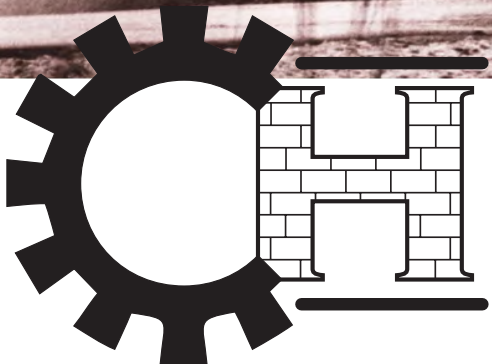


CASTLEBERRY HILL NEIGHBORHOOD

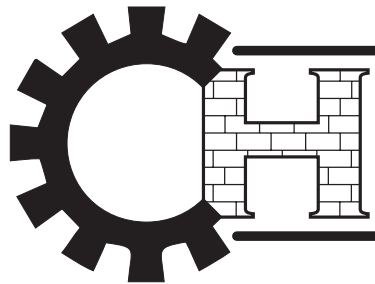


MASTER PLAN

FINAL DOCUMENT – JUNE 2000

CASTLEBERRY HILL NEIGHBORHOOD MASTER PLAN

FINAL DOCUMENT — JUNE 2000



PRESENTED BY

CASTLEBERRY HILL NEIGHBORHOOD ASSOCIATION

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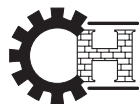
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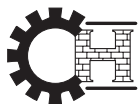


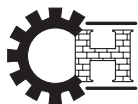
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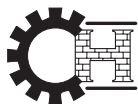
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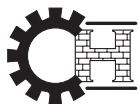
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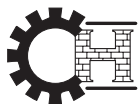


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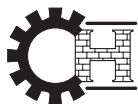
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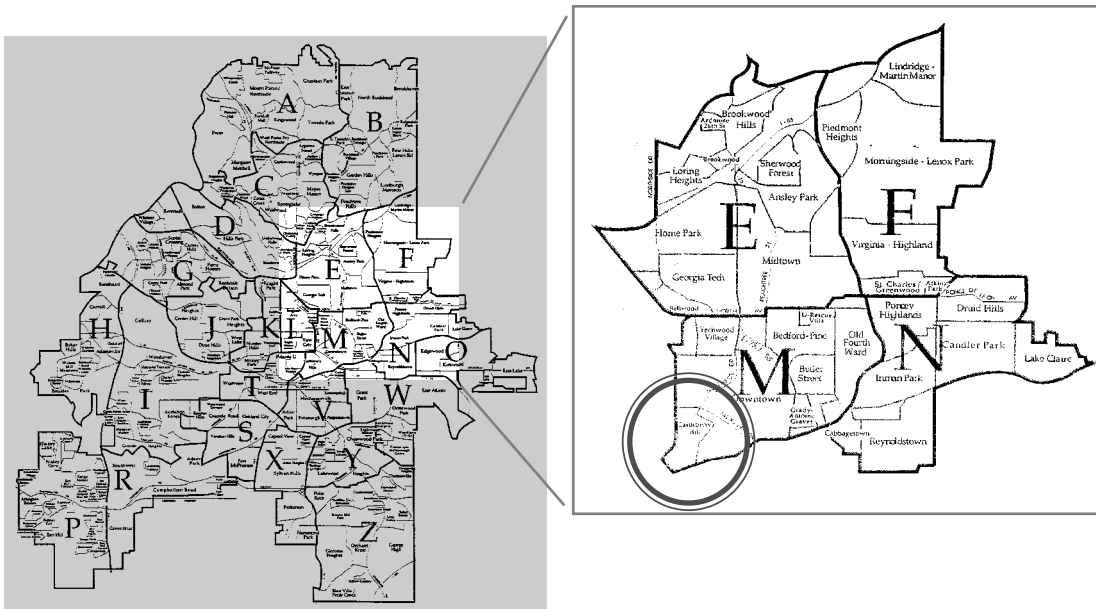
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Located on the southwestern edge of Downtown Atlanta and south of the Philips Arena, Georgia Dome and Georgia World Congress Center, Castleberry Hill is one of about 230 neighborhoods defined by the City of Atlanta. These neighborhoods are organized into 24 Neighborhood Planning Units (NPU) which reflect the City’s policy of community-level planning, of which the Castleberry Hill Master Plan is an example. The Castleberry Hill Master Plan is a project administered by the City of Atlanta Bureau of Planning and funded by a grant from the Atlanta Empowerment Zone Corporation and the United States Department of Housing and Urban Development. It is a collaborative effort between the Castleberry Hill Neighborhood Association and David Butler & Associates, Inc.



This plan is presented according to the three work phases:

1) INVENTORY AND ISSUE IDENTIFICATION:

The existing conditions within the neighborhood are studied and documented.

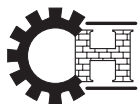
2) DEVELOPMENT PLAN:

In public meetings, neighborhood goals are established. Plans and conceptual drawings are produced based on the determined objectives.

3) IMPLEMENTATION STRATEGY:

Projects are prioritized and sources of funding identified. A mechanism for monitoring progress is established.

Castleberry Hill is a unique urban community with a strong historic identity. Many of the early 20th-century warehouse buildings forming continuous frontages along the streets have been converted to lofts and are now the predominate housing type. There



is a recent, culturally diverse population which is young and single or married without children, although a handful of older residents have decided to test the urban environment as well. The few children play on the sidewalks or empty parking lots. Some residents have called Castleberry Hill their home for decades. All want their community to be a better place to live and work. While there are numerous commercial establishments, they are mainly wholesale and light manufacturing operations from the early days or strip developments aligning the arteries that frame Castleberry Hill – not neighborhood oriented. Those who live here have expressed a strong desire for useable, green, open space. This study finds that, despite the recent influx of residents, Castleberry Hill continues to have deterioration in existing buildings and sites, a deficient street layout, patterns of vacant land, and environmental conditions detrimental to public health, safety and welfare.



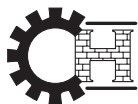
Castleberry Hill lies within the boundaries of Downtown Atlanta as defined in the Central Atlanta Action Plan (CA²P). The Downtown boundaries are roughly North Avenue, Northside Drive, I-20, and Boulevard. Downtown and Midtown are the geographic and economic hub of metro Atlanta as well as the Southeast, two of the nation's fastest growing areas in population and jobs.

Clearly, Castleberry Hill can benefit from its association with Downtown and the goals of CA²P, which include capturing a share of metropolitan Atlanta's economic boom and creating a local critical mass of workers and residents to expand and attract amenities and services presently in shortage.

The north edge of Castleberry Hill is marked by the arrival of the Techwood and MLK Drive viaducts. The many vacant parcels to the northeast are used primarily for parking for the Georgia Dome, Georgia World Congress Center, and Russell Federal Building. Three of the neighborhood's five viaducts crossing the railroad bed occur in the northeast: MLK Drive, Mitchell Street and Nelson Street (which is presently closed). The other two viaducts are Peters Street and McDaniel Street. Friendship Baptist Church anchors the northwest corner, with a strip retail and the garden-style apartment complex Northside Plaza to its immediate south.

The western and eastern arteries that frame Castleberry Hill are characterized by commercial strip developments. Both Northside Drive and Whitehall Street include wholesale/retail uses, while Whitehall, because of the I-1 zoning, includes some manufacturing uses and, incidentally, a vineyard adjacent to Atlanta Wholesale Wine.

One of the more notable characteristics of Castleberry Hill is its 40-acre federally recognized Historic District, placed on the National Register of Historic Places in 1985, which is described as containing the largest and best concentrated remnant of railroad buildings in Atlanta. These buildings were historically used for retailing, wholesaling, and light industry. The railway, which defines street and building patterns as it cuts through Castleberry, is as old as Atlanta itself. Early 20th-century commercial and



industrial structures form continuous frontages at the street and railway lines, giving the area a distinctive urban look. Peters Street, the traditional route from Downtown to West End, cuts through the district.

The broad open floors of the buildings in this area have recently become the sites of residential loft conversions as the area, like much of downtown and midtown Atlanta, has gained attention due to the recent popularity of in-town living. The Deere Building (49 units) and the GE Building (48 units), redeveloped in 1996, led



Castleberry Square as seen from Peters Street (above) and Mangum Street (at left).

the recent sudden market for loft housing in Atlanta. Castleberry Square, however, was developed in 1983 and is generally recognized as Atlanta's first loft project. It is common to see artists, photographers, writers, metal smiths, and other crafts-

persons living and working in the old warehouse-style buildings. Residents present in 1990 said the US Census conducted in that year passed over loft housing in the area, and, while Census 2000 takers also had a difficult time determining which buildings were used as residences, they were assisted by the planning team to ensure an accurate representation of the neighborhood. In addition to residential uses the Historic District includes some commercial uses such as wholesale/retail operations, machinists, metal fabricators, and barber shops.



Renovated buildings along Peters Street.

Despite the rise in residential occupancy and the presence of uninterrupted building frontages, the Historic District contains a surprising amount of vacant land. Of a parcel database totaling 24 acres, 29% (7 acres) were surveyed vacant in the summer of 1999. A large contributor to the vacant acreage is the Norfolk Southern parcel on Peters Street, which was offered for sale during the planning process.

There is a preponderance of vacant land outside of the Register District as well – 30.5 parcel acres out of 114, or 27%, were surveyed vacant. Many relatively smaller vacant properties are to the west of Walker Street. The majority of tax delinquent parcels, blight and overgrown vacant lots occur in this area. Even so, this area is home to prominent businesses such as H.J. Russell & Company and the majority of churches in



Castleberry Hill as well as the few remaining single-family detached structures from the early 1900s. McDaniel Street is lined with small, independently owned retail establishments that originally served John Hope Homes and now serve its replacement, the Village at Castleberry Hill, an Atlanta Housing Authority mixed-income project.



Few single-family detached homes remain.

Another notable characteristic of Castleberry Hill is that part of Atlanta's Empowerment



Friendship Baptist Church on Mitchell Street and the Hills Avenue Baptist Church.

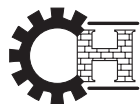


Zone

enters the neighborhood in two places: south of Fair Street to McDaniel Street, and north of Mitchell Street to MLK. The Empowerment Zone eligibility criteria indicate that portions of Castleberry Hill suffer from pervasive poverty, unemployment, and high vacancy rates.

Empowerment Zone legislation provides for grants and tax incentives for certain types of

projects in the zone, including the development of this Master Plan.



VISION STATEMENT**0.02.01**

Castleberry Hill is a historic downtown neighborhood, unique in Atlanta. Its future is informed by its colorful past: markets, shops, restaurants and residences enjoyed by diverse peoples. In this urban oasis situated amidst business, government, transportation, sports, entertainment, and convention facilities, old buildings are given new life. The community takes pride in its streetscapes, green spaces, public art, and historic structures.

See SECTION 2.01.

GOALS**0.02.02**

After developing the vision statement, the neighborhood focused on priority issues and developed the following list of goals:

- To promote and preserve economic development and a variety of housing opportunities, and to encourage an economically and culturally diverse population in Castleberry Hill.
- To attract and support quality services and retail in the neighborhood.
- To reduce crime, drug use and loitering, and maintain an environment in which neighbors and visitors feel safe and secure.
- To preserve historic buildings and sites and develop new ones which compliment the old.
- To develop parks, open spaces and convenient pedestrian circulation.
- To provide adequate parking for present and future residents and commercial uses.
- To facilitate safe and convenient circulation of pedestrian, non-motorized and vehicular traffic and to minimize conflicts between these various modes of transportation.

See SECTION 2.02.

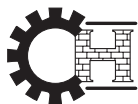
DEVELOPMENT PLAN**0.02.03**

The Castleberry Hill development plan consists of well-defined programs and projects intended to fulfill the neighborhood's objectives, including the formation of a community development corporation (CDC), the preservation of the Historic District through design guidelines and zoning, the establishment of pedestrian-friendly streetscapes, promoting neighborhood-oriented retail and employment opportunities, addressing a variety of transportation and parking concerns, reinstating a regular neighborhood clean-up program, reducing crime and improving safety through neighborhood watch and resident-business partnerships, and the construction of a park, greenway and community center.

See SECTION 2.03.

URBAN DESIGN PLAN**0.02.04**

The ideas of this Master Plan were developed over many months of neighborhood discus-



sion and collection of data, and the urban design plan was produced to record these ideas in one graphic document, FIGURE 0.02.04. It is not a construction document or a mandate to develop in a narrowly construed fashion; rather, it is an exploration of what the neighborhood might become if development followed the ideas generated by the Master Plan process.

To that end, the urban design plan illustrates both projects of the development plan as well as conjectural in-fill projects which assume development of certain parcels according to neighborhood objectives of better connecting buildings to the public life of the street, providing more greenery and trees (especially along streets), locating parking to the rear of buildings, restoring surface street continuity, promoting pedestrian convenience, and encouraging neighborhood-oriented retail and restaurants.

It is important to note that this plan is not an end, but rather a beginning. It should be monitored and updated with the consensus of the neighborhood.

PRIORITIZATION OF PROJECTS

0.02.05

The Master Plan establishes criteria for setting priorities and identifies actions which should be undertaken during different time frames. During the next 18 months, high priority projects include establishing guidelines for urban design and historic preservation, the formation of a community development corporation to receive grants and other funding for projects such as the Castleberry Hill Park and the Peters Street retail area, and implementing programs to eliminate visual unsightliness.

In the short term, 2002 to 2006, the focus turns to the acquisition of land for the Park, Greenway Trail, a community center and community parking lot; streetscapes in the Peters Street retail area and the railroad spur south of Haynes Street; and transportation projects including the replacement of bridges and viaducts, and studies of Northside Drive and Techwood Extension alternatives.

Long-term concerns for Castleberry Hill are transportation projects related to West Side development and a community parking lot.

See SECTION 3.01.

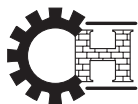
FUNDING, IMPLEMENTATION, MONITORING & FOLLOW-UP

0.02.06

Because the neighborhood intends to carry out the projects identified in the Master Plan, sources of funding and a means of implementing the projects has been determined. Implementors are described in the Development Plan, SECTION 2.03. Funding sources are listed in SECTION 3.02. The Action Matrix, FIGURE 0.02.06, brings together costs, funding sources, responsible agencies and a timeline for these projects in one document.

A major participant in the implementation will be the Castleberry Hill Development Corporation, which has already been formed as a Georgia non-profit corporation and is currently applying for federal 501(c)3 non-profit status. This entity will have the time and resources to implement projects and monitor and update the Master Plan.

See SECTIONS 3.02 and 3.03.



STUDY AREA

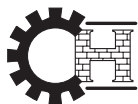
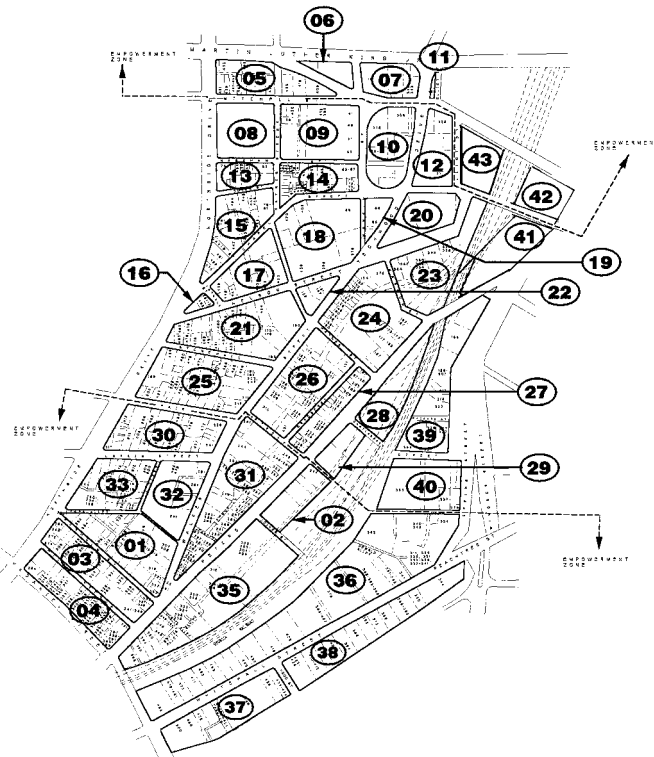
1.01.01

The boundary of the study is the boundary of the Castleberry Hill neighborhood shown on the map entitled "Planning Units for Atlanta's Neighborhoods," amended 1996 and in FIGURE 1.01.01. This is the legal neighborhood boundary, verified by City Planning staff.

The CODA study produced in 1996 appears to misrepresent the boundary by excluding the Norfolk Southern parcels along Spring Street between Mitchell and Peters Streets. The passage below revises the CODA description by strike-through to reflect the legal boundary of Castleberry Hill:

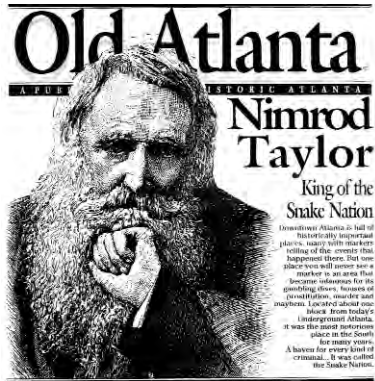
~~Commencing at the west right-of-way (R.O.W.) line of Northside Drive where it intersects the north R.O.W. line of Martin Luther King, Jr. Drive; thence following the same Martin Luther King, Jr. Drive R.O.W. line in an easterly direction to the east R.O.W. of Techwood Drive; thence in a due south direction along the east parcel line of properties facing Techwood Drive to the northeast R.O.W. of Mitchell Street; thence following the same Mitchell street R.O.W. line in a southeasterly direction to its intersection with the east R.O.W. of Elliott street; thence following the same Elliott Street R.O.W. line in a southerly direction to the north R.O.W. of Nelson Street; thence following the same Nelson Street R.O.W. line in an easterly direction to the east R.O.W. of the Central of Georgia, Atlanta and West Point and Southern Railroads; thence following the same railroads R.O.W. line in a southerly direction to the south R.O.W. of Peters Street; thence in a due east direction to the east R.O.W. line of Spring Street; thence following the same Spring St. R.O.W. line in a southerly direction to the north R.O.W. of the I-20 interstate expressway; thence following the same I-20 R.O.W. line in a southwesterly direction to the southwest R.O.W. of McDaniel Street; thence following the same McDaniel Street R.O.W. line in a northwesterly direction to the northwest R.O.W. of Northside Drive; thence following the same Northside Drive in a northeasterly, then northerly direction back to the point of commencement at the north R.O.W. of Martin Luther King, Jr. Drive.~~

For the purpose of conducting field surveys the neighborhood was divided into blocks as shown here. The actual surveys are in APPENDIX I.



The importance of Castleberry Hill to the growth of Atlanta lies largely in its relationship to the railroad. The long curve of the railroad that cuts through the community is one of the original lines that brought the city into being. The railroad line and its activities shaped not only the streets, but also the buildings and the land uses in the community.

Castleberry Hill was the name generally associated with a topographic rise that peaked along Walker Street between Fair and Stonewall Streets on land owned by Daniel



Castleberry, an early settler, possibly the winner of land lot 84 in the lottery of 1821. In the late 1840s and early 1850s, "Snake Nation," a name of unknown derivation, was commonly used by the public press to identify "a settlement along Peters Street (earlier, White Hall Road) from the railroad crossing south to Fair Street [that was] devoted almost entirely to the criminal and immoral element." The Atlanta City Council was in deep distress about the undesirable environs of Snake Nation and the nearby Slabtown and Murrell's Row. A large body of disguised Atlantans

raided the tenderloin district one night, whipped and ran off the "rowdies," and burned down all three settlements.

As Atlanta grew after the Civil War from a newly chartered city to a regional rail distribution center, so did Castleberry Hill. The area began as a residential district with Peters Street functioning as a trade and commercial strip supporting adjacent



The vigilante group which "cleaned out" Snake Nation

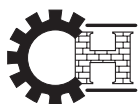
residential areas as well as the railroad-related businesses. As a business center, Peters Street received a boost in 1871 when the first horse-drawn trolley line in Atlanta was routed along it. In 1878, the City Directory lists laborers, clerks, carpenters, saloon



Daniel Peters

keepers, weavers, tailors, grocers, butchers, blacksmiths, cabinet makers and other occupations typical of the pattern for the era of living within walking distance of work. The principal community facilities were the Walker Street School and a fire station on the corner of West Fair and Bradberry Streets. A wooden trestle bridge on Nelson Street, likely the first in the city, was the only street in the district overpassing the railroad. The trolley line crossed this bridge and sought out Peters Street by way of Walker, rather than using the dangerous at-grade crossing at Peters.

