CREDITS: A special thanks to the following people for their vision and leadership throughout the community redevelopment planning process.

ENTERPRISE FOUNDATION
Lawrence Anderson Vice President and Southeast Regional Director
Clara Axam Project Director
Protip Biswas former Senior Program Director
LaChandra Butler Program Director
Linda Elder Program Associate
Sandra Howard Administrative Assistant
Kate Little Atlanta Office Director
Jamie Ravenscraft Program Officer

CRP UPDATE TASK FORCE
Steven Adams Resident
Audrey Akpan Land Bank Authority
Garnett Brown City of Atlanta, Bureau of Planning
Corliss Davenport Principal at Dunbar Elementary, Atlanta Public Schools
Sushma Dersch COA Bureau of Parks and Recreation
Dwanda Farmer Resident/ Business Owner
Shirley Fulks President, McDaniel Glenn Resident Association
Ronnie Galvin Pittsburgh Community Improvement Association
Renee Giles Resident
Beverly Graham U.S. Postal Service
Harold Hardwick President, MLK Highrise Association
Felicia Hicks SUMMECH Community Development Corporation
Sandra Howard Enterprise Foundation
Rev. B.J. Johnson Mechanicsville Ministerial Alliance
Peggy Harper Resident
Ron Keller Development Director, Atlanta Development Authority
Steve Kim Windsor Street Grocery
John Reid Butler Street YMCA
Michael Reid Concessions International
Karen Rogers City of Atlanta - Weed & Seed
Wendy Scruggs-Murray NPU-V Chair
Myrtice Taylor Executive Director, Dunbar Center
Rich Wiggins Executive Director, Urban Residential
Michael Wilson Atlanta Housing Authority

PLANNING TEAM
Urban Collage Inc.
Stan Harvey , AICP Principal
Contente Terry Project Manager
Bob Begle Urban Design Principal
Alix Wilcox Project Planner
Carolina Blengini Intern

Marketek
Eleanor Matthews Principal

Davidson Consulting
Elke Davidson Principal
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PREFACE

This document is an update to the Mechanicsville Community Redevelopment Plan (CRP) adopted by the City of Atlanta in June 1995. The previous plan was prepared by the Corporation for Olympic Development in Atlanta (CODA), with the assistance of the City of Atlanta Department of Planning, Development and Neighborhood Conservation.

This update is not intended to supplant the vision, policies or intent of the existing CRP. Rather, it is intended as an implementation tool to provide more detail to some existing projects, provide slight modifications and further refinements to other identified projects, and to identify new projects which reflect changing conditions as they’ve emerged over the last ten years.

Following the adoption of the 1995 plan, the City of Atlanta submitted a successful Section 108 Loan Application in tandem with an Economic Development Initiative (EDI) Grant to the Department of Housing and Urban Development in the fall of 1996. The Section 108 Loan amounted to $4.4 million, repayable over a 20-year period, and the EDI grant was awarded in the amount of $1.25 million. Together, these funds were intended to provide a large source of front-end money to significantly leverage private investment. As such, they would serve as the essential catalyst for implementing the community’s plan for coordinated and comprehensive redevelopment. However, in the years following the Section 108 Loan/EDI Grant award, Mechanicsville suffered from a lack of implementation utilizing those committed funds.

In 2000, the Enterprise Foundation received a $12.5 million grant from the Annenberg Foundation to fund a five-year initiative known as the Atlanta Community Learning Collaborative (ACLC). This effort is driven by a partnership between Mechanicsville Residents, Dunbar Elementary School, Atlanta Public Schools, the Enterprise Foundation and the Annenberg Foundation. The partners are committed to instituting sustainable educational reforms, building community capacity and revitalizing the Mechanicsville neighborhood to systematically improve the quality of life for Dunbar students and their families.

In the context of the ACLC effort, the Enterprise Foundation recognized the need to update the 1995 CRP for Mechanicsville, since it remains a strong framework for future development. The CRP Update was carried out simultaneously with a parallel effort sponsored by the Atlanta Housing Authority to revitalize the McDaniel-Glenn Community. The planning firm of Urban Collage leads the consultant teams responsible for both efforts.

STUDY AREA CONTEXT

Mechanicsville is located immediately south of downtown Atlanta and encompasses a development area of approximately 450 acres, inclusive of roads and railroad rights-of-way. Major transportation corridors define the neighborhood boundaries, with I-20 to the north, I-75/85 to the east, and the Southern/CSX Railroad to the west and south. The rail right-of-way includes a large number of light-industrial uses and warehouses, which have been an inseparable part of the neighborhood history. Mechanicsville is in close proximity to the Atlanta University Center, a consortium of major historic African-American Colleges and Universities. The neighborhood also borders Castleberry Hill, an emerging loft district north of I-20, and the sports complex at Turner Field, located in the Summerhill neighborhood east of I-75/85.

Although Mechanicsville has suffered from disinvestment and languishing implementation efforts, its geographic advantages position it for rebirth as more and more residents flock to Atlanta’s intown neighborhoods. There is considerable vacant land in the neighborhood that is available for sensitive mixed-income, mixed-use development. Magnificent views of the State Capitol and downtown skyline seen from the neighborhood’s northern edge further enhance its marketability for residential development. There is also some older single-family housing stock on the south side of the neighborhood that is ripe for rehabilitation.
PLANNING PROCESS / METHODOLOGY

In the summer of 2003 the planning Team led by Urban Collage, Inc. - in collaboration with Marketek and Davidson Consulting - embarked on a three-phase process to update the 1995 Mechanicsville Community Redevelopment Plan (CRP). This included assembling an accurate picture of the existing physical and market conditions as well as developing an approach for redevelopment and growth in the community. The three-phase approach included the following:

Phase 1: Inventory & Assessment
During this phase, the Planning Team collected information through physical assessments and a series of stakeholder interviews to build a complete understanding of existing land uses, existing building characteristics, sidewalk conditions, local market conditions, and demographic information within Mechanicsville.

Phase 2: Project Definition
Utilizing the existing conditions analysis as a foundation, the previously established vision for Mechanicsville was validated and used to update and/or redefine housing, economic development and public improvement projects, updating the previous survey completed in 1993.

Phase 3: Action Plan
With the completion of project definition, the last phase consisted of outlining implementation principles and strategies for designed projects including project cost, potential funding sources, partnerships, and responsible parties.

Public Involvement
Given that this planning document is intended to provide project-specific details and updates to already established community priorities and initiatives, the public participation process and project oversight was limited to three entities: stakeholder interviews, a Client Team and a Task Force. The Planning Team conducted a series of stakeholder interviews with key constituents including residents, institutions, developers, service providers, property owners and governmental entities in order to assemble an accurate picture of the existing conditions and prevailing attitudes about the current status of Mechanicsville. The Client Committee was comprised of Enterprise Foundation staff, the Mechanicsville Civic Association and the Atlanta Housing Authority for the purpose of providing project oversight, reviewing documents and offering strategic direction. The Task Force was comprised of 25 individuals including representatives from the neighborhood that participated in the 1995 Mechanicsville CRP planning process, current neighborhood leaders and stakeholders, the City of Atlanta Bureau of Planning, Weed and Seed, Atlanta Development Authority (ADA), The Fulton County Land Bank Authority, the Atlanta Housing Authority (AHA) and the Community Design Center of Atlanta.

In addition, the Enterprise Foundation has been responsive to new residents’ requests to obtain information on how to become more involved in the revitalization efforts of the neighborhood. A series of intimate and

<table>
<thead>
<tr>
<th>Mechanicville CDP Update Task Force</th>
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</thead>
<tbody>
<tr>
<td>Steven Adams</td>
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<tr>
<td>Audrey Akpan</td>
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<tr>
<td>Lawrence Anderson</td>
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<tr>
<td>Clara Axam</td>
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<td>Pratik Biswas</td>
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<td>Garrett Brown</td>
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<td>Corliss Davenport</td>
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<td>Susanna Dersch</td>
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<td>Dwanda Farmer</td>
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<td>Ronnie Galvin</td>
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<td>Felicia Hicks</td>
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<td>Sandra Howard</td>
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<td>Reverend B.J. Johnson</td>
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<td>Peggy Harper</td>
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<td>Ron Keller</td>
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<td>Steve Kim</td>
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<td>John Reid</td>
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<td>Michael Reid</td>
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<td>Karen Rogers</td>
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<td>Wendy Scruggs-Murray</td>
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<td>Myrtice Taylor</td>
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<tr>
<td>Rich Wiggins</td>
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<tr>
<td>Michael Wilson</td>
</tr>
</tbody>
</table>

Coffee Klatches

- May 13, 2004
- May 24, 2004
- June 17, 2004
- August 17, 2004
informal “coffee klatches” were conducted to inform residents of the CRP update process, plan elements and anticipated next steps that will ultimately require community support. In addition, this forum presented an opportunity for residents to enunciate their concerns and visions regarding future development in the community, particularly emerging initiatives and viewpoints that were not present at the time of the adoption of the original 1995 CRP regarding future development in the community.

