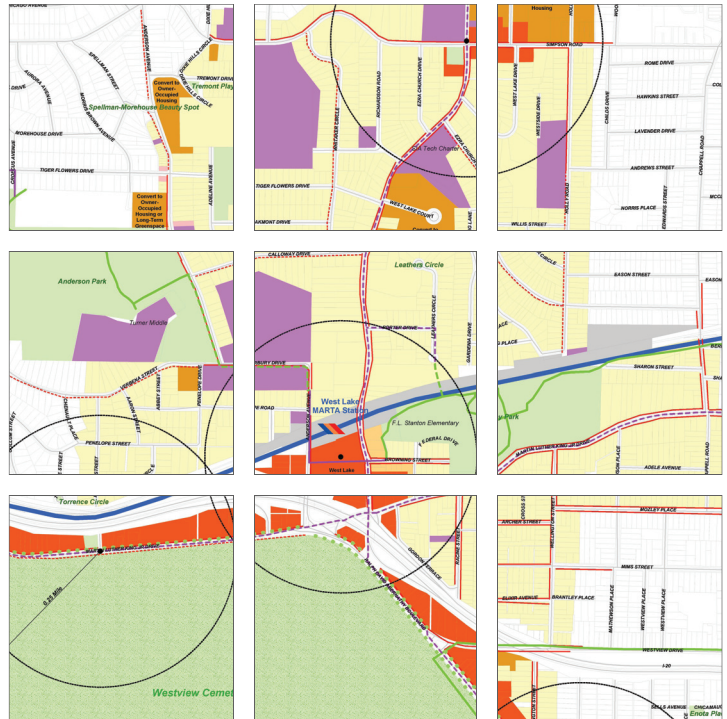


West Lake MARTA STATION LCI STUDY



Prepared for: City of Atlanta Bureau of Planning
Prepared by: TSW & Associates with HDR Inc.,
Marketek Inc. and Malvada Consulting Group

December 28, 2006

Mayor Shirley Franklin, City of Atlanta



Atlanta City Council

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City of Atlanta Department of Planning and Community Development
Steven Cover, *Commissioner*

City of Atlanta Bureau of Planning
Alice Wakefield, *Director*

MASTER TABLE OF CONTENTS

SECTION 1: INVENTORY & ANALYSIS

1.1	Overview	1:1
1.2	Urban Design & Historic Resources	1:7
1.3	Transportation	1:21
1.4	Land Use	1:33
1.5	Environment	1:41
1.6	Infrastructure & Facilities	1:44
1.7	Demographics & Markets	1:49

SECTION 2: VISIONING

2.1	Public Process	2:1
2.2	Goals and Objectives	2:6
2.3	Vision	2:10

SECTION 3: RECOMMENDATIONS

3.1	Overview	3:1
3.2	Urban Design & Historic Resource Recommendations	3:3
3.3	Transportation Recommendations	3:8
3.4	Land Use Recommendations	3:18
3.5	Environment & Open Space Recommendations	3:24
3.6	Infrastructure & Facilities Recommendations	3:26
3.7	Demographic & Market Recommendations	3:28

SECTION 4: IMPLEMENTATION

4.1	Action Program	4:1
4.2	Land Use Plan and Zoning Changes	4:11
4.4	Employment & Population Analysis	4:15
4.4	Consistency with LCI Components	4:18

TABLE OF CONTENTS

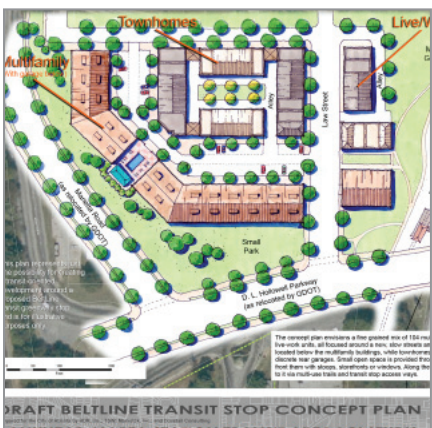
1.1	Overview	1:1
1.2	Urban Design & Historic Resources	1:7
1.3	Transportation	1:21
1.4	Land Use	1:33
1.5	Environment	1:41
1.6	Infrastructure & Facilities	1:44
1.7	Demographics & Markets	1:49



Regional land use policies encourage the creation of walkable, mixed-use centers with vibrant sidewalk life



Healthy communities include a variety of transit types for residents, such as this shuttle bus



An LCI goal is to encourage development around activity centers, as in the Bankhead MARTA station LCI Study

1.1 OVERVIEW

This section provides an overview of the Livable Centers Initiative (LCI) program and a summary of existing conditions within the West Lake MARTA Station LCI Study Area. Study Area components are divided into functional categories for the purpose of organization. In this section, background information is provided on the importance of each analysis, existing conditions are described, and strengths, weaknesses, opportunities and threats associated with each are summarized for each category.

Purpose of the Study

The LCI program is intended to promote greater livability, mobility and development alternatives in existing corridors, employment centers, and town centers. The rationale behind the program is that directing development towards areas with existing infrastructure will benefit the region and minimize sprawling land use patterns. Minimizing sprawl, in turn, will potentially reduce the amount of vehicle miles traveled and the air pollution associated with those miles. Lastly, the LCI program is using the successful 1996 Olympics model to promote the concept that investment in public infrastructure will spur private investment. Thus, the LCI program is a vehicle whereby the Atlanta Regional Commission (ARC) can attempt to direct mixed-use and mixed-income development towards existing infrastructure by providing study and implementation dollars.

In this context, the City of Atlanta seeks to develop a long-term vision for promoting growth around the West Lake MARTA station and in adjacent neighborhoods by promoting visual appeal, establishing a compatible mix of land uses, preserving local identity, ensuring multiple transportation options, improving public safety, and supporting economic development. This Study will assist the community in defining their vision and creating a master plan that uses transportation improvements, land use policies, and sound urban design to improve the quality of life in the station area and nearby neighborhoods. Recent development efforts around other stations on MARTA's East-West rail line have highlighted the need to establish a new vision for the West Lake station area. By recognizing existing challenges and building upon opportunities, the Study is intended to serve as a guide for positive change that both benefits the immediate area and the citizenry of Atlanta.



Map showing the location of the LCI Study Area in the Atlanta region



Interstate 20 provides excellent access from the Study Area to Atlanta

The goals of the West Lake MARTA Station LCI, as established by the requirements of the LCI program, are to:

1. Encourage a diversity of medium to high-density, mixed-income neighborhoods, employment, shopping and recreation choices at the activity and town center level.
2. Provide access to a range of travel modes including transit, roadways, walking and biking to enable access to all uses within the Study Area.
3. Encourage integration of uses and land use policies/regulations with transportation investments to maximize the use of alternate modes.
4. Through transportation investments, increase the desirability of redevelopment of land served by existing infrastructure at activity and town centers.
5. Preserve the historic characteristics of activity and town centers and create a community identity.
6. Develop a community-based transportation investment program at the activity and town center level that will identify capital projects, which can be funded in the annual Transportation Improvement Program (TIP).
7. Provide transportation infrastructure incentives for jurisdictions to take local actions to implement the resulting activity or town center study goals.
8. Provide for the implementation of the Regional Development Plan (RDP) policies, quality growth initiatives and Best Development Practices in the Study Area, both through local governments and at the regional level.
9. Develop a local planning outreach process that promotes the involvement of all stakeholders particularly low income, minority and traditionally under-served populations.
10. Provide planning funds for development of activity and town centers that showcase the integration of land use policy and regulation and transportation investments with urban design tools.

Regional Context

The Study Area is located in the City of Atlanta in Fulton County, approximately three miles west of Downtown Atlanta. The West Lake MARTA Station lies in the center of the Study Area, which is bisected in an east-west direction by the MARTA rail line and Interstate 20 (I-

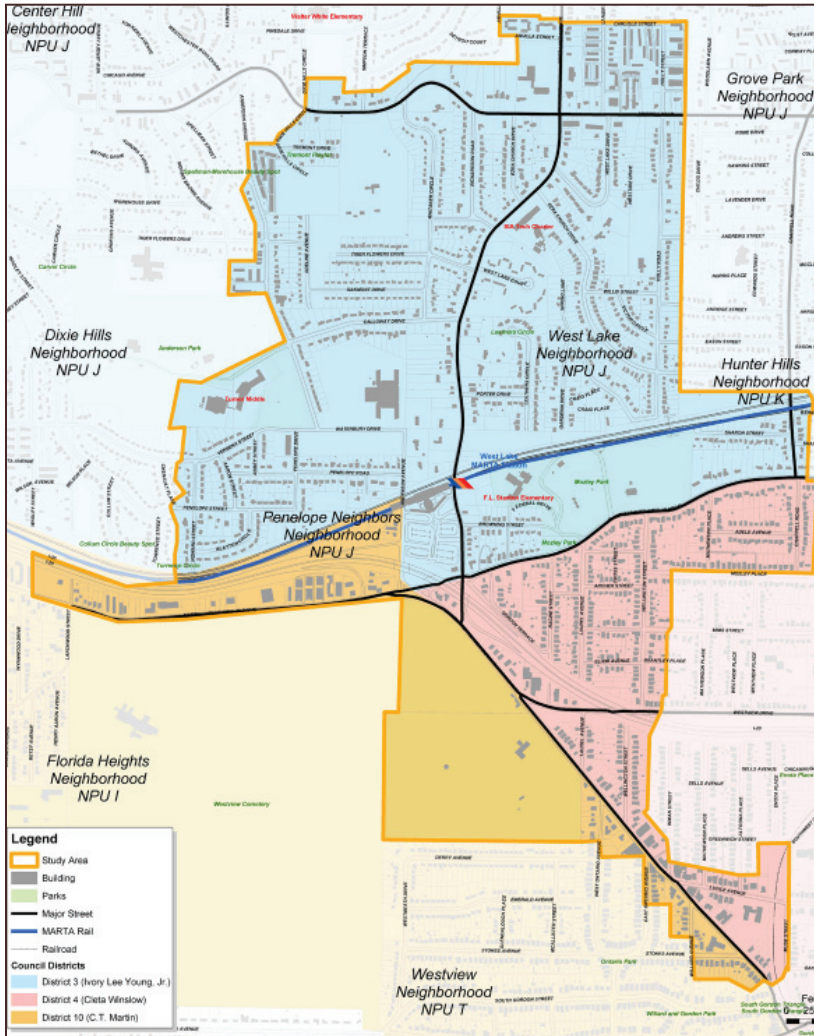


Figure 1.1: LCI Study Area Neighborhoods and City Council Districts

20), in addition to several major roads. Due to growth pressures pushing west from Downtown along I-20, transit-oriented planning and development has become a necessity for quality intown living.

Study Area Boundaries

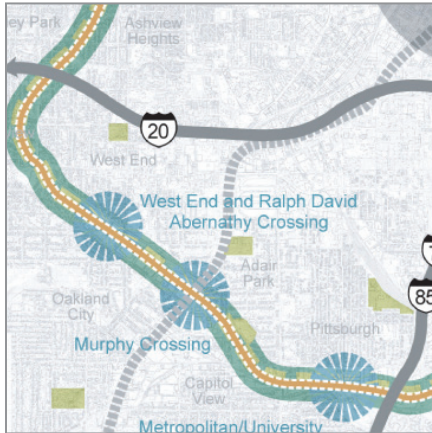
The Study Area is centered around the West Lake MARTA station, and is roughly bounded by Simpson Road on the north, the intersection of Ralph David Abernathy (RDA) Boulevard and Cascade Avenue on the south, Holly Street and Chappell Road on the east, and Anderson Avenue on the west. The Study Area encompasses 650 acres, and lies in a portion of seven neighborhoods (Penelope Neighbors, Mozley Park, Westview, West Lake, Dixie Hills, Grove Park, and Hunter Hills); Council Districts 3 (Ivory Lee Young), 10 (C.T. Martin), and 4 (Cleta Winslow); and Neighborhood Planning Units (NPU) J, K, T, and I.

Existing Area Studies

The City of Atlanta has a long-standing tradition of working to support neighborhood growth and revitalization. Significant portions of the City have previously been studied, including several portions of the Study Area and its vicinity. However, unlike this Study, many of these previous efforts were not focused on the transit station area or linkages between it and the surrounding neighborhoods. For that reason, this study represents an opportunity to build on these previous efforts.

Existing area studies affecting the Study Area include:

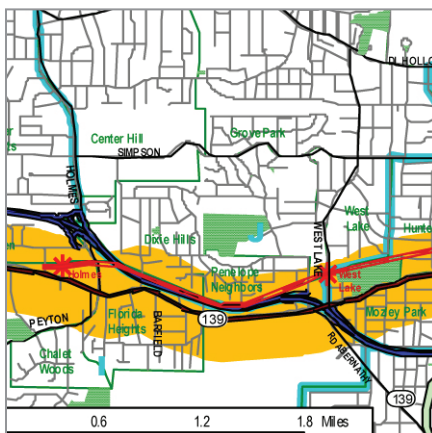
BeltLine Redevelopment Plan. Undertaken by the Atlanta Development Authority (ADA) in 2005 as a land use and financial feasibility study, the BeltLine is a proposed multi-use trail greenway link that would connect to Piedmont Park, the Zoo, and other cross-town destinations, and utilize existing rail corridors ringing Atlanta’s core for future transit and recreational facilities. In the vicinity of



The BeltLine Redevelopment Plan recommended a transit stop at RDA Boulevard and Cascade Avenue



The BeltLine Emerald Necklace Study evaluated greenspace and neighborhood connectivity



The MLK Jr. Drive Corridor Plan recommended a Mixed Use as the future land use within the West Lake Study Area

the Study Area, the Plan calls for constructing a new transit stop for the BeltLine at RDA Boulevard and Cascade Avenue, located near the southern end of the Study Area. Referred to as the “West End/RDA Activity Center”, this area includes the Kroger Citi-Center property located at Cascade Avenue and White Street, which would become the future Cascade transit stop and plaza. Recommended development around this stop includes mixed use (two to four stories) and medium-high density residential (four to six stories). The BeltLine would continue north along the abandoned rail line to the Simpson Road Activity Center.

The BeltLine Emerald Necklace: Atlanta’s New Public Realm.

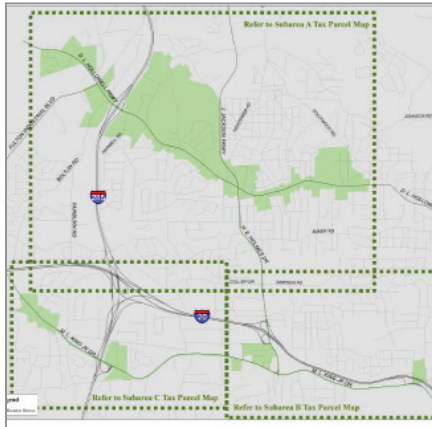
A 2005 study commissioned by the Trust for Public Land and conducted by Alexander Garvin, shows the potential for developing the first great park of the twenty-first century, adding 1,400 acres of new greenspace, mixed-use developments and neighborhood connectivity along the proposed BeltLine. Within this Study Area, the plan identified an opportunity to expand the current 0.3 acre Enota Park along the BeltLine to 10 acres, utilizing vacant parcels adjacent to I-20, approximately three blocks east of the West Lake LCI Study Area.

Martin Luther King Jr. Drive Corridor Plan.

A transportation plan prepared in 2005 by the City of Atlanta, the Martin Luther King (MLK) Jr. Drive Corridor Transportation Study addresses mobility and accessibility issues along a 7.3-mile corridor, and develops strategies to stimulate its revitalization. The purpose of this Study was to identify strategies that incorporated a full range of multi-modal transportation options that were consistent with new regional transportation initiatives (MARTA West Line Extension, Bus Rapid Transit, etc.). The Study also encouraged future development within the Study Area that maximized use of public transportation and accomplished broader redevelopment goals through the use of a transit-oriented development (TOD) concept (incorporating transit strategies from neighborhood studies adjacent to the corridor). Specifically, the Study recommended a West Lake TOD Activity Node with three to four story mixed-use (commercial/retail/residential) buildings south of the MARTA station on the current parking lot, a “Westview Redevelopment Node” that included three to four story mixed use buildings, and bus transit “Superstops” at the Ashby, HE Holmes, and the West Lake MARTA stations. Since the Study was completed, the City has implemented the future land use recommendation of mixed-use along the corridor.

Hollowell/Martin Luther King Redevelopment Plan and Tax Allocation District.

Prepared by the City of Atlanta in 2006, this plan was a follow-up to the vision and goals identified for the 2003



The Hollowell/MLK TAD includes the MLK Jr. Drive corridor west of the West Lake MARTA station, and recommends a TOD at the MARTA station



The Simpson Corridor Plan recommended an activity node at the intersection with West Lake Avenue



The Campbellton-Cascade Plan recommended an activity node along the proposed BeltLine, near the LCI Study Area

Hollowell Redevelopment Plan Study Area. Because the area qualified as a redevelopment area, the City of Atlanta was granted the authority to exercise redevelopment and all powers under the Redevelopment Powers Law. The overall purpose of the Hollowell/MLK Jr. Drive Tax Allocation District (TAD) is to provide a financing mechanism to help facilitate recommended improvements from the Redevelopment Plan, which included creating transportation linkages between commercial corridors and neighborhoods, creating an improved image of the area, improved public safety, targeting areas for infill development and rehabilitation, and identifying those properties eligible for brownfield redevelopment programs.

The Redevelopment Plan and the TAD identified three areas that have significant development potential, where improvements should be focused: the Center Hill node, James Jackson Parkway node, and the Woodmere node. In addition, the HE Holmes and West Lake MARTA stations were identified as having significant potential for a TOD, which combine retail and services with medium to high-density housing within walking distance to transit. Within the West Lake LCI Study Area, the TAD includes the portion of MLK Jr. Drive west of the West Lake MARTA station.

The goals of the TAD include attracting private, taxable redevelopment opportunities, improving underdeveloped urban areas, to increase employment opportunities for residents of the TAD area, overcome constraints to development imposed by aged and/or obsolete commercial and residential structures, and to maximize tax revenue potential of the TAD area.

Simpson Corridor Urban Redevelopment Plan. In 1997, Atlantic Design and Common Sense prepared a redevelopment plan for the Simpson Road corridor. Their study found that commercial development along the corridor was minimal, many multifamily developments were dilapidated and about half of property owners along the corridor were delinquent in their property taxes. However, the corridor and adjacent neighborhoods held many potential opportunities for single family homeownership and infill housing, which, if conserved and rehabilitated, would generate demand for future retail development. An additional goal was to link the Simpson corridor with surrounding neighborhoods by strengthening pedestrian, vehicular, social and economic ties.

The redevelopment plan was updated in 2006 by Caram & Associates, Tunnell-Spangler-Walsh & Associates, Marketek, Inc., and Grice & Associates. Within the West Lake LCI Study Area, the plan recommended an activity node at Simpson Road and West Lake Avenue with low-density mixed use (two to three stories) and

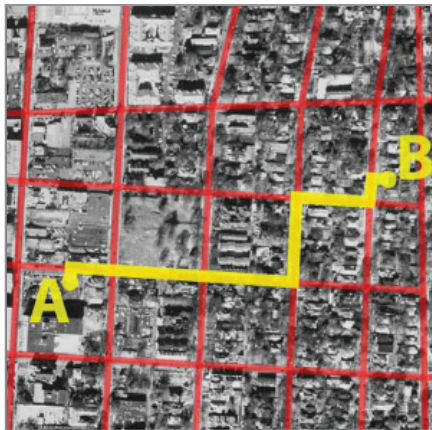
single-family residential land use. It was recommended that zoning change in this area from C1-C (Community Business District) and R4A (Residential General Sector 4 - Multifamily Residential) to MRC-1-C (Mixed Residential Commercial). According to the market analysis, the node can accommodate roughly 25,000 square feet of neighborhood serving retail spaces, up to 10,000 square feet of professional/office space, and 100 units of residential (single-family and townhouses) development.

Campbellton-Cascade Redevelopment Plan. The Cascade Avenue corridor runs from Willis Mill Road to Langhorn Street, including the Cascade Heights commercial node on one end and the Kroger Citi-Center shopping center on the other, at the closest portion of the project to the West Lake LCI Study Area. The plan also included portions of Campbellton Road, west of I-285 to Barge Road, and another portion between Greenbriar Mall and Fort McPherson. The redevelopment strategy in this plan focused on six nodes, one of which was located at Cascade/Ralph David Abernathy along the proposed BeltLine. This plan found opportunities for four to six story residential, office, and retail development centered on the BeltLine greenway and developed a set of new street connections.

1.2 URBAN DESIGN & HISTORIC RESOURCES



In a dendritic system, the distance from A to B is one mile, achievable only along one route



In an interconnected system the distance from A to B is one half mile, with multiple route options



An interconnected system allows Boston's South End to operate with no street more than two lanes wide

Every community is defined by the physical patterns of its streets, blocks, lots and buildings. Together, their interconnected relationship defines a community's structure now and into the future. As such, the elements represent the fundamental components of town planning and must be carefully understood for their implications on everything from transportation, to land use, to economic development.

Street & Block Patterns

Streets and blocks are the most important defining characteristics of a community. While buildings and land uses often change, the platting pattern of a community often is unchanging over the centuries. Blocks and streets can be thought of as the "bones" of a community. As bones determine a person's height, stature and looks, block and street patterns directly affect a community's form and the importance of key sites within it.

There are two principal types of blocks and street patterns:

Dendritic or tree-like street systems are made up of many small and disconnected local streets that feed into fewer collector streets that, in turn, feed into even fewer arterials. Because this pattern contains many dead-end local streets, it forces all traffic onto collectors and arterials, resulting in large block sizes and increased trip distances.

The dendritic pattern tends to discourage walking, encourage traffic congestion on collectors and arterials, and create a transportation system prone to shutdown when accidents or other incidents disrupt traffic on collectors or arterials. Its creation of longer trips also supports conventional automobile oriented land uses, separation of use, and disregard for the quality of the streetscape. These great distances also have a direct impact on the ability of emergency vehicles to respond to situations in an efficient manner.

Interconnected street systems are made up of a series of small and medium sized streets arranged in a grid or modified grid pattern. In this pattern, most streets connect to other streets. This provides small blocks, ensuring many possible routes of travel and eliminating the need for wide and high traffic arterials and collectors.

The interconnected street pattern encourages walking, bicycling and other forms of non-motorized transportation because it increases the likelihood of being able to make a trip without being forced onto a high-speed, high-volume arterial or collector. It also tends to



Dead-end streets and cul-de-sacs characterize some of the Study Area

support pedestrian-oriented land uses by allowing land uses to be closer together, thus increasing the opportunities for shared parking and pedestrian-oriented streetscapes.

“Smart growth” principles support an interconnected system over a dendritic system, because it balances pedestrian and vehicular needs better. Both cars and pedestrians operate more efficiently when many route options, shorter distances, and more direct trips are available. Generally, the largest a block should be is 800 feet long or 3,200 feet in perimeter, although between 200 and 600 feet long or 800 to 2,400 feet in perimeter is more desirable. In developed areas with an existing dendritic system, achieving this can be a challenge because interconnected systems work best over a large area. In most places the reality is that arterials and collectors serve transportation needs extending beyond the immediate area. Even so, a localized interconnected system can reduce congestion by dispersing local trips.



Figure 1.2: West Lake LCI Study Area Street and Block Patterns

Street layout can be used to define key public spaces and building sites. In traditional community design, important buildings were often located at the end of a street vista. Similarly, parks and open spaces were always defined by streets to ensure maximum public access and safety.

Existing Conditions

The Study Area’s street system is largely an interconnected one, although there are breaks in it caused by I-20, the MARTA and freight rail lines and Westview Cemetery. The breaks around the cemetery and the rail corridor resulted because both pre-date the development of the neighborhoods around them, and therefore streets could not be built through or across them. In the case of I-20, the highway was developed through existing neighborhoods with no regard for their history, residents, or needs.

Because of these barriers the Study Area is split into three major zones: north of the rail line; between the rail line and I-20; and south of I-20. The opportunities for connections between each are limited. There are only two streets that cross the rail line in the Study Area: Chappell Road and West Lake

Avenue. In addition, there is a pedestrian bridge located at the end of Holly Road that connects to Mozley Park. The only opportunities to cross I-20 are MLK Jr. Drive, Anderson Avenue, West Lake Avenue, and Westview Drive.

The Study Area has a wide variety of block sizes, largely owing to when different neighborhoods were developed. The southern portion of the Study Area, in the Mozley Park and Westview neighborhoods, exhibits characteristics of pre-World War II traditional urbanism. Blocks in these neighborhoods typically range from 300 to 400 feet in width and 500 to 750 feet in length. Their orientation is towards RDA Boulevard and Lucile Avenue, which once included trolley routes. The trolleys were the hearts of their neighborhoods and guided growth from southeast and east to west and northwest.

Blocks are larger in the neighborhoods north of the railroad line, which were largely rural before World War II, but rapidly developed after it. In these areas many blocks are over 1,000 feet long. The largest blocks in the Study Area can be found here in the West Lake neighborhood, along Calloway Drive, just north of the MARTA station. The Study Area's few cul-de-sacs are also in this area.

Strengths

- The interconnected street system, which benefits bicycle, vehicular, and pedestrian transportation systems and creates an easily understandable community fabric
- Connections across the rail lines at Anderson Avenue, West Lake Avenue and Chappell Road

Weaknesses

- Large blocks in the West Lake neighborhood, which force pedestrians and drivers to travel longer distances than would be necessary if a more connected system existed
- I-20, the freight railroad, and the MARTA line, which are barriers to all modes of transportation
- Fencing on the MARTA site, which is a barrier to pedestrians and bicyclists
- Westview Cemetery, which is a major barrier and only accessible from RDA Boulevard and MLK Jr. Drive

Opportunities

- The MARTA parking lot, which could be redeveloped to include new streets that improve the transportation network
- New service alleys or routes in mixed-use areas, which could improve access options

Threats

- Cut-through traffic, which could burden existing dead-end streets if new connections are created in a piecemeal manner and without adequate attention to their design

Parcel Patterns

Lots are the second major element in shaping communities. Like streets and blocks, lot patterns tend to be fixed for long periods, regardless of land use. Historically speaking, lot size was also an indicator of where in the community a specific lot was located, with the smallest lots housing mixed-use buildings at the center of a town or a neighborhood and larger ones being at its fringes.



Much of the Study Area contains small lots less than one-half acre in size

Today, with the increasing scale of redevelopment economics and the large amounts of capital necessary to finance infill projects, the notion that lots at the center of a neighborhood should be small is no longer universal. Financiers often demand that neighborhood center redevelopment occupy an acre or more. As a result, a key challenge to the revitalization of neighborhood cores can be the small lots owned by many different owners, particularly if land assembly is critical. In certain cases, however, diverse ownership can be beneficial to creating a rich character and sense of place if smaller lot owners are able to develop individual, smaller projects.

Existing Conditions

Because it consists of largely built-out neighborhoods, the Study Area lot sizes are small by a regional standard. Of the Study Area's 1,610 lots, 96% are less than one acre, with an average size of 0.4 acre; 73% are less than 0.25 acre.



Westview Cemetery is the largest piece of land in the Study Area

Typical single-family lots are 62.5 feet wide by 156.25 feet deep. Many of these are now being developed with new houses.

Strengths

- The historic lot pattern, which is largely intact
- Small house lots, which allow for neighborhood revitalization that does not compromise their scale or character
- The diverse sizes of house lots, which provide opportunities for buyers of diverse incomes to live in the Study Area
- Many larger lots are vacant or house marginal uses, which makes them suitable for redevelopment
- The MARTA parking lot, which is a large lot near transit

Weaknesses

- Small lots in key commercial areas, which may be too small for viable redevelopment

Opportunities

- Small vacant lots, which are an attractive option for new houses and could bring new residents to the Study Area

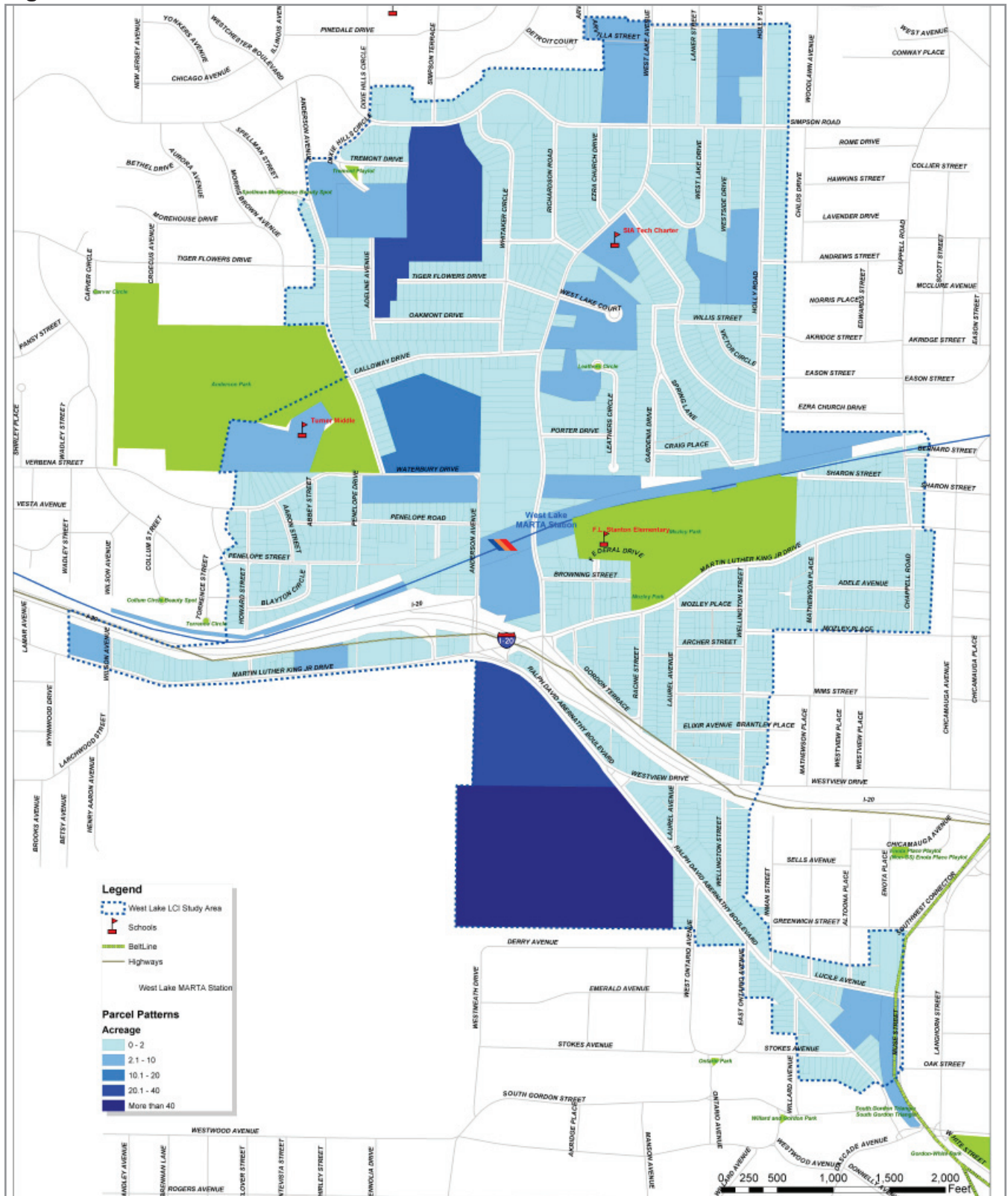
Threats

- The number of small-lot property owners, who could hinder community-supported redevelopment



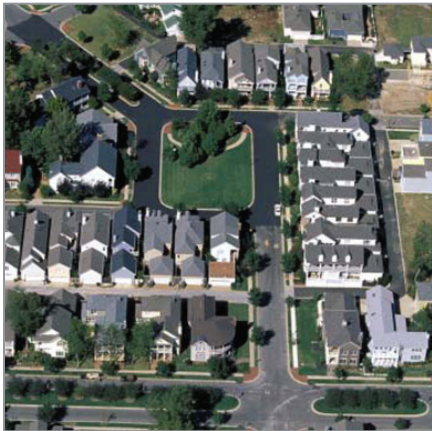
House lots around the MARTA station are larger than in many neighborhoods

Figure 1.3: Parcel Patterns





Buildings form a wall that defines this park in Spain



Houses in this neighborhood are arranged to define a common park space



This Cambridge, NY, building is close to the street and enriches the public realm

Building Patterns

The final element of a community’s physical pattern is in its buildings. The placement and massing of buildings can work together to form spaces greater than the individual parts. These different spaces have different impacts on human psychology and the ability of places to support certain activities. For example, most people like to feel protected while walking. This is best achieved by making people feel enclosed. From a psychological point of view, a street with a height to width ratio of no more than 1:3 provides the necessary enclosure, with one-to-one being ideal. Therefore, to create an environment where walking is encouraged, the street should respect these ratios, particularly in a neighborhood center. Enclosure also has a direct impact on driver behavior. All else being equal, buildings close to the street psychologically narrow it and result in a slight decrease in vehicle speeds.

Building patterns also affect the legibility of a place, or how easy it is for a visitor to quickly understand its organization. A figure ground study is a valuable tool for understanding this component of form. In a figure ground study the placement of buildings and their inter-relationships is reduced to a simple map showing their location on an otherwise negative background. This allows for an understanding of buildings and the spaces between them. These public or quasi-public spaces often are the most commonly experienced spaces of a community (see the Figure Ground map on page 1:13).

Existing Conditions

Historically, the Study Area contained some of the wealthiest neighborhoods in Atlanta, but now it must compete with newer retail and residential areas while trying to maintain its sense of community and neighborhood feel. Building patterns and the spaces they define are essential to this, with well-ordered spaces being one of the chief competitive advantages that historic neighborhoods have over conventional suburban sprawl.

