



PEEPLS STREET

REQUEST FOR QUALIFICATIONS

For the Redevelopment of Atlanta Public Schools-Owned Property at 0 Peeples Street (formerly 757 Peeples St)
To create family-oriented, mixed-income neighborhood development



ATLANTA
URBAN DEVELOPMENT



ATLANTA
PUBLIC
SCHOOLS

A large, leafless tree stands in the center of a park. In the background, a historic house with a white roof and a chimney is visible. The sky is a clear, pale blue.

Join us in building housing from the Historic



Building new families in the West End

Guiding Vision



Atlanta Urban Development Corporation (AUD) and Atlanta Public Schools (APS) are thrilled to announce the Peeples Street Redevelopment Request for Qualifications (RFQ) for the reactivation of a 5.8-acre vacant lot in the heart of Atlanta’s historic West End neighborhood. This RFQ seeks respondents that share a commitment to support thriving, equitable, and healthy neighborhoods via place-based development.

APS’s five-year strategic plan emphasizes academic achievement, student well-being, and community-centered practices. APS also maintains a commitment to responsible stewardship of its assets (including land, facilities, and infrastructure) through transparent planning, public engagement, and data-informed decision-making.

The use of APS-owned land to support affordable, family-sized housing options within amenity-rich and well-connected neighborhoods is central to our shared vision for thriving neighborhoods, family stability, and student academic achievement. By supporting the transformation of surplus school sites into family-oriented developments, APS is advancing its mission beyond the classroom and into the neighborhood.

This effort demonstrates how thoughtful redevelopment of underutilized public land can advance the goals of the City of Atlanta’s Neighborhood Reinvestment Initiative. The partnership between AUD and APS to develop Peeples Street reflects a broader commitment to equity and interagency collaboration – ensuring public land is part of a comprehensive strategy to address housing challenges and strengthen Atlanta’s communities for future generations.

Contents

01

Executive Summary

4 | *Executive Summary*

02

Project Information

8 | *Project Background*

10 | *Background on the Initiative*

10 | *Intergovernmental Agreement*

13 | *Previous Studies*

14 | *Zoning Entitlements*

03

Project Scope

16 | *Development of the Peeples Street site*

16 | *Scope of Work*

18 | *Development Priorities*

19 | *Design Considerations*

04

Neighborhood

22 | *Surrounding Area*

22 | *Schools*

23 | *Neighborhood Amenities*

24 | *Market Overview*

05

Project Sponsors

24 | *Atlanta Urban Development*

28 | *Atlanta Public Schools*

29 | *City of Atlanta*

29 | *Atlanta Beltline, Inc.*

06

Procurement

34 | *Overview, Timeline, Scoring Criteria*

36 | *Submission Requirements*

40 | *Attachments*

41 | *Contact*

Executive Summary

AUD requests submissions from qualified respondents demonstrating the capacity and vision required to redevelop the Peeples Street vacant lot as mixed-income housing through a dynamic public-private partnership model.

The City of Atlanta, Atlanta Urban Development Corporation (AUD), and Atlanta Public Schools have partnered to solicit responses to this Request for Qualifications (“RFQ”) from qualified developers (“Respondents”) to redevelop the Peeples Street Lot (former site of Peeples Street Elementary) into a mixed-income residential development with family-serving rental and homeownership housing.

- **The property is located at 0 Peeples Street SW, Atlanta GA**
- **Parcel ID: 14 011700070798**

The property was designated as surplus property by APS in early 2023. In late 2024, APS and AUD entered into an intergovernmental agreement to include the site into the first cohort of APS sites prioritized for redevelopment. The master plan, the result of a year-long community engagement collaboration with West End Neighborhood Development (WEND) and NPU-T, outlines development recommendations that emphasize the creation of missing-middle, mixed-income, mixed-tenure housing that harmonizes with the surrounding neighborhood character.

The community engagement and planning process has included seven public meetings, multiple stakeholder meetings, design exercises, and more to understand the Peeples Street site, the surrounding neighborhood character, and the potentials of the site for future redevelopment. The resulting plan responds to demographic data trends, parking requirements, programmatic restrictions, architectural styles, community preferences, and more.



Site boundary, bound by Ralph David Abernathy Boulevard to the South, Oak Street to the North, Peeples Street to the East, and Culberson Street to the North. The Fulton County West End library branch is to the Northeast, and Willie Watkins Funeral Home to the Southeast

The recommendations for the Peeples Street redevelopment support a mixed-income, mixed-tenure housing that introduces missing middle development in line with the historical character of the neighborhood. Internal circulation and parking harmonize the development with surrounding features, including the neighboring single-family homes and Fulton County Library branch, while accommodating parking demands of adjacent Willie Watkins Funeral Home. The core of the site foresees rental housing, leaving a small number of peripheral lots for the development of affordable homeownership options.

AUD requests submissions from qualified Respondents demonstrating the technical and financial capacity and the vision required to realize redevelop the site 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 Peeples Street redevelopment outside of this RFQ.

Project Information

Project Background

The Peeples Street project anticipates the development of a 5.8-acre, lightly wooded, contiguous vacant lot with a relatively flat topography.

The project location is:

Address: 0 Peeples Street SW (formerly 575 Peeples Street SW)

Parcel ID: 14 011700070798

The site was home to the former Peeples Street Elementary School from the early 1910s through the 1970s when the school was closed. The site has been vacant since the 1980s, when a fire at the closed school led to the demolition of the former school building. The site contains North-South historic brick and stone wall and steps along its western boundary on Culberson Street. Despite the absence of a formal built structure, the Peeples Street lot retains a historical importance in the neighborhood. From the time of the school's construction in the 1910s until the 1960s, the site contained both the original school building and surrounding single-family homes, the latter of which were demolished as an urban renewal project to make room for a larger schoolyard for students. The original school building was an attractive brick structure with large rounded doorways, see images on opposing page . The site is surrounded by historical single-family and multifamily structures, including the historic Wren's Nest and some of the areas most notable Victorian housing examples.

The Peeples Street lot is situated between the smaller residential West End community north of Ralph David Abernathy Boulevard, Interstate 20, and the busier West End commercial district. Historic Victorian-era single-family homes line the site on the Culberson, Oak, and Peeples Streets to the west, east, and north. Directly south of the site are a series of independently owned businesses fronting Ralph David Abernathy Boulevard, the commercial corridor for the



Existing conditions: the Peeples Street site is largely vacant, with light tree coverage in the center of the site. (Images 1 and 2) Nearby uses into which the new development should be integrated include the Fulton County West End library branch (Image 3), nearby single-family homes, and Willie Watkins Funeral Home (Image 4). The funeral home currently utilizes the area outlined in red for parking.



