



WILLINGHAM CORRIDOR STUDY

Public Meeting
October 13, 2021

WILLINGHAM CORRIDOR





TODAY'S MEETING

- Your microphone has been muted to avoid any background noise.
- Submit project specific questions in the chat to “Q and A”.
- We will address as many questions/comments as time allows.
- After the initial presentation we will move into virtual breakout rooms.

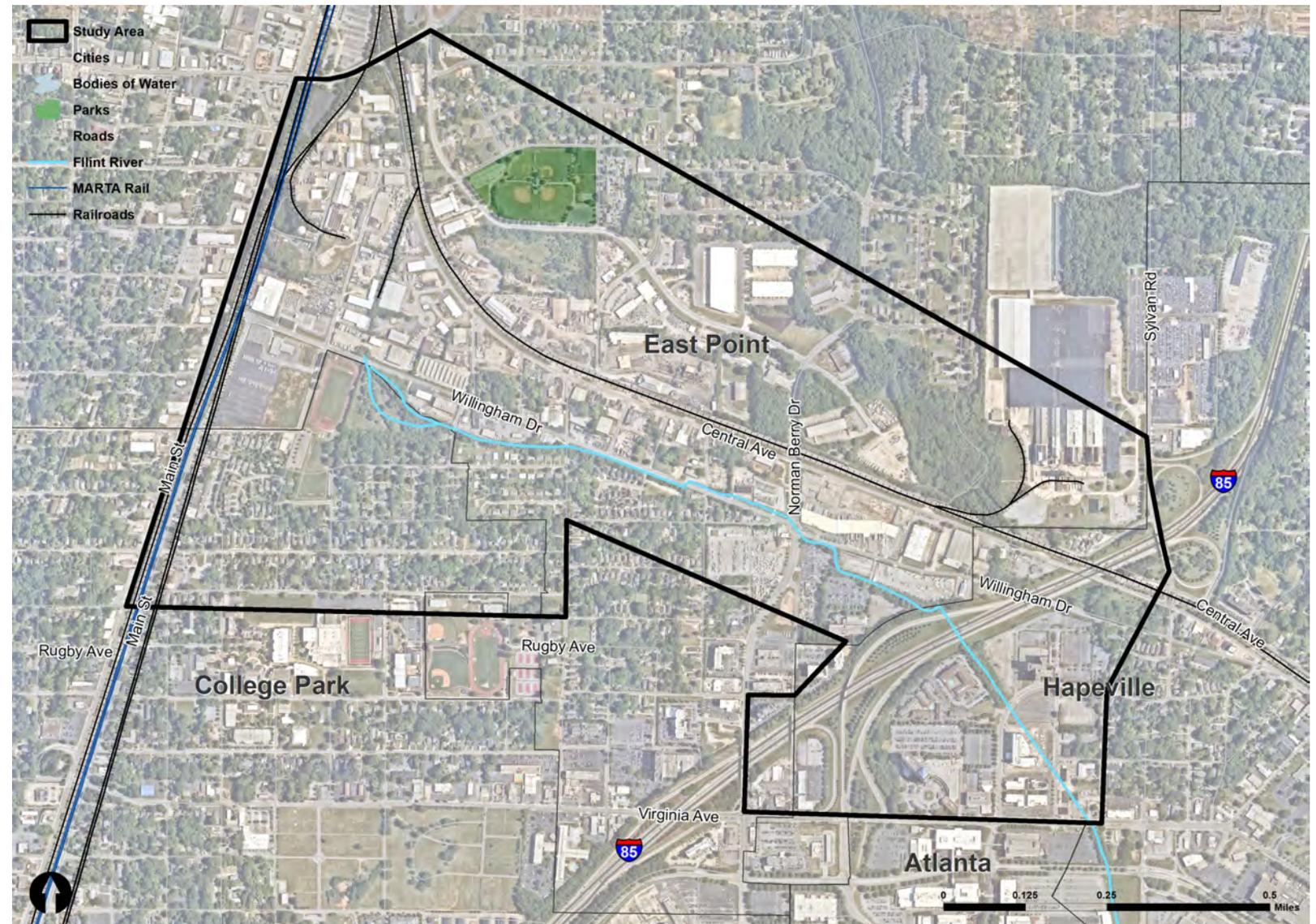


TODAY'S MEETING

- **Study Area and Background**
- **Existing Conditions**
- **Market Analysis**
- **Focus Areas**
- **Breakout Group Discussion**

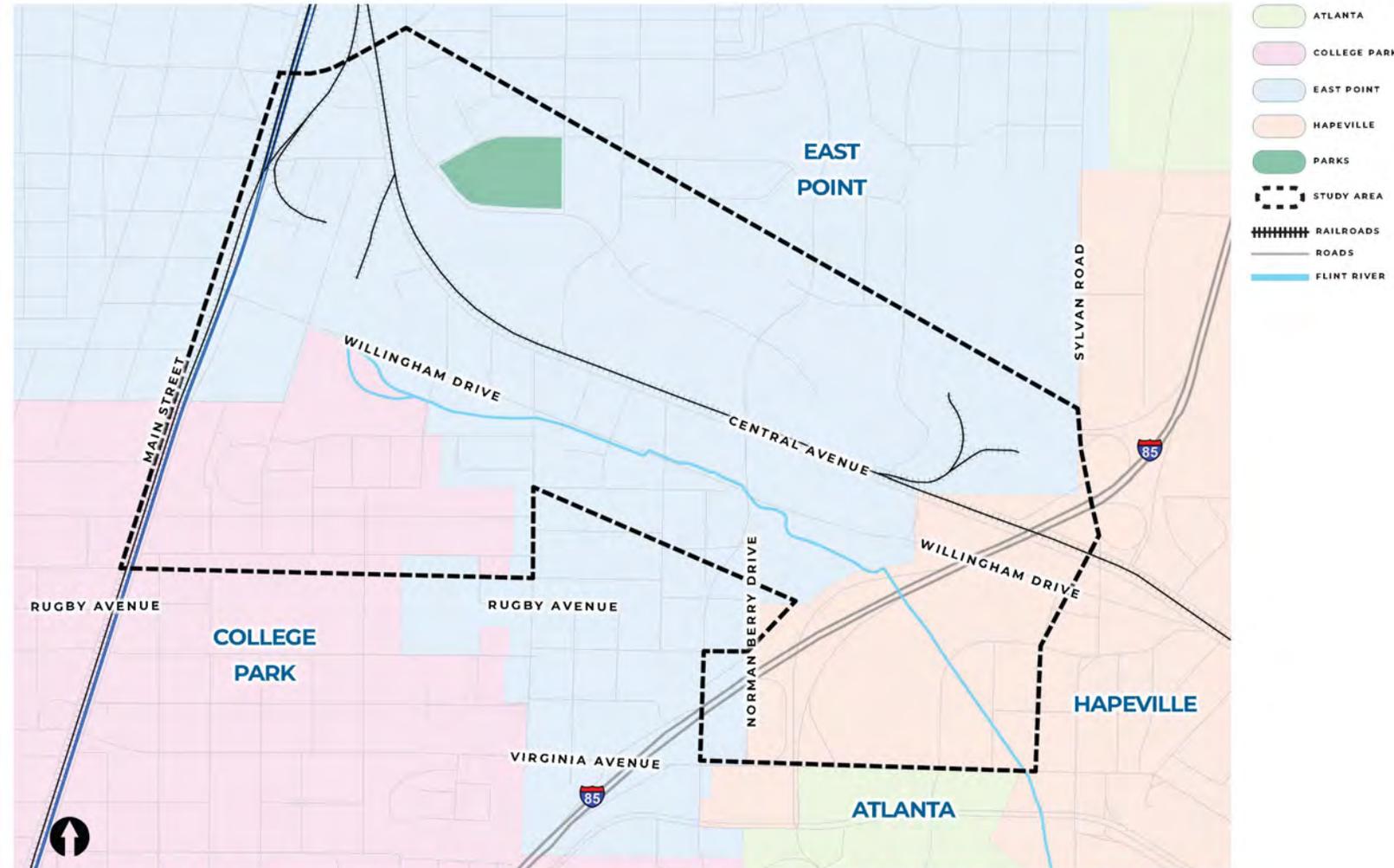
STUDY AREA AND PURPOSE

- Focused along Willingham Drive
- Includes headwaters stream of the Flint River
- Main Street to Sylvan Road
- Adjacent to Downtown College Park, East Point and Hapeville
- Mix of industrial, commercial and residential uses



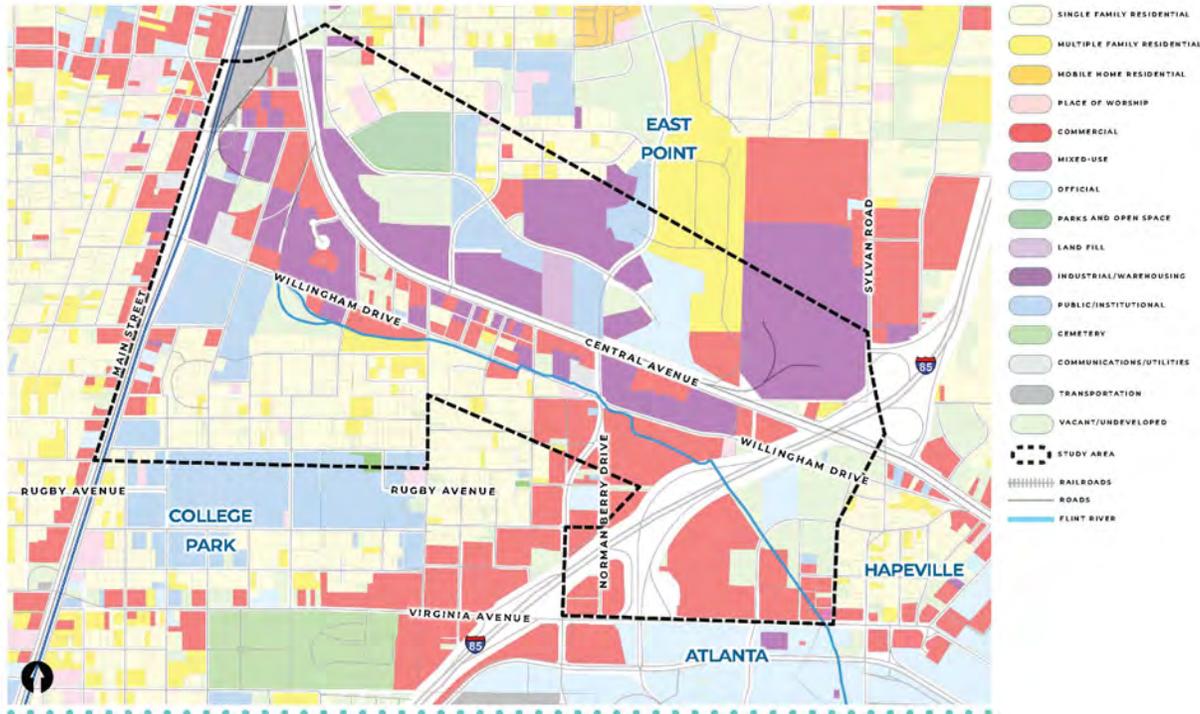
STUDY AREA AND PURPOSE

- Develop a vision for the future of the area
- Identify potential catalytic sites
- Identify potential public investment
- Highlight the Flint River
- Create an area that connects the Tri-Cities

