

EDGEWOOD REDEVELOPMENT PLAN



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OVERVIEW

BACKGROUND

The Edgewood Redevelopment Plan is a collaborative planning process including the City of Atlanta, MARTA, Atlanta Public Schools, the Organized Neighbors of Edgewood (ONE), Kirkwood Neighbor's Organization (KNO), NPU-O and the Zeist Foundation. The plan focuses on the City of Atlanta neighborhood of Edgewood located in Southwest Atlanta and DeKalb County. The plan is the result of extensive public involvement within the community and is a blueprint for future urban design, open space, connectivity, land use and zoning initiatives within the community. The Master Plan is a significant source of pride for the entire neighborhood as it represents the 1st formal and organized plan for the neighborhood.

An Advisory Committee of neighborhood leaders, City of Atlanta staff and representatives, residents, local institutions, developers, MARTA and school officials ushered this plan through a 6-month process. An extensive public participation process provided valuable input from several oft-ignored segments of community including affordable housing residents, elementary school students and middle school students. The highlight of the planning process was the community workshop that brought together approximately 100 community members for an active day of planning, dreaming and visioning.

STUDY AREA DESCRIPTION

The Edgewood Redevelopment Plan Study Area is located in the southeast quadrant of the City of Atlanta, in DeKalb County just west of the City of Decatur (see map 1). The Study Area is in Atlanta Council District 5 and Neighborhood Planning Unit O. The Moreland Avenue corridor forms the western boundary of the neighborhood and it is one of the major north-south arterials of the City of Atlanta. Memorial Drive runs through the southern portion of the neighborhood and this roadway serves as a primary connection between Decatur and Atlanta. Hosea Williams Drive serves as the central east-west spine of the neighborhood and provides connection to the other neighborhoods of the NPU-O, Kirkwood and East Lake.

The northern edge of the neighborhood is the home of the Edgewood side of the Candler Park/Edgewood MARTA station. Rogers Street, Woodbine Avenue and Walker Park form the bending eastern edge of the neighborhood directly adjacent to the Kirkwood community. Outside of the corridors that define the edges and spine of the community, the remainder of the neighborhood is a stable single-family network of lots and homes. Portions of the community are dedicated to multi-family housing but the vast majority of the neighborhood is made up of detached single-family bungalow homes. A portion of the neighborhood in the northeast section is dedicated to industrial and live/work uses as well as a major regional soccer field.

MAP 1 + Study Area



The Edgewood neighborhood was developed post-Civil War at the arrival of the Georgia Railroad in 1847. Many neighborhoods like Edgewood sprung up along the Georgia Railroad line from Decatur

to Atlanta. By the early 1900s, Edgewood and its surrounding neighborhoods were all active communities with trolley lines connecting these neighborhoods to Atlanta and Decatur. In the early 1960s the interstate system was built just south of the Edgewood neighborhood providing significant transportation infrastructure but also severing the Edgewood neighborhood from East Atlanta and the other neighborhoods to the south. Historically, all major transportation systems have focused on east-west movement through Edgewood. Moreland Avenue is the corridor however that provides perhaps the greatest definition in that it is one of Atlanta's busiest thoroughfares and is the home of significant regional destinations in terms of retail and commercial uses.

PREVIOUS PLANNING EFFORTS

There have been a series of recent planning initiatives undertaken over the past 10 years that have provided a vision and structure for positive growth for the Edgewood neighborhood. While all of these efforts have aided the development of the community, none of these plans have focused solely on the Edgewood neighborhood and the infrastructure of just the neighborhood. The neighborhood has never before had their own community plan and this effort marks the 1st such initiative. Previous recent studies in the Edgewood area have included the Pratt Pullman Community Plan, Ponce-Moreland LCI, the 2008 Atlanta Strategic Action Plan (ASAP)/Comprehensive Plan of the City of Atlanta, the Eastside Greenway Plan and the Connect Atlanta Plan. These studies and their respective recommendations relevant to the Edgewood neighborhood are as summarized below.

Pratt Pullman Community Plan

In 2007, the Kirkwood Neighbor's Organization (KNO) formed a Community Task Force for the purpose of formulating a community-supported plan for the eventual development/redevelopment of the Pratt Pullman Yard at Rogers Street and the MARTA/rail line. The group was made up of subcommittees focusing on Urban Design, Land Use, Streetscape, Quality of Life and Traffic/Parking. The recommendations of this group was formulated into a condensed planning report and the highlights of this report are listed below.

- Provide a mix of housing sizes, prices, rental and for sale units to attract diverse population. Include larger units (3 to 4 bedrooms that would be attractive to both independent seniors and families. Include workforce rental and for-sale units.
- Provide commercial space that is retail and office oriented. Incorporate a mix of small to mid sale retail and neighborhood-based retail opportunities. Avoid a suburban retail feel to the design.
- Connectivity to the surrounding neighborhood other than Rogers.
- Water reclamation should be used as an attractive feature of the property.
- Streetscape to match current downtown Kirkwood corridor including wide sidewalks, dedicated parking and crosswalks, green plantings, lights, trash receptacles, bicycle racks, etc. Request underground utilities.
- No gated or island community.
- Conservation/ passive use areas provided.
- Historic buildings preserved.

Ponce-Moreland LCI

The Ponce-Moreland LCI was originally conducted as a joint-corridor planning study initiated by the City of Atlanta and was approved by the City in 2005, as were specific Land Use recommendations for the corridors. In order to be eligible for future LCI implementation funding, the study was grandfathered-in as an LCI Study by the Atlanta Regional Commission in 2007. The specific recommendations of this study are as listed below.

- Rezoning of Moreland corridor to QOL zoning districts including:
 - 5' street furniture zone and 10' sidewalks
 - Parking only to side and rear of buildings
 - Individual entrances to units and uses adjacent to street fronting sidewalks

	Zoning Change	Uses	Maximum Height	Non-Residential FAR	Residential FAR
Boulevard/Wylie Commercial node	C1/C2 to MRC2	Mixed Uses	52 ft	2.5	.696
Arkwright Commercial node	C1/C2 to MRC2	Mixed Uses	52 ft	2.5	.696
North of Boulevard/Wylie Commercial node (excluding Edgewood Retail)	R4/R5 to MR4A	Predominantly Multi-Family Uses	52 ft	5% of total FAR	1.49
South of Boulevard/Wylie Commercial node & north of Arkwright Commercial node	R4 to MR4A	Predominantly Multi-Family Uses	52 ft	5% of total FAR	1.49

TABLE 1 + Ponce Moreland LCI Recommendations

Atlanta Strategic Action Plan / NPU-O

The Comprehensive Development Plan (CDP) is the City of Atlanta official comprehensive plan. In 2007 this plan was updated and renamed to the Atlanta Strategic Action Plan (ASAP). The ASAP plan, as with the previous CDP, establishes City data and policy covering areas of Quality Community Objectives, Areas Requiring Special Attention, Population, Economic Development, Housing, Natural and Cultural Resources, Community Facilities and Services, Intergovernmental Coordination, Transportation System, Urban Design, Land Use and the Community Agenda. The Community Assessment element of the document includes projects for each NPU of the City. The projects listed for NPU-O and/or Edgewood are as follows.

- Hosea Williams Drive

- Abandonment of the western side of the divided road Woodbine Avenue between Hosea Williams Drive and Wade Avenue N.E. for conversion to mixed use bicycle / walking / skating PATH connecting Coan and Gilliam Parks and their two existing PATH segments
- Memorial Drive
 - Install, repair, and replace sidewalks on both sides of Memorial Drive from (currently intermittent and in poor repair with many missing segments)
 - Re-engineer Memorial Drive to a consistent three lane roadway
- Wyman Street
 - Install bulb-outs along Wyman Street S.E. at intersections between Hosea Williams Drive and Memorial Drive
 - Install additional traffic calming as necessary on Wyman Street S.E. between Hosea Williams Drive and Memorial Drive
- Arizona Avenue
 - Construction of a mixed use PATH spur connecting the end of Arizona Avenue with the Gilliam Park PATH spur
 - Add bicycle lanes on Arizona Avenue (both sides) from the proposed PATH spur to Dekalb Avenue
- La France Street
 - Add bicycle lanes on La France Street (both sides) from Arizona Avenue to Whitefoord Avenue N.E.
- Gilliam Park
 - Gilliam Park: Replacement of collapsed culvert under PATH trail that drains park of storm water, to address chronic flooding with most rains
 - Replace sidewalk on the north side of Wade Avenue fronting Gilliam Park
 - Replacement of collapsed culvert under PATH trail that drains park of storm water to correct flooding with most rains
 - Construct two 20' X 20' picnic shelters, one for each half of park
 - Install lighting along PATH trail from Rogers Street N.E. to Hosea Williams Drive and Woodbine Avenue
 - Installation of two “doggie bag dispensers”
 - “Porch Swing” along PATH trail in the next 5 years
 - Replacement of retaining wall
 - Widening of upper portion of Woodbine for parking
 - Bike racks
 - Abandonment of the western side of the divided road Woodbine Avenue between Hosea Williams Drive and Wade Avenue N.E. for conversion to mixed use bicycle / walking / skating PATH connecting Coan and Gilliam Parks and their two existing PATH segments
 - Construction of a mixed use PATH spur connecting the end of Arizona Avenue with the Gilliam Park PATH spur
 - Installation of standard adjustable rotating grills
 - Repave parking lot at the park
 - Expansion of Gilliam Park with land acquisition of adjacent Coan Middle School Property
 - Trash Receptacles
 - Master plan
- Coan Park

- Install lighting along PATH trail from Woodbine Avenue and Hosea Williams Drive to Woodbine Avenue and Anniston Avenue
- Installation of two “doggie bag dispensers”
- Day light stream that runs through the park
- Bike racks
- Water feature
- Refurbishment of picnic gazebos
- Replacement of sidewalk along Anniston
- Installation of standard adjustable rotating grills
- Master Plan
- Repair interactive musical sculpture
- Trash Receptacles
- Resurfacing of tennis and basketball courts
- Rocky Ford Creek Watershed Greenspace and Trail
 - Restoration of stream embankments and fallen slopes from Memorial Drive to Hosea Williams Drive including removal of all invasive species and erosion control based on installation of native plant species.

Figure 1 + Eastside Greenway Plan

Eastside Greenway Plan

The Eastside Greenway Plan is a conceptual plan originated by the Kirkwood Neighbors Organization (KNO) members to integrate Kirkwood parks and area watershed elements together in a connected unit. Park Pride and NPU-O sponsored a 6-month park visioning and planning process which resulted in a proposed linear park system that connects parks and green spaces, schools and health

centers and neighborhoods with walking, bicycling and running trails serving the communities of Kirkwood, Edgewood, East lake and Parkview. The recommended connections of the plan have



been used as a framework for the Connect Atlanta Bicycle Plan (2008) along with a series of proposed walking trails. Edgewood-specific recommendations are as listed below.

- Proposed Coan Wetlands Garden located directly south of Coan Park at the Paxon, Anniston & Woodbine intersections
- Trail Head at Montgomery & Arkwright with Residential Redevelopment opportunities for the adjacent properties
- Football Field and Skate Park east of Coan Middle and connected to Gilliam Park
- Path connection from Gilliam Park to Soccer Fields
- Path connection from Soccer Fields to Pullman Yards
- Path from Coan fields through Edgewood Court to La France

Connect Atlanta Plan & Comprehensive Plan

The Connect Atlanta Plan (CAP), adopted in 2008 is the City’s first comprehensive transportation plan. The purpose of the plan is “to develop a rational Comprehensive Transportation Plan (CTP) which insures mobility, continued economic growth, and desired quality of life for citizens and visitors alike.” Together with ASAP, these 2 policy documents dictate City of Atlanta public policy as it relates to transportation infrastructure recommendations. Those transportation recommendations found in both documents pertaining to the Edgewood neighborhood are as follows.

- **Connect Atlanta Comprehensive Transportation Plan**
 - Moreland Avenue interchange with Interstate 20
 - Add signals at the ramp intersections
 - Interchange should accommodate a potential light rail transit station that would serve the proposed I-20 East Light Rail Transit corridor currently being studied by the Transit Planning Board
 - Remove the signal at Moreland and Arkwright

	Note	Initiation Year	Funding Source	Cost	Responsible Party
Traffic Signals & Communications Memorial Drive Reversible Lane Systems	From Pearl Street to Candler Road	2008	QOL, Q40	\$5,054,000	DPW
I-20 interchange with Moreland Avenue	Reconfigure the I-20 interchange with Moreland Ave. as a diamond interchange with signals on the bridge	2008	GDOT, GMAQ	\$5,900,000	DPW
Moreland Avenue/DeKalb Avenue Interchange	Reconfigure (“jug-handles”), including traffic signal on Moreland Avenue	2010	Bond Fund, State	\$460,000	DPW
Moreland Avenue over	Implement Streetscape on both	2007	Bonds,	\$3,767,360	DPW

**EDGEWOOD REDEVELOPMENT PLAN
JULY 6, 2009**

I-20 Bridge	sides		LCI, Federal		
Moreland Avenue from Hardee Street to I-20	Implement Streetscape on both sides, to include a six feet wide cantilever pedestrian way	2007	Bonds, LCI, Federal	\$814,200	DPW
Moreland Avenue Bicycle & Pedestrian Facilities	Restripe from 6 to 4 lanes with bike lanes between McLendon and DeKalb Aves and extend bike lanes under DeKalb Avenue bridge; Convert third southbound lane between Hardee Street and Arkwright Place into a median/dedicated turn lanes Implement Streetscape on both sides, to include a six feet wide cantilever pedestrian way	2006	Bonds, LCI, Federal	\$80,000	DPW
Moreland Avenue and I-20	Conduct study of traffic signals	2006	GDOT	\$20,000	DPW
Moreland Avenue from Ponce de Leon Avenue to I-20	Update traffic signal equipment and signalization in order to coordinate traffic movement and provide bus prioritization	2007	Bond Fund, "Fast Forward" Program	\$1,635,000	DPW
Moreland Avenue Signage between Ponce de Leon Avenue and I-20 (Includes Ponce from Moreland to Peachtree)	Install Signage. Include signage using local street names indicating that Freedom Parkway can be used to access Ponce, North and Boulevard from Moreland, and to access N. Highland, Moreland, Little Five Points, Edgewood Retail District and East Atlanta	2005	Bond Fund, "Fast Forward" Program	\$34,500	DPW
Moreland Avenue roadway between Euclid Avenue and I-20	Mill road prior to next repaving to remove excessive asphalt layers, lower roadway/raise curbs, and improve drainage, aesthetics, and safety functioning	2005	"Fast Forward" Program	\$800,000	DPW

TABLE 2 + Comprehensive Plan Transportation Infrastructure Projects

VISION & GOALS

During the Edgewood planning process, a series of public meetings and focus groups were organized for the purposes of both including all community constituents in the process as well as generating ideas, comments and feedback vital to the process. In addition to the recommendations generated by this study, a series of vision statements have also been composed as a means of providing a guiding set of principles for the community and study. These principles reflect the consensus of commentary provided through the course of the planning process.

VISION STATEMENT

- Edgewood is a community of **diversity**, valuing the ability for people of all ages, incomes, occupations and stages of life.
- Edgewood is a community that values its local **Elementary School**, desiring for the local school to be a safe and first-rate educational institutions for the children of the community.
- Edgewood is a community of vibrant **retail & shopping** opportunities, making the community a viable live-work-play opportunity for the residents of the neighborhood.
- Edgewood is a community of **affordability**, ensuring that all ages and incomes have the opportunity to reside in the community.
- Edgewood is a community of wonderful **open spaces** for true active living, providing the ability to recreate passively and actively for people of all ages.
- Edgewood is a community of **connectivity**, with a wide range of safe and convenient options for mobility including walking, biking, driving, buses and trains.

GOALS

For the purposes of achieving both the vision statements of the plan in addition to the specific recommendations of the plan, the following goals have been established.

- Provide both new and renovated sidewalk connections throughout the community as a means for facilitating safe and convenient pedestrian mobility.
- Reduce both the reality of as well as the perception of crime in the community through the reduction of vacant lots and buildings, the strengthening of community involvement, the continued investment in children and the focus on cleaning-up the community.
- Continue to promote the community as an opportunity for live-work-play by promoting the walkability to retail, parks, transit and schools.
- Provide additional opportunities for community open space in the form of pocket parks, community gardens and bike/pedestrian trails.
- Promote opportunities for getting to know neighbors within the neighborhood.

- Provide additional opportunities for neighborhood-oriented commercial retailers and services in select places in the community as a means for providing more intimate retail/commercial opportunities for residents.
- Provide tree planting, lighting and community signage opportunities on neighborhood streets as a way of providing beautiful streets and of fostering community pride.
- Leverage major intersections on the periphery of the community as opportunities for neighborhood gateways that promote the community.
- Improve empty neighborhood lots by promoting sensibly-scaled infill residential development.
- Provide quality design standards for new single-family and multi-family development within the community.
- Promote the addition of residential and non-residential uses at nearby transit stations for the purposes of creating a safer environment for riders as well as for generating additional transit riders.
- Promote community connectivity by finding opportunities for increased pedestrian and where possible vehicular connections.
- Promote housing affordability by working with non-profit organization to provide diversity in the range of price points for housing.
- Establish a healthy balance of uses by focusing higher density uses along the neighborhood edges and along major corridors and thoroughfares.

PUBLIC INVOLVEMENT – COMMUNITY INVOLVEMENT PLAN

A key component of any master planning process is community involvement – input from a broad cross-section of citizens and business and community members. The community always serves as the “local experts”. They know what is working and what is not working in their community.

This plan was spearheaded by a Stakeholder Group made up of representatives of the Organized Neighbors of Edgewood (ONE), the Kirkwood Neighbors Organization (KNO), NPU-O, the Zeist Foundation, MARTA, the Atlanta Housing Authority, the City of Atlanta Bureau of Planning and H. J. Russell & Company. The Stakeholder Group met monthly throughout the 6-month process to discuss the direction of the plan and to ensure the many constituencies represented were kept involved and informed in the planning effort.

Central to the entire process was the Community Planning Workshop held on March 29, 2008 and attended by approximately 100 Edgewood residents and property owners. Prior to the Workshop, neighborhood volunteers passed out informational flyers to every residence in the community. An announcement for the Workshop was placed in the inaugural issue of the neighborhood newsletter and the NPU-O, ONE and KNO meetings announced the Workshop details as well. The Workshop format involved breakout groups of 10-12 people per table facilitated by Project Team leaders and designers. Each table focused on generating Land Use, Urban Design, Connectivity and Open Space recommendations.

The Public Involvement strategy for this project was extensive, involving constituencies that are often not targeted specifically. Separate focus group meetings were held with children from the Whitefoord Elementary School and Coan Middle School in an attempt to allow these children of the

neighborhood to express their views and dreams of the neighborhood. Two separate focus group sessions were conducted with the former residents of the Edgewood Housing duplexes to engage them in discussion of life in the community and what could be done to make things better and to possibly draw them back into the neighborhood.

This section organizes in chronological order the public participation process utilized over the six-month period between January and June 2008 to engage the Edgewood community in this planning process.

- ONE (Organized Neighbors of Edgewood) Meeting – February 11, 2008
- Edgewood Housing Focus Group Meeting – February 27, 2008
- Coan Middle School Focus Group Meeting – March 19, 2008
- Whitefoord Elementary School Focus Group Meeting – March 20, 2008
- Edgewood Community Workshop – March 29, 2008
- Edgewood Housing Focus Group Meeting – April 14, 2008
- ONE (Organized Neighbors of Edgewood) Meeting – April 21, 2008
- ONE Zoning Committee Meeting – May 7, 2008
- ONE (Organized Neighbors of Edgewood) Meeting – May 19, 2008
- ONE (Organized Neighbors of Edgewood) Zoning Committee Meeting – June 4, 2008
- NPU-O Meeting – July 22, 2008

This master planning process has integrated a more thorough community involvement process than what might usually be done in the “typical” planning process. Because of the neighborhood emphasis on community diversity, affordability, public safety, and the local schools, Market + Main incorporated a public involvement strategy that included a greater number of stakeholders to ensure that these heightened concerns were being heard and addressed. In addition to the meetings listed above, there were also Advisory Group and Project Management Team meetings, each held four times over this six-month process. A community Workshop Week was held on March 29, 2008 at the Whitefoord Elementary school where approximately 100 people from the community came out to participate in a hands-on process to envision the future of the community.

EXISTING CONDITIONS

BUILDINGS

Building Conditions

Building conditions were assessed to determine the physical condition of buildings within the Study Area. This assessment was based on a field survey that took into the account the physical condition of all structures in the neighborhood. Buildings that had none to minor structural or conditional issues were rated as Standard.

MAP 2 + Building Conditions



Those buildings that were in need of minor repairs and a maximum of 1 “big ticket” structural issue dealing with either the roof, the foundation or the walls were assessed as Substandard. Buildings in need of more than 1 significant repair were rated Deteriorated. Buildings in need of so much repair that would result in demolition or reconstruction of the structure were rated as Dilapidated. Vacant properties were noted as such as were buildings under construction. The vast majority of the structures within the Study Area (58%) were rated as Standard. Several structures were rated as Substandard (14%) with minor repair needed or at least 1 “big ticket” repair item needed. A very small number of Deteriorated (11%) and Dilapidated (2%) structures were found in the Study Area with the majority of these being located around the Whitefoord Avenue/Arkwright Place/Woodbine Avenue intersection and in proximity to the former Edgewood Housing lots. It is apparent that these 2 locations have seen extreme concentrations of neglect over the years. With the recent demolition of the Edgewood Housing duplexes, there are now a significant number of vacant lots in the neighborhood (14%). Only 8 properties are currently in a state of construction.

Building Occupancy

The Study Area was checked for signs of occupancy based on clear evidence of habitation by legitimate occupants. The criteria used to determine occupancy included yard maintenance, parked cars, curtains in windows, presence of deliveries such as mail, newspapers, etc. The majority of the structures were observed as occupied (85%). There were a small number of single family homes in the core of the neighborhood that were vacant and a larger number of multi-family units that were vacant in newly completed multi-family developments along the corridors. The vacant homes are mostly deteriorated structures in need of substantial improvement. There are also several church buildings in the neighborhood that are not vacant but appear to be seldom used.

TRANSPORTATION

The single most defining element as it relates to transportation for the Edgewood neighborhood is the Moreland Avenue corridor. It single-handedly affects the neighborhood more than any other element of transportation. The neighborhood was actively involved in the Ponce-Moreland LCI process and worked tirelessly to craft a vision for the future of the corridor. As such, the neighborhood was very intentional to utilize this Edgewood Redevelopment Plan process to augment that already-completed process and to simply allow this effort to focus on the other portions of the neighborhood that to date had been neglected and not addressed in a previous planning effort. As a result, the majority of what is known about transportation in the neighborhood has been provided and leveraged in the previously completed Ponce-Moreland study, which was completed in 2005 and grandfathered as an LCI in 2007. Memorial Dr is designated as State Route 14, stretching from the City Limits to the east to Trinity Avenue in downtown Atlanta. Moreland Avenue is designated as State Route 42 and US Route 23 and connects Ponce de Leon Avenue to the City Limits to the south.