By 1892, a dense African-American community had been established, mainly concentrated in the southern part of Walker Street, due in part to the continued displacement of housing by commercial/industrial expansion within the district and the availability of housing for whites in other parts of the city. Several new residences and the Walker Street M.E. Church were



built in the triangle formed by Nelson, Haynes and Walker Streets. A new iron bridge replaced the wooden structure at Nelson Street.

Real estate development activities were formidable throughout Atlanta in the first three decades of the 20th century, and the effect of this transformation on Castleberry Hill was dramatic. A building boom along Peters Street resulted in one-and two-story brick buildings placed along the property lines and street, forming a continuous wall of similar facades leading to the distinct and sharp intersection of Peters and Walker Streets.

The Peters Street Citizens Committee was instrumental in several public improvements, including the paving and widening of Peters Street in 1903 and the construction of the first Peters Street bridge in 1904. The mule-drawn trolley was replaced by the electrified street railway around 1900 and a new concrete viaduct replaced the iron bridge on Nelson Street. The Southern Railroad erected additional freight handling facilities and continued to build spur lines east of Peters Street. The residential area north of Fair Street had



Castleberry Hill circa 1914 (courtesy of the Atlanta History Center) shows the early African-American community and industrial expansion.

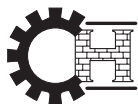
become almost entirely occupied by African-Americans by 1911. By 1915, however, the housing was totally replaced by warehouses and light manufacturing buildings following the construction of a spur line east of and parallel to Nelson and Walker Streets.



The Swift and Kingan buildings today, redeveloped for residential/retail use.

Peters Street continued to function as a neighborhood retail/service center and, in the boom years of the late teens and early 1920s, served both city-wide and regional markets. Two of the nation's largest meat packing companies, Swift & Company and Kingan & Company, were located there. The status of Castleberry Hill around 1932 represents the most mature development of the area, with 70% of the buildings used for non-residential purposes. The only community facility remaining in the neighborhood was the Walker Street School, which was destroyed by fire in 1983.

Between 1950 and 1980, industry and interest left as trade and residential growth moved to the



suburbs. Many of the buildings were abandoned for new facilities. As commerce declined sharply, the district became bleak and deteriorated. A few heavy industrial businesses remained, but the vibrant nature was gone.

Some single-family residences have endured within the neighborhood, and a few businesses have continued to operate for decades. In more recent years, activity returned to

Castleberry Hill as a few artists began to inhabit and work in the old warehouse buildings. With the surge in popularity of loft living and the robust economy, the renovation and adaptive re-use of buildings has continued, and the population is growing.

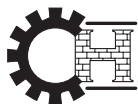
For a map of historic resources see FIGURE 1.08.02.



Houseparts, a decorative arts manufacturer and distributor, occupies several buildings on Whitehall Street



A vacant building on Nelson Street, viewed from the railroad spur which runs behind it.



EMPOWERMENT ZONE**1.02.01**

In 1994 the City of Atlanta received the designation as an urban Empowerment Zone by the federal Department of Health and Human Services. This awarded Atlanta a grant of \$100 million and \$150 million in business tax incentives. Two segments of Castleberry Hill are included in the Empowerment Zone (see FIGURE 1.01.01).

The purpose of Empowerment Zone legislation is to encourage job development while simultaneously preparing low-income residents to fill those jobs in some of the most impoverished areas in the country. Atlanta sees an Empowerment Zone as a vehicle to assist needy members of the community make the transition from poverty to full participation in the economic mainstream.

In addition to grants, Atlanta's strategic plan includes tax incentives for qualified businesses operating in empowerment zones. Businesses that either relocate or expand within the zone and hire zone residents are eligible for employer wage credit, an increased Section 179 deduction, and a new type of tax-exempt bond with a lower interest rate than conventional financing.

Through NPU-M, the Castleberry Hill Neighborhood Association elects a representative to the Community Empowerment Advisory Board (CEAB). The mission of the CEAB is to facilitate interagency cooperation, engage its members and agencies to ensure follow through on commitments, and to generally promote and support the initiative.

CITY OF ATLANTA 2000 CDP**1.02.02**

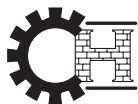
The preparation of a comprehensive development plan (CDP) is a requirement of the Charter of the City of Atlanta. The stated purpose of the plan is:

- To set forth the comprehensive development goals, policies and objectives for both the entire city and for individual communities.
- To identify the general location, character, and extent of streets, thoroughfares, parks, recreation facilities, sites for public buildings and structures, City- and privately-owned utilities, transportation systems, housing, community facilities, future land use, and other policies to provide for the improvement of the City over the next 15 years.

The CDP is used as a guide in the preparation and adoption of the five-year Capital Improvements Program (CIP) and yearly City Budget. The CIP includes a general financial plan for funding all city capital projects needed over the entire 15 year period.

CURRENT PROGRAMS AND PROJECTS IN THE CDP THAT AFFECT CASTLEBERRY HILL:

- Empowerment Zone program
- Castleberry Hill Mixed-Use Enterprise Zone
- Westside Tax Allocation District (previously proposed as the Techwood Park Tax Increment Financing District)
- The Village at Castleberry
- McDaniel Street intersection at Southern Railroad



- Northside Drive intersection at McDaniel Street
- Northside Drive intersection at Fair Street
- Centennial Park Trail and West End Trail
- Peters Street bridge replacement
- Mitchell Street viaduct replacement
- Spring Street viaduct replacement
- CDBG Sidewalk Assessment

No pedestrian facilities for Castleberry Hill are listed in 1998 CDP.

CURRENT PROGRAMS AND PROJECTS IN THE CDP THAT POTENTIALLY AFFECT CASTLEBERRY HILL:

- Transportation policies:
 - Assure the compatibility of freight operations with existing neighborhoods
 - Support pedestrian activity as a preferred mode of transportation in densely developed areas with accommodation for the handicapped
 - Support bicycling as a preferred mode of non-polluting transportation by constructing bicycle facilities
 - Greenway Trail Corridor plan
 - Street light modernization
 - Street name signs
- Preserve and maintain sites which are visible reminders of the City's architecture, history and culture as historic resources.
- Strengthen neighborhood unity and stability by creating neighborhood parks that increase opportunities for neighbors to interact. Meet or surpass 10 acres of park land per 1000 persons.

CASTLEBERRY HILL ENTERPRISE ZONE

1.02.03

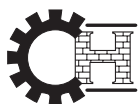
An Enterprise Zone is a designated district within a depressed area where, to encourage private investment, the City of Atlanta and Fulton County may abate ad valorem taxes on new development, rehabilitation and certain inventories. Furthermore, the city may waive payment of development impact fees within the enterprise zone. See FIGURE 1.02.03 for a map of the Castleberry Hill Enterprise Zone.

The City adopted a Mixed-Use Residential/Commercial Enterprise Zone for Castleberry Hill in 1995. Fulton County adopted a Housing Enterprise Zone the same year. See APPENDIX D for legislation.

RITZ ORDINANCE

1.02.04

The RITZ Ordinance recognizes that "the redevelopment or growth of certain areas of the city will be increased or sustained by the promotion of retail or mixed-use including retail and the availability of increased retail shopping opportunities will provide addi-



tional amenities to encourage and support intown or downtown residential housing” and defines zones wherein the City of Atlanta provides exemptions or reductions to fees for a Business Tax Registration Certificate, or business license. To qualify, a business must be a street-level retail or multi-level retail operation. All mixed-use residential and commercial urban enterprise zones and empowerment zones are considered retail incentive tax-exempt for tax years 1998 through 2003. Both types of zones are found within Castleberry Hill.

NATIONAL REGISTER OF HISTORIC PLACES

1.02.05

About 40 acres of Castleberry Hill are on the National Register of Historic Places (see FIGURE 1.02.05). The Inventory-Nomination form produced by the National Park Service refers to the area as the Castleberry Hill Historic District and describes the present and original physical appearance of the District and the Areas of Significance. For Castleberry Hill, these areas are community planning and development, transportation, architecture, and commerce. The dates of development are listed as 1890s through 1940s, and the Suggested Level of Significance is “local.” The nomination was sponsored by Castleberry Square Ltd. (Realty Company of America).

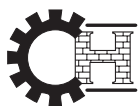
Presently, there is limited protection for the Historic District. Castleberry Hill has yet to find a chapter in Atlanta’s zoning ordinance. Protection is limited to Section 106 of the National Historic Preservation Act of 1966 and the conditions of the C5-C zoning district, the boundary of which is inconsistent with the Castleberry Hill Historic District.

THE NATIONAL HISTORIC PRESERVATION ACT OF 1966 (NHPA)

1.02.06

Section 106 of the NHPA requires federal agencies to take into account the effects of their undertakings on historic properties, and afford the Advisory Council on Historic Preservation (Council) an opportunity to comment. The responsible federal agency first determines whether it has an undertaking that could affect historic properties, which are properties that are included in the National Register of Historic Places, or that meet the criteria for the National Register. If the property is included, the federal agency must identify the appropriate state historic preservation officer (SHPO) to consult with during the process. It should also plan to involve the public. If the agency finds that no historic properties are present or affected, it notifies the SHPO and, barring any objection, may proceed in 30 days.

If the agency’s undertaking could affect historic properties, it conducts studies and identifies potential effects. If questions arise about eligibility of a property, the agency consults the National Park Service. If the agency, in consultation with the SHPO, agrees there is no adverse effect, it proceeds with the undertaking. If the parties cannot agree or they find there is an adverse effect, the agency begins to identify ways to avoid adverse effects. The agency may consult with the Council, usually resulting in a memorandum of agreement (MOA), which outlines agreed-upon measures that will avoid or minimize adverse effects. If consultation proves unproductive, the agency, SHPO, or Council may terminate consultation. If the SHPO terminates consultation, the agency and the Council may conclude an MOA without SHPO involvement.



As a result of the Georgia Historic Preservations Act of 1980 signed into law by then-Governor George Busbee, the City of Atlanta was able to establish their own historic preservation ordinance to legally protect its historic resources. The Atlanta Urban Design Commission has the responsibility for protection of the City's historic resources through the ordinance. The public policy of the City of Atlanta Comprehensive Historic Preservation Ordinance is:

- To affect and accomplish the protection, enhancement and perpetuation of such buildings, sites and districts which represent or reflect special elements of the city's cultural, social, economic and architectural history.
- To safeguard the city's historic, athletic and cultural heritage as embodied and reflected in such buildings, sites and districts.
- To stabilize and improve property values in such buildings, sites and districts.
- To foster civic pride in the beauty and noble accomplishments of the past.
- To protect and enhance the city's attraction to tourist and visitors and thereby support and stimulate business and industry.

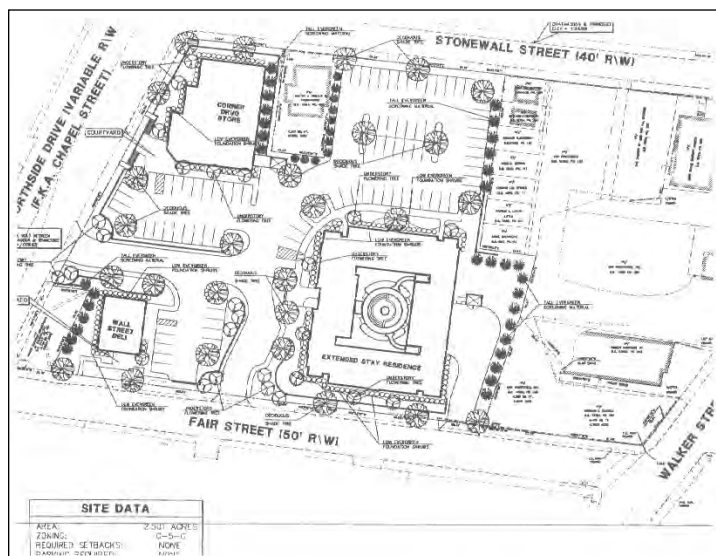
Protection is offered in three levels: Landmark Buildings and Districts, Historic Buildings and Districts, and Conservation Districts.

H.J. RUSSELL INFILL MASTER PLAN

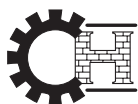
In late 1999, H.J. Russell & Company announced it will spend \$300 million on development in the West End. Many of these projects occur within the boundaries of Castleberry Hill, mostly on vacant land west of Walker Street.

SRO/RETAIL

Construction on the first block along Northside Drive between Stonewall and Fair Streets is close to commencement at the time of publication. This project includes three structures and associated parking. Due to existing grade conditions at Northside and Stonewall, the pharmacy building is elevated on retaining walls above the street with parking behind. Just behind the Northside frontage occupied by Turner billboards, a Wall Street Deli will be built. East of the Deli along Fair, an access road leads to parking at the interior of the site. This parking spreads over to front along Stonewall. The main building on the site, an extended stay facility/single residence occupancy hotel, is located



Site plan for retail and housing on Northside Drive.



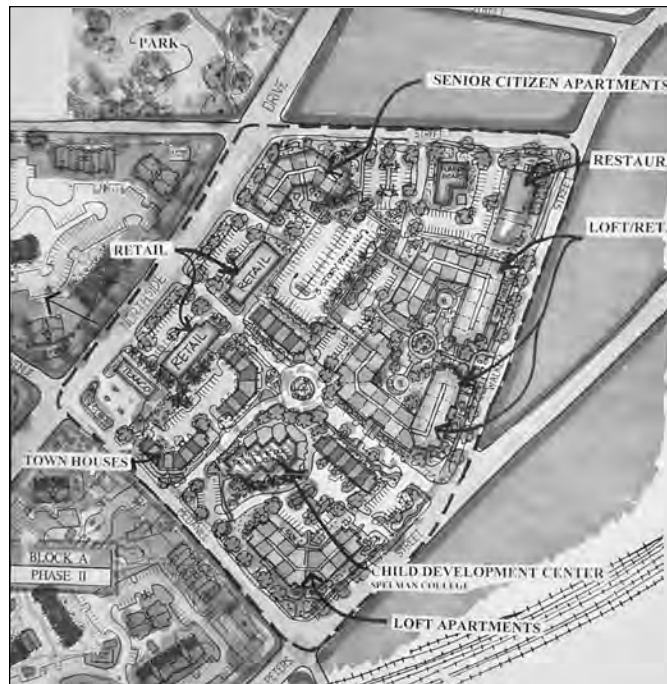
toward the interior of the block, east of the Deli and access road. After discussions with the neighborhood, H.J. Russell moved this building to better front Fair and added offices at the sidewalk level.

“SUPERBLOCK”

H.J. Russell has also produced a master plan for the “Superblock” bounded by Walker, Peters, McDaniel, and Northside:

Two streets bisect the block: a street at or near Trenholm Place connects Peters to Northside, and a street at or near the present Larkin Alley connects Larkin Street with McDaniel. There is a roundabout feature at their intersection. Hills Avenue is removed.

A restaurant is shown at the corner of Larkin and Walker Streets at what is presently Carroll’s Machine Shop.



Early rendering of the “Superblock” planned by H.J. Russell & Company for the southwest corner of the neighborhood.

South of the proposed restaurant on Walker are two loft/retail buildings. These buildings frame a landscaped courtyard. The buildings also front on the bisecting street that aligns with Larkin Place. There is a pedestrian connection from Walker through the courtyard to Larkin Place. The loft/retail buildings are connected by sky bridges to a three-level parking deck on the west side of Larkin Place.

South of Trenholm is a surface parking lot fronting Peters Street.

At McDaniel and Peters is a loft apartment building following the corner behind heavy landscaping.

Looking west along McDaniel, there is a surface parking lot fronting a Child Development Center operated by Spelman College, then the bisecting street that leads to the former Larkin Place. West of Larkin Place are townhomes.

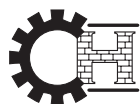
At the corner of McDaniel and Northside is the existing Texaco Station. Two retail strips behind parking lots are situated along Northside, and at the corner of Northside and Larkin is a senior citizen apartment building.

The Superblock is a preliminary concept and will likely undergo significant changes.

MULTI-MODAL PASSENGER TERMINAL

1.02.09

Plans for a Multi-Modal Station have been produced by Heery International Architects



and the Georgia Department of Transportation. The station would connect local and interstate buses, commuter rail, high-speed inter-city rail, local light rail, automobiles and pedestrians. The proposed site is bounded by Alabama, Lower Wall, Forsyth and Spring Streets.



Heery's plan shows a low-rise building with pedestrian entrances on Spring across from the Five Points MARTA station, and bus and car entries from Spring as well. The rendering depicts a dramatic pedestrian suspension bridge spanning the gulch from Spring Street to the OMNI MARTA station. Because of

the increased viability of Downtown since the project's conception, project managers are considering a high-rise office component and a possible public-private venture, phased over a number of years.

1999 CENTRAL ATLANTA TRANSPORTATION STUDY (CATS) DRAFT

1.02.10

The intent of CATS was to update the previous Downtown Management Study complete in 1988, particularly in order to reevaluate redevelopment activity on the west side of downtown. The study mission was to support a balanced, complete and integrated transportation system that encourages sustainable development.

This plan is further discussed in relation to Georgia Department of Transportation plans in SECTION 2.05.01.

WESTSIDE TAX ALLOCATION DISTRICT

1.02.11

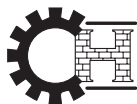


(Previously known as the Techwood Park Tax Increment Financing District.)

Tax increment financing is a method of paying for public improvements within a designated redevelopment district through the increases in tax revenue resulting from the revitalization of that district. Tax allocation bonds are used to finance redevelopment costs within a tax allocation district (TAD) and are issued on the basis of pledging the projected increase in ad valorem tax revenues from the proposed redevelopment within the TAD for the repayment of such bonds. TAD funding can act as an incentive to developers who may receive up-front funds to make improvements to infra-

structure within the district as part of their project. The TAD is administered by the Atlanta Development Authority (ADA).

The area of the Westside TAD which enters Castleberry Hill is bounded by Fair and Peters Streets, the railway, and MLK. A representative from Castleberry Hill sits on the Westside TAD Downtown Advisory Committee, whose role it is to advise the ADA's board of director on projects seeking TAD funding.



CORPORATION FOR OLYMPIC DEVELOPMENT IN ATLANTA (CODA) PROJECT AREA REPORT

1.02.12

The CODA report was produced as part of the Olympic Ring Neighborhoods Survey conducted in the summer of 1993. The survey collected data which could qualify Castleberry Hill as an "Urban Redevelopment Area" according to Georgia state law. Under the law, with an approved urban redevelopment plan, the municipality gains the legal authority to employ special development powers and tools to carry out rehabilitation. The designation of Urban Redevelopment Area occurs through a "Resolution of Necessity" by the City Council. The CODA report made the following findings, which justify the Resolution of Necessity:

- Structural deficiencies and continuing deterioration in existing buildings and sites.
- Deficient street layout, property access and subdivision standards. Conflicting patterns of land use and traffic circulation.
- Infrastructure disrepair, aging, deferred maintenance, and/or obsolete design.
- Patterns of vacant land are disruptive to social/functional vitality of the neighborhood and show weakness in its private market support.
- Widespread tax delinquency.
- Continued population loss and economically dependent people.
- Lack of affordable housing.
- Environmental conditions are detrimental to public health, safety and welfare of residents.

The report also notes that community structure does not support complete transition back to a strictly residential base, and that Peters and Walker Streets could support exciting mixed-use buildings in the short term.

GEORGIA TECH CASTLEBERRY HILL HISTORIC PRESERVATION STUDY

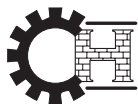
1.02.13

Several urban plans produced by a College of Architecture studio exercise conducted in 1985 under professor Pat Connell explored neighborhood open space, parking, and housing above ground level shops or studios.