**DEMOGRAPHICS & EXISTING MARKET CONDITIONS**
This section provides a snapshot of the socioeconomic characteristics of the “approximate Mechanicsville neighborhood” \(^1\) and its primary residential market area, as compiled by the consulting firm of Marketek. The complete market analysis is provided in the appendix. The market area is defined as the geographic area from which the large majority of potential homebuyers and renters (i.e., 70% to 80%) who are residents originate. The delineation of the market area (displayed on the map below) is not meant to suggest that prospective homebuyers or tenants of new housing developed in Mechanicsville will be drawn only from this geographic area. Given the neighborhood’s intown location, redevelopment potential and, presumably, quality features and amenities of new housing developed, it is expected that prospective homebuyers and tenants will also be drawn from outside the market area.

**Population and Household Growth**
Following decades of significant population loss, Mechanicsville’s population experienced only a slight decline from 1990 to 2000 and is expected to gain population over the next five years. Between 1960 and 1990, Mechanicsville’s population dropped from 14,429 to 3,899. However, from 1990 to 2000, population declined only slightly from 3,899 to 3,339, a loss of 45 persons annually.

Marketek projects that population within Mechanicsville should experience healthy growth over the next five years with the population increasing from 4,800 to 5,670, a 3.6% average annual increase. Household population is expected to increase at a faster pace, 4.6% annually or by 87 households per year. Population and household growth could be even higher depending on the redevelopment of McDaniel Glenn.
Age Distribution
The age distribution of the population within the market area reveals a population slightly younger than in the Atlanta MSA and State of Georgia but older than Mechanicsville residents. In 2003, the median age within the market area is 32.9 years compared to 33.1 years within the City of Atlanta and 34.2 years in the Atlanta MSA. The 2003 estimated median age in Mechanicsville is 26.9 years.

Household Income Distribution
Market area residents are generally less affluent than households within the City of Atlanta and Atlanta MSA but more affluent than Mechanicsville households. The estimated 2003 market area median household income is $29,156, compared to only $10,502 in Mechanicsville, $41,127 in the city and $59,515 throughout the MSA. However, Mechanicsville and its surrounding neighborhoods are increasingly attracting professionals with higher incomes, which will ultimately boost median income levels in the community as well as the surrounding area (i.e., throughout the market area). Mechanicsville (47%) but below city and Atlanta MSA (56%) proportions. Ten percent (10%) of market area residents are over 65 years of age, equal to the City of Atlanta by above Mechanicsville and MSA proportions (8%).

In 2003, the estimated income distribution for households residing within the market area shows that 44% of the households have annual incomes of less than $25,000, compared to 70% in Mechanicsville, 33% in the city of Atlanta and 17% in the Atlanta MSA. An estimated 25% of the households in the market area have incomes from $25,000 to $49,999, equal to the MSA but above Mechanicsville (17%) and city (24%) proportions. Twenty-one percent (21%) of market area households have annual incomes between $50,000 and $99,999, compared to 10% within Mechanicsville, 23% in the city and 36% within the Atlanta MSA. An estimated 8% of market area households have incomes between $100,000 and $199,999, below city (13%) and MSA (18%) proportions but above Mechanicsville (2%). Two percent (2%) of market area households have incomes exceeding $200,000, compared to 0.4% in Mechanicsville, 7% in the city of Atlanta and 5% in the MSA.

Employment
Almost 25,000 workers are employed within a one-mile radius; 110,559 within a two-mile radius and 166,967 within a three-mile radius of Mechanicsville. Public administration and service jobs account for the greatest share of jobs within all three areas. Close-by employees
represent a valuable target market for new housing developed in Mechanicsville, minimizing their commutes or even enabling them to walk to work.

Exhibit 8 shows current and projected employment within the market area, also a valuable target market for residential development in Mechanicsville. Between 1998 and 2025, the Atlanta Regional Commission anticipates that employment within the market area will increase from 187,976 to 245,292, representing an average annual increase of 1.1%. Similar to the one-, two- and three-mile areas, service and government jobs account for the greatest share of jobs within the market area.

Housing Market Analysis
There is demonstrated demand for rental and for-sale housing in the submarkets south of Buckhead and surrounding downtown. Projects in these areas that are reasonably priced and have good access to transportation and appealing unit features have been experiencing strong absorptions. In Mechanicsville, there has been demonstrated demand for market rate ownership housing including flats (City View), townhouses (Ware Estates), new single-family construction (Pryor Street) and private single-family rehabilitation and infill in the south half of the neighborhood. There have been no private sector high-rise units developed in Mechanicsville.

Marketek estimates that in the Primary Market Area, the area from which the majority of owners and renters emanate, there is potentially an annual demand for 2,489 affordable rental units (i.e., households earning 60% or less of AMI) with Mechanicsville capturing 220 units annually: In addition, there is annual demand for 3,077 market rate units in the Primary Market Area with Mechanicsville capturing 113 market rate rental units and 130 market rate for-sale units.

The estimates of potential demand for housing assumes that if a variety of redevelopment initiatives occur in Mechanicsville (including the redevelopment of McDaniel Glenn as a HOPE VI project), marketable rental and for-sale housing product will be available and that an aggressive marketing program for new housing will be underway. The recommended housing types developed in Mechanicsville (including the Hope VI units) would include newly constructed/adaptive reuse flats, townhouses, small lot, detached single-family, upper level residential and live-work units.

Based on current monthly rents at the market rate rental communities in the Market Area, market rents in the general range of $850 to $1,050 for a two-bedroom unit would be achievable in Mechanicsville. These rents are justifiably higher than some of the projects surveyed, as the type of rental product envisioned for Mechanicsville will presumably be new/renovated, urban, accessible and have amenities offered at some of the more recently developed rental communities in the Market Area. Rents for affordable rental units will be dictated by affordable housing program guidelines.

The existing price position of attached for-sale housing in the Primary Market Area suggests that opening price points of for-sale units located in Mechanicsville should range from $150,000 to $250,000. While there is also demand for units priced over $250,000, it is our opinion that when unit prices rise above this level demand will begin to thin out. Live/work units, both for-sale and rental, should be considered to accommodate growing numbers of people who are seeking larger than average space that is adaptable to living and working. These units should average from 1,200 to 1,500 square feet and be priced according to finish.

As housing development proceeds in Mechanicsville and a critical mass of units is created, the absorption of housing units will gain momentum and boost prices. New housing development will act as an anchor that will attract businesses, services and activities, which in turn will enliven the overall neighborhood.
EXISTING CONDITIONS

The physical conditions of the Mechanicsville community were originally catalogued, mapped and analyzed in exhaustive detail in the summer of 1993 as a pre-cursor to the preparation of the Mechanicsville Community Redevelopment Plan (approved by City Council in 1995). This current update provides the unique opportunity to reassess several of the most important physical conditions (e.g., land use, building conditions, occupancy, sidewalks, etc) as a means to understand the changes that have occurred in the past 10 years. For example, on a positive note, the amount of vacant land has decreased over the last 10 years (from 30% down to 25% of the land area) indicating that there have been several new developments in the community. On a negative note, however, the quantity of single-family homes has decreased - including a net loss of approximately 38 homes - in the last 10 years (despite some new single-family construction). This shows that demolition of houses is outpacing new infill development – a disturbing trend that must be abated in order to maintain the unique charm and character of the community. The following pages outline the updated physical conditions analyses and set the stage for the more detailed project planning that occurs later in this report.

Land Use

The study area includes just over a thousand parcels with over eight different land use categories. Though considered a predominately residential community, Mechanicsville reflects a mix of uses within its boundaries. North of Ralph David Abernathy (RDA) Boulevard, the neighborhood is characterized by multifamily developments while the southern side has a concentration of single-family houses. Residential uses make up over 30% of land area including single-family parcels (10.9%), scattered duplexes and a large percentage of multifamily apartment units (16.6%). McDaniel Glenn, a public housing community is scattered on four different sites within the northern part of the neighborhood accounts for 62% of the multifamily land area.

In Mechanicsville, new residential development began to take hold shortly before the Centennial Olympic Games in 1996, as scattered site housing was developed by SUMMECH, Habitat for Humanity and the Atlanta Neighborhood Development Partnership (ANDP). In 1999, Phase I of SUMMECH’s 69-unit townhouse development, Ware Estates, was completed. All Phase I units were sold in only 45 days, demonstrating a strong for-sale market in Mechanicsville. The final phase of Ware Estates was completed in July 2002 with prices ranges from $142,000 to $184,000. City Side Lofts is a 100-unit for-sale development in Mechanicsville that has sold out in just over a year. These recent multi-family projects have added to the diversity of what has been a historically single-family neighborhood.