The Study Area exhibits varying degrees of building order, with best-defined portion being found around the historic trolley line on RDA Boulevard and Lucile Avenue. Buildings here directly front the sidewalk to create a well-defined space. In nearby neighborhoods, houses are slightly set back and often front a small lawn, while still relating to the street in a common manner.

Spatial form is weakest along Simpson Road, near the West Lake MARTA Station, and along MLK Jr. Drive (west of Anderson Avenue). In these areas an older, auto-oriented commercial strip quality fails to reflect the surrounding historic neighborhoods.



Spatial form is weakest along Simpson Road, where buildings are often set back 60 to 70 feet from the road.



Many buildings on RDA Boulevard have excellent street frontage

Buildings are often set back from the street more than 60 feet and fronted by parking. The situation is even worse at the West Lake MARTA station, which is fenced, located above street level, and surrounded by parking. Throughout the Study Area, these different patterns cause the feeling of a wide, open space inhospitable to pedestrians and non-conducive to creating a sense of place.

Strengths

- Historic commercial and civic buildings along RDA Boulevard and Lucile Avenue, which define space and create a pleasant, human-scaled environment
- Historic houses throughout, which often share a common setback front the street with porches, doors and windows
- Street trees, both within the right-of-way and on adjacent front yards, which define the street and provide shade

Weaknesses

- Most commercial buildings on MLK Jr. Drive, Simpson Road, and RDA Boulevard (near Westview Cemetery), which are placed with little regard for an overall framework
- Recent infill housing, which is often out-of-scale with existing houses

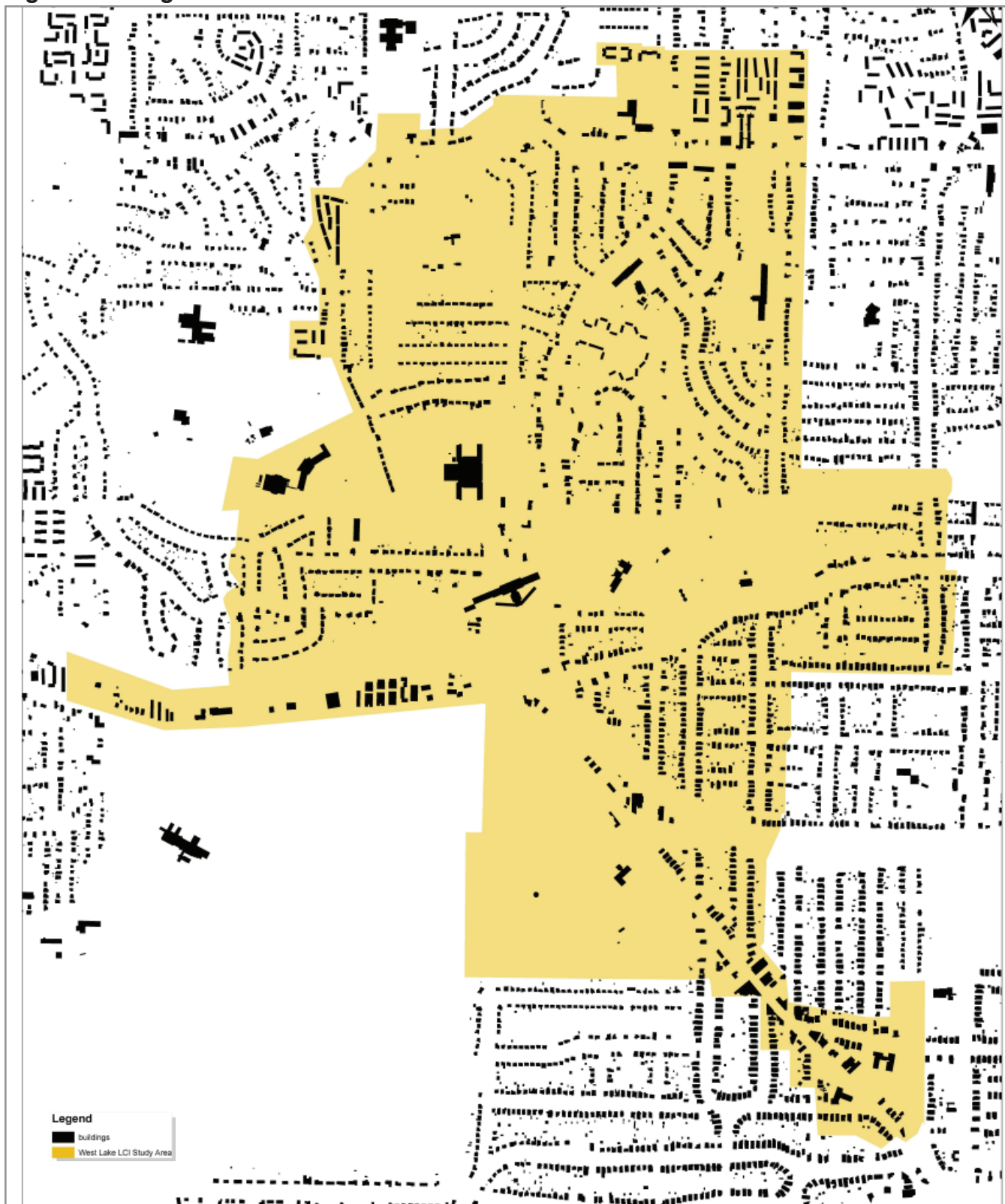
Opportunities

- New appropriately-scaled commercial or mixed-use buildings, where desired by the community, which could strengthen the spatial form of existing centers and define new ones
- Infill housing, which could be appropriately scaled to fill in breaks in neighborhood fabric

Threats

- Commercial strip development, which could eliminate the area’s historic feel, and result in a poorly defined and aesthetically unpleasant space
- New auto-oriented development, which could continue to degrade the Study Area’s sense of place and scale
- New single-story commercial buildings along key streets, which could fail to provide the height necessary to appropriately define the street as an outdoor room

Figure 1.4: Figure Ground





The Ebenezer Baptist Church in Atlanta dignifies the public realm

Historic Resources

Until the early twentieth century, architecture defined and dignified the public realm. Most intown buildings came up to the sidewalk and fronted it with entrances. Commercial buildings typically incorporated awnings, storefronts, and space for goods or outdoor dining. Residential buildings had stoops, porches, balconies, green courtyards, or a sidewalk bordered by a low garden fence or knee wall. This created buildings that were oriented towards the street and with a clear division between public and private space.

With time, deeper building setbacks were used. In the streetcar suburbs of the early 1900s, houses were usually between ten and 30 feet from the sidewalk. As with older villages and towns, most early suburbs were within a five-minute walk of a small commercial center or a trolley stop.



Historic structures in Charleston create a pleasant streetscape

Style variations notwithstanding, building design remained stable from 1900 until World War II. This all changed after World War II, when the car became the primary transportation mode. With it, commercial and residential environments changed from pedestrian-oriented to vehicle-oriented. Highway standards and codes sympathetic to drivers were enacted, and architecture and building placement became focused on the car’s needs. The speed at which people experienced neighborhoods increased and buildings were placed farther from the street to accommodate parking. As a result, building detailing became less important than rapid identification. Architecture became secondary to recognition; a few shrubs, trees, flowers, and large signs became more important than respect for neighborhood character or the public realm.



Preserved homes reflect the Study Area’s identity and appreciation for its history

Today, American architecture is still defined by recognition. Chain retailers look the same everywhere, and houses are sold based on “curb appeal”. The exteriors of buildings are now insignificant. As a result, much of America’s newer areas are visually monotonous. This proliferation of “cookie-cutter” buildings means that historic buildings have become critical to preserving local identity and a sense-of-place. Historic structures are resources that must be preserved and protected. Not only does the preservation of historic structures preserve an architectural legacy, it also preserves the buildings and places that represent a community’s collective memory.

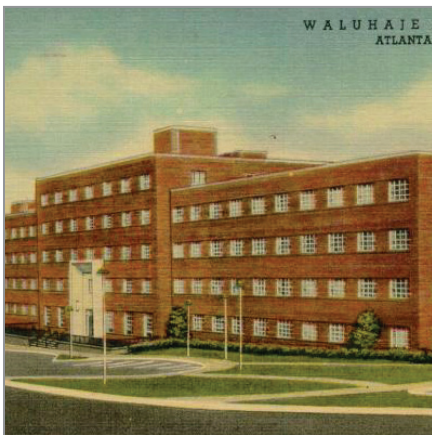
There is also an economic benefit to preservation. Many neighborhoods have found that the best way to promote future growth is by preserving the past. This is particularly true where historic buildings are of a quality that is financially-prohibitive today. People are increasingly drawn to neighborhoods with a sense of character



Part of the reason for downtown Decatur, Georgia's success is the city's strong historic preservation ethic



A historic photograph of the Westview Cemetery entrance (date unknown)



The historic Atlanta Job Corps Center (Source: Atlanta Time Machine)

and history. In addition, “place-oriented” retail has become one of real estate’s hottest commodities, with many new “Main Streets” under construction across the nation. Given this demand, historic neighborhoods can be positioned to capture this growing market.

Existing Conditions

The Study Area is rich in historic resources that provide a neighborhood identity and sense of place. For the purpose of this report, buildings over 50 years old are considered historic. This age makes them potentially eligible for recognition on the Department of the Interior’s National Register of Historic Places (NRHP), if not already designated as such. The NRHP recognizes historic resources and is a factor in qualifying for certain preservation incentives. However, it does not protect historic buildings in itself; that must be done through local preservation laws. The Study Area’s largest collection of buildings over 50 years old is south of MLK Jr. Drive in the Mozley Park and Westview neighborhoods.

Bounded by Westview Drive, West Lake Avenue, the Seaboard Coast Line Railroad, and Rockmark and MLK Jr. Drives, the Mozley Park Historic District is typical of early twentieth century Atlanta neighborhoods. Its houses were built over a 20 year period, beginning around 1920, when the street grid was established around a trolley stop. The neighborhood is characterized by small lots, varied setbacks, and no driveways. Among the historic houses found there are Folk Victorian cottages and Craftsman bungalows. Please see the following pages for details on these styles. With the construction of I-20 in the 1950s and 1960s, Mozley Park was scarred by demolition of some houses and streets to make way for the highway. Fortunately, this did not erase its historic integrity.⁶

The Mozley Park district also includes the Mozley Park Recreational Area., which was created in 1922 when residents asked the Atlanta City Council to purchase its land. Currently the park includes open space, a swimming pool, soccer and softball fields, basketball and tennis courts, and a recreation facility. The historic FL Stanton Elementary School is a two-story, red brick building with limestone trim and awning windows, and is co-located with the park.

Westview is another historic Study Area neighborhood. Buildings occupy small lots and are set close to the street to frame the public realm and create a pedestrian-friendly experience. Westview also includes historic commercial blocks along RDA Boulevard, a former trolley route. Unlike many newer commercial buildings, these front the sidewalk with storefronts, doors, and human scale

⁶ National Park Service, U.S. Department of the Interior. <http://www.cr.nps.gov/nr/travel/atlanta/moz.htm> (accessed 09/01/06)



A historic commercial block in Westview

architecture.

Although not as old as Westview or Mozley Park, the neighborhoods north of the rail line, including Dixie Hills, Grove Park, West Lake, and Penelope Neighbors, are historic in their own right. These neighborhoods were developed around World War II, a major turning point in neighborhood design. Within them houses built before the war are similar to those in Westview or Mozley Park, while those built after it are strikingly different and less urban in nature. The existence of a single neighborhood which includes construction from both periods is rare, and sets these neighborhoods apart from others in the city.

The house styles found in area neighborhoods include:



Classic post-WWII Minimal Traditional houses are common in the Study Area

- **National Folk** (1850-1890), which is defined by simple massing, usually simple single-gabled roofs, simple shed porch roofs, and uniform roof heights. Buildings are usually clad in horizontal clapboard siding and have vertically proportioned windows. This style represents an interpretation of traditional local housing types utilizing mass-produced materials transported from other parts of the nation. As such, this style exhibits some geographic variations.⁷
- **Folk Victorian** (1870-1910), defined by the presence of Victorian decorative detailing on simple folk house forms, which are generally much more less elaborated than the Victorian styles that they attempt to mimic. The primary areas for the application of this detailing are the porch and cornice line. These houses usually have symmetric facade with full porches (except gable-front-and-wing subtype).⁸
- **Craftsman** (1905-1930), defined by low pitched, gabled roofs (occasionally hipped) with wide, unenclosed eave overhangs, beams and exposed rafters. Porches are always provided and are usually full or partial width and with roofs supported by tapered, square columns. These houses usually have a one story or bungalow form, although examples of two story craftsman houses may be found.⁹
- **Minimal Traditional** (1935-1950), defined by a reference to earlier styles, but lacking decorative detailing and exhibiting close, rather than overhanging, eaves. These houses usually include a large chimney and at least one front facing gable.

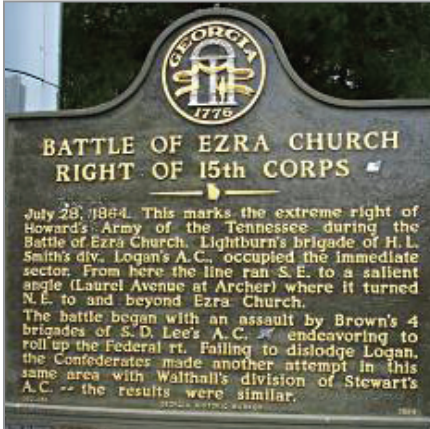


A Craftsman house

⁷ McAlester, Virginia, A Field Guide to American Houses (New York: Alfred A. Knopf, Inc., 1994) 88

⁸ McAlester 309.

⁹ McAlester 453.



This historic marker is located on Anderson Avenue at the West Lake MARTA station



Historic impressions can be found throughout Westview Cemetery (see images above and below)



Most are one story, but two story examples exist.¹⁰

- **Ranch** (1935-1975), defined by a horizontal orientation, built-in garages and asymmetrical one-story shapes with low pitched roofs and large overhangs. These houses often have brick siding, with modest chimneys. ¹¹

Newer houses in the Study Area often do not reflect the historic styles found within it. Although vaguely inspired by Atlanta area historic styles, they generally lack the detail, urbanism, and craftsmanship that mark the original. Additionally, their form is often out-of-scale with adjacent houses. One of the most prevalent instances of the latter is the two-story, vaguely craftsman home with two-story porch that has appeared throughout the Study Area in recent years, often on streets where all other homes are one story.

Finally, a variety of other historic buildings are scattered throughout the Study Area. These include the Atlanta Job Corps Center on West Lake Avenue, which was built by Atlanta developer Walter H. “Chief” Aiken as the Waluhaje Hotel Apartment building in 1951. Mr. Aiken also owned other property on Simpson Road, which was also known as Waluhaje. The Waluhaje building was purchased by property owner Mrs. Mamie Jones in 1967 and converted to the Atlanta Job Corps Center in 1969. When Mrs. Aikens passed away in 1992, the Waluhaje was willed to Clark Atlanta University, which currently uses the building as their Alumni Conference Center.¹²

The Study Area even played a role during the Civil War. Historic markers indicate that the Battle of Ezra Church occurred in 1864 in and around Mozley Park. Nearby Westview Cemetery is another part of the battlefield. It is also the final resting place for several prominent politicians and famous figures, including several state and national representatives, former Atlanta Mayor Ivan Allen Jr., and Coca-Cola Company and Hartsfield-Jackson International Airport founder Asa Candler.

Strengths

- Strong local identity, which is enhanced by the large number of historic buildings and neighborhoods
- Historic civic landmarks, including Westview Cemetery, Ezra Church, Mozley Park and the FL Stanton Elementary School
- Historic buildings along RDA Boulevard between Wellington Street and southeast of Lucile Avenue

¹⁰ McAlester 478.

¹¹ McAlester 479.

¹² The Atlanta Time Machine. Online: <http://www.atlantatimemachine.com/misc/waluhaje.htm>



The suburban strip plaza on Simpson Road reflects “Anywhere, USA”



Most recent development is incompatible with the historic character of the surrounding neighborhood

- Recent rehabilitation of historic buildings on RDA Boulevard
- Historic markers, which raises awareness of the area history to residents and visitors
- Preserved historic neighborhoods

Weaknesses

- Lack of maintenance of some historic buildings
- Overhead utilities and signage in commercial areas, which detract from historic commercial buildings
- “Cookie cutter” newer houses and businesses, which detract from the area’s sense of place
- Auto-oriented development along Simpson Road, MLK Jr. Drive, and RDA Boulevard, which represents “Anywhere, USA” and fails to capitalize on the Study Area’s rich history

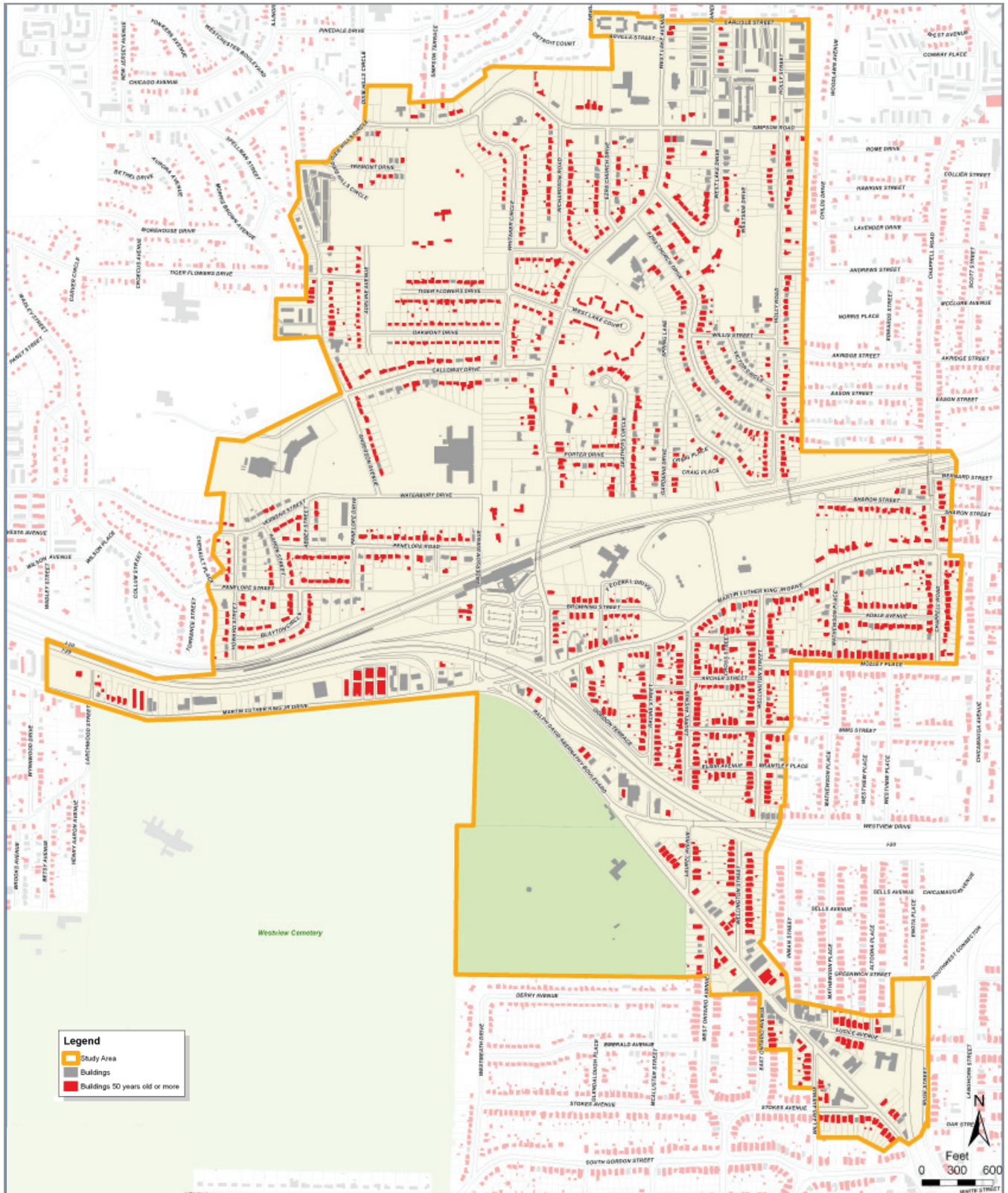
Opportunities

- Historic styles found in the Study Area, which could be used in future development
- Design-based zoning requirements, which could ensure new development that is compatible with historic structures

Threats

- Incompatible infill development, which could be out-of-scale with adjacent structures
- Deteriorated or unappealing architecture, which could detract from the area
- Lack of maintenance, which could cause historic buildings to be lost due to neglect
- Rehabilitation costs, which could often make it more expensive to renovate a building than to demolish and build new
- Historically insensitive rehabilitation, which could erase historic features

Figure 1.5: Buildings Over 50 Years Old



1.3 TRANSPORTATION

Transportation is comprised of several components that encompass a quality transportation network. These include traffic, transit, pedestrian systems, and bicycle facilities.

Traffic Systems

Traffic system operations are affected by a variety of factors, including intersection operations, light timings, turning movements, volume, capacity, and speeds. The interface of these different components affects each other and defines the ability of the whole system to operate efficiently and as part of a well-balanced system.

Existing Conditions

The presence of Interstate I-20 is the major defining traffic characteristic of the Study Area. Interstate I-20, connecting Atlanta to points west including Birmingham, Alabama, Jackson, Mississippi, and Dallas, Texas, has one interchange (Exit 53) in the Study Area at RDA Boulevard/MLK Jr. Drive/Anderson Avenue. According to 2005 Georgia Department of Transportation (GDOT) traffic count station data, there was 153,480 Annual Average Daily Trips (AADT) on I-20 east of the interchange. At this interchange, four arterial streets intersect with the interstate on and off ramps. This area is very complex and difficult to navigate. According to the City of Atlanta, 2007 – 2011 CIP, there is a \$5,842,205 Intersection Improvement Project planned for this intersection.

Segments of both RDA Boulevard and portions of MLK Jr. Drive serve as State Route (SR) 139, which connects Atlanta’s core with its west side and points west. According to 2005 GDOT data, the corridor’s traffic ranges from 8,290 AADT at Lucile Avenue to 14,880 AADT at Westview Cemetery.

In 2005, the City of Atlanta completed the MLK Jr. Drive Corridor Transportation Study Plan, which examined traffic along the corridor. The City of Atlanta is currently working on the Simpson Road Redevelopment Plan Update. As part of that update a Transportation Assessment was completed in June 2006. The City is also currently conducting the Campbellton-Cascade Redevelopment Plan. A Key recommendation of the Campbellton-Cascade Redevelopment Plan was to implement a road “diet” for Cascade Avenue from RDA Boulevard to I-285 which would reduce Cascade Avenue from four lanes (two lanes in each direction) to three lanes (one lane in each direction and one shared-left turn lane).



Narrow streets can support attractive residential uses



This intersection balances vehicular, pedestrian, and bicycle needs



Local streets provide access to adjacent land uses and support pedestrian activity

Functional Classification

The Georgia Department of Transportation (GDOT) has jurisdictional control over the state routes, which include I-20 (SR 402) and RDA Boulevard (SR 139). Streets in the LCI Study Area fall into five GDOT classifications. They are in order of intended volume from highest to lowest:

- Interstate Principal Arterial
- Urban Principal Arterial
- Minor Arterial Street
- Collector Street
- Local Street

Functional classification is a method of ordering streets by the service they are intended to provide. Streets with the highest classification are intended to provide the highest through traffic volumes with the lowest accessibility to land. Lower classifications allow increased access at the expense of mobility.

Collector and local streets in the Study Area include all other streets. These serve the cores of neighborhoods and operate well from a traffic point of view, with the exception of West Lake Avenue. According to the Simpson Road Corridor Redevelopment Plan Update, West Lake Avenue operates at a Level of Service of E or F which indicates that traffic volume nears or exceeds roadway capacity.

According to the MLK Jr. Drive Corridor Transportation Study, MLK Jr. Drive functions at a Level of Service of "B" in the Study Area. The Study also indicates that Level of Service is not a complete indicator of traffic condition in this area:

LOS alone does not explain the current traffic conditions along the corridor. While the LOS shows that the corridor maintains an acceptable level, many drivers who use the corridor might find that fact surprising. They may not believe it reflects the level of frustration they feel when driving the corridor. As in other areas in the region, they think the major facilities along the corridor are congested and not operating efficiently. While the roadways function adequately from merely a traffic volume perspective, other issues exist along the corridor that frustrates drivers. For instance, the prominence of driveways, lack of sidewalks, inconsistent streetscape, and long, continuous curb cuts that motorist on MLK Jr. Drive encounter can create a negative driving experience (as well as create dangerous conditions for pedestrians). Often, the intersections do not adequately accommodate all users, particularly the needs of the physically challenged. Other frustrating conditions include the lack of signage directing people to existing transit service along the corridor, in addition to a lack of other amenities for riders.

Strengths

- Planned upgrades to Cascade Avenue to implement a road "diet"
- Low traffic volumes on local streets
- Existing traffic calming on Ezra Church Drive, Anderson Avenue, and Verbena Street, in the form of speed humps
- Existing on-street parking on local streets, which calms traffic and reduces speeding

Weaknesses

- Poor north-south accessibility throughout the Study Area, which is caused by the railroad line, MARTA line, and I-20
- Lack of roadway capacity along West Lake Avenue, which is the primary north-south route in the Study Area



Streets can be designed to carry large traffic volumes without neglecting other modes of travel



Traffic is generally low in the Study Area, but backs up at the I-20 interchange with MLK Jr. Drive near the MARTA station

- Speeding along RDA Boulevard, MLK Jr. Drive, and Simpson Road, which endangers drivers, pedestrians, and cyclists
- Poor signage and traffic flow at the I-20 interchange, which confuses drivers and could potentially cause traffic accidents

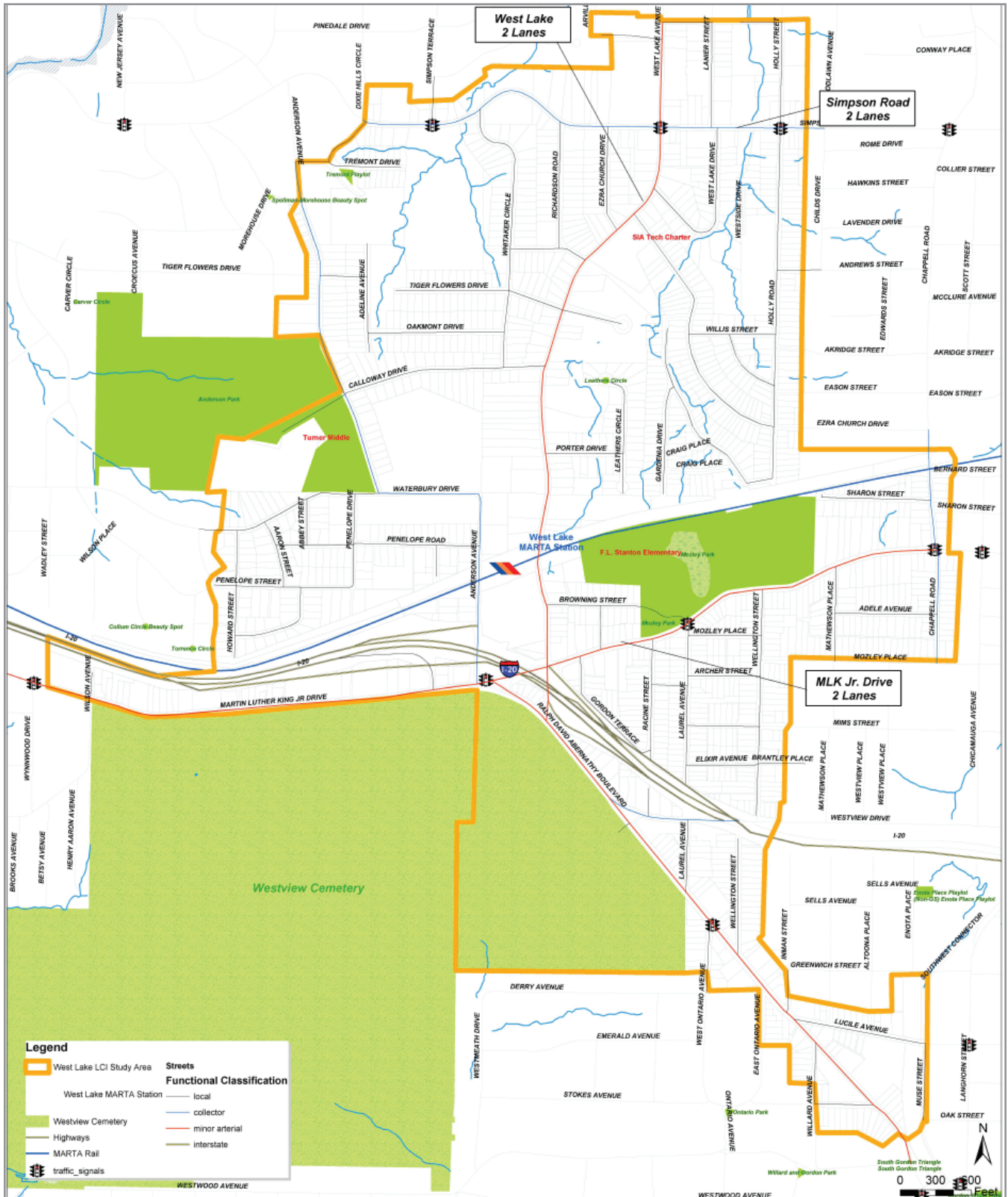
Opportunities

- Traffic calming could be implemented on local streets if speeding becomes a problem
- Capital projects planned to make improvements at the intersection of MLK Jr. Drive and RDA Boulevard, which should improve traffic flow at this intersection

Threats

- Traffic growth along West Lake Avenue, the primary north-south route through the Study Area, which could cause drivers to divert onto local streets in search of cut-through route options
- Traffic on the I-20 interchange ramps often backs up onto local streets, effectively shutting down travel on several of the major arterials
- Narrow rights-of-way and underpass challenges for the proposed BeltLine at RDA Boulevard and Lucile Street, which threaten the ability to achieve that important link

Figure 1.6: Functional Classification





Pedestrians use the sidewalk to walk to a restaurant in Atlanta



These new townhouses in Chicago embrace the sidewalk and create a cohesive street environment



Crape myrtles were recently planted in the Westview commercial district

Pedestrian Facilities

Because every trip begins on foot, the walking experience is critical to understanding the current transportation system. Pedestrian trips are also important as they have the opportunity to take the stress off of vehicular systems and create a safer Study Area.

Existing Conditions

The pedestrian experience in the Study Area is generally poor, particularly along its arterial streets. Along MLK Jr. Drive, RDA Boulevard, Simpson Road, and West Lake Avenue, the Study Area’s major arterials, sidewalks are often broken and missing, and street trees are non-existent. Most local streets in the Study Area do not have sidewalks. Instead, sidewalks are only found on arterial and collector streets, often only on one side of those streets.

Along all portions of the arterials, other challenges to pedestrians include high traffic speeds, acceleration and deceleration lanes (which support higher speeds), lack of protected walk phases at signals, and a lack of street trees to buffer pedestrians from cars and provide summer shade. Auto-oriented land uses also do pedestrians a significant disservice and force them to walk unprotected across parking lot to access businesses.

The MARTA station serves pedestrians by offering access to rail and bus transit. However, it also detracts from the pedestrian environment with its large parking lot, lack of shade trees, constant bus traffic, and transportation-limited land uses.

The City’s 2004 Comprehensive Development Plan (CDP) includes a streetscape project on MLK Jr. Drive from Mozley Park west to Browning Street. Additionally, the aforementioned recommendation of the Campbellton-Cascade Redevelopment Plan to implement a road “diet” for Cascade Avenue from RDA Boulevard to I-285 would enhance the pedestrian environment on the south end of the Study Area. Currently, the City is working on the preliminary engineering phase of the Simpson Road streetscape project, which includes the section of Simpson Road from 100 feet west of West Lake Avenue to 400 feet east of Woodlawn Avenue on both side of the street.

