



# UPPER WESTSIDE

LIVABLE CENTERS INITIATIVE



Prepared by  
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**EDAW**



# ACKNOWLEDGEMENTS

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# EXECUTIVE SUMMARY

The 2004 Upper Westside Livable Centers Initiative Study is a guide for public and private investment in a two square mile study area within the Northwest quadrant of the City of Atlanta. The strategies identified in this plan reflect the community's vision for housing, economic development, transportation, land use and zoning, urban design and area character, and real estate development.

The Upper Westside encompasses an area of approximately 1,400 acres organized mainly around the corridors of Marietta Street, Howell Mill Road, and Northside Drive.

The Upper Westside is one of the most unique areas in the City of Atlanta with galleries and studios, niche retail, restaurants, industry, educational and corporate institutions, offices, and historic buildings, as well as traditional and loft housing.

The blend of long-time residents, businesses, and workers, grass-roots artists, students, and creative professionals, along with shoppers and new residents seeking a true urban environment creates the quirky, fresh, innovative character of the area. The intent of the Upper Westside is to express this distinctive community identity and to ensure that future investments reinforce the dynamic, eclectic qualities that are the hallmark of the area.

Despite a rebirth embodied by innovative adaptive re-use and new mixed use infill projects, the area still suffers from several challenges including poor physical connectivity, a disorienting urban framework, lack of open space and gathering features, and land use incompatibilities. The southern portion of the study area also lags in economic investments.



THE KING PLOW ARTS CENTER HAS SUCCESSFULLY REFASHIONED FORMER INDUSTRIAL BUILDINGS INTO A MIXED USE DEVELOPMENT.



# EXECUTIVE SUMMARY

To address these challenges and realize the vision expressed by community stakeholders, the Upper Westside LCI plan emphasizes the following elements:

- Organization of the overall study area into a series of distinct character areas and nodes around which to concentrate intensity and growth
- Projects intended to add open space features and pedestrian amenities, to enhance the public realm along main corridors, and to improve the safety and function of the existing transportation system
- Concepts to embrace both regional and local transit opportunities so that the study area is part of a broader multi-model transit system
- An emphasis on Marietta Street and Howell Mill Road as transit and pedestrian friendly, mixed use contemporary “main streets”
- An emphasis on flexible, mixed use Quality of Life zoning throughout much of the study area
- Urban design guidelines to reinforce the distinctive look and feel of the Upper Westside, including guidelines for appropriate restoration and appropriate new construction
- Strategies to retain the diversity of people and activities within the study area
- An emphasis on economic development by marketing the grass roots arts and high tech identity of the area
- Promoting the protection of the historic character of the area



# OVERVIEW

## BACKGROUND

The 2004 Upper Westside Livable Centers Initiative Study is a guide for public and private investment in a two square mile study area within the Northwest quadrant of the City of Atlanta. The plan assesses area needs, interests, and opportunities with input from a series of interactive public workshops, focus groups, stakeholder interviews, and committee meetings. The strategies identified in this plan reflect the community's vision for housing, economic development, transportation, land use and zoning, urban design and area character, and real estate development.

## LCI PROGRAM

The Atlanta Regional Commission (ARC) administers the Livable Centers Initiative as a regional effort to encourage diverse housing opportunities, mixed uses, and multiple mobility choices. The program also sets priorities for future transportation improvements in participating jurisdictions, while promoting the following specific goals:

1. Encourage a diversity of medium to high-density, mixed income neighborhoods, employment, shopping and recreation choices.
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 policy/regulation with transportation investments to maximize the use of alternate modes.
4. Increase the desirability of redevelopment of land served by existing infrastructure at transit stations, corridors, activity, and town centers through transportation investments.
5. Preserve historical characteristics and create community identity.
6. Develop a transportation investment program that reflects community needs.
7. Provide transportation infrastructure incentives for jurisdictions to implement the resulting study goals.
8. Provide for the implementation of regional quality growth policies and Best Development Practices in the study area.
9. Develop a local planning outreach process that promotes the involvement of all stakeholders, particularly low income, minority and traditionally underserved populations
10. Provide planning funds to integrate land use policies and transportation investments with urban design tools.

The Upper Westside LCI plan draws overall guidance from the goals set by the ARC and refines them with the community specific goals that are found in the Vision and Goals section of this report.





# OVERVIEW

## PLANNING PROCESS

Plan development revolved around five sets of public meetings (See **Appendix A – Public Participation**):

- ☐ Kick-Off Meeting
- ☐ Planning Charrette
- ☐ Draft Presentation
- ☐ Open House
- ☐ Final Open House

The planning team introduced existing conditions, along with initial opportunities and constraints at the Kick-Off meeting in September 2004. The public had an opportunity to suggest additional issues to be studied and to participate in a character image survey that identified the desired type and form of possible development, open space, and transportation improvements in the study area.

Stakeholders more fully explored issues and opportunities affecting transportation, neighborhoods, private property, real estate development, open space, and non-profit organizations as part of a series of focus groups conducted before the Planning Charrette.

The Planning Charrette in October 2004 created a forum for various stakeholders to take a ‘hands-on’ role in the urban design of the study area. The charrette began with a visioning exercise to refine the overall LCI goals for the Upper Westside. Participants divided the Upper Westside into smaller character areas and expressed the unique characteristics of these areas. Stakeholders also used base maps to identify land uses, open space and greenway opportunities, and mobility links.

The planning team used feedback from the charrette along with further analysis of current conditions and foreseeable opportunities to develop concepts for transportation, transit, open space, pedestrian improvements, future land use, and urban design.

In the Draft Presentation of November 2004, the planning team presented a Vision Plan that broadly outlined the goals and major implementation strategies intended to shape the future of the Upper Westside.

The Open House in December 2004 allowed stakeholders to see how their input and work throughout the planning process translated into detailed proposals and priorities for action. At the Final Open House in January 2005, participants had the opportunity to voice their formal support for plan recommendations.

# OVERVIEW

## PLANNING TEAM

The **Project Management Team** consisted of the consultants and city staff. This team met before each major public meeting to ensure the planning process maintained direction and addressed the appropriate issues at each stage of the study.

The **Advisory Committee** consisted of a cross-section of stakeholders representing neighborhood, business, developer, and non-profit interests. The Advisory Committee previewed materials for public meetings to ensure that materials reflected the interests of community stakeholders during the planning process.

The **Focus Groups** consisted of members of the public expressing an interest in a given topic, along with specially selected decision makers. These groups brought additional detail to the analysis of key issues.

The **City Resource Team** consisted of other City staff from Zoning, Transportation, Public Works, and the Parks and Open Space. This team provided professional comments and input for study recommendations and reviewed major plan documents including reports and maps.



STAKEHOLDERS DISCUSS PLAN AT DRAFT PRESENTATION MEETING.



# OVERVIEW

## STUDY AREA DESCRIPTION

The Upper Westside consists of approximately 1,400 acres organized mainly around the corridors of Marietta Street, Howell Mill Road, and Northside Drive. The study area reaches north to the Atlanta Waterworks; south to the Georgia World Congress Center, east to Georgia Tech; and west to include the neighborhood of Howell Station. The south end of the study area includes the major east-west arterial of Donald Lee Hollowell Parkway (formerly Bankhead Highway). Several rail corridors cross through the study area with a major rail line running northwest from downtown to Inman Yard.

As shown in Figure 1, the study area includes portions of five Neighborhood Planning Units: D, E, K, L and M. It also encompasses or is adjacent to a number of traditional neighborhoods, including Howell Station and Knight Park, Home Park, Blandtown, and Underwood Hills. City of Atlanta representation comes from Council Districts 2, 3, 8 and 9 (see Figure 2).



FIGURE I – STUDY AREA NEIGHBORHOODS AND NEIGHBORHOOD PLANNING UNITS

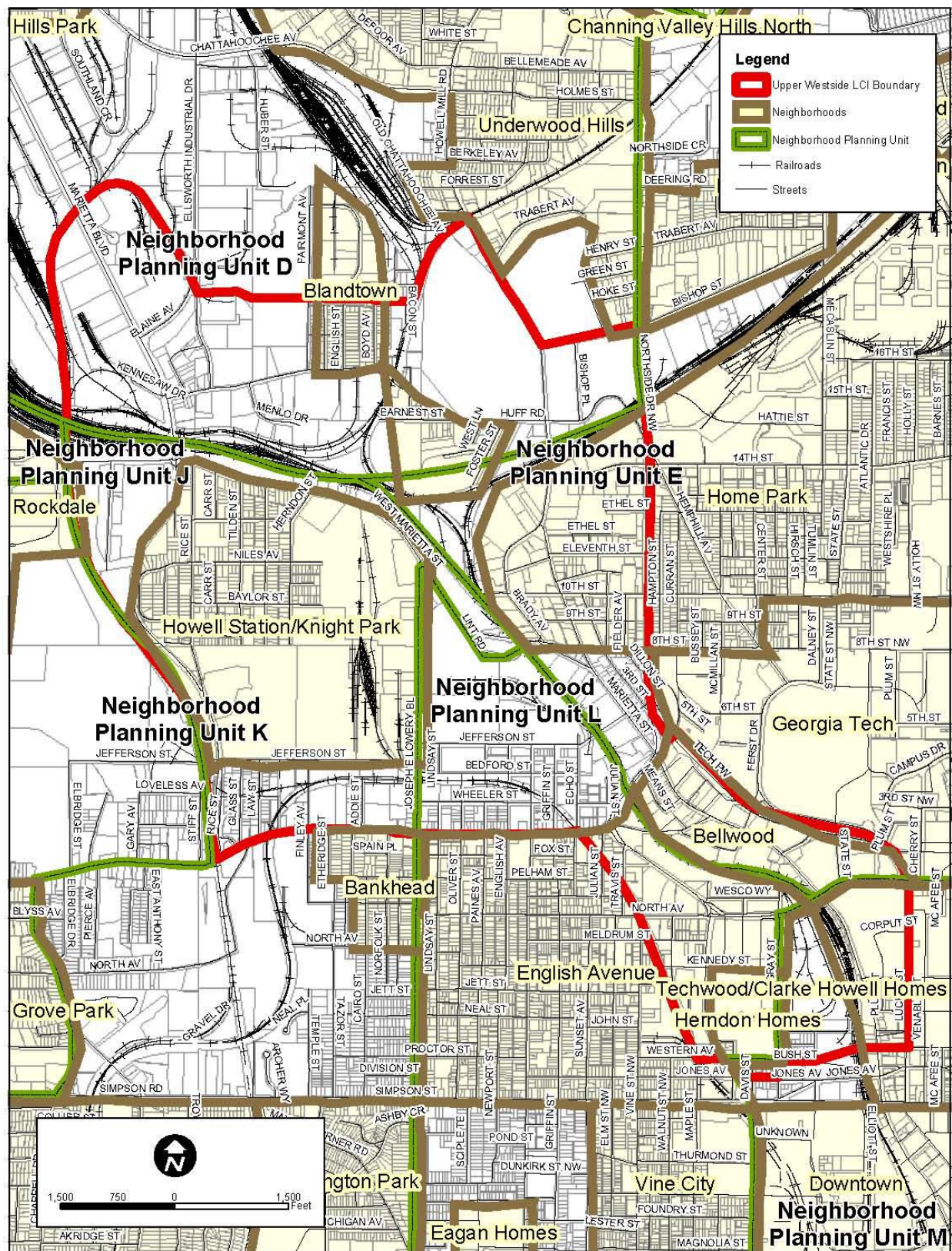
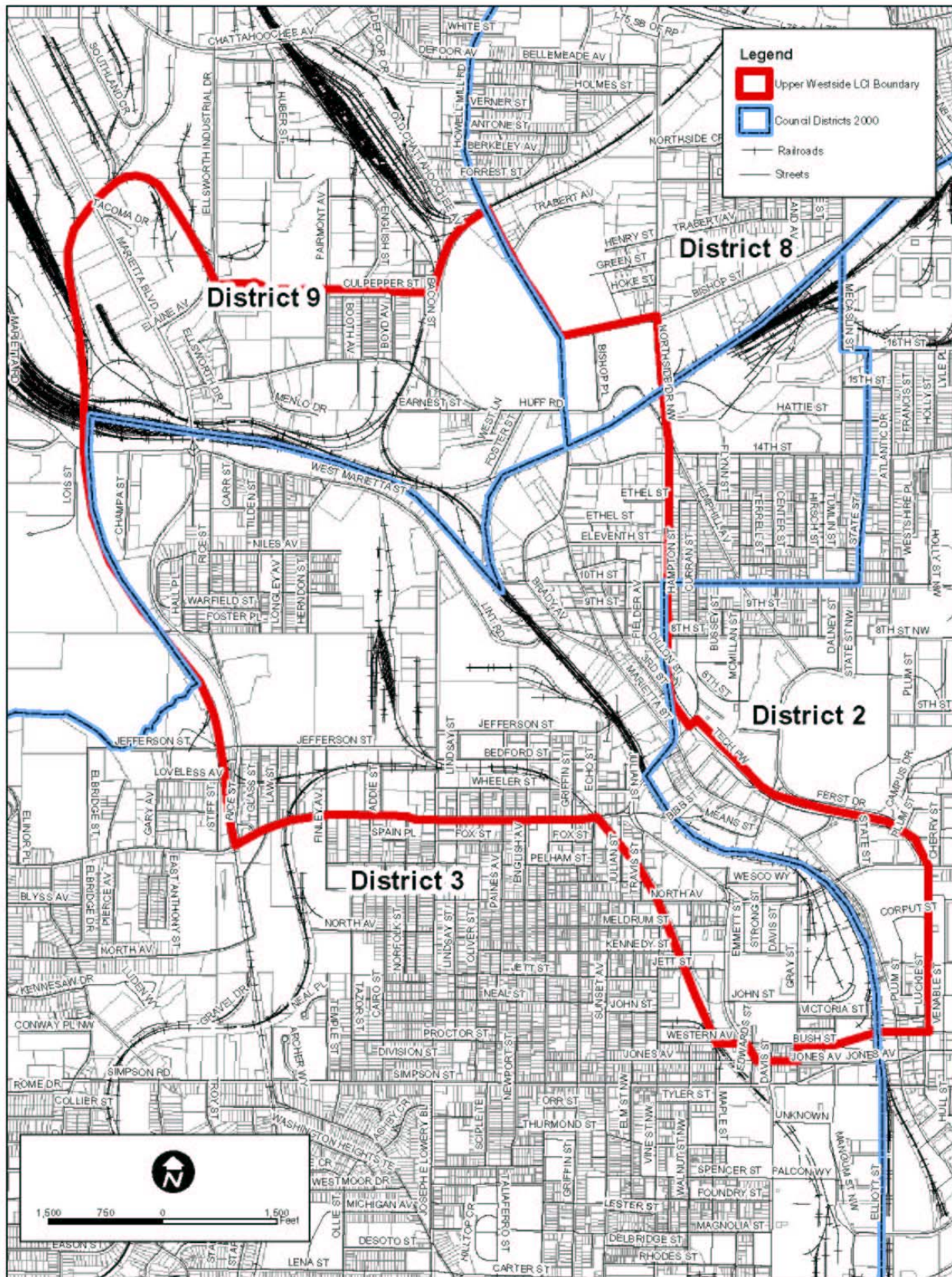




FIGURE 2 – STUDY AREA CITY COUNCIL DISTRICTS





# OVERVIEW

As discussed in more detail in the Issues and Opportunities section, the southern portion of the Upper Westside falls within the City of Atlanta's designated Westside Community Renewal cluster, elevating the area to priority status for planning and economic development initiatives. The southern portion of the study area is also within Westside Redevelopment Plan and Tax Allocation Bond District. (See Figures 15 and 16 in the Issues and Opportunities Section) The New Century Economic Development Plan for the City of Atlanta also identifies the Donald Lee Hollowell Parkway corridor as one of six priority development areas.



FIGURE 3 – STUDY AREA AERIAL PHOTOGRAPH





# OVERVIEW

## PREVIOUS AND ONGOING PLANNING EFFORTS

Several recent and ongoing planning efforts directly influence opportunities within the Upper Westside study area.

**Inner Core Transit Study (2004-2005)** – MARTA is conducting a study of possible new transit routes including the ‘Beltline’ route and the C-Line route. Several Beltline alignment options travel through the western or central portions of the Upper Westside. One of the proposed C-Line routes would travel along Northside Drive in the study area. The current phase of the Inner Core Transit Study will identify a locally preferred alternative for the route and the transit technology to be used for the new line.

**Northwest Connectivity Study (2004)** – The Georgia Regional Transportation Authority (GRTA) examined options for improving transportation connections among activity centers within the I75/US41/CSX Railroad corridor, including Midtown Atlanta on the south, through the Cumberland Galleria area and up to Town Center on the north. As part of Phase II of the study, GRTA conducted additional analyses to develop projects for key arterial highways with a focus on Marietta Boulevard; Atlanta-Bolton; Atlanta Road; Bolton-Cumberland; South Cobb Parkway; Cumberland-Marietta; and Northside Drive: I-75-Atlantic Station.



ATLANTA BELTLINE GREEN  
SPACE CONCEPT

**Atlanta Beltline Tax Allocation District Feasibility Study (2004-2005)** – The Atlanta Development Authority is conducting a study to determine how a Tax Allocation District (TAD) could fund greenway or transit improvements along the proposed Beltline route. This study will provide information on the feasibility of a Beltline Tax Allocation District and the possible impact of the Beltline in spurring new development.

**Northside Drive Corridor Study (2004)** – This ongoing study by the City of Atlanta will identify strategies to enhance transportation, land use, and urban design conditions along the entire Northside Drive corridor and its intersecting streets from I-20 to I-75.

**Georgia Tech Master Plan (2004)** – Georgia Tech is expanding its campus and developing several new buildings along Marietta Street. The focus of the new Georgia Tech Master Plan is to create a living campus, with 24 hour activity, and a more pedestrian- and transit-friendly environment.

**Donald Lee Hollowell Parkway Redevelopment Plan (2003)** – The Donald Lee Hollowell Parkway Redevelopment Plan studied an approximately five-mile stretch of the parkway from Stiff Street (to the east of the Bankhead MARTA Station) west to the Chattahoochee River, marking the city’s boundary. The plan guides commercial redevelopment into concentrated nodes along the corridor and attempts to link these commercial nodes to adjacent neighborhoods with pedestrian entries, urban plazas, and ground-floor retail. Economic development focuses on meeting existing community needs and promoting community-based economic growth.



# OVERVIEW

**Moores Mill/Bolton Road LCI Study (2003)** – This study identifies a major redevelopment opportunity at the intersection of Marietta Boulevard and Moores Mill Road. The plan also recommends a new transit route along Marietta Boulevard.

**JSA-McGill LCI Study (2003)** – This plan recommends transportation and pedestrian improvements for the east-west corridor currently connected by Jones, Simpson, and Alexander, along with new high density housing to complement the Georgia Aquarium and the World of Coca Cola developments.

**Greater Home Park Master Plan (2001)** – The neighborhood of Home Park lies partially within the Upper Westside study area. The Home Park Master Plan promotes a vibrant, mixed use community in the area between Northside Drive and Brady Avenue and identifies a key focal point at the intersection of Northside Drive and Hemphill Avenue.

**Northwest Atlanta Framework Plan (2000)** – The Northwest Atlanta Framework Plan is a wide-reaching study addressing urban design, land use, economic development, housing, real estate markets, and city policy in the Northwest area of the city. Key recommendations include setting aside areas for a healthy industrial economy, mixed use redevelopment along key corridors such as Howell Mill and Huff Roads, a truck routing plan, and improved parks and pedestrian facilities.

**English Avenue Redevelopment Plan (1998)** – The English Avenue Redevelopment plan emphasizes community-based initiatives that address comprehensive approaches to land use, housing, transportation, economic development, and public safety improvements. Goals include: to preserve residential integrity; to promote revitalization and increased homeownership; to improve the quality of retail options for the neighborhood; and to enhance public safety.



# COMMUNITY PROFILE

## COMMUNITY CHARACTER

The Upper Westside is one of the most unique areas in the City of Atlanta. It encompasses galleries and studios, niche retail, restaurants, industry, educational and corporate institutions, offices, and historic buildings, as well as traditional and loft housing. Deindustrialization and disinvestment triggered a long period of physical decline in the Upper Westside. Now the emergence of so many diverse uses has dramatically transformed the area. The Upper Westside is at once a reflection of Atlanta's past when industry, houses, railroads, and street-oriented retail all clustered in one area; and a glimpse into Atlanta's future typified by the adaptive re-use of buildings for housing and arts space, new technology and research activities, and a healthy industrial base.

The blend of long-time residents, businesses and workers, grass-roots artists, students, creative professionals, as well as shoppers and new residents seeking a true urban environment creates the quirky, fresh, innovative character of the area. The intent of the Upper Westside is to express this distinctive community identity and to ensure that future investments reinforce the dynamic, eclectic qualities that are the hallmark of the area.