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Parcels</th>
<th>Acreage</th>
<th>Percentage of Land Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-Family</td>
<td>265</td>
<td>34.18</td>
<td>10.9%</td>
</tr>
<tr>
<td>Duplex</td>
<td>22</td>
<td>1.85</td>
<td>0.6%</td>
</tr>
<tr>
<td>Attached SF town homes</td>
<td>75</td>
<td>7.97</td>
<td>2.5%</td>
</tr>
<tr>
<td>Multifamily</td>
<td>58</td>
<td>51.98</td>
<td>16.6%</td>
</tr>
<tr>
<td>Commercial</td>
<td>29</td>
<td>10.02</td>
<td>3.2%</td>
</tr>
<tr>
<td>Institutional/Office</td>
<td>51</td>
<td>42.01</td>
<td>13.4%</td>
</tr>
<tr>
<td>Open Space</td>
<td>9</td>
<td>11.29</td>
<td>3.6%</td>
</tr>
<tr>
<td>Light Industrial</td>
<td>11</td>
<td>61.53</td>
<td>19.6%</td>
</tr>
<tr>
<td>Surface Parking</td>
<td>90</td>
<td>14.14</td>
<td>4.5%</td>
</tr>
<tr>
<td>Vacant Land</td>
<td>461</td>
<td>78.2</td>
<td>25.0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1071</td>
<td>313.17</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
**Building Conditions**

The planning team conducted a windshield survey of all buildings within the study area. The goal was to identify blocks of land conducive for redevelopment and buildings needing rehabilitation. Buildings were evaluated based on appearance without taking into account any interior renovations or unseen problems. The physical evaluation of the building included a visual survey of the foundation (cracks, settlement), roof conditions, siding (paint, rotten wood, damaged masonry), doors and windows (broken glass) and porches. The assessment was also based on the relative condition of surrounding buildings.

About 40% of the buildings within Mechanicsville are in “standard” condition, requiring only minor repair like exterior painting or replacing broken windows. About 45% are in “substandard” condition and need additional rehab ranging in cost from about $5,000 to $15,000 for a single-family house.

A large number of “standard” and “substandard” single-family houses are concentrated in the southern part of the neighborhood on streets like Ormond, Hendrix and Dodd. The northern part of the neighborhood shows a striking contrast with newly constructed townhouses (Ware Estates) adjacent to large blocks of vacant land and “deteriorated” housing.

The neighborhood has a sizeable stock of “deteriorated” and “dilapidated” housing that would require extensive rehabilitation or possibly demolition. There are several areas where these structures are concentrated; the block between the McDaniel Glenn complex and annex on Glenn street has one third of the “dilapidated” structures in the neighborhood and Ira Street south of RDA has a row of “deteriorated” single-family houses. This concentration of neglected properties adds to the perception of blight in the neighborhood, but the Section 108 Loan provides an opportunity to address much of this need.

### Building Conditions Categories

- **Standard**: Building in sound condition or requires only minor repairs such as: painting and landscaping.
- **Substandard**: Building requires some level of general repair. (I.e. renovation cost $5,000 - $15,000 for a single-family house)
- **Deteriorated**: Building requires major repairs such as new roof, foundation, siding or windows (More than 3 identified problems) (renovation cost $15,000 - $45,000)
- **Dilapidated**: Building needs extensive rehabilitation and may require demolition (renovation cost is greater than $45,000)

### Existing Conditions

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Number of Structures</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Standard</td>
<td>Sub-standard</td>
</tr>
<tr>
<td>Single-Family</td>
<td>107</td>
<td>121</td>
</tr>
<tr>
<td>Duplex</td>
<td>4</td>
<td>15</td>
</tr>
<tr>
<td>Attached SF townhomes</td>
<td>75</td>
<td>0</td>
</tr>
<tr>
<td>Multifamily</td>
<td>7</td>
<td>29</td>
</tr>
<tr>
<td>Commercial</td>
<td>1</td>
<td>26</td>
</tr>
<tr>
<td>Institutional/Office</td>
<td>19</td>
<td>32</td>
</tr>
<tr>
<td>Industrial</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>213</strong></td>
<td><strong>230</strong></td>
</tr>
<tr>
<td><strong>Percentage of Total</strong></td>
<td><strong>41.8%</strong></td>
<td><strong>45.2%</strong></td>
</tr>
</tbody>
</table>

Source:
Prepared By: URBAN COLLAGE Inc. in collaboration with Marketek & Davidson Consulting

SEPTEMBER 2004
Building Occupancy
Along with the survey of building condition, each property was checked for signs of occupancy. The following designations have been used to evaluate building occupancy:

Occupancy was determined solely on the visual appearance of the exterior of the structure. About 80% of the structures showed signs of occupancy. Seventy percent (70%) of the multifamily apartment complexes were evaluated as partially occupied, based on the “for-rent” signs outside the complex. Mechanicsville has a high percentage of unoccupied housing as compared to similar neighborhoods around it. Vacancy is seen mostly in dilapidated apartment complexes and single-family houses. There were also several recently constructed Habitat Homes that appeared to be unoccupied.

### Building Occupancy Categories

<table>
<thead>
<tr>
<th>Occupied</th>
<th>Partially Occupied</th>
<th>Unoccupied</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-Family</td>
<td>208</td>
<td>30</td>
<td>27</td>
</tr>
<tr>
<td>Duplex</td>
<td>17</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Attached SF townhomes</td>
<td>75</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Multifamily</td>
<td>8</td>
<td>42</td>
<td>8</td>
</tr>
<tr>
<td>Commercial</td>
<td>26</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Institutional/Office</td>
<td>51</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Industrial</td>
<td>8</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>393</td>
<td>75</td>
<td>41</td>
</tr>
<tr>
<td>Percentage of Total</td>
<td>77.2%</td>
<td>14.7%</td>
<td>8.1%</td>
</tr>
</tbody>
</table>
Sidewalk Conditions

Like the survey conducted for building condition and occupancy, a windshield survey was conducted to assess the physical conditions of the public infrastructure within the study area focusing mainly on the public sidewalks. The following designations have been used to evaluate sidewalk conditions on a block-by-block basis:

The Sidewalk Conditions Map identifies the location of existing sidewalks and their condition. Within the study area sidewalks are missing in numerous locations, which is a significant problem given the high number of pedestrians in the area. In particular, the lack of sidewalks presents a challenge to school age children walking to Dunbar Elementary School. In addition, streetscape improvements including a median were installed on Ralph David Abernathy Blvd. in 1996, but have not been maintained.

**Sidewalk Conditions Categories**

- **Standard:** Sidewalks that require no repair.
- **Sub-standard:** Sidewalks that require minor repair with a focus on continued maintenance.
- **Deteriorated:** Identified sidewalks that require general to major repair such as removal and replacement, and repair or replacement of sidewalks that are deemed unusable or unsafe.
- **Absent:** New construction will be required where no sidewalks are present.
ZONING

The City of Atlanta regulates the development of all real property through the use of zoning districts, which legally control the use, height, density, setbacks, parking, etc. In February 2003, the City of Atlanta amended the 1982 Zoning Ordinance by creating a new chapter to revise the zoning regulations in Mechanicsville. This chapter entitled Special Public Interest (SPI)-18 Mechanicsville Neighborhood District Regulations supports a compatible mix of uses and improved pedestrian environment within the neighborhood. The regulations promote enhanced transportation connectivity and architecturally compatible design standards, which are sensitive to the historic character in Mechanicsville. SPI-18 is divided into nine subareas based on allowable land uses and development controls. These subareas are mostly consistent with existing land use patterns.

Subarea 1: Mechanicsville Mixed-Use – Designated to parcels that buffer the neighborhood from the interstate on the east and north, the subarea supports a high-density urban environment. Neighborhood commercial uses (restaurants, grocery stores, banks etc.), residential uses and some institutional uses are allowed within this subarea. The height restrictions with this district allow 10-12 storied buildings.

Subarea 2: Fulton Mixed-Use – This subarea allows the same uses as subarea 1 but has a higher FAR (Floor-Area Ratio) of 2.50 for non-residential uses. This subarea allows the highest combined FAR within the neighborhood. Fulton Mixed-Use regulations are restricted to northeast quadrant of the neighborhood. This area is dominated by large institutional uses like the new Juvenile Justice Center, IBEW office etc.

Subarea 3: RDA Neighborhood Commercial – The parcels fronting RDA Boulevard between Ira Street and Central Avenue are zoned to allow small-scale retail offices and restaurants. Most parcels have a height restriction of 40 feet except the ones closer to the interstate on the east of the neighborhood which allow denser developments.

Subarea 4: Multifamily – About one-third of the land area in Mechanicsville is zoned multifamily with a FAR of 0.69. These parcels are concentrated in the northern part of the neighborhood. Along with residential uses, the subarea also allows for amenities like neighborhood stores, schools, and parks.

Subarea 5: Single Family – A large part of Mechanicsville south of RDA Boulevard is zoned single-family with an FAR of 0.5. Single-family houses require a 2,800 SF minimum lot size and 40’ minimum frontage.

Subarea 6: Two-family houses – Regulations requirements are similar to that of single-family houses. Parcels zoned for two-family houses are concentrated in two areas, the block north of RDA Boulevard between McDaniel Street and Windsor Street and the southern tip of the neighborhood along Doane Avenue and Ormond Street.

Subarea 7: Light Industrial – About 5% of the land is zoned light industrial and includes parcels north and west of the McDaniel Glenn Housing main campus. Some parcels zoned “light industrial” also buffer the southern residential area from heavy industrial uses.

Subarea 8: Heavy Industrial – Parcels zoned “heavy industrial” are restricted to the areas along the rail corridor and concentrated south of RDA Boulevard. This subarea allows uses like automobile yards, scrap metal processors, which are disallowed in other zoning subareas. It also allows for manufacturing, processing operations and telecommunications related equipment.