Strengths

- The proximity of neighborhoods, schools and parks and the MARTA rail system makes walking a viable transportation choice if facilities are provided
- New and refurbished sidewalks along one side of MLK Jr. Drive, RDA Boulevard, and Simpson Road



The pedestrian bridge over the railroad tracks is functional, but uninviting



Pedestrian access to the MARTA station is blocked by a chain link fence



Frontal parking is pedestrian hostile

Weaknesses

- Auto-oriented land uses, including frontal parking and buildings set back from the street
- Few commercial destinations within the Study Area
- Poorly marked crosswalks, which are hard for drivers to see
- Lack of walkways from buildings to the sidewalk in existing auto-oriented sites
- Lack of pedestrian signals and protected pedestrian signal phases
- Lack of sidewalks on the south side of MLK Jr. Drive, adjacent to Westview Cemetery
- Speeding traffic, which causes drivers to focus in front of them, rather than to the side of the street, where pedestrians are. Higher speeds are also directly correlated with higher pedestrian fatality rates
- ADA-compliant pedestrian facilities are lacking at many intersections

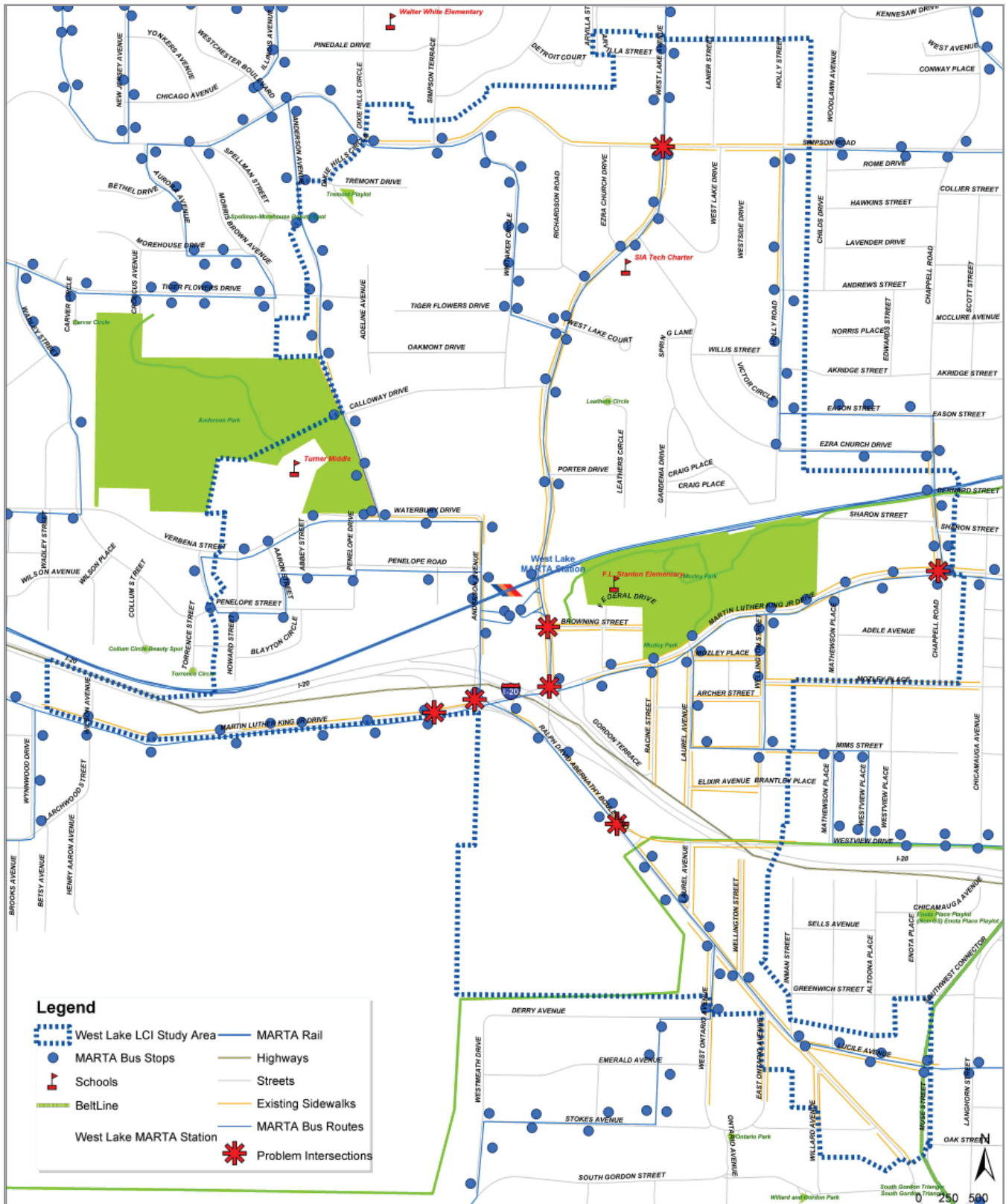
Opportunities

- Crosswalks could be better marked
- Planned streetscape improvements on Cascade Road
- Long term BeltLine access via the West Side Trail
- Other potential streetscape improvements could improve pedestrian facilities
- Enforcement of speeding laws could slow traffic
- Zoning could be used to require wider sidewalks along the length of the corridor as redevelopment occurs
- City code could be amended to require sidewalks in front of new single-family houses
- Future traffic growth could result in lower travel speeds along arterials, which would benefit pedestrians and make walking more viable than driving for short distance trips
- Increased City enforcement of requirements for property owners to maintain adjacent sidewalks in good repair
- Improve pedestrian facilities to schools, libraries, and recreation centers

Threats

- The continuation of auto-oriented development patterns along arterials, which could degrade the pedestrian environment

Figure 1.7: Bicycle and Pedestrian Conditions





This bus shelter in Spain is flanked with transit-supportive land uses and includes posted schedules



The freight rail line located behind the West Lake MARTA station



A new MARTA bus shelter in the Study Area

Transit Facilities

Providing transportation choice is a key tenet of smart growth. Transit provides an option for getting to work, school, shopping, and other places to those with cars; it serves a critical transportation need for those without. It also supports pedestrian friendly, mixed use, and higher density development.

Transit is attractive to a variety of users when it is frequent; accessible by walking, biking, and vehicle; and near shopping and other conveniences. Therefore, it is important that land uses, pedestrian facilities, and vehicular systems work together to support transit.

Existing Conditions

Transit plays an important role in the Study Area’s transportation system. Existing facilities include both MARTA bus and rail, and future facilities are currently being planned that will have a significant impact on the Study Area.

Rail transit is provided via the West Lake MARTA station, which is located in the center of the Study Area. The station is located along MARTA’s East-West rail line, and provides direct access to Downtown Atlanta and MARTA’s North-South rail line at the Five Points station. Two-car trains operate on 10-minute headways during weekday rush hour and 15-minute headways at other times. According to MARTA, average weekday station entries in from January 2005 through June 2006 were 2,342.

The West Lake MARTA rail station serves as an inter-modal facility for bus and rail transfers. Numerous MARTA bus routes operate out of the station, including:

- **Route #3 Auburn Avenue/MLK Jr. Drive:** runs on MLK Jr. Drive within the Study Area and connects to HE Holmes neighborhood, Downtown Atlanta, the Five Points MARTA station, and Candler Park
- **Route #13 Fair Street/North Avenue:** runs on West Lake Avenue, Laurel Avenue, Wellington Avenue, and Mims Street within the Study Area and connects to the Atlanta University Center, Georgia World Congress Center, Downtown Atlanta and the Five Points MARTA station
- **Route #51 Simpson Street/Atlanta University:** runs on Simpson Road, Whitaker Circle, West Lake Avenue, MLK Jr. Drive, Chappell Road, and Holly Road within the Study Area and connects to Lincoln Cemetery, Collier Heights Apartments, Atlanta University Center, Georgia World Congress Center, and the Vine City MARTA station.

Table 1.1: MARTA Bus Ridership at West Lake Station

Route	Boardings	Departures	Total	Data Sources*
3	160	132	292	Manual
13	164	147	311	Manual
51	464	387	851	Manual
58	644	561	1,205	APC
67	250	280	530	APC
69	251	237	488	Manual
136	70	66	136	Manual

*Manual: All counts were computed from actual ride checks performed manually. APC: Automated Passenger Counter-automated data collection.

- **Route #58 Bolton Road:** runs on West Lake Avenue within the Study Area and connects to the Grove Park neighborhood, the Almond Park neighborhood, the Carey Park neighborhood, the Watts Road neighborhood, the Lincoln Homes neighborhood, the Bolton Hills neighborhood, and the Riverside neighborhood.
- **Route #364 Beecher Street:** runs on Anderson Avenue and RDA Boulevard within the Study Area, and connects to Westview Cemetery, the Westview neighborhood, the Beecher Road neighborhood, the Cascade Road neighborhood, and the Cascade Heights neighborhood
- **Route #67 Westview:** runs on Waterbury Drive, Penelope Road, Anderson Avenue, MLK Jr. Drive and RDA Boulevard within the Study Area and connects to Turner Middle School, the Penelope Neighbors neighborhood, the Mall at West End and the West End rail station
- **Route #69 Dixie Hills:** runs on Anderson Avenue within the Study Area and connects to Anderson Park, Turner Middle School, the Anderson Park School and the Dixie Hills neighborhood

The user-friendliness of bus routes is compromised by the lack of auxiliary facilities. There are few bus shelters in the Study Area, and none of the MARTA bus stops provide schedules, maps, lighting or wastebaskets. Many are located on collector streets without sidewalks. The result is that bus patrons (other than those catching a bus at the West Lake rail station itself) must wait exposed to the elements and with no means of knowing when the bus will arrive, unless they have their own schedule. Although frequent riders are used to these substandard facilities, these are clearly deterrents for riders with choice.

Existing bus service is also compromised by delays. Frequent stops (one on almost every block), red-lights and exceptionally long routes can result in periods of unreliable service. Buses sometimes stop as often as every 400 feet to serve patrons. This can result in delays and frustration for other patrons. It also makes it challenging to plan bus scheduling because a day with unusually high-ridership (as expressed in the number of stops) can slow the bus down.

Finally, the Study Area is potentially impacted by several recent or current transit studies, including:

- **BeltLine Redevelopment Plan,** which was undertaken by the ADA as a land use and financial feasibility for the BeltLine, a proposed transit greenway that would utilize existing rail corridors ringing Atlanta’s core for future transit and recreational facilities. In the Study Area, the Plan calls for a new transit stop for the BeltLine at RDA Boulevard and Cascade Avenue (Kroger Citi-Center property). The BeltLine would run north along the abandoned rail line with stops at Westview/Langhorn, MLK Jr. Drive, and Simpson Road, all just east of the Study Area.

- **Inner Core – BeltLine/C-Loop Study** which is being undertaken by MARTA to identify feasible routes and modes of transportation within the greater BeltLine and Inner Core area by evaluating various technologies and land use patterns. Currently, four alternatives are being evaluated. All four current alternatives include a transit stop at RDA Boulevard and Cascade Avenue (Kroger Citi-Center property) on the south side of the Study Area. However, no route alternative has been selected as the preferred alternative and no preferred technology has been selected, although such decision is forthcoming.

Strengths

- Existing bus service, which is better than that found in most parts of the Atlanta region
- Existing MARTA rail service
- PATH multi-use trail from the Ashby MARTA station to Mozley Park, including a bike/pedestrian bridge over the railroad

Weaknesses

- Land use patterns that do not support transit, which include low-density development within walking distance of the MARTA station
- Interstate I-20 occupies substantial land area near the MARTA Station
- Lack of auxiliary bus facilities, including shelters, signage, maps, schedules and lighting, which discourages would-be transit riders

Opportunities

- Existing studies and plans, which could enhance transit offerings
- Long-term BeltLine rail service
- Access to the proposed BeltLine via a “BeltLine Connector Trail,” which would utilize the southern and eastern buffers of Westview Cemetery
- Bus stop improvements, which could encourage ridership and improve conditions for existing patrons
- Small, “neighborhood-friendly” buses, which could run on neighborhood streets
- Bus signal actuation, wherein approaching buses could turn lights green to minimize disruptions from red lights

Threats

- Lack of adequate funding, which could limit MARTA's ability to make transit improvements and result in further service cuts
- Future traffic growth, which could further degrade bus reliability



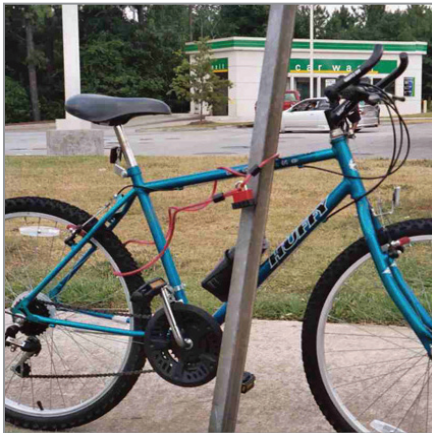
Bike lanes can make cycling safer on commercial streets

Bicycle Facilities

Bicycles are an increasingly important means of transportation, particularly for low-to-middle income people. Any well-balanced transportation system must include bicycle facilities to ensure a range of mobility options.

Bicycle facilities can take three major forms.

Off-street facilities are generally 12 feet wide paved areas that permit bicycle travel in two directions. Lanes may or may not be striped. Usually, these facilities are built in conjunction with greenways, and as such, should include 60 feet of right-of-way. This includes 20 feet of open space on either side of the trail, and two 4-foot shoulders.



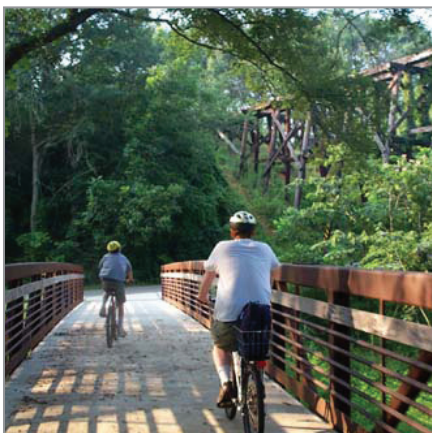
When there are no bicycle racks, cyclists will use what is available

Bicycle lanes are striped one-way on-street facilities. They are usually located next to the curb and designed so those bicyclists move in the same direction as traffic. In Georgia, bicycle lanes are required to have a minimum width of five feet if they are to be designated as such. It is possible, however, to stripe narrower widths, provided they are not labeled such. Bike lanes are necessary on streets with design speeds greater than 25 miles per hour. On streets with slower speeds, bicyclist can safely ride with traffic.

Bicycle routes are not facilities, per se, but rather locations where bicycling can occur. Bicycle routes designate a travel route suitable for bicycling. They can be off-street facilities, bicycle lanes, or locations where cyclists are expected to ride with traffic. Like highway routes, they connect one location to another and indicate at least minimal suitability for such travel but do not indicate a designation of facility design standard.

Existing Conditions

The West Side Trail runs east-west parallel to MLK Jr. Drive through the Study Area and connects Mozley Park, West Lake MARTA Station and Anderson Park. Parts of the trail are off-street multi-use facilities, while other parts are on-street bike lanes.



“Rails to Trails” projects turn unused railroad tracks into attractive off-street facilities

In addition most local streets have slow enough traffic to safely accommodate bikes in the vehicular lanes. Simpson Road, east of West Lake Avenue, has been designated an on-street bicycle route. Bicycle routes for MLK Jr. Drive, RDA Boulevard, Westview Drive and West Lake Avenue have been proposed as part of the City’s 2004 CDP. Currently, portions of these streets do not fall into the bikeable category, as speeds and, sometimes, volumes exceed levels considered comfortable for bicyclists.



The lack of dedicated bicycle lanes deters commuters in the Study Area from using alternate modes of travel

Strengths

- The West Side Trail, which provides signage and in some areas, dedicated right-of-way for bicyclists and pedestrians
- Slow speed local streets, which allow cyclists to bike through portions of the Study Area while avoiding unsafe arterials
- The existing zoning code, which requires bicycle racks as part of commercial development

Weaknesses

- Lack of bicycle lanes along major arterials, due to limited right-of way
- Dangerous bicycling environment on MLK Jr. Drive, Simpson Road, and RDA Boulevard, in particular
- Lack of bicycle racks
- North-South access across the CSX and MARTA rail line is limited to Anderson Avenue, Chappell Road, and West Lake Avenue. There is an at grade rail crossing on Chappell Rd. and West Lake Avenue is marginally safe for cyclists
- The lack of connectivity between the West Side Trail, the Anderson Park Trail, and the MARTA station. The West Side Trail ends a block from the MARTA station and the Anderson Park Trail does not connect to any major destination
- Numerous curb cuts along arterials, which creates unsafe conditions for bicyclists
- Use of bike paths for illegal dumping, which is facilitated by designs which allow cars to drive on them

Opportunities

- Bicycle lanes, which may be feasible on arterials such as MLK Jr. Drive, RDA Boulevard, Westview Drive, or West Lake Avenue
- Connecting the Anderson Park Trail, the MARTA Station and the West Side Trail via marked on-street bicycle routes would give cyclists access to points east
- The proposed BeltLine, which could improve access to other parts of the City
- Increased enforcement of existing zoning requirement for bike racks at businesses could result in more facilities
- Long-term BeltLine access via the West Side trail

Threats

- Difficulty balancing pedestrian and vehicular needs and space along arterials



Annapolis, MD, features a fine-grained mix of uses



These townhouses in North Carolina have small shops at ground level



Existing neighborhoods in the Study Area are Single-Family Residential

1.4 LAND USE

Land uses and the relationship between them impact the quality of life in a community. Different land uses have varying impacts on transportation and utility systems. The arrangement of land uses and their proximity also support or discourage different modes of transportation, including bicycling and walking; this can directly impact the vehicular system by reducing or increasing traffic.

Towns and cities were traditionally built as mixed-use environments featuring housing, shops, offices, religious institutions, schools, parks, and factories all within a short walk of one another. As the benefits of mixed-use areas become known, it becomes increasingly important to understand the types of uses that can operate within an acceptable walking distance. Many uses are very compatible, including retail, office, open space, civic, and residential uses. Other uses, such as industrial and transportation services, are more difficult to reconcile with other uses in a mixed-use setting.

Existing Land Uses

As a historic intown area, the Study Area contains a mixture of land uses. These include single-family houses, multifamily, commercial, institutional uses, and even a few industrial and office uses.

The Study Area's largest land use category is Single-Family Residential, which represents almost 45% of its area (and the majority of the parcels). The 1,169 residential parcels are found on both sides of the major streets in the Study Area.

The other major residential land use is Multifamily Residential, which account for only 8.4% of land area, but comprises 99 parcels. Most of this land use is rental apartments, many of which are vacant. They are primarily located along Anderson Avenue, West Lake Avenue, Simpson Road, and MLK Jr. Drive. At five stories, the Atlanta Job Corps Center is one of the tallest buildings in the Study Area, and because approximately 515 students are enrolled and housed there, it is considered a multifamily use.

The Study Area has few vertical mixed-uses. Those that do exist on RDA Boulevard are new developments that combine housing and retail/office uses. Even less frequent are office uses; in fact, less than one percent of the land area is comprised of Office uses.

With the large number of churches and schools in the Study Area, Institutional uses are another predominant land use, comprising 11.4% of its land area. Often, the schools are paired with open space,



This photo shows a typical Commercial uses



Institutional uses are found throughout the Study Area

which makes up almost 16% of land in the Study Area. However, only a small portion of the Westview Cemetery and Anderson Park is located in the Study Area.⁶

The MARTA station and rail line rights-of-way contribute toward almost 10% of the Study Area being comprised of Parking/Transportation/Communication/Utility uses. Industrial land uses are minimal, and limited to a small segment on Westview Drive and RDA Boulevard. Perhaps the most striking land use component is the amount of Vacant land, which represents 12.5% of the Study Area. With an average size of just 15,500 square feet, these vacant lots are located within small lot, single-family neighborhoods, on 229 parcels.

Strengths

- Proximity of varied land uses along major streets, which can minimize travel distances and support walking
- Proximity of open space to schools, which provides the opportunity for multi-use trail connections to community destinations
- Single-family neighborhoods, which provide the area with a unique identity
- New mixed-use buildings on RDA Boulevard, which provide the opportunity for the Study Area to support future office and retail uses

⁶ Westview Cemetery is comprised of three parcels, two of which are completely inside the Study Area. Anderson Park occupies only one parcel and is mostly outside of the Study Area. For this reason, the two parcels in Westview Cemetery are included in the land use calculation, but Anderson Park is excluded.

Table 1.2: Existing Land Uses

Land Use	Parcels	Acres	Percentage
Cemetery/Parks/Open Space	3	102.6	15.7%
Commercial	53	16.3	2.5%
Industrial	4	2.0	0.3%
Institutional	31	74.1	11.4%
Multifamily Residential	99	54.9	8.4%
Office	3	2.8	0.4%
Parking/TCU	15	24.1	3.7%
Recreational	2	0.5	0.1%
Single-Family Residential	1,169	290.9	44.7%
Unknown	4	1.9	0.3%
Vacant	229	81.4	12.5%
TOTAL	1,612	651	100%



This new mixed-use building was built near the Inman Road and RDA Boulevard intersection



Mixed-use development could be built around the West Lake MARTA station

Weaknesses

- Lack of quality, owner-occupied multifamily options, which limits the market appeal of the Study Area and discourages retail
- Limited vertically mixed-use land uses, which discourages density (this is particularly evident near the West Lake MARTA station)
- The high percentage of single-family houses that are rented, which compromises neighborhood stability (see “Section 1.7 Demographics & Markets” for more details)

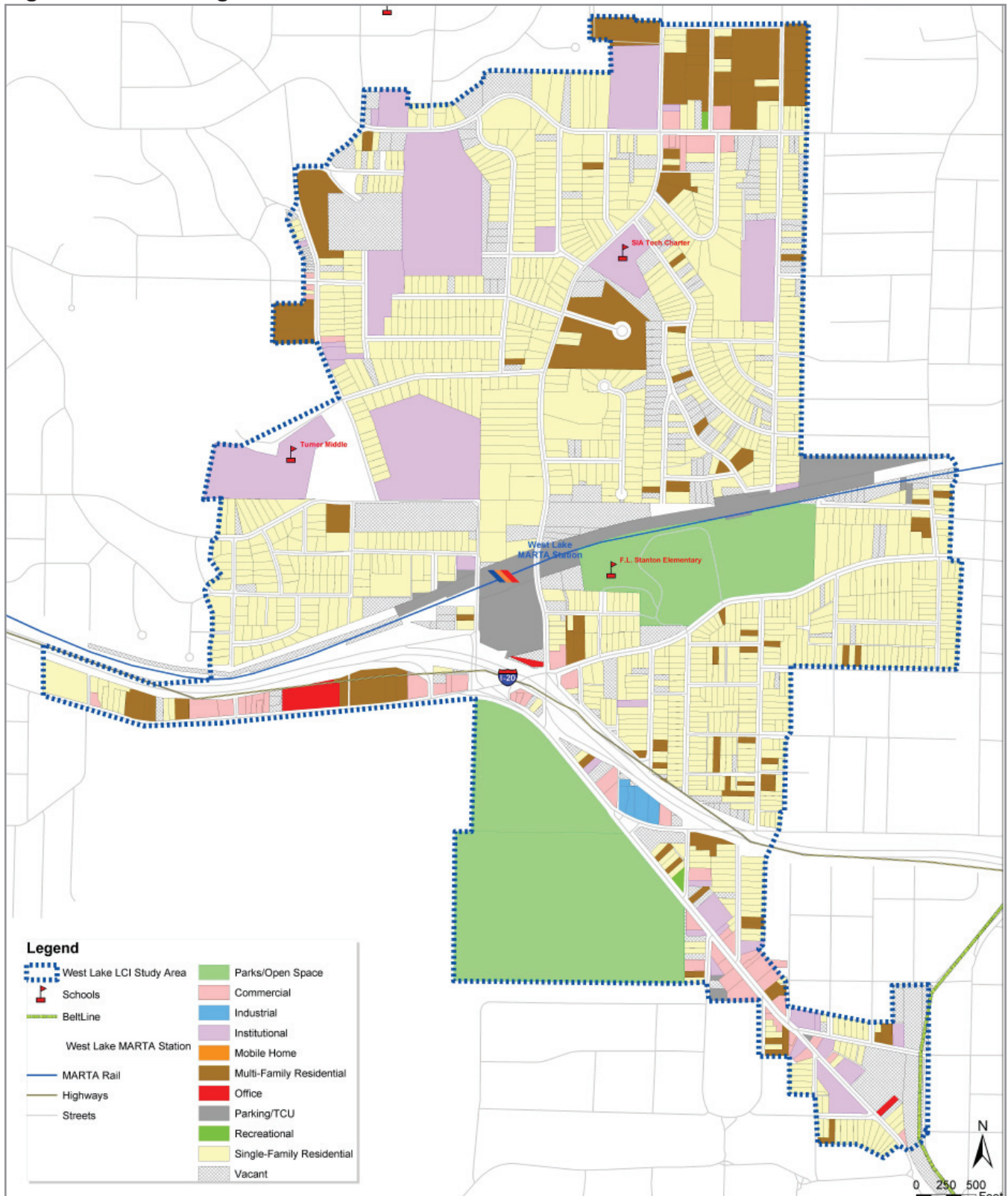
Opportunities

- New mixed-use development with condominiums over retail, which could create a greater sense of “ownership”
- Redevelopment of under-utilized, auto-oriented land uses, which could absorb housing demand and reduce pressure to increase density in the neighborhoods
- Historic structures, which could be renovated to new residential or commercial uses
- Infill housing, which if designed appropriately, could attract young professionals back to the Study Area
- The West Lake MARTA station, which provides an opportunity to establish a “transit village”

Threats

- Poor design, which could reduce support for new land uses
- Conversion of existing owner-occupied houses to rental, which could impact the tax base
- Financial markets, which could make it difficult to finance mixed-use projects

Figure 1.8: Existing Land Use





Few offices are located along major corridors in the Study Area



Railroad rights-of-way in the Study Area are designated as *Single-Family Residential* and *Commercial*



The West Lake MARTA Station is designated as *Low Density Residential*

Future Land Use Classifications

The 15 Year Land Use Plan of the City of Atlanta’s CDP establishes future land use classifications for areas of the city. The classifications need not comply with current on-the-ground land uses, but rather reflect desired long-term land use desires. Under Georgia law, the future land use plan serves as the legal basis for rezoning activity on the part a local government. Therefore, it is important that such plan accurately reflects the desired vision for an area. In this way, these classifications should serve as a guide for directing public infrastructure improvements that support the desired future land use.

In the Study Area, the 15 Year Land Use Plan shows a desire to protect and expand *Single-Family Residential*, and *Low Density Residential* uses in the West Lake and Dixie Hills neighborhoods, west of West Lake Avenue, and north of the MARTA line. It also reflects *Mixed-Use* development along MLK Jr. Drive and at the MARTA station, *Commercial* in the Westview commercial district, and a few *Open Space* classifications.

Generally, these designations reflect on-the-ground uses or long-term visions established by other recent planning studies or neighborhood policies (as in the case of multifamily sites classified as *Single-Family Residential* or *Low Density Residential*). However, this is not the case with Mozley Park or Anderson Parks, which are given residential classifications rather than *Open Space*.

Strengths

- The *Single Family Residential* classification, which represents the clear desire to protect established neighborhoods
- The *Mixed-Use* classification around the MARTA site and along MLK Jr. Drive, which supports channeling new development into under-developed areas with good access, rather than into neighborhoods

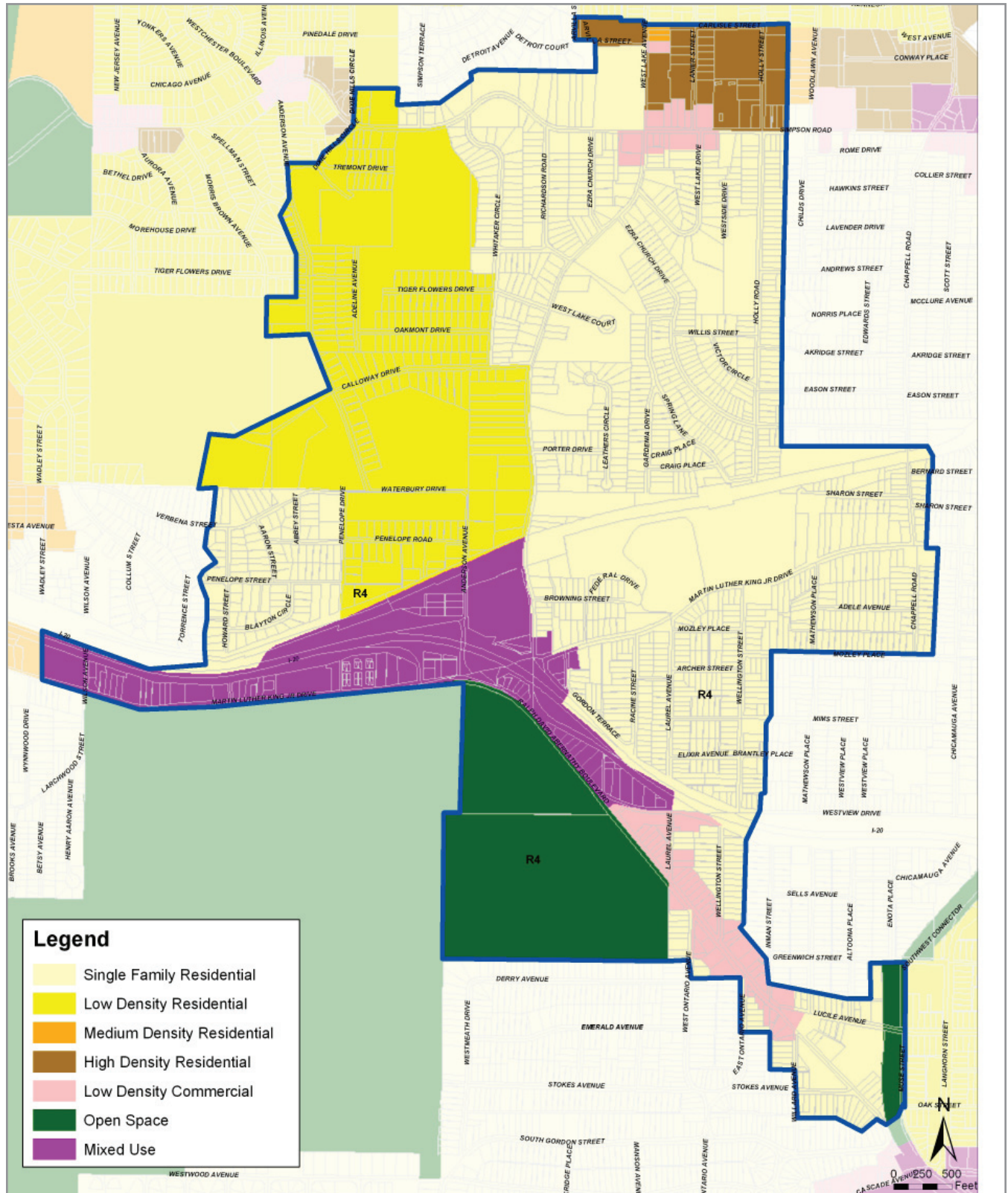
Weaknesses

- Classifications of Anderson and Mozley Parks as *Low Density* and *Single Family Residential*, which do not support these important open spaces

Opportunities

- Creation of different types of “Mixed-Use” classifications, which could provide a more refined land use policy

Figure 1.9: Current 15 Year Land Use Plan





Zoning can transform an area over the long-term

Zoning Designations

The City of Atlanta regulates development through the use of zoning. Zoning districts control things such as height, use, setbacks, parking, etc. They are the implementation tool of the CDP and should support the desired future land uses. Because it directly shapes development, zoning has a profound impact on the built environment. More than any other single element, zoning affects how a community looks and functions for decades.

The Study Area contains a variety of designations. Most common are R-4 (Single-Family Residential, minimum 9,000 sf lot), R-4A (Single-Family Residential, minimum 7,500 sf lot), C-1 (Community Business District) and RG-3 (Residential General Sector 3). More recently, the Study Area has seen the arrival of Quality of Life Zoning Districts, such as the MRC-1-C lot on MLK Jr. Drive.

Zoning designations have, for the most part, supported current land uses in the Study Area. However, recent development trends have highlighted challenges with them. In particular, infill pressures in neighborhoods have shown R-4 and R-4A to be ineffective at protecting neighborhood scale. Similarly, in other parts of the city C-1 has been identified as being ineffective at preserving the scale and character of neighborhood commercial nodes.

Table 1.3: Zoning Summary

District	Parcels	Acres	
C-1	126	39.2	6.0%
C1-C	3	1.9	0.3%
MRC-1	1	1.9	0.3%
OI	2	19.2	2.9%
OI-C	1	1.6	0.2%
PDH	3	10.7	1.6%
R-4	1,288	471.5	71.8%
R-4A	147	64.4	9.8%
R-5	1	0.7	0.1%
RG-2	2	6.8	1.0%
RG-3	35	36.4	5.5%
RG-4	1	1.9	0.3%
RLC	2	0.4	0.1%
TOTAL	1,612	657	100%

Strengths

- Existing designations, which allow a wide range uses, their form notwithstanding

Weaknesses

- RG-2, RG-3, and R-4A zoned areas, many of which were either vacant or determined to be in the most need of improvement in the Study Area
- Lack of design requirements within most districts
- Lack of standards for infill in R-4 and R-4A districts

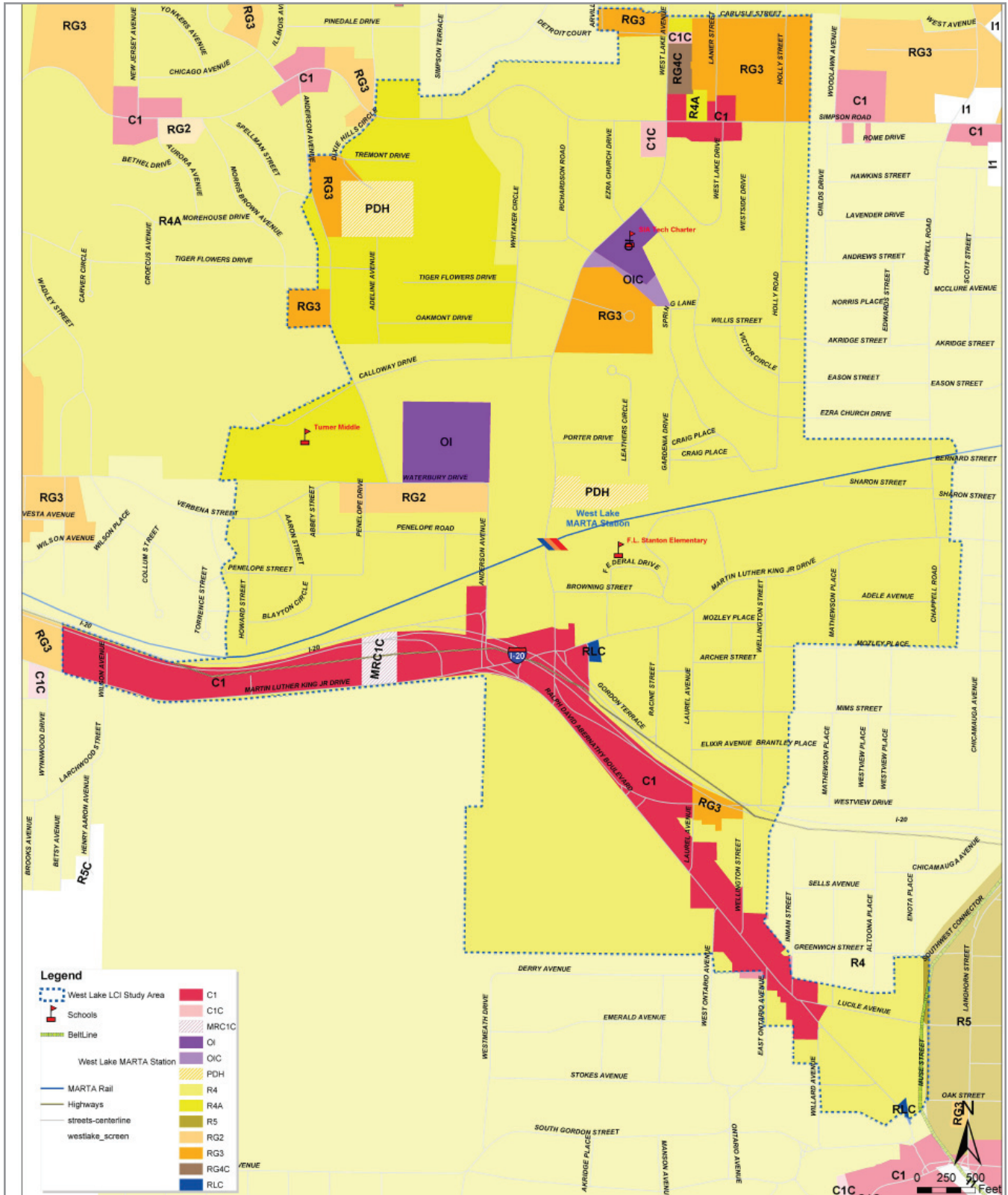
Opportunities

- Quality of Life Zoning, which could offer more design control over new mixed-use development
- Zoning text and map changes, which could support appropriate new development densities

Threats

- Long-standing C-1 zoning, which could result in inappropriate new development given C-1's highly permissive nature

Figure 1.10: Existing Zoning





New development has resulted in the loss of tree cover in neighborhoods

1.5 ENVIRONMENT

Human activities have had a profound impact on the environment. Virtually nowhere that humans have lived has been untouched by their presence. This is particularly true in urban areas, where centuries of habitation have changed the landscape in many ways.