GEORGIA WORLD CONGRESS CENTER EXPANSION

1.02.14

The existing Georgia World Congress Center, owned by the state of Georgia and operated by the GWCC Authority, includes 950,000 square feet of exhibit space and hosts large national and international conventions, trade shows, corporate events, and state and local activities. The expansion is a 420,000 square foot, \$220 million project on the site of the present parking lot to the west of the GWCC. A new entry is planned to



the west of the facility at Northside Drive. The Phase IV expansion is under construction at the time of this report.

MASTER REVITALIZATION PLAN FOR THE GREATER ATLANTA UNIVERSITY CENTER COMMUNITY

1.02.15

This new planning initiative's contract began in May 1999 with the primary consultant of Van Deveer and Associates. The study will undertake a comprehensive planning approach to land use, housing and commercial/institutional development opportunities for the Atlanta University Center community and surrounding neighborhoods, including parts of West End, Vine City and Castleberry Hill, and will support revitalization initiatives to include sections of Castleberry Hill.

THE VILLAGE AT CASTLEBERRY HILL

1.02.16

The third phase of this mixed-income apartment development bordering Castleberry Hill is complete. The three sites occupy the northwest, southwest and southeast corners of the intersection at Northside Drive and McDaniel Street.

The original site plan was produced by LAM Design for the Atlanta Housing Authority in 1997. John Hope Homes was demolished to make way for the new development – a gated, garden-style apartment community with 450 total units.



MLK WEST SIDE VILLAGE

1.02.17

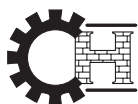
With the intention of promoting retail and commercial development in the MLK business district, the Atlanta Development Authority in 1998 sought to develop 150,000 square feet of new commercial and retail improvements on land adjacent to the MLK MARTA Station on Ashby Street in Vine City. The plan evolved from an original commercial development initiative for an anchor grocery store supporting other retail spaces, and has further evolved into a larger commercial development with an African village design motif.

SIMPSON CORRIDOR PLAN

1.02.18

LAM Design and the Altamira Group, in association with NPU-L and the Vine City, Hunter Hills, Troy Street, and English Avenue neighborhoods, undertook a land-use study for the Simpson Corridor.

The 1998 plan provides a parcel-by-parcel assessment of land use and recommends zoning changes that can increase housing density to RG from lower densities and expanded C-2 uses on the Corridor. A node approach was introduced for Simpson at Ashby that supports retail development and related pedestrian circulation. Higher density residen-



tial development is recommended for several sections of the corridor, as well as green space and buffer areas of low-density commercial land use. Priorities are recommended for multi-family and single family infill, rehabilitation and commercial development. The Corridor Plan supported the Vine City Redevelopment Plan; e.g., a focus on a gateway entrance at Simpson and Northside Drive.

ENGLISH AVENUE PLAN

1.02.19

Completed in 1998, a redevelopment plan for the English Avenue neighborhood that guides future development and conservation was developed by the neighborhood with consulting from the Community Design Center of Atlanta.

The redevelopment plan supports residential land use through higher-density development, down-zoning certain commercial areas by supporting retail in other commercial areas, and by addressing public safety issues through human service initiatives as well as demolition of dilapidated structures. Economic development issues were also addressed through the North Avenue Yards Business Park and through parking issues related to the World Congress Center.

Transportation assessments were developed for parking related to Georgia Dome and World Congress Center events and the potential widening/improvement pressure on Northside Drive for a new travel lane extending from just south of the Dome to the Georgia Tech campus. Because Northside Drive is under the jurisdiction of GDOT, environmental clearances will require Castleberry Hill comments. Parking available to the Dome and Congress Center was predicted to decrease by 3,000 spaces with anticipated GWCC expansion. Additionally, the use of cars and a corresponding need for parking has steadily increased as fans become familiar with the area.

WEST SIDE REDEVELOPMENT PLAN/ADA

1.02.20

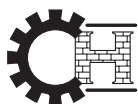
A plan was developed in 1998 by Techwood Park Inc. and the Atlanta Development Authority to establish a tax increment district which could support public infrastructure improvements associated with new economic development and housing initiatives in the area.

For a summary of the Westside Tax Allocation District, please see SECTION 1.02.11.

VINE CITY REDEVELOPMENT PLAN

1.02.21

A comprehensive land use study of Vine City developed by Robert and Company with NPU-1 in 1996 augmented previous planning assessments of the Vine City neighborhood. It promotes a comprehensive development approach that supports residential quality and affordable housing. General policy and goals are made to support future recommended land use, transportation improvements, affordable housing, public safety, human services, infrastructure improvements and economic development; e.g., retail improvements on MLK. Specific improvements are recommended and listed, including intersection improvements for three intersections on Northside Drive with gateway focal point improvements at MLK and Northside Drive.



DOMESTADIUM FEASIBILITY STUDY

1.02.22

A market analysis and feasibility study for the dome stadium developed by Hellmuth Obata & Kassabaum, Inc., in 1985 assessed the impact of the stadium from the perspective of market demand and projections of economic fiscal benefits relative to alternative sites. Attendance estimations are useful for parking expectations and for Arena, Dome and World Congress Center event traffic projections.

COPA BUSINESS PARK/ADA DEVELOPMENT PLAN

1.02.23

The 1998 proposed English Avenue business park between the Georgia Railroad right-of-way and Northside Drive will surround Herndon Homes on the east side and contain two access points – at North Avenue and at Jones and Northside. It will be supported by the Empowerment Zone and EZ tax credits, and a community fund will be established with revenue for the sale and lease of sites that will support community development in English Avenue, Herndon Homes and Vine City. Parcels on the southern section of the proposed site may be developed to support World Congress Center parking and storage needs.

TRANSPORTATION IMPROVEMENT PLAN ICTEE

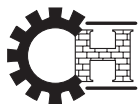
1.02.24

This 1996 Georgia DOT assessment defines inadequacies to current bridges crossing Norfolk and Southern lines adjacent to and inside the Castleberry Hill neighborhood, as well as seeking to improve automobile circulation from the core City to the interstate system. Pairing Techwood and Spring Streets in combination with a new right-of-way for Peters Street are recommended.

CITY OF ATLANTA BROWNSFIELD PILOT ASSESSMENT PROJECT

1.02.25

The City of Atlanta is working with the Environmental Protection Agency to identify and clean up contaminated sites in its jurisdiction. For a discussion of environmental issues affecting Castleberry Hill, see SECTION 1.10.02.



POPULATION

1.03.01

The US Census Bureau, which divides the Castleberry Hill neighborhood into five separate census tracts (26, 35, 36, 43, and 44), reports the demographic characteristics of the community. The census information is the most readily available source of statistical information on the community and is reported here as a requirement of the Master Plan work spec.

Because the data below was interpolated from the relative areas of the different census tracts as they fall within Castleberry Hill, and because there has been so much growth and change since 1990, it is likely the data does not give an accurate representation of the community. There is a strong sense by neighborhood leaders that the community is more culturally diverse and economically affluent than portrayed by the decade-old census data, and it has been stated by some present during the 1990 census that it passed over loft housing.

One of the neighborhood’s goals is to conduct its own census. For a recent survey of the number and location of residential units, please see SECTION 1.03.06.

Table 1.03.01A: POPULATION STATISTICS
Source: HUD Community 2020 software

	1990 Census Data
Population	1,569
Households	377
Families	204
Male	753 (48%)
Female	816 (52%)

Table 1.03.01B: POPULATION STATISTICS
Source: Atlanta Regional Commission EDIS software

	ARC 1990 Adjusted	ARC 1996 Estimate
Population	1,292	1,241
Male	666	
Female	626	

Table 1.03.01C: POPULATION BY RACE
Source: HUD Community 2020 software

	1990 Census Data	Percentage
African-American	1,516	96.19%
White	50	3.18%
Hispanic Origin	8	0.50%
Amer. Indian/Eskimo/Aleut	2	0.13%

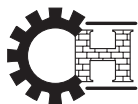


Table 1.03.01D:

POPULATION BY AGE

Source: HUD Community 2020 software

	1990 Census Data	Percentage
age <10	211	13%
age 10-17	112	7%
age 18-24	731	47%
age 25-34	134	9%
age 35-44	155	10%
age 45-54	40	3%
age 55-64	68	4%
age 65+	118	7%

Table 1.03.01E:

POPULATION BY AGE

Source: ARC EDIS software

	ARC 1990	Percentage
age 0-4	110	8%
age 5-14	143	11%
age 15-19	299	23%
age 20-34	408	32%
age 35-59	219	17%
age 60+	113	9%

LABOR FORCE AND OCCUPATIONAL STATISTICS**1.03.02**

While an estimated 7% of the civilian labor force was unemployed during the last census in 1990, over half the population was considered “not in the work force.” The 410 residents who were employed held jobs in a wide variety of occupations – the educational industry, retail and trade, transportation, and professional services.

Table 1.03.02A:

EMPLOYMENT STATISTICS (age 16+)

Source: HUD Community 2020 software

	1990 Census Data	Percentage
Armed Forces	4	0.3%
Employed	410	32.2%
Unemployed	91	7.1%
Not in Work Force	769	60.4%

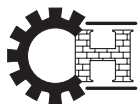


Table 1.03.02B:

OCCUPATIONAL STATISTICS

Source: HUD Community 2020 software

	1990 Census Data	Percentage
Farm, Forest, Fish	2	1%
Construction	13	3%
Manufacturing	14	3%
Transportation	18	4%
Communication, Utilities	7	2%
Trade	63	15%
Finance, Real Estate	19	5%
Business, Repair Services	27	7%
Personal Services	39	10%
Entertainment	5	1%
Health Services	19	5%
Education	131	32%
Other Professional Services	31	8%
Public Administration	21	5%

INCOME**1.03.03**

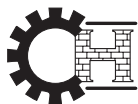
The median household income for the sample data is reported to have been \$6,849 when the 1990 census was taken. This income is substantially below the \$41,618 median income for metropolitan Atlanta. In fact, the US Bureau of Census estimated that 90% of the neighborhood's households have an income below the Atlanta median income level.

Table 1.03.03:

HOUSEHOLD INCOME

Source: HUD Community 2020 software

	1990 Census Data	Percentage
<\$5,000	174	46%
\$5,000-9,999	84	22%
\$10,000-14,999	11	3%
\$15,000-19,999	21	6%
\$20,000-24,999	20	5%
\$25,000-29,999	8	2%
\$30,000-34,999	14	4%
\$35,000-39,999	6	2%
\$40,000-49,999	13	3%
\$50,000-59,999	7	2%
\$60,000-74,999	1	0%
\$75,000-99,999	0	0%
\$100,000-124,999	4	1%
\$125,000-149,999	9	3%
\$150,000+	1	0%
Household Median Income	\$6,849	
Per Capita Income	\$5,037	



HOUSING STOCK

1.03.04

The data in FIGURE 1.03.04 was collected by the staff of David Butler & Associates and neighborhood volunteers in a field survey during the months of May and June 1999. Housing is loft housing, generally in single family/duplex structures and multi-family buildings of three or fewer floors.

HOUSING OCCUPANCY

1.03.05

Of the 431 housing units in Castleberry Hill, more than 80% were occupied, predominantly by renters, in 1990.

Table 1.03.05:

HOUSING OCCUPANCY

Source: HUD Community 2020 software

Owner Occupied	13
Renter Occupied	348
Total Occupied	360
Vacant	71

NUMBER & LOCATION OF RESIDENTIAL UNITS

1.03.06

The data in FIGURE 1.03.06 was collected by the staff of David Butler & Associates and neighborhood volunteers in a field survey during the months of May and June, 1999. This map would be a useful beginning point for conducting a neighborhood census (see SECTION 1.03.01). Because Castleberry Hill contains a manageable number of residents, it would be possible to conduct a census based on a full enumeration rather than a sample of the community. The methodology could be as follows:

- Seek the advice of an expert
- Generate a list of residential addresses
- Produce a census form
- Develop a procedure and a timeline
- Put together a team
- Train the team
- Conduct the census

Professor David Zawicki at Georgia Tech has offered to assist the neighborhood with technical assistance in this exercise. Each team member would be responsible for a certain number of addresses: contacting the residents and proactively making sure the forms are completed and returned.

EDUCATION

1.03.07

Educational achievement in Castleberry Hill falls considerably below the metropolitan area according to the US Census Bureau. Only 54% of the residents 25 years and older have earned a high school diploma or higher degree. The statistic compares to 80% for metropolitan Atlanta overall.

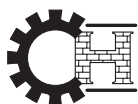


Table 1.03.07:

EDUCATIONAL ATTAINMENT

Source: HUD Community 2020 software

	1990 Census Data	Percentage
< Grade 9	75	15%
Grade 9-12, without graduating	164	31%
High School Graduate	121	23%
College, without graduating	82	16%
Associate Degree	4	1%
Bachelor's Degree	29	6%
Graduate/Professional Degree	40	8%

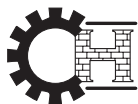
TAX DELINQUENCY**1.03.08**

The location and degree of tax delinquency is shown in FIGURE 1.03.08. This data, compiled in the spring of 1999, shows a significant number of delinquent parcels but fewer delinquent parcels than the CODA report found in 1996. CODA reported a total of 107 delinquent parcels and a total tax delinquency of \$330,002, while this study finds 83 parcels totalling \$103,389.

The number of delinquent parcels has probably decreased significantly since the 1999 report, due to the active real estate market and the development plans of H.J. Russell & Company, described in SECTION 1.02.08. Mr. Russell has been purchasing property in the heavy concentration of delinquent parcels south of Larkin Street for several months, and most of the delinquent parcels bounded by Fair, Walker and Stonewall Streets and Northside Drive have been purchased and permits have been applied for.

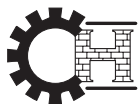
Some of the delinquent parcels west of Walker along the railroad spur are undergoing revitalization.

The delinquent parcels shown around the intersection of Fair and Peters Streets are in structurally good condition and have resident owners. It is likely that they are delinquent due to oversight.

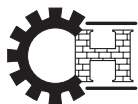


The information below was collected in a field survey during May-June 1999. The number in parenthesis indicates the number of employees at the time of the survey.

ESTABLISHMENT/ADDRESS	ROLE IN SUSTAINABILITY OF COMMUNITY
John Deere Lofts 326 Nelson Street	Residential units, Potential employer (4): Property manager, leasing agents, maintenance staff
Fulton Supply Company/ Tull Equipment 342 Nelson Street	Potential employer (32): Administrative, sales, warehouse, delivery drivers
Erickson Supply Company 364 Nelson Street	Potential employer (11): Administrative, sales, warehouse, delivery drivers, machine operators
INS Stables 313 Walker Street	Potential employer: Horse-drawn carriage operators
Cash America Pawn 333 Peters Street	Potential employer (4): Manager, sales clerks
A&M Auto Repair 282 Northside Drive	Auto repair, Potential employer (1): Automobile mechanics. Possible renovation of façade
Fulton Loan Office, Inc. 339 Peters Street	Potential employer (7): Manager, sales clerks. Small remodeling
Southside Pawn 359 Peters Street	Potential employer (3): Manager, sales clerks
A&M Barbershop 338 McDaniel Street	Barber shop, Potential employer (5): Barbers. Planning to build an office, retail, and social services complex
Bossman Bar-B-Que 334 McDaniel Street	Restaurant, Potential employer (2): Kitchen staff, sales. Plans to build new structure
Hair Unlimited Barbershop 330 McDaniel Street	Barber shop, Potential employer (2): Barbers. Plans to build new structure on this and neighboring property



Westside Detail and Variety 328 McDaniel Street	Car wash and detail shop, Snack shop, Potential employer (3): Car detailers, sales. Remodel arcade area and repave front of lot
Laundromat 294 Northside Drive	Laundry, Potential employer
Stevenson Auto Shop 309 Hills Avenue	Auto repair, Potential employer (1): Automobile mechanics
Atlanta City Baptist Rescue Mission 316 Peters Street	Homeless shelter, provide potential employees after six month retraining program, Potential Employer (2): Director, assistant director, secretary. Remodeling of the existing structure is an ongoing effort
Barbara Squires 310 Peters Street	Acupuncturist, Herbal therapist, Art gallery
U-Haul 266 Peters Street	Storage facility for neighborhood residences and businesses, Potential employer (30): Manager, clerical, dispatchers, marketing, corporate
T.R. Enterprises 264 Peters Street	Horse drawn carriage operators. Recently sold, to be redeveloped.
Carroll's Machine Shop 229 Walker Street	Machine shop, Potential employer (10): Machinists
H.J. Russell & Company 504 Fair Street	Construction firm, Property management, Potential employer (100): Managerial, administrative, engineering
Canco 230 Northside Drive	Variety and carpet sales, Potential employer (1): Sales
Holts Auto Parts 252 Northside Drive	Auto supplies and repair, Potential employer (8): Manager, sales, automobile technicians
AIM, Inc., Count the Cost, Morehouse Research Institute, Inner Strength 524 Larkin Street	Counseling services, Potential employer (11): Director, assistant director, program coordinators, development, counselors. Possible addition



Carl Williams Funeral Home
492 Larkin Street

Funeral home, Potential employer (8): Funeral director, embalmer,
secretary, apprentice funeral director, apprentice embalmer.
Wants to have Larkin Alley closed thus combining all
of the owned property, thus allowing expansion

Visual Image Art Gallery & Design
251 Walker Street

Art gallery

Georgia Construction Company
259 Walker Street

Construction company

Walker Street Auto
291 Walker Street

Auto repair, Potential employer (3): Automobile mechanics

Loomis Fargo & Company
395 Nelson Street

Potential employer (50): Armored car transport drivers, security officers

Carver Bible College
437 Nelson Street

School, Potential employer (9): Professors, director,
librarian, secretary, administrative.
Planning to construct a new building

Unpaint Corporation
89 Mangum Street

Paint stripping.
Sold, to be redeveloped by the Deere Partners as residential lofts

Network USA, Inc.

L & D Agomaticos
Linbur, Inc.
SAFE Systems of America
136 Walker Street

Potential employer

Clean Sweep Chimney Cleaning
165 Mangum Street

Potential employer (20): Masonry repair, chimney cleaning.
Might set up a training school

Big City Realty
161 Mangum Street

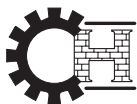
Potential employer (1): Real estate sales

Karate
161 Mangum Street

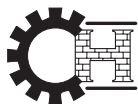
Potential employer (1): Karate instructor

American Art Forge
161 Mangum Street #400

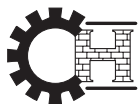
Metal smith, Potential employer



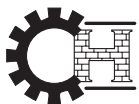
Snake Nation Studio 239 Peters Street	Art gallery
Photography by Cliff Sparkman 161 Mangum Street	Potential employer (1): Photographer
Double Vision Inc. 161 Mangum Street #102	Potential employer (1): Photographer
Colquitt Construction 161 Mangum Street #204B	
Art Studio 161 Mangum Street #204A	
151 Mangum Street	Photography, cabinetry
City of Atlanta Fire Station #1 71 Elliott Street	Public safety, Potential employer (45): Fire fighters
The Tropics Café 467 Markham Street	Restaurant, Potential employer (2): Cook, sales
Northside Plaza Apartments 440 Markham Street	Residential units, Potential employer (4): Property manager, assistant manager, maintenance, groundskeepers
Blimpie 48 Northside Drive	Restaurant, Potential employer (2): Food preparation, sales
Dome Food Mart 48 Northside Drive	Grocery, Potential employer
Maytag Laundry 48 Northside Drive	Laundry
Friendship Baptist Church 437 Mitchell Street	Church
City Wide Parking	Public parking, Potential employer (2): Lot attendants
Lot E Sports Parking	Public parking, Potential employer: Lot attendants
Norwood & Company 217 Walker Street	Construction, development, potential employer



America's Cash Express 495-C Whitehall Street	Potential employer (3): Managers, tellers. Anticipate growth, thus more employees
Wing Express 495-B Whitehall Street	Potential employer (2): Manager, temporary help
Whitehall Liquor 495-A Whitehall Street	Potential employer (4): Sales
House Parts, Inc. various locations on Whitehall Street	Potential employer (120): Purchasing, personnel, accounting, sales, manufacturing, laborers Increasing imports from China, decreasing manufacturing. Decreasing number of newly hired employees
L&M Paint & Body 419 Whitehall Street	Potential employer (2): Body shop helpers
Simmons Plating Works 409 Whitehall Street	Potential employer (75): Machine operators, administrative
Fulton County Diversionary Drug Court Treatment Program 359 Whitehall Street	Potential employer (11): Administrative, clinical supervisor, clinicians, interns, security, maintenance
Norfolk Southern 185 Spring Street	Potential employer (2000)
UFO Gasoline 344 Whitehall Street	
SafeLite Autoglass 360 Whitehall Street	Potential employer (6): Customer service, installers
A-Tow, Inc. 400 Whitehall Street	Potential employer: Tow truck operators, dispatchers
Top Notch Personnel 412 Whitehall Street	Potential employer (6): Delivery driver, dispatchers, administrative
Royal Industries 418 Whitehall Street	Potential employer (3): Taxi drivers, dispatchers
Chevron 490 Whitehall Street	Gas Station, Potential employer (8): Cashiers



Atlanta Airport Shuttle 359 Whitehall Street	Potential employer (100): Administrative, drivers
Advantage Doc Design 345 Whitehall Street #104	Web site design, Potential employer
Atlanta Net Solutions 345 Whitehall Street #102	Internet service, Web site hosting, Computer consulting, Potential employer
Bivens Studio 345 Whitehall Street #108	Potential employer
Morgan Design 345 Whitehall Street #106	Potential employer (3): Office coordinator, art director, designer
Sable Communications 345 Whitehall Street #204	Potential employer
Atlanta Wholesale Wine 275 Spring Street	Potential employer (70): Customer service, sales, delivery drivers, warehouse, accounting
Atlanta Foods International 253 Spring Street	Potential employer (150): Administrative, management, sales, accounting, delivery, warehouse
Intown Studio	Beauty salon, Potential employer (10): Stylists, barbers, receptionist, coordinator
Steed Media Group	Potential employer (7): Graphic designers, sales, administrative



VACANT LAND

1.05.01

The survey conducted for this study revealed 167 parcels vacant of 448 total parcels. The vacant area comprises 30.5 acres of a total 108 acre parcel database. See FIGURE 1.05.01.



