



EAST
TLANTA
Village

Study

July 2000

East Atlanta Village Study

Prepared by the

City of Atlanta
Department of Planning, Development and Neighborhood Conservation

Bureau of Planning

In conjunction with the

East Atlanta Village Task Force

July 2000

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Vision Statement

The vision for East Atlanta Village is a neighborhood-oriented commercial node which reflects the diversity of adjacent neighborhoods. The Village includes unique restaurants, unusual retail merchandise, and mixture of residential opportunities. Delightful streets are enlivened with sidewalk cafes, street trees, sculpture, murals, colorful shops, and pedestrian activities.

At the historic core of the Village small-scale business are located along Flat Shoals and Glenwood Avenues. Mid-size retailers such as a pharmacy, video store, and bank are located along the east side of Moreland Avenue. Mid-rise residential above shops is encouraged along the west side of Moreland Avenue. Residences are also provided in rehabilitated historic structures and on upper floors throughout the Village. These residences provide a customer base and support a safe and active sidewalk environment.

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Chapter 1

Introduction

Purpose East Atlanta Village is the center of a diverse community that includes many different residents, restaurants, bars, and specialty retailers. The purpose of *East Atlanta Village Study* is to encourage and direct the thoughtful and comprehensive growth of the East Atlanta Village in a way that preserves this diversity and is sympathetic to the concerns of all residents, businesses, property owners, and visitors. It is also intended to support the physical and symbolic reconnection of Moreland Avenue with the surrounding historic commercial and residential neighborhoods, and, in doing so, improve the quality of life for citizens in the immediate area and throughout the metropolitan region.

Vision The vision for East Atlanta Village is a neighborhood-oriented commercial node reflecting the diversity of adjacent neighborhoods. The Village includes unique restaurants, unusual retail merchandise, and mixture of residential opportunities. Delightful streets are enlivened with sidewalk cafes, street trees, sculpture, murals, colorful shops, and other pedestrian activities.

At the historic core of the Village small-scale business are located along Flat Shoals and Glenwood Avenues. Mid-size retailers such as a pharmacy, video store, and bank are located along the east side of Moreland Avenue. Mid-rise residential above shops is encouraged along the west side of Moreland Avenue. Residences are also provided in rehabilitated historic structures and on upper floors of existing and new structures throughout the Village. These residences provide a customer base and support a safe and active sidewalk environment.

Action To help this vision become a reality, several steps will be taken. The East Atlanta Task Force has asked the City of Atlanta rezone the Village. The entire village is proposed to be rezoned from C1 and C2 commercial classifications to a proposed NC (neighborhood

commercial) classification, which is tailored to meet the needs of neighborhoods like East Atlanta. The end result of this is to reduce the overall permissible commercial density to half of what is currently permitted, while encouraging multi-family development above shops and in separate buildings. This zoning category will also encourage the preservation of the Village's character and scale by requiring new buildings to be compatible with historic structures. Both effects were highly desired by residents business and property owners in the Village.

The City also plans to apply for Federal monies to perform streetscape improvements within the Village. These include wider sidewalks along the western side of Flat Shoals Avenue, as well as sidewalk bulb outs, trees, street furniture, and the like throughout the commercial district. Georgia Power has said they will look into the feasibility of burying utility lines at such time as streetscape improvements are performed. As part of this, they would need to work with BellSouth and other telecommunications firms who use overhead wires in an attempt to achieve this.

The City has applied for Federal monies to construct a pedestrian and bicycle bridge over I-20 to connect East Atlanta Village to the neighborhoods to the north. The pedestrian bridge has also been included in the Atlanta Regional Commission's Interim Transportation Improvement Plan.

Plans to develop improved transit connections to the area will also be investigated by the City of Atlanta, MARTA, and possibly the Georgia Regional Transit Authority (GRTA). At such time as MARTA completes the Lindbergh-South DeKalb corridor study, efforts will be made to undertake a study of the transit needs of intown neighborhoods along I-20. Such study may also include the feasibility of implementing a transit link within existing railroad right of ways between intown neighborhoods north and south of East Atlanta Village.



Figure 1: A study may be undertaken to determine the feasibility of a transit connection between East Atlanta Village and other intown

Introduction

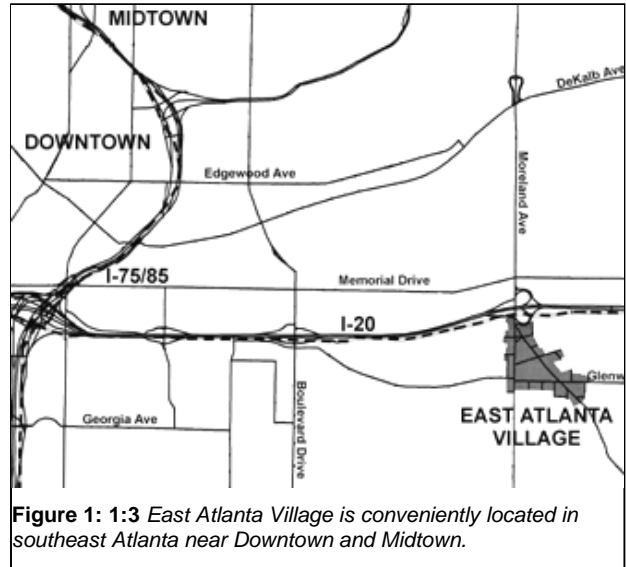
Process The *East Atlanta Village Study* is the result of months of collaboration from February of 1999 through October of 1999 between business and property owners, concerned citizens, marketing and transportation consultants, and City of Atlanta Staff. Critical to this was the East Atlanta Village Task Force, a group of representatives from the various interests in the area, that served as the primary liaisons for their respective communities, and whose members worked hand-in-hand with City staff to plan for the area's future. Through countless hours of planning and discussion, as well as two daylong community workshops, the plan was developed to its full extent.



Figure 1: 2 Residents, businesses and property owners came up with many ideas for improving East Atlanta Village at the two workshops.

Introduction

Location East Atlanta Village is located in southeast Atlanta in the triangular area south of I-20 defined by Moreland Avenue, Glenwood Avenue and Flat Shoals Avenue. It lies halfway between Downtown Atlanta and South DeKalb and is afforded excellent access to the rest of the City of Atlanta and the metropolitan region via I-20 and a system of local roads.



The East Atlanta Village Study Area includes commercial zoned parcels along Moreland Avenue from Portland Avenue to I-20, along Glenwood Avenue from Moreland Avenue to Patterson Avenue, and along Flat Shoals Avenue from May Avenue to I-20. See Appendix, Map 1.

History While the East Atlanta Village of today is an urban neighborhood within the City of Atlanta, the village was historically a separate municipality serving as the center of a farming community located in what is now southeast Atlanta and neighboring unincorporated DeKalb County. In fact, the area was so rural that during the Civil War the forest and farms around East Atlanta Village were the site of the Battle of Atlanta. This was partly because the open land allowed Union forces to control access in and out of the urbanized portion of Atlanta, which lay one mile west.

In the 1890s East Atlanta began to develop into a suburban community for merchants and businessmen who worked in Atlanta. This suburban growth was aided by the recent extension of the Metropolitan Street Railroad Company's trolleys into the area. Many small Victorian bungalows were developed in the area at this time, all with a short walk of a trolley stop.



Figure 1: 3 *Modest Victorian homes located around trolley stops were built throughout East Atlanta in the 1890s.*

In 1909 the City of Atlanta annexed East Atlanta. After this, commercial and residential development increased steadily and East Atlanta Village developed as a suburban commercial area, much like Little Five Points, Virginia-Highland and Grove Park.

As time went on and the automobile became widely used, much of the remaining farms and forests surrounding East Atlanta Village were developed into residential uses. This growth continued until the 1960s, when the construction of I-20 and suburban growth in DeKalb County made East Atlanta less attractive for middle class families.

With time, the area entered a period of decline as the population began to decrease and incomes declined. Many commercial buildings went into a state of disrepair and many long-time businesses closed. This continued until into the 1980s, when residents and business owners began to organize to improve their neighborhood.

Today East Atlanta Village and the residential areas around it are in a period of transition. The commercial area is now revitalized and many new middle-income residents have moved into the

surrounding neighborhoods. East Atlanta is now known as a "hot" and "up-and coming" neighborhood throughout the Atlanta region.

This change, however, has not been without its problems. Increasing gentrification threatens to price many long-time residents and their children out of the neighborhood. It also threatens to eliminate much of the area's diversity.

The Future The time is ripe to address the many issues of change affecting East Atlanta Village and direct them in a constructive way that enriches the community. The *East Atlanta Village Study* provides the framework necessary to achieve a new vision for East Atlanta, all while preserving the area's many valuable assets. Factors affecting the corridor are divided into five functional categories: urban design, marketing, transportation, parking and land use, and context. Each category is given a chapter in which opportunities, issues, and all preliminary alternatives considered at community workshops are detailed.

Final recommendations are included in Chapter 7 Recommendations, which follows the functional category chapters. Within this chapter, policies, goals and objectives are established and recommendations necessary to achieve them are listed.

A specific program for carrying out the final recommendations, Chapter 8 Action Program, follows the recommendation chapter. Actions necessary for improving the corridor are scheduled and assigned to specific organizations. Several are sweeping, while many others are more modest. Some items will require administrative support of City of Atlanta staff, and others will require the continued attention of the East Atlanta Business Association and South Star Community Development Corporation.

Chapter 2

Urban Design

Opportunities and Issues

Introduction

The following reviews the urban design opportunities and issues in East Atlanta Village which were identified by residents, businesses and property owners during two community workshops. Preliminary alternatives for addressing these issues are also included. Final recommendations are summarized in Chapter 8.

Streetscape

Opportunities

Existing Improvements

Favorable streetscape conditions exist within East Atlanta Village, particularly along Flat Shoals and Glenwood Avenues, but also along peripheral streets to a lesser extent. These conditions present tremendous opportunities and are assets that can be capitalized upon.

Streetscape improvements undertaken as part of the 1985 East Atlanta Commercial Revitalization Project represent such assets. The 1985 plan resulted in the planting of street trees and the construction of new sidewalks within parts of the study area. The street trees have since grown to provide ample shade along the eastern side of Flat Shoals Avenue and the sidewalks are still in good condition.

Streetscape improvements have also been undertaken by some businesses, independent of the 1985 plan. Several businesses along Moreland Avenue have installed landscaping adjacent to the sidewalk. Others have improved the sidewalks in front of their businesses. As a result, some portions of Moreland Avenue have street trees and quality sidewalks. The same improvements can be found on other commercial streets, although less frequently.

Sidewalk Activity Outdoor dining currently in the neighborhood is another asset. Where feasible, many restaurants have installed seating along the sidewalks. This outdoor dining contributes to an active streetscape and creates a pleasant pedestrian environment. There is also the opportunity to develop more outdoor dining areas on private property in front of and behind some existing buildings.

Closely related to outdoor dining is sidewalk retail activity. During warm weather, some businesses within the village set up product displays adjacent to the sidewalk. If set up properly, without blocking the sidewalk or violating City Code, these displays contribute to street activity and create an interesting streetscape.

Historic Buildings

Historic buildings also occupy critical focal points within the village. Two former bank buildings and a historic commercial structure occupy three of four corners at the intersection of Flat Shoals Avenue and Glenwood Avenue. These prominently located structures reinforce the historic



Figure 2: 1 The Flatiron restaurant occupies an historic bank building at 534 Flat Shoals Avenue.

center of the village. At least one of them may also be seen as a terminus to a vista from either Flat Shoals Avenue or Glenwood Avenue. As such, they serve as visual anchors.

Frontyards

Large setbacks, particularly along Moreland Avenue, are another asset to the area. While they are visually unpleasant, these large building setbacks provide the opportunity for widening sidewalks, planting trees, and undertaking other design improvements without affecting the existing buildings. This is particularly important since many of the buildings with the large setbacks will probably not be redeveloped for some time.

*Summary of
Streetscape
Opportunities*

In summary, the opportunities associated with East Atlanta's streetscape include:

- Existing street trees
- Good condition of many existing sidewalks
- Existing outdoor dining
- Potential locations for additional outdoor dining
- Outdoor displays
- High-visibility historic buildings
- Large setbacks allowing for streetscape improvements

Issue

The streetscape in part of East Atlanta Village is unattractive and does not serve to identify and unify the district.

While there are many positive aspects about the streetscape in East Atlanta, there are many negative aspects associated with it as well.

Visual Clutter

Much of the streetscape with East Atlanta Village is characterized by visual clutter. Unsightly overhead utilities, large and garish signs, unscreened dumpsters, MARTA bus stops, surfaces parking lots, chain link and barbed wire fences, and scattered litter abound. These create the perception that the area is unsafe and uncared for, which, in turn, discourages visitors.



Figure 2: 2 Visual clutter along Moreland Avenue contributes to a negative perception of the area.

Poor Facilities

Aside from this clutter, the streetscape also lacks some of the fundamental infrastructure necessary to create a truly attractive pedestrian scale environment. Within much of the area there is

insufficient pedestrian lighting and street furniture. There is also a lack of litter receptacles and public art. Some areas also have narrow sidewalks and lack street trees.

There are few options for safely crossing the street in the village area, particularly along Moreland Avenue. Crosswalks are poorly marked and wide streets are often difficult to cross. Furthermore, the unusual “X” shapes at the intersection of Flat Shoals Avenue and Glenwood Avenue presents a very confusing situation for both pedestrians and drivers. This is due partly to the geometry of the intersection and partly to allowing cars to make right turns when the lights are red.

Aside from the street trees and a few planting areas, there is little landscaping in East Atlanta Village. Few parking areas are landscaped. This results in visually unappealing vast expanses of asphalt and discourages walking by subjecting pedestrians to unpleasant conditions.



Figure 2: 3 Broken sidewalks are a public safety concern, discourage walking, and contribute to visual blight.

Much of the streetscape infrastructure that does exist is in a state of disrepair. Many of the sidewalks and curbs on the less-traveled streets are broken or missing, particularly those connecting to the surrounding residential areas. Similarly, in other areas, excessively wide curb cuts render the sidewalks ineffective and force pedestrians to walk as much as 50 feet across a drive area. In some areas, the sidewalks are also cluttered with poorly located, illegal merchandise displays by adjacent businesses. Such displays, coupled with the poor sidewalk conditions, create unsafe conditions and are particularly burdensome on the blind, visually impaired and those in wheelchairs.

These poor conditions result in a great psychological separation between Moreland Avenue and the commercial areas on Flat Shoals and Glenwood Avenues. The majority of the poor conditions discussed are isolated on Moreland Avenue. Because of this, the areas are perceived as two distinct commercial areas and the area as a whole suffers from a lack of unity.

Summary of Contributing Negative Factors

In summary, the following negative factors contribute to this situation:

- Overhead utility wires

- Large, unsightly signs
- Unscreened dumpsters
- Unsightly bus stops
- Excessive expanses of parking
- Litter
- Lack of pedestrian lighting
- Lack of street furniture
- Lack of parking lot landscaping
- Lack of street trees
- Narrow, broken, and missing sidewalks
- Poor crosswalks
- Wide curb cuts
- Broken curbs
- Illegal and unsafe sidewalk merchandise displays

Preliminary Alternatives

Several actions were suggested to improve East Atlanta Village's streetscape and create a more pedestrian oriented street. Central to all actions, however, was a philosophy advocated by residents, businesses, and property owners which called for eliminating existing liabilities, building upon existing assets, and providing new amenities currently not provided.

Eliminating Clutter

Removing visual blight received much attention at workshops. A variety of ideas were discussed for reducing and eliminating the negative visual impacts of utility wires, signs, dumpsters, fences, bus stops, and litter. Ideas were also discussed for removing undesirable parts of past streetscape treatments.

The visibility of overhead utility lines could be limited by burying them. Unfortunately, cost constraints may prohibit this. However, one possible solution may be to relocate the utilities to behind buildings, and/or consolidate wires onto fewer poles. In addition, fuse boxes for adjacent buildings could be consolidated at one location, with discreet wiring extending to individual buildings.

Signs

The variety of sign sizes and locations are a blight to the area and contribute to visual clutter, particularly along Moreland Avenue. The City of Atlanta sign ordinance regulates sign placement and sizes for new signs. It also prohibits new billboards, as well as

portable signs within the public right-of-ways. Unfortunately, the lack of enforcement and sheer number of grandfathered signs does little to improve the visual quality of the area. Many of the businesses, residents and property owners would like the billboards and large, glaring signs removed from the area. However, it is very difficult if not impossible to legally do so.

Residents, business owners and property owners would like new signs to be attractive and balance visibility needs with aesthetics, much like many of the newer signs along Flat Shoals and Glenwood Avenues do. They would prefer them to be consistent with regards to size and placement to provide visual order. If possible, they would also like multiple businesses with freestanding signs consolidate them on fewer pylons.

Dumpsters Dumpsters could be addressed by requiring them to be located behind buildings in all new developments. As part of this, they could also be required to be screened. However, in no case should unsealed dumpsters be permitted adjacent to outdoor dining areas, as such can result in unsanitary conditions. Workshop participants indicated that such regulations could be achieved through adoption of the proposed City of Atlanta Neighborhood Commercial zoning district.

Fences Chain link fences and barbed wire fences could be prohibited and eliminated to improve the streetscape. If existing fences could not be removed, they could also be painted black to lessen their visual impact and appear slightly more in keeping with the historic nature of the area.

Bus Stops Visual blight caused by bus stops could be addressed by constructing shelters with landscaping. One location considered for this was on Moreland Avenue, near McPherson Street, another was along Flat Shoals Avenue near the Flatiron. It was believed that by constructing a few quality stops, riders would be more apt to use them and, as a result, less-used stops could be eliminated.

Litter The litter problem could be addressed by providing more trash receptacles in the village. Some would like these receptacles to be wrought iron. Businesses could also ask customers,

particularly children, if they need a bag for a purchase. This could prevent some bags from being discarded on the streets.

Some participants would also like certain aspects of the 1985 plan removed. These include the "East Atlanta" sign at McPherson and Moreland Avenues, as well as the planter box at Flat Shoals and Glenwood Avenues. There was also discussion about removing the planters on the southern side of McPherson Avenues, although it these were not from the 1985 plan.

Building upon existing assets was the second major way to improve the area's streetscape. To this end, residents, businesses and property owners proposed a variety of improvements designed to do this.

Façade Improvements

Existing historic buildings could be upgraded and have their historic facades improved. This could include removing incompatible signage, repairing damage, or completely uncovering facades that were covered over in the past.

Landscaping

Street trees of varying species could be planted throughout the district where none currently exists and could ideally be placed in a sidewalk tree-planting zone. However, due to space constraints and Department of Transportation (DOT) regulations, they may have to be placed between the sidewalk and building or parking lot in the short term along Moreland and Glenwood Avenues.

Similarly, existing parking areas could be improved through the installation of new landscaping adjacent to the sidewalk. This landscaping could included a five feet wide landscape strip between the parking area and the sidewalk. This area could be landscaped with shrubs or planted with trees.



Figure 2: 4 Planting trees between parking lots and sidewalks greatly improves the visual quality of an area and creates a more pleasant pedestrian environment. The photo on the left shows a parking lot in Downtown Atlanta before trees were planted. The photo on the right shows the same lot with trees and landscaping installed

Sidewalks In front of existing buildings with large setbacks landscaping or outdoor dining could be developed on land currently devoted to parking. This could allow buildings to maintain their location, but also enliven the streetscape.

Existing sidewalks could also be improved. Broken sidewalks could be repaired and, in certain areas, existing sidewalks could be widened or complemented with bulb-outs. They could also have street furniture and new lights installed, although both may be difficult due to the sidewalk width. Installing lights on existing utility poles could provide improved lighting.

In areas where the existing sidewalks can not be improved, new sidewalks could be installed. This providing of new amenities represents the third major focus of workshop discussion.

Lighting Much of East Atlanta is currently lit with cobrahead street lamps. Unfortunately, their placement and height provide insufficient light for street and sidewalk areas. As a result pedestrians feel uncomfortable. A quality pedestrian lighting system providing adequate light and visual continuity throughout the village was discussed. The ‘Atlanta’ light installed during the Olympics could be one such style used to achieve this, or a variation on it could be used.



Figure 2: 5 Street lights such as this could be used in East Atlanta village.

Treatments By far the largest new amenity that could be provided to the area is the development of an entirely new streetscape treatment. A new streetscape treatment throughout the corridor could unify the area, but it would also have to be different in different parts of the village and adjacent to different building forms.

Flat Shoals Avenue Along Flat Shoals Avenue participants discussed widening sidewalks and developing bulb-outs to provide space for street trees and outdoor dining and improve pedestrian safety. They also discussed a variety of on-street parking options to buffer pedestrians from traffic. These included continuing to allow

parallel parking on both sides, allowing angled parking on one side, and prohibiting parking entirely for the sake of very wide sidewalks. The latter was not a popular alternative. In virtually every scenario the travel lanes would be narrowed to provide more sidewalk space.

Glenwood could be treated by constructing a bulb-out on the south side of the street near the intersection with Flat Shoals Avenue. Such would replace existing illegal on-street parking areas and provide for safer pedestrian passage.

Smaller streets could also be improved. McPherson Avenue could have wider sidewalks installed, as could Metropolitan Avenue, Portland Avenue, and Gresham Avenue.

Moreland Avenue could be treated in two different ways as there is a considerable difference between existing and new development.

Moreland Avenue

The suggested streetscape treatment for existing development on Moreland Avenue included keeping existing sidewalk and landscape strip widths, but planting new trees on private property between the public sidewalk and parking lots (or buildings) to screen sidewalks from surface parking in front of buildings.



Figure 2: 6 In Athens, GA, pedestrians are screened from traffic by a landscaped area planted with Chinese holly. A similar treatment could be utilized on Moreland Avenue.

New developments on Moreland Avenue could be required to have a sidewalk treatment consisting of a ten feet wide street-furniture and tree-planting zone adjacent to the curb. Within this zone, hedges could be planted to screen pedestrians from traffic. Adjacent to the tree planting zone a sidewalk could be installed with a minimum width of ten feet. Street trees could be planted a distance of 40 feet on center within the street-furniture and tree-planting zone, but would have to be eight feet from the travel lane due to DOT regulations. All street trees could be pruned to a minimum height of eight feet to allow visibility of storefronts from automobiles. One street lights could be placed between trees at an interval of 40 feet, as well. In addition, setbacks could be reduced to a standard ten feet from edge of public sidewalk to frame the street and create a pedestrian oriented environment.

In either scenario for Moreland Avenue, participants would like improved pedestrian crossing facilities, be it bulb-outs or better striped crosswalks. Participants had also discussed developing a median in Moreland Avenue, but eventually decided that the DOT would prohibit such from occurring.

Joseph Avenue

Workshop participants also discussed undertaking a special treatment of Joseph Avenue to improve the connection between the commercial core and Brownwood Park. This treatment could include installing sidewalks on both sides of the street or even closing off the entire street and turning into a pedestrian promenade with special pedestrian pavers in place of the asphalt.



Figure 2: 7 *Joseph Avenue could be treated to improve the connection between the business district and Brownwood Park.*

As part of all these treatments, curb cuts could be narrowed and consolidated as part of the construction process. The narrower curb cuts could improve both pedestrian and vehicular safety.

In any and all of the above indicated treatment scenarios, designs should be sensitive to the disabled. This can be done by providing audible traffic lights, tactile markings at curb cuts, and crosswalks and sidewalks that are compliant with the Americans with Disabilities Act. Attempting to provide crosswalk intersections at 90-degree angles and contrasting colors between sidewalk and curb cuts at intersections is also beneficial, as is providing raised texture bumps to distinguish where road and sidewalk meet.

Residents business and property owners would also like public art displayed at various parts of the village, as well as directional signage, informational kiosks for neighborhood postings, and historical markers to showcase the area's assets and make a more user-friendly environments.

Spatial Form

Opportunities

Historic Form

Due to its historic nature, much of East Atlanta Village has a spatial form which encourages pedestrian activity and creates a pleasant environment. Along Flat Shoals and Glenwood Avenues pedestrian scale buildings come up to the sidewalk and frame the street. Also within this area, parking is primarily located behind or to the side of buildings.

The historic facades of many buildings within the study area benefit the village as well. These articulated facades with differing styles create visual interest, particularly on Flat Shoals and Glenwood Avenues. They also encourage people to walk by providing them with something of interest to look at as walk in the village.

Redevelopment Potential

Along Moreland Avenue, where a pedestrian scale pattern does not exist, the auto-oriented form presents the opportunity for easy

redevelopment into a pedestrian scale. In this environment, with its lack of a uniform development pattern, buildings can be easily demolished and with little expense. Furthermore, it can be easily tied in to the existing pedestrian-scale form nearby.

*Residential
Areas*

The proximity of residential areas to East Atlanta Village is another opportunity which encourages pedestrian-scale architecture. There are three established residential areas within a quarter mile radius. This is the maximum distance that most people are willing to walk from their homes to a commercial area. Therefore, pedestrian scale buildings within East Atlanta Village have a greater chance of attracting pedestrians as patrons than they would in other parts of the Atlanta region.

*Summary of
Spatial Form
Opportunities*

The following represent opportunities to alter and improve the current environment:

- Existing pedestrian-scale buildings on Flat Shoals and Glenwood Avenues
- Historic facades
- The freedom to guide the character of new development on Moreland Avenue
- Proximity to residential areas

Issue

The traditional village storefront commercial form needs to be preserved and expanded.

Moreland Avenue and portions of Flat Shoals Avenue are pedestrian unfriendly and lack human scale buildings. Their automobile-oriented form directly contributes to this. In turn, this form is created by several factors; some of them mandated by law until recently, and others resulting from the development paradigm.

*Summary of
Contributing
Negative Factors*

The following negative factors contribute to this situation:

- Excessive parking in front of buildings along some streets
- Building heights between one to two stories
- Lack of coherent development patterns on some streets
- Lack of buildings and outdoor spaces with a clear relationship to the street on some streets

- No sense of building enclosure on some streets
- Undefined public space

Preliminary Alternatives

The above conditions do not support the urban environment sought by workshop participants. Development forms that clearly define and dignify the public space, create enclosure, and add a rhythm and texture of activities to buildings could be pursued.

Consistent Form

Alternatives discussed to achieve this included the implementation of a consistent development pattern. Central to this is bringing new buildings closer to the street, both within the historic core and along the periphery. Buildings along Flat Shoals and Glenwood Avenues could have setbacks consistent with those of historic buildings, while those on Moreland Avenue could have varying setbacks on different sides of the street. On the eastern side of Moreland Avenue there could be a ten feet wide paved outdoor dining/display area, while on the western side there could be a ten to twenty feet wide landscaped or plaza area. Prior to reaching this consensus, a few workshop participants had indicated a desire to retain the forty-foot deep setback along Moreland Avenue.

Parking

Another part of a pedestrian-scale environment is the parking form. Existing buildings with frontal parking could relocate it to the rear or side and redevelop these areas into pedestrian spaces. Any potential parking loss could be alleviated through shared parking programs among adjacent parcels. New development also could place parking in well marked lots to the side or rear.

Moreland Avenue

Businesses, residents and property owners would also like a better-defined building streetscape along Moreland Avenue, as well as an increase in the residential population. A well-defined building edge and increased enclosure could be accomplished by developing



Figure 2: 8 Some workshop participants would like 1920s-style apartment buildings along Moreland

taller buildings along Moreland Avenue. Buildings on the west side could be between three and four stories while those on the east side could be two to three stories. Both sides could be scaled similar to 1920s apartment buildings found in other parts of Atlanta.

Flat Shoals Avenue Along Flat Shoals and Glenwood Avenues buildings could be between two and three floors. These additional floors could be constructed above existing buildings or in new developments.

Beyond creating a greater sense of enclosure, these proposed building heights encourage mixed-used development and create pedestrian activity along the street, particularly whenever retail is included at street level with residential and office uses above.

Neighborhood Commercial The implementation of the proposed NC (neighborhood commercial) zoning (pending City Council approval) for parcels in East Atlanta Village was recommended. This new zoning classification would encourage pedestrian-oriented spatial form by reducing building setbacks, providing minimum height requirements, and requiring parking behind buildings.

Historic Preservation Workshop participants would also like to undertake historic preservation efforts to preserve the existing historic spatial form of the village core. This could both preserve the past and set a precedent for new development standards.

Finally, facades of new developments could be designed to encourage pedestrian activity. This could include using materials similar to those on existing historic buildings, including storefronts and pedestrian entrances along all sidewalks, as well as creating visually interesting facades. This could also be provided by the NC zoning ordinance.

Gateways

Opportunities

Gateways are entryways to a community that define, unify, and establish a distinct identity for that area. They can use signage, sculptures, fountains, landscaping, and medians to do this.

Existing As part of the 1985 plan, a gateway element was developed at the intersection of McPherson and Moreland Avenues. Today this gateway is a state of disrepair, but it continues to make travelers along Moreland Avenue aware that they are in East Atlanta.

Potential East Atlanta Village has several opportunities for gateways at points where major and minor streets enter the Village. At some of these gateways there is also ample right-of-way for gateway treatments. East Atlanta's proximity to I-20 also allows for a highly visible gateway element. Such element could not only be used to symbolize the entry into East Atlanta, but could also advertise the area to drivers on the interstate.

*Summary of
Gateway
Opportunities*

In summary, opportunities for gateways include:

- Existing gateway treatments
- Several intersections with major and minor streets
- Ample right of way for gateway treatments in some locations
- Proximity to I-20

Issue

There are insufficient identifiable gateways into the district.

For the most part, visitors entering East Atlanta from any direction are unaware that they have entered the community. While a gateway treatment does exist at the intersection of McPherson and Moreland Avenues, it is not adequate. When entering East Atlanta from Moreland Avenue, one sees little more than the commercial strip development ubiquitous to the American highway interchange. There is no indication of the historic commercial core one block east or the surrounding historic neighborhoods.

*Summary of
Gateway
Issues*

The following are issues facing the corridor:

- Existing gateway areas are unattractive and do not reflect the character of the neighborhood
- Lack of identifiable major gateway along Moreland Avenue contributes to a poor image of the village

- Lack of minor gateways between connecting neighborhood streets and the village

Preliminary Alternatives

The community identified where gateways would be most effective in defining the area and establishing an identity. Specific design treatments were not determined; instead, it was decided that the design should convey the area's diversity, eclectic businesses mix, and history. They could do this through color, fountains, sculpture, signage or a variety of other means.



Figure 2: 9 Some workshop participants would like fountains as part of a gateway treatment.

Major Gateways

Locations where major gateways could be developed are listed below. If any design suggestions were made, they are indicated as well.

- Moreland Avenue at I-20. Sculptural element conveying area's diversity could be developed in conjunction with "Welcome to East Atlanta" signage.
- Moreland Avenue at McPherson Avenue. Landscaping and sculpture could be installed in what is currently the eastbound lane of McPherson Avenue. "Welcome to East Atlanta" signage could be installed as well.
- Flat Shoals Avenue/Glenwood Avenue intersection. Island in street could be enlarged and sculptural element developed.
- Flat Shoals Avenue at May Avenue.
- Glenwood Avenue at Patterson Ave.
- Moreland Avenue at Portland Avenue.
- Moreland Avenue at Glenwood.

Minor Gateways

Minor Gateways at neighborhood entry points to East Atlanta village were suggested for the following streets: Joseph,

Gresham, Stokeswood and Brownwood Avenues to the South, McPherson, Oak Grove, Metropolitan and May Avenues to the east, and Sanders, Glenwood, and Faith Avenues to the west.

Special attention was given to the potential Joseph Avenue gateway. Due to its proximity to Brownwood Park, participants would like a design that visually and symbolically links the commercial core and the park.

Medians A median along Moreland Avenue was discussed as an additional way of carrying the gateway theme throughout the village. There was concern that the medians may be detrimental to businesses by limiting vehicular access. As such, they were proposed to be located only where businesses would not be impacted. After discussion with the DOT, however, it was determined that no medians would be allowed along Moreland Avenue.

Public Areas

Opportunities

East Atlanta has opportunities for public areas. Brownwood Park is one such valuable public space, but there are also others with equal potential. Many of the vacant lots throughout the village could readily be converted to public parks or plazas. The vacant land south of I-20 at Moreland Avenue represents such an opportunity. Similarly, several areas with other current uses could be modified to include public space. These include the parking lot at the corner of Flat Shoals and Glenwood Avenues, the area behind the former John B. Gordon school, land behind existing commercial buildings, and the recreational area at Branan Towers.

Summary of
Open Space
Opportunities

In summary, open space opportunities include:

- Existing parks
- Vacant lots
- Parking areas
- Other spaces

Issues

There is a lack of dedicated public areas throughout the commercial district.

Although East Atlanta Village does have some existing open spaces, they are insufficient in number and fail to truly serve the community. This is due both to their poor physical conditions and the illegal activities occurring in them.

Poor Conditions Brownwood Park, the largest open space near the village, has poorly maintained sidewalks and lacks steps into and around it. It also has insufficient lighting and its recreational facilities are in poor condition. At certain times, the park is even unsafe to visit due to illegal activities.

The situation is much the same at other open space. Many of the sidewalks along Moreland Avenue and the northern part of Flat Shoals Avenue are home to prostitution, drug dealing, drug use, loitering, and alcohol use. Such conditions prevent some people not associated with such activities from using them.

Closer towards the historic core, the Martha Brown Church lacks gathering and sidewalk space in front of it. This, coupled with the above-noted conditions, results in a situation where many of the bonds necessary for defining community can not be established.

Preliminary Alternatives

Residents, businesses and property owners would like to improve existing open space in East Atlanta Village and establish more open space as well. Brownwood Park could be improved with new lighting, sidewalks, recreational facilities and additional trees and benches. It could also benefit from new landscaping and better landscape maintenance.

Potential Parks Locations discussed for potential parks and pocket parks include:

- Flat Shoals Avenue and McPherson Avenue intersection, where a gathering space with trees, bus stops, and seating could be provided.
- Flat Shoals Avenue and Glenwood Avenue intersection, where a gathering space in northwest corner could be created by removing parking in front of buildings, planting trees, providing outdoor seating, and installing a small fountain or an old-fashioned clock.
- Metropolitan Avenue in front of Martha Brown Church, where expanding and enhancing the sidewalk with landscaping could provide a community gathering space.
- John B. Gordon School, where a pedestrian green space or small pocket park could be built behind the school.

There was also limited discussion of closing Joseph Avenue and turning it in a space connecting the village to Brownwood Park. However, participants eventually concluded that such may not be desirable and could potentially become a safety concern.

Closely related to the Joseph Avenue idea was the development of a greenway running from Brownwood Park to the commercial core. It could go north on Joseph Avenue and across Glenwood Avenue. From this point it could run along the western edge of the parking area between the shops on Flat Shoals Avenue and the John B. Gordon School to Metropolitan Avenue. A small branch could be developed eastward to Flat Shoals Avenue.

Maintenance

Opportunities

Several property owners in East Atlanta have set a good example for proper maintenance. In addition, several business owners have indicated a willingness to maintain street furniture and the spaces in front of their businesses. The East Atlanta Business Association is another valuable asset to ensuring proper maintenance in the area.

In summary, the following represent opportunities to improve maintenance of the streetscape:

- Good examples set by a few property owners
- Willingness of business owners to maintain sidewalks
- East Atlanta Business Association

Issue

East Atlanta suffers from an unkempt appearance.

The lack of property maintenance, particularly around the edges of the commercial district, has contributed to the physical deterioration of parts of the village. These areas include northern Flat Shoals Avenue, Moreland Avenue, and parts of eastern Glenwood Avenue and southern Flat Shoals Avenue. Despite efforts of several business and property owners within these areas to improve and maintain the areas in front of their buildings, these areas still suffer from a deteriorated streetscape. Property and sidewalk maintenance is required by City code, but many property owners, particularly absentee landlords, fail to comply.

