



# BARGE RD

## REQUEST FOR QUALIFICATIONS

For the Redevelopment of City of Atlanta-Owned Property at 0 Barge Rd  
For Integration of Neighborhood Amenity and Ownership Housing



ATLANTA  
URBAN DEVELOPMENT



METRO ATLANTA  
LAND BANK

# Foreword



Under the leadership of Mayor Andre Dickens, the City of Atlanta has committed to the goal of building or preserving 20,000 units of affordable housing by 2029.

In pursuit of that goal, the City of Atlanta and Atlanta Housing have collaborated to create the Atlanta Urban Development Corporation (Atlanta Urban Development, or AUD), a non-profit subsidiary of the Atlanta Housing positioned to lead housing developments on publicly-owned land.

AUD is a specialized non-profit tasked with turning public land assets into attractive, amenity-rich, mixed-income housing developments that offer quality, affordable, stable homes for all Atlantans. AUD is positioned to work flexibly with both private sector developers and public sector landowning agencies to realize new developments that will have a positive impact on residents, neighborhoods, and the City as a whole. The AUD model prioritizes long-term affordability and public control of assets via a new model of public land development. At the same time, by offering a unique toolkit of financial resources, AUD can achieve its affordability goals without relying on scarce, over-tapped resources such as the Low-Income Housing Tax Credit. AUD is pleased to further its commitment to Atlanta with the Barge Road Development and invites you to be a part of this historic endeavor.

## John Majors

**CEO | Atlanta Urban Development Corporation**

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# Let's work build hope Barge



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# Executive Summary

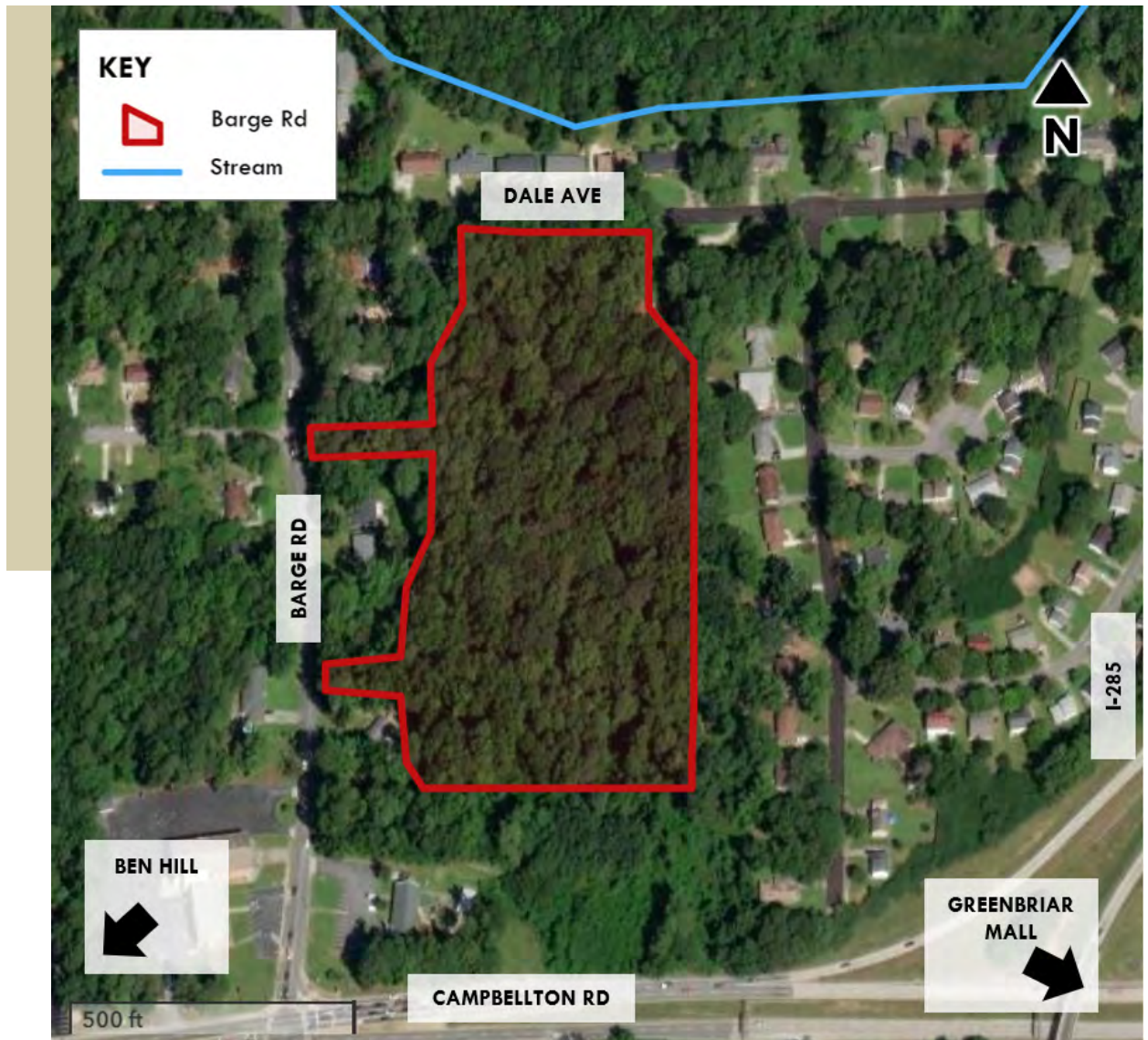
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The Atlanta Urban Development Corporation d/b/a Atlanta Urban Development (“AUD”) and Fulton County/City Of Atlanta Land Bank Authority, Inc., D/B/A Metro Atlanta Land Bank are jointly soliciting responses to this Request for Qualifications (“RFQ”) from interested and qualified developers (each, a “Respondent”) for the development of property at 0 Barge Rd.

The City of Atlanta, Atlanta Urban Development Corporation (d/b/a Atlanta Urban Development, or “AUD”, and Fulton County/City Of Atlanta Land Bank Authority, Inc., D/B/A Metro Atlanta Land Bank are committed to revitalizing the neighborhoods of southwest Atlanta into thriving, equitable, and healthy whole neighborhood. This commitment has been demonstrated under Mayor Andre Dickens’s neighborhood strategy to prioritize community and economic development in neighborhoods located along the Campbellton Rd corridor, which includes the MARTA Campbellton Community Investment Corridor Bus Rapid Transit projects, investments in new multifamily housing like Briar Park senior housing, and the introduction of the Campbellton Overlay District.

The City of Atlanta and AUD are soliciting responses to this Request for Qualifications (“RFQ”) from qualified developers (each, a “Respondent”) to develop a 10.98-acre greenfield site on Campbellton Road as affordable ownership housing product with neighborhood amenities. The project will involve the construction of horizontal infrastructure to support the development, neighborhood amenities, and mixed-income ownership housing in alignment with future area plans, ensuring publicly owned land is used to meet the broad needs of the city. The AUD-owned property, known heretofore as the “0 Barge Rd property” subject to the proposal is made up of the following parcel:





 Site boundary, bound by Dale Ave to the north and Barge Rd to the west. Single family homes are located to the east.

- **The property is located at 0 Barge Road, Atlanta GA 30331**
- **Parcel ID: 14 025100010337**

The property is adjacent to the planned terminal station of the MARTA Campbellton Community Investment Corridor Bus Rapid Transit, currently under design. Proposed development design will incorporate connectivity with the surrounding neighborhood with the creation of attractive mixed-income housing.

AUD requests submissions from qualified Respondents demonstrating the technical and financial capacity required to launch redevelopment through a dynamic public-private partnership model. After evaluation of respondents, the selected Respondent will be given the opportunity to collaborate with AUD to finalize a development concept and plan.

AUD does not intend to issue additional procurement documents for the 0 Barge Rd property beyond this RFQ.

# Project Information

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## Project Background

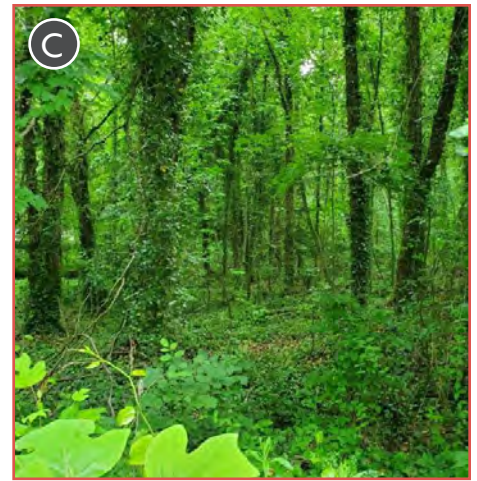
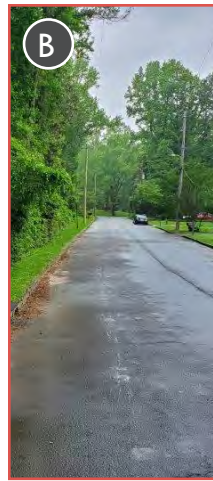
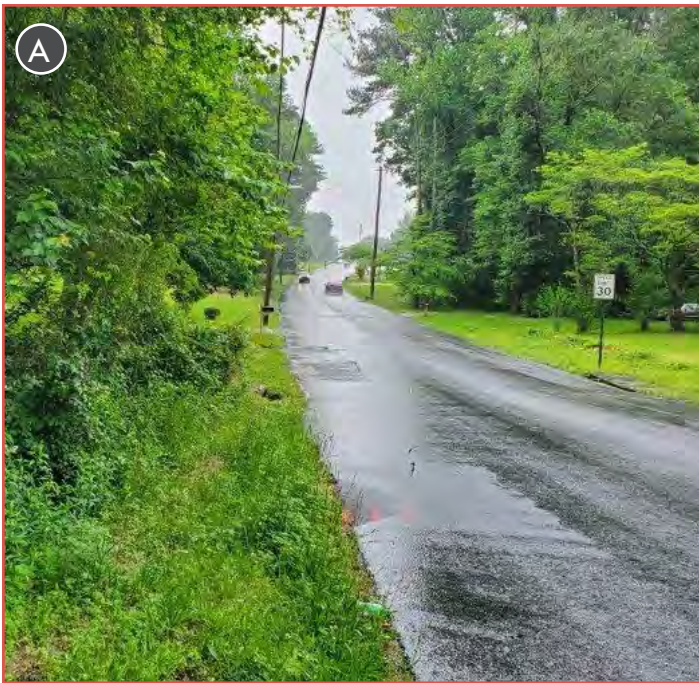
Previously in 2023, the City of Atlanta, in partnership with the Metro Atlanta Land Bank and the Campbellton Road West Corridor Community Development Corporation, sought to continue community and economic development efforts through the development of a plan for the 0 Barge Road property as new construction, ownership housing. The current Barge Road Development plans serve as a demonstration of how the City and its partners could develop the site and documents the analysis and community engagement process that informed the plan.