Vacant land along the Techwood Drive viaduct, used for event parking at the Georgia Dome and Philips Arena.

The largest vacant parcels are between Peters Street and the railway, comprising approximately 7 acres. These lots were being offered by Norfolk Southern at the time of this study (see SECTION 2.05.02). The numerous small vacant parcels west of Walker Street indicate the loss of single-family detached dwellings. A similar condition exists north of Chapel and Haynes Streets. Vacant

parcels within the Historic District include the west side of Bradberry Street at Haynes, the west side of Peters across from Kingan & Co., and the south side of Fair Street at Walker.

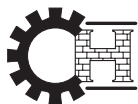
STRUCTURAL CONDITIONS

1.05.02

In addition to many buildings in standard condition, structures in various states of deterioration are scattered throughout the neighborhood. See FIGURE 1.05.02.



The "piano building" on Peters Street.



Public facilities in Castleberry Hill are limited to the City of Atlanta Fire Station No. 1 at Elliott and Nelson Streets, and a small landscaped gateway park on MLK Drive and Mitchell Street near Haynes Street.

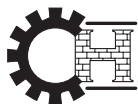
The Westside Bike Trail lies just beyond the northern border of Castleberry Hill (see FIGURE 1.11.03).



Fire Station No. 1 on Elliott Street.



Mitchell-Haynes



STREET CONDITIONS

1.07.01

The typical street in Castleberry Hill is asphalt paved with granite curbing. FIGURE 1.07.01 shows the results of the summer 1999 survey. Overall, the streets are in good condition, with the following notable exceptions:

- A portion of Walker near the automobile service stations and a portion of Markham and Chapel in poor to fair condition.
- Dover (the street south of Markham and north of Chapel) is imperceptible except for a curb cut at Haynes and the former grading of the road bed. Similarly, the alleys between Larkin and Trenholm are imperceptible except as foot paths here and there.
- The Walker/Nelson railroad spur, often used for access to garages, has no paving or curbs and many pot holes.



Looking south along the railroad spur at Mangum Street.

SIDEWALK CONDITIONS

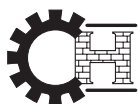
1.07.02

Sidewalk condition throughout the neighborhood is shown in FIGURE 1.07.02. Some routes in Castleberry Hill have deteriorated sidewalks or lack sidewalks altogether:



deteriorated sidewalks or lack sidewalks altogether:

- A segment along Elliott Street, highly travelled by pedestrians seeking the Mitchell Street viaduct, has been covered by an eroding embankment.
- Some segments along Northside Drive south of Fair Street are in poor condition.
- Segments of Walker Street are very narrow. The canopies of Bradford Pears planted here are overtaking the sidewalk and growing against the buildings.

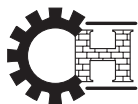


- Larkin Street has very poor sidewalks.
- The Walker/Nelson rail spur, highly travelled by pedestrians, has no sidewalks.

CURB CONDITIONS

1.07.03

Some curbing in the neighborhood is in deteriorated condition – along Trenholm, Bradberry, and portions of Chapel and Haynes Streets – or there has been road paving to the extent of diminishing the curb. See FIGURE 1.07.03.



ARCHITECTURALLY IMPORTANT BUILDINGS

1.08.01

The nomination form for the Castleberry Hill Historic District describes two important types of architecturally significant structures:

- Late 19th and early 20th century commercial one- and two-story modestly detailed buildings with corbeled cornices, string courses, segmentally and round arched openings, cast stone sills, decorated spandrel panels, and stepped parapets.
- Early 20th-century warehouses lining Walker and Nelson Streets and scattered along the east of Peters Street featuring flat brick facades, industrial sash windows, track loading doors, minimum detailing, decorative spandrel panels, cast stone door surrounds, terra cotta panels, decorative brick work, and stepped parapets.

This collection of warehouses, described in the National Register of Historic Places as Atlanta’s largest and best concentrated remnant of railroad buildings, illustrates the evolution of construction from load-bearing brick to steel-framed and reinforced concrete.

Significant buildings in the neighborhood include:

John Deere Building, 1914: façade easement, City of Atlanta

GE Building: façade easement, City of Atlanta

Bottleworks: façade easement, City of Atlanta



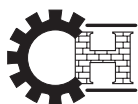
For other significant buildings, see FIGURE 1.08.02.



HISTORIC PLACES

1.08.02

As indicated by the presence of its National Register Historic District, Castleberry Hill is the site of many historic places. For a map and description of these places, refer to FIGURE 1.08.02.



ENVIRONMENTAL FEATURES**1.09.01**

Castleberry Hill includes several distinct environments within its borders. The area around Peters, Walker, and Nelson Streets is a densely developed urban area with a distinct lack of vegetation except for occasional volunteer growth, street trees put in before the 1996 Centennial Olympic Games, and an occasional vacant lot with a surprising array of plant and animal life.

A significant amount of open space exists on the vacant parcels east of Peters along the railway. This area enjoys outstanding views of the city. In the past, the neighborhood held block parties at the formerly vacant parcel along Fair Street at Peters.

The vacant parcels west of Walker feature some areas of canopied tree cover, relics of the former residential area. A number of large oaks exist on the vacant parcels north of Fair and east of Northside, and there is a tremendous oak at the corner of Haynes and Chapel Streets.

To the north are large surface parking lots, both paved and unpaved. Some of the unpaved lots are used for occasional event parking and are kept as grass fields.

To the south, Whitehall is lined with strip commercial developments on isolated surface parking lots.

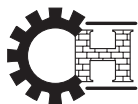
Any creeks which come through Castleberry Hill have been piped under. There is a historical reference to a creek near Mangum Street's low point, where it would pass under Peters Street. This area has flooded in the past, to the point of carrying cars away.

Until recently there was an apple orchard in the long field east of Peters, and there were reports of foxes inhabiting this area. Today, a few pecan trees remain.

VISUAL ENVIRONMENT**1.09.02**

Castleberry Hill has a sloping topography with the crest along Walker between Fair and Stonewall. This is the historic "hill" from which the neighborhood derives its name, and it is distinctly higher than other areas on any side. It is the highest natural elevation in Downtown Atlanta, at 1086 feet above sea level. This feature, along with buildings continuously abutted against the street and axial views to downtown along Peters and Walker, create a dynamic spatial quality.

The acute intersection of Peters and Walker, with its continuous frontage of buildings, creates an interesting urban form.





"Sofa City," under the Peters Street bridge, is a refuge for many homeless persons.

The number of vacant lots produces an image of neglect in the community. Lots that are overgrown collect debris and harbor rodents. West of Walker, where many single family residences have been demolished, the leftover retaining walls and steps are cracked and leaning.



POLLUTION**1.10.01**

Castleberry Hill is heavily impacted by arterial street traffic and the railway, which produce significant noise and air pollution. The barren visual quality of the streets and bridges are serious impediments to the marketing of the area for modern land use activities.

POTENTIAL ENVIRONMENTAL CONTAMINATION**1.10.02**

As with any urbanized area in existence for over 100 years, there are sources of environmental concern in Castleberry Hill. While today there are many regulations that protect the environment, historically this was not the case, and this neighborhood has long been home to industry.

Identifying contaminated land sites typically begins with site visits, interviews with knowledgeable people, fire department record reviews, regulatory file reviews, and site specific previous reports. Based on the information gathered, further investigation involves a work plan for invasive assessment involving sampling and testing of groundwater in order to verify the actual presence at the most likely location of contaminants.

The City of Atlanta has prioritized environmental clean-up. The Brownsfield Program provides funding for identification of contaminated sites, the Environmental Protection Agency has identified funding available for clean-up, and Empowerment Zone funding may be available for remediation.

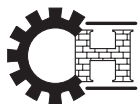


An example of industry in the neighborhood that uses chemicals which could pose an environmental hazard.

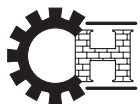
FIGURE 1.10.02 shows potential sites based on review of EPA and EPD sites, field reconnaissance, review of historical data and maps, and interviews with knowledgeable persons. There were no apparent sites on the EPD Hazardous Site Inventory within Castleberry Hill. The various EPA lists included several sites which are indicated in FIGURE 1.10.02. These sites can be effectively sorted on the EPA Envirofacts web page (http://www.epa.gov/enviro/index_java.html).

Resource Conservation and Recovery Information System (RCRIS) is a national program management and inventory system about hazardous waste handlers. In general, all generators, transporters, treaters, storers, and disposers of hazardous waste are required to provide information about their activities to state environmental agencies. Thus, RCRIS is a list of regulated waste handlers and not contaminated sites. In this capacity, they appear on the map of Possible Environmental Contamination.

Information on air releases can be found in the Aerometric Information Retrieval System (AIRS), a computer-based repository for information about air pollution in the United



States. This information comes from source reports by various stationary sources of air pollution, such as electric power plants, steel mills, factories and universities, and provides information about the air pollutants they produce. The AIRS Facility Subsystem (AFS) is the part of AIRS associated with data about these sources, or "facilities." The information in AFS is used by the states to prepare State Implementation Plans, to track the compliance status of point sources with various regulatory programs, and to report air emissions estimates for pollutants regulated under the Clean Air Act.



ARTERIAL ROUTES AND TRAFFIC

1.11.01

The adequacy of egress, the impacts of traffic and pedestrian movements, signalization, parking and public transportation service were assessed with the cooperation of the City of Atlanta, the Metropolitan Atlanta Rapid Transit Authority (MARTA) and the Georgia Department of Transportation (GDOT).

Castleberry Hill’s major arterial roads include Northside Drive on the west, Techwood Drive on the north, and McDaniel and Whitehall/Spring Streets on the south. A major commuter route for downtown Atlanta to the interstate highways system is Techwood to Haynes Street to Peters Street, across the Peters Street bridge to Spring Street. A second major route is from Techwood to the Mangum Street loop to Mitchell Street. The interior circulation in Castleberry Hill is characterized by one-way streets which create barriers to entering and exiting the neighborhood. FIGURE 1.11.01 shows average daily traffic counts in Castleberry Hill.



At-grade crossing at McDaniel Street.

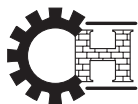
The street system and orientation in the neighborhood were designed to service the warehouses and commercial uses in a historically commercial warehouse district. The transition to residential/loft uses, the termination of rail access needs and the advent of the Georgia Dome, Philips Arena and World Congress Center complexes have required that the original street layout accommodate new very light uses on some local streets and heavy through traffic uses on others – principally Peters and Walker and one block sections of Haynes and Mangum Streets. These changing needs require the residents of Castleberry Hill to be vigilant that “large event” automobile and truck



Traffic backing up on Walker Street during rush hour.

traffic and commuter-generated through traffic for specific periods during the day do not dominate or overwhelm local uses and access to local services.

Additionally, a strong desire expressed by Castleberry Hill residents supports a reemphasis of pedestrian access to buildings and services. Potential growth for restaurants and artist gallery retail uses are seen as dependent on sidewalk improvements, related parking, and a safe, aesthetically pleasing pedestrian environment.



Railroad tracks bracket Castleberry Hill on the eastern side as is the case with all neighborhoods on the western side of Atlanta. Peters Street and the Peters Street bridge is an arterial road that absorbs daily commuter traffic seeking access to the interstate from Techwood Drive. The Peters Street bridge traverses five heavily used rail lines owned by the CSX Corporation and Norfolk Southern Railroad. The bridge, which is the only access to the Central Business District from the heart of the neighborhood, has been deemed by the Georgia Department of Transportation to be in dilapidated condition and to have inadequate height for modern rail needs, and the GDOT has allocated resources to replace the bridge at a different location requiring a large amount of land acquisition and street abandonment.



A train with double-stacked containers passing under the Peters Street Bridge, which is supposedly of "inadequate height for modern rail needs."

(For a summary and further assessment of GDOT projects which impact Castleberry Hill, see SECTION 2.05.01.) The City of Atlanta has enjoined the project through the Georgia Regional Transportation Authority (GRTA) and argues that the new replacement bridge should remain in its current location. The Castleberry Hill Neighborhood Association originally endorsed the GDOT-proposed changes, yet more recently has expressed support for the City's efforts to diminish displacement and right-of-way abandonment. An adequately situated and pedestrian-friendly Peters Street bridge is a key transportation issue for the community.

PUBLIC TRANSPORTATION – MARTA

1.11.02

Castleberry Hill is well-serviced by both MARTA bus transportation and access to the MARTA rail system.

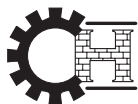
Five bus lines service Castleberry Hill. Route 20 runs on Peters Street and services the Five Points Station south to the West End Station, the Oakland City Station, the



Lakewood/Ft. McPherson Station, the East Point Station and the College Park Station. The Route 93/11 bus provides north/south service on Whitehall Street and services Five Points and the OMNI Station north to the Bankhead Station, or south on McDaniel Street and Metropolitan Parkway to Sylvan Road and the Oakland City Station.

The Route 63 bus runs on Northside Drive and services the Clark/Atlanta University Center complex to the Kennedy Center on Griffin

Street in Vine City. Route 3 serves the Atlanta University Center from the Five Points Station. Route 13 runs on Fair and Peters Streets and connects with the Five Points



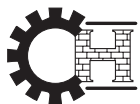
Station, extending on Auburn Avenue through to Candler Park on the east, and on MLK Drive west to the Westview Cemetery and the Hamilton E. Holmes Station.

The Peters Street bridge offers easy access to the Garnett Station, the OMNI Station is just north of MLK on Techwood Drive, and the Vine City Station is off Northside Drive one block north of MLK.

GREENWAY TRAILS AND COMMUTER BIKEWAY SYSTEM

1.11.03

The Trolley Line On-Street Bike Route and the West Side On-Street Bike Route pass by Castleberry Hill's northern border. See FIGURE 1.11.03.



CDP LAND USE

1.12.01

The City of Atlanta 1998 Comprehensive Development Plan shows three land use classifications for Castleberry Hill, as indicated in FIGURE 1.12.01.

The northern end of the neighborhood, from Nelson Street to MLK, is characterized by high density Commercial; the exception is Carver Bible College, which is designated industrial. Another industrial area occurs along both sides of Whitehall Street north of McDaniel Street and south of Dewald Alley, continuing north of Dewald along Whitehall. The bulk of Castleberry Hill, bounded by McDaniel, the railway, Northside Drive, and Nelson, is low density commercial.

Table 1.12.01:	LAND USES	Floor Area Ratio (FAR)
	High Density Commercial	3.1+
	Low Density Commercial	0.0-3.0
	Industrial	0.0-2.0

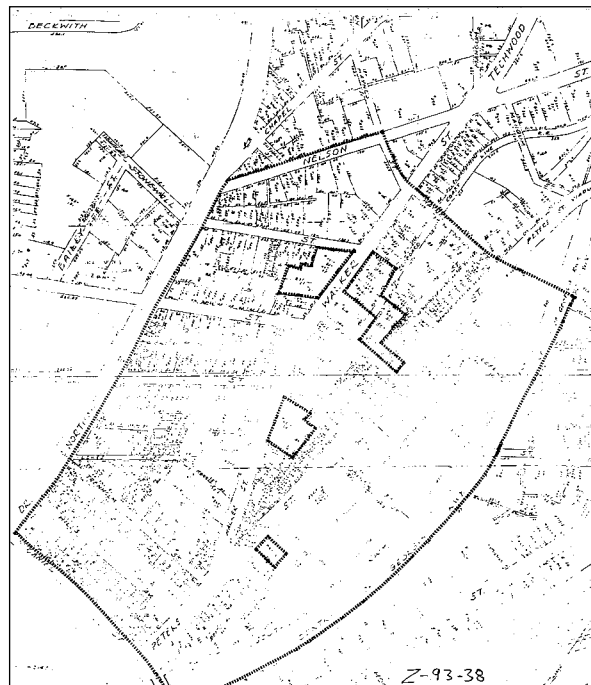
EXISTING ZONING

1.12.02

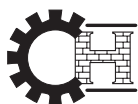
Six zoning classifications – SPI-1, I1, C5, C5-C, C3 and C3-C – are present in Castleberry Hill. These areas are shown on FIGURE 1.12.02.

The area bounded by McDaniel Street, Northside Drive, Nelson Street, Haynes Street, and the railway was designated C5-C by passage of Substitute Ordinance Z-93-38 by the Atlanta City Council (a copy of which is included in APPENDIX D). Its conditions are:

1. All contributing structures to the National Register District must be preserved.
2. Any new modification to the façade of any building shall require the approval of the Atlanta Urban Design Commission.
3. New structures shall require the approval of the Atlanta Urban Design Commission.
4. No building shall exceed the maximum building height of others in the same block.
5. The Atlanta Urban Design Commission shall have the



Map which accompanies Ordinance Z-93-38, describing the C5-C zoning area.



authority to grant height variances for those buildings whose height exceeds the maximum building heights of others on the same block.

6. Front yard setback and side yard setback shall be zero.
7. The floor area ratio (FAR) shall not exceed 3.0.

EXISTING LAND USE

1.12.03

Land use data was collected in a survey by neighborhood residents in May 1999 after training. The results were checked by the staff of David Butler & Associates in August 1999. The results of these surveys appear in FIGURE 1.12.03, using the key described below:

00 VACANT LAND

Includes open land, outdoor storage, junkyards, etc. Parcels in this category make the area appear abandoned and often unsafe because of a lack of people and/or activity. These parcels can be improved and developed with minimal cost of demolition.

01 MANUFACTURING

Includes warehouses, construction companies, printing companies, metal fabricators, machinery assembly or repair, and miscellaneous manufacturing, fabrication, assembly, etc. This land use is generally incompatible with residential parcels and can often be found along the interstates or the rail lines.

02 TRANSPORTATION, COMMUNICATION AND UTILITIES

Includes MARTA, trucking companies, telephone substations, electrical substations, freight depots, taxi companies, parking structures, highways, etc. Parcels in this category are not always occupied by a building; however, they are not considered vacant land because they are difficult to acquire. They generally have more value than vacant land while representing less productive opportunities for redevelopment.

03 WHOLESALE AND RETAIL TRADE

Includes food, general merchandise, clothing, furniture, automobile sales, service stations, auto repair, personal services, business services and repair services, restaurants and bars, hotels, etc. This land use is generally complementary to residential parcels and will often be of strong economic support to the community.

04 OFFICES

Includes banks, credit agencies, insurance companies, doctors and dentists, law offices, real estate companies, etc. This land use also provides important services to the community and is compatible with residential land use, providing the scale is similar to that of the residential community.

