



Atlanta City Council
CD/HS Update

Where is Fort Mac?





A PATH TO PROGRESS



McPherson Planning Local Redevelopment Authority (MPLRA) was formed as a 501c3 to determine a path forward for the Fort McPherson Property

2006



Fort McPherson ceased operations and closed its doors

2011



Fort Mac LRA received a grant and completed an Atlanta Regional Commission Livable Centers Initiative (LCI) study on Fort Mac and the area around it

2016



2005

United States Congress approved a Base Realignment and Closure (BRAC) Commission that recommended the closure of Fort McPherson



2009

MPLRA stepped aside as the State of Georgia created and bestowed redevelopment powers upon McPherson Implementing Local Redevelopment Authority (Fort Mac LRA)



2015

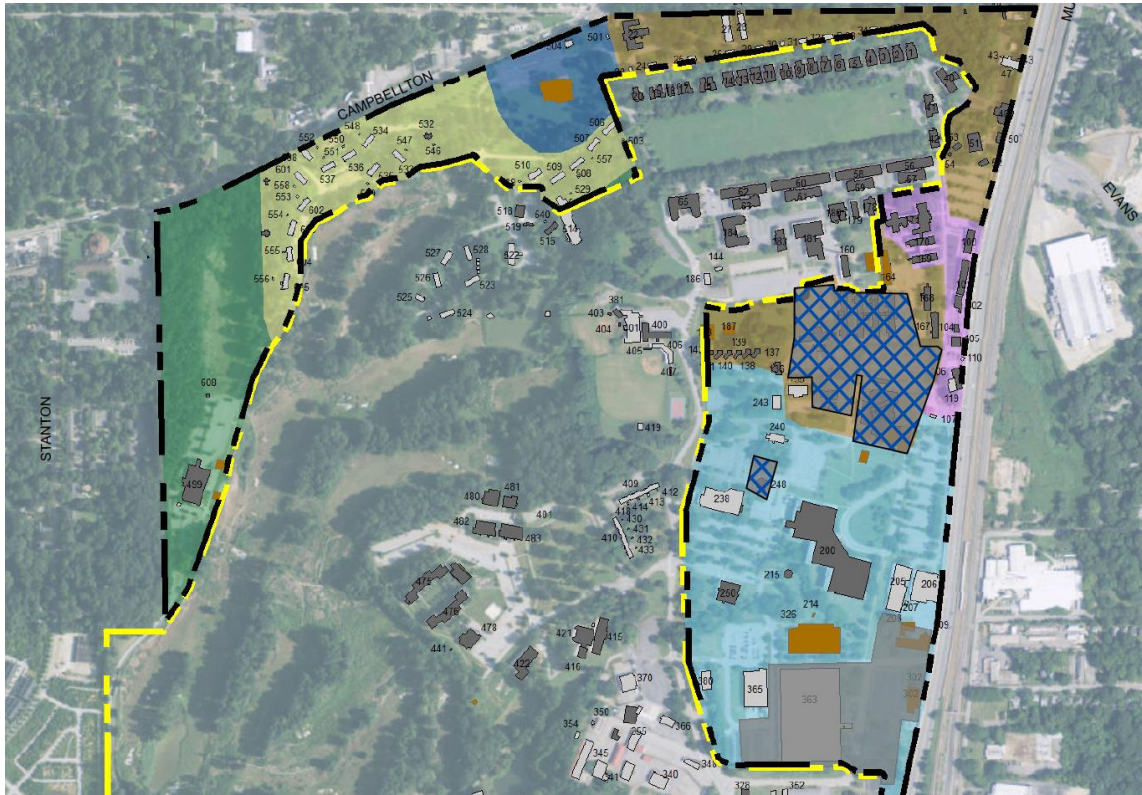
Property conveyance was achieved through two simultaneous transactions involving the U.S. Army, City of Atlanta and Tyler Perry Studios



2017

Macauley Investments was engaged as master development partner, Fort Mac LRA signs first lease in historic buildings to Atlanta

2015 Result of the Deal



145 Acres Publicly Owned Lands

Prosperous Tyler Perry Studios

Today



Fort McPherson's Rich History



Fort Mac was founded in 1885



Served as “Pentagon South”