## URBAN DESIGN

The Upper Westside's physical form is rooted in Atlanta's origins as a rail and distribution center. The spine of the study area, Marietta Street, follows the path of the Western and Atlantic Railroad Industrial Corridor and links a series of turn-of-the-century industrial buildings. This area, originally referred to as Bellwood, formed a lively hub of stores, working class residences, and industries all linked by trolley. Urban renewal claimed many of the street-front stores and modest houses within the once thriving Bellwood community.

The physical legacy of its industrial past and earlier decline represents both a challenge and asset for the Upper Westside. As shown on Figure 4, the area has three National Register historic districts:

- ☐ the Howell Station District;
- ☐ the Means Street District; and
- ☐ the Howell Interlocking Historic District



# COMMUNITY PROFILE

These districts include many simple, but elegant, industrial forms also shown on Figure 4, such as the:

- ☐ Southern Railroad North Avenue Yards
- ☐ Atlanta Spring and Bed Company
- ☐ Atlanta Buggy Company and Warehouse
- ☐ Davis, HB, Building
- ☐ Ashby Street Car Barn
- ☐ King Plow Company
- ☐ Van Winkle Gin and Machine Works
- ☐ Atlanta Waterworks Station

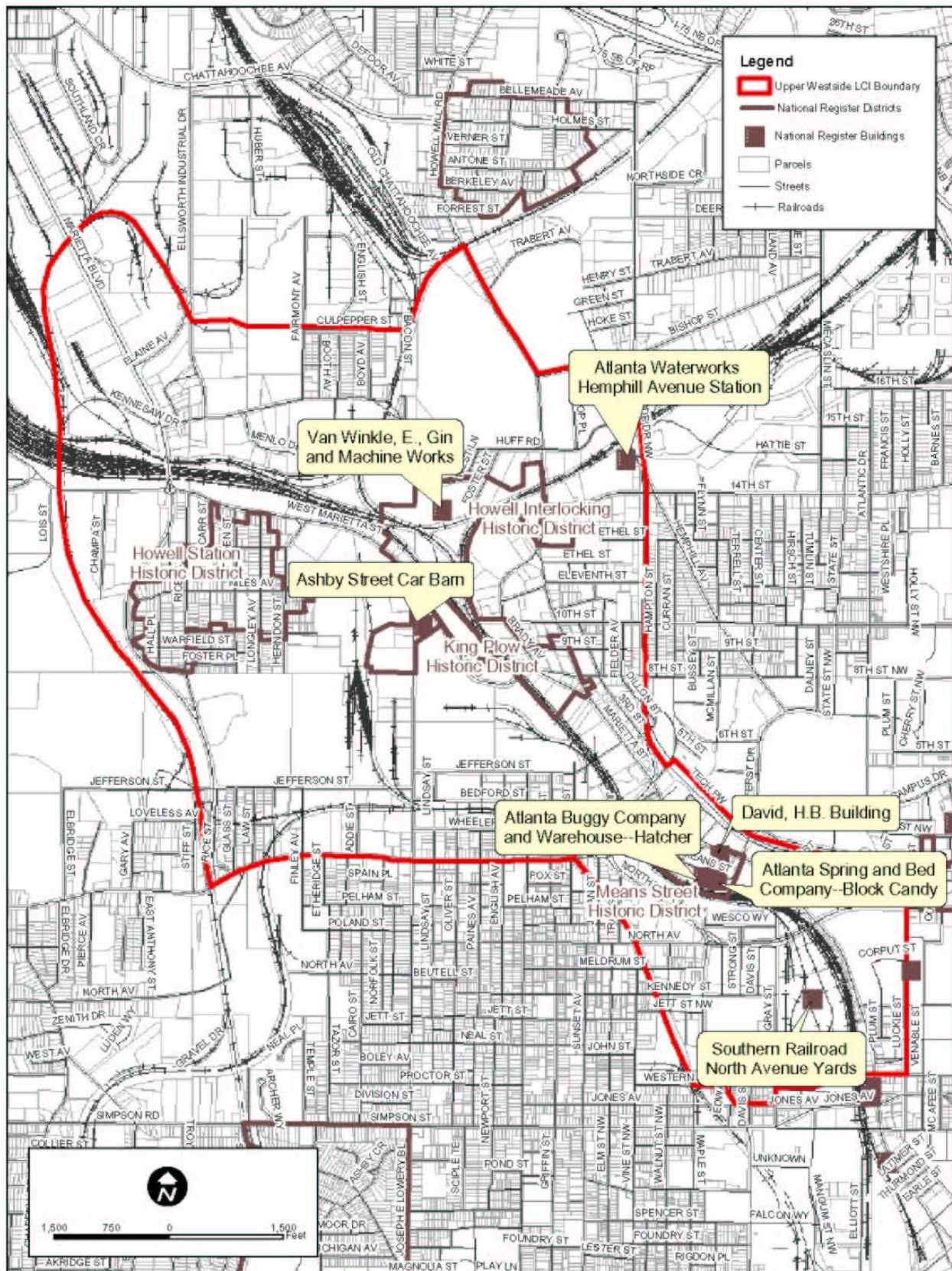
The industrial building stock in the Upper Westside has given rise to a recognizable architectural identity, reinforced by several excellent examples of adaptive re-use, including Puritan Mill and the King Plow Arts Center.



PURITAN MILL – ADAPTIVE REUSE OF INDUSTRIAL BUILDING



FIGURE 4 – HISTORIC DISTRICTS AND SITES





# COMMUNITY PROFILE

The industrial past, however, also poses specific design challenges for the Upper Westside. Large and irregularly shaped parcels form super blocks with widely spaced buildings. Current uses often turn away from the public realm, diminishing sense of place. Even with revitalization and reuse, pockets of the study area are left vacant or underused, creating gaps in the urban fabric. Rail corridors—both active and inactive—further sever the study area.

These factors combine to fragment the flow of pedestrian, street-based activity and disorient visitors to the area. The intent of the Upper Westside LCI plan is to preserve the unusual character of the built environment, while establishing the physical links to support human-scale design and convenient access throughout the study area.



RAIL CORRIDOR SEVERS FABRIC OF STUDY AREA



RAIL CORRIDOR UNDERNEATH HOWELL MILL ROAD



# COMMUNITY PROFILE

## CURRENT LAND USE

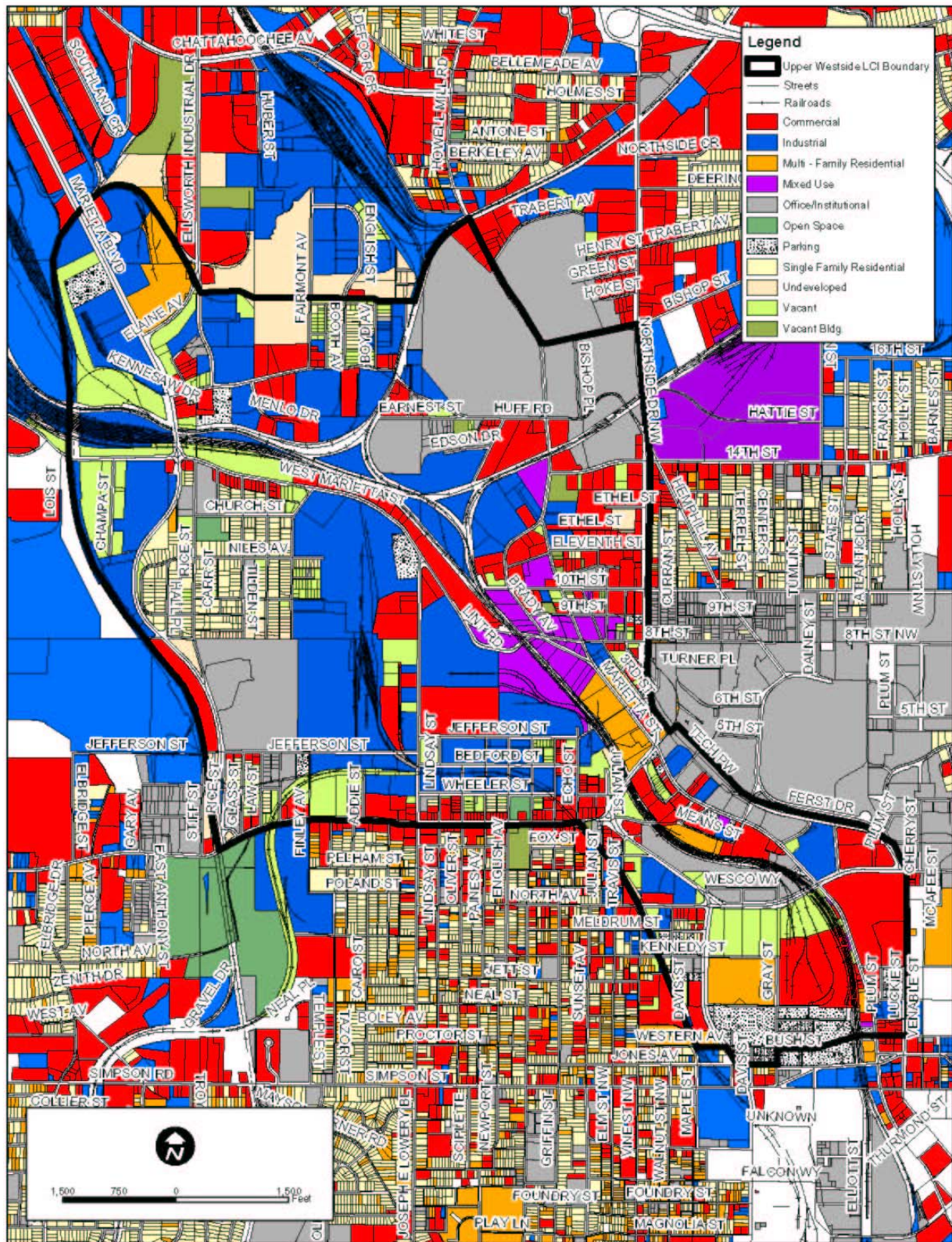
Current land uses in the Upper Westside readily reveal the study area's most distinctive feature—it already has a high mix of uses (see Figure 5). Active industrial users, such as Mead, Archer Daniels Midland, Georgia Power, CSX, and Norfolk Southern, anchor the corridors along Lowery Boulevard, West Marietta Street, and Marietta Boulevard. Some of the region's most prominent educational, civic, and corporate entities are either within or adjacent to the Upper Westside, including Georgia Tech, the Coca-Cola headquarters, the Georgia World Congress Center, Atlantic Station, Centennial Olympic Park, and the planned Georgia Aquarium. The area is also home to major institutional users, such as the Fulton County Jail and Atlanta Waterworks.

A variety of smaller scale activities thrive amid these major land uses. The revitalizing Howell Station and Knight Park neighborhood represents the only significant block of single family housing in the study area. Commercial activity concentrates along Northside Drive, North Avenue, and the Huff Road corridor. Newer development, particularly along Marietta Street and Howell Mill Road, reflects an emphasis on mixed use, combining offices, galleries, loft housing, and live-work units. The Huff Road corridor is also a focal point of a blossoming interior design district featuring furniture, antique, fabrics and home décor stores. Non-profit organizations, including the Atlanta Union Mission, the Atlanta Humane Society, the Atlanta Community Food Bank, and the Salvation Army, also exert a strong and vibrant presence in the area. Both Antioch Baptist Church and Mount Ephraim Baptist Church play major roles in their communities as well.

Though the Upper Westside has many stable or even revitalizing sections, some areas continue to struggle with adjacency to incompatible land uses. The presence of junk yards, marginal industrial users, and vacant lots particularly affect the southern portion of the study area near Donald Lee Hollowell Parkway and Northside Drive, including the English Avenue neighborhood and Herndon Homes. With its low, but growing residential base, the Upper Westside lacks community facilities, common gathering areas, and open spaces. The challenge of this LCI plan is to preserve the study area's diverse land use pattern by placing emphasis on the quality and consistency of development, rather than on the use itself.



FIGURE 5 - CURRENT LAND USE





# COMMUNITY PROFILE

## COMPREHENSIVE DEVELOPMENT PLAN 15-YEAR LAND USE

As shown in the 15-Year Comprehensive Development Plan (CDP) Land Use Plan, Figure 6, the City of Atlanta designates a majority of the study area as industrial. The map also identifies major sections of commercial and mixed uses along Marietta Street near Northside Drive and along Huff Road. Other designated areas include single family housing in Howell Station and Knight Park, low density commercial along Northside Drive and areas of Marietta Street, and high density commercial along Marietta Street south of North Avenue.

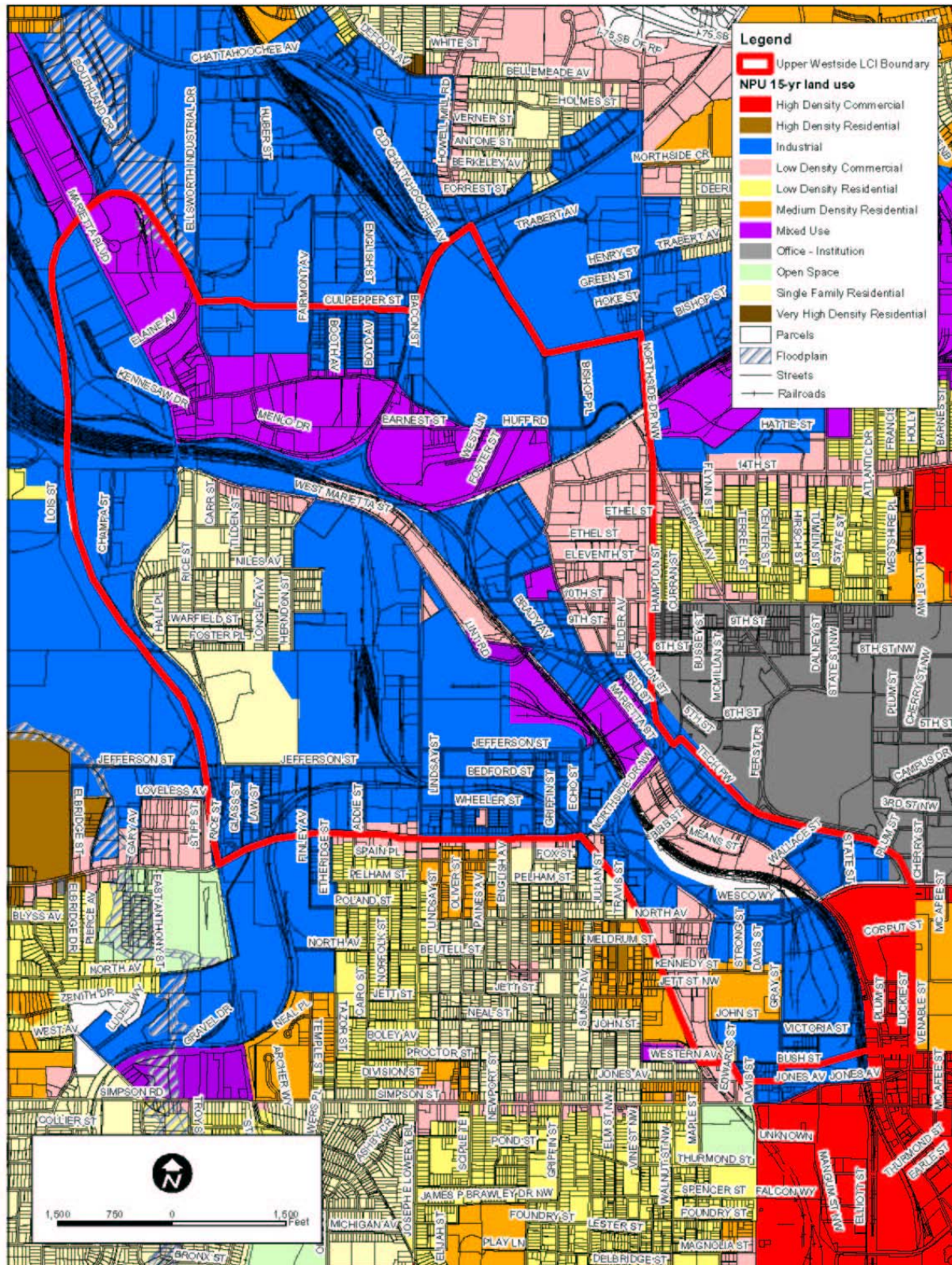
The Land Use Plan is intended as a guide to the physical growth and development of the City for the next 15 years. Overall, the current CDP Land Use Plan does not fully capture the increasing trend toward mixed use in the study area or the stated desire of the community to embrace a wide variety of residences, work spaces, and entertainment options. The challenge of the LCI will be to maintain and better integrate the essential industrial base that generates jobs and revenue for the area and city as a whole, while protecting and supporting residential and mixed uses.



HISTORIC INDUSTRIAL/INSTITUTIONAL LAND USE:  
THE HEMPHILL ATLANTA WATERWORKS FACILITY



FIGURE 6 - COMPREHENSIVE DEVELOPMENT PLAN  
15-YEAR LAND USE





# COMMUNITY PROFILE

## ZONING

Figure 7 shows the heavy industrial emphasis of current zoning with approximately three-quarters of the study area's parcels zoned for industrial purposes. The map designates areas along Marietta Street, Donald Lee Hollowell Parkway and Marietta Boulevard for commercial purposes and zones in Howell Station and Knight Park for single family residential uses. A few pockets of recent mixed use zoning along Marietta Street indicate a trend toward combining commercial, office and living spaces, but much of the current mixed use activity within the study area takes place under conditional commercial or industrial zoning.

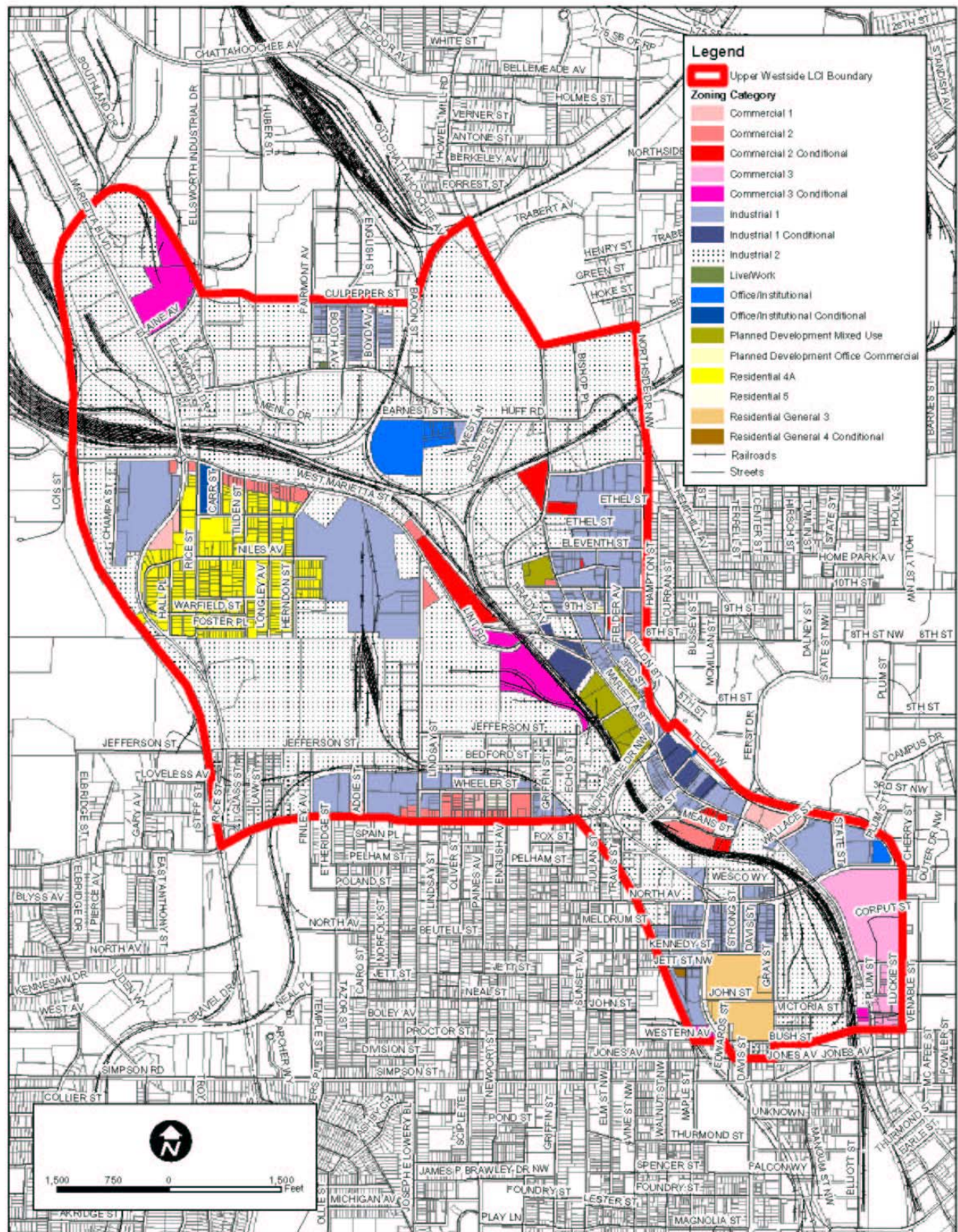
The extensive industrial zoning of the area can accommodate many uses with the exception of residential development. However, stakeholders have expressed concern that the prevalence of such a flexible zoning classification in the area will allow for nuisance uses, such as junk yards or heavy industry that generate external impacts and undermine a compatible mixed use environment of housing, retail, businesses, and office. As with future land use, the zoning challenge of this planning initiative is to accommodate industrial users, minimize conflicts with nearby housing and mixed uses, and maintain the flexibility that has produced such strong and unique growth in the area.



