

# 352 University Avenue

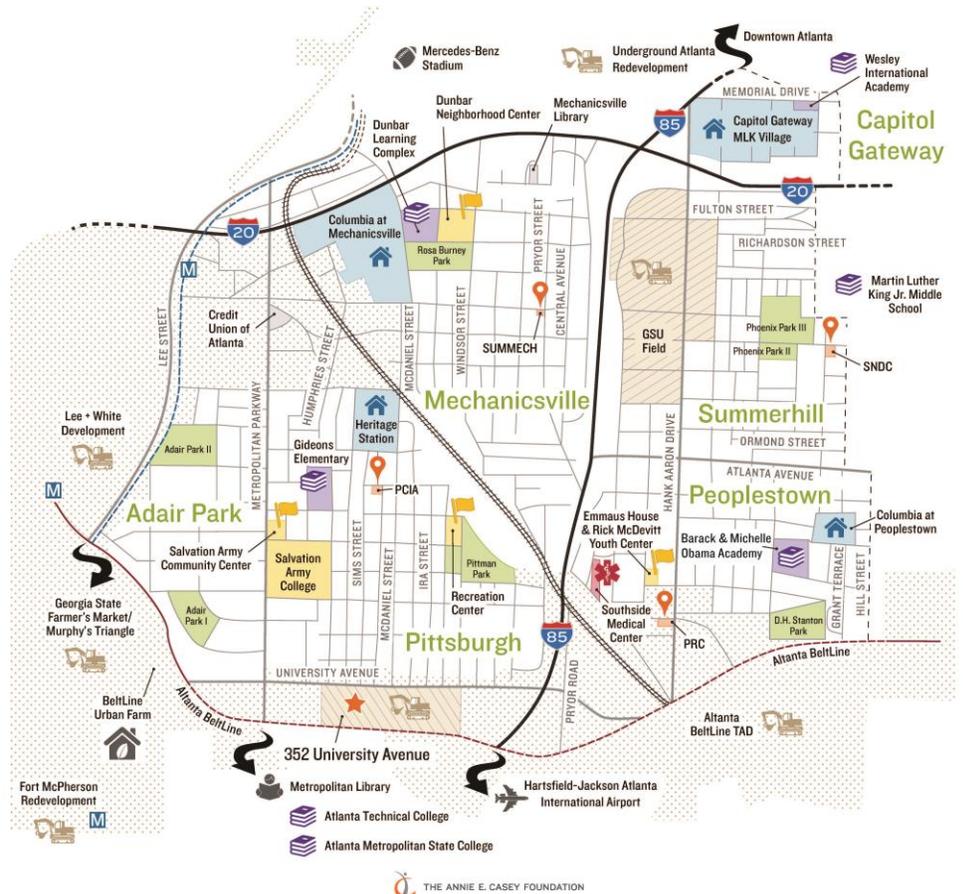


## About the Site

The Annie E. Casey Foundation acquired the 31-acre industrial site at 352 University Avenue from UPS in 2006, with a vision to develop an economic catalyst in an area where living-wage jobs and economic opportunities are scarce. The property is located along the southern border of NPU-V's Pittsburgh neighborhood and is near an on-ramp to interstates 75 and 85. It is adjacent to Atlanta's Beltline and close to both the downtown area and Hartsfield-Jackson International Airport.

The 352 site and the surrounding neighborhood have a rich history. Prior to any development, Clark College's agricultural department used it as farmland. Following that, the Great Southern Trucking Terminal was built. When it opened in 1951, it was the largest trucking terminal in the world.

During the foreclosure crisis and economic recession, the Foundation demolished dilapidated structures on the site and conducted multiple phases of environmental studies. The Foundation also engaged residents in an extensive process to explore development goals and possibilities for the site.



## Developer Selection Process

After conducting an extensive market study to explore potential uses for the site, the Foundation issued a request for qualifications from developers. Casey sought a development partner who shared our vision of creating an economic catalyst for the area — and our commitment to ensuring the community receives the maximum benefit from the project. Once the multiple phases of the project are complete, it is anticipated to be a vibrant, living-wage job ecosystem that clusters a range of businesses together, including industrial, office and administrative, artistic and creative enterprises.

