

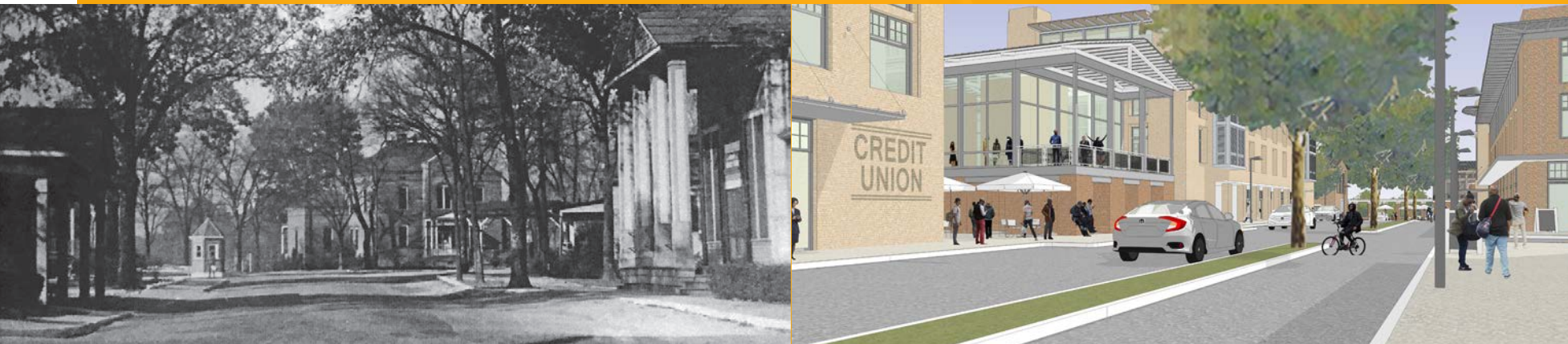
The background of the entire page is a warm, golden-hour photograph of a park. In the foreground, a bicycle is parked with its chain and a wire basket visible. In the background, several people are walking or jogging, their figures slightly blurred. The overall tone is bright and positive.

FTMAC

ESTD ATLANTA 1885

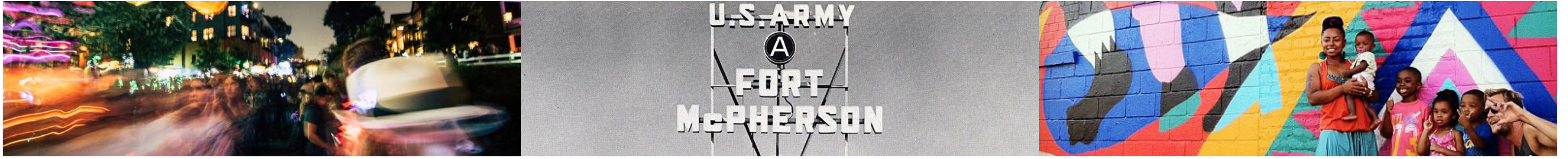
Philanthropic
Information

HISTORY MEETS THE FUTURE



“Imagine all the
people living
for today...
I hope some day
you’ll join us.
And the world
will be as one.”

– JOHN LENNON



Public - Private - Philanthropic - Partnership

Imagine the idea of bringing people together to create long-term practical solutions to our city, state and nation's education, energy, food, housing, jobs, safety, transportation and veterans' care challenges.

THE PARTNERSHIP

THE VISION

THE OPPORTUNITY

THE CHALLENGE





THE PARTNERSHIP

“I alone cannot
change the world,
but I can cast a
stone across the
waters to create
many ripples.”

– MOTHER TERESA



A PUBLIC-PRIVATE-PHILANTHROPIC PARTNERSHIP

Realizing the vision of Fort Mac will require a unique collaboration and cooperative arrangement between public, private and philanthropic organizations. Aligning these partners under a shared mission is essential to catalyzing the redevelopment of Southwest Atlanta.

The combined reach, talent, experience, knowledge and passion of a public-private-philanthropic partnership has the potential to create **a national model of community resilience.**



THE PARTNERSHIP



FORT MAC LRA

Fort Mac LRA is a local government agency created by the State of Georgia, entrusted with 145 acres of the former Fort McPherson and its catalytic redevelopment.



MACAULEY INVESTMENTS

For more than two decades, Macauley has redefined mixed-use development through an approach that intertwines the livability of yesteryear with modern design sensibilities. Macauley's philosophy provides the foundation for developments that are resilient and capable of withstanding the test of time.

