Agenda

• Two Studies, Shared Goals
• Community Today
• Challenges
• Opportunities
• Recommendations
  • Listening & learning → Now recommendations
Major LCI Plan Revised Goals

Sponsors: Atlanta Regional Commission and City of Atlanta. Major goals include supporting:

- Transit-oriented development in and around the WE MARTA station
- Expanding employment, shopping, and recreation opportunities
- Helping residents remain in community & thrive
- Strengthening civic spaces, focal points & cultural/historical character
- Improving transportation choices
- Generating activity that results in greater public safety
Atlanta BeltLine Subarea 1 Prioritized Principles

- Encourage economic development
- Promote sustainable living
- Seek a balanced, connected, continuous, and redundant transportation system
- Reuse existing buildings and focus investment on redevelopment
- Connect neighborhoods across existing barriers
- Provide a balanced mix of compatible land uses
- Preserve historic resources
- Increase public safety through appropriate design
- Ensure appropriate urban form
- Expand housing options
- Provide a variety of public spaces
- Enable incremental change

**Neighborhoods**: Adair Park, Bush Mountain, Cascade Avenue/Road, Mechanicsville, Oakland City, Pittsburgh, West End, Westview
Source of Recommendations

• Expressions of community interest
  o Community meetings, surveys, etc.
  o Stakeholder Working Group
  o Past plans
  o Related plans
• Data analysis
• Firsthand observations
• Professional judgment
Historical Context

Streetcar development
  - Cottages and larger houses
  - Smaller homes more affordable
  - Easy walk to trolley
  - Today’s historic district
  - Walkability: “Small town feel”
  - Old-fashioned neighborliness
  - Village Center at RDA and Lee
  - Hub for small businesses

Transit history continues to shape community:
  - LCI & BeltLine Plans: Major TOD focus
Community Today

• Socio-economic makeup of communities has changed over years
• Today a wonderful diversity of residents
• **Strong** African American culture in WE and larger Subarea I
  • Proximity to Fort McPherson and AUC
  • Shops
  • Active CID and businesses
  • Museums
  • Events
  • More
Heritage of Black Community Success
Community Today

Prevailing values: multi-cultural respect & fellowship

- Qualities in keeping with Dr. King’s “Beloved Community”
Challenges & Opportunities
## Representative Community Comments

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>FEEDBACK</th>
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| **Context**               | • Help neighbors stay in their neighborhoods  
• Protect small businesses as redevelopment occurs  
• Protect residential areas from encroachment  
• More wayfinding and branding of the area |
| **Land Use & Economic Development** | • Preserve character of existing residential neighborhoods  
• Promote local businesses and help create jobs  
• Keep industrial uses and jobs but require better design of buildings and street interaction |
| **Mobility and Connectivity** | • Improve access to transit  
• Improve traffic patterns around Kroger Citi-Center  
• Road diet on some major corridors  
• Bike-ped safety on major corridors  
• Add new and repair existing sidewalks |
| **Parks & Open Space**    | • Connect existing parks with new and existing trails  
• Enhance safety in public spaces  
• Increase connectivity between parks and open spaces |
| **Arts/Culture/History**  | • More art needed on trail pathways  
• Highlight and preserve historic buildings  
• Public art throughout the subarea |
Major Challenges

**Desirability:** Community Undergoing Change

Major impact on affordable housing

**Economic Development**

Supporting existing and new businesses resulting in jobs, business success, safe and desirable places to shop and gather

**Connectivity**

Improving transportation system connections to essential services and other destinations
Chance to *guide* neighborhood preservation and “community-focused” development

Both seek development around transit nodes and corridors that *benefits* community

West End LCI aligns with *Atlanta City Design* approaches

- **Protect Conservation Areas**: historic & existing neighborhoods, & natural areas
- **Promote Growth Areas** in suitable areas
- **Seek Equity**: Work for progress to accrue fairly to everyone by preserving and generating affordable housing, supporting local businesses and job creation
Preliminary Recommendations
Preliminary Recommendations

General Approach

Conserve

- Preserve and enhance residential neighborhoods
- Continue steps to help residents stay & thrive
- Add connections/activities that support community success

Grow

- Guide and promote growth complementing residential character, qualities and culture
- Encourage mixed-use development to create jobs & quality of life choices
- See affordable housing in new developments as opportunity offset future losses from existing residential areas
Preliminary Recommendations

General Approach

Land Use

• Use regulations to preserve and enhance neighborhoods’ residential character and qualities, e.g.:
  • Zoning
  • WE Historic District (oldest in City)
• Continue to protect and connect open spaces and civic/cultural institutions to neighborhoods and one another
• Preserve and promote affordable housing via comprehensive strategy of land use, incentives and other actions
1. Preserve some historic buildings in Mechanicsville area and implement design controls and employment-generating building square footage replacement policies that support new development/redevelopment and job growth.