Historic Peeples Street School

The Peeples Street Elementary School was built in the 1910s to serve the then-White Hall neighborhood. After a fire in the 1980s, the building was demolished and the site has sat vacant since (source: APS).



West End Historic District

The West End Historic District was established in 2006 to recognize and protect the unique character and design of the neighborhood (pictured: Hammond's House Museum, photograph: WEND)



Willie A. Watkins Funeral Home

On the southern edge of the development site, Willie A. Watkins Funeral Home has been in operation since 1982. The Tudor home has held funeral services for the greater Atlanta area and notable dignitaries such as Coretta Scott King (Willie Watkins).

Historical and current images of the site and surrounding landmarks.

historic West End. Most notably, the historically significant Willie A. Watkins Funeral Home sits immediately southeast of the property with an adjoining parking lot. Willie Watkins has served the West End community and the broader Atlanta area for many years, providing funeral services for notable Atlantans such as Coretta Scott King and Congressman John Lewis. The business maintains a steady flow of services bringing significant traffic to the area. The funeral home maintains an agreement with APS to use a portion of the development site as overflow parking for services. A continuation of this lease agreement is a development requirement in the Peeples Street Master Plan.

Background on the initiative

In 2024, Atlanta Public Schools (APS) and Atlanta Urban Development Corporation (AUD) agreed to pursue the redevelopment of the Peeples Street site as part of a larger agreement to bring mixed-income housing to eight unused APS properties. AUD partnered with the City of Atlanta's Housing Innovation Lab (HIL) to initiate a community engagement process in Fall 2024, which garnered substantial community input through a series of seven public meetings, and generated a Master Plan for the site in late 2025. The property is currently undergoing a rezoning to allow for the realization of the Master Plan which has received neighborhood approval and anticipates full City Council approval in January 2026.

The purpose of the community engagement was to determine community priorities for redevelopment, to be memorialized and advanced in this procurement. The overall aims of AUD and APS were to facilitate the development of mixed-income, family-sized, missing-middle housing options in a diverse, strong neighborhood. The West End's historical character, bustling commercial district, and proximity to MARTA heavy rail were identified as important contributing factors to the site's attractiveness for new housing opportunities.

The Peeples Street Master Plan foresees three separate development areas:

- Missing middle, mixed-income housing towards the site's center, including townhomes and smaller multifamily, intended for long-term ground lease (see **Intergovernmental Agreement**, below),
- Single-family and duplex homes along the site's northern and western boundaries, a portion of which are intended for disposition as for-sale homes,
- Context-sensitive parking options along the site's southern edge, to be leased to Willie Watkins Funeral Home (a portion of which will be reserved for community and neighborhood parking).

The Peeples Street Master Plan also memorializes development priorities of the community, which will help instruct and guide the selected development partner to ensure the broad appeal of the redevelopment initiative.

Intergovernmental Agreement

As part of a larger study into its real estate portfolio detailed later in this procurement document on page 30, APS has identified Peeples Street Elementary for redevelopment in partnership with AUD. This initiative aims to transform an underutilized vacant lot into mixed-income housing in the heart of an amenity-rich, historically robust neighborhood. In particular, the partnership pursues the shared goals of new housing development, especially targeting housing options suitable for families at a diversity of price points.



Survey of existing conditions and photographs from the site, 2024

As a result, APS signed an intergovernmental agreement, or IGA, with AUD after evaluating three main priorities for the site. The IGA allows APS and AUD to work collaboratively on issues related to the site and serves as a legal foundation between the two entities. The three requirements are:

1. The redevelopment's rental units must restrict 20% of all units to rent levels affordable to households making 50% of Area Median Income (AMI), as well as an additional 10% of all units to rent levels affordable to households making 80% AMI. [for AMI tables, please see Figure xx]
2. That redevelopment of the site must be designed to allow for possible future reversion of the location for a school after 50 years, and
3. That APS must maintain a 50-year ground lease on the property.

These requirements are recorded in the IGA between the two organizations as necessary components of any redevelopment of the Peeples Street site. Additionally, the organizations have agreed to prioritize developments that include a substantial number of units suitable for families with school-age children to offset a decline in larger rental units currently available on the market.



The community engagement process for the redevelopment of the Peeples Street site began in November 2024 and consisted of seven public meetings. Throughout the process, residents, stakeholders, and design professionals engaged to identify design priorities, opportunities, and preferences. The full-color images on the left represent a synthesis of aesthetics that the neighborhood preferred, including abundant landscaping, significant tree canopy, missing-middle housing, porches, and lots of windows. The images on the right represent design elements the community does not want to see.

Previous Studies

Due to its centrality in the northern portion of the Historic West End neighborhood, the Peeples Street site was contemplated in numerous planning studies since the early 2000s. The site has regularly been recognized for its potential to host new affordable and market rate housing options that align with the neighborhood's historic character.

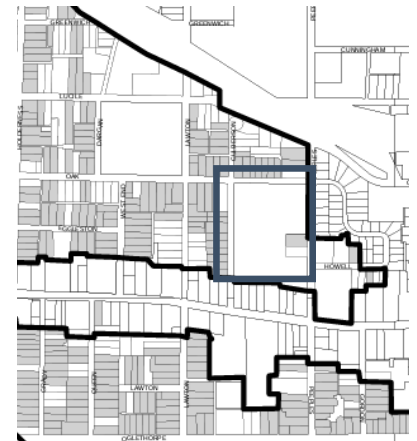
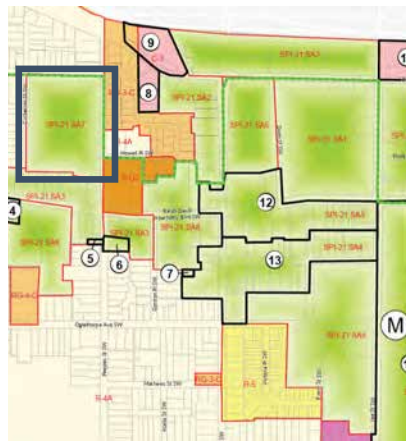
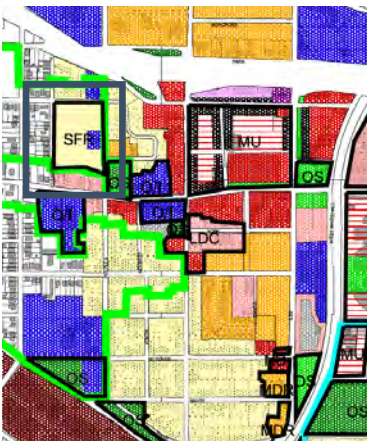
In 2001, the West End Living Communities Initiative (LCI) study proposed the creation of the West End historic district, which resulted in the 2006 creation of the Historic West End/Adair Park Special Public Interest (SPI) zoning district. Atlanta's SPI districts articulate neighborhood-specific zoning conditions to account for their areas' important and unique characteristics. For more information on the Historic West End historical significance and distinction, visit the City of Atlanta's Historic Preservation page: [here](#).

