

H I S T O R I C
South Atlanta
M A S T E R P L A N

AN URBAN REDEVELOPMENT PLAN



South Atlanta Civic League

Acknowledgements

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Neighborhood Overview



Purpose & Context

In addition to being a masterplan, the Historic South Atlanta Masterplan will also act as an Urban Development Plan for this community. The State of Georgia Redevelopment Powers Act enables local governments to identify Redevelopment Areas as a way to unlock economic development tools for these areas. This plan will identify and prioritize neighborhood redevelopment initiatives for the Historic South Atlanta community.

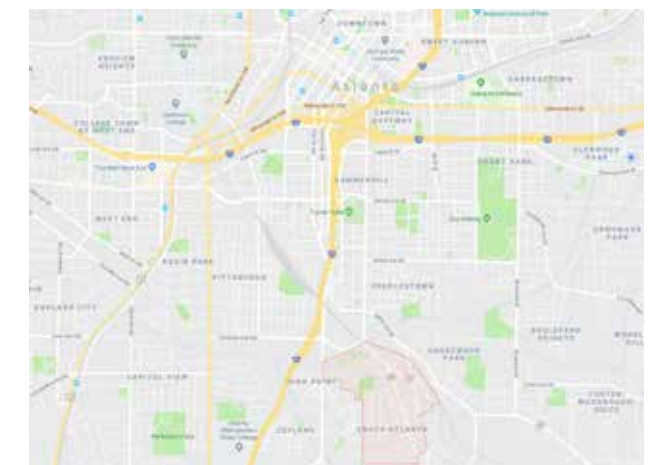
Historic South Atlanta is located 2 miles south of Downtown Atlanta and is in the Atlanta City Council District #2, presided over by Councilwoman Carla Smith. This neighborhood is also a part of Neighborhood Planning Unit Y, along with the neighborhoods of Amal Heights, Betmar Lavilla, Chosewood Park, Englewood Manor, High Point, Joyland, Lakewood Heights, Park Place South, and the Villages at Carver. (see map below).

Historic South Atlanta is bound to the northwest by an old CSX railroad that will become part of the future Atlanta Beltline. The neighborhood is bound to the northeast by a Norfolk Southern railroad and then just over to Lakewood Avenue to form most of its remaining eastern border. Turman Avenue and the southern portion of the L.J. Price Middle School create the southern border of Historic South Atlanta. The neighborhood boundary then goes north from the middle school along Benjamin Weldon Bickers Drive to form the western boundary and then juts over to Pryor Road for the remaining western border.

The neighborhood developed because of a combination of the Clark College and its access to industry along the key Railroad lines. In recent history, South Atlanta has benefitted from the community development work of Focused Community Strategies (FCS) beginning in 2000 (and FCS's Carver Market opening in 2015 to serve an area considered a food desert), the development of the Ron Clark Academy in 2007, and recently Purpose Built has taken over the school charter for the Carver High School Cluster and aims to reproduce the success of Drew Charter in East Lake.



NPU-Y with blue outline image via atlanta.gov



South Atlanta in larger context image via Google

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Purposeful Beginnings

Historic South Atlanta was established in the period of Reconstruction after the Civil War had ended. The slaves had been freed and now there was a movement of northern (Union) teachers who felt passionate about undoing past injustices by helping educate these newly freed people. The Freedman's Aid Society, founded by the American Missionary Association in 1866, took a large role in establishing educational institutions which then became the hubs of African American neighborhoods across the south.

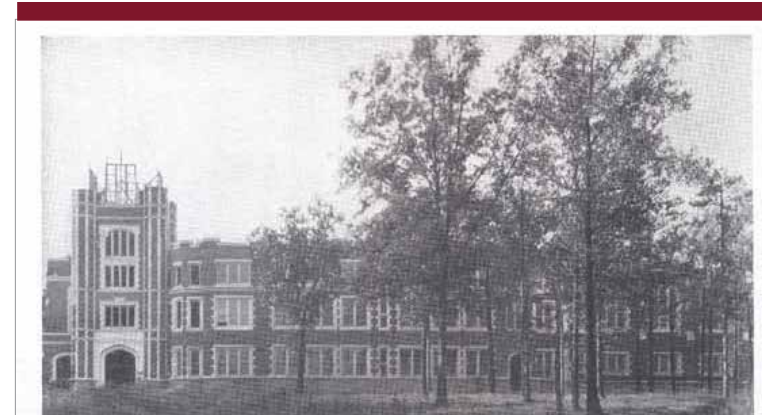
In 1869, the Freedman's Aid Society established Clark University, named after Bishop Davis Clark (founder and first president of F.A.S), in the basement of Clarke's Chapel in the Summerhill neighborhood. It began as a primary school and a place to train teachers. One of the administrators, Bishop Gilbert Haven envisioned the school to expand to become a university for all the students at the Methodist school founded by the Freedman's Aid Society. In 1877, Bishop Haven purchased 450 acres south of Summerhill which would become the site of the University in 1883. Bishop Haven would subsequently establish Gammon Theological Seminary the following year. In 1887 Clark University established the South Atlanta Land Improvement Company to develop an 'exclusive Negro suburb on the city's south side,' but work did not begin for another five years.

This area was also positioned well for industry as it included an intersection of two key railroads: Southern Railway H Line (now Norfolk Southern) and the Atlanta & West Point line built in the late 1890s (now a CSX spur that was recently purchased by the Atlanta Beltline).

Race Riots of 1906

Saturday, September 22nd, after a series of unsubstantiated reports by Atlanta newspapers of assaults on white women by African American men, 5,000 white men rioted in downtown Atlanta, causing extensive violence and damage to the African American community. Many African American men fled to Clark College and Gammon Theological Seminary for shelter. A group of men was guarding the buildings, when word got to the police that Brownsville 'was heavily armed.' While storming the area, a white police officer was killed along with several Brownsville residents. It took three companies of the Georgia militia to subdue the skirmish. In the end sixty men were charged with the death of Officer Heard and sentenced to life in prison. Shamefully, no one from the white mob, police, or Georgia militia was ever charged for any of the murders that took place during Atlanta's Race Riots of 1906.

Neighborhood History



Leete Hall

Historic Image of Clark University's most recognizable building - Leete Hall.

William. H. Croghan, A.M., Litt. D.

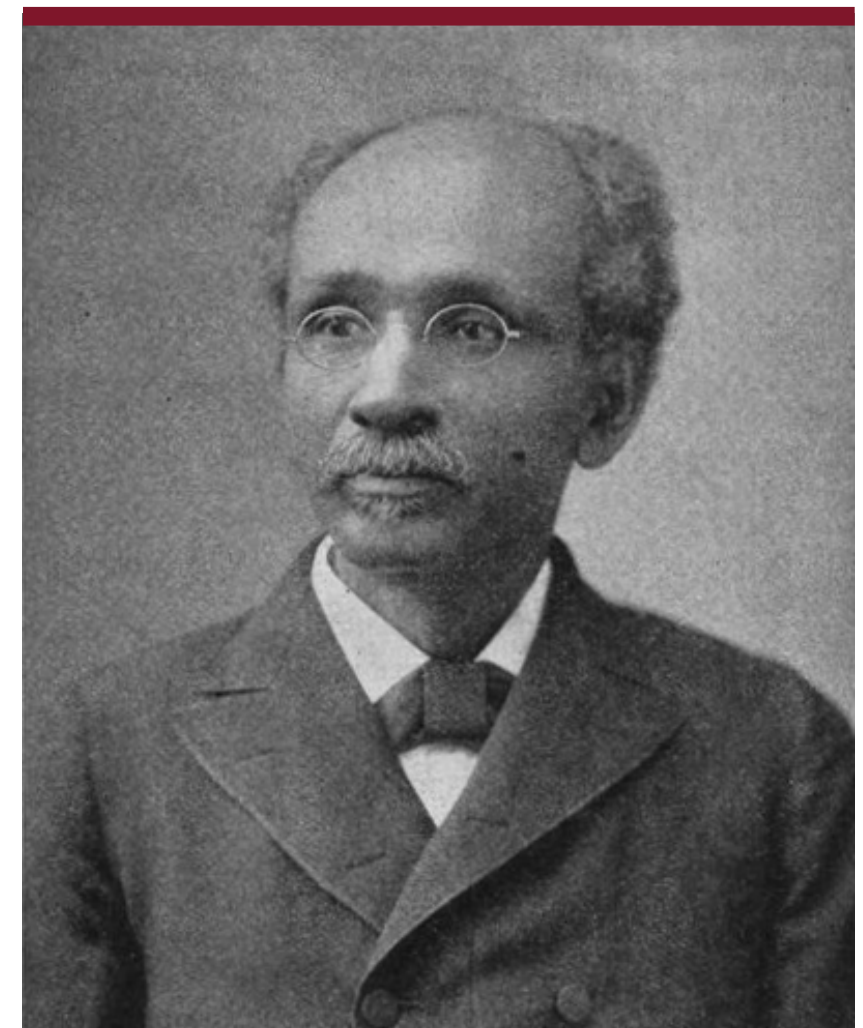
From 1903 to 1910, he was president of Clark University and had taught Greek and Latin there 37 years prior to that.



1906 Atlanta Race Riots

International French coverage of Atlanta's dubious Race Riots starting in Downtown Atlanta and ending in a few days later in Brownsville / Historic South Atlanta.

IMAGE VIA GEORGIA
ENCYCLOPEDIA



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1869, RECONSTRUCTION- POST CIVIL WAR, THE FREEDMAN'S AID SOCIETY ESTABLISHED CLARK UNIVERSITY TO BEGIN EDUCATING RECENTLY FREED SLAVES.



LEARNING TO MAP THE PARISH, GAMMON THEOLOGICAL SEMINARY

James P. Brawley
 President Emeritus
 Clark University

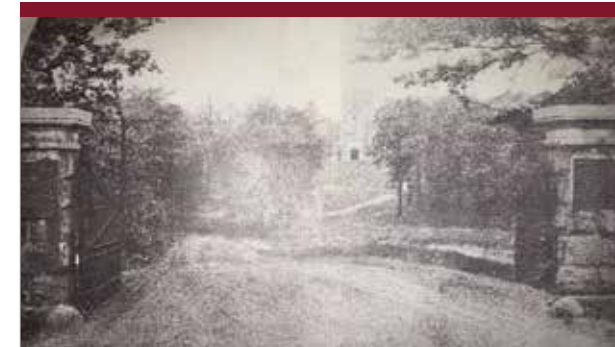
"Like a magnet, as Clark University developed on its new site in South Atlanta... a dream became a reality in the South Atlanta community. It was the influence of the University that helped develop their community solidarity, through common interests and kindred relationship of some of the most outstanding and influential families in the city of Atlanta for a period of more than half a century."

Neighborhood History

Connected Community

James P. Brawley wrote in his book **The Clark College Legacy**, Brownsville (this name disappears from use around World War 1) blossomed during this Segregation period into an 'elite middle class African American' community with more than 700 owner-occupied homes. The college was an anchor that brought education, culture, and business to the community. Unfortunately for the neighborhood, in 1929 the Atlanta University, Spellman and Morehouse College agreed to move to a central location in the West End neighborhood (present-day AUC). Initially, Clark University wanted to stay in South Atlanta, but funding challenges by the General Board of Education forced their hand and Clark's Board decided to relocate to the AUC in 1940. Final commencement took place in June of 1941.

"The relocation of Clark College in 1941 removed its direct and active influence from the South Atlanta community. Most members of the older families joined the black population shifting to the west side," noted James Brawley. With the exception of distinguished Professors and Administrator's names marking the streets, the university's influence on South Atlanta slowly faded.



ENTRANCE TO CLARK UNIVERSITY THRU MONUMENTAL COLUMNS BISECTING MAGNOLIA LANE. ENTRANCE ON PRESENT-DAY MCDONOUGH ROAD. IMAGE VIA DR. J. BRAWLEY'S THE CLARK COLLEGE LEGACY

Historical Dividing Lines

Brown Ave served as the dividing line between the City of Atlanta and Fulton County for a time, creating a small dicotomy within the neighborhood. Unpaved streets, well-water systems, poorer schools, lack of sidewalks and lights were the norms on the southern side of Brown Ave. Conversely, the lack of regulations on the southern county side allowed for interim farming and livestock raising of cows, pigs, and chickens. This did create a class divide until in the early 1940s the residents lobbied City Council for public utilities throughout the whole community.

South Atlanta Streets

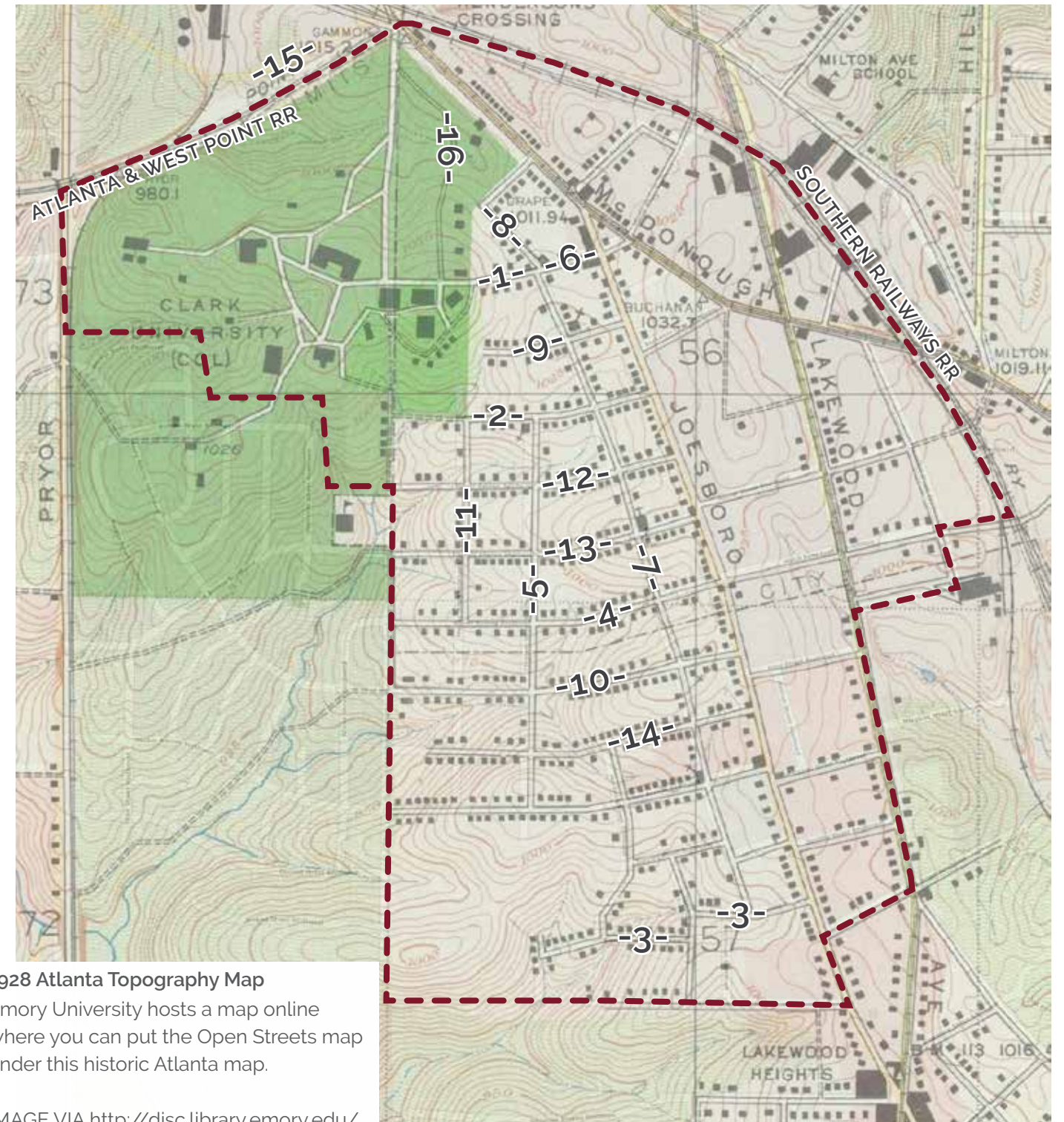
The following streets in Historic South Atlanta were named after prominent members of Clark University and Gammon Theological Seminary. The following information was compiled by Christy Taylor while working for Focused Community Strategies.

- **1. Barrow Ave** (now Gammon Ave): Reverend L.D. Barrows taught a theology class at Clark University in 1872.
- **2. Bisbee Ave:** Rev Robert E. Bisbee served as the president of Clark from 1878-79 and as a trustee from 1881-1882.

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- **3. Bowen Ave:** Reverend John Wesley Edward Bowen served as the first African American president of Gammon Theological Seminary from 1906-1912. He was a scholar, lecturer and writer. Dr. Bowen's program centered around building up an alert and interested alumni association.
- **4. Brown Ave:** Reverend J.C. Brown was professor of natural science at Clark in the 1880s.
- **5. Crogman St:** Dr. William H. Crogman served as the first African American president of Clark University from 1903-1910. He also served 45-years as the Board of Trustee Secretary from 1878-1923.
- **6. Gammon St** (formerly Barrow Ave): In 1882 what originated as the Department of Religion and Philosophy at Clark University transitioned into Gammon Theological Seminary through the efforts of Bishop Henry White Warren and a gift of \$20,000 by Reverend Elijah Gammon. By the time of his death in 1891, Reverend Elijah Gammon had willed additional funds to bring his total endowment gift to more than \$650,000. His plans intended the seminary to be a central theological school of the Methodist Episcopal Church for the entire south open to students of all races and all denominations. Gammon St was the most prestigious address in South Atlanta. In addition to being the gateway to the campus, some important members of the African American community resided on Gammon Street, including Dr. D.H. Stanton, as well as Mr. Luther J. Price (of today's LJ Price Middle School).
- **7. Lansing St:** Reverend I.J. Lansing served as the president of Clark University from 1875-76
- **8. Marcy St:** Reverend I. Marcy led Clark University from 1871-72.
- **9. Martin Ave:** Reverend J.B. Martin served as president of Clark University in 1877.
- **10. Moury Ave:** Reverend D. Moury was principal of the English department at Clark University in the 1880s.
- **11. Murray Street:** Reverend James C. Murray was librarian and professor of exegetical theology at Gammon Theological Seminary in 1889.
- **12. Thayer Ave:** Reverend E.O. Thayer who was Clark University's youngest president.
- **13. Thirkield Ave:** Reverend W.P. Thirkield who was the first president of Gammon Theological Seminary. In the same spirit that Reverend Gammon had donated financial assistance to the school, Dr. Thirkield donated his time and talent. He put his heart and soul into this work at Gammon in the pursuit of religious education. In 1899 he resigned as president of the seminary to accept the position of secretary general of the Epworth League.
- **14. Park(s) Ave:** Reverend Edward L. Parks was professor of systematical theology and instructor in elocution at Gammon Theological Seminary. In later years the 's' was dropped from Parks and is now Park Ave.
- **15. University Ave:** Named after Clark University. The road went from Stewart Ave (present day Metropolitan Pkwy.) to McDonough Blvd.
- **Also of note: 16. Magnolia Ln.** was a captivating and fragrant walking lane on the campus lined on both sides with magnolia trees. Residents enjoyed the park-like atmosphere and would take strolls down Magnolia Ln and have picnics under the trees. It was considered one of the most beautiful areas of its kind in all of Atlanta.

Neighborhood History



1928 Atlanta Topography Map

Emory University hosts a map online where you can put the Open Streets map under this historic Atlanta map.

IMAGE VIA <http://disc.library.emory.edu/>

Previous Plans & Studies

THE STRATEGIC COMMUNITY INVESTMENT REPORT (SCI) October 2013

THE STRATEGIC COMMUNITY INVESTMENT REPORT (SCI) October 2013



The City of Atlanta Department of Planning and Community Development (DPCD) commissioned this 2013 study that documented every observable residential parcel in the city. It recorded conditions of the property, comparison summaries of each neighborhood and tables with common metrics to compare with other neighborhoods in the city.

Based on this study, Historic South Atlanta had a 39.81% vacancy rate and found 12.6% of its properties had 4 or more code violations. 16% of the residential structures are in poor or deteriorated condition. Only a handful of neighborhoods had a higher percentage of properties with 4 or more code violations. The wave in the graph below shows that Historic South Atlanta has good access to greenspace and community identity. It's low scores are in community commerce, access to retail, low incomes, and a high number of distressed assets.

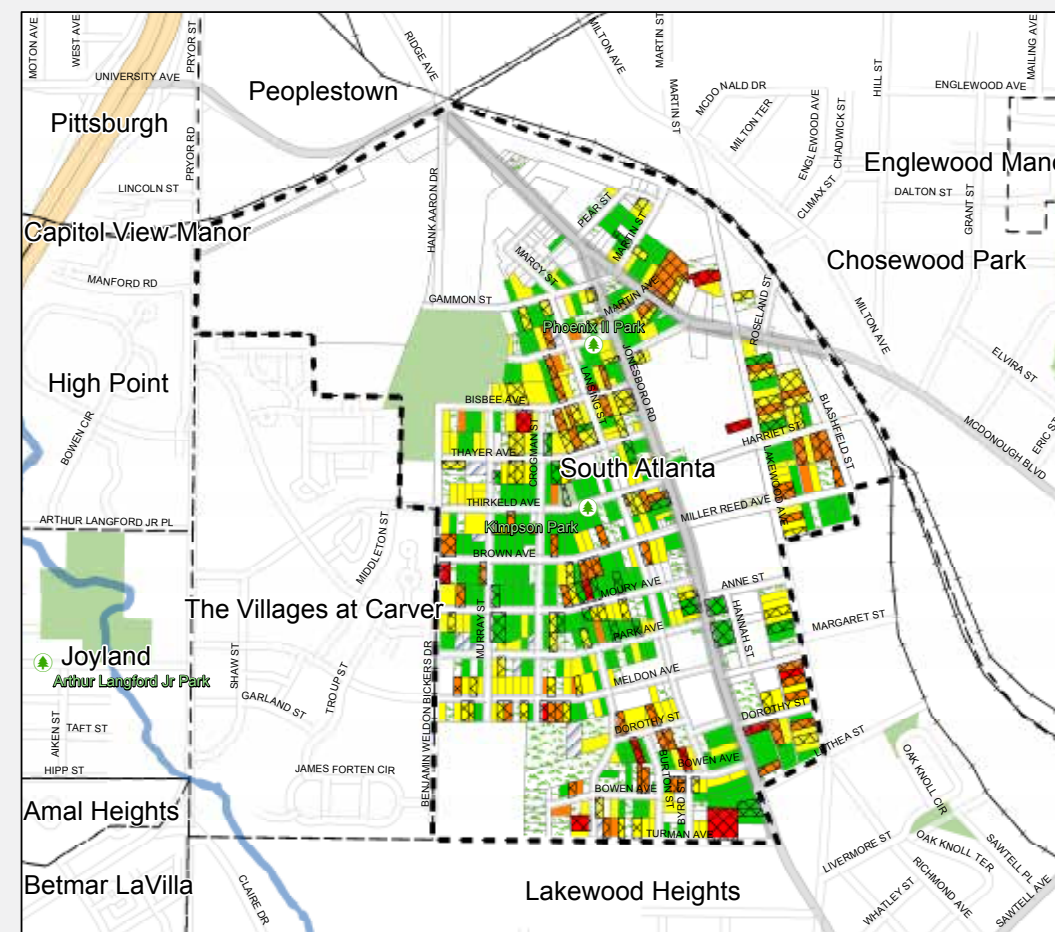
Investment Area Typology: Declining

Total Single Family Parcels	Total Multi-Family Parcels	Total Commercial/Industrial/Public Parcels	Vacant Lots	Unsurveyable Parcels	Total Parcels
515	0	131	103	24	773

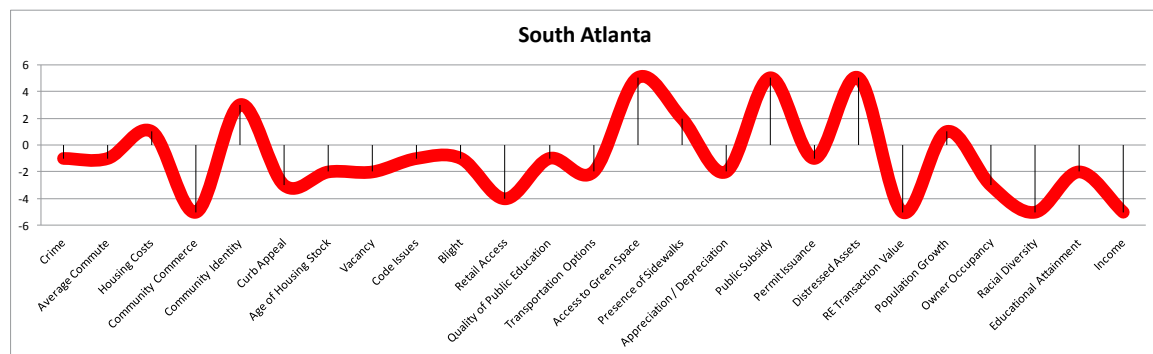
Inset Map

Legend

Structure Condition		Legend	
Green: Good	# of Structures: 218	Green: Green Space	
Yellow: Fair	# of Structures: 205	White: No Structure	# of Structures: 154
Orange: Poor	# of Structures: 68	Blue: Not Visible	# of Vacant Lots: 103
Red: Deteriorated	# of Structures: 13	Grey: No Data Available	# of Structures: 24



Source: APD Solutions Field Evaluation Data, 2012
Neighborhood parcel counts may differ from visual representations within an error margin of +/- 5% of the city-wide total



QUALITY OF LIFE									
Crime Incidences	Score	Average Commute	Score	Housing Costs	Score	Community Commerce	Score	Community Identity	Score
621	-1	43%	-1	\$ 1,685	1	3.4	-5	3	3
CONDITION									
Curb Appeal	Score	Age of Housing Stock	Score	Vacancy	Score	Code Issues	Score	Blight	Score
32.54%	-3	55	-2	39.81%	-2	13.43%	-1	12%	-1
AMENITIES									
Retail Access	Score	Public Education	Score	Transportation Options	Score	Green Space	Score	Sidewalks	Score
7	-4	4	-1	2	-2	100.00%	5	61.14%	2
INVESTMENT									
Appreciation/Depreciation	Score	Public Subsidy	Score	Permit Issuance	Score	Distressed Assets	Score	Real Estate Transaction Value	Score
-14.3%	-2	4	5	84	-1	0%	5	\$ 39,587.00	-5
DEMOGRAPHICS / DIVERSITY									
Population Growth	Score	Owner Occupancy	Score	Racial Diversity	Score	Educational Attainment	Score	Income	Score
12.76%	1	25%	-3	0	-5	2	-2	\$ 29,155.00	-5

Previous Plans & Studies

THE STRATEGIC COMMUNITY INVESTMENT REPORT (SCI) October 2013

Appendix B: Windshield Survey Data By Neighborhood
Look-up Table Part 1 - 3

Neighborhood Name	Total Parcels	Non-Residential Parcels	Unserviceable Parcels	No. of Structures	Vacant Structures	No. of M1 Structures (B-2)	No. of M1 Structures	No. of M2 Structures	No. of M2 Structures	No. of M2 Structures	No. of M2 Structures	No. of M2 Structures	No. of M2 Structures
South Atlanta	773	642	133	24	515	154	515	0	0	0	0	0	81

Appendix B: Windshield Survey Data By Neighborhood
Look-up Table Part 2 - 2

Neighborhood Name	No. of Good Structures	No. of Fair Structures	No. of Poor Structures	No. of Deteriorated Structures	No. of Not Visible Structures	No. of Vacant Lots	Lot Condition (Good)	Lot Condition (Fair)	Lot Condition (Poor)	No. of Lots (Not Visible)	Parcels w/ Sidewalks
South Atlanta	218	205	68	13	11	103	3	51	17	32	342



The Lakewood Livable Centers Initiative (LCI) was a joint effort by the City of Atlanta and Invest Atlanta to prepare plan for the area and neighborhoods around Lakewood Fairgrounds. The plan builds on current and future film industry growth and other area historic, economic, and natural assets to create a plan that is achievable and enhances the livability of this region.

LAND USE RECOMMENDATIONS

- Encourage and preserve land uses that create jobs, especially industrial
- Encourage a mix of land uses in close proximity
- Preserve existing single-family areas and neighborhood commercial areas
- Concentrate new development and redevelopment along key corridors
- Ensure appropriate transitions between existing residences and more intense uses
- Focus on improving or removing vacant homes
- Encourage community development agencies and non-profits to purchase vacant/foreclosed properties in the near term
- Work to speed up stabilization of the residential market
- Continue to work with local partners to provide workforce housing
- Prevent the involuntary displacement of existing community residents
- Strive for a community that allows residents to age in place
- Focus on increasing home ownership rates
- Emphasize code enforcement to remove blight from vacant properties
- Create a series of gateway improvements
- Create temporary gallery, display, or studio space in vacant storefronts and host events to enliven the Lakewood Heights commercial district
- Amend the City of Atlanta Future Land Use Plan
- Rezone certain properties to quality of life and Neighborhood Commercial districts

NEIGHBORHOODS WITH MOST VACANCY

Neighborhood Name	Total Parcels	Total Residential Parcels	Vacant Structures	Percentage
Bankhead/Bolton	168	122	87	71.3%
Bankhead	921	714	233	32.6%
English Avenue	1,530	1,161	371	32.0%
Pittsburgh	1,821	1,571	495	31.5%
Rebel Valley Forest	183	174	51	29.3%
Ashview Heights	699	607	147	24.2%
South Atlanta	773	642	154	24.0%
Lakewood Heights	1,135	962	210	21.8%
Dixie Hills	969	877	186	21.2%
Grove Park	2,604	2,396	488	20.4%

Source: APDS Solutions Field Evalu

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LAKEWOOD LIVABLE CENTERS INITIATIVE (LCI)

2013

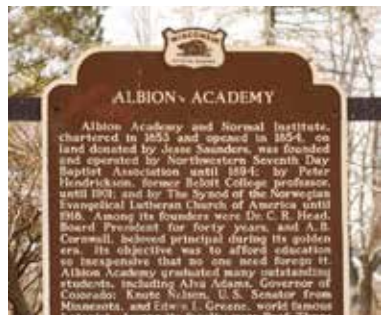


TRANSPORTATION RECOMMENDATIONS

- Develop streets for multiple transportation modes
- Focus pedestrian and landscape improvements in areas with the highest use and visibility
- Re-stripe crosswalks where necessary
- Design bicycle facilities at intersections
- Construct or rebuild sidewalks throughout area
- Upgrade traffic signals along Jonesboro Rd
- Improve Gammon St frontage along South Atlanta Park

URBAN DESIGN and HISTORIC RESOURCES RECOMMENDATIONS

- Preserve, protect, and encourage the rehabilitation of historic buildings
- Allow architectural variety for commercial and mixed-use buildings, but require quality materials
- Install historic markers at significant sites
- Work with Atlanta Public Schools to find an appropriate reuse for the historic Lakewood Heights School on Sawtell Ave.



