



Buckhead Strategic Sustainability Action Plan

2018 - 2021



Livable
Buckhead

Sustainability Committee Members

Andrew Lantz, *Keter Environmental Services*
 Andrew Navarro, *RS Andrews*
 Ashley Gravlee, *Novelis*
 Bonnie Cassamassima, *INTERWEAVE People Place*
 Boyd Leake, *Community Environmental*
 Daniel New, *GA Restaurant Association*
 Denise Miller, *Ansley Atlanta Real Estate*
 Don Francis, *Clean Cities GA*
 Emma Brodzik, *Keter Environmental Services*
 Eric Balogh, *Beck Architecture Georgia LLC*
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 Joe Winslow, *Southface*
 John R. Sydel, *City of Atlanta Office of Resilience*
 Juliette Appicella, *Gables Residential*
 Kanika Greenlee, *Keep Atlanta Beautiful Commission*
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 Mark Gallman, *Highwoods Properties*
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 Michael Shelby, *Novelis*
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 Moses Tejuoso, *Keep Atlanta Beautiful Commission*
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 Rex Hamre, *JLL*
 Shelby Buso, *USGBC Georgia*
 Shelby Morris, *Beck Architecture Georgia LLC*
 Stacy Abbate, *Cousins Properties*
 Steve Leeds
 Trey Gibbs, *Hannah Solar*
 Virginia Ferguson, *Transwestern*

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Buckhead is uniquely situated to drive and demonstrate first-in-class sustainable innovation given its identity as a dynamic and successful business hub, its residential demographics, and its expected growth in population and development. Livable Buckhead's strategic sustainability plan employs the three-pillar approach often associated with the triple bottom-line: environmental sustainability, economic sustainability, and social sustainability, showcasing why sustainable development is critical to the long-term success of Buckhead across eight elements of sustainability: culture of sustainability, energy, water, waste, health & wellness, mobility, greenspace, and arts & culture.

"The official boundaries of the Buckhead Community (adopted in 1982 by the Buckhead Coalition, in 1990 by the Georgia House of Representatives, and in 1991 by the Atlanta Regional Commission) include the portion of north Atlanta bounded by the city limits/DeKalb County line on the east; the city limits line on the north; the city limits/Cobb County line on the west, and Peachtree Creek from the Chattahoochee River to Interstate 85 to DeKalb County on the south. The total area contains approximately 28 square miles and is about 4 miles from Atlanta's central downtown."¹

State of Buckhead's Sustainability:

At the onset of the development of this plan, Buckhead was already making great strides in sustainability programs and projects. Some highlights of the state of sustainability at this time are:

- More than 19 million square feet of Buckhead's commercial buildings have signed on to the Atlanta Better Buildings Challenge
- 101 LEED projects are registered or certified in Buckhead
- More than 63% of Buckhead is within a mile from an electric vehicle (EV) charger
- In 2017, the Buckhead Recycles program diverted 1000.68 tons of recyclable material from landfill
- Livable Buckhead has added 34 acres of greenspace to Buckhead to date
- The BUCKHEAD REdeFINED master plan, adopted in December 2017, identified sustainability as one of the key strategies for encouraging Buckhead's growth during the next ten years as part of the community master plan. Specifically the plan calls to action:
 - Promote and expand Livable Buckhead's sustainability programs
 - Capitalize on enhanced walkability and transit access
 - Increase public space and tree canopy

Process

To build upon this progress and develop the vision called for by the Buckhead REdeFINED master plan, Livable Buckhead convened a committee of approximately 35 sustainability and community experts and charged them with the task of developing a comprehensive and actionable sustainability plan for the community.

The goals, topics, and the approach guiding the plan were developed by the committee over the course of nine months. Once a platform of goals and strategies was identified by the committee, it was then vetted internally to ensure it was consistent with, and fully integrated into overall organizational goals and capacity. Once that was completed, the plan was further vetted through a series of one-on-one meetings with key Buckhead commercial real estate professionals who would play instrumental roles in its implementation. The focus of this vetting process was to determine the feasibility of the defined goals and strategies.

¹<http://pubman.net/epubs/buckhead/2018/>

THE PLAN

Vision

A thriving, vibrant Buckhead community differentiated from other markets as a leader in innovative sustainability strategies.

Programmatic Recommendations

Implement programs that deliver on economic, environmental, and social sustainability in **eight key areas**:



CULTURE OF SUSTAINABILITY



WATER



HEALTH AND WELLNESS



GREENSPACE



ENERGY



WASTE



MOBILITY



ARTS AND CULTURE

IMPLEMENTATION

The theory behind our implementation strategy in each category of sustainability follows a general pattern to achieve stated goals over the course of four full years: 2018-2021.





CULTURE OF SUSTAINABILITY

Vision

Livable Buckhead (LBI) will engage its robust network of committees and communications platforms to extend its reach and serve the community through education and awareness. The impact of these efforts will be measured in frequency and consistency of meetings, content provided in meetings, and feedback gathered from participants.

Goals within this section include:

- Grow Buckhead's knowledge base regarding sustainability practices to foster innovative programs and projects within the community
- Inventory and align practices both within Livable Buckhead and across the community with sustainability practices



ENERGY

Vision

Buckhead is home to some of the most successful, competitive, and cutting-edge businesses in the southeast, the country, and in some cases, the world. Energy is a critical component to any business's ability to prosper. Sustainability in the energy category of this plan focuses on the built environment and engaging our innovative business community to maximize energy efficiency and efficacy – creating possibilities to do more with less.

In terms of sustainable development, this plan seeks to reduce the amount of energy required to maintain a growth strategy, resulting in reduced energy costs and positive downstream environmental outcomes such as improved air quality for Buckhead, the City of Atlanta, and the Southeast Region as a whole. Specifically, the vision for energy is a commercial building stock that achieves an average ENERGY STAR rating of 80 or higher, one megawatt of new installed solar, and a demonstrated pipeline of energy improvement projects initiated from LBI's education efforts.

Goals within this section include:

- Participate in regional/national energy efficiency programs
- Encourage sector-specific energy efficiency upgrades
- Ensure future commercial development is designed in a manner that progressively addresses energy efficiency
- Catalyze the deployment of solar energy in Buckhead
- Make PATH400 Energy Net Positive through renewable energy infrastructure
- Catalyze the development and utilization of a variety of financing strategies to support the implementation of energy efficiency and renewable energy measures through education and information share



WATER

Vision

In the Southeast, water is an issue that is felt from the regional "water wars" to the CFO of a corporation considering the cost of doing business in Buckhead.

As with energy, this plan aims to reduce the water required to maintain a growth strategy. The economic benefits of employing water efficiency strategies stand to be significant as Atlanta faces some of the highest, if not the highest, water and sewer prices in the country. Access to water is the most vital component to livability. Water efficiency gains contribute to the social sustainability of not only the Buckhead community, but the City of Atlanta and the southeast region more broadly.

Specifically, the vision for water in this plan intends to promote improved water efficiency through a completed design and feasibility study for a WaterHub based in the Buckhead commercial core, a campaign dedicated to identifying water efficiency improvement in commercial buildings, an assessment of water efficiency recommendations provided to improve zoning codes, the delivery of a water neutral PATH400, and a demonstrated pipeline of water improvement projects initiated from LBI's education efforts.

Goals within this section include:

- Participate in regional/national energy efficiency programs
- Ensure future commercial development is designed in a manner that progressively addresses water reclamation and conservation activities
- Foster the creation of a model for water efficiency in a dense urban landscape
- Positively contribute to the health of natural bodies of water in Buckhead



WASTE

Vision

Livable Buckhead began offering a coordinated option for commercial buildings to recycle through its Buckhead Recycles program in 2015. Recycling in Buckhead, like in all other communities, is beneficial environmentally, socially, and economically. The focus of this plan is to build the bridge for valuable commodities in the waste stream to feed economic development in the City of Atlanta, State of Georgia, and Southeast region.

Specifically, the vision for waste aims to increase the diversion rate and reduce the average contamination rate across our participating Buckhead Recycles portfolio by 2021. Additionally, it aims to create a point source in Buckhead for information and resources for hard to recycle materials by helping to establish and promote a CHaRM² North location, helping to develop and promote resources for construction and demolition (C&D) recycling, and delivering a solution for glass recycling in the short term.

Goals within this section include:

- Upgrade and expand performance of Buckhead Recycles community-wide recycling program to achieve better than national average commercial diversion and contamination rates
- Establish a connection between recycling in Buckhead and supporting industry throughout the State of Georgia
- Develop a strategy to provide resources for and access to recycling for hard-to-recycle material in Buckhead

²<https://livethrive.org/charm/>



HEALTH & WELLNESS

Vision

As Buckhead's growth trajectory continues, the emphasis on creating health-forward amenities and infrastructure is paramount to the livability of this community. Striving to improve the health of a population is essentially the definition of social sustainability and can have positive environmental and economic impacts. This plan aims to achieve increased awareness of health and wellness through the completed assessment of an active stairwell campaign, completed assessment of indoor air quality initiatives, education events focused on health and wellness, installation of pedestrian counters on PATH400, increased programming and utilization of PATH400, and by encouraging commercial buildings to consider appropriate options for healthy building certification.

Goals within this section include:

- Encourage existing commercial buildings to engage in health and wellness activities
- Influence community design and future development initiatives to develop in a manner that will enhance health and wellness, especially via walkability in Buckhead
- Utilize PATH400 as a tool for healthy living by implementing wellness-oriented programming



MOBILITY

Vision

Buckhead is recognized internationally for its residential neighborhoods, corporate offices, regional shopping, dining destinations and entertainment options. Today, Buckhead is building upon its reputation by transforming from a place designed around the automobile to a more vital urban center focused on the pedestrian experience and mobility options.³ Yet, key challenges must be overcome in Buckhead's future public and private realms in order to achieve its full potential as a great, distinctive urban place. To improve mobility, this plan aims to achieve increased ridership on public transportation, increased access to bicycle facilities across the community, complete community-wide electric vehicle infrastructure, and completion of the PATH400 trail.

Goals within this section include:

- Position Buckhead to accommodate market-projected deployment of electric vehicles (EV) by completing an infrastructure network that provides access to an EV charger no more than one mile from anywhere within Buckhead community
- Identify existing roadway and corridor enhancements, new street connections, intersection improvements and improved access to and from GA400 to enhance connectivity and reduce traffic congestion
- Build upon PATH400 to provide greater, safer bicycle and pedestrian opportunities and create a viable alternative commute option for local commuters
- Identify and catalyze the development of alternative modes of transportation to provide Buckhead commuters with a variety of ways to commute and balance the use of the transportation system overall
- Expand use of transit, walking, bicycling, telecommute, and rideshare for commute trips to Buckhead, as well as internal trips within Buckhead
- Address the lack of housing diversity by creating a direct connection between Buckhead employers and housing providers supported with incentives to allow for the creation of a wide range of housing option geared specifically toward supporting the local workforce

³<http://livablebuckhead.com/commute/>



GREENSPACE

Vision

Buckhead has long been considered the premier community in the City of Atlanta. While it proudly boasts many world-class assets, it is woefully lacking in greenspace.⁴ In today's world, greenspace is no longer a luxury – it is an integral part of a community that is thriving socially, environmentally and economically. This plan includes strategies to create an interconnected network of parks, trails and greenspaces serving the needs of Buckhead's residents, workers and visitors.

Goals within this section include:

- Develop a world-class parks system to ensure Buckhead will continue to be one of the most desirable places in the world to live, work, and play
- Provide residents, workers and hotel guests with access to meaningful greenspace within a convenient distance from their home, businesses, or hotels
- Maximize real estate values through proximity to greenspace
- Provide adequate athletic fields and recreation facilities to meet the needs of Buckhead
- Work cooperatively with the community to develop the vision for, identify the resources to fund and construct new parks
- Identify and pursue opportunities to develop parks that are designed to be accessible and inclusive
- Provide opportunities for alternative modes of transportation through a network of trails, bikeways and sidewalks
- Provide opportunities for the community to gather for festivals, performances, special events, and other cultural activities
- Provide opportunities for public art, historic preservation and interpretation, storm water management, and environmental protection throughout the parks system
- Seek opportunities to activate parks and public spaces by incorporating programming that narrows the outcome gaps between advantaged and disadvantaged populations

⁴<http://www.atlantaga.gov/Home/ShowDocument?id=3810>



ARTS & CULTURE

Vision

Public art is an integral part of a vibrant community. It invites people in and encourages them to explore what the community has to offer. Art creates a sense of place and provides a reason for people to interact with the art, and each other. Art weaves inspiration and beauty into the daily lives of those who live, work, and play in our community. This plan calls for the development of a public arts program that celebrates Buckhead's history and culture while providing a compelling walking environment, a world-class aesthetic and an authentic sense of place.

Goals within this section include:

- Enhance Atlanta's ability to capture heritage and cultural tourists who spend more than \$192 billion in the US economy annually
- Enhance the user experience for PATH400 by integrating an engaging art program that includes permanent and temporary installations
- Create compelling opportunities that engage urban explorers in experiences that educate, entertain, and cultivate an understanding of Buckhead's rich history and culture
- Ensure future development creates opportunities for the inclusion of public art, and integrates art into the overall design strategy of the project and broader community
- Foster the development of the local arts community by engaging local artists and educational institutions in the development and implementation of Buckhead's arts programs
- Support City of Atlanta Office of Resilience to promote economic development in the arts and humanities through a creative rescue and reuse program
- Encourage innovation in the arts through the incorporation of recycled and upcycled materials
- Contribute to the health and vitality of the community by providing vibrant public spaces that encourage physical activity
- Cultivate a deep-rooted appreciation for and support of the arts in Buckhead through educational and hands-on experiential programming





SECTION I:
INTRODUCTION

THE BACKGROUND

Buckhead is uniquely situated to drive and demonstrate first-in-class sustainable innovation given its identity as a dynamic and successful business hub, its residential demographics, and its expected growth in population and development. Livable Buckhead's (LBI) strategic sustainability plan employs the three-pillar approach often associated with the triple bottom-line: environmental sustainability, economic sustainability, and social sustainability showcasing why sustainable development is critical to the long-term success of Buckhead across eight elements of sustainability: culture of sustainability, energy, water, waste, health & wellness, mobility, greenspace, and arts & culture.

THE SUSTAINABILITY UPSHOT

Several of LBI's sustainability projects are already underway in Buckhead, therefore, formalizing a strategic plan to define the way forward for that vision is the natural next step. For the purposes of defining a sustainability plan for Buckhead, particularly as it is framed within LBI's Buckhead REdeFINED plans, the premise of "sustainable development" is to guide the direction and course of this efforts, as well as to pinpoint why sustainability matters to the community. Defined as "meeting the needs of the present without compromising the ability of future generations to meet their own needs⁵," sustainable development sits at the intersection of responsibility and progress: a right fit for Buckhead's continued ability to thrive and compete as a top tier office market. Put another way, this sustainability plan employs the three-pillar approach often associated with the triple bottom-line: environmental sustainability, economic sustainability, and social sustainability to seek sustainable development.