Over the years, the Historic West End/Adair Park SPI (SPI-21) has been updated to support residential development, economic development, and the retention of legacy residents. Specifically the Historic West End and Adair Park SPI outlined the goal of encouraging infill development in the West End which reflects the neighborhood's original scale and character. The 2001 LCI plan elevated the redevelopment of Peeples St Elementary for residential development as one of the plan's primary project goals.

The 2011 West End Historic District Revisions further encouraged new residential development that is compatible with the character of the neighborhood.

A revised LCI study in 2020 also specifically highlighted the potential of the Peeples Street lot for the creation of new affordable and missing-middle housing, and recommended upzoning from the previously-allowed low-density residential to support this outcome.

Together, these planning efforts demonstrate a sustained commitment to the reintroduction of residential uses to the Peeples Street site. The site continues to represent a significant keystone to the neighborhood's northern area and has been recognized for its potential to contribute positively to the continued growth of an equitable, strong, historically significant West End neighborhood. With decades of planning supporting its importance, the property now represents a unique opportunity for redevelopment that honors the neighborhood's past while meeting the demands of its future.



▲ A 2001 Living Communities Initiative (LCI) Study (left) recognized the best use of the Peeples Street site as single-family residential. By 2020, an LCI Study update (center) highlighted the goal of maintaining affordable housing and recommended an SPI-defined upzoning. The site's proximity to West End MARTA, West End Mall, quality greenspace, and commercial and institutional uses, spurred the recommendations for quality affordable housing in these studies. The site's location within the Historic District (right) demonstrates its underutilization.

Zoning and Entitlements

To facilitate the development of missing middle, infill housing, the rezoning of the Peeple St property was required to unlock additional density on the site. The existing zoning of the property SPI-21 SA7 (Smaller Lot Single Family) would only have allowed low density single-family development and a maximum of 35 single-family detached units on the site.

As a result of the master planning process, the Office of Zoning recommended an upzoning to **SPI-21 SA8** (Institutional/AUC) compatible with the existing SPI and Historic District regulations. The rezoning unlocks the development of townhomes, stacked flats, and small multifamily housing typologies on the site, as well as the development of an accessory parking lot. This rezoning designation was selected to encourage infill and missing middle housing typologies in keeping with the stated goals of the creation of the West End Special Purpose Interest (SPI) District and the West End LCI plan for the area. The rezoning will increase the residential FAR to 3.0 and the maximum height requirements up to 72 feet, subject to the historic district and transitions height requirements.

Upon the adoption of Zoning 2.0, the rezoning will be updated to the most compatible zoning category at that time.

In December, 2025, the proposed Peeples Street Master Plan received a letter of support from West End Neighborhood Development (WEND), to rezone the property to SPI-21 SA8, with a list of conditions. The neighborhood letter of support and conditions are attached in the Attachments for review. In January 2026, NPU-T voted on the rezoning under recommendation from WEND. The rezoning is scheduled for City Council vote by the end of January 2026.

All redevelopment will need to adhere to the conditions of rezoning, which can be found in the Attachments.

Objectives for the development captured in the rezoning and conditions, include:

Housing Tenure Mix: Majority rental housing, with approximately 15% of units reserved as owner-occupied housing (concentrated along Culberson and Oak Streets);

Neighborhood Character: New housing that matches the neighborhood character, including smaller buildings and single-family homes along the externally facing portions of the site, and higher-density residential buildings (missing-middle multifamily, townhomes) concentrated in the interior of the site;

Family Oriented Housing: The construction of family-sized homes, with at least 85% of new units consisting of two or more bedrooms;

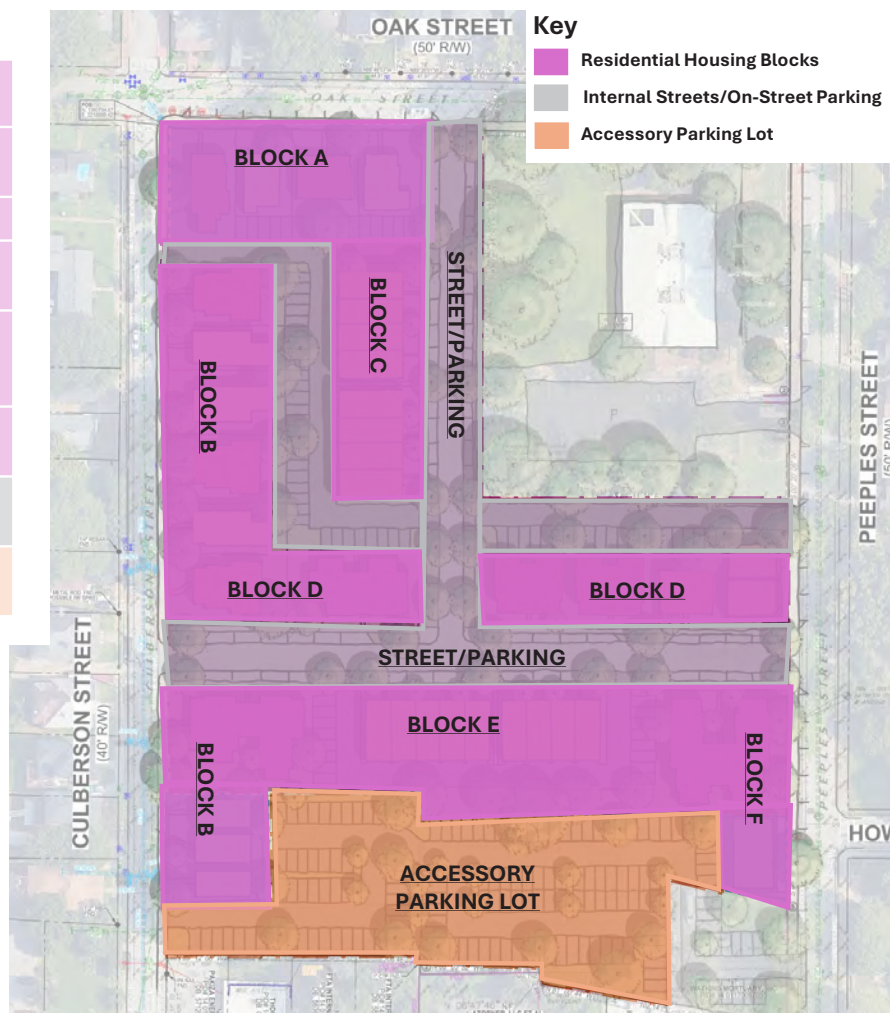
No Commercial Uses: No commercial uses to be allowed on the site.