Moreland Avenue and Memorial Drive were traditionally fronted by single-family homes like the rest of the neighborhood but over the last decade those homes have begun to redevelop and flip to

commercial and multi-family uses as the higher amounts of traffic on these streets render them both increasingly less suitable for detached single-family uses. Moreland Avenue is particularly significant for the Edgewood neighborhood as it represents the only North-South through-connection into and out of the neighborhood. Hosea Williams Drive and the other local neighborhood streets still remain as most single-family detached use streets.

Access Management

Currently, there is a lack of access management on the corridors. There are no shared driveways except at Edgewood Retail district, and businesses typically have 1 or more curb cuts for each establishment. A median has been installed at Edgewood Retail District complete with landscaping and textured crosswalks, but no other forms of access management exist on any of the streets or thoroughfares in the neighborhood. Moreland Avenue and Memorial Drive are defined as minor arterials.

Traffic Volume

According to GDOT AADT (Annual Average Daily Traffic) counts, Moreland Avenue has volumes of 34,829 at I-20. According to the Congestions Management System (CMS), Moreland Avenue qualifies as a congested roadway from Euclid to Confederate Avenues. The Ponce-Moreland Study attributes this to a lack of left turns lanes, poor signal timing, heavy peak traffic, heavy truck traffic and close signal spacing. The typical experience along both Memorial and Moreland is that of extreme traffic during the morning and evening rush hours with a more normal flow during other hours. An increase in off-peak hour traffic has increased however as the result of the successful Edgewood Retail District which draws customers from an area greater than just the surrounding neighborhoods.

Truck Traffic

Truck traffic is focused on Moreland Avenue and Memorial Drive. The industrial uses on the northeastern edge of the neighborhood generate light amounts of truck traffic but even this traffic avoids using the local neighborhood streets.

Key Intersections

The key intersections within the neighborhood are:

- Caroline Street/Seaboard Avenue and Moreland Avenue
- Hosea Williams Drive and Moreland Avenue
- Wylie Street and Moreland Avenue
- Memorial Drive-Arkwright Place and Moreland Avenue
- LaFrance Street and Whitefoord Avenue
- Hardee Street and Whitefoord Avenue
- Hosea Williams Drive and Whitefoord Avenue
- Arkwright Place/Woodbine Avenue and Whitefoord Avenue
- Memorial Drive and Whitefoord Avenue

Future Plans

Plans for the neighborhood focus primarily on improvements to Moreland Avenue and Memorial Drive as parts of overall improvements made to these corridors as part of addressing these

transportation corridors as City-wide thoroughfares. These projects serve as the implementation of recently completed studies and plans for the area and will greatly serve to address issues of traffic and connectivity for the Edgewood neighborhood. These improvements have been identified in both the ASAP and Connect Atlanta plans and are highlighted in the Overview chapter of this document .

Railroads

An active east-west CSX rail line runs parallel to DeKalb and LaFrance Street. This rail corridor provides a key freight connection into Atlanta from the east and also provides the right-of-way for the MARTA rail line. CSX operates Hulsey Yard, a major truck to rail switching facility just east of Edgewood. The rail corridor serves as a hard barrier between the Edgewood neighborhood and the Candler Park neighborhood to the north. Street underpass connections are available only on Moreland Avenue and Whitefoord Avenue. This barrier further serves to limit pedestrian connections north and places a priority on ensuring Moreland Avenue and Whitefoord Avenue provide safe and efficient pedestrian connections.

Transit

The Candler Park/Edgewood MARTA Stations is the transit station that serves the neighborhood. The station has a single shared platform with split access points on either side of the railway and DeKalb Avenue. The average monthly entries of the station is 49,251 ranking the station number 37 out of 38 in terms of total ridership. MARTA representatives were an integral part of this process and through their involvement the neighborhood was encouraged to envision the parking lot associated with the Edgewood side of the station being used for infill development. The south parking lot of the Edgewood entrance to the station currently has approximately 460 spaces of which MARTA estimates that only 40 are in consistent use on a daily basis. In addition to the rail station, there are several bus routes that cross through the neighborhood providing vital transit options for the community. The bus routes that access the Edgewood neighborhood are as listed below.

- **Route #7 McAfee**
 - Connects the Inman Park/Reynoldstown rail station, to McPherson Avenue and connects the neighborhoods of Edgewood, Reynoldstown, East Atlanta, Ormewood Park and unincorporated south DeKalb County
- **Route #18 South Decatur**
 - Connects downtown Atlanta, Decatur, and the neighborhoods of Grant Park, Cabbagetown, Reynoldstown, Edgewood and Kirkwood
- **Route #21 Memorial Drive**
 - Connects to downtown Atlanta, unincorporated DeKalb County, and the neighborhoods of Grant Park, Cabbagetown, Reynoldstown, Edgewood and East Lake
- **Route #28 Villages of East Lake**
 - Connects the Candler Park/Edgewood rail station to the Villages of East Lake connecting through the neighborhoods of Edgewood, Kirkwood and East Lake via Hosea Williams Drive and Memorial Drive
- **Route #34 Gresham**
 - Connects the Inman Park/Reynoldstown rail station, to Glenwood Avenue and connects the neighborhoods of Edgewood, Reynoldstown, East Atlanta, Ormewood Park and unincorporated south DeKalb County
- **Route #107 Glenwood**

- Connects the Inman Park/Reynoldstown rail station to Glenwood Avenue and connects the neighborhoods of Edgewood, Reynoldstown, East Atlanta, Ormewood Park, East Lake and unincorporated DeKalb County

Pedestrian & Bicycle Circulation

The current state of connectivity in the neighborhood for pedestrians and bicycles reveals that much is needed to be done to continue to provide adequate and safe opportunities for the community. In much of the neighborhood, sidewalks are non-existent or in extremely poor condition. Broken sidewalks, gaps in the sidewalks and buckled pavement are common on many streets. Bike lanes exist currently for a portion of Hosea Williams Drive on the eastern edge of the neighborhood. The Eastside Greenway Plan envisions for a more extensive network of bike connections along Hosea Williams Drive, Rogers Street, Arizona Avenue, LaFrance Street and Woodbine Avenue/Arkwright Place.

INFRASTRUCTURE & COMMUNITY FACILITIES

This section includes information regarding the Water & Sewer System, Schools, Parks & Open Space, Fire and Police.

Water & Sewer System

The City of Atlanta's Water Main Replacement Program is designed to replace and rehabilitate aged and deteriorating water mains throughout the city. The Edgewood-Kirkwood-Summerhill neighborhoods of Atlanta are scheduled to receive Water Main replacement beginning in 2011 with a scheduled completion date of 2014. This work will involve engineering, construction management and construction activities to replace the water mains in these neighborhoods and will cost 3.5 billion dollars. Many of the pipes in the system are over 100 years old and the small size and age of the pipes, coupled with corrosion and sediment accumulation over the years, has affected the flow rate and quality of water in some Atlanta communities.

According to the Department of Watershed Management, since the Water Main Replacement Program began in 2003, pipe replacement and rehabilitation has been completed in the Garden Hills community in Buckhead and the Capitol View community in southwest Atlanta. The Water Main Replacement Program is a part of the Clean Water Atlanta infrastructure program to provide clean, safe water to residents and downstream neighbors.

Community Facilities

Whitefoord Elementary School is the sole school within the neighborhood boundaries and is located at the intersection of Whitefoord Avenue and Hosea Williams Drive, sitting at the very center of the neighborhood. Scores at Whitefoord Elementary have been very strong recently and as such has been a source of pride for the community. Many young families are working with the school to make it more of an integrated part of the community and to send their young children to the school. The Elementary School is supplemented by the Whitefoord Community Program which provides before-school and after-school programs for children in addition to providing a free, Emory-staffed health clinic for the children. Adult Education programs are also provided through the program. The Fire and Police stations serving the area are not located within the neighborhood, however their locations

are very close and response times are quick. The neighborhood has ample open space and park opportunities in Walker Park, Coan Park and Gilliam Park. Detailed information for community facilities is as listed below.

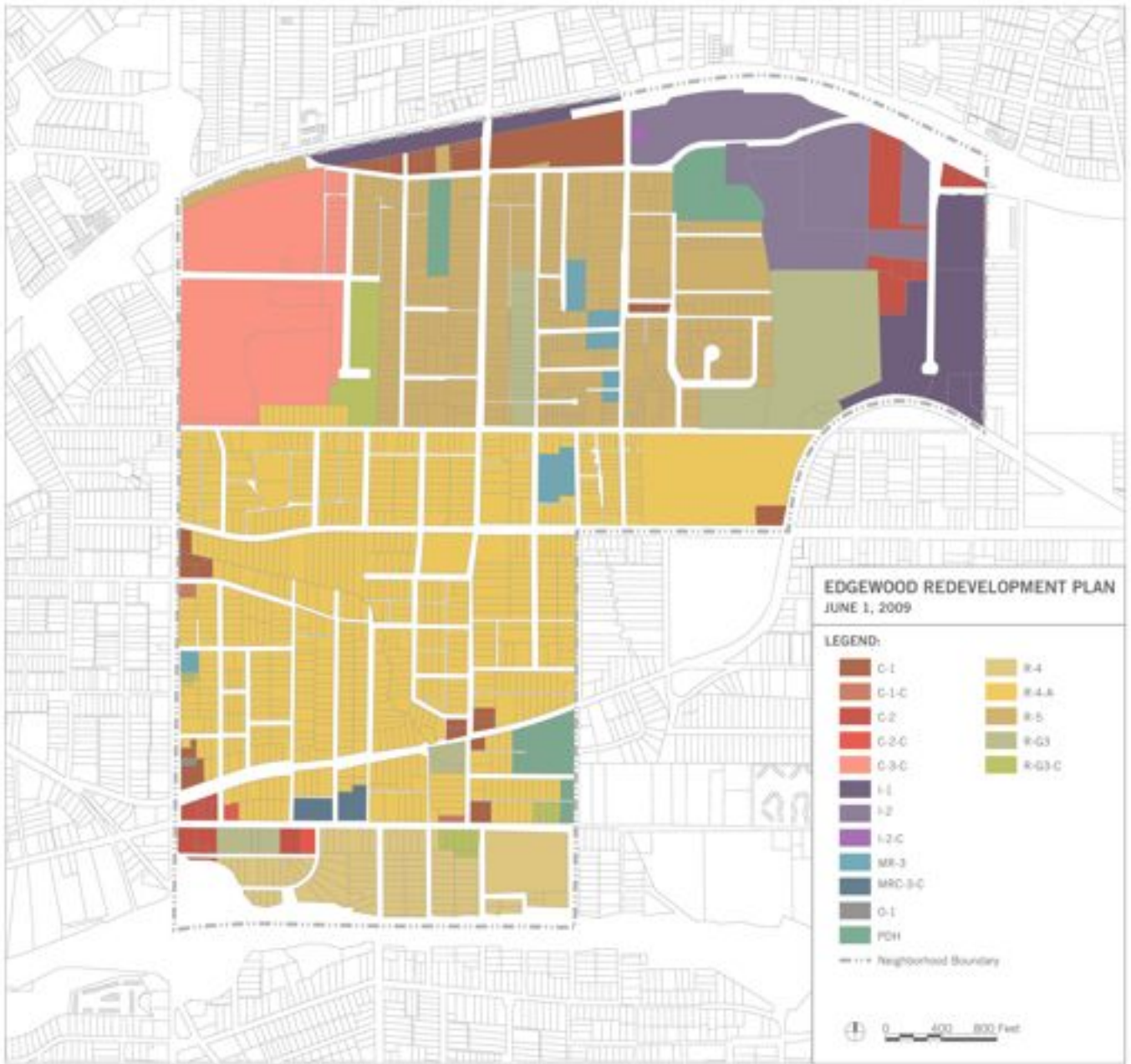
- **Parks & Recreation**
 - AYSA Arizona Avenue Soccer Complex
161 Arizona Avenue
- **Schools & Education**
 - Whitefoord Elementary School
35 Whitefoord Avenue
(404) 802-6900
 - Coan Middle School
1550 Hosea Williams Drive
(404) 802-6600
 - South Atlanta High School
800 Hutchens Road
(404) 802-5060
 - Whitefoord Community Program
1353 George W. Brumley Way SE
(404) 523-2500
- **Police**
 - Atlanta Police Department – Zone 6 Main
2025 Hosea L. Williams Dr.
(404) 371-5002
 - Atlanta Police Department – Zone 6 Mini
1166 Euclid Ave.
(404) 371-6554
 - Atlanta Police Department – Zone 6 Investigative Unit
2025 Hosea L. Williams Dr.
(404) 373-5331
- **Fire**
 - Atlanta Department of Fire Rescue – Station 12
1288 Dekalb Ave. NE
 - Atlanta Fire Department of Fire Rescue – Station 13
447 Flat Shoals Ave. SE
- **Parks & Open Space**
 - Coan Park
1530 Woodbine Ave. SE
13.26 acres
1 Pavilion
2 Basketball Courts
1 Ballfield
4 Tennis Courts
1 Gym

- 1 Recreation Center
- 1 Playground
- 1 Paved Trail
- Gilliam Park
 - Clifton St./Wade Ave./Wyman St. NE
 - 2.60 acres
 - 1 Trail
 - 1 Drinking Fountain
- Walker Park
 - Memorial Dr. SE/Memorial Ter. SE
 - 7.02 acres
 - 1 Ballfield
 - 1 Soccer Field
 - 1 Playground
 - 1 Drinking Fountain

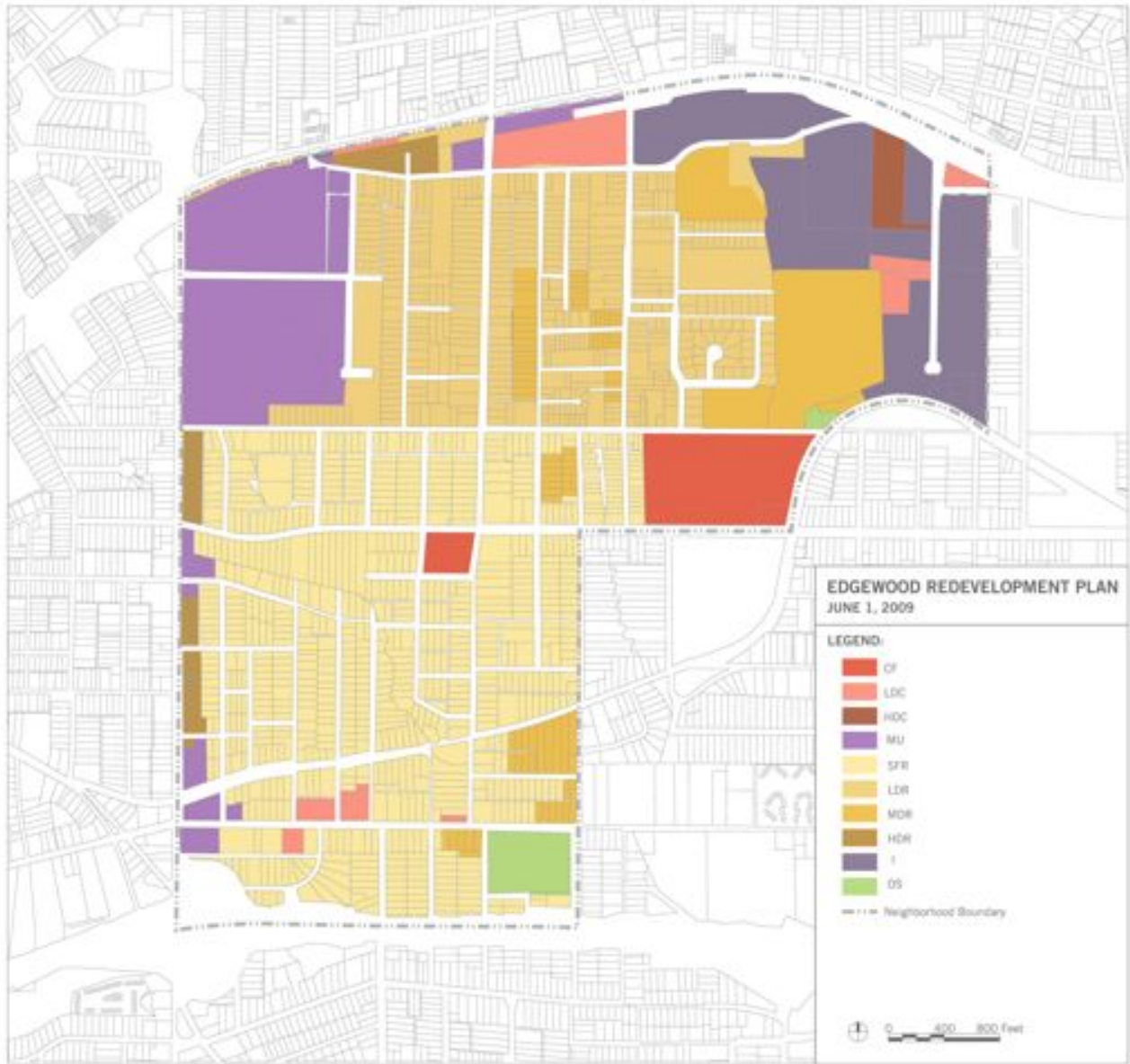
LAND USE & ZONING

The core of the neighborhood is a stable detached single-family neighborhood. As such, the majority of the Land Use and Zoning of the neighborhood reflects this single-family character. During the last 5 years there have been a noticeable increase in larger-sized “infill” development with single-family homes seeking variances to further maximize their lot size to build larger homes than traditionally were built in the neighborhood. The edges of the neighborhood that are formed by the corridors along Moreland Avenue and Memorial Drive have all been envisioned as Mixed Use corridors as the result of recently approved planning studies. These corridors historically were single-family in use but the increase in traffic congestion on these roadways has led to a broader acceptance of mixed uses and higher density residential. The northeastern corner of the community has historically been industrial with its close proximity to the rail line. Recently portions of this area have begun to transition to a Live/Work district with a mixture of lofts and office space. Parks and open spaces are spread throughout the community in addition to the presence of nodes of multi-family and neighborhood commercial (see map 3 and 4).

MAP 3 + Current Zoning



MAP 4 + Current Land Use



Current Zoning

An overview of the zoning condition of the Edgewood neighborhood are as detailed below.

- Neighborhood Core
 - South of Hardee and Wade (R4A)
 - North of Hardee and Wade (R5)
 - Multi-family pockets within the neighborhood (MR3 & RG3) centrally located within the neighborhood
- Moreland Avenue
 - Mostly single-family on both sides of the street (R5 to the west & R4A to the east)
 - Multi-family pockets at Caroline (west side) and between Colmer & Merlin
 - Edgewood Retail District is C3C with a long list of conditions
 - Wylie St commercial node is zoned C1
 - Commercial node from Arkwright to 20 is zoned C2 with a small portion of C1
- Memorial Drive
 - Mix of several different zoning district including single-family, multi-family, commercial and industrial districts – no single predominant zoning type
- Arkwright Place
 - Small commercial district (C1) located at intersection with Ford Ave
- Hosea Williams Drive
 - Small commercial district (C1) located at intersection with Woodbine
- Pulman/Arizona area
 - Mostly I1 and I2 industrial districts from Rogers Street to Mayson Ave
 - Minor locations of C2 and LW districts
- La France Street
 - Zoned entirely commercial (C1) but most residential in development

Current Land Use

A comprehensive description of the land use controls in place for the Edgewood community are as follows.

- Schools
 - Community Facilities designation
- Parks
 - Open Space designation
- Neighborhood Core
 - Single Family Residential south of Hardee and Wade
 - Low Density Residential north of Hardee and Wade
 - Medium Density Residential for the multi-family pockets centrally located within the neighborhood
- Moreland Avenue
 - Mixed Use designation for the 3 commercial nodes
 - Very High Residential designation for all areas in between
- Memorial Drive
 - South of Hardee and Wade (R4A)
 - North of Hardee and Wade (R5)

- Multi-family pockets within the neighborhood (MR3 & RG3) centrally located within the neighborhood
- Pullman Yards & MARTA
 - Low Density Commercial designation
- La France/ Arizona
 - Industrial designation
 - Northwest corner of Whitefoord/La France has Mixed Use designation
 - La France west of Whitefoord and east of Marion has Very High Residential Designation

URBAN DESIGN & HISTORIC RESOURCES

The Edgewood neighborhood is a typical intown single-family bungalow community with older homes predominantly from the 1930s, 1940s and 1950s complete with broad front porches, inviting front yards and front stoops, on-street and driveway parking and beautifully tree-lined streets. Some infill has taken place in the community over the last 10 years and there are limited examples of modern architecture, but for the most part these are the exception. The Whitefoord Elementary School is a charming example of early 1900s educational architecture and serves as a wonderful gateway building for the neighborhood at the key intersection of Whitefoord Avenue and Hosea Williams Drive.

The most recent improvement as it relates to urban design has been the development of the former Atlanta Gas Light site into the Edgewood Retail District. This development was built incorporating City of Atlanta and community-based recommendations regarding the placement and design of buildings so that this typical “Big Box” development. The center was built in a very non-traditional way for these types of developments complete with new streets with sidewalks and street trees, retailers fronting streets with the parking hidden in the center of the development and shielded with landscaping. The new development is highly walkable and even incorporated mixed uses with multi-family residential above the ground floor level of certain shops as well as new open space and townhomes along existing neighborhood streets.

An old shoe factory was converted to residential lofts on Arizona Avenue and subsequently a second phase of the loft was added in the form of new construction. The former Ragsdale Elementary owned by Atlanta Public Schools is currently a vacant school building on Wesley Avenue, it is approximately 60 years old that the community values.

Several multi-family development have defined the northern half of the neighborhood just north of Hosea Williams Drive. Edgewood Housing duplexes were spread over the northern half of the neighborhood on approximately 80 lots, in 2008 those units were demolished. These units were of little value from an urban design standpoint and any new development on these lots should instead integrate the urban design recommendations of this plan. Another larger multi-family development that is currently still in use is the Edgewood Court development located adjacent to the Arizona Avenue Live/Work area of the neighborhood. Like Edgewood Housing, this development is of little value architecturally although this development does still provide a viable housing option in the community. If and when the market dictates that these units be replaced or redeveloped, the urban

design recommendations of this plan should also be put into place to ensure that this area of the community can better fit in with the overall fabric of the community.