PUBLIC SPACE, ENVIRONMENT, HEALTH, & COMMUNITY FACILITY RECOMMENDATIONS

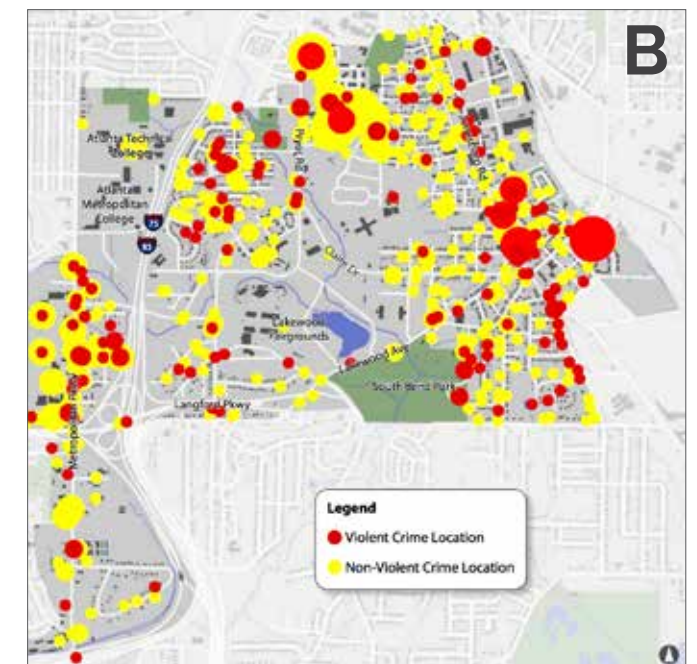
- Encourage development patterns that promote physical activity and social interaction
- Foster a healthy, educated, and well-trained community
- Conduct neighborhood tree plantings
- Institute neighborhood watch programs
- Improve the lighting of key corridors
- Provide recycling bins in parks and other public places and conduct community clean-up days
- Develop a Master Plan for South Atlanta Park



Previous Plans & Studies

LAKEWOOD LIVABLE CENTERS INITIATIVE (LCI)

2013



LAKEWOOD LCI MAPS

These maps represent recommendations from the Lakewood LCI.

Map A shows additional opportunities to strengthen street grids and to establish more shared paths that connect with surrounding neighborhoods

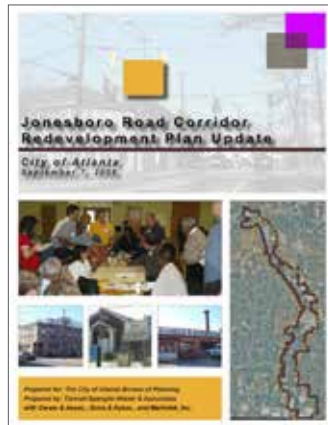
Map B shows a crime heat map from past APD police (2012) showing a larger circle for more crimes reported per address.

Map C maps out past transportation plan recommendations including roundabouts, complete streets, new streets, transit corridors, bicycle connections and connections to the future BeltLine.

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JONESBORO RD CORRIDOR STUDY

2006



Completed in 2006, the Jonesboro Rd Redevelopment Plan Update balanced preservation and economic development along this key corridor. The top one third of the study-area includes the Historic South Atlanta neighborhood. This ambitious plan set up "Goals" and "Objectives" in order to lay out its plan recommendations.

URBAN DESIGN AND HISTORIC RESOURCES RECOMMENDATIONS

- Preserve and protect historically significant buildings and sites.
- Utilize urban design guidelines in historic areas to ensure that new development maintains integrity of historic resources.
- Provide opportunities for landscaping and streetscape improvements.
- Work with potential developers to establish designs suitable with the community character.
- Increase public awareness of historic resources.
- Respect the primacy of the sidewalk as a city's primary public space.
- Utilize building materials that are durable.
- Pedestrian crossings to improve pedestrian circulation and reduce vehicle/pedestrian conflicts.

TRANSPORTATION AND CIRCULATION RECOMMENDATIONS

- Create and maintain a system of safe sidewalks and pedestrian crossings to improve pedestrian circulation and reduce vehicle/pedestrian conflicts.
- Minimize speeding and cut-through traffic in neighborhoods.
- Utilize building and site planning designs that reduce the walking distances.
- Encourage building forms that encourage pedestrian usage and increase pedestrian comfort.
- Provide an attractive, pedestrian-friendly sidewalk environment with greenery, street trees, wide sidewalks, pedestrian lighting, buried utilities and outdoor dining.
- Focus pedestrian facilities near schools, in areas with high elderly populations, and other locations with high pedestrian traffic.

Previous Plans & Studies

JONESBORO RD CORRIDOR STUDY

2006

Goal: Improve vehicular safety along Jonesboro Rd, while respecting its urban context and impact on other modes of travel.

- Reduce traffic disruptions associated with a high number of turning movements and curb cuts.
- Target problematic traffic points and intersections through improvement programs.
- Provide adequate parking in commercial and mixed-use nodes.
- Connect new developments with existing street pattern.
- Utilize access management solutions, such as consolidated curb cuts, cross-access easements, and alleys, to reduce the number of curb cuts.
- Utilize roadway design and signalization programs that favor drivers who drive responsibly (reasonable acceleration, at the speed limit, etc).
- Reduce driver confusion associated with shifting lanes, lane drops, unused pavement, and poorly marked intersections.

Goal: Make bicycling pleasant and safe.

- Connect parks, neighborhoods, schools, proposed transit stations and commercial/mixed-use nodes with bicycle facilities.
- Increase on-street bicycle lane options, signage and awareness.
- Enhance off-street bicycle path facilities, where desired.
- Increase on-street bicycle lane options where desired.

Goal: Promote a variety of transit choices.

- Expand transit facilities for senior residents.
- Encourage enhancement of existing MARTA service through improved frequency of MARTA bus routes, particularly during the weekends.
- Reduce unnecessary roadside clutter so that traffic signs and design cues can more effectively support responsible driving in an urban context.
- Eliminate drainage problems.
- Psychologically narrow streets by placing new buildings at the back of the sidewalk to increase the sense of enclosure.
- Reduce speeding at off-peak hours.
- Enhance and improve transit facilities with integration of the Belt Line.
- Utilize transit to reduce the impact of automobile on the quality of life.
- Provide land use patterns that support transit.
- Provide improved bus facilities, such as posted schedules, shelters, and improved reliability.
- Integrate transit with pedestrian improvements.

TRANSPORTATION AND CIRCULATION RECOMMENDATIONS CONTINUED

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JONESBORO RD CORRIDOR STUDY

2006

LAND USE AND ZONING RECOMMENDATIONS

Goal: Provide a balanced mix of compatible land uses.

- Ensure a mix of commercial uses compatible with the design and character of the surrounding community.
- Expand commercial opportunities by encouraging a diverse retail, restaurants, services and employment options.
- Focus development and redevelopment toward substandard, deteriorated and dilapidated parcels, rather than undeveloped parcels.
- Encourage development around key intersections.
- Limit auto-oriented land uses in areas where their impacts on neighborhoods and traditional neighborhood community centers are minimized.
- Encourage new developments to be constructed in a sustainable manner that is comparable to the community vision.

MARKET / ECONOMIC DEVELOPMENT RECOMMENDATIONS

Goal: Establish community supported, market-based development strategies.

- Support neighborhood commercial uses.
- Establish market-based and financially viable development concepts, while respecting the community's vision for its future.
- Provide a healthy mix of retailers, restaurants, services and professional uses.

Goal: Encourage the economic development of the corridor.

- Protect and expand viable industrial areas and the jobs they represent, but balance the needs of industrial and residential uses to allow them to coexist in locations accessible by nearby neighborhoods.
- Capitalize on proximity to the airport in economic development efforts.
- Evaluate the current state of existing retail/commercial centers throughout the corridor, and rehabilitate those areas to best serve local and neighborhood needs.
- Encourage private development and redevelopment activities which will provide employment opportunities at all income levels.
- Encourage the most appropriate design and architectural preservation consistent with reasonable use and economic feasibility considerations.
- Encourage development opportunities adjacent to and benefited by public transportation.
- Throughout the project areas promote and assist business retention/expansion activities.

Previous Plans & Studies

JONESBORO RD CORRIDOR STUDY

2006

HOUSING RECOMMENDATIONS

Goal: Ensure a mix of quality housing options.

- Prevent displacement of existing residents from redevelopment.
- Encourage a variety of new housing types, neighborhoods, and prices that reflect the desired scale and character of the corridor.
- Focus reinvestment/redevelopment opportunities in neighborhoods with vacancies, or are in need of repair.
- Identify senior housing opportunities where seniors can walk to parks, retail services, churches, and other daily needs.



PUBLIC FACILITIES RECOMMENDATIONS

Goal: Create a safe environment for residents and visitors.

- Provide effective policing in residential areas.
- Provide adequate street and sidewalk lighting.
- Provide for homeless and transient population in different ways to ameliorate their negative impact on businesses, residents, and visitors.
- Clean up the streetscapes with greenery, street trees, pedestrian lighting, and outdoor seating.
- Remove threatening persons, especially those engaged in illegal activity such as drugs and prostitution.



Goal: Ensure adequate infrastructure to support future development.

- Maintain and rehabilitate utilities and infrastructure.
- Incorporate natural resource protection and open space provision into infrastructure improvement projects.
- Identify stormwater management and sewer improvements to mitigate flooding of low-lying areas.

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2006

ENVIRONMENT RECOMMENDATIONS

Goal: Ensure adequate infrastructure to support future development.

- Maintain and rehabilitate utilities and infrastructure.
- Find alternatives to above ground utilities, where possible.
- Incorporate natural resource protection and open space provision into new infrastructure and improvement projects, such as participation in the Atlanta Greenway Acquisition Project.

Goal: Provide a range of parks and open space.

- Utilize parks and recreation areas, including the BeltLine, to connect residential areas and commercial/mixed-use areas.
- Encourage parks, greenways, multiuse trails and recreation facilities that meet the needs of different age groups.
- Increase the number of public spaces.
- Integrate natural resource features into recreation amenities



Previous Plans & Studies

JONESBORO RD CORRIDOR STUDY

2006

OTHER SPECIFIC RECOMMENDATIONS:

- The interconnected streets and the small blocks of neighborhoods such as Lakewood Heights and South Atlanta should be preserved and protected. They provide multi-modal accessibility and are part of what differentiates intown Atlanta from suburban areas.
- Encourage rear service lanes to provide connectivity and reduce turning movements on Jonesboro Rd.
- Support new streets across the BeltLine at such time as it is developed into a transit greenway.
- Utilize existing large lots along Jonesboro Rd to introduce new or redeveloped retail opportunities to the corridor. Many large parcels in the corridor are occupied by automobile salvage yards, former industrial uses, or marginal commercial uses. These are all ideal redevelopment candidates.
- Support homeowners who want to make improvements that reduce occurrences of Substandard, Deteriorated, and Dilapidated structures.
- Support the preservation and rehabilitation of
 - o South Atlanta neighborhood
 - o Most homes along Jonesboro Rd over 50 years old
 - o Harold's Barbecue
 - o Modern buildings at 2009 and 2017 Jonesboro Rd
 - o Historic churches and public buildings
- Most Jonesboro Rd commercial buildings were historically faced in brick. Limited occurrences of glazed tile, true stucco, and clapboard also exist. These materials are encouraged in all new commercial and mixed-use buildings, but particularly in Lakewood Heights and South Atlanta.
- Support the standards of the South Atlanta Neighborhood Master Plan (prepared for CHARIS Community Housing) for new workforce housing development in South Atlanta.
- Provide a knee wall, fence, hedge or curb at the back of the sidewalk in certain residential areas to provide a boundary between the public and private realms.
- As redevelopment occurs in mixed-use centers, developers are encouraged to preserve historic facades. There are several ways to do this, including tax deductible facade donations (to non-profit groups like Easements Atlanta) or through preservation tax credits. Developers should work with Atlanta Urban Design Commission staff to determine the appropriate preservation model for individual projects.
- Encourage owners of historic income-producing properties to use existing historic preservation incentives, including:
 - o Property Tax Abatement (may not be used in TAD area)
 - o State Income Tax Credit
 - o Federal Rehabilitation Tax Credit

HISTORIC South Atlanta MASTERPLAN

ATLANTA COMPREHENSIVE DEVELOPMENT PLAN (CDP) 2016



The creation and adoption of this comprehensive development plan is a requirement for local governments called for by the 'Georgia Planning Act of 1989'. The Charter of the City of Atlanta (Section 3-601) also mandates the preparation of a comprehensive development plan (CDP) every 3 to 5 years.

The previous CDP was completed in 2011. As neighborhood Master Plans, zoning classifications, and future land uses are changed and updated, the CDP is updated accordingly as the primary legal document for planning in Georgia and the City of Atlanta. The CDP also identifies Character Areas for Historic South Atlanta. The two most prominent are

Traditional Neighborhood Redevelopment and Redevelopment Corridor. The policies that support these character areas are listed below:

POLICIES

- Encourage revitalization and redevelopment of Redevelopment Corridors that improves the sense of place and community, creates a well functioning corridor that facilitates traffic flow, provides transportation options, and supports a variety of land uses.
- Promote and encourage the redevelopment of vacant, under-utilized and auto-oriented development along Redevelopment Corridors.
- Promote more intense pedestrian-oriented development at activity nodes and major intersections.
- Discourage continuous automobile oriented development along Redevelopment Corridors.
- Promote and encourage mixed-use residential, retail and office uses; and development with a pedestrian- oriented urban form.
- Promote a balance of retail, service, office, dining and residential uses serving the adjacent neighborhoods.
- Provide sidewalks and a more pedestrian-oriented environment by incorporating landscaped buffers between the roadway and sidewalks and placing buildings closer to the street.
- Preserve and rehabilitate historic and potentially historic buildings located in Redevelopment Corridors.
- Provide sidewalk connections to adjacent residential areas.

Previous Plans & Studies

ATLANTA COMPREHENSIVE DEVELOPMENT PLAN (CDP) 2016

- Encourage redevelopment that permits minimal building setbacks, parking to the rear of a building, and requires quality materials and design (related to the building, the site, and signage).
- Coordinate land use planning and connectivity with bike, pedestrian and transit opportunities.

IMPLEMENTATION STRATEGIES

- Demolish and redevelop abandoned, under-utilized or vacant buildings in disrepair.
- Enforce zoning regulations, code enforcement and design guidelines.
- Implement TOD Strategy.
- Connect to trails and transit as appropriate.
- Seek to attain the vision established in the adopted Redevelopment Plans and Connect Atlanta Plan.
- Encourage more grocery stores and or fresh food options.
- Implement streetscape improvements along Redevelopment Corridor intersections.
- Implement recommendations from adopted corridor plans.
- Implement strategies and projects that promote healthy living and walkability
- Promote redevelopment of industrially designated land south of the BeltLine with civic and institutional uses.



H I S T O R I C
South Atlanta
 M A S T E R P L A N

**ATLANTA COMPREHENSIVE DEVELOPMENT PLAN (CDP)
 2016**

ATLANTA BELTLINE

The Atlanta BeltLine project is a major planning initiative for the City of Atlanta. Once complete, the BeltLine will combine greenspace, trails, transit, public art, and adjacent new pedestrian development along 22 miles of historic rail segments that encircle the urban core. The project provides a unique opportunity to enhance the City's Quality of Life by preserving and revitalizing existing neighborhoods, fostering mixed-use developments at select locations, promoting better connectivity to improve air quality and reducing dependency on the automobile by providing more transportation options.

The City recognizes development has and will be attracted to the Atlanta BeltLine area and that its orientation, scale and character should encourage pedestrian and transit-oriented uses and activities to maximize the positive impact of the BeltLine on adjacent neighborhoods. To this end the Atlanta BeltLine Redevelopment Plan and a Tax Allocation District (TAD) was formed in 2005. The BeltLine TAD funds will be used to invest in land acquisition and the creation of multi-use trails, greenspace, transit, workforce housing and Atlanta Public Schools projects. Funds are also intended to be used towards other infrastructure improvements, environmental brownfield cleanup, and to facilitate development in historically underdeveloped areas.



IMAGES VIA ATLANTA BELTLINE, INC.

Previous Plans & Studies

**ATLANTA BELTLINE SUBAREA 2 PLAN
 2009**



Completed in 2009, the Atlanta Beltline Subarea Plan was one of 10 other subarea plans for the future Beltline loop. Referred to as the Heritage Communities of South Atlanta, it included the neighborhoods of Adair Park, Capital View, Capital View Manor, Chosewood Park, High Point, Oakland City, Peoplestown, Pittsburgh, and Historic South Atlanta. It was an ambitious and well thought out plan covering 1,765 acres (885 of which were in the Beltline Tax Allocation District - or TAD).

GUIDING PRINCIPLES

At the beginning of the process, a series of guiding principles were developed with study groups to provide direction to the process. These included:

- 1) Encourage the economic development of the Heritage Communities.
- 2) Identify and preserve historic resources and the local sense of place.
- 3) Utilize redevelopment to mend the urban fabric.
- 4) Provide a safe and balanced transportation system.
- 5) Provide connectivity, continuity, and redundancy among various modes of transportation.
- 6) Connect neighborhoods and public facilities with transportation.
- 7) Provide adequate parking facilities.
- 8) Provide a balanced mix of compatible land uses.
- 9) Expand housing options.
- 10) Provide a range of safe parks and open space.

HISTORIC South Atlanta MASTERPLAN

ATLANTA BELTLINE SUBAREA 2 PLAN 2009

OPEN SPACE

P7 : Proposed McDonough / Jonesboro Triangle Park with Public Art

P13: South Atlanta Park Expansion and Trail

P14: University Park with Public Art

S - Beltline Transit Stations



TRANSPORTATION

I-1 : University Ave. at McDonough Boulevard / Hank Aaron Drive - Reconfigure intersection to account for closure of Ridge Avenue

S-5 : New Sidewalks from McDonough Boulevard from Hank Aaron Dr. to Hill Street

E-1 : Roadway Enhancements from Metropolitan Pkwy. to McDonough Blvd. on University Ave.



LAND USE

*Mixed-use land uses at McDonough / Lakewood & McDonough / Jonesboro intersections

*Multi-family Residential along freight rail line to the north of neighborhood blocks

*Large blocks broken up into smaller blocks with creation of new streets



Previous Plans & Studies

ATLANTA'S NEIGHBORHOOD QUALITY OF LIFE AND HEALTH PROJECT : 2014

PROJECT OUTLINE

'The Atlanta Neighborhood Quality of Life and Health (NQOLH) Project was conducted by the Center of Geographic Information Systems at Georgia Institute of Technology. 'The study represents a multi-attribute Quality of Life and Health data compilation that assesses neighborhood level, place-based amenities and the state of community wellbeing across Atlanta's neighborhoods.' The NQOLH Project measures built environment characteristics. A website was utilized to display the results of the first series (2006-2010 time frame) of indicators collected on quality of life and health for Atlanta's Neighborhood Planning Units. 'The data is grouped into two indexes, the Neighborhood Quality of Life (NQoL) Index and the Neighborhood Health (NH) Index. This project's purpose is to provide free and open data that allows residents, community groups, planners, and policy-makers to assess community needs and develop data-driven planning strategies.'

An additional index, the Socioeconomic Conditions (SEC) Index, groups NPUs into three categories (High, Medium, Low) by community socioeconomic status. Based on a wealth past research, we know that socioeconomic status is a key influencer on both health and quality of life. NPUs are grouped based on data for household incomes, unemployment, educational attainment, and poverty rates. The SEC categories facilitate comparisons among similar socioeconomic communities. NPU Y's (of which Historic South Atlanta is a part of) SEC Index was placed in the "Low" category. Also of note: NPU Y' placed exceptionally low in Neighborhood Health, Nutrition, and Mortality when compared to the other NPUs in Atlanta.

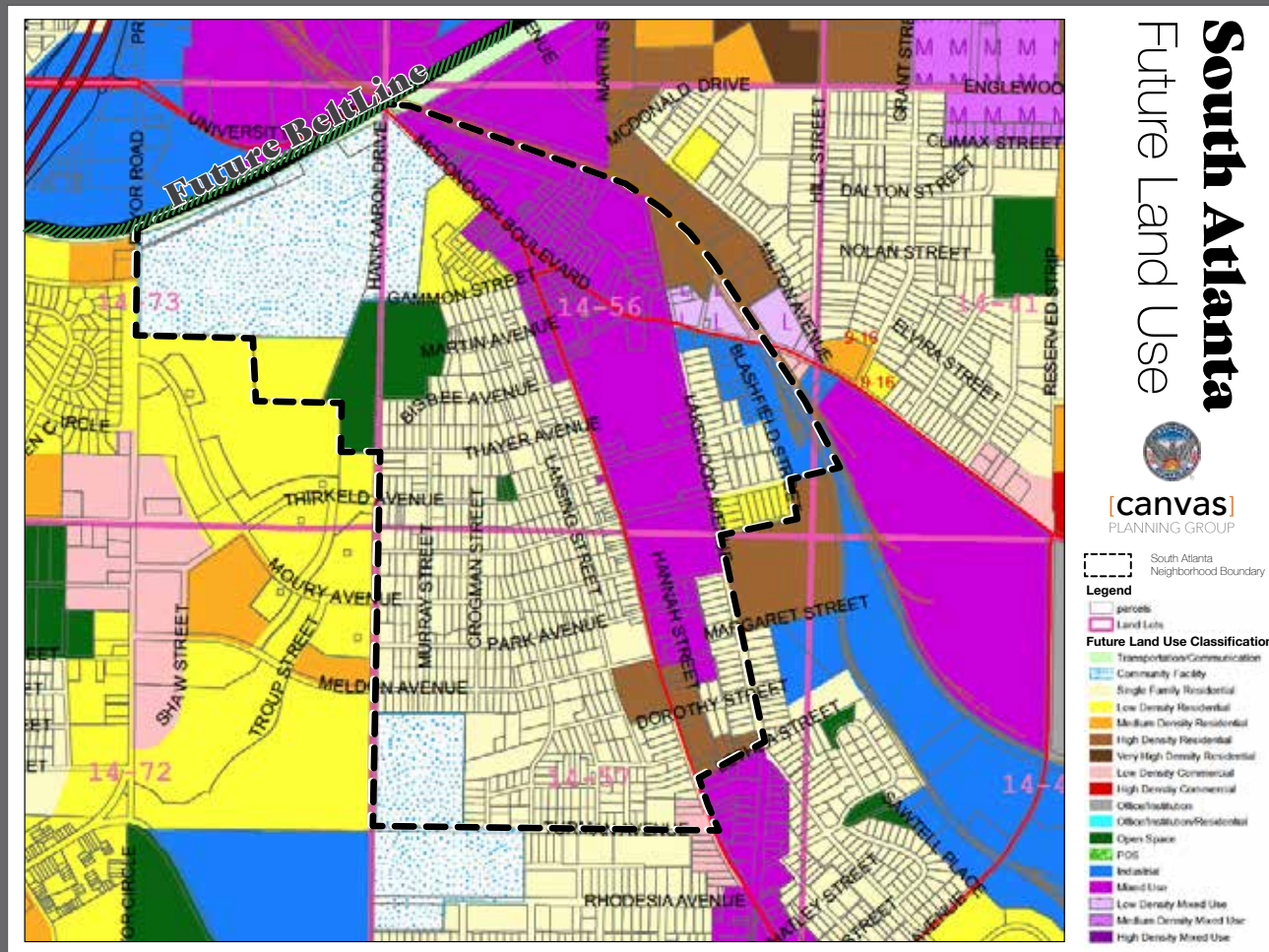
Quality of Life			Health		
Variables	NPU Y	City of Atlanta	Variables	NPU Y	City of Atlanta
Neighborhood Quality of Life Ranking	11	N/A	Neighborhood Health Ranking	20	N/A
Amenities Ranking	12	N/A	Physical Activity Ranking	14	N/A
Parks Access (%)	65	54.0	Walkability Score (out of 100 pts)	42	46
Retail Access (%)	53.2	94.7	Nutrition Ranking	20	N/A
Economy Ranking	15	N/A	Low Food Access (%)	13.4	4.0
Jobs to Labor Force Ratio	0.5	1.16	Mortality Ranking	22	N/A
Housing Ranking	12	N/A	YPPL 75 rate LQ	2.5	N/A
Vacancy Rate (%)	28.5	20.7	Morbidity Ranking	12	N/A
Homeownership Affordability Ratio	3.2	1.9	Diabetes LQ	1.7	N/A
Rent Affordability Ratio	0.21	0.23	HHH LQ	40.77	N/A
Public Safety Ranking	16	N/A	Esophageal Cancer LQ	6027	N/A
Vehicle Crashes per 1,000	4.1	15.3	Uterine Cancer LQ	0.0	N/A
Violent Crime Rates per 1,000	18.6	11.5	Kidney Cancer LQ	0.02	N/A
Property Crime Rate per 1,000	86.9	73			
Transportation Ranking	11	N/A			
Transit Access (%)	90.5	79.4			
Mean Travel Times (min)	30.2	25.8			

BOTCHWEY, N., S. GUHATHAKURTA, G. ZHANG, G. 2014. " ATLANTA'S NEIGHBORHOOD QUALITY OF LIFE AND HEALTH PROJECT." CENTER FOR GEOGRAPHIC INFORMATION SYSTEMS. ACCESSED MON. JAN 01 2018 12:38:25 GMT-0500 (EST), FROM HTTP://WWW.CGIS.GATECH.EDU/NQOLH/

City Policy Maps

EXISTING CONDITIONS: FUTURE LAND USE MAP

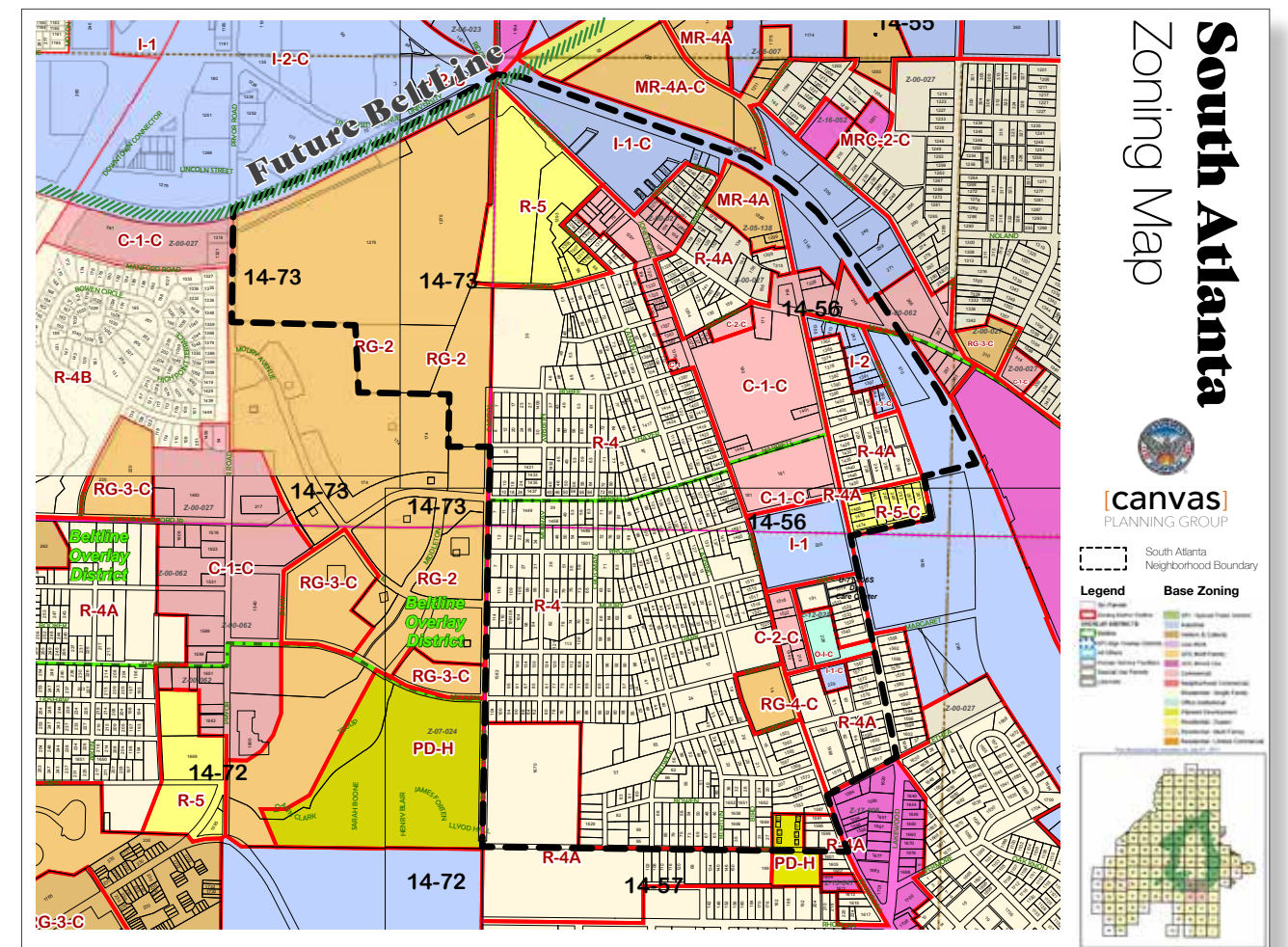
The map below identifies the future land uses prescribed by the City of Atlanta through the Comprehensive Development Plan. These future land use designations are policy guides for future zoning and development actions based on past community visions developed in past plans and legal proceedings.



Existing Conditions

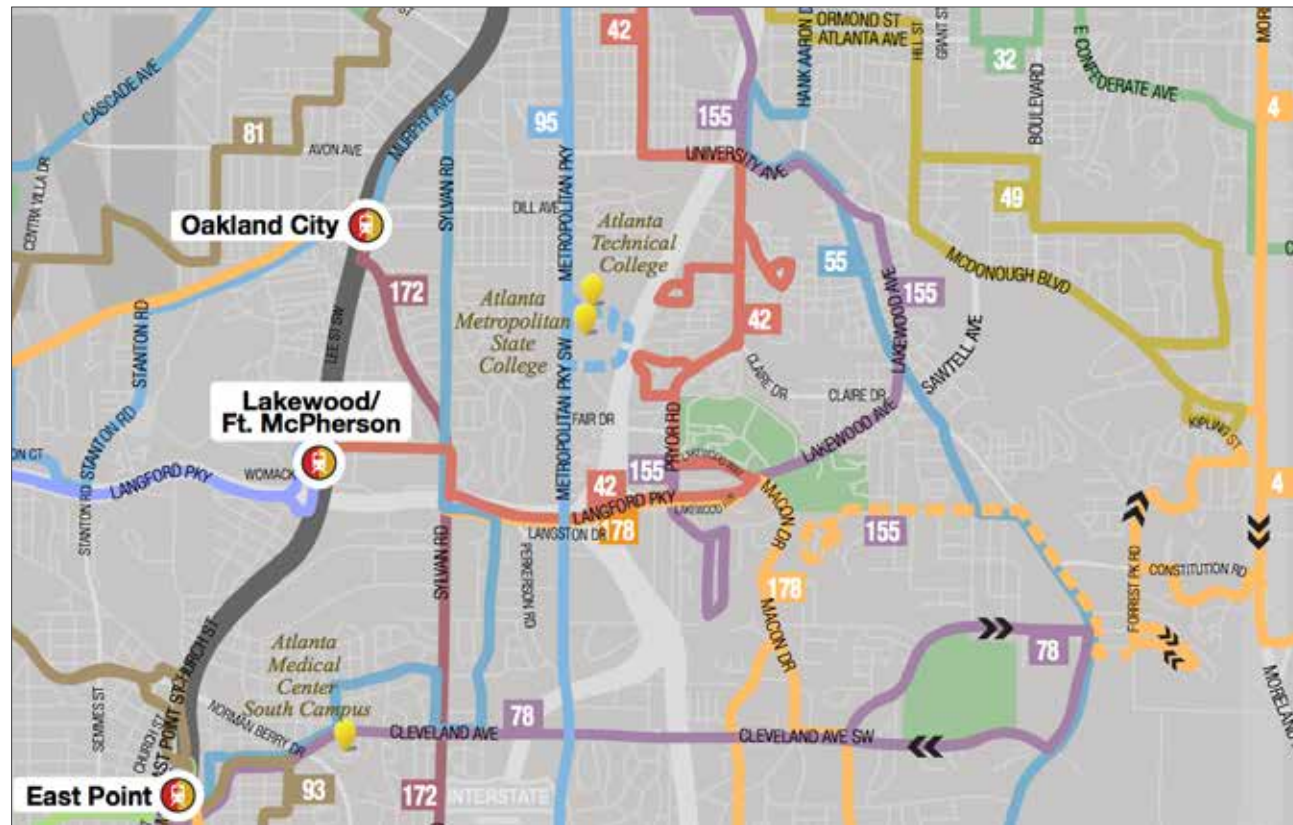
EXISTING CONDITIONS: ZONING

The map below identifies the current zoning classes recognized by the City of Atlanta. The majority of the neighborhood is zoned R-4 and R-5 which are one and two-family residential designations, accordingly. There is also a sizeable amount of RG districts which are 'General Residential' or 'Multifamily Residential' designations that enable higher densities of residential uses. The area between Jonesboro Rd and Lakewood is generally a mix of Commercial (C), Industrial (I) and Office-Industrial (O-I) zoning classes.