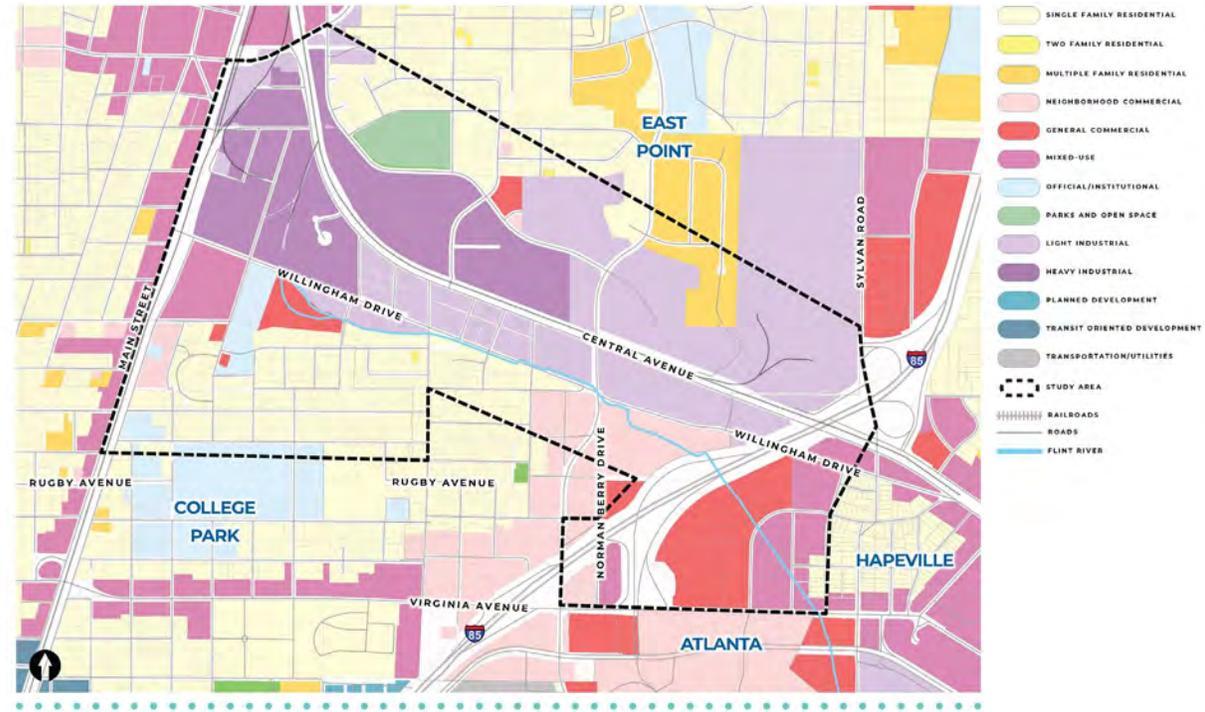


CITIES

EXISTING CONDITIONS

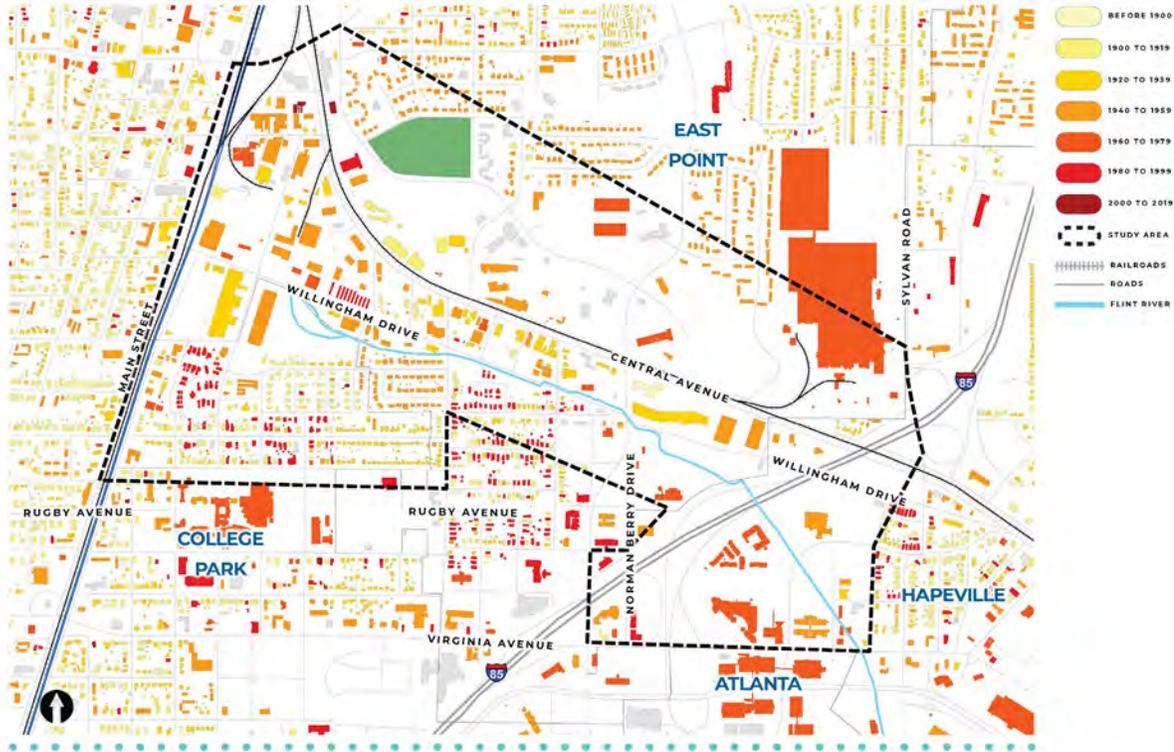


EXISTING LAND USE

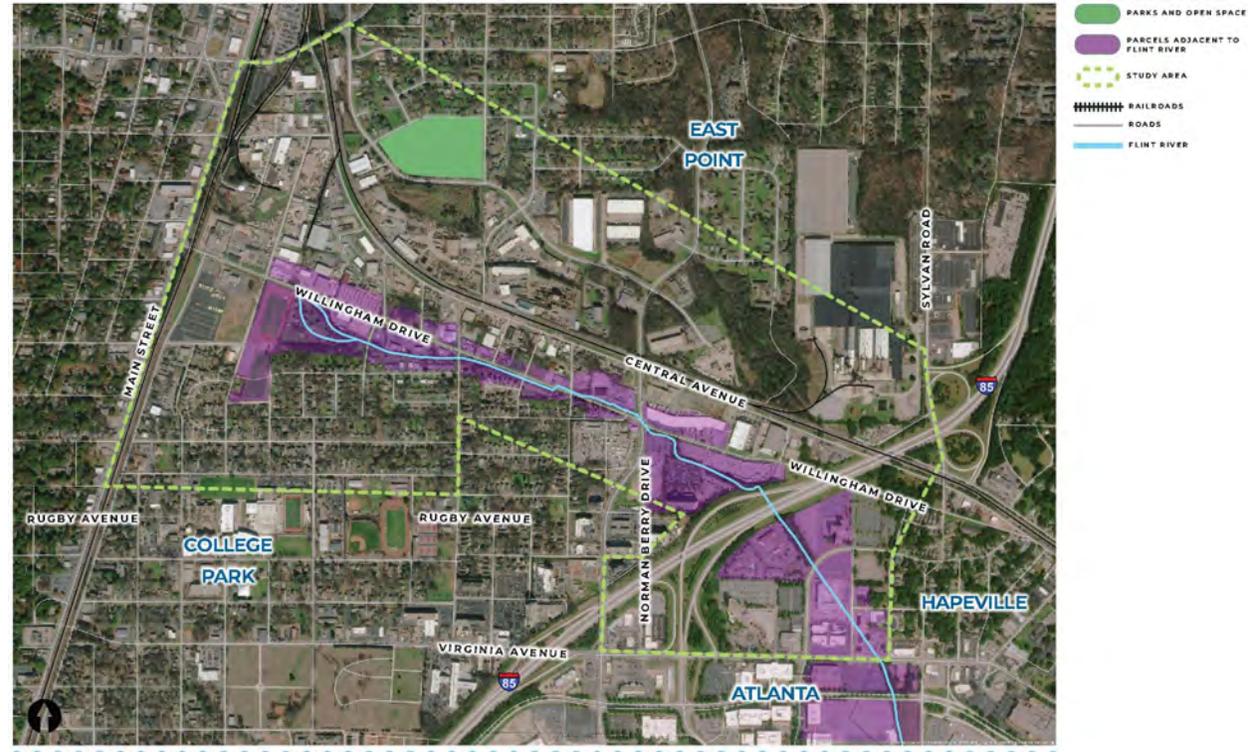


ZONING

EXISTING CONDITIONS

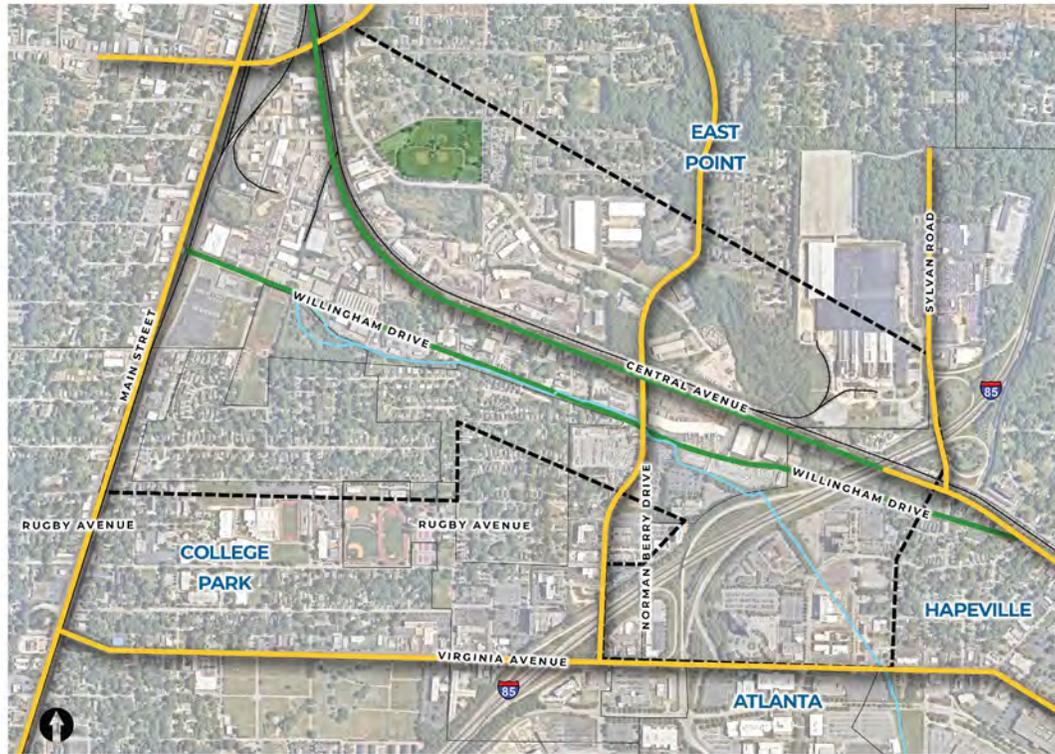


BUILDINGS

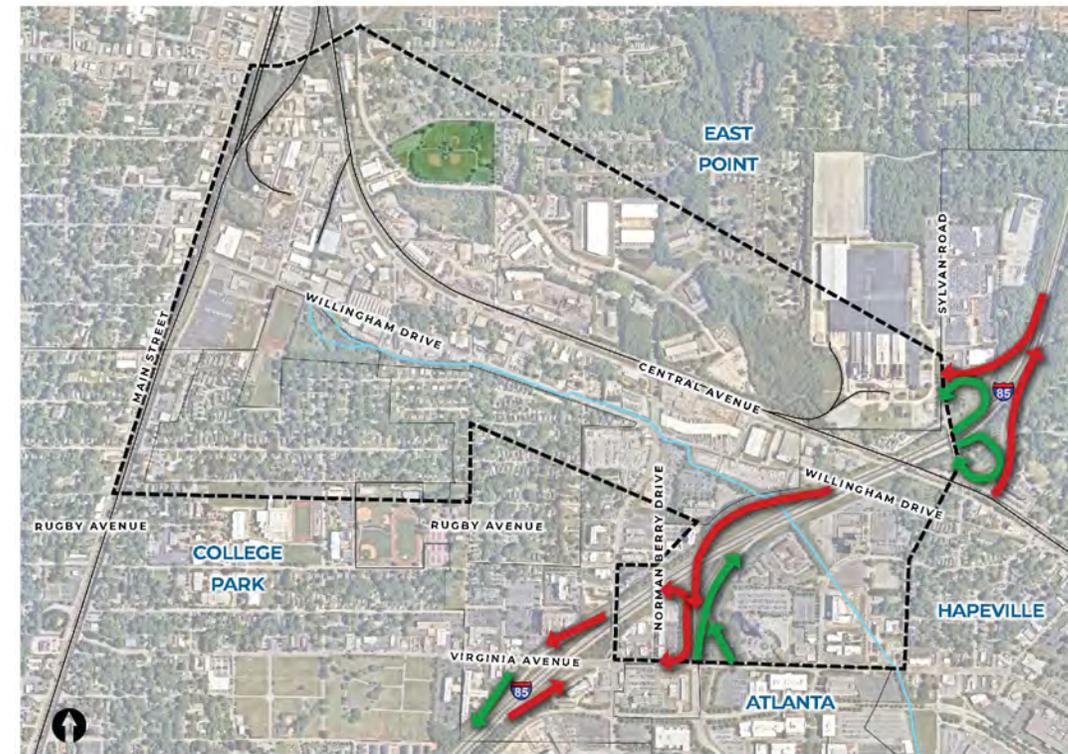


FLINT RIVER PARCELS

EXISTING CONDITIONS

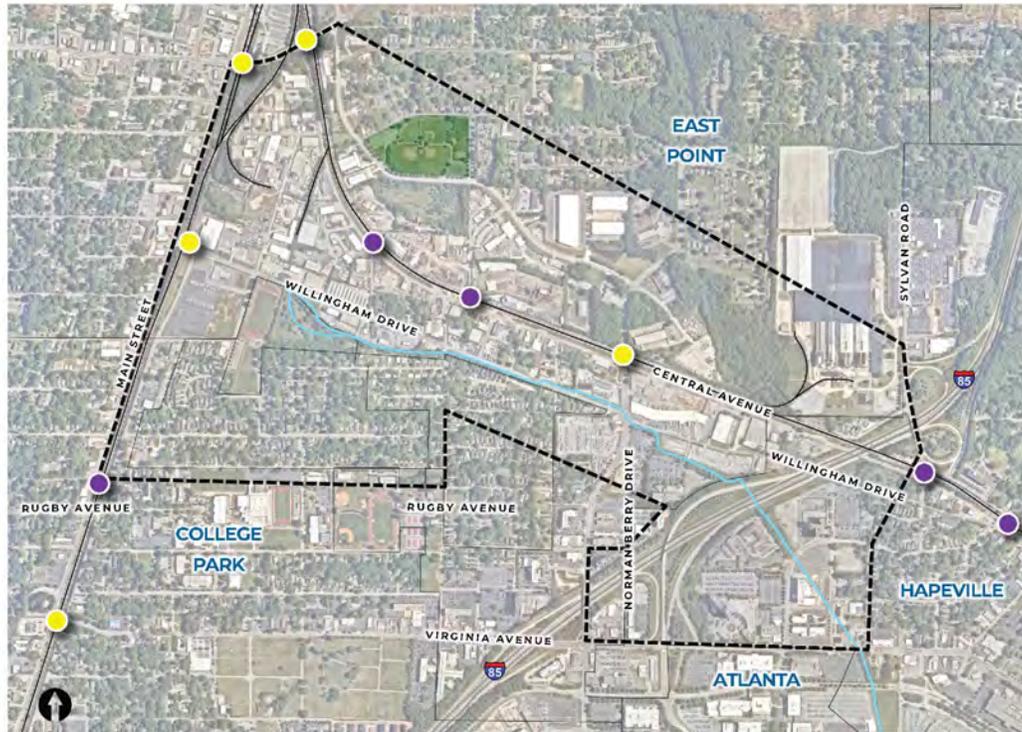


LEVEL-OF-SERVICE

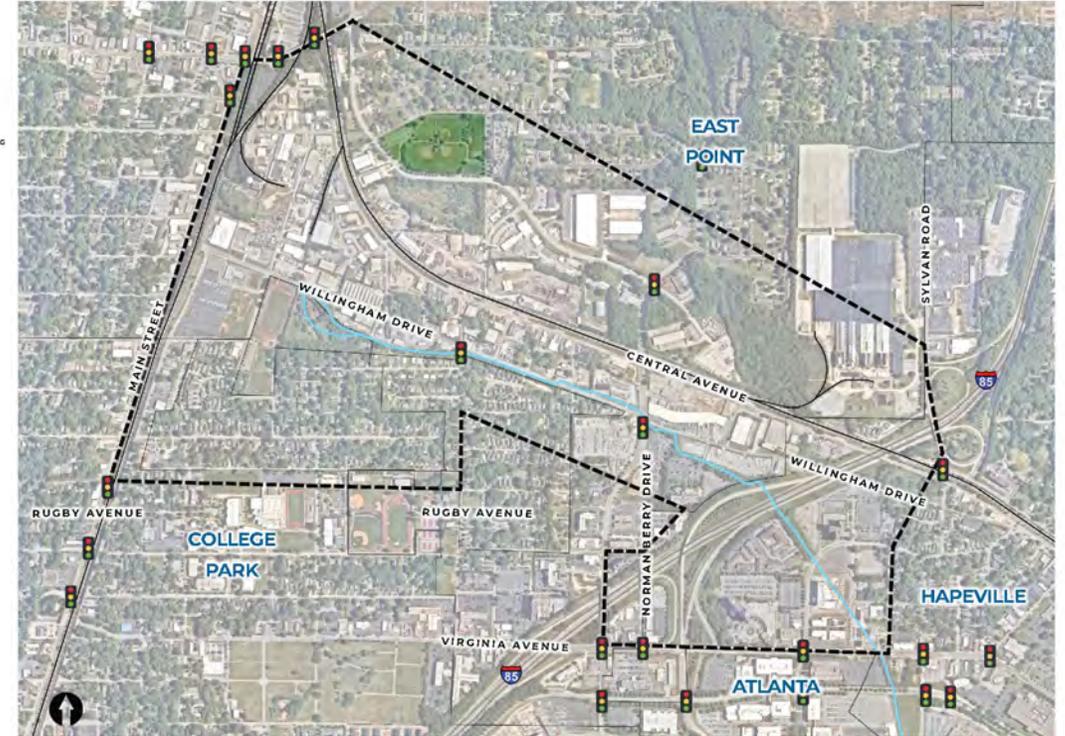


INTERSTATE ACCESS

EXISTING CONDITIONS

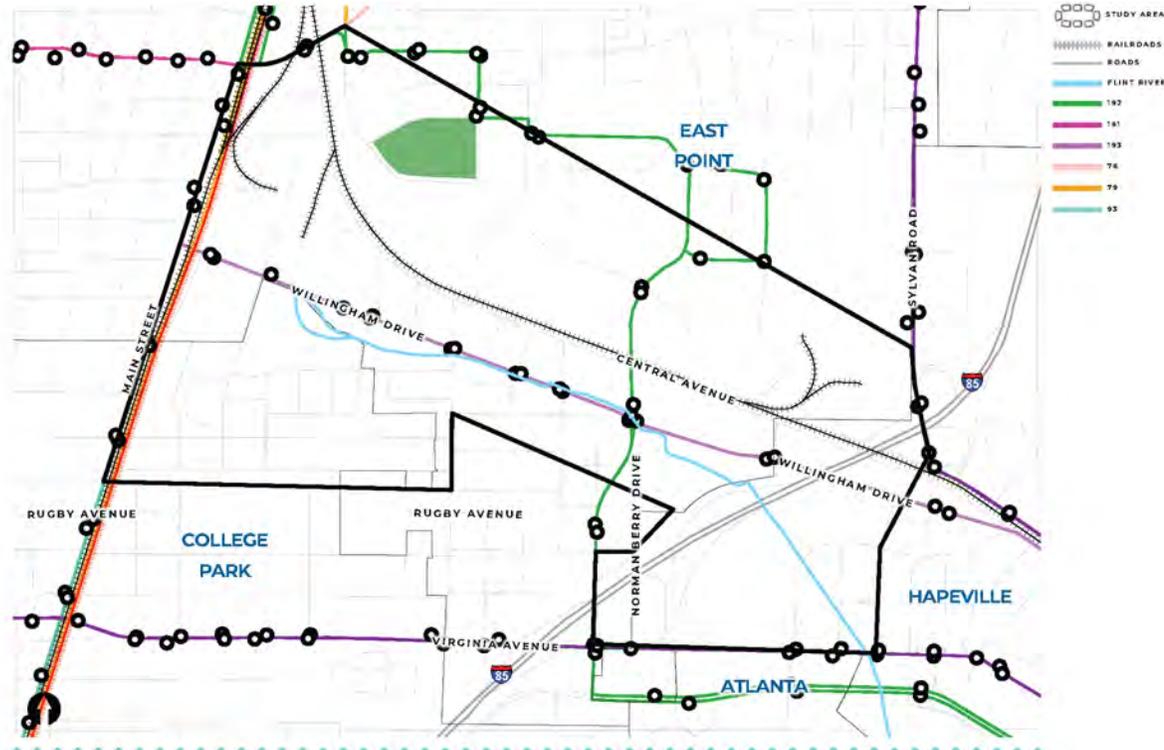


RAILROAD CROSSING LOCATIONS

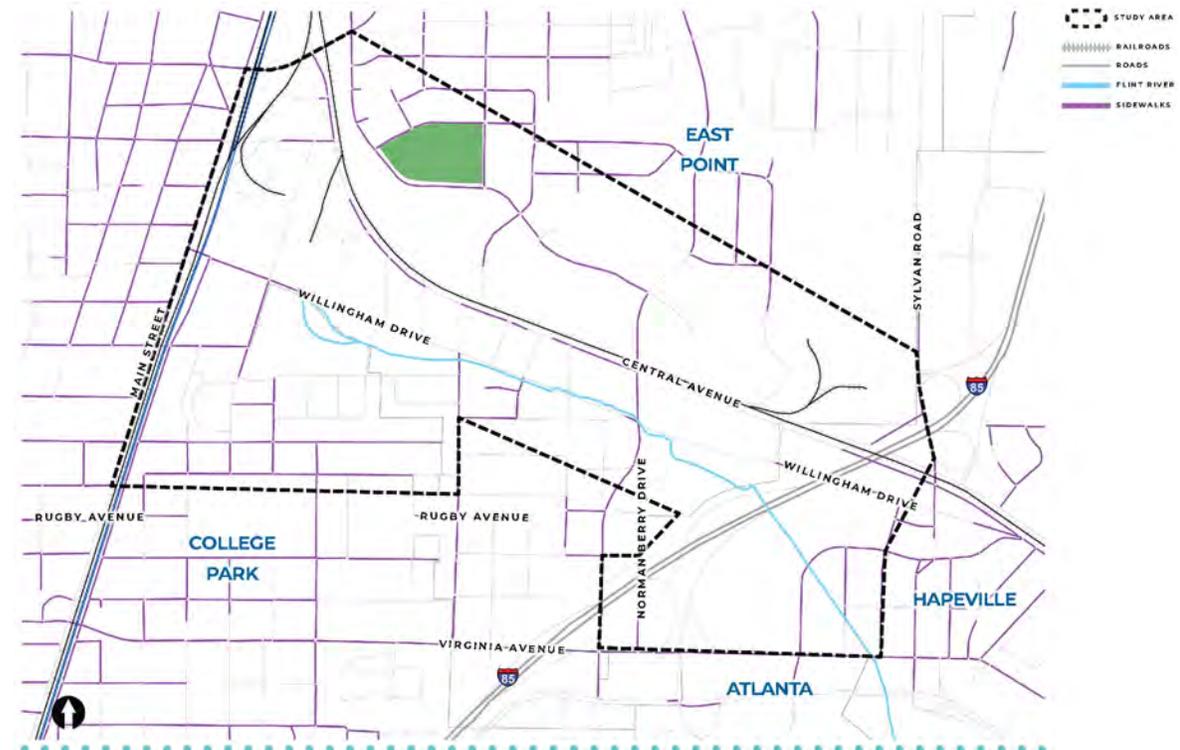


TRAFFIC SIGNAL

EXISTING CONDITIONS



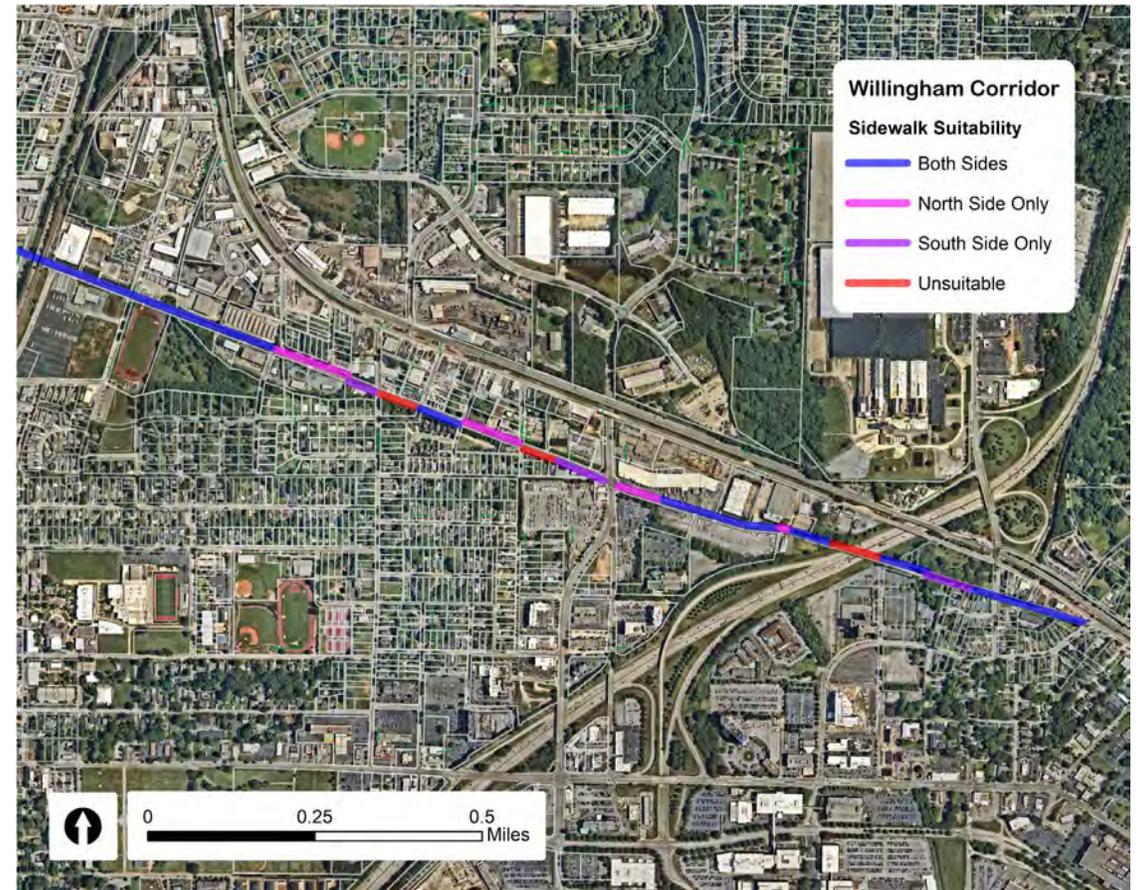
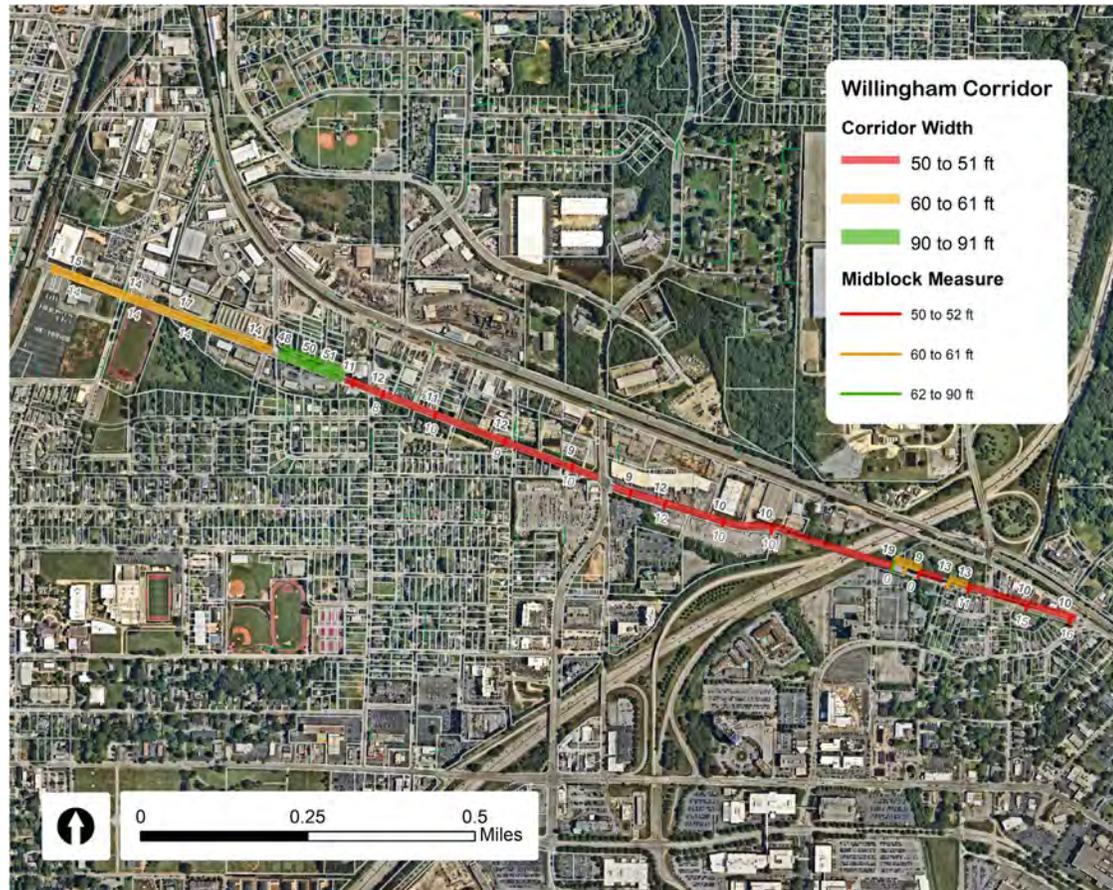
MARTA ROUTES