MERRILL PASTOR & COLGAN ARCHITECTS

From modest cottages at the iconic village of Seaside, FL, to large-scale traditional structures elsewhere, Merrill, Pastor & Colgan Architects celebrates the discipline and purity of form found in traditional building.



THE PRINCE'S FOUNDATION

The Prince's Foundation is compelled to transform lives across the globe through the creation of enduring and harmonious communities that face the future with confidence.

PARTNERS





THE VISION

“We are now faced with the fact that tomorrow is today. We are confronted with the fierce urgency of now.”

– THE REVEREND DR. MARTIN LUTHER KING JR.



Shaped by a rich military history spanning 126 years and situated in a neighborhood poised for renaissance, Fort Mac is a community rooted in history with an eye toward the future.

A property of this size (145 acres) in an urban, transit-accessible location presents a unique opportunity to advance a new paradigm for urban development - one designed to serve the needs of Southwest Atlanta while elevating and innovating the standard for community-building. Collaboration and community come together with purpose to become the heartbeat of Fort Mac. Add the soul of Fort Mac - a philosophy of inclusion and resilience - and you have arrived at the place *where inspiration lives*.

All Are Welcome

Fort Mac celebrates a new philosophy of community development by embracing a rich diversity of people and ideas. Rather than planned as separated neighborhoods, transitional, affordable workforce and market-rate housing are interwoven to share a public realm. Diverse retail options cater to a spectrum of economic levels. Commercial opportunities at Fort Mac will employ a variety of people, including service workers, skilled tradespeople, artists and makers, entrepreneurs, and professionals.

These initiatives are designed to help mitigate the negative effects of gentrification and create a cohesive, engaged community.

All Work Together

An essential part of actualizing an inclusive community is creating an opportunity for collaboration and open communication.

By soliciting input from residents and local stakeholders, Fort Mac can develop initiatives that meet existing needs, overcome community skepticism and catalyze revitalization of this forgotten neighborhood.

Instead of planning from the inside out and imposing itself upon a community, Fort Mac is committed to weaving thoughtful and progressive philosophies, programming, and amenities into the fabric of Southwest Atlanta. These discussions have led to the inclusion of a job and career center (the Fort Mac JACC) and an afterschool program for area youth, among others.

All Will Thrive

Sustainability at Fort Mac takes multiple forms – social, economic and environmental.

An economically sustainable and resilient development thrives on its own, with opportunities to live and develop commerce inside its boundaries. Fort Mac's size, location and commitment to bringing new opportunity to Southwest Atlanta position it for ongoing success.

Fort Mac's master plan is also environmentally advanced, with many small, purposeful green spaces, energy-saving design features, and a layout designed for urban walkability. The plan also allows for future advancements, making Fort Mac a responsive, adaptable development. Fort Mac aims to be the country's first energy-independent autonomous community.

