

ATLANTA HOUSING



"We have to intentionally mobilize differently in order to impact the larger environment."

-Terri M. Lee, Atlanta Housing President & CEO

Request for Ideas (RFI):

**REIMAGINE THE FORMER
BANKHEAD COURTS SITE**



Bankhead Reimagined

Atlanta Housing or AH, one of the most forward-thinking and successful housing authorities in the nation, is issuing an open challenge to help shape the future of the former Bankhead Courts public housing site in Northwest Atlanta. Through this Request for Ideas ("RFI"), AH is asking for members of the community, philanthropic and non-profit organizations, and commercial entities to share their ideas for the redevelopment of this important 35-acre vacant site in northwest Atlanta. This call for ideas reflects our desire for greater transparency and engagement with all types of stakeholders as we move forward to determine the best use of this site, reflecting its unique location in a light industrial and commercial corridor along Donald Lee Hollowell Parkway, with excellent connectivity to Interstates 285 and 20 and the Chattahoochee River.



Bankhead context map. Yellow highlighted areas indicate recent or proposed development.

What is an RFI?

Through this Request for Ideas (RFI) we are simply saying, “LET’S REIMAGINE THIS SITE TOGETHER,” and are asking for your creativity and innovation. At this very early stage of our process we expect this creativity to come in many different shapes and sizes, all of which will inform the second phase of the competition.

The RFI is an open invitation to engage with us to brainstorm about Bankhead’s future. It is in some ways an admission that we do not have all the answers; but it is also a call for bold proposals on how an important parcel of land can be leveraged to support as many AH and City of Atlanta strategic objectives as possible, whether as residential, commercial, industrial, or a mix of uses.

During this process, we invite any and all who are interested in engaging with us to address this challenge to respond to this RFI by submitting your vision of what the Bankhead site might become. We have created two tracks by which participants can submit their work, depending on whether it is a Short Response (Track I) or a Long Response (Track II). We recognize that competitions of this nature often prioritize the voices of professionals in the field of housing; but we

also know that true change can only come from the collective energy and imagination of all of us. Whether you have a short thought or description, an image, or a big redevelopment strategy, we welcome your participation in reimagining Bankhead. We want to hear from you!

We know there will be questions. Throughout the RFI process we will continue to communicate with all potential respondents to ensure that we provide guidance on expectations, clarity on technical issues, and instructions on process. We view the RFI as an opportunity to dialogue with you.

At the end of the RFI submission period we will review each idea carefully and compile them all into a digital catalogue accompanied by a showcase event. We will then gather the ideas from the RFI to help craft a more robust Request for Proposals (RFP). The RFP will be a competitive process asking for development and/or disposition proposals with the goal of implementing a collective vision.



Not Your Average Site

AH's intention is to collect ideas from a wide variety of stakeholders in the city. AH would like to consider those ideas which are feasible, catalytic to the Westside revitalization and add the most value to our mission of providing affordable, high-quality housing in enriched environments and/or supporting the transition of low-income families to self-sufficiency by providing educational, health, social and economic opportunities. To that end, we have contemplated as a team some of these options but are not limited to:

- Traditional development of affordable and mixed-income housing.
- Mixed-use or straight commercial development in concert with housing.
- Development of industrial space to generate funds to enable affordable housing opportunities elsewhere.
- YOUR IDEAS!

Bankhead birdseye view map.



For your consideration:

- The location of Bankhead with adjacency to the Chattahoochee River, opening an opportunity for community access to the river. The Riverlands study described below advances a vision to connect northeast Georgia with the Atlanta metro and beyond through a publicly-accessed greenspace along the city's major waterfront. Bankhead is one of the few places where the river can be easily approached for passive and active recreation. Although this would require an easement or other access right across a parcel currently owned by Fulton County, the 100-year floodplain and MRPA buffer (see below) limits development that can occur on that land.
- Superb center-city and regional connectivity along Donald Lee Hollowell Parkway with potential transportation enhancements that could include bus rapid transit connecting to the planned I-285 "Top End" circuit.
- The potential for city investment in public infrastructure such as open space, walkable streets, pedestrian and bike facilities, and early learning as well as economic development incentives in alignment with Mayor Dicken's Neighborhood Revitalization Initiative (West Hollowell subarea).
- The site may provide an opportunity for an innovative approach to workforce housing in connection with other uses on the site.
- Adjacency and street alignment with the Atlanta Industrial Park and proximity to the Fulton Industrial District, linking to this production ecosystem with its possibilities for training and job opportunities.
- AH's commitment to fostering green and sustainable development through strategic partnerships and direct action.