Existing Conditions

The Study Area has been moderately impacted by human settlement, and activities have historically existed that could pose a threat to human health and the environment. The EPA estimates that there are 159 facilities in the 30314 zip code that report being regulated under environmental laws. Within the Study Area, there are 35 parcels identified as being potential brownfield properties or EPA permit holders, most of which were commercial properties located along RDA Boulevard and MLK Jr. Drive.

Table 1.4 illustrates uses in the Study Area that could be potentially harmful to the environment and includes the effect that they could pose to the environment. Figure 1.11 expands on this to show the potential areas of environmental concern in the Study Area. As illustrated in the map, these sites are divided into the following categories:

- **EPA Permit Holders:** Those sites that are registered with the EPA as having permits to handle quantities of hazardous materials.
- **Potential Greyfields:** Aging or abandoned strip malls or commercial centers, usually characterized by large expanses of underused parking.

Table 1.4: Potential Affected Environment in West Lake Study Area

Sources	Potential Affected Environment						
	Soil	Noise	Water	Air	Socioeconomic	Cultural	Aesthetic
Airports		✓		✓	✓		✓
Landfills/Waste Transfer/Recycling	✓		✓	✓	✓		✓
Institutional/Hospitals/ Penitentiaries					✓	✓	✓
Railroads		✓			✓	✓	✓
Wastewater Treatment			✓	✓			
Industry/Manufacturing	✓	✓	✓	✓	✓	✓	✓
Auto Repair/Junkyards	✓		✓	✓	✓		✓
Parking Lots/Roads/ Non-point Sources	✓		✓				✓

- **Potential Brownfields:** Abandoned or underused industrial or commercial sites with potential environmental contamination. Further environmental assessments are required on these properties as part of due diligence prior to redevelopment.

Other major environmental concerns in the Study Area include illegal dumping, littering (especially along commercial corridors such as RDA Boulevard and MLK Jr. Drive), loss of trees, and noise, vibrations and air pollution from the railroads and I-20. The latter of these environmental concerns are concentrated in the Penelope Neighbors neighborhood.

Another less obvious, but equally significant environmental concern is non point source pollution from stormwater runoff. Stormwater contributes more than two-thirds of the water pollution in Atlanta. Unlike the point sources mentioned thus far, stormwater does not come from a specific source but is from water washing across many impervious surfaces, carrying with it the pollutants found on streets, parking lots, rooftops, etc. These pollutants end up in streams and rivers. Stormwater runoff contributes from 60 to 80 percent of total water pollution.⁶

Fortunately, given these concerns, much of the Study Area continues to have positive environmental attributes. These include a healthy tree cover in most areas, protected parks, lack of major industrial polluters, and limited large areas of surface parking.

Strengths

- Limited number of brownfields, greyfields, and EPA permit holders in the Study Area
- The concentration of potential areas of concern in already commercial corridors, rather than in neighborhoods

Weaknesses

- Noise from the MARTA rail line, freight railroad tracks, and I-20
- Vibrations to nearby houses caused from the MARTA rail line and MARTA buses

Opportunities

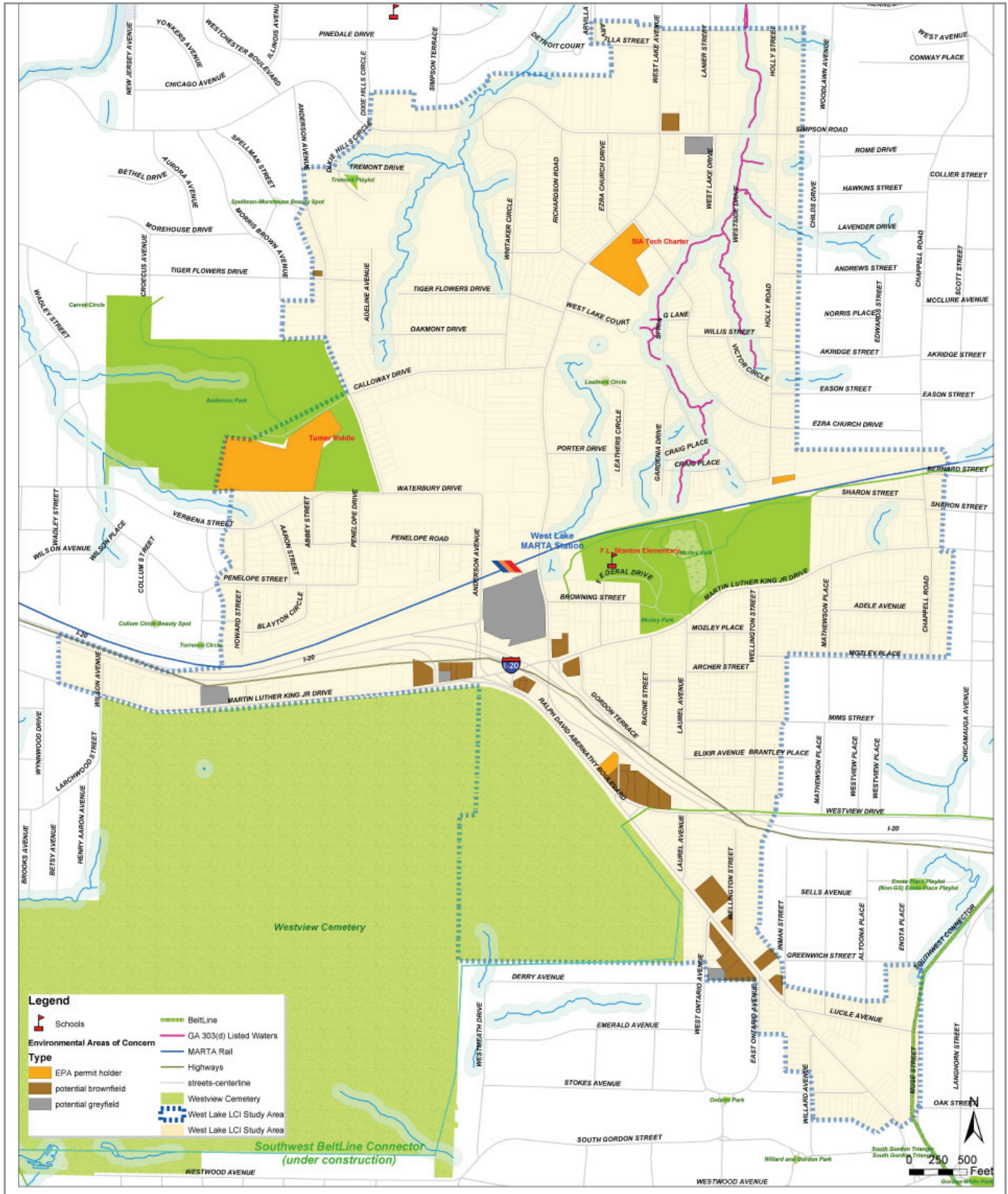
- Noise barriers, which could be installed along I-20 in the Study Area
- Redevelopment of parking lots into other uses

Threats

- Gas stations, which have tanks that could potentially leak
- Loss of tree cover, which could occur with increased development in neighborhoods

⁶ Clean Water Atlanta. Online: <http://www.cleanwateratlanta.org>.

Figure 1.11: Environmental Conditions



1.6 INFRASTRUCTURE & FACILITIES

Public facilities are the foundations upon which communities are built. They support growth by providing essential services such as fire, police, schools, and libraries. Effective systems are essential to a community’s health.

Existing Conditions

The City of Atlanta provides fire, police, park and utility services. Other public facilities include schools, churches, libraries. However, there are no libraries, hospitals, or police stations in the Study Area. The closest hospital is the small, 125-bed Southwest Hospital and Medical Center facility located at 501 Fairburn Road, just outside of I-285. The closest library is the Washington Park/Annie L. McPheeters Branch located at 1116 MLK Jr. Drive, and the nearest police station the Atlanta Police Department Zone 1 station located at 2315 Bankhead Highway, almost one mile from the Study Area.

Major public infrastructure and facilities in the Study Area include:

- The West Lake MARTA Station at 80 Anderson Avenue
- The Atlanta Job Corps Center at 239 West Lake Avenue
- Sadie G. Mays Health and Rehabilitation Center, located at 1821 Anderson Avenue
- Atlanta Fire Station #17 at 1489 RDA Boulevard
- Mozley Park Recreation Center at 1565 MLK Jr. Drive

The Study Area includes four schools: two public, one non-traditional, and one charter school. F. L. Stanton Elementary opened in 1927 at 1625 MLK Jr. Drive. Stanton has 250 students in grades K through 5, and is 100% African American. Ninety-five percent of students are eligible to receive free/reduced price lunches. H. M. Turner Middle School is also located in the Study Area at 98 Anderson Avenue. The Study Area is also served by West End Academy located at 1325 RDA Boulevard, a “non-traditional” school that serves at-risk high school youth from the Atlanta Public School district. The School for Integrated Academics and Technologies (SIA Tech) is a charter school affiliated with the Atlanta Job Corps Center, located at 239 West Lake Avenue. Located outside of the Study Area, Washington and Douglass high schools serve students within it.

The Study Area is located in the Middle Chattahoochee-Lake Harding watershed and several tributaries of Proctor Creek flow through the it. Some existing development is located in the floodplain and is subject to frequent flooding. In addition, the Study Area is located in both the Proctor Creek and Utoy Creek Basins, which are separated by MLK Jr. Drive. The basins are capacity limited with



The West Lake MARTA station is a great asset to the Study Area



This new City of Atlanta Fire Department Station #17 is located on RDA Boulevard, in the southern portion of the Study Area



H. M. Turner Middle School is located adjacent to Anderson Park



Overhead utilities in the Study Area clutter the sidewalk and disrupt its historic character

available capacity credits, which means that additional flow can be added to the sanitary sewer lines only if system improvements free capacity in the existing lines. Prior to 2011, when the City plans to upgrade the area trunk lines, developers can pay for improvements that would allow capacity for additional development. The upgraded trunk sewers are designed to serve development for the next 50 years.

Strengths

- Extensive water and sewer coverage, which support future development
- The Study Area is well served by schools, which can attract young families to the Study Area

Weaknesses

- Aging infrastructure citywide
- Street flooding and plugged drains in some locations
- Crime and prostitution problems in parks, which are due, in part, to the lack of adequate lighting and their disconnect from the surrounding area
- Lack of an accessible police precinct
- Lack of trash receptacles throughout Study Area, especially at bus stops
- Overhead utilities, which detract from the street character

Opportunities

- Redevelopment can utilize existing infrastructure
- Utilize greenspace for stormwater management

Threats

- Maintenance costs may increase due to age of systems
- The real and perceived quality of Atlanta Public Schools hurts efforts to attract families unless they can afford to send their children to private schools

Open Space

In a world where many are increasingly isolated from one another by technology and fast-paced lifestyles, people are increasingly recognizing the value of places that allow them to connect with others and nature. In fact, one of today's hottest real estate trends is the neighborhood where people can partake in a wide variety of open spaces on a daily basis. Many people no longer want to drive long distances to play in a park with their children or relax on a summer evening. They now want their neighborhoods to provide all of these opportunities and more.

There are four major categories of open spaces in the United States, each with their own distinct definition and applicability:

Plazas are hardscaped gathering spaces located in a town or city center and surrounded by commercial, mixed-use, or civic buildings. Plazas often include fountains, benches, and similar elements. Their entire surface is accessible to the public and consists of stone, concrete, or durable pavement interspersed with trees and limited plant materials.

Parks are landscaped recreation and gathering places that can be located in any area of a town or city. They may be surrounded by residential or commercial buildings, and are often the focal points of neighborhoods. Parks often include picnic facilities, drinking fountains, benches, and playgrounds. Larger parks may include ponds, sports fields, and courts. Well designed parks are defined at the edges by streets. Their accessible landscape consists of paths, trees, lawns, shrubs, and other plant materials.

Greenways are linear parks that can serve as corridors for transportation, wildlife migration, or protection of key habitats that occur in a linear manner, such as the riparian zones along creeks and rivers. Greenways can also connect plazas, parks and conservation lands. Because of this, they can be located in virtually any setting with varying sizes.

Conservation Lands protect and enhance areas of environmental and historic significance. They are usually located at the edge of a village, town or city. Because their primary purpose is the protection of open space, they can include camping sites and trails.

Existing Conditions

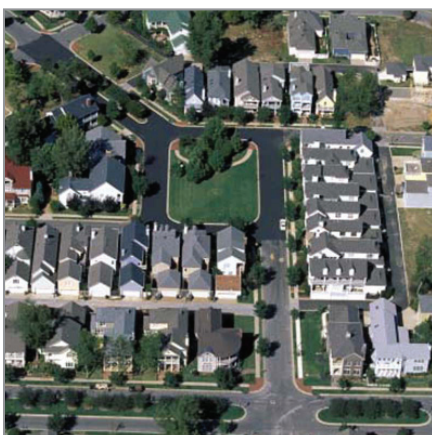
A variety of open spaces exist in the Study Area. The largest is Westview Cemetery, which, at over 500 acres, is the largest cemetery in Atlanta. Roughly one-half of the cemetery is sectioned off, so



Not all open spaces, such as this cul-de-sac, are usable public spaces



A plaza surrounded by mixed-use buildings in Mashpee, MA



A park is the center of Harbor Town, near Memphis (Courtesy of Alex S. MacLean)



Westview Cemetery



Aerial view of Enota Park
(Source: BeltLine Emerald Necklace Report)



Trees help define this residential street

an opportunity for passive recreation exists. Other major facilities include Anderson Park (56 acres) and Mozley Park (28 acres). The Study Area also includes a series of small neighborhood parks and playlots scattered throughout. The following is a summary of these open spaces:

- Westview Cemetery, on RDA Boulevard
- Mozley Park, at 1565 MLK Jr. Drive
- Anderson Park, at Anderson Avenue and Calloway Drive
- Tremont Playlot, at Tremont Drive and Dixie Hills Circle
- Leathers Circle, in the cul-de-sac at the end of Leathers Circle off Porter Drive

Plans are underway to enhance open space facilities near the Study Area. As part of the BeltLine Redevelopment Plan, the existing 0.3-acre Enota Park Playlot (located just outside of the Study Area at the BeltLine and southwest corner of I-20) was recommended for expansion. This would acquire surrounding vacant parcels to add 9.7 acres of greenspace. However this and existing facilities are confined to residential area. There are no open spaces in commercial areas.

Multi-use trails and greenways also enrich open space in the Study Area. The Westside Trail, which includes both on and off-street segments, connects Anderson Park and Mozley Park. However, a portion of the trail runs through the MARTA parking lot. Without a designated lane, trail users are left feeling vulnerable to the traffic conditions in the parking lot. The proposed BeltLine provides a unique opportunity for providing non-motorized connectivity between parks, greenways, employment and residential centers. The Southwest quadrant of the proposed BeltLine is slated to get over 18 miles of multi-use trails, more than any other quadrant.

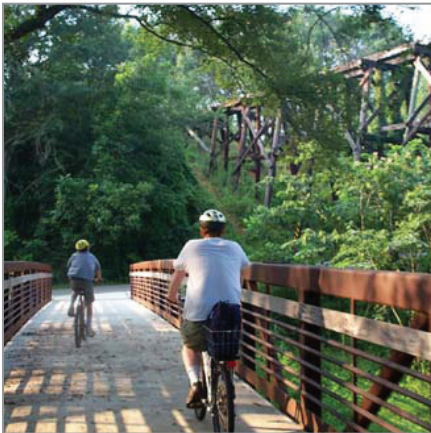
In addition to these, opportunities exist for other facilities. An ideal location for greenways is along rivers and streams. In the City of Atlanta, a 25-foot wide undisturbed buffer and an additional 50-foot impervious surface setback buffer protects the banks of Atlanta's rivers and streams from encroaching development. Greenways that have been adopted into the City's CDP allow development of multiuse trails within this setback.

Strengths

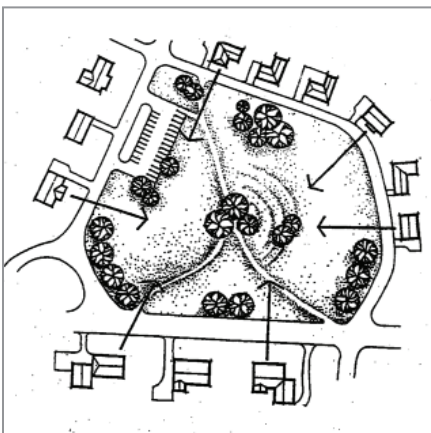
- Westview Cemetery, which is a major open space and an area landmark
- Anderson and Mozley parks
- Neighborhood pocket parks, such as Enota Place and



Small pocket parks could be included as part of the redevelopment of vacant or under-utilized land



Many greenways run along rivers or rail lines



When residential development faces open space, it keeps “eyes on the park”
 (Source: City of Atlanta 1993 Parks, Open Space, and Greenways Plan)

Leathers Circle, which are models for neighborhood-scale open space

Weaknesses

- Westside Trail, which is discontinuous from Anderson Park to Mozley Park
- Limited neighborhood pocket parks, which forces some residents to drive if they want to use park space
- The lack of connectivity and access points between neighborhoods and existing parks, such as Westview Cemetery and Anderson Park
- Trash and debris in parks, which detracts them
- Crime, especially prolific in parks with poor lighting
- Poor orientation of buildings around parks, which results in safety concerns and limits their use

Opportunities

- Pocket parks, which could be included in the redevelopment of marginal commercial uses in the Study Area
- A greenway network, which could connect the proposed BeltLine and the West Lake MARTA station to parks and other residential areas
- Keeping “eyes on the park” with development that faces the public realm
- The Southwest BeltLine connector, which proposes to create a multi-use trail along the southern and eastern edges of Westview Cemetery to the proposed BeltLine

Threats

- Development, which could occur without appropriate open spaces
- Poorly designed open spaces, which could limit their use and fail to capitalize on the need for a community focal point
- Poorly located open spaces, which could result when they are relegated to the sites with least development potential

Note

This section provides an overview of demographic and market conditions. Please refer to the Appendix for the full report.

1.7 DEMOGRAPHICS & MARKETS

Demographics and markets are two of the bases of sound planning. These forces often extend beyond the immediate Study Area and must be carefully understood due to their impacts on land use and development decisions.

A disconnect often exists between what is market-viable and what a community desires. In some cases, a community may yearn for more upscale housing or retail than for which market support exists. Given these conditions, a plan must include incentives to support new development, or it must utilize other techniques to increase market demand, such as expanding the potential draw or trade area by creating a unique destination. In other cases, market demand may be very strong, with the total demand for new development far surpassing what the community desires. In this situation, the plan must temper market realities with the will of the community to determine their own future.

Existing Conditions

Households in the Study Area’s market will be key to new development. The Retail Market Area is comprised of a 5-minute drive within the “Local” area and a 10-minute drive within the “Greater” area. The center point of the market area is the West Lake MARTA station. Residents of new Study Area housing will be drawn largely from the Residential Market Area, defined by a 10-mile radius from the West Lake MARTA station.

Demographics

Over the past 16 years, the Study Area has seen moderate population growth, increasing at an average annual rate of 1.27%,



The Local Retail Market Area is defined by a 5-minute drive of the MARTA station

Table 1.5: Population and Household Growth

Geographic Area	1990	Avg. Ann. Change			Avg. Ann. Change		
		2006	Number	Percent	2011	Number	Percent
		(Estimate)			(Forecast)		
West Lake Study Area							
Population	5,208	6,263	66	1.27%	6,855	118	1.89%
Households	1,788	2,033	15	0.86%	2,262	46	2.25%
Avg. Household Size	2.62	2.69	0.004		2.68	-0.002	
City of Atlanta							
Population	391,646	457,562	4,120	1.05%	511,574	10,802	2.36%
Households	154,916	192,500	2,349	1.52%	218,823	5,265	2.73%
Avg. Household Size	2.39	2.22	-0.011		2.20	-0.004	

or 66 persons, to reach 6,263 by 2006 (see Table 3). This increase outpaced that of the City of Atlanta, whose population grew by an average annual rate of 1.05% from 1990 to 2006. While growth rates in the Atlanta MSA and State of Georgia are projected to slow over the next five years, the Study Area and City's population growth should accelerate. From 2006 to 2011, the Study Area is expected to grow by an average annual rate of 1.89%, or 118 residents, and the City of Atlanta by an average of 2.63% per year.

Study Area and City population projections shown in Table 3 for the 2006 to 2011 time period are essentially "no build" scenarios, which assume that the City does not initiate a redevelopment program for the Study Area. With anticipated redevelopment activity, population growth within the Study Area will undoubtedly increase.

Within the Retail Market Areas, population and household growth fell short of those experienced by the Study Area and the City. In 2006, there were an estimated 35,134 households in the Local Retail Market Area and 150,710 in the Greater Retail Market Area, representing average annual increases of 0.72% and 1.46% since 1990, respectively. Growth is expected to accelerate considerably over the next five years, bringing the number of households in the Local Retail Market Area to 39,504 and the Greater Retail Market Area to 171,146 by 2011. Likewise, the Residential Market Area will see an increase in average annual household growth rates, from 1.57% for the 1990-2006 period to 2.30% for the 2006-2011 period. The number of households in the Residential Market Area is expected to reach 386,260 by 2011 (see Appendix for further details).

Age, Income Distribution and Racial Composition

The Study Area tends to have a higher proportion of young adults and seniors than the market areas and the Atlanta MSA. Twenty-one percent of Study Area residents are between the ages of 19 and 25; proportions for other geographies range from 14% in the MSA to 19% in the Local Retail Market Area. Senior residents (i.e., those age 65 or older) make up 17% of Study Area population, versus 12% in the Local Retail Market Area and 9% in the Greater Retail and Residential Market Areas. At 44%, the proportion of the population at the height of their spending potential (between the ages of 25 and 64) is considerably smaller in the Study Area than in other geographies. While this age group also makes up a smaller proportion in the Local Retail Market Area (48%), percentages in the Greater Retail and Residential Market Areas are comparable to those of the MSA (55% to 57%). Median age in all geographies ranges from 32 to 35 years.

In terms of income, the Study Area and Retail Market Areas have significantly lower incomes than households throughout the City and MSA. Median income in the Study Area is \$30,666. Although income increases moving out from the center of the Study Area, the median income of the Residential Market Area of \$50,274 remains just below that of the U.S. median.

The Study Area and Local Retail Market Area are predominately African American (98% and 95%, respectively). The Greater Retail and Residential Market Areas are more diverse: African American still make up a majority of residents in both areas but 19% and 34% of residents are white, respectively. The Hispanic population also increases moving out from the center of the Study Area, from 1.0% in the Study Area to 7.5% in the Residential Market Area.

Community Tapestry Segments

Recognizing that people who share the same demographic characteristics may have widely divergent

desires and preferences, Community Tapestry data (developed by ESRI Business Information Solutions) categorizes neighborhoods throughout the nation into 65 consumer groups or market segments. Neighborhoods are geographically defined by census blocks, which are analyzed and sorted by a variety of demographic and socioeconomic characteristics as well as other determinants of consumer behavior. Based on this information, neighborhoods are classified as one of 65 market segments.

Retail and Residential Market Area households have been grouped into Community Tapestry market segments. The top ten market segments within each of the graphic areas can be found in the Appendix. While the characteristics of each market segment varies, households within the Local and Greater Retail Market Areas are generally young, some with young children, largely African American and low to moderate income. Households consisting of college students or recent college graduates also make up a large proportion of the Retail Market Areas. Housing includes both ownership and rental and purchases center on reasonably priced necessities, family and children.

Primary market segments within the Residential Market Area are also generally young but more affluent than Retail Market Area households. Upwardly mobile, active young professionals (e.g., *Laptops and Lattes*, *Metro Renters*) are balanced with young, family-oriented market segments (e.g., *Family Foundations and Modest Income Homes*). Ownership is more prevalent than in the Retail Market Areas but rental – particularly for young professionals starting out in life – is also common.

Employment

The Selig Center of the University of Georgia predicts that job growth in the Atlanta MSA will remain sluggish in 2006, increasing 1.8% or by 41,000 jobs. Strong in-migration and civic leadership are expected to help soften the impact of recent buyouts and bankruptcies among some of the region's leading employers (e.g., Delta Airlines, Georgia Pacific, etc.). The Atlanta MSA remains an excellent choice for businesses to locate due to Hartsfield International Airport (the second busiest passenger airport in the world), a large pool of educated and talented workers, a diversified economy, several renowned academic institutions, continued, albeit slower, population growth and an excellent transportation system (e.g., interstate system, rail, transit, etc.). With convenient access to I-20 and the West Lake MARTA station, the Study Area is strategically located to take advantage of the infrastructure and amenities Atlanta offers.

Within the Study Area, there are an estimated 96 businesses that employ 718 workers. A large share of Study Area jobs (76%) are concentrated in the services sector, with healthcare jobs making up 28% of total jobs. The ratio of employees ("daytime population") to residents ("nighttime population") within the Study Area is 0.11, indicating a much stronger residential than commercial base.

Almost 1,200 people work within one mile of the West Lake MARTA station, more than 13,000 people work within two miles and 38,300 work within three miles. Nearby employees are a valuable market for new retail and housing development. Similar to the Study Area, the ratio of daytime/nighttime population is consistently low in the one, two, and three-mile areas, demonstrating a stronger residential than commercial base.

Please see the Appendix for detailed demographic data.

Residential Profile

The Atlanta housing market is poised for continued, albeit moderate, growth in 2006. Unlike many rapidly growing areas throughout the nation that are now beginning to see a "bubble effect," the Atlanta housing

market has progressed at a healthy and relatively restrained pace. The development community remains generally optimistic about the local housing market – particularly in intown areas that offer shorter commutes – despite slowing job growth and anticipated interest rates hikes.

Within the Study Area, there are an estimated 2,344 housing units as of 2006. The majority of occupied housing units are renter-occupied (53%) and single-family detached houses (64%). These statistics, along with visits to the Study Area, indicate that a substantial proportion of single-family housing is renter-occupied. The median owner-occupied house value within the Study Area is \$93,412 - just over half that of the Residential Market Area and the Atlanta MSA, and less than half that of the City. However, the Study Area includes several attractive established neighborhoods, such as Dixie Hills and the Mozley Park Community, where sales prices and redevelopment activity have been increasing in recent years. Although the prevalence of vacant and deteriorating apartment complexes and single-family houses poses a problem for the Study Area, the majority of the housing stock consists of modest, well-kept single-family housing.

Sales data for the past three years indicate strong growth in the area housing market. From 2003 to 2005, the number of single-family house sales in the zip codes containing the Study Area (30314 and 30310) increased from 120 to 585. Average sales prices increased from \$101,293 to \$114,146 over that period. While sales prices have not grown as rapidly as the number of sales, a reduction in the length of time houses are on the market also indicates the favorable single-family house market in the area. In 2003, houses were on the market for an average of 71 days; in 2006, houses were on the market for an average of 57 days.

Single-family houses in zip codes north of the Study Area commanded considerably higher sales prices with an average of \$358,467. Large-scale residential projects (i.e., West Highlands, Adams Crossing and Dupont Circle), the emergence of the Upper Westside district and the success of nearby Atlantic Station have also contributed to stronger new houses sales activity in the 30318 zip code. The average sales price in the zip codes containing the Study Area was \$114,146 for a three bedroom, one bath house. South of the Study Area, average prices were somewhat higher (\$173,205) and houses slightly larger (average of three bedrooms, two baths).

Residential Demand Analysis

A statistical demand analysis was performed for the Residential Market Area to estimate the potential market depth for for-sale and rental housing (Exhibits 24 and 25). Even though the analysis uses finite numbers, the end result (i.e., potential market support) should be interpreted as an approximation of market depth that is balanced with the characteristics of the competitive supply.

Over the next ten years, 5,489 Residential Market Area households will be potential buyers of newly developed higher density, mixed-use market rate housing annually. An estimated 10,444 households in the Residential Market Area are potential renters at market rate projects set in mixed-use settings. Based on an evaluation of the competitive housing market, access to I-285 and I-20, relatively affordable land prices and our experience in facilitating residential development in comparable areas, Marketek estimates that during the first ten years of development, approximately 5,623 units of market rate for-sale and rental housing could be absorbed in the Study Area.

Within the estimated demand for 5,623 residential units, 32% (or 1,811 units) is for-sale product and 68% (or 3,812 units) is rental product. Marketek estimates that the Study Area has the potential to capture 3.3% of Residential Market Area demand for higher density, for-sale product and 3.7% of Residential

Market Area demand for higher density, rental product between 2006 and 2016, the vast majority of which will be new construction. The projection for the potential demand for housing assumes that there will exist marketable for-sale and rental product and that a marketing program for new housing will be underway.

Based on recent house sales in and close to the Study Area, opening price points of townhouses should range from \$175,000 to \$220,000. Condominiums should begin selling from \$150,000 to \$180,000. Opening price points for single-family detached housing should range from \$250,000 to \$290,000. Smaller, more affordable units will appeal to first time house buyers and retirees looking to downsize, while larger, more expensive units will appeal to move-up or move-over buyers. Although there is some demand for units priced above \$300,000, it is our opinion that in this market when unit prices rise above this level demand will begin to thin out.

Current monthly rents at nearby market rate rental communities suggest that market rents in the range of \$900 to \$1,150 for a two-bedroom unit would be achievable in the Study Area. These rents assume that the apartment community would offer a unique architectural style and have amenities offered at competitive projects.

Live/work units – rental and for sale – should be included in the housing program to accommodate growing number of people who are seeking larger than average space that is adaptable to living and working. The concept of live/work housing is gaining momentum as more people are choosing to work from home. Live/work units range from smaller (1,000 square feet) open floor plans with exposed structural features and curtains/low walls to separate living/working space to higher end commercial first floor space (retail, office, service, technology-based) with upper level (one or two floors) living areas accessed by a separate entrance. The Study Area's access to the West Lake MARTA station enhances its potential for live/work space.

Affordably priced workforce housing should also be incorporated in the housing program. Ideally, 20% of new housing developed will target low- to moderate-income households, some of whom already live in the community. Providing a variety of housing options that meet the needs of varying income groups helps to create authentic, vibrant and sustainable communities. Higher density housing is one way to facilitate affordable housing development, as well as government-sponsored programs (e.g., Low Income Housing Tax Credit Program, down payment assistance programs, Community Development Block Grants). The most successfully mixed-income communities are those where lower and higher priced houses blend seamlessly.



Retail should occur in a mixed-use setting



The creation of a unique cafe-style dining environment could draw more customers to the West Lake area



With its high ceilings, wide sidewalk and inviting storefront, this Decatur business' design is near perfect

Retail Profile

According to statistics published by Dorey Publishing and Information Services, a local commercial real estate database company, in its Dorey's Atlanta Retail Space Guide, the metro Atlanta submarket within which the Study Area is located is called "West Atlanta." As of fall/winter of 2005, the West Atlanta submarket included over 1.9 million square feet of retail space according to Dorey. Vacancy is reported at 4.9% with 94,875 square feet of available space. Available rents ranged from \$3.50 to \$28.00, varying largely with the age of the shopping center.

Within the Study Area, retail development is limited; the majority is concentrated along Simpson Road in the north and RDA Boulevard in the south. From Holly Street to Dixie Hills Road along Simpson Road, aging neighborhood strip centers provide the bulk of retail space. These include "mom 'n' pop" businesses such as local restaurants, barbershops/hair salons, laundromats and small food marts. High vacancy rates are typical and a few centers are in disrepair, completely vacant, or abandoned.

The southern portion of the Study Area, along RDA Boulevard, also contains primarily small neighborhood strip centers. Although several commercial sites are devoted to auto-related uses, there has also been notable redevelopment at RDA Boulevard and East Ontario Road. Here, small office and restaurant space in newly redeveloped buildings is available for lease. New housing is also available in the Westview Lofts.