Definitions: Each section of this sustainability plan sets goals at the nexus of social, environmental and economic consideration.⁶

Environmental Sustainability:

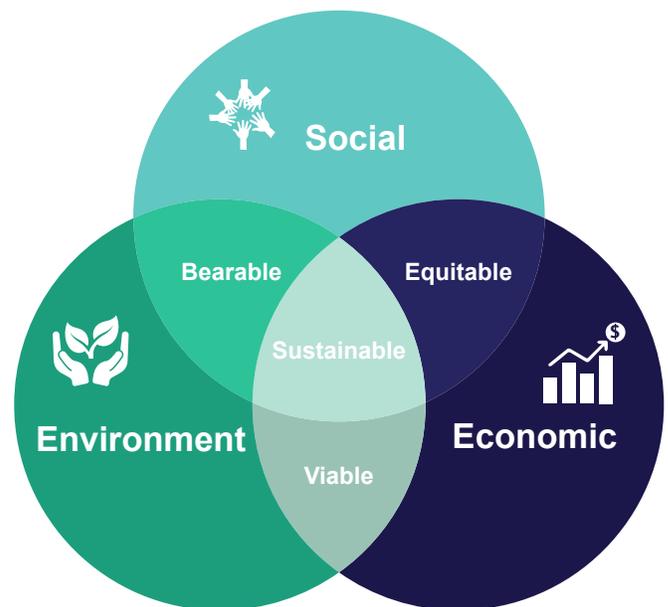
the pursuit of an equilibrium where the least amount of natural resources are depleted, wasted, or polluted to meet the needs of the present without compromising the ability of future generations to meet their own needs.

Economic Sustainability:

the pursuit of an equilibrium where an economy is able to support those participating in it and relying upon it to meet the needs of the present without compromising the ability of future generations to meet their own needs.

Social Sustainability:

the pursuit of an equilibrium where a community is able create and maintain access to opportunity, wellness, and livability for all to meet the needs of the present without compromising the ability of future generations to meet their own needs.



Resilience:

The City of Atlanta has expanded its focus to nest sustainability within resilience strategies through its partnership with The Rockefeller Foundation's 100 Resilient Cities⁷. 100 Resilient Cities defines resilience as "the capacity of individuals, communities, institutions, businesses, and systems within a city to survive, adapt, and grow no matter what kinds of chronic stresses and acute shocks they experience."⁸ Examples of acute shocks include: natural disasters and disease outbreak. While examples of chronic stresses include: high unemployment, endemic violence, and chronic food and water shortages.

⁵ <http://www.un-documents.net/our-common-future.pdf>

⁶ Data taken from: Illustration of Sustainable Development: https://en.wikipedia.org/wiki/File:Sustainable_development.svg

⁷ <http://www.100resilientcities.org/>

⁸ <http://100resilientcities.org/resources/#section-1>

Our vision of sustainability for Buckhead aims to support the City of Atlanta’s resiliency goals at the hyper-local level while maintaining appropriate scope and impact targets within the purview of LBI’s mission. In fact, as part of the development process in creating this plan, the City of Atlanta Office of Resilience’s *Resilient Atlanta: Actions to Build an Equitable Future* was reviewed and is referenced. Additionally, this plan takes into consideration suggested programs, policies, and projects highlighted through the Project Drawdown Coalition⁹ and the United Nations Sustainable Development Goals¹⁰.

THE COMMUNITY

Originally conceived as a trading post at the intersection of two major Native American trading routes, Buckhead not only retained its importance as a major hub of commerce, but has also grown in ways few ever imagined was possible. Brought into the City of Atlanta in 1952, Buckhead today includes a 28-square-mile area that is a collection of single family homes surrounding a major business core comprised of commercial office, dining, hospitality and shopping. Buckhead is the second largest “downtown” and were it a city, would be the 12th largest in the state of Georgia.

“The official boundaries of the Buckhead Community (adopted in 1982 by the Buckhead Coalition, in 1990 by the Georgia House of Representatives, and in 1991 by the Atlanta Regional Commission) include the portion of north Atlanta bounded by the city limits/DeKalb County line on the east; the city limits line on the north; the city limits/Cobb County line on the west, and Peachtree Creek from the Chattahoochee River to Interstate 85 to DeKalb County on the south. The total area contains approximately 28 square miles and is about 4 miles from Atlanta’s central downtown.”¹¹

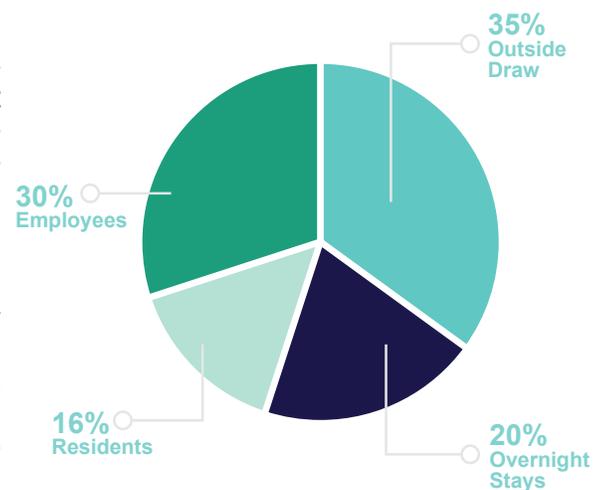
Buckhead is a major driver of Atlanta’s and Georgia’s economy, generating \$2.9 Billion in gross annual retail sales – 40 percent of which are from visitors from more than 100 miles away. Buckhead has over 23.7 million square feet of commercial office development; 5,926 hotel rooms; an estimated 1,500 retail stores; over 300 dining places; 21 public and private K- 12 schools; 28,820 multifamily residential units; and 18,086 single family and townhome units. 90,000 people live in Buckhead and the daytime population swells to an estimated 140,000 as workers, tourists and business people go about their day.¹²

DEMOGRAPHICS

There are two key comparisons that must be considered to understand the dynamics shaping the Buckhead community. First is the difference between the daytime population and the residential base, and second is the interplay between the commercial core and the broader 28 square mile community.

Population

The residential population base of greater Buckhead is currently about 87,000 and is expected to grow to nearly 114,000 by 2040. The residential growth is occurring in the urban core which is primarily high rise multifamily development. The Buckhead Core study area is home to an estimated 12,188 residents and 7,536 households. This represents approximately 14 percent of the population in the Greater Buckhead area and about 3 percent of the overall population and households in the City of Atlanta. The “Likely” opportunity forecast for the Buckhead Core calls for growth of 10,960 residents by 2041, based on historic Atlanta growth trends over the past 15 years documented in the U.S. Census, future growth trends, and on planned/proposed residential unit additions.¹³



⁹ <http://www.drawdown.org/>

¹⁰ <http://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

¹¹ <http://pubman.net/epubs/buckhead/2018/>

¹² According to the Buckhead Guidebook: <https://www.buckheadis.com/>

¹³Source: Housing Analysis: Excerpted from report prepared by Ken Bleakley Associates, 2017 (Appendix A of Sustainable Buckhead 2021 Plan)

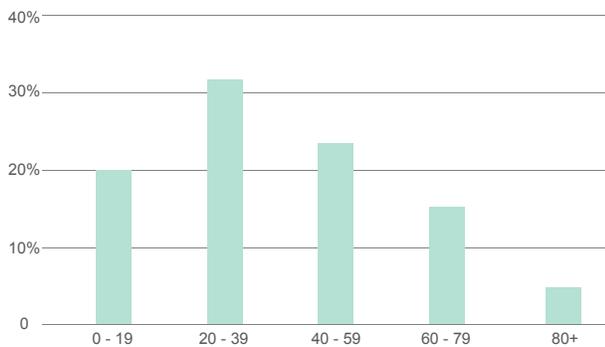
Historic and Projected Annual Population Growth Rate, 2000 - 2021

| Population Estimate/ Forecast | 2016 | 2021 | 2026 | 2031 | 2036 | 2041 | Avg. Annual Growth | |
|---|--------|--------|--------|--------|--------|--------|--------------------|------|
| Based on Census/ ARC Fair Share Forecast | 12,188 | 12,981 | 14,147 | 15,125 | 16,188 | 17,512 | 231 | 1.7% |
| "Likely" Opportunity Forecast | 12,188 | 16,965 | 18,823 | 20,293 | 21,584 | 23,149 | 438 | 3.6% |
| "Aggressive" Atlanta Planning Strategic Opportunity | 12,188 | 19,865 | 24,273 | 28,006 | 32,180 | 37,390 | 1,008 | 8.3% |

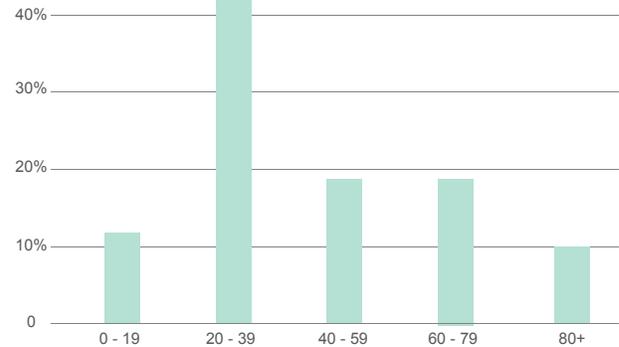
Diversity and Age¹⁴

Currently the residential racial composition of greater Buckhead is with 77.5 percent white, 11 percent black, 6 percent Asian, 3 percent Other, and 2.2 percent two or more races. A total of 7 percent of the population are Hispanic in origin. The largest and fastest growing age sector in Buckhead is the 20-30 age bracket. This is particularly concentrated in the commercial core.

2016 RESIDENT AGE DISTRIBUTION
GREATER BUCKHEAD



2016 RESIDENT AGE DISTRIBUTION
STUDY AREA



Income¹⁵

Buckhead residents' incomes are greater than the City of Atlanta overall in every age cohort. The workforce population is harder to define as most data sources do not capture demographics for the workforce. However, nearly 40 percent of the Buckhead Core's estimated 68,500 employees work in industry sectors with average incomes of less \$50,000. These numbers, in addition to commute pattern indicators, are the key to one of the underlying problems in the community – a lack of a wide range in housing options and price points to match the needs to of the workforce.

PERSONS PER HOUSEHOLD
GREATER BUCKHEAD



2016 MEDIAN HOUSEHOLD INCOME
GREATER BUCKHEAD

\$85,081

PERSONS PER HOUSEHOLD
STUDY AREA



2016 MEDIAN HOUSEHOLD INCOME
STUDY AREA

\$76,792

¹⁴ All data in this section come from the Buckhead REdeFINED plan: <http://livablebuckhead.com/community/buckhead-redefined/>

¹⁵ All data in this section come from the Buckhead REdeFINED plan: <http://livablebuckhead.com/community/buckhead-redefined/>

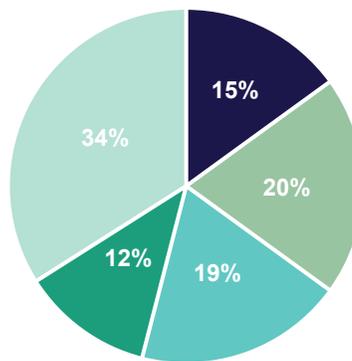
Workforce¹⁶

The daytime population of Buckhead swells to nearly double - an estimated 140,000 - every day due to incoming workforce, shoppers, tourists and others. 98 percent of Buckhead's workforce commutes in from other parts of the Atlanta and Metro Region every day.

In addition to the mismatch between jobs and residents, there is another complicating factor – a mismatch between salaries earned by the workforce and housing costs in the area. With the large presence of hospitality and retail evident in the community, there is a significant percentage of entry level jobs, often overlooked when considering the composition of Buckhead. 44 percent of the jobs in Buckhead offer salaries of less than \$40,000 per year. This,

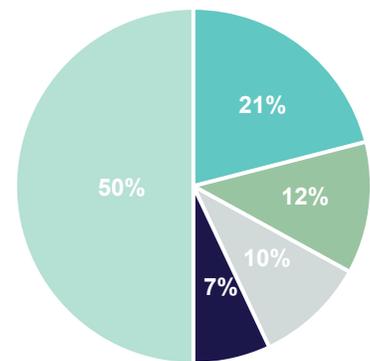
combined with a lack of diversity in the composition of our housing stock leads to a significant portion of the population that is unable to live in the community.

Employer Distribution



- All Other Sectors
- Professional/ Scientific/ Tech
- Accomodations/ Food
- Finance/ Insurance
- Retail Trade

Labor Distribution

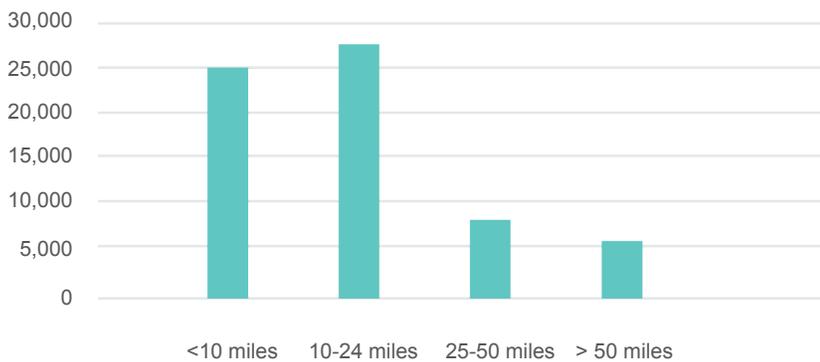


- All Other Sectors
- Professional/ Scientific/ Tech
- Health Care/ Social
- Finance/ Insurance
- Retail Trade

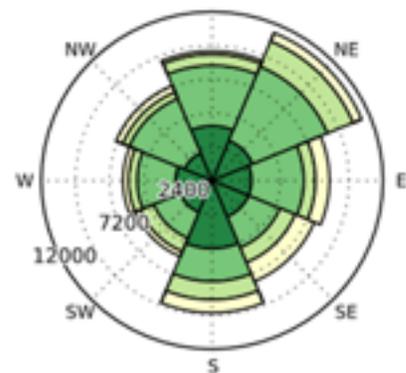
Commute¹⁷

A mismatch between jobs and residents combined with a mismatch between housing prices and salaries inevitably adds up to one thing - a large portion of the workforce living outside the community and having to commute in from elsewhere. The combination of this fact with suburban-style development patterns and a lacking grid system creates traffic. Most of the workforce coming to Buckhead travels between 10 and 24 miles to reach their place of employment, however, in recent years, there has been a significant shift as the workforce has begun moving closer to Buckhead opening the door to bicycling and walking as viable commute options.

