

HISTORIC DISTRICT DEVELOPMENT CORPORATION (HDDC) Atlanta, Georgia

RCLCO was engaged by the HDDC, in March, 1999, to provide a market analysis of a historically significant, strategically located neighborhood. The study area, adjoining downtown Atlanta on the east side, is the setting for the Martin Luther King, Jr. Historic District, which includes his tomb and memorial, the ML King Center for Non-Violent Social Change, the Ebenezer Baptist Church, and King's Birth Home. While the historic district attracts more than a half million visitors annually, the client also focused on the fact that the district also includes nearly 10,000 middle, moderate and low income households with specific needs and limitations, and proximity to downtown Atlanta's renaissance could represent new opportunities.



The HDDC had already achieved some success in developing new for sale and rental housing at market rate and affordable pricing. Although the location would lend itself readily to gentrification, HDDC was committed to addressing the needs of existing residents, and preservation of the neighborhood as a viable mixed-income community. The objective of the engagement, therefore, was to identify specific target audiences, their needs and expenditure potentials, and opportunities for future development compatible with the goals of HDDC.

RCLCO assessed strengths, weaknesses, threats and opportunities affecting the district, and considered a wide range of uses, including residential, retail, office, hotel, and parking. In addition to determining depth of market for these uses, RCLCO's analysis profiled likely target markets, suggested locations, and evaluated both near term and long term opportunities for each land use.