For more detailed descriptions of the uses allowed under the rezoning, including additional development requirements, open space requirements, historic district restrictions, and requirements for pedestrian-oriented design, please refer to Chapter 18U of the Atlanta Code of Ordinances.

Because of its location in a historic district, any finalized plans for the site will need to be approved by the Atlanta Urban Design Commission (UDC) to obtain permits. AUD will work with the selected development partner to prepare material for UDC review.

Development Calculations

Block A	20,000 SF	SF detached and duplex
Block B	30,000 SF	SF detached and duplex
Block C	15,000 SF	Townhomes
Block D	25,000 SF	Small multifamily
Block E	25,000 SF	Small multifamily and townhomes
Block F	10,000 SF	SF detached and duplex
Street network	80,000 SF	~125 parking spaces - 0.8/BR
Accessory Parking Lot	55,000 SF 1.3 acres	~140 parking spaces



Site Information

Address	575 Peeples St SW (0 Peeples St SW in tax commissioner records)
Parcel ID	14 011700070798
NPU	T
Neighborhood	West End
Existing Zoning	SPI-21 SA7
Proposed Zoning	SPI-21 SA8
Current Land Use Code	LDR (Low Density Residential)
Future Land Use Code	MDR (Medium Density Residential)
Gross Land Area	5.812 acres
Net Land Area	
SPI-21 SA8 Max FAR	3.0

Development Requirements

Max Building Height	72 ft
Residential Parking Spaces	Will confirm to requirements for SPI-21 SA8
Non-Residential Parking Spaces	Will confirm to requirements for SPI-21 SA8
Loading & Bicycle Spaces	Will confirm to requirements for SPI-21 SA8
Sidewalk – Street Furniture Zone & Planting Zone	Will confirm to requirements for SPI-21 SA8
Sidewalk – Clear Zone	Will confirm to requirements for SPI-21 SA8
Supplemental Zone - Width	Will confirm to requirements for SPI-21 SA8



A vote to approve the above proposed rezoning to SPI-SA8 is scheduled for NPU-T and Atlanta City Council in January 2026, with a recommendation from the Zoning Review Board and Zoning Committee to support.. The rezoning plan notates residential and accessory uses (parking), as well as the location of interior streets and lower-density peripheral development.

Project Scope

Development of the Peeples Street Site

The overall vision for the site, created alongside the community, calls for the single-phase development of approximately 67 units, including 56 rental units and 11 for-sale units. To meet the affordability requirements outlined in the IGA, the Master Plan contemplates affordable housing options across all typologies and tenures. The expected number of affordable units is outlined on the opposite page.

The Master Plan emphasizes the creation of family-sized units, at least two bedrooms, across all income levels in order to create stable housing options appropriate for families with children enrolled in APS.

The external blocks of the development foresee lower density housing, including single-family attached and detached homes, and duplexes, in keeping with the surrounding neighborhood character. The internal blocks of the development allow for higher density residential use, including small multifamily housing construction. These development typologies are outlined in the rezoning, as shown in the maps on page 15.

The housing development will include 125 on-street parking spaces for the residential development along the site's newly-created interior streets. The Master Plan calls for the development of an approximately 140-space accessory parking lot on the site's southern portion, shown in the maps on page 15. The accessory parking lot will be used by Willie Watkins Funeral Home during operating hours, with 10% of parking spaces available for neighborhood use at all times. West End Historic District regulation requires that the commercial parking lot be concealed from street view.

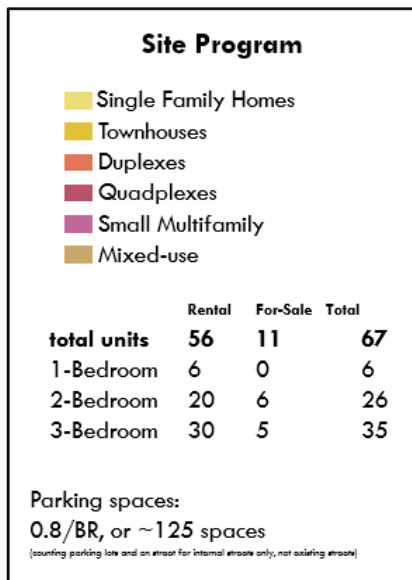
The housing development will include the formation of several private streets throughout the site, breaking the larger lot into smaller interior blocks. The approximate location of interior roads have been documented in the rezoning application. Although private to the development, the roads must be maintained at ATLDOT public road standards. The roads will also provide sidewalks and pedestrian connectivity through the site.

Ingress and egress at the site, including the division of parcels to be partitioned for homeownership, should be designed to retain future accessibility of the center of the site in the event that APS require future reversion of the site to school use after the initial 50-year residential term.

Directly adjacent to the site's north sits the West End branch of the Fulton County Library system. The development should be conducted so as to allow ongoing operations of the library at the site.

Scope of Work

The proposed site plan page-right demonstrates a possible configuration of the housing units throughout the site that meets the rezoning requirements and provides transitional density to neighboring homes. AUD and APS are committed to a mixed-income project that locks in affordable, larger housing options for a neighborhood currently experiencing catalytic nearby development at the former West End Mall, Atlanta University Center, and along the Southside trail of the Atlanta Beltline to ensure that families of all income levels can continue to call West End home. The selected Respondent will demonstrate an ability to deliver a residential development in line with these priorities, while contributing additional vision and creativity to enhance the success and impact of the project.



The above illustration and site plan illustrate an ideal scenario for the site. Anchored by missing middle housing in the site's center and gradual density decreases towards the site's boundary, the proposed site plan prioritizes larger units and interior circulation. An accessory parking lot to the South formalizes the existing use by Willie A. Watkins Funeral Home while providing reliable community-scale parking for neighbors and visitors.

Development Priorities

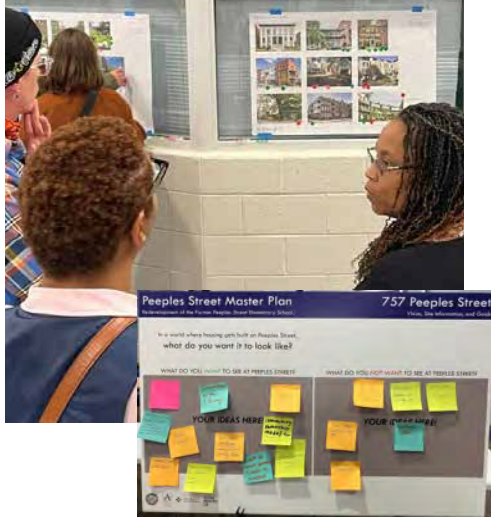
The following development priorities were identified by project stakeholders and the Historic West End community during the community engagement process. Respondents to this RFQ will be evaluated based on their demonstration of an ability to develop the Peeples Street property in alignment with these priorities.

