



# Community Benefits Plan

## Article I. PURPOSE

**Section 1.01** The purpose of this Community Benefits Plan is to present recommendations to the City of Atlanta, Invest Atlanta and The Arthur Blank Family Foundation that will maximize the benefits of the New Stadium Project (NSP) to the Westside TAD Neighborhoods of the City of Atlanta, Georgia. Pursuant to the New Stadium Project resolution passed by the Atlanta City Council, the Community Benefits Plan will provide community job training, affordable housing, environmental mitigations, special event enforcement programs, historic preservation, health and wellness programs and economic development.

## Article II. DEFINITIONS

**Section 2.01 Area Residents:** Residents of Vine City, English Avenue, Castleberry Hill, Marietta Street Artery, Downtown Neighborhood Area and surrounding areas.

**Section 2.02 Community Benefits Plan (CBP):** The instrument, mandated by the Atlanta City Council in the New Stadium Project Resolution (13-R-0615), through which the Community Benefits Plan Committee will make recommendations for the administration of the Westside TAD Community Improvement Fund and the NSP Neighborhood Prosperity Fund. The intent of the CBP as authorized by the Resolution is to develop a strategy to enable the development and operation of the NSP to have a positive impact on the economy, safety and environment of the surrounding neighborhoods.

**Section 2.03 Community Benefits Plan Committee (CBP Committee):** A group of affected stakeholders tasked with developing the CBP. Pursuant to the New Stadium Project legislation (13-R-0615), the CBP includes the following: City of Atlanta Council members from Districts 2, 3, 4, and Post 1; the Mayor or his designee; the City Council President or his designee; a representative from Neighborhood Planning Units M and L; a representative from the Atlanta Downtown Neighborhood Association, Marietta Street Artery Neighborhood Association, Vine City, English Avenue and Castleberry Hill neighborhoods; a representative from the Westside TAD Neighborhood Advisory Committee; a representative of Invest Atlanta; and a representative of the City of Atlanta's Department of Planning & Community Development. A member of the English Avenue-Vine City Ministerial Alliance was also added.

**Section 2.04 Westside Neighborhood Prosperity Fund:** The Arthur M. Blank Family Foundation will voluntarily make charitable contributions of \$15 million to catalytic projects that will ignite positive change and improvement in the quality of life in Vine City, English Avenue, Castleberry Hill and adjacent neighborhoods. These charitable contributions will be made solely at the discretion of the trustees of The Arthur M. Blank Family Foundation and will be guided by the Community Benefits Plan Framework approved by the City of Atlanta Council.

**Section 2.05 New Stadium Project (NSP):** A new operable roof, state-of-the-art multi-purpose stadium for the Atlanta Falcons to be located in downtown Atlanta and constructed on land owned or controlled by the Georgia World Congress Center, a portion of the funding for which will come from certain hotel/motel taxes collected in the City of Atlanta as authorized by City Resolution 13-R-0615.

**Section 2.06 Westside Tax Allocation District:** To encourage the redevelopment of the western downtown area of the City, the City Council, by City Resolution 98-R-0777 (amending Resolution 92-R-1575), created The Westside Redevelopment Area and Tax Allocation Bond District (Tax Allocation District Number 1 – Atlanta/Westside), adopted the Westside TAD Redevelopment Plan, and designated Invest Atlanta as the City’s Redevelopment Agency, all as provided for under Redevelopment Powers Law, O.C.G.A. §36-44-1, *et seq.*, as amended. The WTAD is one of Atlanta’s ten tax allocation districts.

**Section 2.07 Westside TAD Community Improvement Fund:** A \$15 million fund to be provided by Invest Atlanta to invest in capital projects of varying sizes that remove blighted conditions, expand redevelopment efforts, leverage other public and private funding sources and result in job creation and quality of life enhancement for residents of Vine City, English Avenue and Castleberry Hill.

### **Article III. COMMUNITY BENEFITS PLAN RECOMMENDATIONS**

The following categories are examples of recommendations that have been made by the CBP Committee after completing an information-driven (see Exhibits) and deliberative process as required by the NSP legislation. The CBP Committee members received input from their respective neighborhoods and worked collaboratively to create a unified vision.