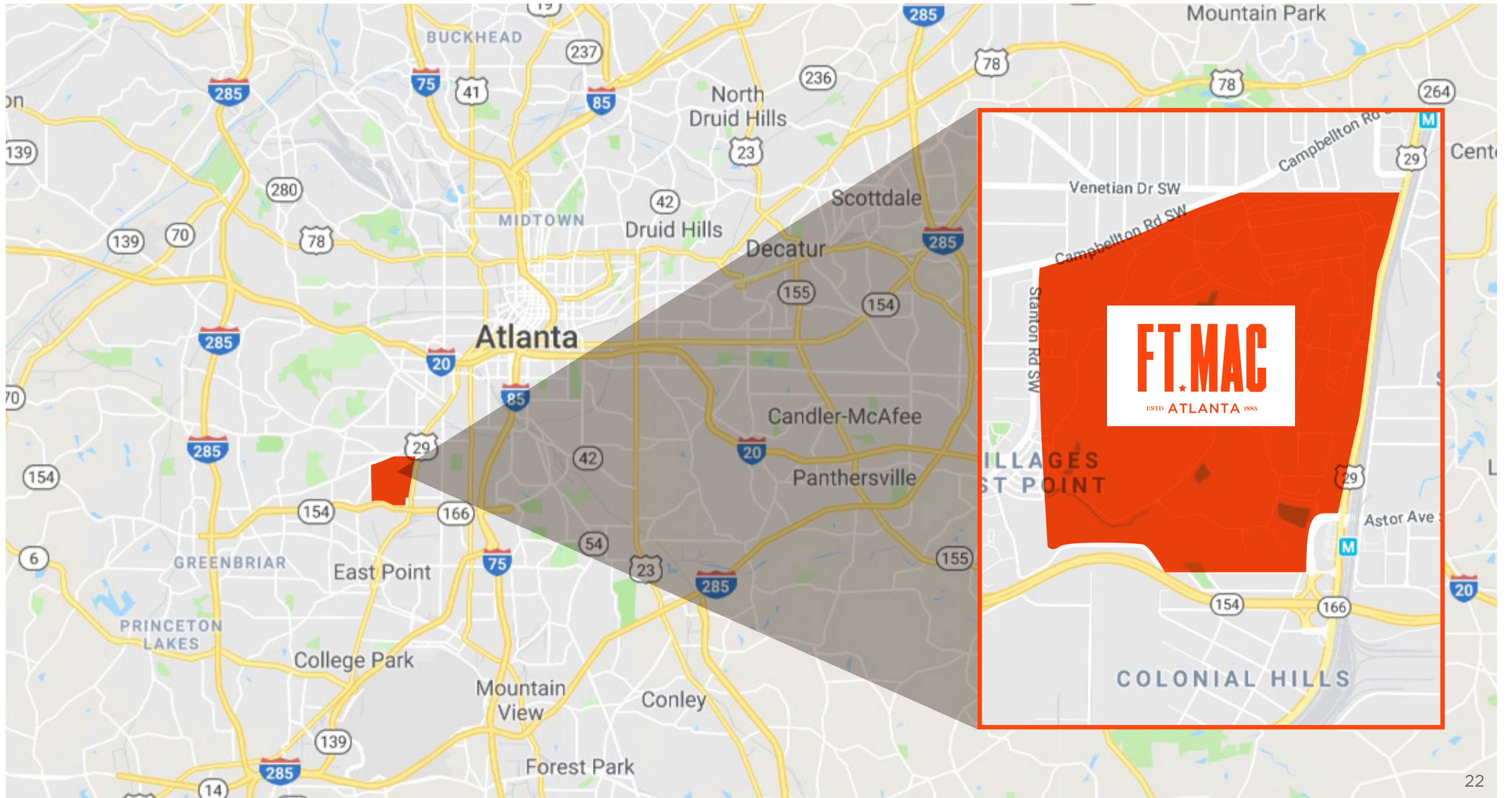
Finally, Fort Mac is socially sustainable and reflects an understanding of what people need from the place they live and work, positively impacting health and wellness. The Fort Mac master plan combines design of the physical realm with design of the social world, incorporating infrastructure to support social and cultural life, social amenities, and spaces for people and places to engage and evolve.