Summary of Contributing Negative Factors

In summary, maintenance issues include:

- Failure of business and property owners to comply with existing City of Atlanta regulations
- Absentee landlords
- Lack of coordinated maintenance efforts

Preliminary Alternatives

Code Enforcement

Participants identified the lack of code enforcement as one of the primary issues that must be addressed to ensure Code compliance. Unfortunately, a shortage of City staff prevents continuous monitoring. It was recommended that the East Atlanta Business Association work to ensure maintenance and compliance. Working closely with the City of Atlanta Neighborhood Deputies Program and Neighborhood Planning Unit (NPU) W, the association could organize a group to identify and report violations.

Maintenance Fund

In addition, the business association could organize to collect private funds for a property maintenance program. Such a program could provide necessary streetscape maintenance over and above minimal maintenance that the City could provide. This

additional attention to maintenance could change the perception of the part of the Village as a neglected and unkempt area.

Chapter 3

Marketing and Image

Opportunities and Issues

Introduction

The following reviews the marketing and image opportunities and issues in East Atlanta Village which were identified by residents, businesses and property owners during two community workshops. Preliminary alternatives for addressing these issues are also included. Final recommendations are summarized in Chapter 8.

Market Image

Opportunities

Diversity

Many consider the diversity of East Atlanta to be the area's greatest asset. East Atlanta Village and the surrounding residential areas represent some of the most diverse neighborhoods in the Atlanta region. The area is home to black and white, young and old, rich



Figure 3: 1 East Atlanta's diversity is one of its greatest assets.

and poor, and gay and straight, as well as several other social groups. For the most part, these diverse groups work together and create an environment where all feel welcomed.

Business Mix East Atlanta Village boasts a diverse variety of businesses as well. These range from auto repair shops and fast food restaurants to specialty shops purveying bath products and international music. These diverse businesses are often unique and provide many shopping, dining and entertainment options, resulting in a "one stop destination" for a variety of needs.

Many key businesses in East Atlanta Village serve as draws for the area and directly contribute to positive perception of the village. The village boasts several well-known restaurants and is developing a nightlife that will certainly attract visitors in the future and generate further positive publicity.

The existence of the East Atlanta Business Association (EABA) is also an asset. Business associations can be highly effective in marketing a neighborhood and promoting future growth.

Customer Mix The varieties of clientele that the businesses attract represent another asset. This socially diverse customer base is a market that could be served by additional businesses and attractions.

Independent Retailers Many businesses in East Atlanta Village are independent. This allows them to provide personalized service not available in many parts of the region. Business owners often work in the stores and have direct contact with customer. Such personal service can create a strong customer and merchant bond that results in strong customer loyalty for both business and the area in general.



Figure 3: 2 *Bubbles and Verdi O are two independent retailers in the village.*

Many of these independent business-owners also live in the surroundings area and have a vested interest in both their business and the community's quality of life. As such, local

businesses are responsive to community needs and there is a stronger bond between the business and residential community than in other parts of the city.

<i>Community Spirit</i>	The community spirit can also prove valuable for the area's market image. Many residents, businesses and property owners express a deep optimism in East Atlanta Village and its future. This energy, creativity and excitement reflect positively on the village and are passed on to customers in the form of quality customer service and quality goods.
<i>Competitive Lease Rates</i>	Commercial lease rates in East Atlanta are currently more affordable than in other intown neighborhoods such as Virginia-Highland and Little Five Points. These lower rates have the potential to encourage unique start-up businesses that could grow into major attractions.
<i>Affordable Goods and Services</i>	East Atlanta Village also has many quality restaurants and business providing goods and services priced below comparable businesses in other parts of the City. This provides a strategic market position for the area which is currently being capitalized on by some businesses. Promotional materials for a local clothing store proclaim "Little Five Points Clothes at East Atlanta prices."
<i>Location</i>	East Atlanta Village also has one of the most potentially lucrative locations in the Atlanta region. It is close to many popular intown neighborhoods including Grant Park, Ormewood Park, Inman Park, and Candler Park. It is also close to many other areas rapidly gaining popularity, including Cabbagetown, Kirkwood, East Lake, and, most significantly, East Atlanta. This affords the Village the opportunity to build on the popularity of these neighboring areas and enjoy the benefits of the current trend towards intown living sweeping through the City of Atlanta.
<i>Automotive Access</i>	East Atlanta Village's prime location is matched only by its accessibility. It is served by an I-20 exit and is within minutes of I-75/85. These highways provide convenient access to Downtown, Midtown, and Buckhead, as well as suburban DeKalb and Clayton Counties. Moreland Avenue, Glenwood Avenue and Flat Shoals Avenue connect the Village to points north, south, east, and west.

Transit Access East Atlanta Village is better served by public transit than almost anywhere in the Atlanta region. This could be a valuable marketing point for the area in an age of increasing awareness of the value of transit. Four MARTA bus routes pass through the Village along Moreland Avenue, Glenwood Avenue, McPherson Avenue, and Flat Shoals Avenue and connect to the nearby Inman Park-Reynoldstown transit station, one mile north. One additional bus travels along Glenwood Avenue and connects the Village to Downtown.

Village Character The unique architecture and scale around the Flat Shoals Avenue and Glenwood Avenue intersection distinguish the Village from other parts of the region. It is much more intimate and pedestrian friendly than suburban locales, yet at the same time, it is very different from other intown commercial areas in Atlanta, largely due to the fact that it was once an independent municipality. This unique ambiance could become a strong selling point.

History Closely related to the unique village scale, and just as potentially lucrative, is its history and stock of historic structures. The village area has been on an important transportation route since before Europeans settled the Americas and occupies the site of the Civil War's Battle of Atlanta. Furthermore, the village's historic structures present an ambiance and building style that cannot be replicated today.



Figure 3: 3 Interior of the first store in East Atlanta, the JW McWilliams store, circa 1896

Ease of Redevelopment The physical condition of other parts of the village is another valuable asset with the potential to facilitate future infill development efforts. The expanses of asphalt and small commercial buildings along Moreland Avenue and parts of Flat Shoals Avenue and Glenwood Avenue provide excellent redevelopment opportunities. These areas can be cleared for redevelopment at a relatively low price and within a short period of

time and can handle future commercial growth without encroaching into residential areas.

Advertising efforts currently undertaken in the village are another asset. Several businesses advertise extensively throughout the Atlanta region. Furthermore, an extensive Internet site highlighting the village currently exists at www.eastatlantavillage.com.

*Summary of
Market Image
Opportunities*

In summary, the following represent opportunities relating to the village's market image:

- Social diversity
- Community unity
- Business diversity
- Strong anchors
- Customer diversity
- Independent retailers vested in the community
- Community spirit
- Affordable goods and services
- Prime location in southeast Atlanta
- Excellent automotive access
- Good transit access
- Unique "village" character
- History
- Ease of redevelopment
- Current promotional efforts

Issue

East Atlanta Village lacks a well-defined positive and unified image.

Rate of Change

Many of the issues associated with East Atlanta Village's market image are due to the rapid rate of change occurring in the area. The rapid influx of new residents and accompanying appreciation in housing values, demographic changes, and business changes have created an environment of uncertainty and confusion among many area residents. In turn, this has created a situation in which

it is difficult to meet all of the needs arising from this change, and many issues are not addressed.

The current market image of East Atlanta Village fails to reach its potential. While the area has some sense of what they want their market image to be – that being a diverse and all-inclusive neighborhood - this general sense is not solidified enough to be effectively marketed. Until such time, the market image of the area will be determined largely by piecemeal efforts by various businesses and community organizations to promote their neighborhood with little regard for their role in creating a larger market image.

Publicity This lack of market image has resulted in several other issues affecting the area. Because there is no unified market image, the potential for unified advertising efforts or a commercial directory is limited. This prevents not only people from throughout the metropolitan region from knowing what East Atlanta offers, but also limits what residents can know, as well. A prime example of this is the community Internet site (www.eastatlantavillage.com), which provides a useful directory of businesses and events in the village, but which is hardly known throughout the Atlanta area.

Social Animosity The lack of market image has also resulted in a certain level of distrust and animosity between various social groups. Some within the community feel that many of the newer businesses in the area are for whites, while the older stores are for African-Americans. At the same time, many of the older, often African-American businesses feel that newcomers do not want them. Both instances are largely attributable to misinformation caused by the rapid rate of change in the area, but they nonetheless indicate the need for a comprehensive and clearly defined market image.

Business/Resident Relations Within the district there is also some misunderstanding between residents and business owners, although this tends to be limited due to a strong business and resident relationship. Among some residents there is a perception that local businesses do not cater to them, but rather direct all their advertising and marketing efforts towards people from outside of the community. These residents express concern that these businesses also direct their

merchandise mix to those from outside the neighborhood and fail to serve neighborhood needs.

Some business owners, on the other hand, feel frustrated by the criticism from the residential community. They are quick to note that economic reality forces them to advertise outside of the neighborhood due to the type of products many of the businesses provide. Furthermore, they also indicate that they can not upgrade and meet neighborhood needs if residents do not patronize them and provide them with the capital necessary for store and merchandise improvements.

Threats to Diversity

Demographic changes threaten to eliminate the very diversity that the neighborhood would like to market to the rest of the Atlanta region. Rapidly escalating housing prices put housing out of reach for young, primarily African-American, working class residents who were born and raised in the neighborhood. Furthermore, the accompanying rise in property taxes is particularly hard for the neighborhood's elderly homeowners, who also tend to be African-American, and puts pressure on them to sell their homes.

Moreland Avenue

Aside from the forces of change, East Atlanta Village's market image is also negatively affected by its insular nature. While the core commercial area's location off of Moreland Avenue has protected it from strip development, it has also made it largely invisible to those on Moreland Avenue. The commercial strip along Moreland Avenue does nothing to suggest that a unique, pedestrian scale business center exists one block East.



Figure 3: 4 Strip development along Moreland Avenue does nothing to suggest the pedestrian-scale business district one block east.

Moreland Avenue also presents a less-than-optimal image of the area for those traveling on Interstate 20. There is no signage along Interstate 20, and upon exiting from the interstate there is nothing to suggest that one is anywhere but another faceless

interchange. A small, banal sign reads “East Atlanta”, but is lost amidst the parking lots, billboards, and cars.

Loitering, drug dealing, and drug use along Moreland Avenue and north Flat Shoals Avenue also negatively affect East Atlanta’s market image. These activities tend to be located at primary entry points into the core business area and may serve as a deterrent to potential customers unfamiliar with the area.

*Summary of
Contributing
Negative Factors*

In summary, the following contributing negative factors affect East Atlanta Village’s market image:

- A unified image for the village is not established
- Perception that new businesses are for whites and old businesses are for blacks
- Perception by many longtime businesses that newcomers believe they have no place in the neighborhood
- Perceptions that neighborhood-serving businesses are more expensive and provide poorer quality goods than businesses in other parts of town
- Inability of retailers to attract new customers without upgrades.
- Inability of retailers to perform upgrade without revenue provided by new customers
- Many businesses fail to cater or advertise to locals
- Threats to diversity
- Visual blight along Moreland Avenue
- Lack of visibility from I-20
- Loitering

Preliminary Alternatives

To improve East Atlanta Village's market image a unified and positive image must be developed and advertised to the region. This image should build upon existing strengths in the business district including diversity, art, and history. At community workshops several ideas were suggested for doing this.

At the workshops, the most popular ways discussed for strengthening East Atlanta’s image focussed on physical treatments to the Flat Shoals Avenue and Glenwood Avenue, although some attention was also given to Moreland Avenue.

These treatments were almost all designed to reinforce the notion of East Atlanta as a socially diverse business district.

Building Façades

Unique and varied building façades could serve as a physical reminder of the area's diversity. They could be painted a variety of colors or have varying styles of signs. However, in their diversity, the façades must also somehow give an impression of unity, whether it is through similar window size, common cornice lines, or some other shared architectural element.



Figure 3: 5 Workshop participants would like more brightly colored and eclectic façades, such as these along Flat Shoals Avenue.

Gateways

This diversity could also be promoted through the installation of various gateway elements at important entry points to the business district. These elements could be colorful banners, as a sign of the area's diversity, sculpture with a variety of different ethnic groups portrayed, or any other design with the desired affect. Regardless, workshop participants would like the design theme used at the gateway carried out through the village on a smaller scale. This could include small banners repeating the theme, small sculpture, directional signage, window stickers, sign toppers, or any other treatment.

Urban Gallery

The area's market image could also be improved and diversity promoted through the development of an urban gallery within the village. Public art produced by people of diverse backgrounds could be installed throughout the business district in vacant lots or along parking areas. A directory could be produced to guide people to this art and, in the process, an unparalleled entertainment experience could be created. Such could differentiate the village from other intown business districts, while reinforcing the area's existing strengths.

Promoting History

Promotion of the area's history through physical elements could also help to define East Atlanta as a unique destination. Plaques could be put on buildings to indicate their historic significance and

- a series of informational markers located throughout the area. These markers could include information about the area, as well as historic pictures, similar to those used in Chattanooga, TN and Underground Atlanta. Finally, a directory of these sites could be developed.
- Directional Signage* Directional signage could also be a beneficial addition to the business district and create a more user-friendly environment. A directory could include a map of the area, a listing of businesses, and business locations. It could also include as a space for neighborhood announcements.
- Interstate Visibility* Improving directional signage from the interstate could increase awareness of the Village from I-20. Changing the exit sign to include "East Atlanta" could do this. At the end of the exit ramps from the interstate, signage could also direct drivers to the Village.
- Visitor's Center* Directional signage could be included as part of a visitor's center north of East Atlanta Village, near the intersection of Moreland Avenue and I-20. Such center could highlight both East Atlanta and the surrounding southeast Atlanta area. Depending on how it was designed, it could also make people on I-20 aware of East Atlanta's as they pass it, be in through signage, art, or the like.
- Hotel* In conjunction with the visitor's center, a small hotel could be constructed in the north part of East Atlanta Village. Such hotel could provide visitors with a place to stay, increase neighborhood employment options, and improve the visual appearance of the surrounding area. In advertising for customer, it could also provide much needed exposure for the area, as hotels spend extensively on advertising their locations.
- Equally as important as the physical treatments to the village are the marketing efforts which must accompany them. Promotional efforts could be done in tandem with physical changes to create the synergy necessary to further develop a strong market image.
- Advertising and Special Events* Ideas for strengthening the market image discussed at the workshop include additional street festivals showcasing the diverse and unique assets of the village and increased

advertisement to promote the diverse restaurants, entertainment options and specialty shops.

Promotions could include such simple things as periodic advertisements in local publications announcing special events, or a concerted joint advertising effort by a variety of businesses to market the village as a destination complete with all the assets previously mentioned. In conjunction with this, the existing Internet web page (www.eastatlantavillage.com) could be better advertised. This could be done by linking it to high-traffic sites such as Access Atlanta and Atlanta Convention and Visitors Bureau's site.



Figure 3: 6 Festivals could draw visitors to East Atlanta.

Other Promotions

Promotional efforts could include the creation of a pamphlet describing the district and its businesses for distribution at area hotels and convention facilities. It could also include a similar package aimed at making new residents aware of the goods and services the village has to offer, while at the same time improving the relationship between businesses and residents. Along with this, the relationship between businesses and residents could be improved by encouraging businesses to attend East Atlanta Civic Association meetings.

Historical Promotion

Historical promotion in the area could also benefit the village. Placing East Atlanta Village on the National Register of Historic Places and designating it as a local Landmark or Historic district could preserve the village character and increase awareness of the district. Tours of the business district could also be given in conjunction with such designation and could tie into the existing historical areas surrounding the village.

Walking Tour

An area walking tour could further showcase both the area's history and current attractions. Unlike guided tours, a self-guided walking tour would afford each tourist the option of enjoying the area at their own pace. Special signage along a proposed tour route could provide visitors with information and guide their way.

Logo The existing Village logo is a potential asset to any future marketing endeavors and could be promoted. At the workshop, it was noted that the street pattern of East Atlanta Village creates an “A”. The current East Atlanta logo reflects this. However, to increase awareness of the logo it could be used throughout the business district in signage, advertising, business directories, bus shelters, pillars, street sign toppers, and window stickers.

Business Improvement District Some workshop discussion also focussed on how to pay for the necessary improved marketing efforts. To this end, the creation of a business improvement district (BID) was considered. A BID would levy an additional tax on property owners for use exclusively within the district. This would allow money to be raised to for a variety of purposes. Whether such would be appropriate for the area, however, was not decided, and there was some concern that additional taxation could be detrimental until the area had more firmly established itself as a strong business area.

The end result of all these physical improvements and advertising efforts should be to create an image of East Atlanta as a funky, diverse business district known throughout the Atlanta area as a place where everyone feels welcomed.

Tenant Mix

Opportunities

Neighborhood Retail and Services

East Atlanta is one of only a handful of neighborhoods in Atlanta where residents can fulfill most of their daily needs without ever needing to leave the neighborhood.

The neighborhood has most of what people need on a daily basis, including a market, hardware store, ice cream shop, post office, library, coffee shop, and a variety of churches and other



Figure 3: 7 *Neighborhood markets are important community assets*

commercial endeavors.

Business Mix The neighborhood also has many diverse attractions which serve both residents and visitors. These include well-known restaurants, bars, specialty shops, and entertainment venues, as well as fast food restaurants, gas stations, and auto repair along Moreland Avenue.

Employment Options Aside from providing goods and services, this diverse mix of business provides employment opportunities within the neighborhood for many, particularly the youth.

Summary of Tenant Mix Opportunities In summary, opportunities relating to East Atlanta's tenant mix include:

- Variety of neighborhood businesses
- Variety of regional businesses
- Employment opportunities

Issue

East Atlanta Village needs to grow in such a way that ensures an adequate and appropriate mix of neighborhood retail and services.

While East Atlanta's tenant mix is relatively healthy, it is not perfect. There are several areas where the area fails to reach its potential and several other areas that could be negatively altered in the future.

Limited Office Space East Atlanta Village lacks an adequate amount of office space to provide daytime activities within the business core and provide improved employment opportunities for area professionals. As a result, the sidewalks are relatively empty during the day and many restaurants and businesses within the village are closed for lunch. Meanwhile, the few that are open are forced to rely on the evenings and weekends for the bulk of sales.

Street Level Uses Closely related to the lack of daytime uses is the existence of several uses in traditional storefronts that do not contribute to the creation of an active streetscape during any hours. This is primarily because these uses do not attract customers to their

stores and, in fact use valuable storefronts as little more than workspace. These uses, including caterers, mechanics, and several other uses, create blank spots along what are otherwise vibrant commercial streets and deter from the desired street ambiance.

*Neighborhood
Retail and Services*

The area also lacks several important neighborhood commercial uses besides office space. There is no pharmacy in the area and the selection of groceries available at the supermarket is limited. The area also lacks medical offices, a gym, and a movie theater.

Growing Pains

Change within the area also threatens to have an adverse impact on the tenant mix. A future proliferation of restaurants within the village could be detrimental to the neighborhood by raising rents and pricing out important neighborhood services and resulting in the formation of a “restaurant and bar district” similar to Buckhead Village. Such would not only create an area that surrounding residents could not use, it would also burden them with the noise, congestion, and parking problems that plague such districts.

*Big Box
Retail*

A potential proliferation of big box and other chain retailers in southeast Atlanta could also have a detrimental impact on East Atlanta Village. Part of the reason for continued existence of the independent market, hardware store, and other services is the lack of big box retail development. If a large shopping center with national tenants were constructed within the East Atlanta Village trade area it would siphon off much of the money from the competing uses within the village and potentially eliminate many of the independent retailers that make East Atlanta unique.



Figure 3: 8 *Big box retail development could be detrimental to the economic vitality of East Atlanta.*

*Summary of
Contributing
Negative Factors*

In summary, the following factors have a negative affect on East Atlanta’s tenant mix:

- Insufficient office space
- Limited weekday uses

- Inactive street level uses
- Lack of a movie theater
- Lack of a professional services
- Lack of a gym
- Limited grocery selection
- Lack of a pharmacy
- Threat of chain store development

Preliminary Alternatives

During community workshops, several ideas were discussed for preserving the relatively healthy tenant mix that exists in East Atlanta, while at the same time improving it.

Office Development

To increase the amount of office space in the area, and therefore ensure more daytime customers for businesses, it would be possible to develop additional office space within existing buildings currently being used for other uses or by constructing new buildings. New development on Moreland Avenue, in particular could provide space as part of new development.

Market research indicates a demand for as much as 194,000 sf of office space within two miles of East Atlanta Village. Such space is demanded by small scale, neighborhood users, such as those currently found in the area. This space could be either traditional finished office space, or loft style space, although loft space would be most in keeping with a desire to preserve the area's history and ambiance.

Retail Space

It would also be possible to develop additional retail space to provide more of the desired businesses. There is a great demand for additional retail space in East Atlanta Village. Within one mile of the Village incomes exist to support an additional \$20.4 million of retail sales, which translates into 81,142 sf of new space. Within two miles of the Village, this expands to an additional \$53 million of retail sales and accompanying 207,219 sf of space.

Business Recruitment

Workshop participants would like some neighborhood-serving uses occupying this potential space. Efforts could be made by residents, businesses, and property owners to market the area to

prospective desirable retail uses. These could include a neighborhood letter-writing campaign to potential retailers, or the highly popular, but unlikely idea of government subsidies for certain types of businesses.

Considerable attention was given to establishing a pharmacy within the village to serve residents, particularly the elderly residents residing in Branan Towers. Recently, CVS Pharmacy closed their store two miles south of East Atlanta Village on Moreland Avenue. However, given improving demographics, it is likely that they or another chain is scouting the area for a location, particularly given that the two closest pharmacies are in Grant Park and Little Five Points.

Workshop participants suggested contacting a chain pharmacy about developing a store along Moreland Avenue within East Atlanta, with conditions. While they want a pharmacy, they are concerned about a suburban prototype with excessive parking and incompatible architecture. Such would not be in keeping with the desired image of the neighborhood and could be detrimental to future marketing efforts.

Workshop participants also discussed the possibility of developing a movie theater in the former 350 seat Madison Theater along Flat Shoals Avenue. Plans to renovate the building into a dinner theater have been floated for several years now and may be nearing fruition. Such renovation of the building to its former glory would not only provide a much-needed neighborhood service, it would also restore a part of East Atlanta's heritage. Jamison/CoStar Advisory Services, consultants for the study, support such ventures, but believe that a second run movie theatre would be a prime use for the space with or without the restaurant component.

There was also discussion of attracting an arcade, video store, gym, art gallery, book store, bagel shop, larger hardware store, card shop, clothing store, and professional services, such as medical offices, to the area. No details were given of how to do this, but there was a consensus that as the demographics become more favorable to such uses, they may naturally follow. Such is

now evident by the recent announcement of a new video store in the Village and the expansion of the existing hardware store.

Active Storefronts

To ensure the future strength of an active street in the future, some workshop participants discussed limiting uses on the street, such as caterers, that use commercial storefronts but do not contribute to the street life because their business does not attract many customers. However, it was eventually concluded that such may not legally be done. Therefore, participants would like to encourage these uses to provide active street presence, be it through attractive window displays or the like.

Remerchandising

In the short term, it may be possible to improve the neighborhood-serving goods and services provided by encouraging existing businesses to improve their product and service mix through remerchandising. Remerchandising is the process of updating a product mix to reflect local demand. Independent business owners are often receptive to ways to increase their sales and, as such, a concerted effort to make the businesses aware of what goods and services the neighborhood requires may be effective.

New Customers

A final important way to improve the amount of neighborhood services in the area that was discussed was to provide such businesses with more potential customers. To this end, more residential uses immediately within the village core or along Moreland Avenue could achieve this. Typically, even small urban convenience stores require 1,000 households within walking distance to be successful. While there are currently more than this number of households within the East Atlanta trade area, many are located far from the village area, which means that people have to drive to any convenience store. If people have to get in their car to buy small amounts of groceries, they are just as likely to drive a few extra minutes to a large supermarket as they are to the local convenience store.

There was discussion at the workshop about how to deal with the potential arrival of big box and chain retail uses in the East Atlanta business district and the southeast Atlanta area. Although many were concerned about the arrival of such uses and would rather not see such, they wanted to ensure that they are developed in such a way to support the existing business district.

*Accommodating
Chain Retail*

Chain uses along Moreland Avenue within East Atlanta could be assets to the village if they were designed at a scale that would not overwhelm the existing urban fabric. They could also reinforce the business district if developed in lieu of development in areas which are currently not commercial. In no circumstances, however, could suburban style big box development be deemed appropriate for the village.

If big box chain retail development were to occur outside of the village area, but within the East Atlanta trade area, there were few recommendations on how to address it. Many expressed optimism that the unique character of many of the businesses within the village would protect them, while others were concerned that the village would be greatly harmed. Regardless of the outcome, there was a consensus that the village could continue to flourish in the wake of big box retail development by focussing on providing personalized service, unique products, and an environment not found anywhere else.

Restaurant Limits

One final point of discussion dealt with the role of restaurants in the business district. In order to prevent the area from becoming known as a “bar and restaurant district” some participants proposed limiting the amount of bars and restaurants in the area through the proposed Neighborhood Commercial zoning district. Others were opposed to this and believed it could hamper future development efforts and was anti-business.

Market research, however, indicates that there will be room for a few more restaurants in East Atlanta Village in the short term. Jamison/CoStar suggest that three additional non fastfood restaurants could be developed in the Village in the next year, with five more non fast food restaurants the following year at the expense of two fast food restaurants. Any developments beyond these projections could negatively affect the area’s image.

Closely related to the limits on bars and restaurants, market research also indicates that there should be no new nightclubs developed in the village for at least two years, if not longer. East Atlanta already has an equal number of such uses as Little Five Points and Virginia-Highland.

Chapter 4

Transportation

Opportunities and Issues

Introduction

The following reviews the transportation opportunities and issues in East Atlanta Village, which were identified by residents, businesses and property owners during a community workshop. Preliminary alternatives for addressing these issues are also included. Final recommendations are summarized in Chapter 8

Pedestrian Facilities

Opportunities

Pedestrian conditions vary throughout East Atlanta Village, but for the most part the conditions are more favorable than those in other parts of the Atlanta region are. This is particularly true for the historic village core along Flat Shoals and Glenwood Avenues.

Within the historic village core the pedestrian friendly scale, good sidewalk conditions, and available goods and services encourage walking. Once they reach the village core, residents can walk to businesses with little hindrance. Traffic in this area is relatively slow and on-street parking buffers pedestrians from the traffic.

Along Moreland Avenue quality sidewalks exist as well, but the more automobile-oriented form is not as pedestrian friendly as the village core. This is largely due to the fact that Moreland Avenue carries the brunt of the area's traffic, thereby protecting the historic village from the negative impacts of such.

*Summary of
Pedestrian Facilities
Opportunities*

In summary, pedestrian infrastructure opportunities include:

- Pedestrian friendly village scale in the historic core
- Sidewalks in good condition
- Goods and services within walking distance of residences

- Relatively slow auto traffic speeds on Flat Shoals Avenue
- Concentration of high traffic volume on Moreland Avenue

Issue

Pedestrian facilities need to be safer, encourage more pedestrian use, and provide good connections with surrounding neighborhoods.

While pedestrian conditions are relatively good throughout East Atlanta Village there are several areas in need of improvements. These needed improvements are, in large part, due to a historic program on the part of government agencies of accommodating the automobile at the expense of the pedestrian.

Sidewalks

Sidewalk conditions on the periphery of the village are in poor shape. Many are broken, missing or so compromised for curb cuts that they are little more than driveways. This discourages people in surrounding neighborhoods from walking to the village.

Crosswalks

Many crosswalks are also less-than-adequate. They are not visible to motorists or grossly ignored by them. Cars often park in crosswalks and force pedestrians to walk around them. The amount of time pedestrians have to cross the street is also short, particularly given the large number of elderly in the neighborhood. These create an unsafe environment for pedestrians and drivers.



Figure 4: 1 Broken sidewalks along Metropolitan Avenue discourage walking from residential areas to the Village.

The heavy traffic and high speeds on Moreland Avenue also impact pedestrians. High speeds make Moreland Avenue an unpleasant place to walk, which is a problem as the Moreland

Avenue bridge is the only way pedestrians can cross I-20. As such, Moreland Avenue operates largely as a barrier that divides the neighborhood.

The right turn slip lane at the intersection of southbound Flat Shoals and Glenwood Avenues is also dangerous to pedestrians. The same can be said for cars that illegally park on the sidewalk.

A final factor which discourages walking in East Atlanta Village is the abundance of dogs. Packs of dogs roam the streets of the surrounding residential areas and frighten many would-be walkers. In some instances, dogs have even occupied homeowner's porches and prevented them from leaving their home.

Summary of
Contributing
Negative Factors

In summary, the following negative factors contribute to unsafe pedestrian conditions within East Atlanta village:

- Broken or missing sidewalks
- Wide curb cuts
- Poor crosswalk conditions
- Speed on Moreland Avenue
- Lack of safe pedestrian connections north to the north of I-20
- Cars park illegally on the sidewalk
- Moreland is a barrier to pedestrians
- The right turn slip lane at the intersection of south bound Flat Shoals and Glenwood Avenues
- Dogs

Preliminary Alternatives

*Sidewalk
Improvements*

The community wants to improve the sidewalk system by constructing new, wider sidewalks to both provide pedestrian space and increase options for sidewalk dining. On Moreland Avenue, residents, businesses, and property owners would like a sidewalk with a ten feet wide sidewalk developed on both sides of the street. Within the historic village core they would like wider sidewalks along the western side of Flat Shoals Avenue. They would also like sidewalks to be developed on Joseph Avenue.

*Crosswalk
Improvements*

Crosswalks could be improved to make it easier for pedestrians to cross the street. This could include adding painted vehicular

stopbar stripes, creating mid-block crosswalks with bulb-outs on Flat Shoals Avenue, providing raised and/or textured crosswalks, and installing chains or bollards near crosswalks to prevent cars from parking in them and guide pedestrians to the proper crossing point. Additionally, it could include locating and additional crosswalk on the west side of the intersection of Glenwood and Gresham Avenues.

Enforcement Enforcement of the City of Atlanta parking ordinances could also be undertaken to prevent cars from parking on the sidewalks and in crosswalk areas. Similarly, enforcement of City of Atlanta leash laws could reduce the number of dogs wandering the area.

Auto Traffic

Opportunities

Connections East Atlanta Village serves as a connection point to many different parts of Atlanta. It connects with Little Five Points and Virginia-Highland to the north; Downtown, Grant Park and Cabbagetown to the west; South DeKalb, East Lake, Kirkwood and Decatur to the east; and Thomasville and Clayton County to the south. It also has access to I-20, I-285, Moreland Avenue/Briarcliff Road, Glenwood Avenue, and Flat Shoals Avenue.

Traffic Flow Traffic congestion within East Atlanta Village is only a problem during the morning and evening peak hours and then only on Moreland Avenue near the interstate exit. As a result, there is the opportunity to address most of the village's potential traffic issues before they reach critical proportions.



Figure 4: 2 Traffic is generally light on Flat Shoals Avenue.

Grid Another opportunity related to traffic is the area's street pattern. The grid allows resident traffic to be distributed along several streets, therefore isolating them from congestion in residential areas. It also allows traffic using Moreland to avoid passing through the historic village core.

The width of many of the streets within the historic village core is another asset. These streets have ample room to utilize on-street parking as a traffic-calming device.

Summary of Traffic Opportunities

In summary, traffic opportunities include:

- Important connections to other parts of Atlanta and the region
- The opportunity to address traffic problems before the situation becomes unmanageable
- Grided street pattern
- Street width

Issue

Future plans for the village must include facilitating smooth, slow, safe, and efficient flow of traffic.

Traffic Growth

Traffic congestion only exists at certain times of the day and only on certain streets for the time being, but promises to get worse in the future. As the area's surrounding East Atlanta Village continue to gentrify and the undeveloped land southeast of the village develop the number of cars per household will increase, as will the number of trips made by residents.

An increase in car ownership and car trips could potentially burden the existing infrastructure. It could also increase pedestrian-vehicular conflicts and be detrimental to the area's quality of life.

Intersections which already are not operating as efficiently as they could and are, therefore, prone to degradation include the Flat Shoals and Glenwood Avenues intersection, the Glenwood and Moreland Avenues intersection, and the Moreland and McPherson Avenues intersection.

*Summary of
Contributing
Negative Factors*

In summary, factors negatively affecting to traffic flow include:

- Existing traffic congestion
- Anticipated traffic congestion
- Increased future conflict with pedestrians and bicyclists
- Intersection operations

Preliminary Alternatives

Workshop participants realize that they can not prevent increased automobile ownership as the neighborhoods around East Atlanta Village continue to gentrify. They can, however, minimize the impacts of this traffic. Business, residents, and property owners want to slow and improve the flow of traffic, create a safer and more pedestrian-friendly environment, and encourage passersby to stop and patronize the local businesses

*Curb Cut
Consolidations*

To achieve this, Task Force members, residents, businesses and property owners suggested consolidating curb cuts. Many participants would like curb cuts limited to one per parcel, the only exception being corner parcels. This would reduce confusion and improve traffic flow. Some, however, expressed concern that this would reduce the value of commercial properties.

*Street
Reconfiguration*

Alternatives were also discussed for reconfiguring the streets. One option was to make Flat Shoals Avenue into a one-way street going north. This could allow for wider sidewalks and on-street parking, but it was eventually decided that such could also be detrimental to fire trucks and bicyclists. It could also force traffic onto residential streets and was, therefore, decided against.

A second alternative for Flat Shoals Avenue discussed was to close it entirely to anything but pedestrian and bicycle traffic. This could create a pedestrian mall for use as an outdoor dining and event area. In doing so, however, it would remove through traffic from the street, and significantly decrease the visibility of many businesses. As a result, this idea was quickly dismissed.

Another street reconfiguration discussed was reconfiguring Mcpherson Avenue between Flat Shoals Avenue and Moreland Avenue. In this area, the lanes could be narrowed and the

intersection reconfigured to create a gentle curve from Moreland Avenue into the village. This could reduce conflict at this intersection and create a more pleasant space for pedestrians and drivers.

Intersection improvements were also considered for the Moreland Avenue and Glenwood Avenue intersection. Some supported realigning Glenwood Avenue across Moreland Avenue so that a right and left turn would not be necessary to cross Moreland Avenue. However, with time, it was determined that such could actually increase speeding in the area and would accommodate the car at the expense of non-drivers.

Reconfiguration was also discussed for the Flat Shoals Avenue and Glenwood Avenue intersection. Bulbouts at the corners could be used to narrow the travel lanes and better organize the intersection. They could also improve pedestrian safety.

Workshop participants would also like as much on-street parking as possible for its traffic calming effects.

Transit

Opportunities

Transit-Oriented Form

East Atlanta Village is better served by transit than most parts of the Atlanta region and was, in fact, designed for transit service around 1900. Many of the streets were laid out to minimize the distance needed to walk to the trolley that ran along Moreland Avenue. Although the trolley is gone, this layout continues to provide easy access to the buses that run where trolleys once did.

Bus Routes

Five MARTA bus routes provide access to varying parts of the study area. Bus Route #48 provides service the length of Moreland Avenue and connects the area to the Inman Park-Reynoldstown rail station, Thomasville, Little Five Points, and Lenox Square Mall, finally terminating at the Lenox rail station. Routes #9 provides access via Glenwood Avenue to South DeKalb, Grant Park and downtown Atlanta, finally terminating at the Five Points rail station. Route #107 also serves the area via

Glenwood Avenue, but connects to East Lake and Candler Road, terminating at the Inman Park-Reynoldstown rail station. Flat Shoals Avenue is served by Route #34, which also serves South DeKalb and terminates at the Inman Park Reynoldstown rail station. Route #7 serves Mcpherson Avenue and South DeKalb, terminating at the Inman Park-Reynoldstown rail station.