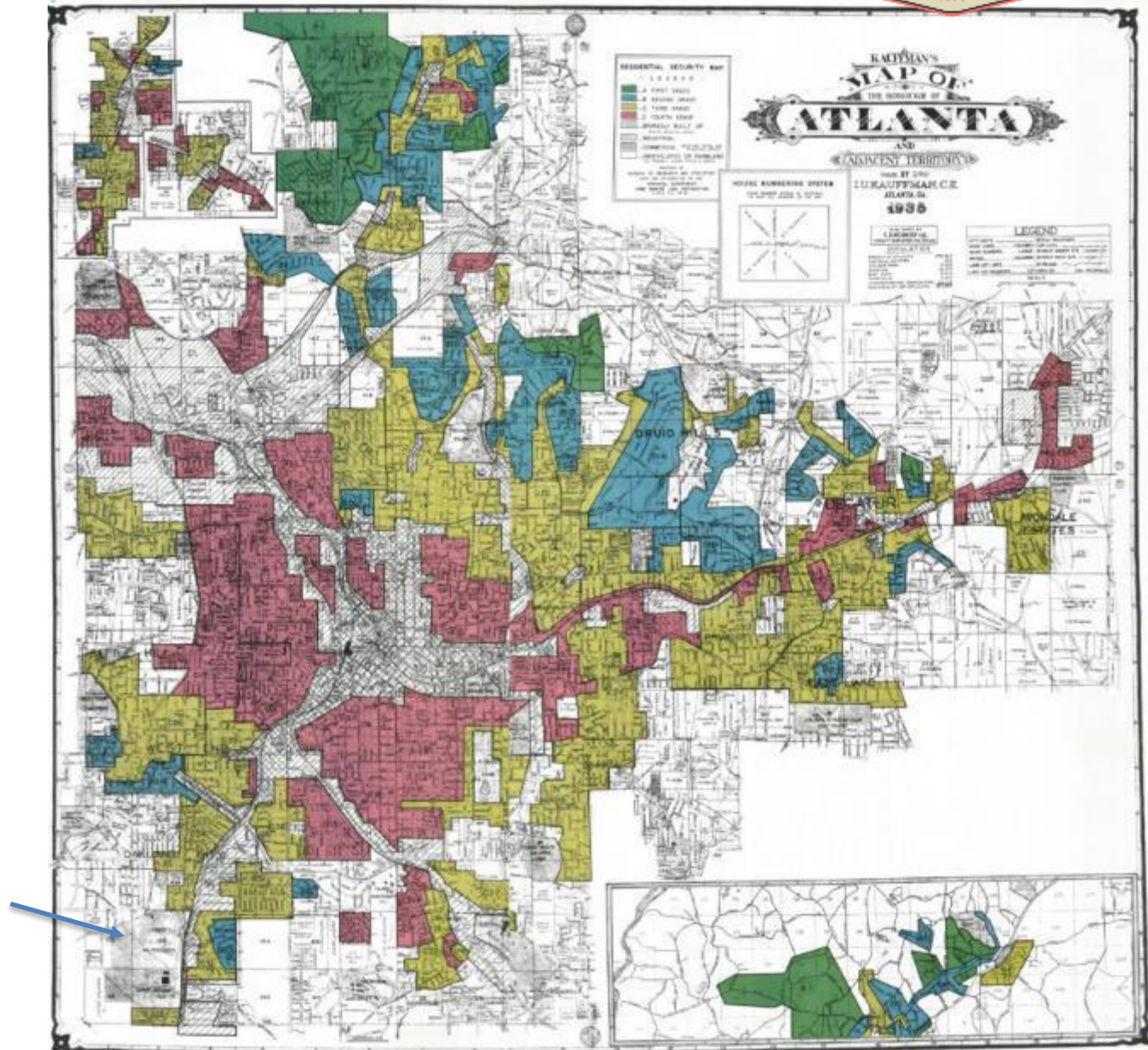
Employed more than 5,000 people



The 1938 Home Owner's Loan Corporation "Residential Security Map" of Atlanta

...“proximity to negro property” and “infiltration of lower income groups” were cited as “detrimental influences” which lower a neighborhood’s “security rating...”