HISTORIC
South Atlanta
MASTERPLAN

TRANSPORTATION : MARTA



Though Historic South Atlanta is not serviced by MARTA'S heavy rail, the 55 and the 155 bus do provide a North/South connection through the neighborhood. Although it has many stops, the 42 bus route is unique in that it provides the ability to go west to the Lakewood/Ft. McPherson heavy rail transit station and north to Garnett or Five Points Station.

The MARTA map above shows MARTA's southern transportation network directly south of the city. The image to the right highlights downtown ATLANTA where most connections are made.



Existing Conditions

TRANSPORTATION: INFRASTRUCTURE AND FACILITIES

Historic South Atlanta has many valuable assets and community facilities.

Based on future plans, Historic South Atlanta will soon be getting a re-engineered intersection at Lakewood Ave and McDonough Blvd as well as a widened bridge for McDonough Blvd as it passes over rail lines. Those same rail lines form the eastern to northeastern border of the neighborhood. Also in future plans is the Atlanta BeltLine that forms the northern border of the neighborhood along the GW Carver High School property. See also page 37 for an infrastructure map.

Historic South Atlanta also benefits from Norfolk Southern's Active freight/rail line that forms the eastern boundary of the neighborhood. Small industrial uses provide key, local jobs in the area. Though, not currently in use, the CSX rail line will become a pivotal part of the Southern Atlanta Beltline trail.

Historic South Atlanta is fortunate to have both public and private schools that serve the community well: TH Slater Elementary, LJ Price Middle, and GW Carver High School (all of which have recently entered into a charter with Purpose Built Schools); in addition to the world-renowned Ron Clark Academy.

The neighborhood has Atlanta Fire Rescue Station #2 in the southern part of Historic South Atlanta on Jonesboro Rd.

Also of note, the recent Atlanta City Design project has identified the Jonesboro Rd Corridor as a key future BRT (Bus Rapid Transit) route as part of the Hashtag BRT project.



IMAGE VIA GDOT FOR LAKEWOOD/MCDONOUGH



IMAGE VIA RON CLARK ACADEMY



IMAGE VIA WWW.REPORTERNEWSPAPERS.NET

HISTORIC South Atlanta MASTERPLAN

TRANSPORTATION : SIDEWALK INVENTORY

The map on the following page shows the sidewalk inventory for Historic South Atlanta. The red lines denote the absence of sidewalks. The blocks that are shaded in red, highlight an area that is completely cut-off from sidewalks, meaning the block itself and all surrounding blocks do not have sidewalks. This issue is exacerbated by the fact that the streets are often very narrow in these areas.

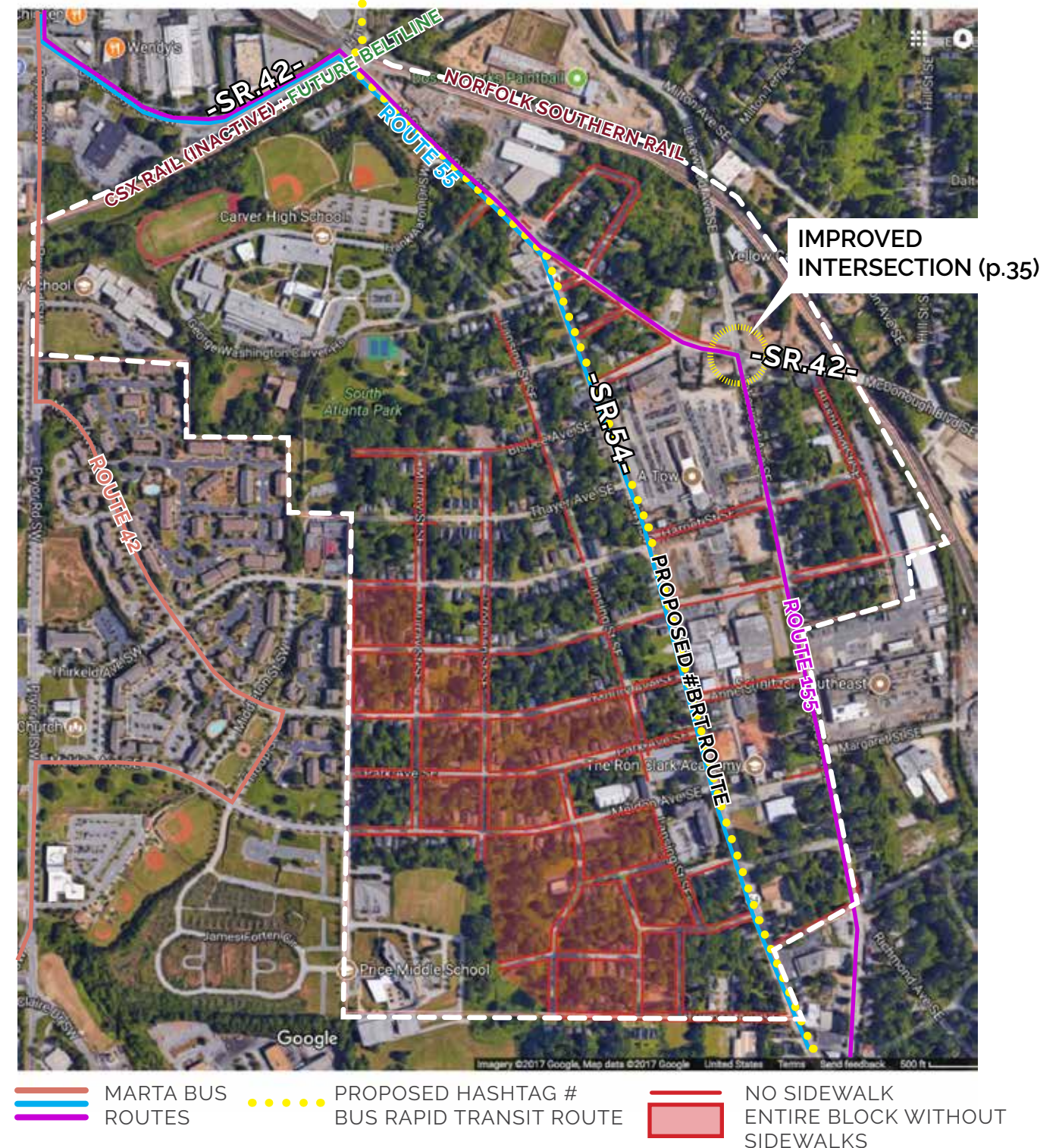
The sidewalk inventory is well established near Carver High School, but becomes increasingly disconnected when further removed from the High School campus. The southern part of the neighborhood was annexed into the City of Atlanta at a later date from the northern part of the neighborhood which most likely explains this development pattern. This existing pattern was noted through community input through the Master Plan process. Many residents noted the challenges of moving east/west and vice versa within the community. The lack of sidewalks and overgrown trees in the southern part of the neighborhood can also play into feelings of unsafety that many residents noted.



MOURY AVE - NO SIDEWALKS, OVER-GROWN TREES, UNSAFE CUES
IMAGE VIA GOOGLE STREETVIEW

Existing Conditions

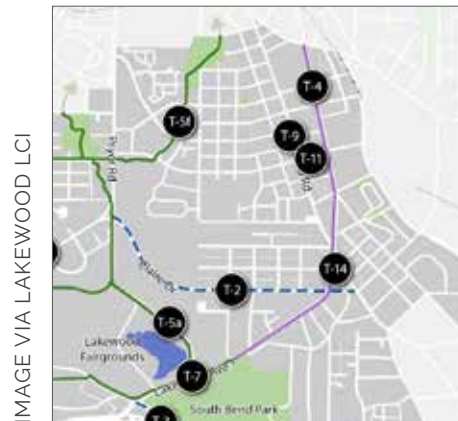
TRANSPORTATION & SIDEWALK INVENTORY MAP



HISTORIC
South Atlanta
 MASTERPLAN

EXISTING CONDITIONS: ENVIRONMENT / OPEN SPACE

Historic South Atlanta is rich with environmental assets and open space. Most notable, South Atlanta Park, is currently the focus of a community visioning process facilitated by Park Pride. Proposed park improvements will provide new amenities catering to a wider group of constituents. Park improvement recommendations also are focused on providing better visibility into the park, and improved integration with stormwater management. Other plans have shown how South Atlanta Park could connect to the linear green spaces in the Villages at Carver and connect to the YMCA and Path's South Fork Trail to the south and the Atlanta BeltLine to the north.



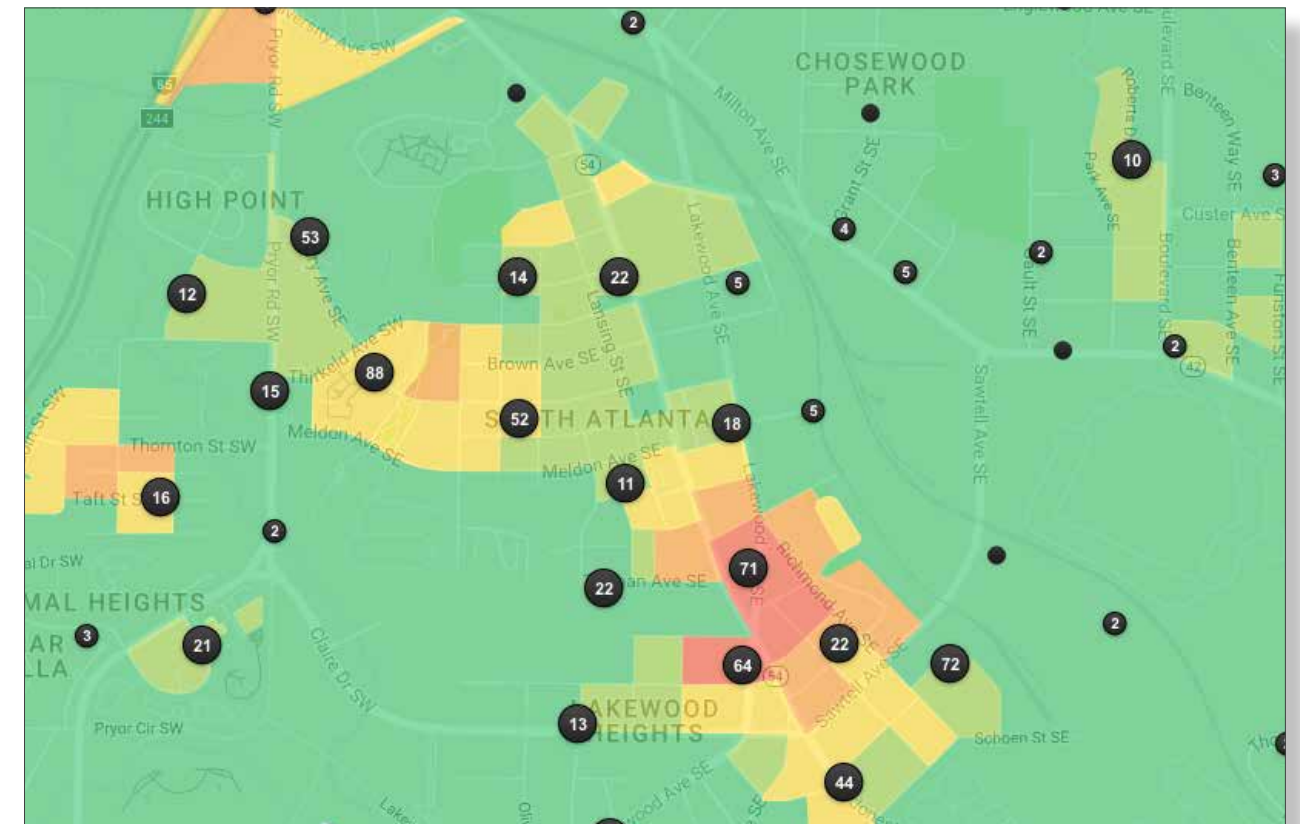
The GW Carver High School provides significant open space and programmed green space for high school students. There are also opportunities along McDonough Blvd to connect South Atlanta Park via the historic Magnolia trail with the future BeltLine along the northern border of Historic South Atlanta.

Luther J. Price Middle School possesses a significant amount of open space around its campus that could be programmed for its students in the future. There are opportunities to create more formal connections to the middle school from the Villages at Carver to the west, Historic South Atlanta to the north and east, and from Lakewood Heights to the south.

Lastly, Kimpson Park is a valuable resource that serves the single-family rich interior of Historic South Atlanta. As the neighborhood grows, Kimpson Park represents an opportunity to continue to provide a pocket park that can serve its residents well.

Existing Conditions

EXISTING CONDITIONS: PUBLIC SAFETY



DATA FROM SPOTCRIME.COM AND CRIMEREPORTS.COM VIA TRULIA.COM

The map above shows a crime heat map with the corresponding numbers of police reports. This data supports the anecdotal evidence that the southernmost portion of the neighborhood that abuts the Lakewood Heights community is a major security concern for the Historic South Atlanta residents in Atlanta Police Department's (APD) Zone 3. Zone 3 has a total of 13 beats.

Data was pulled from 2016 via the Cobra statistics via APD to better understand the types of crime committed within the community. Of the 123 police reports, the highest-occurring crimes are:

- 24% Larceny (theft of personal property) from a vehicle
- 18% Larceny Not from a vehicle
- 16% Auto Theft

H I S T O R I C
South Atlanta
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**EXISTING CONDITIONS:
 URBAN DESIGN/HISTORIC RESOURCES**

Historic South Atlanta's housing stock was established primarily during period of time between the 1920s and the 1940s and is in the craftsman style. Some of the larger two-story homes in the northern part of the neighborhood could be classified as Victorian style. In typical pre-World War 2 fashion, the streets are narrow as are the lots. Over time, Jonesboro Rd, McDonough Blvd, and Lakewood Ave were widened to make it easier for large trucks to use with its many industrial lots/uses in the neighborhood.



GAMMON STREET SIMPLE VICTORIAN



FIRST BLACK POSTMASTER IN ATLANTA LIVED/WORKED HERE

The neighborhood's crown jewel in urban design and as a historic resource is the current New Schools at Carver (most recently GW Carver high school) which originally served as the first location of Clark University (now Clark Atlanta University) in conjunction with Gammon Theological Seminary. The most distinctive building is Leete Hall which was completed in 1922 by Alexander Hamilton and Henry White Jr. in Tudor Style.



LEETE HALL IMAGE VIA THE SIZEMORE GROUP

Existing Conditions

**EXISTING CONDITIONS:
 DEMOGRAPHICS/SOCIOECONOMICS**

A demographic study of the South Atlanta Neighborhood was conducted as part of the planning process. Creating a successful plan for a community requires an understanding of the current socioeconomic profile of its residents. It is also important to understand how a neighborhood's residents are faring in comparison to the larger community. For this reason, most of the statistics provided in this study also include a comparison to the City of Atlanta, Fulton County, and Metro Atlanta .

POPULATION AND GROWTH

In 2017, the population of the South Atlanta Neighborhood was estimated to be approximately 1,680. This represents an increase of 12.9% from the 2010 population of 1,490. This rate of growth was greater than in the City of Atlanta (10.1%), Fulton County (12.1%) and Metro Atlanta (10.5%).

Over the next five years, the population is projected to grow by 7.5% to 1,810. This projected growth rate is greater than the City of Atlanta as a whole, Fulton County, and Metro Atlanta. Over the next five years, the City of Atlanta's population is projected to increase by 5.8%. For Fulton County, the projected growth rate is 6.8% and for Metro Atlanta, it is 6.7%.

	SOUTH ATLANTA	CITY OF ATLANTA	FULTON COUNTY	METRO ATLANTA
2010 POPULATION	1,490	420,000	920,580	5,286,730
2017 ESTIMATED POPULATION	1,680	462,540	1,031,770	5,843,280
GROWTH IN POPULATION	12.9%	10.1%	12.1%	10.5%
2022 PROJECTED POPULATION	1,810	489,570	1,101,870	6,234,160
PROJECTED GROWTH IN POPULATION (2017-2022)	7.5%	5.8%	6.8%	6.7%

Source: Environics Analytics and Village Green Consulting

1. Metro Atlanta consists of a 28 - county metropolitan statistical area, made up of Barrow, Bartow, Butts, Carroll, Cherokee, Clayton, Cobb, Coweta, Dawson, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Haralson, Heard, Henry, Jasper, Lamar, Meriwether, Newton, Paulding, Pickens, Pike, Rockdale, Spalding, and Walton counties.

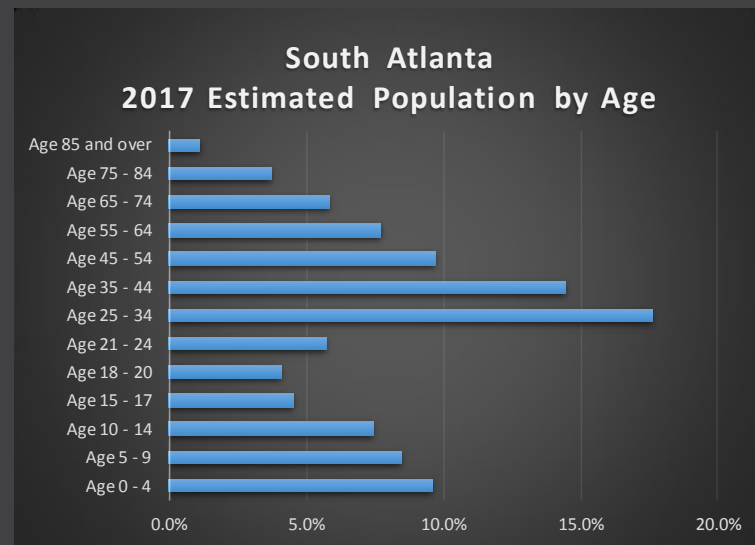
HISTORIC
South Atlanta
MASTERPLAN

**EXISTING CONDITIONS:
DEMOGRAPHICS/SOCIOECONOMICS**

POPULATION CHARACTERISTICS - AGE

The 2017 median age for the South Atlanta Neighborhood is 30.8 which is significantly lower than the median age for the City of Atlanta (34.9), Fulton County (35.9) and Metro Atlanta (36.6). Over the next five years, the median age in South Atlanta is projected to increase to 32.1.

Approximately 41.8% of South Atlanta residents are between the ages of 25 and 54. This age bracket typically represents the bulk of an area's potential labor market.



Approximately 30.0% of the population in the South Atlanta Neighborhood is under the age of 18. This percentage is considerably greater than the City of Atlanta (19.4%), Fulton County (22.9%) and Metro Atlanta (24.8%). The percentage of the population age 65 and over in South Atlanta is 10.8%, which is slightly lower than the surrounding areas. In the City of Atlanta, approximately 11.7% of the population is age 65 or older. In Fulton County, the figure is 11.4%, and it is 11.8% for Metro Atlanta

	SOUTH ATLANTA	CITY OF ATLANTA	FULTON COUNTY	METRO ATLANTA
MEDIAN AGE	30.8	34.9	35.9	36.6
UNDER AGE 18	30.0%	19.4%	22.9%	24.8%
AGE 65 AND OVER	10.8%	11.7%	11.4%	11.8%

Source: Environics Analytics and Village Green Consulting

Existing Conditions

**EXISTING CONDITIONS:
DEMOGRAPHICS/SOCIOECONOMICS**

POPULATION CHARACTERISTICS - RACE

South Atlanta has historically been a predominately African-American community. In 2017, approximately 91.8% of local residents characterized themselves as "Black or African-American."

The percentage of the population self-identifying as "White" was approximately 4.5% and those selecting "Two or More Races" were 2.9%. No other racial group accounted for more than 1.0% of the population. South Atlanta is less racially diverse than the City of Atlanta, Fulton County, and Metro Atlanta.

Hispanic or Latino residents can be of any race. Approximately 1.0% of South Atlanta residents identify as Hispanic or Latino. This is significantly less than the percentage for the City of Atlanta (4.9%), Fulton County (7.5%), and Metro Atlanta (10.7%).

	SOUTH ATLANTA	CITY OF ATLANTA	FULTON COUNTY	METRO ATLANTA
White	4.5%	40.9%	43.5%	52.8%
Black/African American	91.8%	50.3%	43.5%	33.6%
American Indian/Alaskan Native	0.5%	0.2%	0.2%	0.3%
Asian	0.1%	4.1%	7.1%	5.8%
Native Hawaiian/Pacific Islander	0.0%	0.0%	0.0%	0.1%
Other Race	.2%	2.1%	3.2%	4.7%
Two or More Races	2.9%	2.4%	2.5%	2.8%
Hispanic or Latino (of any race)	1.0%	4.9%	7.5%	10.7%

Source: Environics Analytics and Village Green Consulting

Existing Conditions

EXISTING CONDITIONS: DEMOGRAPHICS/SOCIOECONOMICS

POPULATION CHARACTERISTICS - EDUCATIONAL ATTAINMENT

Rates of educational attainment are significantly lower for the South Atlanta Neighborhood than for the City of Atlanta, Fulton County, and Metro Atlanta.

Approximately 9.2% of South Atlanta residents over the age of 25 have less than a ninth grade education. This figure is significantly higher than for the City of Atlanta (3.1%), Fulton County (3.2%), and Metro Atlanta (4.8%). Only 18.9% of South Atlanta residents over the age of 25 have a Bachelor's Degree or higher. This is significantly below the percentages in the City of Atlanta (48.6%), Fulton County (48.8%), and Metro Atlanta (35.3%).

Approximately 25.0% of South Atlanta residents over the age of 25 have attended some college without receiving a degree. This is significantly greater than in the City of Atlanta (16.6%), Fulton County (18.3%), and Metro Atlanta (20.9%). This statistic would seem to indicate possible socioeconomic barriers to completing desired educational programs

	SOUTH ATLANTA	CITY OF ATLANTA	FULTON COUNTY	METRO ATLANTA
Less than 9th Grade	9.2%	3.1%	3.2%	4.8%
Some High School, No Diploma	14.0%	7.9%	5.9%	7.2%
High School Graduate (or GED)	28.2%	19.4%	18.3%	24.8%
Some College, No Degree	25.0%	16.6%	18.3%	20.9%
Associate's Degree	4.6%	4.5%	5.6%	7.1%
Bachelor's Degree	16.2%	28.1%	29.8%	22.7%
Master's Degree	1.7%	13.5%	13.5%	9.1%
Professional Degree	0.5%	4.9%	3.8%	2.2%
Doctorate Degree	0.6%	2.1%	1.8%	1.4%

EXISTING CONDITIONS: DEMOGRAPHICS/SOCIOECONOMICS

POPULATION CHARACTERISTICS : RESIDENT OCCUPATIONS

For the population in the South Atlanta Neighborhood age 16 and over, approximately 43.3% are employed civilians, 8.5% are unemployed civilians, and 48.3% are not in the labor force. Of those in the labor force, approximately 17.1% hold blue collar occupations, 60.3% hold white collar occupations, and 22.6% are employed as service and farm workers.

The table to the right provides a breakdown of employment by occupational category for the South Atlanta civilian employed residents who are age 16 and over. It is important to note that these figures represent the occupations for those who live in South Atlanta not jobs located in the neighborhood. Approximately 13.9% of South Atlanta residents are employed in the "Sales/Related" field, and 12.8% are employed in the "Office/Administrative Support" category. No other occupation category accounts for more than 10%.

2017 Estimated Employed Population Age 16+ by occupation	
ARCHITECTURE/ENGINEERING	0.0%
ARTS/DESIGN/ENTERTAINMENT/SPORTS/MEDIA	3.2%
BUILDING/GROUNDS CLEANING/MAINTENANCE	4.9%
BUSINESS/FINANCIAL OPERATIONS	6.8%
COMMUNITY/SOCIAL SERVICES	4.3%
COMPUTER/MATHEMATICAL	2.8%
CONSTRUCTION/EXTRACTION	1.7%
EDUCATION/TRAINING/LIBRARY	2.4%
FARMING/FISHING/FORESTRY	0.0%
FOOD PREPARATION/SERVING RELATED	7.1%
HEALTHCARE PRACTITIONER/TECHNICIAN	6.6%
HEALTHCARE SUPPORT	5.5%
INSTALLATION/MAINTENANCE/REPAIR	1.7%
LEGAL	1.3%
LIFE/PHYSICAL/SOCIAL SCIENCE	0.0%
MANAGEMENT	6.2%
OFFICE/ADMINISTRATIVE SUPPORT	12.8%
PRODUCTION	4.7%
PROTECTIVE SERVICES	1.7%
SALES/RELATED	13.9%
PERSONAL CARE/SERVICE	3.6%
TRANSPORTATION/MATERIAL MOVING	9.0%

Source: Environics Analytics and Village Green Consulting

**EXISTING CONDITIONS:
 DEMOGRAPHICS/SOCIOECONOMICS**

DAYTIME POPULATION/LOCAL EMPLOYMENT

As of 2017, there are approximately **760** jobs located in the South Atlanta Neighborhood. It is important to note that the daytime population figure is for jobs located in the neighborhood, not necessarily jobs held by neighborhood residents.

South Atlanta Neighborhood Employees by Category	
CONSTRUCTION	0.4%
MANUFACTURING	14.4%
WHOLESALE TRADE	6.1%
RETAIL TRADE	1.7%
TRANSPORTATION AND WAREHOUSING	13.6%
INFORMATION	0.5%
FINANCE AND INSURANCE	0.9%
REAL ESTATE AND RENTAL AND LEASING	1.6%
PROFESSIONAL/SCIENTIFIC/TECHNICAL SERVICES	4.6%
ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT SERVICES	0.7%
EDUCATIONAL SERVICES	44.0%
HEALTH CARE AND SOCIAL ASSISTANCE	3.3%
ARTS, ENTERTAINMENT, AND RECREATION	1.4%
OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)	6.9%

Source: Environics Analytics and Village Green Consulting

This figure is important for retail development. Retailers and restaurants need available consumers in both the day and evening hours. Total employment is projected to increase to approximately 800 jobs by 2022. The table to the left provides a breakdown of the local jobs by industry category. The largest category by far is "Educational Services" which accounts for approximately 44.0% of jobs in the neighborhood. This is likely the result of the public charter and private schools located within the neighborhood boundaries. "Manufacturing" accounts for 14.4% of local jobs, and approximately 13.6% of jobs are classified as "Transportation and Warehousing." This is due to the location of industrial uses along the rail lines. No other category accounts for more than 10% of local employment.

Existing Conditions

**EXISTING CONDITIONS:
 DEMOGRAPHICS/SOCIOECONOMICS**

HOUSEHOLDS

In 2017, the number of households in South Atlanta was estimated to be approximately 690. It is important to note that this figure can include multiple households in a single residential structure. By 2022, the number of households is projected to increase by 7.5% to approximately 740.

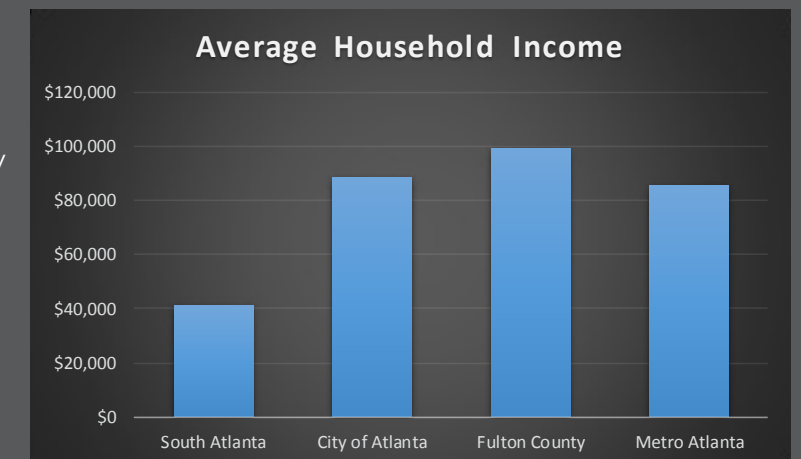
Over the same time period, the number of households in the City of Atlanta is projected to increase by a similar 7.8%. For Fulton County, the projected growth rate is 7.7% and for Metro Atlanta it is 6.9%.

	SOUTH ATLANTA	CITY OF ATLANTA	FULTON COUNTY	METRO ATLANTA
2017 Estimated Households	690	211,330	428,710	2,158,580
2022 Projected households	740	227,770	461,690	2,307,870
Projected Growth in Households (2017-2022)	7.5%	7.8%	7.7%	6.9%

Source: Environics Analytics and Village Green Consulting

**Household Characteristics :
 Income**

For 2017, the average household income in the South Atlanta Neighborhood is estimated to be \$41,340. This is considerably below the average household income for the City of Atlanta of \$88,640 and also well below the averages for Fulton County (\$99,520) and Metro Atlanta (\$85,630). Over the next five years, the average household income in the South Atlanta Neighborhood is projected to increase to \$43,690, but over the same time period, the average household income in the City of Atlanta is projected to increase to \$95,940.



H I S T O R I C
South Atlanta
 M A S T E R P L A N

**EXISTING CONDITIONS:
 DEMOGRAPHICS/SOCIOECONOMICS**

Household Characteristics : Income

Approximately 39.3% of South Atlanta households have an income below \$15,000. This is more than double the City of Atlanta percentage of 18.5% and more than triple the Fulton County (13.7%) and Metro Atlanta (10.5%) rates.

Conversely, only 6.8% of South Atlanta households have incomes above \$100,000. This is far below the percentages for the City of Atlanta (26.4%), Fulton County (31.1%) and Metro Atlanta (27.5%).

	SOUTH ATLANTA	CITY OF ATLANTA	FULTON COUNTY	METRO ATLANTA
Average Household Income	\$41,340	\$88,640	\$99,520	\$85,630
Avg HH Income as a % of National Average	51.1%	109.6%	123.1%	105.9%
Household Incomes below \$15,000	39.3%	18.5%	13.7%	10.5%
Household Incomes above \$100,000	6.8%	26.4%	31.1%	27.5%

Source: Environics Analytics and Village Green Consulting

Household Characteristics : Size

The average household in South Atlanta has 2.43 residents. This is significantly higher than the average for the City of Atlanta (2.03) and somewhat higher than the Fulton County average (2.33). The South Atlanta average household size is, however, smaller than the Metro Atlanta average (2.67).

