

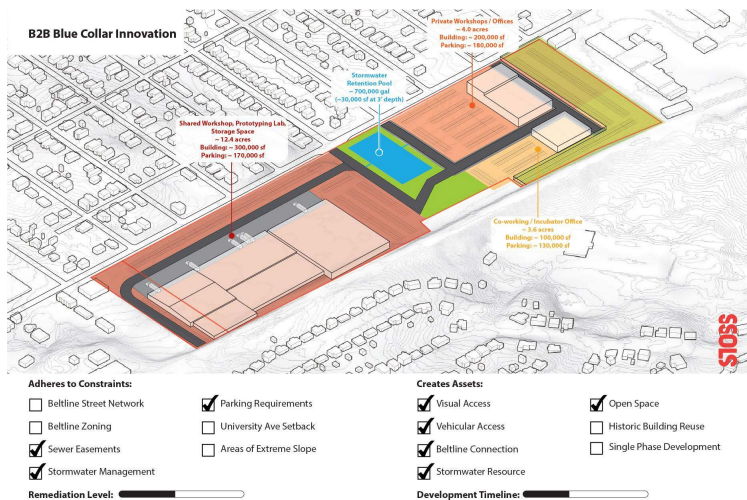
SAMPLE PROJECTS

ANNIE E. CASEY FOUNDATION

UNIVERSITY AVENUE SITE STRATEGIC DEVELOPMENT SCENARIOS

PROJECT DESCRIPTION

In a project for the Annie E. Casey Foundation, Mass Economics and partners performed an analysis of potentially economically transformative uses of a 31-acre site in the Pittsburgh neighborhood of Atlanta. As part of this work, Mass Economics analyzed local, city, and regional economic cluster activity; performed an assessment of local workforce characteristics and identified inclusive clusters to maximize resident opportunities; performed a retail gap analysis; and evaluated the industrial, commercial, and retail real estate markets. The project team performed a detailed site assessment which identified site-specific assets and barriers and led the team to identify various place-based options for development. The project team conducted over 80 interviews to identify inclusive and economically transformative uses for the University Avenue Site. As part of the work, Mass Economics staff researched and interviewed makerspaces to identify building, site, equipment, staffing, and permitting requirements to determine the viability for a makerspace on the University Avenue site. In addition, the project team hosted public meetings attended by almost seventy community stakeholders. For each potential site option, the project team identified economic and community impacts and trade-offs; financial implications; and potential local, state, and federal partners. The Annie E. Casey Foundation proceeded with site development by engaging in a Request for Qualifications process and the site, now called "Pittsburgh Yards," is currently under construction.



PROJECT REFERENCE

Moki Macias
Principal at Participant Consulting
(former Director of Community Building
for the Annie E. Casey Foundation)
Atlanta, GA
macias@participantconsulting.org;
404-759-5953