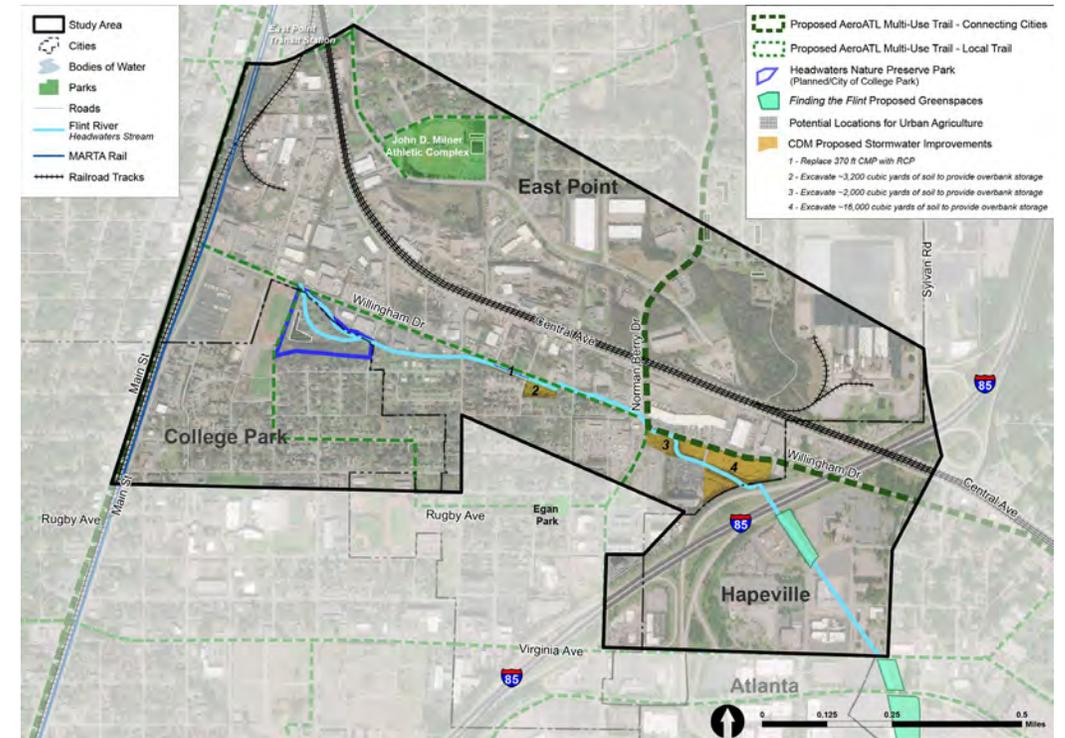
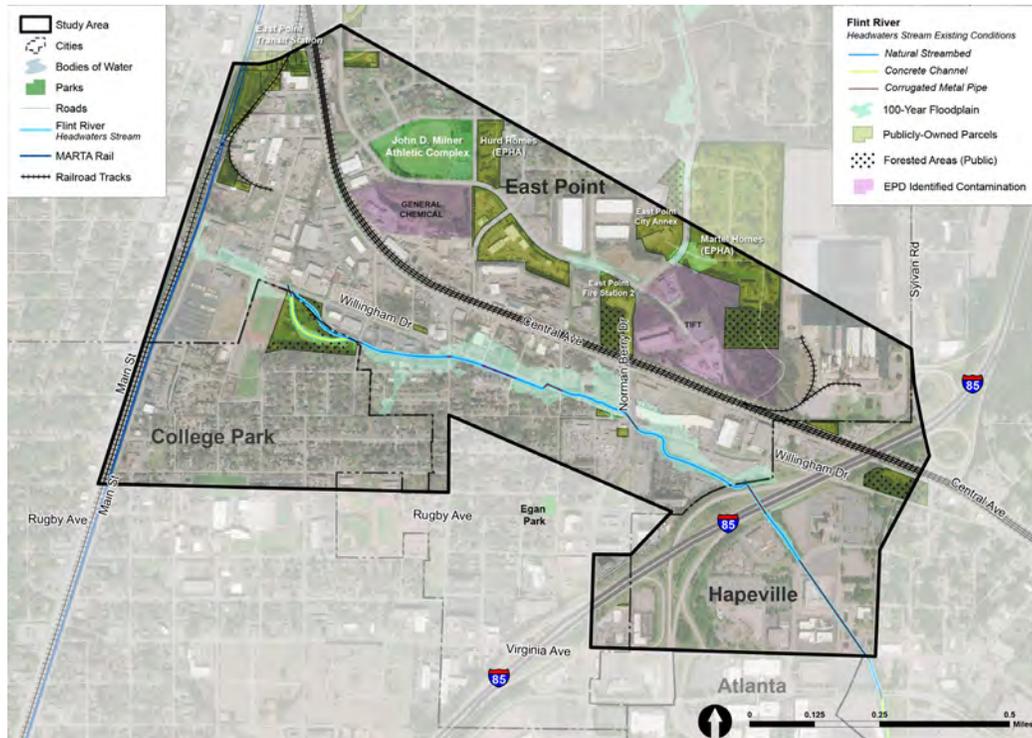
SIDEWALKS

TRANSPORTATION DISCUSSION

Willingham Drive Existing Conditions

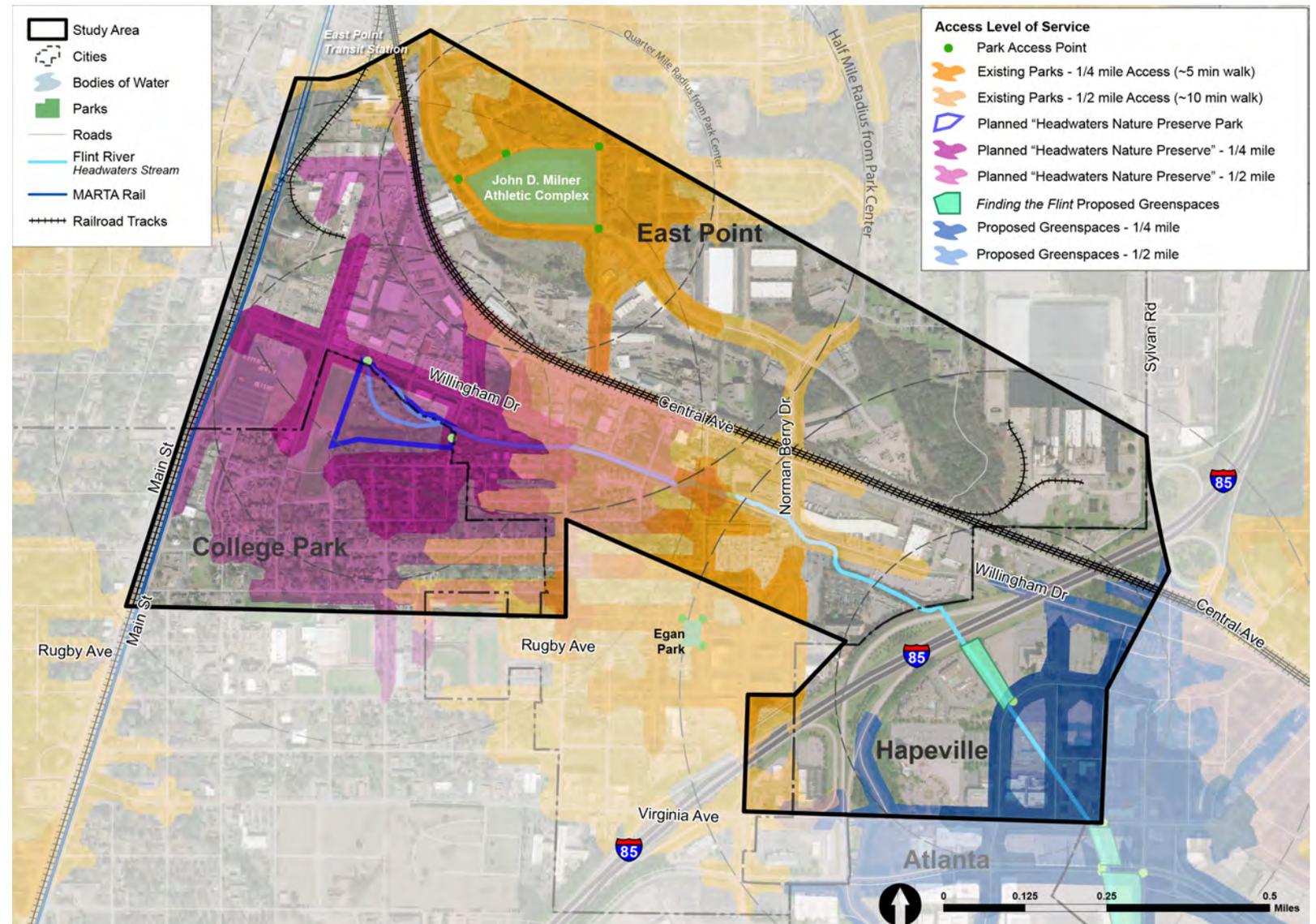


EXISTING CONDITIONS



Greenspace + Trails

- Access to Parks
- Existing and Proposed
- Access vs. use



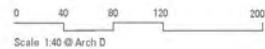
HEADWATERS PARK



DRAFT FOR REVIEW



planning
landscape architecture
brownfields redevelopment
environmental management



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CITY OF COLLEGE PARK HEADWATERS NATURE PRESERVE PARK

AUGUST 24, 2021

PRELIMINARY CONCEPT PLAN

N/A PROPERTY OF
MARTA
PARCEL 0001 PER MARTA RECORDS
SITE AREA
7,255 Acres
316,517 SF

DEMOGRAPHICS AND WORKFORCE SUMMARY

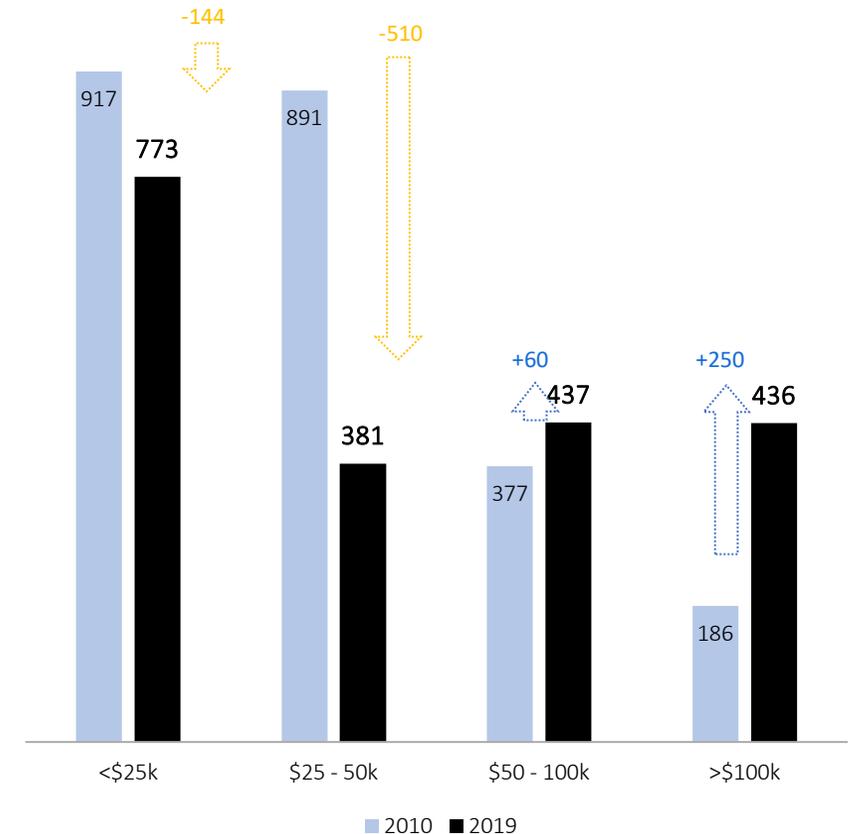
Demographics

- **Population loss has stabilized** over the past decade after years of decline, with the **pace of income growth almost double** that of the Tri-Cities as a whole.
- Neighborhoods directly south of the Willingham Corridor have **diverged demographically** from neighborhoods to the north since 2010, with much higher income growth and college attainment.
- The number of households with at least one **bachelor's degree has doubled** since 2010, rising from 15% to 30%.

Workforce

- Transportation and warehousing saw the **largest employment losses** between 2010 and 2020.

Median Household Income Distribution, 2010 - 2019



MARKET ANALYSIS

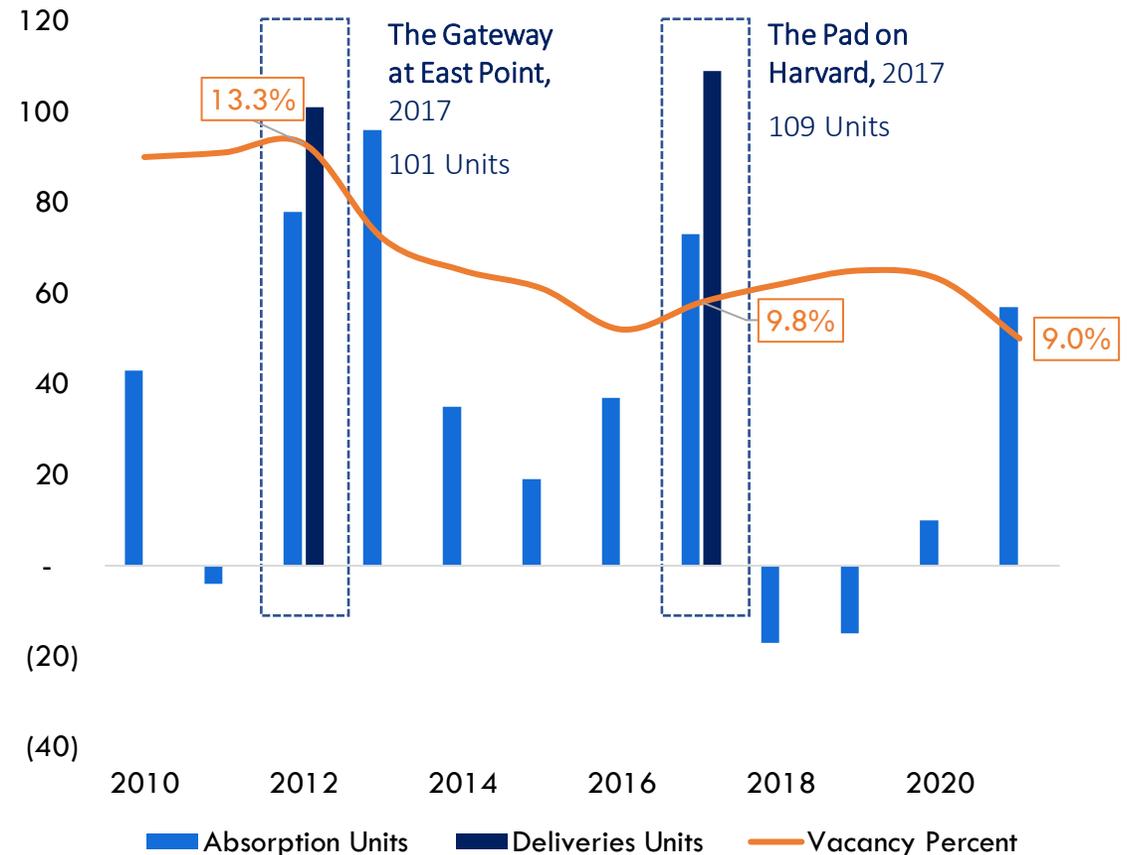
Office

- Prior to COVID, low vacancies at major office projects like Hartsfield Center (\$27 psf) and Porsche's North American HQ have **encouraged developers to consider office new construction** north of the airport.
- **Vacancy has steadily increased** over the past decade, which has only been exacerbated since 2020.

Multifamily

- High absorption and steadily rising rents have **attracted attention from regional developers** to the area, like South City Partners' new Hapeville mixed-use project.
- Willingham corridor must add **walkable amenities** to attract multifamily development.

Multifamily Activity, 2-mile radius



MARKET ANALYSIS

Retail

- Drawing in **local employees and airport visitors** is crucial to realizing retail redevelopment within the corridor.
- **Grocery stores, bars, and furniture stores** have the greatest potential for success in the corridor.

Industrial

- Industrial **vacancy is historically low**, with rents improving from \$2.44 in 2010 to \$8.01 in 2021.

Hospitality

- Up until 2020, **occupancy and revenues were trending up** towards record highs, but COVID has substantially depressed this market.

Industrial All Service Type Rent,
2-mile radius

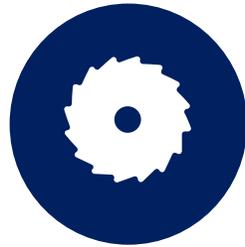


MARKET ANALYSIS

Based on the Willingham Corridor's demographic and economic trends and physical assets, there are six potential redevelopment uses:



MULTIFAMILY



INDUSTRIAL



OFFICE



HOTEL



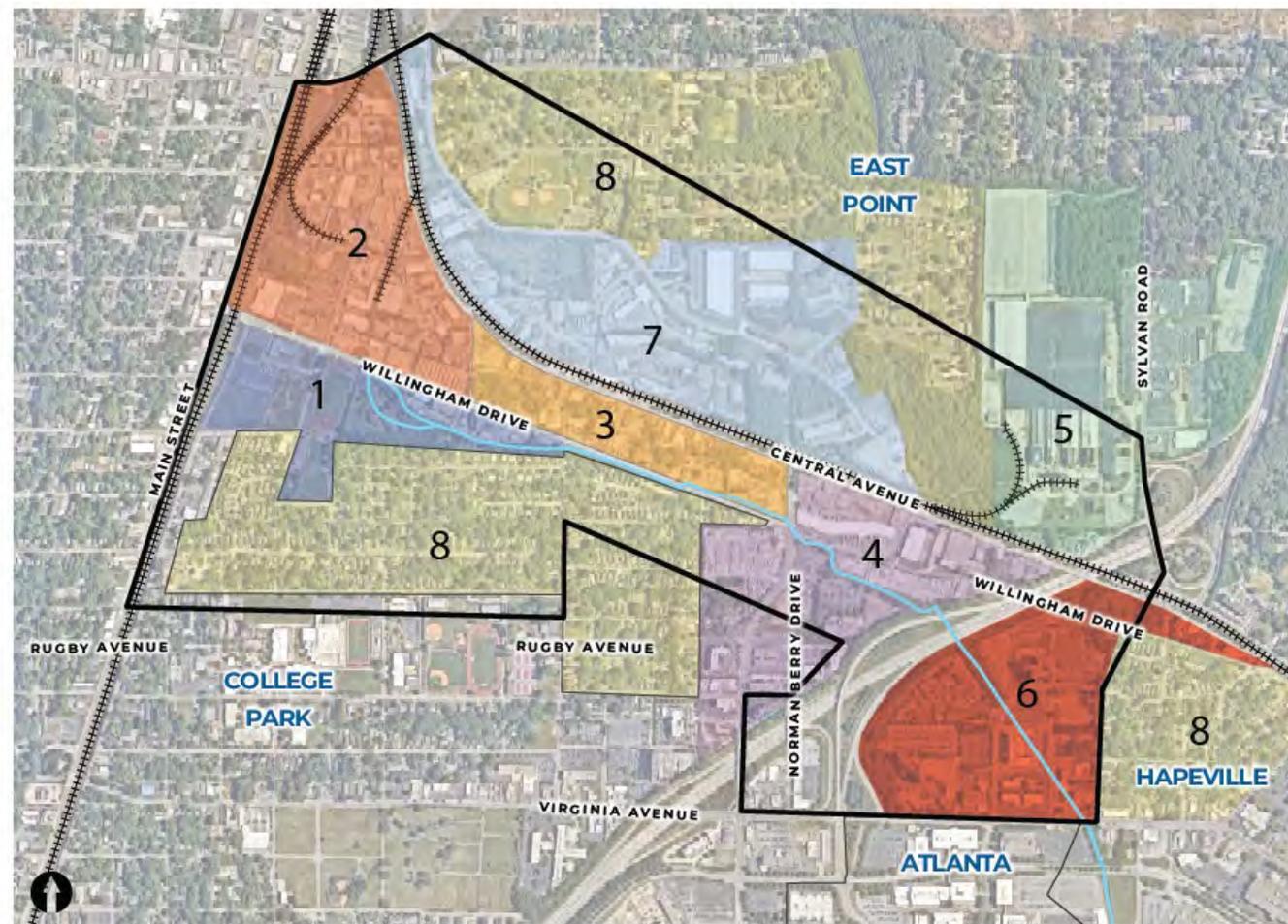
AMENITIES



RETAIL

CHARACTER AREAS

- Existing Land Use
- Buildings and Blocks
- Market Activity and Potential
- Connectivity