Single-person households account for approximately 40.5% of South Atlanta households. This is lower than the percentage for the City of Atlanta (46.4%), but higher than Fulton County (36.8%) and Metro Atlanta (25.9%).

	SOUTH ATLANTA	CITY OF ATLANTA	FULTON COUNTY	METRO ATLANTA
Average Household Size	2.43	2.03	2.33	2.67
Single Person Households	40.5%	46.4%	36.8%	25.9%

Source: Environics Analytics and Village Green Consulting

Existing Conditions

**EXISTING CONDITIONS:
 DEMOGRAPHICS/SOCIOECONOMICS**

KEY FINDINGS

Small Population. The South Atlanta Neighborhood encompasses a small geographic area and residential neighborhoods are developed at a fairly low density. Accordingly, the population is also fairly small with just 1,680 residents in 2017. A smaller population limits the types of businesses that can be supported in a community.

Young Population. The 2017 median age for the South Atlanta Neighborhood is 30.8 which is significantly lower than the median age for the City of Atlanta (34.9), Fulton County (35.9) and Metro Atlanta (36.6). A younger population provides an opportunity to invest in residents' ability to increase their skill levels and wages.

Consistent Growth. While the population of South Atlanta is fairly small, it has shown consistent growth. This growth is small on a numerical basis, but it is fairly significant in percentage terms. Between 2010 and 2017, the population in South Atlanta increased by 12.9% which was greater than the rate of growth for the City of Atlanta, Fulton County, and Metro Atlanta. Notable population growth is often a key indicator that a community has certain locational advantages that may be built upon through the planning process.

Low Incomes. Household income is an important indicator of the economic health of a community and has a direct effect on the types of businesses that can be supported. The average household income in South Atlanta is \$41,343. This represents only 51.1% of the national average. Approximately 39.3% of South Atlanta households have an income below \$15,000. This is more than double the City of Atlanta percentage of 18.5% and more than triple the percentages in Fulton County (13.7%) and Metro Atlanta (10.5%).

Low Educational Attainment. The level of education in a community has a strong impact on economic opportunities for residents. Unfortunately, levels of educational attainment in South Atlanta are fairly low. Approximately 9.2% of South Atlanta residents over the age of 25 have less than a ninth grade education. This figure is significantly higher than for the City of Atlanta (3.1%), Fulton County (3.2%), and Metro Atlanta (4.8%). Only 18.9% of South Atlanta residents over the age of 25 have a Bachelor's Degree or higher. This is significantly below the percentages in the City of Atlanta (48.6%), Fulton County (48.8%), and Metro Atlanta (35.3%).

Market Study

STUDY AREA : Market Overview

The South Atlanta Neighborhood is located a short distance south of downtown Atlanta with nearby access to Interstates 75 and 85. The neighborhood has a great deal of the historic housing stock that is popular with intown buyers. The historic single-family portion of the neighborhood is located to the west of Jonesboro Rd. Properties to the east of Jonesboro Rd are mostly industrial in nature with many businesses involved with recycling or automotive-related uses.

A corner of the South Atlanta Neighborhood on the Carver High School campus touches the route of the future Atlanta BeltLine corridor. In other areas of the City, completion of the BeltLine trail has led to significant residential and retail development. It is likely that the same market pressures will appear along the northern edges of the South Atlanta Neighborhood once construction begins on the BeltLine trail.

South Atlanta's close-in location and historic housing stock have so far not been able to overcome the development barriers created by its vacant residential structures and its somewhat haphazard and unsightly industrial uses. The result is a community with a large number of locational advantages that still suffers from blight and disinvestment.

THE RESIDENTIAL MARKET AT LARGE

According to the National Association of Realtors, almost all major regions of the nation saw a significant increase in residential sales activity in November of 2017. Existing home sales posted their third straight month of increases, reaching their strongest numbers in almost eleven years. Total existing home sales increased 5.6% to a seasonally adjusted annual rate of 5.81 million in November from an upwardly revised 5.50 million in October. Sales were 3.8% higher than the previous year with the highest sales figures since before the housing recession in December 2006 (6.42 million). The median sales price for existing homes was \$248,000 in November 2017, up 5.8% from November 2016 (\$234,000). This price increase marks the 69th straight month of year-over-year gains.



Existing Conditions

NATIONAL RESIDENTIAL MARKET (CONTINUED)

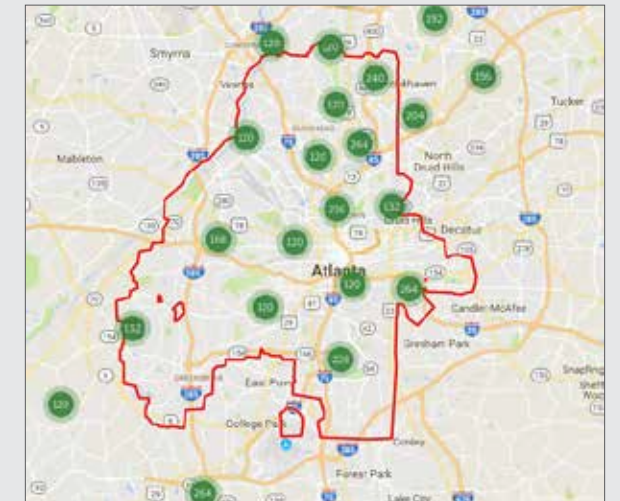
Total housing inventory for sale at the end of November 2017 was 1.67 million homes. This is 9.7% lower than the inventory levels of November 2016 (1.85 million homes). This figure has fallen year-over-year for thirty consecutive months. At the current pace of sales, there was a 3.4-month supply of available homes. This was down from a 4.0-month supply one year earlier in November 2016.

Metro Atlanta Statistics

In November of 2017, approximately 6,530 homes were sold in metro Atlanta through the Georgia MLS system. This represented an increase of 5.7% over the November 2016 figure of 6,180 homes sold. The median sales price for homes sold in November 2017 was \$205,460 which was 3.8% higher than the November 2016 median sales price of \$198,000. The residential inventory in November 2017 was approximately 2.71 months, which was a decrease of 13.9% from the November 2016 figure of 3.15 months.

Multi-Family

According to a third quarter 2017 market report from Marcus and Millichap, approximately 16,300 apartments were added to the Metro Atlanta market in 2017. The majority of these apartments were built in the suburbs. With expected absorption of only 11,600 units, vacancy was projected to rise to 5.7%. However, the average effective rent was expected to reach a record-breaking high of \$1,144 per month, a 7.7% increase over the prior year.



METRO HOMES FOR SALE IN JANUARY 2018
IMAGE VIA REDFIN.COM



MULTIFAMILY HOUSING @
THE VILLAGES AT CARVER
IMAGE VIA ATLANTA HOUSING AUTHORITY

1. Source: "Existing-Home Sales Soar 5.6 Percent in November to Strongest Pace in Over a Decade." National Association of Realtors: December 20, 2017.

Market Study

SOUTH ATLANTA RESIDENTIAL MARKET

Single-family

The vast majority of housing units in South Atlanta are single-family homes located west of Jonesboro Rd. Many of these homes date back to the early 1900s, but there has also been a significant amount of more recent infill development. This new housing has been both market rate and affordable with the affordable housing built by Charis and Habitat for Humanity. While there is a great deal of stable single-family housing in the neighborhood, there are also issues with abandoned or poorly maintained residences. The blight created by these properties depresses values and investment in the neighborhood.

Over a two-year period prior to November 2017, seventy-five single-family homes sold in the South Atlanta neighborhood. The average sales price was \$76,530 which is significantly lower than the metro Atlanta average sales price of \$264,190 in November 2017 and \$250,530 in November 2016. The average time on the market was 66.2 days.

The South Atlanta average sales price of \$76,530 is also significantly lower than the average for the surrounding 30315 zip code. In the 30315 zip code in the first ten months of 2017, approximately 330 homes sold with an average sales price of \$171,990. The average number of days on the market before selling was 63. During 2016, approximately 350 homes sold, and the average sales price was \$155,520. The average time on the market in 2016 was 83 days.



RENOVATED HOME FOR SALE ON THIRKIELD
IMAGE VIA ZILLOW



RENOVATED HOME FOR SALE ON DOROTHY
IMAGE VIA REDFIN

Existing Conditions

SOUTH ATLANTA RESIDENTIAL MARKET

Multi-Family

While housing in the South Atlanta Neighborhood is predominately single-family, there are two notable multi-family properties, Columbia Blackshear and the Marcy Street Apartments. The Marcy Street Apartments is a smaller complex with just 16 units. It is an older, though fairly well-maintained property. Columbia Blackshear is an independent living community for Seniors with seventy-eight units. It was built in part with financing obtained through the Low Income Housing Tax Credit (LIHTC) program, and rents are subsidized. All of the units are 750 square feet in size with one bedroom and one bath. Residences feature nine-foot ceilings, crown molding, washer/dryer connections, and walk-in closets. Community amenities include a dining room, great room with fireplace, music room, theater, business center, and fitness center. According to property management, the development is 100% occupied and has a waiting list with nine out of ten residents moving into the complex from outside the South Atlanta community.



COLUMBIA BLACKSHEAR SENIOR HOUSING
IMAGE VIA PADMAPPER.COM



MARCY STREET APARTMENTS
IMAGE VIA APARTMENTS.COM

Market Study

SOUTH ATLANTA RESIDENTIAL MARKET

Development Opportunities

The City of Atlanta's population has been increasing at a fairly rapid pace over the last decade. Much of this growth can be attributed to strong job gains and to a desire by a growing segment of the population to live close to the City. These trends have led to a great deal of residential construction in close-in neighborhoods, including many areas surrounding South Atlanta. The South Atlanta Neighborhood is in a prime location for residential development, but it is likely that significant growth will only take place after blight has been reduced and there are additional neighborhood amenities. Development of a walkable retail node in the neighborhood would significantly increase residential demand. Looking further into the future, the construction of the Atlanta BeltLine trail adjacent to the neighborhood is likely to greatly increase demand for all types of housing in the area.

The table on the following page provides the projected likelihood of significant demand for various residential property types. Short-term demand is based on current market conditions. Long-term demand is based on market conditions after the goals and recommendations of the neighborhood Master Plan have been realized.



HABITAT FOR HUMANITY HAS HELPED PROVIDE SUBSIDIZED SINGLE-FAMILY HOMES IN THE PAST



EDGEWOOD RETREAT TOWNHOME DEVELOPMENT MANAGED BY THE ZEIST FOUNDATION IMAGE VIA SMITH DALIA ARCHITECTURE

Existing Conditions

Demand for Additional RESIDENTIAL Development

PROPERTY TYPE	SHORT-TERM DEMAND	LONG-TERM DEMAND	EXPLANATION
Subsidized Single-Family Homes	Very Likely	Very Likely	As prices for homes in close-in neighborhoods increase, there will be ongoing demand for affordable ownership opportunities
Market Rate Single-Family Homes	Likely	Very Likely	Current sales prices make it somewhat difficult to justify new home construction, but rising prices in surrounding neighborhoods indicate a likely future demand in South Atlanta
Fee Simple Townhomes	Somewhat Likely	Very Likely	Current sales prices for new single-family homes are not quite high enough to justify townhome construction, but this will likely change as the market matures and neighborhood blight is reduced
Subsidized Multi-Family	Very Likely	Very Likely	Rising rents in market rate properties in areas adjacent to the BeltLine will provide a demand for subsidized housing
Market Rate Multi-Family	Somewhat Unlikely	Very Likely	Demand for market-rate multi-family units will follow the addition of retail amenities and the reduction of blight

Market Study

THE RETAIL MARKET AT LARGE

With major retail chains announcing store closures on an almost monthly basis, it is easy to assume that the United States retail market is suffering and in a severe state of decline. However, according to a recent report from Colliers International, the United States retail market is actually performing fairly well, and over the next five years, spending in all major retail sectors is projected to increase. The expected growth will not, however, be even across different retail sectors. The "Beauty" category is projected to see increased sales of 31.7% over the next five years. The sale of goods for the home is expected to rise 19.8% over the same time period, but sales of apparel are expected to only increase 12.8%.

While online retailing has certainly slowed sales in physical stores and inflicted damage on some venerable retailers, the vast majority of retail purchases are still made in brick-and-mortar locations. Online retail is growing at a quicker pace than sales in physical stores and was forecast to account for 10% of retail sales for the first time ever in 2017. However, even with this growth, its share of sales is forecast to only reach 13% by 2021 (3).

Department stores and enclosed malls have suffered the most from the competition from online retailing. Off-price retailers, restaurants, and retailers offering a more unique experience are often seeing sales growth, and many are expanding.

Metro Atlanta Statistics

The metro Atlanta retail market has almost 26,900 buildings with just over 363.0 million square feet of space. In the third quarter of 2017, retail vacancy in Metro Atlanta was 5.6%, which was a decrease from 5.7% in the previous quarter. The average quoted rental rate was \$13.62 per square foot. Just over 494,000 square feet of retail space was absorbed during the quarter. Also, during the third quarter, approximately 310,300 square feet of new space was delivered and an additional 1.87 million square feet was under construction (4).

Submarket Statistics

The South Atlanta Neighborhood is located in the Southeast Atlanta Retail Submarket. CoStar tracks approximately 330 retail buildings in this submarket with just under 1.78 million square feet of leasable retail space. At the end of the second quarter, the submarket vacancy rate was 8.3% and the average quoted rental rate was \$13.72 per square foot. During the first three quarters of 2017, approximately 5,700 square feet of retail space was absorbed in the submarket and 8,300 square feet was delivered. At the end of the third quarter approximately 83,500 square feet of new space was under construction (5).

3. "Retail Services Spotlight Report" Third Quarter 2017; Colliers International.

4. CoStar Retail Market Report: Third Quarter 2017

5. CoStar Retail Market Report: Third Quarter 2017

Existing Conditions

SOUTH ATLANTA RETAIL MARKET

There is not a great deal of retail development in the South Atlanta Neighborhood. A small grocery store, Carver Neighborhood Market, and the adjacent Community Grounds Coffee Shop currently serve as the retail anchors for the community. The coffee shop opened in 2010, and the grocery store opened 2015. Both businesses are owned and run by Focus Community Strategies (FCS), a non-profit corporation with offices in the same building.

While the South Atlanta Neighborhood is a fairly small retail market, there is a significant amount of retail trade that is being lost from the community. In 2017, residents of South Atlanta made \$30.3 million in retail purchases. However, only \$4.2 million dollars in retail sales were made in the neighborhood. This means that, on balance, over \$26.0 million dollars left the community. This is often referred to as "retail leakage."



SISTER ESTABLISHMENTS - CARVER MARKET & COMMUNITY GROUNDS FORM ESSENTIAL RETAIL OFFERINGS IN HISTORIC SOUTH ATLANTA. IMAGES VIA FOCUSED COMMUNITY STRATEGIES

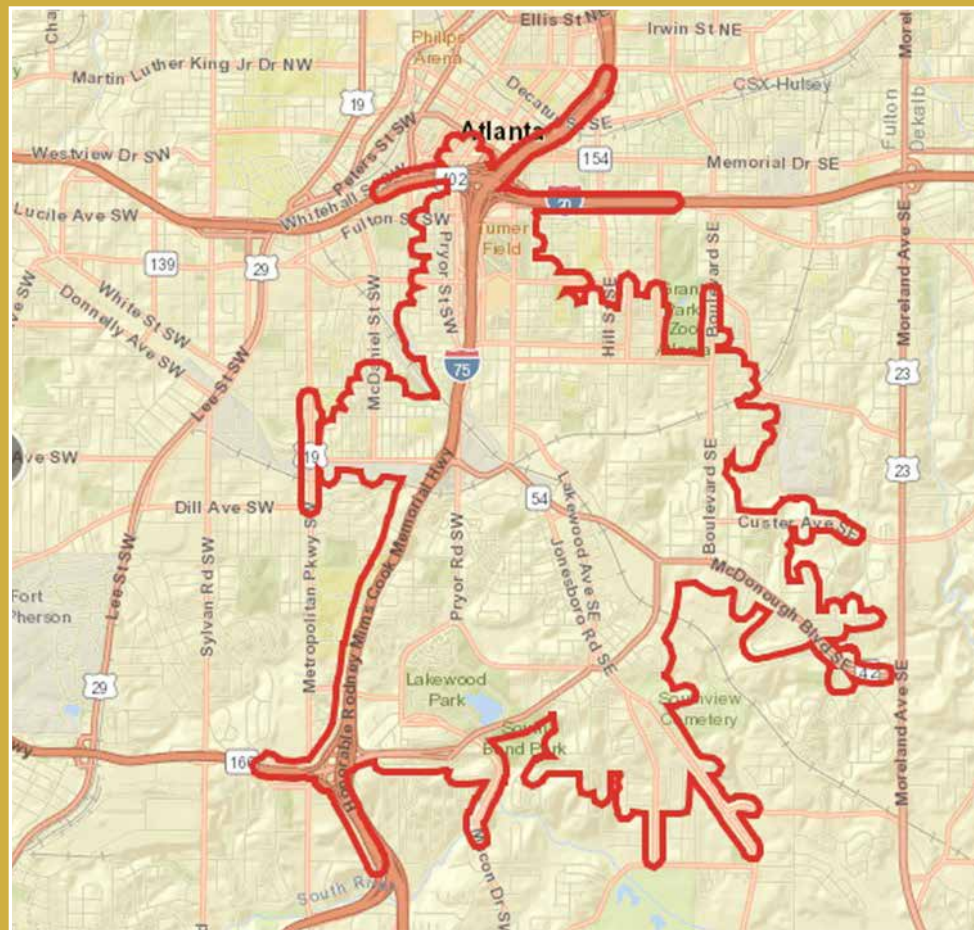
Market Study

SOUTH ATLANTA RETAIL MARKET

Primary Retail Trade Area

Because few people make the majority of their purchases in their immediate neighborhood, it is helpful to look at somewhat broader areas that can function as a more cohesive retail market. This is often referred to as a retail trade area. For the purposes of this Study, we have defined a Primary Retail Trade Area as the area within a seven-minute drive from the intersection of McDonough Blvd and Jonesboro Rd. The following map shows this Primary Trade Area.

The Primary Retail Trade Area includes almost 9,000 households with just under 22,700 residents. It includes portions of several adjacent neighborhoods such as Chosewood Park, Summerhill, Lakewood, and Grant Park. The population of the area is project to grow by 5.5% over the next five years.



Existing Conditions

SOUTH ATLANTA RETAIL MARKET 'LEAKAGE' CHART

1297 MCDONOUGH BLVD. - 7 MIN DRIVETIME RETAIL STORE TYPES	2017 DEMAND CONSUMER EXPENDITURES FROM RESIDENTS	2017 SUPPLY RETAIL SALES IN TRADE AREA	2017 RETAIL LEAKAGE
DEMAND BY STORE TYPE			
TOTAL RETAIL SALES (INCL. FOOD/DRINK)	\$342,191,989	\$227,191,329	\$115,000,660
TOTAL RETAIL SALES	\$302,715,383	\$139,248,937	\$163,466,446
MOTOR VEHICLE & PARTS DEALERS			
MOTOR VEHICLE & PARTS DEALERS - 441	\$59,869,355	\$14,238,629	\$45,630,726
FURNITURE & HOME FURNISHINGS STORES			
FURNITURE & HOME FURNISHINGS STORES - 442	\$6,857,632	\$2,235,523	\$4,622,109
ELECTRONICS & APPLIANCE STORES			
ELECTRONICS & APPLIANCE STORES - 443	\$6,113,220	\$1,523,342	\$4,589,878
BUILDING MATERIAL & GARDEN EQUIPMENT & SUPPLY DEALERS			
BUILDING MATERIAL & GARDEN EQUIPMENT & SUPPLY DEALERS - 444	\$33,510,703	\$11,247,493	\$22,263,210
FOOD & BEVERAGE STORES			
FOOD & BEVERAGE STORES - 445	\$47,548,225	\$15,140,345	\$32,407,880
HEALTH & PERSONAL CARE STORES			
HEALTH, PHARMACY, & PERSONAL CARE STORES - 446	\$20,441,054	\$6,237,345	\$14,203,709
GASOLINE STATIONS			
GASOLINE STATIONS - 447	\$21,927,931	\$16,100,963	\$5,826,968
CLOTHING & CLOTHING ACCESSORIES STORES			
CLOTHING & CLOTHING ACCESSORIES STORES - 448	\$16,268,641	\$12,709,988	\$3,558,653
SPORTING GOODS, HOBBY, BOOK, & MUSIC STORES			
SPORTING GOODS, HOBBY, BOOK, & MUSIC STORES - 451	\$6,609,704	\$1,503,473	\$5,106,231
GENERAL MERCHANDISE STORES			
GENERAL MERCHANDISE STORES - 452	\$41,068,317	\$10,263,224	\$30,805,093
FOODSERVICE & DRINKING PLACES			
FULL-SERVICE RESTAURANTS - 722511	\$19,456,039	\$18,018,377	\$1,437,662
LIMITED-SERVICE EATING PLACES - 722513	\$13,502,218	\$4,987,922	\$8,514,296
CAFETERIAS, GRILL BUFFETS, AND BUFFETS - 722514	\$355,726	\$50,192	\$305,534
SNACK AND NON-ALCOHOLIC BEVERAGE BARS - 722515	\$1,875,562	\$868,348	\$1,007,214

Market Study

SOUTH ATLANTA RETAIL MARKET

South Atlanta Retail 'Leakage'

Just as with the South Atlanta Neighborhood, there is a large amount of retail spending that is "leaking" from the Primary Retail Trade Area. In 2017, consumers living in this area spent over \$342.2 million on retail purchases. However, only \$227.2 million in retail sales were made in the area. The result is a loss over \$115.0 million dollars from the local community. It is also possible to look at retail leakage for individual retail sectors. The table on the previous page breaks out the retail sectors in the Primary Trade Area that are losing consumer dollars to surrounding communities. Categories with the largest gap between local consumer purchases and local retail sales are: Motor Vehicle and Parts Dealers; Food and Beverage Stores; General Merchandise Stores; Building Material and Garden Equipment; and Health, Pharmacy and Personal Care. The loss of retail dollars in the Foodservice and Drinking Places category is also significant.



LOWE'S AT CAMP CREEK MARKETPLACE
IMAGE VIA COLLINS AND ARNOLD
CONSTRUCTION



CVS AND WALGREEN'S ACROSS THE STREET
FROM EACH OTHER IN HAMMOND PARK,
ATLANTA; IMAGE VIA GOOGLE

Existing Conditions

SOUTH ATLANTA RETAIL MARKET

South Atlanta Development Opportunities

Retail demand analysis was conducted in relation to two types of retail development: local-serving retail and regional retail. Local-serving retail includes convenience goods and personal services for the day-to-day needs of the immediate neighborhood. Examples of this type of retail would include grocery stores, drug stores, and dollar stores. Regional retail attracts customers from a larger area and provides either a wider variety of shops or a more unique dining or shopping experience.

Household incomes in South Atlanta are relatively low, and the population is fairly small, so efforts to attract and support new local-serving retail businesses will likely require significant growth of the neighborhood population. In the short-term, retail development strategies should focus on attracting consumers from outside of the immediate neighborhood. There is a significant amount of retail demand from residents within just a seven-minute drive of the neighborhood, and this demand could support a limited number of new destination retailers. It is also likely that unique retailers and restaurants located in a well-designed and interesting "retail node" would attract customers from an area much larger than the seven-minute drive time. Examples of these destination businesses would include independent restaurants, breweries, music venues, and art galleries.

The following table provides the projected likelihood of significant demand for retail space by property type. Short-term demand is based on current market conditions. Long-term demand is based on market conditions after the goals and recommendations of the neighborhood Master Plan have been realized.

Demand for Additional RETAIL Development

PROPERTY TYPE	SHORT-TERM DEMAND	LONG-TERM DEMAND	EXPLANATION
Local-Serving Retail	Somewhat Likely	Likely	Additional local serving retail will follow additional residential growth and the significant reduction of blight
Destination Retail	Likely	Likely	Restaurants, breweries, music venues, and art galleries could attract patrons from a large area south of I-20

Market Study

THE OFFICE MARKET AT LARGE

According to the third quarter 2017 market report by Colliers International, the United States office market has continued to remain strong with occupancy at peak levels and stable rental rates. Vacancy in the third quarter was 12.2% and has remained largely unchanged for seven successive quarters, even with an increase in the delivery of new office space. Office space under construction in the United States fell slightly in the third quarter from 113.0 million square feet to 109.0 million square feet (6).

Metro Atlanta Statistics

There are over 16,100 office buildings in metro Atlanta with over 309 million square feet of space. Approximately 41% of metro Atlanta office buildings are considered to be Class A with 42% Class B and 17% Class C. The vacancy rate for the overall office market was 11.9% at the end of the third quarter 2017. This was an increase from the vacancy rate of 11.8% at the end of the second quarter. The average rental rate increased from \$22.78 in the second quarter to \$22.97 in the third quarter. During the third quarter 128,000 square feet of office space was absorbed in the market and 2.2 million square feet of new space was delivered. Approximately 5.1 million square feet of office space was under construction (7).

Submarket Statistics

The Study Area is located in the North Clayton/Airport Office Submarket. CoStar tracks approximately 990 office buildings in this submarket with almost 13.1 million square feet of space. Only 9% of office space in the submarket is considered to be Class A, as compared to 41% in metro Atlanta as a whole. Approximately 59% is classified as Class B and 32% as Class C. At the end of the second quarter, the submarket vacancy rate was 13.6% and the average quoted rental rate was \$16.44. During the first three quarters of 2017, the submarket experienced negative absorption of approximately 68,800 square feet, and 20,000 square feet of space was delivered. At the end of the third quarter, there was an additional 20,000 square feet of office space under construction (8).



ONE HARTSFIELD CENTER
CLASS A OFFICE FROM AIRPORT OFFICE
SUBMARKET
IMAGE VIA SK COMMERCIAL REALTY

6. "U.S. Research Report: Office Market Outlook" Third Quarter 2017; Colliers International.
7. CoStar Office Market Report: Third Quarter 2017
8. CoStar Office Market Report: Third Quarter 2017

Existing Conditions

SOUTH ATLANTA OFFICE MARKET

The South Atlanta Neighborhood does not currently have a significant office market. There are, however, fairly sizeable office uses related to local businesses such as A Tow and Focused Community Strategies (FCS). While there are no current plans for office development in the South Atlanta neighborhood, redevelopment plans for the Turner Field property to the north of South Atlanta call for a significant Class A office component.

Office Development Opportunities

It is unlikely that the Study Area will support the construction of traditional Class A or Class B office space within the foreseeable future. This type of use typically requires a much stronger amenity base than what is currently found in the neighborhood. However, South Atlanta could likely support "loft-style" office space geared to creative firms. Loft office spaces typically include open floor plans with exposed structure and a "warehouse" aesthetic. They are often created in former industrial or historic commercial buildings. The success of this product type in the formerly industrial west side of Atlanta makes it likely that it could also succeed in South Atlanta, especially as part of a mixed-use adaptive redevelopment of existing commercial buildings.

According to Jeff Pollock, owner of Pollock commercial, "Virtually every owner in town has been feverishly trying to capture the creative office magic that these early projects and Ponce City Market have delivered. Dropped ceilings are being replaced with exposed ductwork and open plans, outdoor spaces are being converted to accommodate putting greens, bocce, corn hole and communal seating areas, and landlords are also offering more, recurring programming for their tenants with food trucks and other events. This new energy is not limited to in-town and just along The BeltLine. West Midtown has exploded with office options, and so has Brookhaven, Chamblee and The West End" (9).

The following table provides the projected likelihood of significant demand for office space by property type. Short-term demand is based on current market conditions. Long-term demand is based on market conditions after the goals and recommendations of the neighborhood Master Plan have been realized.

Demand for Additional OFFICE Development

PROPERTY TYPE	SHORT-TERM DEMAND	LONG-TERM DEMAND	EXPLANATION
Traditional Office	Very Unlikely	Unlikely	Traditional office users typically require a level of amenities and services not currently found in the neighborhood
"Loft" Office	Somewhat Likely	Very Likely	Rehabbed older industrial buildings and new loft-style office space would likely appeal to creative firms

9. Source: "A Look at The Evolution of Atlanta's Creative Loft Office Market" by Jeff Pollock. CREW Atlanta Blog; July 31, 2017.

Market Study

THE INDUSTRIAL MARKET AT LARGE

According to a third quarter 2017 report from Colliers International, just under 69 million square feet of industrial space was absorbed in the United States market in the quarter, making it the third highest quarter on record. It also signified the thirtieth consecutive quarter of positive net absorption. Continued demand lowered the overall vacancy rate to 5.2%, the lowest vacancy on record. Quoted rental rates rose to \$6.32 per square foot in the third quarter. This represented a 10% increase over rental rates a year earlier and the highest quoted rental rates on record. This strength in the industrial market has been driven by several years of economic growth and by structural changes to the economy including the rapid growth of online retailing. (10)

Metro Atlanta Statistics

The metro Atlanta industrial market consists of over 16,400 buildings with just over 704.7 million square feet of space. At the end of the third quarter of 2017, the metro Atlanta vacancy rate for industrial space was 6.6% which was a slight increase from 6.4% at the end of the second quarter. The average rental rate was \$4.50 per square foot, which was an increase from the second quarter figure of \$4.49. During the first three quarters, approximately 16.2 million square feet of industrial space was absorbed, and 13.3 million square feet of new space was delivered. At the end of the quarter, an additional 15.8 million square feet was under construction. (11)

Submarket Statistics

The industrial uses in the Study Area are located in the Airport/North Clayton Industrial Submarket. This submarket has approximately 1,490 industrial buildings with almost 102.7 million square feet of space. At the end of the third quarter of 2017, the vacancy rate in the submarket was 7.8% and the average quoted rental rate was \$3.70 per square foot. During the first three quarters of the year almost 3.3 million square feet was delivered, and just under 3.7 million square feet of space was under construction at the end of the third quarter. Over 4.3 million square feet of space was absorbed over the first nine months of 2017. (12)



20,000 SF INDUSTRIAL BUILDING FOR SALE FROM AIRPORT INDUSTRIAL SUBMARKET IMAGE VIA SG PROPERTY SERVICES, LLC

10. "U.S. Research Report: Industrial Market Outlook" Third Quarter 2017; Colliers International.
 11. CoStar Industrial Market Report: Third Quarter 2017
 12. CoStar Industrial Market Report: Third Quarter 2017

Existing Conditions

SOUTH ATLANTA INDUSTRIAL MARKET

The South Atlanta Neighborhood has many large-scale active industrial users including Hill Manufacturing, Sonoco Recycling, and A Tow. There are also a variety of smaller-scale industrial users such as body shops. Industrial buildings in the neighborhood encompass over 400,000 square feet of space, and most of the buildings are owner-occupied.

Industrial Development Opportunities

While industrial uses often cause concern among residents when located in close proximity to residential neighborhoods, there are many industrial property types that are compatible with residential uses. South Atlanta's location close to downtown Atlanta makes it especially well-suited for some of these. One such use is light industrial that combines warehouse and office space for smaller service businesses. Examples of these businesses include cabinet makers, printers, and design showrooms.