We seek innovative ideas for the use of the property delivered through synergistic land development concepts.. The options which can be considered under this RFI include, but are not limited to, housing and land uses directly benefitting residents. However, AH recognizes the value of the property for several possible usage types and feel everything is open and on the table for discussion.

AH As A Part Of The Vision

"The importance of our Strategic Plan is to show we are open for doing business, that we are going to be transparent, and that we will allow the public and our stakeholders to hold us accountable to the commitments that we've made." Terri M. Lee, President and CEO



Terri Lee, AH's newly appointed President and Chief Executive Officer has challenged the agency to step up in a major way and engage with the residents, business community, and government to drive forward solutions to the housing crisis and supporting low-income families that will benefit generations to come. We are taking a hard look at the property that AH owns and exploring creative options for how new development can contribute to the mission of benefitting Atlanta's families.



You are invited to view the AH Strategic Plan which places people first, using platforms of housing, community development and partnerships as the foundation or anchor. These directions are captured in the AH's Strategic Plan goals which include the following:

Goal 1

Create or Preserve 10,000 Affordable Housing Units over the Next 5 Years.

Goal 2

Enhance Housing Assistance Resources for Atlantans in Need

Goal 3

Create Opportunities for Individuals, Families, and Children to Thrive

Goal 4

Build or Expand Partnerships to Pool Resources and Maximize Impact for the Benefit of Families

Goal 5

Communicate the Impact of AH's Work to Atlanta

Goal 6

Strengthen Atlanta Housing Operations

The Reimagined Bankhead should support one or more of these goals.

Bankhead Site Characteristics



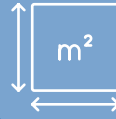
Address

3476 Donald Lee
Hollowell Parkway
NW, Atlanta GA 30331



Parcel Number

17 0267 LL0839



Acres

34.92



Existing Zoning

RG-3

Features of the site:

- The state of the site is vacant with a portion of the internal prior street (Maynard Court) remaining.
- Main entry at state road Donald Lee Hollowell / Maynard Road intersection (signalized).
- Approximately 1,455' frontage along Donald Lee Hollowell Parkway.
- Gently sloped from east to west.
- Areas of revegetation mixed in with mature trees from prior landscaping.
- 9' wide by 6' high stormwater box culvert crossing site east to west.
- Box culvert terminates in 16' deep swale at west, feeding stream to Chattahoochee River.
- 8" sanitary drainage line roughly paralleling box culvert.
- 200' power easement crossing site north to south along western edge.
- Power easement also contains 30" natural gas pipeline and two transmission towers.
- 0.6 miles to the Interstate 285 interchange from the main entry.
- 0.4 miles to the Chattahoochee River along Hollowell Parkway.
- Approximately 75% of site is overlaid by the 2,000' Metropolitan River Protection Act (MRPA) buffer. More on the MRPA can be found here:
<https://atlantaregional.org/what-we-do/natural-resources/metropolitan-river-protection-act/>