HEADWATERS GATEWAY	LIGHT INDUSTRIAL	NEIGHBORHOOD CENTER	HOTEL AND INDUSTRIAL	SYLVAN ROAD (TRANSITIONAL)	CORPORATE/HOTEL	INDUSTRIAL (TRANSITIONAL)	RESIDENTIAL NEIGHBORHOODS
<ul style="list-style-type: none"> ● Limited connectivity ● Smaller building footprints, limited existing buildings ● Moderate to small block sizes ● Existing uses include small industrial buildings, parking, active and passive greenspace 	<ul style="list-style-type: none"> ● Limited connectivity via Willingham Drive and Central Avenue ● Small to medium size building footprints ● Moderate block sizes ● Existing uses include 1-story industrial buildings, fleet vehicle parking and salvage 	<ul style="list-style-type: none"> ● Moderate connectivity via Willingham Drive, Central Avenue, and multiple cross streets ● Small building footprints ● Small block sizes ● Existing uses include 1-story industrial buildings, residential, fleet vehicle parking, and salvage 	<ul style="list-style-type: none"> ● Moderate connectivity via Willingham Drive, Central Avenue, Bobby Brown Parkway, Norman Berry Drive, and multiple cross streets ● Medium size building footprints ● Small to moderate block sizes ● Existing uses include 1-story industrial, multistory commercial and hotel, fleet vehicle parking and salvage 	<ul style="list-style-type: none"> ● Limited connectivity via Sylvan Road, regional connection via Interstate 85 ● Large building footprints, limited existing buildings ● Large block sizes ● Existing uses include large industrial buildings and airport parking facilities 	<ul style="list-style-type: none"> ● Moderate connectivity via Virginia Avenue, Willingham Drive, International Boulevard, and several local or cross streets, regional connection via Interstate 85 ● Small to medium size building footprints ● Small to moderate block sizes ● Existing uses include multi-story office and hotel, 1 story commercial, residential 	<ul style="list-style-type: none"> ● Limited connectivity via RN Martin Street, Norman Berry Drive and Irene Kidd Parkway ● Small to large building footprints ● Large block sizes ● Existing uses include 1-story industrial buildings, civic uses, vehicle parking and salvage 	<ul style="list-style-type: none"> ● Moderate connectivity via multiple local streets ● Small building footprints ● Small to moderate block sizes ● Existing uses include residential, institutional, civic and greenspace

FOCUS AREAS



1

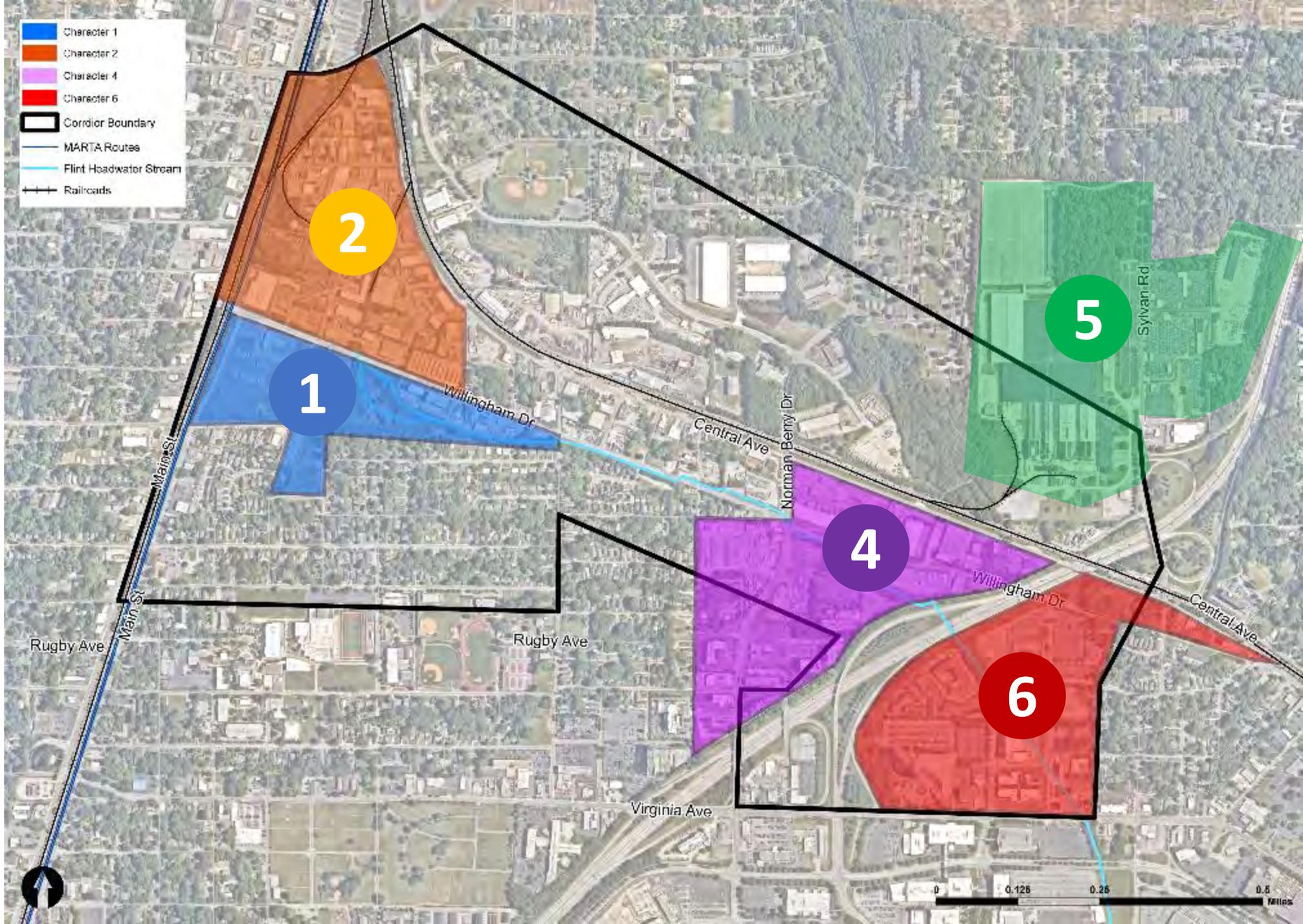
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4

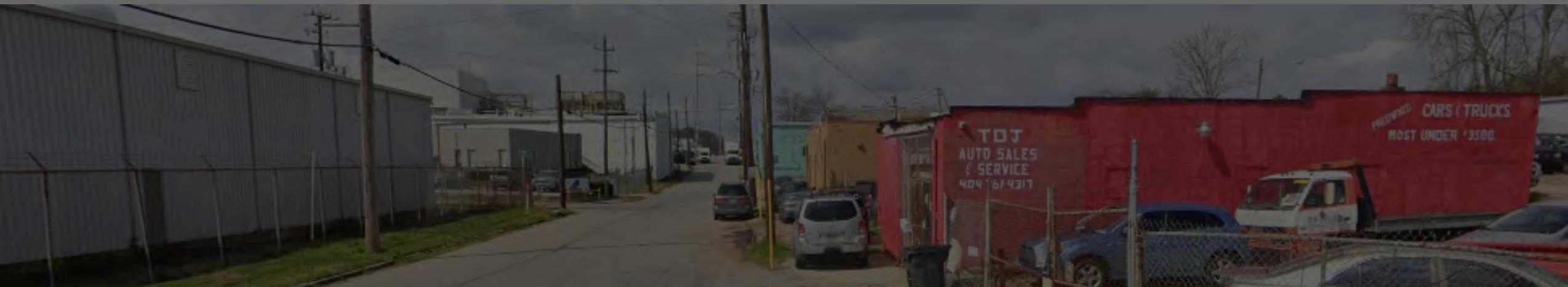
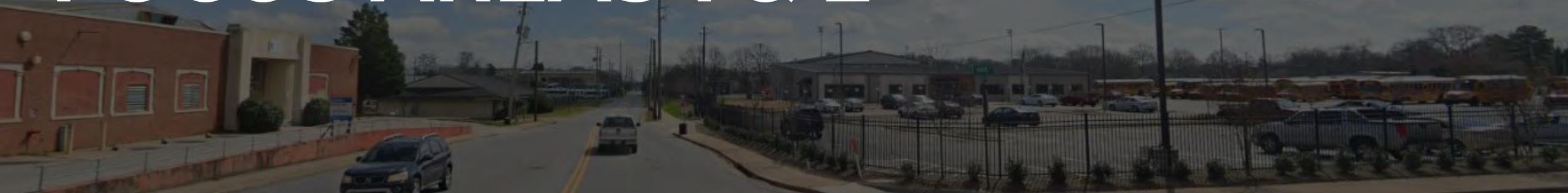
6

Challenge Area

5



FOCUS AREAS 1 & 2



EXISTING CONDITIONS: FOCUS AREAS 1 & 2

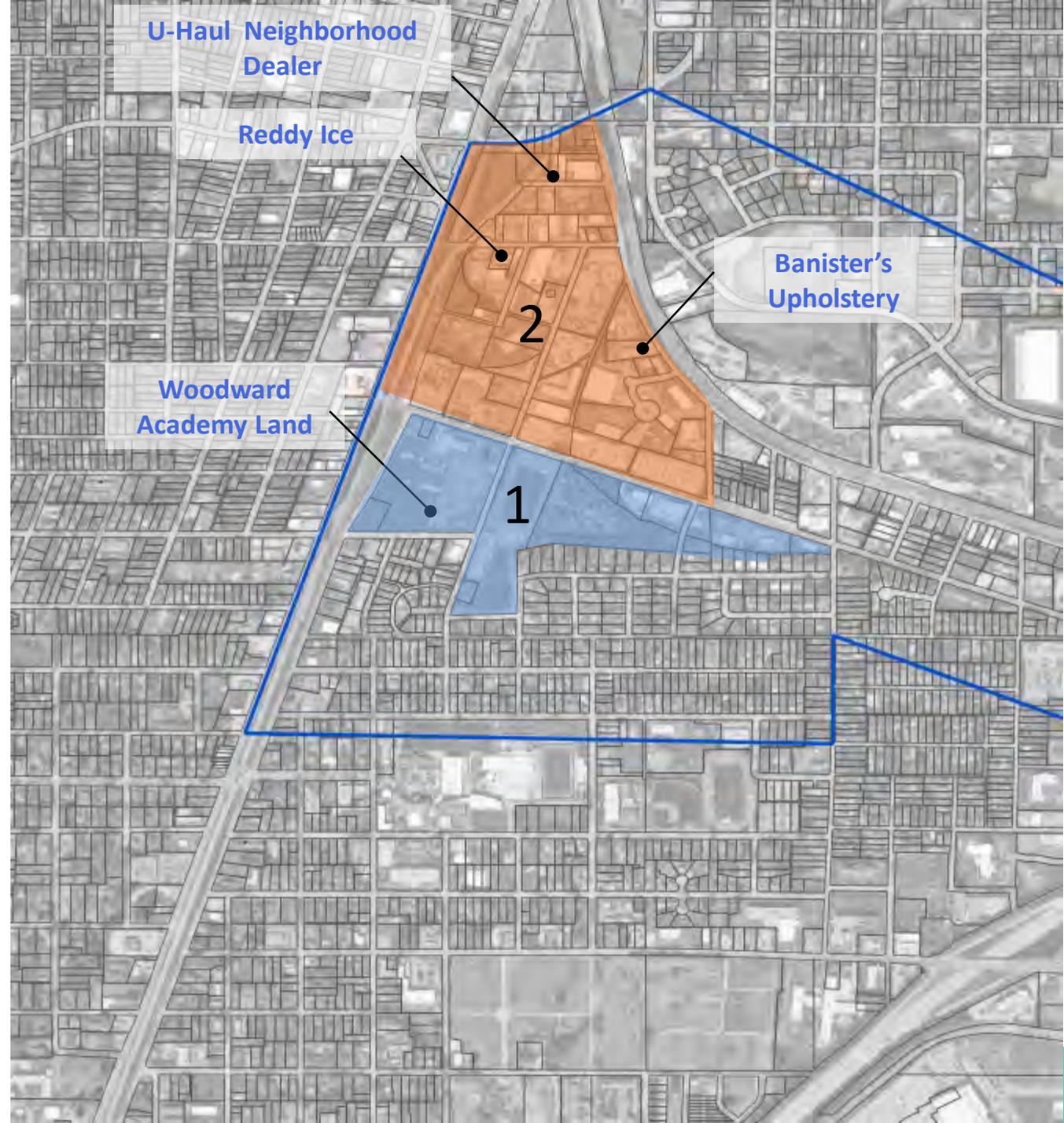
This area is made up of small parcels with light and heavy industrial uses, located between growing residential and commercial areas.

Assets

- Close to East Point MARTA Station
- Located adjacent to East Point Main Street
- Demographics are able to support some retail
- Planned Headwaters Nature Preserve
- Former Tri-Cities Plaza
- Underutilized buildings with character

Challenges

- Small parcels sizes make consolidation difficult
- Current uses may resist relocation
- The area lacks general awareness with relatively light traffic on Willingham



CASE STUDIES: FOCUS AREAS 1 & 2

Avondale Estates and Lee+White are both formerly industrial areas that have undergone massive transformation while maintaining their light industrial uses. These destinations have capitalized on their industrial character to attract consumer-oriented businesses that require inexpensive warehouse space.

Lee+White

- The **proximity to the BeltLine** generated new interest in this formerly neglected warehouse district.
- The **property was fully assembled** and able to launch a node of activity by simultaneously clustering multiple retail uses.
- The **23-acre Phase 2 redevelopment** will cost \$85M and is being **master planned** to include office space, retail, a food hall, and multifamily.

Avondale Estates

- Over the past three decades, the Decatur-Avondale industrial area has transformed into an amenity-rich hub of **breweries, antiques and home furnishings**, and restaurants with regional retail destinations like Your Dekalb Farmer's Market.
- **A Tax Allocated District was developed in 2007** to help with improvements in the area including re-routing Franklin Street.
- The area has seen multiple new multifamily development projects including **townhouse development**.
- The transformation did lead to a small loss of industrial jobs, but **jobs remain stable overall**.



FOCUS AREA 4



EXISTING CONDITIONS: FOCUS AREAS 4

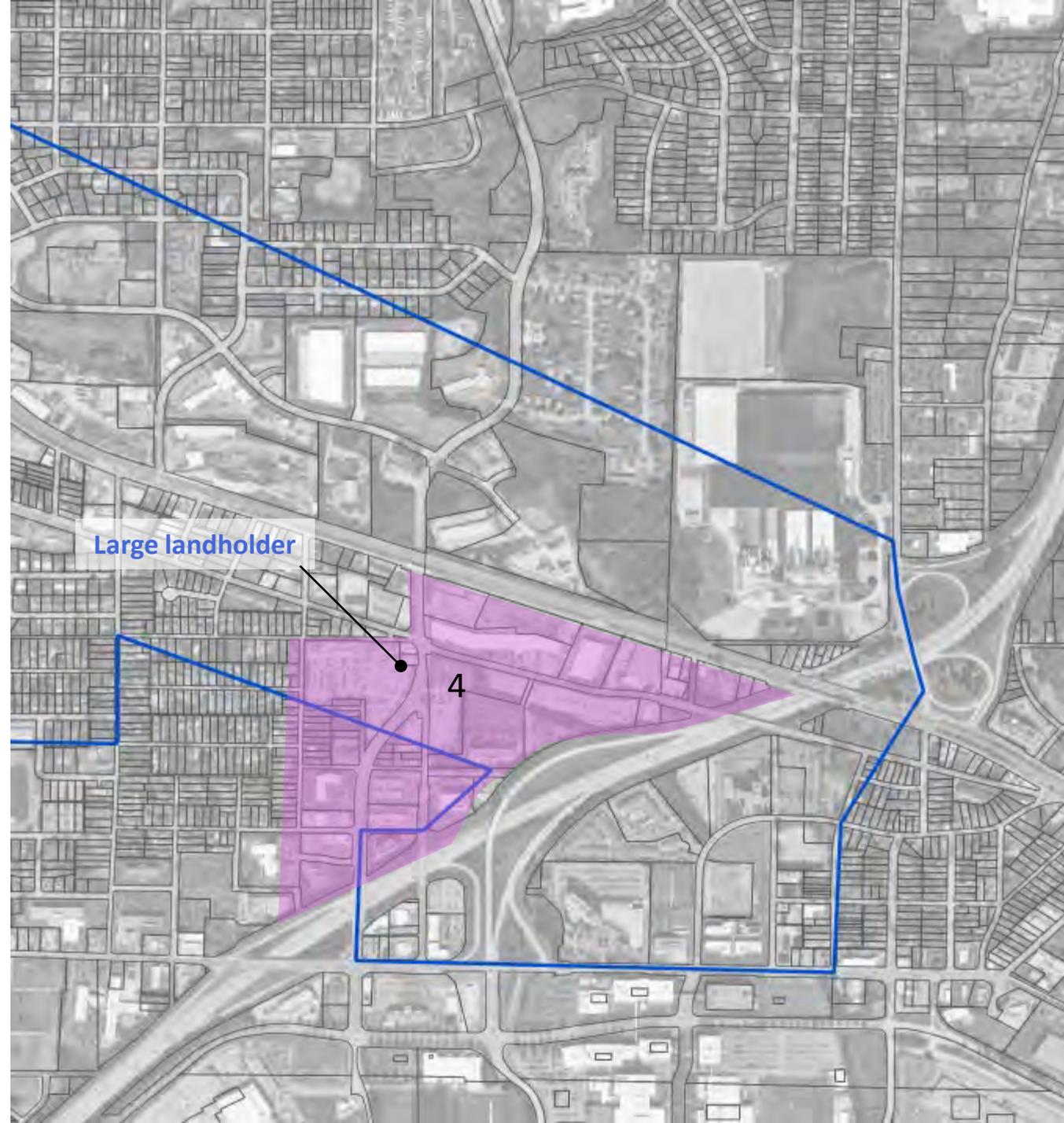
Wedged between I-85 and Willingham Drive, this subarea forms the central point between Downtown East Point, College Park, and Hapeville, with potential to act as a connector between the Tri-Cities.

Assets

- Easily access to the airport, I-85, and the existing hotel cluster north of the airport
- Strong airport hotel market (pre-COVID)
- Large, underutilized surface parking lots
- The removal of an existing hotel cluster southwest of the airport will open up demand elsewhere

Challenges

- Heavy industrial uses to the north
- Limited existing hospitality assets
- No direct high-frequency transit access



CASE STUDY: FOCUS AREA 4

The Gateway Center development, located to the west of Atlanta Hartsfield Jackson Airport. The Gateway Center is a larger-scale development than what would occur in subarea 4, but contributes a vision of a coordinated public development to build an attractive airport hospitality district.

Gateway Center

- Located to the west of the airport next to the Georgia International Convention Center, the Gateway Center is a **\$230M mixed-use project** that includes class A office, three hotels, and the ATL Skytrain built on a single property.
- The development of the Gateway Center Arena was partially funded through **a public-private bond tied to the city's car rental taxes**, valued at \$36M.
- The development is the result of **public-private partnerships**. The future development of **Six West**, another 311-acre mixed-use project is also relying on a public-private partnership.
- The masterplan for the area included the development of greenspaces for both stormwater management and the creation of new community assets.