The Arizona Avenue Live/Work district located at the northeaster corner of the community is uniquely industrial in character. New loft developments have incorporated the look of industrial and manufacturing buildings adding to the overall theme of industry. These new developments fit in well in the overall fabric of this district and have given the area a distinctly unique feel separate but complimentary of the overall neighborhood.

EVIDENCE OF DISTRESS & BLIGHT

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.

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 40% of all structures within the neighborhood are of Substandard, Deteriorated, Dilapidated or Vacant condition. This number constitutes a dramatic improvement over the previous decade and is the result of significant investment in property by existing and new property owners. 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, efficiently and fluidly dispersing movement throughout the community, portions of the northern edge of the community suffer from extreme disconnection, leaving relative areas of isolation in these portions of the neighborhood. The Edgewood Court, Arizona Soccer Fields and MARTA areas of Edgewood’s northern edge all constitute areas of high-traffic destination, often times drawing in people from across the Region. These areas also happen to suffer from the least amount of connectivity of the entire neighborhood. These areas constitute primarily “one-way in and one-way out” infrastructures and as such would benefit greatly from the connectivity recommendations of this plan.

Vacant Lots

Redevelopment Powers Law *“Any area located within an urbanized or developed area which is substantially underutilized 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;”*

In the northern half of the neighborhood a concentration of approximately 80 lots sit vacant – the result of the recent demolition of the Edgewood Housing duplexes. These units provided affordable housing opportunities for the community but unfortunately were also in such disrepair that they were also the source of pests, crime and deteriorated housing conditions.

Incentivizing Private Development

Redevelopment Powers Law *“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 the Edgewood neighborhood are in need of concentrated private investment in the form of development, redevelopment, preservation and improvement. Even though there has been private investment along the Moreland Avenue corridor, this investment has not significantly led to increased investments within the 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, the Edgewood neighborhood qualifies as a Redevelopment Plan Area per the “Redevelopment Powers Law” (O.C.C.G.A 36-44).

MARKET REPORT

MARKET AREA

Market Definition

To determine the potential for new uses or support for existing and expanding uses, it is important to first understand who the market is. Understanding the demographic and economic characteristics of the residents and workers in the area is critical in understanding why the market is where it is, how the market can develop, whether it is under-served or saturated, and what would be supportable. It is also important to review the historic trends that have occurred in the area, as well as considering what is currently being projected to happen in the area in the future. All of these characteristics go into formulating what kind of development can be supported and how much can be supported. While the numbers begin to craft the backdrop for the story of the Study Area, they certainly cannot effectively convey the entire story. The final recommendations will be based on a mixture of quantitative and qualitative analyses. Maps of these areas are on following pages.

Study Area

The Study Area is roughly bordered on the north by railroad tracks, which also follow DeKalb Avenue. It is bounded by Moreland Avenue on the western portion. Interstate 20 and Hosea Williams Drive form the southern border. Rogers Street and Anniston Avenue shape the eastern boundary.

MAP 5 + Primary Market Area

Primary Market Area

The Primary Market Area is defined by a 5-minute drive time from the intersection of Hardee Street and Mayson Avenue. On average, residents are willing to drive less than five minutes (usually between two and three miles) for convenience retail, such as groceries, sundry items, dry cleaners, etc. This drive is usually shorter in urban areas where uses are more closely located. This area is primarily comprised of residents of the immediate area, or workers from businesses located in the area, in search of convenience-related goods and services. Restaurant customers would most likely be those making spontaneous decisions to eat out or pick something up for dinner that evening.



Secondary Market Area

The Secondary Market Area is defined by a 10-minute drive time from the intersection of Hardee Street and Mayson Avenue. This area is where the majority of customers will come from. These consumers will be looking for some convenience retail, but will also be searching for community and even regional retail options; these will be planned or destination-related shopping trips. These customers will be willing to travel further distances for unique goods and services, something they cannot find close to their own homes or businesses. Restaurant customers will be looking for the same elements: unique foods or selections; unusual atmospheres; white-tablecloth restaurants; or popular meeting places.

MAP 6 + Secondary Market Area



SOCIOECONOMIC SUMMARY

Regional Population & Employment Trends

As is well documented, the Atlanta Region experienced dramatic and consistent growth during the 1990s. Between 1990 and 2000, the Atlanta Region grew by 34%, averaging to an annual growth rate of 3.4%, or adding about 87,000 new residents per year. The Atlanta Region was able to move out of the recession of the early 1990s pretty quickly, based on a diversified economic base. In fact, the Region doubled its size between 1980 and 2006, as its total population has reached about 3.9 million. The increase between 2005 and 2006 is actually the greatest single-year increase since 1999 to 2000, making it the fourth largest single year increase in the history of the Region. Further, the Atlanta Region has actually been the fastest growing metro area nationwide since 2000.

The Atlanta Region experienced a similar phenomenon in job growth, more than doubling during the same time period, to about two million jobs. It is widely known that Atlanta's population growth has been fueled primarily by people moving to the Region for jobs. As the national recession slowed job growth, so did Atlanta see a slowing in their population growth beginning in 2006.

Historically, most of the growth within the Region was seen in more suburban locations. During the 1980s and 1990s, the north side of the region experienced roughly 75% of the total growth. In terms of employment, most of the Region's job growth happened along the GA400 corridor, in the Perimeter Center area, and in northern Gwinnett and Forsyth counties. Since the mid-1990s, growth has accelerated on the south side (with I-20 as the demarcation line) as congestion has increased and

land has become more expensive on the north side. The Region's areas with the greatest population increases between 2000 and 2005 are all located outside I-285.

The closer-in counties in metro Atlanta have continued to add new residents, but their overall population share has declined relative to further out counties. Incorporated cities in the Region account for less than a third of the region's population gains between 2000 and 2005. Population density across the metro area continues to be low, in comparison to other large metropolitan cities, but it is increasing.

Clearly these are unprecedented economic times both nationally and locally. Growth has virtually stopped in every sector with much of the nation taking a "wait-and-see" approach. A variety of summer 2009 indicators predict that growth will begin to show gains by the end of 2009. As the economy begins to stabilize and eventually return to market normalcy, the expectation across the Region is for growth to continue, both in population and employment, but at slower rates than the enormous expansion that was seen during the 1990s. Jobs are expected to increase by 1.2 million by 2030. Population is expected to increase by 2.3 million by 2030. Net in-migration is expected to account for just over half the growth in the Region. Suburban counties are expected to experience the highest growth rates over the next 25 years, in terms of both population and employment. However, while the "external" 10 counties are forecast to grow the fastest in percentage terms, the "core" 10 counties will still account for 76% of the total 20-county population in 2030. ARC's forecasts indicate that the Region's economy will still outpace the nation in terms of growth, even though it is not expected to see the phenomenal rates of growth that were experienced in the late 1990s.

According to the US Census, between 2000 and 2005 the City of Atlanta added 66,634 residents, an increase of 15.9%. The 2007 estimated population of the City is 519,000, an increase of 101,039 between 2000 and 2007 and an increase of 24%. The annual growth rate in the City has averaged 3.06%

Study Area Population & Employment Overview

The Study Area has grown approximately 13% since 1990 (see table 3). Obviously, this does not demonstrate a share of the phenomenal growth some of the Atlanta Region saw during this time. However, it does demonstrate strength in terms of stability and diversity, to show growth at all during a time when many other urban areas lost significantly more population within the Region. The Study Area actually lost population between 1990 and 2000, but has been posting increases annually since that time. Further, it is important to note that it is typical as gentrification occurs in urban areas that total population numbers actually decline. This is because many of the new households are smaller than the ones they have replaced, but they are usually wealthier as well. The growth expected over the next five years in the Study Area is not quite twice the national average. While the projected eight percent growth rate is a few percentage points less than what is expected for the Atlanta MSA¹ as a whole, it is still a quite notable increase.

¹ 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.

	1990	2000	2007	2012	Change 2000- 2007	Change 2007- 2012
Study Area	4,957	4,885	5,613	6,064	14.9%	8.0%
Primary Market Area	49,824	48,466	54,831	58,686	13.1%	7.0%
Secondary Market Area	272,381	281,707	315,540	334,849	12.0%	6.1%
Atlanta MSA	3,069,411	4,247,981	5,122,861	5,709,771	20.6%	11.5%

TABLE 3 + Population

There has been a clear resurgence of interest in urban intown locations in recent years, and the Study Area certainly fits that bill. While employment growth is projected to be moderate for the Region, it is still expected to be witnessed in historic employment cores, including Downtown and Midtown Atlanta, which are both in reasonable proximity to the Study Area. The daytime population within the Study Area is somewhat small, but when considering the Primary Market Area, that number increases notably. The Primary and Secondary Market Areas include portions of downtown, which obviously is a significant employment center for the entire Atlanta Region. The Study Area constitutes less than one percent of the City of Atlanta’s total employment. While the Study Area has a much stronger proportion of residents than employees, the employment rate of growth has been one-and-a-half times the national growth rate (see table 4).

	Study Area	Primary Market Area	Secondary Market Area
Daytime Population	1,950	29,579	141,755
Change in Employment Since 2000	14.1%	14.2%	12.5%

TABLE 4 + Population Change

Economies do not function locally, economics is a regional phenomenon. Trying to isolate detailed employment numbers and still retain meaning for them is a difficult endeavor. In terms of sector employment, the Study Area’s largest industry sectors are Retail Trade, Manufacturing, and Services. The Atlanta MSA’s top three industry sectors, in terms of employment, are Services, Retail Trade, and Transportation/Communications/Utilities. Clearly, the primary differences are the size of the Retail Trade and Manufacturing industries in the Study Area, which are each about two and three times as large as the Atlanta MSA’s proportion, respectively (see table 5).

Industry Sector	Study Area	Atlanta MSA
Construction	1.5%	5.3%
Manufacturing	26.3%	9.0%
Transportation/Communications/Utilities	1.8%	6.4%
Wholesale Trade	0.0%	5.2%
Retail Trade	48.0%	21.7%

Finance/Insurance/Real Estate	4.7%	8.2%
Services	16.3%	37.0%
Public administration	1.3%	6.1%
TABLE 5 + Industry Sector		

Workers in the Study Area are predominately employed in sales and office occupations, service occupations, and production, transportation, and material moving occupations. These rankings are different than the Atlanta MSA, as its largest proportion of occupations is in the sales and office segment, then professional and related, then management, business, and financial. The biggest difference is that the Study Area is about 15% greater in service occupations and the Atlanta MSA is about twice as large as the proportion of the Study Area’s occupations in professional and related and management, business, and financial occupations.

Study & Market Area Demographic Overview

As mentioned earlier, across the Atlanta Region, there has been a rediscovery of “intown” living and the benefits of its location. Urban neighborhoods that had experienced population loss during the last 30 years, as more people moved out to the suburbs, have seen an increase in population in the last several years.

Previously economically challenged areas, or those that have experienced disinvestment, are being revitalized as people rediscover the qualities that made these urban environs attractive to residents and businesses originally. Throughout the Study Area and in surrounding neighborhoods, it is easy to identify the areas where residents are rehabilitating older homes, building new infill housing, and reinvesting in the community. Likewise, the business community has redeveloped, as new businesses have moved in, existing businesses have renovated and expanded, and the commercial segment of the Study Area has gained a renewed vibrancy and vitality.

Table 6 illustrates the key demographic and economic elements of the markets being considered in this analysis. Those that deserve specific highlighting include the following.

- The Study Area is expected to grow at a pace that is on par with the City of Atlanta as a whole, at approximately 8% between 2007 and 2012. The Study Area’s growth rate is higher than the surrounding market areas. While the rate of growth is less than the Atlanta MSA² average, it is almost twice the national average.
- The three largest age groups in the Study Area are 5 to 14, 35 to 44, and 25 to 34 years of age. These statistics demonstrate people starting families in the area. The average age of the Study area is 32.6, about five years younger than the national average. According to the US Census, 200 median age is 28.4 and it has decreased since 1980.
- There is a smaller than average proportion (10%) of retirement age and elderly people in the Study Area. However, the largest growth in the next five years is expected in the age groups of over age 55; the three largest, in order, are 55 to 64, 75 to 84, and 65 to 74 years of age. In terms

² 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.

of recent growth, in the last seven years, the 0 to 4, 55 to 64, and 45 to 54 age groups were the ones that saw the largest increase.

- It is projected that there will be an approximately five percent loss in the 25 to 34 age group over the next five years. This projected loss is likely tied to the unprecedented mobility of this age group nationwide, and not necessarily anything specific to the Study Area itself.
- Over 40% of the population within the Study Area has not graduated from high school. The proportion of residents with a high school degree is under the Atlanta MSA average, but just over the national average. The proportion of the Study Area's residents that have college degrees is significantly less than the MSA and national averages.
- The per capita income (perhaps the most important statistic to review in terms of understanding how a community is *really* doing) in the Study Area (\$16,936) is 66.4% of the national average, a difference of about \$8,500 annually. While the Study Area being below both the national and Atlanta MSA per capita income averages is troubling, the Study Area is expected to grow at a rate that will slightly increase its share of these two geographies' averages over the next five years.
- The per capita incomes in both the primary and secondary market areas are higher than the Study Area. The Primary Market Area's per capita income (PCI) is more than both the national and MSA averages. However, the Secondary Market Area's PCI is above the national average, but below the Atlanta MSA's.
- Almost 40% of the Study Area's households earn less than \$25,000 annually. This is 14% more than the national average and 21% above Atlanta MSA average.
- Nearly 70% of the households in the Study Area earn under \$50,000 annually, which is above the national and MSA averages. A small percentage (7.6%) of the Study Area's households earns over \$100,000 on a yearly basis.
- The household income in both markets areas is higher than the Study Area. The household income in the Primary Market Area is above the national average, but below the Atlanta MSA's. The Secondary Market Area's household income is below both the national and Atlanta MSA averages.
- The average household income in the Study Area is \$47,407, which is substantially less than the MSA (\$76,863) and national (\$66,670) averages. However, the Study Area's household income has grown at a faster rate since 2000 than both the MSA and the nation.
- The average household size of the Study Area is larger than the national, Atlanta MSA, and market area averages.
- The percentage of single-person households in the Study Area (27.4%) is just over the national (26.3%) and more than the Atlanta MSA (22.9%) averages.
- The Study Area has a greater proportion of renters than both the national and Atlanta MSA averages. The Study Area's proportion of renters/owners is almost exactly inverse of the proportions found in the Atlanta MSA and the nation as a whole.

Study Area	Primary Market Area	Secondary Market Area
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SIZE OF MARKET

Residents	5,613	54,831	315,540
Households	1,994	25,139	128,284
Daytime Population	1,950	29,579	141,755

CHARACTERISTICS OF MARKET

AGE			
Under 18	33.0%	19.5%	21.6%
Between 25 & 35	13.0%	21.8%	17.9%
Over 65	10.0%	8.4%	8.5%
INCOME			
Per Capita Income (PCI)	\$16,936	\$33,907	\$26,550
PCI as % of National Average	66.4%	133.0%	104.1%
Change in PCI since 2000	27.2%	31.0%	25.5%
Household Incomes \$25,000 - \$49,999	30.2%	25.0%	24.2%
Household Incomes Above \$100,000	7.6%	21.9%	17.8%
Average Household Income	\$47,407	\$73,314	\$63,878
Change in Avg. HH Income since 2000	27.1%	27.2%	23.5%
HOUSEHOLDS			
Average Household Size	2.79	2.14	2.25
Single-Person Households	27.4%	41.4%	40.3%
Owner-Occupied Households	39.9%	46.9%	42.5%

PROJECTED GROWTH OF MARKET

Population, 2007-2012	8.0%	7.0%	6.1%
Households, 2007-2012	7.9%	8.5%	7.6%

TABLE 6 + Market Characteristics

“Customer” Summary

When considering what developers, builders, and retailers are looking for when they make decisions to invest in a community, there are several key factors. Among the key determinants are growth rates, age structure, income levels, and daytime population, not just in the Study Area, but also in the greater market areas. These are discussed in detail below.

Growth Rates

The Primary Market Area is growing at a good pace. This is an incredibly positive indicator, particularly for an urban area. According to the US Census, Edgewood lost population between

1980 and 1990 and then gained population between 1990 and 2000. Many urban areas have lost population over the last 30 years, so having a stable and growing population is encouraging. The Primary Market Area actually grew at almost twice the pace of the nation over the last seven years. It is projected to grow at a similar pace over the next five years. The Primary and Secondary Market Areas do not perform quite as well as the Study Area in terms of growth rates. All three areas being analyzed have grown and are projected to grow at a rate below the Atlanta MSA average, but still well above the national average.

Age Structure

Both the Primary and Secondary Market Areas are average in terms of median age. These market areas are both just below the national average for residents aged under 18 years and for residents aged above 65 years. The fact that both market areas are above the national and MSA averages for those workforce-aged residents of 25 to 35 years is a very good indicator. Young professionals and those starting families are a positive demographic in terms of customer profiles because they indicate a potential diversification in the marketplace. Most developers, builders, and retailers desire age diversity, with strong youth populations, as it is many times an indicator of families in the area. It is likely the age structure will continue to change as the residential base diversifies over the next five years in the Study Area.

Income Levels

In terms of income and wealth, both the Primary and Secondary Market Areas are at or above national averages. The Primary Market Area performs better on these measures than the Secondary Market Area. These statistics are encouraging, since income is a market factor that affects residential and commercial development potential. Based on both market areas income levels, there is a strong likelihood that these indicators for the Study Area will undergo changes as the residential base increases and recruitment efforts by the local community continue to diversify the local economic base. It is likely that growth means more customers with more money, which is certainly a good trend.

Daytime Population

The daytime population is another important component for development decisions. Businesses desire customers during both daytime and evening hours. Both the Primary and Secondary Market Areas have sizable daytime populations, which are certain to grow as more businesses locate on the east side of Atlanta and towards Decatur. Additionally, the clustering of office space for professional and non-profit services on the edges of the downtown core has continued. Both market areas are established residential areas, with more residents than jobs.

There is opportunity for these numbers, and the trends they represent, to change as continued redevelopment takes place in the Study area. Based on socioeconomic characteristics and the “customer” profile, it is clear that the key to future demand for residential and commercial development will necessitate exploring target market potential and to more successfully leverage select potential customers from the Primary and Secondary Market Areas.

RESIDENTIAL MARKET SUMMARY

Metro Overview

Like the rest of the country, beginning in 2007 housing sales and values in metro began to experience a flattening market, following a period of historic gains over the past 10 years. Across the metro area and within the study area, a near-total housing slowdown has occurred. The number of residential closings are down dramatically, records are being set for expired and withdrawn sales listings, and the number of days on the market is the highest since 1998. Without question, there has been a clear shift to a buyers market for residential properties in metro Atlanta.

Nationally, building permits in 2007 were down 25% over 2006, while permits in the Atlanta MSA³ were down 35%. Residential developers in the Atlanta MSA have adjusted to this slowing market, as evidenced by reports of decreasing building permit applications. Building permits for single-family homes fell 42% through 2007, as compared with 2006. Until recently, multi-family building permits had actually continued to increase in the Atlanta MSA. While they have begun to decline, it is at a much lower rate than single-family homes. Building permits for multi-family residential with two and four units fell 13% and permits for multi-family residences with five or more units declined five percent between 2006 and 2007.

The median sales price for single-family homes in the Atlanta MSA was at \$172,000 in 2007, according to the National Association of Realtors. The Atlanta MSA median sales price increased 9.6% since 2004. But, growth in median sales prices has begun to be affected by the overall downturn in the market, decreasing 1.5% through fourth quarter 2007 from the same time in 2006. The median sales price for single-family residential decreased by 3.6% between the first quarter 2007 to the fourth quarter 2007. Yet, Atlanta is still considered affordable in comparison to prices in other regions, at 79% of the national median price. Condominium sales prices grew at a slower pace between 2004 and 2006, increasing 4.7% since 2004. The median sales price for the Atlanta MSA was at \$150,500 for condos in 2007, according to the National Association of Realtors. Condominium prices decreased between the first and fourth quarters of 2007, by 9.4%.

The historically low interest rates and creative financing offers available in the last few years served to make renters into first-time homebuyers. As interest rates continue to increase and with the credit market tightening, the mortgage industry has raised its standards. As the economy rebounds, more potential renters are emerging, creating a higher demand for rental housing. The boom in the for-sale housing market over the past 10 years essentially served to suppress the rental market; thus, it is now experiencing strong gains and vitality in the overall residential market.

Study Area Characteristics

The Study Area is predominately residential. Property values are beginning to appreciate as the area has stabilized somewhat in recent years. Over the past several years, increased activity in terms of renovation and rehabilitation has been occurring throughout the Study Area. Infill development usually occurs on a parcel-by-parcel basis. It is more common to see renovation, rehabilitation, and

³ 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.

expansion than new construction in this area. More recently, there has been an increase in infill activity on larger scales. This is not surprising, and makes particular sense on the significant commercial corridors of Moreland Avenue and Memorial Drive. An increase in infill activity of multi-family and mixed use developments on these corridors serve as transition between commercial uses and single-family homes.

Building Permits

Residential building permit activity in DeKalb County has steadily decreased over the past several years as land for residential development has become more scarce. Permits decreased approximately 35% from 2004 to 2006. In the face of the housing slowdown across both metro Atlanta and the nation, DeKalb County actually reported an increase of eight percent in residential building activity through December 2007, in comparison to the same time in 2006. While single-family and two to four unit (usually duplexes or townhomes) permits declined during this time, it was the drastic increase of five or more unit permits (condominiums or apartments) that account for the overall net gain. Single-family permits fell 31% through December 2007, as compared with the same period in 2006. Building permits for two to four units actually experienced no change during the same timeframe. However, multi-family permits (five or more units) in DeKalb County increased 89% through December 2007. For year-to-date February 2008, only decreases have been reported, with the total permits issued declining 42% from the same time in 2007.

For the City of Atlanta as a whole, residential building permit activity grew by 85% from 2000 to 2006. So, it is clear that the sheer pace of building activity across the City is markedly different when comparing the last several years. The biggest increase was seen in single-family permits, which increased by 129% during that timeframe. The number of residential building permits increased approximately 11% between 2004 and 2006. Between 2006 and 2007, residential building permits declined by 14%. Single-family permits decreased the most during this timeframe, by 32%, reflecting the housing market trends in the Region. The permits for between two to four units, likely townhomes in this case, declined by 12% between 2006 and 2007. The permits for five or more units fell by 10% during the same timeframe. For year-to-date February 2008, only decreases have been reported, with the total permits issued declining 64% from the same time in 2007.

When looking a bit more closely at the building permit information, it is also important to consider the value created by the issuance of the permit. While this is an estimation at the time of application, it is still interesting to consider any trends apparent in this information. The total construction value of building permits in 2006 was over three times higher than the value in 2000. The average permit value has been appreciating steadily in the City since 2000. Even while the number of residential building permits has declined in the last year, the value of the average permit actually appreciated by just over two percent between 2006 and 2007. And while there have been marked declines in the number of permits for year-to-date February 2008, there has actually been a seven percent increase in the average permit value.