2 & 3. Preserve residential character of existing neighborhoods. Support development on the Lee Street, RDA corridor that doesn’t encroach on residents.
WE Conservation Areas

Conservation

Historic District
WE Conservation Areas

Protect traditional, more affordable duplex & tri-plex
Explore 4-12 unit “Missing Middle” and “Cottage Clusters”
Preserve residential character
Appropriate redevelopment RDA Corridor
Affordable Housing

Apply ONE Atlanta Affordability Action Plan

“Plan is about ensuring all residents can remain in Atlanta and share in the success of city.”

• Create or preserve **20,000** affordable homes by 2026 and increase overall supply

• **Invest $1 billion** from public, private, and philanthropic sources in the production and preservation of affordable housing

• Ensure *equitable growth* for all Atlantans and *minimize* displacement

• Support *innovation and streamline* processes
Representative Affordable Housing Steps

• Build **stronger coalition** to invest in area affordable housing
• Expand Atlanta Housing buy-downs of 60% & 80% AMI units
• Increase support of “**Community Land Trust**” model, e.g., Atlanta Land Trust: nonprofit buys existing or develops new, affordable housing using land-lease to sell or rent units
• Examine creating “**Community Preservation Office**”: storefront with agents providing guidance to both residents and businesses on affordable housing, job training, and business programs
• Explore generating new revenues for preserving and developing affordable housing, e.g., “Housing Trust Fund” ala Alexandria, VA
Conservation: Open Space and Parks
Conservation: Connecting Open Spaces
Promoting Growth
Promoting Community-Focused Growth

Land Use and Development Approach

• Continue and **enhance land use regulations to encourage TOD growth** in suitable existing commercial areas

• Further **invest in capital improvement projects** that promote TOD growth

• Utilize **financial incentives and innovative methods to promote community-focused growth**, esp. affordable housing, local businesses and job creation

• Enlist **existing and new partners to support West End community development initiatives**
Subarea 1 Growth Areas
Subarea 1 Growth Areas: McDaniel Glenn
Subarea 1 Growth Areas: McDaniel Glenn

What We Heard

1. Disconnected from West End commercial corridor

2. Desolate pedestrian experience through the neighborhood area

3. Design of industrial buildings discourages interaction on the street level but like jobs

Response

1. modernized design controls for re/development to create better street interaction with pedestrians

2. Create a more uniform feel from the residential areas to the West End Corridor.

3. minimum replacement of employment-generating building square footage demolished in new redevelopment plans.

Recommendation

SPI-18-SA7
Subarea 1 Growth Areas: Lee St. South Corridor

What We Heard

1. More density throughout the corridor where residential areas are not compromised

2. Oakland City to provide a series of business types
   a. Restaurants
   b. Boutiques/shops
   c. Black enterprises
   d. Maker space

3. Interaction with existing/future development areas
   a. Murphy’s Crossing
   b. Lee + White
   c. Oakland City MARTA station

4. Distinguished identity for Oakland City/Bush Mountain from West End
Subarea 1 Growth Areas: Lee St. South Corridor

**Recommendations**

1. **Mixed-Use, Medium Density**  
   a. Commercial parcel fronting New West End apartments  
   b. Commercial parcels from Avon to Sparks  
   c. Sparks to Donnelly (with LW designation)  
   d. Donnelly to Lawton (with LW designation)

2. **Mixed Use, High Density**  
   a. Parcels on the S side of the BeltLine going W Restaurants  
   b. Oakland City Station
Subarea 1 Growth Areas: BeltLine Corridor

What We Heard

1. Redevelop Kroger Citi-Center lot

2. Preserve neighborhood service land uses on N and S ends of Cascade/RDA

Recommendations

1. The incremental development of Kroger Citi-Center

2. Medium density mixed use between neighborhood commercial nodes along RDA and Cascade
Representative WE Development Actions

• Take steps to **help local businesses succeed and grow**, e.g.,
  – Community Preservation Office
  – Expand on and off street parking options
  – Increase public safety thru steps similar to West Side Blue
  – Organize more events in downtown West End to support retailers

• Assess “**Train and Train**” center for job training, day care and elder care center at MARTA

• **Help existing residents participate** in new development
  – Locally-offered soft-skill programs
  – Increase awareness of existing education/training programs
  – Local entrepreneur assistance (e.g. concierge center; Russell Center)

• Partner w/developers to **reserve space** for local businesses
West End Growth Areas
MARTA TOD Growth Area

• MARTA Station transit gateway to Atlanta
• 2 Road Corridors Cross
• Historic Town Center
• Existing Higher Density
• New Dev. = Least Impact
• Zoning Largely Supports
• New Development walking distance of MARTA
• Multiple opportunities for civic place-making
MARTA TOD Growth Area

- West End Atlanta
- Murphy & Tift
- York Avenue
- MET
- MARTA Center

8/28/19
Growth Corridor

Collaborate with MARTA: ‘Community-Focused’ Development

- Revise overlay to allow height above 72’ up to 140’ if includes one or more of:
  - Affordable housing
  - “Train & Train” Center
    - Job Training
    - Day Care
    - Elder Care

Retail with housing along north Lee

Services/retail below parking
Connectivity Corridor

Both Lee St. & Murphy Ave.