Another growing niche segment of the industrial market is space catering to the "Makers Movement." These are small businesses that are hand crafting consumer items as an alternative to mass produced products. Designers, inventors, artisans, and engineers are looking for unique and creative spaces to produce these products for sale on a small scale. According to Adweek, "Makers tap into an American admiration for self-reliance and combine that with open-source learning, contemporary design and powerful personal technology like 3-D printers. The creations, born in cluttered local workshops and bedroom offices, stir the imaginations of consumers numbed by generic, mass-produced, made-in-China merchandise." (13)

The following table provides the projected likelihood of significant demand for industrial space by property type. Short-term demand is based on current market conditions. Long-term demand is based on market conditions after the goals and recommendations of the neighborhood Master Plan have been realized.

Demand for Additional INDUSTRIAL Development

PROPERTY TYPE	SHORT-TERM DEMAND	LONG-TERM DEMAND	EXPLANATION
Light Industrial	Very Likely	Very Likely	Showrooms, design centers, and front office with small service warehouse space
Maker's Spaces	Very Likely	Very Likely	A hybrid of arts and small-scale manufacturing

13. Source: Which Big Brands Are Courting the Maker Movement, and Why, From Levi's to Home Depot. by Joan Voight; AdWeek; March 17, 2014.

Market Recommendations

1. Focus on improving neighborhood aesthetics and eliminating or lessening visual blight.

From a market standpoint, blighted and unsightly conditions are the biggest challenge facing the South Atlanta Neighborhood. This includes unattractive industrial properties, dilapidated commercial buildings, and vacant residential structures. South Atlanta has several locational advantages that make it ripe for investment, but it is unlikely that the neighborhood's potential will be realized until the appearance of the community improves.



BLIGHT IMAGE VIA IAN FREIMUTH

2. Encourage new mixed-use development that can coexist with the current industrial uses.

Many of the larger industrial uses in the neighborhood are unlikely to leave the area in the short term, so redevelopment in the area between Jonesboro Rd and Lakewood Ave should focus on a gradual shift from heavy industry, recycling, and automotive uses to a mixed-use, urban setting that could include light industrial, creative office space, makers spaces, and loft-style residences. These uses would embrace the area's industrial past and would be compatible with the remaining industrial uses, while also gradually diversifying the local economy and reducing blight.



IMAGE VIA STUDIOPLEXLOFTS.COM



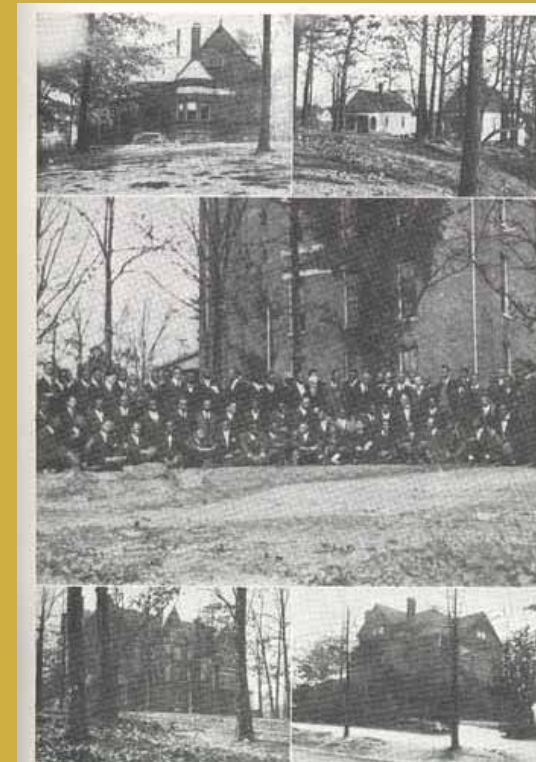
IMAGE VIA CARVER MARKET

3. Create a "Downtown" South Atlanta to brand the neighborhood and attract outside consumers.

Initial retail development should focus on creating a concentrated, walkable destination based on restaurants, the arts, and culture that can attract customers from outside of the South Atlanta Neighborhood. To be successful, new retail development should be clustered around Carver Neighborhood Market and the Community Grounds Coffee Shop. Additional commercial development can then extend along McDonough Blvd towards the entrance to Carver High School and eastward to Lakewood Ave. This destination retail can likely be followed by convenience retail once there is additional residential development and blight has been reduced.

4. Embrace and celebrate the history of the South Atlanta community.

Many people today are more interested in having an "experience" than in buying a product. South Atlanta's unique history and culture can create an authentic experience that will attract visitors and customers. The "story" of South Atlanta should be preserved and amplified to create a community with a unique sense of place.



GAMMON THEOLOGICAL SEMINARY
The Library, Student Cottages, Some of the Students, Gammon Hall, and a Professor's Residence

H I S T O R I C
South Atlanta
 M A S T E R P L A N

REDEVELOPMENT POWERS ACT

The State of Georgia Redevelopment Powers Act enables local governments to identify Redevelopment Areas as a way to unlock economic development tools for these areas. The State of Georgia defines Redevelopment Areas as: "an area which by reason of the presence of a substantial number of slum, **deteriorated, or deteriorating structures**; predominance of defective or inadequate street layout; faulty lot layout in relation to size, adequacy, accessibility, or usefulness; **unsanitary or unsafe conditions**; deterioration of site or other improvements; tax or special assessment delinquency exceeding the fair value of the land; the **existence of conditions which endanger life or property** by fire and other causes; by having development impaired by airport or transportation noise or by other environmental hazards; or **any combination of such factors substantially impairs or arrests the sound growth of a Governmental Entity**, retards the provisions of housing accommodations, or constitutes an economic or social liability and is a menace to the public health, safety, morals, or welfare in its present condition and use."

The State of Georgia enables the use of specific tools of redevelopment through the "Redevelopment Powers Law" (O.C.C.G.A 36-44). This law allows local municipalities to undertake specific actions to improve the "public health, safety, morals and welfare" of a specifically designated and qualifying area. For the City of Atlanta to be able to enact these State provided powers the City Council must make an official declaration that a particular area is qualified based on indicators of "slum and blight". The following elements are those indicators that qualify this area to be so designated as a Redevelopment area per the Redevelopment Powers Law.



Blighted Areas

REDEVELOPMENT POWERS ACT : Deteriorated Buildings

Redevelopment Powers Law:

"Any urbanized or developed area in which the structures, buildings, or improvements, by reason of dilapidation, deterioration, age, or obsolescence, inadequate provision for ventilation, light, air, sanitation, or open spaces, high density of population and overcrowding, or the existence of conditions which endanger life or property by fire and other causes, or any combination of such factors, is conducive to ill health, transmission of disease, infant mortality, high unemployment, juvenile delinquency, or crime and is detrimental to the public health, safety, morals, or welfare;"

Approximately 27% of all structures within the neighborhood are of Substandard, Deteriorated, Dilapidated or Vacant condition. This number constitutes a dramatic improvement over the previous decades and is the result of significant investment in property by existing and new property owners like the Charis Housing Group from Focus Community Strategies (FCS). However, this number is still too high and as such specific actions as contained within this plan must be taken to remedy this condition.

Inadequate Street Layout

Redevelopment Powers Law:

"Any urbanized or developed area which by reason of the presence of a predominant number of substandard, slum, deteriorated, or deteriorating structures; the predominance of defective or inadequate street layout, inadequate parking, roadways, bridges, or public transportation facilities incapable of handling the volume of traffic flow into or through the area, either at present or following proposed redevelopment; the faulty lot layout in relation to size, adequacy, accessibility, or usefulness; unsanitary or unsafe conditions; deterioration of site or other improvements; the diversity of ownership, tax, or special assessment delinquency exceeding the fair value of the land; diversity of ownership on defective or unusual conditions of title which prevent or encumber the free alienability of land; or the existence of conditions which endanger life or property by fire and other causes; or any combination of the foregoing, substantially impairs or arrests the sound growth of the community, retards the provision of housing accommodations or employment opportunities; or constitutes an economic or social liability and is a menace to the public health, safety, morals, or welfare in its present condition and use;"

While the majority of the neighborhood contains the classic urban neighborhood street grid pattern west of Jonesboro Rd, there are several streets abutting South Atlanta Park and Price Middle School that dead end and prevent effective east/west traversing through the community. Despite the streets being narrow and urban, several conditions have caused these east/west streets to become one-way - effectively cutting off much of the neighborhood from the Villages at Carver. Lastly, large parcels in between Jonesboro Rd and Lakewood Ave effectively cut off the two sides of Historic South Atlanta from each other.

HISTORIC
South Atlanta
MASTERPLAN

**REDEVELOPMENT POWERS ACT :
Vacant Lots**

Redevelopment Powers Law:

“Any area located within an urbanized or developed area which is substantially under-utilized by containing open lots or parcels of land or by containing a substantial number of buildings or structures which are 40 years old or older or by containing structures or buildings of relatively low value as compared to the value of structures or buildings in the vicinity of the area or by having development impaired by airport and related transportation noise or by related environmental factors or an area in which there is a shortage of housing that is affordable for persons of low or moderate income which the local legislative body designates as appropriate for community redevelopment or by any combination of the foregoing factors;”

The eastern portion of the neighborhood (west of Jonesboro Rd) contains a concentration of underutilized land and buildings which are 40 years old or older that are in disrepair. This area represents an opportunity for infill development upon vacant parcels as well as for investment into older buildings that will enable future businesses to move into the neighborhood.

Incentivizing Private Development

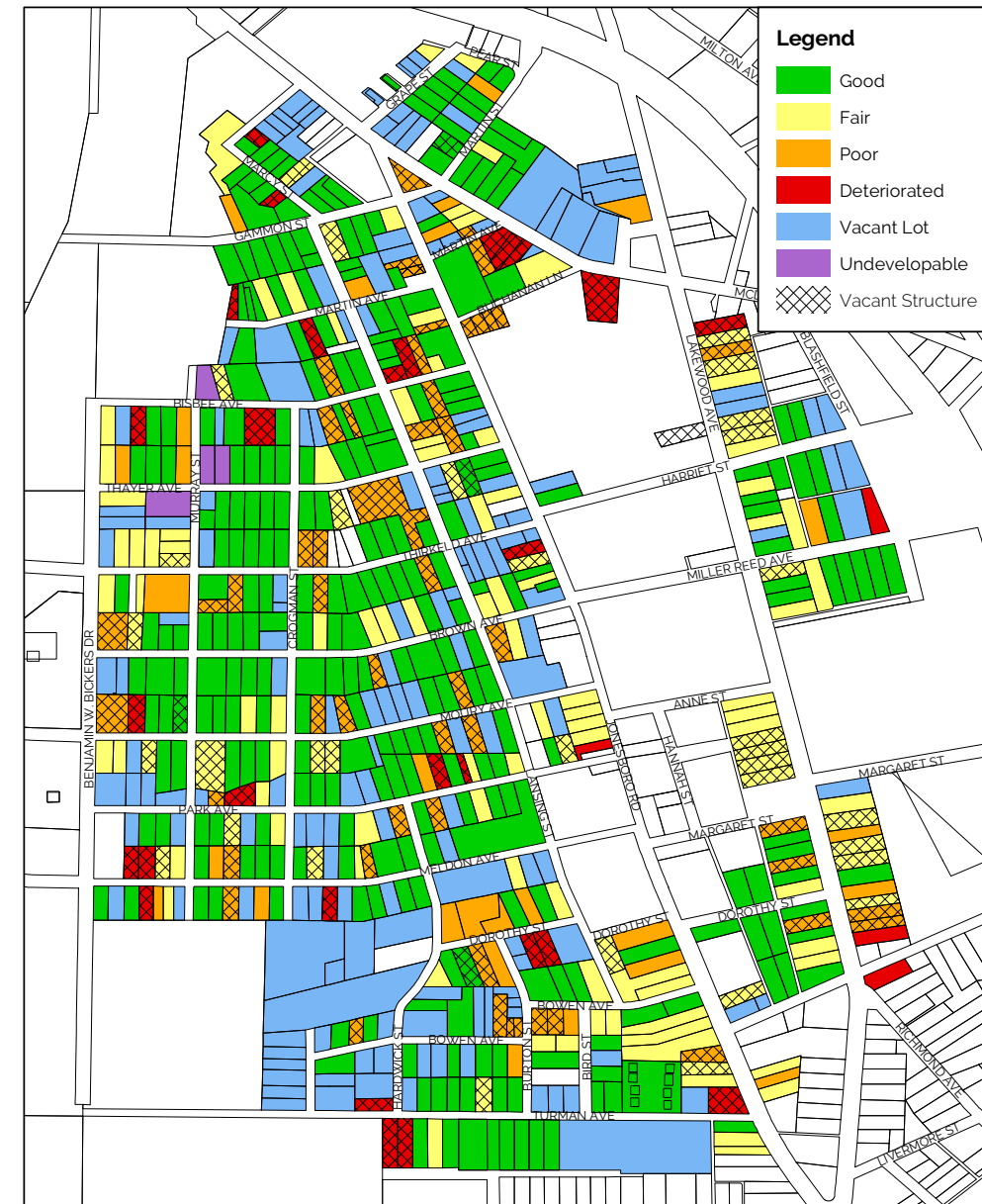
“A Redevelopment Plan explains the grounds for a finding by the local legislative body that the redevelopment area on the whole has not been subject to growth and development through private enterprise and would not reasonably be anticipated to be developed without the approval of the redevelopment plan or that the redevelopment area includes one or more natural or historical assets which have not been adequately preserved or protected and such asset or assets would not reasonably be anticipated to be adequately preserved or protected without the approval of the redevelopment plan,”

Key areas of Historic South Atlanta are in need of concentrated private investment in the form of development, redevelopment, preservation and improvement. Even though there has been some private investment at the Jonesboro Rd/McDonough Blvd intersection and within portions of the single-family portion of the neighborhood west of Jonesboro Rd, this investment has not significantly led to increased investments within the remainder of neighborhood. The creation of and adoption of a Redevelopment Plan for the community will serve as an additional tool for incentivizing private investment.

Due to overall poor housing conditions, a lack of street connectivity, a large number of vacant lots and a need to lure additional private investment into the community, Historic South Atlanta qualifies as a Redevelopment Plan Area per the “Redevelopment Powers Law” (O.C.C.G.A 36-44).

Blighted Areas

REDEVELOPMENT POWERS ACT



The map of Historic South Atlanta to the left shows the most recent windshield survey of the neighborhood.

Diagonal hashed properties appear vacant. Green properties represent good to excellent properties with a structure on them. Yellow parcels represent a building in fair condition. Orange and Red represent properties in bad to horrible/tear-down shape. Blue parcels represent properties with no visible structure on them and could be considered open space. Purple parcels denote land that is undevelopable based on topography or stormwater concerns.

Structure Condition

South Atlanta Master Plan
February 22, 2018



Process

Neighborhood Engagement

"A COMMUNITY THAT IS ENGAGED AND WORKING TOGETHER CAN BE A POWERFUL FORCE."

IDOWU KOYENIKAN

Neighborhood Engagement is the foundation of a successful Master Planning process. Historic South Atlanta has a wealth of engaged and excited residents that were essential to the vision established by this plan.



The Historic South Atlanta Master Plan initiative utilized a wide variety of neighborhood engagement strategies to establish consensus throughout the process. These strategies included:

- Stakeholder Interviews
- Project Website
- Social Media Input
- Large Community Forums
- Online Surveys
- Flyers in key neighborhood locations
- Carver High School student orientation and input
- Monthly Steering Committee made up of residents and neighborhood leaders

HISTORIC South Atlanta MASTERPLAN

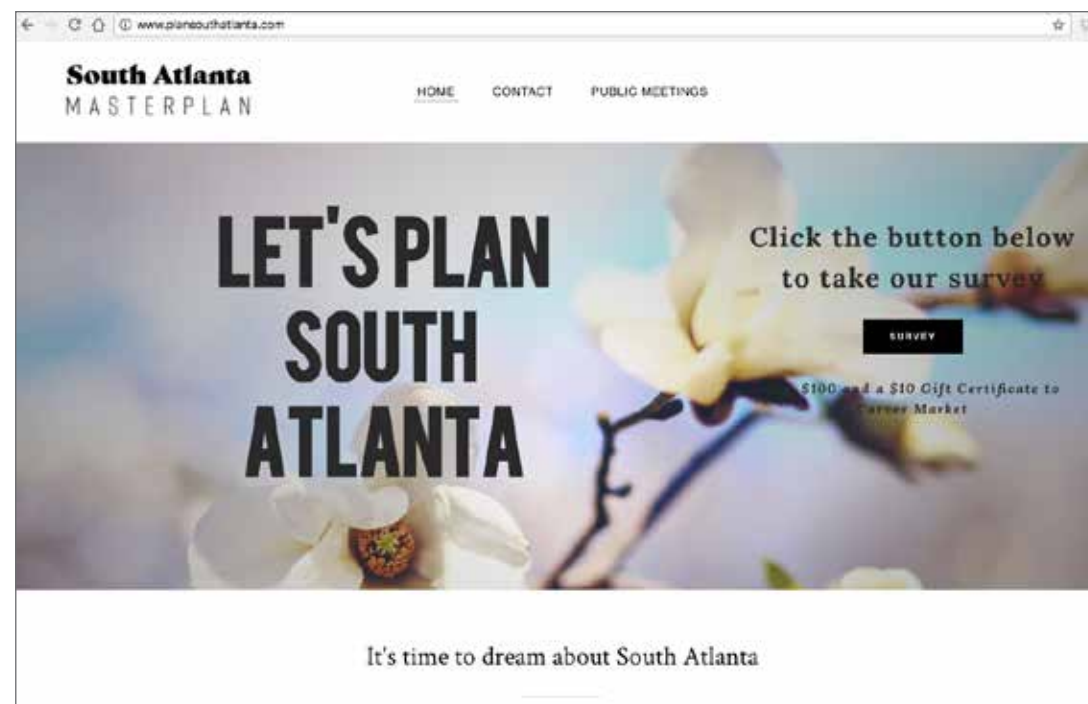
Stakeholder Interviews

On the front end of the Master Planning process, the planning team conducted several stakeholder interviews in order to better understand key groups and constituencies. These front-end interviews also served to reveal the key issues and concerns of the community.

The planning process further engaged faith leaders, business leaders, non-profit leaders, City Council representative, GDOT transportation professionals, BeltLine officials, City of Atlanta staff, school administrators, high school students, and Park Pride as they were concurrently working on a vision and plan for South Atlanta Park.

Project Website

A Master Plan project website was utilized (www.plansouthatlanta.com) as a key way to share information, update events, answer questions, and direct people to the online survey. The website was helpful sharing the vision of 'why' a Master Plan would be helpful for South Atlanta and how community members could get involved. Facebook events were created to promote public meetings and linked back to the Master Plan website for more information.



Process

Community Forum #1

The 1st Community Forum was held September 25th 2017 at Mt. Pleasant Baptist Church. Nearly 100 people came out to share their expertise about the neighborhood. We asked: (top 3 answers are included with top response listed first)

- Where do you live?
- Where do you feel unsafe?
 - Chevron Gas Station (in Lakewood Heights, just south of South Atlanta) - overwhelming majority
 - South Atlanta Park
 - Turman/Hardwick Streets
- Where do you go most often (other than your home)?
 - Carver Market / Community Grounds (huge majority response)
 - Lakewood Heights Family Dollar
 - South Atlanta Park
- Identify on the map a historic place/property.
 - Clark University / Carver High / Gammon Theological Campus
 - Mt. Pleasant Baptist Church
 - the current boarding house on Gammon / Jonesboro (first African American Postmaster in Atlanta)
- Where is a place that needs attention?
 - Too many recycling businesses
 - Abandoned Triangle with old gas station (across from Carver Market)
 - Better visibility on Bisbee
- What place(s) have the most potential?
 - A-tow property
 - South Atlanta Park and possible connections to it
 - Recycling Center across from Community Grounds
- South Atlanta is the only neighborhood that...
 - Has the Historic Clark University / Gammon Seminary Campus
 - Historically Black Neighborhood in Atlanta
 - Was a haven for those escaping the 1906 Atlanta Race Riots

H I S T O R I C
South Atlanta
MASTERPLAN

Process

Community Forum #1 Review (continued)

- In order for South Atlanta to be a great place for seniors in the future, it needs...
 - Better sidewalks/accessibility/walkability
 - stronger public transit and more transportation options
 - better access to stores and community resources like a library
- In order for South Atlanta to be a great place for children in the future, it needs...
 - Better sidewalks/ connectivity within and outside the neighborhoods/ walkability
 - Bigger/better park space/programming at the park
 - Slower/calmer/safer streets
- The one thing that needs to stay the same in South Atlanta is...
 - Friendly neighbors/community feel
 - Diversity of people
 - Affordability of Housing
 - Art work / Murals
- The one things that needs to change the most in South Atlanta is....
 - Inactive property owners
 - Vacant Properties
 - Large truck cut-through (esp. on Jonesboro Rd.)
 - Speeding cars
- The one thing that would make South Atlanta more beautiful is...
 - Trash removal
 - Less overgrowth/kudzu
 - More Artwork/Murals/Art of Homes
 - More Code Enforcement



FIRST PUBLIC MEETING PARTICIPANTS



SAMPLE OF THE FLYERS POSTED AROUND THE COMMUNITY

- Is there another name for South Atlanta that you think may be more appropriate?
 - Historic South Atlanta (there was a process to highlight this previously)
 - Something with "Carver"
 - Brownsville
- The one business that South Atlanta needs the most is...
 - Casual Sit-down restaurant
 - Bank / ATM
 - Major Grocery Store (meat selection, wider variety)

Community Forum #2 Review

The 2nd Community Forum was held at L.J. Price Middle School on November 14th 2017. The planning team shared emerging concepts based on the input from the community and the surveys taken during the process. The following are the consensus statements around each idea:

- #1 SUBAREA IDENTITIES : EDUCATIONAL, SINGLE- FAMILY, AND MIXED USE**
 - This makes sense
- #2 SOUTH ATLANTA PARK AND TRAIL CONNECTIONS**
 - Yes / Great
 - Love the Community Garden with Carver High
 - Love the outdoor movie series



H I S T O R I C
South Atlanta
M A S T E R P L A N

Process

Second Community Forum Review (continued)

#3 MIXED-USE/ CONVENIENCE RETAIL LOCATION

- Needs to be retail and residential (mixed-use) not just retail
- Why don't we invest in Carver Market expansion instead?
- Need better use for BeltLine property and takes away from community feel.

15 BIG Ideas
3. MIXED-USE / CONVENIENCE RETAIL



• BELTLINE ADJACENT PROPERTY
• ENCOURAGE MIXED-USE WITH CONVENIENCE RETAIL
• ALLOW MULTI-FAMILY HOUSING
• REQUIRE URBAN DESIGN STANDARDS AND BUILDING REQUIREMENTS
• SUPPORT CITY DESIGN RECOMMENDED BRT ROUTE

LAND USE

#4 ROUNDABOUT OPPORTUNITIES

- Like / Love
- Concerned about close in streets (Gammon and Grape)
- Need to ensure traffic is slowed on Jonesboro

15 BIG Ideas
4. ROUND-A-BOUT OPPORTUNITIES: JONESBORO / MCDONOUGH




TRAFFIC

South Atlanta
M A S T E R P L A N

#5 CARVER MARKET BLOCK IMPROVEMENTS

- Like / Love the ideas
- Development needs to be thoughtful for Gammon and Mercy Street residents
- Bike Shop collaboration with local schools

15 BIG Ideas
5. FCS BLOCK IMPROVEMENTS



• MULTIPLY SUCCESS OF CURRENT NODE
• INTEGRATE CHURCH INTO REDEVELOPMENT
• ADDRESS PROPOSED MAGNOLIA HISTORY TRAIL
• MIXED-USE DEVELOPMENT POTENTIAL
• GATEWAY PROJECT

LAND USE

South Atlanta
M A S T E R P L A N

Second Community Forum Review (continued)

#6 TEMPORARY GALLERIES

- Like/Love
- Parking Concerns
- High School /Middle Artist exhibitors

15 BIG Ideas
6. JONESBORO TEMPORARY GALLERIES



• FRAMES BLOCK
• ROTATING ART
• SPREAD INTEREST TO BOTH SIDES

LAND USE

#7 INCREMENTAL ADAPTIVE REUSE

- Like / Love
- Gradual change is key
- Maker spaces and more jobs are great

15 BIG Ideas
7. INCREMENTAL ADAPTIVE RE-USE



• INCREMENTAL BLOCK AND PARCEL DIVISION
• FUTURE ADAPTIVE RE-USE POSSIBILITIES
• DIFFERENT SECTIONS COULD BE RELEASED AT DIFFERENT TIMES
• OVER-TIME, ALLEYS AND ROADS EMERGE
• EMPHASIS ON THIN SECTIONS ON JONESBORO AND LAKEWOOD FIRST

LAND USE

#8 STRENGTHEN NEIGHBORHOOD IDENTITY

- Like / Love the ideas
- History Marker is key, getting the history written down and not just oral stories.
- Already have sign toppers that we worked hard to get.

15 BIG Ideas
8. STRENGTHEN NEIGHBORHOOD IDENTITY



• SIGN TOPPERS FOR PROFESSORS WITH FULL NAMES
• NEIGHBORHOOD FLAG / BANNER
• HISTORIC MARKERS

IDENTITY

H I S T O R I C
South Atlanta
M A S T E R P L A N

Process

Second Community Forum Review (continued)

#9 YEARLY ADOPT-A-STREET

- Like/Love
- Concerned with approach and 'how'
- Love the longest table idea

15 BIG Ideas
9. YEARLY ADOPT-A-STREET

- SOUTH ATLANTA ADOPTS A PROFESSOR'S STREET FOR THE WHOLE YEAR
- NEIGHBORHOOD LEARNS HISTORY, CREATES ART, HOLD HOMECELEBRATIONS
- FOCUSED / INTENSE NEIGHBORHOOD CLEAN-UP ON THAT STREET
- LONGEST TABLE EVENT
- NEW STREET THE NEXT YEAR

IDENTITY

#10 HOUSE PAINTING/MURALS

- Like / Love
- Continue all the way around ATow and Schnitzer as well
- Good for murals to integrate more history

15 BIG Ideas
10. HOUSING PAINTING / MURALS

- 'LIVING WALLS' FOR HOMES ORGANIZATION
- DESIGN GUIDES
- BEST PRACTICES / COST SAVINGS
- CONTINUE A-TOW / SCHNITZER MURAL FENCE PAINTING

IDENTITY

#11 IDENTIFY VACANT/DETERIORATE PROPERTIES

- Like / Needed
- Who decides which properties are beyond repair?

15 BIG Ideas
11. IDENTIFY VACANT/DETERIORATED PROPERTIES

- CREATE UPDATED MAP OF PROPERTY CONDITIONS
- PRIORITIZE HOUSES DETERIORATED BEYOND REPAIR FOR DEMO
- IDENTIFY UNIQUE INFILL HOME OPPORTUNITIES

ECON DEV.

Second Community Forum Review

#12 ALLOW UP TO 2 ACCESSORY DWELLING UNITS

- Like/Love
- Tiny Houses too with murals on the side
- Just needs plumbing / sewer restrictions

15 BIG Ideas
12. ALLOW UP TO 2 ACCESSORY DWELLINGS

- ALLOW UP TO 2 ACCESSORY DWELLING UNITS (ADU) PER PARCEL
- EX. BASEMENT UNIT OR ABOVE GARAGE UNIT
- CAN HELP WITH AFFORDABILITY
- ADING IN PLACE

LAND USE

South Atlanta MASTER PLAN

#13 HOME REPAIR REINVESTMENT FUND

- Like / Love
- Aid Seniors in getting necessary updates
- Funding/Administration concerns

15 BIG Ideas
13. CREATE A HOME REPAIR REINVESTMENT FUND

- LOOK AT BEST PRACTICES IN SIMILAR NEIGHBORHOODS
- REPAIRS HELD IN CHECK
- COULD AID SENIORS IN GETTING NECESSARY UPDATES TO HOMES
- CAN HELP IDENTIFY / CATALOG MATCHING FUNDS OR CITY PROGRAMS

ECON DEV.

South Atlanta MASTER PLAN

#14 SENIOR CENTER REDEVELOPMENT BLOCK

- Like / Love the ideas
- History Marker is key, getting the history written down and not just oral stories.
- Already have sign toppers that we worked hard to get.

15 BIG Ideas
14. REDEVELOPMENT BLOCK OPPORTUNITY

- THAYER / LANSING / THIRFIELD / CROGMAN BLOCK
- INVESTIGATE POSSIBILITY OF REDEVELOPMENT OF THE SENIOR CENTER
- CONNECT / ACTIVATE KIMPGON PARK TO REDEVELOPMENT
- CREATE A PATH CONNECTING THAYER TO THIRFIELD
- ADDRESS SENIOR NEEDS
- INFILL OPPORTUNITIES

ECON DEV.

South Atlanta MASTER PLAN

#15 SOUTH END REDEVELOPMENT

- Will address feelings of unsafety in this part of neighborhood
- Good to create additional footpaths for students
- Like the infill housing opportunity near school

15 BIG Ideas
15. SOUTH END REDEVELOPMENT STRATEGY

- CONTINUE STREET NETWORK WHERE POSSIBLE
- INCREASE INVESTMENT
- EXTEND CROGMAN TO PRICE MIDDLE
- EXTEND TURMAN TO PRICE MIDDLE
- INFILL HOUSING OPPORTUNITIES
- MULTI-FAMILY AND SINGLE FAMILY

ECON DEV.

South Atlanta MASTER PLAN

Community Survey Overview

In addition to collecting public input online thru the Master Plan website, an in-depth survey was administered during the planning process. The survey was available online and was also administered in-person and in small groups.

The survey presented 88 questions and asked a variety of information related to demographics, neighborhood perception, local business, cleanliness, faith communities, education, work opportunities, mobility, and housing opportunities.



Process

Community Survey Emerging Consensus

- People are noticing more people moving into the neighborhood
- Residents feel like others do not recognize Historic South Atlanta when they tell someone that is where they live.
- Nearly everyone agrees that Historic South Atlanta has a unique history that is important to Atlanta.
- Most residents believe the neighborhood is getting better every year.
- Residents believe the streets do not accommodate everyone well and note that sidewalks are not maintained and do not feel safe to use.
- Most residents feel that the land/buildings associated with the businesses, housing, and recreation are not well-maintained and don't improve the look of the neighborhood.
- Most residents feel the neighborhood isn't a safe enough environment for youth/children.
- Participants in the survey note that neighborhood leadership is positive, helpful, and listen to their needs/concerns/ideas.
- Participants confirmed their good and open relationships with their neighbors.
- Faith is important to most residents in Historic South Atlanta, but most leave the neighborhood to engage in their faith community.
- Participants clearly perceive property values increasing in the neighborhood.
- Participants in the survey note that the neighborhood does not have good access to basic retail like groceries, gas, banking, and a pharmacy.
- They also note that those businesses that do exist in the neighborhood do not provide good options of goods and services for residents.

Project Time line

A Robust and Layered Outreach Strategy

In order to best 'hear' from the neighborhood, the Master Planning process utilized a variety of outreach opportunities to hear from various neighborhood groups and to document the community consensus.