**COMING TO BUCKHEAD
COMMUTE MILEAGE**



**JOB COUNTS BY DISTANCE/ DIRECTION IN 2014
ALL WORKERS**



¹⁶All data in this section come from the Buckhead REdeFINED plan: <http://livablebuckhead.com/community/buckhead-redefined/>

¹⁷Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics

CURRENT CONDITIONS

Atlanta Better Buildings Challenge

In 2011, the City of Atlanta and Central Atlanta Progress/ADID launched the pilot program for the Atlanta Better Buildings Challenge (ABBC) in Atlanta with a goal of two million square feet of participating commercial properties. The goal of the ABBC is to improve water and energy efficiency in participating commercial buildings by 20 percent by 2020.¹⁸ The program aims to do this by encouraging buildings to measure, report, and manage their consumption. In return, the program provides monthly education, access to technical support, and recognition opportunities for those who achieve the goal and go beyond. In 2013, Buckhead joined the charge and as of late 2018, has cumulatively signed-on over 19 million square feet of participating Buckhead commercial building stock into the portfolio. Since 2013, Buckhead's participating ABBC buildings have cumulatively saved over 68 million gallons of water and achieved over one billion kBtu in energy savings.¹⁹

ENERGY STAR Certified Buildings

The U.S. Environmental Protection Agency's ENERGY STAR program is a voluntary program that helps businesses and individuals save money and protect our climate through superior energy efficiency. A key part of this program is establishing a benchmark for energy performance for buildings using a 1-100 score. As of October 2018, the average ENERGY STAR score for the 33 Buckhead buildings that achieved 2018 ENERGY STAR certification was 85.

LEED Certified Buildings

The Leadership in Energy and Environmental Design (LEED) program is the most widely used green building rating system in the world. LEED provides a framework to create healthy, highly efficient and cost saving green buildings and is a globally recognized symbol of sustainability achievement. As of the writing of this plan, there are 101 LEED projects in Buckhead: 4 Platinum, 23 Gold, 22 Silver and 11 Certified, and 41 currently Registered.

Buckhead Recycles

Launched in 2015, Buckhead has the first commercial office-market-wide recycling program in Atlanta. Developed with three basic tenants in mind: 1) right-sizing waste hauling operations, 2) leveraging buying power and creating route density, and 3) focusing on diversion to reduce hauling costs. Buckhead has developed a program that is enjoying significant success and is serving as the model for other office markets. In 2017, the sixteen participating buildings diverted 1005.68 tons of recyclables from landfills through this program. In 2018, this program will experience an upgrade to its approach with a new service provider, improved access and utilization of data, rebranding and refreshed marketing materials to engage tenants in the participating buildings, and general goals to expand the program to include more buildings across the community.

EV Charging Infrastructure

Buckhead has been a leader in the deployment of EV charging infrastructure dating back to the early 2000s when the first rounds of electric vehicles were emerging into the market. This position continues today, Buckhead currently has more than 170 charging stations deployed in the community including both regular and fast change options. When a one-mile radius is created around each of the existing charging stations in Buckhead, currently, 63 percent of Buckhead is less than a mile away from an EV charger. With the launch of Livable Buckhead's EVery Mile Campaign, we are setting our sights on building out the infrastructure to allow 100 percent of Buckhead to be within a mile of an EV charging station.

Solarize Atlanta

Solarize Atlanta is a community-based, bulk solar panel purchasing program that allows homeowners, businesses and nonprofits to save on the cost of solar equipment and installation. Solarize Atlanta is a coalition that includes non-profits Environment Georgia, Georgia Interfaith Power and Light, Livable Buckhead, the Sierra Club, Southface, and the US Green Building Council (USGBC). Central Atlanta Progress, as well as Atlanta's Office of Resiliency and the for-profit Solar Crowdfunder, are also coalition members. Livable Buckhead is part of the commercial working group within the Solarize Atlanta campaign which will bring a solar developer who can meet the needs of the commercial building sector at competitive pricing within the community-wide bulk discount structure.

¹⁸ <http://www.abbcdata.com/>

¹⁹ As of October 2018

Walk Score

Developed at the height of the love affair with the automobile as an employment center anchored by a regional shopping mall and three major highways, Buckhead has had its challenges with walkability. However, significant strides have been made over time, the most notable being the redesign of Peachtree Road and the development of PATH400 greenway. The current walk score for Buckhead’s commercial core is a 76 which indicates room for improvement.

Greenspace

Council District 7, which includes the commercial core of the Buckhead community, was identified in 2010 as the lowest “parked” in the City of Atlanta, having a meager 2.14 acres of greenspace per 1000 residents. In 2011, at the behest of Councilman Howard Shook and funded by the Atlanta Regional Commission and Buckhead CID, the Buckhead Area Transportation Management Association convened the community to develop a greenspace plan to determine the efforts needed to bring the community to acceptable levels of service for parks. That plan includes the identification of 106 acres of need in a variety of different areas and types. To date, Livable Buckhead has added 34 acres of greenspace to that inventory and that number continues to grow.

Tree Canopy

Tree canopy is a crucial element of what makes a city livable, both aesthetically and from a sustainability standpoint. A study conducted by the Georgia Institute of Technology (Georgia Tech) found that, “in October 2008, 47.9 percent (40,524 acres) of the land within the city limits was covered by urban tree canopy, 22.1 percent (18,722 acres) was covered by non-tree vegetation such as grass, shrubs, and other plants; and 30.0 percent (25,386 acres) was covered by non-vegetation such as paved surfaces and buildings.”²⁰ According to Georgia Tech’s GIS program²¹ tracking tree canopy, the average percent tree cover across the city is 48 percent. Tree canopy coverage by NPUs representing Buckhead (in whole or in part) measures near or above average: NPU A: 71 percent, NPU B: 53 percent, NPU C: 65 percent, NPU D: 33 percent, NPU E: 27 percent, and NPU F: 46 percent.

Walk Score Get Scores Find Apartments My Favorites Add to Your Site

Type an address, neighborhood or city

3340 Peachtree Road Northeast Add scores to your site
 North Buckhead, Atlanta, 30326

Commute to **Downtown North Atlanta**
 20 min 23 min 45 min 60+ min View Routes

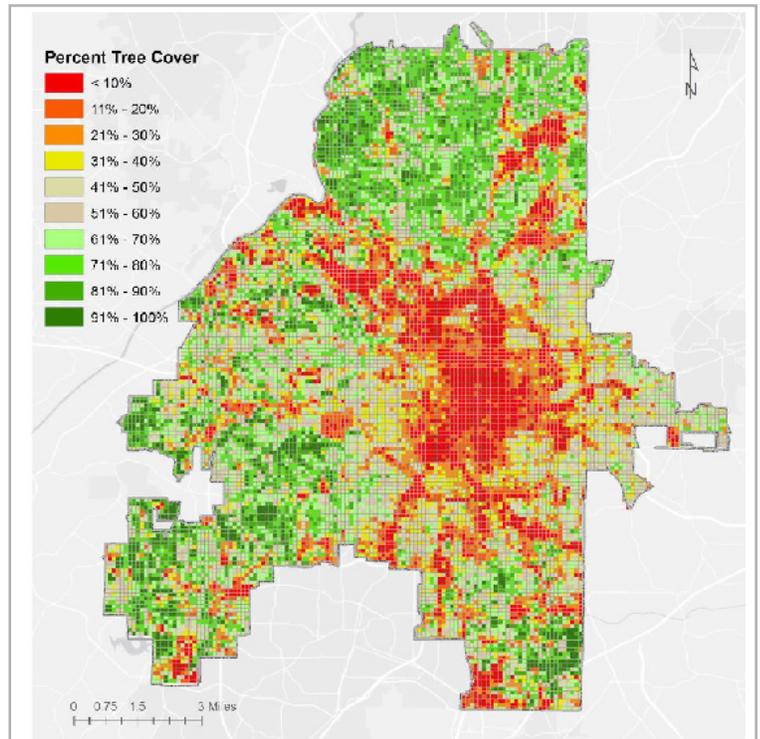
Looking for a home for sale in Atlanta? [View Listings](#)

Walk Score 76 Very Walkable
 Most errands can be accomplished on foot.

Transit Score 58 Good Transit
 Many nearby public transportation options.

Bike Score 74 Very Bikeable
 Mostly flat, excellent bike lanes.

[About your score](#)



²⁰ <https://www.atlantaga.gov/Home/ShowDocument?id=14722>

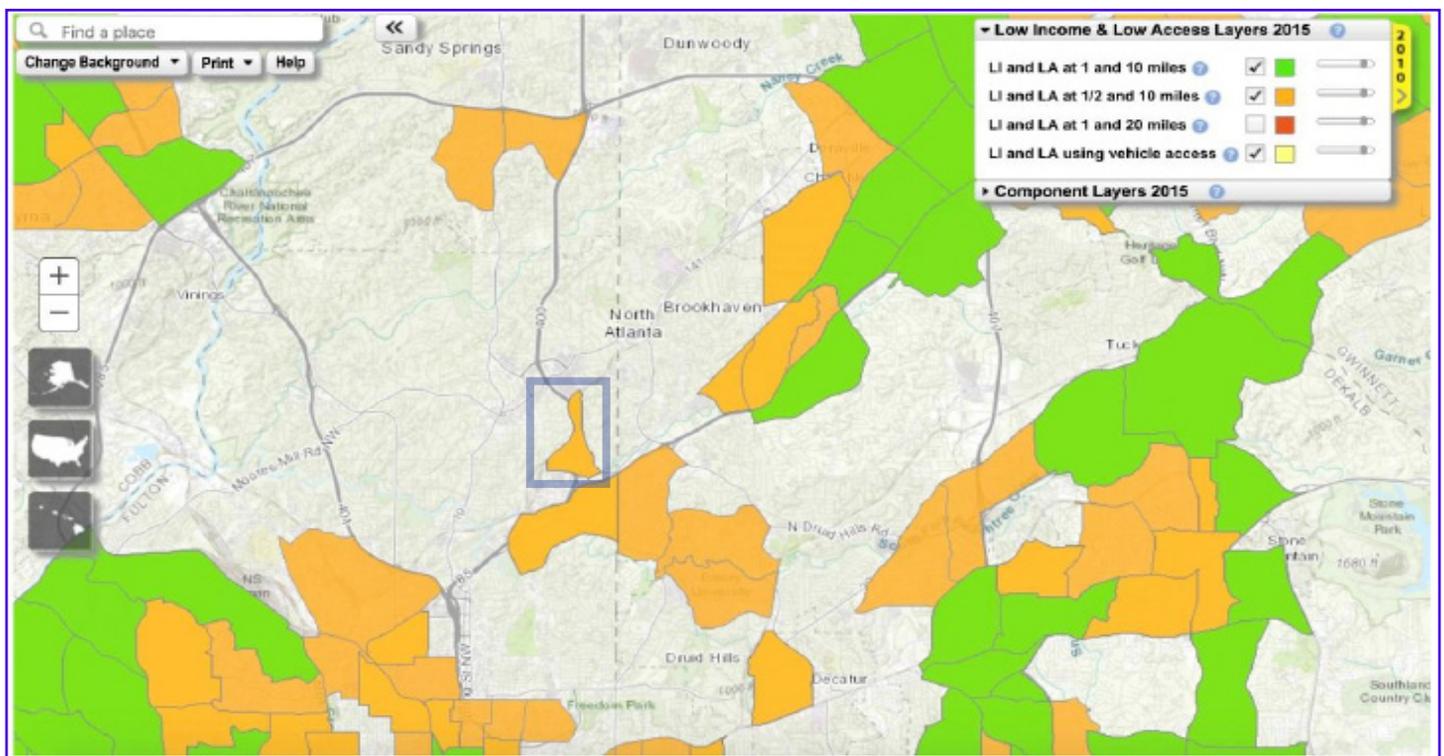
²¹ <http://geospatial.gatech.edu/TreesAtlanta/>

Food Deserts

The City of Atlanta's *Resilient Atlanta: Actions to Build an Equitable Future*, identifies a target to ensure every Atlantan lives within one-half mile of fresh food by 2025. The U.S. Department of Agriculture (USDA) defines food deserts as neighborhoods that lack access to healthy food sources.²² Through their Food Access Research Atlas,²³ they have mapped several indicators that measure and define food access in a community including: access to sources of healthy food measured by distance to food stores, family income and vehicle accessibility, and average neighborhood income and availability of public transportation.

When assessing Buckhead's standing on the issue of access to healthy foods provided by the Food Access Research Atlas, there are two indicators that are taken into consideration. These include both the combined indicator sets that most closely align with the Resilient Atlanta half-mile goal defined as 1. "Low-income census tracts where a significant number or share of residents is more than 1/2 mile (urban) or 10 miles (rural) from the nearest supermarket" and 2. "Low-income census tract where more than 100 housing units do not have a vehicle and are more than 1/2 mile from the nearest supermarket, or a significant number or share of residents are more than 20 miles from the nearest supermarket."²⁴

Based on these definitions, the Buckhead community has only one identified food desert (outlined in the blue box below). Based on this information, Livable Buckhead will seek to 1. Provide community members with a map that showcases where they can access healthy foods, and 2. Work with partners to assess appropriate action to be taken to close the one identified food desert and achieve standing as a food-desert-free community.



²² <https://www.ers.usda.gov/data-products/food-access-research-atlas/documentation/>

²³ <https://www.ers.usda.gov/data-products/food-access-research-atlas/go-to-the-atlas.aspx>

²⁴ <https://www.ers.usda.gov/data-products/food-access-research-atlas/go-to-the-atlas.aspx>

Alternative Commute Programs

Since 1999, the Buckhead Area Transportation Management Association has worked with area employers, property managers and individual commuters to develop mobility strategies that encourage the Buckhead workforce to embrace the use of alternative commute modes including carpooling, vanpooling, biking, walking, alternative work schedule and telework. These initiatives and organization formed the base of the platform used to launch Livable Buckhead in 2011 and continue to this date. Last year, Buckhead’s commuters achieved a 14,321,905 Total Annual Vehicle Miles Reduced, as well as 12.9 million lbs. of CO2 emissions reduced through the advocacy and options offered through mobility alternatives to driving alone.

Shuttle Circulator

In 2003, the Buckhead Area Transportation Management Association launched “the buc” shuttle service to provide internal circulation and last mile connectivity for transition Buckhead. While ridership reached levels of 2,200 riders per day under full operational scenarios, funding constraints and a lack of federal support led to the modification of the system and significant cutbacks in service. This service remains in operation today providing connections between the Buckhead MARTA station and the Piedmont Road developments as well as between the Lenox MARTA station and the AT&T complex. On an average day, 344 passengers use the service, amounting to over 86,300 people using the buc in 2017.