Frequency

Headways for these routes range from a frequency of one bus every thirteen minutes for Route #9 during rush hour, to one bus every 49 minutes for Route #9 during the evening. However, due to the convergence of several routes on Moreland Avenue, the actual time required to wait for a bus to the Inman Park Reynoldstown rail station is much less.



Figure 4: 3 East Atlanta Village is well served by MARTA bus routes.

Summary of Transit Opportunities

Opportunities for public transportation include:

- Transit-oriented street layout
- Ample existing MARTA bus routes and frequent service

Issue

Transit use needs to be made more attractive, convenient and accessible.

Poor Transit Infrastructure

Despite the positives, the current role of transit in East Atlanta Village is less-than-optimal. Those who use transit are forced to wait exposed to the elements due to a lack of bus shelters. They also must wait for uncertain lengths of time at crowded and potentially unsafe bus stops, as posted bus schedules on the weekend also tend to be unreliable because of traffic delays. Although MARTA has attempted to compensate for this traffic in

posted arrivals times, the nature of traffic congestion continues to ensure that buses will inevitably be off-schedule by a few minutes. Public transportation within the area is very poorly advertised as well. MARTA does not post bus schedules at stops, nor does it mention the name “East Atlanta” in system information. Instead, it calls Route #9 the “Toney Valley” and all the other routes serving the area by the buses’ final destinations. This deters ridership by those unfamiliar with the system or Atlanta’s geography.



Figure 4: 4 Many bus stops in East Atlanta are little more than markers.

Business Apathy

Businesses in the area also fail to support transit. In adds many frequently give directions for drivers, but fail to mention that the area may also be reached by MARTA. Furthermore, none of the businesses provide incentives for customers to arrive by transit.

Summary of Contributing Negative Factors

In summary, factors negatively affecting public transit include:

- Few bus shelters or shade
- Potentially unsafe bus stops
- Impact of traffic on buses
- Lack of system maps and bus schedules at bus stops
- Poor bus route naming
- Lack of business support

Preliminary Alternatives

Bus Stops

A primary suggestion for improving public transportation in East Atlanta is improving bus stops to reduce visual blight and organize services. Building distinctive shelters with lighting, seating, landscaping and posted schedules and route maps could do this. Such could be undertaken by developers as part of redevelopment or by MARTA.

Scheduling

Another way to improve bus service to the area and encourage transit ridership could be to adjust the schedules of the three routes serving the Inman Park-Reynoldstown MARTA station.

Currently, all three routes leave the station within minutes of each other and follow one another to East Atlanta Village, where they branch out. If the buses all left at different times, a person at the rail station who wished to visit East Atlanta Village would have three different routes to use – one every ten minutes or so. This would be much more desirable to the current situation in which three buses leave at the same time every thirty minutes.

Route Names Bus service could also be promoted by renaming the routes that serve the area to include the name "East Atlanta" in the title. If this is not possible, MARTA could retain the current name, but indicate on the bus that it travels through East Atlanta. An example of this would be "Toney Valley via East Atlanta" in place of the current "Toney Valley" displayed on Route #9.

Incentives Businesses could provide incentives for employees and patrons to use public transit. MARTA passes could be provided to employees who drive, while advertisements in Atlanta publications could give directions by both car and transit. Businesses could also provide discounts to people who use transit in lieu of developing costly parking spaces.

Rail Service MARTA could also investigate providing rail service to East Atlanta Village. Please see Chapter 6: Context for more details.

Bicycles

Opportunities

With the exception of Moreland Avenue, East Atlanta Village is a favorable environment for bicyclists. The scale of the neighborhood is bicycle friendly and makes the bicycle an attractive means of transportation for many errands. Furthermore, the proximity to residential areas provides an ample pool of would-be cyclists.

There are also plans in the *Atlanta Commuter On-Street Bike Plan* to establish Flat Shoals Avenue and Moreland Avenue as a bicycle route in the near future and Glenwood Avenue in the next

ten years. These proposed routes would connect to the existing PATH trails north of I-20 and to surrounding neighborhoods.

Bicycle Lanes

Street widths in the area present another opportunity to encourage bicycling. Many of the streets are wide enough to accommodate bicycle lanes without removing a lane of vehicular traffic.

*Summary of
Bicycle
Opportunities*

In summary, bicycle opportunities include:

- Bicycle-friendly village scale
- Proposed on-street bike routes
- Proximity to PATH
- Room for bike lanes along some streets

Issue

There is a need to provide more accessible and safe bike routes and facilities.

Bicycling conditions are relatively good with East Atlanta Village, but conditions discouraging bicycle use persist. These include a lack of bicycle parking, speed along Moreland Avenue, broken and littered curbs, and a lack of alternate connections to other intown neighborhoods.

*Summary of
Contributing
Negative Factors*

In summary, factors negatively affecting bicycling include:

- Lack of bicycle parking
- Vehicular speed
- Broken and littered curbs
- Lack of connections to other intown neighborhoods

Preliminary Alternatives

*Crossing
Moreland Avenue*

Options discussed for improving bicycling conditions in East Atlanta include installing bicycle racks within the village to encourage people to bike to the village and enforcing current City of Atlanta bicycle rack requirements for new developments. Much attention also focussed on how to provide alternatives to Moreland Avenue for cyclists wishing to travel north. However, because all routes over I-20 are proposed to be bicycle routes in

the future it was determined that a bridge over the interstate east of Moreland Avenue would be most desirable. This could most effectively be construction at Monument Avenue.

In the short-term future the best way to provide improved access to the north could be to retrofit Moreland to make it more bicycle-friendly. An on-street bicycle lane and signage was suggested along Moreland Avenue, as were narrower travel lanes. Realistically, however, participants realized that the DOT would unlikely be willing to cooperate with such plans in the near future, although such could change with an increasing awareness on the part of the DOT of the importance of bicycle and pedestrian transportation facilities.



Figure 4: 5 Bicycle racks could be installed to promote bicycle use, such as these in Toronto.

Chapter 5

Parking and Land Use

Opportunities and Issues

Introduction

The following reviews the parking and land use opportunities and issues in East Atlanta Village which were identified by residents, businesses and property owners during a community workshop. Preliminary alternatives for addressing these issues are also included. Final recommendations are summarized in Chapter 8.

Parking

Opportunities

Current Supply

East Atlanta Village has several opportunities related to parking which put it in a much better situation than many other intown commercial areas. Unlike Virginia-Highland or Little Five Points, the Village currently has sufficient parking to meet most needs without negatively affecting the surrounding residential areas. How much longer this will be true, however, is uncertain.



Figure 5: 1 East Atlanta Village has sufficient parking to meet most of the current demand.

There are currently roughly 1,324 free parking spaces available the Study Area to the public. This parking is spread evenly throughout the study area and ranges in size from a few spaces in alleys to over eighty spaces.

Urban Form Another part of the favorable parking situation results from the fact that the design of the village encourages walking from the surrounding neighborhoods, particularly those to the east and south. Many residents can walk to the shops and restaurants in the village, which reduces parking demand.

Tenant Mix Another reason for the favorable parking condition lies in the Village's tenant mix. Currently 12.9% of the business in the study area are restaurants, with the remainder being offices and shops. These uses place different demands on parking at different times. Therefore, businesses using most of their parking during the day can share parking with businesses needing parking solely at night.

Many of the parking lots in the area could also be made more efficient to increase the overall amount of parking available. Paving and restriping could result in an increase in parking without expanding the amount of land dedicated to parking uses.

East Atlanta also has several opportunities for new parking facilities. There is underutilized land in the study area including behind the former John B. Gordon School, behind the former bank at 514 Flat Shoals Avenue, and behind the Flatiron located at 538 Flat Shoals Avenue. These and several smaller lots could potentially be converted to parking as demand increases.



Figure 5: 2 Vacant lots, such as behind the old bank building on Flat Shoals Avenue, could be developed into parking.

Summary of Parking Opportunities

In summary, parking opportunities in East Atlanta Village include:

- Sufficient parking to meet most of the current demand

- Pedestrian friendly form, which encourages residents to walk to the village
- Differing peak demand hours among varying businesses
- Shared parking between businesses
- Even distribution of parking throughout the area
- Opportunities to make parking areas more efficient
- Land for future parking expansion

Issue

The current parking infrastructure may not be adequate to serve the growing parking demand.

Poor Conditions

Many parking areas in East Atlanta are in poor conditions. These poor conditions cause several problems today and will only continue to negatively affect the village as the demand increases.

Poor conditions evident in the study area include unpaved and unstriped parking areas. These areas are often poorly lit and filled with trash or dumpsters. As such, they also have the perception of being unsafe and do not comply with City Code.



Figure 5: 3 *Poorly paved and market parking lots are inefficient and contribute to visual blight.*

Signage

The area also lacks adequate signage. Only a few of the lots have signs to direct drivers to them. As a result, drivers often circle around the neighborhood looking for parking.

Safety

Several existing parking areas are unsafe and discourage use. Some lots have problems with loitering, drug dealing, drug use and prostitution. As such, these lots not only create public safety concerns, they also place a greater parking burden on property owners who are properly maintaining and monitoring their lots.

Overflow Parking Some parking owners now charge for parking at peak demand hours. This encourages some people to park in the residential areas around the village to avoid being charged. This, in turn, creates an entirely new set of problems. In other areas of Atlanta where such is commonplace, business patrons have been known to negatively affect the residential areas they park in by littering, urinating in public, taking parking spaces from residents, and making excessive noise. Such is already occurring, to a degree, along Gresham Avenue, where illegal parking blocks traffic flow.

Even without parking lot owners charging people to park, parking in residential areas has the potential to increase if not properly addressed. The City of Atlanta granted eight variances for on-site parking reductions between 1996 and 1998, many of them for restaurants. If this trend continues and additional parking within the village is not provided the situation could worsen.

Future Demand The parking situation could also worsen if restaurants and other evening uses continue to proliferate. Restaurants require more spaces per square foot than stores do. They also often all require parking at the same time, which means that parking could become a major problem during the evenings and weekends, when restaurant demand is greatest.

Preliminary Alternatives

East Atlanta residents, businesses, and property owners would like to address parking needs by improving existing lots, decreasing parking demand, and providing new options as necessary.

Lot Improvements Perhaps the easiest and quickest way to address the current parking problems in East Atlanta is to improve existing parking lots. Property owners could be required to bring their lots up to City Code. This means that lots must be paved, striped and well lit. This could increase the amount of parking available by making lots more efficient and also increase the perception of safety.

Higher standards than currently exists could also be placed on existing lots. Some would like the City of Atlanta *Parking Landscaping Ordinance* enacted in East Atlanta. When enacted

in Downtown Atlanta, this ordinance required existing parking lots to install landscaping along the edges of the lot. This significantly improved the visual quality in downtown Atlanta.

Signage Existing parking lots could also have improved signage. Signs could direct people to parking lots. Within lots, signs could indicate where parking was for specific businesses. The latter, however, is also counter to shared parking principles.

Decreased Demand The second major way discussed to address the parking concerns in the Village was to decrease demand. Several ideas were discussed for doing this. Most focused on establishing a businesses mix that supports shared parking. To this end, workshop participants believed that more daytime uses, such as offices, could open in the village. During the evenings and weekends, restaurants and shops could use the offices' parking spaces.

Closely related to increasing daytime uses in the area was limiting the number of bars and restaurants to avoid the negative parking situations which arise from an overabundance of such uses. If this could not be done, some supported a moratorium on parking reduction variances to discourage new restaurants and force those that do open to provide on-site parking.

Alternative Modes of Transportation Increasing the use of alternative to driving could reduce parking demand. Improved pedestrian infrastructure could encourage residents to walk to the Village. Improved and well-advertised MARTA service could have a similar impact by allowing visitors and residents to patronize East Atlanta Village without driving.

Incentive programs could be developed to lessen demand as well. Business could give discounts to customers who arrive by MARTA, walk, take a taxi, or arrive by car pool. While such may be logistically difficult, it could set a precedent that East Atlanta supports and encourages alternative forms of transportation.

Businesses could reduce parking demand by providing incentives for their employees to not drive to the area. Businesses could provide MARTA passes for their workers as individuals or by

purchasing in bulk through the East Atlanta Business Association. They could also establish a car pool program.

New Facilities

The third major way to address parking in East Atlanta Village is by providing more parking options. This could include utilizing existing parking areas not currently used for customer parking, as well as developing new parking areas.

Improved Utilization

Utilizing existing parking areas not currently available for public parking is the easiest way to provide new parking. Several large lots exist, but many, including Branan Towers, churches, the Post Office, and Meadows Mortuary, are used only a few hours a week and are virtually empty when the parking demand is greatest on weekends and evenings. The same can be said for several businesses along Moreland Avenue. If these lots were made available as either free or pay parking, there would be a net increase of several hundred available parking spaces.

On-street

Providing more on-street parking is another relatively easy way to increase supply. Residents, business, and property owners discussed reconfiguring Flat Shoals Avenue to allow for either angled or parallel parking on one side of the street. They eventually concluded that the existing parallel parking spaces should be maintained to provide convenient parking and retain a two-way traffic flow. They also discussed providing spaces on Moreland Avenue, but determined that the DOT would not allow such.

Eliminating curb cuts is another way to gain on-street parking. Many of the curb cuts in East Atlanta are excessively wide. By narrowing them one or two spaces could be gained at various locations throughout the village.

Garages

The most costly way to increase the parking supply, but one widely supported, was to construct new parking facilities. Workshop participants expressed support for a



Figure 5: 4 Parking decks can be designed to look like buildings, such as this one in Charleston, SC.

conveniently located parking structure within the village that was available for public use. Locations considered include the lot behind the former bank building at 514 Flat Shoals Avenue and the lot behind the former John B. Gordon School. A parking structure as part of redevelopment of the block between I-20 and McPherson Avenue was also supported, as was one as part of any future redevelopment of the block bounded by Moreland, McPherson, Metropolitan, and Flat Shoals Avenues – now highly unlikely due to pending development.

Parking structures could be for-profit and provided by private developers, or they could be free and provided by the East Atlanta Business Association. Some businesses supported paying money into a general fund for parking facilities to take the burden of providing parking off individual businesses. Some even thought the City of Atlanta should provide tax breaks to encourage the private sector to provide parking, although such is highly unlikely.

New Lots

Additional surface lots could be developed as well. The area behind the shops on the eastern side of Flat Shoals Avenue (accessible from Haas Avenue and Metropolitan Place) could be converted to a parking lot. The parking lots surrounding the dry cleaner in the southeastern corner of the intersection of Flat Shoals Avenue and McPherson Place could also be developed into a public surface lot, as could the vacant lot on the east side of Flat Shoals Avenue south of Metropolitan Avenue.

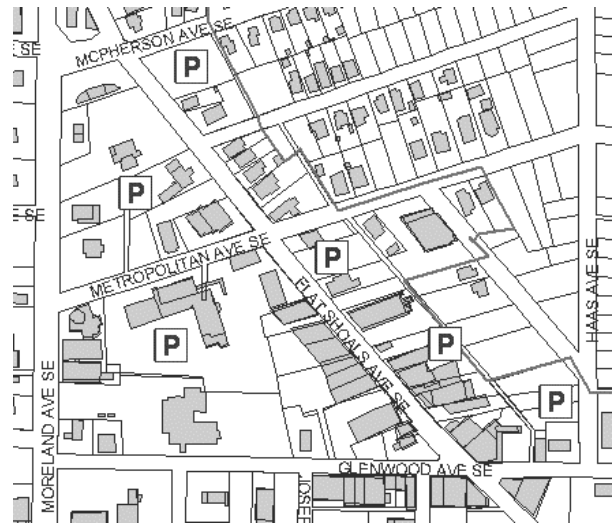


Figure 5: 5 New parking facilities could be developed throughout the Village.

Finally, alleys may be able to be converted into parking. However, the number of spaces gained from such is likely to be small.

Land Use

Opportunities

Commercial

The land use mix in East Atlanta Village currently supports a variety of commercial and civic uses. Within the Study Area 58.97% of the total lot area is devoted to commercial uses, while 11.36% is used for civic buildings such as churches, post offices, and libraries. The commercial and civic uses provide the surrounding residential neighborhoods with a variety of goods and services within walking distance. Furthermore, the commercial uses are primarily small-scale establishments. There are no big box retailers in the area.

Residential

There is also a limited amount of residential uses within the study area. 12.56% of the land in the study area is devoted to residential uses. This includes several single-family homes as well as a large mid-rise elderly home. In the future, the amount of land dedicated to residential use promises to increase with the renovation of portions of the former John. B Gordon School into residential lofts.

Development Potential

Opportunities for future development exist within East Atlanta Village as well. 4.22% of lots is used solely for parking and 12.89% is vacant or undeveloped. Such areas present potential to absorb future growth in the village without encroaching into the surrounding residential neighborhoods.

Summary of Land Use Opportunities

In summary, land use opportunities in East Atlanta Village include:

- Adequate commercial uses
- Community civic uses
- Residential uses
- Future development potential

Issue

East Atlanta does not have an optimal land use pattern

Insufficient Residential East Atlanta Village is surrounded on three sides by single family residential neighborhoods, but the Study Area only has a few residential areas. As a result, the village core continues to be a primarily single-use area. It lacks many of the benefits that a permanent residential population affords, including increased security and greater pedestrian activity.

Auto-Oriented Commercial East Atlanta's land use pattern is also affected by the commercial strip development along Moreland Avenue. Single-story, automobile-oriented developments represent an inefficient use of land and are detrimental to the diverse urban community that residents, businesses, and property owners want to support. Furthermore, such low-density commercial land uses have a propensity to spread in a linear fashion and potentially could encroach into the historic commercial core.

The historic commercial core of East Atlanta Village is threatened by big-box commercial development and the loss of civic uses in the Village. While commercial land uses are necessary for the village, big box retail development in or near the Village could overwhelm the existing commercial areas and render them obsolete. The relocation of uses such as the library and fire station outside of the village could have a similar impact. If such happens, it could be particularly detrimental to retaining the Village as a neighborhood serving commercial area.

Summary of Contributing Negative Factors In summary, factors negatively affecting land use in East Atlanta include:

- A lack of residential land uses
- Potential growth of strip-development land uses
- Potential arrival of big-box retailers within the village
- Loss of civic uses

Preliminary Alternatives

Residents, business and property owners would like preserving much of the existing land use patterns in East Atlanta Village. There are, however, a few exceptions to this.

Moreland Avenue Along the western side of Moreland Avenue workshop participants would like the low-density commercial uses gradually replaced by

more medium density residential uses. These could include apartment buildings between five and six stories. Within these buildings, a limited amount of neighborhood-serving retail uses could be provided at street level. To accomplish this, the existing C2 commercial zoned parcels could be rezoned to RG3 or RG4 multi-family categories.

On the eastern side of Moreland Avenue many in the community would like the development of higher-intensity commercial or mixed-use uses. Office buildings between three and five stories could be an appropriate use for this area, as could smaller chain stores such as chain pharmacies or video stores. Residential uses above any such chain store uses would be highly supported. However, participants would like buildings along this side of Moreland Avenue to be less tall than those on the western side would.

*Neighborhood
Commercial*

Throughout the rest of the village, workshop participants suggested no major land use changes, although the development of residential space above existing commercial buildings was highly supported. They did, however, suggest enacting zoning, such as the proposed Neighborhood Commercial (NC), to prohibit big box development within the village.

Civic Uses

Residents, businesses, and property owners also want any new library or fire station facilities to be built on vacant lots within the Village. This would preserve the role of the Village as a neighborhood center and would protect surrounding residential areas from encroachment.



Chapter 6

Context

Opportunities and Issues

Introduction

The following reviews the context opportunities and issues in East Atlanta Village which were identified by residents, businesses and property owners during two community workshops. Preliminary alternatives for addressing these issues are also included. Final recommendations are summarized in Chapter 8.

Connectivity

Opportunities

Regional

East Atlanta Village is well connected by car and transit to other parts of the region. The village is located directly off I-20, only three exits from downtown Atlanta. It also has an extensive network of MARTA buses which connect it to the region's public transportation network, much like the trolleys that historically ran in the area once did.

Neighborhood

East Atlanta Village is also well connected to many of the neighborhoods around it, particularly those to the south and east. Local streets and bus routes provide quick and easy access from East Atlanta Village to Ormewood Park, Grant Park, Kirkwood, Skyhaven, East Atlanta, and the other surrounding residential areas. These routes not only connect residents from other neighborhoods to East Atlanta, they also connect East Atlanta Village to the amenities in these surrounding neighborhoods. Such amenities include Oakland Cemetery, Zoo Atlanta, Cyclorama, Turner Field, Civil War historic markers, Little 5 Points, the King Center, as well as small neighborhood commercial areas.

Bicycle

Bicycle connections between East Atlanta Village and the surroundings neighborhoods are less extensive than are car or

transit ones, but they exist nonetheless. An on and off-street bicycle route exists just north of the village along Arkwright Avenue. This route, the *Eastside Trolley Trail*, connects to the City's existing bicycle trail network and provides access to Downtown Atlanta and Decatur. Along with this route, Flat Shoals Avenue, Berne Street, and parts of Moreland Avenue, Woodland Avenue and Glenwood Avenue are proposed as bicycle routes in *the Atlanta Commuter On-Street Bike Plan*. There are several other streets with potential for bicycle routes as well.

Park Connections

Several parks and cemeteries are a short distance from East Atlanta. These include Brownwood Park to the south of historic village core, Walker Park to the north, Grant Park to the west, and Emerald Lake Park to the southeast. There is a small cemetery on Clifton Road that may be of historical significance. It is believed that it was once part of the former Clifton Baptist Church and there is a rumor that Fiddlin' John Carson, the so-called "Father of Country Music", is buried there.

Future Growth Areas

Local transportation systems connect East Atlanta to areas with potential redevelopment activities as well. One-half mile west of the village lies the Blue Circle earth processing facility. This historically industrial property will likely be redeveloped in the future and could have potential benefits for the community. Other areas with potential redevelopment that are well connected to East Atlanta Village include the Memorial Drive corridor to the north, and several other former industrial sites to the west.

Rail

Opportunities also exist in the East Atlanta Village area for the development of a passenger rail line. One-half mile west of the village runs a freight rail line connecting to the MARTA rail network. If this line is abandoned it could be used for passenger rail service. Trolley service could also be developed along streets. Trolleys originally ran along many streets in the area and there is adequate width to construct an in-street trolley line without



Figure 6: 1 *The Atlanta Open Space and Greenways Plan has designated this rail line to become a greenway trail.*

requiring right-of-way from adjacent properties.

Rail right-of-ways also present opportunities for greenways. The *Atlanta Open Space and Greenways Plan* has designated the line west of the village as a greenway trail. This, however, does not have to preclude developing passenger rail within the right-of-way, as both can coexist together.

Creeks

Entrenchment Creek and its tributaries also offer an opportunity for greenways. They would be beneficial in creating connections south of the village. One of the tributaries of flows out of Brownwood Park and provides a direct connection between the neighborhoods and the village



Figure 6: 2 Tributaries of Entrenchment Creek run through East Atlanta

Summary of Connectivity Opportunities

In summary, the following opportunities exist to connect East Atlanta to its surroundings:

- Proximity to I-20
- Local streets
- Existing MARTA service
- Proximity to area attractions
- Existing and proposed bicycle infrastructure
- Proximity to parks
- Proximity to sites with redevelopment potential
- Possible MARTA rail line expansion
- Proposed greenway routes
- Potential greenway routes

Issue

Connectivity between East Atlanta Village and the surrounding areas is in need of improvement.

While East Atlanta Village is fairly well connected to other parts of the Atlanta region, the same cannot be said for many of its

connections to the some of the neighborhoods immediately surrounding it. This is particularly true for those to the north, where I-20 serves as a barrier.

I-20 Barrier

When it was built, I-20 severed neighborhoods and resulted in many street closings. In doing so, East Atlanta Village was physically disconnected from the residential areas north of McPherson Avenue it had once served. Today only Moreland Avenue affords direct access to East Atlanta today from neighborhoods north of I-20. The next closest point to cross I-20 lies one half mile to the east or west.



Figure 6: 3 View of a dead end street created by the construction of I-20.

Although it is an important connection to the north, Moreland Avenue fails to function as a connection for little more than automobile traffic. The bridge over I-20 is hostile and unsafe to pedestrians and bicyclists.

The bridge on Moreland Avenue is not the only portion of the street that is hostile to pedestrians and bicyclists. South of I-20, it also serves as a divider between East Atlanta Village and the neighborhoods to the west. Excessive speeds, high traffic volume and sheer width discourage people from crossing the street and prevent many would-be pedestrians and bicyclists west of Moreland Avenue from visiting the village.

Bicycles

Bicycle and pedestrian connections to surrounding neighborhoods are also poor in areas not affected by I-20, although to a lesser

extent. Many residential sidewalks are spotty and poorly lit, which discourages people from walking and forces them to walk in the street. Many bicyclists also face similarly unsafe conditions. They must compete with speeding automobiles on the roads and traverse littered and broken curb areas. Some residents do not see even the existing bicycle route, the Eastside Trolley Trail, as an asset. This is because parts of it are not well maintained, are missing signs, and have curb cuts and parking along it.

Some also believe that transit connections in the area are inadequate. The closest MARTA station is the Inman Park-Reynoldstown station one-mile north. MARTA has proposed several alternatives for expansion in the southeast Atlanta area; however, none as proposed would serve East Atlanta. Instead, they focus on commuter service for south DeKalb County.

*Contributing
Negative Factors*

The following factors negatively contribute to East Atlanta's connectivity:

- I-20 is a barrier between East Atlanta Village and the neighborhoods to the north.
- Moreland Avenue is a barrier between East Atlanta and the neighborhoods to the west.
- Poor pedestrian connections between the village and the neighborhoods.
- Poor bicycle connections between the village and the neighborhoods.
- Failure to include East Atlanta in MARTA expansion plans.

Preliminary Alternatives

Businesses, residents and property owners recognize the need to strengthening the connections between the Village and the southeast Atlanta area, particularly other retail nodes, residential areas, and parks. They believe that improved linkages will help the area thrive as a diverse and interconnected community. To achieve this, they want to improve pedestrian, vehicular, bicycle and transit links, many which could be accommodated with single projects.

*Pedestrian
Connections*

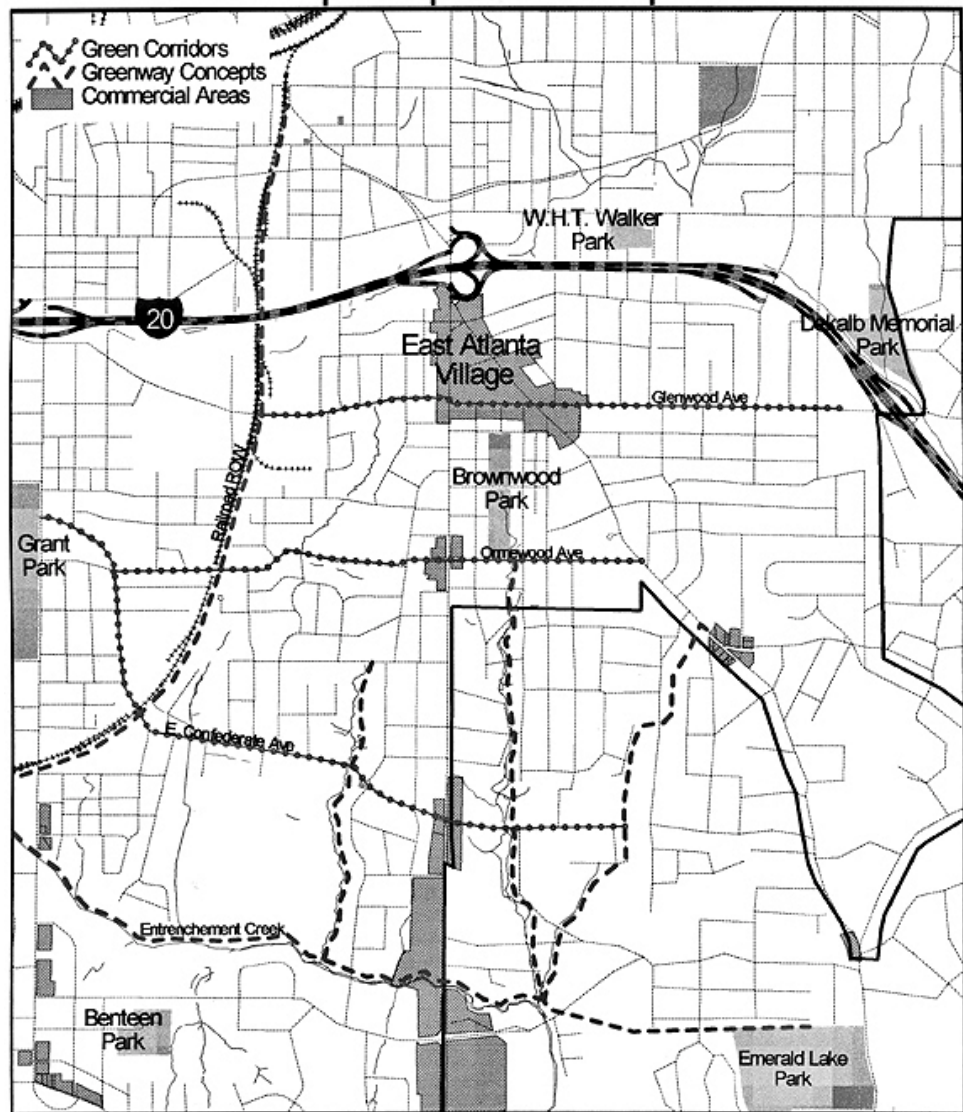
Pedestrian connections could be improved in a variety of ways. Sidewalks could be built and reconstructed in where they are missing or broken, and lighting could be installed. Sidewalks

could also be built as part of what the workshop participants called "green corridors".

Green Corridors

Green corridors are streets with extensive tree plantings, ample sidewalks, and bicycle lanes. They were suggested for Ormewood Avenue, Glenwood Avenue, and East Confederate Avenue. The community could work with Trees Atlanta to make these corridors tree-lined. Bike routes along these corridors could connect East Atlanta Village to Grant Park.

East Atlanta Village Study Open Space Concept



East Atlanta Village Study July 2000 **Figure 6. 4** In the future, a network of green corridors and greenways could traverse southeast Atlanta and provide residents and visitors the opportunity to walk and bike in a pleasant, green environment.

Bicycles Improving bicycle connections was also discussed. Implementing the proposed routes on the *Atlanta Commuter On-Street Bike Plan* was supported, with one exception. Workshop participants would rather see Ormewood Avenue become the east-west connection to Grant Park than Berne Street. Additionally, they would like to have an additional north-south route, possibly on Gresham Avenue, Stokeswood Avenue, or Woodland Avenue. Stokeswood Avenue is believed to be the widest street, and may therefore be most appropriate. Many participants would prefer the north-south route to be located on Moreland Avenue, but they believe it could be politically difficult to remove the center turn lane to free up space for bike lanes.

Greenways Off-street greenways were also suggested. These could be developed along the banks of Entrenchment Creek and its tributaries, as well as within the railroad right-of-way to the west of the village. These greenways could include multi-use facilities that support both bicycling and walking. Potential location for them are depicted in Figure 6:4.

I-20 Bridge Improving bicycle and pedestrian connections between East Atlanta Village and the areas north of I-20 received considerable attention at workshops, both for the importance of doing so and the difficulty. *Specific* destinations that participants would like to improve connections to are Walker Park, Memorial Drive, and *Eastside Trolley Trail*.

The most popular option discussed for connecting the north and south sides of I-20 was constructing a bridge designed exclusively for pedestrians and bicycles. Such a bridge could be both expensive and difficult to locate, but could provide a valuable alternative to



Figure 6: 5 View of Monument Road looking south over I-20 toward East Atlanta.

Moreland Avenue or Maynard Terrace to cross the highway. Bridge locations suggested include Stovall Street on the west side of East Atlanta, and Haas Avenue, Clifton Street, Patterson Avenue, and Eastside Avenue on the east side. Haas Avenue and



Figure 6: 6 Monument Avenue connects directly to Walker Park north of I-20.

Patterson Avenue appear to be at the same grade as I-20 and could be difficult to bridge over. Eastside Avenue could be feasible, as it is located slightly higher than the interstate. However, Monument Avenue appears to be the most efficient location as both sides of it are located on a peak well above I-20. This could allow a bridge to be built without a need for much filling of the land. Additionally, Monument Avenue connects directly to Walker Park, which could improve usage and safety of the park.

MARTA Rail

Improvements in transit connections were also considered essential for linking East Atlanta to the surrounding neighborhoods. Workshop participants would like to capitalize on potential MARTA rail expansion into south DeKalb County so that their area is served by any expansion as well. MARTA is currently considering several alternatives to improve rail service to south DeKalb County as part of the Lindbergh-South DeKalb Corridor Study. One such potential alignment, called Concept "C" by MARTA, would include a heavy rail¹ spur from the Edgewood Candler-Park station, south through Kirkwood, to I-20 and south DeKalb County. Concept "C", however, has run into opposition from some homeowners in the affected neighborhoods who fear that such a rail line would destroy and divide their neighborhood.

¹ Heavy rail operates on an electrically powered railway that typically has the capacity for a heavy volume of traffic. Exclusive rights-of-way, multi-car trains, high speed, rapid acceleration vehicles, sophisticated signaling, and high platform loading characterize heavy rail. MARTA's current rail service is heavy rail.

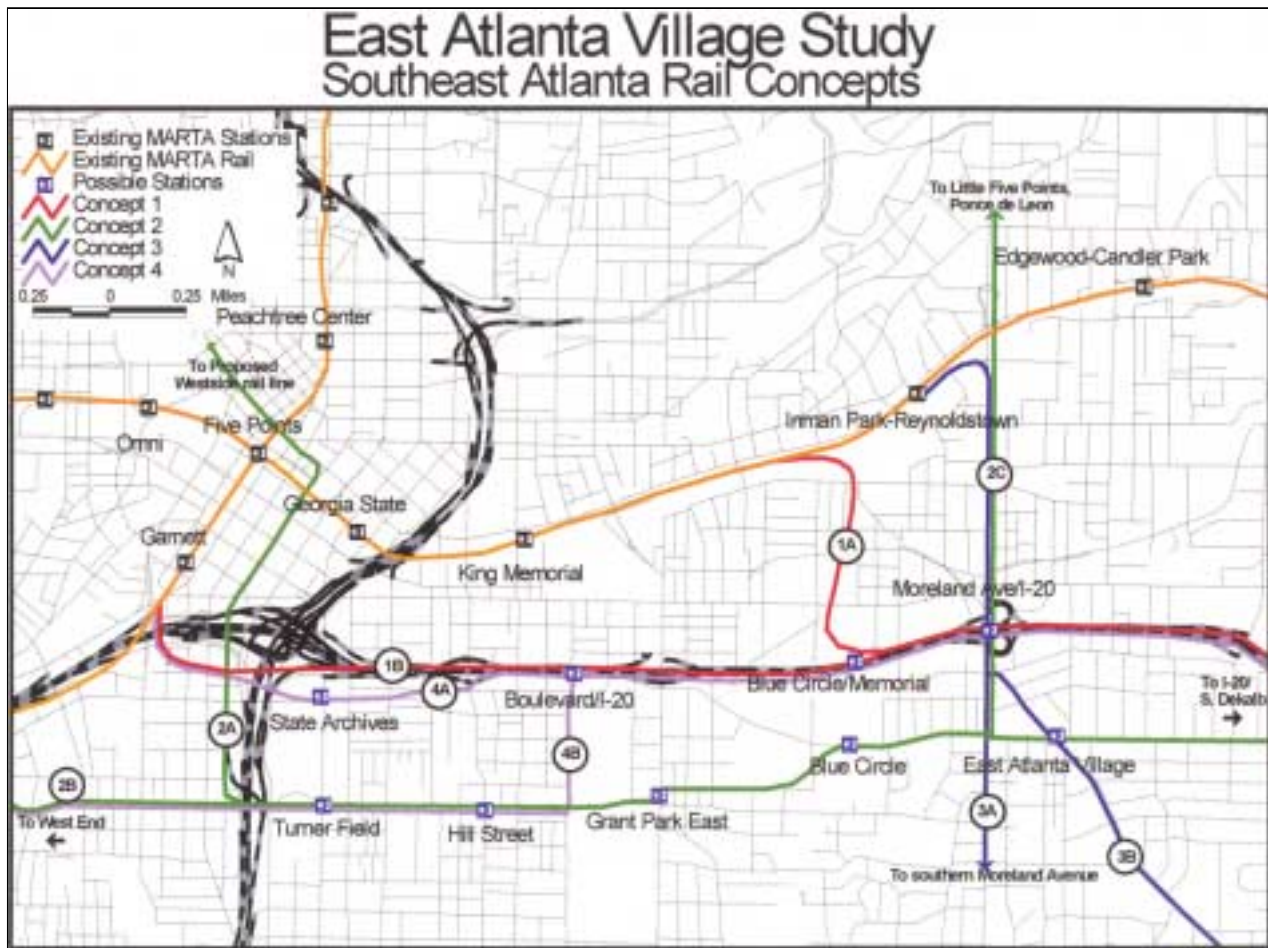


Figure 6: 7 Several options were discussed at workshops for providing rail service to East Atlanta.