Time Estimation

Month 1 - September 2017

Month 2 - October 2017

Month 3 - November 2017

Month 4 - December 2017

Month 5 - January 2018

STAKEHOLDER INTERVIEWS / FOCUS GROUPS

STEERING COMMITTEE MEETINGS

PUBLIC FORUMS
SEPTEMBER 25TH
NOVEMBER 14TH

MASTERPLAN CREATION

Steering Committees

Monthly Steering Committee Meetings helped keep the plan on schedule, shared emerging concepts, and relayed important neighborhood feedback.

Focus Groups

The planning team met with several key stakeholder groups such as Focused Community Strategies (FCS), Carver High School students, Purpose Built Schools, Ron Clark Academy, business owners, faith leaders, and transportation professionals.

Public Forums

Over 80 people attended the first Public Forum held at Mt. Pleasant Baptist Church. The second Public Forum at Price Middle School asked residents to weigh in on emerging concepts.

Online & Hard-copy Survey

Nearly 50 residents took an in-depth comprehensive survey to provide detailed information regarding existing issues and future opportunities. See appendix for more info.

Project Website

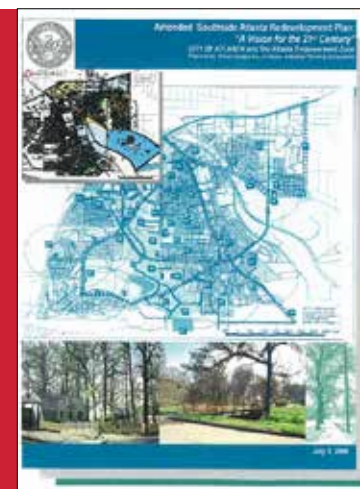
Residents were encouraged to visit www.plansouthatlanta.com for the length of the process to get up-to-date info for public meetings, online survey access, and downloadable flyers.

Purpose & Vision

THE RECOMMENDATIONS FOR THE HISTORIC SOUTH ATLANTA MASTERPLAN ARE SUPPORTED BY GEORGIA'S URBAN REDEVELOPMENT PLAN ACT.

Neighborhood Vision

PREVIOUS SOUTHSIDE ATLANTA REDEVELOPMENT PLAN FROM 2000



RECENTLY RELEASED VISION RENDERING OF NEARBY SUMMERHILL REDEVELOPMENT WITH GEORGIA STATE AND CARTER & ASSOCIATES IMAGE VIA AJC.COM

Georgia's Urban Redevelopment Act give cities and neighborhoods broad powers to redevelop blighted and /or threatened areas of the community and encourages involvement by private enterprise/ public private partnerships to redevelop neglected areas. Like other Master Plans, this plan will guide future city investments in infrastructure and improvements in Historic South Atlanta and is consistent with the Comprehensive Development Plan of Atlanta.

This Master Plan seeks to thoughtfully identify concepts and ideas that can preserve, enhance, and celebrate Historic South Atlanta's unique identity in the Atlanta region. This plan establishes a bold new vision for the future that is rooted in this dynamic history, with a mixture of low-budget and big-dollar recommendations; short-term and long-term goals; and community-led and city-led initiatives.

"NOT EVERYTHING THAT IS FACED CAN BE CHANGED, BUT NOTHING CAN BE CHANGED UNTIL IT IS FACED."

JAMES BALDWIN

Neighborhood Vision

- » RECOGNIZE NEIGHBORHOOD HISTORY
- » PURSUE ADAPTIVE LAND USES
- » SUPPORT SCHOOLS
- » PRESERVE AFFORDABILITY
- » INCREASE CONNECTIVITY
- » STRENGTHEN NEIGHBORHOOD IDENTITY
- » CELEBRATE ART

This Master Plan has established a series of key Neighborhood Vision statements that support the various recommendations of the plan. This new vision serves as a guide to future initiatives, investments, and decisions in the community. The Neighborhood Vision is as follows:

RECOGNIZE THE NEIGHBORHOOD'S RICH HISTORY

This plan recognizes Historic South Atlanta's unique history once as Brownsville- one of the only historic African-American suburbs of Atlanta and its unique place as an education hub in the African American community with Clark University and Gammon Seminary and those early professors, business owners, and families who have called this neighborhood home.

PURSUE ADAPTIVE LAND USES

Historic South Atlanta will be a place that is thoughtful and smart about future development and redevelopment. It will use incremental strategies to ensure gentle and healthy growth.

SUPPORT SCHOOLS

Historic South Atlanta will continue to support, invest in, and help ensure that its local schools are safe, accessible, continually improving, and community-oriented.

PRESERVE AFFORDABILITY

Historic South Atlanta will continue to value and support housing that is affordable to diverse age groups and diverse incomes with different places and ways to live. Historic South Atlanta will also be a place that allows affordable space for growing businesses and ventures.

INCREASE CONNECTIVITY

Historic South Atlanta will be a place that advocates for more effective connections in and thru its neighborhood with the addition of streets, trails, and green space wherever appropriate.

STRENGTHEN NEIGHBORHOOD IDENTITY

Historic South Atlanta will be a neighborhood that is known for its tight-knit community and it will be more clear when you've entered into Historic South Atlanta.

CELEBRATE ART

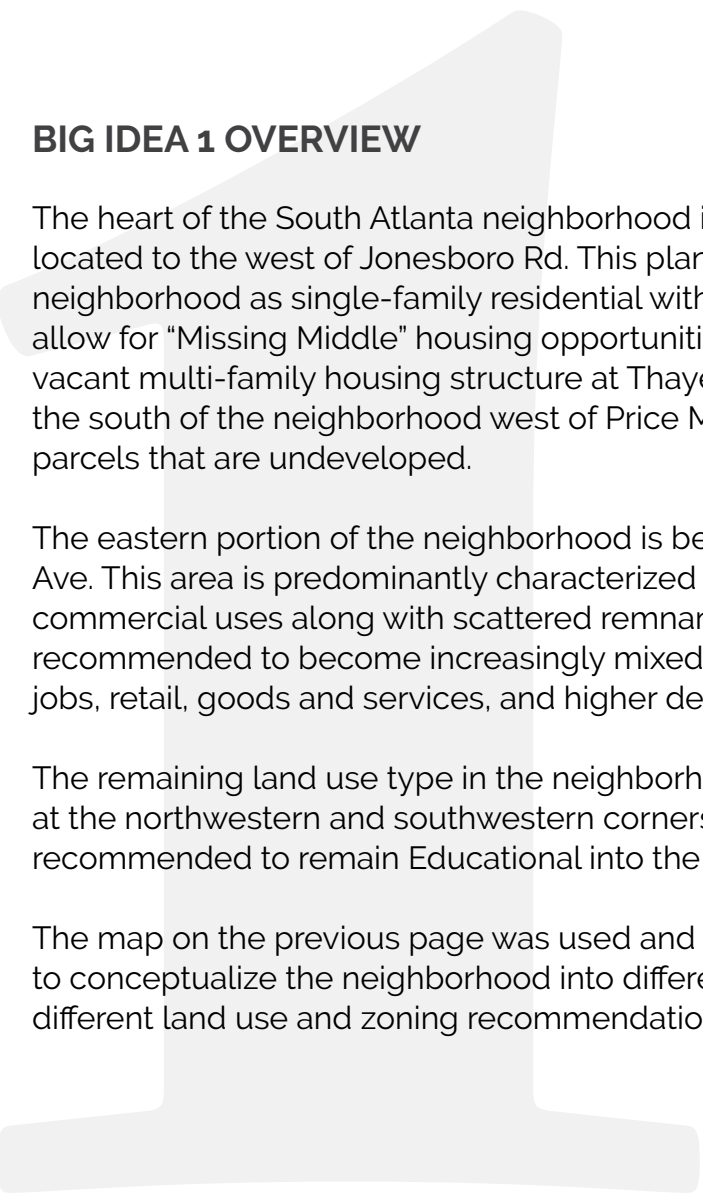
Historic South Atlanta will continue to be an eclectic community that celebrates art and welcomes it in its many forms.

HISTORIC
South Atlanta
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BIG IDEA 1 

Recommendations

Land Use & Zoning



BIG IDEA 1 OVERVIEW

The heart of the South Atlanta neighborhood is the traditional single-family community located to the west of Jonesboro Rd. This plan proposes to retain this portion of the neighborhood as single-family residential with a small number of sites changing to allow for "Missing Middle" housing opportunities. These sites are an older and now vacant multi-family housing structure at Thayer Ave and Lansing St and the area to the south of the neighborhood west of Price Middle School which contains large parcels that are undeveloped.

The eastern portion of the neighborhood is between Jonesboro Rd and Lakewood Ave. This area is predominantly characterized by low-density industrial and commercial uses along with scattered remnants of single-family houses. This area is recommended to become increasingly mixed use with opportunities for increased jobs, retail, goods and services, and higher density housing.

The remaining land use type in the neighborhood is the Educational campuses found at the northwestern and southwestern corners of the neighborhood. These areas are recommended to remain Educational into the future.

The map on the previous page was used and shown to neighborhood residents to conceptualize the neighborhood into different zones which would then lead to different land use and zoning recommendations.



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BIG IDEA 1 

URBAN DESIGN RECOMMENDATIONS

Future development should be well-designed to both preserve the character of this urban neighborhood and also to provide attractive, pedestrian-oriented development patterns for the future of the community. Urban design recommendations for future development are as follows:

- 1.1 Single-Family houses -**
Single-family houses should respect the traditional pattern of development with smaller building setbacks, front porch character, garages that are minimized on the site, and building heights that are 1 to 2 stories. **Support the City of Atlanta Zoning Ordinance Update process to establish urban design standards for new home construction in single-family zoning districts.**
- 1.2 Mixed Use areas -**
The future mixed use development in the neighborhood should be designed to reflect urban standards. These developments should have sidewalk and streetscapes provided with buildings oriented to and facing streets. Parking should be located to the side or rear of buildings. Building facades should have ground floor retail characteristics with 65% window fenestration and pedestrian entrances along the sidewalk. Building heights should be a minimum of 20' to frame in the public street and should sensitively scale down when adjacent to single-family houses. **Rezone select parcels within the neighborhood to modern zoning districts that require urban design regulations related to building form and overall site aesthetics (See recommendations 1.10 – 1.11).**



IMAGE VIA ZILLOW.COM



IMAGE VIA MEDIA.AL.COM

Recommendations

Land Use & Zoning

- 1.3 Missing Middle and Higher Density Housing**
Where designated, Missing Middle and higher density housing opportunities should be designed to prioritize pedestrian orientation. These developments should have parking that is located to the side or rear of the buildings, pedestrian entrances fronting along streets, 50% window fenestration on building facades that front public streets, and when located adjacent to single-family homes should have building heights that are 3-4 floors maximum. **Rezone select parcels to the designated MR zoning district designations that enable Missing Middle and multi-family housing development with the urban design standards desired by the community (See recommendations 1.12 – 1.14).**



1. WINNING PLAN FOR NEW MISSING MIDDLE HOUSING
 2. HISTORIC FOUR-PLEX
- IMAGES VIA MISSINGMIDDLEHOUSING.COM



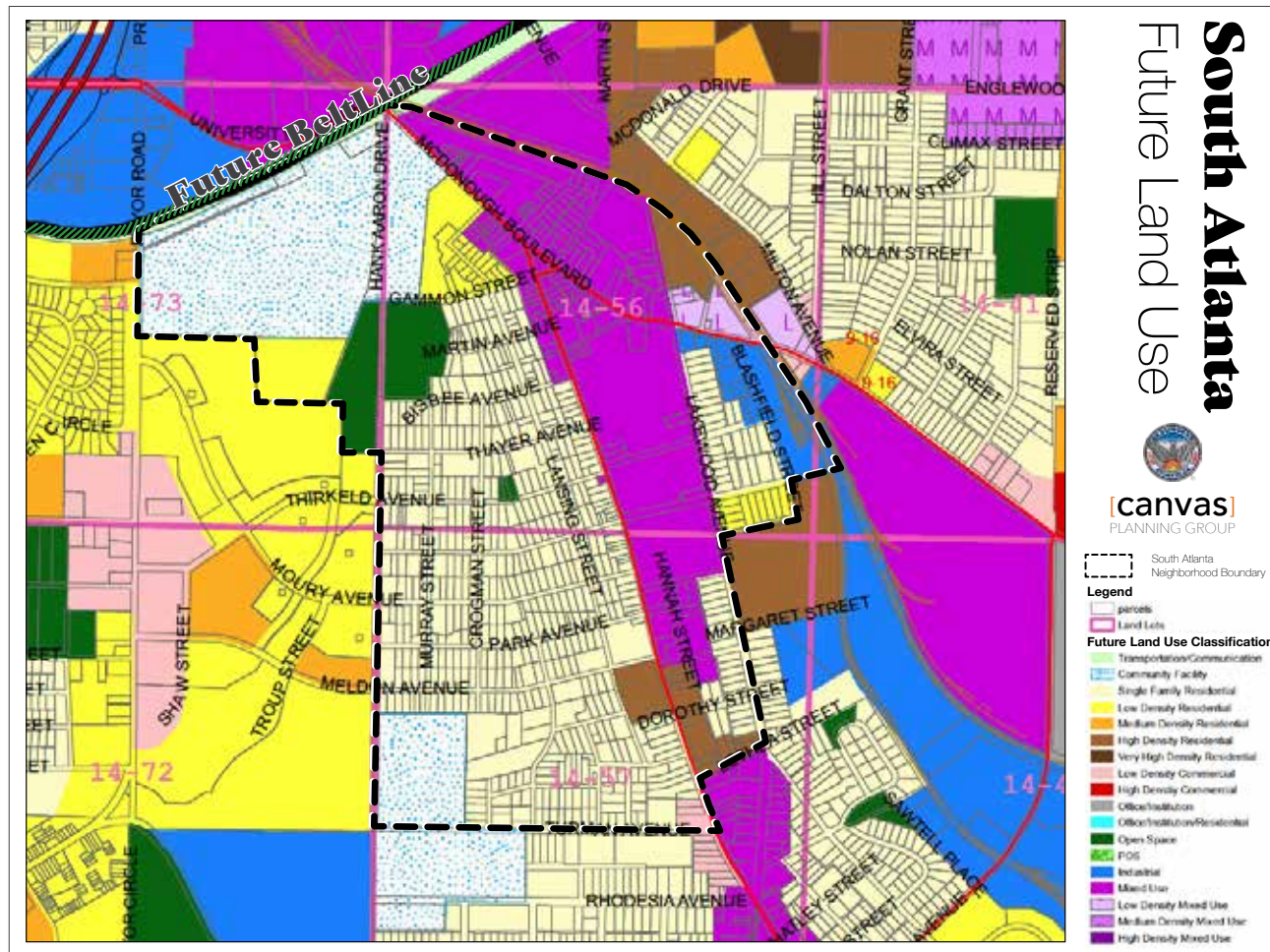
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BIG IDEA 1 

Recommendations

Land Use & Zoning

CURRENT LAND-USE MAP

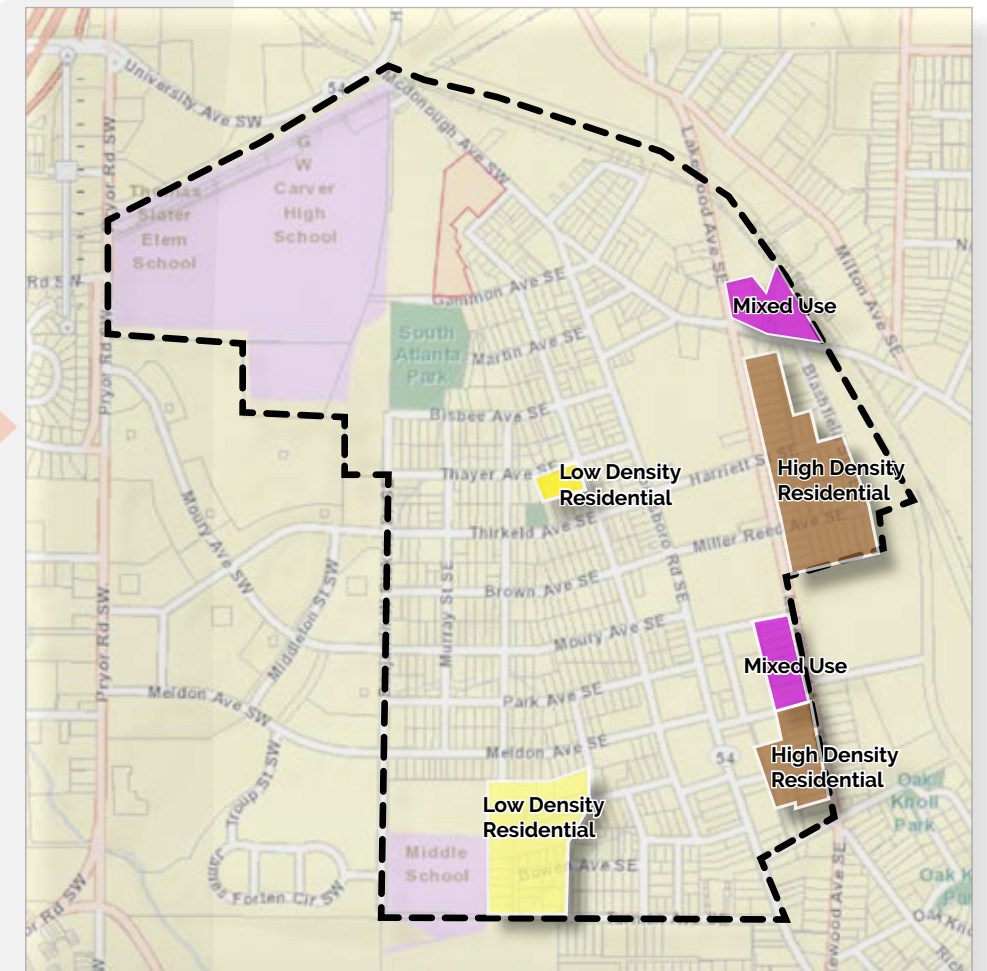


Certain Future Land Use Map changes are necessary to align the Land Use classifications of the Comprehensive Development Plan with the land use recommendations of this plan. These Future Land Use Map recommended changes are as follows.:

- **1.4** For the area east of Lakewood Ave along McDonough Ave, change the Future Land Use Map classification from Low Density Commercial to Mixed Use.

RECOMMENDED LAND-USE MAP CHANGES

- **1.5** For the area east of Lakewood Ave along Harriett St, Miller Reed Ave, and Blashfield St, Change the Future Land Use Map classification from Single-family Residential and Low Density Residential to High Density Residential.
- **1.6** For the area along the west side of Lakewood Ave between Anne St and Margaret St, change the Future Land Use Map classification from Single Family Residential to Mixed Use.
- **1.7** For the area along the west side of Lakewood Ave from Margaret St to south of Dorothy St, change the Future Land Use Map classification from Single-family Residential to High Density Residential.
- **1.8** For the area at the corner of Thayer Ave and Lansing St, change the Future Land Use Map classification from Single-family Residential to Low Density Residential.
- **1.9** For the area south of Meldon Ave, north of Turman Ave and west of Hardwick St, change the Future Land Use Map classification from Single-family Residential to Low Density Residential.



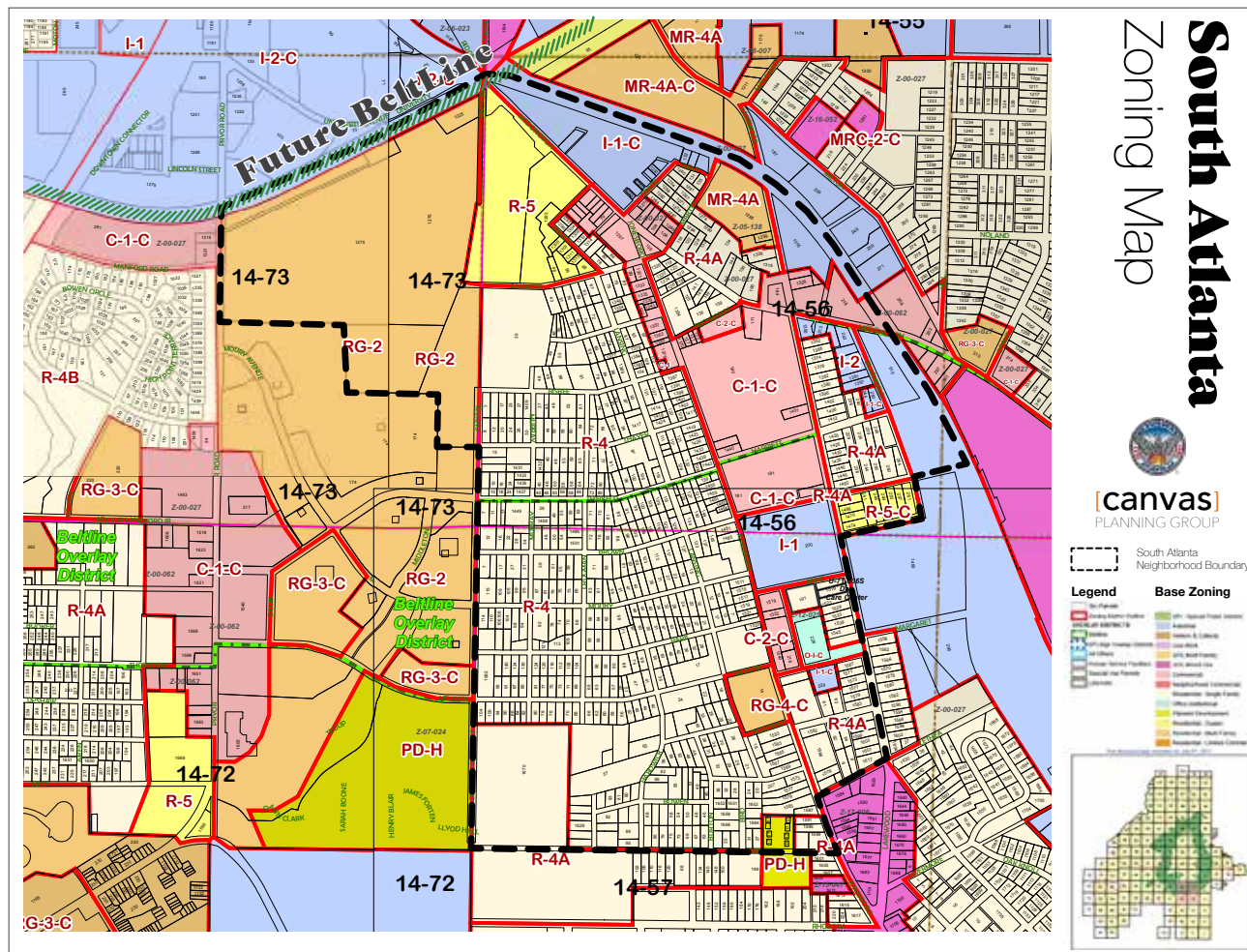
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BIG IDEA 1 

Recommendations

Land Use & Zoning

CURRENT ZONING MAP

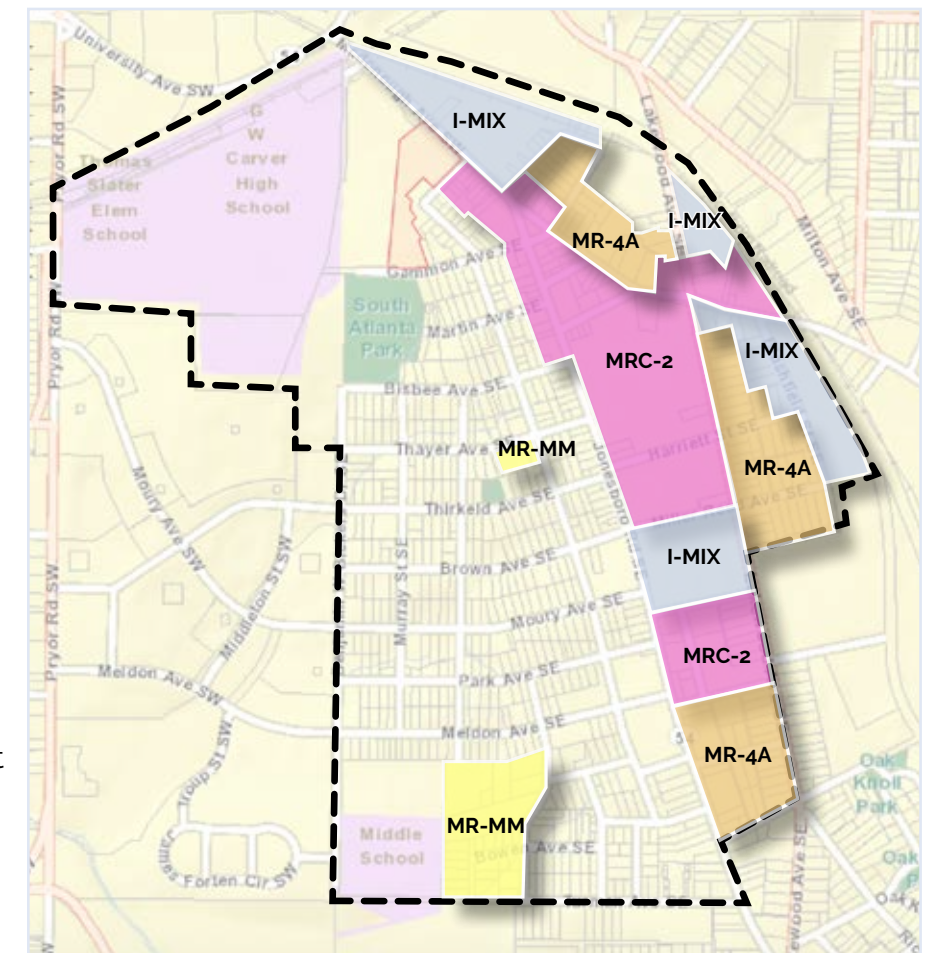


Along with the recommended Future Land Use Map changes, further changes to the City of Atlanta Official Zoning Map are recommended as part of the implementation of this neighborhood plan. These Official Zoning Map recommended changes are as follows:

- **1.10** Rezone the heart of the “Mixed Use” district along Jonesboro Rd and Lakewood Ave from McDonough Blvd to Miller Reed Ave to the MRC-2 zoning district. MRC-2 is a medium density mixed use zoning district allowing both residential and non-residential uses. This area is currently zoned a mixture of C-1 and R-4A.

RECOMMENDED ZONING MAP CHANGES

- **1.11** Rezone areas along McDonough Boulevard, Jonesboro Rd, and Lakewood Ave to the I-MIX zoning district. The I-MIX zoning district is intended for areas that will allow both light industrial and residential and commercial uses and is expected to be adopted by the City of Atlanta in 2018. These areas are currently zoned I-1.
- **1.12** Rezone areas along McDonough Blvd, Jonesboro Rd, and Lakewood Ave to the MR-4A zoning district. The MR-4A zoning district allows medium density multi-family residential uses. These areas are currently zoned R-4A and I-1.
- **1.13** Rezone the area at the corner of Thayer Ave and Lansing Street to the proposed MR-MM “Missing Middle” zoning district. The proposed MR-MM zoning district allows multi-family development containing up to 12 residential units with transitional height plane controls that will serve to limit the height of this site. This site is currently zoned R-4.
- **1.14** Rezone the area south of Meldon Ave, north of Turman Ave and west of Hardwick Street to the MR-MM “Missing Middle” zoning district. The proposed MR-MM zoning district allows multi-family development containing up to 12 residential units with transitional height plane controls that will serve to limit the height of this site. This area is currently zoned R-4.

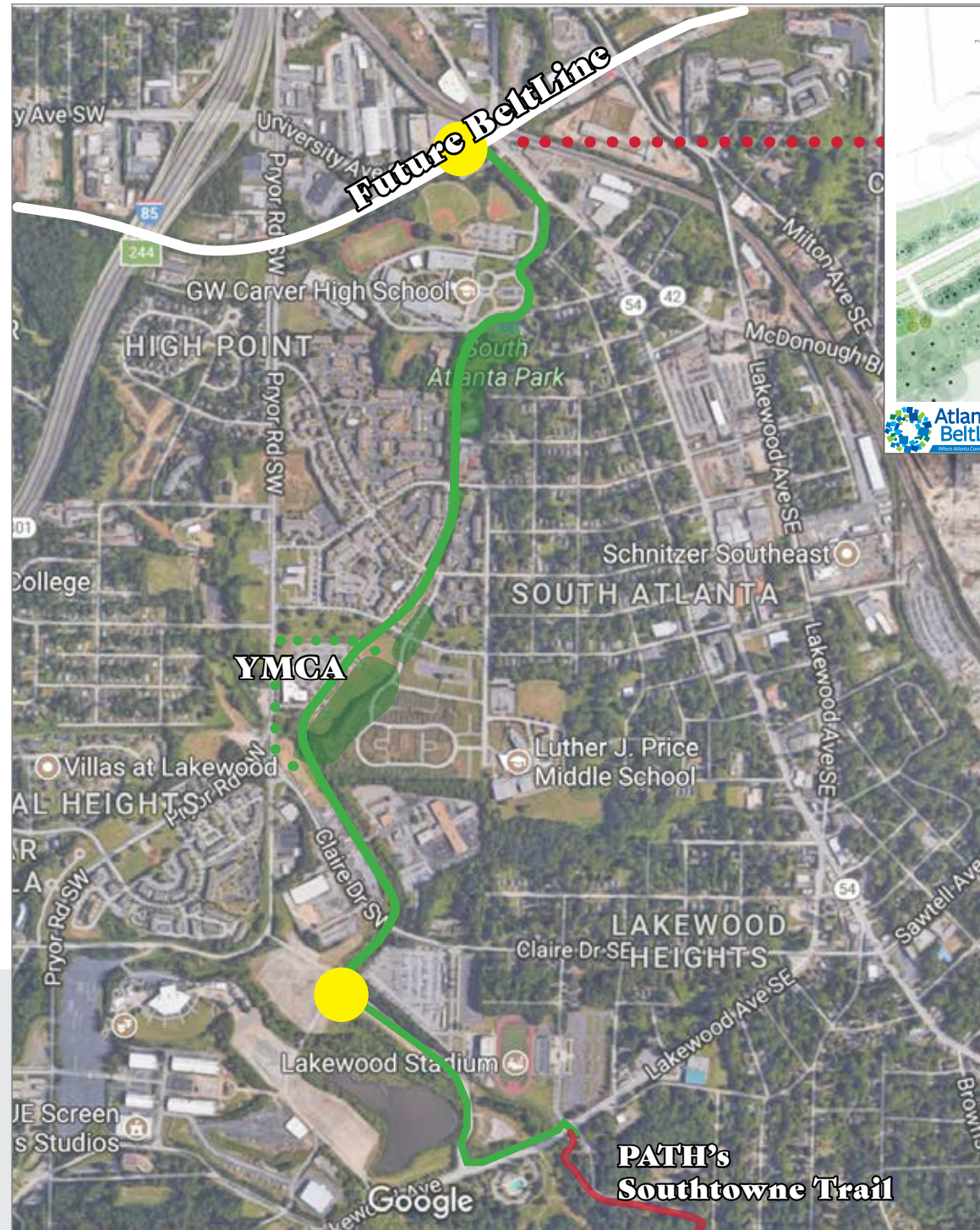


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BIG IDEA 2 

Recommendations

Park & Trail Connections



South Atlanta is well-positioned for having the types of parks and trails that intown communities need for healthy living. There is ample existing park land however it is in need of investment. And the adjacency to the Atlanta BeltLine provides a valuable opportunity to be connected to the broader city.