AN EXAMPLE OF THE TYPE OF INDUSTRIAL LAND USE THAT CAN GENERATE INCOMPATIBILITIES WITH NEARBY USES.



FIGURE 7 - CURRENT ZONING





# COMMUNITY PROFILE

## TRANSPORTATION

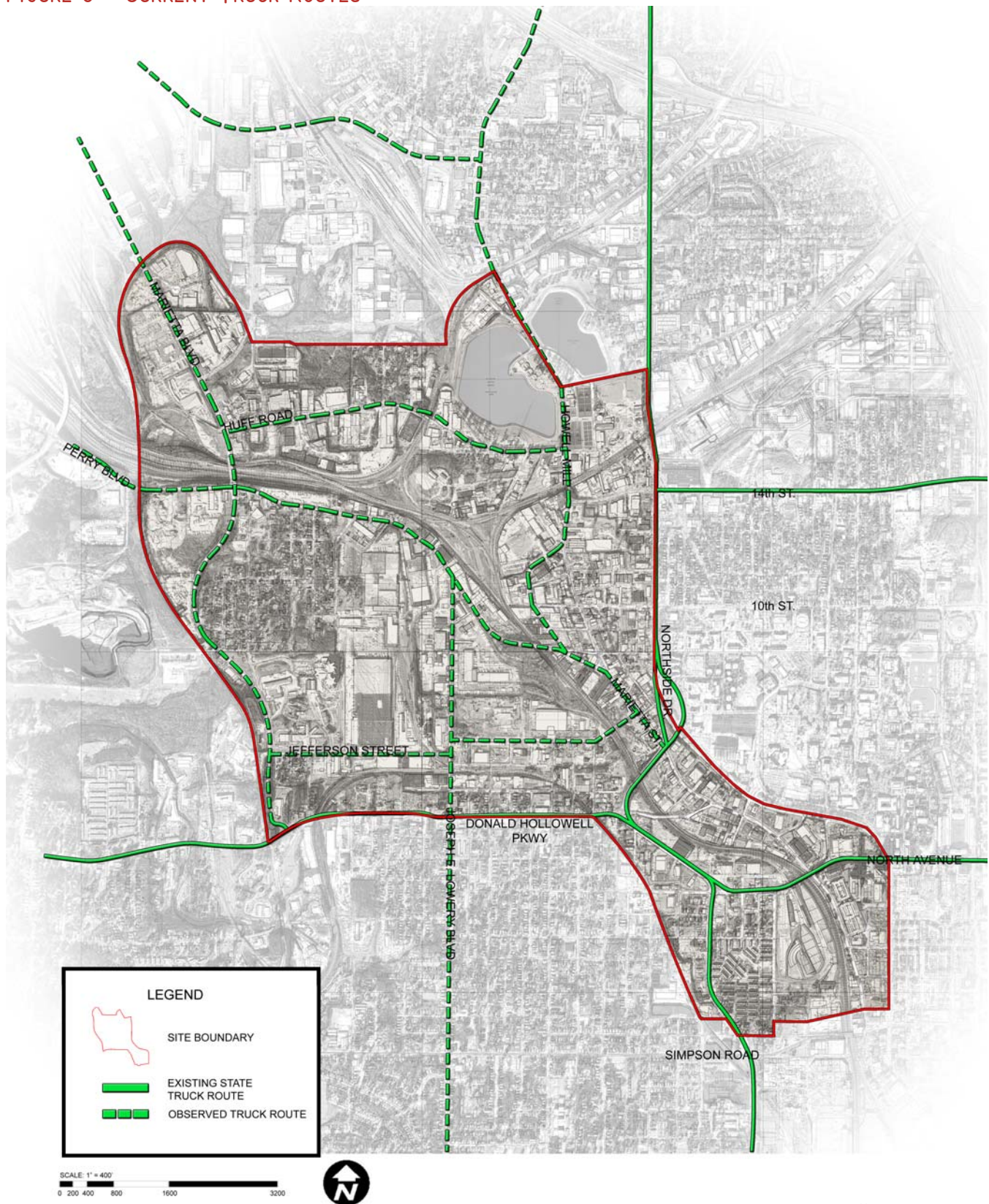
### ROADWAY NETWORKS

The existing transportation system within the study area includes a network of primarily two-lane state and local roadways serving residential, business and regional transportation needs. (See **Appendix B - Transportation** for the complete transportation inventory and analysis.) The area has three major north-south transportation corridors – Marietta Street/Marietta Boulevard, Howell Mill Road, and Northside Drive. The major east-west corridors are along Donald Lee Hollowell Parkway and West Marietta Street. These corridors connect to other centers in the City of Atlanta, including Buckhead to the north, the Bolton Road area to the northwest and downtown along the south. Several truck routes exist within the study area and include West Marietta Street, Marietta Boulevard, Joseph Lowry Boulevard, Jefferson Street, Northside Drive, and Donald Lee Hollowell Parkway. Figure 8 – Current Truck Routes illustrates the truck routes within the Upper Westside LCI study area.



HOWELL MILL ROAD IS A MAJOR NORTH-SOUTH CORRIDOR FOR THE STUDY AREA

FIGURE 8 – CURRENT TRUCK ROUTES





# COMMUNITY PROFILE

## TRAFFIC COUNTS

Traffic counts show a strong upward trend in volumes on study area roads, with an average annual growth rate of 4.31 percent. Data reveal relatively stable traffic volumes in the vicinity of the study area with the exception of the increasingly active corridors of Howell Mill Road and 14<sup>th</sup> Street.

TABLE I - AVERAGE DAILY TRAFFIC TRENDS IN AADT, 1998-2002

STREET	AVERAGE INCREASE PER YEAR	ANNUAL RATE OF GROWTH
DLH PARKWAY	462	3.17%
MARIETTA BLVD	415	2.86%
MARIETTA STREET	444	3.01%
TECH PARKWAY	409	3.29%
TENTH STREET	313	2.12%
FOURTEENTH STREET	1,245	8.61%
NORTH AVENUE WEST OF TECH PKWY	219	2.07%
NORTH AVENUE EAST OF TECH PKWY	809	3.69%
NORTHSIDE DRIVE	809	3.66%
HOWELL MILL ROAD	149	10.65%
AVERAGE	1,859	4.31%

NOTES: AADT = HISTORIC AVERAGE ANNUAL DAILY TRAFFIC SOURCE: GEORGIA DEPARTMENT OF TRANSPORTATION

## ACCIDENTS

Some of the intersections within the Upper Westside are unusually configured with streets converging at acute angles, while heavy truck traffic and overall traffic volumes affect other intersections. These factors combine to compromise the safety and function of key intersections within the study area.

According to 2001 data, the most dangerous intersection in the study area was at Northside Drive and 10<sup>th</sup> Street, with a total of 42 crashes. Other intersections with safety issues (identified as 20 or more annual accidents) are in order of crash totals: 14<sup>th</sup> Street and Northside Drive; Northside Drive and Marietta Street, and the intersections of Donald Lee Hollowell Parkway and Joseph Lowery Boulevard, and Marietta Boulevard and West Marietta Street.

The 2002 data indicated the highest number of crashes at the intersection of Northside Drive and 14<sup>th</sup> Street followed by the intersection of 10<sup>th</sup> Street and Northside Drive; the intersection of Northside Drive and Marietta Street; and the intersection of Hollowell Parkway and Joseph Lowery Boulevard. (See Figures 5 and 6 in the Appendix B, Transportation)

# COMMUNITY PROFILE

## ROADWAY CAPACITY

A key element of the roadway design process is the provision of acceptable traffic operations and sufficient capacity for flexible operations. The key performance measures to assess design options consist of traffic level of service (LOS), intersection delay, and the intersection volume-to-capacity ratio. The LOS is a qualitative rating of intersection performance that is related to the average total delay per vehicle. Intersection LOS is considered unacceptable at LOS E, and failure occurs at LOS F. Delay is expressed in seconds per vehicle and provides a measure of driver frustration that could lead to unsafe driving behaviors and traffic violations such as red light running.

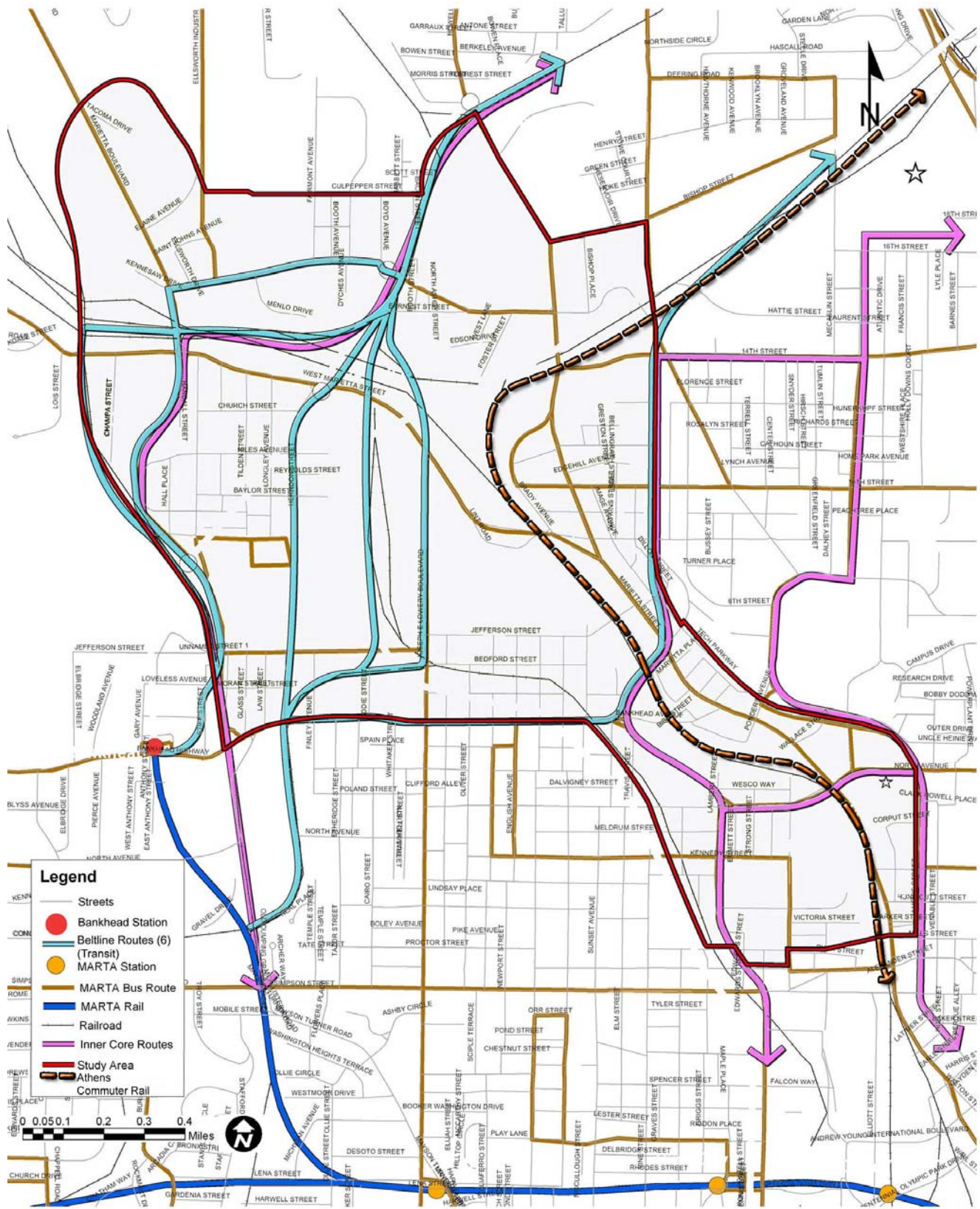
Under existing conditions (see Figure 8 in Appendix B, Transportation) roadways within the LCI study area operate at LOS C or better, with a few exceptions. Sections of Donald Lee Hollowell Parkway and Hampton Street/Northside Drive operate at LOS F. Huff Road operates at LOS D, while Howell Mill Road, West Marietta Street, Lowery Boulevard, Marietta Boulevard, and other major roads function at LOS C or better.



AN EXAMPLE OF A DISORIENTING INTERSECTION AT NORTH AVENUE AND NORTHSIDE DRIVE.



FIGURE 9 – TRANSIT SYSTEM AND ROADWAY NETWORK



# COMMUNITY PROFILE

## TRANSIT SERVICE

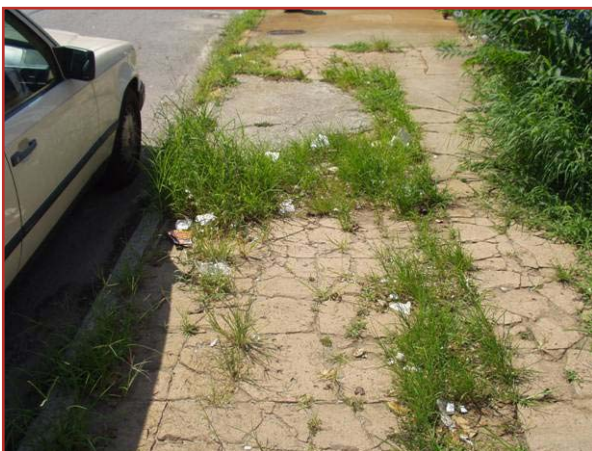
As shown on Figure 9 – Transit System and Roadway Network, transit facilities in the area include MARTA bus routes, MARTA rail routes, and proposed BeltLine routes. The Bankhead MARTA station connects into the study area in the southwest corner. MARTA bus lines run along key corridors that include Marietta Boulevard, Jefferson Street, Joseph Lowery Boulevard, Donald Lee Hollowell Parkway, Northside Drive, North Avenue, and Howell Mill Road.

Proposed transit facilities in the study area include the BeltLine, the MARTA C-Loop line, and the Athens Commuter Rail Line. Studies are examining a total of six possible Beltline alignments. As proposed by MARTA, the MARTA C-Loop line could run along several alternative routes in a north-south direction near the study area. Inner Core Study recommendations for the Beltline and the MARTA C-Loop are expected after completion of the Upper Westside LCI study. The Athens Commuter Rail Line is a Phase I priority for the Georgia Rail Passenger Program. Commuter Rail was selected as the locally preferred alternative for transit from Atlanta to Athens in 2001.

## PEDESTRIAN FACILITIES

In the southeast corner of the study area, sidewalks exist on both sides of the road along Donald Lee Hollowell Parkway, Northside Drive, and Marietta Street. Sidewalks are in place on both sides of the street along Joseph Lowery Boulevard and along Jefferson Street from Joseph Lowery Boulevard to Law Street. On the west side of the study area there are no sidewalks along most of Marietta Boulevard, Niles Avenue, Church Street, Tilden Street, and Longley Avenue. Rice Street shows evidence of pedestrian movements along worn paths. There are sidewalks on one side of the road along the majority of West Marietta Street.

On the north side of the study area there are no sidewalks along Huff Road, Fairmont Avenue, English Street, and Boyd Avenue. In the northeast portion of the area, sidewalks are on either one side or on both sides of the roads, except on Northside Drive from Tech Parkway to 14<sup>th</sup> Street and on Howell Mill Road from 8<sup>th</sup> Street to 10<sup>th</sup> Street.



EXAMPLE OF A POORLY MAINTAINED SIDEWALK  
IN THE STUDY AREA

Worn paths along the roadway indicating evidence of pedestrian movement run on Howell Mill Road from 11<sup>th</sup> Street to 14<sup>th</sup> Street and from Bishop Street to Trabert Avenue.

While pedestrian access is generally deficient in many areas of the Upper Westside, the areas with the least pedestrian infrastructure are along Huff Road, Marietta Boulevard and within the Howell Station and Knight Park neighborhood. (see Figure 3 in Appendix B, Transportation)



# COMMUNITY PROFILE

## OTHER ISSUES

An analysis of current conditions identified drainage issues along four different roadway segments:

- ☐ Northside Drive at railroad overbridge
- ☐ 14<sup>th</sup> Street at Northside Drive
- ☐ Donald Lee Hollowell Parkway from Marietta Boulevard to Joseph Lowery
- ☐ Joseph Lowery Boulevard from Donald Lee Hollowell Parkway to the railroad crossing

The issues observed in these areas include:

- ☐ Broken curbs and gutters
- ☐ Few catch basins
- ☐ Roadside curbs on the same elevation with pavement, leading to washing of silt onto pavement.

In the northeast corner of the study area, Northside Drive has a steep sag as it passes under a railroad bridge, leading to water stagnation in the area.



HIGH TRUCK VOLUMES ARE PREVALENT THROUGHOUT THE UPPER WESTSIDE



INTERSECTION IN NEED OF IMPROVEMENT

# COMMUNITY PROFILE

Field observations on congested areas match existing capacity analysis findings on the different roadways. Figure 10 – Current Transportation Issues identifies congested segments, including Donald Lee Hollowell Parkway on the southwest corner, segments of roadway on Northside Drive and section of Huff Road just east of Marietta Boulevard.

There are a total of 14 intersections within the LCI study area that have been identified to have potential transportation issues. The following intersections were identified on the basis of the absence of ADA-compliant ramps, crosswalks, and pedestrian push buttons, insufficient turning radii for trucks, poor pavement conditions, and poor roadway alignments leading to difficult and/or dangerous vehicle maneuvers:

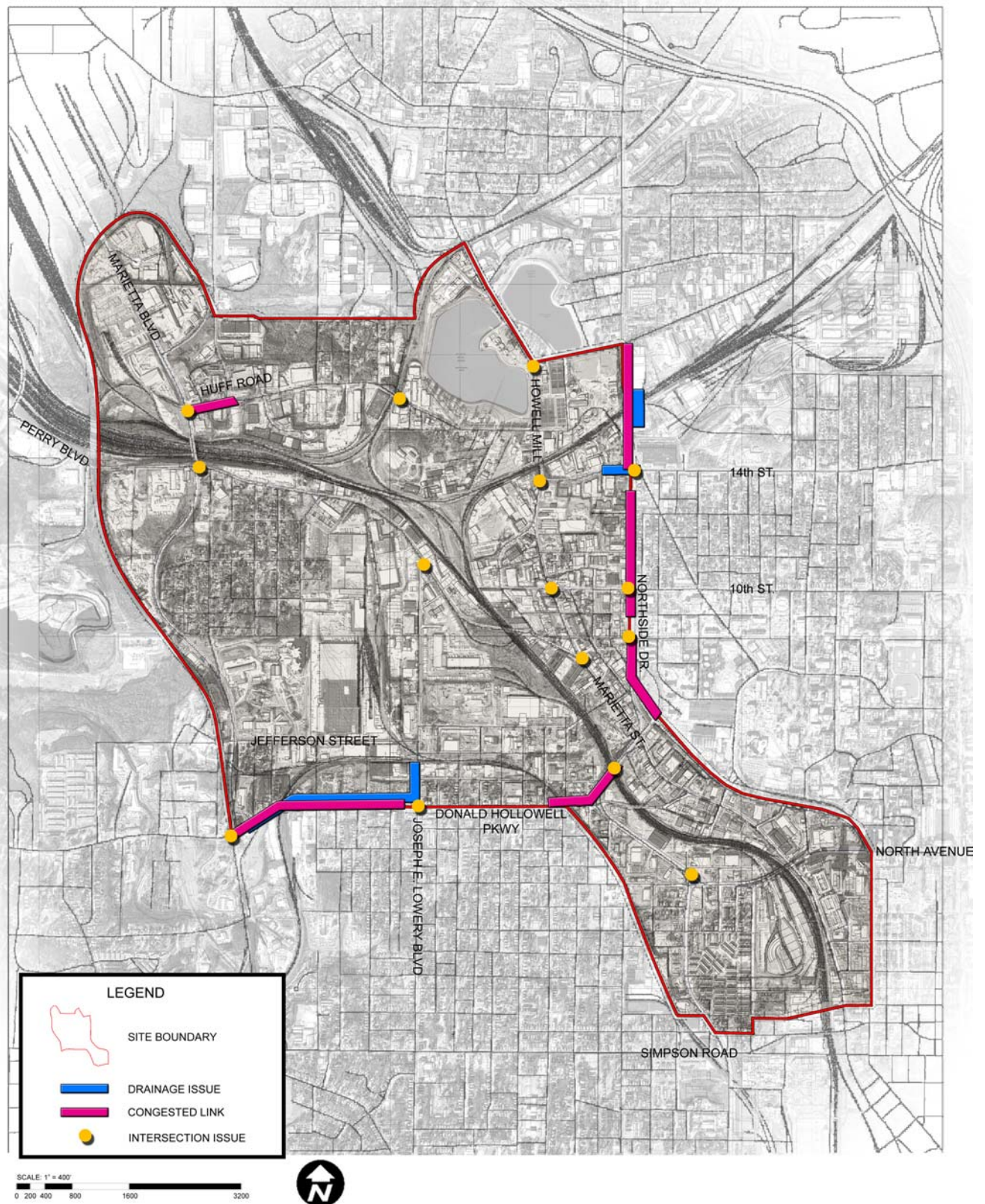
- ☐ North Avenue at Northside Drive
- ☐ Northside Drive at Marietta Street
- ☐ Northside Drive at 8<sup>th</sup> Street
- ☐ Marietta Street at Howell Mill Road
- ☐ Joseph Lowery Boulevard at Donald Lee Hollowell Parkway
- ☐ Marietta Boulevard at Donald Lee Hollowell Parkway
- ☐ Marietta Street at Joseph Lowery Boulevard
- ☐ Marietta Boulevard at Marietta Street
- ☐ Huff Road at Marietta Boulevard
- ☐ Howell Mill Road at Bishop Street
- ☐ Northside Drive at 14<sup>th</sup> Street
- ☐ Northside Drive at 10<sup>th</sup> Street
- ☐ Howell Mill Road at 10<sup>th</sup> Street
- ☐ Howell Mill Road at 14<sup>th</sup> Street



CURRENT NORTHSIDE AND MARIETTA STREET INTERSECTION REQUIRES VEHICULAR AND PEDESTRIAN IMPROVEMENTS



FIGURE 10 – CURRENT TRANSPORTATION ISSUES



# COMMUNITY PROFILE

## CONCLUSIONS

Existing roadway conditions are generally acceptable within the study area. Future level of service must be analyzed to develop effective transportation improvements. Current transit includes MARTA local bus service, but the presence of major employers in and around the study area combined with the increasing residential base suggests that the Upper Westside will be a strong anchor for additional transit opportunities. Changes in future land use patterns must also be carefully analyzed to assess their impact on transportation capacity and mobility choices in the area.



