

HAMMOND PARK



VISION PLAN

PREPARED BY:

[canvas]
PLANNING GROUP

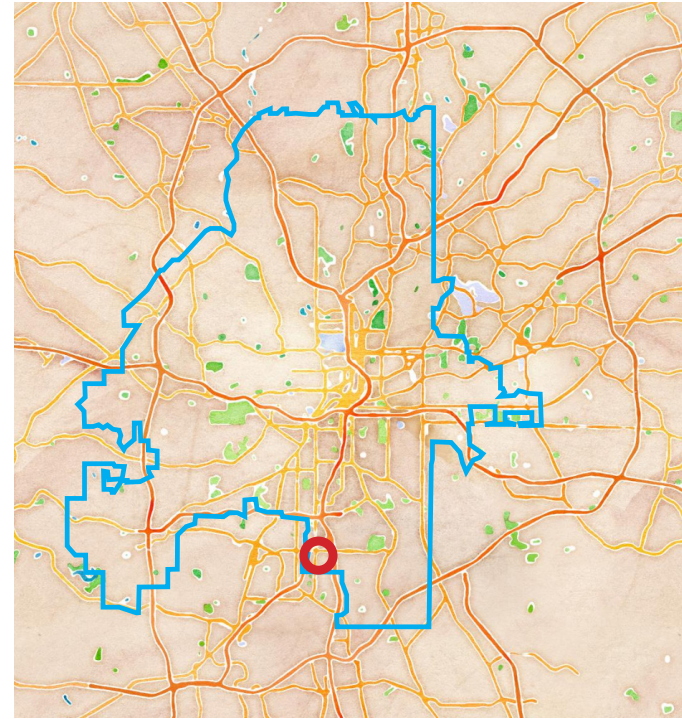
POSITIONING

Vibrant neighborhoods are those that are able to successfully answer this one critical question...Why Here?? Every neighborhood operates within the greater context of a city and a region and the long-term vibrancy of any community depends being able to successfully answer this question.

Whether it is audibilized or not, everybody is asking this question of a community. In a city and a region full of options, full of places to live, full of places to shop, full of places to raise a family, full of places that are actually very much similar, it is of the utmost importance for a community to be able to provide attractive answers to the "Why Here?" as a way to stand out. Often times, this question is being asked in the following ways by the following people...

- Why live here? - future resident
- Why stay here? - existing resident
- Why work here? - future employee
- Why invest here? - future business owner
- Why shop here? - current/future shopper
- Why dine here? - current/future eater
- Why educate here? - current/future parent

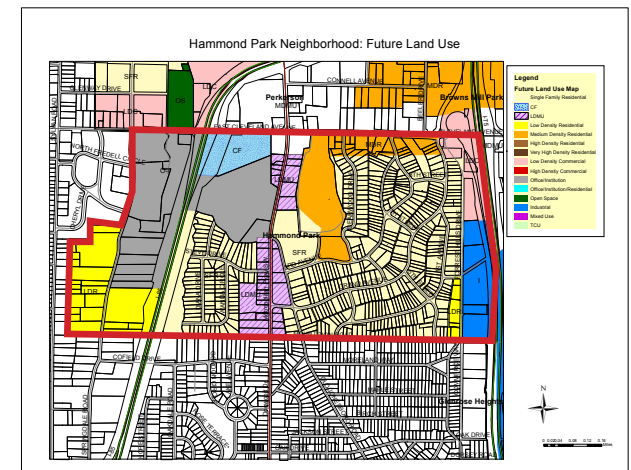
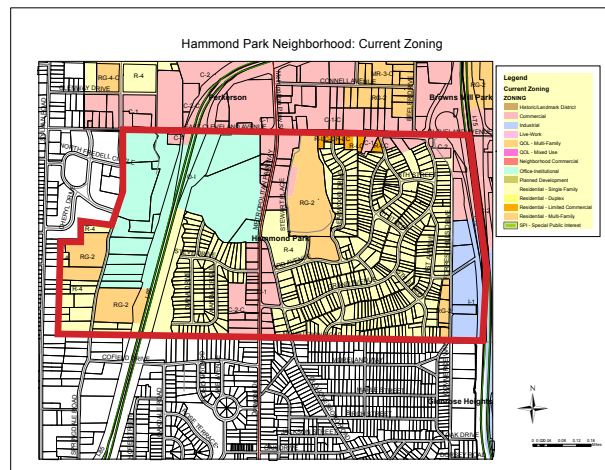
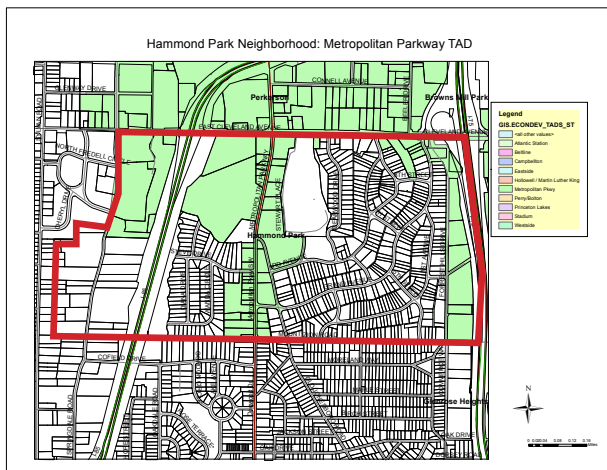
The Hammond Park neighborhood has many locational advantages that should be leveraged in the future to provide a solid answer to this critical question of "why here?".