### **Section 3.01 Community Center<sup>1</sup> - Job Training and Workforce Development Programs**

The development of the NSP is intended to bring jobs and other opportunities for career growth to the impacted neighborhoods. In order to prepare Area Residents for new opportunities, it is important that they be afforded the training and professional development programs necessary to qualify them for the jobs and careers arising from the NSP. The stakeholders have recommended the following general project concepts to further this CBP objective:

- (a) Place-Based Training
- (b) Soft Skills Development
- (c) Youth Jobs Program

### **Section 3.02 Community Center<sup>1</sup> - Business Incubator**

In the interest of empowering Area Residents to create and pursue their own business initiatives and entrepreneurship, a serious effort should be made to provide them with the resources and assistance necessary to support their business or creative ventures. The stakeholders have recommended the following general project concepts to further this CBP objective:

- (a) Technical Assistance/Capacity Building
- (b) Business Center (with computer lab, internet, faxing, etc.)
- (c) Small Business Development
- (d) Micro Loan Program
- (e) Historically Underutilized Business Zones (HUBZone)
- (f) Arts Initiative

### **Section 3.03 Community Center<sup>1</sup> - Education**

Investments in the education of Area Residents are a priority of the NSP development. A comprehensive and sustainable community enrichment initiative should include a robust educational component that educates Area Residents at a variety of levels and ages. The stakeholders have recommended the following general project concepts to further this CBP objective:

- (a) Comprehensive Education Programs
- (b) GED Program
- (c) Education Fund
- (d) Technical School
- (e) Internship/Apprenticeship Program
- (f) Ex-Offender Re-entry Program

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<sup>1</sup> A Community Needs Assessment will be conducted prior to the establishment of a Community Resource Center. Demographic data and economic analysis will be utilized in order to define the specific needs within the community. Existing service providers within the community and outside agencies would then be identified to provide said services within a central Community Resource Center.

### **Section 3.04 Community Center<sup>1</sup> - Youth Programs**

Providing young Area Residents with opportunities to be productive and supporting their parents in creating a healthy and stable environment is essential to fostering a thriving community. Area Residents' quality of life, education and safety are directly tied to the amount of resources invested in their youth. The stakeholders have recommended the following general project concepts to further this CBP objective:

- (a) Early Childcare
- (b) After School Programs
- (c) Recreation Center/Youth Center
- (d) Youth Nutrition Program

### **Section 3.05 Community Center<sup>1</sup> - Health and Wellness Programs**

The physical, mental and behavioral health of Area Residents is central to the Area Residents' quality of life. Resources should be available for treatment and preventative measures in regard to health and wellness issues. The stakeholders have recommended the following general project concepts to further this CBP objective:

- (a) Mental/Behavioral Health Program
- (b) Health Clinic
- (c) Comprehensive Drug/Alcohol Treatment Program
- (d) Food Pantry
- (e) Birthing Center

### **Section 3.06 Catalytic Projects**

It is important that the NSP leverage available resources to incentivize private investment in these underdeveloped areas. The development of the NSP should attract new industries and commercial activity. Economic development is key to maintaining the impact of all the CBP categories. The stakeholders have recommended the following general project concepts to further this CBP objective:

- (a) Development of Commercial Districts
- (b) Development that Activates Area Adjacent to NSP
- (c) Improved Transportation Connectivity
- (d) High Density Mixed-Use Along Northside Drive
- (e) Promotion of Hospitality Industry
- (f) Interior Commercial Node Development
- (g) Retail Development
- (h) Transit Oriented Developments at Ashby and Vine City MARTA Stations
- (i) Community/Cultural Festivals
- (j) Grocery Store

### **Section 3.07 Assemblage and Land Banking**

The property in the area is one of its greatest assets. Comprehensive revitalization demands that the land be acquired, held, managed and developed in a coordinated manner. There should be a concerted effort by public and private entities to account for and develop the area's land strategically. The stakeholders have recommended the following general project concepts to further this CBP objective:

- (a) Repurpose Land
- (b) Public/Private Partnerships
- (c) Land Banking
- (d) Creation of a Community Land Trust

### **Section 3.08 Affordable Housing Creation and Preservation**

The development of the NSP should address the potential impacts of gentrification. Rehabilitation of existing stock and the creation of more affordable housing will ensure that current Area Residents are given an opportunity to remain in the community. The stakeholders have recommended the following general project concepts to further this CBP objective:

- (a) Renovations for Seniors and Low Income Homeowners
- (b) Vacant Housing Strategy
- (c) Workforce and Senior Housing
- (d) Single-Family Mixed-Income Homeownership Opportunities
- (e) Housing Enterprise Zone
- (f) Green Renovations
- (g) Non-Displacement Strategy
- (h) Cooperative Housing
- (i) Current Homeowner Tax Abatement Strategy

### **Section 3.09 Environmental Mitigation**

The area has long suffered from environmental challenges. The development of the NSP should improve the environmental stability of the area to provide Area Residents with a higher environmental quality of life. Current areas of concerns, such as stormwater runoff, should be addressed and measures should be taken to prevent future environmental issues. The stakeholders have recommended the following general project concepts to further this CBP objective:

- (a) Stormwater and Water Resource Management
- (b) Construction Mitigation Strategy
- (c) Brownfield Assessment and Remediation
- (d) Water Reuse
- (e) Environmental Protection Division Study
- (f) Environmental Education - Urban Ecology

### **Section 3.10 Transportation Infrastructure and Improvements**

The area's transportation and infrastructure challenges should not be compounded by the advent of the NSP. Through strategic planning, development of the NSP should improve the condition, efficiency and connectivity of the area's transportation and infrastructure. The stakeholders have recommended the following general project concepts to further this CBP objective:

- (a) Sidewalks
- (b) Streetscape Improvements
- (c) Lighting
- (d) Safe Routes
- (e) Traffic Management
- (f) Crosswalks
- (g) Re-establish Street Grid Vehicular and Pedestrian Connectivity
- (h) Gateway Monument Entrances
- (i) Bike Connectivity
- (j) ADA Compliant Accessibility
- (k) 2-Way Street Conversion
- (l) Bike Share Program
- (m) Promenades
- (n) Traffic Calming Measures

### **Section 3.11 Zoning**

An evaluation of the current zoning and permitted uses in the area should be conducted to ensure that each is in line with the neighborhoods' needs and is supportive of the revitalization initiative. The stakeholders have recommended the following general project concepts to further this CBP objective:

- (a) Evaluate Current Zoning and Permitted Uses
- (b) Assess Impact of Rezoning

### **Section 3.12 Safety and Code Enforcement**

Area Residents are familiar with the safety and code enforcement issues related to living in close proximity to a large event center. The development of the NSP should address these issues in a manner that encourages City of Atlanta Departments and the communities to work together collaboratively. The stakeholders have recommended the following general project concepts to further this CBP objective:

- (a) Increased Police Presence
- (b) Special Event Parking
- (c) Resident Permit Parking
- (d) Code Enforcement 7 Days a Week

- (e) Sanitation
- (f) Neighborhood Ambassador Program
- (g) Tailgating
- (h) Hours of Operation
- (i) Security Cameras
- (j) Neighborhood Watch
- (k) Signage
- (l) Officer Courtesy
- (m) Noise Ordinance Enforcement

### **Section 3.13 Historic Preservation**

The area's rich cultural history provides it with a unique identity and attractiveness. A collateral benefit of the development of the NSP should be to promote and preserve that history. The stakeholders have recommended the following general project concepts to further this CBP objective:

- (a) Identify Landmarks and Explore National Registry Listing
- (b) Promote Heritage Tourism
- (c) Preserve Landmarks and Historic Sites

### **Section 3.14 Green Space and Urban Agriculture**

The area neighborhoods suffer from a lack of parks, green space and urban agriculture, which negatively affects Area Residents' quality of life. A collateral benefit of NSP should be to assist in developing outdoor options that will encourage Area Residents to enjoy and interact with nature. The stakeholders have recommended the following general project concepts to further this CBP objective:

- (a) Walking Trails
- (b) Linear Parks
- (c) Dilapidated Property Conversion
- (d) Farmer's Market
- (e) Community Garden/Urban Farming
- (f) Pocket Parks
- (g) Green Streets
- (h) Food Truck Market

## **Article IV. TECHNICAL ASSISTANCE**

**Section 4.01** For those who are interested in receiving assistance with completing the application for funding from the Westside TAD Community Improvement Fund and presenting their proposal to Invest Atlanta, Invest Atlanta will offer the services of an

experienced business consultant. This consultant will be available to provide prospective applicants the consulting and technical assistance associated with scoping a project and completing the application as needed. Applicants will be required to contribute an engagement fee of \$100. Invest Atlanta will cover the cost of these services at up to \$50 an hour for a maximum of 40 hours per client.

## **Article V. REPORTING**

**Section 5.01** Invest Atlanta or its designee will monitor and report quarterly on the status of funding and CBP project initiatives to the City of Atlanta Community Development/Human Resources Committee.

**Section 5.02** Invest Atlanta or its designee will meet with the CBP Committee quarterly for programmatic updates on the implementation of the CBP and post regular updates of all CBP project activities to the Invest Atlanta website.

**Section 5.03** The City of Atlanta will identify a program manager to perform the following duties:

- (a) Act as a liaison between the City of Atlanta, CBP Committee, Invest Atlanta and the NSP construction team
- (b) Convene meetings with the CBP Committee, during preconstruction and construction of the NSP, regarding construction plans, progress and quality of life issues at least every forty-five (45) days
- (c) Oversee continued monitoring of activities, planning of events and ongoing quality of life issues with CBP Committee post-construction of the NSP
- (d) Report quarterly to the CBP Committee on the following measures of success:
  - (i) Public Improvements Projects Initiated
  - (ii) Funds Expended
  - (iii) Quality of Life enhancements

**Section 5.04** Invest Atlanta will hold multiple application cycles for funding through the Westside TAD Community Improvement Fund beginning in January 2014. It is anticipated that all funds will be allocated within thirty-six (36) months. Success will be measured by:

- (a) Funds Allocated
- (b) Funds Expended
- (c) Level of Project Completeness
- (d) Jobs Created

- (e) Benefits to the Community
- (f) Quality of Life Improvements

## Exhibits

- Exhibit A:** New Stadium Project Legislation (13-R-0615)
- Exhibit B:** Memorandum of Understanding between Invest Atlanta and the Arthur M. Blank Family Foundation
- Exhibit C:** Community Benefits Plan Committee List
- Exhibit D:** Community Benefits Meeting Presentation (August 21, 2013)
- Exhibit E:** Westside TAD Community Improvement Fund Fact Sheet
- Exhibit F:** Westside Neighborhood Prosperity Fund Fact Sheet
- Exhibit G:** Westside TAD Neighborhoods Strategic Implementation Plan Summary for Vine City and English Avenue
- Exhibit H:** Collective Communities Presentation: Vine City, English Avenue and Castleberry Hill
- Exhibit I:** Castleberry Hill Neighborhood Presentation
- Exhibit J:** Community Benefits Plan Project Concepts and Examples
- Exhibit K:** Scope of Work Prioritization Survey (Survey Monkey)

CITY COUNCIL  
ATLANTA, GEORGIA

13-R-3783

SPONSOR SIGNATURES



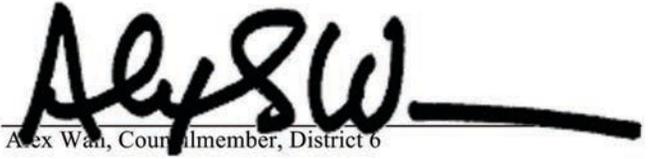
Michael Julian Bond, Councilmember, Post 1 At-Large