< MOST RECENT PLANS FOR SPUR OFF BELTLINE TO HISTORIC SOUTH ATLANTA NEIGHBORHOOD

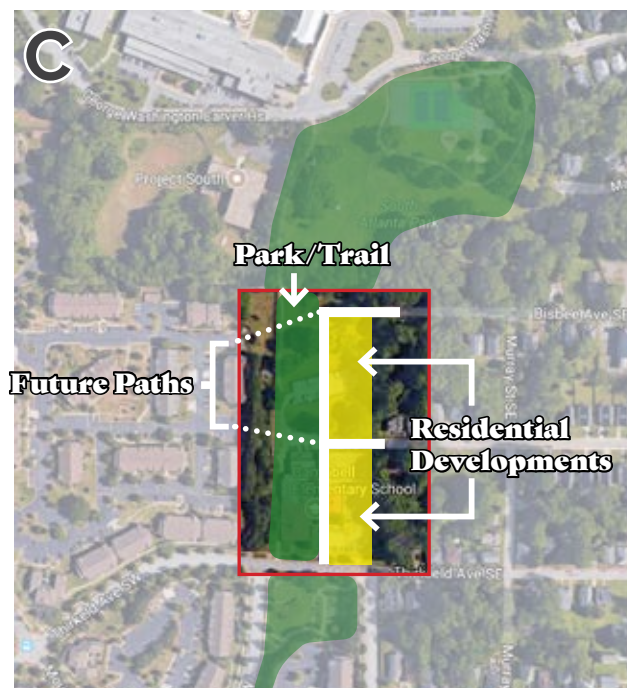
- **2.1** Create a BeltLine spur trail from the BeltLine to South Atlanta park thru the Villages at Carver, to the YMCA, to Lakewood Stadium and finally connecting to the Path Foundation's Southtowne Trailhead.
- **2.2** Integrate Magnolia Trail into a path between the BeltLine and South Atlanta Park.
- **2.3** Work with the City of Atlanta to implement the new and updated South Atlanta Park recently completed by Park Pride.
- **2.4** Work with City of Atlanta to establish a route to the YMCA. Either bring the trail through the fields of Meldon or take the trail onto Pryor as some past plans have suggested.
- **2.5** Coordinate with The Villages at Carver to ensure path alignment via their current green space network.
- **2.6** Work with City of Atlanta Parks Department to establish a trail spur connecting South Atlanta Park to Lakewood..
- **2.7** Work with upcoming BeltLine Subarea planning initiatives to support community connectivity to the BeltLine.

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BIG IDEA 2 

Recommendations

Park & Trail Connections



Here are three options for ways the Park and Trail could develop over time, more residences closer to schools, more eyes on the park for security, and a possible enhanced street grid.



- **2.8** Work with Atlanta Public Schools (APS) to create a trail connection through the Campbell Elementary property, leveraging the 3 concepts illustrated on the previous page.
- **2.9** Pursue redevelopment of the Campbell Elementary property for affordable housing use.
- **2.10** Extend the street grid network on streets like Bisbee Ave and Thayer Ave for added connectivity in the neighborhood.
- **2.11** Work with City of Atlanta Stormwater Management to determine feasibility of installing pervious pavers along Bisbee Ave to combat stormwater runoff and flooding.
- **2.12** Begin a weekly/monthly Yoga-In-the-Park programming in South Atlanta Park.
- **2.13** Start a community garden / urban farming partnership with Carver High School via connections with Atlanta Harvest, Carver Market, and Project South.
- **2.14** Host a summer concert series in South Atlanta Park with local musicians and food trucks.
- **2.15** Host summertime outdoor movie series in South Atlanta Park.



OUTDOOR MOVIE IN LAWRENCEVILLE
IMAGE VIA EXPLOREGWINNETT.COM



HIGH SCHOOL GARDEN
IMAGE VIA GREENWORKSPC.COM

HISTORIC
South Atlanta
MASTERPLAN

BIG IDEA 3 

Recommendations

Neighborhood Gateway Area



The South Atlanta Neighborhood Gateway Area is identified as the portion of the community located north and east of McDonough Blvd. The area to the north of McDonough Blvd is isolated from the historic heart of the neighborhood due to the physical nature of the road in addition to the predominantly industrial character of land uses.

- **3.1** Establish this area as a Neighborhood Gateway Area by encouraging mixed-use redevelopment with convenience retail and auto-oriented commercial uses that do not belong elsewhere within the neighborhood.
- **3.2** Allow Multi-family housing in this area.
- **3.3** Require urban design standards and building requirements through upgraded zoning.
- **3.4** Support Atlanta City Design recommended Bus Rapid Transit (BRT) route along Jonesboro Rd as part of the Hashtag BRT Initiative.



DRUGSTORE WITH GOOD URBAN DESIGN
IMAGE VIA MEDIA.AL.COM



ATLANTA CITY DESIGN'S HASHTAG BRT INITIATIVE



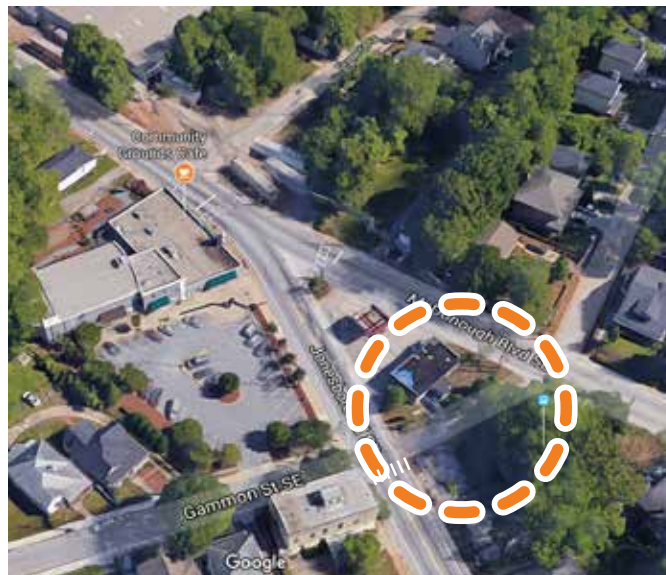
EXAMPLE OF A BRT BUS
IMAGE VIA MDOT.MARYLAND.GOV

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BIG IDEA 4 

Recommendations

Gateway Roundabout



Roundabouts provide smoother and safer traffic management when applying in the correct settings. The Jonesboro Rd/McDonough Blvd Intersection is plagued by fast speeds, confusing turns, and pedestrian concerns near Carver Market and across the street at a well used MARTA bus stop. Roundabouts also provide opportunities to beautify a community with the possibility of art, landscaping, and branding in the center of the roundabout.

- **4.1** Work with the Georgia Department of Transportation (GDOT) and the City of Atlanta to implement a roundabout at the Jonesboro Rd/McDonough Blvd intersection.
- **4.2** Integrate "Historic South Atlanta Neighborhood" signage, neighborhood-based art, and generous landscaping into the proposed roundabout.
- **4.3** Ensure Gammon St and Grape St have easy access onto the roundabout.
- **4.4** Ensure roundabout is accessible to trucks, MARTA buses, a future Bus Rapid Transit line, and emergency vehicles with an adequate driving apron.
- **4.5** Ensure pedestrian crossings are far enough away from the roundabout for optimum safety. Include pedestrian High-Intensity Activated crossWalk beacon (HAWK) signals if possible. In the interim, place a crosswalk on the south side of Gammon St for pedestrians to safely walk to the MARTA bus stop at triangle.
- **4.6** Work with GDOT and Atlanta Regional Commission (ARC) to secure funding for implementation.

HISTORIC
South Atlanta
MASTERPLAN

BIG IDEA 5 



Recommendations

Gammon McDonough Block Improvements

The recent development of Carver Market and Community Grounds has been catalytic to the Historic South Atlanta neighborhood. The following recommendations seek to multiply the success of this core Gateway node in Historic South Atlanta.

- **5.1** Expand the existing neighborhood commercial district onto the northern portion of the block (to Marcy St) to include a mixed-use development (3-4 floors) with neighborhood-serving retail on the ground floor and housing above. Orient parking to the rear of the building. Integrate the current church building into the overall development.
- **5.2** Connect the expanded neighborhood commercial node to the Magnolia History Trail that will connect to the BeltLine and South Atlanta Park.
- **5.3** Expand the existing neighborhood commercial district onto the southern portion of the block (in the current parking lot) when the larger northern parking lot is established.
- **5.4** Host a monthly health fair/clinic facilitated by Mercy Care or similar organizations that could eventually become a small satellite minute clinic and/or dental office.
- **5.5** In an expanded neighborhood commercial node, convert the Focused Community Strategies (FCS) offices back into a small community theater / performing arts venue.
- **5.6** Along with a food co-op, host a monthly or biweekly farmer's market at the block.
- **5.7** Provide new paint for the current buildings to increase visibility from the street and attractiveness passing traffic.
- **5.8** Trim trees to better showcase mural on the side of the building
- **5.9** Establish broader relationships between the bike shop and local schools.
- **5.10** Activate properties across McDonough Blvd with temporary and complementary uses.

BIG IDEA 6 

Recommendations

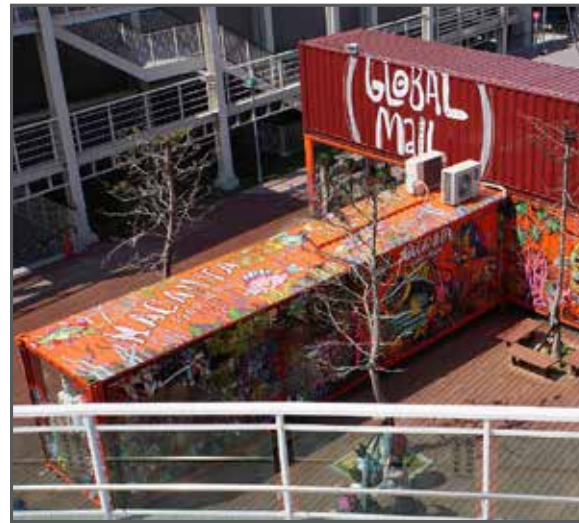
Temporary Retail/Galleries

There is an opportunity to continue to build off the success of the Jonesboro Rd./ McDonough Blvd. neighborhood commercial node by expanding this district to the "other" side of the street. This can be done by utilizing temporary structures as a low-cost, low-risk retail, opportunity for office or art space at these locations.

- **6.1** Activate the Grape St./McDonough Blvd. corner through the placement of temporary shipping containers for "pop-up" retail uses or art displays.
- **6.2** Identify other locations along Jonesboro Rd for similar temporary "pop-up" uses.
- **6.3** Recruit small businesses or art organizations to occupy the temporary retail/galleries.



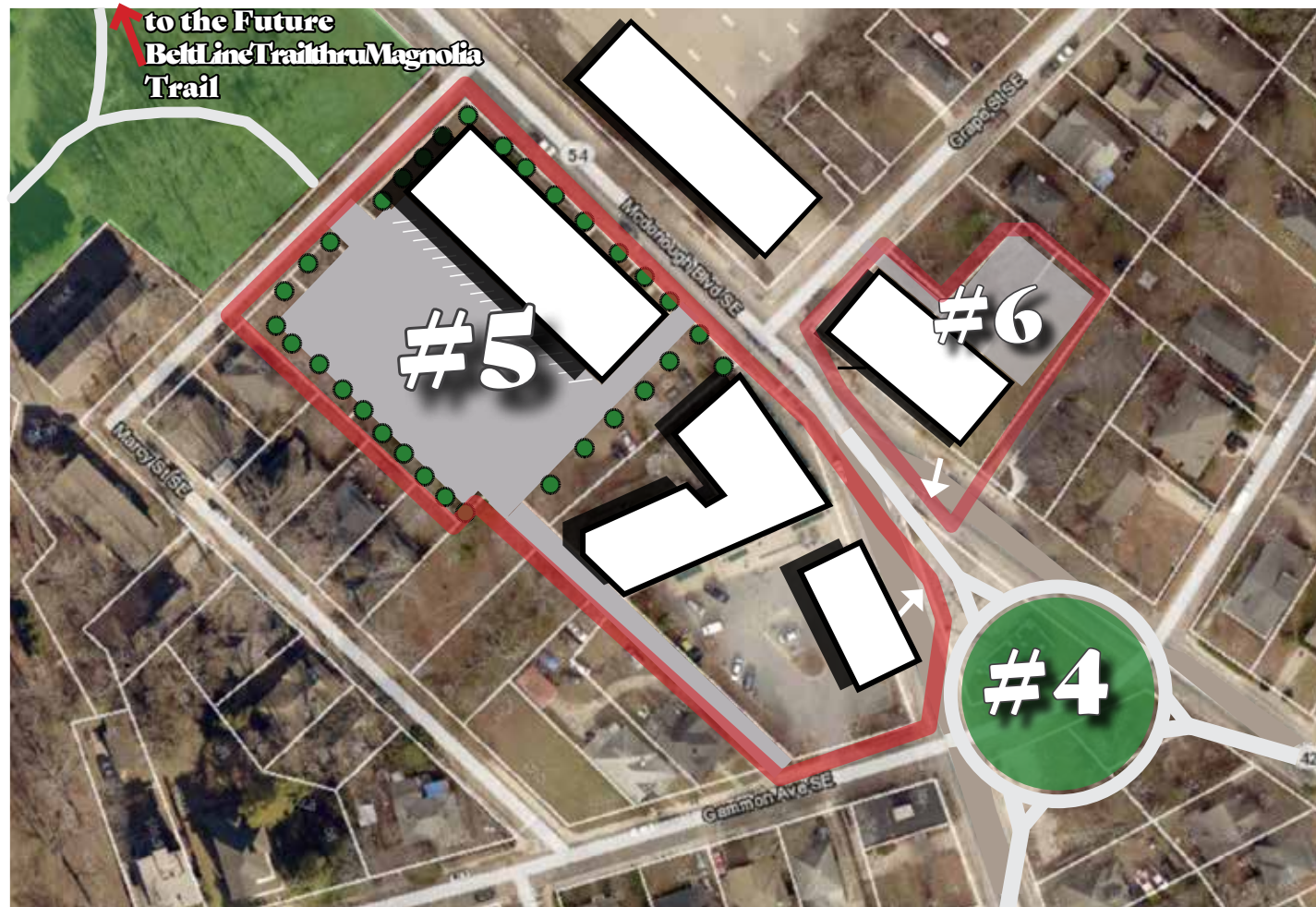
TEMPORARY GALLERY SPACE WITH DECK BUILDOUT



TEMPORARY RETAIL/GALLERY TO GIVE CONFIDENCE IN EVENTUAL SINGLE STORY INFILL COMMERCIAL LOCATION

HISTORIC South Atlanta MASTERPLAN

BIG IDEA 4-6



THIS PLAN VIEW OF THE JONESBORO RD / MCDONOUGH BLVD INTERSECTION ILLUSTRATES THE CUMULATIVE IMPACT OF BIG IDEAS: #4 (ROUNDBABOUT), #5 (EXPANDED NEIGHBORHOOD COMMERCIAL NODE), AND #6 (TEMPORARY POP-UP USES).

Recommendations

Transformed Commercial Node



THIS RENDERING SHOWS WHAT IT WOULD LOOK LIKE TO BE STANDING IN THE CENTER OF THE ROUNDBABOUT LOOKING NORTHEAST TOWARDS CARVER MARKET.

BIG IDEA 7 

The sub-area including the former Harold's Barbecue is an example of how the larger mega block could gradually evolve over time to support smaller new uses and businesses.



THE ATOW PROPERTY IMAGINED WITH SUBPARCELS.

Recommendations

Incremental Block Changes

Many of the parcels/blocks east of Jonesboro Rd are extremely large and contain uses that don't historically complement a single-family neighborhood. As further improvement and investment occurs in Historic South Atlanta (in addition to the future BeltLine), properties that contain existing businesses such as towing lots and recycling centers may find these properties increasing in value as well. Although many of these parcels are very large, it could be to the advantage of the neighborhood and property owners to begin dividing their parcels up into subparcels to allow for incremental development.

- **7.1** Work with large-sized property owners to identify opportunities to begin activating unused or underutilized sites with new development and uses. Prioritize investigating edges of properties first, along key streets for the sake of visibility and potential impact.
- **7.2** Whenever possible, break up large blocks by creating new alleys, throughways, and/or streets to provide greater neighborhood connectivity.
- **7.3** Work with current industrial properties to improve appearance with clean sidewalks, attractive neighborhood murals on fences, and regular trash removal.



A RE-ENGAGED ALLEY IN AN INDUSTRIAL AREA



VINTAGE HAROLD'S BARBECUE
IMAGE VIA WWW.CHOPPEDONION.COM

BIG IDEA 8 

Recommendations

Incremental Building Changes



HIGHLIGHTED AREAS SHOW POSSIBLE PROPERTIES WHERE THE ADAPTIVE REUSE OF BUILDINGS COULD OCCUR

In combination with the incremental development of block and streets, there will be future opportunities to integrate existing building stock into the redevelopment of the area that allows for preservation of historic building patterns through the creative and adaptive re-use of older buildings. Perhaps one of the best transferrable examples is the Studioplex development in Old Fourth Ward / Sweet Auburn neighborhood of Atlanta.

- **8.1** Encourage the adaptive re-use of older industrial buildings to the greatest extent possible.
- **8.2** Collaborate with the Historic District Development Corporation (HDDC) in Sweet Auburn to learn about best practices for converting older industrial buildings into viable space for new commercial, office, residential, and light manufacturing uses.
- **8.3** Utilize the new I-MIX zoning classification to retain light industrial workforce when possible.
- **8.4** To the greatest extent possible, during redevelopment, integrate similar and simple building materials to match past industrial buildings (brick, corrugated metal, garage doors).
- **8.5** Work/encourage property owners to work with GA EPD and enter brownfields in GA Brownfield program. Then work with the City of Atlanta and EPA's brownfield program to access funding for clean-up of contaminated sites.

STUDIOPLEX : OLD FOURTH WARD



RECENT MONDAY NIGHT BREWERY ADAPTIVE RE-USE ON THE WEST SIDE BELTLINE. IMAGE VIA CURBED.COM



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BIG IDEA 9

Recommendations

Strengthen Neighborhood Identity

Residents of the Historic South Atlanta neighborhood have tremendous pride in the rich history of the community as well as the existing community identity of being a place where people care for each other. It is important for the South Atlanta community to find ways to communicate this pride in history and character in ways that enable it to stand out as a unique Atlanta neighborhood.

- **9.1** Broaden use of the "Historic South Atlanta" name. Ensure all signage and communication uses "Historic South Atlanta" in lieu of South Atlanta - which speaks more to geography within the city.
- **9.2** Ensure that all streets have the "Historic South Atlanta" street topper signs throughout the entire neighborhood. Replace and re-secure those that have fallen off over time.
- **9.3** Add "special" additional sign toppers to identify streets named after Clark University / Gammon Seminary professors and administrators. Include full names when possible.
- **9.4** Produce additional neighborhood flags/banners for use on single-family homes and businesses within the community.
- **9.5** Produce neighborhood flags for use on street lights, especially along Jonesboro Rd, Lakewood Ave, and McDonough Blvd.
- **9.6** Form a neighborhood working group to identify locations for historic markers, focusing on denoting historic events such as the 1906 Atlanta Race Riots and historic figures associated with Clark University / Gammon Seminary.
- **9.7** Work with the City of Atlanta Department of City Planning to investigate becoming a National Register District.



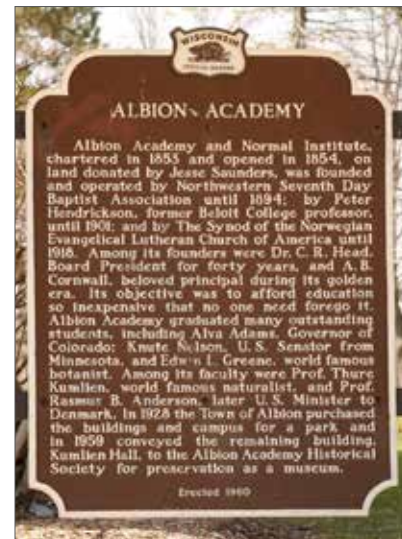
EXAMPLE OF SIGN TOPPER IN HISTORIC SOUTH ATLANTA



LIGHT POLE BANNER
 IMAGE VIA KMACDESIGN.COM



EXAMPLE OF NEIGHBORHOOD FLAG FROM
 INMAN PARK, ATLANTA.
 IMAGE VIA ATLEVENTPHOTOGRAPHY.WORDPRESS.COM



HISTORIC MARKER. IMAGE VIA
 WWW.WISCONSINHISTORICALMARKERS.COM

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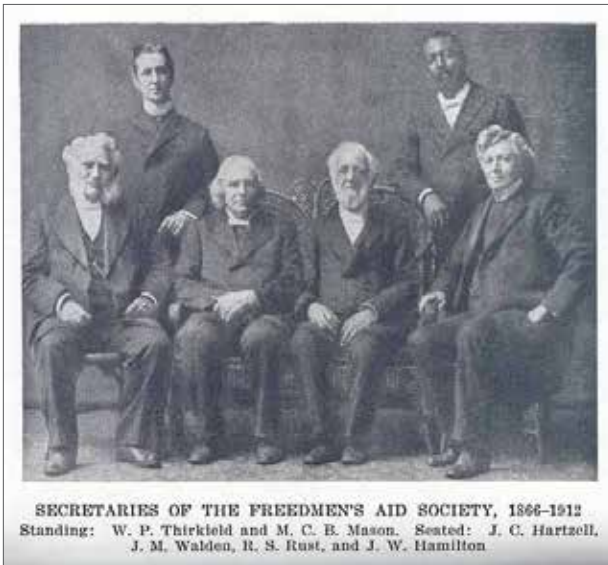
BIG IDEA 10 

Recommendations

Adopt-A-Street Initiative



IMAGE VIA VOLUNTEERMATCH.ORG



SECRETARIES OF THE FREEDMEN'S AID SOCIETY, 1866-1912
Standing: W. P. Thirkield and M. C. B. Mason. Seated: J. C. Hartzell,
J. M. Walden, R. S. Rust, and J. W. Hamilton

FREEDMEN'S AID SOCIETY WHO FOUNDED
CLARK UNIVERSITY AND GAMMON SEMINARY
IMAGE VIA DOCSOUTH.UNC.EDU

The Historic South Atlanta community has been tremendously successful over the last decade in community improvement efforts resulting in vital investments that have stabilized the community. This recommendation aims to focus future energy on identifying certain streets for extended periods of time with the hope of increasing momentum and sustained investment.

- **10.1** Identify one street per year within the community to focus clean-up efforts, historic markers, house art, neighborhood get-togethers, lighting improvements, home repairs, and new infill housing.
- **10.2** Celebrate the historic figure or event represented by each street through community events and coordination with Clark Atlanta University staff and students.
- **10.3** Celebrate the beginning or end of the selection year with a longest table event. These events can be potlucks or catered meals for the community to set up a temporary table down the length of the closed street.



IMAGE VIA TALGOV.COM/TRANSPARENCY/BUDGET-FY17.ASPX

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BIG IDEA 11 

Recommendations

House Painting / Mural Organization

One of the most unique things about Historic South Atlanta community is the unique use of art throughout the community. Street artists like Mr. Totem and Olive47 have made houses, fences, and walls their canvases for many years. Other groups like the Notch8 gallery have added to Historic South Atlanta's unique artist affinity. This recommendation seeks to encourage and expand the use of art that has been occurring informally.

- **11.1** Create an organization or committee through the Civic League to act as a guiding force for assisting residents who are interested in painting their homes with murals. The organization could mirror "Living Walls" in the way that it connects artists with the canvas (in this case, homes)
- **11.2** Create a basic template of design guidelines and a list of available and recommended artists to assist residents interested in house murals. Coordinate with artists to paint multiple homes at a time to further reduce costs and to take advantage of economies of scale.
- **11.3** Task the newly-formed arts organization to identify other opportunities for murals such as blank walls and fences in the community.



MR.TOTEM MURAL ON SIDE OF CARVER MARKET
 IMAGE VIA FLICKR.COM/PHOTOS/
 TATSCRU/5203661719



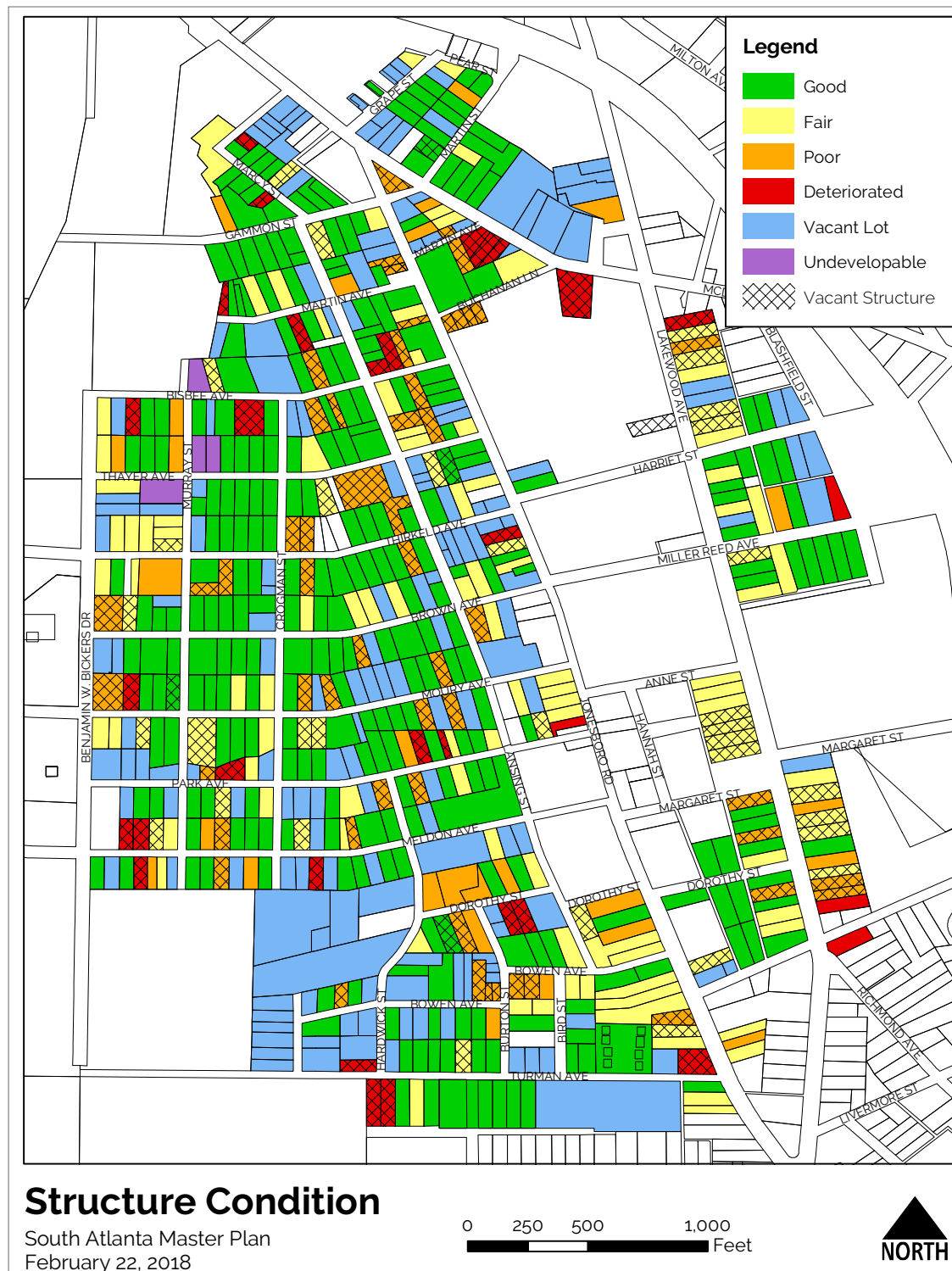
NOTCH8 GALLERY IMAGE VIA @MRC_1

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BIG IDEA 12 

Recommendations

Update Housing Conditions



This Master Planning process has documented parcel and structure conditions throughout the neighborhood in order to properly document blight and redevelopment opportunities. The following recommendations reflect the work to be done to ensure these identified areas are repositioned and improved over time.

- **12.1** Work with Invest Atlanta and the City of Atlanta Department of City Planning to utilize the Heritage Program within the Historic South Atlanta neighborhood. This program provides a deferred forgivable loan program with up to \$30,000 for health and safety repairs to a home.
- **12.2** Work with local community development corporations and similar non-profit organizations to provide new affordable homes on properties that have deteriorated beyond repair and/or on vacant lots.
- **12.3** Work with City of Atlanta Department of City Planning and Community Development to secure funds to tear down structures that have deteriorated beyond repair and that are tax delinquent.



IMAGE BY WOODY MARSHALL/THE TELEGRAPH (MACON)

BIG IDEA 13



IMAGE VIA ACCESSORYDWELLINGS.ORG



EXAMPLES OF TINY HOMES UP TO 500 SQUARE FEET
 IMAGES VIA COUNTRYLIVING.COM

Recommendations

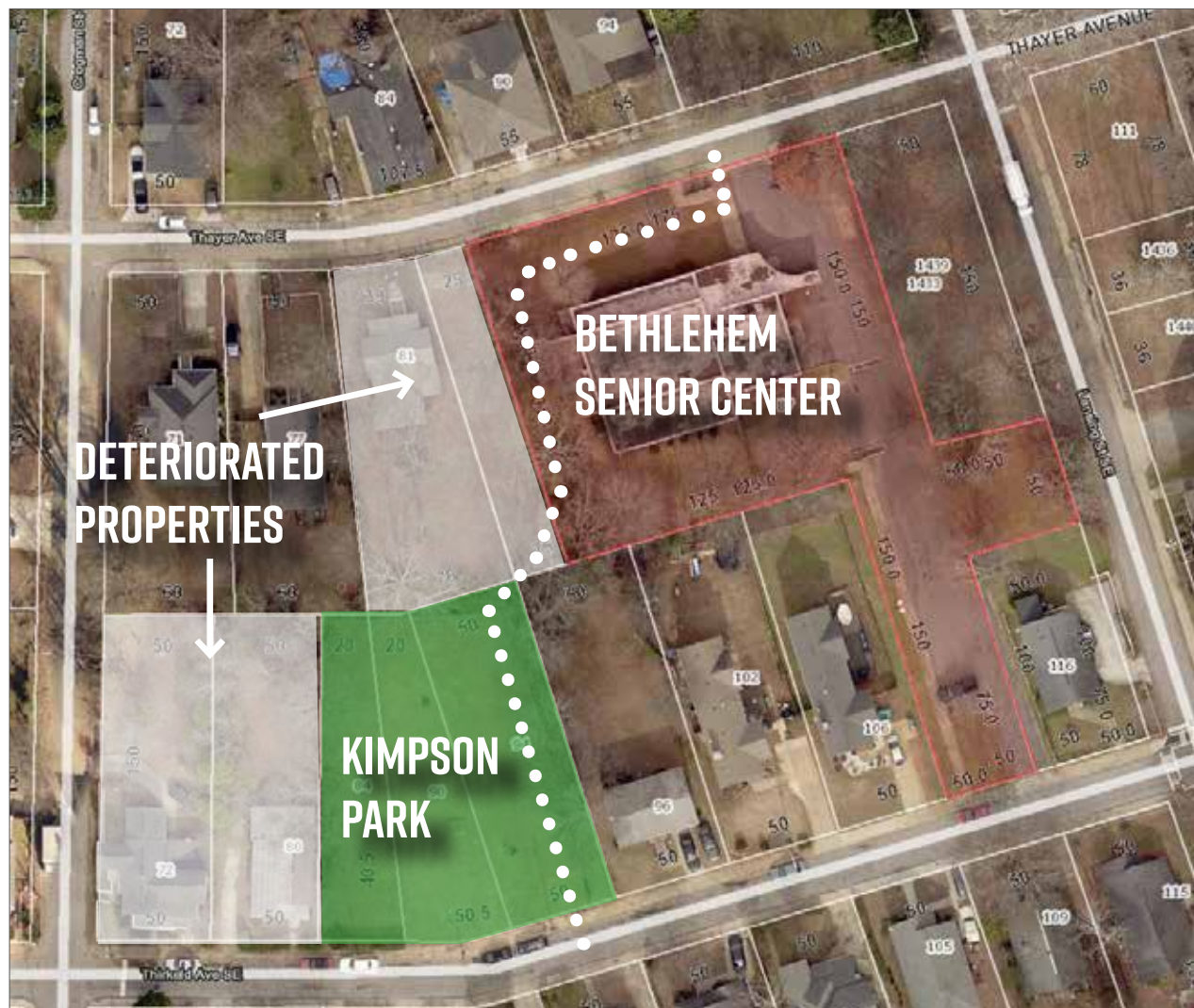
Accessory Dwelling Units

Accessory Dwelling Units (ADUs) are increasingly being considered in cities as tools for keeping or introducing affordability into a community. ADUs also give flexibility to homeowners who may want to stay in a neighborhood, but may not need the larger main structure to live in. This is common for those desiring to 'age in place.' Historic South Atlanta is an affordable neighborhood for housing and desires to stay that way. With the future BeltLine trail coming into the neighborhood, added built-in affordability will help to stabilize the community's housing and rental prices.