ZONING & LAND USE

The Hammond Park neighborhood has a variety of zoning districts. The single-family residential area has R-4 (single-family residential) zoning. Multi-family residential developments along Cleveland Avenue and Springdale Road have RG-2 (multi-family) zoning. Along Cleveland Avenue and Metropolitan Parkway, many of the parcels have Commercial zoning (RL-C, C-1 and C-2). On either side of I-85 and fronting on Springdale Road and Cleveland Avenue, the parcels have an Office-Institutional (O-I) zoning. A small section of land with Industrial zoning is located along I-75 and Cresthill Drive.

The Hammond Park neighborhood has a variety of land use designations in the Future Land Use Map. Some of the land uses were changed with the adoption of the Cleveland Avenue Plan. In many instances the designations mirror the underlying zoning districts. The single family residential portion of Hammond Park has a Single Family Residential land use designation. A large multi-family development and parcels that front on Cleveland have a Medium Density Residential land use. Most of the parcels fronting on Metropolitan Parkway have a Low Density Mixed Use land use. On either side of I-85 and fronting on Springdale Road and Cleveland Avenue, the parcels have an Office-Institutional (O-I) land use. Just south of this area, the parcels have a Low Density Residential land use. A small section of land with Industrial land use is located along I-75 and Cresthill Drive. Just north of that, parcels along I-75 and Cleveland Avenue exit have a Low Density Commercial land use. Finally, the school on the SE corner of Cleveland Avenue and I-75 has a Community Facility land use designation.



RECENT PLANS

Cleveland Avenue Corridor Plan

Hammond Park neighborhood is included in the Cleveland Avenue Corridor Plan, adopted in 2009. The Study Area extends a quarter mile north and south of Cleveland Avenue and south along Metropolitan Parkway to the Hapeville city limits. The recommendations include the revitalization of the commercial areas and encouragement of greater residential diversity in the housing stock of the Corridor, revitalization of the existing retail centers into more pedestrian-friendly mixed use developments and encouragement of new mixed-use developments, establishment of new pedestrian-friendly street grid in major redevelopment areas, implementing enhanced streetscapes as well as redevelopment initiatives aimed at improving access and expanding the network of existing parks. The plan also makes recommendations for roadway, intersection, pedestrian and bicycle improvements, as well as transit and safety enhancement.

NPU X Comprehensive Plan

The Neighborhood Planning Unit (NPU) X Comprehensive Plan, adopted in 2005, is a comprehensive planning and development tool for the NPU. It includes the Capital View, Capital View Manor, Sylvan Hills, Perkerson, and Hammond Park neighborhoods. The goals of the plan include addressing deficiencies in commercial service quality and neighborhood retail availability, to be inclusive and promote “smart growth”, public transportation, affordable single-family and multi-family housing, human services, clean and safe environment, and to advocate expansion and improvements to open space, infrastructure and parks in each of the five neighborhoods. The main component of the NPU X Comprehensive Plan addressing the Cleveland Avenue Corridor area is a recommendation of zoning changes around the Cleveland Avenue and Metropolitan Parkway intersection to include rezoning to Mixed Residential Commercial, focusing on enhancement of the existing commercial node that serves the surrounding neighborhoods.