The Barge Rd development will involve the construction of mixed-income, ownership housing in alignment with the future area plans and community's goals for the site. The proposed development design encourages connectivity with the surrounding neighborhood and planned BRT station with the creation of attractive mixed-income ownership housing.

## Property

The Barge Rd property currently encompasses 10.98 acres of vacant, undeveloped, wooded land. The site has remained undeveloped





## Quick Facts

10.98 acres of currently vacant, undeveloped land

The site is currently zoned MR-3-C accommodating multifamily development

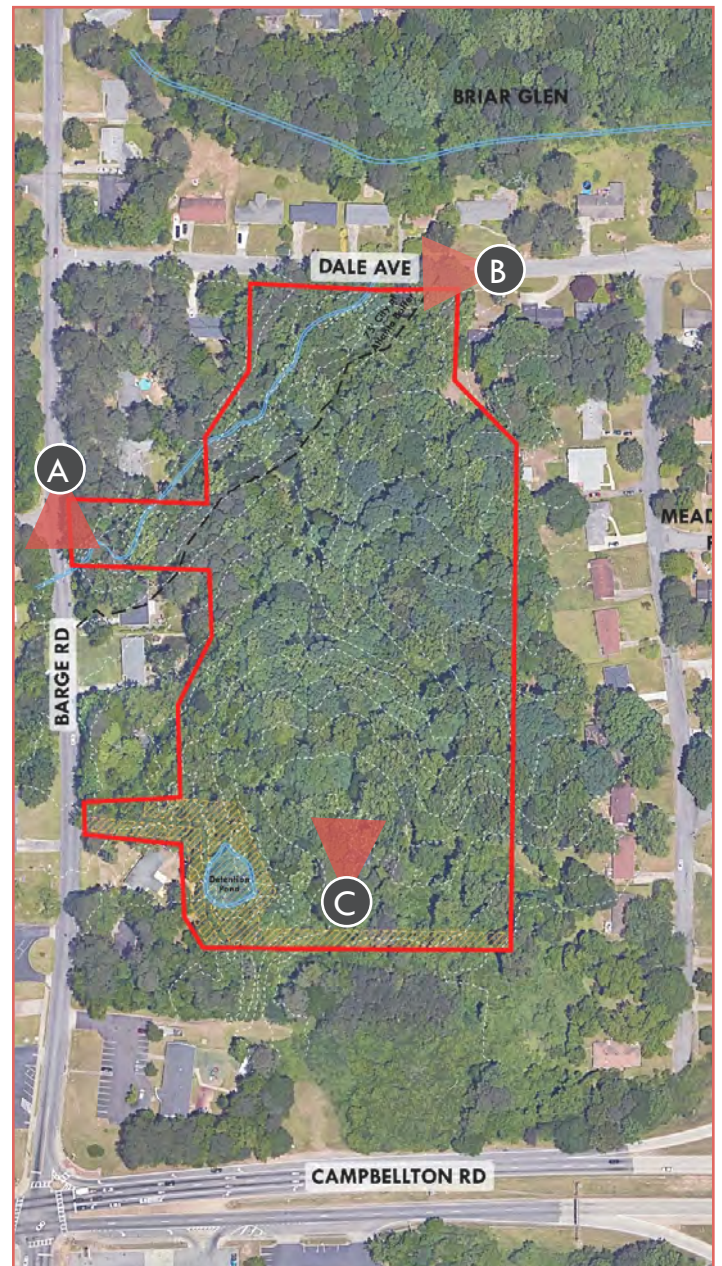
The property has never been developed, other than a retention pond located in the southwest corner

A piped creek is located on the northwest corner of the property, running from Barge Road to Dale Avenue

Access easements related to slope are located on the southwest corner of the property

The site slopes downwardly from around 960 feet on the southern boundary to 895 feet on the northern boundary over a distance of 950 feet, averaging around a 7% slope

The site slopes downwardly from around 960 feet on the southern boundary to 895 feet on the northern boundary over a distance of 950 feet, averaging around a 7% slope



Information about the property and project. The site is an approximately 11 acre greenfield with elevation change.

since at least 1938. The Metro Atlanta Land Bank and the City of Atlanta cooperatively purchased the property in August 2023 based on its size and prime location adjacent to the Campbellton BRT stop and Greenbriar Mall.

The site has remained undeveloped since at least 1938. In 2007, a master plan was created for the site and the property was rezoned to **MR-3-C** to prepare for development. Before that time, the site was zoned R-4, consistent with surrounding parcels and character of single-family zoning in the neighborhood. More detail on zoning entitlements and conditions can be found on page 15.

The preliminary due diligence conducted by the City of Atlanta on the site showed no issues that would inhibit the development of the property. Additional due diligence documents are attached to this RFQ at the end of the document.

### **Land Structure**

The land is currently held by the Metro Atlanta Land Bank. The land must be developed in accordance with the requirements of the Housing Opportunity Bond and is intended to be disposed of to AUD and its selected development partner, after which they will work together to subdivide and replat the land for fee simple ownership product.

### **Financial Toolkit**

The intent is for the proposed development to be financed through both public and private sources. Please note that AUD will not support any application for Low Income Housing Tax Credits to finance the project.

Respondents should indicate the financial resources that they are able to bring to the project. Public sources of financing that may be available include affordable housing programs such as Housing Opportunity Bond (HOB) or Tax Allocation District (TAD) financing. Other sources, such as philanthropic funding or use of tax-exempt bond financing may be considered. Potential financial resources are detailed further in the “Project Sponsors” subsection on pages 28-32.

### **Market Opportunity**

The Campbellton Corridor and Greenbriar neighborhood immediately adjacent to the O Barge Rd site is arguably the most dynamic part of Southwest Atlanta, boasting easy access to major job centers, including the area’s largest retail hub at Greenbriar, downtown, Cumberland, and Hartsfield-Jackson International Airport. In December 2024, the property directly south of the site was awarded a 4% Low Income Housing Tax Credit award for a proposal to bring 130 new construction multifamily rental units online.