NORTH AVENUE AND NORTHSIDE DRIVE INTERSECTION NEEDS  
VEHICULAR AND PEDESTRIAN IMPROVEMENTS



# COMMUNITY PROFILE

## MARKET ANALYSIS AND DEMOGRAPHICS

### INTRODUCTION

Table 2 shows a summary of key demographic and market variables for the Upper Westside study area. Overall, the study area population tends to be younger and less affluent, and to have smaller households than residents of the broader city and metropolitan area. The unusually high percentage of residents in group quarters reflects the presence of Georgia Tech students and a correctional facility within the study area. Market analysis indicates that the Upper Westside is relatively jobs-rich, but has a low residential base that is now beginning to grow.

**TABLE 2 – DEMOGRAPHIC AND MARKET SUMMARY, 2000**

POPULATION	4,992
PROPORTION IN GROUP QUARTERS	63%
HOUSEHOLDS	837
AVERAGE HOUSEHOLD SIZE	2.22
MEDIAN AGE	31.7
MEDIAN HOUSEHOLD INCOME	\$15,926
RACE	
PERCENT WHITE	15%
PERCENT AFRICAN-AMERICAN	82%
OTHER	3%
ESTIMATED BUSINESSES	471
ESTIMATED NUMBER OF WORKERS	6,733

SOURCE: ESRI BIS

### DEMOGRAPHIC PROFILE

The following demographic profile more closely analyzes data for three areas—the Upper Westside study area and two broader market areas: the Intown Market Area and the Regional Market Area as shown Figure 11. The nearby Intown Market Area encompasses a six-minute drive from the intersection of Howell Mill Road and Marietta Street. The Regional Market Area takes in an area that is a 20-minute drive from the intersection. These market areas, which reflect drive time estimates, geographic and man-made boundaries, and the location of competitive shopping centers, are the source of potential customers and new residents for the study area.

# COMMUNITY PROFILE

## POPULATION AND HOUSEHOLD GROWTH

The 2000 population of the study area was 4,992 people, down from 5,056 in 1990. However, recent and ongoing development activity is reversing this trend. Since 2000, the study area has added 704 apartment units; a 1,200-bed private student housing development is underway; and 306 more townhouse and condominium units will soon be under construction. Assuming a household size of only two persons per unit, recent and current large-scale residential projects will expand the study area population by at least 3,220 persons – a 65 percent increase in four years. Infill development will likely add to this number.

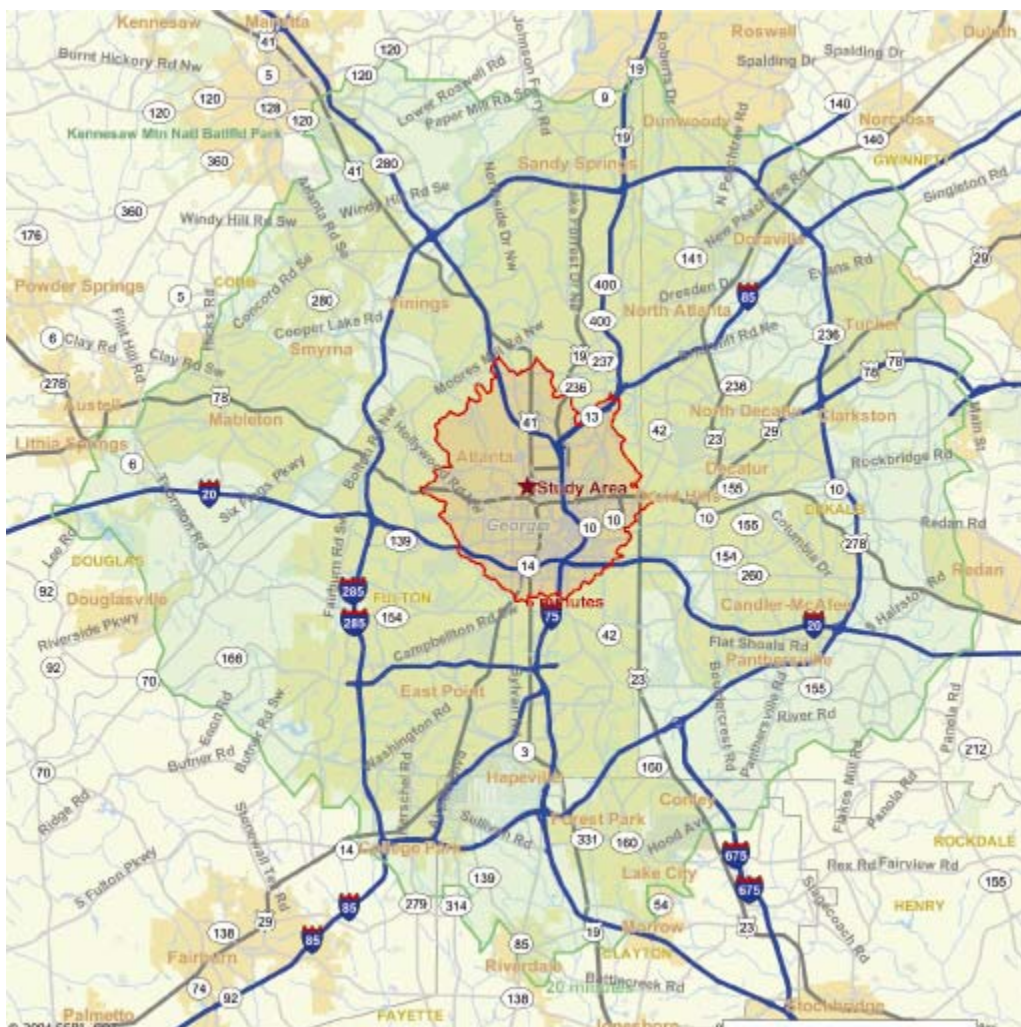
The 2004 Intown Market Area population is estimated at 157,106 and the Regional Market Area is estimated at 1,424,666. Since 1990, average annual population growth within the Intown Market Area (1.23 percent) trailed slightly behind Regional Market Area growth (1.58 percent). Both market areas are expected to continue to grow over the next five years (1.42 percent and 1.70 percent, respectively). Household growth in both areas is expected to outpace population growth during the 2004-2009 period.



ONE OF THE MANY NEW MULTIFAMILY DEVELOPMENTS  
BUILT IN THE UPPER WESTSIDE SINCE 2000



FIGURE II – INTOWN AND REGIONAL MARKET AREAS





# COMMUNITY PROFILE

## AGE DISTRIBUTION

The “close-in” population (i.e., City of Atlanta, Intown and Regional Market Areas) is slightly younger than the Atlanta MSA and state populations. The estimated median age of the Intown Market Area is 31.4 years, 32.6 years within the Regional Market Area and 33.1 years citywide. MSA and state residents are slightly older: 33.8 years and 34.2 years, respectively. In 2000, the median age among study area residents was only 31.7 years.

Prime consumer age categories, ages 25 to 64, make up 54 percent to 57 percent of the Intown and Regional Market Area, city, MSA and state populations. There is also little variation in the share of residents age 65 years or older among the five geographic areas, ranging from 8 percent to 10 percent.

## HOUSEHOLD INCOME DISTRIBUTION

On the whole, Intown and Regional Market Area residents are less affluent than Atlanta MSA households but more in line with households nationwide. Estimated 2004 median household income ranges from \$41,211 in the Intown Market Area to \$51,275 in the Regional Market Area, compared to \$61,142 for the MSA as a whole. Nationwide, the 2004 estimated household median income is \$48,124. The median income of study area households was only \$15,926 in 2000; this has almost certainly increased with new housing development in the area. Despite below average median incomes within the “close-in” area, there are clearly nearby pockets of wealth. For instance, 8 percent of City of Atlanta and 6 percent of Intown Market Area households have incomes of \$200,000 or more, compared to 5 percent among MSA households.

## EMPLOYMENT TRENDS

Within the study area, there are an estimated 471 businesses that employ 6,733 workers (See **Appendix C – Market and Demographic Analysis** for more detail). A large share of study area jobs (39 percent) concentrate in the services sector, followed by the wholesale trade (15 percent), retail trade (14 percent), and government sectors. The ratio of employees (“daytime population”) to residents (“nighttime population”) is 1.36, indicating a stronger commercial rather than residential base.

Within a one-mile radius of the study area, wholesale trade accounts for 45 percent of jobs, while the services sector generates only 18 percent of jobs. Service jobs account for the largest share of total employment within the two- and three-mile areas (48 percent and 43 percent respectively), with business, legal and engineering, account research, and management service jobs accounting for the largest share of employment within the services sector. Government and retail trade sectors also account for a significant share of total employment within the two- and three-mile areas. The high number of employees within a one-, two- and three-mile area speaks well for future redevelopment activity in the study area as nearby employees are a valuable market for new retail and housing development. More than 15,000 people work within one-mile of the study area; more than 145,000 people work within two-miles; and almost 236,000 work within three miles of the study area.





# COMMUNITY PROFILE

## RETAIL OVERVIEW

Customers from the nearby Intown Market Area will seek out specialty shopping, entertainment, and convenience related goods and services within the study area. The much bigger Regional Market Area produces the majority of “destination” shoppers and residents of newly developed housing in the study area. (See **Appendix C – Market and Demographic Analysis** for the complete real estate market and economic analysis.)

**Planned Retail:** Atlantic Station is one of the most significant retail projects in the Atlanta area slated for delivery in 2005 and is an example of the growing interest in mixed-use retail formats. Less than one-mile from the study area, Atlantic Station is a 138-acre environmentally sensitive redevelopment project that essentially acts as a gateway to the Upper Westside. Once completed, the project will offer 12 million square feet of office, retail, restaurant, and hotel space. Phase I is expected to be complete in the summer of 2005 and will entail 800,000 square feet of retail, to be followed by a planned additional 900,000 square feet of space (a total of 1.7 million square feet). Retail anchors at Atlantic Station will include a 366,000 square foot IKEA, a Dillards, a Publix, and a wide variety of national retailers.

Phase One of M West, a 186-unit loft-townhouse development in the northwestern quadrant of the study area, will include 10,500 square feet of retail space in two buildings along Marietta Boulevard. BrockBuilt—a major residential developer in the area—is planning to develop 30,000 square feet of retail at the intersection of Bolton and Marietta.

Several built or ongoing mixed use projects will also add small retail components to the study area. 1016 Lofts (formerly Alta West), a 265 unit mixed use apartment complex on Howell Mill Road built in 2002, includes 10,000 square foot of retail and 11 live-work units. The M-Street apartment complex on Marietta Street will place housing units above 8,500 square feet of retail. The Northside Village apartments include 8,250 square feet of ground floor retail space. The Midtown West “Brickworks” building plans a retail section at 27,000 square feet.

# COMMUNITY PROFILE

**Convenience Retail:** The Upper Westside study area has no major convenience shopping centers, but there are two grocery-anchored shopping centers just north of the study area on Howell Mill Road: Howell Mill Square and Howell Mill Village. Small centers or freestanding businesses throughout the study area augment convenience shopping. In addition, plans call for a Wal-mart Supercenter just north of the study area, a Publix center in Atlantic Station and a new Kroger center at the southern tip of the study area on Northside Drive. Mixed use developments will also likely continue to add ground-floor retail components to the Upper Westside market.

**Destination Retail:** The Upper Westside is becoming a home furnishing/decorating center, drawing shoppers from throughout the metropolitan area. The large industrial buildings available in the study area are highly suitable for furniture showrooms, discount warehouses and quasi-retail users that seek out flexible spaces to combine retail with warehousing and display space. Typically, these users are looking for spaces between 2,000 and 5,000 square feet.

Several popular restaurants are located in the Howell Mill Road/Huff Road area, including Bacchanalia and Taqueria del Sol. These restaurants often serve the destination shopping clientele.



ONE OF THE DESTINATION RETAIL DEVELOPMENTS IN THE UPPER WESTSIDE



# COMMUNITY PROFILE

## OFFICE-INDUSTRIAL MARKET OVERVIEW

The Upper Westside study area is centered within the much larger Chattahoochee Industrial district, which has historically acted as a warehouse/distribution and light-manufacturing center for companies, serving downtown businesses and the convention industry. Service companies that have traditionally provided space in the area have been hesitant to lease large warehouse space due to concern over the economy. However, the market for smaller spaces (i.e., 5,000 square feet and less) within the Chattahoochee Industrial District continues to be high. Nearby, the Fulton Industrial district provides an alternative for large-scale warehousing and distribution.

Despite the soft leasing market, the growing popularity of the area is pushing sales prices higher – as much as \$60 per square foot but more typically in the \$20-\$40 square foot range. While there still remains some older industrial buildings offering users relatively low rental rates and purchase prices, the land is becoming too expensive to allow for profitable warehouse/distribution development. Clearly, developers, businesses and investors are increasingly recognizing the appeal of the Upper Westside (e.g., accessibility, competitive pricing, new developments, etc.).

Market factors contribute to the conversion of much of the space along the major roads—Ellsworth Industrial Boulevard, Chattahoochee Avenue, Howell Mill Road and Huff Road—to higher land uses, particularly retail (e.g., home furnishings/accessories, luggage, apparel) and service/retail. Existing warehouse/distribution uses on back roads may continue their current uses, at least in the near term. Several large-scale industrial users, such as MeadWestvaco, CSX, Norfolk Southern, and Georgia Power will continue operations in the study area.



HANDS ON ATLANTA IS ONE OF THE TENANTS  
IN UPPER WESTSIDE OFFICE SPACE

# COMMUNITY PROFILE

## RESIDENTIAL PROFILE (INTOWN MARKET AREA)

In an effort to enhance the housing profile of the Intown Market Area (i.e., the six-minute drive area), selected Census 2000 housing data for the study area, the Intown Market Area and the City of Atlanta are provided as follows:

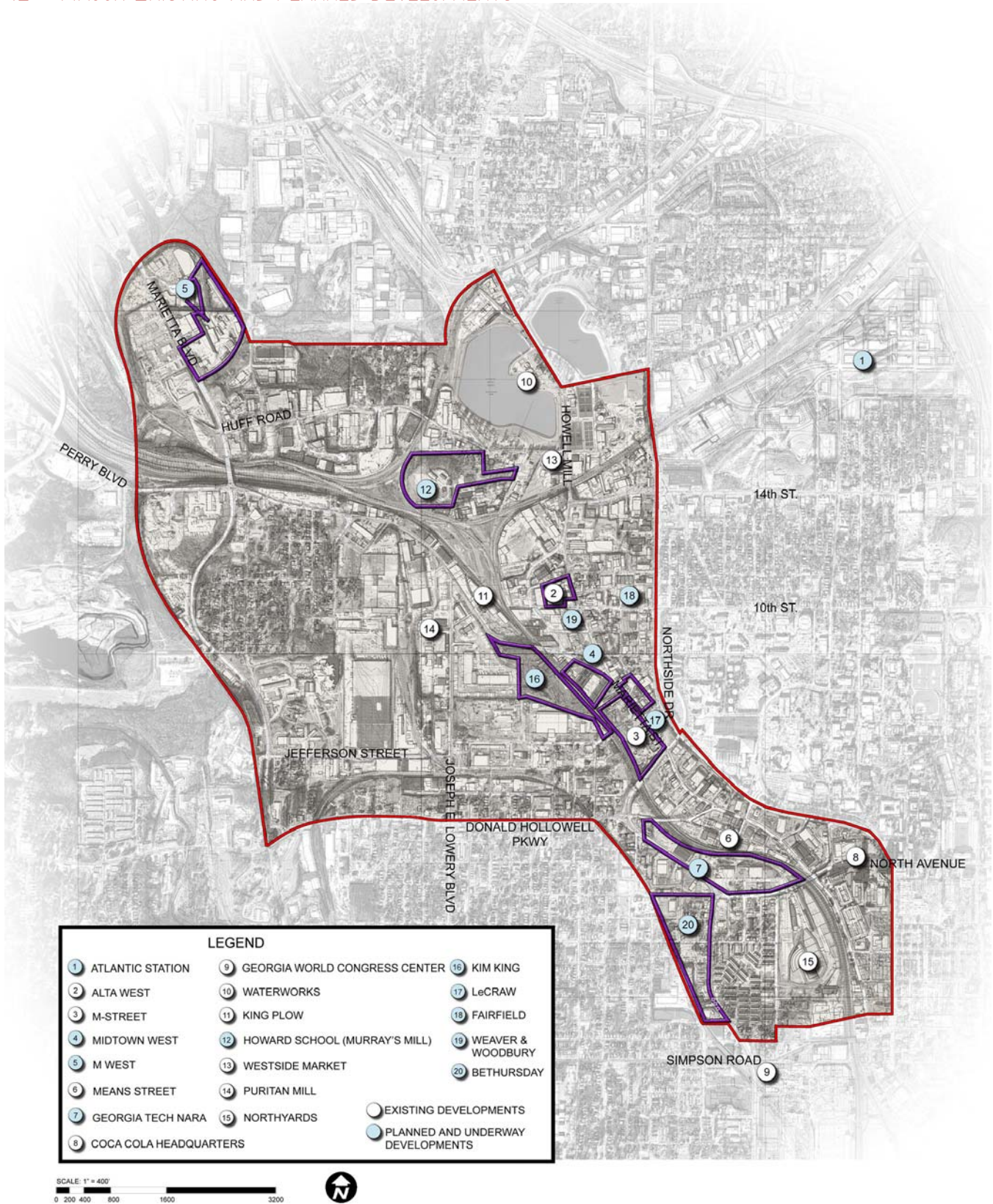
- As of 2000, occupied housing units in the Intown Market Area are almost evenly divided among ownership and rental. In 2000, only 23 percent of occupied housing units in the study area were owner occupied.
- The estimated median value of specified owner occupied units in the Intown Market Area is \$237,600, below \$291,050 citywide. While the average home value of selected housing units in the study area in 2000 was \$133,929, new housing is generally priced from the high \$100,000s to the low \$200,000's.
- In 2000, median contract rent (i.e., the amount of rent agreed to or contracted for, regardless of additional services and utilities) ranged from as low as \$288 in the study area to \$518 in the City of Atlanta to \$633 in the Intown Market Area.
- Only one-half of occupied units in the Intown Market Area (53 percent) and the City of Atlanta (49 percent) are single family units, far below 71 percent throughout the MSA. With a high proportion of renters (77 percent) in the study area in 2000, it is not surprising that in 2000 only 36 percent of occupied units were single family attached or detached units. Developments such as M West, however, are boosting the supply of single family units in the study area.
- Prior to 2000 and the surge in redevelopment activity, the study area's limited supply of residential units was generally older, with a median year built of 1957. City and Intown Market Area units are on average newer: 1962 and 1971, respectively.
- The success of the Metropolis and other intown condominium projects is fueling development activity in the study area and elsewhere. Several large-scale condominium projects within and close to the Upper Westside study area are currently in the predevelopment or construction phase (see Table 3 – Major Existing and Planned Developments).
- Within the study area, two major rental apartment communities have been developed in the past two years. 1016 Lofts (formerly Alta West) is a 265-unit mid-rise project, which is currently 96 percent occupied. A few blocks to the south, M Street Apartments (308-units) began leasing in March 2004 and is currently 50 percent occupied (average monthly absorption of 26 units).