Subarea 9: Live Work – Parcels zoned in this category are concentrated in the area around the intersection of Ralph David Abernathy Boulevard and McDaniel Street. It allows for an office space within the residential unit. On prominent example of this zoning category in action is the redevelopment of the former Toby Sexton Tire Company, which will include loft housing along with units providing flexible live/work space.

<table>
<thead>
<tr>
<th>Zoning</th>
<th>Parcels</th>
<th>Acreage</th>
<th>Percentage of Land Area</th>
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<tr>
<td>Single-Family Residential</td>
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<td>18.2%</td>
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<td>Two Family Residential</td>
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<tr>
<td>Live-Work</td>
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<td>RDA Neighborhood Commercial</td>
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<td>Mechanicsville Mixed-use</td>
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<td>Fulton Mixed-use</td>
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<tr>
<td>Light Industrial</td>
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<tr>
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</tr>
<tr>
<td>Total</td>
<td>1044</td>
<td>295.47</td>
<td>100.0%</td>
</tr>
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</table>
DEVELOPMENT OPPORTUNITIES

The Development Opportunities Map represents an assimilation of the land use, building conditions, and building occupancy analysis compiled in this report. Using the existing land use map as a starting point, all vacant parcels are considered opportunities for infill development. These properties are scattered throughout the neighborhood and are represented in a light gray tone. Similarly, surface parking lots are considered underutilized and thus ripe for redevelopment if market conditions are favorable. These parcels are shaded in a darker gray tone on the map. Finally, unoccupied structures and those in deteriorated or dilapidated condition also are identified as development opportunities since it may be more cost effective to demolish a structure that is beyond repair and build a new structure on the lot.

One of the major development opportunities is the McDaniel-Glenn community which has been awarded $20 million in a 2003 HOPE VI grant for which a developer has already been selected. The redevelopment of McDaniel Glenn is a significant catalytic project and it is likely to have a ripple effect for revitalizing the Mechanicsville community.
A VISION CONFIRMED

It is important to understand that the vision that underpins this Community Redevelopment Plan (CRP) Update is not a new vision for the Mechanicsville community. Rather, it is a confirmation of the existing vision and goals that have been previously developed by the hard-working stakeholders of the Mechanicsville community—visions that have developed through a variety of previous community-based forums including the Mechanicsville Master Plan and the original CRP. While the efforts of this update plan have served to refine the direction and details of many key projects, and potentially steer the course of implementation in a more concerted way, local stakeholders have made it abundantly clear that Mechanicsville’s vision for redevelopment as previously stated is fundamentally sound and that overall priorities remain focused on the same basic premises. In some cases, successful implementation efforts to date have lessened the urgency for some previously stated objectives (such as demolishing dilapidated, unsafe structures). In other cases, the slow state of implementation has hastened the importance of moving ahead quickly with certain objectives (such as protecting and renovating historic structures). In a few particular instances (such as the McDaniel Glen public housing project’s successful HOPE VI application), new or emerging opportunities have heightened the timetable of objectives that were heretofore considered “long-term.”

### The Community Vision (Mechanicsville Community Redevelopment Plan - June , 1995)

The residents, property owners, and businesses of Mechanicsville envision their community as a physically, socially, and ecologically sound intown community. The Mechanicsville of the 21st century is envisioned as a self-sustaining community which provides home ownership for an economically diverse population, neighborhood based parks and entrepreneurship opportunities for residents. It will have improved and increased housing for a growing population and will provide a wide range of employment, educational, recreational, and economic development opportunities for both current and future residents. To achieve this vision the residents, along with business and civic organizations, must collectively, cooperatively and actively pursue the programs and activities that make this vision a reality.

### CRP Goals (Mechanicsville Community Redevelopment Plan - June, 1995)

**Goal 1: Housing**
Strengthen and expand the quality of housing and the social/economic diversity of Mechanicsville.

**Goal 2: Economic Development**
Retain and revitalize the existing local-serving commercial/office establishments; create opportunities for new and diverse business development; and create long term, stable employment possibilities.

**Goal 3: Community Facility and Services**
Develop community facilities and services that address Mechanicsville’s needs, assist in its effort to become a self-sustaining environment, and prepare Mechanicsville for long-term economic and social development.

**Goal 4: Transportation and Infrastructure**
Rehabilitate and improve the existing infrastructure to support growth in the residential, commercial, and mixed-use environments of Mechanicsville, mitigate existing environmental conflicts, and create a safe and efficient multi-modal transportation system.

**Goal 5: Human and social development**
Develop a comprehensive human development program that focuses on the motivational, educational, moral, spiritual, and physical development of male and female residents of all ages to foster individual empowerment and cultural awareness.

**Goal 6: Natural and Historic Resources**
Evaluate, protect and revitalize Mechanicsville’s historic resources using effective design controls, rehabilitation and reuse programs, and appropriate regulations. Manage the natural environment to produce a high quality of life for Mechanicsville residents and minimize environmental problems.

**Goal 7: Land Use and Development Regulations**
Develop a sustainable healthy, culturally, pleasing, and environmentally friendly pattern of land uses that would emphasize adjacent compatible land uses, expanded housing and living arrangements, well-placed commercial development, and increased open space and recreational opportunities.
REDEVELOPMENT PROJECTS

The redevelopment projects identified on the pages that follow are intended to provide stakeholders, officials, property owners and prospective developers some level of detail as to the desired character of development. While they do not necessarily represent the exact layout or eventual form of development, they do provide a clear, parcel-based, market-driven framework for guiding new development in accordance with the previously stated goals and objectives of the CRP. In addition, many of the projects represent a refinement over the previously adopted CRP based on new market realities, recent development, or implementation progress over the last ten years.

PROPOSED PROJECTS

- A: AO-DANIEL/GLENN REDEVELOPMENT
- B: AO-DANIEL/GLENN ANNEX REDEVELOPMENT
- C: AUSTRALIAN RESIDENTIAL
- D: SINGLE FAMILY INFILL
- E: GARIBALDI STREET SINGLE FAMILY INFILL
- F: COOPER STREET SCHOOL
- G: PERRY STREET SCHOOL
- H: DUNBAR SCHOOL/DUNBAR COMMUNITY CENTER REVITALIZATION
- I: AO-DANIEL/GLENN VACANT SITE REDEVELOPMENT
- J: MIXED USE INCL. MEDIUM DENSITY RESIDENTIAL
- K: MIXED USE INCL. COMMERCIAL & PARKING
- L: AO A COMMERCIAL MIXED USE CORE
- M: FULTON COMMERCIAL
- N: LIGHT INDUSTRIAL COMMERCIAL
- O: PROPOSED/UNDERWAY PROJECTS
- P: SINGLE FAMILY/DUPLEX INFILL
- Q: MULTIFAMILY RESIDENTIAL
- R: COMMERCIAL/RETAIL
- S: MIXED USE INCL. MEDIUM DENSITY RESIDENTIAL
- T: INSTITUTIONAL/OFFICE
- U: MIXED USE INCL. COMMERCIAL & PARKING
- V: LIGHT INDUSTRIAL COMMERCIAL
- W: COMMUNITY PARKS
- X: BUFFERS
- Y: COMPLETED/UNDERWAY PROJECTS

Prepared By:
URBAN COLLAGE Inc. in collaboration with Markt & Davidson Consulting

SEPTEMBER 2004
PROJECT DESCRIPTION:

The Atlanta Housing Authority successfully received a 2003 HOPE VI grant for the purpose of redeveloping the McDaniel Glenn public housing site as a mixed-income community. The new development would include a range of housing options (including flats, townhomes, and senior units) with a focus on home ownership. The project will include a new internal street network, streetscape improvements along McDaniel Street and community facility/leasing office and new open space in the form of a linear park.

PROGRAM:

Current
Residential: 470 units

Total Proposed Residential:
Townhomes: 139 units
Multi-Family: 290 units
Senior Highrise: 154 units
PROJECT DESCRIPTIONS:

The Atlanta Housing Authority is in the process of completing interior renovations of the Annex units to make them more consistent with market-rate housing. If AHA is successful with their HOPE VI application, they will make additional upgrades to the exterior of the buildings along with site improvements that would visually and functionally connect the Annex properties to the larger community. Such improvements would include façade enhancements, landscaping, exterior lighting and relocation of service functions.

DEVELOPMENT PROGRAM:

Existing:
- Site Area: 10.6 Acres
- Multifamily Units - 128

Proposed:
- Townhomes: 17
C1 - McKenzie Place (Medium Density Residential)

DEVELOPMENT PROGRAM:
Existing:
- Site Area: 3.9 Acres
- Single Family (Properties) - 5
- Multifamily (Properties) - 9
- Duplex (Properties) - 1
- Vacant Parcels - 18

Proposed:
- Townhouses - 18 Units
- Duplexes - 14 Units
- Flats - 40 Units
- Parking - 158 spaces

PROJECT DESCRIPTION:
A combination of townhomes and duplexes will be constructed on two key blocks to the north and south of Glenn Street. These blocks are strategically located adjacent to the proposed McDaniel-Glenn Redevelopment site and would provide a consistent development character throughout this area.