Residential Sales

The 2006 median sales price for DeKalb County (\$177,900) increased five percent over the previous year. The largest increase was in new home prices, which increased 25%. This growth is faster than the Atlanta MSA. Existing home prices grew at a much smaller pace, increasing only one percent over the previous year. Sales of homes remained essentially flat during this period, increasing only

one percent; three-quarters of sales volume were resales of existing homes.⁴ The average sales price for new homes in DeKalb County in 2007 was \$308,100.⁵

The 2006 median sales price for the 30317 zip code (College Avenue to the north, Glenwood Avenue to the south, Candler Road to the east and Moreland Avenue to the west) was \$183,715. There was actually a decrease in sales prices between 2004 and 2006 for new homes. However, during the same time period, resales increased in value. Overall, the number of sales decreased between 2004 and 2006, with the biggest loss in the number of new homes sold.

The average new home sales price (\$267,288) for the 30317 zip code has appreciated since 2004, posting a gain of 25% in overall value. The range in the value of new homes sold in 2007 was between \$189,900 and \$429,900. The number of units sold has also increased substantially during this timeframe. Given the urban character of the area and its proximity to key transit stations (Candler Park/Edgewood MARTA station) and corridors in the City (Moreland Avenue, Memorial Drive, and DeKalb Avenue), it is not surprising that the bulk of new sales are from condos and townhomes.

In the 30317 zip code, the most stagnant supply of homes is priced over \$500,000. The most sales activity, and the least amount of supply, is taking place in the market with homes priced between \$151,000 and \$175,000.⁶ Resales, as opposed to new home sales, account for more than 80% of the market activity in this zip code.

Existing Residential

The Study Area is predominately made up by residential uses. There are commercial uses as well, since two state routes border the Study Area (Moreland Avenue and Memorial Drive). The bulk of the Study Area is comprised of the Edgewood neighborhood, with a small portion of the adjacent Kirkwood neighborhood also included. These neighborhoods are dominated by single-family homes, the majority of which were built prior to 1970, and in many cases, well before that. Over the past ten years, there has been some infill development.

Single-Family Residential

The vast majority of residential in the Study Area is made up of single-family homes. These homes are predominately old and relatively well-maintained housing units. There is a notable proportion of homes sprinkled throughout that are ill-maintained and run-down. There are few of the large, historic homes that are common in adjacent neighborhoods like Candler Park. The single-family residential here is a smaller sized stock at lower price points than many of the



Example of New Infill Housing in Edgewood

⁴ Source: Atlanta Journal-Constitution Home Sales Report, Market Data Center.

⁵ Source: Smart Numbers.

⁶ Source: Smart Numbers.

surrounding neighborhoods. There has been much more infill activity and renovation activity throughout the Study Area in recent years. Overall, the Edgewood neighborhood is stable and has been seeing reinvestment and appreciation in recent years.

Townhomes/Condominiums

There has also been quite a bit of residential infill development, particularly townhomes, just inside and outside the Study Area. Most of this development in Edgewood has been on its edges, rather than in the core where single-family is located. Some of the more recent townhome developments in the Study Area include:

- **100 Moreland Lofts** – 10 units. Priced between \$215,000 and \$230,000s. Two-bedroom, two-bath units. Mid-stages of selling.
- **Caroline Street Lofts** – 30 units. Priced from low \$200,000s. One- and two-bedrooms, one- and two-and-a-half bath units. Almost completely sold.
- **LaFrance Street Townhomes** – 7 units. Priced from \$200,000s. Three- and four-bedroom, three-and-a-half bath units. Early stages of selling.
- **Pent Manor** – 8 units. Priced in \$250,000s. Two-bedroom, two-and-a-half bath units. Late stages of selling.
- **Shoe Factory Lofts** – 41 units. Priced between \$170,000 and \$300,000. One- and two-bedrooms, one- and two-and-a-half bath units. Almost completely sold.



100 Moreland Lofts

Some of these developments are recently completed, some have units occupied and more waiting to be sold, and some have plans for continuing in further phases of development as the market permits.

Apartments

There have not been any new apartment communities developed within the Study Area in recent years. Most of the apartments within the Study Area are 50 years old and have few amenities to offer. Approximately 5 years ago a number of new senior housing, affordable housing and condo/loft units were built as part of or in conjunction with the Edgewood Retail District. The resident profile varies widely, and there is a mix of both market-rate and income-assisted communities. The bulk of apartment units are found in Edgewood Court, which has



Example of Older Stock Apartments

approximately 200 units that are all income-assisted. Average monthly rents range from \$400 to \$900 in the Study Area. Within the Study Area, there is a real dearth of new, market-rate, high-quality rental product that is attractive to young urban professionals.

Also significant to note is the ongoing redevelopment of Edgewood Housing I and II units located on approximately 80 lots in the neighborhood centered in proximity to Mayson Avenue and Hardee Avenue. Mayson Avenue Cooperative, a non-profit entity, acquired Edgewood Housing I and II, they consisted of approximately 150 scattered-site duplexes that cover about a four-block area. These former Section 8 units have been vacated (and residents relocated) and demolition is currently underway. Due to the number and location of these units, this redevelopment effort could markedly impact the Study Area in terms of residential development in the next few years. Since a non-profit is involved that is not an actual developer, the specific plans for the redevelopment of these parcels will be dependent upon development partners. However, based on the rezonings that have already been approved for this site, it is likely that a townhome-type housing unit will be developed. Additionally, the area along Mayson Avenue has been known to be crime-ridden. Redevelopment of Edgewood Housing could have a significant effect on further redevelopment and investment efforts in the Edgewood neighborhood, as well as affecting any new, infill development on the southern side of the Edgewood/Candler Park MARTA station.

Planned Residential

There is a solid quantity of new and planned development in the Study Area that supports the continued trend of increased housing values and densities. In speaking with local developers, they indicated their belief in the customer as young urban professionals and gay urban professionals, many of which will be newly relocated to Atlanta. They also thought customers would include people looking for new housing that already live in an urban, close-in location and want to move out of an older housing unit. Further, many developers cite single female buyers as an increasingly important market component for intown residential units. Additionally, part of what has guided the resurgence of intown living is the frustration with commute times across the metro area.



Marion Place

There are three residential projects under construction within the Study Area, as detailed below.

- **Marion Place** – Marion Place and Caroline Street. Currently under construction. 26 townhomes priced from \$400,000s to \$440,000s. Three-bedroom and three-and-a-half bath floor plans. First phase finishing up now and second phase will be dependent on the market (\$285,000 as of 2009).
- **Hardee Station** – Hardee Street and Moreland Avenue. Currently under construction. 8 townhomes priced from \$260,000s. Three-bedroom and two-and-a-half bath floor plans.

- **The Carlyle** – Vannoy Street and Memorial Drive. Currently under construction. 36 townhomes priced from \$360,000s. Two-bedroom and three-and-a-half bath floor plans. Also will include 13,0000 square feet of retail space.

RETAIL MARKET SUMMARY

Metro Overview

The metro Atlanta retail market suffered from the recession of the 1990s, as did the rest of the nation. It has been making a slow recovery, due in large part to its sprawling boundaries. Given the nature of retail development across such a sizable metropolitan area, it is feasible for different submarkets to have completely different and isolated experiences within this recovery period. There are certainly many reasons that industry experts are expecting consumer spending and retail leasing activity to slow down, such as increasing gas prices, slowing housing market, and decreasing consumer confidence, lower wages, increasing unemployment, among others.

However, the metro economy seems to still be creating jobs at at least a moderate rate and wages are still reporting increases in many sectors. Thus, construction of shopping centers is concentrated in fast-growing suburbs, infill sites in mature trade areas, in downtown areas that have had considerable condo construction, and in areas with ethnic concentrations that have growing sales potential. Not surprisingly, upscale and discount retailers are reporting better performance results than middle-market retailers, according to Grubb & Ellis.

During these last few years, retail space in metro Atlanta has continued to grow. Specialty lifestyle centers are a proven product in Atlanta, with examples like Camp Creek Marketplace and The Forum at Peachtree Parkway. More and more retail space is showing up as a component of large mixed use developments, such as Atlantic Station. Not surprisingly, grocery-anchored retail centers and neighborhood centers continue to be solid products in the metro area. However, the Atlanta metro market did experience a slight decline in the first quarter of 2008.

As a whole, the retail market in Atlanta has a total of 10,273 shopping centers, representing approximately 253.6 million square feet, with an 8.5% vacancy rate. The average rent per square foot is \$15.69. The total space can be classified into five categories: general retail (30%); mall (10%); power center (8%); shopping center (50%); and specialty center (2%).⁷

The Study Area is located within the Decatur/East Atlanta retail submarket. The Decatur/East Atlanta retail submarket has a total of 494 shopping centers, reflecting approximately 7.2 million square feet of retail space. The total space in this submarket can be classified into five categories: general retail (54%); mall (0%); power center (10%); shopping center (36%); and specialty center (0%). The vacancy rate in this submarket is among the lowest third in the metro area, at 6.5%. The average rent per square foot is \$10.77, which is 46% lower than the metro average. Approximately 64,000 square feet have been delivered in this submarket year-to-date; currently there is no retail square footage under construction, according to CoStar.

⁷ Source: *The Retail Report: Atlanta Retail Market*, CoStar Group, First Quarter 2008.

Study Area Characteristics

The Study Area has a range of retail types and size. Since Moreland Avenue is a major commercial corridor in the City of Atlanta, it is not surprising that most of the basic resident and employee needs are served along the Moreland Avenue portion of the Study Area. Some of the large-scale retail uses on Moreland Avenue on the edge of the Edgewood neighborhood serve many customers in the greater market areas as well.

There are basically three types of retail functionalities at work in any given market.

- **Convenience** – grocery and drug store purchases, as well as some apparel and home items. Usually purchased close to home, based on available selection. Can also include restaurants.
- **Regional/Chain** – more likely to be shoppers goods, such as apparel, home items, hobby-related goods, etc., and restaurants. Consumers travel to specific stores based on the consistency of selection and types of goods. The same consistency and familiarity with product is the driving force behind dining out at chain restaurants as well.
- **Regional/Unique** – most likely shoppers goods and restaurants. Consumers will drive long distances to go to stores and restaurants that provide goods and services unlike anywhere else. This uniqueness can be specific products, the environment/atmosphere, or the ability to go to a place that clusters similar goods and services in a hard-to-find fashion.

In short, having all three types of retail functions within the Primary Market Area helps to keep more money in the local economy by meeting all residents' and workers' consumer needs within one area.

Existing Retail

The retail market in this area is dominated by the Edgewood Retail District on Moreland Avenue. There is approximately 573,000 square feet of retail space in the Study Area. The average age of retail development in the Study Area is only 10.0 years. The overall average rent for the Study Area is \$24.85 per square foot. There are relatively low vacancy rates reported for the active retail sites. There are three distinct areas of retail within the Study Area.

Edgewood Retail District

The Edgewood Retail District is located in the northwest portion of the Study Area. Of the total 573,000 square feet in the Study Area, approximately 500,000 square feet are within the Edgewood Retail District. Needless to say, the Edgewood Retail District is a significant component of retail in the Study Area. The Edgewood Retail District has a large influence on the overall performance of the Study Area's retail. It impacts the age of retail development, since it was

completed in 2005 and 2006. Edgewood Retail District's rents are mostly over \$30 per square foot for the



Edgewood Retail District

development, with the exception being second-story retail ranging between \$20 and \$25 per square foot.

The Sembler Company, who developed and manages this property, describes this as one of its best performing properties. They report receiving many leasing inquiry calls. Restaurants and drug stores are frequent inquiries that The Sembler Company cannot accommodate due to infrastructure and parking limitations. There have been only two turnovers to date in the complex, with the reasons being determined as poor business plans or wrong concepts, not based on locational factors. There are currently three vacancies in Edgewood Retail District, totaling less than 4,500 square feet.

Hosea Williams Drive

There are a few retail properties along Hosea Williams Drive, concentrated at the intersection with Woodbine Avenue. This area has long been a commercial node in the neighborhood, but has really experienced significant renovations and increased occupancies in the last two years. Kirkwood Park shopping center, at the Woodbine Avenue intersection, underwent renovations and has been leasing up for the past two years. It is not fully leased to date, but has gained momentum in leasing activity in the last few months, according to The C Group. There are currently all local tenants in the shopping center, including: coffee shop, home inspection business office, hair salon, kung fu studio, insurance office, and juice bar. It is a collection of tenants that provide services to surrounding neighborhoods as well. It is of a nature, character, and scale that most residents in the area are pleased with and would like to see more of.

Moreland Avenue & Memorial Drive

The types of commercial uses located along both Moreland Avenue and Memorial Drive bordering the Study Area seem to be predominated by what can be termed tertiary tier retail uses. Simply put, these are not premier businesses, marquee services or national tenants. Most likely this has occurred over time, as retail tenants geared towards the lower-income residents that have historically lived in this area have not “caught up with” the consumer preferences of the newer residents in the area. There are free-standing retail establishments, as well as shopping centers that have low-end tenants and many vacancies.

Planned Retail

There is no significant retail planned and/or approved for the Study Area currently.

OFFICE MARKET SUMMARY

Metro Overview

The metro Atlanta office market is performing better than many across the country, despite the recent economic downturn. The last two years have brought improvement in terms of net absorption, vacancy, and subleases. Over the course of 2007 that trend continued, with lease rates increasing, vacancy rates stabilizing, and sublease space steadily going down. The first quarter of 2008 marks the first quarter of negative absorption after three years of positive growth in the Atlanta office market. Over the course of 2007, the market absorbed slightly more than three million square feet. In addition, there is approximately six million square feet under construction. Leasing activity

has leveled off in comparison to last year, but it could be worse. Atlanta is faring better than many markets across the nation, but decision makers seem to be in a “wait and see” mode, according to Grubb & Ellis.

The market recovery is certainly more gradual than many past cycles. Some question how accurately a comparison can be made with the record low vacancy rates that occurred seven years ago in metro Atlanta as a result of the technology boom. There is an expectation that supply will outweigh demand as more new construction continues. In fact, the pace of construction starts has also slowed, indicating that developers are cautious about the likelihood of over supply. However, job growth is expected to continue, and as that happens, rents should remain stable as concessions decline. In fact, Forbes ranked Atlanta as the third best city in the nation for young professionals, which speaks to the area’s young and well educated workforce. The continued positive job growth correlates to office space demand and may also slow any potential negative absorption, according to Grubb & Ellis.

The Atlanta office market has 9,567 buildings, comprising about 255.5 million square feet. The average rental rate is \$20.50 per square foot, and the vacancy rate is at 14.0%. The total space can be classified into three categories: Class A (40%), Class B (44%), and Class C (16%).⁸

The Study Area is located within the Decatur office submarket. The Decatur office submarket has 352 buildings, comprising about 5.7 million square feet. The average rental rate is slightly above the metro average, at \$21.21 per square foot and among the highest 20% across the metro area. The vacancy rate is 6.3%, well under the metro average and among the lowest across the metro area. No new square feet have been delivered in this submarket this year, and no office space is currently under construction, according to CoStar.



Office Space at Arizona Lofts

Study Area Characteristics

There is not any significant office development within the Study Area. Of the office space that is in the Study Area, most is housed in retail/storefront space or a portion of mixed-use development. There are no multi-tenant, multi-story office buildings. When considering the greater market area, there is not what could be characterized as a significant office market.

Existing Office

The small proportion of office space that is located in the Study Area is along its edges, on Moreland Avenue, DeKalb Avenue and Arizona Avenue. The bulk of the office located in the Study Area is small-scale. The average age of office development in the Study Area is 35.6 years, and very few renovations have been done. The overall average rent for the Study Area is \$15 per square foot. There is approximately 41,000 square feet of office space in the Study Area. There are very low

⁸ Source: *The CoStar Office Report: Atlanta Office Market*, CoStar Group, First Quarter 2008.

vacancy rates reported for the active office properties. There were no square feet absorbed for the Study Area year-to-date. This is because there has been no new space to come onto the market through turnover or new construction.

Planned Office

There is no planned or approved speculative office space within the Study Area currently.

INDUSTRIAL MARKET SUMMARY

Metro Overview

Much like the office market, the industrial market in metro Atlanta has been making a slow recovery over the last few years, inching towards its peak seen during the 1990s. The first quarter of 2008 marks the fifteenth consecutive quarter of positive growth in the Atlanta industrial market. Net absorption continues to be positive and rental rates continue to increase. Vacancy rates have been relatively stable over the last two years. The pace of construction starts has also slowed, indicating that developers are cautious about the likelihood of over supply. Nationally, many corporations are issuing temporary freezes on spending in the face of the economic downturn, awaiting signs of changes in the economy, according to Grubb & Ellis.

As is well-known, Atlanta has many characteristics that have made it the southeastern hub for transportation, distribution and logistics, such as interstate highways, rail lines, and the airport. For all these reasons, metro Atlanta is still a strong location choice for industry. The industrial market is expected to continue to experience a strong recovery, but at a more subdued pace as over-supply is a risk as new development is completed. New construction is expected to be focused in outlying distribution corridors throughout the metro area; especially in the Northeast corridor. The trend of industrial firms consolidating into larger and more modern facilities is projected to continue, as companies find it more convenient to put all operations under one roof, according to Grubb & Ellis.

The Atlanta industrial market has 11,460 buildings and about 597.2 million square feet. The average rental rate is \$4.30 per square foot. The vacancy rate averages to 11.4% for the metro market as a whole. The total space can be split into two dominant sub-types: Flex (10%) and Warehouse (90%).⁹

The Study Area is located within the Snapfinger industrial submarket. The Snapfinger industrial submarket has 305 buildings, comprising about 13.3 million square feet. The average rental rate is below the metro average, at \$4.12 per square foot. The vacancy rate is 8.2%, which is below the metro average. No additional industrial space has been delivered in this submarket this year, and no industrial space is currently under construction, according to CoStar.

Study Area Characteristics

There is not a significant amount of industrial development within the Study Area. There are only a handful of industrial properties along the edges of the Study Area. There are still remnants that can be found in the Study Area indicating its previous history as an industrial area, particularly along the

⁹ Source: *The CoStar Industrial Report: Atlanta Industrial Market*, CoStar Group, First Quarter 2008.

DeKalb Avenue and LaFrance Street corridors. Many of these buildings have either been rehabbed and turned into alternative uses, or torn down and new uses constructed in their place.

Existing Industrial

Most of the industrial that is in the Study Area has been there several decades. The industrial businesses in the Study Area are not considered heavy industrial. The industrial properties in the Study Area are located along its edges, on Moreland Avenue, Memorial Drive, LaFrance Street and Arizona Avenue. The average age of industrial development in the Study Area is 70.1 years, and very few renovations have been done. Rents average between \$6 and \$8 per square foot. Existing users include a bakery and Atlanta Public Schools. There is approximately 399,000 square feet of industrial space in the Study Area. There are very low vacancy rates reported for the active industrial properties. There were no square feet absorbed for the Study Area year-to-date. This is because there has been no new space to come onto the market through turnover or new construction since second quarter 2007.



Example of Industrial Property

Planned Industrial

The industrial portion of the neighborhood is stable and there are no planned or newly approved industrial space within the Study Area currently.

ISSUES & OPPORTUNITIES

DEVELOPMENT OPPORTUNITIES

Given the existing conditions of the study area, the market analysis, information gleaned from previous studies and plans, and the information gathered at community meetings and the public workshop, a clear set of Development Opportunities were developed. Given that the majority of the community is a stable single-family neighborhood and the desired course of action for this area was to ensure consistent and sensitive infill through future lot by lot development, the opportunities that were left to highlight were those properties that were larger in size, non-single family in use and for the most part, on the outer edges of the neighborhood. A series of Challenges and Assets were articulated that allowed the planning team to narrow down and focus on the potential development opportunities.

STUDY AREA ISSUES

Study Area Challenges & Assets

There is significant potential for development and redevelopment in the Study Area. However, as in every community, there are challenges that need to be addressed and assets that need to be recognized. A consistent circumstance in terms of planning, market analysis, and economic development is that, many times, issues are just opportunities in hiding. Meaning that what seems like a negative might easily be turned into a positive for the community with an adjustment in perspective and a leveraging of resources. That is why it is important to face challenges, recognize them, come to understand them, and implement actions to change them in order to move the Edgewood area forward in the long-term. These issues and opportunities are based on stakeholder interviews, market assessment, and feedback at public meetings.

Challenges

- Underutilized commercial uses/tertiary retail uses along parts of border commercial corridors
- Vacant property
- Lack of connectivity
- Perception of crime
- Low elementary school enrollment numbers
- Development activity not consistent throughout area
- Low income levels in Study Area
- Not pedestrian friendly throughout area
- Rundown properties, lack of maintenance
- Low educational attainment levels in Study Area

- Speculative investors holding land

Assets

- Development activity
- Vacant properties opportunities for development
- Support for higher density development on corridors and large strategic sites
- Diversity
- High-scoring and award-winning elementary school
- Support for mixed-income housing to ensure residents have options to stay in community
- After-school programs
- Desirable residential area
- Convenient location to downtown Atlanta and Decatur
- Existing park space
- Great access with Moreland as thoroughfare to Interstate 20

RECOMMENDATIONS

REDEVELOPMENT PROJECTS

There are many projects and initiatives that can be undertaken in efforts to improve upon the assets of the Edgewood Study Area and continue redevelopment efforts (see figure 2). But, it will be important to utilize both public and private funds to accomplish this redevelopment. In particular, strategically using potential public and non-profit resources to leverage private investments. There are some projects that, when begun, can send the message to private developers, future residents, brokers and realtors, future businesses and existing area residents and workers that something is *really happening* in the Study Area.

Figure 2 + Redevelopment Projects



With that said, the projects suggested below should be viewed as the key projects that need to be priorities for the Study Area. These projects have the ability to set the Study Area apart, define its character, help it to become a destination and continue positive economic trends. Some are new developments that will be long-term efforts and some are leveraging existing assets to their fullest potential. Regardless of the horizon or development timeline, action must be taken today to get these projects underway. Again, there are a multitude of projects and programs that can help to move the Study Area forward, the projects below were selected based on market conditions, stakeholder interviews, potential to spur continued development, and leveraging strategic public investments.