Although the Study Area lacks a large national grocery store, there are a few located just outside of the Study Area that serve area residents. The Kroger Citi-Center, at the intersection of Abernathy and Cascade Road, and the Historic Westside Village Publix, along MLK Jr. Drive, are within a short driving distance from the Study Area. Further, a small grocery store (approximately 35,000 square feet) is recommended along Simpson Road near Mayson Turner Road in the recent Simpson Road Corridor Redevelopment Plan Update. Several major shopping centers were built in the last ten years and remain well-maintained and well-occupied, with rents ranging from \$17 to \$24/NNN⁶. While a few of the centers surveyed contain large, national grocery stores, few centers contain stores selling apparel, home furnishings or other retail goods.

The limited supply of existing retail establishments in and immediately surrounding the Study Area indicate that the area is not presently meeting its retail potential. A 1999 study by the Initiative for a ⁶ NNN is triple net, which means that all property expenses (utilities, taxes, insurance and any maintenance costs) are passed through to the lessee, which they pay in addition to their base rent.

Competitive Inner City and Price Waterhouse Coopers estimates that approximately 25% of potential retail demand is not being met in many inner city communities throughout the nation, forcing residents to shop outside of their communities. This is likely the case for Study Area residents whose local shopping is primarily limited to convenience goods and services.

Retail Demand Analysis

A retail demand analysis was completed to provide market support for retail uses in the local and greater retail market areas and the Study Area. Expenditure potential by type of merchandise is applied to population figures to obtain potential sales volume for local and greater market area residents.

The estimated potential sales in the Local Retail Market Area are as follows:

- **2006** - potential sales of \$395 million would support 1.6 million square feet of retail space
- **2011** - potential sales of \$444 million would support 1.8 million square feet of retail space
- **2016** - potential sales of \$513 million would support 2.1 million square feet of retail space

The estimated potential sales in the Greater Retail Market Area are as follows:

- **2006** - potential sales of \$2.4 billion would support 9.8 million square feet of retail space
- **2011** - potential sales of \$2.7 billion would support 11.1 million square feet of retail space
- **2016** - potential sales of \$3.2 billion would support 13 million square feet of retail space

With a successful comprehensive development program, the Study Area has the potential to capture 21% of the increase in potential Local Retail Market Area expenditures and 7% of the increase in potential Greater Retail Market Area expenditures over the next ten years. This translates to:

- **2006 - 2011** – potential for 86,744 square feet of new retail space
- **2011 - 2016** – potential for 142,226 square feet of new retail space

Further information regarding employment and population projections for the Study Area are presented in Section 4.

Office Profile

While not an established venue for office space development, the Study Area is within easy access of the well-established downtown Atlanta, the emerging Upper Westside and the I-20 West office submarkets. Combined with quick access to MARTA rapid rail and the metro area's interstate highway system, this location helps provide some opportunities for limited office space development over time. Downtown, one of the metro area's major office employment centers, is to the east of the Study Area. The latest available statistics from the Atlanta Regional Commission (ARC) show approximately 137,000 employees located downtown, with the bulk of them in the Business Services and Government sectors. The Study Area also enjoys a strategic location with respect to downtown Atlanta's convention and visitor business. Downtown also has an inventory of more than 10,500 hotel rooms to accommodate the 3.5 million annual delegates attending conventions and trade shows. According to Central Atlanta Progress (CAP), the private/nonprofit Downtown Atlanta economic development group, there are 776 condominium units currently planned or under construction in 13 separate developments in this area as well as approximately 600 new apartments units in two projects.

Within the Study Area itself, a small amount of office space has been redeveloped in recent years. Service-oriented office uses make up the majority of office space within the Study Area and are a target market for new office/retail space being leased as part of the mixed-use Westview Lofts. Located on Ralph David Abernathy at Ontario Avenue, the Westview Lofts contain 10,000 square feet of office/retail space and leases at about \$12 per square foot. Available spaces range from 500 to 950 square feet, with only a few units remaining to be leased.

Industrial Profile

The West Lake MARTA station Study Area is located within what is known as the “Central Atlanta” industrial submarket, an area that basically encompasses all industrial product within the Atlanta city limits that is not located in Chattahoochee Industrial. The overwhelming majority of this 13.2 million square-foot submarket is located east of I-75/I-85 and south of I-20, not in close proximity to the Study Area. Much of the industrial product here was built prior to the 1970s. As is the case in Chattahoochee Industrial, much of it is being adaptively reused in one form or another, or torn down to make way for alternative uses.

While not itself a center of industrial development, the West Lake Study Area is adjacent to the Chattahoochee Industrial District and the I-20 West/Southwest submarkets, which featured varying degrees of activity in recent years. As of the end of 2005, Chattahoochee Industrial contained just over 16.1 million square feet of space, most of it in the form of older office/warehouse/distribution facilities.

Office-Industrial Demand Analysis

The combination of proximity to downtown, the shift in land uses to the north from industrial to residential and easy access to metro Atlanta’s rapid rail and interstate highway system creates some long-term opportunities for limited office development within the Study Area. Growing residential populations in west Atlanta, the result of the steadily growing attractiveness of intown living, can be expected to add to the population of the Study Area and surrounding neighborhoods over time. A growing population would, in turn, generate demand for smaller-scale facilities for use by medical, dental, legal, insurance and other consumer-oriented users of office space.

Marketek estimates that over the next ten years, the Study Area could support an additional 45,000 square feet of community-serving office space. The bulk of this office space should be located along MLK Jr. Drive and RDA Boulevard. A small amount, about 5,000 square feet, could be located around the West Lake MARTA station.

The potential for large-scale industrial development in the Study Area is extremely limited. An abundance of relatively inexpensive, much better-located (from a logistics standpoint) warehouse and distribution product in the nearby Fulton Industrial District and a growing amount of new, state-of-the-art facilities further to the west along I-20 confine the Study Area’s potential for large-scale industrial development.

Strengths

- Interstate-oriented businesses, such as fast food and gas stations, are profitable and likely to remain long-term
- Beautification efforts on RDA Boulevard with new sidewalks, signs, and lighting, which have improved its market appeal
- Stable neighborhood, which provide an excellent value compared to other parts of the city

- Historic mercantile buildings and streetscapes, which are extremely well-suited to pedestrian-oriented retail
- A neighborhood feel, which is desirable to potential residents
- Access and location, which are key to retail and residential markets
- Moderately strong demand for retail and residential development

Weaknesses

- Weak market for small, neighborhood-serving offices
- Lack of neighborhood serving retail and restaurants, markets, and home improvement stores
- Lack of directional signage and gateway markers
- Poor aesthetics on commercial corridors
- Saturation of fast food, gas stations, utilities, auto-parts stores, and dollar stores, which lessens the appeal of the Study Area to support high-end retail
- Lack of a full service grocer, which could discourage potential residents from moving to the area
- Out of scale infill housing, which threatens the very character that attracts newcomers to the area

Opportunities

- Increased retail services, which could promote even stronger housing markets
- Through traffic on I-20, which could be captured with unique retail options
- Increased housing, which could provide continuous retail support
- Catalyst development, which could provide the critical mass necessary to change the market's perception of the study

Threats

- The proliferation of single-price point developments could threaten area diversity
- Perception of poor public schools, which could limit the area's attractiveness to families
- Lack of quality owner-occupied multi-family housing, which could make it challenging for some to conceive of townhouses or condominiums in the Study Area
- Increasing housing costs, which could threaten long-time residents
- Inflated land values, which could price new development beyond the level for which demand exists and thereby stop growth

T A B L E O F C O N T E N T S

2.1	Public Process	2:1
2.2	Goals and Objectives	2:6
2.3	Vision	2:10

Note

This section provides an overview of public outreach. Please refer to the Appendix for detailed meeting minutes, agendas, and other materials.

2.1 PUBLIC PROCESS

The public participation process for the West Lake MARTA Station LCI Study utilized a variety of tools to promote widespread involvement in the planning process including community interviews, a public workshop, public presentations, a project website and Advisory Committee meetings, all held from August to December 2006.

Advisory Committee Meetings

At the forefront of the planning process, a Advisory Committee was identified to serve as representatives of the larger community to communicate the vision and guide the planning process. Members were selected from local government, business owners, organizations, employers, and neighborhood leaders to serve as liaisons to the larger community. Advisory Committee meetings were held on August 21, September 25, and November 27, 2006. These meetings were used to gain input into strengths and weakness of the Study Area, to propose opportunities and identify threats, to promote community outreach efforts, and to refine the overall vision of the Study.

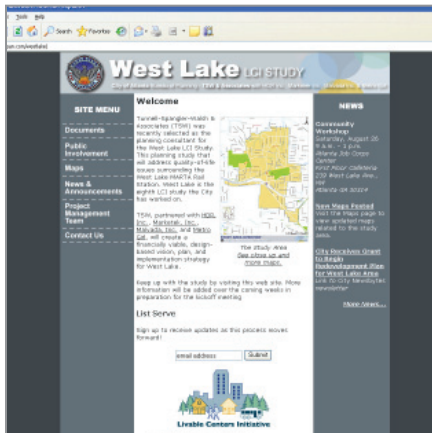
Interviews

Confidential interviews were conducted to better understand the existing conditions of the Study Area and obtain a general idea of current and future trends. Interviews were conducted in-person and over the phone with a variety of participants, including:

- Residents
- City and elected officials
- Neighborhood representatives
- Small business owners
- Property owners
- Developers

Project Website

A key public involvement tool was the project website. The website was used to post meeting announcements, Study materials, display workshop results, store maps, distribute documents, and solicit community feedback. The project website was located at the following address: <http://www.tunspan.com/westlake>.



A project website was used to facilitate the public process



A sign-in activity identified places perceived by as positive and negative

Visual Preference Survey

A Visual Preference Survey (VPS) for the Study Area was conducted at the Kickoff meeting on August 7, 2006, and was also offered on the project website. Participants were asked to rate a variety of images for their level of appropriateness for the future of the West Lake LCI Study Area. The VPS measured participants' attitudes and preferences towards design issues and priorities. The results from this survey were intended to guide the Study, particularly which development and architectural style patterns were desirable. Although this method requires some speculative analysis and interpretation, it provided key insight into community aesthetic preferences.

Approximately 28 people took the VPS, which included images from the Study Area (15%), the Atlanta vicinity (30%), and other cities (55%).

The survey was organized into groups of nine images on six boards placed according to land use type, including: Mixed Use, Public Space, Single Family, Multifamily, Townhome, and Commercial.

Survey participants included Study Area residents, elected officials, developers, and business owners. Participants who could not take it at the Kickoff meeting were directed to: submit a comment sheet to their NPU chair or member of the Advisory Committee; hand it to a project team representative; or fax it to Tunnell-Spangler-Walsh & Associates.

Please see the Appendix for complete VPS results.

Survey Analysis

Following the survey, the most appropriate images (green dots) and least appropriate images (red dots) were identified. Results of the survey were presented at the workshop held



Figure 2.1: The sign-in survey activity results



Residents chose multifamily images of two to four floors with a traditional residential character



This restaurant was chosen as the type of restaurant/retail development needed in West Lake



With two floors of housing above retail floor, the Edgewood Retail District was the preferred mixed-use image

on August 26, 2006. Several of the images were reviewed with the audience, and survey participants had the opportunity to share which attributes of the images contributed to the score that they placed on each image during the survey. The following section includes a summary of the results and reactions to the highest and lowest scoring images.

General Findings

The majority of the images that were selected as most appropriate for the Study Area represented places that exhibit a blend of history, character, and a sense of permanence or establishment. All of these images share several characteristics in common. The most notable characteristics are small-town environment; a common respect for the pedestrian; landscaping; and human-scaled buildings. The images with the highest scores represent places with human-scaled buildings; public spaces; rehabilitated retail buildings; tree-lined sidewalks; buildings located close to the street; restaurants with outdoor dining; presence of chain retail; and multi-use greenways. This suggests the community's desire and support for the revitalization of the Study Area that reflects the local sense-of-place.

Some of the highest ranked images display a mixed use environment with storefronts close to the street, outdoor dining areas, an abundance of greenery, and street furniture. To establish a pattern of development in accordance with the community's preferences, commercial area rehabilitation improvements are encouraged; and the opportunity exists to enhance that even more with greater housing options, improved streetscapes, and revitalized neighborhoods.

Some of the images with the lowest scores represent actual places in the Study Area, including existing retail with dilapidated storefronts; excessive building setbacks; a lack of landscaping or open space; building heights in excess of four floors; and infill housing that is incompatible with the existing residential character. The dissatisfaction appeared to stem not necessarily from the use, but from more specific issues such as the type of architectural style, color scheme, and materials used. In addition, the lack of greenspace and/or landscaping appeared to be a common theme in images with low scores.

Other concerns focused on poor pedestrian access between neighborhoods and the West Lake MARTA station; poor access between neighborhoods and parks; the lack of services and retail diversity; and the importance of preserving local history. This demonstrates the community's desire and support for the revitalization of the Study Area that also resonates maintaining the character of its historic neighborhoods.



The Visual Preference Survey was held at the Kickoff meeting on August 7, 2006



Residents and stakeholders discussed the future of the West Lake Study Area during the hands-on workshop session held on August 26, 2006

Results suggest that the residents, businesses, and property owners in the West Lake LCI Study Area are eager for a cohesive, vibrant and more pedestrian-friendly community. With the MARTA station located at the center of these neighborhoods and the proposed BeltLine on the horizon, a seamless connection must be made between these places that best serves the interests of the community. Finally, historic preservation is a top priority to the community. The desire is not only to maintain and preserve existing historic buildings and neighborhoods, but also to integrate awareness of the Study Area’s past as an affluent African-American community.

Community Workshop and Public Meetings

The primary tool for achieving public participation was a Community Workshop held on Saturday, August 26, 2006, at the Atlanta Job Corps Center. Meeting announcements were: distributed at all Advisory Committee and public meetings; mailed by the City via letters to NPU’s Y and Z; delivered via postcards to approximately 2,000 households and businesses in the Study Area; and hand-delivered by Advisory Committee members to business owners throughout the Study Area. Meeting announcements were also sent to Councilpersons Young (District 3), Martin (District 10) and Winslow (District 4), and posted on the project website.

The workshop focused on developing an overall vision and character for the Study Area. A review of existing conditions was conducted prior to a hands-on table session to identify the Study Area’s future character, with a concentration on:

- The West Lake MARTA station
- Residential land uses
- Commercial land uses
- Parks and open space
- Historic Preservation
- Pedestrian improvements
- Transit improvements
- Vehicular transportation improvements
- Community design

Other community meetings included:

- **Project Kickoff Meeting (Monday, August 7, 2006)**, which included a review of the LCI process, input from participants about the positive and negative aspects of the Study Area, and review of the project schedule.

- **Draft Recommendations Presentation (Monday, October 16, 2006)**, which included a presentation of the guiding principles and draft recommendations for the Study Area, and input from participants regarding the draft recommendations.
- **Revised Draft Recommendations Presentation (Monday, October 30, 2006)**, which included a presentation of the final recommendations, concept plans, and estimated costs by project.
- **Final Recommendations Presentation (Monday, December 4, 2006)**, which outlined strategies and steps that the City and neighborhoods will have to take to implement the recommendations presented herein.

Community Workshop Findings

Attended by approximately 35 citizen stakeholders, MARTA representatives, and Atlanta City Council members C.T. Martin and Ivory Young, the project team worked with workshop participants at four tables (one of which was dedicated specifically to the West Lake MARTA station) to create a vision for the LCI Study Area. Each table used base maps of the Study Area to discuss and illustrate their desires for the LCI Study Area as it relates to:

1. **Preservation and Rehabilitation** - participants identified buildings that should be preserved or rehabilitated, or should be submitted for consideration for the National Register of Historic Places (NRHP).
2. **Land Use** - participants identified the future character of the Study Area and appropriate land uses, such as the best locations for mixed use, multifamily, live-work, offices, townhomes, open space, civic, and retail uses. Building height was indicated where necessary.
3. **Transportation** - participants noted the type of transportation improvements desired for the Study Area, such as the location of new/improved sidewalks, pedestrian crossings, new streets, medians, bicycle facilities, improved transit components.

Prior to the close of the workshop, each table identified a leader to report findings to the group at the end of the workshop. General recommendations found in the groups included retaining the character of existing single-family neighborhoods; recognizing historic buildings and neighborhoods in the Study Area; improving the West Lake Avenue/MLK Jr. Drive/I-20 Intersection; providing a mix of retail, offices, civic, and residential uses along RDA Boulevard, and supporting the recommendations made for mixed-use from the Simpson Road Redevelopment Plan and MLK Jr. Drive Corridor Study. Several tables also raised the issue of improving connectivity between the neighborhoods and to the MARTA station, and the table groups explored ways to improve the functionality and use of transit in the Study Area.

The results of the workshop were synthesized by the project team in a work session conducted with the table leaders. Using this synthesis, stakeholder interviews, and all comments received, a draft Framework Plan was created to illustrate the overall vision from the workshop, and guide the recommendations made for the Study Area. Section 2.3 describes the vision for the Study Area, and Section 3 illustrates the Framework Plan and Recommendations.

“Communities are more than houses where people stay. They are the places where we learn, worship, grow, love, laugh, cry, and eventually leave. They are an integral part of our existence and our lives. We must work to preserve them and nurture their growth. We must become our communities.”

-- Taken from “I Love to Tell the Story: A Portrait of Southeast Atlanta Communities”

2.2 GOALS AND OBJECTIVES

Prior to beginning the visioning process, the consultant team worked with stakeholders to develop goals and objectives for the Study Area. These goals were also discussed and revised by the Community Workshop participants.

Urban Design and Historic Resources Goals

Goal: Preserve historic and cultural resources and a sense of place in the Study Area.

Objective: Preserve and protect historically significant buildings and sites.

Objective: Utilize historically-sensitive urban design guidelines to establish scale and character of new residential and commercial developments.

Objective: Provide opportunities for landscaping and streetscape improvements.

Objective: Establish standards from compatible infill development.

Transportation and Circulation Goals

Goal: Enhance the pedestrian environment by making walking safe and convenient.

Objective: Create and maintain a system of pedestrian crossings to improve pedestrian circulation and reduce vehicle/pedestrian conflicts.

Objective: Minimize cut-through traffic in neighborhoods.

Objective: Encourage building forms that reduce walking distances and increase pedestrian comfort.

Objective: Provide a quality sidewalk environment featuring shade, greenery, safety, and activity.

Objective: Provide unobstructed pedestrian access from crosswalks into the West Lake MARTA station.

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

Objective: Reduce traffic disruptions associated with a high number of turning movements and curb cuts onto major streets such as

Simpson Road, RDA Boulevard, and MLK Jr. Drive.

Objective: Provide for adequate parking in commercial and mixed-use nodes.

Objective: Utilize access management solutions, such as consolidated curb cuts, cross-access easements, and alleys, to reduce the number of curb cuts.

Objective: Reduce driver confusion associated with the Anderson Avenue and West Lake Avenue/MLK Jr. Drive/RDA Boulevard/I-20 intersections.

Objective: Reduce unnecessary roadside clutter so that traffic signs and design cues can more effectively support responsible driving in an urban context.

Objective: Reduce speeding, particularly along RDA Boulevard, at off-peak hours.

Goal: Make bicycling pleasant and safe.

Objective: Connect the West Lake station and commercial/mixed-use nodes with bicycle facilities.

Objective: Increase on-street bicycle lane options, signage and awareness.

Objective: Work with the PATH Foundation to provide off-street bicycle paths and increase connections to existing off-street bicycle paths.

Objective: Improve bicycle connectivity between businesses along MLK Jr. Drive, RDA Boulevard, and surrounding neighborhoods.

Goal: Promote a variety of transit choices.

Objective: Expand transit facilities or vanpool services for senior residents.

Objective: Ensure that the BeltLine multi-use trail plan enhances existing transit service in the Study Area, rather than replacing or detracting from it.

Objective: Utilize transit to reduce the impact of automobile on the quality of life.

Objective: Provide land use patterns that support the West Lake MARTA station.

Objective: Improve MARTA bus facilities through improved frequency and facilities.

Objective: Integrate transit with pedestrian improvements.

Land Use and Zoning Goals

Goal: Provide a balanced mix of compatible land uses.

Objective: Ensure a mix of commercial uses compatible with the design and character of the surrounding community.

Objective: Expand commercial opportunities by encouraging a diverse retail, restaurants, services and employment options.

Objective: Develop zoning regulations and land use policies that reflect the desired scale and character of the Study Area.

Objective: Encourage development at key intersections.

Objective: Limit auto-oriented land uses in areas where their impacts on neighborhoods and traditional neighborhood community centers are minimized.

Objective: Encourage new developments to be constructed in a sustainable manner that is comparable to the community vision.

Market Goals

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

Objective: Support neighborhood commercial uses.

Objective: Establish market-based and financially viable development concepts, while respecting the community's vision for its future.

Objective: Provide a healthy mix of retailers, restaurants, services and professional uses.

Housing Goals

Goal: Ensure a mix of quality housing options.

Objective: Prevent involuntary displacement of existing residents from redevelopment.

Objective: Encourage a variety of new housing types and prices that reflect the desired scale and character of the West Lake LCI Study Area.

Objective: Focus reinvestment/redevelopment opportunities in areas with vacancies or need for repair.

Objective: Identify housing opportunities where seniors can walk to parks, retail services, churches, and other daily needs.

Economic Development Goals

Goal: Encourage economic development of the West Lake LCI Study Area.

Objective: Preserve and expand the office and commercial portion of the West Lake LCI Study Area by encouraging a desired mix of retail, commercial and affordable housing.

Objective: Evaluate the current state of existing retail/commercial centers throughout the West Lake LCI Study Area, and rehabilitate those areas to best serve local and neighborhood needs.

Objective: Provide employment opportunities at all income levels.

Objective: Encourage design and historic preservation consistent with reasonable use and economic

feasibility considerations.

Objective: Encourage development opportunities adjacent to and benefited by public transportation.

Objective: Promote and assist business retention/expansion activities.

Public Facilities Goals

Goal: Create a safe environment for residents and visitors.

Objective: Provide effective policing in residential areas, and at the West Lake MARTA station.

Objective: Provide adequate street and sidewalk lighting.

Objective: Clean up the streetscapes with greenery, street trees, pedestrian lighting, and outdoor seating.

Objective: Provide a safe and clean environment at the MARTA station.

Objective: Remove threatening persons, especially those engaged in illegal activity such as drugs and prostitution.

Goal: Ensure adequate infrastructure to support future development.

Objective: Maintain and rehabilitate utilities and infrastructure.

Objective: Find alternatives to aboveground utilities, where possible.

Objective: Identify stormwater management and sewer improvements to mitigate flooding of low-lying areas.

Environment Goals

Goals: Provide a range of parks and open space.

Objective: Use existing and proposed open spaces, such as Westview Cemetery and the BeltLine, to connect residential and commercial/mixed-use areas.

Objective: Encourage parks, greenways, multiuse trails and recreation facilities that meet the needs of different age groups.

Objective: Integrate natural resource features into recreation amenities.

Objective: Incorporate natural resource protection and open space provision into infrastructure improvement projects.

Objective: Provide new parks and open space where feasible, such as the expansion of Enota Park, as recommended by “The BeltLine Emerald Necklace: Atlanta’s New Public Realm”.

Objective: Maintain the tree canopy.

2.3 VISION



Wide, tree-lined sidewalks in commercial areas will feature outdoor dining

The neighborhoods around the West Lake MARTA station are some of the most historic in Atlanta. The vision for the West Lake MARTA LCI Study emerging from the public planning process builds upon this rich history and sense of place, while looking towards the future. It is a vision deeply ground in the idea that redevelopment around transit must be carefully balanced with the needs of both longtime residents and newcomers, and one which recognizes the need incremental, neighborhood-based revitalization.



Existing residential areas will be preserved and existing residents will participate in revitalization

Key to the vision for the West Lake Study Area will be preserved historic neighborhoods featuring diverse, walkable centers, including a transit village (at the West Lake MARTA station) and neighborhood commercial nodes on RDA Boulevard, Simpson Road and MLK Jr. Drive. Within this land-use framework, existing neighborhoods will be protected from out-of-scale new development, while long-time residents will be protected from displacement. Within these centers, neighborhood-scaled new mixed-use buildings will reflect local character, while infill housing on residential streets will match their scale and character. The area will be able to grow without compromising its greatest assets - its neighborhoods.



Bus and rail transit facilities will be enhanced

Within commercial areas, neighborhood-scale retail and services will serve local needs while attracting visitors from other parts of Atlanta. At the MARTA station, small shops will serve transit patrons and residents. Nearby, along RDA Boulevard, Simpson Road and MLK Jr. Drive, new local entrepreneurs will occupy revitalized neighborhood commercial districts.

Existing neighborhoods, their proposed centers, schools, and churches will be connected by with a multi-modal transportation system that balances pedestrian, vehicular and bicycle needs and responds to context. It will include safe tree-lined sidewalks, smooth traffic flow, neighborhood-scale transit, and adequate bicycle facilities - all operating together to provide a range of accessibility options.

Interspersed throughout the Study Area, a quality public realm and a rich civic experience will flourish. Pocket parks and plazas will be connected through an existing system of multi-use trails and streetscape improvements; new ones will be provided with redevelopment. Around then, the area's "green streets" and historic structures, particularly in the Dixie Hills, Mozley Park, and Westview neighborhoods will be preserved and protected to retain the historic character of the community.

T A B L E O F C O N T E N T S

3.1	Overview	3:1
3.2	Urban Design & Historic Resource Recommendations	3:3
3.3	Transportation Recommendations	3:8
3.4	Land Use Recommendations	3:18
3.5	Environment & Open Space Recommendations	3:24
3.6	Infrastructure & Facilities Recommendations	3:26
3.7	Demographic & Market Recommendations	3:28



The recommendations contained within this Study are the direct result of the expressed desires of residents, businesses and property owners

3.1 OVERVIEW

This section includes recommendations for the West Lake MARTA Station LCI Study Area. The recommendations define the direction for the future character of the Study Area and provide short and long-range actions to improve the conditions identified through the public planning process. They also support the Goals and Objectives identified in Section 2: Visioning.

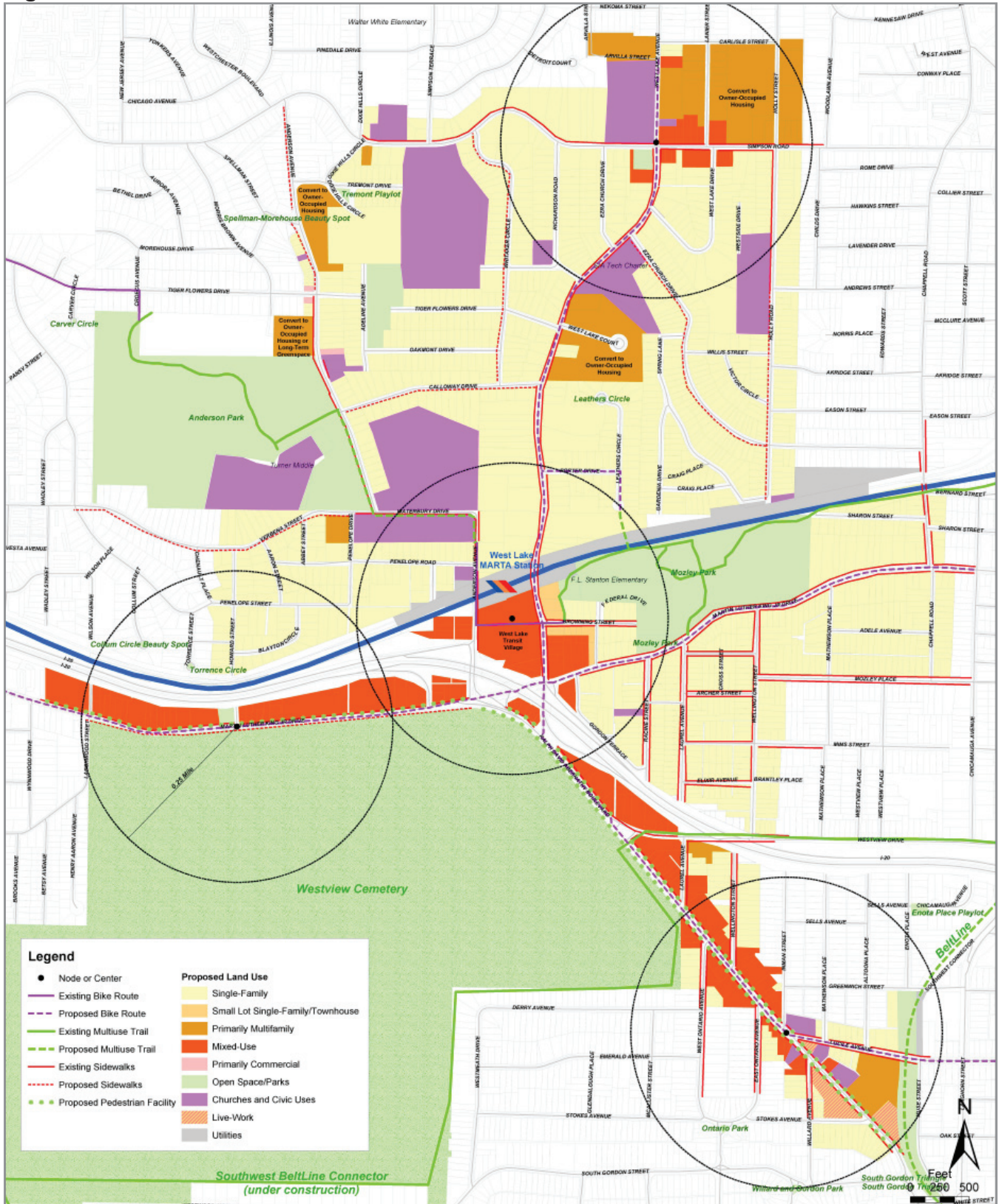
Recommendations are a synthesis of the desires expressed by residents, businesses, property owners, MARTA, the City of Atlanta, and other stakeholders during the planning process, coupled with sound planning. They are intended to complement other recent planning efforts, and to provide a visionary, yet achievable blueprint for change that reflects the Study Area's history, mix of land uses, strong sense of place, pedestrian orientation, development pressures, and traffic growth. To this end, recommendations strengthen the positive relationship between transportation and land use by:

- Improving traffic operations via intersection improvements, providing multiple routes, support for non-vehicular modes, and improved signage, rather than roadway widenings.
- Focusing mixed-use development onto major corridors and around the MARTA station as a means of accommodating growth pressures while protecting existing neighborhoods
- Establishing walkable neighborhood centers that reflect current and desired land use patterns.
- Creating connections between multi-use trails, the MARTA station, the BeltLine, and bus routes.

In time, these recommendations will enhance the Study Area and allow it to benefit from: walkable centers; wide, tree-lined sidewalks; neighborhood services; preserved historic resources; economic growth; and human-scaled buildings. An overview of recommendations can be found in the Framework Plan, located on the next page. The Framework Plan is a synthesis of the future vision for the Study Area. It graphically illustrates the relationships between all recommendations, particularly transportation and land use.

Within this section recommendations are categorized according to: Urban Design & Historic Resources, Transportation, Land Use, Environment, Infrastructure & Facilities, and Demographics & Markets. They include policies and projects, as applicable. Projects are followed by a project number as identified in Section 4: Action Plan. More project details, including costs, funding, and responsible parties can be found in Section 4. Section 4 also includes proposed future land use plan changes, and zoning changes.

Figure 3.1: Framework Plan





Preserving the Study Area’s street grid will provide multiple route options for local trips



Traffic calming measures can retain street connectivity while reducing cut-through traffic



An extension of Browning Street across the MARTA station parking lot would reduce traffic on MLK Jr. Drive

3.2 URBAN DESIGN & HISTORIC RESOURCE RECOMMENDATIONS

These recommendations are organized into Street & Block Patterns, Parcel Patterns, Building Patterns, and Historic Buildings. They are intended to protect the West Lake Study Area’s historic arrangements, while opening the door for future growth, where critical.

Street & Block Pattern Recommendations

The interconnected street system and the small blocks system of existing neighborhoods should be preserved, protected and expanded. They provide multi-modal accessibility and are part of what differentiates the West Lake community from suburban areas.

Street & Block Pattern Policies

- Prohibit street abandonment or closure as part of new development, unless new streets are created with equal or greater connectivity to the existing grid.
- Use traffic calming to minimize the impacts of cut-through traffic on neighborhoods, rather than street closures.
- Support the creation of private alleys as part of redevelopment to provide connectivity and reduce turning movements.
- Support the creation of new streets as part of new development to provide greater connectivity in the Study Area.

Street & Block Pattern Projects

- Extend Browning Street across the MARTA site. (T-1)

Browning Street once connected West Lake Avenue to Anderson Avenue. As part of redevelopment efforts on the MARTA station, this street should be recreated.

See West Lake MARTA Station Concept Plan on page 3:21.

Parcel Pattern Recommendations

The Study Area’s small lots are both an asset and a hindrance to redevelopment. As such, recommendations must reflect land use recommendations, particularly where redevelopment is desired.

Parcel Pattern Policies

- Preserve existing small lot patterns where redevelopment is not desired.

See Land Use Recommendations for details.



Small lots may need to be consolidated where mixed-use development occurs

- Support lot assembly where redevelopment is desired.
See Land Use Recommendations for details.

Building Pattern Recommendations

The ordered pattern of buildings that was once prevalent throughout the Study Area must be reclaimed with future development. To do otherwise will degrade its history and sense of place.

Building Pattern Policies

- Provide buildings that define the public street, like walls define a room, and ensuring that balconies, porches, etc. provide articulation but do not destroy the delineation of the street.
- Utilize the historic sidewalk-oriented building setbacks on RDA Boulevard as a model for new mixed-use development in commercial centers.

New buildings should front the sidewalk, rather than be separated from it by large parking lots.

See Section 4: Action Plan for zoning recommendations to achieve this.

- Require infill housing to match the setbacks and scale of adjacent houses.

See Historic Resources Recommendations below.