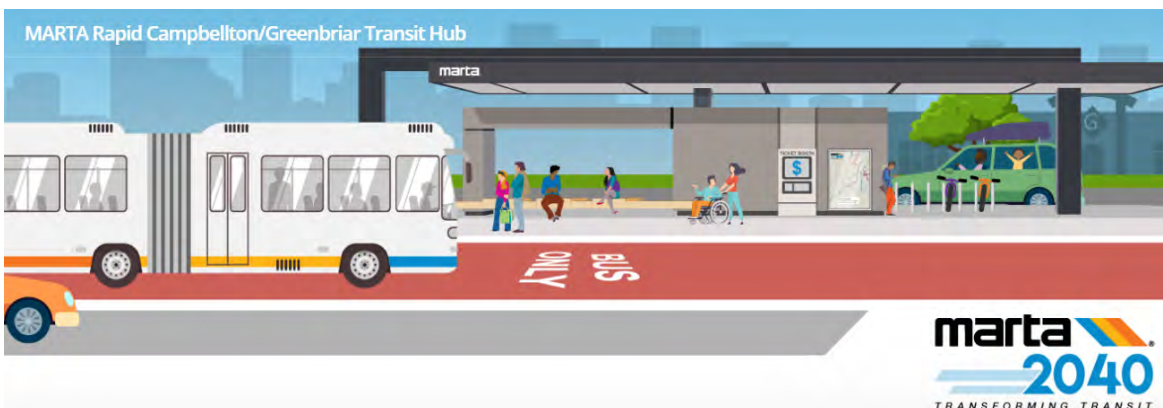
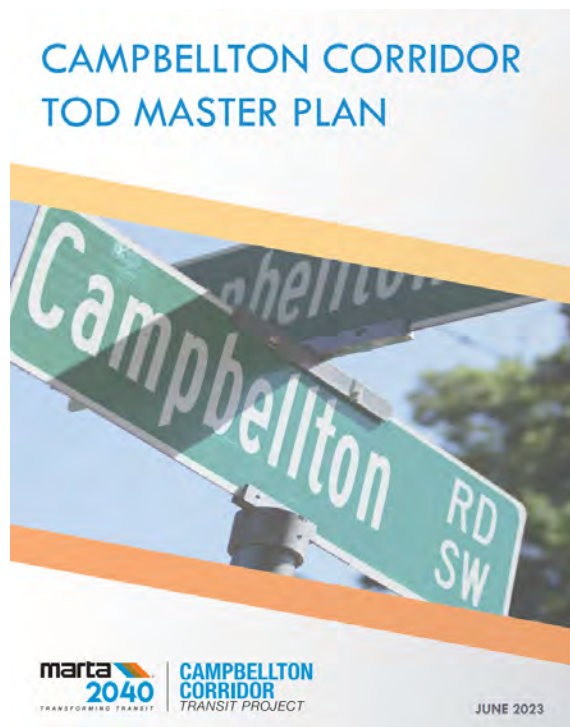
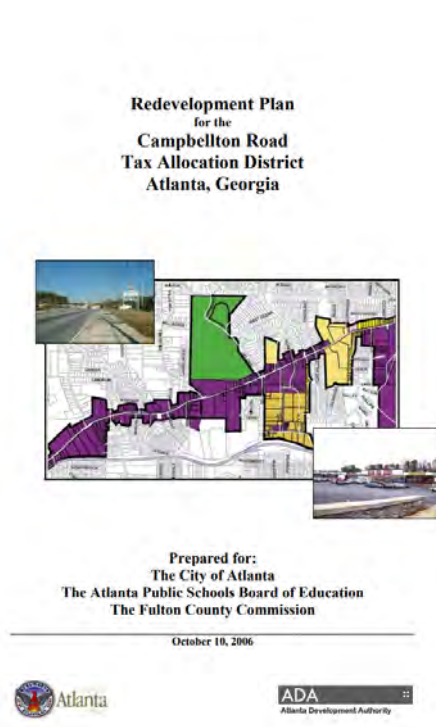
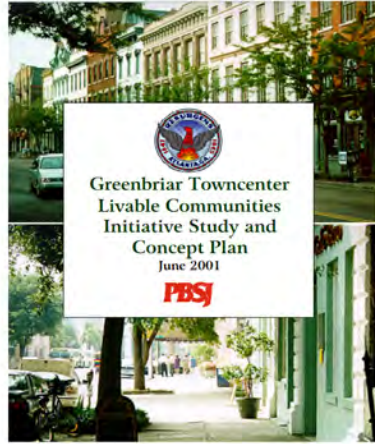
Vehicular Commute time to:

- Greenbriar Mall - 3 min
- Kroger – 4 min
- Tyler Perry Studios – 10 min
- Pittsburgh Yards – 10 min









Past studies were related to transportation planning for BRT that is currently projected to finish in 2030, while LCI studies looked at nearby Greenbriar Mall and how to equitably develop walkable communities.

Oakland City heavy rail station via the City's busiest bus route. The cutting-edge BRT investment will provide unparalleled access through MARTA rail to thousands of jobs located throughout the metro area.

## **Previous Studies**

Previous studies included LCI studies completed in 2001 and 2018, the creation of the Campbellton Road Tax Allocation District (TAD), the Campbellton Corridor Transit Project, the MARTA TOD Master Plan, and the Campbellton Road Corridor Revitalization Plan.

- **2001: Greenbriar Town Center Livable Centers Initiative (LCI) Study**  
In 2001, the City of Atlanta conducted the Greenbriar Town Center LCI Study to promote sustainable development in the Greenbriar area. The study aimed to create a more vibrant, walkable community by improving mobility options, encouraging healthy lifestyles, and providing better access to jobs and services.
- **2006: Campbellton Road Tax Allocation District (TAD) Redevelopment Plan**  
In 2006, the City of Atlanta established the Campbellton Road TAD to stimulate economic development along the Campbellton Road corridor. The plan aimed to attract private investment, improve infrastructure, and enhance the area's economic vitality. Key components included funding for public improvements and incentives for private development projects. The project site is within the TAD boundary, which qualifies it for TAD funding, outlined in more detail on page 31.
- **2018: Reimagine Greenbriar LCI Plan**  
Building upon the initial LCI study, the Reimagine Greenbriar LCI Plan was completed and adopted by the Atlanta City Council in 2019. This plan focused on revitalizing the Greenbriar Mall area and its surroundings, emphasizing community engagement and sustainable development. Key components included enhancing walkability, supporting mixed-use development, and leveraging local assets like parks and trails to improve residents' quality of life.
- **2018: Campbellton Corridor Transit Project**  
The Metropolitan Atlanta Rapid Transit Authority (MARTA) initiated the Campbellton Corridor Transit Project to enhance public transportation between the Oakland City Station and the Greenbriar Mall area. The project proposes a five-mile Bus Rapid Transit (BRT) line with dedicated lanes, aiming to improve connectivity and support economic development through transit-oriented and joint-development strategies. The project is currently in the planning and design stage, with a targeted completion date of 2030. A new transit hub at Greenbriar Mall is also under consideration.
- **2023: Campbellton Transit-Oriented Development (TOD) Master Plan**  
As part of the Campbellton Corridor Transit Project, MARTA completed a TOD Master Plan in 2023. This plan focuses on leveraging the proposed BRT line to stimulate mixed-use development, affordable housing, and community amenities near transit stations, particularly around the planned Greenbriar Mall transit hub.

These initiatives collectively aim to transform the Greenbriar and Ben Hill neighborhoods into more connected, vibrant, and sustainable communities, fostering economic growth and

improving the quality of life for residents. The planning for the neighborhood at large indicates that the area is growing, and there is a need for diverse housing types to support existing and new residents alike.

### **Ownership Housing Trends**

The study area has a strong foundation for expanding single-family homeownership through detached housing and townhomes, addressing a crucial gap in the local housing market. While multifamily housing remains stable, with over 5,600 units across 26 properties, the availability of larger, family-oriented housing options is limited. The rising demand for ownership opportunities is evident in the significant increase in incomes, homeownership, and educational attainment between 2017 and 2022. In that timeframe:

- **The mean income in the area grew from \$47K to \$75K.**
- **1,300 new homeowners entered the market.**
- **The percentage of residents with a bachelor's degree or higher increased from 29% to 39%, while those with less than a high school diploma dropped from 13% to 7.6%.**

Despite these positive economic trends, new townhomes entering the market are priced nearly double the average rent of existing multifamily units, making them inaccessible for many long-term residents. This affordability gap is particularly challenging for families, as most new multifamily developments consist of 1- and 2-bedroom units. As a result, the number of households with children has declined by over 500, while single-person households have increased by 400.

Developing attainable single-family housing and townhomes offers a critical solution to this imbalance. It provides stability for families, preserves homeownership opportunities for legacy residents, and meets the growing demand for ownership in a community experiencing economic growth. By diversifying the housing stock, this development can ensure long-term affordability and help retain residents who wish to invest in and contribute to the neighborhood's future.



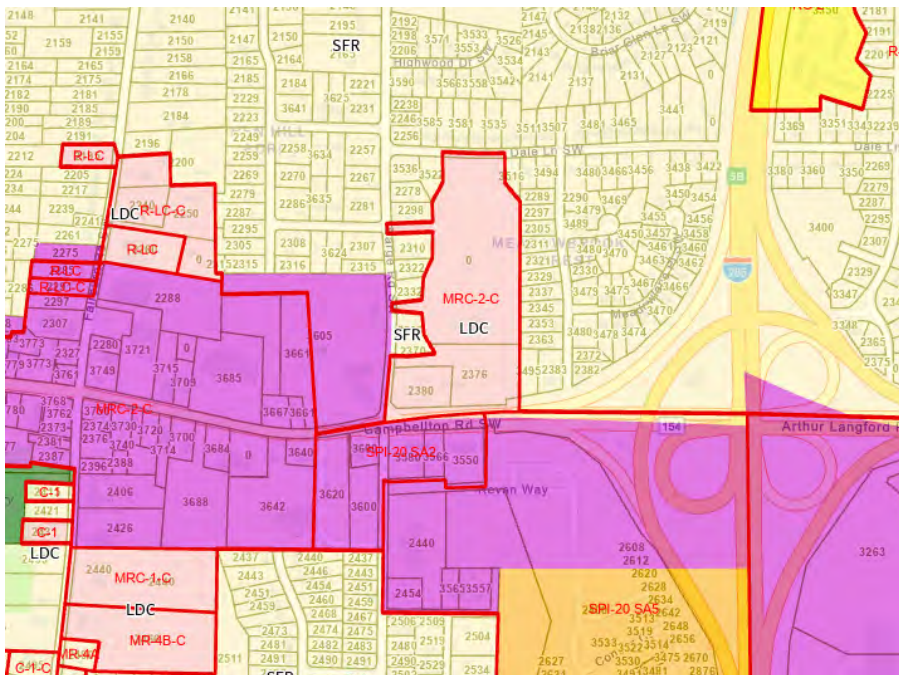
## Zoning Entitlements

The O Barge Road site was rezoned to **MR-3-C** (Multifamily Residential Conditional) in late 2024. The current MR-3-C zoning designation requires mixed-use commercial development on the site as well as the development of the adjoining parcels conditional to the design proposed in the 2008 master plan. Additionally, the property is located within the Low-Density Commercial Future Land Use designation and is adjacent to a Mixed-Use district encompassing the Greenbriar Mall area. AUD has ensured that the site is appropriately zoned for the requirements of this project. No additional rezoning is required.

Zoning for the site has two conditions which dictate redevelopment of the property.