MARKET PERSPECTIVE:
- Tenure: For-sale and/or rental
- Price/Rent/Average Size: $140,000 - $190,000, 950 - 1,500 square feet ($135)
  - $780 - $1,480, 683 - 1,250 square feet ($1.17)

C2 - Medium Density Residential

DEVELOPMENT PROGRAM:
Existing:
- Site Area: 2.6 Acres
- Commercial Property - 1 (10,203 s.f.)

Proposed:
- Townhouses - 11 Units
- Duplexes - 10 Units
- Parking - 50 spaces

CONCEPT PLAN: C1 & C2 - Medium Density Residential

P.21
**PROJECT DESCRIPTION:**

To reinforce the conservation of Mechanicsville’s historic single-family character, additional single-family homes will be constructed on available infill lots throughout the neighborhood. New construction will be closely coordinated with surrounding housing rehabilitation, small-scale street and environmental improvements, and re-subdivision of property to create appropriately sized lots with off street parking.

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**DEVELOPMENT PROGRAM:**

**Existing:**
- Site Area: 4.7 Acres
- Single Family [Properties] - 14
- Duplexes [Properties] - 1
- Non-Residential (Acres) - 10.275
- Vacant Parcels - 35

**Proposed:**
- New Single Family (Resubdivided) - 21 units
- Single Family Infill - 3 units
- Single Family Rehab - 8 units
- Commercial Rehab - 1 unit
PROJECT DESCRIPTION:
To reinforce the conservation of Mechanicsville’s historic single-family character, additional single-family homes will be constructed on available infill lots throughout the neighborhood. New construction will be closely coordinated with surrounding housing rehabilitation, small-scale street and environmental improvements, and re-subdivision of property to create appropriately sized lots with off street parking.

DEVELOPMENT PROGRAM:
Existing:
- Site Area: 7.6 Acres
- Single Family (Properties) - 19
- Multifamily (Properties) - 5
- Institutions - 1 (2,293 s.f.)
- Vacant Parcels - 18

Proposed:
- New Single Family [Resubdivided] - 3 units
- Single Family Infill - 13 units
- Single Family Rehab - 6 units
- Multifamily Rehab - 5 units
- Institutional Rehab - 1 unit
PROJECT DESCRIPTION:

To reinforce the conservation of Mechanicsville's historic single-family character, additional single-family homes will be constructed on available infill lots throughout the neighborhood. New construction will be closely coordinated with surrounding housing rehabilitation, small-scale street and environmental improvements, and re-subdivision of property to create appropriately sized lots with off street parking.

DEVELOPMENT PROGRAM:

Existing:
- Site Area: 22.5 Acres
- Single Family [Properties] - 82
- Multifamily [Properties] - 6
- Duplex [Properties] - 9
- Institutions - 3
- Commercial - 1 [9611 s.f.]
- Vacant Parcels - 76
- Parking Parcels - 6

Proposed:
- New Single Family (Resubdivided) - 47 units
- Single Family Infill - 21 units
- Single Family Rehab - 43 units
- Multifamily Rehab - 5 units
- Duplex Rehab - 2 units
- Commercial Rehab - 1
- Institutional Rehab - 2 units
PROJECT DESCRIPTION:

To reinforce the conservation of Mechanicsville’s historic single-family character, additional single-family homes will be constructed on available infill lots throughout the neighborhood. New construction will be closely coordinated with surrounding housing rehabilitation, small-scale street and environmental improvements, and re-subdivision of property to create appropriately sized lots with off street parking.

DEVELOPMENT PROGRAM:

Existing:
- Site Area: 2.85 Acres
- Single Family (Properties) - 8
- Multifamily (Properties) - 1
- Duplex (Properties) - 1
- Vacant Parcels - 9

Proposed:
- New Single Family (Resubdivided) - 4 units
- Single Family Infill - 3 units
- Single Family Rehab - 7 units
PROJECT DESCRIPTION:
To reinforce the conservation of Mechanicsville’s historic single-family character, additional single-family homes will be constructed on available infill lots throughout the neighborhood. New construction will be closely coordinated with surrounding housing rehabilitation, small-scale street and environmental improvements, and re-subdivision of property to create appropriately sized lots with off street parking.

MARKET PERSPECTIVE:
Price: $160,000 - $210,000, 1,400 - 1,800 square feet ($123)

DEVELOPMENT PROGRAM:
Existing:
- Site Area: 24.5 Acres
- Single Family (Properties) - 102
- Multifamily (Properties) - 8
- Duplex (Properties) - 9
- Non-Residential Use - 5408 s.f.
- Vacant Parcels - 58

Proposed:
- New Single Family (Resubdivided) - 10 units
- Single Family Infill - 33 units
- Single Family Rehab - 52 units
- Multifamily Rehab - 3 units
- Duplex Rehab - 2 units
- Commercial Rehab - 1
F - Cooper Street School

PROJECT DESCRIPTION:
This Atlanta Public Schools' facility has been identified as the future redevelopment site for a multi-family housing/loft development. The intent of this renovation or redevelopment is to restore the building envelope to its original architectural character and completely renovate the interior of the building to provide 30 individual apartment/loft units. The parking for these units will be behind the Cooper Street School building.

DEVELOPMENT PROGRAM:
Existing:
Site Area: 2.2 Acres

Proposed:
New Multifamily - 30 units
Parking - 35 spaces

G - Pryor Street School Adaptive Reuse

PROJECT DESCRIPTION:
This facility has been identified as the future location for a small business incubator. The building would need significant interior renovations since it is currently used by Atlanta Public Schools as a storage facility. However, it appears to have adequate space and parking so as not to require expansion.

DEVELOPMENT PROGRAM:
Existing:
Site Area: 4.6 Acres

Proposed:
New Single Family
New Non-Residential Space - 30,232 SF
Parking - 35 spaces
PROJECT DESCRIPTION:

A strong core of educational and recreational facilities will be a key amenity for the community and a signature element of the proposed McDaniel-Glenn Redevelopment effort. Both Dunbar Elementary School and Dunbar Community Center will be reconstructed utilizing a shared facility concept in which the school will have access to the recreational facilities at the community center, including a gymnasium, natatorium, outdoor amphitheater and athletic fields.

DEVELOPMENT PROGRAM:

Existing:
- Site Area: 19.3
- Institutions: 107,166 s.f.
- Open Space: 9.23 Acres

Proposed:
- Institutions: 150,000 s.f.
PROJECT DESCRIPTION:

This vacant site north of Fulton Street offers an excellent location for higher density residential buildings developed as a component of the proposed McDaniel Glenn HOPE VI revitalization effort. With dramatic views of the Downtown skyline, immediate access to I-20, and close proximity to the Castleberry Hill loft district, this site is appropriate for multifamily residential buildings of up to five stories with the possibility for some mixed-use development that would provide ground floor neighborhood-oriented retail and services.

DEVELOPMENT PROGRAM:

Existing:
- Site Area: 9.6 Acres
- Vacant Parcels - 4

Proposed:
- Loft Housing - 128 Units
- Parking - 192 Spaces
PROJECT DESCRIPTION:
A combination of townhomes, duplexes, apartments and neighborhood-oriented retail/services are proposed for three large blocks north of Fulton Street, between Whitehall Terrace and Formwalt Street. This area will benefit from its adjacency to the proposed new school/park/community center to the south and enjoys dramatic views of downtown to the north. This mixed use development pattern with medium density residential is appropriate along major thoroughfares and thus is also proposed for two additional blocks in the neighborhood - one between Fulton, Richardson, Pryor and Formwalt Streets, and the other south of Ralph David Abernathy Blvd. along Pryor Street.

MARKET PERSPECTIVE:
Tenure: For-sale and/or rental
Price/Rent/Average Size: $190,000 - $225,000, 788 - 1,550 square feet ($178) (TH, DU, FL)
$200,000 - $240,000, 1,600 - 1,800 square feet ($129) (TRA)
$800 - $1,553, 700 - 1,350 square feet ($1.15) (TH, DU, FL)
PROJECT DESCRIPTION:
A combination of townhomes, duplexes, apartments and neighborhood-oriented retail/services are proposed for three large blocks north of Fulton Street, between Whitehall Terrace and Formwall Street. This area will benefit from its adjacency to the proposed new school/park/community center to the south and enjoys dramatic views of downtown to the north. This mixed use development pattern with medium density residential is appropriate along major thoroughfares and thus is also proposed for two additional blocks in the neighborhood - one between Fulton, Richardson, Pryor and Formwall Streets, and the other south of Ralph David Abernathy Blvd. along Pryor Street.

MARKET PERSPECTIVE:
Rent: $790 - $1,400, 693 - 1,327 square feet ($1.08) (TH, DU, FL)

DEVELOPMENT PROGRAM:
Existing:
Site Area: 5.8 Acres
Single Family (Properties) - 6
Multifamily (Properties) - 2
Parking Parcels - 4
Vacant Parcels - 27

Proposed:
Multifamily - 108 Units
Parking - 170 Spaces
Institutional - 65,000 s.f.
PROJECT DESCRIPTION:
A combination of townhomes, duplexes, apartments and neighborhood-oriented retail/services are proposed for three large blocks north of Fulton Street, between Whitehall Terrace and Formwalt Street. This area will benefit from its adjacency to the proposed new school/park/community center to the south and enjoys dramatic views of downtown to the north. This mixed use development pattern with medium density residential is appropriate along major thoroughfares and thus is also proposed for two additional blocks in the neighborhood - one between Fulton, Richardson, Pryor and Formwalt Streets, and the other south of Ralph David Abernathy Blvd. along Pryor Street.