Gateway Center



Gateway Center Master Plan



FOCUS AREA 6



EXISTING CONDITIONS:

FOCUS AREA 6

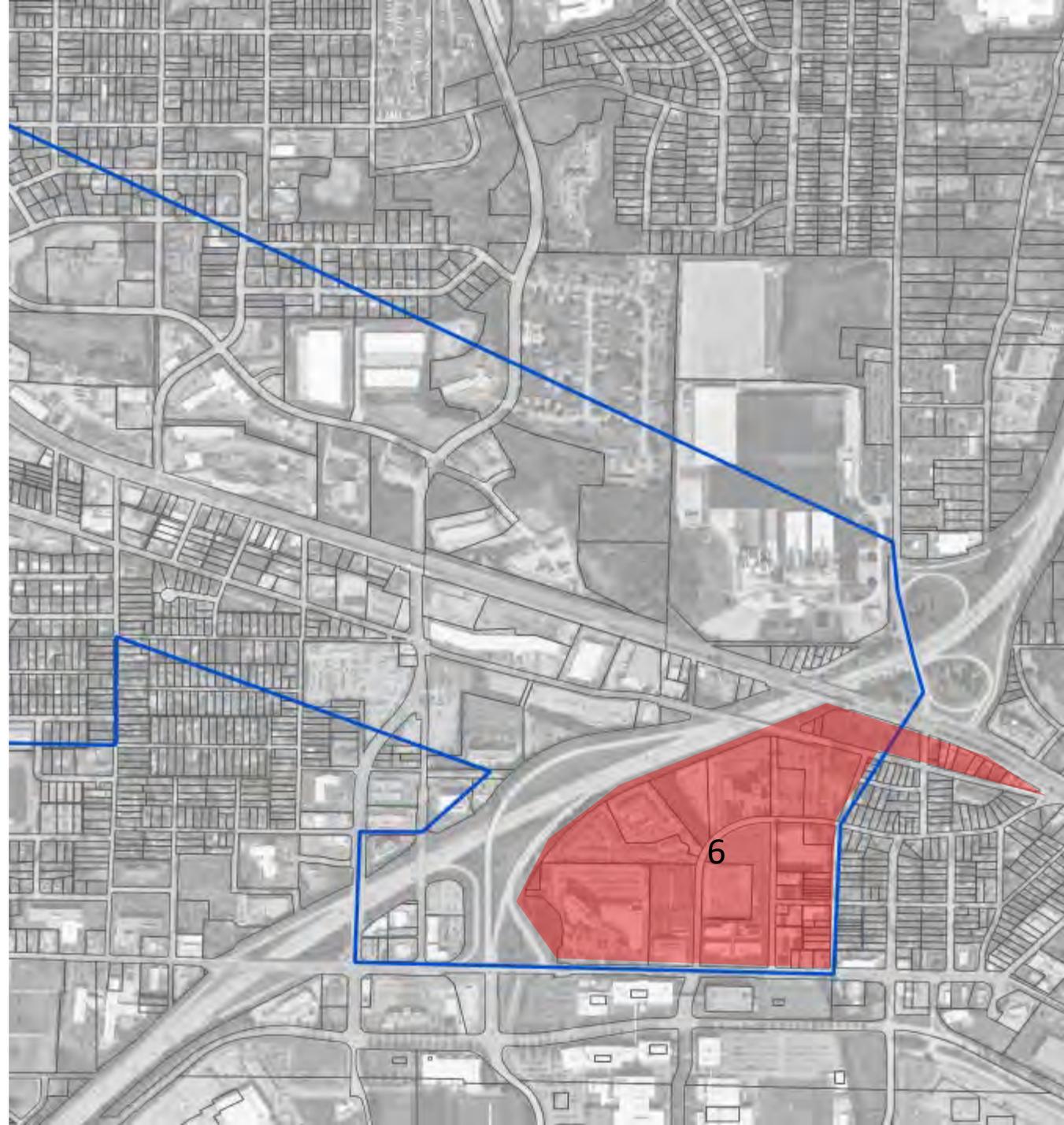
Benefitting from proximity to Delta Air Lines' HQ and downtown Hapeville, this portion of the study area is the most likely to redevelop in the near-term.

Assets

- Easy access to the airport, I-85, downtown Hapeville, and Delta Air Lines' HQ
- Large, assembled parcels owned by those with an interest in redevelopment
- Well-established surrounding residential uses
- Recently built or approved developments
- A burgeoning office market with rents close to \$30 PSF

Challenges

- Development here unlikely to directly connect to future development across the interstate along Willingham



FOCUS AREA 5

CHALLENGE AREA

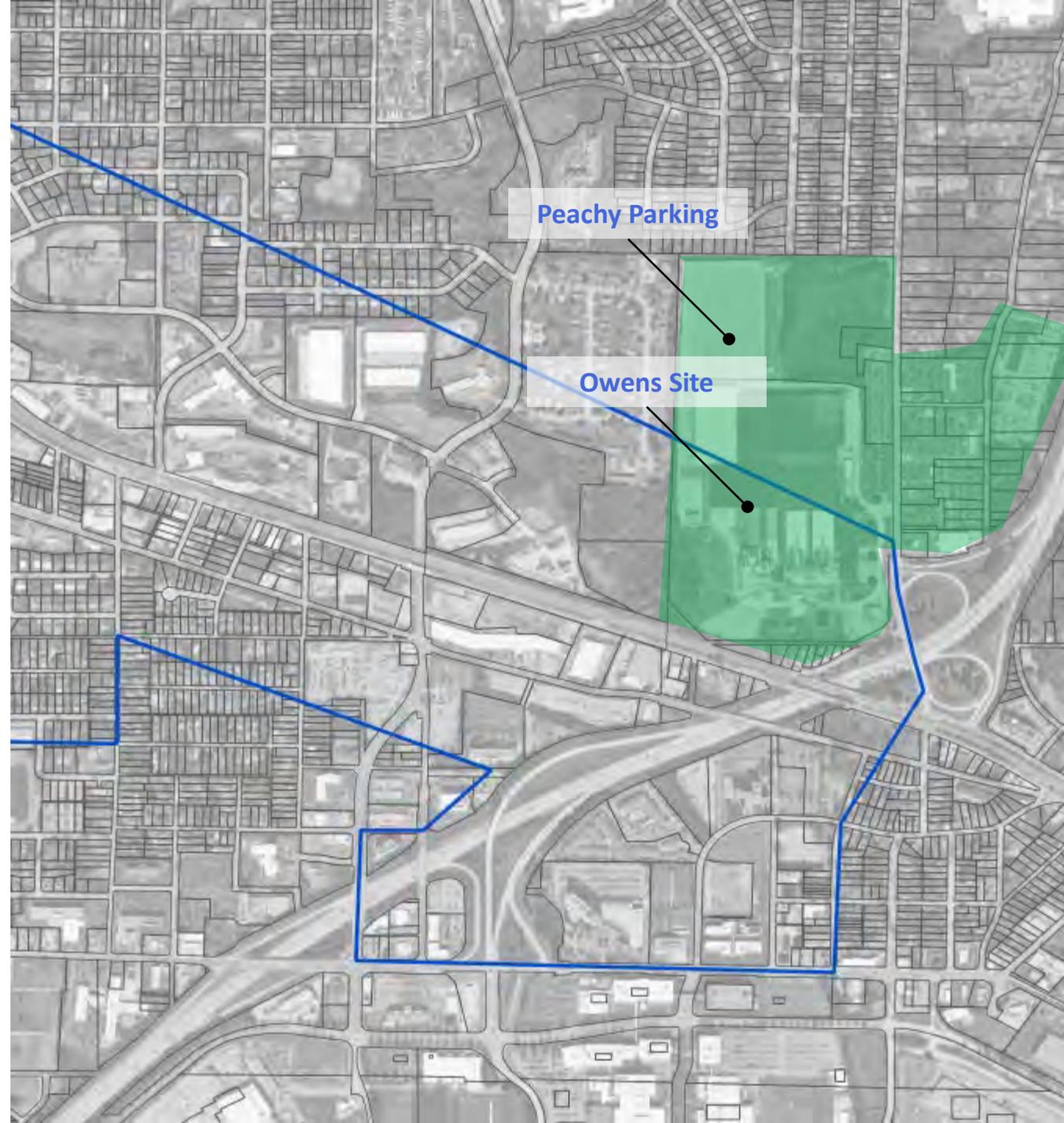


EXISTING CONDITIONS: FOCUS AREA 5

Subarea 5 is a roughly 56 acre, ~1M SF vacant manufacturing site that is not presently positioned for major redevelopment, but could maintain an active, temporary use as the local market transitions to support redevelopment in the future.

- Assets**
- Large development site with a single owner
 - The area is well situated near I-85
 - Gateway to Tri-Cities area

- Challenges**
- Will require significant environmental remediation
 - Expensive to redevelop
 - Peachy Parking is using some of the former manufacturing site
 - Would require significant demand across multiple sectors to fill current vacant space with office, retail, or residential



CASE STUDIES: FOCUS AREA 5

The repurposing of a large industrial space does not mean a total abandonment industry. There are many examples of industrial spaces being revamped as light industrial or data-uses, with complementary, integrated mixed-use.

Project Granite, Atlanta

- QTS, a data center giant, has been redeveloping a large formerly industrial sites into data centers--including Project Granite, a unique mixed-use project anchored by a 1.5M SF data center in Westside Atlanta.



Heppenstall Steel Mill, Pittsburgh

- Carnegie Mellon University's National Robotics Engineering Center renovated a 100k sf defunct steel mill to be a robotics innovation and production facility in 2015.



Studio City, Atlanta

- Studio City is a 127-acre redevelopment project located on a demolished General Motors plant. The redevelopment will include movie studios, office space, multifamily, retail, and a hotel.
- Gray, the developer, will inherit up to **\$1.5B in bonds from Doraville's economic development authority and a 35% property tax incentive for the next 30 years.**
- Doraville Downtown Development Authority established a **TAD** in 2015 to help develop this site.





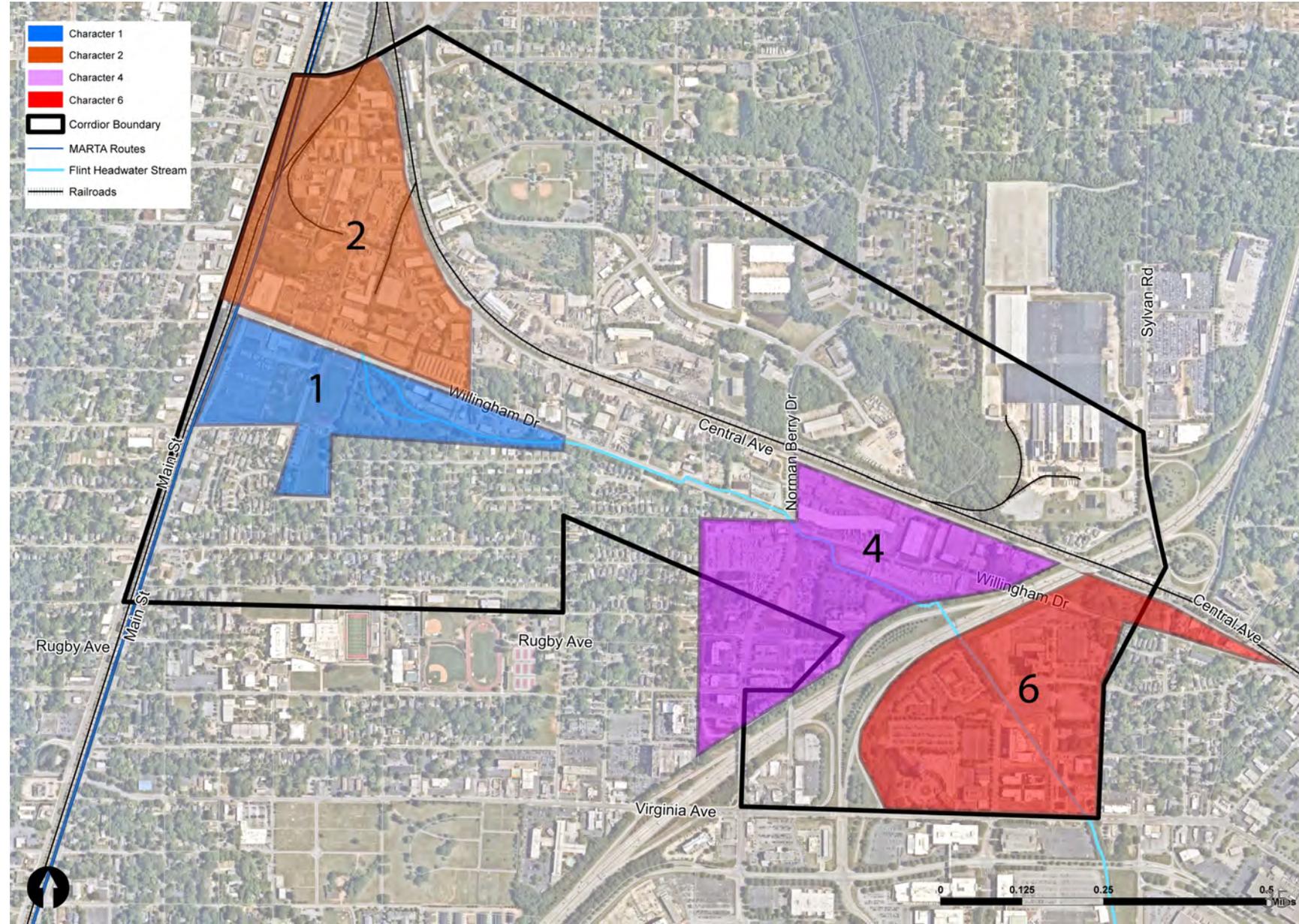
Questions?
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BREAKOUT GROUPS

Three Breakout Rooms

Discussion Topics:

- Focus Areas
 - Land Use
 - Development
 - Character
- Transportation and Connectivity
- Greenspace





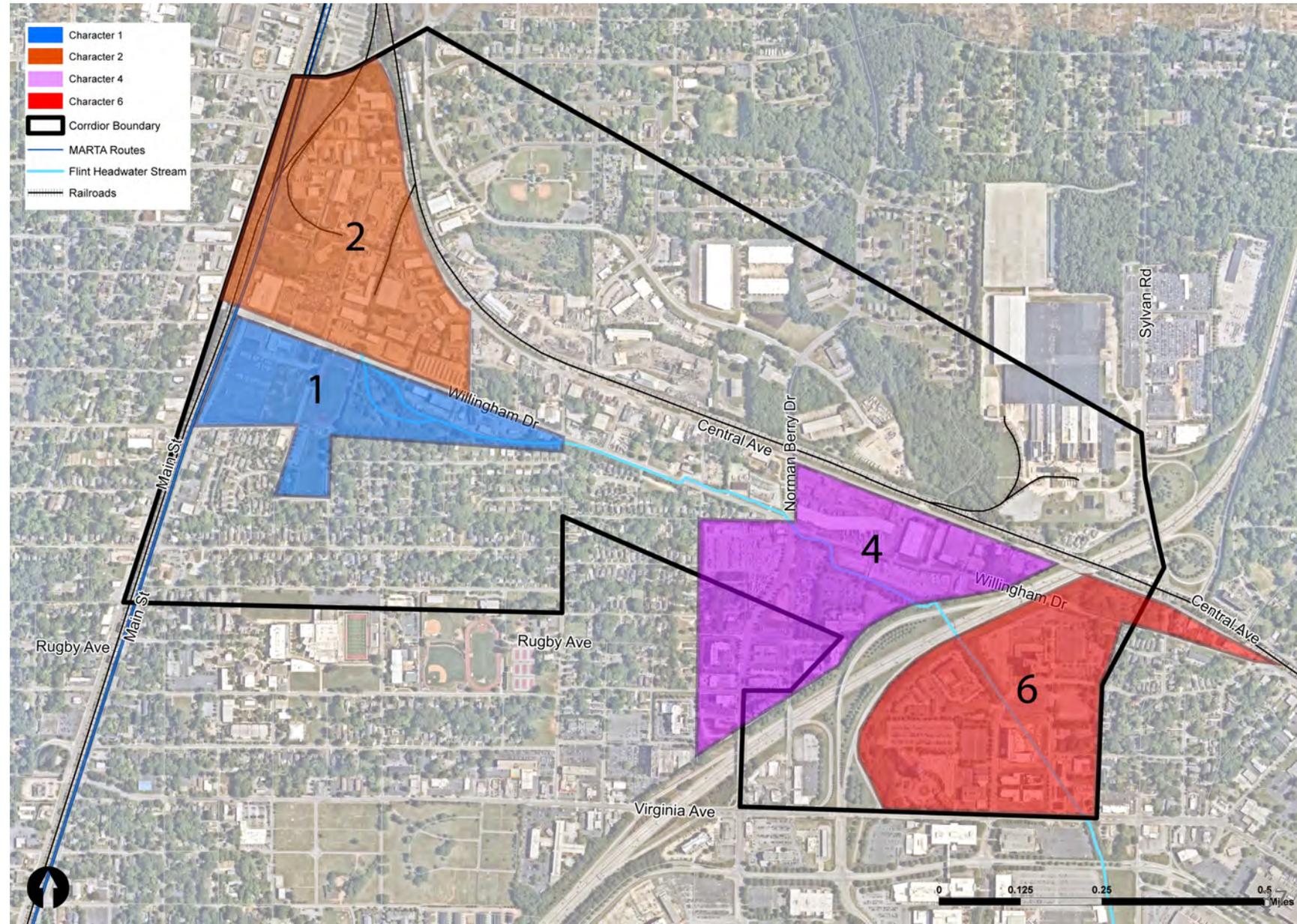
WILLINGHAM CORRIDOR STUDY

Breakout Rooms

FOCUS AREAS DISCUSSION

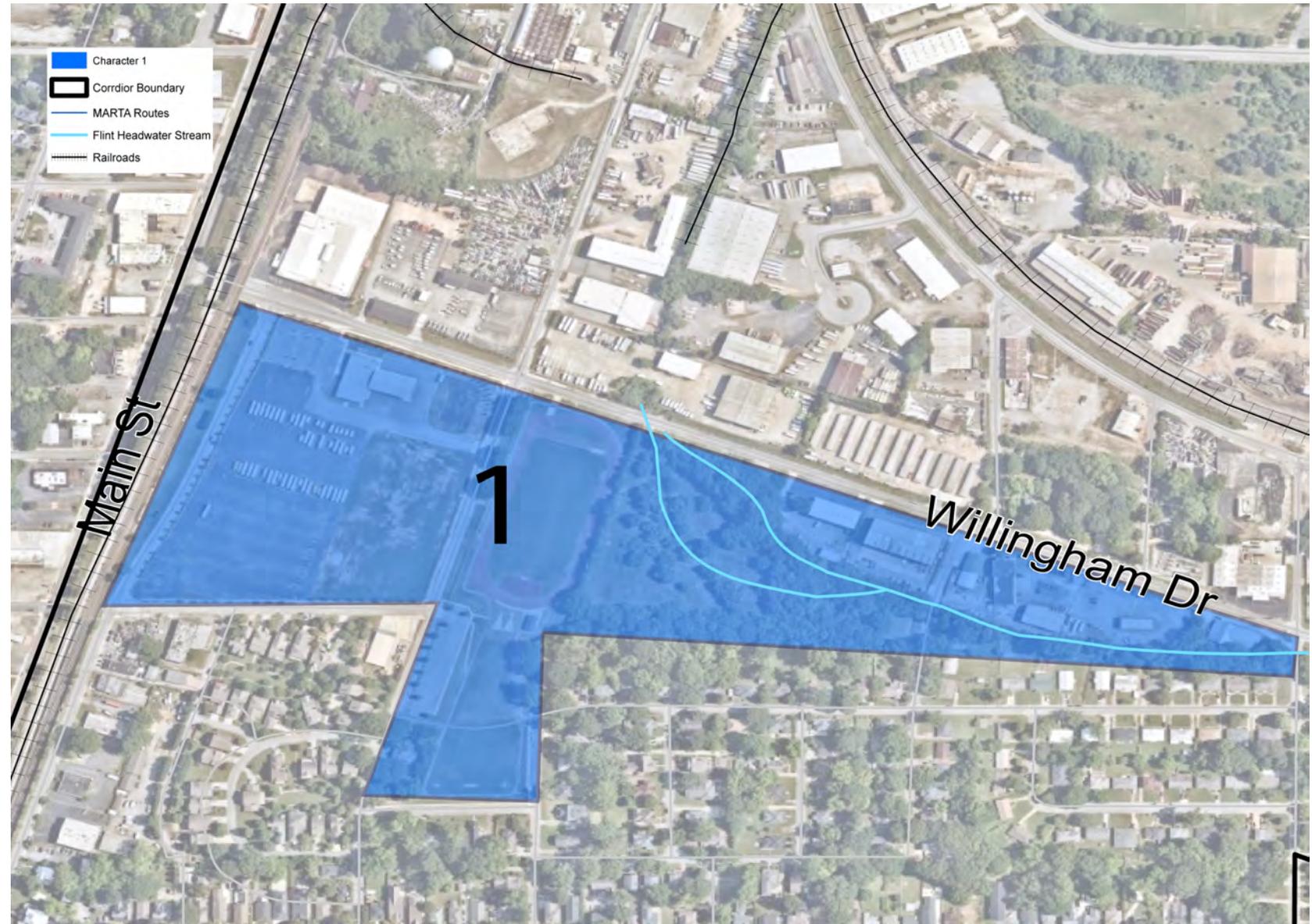
Discussion Topics:

- Land Use
- Development
- Character
- Urban Design
- Connectivity



LAND USE

- Located South of Willingham Dr.
- Soccer Field
- Hair Salon
- Flint River forks into single stream
- Single-family neighborhood on southern edge of Character Boundary