MARTA Station Infill Development

There is great opportunity to leverage property surrounding the Edgewood/Candler Park MARTA station in the Study Area (see figure 3 and 5). Certainly, much of the parking located at the station is used by riders, but it does seem that since parking is available on both sides of the station (north and south access), there is potential to use some of that property for new development. In discussions with MARTA, the northern parking lot on the Candler Park side is highly utilized. But, the southern parking lot in Edgewood (and the Study Area) is underutilized, and they are open to considering redevelopment of this lot, though they have no current plans. MARTA has investigated infill development on this site over the past 3 years through a Georgia Tech/Georgia State classroom exercise focusing on multi-family development. They have some basic requirements for redevelopment from a transit standpoint – to include 80 parking spaces dedicated to MARTA parking in the future development and to still provide a bus pick-up and turnaround

Figure 3 + MARTA Redevelopment



Figure 4 + LaFrance Street



facility.

The opportunity at the Edgewood/Candler Park MARTA station in the southern parking lot is for medium-scale mixed use development. Four- to five-story buildings would be merited here since its only directly adjacent neighbor is Edwards Baking Company, an industrial use. Multi-family development makes the most sense on this site; its proximity to the MARTA station, the large-scale retail already close-by in Edgewood Retail District, and the size of the site itself (approximately seven acres) are all locational assets for multi-family. Based on market support and the size of the site, it seems that 250 to 300 multi-family units could work at this site.

Figure 5 + MARTA Plaza



Edgewood Master Plan - MARTA Station

Whether the multi-family results in condos or apartments will be dependent on the timing of development. Given MARTA's interest and continuing market pressure in intown for high-quality rental, which there is a dearth of in the Study Area as well as across the railroad tracks in Candler Park, if this potential redevelopment were to get underway in the next couple of years, it would be best suited for high-quality leased housing units that could potentially transition down the road to owner-occupied units.

As part of this potential redevelopment, it would be important to provide a transition to the single-family properties that begin across the street. The recommendation would be to provide townhomes

on the opposite side of LaFrance Street (not on MARTA's current property) facing the redevelopment in order to buffer the existing single-family neighborhood. The suggested townhomes would be developed on existing vacant lots and a few ill-maintained single-family properties.

While the bulk of the site would make the most sense as multi-family development, some accessory commercial use would be an asset and could be supported by the neighborhood. Restaurants, limited and full service, as well as professional services would be an appropriate addition to compliment mixed use development. Additionally, it would offer transit riders amenities and shopping opportunities as they enter or exit the train station. Based on market support and potential development characteristics, it seems that 12,000 to 18,000 square feet of retail/office space could work at this site.

It is important to clearly state that four- to five-story buildings would not be recommended throughout the Study Area, but instead concentrated at the MARTA station, where a slight increase in density is not only appropriate, but merited and supportable. Additionally, it is clear that residents in the area support and desire mixed-income developments (and there is always market demand for more affordable intown residential units) that help to ensure that people that work in the area are also able to live in the area, also helping to guarantee continued diversity in the community.

Redevelopment Along Memorial Drive

Only a small portion of Memorial Drive is included in the Study Area. All along Memorial Drive is evidence that it is currently a corridor in transition, not just in the Study Area. It has long been a commuting and commercial corridor, but it has experienced disinvestment over the past few decades. This has left much of the corridor with vacant buildings and run-down properties. A transformation has been happening, particularly in the last five years, as many older properties have been rehabbed or demolished in other parts of the corridor. Regardless, most of the new uses or adaptive re-uses have been multi-family developments.

It is highly recommended that this trend not only continue, but is encouraged in the Study Area's portion of Memorial Drive. This is already underway with some of the residential properties discussed in the previous *Residential Market Analysis* section. It is appropriate to place multi-family development along this commuting and commercial corridor to serve as a buffer and transition zone to the single-family neighborhood. However, it is questionable whether the single-family area south of Memorial Drive and north of Interstate 20 will remain of the same character in the long-term.

Since it is a small section of single-family, it is adjacent to large-scale run-down commercial to the east and multi-family redevelopment to the



Townhomes Under Construction along Memorial Drive

west; it is feasible that eventually the area will be ripe for redevelopment as multi-family in the long-term.

Further, following the precedent already set on Memorial Drive, townhomes are also supported by the market. It would also be complimentary to allow mixed use development at key nodes to encourage restaurants or convenience services within walking distance of residents in the existing neighborhood as well.

Edgewood Housing Area Redevelopment

The Edgewood Housing Area, roughly bordered by Hosea Williams Drive, Hutchinson Street, LaFrance Street, and Wesley Avenue, was a residential area with a mixture of small, single-family homes and duplexes. It included older, ill-maintained residential units in various states of disrepair. There was and remains to some effect a perception of crime in this area. For successful neighborhood redevelopment, this blighted area has to be redeveloped. This area has essentially been a pocket of poverty that is a barrier and detractor from any development efforts in the area. While these units were not the only problem

properties in this area, the demolition of these units have had a significant impact and are well-positioned to initiate redevelopment momentum in the surrounding area.

As people can see changes in the area, the private sector will take more interest and begin to reinvest in the neighborhood with new housing developments. What this area needs most is action – it is clear from community input that this area has been in a state of blight for some time and people question whether it could ever change. Taking visible action in the area, such as the recently completed demolition, will help to get people excited and engaged, including private sector developers and

investors, about what could happen in the area. Additionally, stronger enforcement of zoning conditions and existing housing and zoning codes would also be a critical step. Aggressively collecting any past due taxes on property in the area, for both local and absentee landlords, would be an impetus for the area as well. As these steps are taken, clear changes would be visible in this area.



Edgewood Housing Units - Pre-Demolition



Edgewood Housing Units - Post-Demolition

It is recommended that this area be redeveloped as residential to include a diversity of housing product; simply meaning allowing a mix of housing types and a variety of price points. This diversity is what can make an area thrive. Single-family homes and townhomes should develop here; while condos and apartments are better suited at other locations in the Study Area. They should be co-located, and not separated into clusters. This redevelopment will be accomplished through both continued renovation efforts as well as new, infill development.

Additionally, it is clear that residents in the area support and desire mixed-income developments that help to ensure that people that work in the area are also able to live in the area, also helping to guarantee continued diversity in the community.

Redeveloped Neighborhood Commercial Node

There is an existing commercial node in the Edgewood neighborhood at the intersection of Arkwright/Woodbine Avenue and Whitefoord Avenue (see figure 6 and 7). However, it is a node that has experienced significant disinvestment over the years. This node has the potential to provide a true neighborhood scale commercial destination in Edgewood. This would be of a completely different character than the Edgewood Retail District. A redeveloped commercial node here would be comparable to the nodes at McLendon Avenue and Clifton Road in Candler Park or Cherokee Avenue and Glenwood Avenue in Grant Park.

Figure 6 + NC Node



The current space is mostly vacant and not competitive, and thus, is not attracting new tenants. Many times, incentives must be provided to property owners to make improvements to their buildings, both inside and outside. Upgraded commercial space will help to attract new investment. A greater quantity of truly competitive space is needed to help recruit new tenants and encourage existing tenants to continue to invest in their properties. Clean-up and maintenance are simple items

that make a quick and lasting visual impact to potential developers, business owners, and residents when they visit the Study Area.

However, this redevelopment in particular really demonstrates the traditional chicken and egg development issue; meaning does the retail redevelop and then get customers or must there be customers before the retail redevelops? In this case, the transformation that the Memorial Drive corridor is undergoing currently will play in significantly, in terms of both number of residents and income levels. This node's redevelopment will take shape as the income characteristics of the Study Area increase through continued growth and redevelopment. The redevelopment of this node would serve to meet pent-up demand for diversified services in the Study Area, as well as to help the Study Area bolster its visibility and choice as an intown neighborhood.

Figure 7 + Arkwright & Whitefoord



Infill Development at Edgewood Court

Edgewood Court is a large-scale apartment complex with approximately 200 units on the eastern side of the Edgewood neighborhood. It was built in the 1950s as a HUD property. While the owner, HJ Russell, does not have current plans to redevelop this site, it is definitely a strategic site in the neighborhood because of its size – approximately 20 acres. Additionally, given the age of its structures and building market pressure for large residential sites in intown locations, the site has a high potential for redevelopment in the long-term.

Ideally, this large site will form a new anchor for the eastern portion of the Edgewood neighborhood. Infill mixed use development with housing, retail space, and open space would be a substantial catalyst. A combination of housing product type would be merited here; given its location between existing single-family and mid-scale live/work in the Arizona Loft developments. Based on market support and the size of the site, it seems that 250 to 300 multi-family units could work at this site (see

figure 9). Whether the multi-family results in condos or apartments will be dependent on the timing of development; though rental seems most likely at this point in time. In the residential demand forecasts included in the *Residential Market Analysis* section, there is an assumption that the potential MARTA parking lot redevelopment and the potential Edgewood Court redevelopment would not occur on the same timeline, in terms of competition. The redevelopment of both sites presents opportunity for the Study Area and both will have a positive impact, with whichever is first “paving the way” for the new demand capture potential.

In addition to multi-family, other housing product types would be needed to aid this redevelopment to fit into the neighborhood. Based on market support and the size of the site, it seems that 50 to 75 townhomes could work at this site. They would be needed on the western portion of the site to serve as a transition between the new multi-family units and the existing single-family. Further, there is actually a small portion of the site that a handful of single-family homes would make sense on since other existing single-family faces part of the site.



Edgewood Court Apartments

Figure 8 + Foote Street



While the bulk of the site would make the most sense as residential development, some accessory commercial use would be an asset and could be supported. Based on market support and potential development characteristics, it seems that approximately 5,000 square feet of retail space could work at this site. Realistically, that means possibly a café or limited convenience services focused on Foote Street and the new Foote Street extension/connection to Arizona Avenue (see figure 8). This retail space could offer amenities to those visiting the Atlanta Youth Soccer site as well. Additionally, a configuration that allows live/work in a portion of the development would be ideal. The precedent has been set with the adjacent Arizona Loft developments, and this use could make sense on a portion of this site as well.

It is also important to note that it is clear that residents in the area support and desire mixed-income developments (and there is always market demand for more affordable intown residential units) that help to ensure that people that work in the area are also able to live in the area, also helping to guarantee continued diversity in the community.

Figure 9 + Edgewood Court



Redevelopment at Pullman Yards

The Pratt Pullman Yards site is on the eastern edge of the Study Area, and located in the Kirkwood neighborhood. There has been much study and discussion of this site over the years. The Kirkwood neighborhood has put much effort into a community plan for the site. Additionally, the State of Georgia that owns the site is actively seeking bids for development of the site. What is likely at the site is a mixed use development that includes housing, commercial, and green space uses that respect and integrate the existing historical buildings. In addition, a portion of the site is dedicated to a Georgia Southern substation. It was not within the scope of this analysis to evaluate the in-depth market feasibility at the Pullman Yards site. However, it is highly likely that the redevelopment of this site will have a significant impact on the Study Area in a positive way.

Redevelopment Projects Policies

- Provide ample opportunities for affordable housing to provide a variety of housing options.
- Concentrate higher residential densities on select locations (MARTA station, Moreland Avenue, Memorial Drive, Edgewood Court).
- Integrate pleasant passive open spaces into the fabric of new development.
- Ensure quality urban design by designing developments for the pedestrian experience.

TRANSPORTATION/CIRCULATION

The edge-defining corridors of Moreland Avenue and Memorial Drive provide the greatest opportunity for real change and improvement as it relates to transportation and connectivity in Edgewood. These corridors have formulated detailed recommendations and action items through recently completed planning studies. The Edgewood community was very intentional about leveraging the work already done in this regard and using this as an opportunity to both affirm the previous work and to also focus on those areas of the neighborhood that were never before addressed. While the corridors were those streets already addressed before, the more local and internal connection opportunities were ripe for vision and attention. By embracing the concepts of the Eastside Greenway Plan, this planning process was able to weave pedestrian trail and path connections throughout the community, connecting to Kirkwood, the Edgewood MARTA station, the community parks and play grounds and the BeltLine system to the west. These connections have all been incorporated into the Connect Atlanta Plan as secondary bike connections. New streets were explored that while short and few, provide for a vastly improved experience for community residents by ensuring greater access to both MART, the Arizona Avenue Live/Work District and the Soccer Fields and Pullman Yards.

The improvements to Moreland Avenue and Memorial Drive are already in place and in process and are listed in the Existing Conditions section of this document. What remains to be recommended, as part of this plan is that which is not already in play and that which has not been addressed previously. Much of the sidewalks, streetscaping, new streets and bike lanes can be provided through development of the key catalyst projects identified in this master plan. The recommended Quality of Life zoning districts would go a long way towards this end by requiring many of these elements when

new development takes place. Key details of transportation and connectivity for the neighborhood are detailed in this section.

Moreland Avenue

- Continuous and comfortable sidewalks on the entire stretch of road
- Landscaping and street trees on both sides of the street placed between the travel lanes and the sidewalk

Memorial Drive

- Continuous and comfortable sidewalks on the entire stretch of road
- Landscaping and street trees on both sides of the street placed between the travel lanes and the sidewalk

Neighborhood Core

- Look for opportunities for improved streetscaping and traffic calming on neighborhood streets
- Improve street lighting, where needed
- Provide stop sign at Whitefoord and Hardee St/Whitefoord Ave intersection
- Bike/Pedestrian opportunities
 - Along Arkwright Pl from Moreland Ave to the bridge at the bottom of the hill, add a conventional off-street 12 foot wide bicycle path, plus a 24 inch border on each side to occupy the mid portion of the public right-of-way with remaining portions of the right-of-way to retain a landscape boulevard design while also adding leftover footage to existing vehicular routes on both sides
 - Along Arkwright Pl bridge, marked shared lanes across the bridge
 - Along Arkwright Pl from the bridge to the commercial node at Arkwright Pl/Woodbine Ave and Whitefoord Ave, add a 4 foot off-street bicycle lane on the north-side of the street and a 4 foot on-street bicycle lane on the south side of the street
 - Along Woodbine Ave to Hosea Williams Dr, add a 12 foot off-street bicycle lane with 24 inch borders on each side
 - From Hosea Williams Dr & Woodbine Ave to Gilliam Park, close the western side of the Woodbine Ave for conversion to a dedicated mixed-use path
 - Along Hosea Williams Dr, add street bicycle lanes from Moreland Ave to Kirkwood neighborhood, and ultimately, into East Lake neighborhood



Where possible, trails and paths cross the neighborhood connecting it to other neighborhoods in the city

Whitefoord Avenue

- Provide design elements to strengthen the street as a special street in the neighborhood, such as neighborhood house flags or sidewalk bulb-outs/extensions at intersections
- Provide stop sign at Whitefoord and Hardee St/Whitefoord Ave intersection
- Bike/Pedestrian opportunities

- Along both sides of Whitefoord Ave, add street bicycle lanes from DeKalb Ave to Memorial Dr
- Along Whitefoord Ave, install bulbouts that are bicycle friendly, i.e. those not utilizing the full width of the parking lane

MARTA

- Connect to path/trail system through the neighborhood
- Connect to Eastside Trail
- Extend Hutchinson St and Lowry St into the MARTA site
- Provide new streets and sidewalks and streets trees on the site as part of redevelopment

Edgewood Court

- Path/Trail connection to Gilliam Park
- Path/Trail connection to Coan Middle School
- Path/Trail connection to Coan ballfields
- Path/Trail connection to Atlanta Youth Soccer Fields
- Path/Trail connection to Coan Park
- Path/Trail connection to MARTA using the proposed Eastside Trail
- Break up the suburban blocks into more urban/neighborhood blocks
- Provide sidewalks and street trees on streets



Sidewalk extensions, or bulbouts, provide traffic calming at the major intersections of Whitefoord

Live/Work District

- Continuous and comfortable sidewalks on all existing and new streets
- Strengthen the connection to Edgewood Court through new street access
- Landscaping and street trees on both sides of all existing and new streets
- Bike/Pedestrian opportunities
 - On-street bicycle lanes on La France St from Arizona Ave to Whitefoord Ave
 - On-street bicycle lanes from the Pratt Pullman Yard PATH entrance to Arizona Ave
 - On-street bicycle lanes on Arizona Ave from DeKalb Ave to the end of Arizona Ave
 - Construction of a mixed-use non-vehicular trail spur connecting the end of Arizona Ave with the Gilliam Park PATH



Certain streets provide on-street biking opportunities through bike lanes

Transportation/Circulation Policies

- Provide new streets that intentionally reconnect the neighborhood street network where possible.

- Promote “complete streets” complete with sidewalks and landscape/street furniture zones.
- Provide traffic calming opportunities as a means for ensuring safe streets and intersections.
- Provide additional bike/trail/pedestrian way connections throughout the community. All proposed bicycle network connections are to be Secondary connections as defined by the Connect Atlanta Plan.
- Leverage the Edgewood MARTA station as an asset to the community.
- Utilize the Connect Atlanta Street Design Guide for all new street improvements (Travel Lanes 10’ min, On-street Parking 7.5’ min, Sidewalks 5’ min)

INFRASTRUCTURE & COMMUNITY FACILITIES

Through the City of Atlanta’s Water Main Replacement Program, the Edgewood neighborhood will be receiving significant amount of investment in infrastructure improvement. As much as is possible, the City should work with the neighborhood to provide accessory improvements as well. For example, wherever possible, sidewalks and streets throughout the neighborhood should be fixed, repaired, renewed, updated and re-invested in wherever the Water Main process allows for this to be done. This can be a perfect opportunity to leverage this process to do more than just what cannot be seen underground, but to replace the crippling infrastructure that is above ground wherever this initiative enables this unique opportunity to be realized.

In order for the neighborhood to be the sustainable, walkable and healthy community they envision for their future, the support of the Elementary School is critical. To help in this goal, an opportunity should be pursued to transform the property directly east of the school into an extension and or expansion of the Whitefoord Community Program or at the very least some similar kind of community program use if not specifically the Whitefoord Community Program. This large parcel is currently owned by an active church that is seeking to sell this property to enable them to move outside of the community. This lot is a perfect opportunity for both a community center for the neighborhood and a truly usable playground for the Whitefoord Elementary School. The school has currently built a smaller playground in its existing parking lot behind the school, but the school would benefit greatly from a larger space which would enable the school to program successfully all of their recreational needs.

The former site of Edgewood Housing provides an additional opportunity to provide smaller and more community-oriented open spaces in the neighborhood. At some point, these approximately 80 lots will move towards redevelopment and at that time, small pockets of open space should be intentionally designed into the project as it is built. In some places, passive pocket park spaces should be created to allow for nearby residents to sit, read and passively enjoy the outdoor space. In other locations, community gardens could be provided that enable the community to grow their own flowers, fruits and vegetables as well as providing an educational opportunity for the nearby Whitefoord Elementary School and Coan Middle School. These opportunities should be provided in a only a few locations but should be spaced so as to maximize their reach through this portion of the community.

The proposed MARTA redevelopment site and the Edgewood Court redevelopment site have also been chosen as locations for new community facilities. At the MARTA site, a central park/open

space should be provided with the goal of giving this MARTA station an attractive front door/gateway between the station and the neighborhood. This open space should be passive and would be intended to be more symbolic as opposed to being any kind of active recreation. At the Edgewood Court development, the adjacent vacant Atlanta Public Schools building is intended to be used as a community business or arts complex, similar to Studioplex in Old Fourth Ward and other similar community-focused complexes in similar neighborhoods in Atlanta. More specifically, this building should not be used for loft or residential use but only for those uses that foster community enterprise and spirit.

Infrastructure & Community Facilities Policies

- Utilize public infrastructure improvements as opportunities to provide new pedestrian amenities.
- Concentrate community-oriented services adjacent to Whitefoord Elementary School.
- Provide additional playground/recreational opportunities at Whitefoord Elementary School.
- Encourage the increased awareness of neighborhood educational and community-oriented services.
- Integrate neighborhood-serving pocket parks within the community as part of new large-scale development.

LAND USE & ZONING

The Edgewood neighborhood is the prototypical intown neighborhood complete with a large core of detached single-family residential. As is common with most Atlanta neighborhoods, the core of the neighborhood has a balance of secondary uses in pockets of multi-family dwellings and small neighborhood commercial nodes. Framing the edges of the neighborhood are corridors that have experienced a land use transition over the past five years from single-family residential and disinvested commercial nodes to new infill multi-family and new or renovated commercial districts. The LaFrance St corridor to the north has remained predominantly an Industrial subdistrict of Edgewood, although portions of this area have been converted into Live-Work residential, and what has become a viable loft community within the neighborhood. Edgewood also contains the unique asset of having a MARTA station on the northern boundary of the community, providing the benefits and amenities that come with the access to mass transit.