Some Background

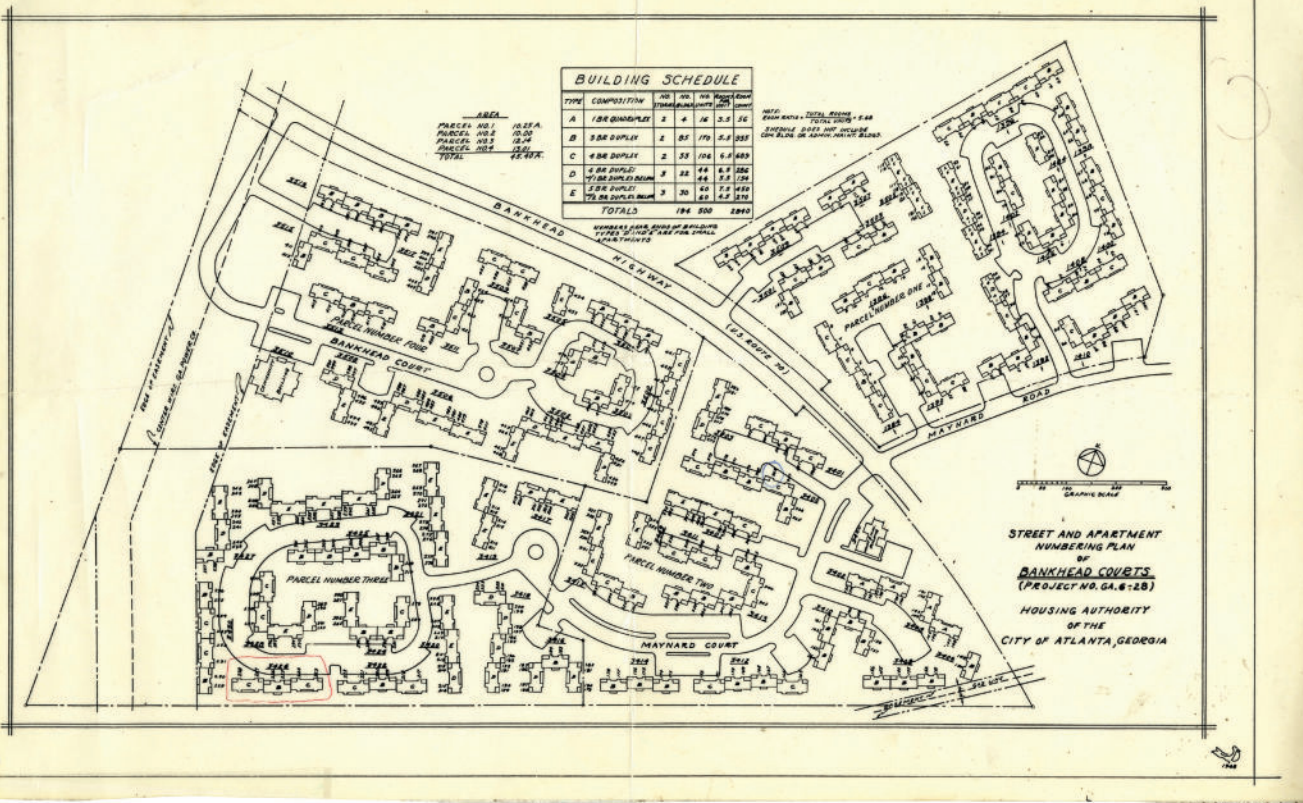
Bankhead construction, 1969.

Originally 45 acres, Bankhead Courts was developed in four phases beginning in 1968 and concluding in 1970, resulting in 65 two- and three-story buildings spread over the property, with two parcels separated by a major commercial corridor, Donald Lee Hollowell Parkway, a state road. The 500 public housing units contained in the townhouse-style buildings were divided between one,

two, three, four, and five-bedroom apartments, with the vast majority (79%) represented by three-bedroom units and larger. Like the contemporary developments of Hollywood Courts and Englewood Manor, Bankhead Courts was a HUD “Turnkey” development designed by local architects Sheetz and Bradfield and constructed by two Greensboro, North Carolina firms. The Turnkey program was initiated in 1966 and was an innovation in public housing development that brought in private developers to design and construct the project, which was then sold to the local housing authority as ready for occupancy. The total cost of the development \$9.7M (\$76.8M in 2024).

Bankhead Courts espoused the suburban design and construction practices that were prevalent at the time and the units were constructed of durable materials. The northern portion of the site was also adjacent to Blalock Elementary School (now KIPP Thrive) and gained an expanded community center in 1976.





Bankhead Site Map.

Over time social problems, design, and construction deficiencies contributed to Bankhead's decline. Youth vandalism was noted as a factor driving the demand for the new community center; and a 1988 analysis noted sewer backups, site erosion, structural problems, and poor maintenance contributing to the advancing physical blight. Problems with crime and drug sales escalated to a point where by 1993 the property was considered for demolition and incorporation into the Atlanta Industrial Park. In the late 1990s and early 2000s Atlanta Housing was granted HUD authorization in stages to demolish the project, and the site was cleared in 2011.

AH disposed of the northeast portion of the site to the City of Atlanta and it is now owned by the Atlanta Public Schools.



Planning Efforts

The Bankhead Courts site is unique among AH properties in that it has at least two different land use policy contexts affecting how it might be redeveloped. First, it is in the industrial corridor running along the Chattahoochee River from I-285 to SR154. The site is located 0.6 miles from an access ramp to I-285 along Donald Lee Hollowell Parkway, which as US-78 serves as a major commercial route for trucks providing goods to the city of Atlanta as well as providing a direct route for commuters from Cobb County. It is also adjacent to the UPS SMART Hub and was once considered for incorporation into the Atlanta Industrial Park (AIP) which was developed in the 1970s. The AIP has been the subject of several studies including academic work by Georgia Tech in 2009 and 2019, the latter of which revolved around expanding the range of uses through targeted rezoning to the City of Atlanta's newly developed IMIX (Industrial Mixed-Use) district. It is also two miles north of the Fulton County Airport / Charlie Brown Field and 2.5 miles from the first access drive to the Fulton Industrial Park and its Community Improvement District (<https://boulevardcid.org/>).

