

Selecting Ground-Lease Tenants at Pittsburgh Yards™

The vision for the redevelopment of Pittsburgh Yards™ is to:

- catalyze living-wage employment, long-term career and entrepreneurship opportunities for local residents, including parents with young children, young adults and those in need of second chances;
- use building design, streetscape and landscaping techniques to encourage community engagement and innovation;
- incorporate sustainable design principles and best practices for energy and water efficiency; and
- cultivate local benefits, such as access to the Atlanta BeltLine, healthy foods, green space, community gathering space, arts and culture.

Once the first phase of construction nears completion at Pittsburgh Yards, ground leases will be available for businesses and other community-focused entities to construct their own buildings on pad-ready sites. The terms for these leases likely will be 50 years or more, enabling tenants to establish financing structures similar to ownership.

Ground leases, as opposed to outright sales of the land, enable greater enforcement of the important community goals established for Pittsburgh Yards, such as the local hiring requirements. As businesses and organizations consider leasing space, it will be important that they understand these priorities. While the Casey Foundation and our development partners hope to garner broad interest from prospective tenants and begin generating greatly needed local employment and entrepreneurship opportunities, we are committed to selecting applicants who meet as many of the following criteria as possible and are deemed a good fit for the mission and purpose of Pittsburgh Yards.

****Please note: There will be a separate set of criteria for small businesses and entrepreneurs who wish to locate in the Whale-Skeleton building.***

Criteria for Ground-Lease Tenant Selection

These criteria are based on priorities communicated by residents through various community engagement processes over the last several years, including the Economic Development Institute, study circles, the Brownfields Charrette, the developer selection process, the formation of developer guidelines and a recent community work group.

Preference will be given to enterprises that are locally owned, woman-owned and/or owned by people of color.

We are looking for site partners that will have a positive community impact, as evidenced by:

- a past record of community contributions, such as employee volunteerism and sponsoring community activities;
- meaningful engagement with the community, such as offering tours, providing job shadowing opportunities and sharing information with community groups;
- a commitment to partnering with community-based assets, such as local workforce development organizations, community centers and businesses;
- the provision of goods or services that are complementary or will otherwise positively impact other local businesses/entities; and
- the provision of products or services that are deemed useful by the community.

We are looking for site partners that will improve economic opportunities for residents, as evidenced by:

- a track record of hiring from the local labor pool;
- a commitment to hiring second-chance employees (people with a criminal record);
- a commitment to hiring local residents as interns or part-time employees while they complete their education;
- a commitment to reporting and sharing data on a continuous basis;
- the provision of professional development opportunities to employees;
- the provision of opportunities that lead to wage progression;
- a percentage of new jobs that will potentially be available for local residents;
- a commitment to providing jobs at a living wage and jobs with benefits;
- a commitment to providing jobs that are accessible to those whose highest educational level is a GED, high school diploma or a post-secondary credential;
- the provision of positions with transferable skills or from high-demand occupations;
- the provision of positions that offer opportunities for career growth;
- a record of retaining long-term employees;
- a percentage of new positions (in lieu of relocating employees from other sites); and
- reasonable job density – the number of employees per square feet occupied (minimum is 1 per 1,000 sq. ft).

We are looking for site partners that are financially sustainable and competitive, as evidenced by:

- projected growth within the relevant industry;
- a long-term management/succession plan;
- financial readiness to locate at Pittsburgh Yards - percentage of funding they have raised for ground leasing, construction and relocation costs;
- strength of financing plan to locate, and sustain location, at Pittsburgh Yards – plan for closing any funding gaps;

- proof that the company's financials are in good standing; and
- a viable business model.

We are looking for site partners that can help create a unique sense of place, as evidenced by:

- the potential to attract other complementary and diverse tenants;
- a balance of opportunity within the overall site (industry mix);
- a willingness to include public art and/or Pittsburgh Yards' color palette in the exterior design;
- a commitment to environmental sustainability and the use of environmentally sound products and practices;
- a willingness to pursue LEED certification; and
- accretion to culture of the property.

We are looking for site partners who will maximize the use of the land for beneficial job creation while also integrating with the community, as evidenced by:

- a desire/willingness to go multi- versus single-story;
- minimal parking space requirements for employees; and
- levels of car and truck traffic that integrate well with the site and the community.

Prohibited Businesses

The following business categories are prohibited during the first phase of development:

- Residential rental property
- Farming
- Golf course
- Country club
- Massage parlor
- Hot tub facility
- Suntan facility
- Race track or other gambling facility
- Retail stores whose principal business is the sale of alcoholic beverages for consumption off premises
- Check-cashing businesses
- Gas stations
- Adult entertainment establishments
- Gun shops
- Pawn shops
- Funeral homes
- Auto-repair shops
- Night clubs