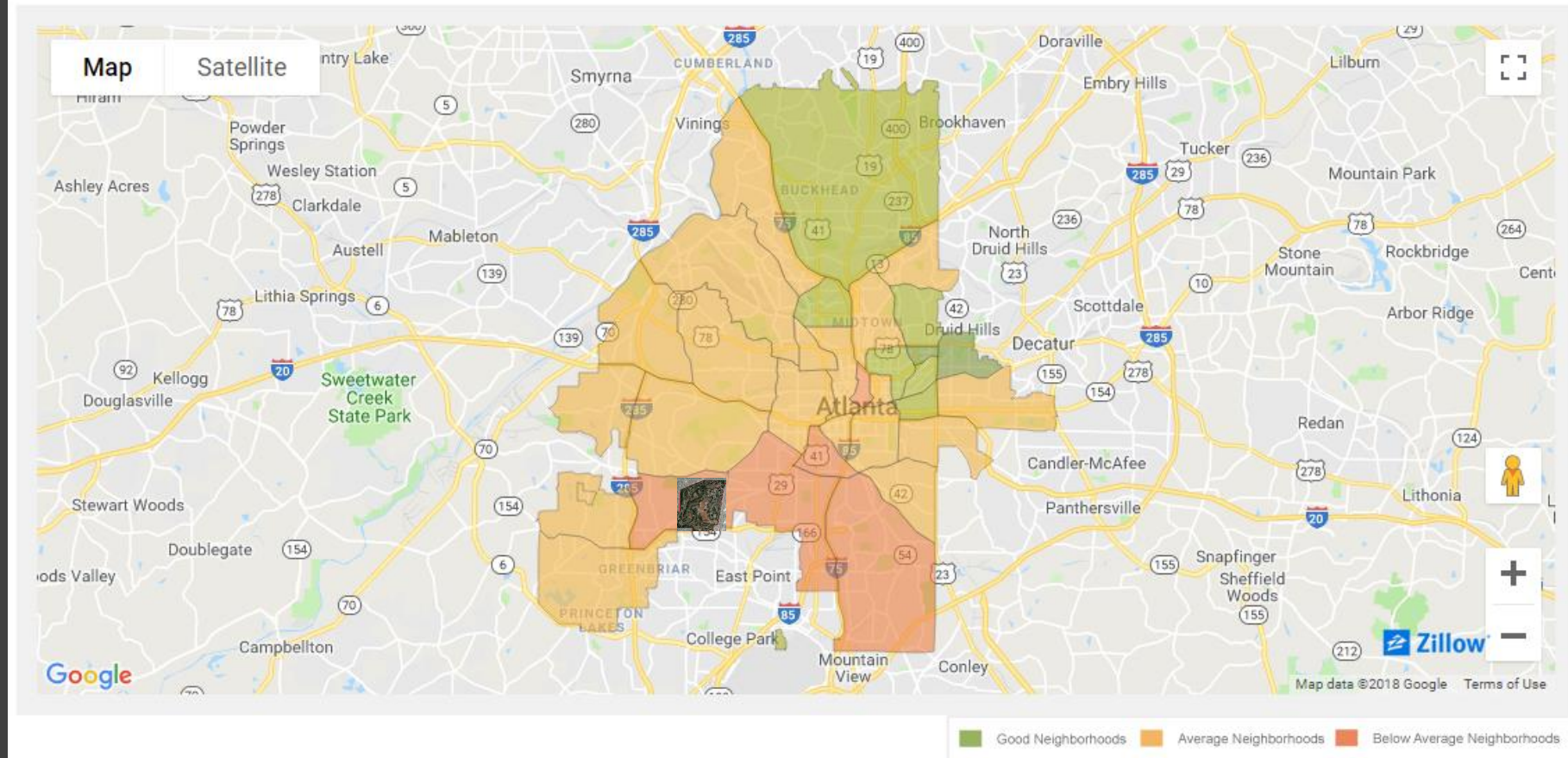
FORT MAC
ESTD ATLANTA 1885

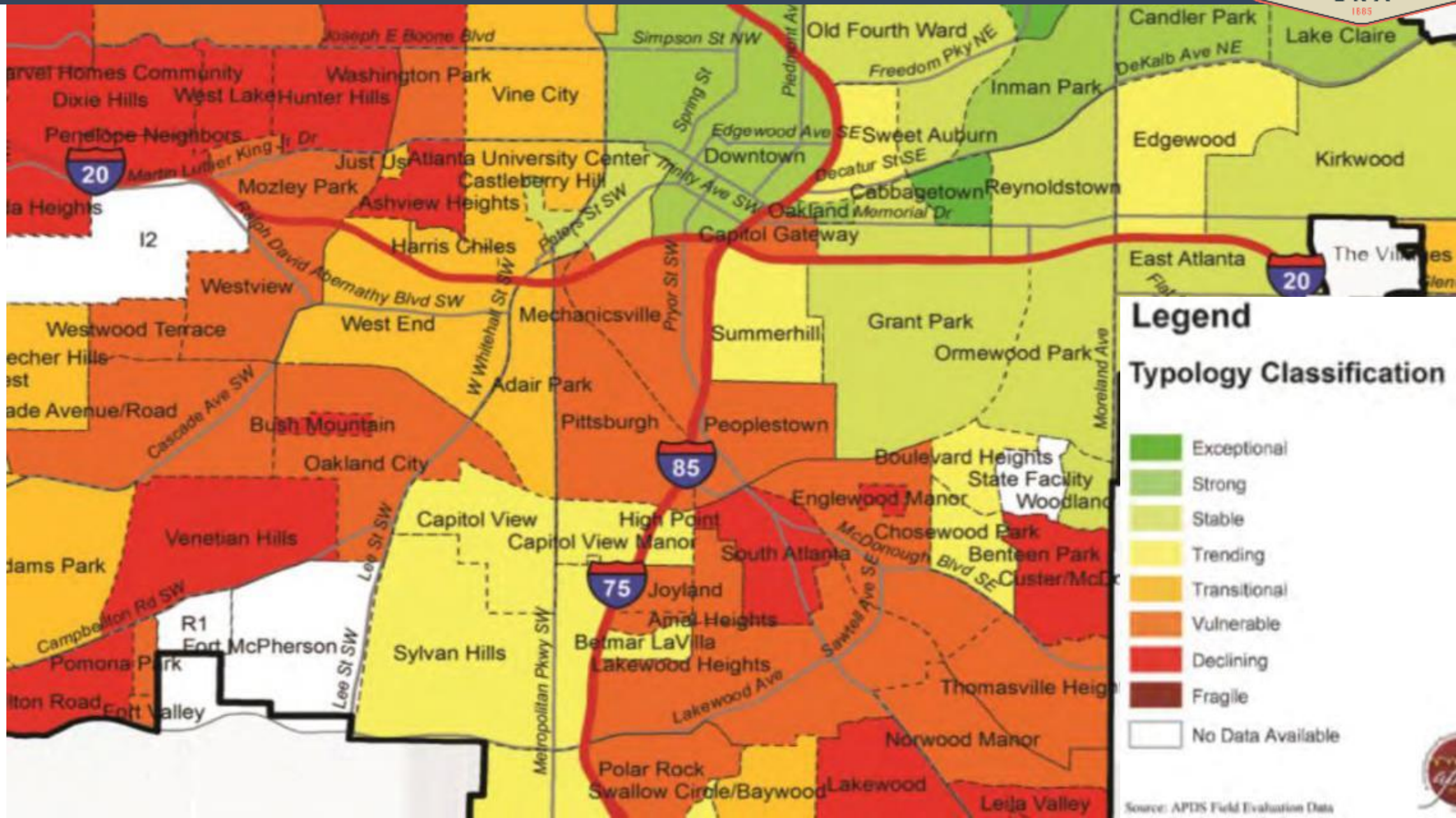


How the **Market** sees us:

- Demographics
- Incomes
- Homes
- Retail
- Schools

Atlanta Neighborhoods Map





There is a **PLAN**: Engage the Community, Engage the Market



LCI plan, 2016

We envision a community where people of all incomes enjoy lasting access to:

- **quality affordable housing,**
- a variety of retail,
- a safe environment,
- high quality education,
- job opportunities and
- vibrant arts.

Community Engagement
Subcommittee



Real PROGRESS in the Past Two Years

Since engaging Macauley:

- Completed Development of Regional Impact (DRI) study,
- Achieved SPI-2 rezoning,
- City and APS strengthened the Campbellton Road Tax Allocation District (TAD) , and
- The Governor's designation of the area as a Qualified Opportunity Zone.
- Begun installation of eCommunity Fort Mac



Financial History



LRA FUNDING SOURCES & USES

As of April 30, 2019

SOURCES

USES

FY	City of Atlanta			State of GA	Revenues	Total		Property	Operations	Total Uses	
	OEA	Operations	Projects								
2019	1,304,773	750,000			117,753	\$2,172,526		1,368,439	942,857	\$2,311,296	