With the opposition in Kirkwood to Concept “C”, many in East Atlanta would like MARTA to consider developing a rail line through the area to serve south DeKalb County. They believe that MARTA may be much more willing to serve an area where they are wanted by a greater percentage of the population.

Four possible rail alternatives were discussed for serving East Atlanta Village. These include both heavy rail and light rail² service. See map above for alternatives.

² Light rail service operates at the street level on a railway track and is powered by overhead wires. It runs both on city streets and its own right-of-way. Light rail has the capacity for a relatively light volume of traffic and may use shared or exclusive rights-of-way, high or low platform loading, and multi-car or single-car trains. Light rail service includes streetcar, trolley, and tramway service.

Concept "1" could provide heavy rail service to East Atlanta through two possible routes. Concept "1A" could include a spur from the MARTA north/south rail line south of the Garnett station to the I-20 right-of-way, and then along I-20 to south DeKalb County. Concept "1B" could include a spur running from the east/west rail line, south in the existing railroad right-of-way, and then to I-20 and south DeKalb County.

Concept "2" could provide light rail service to East Atlanta via three possible routes. Concept "2A" could run from South DeKalb County via I-20 to Glenwood Avenue. From Glenwood it could run to Georgia Avenue and then north on Pryor Street to Five Points. From Five Points it could connect to the proposed Westside/Atlantic Steel rail line. Concept "2B" could run along the same route as Concept "2A", however, from Georgia Avenue it could continue west to the West End MARTA station. Concept "2C" could run from South DeKalb County via I-20 to Glenwood Avenue. From Glenwood Avenue it could run north on Moreland Avenue to the east/west rail line and/or points north. The Concept "C" Moreland Avenue spur could also be constructed as part of the two previous concepts.

Concept "3" could provide light rail service to East Atlanta from the east/west rail line. It could travel south on Moreland Avenue to East Atlanta Village, at which point two various routes could be developed. Concept "3A" could continue south on Moreland Avenue, while concept "3B" could run south on Flat Shoals Avenue to an unspecified extent.

Concept "4" could provide light rail service to East Atlanta via two possible routes. Concept "4A" could include a line from the existing MARTA north/south rail line south of the Garnett station to the I-20 right-of-way, and then along I-20 to south DeKalb County. Concept "4B" could run from the existing West End rail station east to Boulevard Drive, at which point it could run north to I-20. At I-20, it could run east to South DeKalb County.

For all four concepts, stations could be developed approximately every one-half mile. Depending on the concepts, stations could include the State Archives, Turner Field, Hill Street, Grant Park, Blue Circle, Blue Circle/Memorial Drive, East Atlanta Village, Moreland Avenue/I-20, and Boulevard/I-20.

Land Use

Opportunities

Historic Land Use

East Atlanta and many of the surrounding neighborhoods were developed as independent towns in the late nineteenth century or trolley suburbs in the early twentieth century. This resulted in pedestrian-scale neighborhoods with small, nodal commercial areas located throughout. These commercial nodes were all within walking distance of homes and were intended to be reached by foot. To a large extent, this historic land use pattern still exists.

Redevelopment

Another land use opportunity in the area is the redevelopment opportunities. Many feel that there are redevelopment opportunities on Moreland Avenue, for example, that can accommodate future growth pressures without negatively affecting existing residential areas or historic core commercial areas. Another site with the potential to relieve some pressure from existing neighborhoods is the Blue Circle earth facility located west of the village.

Home Ownership

A final land use opportunity in the area is the high percentage of home ownership. This ensures that residents have a vested interest in the area and will work strongly to protect the single-family residential areas from commercial or large-scale multi-family encroachment.

Summary of Land Use Opportunities

In summary, land use opportunities include:

- Existing historic nodal commercial developments
- Redevelopment sites
- High percentage of homeownership

Issue

East Atlanta's traditional style neighborhood is threatened by encroaching strip development.

Commercial Sprawl

The greatest threat to land use patterns in the southeast Atlanta area is the continued degradation of the area's historic settlement pattern by commercial encroachment. Moreland Avenue has developed as a commercial strip, complete with shopping plazas and stand alone fast food restaurants. Over time, the strip has



Figure 6:8 Stand alone fast food restaurants are common along Moreland Avenue.

Disinvestment Patterns

been spreading along Moreland Avenue into formerly residential areas of the street. Many workshop participants are concerned about the remaining single-family homes on Moreland Avenue being eventually converted into commercial development.

The potential Redevelopment of the Blue Circle site redevelopment is another concern for many. A large commercial development there could pull business away from the historic commercial areas and hinder the area's resurgence. This could result in disinvestment in existing commercial areas and could eliminate the neighborhood-oriented commercial uses.

Also of concern is the condition of many of the historic commercial nodes in the area. Over time they have been neglected and have fallen into disrepair. This results in an efficient use of land and may be attributed to the commercial competition created by the newer strip developments. It may also be attributed to the disconnection to other destinations that resulted when the trolleys ceased operation.

The condition of open space in the area is another concern. Most of the area's parks, cemeteries, and other historic sites are poorly maintained. Some have also been virtually obliterated by auto-oriented development. As such, they fail to realize their potential.

Summary of Contributing Negative Factors

The following factors negatively contribute to the land use in East Atlanta:

- Commercial encroachment along Moreland Avenue
- Impact of future commercial growth on historic the village
- Disinvestment in historic commercial nodes
- The poor condition of open space

Preliminary Alternatives

Historic Preservation

Preserving and building upon the historic neighborhood form was the primary concern of workshop participants. A number of suggestions were made to accomplish this. One suggestion was to explore designating East Atlanta as an historic district. Both local and national designation was discussed. This could give concerned citizens more input in the future of their area and could highlight its historic nature.

Another way to preserve and strengthen the historic land use patterns could be by concentrating multi-family housing near or within historic commercial nodes. Multi-family housing exists in some locations near historic cores and could be redeveloped. Furthermore development opportunities for new multi-family housing exist in many locations which are not currently used for it, such as vacant lots, outdated shopping centers, parking lots, or vacant buildings. In either case, workshop participants want new multi-family to complement the existing single-family residences in the area. Developing small townhouses, 1920s-style garden apartments, or historic rehabilitation could do this. In no case, however, do they want massive, gated auto-oriented garden apartments such as are found in suburban Atlanta.

Rezoning Moratorium

Workshop participants suggested a number of ways to discourage commercial development from further encroaching on the single-family residences on Moreland Avenue.



Figure 6:9 *These single-family residences on Moreland Avenue are threatened by commercial development.*

This could be done by placing medians down the road in the residential area to make them unattractive for business, restricting trucks, or encouraging the City of Atlanta to not approve rezoning from residential to commercial.

Nodal Development

Instead of continued commercial sprawl, residents, businesses and property owners want to concentrate commercial development in existing nodes to create commercial centers rather than strip development. They suggested accomplishing this by promoting commercial nodal developments in selected areas, emphasizing the existing nodes on Moreland Avenue, and restoring the historic commercial nodes. Rezoning these properties to the proposed neighborhood commercial (NC) ordinance was seen as a possible tool to accomplish this. It was suggested that the larger commercial nodes be developed in connection with the new MARTA rail station that the community desires. In particular, the community envisioned the Blue Circle site becoming a mixed-use development

Historic Awareness

A final part of preserving and protecting the area's historic land use pattern is increasing awareness of the history associated with it. Many want to capitalize on the area's historic resources. To do this, monuments depicting historical events could be constructed. These could showcase the Native-American trails that once existed, as well as Civil War battles in the area. Markers and maps could also be improved to better depict events and highlight the connection between various fragments of history in the area. Historic sites such as parks and the Cemetery on Clifton Road could also be restored. For more information on restoring parks, please see the following section.

Environmental

Opportunities

Environmental Features

Southeast Atlanta is blessed with many environmental assets. A waterway network runs through East Atlanta, leading to Entrenchment Creek. Several parks are located in the area including Brownwood Park, Walker Park, and Grant Park within the City of Atlanta, as well as Emerald Lake Park, Memorial Park, and the park adjacent to Skyhaven School in DeKalb County.



Figure 6:10 View of Entrenchment Creek from Woodland Avenue.

A number of parks have also been proposed for the area. A greenway trail is proposed in the City of Atlanta's *Open Space and Greenways Plan* for the railroad tracks to the west of East Atlanta Village as such time as they are abandoned. Southeast Atlanta Neighborhood Development (SAND) is also proposing to convert an old landfill on Confederate Avenue into a park.

Future park opportunities also exist. A creek connects the proposed SAND park to Entrenchment Creek. Furthermore, the former Selman Farm on Flat Shoals Road is a large tract of green space adjacent to two schools that could be converted into a park. There are wetlands in the middle of the property and wildlife such as fox and beaver have been spotted on the property.

*Summary of
Environmental
Opportunities*

In summary, East Atlanta's environmental assets are:

- Creeks and streams
- Existing parks
- Proposed parks
- Potential parks

Issue

The quality, quantity and access of public open space need improvement.

Under-utilization

Although southeast Atlanta is blessed with natural features and parks, they are underutilized. This is due to a variety of factors including inaccessibility, and poor maintenance. Ownership also affects utilization of these resources. Much of the area's open space is privately owned, and is, therefore, not open to the public.

Loss of Open Space

Private ownership also affects the second major factor negatively affecting open space, namely that much of it will probably be developed. With development the area's population will grow and pressure on existing resources will increase. In fact the former Selman Farm may soon be developed into single-family homes.

Water Quality

Pollution in waterways is an issue as well. Much of this comes from erosion and combined sewer overflows (CSO). The City is planning to separate the stormwater from the sewer water, but it will take at least five years



Figure 6:11 *The creeks run through the yards of single-family residences.*

to complete the project. A short-term solution to treat the CSO with chlorine has become controversial mainly because of health risks that storing large amounts of chlorine in the neighborhood presents, but also because of the potential impact of chlorinated water on the aquatic environment. Other concerns include the high cost for a temporary solution and the fact that the proposed location is located next to SAND's proposed park. The temporary chlorine facility to be located at Confederate and Lester is estimated to cost \$30 million.

Landfills

A final environmental issue is the existence of several landfills on the southside of East Atlanta. They present an environmental concern to many and could contaminate the groundwater in the future with leachate.

Litter in the area is also a problem, particularly along commercial streets.

Summary of Contributing Negative Factors

The following factors negatively contribute to East Atlanta's open space:

- Under utilization
- Poor maintenance
- Inaccessibility
- Development pressures on privately owned open space
- Increased pressure on existing resources.
- Pollution
- Landfills
- Litter

Preliminary Alternatives

Existing parks in the area need improvement. Access to the parks can be improved through the connectivity improvements proposed earlier in this chapter. The parks themselves could be improved with additional benches, plantings, trashcans and signage that is theft-resistant. Maintenance could also be improved and programs and events could be developed. If the connection across I-20 is made to Walker Park, improvements there could include a trail to connect pedestrians and bicyclists to Memorial Drive.

Parks Space

Additional park space could also be developed. Efforts to develop a park at the intersection of Confederate Avenue and Lester

Avenue, as well as converting the landfills into open space and buying the former Selman Farm to convert to a park could do this. If private development on the Selman Farm is inevitable,



Figure 6:10 The community is considering converting this landfill into a park.

workshop participants would like to work with the developer to possibly designate part of the land as a park. Designating and protecting the land around the waterways in the community is also seen as a priority. They would like to have a feasibility study conducted to determine if turning the remaining open space into public open space is feasible. The Trust for Public Lands was mentioned as a possible funding source for land acquisitions.

Environmental Awareness

Additional environmental problems in the community could be addressed through a neighborhood environmental awareness campaign. Residents, businesses, and property owners would like to implement an environmental education program at the schools. The primary issue to be addressed at this level is litter. Educating the children about the harmful effects of littering could hopefully educate their parents simultaneously.

Public Safety

Opportunities

Community Activism

East Atlanta is a diverse neighborhood with a strong sense of community and neighborhood activism. This is due to many factors, one of which is the traditional neighborhood form and the human interaction it supports.

Existing Programs

Out of this activism, the community has initiated several programs related to public safety. These include a Neighborhood Watch Program, in which the neighborhood and businesses are working with Zone 6 of the Atlanta Police Department. Other programs in the community include the YMCA and Top Kids Place, both of which are intended to tap into the energy of youth in the area.

Summary of

In summary, the following public safety opportunities exist:

- Strong sense of community
- Neighborhood Watch Program
- Existing social service programs.

Issue

The prevalence of drug activity encourages other illegal activity and creates an unsafe atmosphere.

Crime East Atlanta has both real and perceived crime problems. Most of these problems are believed to be caused by the prevalent and highly visible drug activity in the area. Some apartments, single-family residences, and parks have been taken over by drug activity, including use and purchasing. This degradation has occurred due to irresponsible absentee landlords who use no discretion in tenant selection and allow the activity to occur. Additionally, some of the apartment complexes are located with easy access to I-20, affording the drug purchasers and suppliers an easy escape.

Drugs The highly visible drug activity in the area creates several problems. Drug activity in the parks creates an unsafe place for children to play and diminishes the quality of life for those who would otherwise use them. The same can be said for public pay phones and sidewalks, which are used for drug deals and littered with drug-related paraphernalia, including needles. The crime associated with drug use also causes many residents in the affected areas to feel like prisoners in their own homes. This serves to lessen their sense of community and depresses property values.

The drug problem can be attributed to several factors. Within the residential areas, dead-end streets created by the construction of I-20 invite criminal activity. This is primarily because they lack the surveillance of traffic and are poorly lit. Because they are dead-ends, they are also less patrolled by police and therefore have become ideal locations for drug deals and use.

Youth Disenfranchisement Many of these problems are also believed to stem from the lack of “sense of community” among the youth. The high school dropout rate in the area is high and alternatives to crime for are believed to be too few or too unattractive. Many youth also feel that they

have no place in the future of East Atlanta Village and are overwhelmed by the rapid rate of change in the area.

The youth are negatively affected by the conditions of social service organizations in the area. Though assets, some are inadequately funded and fail to reach their potential. Some also exist in isolation and have little coordination amongst them.

*Summary of
Contributing
Negative Factors*

The following factors negatively contribute to public safety in East Atlanta:

- Drug activity
- Crime
- A high rate of high school drop outs
- Disenfranchised youth
- Weak social service organizations

Preliminary Alternatives

To decrease drug activity, residents, business, and property owners focused on decreasing the opportunities for such. Suggestions included cleaning up the area to minimize hiding spots, cutting the grass of vacant lots, increasing enforcement, keeping traffic moving, increasing lighting, and sending warnings out to landlords who allow drug activity to occur on their property.

*Designing for
Safety*

It was suggested that all dead-end streets should be reconnected and that no direct access to I-20 be available from any residential area as an easy escape. Many of the apartment complexes with drug problems could also be redeveloped to be more like the rest of the neighborhood instead of island-like complexes. Building mixed-income townhouses could do this. This mixed income redevelopment could be promoted with financial incentives such as low interest loans and tax abatements.

*Social
Programs*

Other suggestions include promoting neighborhood watches, provide drug treatment centers, encouraging people to call 911 when they see illegal activity, removing graffiti as soon as it shows up, and organizing a street club program.

An essential element to improving public safety in the community could be to tap into the youth's energy and channel it in positive ways. Workshop participants did not want to eliminate the youth from the neighborhood, for they contribute to the rich diversity, but

they did want to eliminate illegal activities. Leadership and community support in the form of money and time are critical to this goal. Leadership is needed to coordinate all existing social service organizations and fill in the missing gaps. The leadership could organize community activities, such as a clean-up day which focus on the youth and empowers them. More family oriented activities could be provided as well.

The youth also need social and professional alternatives. One suggestion is to construct a community recreation center, possibly in Brownwood Park. The center could coordinate after school programs such as arts and crafts, technical training, and parenting seminars. Programs at the library could also be expanded.

Another program that could be expanded upon is the SNAP program. In the future, it could not only react to crime by hiring off duty police, but to fund proactive crime prevention programs such as those mentioned above.

Privately funded activities for the youth could also be developed. These include a movie theater and an arcade. A summer employment program between the Village and the local schools could also be undertaken.

Finally, the community suggested that a health clinic is needed to address local health issues such as teenage pregnancy and AIDS.

Chapter 7

Recommendations

Introduction

The following chapter contains goals, objectives and recommendations for addressing the opportunities and issues highlighted in the previous chapters.

The chapter is divided into five sections, correlating to the five previous areas of discussion: Urban Design, Marketing and Image, Transportation, Land Use and Zoning, and Context within the Atlanta region. Within each area, specific concerns are addressed in a similar fashion.

The recommendations provide specific steps which need to be taken to guide East Atlanta Village's future development and, in the process, strengthen the existing historic settlement pattern while transforming the automobile-oriented parts of the village into a truly urban and vibrant pedestrian-oriented environment. This will improve the visual quality of the district and create an environment conducive to walking, bicycling, transit ridership and human interaction. As such, the quality of life will be improved for residents and business owners along Moreland Avenue, Flat Shoals Road, Glenwood Avenue, as well as throughout the Atlanta region.

At their most elemental, the steps necessary to improve East Atlanta Village and create a more walkable, neighborhood-oriented center include locating mixed-use buildings close to the sidewalk, providing building entrances which face the sidewalk, and locating parking behind buildings. They also include widening sidewalks and planting street trees, and removing visual clutter by burying utilities and replacing billboards with more intensive uses.

Urban Design

Goal

Create a safe, attractive and delightful pedestrian scale street environment.

Introduction

Much of East Atlanta Village is characterized by a lack of greenery and landscaping, a confusing array of signage, large building setbacks, excessive amounts of asphalt, and overgrown vacant properties. The area also suffers from a lack of well-defined entrance points and uniform streetscape treatments. These factors contribute to the ambiguous character of the district and negate its positive features.

The following recommendations capitalize on the many opportunities available to the district by establishing an urban design framework to guide development. The emphasis is on achieving a pedestrian-oriented neighborhood commercial area to serve local residents as well as employees and outside visitors.

Streetscape

Objective

Implement a uniform sidewalk treatment with ample sidewalks and generous landscaping which serves to identify the district.

Recommendations

- Utilize three to four species of similarly shaped street trees, with each species on a different street in the Village.
- Utilize similar paving materials throughout the district.
- Provide adequate and consistent street and sidewalk lighting.
- Replace cobra head streetlights with decorative “Atlanta” lights located a maximum of 40 feet apart on center and spaced equal distance between required street trees along all streets.



Figure 7: 1 The “Atlanta” Light could provide pedestrian scale lighting.

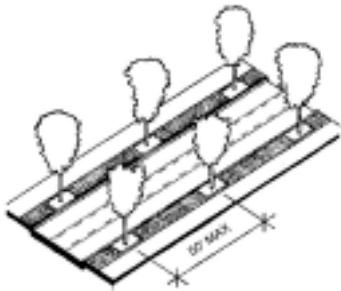


Figure 7: 2 Plant evenly spaced large shade trees with the street furniture and tree-planting zone.

- Provide sidewalks along both sides of Portland Avenue, Gresham and Joseph Avenue.
- Plant large shade trees in the street-furniture and tree-planting zone spaced at a maximum distance of 40 feet on center along Moreland Avenue, Glenwood Avenue, Metropolitan Avenue, and Flat Shoals Avenue. See Figure 7:2.

- Prune lower limbs of street trees up to a height of eight feet above sidewalk.

- Prohibit parking between buildings and the street.

- Investigate locating existing overhead utility lines underground.

- Provide attractive bus shelters at certain locations with bus schedules posted.

- Require that the location and screening of dumpsters for new developments adhere to the proposed NC (neighborhood commercial) ordinance.

- Limit curb cut widths to 24 feet for two-way entrances and twelve feet for one-way entrances.

- Prohibit barbed wire.

- Provide attractive, walk-up ATM machine at Bank of America.

- Provide pedestrian walkway to Bank of America from sidewalk.

- Provide more lighting around Bank of America parking lot and ATM

- Establish the following sidewalk treatments for existing development along Moreland Avenue that includes:

- Existing landscape strip, if applicable.
- Existing sidewalks widths.
- A minimum of five feet wide landscape strip between sidewalks and adjacent surface parking planted with shrubs having a maximum height of 30 inches and trees.

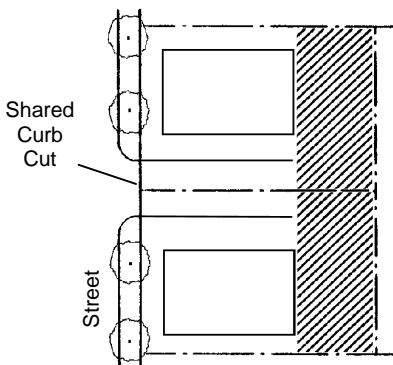


Figure 7: 3 Curb cut widths should be limited to 24' for two-way entrances and 12' for one-way entrances. Shared entrances are encouraged for adjacent parcels.

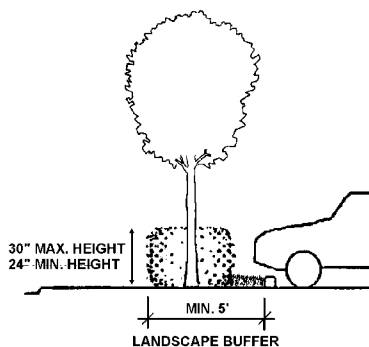


Figure 7: 4 Provide landscape buffers adjacent to surface parking lots of five feet for existing lots.



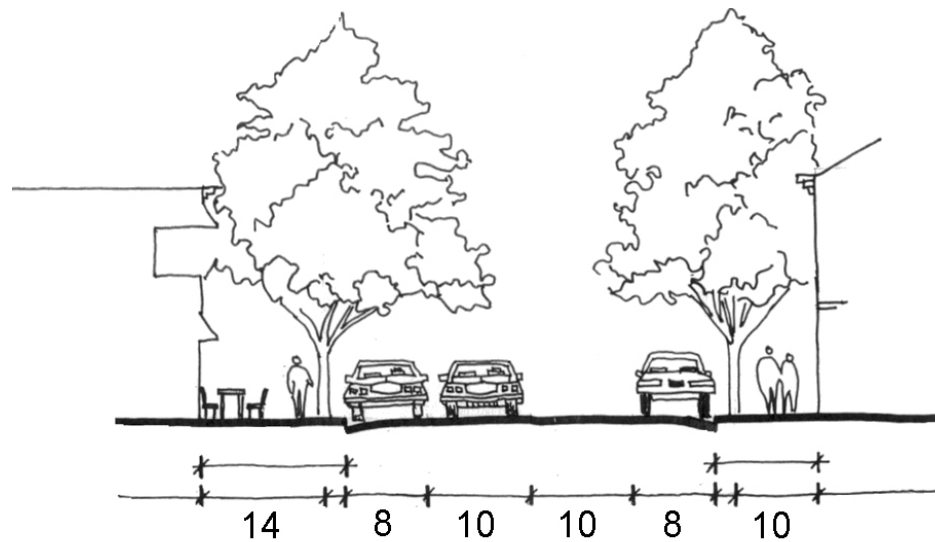
Figure 7: 5 New development on Moreland Avenue will include a ten feet wide landscaped area between the sidewalks and the street, as well as ten feet wide sidewalks and outdoor dining or front yard areas.

- Establish the following sidewalk treatments for new development along Moreland Avenue that includes:
 - A ten feet wide street furniture and tree planting zone adjacent to the curb.
 - A ten feet wide public sidewalk.
 - A ten feet wide front yard area which shall be hardscape along the eastern side of the street.
 - A ten feet wide landscape strip between sidewalks and adjacent surface parking planted with shrubs having a maximum height of 30 inches and trees.

See Figures 7:5 and 7.6.



Figure 7: 6 The streetscape treatment along Moreland Avenue will include a ten feet wide planting area between the street and the sidewalk planted with shrubs and trees, as well as a ten feet wide clear zone.

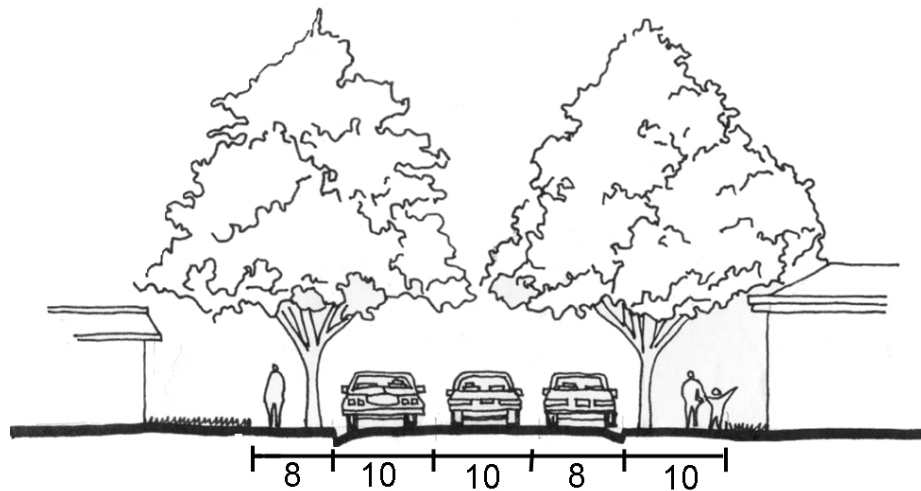


PROPOSED
FLAT SHOALS AVENUE BETWEEN
GLENWOOD AVENUE AND METROPOLITAN AVENUE

Figure 7: 7 Looking north on Flat Shoals Avenue the proposed streetscape treatment includes a fourteen foot wide sidewalk area with room for outdoor dining on the western side, a row of parallel parking, two lanes of traffic, a row of parallel parking, and a ten feet wide sidewalk on the eastern side.

- Establish a uniform sidewalk treatment along the western side of Flat Shoals Avenue between Glenwood and Metropolitan Avenues that includes:
 - A fourteen feet wide public sidewalk, retaining existing shade trees.
 - Bulb outs planted with trees near major intersections.
 - Bulb outs planted with trees at the mid-block crossing
 - Adjacent to existing parking, a five feet wide landscape strip between sidewalks and parking planted with shrubs having a maximum of 30 inches and trees.

See Figure 7:7.



PROPOSED
FLAT SHOALS AVENUE BETWEEN
METROPOLITAN AVENUE AND MCPHERSON AVENUE

Figure 7: 8 Flat Shoals Avenue north of Metropolitan Avenue will include ten feet wide sidewalks and parallel parking on the eastern side of the street.

- Establish a uniform sidewalk treatment along the eastern side of Flat Shoals Avenue between Metropolitan and McPherson Avenues that includes:
 - A ten feet wide public sidewalk, retaining existing shade trees. See Figure 7:8.
 - Adjacent to existing parking, a five feet wide landscape strip between sidewalks and parking planted with shrubs having a maximum of 30 inches and trees. See Figure 7:4.
- Provide ten feet wide sidewalks along the south side of Metropolitan Avenue.
- Provide bulb outs at the intersection of Flat Shoals Avenue and Metropolitan Avenue.
- Consolidate curb cuts along the northern side of Glenwood Avenue.
- Investigate providing wider sidewalks and street trees along the southern side of Glenwood Avenue.

- Create a pocket park or plaza along the southern side of the street McPherson Avenue by removing landscape island and realigning the street (see Chapter 4)
- Remove planters along southern side of McPherson Avenue
- Establish a uniform sidewalk treatment along McPherson Avenue that includes:
 - A ten feet wide public sidewalk
 - A five feet wide street furniture/landscape strip adjacent to the curb.
- Provide special paving along Joseph Avenue to enhance pedestrian environment.
- Plant shade trees along both sides of Joseph Avenue.
- Preserve on-street parking along one side of Joseph Avenue.
- Ensure that all streetscape treatments undertaken handicap accessible.

Objective

Provide attractive, effective, neighborhood scale signage.

Recommendations

- Locate signage so that it balances visibility with aesthetics.
- Encourage diverse, yet complimentary signage.
- Ensure visibility of signage from automobiles.
- Enforce the City of Atlanta sign ordinance.
- Limit location of banners to permanent structures.
- Provide sandwich boards in the street furniture zone
- Require a six-inch high street address number located above the primary entrances of buildings for identification.
- Display historical markers, signage and photographs throughout the district to create a sense of place.



Figure 7: 9 *Unique and attractive sandwich boards can contribute to a vibrant streetscape.*

- Provide attractive, walk-up ATM machines

Spatial Form

Objective

Develop attractive building forms which frame the street and emphasize the relationship to the pedestrian.

Recommendations



Figure 7: 10 Store windows and entrances on the sidewalk create a pedestrian scale environment.

- Redevelop parking in front of existing buildings with outdoor dining, plazas or landscaping to relate building to the sidewalk.
- Avoid blank or solid walls at street level by encouraging buildings to be built with an ordered array of entries, porches, windows, and bays that face onto public right-of-way.
- Provide primary entrances that face and connect with the public sidewalk.
- Develop unique but consistently scaled storefront windows along the public sidewalk.
- Require new buildings to locate parking to rear or side of buildings.
- Consolidate parcels for new development to ensure uniform setbacks and shared parking arrangements.
- Require low-rise commercial structures with a minimum height of 24 feet or two stories.
- Require buildings to clearly delineate each floor of the structure through belt courses, cornice lines, or similar architectural detailing.
- Create building enclosure by increasing building heights - along Moreland between 3-4 stories, along Flat shoals between 2-3 stories
- Encourage historic preservation to enhance and protect the historic form of the district.

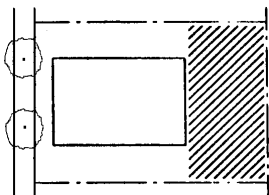


Figure 7: 11 Parking located at rear.

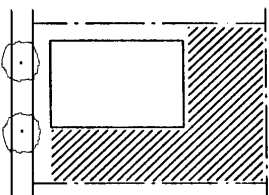


Figure 7: 12 Limited parking along side.

- Encourage new development to reflect the architectural form of historic structures in the area.
- Encourage the historically sensitive development of second floors on historic buildings within the village.

Gateways

Objective

Establish a signature gateway treatment that provides definitive entrances into the East Atlanta Village.

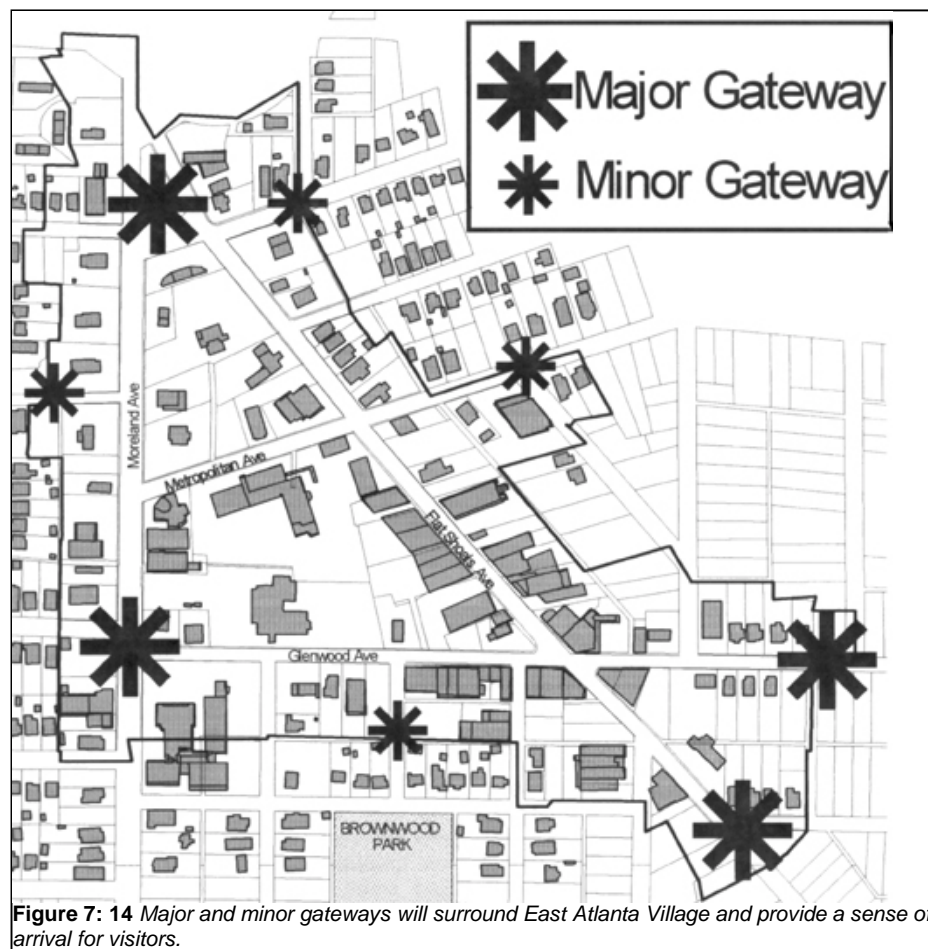
Recommendations

- Define gateways using urban design elements and landscaping to represent the Village's unique character.
- Establish gateways that communicate to visitors that they are entering the East Atlanta Village.
- Display "East Atlanta" on signage visible from I-20 and exit ramps.
- Provide gateways that are colorful, and reflect the area's diversity.
- Create focal points at the north end of Brownwood Park.
- Develop a major gateway at the intersection of McPherson and Moreland Avenues by:
 - Realigning the landscaped island along McPherson Avenue to accommodate plantings on both sides of the street.
 - Creating an elevated plaza and fountain that is flexible enough to change and accommodate pedestrians as pedestrian traffic increases.
 - Encouraging redevelopment of parcels north of the intersection.



Figure 7: 13 Gateways announce the entry points into neighborhoods.