NEW MULTIFAMILY DEVELOPMENT ALONG THE  
NORTHSIDE DRIVE CORRIDOR



FIGURE 12 – MAJOR EXISTING AND PLANNED DEVELOPMENTS



# COMMUNITY PROFILE

TABLE 3 – MAJOR EXISTING AND PLANNED DEVELOPMENTS

DEVELOPMENT	USE	SQUARE FEET OFFICE/COMMERCIAL	UNITS	YEAR
1. ATLANTIC STATION	MIXED USE	138 ACRES	2,000	2004+
2. 1016 LOFTS (ALTA WEST)	MULTIFAMILY	10,000	265	2002
3. M-STREET	MULTIFAMILY	8,500	450	2004
4. MIDTOWN WEST	MIXED USE	375,000		2003+
5. M WEST	MULTIFAMILY	10,500	260	2004
6. MEANS STREET	OFFICE	200,000	-	1990+
7. GEORGIA TECH NARA	EDUCATION	120,000	-	2004+
8. COCA COLA	OFFICE	ABOUT 6,000 EMPLOYEES	-	
9. GEORGIA WORLD CONGRESS CENTER	CONVENTION	3,900,000	-	
10. HEMPHILL WATER TREATMENT COMPLEX	UTILITY	+/-100 ACRES	-	1893
11. KING PLOW	LIVE/WORK	65,000	68	1990
12. HOWARD SCHOOL	EDUCATION	15.5 ACRES		2005
13. WESTSIDE MARKET	RETAIL	100,000	-	1999
14. PURITAN MILL	OFFICE	92,000	-	2002
15. NORTHYARDS	OFFICE	250,000	-	2002
16. MARIETTA STUDENT HOUSING	RESIDENTIAL	-	358	2004
17. NORTHSIDE VILLAGE APARTMENTS	MIXED USE	8,250	522	2004+
18. FAIRFIELD	RESIDENTIAL	8,800	346	2005+
19. WEAVERY AND WOODBERRY	RESIDENTIAL	0	76	2005+
20. BETHURSDAY DEVELOPMENT MASTER PLAN	MIXED USE	+/-38 ACRES	-	2004+

NOTE: PROJECTS THAT ARE SHADED ON THE TABLE AND MAP ARE CURRENTLY UNDERWAY.  
PROJECTS THAT ARE NOT SHADED ARE ALREADY COMPLETE.



# COMMUNITY PROFILE

## REDEVELOPMENT PATTERNS

As indicated in the market analysis, the Upper Westside is a varied mix of redevelopment challenges and assets. New infill development, renovated industrial stock, and dilapidated structures often sit side by side. The area also has many parcels that are vacant, underused, or in transition.

This inconsistency reflects the rapid pace of redevelopment and the differences in marketability of real estate within the study area. Some of the strongest pockets of revitalization cluster along Means Street, Marietta Street between King Plow and Northside Drive, and Howell Mill Road south of Huff Road. Northside Drive, Joseph Lowery Boulevard, Howell Station and Knight Park, Ellsworth Industrial, Huff Road, and North Avenue show continuing signs of renewal. The southern sections, particularly along Donald Lee Hollowell Parkway and portions of Northside Drive, lack the economic momentum of other parts of the Upper Westside.



DONALD LEE HOLLOWELL LAGS OTHER PARTS OF THE STUDY AREA IN REDEVELOPMENT



REDEVELOPMENT IS FAST-PACED ALONG THE HUFF ROAD CORRIDOR

# ISSUES AND OPPORTUNITIES

## ISSUES AND OPPORTUNITIES

This section identifies more specifically the strengths and challenges of the Upper Westside. The issues and opportunities shown in Tables 4.1 through 4.6 are based both on an analysis of current conditions and trends in the study area, as well as stakeholder feedback. Together they guide the concepts, strategies, and action steps that follow.

**TABLE 4.1 – ISSUES AND OPPORTUNITIES SUMMARY**

COMMUNITY CHARACTER	
ISSUES	OPPORTUNITIES
<ul style="list-style-type: none"> <li>▪ The area has a history as an industrial “no man’s land” that lacks identity and is uninviting</li> <li>▪ The area has an authentic sense of community and inclusiveness</li> </ul>	<ul style="list-style-type: none"> <li>▪ Strengthen community capacity and increase dialogue among diverse interests</li> <li>▪ Embrace the growing identity as a grass root center for visual and performing arts and creative services</li> <li>▪ Embrace the area’s proximity to high tech, educational and research activities</li> <li>▪ Re-use the existing industrial stock to create funky, flexible, affordable living and working spaces</li> <li>▪ Revive the history of the area as a vibrant traditional community that combines jobs, housing and retail</li> <li>▪ Add community oriented amenities, such as parks and centers</li> </ul>



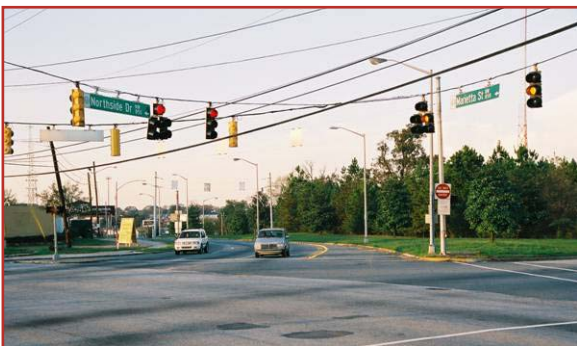
OLDER INDUSTRIAL FABRIC CREATES AN OPPORTUNITY FOR A UNIQUE CHARACTER FOR THE UPPER WESTSIDE



# ISSUES AND OPPORTUNITIES

**TABLE 4.2 – ISSUES AND OPPORTUNITIES SUMMARY**

URBAN DESIGN	
ISSUES	OPPORTUNITIES
<ul style="list-style-type: none"> <li>Many of the large land uses in the area turn away from the public realm and fail to embrace surrounding smaller scale uses</li> <li>Rail corridors, arterials and current block patterns all diminish sense of place and create an incoherent and disorienting urban pattern</li> <li>Super blocks are an obstacle to redevelopment and pedestrian oriented activity</li> <li>Commercial activity tends to string along corridors</li> <li>The area focuses activity at King Plow, the Howell Mill/Marietta intersection, and the Bankhead MARTA Station</li> </ul>	<ul style="list-style-type: none"> <li>Reinforce physically distinct sections of the community to promote diversity</li> <li>Strengthen the design framework of the study area by defining corridors, common spaces, and nodes of activity</li> <li>Improve sense of place and orientation by adding wayfinding elements, whether its signs, public art, gateways or signature architecture</li> <li>Enhance the public realm with streetscaping, urban plazas and other gathering areas</li> <li>Large institutional users can enhance the public realm with plazas and street-oriented design elements</li> <li>Support Georgia Tech's Master Plan efforts to create an urban boulevard along Marietta Street</li> <li>Capitalize on the unique geometry of key intersections to create orientating, signature gateways</li> <li>Promote the desired character identified by stakeholders, including:               <ul style="list-style-type: none"> <li>Adaptive re-use that maintains existing industrial character</li> <li>Pedestrian-friendly gathering places and plazas</li> <li>Low to mid rise buildings</li> <li>Contemporary, post-industrial look for new development</li> <li>Buildings up to the street</li> <li>Use of traditional street car for transit connectivity</li> </ul> </li> </ul>



UNUSUAL INTERSECTIONS AND  
ROADWAY ALIGNMENTS INCREASE  
THE SENSE OF DISORIENTATION

# ISSUES AND OPPORTUNITIES

**TABLE 4.3 – ISSUES AND OPPORTUNITIES SUMMARY**

LAND USE	
ISSUES	OPPORTUNITIES
<ul style="list-style-type: none"> <li>▪ The area suffers from incompatibilities with some industrial users, particularly junkyards</li> <li>▪ Other nuisance conditions in the area include: noise, litter, vacant lots and neglected properties</li> <li>▪ Residential areas have been either eroded or fully encroached upon by large institutional or industrial activities</li> <li>▪ The already mixed use nature of the area increases the community's receptivity to flexible, innovative development</li> </ul>	<ul style="list-style-type: none"> <li>▪ Promote workforce and lifecycle housing through conversions of existing building stock or infill on available parcels</li> <li>▪ Intensify uses along corridors, such as Hollowell Parkway and Marietta Street</li> <li>▪ Promote a land use scheme that achieves better compatibility between residential and non-residential and industrial and non-industrial users, but also maintains the flexibility of current mixed use trends</li> <li>▪ Protect or re-establish the residential fabric of Blandtown, Howell Station and English Avenue</li> <li>▪ Promote friendly neighborhood retail along Donald Lee Hollowell Parkway and Marietta Street</li> </ul>



POORLY MAINTAINED PROPERTIES CONTRIBUTE TO A SENSE OF BLIGHT



# ISSUES AND OPPORTUNITIES

**TABLE 4.4 – ISSUES AND OPPORTUNITIES SUMMARY**

OPEN SPACE	
ISSUES	OPPORTUNITIES
<ul style="list-style-type: none"> <li>▪ The area lacks green space and gathering areas</li> <li>▪ The area lacks active recreational facilities</li> <li>▪ The area has vacant/underused publicly owned sites</li> <li>▪ Current parks, such as Maddox Park and Knight Park, are neglected or underused</li> <li>▪ Two proposals, the Proctor Creek Park and Beltline, would bring open space to the study area</li> <li>▪ Underused/abandoned rail lines create natural open space corridors</li> </ul>	<ul style="list-style-type: none"> <li>▪ Seize the opportunity to create rare green space in an urban context</li> <li>▪ Promote re-use of abandoned rail corridors for linear open spaces, particularly the Beltline</li> <li>▪ Promote additional greenway links that combine connectivity and recreational features</li> <li>▪ Establish connections to Maddox Park and the Proctor Creek Park</li> <li>▪ Identify re-use of public sites, such as the English Avenue School or Atlanta Waterworks, for open space access</li> <li>▪ Renovate Knight Park, including its Community Center</li> <li>▪ Establish a network of smaller, dispersed pocket parks and urban plazas</li> <li>▪ Explore the use of land associated with large, private institutional users for public access</li> <li>▪ Create a signature park to function as an orientation feature and main gathering space for the community</li> <li>▪ Capitalize on the unique historical features of the area</li> </ul>



THE ATLANTA WATER WORKS PROPERTY MAY BE AN OPPORTUNITY FOR CREATING ACCESSIBLE OPEN SPACE

# ISSUES AND OPPORTUNITIES

**TABLE 4.5 – ISSUES AND OPPORTUNITIES SUMMARY**

TRANSPORTATION	
ISSUES	OPPORTUNITIES
<ul style="list-style-type: none"> <li>▪ The area suffers from poor internal connections, especially weak east-west links</li> <li>▪ Rail lines pass through the area, severing connectivity</li> <li>▪ Some unusually configured intersections create safety hazards (Northside Drive, Marietta/Brady, Northside/Marietta)</li> <li>▪ The study area lacks pedestrian features, such as sidewalks and well marked crossings</li> <li>▪ Georgia Tech plans to eliminate Tech Parkway</li> <li>▪ Multiple transportation options and studies affect the area, including the C Loop and Beltline, the Northwest Connectivity Study and Northside Drive Corridor Study</li> <li>▪ Trend toward denser, mixed use land patterns supports alternative transportation options</li> </ul>	<ul style="list-style-type: none"> <li>▪ Improve the safety and function of intersections</li> <li>▪ Strengthen east-west links</li> <li>▪ Enhance external connectivity to other activity centers such as Atlantic Station, Midtown, the Bolton Road Area and the JSA McGill Area</li> <li>▪ Promote C Loop and Beltline opportunities that complement existing land uses in the study area</li> <li>▪ Coordinate the intensification of activity at key intersections and along corridors with alternative transportation options</li> <li>▪ Improve walkability and bikability with sidewalks, pedestrian crossings, and greenway links</li> <li>▪ Refine the street network to connect key parts of the study area</li> <li>▪ Create safe, grade-separated rail crossings</li> <li>▪ Add infrastructure to support higher levels of MARTA bus use</li> </ul>



MANY IMPROVEMENTS ARE NEEDED TO THE PEDESTRIAN REALM, SUCH AS LIGHTING, STREET TREES, AND STREET FURNITURE.



# ISSUES AND OPPORTUNITIES

**TABLE 4.6 – ISSUES AND OPPORTUNITIES SUMMARY**

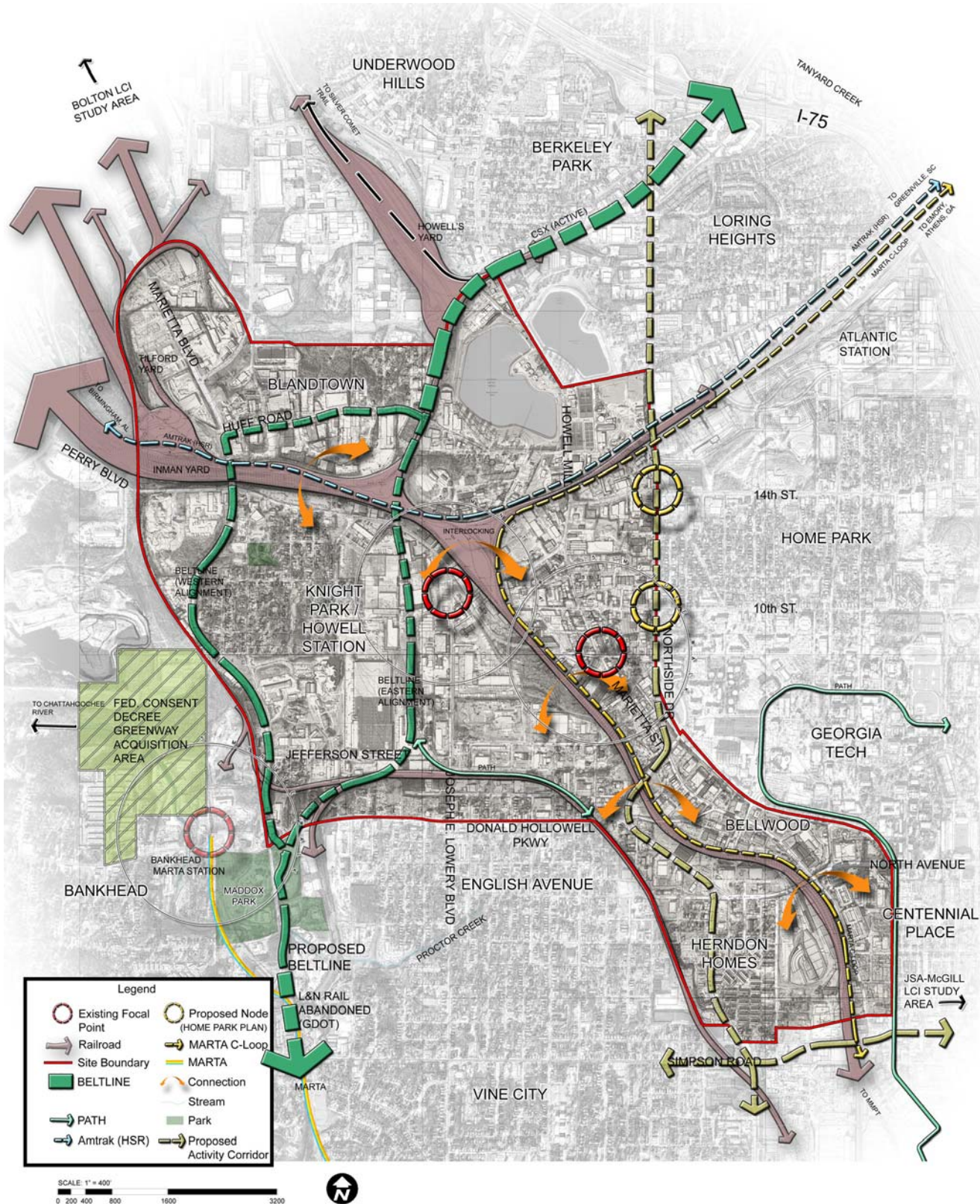
MARKET	
ISSUES	OPPORTUNITIES
<ul style="list-style-type: none"> <li>Some parts of the study area have many absentee landlords and abandoned properties</li> <li>Active industrial users contribute to the economic vitality of the study area</li> <li>The area has an estimated 10 year demand of 6,800 dwelling units and 432,000 square feet of retail</li> <li>The area enjoys proximity to jobs, retail, entertainment and major employment centers</li> <li>The area has a strong and stabilizing institutional presence</li> <li>The area has an emerging market for destination shopping, such as interior design, art and furniture</li> <li>Land values in some of the hottest sections of the study area are increasing rapidly</li> </ul>	<ul style="list-style-type: none"> <li>Promote compatible residential infill development to stabilize eroding neighborhood fabric in areas such as English Avenue and Blandtown</li> <li>Promote flexible and affordable living and working spaces</li> <li>Find strategies to convert very large formerly industrial buildings into smaller, flexible spaces</li> <li>Identify catalyst redevelopment sites to spark additional growth</li> <li>Promote regulatory flexibility to maintain the hip, mixed use character that is the brand of the area</li> <li>Work to minimize the displacement of long-time residents, businesses, and non-profit organizations that contribute to the inclusiveness of the area</li> <li>Integrate industry to maintain a healthy economic base for the area and the city</li> <li>Capitalize on the growing market identity of the area for smaller, niche offices, specialized retail, and the arts</li> <li>Market the area as a high tech “hot spot” due to its proximity to Georgia Tech</li> <li>Promote neighborhood serving retail opportunities</li> </ul>



FLEXIBLE LIVING AND WORKING SPACES ARE A KEY PART OF THE MARKET STRATEGY FOR THE UPPER WESTSIDE



FIGURE 13 – ISSUES AND OPPORTUNITIES





# ISSUES AND OPPORTUNITIES

Though not within the study area, the adjacency of two major City and regional facilities create strong opportunities for connections to the Upper Westside. Maddox Park, a 51-acre park with picnic pavilions, swimming pool, and athletic facilities lies next to the southwest corner of the study area (see Figure 13). The Bankhead MARTA Station is approximately one-third of a mile west of the study area along Donald L. Hollowell Parkway. The Donald L. Hollowell Parkway Redevelopment Plan, adopted in November 2003, studied the Bankhead MARTA Station. The City of Atlanta is applying for an Atlanta Regional Commission Livable Centers Initiative grant to identify additional land use, design, transportation, and development concepts for the Bankhead MARTA area, including Maddox Park.

## REDEVELOPMENT OPPORTUNITIES

Figure 14 shows redevelopment opportunities within the study area. Redevelopment opportunities are defined as those properties having one or more of the following characteristics:

- ☐ The site is vacant, unused, or currently for sale or lease
- ☐ The site has a building that is significantly dilapidated or contains a use that is incompatible relative to surroundings (i.e. junkyards in proximity to residential)
- ☐ The site is currently underused relative to the high visibility and access of its physical surroundings (i.e. a marginal small scale personal service store on a prominent intersection of a well traveled corridor)
- ☐ The site contains a use that is known to be in transition within the short term to another use

In the southeastern leg of the study area, the most significant redevelopment opportunities include the parcels adjacent to Herndon Homes and land around Antioch Baptist Church that has been assembled by the Bethursday Development Corporation for neighborhood renewal purposes. The area of North Avenue west of Northside Drive also includes a number of underused and/or vacant industrial and warehouse buildings.



A VACANT PROPERTY REPRESENTS A REDEVELOPMENT OPPORTUNITY FOR THE AREA

# ISSUES AND OPPORTUNITIES

Donald Lee Hollowell Parkway currently suffers from physical blight and disinvestment. As a result, much of the activity along the corridor takes the form of marginal, strip commercial uses that fail to distinguish nodes of activity or to connect to surrounding neighborhoods.