New commercial and mixed-use buildings should be built to the sidewalk, with parking in the rear or to the side

Historic Resource Recommendations

These recommendations are intended to protect and enhance the Study Area’s sense-of-place by preserving its quality urbanism and creating new places that build upon its history. This is achieved by identifying and preserving historic resources and utilizing redevelopment to mend the urban fabric.

Architecture & Historic Building Policies

- Participate in citywide efforts to establish infill development standards.

There is currently an on-going discussion in the city on the scale and character of neighborhood infill development. Although this discussion has widely focused on areas in north and northeast Atlanta, these pressures are being felt citywide, including within the West Lake Study Area. Therefore, it is critical that local neighborhoods and NPU representatives involve themselves in this decision-making process.



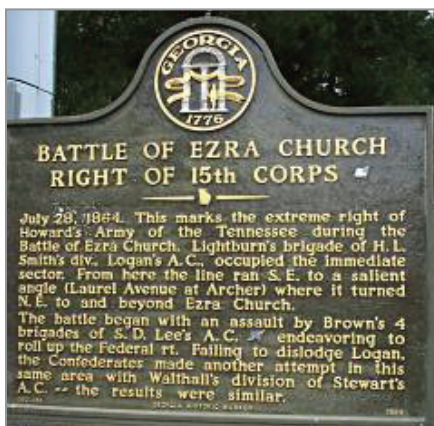
Infill houses should match the setback and scale of adjacent houses



Area historic resources must be preserved



With their brick facades, flat tiled roofs, storefronts, and pedestrian scale these buildings are models for mixed-use development in the Study Area



The Study Area already includes a few historic markers

- Utilize historic architectural styles and materials in new single-family infill development

This study has identified several major historic architectural styles in the houses and business in the Study Area, including: Craftsman, Minimal Traditional, Ranch, National Folk, and American Mercantile. While many of these styles are challenging to recreate today, they should nevertheless be reflected in new development. All styles except American Mercantile are appropriate for single-family houses, while the latter is appropriate for commercial or buildings. However, a house's style should match other houses on its street.

- Require new houses to be brick or true clapboard siding north of the railroad tracks.
- Support the preservation and rehabilitation of landmarks.

These including:

- *The historic commercial buildings on RDA Boulevard*
- *The Atlanta Job Corps Center*
- *Historic houses and existing historic neighborhoods*
- *Historic churches, schools and public buildings*
- *Westview Cemetery*

- Ensure that buildings in commercial and mixed-use reflect historic features of the Study Area.

New buildings should look like the area's older commercial buildings and should:

- *Provide roofs that appear primarily horizontal from the street by utilizing a parapet wall, or the like*
- *Provide continuous storefronts along the sidewalk*
- *Prohibit parking between a building and the street*
- *Be faced in full-depth brick along the street*

- Prohibit EIFS (fake stucco) and vinyl siding along street-facing facades.

Historic Resource Projects

- Identify buildings eligible for placement on the National Register of Historic Places. (O-2)
- Install historic markers. (O-3)

A historic marker program would convey the area's history to newcomers. Markers could take a variety of forms, including The Georgia Historical Society's standard Georgia Historical Markers. They could also include a custom design similar to those recently funded by an anonymous donor in Atlanta's Old Fourth Ward as part of the Carter-King Peace Walk. In either case, it would be up to area residents and business owners to



Gateway features announce neighborhoods



Churches are key neighborhood landmarks and should be protected



Post World War II ranch houses are now historic and should be preserved

identify appropriate sites, solicit funding, and identify potential sites to be commemorated.

At a minimum, markers should be located at:

- I-20 West at Langhorn Street
- Westview Drive
- MLK Jr. Drive
- The BeltLine

- Establish Westview Cemetery walking tours. (O-4)
- Create gateway features. (O-5)

These should announce arrival into neighborhoods at:

- The future potential BeltLine stop at Lucile Avenue
- RDA Boulevard and Cascade Avenue
- West Lake Avenue and MLK Jr. Drive
- Anderson Avenue and Tiger Flowers Drive

- Designate Dixie Hills, Hunter Hills, and the Westview neighborhoods as historic districts. (O-6)

Perform a historic building inventory of the Dixie Hills, Hunter Hills, and Westview neighborhoods to gauge their potential designations as local historic districts.

During most discussions of historic preservation, neighborhoods are often divided into those built before or after World War II. The war represented a major shift in community form, and it is often easy to discern which category a neighborhood falls into.

Most historic districts across the United States are areas built before World War II. By sheer fact that the historic preservation movement came into nationwide force in the past few decades, most efforts have focused on identifying and protecting places over 50 years old. Today, every major city has historic districts from this period. Often they are marked by ornate Victorian houses, stark Colonial-period structures, or modest traditional brick or wooden structures from the early nineteenth or twentieth century. Westview represents the latter type of neighborhood.

In comparison to pre-World War II neighborhoods, tracts of one story ranch houses and Minimal Traditional styled cottages, such as those found in Hunter Hills, are usually not the first things that come to mind during discussion of historic districts. Yet neighborhoods that grew rapidly during the post war era are increasingly being recognized for their historic value nationwide. With their sturdy brick houses, and ample landscaping, these neighborhoods represent the optimism of the nation's first wave of automobile suburban expansion.

Furthermore, their stock of buildings often represents a quality of construction no longer built.

Every so often, neighborhoods can be found whose development straddle the period before and after World War II. Typically, these neighborhoods began construction before the war, only to be halted by it. Following the war, they often started developing again, but with remarkably different architecture. Nowhere is the contrast between the two periods more evident.

Westview, Hunter Hills and Dixie Hills include buildings from before and after World War II. They are graced by a diverse mix of houses and civic buildings, quiet, tree-lined streets, and ample setbacks. Their development at such a pivotal point in the history of Atlanta city-building makes them notable, and worthy of long-term preservation.

Westview, Hunter Hills and Dixie Hills should consider pursuing some sort of City of Atlanta historic designation to protect its sense of place. The City offers three types of districts: Landmark, Historic, and Conservation Districts. Each comes with varying degrees of historic resource protection and new development review. Regardless of type, all must start with an inventory of historic structures that identifies buildings that would be contributing to the potential district; this also aids in identifying exact boundaries.

To start this process, motivated area residents should undertake a neighborhood consensus building process to share information, understand the implications of historic designations, and determine potential allies. Central to this will be talking with the City of Atlanta Urban Design Commission staff to establish a potential timeline and workload.

The process of obtaining a historic designation can often take years to complete and requires a great deal of effort on the part of area residents. But the long-term benefits often far outweigh short-term inconveniences, particularly where a neighborhood desires to attract younger families. Many young families today view historic designations as attractive because it protects a neighborhood's quality and scale. Given the rich history of each of these three neighborhoods, it is likely that such would also occur in Westview, Hunter Hills, and Dixie Hills.

3.3 TRANSPORTATION RECOMMENDATIONS

These recommendations are organized into Traffic Systems, Pedestrian Facilities, Transit Facilities, and Bicycle Facilities.

Traffic System Recommendations

Traffic recommendations are aimed at reducing vehicular/pedestrian conflict, improving safety, and reducing intersection congestion. At the same time, recommendations recognize the important role of MLK Jr. Drive and RDA Boulevard in the regional and state roadway network, while also supporting the desired land use patterns and local accessibility. To this end, they strive to balance circulation needs of businesses with the impacts of such on roadway operations and pedestrian facilities. It is envisioned that proposed projects and policies will actually benefit businesses by providing safer access.

Traffic System Policies

- Clearly define truck routes.
- Create four-way intersections, where possible.
- Provide a quality street grid.
See Street & Block Pattern Policies on page 3:3.
- Reduce vehicle speeds on neighborhood streets.
- Encourage the use of shared parking in commercial and mixed-use areas.
- Encourage higher density housing in centers, particularly at the MARTA station, to discourage auto trips.
- Strive for access management on Simpson Road, MLK Jr. Drive, and RDA Boulevard with public sector projects and new developments.

This will reduce pedestrian/vehicular conflicts and improve safety. It could involve right-in/right-out islands; consolidating curb cuts/shared driveways; using side streets for access; and limiting driveways to one or two places per block as far as possible from pedestrian crossings.

- Encourage GDOT to include sound barriers as part of any future projects along I-20.
- Utilize GDOT’s planned Radial Freeway Study to establish a purpose and need for an Interchange Modification Report (IMR) for the I-20, MLK Jr. Drive, West Lake Avenue interchange.



When land use patterns support walking, vehicular trips can be reduced



Locating higher density housing, such as above-shop flats, in centers allows their residents to walk to stores



Rear alleys allow unsightly parking, trash disposal and loading to be hidden from the street



The intersection around I-20 and MLK Jr. Drive must be improved

Traffic System Projects

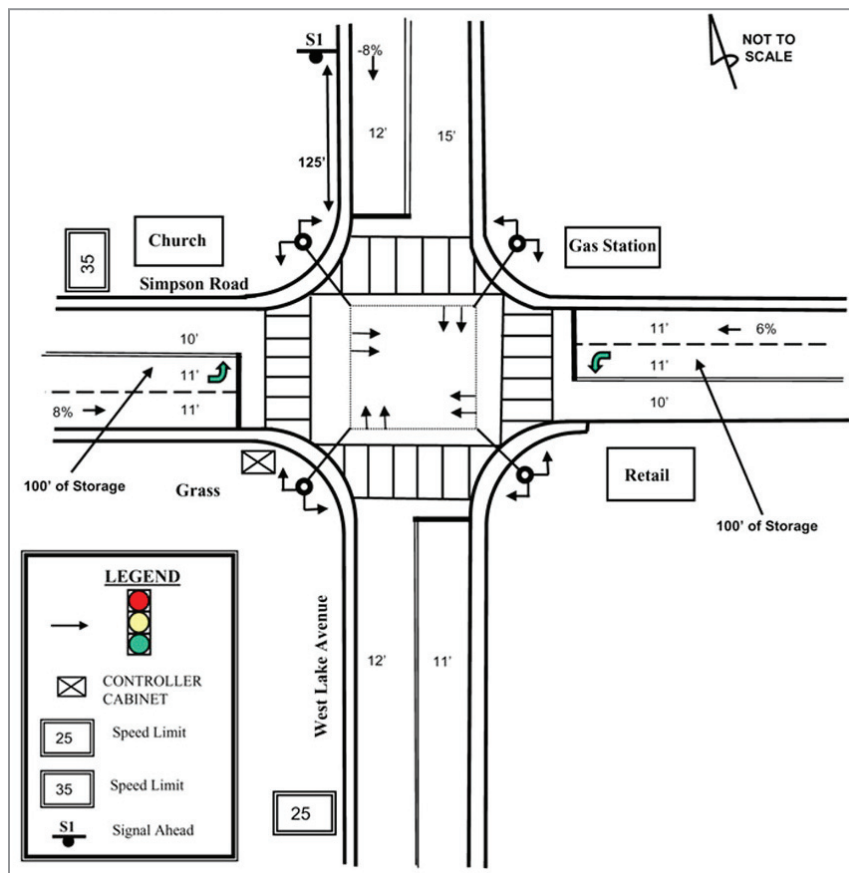
- Extend Browning Street across the MARTA park-and-ride lot to connect to Anderson Avenue. (T-1)

As part of redevelopment of the MARTA parking lot, Browning Street should be extended from West Lake Avenue to Anderson Avenue.

- Install flashing lights at intersection of West Lake Avenue and West Lake Court to warn drivers of curves in road. (T-9)
- Add 10 foot wide, 100 foot long left turn lanes and signals in both directions on Simpson Road at West Lake Avenue. (T-2)

This recommendation is Project S-12 of the Simpson Road Corridor Redevelopment Plan Update.

- Add 10 foot wide, 100 foot long left turn lanes and signals in both directions on West Lake Avenue at Simpson Road. (T-3)



This graphic shows proposed left turn lanes on Simpson Road at West Lake Avenue, as included in the Simpson Road Redevelopment Plan Update

This recommendation must be built in conjunction with T-2.

- Install signage at the I-20 West off-ramp warning trucks of height restrictions east on MLK Jr. Drive. (T-13)

Currently, most tractor trailers are unable to cross under the BeltLine bridge. These trucks often disrupt traffic as they attempt U-turns in search of an alternative route, and some have even attempted to pass under the bridge and crash, damaging their trucks as well as the bridge structure. In response, the trucks either have to turn around or cut through nearby neighborhoods to complete their trip.

- Study the potential for installation of red-light cameras at major intersections (T-12)
- Conduct a sound barrier study on I-20 from HE Holmes Drive to MLK Jr. Drive. (T-5)



Directional signage should be improved at this already chaotic intersection



With proper design, directional signage can enhance a community, such as these signs in Bennington, Vermont



Speed humps could calm traffic on neighborhood streets

- Conduct a median feasibility study of MLK Jr. Drive. (T-6)
A median was recommended in the initial version of the MLK Jr. Drive Corridor Transportation Study. However, it was removed from the final version, pending further study.
- Install colored concrete pavers on MLK Jr. Drive. (T-49)
This is a recommendation of the MLK Jr. Drive Corridor Transportation Study.
- Perform an Interchange Modification Report for the West Lake Avenue, MLK Jr. Drive, and I-20 off-ramp intersection. (T-4)
The IMR should review a variety of opportunities at this intersection, including, but not limited to, signage upgrades, signalization upgrades, pedestrian upgrades, and the addition of turn lanes. All options should be carefully explored and presented to the community. The final preferred solution will need to review public comments and issues identified in this study, and must result in a recommendation with broad community support.
The study would be conducted with allocated Quality of Life bond funding.
- Install traffic calming and safety devices (i.e. signs/flashing lights and guardrails) where appropriate on Simpson Road. (T-10)
- Install new traffic signal at I-20 East off-ramp to MLK Jr. Drive. (T-7)
- Install a vehicular wayfinding system on MLK Jr. Drive at the I-20 exit directing people to Downtown Atlanta and to the historic West End neighborhood. (T-15)
- Add left turn signals in both directions on MLK Jr. Drive at Chappell Road. (T-8)
- Install speed humps on Browning Street and Federal Drive (T-11)



The redevelopment of MARTA's Lindbergh Center Station included parking decks for MARTA patrons



Wayfinding signs at the MARTA station could help visitors find their way



Small neighborhood circulator buses could better serve local needs

Transit Recommendations

Prior to the construction of I-20, RDA Boulevard existed as a trolley route, and MLK Jr. Drive was developed as the main thoroughfare for the communities west of Atlanta. With the amount of in-town growth that Atlanta has seen and will continue to see in the future, these recommendations are aimed at laying the foundation for future transit upgrades.

Transit Policies

- Ensure that development at the MARTA station is phased so that parking can be provided as redevelopment occurs.
- Support the transit recommendations of the Beltline Study.
- Encourage MARTA to establish neighborhood bus routes, and use small buses on them.

MARTA will soon be embarking on a comprehensive evaluation of its bus routes. As part of this effort, MARTA is encouraged to establish neighborhood circulators in the Study Area.

- Encourage MARTA to enhance the West Lake MARTA station with landscaping.
- Use nodal land use patterns to support long-term transit.

The proposed centers in the Framework Plan (Figure 3.1) represent walkable areas, which are also logical bus stops.

Transit Projects

- Construct a 330 space commuter parking deck on the West Lake MARTA station. (T-20)

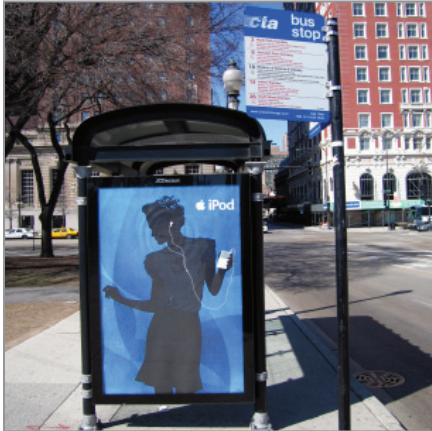
This would replace 330 on-site surface spaces and allow for creation of a transit village. The deck could be expanded beyond 330 spaces to provide spaces for new development, if needed.

See the West Lake MARTA station Concept Plan on page 3.21 for additional details.

- Install wayfinding signage at the MARTA station directing patrons to parks, historic sites, neighborhoods, and similar features. (T-16)
- Install 14 new bus shelters. (T-18)

Shelters featuring benches, trash cans, lighting and posted schedules should be located at:

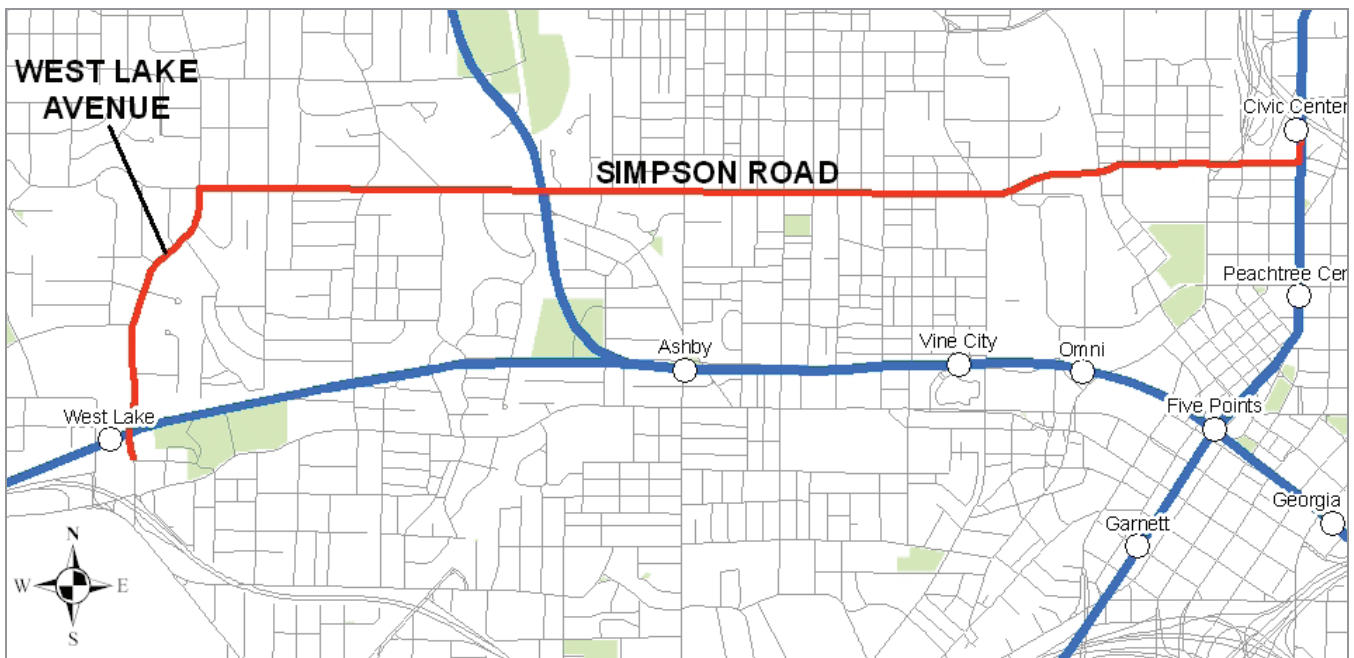
- *Westview commercial district on RDA Boulevard*
- *Calloway Drive and Anderson Avenue*



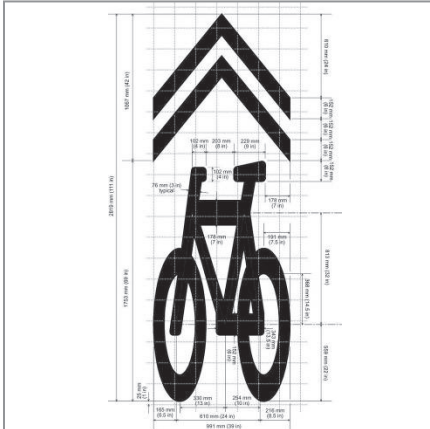
Bus shelters must include schedules and maps

- Mid-block at MLK Jr. Drive between Larchwood Street and Anderson Avenue
- MLK Jr. Drive at Mozley Park
- Lucile Drive near the BeltLine
- Simpson Road and Dixie Hills Circle
- MLK Jr. Drive and Gordon Terrace (south side)
- Anderson Avenue and Tiger Flowers Drive (west side)
- Install 25 trash receptacles at other select bus stops (T-19)
- Place “Do Not Block Driveway” signs at entrances and exits of the West Lake MARTA parking lots, which enable the free flow of bus and vehicular traffic at the MARTA station. (T-14)
- Create a new bus route running from West Lake Station to Civic Center Station via West Lake Avenue, Simpson Road, and Ivan Allen Boulevard. (T-17)

This bus currently running on Simpson Road, Route #51, terminates at Vine City station on the East-West Rail Line. This forces transit riders working on the North-South Rail Line to transfer at 5 Points station. During weekends, nights, or when trains are single-tracking, this can double a trip’s time. Modifying an existing route or adding a new direct one from West Lake Station to the Civic Center Station via Simpson Street would greatly enhance transit service.



This map shows the recommended alignment for a new bus route (in red), which would extend from the West Lake MARTA Station to the Civic Center MARTA Station



“Share Lane” roadway markings alert drivers to cyclists on the roads

Bicycle Recommendations

The Study Area is fortunate to have an abundance of low-speed streets, multi-use trails, and parks, all of which support bicycling. However, currently its arterials, including RDA Boulevard, Simpson Road, and MLK Jr. Drive, are bicycle hostile. This is unfortunate because these arterials are important thoroughfares not only for connecting north and south portions of the Study Area, but also for reaching the majority of the commercial destinations that bicycle commuters (and those who depend on bicycles for their primary mode of transportation) would use for daily services.

The policies and projects below are intended to enhance bicycle connections between both sides of I-20, MARTA, the proposed BeltLine transit greenway, and facilities in adjacent neighborhoods.



Bike racks should be provided near businesses

Bicycle Policies

- Support the bicycle recommendations established by the 1993 “Atlanta Parks, Open Space, and Greenways Plan”.
- In conjunction with the pedestrian lead times at signalized intersections, allow cyclists to also use this lead time.
- Give new multi-use trails names reflecting the area’s history.
- Adopt the “Shared Lane” roadway markings.

This marking is put on the travel lane to remind drivers of their responsibility to share the road.

- Encourage businesses to provide bicycle parking.

Currently this is a zoning requirement, but it has not been enforced in most parts of the City.

- Evaluate ways to implement the priority recommendation of the MLK Jr. Drive Corridor Transportation Corridor Study for a multi-use trail on the street’s south side.

This recommendation was not included in said study’s Action Plan due to limited right-of-way. It would, however, significantly benefit the West Lake area. Therefore, the City is encouraged periodically evaluate ways to achieve said facility.

- Work with the West Atlanta Watershed Alliance (WAWA), the PATH Foundation, and Park Pride to coordinate efforts to connect Study Area trails and parks (including the BeltLine).

WAWA is currently working with PATH and the City’s Department of Watershed Management on a master plan for the Lionel Hampton/Beecher Hills greenway tract, including a network of multi-use trails. A segment of this trail under



New multi-use trails will benefit area residents and the city as a whole

consideration is the “Southwest BeltLine Connector,” which will connect the Lionel Hampton Trail to the BeltLine. This is a 1.6-mile segment from John A. White Park that will traverse the southern and eastern borders of Westview Cemetery, extend north along RDA Boulevard, and continue east along Westview Drive to the BeltLine.

- Support efforts to build BeltLine Connector trails from area neighborhoods to the proposed BeltLine to provide seamless bicycle/pedestrian access to all BeltLine destinations.

Bicycle Projects

- Implement an on-street bike route along RDA Boulevard/Lucile Avenue from MLK Jr. Drive to BeltLine. (T-31)

This includes “Share the Road Signs” and “Share Lane” markings but no dedicated lane due to limited right-of-way.

- Install an on-street bike route on West Lake Avenue from Simpson Road to RDA Boulevard. (T-27)

This includes “Share the Road Signs” and “Share Lane” markings.

- Install an on-street bike route on MLK Jr. Drive from Larchwood Street to Chicamauga Avenue. (T-30)

This includes “Share the Road Signs” and “Share Lane” markings but no dedicated lane due to limited right-of-way.

- Construct multi-use trail on west side of Anderson Avenue, south side of Waterbury Drive, and west side of Anderson Avenue. (T-28)

This will fill a missing link between Anderson Park and the MARTA station. It can be built in park right-of-way and in front of the new True Light Baptist Church, in lieu of a sidewalk.

- Install bike lanes on Anderson Avenue from proposed trail to MARTA station. (T-29)
- Install an on-street bike route on Porter Drive/Leathers Circle from West Lake Avenue to proposed multi-use trail. (T-44)

This includes “Share the Road Signs” and “Share Lane” markings.

- Construct a multi-use trail and pedestrian bridge from Leathers Circle to Mozley Park. (T-33)
- Install removable bollards at Westside Trail street intersections to prevent vehicle access. (T-32)
Three removable bollards per intersection with Browning Street and Sharon Street are recommended.

- Upgrade the existing Mozley Park multi-use bridge. (T-35)
Recommended improvements include painting, lighting, and the installation of public art.
- Upgrade/customize PATH trail signage. (T-34)
- Improve lighting in the I-20 underpasses at West Lake Avenue and Anderson Avenue. (T-41)
See Pedestrian Recommendations on page 3:15.

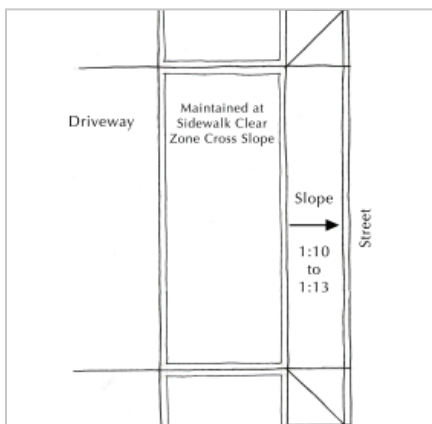
- Install bicycle racks at the West Lake MARTA station. (T-21)
- Install bicycle racks at commercial areas. (T-22)



An example of pedestrian countdown signals



Sidewalks compliant with ADA requirements guarantee that all citizens can move throughout the Study Area



Sidewalk clear zones must maintain a consistent cross slope, even at driveways

- Extend Browning Street across the MARTA park-and-ride lot to connect to Anderson Avenue. (T-1)

This should provide a shared lane for bicycles.

Pedestrian Recommendations

The Study Area features destinations conducive to walking, including the MARTA station, businesses, parks, schools and churches. Yet a fragmented sidewalk network makes walking a challenge. The following are intended to make waking safe and pleasant.

Pedestrian Policies

- Require all new development to be pedestrian-oriented.
- Use the wide sidewalks in Westview’s commercial node, which are buffered from the street by trees, as a model for new sidewalks in the Study Area.
- Require access management with all new development which may include right-in/right-out islands and shared driveways.

See Traffic Systems Recommendations.

- Provide a protected pedestrian walk phase or leading phase at signalized intersections when new signals are installed.

This phase would be actuated when a pedestrian pushes the button and it would essentially keep all traffic signals red for a minimum period of time for the pedestrian to initiate their crossing before cars could start into the intersection.

- Ensure that all sidewalks and ramps are compliant with the requirements of the Americans with Disabilities Act (ADA):

Sidewalks must maintain a consistent sidewalk clear zone cross slope (maximum 2%), even at driveways. Ramps should direct pedestrians to crosswalks. This can most easily be achieved by providing two ramps per corner. When only one ramp is provided, pedestrians are pointed towards the middle of the intersection.

- Ensure that sidewalk projects also extend improvements onto side or “feeder” streets abutting them.

This will improve pedestrian safety from residential areas to the businesses that the pedestrian streetscapes are intended to most directly benefit. Example of these feeder streets include West Ontario Street, Willard Avenue, and Lucile Avenue; all of which feed onto RDA Boulevard.



New pedestrian facilities will feature street trees, lights and sidewalks where adequate right-of-way exists

Pedestrian Projects

- Restripe crosswalks and add pedestrian crossing signs to the MARTA station area. (T-43)

This includes restriping the following crosswalks:

- Seven at driveways into the MARTA site
- Two at Anderson Avenue I-20 on-ramp
- Two at Browning Street

It also includes installing in-block “Stop for Pedestrian” signs at West Lake Avenue and Browning Street.

- Install pedestrian facilities on MLK Jr. Drive. (T-25)

As recommended in the MLK Jr. Drive Transportation Study, facilities include:

- New sidewalk on the south side of MLK Jr. Drive.
- Sidewalk repair on MLK Jr. Drive, between RDA Boulevard and Chappell Road.
- Upgrade crosswalks to GDOT standards at RDA Boulevard and West Lake Avenue intersections with MLK Jr. Drive
- Adding pedestrian crossing lights at RDA Boulevard and West Lake Avenue intersections.
- Install pedestrian lighting.
- Install street trees.

- Install pedestrian facilities on RDA Boulevard. (T-26)

Safety is key in the Westview commercial node. Currently pedestrians must cross four lanes of traffic to cross the street. The installation of bulbouts (with street trees) by on-street parking would improve pedestrian safety and calm traffic by slightly narrowing the roadway at intersections. At the same time, because effective cycling dictates that cyclists should be in the travel lane as they pass through intersections, bulbouts will not conflict with proposed bicycle routes on the corridor.

The proposed improvements include:

- Upgrade crosswalks to GDOT standards along RDA Boulevard between MLK Jr Drive and Stokes Avenue.
- Sidewalk repair on RDA Boulevard between MLK Jr. Drive and Laurel.
- Pedestrian lighting.
- On-street parking bulbouts at intersections between Westview and Willard Avenues.

- Remove chain-link fencing at the MARTA station that blocks the pedestrian entrance. (T-42)

- Install six-foot continuous, ADA compliant sidewalks along:
 - Anderson Avenue north to Simpson Road (sidewalks on west side, 1,700 linear feet) (T-36)



New sidewalks on neighborhood streets average 6 feet wide due to limited right-of-way

- *Verbena Street west to Penelope Street (sidewalks on south side, 2,550 linear feet) (T-37)*
- *Calloway Drive between Anderson Avenue and West Lake Avenue (sidewalks on north or south side, 1,725 linear feet) (T-46)*
- *Whitaker Circle between Calloway Drive and Simpson Road (sidewalks on east or west side, 2,375 linear feet) (T-47)*
- *Holly Road south to the Mozley Park pedestrian bridge (sidewalks on west side, 1,875 linear feet) (T-38)*
- *Ezra Church Drive between West Lake Avenue and Holly Road (sidewalks on the northeast or southwest side, 2,325 linear feet) (T-39)*
- *MLK Jr. Drive (on Westview Cemetery side) (sidewalks on south side, 3,300 linear feet) (T-25a)*
- Improve existing sidewalks by repair and replacement of sections at needed along:
 - *West Lake Avenue between MLK Jr. Drive and Simpson Road (sidewalks on both sides, 5,000 linear feet) (T-40)*
 - *Lucile Avenue between RDA Boulevard and the BeltLine (sidewalks on both sides, 900 linear feet) (T-48)*
 - *MLK Jr. Drive between RDA Boulevard and Chappell Road (sidewalks on both sides, 3,500 linear feet) (T-25b)*
 - *RDA Boulevard between MLK Jr. Drive and Laurel Avenue (sidewalks on one side, 2,400 linear feet) (T-26b)*
- Install pedestrian signal actuators on MLK Jr. Drive at Larchwood Street. (T-23)
This is a recommendation of the MLK Jr. Drive Transportation Study.
- Install pedestrian signals, crosswalks, and actuators on MLK Jr. Drive at West Lake Avenue. (T-24)
This is a recommendation of the MLK Jr. Drive Transportation Study.
- Improve lighting in the I-20 underpasses on West Lake and Anderson Avenues. (T-41)
See Bicycle Recommendations on page 3:14.
- Construct a pedestrian trail between two Tiger Flowers Drives near Adeline Avenue. (T-45)

Note

The policies in this section are general. Please refer to the map on page 3:20 for parcel-specific land use recommendations.

3.4 LAND USE RECOMMENDATIONS

The Study Area’s existing land use pattern is marked by stable residential neighborhoods separated from one another by commercial corridors and nodes located along major roadways. These commercial areas provide neighborhood goods and services, but often serve to divide neighborhoods, rather than unite them.

The current land use pattern serves as framework for future land use recommendations. Single-family neighborhoods should be preserved and protected, while the commercial areas that separate them should be developed into neighborhood-serving retail uses and mixed-use land uses.

Land Use Policies

- Utilize a nodal framework for West Lake’s land use patterns.

Four centers are recommended:

- *Simpson Road and West Lake Avenue*
- *MLK Jr. Drive and Westview Cemetery*
- *RDA Boulevard and Lucile Avenue*
- *West Lake MARTA Station*

- Preserve neighborhoods and protect them from commercial and multifamily encroachment.
- Preserve civic land uses.
- Use the redevelopment of under-utilized, auto-oriented land uses to create opportunities for new housing types and thus reduce pressure to increase density in neighborhoods
- Support new mixed-use developments with residential over retail, which could create a greater sense of “ownership” and encourage young professionals to move into the area.
- Promote quality, owner-occupied multifamily options to increase the area’s market appeal and create retail demand.
- Establish building heights in response to context.

Establish height limits of:

- *1 to 2 stories in neighborhoods*
- *3 to 4 stories at the West Lake MARTA station node*
- *3 to 4 stories on MLK Jr. Drive west of I-20*
- *3 stories in the Westview commercial node*
- *2 to 4 stories at the Simpson Road/West Lake Avenue node*

- Require new buildings adjacent to single family residences to “step down” or graduate in height.