Metropolitan Parkway Redevelopment Plan and Tax Allocation District

The Metropolitan Parkway Redevelopment Plan and Tax Allocation District (TAD), created in 2006, encompasses the area along Metropolitan Parkway, as well as much of the commercial portion of Cleveland Avenue between Sylvan Road and I-75. The goal of the Redevelopment Plan is to promote mixed-use, commercial, and residential redevelopment along Metropolitan Parkway that is in line with both the redevelopment trends within the City, and with the goals of the surrounding neighborhoods. By utilizing the economic incentives created by the TAD, the City will be able to target and encourage balanced economic growth.

DASHBOARDS

City of Atlanta data reveal that the Hammond Park neighborhood suffers from severe blight and poverty. The housing stock of the neighborhood has a higher proportion of homes that are not in "good" condition than the average neighborhood in the City of Atlanta. Hammond Park residents also have a far higher rate of lower educational attainment and poverty than the average neighborhood in the City. Real Estate trends also reveal that home values in Hammond Park are drastically below those of home values in the Atlanta metropolitan region.



Many properties in Hammond Park are vacant or abandoned, as indicated in this photo of the neighborhood.

City of Atlanta Dashboards	Hammond Park Neighborhood	City of Atlanta
Population Change, 2000-2010	-25.3%	+0.8%
Housing in Good Condition	63%	76.7%
Housing in Fair Condition	33.8%	18.4%
Housing in Poor Condition	2.2%	2.1%
Housing in Deteriorated Condition	0.2%	1.5%
Housing Not Visible	0.7%	1.3%
911 Calls Per Square Mile (2013)	1,603	677
911 Calls Per 1,000 pop. (2013)	362	238
Total Crime, 2009-2013	1,269	1,708 (avg neighborhood)
Change in Total Crime, 2009-2013	28%	-18% (avg neighborhood)
Total Violations 1,000 pop. (2013)	51	11
Adults without High School Diploma	41.3%	12.6%
Adults with at least Bachelors Degree	6.7%	46.4%
Mean Travel Time to Work (minutes)	40.7	27.1
Individuals in Poverty	39.4%	25.5%
Labor Force Participation Rate	50.33%	65.38%
Per Capita Income	\$10,800	\$35,058
Median Family Income	\$18,247	\$52,082

MLS Dashboards	Hammond Park Neighborhood ^	Atlanta MSA *
2012, Average Sales Price Per Sqft	\$8	\$130
2013, Average Sales Price Per Sqft	\$14	\$165
2014, Average Sales Price Per Sqft	\$21	\$179

^ Source: Multiple Listing Service

* Source: Trulia.com

DEMOGRAPHICS

According to the 2010 Census, the Hammond Park neighborhood had a population of 2,702 and a median age of 31.4. The racial composition of the neighborhood is 83.3% Black, 6.9% White, 1.5% Asian, 7.2% Other, and 1% Two or more. Hispanics make up 8.9% of the population. The neighborhood has 845 households with an average household size of 2.77 persons. The composition of the households are husband and wife - 19%, male headed households - 7.9%, female headed households - 38.3%, single person household under 65 - 3.4%, single person household over 65 - 23% households. 43.7% of the households have an individual under 18 and 11% have an individual over 65.

Of the 1,038 housing units in Hammond Park, 81.4% were occupied and 18.6% were vacant. Of the occupied units, 19.4% were owner occupied and 80.6% were renter occupied. The City of Atlanta Strategic Investment Report documented 398 single family parcels. The structure condition survey reported that 63% were in good condition, 34% were in fair condition and 2% were in poor condition.

The corresponding tables shows 2010 Census information for Hammond Park and the City of Atlanta.