2018		1,500,000			1,792,881	\$3,292,881		2,112,597	2,073,245	\$4,185,842	
2017	924,820	250,000	750,000		1,181,487	\$3,106,307		2,157,852	1,857,783	\$4,015,635	
2016	491,525	250,000			2,036,624	\$2,778,149		3,021,379	1,499,876	\$4,521,255	
2015	608,844	250,000			5,715,632	\$6,574,476			2,426,848	\$2,426,848	
2014	1,002,095	250,000			1,244	\$1,253,339			2,058,004	\$2,058,004	
2013	883,312				1,000	\$884,312			851,360	\$851,360	Base Year
2012	650,879					\$650,879			829,656	\$829,656	
2011	875,551	20,000		250,000	215,396	\$1,360,947			1,007,689	\$1,007,689	
2010	501,377	94,816			172,988	\$769,181			732,977	\$732,977	
2009	713,624	129,805		174,910		\$1,018,339			984,800	\$984,800	Planning
2008	947,903	140,000		140,000		\$1,227,903			1,164,519	\$1,164,519	Planning
2007	1,053,429	156,109			123,891	\$1,333,429			1,248,667	\$1,248,667	Planning
	\$9,958,132	\$3,790,730	\$750,000	\$564,910	\$11,358,897	\$26,422,669		\$8,660,267	\$17,678,281	\$26,338,548	

SOURCE: CPA AUDIT REPORTS, BANK STATEMENTS, OEA SUBMITTALS, CITY OF ATLANTA INVOICES

PREPARED BY: ROBERT MOSBY, CONTROLLER

Recent Media Coverage



Highlights:

- \$760M in overall development
- 4M SF housing, retail, office, hotel
- 2,800 housing units
 - 20% affordable
 - 40% workforce
 - 40% market rate
- Public, private, philanthropic funding sources



April 26-May 2, 2019
64 PAGES • \$3.00

ON THE BEAT

CIVIC ATLANTA
SunTrust holds its last annual meeting, ending an era in Atlanta
Maria Saporta, 8A

REAL ESTATE NOTES
Health insurer Anthem to occupy second tower in Midtown
Douglas Sams, 10A

CAPITOL VISION
Kemp signs marijuana expansion; Democrats lead 2020 money race
Dave Williams, 12A

RESTAURANTS & HOSPITALITY
Fuqua Development plans to expand The Exchange at Gwinnett
Amy Wenk, 18A



Atlanta real estate company Macauley Investments is eyeing a roughly 4 million-square-foot project that would bring new housing, retail, office and a hotel.

Fort Mac project making progress, \$760M plan emerging

BY AMY WENK
awenk@bizjournals.com

A \$760 million plan is emerging to redevelop the remaining 145 acres of Fort McPherson, a former Army base in southwest Atlanta.

Atlanta real estate company Macauley Investments LLC is eyeing a roughly 4 million-square-foot project that could bring new housing, retail, office, a hotel and community to Fort Mac.

The project is to break ground later this year,

including tearing down the fence that's long walled off the property from the community.

Macauley Investments has not yet secured construction financing. Negotiations continue, said the developer.

Stephen Macauley, principal of Macauley Investments, said the project will have a huge catalytic effect on southwest Atlanta.

"At 145 acres, you can do something really meaningful, something that literally helps thousands of people," he said.

FORT MAC CONTINUED ON PAGE 20A

GEORGIA RAISING \$90 MILLION FOR BERNIE MARCUS



Bernie Marcus will be speaking at an event at the Georgia State Capitol.

BY MARIA SAPORTA
maria@saportareport.com

Never before has a Georgia birthright partying citizen's birthday in his honor.

But on June 9, top civic leaders will celebrate the birthday of Bernie Marcus. The Home Depot Inc. is donating \$90 million in his honor.

go towards four Atlanta close to Marcus' heart.

"It's an ambitious project," said Bernie Marcus. "It's an ambitious project." Bernie Marcus, the CEO of Home Depot, is one of the most powerful people in the world.

Create a People-Centric Ecosystem



CREATIVE ARTS &
TECHNOLOGY



HEALTH & WELLNESS



FOOD & AGRICULTURE



EDUCATION, TRAINING, &
ENTREPRENEURSHIP

Foundational Thinking – A PLACE FOR ALL

Affordable, Inclusive, Sustainable



FORT MAC

ESTD ATLANTA 1885

A Public –
Private
Partnership



MERRILL, PASTOR & COLGAN
ARCHITECTS



Western District – Quality Education & Workforce Housing



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THE WESTERN DISTRICT

A MASTERPLAN GROUNDED BY HISTORY BUT LOOKING TOWARDS THE FUTURE



SITE PLAN

KEY

- 1. MARTA LINE
- 2. LEE STREET
- 3. VA (EXISTING)
- 4. PARADE GROUND (EXISTING)
- 5. NORTH GATE (OFFSITE COMMERCIAL)
- 6. CAMPBELLTON ROAD
- 7. WESTERN DISTRICT
- 8. HERITAGE DISTRICT
- 9. TPS SECURITY GATE
- 10. FORTSON (EXISTING)
- 11. MARKET DISTRICT
- 12. LAKEWOOD/ FORT MCPHERSON MARTA ST.
- 13. OKLAND CITY MARTA STATION

--- AREA OF INTEREST

A DESIGN BASED IN REAL-WORLD PRECEDENTS



The lawn at the University of Virginia is 200 by 600 feet, and more or less the same size as the two upper terraces. The flanking buildings are much smaller than what we are proposing so ours will have enough presence. Jefferson terraced the lawn as well to accommodate the fall of the site. Significantly, he left the south end open in order to provide long views of the Piedmont landscape.

UVA, CHARLOTTESVILLE



A good model is the Mount Tabor reservoir in Portland, which itself terraces within a public park.

MOUNT TABOR WATER RESERVE, PORTLAND



Wirt Rowland did some of the best buildings in Detroit and his series of high schools for the city are among the finest in the country. There was a point, right before Rowland's schools, that the city's school board had noticed how impoverished its school buildings were, and so part of Rowland's charge was to introduce modest improvements and customization to what remained standardized and fundamentally economical buildings.

NORTHERN HIGH SCHOOL, DETROIT



THE RESERVOIR PARK

Campbellton District - Home of the Fort Mac JACC



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View looking southwest along Campbellton Road. Buildings on the right, on the south side of Campbellton Road, are outside the Fort property. The tall building on the left in the middle distance is the Kenilworth entrance to the Fort.