- Develop a major gateway at the intersection of Glenwood and Moreland Avenues by:
 - Using architectural elements.
 - Providing signage to increase drivers' awareness of the historic core village from Moreland Avenue.
- Develop a major gateway at the intersection of Glenwood and Patterson Avenues by using architectural elements.
- Develop a major gateway at the intersection of Flat Shoals and May Avenues by using architectural elements.
- Develop minor gateways at entry points into residential areas
- Develop the intersection of Flat Shoals and Glenwood Avenues to include:
 - An expanded traffic island.
 - A redesigned planter



Public Areas

Objective

Establish attractive and functional public areas throughout the district which enliven the village and strengthen its new character.

Recommendations

- Encourage pocket parks and outdoor dining areas as part of new development along Flat Shoals and Moreland Avenues.
- Create a gathering space with trees and seating at the intersection of Flat Shoals and McPherson Avenues.
- With the cooperation of the property owner, create a gathering space in northwest corner of the intersection of Flat Shoals and Glenwood Avenues by removing some parking to provide seating, a small fountain or an old-fashioned clock, and trees.
- Create a green space at the intersection of Glenwood Avenue and Joseph Avenue.
- Provide public art along sidewalks and public spaces throughout the district.
- Undertake the following improvements to Brownwood Park:
 - Repair sidewalks.
 - Provide more benches
 - Provide more trees.
 - Provide additional lighting.
 - Upgrade recreational facilities.
- Provide a greenway behind the former John B. Gordon School running from Glenwood Avenue to Metropolitan Avenue.

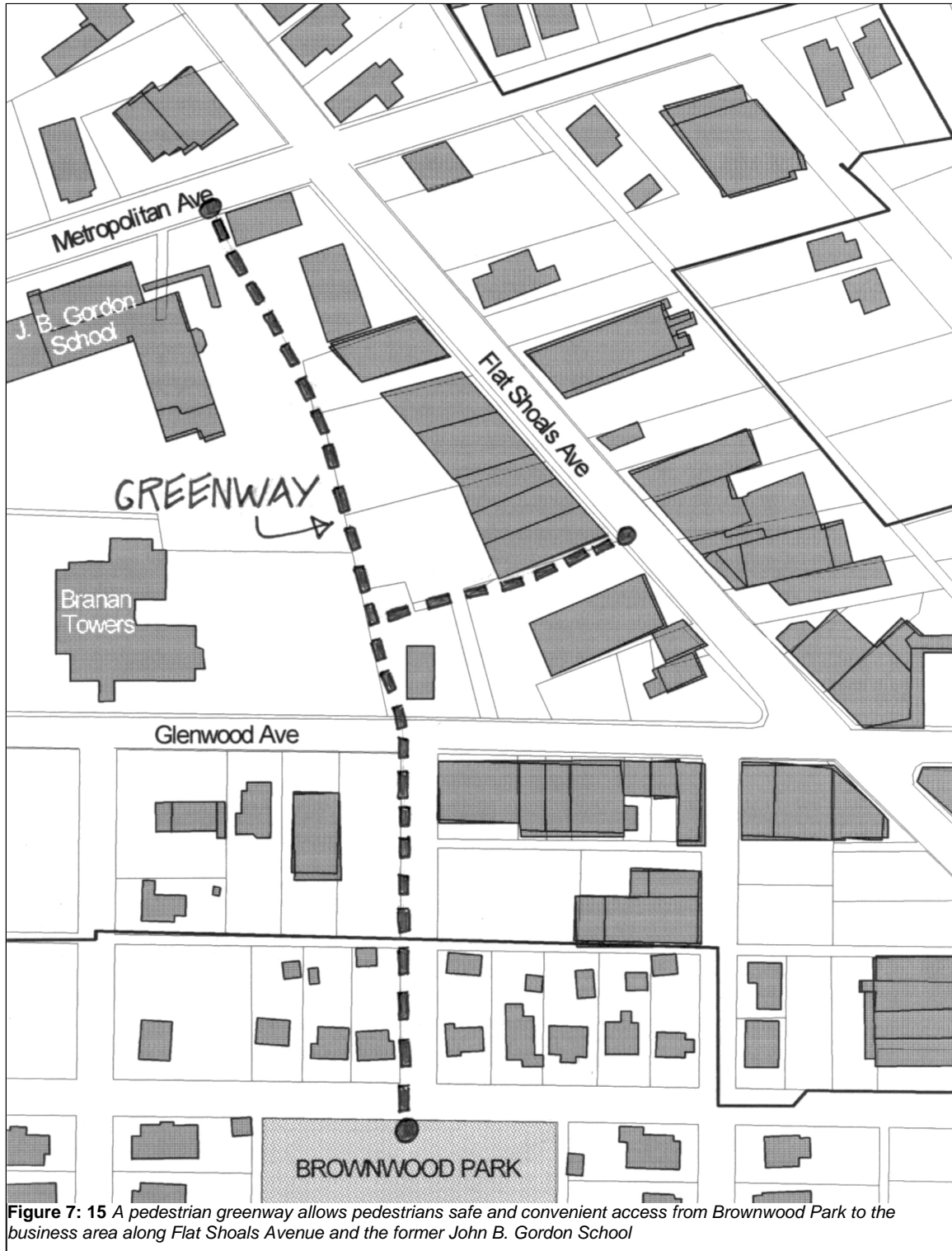


Figure 7: 15 A pedestrian greenway allows pedestrians safe and convenient access from Brownwood Park to the business area along Flat Shoals Avenue and the former John B. Gordon School

Maintenance

Objective

Maintain the streetscape to establish a tidy, well-kept appearance.

Recommendations

- Ensure that public areas are free of litter.
- Provide adequate litter receptacles.
- Encourage East Atlanta Business Association to work with City of Atlanta Sanitation Department to provide more frequent street sweeping.
- Replace broken curbs.
- Repair broken sidewalks.
- Create a code enforcement deputy position on NPU W to identify and report code violations.
- Implement an adopt-a-street program for tree and landscape maintenance.
- Encourage property owners to maintain their property.
- Curb illegal activity with police patrols and neighborhood watch groups

Marketing and Image

Goal Market a vibrant and diverse urban neighborhood for businesses, residents, and visitors.

Introduction

East Atlanta village is one of the most eclectic and unique commercial areas in metropolitan Atlanta. The area has a wide variety of businesses ranging from fast food restaurants and automobile repair shops to specialty shops and cafes. While the area is a destination for both the surrounding neighborhoods and many Atlanta area residents, it fails to reach its potential. This is due to the lack of a unified vision of what exactly East Atlanta Village can and should be.

There is a strong desire among many residents, businesses, and property owners to change this. To turn the district into a more vibrant commercial area, they believe that East Atlanta Village must build on its strengths and downplay the undesirable aspects. Only by doing this can "East Atlanta" become a household word throughout the Atlanta region.

Market Image

Objective

Provide a vital and user-friendly commercial and residential community.

Recommendations

- Encourage EABA to develop marketing materials to promote awareness of and celebrate the unique businesses in the Village.
- Sponsor street festivals capitalizing on existing features.
- Develop a visitor's center at Moreland Avenue and I-20.



Figure 7: 16 *Special events, such as the East Atlanta Strut, increase the Village's visibility and attract new visitors.*

- Encourage a hotel operator to develop a small hotel in the northern part of East Atlanta Village.
- Adopt City of Atlanta Neighborhood Commercial ordinance.
- Encourage existing restaurants to serve lunch.
- Encourage EABA to develop a comprehensive promotional and advertising program to showcase the following:
 - Affordability, when compared to other intown neighborhoods.
 - Eclecticism.
 - Neighborhood-orientation.
 - History.
 - Pedestrian-oriented form and village character.
 - Diverse businesses.
 - Social diversity.
 - Local art scene.
- Encourage EABA to showcase the area's strengths through:
 - Advertisements in area publications.
 - Promotional pamphlets.
 - Increased promotion of existing Internet site.
 - A commercial on "The Atlanta Channel"
 - Hotel-targeted materials.
- Promote local artisans and art to develop and advertise the area as an urban gallery.
- Develop gateway pillars displaying logo.
- Include "East Atlanta" on I-20 directional signage and exits.
- Use the Village logo on bus shelters, kiosks, gateways, marketing material, and in business windows.
- Develop a Village directory kiosk displaying business locations.
- Build kiosks for use as Village bulletin boards.
- Encourage businesses to provide distinctive and colorful storefronts.

Tenant Mix

Objective

Provide a healthy tenant mix by strengthening existing local businesses and developing new ones.

Recommendations

- Develop three additional non-fast food restaurants by the end of 2000 and five additional non-fast food restaurants by the end of 2001 at the expense of two fast food restaurants.
- Limit restaurant to no more than 25% of retail uses.
- Discourage new nightclubs until at least the end of 2001.
- Recruit medical professionals to locate in the Village.
- Encourage business to provide active storefront uses.
- Develop office space within the village.
- Recruit a pharmacy to open.
- Recruit an arcade.
- Recruit a bookstore.
- Recruit a bagel store.
- Recruit more clothing stores.
- Recruit more art galleries.
- Encourage existing businesses to improve their product mix.
- Support the redevelopment of the Madison Theater into a movie house and performance space.
- Encourage EABA to work with surrounding neighborhoods.
- Discourage big box retail development.



Figure 7: 17 A movie house and performance space in the Madison Theater building is desirable.

Transportation

Goal Facilitate smooth traffic flow while enhancing and protecting pedestrian, bicycle, and public transit facilities.

Introduction

East Atlanta Village, and Moreland Avenue in particular, serve as access points to the interstate from many neighborhoods in Atlanta and DeKalb County. Much of the traffic along these streets is from commuters who use them to reach I-20. This, coupled with excessive curb cuts, poor pedestrian and bicycle infrastructure, and MARTA buses has resulted in a dangerous and inadequate situation for drivers, bicyclists, and pedestrians.

Residents, businesses and property owners acknowledge that the high volumes of traffic are likely to continue and may even increase as the area grows, but they want East Atlanta Village to be a place where pedestrian, bicycle, and transit accessibility are as important as vehicular traffic concerns. In doing so, they hope to support and encourage the use of these alternative modes of transportation.

Pedestrian Facilities

Objective

Encourage walking by improving pedestrian infrastructure.

Recommendations

- Consolidate excessive curb cuts where they exist.
- Wherever possible, replace existing curb cuts with new sidewalks for a more continuous pedestrian path.
- Expand the required sidewalk width to ten feet for all new development along Moreland Avenue.
- Replace broken and worn curbs with a standard six inch high ones.

- Encourage crosswalks and stopbar stripes to be distanced from each other in order to accommodate less intimidating pedestrian crossings. See Figures 7:18-7:21.

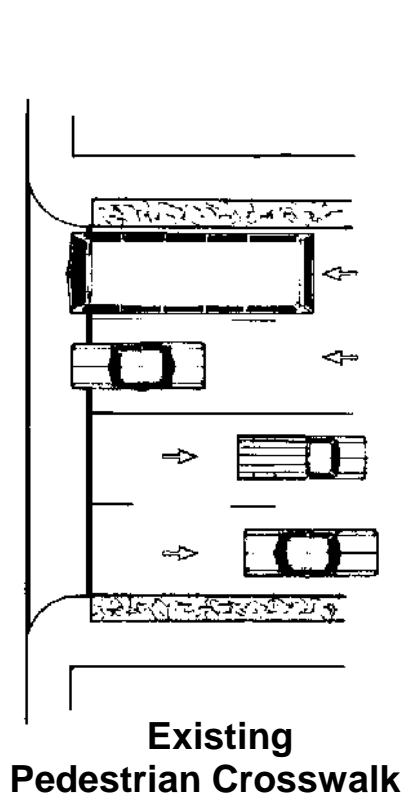


Figure 7: 18 Existing plan view of a typical crosswalk and stopbar stripe.

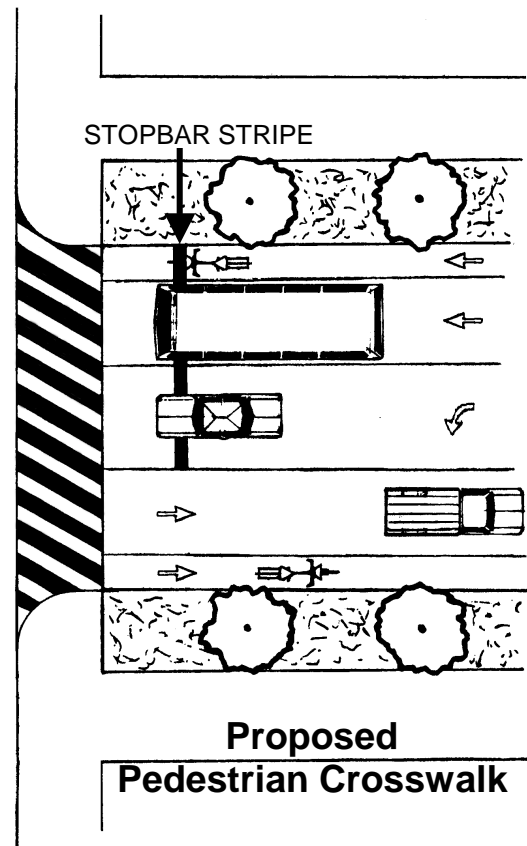


Figure 7: 19 Proposed plan view of crosswalk and stopbar stripe.

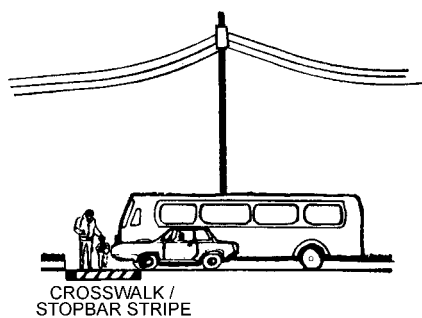


Figure 7: 20 Currently, vehicles tend to overhang into the crosswalk.

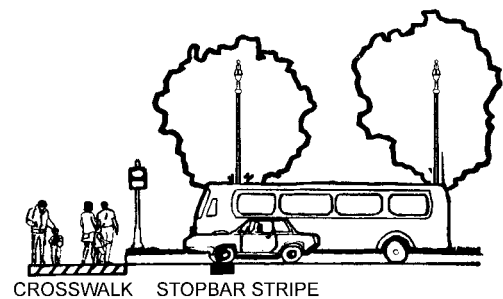


Figure 7: 21 Separating the stopbar stripe from the crosswalk improves pedestrian safety.

- Provide handicap accessible crosswalks.
- Provide fourteen feet wide sidewalks on the western side of Flat Shoals Avenue between Glenwood Avenue and Metropolitan Avenue.
- Construct a pedestrian connection from Glenwood Avenue to Metropolitan Avenue as part of the proposed greenway.
- Repair broken sidewalks.
- Provide ten feet wide sidewalks along the eastern side of Flat Shoals Avenue north of Metropolitan Avenue.
- Construct bulb outs at intersections along Flat Shoals Avenue. See figure below.

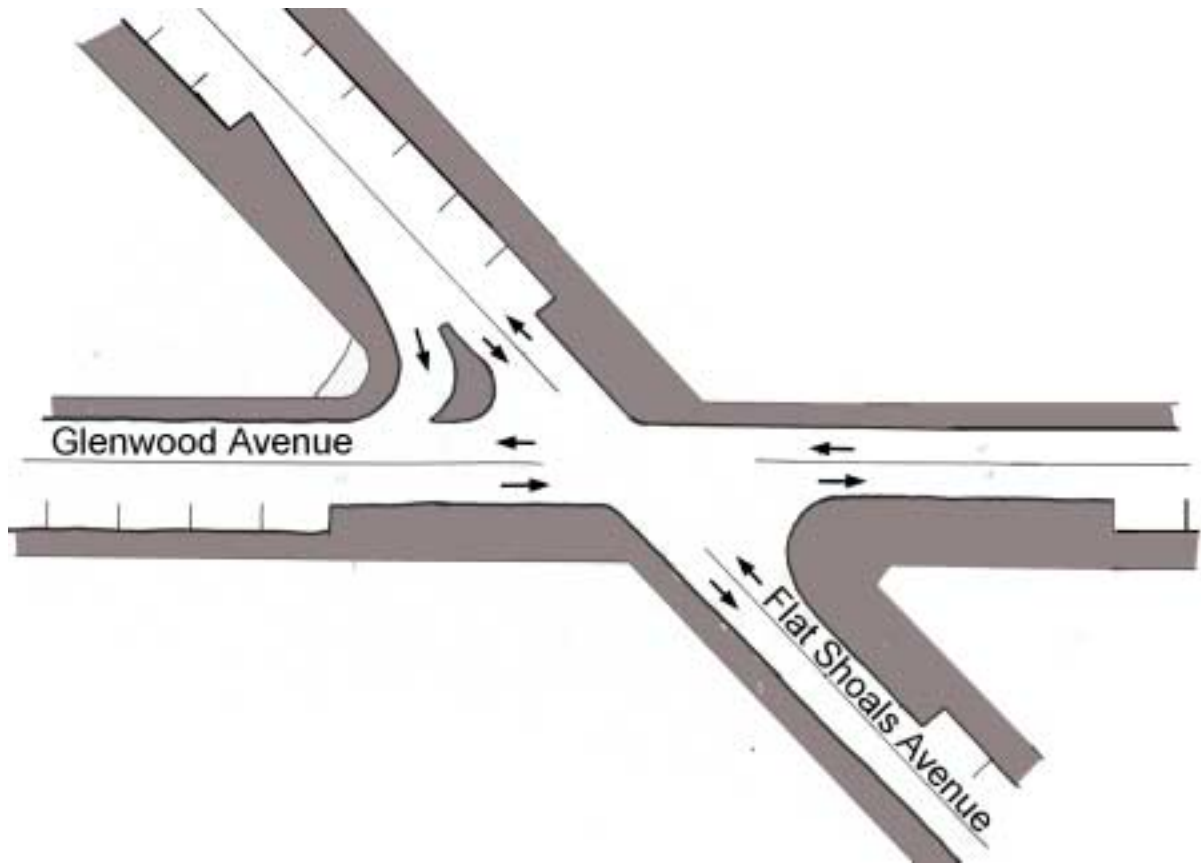


Figure 7: 22 The reconfigured Flat Shoals Avenue and Glenwood Avenue intersection will include bulb outs to improve traffic flow and provide more pedestrian space.

- Construct bulb outs at intersections along Glenwood Avenue east of Moreland Avenue.

Auto Traffic

Objective

Facilitate the smooth flow of traffic.

Recommendations

- Reconstruct the intersection of McPherson Avenue and Moreland Avenue.
- Provide on-street parking to calm traffic along Flat Shoals Avenue and Glenwood Avenue.
- Consolidate and narrow existing curb cuts.
- Reconfigure the intersection of Flat Shoals Avenue by installing bulb-outs and narrowing the travel lanes to discourage speeding and improve safety.

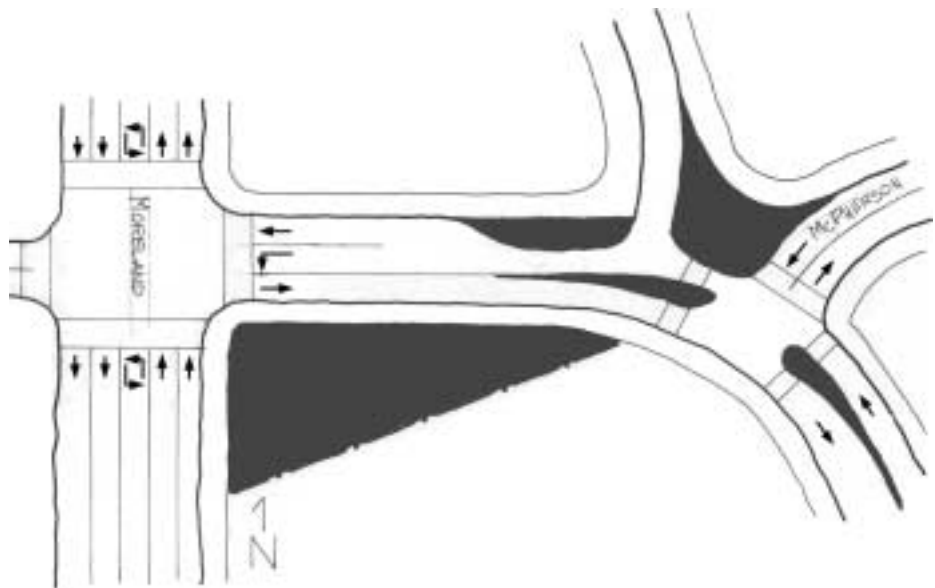


Figure 7: 23 The reconfigured Moreland Avenue, Flat Shoals Avenue, and McPherson Avenue intersection will improve pedestrian safety, traffic flow, and improve the visual quality of the area.

Transit

Objective

Increase the use of public transportation.

Recommendations

- Incorporate MARTA bus stops into the new sidewalk design.
- Provide adequate service from other communities to the area.
- Convert bus stops at certain locations to include shelters, landscaping, and other elements to better identify and access them.
- Stagger the times that buses serving East Atlanta Village leave the Inman Park-Reynoldstown rail station.
- Require new developments on Moreland Avenue to provide bus shelters on their property adjacent to public sidewalk.
- Encourage MARTA to announce “Connecting bus service to East Atlanta Village” on recorded announcement as trains approaches Inman Park/Reynoldstown rail station.
- Require new bus shelters to post bus route map and schedule.

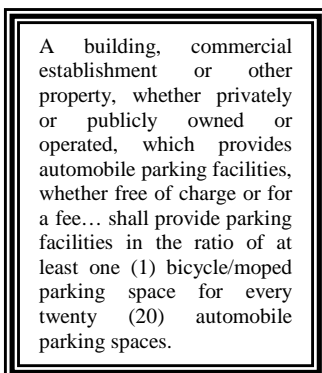


Figure 7:24 City of Atlanta bicycle parking requirements.



Figure 7:25 Bicycle signage

Bicycles

Objective

Maximize the use of bicycles by ensuring that bicycling is a convenient alternative to driving.

Recommendations

- Enforce City of Atlanta Sec.16-28.014.6.a bicycle parking requirements for new commercial buildings. See Figure 7:24.
- Provide street level signage that clearly educates others as to the designated bicycle lanes on the street. See Figure 7:25.

- Provide a bicycle route over I-20 as an alternative to Moreland Avenue.

Parking & Land Use

Goal Provide parking facilities and land use patterns which protect the area from a parking shortage.

Introduction

East Atlanta Village is predominantly single-use commercial area surrounded by single family residential neighborhoods. These commercial land uses provide goods and services to the residential areas, and have thus far not negatively impacted the surrounding neighborhoods. The village does, however, lack the mix of land uses, particularly residential, which will be necessary to reduce automobile dependency, support shared parking arrangements, and afford a truly diverse community in the future.

Residents, businesses, and property owners would like more residential uses in the village and improved parking arrangements. Additionally, they would like more open space and recreational opportunities for everyday, neighborhood-type use.

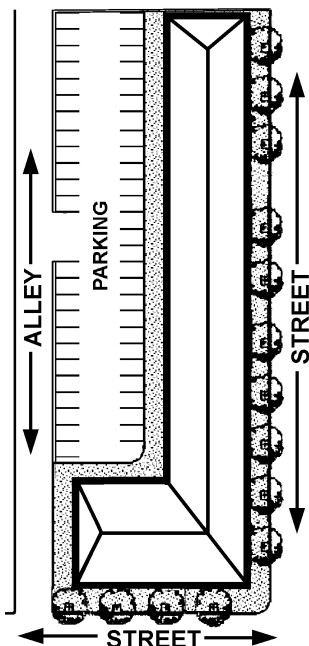


Figure 7: 26 *Parking is encouraged to be located away from the street.*

Parking

Objective

Provide safe, adequate, convenient and unobtrusive parking facilities.

Recommendations

- Relocate existing parking from in front of buildings to the side and rear. See Figure 7:26.
- Provide future parking to the side and rear of buildings.
- Consolidate vehicular access to parking lots.
- Increase landscaping in parking areas and between parking lots and sidewalks where feasible.
- Install wheel stops between sidewalks and parking in locations where landscaping cannot be increased.

- Encourage shared parking.
- Consolidate parking lots.
- Adopt the NC (neighborhood commercial) zoning ordinance, allowing parking facilities to by right be located a maximum of 300 feet away from the primary use.
- Redevelop unused and abandoned parking lots.
- Screen parking from view of street with trees, shrubs and creative architecture.
- Develop structured parking behind the former John B Gordon School.
- Develop structured parking behind the former East Atlanta Bank at 514 Flat Shoals Avenue.
- Require existing parking lots to be brought up to City Code.
- Closely monitor applications for parking variances.
- Develop a parking directory.

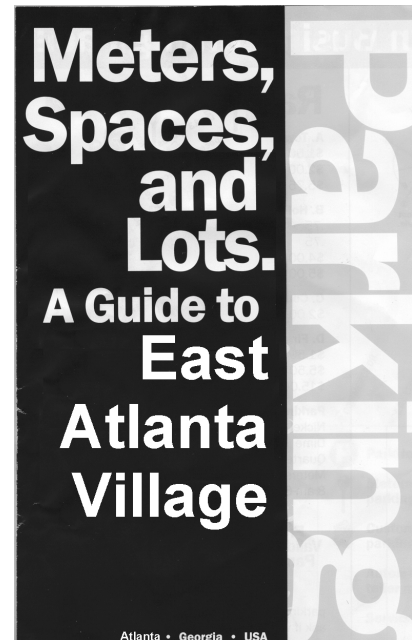


Figure 7: 17 A parking guide is useful to promoting efficient use of parking facilities.

Land Use

Objective

Establish East Atlanta Village as a mixed-use area with street level commercial uses and upper story residential and office uses.

Recommendations

- Retain existing land use patterns in the historic core.
- Prohibit new commercial development outside of existing commercial areas.

- Provide multi-family housing as a buffer between commercial and single-family residential uses where feasible.
- Target the eastern side of Moreland Avenue as mixed-use developments with primarily residential uses.
- Target the area bounded by Moreland Avenue, Flat Shoals Avenue, and Metropolitan Avenue as a mixed use develop with primarily office uses.
- Recruit developer to consolidate and develop the targeted areas.
- Support the construction of a new library and fire station in the Village.
- Encourage all new developments east of Moreland Avenue to be two to three stories with commercial uses at the street level and residential and office uses above.
- Encourage all new developments on the west side of Moreland Avenue to be three to four stories with limited commercial uses at the street level and residential uses above.



Figure 7: 28 New multi-family developments on the western side of Moreland Avenue will be between three and four floors and will include limited commercial uses on the ground level.

Context

Goal ***Improve the quality of life for the neighborhoods surrounding the Village.***

Introduction

For East Atlanta Village to be successful, the quality of life in the Village and the surrounding neighborhoods must be improved in a variety of ways. These include improving physical and symbolic connections between the Village and the neighborhoods, promoting a land use pattern that supports these connections, working towards an improved environment, and improving public safety throughout. Only by doing such, can the southeast Atlanta area in general, and East Atlanta Village, in particular, truly become the great place residents, businesses, and property owners want it to be.

Connectivity

Objective

Connect the Village to the surrounding neighborhoods and the area's assets with a network of pedestrian, bicycle, and transit improvements.

Recommendations

- Construct and repair sidewalks within a half-mile radius of the Village.
- Implement the proposed bike routes on the Atlanta Commuter On-Street Bike Plan replacing Berne Street with Ormewood Avenue.
- Make Gresham Avenue or Stokeswood Avenue a north south bike route.
- Encourage DeKalb County to extend the bike routes south into Dekalb County.

- Work with Trees Atlanta to make Ormewood Avenue, Glenwood Avenue, and East Confederate Avenue tree-lined corridors.
- Create a strong connection between Brownwood Park and the historic village through physical improvements to Joseph Avenue.
- Investigate the possibility of constructing pedestrian bridges across I-20 at Stovall Street and Monument Avenue.
- Work with MARTA to locate a MARTA line and stop in East Atlanta.

Land Use

Objective

Establish land use patterns that strengthen the traditional neighborhood fabric and sense of community.

Recommendations

- Explore designating East Atlanta as an historic district.
- Preserve existing single family residential areas.
- Enforce truck restrictions on Moreland Avenue.
- Establish and strengthen multi-family nodes along major arterials.
- Strengthen the historic commercial nodes in the area.
- Discourage commercial uses outside of these historic commercial nodes.
- Rezone the selected commercial nodes to the proposed Neighborhood Commercial District (NC).
- Redevelop the Blue Circle site as a mixed-use transit oriented development, if there is a MARTA rail stop there.

- Add maps and depictions to existing civil war markers.
- Restore the cemetery on Clifton Road.

Environmental

Objective

Protect and enhance the community's environmental resources.

Recommendations

- Develop a program for community events and activities in Brownwood Park.
- Improve existing parks.
- Make physical improvements to Brownwood Park that include additional benches, plantings, trashcans, and signage to and in the park that is resistant to theft.
- Improve maintenance in Brownwood Park.
- Construct a bike trail through Walker Park from the proposed pedestrian bridge over 1-20 to Memorial Drive.
- Wherever possible, establish protected greenways along existing creeks.
- Contact the Trusts for Public Lands about possible funding to acquire the remaining open space around the area's creeks.
- Develop a park at the intersection of Confederate Avenue and Lester Avenue.
- Explore developing additional parks in southeast East Atlanta.
- Implement a neighborhood environmental awareness campaign that includes an environmental education program at the schools focusing on the litter problem.

Public Safety

Objective

Improve public safety through community action, youth enrichment programs, enforcement, and design for safety

Recommendations

- Create a leadership body to coordinate social service programs.
- Promote neighborhood watches.
- Encourage people to do their civic duty and call 911 when they see illegal activity.
- Removing graffiti as soon as it appears.
- Open a health clinic to address local health issues.
- Organize community and family oriented activities, such as a community clean up day.
- Construct a community recreation center.
- Create a summer employment program in the Village by networking with the local schools.
- Increase drug activity enforcement.
- Send warnings out to absentee landlords who allow drug activity on their properties.
- Minimize dark hiding spaces by cleaning up right of ways and cutting the grass of vacant lots.
- Increase pedestrian scaled lighting in the neighborhoods.
- Reconnect as many dead-end streets as possible.
- Redevelop the auto-oriented apartment complexes into pedestrian-oriented ones that connect to the surrounding network of streets.
- Promote mixed income residential developments with financial incentives.

Chapter 8

Action Program

Introduction The Action Program, illustrated in the following Action Program Matrix, is intended to serve as a blueprint for achieving the goals of this plan. Improving the physical condition or design of East Atlanta was the most important issue identified during community workshops and at East Atlanta Village Task Force meetings. This issue, as well as marketing, transportation, parking and land use, and contextual concerns, is addressed through the Action Program.

Recommendations The Action program is divided into two stages. The first stage of the Action Program identifies the one-to-five year projects, cost, funding sources, and implementing agency. The second stage identifies the five-to-fifteen year projects, costs, funding sources, and implementing agency. Within each stage, recommendations are divided into three categories: policies, programs, and projects.

Policy All policy actions are defined as those that will guide the implementation of all programs and projects and require no immediate or direct expenditures. Policies are intended to support programs and projects by establishing a precedent upon which to build.

Program Programs are actions that may require direct expenditure, yet do not immediately result in a physical product. Programs are often the precursor of projects, as they can result in the recognition of a need for a physical product. They include such items as marketing campaigns or public safety programs.

Project Projects are defined as specific actions that require direct expenditure and result in a physical product. Projects are the most visible manifestations of this plan and therefore, their implementation is critical to the success of this plan.

Funding Sources East Atlanta Village's has several major improvement needs and no single approach would be practical or adequate. Rather,

Chapter 8: Action Program

funding of the Action Program is recommended to be accomplished through a combination of proposed actions. These include utilizing resources from the Federal Government's Transportation Equity Act for the Twenty-first Century (TEA 21); DeKalb County HOST monies, as well as private resources from business and property owners and the East Atlanta Business Association.

Implementing Organization

The number and extent of improvements necessary also dictates that no single implementing agency would be practical or adequate. Actions have been divided amongst a variety of public and private groups to create the most efficient and effective assignments possible. In many instances, implementations of actions are shared by several agencies. These agencies include the East Atlanta Business Association, South Star CDC, various City of Atlanta departments, and other local grassroots organizations.