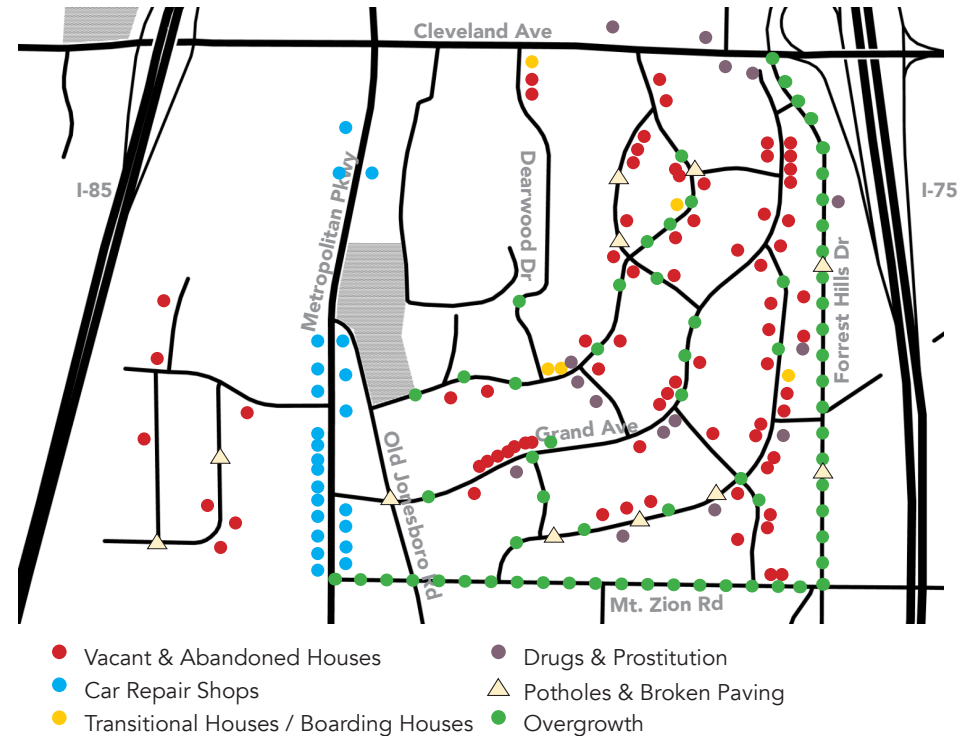
2010 Census	Hammond Park Neighborhood	City of Atlanta
Population	2,702	420,003
Median Age	31.4	32.9
White	6.92%	38%
African American	83.31%	54%
Asian	1.52%	3%
Other	7.22%	2%
Two or more	1.04%	2%
Hispanic/Latino	8.90%	5.20%
Households	845	185142
Avg Household Size	2.77	2.11
Husband and Wife household	19.1%	25.1%
Male Householder	7.9%	4.3%
Female Householder	38.3%	20.8%
Single Person under 65	3.4%	29.7%
Single Person over 65	23.0%	8.7%
Other Non-Family	8.1%	11.4%
Households with Ind under 18	43.7%	22.6%
Households with Ind 65 and over	11.2%	17.80%

2010 Census	Hammond Park Neighborhood	City of Atlanta
Housing Units	1,038	185,142
Occupied	81.40%	82.4%
Vacant	18.60%	17.6%
Owner Occupied	19.40%	44.9%
Renter Occupied	80.60%	55.1%

KEEPING UP

One way that communities answer this question of “Why Here?” is by ensuring that basic quality of life offerings are up to par with other communities in the city or region. Elements such as public safety, close proximity to goods and services, recreation opportunities, safe and navigable roads and sidewalks, and quality educational offerings for children are all examples of the kinds of issues that make up the quality of life of a community.

For Hammond Park, these components are largely in a state of extreme blight which in turn is diminishing the quality of life for the Hammond Park community. The area blight puts the neighborhood in a unfavorable position in relation to what is provided in other neighborhoods within the area, the city and the region. Issues such as an agglomeration of car repair establishments, an overabundance of transitional or boarding houses, the lack of community recreation and open space opportunities, extreme rates of crime and widespread property negligence plague the area.



Neighborhood leaders have noted that many of the adjacent communities to Hammond Park appear to have a better quality of life when compared to Hammond Park. The surrounding communities found in Hapeville, College Park, East Point and even other City of Atlanta neighborhoods tend to have a higher quality of vibrant local businesses, houses in good conditions, access to parks and recreation opportunities, walkable sidewalks, safe and well-lit streets and well-maintained properties within single-family neighborhoods. It essential for the Hammond Park to keep up with the quality of life afforded to these adjacent communities.

STANDING OUT

In addition to keeping up with other neighborhoods and improving our quality of life, Hammond Park must stand out from the competition by crafting a unique identity that distinctly foregrounds the community within the region. A neighborhood's unique identity is the combination of that community's individual history, heritage, geography, resources and opportunities.

Hammond Park is in desperate need of a new identity that enables it to retain long-standing residents as well as to attract new residents to the neighborhood. A strategic planning and visioning process is needed to engage the broader community of stakeholders for the purpose of crafting this community identity. This visioning process should look to the following concepts as viable possibilities for establishing a new neighborhood narrative.