- 1. A 6' opaque fence shall be erected along the rear parcels of the single family properties fronting Dale Lane SW and Barge Road SW adjacent to the proposed trail in the development.**
- 2. Existing trees within the required 20' transitional yard on the east side of the site (properties fronting on Cherry Blossom Lane SW) shall be maintained and shall not be disturbed during or after construction.)**

## Current Future Land Use and Zoning of Surrounding Properties



As of Q4 2024, the site has been rezoned to MR-3-C. Above, current future land use and zoning of surrounding properties is marked by the different colors surrounding the site.

# Project Scope

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## Development of Barge Rd Site

AUD has been charged by the City of Atlanta to oversee the redevelopment of the 0 Barge Rd site into a mixed-income ownership single family detached homes and townhomes.

In this procurement (the “Project”), AUD seeks a development partner that can:

- **Conduct the development of horizontal infrastructure on the 0 Barge Rd property (“Infrastructure”), and**
- **Conduct the development of housing on the 0 Barge Rd property (“Housing”)**
- **Conduct the development of community amenities on the 0 Barge Rd property (“Amenities”)**

Infrastructure may include managing horizontal infrastructure to support and creating additions/new construction on the site. Horizontal infrastructure may include necessary sewage, water, utilities, roads, sidewalks, and other needs to support the 0 Barge Rd site and its connectivity to the neighborhood at large. Amenities may include any proposed neighborhood amenities such as green space, park, or playground space as part of the development. The City has conducted several due diligence studies that will be provided as attachments to this RFQ to illuminate the existing conditions of the site.

Both the infrastructure and housing components should be designed in such a way that establishes a strong market, facilitates the completion of the entire development, meets the Development Commitments of the rezoning legislation outlined previously on page 15, and aligns with the Development Priorities outlined on pages 18-19 of this RFQ.



The above block diagram represents the desired pattern for development within the site that utilizes the access easements to Barge Rd. The diagram also shows preservation of the detention pond and proposal of undeveloped green space/park land.



## Development Priorities

Invest Atlanta and the City of Atlanta have defined the following priorities for the project, organized into four main areas between overall priorities, parks and greenspace priorities, neighborhood priorities, and design considerations.

The holistic consideration of all priorities helps with understanding what the proposed development will be and how it will address larger neighborhood opportunities as well as support the community at-large through accountability to community engagement.

- **Ownership Housing Opportunity for First Time Homebuyers**

The primary goal of this development is to increase the available affordable and middle-income housing stock and to provide greater access to housing options along the Campbellton Corridor. The Barge Road site should be able to support at least 100 units of single-family attached or townhome housing with an average of 10 units per acre. At least 30% of the units should be designated as “affordable” and sold at restricted prices. Affordable units should be spread throughout the development and should be of similar quality, size, design, appearance, energy efficiency, and performance as the market-rate units. They should be of similar quality in size, design, appearance, and energy efficiency as the market-rate units. Creative options to expand, deepen, or lengthen affordability are encouraged, including, but not limited to, options that support permanent affordability by utilizing land trust or other shared ownership models.



- **Housing Design**

Housing and community design should achieve modern, attractive elements that promote community cohesion and enhance the residential experience. The design of the property should be exemplary both in terms of the lifestyle it affords through its interior design and the refinement it achieves in its exterior architecture. The design should respond to and incorporate feedback received from stakeholders and community engagement, including design elements which keep with the neighborhood character. Floor plan designs should include accommodations for families and, where possible, allow for flexible adaptivity to respond to future needs. Respondents should clearly articulate how their floor plans respond to the needs of future residents and identified housing gaps in the surrounding communities.



- **Family Friendly Community**

To ensure a well-integrated development and build off of a strong track record of community engagement for the site, proposed development plans should outline their approach to maintaining regular community engagement throughout the development process. Stakeholder engagement with nearby developments, community organizations, MARTA, MALB, and others also demonstrate an ongoing commitment to the Campbellton Road revitalization efforts.





As part of community engagement, participants were asked what they see for the future of the Barge Rd site in terms of overall development goals. Key priorities included creating diversity in housing options with first-home buyers along with a neighbourhood-centred design, ensuring connectivity with transit options.

Successful partners should also prioritize design for larger households with families, providing space for families with children. Proposals should consider: larger unit sizes and blends, i.e. units with three bedrooms; family and child-oriented unit design, placement of fixtures, childproofing etc.; common space, including playgrounds, designed with children and families in mind. Building a wide variety of housing types and community features that are attractive to families are encouraged. Public and shared spaces should highlight how they enhance community cohesion and provide amenities to support families with children.



- ### Financial Resources

Potential respondents should plan to finance the development through non-LIHTC funding sources using a combination of local subsidy, incentive sources, private financing, local subsidy, and other sources. Respondents should provide an outline of how capital resources will be sourced and deployed throughout the development of the site.



- ### Walkability & Sustainability

The City of Atlanta is committed to sustainable development and clean energy practices. Respondents are encouraged to highlight relevant experience with sustainable development practices, potentially including but not exclusive to LEED and WELL Building Standards. Respondents should describe their approach to incorporating environmental sustainability into the project. The development should increase connectivity with the future Campbellton Rd BRT line through providing for safe alternative modes of transportation, such as a pedestrian trail through the site or provision for part of the site for a greenspace/park. The development should maintain tree canopy where able.

## Design Considerations

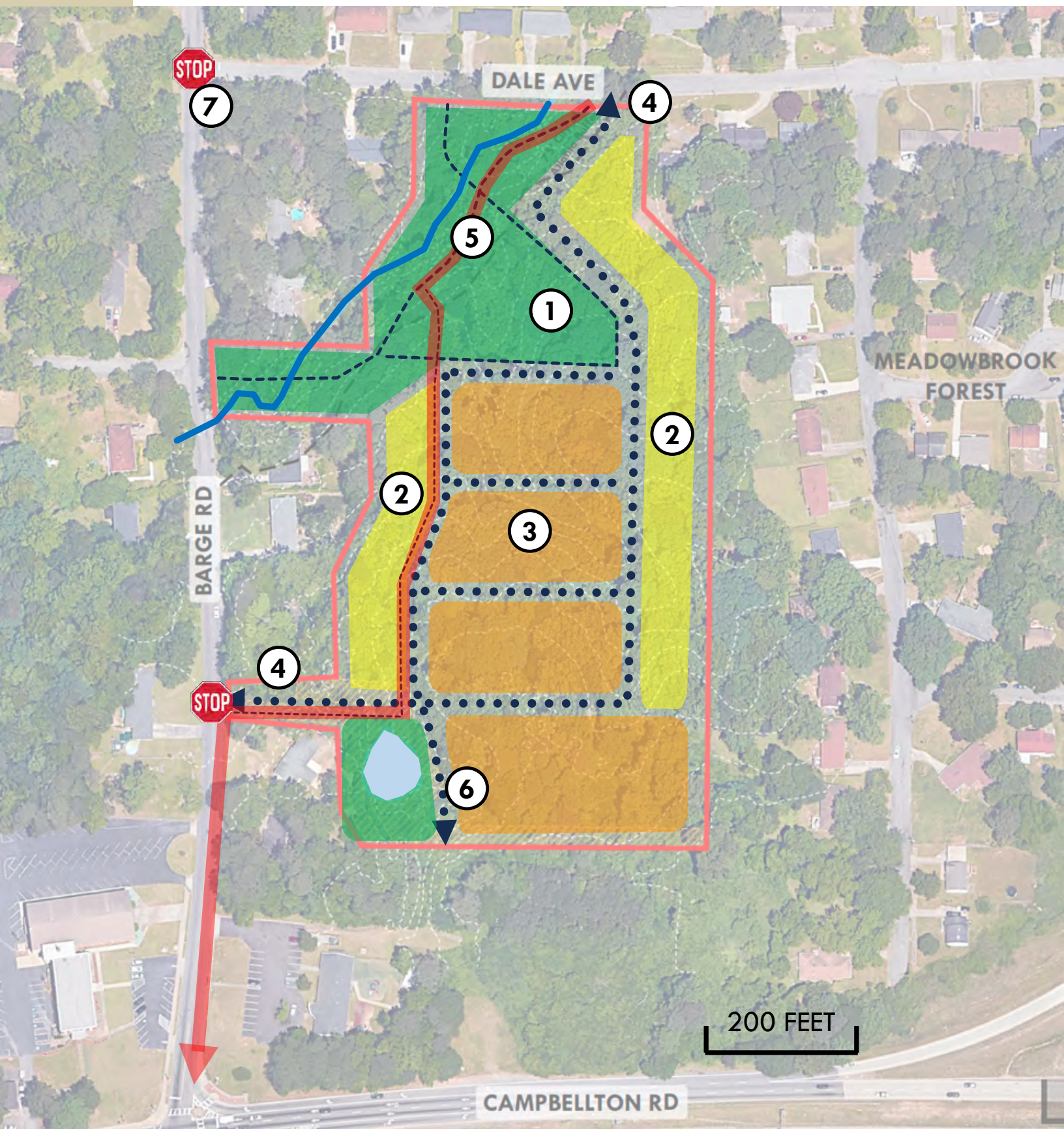
Striking, high-quality architectural, urban and landscape design that presents the Barge Road development as an attractive and welcoming space

- **Architecture**  
Architectural design should be striking, appropriate for the neighborhood, and maintain clear relationship to the street
- **Urban Design**  
Urban design should prioritize walkability, shared spaces, easy wayfinding/navigability, and safety
- **Landscape Design**  
Landscape design should seamlessly interweave the site with greenery to existing and planned recreational amenities
- **Sustainability**  
Design should prioritize materials, floor plans, and construction techniques that are best practices for energy efficiency, weatherization, and long-term durability of the development

## Development Concept Diagram (right)

- 1 Maintain about 30% of the property as park or greenspace with a large amount of canopy and tree specimen preservation
- 2 Single-family detached buffer on eastern and western edges of the property
- 3 About 100 units total mixed between single-family detached and attached
- 4 Multi vehicular ingress/egress points –Barge Rd and Dale Avenue
- 5 Pedestrian or biking access points
- 6 Potential future road connections for redeveloped properties to the south
- 7 New street calming infrastructure along Barge Road





The above image is a depiction of one possibility for the site. The bubble diagram concept that visually demonstrates guidelines for the plan, including greenspace/canopy preservation, unit type and mix, and planned infrastructure improvements.