CAMPBELLTON ROAD LOOKING SOUTHWEST



For the most part, housing around the ellipse will be on the outside of the ellipse so that the fronts of buildings face the park rather than the backs. However, there at the ellipse is double loaded at points, and this is one of the points. It provides an opportunity to make a couple of semi-public spaces that have a smaller scale than the natural setting that the park takes advantage of. This housing is simple, and estruded. The variety comes from the heights of the buildings – one story, a story and a half, and two stories – and from the way the units are organized inside the buildings. Like the long estruded multi-family housing in the historic district, these buildings can have free simple townhouses, or flats or stacked apartments, as the future needs may require.

RESIDENTIAL AREA



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VIEW TO GATE BUILDING TOWER

View south down Kenilworth toward the Fort property on the south side of Campbellton Road

Heritage District – Arts and Housing near MARTA

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A MASTERPLAN GROUNDED BY HISTORY BUT
LOOKING TOWARDS THE FUTURE



- KEY
1. MARTA LINE
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 8. HERITAGE DISTRICT
 9. TFS SECURITY GATE
 10. FOLSOM (EXISTING)
 11. MARKET DISTRICT
 12. LAKEWOOD/ FORT MCPHERSON MARTA STATION
 13. OAKLAND CITY MARTA STATION
- AREA OF INTEREST

SITE PLAN



THE HERITAGE DISTRICT

A DESIGN BASED IN REAL-WORLD PRECEDENTS



This simple building type can be divided and organized in a number of different ways. A door and entry hall could serve one townhouse or as many as four apartments. We are looking for ways to accommodate two, three and even eight units in middle-sized buildings, especially up on the Campbellton Road tract. Another thing to think about is how to do it lend dignity to the type of repetition that helps bring down construction costs.

EGERTON AND PELHAM CRESCENTS, LONDON



HOUSING AT NORTHEAST SWALE

Housing at northeast swale, looking east from bridge over water storage.

Heritage District – Historic Rehab and New Construction



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View north looking up the street to the heritage district, from the square at the VA entrance. Street trees have been removed to provide view of buildings.