OPPORTUNITY: Celebrate History and Heritage

Every community has a unique history and heritage that provide an opportunity for establishing a unique identity. The community should engage in a process of documenting the people, places and events that make up the history of the neighborhood. This process may unearth ideas for celebrating this unique history in ways that lead to improvements to the built environment within the community.



Hammond Park must continue to pursue every opportunity to engage residents.



Historic markers are an example of ways that a neighborhood can celebrate its heritage.

OPPORTUNITY: Leverage Strategic Location

Hammond Park could leverage its strategic location within the region with its unique positioning next to the many resources located in southwest Atlanta. With close proximity to economic resources such as Hartsfield-Jackson International Airport, the new Porche North American Headquarters, Tyler Perry Studios at Fort Mac, Screen Gems Studios, Atlanta Technical College and Atlanta Metropolitan State College, and between I-85 and I-75, the neighborhood could present an attractive residential opportunity for the larger number of employees at these locations. Furthermore, this area of the City has a Tax Allocation District that could be leveraged as an incentive to lure new development to Hammond Park.



Hammond Park must leverage its strategic location next to Hartsfield Jackson International Airport.

OPPORTUNITY: Establish an Innovation District

Due to Hammond Park’s smaller size, large number of vacant/abandoned properties and the lack of owner occupied properties in the neighborhood, there is an opportunity to embrace a completely new identity that does not currently exist in the City of Atlanta. Hammond Park could become a new Innovation District by embracing a new direction related to a new form of technology, enterprise or infrastructure. Examples of the types of targeted districts that could be considered include an Eco District, Urban Agriculture District or a Micro Housing District.



Hammond Park could be an ideal location for incentivizing new and innovative concepts.

OPPORTUNITY: Pursue Young Adults

Atlanta has become a popular choice by many publications as the top city in the country for single adults. The city is a regional hub for the many college graduates in the Southeastern United States who come to the area for employment opportunities with the large number of corporations and industries that call Atlanta home. By targeting young adults, the neighborhood can best leverage its current inventory of smaller homes, cheaper homes, and homes that are in need of repair and investment. This current inventory of homes could be better targeted towards young adults as opposed to more established families who tend to look for larger homes or a more matured quality of life.



Hammond Park’s affordable housing stock could be leveraged to attract young adults to the area.

OPPORTUNITY: Pursue an Ethnic District

The Hammond Park neighborhood and portions of neighboring Hapeville have become home to an emerging Hispanic community. Another option to consider for the future of Hammond Park could be that of a neighborhood that embraces the Latino community. Many cities throughout the world have established ethnic neighborhoods that have produced strong economic opportunities for the larger community and the cities that host them. Hammond Park could become a local example of a Latino district with a very distinct identity that is separate from any other neighborhood in southwest Atlanta.

OPPORTUNITY: Pursue the Arts Community

Atlanta has experienced a resurgence of art over the past decade and has now become a true destination for working-artists as a viable city to live and work in. MyLife.com ranks Atlanta as the best city in American for artists, affirming the city's reputation as a magnet for artists. Hammond Park could become Atlanta's artist neighborhood with its provision of cheaper homes and large inventory of properties that offer the potential for drastic re-invention. Combined with the close proximity to the airport and the film industry, the neighborhood presents a dynamic opportunity for artists to create beauty and expression of ideas in ways that create a unique identity for Hammond Park.



The Hammond Park neighborhood is the perfect size for the creation of an Ethnic District or an Art District.

PUBLIC ENGAGEMENT

Hammond Park Neighborhood Charrette

On May 30, 2015, the consultant team led the neighborhood charrette to engage the community in a visioning session for the future of the area. The meeting was held from 2-4pm at the Oak Hill, Child, Family and Adolescent Center. This design workshop was focused on determining future land uses, new open spaces and recreational areas, future housing patterns, and streetscape and sidewalk improvements to the neighborhood.

Hammond Park Neighborhood Driving Tour

On July 23, 2015 from 10am to 12pm, the consultant team joined neighborhood leaders, the Office of Planning staff, and Councilmember Joyce Sheperd for a tour of the Hammond Park community as well as other areas of Atlanta. This tour provided insight into the existing issues in the neighborhood and also provided a glimpse into how other neighborhoods have dealt with similar types of issues over the last 10 years.