The area between Donald Lee Hollowell Parkway and Jefferson Street is perhaps the most physically distressed pocket within the study area. Blocks along Wheeler Street and Bedford Street contain a mix of industrial, junkyard, and warehousing activity. While some of the uses, such as Georgia Power and Archer Daniels Midland, remain viable and are likely to continue indefinitely, many of the uses are marginal and subject to transition as the area redevelops. In particular, the Better Brands headquarters at 755 Jefferson Street is slated for closure after acquisition by another distributor.

The western portion of the study area includes new infill development opportunities in the Howell Station and Knight Park neighborhood and in the currently underused and narrow strip of industrial land west of Marietta Boulevard.

The northern quadrant of the Upper Westside includes numerous redevelopment opportunities along Huff Road, particularly in the Blandtown neighborhood, which has lost much of its residential fabric to vacant lots and encroaching industrial activity. The historic neighborhood now has less than a dozen remaining households.

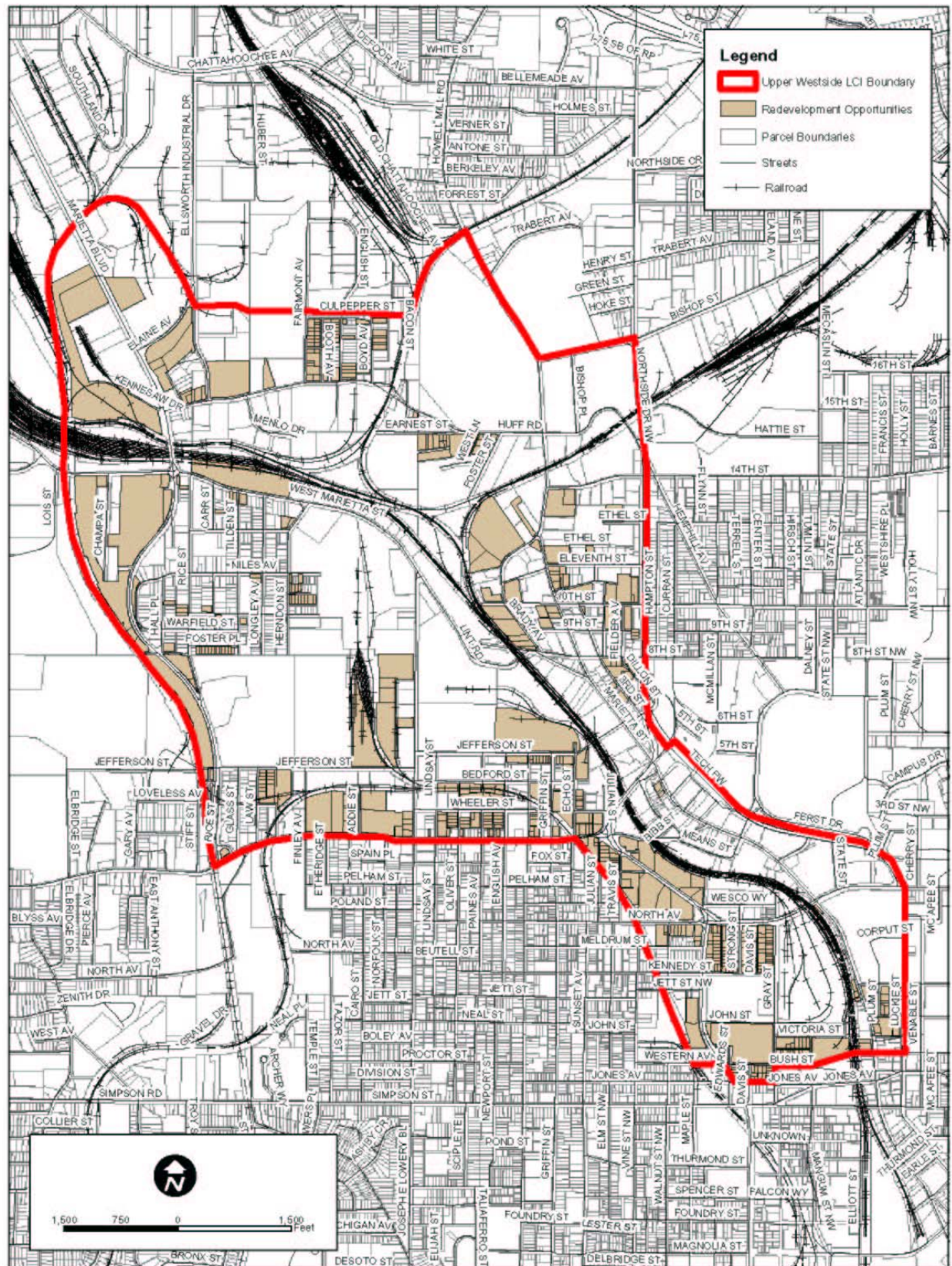
The western edge of the study area features strong redevelopment opportunities, particularly between Northside Drive and Brady Avenue.



THIS PROPERTY SHOWS FEW SIGNS OF ACTIVE USE OR SIGNIFICANT INVESTMENT; A POSSIBLE REDEVELOPMENT OPPORTUNITY.



FIGURE 14 – REDEVELOPMENT OPPORTUNITIES





# ISSUES AND OPPORTUNITIES

Recognizing the need for a revitalization catalyst, particularly in the southern portion of the study area, the City of Atlanta has targeted parts of the Upper Westside as an economic development priority. As shown in Figure 15, a portion of the City of Atlanta's Westside Renewal Cluster falls inside or adjacent to the study area, including: the English Avenue neighborhood; the area around Herndon Homes, Northyards Business Park and Antioch Church; and a currently industrial pocket along Marietta Boulevard in the northwest.

The Renewal Community designation qualifies areas for a series of tax incentives designed to reverse economic disinvestment by stimulating neighborhood revitalization, job expansion, and affordable housing development. Available incentives include: wage credits, work opportunity credits and welfare to work credits; tax deductions, including those for environmental cleanup costs, and capital gains exclusions.

A portion of the study area is also within the Westside Redevelopment Plan and Tax Allocation Bond District (see Figure 16). Within the district, increases in property tax revenues, resulting primarily from new investment, are allocated to pay infrastructure or certain private development costs within the area. The Neighborhood Portion of the Westside TAD includes the Vine City and English Avenue neighborhoods.

TAD funding is available to developments that support linkages between the CBD, Georgia Tech, Atlanta University and adjoining neighborhoods, enhanced transit access, community environment initiatives, such as parks and open space, and a variety of incentives for infrastructure and other improvements.

The New Century Economic Development Plan for the City of Atlanta also identifies the Donald Lee Hollowell Parkway corridor as one of six priority development areas.



RAILROAD BRIDGE IS PART OF AN UNUSED RAIL CORRIDOR THAT COULD BE CONVERTED TO A GREENWAY FOR NEIGHBORHOOD RESIDENTS



FIGURE I5 – RENEWAL COMMUNITY DESIGNATION

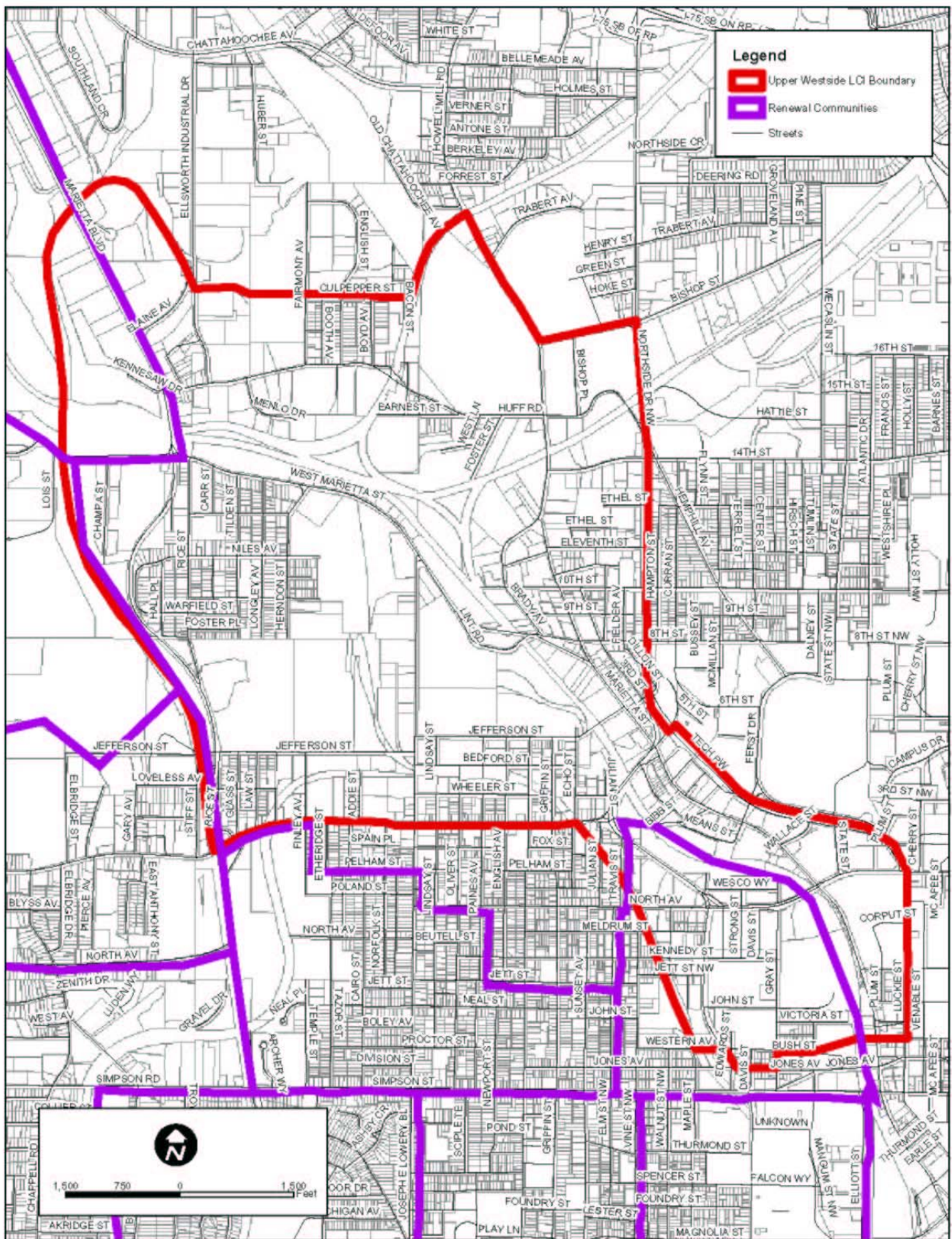
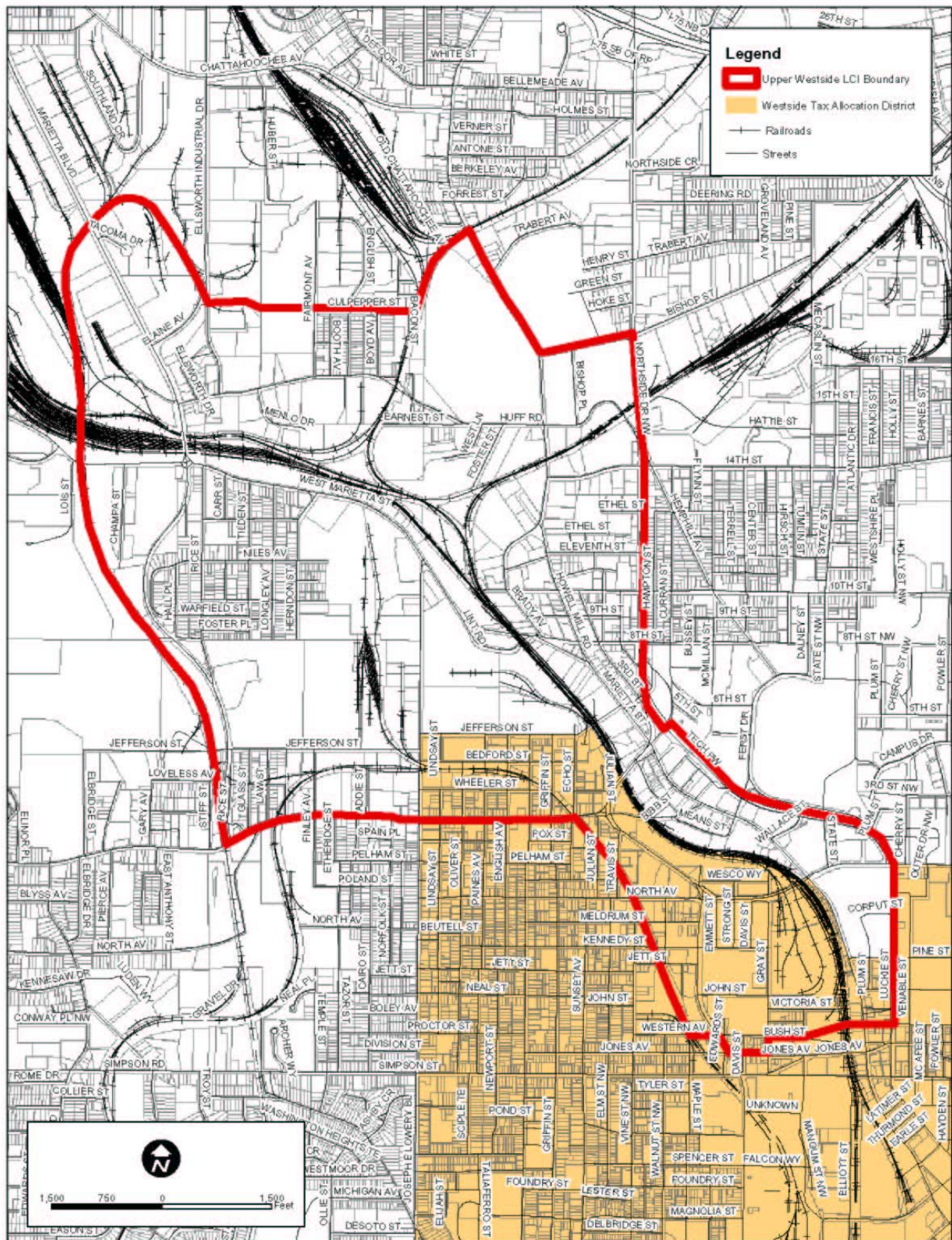




FIGURE 16 – WESTSIDE TAX ALLOCATION DISTRICT





# ISSUES AND OPPORTUNITIES

## OVERVIEW OF MARKET DEMAND

According to market analysis, which is summarized in Table 5 and 6, the Upper Westside can absorb almost 580,000 square feet of retail in the next ten years, primarily in the specialty retail category. Housing demand will be very robust with the ability to support some 6,800 units, particularly in higher density, mixed use developments.

**TABLE 5 – SUMMARY OF RETAIL MARKET POTENTIAL**

	INTOWN MARKET CAPTURE	REGIONAL MARKET CAPTURE	TOTAL SQUARE FEET
YEARS 2004-2009	65,583	175,058	240,641
YEARS 2009-2014	83,723	255,384	339,107
10 YEAR TOTAL	149,306	430,442	579,748

**TABLE 6 – SUMMARY OF RESIDENTIAL MARKET POTENTIAL**

	RENTAL HOUSING	FOR SALE HOUSING	TOTAL UNITS
10 YEAR TOTAL (2004-2014)	4,307	2,457	6,764



NEW SINGLE FAMILY CONSTRUCTION IN THE HOWELL STATION NEIGHBORHOOD



# ISSUES AND OPPORTUNITIES

## RETAIL MARKET POTENTIAL

The study area has the potential of drawing an additional \$17.2 million in shoppers goods sales by 2009 and \$28.0 million by 2014 from Regional Market Area residents. These increases in sales translate into 91,410 square feet of supportable retail space by 2009 and an additional 149,123 square feet by 2014. In 2009, 28 percent of the estimated demand for shoppers goods space will result from expenditures by Intown Market Area residents, dropping to 22 percent by 2014 as the study area draws more customers from beyond a six-minute drive. Examples of shoppers goods that would appeal to the key target markets include: home furnishings and accessories, trendy apparel, architectural antiques, gardening supplies, card/stationery/gifts, pet supplies and art galleries.

In addition to shoppers goods, the study area will see additional retail development for convenience goods, restaurants, entertainment, and personal services. Retail growth in both the restaurant and entertainment retail segments will be significant. The total new supportable retail space driven by Intown Market Area over the next 10 years will be approximately 150,000 square feet and the total new supportable space driven by the Regional Market Area over the next 10 years will be approximately 430,000 square feet.

## RESIDENTIAL DEVELOPMENT POTENTIAL

Demand for higher density, mixed use housing is estimated at 9,448 housing units over the next ten years in the Intown Market Area. An estimated 12,669 annual households in the Intown Market Area are potential renters at market rate projects set in a mixed-use setting. (See **Appendix C – Market Analysis** for detailed analysis.)

While the conclusion that there is unmet potential demand for housing in the Upper Westside is difficult to quantify directly, there are several indications of an unmet demand:

- ☐ Strong intown/close-in residential market, fueled by the desire to reduce commuting time.
- ☐ Accessible to nearby shopping, jobs and recreation, further heightened with the completion of the 17<sup>th</sup> Street Bridge.
- ☐ Growing popularity of communities that connect residents to community, culture and a variety of activities.
- ☐ Strong absorption rates at nearby for-sale developments, especially those with units priced below \$250,000, and at recently developed rental communities in the study area.
- ☐ Although still considered a “good deal” relative to other intown neighborhoods, land/housing prices are rapidly increasing.
- ☐ Potential appeal to multiple target markets: young professionals, childless couples, empty nesters, students/parents, etc.
- ☐ Study area’s growing identity as a cultural/arts center separates it from other intown projects and fuels excitement.
- ☐ The study area’s location in a “good” school district as well as good access to nearby private schools, including the Howard School which is moving its campus to the study area in 2005.



# VISION AND GOALS

## VISION STATEMENT

The vision of the Upper Westside Community is to continue to build a section of the city that:

- Reflects the area's past and future through the use of industrial materials, scale, and building patterns.
- Provides residents, visitors, and workers with transportation alternatives for reaching the area and traveling within the area.
- Supports a diversity of housing, jobs, shopping, and recreation that can include people of all incomes and ages.
- Protects the diversity of smaller scale, residential, commercial, and industrial uses from institutional expansion.

To support this vision, the community has developed several specific goals as described below.

## GOALS OF UPPER WESTSIDE

### COMMUNITY CHARACTER/URBAN DESIGN

1. **Provide identity** for the area by celebrating its unique historic character. This includes commemorating its role in the history of Atlanta as a rail and distribution center, as well as Civil War sites.
2. Retain the identity of the area by preserving and expanding upon the **diverse urban environment**. This includes being welcoming to current and future residents, artists, and small businesses.
3. **Recognize the industrial roots** of the area by promoting industrial materials, scale, and character.
4. Create a **distinct identity** and visual brand for each character area.
5. **Avoid the displacement** of existing residents, businesses, and social service agencies within the community.



HISTORIC MARKER COMMEMORATING THE CIVIL WAR

# VISION AND GOALS

## TRANSPORTATION

1. Support the desired mix of land uses through a network of **safe, efficient and convenient transportation** options, including transit, walking, biking, auto, and truck.
2. **Improve pedestrian access** throughout the study area.
3. Promote the establishment of new **transit routes**, including the Atlanta Beltline and the MARTA C-Loop/Inner Core.
4. Minimize to the extent possible the impacts of trucking activity on residential areas.

## LAND USE

1. Ensure the continuity of **industrial and other employment-based uses** by improving overall land use compatibility through better regulation and buffering.
2. Support a **variety of lifestyles** by promoting mixed use development and permitting live-work arrangements.
3. Provide adequate open space through new **urban plazas, parks and greenways**, as well as the best use of existing parks.
4. Provide for **maximum flexibility** for the compatible development of new housing units and jobs through flexible land use regulations.
5. Promote development densities sufficient to **support and promote mass transit** options.

## ECONOMIC DEVELOPMENT

1. **Continue the momentum of revitalization** by bringing renewed economic strength to all parts of the area.
2. **Prevent displacement** of existing residents and businesses.
3. Include a **diversity of employment options** within the Upper Westside by integrating new light industrial and other job-generating activities into the area.
4. Recognize **the importance of social service agencies** and integrate them into the community in the best way possible.



LOFT HOUSING IS ONE OF THE MANY TYPES OF HOUSING THAT CAN BE ACCOMMODATED IN THE UPPER WESTSIDE



# RECOMMENDATIONS

## CHARACTER AREA RECOMMENDATIONS

Throughout the planning process, stakeholders emphasized that the Upper Westside is an extremely diverse area that combines a wide variety of activities, lifestyles, and interests. The single, overarching theme of this LCI plan, therefore, is to protect and in fact enhance these eclectic qualities.

To reinforce the distinctiveness of the Upper Westside, stakeholders divided the large study area into a series of character areas. Character areas are those parts of an overall geography that group around a recognizable set of physical or social attributes. Character areas might emerge because of a common built environment, shown through signs and images, lighting, open space, architectural style, building scale and set backs, and land uses. Character areas also might express a coherent social or cultural story because of historical background, an arts or music identity, or the ethnicity of their residents.

