

FULTON COUNTY HOUSING AUTHORITY

Atlanta, Georgia

RCLCO was engaged by the Fulton County Housing Authority to conduct a market analysis for four land use types in support of a HOPE VI application in southwest Fulton County. To provide this support, RCLCO conducted an analysis of the opportunities for rental apartments, for-sale residential, retail and office in the area surrounding the existing Red Oak public housing community. In addition, RCLCO examined and provided adjusted recommendations for proposed for-sale housing on the Red Oak site itself.



The Red Oak public housing community is located on 17 acres on a dead-end street in an area which, in spite of its close proximity to inner-city Atlanta, had been largely bypassed by growth. The infrastructure of the area, combined with the impacts of the public housing project itself and the proximity of the site to the airport, all combined to limit development opportunities in the area.

Upon completing our market analysis, adjustments were made to the revitalization plans for the HOPE VI application, including adjustments to the mix of units, potential unit pricing and the need to provide a stronger sense of value on the property relative to other for-sale communities more strategically located.

In addition, RCLCO provided recommendations addressing the needs to improve the community's infrastructure, particularly the area street system, to increase access and visibility to the area needed to enhance opportunities for commercial development needed to support the subject property residents and other Red Oak area households.