- Complete Streets
- Incorporate and extend proposed MARTA multi-use trail from Fort McPherson to West End Station and AUC

- Benefits
  o Improves bike/ped access to MARTA
  o Safely connects Adair Park and MET
  o Key ped/bike/bus connections between AUC, West End Center and Beltline
MARTA Center

Connectivity Corridor

• Improves access to MARTA regional transit gateway

• Links growth areas and neighborhoods
MARTA Center

West End
Atlanta

York
Avenue

Murphy &
Tift

MET

MARTA Center
York Avenue
York Avenue “Neighborhood Center”
York Avenue “Neighborhood Center”
Extend current mixed-use overlay zoning covering MET development north to Murphy & Tift growth area

Greater density presents opportunity to add significant affordable housing units

Integrate character of industrial buildings
Murphy & Tift

West End
Atlanta

York Avenue

MET

West End Boulevard
Celebrating Community
Decatur Artway

Majestic Killer

The Majestic Killer is a 12-foot tall metal sculpture, which is designed to represent the majesty and power of nature. It is located at the entrance of the Decatur Artway, serving as a welcoming gateway for visitors.

The sculpture features a variety of elements, including a bird, a snake, and a tree, symbolizing the interconnectedness of the natural world. The Majestic Killer is a popular attraction, drawing visitors to experience its imposing presence and admire its artistic design.

The Majestic Killer is part of the Decatur Artway, an initiative aimed at enhancing the city's public spaces with art installations. The Artway features a variety of sculptures and installations, each contributing to the overall aesthetic and cultural vibrancy of Decatur.
Akron Art Museum’s “Inside/Out”

One of five museums installing high quality art reproductions from the museum's collection into neighborhoods around city.
Lee Street

- Many place-making opportunities
- Outdoor setting to celebrate community, arts and culture
  - Sculpture
  - Paintings in windows
  - Venues for performances

Partner w/community orgs. to curate exhibits and host special events

Further strengthens community & supports related WE development
Arts and Culture Corridor and Trail

- Omenala Griot Afrocentric Museum
- Clark Atlanta Art Museum
- Spellman Museum of Fine Art
- Ray Charles Performing Arts Center
- Hammond House
- Wren’s Nest
- Arts & Culture Corridor
- WE Performing Arts
Improving Connectivity and Mobility
Improve Connectivity: Recommendations

Recommendations

- West End LCI Boundary
- ABI Subarea 1
- Atlanta BeltLine TAD
- BeltLine Trail and Transit
- MARTA Stations
- MARTA Rail Line
- Parks
- Pedestrian Safety
- Mobility
- Great Streets
- Traffic Calming
- Bike/Scooter
- Transit
People as priority

People who drive cars, trucks, walk, bike, ride transit, and live and work along/near the street

Quality of design

Quality of service for transportation

Quality of life for residents and users

Make the trip as enjoyable as the destination
Improve Connectivity: Create Great Streets

J.E. Lowery Boulevard
R.D.A. Boulevard
Langhorn Street

Lee Street
Oakland Drive
Mobility

Intersections:
- RDA/Cascade/Langhorn/White/Muse
- RDA/Metropolitan/ Glenn
- Metropolitan/Wells
- Lee/West Whitehall/Murphy
- Langhorn/Sells

Streets:
- Sells Avenue
- White Street
- Westboro Drive
- Dunn Street
- Oak Street
- RDA (under rail)
- Crumley Street
- Shelton Avenue
- John A White Trail Connection
- Lucile Avenue

Neighborhood-wide:
- Daylight Alleys
Bicycle and Pedestrian

**Intersections include:**
- Cascade/Westwood/Donnelly
- Langhorn/Greenwich
- Hopkins/RDA
- White/Rose Circle
- White/Atwood
- White/Matthews/Queen
- White/Oglethorpe
- Greenwich to Enota Park
- Donnelly/Beecher/Oakland
- Donnelly/Oglethorpe
- Donnelly/Lawton
- RDA/Lee

**Streets include:**
- Peeples Street
- White Street
- Westboro Drive
- Oglethorpe Avenue
- Beecher Street
- Richland Road
Traffic Calming

Conduct
Neighborhood-wide
Traffic Calming
Study
Transit

Bus Route Modifications:
- Extend Bus Routes 1 or 58
- Extend Bus Routes 172 or 79

Review Pedestrian Circulation Patterns at West End Station

Provide Bus Shelters and Real-time Information
Summary: Major Challenges

Desirability: Community Undergoing Change
Economic Development
Connectivity and Mobility
Summary: Overall Approach

**Conserve:** Preserve and enhance existing neighborhoods

**Grow:** Promote growth in suitable areas that strengthens community

**Seek Equity:** Work for benefits of progress to accrue fairly to everyone
Next Steps

Survey Closes: August 30, 2019
www.bit.ly/ABI-WELCI

Upcoming Event:
September 29, 2019 | 2:30PM – 6:30PM
Atlanta Streets Alive – Southwest

Draft Plan: September – October

Final Community Meeting:
October 3, 2019 | 6:00PM – 8:00PM
Shiloh Missionary Baptist Church
1150 Westview Drive SW
Atlanta, GA 30310