PATH400

Conceived as the backbone of the greenspace master plan, *The Buckhead Collection*²⁵, PATH400 has become a major regional linkage in metro Atlanta’s burgeoning greenway network providing a comprehensive system of bicycle and pedestrian linkages that not only provide opportunities for recreation, but also alternative transportation. This system removes cars from roads and resulting emissions from the air, while simultaneously improving health and providing opportunities for social engagement.

PATH400 was designed with an eye toward creating a “unique-to-Buckhead” trail user experience to set it apart from other regional trails and to create a sense of pride and ownership for the local community. This is achieved in a variety of ways including celebrating its natural features and vistas, including temporary and permanent art installations, designating specific areas as bird wildlife refuges and even creating opportunities for local residents to engage in efforts like outfitting the trail with hand painted birdhouses and little libraries.

²⁵ <http://livablebuckhead.com/greenspace-2/buckhead-collection/>

PLAN DEVELOPMENT

In 2011, Livable Buckhead, a 501c3 nonprofit organization, was founded with a sustainability-focused mission aimed at building upon existing commute alternative programs, taking responsibility for the implementation of an enormous greenspace mission, enhancing quality of life, as well as developing and launching environmentally responsible programs and projects in the community.

“Livable Buckhead strives to ensure the long-term vitality and prosperity of the Buckhead community by working cooperatively with individuals, public entities and private businesses to integrate sustainable strategies that improve the environment and quality of life in the community.”

In 2016-2017, Livable Buckhead brought together the five major civic organizations in Buckhead (Livable Buckhead, Buckhead CID, Buckhead Coalition, Buckhead Business Association and Buckhead Rotary) to develop a collective vision for the community’s future. This vision, dubbed “Buckhead REdeFINED,” identified mobility, vitality, and livability as the three key themes guiding Buckhead’s future. The recommendations within the plan include but are not limited to: the creation of a public space framework, street activation, public art installation, pedestrian and bicycle connectivity, transit expansion, and diversification of housing opportunities. This master plan also identified the need for the development of a comprehensive sustainability strategy.

In 2017, Livable Buckhead again took the lead to develop a sustainability strategy with a fast-track approach geared toward implementation. The effort began by convening a group of sustainability practitioners and community-minded professionals, through Livable Buckhead’s Sustainability Committee. Using a rapid prototype development model, the Committee identified key strategy areas where Buckhead could and should take action, the partnerships available to ensure success, and the targets for performance in each key area. This initial step in the development of the plan was intentionally aspirational in an effort to push the boundaries and thinking for the community.

Once the initial framework for the vision was in place, the next step was to ensure it was a feasible and progressive, yet attainable, set of goals. This was done with a series of analyses. The first-stage analysis was an internal staff-driven review which included further research to validate the suggested goals and approaches raised by the committee. This review resulted in the modification and refinement of goals and strategies into the draft of a coherent plan. The second analysis was a presentation of the plan framework to the Livable Buckhead Board of Directors. This group provided feedback regarding the feasibility of the organization and community to achieve success with the proposed program. The third analysis was provided by a series of focus group presentations with key groups and individuals who play a role in the decision making chain for implementing the projects. This step was intended to achieve two goals: 1) to provide a reality check for the plan to ensure the progressive ideas were feasible; and 2) to better understand areas of enthusiasm and questions or concerns about the plan from the highest levels within the commercial community. Included in these meetings were property managers, building engineers and building ownership teams.

The final step was to hone the progressive vision into an implementable plan by taking the feedback received from all perspectives into consideration. This step will be an ever-evolving and open-ended process, remaining open to productive input and feedback. We take on the “response – ability” of adapting the vision as we work through implementation toward a culture of sustainability that thrives in this community.





SECTION II:
PLAN RECOMMENDATIONS

PLAN RECOMMENDATIONS

The recommendations included in this plan are organized topically across eight elements including culture of sustainability, energy, water, waste, health and wellness, mobility, greenspace, and arts and culture. The greenspace, mobility, and arts and culture goals are drawn from separate planning efforts and combined with input from the sustainability committee to achieve a comprehensive sustainability approach for Buckhead.

Each topic area includes an overall vision statement, identification of the key areas of focus necessary to achieve the stated vision, a series of goals for each key area, the strategies for implementation, and metrics to be used to define success for each recommendation.

The theory behind our implementation strategy follows a general pattern to achieve stated goals over the time period of 2018-2021.



The implementation process begins with the convene stage - first engaging the community, experts, and gathering input on proposed ideas.

From the convene stage, proposed programs, projects, and policies should move to the partner phase by identifying the appropriate group of partners to work with to move forward in the most productive manner.

The pilot phase begins the implementation of innovative solutions. The intention of this phase is to test and prove projects in Buckhead that other communities can find useful and replicable. Additionally, within the pilot phase, we identify funding options. LBI's typical operations are covered with ongoing and secure funding sources including membership dues, Buckhead Community Improvement District support and federal transportation grant funds for mobility initiatives. Funding for special projects not supported through these main funding sources are individually sought through sponsorships, donations or grant requests specified in the development of the LBI budget each year.

Critical to any implementation strategy is the ability for projects, programs, or policies to be measurable and manageable. It is important to note that the measure and manage stage is an ongoing phase that continues through the life of the project, program, or policy, and includes openings for feedback loops of input from our partners.

Finally, once an insight or outcome is achieved, recognition must be paid through channels such as events, media, or case study. In the recognition phase, the intention is to share the process and progress of this sustainability plan as a resource for others and to recognize the people and organizations working to effectively create and collaborate on sustainability in Buckhead.

As with any good model, the replication phase is the proof in the pudding, so the final step is to repeat the process and keep moving, keep listening, keep innovating.



CULTURE OF SUSTAINABILITY

The culture of sustainability goals outlined in this plan fall into two main areas, including; 1) awareness and education aimed at engaging and recognizing the community in the development of a culture of sustainability across all elements: energy, water, waste, health and wellness, mobility, greenspace, and arts and culture; 2) assessing the current status of sustainability in our community and developing a culture of sustainability within the internal practices of Livable Buckhead (LBI).

AWARENESS AND EDUCATION

Goal

Grow Buckhead's knowledge base regarding sustainability practices to foster innovative programs and projects within the community.

Implementation Strategy

- Sustainability Committee - Convene leaders in the sustainability sector regularly to foster knowledge exchange and provide guidance in the development of new programs for the community
- Commercial Property Managers Committee – Leverage existing council to provide information and education regarding sustainability strategies appropriate for implementation at the commercial building level
- Residential Property Managers Council - Leverage existing council to provide information and education regarding sustainability strategies appropriate for implementation at the residential building level
- Engineers Council - Convene community building engineers regularly to foster knowledge exchange and provide guidance to the development of new programs for the community
- Atlanta Better Buildings Challenge – Leverage existing educational programming for Buckhead participating properties
- Explore utility of a recurring Chief Sustainability Officer/ Director of Sustainability forum
- Increase visibility of sustainability initiatives by incorporating Triple Bottom Line and Mobility Champion Award into existing Buckhead Business Association Annual Awards program and other recognition opportunities
- Deliver a comprehensive Sustainability Resource Guidebook for the Development Review Committee



Metrics and Mileposts

- Host quarterly meetings of all councils and committees
- Achieve regular attendance at meetings
- Quantify outcomes of committee meetings
- Quality and quantity of applications for LBI sponsored awards
- Delivery of Sustainability Resource Guidebook

INVENTORY, MAP, ASSESS

Goal

Inventory and align practices both within Livable Buckhead (LBI) and across the community with sustainability practices.

Implementation Strategy

- Mapping environmental assets such as LEED buildings, electric vehicle charging stations, public recycling receptacles, bike infrastructure, etc.
- Review of this plan as a living document annually and annual report of achievements
- Review of internal (Livable Buckhead) practices and policies for sustainability upgrades and demonstration opportunities.

Metrics and Mileposts

- Quantity and quality of mapping assets on LBI website
- Utilization count of mapping assets accessed on LBI website
- Completed review of plan each year
- Completed and delivered annual report of progress from the plan
- Demonstration projects undertaken in LBI office space

ENERGY

In addition to the education and awareness goals outlined to develop a culture of sustainability for energy, the energy goals outlined in this plan fall into three main areas, including; 1) fostering the development of strategies that reduce energy consumption in the built environment; 2) identifying opportunities for the development and deployment of renewable sources of energy; and 3) promoting financing mechanisms that provide for the implementation of energy efficiency and renewable energy strategies.

ENERGY EFFICIENCY/ BUILT ENVIRONMENT

Goal

Participate in regional/national energy efficiency programs.

Implementation Strategy

- Participate in Atlanta Better Buildings Challenge
- Achieve an average ENERGY STAR score of 80 or above for commercial buildings in the commercial core eligible for ENERGY STAR rating (an ENERGY STAR score of 75+ is considered “superior energy management”²⁶)

Metrics and Mileposts

- Achieve Atlanta Better Buildings Challenge (ABBC) goal of 20 percent energy reduction by 2020
- Increase Buckhead participation to over 20 million square feet in ABBC program by 2020
- Achieve 100 percent compliance in ABBC annual reporting through 2020
- Addition of 10 hotels, 5 multifamily, and 5 retail buildings into the ABBC program by 2020 against 2017 participation data
- Promotion of monthly ABBC educational programming through 2020
- Achieve an average ENERGY STAR score of 80 or above for all commercial buildings in the commercial core eligible for ENERGY STAR rating

Goal

Encourage sector-specific energy efficiency upgrades.

Implementation Strategy

- Create sustainability coalition of Buckhead commercial building engineers in likeness of Livable Buckhead property managers’ meetings
- Develop sector-specific committees for best practice communication, bulk price opportunities, and education by working with existing community convening groups when possible
- Promote exterior light and parking deck upgrades

Metrics and Mileposts

- Achieve 100 percent LED and outdoor lighting in commercial building parking decks
- Creation of engineers’ committee and development of sector specific committees

²⁶ https://www.energystar.gov/sites/default/files/asset/document/ScoreUpdatePresentation_May16Webinar_Final.pdf

Goal

Ensure future commercial development is designed in a manner that progressively addresses energy efficiency.

Implementation Strategy

- Provide educational resources for Development Review Committee members to provide to developers
- Review zoning and development codes for any improvements that can be made to promote energy efficiency and renewable energy in new developments

Metrics and Mileposts

- Delivery of sustainability guidebook for Development Review Committee
- Completion of assessment and drafted recommendations for improvements to current zoning codes regarding energy

RENEWABLE ENERGY

Goal

Catalyze the deployment of solar energy in Buckhead.

Implementation Strategy

- Partner with Solarize Atlanta to develop Request for Proposals to secure a development partner to provide bulk purchase incentive for commercial office solar installations
- Promote Solarize Atlanta to Buckhead commercial building stock
- Provide education on solar program, installation, and financing
- Conduct solar feasibility assessment of all commercial office buildings over 100,000 sf, retail development over 50,000 sf, churches, schools, hospitals, senior facilities in Buckhead
- Continue to engage partners and provide education on renewable energy opportunities

Metrics and Mileposts

- Execute MOU with Solarize Atlanta
- Host commercial town hall in Buckhead
- Achieve one megawatt of solar power in Buckhead installed as a result of programmatic efforts made by LBI

Goal

Make PATH400 Energy Net Positive through renewable energy infrastructure.

Implementation Strategy

- Conduct feasibility study and design for best use and landscape for usable electricity on PATH400
- Offset all electricity requirements on PATH400 through installation of solar infrastructure

Metrics and Mileposts

- Completion of feasibility and design phase
- kW generated by solar installation

FINANCING STRATEGIES

Goal

Catalyze the development and utilization of a variety of financing strategies to support the implementation of energy efficiency and renewable energy measures through education and information share.

Implementation Strategy

- Identify opportunities to leverage collective buying power for energy-related projects and programs
- Educate Buckhead property owners about available financial mechanisms for energy efficiency and renewable energy improvements

Metrics and Mileposts

- Track energy efficiency improvements made as a result of LBI education efforts

WATER

In addition to the education and awareness goals outlined to develop a culture of sustainability for water, the water goals in this plan are organized into three main areas, including; 1) improving water efficiency in the built environment; 2) catalyzing the development of water efficiency infrastructure; and 3) promoting water conservation and ecosystem health.

WATER EFFICIENCY/BUILT ENVIRONMENT

Goal

Participate in regional/national energy efficiency programs.

Implementation Strategy

- Participate in Atlanta Better Buildings Challenge
- Work with commercial buildings to determine where low cost/low barrier to entry savings upgrades are feasible
- Launch campaign to focus on building operations to reduce consumption related to landscaping

Metrics and Mileposts

- Achieve 20 percent portfolio-wide water efficiency improvement through ABBC
- 100 percent compliance in annual ABBC reporting

Goal

Ensure future commercial development is designed in a manner that progressively addresses water efficiency.

Implementation Strategy

- Review zoning and development codes for any improvements that can be made to promote water efficiency and effective storm water management practices in new developments

Metrics and Mileposts

- Delivery of sustainability guidebook for Development Review Committee
- Completion of assessment and drafted recommendations for improvements to current zoning codes regarding water

WATER EFFICIENCY INFRASTRUCTURE

Goal

Foster the creation of a model for water efficiency in a dense urban landscape.

Implementation Strategy

- Conduct feasibility study and design for offset all water requirements on PATH400 through installation of water reclamation and distribution
- Conduct feasibility study and design of WaterHub (a decentralized, commercial-scale water reclamation and reuse system) in commercial core and micro-sites along PATH400

Metrics and Mileposts

- Completion of feasibility and design phases of WaterHub
- Completion of feasibility study and design phases for WaterHub(s) and a water neutral PATH400
- Calculate gallons of water saved
- Calculate water-energy nexus / energy saved through water efficiency

WATER CONSERVATION

Goal

Positively contribute to the health of natural bodies of water in Buckhead.

Implementation Strategy

- Continue clean-up programming for natural bodies of water in Buckhead
- Work with area experts and government bodies to establish most effective way for LBI to engage on water conservation
- Explore the possibility of the development of a community ecology center with other area experts, nonprofits, and government bodies

Metrics and Mileposts

- Quantity and quality of programming for clean-up efforts
- Delivery of a timeline to engage experts on how LBI can be an effective leader on water conservation
- Delivery of timeline to explore development of community ecology center

WASTE

In addition to the education and awareness goals outlined to develop a culture of sustainability for waste, the waste and materials management goals in this plan are organized into two main areas, including; 1) providing recycling services through the Buckhead Recycles program; and 2) increasing reclamation of hard-to-recycle materials in the built environment.

BUCKHEAD RECYCLES

Goal

Upgrade and expand performance of Buckhead Recycles community-wide recycling program to achieve better than national average commercial diversion and contamination rates.