In mid-2015, the Foundation began negotiations for redeveloping 352 University Avenue with Columbia Core Partners (CCP), a partnership between Columbia Ventures and The Core Venture Studio. The negotiation process took several months, with pre-development work conducted in the interim to clarify market opportunities. An agreement was finalized in early 2017 for Phase I of the development project. In addition to CCP, the development team includes Stevens & Wilkinson Architects, Long Engineering, Sylvatica Studio Landscape Architects and Southface Energy Institute.

## Community Engagement

The Casey Foundation strongly believes in the importance of residents having a place at the decision-making table in any discussion that affects their community, and through its grant making has worked to strengthen residents' ability to organize and advocate for themselves. Enabling residents to advocate for their interests in the redevelopment of the 352 University Avenue site is an extension of this commitment. Examples of some of the current resident-engagement activities are below.

- Monthly meetings engage residents in the development process, and working groups have been established focused on naming, history and art and entrepreneurship and jobs.
- Weekly site tours orient residents to the development, and educational tours have been conducted to familiarize residents with other local development projects.
- Focus group meetings have been held with community “makers” — individuals with their own start-up enterprises, such as candlemakers, seamstresses and bakers — and prospective tenants to collect feedback on building design.

## Economic Inclusion

The Foundation and CCP teams are committed to ensuring that neighborhood residents are hired for construction-related jobs and permanent jobs at the site. There is also a commitment that local, minority- and women-owned businesses will obtain subcontracting opportunities in the construction and ongoing operations at the site. The development team aims to leverage the capabilities and ongoing efforts of the

Foundation's workforce development partners and Construction Ready program affiliates to achieve their local hiring objectives.

## Phase I Development Plans

Phase I will occur on the eastern side of the 352 site, around the only existing structure on the property. Our goal in this first phase is to adapt a portion of the site into a commercial village with a wide variety of tenants — preferably locally owned businesses led by NPU-V residents — and prepare to surround it with an urban business park. The adaptation of the existing structure will create a small business space and maker hub intended to fuel entrepreneurship and job creation at a grassroots level. This building will also become a community space for various neighborhood functions and will eventually house the Casey Foundation's Atlanta Civic Site office.

Other components of Phase I include necessary road and sanitary sewer, storm water management, landscaping and pedestrian-oriented infrastructure (including a spur to the future Atlanta Beltline and additional access points to and from the Pittsburgh neighborhood) for a little more than half of the site. A multi-purpose green space will also be built, along with a container yard and three adaptable pad-ready sites for businesses. Based on our current project timeline, we expect to break ground at the beginning of 2018.

## About the Casey Foundation's Atlanta Civic Site

Atlanta is one of two civic sites, along with Baltimore, where Casey has a special connection and long-term commitment to child and family well-being. The Foundation is particularly focused on a set of neighborhoods — Adair Park, Capitol Gateway, Mechanicsville, Peoplestown, Pittsburgh and Summerhill — in the southwest corner of the city called Neighborhood Planning Unit V (NPU-V). Since 2001, we've been working to increase opportunities for low-income families in the area by focusing on neighborhood revitalization, strengthening local organizations to galvanize community involvement and promoting high-quality early childhood education and child development.

## About Columbia Ventures

Founded in 2013, Columbia Ventures is an Atlanta-based company focused on urban development in the Southeast. Columbia Ventures focuses on commercial urban projects, often public-private partnerships, and is the sister company to Columbia Residential, the award-winning developer of affordable and mixed-income housing that was founded in 1991 by Noel Khalil. The company's founders have extensive regional and national experience and have developed more than \$2 billion of commercial real estate.

## About The Core Venture Studio (by Core)

Founded in 2014, The Core Venture Studio is an Atlanta-based venture capital and real estate development firm focused on entrepreneurially supportive real estate development. Core Venture's partners are early investors in King Plow, Glenwood Park, Serenbe and downtown Atlanta. The firm's most prominent venture has been the redevelopment of Atlanta's first startup space, Hypopotamus, into Collider in Midtown. The company's founders have extensive experience with venture capital, business creation, mentoring and coaching and mergers and acquisition.