The second policy overlay is the Chattahoochee Riverlands, which reimagines the river corridor as a 100-mile-long greenway and blueway serving the entire Atlanta region. The Bankhead site is 500' from the river's edge but separated from it by a parcel owned by Fulton County. It is also midway between two future north-south trails – one flanking the river and one paralleling Fulton Industrial Parkway - and near two additional tributary trails that, when built, will offer connections to the east along Proctor Creek and Sandy Creek. It is also close to the Nickajack Creek Pilot Site across the river in Cobb County, which would include open space and a trailhead as well as a kayak launch. The location inside the Riverlands corridor with access to many natural and recreational features are drivers for reconceiving the site as dense housing, particularly if a bus rapid transit line (BRT) is constructed in Donald Lee Hollowell Parkway connecting the river to Midtown Atlanta. More detail on the Riverlands plan can be found here: <https://www.chattahoocheeriverlands.com/>.

Besides Riverlands, the most recent major planning work was done by the Georgia Conservancy and Georgia Tech in collaboration with Atlanta Housing to prepare a ten-year update to the NPU-G Community Master Plan. While the Bankhead site is not inside NPU-G, it is adjacent and connected to the Atlanta Industrial Park (“AIP”) which is a major economic center for the NPU. Students in Georgia Tech’s College of Design explored redevelopment ideas for the three Atlanta Housing sites included in the plan. The work on Bankhead repositioned the site as a residential neighborhood flanking a constructed stream / “filtration park” taking the place of the subsurface stormwater box culvert. New connections to the Chattahoochee River and the AIP recognized, and to a degree attempted to reconcile, the two different land use policy overlays. This work, done in 2018, was followed up by the exploration into creating an Innovation District for the AIP and Bankhead utilizing the IMIX zoning. The NPU-G plan can be accessed here: <https://www.georgiaconservancy.org/blueprints/npug>.



NPU-G Plan map.

Cultural Connections

Bankhead has become shorthand for the type of music that emerged from Atlanta’s Westside during the 1990s and 2000s, and has been chronicled in books like *Rap Capital: An Atlanta Story* and profiled in local journals such as *Canopy Atlanta* (<https://canopyatlanta.org/existing-issues/bankhead/>).

Schedule

Section 2: Schedule of Events

Due Date	Action Required
April 8, 2024	Release of RFI
June 7, 2024	Deadline for submitting Responses

Submission Deadlines

April 8, 2024

RFI is posted

June 7, 2024

Submissions are due
by 5:00 PM EST

**End of
June 2024**

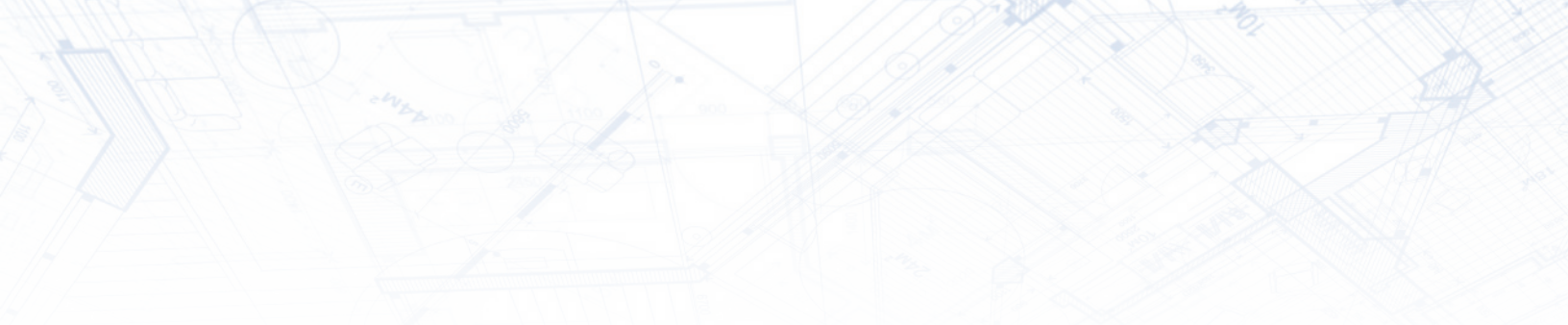
A summary of the RFI
submissions and ideas
will be publicly shared

Respond to this RFI by completing the form here: atlantahousing.org/bankhead

Submission

Section 3: Submittal Instructions

Please click [here](#) to access the form and complete your submission. In addition to filling out either form, you may include uploads with more detailed information. We look forward to hearing from you. For questions, please send an email to ReimagineBankhead@atlantahousing.org.