This plan uses the character area concept as the overall guide to manage change and redevelopment within the Upper Westside. The vision for each character area is included below. This section also organizes specific recommended public realm improvements by character area. Open space, connectivity, transit and transportation projects are shown on Figures 22 through 26 on pages 116 to 120 in the Action Plan section of the report.

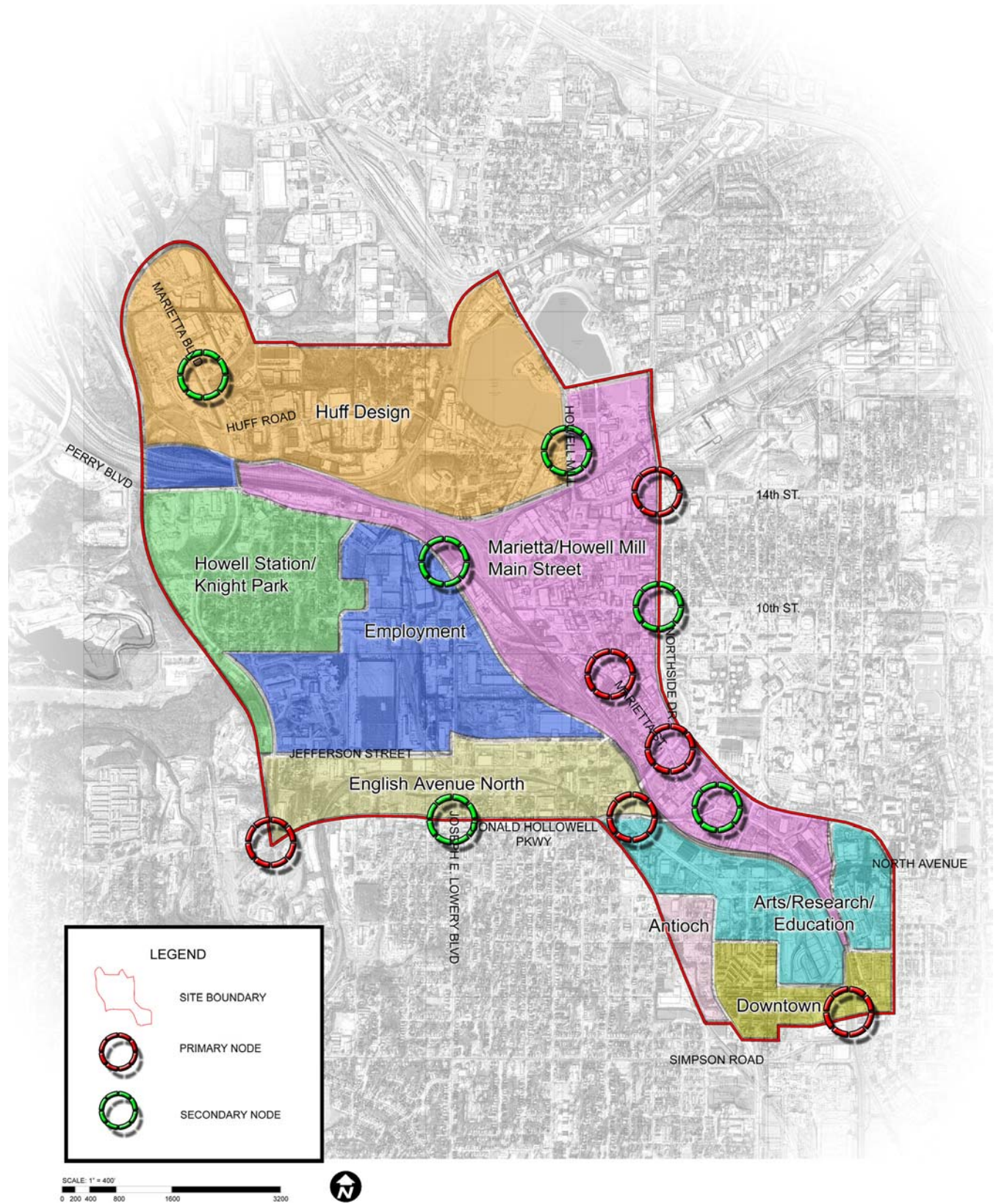
Figure 17 shows the character areas along with primary and secondary activity nodes. The purpose of activity nodes is to punctuate key corridors of the Upper Westside with focused commercial and housing opportunities. Nodes organize future development, promote mixed uses, support alternative transportation options by bringing people closer to planned transit, pedestrian and biking corridors, and assist in wayfinding.

The primary nodes are designated to support higher density, mixed uses, to accommodate new redevelopment opportunities, and to include a signature community element, such as a larger open space or architecturally distinct feature. Secondary nodes function primarily as gateways and orientation points.



STAKEHOLDERS DESIRE GATHERING OPPORTUNITIES AND OPEN SPACE

FIGURE 17 –CHARACTER AREAS AND NODES





# RECOMMENDATIONS

## MARIETTA-HOWELL MILL MAIN STREET

Focused around the Marietta and Howell Mill corridors, this character area is the major north-south spine of the Upper Westside. It features a mixed use, pedestrian-scale environment of live/work units, adaptive reuse of existing buildings, lofts, galleries, restaurants and entertainment joined by a distinct post-industrial look. This is the area that residents and area visitors should most identify as the “downtown” or “main street” of the Upper Westside.

## HOWELL STATION/KNIGHT PARK

Focused on a historic residential neighborhood, this area features existing single-family houses, compatible, new single family residential infill, open space connections, and close-by, neighborhood-scale retail opportunities along Marietta Street.

## HUFF DESIGN

Focused along Huff Road, this area integrates medium-density residential opportunities in Blandtown with a diverse destination shopping district that includes industrial show rooms, retail (interior design), live/work, light industry, office, and warehousing.

## EMPLOYMENT

The emphasis in this area is maintaining and enhancing the existing, varied employment base. With an area that includes sites along West Marietta Street, Lowery Boulevard, and Jefferson Street, this economic hub of the Upper Westside blends existing and new industrial activities with live/work and other mixed use spaces.



TYPICAL ADAPTIVE REUSE FOR OFFICE  
OR LIVE/WORK USE IN THE MAIN  
STREET AREA

# RECOMMENDATIONS

## ENGLISH AVENUE NORTH

This is a neighborhood revitalization area that complements the existing English Avenue neighborhood with new medium-density housing opportunities, a greenway, and a mix of commercial and residential uses along Donald Lee Hollowell Parkway.

## ANTIOCH

This area features a revitalized medium to high density residential neighborhood with convenient retail options along Northside Drive.

## ARTS/EDUCATION/RESEARCH

This area will continue its predominantly institutional use with anchors such as Coca-Cola and Georgia Tech, but will also link to the Upper Westside with loft offices, restaurants, and other convenient services.

## DOWNTOWN

This area links the Upper Westside to major Downtown cultural and tourism destinations and provides a more intense mix of urban shopping and living experiences.



NORTHYARDS BUSINESS PARK - PART OF THE ARTS/EDUCATION/RESEARCH CHARACTER AREA



# RECOMMENDATIONS

## MARIETTA/HOWELL MILL MAIN STREET

This area, which stretches from the very southeastern tip of the study boundary, to the north along Northside Drive and Howell Mill Road, and then west to include West Marietta Street, sets the tone for the physical character and creativity in the Upper Westside. Marietta Street was once a pedestrian and transit oriented corridor of street-front shops and businesses during the thriving Bellwood era.

Its corridors, therefore, contain many of the area's most architecturally significant and historic buildings. The area currently draws from its heritage with pockets of excellent adaptive re-use (King Plow, Means Street), along with context appropriate infill development (1016 Lofts). The Marietta/Howell Mill area also plays a key connectivity role for the Upper Westside. Its north-south orientation joins major downtown uses on the south, Georgia Tech on the east, and Atlantic Station to the north.

Despite these assets, Marietta/Howell Mill suffers from several challenges. The distinctive design character of the area, which is rooted in its former industrial use, is vulnerable to erosion as development pressure increases the appeal of mainstream investment. The land use and urban fabric of the area have a number of glaring gaps, particularly evident along Northside Drive, Brady Avenue, and the western stretch of West Marietta. Given the unusual configuration of its intersections and corridors and the presence of rail corridors, the area is also very disorienting and lacks physical connectivity.

The general land use, urban design, open space/connectivity, and transportation projects identified below are intended to recapture the historic vitality and prominence of Marietta Street by promoting a contemporary version of the traditional, pedestrian friendly, mixed use main street. Specific projects are identified on Figures 22 through 26 on pages 116 to 120 in the Action Plan section of the report.



MEANS STREET AREA HAS SOME OF MARIETTA/HOWELL MILL MAIN STREET'S MOST SIGNIFICANT HISTORIC ARCHITECTURE

# RECOMMENDATIONS

## Land Use

Land uses in this area should be mixed and relatively dense, with an emphasis on pedestrian-oriented retail, housing, live-work units and offices along Marietta Street, Howell Mill Road and Northside Drive. The Overall Implementation section contains more detailed information on the land use and zoning strategy for this area.

## Urban Design

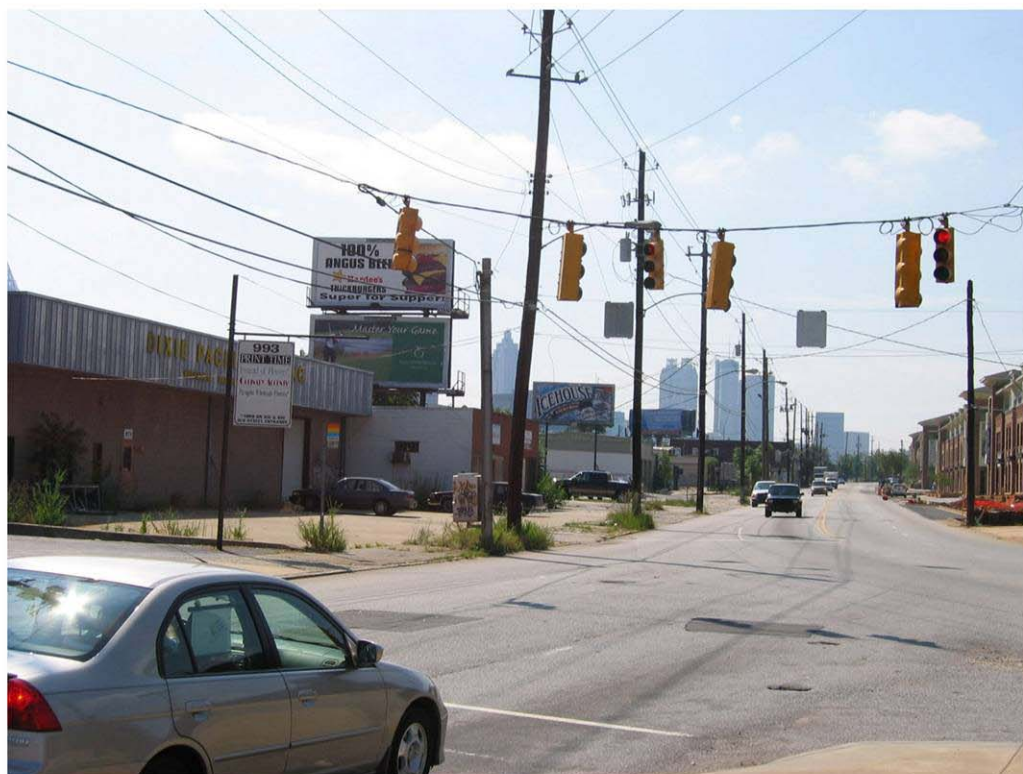
The urban design character of this area emphasizes a high quality pedestrian realm reinforced by restored industrial structures and contemporary mixed use buildings that reflect the materials, scale and building relationships of the historic fabric. As shown in Figure 18 on the following page, the emphasis on streetscape and context appropriate building features would transform an auto-dominated corridor into a street with pedestrian accessible public and private spaces. The corridor would also anchor a dedicated in-street trolley line as described more fully under the transit section. The Area Specific Implementation section contains detail on proposed urban design guidelines.



EXAMPLE OF NEW CONSTRUCTION COMPATIBLE WITH UPPER WESTSIDE'S URBAN DESIGN CHARACTER



FIGURE 18 - MARIETTA STREET – BEFORE AND AFTER



MARIETTA 'MAIN STREET' BEFORE



MARIETTA 'MAIN STREET' AFTER

# RECOMMENDATIONS

Figure 19 illustrates in both plan and section form the major design features of the recommended Marietta Main Street corridor. The section (lower image) shows three 12-foot travel lanes (including a lane for in-street trolley use), a planting/furniture zone (5 feet), and pedestrian zone (10 feet). The plan sketch (upper image) illustrates the specialty paving that would denote the center passing lane that allows for joint transit and vehicular use.

FIGURE 19 – STREET SECTION, MARIETTA MAIN STREET





# RECOMMENDATIONS

## Nodes

**Northside Drive and 14th Street:** This primary node and major gateway functions as “downtown Home Park.” It would feature high density, pedestrian-oriented mixed use development at the intersection and connect to a greenway feature along Hemphill Avenue.

**Howell Mill Road and Huff Road:** This secondary node functions primarily as a key gateway into the Westside Market area and specialized retail along Huff Road. This node is an excellent site for wayfinding features and signs to orient visitors seeking out retail and restaurant destinations.

**Joseph Lowery Boulevard and West Marietta Street:** This secondary node functions as a gateway to the King Plow Arts Center and a link to Puritan Mill and the industrial/warehouse uses of the Employment area.

**Marietta Street and Howell Mill Road:** This primary node acts as the “living room” to the Upper Westside, featuring medium-density, mixed use activity and small public or semi-public plazas. The acute angle at which the streets join creates a strong opportunity for an orienting gateway feature.

**Marietta Street and Northside Drive:** Perhaps the most visible intersection of the study area, this primary node is envisioned for high-density, mixed use activity with public space and public art marking entry into the heart of the Upper Westside.

**Marietta Street and Means Street:** This secondary node includes a medium density mix of institutional, commercial, and residential uses set within a designated historic district.



ACTIVITY NODES BRING TOGETHER A DIVERSE SET OF ACTIVITIES THAT BENEFIT FROM PROXIMITY

# RECOMMENDATIONS

## Open Space

Since there is very limited open space or publicly owned land in the study area, the open space strategy emphasizes a network of smaller, dispersed pocket parks and urban plazas or linear greenway features, as well as the addition of public access to current privately-owned sites with landscaping elements.

The LCI recommends the following open space/plaza opportunities:

- 10th Street Park: A small park/plaza between Northside Drive and Howell Mill Road (Project OS-4) at the intersection of Watkins Street and 9<sup>th</sup> Street; the site currently consists of open space and surface parking near an existing business.
- West Home Park Plaza: A neighborhood park along the new street link (Ethel Street) between Northside Drive and Howell Mill Road (Project OS-7); the site currently consists of undeveloped land set between existing businesses. Though access to this site is currently poor, the topography and dramatic views from the site would make an ideal central space as the area re-develops.



SURFACE PARKING AND OPEN SPACE ALONG  
WATKINS STREET



OPEN SPACE OPPORTUNITIES IN WEST HOME PARK



# RECOMMENDATIONS

## Pedestrian Amenities

Establishing a high quality public realm along the streets is an essential recommendation for encouraging the pedestrian circulation, intensity of uses, and transit access envisioned along an enhanced Marietta/Howell Mill Main Street.

The LCI recommends the corridors below for primary streetscape treatments that include such elements as sidewalks on both sides of the street, street furniture, street lighting, curbs, ramps, and street trees.

- ☐ Marietta Street/Howell Mill Road Streetscape from Simpson Street to Huff Road (Project P-1)
- ☐ Northside Drive Streetscape from Simpson Street to Bishop Street (Project P-2)
- ☐ 14<sup>th</sup> Street Streetscape between Hemphill Avenue and Howell Mill Road (P-21): a segment of a larger streetscape project initiated by the Home Park Community Improvement Association intended to enhance this critical east-west corridor from the I-75/85 Connector west to Howell Mill Road

The plan recommends the following corridors within Marietta Street/Howell Mill area for secondary streetscapes that include sidewalks on both sides of the street and street lighting. The purpose of these streetscapes is to allow for pedestrian access that supports designated nodes and the main area corridors.

- ☐ Means Street Streetscape along the length of the street (Project P-4)
- ☐ Brady Street Streetscape along the length of the street (Project P-6)
- ☐ West Marietta Street Streetscape from Howell Mill to the intersection with Marietta Boulevard (Project P-7)
- ☐ 10<sup>th</sup> Street Streetscape between Northside Drive and Brady Avenue (Project P-8)
- ☐ 8<sup>th</sup> Street Streetscape between Northside Drive and Brady Avenue (Project P-9)



GOOD STREETSCAPE CREATES A COMFORTABLE SPACE FOR PEDESTRIANS

# RECOMMENDATIONS

Recommended pedestrian crossings with elements such as striping, ramps, and signalization in the Marietta Street/Howell Mill area are identified below. The purpose of the crossings is to enhance function at intersections that according to analysis have safety issues and to strengthen east-west access from the Upper Westside to Home Park and Georgia Tech.

- Northside Drive/Marietta Street Crossing (Project X-1)
- Howell Mill Road/Marietta Street Crossing (Project X-2)
- Northside Drive at 10<sup>th</sup> Street Crossing (Project X-3)
- Northside Drive at 8<sup>th</sup> Street Crossing (Project X-4)
- Northside Drive at 14<sup>th</sup> Street Crossing (Project X-5)
- Howell Mill Road & 14<sup>th</sup> Street Crossing (Project X-8)
- Howell Mill Road & 10<sup>th</sup> Street Crossing (Project X-9)
- Bankhead Bridge Connector (Project X-10). The existing bridge has been closed since 1991 due to deck failure and extensive corrosion of the steel truss members. The bridge had a sufficiency rating of 23 at that time, significantly below the sufficiency rating of 50 that is considered to require replacement for vehicular use. Field observation indicates that the eastern approach of the bridge has been demolished and turned into a parking lot for a private use. Rebuilding a new bridge would, therefore, require right-of-way from this parking lot. This connection is intended as a pedestrian and bike link only and would establish a critical east-west link from developments in the western portion of the study area to the Means Street/Marietta Street/Georgia Tech area. Additional structural analysis would be required to determine if the bridge can be reinforced to safely accommodate pedestrian traffic or if complete replacement is required.
- Lowery Boulevard/West Marietta Street Crossing (Project X-11)
- Marietta Street & North Avenue Connection (Project X-16)
- Northside Drive & 16<sup>th</sup> Street Crossing (Project X-19)
- Marietta Street & Brady Street Crossing (Project X-20)



WELL-MARKED PEDESTRIAN CROSSINGS ALLOW PEOPLE TO MOVE SAFELY NEAR VEHICLES



# RECOMMENDATIONS

## Transit

In addition to the regional transit opportunities discussed in Transit Recommendations, the plan proposes a local service route along the spine of the Upper Westside study area.

- Local Trolley Line (Project O-10): As shown on the Marietta Main Street image, this concept recommends an in-street trolley line that would loop along Northside Drive, Marietta Street, and Howell Mill Road. The purpose of the trolley is to reflect a historic mode of circulation within the area, activate street-level uses along key corridors, link to major attractions, such as Atlantic Station, the Georgia World Congress Center the Aquarium and the Atlanta University Center, and connect users to other regionally-based transit proposals, such as the Beltline and the MARTA C-Loop. Prior to implementation, the trolley concept would require additional analysis to determine the feasibility, potential ridership, funding, and likely phasing of the project.



A STREETCAR ALONG MARIETTA & HOWELL MILL STREETS WOULD COMPLEMENT STREET- ORIENTED USES AND CONNECT TO REGIONAL TRANSIT PROPOSALS



# RECOMMENDATIONS

## Transportation

The LCI recommends the following improvements to enhance the function of intersections that demonstrated safety deficiencies in crash data analysis. Though Figure 25 graphically displays all of the following improvements, the plan does not assign project numbers and implementation detail to those recommendations addressing sight distance and roadway conditions along Northside Drive. The Northside Drive corridor is being studied more closely as part of an ongoing City of Atlanta planning and transportation effort.