AUD and APS expect that competitive responses will demonstrate a vision for and an ability to achieve the following development priorities:

- Inclusion of all the **neighborhood zoning conditions** and other requirements mandated by the zoning code and historic district regulations;
- Creation of **missing-middle, affordable, family-sized housing options** ranging from single-family homes and duplexes to townhomes and small multifamily, with at least **85% of total units two bedrooms or larger**;
- Even **distribution of affordable units** across site location, unit finishes, tenure, and unit size;
- Inclusion of **housing design elements which celebrate the architectural characteristics** that make the Historic West End neighborhood unique, including but not limited to the regulations of the historical district;
- **Compatibility with existing site-adjacent development** along Culberson, Peeples, and Oak Streets, especially of housing density, sidewalks, and tree cover along the external streets;
- **Creation of internal streets** in compliance with city requirements to achieve safe, functional internal circulation;
- **Preservation of historic trees** on the site in compliance with city requirements under the newly passed Tree Protection Ordinance;
- Creation of a **context-appropriate parking plan** in compliance with historic district requirements, including an accessory parking lot for use by Willie Watkins Funeral Home;
- Creation of mixed-income housing options that are **attractive and marketable** to market-rate and affordable tenants or buyers alike;
- Creation of **family-suitable design components** in the larger site design that prioritize safety (including traffic safety), and appropriate relationship to nearby assets, including the West End Library, nearby business district, and Howell Park;
- Implementation of a **marketing and lease-up strategy** that makes special efforts to reach APS families and employees;
- Proposal of a **mid- to long-term property management approach** that prioritizes resident stability and building maintenance.



Vision boards



Breakout groups and surveys



Progress presentations



During the community engagement process, residents and neighbors were asked to provide input on a variety of topics, ranging from density to use, design priorities, and tenure. Key priorities that emerged were maintaining appropriate relationship to the surrounding uses and moderating density.

Design considerations

AUD has partnered with APS and the City of Atlanta's Housing Innovation Lab to define "Family Oriented Development" design principles that ensure that the redevelopment of Peeples Street contains amenities and considerations that align with the needs of families of APS students. In addition to development priorities, respondents should emphasize their ability to achieve the following design considerations:

Architecture

- Building-level architecture that adapts to needs of families, including larger and flexible floorplans and common areas for play, learning, and encounter;
- Special architectural attention to the historical components of the Historic West End/Adair Park SPI and other elements that highlight and compliment the historical significance of the neighborhood.

Site and Landscape Design

- Site and landscape design that supports appropriate relationships to the surrounding area as well as intra-site circulation;
- Opportunities to provide safe connections to nearby assets such as the Hammond House, West End Library, and Howell Park;
- A plan to study which native tree and plant species onsite can be preserved;
- Inclusion of new tree plantings and the introduction of native tree species into the design of the site in keeping with the Tree Protection Ordinance, city code, and the Historic District requirements;
- Use of landscape and site design to appropriately conceal the surface parking lot and buffer the site from busier nearby uses such as the commercial areas of Ralph David Abernathy Boulevard, as well as busier traffic along the main street;
- Site design that highlights safe areas to play and shared space for children and families.

Sustainability

- Inclusion of sustainable building- and site-level features that reduce long-term energy burden and address possible heating and flooding issues, including:
 - Site design which plans for and improves stormwater conditions in the area, including low impact development (LID) stormwater management;
 - Consideration of green building techniques including cool building materials, roofing, and siding; energy efficiency measures, and permeable pavement;
 - Incorporation of TrailsATL plan





Aerial view from the Culberson and Oak Street intersection. Single-family homes in the foreground gradually add density into the interior of the site. The Fulton County library branch is depicted to the left of the image.

Neighborhood

Surrounding Area

The Peeples Street lot is located in the northern portion of the Historic West End neighborhood, nestled between the Ralph David Abernathy Boulevard commercial corridor to the South and Interstate 20 to the North. The Historic West End residential community is one of Atlanta’s most prominent legacy neighborhoods, with a strong visual identity, active community stakeholders, and proximity to many of Atlanta’s most notable landmarks, as well as catalytic new developments.

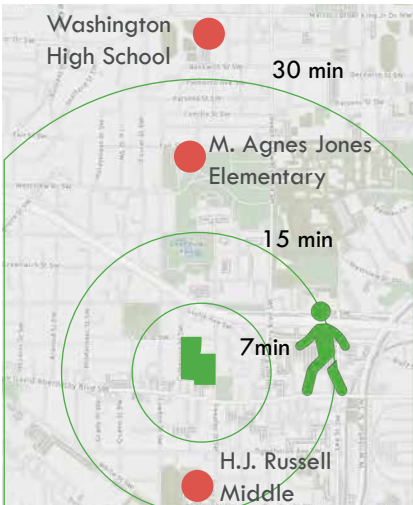
The site’s location offers strong connection to major commercial, education, and job centers. A 15-minute walk to the West End MARTA Station, this site offers rail and bus service to vast areas of the city, including Downtown, Midtown, Cascade Heights, Metropolitan, and Grant Park. The proximity to I-20, Ralph David Abernathy Boulevard, Northside Drive, and Joseph E. Lowery Boulevard provide immediate connection to major road arteries. Hartsfield-Jackson Airport is 30 minutes away by MARTA and 20 minutes away by car. The Walk Score for the site is 81.

The neighborhood was originally constructed in the mid-19th century as one of Atlanta’s first historic in-town streetcar suburbs. The West End community was originally served by three streetcars, which ran North/South and East/West and connected the residential neighborhood to business, logistics, and industrial hubs. Now, Mature tree-lined neighborhood streets build an urban fabric between busier commercial and industrial corridors. The historic character of the community is recognized by its listing on the National Register of Historic Places.

Schools

In 2025, the site was located in the following school districts:

School	Distance
M. Agnes Jones Elementary	.9 miles
Herman J. Russell Middle	.4 miles
Booker T. Washington High	1.2 miles





Neighborhood Amenities

In addition to nearby schools, the development site shares the block with the West End branch of the Fulton County Library system, providing additional opportunities for learning outside of the classroom. Neighborhood Association WEND represents the heart of civic engagement in the neighborhood, organizing events and opportunities for civic participation.

The nearest grocery stores are Big Bear Foods – a local grocery outlet – just under a half-mile south of the site, and Cascade Kroger, located at the intersection of Ralph David Abernathy Boulevard and the Atlanta Beltline just over a mile to the West.

Historic West End has incredible access to both neighborhood and regional greenspace amenities, including the immediately adjacent West End and Howell Parks, located just steps from the site, as well as the Atlanta Beltline, a mile from the site to the South, and Dean Rusk Park, less than a half mile to the North.