Implementation Strategy

- Secure new partner organization to broker hauling services
- Reinvigorate education and marketing materials
- Enhance property management, janitorial, and tenant training
- Make it easy to use data dashboard provided by service provider to upload information to ENERGY STAR Portfolio Manager waste tracking dashboard
- Review zero-waste certifications for use in Buckhead Community
- Explore recycling in public spaces

Metrics and Mileposts

- Execute new recycling program partner agreement
- Conduct annual waste audit of all partner buildings
- Provide consistent tenant education for participating buildings
- Conduct quarterly janitorial training sessions with each partner building
- Achieve consistent readings of 50 percent or higher waste diversion rates across portfolio
- Achieve consistent readings of 20 percent or less contamination rates across portfolio determined through audits

Goal

Establish a connection between recycling in Buckhead and supporting industry throughout the State of Georgia.

Implementation Strategy

- Integrate rotation of hard-to-recycle material collection activities in commercial office buildings (e-waste, paper shredding, textiles)
- Work with Buckhead Recycles partner, CHaRM, recycling facilities, and manufacturing facilities to assess and identify ways to directly connect recycled material from Buckhead to other GA-based industries
- Explore the possibility of a partnership with Novelis to connect aluminum recycling from Buckhead to Habitat for Humanity builds via the Recycle for Good program

Metrics and Mileposts

- Weight/volume counts for specific materials recycled as feeder stock for GA-based manufacturing
- Number and weight of aluminum cans recycled
- Number of houses built by Habitat for Humanity with Buckhead cans

HARD-TO-RECYCLE MATERIALS INFRASTRUCTURE

Goal

Develop a strategy to provide resources for and access to recycling for hard-to-recycle materials in Buckhead.

Implementation Strategy

- Provide resources for construction and demolition waste management recycling
- Assist in identification of CHaRM²⁷ north location
- Implement a composting demonstration project
- Integrate rotation of hard-to-recycle material collection activities into commercial office buildings (e-waste, paper shredding, textiles)
- Ensure glass recycling is available in Buckhead

Metrics and Mileposts

- Help CHaRM establish a location in Buckhead
- Delivery of construction and demolition waste recycling information as part of DRC Sustainability Guidebook
- Achieve implementation of pilot composting project
- Amount of organics diverted from landfill and soil produced from diverted organics
- Amount of hard to recycle material diverted from landfill through Buckhead Recycles program including items such as e-waste, shredding, etc.
- Glass diverted from landfill in pilot campaign

²⁷ <http://livethrive.org/charm/>



HEALTH AND WELLNESS

In addition to the education and awareness goals outlined to develop a culture of sustainability for health and wellness, the health and wellness goals in this plan are organized into two main areas, including; 1) providing wellness strategies through the built environment; and 2) catalyzing the development of dedicated health-focused programming.

EXPAND WELLNESS STRATEGIES IN BUILT ENVIRONMENT

Goal

Encourage existing commercial buildings to engage in wellness activities.

Implementation Strategy

- Utilize expertise in existing certifications programs like Fit Well²⁸ and the WELL building standard²⁹ as options to measure and track for health-focus in buildings
- Develop partnerships with key health-forward organizations to support educational programming
- Develop a pilot for an Active Stairwell Campaign for Buckhead commercial office buildings
- Assess impact of different indoor air quality initiatives, to determine which are beneficial and appropriate to serve as the basis of community-wide education campaigns
- Explore partnership to pilot project that brings health-focused improvements to senior care facility



Metrics and Mileposts

- Completion of Active Stairwell Campaign assessment
- Completion of assessment of indoor air quality initiatives
- Timeline to explore senior care facility pilot

Goal

Influence community design and future development initiatives to develop in a manner that will enhance walkability in Buckhead.

Implementation Strategy

- Inform Community Improvement District investments to prioritize projects that enhance connectivity, pedestrian safety and creation of an aesthetically pleasing pedestrian environment



Metrics and Mileposts

- Achieve improved Community Walk Score

²⁸ Fitwel Certification, as defined by The Center for Active Design, is “a unique, cost-effective, high-impact certification standard enabling positive impacts on building occupant health and productivity through improvements to workplace design and policies. Fitwel enables buildings, often workplaces, to be assessed against a baseline of evidence-based criteria that define a health-promoting environment.”

²⁹ WELL Certification, as defined by the International Well Building Institute, is “the leading tool for advancing health and well-being in buildings globally. Register your office, building or other space to leverage WELL’s flexible framework for improving health and human experience through design.”

DEDICATED PROGRAMMING

Goal

Utilize PATH400 as a tool for healthy living by implementing wellness-oriented programming.

Implementation Strategy

- Incorporate pedestrian and bicycle counters on PATH400
- Provide community with clear understanding of bike and walking infrastructure
- Develop plan for three community gardens along PATH400
- Implementation of wayfinding for PATH400 throughout community

Metrics and Mileposts

- Increased usage of PATH400 over time
- Completed plan for community gardens
- Installation of wayfinding elements

MOBILITY

In addition to the education and awareness goals outlined to develop a culture of sustainability for mobility, the mobility goals in this plan are organized into five main areas, including; 1) completing electric vehicle infrastructure network community-wide; 2) providing infrastructure that is environmentally sensitive in its physical design; 3) providing mobility choices; 4) catalyzing the use of alternative modes of transportation; and 5) stratifying the base of housing available to better match the workforce.

ELECTRIC VEHICLE INFRASTRUCTURE

Goal

Position Buckhead to accommodate market-projected deployment of electric vehicles by completing an electric vehicle (EV) charger network of infrastructure that provides access to an EV charger no more than one mile from anywhere within Buckhead community.

Implementation Strategy

- Partner with appropriate entities to launch one-mile EV infrastructure campaign called the EVery Mile Campaign
- Identify areas of need and suggest possible placement of chargers to extend coverage
- Identify and promote incentives for deployment of EV charging infrastructure
- Promote installation of charging stations
- Promote existing infrastructure via website as a community resource

Metrics and Mileposts

- Coverage of 100 percent of Buckhead by one mile radius standard
- Provide information and resources on LBI website

MOBILITY INFRASTRUCTURE

Goal

Identify existing roadway and corridor enhancements, new street connections, intersection improvements and improved access to and from GA400 to enhance connectivity and reduce traffic congestion.

Implementation Strategy

- Partner with the Buckhead CID to conduct community planning initiatives that identify projects and strategies
- Seek funding for planning initiatives that reduce traffic congestion (i.e., housing stratification and commute analysis, bus performance evaluation and service planning)
- Promote projects and services to be provided for the community through agencies like GDOT, Atlanta Regional Commission, GRTA/SRTA, the ATL, MARTA)

Metrics and Mileposts

- New services and projects implemented (Bird, RELAY Bikeshare, new Xpress routes, miles of bike lanes)
- Increased use of alternative modes such as transit, bike and walk for commute activity
- Miles of single occupant vehicle travel reduced

Goal

Build upon PATH400 to provide greater, safer bicycle and pedestrian opportunities and create a viable alternative commute option for local commuters.

Implementation Strategy

- Complete development of PATH400 5.2 mile vision
- Foster expansion of PATH400 to adjacent jurisdictions
- Coordinate with Blue Heron Nature Preserve and Chastain Park Conservancy to provide internal connection from PATH400 to Chastain Park
- Identify and implement internal bicycle network to provide east/west connectivity to PATH400
- Implement and expand upon Bikeshare system throughout Buckhead community

Metrics and Mileposts

- Completion of PATH400
- Miles of expansion to neighboring communities
- Miles of trails and sidewalks constructed to PATH400
- Bikeshare stations installed
- Bike commutes logged annually

PROVIDE MOBILITY CHOICES

Goal

Identify and catalyze the development of alternative modes of transportation to provide Buckhead commuters with a variety of ways to commute and balance the use of the transportation system overall.

Implementation Strategy

- Promote vehicular improvements that foster greater connectivity between key destinations and neighborhoods
- Enhance last-mile transit connectivity from rail transit to workplace destinations to expand access to transit network
- Expand and connect to existing bike/pedestrian infrastructure
- Expand bike share system throughout Buckhead
- Enhance user experience and sidewalk connections to MARTA stations
- Expand “the buc” circulator shuttle (funding and service area) to serve wider range of stakeholders – particularly the Buckhead Village
- Evaluate and encourage the deployment of express bus service (GRTA Xpress, GCT, CCT) to and from the commercial business district
- Expand transportation demand management strategies
- Work with commercial office and residential developers to ensure builds are designed to accommodate and enhance experience for alternative mode users
- Explore and catalyze the development of autonomous vehicle technology

Metrics and Mileposts

- Transit service offered (miles and hours)
- Miles of bicycle facilities implemented
- New services added (Xpress)

CATALYZE USE OF ALTERNATIVE MODES

Goal

Expand use of transit, walking, bicycling, telecommute, and rideshare for commute trips to Buckhead, as well as internal trips within Buckhead.

Implementation Strategy

- Analyze local commute patterns to determine appropriate transportation demand management strategies to help mitigate congestion
- Provide individualized services to area employers to establish company culture and benefits in a manner that encourages the use of alternative commutes
- Establish local incentive programs, promotions and campaigns that encourage the use of alternative modes of transportation
- Provide individualized commute-planning assistance for Buckhead commuters to identify options for their commutes
- Work with area multifamily developments to provide mechanisms and promotions to help residents identify opportunities for rideshare and other alternative commutes
- Work with local co-working spaces to catalyze their use as remote office space in an effort to eliminate commute trips

Metrics and Mileposts

- Average Daily Ridership /Transit Pass sales
- Vehicle Miles of Travel Reduction
- Translation of reduced single occupant vehicle trips into air quality improvement

STRATIFY HOUSING STOCK

Goal

Address the lack of housing diversity by creating a direct connection between Buckhead employers and housing providers supported with incentives to allow for the creation of a wide range of housing options geared specifically toward supporting the local workforce.

Implementation Strategy

- Conduct comprehensive analysis of the housing market and commute patterns of the Buckhead workforce to identify gaps, needs, funding and strategies to address issues
- Develop partnerships with key organizations that can play a role in supporting the development of housing affordability strategies for Buckhead
- Engage development community in housing affordability discussion for Buckhead
- Identify aging residential properties that may be appropriate for renovation and/or repositioning rather than demolition
- Incentivize residential developments to provide better access to alternative forms of transportation

Metrics and Mileposts

- Relationships formed between employers and housing
- Increased ratio of people who live and work in Buckhead



GREENSPACE

In addition to the education and awareness goals outlined to develop a culture of sustainability for greenspace, the greenspace goals in this plan are organized into four main areas, including; 1) expanding the inventory of public parks to enhance access by all residents, visitors, and workers; 2) developing new parks to meet community desires and needs; 3) providing a comprehensive network of parks by interconnecting key destinations and park spaces; and 4) activating parks through deployment of meaningful and engaging programming that celebrates community assets.

EXPAND PARKS INVENTORY

Goal

Develop a world-class parks system to ensure Buckhead will continue to be one of the most desirable places in the world to live, work, and play.

Implementation Strategy

- Develop Buckhead's park system to ensure levels of service meet or exceed national standards of excellence for all types of facilities
- Identify key areas of need for additional park spaces
- Eliminate barriers around existing parks to expand access to those parks
- Seek opportunities to expand existing parks with land acquisitions
- Partner with the City of Atlanta, Conservation Fund and Trust for Public Land to acquire new parks
- Identify and acquire underutilized public land that is suitable for parks
- Activate mechanisms available in zoning codes to create centralized park spaces through transfer of open space
- Ensure new development meets or exceeds open space requirements

Metrics and Mileposts

- Acres of park land added to parks inventory - identify, acquire and develop 106 acres of new greenspace from 2011
- 13 neighborhood parks totaling 19.5 acres
- 17 community greens totaling 17 acres
- 15 dog runs totaling 0.3 acres

Goal

Provide residents, workers and hotel guests with access to meaningful greenspace within a convenient distance from their home, businesses, or hotels.

Implementation Strategy

- Provide every resident with access to a community park within two miles from their home
- Provide every resident with access to a neighborhood park within .5 mile of their home
- Provide access to a plaza (commercial core park space) within 800 feet of every major workplace and hotel

Metrics and Mileposts

- Walking distance from residents to parks
- Acres of private park space developed by commercial community

Goal

Maximize real estate values through proximity to greenspace.

Implementation Strategy

- Acquire new greenspace acreages proximate to commercial and residential development so values are maximized

Metrics and Mileposts

- Increased property values as tracked using land sales and tax digest

Goal

Provide adequate athletic fields and recreation facilities to meet the needs of Buckhead.

Implementation Strategy

- Maximize access to existing sports facilities to meet the tournament and non-tournament recreational demands of the residents
- Provide residents with access to 17 community greens for multipurpose recreation

Metrics and Mileposts

- 4 community park facilities totaling 3.5 acres

DEVELOP/BUILD OUT NEW PARKS

Goal

Work cooperatively with the community to develop the vision for, identify the resources to fund and construct new parks.

Implementation Strategy

- Secure grants to develop conceptual plans for newly acquired park lands
- Assist existing parks Friends groups with park development and operations as needed
- Conduct visioning efforts for newly acquired parks collectively with local community
- Seek grants and funding for the development of the parks visions in concert with local community representatives
- Partner with City of Atlanta to oversee parks construction

Metrics and Mileposts

- Financial investment brought to community parks
- Acres of parks developed

Goal

Identify and pursue opportunities to develop parks that are designed to be accessible and inclusive.

Implementation Strategy

- Explore and develop planning for inclusive and accessible play structures and areas

Metrics and Mileposts

- Installation of accessible and inclusive design and play structures

INTERCONNECTED NETWORK OF PARKS

Goal

Provide opportunities for alternative modes of transportation through a network of trails, bikeways and sidewalks.

Implementation Strategy

- Enhance creek corridors as multipurpose greenways, providing for flood protection, stormwater management, wildlife habitat, and bike/pedestrian circulation
- Plan roadway corridors with wide right-of-way and multiple purpose greenways

Metrics and Mileposts

- 36 miles of greenways and trails

ACTIVATION OF EXISTING AND NEW PARKS

Goal

Provide opportunities for the community to gather for festivals, performances, special events, and other cultural activities.

Implementation Strategy

- Develop a comprehensive program of special events that includes small, medium and large scale activities that appeal to the variety of audiences in Buckhead
- Seek opportunities to partner with local corporations and civic associations to provide events within the community that attract engagement from the workforce and residents
- Secure the services of a special events management consultant to develop and host large scale community events on PATH400 and in local parks and public areas
- Seek opportunities to partner with local employers to develop team building activities that benefit local parks and other community needs



Metrics and Mileposts

- Number of events hosted
- Number of people engaged in events



Goal

Provide opportunities for public art, historic preservation and interpretation, storm water management, and environmental protection throughout the parks system.