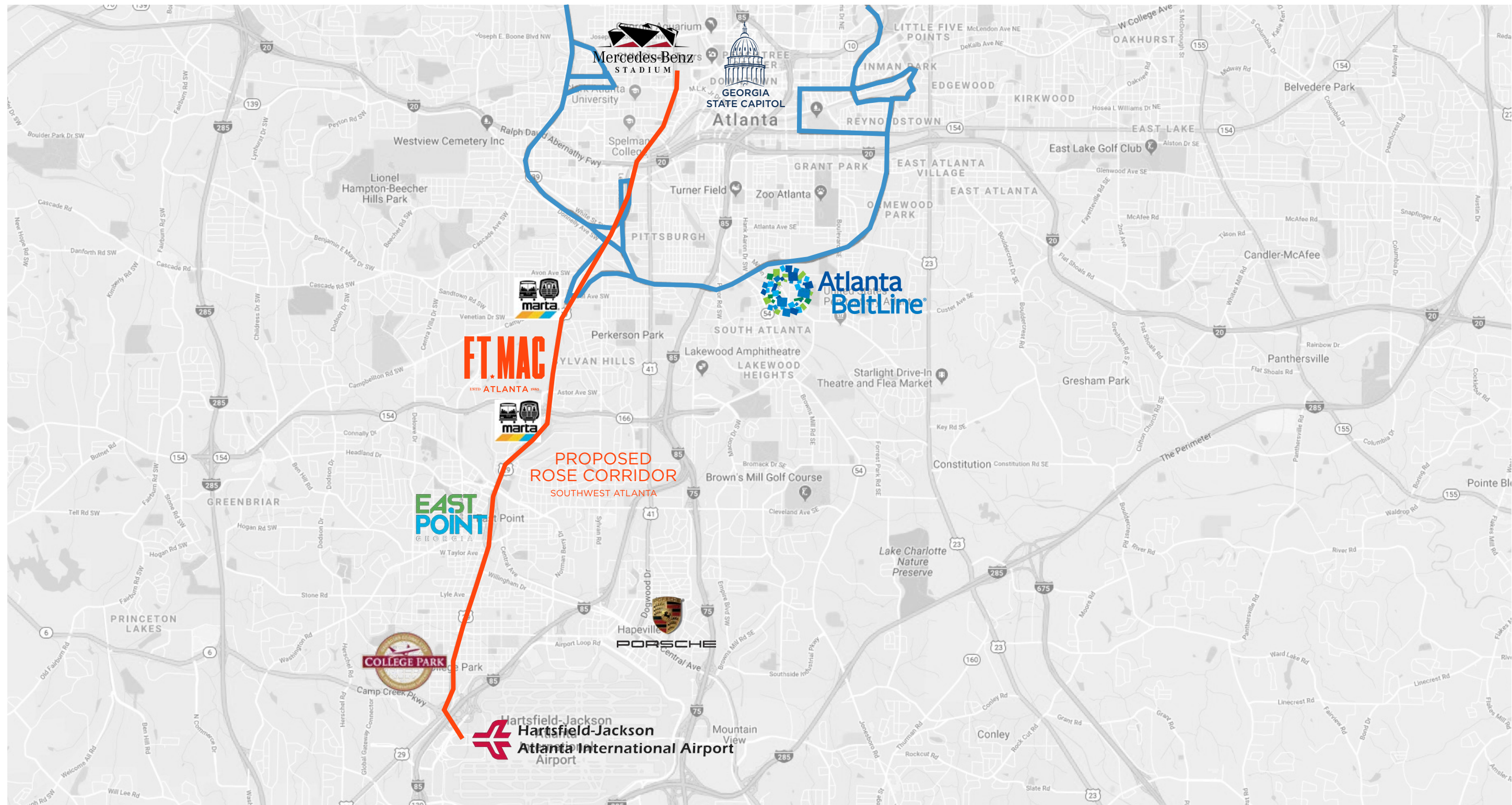


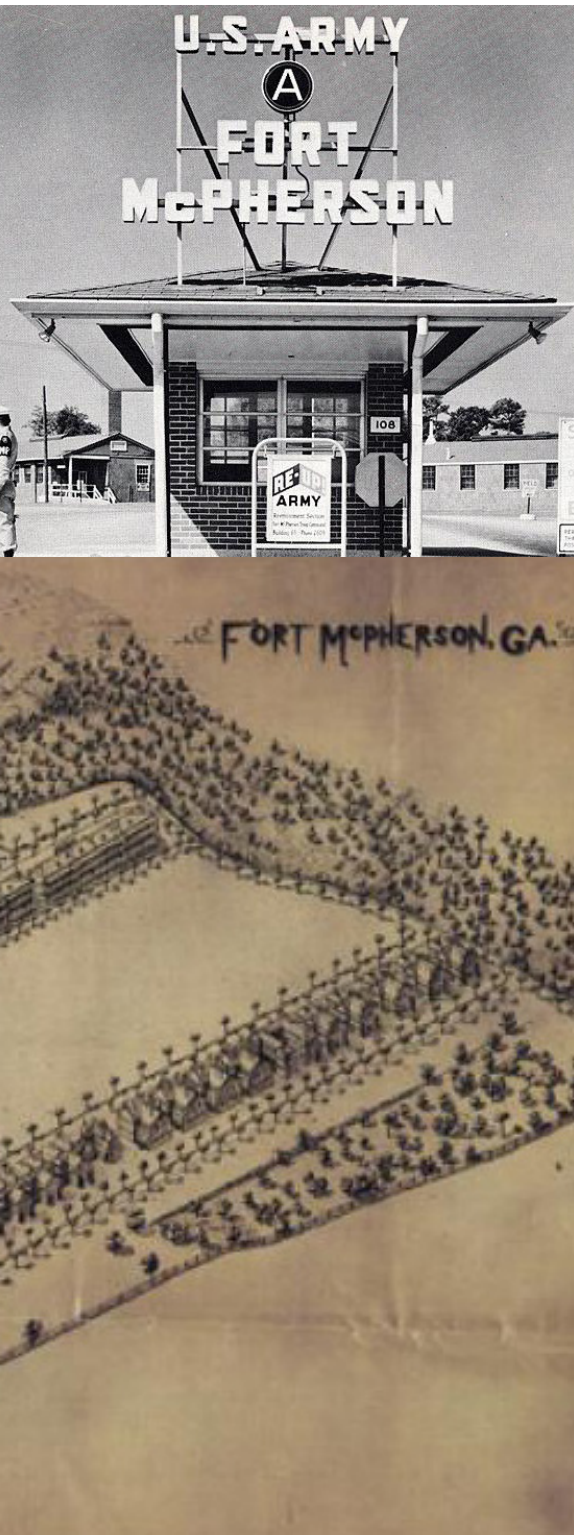
THE OPPORTUNITY

“In the middle
of every
difficulty lies
an opportunity.”