Nearby historic, cultural, religious, and educational institutions cement the neighborhood's centrality to the City of Atlanta. Just minutes by foot from elite HBCUs such as the Atlanta University Center, Clark Atlanta University, Morehouse College, Spelman College, Morehouse

School of Medicine, and the Interdenominational Theological Center (ITC), Historic West End is at the doorstep of Atlanta's higher educational offerings. Institutions such as the Shrine of the Black Madonna Church, West Hunter Street Baptist Church (where civil rights leader Reverend Ralph David Abernathy preached), and Hammond House demonstrate the neighborhood's ongoing importance to Atlanta's civil rights legacy.

Art and culture spaces along Ralph David Abernathy, such as Gallery 992, the MET, West End Performing Arts Center, and eyedrum Gallery maintain the neighborhood's relevance for Atlanta's art, theater, and music scenes.

Historic West End has undergone numerous transformations over its long history. In recent years, the creation of the Lee and White commercial district along the Beltline Southwest Trail has shifted the commercial center of gravity of the area to the South. The most significant upcoming commercial addition is the proposed redevelopment of the former West End Mall into One West End – a mixed-use transit-oriented shopping district. The proposed development plan introduces hundreds of new multifamily rental housing units, as well as new commercial, shopping, and office uses.

The Peeples Street site aims to benefit substantially from the richness of amenities in Historic West End, supporting strong market rate development while emphasizing the importance of ongoing affordable residential options for families. The site is situated in an historically rich and strategically located neighborhood, with unmatched access to transit, green space, cultural amenities, schools, and basic amenities. The surrounding context supports the site's vision for a thoughtful residential redevelopment that honors the site's historical significance while providing strong opportunities for community wellbeing and civic engagement.

Market Overview

The Historic West End submarket represents a strong opportunity for both for-sale and rental housing product. The property is uniquely situated to take advantage of West End's growing strengths: historic charm, proximity to amenities, and a strong community of long-term, invested residents.

Since 2012, the number of homeowners has doubled, with the homeownership rate rising from 21% to 43% today. During the same period, vacancy has fallen from 29% to 13% and the number of renters fell by 9%.

- **Population Growth and Housing Demand**

The historic West End has undergone significant population and demographic changes over the last several decades. Boasting immediate proximity to Beltline and MARTA station, a 2-minute walk to the surrounding parks and local commercial amenities, and attractive historic homes, the area is attracting a high volume of new residents. Westside and Eastside Beltline connection should drive continued interest in West End market

Although the area has seen increased home ownership and home values, this has placed pressure on legacy residents, particularly Black families renting, forcing many residents to leave the area.

Demographic Fast Facts



Shrinking households

Population in the study area has fallen since 2017 because households are becoming smaller - shrinking on average from 2.1 to 1.9.



Loss of Black residents

Since 2017, Black population has declined by 729 people, with accompanying sharp decreases in Black household size, suggesting departing families.



More seniors; less children

Since 2012, West End has added 400 seniors, while the number of families with children has dropped sharply since 2017



Upper income households

Households earning >\$100K increased 4X between 2017 and 2022, while very-low income households declined by about 17%

- **Rising Incomes and Homeownership**

West End neighborhood has become a strong market for owned occupied housing. For-Sale home values in the West End have grown over three times since 2014, outpacing average value growth for the City. Surrounding neighborhoods, including the West End, saw a big boost in home values in 2017 with the arrival of the Beltline Westside trail, indicating a growing market (Zillow, 2024).

In the West End for-sale sub-market, average home values increased from under \$100,000 in 2014 to \$329,000 in 2024, surpassing peer markets including Pittsburgh and Oakland City. West End property values increased at nearly triple the rate of the citywide averages, showing tremendous growth in the area.

New construction homes built in the area recently have consistently been much larger and much more expensive than traditional West End homes.

- **Rental Market Conditions**

The rental market in the West End is relatively unproven and not as strong as the ownership market. New multifamily in the adjacent Oakland City, Pittsburgh and AUC areas began growing in 2020, but absorption has been weak. The new construction rental market continues to show sluggishness as vacancy rates continue to trend negative into 2024.

Average rents in the area have grown by over 40% since 2014, outpacing markets like Edgewood and Reynoldstown. Even with recent growth, rent growth and absorption are still low enough to discourage larger, new construction multifamily projects. Traditional market-rate multifamily in the area, such as the nearby Vivian, has struggled to lease up.

Conversely, Kennett 776, a nearby new construction rental townhome development offering 2- and 3-bedroom options well suited for families, has seen more robust lease up and absorption in the area.

Sources: U.S. Census Bureau – American Community Survey (ACS) 5-Year Estimates, HUD Comprehensive Housing Affordability Strategy (CHAS) Data, Atlanta Regional Commission – Neighborhood Nexus, City of Atlanta – Department of City Planning, City of Atlanta – Office of Housing and Community Development, Zillow Research, Redfin Market Insights, CoStar Group, Reonomy, Yardi Matrix

Project Sponsors

The Atlanta Urban Development Corporation (“AUD”) has been selected by Atlanta Public Schools to lead the redevelopment of the Peeples Street site and to serve as the primary public contact for private partners



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 the Peeples Street Elementary site.

Atlanta Urban Development is a specialized nonprofit tasked with turning



Facade and front door of the former Peeples Street Elementary School (now demolished)

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.

Atlanta Urban Development was created to realize the development of mixed-income residential communities that enhance the urban fabric of the City of Atlanta. Part of this mission prioritizes the development of housing options without use of the Low Income Housing Tax Credit (LIHTC) program. **The Peeples Street Redevelopment will not consider respondents that propose use of LIHTC to realize the development goals.**

Values

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

- Develop projects that introduce, deepen, or widen affordability offerings in accordance with AUD's Private Enterprise Agreement policy (included in the attachments to this RFQ) and provide long-term affordability to stabilize tenants and neighborhoods;
- Represent the City of Atlanta and other public partners to ensure that projects align with shared housing and neighborhood development priorities, including affordable and stable housing for families with school-aged children, and introducing development into up-and-coming markets, especially in support of the City's Neighborhood Reinvestment Initiative;
- Deploy innovative solutions for procurement, acquisition, financing, and deal structuring to optimize a project's benefit to the public;
- Deliver permanently affordable homeownership opportunities, leveraging AUD's innovative use of public subsidy and financing tools to create lasting community stability while maintaining high design standards and alignment with the historic fabric of the neighborhood;

- Deliver market-competitive housing options with healthy financial performance that ensure holistic public goals can be met.