Implementation Strategy

- Integrate public art throughout greenspace system and curate as an interrelated collection to maximize benefit
- Physically connect public art through signage, wayfinding, art routes/trails, transit, and programming
- Anchor the public art system by the commercial core
- Plan and manage conservation parks to generate multiple objectives
- Acquire and protect environmental sensitive areas such as floodplains, wetlands, stream buffers, and areas with steep slopes
- Provide access to two central gathering spaces within the urban core of the community
- Physically connect cultural and historic sites into greenspace system through land acquisition, easements, bikeways, and trails



Metrics and Mileposts

- Installation of art, interpretive history and environmental infrastructure



Goal

Seek opportunities to activate parks and public spaces by incorporating programming that narrows the outcome gaps between advantaged and disadvantaged populations.

Implementation Strategy

- Seek opportunities to partner with nonprofit and faith-based organizations inside and outside of Buckhead to develop programming for PATH400 and other Buckhead parks that specifically engages underserved populations
- Ensure park visioning efforts include design standards that provide for universal accessibility by all populations



Metrics and Mileposts

- Events Hosted
- Population served
- Inclusion of accessibility in planning and visioning process



ARTS AND CULTURE

In addition to the education and awareness goals outlined to develop a culture of sustainability for arts and culture, the arts and culture goals in this plan are organized into four main areas, including; 1) expanding and enhancing the arts experience in Buckhead and Atlanta; 2) cultivating the development of a vibrant local arts community in Buckhead; 3) enhancing public spaces through the incorporation of public art and programming; and 4) cultivating a culture of arts appreciation throughout Buckhead.

ENHANCE THE PUBLIC ARTS EXPERIENCE

Goal

Enhance Atlanta's ability to capture heritage and cultural tourists who spend more than \$192 billion in the US economy annually.

Implementation Strategy

- Position Buckhead as a complement to institutional and permanent arts prevalent in downtown and midtown by creating an outdoor monumental sculpture program and leveraging local gallery presence

Metrics and Mileposts

- Funding spent on heritage tourism in Buckhead

Goal

Enhance the user experience for PATH400 by integrating an engaging art program that includes permanent and temporary installations.

Implementation Strategy

- Host quarterly temporary exhibitions on PATH400 using 5 art walls, themes developed by the local community and local artists
- Incorporate public art integrated with environmental design enhancements such as storm water mitigation on PATH400

Metrics and Mileposts

- Number and frequency of installations

Goal

Create compelling opportunities that engage urban explorers in experiences that educate, entertain, and cultivate an understanding of Buckhead's rich history and culture.

Implementation Strategy

- Foster an understanding that Buckhead's rich history is worth exploring and preserving through the implementation of an interpretive history plan
- Integrate interpretive and artistic features into the entertainment shopping and recreational activities of the community to enhance personal experience and memory of this place

Metrics and Mileposts

- Number and frequency of installations, features, and programming

Goal

Ensure future development creates opportunities for the inclusion of public art, and integrates art into the overall design strategy of the project and broader community.

Implementation Strategy

- Encourage developers to take advantage of incentives for including public art as allowed in local zoning codes through the Development Review Committee

Metrics and Mileposts

- Number of developer-driven and funded art installations

CULTIVATE VIBRANT LOCAL ARTISTS COMMUNITY

Goal

Foster the development of the local arts community by engaging local artists and educational institutions in the development and implementation of Buckhead's arts programs.

Implementation Strategy

- Engage local artists in all artist selection processes

Metrics and Mileposts

- Percentage of local artists engaged in works of art

Goal

Support City of Atlanta Office of Resilience to promote economic development in the arts and humanities through a creative rescue and reuse program

Implementation Strategy

- Promote the use of City of Atlanta's designated non-profit provider for material depot and home base for the creative reuse of art materials

Metrics and Mileposts

- Number of items donated per month
- Number and types of recipients of reuse art materials

Goal

Encourage innovation in the arts through the incorporation of recycled and upcycled materials.

Implementation Strategy

- Identify opportunities for collaboration to create public representations of the impact of recycling in our community

Metrics and Mileposts

- Pounds/tons of material diverted from landfill

INCORPORATE ART IN PUBLIC SPACES

Goal

Contribute to the health and vitality of the community by providing vibrant public spaces that encourage physical activity.

Implementation Strategy

- Install public art in locations easily accessible by walking

Metrics and Mileposts

- Number of installations
- Proximity to walkable and bikeable connections

ARTS APPRECIATION

Goal

Cultivate a deep-rooted appreciation for and support of the arts in Buckhead through educational and hands-on experiential programming.

Implementation Strategy

- Incorporate ongoing programming with artistic installations
- Explore partnerships to promote arts education
- Explore partnerships to develop new artists

Metrics and Mileposts

- Number of programming elements/events that promote arts education and appreciation
- Amount of online promotion and social media response to programming
- Number of people in attendance for programming or interacting with the installations
- Metrics to measure partnership success for arts education promotion and development of new artists to be developed with partners



SECTION III:
IMPLEMENTATION

IMPLEMENTATION

Short-term: 2018-2020



Culture of Sustainability

- Launch and convene quarterly committee meetings: Sustainability Committee, Commercial Property Managers Committee, Residential Property Managers Committee, and Engineers Council
- Deliver comprehensive Development Review Committee (DRC) Sustainability Guidebook
- In partnership with Buckhead Business Association, annual recognition of Triple Bottom Line Award and Mobility Champion Award
- Begin to convene partners to assess recommendations for upgrades to zoning code
- Map environmental assets in community and publish for community reference on Livable Buckhead's website



Energy

- Launch Solarize Atlanta commercial working group, complete assessment of commercial rooftops in Buckhead, and work to get as many commercial properties signed on as possible
- Assess and track ENERGYSTAR scores for commercial buildings in Buckhead
- Promote ABBC programming and achieve ABBC-related goals
- Develop strategy to engage building type specific groups for energy best practices
- Develop campaign to promote exterior and parking garage LED upgrades
- Include energy efficiency and renewable energy considerations and resources in Sustainability Resource Guide submitted to the Development Review Committee
- Maintain a working knowledge of financing strategies for financing options available in city, state, region, and country as a resource to Buckhead entities looking to invest in energy efficiency and renewable energy measures



Water

- Promote ABBC programming and achieve ABBC-related goals
- Include water efficiency considerations and resources in Sustainability Resource Guide submitted to the DRC
- Conduct feasibility and design study for WaterHub and net-neutral water requirements to PATH400
- Continue clean-up programming efforts with partner organizations for natural bodies of water in Buckhead
- Convene area experts to establish effective role for Livable Buckhead in water conservation and improvement of natural bodies of water

Short-term: 2018-2020



Waste

- Launch new Buckhead Recycles partnership and marketing strategy
- Meet goals set for growth and effectiveness of Buckhead Recycles program
- Develop strategy for glass recycling in Buckhead
- Help identify and promote a CHaRM North location in Buckhead
- Develop partnerships to extend impact of recycling and clearly identify impacts of Buckhead Recycles program on Georgia economy
- Develop and begin implementation of strategy to provide resources for and access to recycling for hard-to-recycle materials in Buckhead
- Include recycling considerations and resources in Sustainability Resource Guide submitted to the Development Review Committee
- Develop plan for composting demonstration project
- Establish connection between waste tracking through Buckhead Recycles program and ENERGY STAR Portfolio Manager



Health and Wellness

- Include health and wellness considerations and resources in Sustainability Resource Guide submitted to the Development Review Committee
- Develop proposal for Active Stairwell campaign and pilot
- Develop partnerships with health-focused organizations to ideate effective community health and wellness programming
- Convene group to explore pilot for health-focused improvements for senior housing project
- Develop and implement health-focused programming on PATH400



Mobility

- Partner, develop, launch and implement EVery Mile campaign achieving 100% coverage of electric vehicle charging stations no more than one mile from anywhere within Buckhead
- Conduct performance review and develop future vision for “the buc” shuttle system
- Launch and provide on-going personalized direct commute planning services for area employees and residents
- Launch and provide on-going personalized commute planning assistance for area employers
- Expand deployment of Bikeshare through Buckhead by working with properties to designate virtual hubs

Short-term: 2018-2020



Mobility, cont.

- Partner with Atlanta Beltline, Peachtree Creek Greenway, and Southfork Conservancy unified vision for regional trail connectivity in Lindbergh
- Implement changes to “the buc” shuttle system resulting from performance review
- Partner with Midtown Alliance, Central Atlanta Progress, and the City of Atlanta Office of Mobility to determine city-wide transportation demand management strategies
- Pursue funding, develop, and deliver a comprehensive bicycle master plan for Buckhead
- Pursue funding and begin concept for the development of a Culture Loop Trail
- Continue construction of PATH400 and expansion to neighboring jurisdictions to the north
- Partner with Blue Heron Nature Preserve and Chastain Conservancy to develop implementation plan for the Blueway regional trail connection
- Partner with Buckhead CID to conduct community planning initiatives that identify projects and strategies
- Conduct comprehensive analysis of the Buckhead housing market and commute patterns
- Develop partnerships with key organizations on housing diversity and development community in discussions around housing affordability



Greenspace

- Solicit involvement of Park Pride to do vision work and conduct fundraising activities for Loridans Park Development
- Initiate TSPLOST contracting process, PE vendor selection process with GDOT, and complete environmental review for PATH400 Wieuca to Loridans
- Coordinate with City of Atlanta to determine allocation of parks funding and determine roles and responsibilities for development of Old Ivy Park
- Mobilize and complete construction on Old Ivy Park phase 1 and identify funding opportunities for Old Ivy Park phase 2
- Secure park land and conduct fundraising activities for 684 Mountain Drive
- Identify funding opportunities for next phase of park vision for Mountain Way Common
- Public engagement and design for PATH400: Peachtree Park (Bynum to Peachtree)
- Concept design, environmental review, and funding secured on PATH400 Sandy Springs extension
- Monitor GDOT project to ensure inclusion of trail at I-285 and 400
- Complete construction on PATH400: Gordon Bynum to Miami Circle, Lindbergh to Garson, and Mountain Way Common Trail
- Secure consultant services to develop sponsorship plan, develop and launch plan for ongoing programming, and proceed with soliciting sponsorships for PATH400 programming
- Present PATH400 sponsorship plan to City of Atlanta Design Review Committee for approval

Short-term: 2018-2020



Arts and Culture

- Encourage private sector incorporation of interior and exterior art in new developments through the Development Review Committee
- Cultivate relationships with local arts institutions and businesses to cross-pollinate between the arts and business communities
- Develop an Arts Master Plan for Buckhead that includes references to Buckhead's history, incorporates local artists, and involves spaces across the community
- Secure local artists participation on art walls on PATH400
- Incorporate temporary art installations into PATH400
- Pursue opportunities to incorporate interpretive history installations in Loidans Park

Mid-term: 2020-2021



Culture of Sustainability

- Convene quarterly committee meetings: Sustainability Committee, Commercial Property Managers Committee, Residential Property Managers Committee, and Engineers Council
- In partnership with Buckhead Business Association, annual recognition of Triple Bottom Line and Mobility Champion Award
- Deliver assessed recommendations for upgrades to zoning code



Energy

- Achieve one megawatt of installed solar capacity in Buckhead
- Assess and track ENERGYSTAR scores for commercial buildings in Buckhead
- Promote ABBC programming and achieve ABBC-related goals
- Implement strategy to engage building type specific groups for energy best practices
- Implement campaign to promote exterior and parking garage LED upgrades
- Conduct feasibility study for electricity demand and solar supply on PATH400
- Maintain a working knowledge of financing strategies for financing options available in city, state, region, and country as a resource to Buckhead entities looking to invest in energy efficiency and renewable energy measures



Water

- Promote ABBC programming and achieve ABBC-related goals
- Develop a campaign for water efficiency in landscaping for commercial buildings
- Begin implementation strategy for WaterHub and net-neutral water requirements on PATH400
- Continue clean-up programming efforts with partner organizations for natural bodies of water in Buckhead
- Convene area experts to consider the development of a community ecology center

Mid-term: 2020-2021



Waste

- Meet goals set for growth and effectiveness of Buckhead Recycles program
- Implement strategy for glass recycling in Buckhead
- Promote a CHaRM North location in Buckhead
- Develop partnerships to extend impact of recycling and clearly identify impacts of Buckhead Recycles program on Georgia economy
- Implementation of strategy to provide resources for and access to recycling for hard-to-recycle materials in Buckhead
- Develop case study on Buckhead Recycles program



Health and Wellness

- Secure funding and begin implementation of proposal for Active Stairwell campaign and pilot
- Develop partnerships with health-focused organizations to ideate effective community health and wellness programming
- Develop and implement plan for pilot of health-focused improvements for senior housing project
- Develop and implement health-focused programming on PATH400
- Convene experts to consider effectiveness of different indoor air quality initiatives to develop campaign to promote indoor air quality
- Explore possibility of pedestrian counters on PATH400
- Develop plan to build three new community gardens along PATH400

Mid-term: 2020-2021



Mobility

- Provide on-going personalized direct commute planning services for area employees and residents
- Provide on-going personalized commute planning assistance for area employers
- Implement a comprehensive bicycle master plan for Buckhead
- Implement Culture Loop Trail plan
- Continue construction of PATH400 and expansion to neighboring jurisdictions to the north
- Support city-wide transportation demand management strategies and Buckhead commuter options for alternative modes of transportation
- Develop and implement innovative incentive programs, promotions and campaigns to encourage use of alternative modes of transportation for commute trips, as well as trips within Buckhead
- Partner with Buckhead CID to conduct community planning initiatives that identify projects and strategies
- From the housing analysis, develop and implement plan to address lack of housing diversity by creating a direct connection between Buckhead employers and housing providers supported with incentives to allow for the creation of a wide range of housing options geared toward supporting local workforce
- Incentivize residential developments to provide better access to alternative forms of transportation
- Identify aging residential properties that may be appropriate for renovation/repositioning rather than demolition



Greenspace

- Complete construction and prepare final construction plans on PATH400: Wieuca to Loidans
- Right of way acquisition for PATH400 Extension
- Monitor GDOT project to ensure inclusion of trail at I-285 and 400
- Mountain Way Common: Implement phase II vision-design
- Loidans Park Development: Implement phase I vision-design
- Old Ivy Park development: conduct fundraising activities
- 684 Mountain Drive: implement phase I vision-design
- Utility easement coordination for PATH400 extension
- Continue programming calendar on PATH400

Mid-term: 2020-2021



Arts and Culture

- Encourage private sector incorporation of interior and exterior art in new developments through the Development Review Committee
- Cultivate relationships with local arts institutions and businesses to cross pollinate between the arts and business communities
- Launch an Arts Master Plan for Buckhead that includes references to Buckhead's history, incorporates local artists, and involves spaces across the community
- Secure local artists participation on art walls on PATH400
- Incorporate temporary art installations into PATH400
- Pursue opportunities to incorporate interpretive history
- Promote City of Atlanta Office of Resilience creative rescue and reuse program
- Identify opportunities for collaboration to create public representations of the impact of recycling in our community and use of recycled materials in public art installations

