



Brownfield Redevelopment

And the Mayor's New Century Economic Development Plan

March 31, 2007

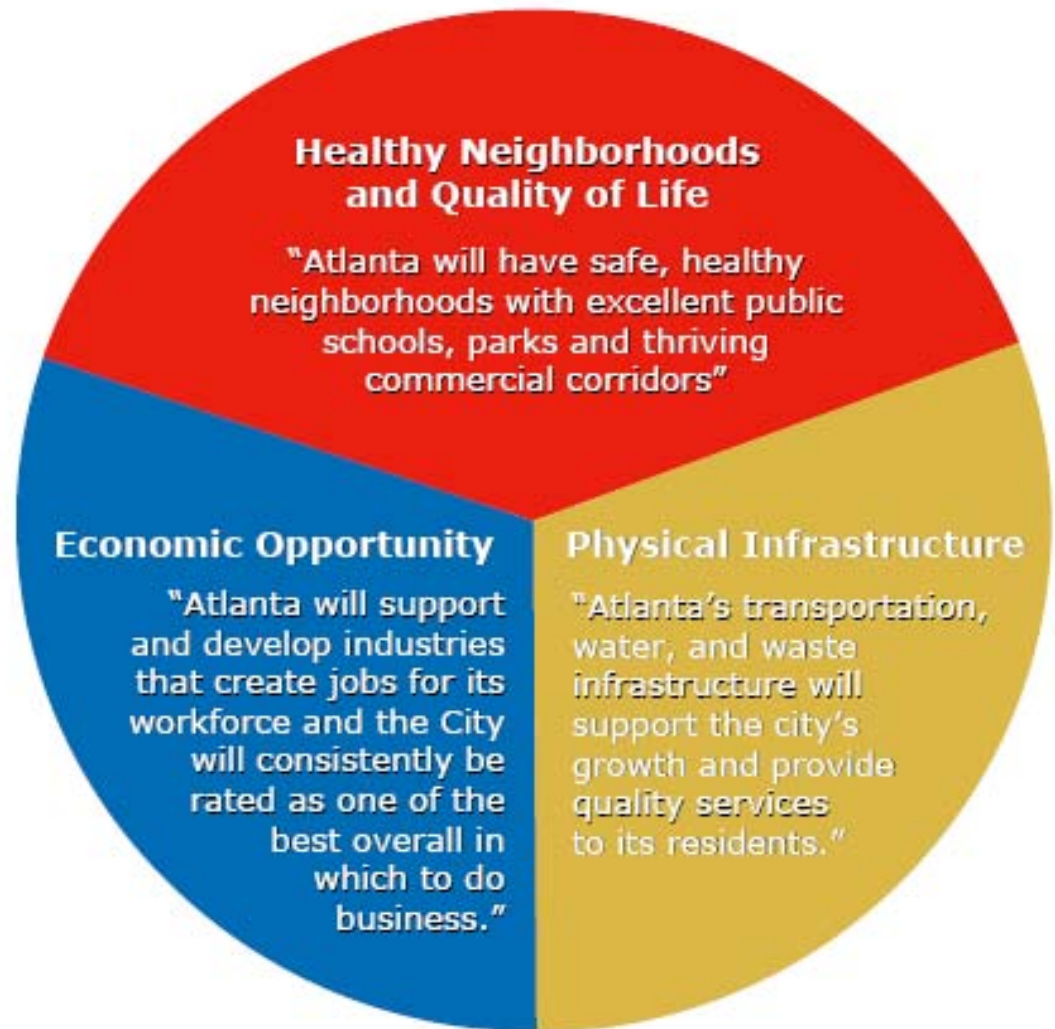
Department of Planning & Community
Development (DPCD)

Vision

The Mayor's Plan: Three Primary Components

**Mayor Shirley
Franklin's vision is:**

"Atlanta will be the thriving core of the metropolitan area. The most successful city in the southeast. A competitive city, nationally and internationally."



Seven Key Goals of the Plan

As related to economic development:

- Create 60,000 new jobs
- Create 24,000 new metro jobs related to airport growth
- Grow property value in the city by \$26B, by adding households and leased commercial space
- Add 10,000 new workforce housing units



Primary Role

- Included in the plan is an “Action Item” specifying the continual assessment of Brownfield conditions to determine plans for remediation.