05 AMUSEMENT AND RECREATION

Includes parks, commercial sports, playgrounds, etc. Parcels in this category are not always occupied by a building, but they are not considered vacant land. These parcels are important parts of a residential community.

06 SOCIAL SERVICES

Includes health clinics, family counseling, political organization, social organizations, civic clubs, fraternal clubs, etc.



07 RELIGIOUS SERVICES

Includes all places of worship. This land use is compatible with residential communities.

08 EDUCATIONAL SERVICES

Includes public and private day care, elementary schools, middle schools, high schools, colleges and universities, technical schools, business schools, etc.

09 HOUSING: SINGLE-FAMILY DETACHED AND DUPLEX

Includes subdivided property in use for single-family or attached duplex residential structures, at low to moderate densities.

10 HOUSING: MULTI-FAMILY LOW RISE (1-3 floors)

Includes subdivided residential property in use for one or more low-rise structures. The height limitation assures and greater likelihood of scale and appearance of housing units which are compatible with traditional single family neighborhoods.

11 HOUSING: MULTI-FAMILY HIGH RISE (4+ floors)

Includes subdivided residential property in use for one or more taller structures which are likely to require special site area and development controls to maintain compatibility with a residential neighborhood.

12 MIXED HOUSING TYPES

Includes single-family and duplex with multi-family low rise, or multi-family low rise with multi-family high rise, etc. This use has development connotations combining those of categories 10 and 11.

13 MIXED USES, HOUSING AND NON-HOUSING

Includes housing of any type with retail, office, or other non-housing use and is most likely to be compatible with urban commercial areas providing services to a residential neighborhood.

14 MIXED USES, NON-HOUSING

Includes retail and office combined, or social services and retail, etc.

15 UNABLE TO DETERMINE

Includes retail parcels that were inaccessible from the street or could not be seen well enough to rank.

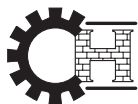
16 PUBLIC HOUSING

This is a special category recognizing the significant role that low-rent public housing developments managed by the Atlanta Housing Authority play in the current residential neighborhood conditions. Generally, category 16 has physical land use attributes similar to other types of multi-family housing (categories 10 and 11).

UNDESIRABLE MIXTURES OF LAND USE

1.12.04

The inherent incompatibility of a once-warehousing/light manufacturing area transforming into a residential area is a reality in Castleberry Hill. The transport needs of still extant wholesale operations are in conflict with the mobility needs and safety of residents. Odors and pollution from paint-stripping and plating operations are not compatible with dwelling. All the freight in the region moves along the railway through the city, an issue that could be reconsidered in light of the recent increase in intown living.



ZONING INCONSISTENT WITH THE CDP

1.12.05

FIGURE 1.12.05 shows the current zoning overlayed on the CDP Land Use recommendations. Table 20-5 in the 2000 CDP includes the following instances in Castleberry Hill where the zoning is not compatible with the recommended land use:

- C5 area bounded by Haynes, Walker, Peters and Mangum Streets is not compatible with low density commercial.
- I1 area north of Chapel Street and west of Haynes is not compatible with high density commercial.

ZONING WHICH DOES NOT REFLECT LAND USE PATTERNS

1.12.06



- The Carver Bible College, a religious/educational institution located at Nelson and Haynes Streets, is in an I1 zoned area.
- Denison Temple, a religious use located on Whitehall Street, is also in I1.

Carver Bible College

OTHER POTENTIAL ZONING CONFLICTS

1.12.07

Some of the conditions for C5-C, the intent of which is to protect the National Historic Register District, are not clearly interpreted or implemented.

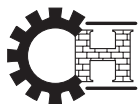
The boundary of C5-C zoning (which gives the UDC review authority and regulates height and setback) is inconsistent with the Historic District, resulting in no zoning protection for those portions of the District which lie outside of C5-C, including some properties along Peters Street, east of Walker Street, and south of Nelson Street, and the portion of the District north and east of Haynes Street.

Residential use is not allowed in I1 buildings under 50 years old. This would affect redevelopment on Whitehall and Nelson Streets.

Vacant real estate on the north side of Nelson Street adjacent to the Historic District is zoned SPI-1 and has no maximum height limit.

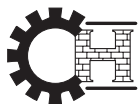


Whitehall Street's I1 zoning deters residential development in this area.



The Vision Statement evolved after a series of meetings with various speakers, presentations and questionnaires, and handouts of information. Participants were asked to formulate their own individual vision statements (collected in APPENDIX A) for Castleberry Hill, which were then presented in a public meeting on July 29, 1999. In that meeting, a unifying vision statement was drafted (see meeting minutes in APPENDIX C for details). That initial statement was presented and discussed in the meeting of August 10 and subsequently modified (see APPENDIX C) to create the following:

Castleberry Hill is a historic downtown neighborhood, unique in Atlanta. Its future is informed by its colorful past: markets, shops, restaurants and residences enjoyed by diverse peoples. In this urban oasis situated amidst business, government, transportation, sports, entertainment, and convention facilities, old buildings are given new life. The community takes pride in its streetscapes, green spaces, public art, and historic structures.



HOUSING

2.02.01

GOAL

To promote and preserve economic development and a variety of housing opportunities, and to encourage an economically and culturally diverse population in Castleberry Hill.

OBJECTIVES

Promote and preserve affordable artists' housing in the neighborhood, even as property values rise.

Establish a facility, owned by the non-profit Castleberry Hill Development Corporation, that would contain housing on the upper floors, meeting rooms, offices, a railroad museum and perhaps retail at ground level.

QUALITY SERVICES AND RETAIL

2.02.02

GOAL

To attract and support quality services and retail in the neighborhood.

OBJECTIVES

Develop neighborhood commercial districts of a scale and character which are in keeping with the neighborhood and its historic district, specifically street-level retail and commercial uses along Peters and McDaniel Streets.

Reconfigure Peters Street with diagonal parking and unique, uniform street furniture and lighting in keeping with the character of the neighborhood.

Encourage some assemblage of land on McDaniel Street to result in a more adequate lot size for commercial development and parking. Hills Avenue could be abandoned.

Develop neighborhood-oriented shops and services that emphasize pedestrian convenience and reduced dependence on driving with shop fronts that are adjacent to wider sidewalks and parking in shared lots to the rear of the building(s).

Promote evolving and independently owned shops, galleries and restaurants. Provide employment opportunities for residents.

Conduct a market analysis which would encourage retail to enter the area.

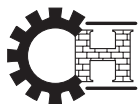
Establish a Business Owners Association as a committee of the Castleberry Hill Neighborhood Association to address the concerns of businesses in the area.

SAFETY

2.02.03

GOAL

To reduce crime, drug use and loitering, and maintain an environment in which neighbors and visitors feel safe and secure.



OBJECTIVES

Improve lighting in the neighborhood.

Clean and maintain vacant lots which foster drug use and increase the perception of crime.

Establish a police mini-precinct.

Recruit beat, mounted and/or bicycle officers for patrol.

Implement an effective Neighborhood Watch Program.

HISTORIC PRESERVATION

2.02.04

GOAL

To preserve historic buildings and sites and develop new ones which compliment the old.

OBJECTIVES

Promote adaptive re-use of buildings, rather than their demolition, followed by new construction.

Develop design criteria for the historic district.

Create zoning conditions that promote development which is in keeping with the historic district and provide for a transitional area bordering the historic district.

OPEN SPACE

2.02.05

GOAL

To develop parks, open spaces and convenient pedestrian circulation.

OBJECTIVES

Develop parks with green space for people and wildlife. Convert railroad spurs and space along tracks to linear parks.

Create streetscapes and sidewalks of comfortable width.

Install unique identifying neighborhood markers such as planters, lighting, street signs, banners and paving. Create "gateways" into the neighborhood.

PARKING

2.02.06

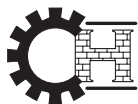
GOAL

To provide adequate parking for present and future residents and commercial uses.

OBJECTIVES

Prevent strain from over-parking and parking conflicts between residential and non-residential uses.

Encouraging shared parking arrangements including lots to be operated by the Castleberry Hill Development Corporation.



Develop parking to the rear of buildings to minimize conflicts with pedestrian circulation and to keep the urban form with shops at the street.

TRANSPORTATION

2.02.07

GOAL

To facilitate safe and convenient circulation of pedestrian, non-motorized and vehicular traffic and to minimize conflicts between these various modes of transportation.

OBJECTIVES

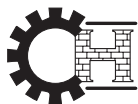
Slow down traffic on Peters Street to minimize pedestrian and vehicle conflicts at the residential/commercial corridor.

Promote alternative modes of transportation, including mass transit, bicycles, etc.

Restore pedestrian and non-motorized vehicle use to the Nelson Street bridge to provide access to the Central Business District and Multi-Modal Passenger Terminal.

Resolve vehicle access and one-way issues to and from the neighborhood and restore surface street continuity, especially in the northwest section.

Support the use of Northside Drive, rather than neighborhood streets, as a solution to transportation demand on the west side of Downtown.



COMMUNITY DEVELOPMENT CORPORATION (CDC)

2.03.01

The Castleberry Hill Development Corporation (CHDC), a 501(c)3 non-profit corporation, is being formed to implement Master Plan projects and other projects. Community development corporations have emerged as leaders in the neighborhood revitalization movement, promoting the development of new businesses, stimulating investment in the physical assets of a community, and providing a vehicle for joint ventures with private developers. The idea of community control is essential to a CDC. With community members functioning as managers, staff members and board members, the projects conceived and eventually developed are likely to be sensitive to the needs of the community.

IMPLEMENTORS:

Castleberry Hill Neighborhood Association, CDBG funds, Atlanta Neighborhood Development Partnership, Department of Grants Management, Bureau of Planning

HISTORIC PRESERVATION

2.03.02

In order to preserve the character of Castleberry Hill's historic urban pattern and buildings, many of which were constructed in the early 20th century, and to promote quality neighborhood-oriented development, a neighborhood Steering Committee has drafted Recommendations Regarding Urban Design and Zoning. The next step is to build consensus among property owners, incorporate comments, and have the recommendations implemented through the Bureau of Planning and the Urban Design Commission. The City implementation will include a thorough series of public hearings which the neighborhood should provide input to. SECTION 2.04.00 discusses the progress of this process.



Proposed in-fill structures with peaked rooflines common in suburban housing.

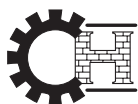


Plans were revised and the actual construction better fits the industrial character of the neighborhood with flat roofs similar to buildings in the same block.

Other projects include preserving vacant historic buildings and producing a videotape or CD-ROM whose subject would be Castleberry Hill's history. Such a videotape would be helpful in marketing the neighborhood to potential retailers. Despite recent revitalization efforts, the neighborhood still contains some vacant structures which are in danger of suffering further damage due to neglect. The Special Façades and Code Improvement Program, administered by the ADA, may be a source of funds to protect these buildings.

IMPLEMENTORS:

Castleberry Hill Neighborhood Association, City of Atlanta Bureau of Planning, Georgia



STREETSCAPES & STREET RETAIL AREAS

2.03.03

Design criteria for sidewalk construction and for crosswalks in the Historic District (targeted to Peters, Walker and Nelson Streets) should promote removal of utility poles and service line clutter, expose building façades, and allow room for planters and street furniture (see FIGURE 2.03.03A). The incorporation of pedestrian-friendly elements – including lighting, street furniture, planters, landscaping, paving and sidewalk improvements – to streets and bridges would promote pedestrian appeal and connectivity as well as a sense of security at night.



Utility poles and service lines clutter streetscapes.

service line clutter, expose building façades, and allow room for planters and street furniture (see FIGURE 2.03.03A). The incorporation of pedestrian-friendly elements – including lighting, street furniture, planters, landscaping, paving and sidewalk improvements – to streets and bridges would promote pedestrian appeal and connectivity as well as a sense of security at night.

In the past, Peters Street functioned as a neighborhood commercial area. Today the uninterrupted but lifeless frontage of buildings have evoked in many residents visions of a pedestrian retail area. The proposed project for Peters Street (depicted in FIGURES 2.03.03B and 2.03.03C) is to widen sidewalks and introduce diagonal parking as well as to install benches, lamp posts, street trees, and crosswalk paving to create an interesting walking area and promote retail which serves the neighborhood and provides employment opportunities.

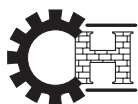


Peters Street has been targeted for a neighborhood retail area.

The proposed project for Peters Street (depicted in FIGURES 2.03.03B and 2.03.03C) is to widen sidewalks and introduce diagonal parking as well as to install benches, lamp posts, street trees, and crosswalk paving to create an interesting walking area and promote retail which serves the neighborhood and provides employment opportunities.



Presently Walker Street between Nelson and Fair Streets is limited in width to 54 to 58 feet between buildings. Paving devoted to automobile traffic exists as two lanes south and a single lane north. Street parking exists on the east side. Walker is subject to heavy traffic leaving Downtown, often at high speeds, resulting in dangerous conditions, especially where Fair is not aligned as it crosses. This intersection is the scene of many close calls, honking, and complicated crossings by MARTA buses. Because of the width devoted to automobile traffic, the sidewalks are too narrow for two persons to pass abreast in some places. This situation is exacerbated by the Bradford Pear trees which are overtaking the sidewalk.



The neighborhood vision for Walker is a safer street with sidewalks of comfortable width and a pleasing streetscape. The concept design for Walker Street depicted in FIGURE 2.03.03D includes wider sidewalks, street trees and plantings of appropriate species to the sidewalk scale, uniform lighting and Historic District banners, and paving details. Additionally, Fair Street should be reoriented so that it aligns on the east and west side of Walker Street with a traffic light at the intersection.



These buildings on Nelson Street on the edge of the Historic District greet those entering the neighborhood from the north via Techwood Drive.

Nelson Street east of Walker is built up with about 480 feet of continuous warehouse frontage south of the right-of-way and parking lots north of the right-of-way. The collection of early 20th century buildings establishes an impressive gateway to the neighborhood. Because these buildings fall outside of the C5-C zoning district, Urban Design Commission review is not required for additions and renovations, and development

controls are lacking (see FIGURES 1.02.05 and 1.12.02). Furthermore, the properties immediately north of Nelson fall outside of the Historic District and inside the SPI-1 district, allowing very high densities and unlimited height adjacent to a significant historic resource. The proposed Urban Design Guidelines (summarized in SECTION 2.04.01) seek protection along Nelson Street.

The concept design for Nelson Street (Figure 2.03.03E) shows a three-story maximum residential-over-retail building on the north side of Nelson where the parking lots are. The existing pavement is widened to allow for on-street parking. Sidewalk design features teardrop-style lamp posts with banners, paving and planting details, and street trees.

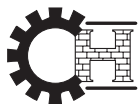
McDaniel Street can be improved to provide a focal entrance point to Castleberry Hill from Northside Drive. The redevelopment of the Village at Castleberry Hill and other proposed residential developments for the area make McDaniel a logical point to establish a more formal entry way to the Historic District and provide a more defined identity from the west. It is also an excellent location for retail serving both the Village and the Historic District.



McDaniel Street, along the southern edge of Castleberry Hill.

IMPLEMENTORS:

CHDC, ADA, TEA 21, Bureau of Planning, Department of Public Works, GDOT



Quite a few transportation projects could impact Castleberry Hill. Recent proposed developments on the west side of Downtown – including the World Congress Center expansion, North Yards (or COPA) Business Park, and the Atlantic Steel redevelopment – will dramatically affect traffic.

Some of the neighborhood's five viaducts are scheduled for replacement in the short term, and the neighborhood should stay abreast of these projects, work to understand the project implications, and participate in planning and implementation efforts that will address the need to replace and improve all bridges to the west side over CSX and Norfolk Southern rail lines, including the determination of adequate neighborhood access to and from Downtown and the Multi-Modal facility.

Below is a list of transportation projects and their associated issues:

PETERS STREET BRIDGE REPLACEMENT/REALIGNMENT

Realignment anticipates Techwood Extension.

TECHWOOD EXTENSION

The Castleberry Hill Neighborhood Association is on the record opposing the Techwood Extension. The City of Atlanta opposes the project also, although it is still listed in CDP.

MITCHELL STREET VIADUCT REPLACEMENT

Viaduct is currently load limited.

SPRING STREET VIADUCT REPLACEMENT

Affects neighborhood egress. Identified in CDP for immediate replacement.

McDANIEL STREET VIADUCT REPLACEMENT

Affects neighborhood egress, ingress. Initiation year 2005.

MLK BRIDGE FROM FORSYTH TO SPRING STREETS

Affects neighborhood ingress. Initiation year 2001-2005.

NELSON STREET BRIDGE DEMOLITION/REVITALIZATION

Property offered by Norfolk Southern is in Westside TAD.

NORTHSIDE DRIVE WIDENING

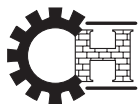
Study by COA, GDOT, and CAP to take place in the near future.

NORTHSIDE DRIVE CHANNELIZATION AT MLK, FAIR, AND McDANIEL

Affects neighborhood egress, ingress. Initiation year 2005.

To improve traffic circulation, the following recommendations have been made:

- Mangum Street, which is currently closed at Chapel Street, remains closed. Once the vacant land between Chapel and MLK Drive is developed as residential, Mangum should be opened in a manner that would discourage stadium and event traffic from accessing Walker and Peters Streets, serving local traffic exclusively and restoring neighborhood surface street continuity.
- Trenholm Street and Hills Avenue become two-way streets. There is no apparent reason for these streets to be paired, as they receive very little use. An assessment of Hills may consider abandoning the street or to closing it to all motorized traffic.



- Signage should be installed at the Techwood/MLK intersection to better direct the high volumes of traffic exiting Downtown and the entertainment facilities seeking the interstate.



The Nelson Street bridge has been closed to both traffic and pedestrians for several years.

The Nelson Street bridge represents both an opportunity to preserve a unique and historically important structure and a means to encourage alternative transportation access to the Central Business District and the Multi-Modal Passenger Terminal. It could provide pedestrian access to Spring Street and a connection to anticipated future commercial/residential uses for the Norfolk Southern office

building. Preliminary engineering and cost estimates will be needed for assessments to preserve and rehabilitate this bridge. FIGURE 2.05.02B shows the deteriorated bridge reconstructed as a landscaped pedestrian and bicycle route to and from Downtown. Please see SECTION 2.05.02 for a more detailed discussion of the Norfolk Southern site and the Nelson Street bridge.

IMPLEMENTORS:

Castleberry Hill Neighborhood Association, Bureau of Planning, GDOT, CAP, GRTA, ARC

RAILROAD SPUR PAVING

2.03.05

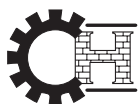
The abandoned railroad spur south of Nelson Street and west of Walker Street is currently unpaved. Residents north of Haynes Street use the spur, as best they can, for parking and access to and from garages. To the south of Haynes, residents have secured the spur for parking, gardens, and other uses. An important step for the property owners both north and south of Haynes is to resolve the legal status of the spur, which might presently be described as a title or easement last held by a now-defunct corporation.

North of Haynes there is consensus to develop the spur as a public way. The proposed project is to pave the spur to ensure the safe access of residents and emergency vehicles, and to provide lighting and drainage and striped parking spaces. The design shown in FIGURE 2.03.05 calls for details which enhance the historic buildings: leaving the tracks exposed, period lamp posts, and brick pavers.



IMPLEMENTORS:

CHDC, ADA, Public Works Department



PARKING

2.03.06

Parking improvements (both off-street and on-street) can stimulate retail and support loft conversion/residential needs. The Norfolk Southern property east of Peters Street has been identified as a location to build, maintain and operate a community parking lot. Furthermore, any development of this property should integrate adequate parking as well. Diagonal parking is proposed along the west side of Peters Street between Fair and Walker Streets as well as along Nelson Street.

In addition, assessments of non-local and residential parking in relation to the Russell Building/Federal Center and to the Georgia World Congress Center are needed. Local policy should initiate some agreed-to limits for commercial parking, along with related zoning and land use improvements such as buffers, barrier/setbacks, and lighting restrictions.