Corridors

The Master Plan envisions the Edgewood corridors continuing their evolution from predominantly single-family districts to multi-family districts, offering opportunities for affordable and diverse residential options in the community. The corridors also provide unique opportunities to create Gateways at the edges of

Edgewood as a means of communicating the



Mixed Use nodes along the corridors integrate urban forms to frame the streets

presence of the neighborhood to residents or visitors. It is important to note that the multi-family component for all of the neighborhood corridors is that of low-rise (3-4 stories) development consistent with the type of development that is currently in place. Path/Trail opportunities are to be created along Hosea Williams Dr, and Woodbine Ave/Arkwright Pl, which eventually would connect with the Beltline. Ultimately, the development/redevelopment of residential uses to the south of Walker Park will aid in the “activation” of the park by providing additional potential users and watchers of the park. Specific corridor recommendations are as follows:

Moreland Avenue

- Mixed use nodes, which also serve as Gateways, at Moreland Ave/Caroline St, Moreland Ave/Hosea Williams Dr, Moreland Ave/Arkwright Pl, Moreland Ave/Memorial Dr
 - Proposed Land Use: Mixed Use
 - Proposed Zoning: MRC1, MRC2 or MRC3
- Multi-family (3-4 floors) residential between mixed use nodes
 - Proposed Land Use: High Density Residential
 - Proposed Zoning: MR3, MR4A or MR4B



Multi-family stretches along the corridors provide affordable housing options

Memorial Drive

- Mixed use/commercial Gateway at Whitefoord Ave
 - Proposed Land Use: Mixed Use
 - Proposed Zoning: MRC1 or MRC2
- Multi-family (3-4 floors) residential between mixed use nodes
 - Proposed Land Use: High Density Residential
 - Proposed Zoning: MR3, MR4A or MR4B

Neighborhood Core

The essence of the Master Plan is the preservation and enhancement of the single-family core of the neighborhood. The single-family core is the lifeblood of the entire neighborhood and it is essential that the core be sustainable, vibrant, and safe. The Master Plan advocates maintaining the detached single-family nature of the community and balancing this with additional small-scale multi-family redevelopment opportunities in locations where multi-family currently exists. It is vital that the predominant use of the neighborhood remains



The single-family core of the community is preserved and strengthened

detached single-family and it is of equal importance for the remaining multi-family uses to blend in to the fabric of the community as much as possible. Where feasible, small open spaces should be provided through redevelopment of multi-family developments to enable usable pocket parks for the residents in close proximity to established residential. LaFrance St is to serve as a delineated boundary between single-family residential on the south side of the street and multi-family to the north side of the street to preserve the separation of these uses as it exists today. Detailed recommendations for the neighborhood core are as follows:

- Preserve the predominantly detached single-family character of Edgewood
 - Proposed Land Use: Single Family Residential south of Hardee St, Low Density Residential north of Hardee St
 - Proposed Zoning: R4A south of Hardee St, R5 north of Hardee St
- Preserve and improve the Neighborhood Commercial node at Memorial Dr and Whitefoord Ave
 - Proposed Land Use: Mixed Use
 - Proposed Zoning: NC or MRC1
- Preserve and improve the Neighborhood Commercial node at Whitefoord Ave and Arkwright Pl/Woodbine Ave
 - Proposed Land Use: Mixed Use
 - Proposed Zoning: NC or MRC1
- Redevelop lot at southeast corner of Hosea Williams Dr and Whitefoord Ave as civic use leveraged by adjacent elementary school and the greater community, including possible playground, library, community center, or open space uses
 - Proposed Land Use: Open Space or Community Facilities
 - Proposed Zoning: R4A
- Redevelop the lots known as the Edgewood Housing area as multi-family Townhomes, and where appropriate, single-family detached uses
 - Proposed Land Use: Medium Density Residential
 - Proposed Zoning: MR2 or MR3
- Designate the parcels north of LaFrance St and west of Whitefoord Ave as multi-family (3 floors)
 - Proposed Land Use: Medium Density Residential
 - Proposed Zoning: MR2 or MR3



The neighborhood commercial districts within the neighborhood provide shopping and community gathering opportunities

MARTA

One of the greatest potential assets to the Edgewood neighborhood, which most communities do not have, is immediate access to a mass transit station. MARTA is positioned on the northern edge of Edgewood, offering a close and convenient transportation alternative. The existing MARTA parking lot north of LaFrance St and in the Edgewood neighborhood is underutilized and offers a prime opportunity for redevelopment. Several other MARTA stations have either redeveloped

underutilized parking lots into new development or are in the planning stages to do so. The Master Plan envisions this site as an opportunity for economic and age diversity along with quality of life elements and a strong emphasis on providing affordable housing opportunities. The Master Plan foresees the southern Edgewood/Candler Park MARTA parking lot as redeveloping into a multi-family development (3-4 floors), with additional opportunities for small-scale accessory retail and office, open space, and a community/civic use on site. South of MARTA on the existing mostly vacant lots, Townhomes can be provided as a way to transition between the higher density of the MARTA site redevelopment and the low density of the single-family neighborhood. Any MARTA parking lot redevelopment will provide a minimum of 80 dedicated MARTA user parking spaces on site, as well as the MARTA bus drop-off location which exists today. Detailed recommendations for the MARTA site are as follows:

- Redevelop site as multi-family development (3-4 floors) with a park/open space feature as well as a civic/cultural use
 - Proposed Land Use: Mixed Use
 - Proposed Zoning: MR3, MR4A, MRC1, MRC2 or MRC3
- Redevelop lots to the south of MARTA, between Hutchinson St and Mayson Ave, as multi-family Townhomes (3 floors) up to a depth of 100 feet from the LaFrance southernmost street curb
 - Proposed Land Use: Medium Density Residential
 - Proposed Zoning: MR2 or MR3
- Redevelop lot at the northwest corner of Whitefoord Ave & LaFrance St as a multi-family development (3 floors)
 - Proposed Land Use: Medium Density Residential
 - Proposed Zoning: MR2 or MR3

Edgewood Court

The Master Plan also makes recommendations for what may happen if the Edgewood Court apartment community were to ever redevelop. It is known that there are no current plans for the redevelopment of this property, but this plan prepares a long-term plan of action should redevelopment of the site ever move forward. As the largest concentration of multi-family in the Edgewood neighborhood, the site has the potential to offer a wide variety of housing price points to capture a true economic and age diversity for the community, it is important that affordable housing be a key component of any redevelopment of this site. The current layout poses real challenges to the community in that the buildings are older and susceptible to disrepair. Given that there are no true connections through the site, the large site is rendered as a virtual dead-end.



MARTA provides an excellent opportunity for medium-density residential and affordable housing opportunities

This site has the potential to be a vibrant and diverse residential subdistrict, including neighborhood streets that connect through and to the site, sidewalks, street trees, attractive and pedestrian-oriented buildings, small-scale accessory retail opportunities, and a potential community pool/interactive water feature opportunity for the entire Edgewood neighborhood. There is an adjacent Atlanta Public Schools building (Ragsdale Elementary/Wesley Avenue School) that although vacant, is an attractive and proud structure of tremendous potential. This site is not part of Edgewood Court, but through the Master Plan process, the community came to see this as a potential community use associated with the redevelopment of Edgewood Court that would be ideal for arts and culture-related uses, as well as a neighborhood garden on the undeveloped rear portion of the site. The entire Edgewood Court area is uniquely situated to take advantage of connections to the Atlanta Youth Soccer Fields to the east, Gilliam Park to the southeast, and Coan Middle School and Coan Park to the south. The specific recommendations for Edgewood Court are as follows:

- Redevelop site as multi-family development (3-4 floors), with townhomes and single-family detached units where possible, as well as pool/interactive water feature opportunity to the south adjacent to Coan Middle School and Gilliam Park
 - Proposed Land Use: Medium Density Residential
 - Proposed Zoning: MR3
- Transform Atlanta Public Schools building (Ragsdale Elementary/Wesley Avenue School) into an opportunity for artist galleries/live-work spaces, community training, and educational programs or theater/performing arts space
 - Proposed Land Use: Low Density Commercial
 - Proposed Zoning: LW or MRC1 (with conditions to ensure appropriate use)



Along LaFrance Street, townhomes provide an opportunity for a higher density that preserves the single family character of the neighborhood

Live/Work District

The industrial/warehousing district at the northeastern corner of Edgewood is made up of a true diversity of uses and appears to be a subdistrict in transition, similar to many other industrial districts in the city. This area bound by the MARTA station to the west, LaFrance St and the MARTA rail line to the north, Rogers St and Pullman Yards to the east, and Edgewood Court and Gilliam Park to the south. This subdistrict currently is made up of established industrial uses, multi-family residential loft developments, and the Atlanta Youth Soccer Fields. This area is very stable and in its present form presents no negative impact to the community. The community was abundantly clear that this subdistrict of the neighborhood, in its current use and form, is a harmonious element of the community. Unfortunately, given the wide range of permitted uses in the Industrial land use and zoning classifications, it is possible that future industrial users of the area could disrupt this working balance that currently exists.

As a result, the Master Plan recommends that this area be changed to a Mixed Use land use classification as a way of ensuring that future development in the area does not permit the types of industrial uses that are wholly inappropriate, given the immediate adjacency to the residences and civic uses of the community. Of all mixed uses, the desire and preference of the community, given the location of this site in the community and because this area is characterized by smaller neighborhood streets as opposed to arterial or collector streets, is that this area be predominantly residential in use with only accessory commercial, retail, office, or light industrial uses provided. Residential use should always be the primary use of any new development and non-residential uses should only be accessory to residential uses and limited to ground-floor street-fronting locations. Given the higher densities that could be achieved in this area, this district should also incorporate affordable housing opportunities as a means of ensuring a balance and diversity of housing options in the community. Detailed recommendations for the Live/Work district are as follows:

- Ensure a predominantly residential character with accessory non-residential uses
 - Proposed Land Use: Mixed Use
 - Proposed Zoning: MR3, MR4A, MRC1, MRC2 or LW



The Live Work district provides a residential loft district with an artsy aesthetic

Land Use & Zoning Policies

- Encourage the rezoning to Quality of Life zoning districts where feasible.
- Preserve existing residential densities.
- Focus higher residential densities along corridors and nodes.
- Provide accessory and community-serving commercial uses with higher density residential developments.
- Encourage single-family infill that is compatible with the existing neighborhood form and design.
- Concentrate community-oriented services and opportunities at Whitefoord Elementary School.
- Encourage the preservation of the industrial district while also preparing for future changes.
- Ensure future street connections to the existing street network for areas that redevelop.

HOUSING

The specific recommendations related to uses, including residential, are found within the Land Use & Zoning Recommendations of this document. However it is important to note the significance placed upon affordable, diverse, lifecycle and accessible housing by the community. The Edgewood residents indicated very strongly throughout the entire study process that almost to-a-person there is a value in ensuring that this neighborhood remains affordable. The gentrification of the last 10 years in Atlanta neighborhoods did not bypass Edgewood but for the most part, the community was not

affected by this intown phenomenon to the degree that many other neighborhoods in Atlanta have been. This has presented a unique opportunity to the neighborhood in that it allows this community to truly be affordable and accessible for people of diverse incomes, ages, family types and careers. Edgewood residents are proud that they currently represent a great degree of diversity and their chief desire is to preserve this. Without a doubt, the condition of some of the affordable housing in the neighborhood such as the former Edgewood Housing is such that it is desirable for its condition to change. What does remain clear however in spite of this is that when change does occur, and properties are improved, that this new development should incorporate principles of affordability and should enable the community to achieve their goal of diversity and accessibility.

The issue of inappropriate infill residential development was also raised through the planning process and recommendations aimed at addressing this very specific issue are outlined in detail in the Urban Design & Historic Resources recommendations.

Housing Policies

- Encourage affordable housing opportunities.
- Preserve the character and form of the single-family core of the neighborhood.
- Focus higher residential densities along corridors and nodes.
- Encourage the development of vacant residential lots.
- Provide housing opportunities for seniors.
- Advocate for the repair and maintenance of single-family structures.

URBAN DESIGN & HISTORIC RESOURCES

The ideal urban design framework for any community consists of having park/open space opportunities, tree-lined streets, ample sidewalks, an extensive street grid, walkable schools, and pedestrian-oriented goods and services. Measuring the Edgewood community against these standards of urban design reveals that the Edgewood neighborhood today has much of what constitutes the design and framework of a great community. Good design is not only beneficial as a result of the aesthetic value it contributes to the community. Urban design elements also work to ensure the sustainability and long-term value of any community. Predominant tools of urban design for the neighborhood are streetscaping and gateways. Streetscaping opportunities include: repaired sidewalks where they are broken, new sidewalks where there are none, sidewalk bulb-outs/extensions at intersections, specific landscaping treatments along the landscape strips of streets, pocket parks, and neighborhood flags on houses. Gateway opportunities include: heavily landscaped corners, neighborhood monument signs, street trees, street lights, and heavier building massing at corners, which often includes mixed use.

For Edgewood, the focus on urban design lies more in improvement than in complete re-creation. There are portions of the neighborhood that do necessitate wholesale change and redesign, but for the most part, the community is fortunate to be in a position of a good basic design that simple, but constant, upkeep and small-scale improvement will yield significant results in the desirability and sustainability of the community.

Corridors

Every resident, visitor, shopper, office worker, or commuter experiences the corridors of Edgewood. For most, the only experience they have of Edgewood is the corridors. Even those whose destination is the quiet neighborhood streets of the core of the community, traveling along the corridors of the neighborhood's edge is required. As such, it is vital that the first, and for some, the only, impression that they have of Edgewood be established along these corridors. Streetscape and gateway elements must be instituted to firmly establish the presence and appearance for all users of the corridors. Specific urban design recommendations for the corridors include:



Buildings along the corners of the corridors are designed to form architectural gateways into the neighborhood

Moreland Avenue

- Continuous sidewalks on the entire stretch of road, wide enough for 3 people to pass by comfortably
- Landscaping and street trees on both sides of the street placed between the travel lanes and the sidewalk within the landscape zone
- Buildings brought up to the street, more urban in nature
- Gateway opportunity at Moreland Ave/Hosea Williams Dr and Moreland Ave/Memorial Dr



Sidewalks and Street trees stretch along both sides of the corridors transforming them into strolling boulevards

Memorial Drive

- Continuous sidewalks on the entire stretch of road, wide enough for 3 people to pass by comfortably
- Landscaping and street trees on both sides of the street placed between the travel lanes and the sidewalk within the landscape zone
- Gateway design elements at Whitefoord Ave to mark the Edgewood neighborhood
- Buildings brought up to the street, more urban in nature
- Improve access to Walker Park from Memorial Dr
- Improve visibility into Walker Park from Memorial Dr



New infill development matches the character and form of the existing traditional neighborhood

Neighborhood Core

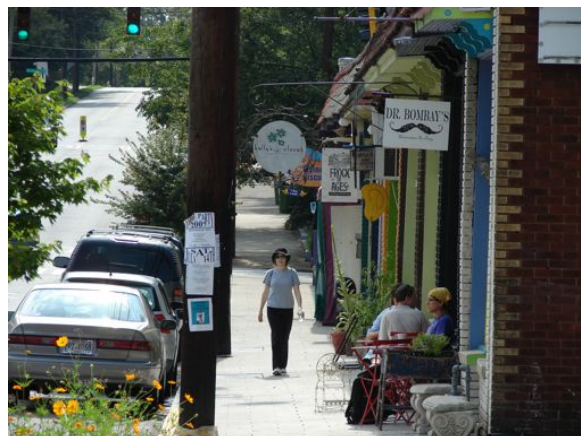
The neighborhood core of Edgewood is already characterized by beautiful tree-lined streets with sidewalks and a coherent single-family aesthetic of consistent build-to lines and landscaped front yards. It is important to continue this aesthetic in any infill development within the

neighborhood, including new single-family or two-family uses. All new residential uses must enforce and replicate the existing single-family detached character of the neighborhood as a way of strengthening the community as a viable and sustainable single-family neighborhood. Also, the Edgewood neighborhood flags should be prominently used as an opportunity for promoting the neighborhood and promoting good urban design. Urban design recommendations for the neighborhood core include:

- Look for opportunities for improved streetscaping and traffic calming
- Improve street lighting, where needed
- Improve on litter problems, where needed
- Ensure new development in the area known as Edgewood Housing reflects the character of the neighborhood with development no taller than three (3) floors and oriented towards the street or pocket parks
- Ensure that any redevelopment or new infill single-family and two-family development preserves the building form and character of the existing detached single-family residential pattern of the neighborhood by adhering to the following dimensions in the R4A and R5 districts of the neighborhood core
 - Lot width – 50 foot maximum & 40 foot minimum
 - Front yard setback – 30 foot maximum & 15 foot minimum
 - Lot coverage – 40% maximum
 - Maximum building height – maintain a 35 foot maximum height limit
 - Front porch, stoop, and entrance – required for the frontages of all residences, porches should run the entire width of the residence
 - Façade fenestration – 30% minimum coverage of the length of the facade

Whitefoord Avenue

- Provide design elements to strengthen the street as a special street in the neighborhood, such as neighborhood house flags or sidewalk bulb-outs/extensions at intersections
- Provide special signage along the street to strengthen the feeling of being in the Edgewood neighborhood
- Create Gateway feature at Whitefoord Ave and LaFrance St to signify an entrance into the neighborhood
- Provide sidewalk dining or vending opportunities at the Whitefoord Ave and Woodbine Ave/Arkwright Pl Neighborhood Commercial intersection
- Create Gateway feature at Whitefoord Ave and Memorial Dr to signify an entrance into the neighborhood



Whitefoord's neighborhood commercial district creates an eclectic and vibrant node within the neighborhood

MARTA

It is atypical for a MARTA station to feel like anything that is of a neighborhood scale, but it is possible. The Master Plan casts a vision for the station to transform into that very kind of place. The redevelopment of the site will extend the existing neighborhood streets to the north into the site to better connect it to the community and to give this site the same framework and character of the existing community. It is important for the actual entrance of the MARTA station to also be integrated into the design of a building or structure so that it better fits into the landscape, similar to what has been done or is being planned at other MARTA stations in the system. The remainder of the site should have an architecture and site design that is consistent with the neighborhood at large and does not create an area that feels that it is not a part of the overall neighborhood. Urban design recommendations for MARTA include:

- Buildings brought up to the street, more urban in nature
- Design station as a Gateway to the neighborhood
- Design MARTA entrance into the design of new development
- Pedestrian-oriented design for accessory office/retails uses
- Design a park/open space element as a front door for MARTA and the Edgewood neighborhood
- Provide a car rental service such as Zipcar or Smart Car



A new open space creates a focal point for the MARTA redevelopment and a gateway into the neighborhood

Edgewood Court

It is vital for any redevelopment of Edgewood Court to integrate the urban design features of the rest of the community into the site. Established build-to lines, landscaped front yards, street trees, sidewalks, street widths, curbs and gutters, intersection radii, street signs, neighborhood banners/flags, architectural style and detailing, and landscaping details all are important to be replicated as a means for establishing this area as a part of the entire fabric of the community. In addition, it is critical for the street and path/trail/greenway connections to be made through and to this site. This area constitutes a significant road block or dead end in the neighborhood today and prevents necessary and vital connections from happening to and from



Edgewood Court transforms into an improved multi-family district with a more urban and pedestrian feel

major facilities. The site must re-stitch together the schools, parks, fields, and neighbors that are now divided by the unconnected edges. An existing sewer easement on the western edge of the site offers just such an opportunity to provide a path or trail connection throughout the site as a way of implementing the NPU-O Eastside Greenway Plan. Urban design recommendations for Edgewood Court include:

- Buildings brought up to the street, more urban in nature
- Ensure that new development has the character of Edgewood
- Break up the suburban blocks into more urban/neighborhood blocks, no greater than 600 feet in length
- Provide sidewalks and street trees on streets
- Pedestrian-oriented design for accessory office/retails uses
- Provide small-scale open space/community gathering space opportunity as part of any redevelopment

Live/Work District

The Live/Work district at the northeastern corner of the neighborhood is currently an eclectic assemblage of industrial and loft development, and includes La France St, Arizona Ave, and Rogers St. The industrial uses are older buildings currently used for light industrial, and the loft developments are newer construction from the past 10 years that are designed with an industrial/loft look and feel or reuse of old industrial buildings. At the center of the district are the Atlanta Youth Soccer Fields that draw from across the metro Atlanta area throughout the week and weekend. This district is slowly evolving into a medium density residential community with strong vitality and livability. Unfortunately, the current street framework and streetscapes do not connect with the remainder of the Edgewood neighborhood, and as such, this district is isolated and disconnected. In the future, this area is to have a strong residential presence and character and should provide only accessory commercial design at the street-level of buildings. The Master Plan recommends connecting this district with the rest of Edgewood through trail, path, bike lane, sidewalk, and street connections. Further, this area could accommodate additional medium density loft development that will continue to provide a variety of housing options for Edgewood, and thereby serve to provide economic and age diversity in the community. Urban design recommendations for the Live/Work district include:

- Continuous sidewalks on all existing and new streets, wide enough for 2 people to pass by comfortably
- Strengthen the connection to Edgewood Court through new street access
- Landscaping and street trees on both sides of all existing and new streets
- Buildings brought up to the street, more urban in nature
- Gateway opportunity at LaFrance St/Whitefoord Ave
- Continue the Live/Work aesthetic and design of the Arizona Avenue area throughout the area
- Ensure mostly residential appearance and design of new buildings with accessory retail, commercial, or office opportunities on the ground floor of buildings

Urban Design & Historic Resources Policies

- Provide new gateways at key intersections in the neighborhood.
- Ensure new development is pedestrian oriented.

- Ensure new single-family infill development is consistent with the existing neighborhood form and design.
- Encourage good urban design by implementing the City of Atlanta Urban Design Standards.
- Preserve the historic educational buildings within the community.
- Leverage landscaping to create attractive and beautiful streets.

ACTION PLAN

OVERALL IMPLEMENTATION STRATEGIES

This community plan is vital as it constitutes the first working plan for the Edgewood neighborhood. In order for this plan to become reality and not simply sit on a shelf, it is important for detailed steps and actions to be provided. The following Action Plan provides the working steps needed to make this plan come alive along with all of its visions of diversity, schools, commerce, housing affordability, open spaces and connectivity: Implementation strategies, regulatory enhancements, and project details (such as timetables, priorities, costs and potential funding sources) are all provided in this section.

The following recommendations reflect action items that will need to be addressed for the entire community.

2008 Comprehensive Plan/ASAP Update

Incorporate the Land Use, Urban Design, Transportation, Connectivity and Open Space recommendations of this master plan into the 2008 Comprehensive Plan. To date, the Edgewood section of this plan has very little detail as a result of the lack of planning in the past for this neighborhood.

Infrastructure Improvements

Whenever city money is spent on any infrastructure item, from sewer improvements or road resurfacing, these improvements should be leveraged as opportunities to implement portions of this master plan. More specifically, any new sewer or roadwork should be leveraged to provide an improved sidewalk infrastructure within the community.

Non-Profit Collaboration

In any plan, it is essential to broaden as much as possible those that can participate in the implementation of and the creation of the plan. While much of a community plan will naturally necessitate the funding and implementation of the local municipality, it is key to find pieces that can be achieved through other entities. Edgewood benefits from the active role of community based non-profit organizations that specialize in affordable housing, adult training and children's needs. These organizations should continue to be leveraged to implement specifically some of the

recommendations of this plan as it relates to providing housing affordability, continued care of the local Elementary School, the redevelopment of the MARTA site as well as the provision for additional pocket parks, community gardens and bike/pedestrian facilities.

Preserving the Single-Family Core

The heart of this entire plan is the preservation of the single-family core of the community by focusing all increased densities and uses on the neighborhood edges. The edges are increasingly ill-suited for single-family uses and as a result they lend themselves to redevelopment as multi-family and commercial uses. If these are located at the perimeter of the neighborhood, the neighborhood core is able to be preserved so as to avoid these uses other than in places already established as providing a smaller scaled opportunity for multi-family or commercial.

Adjacent Neighborhoods

As in any community, those elements that affect the immediate community do not end at the neighborhood boundaries. The Edgewood neighborhood is located in a vibrant and rapidly changing intown location within the City of Atlanta and as such many opportunities for improvement and implementation will come into play through the collaboration of several neighborhoods working together. By working with the immediately adjacent neighborhoods, as well as the neighborhoods of NPU-O, many of the transportation, connectivity, open space, transit and bike/pedestrian recommendations of this plan can successfully be implemented.

AREA-SPECIFIC IMPLEMENTATION STRATEGIES

While the Overall Implementation Strategies address organizational structures for achieving success of the overall plan, there are an additional 4 area-specific strategies that will provide for the efficient and expeditious implementation of the plan. The 4 strategies are for the following areas within the community: Large Site Redevelopment, Residential Infill, Community Center and Neighborhood Commercial Node.

Large Site Redevelopment

There are 2 large parcel sites within the neighborhood that provide the opportunity for dramatic gains in terms of urban design, land use, open space and connectivity should they be redeveloped in the future. The Candler Park/Edgewood MARTA station and the Edgewood Court housing development are both large site developments that ought to be focused on for eventual redevelopment so as to implement the vision of this plan. The following is a listing of key details related to Large Site Redevelopment.