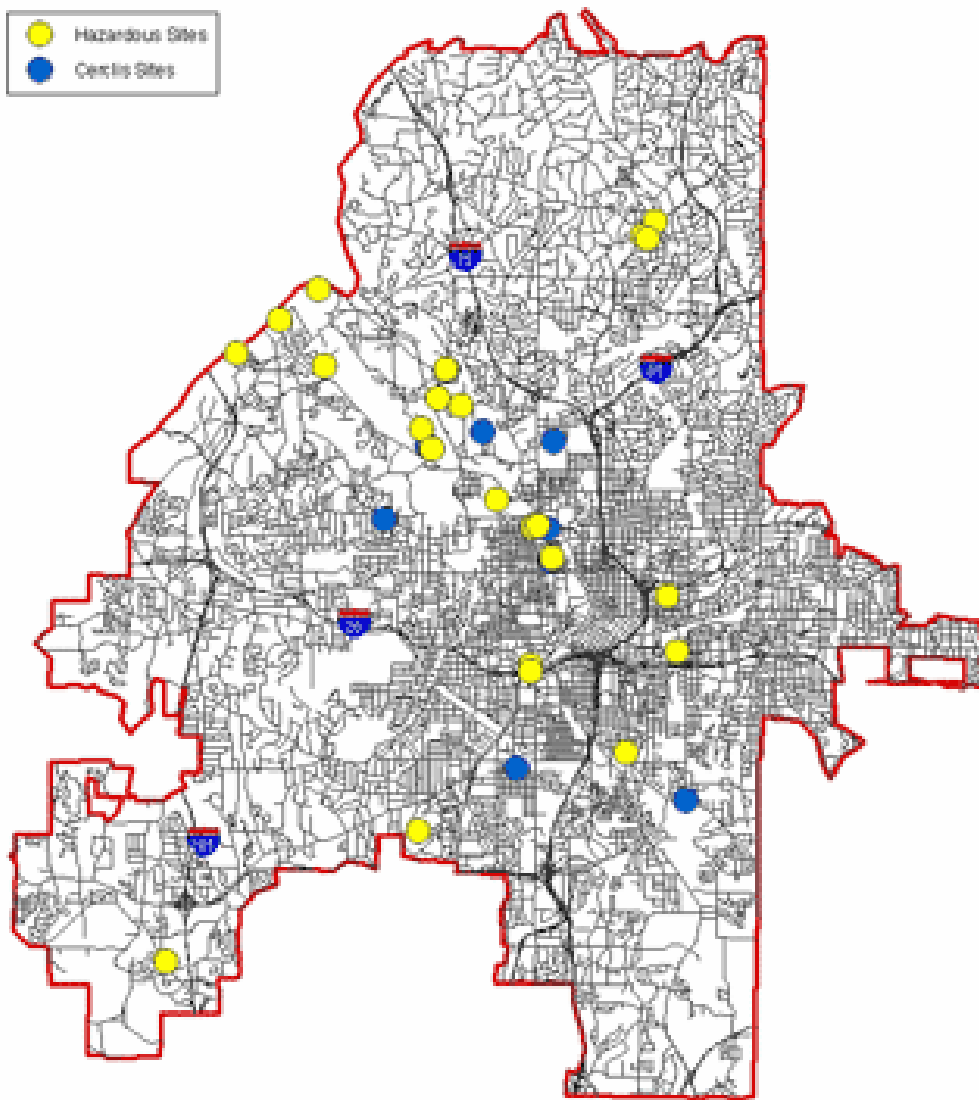


Primary Role

- Redevelopment of Brownfields scattered throughout the city will help:
 - To increase the tax base, create thousands of new jobs, bring new housing to the city, stimulate public and private investment, and make unproductive land useful for redevelopment purposes.



Brownfield Sites



ATLANTA DEVELOPMENT AUTHORITY



Atlanta's Brownfield Focus

- Atlanta has over 950 brown fields sites within its boundaries. (EPA)
- The city will emphasize four areas for Brownfield assessment:
 1. *Renewal communities,*
 2. Belt Line Project areas,
 3. Neighborhoods that have developed master plans, and
 4. Petroleum based sites.

Brownfield Redevelopment Supports Five of the City's ED Action Goals:

- 1. Target Industries**
- 2. Business Recruitment, Retention, and Expansion**
- 3. BeltLine, Downtown and Brand Atlanta campaign**
- 4. Economic Vitality in Underserved Areas**
 - Business Climate
 - Work Force Housing
- 5. Increase Capital Available for Development and Business Growth**
 - Crime Rate
 - Public Schools
 - Parks and Greenspace

1. **Target Industries**
2. Business Recruitment, Retention, and Expansion
3. BeltLine, Downtown and Brand Atlanta campaign
4. Economic Vitality in Underserved Areas
5. Increase Capital Available for Development and Business Growth

Action Item(s) that Brownfield redevelopment can be helpful with:

Increasing Atlanta's Target Industries

1. Target Industries
2. **Business Recruitment, Retention, and Expansion**
3. BeltLine, Downtown and Brand Atlanta campaign
4. Economic Vitality in Underserved Areas
5. Increase Capital Available for Development and Business Growth