IMPLEMENTORS:

CHDC, ADA, TEA 21, Bureau of Planning, Trees Atlanta

VISUAL UNSIGHTLINESS

2.03.07

Overgrown lots, vacant properties, and the presence of litter contribute to visual unsightliness in Castleberry Hill. The monthly trash pickup days held in the past by the Neighborhood Association are not presently organized. Forming an entity with time and resources to contribute to such efforts, such as a CDC, would go far in resolving these issues.

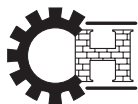


Another solution to litter and deteriorated properties is to follow the procedures for code enforcement. Below is a list of violations and the appropriate city contact:

Deteriorated or vacant commercial buildings	Bureau of Buildings
Deteriorated or vacant residential buildings	Department of Housing and Community Development
Vacant lots	Department of Housing and Community Development
Abandoned cars on public property	Atlanta Police Department
Abandoned or junk cars on private property (does not include licensed shops)	Department of Housing and Community Development
Drug Houses	Atlanta Police Department

IMPLEMENTORS:

Castleberry Hill Neighborhood Association, CHDC, Public Works Department, Bureau of Buildings, Department of Housing and Community Development, Atlanta Police Department



CRIME AND SAFETY

2.03.08

To foster a sense of community, it is important to implement programs and projects to reduce crime and build the perception of safety. The Neighborhood Association is close to implementing a community-based watch program that includes the use of mobile phones. Because such endeavors require time and resources, this program could be effectively run by the CDC.

911 reports reveal that reported crimes occur at the convenience stores and liquor store on McDaniel Street. While these establishments could be a valuable shopping resource, many residents avoid them because of the loitering there. The situation appears to be a detriment to both the merchants and the neighborhood. A first step to resolving this situation would be to set up a meeting with the merchants and neighborhood association representatives. Solutions beneficial to both parties, such as posting security guards or not selling single alcoholic beverages or cigarettes, could be discussed and implemented.

Another project to improve the perception of safety is to install lighting. Some streets, such as Bradberry and the railroad spur, lack lighting altogether. Lighting in and near the Historic District could be a period-style post as suggested in FIGURE 2.03.03A, while lighting in other areas could be pedestrian-scaled posts. In the Historic District, the opportunity to light the buildings also exists, which would improve both aesthetics and the perception of safety.

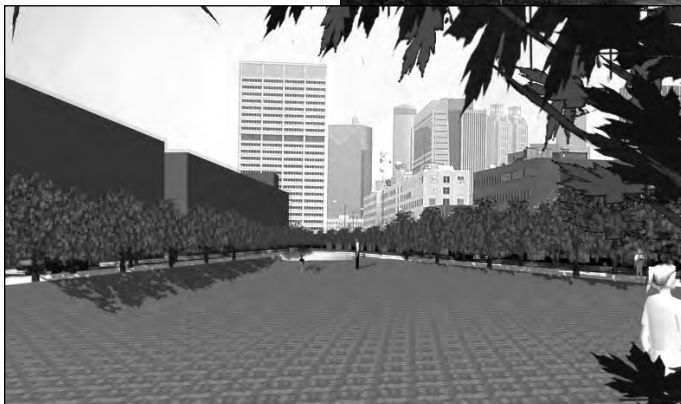
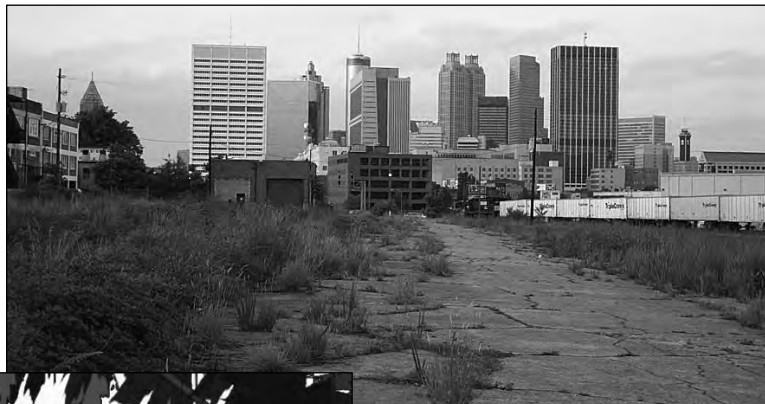
IMPLEMENTORS:

CHDC, Atlanta Police Department, Public Works Department, private property owners

CASTLEBERRY HILL PARK & GREENWAY TRAIL

2.03.09

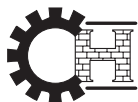
The neighborhood has identified the recently offered Norfolk Southern site east of Peters Street as a suitable site to build and maintain a community green space and has received letters of support from City Council and the Bureau of Planning for establishing a park there. The neighborhood has had



Above: Potential site of a community park along the railroad tracks.

Left: Architectural rendering of developed park by Michael Hodge.

positive discussions with the developer purchasing the site and has identified funds from an earlier CDBG grant for land



acquisition. APPENDIX H contains more details and correspondence.

Building and maintaining a linear greenway along the railway line will promote recreation, pedestrian movement, and provide a buffer to the railway.

IMPLEMENTORS:

CHDC, Atlanta Development Authority (Westside TAD), City of Atlanta Department of Parks and Recreation, Bureau of Grants Management, Bureau of Planning, Trees Atlanta, a private developer

COMMUNITY CENTER

2.03.10

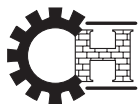
This facility, built overlooking the old railroad yards, would be a meeting place for community groups and house offices for the Castleberry Hill Development Corporation. It may also incorporate a small display room featuring the history of the railroad and the neighborhood. Other rooms could include offices, residences, and street-level retail leased to cover operating expenses.



IMPLEMENTORS:

CHDC, CDBG funds, Atlanta Neighborhood Development Partnership, private foundations, ADA

The proposed location for the Community Center is the site where a railroad depot, destroyed by fire in the late 1980s, once stood on Peters Street between Castleberry Street and the bridge.



The Design Guidelines discussed in this section have not been formally approved by the Castleberry Hill Neighborhood Association. They are presented here as a work in progress. The CHNA has resolved to finalize the Design Guidelines exercise by September 18, 2000. The actual documents referred to herein can be found in APPENDIX F.

WORKING DRAFT

2.04.01

The objective of producing a list of urban design guidelines was identified during the inventory phase of the Master Plan. The Urban Design Commission and neighborhood residents and developers all recognized the need for regulations to protect Castleberry



Neighborhood shop at the street had a pedestrian entrance at the sidewalk.

A great disappointment for Castleberry Hill was the demolition of buildings at the corner of McDaniel Street and Northside Drive.



The new gas station does not foster pedestrian convenience or connectivity. The building is far removed from the street, its rear wall at the curb of Hills Avenue.

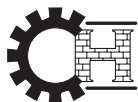
Hill’s historic resources and ensure quality neighborhood-oriented development, and the Bureau of Planning encouraged the neighborhood to develop the guidelines as part of the Master Plan.

The Castleberry Hill Neighborhood Association empowered a Committee of residents and developers to address the issue, and it produced an initial set of recommendations, summarized below.

The intent of the guidelines are:

- To preserve the Castleberry Hill National Register District’s historic pattern and distribution of building types that are characterized primarily by railroad service, warehouse/distribution, and small retail/commercial buildings, many of which were constructed in the early 20th century.
- To encourage economic development and a variety of housing opportunities, to foster neighborhood revitalization, and to encourage an economically and culturally diverse population.
- To promote a livable, sustainable neighborhood with pedestrian convenience and connectivity; to better connect buildings to the public life of the street; and to better reflect the planning policies of the City’s CDP (“all buildings shall front on streets or squares” 20-45).

The Committee divided Castleberry Hill into three Subareas, described in FIGURE



2.04.01A, with recommendations for each.

SUBAREA 1

The intent for Subarea 1 is to protect the core of the neighborhood – the existing National Register District – and extend it east to the railway and to the parcels which front at the west side of Walker Street. The historic buildings are primarily one, two and three stories in height, and the Committee believes it is important to develop height regulations which preserve the compatibility of visual qualities and spatial relationships that exist between buildings in the Register District.

In light of topography (see FIGURE 2.04.01B), height of existing buildings, current land values, and development trends, the Committee recommends 40 feet measured at any frontage street as a maximum height. Recognizing that Peters Street north of Haynes Street is an important gateway to the Historic District, the Committee recommends that new construction north of Haynes on Peters be limited to a 2-story building, compatible in height to the existing historic structures there.

Although it is important to compliment the historic pattern of buildings aligning at the street, the Committee recognizes the need for adequate sidewalks for pedestrian safety and sidewalk activities. Along Peters Street, sidewalks between 10 and 15 feet wide (achieved by taking back the street) will preserve the continuous uninterrupted frontage of buildings. A minimum of 9-foot and maximum of 15-foot sidewalks is suggested elsewhere. Design criteria are needed for what structures are appropriate in setbacks, and what style, type and material is appropriate for such structures.

Architectural standards would set forth basic minimum standards that are compatible with the existing historic buildings within the neighborhood – not to limit the design of new housing to replication or existing structures, but rather to foster design of massing, size, scale, materials and elements to enhance the built quality of the neighborhood while encouraging creativity. Alterations and additions should acknowledge scale and material but be clearly differentiated so that a false historical appearance is not created, in accordance with the *U.S. Secretary of the Interior Standards for Rehabilitation and Guidelines for Restoring Historic Buildings*.

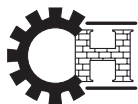
Existing regulations governing off-street parking should be enforced, and other regulations to remedy future parking problems should be developed.

SUBAREA 2

The intent of Subarea 2 is to encourage neighborhood-oriented development under relaxed height restrictions on mostly vacant land which is targeted for revitalization by a neighborhood developer. Three height zones have been designated in Subarea 2 (see FIGURE 2.04.01A): buildings in the zone east of Northside Drive may be a maximum of 70 feet in height at any frontage; buildings between the 70-foot zone and Subarea 1 may be a maximum of 40 feet; and buildings to the north of Nelson Street may be a maximum of 50 feet.

Techwood Drive north of Chapel Street is an important gateway to the Historic District, and therefore, the Committee recommends that new construction there be limited to a 2-story building.

A minimum 15-foot sidewalk at Northside Drive and 9-foot minimum sidewalks elsewhere are recommended.



SUBAREA 3

Rezoning from I1 to a Commercial zoning would eliminate environmental contamination and allow and encourage residential uses, while at the same time preserving the light industrial uses of the owners who have revitalized that area.

Sidewalks at least 15 feet wide at Whitehall and Spring Streets, and 9 feet elsewhere are recommended.

ALL SUBAREAS

Throughout the neighborhood, when retail is the use, the customer entrance should be at the street with parking behind, rather than fronting, buildings. Regulations which permit shared drives are needed to minimize curb cuts. The Committee would also like to see regulations to prohibit drive-throughs, discourage environmental contamination from businesses like dry cleaners, and discourage parking pressure on Subarea 1 from other areas.

In addition, the Committee recommends prohibiting the following uses:

- Parking lot for hire, unless specifically dedicated for uses within the neighborhood
- Adult entertainment establishment
- Retail sale of liquor and wine
- Heavy industry
- Tow lot
- Gas station
- Automobile repair and body shop
- Automobile sales lot

The variance process should be spelled out along with criteria for granting a variance. Finally, the Committee seeks improved neighborhood review of issues, and improved communication between the City and the neighborhood, possibly through the Internet.

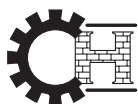
A group of residents proposed amendments to the Committee's recommendations: the height of new construction would be limited by historical structures within that block, and all of Castleberry Hill would be classified as C5-C zoning. Because consensus is vital to the effort, the CHNA has resolved to finalize the exercise by September 18, 2000.

MECHANISM

2.04.02

The Committee met with city planning staff and entered into preliminary discussions of potential zoning mechanisms. Because of the technical nature of these mechanisms, it is important to research and understand the implications for the neighborhood of each option.

To be approved as a Landmark, Historic or Conservation District under the Historic Preservation Ordinance, there are minimum eligibility requirements that must be met. Once these requirements are met, additional requirements must be satisfied before the district is approved: Landmark Districts have the strictest requirements, Conservation



Districts the least. As stated in the Zoning Ordinance, Section 16-20.004, Districts can be designated if they are “architecturally, historically or culturally significant, ... if they possess integrity of location, design, setting, materials, workmanship, feeling and association, and:

- a. are associated with events that have made a significant contribution to the broad patterns of our history; or
- b. are associated with the lives of persons significant in our past; or
- c. embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity where components may lack individual distinction; or
- d. have yielded or may be likely to yield information important in prehistory or history.”

The director of the Urban Design Commission may initiate the nomination, or the Atlanta City Council, or the owners of at least 10 properties or the owners of 10% of the total number of properties within the proposed District (whichever is less) are empowered to file an application for nomination with the director. The application must include a description of the site and boundaries, how the District relates to the environment around it, and the existing zoning classifications in the proposed District. The UDC makes the final decision about adoption of the District. If it is approved, appropriate notifications are sent to property owners and various officials and agencies in the City. If it is not approved, it cannot be renominated until two years later.

Landmark, Historic and Conservation District appointments have been successful in protecting several of Atlanta’s historic resources. Districts such as Cabbagetown, Oakland Cemetery and West End might have been victim to neglect or demolition if it had not been for protection under the Atlanta Historic Preservation Ordinance.

The following options have been discussed in committee and throughout the planning effort:

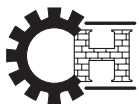
- All of Castleberry Hill would be a Landmark District, with different Subareas.
- The core of Castleberry Hill (Subarea 1) would be a Landmark District, other Subareas would be Historic Districts.
- All of Castleberry Hill would be an SPI District.
- The core of Castleberry Hill would be a Landmark District with an SPI overlay, and the remainder would be an SPI district supplanting existing zoning.

PROPOSED LAND USE

2.04.03

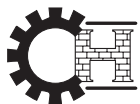
Castleberry Hill may be viewed as a neighborhood in transition. Commercial, light manufacturing and warehouse uses relocated to suburbs midway through the 20th century, leaving behind vacant and underutilized properties. Single-family detached communities surrounding the commercial areas deteriorated and gave way to vacant land. The recent growing residential uses, a strong historical component, and the desire for a livable community with convenient retail are the basis for proposed land use changes.

FIGURE 2.04.03 is based on a low-density commercial designation to meet neighborhood



objectives, including:

- Protect the scale and character of the Historic District.
- Preserve existing light manufacturing uses but discourage potential environmental contamination.
- Promote housing opportunities.
- Promote neighborhood-oriented retail and pedestrian connectivity.

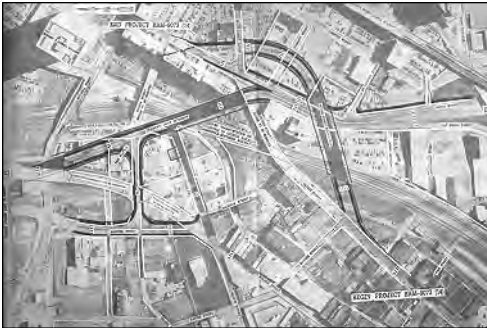


GEORGIA DEPARTMENT OF TRANSPORTATION PLANS**2.05.01**

GDOT plans in Castleberry Hill include the Techwood Drive Extension (STP-907399[11]) and the Peters Street Bridge Replacement/Relocation (BRM-9073[4]). These projects are dependent on each other to form the transportation system. The following assessment summarizes the GDOT projects, the 1994 Jaeger Report (see APPENDIX G), the GDOT Needs and Purpose Statement, the 1999 Central Atlanta Transportation Study (CATS) Draft, and more recent development and travel trends.

The GDOT Needs and Purpose Statement summarizes the history of the project:

“The Techwood Extension was originally proposed in Access to Central Atlanta Policy Study in 1959. At that time the City, County and State recognized that the new freeway system would act as a barrier to the downtown area by limiting the number of streets which would connect the Central Business District to the freeway. One of the recommendations of the study was a one-way pair system of Spring Street and Techwood Drive to provide multi-lane access to the west side of the Atlanta Central Business District.”



That study recommended the extension of the Techwood Drive viaduct to Spring Street at the I-20 interchange to handle future demand on the west side of Downtown. The one-way pair system has appeared in the Atlanta Transportation Improvements Program in various forms since 1973.

Presently Techwood provides one-way service southbound but connects indirectly to I-20 by way of Mangum to Mitchell Streets to the two-way section of Spring, and by Walker to Haynes Streets to Peters to Spring. Recently, the City changed the section of MLK Drive between Techwood and Spring to two-way in order to provide additional access from Techwood.

The Needs Statement says that, although the I-20 Spring Street interchange was reconstructed to handle higher volumes, the missing section constrains flow.

TECHWOOD DRIVE EXTENSION

Beginning south of the MLK/Techwood intersection, the GDOT proposes:

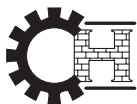
Existing Techwood Drive south of MLK Drive removed.

From MLK, 250 foot viaduct crosses Mitchell Street and lands on retaining walls at old Smith Realty Building. Smith Realty removed.

Roadway on retaining walls continues through Fire Station No. 1. Fire station removed.

Roadway on retaining walls continues through Nelson Street beside Deere Building. Nelson severed. Nelson becomes two-way (dead end).

Nelson Street viaduct removed, not replaced.



Techwood Extension continues over the railroad tracks by a 3-lane, 575-foot viaduct that ties in at grade near present Peters/Spring intersection.

Techwood follows present Spring Street alignment to I-20.

Other project characteristics:

Just south of fire station, Elliott Street proceeds as a two-way street on retaining walls to Mangum Street.

Mangum joins Walker Street as two lanes north and two lanes south.

PETERS STREET BRIDGE REPLACEMENT

The GDOT Bridge Inventory of 1993 gives the bridge a "Poor" sufficiency rating, indicating a need for replacement. The field inspection report, however, states the bridge is "in overall satisfactory condition." The poor sufficiency rating appears to be due to the fact that bridge improvements were classified as temporary structures. See APPENDIX G for these reports. The GDOT proposes:

Existing Peters Street bridge removed.

Peters Street rerouting originates just north of Peters/Fair intersection as two lanes each way.

Roadway extends 300 feet on retaining walls to Haynes Street.

Roadway curves east toward railway on retaining wall.

Roadway becomes a viaduct to clear the railway and Spring Street.

Viaduct lands on retaining walls just east of Spring, curves north toward Trinity Street, severing Garnett Street.

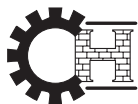
A two-lane, 250-foot spur on retaining walls carries westbound traffic on Trinity turning north on Spring.



Views from beneath and to the side of the Peters Street bridge.



The Jaeger Report includes a Phase 1 and 2 Alternatives Assessment for the project. Phase 1 identified about 12 alternatives from which seven were deemed worthy of Phase 2 study. Various concepts included "Fly-over," "Tunnel," "No-build," and "Alternative West of District." The study was coordinated with such groups as the Georgia Office of Historic Preservation, the City of Atlanta, and the Castleberry Hill Neighborhood Association. The preferred alternative of that report, which resembles the current plans, is known as B-1.



The Alternative West of District would route Techwood southwesterly along Nelson Street to Northside Drive and southerly along Northside to McDaniel Street, then to I-20. (See below for further discussion.)

The intent of CATS was to update the previous Downtown Management Study completed in 1988, particularly in order to re-evaluate redevelopment activity on the west side of Downtown. The study mission was to support a balanced, complete and integrated transportation system that encourages sustainable development. Relevant findings of the 1999 CATS study include:

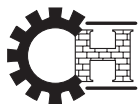
- Management of the existing transportation system and improved utilization of the existing infrastructure is a cost-effective improvement strategy.
- Management of special events travel demands is needed to utilize the existing system. Traffic and parking control scenarios should be developed and implemented.
- Continuity of existing transportations was found to be deficient. Spring and Techwood should have logical termini.
- Accessibility to Multi-Modal should be sought by all modes.
- The current connection from Northside Drive to I-20 is indirect and insufficient to meet future needs. A dramatic improvement to interstate access and mobility through this corridor should be further evaluated. Plan, design and construct Northside improvements with GDOT, GRTA, ARC, MARTA and City.
- The City and GDOT have announced plans to re-evaluate alternatives to the Techwood Extension. An interim solution implemented uses MLK to connect between Techwood and Spring. The Concept Report should be revisited, consensus achieved, and project implemented.
- The standards of highway engineering are often contrary to urban design objectives. Design Guidelines for each mode should be established for Downtown.
- Future transit studies should involve the City, MARTA, GDOT, ARC, GRTA, institutions and corporations.