MARKET PERSPECTIVE:
Tenure: For-sale and/or rental
Price/Rent/Average Size: $180,000 - $210,000, 750 - 1,400 s.f. ($178)
$790 - $1,553, 662 - 1,300 s.f. ($1.19)
**J5 - Mixed Use including Medium Density Residential**

**DEVELOPMENT PROGRAM:**
Existing:
- Site Area: 6.2 Acres
- Single Family (Properties) - 5
- Duplex (Property) - 1
- Non-Residential Space - 20,742 s.f.
- Vacant Parcels - 18
- Parking Parcels - 1

Proposed:
- New Single Family (Infill) - 4 units
- Townhouses - 10 units
- Parking - 20 spaces

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**J6 - Mixed Use including Medium Density Residential**

**DEVELOPMENT PROGRAM:**
Existing:
- Site Area: 6.0 Acres
- Single Family (Properties) - 3
- Multifamily (Properties) - 6
- Duplex (Properties) - 1
- Vacant Parcels - 35

Proposed:
- Single Family - 5 units
- Townhouses - 10 units
- Duplexes - 18 units
- New Multifamily - 75 units
- Parking - 159 spaces

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**PROJECT DESCRIPTION:**
J-6 is located on the Fulton Street Corridor, close to new school/park/community center and several successful residential projects. Views of downtown.

**MARKET PERSPECTIVE:**
Price/Rent/Average Size: $180,000 - $210,000, 750 - 1,440 square feet ($178) (TH, DU, FL)
$195,000 - $240,000, 1,500 - 1,800 square feet ($132) (TRA)
$790 - $1,400, 693 - 1,327 square feet ($1.08) (TH, DU, FL)
**PROJECT DESCRIPTION:**

Located between Garibaldi Street on the west and I-75/85 on the east, this segment of Ralph David Abernathy Boulevard will be the commercial core of the entire Mechanicsville community. Its potential for economic development is significant through the creation of a mixed-use environment that incorporates retail, entertainment, offices, residential, cultural and lodging facilities. The build-out scenario for the corridor includes preservation of a limited amount of the existing commercial space that is in standard condition. Substantial intensification is proposed through the projected construction of approx. 88,200 SF of new space and the rehabilitation or re-use of substantial amounts of existing building space.

**DEVELOPMENT PROGRAM:**

**Existing:**
- Site Area: 9.4 Acres
- Commercial (Properties) - 3
- Office/Institutional (Properties) - 2
- Non-Residential Use - 33,746 s.f.
- Vacant Parcels - 24

**Proposed:**
- New Commercial - 70,400 s.f.
- Commercial Rehab - 3 Units
- Office/Institutional Rehab - 1 Units

**PROJECT DESCRIPTION:**

A redeveloped commercial site is proposed in the block on the south side of Fulton Street between Windsor Street and the City View Apartments. Given the overall emphasis on Fulton Street as a mixed-use corridor, the proposal for this block is to relocate neighborhood oriented commercial activity to front on Fulton Street with parking in the rear.

**DEVELOPMENT PROGRAM:**

**Existing:**
- Site Area: 1.68 Acres
- Vacant Parcels - 1
- Commercial (Property) - 1 (9763 s.f.)

**Proposed:**
- Commercial - 9,500 s.f.
PROJECT DESCRIPTION:
Two large blocks east of the railroad are proposed for a limited amount of office infill to compliment the existing light industrial uses in the area. The northern block is adjacent to Concessions International headquarters, the proposed redevelopment of McDaniel Glenn, and the current redevelopment of the Toby Sexton Lofts. Given its proximity to anticipated and proposed residential uses, it will be important to ensure that future office infill is of a scale and character that is compatible with multi-family housing products. The second block is located immediately south of RDA and is adjacent to existing single-family residential blocks. Office infill at this location will provide a needed transition between light industrial uses and single family homes.
CIRCULATION PLAN

Circulation improvements are integral to the creation of a sustainable and livable community. The Circulation Plan represents the development of a circulation pattern that improves connection and accessibility to proposed development projects, community facilities, retail services and the residential community. This plan is designed to promote a pedestrian friendly, walkable and safe environment with the streetscape beautification projects, gateway installations, and openspace improvements highlighted on the Circulation Plan Map.
Streetscapes

Streetscape improvements are proposed for several arterial in the community to enhance the overall appearance of the public environment. It is envisioned that these improvements and safety enhancements will ultimately encourage and increase pedestrian mobility throughout Mechanicsville. The improvements include a combination of new sidewalks, curbs, street trees, landscaping, lighting and street furniture.

The proposed streetscape projects include:
1. Fulton Streetscape Improvements
2. RDA Streetscape Improvements
3. McDaniel Streetscape Improvements
4. Windsor Streetscape Improvements
5. Pryor Streetscape Improvements

Existing conditions: 2 lanes in each direction; sidewalks in decent condition; streetscaping in need of maintenance

Abernathy Streetscape Improvements

Existing conditions: 3 northbound lanes, 2 southbound lanes; sidewalks in decent condition; some streetscaping

McDaniel Streetscape Improvements

Existing conditions: 1 lane in each direction; sidewalks in decent condition; minimal streetscaping

Windsor Streetscape Improvements

Existing conditions: 2 lanes in each direction; narrow sidewalks in decent condition; minimal streetscaping

Fulton Streetscape Improvements
Gateways
In an effort to enhance visibility and define the main entrance into the Mechanicsville neighborhood, six strategic locations were identified for community gateways. Currently the neighborhood lacks identity markers that complement the neighborhood pride and is representative of the history and legacy of the area. These identity markers can come in various forms and price points including paved intersections, sign topers, monuments, murals, and public art.

The proposed gateway projects are:
1. Fulton St./ McDaniel St. Gateway
2. Windsor St. Gateway
3. Fulton St. / Central Ave. Gateway
4. RDA Gateway
5. RDA/ Central Ave. Gateway
6. Pryor Rd. Gateway

Open Space
The open space enhancements recommended in this plan includes the rehabilitation of existing facilities in addition to the development of new public spaces.

Rosa Burney Park:
The Mechanicsville neighborhood currently has one active community park within its boundaries. This City of Atlanta facility has an underutilized outdoor swimming pool and other recreational fields that are awkwardly oriented on the 9.2 acre site. As described in the redevelopment plan for McDaniel Glenn, the reconstruction of the school and community center in addition to enhancements to Rosa Burney Park would create a signature institutional element and key amenity for the entire community. The improvements to the park would include a natatorium, outdoor amphitheater, walking trails and additional athletic fields.

RDA Plaza:
The plaza located on RDA between Cooper and Formwalt Streets was developed for the 1996 Olympics. The hardscape, street furniture and public art have not been maintained over the years and needs a significant facelift that will complement proposed retail development along RDA.

Pocket Parks:
The 1995 Mechanicsville CRP identified locations for neighborhood pocket parks in the southern portion of the neighborhood. The CRP update is proposing the development of two such parks on existing vacant lots currently surrounded by single-family housing.
IMPLEMENTATION

The projects outlined on the previous pages lay out an ambitious plan for continuing the revitalization of the Mechanicsville community in accordance with the goals of the Community Redevelopment Plan (CRP) originally adopted by City Council in 1995. The CRP represents a sound and principled policy for proactive implementation which is still fundamentally applicable. This CRP update seeks to reconfirm those implementation principles, re-evaluate priority implementation initiatives, re-establish implementation partnerships, and provide updated/new cost and timing details on a project-by-project basis.

GUIDING IMPLEMENTATION PRINCIPLES

As stated in the original Mechanicsville CRP, there are several underlying principles of implementation which are designed to protect the overall goals of the community while ensuring continued reinvestment and growth:

1) Mechanicsville Must Be Revitalized As a Livable Intown Residential Community
The effort to maintain Mechanicsville as a “residential community” will rely on placing considerable emphasis on preserving historic structures, rehabilitating existing residential areas, and focusing on compatible new infill development. The effort to make Mechanicsville “livable” will rely upon providing immediate attention to quality of life improvements including new/renovated open space, sidewalk improvements, and better community facilities. In all housing implementation efforts, it will be important to concentrate on activities that expand levels of homeownership and housing options.

2) Implementation Actions Must Reinforce One Another
As has been demonstrated in other successful intown revitalization initiatives, early public-sector implementation efforts should seek to work together in a targeted location, in a complimentary fashion and with similar ends in mind (i.e., improving the quality of life for current residents and businesses while creating a positive climate for new investment/development). For example, targeted code-enforcement should be conducted in the same one or two block area (i.e., “pilot area”) that is being provided with rehab assistance to remedy those deficiencies. In addition, those same pilot areas should be the location to focus public improvement activities (such as new sidewalks). Furthermore, public-sector resources should seek to leverage private investment to the maximum extent possible.