Project/Description	Completion Date (in years)			Comments/Implementing Organization
	1	5	15	
URBAN DESIGN				
Policy				
Provide an environment that is accessible to people with disabilities.	x	x	x	COA-DPDNC/EABA
Establish uniform sidewalk treatments for existing and future developments.	x			* City Council / COA - DPDNC, DPW
Develop a consistent landscape treatment throughout the Village.	x			* City Council / COA - DPDNC, DPW
Provide adequate and consistent street and sidewalk lighting.		x		COA - DPW
Encourage diverse, yet complimentary signage.	x	x	x	EABA
Prohibit parking in front of new developments, adjacent to the street.	x	x	x	* City Council / COA - DPDNC, DPW
Redevelop parking areas in front of existing buildings with outdoor dining, plazas or landscaping to relate the buildings to the public sidewalk.	x	x	x	EABA / Property Owners
Consolidate parcels for new development to provide for uniform setbacks and shared parking arrangements.	x	x	x	EABA / Property Owners
Avoid blank walls at street level by encouraging buildings to be built with an ordered array of entries, porches, windows, bays and balconies that face onto public right-of-ways.	x	x	x	EABA / COA - DPDNC
Design and arrange new building entries and outdoor spaces to have a clear relationship to the street.	x	x	x	EABA / COA - DPDNC
Utilize a consistent design theme for permanent physical elements such as gateways, lighting, benches, litter receptacles, and bus shelters throughout the Village.	x	x	x	# COA - DPDNC, DPW

Project/Description	Completion Date (in years)			Comments/Implementing Organization
	1	5	15	
Ensure visibility of signage from automobiles.	x	x	x	EABA / Property Owners
Encourage pocket parks and outdoor dining as part of new development	x	x	x	COA - DPDNC/SAND
Limit location of banners to permanent structures (I.e. streetlights).	x	x	x	COA - DPW
Ensure landscaped areas are maintained.	x	x	x	EABA / Property Owners
Ensure that public areas are free of litter.	x	x	x	EABA / Property Owners
Limit curb cuts to 24 feet wide for two-way entrances and twelve feet for one-way entrances.	x	x	x	COA - DPW
Program				
Plant large shade trees in the street-furniture and tree-planting zone at a maximum distance of 40 feet on center.		x		# COA - DPDNC, Dept of Parks & Recreation
Prune canopy of street trees to an eight feet height above the sidewalk to allow for visibility of storefronts and signage from vehicles.		x	x	COA - Dept of Parks & Recreation
Locate existing overhead utilities underground in conjunction with sidewalk improvements.		x	x	COA - DPW / Georgia Power
Locate signage such that it balances visibility needs with aesthetics.		x	x	EABA
Enforce COA sign ordinance.	x	x	x	COA - DPDNC
Provide adequate, attractive litter receptacles in the street-furniture and tree-planting zone.	x	x	x	# COA - DPDNC, DPW
Implement an adopt-a-street program, for tree and landscape maintenance.	x	x	x	EABA

Project/Description	Completion Date (in years)			Comments/Implementing Organization
	1	5	15	
Implement a Property Maintenance Program managed by EABA to fund streetscape maintenance.	x	x	x	EABA
Require new buildings on the east side of Moreland Avenue to have a standard setback from the public sidewalk of ten feet, with the exception of public parks and plazas.	x			* City Council
Require new ground floor residential buildings on the west side of Moreland Avenue to have a maximum setback from the public sidewalk of fifteen feet, with the exception of public parks and plazas.	x			* City Council
Require new ground floor storefront buildings on the west side of Moreland Avenue to have a standard setback from the public sidewalk of ten feet, with the exception of public parks and plazas.	x			* City Council
Require primary entrances that face and connect with the public sidewalk.	x			* City Council
Require a consistent storefront appearance with shop windows.	x			* City Council
Permit space for outdoor dining adjacent to the public sidewalk.	x			* City Council
Require low-rise commercial structures with a minimum height of 24 feet or two (2) stories.	x			* City Council
Encourage three to four story residential structures on the west side of Moreland Avenue	x	x	x	COA-DPDNC/SAND
Encourage gateway treatments such as fountains, sculpture or landscaping to define entry points to the Village and emphasize its uniqueness and diversity.		x		EABA / Property Owners
Apply special design treatments to intersections that serve as transitions within the Village.		x		# COA - DPDNC, DPW
Consolidate existing signage	x	x	x	EACA/SAND/COA-DPDNC

Project/Description	Completion Date (in years)			Comments/Implementing Organization
	1	5	15	
Project				
Establish a sidewalk treatment on both sides of Moreland Avenue for existing development that includes: 1. A street-furniture and tree-planting zone adjacent to the curb where such exists. 2. Existing sidewalks. 3. A landscape strip with a minimum width of five feet between sidewalks and existing surface parking, planted with shrubs a maximum of 30 inches in height and trees.	x			EABA/SouthStar/Property Owners n/a n/a SouthStar/EABA / Property Owners
Establish a uniform sidewalk treatment on the east side of Moreland Avenue for new development that includes: 1. A ten feet wide street-furniture and tree-planting zone adjacent to the curb. 2. A ten feet wide sidewalk. 3. A standard ten feet wide buildings setback. 4. A five feet wide landscape strip between sidewalks and adjacent surface parking, planted with shrubs a maximum of 30 inches in height and with trees, for existing buildings with frontal parking and new developments with side parking.	x			# COA - DPDNC, DPW * City Council * City Council * City Council * City Council
Establish a uniform sidewalk treatment on the west side of Moreland Avenue for new development that includes: 1. A ten feet wide street-furniture and tree-planting zone adjacent to the curb. 2. A ten feet wide sidewalk. 3. A standard ten feet wide buildings setback for ground level storefronts. 4 .A maximum fifteen feet wide building setback fro ground level residential uses. 4. A five feet wide landscape strip between sidewalks and adjacent surface parking, planted with shrubs a maximum of 30 inches in height and with trees, for existing buildings with frontal parking and new developments with side parking.	x			# COA - DPDNC, DPW * City Council * City Council * City Council * City Council * City Council
Display directional signage on the interstate.	x	x		GDOT
Require new buildings to clearly delineate each floor of the structure through belt courses, cornice lines, or similar architectural detailing.	x			* City Council

Project/Description	Completion Date (in years)			Comments/Implementing Organization
	1	5	15	
Require a six inch high and visually well contrasted street address number located above the primary entrances of buildings for building identification.	x			* City Council
Reconstruct the intersection of Moreland and McPherson Avenues to create a landscaped area and gateway feature.		x		COA - DPDNC, DPW
Provide wider sidewalks along the western side of Flat Shoals Avenue	x	x		COA - DPDNC, DPW
MARKETING				
Policy				
Promote the Village as a diverse, mixed use community.	x	x	x	EABA
Promote appropriate tenant mix to support a neighborhood-oriented commercial district.	x	x	x	EABA
Prohibit big box retail from developing within the Village.	x	x	x	EABA / COA - DPDNC
Program				
Recruit neighborhood uses.	x	x	x	EABA
Promote the Village and its diversity of shops in area publications, brochures and store windows.	x	x	x	EABA
Continue the East Atlanta Strut.	x	x	x	EABA
Encourage business to provide active storefront uses.	x	x	x	EABA
Adopt the Neighborhood Commercial Ordinance for the Village	x			* City Council

Project/Description	Completion Date (in years)			Comments/Implementing Organization
	1	5	15	
Restrict restaurants and bars to no greater than 25% of retail uses in the Village	x	x	x	*City Council
Encourage restaurants to open for lunch.	x	x	x	EABA / COA - DPDNC
Project				
Develop additional office space in the Village	x	x	x	Developers/Property Owners
Develop additional residential units in the Village	x	x	x	Developers/Property Owners
Develop marketing materials to bring awareness to the unique antique shops, restaurants and specialty shops of the Village.	x	x	x	EABA
Identify a location and place a kiosk to serve as a directory and neighborhood bulletin board.		x		# EABA / COA - DPDNC, DPW
Work with developers to encourage the redevelopment of vacant or under-utilized parcels into small multi-family and mixed-use developments.	x			COA - DPDNC / EABA
Work with the DOT to include "East Atlanta" on I-20 signage and exits	x	x		DPDNC/DOT
Use East Atlanta's logo in marketing material and throughout the Village	x			EABA
Promote eastatlantavillage.com.	x			EABA
TRANSPORTATION				
Policy				
Support safe and convenient pedestrian crossings on Moreland Avenue.	x	x	x	COA-DPDNC-DPW/GDOT
Provide safe and convenient bicycle and pedestrian access across I-20.	x	x	x	COA-DPDNC/GDOT

Project/Description	Completion Date (in years)			Comments/Implementing Organization
	1	5	15	
Encourage shared parking.	x	x	x	EABA
Provide attractive and pedestrian-friendly MARTA stops.	x	x	x	# COA - DPW / MARTA / Property Owners
Program				
Relocate the parking from the front to the back and side of buildings through NC ordinance.		x	x	*EABA / Property Owners
Adopt the Neighborhood Commercial Ordinance allowing parking a maximum of 300 feet from primary use.	x			* City Council
Enforce existing regulations restricting truck traffic.	x	x	x	COA - Police Dept
Maintain street pavement.		x	x	COA - DPW
Work with MARTA to adequately serve the surrounding neighborhoods.	x	x	x	MARTA
Project				
Develop a bicycle and pedestrian bridge over I-20.		x	x	COA-DPDNC/GDOT
Consolidate excessive curb cuts and replace them with sidewalks.	x	x	x	# COA - DPDNC, DPW / Property Owners
Install bike-route signage in the Village.		x		# COA - DPDNC, DPW
Provide sidewalk bulbouts at key pedestrian crossings.		x		COA - DPDNC, DPW / GDOT
Restripe existing crosswalks and stopbars to allow for pedestrian and vehicular separation.	x			COA - DPW
Replace worn curbs to a standard six (6) inch height above the street.	x	x	x	COA - DPDNC, DPW / GDOT
Screen parking from view of street with trees and shrubs.	x	x	x	EABA / Property Owners

Project/Description	Completion Date (in years)			Comments/Implementing Organization
	1	5	15	
Rehabilitate unused and abandoned parking lots.		x	x	EABA / Property Owners
Reconfigure the intersection of Glenwood and McPherson Avenues.		x		# COA - DPDNC, DPW/GDOT
Encourage MARTA to announce bus service to East Atlanta on trains.	x	x	x	MARTA
Reconfigure the intersection of Flat Shoals and Glenwood Avenue.		x		# COA - DPDNC, DPW/GDOT
PARKING AND LAND USE				
Policy				
Monitor parking reduction variances.	x	x	x	COA - EABA
Encourage mixed use developments west of Moreland Avenue to be three (3) to four (4) stories with commercial or residential uses at the street level and residential above.	x	x	x	EABA / COA - DPDNC / Property Owners
Encourage mixed use developments east of Moreland Avenue to be two (2) to three (3) stories with commercial uses at the street level and residential and offices above.	x	x	x	EABA / COA - DPDNC / Property Owners
Require existing parking lots to be brought up to City Code.	x			COA - EABA
Program				
Rezone all C1 and C2 zoned parcels to NC (neighborhood commercial).	x			*City Council
Recruit developers to consolidate and develop the targeted mixed use areas.	x	x		EABA
Project				
Develop a parking structure for public use behind the former John B. Gordon school.	x			Property Owner

Project/Description	Completion Date (in years)			Comments/Implementing Organization
	1	5	15	
Develop a new library in the Village		x	x	Atlanta Fulton Library
Develop a new fire station in the Village		x	x	COA - Fire Department
Develop a parking structure for public use behind the former bank building at 514 Flat Shoals Avenue	x			Property Owner
CONTEXT				
Policy				
Support future commercial and multi-family development in underutilized commercial properties along major arterials.	x	x	x	COA - DPDNC/South Star CDC/SAND
Preserve and protect historic neighborhoods and commercial areas.	x	x	x	COA - DPDNC/South Star CDC/SAND
Discourage rezonings from residential to commercial.	x	x	x	COA - DPDNC/South Star CDC/SAND
Program				
Work with MARTA to provide rail service to East Atlanta Village	x	x	x	COA/EABA/South Star CDC/MARTA/SAND
Utilize the Neighborhood Deputies Program to encourage code enforcement.	x	x	x	EABA / Neighborhood Planning Unit F
Project				
Upgrade and maintain existing parks	x			COA - Dept of Parks & Rec/DeKalb County
Develop a park at the intersection of Confederate and Lester Avenues	x	x		COA - Dept of Parks & Rec/South Star CDC

Project/Description	Completion Date (in years)			Comments/Implementing Organization
	1	5	15	
Develop the railroad right of way as a linear park with greenway trail when it is abandoned.		x	x	COA-DPDNC, PATH Foundation, South Star CDC
Develop park space on former landfills	x	x	x	COA - Dept of Parks & Rec/South Star CDC/DeKalb County
Develop trails along local creeks to connect the Village to the surrounding neighborhoods and parks.		x	x	COA - DPDNC - Dept of Parks & Rec/South Star CDC/SAND/DeKalb County

Include in Federal TEA21 Grant Proposal

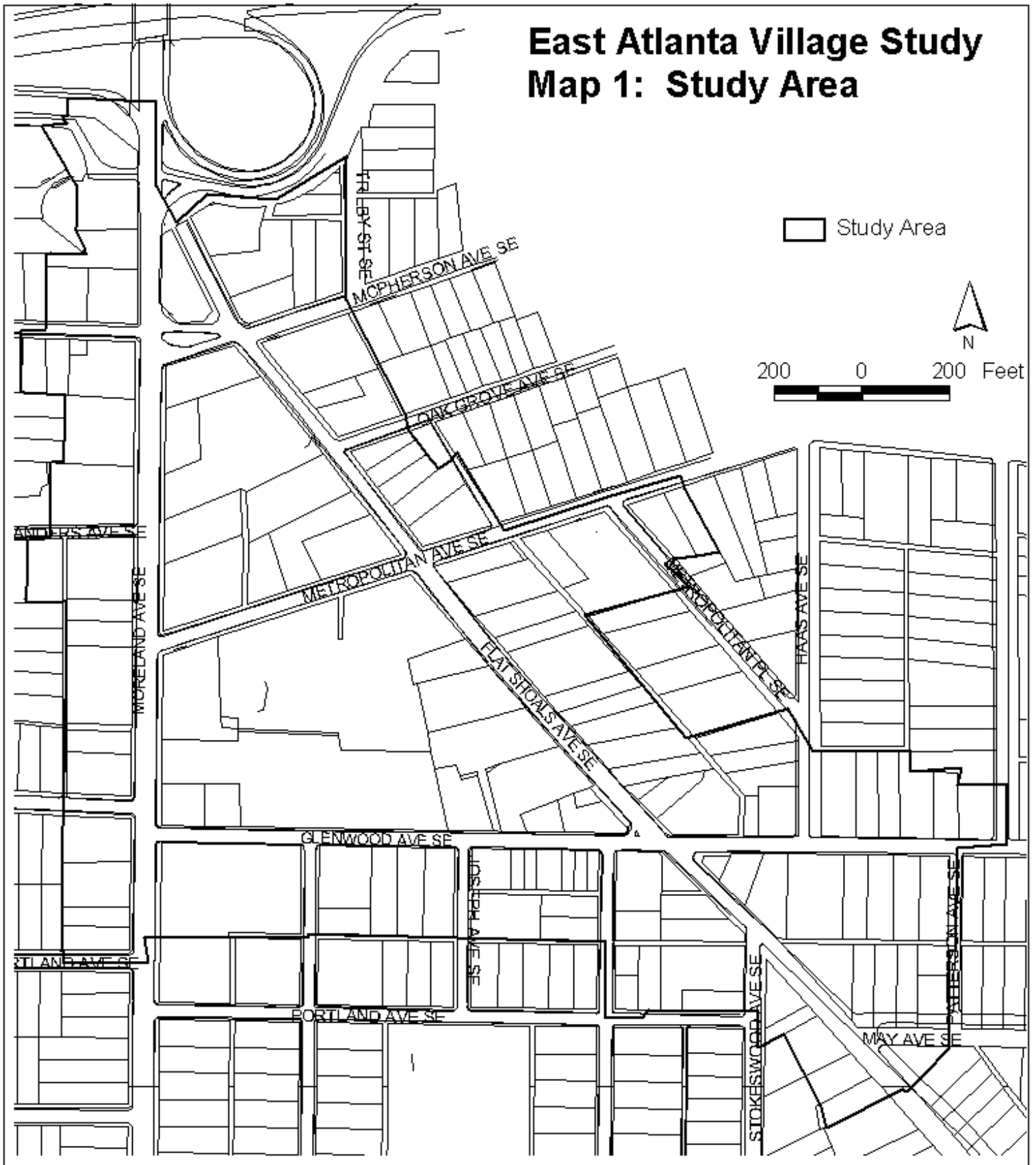
* Adopt as part of the Neighborhood Commercial Ordinance

Appendix

Existing Conditions

Maps

East Atlanta Village Study Map 1: Study Area

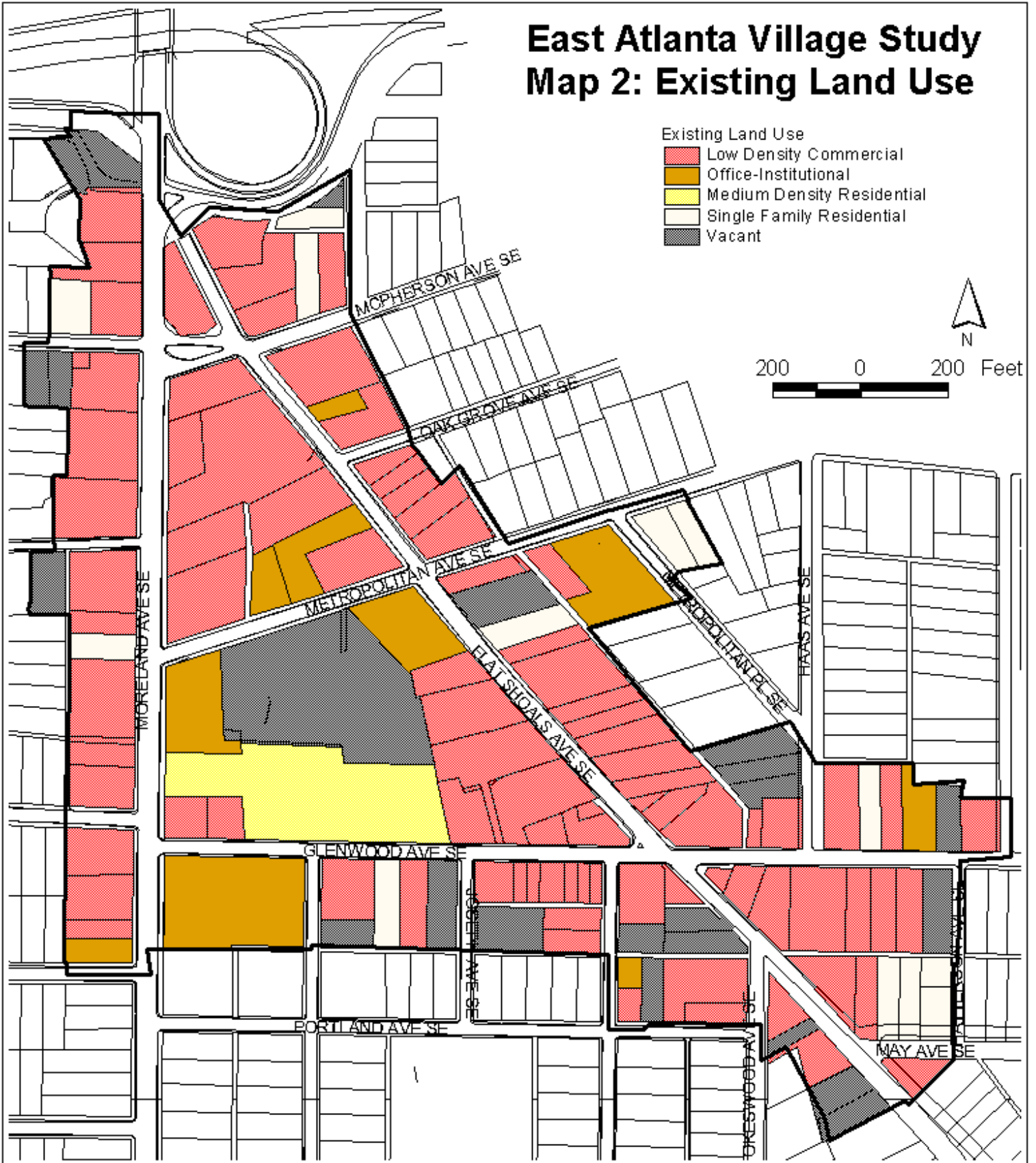


East Atlanta Village Study Map 2: Existing Land Use

- Existing Land Use
- Low Density Commercial
 - Office-Institutional
 - Medium Density Residential
 - Single Family Residential
 - Vacant

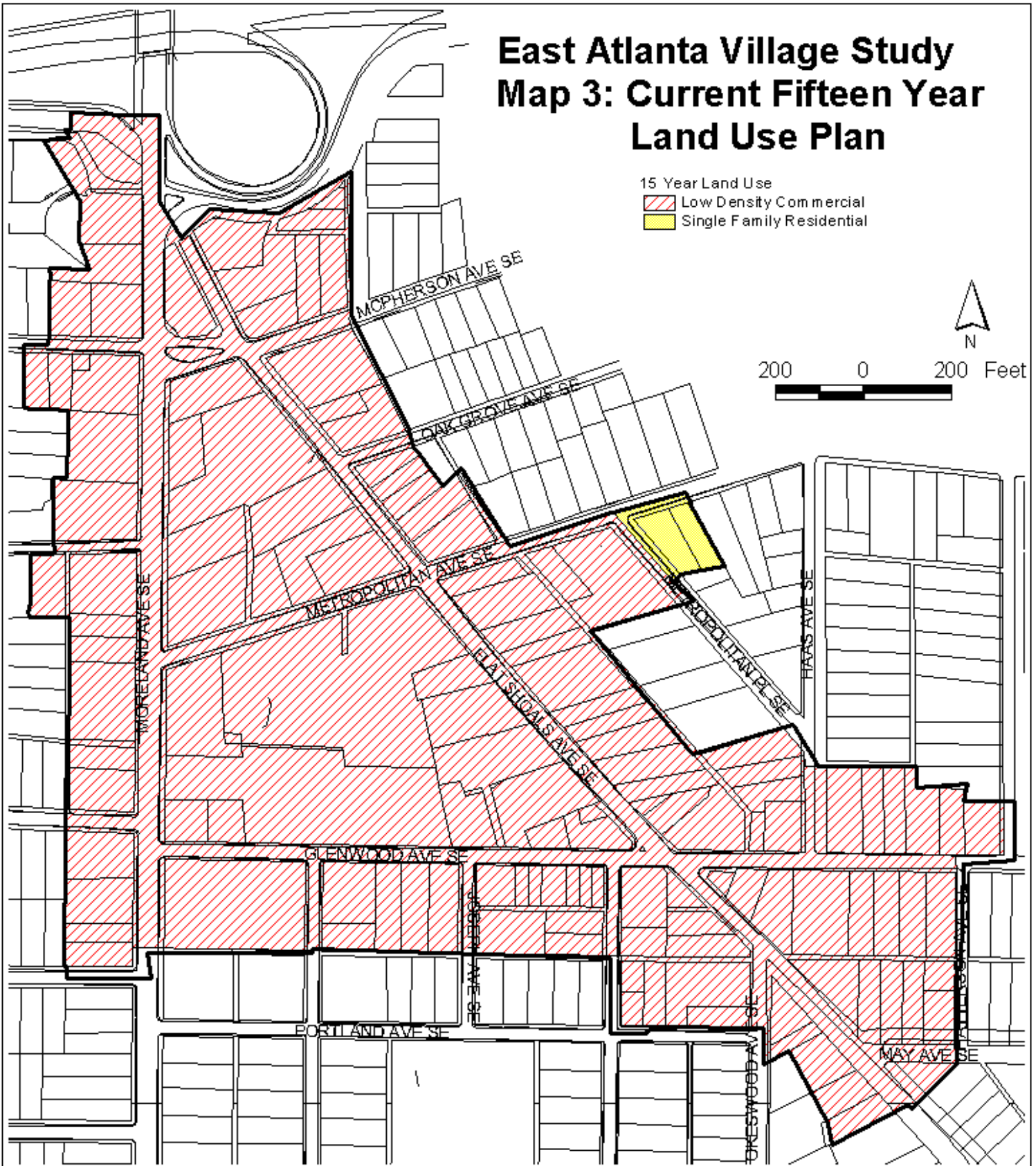
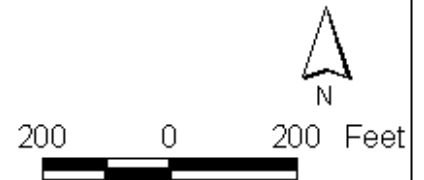


200 0 200 Feet

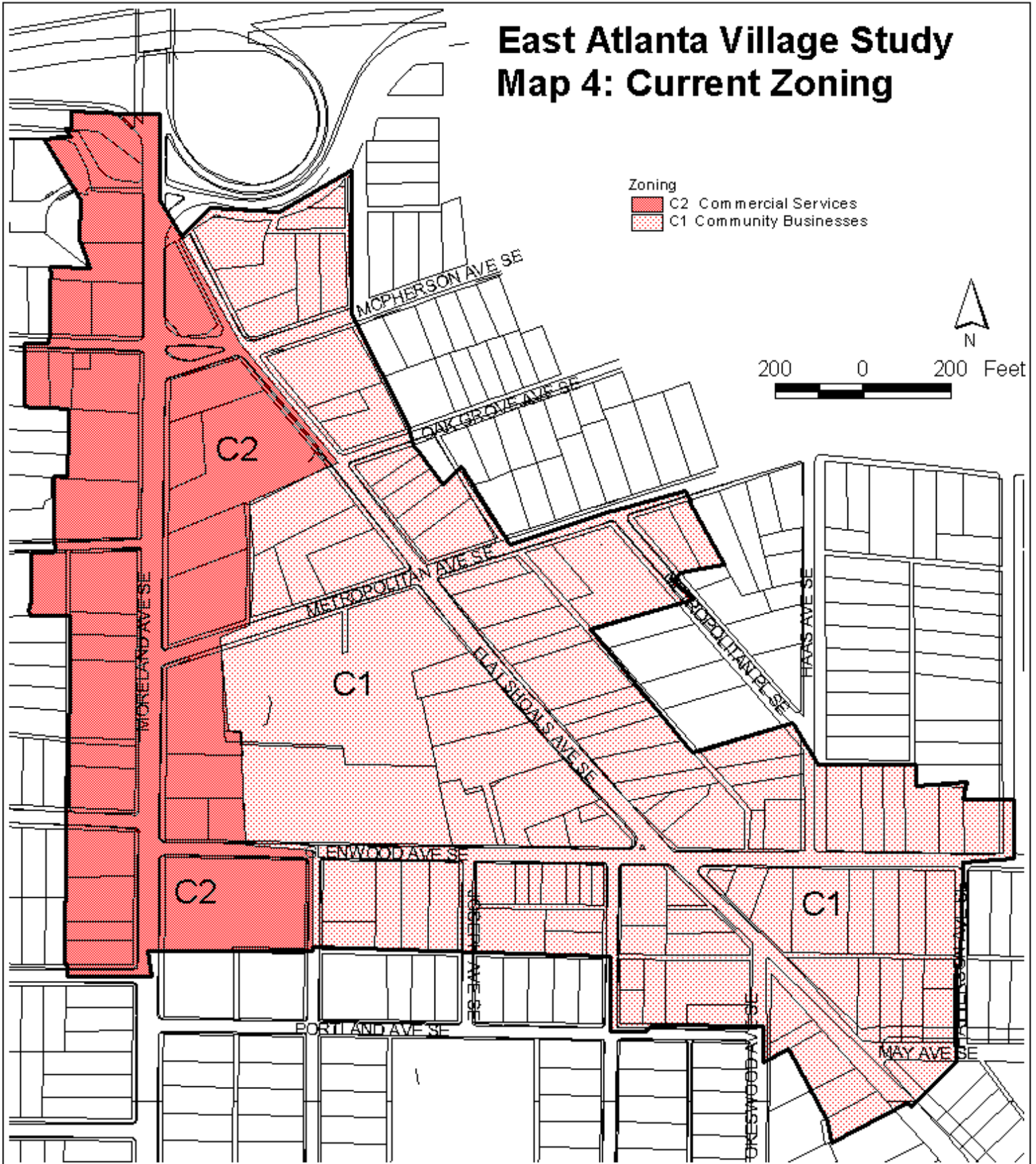


East Atlanta Village Study Map 3: Current Fifteen Year Land Use Plan

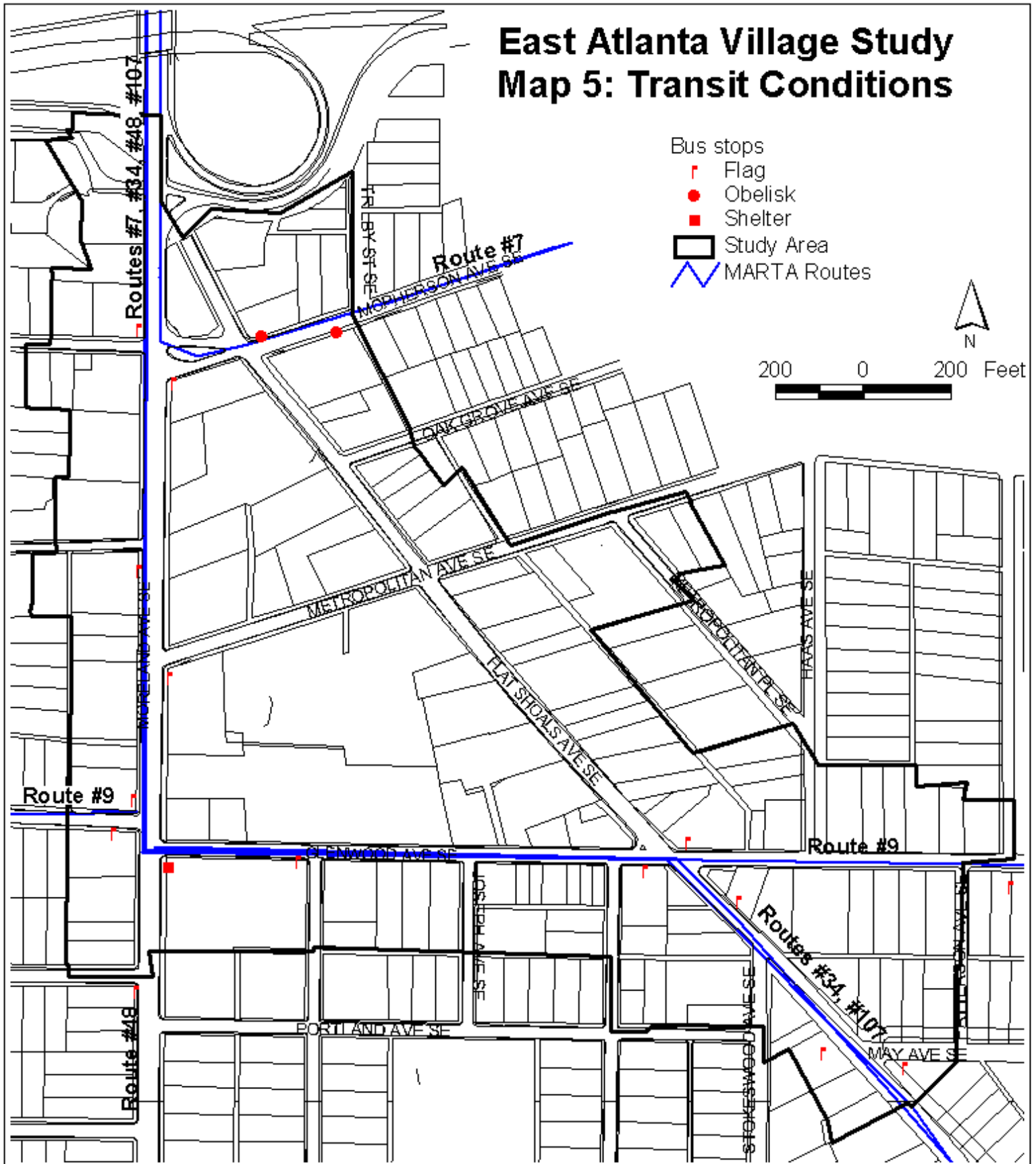
- 15 Year Land Use
- Low Density Commercial
 - Single Family Residential



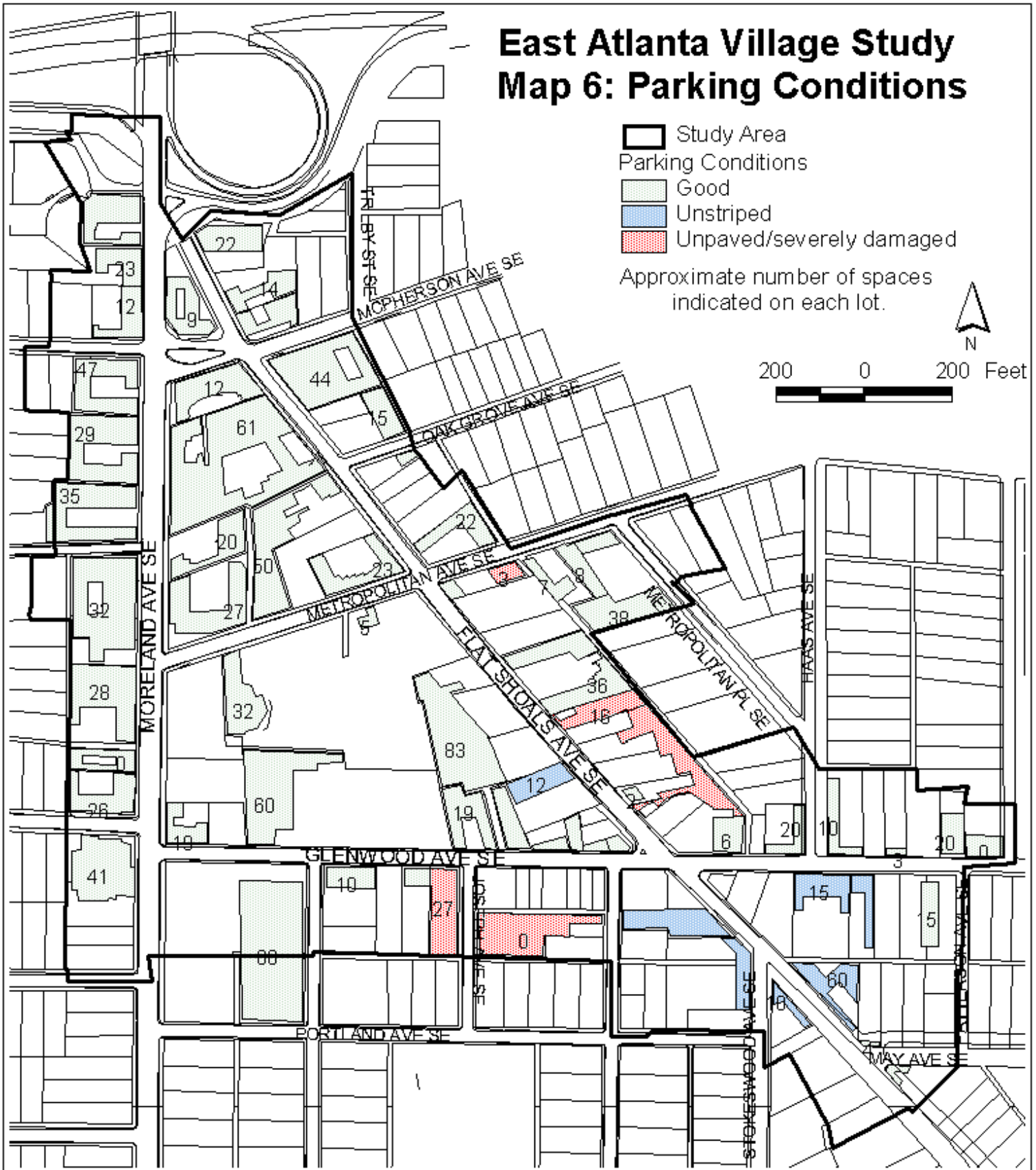
East Atlanta Village Study Map 4: Current Zoning