- Extend Foote Street to connect to the soccer fields and Arizona Avenue.
- Redevelop these sites to include 4 stories and a mix of housing type including, where appropriate, stacked flats and townhome product.
- Include ground-floor accessory retail on Foote Street.
- The new development should be street-oriented with ground floor stoops, porches and entrances along with tree-lined streets complete with on-street parking.

- Place new parking in the back or side of buildings through either surface parking lots or parking decks.
- Encourage the sharing of parking facilities with the Arizona Avenue soccer fields as a source of additional revenue.
- Provide a new trail amenity along the western edge of the property as a means of connecting the Eastside Greenway Trail to the south and MARTA to the north.
- Incorporate the abandoned Elementary School/APS property at the western edge of the property as a community facility similar to Studioplex, for the purpose of incubating community-oriented business and artists.
- Work with current property owner to facilitate the implementation of as much of this master plan as possible.
- All newly created streets should meet the requirements of the Livable Street Design Guidelines found within the Connect Atlanta Plan.

Residential Infill

Approximately 80 lots owned and managed by the Mayson Avenue Cooperative within the single-family neighborhood core have all been recently razed and are ripe for new development. The new development on these lots is envisioned to be primarily multi-family and more specifically townhome in character. The following details highlight this development opportunity.

- Develop these lots as mostly townhome housing units and where necessary single-family detached infill housing.
- Provide stoops, porches and front door entrances along street and sidewalk frontages.
- Throughout the development, provide new streetscapes in the form of new sidewalks, street trees and landscaping/street furniture zones.
- Develop new townhomes to a maximum height on the street of 3 floors.
- Provide parking associated with the development to the rear or side of all buildings.
- Provide affordable housing opportunities as part of this overall development.
- Include maximum level of architectural detailing as part of the buildings to ensure the development matches the form, feel and aesthetic of traditional neighborhood.
- Provide parking in the form of rear garages so as to ensure a “traditional” and more market-recognized look and to be compatible with existing housing.
- Look for opportunities to include open spaces in the form of pocket parks and community gardens that can be used by the immediate neighbors.
- Development should respect its “edges” by sensitively adjusting heights and setbacks whenever this development is adjacent to existing single-family residential uses.
- Look for opportunities to “bring back” any residents of the former Edgewood Housing development who wish to return to the Edgewood neighborhood.
- Focus on bringing families with children into the new housing development as a way for supporting the local schools.
- Provide amenities associated with this development that would be similar to market-rate developments.

Community Center

The intersection of Whitefoord Avenue and Hosea Williams Drive is the location of the Whitefoord Elementary School, Edgewood's sole active public school facility. The location lies quite literally at the heart of the neighborhood. Directly adjacent to the school to the east is a property that is used by a local church that to date has been actively pursuing the sale of the property for the purposes of moving to a facility in another location. This site should be pursued as an opportunity to create a Community Center for the combined purposes of creating community activity opportunities as well as providing additional amenities for the school such as expanded recreational and Whitefoord Community program activities. Specific recommendations related to this opportunity include:

- Facilitate discussion with the Whitefoord Community Program about relocating their facilities or a portion of their facilities from the current location south of the school to the church site east of the school.
- Facilitate discussion with Atlanta Public Schools about sharing this site for their own needs and purposes.
- Facilitate discussion with city and county services to determine if any of these services could be accommodated in the new facility.
- Facilitate discussion with other community based non-profit organizations to understand their needs and to determine if any of their needs could be accommodated in the new facility.
- Redevelop this site to include a new Community Center complete with a playground for the school as well as facilities for learning, training, health care and recreation.
- Treat the street and sidewalk along Whitefoord Avenue to emphasize and ensure safety for the children who will cross this street back and forth.
- Utilize the latest in playground design to ensure a state-of-the-art facility that the community and school children can be proud of.
- Involve the entire neighborhood in a design workshop to further refine the design concept for this site.
- Incorporate elements of signage and design into the site to create gateway opportunities for the neighborhood.
- Design the new community center to serve as an aesthetic source of pride for the community.

Neighborhood Commercial Node

At the Whitefoord Avenue-Arkwright Place-Woodbine Avenue lies the sole Neighborhood Commercial node within the core of the neighborhood. While a large amount of retail lines the edges of the neighborhood, this node within the community is an opportunity to provide more intimate and more neighborhood-serving commercial uses. Details related to this location include:

- Rezone these properties to the NC zoning designation to ensure their eventual development into a true Neighborhood Commercial district node.
- Improve the streetscape condition of these intersection properties by providing new sidewalks, street trees and landscape zones.
- Facilitate new uses such as restaurants, boutiques, salons, cafes, artists, architects, retailers and other more pedestrian-friendly forms of commercial uses to move into the node.

- Work with the current property owners to clean up the appearance of the their properties including trash clean-up and new paint.
- Ensure that new development meets the NC zoning district requirements of storefront windows, new streetscapes, parking lot landscaping and the encouragement of outdoor dining.
- Leverage this node as a gateway opportunity through landscaping and signing design.

PHASED APPROACH

As with any plan it is important to manage expectation as to what can be done when. Most are unfamiliar with the complexities involved with implementing a plan, yet most are quite familiar that often times many plans just don't ever get implemented. It is for this reason that is it critical to establish a clear set of achievable action items and to also include with them a timeframe for implementation so as to lay the groundwork for actual achievement and advancement in terms of the recommendations of the plan. For the purposes of this study, a series of short-term, mid-term and long-term phases have been established for the implementation of the actions and recommendations of this plan. Note that some items will be ongoing and not allocated to a single phase as a result. The years for each phase are as follows:

- **Phase 1** – Years 2008-2013
- **Phase 2** – Years 2013-2018
- **Phase 3** – Years 2018-2023

IMPLEMENTATION PLAN

The implementable project-based recommendations of this plan have been transferred into an actionable Project Chart. This chart specifies projects by phase, cost and implementing agency and are to be used by the community as a tool for facilitating the progression and eventual implementation of the master plan.

NAME	DESCRIPTION	COST	PHASE	AGENCY
TRANSPORTATION				
T1. Arkwright Place Bike Lanes	Add 4 ft off-street bike lane, no new drainage structures, assume no ROW, assume no new drainage structures; Construction of off street mixed use PATH	\$282,509	2	DPW

	<p>type trails on these (Arkwright Place and Arizona-Gilliam Spur) and other routes specified in the Edgewood portions of the NPU-O Bicycle Route Plan (2008), the Eastside Trolley Greenway Trail Study (Jaeger, 1993), and the Eastside Trolley PATH Trail. The minimum standards will include widths of 10' to 12'</p>			
T2. Foote Street Extension	<p>Extend Foote St; 2-10' lanes, 8 ft on-street parking both sides, 6 ft sidewalks both sides, 4 ft landscape strip both sides, new curb and gutter, no new drainage structures, ROW required</p>	\$257,740	2	DPW, Private
T3. Whitefoord Avenue Bike Lanes	<p>Installation of on street bicycle lanes on these and other routes specified in the Edgewood portions of the Connect Atlanta Transportation Plan (2008) and NPU-O Bicycle Route Plan (2008), using the engineering options available in the Connect Atlanta "Bicycle Facility Design Menu"</p>	\$20,000	1	DPW
T4. Hosea Williams Drive Bike Lanes	<p>Installation of on street bicycle lanes on these and other routes specified in the Edgewood portions of the Connect Atlanta Transportation Plan (2008) and</p>	\$25,000	1	DPW

	NPU-O Bicycle Route Plan (2008), using the engineering options available in the Connect Atlanta "Bicycle Facility Design Menu"			
T5. Woodbine Avenue Trail	Add a 12 ft off-street bicycle lane with 24 in. striping delineation on bike lane, assume no new drainage structures; Abandonment or closure of the western side of the divided road Woodbine N.E. Avenue between Hosea Williams Drive and Wade Avenue N.E. for conversion to mixed use bicycle / walking / skating PATH trail connecting Coan and Gilliam Parks and their two existing PATH segments	\$213,572	1	DPW
T6. Edgewood Court Trail	Connect MARTA to the EAST Trail with a 4 ft off-street trail; ROW required; Construction of a 4' to 5' paved pedestrian trail traversing forest space and connecting future Edgewood development of the apartment complex with Gilliam Park and associated greenspaces, the PATH trail, and planned nature trails in the forested green spaces	\$373,009	2	Private
T7. Arizona Avenue Trail	Construct 4 ft off-street trail connecting end of Arizona Ave	\$102,694	3	DPW

	with Gilliam Park, assume no new drainage structures, ROW required; Construction of off street mixed use PATH type trails on these (Arkwright Place and Arizona-Gilliam Spur) and other routes specified in the Edgewood portions of the NPU-O Bicycle Route Plan (2008), the Eastside Trolley Greenway Trail Study (Jaeger, 1993), and the Eastside Trolley PATH Trail. The minimum standards will include widths of 10' to 12'			
T8. Hutchinson Street & Lowry Street Extension	Extend Hutchinson St and Lowry St into the MARTA site; 2-10 ft lanes, 5 ft sidewalks, 3 ft landscape strip on both sides of road, new curb and gutter, ROW needed, no new drainage structures	\$246,582	2	DPW, Private
T9. Whitefoord Avenue Bulbouts	Install bicycle appropriate intersection sidewalk bulbouts at intersections	\$145,530	2	DPW
T10. Rogers Street Bike Lanes	Installation of on street bicycle lanes on these and other routes specified in the Edgewood portions of the Connect Atlanta Transportation Plan (2008) and NPU-O Bicycle Route Plan (2008), using the engineering	\$7,000	1	DPW

	options available in the Connect Atlanta "Bicycle Facility Design Menu"			
T11. LaFrance Street Bike Lanes	Installation of on street bicycle lanes on these and other routes specified in the Edgewood portions of the Connect Atlanta Transportation Plan (2008) and NPU-O Bicycle Route Plan (2008), using the engineering options available in the Connect Atlanta "Bicycle Facility Design Menu"	\$10,000	1	DPW
T12. Whitefoord Avenue Stop Signs	Install multi-way stop signs at intersection of Whitefoord Ave and Hardee intersection	\$2,059	1	DPW
T13. Neighborhood Streetscapes	Continuous repair and installation of sidewalks, street trees and landscaping on all streets within the neighborhood	-	-	DPW, Private
PROJECT	NOTE	COST	PHASE	AGENCY
DEVELOPMENT				
D1. Edgewood Court Redevelopment	140 multi-family units w/ parking deck, 144 multi-family units w/ surface parking, 65 townhome units, 9 single-family detached units	\$58 million	1	Private
D2. Whitefoord Avenue Community Center	2,000 square foot building, play ground (not including property cost)	\$765,600	1	Private
D3. Edgewood	100 townhome units	\$14	1	Private

Housing Infill Development		million		
D4. MARTA Redevelopment	300 multi-family units with parking deck and surface parking	\$37.5 million	1	MARTA, Private
PROJECT	NOTE	COST	PHASE	AGENCY
URBAN DESIGN				
UD1. Neighborhood Infill Standards	<ul style="list-style-type: none"> o Lot width (50 foot maximum & 40 foot minimum); Front yard setback (30 foot maximum & 15 foot minimum); Lot coverage (40% maximum); Maximum building height (maintain a 35 foot maximum height limit); Front porch, stoop entrance (required for the entire width of the residence): Façade fenestration (30% minimum coverage of the length of the façade) 	-	1	BOP
UD2. Neighborhood Gateways	Gateway opportunities at Moreland Ave/Hosea Williams Dr, Moreland Ave/Memorial Dr, Whitefoord Ave/Memorial Dr, Whitefoord Ave/LaFrance St, Whitefoord Ave/Memorial Dr	-	2	Private
UD3. Urban Context	New buildings within the neighborhood brought up to the street and more urban in nature	-	-	BOP, Private
UD4. Loft District	Promote the residential loft aesthetic of any new	-	-	BOP

	development in the Live/Work district			
UD5. Neighborhood Commercial Outdoor Dining	Provide sidewalk dining or vending opportunities at the Whitefoord Ave and Woodbine Ave/Arkwright Pl Neighborhood Commercial intersection	-	3	BOP, Private
UD6. Whitefoord Ave Signage	Provide special signage along Whitefoord Ave to strengthen the feeling of being in the Edgewood neighborhood	\$5,000	2	DPW, Private
UD7. MARTA Entrance	Redesign MARTA entrance into the fabric of a new development	-	2	MARTA
PROJECT	NOTE	COST	PHASE	AGENCY
OPEN SPACE				
OS1. Walker Park Access	Improve access to Walker Park from Memorial Dr	-	1	DPRCA
OS2. Walker Park Visibility	Improve visibility into Walker Park from Memorial Dr	-	1	DPRCA
OS3. MARTA Open Space	Provide a park/open space element as a front door for MARTA and the Edgewood neighborhood	-	2	MARTA
OS4. Edgewood Court Open Space	Provide small-scale open space/community gathering space opportunity in Edgewood Court as part of any redevelopment	-	2	Private
PROJECT	NOTE	COST	PHASE	AGENCY
LAND USE				

LU1. APS Property (adjacent to Edgewood Court)	Low Density Commercial	-	1	BOP
LU2. Edgewood Court	Medium Density Residential	-	1	BOP
LU3. Edgewood Housing lots	Medium Density Residential	-	1	BOP
LU4. LaFrance St (south of MARTA and between Hutchinson St and Mayson Ave)	Medium Density Residential	-	1	BOP
LU5. LaFrance St (west of Whitefoord Ave)	Medium Density Residential	-	1	BOP
LU6. Live/Work District	Mixed Use	-	1	BOP
LU7. MARTA	Mixed Use	-	1	BOP
LU8. Memorial Dr/Whitefoord Ave	Mixed Use	-	1	BOP
LU9. Memorial Dr	Mixed Use & High Density Residential	-	1	BOP
LU10. Moreland Ave	Mixed Use & High Density Residential	-	1	BOP
LU11. Neighborhood Core	Single Family Residential south of Hardee St; Low Density Residential north of Hardee St	-	1	BOP
LU12. Whitefoord Ave/LaFrance St (northwest corner)	Medium Density Residential	-	1	BOP
LU13. Hosea	Open Space or Community	-	1	BOP

Williams Dr/Whitefoord Ave (southeast corner)	Facilities			
LU14. Whitefoord Ave/Arkwright Pl/Woodbine Ave	Mixed Use	-	1	BOP
PROJECT	NOTE	COST	PHASE	AGENCY
COMMUNITY IMPROVEMENT				
CI1. School Engagement	Establish an intentional neighborhood forum for engaging directly with Whitefoord Elementary School	-	-	ONE
CI2. Home Improvement	Continuation of single-family rehabilitation and renovation	-	-	Private
CI3. Lifecycle Diversity	Enable life cycle housing and age and income diversity within the community	-	-	Private
CI4. Income Diversity	Ensure a variety of housing product choices to enable income diversity within the community	-	-	Private
CI5. Edgewood Court Affordability	Ensure any redevelopment of Edgewood Court includes affordable multi-family housing with accessory commercial and civic uses and open space opportunities	-	2	Private
CI6. Rental Housing	Ensure quality rental options throughout the Study Area	-	-	Private
CI7. Development Incentives	Leverage public sector incentives to attract redevelopment (tax	-	-	State, County,

	allocation district, façade improvement grant, landscaping assistance, etc)			City
CI8. Community Center	Provide a community use (community center, playground, library, etc.) that supports Whitefoord Elementary School and the greater community at the Southeast corner of Whitefoord Ave/Hosea Williams Dr	-	3	Private
CI9. Edgewood Housing Pocket Parks	Redevelop the Edgewood Housing lots into Townhomes with integrated pocket parks	-	1	Private
CI10. MARTA Mixed Use	Redevelop the MARTA parking lot (south) into a multi-family development, including affordable units, with accessory commercial and civic uses	-	2	MARTA, Private

TABLE 7 + Implementation Projects

- DPW – Department of Public Works
- BOP – Bureau of Planning
- DPRCA – Department of Parks, Recreation and Cultural Affairs

APPENDIX A Community Involvement

Market + Main believes that a key component of any master planning process is community involvement – input from a broad cross-section of citizens and business and community members. After all, these are the “local experts” that know what is working and what is not working in their community.

What follows is a summary of all the meetings which serve as the basis of a subjective analysis of the Edgewood community today, and its preferred future. It is important to note that no attempt was made to verify the truth or accuracy of comments that were made by any meeting participants. This document represents Market + Main’s best effort to compile and summarize the variety of comments during this process into a fair reflection of the points of view expressed.

The remarks included in this document are at times contradictory since many different viewpoints were represented during the community involvement process. However, these discussions are necessary to identify the key issues and opportunities facing the community.

This document is organized in chronological order, covering the six-month process, which was conducted between January and June 2008.

- ✦ ONE (Organized Neighbors of Edgewood) Meeting – February 11, 2008
- ✦ Edgewood Housing Focus Group Meeting – February 27, 2008
- ✦ Coan Middle School Focus Group Meeting – March 19, 2008
- ✦ Whitefoord Elementary School Focus Group Meeting – March 20, 2008
- ✦ Edgewood Community Workshop – March 29, 2008
- ✦ Edgewood Housing Focus Group Meeting – April 14, 2008
- ✦ ONE (Organized Neighbors of Edgewood) Meeting – April 21, 2008
- ✦ ONE Zoning Committee Meeting – May 7, 2008
- ✦ ONE (Organized Neighbors of Edgewood) Meeting – May 19, 2008
- ✦ ONE Zoning Committee Meeting – June 4, 2008
- ✦ NPU-O Meeting – July 22, 2008

This master planning process has integrated a more thorough community involvement process than what might usually be done in the “typical” planning process. Because of the neighborhood emphasis on community diversity, affordability, public safety, and the local schools, Market + Main incorporated a public involvement strategy that included a greater number of stakeholders to ensure that these heightened concerns were being heard and addressed. In addition to the meetings listed above, there were also Advisory Group and Project Management Team meetings, each held four times over this six month process.

ONE MEETING – FEBRUARY 11, 2008

- ✦ Introduced Master Plan process – schedule and tasks/components
- ✦ Stressed importance of attendance and getting word out about workshop on March 29th
- ✦ Questions about schedule and relation to City of Atlanta’s Comprehensive Development Plan process
- ✦ Able to have brief group facilitated discussion

Group Comments about Community Assets & Issues

- ✦ Lack of sidewalks
- ✦ Need better wayfinding
- ✦ No sidewalks on Arkwright Pl in particular
- ✦ Need for community garden and/or farm and/or farmer’s market (Community Supported Agriculture-CSA)
- ✦ Better street lighting
- ✦ A lot of people walk in the streets because they feel safer than the sidewalks
- ✦ Want to keep diversity in neighborhood
- ✦ Poor condition of sidewalks
- ✦ Huge asset is number of community churches
- ✦ Need for neighborhood commercial services, particularly on one street, need a concentration in one area

EDGEWOOD HOUSING FOCUS GROUP MEETING – FEBRUARY 27, 2008

- ✦ Introduced Master Plan process – schedule and tasks/components
- ✦ Stressed importance of attendance and getting word out about workshop on March 29th

Facilitated Discussion about Developing Master Plan

What do you like about the Edgewood Study Area now?

- ✦ Great teachers at Whitefoord Elementary
- ✦ Convenience
- ✦ Close to MARTA rail station
- ✦ Good schools
- ✦ Dental/Health clinic at Whitefoord Elementary
- ✦ Close to shopping
- ✦ Close to Interstate 20 and Interstate 285
- ✦ Proximity to Moreland Avenue and where that can get you
- ✦ Easy access to MARTA bus routes
- ✦ Like knowing neighbors
- ✦ Like child care options in neighborhood
- ✦ Like being able to rely on older neighbors
- ✦ Parks
- ✦ Walking community
- ✦ Being able to walk to schools
- ✦ Whitefoord Community Program
- ✦ Edgewood Retail District – variety of goods and services
- ✦ Jobs nearby for low-income in neighborhood
- ✦ Good restaurants/fine dining
- ✦ Childcare services at Crim Open Campus
- ✦ Women of Edgewood (WOE)

What do you dislike about the Edgewood Study Area now?

- ✦ Outsiders bringing in crime – most crime comes from outside, not inside community
- ✦ Corrupt security/police
- ✦ Retail/corner store (“the red store”) is source of crime – owner not from Edgewood
- ✦ Concerns of community are ignored about safety and crime
- ✦ You get threatened for speaking out or reporting crime
- ✦ Bootlegging houses in neighborhood
- ✦ Drugs
- ✦ Prostitution
- ✦ Illegal gambling
- ✦ Need more park space located in center of community
- ✦ Need more opportunities for all ages to recreate/have things to do

- + Need more recreational areas
- + Need walking trails
- + Sidewalks are narrow, dark, broken, or just missing

What do you think should be included in the future of the Edgewood Study Area?

- + Police mini-precinct
- + Neighborhood watch program
- + Security patrols
- + New units should be close to amenities
- + Community training/resource center
- + Library
- + Different mindset is needed for future

If you were to read an article in the Atlanta Journal Constitution in 10 or 20 years about the Edgewood Study Area, what would you want it to say?

- + Revitalization
- + New buildings
- + Craftsman style homes and townhomes
- + Dedicated senior housing
- + Convenience retail nearby
- + Day care
- + Good schools
- + Safe
- + Community is really involved
- + Walkable community
- + Red store is gone!
- + Residents investing in the community
- + Recreation/athletic opportunities for all ages

COAN MIDDLE SCHOOL FOCUS GROUP MEETING – MARCH 19, 2008

- ✦ Conceptually explained master plan process and why communities do them
- ✦ Stressed importance of their viewpoints as key to future of community
- ✦ NOTE: students were from Edgewood, Kirkwood, and East Lake neighborhoods

Facilitated Discussion about Developing Master Plan

What do you like about the Edgewood Study Area now?

- ✦ Peace and quiet – not in Edgewood though
- ✦ East Lake Park
- ✦ DeKalb Memorial Park
- ✦ Little Five Points – shops and food
- ✦ Neighbors that are friendly, helpful and quiet
- ✦ Not as many kids in Edgewood
- ✦ Elementary schools
- ✦ East Lake YMCA – basketball, swimming
- ✦ Boys & Girls Club
- ✦ Shops/stores
- ✦ Edgewood Retail District
 - Target, Cold Stone, Shane’s, Five Guys, Best Buy, Starbuck’s
- ✦ Community/helpers/volunteers
- ✦ Students like to volunteer
- ✦ Sidewalks
- ✦ Kirkwood library – for using computers
- ✦ By show of hands – most have not heard of Whitefoord Community Program



What do you dislike about the Edgewood Study Area now?