# Neighborhood

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## Surrounding Area

Nestled in the southwestern quadrant of Atlanta, the Ben Hill and Greenbriar neighborhoods offer a harmonious blend of historical significance and contemporary growth. Established in the 1820s, Ben Hill began as Mount Gilead Cross Roads and has evolved into a vibrant community known for its rich heritage and strong sense of unity. A cornerstone of this history is the Mt. Gilead United Methodist Church, founded in 1824, standing as one of Atlanta's oldest religious institutions. Today, Ben Hill is predominantly an African American community, celebrated for its numerous Black-owned businesses and the historic Greenbriar Mall, a central hub for shopping and social gatherings.

The area is poised for transformative developments aimed at enhancing connectivity and fostering economic growth. A significant initiative is the planned Bus Rapid Transit (BRT) line along Campbellton Road. This project, spearheaded by MARTA in collaboration with the City of Atlanta, seeks to link the Greenbriar Mall area to the Oakland City MARTA Station. Currently, this corridor is served by one of MARTA's busiest bus





Site in relation to other landmarks in the neighborhood. The site is just outside of I-285, flanked by Barge Rd to the west, Campbellton Rd to the south, Dale Rd to the north, and Cherry Blossom Rd to the east.

routes, Route 83. The introduction of the BRT, featuring dedicated lanes and a transit hub at Greenbriar Mall, promises to revolutionize local transit, offering residents expedited access to employment centers, services, and recreational venues.

Complementing the transportation advancements, the Campbellton Road corridor has been designated as a Tax Allocation District (TAD) by Invest Atlanta. This designation aims to stimulate economic development by attracting investments, preserving the residential character, and enhancing commercial appeal. Key objectives include revitalizing commercial zones and supporting major projects like the redevelopment of Fort McPherson and the expansion of the Atlanta BeltLine, both of which are anticipated to serve as catalysts for further growth in the region.

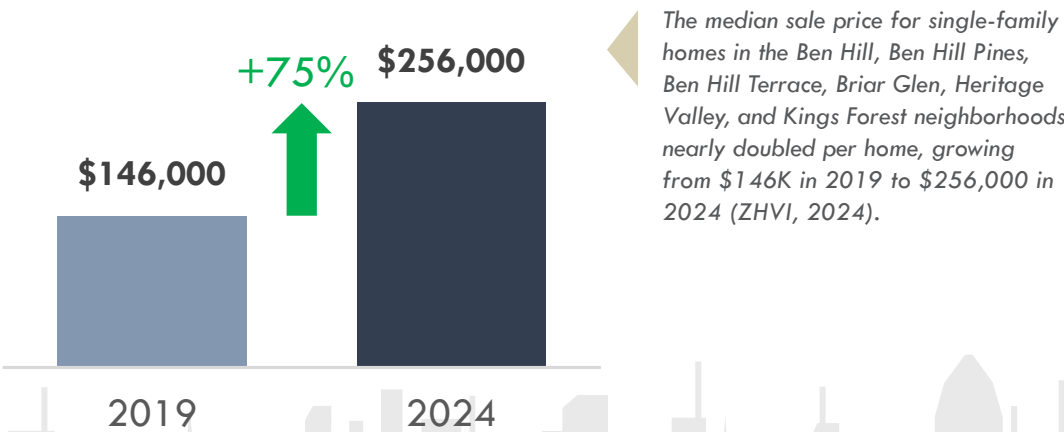
The synergy of these initiatives underscores a commitment to thoughtful development that honors the area's historical roots while embracing future opportunities. For potential respondents, this presents a unique chance to contribute to a community on the cusp of significant transformation, ensuring that new developments resonate with the rich cultural tapestry and aspirations of Ben Hill and Greenbriar residents.

Housing Market Overview

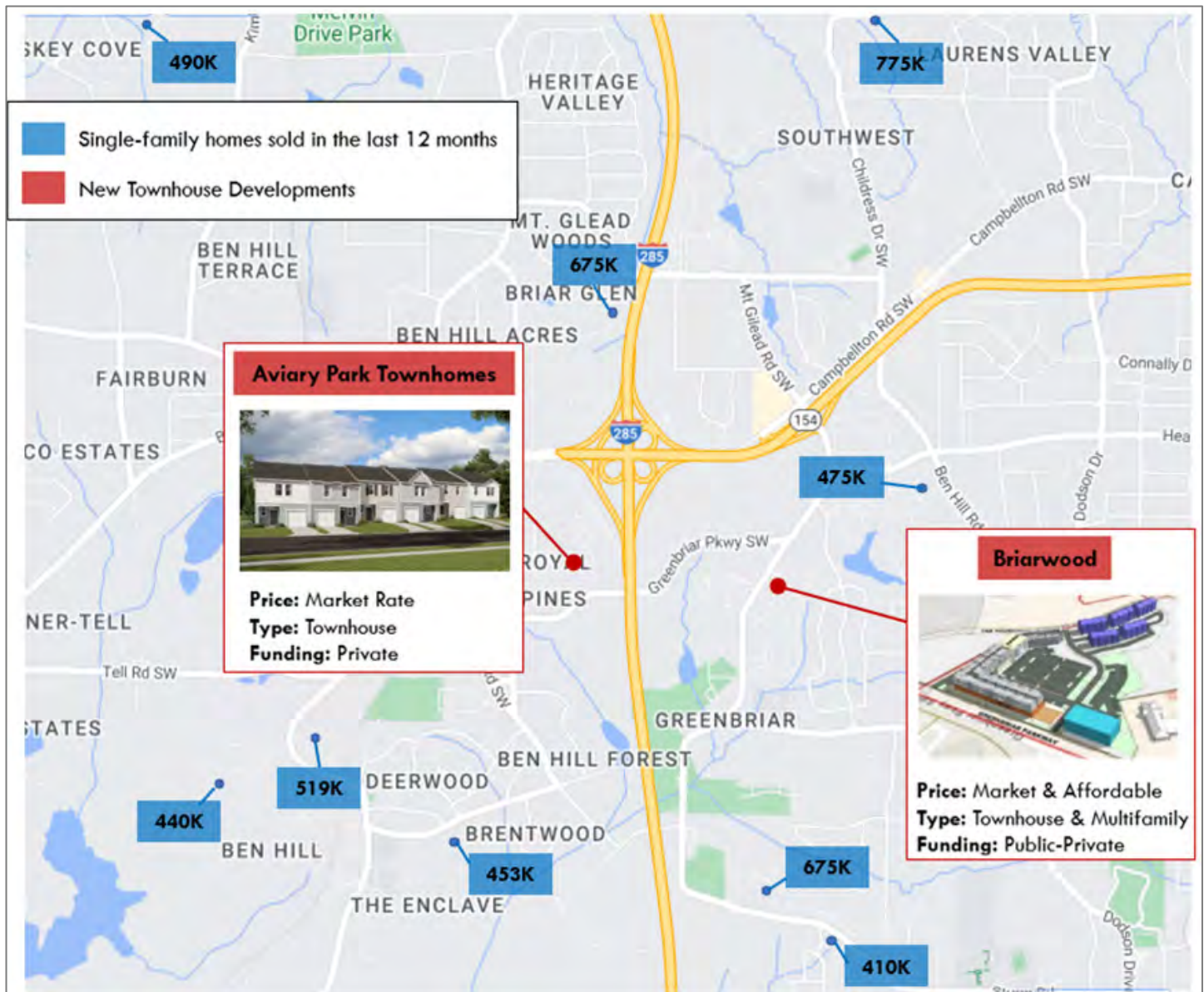
The Ben Hill and Greenbriar neighborhoods in Atlanta are experiencing dynamic shifts in their housing markets, presenting unique opportunities for single-family homeownership to bolster community development.




- Median Home Prices:** As of January 2024, Ben Hill’s median listing home price stood at \$494,900, reflecting a significant 32% year-over-year increase. In contrast, Greenbriar’s average home value was \$253,625, marking a 2.2% decrease over the past year. These figures highlight the diverse property values within these adjacent neighborhoods.
- Market Competitiveness:** The housing market competitiveness varies between the two areas. Greenbriar is considered somewhat competitive, with homes selling for a median price of \$192,000, an 8.8% decline from the previous year. In Ben Hill Terrace, the market is also somewhat competitive, with homes selling in approximately 94 days and achieving about 97% of the listing price. These metrics suggest a balanced market, offering potential buyers reasonable negotiation opportunities.
- Home Value Trends:** Home values in these neighborhoods exhibit distinct trends. Ben Hill has seen a robust appreciation, with median listing prices rising by 32% year-over-year as of January 2024. Conversely, Greenbriar experienced a slight decline, with average home values decreasing by 2.2% over the past year. These trends reflect varying demand dynamics and investment potentials within the communities.
- Housing Occupancy:** Specific data on housing occupancy rates for Ben Hill and Greenbriar is limited. However, the existing market conditions, characterized by moderate competitiveness and varied home value trends, suggest a stable occupancy landscape. The introduction of new single-family homes and townhomes is poised to attract both current residents seeking upgraded housing and new families desiring to join these communities.