Long-term: 2021 and Beyond



Culture of Sustainability

- Convene quarterly committee meetings: Sustainability Committee, Commercial Property Managers Committee, Residential Property Managers Committee, and Engineers Council
- In partnership with Buckhead Business Association, annual recognition of Triple Bottom Line and Mobility Champion Award
- Analyze effectiveness of current plan and draft updated version of plan



Energy

- Assess and track ENERGYSTAR scores for commercial buildings in Buckhead
- Promote ABBC programming and achieve ABBC-related goals
- Implement strategy to engage building type specific groups for energy best practices
- Implement campaign to promote exterior and parking garage LED upgrades
- Achieve 100% LED parking garages
- Develop plan for solar demonstration on PATH400 based on feasibility study conducted
- Maintain a working knowledge of financing strategies for financing options available in city, state, region, and country as a resource to Buckhead entities looking to invest in energy efficiency and renewable energy measures



Water

- Promote ABBC programming and achieve ABBC-related goals
- Implementation of a campaign for water efficiency in landscaping for commercial buildings
- Implementation of WaterHub and net-neutral water requirements to PATH400
- Continue clean-up programming efforts with partner organizations for natural bodies of water in Buckhead
- Development and implementation of a community ecology center

Long-term: 2021 and Beyond



Waste

- Meet goals set for growth and effectiveness of Buckhead Recycles program
- Implement strategy for glass recycling in Buckhead
- Promote a CHaRM North location in Buckhead
- Develop partnerships to extend impact of recycling and clearly identify impacts of Buckhead Recycles program on Georgia economy
- Implementation of strategy to provide resources for and access to recycling for hard-to-recycle materials in Buckhead
- Assess effectiveness and improvement to Buckhead Recycles Program and update case study



Health and Wellness

- Deliver case study of Active Stairwell pilot
- Develop partnerships with health-focused organizations to ideate effective community health and wellness programming
- Develop and implement plan for pilot of health-focused improvements for senior housing project
- Develop and implement health-focused programming on PATH400
- Develop and implement campaign to promote indoor air quality
- Completion of three new community gardens along PATH400

Long-term: 2021 and Beyond



Mobility

- Provide on-going personalized direct commute planning services for area employees and residents
- Provide on-going personalized commute planning assistance for area employers
- Implement a comprehensive bicycle master plan for Buckhead
- Implement Culture Loop Trail plan
- Continue construction of PATH400 and expansion to neighboring jurisdictions to the north
- Support city-wide transportation demand management strategies and Buckhead commuter options for alternative modes of transportation
- Develop and implement innovative incentive programs, promotions and campaigns to encourage use of alternative modes of transportation for commute trips, as well as trips within Buckhead
- Partner with Buckhead CID to conduct community planning initiatives that identify projects and strategies
- From the housing analysis, develop and implement plan to address lack of housing diversity by creating a direct connection between Buckhead employers and housing providers supported with incentives to allow for the creation of a wide range of housing options geared toward supporting local workforce
- Incentivize residential developments to provide better access to alternative forms of transportation
- Identify aging residential properties that may be appropriate for renovation/repositioning rather than demolition



Greenspace

- Begin contracting process – GDOT cst funding, contractor solicitation, and construction on PATH400: Wieuca to Loridans and Extension to Sandy Springs
- Monitor GDOT project to ensure inclusion of trail at I-285 and 400
- Conduct fundraising activities for Mountain Way Common and Loridans Park development
- Old Ivy Park development: implement phase II vision – build
- Continue programming calendar and begin programming on PATH400

Long-term: 2021 and Beyond



Arts and Culture

- Encourage private sector incorporation of interior and exterior art in new developments through the Development Review Committee
- Cultivate relationships with local arts institutions and businesses to cross pollinate between the arts and business communities
- Implementation of an Arts Master Plan for Buckhead that includes references to Buckhead's history, incorporates local artists, and involves spaces across the community
- Secure local artists participation on art walls on PATH400
- Incorporate temporary art installations into PATH400
- Pursue opportunities to incorporate interpretive history
- Promote City of Atlanta Office of Resilience creative rescue and reuse program



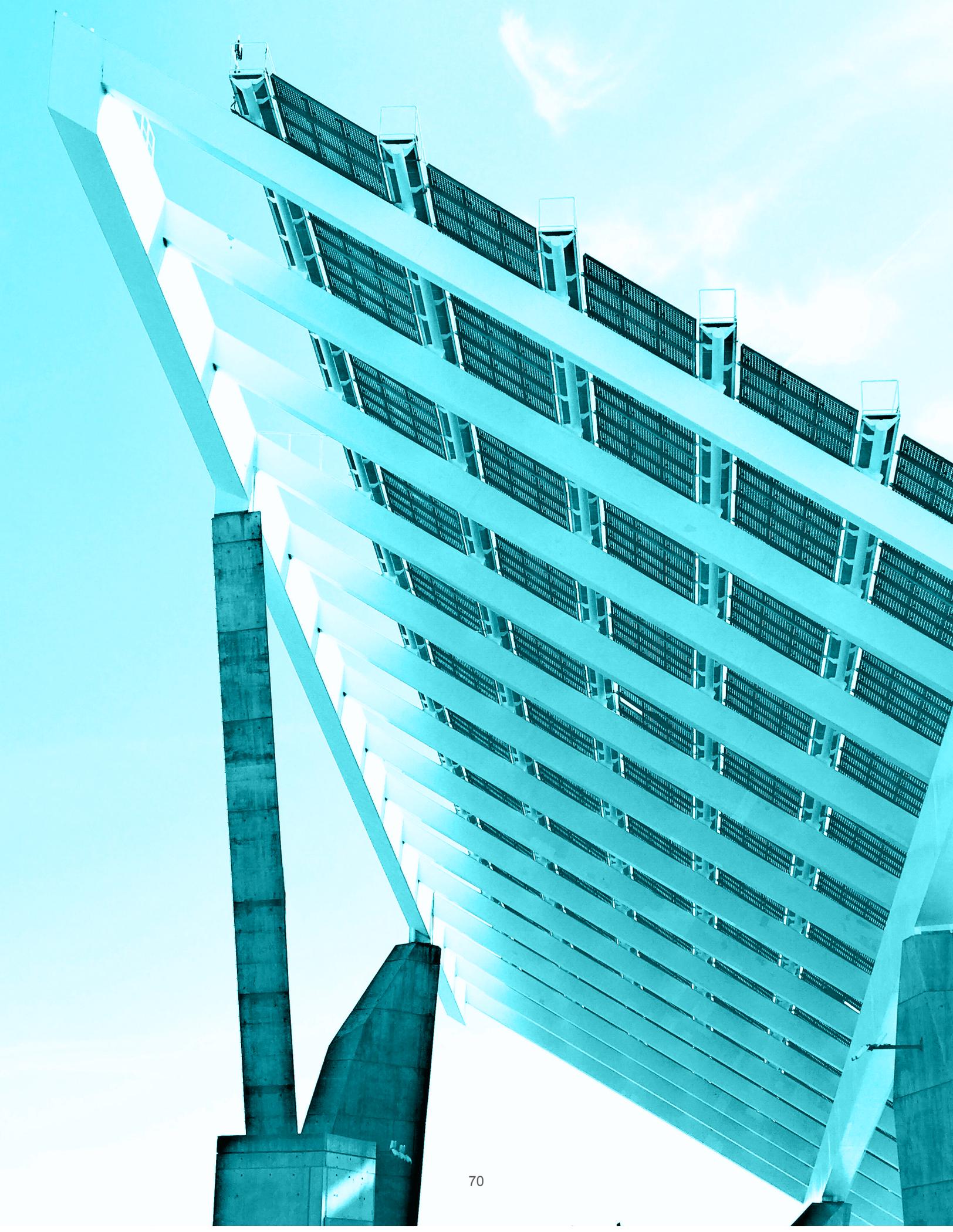
SECTION IV
TECHNICAL SUPPLEMENT

Technical Supplement

Livable Buckhead is proud to be part of the dynamic and diverse group of organizations working to continuously improve the livability of Buckhead, especially as these improvements interact with, assist, and impact both Atlanta as a whole, and the broader metro-Atlanta region. The following resources provide valuable supplemental information and insight relative to Livable Buckhead's vision for sustainability in Buckhead, as well as showcase the thoughtful efforts of other regional organizations.

1. **Housing Analysis:** Appendix A
2. **Buckhead REdeFINED:**
<http://livablebuckhead.com/community/buckhead-redefined/>
3. **Mile Long Museum:**
<https://www.dropbox.com/l/scl/AAC2OfT6zpSs9gUxcuL0yL10BtQ0sL2Ll68>
4. **Buckhead Collection Greenspace Plan:**
<http://livablebuckhead.com/greenspace-2/buckhead-collection/>
5. **Resilient Atlanta: Actions to Build an Equitable Future:**
<http://www.100resilientcities.org/strategies/atlanta/>
6. **Atlanta Regional Commuter Survey:**
<http://documents.atlantaregional.com/eso/BATMAOversample.pdf>





SECTION V
APPENDIX A



Appendix A

Housing Analysis

*Excerpted from report prepared by
Ken Bleakley Associates, 2017*

Summary Conclusions

Doubling in population since 2000, Buckhead Core residential growth has far outpaced the rate of growth of the city of Atlanta overall over the past 15 years. Over 12,000 residents currently call the Buckhead Core home. Post-Great Recession rental apartment demand has brought an influx of new residential units and residents, as the area's population has grown by nearly 1,500 since 2010. Most new apartment additions have been in the higher-priced rental market segment with rents for new units built since 2013 averaging over \$2,000 per month.

While future housing demand for apartment units priced below \$1,500/month exists, new apartment development in the Buckhead Core will likely focus on units priced \$1,500/month and above due, in part, to land and construction costs. We estimate potential demand for nearly 800 new rental units annually over the next 10 years priced above \$1,500/month. The local marketplace has shown acceptance for this level of new development, absorbing nearly all the 715 new units added in the Buckhead Core on average annually since 2013.

While this growth in residential options in the Buckhead Core has added to the urban vibrancy of the district, we have identified two main challenges for the Buckhead Core in sustaining the growth and adding to the quality of the district as a location for not only residents, but also employees and visitors.

Housing Challenges

1. While the residential market has greatly expanded over the past decade, the employment base in the Buckhead Core has seen even greater growth, exacerbating the jobs-to-housing imbalance that has afflicted the area for years. This situation, in which many employees lack attainable options to live near their place of employment, contributes to vehicular traffic congestion in the Buckhead Core.
2. Nearly 40 percent of the Buckhead Core's estimated 68,500 employees work in industry sectors with average incomes of less \$50,000. Further, we estimate that approximately 13,500 of those Buckhead Core employees are part of households that can afford apartment unit with maximum rents of \$1,500/month, many of them with affordability below \$1,000/month. However, only approximately 3,500 apartment units are available in the Buckhead Core with rents at or below \$1,500/month. Thus, local service sector employees, and others local employees with incomes below the area median, are forced to commute to-and-from work from outside the area, straining transportation infrastructure. Two MARTA rail stops in the Buckhead Core certainly help to ease the strain on the local road network, but the congestion persists in part due to the lack of housing options for service sector workers.

Housing Solutions

Private market-rate housing development will continue to provide the greatest number of new residential units in the area, adding units with average prices exceeding \$1,500/month. Land and development costs often guide this luxury pricing. Market demand for higher-priced rental units in the Buckhead Core appears sufficient to absorb the number of units in the pipeline. However, demand certainly also exists for units in lower price bands. To meet this demand and expand housing options across a broader range of household income strata in the Buckhead Core a multi-pronged approach will need to be considered.

While additional detailed study of the housing issues in the Buckhead Core is needed to further examine the situation and possible solutions, our work as part of the LCI planning team has led to the following ideas for consideration:

1. Employment-assisted housing program

Livable Buckhead may explore the opportunity to work with the Atlanta Housing Authority (AHA) to institute a program in which employers and rental multifamily property owners collaborate to make units available to local employees in households below the Area Median Income (AMI). Employers would provide, as an employee benefit, the opportunity to rent a unit in a mixed income property by securing the unit through the property owner and guaranteeing monthly rent payment up to 30 percent of the employees income. AHA would agree to cover the “rent gap” between the employees 30 percent of income and the monthly market-rate rent. This program would differ from AHA’s typical Housing Choice Voucher Program in that the agreement with the employer ensures that the units set aside for the program are guaranteed available only to Buckhead Core employees, and not the greater public, certifying that this program helps to alleviate the cause and effect of the area’s challenges stated above.

2. Preservation of affordable senior housing

The Buckhead Core is home to hundreds of affordable senior housing units in properties such as Campbell and Calvin Court, both near Pharr Road. While these units are generally limited to those beyond working age, their presence provides opportunities for seniors to live near important services in the Buckhead Core. Continuing to integrate these residents into the broader urban Buckhead Core helps to support the medical and retail facilities. Typically, urban planning experts point to vibrant urban districts that cater to residents age 8 to 88+ as the most desirable and highly-functioning districts of cities. Preserving, and seeking opportunities to add, affordable senior housing helps the Buckhead Core achieve its livability goals.

3. Support additional transit oriented development (TOD), both in and beyond the Buckhead Core

According to the Center for Neighborhood Technology, a group that advocates for equitable TOD, providing housing near transit creates walkable and connected communities where people can own fewer cars and live closer to jobs, shopping, schools, and other destinations. When people drive less, they spend less on transportation costs, potentially allowing for additional expenditures on housing. Additional housing near MARTA rail stops provides alternative commute options for lower-income households, thereby reducing auto congestion in the area. Opportunity exists for additional residential development near both MARTA rail stops in Buckhead and should be encouraged. Additionally, the Buckhead Core will benefit when additional high-density housing is built near other MARTA rail stops throughout the system. Already station areas such as Chamblee and Lindbergh provide residential opportunities for Buckhead workers. However, because supply of quality attainable housing near transit for lower-income households is limited, rents continue to increase in these areas. Regional expansion of TOD will cause significant positive benefits for the Buckhead Core, including a potential reduction of auto trips within the area.

4. Micro-units to help provide attainable units

According to media reports, thousands of micro-units (typically defined as living spaces under 350 square feet) have been built in cities such as Boston, Denver, Los Angeles, Seattle and New York City. With demonstrated high demand and low vacancy rates, this product could find success in areas such as Buckhead, where attainable housing for lower- income professionals is hard to come by. By increasing the range of housing options with micro-units, developers could capture new multifamily market segments they have heretofore been unable to deliver. Because small spaces tend to rent for more per square foot than larger ones, the micro-units can generate more revenue in a new building overall. This product has not been proven, nor attempted in large numbers, in Atlanta. However, given the strong rental demand and continued employment growth in Buckhead, we believe there is a place for micro-units in the local marketplace.