LAND USE



- Land Use
- Development
- Character
- Urban Design
- Connectivity



Multifamily



Small-Scale Retail



Townhomes



Townhomes



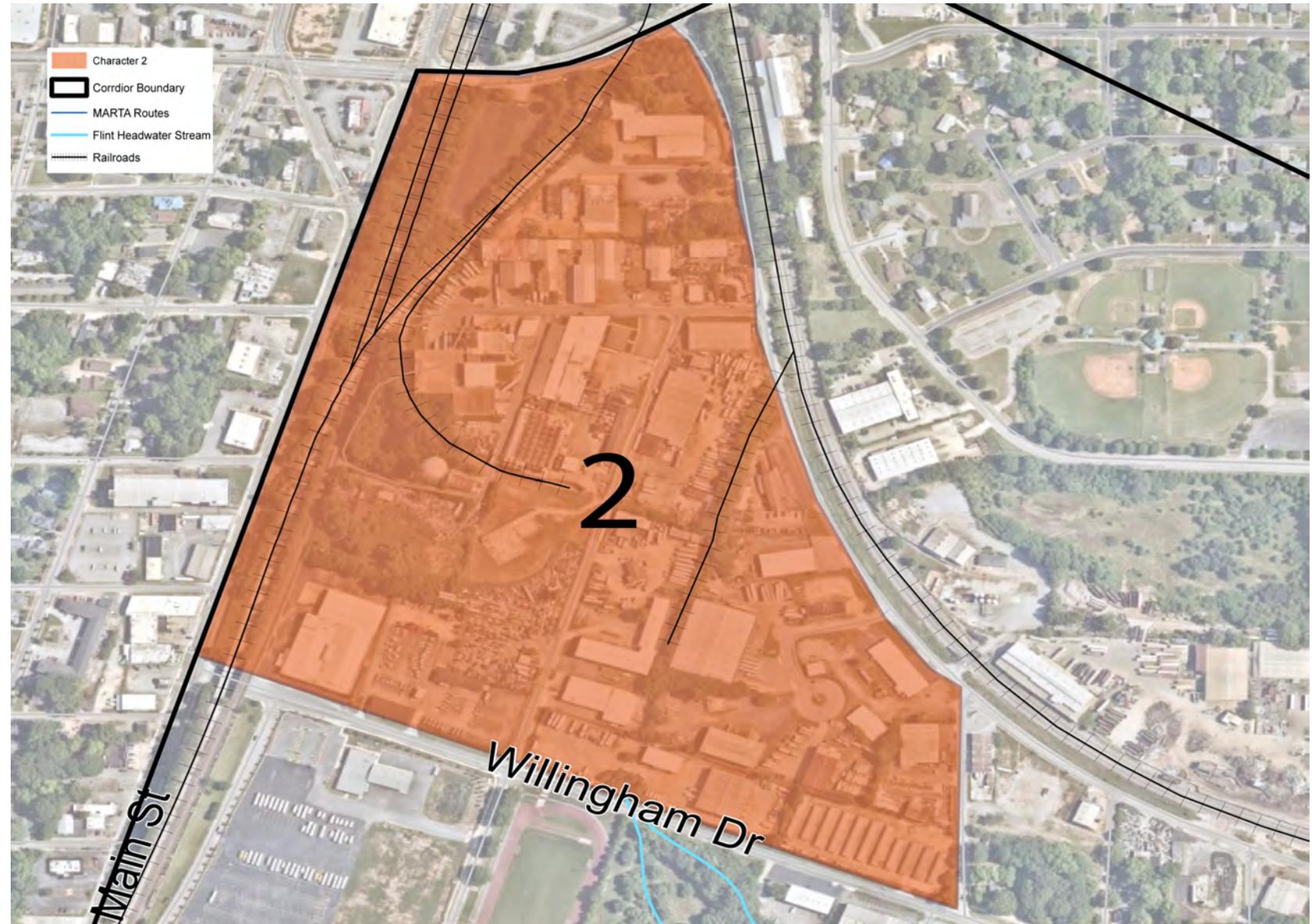
Strip Retail



Multifamily

LAND USE

- Located North of Willingham Dr.
- Flanked to the West and East by Rail
- Southeast Transport and Fleet Services Mechanic
- IMC Concrete
- Atlanta General Machine Works
- TDJ Auto Sales
- Franks Auto Repair
- U-Haul
- Otter Self Storage



LAND USE



- Land Use
- Development
- Character
- Urban Design
- Connectivity



Flex Office/Warehouse



Brewery/Restaurant



Flex Office



Office



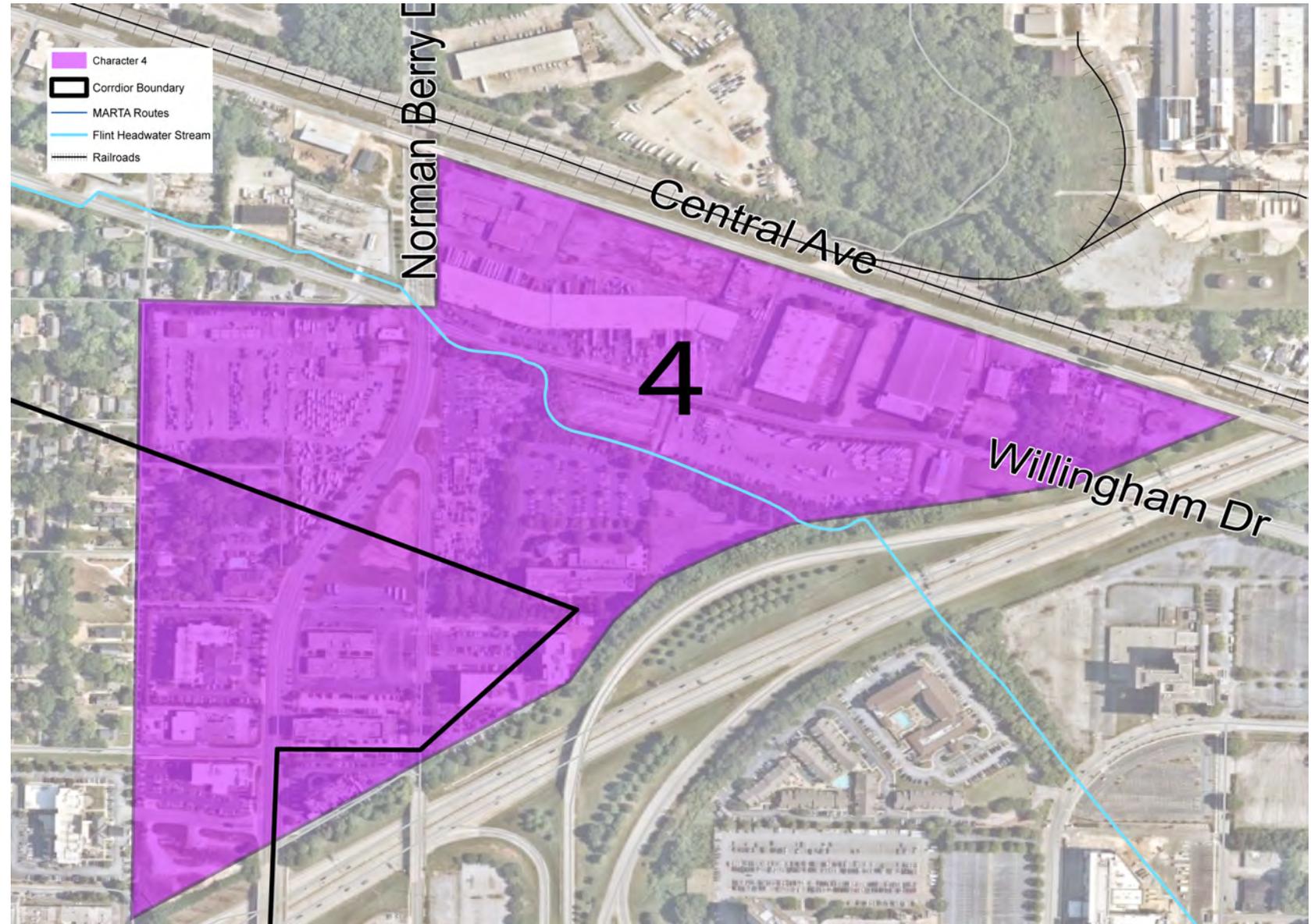
Small-Scale Restaurant



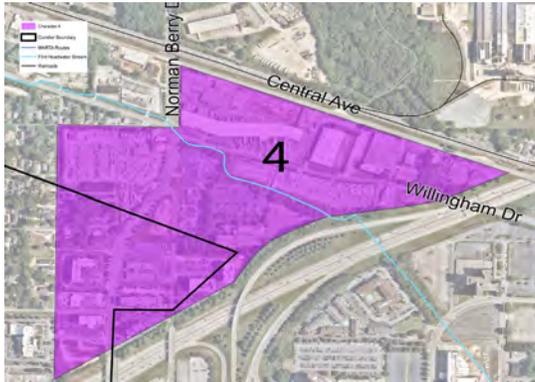
Industrial

LAND USE

- Located South of Central Willingham Dr. cuts through northern segment of character area
- Double Tree
- Staybridge Suites
- Hyatt Place Atlanta
- Marriott
- Light of the world Church
- Avis



LAND USE



- Land Use
- Development
- Character
- Urban Design
- Connectivity



A

Retail Center



C

Multifamily



E

Hotel



B

Office/Commercial



D

Office

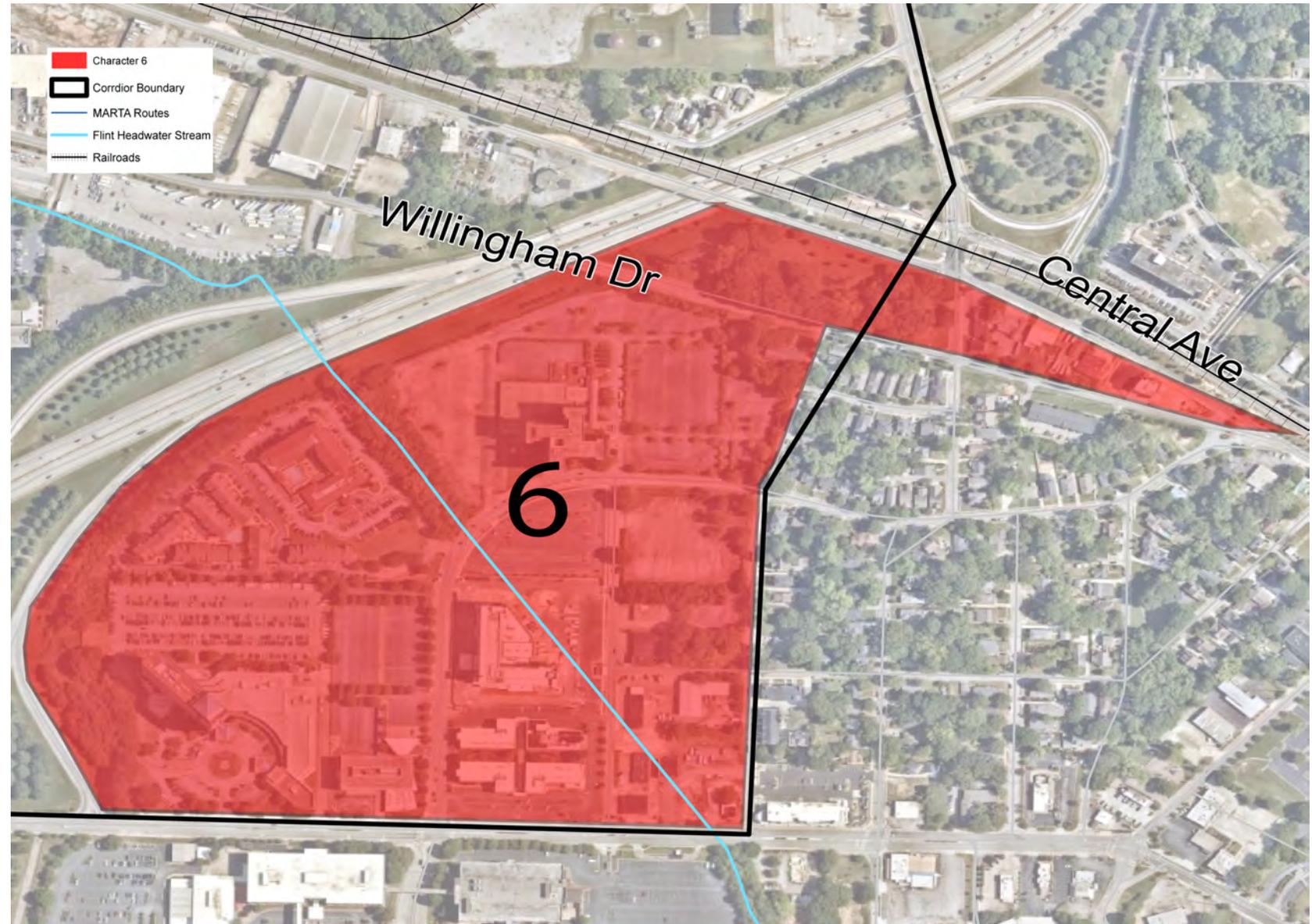


F

Townhomes

LAND USE

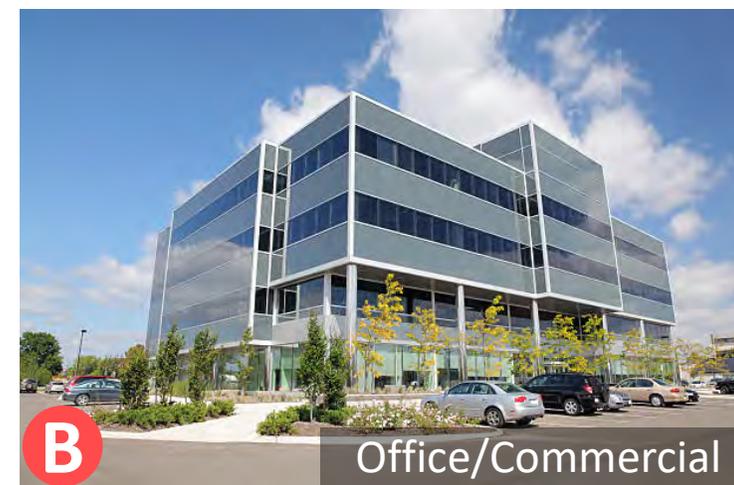
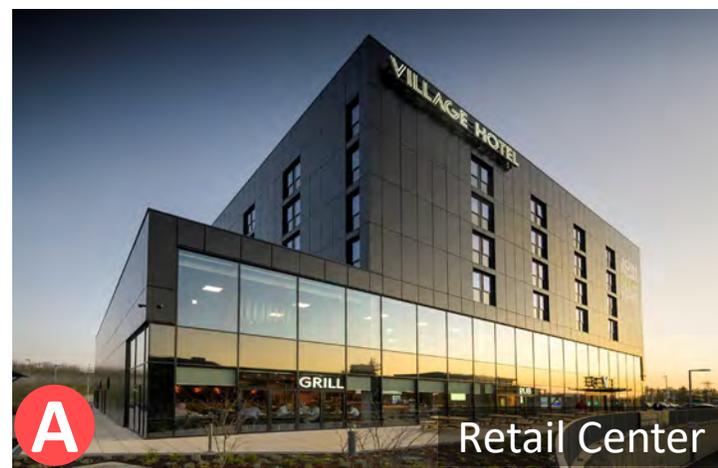
- Located South of Central Willingham Dr. cuts through northern segment of northern segment of character area
- Sonesta
- Residence Inn
- Hilton
- Delta Community Credit Union
- American Deli
- Strip of single family residential in the NW segment of character Area