– ALBERT EINSTEIN







THE OPPORTUNITY

Fort Mac's large footprint and urban location present an extraordinary opportunity to create a transit-oriented development with unprecedented access, connectivity, and walkability. Situated between two MARTA stations and only 10 minutes from both downtown and the busiest airport in the world, Fort Mac's location is central and easily reached.

Imagined with a philosophical approach that gives priority to people over cars, commercial and residential buildings are intermixed to create a truly walkable community. Its close proximity to the Atlanta BeltLine also creates more accessibility and connectivity to Fort Mac.

Designed with intentionality and architecture that reflects the local vernacular, Fort Mac's master plan will feature a wide range of uses including single- and multi-family housing, co-working, studio and Class A office spaces, and retail and hospitality venues. Intimate parks, gardens, community centers, water features, and public art will enhance the quality of life. Inclusion, collaboration and resilience are the hallmarks of this design-forward community – values that position it to be a catalyst for revitalization and growth in Southwest Atlanta and an exemplar for a new way of thinking, planning and developing.

Nº1
Most
Traveled
Airport in
the World

- AIRPORT COUNCIL
INTERNATIONAL
APRIL 2017

Nº3
City poised to
be tomorrow's
tech meccas

- FORBES . MARCH 2017

Nº4
City to Live
and Work as
a Filmmaker

- MOVIEMAKER.COM
JANUARY 2017

Nº1
State for
Business

- SITE SELECTION . 2017

Nº2
Next Big
Tech Hubs
That Are
(Still)
Affordable

- REALTOR.COM . APRIL 2017

Nº8
American
City of the
Future

2017/18 (Overall)

- FDI INTELLIGENCE
APRIL 2017

Nº3
City for
Minority
Entrepreneurs

- EXPERT MARKET . MAY 2017

Nº9
The Best
Places for
Business
and Careers

- FORBES . 2017

Nº4
University
City in the
World

- TIMES HIGHER
EDUCATION
UNIVERSITY
RANKINGS . 2017

Nº8
City for
Gamer &
Developer
Opportunities

- WALLET HUB . JUNE 2017



THE CHALLENGE

“We can’t help everyone, but everyone can help someone.”

- RONALD REAGAN



THE CHALLENGE

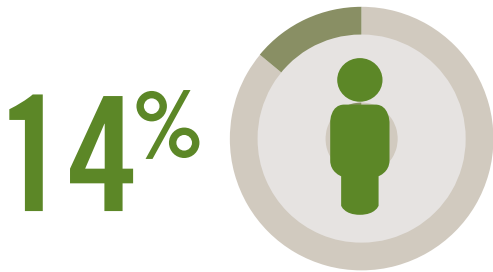
Like many major metro areas, the City of Atlanta saw a decline in business and a waning economy in the late 20th century, causing a geographic shift in population from the city's downtown core to its outer suburbs. Despite Atlanta's history as a leader in Civil Rights, the city's Black population was disproportionately impacted by the rapid de-urbanization and economic decline. With the announcement of the fort's closing in 2005 and the actual closure in 2011, jobs, housing and an active community disappeared. Fort Mac's location in Southwest Atlanta became a place that lacked the economic drivers and employment opportunities necessary to thrive.

Fort Mac aims to be an economic catalyst for Southwest Atlanta and contribute to the civic, social, and fiscal vitality of the area. By collaborating with residents to help shape and define the project's goals and scope, Fort Mac will be a development created in tandem with the local community, overcoming the skepticism inherent among residents of left-behind communities.