- ✦ Not safe
- ✦ No sidewalks
- ✦ Not enough crosswalks
- ✦ Segregation between low-income and ritzy – need middle point
- ✦ Heard there won’t be apartments in here in 2010, i.e., Edgewood Court
- ✦ Worried my house might be torn down
- ✦ Lurid looking young males – seem sexually aggressive
- ✦ Gangs
- ✦ Pimps
- ✦ Not enough neighborhood jobs
- ✦ Litter backs up sewers



- + Not enough trash cans
- + Break-ins of houses and cars
- + Unsafe streets
- + Feel safe in homes, until something happens, then concerned for a while
- + Dogs running around loose
- + Abandoned houses lead to crime
- + Gas prices
- + Can't drive as many places
- + "Less money for me to get to spend"
- + Boys & Girls Club boring
- + Want more clothing stores
- + Sidewalks – need more of them and make them wider
- + Need neighborhood jobs for under 16 – helps students "have money, build character, and gain experience"
- + Should be renowned for something
- + By show of hands – most students have been personally affected by crime



What are other places that you like – either where you go to do things, or go on vacation, or have lived before?

- + Stone Mountain area
 - o Gated communities, people know each other, more kids around
- + Alpharetta area
 - o More kids, stores, pools, recreation center
- + New York City
 - o Shopping, fashion, Central Park
- + Hapeville
 - o Organized sports/recreation, parks
- + Decatur
 - o Lots of people around all the time out and about
- + Lots of shopping
- + Museums
- + Like Edgewood as it is



WHITEFOORD ELEMENTARY SCHOOL FOCUS GROUP MEETING – MARCH 20, 2008

- + Conceptually explained master plan process and why communities do them
- + Stressed importance of their viewpoints as key to future of community

Facilitated Discussion about Developing Master Plan

What do you like about the Edgewood Study Area now?

- + Coan Park
 - o Basketball, playground, baseball, bike trail, sports teams, tennis, softball, football, flips, roller skating
- + Coan Middle School football field
- + Walking dog
- + Coming to school
- + Friends
- + Convenient location
- + Walking to shops
- + Lots of shops
- + School is close to home
- + Playing outside
- + Edgewood Court playground
- + Staying at home
- + Friends nearby
- + Red store
- + Edgewood Retail District shopping
 - o Petco, Target, Best Buy, Video game store
- + Knowing your neighbors
- + After-school program
- + Summer camps – at Boys & Girls Club and churches



What do you dislike about the Edgewood Study Area now?

- + Guns
- + Violence
- + Fighting
- + Gangs
- + Criminals/bad people
- + Lack of community pool
- + Friends are moving away/out
- + Litter/trash
 - o Overflowing dumpsters, on sidewalk, by basketball court
- + Dogs not on their leash

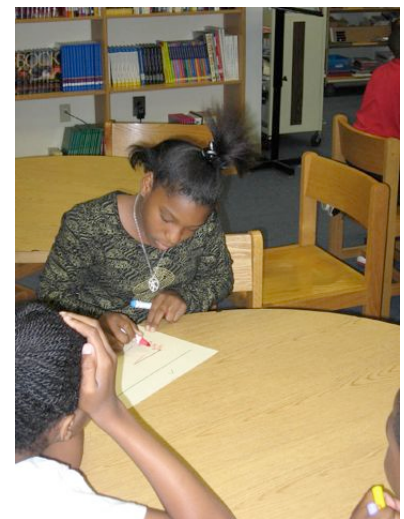


- ✦ Loud music from cars
- ✦ Kid snatching
- ✦ Discrimination at stores
- ✦ Graffiti
 - Spray painting and cursing on walls
- ✦ Hear police sirens a lot
- ✦ Cutting or crashing into cable lines or stealing cable
- ✦ Stealing
- ✦ Burning down buildings
- ✦ Gambling
- ✦ Blowing up trash cans
- ✦ Drugs
- ✦ Stealing bikes/tires/cars
- ✦ People on bikes knocking over trash cans
- ✦ People just wanting to fight all the time
- ✦ Vandalism – mail boxes in particular
- ✦ Stealing out of the mail box
- ✦ Disrespectful youth



If you could change anything about the Edgewood Study Area, what would it be?

- ✦ Break out center (like recreation center but with cool stuff to do)
- ✦ More swings at playground
- ✦ Playgrounds built safer/newer (like at Coan Park)
- ✦ More fields for soccer, football, playing
- ✦ Nicer playgrounds closer to apartments (Edgewood Court in particular)
- ✦ More stores closer to the neighborhoods
- ✦ No more tornadoes
- ✦ Be able to check out books from Barnes & Noble
 - Close second would be our own neighborhood library
- ✦ Need free swimming pool
 - Ideally located in center of neighborhood, where Edgewood Housing was
- ✦ Add a Wal-Mart
- ✦ Add a mall
- ✦ Community center or club house for activities
- ✦ Indoor roller skating
- ✦ Benches that aren't broken
- ✦ More sidewalks
- ✦ Indoor football field
- ✦ Gym for kids with weights
 - Separate gym for the teachers
- ✦ Closer shoe store
- ✦ Closer YMCA and more affordable
- ✦ Better sewers to stop flooding

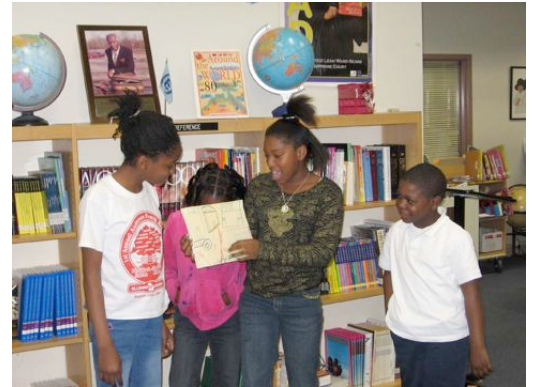


The community cares a lot about Whiteford Elementary and there are concerns that there is not a playground for the school. If you could make suggestions on what would be at a new school playground, what would they be?

- ✦ Having a separate girl's side and boy's side
- ✦ Slides
- ✦ Swings
- ✦ Swimming pool
- ✦ Basketball court
- ✦ Dirt bike trail
- ✦ Be sure to include bathrooms
- ✦ Gym
- ✦ Swings for little kids and separate swings for big kids
- ✦ Monkey bars
- ✦ Little slides and big slides
- ✦ See-saw
- ✦ Bike trail
- ✦ Sand box
- ✦ New benches
- ✦ Rock climbing wall
- ✦ Skating rink

- ✦ Would locate it in front of the cafeteria
- ✦ Would locate it by the computer club house
- ✦ Would locate it by the grassy area near the cafeteria
- ✦ Would locate it where the parking lot is now so it can be big
- ✦ Would locate where the trailers are now

NOTE: Students were asked to draw what they would like to include in their playground and then present their drawing to the group and explain their ideas.



EDGEWOOD COMMUNITY WORKSHOP – MARCH 29, 2008

Workshop Format Overview

TIME	TOPIC	PARTICIPATION
9:30-10:00a	Sign-In & pick up name tags & general comment cards	Individual
9:30-10:00a & 10:00-10:15a	Stations --Preserve/Change – red dot/green dot exercise at posters --I want Edgewood to be known for – post-it note exercise	Individual at two staffed stations
10:15-10:45a	Orientation/Overview Presentation --Welcome --Project/Process overview --Day's schedule/format --Background findings --Ground rules for today	All
10:45-11:30a	Corridors facilitated discussion Neighborhood Core facilitated discussion	Break-out tables
11:30-11:45a	Grab lunch, restrooms, etc. & return to tables for working lunch	All
11:45-12:15p	MARTA strategic site facilitated discussion	Break-out tables
12:15-12:45p	Edgewood Court strategic site facilitated discussion	Break-out tables
12:45-1:00p	Reporting back organization/prep	Break-out tables
1:00-2:00p	Break-out table presentations	All (led by table leader & table volunteer)

Station Exercise Summary: I Want Edgewood To Be Known For . . .

- ✦ Diverse (mixed income, housing costs, ethnicity) -- 11 comments
- ✦ Safe environment -- 10 comments
- ✦ Friendly neighbors -- 8 comments
- ✦ Green spaces/parks & gardens -- 7 comments
- ✦ Clean environment -- 7 comments
- ✦ Outdoor activities available (biking, walking, jogging, skating) -- 5 comments
- ✦ Great place for kids -- 4 comments
- ✦ Family friendly -- 3 comments
- ✦ Pedestrian friendly -- 2 comments
- ✦ Great schools -- 2 comments
- ✦ Drug free -- 2 comments

- ✦ Good restaurants
- ✦ Street landscapes
- ✦ Rich history
- ✦ Productivity
- ✦ Place to live, work, and worship
- ✦ Murals and public art
- ✦ Low crime rate
- ✦ Environmentally friendly
- ✦ Dog park
- ✦ Community arts center (like West End)
- ✦ Accessible sidewalks



Station Exercise Summary: I Want to Preserve/Change . . . in Edgewood

+ Want to preserve . . .

- Edgewood Court
- Edgewood Retail
- Whitefoord Community Program
- Flora Avenue
- Whitefoord Elementary
- Coan Park
- Walker Park
- Atlanta Youth Soccer

+ Want to change . . .

- Edgewood Housing
- Edgewood Court
- Antioch East Church
- MARTA parking lot
- Retail at Woodbine Avenue



Workshop Summary – Table Concepts

Big Ideas

- ✦ Whitefoord Avenue spine to be a marquee street in the neighborhood
- ✦ Mixed-use gateways on Whitefoord Avenue at Memorial Drive and LaFrance Street
- ✦ Medium-density residential along Memorial Drive and portions of LaFrance Street
- ✦ Community/civic/cultural/open space uses throughout neighborhood
- ✦ Edgewood Housing area redeveloped as townhomes and single-family with integrated pocket parks
- ✦ MARTA parking lot transformed into medium-density residential with cultural and open space uses and accessory retail or office uses
- ✦ Edgewood Court redesigned as new medium-density residential with cultural and open space uses and accessory retail or office uses and connections established to Arizona Avenue, Coan Middle School grounds, and Gilliam Park



Memorial Drive

- ✦ Mixed use
- ✦ Mid-density residential
- ✦ Whitefoord as gateway – uses, architectural, signage, etc.
- ✦ Walker Park – more accessible, better visibility, improvements, more programming
- ✦ Commercial node at Whitefoord – from Memorial to Woodbine as part of gateway



Whitefoord Avenue (South of Hosea Williams Drive)

- ✦ Preserve single-family south of Hosea
- ✦ Civic/cultural use w/green space across from school (southeast corner)
- ✦ Coan Park confirmed as asset
- ✦ Whitefoord Elementary confirmed as asset
- ✦ Streetscaping to make Whitefoord key street

Whitefoord Avenue (North of Hosea Williams Drive)

- ✦ Preserve single-family in northwest quadrant from Hosea intersection
- ✦ Edgewood Retail District confirmed as asset
- ✦ Between Hosea and LaFrance – confirmed single-family fronting on Whitefoord
- ✦ Stop sign at Hardee intersection
- ✦ Streetscaping to make Whitefoord key street



Edgewood Housing Area (Hosea/Hutchinson/LaFrance/Mayson)

- + Residential mix – townhomes and single-family
- + Product diversity allows for affordability
- + Kudzu area as park

LaFrance Street (between Marion Place and Mayson Avenue)

- + Mid-density residential on northern side – Marion to Whitefoord
- + Mid-density residential – Hutchinson to Mayson, south of MARTA

Hosea Williams Drive South of Gilliam Park (Woodbine Avenue to Clay Street)

- + Preserve single-family
- + Confirmed Gilliam Park as asset – need improvements

Edgewood Court

- + Mix of housing types
- + Include mixed use component
- + Include greenspace as component
- + Make connection to east – Arizona Ave
- + Make connection to south – Hosea Williams Dr
- + APS site re-use as community uses
- + Better connectivity within site – grid
- + Better connection with Coan Middle School
- + Keep single-family as use to west of site

MARTA Parking Lot

- + Mid-density residential
- + Mixed use component – office, professional services, etc.
- + Parking for MARTA
- + Include greenspace as component
- + Include community/cultural use as component
- + Connect to existing streets/grid
- + Townhomes to south of site along LaFrance





EDGEWOOD HOUSING FOCUS GROUP MEETING – APRIL 14, 2008

- + Recap of master plan process to date
- + Overview of draft master plan components and remaining schedule for process
- + Provided hand-out of background information reviewed at workshop, input received to date, and summary of workshop and findings

Facilitated Discussion about Draft Master Plan

- + Questions about units being rebuilt in the Edgewood Housing area
 - o Townhome or single-family?
 - o Which are replacements for those that want to come back?
 - o Would like to see rowhouse or brownstone style for townhomes
 - o Want to make sure complimentary colors are used to make area attractive
- + Like neighborhood commercial node at Woodbine Ave
 - o Buildings definitely need to change, but not all the uses
 - o Like mechanic and detailing use, but buildings could look better
- + Don't need community pool
 - o Have 3 pools within 10 minutes of here
 - o Community pool would just encourage outsiders to come in
- + Want mini-precinct here in neighborhood
- + Like convenience services and professional services at MARTA redevelopment
 - o Would like coffee shop and café specifically
 - o Would like to see medical/urgent care included too
- + Need to clean-up housing around Foote Street too
 - o A lot of problems there too
- + Support idea of arts/culture at former Ragsdale Elementary
 - o Theatre should also include services for children to learn too
- + Senior recreation center would be good to include, or senior services at a community center
- + Training services should be included somewhere
- + Park used to be under where towers sit now with a pool – makes sense to have something like that again
- + Support community uses at former Ragsdale Elementary
- + Can we make more connections between/among some current dead-end streets?
- + Want to have clubhouse as part of parks in future
- + All former residents in attendance want to return
 - o “Very much like the new Edgewood”

ONE MEETING – APRIL 21, 2008

- + Very brief overview of draft master plan components and reminder about rest of schedule
- + Provided hand-out of workshop consensus/input/results
- + No group facilitated discussion feasible based on time allotted, had to field individual comments after meeting

Individual Comments on Draft Master Plan

- + Concerns about five stories at MARTA parking lot site redevelopment.
- + Property owner near Mayson/Hardee is open to greenspace use on portion of their large lot.
- + Questions about timing of demolition of Edgewood Housing duplexes and expected impact – “holding future of neighborhood in their hands.”
- + Concerns voiced that problems continue with vacant/boarded-up buildings; “people are squatting in them and crime continues.”
- + Questions on exact locations of suggested pocket parks in Edgewood Housing area
- + Suggestion that entire bubble noted as mixed residential (Edgewood Housing area) should all become park space.
- + Support of community pool and suggested location in middle of neighborhood (not where any of the spots for civic/cultural/community space were identified in the workshop).
- + Concerns about Edgewood Housing area appearing like all multi-family because of bubbled area on plan.
- + Big issue with five stories at MARTA station – individual workshop table recommended three stories.
- + Talked about gateways at length at workshop – Hosea at Moreland and Moreland at Arkwright should be included.
- + Questions on where civic spaces are/could be – options at Whitefoord Ave, MARTA site, and APS site.
- + Suggested pedestrian connection between Flora Ave and Caroline St, but would need easement from two single-family homes to make connection.
- + Concerns that Edgewood Housing area looks to be too much multi-family as shown on current map.
- + Would like to see MR lots return as single-family.
- + Would be OK with MR lots as townhomes if the exact lots could be seen.
- + Concern that MR lots would come back as only Section 8 housing as result of table conversation at workshop.
- + Pocket parks interwoven through area is good idea.
- + Concern as to how these pocket parks be managed/maintained.
- + Would like to see the “nice single-family house” on the north side of LaFrance remain as single-family.

- ✦ Would like to see the existing apartment building lot on corner of LaFrance and Whitefoord redeveloped with single-family residential.
- ✦ Would like to see kudzu lots/creek right-of-way used as path/trail.
- ✦ Larger neighborhood commercial node from Memorial to Arkwright is good idea – could use a nice Edgewood NC district.
- ✦ Ideas for gaining visibility and access into Walker Park are good and needed.
- ✦ What happens between today and end of process? How to give input?
- ✦ These meetings aren't enough time, want more detail about plan.
- ✦ Heard Edgewood Court is closing – when? want details.

ONE ZONING COMMITTEE MEETING – MAY 7, 2008

Facilitated Discussion about Draft Master Plan

Moreland Avenue

- + Question about amount of greenspace per Quality of Life District
 - o GDOT provides limited maintenance, so impacts options of types of trees/shrubs
- + Question about role of zoning committee in future decisions – as developers come in once master plan is in place
- + Want signs at Interstate 20 exit to note Edgewood neighborhood and Edgewood Retail District
 - o Currently has a sign that directs to Little Five Points, want something similar to that
- + Like gateways at Memorial Dr and Hosea Williams Dr
- + Make node at Hosea Williams Dr and Moreland Ave one parcel deeper for Mixed Use designation on southeast corner
 - o Where dead gas station is today, need extra parcel to make redevelopment feasible, parking limitation has been problem in past
 - o Need to check buildability of adjacent lot

Memorial Drive

- + The Carlyle under construction now has accessory retail at Vannoy St
 - o MR zoning does allow some retail
- + Question about character of Mixed Use development at Whitefoord intersection
- + Walker Park – we need to improve people simply knowing about the parks we have already

Whitefoord Avenue

- + Would be our avenue
- + Support stop sign at Hardee intersection
- + Heard Whitefoord Elementary is closing? We don't want that to happen
- + Preserve stone church on northeast corner of intersection with Hosea Williams Dr
- + Like scale and look of perspective shown at Woodbine Ave and Whitefoord Ave

Single-Family Areas

- + Single-Family Residential zoning versus Low Density Residential
 - o North and south of Hardee as dividing line
- + Single-family usually means less concrete poured
- + This area has lots of nice homes to preserve as stock
- + New, really big duplexes are problem – they build out to the maximum and seem out of scale with other homes in neighborhood
- + Consensus was Single-Family Residential, not Low Density Residential

Edgewood Housing Area

- + Pocket parks, great idea, who would be responsible for maintenance?

- ✦ If another developer buys Mayson Avenue Cooperative properties – would the development still have to be the same?

Edgewood Court

- ✦ Is this plan viable for a developer to do?
- ✦ Make sure mixed income is noted as part of what community wants for any redevelopment
- ✦ Support plan as shown

MARTA

- ✦ Support plan and perspective as shown

La France Street Area

- ✦ Currently Industrial zoning
- ✦ Possibilities are keeping that or making commercial or live/work
- ✦ Agreement on Low Density Commercial zoning

ONE MEETING – MAY 19, 2008

- + Overview of draft master plan components that changed since last meeting
- + Remainder of process was communicated and project website was promoted as a tool for viewing up-to-date Master Plan recommendations
- + Provided hand-out of remaining meetings and ways to provide input
- + Able to conduct group facilitated discussion, based on time allotted

Group Comments on Draft Master Plan

- + Support for focusing on “Single Family Residential” versus “Low Density Residential” Land Use categories for portion of the neighborhood north of Hardee St
- + Community generally supported change in Land Use to Low Density Residential as a way to officially note that the entirety of the single family residential community should be preserved and maintained
- + Some concern was expressed about the effect this Land Use change would have on existing property owners in this area
- + Restated that the Master Plan will not initiate any zoning changes as part of this process, only Land Use changes meaning all existing zoning will remain
- + It was mentioned that one perspective on the value of retaining the greater density designation north of Hardee St is the proximity to MARTA
 - o Ultimately, the Master Plan is calling for greater densities at the MARTA station site so the neighborhood “need not bear the brunt” of providing MARTA transit-friendly densities
- + General support for changing the Land Use designation of the LaFrance St Industrial district from Industrial to Mixed Use so that residential will be required
 - o No desire to see this area change
 - o If it were to change, would like to see the area avoid large retail and office uses and would prefer new development to be mostly residential

ONE ZONING COMMITTEE MEETING – JUNE 4, 2008

Facilitated Discussion about Draft Master Plan

Single-Family Areas

- + Recommendation to keep both Single-Family Residential zoning and Low Density Residential zoning as it is today
- + Question on why the difference ever happened in the first place
- + Supported the parameters included in the Neighborhood Core section of the Urban Design & Connectivity draft recommendations in reference to dimensions, particularly lot coverage
 - o Want to delete reference to side yards altogether – some discussion about 5-foot suggestion versus 7-foot reference in zoning before deciding on deletion as solution
- + Consensus was keeping both Single-Family Residential (south of Hardee St) and Low Density Residential (north of Hardee St) as it is today, with the deletion of the side yard reference in the draft recommendations

Live/Work District

- + Currently Industrial zoning
- + Recommendation to make Mixed Use land use with language about predominately residential and accessory commercial
- + Brief discussion about imposing height restriction – decided against including
- + Correct Mixed Use “finger” that snakes down between Gilliam Park and Edgewood Court – graphical mistake in including that portion, it’s part of “urban forest” related to Edgewood Court
- + Consensus was making Mixed Use land use with language about predominately residential and accessory commercial as it is written in the draft recommendations

Neighborhood Commercial Node

- + Restated recommendation to make Neighborhood Commercial node at Woodbine Ave and Whitefoord Ave separate from Mixed Use node at Memorial Drive and Whitefoord Ave, and keeping existing Single-Family Residential in between
- + Consensus was agreement in supporting recommendation

Townhomes across from MARTA site

- + Currently Low Density Residential
- + Early recommendation was to provide townhomes on lots between Hutchinson St and Mayson Ave to help buffer existing single-family from potential medium density redevelopment at MARTA site
- + Has always been support and consensus for this recommendation
- + Question had arisen about specifying lot depth for this townhome recommendation
- + Recommendation was 100 feet or 140 feet lot depth limitation, based on reasonable potential development scenarios

- Basically 100 feet would allow one row of townhomes and possibly a single-family home behind and 140 feet could possibly allow two rows of townhomes
- ✦ Consensus was limiting townhome development (Medium Density Residential) on any of these parcels to 100 feet deep from LaFrance Street
 - This will not prevent development on any portions of parcels deeper than 100 feet, but it will limit any new development deeper than 100 feet to Low Density Residential uses instead of Medium Density Residential uses

General

- ✦ Question about whether large houses being built now as infill could possibly house social services in the long-term future
 - Feel they are needed and valuable services in the community, want to make sure uses are not prohibited in land uses being discussed
- ✦ Concerns voiced about multi-family housing, specifically apartments, directly next to single-family housing can cause problems, particularly noise
- ✦ Discussion about how outreach was done during six-month master plan process to ensure as many voices were heard as feasible

NPU O MEETING – JULY 22, 2008

Presentation and Approval of Edgewood Master Plan

- + Presentation of plan by Market + Main and Edgewood community leaders
- + Favorable and complimentary comments from those in attendance
- + Question raised regarding why single-family is not sustainable along Moreland Avenue
- + Question raised regarding the timing of future development such as MARTA site and the Edgewood Court apartments
- + Edgewood Master Plan was approved by the NPU