LAND USE

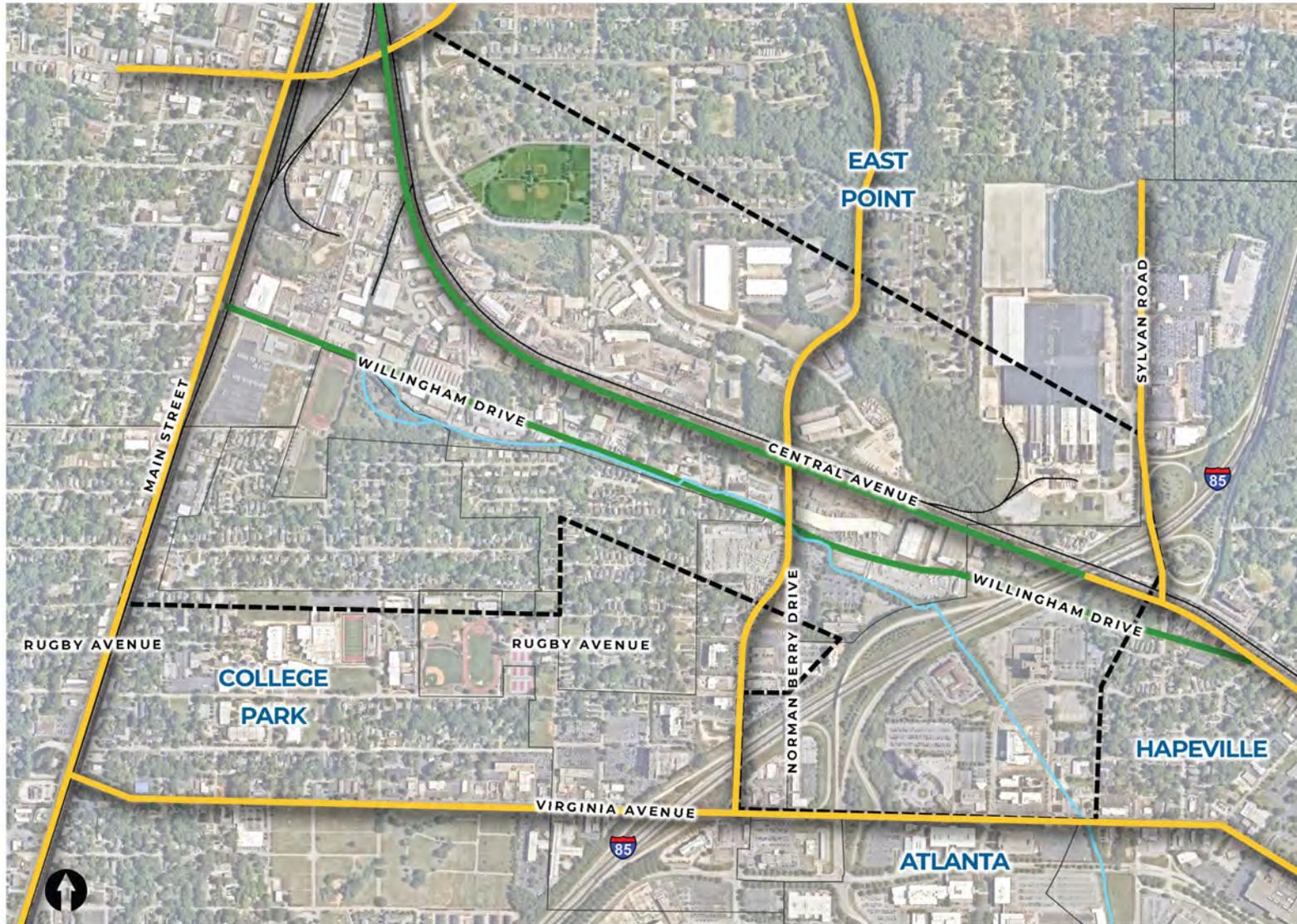


- Land Use
- Development
- Character
- Urban Design
- Connectivity



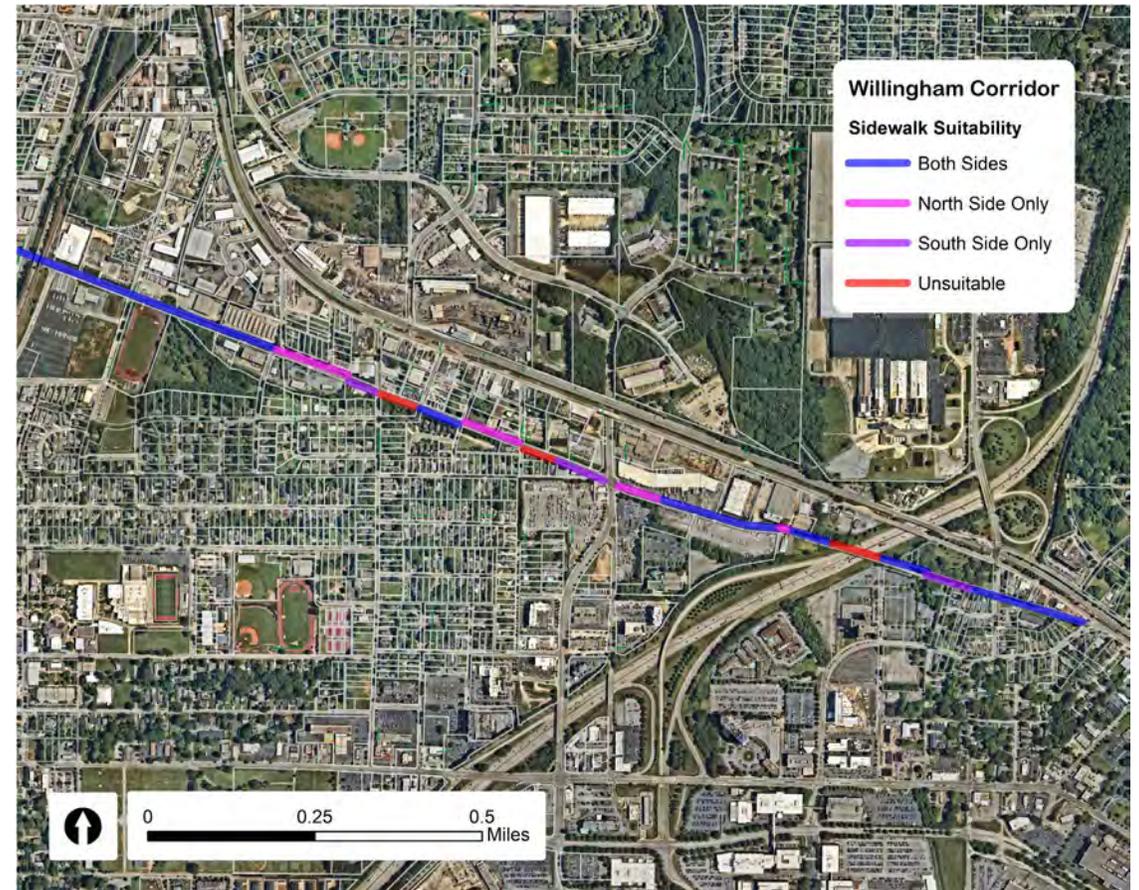
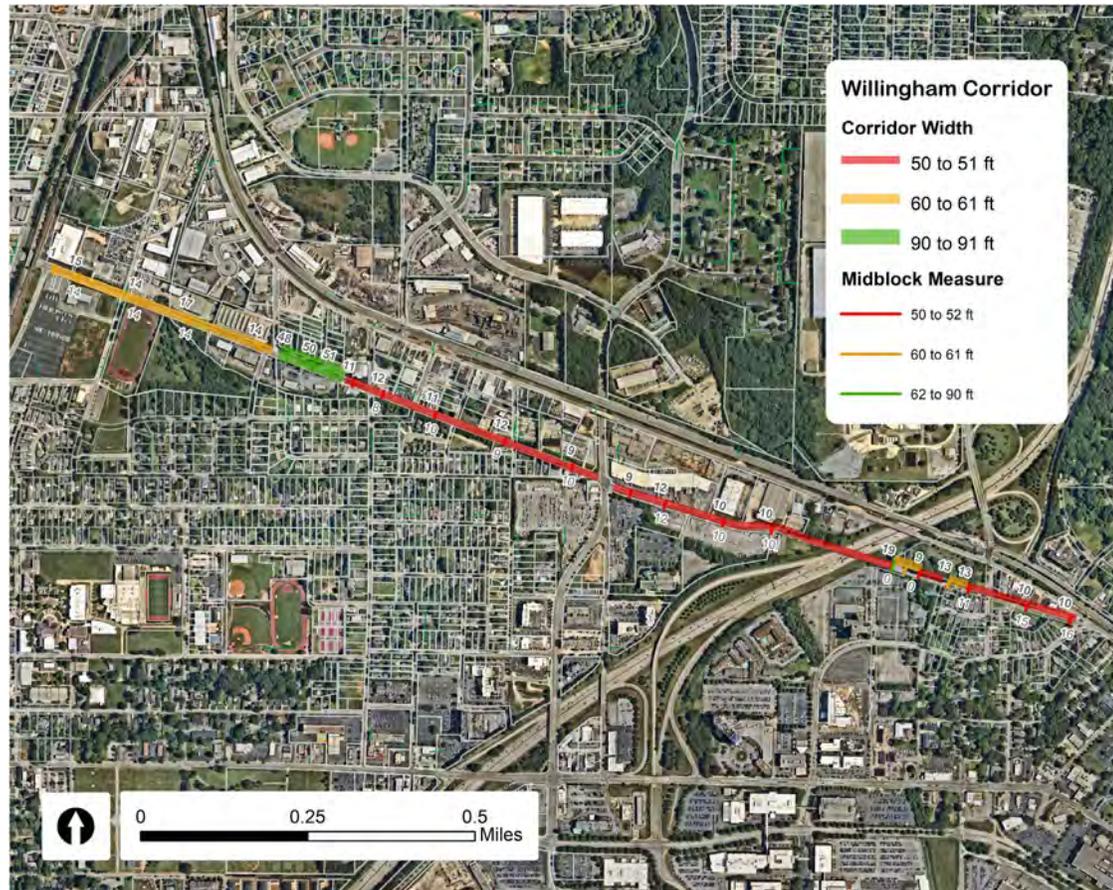
TRANSPORTATION DISCUSSION

- Willingham Drive
- Interstate Access
- New Connection



TRANSPORTATION DISCUSSION

Willingham Drive Existing Conditions



TRANSPORTATION

Willingham Drive Right-of-Way

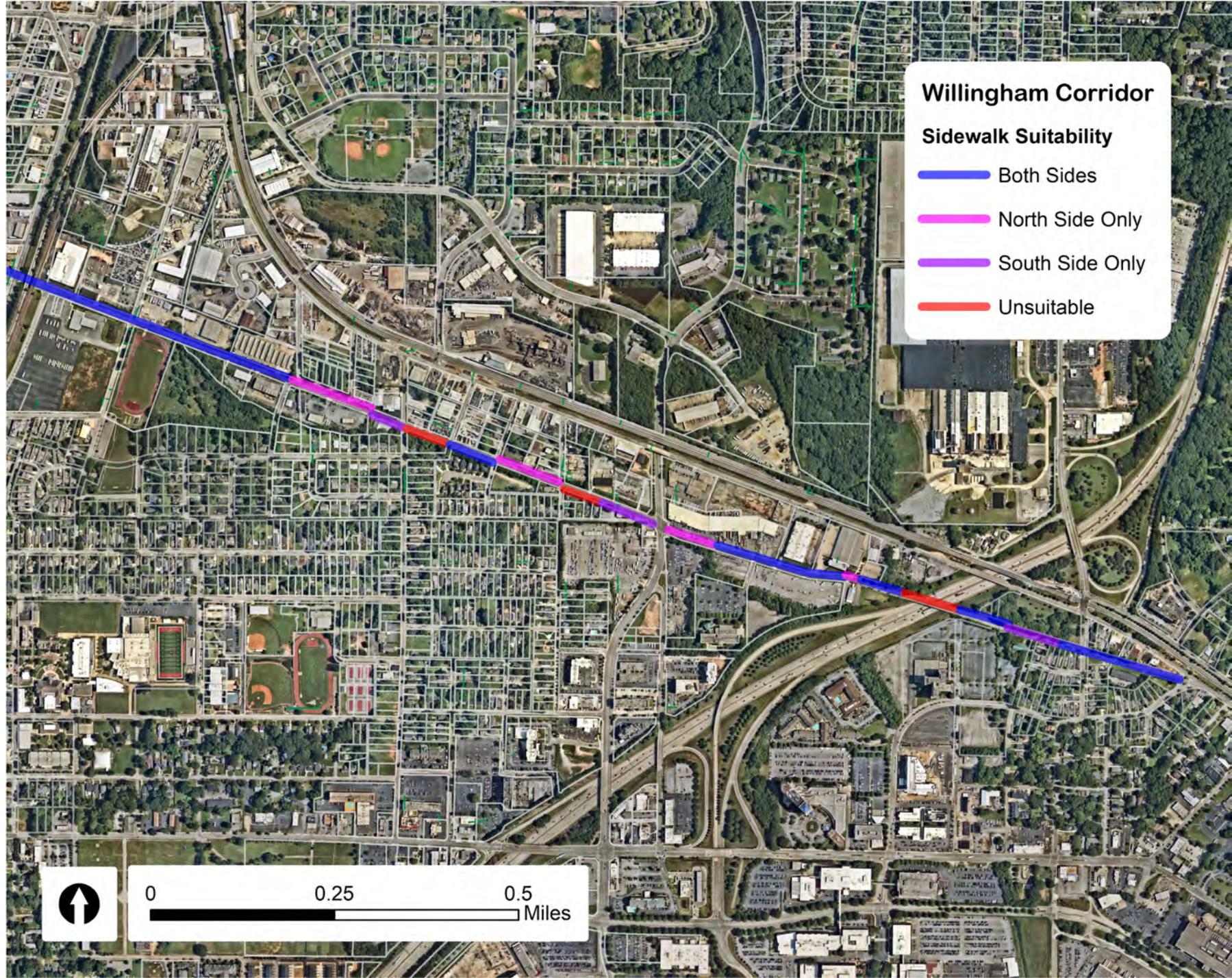
- Possible additional right-of-way to the west
- Limited right-of-way to the east



TRANSPORTATION

Willingham Drive Sidewalk Suitability

- Utility poles
- Utility easements
- Flint River stream
- Private development adjacent to right-of-way



TRANSPORTATION DISCUSSION

Willingham Drive Existing and Example Typical Sections

- Limited public right-of-way
- Flint River stream
- Utility poles and easements

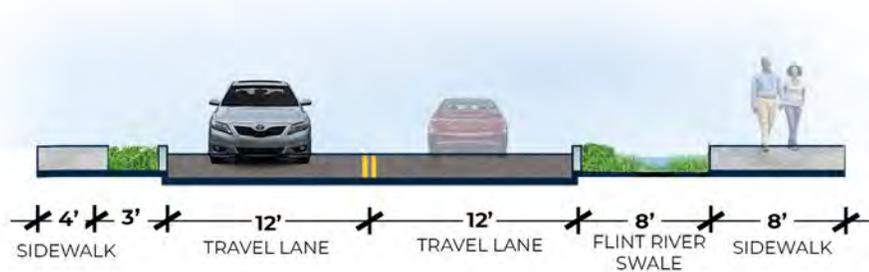
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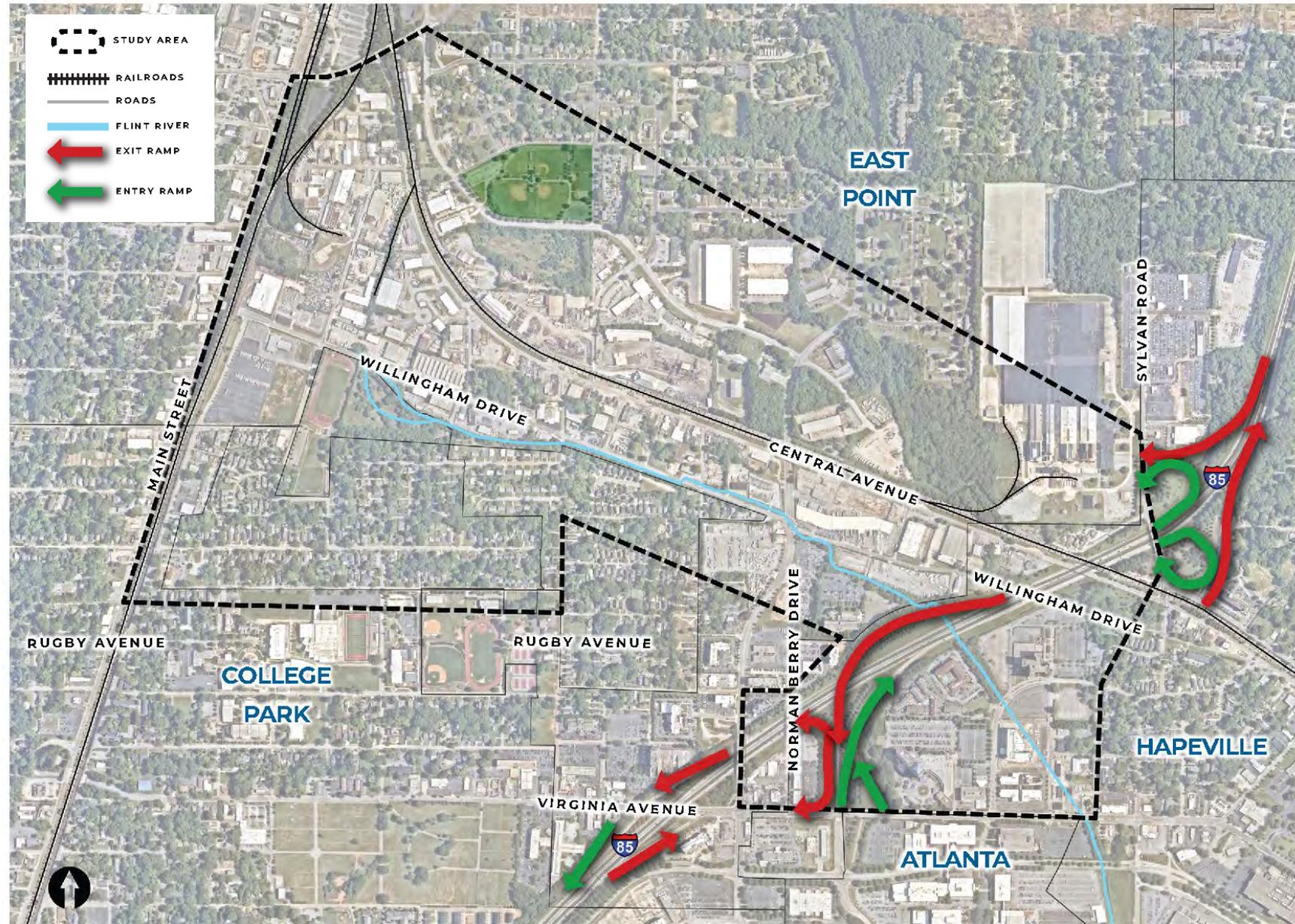
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TRANSPORTATION DISCUSSION

Interstate Access

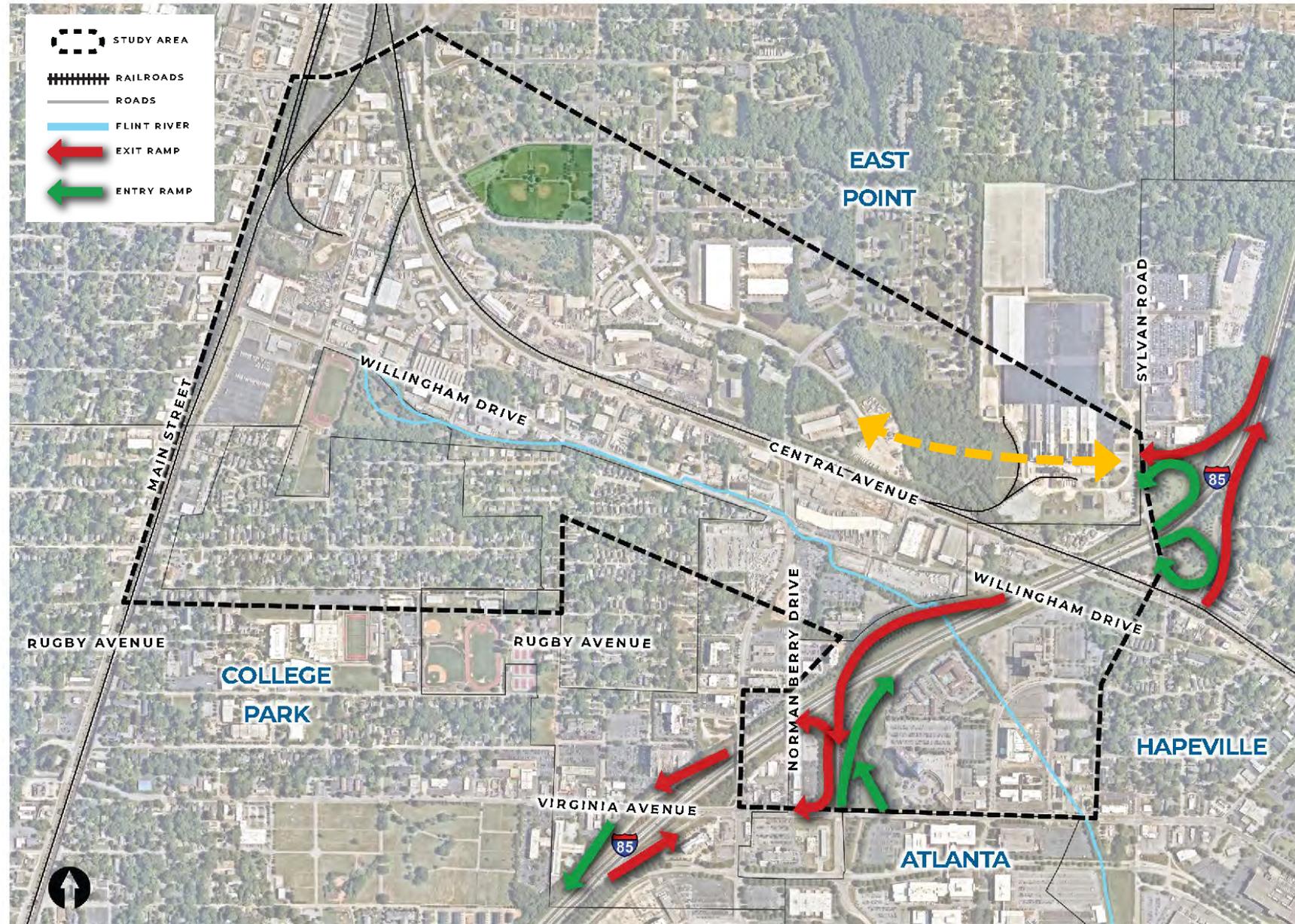
- Good access east or to Virginia Avenue
- Challenging access to the west
- Confusing series of on/off ramps



TRANSPORTATION DISCUSSION

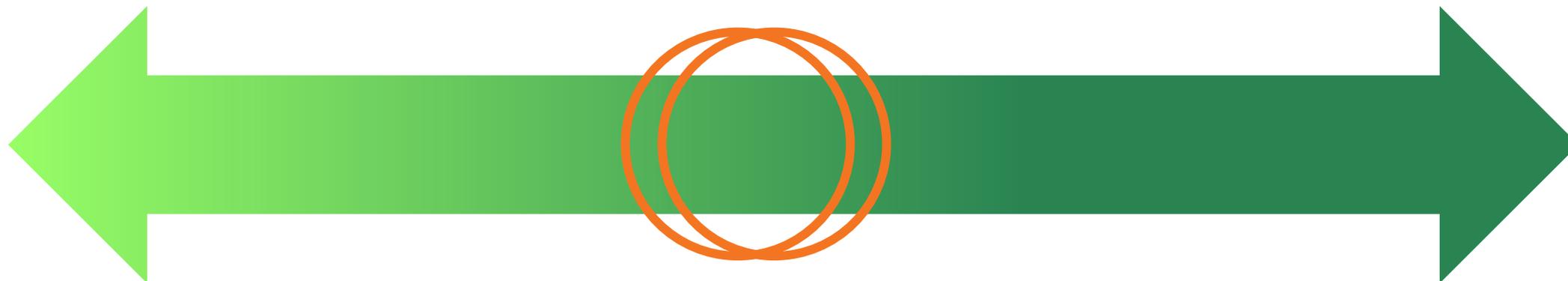
Interstate Access

- Good access east or to Virginia Avenue
- Challenging access to the west
- Confusing series of on/off ramps
- Possible Sylvan Road connector
- Concepts from previous plans
- Follow-up access study