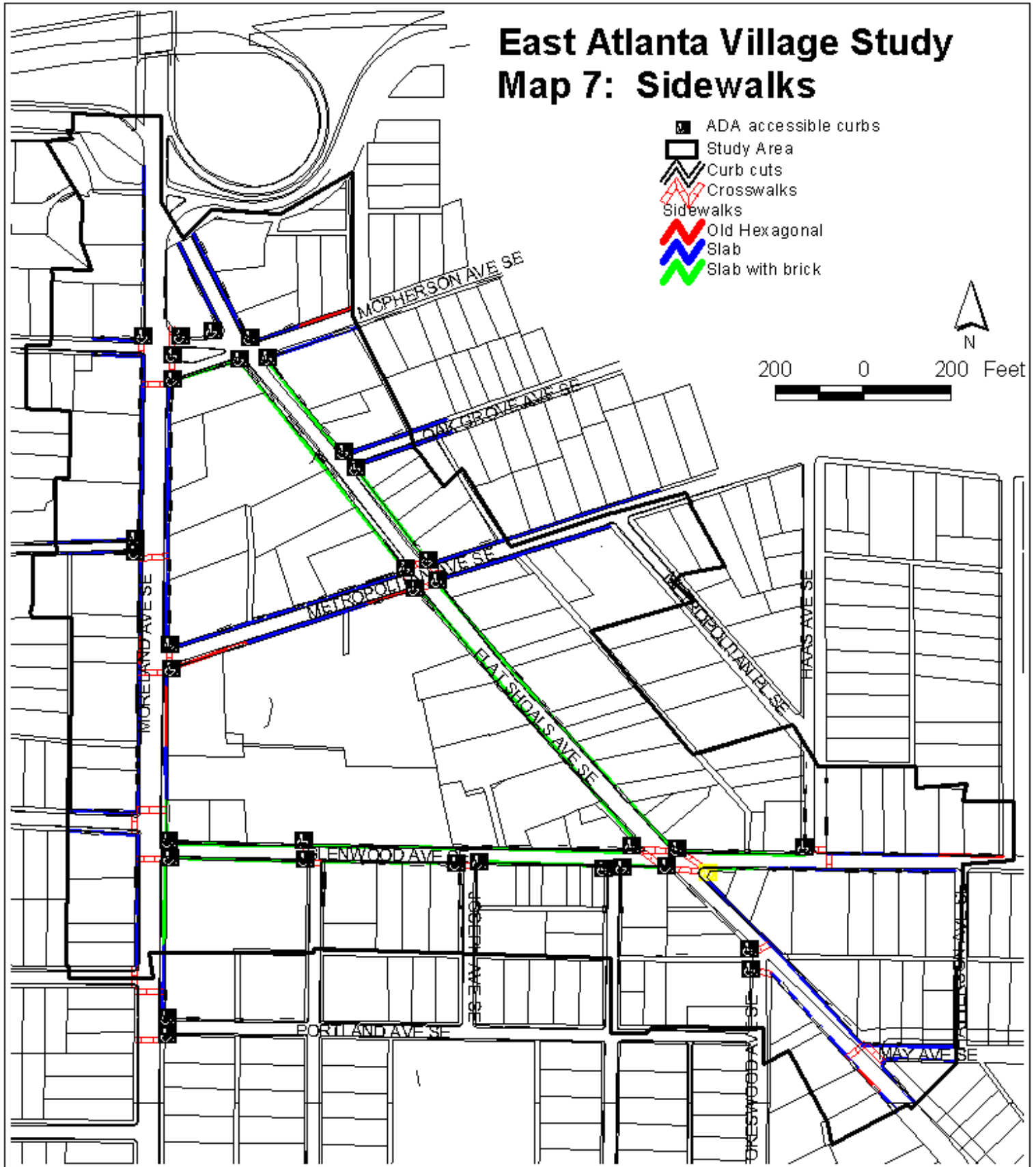


East Atlanta Village Study Map 5: Transit Conditions

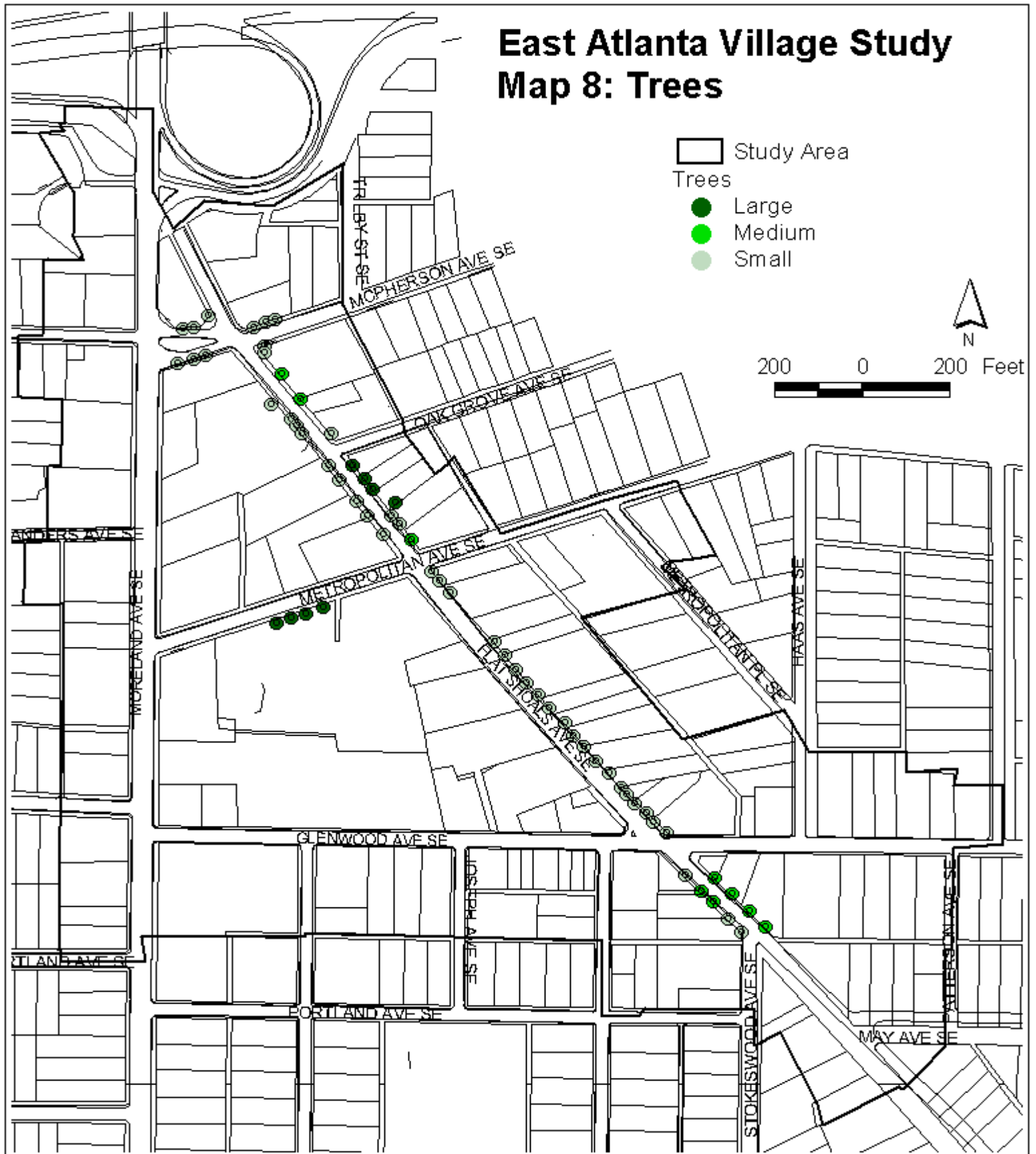


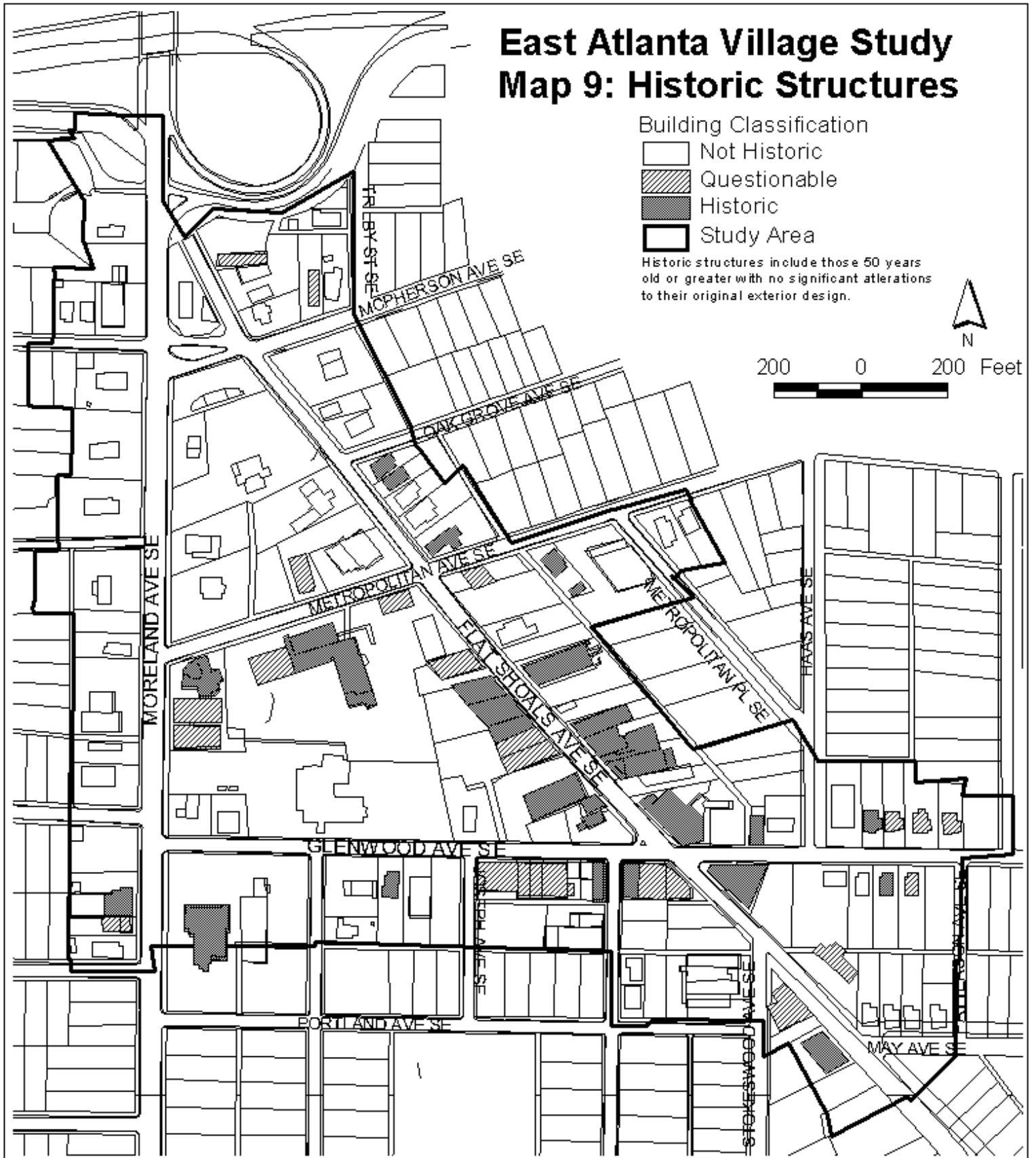
East Atlanta Village Study Map 6: Parking Conditions





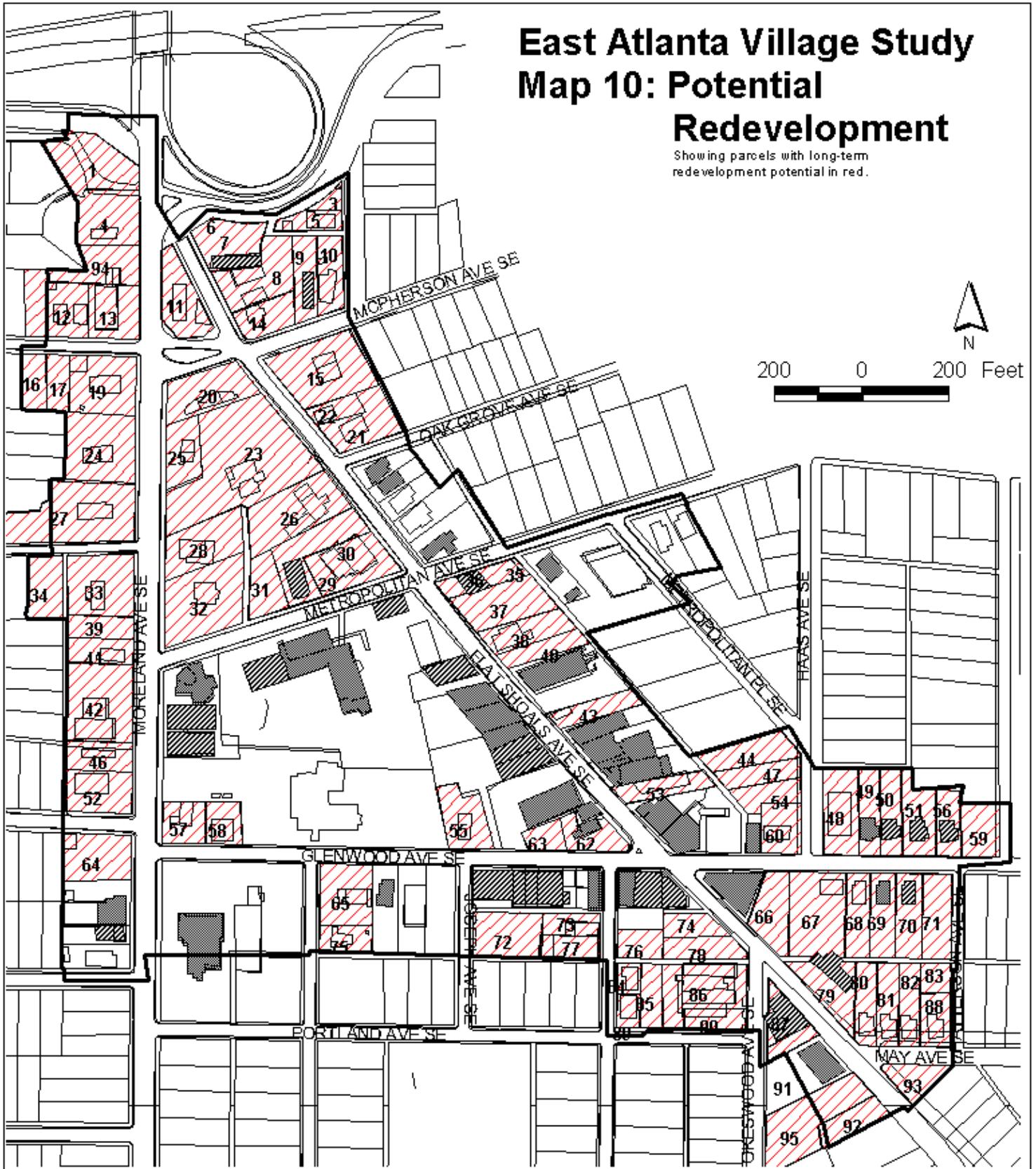
East Atlanta Village Study Map 8: Trees





East Atlanta Village Study Map 10: Potential Redevelopment

Showing parcels with long-term
redevelopment potential in red.



Jamison/CoStar Market Study

Other

History of East Atlanta

Compiled June, 1998 by the City of Atlanta; Department of Planning,
Development and Neighborhood Conservation; Bureau of Planning

Originally uninhabited, the area known today as East Atlanta began as a sparsely populated farm community on the outskirts of the Atlanta city limits. The earliest known record of the area is from a land grant awarded to a Mr. Hall on July 16, 1822, and recorded in Henry County (before it was divided into four counties – one of them being DeKalb)¹. Referred to as Land Lot 177, it contained 202.5 acres and was comprised of that portion of land bordered by what is now Moreland Avenue, Memorial Drive, East Side Avenue, and Glenwood Avenue. The land was subsequently divided and sold off, but there is little information on this subdivision because of the DeKalb County Courthouse fire of 1840, which destroyed the records of land parcels. What is known is that sometime between 1822 and 1848, Land Lot 177 was acquired by Mr. William Barchley. He later sold the southern portion of the lot to a Mr. James Moore and the northern half to Mr. Jesse Spear. Eventually Mr. James Brown, also known as Spanish Jim, purchased both portions. The southern portion was acquired in 1860 and the northern in 1870. Mr. Brown (originally from Yorkville, South Carolina) and his wife Ellen Nancy Terry, built a house on the land and were the first landowners to settle in the area.²

During the Civil War, East Atlanta became the location of the Union front lines with the major canon placement at the intersection of Flat Shoals and Glenwood. On July 22, 1864, the Battle of Atlanta was fought, resulting in approximately 12,000 casualties of which over 10,000 were Confederate soldiers.³ The battle also resulted in the deaths of both Union Maj. General James B. McPherson and Confederate General W.M.T. Walker.⁴ A painting in the Atlanta Cyclorama depicts the famous battle).

When the war ended, the area became a busy thoroughfare for travelers coming to Atlanta primarily from Stone Mountain, Lithonia, and the Panola Shoals area. These travelers would first go to Panthersville and then travel into Atlanta via Flat Shoals Road (formerly an old Indian Trail that provided a trade route from the mountains to the

¹ Gaddis, Charles. Roses in December: A History of East Atlanta and the Martha Brown Methodist Church. Atlanta, 1990. 3.

² Ibid. 3.

³ Kurtz, Wilbur. The Atlanta Cyclorama of the Battle of Atlanta. City of Atlanta, GA. 1954.

⁴ "East Atlanta, GA." DeKalb New Era. Illustrated Trade Edition. 14 November 1912. 38.

Appendix

coastal plain).⁵ After careful study of the location and observing the large number of travelers at the junction of Flat Shoals Road and Glenwood Avenue, John W. McWilliams opened a small dry goods store in 1889 (see Figures 1 and 2). The J.W. McWilliams & Son general store (no longer in existence) sold staple and fancy groceries, dry goods, tobacco, stock feed, hardware and shoes (see figure 2). This was the simple beginning of East Atlanta and was the foundation upon which the unincorporated town was built.⁶



Figure 1: J.W. McWilliams dry goods store, circa 1889

McWilliams and his wife Josephine Margaret Brown (daughter of Spanish Jim Brown) were pioneers of East Atlanta, assisting in every public enterprise or improvement that promoted the development of the town. These early citizens were part of a small number who established the neighborhood institutions, including the first school building. In 1891, John McWilliams became Postmaster with the establishment of a post office in the town.⁷ The following year, the East Atlanta Methodist Church was established in the area. In 1896, Luther Marbut and Ebenezer A. Minor opened Marbut & Minor general goods store along Flat Shoals Road. The latter became the future president and one of the founders of East Atlanta Bank (established in 1911). Minor also was superintendent of the East Atlanta and Martha Brown Methodist Sunday schools).



Figure 2: Inside the J.W. McWilliams store, circa 1896

In the 1890's East Atlanta began to develop into a suburban community for merchants and businessman who worked in Atlanta.⁸ Residential development was aided by the extension of the Metropolitan Street Railroad Company into the area. The company had obtained its city franchise in 1883 for the purpose of building new lines and opening up land for development in the southeastern section of the city. As such, many residential streets in East Atlanta, such as Metropolitan, Hass and Patterson, were

⁵ Gaddis, Charles. Roses in December: A History of East Atlanta and the Martha Brown Methodist Church. Atlanta, 1990. 12.

⁶ "Prosperous East Atlanta Bids for Homeowners." The Atlanta Georgian 12 October 1928.

⁷ Ibid.

⁸ "East Atlanta." The Atlanta Journal/The Atlanta Constitution 12 December, 1993: HomeFinders 6-7.

Appendix

named after the company and its founders. The street car line (known locally as the Soldier's Home car line) ran north-south along Moreland Avenue to Glenwood Avenue. A bus line later ran along Flat Shoals Road to Glenwood Avenue.

In 1909, the City of Atlanta annexed East Atlanta. Soon afterwards, commercial development began to increase steadily. In 1911, citizens from both DeKalb and Fulton Counties organized the East Atlanta Bank in order to provide loans to farmers.⁹ Located at the southeastern corner of Flat Shoals Road and Glenwood Avenue, the bank stabilized the commercial district and attracted other businesses to the neighborhood (see figure 3). The bank building still exists and today houses The Flatiron restaurant.



Figure 3: East Atlanta Bank, circa 1912.

The thriving commercial district generated additional residential developments in East Atlanta, including the Brownwood Park development, located south of East Atlanta Village. This neighborhood was built surrounding the 13-acre Joseph E. Brownwood Park and was laid out in a grid street pattern. The land in the immediate vicinity of the park and neighborhood center was quickly filled with bungalow houses (see figure 4), although the southern portion of the neighborhood would not be developed until the 1940s. These new residents provided customers for existing business in East Atlanta and encouraged further business growth.



Figure 4: The Haynes family home, circa 1908.

By 1912, the neighborhood had three first class grocery stores, two large dry goods stores, a bank, a pharmacy, two physicians, and a barbershop, as well as a wholesale and retail meat market.¹⁰ At the same time, the surrounding countryside was devoted to strawberry growing, truck farming and dairying. In 1915, the neighborhood opened the John B. Gordon School (along Metropolitan Ave between Moreland and Flat Shoals) on property formerly owned by the Lorezo Brown family. Subsequent expansions occurred twice during the 1920's and again in 1934.

⁹ "A Well Directed Bank: East Atlanta Bank, Atlanta, Georgia." *DeKalb New Era*. Illustrated Trade Edition. 14 November 1912. 39.

¹⁰ "East Atlanta, GA." *DeKalb New Era*. Illustrated Trade Edition. 14 November 1912. 38.

Appendix

In 1918, the East Atlanta Methodist Church was relocated from Metropolitan Avenue (at the corner of Metropolitan Place) to its present location at Moreland and Metropolitan Avenues (see figure 5).¹¹ James F. Brown, son of Spanish Jim Brown, donated the land. The church was renamed the Martha Brown Methodist church, after the wife of James Brown. Brown had become a successful businessman, owning two retail and dry goods stores named the James Brown Company, one in Inman Park and the other in Cabbagetown.



Figure 5: Martha Brown Methodist Church, 1998.

By the 1920's, East Atlanta village had all the advantages of an independent community. The neighborhood had 11 churches, four grade schools, a high school, several independent civic associations and improvement clubs, and plans for construction of a new junior high school.¹²

The commercial district had also attracted over 33 businesses that not only served the local neighborhood but also Kirkwood, Reynoldstown, and Grant Park residents. Some of the businesses included: the W.R. Owens Meat Market, restaurant and lunch counter; the White Star Grocery & Meat Market; a Chevrolet auto dealership (along Glenwood near corner of Gresham); several physicians and dentists; and Clyatt & Sprayberry real estate/insurance firm (occupying the second floor of the East Atlanta Bank).¹³ A large room built for lodge purposes was located on the second floor of the Marbut & Minor Grocery. The Masons, Red Men, Junior Order, Order of Eastern Star, Daughters of America, and many other organizations held meetings there. Other businesses in the district included: the Marbut & Minor department store along Glenwood Avenue (seller of men's and women's clothes and shoes), the Floyd Brothers Cabinet Shop (one of East Atlanta's largest businesses with over 30 employees), and the East Atlanta Pharmacy (and ice cream parlor). In 1928, a new movie house opened in the neighborhood— the 350-seat Madison Theatre.¹⁴

¹¹ Gaddis, Charles. *Roses in December: A History of East Atlanta and the Martha Brown Methodist Church*. Atlanta, 1990. 4.

¹² "Prosperous East Atlanta Bids for Homeowners." *The Atlanta Georgian* 12 October 1928.

¹³ *Ibid.*

¹⁴ Murphy, Bill. "Final Curtain: Madison Theatre." *The Porch Press* 18 September 1997.

THE ATLANTA GEORGIAN Read For Profit—GEORGIAN WANT ADS—Use For Results OCTOBER 12, 1928

PROSPEROUS E. ATLANTA BIDS FOR HOME OWNERS

CLEAN COUNTRY
AIR BRINGS
HEALTH

A section of Atlanta that is destined to play a big part in giving the city the 100,000 population set as the goal for 1935 is East Atlanta. This community of home-owners has been growing steadily and more so for some time. It is the one progressive section of Atlanta within the city limits that still offers the prospective home-builder wide choice in selection of a site. There is in East Atlanta much undeveloped real estate property yet.

The best time to buy will see considerable better for on the sale of lots now available, and with the incoming of new citizens will come great enhancement of property values and progressive increase in business volume of those who have establishments of conservative stores.

HOME-OWNERS.
East Atlanta residents own their homes. City leaders in this section believe in the ownership of homes. Success this day other part of Atlanta or elsewhere. With their schools and churches, their civic organizations and their completely independent shopping section, the people of East Atlanta are happy and progressive.

Overlooking the more crowded area of Atlanta from its location on an elevation which endures it as an ideal home location, East Atlanta is within a few minutes of shop or office.

Far from the smoke and grime of the city, this home section enjoys the fresh air and much other advantages of a country air. Still here are all the conveniences of city life for East Atlanta is within the "city limits" of Atlanta.

SCHOOLS, CHURCHES.
The Everett Ward of which East Atlanta forms the business section.

PROGRESS.
Wide and well paved streets of East Atlanta have been equipped with White Way lamps of the latest type to be lighted for the first time tomorrow night.

E. ATLANTA HAS REALTY FIRM

One of Atlanta's most progressive and insurance firms has headquarters in East Atlanta. It is the firm of **Critt & Spray**, 811 Flat Shoals Avenue, near Four of the East Atlanta Bank.

All phases of real estate, brokerage, realty and insurance handled by this firm. wts. 10318-14

STORES ARE MODERN.
Stores in the business community at Glenwood and Flat Shoals.

BACKBONE OF COMMUNITY.
Since 1910 the East Atlanta Bank has been the financial backbone of the business community.

GALA CEREMONY TO MARK LIGHTING OF WHITE WAY

Pictures Show
Fast Growth
Of Home
Section

CITY LEADERS WILL OCCUPY PLATFORM

One of the outstanding events of the year of substantial progress for East Atlanta will come to pass tomorrow evening. It will be the most striking of the new White Way lamps which have been installed in the business section of the district.

Mayor Ragsdale and other distinguished city officials will take part in the ceremonies and will be honor guests of a reception which will mark the formal opening of Atlanta's avenue white way. The ceremonies will begin at Flat Shoals Avenue and Glenwood Avenue at 7:30 o'clock and will extend into the evening, closing with a social gathering of citizens of the surrounding territory and district.

BEAUTY.
With 11 churches, 4 schools and a number of improvement clubs, East Atlanta has all advantages, even to a modern and well-patronized movie house, the Madison Theater.

SPIC AND SPAN.
East Atlanta business houses to-day and employ all efforts to brightening up and putting in the merchandise and business have labor force in the effort to reach the little city back to the business center of the first time.

BANK BACKBONE OF COMMUNITY.
The Atlanta Bank, one of the most progressive and successful banks in the city, has been the financial backbone of the business community since 1910.

MAYOR TO SPEAK.
Speaker of the evening will be Mayor Ragsdale, Councilman J. C. Murphy and Park Commissioner John A. White. They were elected in 1910 the East Atlanta Banking Company was formed with a cash capital of \$100,000.

Among the guests to occupy the large speaker's platform will be Mayor Ragsdale, Councilman J. C. Murphy and Park Commissioner John A. White.



Figure 6: Advertisement appearing in *The Atlanta Georgian* newspaper, circa 1928.

That same year marked an important moment for the neighborhood. On October 12, 1928, East Atlanta marked its thirty years of progress by celebrating the arrival of streetlights in the business district (see figure 6).¹⁵ The realization of this project was attributed to the efforts of Councilman George B. Lyle. As Master of Ceremonies, Mr. Lyle began the evening celebration with the lighting of the streets followed by a huge street gala that included dancing on the newly paved streets. Other participants included: Atlanta Mayor Ragsdale, City Council member J.C. Murphy, Park Commissioner John A. White, Rev. George L. King of Martha Brown Methodist Church, PTA Presidents Mrs. Z.P. Peterson of John B Gordon School and Mrs. J.P. Wall of Faith School.

By the 1940's, East Atlanta had developed a significant residential base around the commercial district; however, the outskirts of the area still remained rural. During this time, East Atlanta had 24 family operated dairies – most of them milking between 20-25 cows. In 1943, the State of Georgia passed a “Compulsory Pasteurization Law” which was costly for small farms. A cooperative was formed to help the small dairies stay in business. In November 1943, land was purchased on Memorial Drive and Pearl Street for a pasteurization plant to be built—and Atlanta Dairies was founded (it has since become Parmalat dairies). Twenty-six Dairymen entered into this Cooperative,

¹⁵ “Gala Ceremony to Mark Lighting of White Way.” *The Atlanta Georgian* 12 October 1928.

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furnishing their own trucks because of wartime restrictions prohibiting new equipment purchases.¹⁶

The role of East Atlanta as a dairy center was soon challenged by residential development. The active post-war housing development boom of the late 1940's and early 1950's expanded the neighborhood eastward from the commercial district. By 1949, 500 new homes had been built within a mile of the East Atlanta Bank.¹⁷ Property values had increased 300 to 500 percent since 1927.¹⁸ During that same year, East Atlanta Library opened (see figure 8). By 1949, 10 new businesses opened up within a block of the East Atlanta Bank. The neighborhood continued to expand, and by 1959, a new high school had been built to relieve overcrowding from Murphy and Roosevelt High Schools (see figure 7). The school has since become the Thurgood Marshall Middle School.

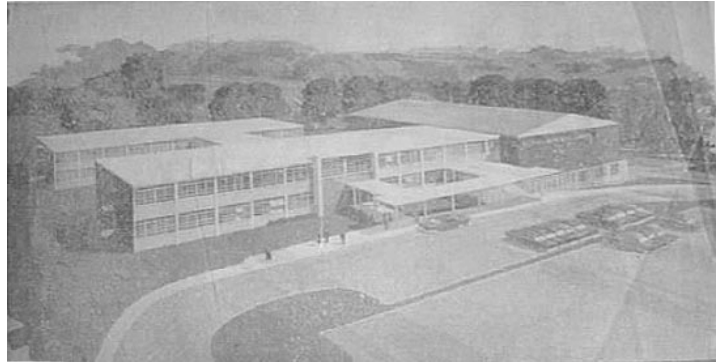


Figure 7: The new high school in East Atlanta, at the corner of Mary Dell Drive and Fayetteville Road, circa 1958.

Construction of Interstate 20 during the early 1960s led to the eventual decline of the neighborhood. Severing Flat Shoals Road and local street connections to other areas, the highway effectively isolated the East Atlanta community from the surrounding neighborhoods to the north. Soon after, the neighborhood began to experience white flight to the suburbs. Block-busting real estate tactics also accelerated this exodus. The white flight was most apparent in numbers. In 1970, East Atlanta High School was 70% white and 30% black. By 1971, the percentages had changed to the exact opposite.¹⁹ This dramatic demographic change in such a relatively short period of time had a negative impact on the stability of the community. The new incoming population was also not as economically well off as the previous group. With sagging retail sales levels, many local businesses closed down. The economic despair became increasingly evident as many aging buildings were left in disrepair. In addition, East Atlanta began to experience increasing criminal activity during this time.

¹⁶ Gaddis, Charles. *Roses in December: A History of East Atlanta and the Martha Brown Methodist Church*. Atlanta, 1990. 26.

¹⁷ Steward, Davenport. "East Atlanta Area Growing Rapidly." *The Atlanta Journal* 31 March 1949. 26.

¹⁸ Ibid.

¹⁹ Moore, David A. "East Atlanta Rising." *Atlanta* December 1997. 57.

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Some businesses tried to adapt to these changes. The Madison Theatre continued in operation as a moving picture house with second run shows until 1968. In 1969, it reopened as the East Atlanta Cinema presenting hippie era “arty” films (see figure 8). The venture only lasted about one year, primarily due to the neighborhood decline. In 1973 and 1974, it was home to the Truth Foundation Restoration Center. Vacant until 1987, the theatre then became warehouse space for Cash Liquidation Sales. Structurally sound but suffering from neglect, it now is storage space for thousands of used mattresses.²⁰



Figure 8: Madison Theatre along Flat Shoals Road. 1998.

Throughout the 1970's, the neighborhood continued to experience economic decline along with a diminishing population. By 1980, the population had declined 15% from 1970 (similar to the decline experienced by the rest of Atlanta).²¹ Some of the other intown neighborhoods were also experiencing an economic decline. However, by comparison, East Atlanta's economic hardship was not as severe. The neighborhood had a higher median household income than the rest of the city, and its primarily single-family housing stock remained mostly owner-occupied and in good condition.

By the mid 1980's, residents and business owners in the community began to organize and ask for assistance from the City of Atlanta to get East Atlanta back on its feet. The result was a redevelopment plan known as the *East Atlanta Revitalization Project*. The plan sought to stimulate new development, renovation, expansion, and upgrading of existing businesses through joint public/private partnerships. Working with the East Atlanta Community Association, the Bureau of Planning developed a plan that advocated creating an identifiable commercial district at the heart of East Atlanta (the intersection of Glenwood Avenue and Flat Shoals Road). Plan recommendations included: the visual and physical coherence of the district through façade and streetscape improvements, more identifiable entry and exits points, and singular management for advertisement and administrative purposes.²² In 1985, the

²⁰ Murphy, Bill. "Final Curtain: Madison Theatre." *Porch Press* 18 September 1997.

²¹ City of Atlanta Department of Community Development, Bureau of Planning. *East Atlanta: Commercial Revitalization Project*. Atlanta. 1985. 13.

²² *Ibid.* 1-2.

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neighborhood was awarded a city Community Development Block Grant for streetscape improvements in the commercial district.²³

Since then, the neighborhood has attracted new shops, restaurants, and coffeehouses, but the revitalization process has been slower than expected. Even with crime prevention measures, the area is still plagued with a crime-ridden image. There is still much work to be done if the area is to truly reach its potential.

The conditions are perfect for more positive change in the area. As the popularity of other intown neighborhoods make them cost-prohibitive, many residents and business owners desiring an urban lifestyle are forced to look into other neighborhoods. East Atlanta, with its affordable housing opportunities, excellent building stock, proximity to downtown, and public amenities including a park, fire station, library, and schools, is an attractive alternative that simply needs to be nurtured.

The Atlanta Urban Design Commission has included the following buildings in its 1987 inventory of significant properties:

East Atlanta Bank (1911)

Martha Brown Methodist Church (1918)

Zuber-Jarrell Home (1906) – also listed on the National Register of Historic Places

²³ Kimble, Julie. "Face-Lift for East Atlanta." *Southline* 29 January 1985. 86.

Photographs

- Figure 1: Vanishing Georgia Collection of the Department of Archives and History, courtesy of Mary Frances Banks.
- Figure 2: Ibid.
- Figure 3: "A Well Directed Bank: East Atlanta Bank, Atlanta, Georgia." *DeKalb New Era*. Illustrated Trade Edition. 14 November 1912. 39.
- Figure 4: Vanishing Georgia Collection of the Department of Archives and History, courtesy of Donald S. Clarke.
- Figure 5: Photo taken by Enrique Bascuñana
- Figure 6: "East Atlanta, GA." *DeKalb New Era*. Illustrated Trade Edition. 14 November 1912. 38.
- Figure 7: East Atlanta High School – newspaper article, unknown source.
- Figure 8: Photo taken by Enrique Bascuñana

Results of Visual Preference Index

Conducted February 27, 1999 at East Atlanta Village community workshop by
City of Atlanta; Department of Planning, Development and
Neighborhood Conservation; Bureau of Planning

Introduction

A Visual Preference Index was administered at the first in a series of community workshops for the East Atlanta Village. The index was designed to both provide a better understanding of the community's vision for the future East Atlanta Village and to set the tone for urban design related discussion later in the workshop.

A variety of images, grouped according to typology, were presented for eight seconds each. The participants were asked to rate each image on a scale ranging from negative to positive ten. This ranking was based on whether they thought the image was appropriate and desirable for Flat Shoals Road or Moreland Avenue.

When the process was finished, the results were tabulated for each image. The average score for each image was then calculated, as well as the standard deviation for each image. This allowed for both a general idea of the popularity of each image and a more exact indication of whether or not the score was based on a statistical fluke or if a consensus existed.

Findings

General

Rankings varied greatly within each category, yet there were several categories that consistently scored higher than others. Images in the "Public Space" category scored, on average, higher than images in any other category, while images in "Parking" scored lower. Such scores not only indicate the desirability of certain types of public space or parking within each category, they also demonstrate the desirability of one category over another.

Throughout all categories, images with clean and adequate pedestrian infrastructure, quality landscaping and trees scored the highest. Of the ten highest scoring images, four were from the "Public Space" category, and five were from the "Streetscapes" category. All were focused on pedestrian activity, automobiles were in the background of less than half the photos, and none featured an automobile. Additionally, all top ten images featured medium to large shade trees, no utilities, and very little asphalt. The hard surfaces shown were brick or some other type of decorative paver.

Conversely, the ten lowest scoring images had little or no landscaping, poor pedestrian infrastructure, and large, unkempt expanses of asphalt. None of the images contained a pedestrian, and in nine of the ten lowest scoring images, an automobile or automotive infrastructure dominates the view; the one other image is a broken sidewalk. In fact, over half of the images feature broken or obstructed sidewalks. Other characteristics of importance in the lowest scoring images include metal fencing, utility lines, and large loud signs.

Streetscapes

Of all the categories used in the visual preference index, none had more consistent responses among all participants than “Streetscapes.” As such, the results of this category offer the most accurate reflection of the workshop members as a whole.

The results of this category support conclusions previously made about other categories. As expected, the highest scoring images were those of streets with wide sidewalks, street trees, attractive lighting and a pedestrian scale which includes buildings up to the sidewalk. The streets have a strong sense of enclosure and provide a pleasant and attractive walking environment.

Conversely, the lowest scoring images were those of pedestrian-hostile commercial strips. Strong characteristics evident include emphasis on automobile dominated roads, broken and narrow sidewalks, sidewalks between both roadways and parking lots, and little vegetation.

