core

7,500	Number of employees within office core
7,900	Addition of 400 Porsche North America Employees
33.8%	% Earning \$40,000+/year (or \$1,000/mo/rent)
2,670	Qualified employees in defined office core
55.0%	Renter Tenure from US census -- Atlanta
1,469	Income qualified local employees who rent
36.0%	City of Atlanta annual renter turnover
529	Annual qualified employee renters in turnover
57.0%	% Who stay in Atlanta
301	Annual qualified office core renters staying local
19%	Previous office core employee consumer research
57	Potential annual qualified renters
50%	Estimated Study Area Capture
<b>29</b>	<b>Potential ann. qualified renters in study area</b>



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**SIZEMORE GROUP**  
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STATE OF GEORGIA  
COUNTY OF FULTON  
CITY OF HAPEVILLE

RESOLUTION NO. 2017-12

**A Resolution of the Mayor and Council of the City of Hapeville to adopt the City of Hapeville Comprehensive Plan Study; to provide for an effective date and other lawful purposes.**

**WHEREAS,** the City of Hapeville is subject to the State of Georgia Planning of 1989 which calls for a certified Comprehensive Plan in order to obtain and maintain the status of a Qualified Local Government; and

**WHEREAS,** the City of Hapeville, Georgia is a member of the Atlanta Regional Commission, an agency created to provide regional planning and intergovernmental coordination among certain county and city governments in the metropolitan area of Atlanta; and

**WHEREAS,** the proposed amendments to the Comprehensive Plan Update were prepared in accordance with the Minimum Planning Standards and Procedures for Local Comprehensive Planning established by the Georgia Planning Act of 1989; and Public Hearings were held on May 16, 2017, before the Hapeville Mayor and Council, where the public had the opportunity for public input, to review goals, objective and strategies associated with the findings of the Plan.

**WHEREAS,** the Comprehensive Plan Update was transmitted for regional and state review on July 13, 2017 and approved by the State of Georgia Department of Community Affairs (DCA) on September 22, 2017 and the Atlanta Regional Commission (ARC) on September 25, 2017.

**NOW, THEREFORE, BE IT RESOLVED THAT:**


The Mayor and Council of the City of Hapeville, Georgia hereby adopt the 2017 Comprehensive Plan Update.

**SO RESOLVED,** this 7<sup>th</sup> day of December 2017.

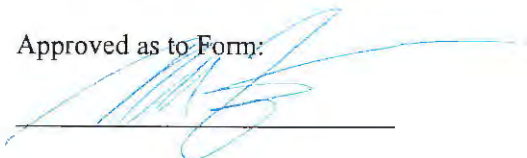
Signed:

  
\_\_\_\_\_  
Alan Hallman, Mayor

Attest:

  
\_\_\_\_\_  
Jennifer Elkins, City Clerk

Approved as to Form:

  
\_\_\_\_\_

Steve Fincher, City Attorney

Mayor and Council

700 Doug Davis Drive  
Hapeville, GA 30354

November 7, 2017  
7:00 PM

MINUTES

1. Call To Order

Mayor Hallman called the meeting to order at 7:17 PM at 700 Doug Davis Drive, Hapeville, GA 30354.

2. Roll Call

Mayor Alan Hallman  
Alderman at Large Michael Rast  
Councilman at Large Michael Randman  
Councilman Ward I Joshua Powell  
Councilman Ward II Diane Dimmick

3. Welcome

4. Pledge Of Allegiance

5. Invocation

6. Questions On Agenda Items

Ted Patmore

7. Consent Agenda

7.I. Approval Of Minutes

- October 3, 2017
- October 17, 2017

7.II. Approval Of Executive Session Minutes

- October 17, 2017

7.III. 1st Reading Ordinance 2017-18 Film

7.IV. Consideration And Action To Cancel The November 21st Mayor And Council Meeting.

7.V. Consideration And Action On Resolution 2017-12 Comprehensive Plan

7.VI. Consideration And Action To Enter Into A Mutual Aid Agreement With Chattahoochee Hills, College Park, East Point, Fairburn, Fulton County, Palmetto And Union City For Fire Department Services And Emergency Medical Services.