Available Resources

As required by a project's capital plan, AUD's participation in deals may unlock resources and subsidy sources to maintain the financial viability of the project while meeting affordability and neighborhood development goals:

- **Lower the cost of capital for construction and permanent financing, including:**
 - Housing Production Fund:** mezzanine, early-draw predevelopment and construction financing that may cover up to 20% of residential construction costs. Housing Production Fund use subject to availability. To access Housing Production Fund, AUD must hold at least a 51% long-term ownership share of the residential portion of the project.
 - Below market permanent financing:** AUD will coordinate access to public financing tools that may unlock below-market permanent financing
- **Property tax advantages for rental housing**
 - Private Enterprise Agreements:** Full property tax exemptions for the rental housing portions of projects that meet AUD's affordability requirements and other programmatic requirements of the Private Enterprise Agreement.
- **Relationships to public partner agencies**

AUD will help coordinate relationships between 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 Atlanta Housing, Invest Atlanta, the Urban Residential Finance Authority, Metro Atlanta Land Bank, the Tax Assessor of Fulton County, the City of Atlanta, Atlanta Beltline Inc., and others.
- **Support on state and federal funding applications**

AUD will help coordinate relationships to support applications for Historic Tax Credits, New Markets Tax Credits, or other federal and state funding sources.

Partnership Structure

Once a Respondent is selected, AUD will work to establish partnership terms as an intermediary with the landowning stakeholder, APS.

As part of the IGA, APS expects a land structure to allow for a 50-year ground lease of the site. Responses should reflect how the proposed development priorities will support and lean into this land structure. 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 are 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.

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, APS'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, community commitments, 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 into the **broader area growth infrastructure planning** of the Historic West End community;
- 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 renters and homeowners, with special focus on outreach to mixed-income families.

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 City of Atlanta, APS, Invest Atlanta, Atlanta Housing, Atlanta Beltline Inc., Community Foundation of Greater Atlanta, Metro Atlanta Land Bank and others. AUD will support ongoing partnerships with community members that were established during the City of Atlanta's community engagement and rezoning processes, including with NPU-T and WEND.

AUD will not consider respondents that contemplate use of Low-Income Housing Tax Credits for the redevelopment of the Peoples Street site.

About Atlanta Public Schools

Atlanta Public Schools (APS) serves nearly 50,000 students across more than 80 schools. Established in 1872, APS is committed to providing equitable, high-quality education to students from diverse backgrounds, neighborhoods, and communities throughout the City of Atlanta. The district's mission is that through a caring culture of equity, trust, and collaboration, every student will graduate ready for college, career, and life.

APS operates with a strategic focus on getting back to basics through a community of believers. Central to its work is the belief that schools function best when they are deeply connected to the communities they serve. As a result, APS collaborates closely with city agencies, nonprofit organizations, and local stakeholders to ensure students and families have access to supportive resources both in and out of the classroom. APS maintains a commitment to responsible stewardship of its assets (including land, facilities, and infrastructure) through transparent planning, public engagement, and data-informed decision-making.

In addition to its core mission of education, APS recognizes its role as a large-scale property owner in the City of Atlanta. By aligning its facility planning and real estate strategies with broader city goals, such as housing affordability, sustainability, and equitable development. APS is working to maximize community benefit from its physical assets.

Ground lease payments to AUD and APS will be determined during predevelopment negotiations and will be included in any future development agreement.

Surplus Properties Repositioning

As part of its long-term planning strategy, APS has conducted a thorough analysis of its real estate portfolio to identify underutilized and surplus properties. One of the district's key goals is to reposition these properties in a way that aligns with community needs and supports affordable housing initiatives.

The former Peeples Street Elementary School, located at 0 Peeples St SW, is one such surplus site. Declared surplus in May 2023, the property was identified as a significant opportunity for affordable housing and residential uses through the APS Facilities Master Plan process. Working in partnership with community stakeholders, APS is exploring redevelopment scenarios that prioritize housing affordability, economic inclusion, and long-term neighborhood benefit.

By supporting the transformation of surplus school sites into community assets, APS is advancing its mission beyond the classroom. This approach reflects a broader commitment to equity and interagency collaboration, ensuring that vacant or underused school properties can become part of a comprehensive strategy to address housing challenges and strengthen Atlanta's communities for future generations.

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 plays a key role in the redevelopment of public land across the City. The City serves as an advisor to its partners at AUD and APS for this project.

The City also emphasizes the importance of development without displacement, ensuring that both newcomers and legacy residents have access to diverse housing options. By focusing on affordable rental and homeownership options, the city aims to foster community stability, allowing residents to build equity and invest their time, talent, and treasure in their neighborhoods.

Development Expectations

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

The City of Atlanta expects any need for public subsidy for site improvements or vertical construction to align with existing program guidelines available from partners, including Atlanta Beltline, Inc. and Invest Atlanta. The City of Atlanta expects the development team to do its best to align development programming and timelines with the subsidy requirements of public and non-profit entities to reduce project costs and support efficient and timely delivery. Below is a list of some of the funding and resources that may be available for project development.

Additional Resources and Layered Financing

Depending on the final project program, additional financing may be available from philanthropic foundations, federal programs (such as HUD's HOME or CDBG funds, NMTC), or community development financial institutions (CDFIs). Projects that incorporate green infrastructure, energy efficiency, or job training components may also qualify for sustainability or workforce grants.

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.

Ongoing coordination with partners and community

The City of Atlanta's Housing team has been an integral leader in the design and rezoning of the Peeples Street 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.

Together, these tools create a flexible and layered supportive environment that can help overcome the site's limitations and support a mission-aligned, community-driven redevelopment vision.

About Atlanta Beltline, Inc.

The Atlanta Beltline Incorporated (ABI) is a public organization created to implement, manage, and coordinate the Atlanta Beltline project. Its mission is to plan and deliver trails, parks, transit, and community development initiatives that promote equitable growth, improve growth, improve mobility, and enhance quality of life in neighborhoods surrounding the Beltline corridor. ABI works closely with the City of Atlanta, Invest Atlanta, and community stakeholders to ensure that redevelopment and investment along the Beltline are inclusive, sustainable, and aligned with the citywide planning goals.

Atlanta Beltline TAD Increment Fund

A maximum of \$3 Million is available, per phase of development project, via the Beltline TAD Increment Fund to support the development of the affordable housing developments located within the Beltline TAD. These funds must be applied for through Invest Atlanta and are subject to TAD Increment guidelines, Invest Atlanta board approval, and funding availability at the time of application.

Learn more here: <https://www.investatlanta.com/developers/opportunities-incentives/tax-allocation-district-financing/atlanta-beltline>



**Atlanta
Beltline®**



**METRO ATLANTA
LAND BANK**



INVESTATLANTA
Atlanta's Development Authority



**FULTON
COUNTY**



**ATLANTA
HOUSING**



Community
Foundation
for Greater Atlanta



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

Procurement Requirements

The deadline for submission of responses is 11:59pm Eastern Time on March 6, 2026.