Action Item(s) that Brownfield redevelopment can be helpful with:

Promoting incentives available for redevelopment

Developing new incentives and credits

Building positive relationships within the development and connect opportunities with resources

Supporting the growth of small businesses

Promoting Atlanta as a great place to do business

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2. Business Recruitment, Retention, and Expansion
3. **BeltLine, Downtown and Brand Atlanta campaign**
4. Economic Vitality in Underserved Areas
5. Increase Capital Available for Development and Business Growth

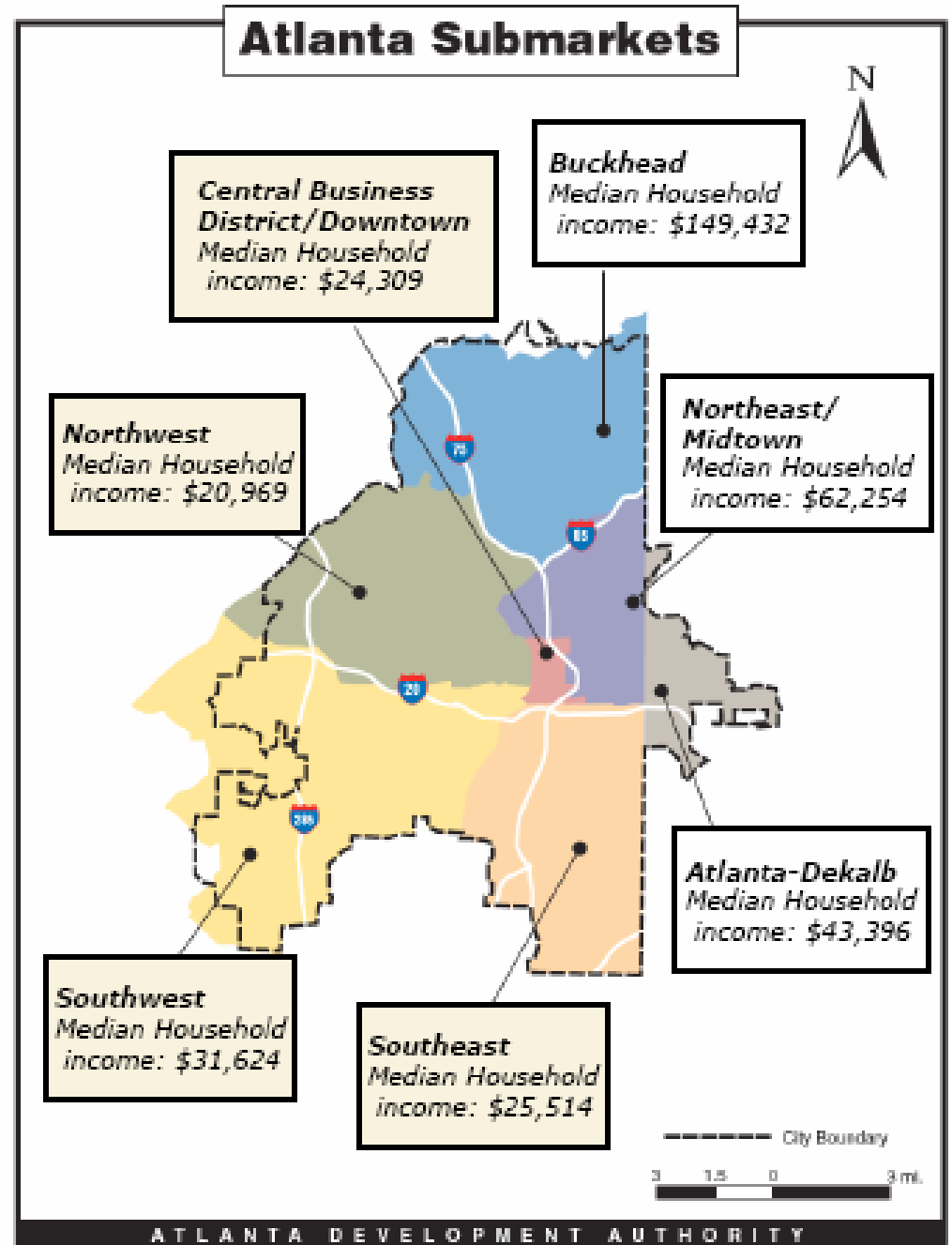
Action Item(s) that Brownfield redevelopment can be helpful with:

BeltLine Acquisition and Development

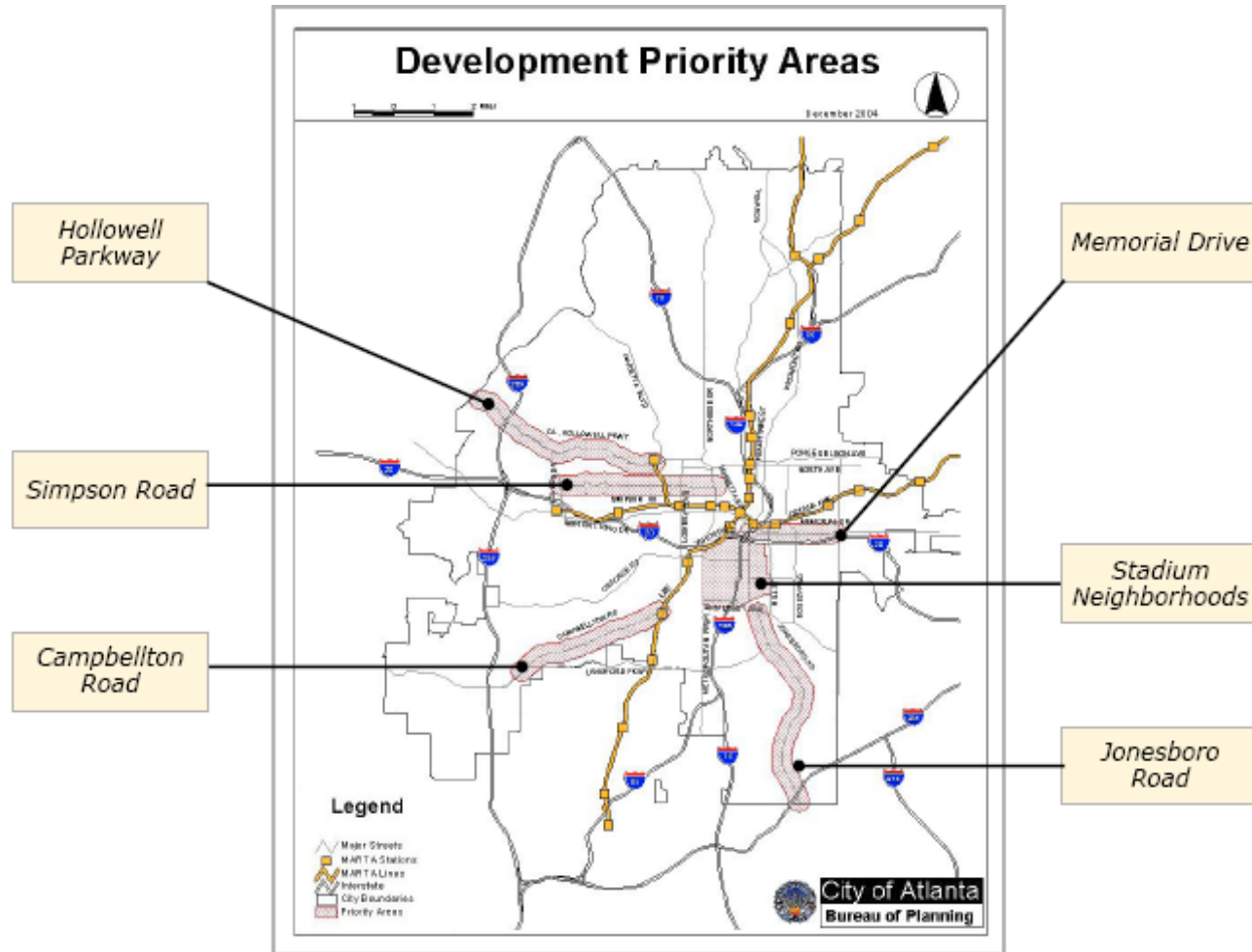
Increased Workforce Housing

Improving the Destination Appeal of Downtown through Increased Investment and Returns

1. Target Industries
2. Business Recruitment, Retention, and Expansion
3. BeltLine, Downtown and Brand Atlanta campaign
- 4. Economic Vitality in Underserved Areas**
5. Increase Capital Available for Development and Business Growth



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4. **Economic Vitality in Underserved Areas**
5. Increase Capital Available for Development and Business Growth

Action Item(s) that Brownfield redevelopment can be helpful with:

Increasing Job Opportunities for Residents in Underserved Areas

Offering Specialized Job Training Programs

1. Target Industries
2. Business Recruitment, Retention, and Expansion
3. BeltLine, Downtown and Brand Atlanta campaign
4. Economic Vitality in Underserved Areas
5. **Increase Capital Available for Development and Business Growth**

Action Item (s) Brownfield redevelopment can be helpful with:

Attracting more funding for small businesses

Maximizing the use of loans by promoting various programs to the business community

Summary

New approaches, innovative ideas, commitments, cooperation, and common visions that are tailored to each community's unique qualities are needed for successful Brownfield reuse.