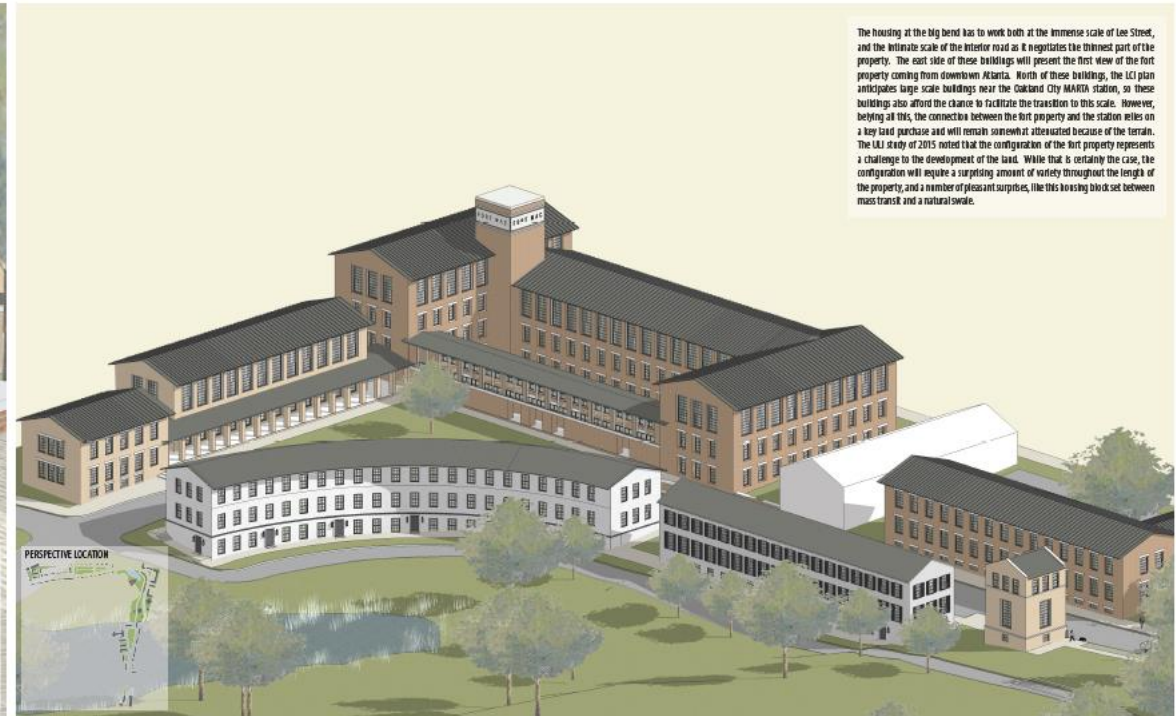
GATEWAY TO HISTORIC DISTRICT



MULTIFAMILY HOUSING



NORTHEASTERN RESIDENTIAL AREA



The housing at the big bend has to work both at the immense scale of Lee Street, and the intimate scale of the interior road as it negotiates the thinnest part of the property. The east side of these buildings will present the first view of the fort property coming from downtown Atlanta. North of these buildings, the LCJ plan anticipates large scale buildings near the Oakland City MARTA station, so these buildings also afford the chance to facilitate the transition to this scale. However, being at this, the connection between the fort property and the station relies on a key land purchase and will remain somewhat attenuated because of the terrain. The LCJ study of 2015 noted that the configuration of the fort property represents a challenge to the development of the land. While that is certainly the case, the configuration will require a surprising amount of variety throughout the length of the property, and a number of pleasant surprises, like this housing block set between mass transit and a natural swale.

RESIDENTIAL AREA AT NORTHEAST OF SITE

Market District – Retail, Restaurants, Office, Housing



FORT
MCPHERSON



THE MARKET DISTRICT

A MASTERPLAN GROUNDED BY HISTORY BUT
LOOKING TOWARDS THE FUTURE



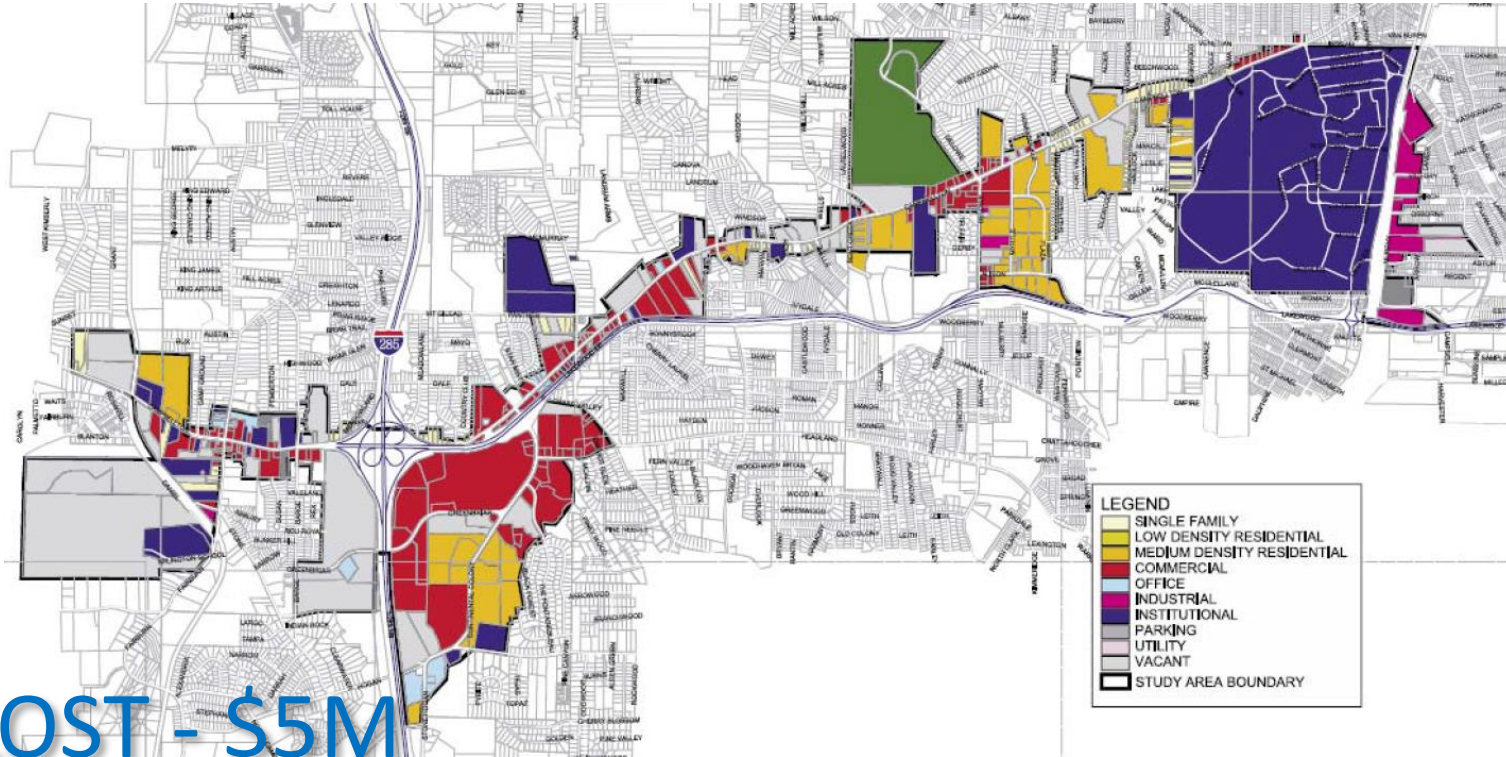
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 13. GARLAND CITY MARTA STATION
- AREA OF INTEREST