Please refer all communications, questions, and submissions to **admin@atlurbdevco.com.**

Project Leadership

The Atlanta Urban Development Corporation seeks a qualified partner for the development of the Peeples Street site. AUD is leading this initiative directly and is seeking Qualification Packages from those interested in partnering to develop the project. Applicants must be in good standing with City of Atlanta agencies, including, but not limited to: AUD, Invest Atlanta, Atlanta Housing, and Atlanta Beltline Incorporated.

For all correspondence related to this procurement, please direct your communications to:

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

Submission Requirements Table - Maximum 40 pages

SUBMISSION COMPONENT	MAXIMUM NUMBER OF 8.5x11 PAGES
1. EXECUTIVE SUMMARY	2
2. TABLE OF CONTENTS	1
4. PROJECT VISION	3
5. PROJECT DELIVERY PLAN	4
6. TEAM ROLES AND RESPONSIBILITIES	4
7. KEY PERSONNEL EXPERIENCE	6
8. ADDITIONAL PERSONNEL EXPERIENCE	4
9. FINANCIAL QUALIFICATIONS AND CAPACITY	6
APPENDIX	up to 10 pages max.

Anticipated Timeline (subject to change)

Publish / Release RFQ	01 / 20 / 2026
Property Tour, Q&A*	2 / 12 / 2026
Question & Response Period	Ends 2 / 19 / 2026
AUD Responses to Questions to be Posted	2 / 26 / 2026
Qualification Package Due	3 / 6 / 2026 at 11:59 PM ET
Interviews**	April 2026
Announcement / Publish	End of April 2026

* - to RSVP for the site tour, please email admin@atlurbdevco.com

** - Applicants that pass the first round of evaluation will be invited for interviews in the month of April. 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. AUD will attempt to respect availability of applicants.

Scoring Criteria

All submissions will be scored based on the following criteria and distribution of points:

Criteria	Max Points
Team Composition <ul style="list-style-type: none">Team composition and organizationOrganizational structure of teamPersonnel experience, including exp. with community-based development projects	30
Project Vision and Narrative <ul style="list-style-type: none">Alignment of vision to development priorities and commitments on pages 18-21Creativity of vision/designViability of vision/design	30
Ability to Execute <ul style="list-style-type: none">Financial qualificationsFinancial strategy and execution planTeam capacityExperience developing similar projects in similar market conditionsExperience with projects of similar scale and scope, including development in historic districts	40

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 www.atlurbdevco.com.

Procurement Overview

AUD issues Requests for Qualifications to provide applicants with 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, outlined on pages 18-21 and in line with AUD's Values and Structure on pages 27 - 31. Respondents are not expected to provide full development plans and are expected to work with AUD during negotiations to come to a satisfactory development agreement between parties.

Submission Requirements - 40 Pages Maximum

Please pay careful attention to submission requirements, as these will be the basis for evaluation. As a courtesy to the Evaluation Committee, please clearly label separate sections for easy review and reference. For each submission section below, AUD will accept only a limited number of 8.5" x 11" pages. Additionally, applicants may upload up to 10 pages of supplementary material (Appendix) 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.

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 a single standard 8.5x11 letter size. Responses may be sent as 11x17 spreads if preferred, but the page count must be maintained (i.e. one 11x17 spread counts as two pages). All pages should be numbered.**

1. 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.

The Executive Summary should also provide 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. Please 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. If there are dates during which the Respondent cannot be available for interview, please indicate this clearly in the Executive Summary.

2. Table of Contents – 1 page

4. Project Vision – 3 pages

Respondents should provide a high-level description of their understanding of the vision and program for the 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 development plan that was done previously for the site and directly to the Development Priorities listed on page 18.

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 for the site and neighborhood are achieved. Respondents should also lay out how their vision aligns with AUD's Values outlined on page 27, Atlanta Public Schools values, outlined on page 30, and the City of Atlanta's Values, outlined on page 31. The vision should establish how your team will be a beneficial addition to the community and how the development will fulfill the priorities of the stakeholders involved.

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 residential development in a historic district with a focus on providing housing for families with children enrolled in APS.

Programming: The vision should reference the Peeples Street Master Plan and Development Priorities and Design Considerations sections on page 18-20. 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, and leisure opportunities for residents and integration into the surrounding neighborhood. The vision should include how the redevelopment will support the neighboring communities in line with the Development Priorities.

5. Project Delivery Plan – 4 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 uses in line with the AUD Resources, AUD Partnership Structure, and City of Atlanta Additional 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;
- AUD will disregard respondents whose development plan contemplates use of Low-Income Housing Tax Credits.

6. Team Roles and Responsibilities – 4 pages

An overview of the application team, including:

- A chart that includes a description of each team member's organization and their role and responsibilities on the development team, including but not limited to development firms, architecture and engineering firms, legal counsel, financial partners, investors, shareholders, and other contractors, service providers, or partners, as applicable;
- Identification and resumes 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 any **additional personnel** who may play a meaningful role in the project, including an outline of their role and responsibility and brief relevant background information;
- 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 Project 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 (page 18-20) and responsibilities (AUD Partnership Structure Section, pages 28-29) of the redevelopment. These projects may include:

- Experience with development in historic districts;
- Engagement with public or quasi-public entities like AUD;
- Experience with missing middle housing development;
- Experience developing similar housing product in similar market conditions;

- Public-Private Developments with creative ownership and financing structures.

Each project example should include:

- Name and location of the project;
- Brief narrative of relevance of the project to the Peeples Street Redevelopment
- Site plans, massings, renderings, or photographs;
- Respondent team members involved on the project and role;
- Other firms involved on the project;
- Development timeline;
- Details of the project financing, including sample deal sheets and respondent's role in structuring deal.

8. Additional Personnel Project Experience – 4 pages

Please provide an overview of an additional 3-5 projects that highlight the experience of other non-key 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.

Please do not submit financial information in the submission package. AUD will provide separate instructions for confidentially submitting financial documents.

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

10. Appendix – Up to 10 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.

Contact

For all correspondence related to this procurement concerning the Peebles Street 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

The deadline for submission of responses is 11:59pm Eastern Time on March 6, 2026.

Attachments

Attached to this RFQ are the following exhibits.

Planning

Peoples Street Master Plan Executive Summary

Peoples Street One-Pager Fact Sheet

Site Information

Boundary Survey

Latest Title Policy

Zoning and Land Use

Rezoning Legislation

Future Land Use Legislation

WEND Support Letter

Policy and Legislation

City Charter Chapter 18U - SPI-21 Historic West End/Adair Park

AUD Private Enterprise Agreement (PEA) Policy



ATLANTA
URBAN DEVELOPMENT



ATLANTA
PUBLIC
SCHOOLS