3) Implementation Must be Based on “Critical Mass” Action
In addition to targeting resources in manner that supports/reinforces one another, efforts should be large enough to create a “critical mass” of activity. Public and private resources, in particular, should be spread strategically throughout the community. Pilot areas as described above should be relatively small in order to maximize the impact of implementation efforts. By “doing it well in a “small area” rather than “doing it poorly everywhere,” implementation successes will fundamentally alter the market perception, and thereby reality, within the community. As geographically small, but dramatic successes become evident, private sector investment will climb commensurately and eventually reduce the overall burden on limited public sector resources. The redevelopment of McDaniel Glenn over the next few years will create a tremendous opportunity to leverage this principle.
In addition, the utilization of resources to ensure the protection of existing residents (i.e., homeowner rehabilitation programs), ensuring a mix of incomes and housing options and assistance with developing an economic base and jobs should be targeted efforts in implementation.

4) Design Guidelines
In an effort to ensure that the implementation of redevelopment efforts were compatible to and support the Mechanicsville SPI 18 zoning ordinance adopted in 2003, the Enterprise Foundation and MCA solicited the Community Design Center of Atlanta to develop a design manual. This manual addresses the design criteria and standards outlined in the SPI 18 for residential and commercial subareas and is provided in the appendix of this document.

KEY IMPLEMENTATION PARTNERS
Throughout the life of the CRP, there have been and will continue to be numerous public and private sector implementation partners playing a wide-variety of roles. However, there are a few key partners that will continue to play a critical and primary role.

Mechanicsville Civic Association (MCA) MCA continues to serve as the overall community advocacy body and the formal link to Neighborhood Planning Unit – V. Since its founding, MCA has continued to expand its functions and in the past 10 years, as the community has begun to revitalize, the CRP has expanded its membership to new incoming residents and stakeholders. Operating under an elected Board of Directors and officers, MCA should continue to serve as the primary “voice” of the community and should be routinely consulted regarding redevelopment initiatives. Undoubtedly, conditions and priorities will somewhat evolve over time (as they have since the adoption of the CRP) and MCA provides the opportunity to ensure that initiatives continue to reflect the will of the community as a whole.

SUMMECH SUMMECH, an IRS-designated, not-for-profit organization, serves as Mechanicsville’s designated Community Development Corporation (CDC). SUMMECH is widely recognized throughout the City as Mechanicsville’s “in-house” developer and as such, has access to a variety of public and private housing finance resources. In the period since adoption of the original CRP, SUMMECH has successfully advanced revitalization efforts in the community on several fronts including: the development of Ware Estates Townhomes, development of Rosa Burney Manor, renovation of numerous aging apartment complexes in the community, and property acquisition/land control of several vacant lots. In addition, SUMMECH should continue to act as the community’s primary contracting agency with the City for the federal Section 108 Loan and EDI Grant (granted in 1996).

City of Atlanta The City of Atlanta plays a crucial role in the delivery of public services, construction of capital projects, provision of housing and economic development resources, and administering regulatory enhancements. In particular, this CRP update calls for several public improvement projects such as streetscapes, sidewalk repairs and open space enhancements. While the City’s available resources are tight, there are several million dollars already committed within the area including: money to renovate Dunbar Community Center, funds for streetscape and sidewalk improvements (Quality of Life Bonds), and the aforementioned federal Section 108 Loan/EDI Grant (although most of these funds are intended to subsidize private investment rather than pay for non-revenue generating public improvements).
There are several City-wide housing delivery programs available such as CDBG/HOME funds, and the emergency repair program. It should be noted, however, that while these funds are extremely useful in early phases of implementation (i.e., they are grants and not loans) they are extremely competitive and can be difficult to secure.

In terms of regulatory enhancements, the City has already updated the zoning to be compatible with the CRP (SPI 18) and has been engaged in targeted Code Enforcement (with varying degrees of success). Aggressive code enforcement should be re-initiated at such time and place that a concerted housing infill pilot program is launched in order to maximize the impact of revitalization. This should also be done in concert with the home-owner grants funded by the Section 108 Loan/EDI package. Finally, a Housing Enterprise Zone was enacted by City Council. While a few limited infill homes have been constructed, strong consideration should be given to “restarting the clock” in order to take maximum advantage of the tax deferment benefits afforded.

**Atlanta Public Schools**

The Atlanta Public Schools currently operates the Dunbar Elementary School within the Mechanicsville neighborhood. At present, the population of Dunbar is comparatively small (i.e., less than 500 students) and the facility is in need of renovation. To date, APS has committed approx. 6 million dollars for renovations as a part of the system’s district-wide BuildSmart Master Plan. However, a fundamental component of this CRP Update (and the recently successful McDaniel-Glen HOPE VI application) is the complete reconstruction of the school. In conjunction with rebuilding the adjacent Dunbar Community Center, a new school would have several advantages over a renovation. First, rebuilding both facilities allows for the entire site to be redesigned thus allowing for larger and better designed open space. Second, new construction of both facilities creates the opportunity for building shared resources potentially including a gym, a natatorium parking, play areas, etc. In this way, the new Dunbar School would have significant amenities not otherwise possible under straight renovation.

In addition to Dunbar Elementary, APS owns two additional properties that are former elementary schools – the old Cooper Street School and the old Pryor Street School. Both sites are in key locations and create unique opportunities for redevelopment to better serve community interests (as described in the project descriptions for F and G earlier in this report).

**Atlanta Housing Authority (AHA)**

The housing authority currently operates 368 publicly assisted housing units within the McDaniel Glenn housing complex. For years, this property has provided a large source of affordable housing but has also stunted revitalization of the Mechanicsville community as a whole. In conjunction with the planning for this CRP Update, McDaniel Glenn submitted and was awarded approximately 20 million in HOPE VI funds to completely redevelop the site over the next five years with the assistance of the development partner led by Columbia Residential. This opportunity to build new mixed-income, in-town housing fundamentally alters the market perspective for the community and provides an immediate catalyst for a host of related public and private redevelopment initiatives. However, if not done carefully, this large-scale redevelopment will rapidly hasten some of the detrimental effects of gentrification. It will be incumbent upon AHA to look for replacement housing opportunities within the Mechanicsville community to the extent available, thereby assuring a continued sustainable mix of housing affordability options.

**The Enterprise Foundation/Annenburg Foundation**

As one of the two National pilot programs, the Enterprise and Annenburg Foundations have made very substantial commitments to the revitalization of Mechanicsville totaling over $54,500,000 (including funding this CRP Update). While some of this commitment has already been programmed (such as computer technology upgrades at Dunbar Elementary and program
staff resources) there remain significant opportunities to leverage private investment. In particular, Enterprise has the unique chance to provide pre-development assistance to SUMMECH and other community-based developers for property acquisition, bridge financing, affordability write-downs, etc.

This assistance could also be used to provide replacement housing opportunities for McDaniel Glenn within Mechanicsville. This effort assures affordable housing options for those residents that desire to remain in the community during construction and assists in maintaining the enrollment of Dunbar elementary with McDaniel Glenn students. The existing multi-family developments that are potential relocation sites include Toby Sexton Lofts, Rosa Burney Apartments and City View Apartments.

**Atlanta Development Authority (ADA)**

Although many of the initiatives of the original CRP have been successfully completed or put into action, most of the official Urban Redevelopment Powers enabled by the CRP under state law have not been put into practice. A notable example of this is the ability to acquire property at fair market values - either through negotiation with friendly property owners, or through the threat (or actual use) of eminent domain with recalcitrant property owners. Although a last resort, this aggressive action can be an important tool in the event that absentee landlords attempt to exact high profits thus artificially inflating land values and unnecessarily raising property taxes in the area. The procedures for initiating these and other redevelopment powers can be somewhat daunting and requires specific expertise and implementation through a designated “Community Redevelopment Agency.” To date, the City has loosely acted in this capacity on behalf of the Mechanicsville CRP. However, ADA may make a logical choice as a professional entity to handle this, and the many other official urban redevelopment plans in place across the City. As ADA evolves its capacity in this direction, additional staff may be required to meet the necessary legal and technical requirements of official urban redevelopment (as mandated by state law).

**HOUSING RESOURCES**

In addition to the key implementation partners described above, there are several other potential financing/funding resources that may play an important part in the revitalization of Mechanicsville:

**Low Income Housing Tax Credit (LIHTC):** A major source of financing for the acquisition, rehab and/or construction of affordable multifamily projects.

**Private Activity Exempt Bonds:** Available through the Department of Community Affairs for multi-family projects.

**Affordable Housing Program (AHP):** Money available from the Federal Home Loan Bank for rental and for-sale, new construction and rehab. Partnerships are typically between FHLB
member banks and nonprofit organizations only.

**Renewal Communities (RC):** New incarnation of the Empowerment Zone that may have money available for land-banking as well has new construction (SF/MF), emergency home repair, and moderate rehab loans. Pryor Rd. has been identified as a “key corridor.”

**Atlanta Neighborhood Development Partnership (ANDP) and the Fannie Mae Partnership Office:** Both groups provide a variety of financing tools to nonprofit developers of affordable housing (both single-family and multifamily, new construction and rehab). Both groups have already invested in Mechanicsville (Pryor Rd., Ware Estates, Rosa Burney), and have expressed interest in further investment.