MONUMENTAL STEPS FROM MARTA STATION

P3s Need FUNDING – Tax Increment Financing Key



T-SPLOST - \$5M

Campbellton Road TAD

Phase 1: \$30M

Phase 2: \$10M



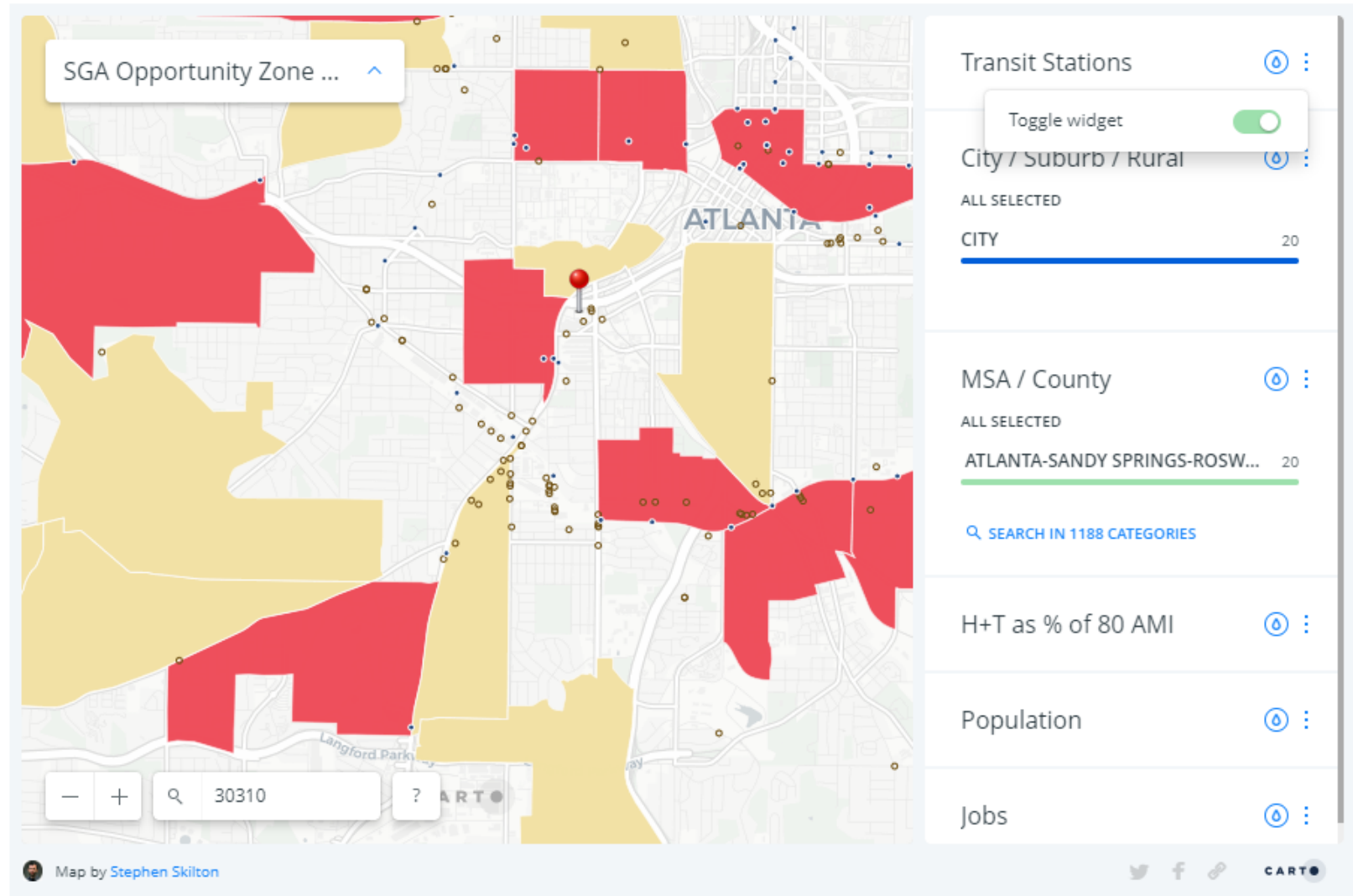
FULTON COUNTY



LOCUS Opportunity Zone Navigator



Qualified
Opportunity
Zone



P3s Need PARTNERS



...Corporate?
...Philanthropic?



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