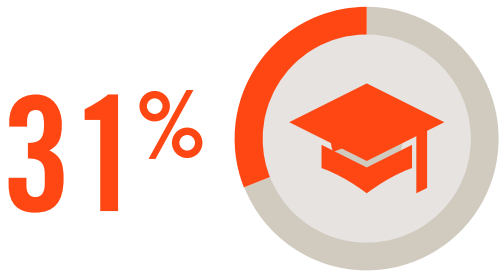
A TALE OF TWO CITIES: COMPARING
ECONOMIC CONDITIONS AMONG
NEIGHBORHOOD PLANNING UNITS

With 40,000 residents, the total population of three south-side NPUs (S, T and V) is similar to that of the northern NPU-B, but, as closer study of the workforce in both areas reveals, the similarities end there.

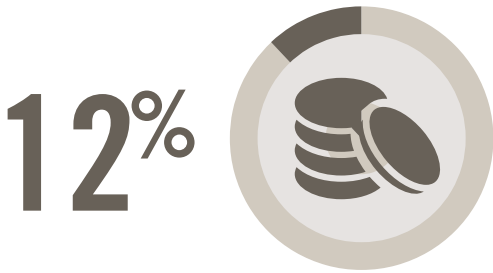
NORTH ATLANTA NPU



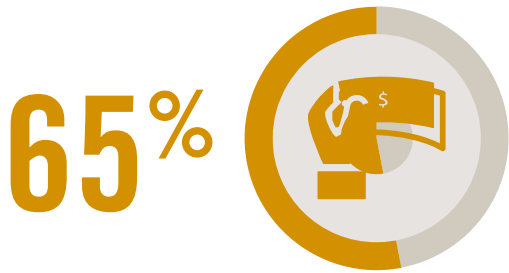
WORKERS WHO ARE
AFRICAN AMERICAN



EDUCATION
(BACHELOR'S DEGREE OR HIGHER)



LOW-INCOME WORKERS
(LESS THAN \$15k ANNUAL INCOME)



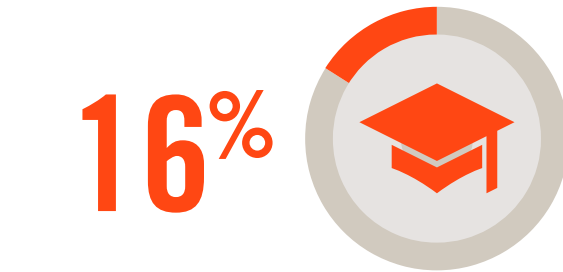
MIDDLE- AND UPPER-INCOME WORKERS
(MORE THAN \$40k ANNUAL INCOME)

VS.

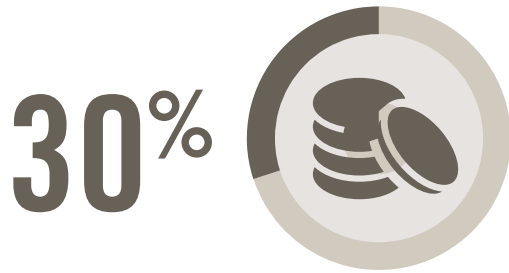
SOUTH ATLANTA NPUs (Including FORT MAC)



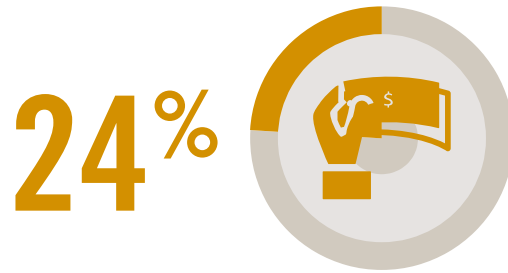
WORKERS WHO ARE
AFRICAN AMERICAN



EDUCATION
(BACHELOR'S DEGREE OR HIGHER)



LOW-INCOME WORKERS
(LESS THAN \$15k ANNUAL INCOME)



MIDDLE- AND UPPER-INCOME WORKERS
(MORE THAN \$40k ANNUAL INCOME)



Imagine the idea of bringing people together to create long-term practical solutions to our city, state and nation's education, energy, food, housing, jobs, safety, transportation and veterans' care crisis.

THE ASK

I - M - A - G - I - N - E

Inclusion

Military And Veterans Support Services

Arts and Cuisine

Gardens and Green Space

Innovation and Resilience

New and Affordable Housing

Education and Job Training

Please support this effort to create a new and replicable model of community development and revitalization.

THANK YOU

CONTACT:

Stephen H. Macauley
MACAULEY INVESTMENTS
stephen@shm100.com
770.363.2665
macauleyinvestments.com

Brian Hooker
FORT MAC LRA
bhooker@fortmaclra.com
404.477.6767
fortmaclra.com

FT. MAC

ESTD ATLANTA 1885