

CASE STUDY - DOWNTOWN REVITALIZATION

Haddow & Company was engaged by **Central Atlanta Progress (CAP)** and **Sweet Auburn Works** to prepare a real estate market study for the Sweet Auburn Study Area (Sweet Auburn). This effort was part of the real estate predevelopment and technical assistance services that are being provided to area property owners. Several owners are currently evaluating the market and financial feasibility of development projects, and are applying for funding through the Eastside Tax Allocation District. The purpose of this report was to provide an in-depth analysis of economic and real estate conditions that will assist property owners with this process.

In addition to market analysis, this report addresses several broader issues impacting Sweet Auburn and offers conclusions and recommendations regarding actions that can be taken to improve the neighborhood's future prospects. The study methodology relied heavily on interviews with key property owners, real estate professionals, and other stakeholders.