Hammond Park Neighborhood Land Use & Zoning Meeting

On September 2, 2015 from 6-8pm at the Oak Hill, Child, Family and Adolescent Center, the consultant team joined neighborhood leaders, the Office of Planning staff, and Councilmember Joyce Sheperd for a discussion regarding the future zoning of the community. This meeting focused on developing a strategy to provide new zoning for Metropolitan Drive within the neighborhood that would ensure future development that would require greater urban design controls as well as placing a limit on the number of automobile-related types of businesses along the corridor.



The Hammond Park Neighborhood Charrette engaged community stakeholders to envision the future of their community.

CONCEPT 1 | GATEWAYS



New neighborhood gateways should be created along Metropolitan Parkway at the entrances to the neighborhood at Mount Zion Road and Cleveland Avenue. These gateways should demarcate the entrances into Hammond Park and on the southern edge should note the entrance into the City of Atlanta. Gateways should be aesthetically appealing with landscaping and hardscaped elements.

CONCEPT 2 | CLEVELAND AVE



The Cleveland Avenue frontage of the Hammond Park neighborhood is in need of new investment and redevelopment on several parcels. In order to accommodate for redevelopment this area must increase the amount of property that is zoned for commercial use in order to make for lots that can viably be developed commercially.

CONCEPT 3 | METROPOLITAN



Metropolitan Parkway is the commercial spine of the Hammond Park neighborhood. Currently, this vital corridor is blighted and visually unappealing. The future of this corridor will include mixed use redevelopment, complete with new sidewalks and street streets. In addition, Metropolitan Parkway will become a "green street" with landscaped bulbouts and bio swale features included.

CONCEPT 4 | NEW PARK



The area east of Metropolitan Parkway and south of Cleveland Avenue is prone to flooding and as such represents an opportunity to provide a new storm water retention facility that can be further utilized as a neighborhood park. This park can incorporate walking, jogging, biking, playground, and other active and passive recreation types of uses for the Hammond Park neighborhood.

CONCEPT 5 | FORREST HILLS



The area of Hammond Park located east of Forrest Hills Drive and west of Interstate 75 is currently characterized as aged and unattractive commercial, storage, hotel, and educational uses. The future vision for this area is to become a light-office and light-industrial employment district utilizing the strategic location next to the Interstate and Atlanta Hartsfield Jackson Airport.

CONCEPT 6 | NEW HOUSING



The single-family residential fabric of Hammond Park is the heart of the neighborhood. To ensure quality housing in the future, neighborhood design standards should be applied for new single-family construction. In addition, larger lots in the neighborhood could be permitted to allow subdivision of the lots for micro houses as a way to attract new young and creative residents to the community.

NEXT STEPS

The ideas that have been generated in this Strategic Framework Plan are still conceptual in nature and as a result will require further analysis and discussion. A future phase of work is needed to translate these concepts into final recommendations and to evolve this Framework Plan into a City-approved Neighborhood Master Plan. The work that will be required is delineated as follows:

SCOPE OF WORK

- Generate an **Executive Summary**, briefly describing the participants, the process, and the recommendations of the plan.
- Develop the **Vision and Goals** that will guide the future development of Hammond Park.
- Describe the **Transportation Conditions** of the neighborhood, including automobile, pedestrian, bicycle, and transit, and freight (rail and truck) infrastructure.
- Describe the **Environmental Conditions** of the neighborhood, including water bodies, brownfields, and similar features.
- Describe the **Infrastructure and Facilities Conditions** of the neighborhood, including sewer, storm water, fire, police, EMT, and schools information.
- Describe the **Urban Design and Historic Resources** of the neighborhood, including a general characterization of urban design in the area and general conditions of historic resources of all types (buildings, landmarks, historic sites, etc.).
- Produce the **Land Use and Zoning Recommendations** necessary to implement the concepts developed in the Strategic Framework Plan.
- Produce the **Housing Recommendations** necessary to implement the concepts developed in the Strategic Framework Plan.
- Produce the **Transportation Recommendations** necessary to implement the concepts developed in the Strategic Framework Plan.
- Produce the **Infrastructure and Facilities Recommendations** necessary to implement the concepts developed in the Strategic Framework Plan.
- Produce the **Urban Design and Historic Resources Recommendations** necessary to implement the concepts developed in the Strategic Framework Plan.
- Produce an **Implementation Strategy** to bring the plan recommendations to life, including detailed descriptions of estimated costs, estimated schedules, and responsible agencies.

SCHEDULE & BUDGET

- **Estimated time** to complete the above scope of work is 3 to 4 months.
- **Estimated budget** to complete the above scope of work is \$19,500.