The submission process of this RFI is divided into two tracks: Short Response (Track I) and Long Response (Track II), depending on the scope of the proposed idea. All individuals who are interested in shaping the community's future are encouraged to participate.

AH is looking for creative ideas for using the land, and respondents are encouraged to share their proposed concepts, visualizations, business models and any other relevant information.

Respondents must indicate whether you approve of AH sharing your ideas with a wider public or with only potential development partners.

TRACK (1): Short Response – please send ideas to AH by utilizing the Short Form, accessed through the link on Page 14.

AH invites all respondents to share their input and ideas. In your response, please include the following:

1. Introduction and background of yourself or company and why you are interested in the site.
2. A brief description of your idea(s) for the site.
3. A short narrative on how the proposed idea supports AH's mission and vision, provides an equitable and sustainable development, and enhances the quality of life for residents of the Westside.
4. A short narrative about how you believe the implementation of this idea / concept can be a transformation for the Westside.
5. (Optional) Illustrations or visuals that support your idea - i.e., conceptual plans, images, etc.

TRACK (2) Long Responses – please send ideas to AH by utilizing the Long Form, accessed through the link on Page 14.

1. Introduction (Max 4 Pages)
 - a. Who you are (citizen, non-profit, public or private agency, or philanthropy) and why you are submitting a proposal.
 - b. If an organization, provide a summary of you or your organization's background (name, name of collaborators, company, etc.)
2. Proposal (Max. 8 Pages): The proposal should include the following:
 - c. An explanation of what you are proposing and why you believe it aligns with AH's goals.
 - d. A combination of the following to convey essential features of your proposal: conceptual designs / drawings, diagrams, renderings, or images of similar concepts.
 - e. A short narrative on how the proposed idea supports AH's mission and vision, provides an equitable and sustainable development, and enhances the quality of life for residents of the Westside.
 - f. A short narrative about how you believe the implementation of this idea / concept can be transformative for the Westside.
 - g. Thoughts on the financial feasibility of your idea and how your ideas might be financed from public, philanthropic, and private sources.
 - h. An explanation of who would be serviced by your proposal.
 - i. A brief description of the key obstacles to the creation of your project, including potential funding needs.

The most compelling concepts usually include a combination of these elements. We value your input and are committed to ensuring transparency throughout this process.

The Rules

This is not a Request for Proposals but rather a process to gather information and ideas from the public to better ensure inclusion and community engagement. AH intends to use submitted ideas and information to help inform our next steps in the redevelopment of the Bankhead site.

Ideas submitted through this RFI will be shared publicly. AH intends to use ideas received to help shape the future of not only the Bankhead site, but the Donald Lee Hollowell corridor as well. This initiative presents an exciting opportunity for those interested in contributing to AH and the City's dynamic, inclusive vision for a revitalized Westside.

The RFI method is not a competitive solicitation method and, as a result, does not satisfy the requirement for competitive bidding. The RFI method is an information-gathering tool and information gathered may or may not be used by AH to develop a competitive solicitation. There is no requirement to respond to an RFI, and failure to respond to an RFI will not prohibit participation in any competitive solicitation that may result from the RFI. However, we strongly encourage responding to RFIs as it is a proven way to ensure AH develops and targets appropriate resources to pair market needs with our public policy objectives.

Nothing in this RFI shall be construed to create any legal obligation on the part of AH or any respondents. AH reserves the right, in its sole discretion, to amend, suspend, terminate, or reissue this RFI in whole or in part, at any stage. In no event shall AH be liable to respondents for any cost or damages incurred in connection with the RFI process, including but not limited to, any and all costs of preparing a response to this RFI or any other costs incurred in reliance on this RFI. No respondent shall be entitled to repayment from AH for any costs, expenses or fees related to this RFI. All supporting documentation submitted in response to this RFI will become the property of AH.

Georgia Open Records Act

The laws of the State of Georgia, including the Georgia Open Records Act, as provided in O.C.G.A §50-18-70, et seq., require certain public records be made available for public inspection. Even though information (financial or other information) submitted by a Respondent may be marked as "confidential", "proprietary", etc., Atlanta Housing will make its own determination regarding what information may or may not be withheld from disclosure.