- **13.1** Work with the City of Atlanta to advocate for the legalization of detached ADUs for R-4 zoning districts.
- **13.2** Work with the City of Atlanta to support future attached ADUs for inclusion within single-family homes in R-4 zoning districts.
- **13.3** Support flexible parking requirements for ADUs so that these uses do not result in increased parking areas where they are not needed.
- **13.4** Work with local community development corporations and similar non-profit organizations to prioritize building ADUs as part of all new single-family home construction in the community.
- **13.5** Work with local community development corporations and similar non-profit organizations to prioritize building ADUs for existing single-family home owners, when the existing single-family lot can accommodate such a use.

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BIG IDEA 14 



Recommendations

Kimpson Park Block Redevelopment

The Bethlehem Senior Center has served the Historic South Atlanta Community for many years. It has ceased to be used as a senior center and has become a periodic security concern in the community. Uses such as this represent an opportunity to provide affordable housing options within the community. This large interior block also contains several deteriorated properties that could be integrated into a larger redevelopment centered around the underutilized Kimpson Park.

- **14.1** Work with a local community development corporation or a similar non-profit organization to determine the feasibility of re-using the Bethlehem Senior Center for new affordable housing.
- **14.2** If it is determined to not be feasible to re-use the Bethlehem Senior Center building, redevelop the site as Missing Middle housing with individual buildings containing no more than 12 residential units in each building.
- **14.3** To the greatest extent possible, connect the re-activated Senior Center property to Thayer Ave and Kimpson Park with the addition of a walking trail/path.
- **14.4** Improve and/or redevelop the single-family home properties located adjacent to Kimpson Park.



EXAMPLE OF MISSING MIDDLE FOURPLEX AND SIX-PLEX
IMAGES VIA MISSINGMIDDLEHOUSING.COM

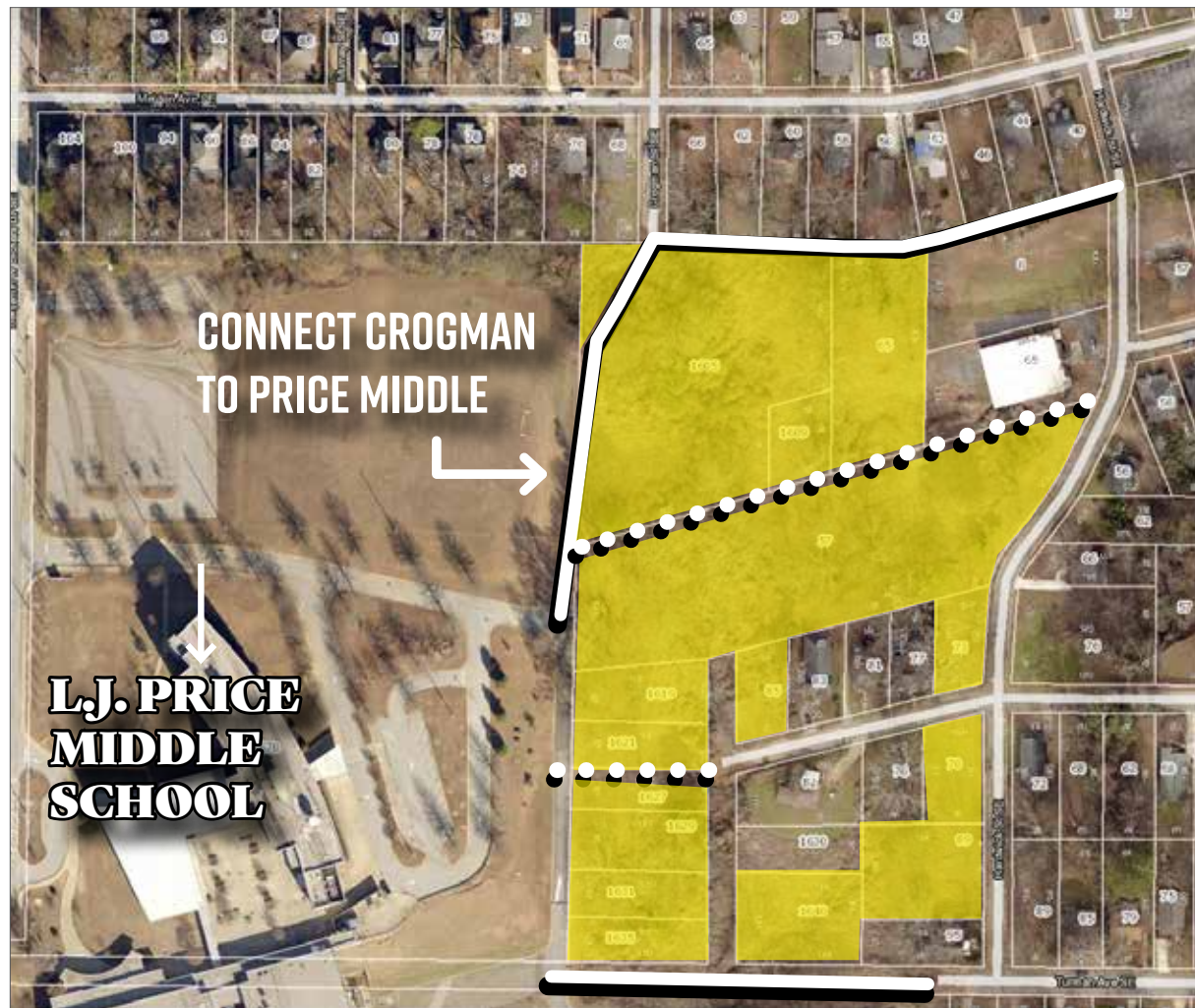
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Recommendations

South-end Development Opportunity

The southeastern-most portion of Historic South Atlanta contains a mostly-undeveloped area in adjacency to L.J. Price Middle School. This area has moderate to severe topographical challenges that make the development of single-family homes unlikely. This area forms a "gap" in the neighborhood, making connectivity through this area to the Middle School problematic. This combined with unfortunate illegal activities just east in Lakewood Heights can add to feelings of unsafety in the area. This recommendation would provide increased investment in the area, added connectivity to the middle school and across the neighborhood, as well as provide 'eyes on the street' for the area.

- **15.1** Strengthen the street network by extending Crogman St and Turman Ave. to L.J. Price Middle School. In addition, look for opportunities to create an alley or path from Hardwick St (going next to the church) and Bowen Ave. to the middle school.
- **15.2** Formalize a path south from Lakewood Heights to L.J. Price for the Middle School students walking through the woods to school.
- **15.3** Work with ULI program to develop a feasibility study for the development of these properties to determine housing mix and development type.
- **15.4** Provide new Missing Middle housing development for increased density and eyes on the street/greenspace in this area.



	RESIDENTIAL
	NEW STREET
	FORMALIZED PATH

**CONNECT TURMAN
TO PRICE MIDDLE**

Prioritization

Implementation

"DETERMINATION AND PERSEVERANCE MOVE THE WORLD; THINKING THAT OTHERS WILL DO IT FOR YOU IS A SURE WAY TO FAIL."

MARVA COLLINS

This section of the plan outlines the pertinent details that will provide guidance to implementing the plan recommendations. Responsible entities are highlighted; budgets estimated and projected time lines are provided. The result is a broad set of resources that can guide the community towards bringing the plan to life.



Some of the methods and processes for implementation are easy and able to be achieved quickly - within the next year or two. Other mechanisms and schedules will be more challenging and will necessitate the involvement of many agencies or partners and multiple funding streams over several years. Still other aspects of implementation can take up to 20 years to achieve, owing to the need for the initial recommendations of the plan to be implemented within the community in order to then be utilized as a foundation.

City funding sources are always limited so collaboration with other agencies and organizations will be necessary. Continuing to coordinate with the Atlanta Regional Commission is critical to pursuing federal dollars for many of the recommendations of this plan. The Cities should also support local grass roots organizations and/or CIDs in pursuing funding sources to support efforts in line with the implementation of several of this LCI recommendations.

The time frame assigned to each of the recommendations in the tables of this section are identified as follows:

- » Short-term - 0-2 years;
- » Mid-term - 2-10 years; and
- » Long-term - 10-20 years
- » Ongoing - recurring year to year

H I S T O R I C
South Atlanta
M A S T E R P L A N

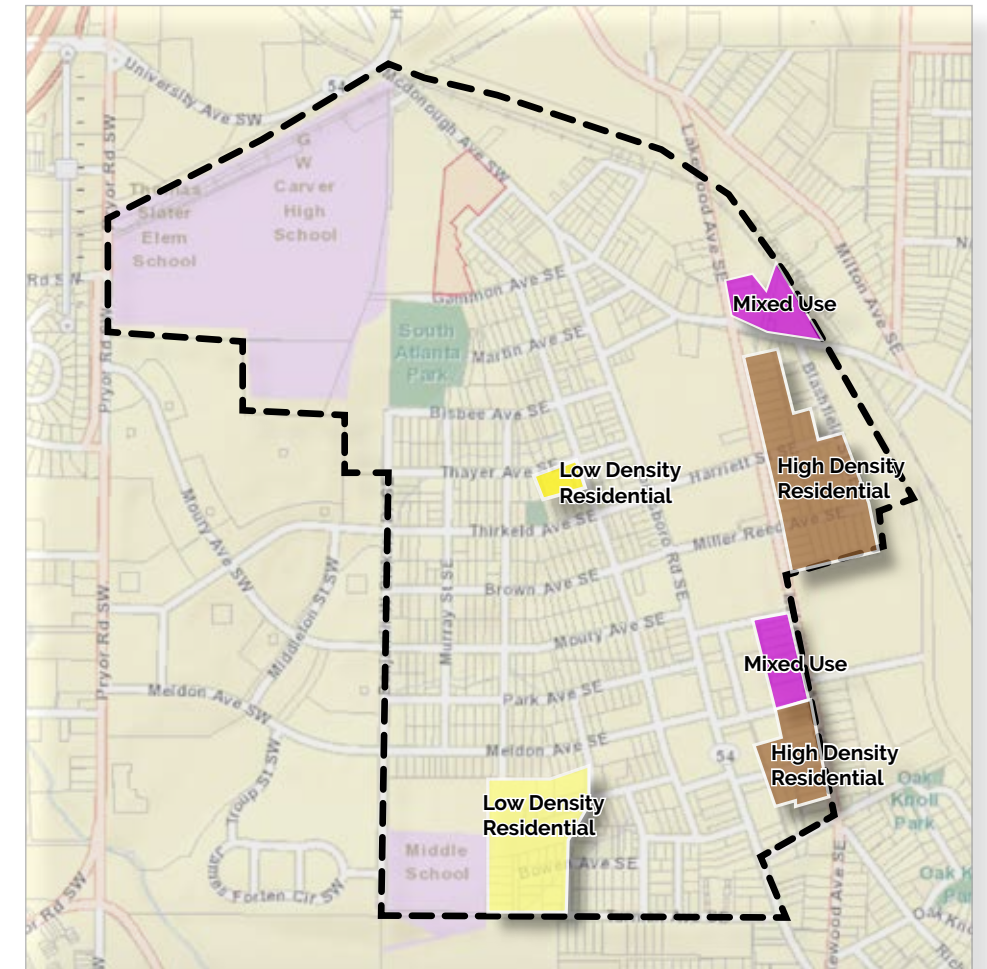
Implementation

1. Land Use & Zoning

PROJECT NUMBER	PROJECT NAME	TIME-FRAME	AGENCY	COST ESTIMATE
URBAN DESIGN				
1.1	Support the City of Atlanta Zoning Ordinance Update process to establish urban design standards for new home construction.	Short	OZD	none
1.2	Rezone select parcels to modern zoning districts that require urban design regulations.	Short	OZD	none
1.3	Rezone select parcels to MR zoning district that enable Missing Middle & multi-family housing development with the urban design standards.	Short	OZD	none
LAND USE				
1.4	Low Density Commercial to Mixed-Use at McDonough & Lakewood	Short	OZD	none
1.5	Low Density to High Density Residential at Lakewood & Harriet St.	Short	OZD	none
1.6	Single-family Residential to Mixed-Use west of Lakewood at Anne St.	Short	OZD	none
1.7	Single-family to High Density Residential- Margaret to Dorothy	Short	OZD	none
1.8	Single-family to Low Density Residential (Bethlehem Senior Center)	Short	OZD	none
1.9	Single-family to Low Density Residential adjacent to LJ Price Middle	Short	OZD	none
ZONING				
1.10	Rezone Atow properties from C-1 & R-4A to MRC-2- Mixed-Use .	Short	OZD	none
1.11	Rezone areas to new I-Mix zoning class.	Short	OZD	none
1.12	Rezone areas to MR-4A- for medium density multi-family uses from I-1 & R4.	Short	OZD	none
1.13	Rezone areas to MR-MM-for "Missing Middle" residential uses from R4.	Short	OZD	none
1.14	Rezone areas to MR-MM for "Missing Middle" residential uses from R4.	Short	OZD	none

RECOMMENDED LAND-USE MAP CHANGES

- **1.4** For the area east of Lakewood Ave along McDonough Ave, change the Future Land Use Map classification from Low Density Commercial to Mixed Use.
- **1.5** For the area east of Lakewood Ave along Harriett St, Miller Reed Ave, and Blashfield St, Change the Future Land Use Map classification from Single-family Residential and Low Density Residential to High Density Residential.
- **1.6** For the area along the west side of Lakewood Ave between Anne St and Margaret St, change the Future Land Use Map classification from Single Family Residential to Mixed Use.
- **1.7** For the area along the west side of Lakewood Ave from Margaret St to south of Dorothy St, change the Future Land Use Map classification from Single-family Residential to High Density Residential.
- **1.8** For the area at the corner of Thayer Ave and Lansing St, change the Future Land Use Map classification from Single-family Residential to Low Density Residential.
- **1.9** For the area south of Meldon Ave, north of Turman Ave and west of Hardwick St, change the Future Land Use Map classification from Single-family Residential to Low Density Residential.

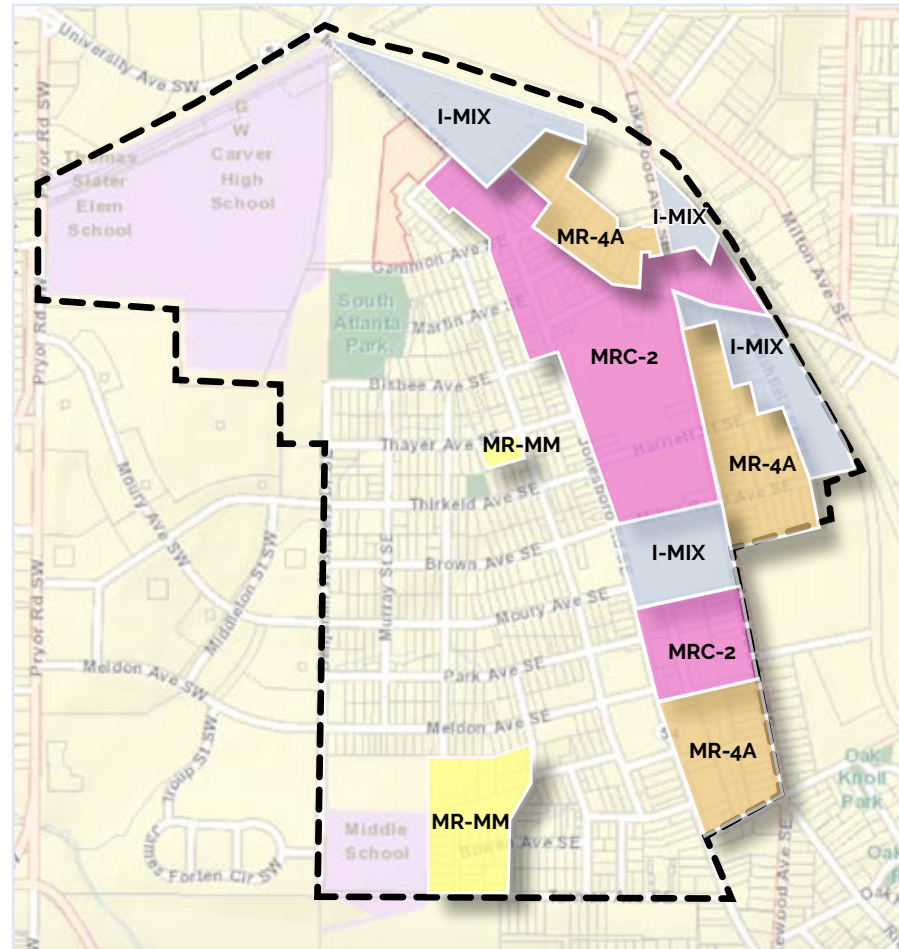


HISTORIC
South Atlanta
MASTERPLAN

Implementation

RECOMMENDED ZONING MAP CHANGES

- 1.10** Rezone the heart of the "Mixed Use" district along Jonesboro Rd and Lakewood Ave from McDonough Blvd to Miller Reed Ave to the MRC-2 zoning district. MRC-2 is a medium density mixed use zoning district allowing both residential and non-residential uses. This area is currently zoned a mixture of C-1 and R-4A.
- 1.11** Rezone areas along McDonough Boulevard, Jonesboro Rd, and Lakewood Ave to the I-MIX zoning district. The I-MIX zoning district is intended for areas that will allow both light industrial and residential and commercial uses and is expected to be adopted by the City of Atlanta in 2018. These areas are currently zoned I-1.
- 1.12** Rezone areas along McDonough Blvd, Jonesboro Rd, and Lakewood Ave to the MR-4A zoning district. The MR-4A zoning district allows medium density multi-family residential uses. These areas are currently zoned R-4A and I-1.
- 1.13** Rezone the area at the corner of Thayer Ave and Lansing Street to the proposed MR-MM "Missing Middle" zoning district. The proposed MR-MM zoning district allows multi-family development containing up to 12 residential units with transitional height plane controls that will serve to limit the height of this site. This site is currently zoned R-4.
- 1.14** Rezone the area south of Meldon Ave, north of Turman Ave and west of Hardwick Street to the MR-MM "Missing Middle" zoning district. The proposed MR-MM zoning district allows multi-family development containing up to 12 residential units with transitional height plane controls that will serve to limit the height of this site. This area is currently zoned R-4.



2. Park & Trail Connections

PROJECT NUMBER	PROJECT NAME	TIME-FRAME	AGENCY	COST ESTIMATE
2.1	Create a BeltLine Spur trail to Path's Southtowne trailhead.	Medium	ABI	TBD
2.2	Integrate Magnolia Trail into connection of BeltLine & South Atlanta Park.	Medium	ABI, APS	\$300,000
2.3	Implement new South Atlanta Park Plan done by Park Pride.	Medium	DPR	TBD
2.4	Identify spur trail route to YMCA.	Short	ABI	BL SA2 update
2.5	Coordinate with Villages at Carver on spur trail alignment.	Short	OMP	None
2.6	Establish a trail spur connecting South Atlanta Park to Lakewood.	Medium	OMP, ABI	\$2,250,000
2.7	Work with upcoming BeltLine Subarea planning initiatives to support community connectivity to the BeltLine.	Short	ABI	BL SA2 update
2.8	Create a trail connection through the Campbell Elementary property.	Short	OZD	See 2.6 above
2.9	Pursue housing strategy at Campbell Elementary property.	Short	APS	None
2.10	Extend the street grid network on Bisbee Ave and Thayer Ave.	Medium	DPW	TBD
2.11	Install pervious pavers along Bisbee Ave to combat stormwater runoff and flooding.	Medium	DWM, DPW	\$500,000
2.12	Begin a weekly/monthly Yoga-In-the-Park programming at South Atlanta Park.	Short	DPR	None
2.13	Start a community garden / urban farming.	Short	NGO	\$25,000
2.14	Host a summer concert series in South Atlanta Park.	Short	DPR	\$5,000
2.15	Host a summer outdoor movie series in South Atlanta Park.	Short	DPR	\$5,000

ABI - Atlanta BeltLine Inc.
 APS - Atlanta Public Schools
 DPR - City of Atlanta, Department of Parks and Recreation
 DPW - City of Atlanta, Department of Public Works
 DWM - City of Atlanta, Department of Watershed Management

NGO - Local Non Governmental Organizations
 OMP - City of Atlanta, Office of Mobility Planning
 OZD - City of Atlanta, Office of Zoning and Development
 TBD - To be determined

3. Neighborhood Gateway Property

PROJECT NUMBER	PROJECT NAME	TIME-FRAME	AGENCY	COST ESTIMATE
3.1	Establish Neighborhood Gateway Area for mixed-use redevelopment and retail.	Short	OZD	None
3.2	Allow multi-family residential.	Short	OZD	None
3.3	Require Urban Design standards and building requirements via new zoning.	Short	OZD	None
3.4	Support City Design's 'Hashtag' BRT initiative along Jonesboro Rd.	Medium	OMP	None

4. Gateway Roundabout

PROJECT NUMBER	PROJECT NAME	TIME-FRAME	AGENCY	COST ESTIMATE
4.1	Establish roundabout at Jonesboro Rd. and McDonough Blvd intersection.	Long	GDOT	\$750,000
4.2	Integrate a Historic South Atlanta sign with landscaping in the center.	Long	GDOT	See 4.1 above
4.3	Ensure Gammon St. and Grape St. have easy access onto the roundabout.	Long	GDOT	See 4.1 above
4.4	Ensure roundabout is accessible to larger trucks with an apron.	Long	GDOT	See 4.1 above
4.5	Ensure roundabout is accessible to trucks, MARTA buses, a future Bus Rapid Transit line, and emergency vehicles.	Long	GDOT	See 4.1 above
4.6	Ensure pedestrian crossings are far enough away from the roundabout for optimum safety. Place crosswalk on south side of Gammon St in the interim.	Long	GDOT	See 4.1 above
4.7	Work with GDOT and ARC to secure funding for implementation.	Long	GDOT, ARC	See 4.1 above

ARC - Atlanta Regional Commission
GDOT - Georgia Department of Transportation
OMP - City of Atlanta, Office of Mobility Planning
OZD - City of Atlanta, Office of Zoning and Development

Implementation

5. Gammon/McDonough Block Improvements

PROJECT NUMBER	PROJECT NAME	TIME-FRAME	AGENCY	COST ESTIMATE
5.1	Expand commercial district onto the northern portion of the block (to Marcy St) including residential uses.	Medium	Property owners/ developers	TBD
5.2	Connect expanded commercial district to the Magnolia History Trail.	Medium	Property owners/ developers	TBD
5.3	Expand commercial district onto the southern portion of the block.	Long	Property owners/ developers	TBD
5.4	Host a health fair/clinic in commercial district.	Short	NGO	TBD
5.5	Re-introduce a neighborhood theater into the commercial district.	Medium	Property owners/ developers	TBD
5.6	Host food co-op and farmer's market.	Short	Property owners	TBD
5.7	Pursue a new cohesive paint job.	Short	Property owners	\$7,500
5.8	Trim trees to showcase mural.	Short	Property owners	\$2,500
5.9	Establish connections between the bike shop and high school.	Short	NGO	None
5.10	Activate properties across McDonough Blvd.	Short	Property owners/ developers	\$75,000

NGO - Local Non Governmental Organizations
TBD - To be determined

6. Temporary Retail / Galleries

PROJECT NUMBER	PROJECT NAME	TIME-FRAME	AGENCY	COST ESTIMATE
6.1	Activate the Grape St/ McDonough Blvd corner with "pop-up" retail uses.	Short	Property owners/ developers	See 5.10 above
6.2	Identify other locations along Jonesboro Rd for similar temporary "pop-up" uses.	Short	Property owners/ developers	None
6.3	Recruit small businesses or art organizations to occupy the temporary retail/galleries.	Short	NGO	None

7. Incremental Block Changes

PROJECT NUMBER	PROJECT NAME	TIME-FRAME	AGENCY	COST ESTIMATE
7.1	Identify opportunities to begin activating unused or underutilized sites with new development & uses.	Ongoing	Property owners/ developers	None
7.2	Create new alleys, throughways, and/or streets to provide greater neighborhood connectivity.	Ongoing	Property owners/ developers	TBD
7.3	Work with current industrial property owners to keep their properties clean and attractive.	Ongoing	Property owners/ developers	TBD

NGO - Local Non Governmental Organizations
TBD - To be determined

Implementation

8. Incremental Building Changes

PROJECT NUMBER	PROJECT NAME	TIME-FRAME	AGENCY	COST ESTIMATE
8.1	Encourage the adaptive re-use of older industrial buildings.	Ongoing	Property owners/ developers	None
8.2	Collaborate with HDDC on adaptive reuse best practices.	Short	HDDC	None
8.3	Utilize the new I-MIX zoning classification to retain light industrial workforce when possible.	Short	OZD	None
8.4	Integrate industrial building materials in new development.	Ongoing	Property owners/ developers	TBD
8.5	Access grants for cleanup of contaminated sites through available brownfield redevelopment funds.	Ongoing	OZD	None

HDDC - Historic District Development Corporation
OZD - City of Atlanta, Office of Zoning and Development
TBD - To be determined

9. Strengthen Neighborhood Identity

PROJECT NUMBER	PROJECT NAME	TIME-FRAME	AGENCY	COST ESTIMATE
9.1	Broaden use of the "Historic South Atlanta" on signage and communication.	Short	SACL	None
9.2	Provide "Historic South Atlanta" street topper signs.	Short	DPW	\$100/sign
9.3	Add "special" additional sign toppers to identify streets named after Clark University / Gammon Seminary professors and administrators.	Short	DPW	\$100/sign
9.4	Produce additional neighborhood flags/banners for use on single-family homes and businesses.	Short	SACL	\$25/flag
9.5	Produce neighborhood flags for use on street lights.	Short	DPW	\$75/flag
9.6	Form a neighborhood working group to identify locations for historic markers.	Short	SACL	None
9.7	Look into becoming a National Register District.	Short	DPW, SACL	None

10. Adopt-A-Street Initiative

PROJECT NUMBER	PROJECT NAME	TIME-FRAME	AGENCY	COST ESTIMATE
10.1	Identify one street per year within the community to focus community improvement efforts and initiatives.	Short	SACL	None
10.2	Celebrate historic figures through community events and coordination with Clark Atlanta University staff and students.	Short	SACL	TBD
10.3	Celebrate the beginning or end of the selection year with a longest table event.	Short	SACL	\$1,000

DPW - City of Atlanta, Department of Public Works
SACL - South Atlanta Civic League
TBD - To be determined

Implementation

11. House Painting / Mural Organization

PROJECT NUMBER	PROJECT NAME	TIME-FRAME	AGENCY	COST ESTIMATE
11.1	Create an organization to assist residents who are interested in painting their homes with murals.	Short	SACL	None
11.2	Create a basic template of design guidelines and a list of available and recommended artists to assist residents interested in house murals.	Short	SACL	None
11.3	Task the newly-formed arts organization to identify additional murals opportunities in the community.	Short	SACL	None

12. Update Housing Conditions

PROJECT NUMBER	PROJECT NAME	TIME-FRAME	AGENCY	COST ESTIMATE
12.1	Utilize the Heritage Program within the Historic South Atlanta neighborhood.	Ongoing	OZD	None
12.2	Provide new affordable homes on properties that have deteriorated beyond repair and/or on vacant lots.	Ongoing	NGO, private developers	TBD
12.3	Tear down structures that have deteriorated beyond repair and that are tax delinquent.	Ongoing	OB	TBD

NGO - Local Non Governmental Organizations
OB - City of Atlanta, Office of Buildings
OZD - City of Atlanta, Office of Zoning and Development
TBD - To be determined

Implementation

13. Accessory Dwelling Units (ADUs)

PROJECT NUMBER	PROJECT NAME	TIME-FRAME	AGENCY	COST ESTIMATE
13.1	Advocate for the legalization of detached ADUs for R-4 zoning districts.	Short	OZD	None
13.2	Support future attached ADUs for inclusion within single-family homes in R-4 zoning districts.	Medium	OZD	None
13.3	Support flexible parking requirements for ADUs.	Short	OZD	None
13.4	Work with non-profit developers to prioritize building ADUs as part of all new single-family home construction in the community.	Ongoing	Private developers	None
13.5	Work with non-profit developers to prioritize building ADUs for existing single-family home owners, when the existing single-family lot can accommodate such a use.	Ongoing	Private developers	None

14. Kimpson Park Block Redevelopment

PROJECT NUMBER	PROJECT NAME	TIME-FRAME	AGENCY	COST ESTIMATE
14.1	Determine the feasibility of re-using the Bethlehem Senior Center for new affordable housing.	Short	Private developers	None
14.2	Redevelop the site as Missing Middle housing if necessary.	Medium	Private developers	TBD
14.3	Connect the Senior Center property to Thayer Ave and Kimpson Park with the addition of a walking trail/path.	Medium	Private developers	TBD
14.4	Improve and/or redevelop the single-family home properties located adjacent to Kimpson Park.	Medium	Property owners	TBD

OZD - City of Atlanta, Office of Zoning and Development
TBD - To be determined

15. South-end Development Opportunity

PROJECT NUMBER	PROJECT NAME	TIME-FRAME	AGENCY	COST ESTIMATE
15.1	Strengthen the street network by extending Crogman St and Turman Ave to LJ Price Middle School.	Medium	DPW, Private developers	TBD
15.2	Formalize a path south from Lakewood Heights to LJ Price Middle School.	Medium	OMP	TBD
15.3	Work with ULI program to develop a feasibility study for the development of these properties to determine housing mix and development type.	Short	ULI	None
15.4	Provide new Missing Middle housing in this area.	Ongoing	Private developers	TBD

DPW - City of Atlanta, Department of Public Works
OMP - City of Atlanta, Office of Mobility Planning
TBD - To be determined
ULI - Urban Land Institute

Implementation

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