The Royal Crescent in Bath, England, could be a model for the MARTA station node (see page 3:21)



This neighborhood grocery store is located in a village center setting, with adjacent multifamily residential uses

- Line the east side of West Lake Avenue, between the MARTA line and MLK Jr. Drive with 3 story live/work or mixed-use buildings, as shown in the Framework Plan.
- Encourage the creation of a neighborhood-scale transit village on the MARTA site.
See page 3:21 for more details.
- Focus on increasing home ownership by converting rental properties to home ownership opportunities.
- Keep the multifamily land uses on Anderson Avenue and West Lake Court, but redevelop these apartment buildings into owner-occupied multifamily units (townhouses or condominiums), or create a mix of owner and renter-occupied units.
- Provide greenspace as part of the new True Light Baptist church development on Anderson Avenue.
- Support the MLK Jr. Drive Corridor Study recommendations of 3 to 4 story mixed-uses on MLK Jr. Drive, north of Westview cemetery.
- Support the Simpson Road Redevelopment Plan recommendations of 2 to 3 story mixed use on Simpson Road, and 2 to 4 story multifamily residential land uses north of Simpson Road, between Arvilla Street and Holly Street.
- Create a mixed-use corridor on RDA Boulevard, concentrating on office, townhouse, and live-work uses.
- Preserve the new fire station on RDA Boulevard in the Westview neighborhood.
- Redevelop apartments on MLK Jr. Drive near Westview.
- Provide incentives to developers and landowners of multifamily properties to maintain their investments in a sustainable manner, holding to the same or better standards as the surrounding community.

Land Use Projects

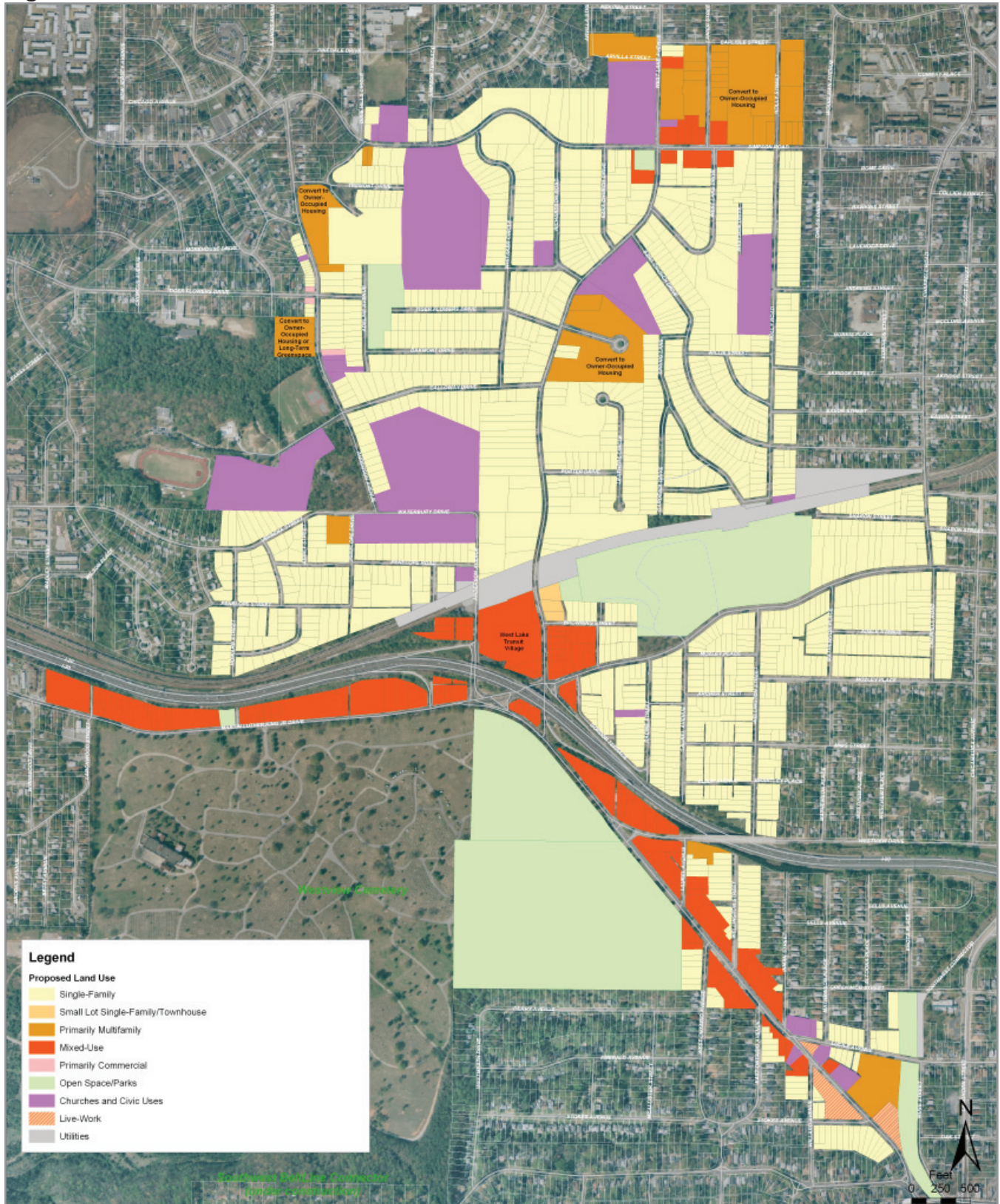
- Create a neighborhood “Zoning Code Enforcement Board” as an extension of the City to help the City combat chronic zoning code violations in the Study Area. (O-33)
- Convert school on Lucile Avenue (adjacent to the BeltLine) to condos and add new development around it. (O-12)
- Convert the church on RDA Boulevard and Stokes Avenue to live-work uses. (O-13)
- Rezone the Westview commercial node to Neighborhood Commercial. (O-30)
- Establish a “Development Review Committee” to review plans prior to approval by the City. (O-14)

In NC zoned portions of the Study Area, all new buildings must come before the neighborhood and NPU for review of their development proposal prior to being granted a building permit (SAP).

- Amend the future land use plan. (O-31)

See Section 4: Action Plan for details.

Figure 3.2: Recommended Land Uses



West Lake MARTA Station Concept Plan

The Westlake MARTA Station Concept Plan is a mixed use, transit-oriented development (TOD) located in the existing Westlake MARTA Station surface parking lot. TODs feature increased residential density within walking distance (usually between 0.25 to 0.3-mile) of a transit station. The TOD concept anticipates that living close to transit will promote its increased ridership, and reduce the dependency on individual automobile trips, which would in turn reduce traffic congestion in the area.

The concept plan envisions land uses that support rail transit, with the West Lake MARTA station at the heart of the development. Featuring a mix of 37 townhouses, 37 flats, 24 condo units, 5,000 square feet of retail and an almost 8,000 sf community center/day care; the plan is focused around new, low-speed streets with on-street parking, and wide, tree-lined sidewalks. The residential character of the TOD continues along West Lake Avenue, where new townhouses and flats with single-family character are slightly set back from the street to preserve existing trees. Stoops, benches, and porches will be part of these communities to encourage pedestrian activity.

Neighborhood-serving shops, a community center, and above-shop homes are centered around West Lake MARTA station's new transit plaza. The combination of the plaza, sidewalks, and highly-visible crosswalks provides a safe and pleasant walk to MARTA patron parking, the residential area, and surrounding streets. The parking deck is framed by residential and commercial buildings, and has 552 parking spaces; of which, 330 spaces serve MARTA patrons and 222 spaces serve residents and visitors.



Site Planning Standards for MARTA Site

The Concept Plan represents just one possible future for the West Lake MARTA site. What is eventually built will depend upon negotiations between MARTA, a developer, and adjacent neighborhoods. The following standards are intended to guide this process in a way that maximizes transit use and the creation of the transit village envisioned by this study.

North South Axis

Redevelopment should preserve the north-south axis on the site by configuring any new development or east-west streets so that a linear axis of civic space runs unbroken up the hill to preserve the vista ending in the buffer of trees in the distance up the hill. This axis should also continue to serve as a extension of the waiting plaza.

Circulation route for buses

Bus flow should be taken into consideration in site design. Buses should be provided with easy access to the site and patrons should be allowed to wait with dignity.

Kiss and Ride/Taxi Stands

Kiss and ride facilities and taxi stands should be provided on the site. They should be near station entrances and incorporated into new street networks.

Pedestrian Waiting Plaza

Passengers at the station should be able to interact with a beautiful pedestrian plaza that is a pedestrian sanctuary, accessible without crossing a street. This ornamental plaza could include a fountain/clock tower/statuary at the nexus of station pedestrian activity and energy. It should include a flagpole.

Housing

Housing should be provided and should serve the range of needs in the area.

Pedestrian Safety and Access

Pedestrian safety must be of the utmost importance. Pedestrians leaving the station must have convenient access to shops, buses, autos, taxis, Kiss and Ride, and bicycle facilities. To that end, an interconnected sidewalk system must be provided.

Street Grid

Redevelopment should divide the site into a new blocks separated by streets. Said streets should be narrow and tree-lined to discourage high-speed cut through auto traffic. Extending Browning Street across the site is the most important new street. Once it enters the site, it could be made to curve around a semicircular plaza attached as an extension of the station passenger waiting area. Mixed use structures would curve along the southern boundary of the curving street, similar to the Royal Crescent in Bath, England.

Neighborhood Services

The proposed developer of the site should conduct a survey of station users and consider adding the following types of services, retail, amenities to the site: day care; sit down restaurant; community meeting room; playground near waiting area; dry cleaner; and ice cream, balloon, and snack food vendors.

Height

Buildings should not exceed four stories in height, and three stories along West Lake Avenue, unless otherwise supported by neighborhoods.

MLK Jr. Drive/Westview Cemetery Node Concept Plan

The area between Westview Cemetery and I-20 along MLK Jr. Drive was identified in the MLK Jr. Drive Corridor Study as an area with significant potential for revitalization. One of the key thoroughfares in the Study Area, this section of MLK Jr. Drive is all but disconnected from its surroundings, leaving it virtually an island of mismatched commercial and residential uses in the Study Area. Bounded on the north by I-20 and the south by Westview Cemetery, the opportunities for this area have been historically limited. However, this concept plan attempts to reintegrate this portion of MLK Jr. Drive back to the community.

The location of this segment adjacent to the historic Westview Cemetery lends itself to being an activity node with its strong potential as an east-west gateway entry into the established west Atlanta neighborhoods and the LCI Study Area. As a state route, the design elements in this concept plan would help slow traffic to and from MLK Jr. Drive's major intersection with West Lake Avenue and I-20.

In an effort to bring the historic and recreational significance of the Westview Cemetery back to MLK Jr. Drive, the concept plan for the Westview Activity Node would create a new 0.44-acre neighborhood park as its centerpiece, surrounded by 37,000 sf of new retail space and 106 townhomes and flats (including 21 workforce housing units), some of which would be located above the retail component on three floors. There would be 528 above ground parking spaces for residents and patrons (surface and garage) planned for this Activity Node.



This sketch shows how the proposed neighborhood park could appear from MLK Jr. Drive



This sketch is for illustrative purposes only



Small pocket parks can be created in new development



Volunteers clean up nearby Proctor Creek as part of the “RiversAlive!” clean-up program



Detail of the proposed MARTA plaza after redevelopment

3.5 ENVIRONMENT & OPEN SPACE RECOMMENDATIONS

These recommendations are intended to improve environmental quality and enhance open space opportunities to benefit residents, businesses, property owners and visitors.

Environment & Open Space Policies

- Encourage the use of public art in all public space projects.
- Encourage small pocket parks as part of the development or redevelopment of properties larger than five five acres.
- Provide pocket parks with areas for outdoor display in mixed-use areas on MLK Jr. Drive.
- Work with private benefactors to provide art and local information markers, such as commemorative plaques, at all parks.
- Support efforts to develop a system of greenways throughout the Study Area in conjunction with the PATH Foundation and the City of Atlanta Parks, Open Space, and Greenways planner.
- Strive to create an entrance to Anderson Park from Verbena Street.
- Continually evaluate opportunities to expand Anderson Park, including into vacant land, multifamily properties, and dilapidated buildings

Environment & Open Space Projects

- Create a 0.3 acre plaza on the MARTA station. (O-1)
- Organize a river clean-up day with the Chattahoochee Riverkeeper to remove trash and debris from the Study Area’s streams. (O-7)

Recently, the Department of Watershed Management (DWM) teamed up with the Upper Chattahoochee Riverkeeper (UCR) and the Mozley Park and Hunter Hills communities to clean up Proctor Creek. Volunteers focused on the stream segment between MLK Jr. and Burbank Drives – a portion of Proctor Creek that local residents were concerned about. Representatives of NPU K approached DWM seeking help to clean up the stream. The DWM partnered with UCR, who agreed to spearhead the event as part of the statewide RiversAlive! stream clean-up program (Source: City of Atlanta Newsbytes, 10/31/06).

- Organize a clean-up day with the Penelope Neighbors neighborhood and “Keep Atlanta Beautiful” to remove trash and debris in the right-of-way between parcels that abut the railroad. (O-8)
- Create a new 3.9 acre park on the east side of Adeline Avenue at Tiger Flowers Drive. (O-9)
The area is currently a part of the Morris Brown College property.
- Create a 0.44 acre park on MLK Jr. Drive, across from Westview Cemetery (O-11)
See sketch below.
- Create a 0.8 acre pocket park at the corner of Simpson Road and West Lake Avenue. (O-10)
This supports recommendations from the Simpson Road Redevelopment Plan Update.
- Amend the zoning code. (O-32)
Require pocket parks and plazas in new commercial and mixed-use developments rather than unusable, scattered green spaces.



This sketch shows how the proposed park on the north side of MLK Jr. Drive near Westview Cemetery could look if surrounded by mixed-use buildings housing neighborhood commercial uses with homes above



Street trees, such as American Elm, are encouraged on all streets



Porous pavement helps stormwater to more easily filter into the ground surface

3.6 INFRASTRUCTURE & FACILITIES RECOMMENDATIONS

The overall infrastructure goal for the West Lake Study Area includes ensuring adequate infrastructure to support future development and promote safety.

Infrastructure & Facilities Policies

- Encourage new development to bury utilities, unless economically prohibitive.
- As part of new development, require that street trees be planted adjacent to the curb on all City streets and on State routes that with posted speeds of 35 miles per hour or less.

The City allows street trees on all streets. On GDOT routes, such as MLK Jr. Drive, trees are only permitted in certain cases on streets with speeds of 35 miles per hour or less.

- Encourage the use of pervious asphalt, porous pavement, “grass-crete” or similar materials in new or rebuilt parking lots.
- Encourage the use of Best Management Practices in all projects that affect stormwater and water quality; including the use of bio-swales, constructed wetlands, and riparian buffers.
- Require the Bureau of Planning to submit water demand allocations to Clean Water Atlanta for new sewer connections (in five-year increments) within the Mayor’s six priority economic development areas, including the Simpson Road and MLK Jr. Drive corridors.
- Support existing social service providers such as Habitat for Humanity, in their efforts to help Atlanta’s needy in a proactive and dignified manner.
- Encourage area residents to become involved in the City’s Neighborhood Deputies Program.
- Work with the Atlanta Police Department to focus policing efforts into proposed nodes and around area schools.
- Continue existing efforts to target crime, including the ‘COPS.’ and ‘Crime Free Apartment Zones” programs.
- Create a pilot crime prevention/Neighborhood Watch program with willing neighborhood or tenant associations.



The City of Atlanta would coordinate the maintenance of new trash receptacles in the Study Area



Emergency call boxes allow pedestrians and motorists

- Employ Crime Prevention Through Environmental Design (CPTED) principles in new development.

A feeling of safety and security in one’s living environment is a basic tenant of a positive quality of life. Strategies to address crime, including “Design for safety” principles, must be recognized in any proposals involving physical changes, and policy recommendations aimed at this objective must be included. Principles include:

- *Limiting dead-end streets and pedestrian ways.*
 - *Orienting buildings towards the street so that people inside can monitor them through windows, doors and setbacks that engage the street.*
 - *Providing access control to individual buildings without creating “gated communities.”*
 - *Ensuring proper maintenance of buildings and landscaping, and providing adequate lighting.*
- Encourage property owners and MARTA to add trash receptacles throughout the Study Area, especially at bus stops.

Infrastructure & Facilities Projects

- Work with neighborhood schools to establish a “Walk to School” program. (O-15)
- Establish a full-service Zone 4 police precinct in the Westview neighborhood, adjacent to the existing fire station #17 (located at 1489 Ralph David Abernathy Boulevard, in the Westview Village). (O-16)
- Install improved lighting at Mozley and Anderson Parks to improve safety. (O-17)
- Establish a maintenance plan with the Department of Public Works to ensure that trash is collected on a regular basis from trash receptacles throughout the Study Area. (O-18)
- Increase police officers permanently assigned to the Study Area. (O-20)
- Install emergency call boxes at various locations throughout the Study Area, as an added pedestrian safety measure. (O-34)



There is a great need for improved neighborhood grocery facilities



New development must occur gradually to avoid market saturation



Retail should be concentrated into walkable centers

3.7 DEMOGRAPHIC & MARKET RECOMMENDATIONS

The policies and projects presented below are intended to enhance the retail environment within the West Lake LCI Study Area. The west side of Atlanta already has the demand necessary for more, higher-end retail services. The Local and Greater Retail Market Areas are well-positioned to capitalize on growth eastward from metro Atlanta, and those rural communities in need of services that can only be reached by driving long distances to major metropolitan areas.

Marketing & Economic Development Policies

- Capture potential retail demand present in the through-traffic on I-20, MLK Jr. Drive, RDA Boulevard, and Simpson Road with unique retail opportunities.
- Encourage residential development in centers that cater to attracting young African American professionals, which would provide further retail support for the Study Area.
- Recruit a diverse mix of specialty and higher-end retail and service stores, including restaurants, small grocers, neighborhood co-op/markets, and home improvement stores.
- Work with community development corporations or similar nonprofit sponsor organizations with organizing, marketing and real estate development experience.
- Build and support coalitions of diverse partners to develop a community vision for the Study Area’s revitalization.

The participation of volunteers is key including merchants, property owners, residents, public officials, banks, churches and others. A strong and active advisory committee to lead the charge is critical to success.

- Ensure that new housing is carefully phased to avoid clogging the market, thereby destabilizing neighborhoods, encouraging mortgage fraud, or creating new houses that sit vacant.
- Concentrate retail in proposed commercial nodes, including the Simpson/West Lake intersection, the West Lake MARTA station, MLK Jr. Drive, and RDA Boulevard.

Build on existing anchors in these locations to recreate ‘fabric’ where none exists. Where appropriate, expand lot depth and breadth at these sites to create parcels large enough to make a meaningful impact. Moreover, designate RDA Boulevard at the Westview Cemetery as a “cultural node” complete with studio space for local artists.



Neighborhood “sign toppers” should be installed above road signs that indicate the neighborhood name

- Offer relocation assistance to inappropriate businesses/ uses within the commercial nodes and, perhaps, businesses between the nodes that are incompatible with redevelopment activity and/or aesthetically undesirable.
- Enable developers and prospective businesses to access downloadable recruitment materials and applications.

Ensure that resources are set-aside on an annual basis to maintain ongoing recruitment and marketing initiatives.

Marketing & Economic Development Projects

- Install “sign-toppers” above road signs identifying neighborhoods to drivers and visitors. (O-19)
- Rank sites/buildings according to their potential for development or locational importance, categorizing them as short-term or long-term potential initiatives. (O-28)
- Create a business association for the Westview Commercial District. (O-21)
- Create a business development team and target businesses based on the findings of the market study, ranking them as near-term or long-term prospects. (O-22)
- Develop a cluster plan that unifies the commercial nodes with complementary businesses and uses that benefit from each other’s sales, customers and markets. (O-23)

Work with realtors to steer developers and prospective businesses to appropriate locations.

- Prepare a business recruitment package based on the findings of the market analysis, and develop a database to track prospects. (O-24)
- Create and maintain referral networks with area brokers, economic development agencies, developers, etc. and educate them regarding the types of businesses, housing and activities most appropriate for the Study Area. (O-25)
- Conduct an aggressive public relations campaign to educate area residents, workers, students and visitors of opportunities and activities in and near the Study Area. (O-26)
- Issue an RFP for the redevelopment of the West Lake MARTA station site. (O-27)
- Construct 120 space parking deck at MARTA station for private development. (O-29)

T A B L E O F C O N T E N T S

4.1	Action Program	4:1
4.2	Land Use Plan and Zoning Changes	4:11
4.3	Employment & Population Analysis	4:15
4.4	Consistency with LCI Components	4:18



Public actions will be necessary for the quality of private investment envisioned by the community to become a reality

4.1 ACTION PROGRAM

The Action Program outlines the next steps after adoption of this plan by the City of Atlanta. It includes a list of projects, time lines and responsible parties and is intended to serve as a blueprint for achieving the community's vision for its future.

Stakeholders identified several efforts to assure implementation. These included continued diligence on the part of area residents, businesses, and the City of Atlanta to monitor development in the Study Area and ensure compliance with the vision of this LCI Study. Part of this should be revisions to the plan, as needed. Stakeholders must also work with the City to implement land use and zoning changes which support the vision.

Most recommendations are provided in an aggressive five year time line, although some can clearly extend beyond this time period as funding becomes available. Projects in the near future represent those addressing areas with the most critical need for public improvement or those where public investment can spur private investment. Longer-term projects are less urgent, but equally key to the long-term success of this study.

As an LCI Study, the ARC has committed to making funding available for the implementation of plan elements related to transportation. Their expressed desire is for public infrastructure improvements to spur private investment in existing activity centers. Transportation projects may also be funded through a variety of other sources administered through the ARC. The City of Atlanta should work with ARC staff to ensure that projects that require transportation funds are included in future Regional Transportation Plans (RTPs). Revisions to such are made every five years. Most transportation funds administered via the ARC or using federal dollars will require a 20% local match.

Sources for the required local match or other funds could include:

- **BeltLine Tax Allocation District (TAD):** The BeltLine TAD will generate bond funds to pay for transportation and open space improvements near the BeltLine transit greenway. The proposed TAD includes most of the non-residential portions of the northern tip of Study Area, and would be ideal for funding park, transit, bicycle and pedestrian improvements.
- **Quality of Life Bonds:** In 2001, Atlanta's voters authorized the City to issue \$150 million of Quality of Life Bonds to fund

transportation and open space improvements. \$61 million of the \$150 million has already been issued. If successfully used to leverage federal funds, the funds from these bonds could increase the City's ability to construct critical projects by serving as the required local match.

- **Development Impact Fees:** As new development occurs citywide, impact fees are generated to fund transportation, parks, and public safety improvements. These could be used to leverage federal funds within the Study Area.
- **MLK Jr. Drive TAD:** This recently created TAD could be a source for local matching funds.
- **Private Donations:** Local matches could be obtained by soliciting area property owners, businesses, and residents. Private funds may also be used to fund specific "special interest" projects. For example, the PATH Foundation funds multi-use greenway trails, while the Trust for Public Land and the Blank Foundation sometimes fund park projects.

Without detailed analysis that is beyond the scope of this study, the ideal local match mechanism cannot be determined. However, the City should carefully explore all available options.

Implementation Steps

This document is an aggressive, but achievable, plan for growth in the West Lake area. However, for the vision contained in these pages to become a reality there must be both, short and long-term commitments to its principles. The following paragraphs are intended to provide steps that guide the short and long-term implementation processes.

Short-Term

Short term implementation should strive to remove regulatory barriers to the vision contained herein. Plan approval should be accompanied by updates to the Future Land Use maps, as recommended herein. Plan approval is constituted by an official adoption of the plan into the City's Comprehensive Development Plan (CDP), making the plan an official part of the City-wide plan.

Consistent with the City's established practices, other short-term implementation steps are as follow:

- Capital Projects will be identified in the CDP. CDP project tables receive yearly update and status reporting.
- Short term capital projects with allocated funds will be identified in the CIP, which has very high visibility and for which status is reported more frequently.
- Projects within specific council districts are reviewed regularly with council members (at least once per year) for funding and priority-setting.
- Neighborhood Planning Units are given copies of the complete plan document, containing capital and other projects. NPUs provide an ongoing review for projects and request project statuses as needed from the Bureau of Planning and from City Councilmembers.
- The plan will include preliminary zoning recommendations, reviewed with the community. These recommendations are implemented in a follow-up process, with additional input from the community.

The involved communities and NPU's always provide a natural impetus to implement the rezoning recommendations as soon as possible (generally within a year following plan adoption).

Long-Term

The realization of the vision contained herein will also require a long-term commitment. The plan's aggressive long-term vision cannot be achieved overnight, and must be regularly reviewed to remain relevant. Any plan that does not do this risks obsolescence.

As the City of Atlanta moves forward with implementing the vision of this study, it is critical that the following are kept in mind:

- **The Plan's Lasting Vision:** Of all of the components of this study, the vision should represent its most lasting legacy. The ideas contained in Section 2: Visioning represent the results of an extensive and inclusive public involvement process. It is highly unlikely that the general vision and goals resulting from such process will change significantly, although the steps to achieving them may.
- **The Need for Flexibility:** While the vision is unlikely to change, it is critical that the community recognize that the ways in which the vision is achieved can and will change. The future addition or subtraction of policies or projects should not be viewed as a compromise of the study, but rather its natural evolution in response to new conditions. Many of the assumptions used to guide this process, including the regional and national economy; land costs; transportation costs; transportation funding programs; and development trends are never fixed. The City of Atlanta must be prepared to respond to changes of these and other factors in order to ensure a fresh, relevant plan.
- **A Redevelopment Guide:** One of the greatest long-term values of this document, in addition to its role in procuring transportation funding, is that it lays out a detailed land use vision. To this end, as development proposals are submitted to the City, said proposals should be reviewed for compatibility with the plan. The plan contains specific recommendations for specific sites, and the City should use the development review process to work with the private sector to achieve this vision.

By being mindful of these four ideas, the West Lake MARTA Station LCI Study can guide positive change in and around the West Lake MARTA station for years to come.



Streetscape improvements are key to improving the pedestrian environment

Cost Assumptions

As with any macro-level planning process, it is impossible to assign exact costs to future projects. However, it is possible to produce cost estimates based on standard unit cost assumptions. The following unit cost assumptions are used in the Action Program Matrices. Depending on the type of project, the costs may also include expenses incurred by demolition or installation work.

- Street trees = \$600/each
- Atlanta Light Type “C” pedestrian lights = \$7,500/each
- Concrete sidewalks = \$6/sq ft
- New streets (width: 36 feet), sidewalks = \$404/linear ft
- Speed humps = \$1,200/each
- Landscape strip on existing streets = \$2.00/sq ft
- Bulbouts = \$7,500/each
- Thermoplastic crosswalks = \$3,000/leg
- Multi-use trails (width: 12 feet) = \$200/linear ft
- Land = \$325,000/acre
- Major park facilities = \$250,000/acre
- Bike racks = \$400/each
- Bike route (markings, signage) = \$2.50/linear foot
- Bus shelters = \$5,000/each
- Land costs = \$325,000/acre

Where project costs have already been estimated by another study, the other study’s costs are used. All costs are in 2006 dollars.

FIVE YEAR IMPLEMENTATION PLAN

Westlake LCI: Transportation Projects

ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Match Amount
Vehicular												
T-1	Browning St. extension to Anderson Ave	New Street, Pedestrian	2008	\$35,148	2010	\$285,606	2010	\$234,320	\$555,074	MARTA, Private, COA	Private, MLK TAD	TAD \$234,320
T-2	Simpson Rd at West Lake Ave left turn lanes (\$12 in Simpson Road Redevelopment Plan)	Pedestrian - Corridor & Intersection	2010	\$101,250	2011	\$57,332	2012	\$675,000	\$834,000	COA	QOL/TE	COA \$834,000
T-3	West Lake Ave left turn lanes	Intersection	2008	\$101,250	2011	\$60,000	2012	\$675,000	\$836,250	COA	QOL, TE	COA \$836,000
T-4	Interchange Modification Report at West Lake Ave, MLK Jr Dr, and I-20 off-ramp	Intersection	2007	\$100,000	N/A	\$0	N/A	\$0	\$100,000	COA / GDOT	QOL	COA \$50,000
T-5	Sound barrier study on I-20 from HE Holmes Dr to MLK Jr Dr	Interstate	2009	\$30,000	N/A	\$0	N/A	\$0	\$30,000	GDOT	GDOT	N/A \$0
T-6	Median feasibility Study of MLK Jr Dr	Median	2007	\$25,000	N/A	\$0	N/A	\$0	\$25,000	COA	COA	COA \$0
T-7	Traffic signal at I-20 East off-ramp to MLK Jr Dr	Signalization	2008	\$7,500	N/A	\$0	2009	\$50,000	\$57,500	COA	COA, GDOT Safety	N/A \$0
T-8	Left turn signal phase at MLK Jr Dr at Chappel Rd	Signalization	2008	\$4,500	N/A	\$0	2010	\$30,000	\$34,500	COA	COA	N/A \$0
T-9	Flashing lights at intersection of West Lake Ave and West Lake Ct	Safety	2007	\$2,250	N/A	\$0	2008	\$15,000	\$17,250	COA	COA, GDOT Safety	N/A \$0
T-10	Traffic calming and safety devices on Simpson Rd	Safety	2009	\$6,000	N/A	\$0	2011	\$40,000	\$46,000	COA	TE, QOL	N/A \$0
T-11	Speed humps on Browning St and Federal Dr	Safety	2008	\$540	N/A	\$0	2010	\$3,600	\$4,140	COA	QOL	N/A \$0
T-12	Study of installation of red-light cameras at major intersections	Safety	2007	\$5,000	N/A	\$0	2009	\$0	\$5,000	COA	COA	COA \$0
T-13	Warning signs at I-20 West off-ramp about low Beltline bridge on MLK Jr Dr	Signage	2007	\$750	N/A	\$0	2009	\$5,000	\$5,750	GDOT	GDOT Safety	N/A \$0
T-14	"Do Not Block Driveway" signs at MARTA entrances and exits	Signage	N/A	N/A	N/A	N/A	2006	N/A	\$1,000	MARTA	MARTA	N/A \$0
T-15	Vehicular wayfinding system on I-20	Signage	N/A	N/A	N/A	N/A	2006	N/A	\$200,000	GDOT	GDOT	N/A \$0
Transit												
T-16	Wayfinding signage at the MARTA station	Rail Facilities	2007	\$750	N/A	\$0	2008	\$5,000	\$5,750	COA	QOL	N/A \$0
T-17	New bus route/extended route to connect West Lake and Civic Ctr MARTA stations	Bus Operations	2007	\$0	N/A	\$0	2007	\$150,000	\$150,000	MARTA	MARTA	N/A \$0
T-18	Bus shelters: 14 total	Bus Facilities	2007	\$10,500	N/A	\$0	2008	\$70,000	\$80,500	MARTA	MARTA	N/A \$0
T-19	Trash receptacles at select bus stops: 25 total	Bus Facilities	2007	\$938	N/A	\$0	2007	\$6,250	\$7,188	MARTA	MARTA	N/A \$0
T-20	330 space parking deck for MARTA patrons at the West Lake station	Transit	2009	\$742,500	N/A	\$0	2011	\$4,950,000	\$5,692,500	MARTA, Private, City	Private, FTA, MLK TAD	TAD \$414,000
Pedestrian & Bicycle												
T-21	Bicycle racks at West Lake Station - 3 total	Bicycle	N/A	N/A	N/A	\$0	2008	\$1,200	\$1,200	MARTA	MARTA	N/A \$0
T-22	Bicycle racks in commercial areas: 10 total	Bicycle	N/A	N/A	N/A	\$0	2008	\$4,000	\$4,000	COA	QOL	COA \$4,000
T-23	Pedestrian signal actuators on MLK Jr. Dr at Larchwood St (From MLK Jr. Drive Study)	Pedestrian	2006	\$1,800	N/A	\$0	2007	\$24,000	\$25,800	COA	Private, GDOT, ARC, COA	QOL, Impact Fees, Private, GF \$6,960
T-24	Pedestrian signals, crosswalks and actuators on MLK Jr Dr at West Lake Ave (From MLK Jr. Dr. Study)	Pedestrian	2006	\$4,400	N/A	\$0	2007	\$55,000	\$59,400	COA	Private, GDOT, ARC, COA	QOL, Impact Fees, Private, GF \$16,280

