

CHATTAHOOCHEE INDUSTRIAL AREA

City of Atlanta GA

The City of Atlanta Bureau of Planning hired RCLCO to help define the most appropriate market-driven development and revitalization program for specific focal points within the Chattahoochee Industrial Area considering industrial, commercial and residential land uses. The study area is characterized by abandoned and underused industrial, commercial and residential space. The study examined the entire area with emphasis on major transportation corridors and the lack of viable commercial spaces therein. The market study would be part of the City's Northwest Framework Plan that would also include community visioning and transportation components.



RCLCO conducted a market and revitalization analysis to determine the overall potential for the area; the appropriate mix, supportable square feet and specific types of the various land uses; how to improve existing businesses; and how to attract private developers to the area. We suggested the city focus their attention on: areas where development or redevelopment was already occurring; locations where good buildings existed for rehabilitation as noted by the Atlanta Urban Design Commission; areas where retail and residential was thriving or exists; and corridors with good transportation access and existing infrastructure as determined by the transportation study. The reason for this focus was to concentrate on initiatives most likely to succeed, possibly leading to spill over effects for adjacent but less promising areas. We suggested general recommendations for the entire area (such as create a general plan and improve streetscapes) and specific recommendations for each land use based upon the stated needs of the residents and our market-driven demand.