The research and analysis leading to these Buckhead Core housing market conclusions is summarized below:

Population Forecast

In assessing the Buckhead area's potential to add new housing, Bleakly Advisory Group evaluated the local economic and demographic situation in the Buckhead Core study area, the surrounding Greater Buckhead area, and the Atlanta region.

As part of the Buckhead LCI Update Real Estate Market Analysis, Bleakly Advisory Group prepared 25-year jobs, population and housing development potential forecasts and 10-year real estate demand potential forecasts for the key land use types in the Buckhead Core, including both for rent and for sale residential units.



Each real estate development potential forecast utilizes population and employment projections for growth in Buckhead under various assumptions, including:

- Baseline forecasts based on Buckhead’s recent market history and demonstrated capture of its fair share of the Atlanta region’s population and/or employment growth.
- A “Likely Opportunity” forecast, which calls for more aggressive capture of regional growth over the 25-year period.
- A “stretch goal” based on the “strategic opportunity” for accelerated growth as outlined by Dr. Arthur C. Nelson for the Atlanta City Studio, a project of the City of Atlanta Department of Planning and Community Development, which assumes that the city of Atlanta will grow to 1.3 million residents by 2050 and that

Historic and Projected Annual Population Growth Rate, 2000 - 2021

| Population Estimate/ Forecast | 2016 | 2021 | 2026 | 2031 | 2036 | 2041 | Avg. Annual Growth | |
|--|--------|--------|--------|--------|--------|--------|-----------------------|------|
| Based on Census/ ARC Fair Share Forecast | 12,188 | 12,981 | 14,147 | 15,125 | 16,188 | 17,512 | 231 | 1.7% |
| “Likely” Opportunity Forecast | 12,188 | 16,965 | 18,823 | 20,293 | 21,584 | 23,149 | 438 | 3.6% |
| “Aggressive” Atlanta Planning Strategic Opportunity | 12,188 | 19,865 | 24,273 | 28,006 | 32,180 | 37,390 | 1,008 | 8.3% |

Currently, the Buckhead Core study area is home to an estimated 12,188 residents and 7,536 households. This represents approximately 14 percent of the population in the Greater Buckhead area and about 3 percent of the overall population and households in the city of Atlanta.

The “Likely” opportunity forecast for the Buckhead Core calls for growth of 10,960 residents by 2041, based on historic Atlanta growth trends over the past 15 years documented in the US Census, future growth trends, and on planned/proposed residential unit additions.

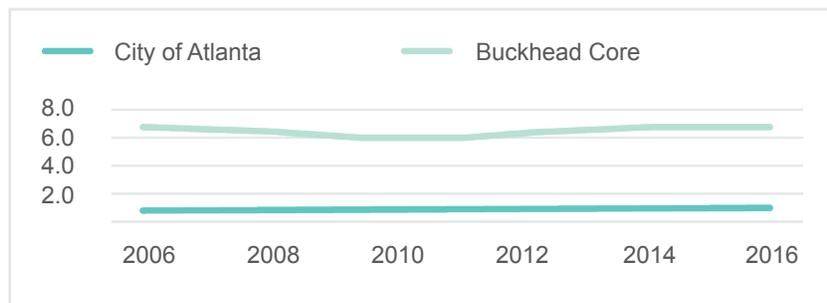
The “Aggressive” opportunity forecast assumes the Buckhead Core captures a growing share of the Atlanta region’s growth through continuing improvement to the urban environment and expanded opportunities for households with a variety of incomes, growing by an average of over 1,000 residents annually, to 37,390 by 2041.

Current Rental Inventory / Housing Gap Analysis

Multifamily housing development has increased considerably over the past 15 years in the city of Atlanta, including Buckhead. The number of multifamily units has nearly doubled in the city since 2000, and the Buckhead Core has increased its share of the city's occupied units over that time. The growing demand for multifamily housing in the Buckhead Core, and throughout the city, has allowed for the additional units to be successfully absorbed into the marketplace. Rental multifamily unit absorption, both city-wide and in the Buckhead Core, is at levels similar to the pre-recession peak of multifamily condominium development.

While the multifamily rental inventory in the Buckhead Core has grown over the past four years, it has not kept pace with employment growth, which has been very robust in the recent past. As shown below, the ratio of number of employees to the number of residents in the Buckhead Core is effectively unchanged from where it stood a decade prior. There are currently just fewer than seven employees for every resident in the Buckhead Core, despite the growth in residential units during the period. The imbalance between employment and residential options nearby worsens traffic congestion as commuters are limited in their opportunity to live near their place of employment. In fact, less than 2 percent of Buckhead Core employees live within the area, according to the US Census. While some Buckhead employees ride MARTA to work, the majority contribute to the vehicular gridlock often experienced along the major thoroughfares.

Employment-to-Population Ratio, 2006-2016, Buckhead Core



Currently, 60 percent of the 8,300 multifamily rental units in the Buckhead Core rent at \$1,000 to \$2,000 per month. Overall occupancy stands above 92 percent, with units across all price bands performing well.

Current Apartment Inventory by Monthly Rent, Buckhead Core



Based on data from CoStar

The 5,000 units priced \$1,000-\$2,000/month serve an important role in housing middle income households in attached housing typologies that are essential for a comprehensive housing mix. However, the available rental housing options in the Buckhead Core are far from offering a mix that is attainable all the area’s employees. At the high end, just over 2,000 units are available priced at \$2,000 or greater, whereas approximately 35,000 Buckhead Core employees work in employment sectors with average incomes at levels that would provide affordability for these higher priced units. Certainly, many of these employees would not necessarily be interested in renting an apartment in Buckhead, but even factoring in likely housing decisions for these employees, the supply of residential units lags potential demand. However, as new supply enters the marketplace nearly all new units will be affordable to higher income households.

At the lower rent range, the Buckhead Core apartment market is inadequately supplied to meet the demands of service sector and other workers with monthly rent affordability below \$1,000/month. As shown below, 18,000 Buckhead Core workers are employed in the retail, accommodation, and food sectors. The average income for retail workers in Fulton County is currently \$23,000/year according to the Georgia Department of Labor and \$35,000/year for accommodation and food workers. In either case, a single-person household making these incomes can afford rents below \$1,000/month, assuming no more than 30 percent of income is spent on housing. Again, not all of these households would necessarily choose to rent a Buckhead apartment if available and many may be part of households with multiple incomes. But with only one apartment affordable to every 18 service sector employees in the Buckhead Core, the opportunities for these workers to live near their place of employment are very rare.

Buckhead Core Employment by Sector Income Comparison to Rent Affordability

| Employment Sector | Est. Number of Employees | Est. Avg. Annual Income | Monthly Rent Affordability |
|--------------------------------|--------------------------|-------------------------|----------------------------|
| Finance/ Insurance | 13,410 | \$101,140 | \$2,781 |
| Professional/ Scientific/ Tech | 13,354 | \$130,000 | \$3,575 |
| Retail Trade | 10,061 | \$22,828 | \$628 |
| Accommodation/ Food | 8,103 | \$35,360 | \$972 |
| Other | 23,651 | \$82,368 (Avg.) | \$2,265 (Avg.) |

Based on data from Georgia Dept. of Labor, ARC, US Census

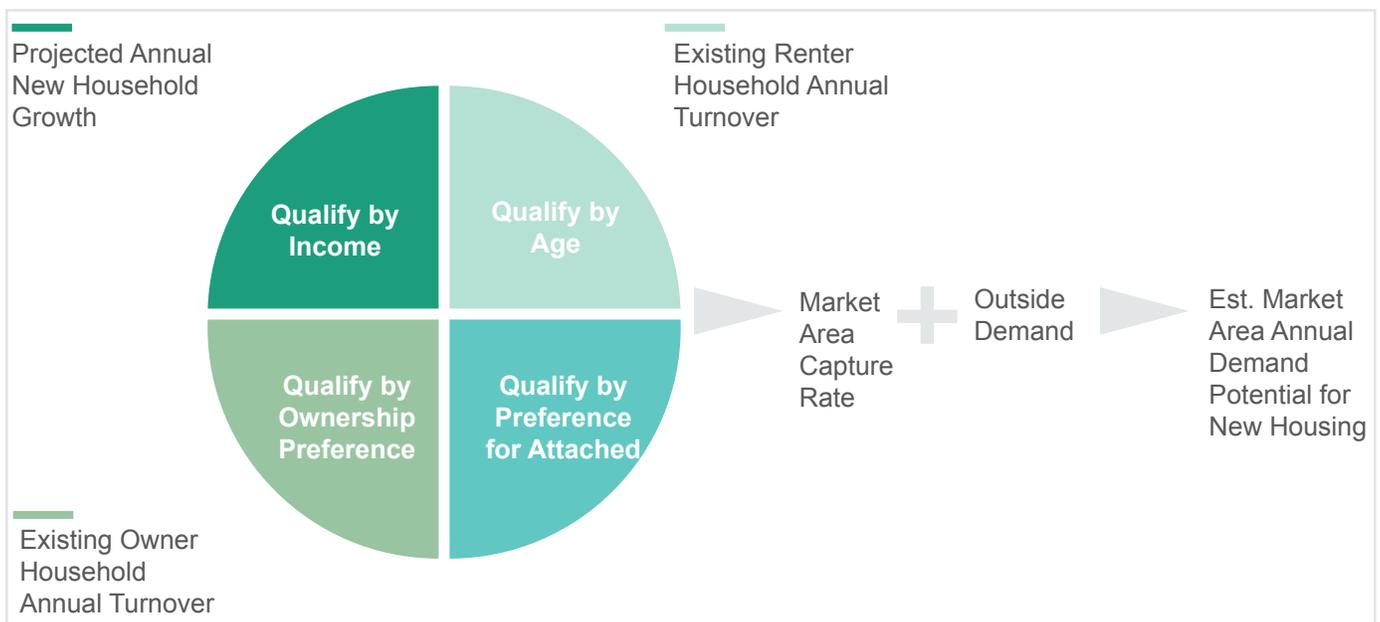
Market dynamics provide barriers to attainable housing for all workers in the Buckhead Core. The area has emerged as one of the most sought-after housing markets in the Southeast. As demand increases and supply struggles to keep pace, prices will inevitably increase. Further, the price of land and construction costs conspire to place barriers to adding housing across all income affordabilities. Solutions for providing housing to the large service employment sector in the Buckhead Core are difficult given the housing market currents. Nevertheless, as housing prices continue to increase and incomes remain relatively stagnant, the solutions become ever more elusive. With that, problems such as traffic congestion are also compounded. While we offered some initial thoughts regarding solutions earlier in this letter, a much deeper analysis is likely necessary to better determine potential answers.

Housing Demand Potential

To assist the LCI consulting team in developing a future vision for the Study Area, we estimated the annual demand potential for housing of various types within the designated study area boundaries. The demand for for-sale and for-rent housing types in the city of Atlanta were both analyzed and the results assessed separately. Based on historic performance and future potential we estimated the Buckhead Core's opportunity to capture a share of the city's growth.

Housing demand originates from three consumer buyer pools: new households moving to the area, current owner households in turnover in the market area, and current renter households in turnover. As diagrammed below, these three demand pools in the market area were segmented by income levels, home ownership preferences, annual turnover, preference to buy or rent new, and preference to buy or rent attached units. The total pool of the segmented potential buyers in the Buckhead market area was then assigned a capture rate; that is, the portion of the buyers or renters in the city of Atlanta overall that will choose to a new home located in the Buckhead Core.

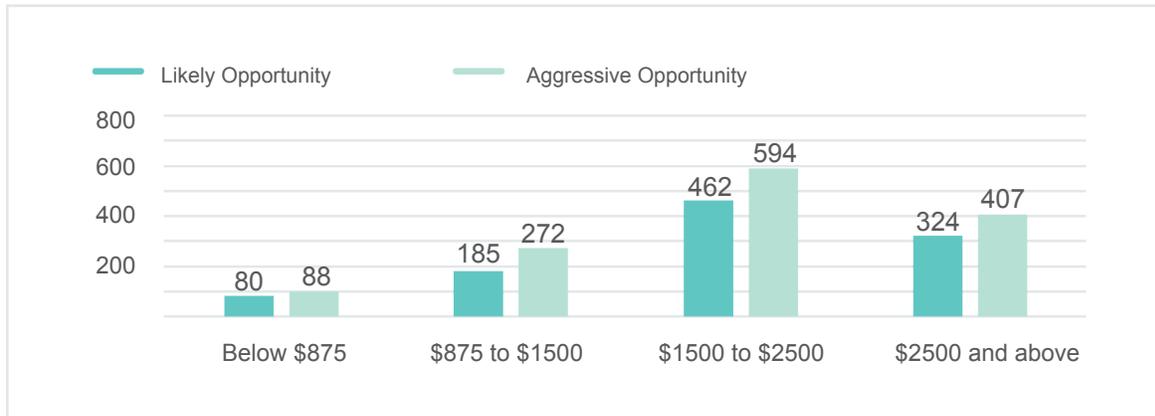
Residential Statistical Demand Methodology



The sources of data that fed into this statistical demand analysis include:

- US Census – to determine income and age qualification, tenure patterns, and turnover rates
- Atlanta Regional Commission
- Claritas – to determine up-to-date household counts and future household projections and preferences in the market area
- CoStar – used in the rental analysis, particularly to determine capture rates

For-Rent Residential Annual Demands by Price



As shown above, the demand analysis provides for the potential for for-rent housing demand in two scenarios – a likely opportunity scenario and an aggressive opportunity scenario. In total, we estimate that demand potential in the Buckhead Core study area currently exists for 1,000 to 1,360 new rental homes annually. Of that potential, units priced above \$1,500 will likely be delivered as market-rate housing. We estimate potential demand for nearly 800 new rental units annually in those higher price bands over the next 10 years.

For-Sale Residential Annual Demands by Price



We estimate that demand potential in the Buckhead Core study area currently exists for 90 to 130 new for-sale condominiums annually. Of that potential, units priced above \$150,000 could be delivered as market-rate housing. The for-sale multifamily market has been very limited in Atlanta since prior to the Great Recession. Upon its return, we expect Buckhead to be a sought-after area for condominium buyers.

The outcome of this analysis is intended to provide a guide for master-planning the LCI study area. The results are a measure of market viability not a recommendation for development. The development sites, land costs and zoning/entitlement. In general, the higher density development, including stacked residential units and mixed use buildings, will best serve the market where greater pedestrian infrastructure is available.

Any major “shocks” to the local, regional or national economy (either positive or negative) that would cause a re-evaluation of the household growth or turnover assumptions would provide cause for re-evaluation of the analysis.



**Livable
Buckhead**

The Buckhead Strategic Sustainability Action Plan 2018 - 2021