Parking

Of all the categories used in the Visual Preference Index, images with parking scored the lowest. The highest scoring image of “Parking” was the lowest high score for any of the categories.

Many parking images did score favorably however. The ten positively scored images varied, but one characteristic is evident. None of the images were of large parking lots. The highest scoring image was a parking lot, but the lot was concealed behind columns that mimicked the façade of a building. Of the remaining nine positively scoring images, 1 was a heavily landscaped lot, 5 were on-street parking, and 3 were parking garages with retail at the ground level.

The seven negatively scoring images were all of parking lots with little or no landscaping. The size of the parking lot was not a factor. Whether the lots were small

or large, they scored negatively. Three of the images were of lots in East Atlanta Village.

Alternative Transportation

The highest scoring images of non-automotive transportation facilities were pedestrian and bicycle facilities. Images of wide sidewalks with trees and high volumes of foot traffic scored high, as did images of bike lanes, attractive bus shelters, and an electric shuttle. Such scores are consistent with workshop feedback, which indicates a desire to create a pedestrian-friendly environment.

The lowest scoring images were those of cracked sidewalks, lonely bus stops, and bicyclists commuting in heavy automobile traffic with no bike lanes.

Crosswalks

Most of the crosswalk images scored low. However, there was a striking contrast between the highest scoring image, which scored 6.33, and the lowest scoring image, which scored -1.65. The highest scoring crosswalk image pictured a short crossing distance demarcated with brick pavers. The lowest scoring crosswalk image pictured a long crossing distance at a large four way traffic intersection. The crosswalk was demarcated by only stripes on the road.

Public Space

Scores were favorable for all images in this category. In fact, the four top images ranked in the top ten images for all categories. This indicates a strong support for public space along or near East Atlanta Village.

Larger park spaces scored the highest, particularly if they were complemented with lush vegetation, outdoor furniture, and pedestrian scale lighting. Paved areas such as plazas generally scored lower than areas with grass. This may indicate that emphasis should be on improving Brownwood Park rather than creating smaller pocket parks within the historic village.

The lowest scoring image was the gateway into East Atlanta Village bearing the East Atlanta Village sign. This is consistent with workshop responses indicating the desire for an improved gateway into East Atlanta Village.

Public Art

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As might be expected, the scores varied most in “Public art.” Because of its objective nature, the same image could receive a negative ten from one person and a positive ten from another. Therefore, the results from this category do little more than show the varied tastes of the participants.

Interestingly, the lowest scoring image in this category was the highest of any lowest scores. This may indicate a general support for art along the corridor, although it is difficult to gauge the exact type of art.

Residential

Currently there is little residential development in East Atlanta Village; however the results of the Visual Preference Index indicate that additional residential development in the Village may be desirable. Most residential images scored favorably.

The highest scoring images were those of traditional urban form. They were all of well-maintained multi-family complexes, which related well to the street and were architecturally interesting. Landscaping played a large roll in the beautification of each property.

The lowest ranking “Residential” images were those of large apartment boxes with little or no facade articulation and no relationship to each other or the street. Additionally, the landscaping in each residential image was minimal.

Conclusion

While the results of the Visual Preference Index do not inconclusively show what the participants in the East Atlanta Village workshop want, they do provide some valuable insight into what may be desirable for the East Atlanta Village. This includes a more pedestrian-friendly and landscaped street with a mix of businesses serving a variety of interests.

The results of the Visual Preference Index undeniably suggest, however, a desire to reject many of the current undesirable attributes of the Moreland Avenue corridor while preserving other, more desirable ones, such as the existing pedestrian scale layout in the historic village. As such, they demonstrate a desire to build upon the current things which make East Atlanta Village unique and avoid the transformation of the Village, and in particularly Moreland Avenue, into an entirely generic commercial strip.

DESIGN CRITERIA FOR EAST ATLANTA COMMERCIAL REVITALIZATION

Report by the Community Design Center of Atlanta (61 question survey, 38 out of 65 businesses were surveyed.)

Current Negatives

- the prevalence of non-retail uses (eight storefront churches) in the commercial area, the presence of vacant storefronts, storefronts used for storage, and the conversion of certain buildings designed for specific uses to new uses after minimal renovations, the theater converted to a used furniture store, a gas station to a restaurant, a bank building now rented to a beauty salon and vacant storefronts used for storage dominate the Flat Shoals/Glenwood intersection focal point and generate a general negative visual impression relative to what the commercial area once was or could be
- signs advertise businesses no longer in existence
- unharmonious facades

Study Results:

- Saturday is the busiest day, followed by Friday
- busiest weekday hour is noon to 1:00 PM
- busiest weekend hour is 3:00 PM to 4:00 PM
- 60% surveyed felt building conditions were poor
- average customer is mid-income, middle aged, and black
- sanitation and library services are lacking
- 42% said their business is moderately effected by crime
- 90% of businesses have no relocation plans
- 34% are remodeling or expanding
- new commercial activities desired: specialty shops (29%), restaurants (16%), department store (11%)
- prospects for participation in overall advertising campaign is good
- all store-front buildings are C2
- there are large and underutilized parking lots behind the stores
- approximately 18,000 passengers arrive weekly on MARTA
- 67% of the residences were willing to pay more for new services if they are conveniently located: grocery store (30%)

Recommendations:

- possible changes in existing truck route designations for Glenwood Ave.
- one-way traffic flow patterns for Glenwood and Metropolitan Avenues
- uniformity in streetscape and storefronts

East Atlanta Street Measurements

Brownwood Avenue

East SW:5'
West SW: 5'
Street: 28'

Flat Shoals Avenue (at Fluff 'n Em)

East SW:10'
West SW: 8'
Street: 42'

Flat Shoals Avenue (at Metropolitan Avenue)

East SW:8'
West SW: 8'
Street: 42'

Flat Shoals Avenue (north of McPherson)

East SW:8'
West SW: 8'
Street: 30'

Glenwood Avenue (at Flat Shoals Avenue)

North SW: 6'
South SW: 7'
Street: 32'

Gresham Avenue (at Glenwood Avenue)

East SW:5'
West SW: 5'
Street: 28'

Joseph Avenue

East SW:0'
West SW: 0'
Street: 28'

McPherson Avenue (at Moreland Avenue)

North SW: 9'
North Street: 20' center, 40' Moreland
South SW: 6'
South Street: 20' center, 54' Moreland

Metropolitan Avenue

North SW: 7.5'
South SW: 5.5'
South LS: 3'
Street: 32'

Moreland Avenue (at McDonald's)

East SW:10'
West SW: 10'
Street: 50'

Appendix

East Atlanta Village Market Study Tenant List as of 6/20/99

	<u>Street</u>	<u>Business</u>	<u>Land Use</u>	<u>SqFt</u>	<u>Trees</u>	<u>Rating</u>	<u>Phone</u>	<u>Prkg</u>
366	Flat Shoals Ave.	Ross Unlimited	Clothing		1	3	404.522.6622	25
368	Flat Shoals Ave.	Ross Unlimited Big & Tall	Clothing		1	3		0
370	Flat Shoals Ave.	Vacant (former Ross)	Vacant		1	2		4
380	Flat Shoals Ave.	Cookies Homestyle Cooking	Restaurant		1	3	404.577.0085	4
400	Flat Shoals Ave.	The Garment Care Center	Coin Laundry/Dry Cl.		4	3	404.524.1119	36
410	Flat Shoals Ave.	St.Jude City of Faith (vacant?)	Religious Facility		1	1	404.222.9819	0
411	Flat Shoals Ave.	Bank of America	FIRE		3	7	404.330.0750	25
416	Flat Shoals Ave.	Swintec Office Equipment	Specialty Shop		1	2		21
419	Flat Shoals Ave.	Meadows Mortuary	Specialty Service		3	5	404.522.7478	42
420	Flat Shoals Ave.	Ideas R Us Academy	Child Care		3	3	404.688.6735	5
424	Flat Shoals Ave.	Ideas R Us Academy	Child Care		3	2		0
428	Flat Shoals Ave.	One-Step Forward Learning	Child Care		2	3	404.522.8550	0
431 a	Flat Shoals Ave.	Coley's Tire Service (not used)	Automotive		2	2		7
431 b	Flat Shoals Ave.	Coley's Beauty Supplies (not used)	Beauty/Fitness		2	2		7
434 a	Flat Shoals Ave.	East Atlanta Legal Services	Law		2	5		12
434 b	Flat Shoals Ave.	BFTV - Black Fam. TV Net.	Communications		2	5		12
440	Flat Shoals Ave.	East Atlanta Dental Care	Health Professional		1	6	404.688.2223	15
442	Flat Shoals Ave.	Vacant	Vacant		1	6		5
447	Flat Shoals Ave.	Fire Station #13	Public/Municipal		0	4		3
450	Flat Shoals Ave.	Watkins Products	Specialty Shop		2	2	404.523.7948	6
452	Flat Shoals Ave.	Chosen One Beauty & Barber Salon	Beauty/Fitness		2	2	404.522.3504	6
454	Flat Shoals Ave.	Faithfulness Beauty Salon	Beauty/Fitness		2	2	404.523.7665	6
456	Flat Shoals Ave.	Vacant land, nice trees	Vacant		0	0		0
457	Flat Shoals Ave.	Library - E.Atlanta Branch	Public/Municipal		0	5		0
461	Flat Shoals Ave.	Prof. Elegance	Recreation Facility	5,000	0	5		0
462	Flat Shoals Ave.	Residence	SF Residential		0	3		0
465 a	Flat Shoals Ave.	Shade Gallery	Specialty Shop	572	0	5		0
465 b	Flat Shoals Ave.	Lady D Beauty Salon	Beauty/Fitness	1,715	0	3	404.525.5388	0
467	Flat Shoals Ave.	Charles Bailey Furniture	Specialty Shop	2,225	0	3	404.522.6009	0
469	Flat Shoals Ave.	Heaping Bowl & Brew	Restaurant	2,512	0	6	404.523.8030	0
470	Flat Shoals Ave.	Best Buy Food Store	Grocer		3	4	404.581.0105	35
471 a	Flat Shoals Ave.	East Atlanta Florist	Specialty Service	785	0	5	404.659.0967	0
471 b	Flat Shoals Ave.	Beauty Town Beauty Supply	Beauty/Fitness	879	0	6		0
477	Flat Shoals Ave.	Willis Bakery	Coffee/Dessert	1,800	0	5	404.524.4650	0
479 a	Flat Shoals Ave.	Creative Accents	Gift Boutique	1,427	0	6	404.523.3100	0
479 b	Flat Shoals Ave.	Village Ice Cream	Coffee/Dessert		0	6		0
481 a	Flat Shoals Ave.	Edible Art Café & Caterer	Restaurant	1,000	0	5	404.586.0707	0
481 b	Flat Shoals Ave.	Village to Village	Gift Boutique	1,250	0	5	404.584.8455	0
483	Flat Shoals Ave.	The Village Printer	Bookstore	1,744	0	4	404.893.3944	0
484	Flat Shoals Ave.	Crapstastic	Thrift		2	2		2
485 a	Flat Shoals Ave.	Fountainhead Lounge	Nightclub	2,024	0	7	404.522.7841	17
485 b	Flat Shoals Ave.	Traders	Gift Boutique	2,530	0	6	404.522.3006	0
488	Flat Shoals Ave.	East Atlanta Rest. & Lounge	Nightclub		1	3		38
490 a	Flat Shoals Ave.	Time Travelers	Thrift		1	5		0
490 b	Flat Shoals Ave.	Space Tribe	Gift Boutique		1	5	404.688.0780	0
491	Flat Shoals Ave.	Park Pet Supply	Specialty Shop		1	5	404.522.5562	4
492 a	Flat Shoals Ave.	Bubbles Card & Gift	Gift Boutique		1	6		0
492 b	Flat Shoals Ave.	Verdi O House	Gift Boutique		0	6	404.880.0708	0
493 a	Flat Shoals Ave.	Elements	Gift Boutique		1	6		0
493 b	Flat Shoals Ave.	In The Theme of Things	Gift Boutique		0	6		0
493 c	Flat Shoals Ave.	DRM II	Clothing		1	6		0
494	Flat Shoals Ave.	Life On Earth	Thrift		1	6	404.688.5577	0
495	Flat Shoals Ave.	Panacea Spa & Salon	Beauty/Fitness		1	5		0
496 a	Flat Shoals Ave.	Flat Shoals Tapes & CD's	Specialty Shop		1	5	404.688.4325	0
498 a	Flat Shoals Ave.	Old Movie House (vacant)	Renovating		0	4		0

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498	b	Flat Shoals Ave.	Jada & Me	Gift Boutique	1	5	404.865.0300	0
500		Flat Shoals Ave.	Fluff & Em Florist	Specialty Service	1	6	404.586.0306	12
504		Flat Shoals Ave.	Dressing Room	Thrift	1	5	404.584.2200	0
506		Flat Shoals Ave.	Southeast Barber & Hair Stylist	Beauty/Fitness	0	3	404.681.2241	0
508		Flat Shoals Ave.	Cake Walk	Coffee/Dessert	1	3		0
510		Flat Shoals Ave.	Sacred Grounds	Coffee/Dessert	1	5	404.584.5541	0
514	a	Flat Shoals Ave.	SunTrust	FIRE	1	8		15
514	b	Flat Shoals Ave.	Vacant	Vacant	1	8	404.705.9969	15
514	c	Flat Shoals Ave.	East Atlanta Printing	Imaging Tech	1	8		15
517	a	Flat Shoals Ave.	Martin's Carribean Restaurant	Restaurant	0	5	404.659.8800	0
517	b	Flat Shoals Ave.	Vacant	Vacant	0	3		0
520		Flat Shoals Ave.	Flatiron Restaurant & Bar	Restaurant	0	5	404.688.8864	0
530		Flat Shoals Ave.	East Atlanta Burglar Bar Co.	Specialty Service	1	3	404.524.1005	0
532		Flat Shoals Ave.	Mercer Auto Insurance	FIRE	1	2	404.522.2161	0
534		Flat Shoals Ave.	The Hair Spot	Beauty/Fitness	1	2	404.589.9801	0
535		Flat Shoals Ave.	Parking Lot	Parking	0	2		12
538		Flat Shoals Ave.	East Atlanta Lock & Key	Specialty Service	0	3	404.577.4631	5
551		Flat Shoals Ave.	Echo Lounge	Nightclub	0	3		10
552		Flat Shoals Ave.	Tucker Auto Electric	Automotive	0	2	404.525.0984	50
559		Flat Shoals Ave.	Bill's Body Shop	Automotive	0	2	404.522.3250	5
564		Flat Shoals Ave.	Elder Texaco Station	Automotive	0	2	404.577.3192	5
1145		Glenwood Ave.	Buffalo China	Restaurant	0	5	404.622.8888	30
1188		Glenwood Ave.	Vacant (Colson Enterprises)	Vacant	0	5	404.635.1190	3
1200		Glenwood Ave.	Braman Towers	MF Residential	1	6		70
1219		Glenwood Ave.	Auto Tech Car Care Center	Automotive	0	2	404.627.2233	10
1225		Glenwood Ave.	Residence	SF Residential	0	3		0
1231		Glenwood Ave.	East Atlanta Ace Hardware	Hardware	1	4	404.627.5757	30
1245		Glenwood Ave.	City Cycle Graveyard	Automotive	0	4	404.627.2433	0
1246		Glenwood Ave.	SouthTrust	FIRE	0	7	404.622.5051	15
1254		Glenwood Ave.	Vacant	Vacant	0	2		6
1257		Glenwood Ave.	Gravity Pub	Nightclub	1,980	0	404.627.5555	0
1259		Glenwood Ave.	Burrito Art	Restaurant	1,980	0	404.627.4433	0
1260	a	Glenwood Ave.	Checks Cashed Money Orders	FIRE	0	4		3
1260	b	Glenwood Ave.	Fragrances	Specialty Shop	0	4		17
1261		Glenwood Ave.	Capitol Realty	FIRE	0	4	404.622.1448	0
1263		Glenwood Ave.	Pastificio Camilli	Restaurant	1,980	0		0
1267		Glenwood Ave.	Stylistics Beauty & Barber	Beauty/Fitness	1,100	0	404.622.1148	0
1269	a	Glenwood Ave.	?? (vitamin health store)	Specialty Shop	800	0		0
1269	b	Glenwood Ave.	A Bunch of Balloons & Gift Shop	Gift Boutique	320	0	404.622.0008	0
1271		Glenwood Ave.	Kiva Tapas Bar	Restaurant	2,300	0		0
1279		Glenwood Ave.	Grant Central Pizza	Restaurant	0	4	404.627.0007	12
1287	a	Glenwood Ave.	Blumen	Gift Boutique	0	3	404.622.0092	0
1287	b	Glenwood Ave.	Mary's	Nightclub	0	3	404.624.4411	
1287	c	Glenwood Ave.	Vacant	Vacant	0	3		0
1287	d	Glenwood Ave.	Earthshaking Music	Specialty Shop	0	3	404.622.0707	0
1307		Glenwood Ave.	Let There Be Light	Specialty Shop	0	4		0
1308		Glenwood Ave.	Images Hair Salon	Beauty/Fitness	0	4	404.577.5558	5
1308		Glenwood Ave.	Take Out Café	Restaurant	0	4	404.688.8030	5
1314		Glenwood Ave.	Diagnostic Auto Maintenance	Automotive	0	3	404.589.9002	8
1323		Glenwood Ave.	B&W Supermarket II	Convenience	0	2	404.377.2762	15
1326		Glenwood Ave.	Armor Tire	Automotive	0	4	404.525.8116	10
1332		Glenwood Ave.	Residence	SF Residential	0	4		0
1335		Glenwood Ave.	Residence	SF Residential	0	2		0
1336		Glenwood Ave.	Dentist Temps Inc.	Health Professional	0	3	404.688.0013	10
1339		Glenwood Ave.	Vacant land for sale	Vacant	0	0		0
1342		Glenwood Ave.	Second New Zion Baptist Ch.	Religious Facility	0	3		20
1343		Glenwood Ave.	Peter Pan Daycare Center	Child Care	0	4	404.688.0003	15
1358		Glenwood Ave.	East Atlanta Supermarket	Convenience	0	4	404.523.5539	8
1332		May St.	I-20 Clinic Chiropractor	Health Professional	0	5		4
1332		May St.	Midtown Medical Center	Health Professional	0	5		4
1181	a	McPherson	Express Barber Salon	Beauty/Fitness	0	3	404.688.0425	25
1181	b	McPherson	Buddy's	Convenience	0	3		25

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1181	c	McPherson	Big Wok	Restaurant	0	3		25
1181		McPherson	FINA	Gas Station	0	3		25
1206		McPherson	Residence	SF Residential	0	2		0
1212		McPherson	Small World Care	Child Care	0	4		3
1205		Metropolitan Ave.	John B. Gordon School	Renovating	0	4	404.330.4124	100
1206		Metropolitan Ave.	Holy Temple Baptist Church	Religious Facility	0	7	404.223.0347	42
1210		Metropolitan Ave.	Bob Huber, CPA (vacant?)	Specialty Service	0	1		6
1210		Metropolitan Ave.	Early Taxi	Taxi	0	2		10
1259		Metropolitan Ave.	Metropolitan Law Center	Law	0	4		4
1273		Metropolitan Ave.	U.S. Postal Office	Public/Municipal	0	5		15
355		Moreland Ave.	Taco Bell/KFC	Restaurant			404.523.2541	20
356		Moreland Ave.	Shell Food Mart	Gas Station			404.688.0918	
381		Moreland Ave.	Good Luck Food	Convenience				
381		Moreland Ave.	Jackson Hewitt Tax Service	Specialty Service				40
403		Moreland Ave.	Mrs. Winners	Restaurant			404.688.5431	60
415		Moreland Ave.	Krystal	Restaurant			404.524.3616	40
420		Moreland Ave.	Checkers	Restaurant			404.622.4344	
427		Moreland Ave.	Wendy's	Restaurant			404.627.1616	40
440		Moreland Ave.	American General	FIRE			404.622.1511	25
443		Moreland Ave.	McDonald's	Restaurant			404.635.0700	40
450		Moreland Ave.	Long John Silvers	Restaurant			404.622.2239	40
461		Moreland Ave.	Residence	SF Residential				0
468		Moreland Ave.	Martha Brown Methodist Ch.	Religious Facility			404.622.1473	25
475		Moreland Ave.	Downey Auto Parts Store (vacant)	Vacant			404.622.1750	25
489		Moreland Ave.	Supreme Fish Delight	Restaurant			404.622.5566	10
495		Moreland Ave.	Shoe World	Clothing			404.622.0636	15
506		Moreland Ave.	Moreland Auto Centre	Automotive				10
525		Moreland Ave.	Smooth Ashlar Grand Lodge	Public/Municipal				40
527		Moreland Ave.	Payless Shoe Store	Clothing			404.622.5010	30
529		Moreland Ave.	Heavenly Touch Hair Design	Beauty/Fitness				
531		Moreland Ave.	H&R Block	Specialty Service			404.622.1448	
533		Moreland Ave.	H&R Block	Specialty Service				
537		Moreland Ave.	Full Bible Ch. of Deliverance	Religious Facility		2	404.627.4400	5
542		Moreland Ave.	New Beginnings Child Dev.	Child Care				
542		Moreland Ave.	Walkers Printing	Imaging Tech				
542		Moreland Ave.	First Iconium Baptist Church	Religious Facility			404.627.1371	60
542		Moreland Ave.	Moreland Avenue Womens Shelter	Social Service				
543		Stokeswood Ave.	Vacant	Vacant	0	4	404.525.6044	15

East Atlanta Parking Analysis

An analysis of the amount of parking needed if all existing buildings in indicated areas were converted to retail or restaurants use. Figures slightly higher than actual. Square footage based on existing footprint size. Existing spaces are estimates based on field observation.

Entire Study Area							
Future Parking Requirements							
Total Square Footage*	100% Restaurants	75% Restaurants	25% Retail	50% Restaurants	50% Retail	25% Restaurants	75% Retail
333149	3331	2499	416	1666	833	833	1249
Total Spaces	3331	2915		2499		2082	
<i>*Does not include churches, mortuaries, operating civic buildings or Branan Towers</i>							
Total Supply (including 100 on-street)*							
1623							
Potential Shortage	-1708	-1292		-876		-459	
Percentage Short	51.28%	44.32%		35.04%		22.05%	
<i>*Includes all parking within the study area</i>							
Usable Supply (including 100 on-street)*							
1324							
Potential Shortage	-2007	-1591		-1175		-758	
Percentage Short	60.26%	54.58%		47.01%		36.41%	
<i>*Does not include churches, mortuaries, operating civic buildings, or Branan Towers</i>							

Village Subarea							
<i>(excludes Moreland Ave, Flat Shoals north of McPherson, and west side of Flat Shoals Ave from mortuary north)</i>							
Future Parking Requirements							
Total Square Footage*	100% Restaurants	75% Restaurants	25% Retail	50% Restaurants	50% Retail	25% Restaurants	75% Retail
251657	2517	1887	315	1258	629	629	944
Total Spaces	2517	2202		1887		1573	
<i>*Does not include churches or operating civic buildings</i>							
Total Supply (including 100 on-street)*							
1156							
Potential Shortage	-1361	-1046		-731		-417	
Percentage Short	54.06%	47.50%		38.75%		26.50%	
<i>*Includes all parking within the study area</i>							
Usable Supply (including 100 on-street)*							
907							
Potential Shortage	-1610	-1295		-980		-666	
Percentage Short	63.96%	58.81%		51.95%		42.33%	
<i>*Does not include churches, operating civic buildings, or Branan Towers</i>							

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Moreland Avenue Subarea							
Future Parking Requirements							
Total Square Footage*	100% Restaurants	75% Restaurants	25% Retail	50% Restaurants	50% Retail	25% Restaurants	75% Retail
81492	815	611	102	407	204	204	306
Total Spaces	815	713		611		509	
<i>*Does not include churches or operating civic buildings</i>							
Total Supply*							
389							
Potential Shortage	-426	-324		-222		-120	
Percentage Short	52.27%	45.45%		36.35%		23.62%	
<i>*Includes all parking within the study area</i>							
Usable Supply*							
339							
Potential Shortage	-476	-374		-272		-170	
Percentage Short	58.40%	52.46%		44.53%		33.44%	
<i>*Does not include churches, operating civic buildings, or Branam Towers</i>							

Appendix

East Atlanta Neighborhood Survey

May 8, 1999

Total	Survey#	<u>Most Desired</u>													Total
		1	2	3	4	5	6	7	8	9	10	11	12	13	
12	Pharmacy (incl. O-fasion soda fountain)	1	1	1		1	1	1	1	1	1	1	1	1	12
7	Art/Design gallery						1	1	1		1	1	1	1	7
6	Dry Cleaner	1	1			1	1					1	1		6
6	Grocery/Farmer's Market	1	1				1			1	1			1	6
6	Medical/Dental/Vision					1	1	1		1	1			1	6
5	Video					1	1		1			1	1		5
4	Clothing		1			1			1					1	4
3	Banks									1	1	1			3
3	Beauty Supply/Hair Salon		1					1		1					3
3	Book Store	1					1						1		3
3	Restaurants - Gourmet									1		1	1		3
2	Auto repair - nice shop						1	1							2
2	Bakeries		1								1				2
2	Boys & Girls/Teenage Services								1		1				2
2	Furniture		1								1				2
2	Turn Signal at Glenwood/Moreland		1	1											2
1	Counseling Center										1				1
1	Deli Sandwich Shop					1									1
1	Garden Store	1													1
1	Gift Boutique								1						1
1	Hardware							1							1
1	Image Tech									1					1
1	Liquor Store - Upscale	1													1
1	Movie Theater											1			1
1	Music	1													1
1	Office Supply - Small												1		1
1	Pet food store												1		1
1	Private Schools									1					1
1	Real Estate									1					1
1	Religious Facility									1					1
1	Shoe Store		1												1
1	Toy Store											1			1
1	Tune Light									1					1
1	Wholesale										1				1
	Total	2	5	9	2	6	8	9	6	2	13	8	10	6	

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Total	Least Desired Survey#														Total	
		1	2	3	4	5	6	7	8	9	10	11	12	13		
6	Automotive Repair/Car Lots/auto parts					1	1					1	1	1	1	6
2	Check Casher												1	1		2
2	Gas stations											1	1		2	
2	Large wholesale operations					1	1									2
2	Super Chain Stores					1	1									2
1	Beauty Supply/Hair Salon												1			1
1	Communications Sales															1
1	Fast Food															1
1	Flower Shops												1			1
1	Head Shops								1							1
1	Large commercial businesses							1								1
1	Lottery Sales													1		1
1	Nightclubs												1			1
1	Pawn Shop												1			1
1	Strip Clubs								1							1
1	Strip Malls												1			1
1	Video		1													1
		0	1	0	0	3	4	0	2	0	1	5	7	3		

Appendix

EAST ATLANTA VILLAGE COMMUNITY WORKSHOP

February 27, 1999

Name	Organization
Shawn Ergle	Bubbles
Don Bender	Property Owner
Jim Buzbee	East Atlanta Ace Hardware
Palmer Smith	Verdio-O
Jason Deck	Resident
Judy Bender	Resident
Lady M. Griffin	Resident
Maudline Shivers	Resident
Emma Goode	Resident
Gennie C. Ealy	Resident
Nancy Moulton	Resident
Larry Johnson	Resident
Sally Flocks	PEDS
William White Jr.	MARTA
Derrick Kennedy	Resident
Evelyn Bailey	Resident
Sheba Bronner	The Top Kids Place
Roger Dottin	MARTA
W.C. Meadows	Resident
Sherry Dorsey	City Council District 5
M Susan Martin	SAND
Vincent Miles	Branan Towers
Mrs. Jenkins	Branan Towers
Shane Truax	Resident
Lonnie Booth	Resident
Renee Moog	SAND
Gates Kellett	Resident
Carey Yonce	Resident
Wayne Carrey	Tucker Auto & Electric, Inc.
Bill Smith	American General Life
Ken Rose	Resident
Vern McCarty	City Council District 1
Stan Harvey	South Star CDC
John Poppa	Resident
Chuck Baily	Resident
April Austin	Resident
A Ray Bailey	Resident
Sharon McKenna	Resident
Rolanda Alexander	Lizzie Alexander
Henry Bryant	Resident
Cheryl LaSonde	Resident
Dorothy Rose	The Hair Spot
Genie Strickland	Resident
Joy Carter	Resident
Tonya Ramsey	Resident
Jimmie Scott	EACA

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Vanessa Turner	Resident
Vicki Park	Resident
Patrick Hamer	Resident
Cedric Williams	Resident
Scott Petersen	Resident
Paul Zucca	NPU W
Steve DeFrancis	Capitol Realty
Todd Semrau	Heaping Bowl & Brew
Natalyn Archibong	Attorney at Law
W. Wesson Sadik	Best Buy Food Store
Suzanne Burnes	South Star CDC
Caleb Racicot	City of Atlanta
Aarton Fortner	City of Atlanta
Brian Bolick	LRE

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EAST ATLANTA VILLAGE COMMUNITY WORKSHOP

May 8, 1999

Name	Organization
Pearl Cherry	Resident
Sherry Dorsey	City Council District 5
David Bradley	Resident
Rose Ali	Resident
Harold W. Humphry	Resident
Maree Stuart	Resident
Stan Harvey	Resident
Ed Ellis	LRE
Tom Kincher	Resident
Wayne Carey	Resident
Genie Strickland	Resident
Beth-Ann Buitekant	Resident
Steve Carr	Resident
Catherine Holmes	Resident
Sister	Resident
Mai Samory	Resident
Ken Rose	Resident
Vannie Thomas	Resident
Ruth Harris	Resident
Eva Gay	Resident
Henry Bryant	Resident
Evelyn Bailey	Resident
Shawn Ergle	Resident
Ed Pease	Resident
Derrick & Diane Kennedy	Resident
J. Bell	Resident
Suzanne Burnes	Resident
E. Cook	Resident
Zelma Valentine	Resident
Jim Schneider	APAB
Caleb Racicot	COA
Christi Bowler	COA
Enrique Bascuñana	COA
Aaron Fortner	COA
Alycen Whiddon	COA
Harry Boxler	COA
Harold Buckley	COA
Cesar Geraldo	COA
Nancy Moulton	Resident
Larry Johnson	Resident
Willie W. Cobb	Resident
Slova Lindon	Resident
Betty Neville	Resident
Hazel Nousee	Resident
Willia B George	Resident
Charles Lamfurt	Resident

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Marie Shuor	Resident
Gladys Ward	Resident
Lo Jo Copeland	Professional Elegance, Inc.
Elizabeth B. Nells	Resident
Ida Bell Memming	Resident
Harold Stilse	Resident
M Susan Martin	SAND
Annie M. Meadows	Resident
Joyce Johnson	Resident
April Austin	Village Ice Cream
Jan Morrisette	Resident
Vincent Miles	Resident
W. Jenkins	Resident
Sharon McKenna	Resident
Johiane M. Tcuckstens	Resident
Helen Cortez	Resident
Sheba Bronner	Top Kids
Matthew Dennis	Smooth Ashlar Grand Lodge
Flora Hurin	Resident
Mae Fletcher	Resident
Sally Flocks	PEDS
Doug Young	COA
Chad Polazzo	Resident
Brian Karpinski	Resident
Dave Walker	Resident
Emma Goode	Resident
Linda DuBose	Candler Road Revitalization
Rolanda Alexander	Peter Pan Day Care
Alfred Vick	Resident
Harold Putnam	South Trust Bank
Alex Wallace	C-21
Juanita Bower	Resident
Don Bender	East Atlanta Partnership
Mamo Curtis	Mamo Curtis
Walt Foster	Resident
Lavenia Bell	Resident
Marjorie Cutter Reeves	Resident
Maryia G Bead	Oak Grove Ave Property
Jennett Stevens	Oak Grove Ave Property
Rebecca Sherman	Resident

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Edible Art
Kroger
Long John Silver's
Metropolitan Atlanta Rapid Transit Authority
Mrs. Winners'
Plumber and Pipefitters Local
Sacred Grounds

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City of Atlanta Staff**

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Assistant Director

Caleb Racicot
Project Manager

Enrique Bascuñana

Christi Bowler

Aaron Fortner

Exhibit A

Amendments to East Atlanta Village Study

General Changes

1. All references to “East Atlanta Village Study Area” within the Study are hereby referred to as “East Atlanta Village Study Subarea One”
2. The C1 zoned parcels at the intersection of Flat Shoals Avenue and Bouldercrest Road are added to the Study and hereby referred to as “East Atlanta Village Study Subarea Two.”
3. The C1 zoned parcels at the intersection of Flat Shoals Road and Fayetteville Road are added to the Study and hereby referred to as “East Atlanta Village Study Subarea Three.”
4. The Minority Business Association (MBA) is recognized as a business organization.
5. All instances of “East Atlanta Business Association” (EABA) are eliminated and replaced with “EABA and MBA”.

Chapter 2: Urban Design

1. On page 2:20, paragraph four, following sentence one, add, “This program could include a street sweeping program designed to reduce litter in all East Atlanta Village subareas and increase their attractiveness to potential customers.”

Chapter 3: Marketing and Image

1. On page 3:15, paragraph one, add the following bullet points: “Lack of a bookstore” and “Insufficient shoe stores.”
2. On page 3:16, paragraph four, add “shoe stores” to sentence one.
3. On page 3:16, between paragraphs four and five, as the following paragraph: “In order to facilitate the development of the above-mentioned projects and business recruitment efforts in all East Atlanta Village subareas, some recommended that EABA, EACA, and MBA work with the Atlanta Development Authority (ADA) to provide the necessary financial assistance to encourage such. The ADA’s One Stop Capital Shop could be utilized to provide low-interest loans and other tools to encourage this necessary neighborhood investment.”
4. On page 3:17, paragraph five, add the following sentence between sentences one and two: “Such chain uses could serve a highly visible gateways which could anchor the entrances to the Villages.”

Chapter 5: Parking and Land Use

1. On page 5:7, paragraph one, add the sentence “Develop a 200 space parking deck on the former Napa Auto facility at 1215 Glenwood Avenue.”
2. On page 5:7, paragraph three, add the sentence “Public parking could also be included as part of any new library facilities constructed in the Village if the Atlanta-Fulton County Library supports such.”

Chapter 6: Context

1. On page 6:7, between paragraphs three and four, add the following paragraph: “The development of improved pedestrian, green corridor and bicycle connections along Flat Shoals Avenue between East Atlanta Village Subareas One, Two and Three were desired by residents, business, and property owners as well. Improved urban design and streetscape improvements in these areas were desired too. With the potential for increased development in these nodes, improvements in these nodes offer the opportunity to improve the quality of life throughout the area.”

Chapter 8: Action Program

1. Add the following under the Policy heading of the Urban Design section of the Action Program Matrix, “Perform urban design improvements in all subareas” and “Work with the City of Atlanta to identify funding sources for urban design improvements”. Both actions are five-year program to be implemented by City Council/COA-DPDNC/MBA/EABA.
2. Add the following under the Program heading of the Urban Design section of the Action Program Matrix, “Implement a street sweeping program” as a one-year program to be implemented by EABA/MBA.
3. Add the following under the Project heading of the Marketing section of the Action Program Matrix, “Work with ADA to provide financial assistance for development and business investment” as a one year project to be implemented by City Council/EABA/MBA/EACA/COA-DPDNC/ADA.
4. Add the following under the Project heading of the Parking and Land Use section of the Action Program Matrix, “Develop a parking structure at 1215 Glenwood Avenue for public use” and “Work with the Atlanta-Fulton County Library Authority to provide public parking as part of a new library.” Both are five and fifteen-year projects to be implemented by Property Owner/COA-DPDNC/EABA/MBA.