Sources: Redfin, Zillow, Point2Homes







<p><b>675K</b> 3445 Mt Gilead Rd</p>  <p><b>Sales Price:</b> \$675,000  <b>Sale Date:</b> July 2023  <b>Sq Ft:</b> 3,357  <b>BR:</b> 4</p>	<p><b>519K</b> 2705 Milestone Way</p>  <p><b>Sales Price:</b> \$518,689  <b>Sale Date:</b> December 2023  <b>Sq Ft:</b> 2,822  <b>BR:</b> 4</p>	<p><b>453K</b> 3047 Eastbrook Ter</p>  <p><b>Sales Price:</b> \$452,500  <b>Sale Date:</b> June 2023  <b>Sq Ft:</b> 3,299  <b>BR:</b> 5</p>
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The market for for-sale housing in the Barge Road study area has changed dramatically in the past five years. There has also been an influx of higher priced new construction in the area selling for over \$400K.

# Project Sponsors

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The Atlanta Urban Development Corporation (“AUD”) has been selected by the City of Atlanta to oversee the redevelopment of Barge Rd and to serve as the primary public contact.



## About AUD

AUD is a non-profit, independent subsidiary of Atlanta Housing and is responsible for facilitating the development of publicly owned land as mixed-income communities that contribute positively to the needs of the City and its residents. The organization has been designed from the ground up to realize a new model of mixed-income housing development through a unique toolkit of local funding and financing sources.

Additionally, AUD was structured to create new efficiencies in procurement, long-term phased development, and partnerships with development teams, as well as with other public and nonprofit stakeholders.

AUD intends to work closely with the selected development partner during procurement, pre-development, construction, stabilization and beyond. The following sections provide an overview of AUD’s background, priorities, available resources, and partnership structure for the redevelopment of Barge Rd.

Atlanta Urban Development is a specialized nonprofit tasked with turning public land assets into marketable, mixed-income housing developments that offer quality, affordable, stable homes for all Atlantans. AUD is equipped with a unique toolkit to achieve affordability goals and facilitate project development. AUD will actively partner with developers and stakeholders to create inclusive communities where residents can thrive. AUD is governed by an independent board appointed by Atlanta Housing and the City of Atlanta, is directed by CEO John Majors, and employs a staff dedicated to public land development.

## **Values**

AUD will select a developer that demonstrates its ability to strategically partner to meet the following organizational priorities.

- **AUD developments introduce, deepen, or widen affordability offerings and provide long-term affordability to stabilize tenants and neighborhoods.**
- **For homeownership product, AUD's minimum expectation is that 30% of ownership product is designated affordable, with at least 10% of the units be sold at 100% AMI or below and 20% at 80% AMI, with resale restrictions in place to keep units affordable. AUD welcomes proposals that can deepen, expand, or lengthen affordability in homeownership product beyond this minimum expectation. AMI levels are provided by Invest Atlanta's AMI table. Housing price points and resale restrictions are approximate and will be negotiated with AUD.**
- **AUD is open to proposals with alternate tenure models, such as land trusts, housing cooperatives, and other structures.**
- **AUD represents the City of Atlanta to ensure that projects align with the City's housing and neighborhood development priorities, including providing affordable and stable housing for families with school-aged children, aligning housing with public investments to support the development of whole, healthy, thriving neighborhoods, and introducing development into up-and-coming markets, such as the Campbellton Road Corridor.**
- **AUD encourages the deployment of innovative solutions for procurement, acquisition, financing, and deal structuring to optimize a project's benefit to the public.**
- **The AUD model provides affordability through innovations in public subsidy and financing, without compromising on construction or architectural quality.**
- **AUD properties should be market-competitive with healthy financial performance that ensure holistic public goals can be met.**

## Potential Resources

AUD's participation in deals unlocks unique resources and subsidy sources to maintain the financial viability of the project.

- **Leveraging the value of publicly-owned, -entitled, and -improved land**  
Respondents should indicate and justify an appropriate discounted value of the entitled land to meet project goals.
- **Channeling publicly-sponsored financial incentives to lower the cost of capital for construction and permanent financing**  
AUD intends to support the development project by facilitating relationships with administrators of public funding sources.
- **Offering full property tax exemption for housing product that maintains long-term AUD involvement and affordability through a Private Enterprise Agreement (note: PEAs cannot be provided on homes marketed as fee simple ownership)**
- **Coordinating relationships between with public authorities, financial partners, and governing entities to secure access to public resources throughout the development process on behalf of the development partnership.**  
This includes working with the selected developer to maintain relationships with City of Atlanta leadership and departments, Invest Atlanta, the Urban Residential Finance Authority, the Tax Assessor of Fulton County, the Metro Atlanta Land Bank, and others.

## Partnership Structure

Once an applicant is selected, AUD will work to establish partnership terms.

The AUD model is centered around strong development partnerships with private sector experts, solidified in a joint venture structure. The JV partnership agreement will ensure that risk and project upside appropriately structured and aligned across development partners. Risk and profit sharing will be negotiated between AUD and the development partner and will be commensurate with ownership interest, activities, and financial participation of the parties involved.

Campbellton Rd West Corridor CDC (CRWCCDC) will serve as a co-developer in the development entity responsible for redeveloping the Site and work to ensure that all community engagement and community benefit efforts are coordinated and done in a way that centers neighbors throughout the entire process. AUD regards CRWCCDC as a partner in all development partnership negotiations, plan development and community engagement in regards to the Barge Rd project.

The specific terms, participation, role and fee splits will be negotiated with the selected lead development partner upon completion of the selection process. CRWCCDC shall receive a Project Management Fee; a percentage of the developer's fee; a percentage of the profit. Should the CRWCCDC bring additional capital to the partnership (Grant, Foundational funds, etc.), the parties will negotiate an increase in the negotiated developer fee and /or profit for CRWCCDC.



## **Roles and Responsibilities of AUD & CRWCCDC**

- **Project Planning:** Identify and secure funding sources necessary for capitalizing on future development. Share known opportunities for sources that may support the development of AUD-led projects. Where appropriate, participate in project feasibility analysis and design sessions.
- **Procurement:** Collaborate with AUD to ensure a fair and impartial procurement process for selecting project developers, which also includes resident participation and input, up to recommending and supporting neighbors to participate in evaluation committees. Co-develop the solicitation narrative by providing essential information regarding CRWCCDC, its role, expertise, development plans, partnerships, strategies, initiatives, and other information as deemed necessary.
- **Development:** Work in close collaboration with selected developers as a co-developer in the development entity, facilitating community meetings, communications
- **Community Engagement:** CRWCCDC will serve as the community engagement lead while implementing an effective community engagement strategy that ensures effective connection and communication between the development team, neighbors, and community partners.

## **Roles and Responsibilities of Selected Development Partner**

The selected development partner will be responsible for ensuring the successful completion of construction and stabilization of the Project, including:

- **Providing or compiling a capable, experienced, professional development team to realize AUD's and the City's goals of this procurement and development**
- **Playing a significant role in ensuring that the final site planning and design align with the initial master plan and project priorities**
- **Securing financing for construction, including appropriate guarantees, and providing a permanent finance takeout plan**
- **Working with partners to ensure the seamless integration of Barge Road into broader area park and infrastructure planning**
- **Leading horizontal site development as determined by the development agreement**
- **Supporting the development of community amenities as determined by the development agreement**
- **Leading vertical site development as determined by the development agreement**

- **Participating in ongoing community engagement and communications throughout the development of the property**
- **Marketing housing units to future homeowners, renters, commercial tenants, and other long-term users**

Because of the importance of AUD projects to the City's future planning goals, AUD anticipates a close working relationship with development partners from predevelopment to asset stabilization. Partnerships may be structured to continue into operations or may be dissolved at stabilization. The AUD model is designed to allow project appreciation and value growth, representing a unique opportunity to enjoy limited-risk upside through AUD partnership.

In addition to facilitating relationships with public entities, AUD will support ongoing collaboration with aligned public partners, foundations and nonprofits such as AUD, the City of Atlanta, Community Foundation of Greater Atlanta, PATH Foundation, Trust for Public Land, and others. AUD will support ongoing partnerships with community members that were established during the City of Atlanta's community engagement and rezoning processes.

### **About City of Atlanta**

The City of Atlanta, under the leadership of Mayor Andre Dickens, is committed to expanding affordable housing opportunities, with a particular emphasis on homeownership. Recognizing the importance of stable, long-term housing solutions, the Mayor has set an ambitious goal to build or preserve 20,000 units of affordable housing by 2030.

The City also emphasizes the importance of development without displacement, ensuring that both newcomers and legacy residents have access to diverse housing options. This development is part of a broader vision along the Campbellton Corridor to invest in long-term healthy, safe, and thriving neighborhood development.

Through these concerted efforts, the City of Atlanta and its partners are actively working to create pathways to homeownership, empowering residents and strengthening communities across the city.

### **Potential Resources**

The City of Atlanta recognizes the need for support across agencies, departments, organizations, and partners to meet the holistic project goals. While the expectation is that much of the development of Barge Road is self-capitalizing through use of AUD's development tools, additional resources may be required to meet other broader economic development, community development, affordability, and homeownership goals.

The City of Atlanta expects the development team to align development programming and timelines with the subsidy requirements of public and non-profit entities to reduce project costs and support an efficient and timely delivery.

Below is a list of some of the funding and resources that may be available for project development.

