



# Atlantic Station

**LOCATION:** Atlanta, GA

**SIZE:** 138 acres

**FEATURES:** Large Parcel, Flat Land,

**OWNER:** Jacoby Development Inc and AIG Global Real Estate Investment Corporation

**CURRENT USE:** Mixed-use (residential, office, retail and entertainment)

**PAST USE:** Steel Mill

**CONTAMINANTS:** PCBs, Sulfates

**TOTAL ACTUAL COST:** \$250 million for clean-up site preparation and infrastructure

## TIMELINE

1901 Atlantic Steel Company is founded

1974 Atlantic Steel Company employed 2000 people and produced 750,000 tons of steel annually

1979 Atlantic Steel Company is acquired by Ivaco Inc.

1997 Atlantic Steel property is contracted to Jacoby Development Inc (JDI)

1998 Atlantic Steel Mill closes

1999 JDI closes on Atlantic Steel property and forms partnership with AIG Global Real Estate Investment Corporation

2005 Atlantic Station redevelopment officially opens

## HISTORY

Construction of the Atlantic Steel Mill began in 1901. It produced steel from the 1920s to the 1980s. For the first fifty years, it met the steel needs of the South, such as nails, barbed wire, plough shears and galvanized steel. At the height of its production in the 1950s, the facility employed more than 2300 people and produced approximately 750,000 tons of steel annually. Due to both domestic and foreign competition, some of its operations were closed in the 1980s and employment dropped to 400 people in 1997. The Atlantic Steel Mill completely closed in 1998.

## TOPOGRAPHY

The site itself is located on the western boundary of Interstate Highways 75 and 85. The site is also bounded by railroad tracks to the north. The newly constructed 17th Street Bridge connects directly to midtown Atlanta. This bridge also allows easier access to a Metropolitan Atlanta Rapid Transit Authority transit station nearby.



Photo courtesy of epa.gov



Picture courtesy of Google Maps

## MARKET CONDITIONS

The development now contributes several millions of dollars in tax revenues to both the County and the City. Before being redeveloped, the site contributed \$300,000 a year in property taxes. Atlantic Station is now generating \$30 million in property taxes. In addition to this, the retailers present on the new development contribute \$10 to \$20 million a year in Special Interest Local Option Sales Taxes. Atlantic Station has generated thousands of new jobs that generate hundreds of millions of dollars in total salaries.

## SITE ASSEMBLY AND CONTROL

In 1901, the Atlantic Steel Company was founded and construction began on its steel production complex in Atlanta, GA. Ivaco Inc., a Montreal steel maker, purchased Atlantic Steel in 1979. In 1998, Jacoby Development purchased Ivaco Inc. In 1999, Jacoby Development formed a partnership with AIG Global Real Estate for the property, encompassing all 138 acres.

## ENVIRONMENTAL PROBLEMS

The remediation plan for the site involved excavating 180,000 cubic yards of soil contaminated with lead. In addition, at least two feet of clean fill was placed over all the slag that still remained on the site. A groundwater collection and treatment system was also constructed in order to prevent the migration of contaminants to other nearby areas. Several buildings containing asbestos were also demolished. As part of the cleanup, around 150,000 cubic yards of concrete from the steel mill's foundations and support structures, were recycled.

## SOCIAL/COMMUNITY INFRASTRUCTURE

The involvement of the different stakeholders was essential in the rezoning considerations of the Atlantic Steel site. Multiple public meetings, group discussions, individual contacts and a full public notice and review process was held during the rezoning of the property. The City of Atlanta Planning Department, the Georgia Department of Transportation, the Atlanta Regional Commission, nine neighborhood organizations and several other groups including the Midtown Alliance and Georgia Tech University were involved in the process. The rezoning document replaced the existing land use zoning classification of industrial with a mixed-use classification that included residential, retail, hospitality and office at urban densities.

## PHYSICAL INFRASTRUCTURE

The eastern portion of the site, which is relatively close to existing large-scale development, has a mixed-use environment. It contains residential space, which is made up of houses and apartments, office space and retail. The residential village, which is made up of condominiums is located at the center of the site. This residential space is within walking distance to the transit links, shopping, entertainment, office, recreation and open park spaces. A 366,000 square foot Ikea store can be found at the western side of the site. It is important to note that "Smart Growth" principles were incorporated into the design of the site, which suggest reduced car travel and air quality impacts.

## COSTS & ECONOMIC INFRASTRUCTURE

Approximately \$167 million of the \$250 million needed for the cleanup, site preparation and infrastructure was provided by a Tax Allocation District (TAD). The development of the hotel, office, retail and residential places found in Atlantic Station was paid for by the private sector.

## CURRENT STATUS AND LESSONS LEARNED

By redeveloping the old Atlantic Steel property, the new Atlantic Station remediated a brownfield, reduced the long term growth in the number of miles vehicles travel, decreased air emissions and saved open space. The benefits that Atlantic Station has provided are not limited to only the environmental aspect since the development also improves neighborhood amenities, creates new housing and offers new economic opportunities.



Completed by Ronald Papa, Summer '08

Photo courtesy of smartgrowthamerica.org

## SOURCES

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