Natalyn Mosby Archibong, Councilmember, District 5



Ivory Lee Young Jr., Councilmember, District 3



Alex Wan, Councilmember, District 6

**A RESOLUTION BY COUNCILMEMBERS MICHAEL J. BOND, NATALYN ARCHIBONG, CLETA WINSLOW, IVORY L. YOUNG, JR. & ALEX WAN ADOPTING AND APPROVING THE COMMUNITY BENEFITS PLAN DEVELOPED IN CONCERT WITH STAKEHOLDERS IN THE ENGLISH AVENUE, VINE CITY AND CASTLEBERRY HILL NEIGHBORHOODS AFFECTED BY THE PLANNED DEVELOPMENT OF A NEW MULTI-PURPOSE STADIUM PROJECT TO BE LOCATED IN DOWNTOWN ATLANTA, IN ACCORDANCE WITH RESOLUTION 13-R-0615; AND FOR OTHER PURPOSES.**

WHEREAS, the City, the Geo. L. Smith II Georgia World Congress Center Authority (the "GWCCN"), Invest Atlanta, the Atlanta Falcons Stadium Company, LLC ("StadCo."), and the Atlanta Falcons Football Club, LLC (the "Atlanta Falcons") desired to collaborate in the construction, operation and maintenance of a new operable roof, state-of-the-art multi-purpose stadium to replace the existing Georgia Dome facility in the City (the "New Stadium Project" or "NSP"); and

WHEREAS, due to the continuing economic benefits to be derived from the New Stadium Project by the citizens of the City of Atlanta and the State of Georgia, the GWCCA and Invest Atlanta agreed to participate with StadCo and the Atlanta Falcons in financing and developing the New Stadium Project and to share in certain of the costs thereof to the extent provided in and in accordance with the agreed upon terms; and

WHEREAS, by Resolution 13-R-0615 adopted March 18, 2013 and approved by the Mayor on March 21, 2013, the City of Atlanta authorized extended the collection of the Hotel Motel Tax for the purpose of using the same portion to fund a portion of the New Stadium Project; authorizing Invest Atlanta to undertake the financing and to execute a TriParty Memorandum of Understanding between the GWCCA, the Atlanta Falcons, and StadCo regarding the transaction; and

WHEREAS, City Resolution 13-R-0615 further provided that prior to the issuance of the Series 2014 HMT Bonds, Invest Atlanta will facilitate development of a comprehensive Community Benefits Plan in conjunction with the stakeholders in the affected communities identified in the Resolution for the administration of the Westside TAD Community Improvement Fund and to make recommendations regarding the NSP Neighborhood Prosperity Fund committed by The Arthur M. Blank Family Foundation; and

WHEREAS, the NSP site, as well as the affected neighborhoods of English Avenue, Vine City, and a portion of Castleberry Hill are located within the City's Westside Tax Allocation District; and

WHEREAS, Invest Atlanta adopted a Resolution on April 4, 2013, authorizing a Tri-Party Memorandum of Understanding, which, inter alia, provides for certain terms and

conditions related to Invest Atlanta's issuance of Revenue Bonds (New Downtown Atlanta Stadium Project), Series 2014, in an aggregate principal amount not to exceed the amount necessary to generate \$200,000,000 of available construction and development proceeds, secured solely by the extended City of Atlanta Hotel Motel Tax (the "Series 2014 Bonds"); and

WHEREAS, in addition, on April 4, 2013, Invest Atlanta adopted a Resolution establishing a Westside Tax Allocation District Community Impmvement I: "und (the "Westside TAD Community Improvement Fund") in the amount of \$15,000,000 to, among other things, invest in catalytic projects which will result in job creation and improve the quality of life for the residents of the Vine City, English A venue and Castleberry Hill communities, and utilize a strategic implementation tool developed by Invest Atlanta's consultant for the Westside TAD neighborhood area, where practical; and

WHEREAS, the Board of Trustees of The Arthur M. Blank Family Foundation has authorized the creation of a Westside Neighborhood Prosperity Fund in the amount of \$15,000,000 in charitable contributions to invest in catalytic projects that will ignite positive change and improvement in the quality of life in the Vine City, English Avenue, Castleberry Hill and adjacent neighborhoods surrounding the NSP Site; and