- **Campbellton Road Tax Allocation District (TAD) Programs**

The Barge Road site may qualify for TAD funding, administered by Invest Atlanta. Available development-phased TAD programs include the Resurgens grant fund, Pay as You Go incentives, and the Predevelopment Loan program. Detailed information regarding TAD programs are provided below. Respondents should note that eligibility for TAD funding may include deeper or broader affordability targets.

**Resurgens Fund:** Invest Atlanta intends to utilize available tax increment from the Campbellton Road Tax Allocation District to provide gap financing for catalytic real estate projects. Under the Resurgens Fund program, qualified property owners and/or developers may apply for a grant to aid in the construction of small to medium sized catalytic real estate projects, including be not limited to single and multifamily residential projects, commercial (retail/office) property development, and public infrastructure or public facility improvements within the designated TAD boundary.

Invest Atlanta’s priority objectives for projects seeking to apply for Campbellton Road TAD funding through the Resurgens Fund include:

- Creation of new or renovated affordable and workforce residential development, including new for sale affordable residential options, located at or adjacent to existing MARTA stations and/or bus stops, and planned Campbellton Road BRT stations;
- Reuse of historic, vacant and/or obsolete buildings and redevelopment of parking lots into activity generating uses; and
- New retail development that provides neighborhood goods and services, dining options, or cultural amenities, and contributes to the accessibility of living-wage jobs within the Campbellton Road TAD neighborhoods.

**Pay As You Go Incentives:**

Invest Atlanta invites qualified developers and property owners to apply for Campbellton Tax Allocation District (“TAD”) Pay As You Go funding assistance for large-scale catalytic real estate projects within the Campbellton Tax Allocation District (“Campbellton”). Pay As You Go Financing is not an upfront grant, but rather a program that allows eligible projects to be reimbursed for a portion of their annually paid property taxes. Once a project is completed, and the property tax revenues generated by the project increase, property taxes paid are eligible to be partially reimbursed on an annual basis.

Invest Atlanta’s priority objectives for projects seeking to apply for Campbellton TAD funding through the Pay As You Go program include:

- New mixed-income residential development located along or adjacent to future Atlanta Streetcar or other transit routes, existing MARTA stations and/or bus stops, and planned BRT stations;
- Reuse of historic, vacant and/or obsolete buildings and redevelopment of parking lots into activity-generating uses; and
- New commercial development that provides neighborhood goods and services, access to fresh and healthy foods, dining options, or cultural amenities.



**Predevelopment Loan Program (PLP):**

Invest Atlanta's Predevelopment Loan Program (PLP) provides low-interest financing for eligible predevelopment activities to property owners within the Beltline\*, Campbellton Road, Perry Bolton, Eastside and Westside Tax Allocation Districts. Invest Atlanta is committed to responsibly utilizing the resources, economic incentives, programs and financial tools available to increase sustainable, living-wage jobs, affordable housing, and reduce income and wealth gaps across racial and social-economic lines; and help ensure all Atlanta neighborhoods and residents have access to the services and amenities they need to thrive.

Predevelopment work and analysis is necessary to bring projects to a level of financing viability but securing capital for preconstruction activities may present an obstacle for legacy property owners, small non-profits, and emerging, local developers. The PLP aims to alleviate predevelopment challenges with low-cost financing, thereby expediting and expanding development activity for catalytic and neighborhood-scale affordable housing, commercial, and mixed-use projects.

Additionally, public and nonprofit partners, such as Invest Atlanta and Atlanta Housing, offer incentives to buyers to support access to homeownership opportunities. These include:

- **Down Payment Assistance Programs**

Atlanta Housing offers up to \$20,000 in down payment assistance to eligible first-time homebuyers, with increased support of up to \$25,000 for public safety personnel, healthcare workers, educators, military members, veterans, and voucher participants. Invest Atlanta offers an additional \$20,000 in Downpayment Assistance for qualifying first-time homebuyers.

Other Downpayment Assistance programs may also be available, such as through the Federal Home Loan Bank's Atlanta office. Most Downpayment Assistance programs can be combined. DPA recipients must work with an approved lender to access the programs, and income and asset eligibility requirements exist. For more information, see the Appendix.

Additional support programs can help facilitate the development process, including:

- **Coordination with permitting and other City offices**

The City of Atlanta works closely across its permitting and capital improvements staff to support the redevelopment of public land through AUD. These working relationships can be leveraged to support a timely and cost-efficient redevelopment of the site, including possible resources related to the restoration of Proctor Creek through the Department of Waste Management (DWM) and Army Corps of Engineers.

- **Ongoing coordination with partners and community**

The City of Atlanta's Housing Innovation Lab has been an integral leader in the design and rezoning of the Barge Rd site, including working closely with community members to articulate a vision for the future of the site. The City may continue to elevate these relationships and support coordination between the project team and the community to ensure that the development has a positive impact on existing community members and stakeholders.



Examples of ongoing collaborators that the City of Atlanta and AUD work with on housing developments across the City.

# Procurement Requirements

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Atlanta Urban Development Corporation (AUD) will serve as the primary public contact for the Project.

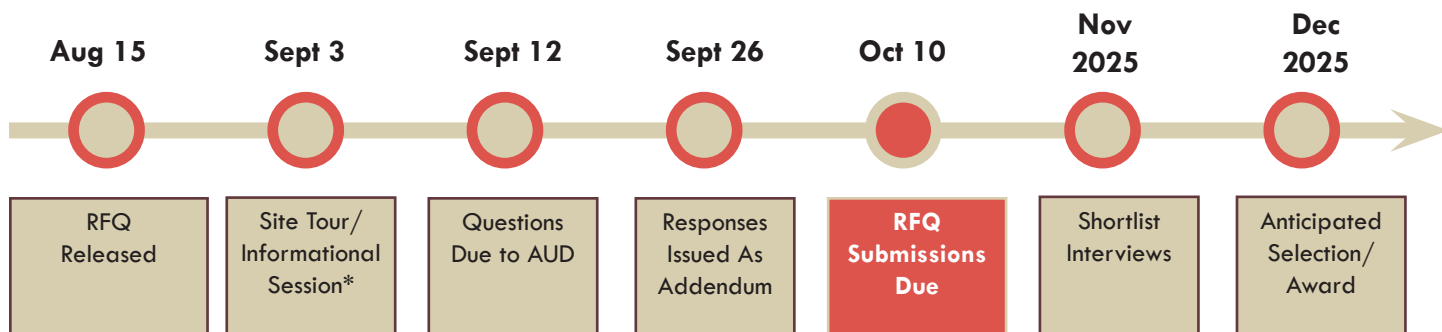
## **Project Leadership**

The Atlanta Urban Development Corporation seeks a qualified partner for the development of the Barge Rd property. AUD is leading this initiative directly and is seeking Qualification Packages from those interested in partnering to develop the project.

Please pay careful attention to submission requirements, as these will be the basis for evaluation. For each submission section below, AUD will accept only a limited number of 8.5" x 11" pages. Additionally, applicants may upload up to 26 pages of supplementary material that provide additional context to their application. Supplemental material may be referenced by the evaluation team but will not be the basis upon which applicants are evaluated.

AUD issues Requests for Qualifications to provide applicants the ability to highlight team strengths, vision, and capacity to execute the Project. Respondents should tailor their applications to best demonstrate their ability to form strong partnerships that can work with AUD to realize the Project's Development Priorities. Respondents are not expected to provide full development plans and are expected to work with AUD during negotiations to come to a development agreement between parties.





▲ Schedule for procurement of Barge Road.  
This schedule is subject to change based on AUD needs and capacities.

\* - Site tour/Q&A details can be found at <https://www.eventbrite.com/e/barge-rd-rfq-site-tour-and-qa-tickets-1567640558109?aff=oddtcreator>

### Deadline for Submission

**The deadline for submission of responses is 11:59pm Eastern Time on October 10, 2025.**

The Qualifications Package must be sent via email to [admin@atlurbdevco.com](mailto:admin@atlurbdevco.com). Only responses submitted through email will be considered.

Applicants that pass the first round of evaluation will be invited for interviews at one of the times listed below. Please ensure that team leadership is available for these times. If there is a time that does not work for your team, please indicate it in the executive summary of your response. AUDC will attempt to respect availability of applicants but cannot guarantee a specific interview slot to any applicant.

## **Submission Requirements - 58 Pages Maximum**

Respondents must include all information outlined below in their responses. In each section below, please provide the requested information within the page count maximum. Any pages in excess of the page count will not be considered for evaluation. **One page is considered one standard 8.5"x11" letter size. Respondents may submit their proposal package as 11x17 spreads, if desired, but the letter size page count must be maintained. All pages should be numbered. The cover page does not count as a page.**

### **1. Cover Letter – 1 page**

Include a cover letter indicating the full name and address of the Respondent and the branch office or other subordinate entity that will perform or assist in performing the redevelopment described. Please indicate the name of the senior contact person, appropriate telephone, and email address, and acknowledge Respondent's ability to commit to the contents of the response and any other information the Respondent deems relevant. The letter should summarize the Proposal in one page. Indicate whether the Respondent operates as an individual, partnership or corporation and what legal entity will be acquiring the Property. If applicable, include the state in which Respondent is incorporated or organized. If not Georgia, provide evidence of license to do business in Georgia.

### **2. Table of Contents – 1 page**

### **3. Executive Summary – 2 pages**

The Respondent shall provide a brief written narrative of their proposed development vision, team structure, and capacity to realize the project. The purpose of the Executive Summary is to provide AUD with an overview of key elements of the submission and a narrative explanation of how elements will be integrated, managed, and implemented to achieve successful project completion.