GREENSPACE + TRAILS DISCUSSION

Varying Roles of Greenspace and Trails along Corridor



Address the Social,
Recreational, and Cultural
Needs of Residents

Address the Ecological
Restorative Needs of
the Corridor

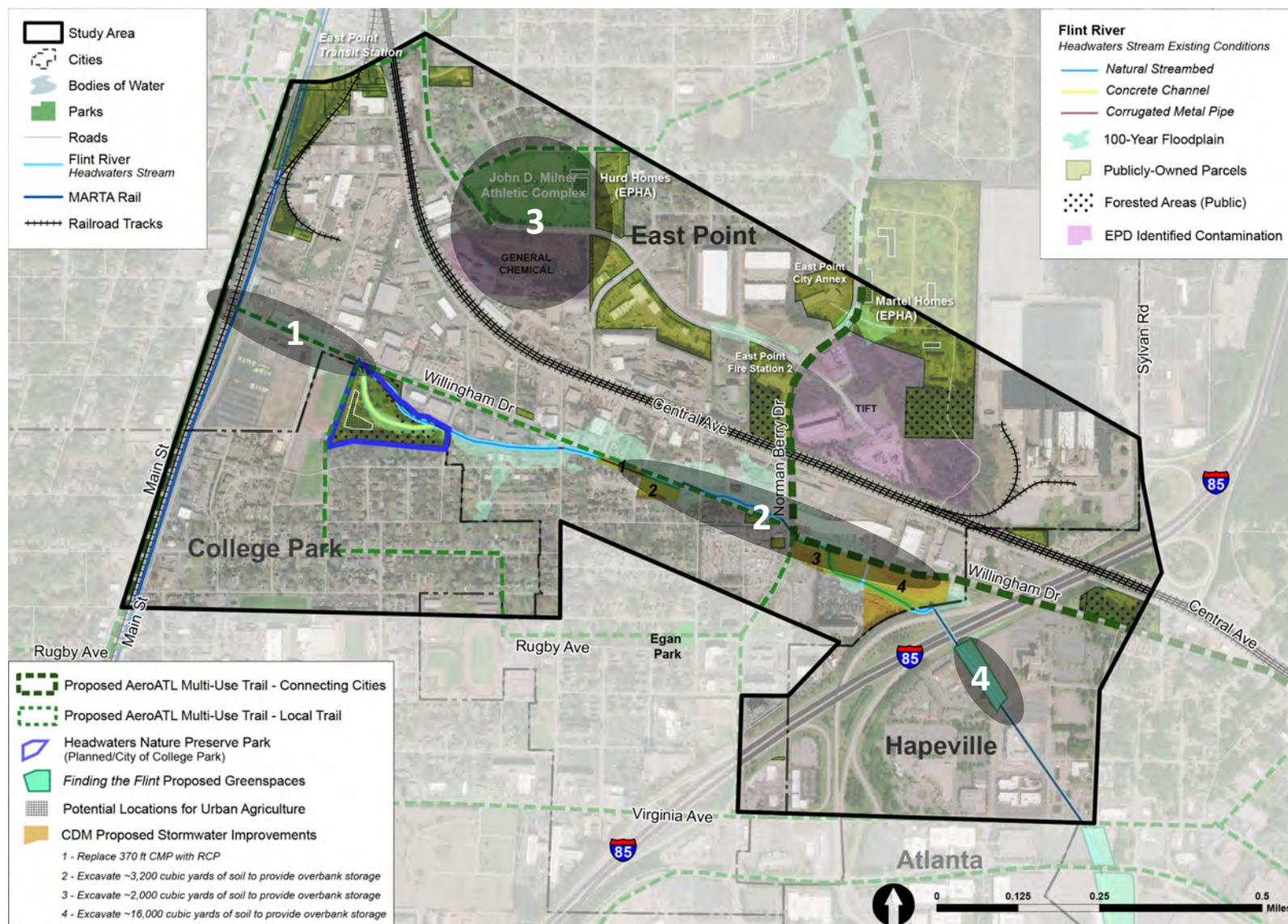
GREENSPACE + TRAILS DISCUSSION

Opportunities

1. Multi-use trail connecting Main Street to Headwaters Nature Preserve
2. Pocket greenspaces along Willingham
3. Renovations to Milner Athletic Complex/recreational uses for General Chemical parcel
4. Potential Flint River greenspace on International Boulevard

Challenges

1. Limited right-of-way for trail or greenspaces on Willingham Drive east of Elm St
2. Coordination and/or acquisition required with private property owners to create publicly accessible greenspaces
3. Some sites have a history of significant pollution and may still be contaminating the area



GREENSPACE + TRAILS DISCUSSION

Opportunities

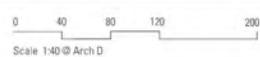
1. Multi-use trail connecting Main Street to Headwaters Nature Preserve
2. Pocket greenspaces along Willingham
3. Renovations to Milner Athletic Complex/recreational uses for General Chemical parcel
4. Potential Flint River greenspace on International Boulevard



DRAFT FOR REVIEW



planning
landscape architecture
environmental management



CITY OF COLLEGE PARK HEADWATERS NATURE PRESERVE PARK

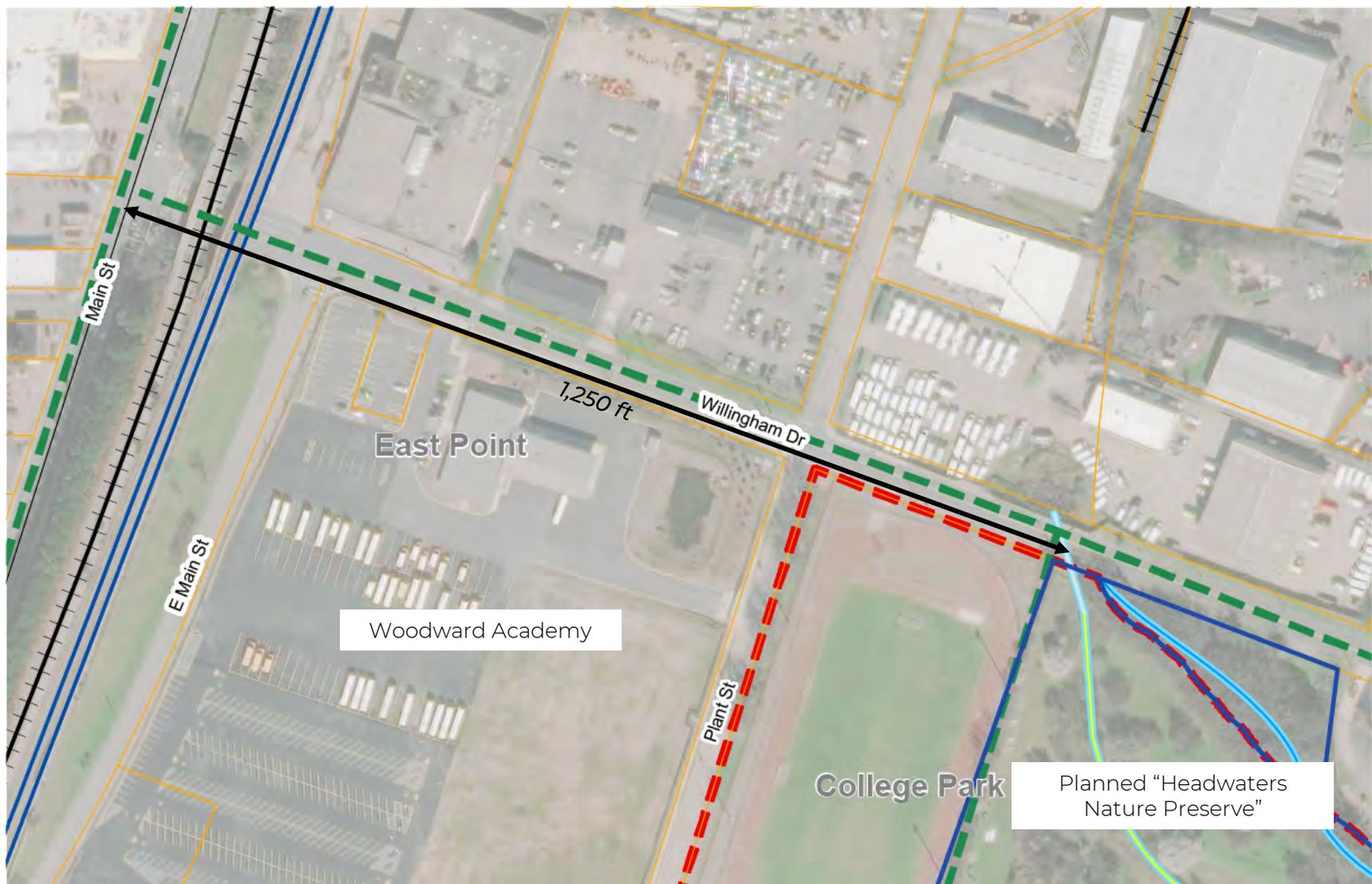
PRELIMINARY CONCEPT PLAN

AUGUST 24, 2021

GREENSPACE + TRAILS DISCUSSION

Opportunities

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GREENSPACE + TRAILS DISCUSSION

Opportunities

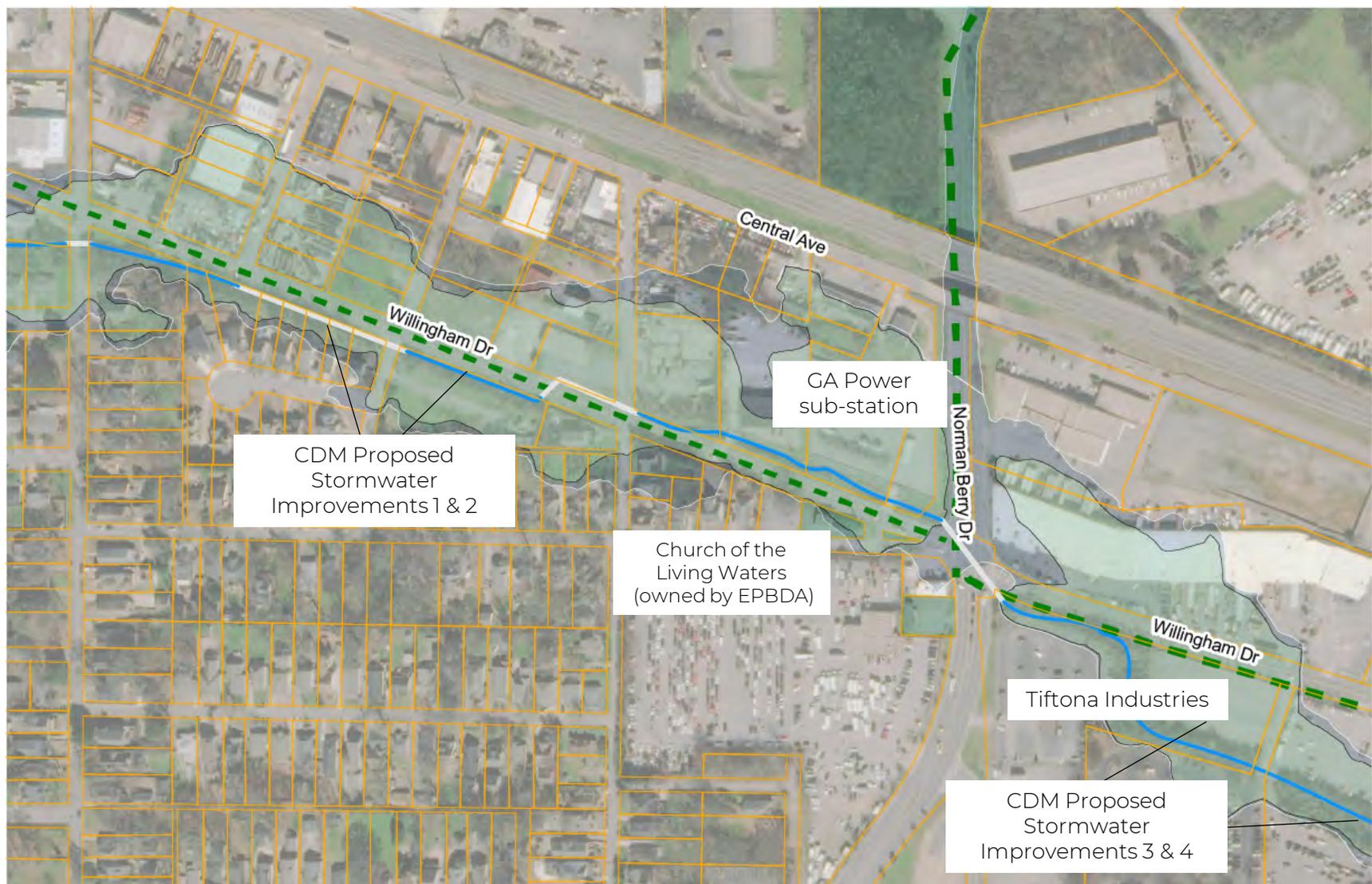
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5. Multi-use trail along Norman Berry and access to South River headwaters stream



GREENSPACE + TRAILS

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Existing Conditions

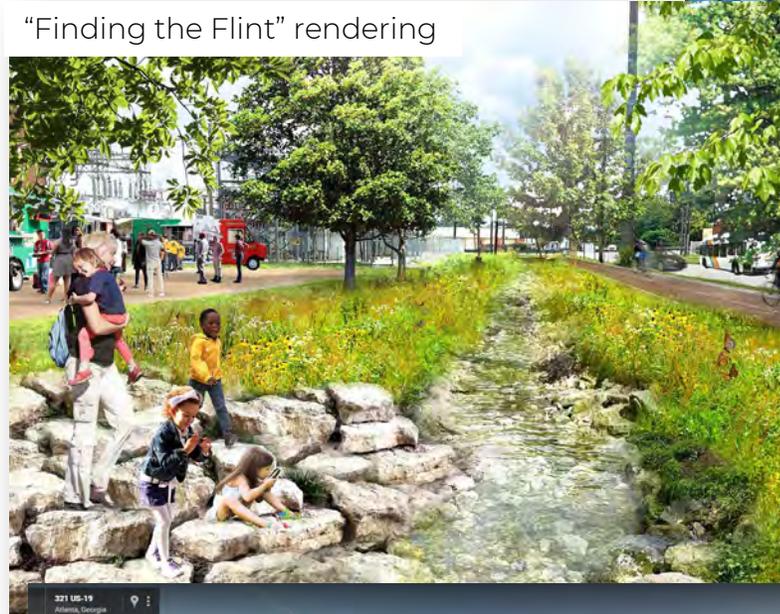


GREENSPACE + TRAILS

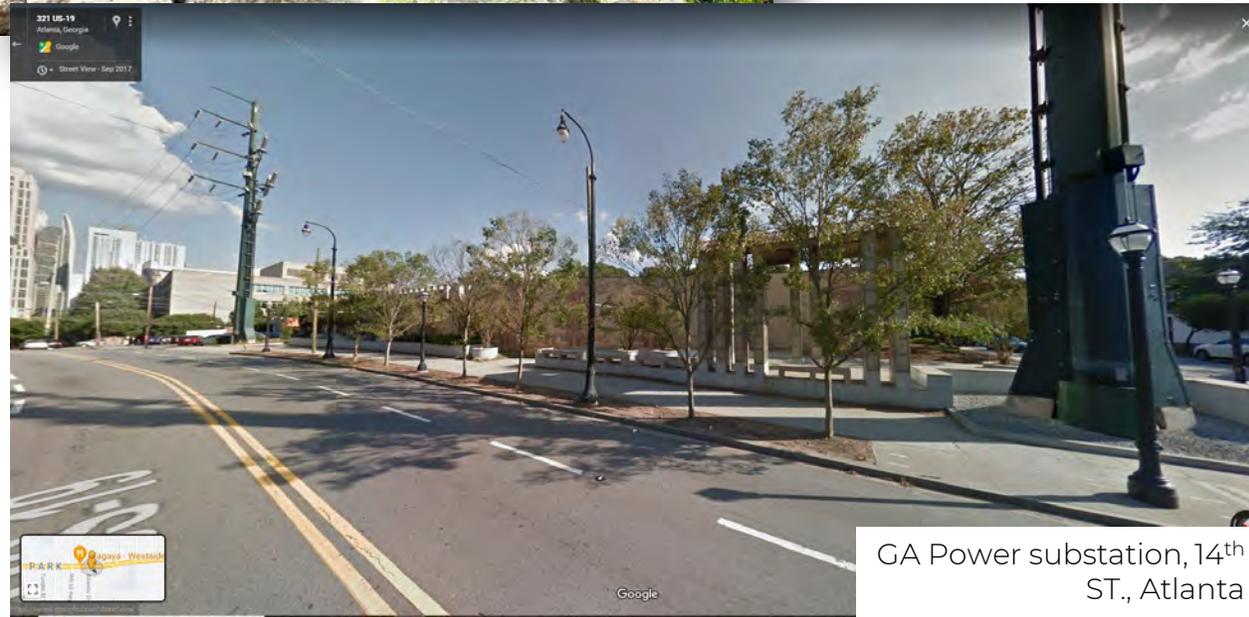
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“Finding the Flint” rendering



“Native Waters” mural, DeKalb Ave., Atlanta



GA Power substation, 14th ST., Atlanta

GREENSPACE + TRAILS

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GREENSPACE + TRAILS DISCUSSION

Opportunities

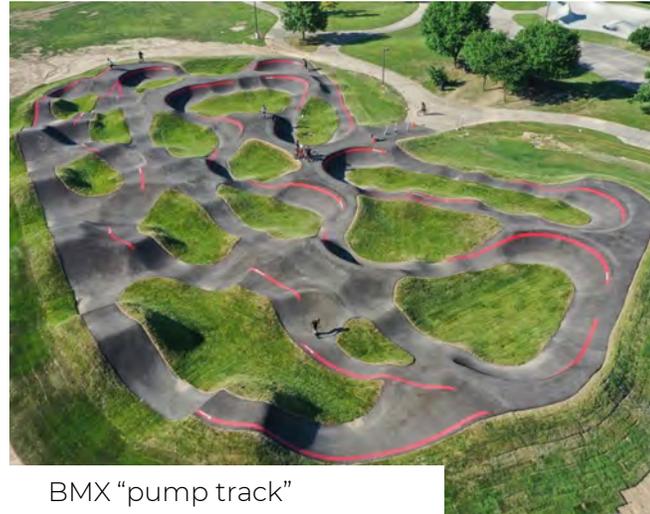
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GREENSPACE + TRAILS

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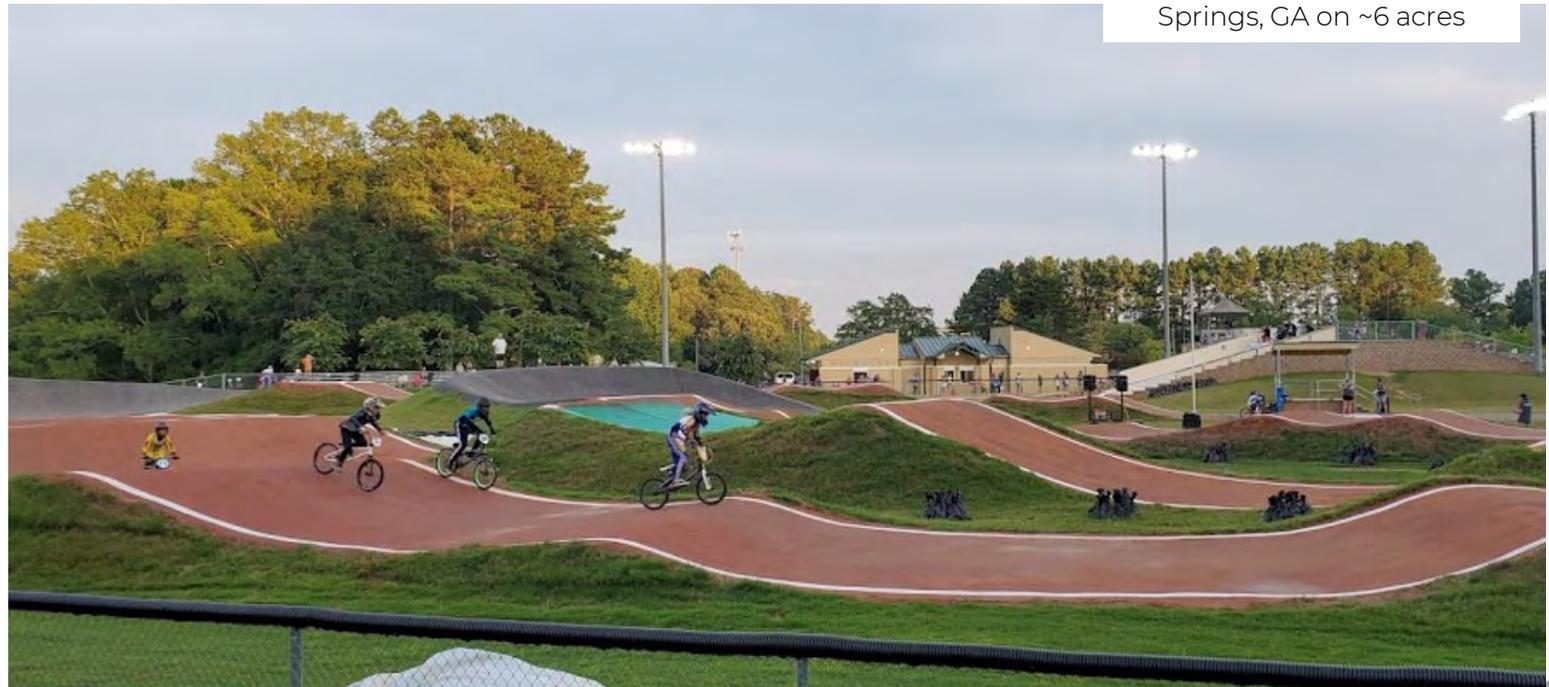
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BMX "pump track"



BMX race track in Powder Springs, GA on ~6 acres



GREENSPACE + TRAILS DISCUSSION

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Thank you!