WHEREAS, in accordance with City Resolution 13-R-0615, the Community Benefits Committee was convened and public meetings were noticed and held on July 2, 2013, July 24, 2013, August 7, 2013, August 21, 2013, September 4, 2013, September 18, 2013, October 23,2013, and November 14, 2013; and

WHEREAS, the stakeholders identified in City Resolution 13-R -0615 were provided opportunity for individual and constituent group input and participation through a myriad of means; and

WHEREAS, Invest Atlanta facilitated the development of a Community Benefits Plan for the administration of the Westside TAD Community Improvement Fund and to make recommendations regarding the Neighborhood Prosperity Fund committed by The Arthur M. Blank Family Foundation; and

WHEREAS, the resulting Community Benefits Plan, attached hereto as Exhibit "A," was developed as a result of the participation and input from the members of the Community Benefits Plan Committee.

NOW THEREFORE BE IT RESOLVED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA that the Community Benefits Plan attached hereto as Exhibit "i\" is hereby adopted and approved in accordance with Resolution 13-R-0615.

## Community Benefits Plan Framework

### Article I. PURPOSE

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- (b) Assess Impact of Rezoning

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- (f) Neighborhood Ambassador Program
- (g) Tailgating
- (h) Hours of Operation
- (i) Security Cameras
- (j) Neighborhood Watch
- (k) Signage
- (l) Officer Courtesy

### **Section 3.13 Historic Preservation**

The area's rich cultural history provides it with a unique identity and attractiveness. A collateral benefit of the development of the NSP should be to promote and preserve that history. The stakeholders have recommended the following general project concepts to further this CBP objective:

- (a) Identify Landmarks
- (b) Promote Heritage Tourism

### **Section 3.14 Green Space and Urban Agriculture**

The area neighborhoods suffer from a lack of parks, green space and urban agriculture, which negatively affects Area Residents' quality of life. A collateral benefit of NSP should be to assist in developing outdoor options that will encourage Area Residents to enjoy and interact with nature. The stakeholders have recommended the following general project concepts to further this CBP objective:

- (a) Walking Trails
- (b) Linear Parks
- (c) Dilapidated Property Conversion
- (d) Farmer's Market
- (e) Community Garden/Urban Farming
- (f) Pocket Parks
- (g) Green Streets
- (h) Food Truck Market

## **Article IV. TECHNICAL ASSISTANCE**

**Section 4.01** For those who are interested in receiving assistance with completing the application for funding from the Westside TAD Community Improvement Fund and presenting their proposal to Invest Atlanta, Invest Atlanta will offer the services of an experienced business consultant. This consultant will be available to provide

prospective applicants the consulting and technical assistance associated with scoping a project and completing the application as needed. Applicants will be required to contribute an engagement fee of \$100. Invest Atlanta will cover the cost of these services at up to \$50 an hour for a maximum of 40 hours per client.

## **Article V. REPORTING**

**Section 5.01** Invest Atlanta will monitor and report quarterly on the status of funding and CBP project initiatives to the City of Atlanta Community Development/Human Resources Committee. Invest Atlanta will post regular updates of all CBP project activities to the Invest Atlanta website.

## Exhibits

- Exhibit A:** New Stadium Project Legislation (13-R-0615)
- Exhibit B:** Memorandum of Understanding between Invest Atlanta and the Arthur M. Blank Family Foundation
- Exhibit C:** Community Benefits Plan Committee List
- Exhibit D:** Community Benefits Meeting Presentation (August 21, 2013)
- Exhibit E:** Community Improvement Fund Fact Sheet
- Exhibit F:** Neighborhood Prosperity Fund Fact Sheet
- Exhibit G:** Westside TAD Neighborhoods Strategic Implementation Plan for Vine City and English Avenue
- Exhibit H:** Collective Community Presentation
- Exhibit I:** Castleberry Hill Neighborhood Presentation
- Exhibit J:** Community Benefits Plan Project Concept List
- Exhibit K:** Scope of Work Prioritization Survey (Survey Monkey)