7.VII. Consideration And Action To Retain A Planning Support Contract To B+C Studios



**MOTION: Councilman Dimmick made a motion Alderman Rast seconded a motion to approve the expenditure of \$2,300 to Predator Control Services for removal of coyotes.**

**Discussion: Councilman Powell stated that he would like to make sure that we have door hangers in place regarding the trapping and education; Mayor Hallman inquired about the hazing of coyotes such as bang pots and pans, blowing horns; Mr. Chapman stated that coyotes are very neophobic and do not like new things; Councilman Powell stated that he felt like there should be a 2-pronged attack; Mayor Hallman stated that he did not come to the meeting tonight thinking that this would be a viable option, however, after the discussion this is a hard decision but the right decision; Councilman Randman stated that is was in a lose-lose situation and would not be voting on the issue.**

**Motion carried 3-1. Alderman Rast, Councilman Dimmick, and Councilman Powell voting in favor and Councilman Randman abstained.**

9. New Business

9.I. Consideration And Action To Provide A One-Time Payment To City Employees In The Amount Of \$106,467.66.

**MOTION: Councilman Powell made a motion Councilman Dimmick seconded a motion to approve a One-Time Payment to City Employees in the Amount Of \$106,467.66.**

**Discussion: Councilman Randman not that huge based on the breakdown for individuals; Mayor Hallman stated that he wanted to give a big thank you to our employees.**

**Motion carried 4-0.**

9.II. Discussion Of Air B And B - Short Term Rentals

Mayor Hallman stated that Council talked about this item at the Work Session tonight and that the City Planner is looking for some direction on the issue and Council feels like the State Legislature is going to try to regulate this at next session and decided not to waste time and resources

Modify agenda for car rental tax

**MOTION: Councilman Dimmick made a motion Councilman Powell seconded a motion to amend the agenda to add consideration and settlement for car rental excise tax in case #2017-CV-290578 Fulton County, Georgia at al. v. Drivetime Car Sales Company, LLC, et al.**

Steve Fincher, City Attorney, stated that a car dealership had paid \$200,000 tax and Fulton County had distributed the prorated share to Hapeville. The dealership is entitled to refund he recommended to settle as soon as possible and authorize the Mayor to sign all necessary documents.

9.III. Consideration and action to settle case #2017-CV-290578 and to authorize the city Attorney to negotiate settlement and authorize the Mayor to sign all necessary documents.

**MOTION: Councilman Powell made a motion Councilman Dimmick seconded to allow the City Attorney to settle case # 2017-CV-290578 for excise tax and to authorize the Mayor to sign all necessary documents.**

**Motion carried 4-0.**

10. Public Comments

Bryan Acres  
Ted Peditamore  
Sherly Kelly  
Lucy Dolan  
Mary Ann Acres  
Shurleen Dorough  
Melvin Denny

11. Mayor And Council Comments

Mayor Hallman stated that there would be a Veterans Day event at the Hapeville Depot.

Councilman Powell stated win or lose hoped that can put hard feelings behind us and move forward united and make Hapeville a great place.

Councilman Dimmick stated that there would be no more meetings in November and that this had been a real learning experience and thanked everyone for their attention tonight and discussion; hoped can keep heart in Hapeville.

Councilman Randman stated that his Father was a councilman in Hapeville 50 years ago and that it has been very difficult during his term had to give up missionary work and that there were positive and negative. Further Councilman Randman stated that everyone needed to remember that "we" are citizen.

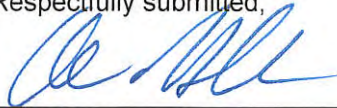
Mayor Hallman stated that the City Attorney's firm made a donation on behalf of the City to Family Life Ministries.

Tim Young, Interim City Manager, stated that Fulton County did approve digest and that bills will be out by Friday.

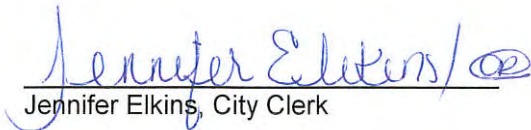
12. Adjourn

**MOTION: Councilman Powell made a motion Councilman Dimmick seconded a motion to adjourn the meeting at 8:42 PM. Motion carried 4-0.**

Respectfully submitted,



Alan Hallman, Mayor



Jennifer Elkins, City Clerk