FIVE YEAR IMPLEMENTATION PLAN

Westlake LCI: Transportation Projects

ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Match Amount
T-25	MLK Jr Dr Pedestrian Facilities (From MLK Jr Dr Study)	Pedestrian	2008	\$344,870	N/A	\$73,864	2011	\$2,297,800	\$2,716,334	COA	COA/LCI	MLK TAD \$542,750
T-25a	New sidewalk on MLK Jr Dr (on south side - Westview Cemetery)	Pedestrian	2008	\$17,820	2010	\$73,864	2011	\$118,800	\$210,484	COA	COA, LCI	MLK TAD \$41,580
T-25b	Sidewalk repair on MLK Jr Dr between RDA and Chappel (both sides)	Pedestrian	2008	\$18,900	N/A	\$0	2011	\$126,000	\$144,900	COA	COA, LCI	MLK TAD \$28,980
T-25c	Upgrade crosswalks to GDOT striping standards at MLK/RDA and MLK/West Lake Intersections	Pedestrian	2008	\$4,200	N/A	\$0	2011	\$38,000	\$32,200	COA	COA, LCI	MLK TAD \$6,440
T-25d	Pedestrian crossing lights at MLK/RDA and MLK West Lake Intersections	Pedestrian	2008	\$11,250	N/A	\$0	2011	\$75,000	\$86,250	COA	COA, LCI	MLK TAD \$17,250
T-25e	Pedestrian lighting	Pedestrian	2008	\$281,250	N/A	\$0	2011	\$1,875,000	\$2,156,250	COA	COA, LCI	MLK TAD \$431,250
T-25f	Street trees	Pedestrian	2008	\$11,250	N/A	\$0	2011	\$75,000	\$86,250	COA	COA, LCI	MLK TAD \$17,250
T-26	RDA Blvd Pedestrian Facilities	Pedestrian	2008	\$127,800	N/A	\$0	2011	\$852,000	\$979,800	COA	LCI, BeilLine TAD	COA \$203,016
T-26a	Upgraded crosswalks to GDOT standards along RDA Boulevard; 21 crossings	Pedestrian	2008	\$8,820	N/A	\$0	2011	\$88,800	\$67,820	COA	LCI, BeilLine TAD	COA \$20,580
T-26b	Sidewalk repairs on RDA Blvd between MLK and Laurel (single side)	Pedestrian	2008	\$6,480	N/A	\$0	2011	\$43,200	\$49,680	COA	LCI, BeilLine TAD	COA \$9,936
T-26c	Install pedestrian lighting	Pedestrian	2008	\$112,500	N/A	\$0	2011	\$750,000	\$862,500	COA	LCI, BeilLine TAD	COA \$172,500
T-26d	Bulbouts/pedestrian refuges (10 crossings)	Pedestrian	2009	\$18,150	N/A	\$0	2011	\$121,000	\$139,150	COA	LCI, BeilLine TAD	COA \$27,830
T-27	W Lake Ave bike route from Simpson Rd to RDA Blvd - Share Lane marking and signage; 5,000 lf	Bicycle Route	2009	\$4,125	N/A	\$0	2010	\$27,500	\$31,625	COA	COA, TE, PATH	COA \$6,325
T-28	12' multi-use trail on west side of Anderson Ave, south side of Waterbury Dr, and west side of Anderson Ave; 2,100 lf	Multi-use Trail	2009	\$63,000	N/A	\$0	2010	\$420,000	\$483,000	COA	COA, TE, PATH	COA \$96,600
T-29	Bike lanes on Anderson Avenue; 750 lf	Bicycle Lane	2010	\$563	N/A	\$0	2010	\$3,750	\$4,313	COA	COA, TE, PATH	COA \$863
T-30	MLK Jr Dr bike route - Share Lane marking and signage; 8,500 lf	Bicycle Route	2009	\$6,375	N/A	\$0	2010	\$42,500	\$48,875	COA	COA, TE, PATH	COA \$9,775
T-31	RDA/Lucile Ave bike route - Share Lane marking and signage; 5,000 lf	Bicycle Route	2009	\$3,750	N/A	\$0	2010	\$25,000	\$28,750	COA	COA, TE, PATH	COA \$5,750
T-32	Pipe bollards at trail intersections with local streets to prevent vehicle access. (at Browning and at Sharon)	Multi-use Trail	2008	\$2,250	N/A	\$0	2010	\$15,000	\$17,250	COA	COA	COA \$0
T-33	12' multi-use trail/bridge from Leathers Cir to Mozley Park	Multi-use Trail	2008	\$180,000	N/A	\$0	2010	\$1,200,000	\$1,380,000	COA	COA	COA \$0
T-34	Upgraded PATH trail signage	Multi-use Trail	2009	\$2,250	N/A	\$0	2011	\$15,000	\$17,250	COA	COA, PATH	COA \$0
T-35	Upgraded Mozley Park pedestrian bridge	Pedestrian - Bridge	2009	\$30,000	N/A	\$0	2011	\$200,000	\$230,000	COA	COA	COA \$0
T-36	New sidewalks on Anderson Ave north to Simpson Rd (west side)	Pedestrian - Local	2009	\$9,180	N/A	\$38,051	2011	\$61,200	\$108,431	COA	COA	COA \$21,420
T-37	New sidewalks on Verbena St, west to Penelope St (south side)	Pedestrian - Local	2009	\$13,770	N/A	\$57,076	2011	\$91,800	\$162,646	COA	COA	COA \$32,130
T-38	New sidewalks on Holly Road south to the Mozley Park pedestrian bridge (west side)	Pedestrian - Local	2009	\$10,125	N/A	\$41,968	2011	\$67,500	\$119,593	COA	COA	COA \$23,625

FIVE YEAR IMPLEMENTATION PLAN

Westlake LCI: Transportation Projects

ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Match Amount
T-39	New sidewalks on Ezra Church Dr between West Lake Ave and Holly Rd (southwest side)	Pedestrian - Local	2009	\$12,555	N/A	\$52,040	2011	\$83,700	\$148,295	COA	COA	\$29,295
T-40	Sidewalk repairs on West Lake Ave between MLK and Simpson (both sides)	Pedestrian - Corridor	2009	\$27,000	N/A	\$223,829	2011	\$180,000	\$430,829	COA	COA	\$86,166
T-41	Improved lighting in the 120 underpasses at West Lake Ave and Anderson Ave	Safety	2008	\$1,500	N/A	\$0	2009	\$10,000	\$11,500	GDOT	GDOT Safety	\$0
T-42	Chain link fence removal in at pedestrian entrances to MARTA station	Pedestrian	N/A	N/A	N/A	N/A	N/A	N/A	\$700	MARTA	MARTA	\$0
T-43	Restriped crosswalks around the MARTA station	Pedestrian	N/A	N/A	N/A	N/A	N/A	\$25,200	\$25,200	COA, MARTA	MARTA, FTA 5307	\$0
T-44	Porter Dr/Leathers Cir bike route - Share Lane marking and signage: 1,100 lf	Bicycle Route	2009	\$825	N/A	\$0	2010	\$5,500	\$6,325	COA	QOL, TE, PATH	\$1,265
Totals:								\$2,018,988	\$889,767	\$12,616,820	\$15,728,518	\$3,454,539

LONG TERM IMPLEMENTATION PLAN

West Lake LCI: Transportation Projects

ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Match Amount
T-45	Walking path/pedestrian boardwalk between two Tiger Flowers Drives near Adeline Ave	Multi-use Trail	2012	\$7,350	2009	\$39,170	2010	\$49,000	\$95,520	Private	Private	\$0
T-46	Sidewalks on Calloway Dr between Anderson Ave and W Lake Ave (south side)	Pedestrian - Local	2012	\$9,315	N/A	\$38,611	2012	\$62,100	\$110,026	COA	QOL, TE	\$21,735
T-47	Sidewalks on Whittaker Cir between Calloway Dr and Simpson Rd (west side)	Pedestrian - Local	2013	\$12,825	N/A	\$53,159	2012	\$85,500	\$151,484	COA	QOL, TE	\$29,925
T-48	Sidewalk repairs on Lucile Ave. between RDA and BellLine (both sides)	Pedestrian - Local	2014	\$4,860	N/A	\$40,289	2012	\$32,400	\$77,549	COA	BellLine TAD	\$77,549
T-49	Colored concrete pavers on MLK Jr Dr (From MLK Jr. Dr. Study)	Roadway Operations	2015	\$175,988	N/A	\$0	2020	\$1,759,980	\$1,935,978	COA	Private, ARC, GDOT, COA	\$527,994
Totals:								\$229,000	\$434,579	\$171,229	\$129,209	

IMPLEMENTATION PLAN

West Lake LCI: Existing Study Area Programmed Projects

Sponsoring Agency	Project Number	Project Description	Project Limits	Cost
Safety				
GDOT	CSSTP-007-00(072)	Utility Relocation	SR 139 from Willis Mill Rd to Peoples St	\$1,416,500
GDOT	CSSFT-0008-00(277)	Utility Relocation	SR 139 from Gordon Pl to Florida Ave	\$5,000,000
GDOT	CHSNS-0006-00(402)	Ramp Meters	I-20 Ramp Meters inside I-285	\$3,655,993
Traffic				
GDOT	MSL-0003-00(431)	HOV Lanes	I-20 West (Downtown Connector to H.E. Holmes)	\$90,000,000
City of Atlanta	00GO-0231	Street Resurfacing	Chenault Pl from Penelope to Verbena	Not Listed
City of Atlanta	00GO-0207	Street Resurfacing	Carlisle Street from West Lake to Holly	Not Listed
City of Atlanta	00GO-0304	Street Resurfacing	Eason Street	Not Listed
City of Atlanta	00GO-1035	Street Resurfacing	Waterbury Drive from Anderson to Verbena	Not Listed
Pedestrian				
City of Atlanta	DPW-05-0318	Streetscapes	MLK, Jr. Drive from Fairburn to West Lake	\$1,485,000
City of Atlanta	DPW-05-0472	Streetscapes	Simpson Road from Northside to West Lake	\$1,890,000
		Total (listed):		\$103,447,493

IMPLEMENTATION PLAN

West Lake LCI: Other Projects

ID	Description	Costs	Year	Responsible Party	Funding Source
Parks & Open Space					
O-1	Small neighborhood plaza at the MARTA station (0.3-acre)	\$200,000	2009	MARTA, Private	Private, FTA*, MARTA Capital funds
O-2	National Register of Historic Places Inventory	Staff Time	2007	UGA, UDC**	City
O-3	Historic markers in the Study Area	\$25,000	2009	City, neighborhood organizations, Georgia Historic Society	Private
O-4	Historic walking tours in Westview Cemetery	\$15,000	2007	City, Westview Cemetery	Private
O-5	Gateway elements (Bellline at Lucile Ave., RDA Blvd. and Cascades Ave., West Lake	Staff Time	2007	City, Private	City, Private
O-6	Dixie Hills, Hunter Hills, and the Westview neighborhood historic districts	Staff Time	2008	UDC	City
O-7	River clean-up day with the Chattahoochee Riverkeeper	\$1,000	2007	Private	Private
O-8	Clean-up day with the Penelope Neighbors neighborhood and "Keep Atlanta Beautiful"	\$1,000	2007	Private, Keep Atlanta Beautiful	Private
O-9	New park on the east side of Adeline Avenue at Tiger Flowers Drive (3.9 ac.)	\$30,427	2008	City	City
O-9a	Land Acquisition - 1852 Simpson Road - 3.9 ac. (PIN:140174LL035)	\$30,427	2008	City	City
O-10	Pocket park at the corner of Simpson Road and West Lake Avenue (0.8-ac.) (From	\$320,000	2008	City	City
O-10a	Land Acquisition - 1650 Simpson Road - 0.8 ac. (PIN:1401470012020)	\$260,000	2008	City	City
O-10b	Improvements	\$60,000	2008	City	City
O-11	Pocket park on MLK Jr. north of Westview Cemetery (0.44 acre)	\$203,000	2008	City	City
O-11a	Land Acquisition - Location Uncertain - 0.44 ac.	\$143,000	2008	City	City
O-11b	Improvements	\$60,000	2008	City	City
Total (excluding staff time):		\$795,427			
Public Facilities					
O-12	Convert school on Lucile Avenue (adjacent to the Bellline) to condos and add surrounding	\$3,500,000	2008	City, APS*, Private	Private
O-13	Convert the church on RDA Boulevard and Stokes Avenue to Live-Work (PIN: 1401400007070)	\$2,000,000	2007	Private	Private
O-14	Establish a "Development Review Committee" for the Westview neighborhood	Staff Time	2007	City	City
O-15	Establish a "Walk to School" program	Staff Time	2007	City, PEDS	APS, PEDS
O-16	Establish a full-service Zone 4 police precinct in the Westview neighborhood	\$1,000,000	2009	City (APD)	City (APD)
O-17	Install improved lighting at Mozley and Anderson Parks	\$300,000	2009	City	City
O-18	Establish a maintenance plan with the Department of Public Works to ensure that trash is collected on a regular basis from trash receptacles	Staff Time	2008	City Dept. Public Works	City Dept. Public Works
O-19	Install neighborhood "sign-toppers"	\$4,500	2008	City	City
O-20	Increase police officers permanently assigned to the Study Area	Staff Time	2007	City	City
O-34	Install emergency call boxes throughout the Study Area	\$50,000	2008	City	City
Total (excluding staff time):		\$6,854,500			

IMPLEMENTATION PLAN

West Lake LCI: Other Projects

ID	Description	Costs	Year	Responsible Party	Funding Source
Marketing & Economic Development					
O-21	Create a business association for the Westview Commercial District	Staff Time	2007	City	ADA
O-22	Create a business development team	Staff Time	2007	City	ADA
O-23	Develop a cluster plan that unifies the commercial nodes with complementary	Staff Time	2008	City, Private	ADA
O-24	Prepare a business recruitment package	Staff Time	2008	City, Private	ADA
O-25	Create and maintain referral networks with area brokers, economic development	Staff Time	2008	City, Private	ADA
O-26	Conduct an aggressive public relations campaign	Staff Time	2008	City, Private	ADA
O-27	Issue an RFP for the redevelopment of the West Lake MARTA station site	Staff Time	2007	MARTA	MARTA
O-28	Rank sites/buildings according to their potential for development	Staff Time	2007	ADA††	ADA
O-29	120 space private parking deck on MARTA S station (in conjunction with T-20)	\$1,800,000	2011	Private, MARTA, ADA	Private, MLK TAD
	Total (excluding staff time):	\$1,800,000			
Other Local Initiatives					
O-30	Rezone the Westview neighborhood to NC	Staff Time	2007	City	City
O-31	Future Land Use Plan Amendments	Staff Time	2007	City	City
O-32	Rezone other individual sites to plan recommendations	Staff Time	Varies	Private	Private
O-33	Create a neighborhood "Zoning Code Enforcement" Board	Staff Time	2007	City	City
	Total (excluding staff time):	\$0			
	GRAND TOTAL:	\$9,449,927			

NOTE

- S All costs are in 2006 dollars
- N/A: Not Applicable
- *Federal Transit Administration
- ** Urban Design Commission
- † Atlanta Public Schools
- †† Atlanta Development Authority

4.2 LAND USE PLAN AND ZONING CHANGES

A key recommendation of this study is eliminating auto-oriented land uses in favor of more pedestrian-oriented buildings. Before this can occur, however, amendments to the City of Atlanta's 15 Year Future Land Use Plan Map and subsequent zoning changes must occur. Current land use classifications and zoning designations have created the auto-oriented land uses that residents, businesses, and property owners so desperately want to change.

15 Year Future Land Use Plan Map and subsequent zoning changes are priority actions for this study. They are intended to codify recommended land uses, urban design standards and streetscape treatments. Land use recommendations focus on increasing the "Mixed-Use" classification in many areas, while zoning changes support use of the pedestrian-oriented Quality of Life Zoning Codes.

Most zoning changes recommended in this study are intended to be initiated by a developer, rather than by the City. This said, the plan includes zoning recommendations intended to guide the private sector toward achieving the plan's vision. They balance the community's desires for the Study Area, market opportunities, and rights of land owners. They are intended to maintain property values, while enacting controls to support greater pedestrian orientation and contextualism. Many of the design features envisioned will increase development costs and challenge the expressed desire to increase workforce housing in some areas. As a result, the study recommends zoning changes that will holistically support the community's vision.

For example, the study supports establishing height controls throughout, even though no such controls exist today. Under current C1 and RG zoning it would be possible to build mid-rise office buildings or apartments on many area sites (subject to the transitional height plane) without any public input. This has, of course, not happened due to the limited demand for such, but the fact that a given property is zoned for this does affect its market value. To allay the concern that imposing height controls in commercial and multifamily areas (where not currently exist) could harm property owners, the study recommends millions of dollars of public sector investments that will actually enhance these areas by improving traffic flow, access, aesthetics, and walkability.

It is also possible that the design standards recommended *vis-a-vis* proposed zoning changes could actually enhance values. By increasing design requirements and prohibiting suburban-style development, proposed zoning changes raise the bar for new

development, protect high quality development, and protect neighborhoods. For example, without them, there is little incentive for a developer to invest in a street-oriented retail building if the adjacent parcel can compete for the same tenants with a low-grade, lower rent box surrounded by parking.

15-Year Future Land Use Plan Map Amendments

Prior to rezoning, the 15 Year Future Land Use Plan Map must be amended to support proposed zoning changes. Figure 4.1 illustrates the recommended future land use changes.

Zoning Changes

Zoning changes proposed are shown on Figure 4.2. Those followed by a “C” indicate that conditions should be added to the under-lying zoning. These conditions are necessary where the indicated Floor Area Ratio (FAR) or height is less than permitted by the base zoning.

Zoning change recommendations assume that currently planned changes to the City’s Quality of Life Zoning Districts will be implemented as planned. These changes include adjusting setbacks, heights, FAR, etc. to remedy problems identified in the districts since their implementation several years ago. Central to these are changes to make MRC-1 a viable designation for neighborhood-scale uses, while a more intense MRC-2 is recommended at the MARTA station to account for its significant public investment.

With the exception of the proposed Neighborhood Commercial (NC) zoning of Westview’s commercial nodes, all zoning changes should be developer-initiated. This will give the community the opportunity to review development proposals and ensure their consistency with the vision of this study. It will be up to the rezoning applicant and the neighborhoods to determine the specifics of each application.

Workforce Housing

Affordable or workforce housing is critical to the diverse urbanism envisioned for the Study Area. However, because of land costs and the nature of development, the private sector has failed to meet the demand for this housing type. That said, given market conditions, imposing both mandatory affordable housing requirements and higher development costs associated with street-oriented buildings and streetscapes is not the answer. This will only drive developers to other areas where these requirements do not exist.

Fortunately, the BeltLine TAD can support workforce housing in parts of the Study Area. It is an expressed recommendation of this study that a minimum of 20% workforce housing be provided with new development within said TAD. However, this 20% need not occur in each project or within a given geographic area. Citywide, many local non-profits have shown their expertise in providing quality workforce housing, while for-profit developers are often incapable of doing the same. As such, it may be more appropriate for individual projects to have higher or lower percentages, provided the 20% is maintained for new multifamily and mixed-use developments.

As the City implements zoning changes, the BeltLine TAD, and the MLK Jr. Drive TAD it should consider allowing affordable housing requirements to be transferred. By doing so, those builders capable of taking advantage of Federal tax credits for workforce housing can do so, while those builders who would otherwise have too few units or too little experience, could purchase “credits” from them.

Figure 4.1: Proposed 15-Year Land Use Plan Changes

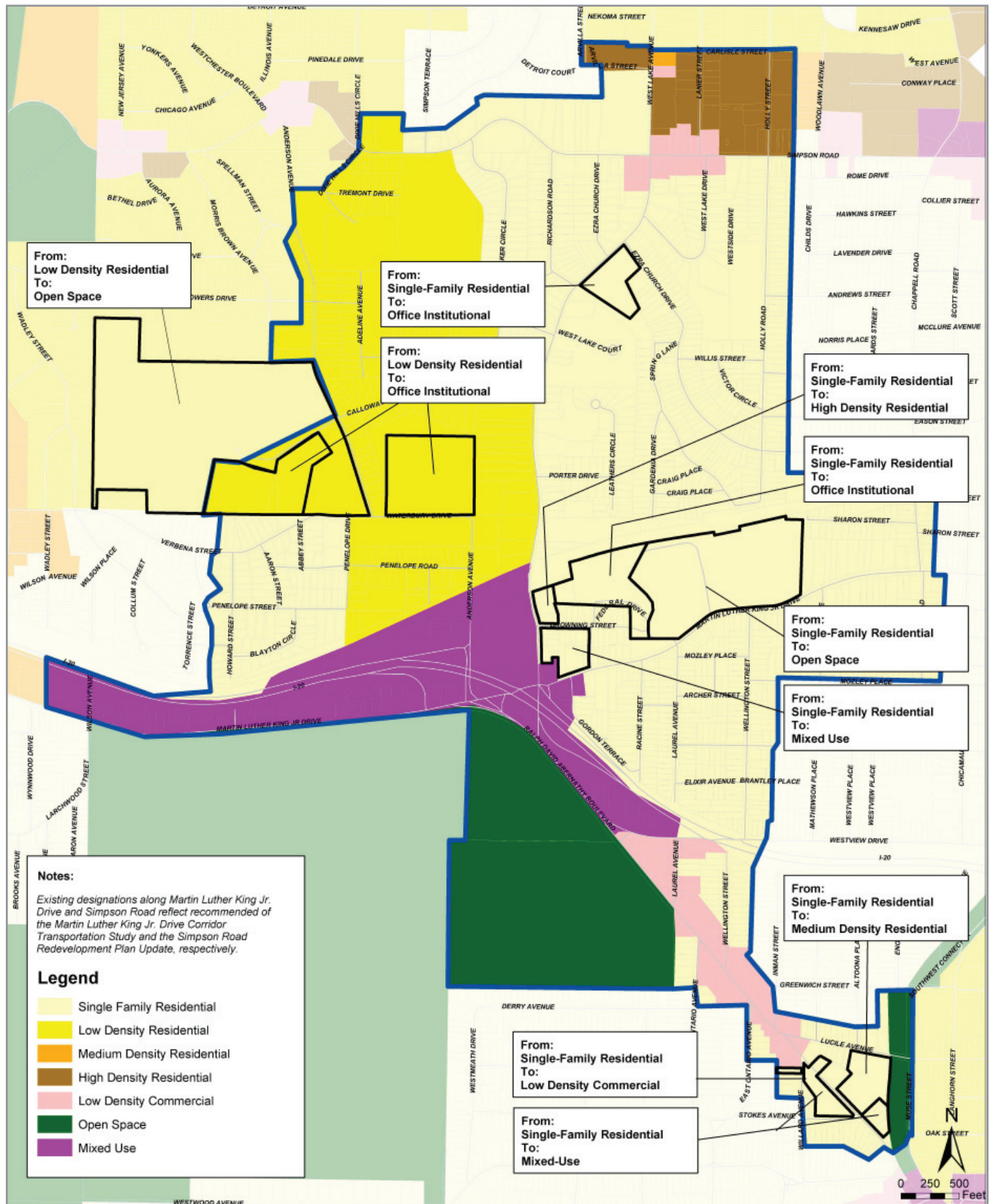
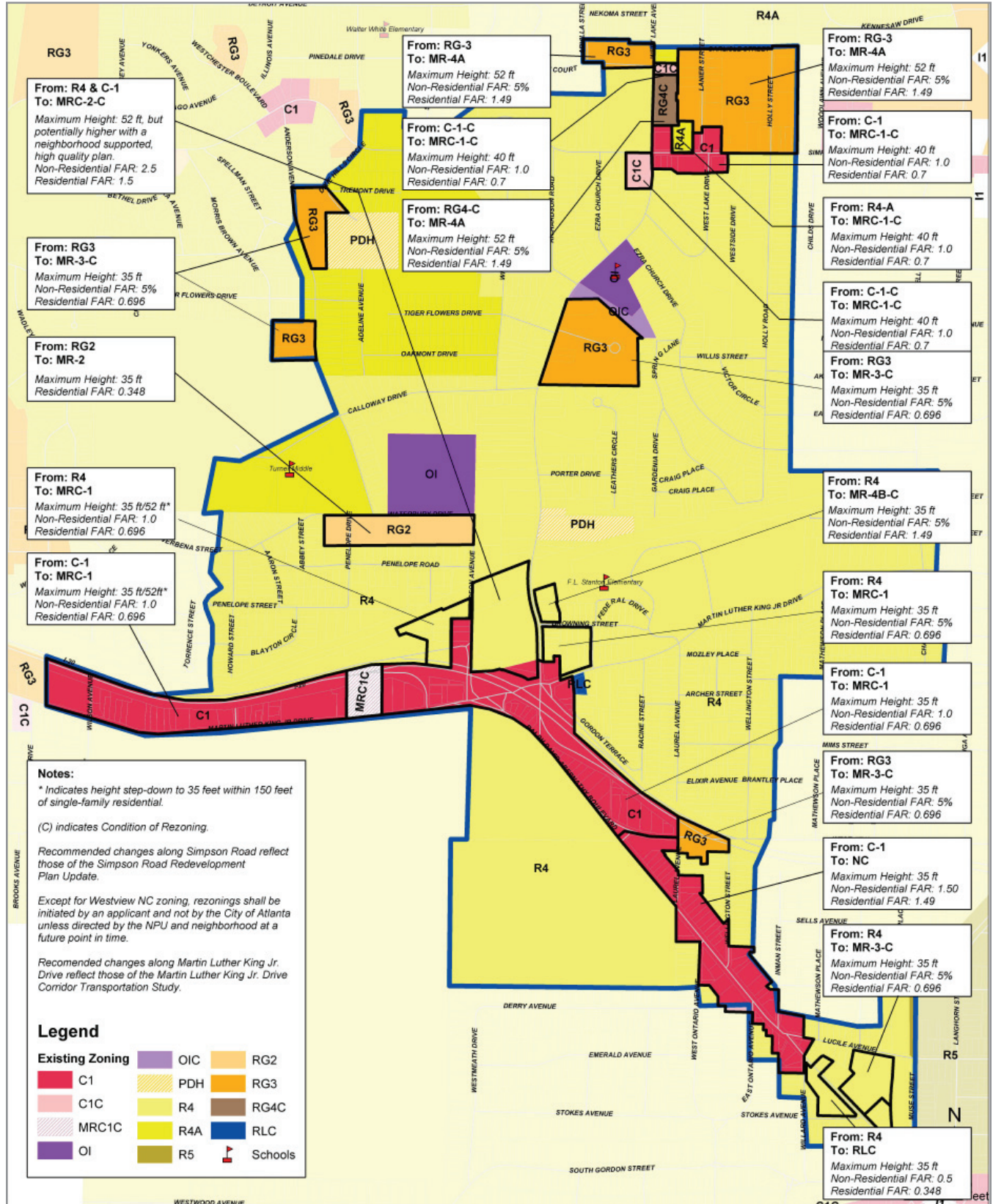


Figure 4.2: Proposed Zoning Changes



4.3 EMPLOYMENT & POPULATION ANALYSIS

As established in Section 1.7: Demographics & Markets, a large amount of demand for retail and residential spaces exists in the Study Area. Current demand for new housing units total 5,623 between now and 2017, while the demand for commercial space is at 329,783 sf. Of course, as with any planning study, the amount of theoretical demand does not necessarily indicate the amount of new development that **should** be built in the Study Area. The actual amount of new development built will be that portion of demand that is achievable within the land use recommendations of this study. This said, it is projected that the built-out Framework Plan will add jobs and population to the Study Area as established below.

Methodology

Population and employment projections are calculated by using current Study Area population and employment data and factoring growth thereto based on the recommended land use program.

Growth is determined by first establishing today's baseline population. Lots with redevelopment potential are then identified, including vacant single-family lots, MARTA parking, and vacant or marginal lots along commercial corridors. Areas where no change is envisioned, including parks, schools, churches, neighborhoods and historic structures are excluded. An average residential and commercial density is then assigned to each based on the recommended land uses, and the overall number of housing and commercial square footage that is physically supportable at "build-out" of the Framework Plan is determined. These figures are then converted to population and jobs based on household size and employees per floor area unit estimates. This shows the growth envisioned 25 years into the future.

Five and ten-year estimates are determined by assuming an incremental build out of each of the concept plans; assuming that all vacant single-family lots will be developed; and assuming a modest capture of redevelopment on other sites. This is then compared to projected demands, to ensure that they are not exceeded.

Longer-term population projections are determined based on an incremental build out of the Framework Plan. They are less accurate, due to their long-term nature and uncertain future market conditions.

2017 Employment and Population

Currently 718 employees are estimated to work in the Study Area. When the recommended land uses are factored in, 139 new jobs will be added by 2012 and 423 additional jobs by 2017. It is estimated that 3,013 residents currently live within the Study Area. The recommended land uses will increase the number of residents to 3,570 by 2011 and 4,386 by 2016.

Table 4.1: Employment: 2007-2017

	Retail/ Commercial	Industrial/ Warehousing	Office	Total
January 1, 2007				
Employees	378	36	304	718
Framework Plan - 2012 Estimate				
Net New Square Footage	16,800	0	12,000	28,800
Net Employees	12	0	128	139
Total Employment	390	36	432	857
Framework Plan - 2017 Estimate				
Net New Square Footage	12,600	0	8,000	20,600
Net Employees	9	0	85	94
Total Employment	399	36	517	951
Framework Plan - Long-Term Estimate				
Net New Square Footage	72,600	0	35,000	107,600
Net Employees	51	0	372	423
Total Employment	450	36	889	1,375

January 1, 2007, figure provided by Marketek, Inc.

Table 4.2: Population: 2007-2017

	Single-Family	Townhomes/ Condominiums	Multifamily	Total
January 1, 2007				
Housing Units	1301	43	689	2033
Average Household Size	3.28	2.33	2.75	
Population	4,268	99	1,895	6,263
Framework Plan - 2012 Estimate				
Average Household Size	3.00	2.25	2.25	
Net New Units	165	120	85	370
Net New Population	495	270	191	956
Total Population	4,763	369	2,087	7,219
Framework Plan - 2017 Estimate				
Average Household Size	3.00	2.25	2.25	
Net New Units	0	275	200	475
Net New Population	0	619	450	1,069
Total Population	4,763	988	2,537	8,287

January 1, 2007, figure provided by Marketek, Inc.

2032 Employment and Population

Estimating employment and population growth beyond 10 years is difficult on the micro-level. Real estate and economic trends are complex and subject to change. Because the recommended land use plan is based on a 25-year build-out, longer-term forecasts can be made based on this plan, real estate cycles, and the assumption that some facilities will be redeveloped.

Table 4.3: Estimated Change in Employment From 2007-2032

Year	Commercial	Industrial/ Warehousing	Office	Total
2007	378	36	304	718
2012	390	36	432	857
2017	399	36	517	951
2022*	431	36	558	1,025
2027*	465	36	603	1,104
2032*	502	36	651	1,189

*Assumes an 8% increase every five years in office and commercial

Table 4.4: Estimated Change in Housing Units From 2007-2032

Year	Single-Family	Townhomes/ Condominiums	Multifamily	Total
2007	1301	43	689	2,033
2012	1,466	163	774	2,403
2017	1,466	438	974	2,878
2022**	1,466	525	1,150	3,141
2027**	1,466	630	1,356	3,453
2032**	1,466	756	1,601	3,823

**Assumes an 18% increase every five years in townhome/condo and multifamily units

Table 4.5: Estimated Change in Population From 2007-2032

Year	Single-Family Residents	Townhome/ Condo Residents	Multifamily Residents	Total
2007	4,268	99	1,895	6,262
2012	4,763	369	2,087	7,219
2017	4,763	988	2,537	8,287
2022***	4,763	1,186	2,993	8,942
2027***	4,763	1,423	3,532	9,718
2032***	4,763	1,708	4,168	10,638

***Assumes a 18% increase every five years in townhome/condo and multifamily units



This LCI was developed via a community-based process and is consistent with all of the program's components

4.4 CONSISTENCY WITH LCI COMPONENTS

The West Lake MARTA Station LCI Study and the recommendations contained herein are consistent with the ten components of the LCI program as identified below:

1. Efficiency/feasibility of land uses and mix appropriate for future growth including new and/or revised land use regulations needed to complete the development program.

The land use recommendations call for the introduction of increased housing along major arterials and the MARTA station. These include above-shop housing in new mixed-use buildings, live/work units, multifamily buildings and townhomes. Single-family homes are located in close proximity to these housing options, and are also preserved in the adjacent neighborhoods.

The plan also calls for expanding the offerings of: small neighborhood commercial uses; offices; and civic uses.

In addition, the plan also recommends amendments to the zoning code and future land use plan to achieve the design and mixed-use land use patterns contained herein.

2. Transportation demand reduction measures.

The plan proposes reducing auto-demand by shifting some auto trips to pedestrian and bicycle trips via a multifaceted effort to: locate different land uses within walking distance; improve pedestrian facilities; improve transit; and improve bicycle facilities, and establish land use patterns that could support transit.

3. Internal mobility requirements, including traffic calming, pedestrian circulation, transit circulation, and bicycle circulation.

One of the central tenets of this study is to make it advantageous for drivers to drive responsibly and at the speed limit through improved signal timing, roadway pavement upgrade, and psychological cues that make them aware that they are in a corridor where multi-modal transportation is desired. By doing so, the plan improves mobility for drivers and accessibility for non-drivers.

Accessibility for non-drivers is improved by: building new tree-lined sidewalks along key streets; establishing sidewalks standards for new development; creating an on- and off-street bicycle network; supporting future efforts to provide private shuttle service; and improving pedestrian and bicycle connectivity.

4. Mixed-income housing, job/housing match and social issues.

The Study Area currently many single-family homes and apartments. The plan proposes preserving existing housing options and introducing new ones (identified in item 1 above) to the Study Area. Neighborhood preservation and rehabilitation efforts are targeted at existing historic worker housing in the Westview, Dixie Hills, Hunter Hills and Mozley Park neighborhoods.

The plan also proposes increasing diverse employment options within walking distance of existing and proposed housing. New development along MLK Jr. Drive and RDA Boulevard will include office and retail uses. Additionally, strengthened neighborhood commercial nodes will support local merchants and keep dollars in the community.

5. Continuity of local streets in the study area and the development of a network of minor roads.

The Study Area has a strong network of local streets and minor roads, but the plan identifies opportunities for improving connectivity in more recently developed areas, specifically within the MARTA station vicinity. The plan also identifies a potential extension of Browning Street to Anderson Avenue. Opportunities for new, private streets and alleys with development are also identified.

6. Need/identification of future transit circulation systems.

The planning process identified short and long-term opportunities for improving existing and future transit in the Study Area. The plan recommends improved bus shelters in the short term, and longer term upgrades to bus routes and the MARTA station. It also supports the Belt Line transit greenway, and a proposed stop on Lucile Avenue.

7. Connectivity of transportation system to other centers.

The closest centers are Downtown Atlanta and the HE Holmes MARTA station area. The Plan includes recommendations that would improve connectivity to these centers via improved traffic flow on MLK Jr. Drive, improved bus service to Downtown, bicycle facilities that integrate with proposed multi-use greenway trail systems, and improved roadway operations.

8. Center development organization, management, promotion, and economic restructuring.

The Study Area is in need of improved development organization, management and promotion. The study includes a series of recommendations that area businesses, residents, developers, and the Atlanta Development Authority can take to strengthen existing business centers.

9. Stakeholder participation and support.

The Study process included extensive public involvement in the form of an in-person image preference survey, three community meetings, stakeholder meetings, and extensive interview. In addition, the consultants met one-on-one with a variety of groups, including merchants and developers.

10. Public and private investment policy.

The plan calls for the City of Atlanta to direct investment into the West Lake MARTA station area via public improvements via the BeltLine TAD, the MLK Jr. Drive Study TAD, and local fund-raising efforts.