The development of the Techwood Extension from a two-dimensional to a three-dimension concept revealed the dramatic impacts the project would have for Castleberry Hill. These impacts include disrupting surface street continuity and fencing in potential redevelopment lots. The Neighborhood Association, which initially endorsed the project, reversed its position upon discovering the presence of elevated roadways and tall, severing retaining walls in the plans. At neighborhood meetings, City Council Member Winslow and State Representative Dean have cited the example of Summerhill, which is only now recovering from transportation projects of the 1960s.



The present, pedestrian-scaled Peters Street bridge.

The proposed Peters Street bridge relocation would have severely impacted pedestrian connectivity to the Central Business District. While the present bridge is a brief 250-foot span between



buildings, the high-arching proposal is over 1200 feet between buildings. One resident noted that few would brave it outside their motor cars.

Another impact unattractive to the Neighborhood Association was that suddenly Mangum Street was shown connecting to Walker. The issue from the Neighborhood's standpoint is similar to Jaeger's conclusion for the "Alternative West of District," namely the limited half-diamond access to I-20 and the at-grade railroad crossing of McDaniel. However, Mangum connecting may be better received as part of a network system in lieu of the Techwood Extension and as a part of reinstating surface street continuity.

Presently, urban infill developments are under construction on sites that would be rendered obsolete were the transportation projects implemented. The proposed elevated roadway at Haynes and Peters would supercede present grade by as much as 20 feet, as indicated in GDOT's preliminary construction documents. The large empty lots north of Nelson would be fenced in by retaining walls.

The issue is how to effectively distribute traffic that is part of the city. The freeway as a transportation system works until growth patterns cause it to reach maximum capacity. Motorists will then work at home or at different hours, or development will be capped. After this particular growth pattern has been established, adding to the freeway will again lead to maximum capacity of that system.

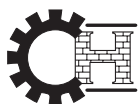
The notion of comparing the transportation system to land use realities may establish a pattern of sustainable growth. If, rather than vaulting or severing, urban streets can be co-designed with urban infill projects, then a different pattern of growth would be established. Rather than mobility occurring primarily in one controlled access system, a network or grid is established. In such a system there is a range of transportation options. Because there is a balance of growth between the transportation system and the land uses it serves, the system can avoid peaking out.

The Jaeger Report's Alternative West of District deals with completing the one-way pair without disrupting surface street continuity. Jaeger eliminated the Alternative West because it did not meet GDOT's Need and Purpose Statement, namely that it was less direct than other alternatives and that McDaniel has limited access to I-20. However, two recent developments may make "Alternative West" worth revisiting.

One is that the tremendous amount of recent development along Northside has produced the notion of Northside as a major transportation route. Atlantic Steel, North Yards Business Park, West End Village, and the World Congress Center expansion will add tremendous demand to the system. That Northside could connect I-20 to the existing full interchange at I-75 is suddenly a feasible solution to west side transportation demands. In keeping with the idea of a network, Northside



Northside Drive could become a major transportation route with a boulevard and access roads serving local uses, part of a network moving Downtown traffic to I-20.



would be a boulevard with access roads serving the land use concerns and parking behind the buildings. See FIGURE 2.05.01 for a conceptual design.

Presently, there is no direct connection of Northside to I-20. Northside terminates at Peters Street, which then passes under I-20. There are, however, direct opportunities for a connection west of Peters:

- PETERS AT I-20 NORTH ROW: Peters connects to Park which closely follows the north right of way of I-20 through Ashby Street. Park Street serves as an access road, picking up the ramps of I-20.
- PETERS AT I-20 SOUTH ROW: Peters connects to Oak Street which closely follows the South right of way of I-20 through Ashby Street.
- LEE AT I-20: Lee passes over I-20. A half-diamond interchange on the east side of Lee allows access from I-20 travelling west and to I-20 travelling east.
- ASHBY AT I-20: Ashby passes under I-20. A full diamond interchange serves I-20.

The second development that makes Alternative West worth revisiting is the idea of a network itself. Jaeger rejected Alternative West based on the premise of a single, direct, controlled-access solution. If the premise is a network or grid, then Alternative West can be presented as one of a range of options, the sum total of which equals or exceeds the Techwood Extension in efficiency.

RECOMMENDATIONS FOR GDOT PROJECTS

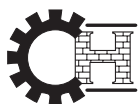
Engineering studies are needed to address the Peters Street bridge in regard to its height and alignment with Spring

Street so that the improved bridge acts an entrance way to Castleberry Hill and so that the bridge also encourages pedestrian uses. Engineering and land use studies should also be developed to address alternatives to the Techwood Extension and all impacts to the neighborhood which may come from the proposed project, the pairing of Techwood and Spring Street, and all related rights-of-way to be abandoned and rights-of-way to be acquired.



Spring Street and the Peters Street bridge.

- Compare the transportation system to land use goals.
- Co-design the street system with urban infill projects.
- Restore and promote surface street continuity.
- Replace Peters Street in its present location.
- Consider Northside a transportation corridor with buildings connected to the public life of the street, perhaps by utilizing access roads and encouraging parking behind buildings.



In November 1999, Norfolk Southern announced plans to dispose of their buildings and vacant land in Downtown Atlanta. All of this land lies within or borders Castleberry Hill. Because portions of the property lie within the Empowerment Zone, the Westside Tax Allocation District, and the Castleberry Hill Enterprise Zone, significant redevelopment incentives exist. Where the property is adjacent to the proposed Multi-Modal Passenger Terminal (MMPT), opportunities for mixed-use, parking, pedestrian and transit linkages suddenly exist. The offering of this property, therefore, presents an important redevelopment opportunity for the Neighborhood and Downtown Atlanta, as well as unique opportunities for public/private partnerships.

SUMMARY OF THE OFFERING

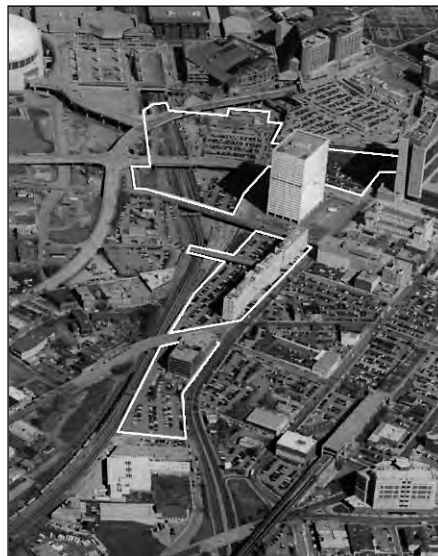
The offering package divided the property into three parcels:

The Gulch: Parcel A. Approximately 20.5 acres bordered roughly by Spring and Mitchell Streets, Techwood Drive and the CNN parking deck. This area is known as the Gulch because, over time, it became a geographically depressed area as viaducts and buildings rose over the railroad which passes through it. The Gulch is presently leased to a national parking lot operator.

The Buildings: Parcels B and C. Approximately 8.6 acres of land and four buildings along Spring Street. Parcel B includes the two 1912 buildings under whose arched opening the Nelson Street Bridge passes. Parcel C includes the two office buildings on Spring south of Peters Street. Altogether, parcels B and C include 990 parking spaces and 402,000 square feet of building.

Norfolk Southern currently occupies all four buildings and stated in the offering it would need to lease them back from the new owner for a period of time after closing.

The Lot: Parcel D. This parcel comprises approximately 7 acres of vacant land in Castleberry Hill alongside the National Register District.

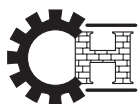


The Norfolk Southern properties offered for sale in late 1999.

ASSESSMENT OF THE LOT

Of all the parcels offered, "The Lot" will probably have the most significant impact on the neighborhood in the short term.

The property is presently under contract. It is being offered to a developer with ties to the Neighborhood Association who has been producing projects in the neighborhood since the early 1980s. Its central location within the neighborhood lends itself to a community park and green space, and the Neighborhood Association has had positive discussions with both the City and the developer regarding parkland on the site. Redevelopment of the property would enhance the quality of the adjacent National Register District, and its close proximity to Peters Street suggests neighborhood public parking.



The property's partial location within the Empowerment Zone presents an opportunity for public/private partnerships, and its location adjacent to the railway presents an opportunity for TEA funding.

RECOMMENDATIONS FOR THE LOT

- Determine a location, size and cost for a community park. Begin a funding search for the land purchase. (Responsibility: Castleberry Hill Development Corporation)
- Develop goals and guidelines to enhance the characteristics of the National Register District. (Responsibility: Neighborhood Association, Urban Design Commission, Bureau of Planning, private developer)
- Negotiate a land swap with U-Haul to replace the empty truck lot on Peters Street with a building. (Responsibility: private developer)
- Develop a greenway trail along the railway. (Responsibility: private developer with public partnership)
- Develop an infrastructure and a relationship of building to sidewalk to street that promotes surface street continuity and pedestrian connectivity and establishes an interesting walking area. (Responsibility: private developer with public partnership)
- Preserve a location which features the horse drawn carriage operation as a link to and from downtown.



ASSESSMENT OF THE GULCH



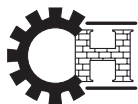
The Gulch lies on the border of Castleberry Hill. At approximately 20.5 acres, it is presently the largest available parcel in downtown Atlanta. It presents an exciting redevelopment opportunity because it is adjacent to the proposed Multi-Modal Passenger Terminal, it lies wholly within the Westside Tax Allocation District, and it lies

in close proximity to the major entertainment facilities of the Philips Arena, Georgia Dome, World Congress Center, Centennial Park, and Underground Atlanta.

A challenge to developing the Gulch exists in the depressed grade level relative to the elevated viaducts which border it. Recent developments on nearby sites have taken advantage of grade change by placing buildings at the viaduct level and reserving areas beneath for parking and service functions. The Philips Arena has a grand portico or entry at the level of the Techwood Drive viaduct, and a pedestrian link was established by Philips from Underground



The plaza outside the Georgia Dome and Georgia World Congress Center is an example of effectively building pedestrian spaces over support, service and parking spaces.



across the CNN Deck. The Georgia Dome presents a landscaped public plaza at the level of the viaduct. The success of these developments relies on the fact that the building comes to the street level and the throngs of users may enjoy a clear urban pedestrian circulation pattern.

In the long term there may exist the opportunity to establish with this site and adjacent sites on the viaducts a link to Northside Drive. Current planning studies view Northside as a major transportation artery possibly incorporating an elevated rail line. In such an instance, a station at Northside could serve a people mover through the parking level below the viaducts to the MMPT. For a conceptual section through these sites see FIGURE 2.05.02A.

RECOMMENDATIONS FOR THE GULCH

- Provide public parking for the MMPT below the street level.
- Establish building frontages on and at the level of Spring Street, MLK, and Techwood.
- Utilize available public/private partnerships (Westside TAD) in order to provide vital public amenities.
- Provide for pedestrian connectivity.
- Consider service functions and possible connection to Northside Drive in planning stages.

ASSESSMENT OF THE BUILDINGS

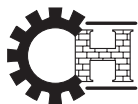
The 1912 Norfolk Southern buildings – 99 and 125 Spring Street, the parking lot north of Peters Street, and the Nelson Street bridge all lie within the neighborhood. These National Register-eligible buildings are notable for their connecting arched opening under which the bridge passes.

The buildings' narrow floor plates are less than thirty feet across, making a double loaded corridor unfeasible. The first inclination of developers for redevelopment of the buildings was residential lofts. The asking price is \$19.7 million for 8.6 acres and 402,000 square feet of building (north and south of Peters). If the land value is taken to be \$15/square foot, the building cost would be \$35/square foot, not out of line for a loft redevelopment pro-forma. However, developers have indicated that what makes the project cost-prohibitive is the issue of what to do with all of the land.



The Spring Street façade of the old Norfolk Southern building, which could be redeveloped for retail and residential loft use with the assistance of TAD funding.

It has been reported that, due to the availability of fiber optic routes and power duplicity of this site, the buildings are being marketed to business interests and possibly a switching station for internet operations. If so, the building could become a windowless "blank box." Such a development would not be wholly within the intent of SPI-1 zon-



ing, namely to encourage high-intensity housing, expansion as a retail center, and maximizing the advantages of mass transit. Moreover, such a project would likely not meet the eligibility criteria for TAD funding, namely to support development of housing and retail; create long-term jobs; promote tourism and entertainment uses; enhance streets, sites and visual environment; foster pedestrian linkages between activity centers; and attract mixed-income renter and owners. So attractive is TAD funding it is difficult to imagine redevelopment of these sites without it.

The Nelson Street bridge can be viewed as a redevelopment opportunity for this site as well since it apparently belongs to the Norfolk Southern parcel. There is evidence it is the location of the first bridge constructed in Atlanta. The Nelson bridge, rather than the at-grade crossing of Peters, was the eventual route taken by the first trolley line connecting



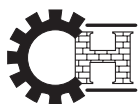
The historically important Nelson Street passes through the Norfolk Southern buildings – a dynamic portal to the neighborhood.

Downtown to the West End. Nelson Street is still used by those entering Downtown from Northside Drive and the West End, and indirectly by those coming in from I-20 West. Presently closed due to load limitations, this historic viaduct would be an asset if considered with anticipated development of the recently offered parking lots on the west side of the tracks north of Nelson. The two redeveloped sites, with retail and residential uses, working in tandem with the connecting bridge, present an exciting opportunity. There are already several street-level retail uses on the Nelson Street side. Both sites are within the TAD, which specifically encourages and funds infrastructure improvements and pedestrian linkages between activity centers.

For a concept design of the Nelson Street bridge, see FIGURE 2.05.02B, which shows the deteriorated bridge reconstructed as a landscaped pedestrian and bicycle route to and from Downtown. Continuous flower beds provide much-needed greenery and a pleasant crossing, and arched bridge supports reflect the arched Norfolk Southern opening. Covered areas at the wider Norfolk Southern building provide space for street cafés.

RECOMMENDATIONS FOR THE BUILDINGS

- Meet the eligibility requirements of and utilize TAD funding. Consider residential, retail, and/or office as the most appropriate use for these sites, rather than a communications switching station.
- Preserve and replace the Nelson Street bridge as an important link between activity centers, a unique urban feature, and a valuable historic resource.



ASSESSMENT OF PHILIPS ARENA

Located just beyond the northern border of Castleberry Hill, Philips Arena is Atlanta’s venue for basketball, hockey, concerts, and championship wrestling. In late 1999, it replaced the former Omni Arena, whose implosion was a rooftop spectacle for the residents of Castleberry Hill. Philips is owned by the Atlanta-Fulton County Recreation Authority and operated by Turner Arena Operations, Inc. Turner has recently announced plans for a major building program just south of Philips. The arena seats 21,000 people in the concert configuration and advertises 4,350 parking spaces.



The arena’s bold Techwood facade features a contemporary multi-story portico to receive and release fans. The building’s strong connection to the street is a marked improvement over the more inwardly focused Omni. Future development along Techwood would do well to follow its example.

The arena was developed with pedestrian amenities and way-finding features that are important for the city’s

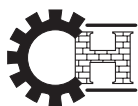
visitors as well as the residents of Castleberry Hill, many of whom visit it for entertainment, food, services, or even work there. The brightly canopied walk across the CNN Deck, for instance, is a convenient connection to Underground Atlanta. A plaza just below the level of Techwood is dedicated a MARTA station entry. The new street, Philips Drive, restores continuity to the once-confusing Omni-era site. Its urban features are a convenience to pedestrians and motorists alike.

Automobiles using Philips constitute the primary impact on Castleberry Hill. This impact takes several forms. Signage, while excellent for pedestrians, is lacking for motorists. Cars exiting the parking arrangements at Philips are primarily emptied onto Techwood travelling south. There are virtually no way-finding mechanisms for them and they push into the Neighborhood, lost and disoriented, since the street system to the south and west of Phillips lacks continuity. Reported break-ins and thefts from cars parking for events raises insurance rates for residents. As surface lots around Centennial Park are developed, some parking pressures may be put on the neighborhood. After events, crowds exiting cross Techwood, effectively backing up traffic east of Marietta Street. Traffic personnel are currently being deployed to remedy this situation.

Another impact Philips has on Castleberry Hill is that it is one of the closest sources for goods, services, entertainment, and jobs. Many residents make the trip to Philips and CNN Center by foot or bicycle along the Techwood viaduct, which is presently an inhospitable environment for non-motorized travel. Future developments along the viaduct could have the opportunity to improve environment along this route.

RECOMMENDATIONS FOR PHILIPS ARENA

Better automobile-oriented signage will prevent Philips patrons from becoming lost and cars from wandering into neighborhoods. To that end, the following are suggested:



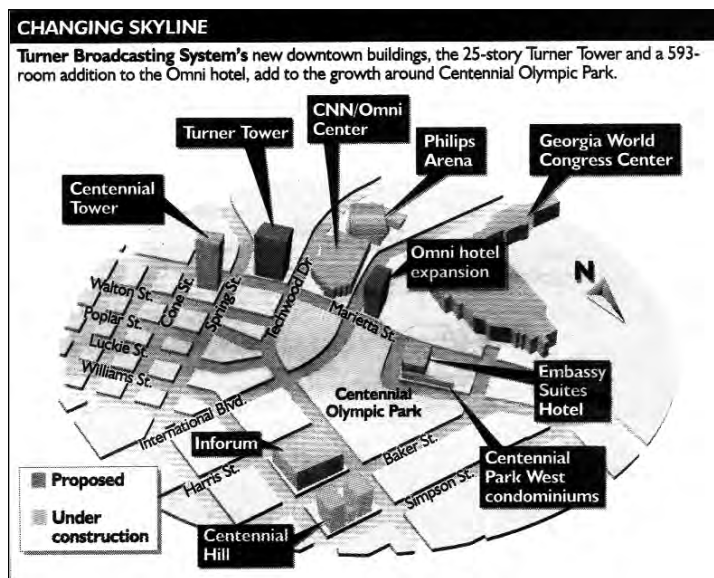
- Install automobile-oriented signage for patrons leaving Philips parking decks.
- Install automobile-oriented signage at MLK and Techwood.
- Continue to deploy traffic personnel for Philips events.
- Plan and implement transportation projects around the Philips Arena.

ASSESSMENT OF TURNER EXPANSION

Turner Broadcasting Systems has announced a building program around Centennial Olympic Park, including:

- A 25-story, 600,000 square-foot office tower atop the parking garage at the southwest corner of Marietta Street and Techwood Drive.
- A 24-story, 593-room addition to the existing Omni hotels at the northwest corner of Marietta and International.

Turner will also construct buildings at Techwood Drive and 10th Street. The company is planning to add 3,800 jobs to the area over the next five years, tripling its Internet work force as it expands its TV brands on the web. Turner will also offer a new tour that gives a behind-the-scenes look at how the network produces TV shows. The existing CNN Studio Tour draws about 350,000 visitors per year, and TBS officials expect combined attendance for both tours to be 800,000 annually.

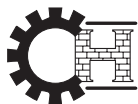


(illustration from the Atlanta Journal-Constitution)

The addition to the Omni Hotel will be across International Boulevard from the existing hotel, which will undergo a renovation in 2001. Together, the two hotels will include 1,063 guest rooms. Presently, a two story concrete accessory building occupies the site. A largely windowless building, it houses meeting rooms and support spaces for the hotel and is connected by a bridge crossing International to the existing main hotel. To the north of the accessory building is a parking lot and a stair leading to a World Congress Center Plaza.



At the present site of the proposed TBS tower is the new electronic billboard and parking deck constructed with Philips Arena. The billboard, angled toward Philips, features the illuminated clock, television screen, openings to the garage, street level retail spaces, and a small



plaza. To the south of the parking decks is the Grant Building, which is protected from demolition by a façade easement belonging to Easements Atlanta.

Turner's building program is widely applauded for its contribution to the recent revitalization of the area around Centennial Olympic Park. The decision to build downtown is a major commitment to adding jobs and restoring life to the downtown community. These projects should be coordinated with the goals and objectives of ongoing programs and projects in the area including SPI-13 Zoning District Regulations, World Congress Center–Marietta-side expansion, Westside Tax Allocation District, and transportation projects.