**Private Financial Institutions:** Many local banks (such as Nations Bank and Wachovia) have their own internal CDCs to handle affordable housing activity. This is typically done in partnership with a community-based CDC (such as SUMMECH).

**United Way’s Individual Development Account (IDA):** This is one of the largest down payment assistance programs in the region. IDA matches the savings of first-time moderate-income homebuyers in targeted communities. SUMMECH has taken advantage of this in the past.

**Federal Home Loan Bank (FHLB) of Atlanta First-Time Homebuyer Program:** The FHLB of Atlanta provides matching funds for the downpayment and closing costs of first-time homebuyer programs developed by member banks. In the Atlanta region, partner banks include Bank of American, Regions Bank, SouthTrust Bank, SunTrust Bank, Wachovia Bank, Capital City Bank and Trust Company, Citizens Trust Bank, Fidelity National Bank, Omni National Bank, and United America’s Bank.

**URBAN RESIDENTIAL FINANCING AUTHORITY (URFA):** URFA manages the HOME Atlanta program which provides 30-year fixed conventional mortgages, originated by Fannie Mae or FHA-insured. HOME Atlanta loans offer 100% financing with a 5% Mortgage Assistance Program available as a second mortgage to be forgiven after three (3) years if the buyer remains in the property as primary owner-occupant.

**HUD 203(b) LOANS:** These loans enable homebuyers to roll the upfront cost of mortgage insurance premiums into the mortgage amount. Borrowers are eligible for up to 97% financing.

### Priority Implementation Initiatives

Although this CRP update spells out numerous redevelopment projects and revitalization actions, there are several key initiatives that should be given top priority. In general, the following list of immediate implementation strategies is based on the notion of a) continuing ongoing actions that are already underway, b) taking advantage of

<table>
<thead>
<tr>
<th>Priority Implementation Initiatives</th>
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<tbody>
<tr>
<td>1) Rehab/infill projects already in the pipeline by SUMMECH</td>
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<tr>
<td>2) McKenzie Place</td>
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<tr>
<td>3) Confirming Commitments for the New Mechanicsville Commons</td>
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<tr>
<td>4) Early Land Acquisition of Property North of Fulton</td>
</tr>
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<td>5) SF Infill and Rehab South of RDA (utilizing Section 108)</td>
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<tr>
<td>6) Building New Mixed-Income Apartments</td>
</tr>
<tr>
<td>7) Develop Small Retail Nodes Upfront</td>
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</tbody>
</table>
limited public resources that are already in hand, and c) capitalizing on the recent stunning success of the McDaniel-Glenn HOPE VI funding application.

1) Rehab/infill projects already in the pipeline by SUMMECH: As previously mentioned, SUMMECH has already demonstrated success with various infill and rehab projects and has several additional projects in various stages of implementation. This is particularly important where SUMMECH already owns property given that property acquisition is oftentimes the most difficult predevelopment activity to fund.

2) McKenzie Place: The McKenzie Place project (project number C1) is located on the blocks immediately south of Rosa Burney Park and adjacent to McDaniel Glenn. This project is integrally linked to the revitalization of the McDaniel Glenn and provides an opportunity to remediate one of the worst areas in the community due to its proximity to McDaniel Glenn. Finalizing this acquisition and confirming the development relationship with AHA are critically important.

3) Confirming Commitments for the New Mechanicsville Commons: Mechanicsville Commons involves a four-way partnership between APS (Dunbar Elementary), Enterprise Foundation (The Learning Collaborative), The City of Atlanta (Dunbar Community Center & Rosa Burney Park) and AHA (McDaniel Glenn). As stated previously, reshaping this superblock into a more interconnected and usable space is critical to the success of the north end of the neighborhood. However, financial commitments from all parties must be more fully explored and agreed to given that the current holistic vision for the block probably outpaces resources that have been independently committed to date. The successful HOPE VI grant application should provide the necessary impetus to firm up the actual partnerships here.

4) Early Land Acquisition of Property North of Fulton: Given its skyline views and incredible access to downtown, the area north of Fulton Street represents one of the most marketable development opportunities anywhere intown. If not aggressively and proactively acquired, individual small lots will naturally develop haphazardly on their own thus eliminating the inherent potential and density made possible by larger assemblies of properties.

5) SF Infill and Rehab South of RDA (utilizing Section 108): While the area north of Fulton represents an immediate, higher-density development opportunity, the area south of RDA represents the strongest single-family detached fabric in the community. It will be critically important to identify a pilot area for infill and rehab to stabilize the aging but historic housing stock. As shown in the existing conditions analysis, there is the very real possibility that the single-family character of Mechanicsville will be lost forever if current trends are not reversed.

6) Building New Mixed-Income Apartments: Despite several successful housing development efforts over the past 10 years (such as Ware Estates and Rosa Burney Manor), the population in Mechanicsville continues to decline. This is due in large part to significant non-residential development (such as the Medical Examiners Facility, the Juvenile Detention Center, and surface parking lots) and the further loss of older residential properties due to fire or disrepair. Perhaps the largest impact of this declining population is the drop in student enrollment at Dunbar Elementary. Given the importance of strong neighborhood schools on the overall sustainability of the community, it is critically important to bolster the population of Dunbar to keep it from being closed or consolidated in another neighborhood. Therefore, new multifamily development must consciously seek to develop in mixed-income scenarios and in a variety of rental and ownership situations. This will ensure the greatest opportunity for Mechanicsville to be considered a “family-centered” neighborhood. The redevelopment of McDaniel Glenn provides the first and immediate chance of success in this regard.

7) Develop Small Retail Nodes Upfront: While developing new retail in Mechanicsville will be a big challenge until the spending power of the community increases (i.e., more housing units at higher incomes), it is important to take advantage of initial opportunities for economic
development before they are lost. With the development of the McDaniel Glenn public housing, the market for new housing will jump dramatically in a very short period of time. It will be important to resist the temptation to over build housing and to set aside locations for much needed neighborhood retail. There are two prime locations that provide an obvious first step. First, the McDaniel Glenn HOPE VI envisions a mixed-use neighborhood retail node at the intersection of Fulton and McDaniel Streets (including an Urban Grocery). This will create an anchor for the northern part of the neighborhood where the highest intensity of existing and new residents will be. Second, the eastern end of RDA provides a highly visible and accessible location for retail services to serve the southern part of the community. Currently, parcel sizes, land costs and current uses make it difficult to develop stand alone neighborhood retail in this location. However, retail development can have a higher likelihood of success if arrangements can be made for coordinated development and shared parking on the RDA frontage of land currently utilized for Atlanta Braves Parking.

DEVELOPMENT PROGRAM

As the available funding mechanisms and partnerships were described in the previous section, it is even more critical to ensure implementation of the Mechanicsville CRP Update projects by developing a cost analysis or development program. The following tables describes the build-out of transportation and development projects and associated costs for construction and development.

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<th>Mechanicsville Community Redevelopment Plan Update</th>
<th>Renovated Open Space (Acres)</th>
<th>Infrastructure Improvements (Linear Feet)</th>
<th>Community Improvements (Quantities)</th>
<th>Unit Cost</th>
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Total Infrastructure Costs $ 5,319,400
# Mechanicsville Community Redevelopment Plan Update

**Prepared By:**

URBAN COLLAGE Inc. in collaboration with Marketek & Davidson Consulting

**SEPTEMBER 2004**

## Development Program

### Housing Revitalization

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<th>Projects</th>
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<th>Duplexes</th>
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### Non-Housing Revitalization

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<th>New/ Renovated Institutional Space (Square Feet)</th>
<th>New/ Renovated Light Industrial Space (Square Feet)</th>
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### Notes:

1. Redevelopment costs are estimates only and are in year 2004 dollars. Actual costs will be refined throughout implementation.
## Summary of Committed Funds to Mechanicsville

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<tr>
<th>Funding Source</th>
<th>Amount</th>
<th>Potential Redevelopment Projects</th>
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<tbody>
<tr>
<td>1. Section 108 Loan</td>
<td>$4,400,000</td>
<td>Acquisition, New Residential Construction and Owner Occupied Rehabilitation</td>
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<td>2. Economic Development Initiative Grant (EDI)</td>
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<td>Acquisition</td>
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<td><strong>SubTotal</strong></td>
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<td>3. Enterprise Foundation (Annenberg Foundation)</td>
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<td>Neighborhood Revitalization, Loans towards Development, Dunbar Elementary School, Community and Capacity Building</td>
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<td><strong>SubTotal</strong></td>
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<td>4. SPLOST (Atlanta Public Schools)</td>
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<td>5. CDBG (City of Atlanta)</td>
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<td>H. Dunbar Community Center Revitalization</td>
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<td>6. HOPE VI (Atlanta Housing Authority)</td>
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<td>B. McDaniel Glenn Annex Redevelopment</td>
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<td>I. McDaniel Glenn Vacant Site Redevelopment</td>
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<td>7. Quality of Life Bonds (City of Atlanta)</td>
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<td>Pryor Road Streetscapes</td>
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<td>Garibaldi Street Resurfacing &amp; Reconstruction</td>
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Note: Letters noted in the Potential Redevelopment Projects column refer to the Redevelopment Projects Map.