### **4. Project Vision – 6 pages**

Respondents should provide a high-level description of their vision and program for the Barge Rd project. AUD seeks a forward-thinking, innovative, community-minded development partner prepared to execute a catalytic public-private partnership that will establish a standard of housing quality and design for the development and beyond. The vision should respond to the block development plan that done previously for the site on page 21.

**Values:** In their vision, respondents should provide a clearly-articulated vision for how they intend to work together with project team, AUD, and partners to ensure that the Development Priorities outlined on pages 18-21 for the site and neighborhood are achieved. The vision should establish how your team will be a beneficial addition to the community and how the development will set the stage for the neighborhood.

**Context:** The vision should communicate an understanding of the current development context, including both opportunities and challenges presented by project, and how these will be addressed in the development. While AUD does not expect fully fledged concepts for redevelopment in responses, it is important that applicants communicate an understanding of the setting in which the development is occurring and use this to ground their vision for a mixed-income, mixed-tenure ownership product development.

**Programming:** The vision statement should articulate a proposal for uses, including diverse housing options and price points, community amenities facilities, light commercial retail, and/or recreational facilities. The proposal should reference the Barge Rd Development Plan and Development Priorities sections. Applicants may provide high-level clarifications of any proposed variations from these documents. The respondent should indicate how they plan to incorporate urban and architectural design into the project in a way that increases attractiveness, livability, and resilience of development.

**Long-term use:** The vision statement should provide a high-level vision for the long-term operations of the site, which may include recreational, educational, employment, and leisure opportunities for residents; resources for achieving long-term ownership; and programming of community and recreational facilities. The vision should include how the Barge Rd redevelopment will connect the neighboring communities of Ben Hill and Greenbriar, as well as nearby public and private amenities, in line with the Development Priorities, AUD Values, and City of Atlanta Values sections above.

## **5. Project Delivery Plan – 2 pages**

The respondent should provide a proposed plan for execution that outlines

- How the respondent proposes to work with AUD during construction, including shared responsibilities and resource use in line with the Project Phasing, AUD Resources, AUD Partnership Structure, and City of Atlanta Resources sections.
- The proposed partnership structure with AUD and considerations for how responsibilities would be allocated
- A description of the steps necessary to evaluate due diligence, financing, pre-development, design approach, integration with existing planning, construction, community engagement, lease-up, property management, and long-term operations
- A timeline for execution that includes proposed start date of construction, completion, lease up, and conversion to permanent financing

## **6. Team Organization – 2 pages**

An overview of the application team, including

- A description of each team member organization and their role on the development team, including but not limited to development firms, architecture and engineering firms, legal counsel, financial partners, commercial tenants, investors, shareholders, and other contractors, service providers, or partners, as applicable
- An overview of key personnel who will work on the project, including a short overview of background, years of experience, educational background, and employment history for each primary individual
- Identification of a single point of contact for future communications related to this procurement, including contact person's name, title, organization, address, telephone number, and email address
- Proposed structure of the development entity (e.g. LLC), including members and roles. For applicants responding as individuals or partial teams, please indicate which personnel roles will need to be procured after selection, as well as a brief description of your experience compiling development teams.

As applicable, please indicate whether team members demonstrate a commitment to diversity and inclusion, including through promoting MBEs, FBEs, and SBEs.

An MBE, FBE, or SBE may also apply and be selected to this procurement independently. Those that meet the qualifications of the RFQ are encouraged to submit their qualifications for consideration. For an MBE, FBE, or SBE that plans to participate on a contract, AUD encourages but does not require certification as an MBE, FBE, or SBE and registration with the City of Atlanta's Office of Contract Compliance M/FBE Register. AUD defines SBEs as businesses whose gross sales do not exceed \$2.5 million in the recent calendar or fiscal year.

## **7. Key Personnel Experience – 6 pages**

Please highlight 2 to 3 projects on which key personnel of the respondent team have played a central or lead role that best highlights the team's ability to achieve the Development Priorities and responsibilities (AUD Partnership Structure Section) of the Barge Rd redevelopment. These projects may include

- Experience with multi-phase urban greenfield developments
- Engagement with public or quasi-public entities like AUD
- Developments in emerging markets like Barge Rd
- Mixed-use, mixed-income, and mixed-tenure developments
- Public-Private Developments with creative ownership and financing structures

Each project example should include, at a minimum

- Name and location of the project
- Site plans, massings, renderings, and/or photographs
- Respondent team members involved on the project and role
- Other firms involved on the project
- Scope (land area, gross square footage by program/product type, etc.)
- Total development cost (excluding land)
- Development timeline, and
- Details of the project financing, including respondents role in securing financing

## **8. Additional Personnel Experience – 6 pages**

Please provide an overview of an additional 3-5 projects that highlight the experience of other personnel from the respondent team. Each project should include, at a minimum

- Name and location of the project
- Respondent team personnel involved in the project and role
- Visual or textual material that demonstrates team member contribution
- Other firms involved in the project
- Scope of development

## **9. Financial Qualifications and Capacity – 6 pages**

Respondents must provide evidence of their team's financial capacity and demonstrate their financial ability to undertake the project. For respondents that are not publicly traded, audited financial statements in U.S. dollars for the three most recent years must be provided. If the Respondent is a joint venture or partnership, financial statements for each partner are required. In addition to financial statements, additional evidence shall include two financial



references, a letter from a financial institution with whom the Respondent has a relationship, and the identification of sources of equity or debt capital that may or will be used for the Project.

Additionally, Respondents should disclose any potential or actual conflicts of interest.

#### **10. Appendix – Up to 26 pages max**

Respondents may include as an appendix a portfolio of past projects, further demonstration of past partnerships, highlights from key and additional personnel, and any other material that may serve to provide additional context to the evaluation committee. Members of the evaluation committee may use materials in the Appendix for reference but will not base scoring off of materials that only appear in the Appendix.

Additionally, Respondents should disclose any potential or actual conflicts of interest.

SUBMISSION COMPONENT	MAXIMUM NUMBER OF 8.5x11 PAGES
1. COVER LETTER	1
2. TABLE OF CONTENTS	1
3. EXECUTIVE SUMMARY	2
4. PROJECT VISION	6
5. PROJECT DELIVERY PLAN	2
6. TEAM ORGANIZATION	2
7. KEY PERSONNEL EXPERIENCE	6
8. ADDITIONAL PERSONNEL EXPERIENCE	6
9. FINANCIAL QUALIFICATIONS AND CAPACITY	6
10. APPENDIX	26
TOTAL	58

**The deadline for submission of responses is  
11:59pm Eastern Time on October 10, 2025.**

The Qualifications Package must be sent via email to [admin@atlurbdevco.com](mailto:admin@atlurbdevco.com). Only responses submitted through email will be considered.

Contact

For all correspondence related to this procurement concerning the Barge Road Project, please direct your communications to the designated point of contact listed below:

**John Majors**  
**Chief Executive Officer, AUD**  
**admin@atlurbdevco.com**

**Under no circumstances should a respondent or its representatives engage in any form of communication with individuals from the City of Atlanta or AUD during procurement, starting from the issuance of the RFQ until the submission deadline.**

**Unauthorized contact of this nature may result in the rejection of a submission.**

For additional information, including all due diligence documents collected up to this point and relevant attachments for this procurement, please refer to the following website:  
[www.atlurbdevco.com](http://www.atlurbdevco.com)

Anticipated Timeline

Publish / Release RFQ	08/15/2025
Property Tour, Q&A*	09/03/2025
Question & Response Period	Ends 09/12/2025
AUD Responses to Questions to be Posted	09/26/2025 at 5 PM ET
Qualification Package Due	10/10/2025 at 11:59 PM ET
1st Round Interviews**	Week of 11/03/2025
2nd Round of Interviews (as needed)	Week of 11/10/2025
Announcement / Publish	Week of 12/01/2025

\* - Site tour/Q&A details can be found at <https://www.eventbrite.com/e/barge-rd-rfq-site-tour-and-qa-tickets-1567640558109?aff=oddttdtcreator>

\*\* - Applicants that pass the first round of evaluation will be invited for interviews in the months of October/ November. Please ensure that team leadership is flexible. If there is a time that absolutely does not work for your team, please indicate it in the executive summary of your response. AUDC will attempt to respect availability of applicants as necessary and able.

## Scoring Criteria

### Team – 50 points

- Team composition
- Overview of proposed team
- Organizational structure of proposed team
- Personnel experience
- Experience with projects of similar scale and scope

Applicants responding as individuals or as partial teams will be evaluated on their demonstrated ability to put together a development team capable of delivering the Project.

### Project Vision and Narrative – 25 points

- Respondent's commitment to community revitalization and affordable housing
- Alignment of vision with development priorities outlined on pages 18-21.
- Creativity of vision/design proposal
- Viability of vision/design proposal

### Ability to execute – 25 points

- Financial qualifications
- Financial strategy
- Execution plan
- Team capacity
- Economic and fiscal impact projections, such as but not limited to cost estimates, financial stream for continued maintenance, and total estimated taxes to the City of Atlanta at completion



## **Attachments**

Attached to this RFQ are the following exhibits.

**Attachment 01 - Barge Rd Development Plan**

**Attachment 02 - ALTA Survey**

**Attachment 03 - Phase I ESA**

**Attachment 04 - Rezoning Legislation**

**Attachment 05 - Campbellton Road TAD Guidelines**

**Attachment 06 - MR-3-C Zoning Plan**





**METRO ATLANTA  
LAND BANK**



**ATLANTA**  
URBAN DEVELOPMENT