RECOMMENDATIONS FOR TURNER EXPANSION

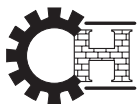
The Turner Projects are located in the Centennial Olympic Park Special Public Interest District. The intent of the SPI-13 district includes promoting the area as a civic gathering place, creating a 24-hour live/work/play/entertainment environment, encouraging activity and liveliness at the street level, facilitating convenient pedestrian circulation, and providing for parking in an unobtrusive manner. The degree of success with which the Turner projects meet the regulations will affect Castleberry Hill as an adjacent community utilizing the resources of the park area. Additionally, the SPI-13 regulations and results could be a model for Castleberry Hill as it seeks to establish its own regulations. Specific issues include:

- The project should observe streetscape regulations (such as light poles) which will result in a uniform identity across the district.
- The project should observe the landscape and setback regulations of the district which promote a pedestrian environment and a consistent urban pattern.
- The project should avoid the use of sky bridges in order to keep pedestrian activity at the street. There is presently a sky bridge across International which could be removed in the proposed project.
- The project should provide parking in an unobtrusive manner.
- The lobby of the office building should provide an interesting and active retail use.
- The TBS behind-the-scenes tour might incorporate a street-level connection rather than being buried within the building.

The World Congress Center is purported to have plans to build a Las Vegas-style bus entrance on Marietta Street just north of the proposed Omni Expansion. The two projects should be co-designed in the best interest of each and the district as a whole.

The Turner projects may seek TAD funding for their projects. One of the benefits of the TAD is that it is a way to promote public policy goals such as fostering pedestrian linkages between activity centers within the TAD; supporting a pedestrian-sensitive traffic system and pedestrian/urban building design; enhancing sites, streets, and the visual environment; provide public spaces; and maintaining consistency with redevelopment plans for the individual communities. The TAD could be actively marketed to Turner in the early planning stages to ensure a successful outcome for the developer as well as the city.

Solutions to transportation issues will be key for the Turner projects because they revolve primarily around jobs and tourism, activities that involve a significant number



of people getting to a certain place at a certain time. It is no doubt a grave concern that recent reports have Americans workers spending an average of 443 hours, the equivalent of 55 work days, per year in traffic. The primary impact of the proposed developments on Castleberry Hill will come from motorists accessing and departing from the hotel and office building. Much of the traffic departing from the office building will undoubtedly use the Techwood viaduct. The dynamics of this situation are discussed under Philips Arena (above).

HARRIS HOMES REDEVELOPMENT

2.05.04

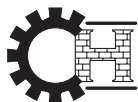
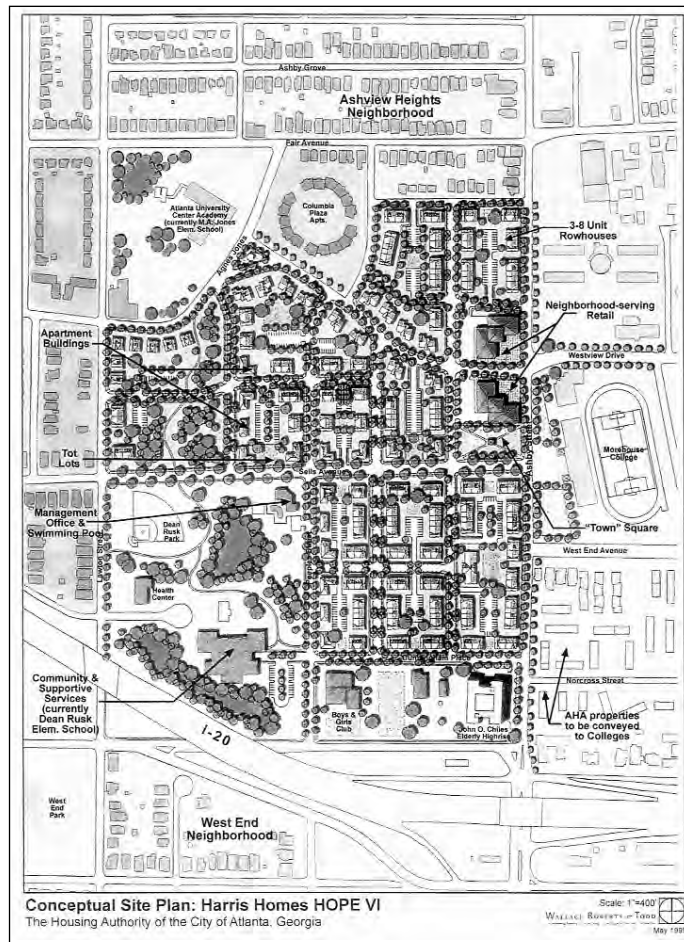
The Harris Homes site is located adjacent to the Atlanta University Center (AUC) schools, a neighborhood which shares a border with Castleberry Hill. The Harris Homes revitalization is founded on a partnership between the AUC schools and the Atlanta Housing Authority (AHA). The partnership is committed to integrating the project into the existing community from a physical as well as social standpoint. AHA and AUC will create a continuum of services for residents including grooming 50 college graduates from Harris Homes families. The project's vision is a "college town" focused on education, excellent housing, restoring health and wealth, and breaking down barriers of race, class and culture.

AHA's stated goals for planning and design are:

- Rebuild neighborhood fabric and blend in with surrounding neighborhoods.
- Improve physical linkages between neighborhoods and college campuses. Ashby Street will be redesigned with a fabric of public spaces, landscaping, and local-serving retail uses.
- New development on adjacent blighted properties. A land swap makes the present Harris Homes site part of the redevelopment.

The project boundary is distinct from and significantly larger than the former Harris

Homes site. The AHA fact sheet describes the expansion of the existing 36-acre Harris Homes site by 11 acres. It states that the previous 510 public housing units will be replaced with 560 new mixed-income units which will include 260 public housing units with 20 home ownership units, 104 low income tax credit units, 156 market-rate rental units, and 40 off-site home ownership units.



Since the AHA has not yet selected a developer, this assessment is based on the preliminary conceptual site plan by Wallace, Roberts & Todd dated May 1999. It depicts the larger project area, which extends north a block shy of Fair Street (with Dean Rusk Park, Dean Rusk School, and John O. Chiles Elderly Highrise) and lies wholly west of Ashby, encompassing approximately 74 acres. The original Harris Homes site, to the east of Ashby, is conveyed to AUC, bringing the total redevelopment area to around 90 acres. Many of the multi-family buildings in this area including the Harris Homes and Ashview Heights structures – described as poorly designed and obsolete by today’s standards – are shown removed.

The conceptual site plan appears to be laid out according to the principles of New Traditional Urbanism, with buildings at the sidewalk establishing a block structure and parking located behind the buildings. The layout of parking to the rear appears to reduce the number of curb cuts, creating a safe and convenient pedestrian environment. Existing streets are preserved and continuity of proposed streets appears good. Parallel street parking is shown on some local streets. Other plan features are:

- Boys and Girls club adjacent to existing John O. Chiles Elderly Highrise
- Dean Rusk School converted to Community Supportive Services
- Health Center
- Management office and swimming pool
- Tot Lots (possibly a children’s playground)
- 3-8 unit row houses
- Apartment buildings
- Neighborhood-serving retail

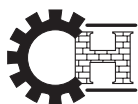
A commendable feature of the physical aspects of the preliminary site plan is that it satisfies the project’s vision. In other words, if the goal is to build a community, it is best achieved by better connecting the building to the public life of the neighborhood fabric. By avoiding the use of controlled access and gated garden-style apartment blocks, the site plan successfully supports the project’s social goals.

A recent development unforeseen by this site plan is potential proposed long term changes to Northside Drive. If Northside is the transportation solution to the west side, then it would have the opportunity to tie into I-20 in this area. If that is the case, Northside should be designed as a road that ties into the neighborhood fabric as well as satisfying transportation demands (see discussion in SECTION 2.05.01).

The Harris Homes revitalization as shown here is an example of neighborhood-oriented revitalization, similar to what Castleberry Hill is undertaking. Additionally, changes to Northside Drive may better connect Castleberry Hill to Harris Homes.

RECOMMENDATIONS FOR HARRIS HOMES

- Select a developer who will buy into the principles of the preliminary site plan.
- Consider opportunities to connect Northside Drive to I-20 in ways that reinforce the neighborhood fabric.
- Consider opportunities to connect to other neighborhoods, i.e. Westview to Greensferry to McDaniel.



CRITERIA FOR SETTING PRIORITIES**3.01.01**

Actions which should take place in the immediate future (listed in SECTION 3.01.02) are those which can be classified as:

NOW OR NEVER – Respond to situations where immediate action is necessary due to an imminent course of events. Events and actions in this category could be of dire consequence for the neighborhood, and a timely response is appropriate.

CHEAP AND EASY – Implement to projects or situations that are readily and economically achievable.

CLOSE THE DEAL – Finalize projects which are close to completion.

SEIZE THE DAY – Pursue funding which is readily available.

GET FUNDED – Seeking funding for future projects should begin immediately.

Actions which should take place in the short term (SECTION 3.01.03) are:

FIRST THINGS FIRST – Because there is an order to doing things, these must follow other actions.

WAITING ON YOU – Cannot start in the near future due to a reliance on other circumstances.

NEED FUNDING – Actions are dependent on future funding to start.

Actions which can safely be addressed in the long term (SECTION 3.01.04) are described as:

“ROME WASN’T BUILT IN A DAY” – Projects that, because of their size or or complexity, evolve slowly. Transportation projects often fall into this category.

“IF IT AIN’T BROKE, DON’T FIX IT” – Projects which anticipate future problems.

IMMEDIATE FUTURE PROJECTS (2000-2001)**3.01.02****ESTABLISH GUIDELINES FOR URBAN DESIGN AND HISTORIC PRESERVATION**

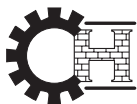
It is important to implement this project quickly because of the recent significant number of real estate development projects which have been proposed for Castleberry Hill. Furthermore, a neighborhood Steering Committee has made significant progress in drafting findings and recommendations regarding urban design, and the subsequent phases of this project should be implemented (see additional information in SECTION 2.04).

FORM A COMMUNITY DEVELOPMENT CORPORATION (CDC)

Some time and effort has already been spent forming the Castleberry Hill Development Corporation. A CDC may participate in a joint venture with a private developer to achieve the development goals of the neighborhood. Because the neighborhood has identified specific joint venture development opportunities and because forming the CDC is readily achievable project, it is a project on the “Immediate Future” list.

RECEIVE GRANTS AND OTHER FUNDING

Because of the time cycles involved in the funding process, writing applications and



associated activities should begin immediately.

CASTLEBERRY HILL PARK – FUNDING PHASE

While much activity surrounding the park land will likely occur in 2002 when the land could be conveyed, it is important in the near future to seek funding for the neighborhood's portion of the land acquisition. There should be frequent team-building communications between the purchaser/developer and the neighborhood during this period. The neighborhood may consider using the services of a real estate broker or attorney to assist them with the transaction.

PETERS STREET RETAIL AREA STREETScape – FUNDING AND COMMITTEE WORK PHASE

Because of the political activities involved in altering this public way, a committee should be formed to begin the campaign for implementing this project.

ELIMINATE VISUAL UNSIGHTLINESS

The Neighborhood Cleanup Program is a volunteer activity that has, in the past, been conducted with some frequency. Because it is implemented without much cost and because it is a high priority in many residents' minds, this project has a sense of urgency.

Trash Receptacle Placement is another project that is readily achievable. The Neighborhood's previous trash cans disappeared after installation. The CHNA has already initiated discussions with the City Sanitary Division regarding secure trash can placement.

SHORT TERM PROJECTS (2002-2006)

3.01.03

These projects are in the short term as opposed to the immediate term because they are dependent on the coming of other events. In many cases, the neighborhood must be vigilant and act at the appropriate moment.

CASTLEBERRY HILL PARK – LAND ACQUISITION

The proposed site is part of the Norfolk Southern offering. The CHDC, when formed, should be ready to negotiate a deal with the purchaser of the proposed park site. The park is a high priority project because many residents have expressed a desire for it and the opportunity has presented itself.

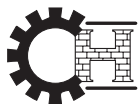
GREENWAY TRAIL, COMMUNITY PARKING LOT, AND COMMUNITY CENTER

Like the park project, the proposed trail, parking lot, and community center projects are part of the Norfolk Southern property, and the neighborhood should also consider them in the short term.

PETERS STREET RETAIL AREA STREETScape

RAILROAD SPUR STREETScape

This alley is important to the egress of residents and for access of emergency vehicles, and funding is available through the Transportation Enhancements Act for projects related to railroad history.



TRANSPORTATION PROJECTS

Several transportation projects could commence in the short term. The neighborhood will want to ensure their input to the Peters Street bridge replacement, Mitchell Street viaduct replacement, Nelson Street bridge, Spring Street viaduct replacement, Techwood Extension alternatives study, and Northside Drive studies.

LONG TERM PROJECTS (2007-2011)

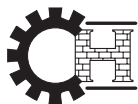
3.01.04

TRANSPORTATION

Projects related to recent proposed development on the West Side (Atlantic Steel, COPA Business Park, World Congress Center expansion) will likely take place in the long term. However, the neighborhood should be involved during the short term studies which determine these long term transportation projects.

COMMUNITY PARKING LOT

Castleberry Hill may not see parking problems arise for several years. If so, the parking lot can be implemented in the long term, although it should be planned for immediately.



ATLANTA EMPOWERMENT ZONE (AEZ)**3.02.01**

The Empowerment Zone program offers grants for development projects and business tax incentives (see SECTION 1.02.01). AEZ staff provides technical and financial assistance to small businesses through the One Stop Capital Shop at City Hall East (404 853-7675).

COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)**3.02.02**

CDBG funds are available to designated communities for revitalization projects, infrastructure improvements, and other economic development-related programs. CDBG funds are designed to assist communities, organizations and community development corporations.

WESTSIDE TAX ALLOCATION DISTRICT (TAD)**3.02.03**

Administered by the Atlanta Development Authority (ADA), the TAD is a redevelopment and financing tool which the City may use to finance private development. By taking the revenue stream of a developer's increased property taxes over 25 years, the ADA can bond against the revenue stream and provide the developer with a lump sum payment at the beginning of the project. The Westside TAD area in Castleberry Hill is bounded by Northside Drive, MLK Drive, Spring Street, Fair Street and Peters Street.

BUSINESS IMPROVEMENT LOAN FUND (BILF)**3.02.04**

The City of Atlanta and the ADA sponsor this program which is designed to encourage the business revitalization of targeted business districts in the City. Presently, designated business improvement districts include the Atlanta Empowerment Zone, portions of which lay in Castleberry Hill (FIGURE 1.01.01).

SPECIAL FAÇADES AND CODE IMPROVEMENT PROGRAM**3.02.05**

Low-interest loans of up to \$25,000 for commercial buildings (more for buildings on corners) can be obtained. Loan repayment deference can be obtained for vacant or under-occupied buildings. Administered by the ADA. Although not presently funded, this program could be reactivated at a later date.

THE PHOENIX FUND**3.02.06**

The Phoenix Fund assists small- and medium-sized businesses with affordable loans for the construction or renovation of privately-owned commercial buildings, equipment purchases, and working capital. The ADA will provide loans of \$10,000 to \$100,000 at a rate below prime as a way of creating and retaining jobs for low/moderate income residents in the city of Atlanta.

SBA 504 LOAN PROGRAM**3.02.07**

The ADA provides technical and financial assistance to small-, minority- and female-owned businesses to expand and/or relocate in the city. The Loan Program offers a unique source for 90% financing and are available through the Atlanta Local



Development Company.

ATLANTA NEIGHBORHOOD DEVELOPMENT PARTNERSHIP (ANDP) 3.02.08

The ANDP was created to develop and revitalize Atlanta's neighborhoods. The primary focus is to leverage the resource of the public and private sectors to stimulate housing development in low- and moderate-income neighborhoods. Furthermore, the ANDP is designed to empower CDCs created by local neighborhoods.

THE FORD FOUNDATION 3.02.09

Since the late 1960s, the Ford Foundation has been a driving force behind many community development initiatives. At the center of Ford's urban granting is support for CDCs and public/private partnerships formed to revitalize inner-city neighborhoods.

TURNER FOUNDATION 3.02.10

Grants are made primarily in the areas of the environment and population. A priority area is support for efforts that limit sprawling development while promoting sustainable community design. The foundation does not customarily provide support for buildings, land acquisition, endowments, or start-up funds.

THE ROBERT W. WOODRUFF FOUNDATION 3.02.11

Grants are typically for Georgia tax-exempt organizations and selected governmental agencies. Preference is given to one-time capital projects; awards for basic operating expenses are usually avoided. The Woodruff Foundation has made grants in the past for housing, environment, and community development. 1996 grants included one to the East Lake Community Foundation for neighborhood revitalization.

TRANSPORTATION ENHANCEMENT ACTIVITIES (TEA) FUNDS 3.02.12

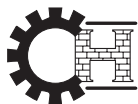
A program of the Transportation Equities Act for the 21st Century (TEA 21), TEA funds provide support for historic preservation of railroad facilities, landscaping of related sites, and transportation museums.

CHDO PROGRAM 3.02.13

Administered by the Georgia Department of Community Affairs, the CHDO program provides low-interest loans to non-profit corporations to develop multi-family housing. Loan interest rates are not to exceed 3% annually and may be obtained for construction or permanent loans.

FEDERAL TAX CREDIT PROGRAM 3.02.14

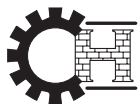
If a property is listed on the National Register of Historic Places, the owner or long-term lessee of an income-producing property is entitled to an investment tax credit of up to 20% of the qualified rehabilitation expenses of a substantial rehabilitation performed in accordance with the *U.S. Secretary of the Interiors Standards for Rehabilitation*.



REHABILITATED HISTORIC PROPERTY TAX ABATEMENT PROGRAM

3.02.15

The owner of a building which qualifies for listing on the Georgia Register of Historic Places and has undergone a major rehabilitation initiated after January 1, 1989, may obtain preferential property tax treatment. For purposes of tax assessment for City of Atlanta taxes, excluding bonded indebtedness, the fair market value is frozen at the pre-rehabilitation level for a period of eight years. In the ninth year, the fair market value is fixed at one-half the difference between the frozen value and the current fair market value. Qualifying rehabilitations must meet DNR standards and have increased the fair market value of the building by 50% for owner-occupied residential property, or 100% for income-producing property.



DESCRIPTION**3.03.01**

The success of the neighborhood plan depends upon its implementation – not only realizing projects, but continuing the planning process by monitoring and updating the plan. This Master Plan is not intended to be a static document. Issues perceived when it was prepared may change in the future. Effective leadership and follow-through on the part of the neighborhood will be an essential part of the implementation.

CASTLEBERRY HILL DEVELOPMENT CORPORATION**3.03.02**

Presently, the neighborhood lacks the resources necessary to effectively respond to critical events, to plan, and to effect change. SECTION 2.03.01 describes a monitoring and implementing agency for the plan: the Castleberry Hill Development Corporation. This non-profit agency will possess the time and resources required to implement the plan. Finalizing the formation of the CHDC, obtaining funding, and establishing a full-time staff to focus on neighborhood planning are crucial to the implementation's success.

OTHER RECOMMENDATIONS**3.03.03**

Other items important to the implementation of the plan are:

- Develop and empower neighborhood committees to study and make recommendations regarding issues.
- Develop and record neighborhood procedures and policies for dealing with issues; i.e., submittal requirements for presenting proposed developments to the neighborhood and procedures for evaluating and commenting on such projects.
- Build relationships with other groups and agencies. CDCs typically realize projects by partnering with developers. The CHDC will be successful if it can build relationships and utilize skills of persuasion, communication and negotiation. Other groups the neighborhood could consider building relationships with include adjacent neighborhoods, the Urban Design Commission, the Atlanta Development Authority, Central Atlanta Progress, the Chamber of Commerce, and the Atlanta Neighborhood Development Partnership.
- Build community support. The Castleberry Hill Neighborhood Association and the CHDC will rely on the support of the whole community, and vice-versa. Neighborhood unity will be a driving force in the implementation process.
- Identify the assets of the neighborhood. Inventory and categorize the individuals and organizations of the neighborhood according to the goals of the Master Plan and designate responsibilities to the appropriate entity. As a result, consensus building will begin to take root and individuals will become producers rather than problems.