- ☐ Northside Drive and 14<sup>th</sup> Street: to include the closing of Hemphill from 14<sup>th</sup> Street to Northside Drive and the removal of signals at Hemphill at Northside Drive and Hemphill at 14<sup>th</sup> Street. Motorists can access Northside Drive through other north-south access streets in Home Park, such as Curran, Flynn, and McMillan. Hemphill will end in a dead end, but pedestrian access will be possible through to the intersection.
- ☐ Northside Drive and 10<sup>th</sup> Street: to include sight distance improvements
- ☐ West Marietta Street and Lowery Boulevard: to include road realignment, signal upgrade, pedestrian facilities upgrade, and roadway rehabilitation (Project I-2)
- ☐ Northside Drive and Marietta Street: to include geometric improvements and signal upgrade
- ☐ Brady Avenue and Howell Mill Road: to include the realignment of Brady to intersect Howell Mill at a 90 degree angle (Project I-4)
- ☐ West Marietta Street and Marietta Boulevard: to include roadway rehabilitation (Project I-5)

The plan recommends the following roadway improvement and new roadway projects for purposes of refining the irregular street grid between Northside Drive and Brady Avenue and enhancing function and safety along major corridors.

- ☐ Northside Drive Corridor from Bishop Street south to Marietta Street, including drainage system improvements, access management through median treatment, signal upgrades, and a signal timing study
- ☐ Howell Mill Road Corridor with redesign to a consistent 4-lane corridor along Howell Mill Rd throughout the study area (Project IR-5)
- ☐ Extension of Ethel Street from Northside Drive to Howell Mill Road (Project NR-1) to enhance east-west connectivity
- ☐ A new north-south link between Howell Mill Road and Northside Drive from Ethel Street to 14<sup>th</sup> St. (Project NR-2)



# RECOMMENDATIONS

## HOWELL STATION AND KNIGHT PARK

This historic neighborhood set in the northwest quadrant of the study area is the only intact single-family residential enclave of the Upper Westside. Howell Station and Knight Park has undergone a revitalization in recent years with the restoration of many of its late 19<sup>th</sup> Century and early 20<sup>th</sup> Century houses and new infill housing construction.

A variety of industrial and institutional uses surround the neighborhood, which is bounded on the north by West Marietta Street, on the east by the MeadWestvaco Packaging Company, on the south by the Fulton County Jail, and on the west by Marietta Boulevard. As a result, Howell Station and Knight Park is vulnerable to encroachment by large scale and possibly incompatible uses, particularly along its western edge. The neighborhood also suffers from poor pedestrian connectivity and a lack of adequate community space.

The general land use, open space/connectivity, and transportation projects identified below are intended to preserve and protect the traditional neighborhood qualities of Howell Station and Knight Park and to enhance its pedestrian accessibility and community identity. Specific projects are identified on Figures 22 through 26 on pages 116 to 120 in the Action Plan section of the report.



NEW SINGLE FAMILY CONSTRUCTION TYPICAL OF HOWELL STATION

# RECOMMENDATIONS

## Land Use

Land use strategies should retain an almost exclusively single-family residential pattern within the neighborhood, complemented on West Marietta Street by small scale, pedestrian oriented retail establishments. Land use along Rice Street and west of Marietta Boulevard should also emphasize either residential or mixed residential/commercial activity to reduce the possibility of encroaching industrial uses from the west. The Overall Implementation section contains more detailed information on the land use and zoning strategy for this area.

## Open Space

The plan recommends the following open space projects to re-establish the community identity of the neighborhood and maximize use of an existing facility.

- Knight Park is a 2.6 acre park and community center set within the neighborhood. The park currently suffers from some erosion issues and the community facility is in disrepair. The LCI plan strongly supports the City of Atlanta's programming of the park and facility for renovation as an opportunity to re-establish a central gathering space and identity for the community (Project OS-3)
- West Marietta Park (OS-9): small landscaped passive open space and neighborhood gateway along West Marietta Street just west of Herndon; the site is currently undeveloped and functions mainly as a gateway for the Howell Station and Knight Park neighborhood



OPEN SPACE OPPORTUNITY ALONG  
WEST MARIETTA

## Pedestrian Amenities

The plan recommends the following pedestrian facilities to enhance north-south access in the neighborhood to support increased park use and possible transit/greenway opportunities in the area.



FEW HOWELL STATION STREETS HAVE SIDEWALKS

- Howell Station and Knight Park Sidewalks (Project P-5): The neighborhood has a partial sidewalk network in place. To enhance connectivity within the area, the plan recommends the addition of sidewalks along Rice Street on both sides; and along Herndon Street, Tilden Street, Church Street, Niles Avenue and Warfield Street on one side
- Marietta Boulevard (P-16): The plan also recommends a secondary streetscape along Marietta Boulevard to include sidewalks, curbs and ramps



# RECOMMENDATIONS

## HUFF DESIGN

This quickly transforming area in the northern part of the study area contains a mix of industrial/warehousing uses, destination retail, new mixed use development, and a small residential pocket in the historic neighborhood of Blandtown. Surrounding industrial uses have encroached on the 1920s wooden mill houses in the neighborhood so that today less than a dozen households, many in a deteriorated physical condition, remain.

The challenges facing the Huff Design area stem mainly from the diverse mix of activities in the area, which produce truck traffic, very poor pedestrian access, and land use incompatibilities.

The specific projects below are intended to enhance both the vehicular and pedestrian accessibility of the area, reestablish a healthy residential fabric along the corridor, and create a more coherent neighborhood identity through open space opportunities. Specific projects are identified on Figures 22 through 26 on pages 116 to 120 in the Action Plan section of the report.



DESTINATION RETAIL IN THE HUFF DESIGN AREA



MOST OF THE HUFF DESIGN AREA LACKS  
ADEQUATE PEDESTRIAN FACILITIES

# RECOMMENDATIONS

## Land Use

Land use in the area should continue to be mixed, with an emphasis on destination interior-design-oriented retail, some industry, flex office space, and new housing within the Blandtown area. The Overall Implementation section contains more detailed information on the land use and zoning strategy for this area.

## Nodes

**Marietta Boulevard and Elaine:** This secondary node acts as the gateway into the Huff Design area and would feature neighborhood retail and medium density residential combined with an open space feature. A 186-unit loft-townhouse development with planned retail space currently under construction will anchor this node and likely spur additional growth.

## Open Space

The plan identifies the following open space opportunities for the area:

- Hemphill Waterworks Park (OS-1): This project promotes a rare opportunity to recapture public open space surrounding water from an existing institutional use. Recommended elements would include moving the existing fence closer to the reservoirs to allow some public access to the open space and installation of amenities such as paths, picnic benches, and picnic shelters. Of course implementation of the project requires consultation with the City's Watershed Management Department to ensure that public access does not compromise water supply safety.
- Huff Road Plaza (Project OS-5): A small plaza at the intersection of Huff Road and Ernest Street; the site is currently a narrow unused strip of land, but could serve as a strong gateway for the Huff area



THE HISTORIC WATERWORKS



OPEN SPACE OPPORTUNITY AT MARIETTA BOULEVARD AND ERNEST STREET



# RECOMMENDATIONS



- Huff Road and Marietta Boulevard Park (Project OS-6): A neighborhood park on the strip of land south of Elaine Street at its intersection with Marietta Boulevard; the site is currently undeveloped and would be adjacent amenity for to a residential project under construction.
- Additionally, the plan recommends an east-west greenway link (Project P-19) running along the Georgia Power easement corridor north of Culpepper Street from Ellsworth Industrial Boulevard to the rail line and crossing through the Blandtown area

## Pedestrian Amenities

The plan recommends the following pedestrian infrastructure for the Huff Design area to support increased residential use in the Blandtown area and better access to emerging detail retail opportunities.

- Blandtown Sidewalks (Project P-10): The Huff Design area has very limited infrastructure to support safe pedestrian circulation. To enhance connectivity within the area, the plan recommends the addition of sidewalks on one side of the street along Fairmont Street, Booth Avenue, English Street and Boyd Avenue.
- Blandtown Crossing (Project X-12): to include striping, ramps, and signalization
- Huff Road Streetscape (Project P-12): A safe, comfortable pedestrian zone along Huff Road can help to establish a long-term identity for the area as a “park-once” retail destination, where shoppers can circulate among showrooms and warehouses. The plan, therefore, recommends a secondary streetscape with sidewalks, curbs, ramps, and street furniture along the Huff Road corridor.



HUFF ROAD CURRENTLY LACKS ANY PEDESTRIAN ORIENTED FEATURES

# RECOMMENDATIONS

## Transportation

The roadway improvements and new roadway links below are intended to refine internal and external access for an area currently dominated by large, industrial parcels and separated by rail on the south. The projects refine the irregular street grid within the area and create additional access from other character areas to the Huff Design area. Corridor and capacity improvements also address the deficient physical condition of Huff Road. As shown in the Community Profile, Huff Road currently functions as an observed truck route. To minimize conflicts with the emerging mixed use pattern of the corridor, the plan recommends that trucks adhere to designated state truck routes and seek feasible alternatives to east-west movement along Huff Road, such as Hollowell Parkway to Marietta Boulevard.

- Bishop Street and Howell Mill Road Intersection Improvement (Project I-1): to include geometric improvement and a signal study
- Huff Road Corridor (Project IR-4): capacity improvements along the corridor east of Marietta Boulevard
- Menlo Drive Extension (Project NR-3): an extension of Menlo Drive to Huff Road, forming a two-lane loop roadway with sidewalks
- Trabert Avenue (Project NR-4): reconnection of Trabert Avenue around Waterworks to create a two-lane roadway with sidewalks
- Knight Park/Huff Road Connector (Project NR-6): southward extension of Fairmont Avenue as a two-lane bridge with sidewalks across the rail corridor to Church Street
- Marietta Boulevard (Project NR-7): a new east-west link from Marietta Boulevard to Ellsworth Industrial Drive and bordering the south side of the proposed open space along Elaine
- Fairmont Avenue (Project NR-8): a new east-west link from Fairmont Avenue to the south end of Huber



ADEQUATE AND WELL MAINTAINED ROADWAY DRAINAGE IS AN ISSUE ALONG SEVERAL MAJOR CORRIDORS



# RECOMMENDATIONS

## EMPLOYMENT

As the economic hub of the Upper Westside, the Employment area is a mix of industrial activity, ranging from large, stable users such as the Fulton County Correctional Facility, ADM, MeadWestvaco and Georgia Power to marginal small scale uses, such as junkyards. The area also includes alternative office space within the restored Puritan Mill soap factory building.

The presence of these larger scale and internally oriented land uses in the “industrial triangle” of the Employment area creates a disconnected and uninviting public realm and generates truck traffic and other compatibility issues with adjoining non-industrial activities.

To accommodate the critical industrial operations of the Upper Westside, reinforce a friendlier public realm, and promote better buffering between industrial and non-industrial activities, the plan recommends the open space/connectivity and transportation projects below. Specific projects are identified on Figures 22 through 26 on pages 116 to 120 in the Action Plan section of the report.

## Land Use

The land use strategy for the area should continue to emphasize industrial activity combined with flexible mixed use, office, and live-work spaces. The emphasis on live-work space is an excellent opportunity for placing workforce housing near the study area’s major job-generators. The Overall Implementation section contains more detailed information on the land use and zoning strategy for this area.

## Nodes

**West Marietta and Joseph Lowery Boulevard:** This secondary, lower intensity mixed use node acts as a key gateway to and from the Employment area and a physical link to the King Plow Arts Center and the western portion of the study area.



ACTIVITY NODE AT WEST MARIETTA AND JOSEPH LOWERY BOULEVARD

# RECOMMENDATIONS

## Open Space

Given the presence of large scale uses in this area, the open space strategy promotes opportunities for plazas or green space on existing sites and public space along the main corridor.

- Lowery Boulevard Park (Project OS-8): conversion of current, unimproved surface parking on a parcel adjacent to Puritan Mill into a four-acre park for the community



OPPORTUNITY TO REGAIN OPEN SPACE  
FROM MARGINAL USES IN KEY AREAS

## Pedestrian Amenities

Streetscape features along the main corridor of the Employment area are intended to support additional mixed use activity.

- Lowery Streetscape (Project P-14): a primary streetscape along the length of the Lowery Boulevard Corridor to include sidewalks, street furniture and lighting, curbs, ramps and street trees
- Jefferson Street Bike Path (Project P-20): an on-street bike path designated by signs and striping.

## Transportation

Transportation improvements for the area include the following projects to enhance access among the area's large parcels and increase the safety and function of the main corridor.

- Lowery Boulevard Corridor (Project IR-3): roadway and drainage system improvements along the corridor between Jefferson Street and Donald Lee Hollowell Parkway
- Jefferson-Marietta Connector (Project NR-5): a new north-south two lane roadway running north from Jefferson Street to connect with West Marietta Street



LOWERY BOULEVARD CORRIDOR NEEDS IMPROVEMENTS



# RECOMMENDATIONS

## ENGLISH AVENUE NORTH

This area south of Jefferson Street and the Employment area is a mixture of generally small scale industrial activity and encroached residential pockets. Low intensity strip commercial uses dominate Donald Lee Hollowell Parkway on its southern boundary. The area suffers from physical blight, vacant and underused lots, and uses incompatible with remaining houses.

The general land use, open space/connectivity, and transportation projects identified below are intended to accommodate some industrial activity, reestablish viable residential uses in proximity to the jobs-rich Employment area, and encourage a more neighborhood and pedestrian friendly environment along Donald Lee Hollowell Parkway. Specific projects are identified on Figures 22 through 26 on pages 116 to 120 in the Action Plan section of the report.

### Land Use

The land use strategy should encourage flexible mixed use spaces, especially live-work units, integrated with denser housing, and neighborhood-serving commercial uses on Donald Lee Hollowell Parkway. Commercial should concentrate at key nodes, such as the intersection of Lowery and Donald Lee Hollowell Parkway, to reverse the spread of strip commercial along the corridor. The Overall Implementation section contains more detailed information on the land use and zoning strategy for this area.



LIVE-WORK UNITS ARE PARTICULARLY SUITED TO THE ENGLISH AVENUE NORTH AREA

# RECOMMENDATIONS

## Nodes

**Donald Lee Hollowell Parkway and Marietta Boulevard:** This primary node in proximity to the Bankhead MARTA Station is envisioned as a higher intensity mixed use transit node, offering medium density residential and retail uses.

**Joseph Lowery Boulevard and Donald Lee Hollowell Parkway:** This secondary node is a gateway into the English Avenue North and the Employment area and intended to anchor pedestrian scale commercial that serves the existing English Avenue community.

**Northside Drive and Donald Lee Hollowell Parkway:** This primary node would support higher density, mixed use activity. As one of the most visible convergence points within the study area it could also anchor a signature public space or orienting feature for the Upper Westside.

## Open Space

The plan recommends the following open space opportunity:

- English Avenue North Park (Project OS-2): acquisition of a 1.5-acre vacant parcel at Paines Avenue and Wheeler Street in English Avenue North neighborhood



OPEN SPACE OPPORTUNITY IN ENGLISH AVENUE NORTH



# RECOMMENDATIONS

## Pedestrian Amenities

The recommended pedestrian facilities below would support live/work and mixed use spaces and street-front retail proposed for this area.

- ☐ Jefferson Street Sidewalks (Project P-11): sidewalks along both sides of Jefferson Street
- ☐ Jefferson Street Bike Path (Project P-20): on-street bike lane including strip and signs along Jefferson Street
- ☐ Donald Lee Hollowell Parkway and Northside Drive Crossing (Project X-6): to include striping, ramps and signalization
- ☐ Donald Lee Hollowell Parkway and Lowery Boulevard Crossing (Project X-13): to include striping, ramps and signalization
- ☐ Donald Lee Hollowell Parkway and English Avenue Crossing (Project X-14): to include striping, ramps and signalization
- ☐ Donald Lee Hollowell Parkway Streetscape (Project P-3): sidewalks, street furniture and lighting, curbs, ramps and street trees along the length of the corridor from Northside Drive to Marietta Street
- ☐ English Avenue North-GWCC Greenway (Project P-13): concrete multi-use path along rail corridor with entrances, boundary fencing, lighting and signs.



IMPROVEMENTS TO THE DONALD LEE HOLLOWELL PARKWAY STREETScape SHOULD HELP SPARK REDEVELOPMENT

## Transportation

The LCI recommends the following transportation improvements for the area to address identified safety issues.

- ☐ Donald Lee Hollowell Parkway and Joseph Lowery Boulevard (Project I-3): to include geometric improvements and utility pole relocation
- ☐ Donald Lee Hollowell Parkway Corridor (Project IR-1): capacity improvement and geometric improvements along Donald Lee Hollowell Parkway from the railroad track going east to Northside Drive
- ☐ Donald Lee Hollowell Parkway Corridor (Project IR-2): roadway capacity and drainage system improvements along Donald Lee Hollowell Parkway between Marietta Boulevard and Joseph Lowery Boulevard

# RECOMMENDATIONS

## ANTIOCH

Antioch includes a mix of stable institutional uses, such as the church after which the area is named, existing single-family housing, new multi-family residential uses, and marginal industrial and commercial space, particularly along Northside Drive. The area suffers from pockets of physical blight, vacant and underused parcels, and poor connectivity due to the auto-dominated character of Northside Drive.

The general land use and pedestrian projects identified below are intended to promote mixed use redevelopment activity and a more neighborhood oriented environment along Northside Drive. Specific projects are identified on Figures 22 through 26 on pages 116 to 120 in the Action Plan section of the report.

### Land Use

The land use strategy should encourage denser mixed use redevelopment linked to street-oriented commercial uses on Northside Drive. The land use pattern should punctuate the corridor by grouping higher intensity at key intersections. The Overall Implementation section contains more detailed information on the land use and zoning strategy for this area.

### Pedestrian Amenities

The plan recommends the following pedestrian amenities to improve east-west connectivity between the Antioch area and Georgia Tech/Northyards.

- ☐ Northside Drive & North Avenue Street Crossing (Project X-15): to include striping, ramps, and signalization
- ☐ Northside Drive & Kennedy Street Crossing (Project X-17): to include striping, ramps, and signalization



NEW MULTIFAMILY REDEVELOPMENT WILL HELP STABILIZE THE ANTIOCH AREA



# RECOMMENDATIONS

## ARTS/EDUCATION/RESEARCH

This area includes commercial activity along Northside Drive, but is primarily dominated by the larger scale office and institutional uses associated with Georgia Tech, Coca-Cola, and Northyards Business Park.

The general land use, urban design and pedestrian strategies identified below are intended to promote a more pedestrian friendly mixed use environment and stronger physical links between the Georgia Tech campus and the Upper Westside. Specific projects are identified Open space, connectivity, transit and transportation projects are shown on Figures 22 through 26 on pages 116 to 120 in the Action Plan section of the report.



GEORGIA TECH'S NORTH AVENUE RESEARCH AREA WILL BRING SIGNIFICANT HIGH TECH ACTIVITY TO THE UPPER WESTSIDE

### Land Use

The land use pattern will continue to accommodate institutional and office uses, but should also emphasize a stronger orientation toward the public realm by large users and the addition of supporting retail and possibly live-work spaces. The Overall Implementation section contains more detailed information on the land use and zoning strategy for this area.

### Urban Design

Design guidelines should emphasize modern/post-industrial buildings that express both their technology and research functions and the

industrial roots of the surroundings. The Area Specific Implementation sections contains detail on proposed urban design guidelines.

### Pedestrian Amenities

The following pedestrian amenity is identified to promote stronger access to existing office/institutional uses and to support street-oriented infill uses, such as restaurants and retail.

- ☐ North Avenue and Northyards Street Crossing (Project X-18): to include striping, ramps, and signalization

# RECOMMENDATIONS



## DOWNTOWN

This area at the very southern tip of the study area is currently a mix of retail, office, and parking, along with the Atlanta Housing Authority property—Herndon Homes. Portions of Herndon Homes have been razed to create parking and an additional redevelopment site adjacent to Northyards Business Park. As a result, housing on the site is physically isolated from supporting retail uses.

The general land use and connectivity projects identified below are intended to promote an intense mix of living and shopping experiences that complement Downtown and enhance links between the Upper Westside and major cultural and entertainment uses to the south. Specific projects are identified on Figures 22 through 26 on pages 116 to 120 in the Action Plan section of the report.

## Land Use

The land use emphasis for this area focuses on a highly urban, dense and mixed use environment that serves as a transition from the convention and tourist attractions of Downtown to the Upper Westside. The Overall Implementation section contains more detailed information on the land use and zoning strategy for this area.

## Nodes

**Marietta Street and Simpson Street:** This primary node is envisioned as a high intensity mix of entertainment, tourism activities, and housing along with a gateway feature.

## Pedestrian Amenities

The following pedestrian facility is recommended for the area to enhance access to possible transit opportunities and to accommodate the intensity of use proposed for this area.

- ☐ Marietta Street and Simpson Street Crossing (Project X-7): to include striping, ramps, and signalization



# RECOMMENDATIONS

## TRANSIT OPPORTUNITIES

The Upper Westside area's trend toward denser, mixed use development and an increasing residential base along with its proximity to major employers and institutions makes the study area an excellent link within regional transit networks. The specific transit options identified below are shown on the Transit Opportunities Figure 24 in the Implementation section.



NEW AND IMPROVED TRANSIT SERVICE WILL COMPLEMENT THE UPPER WESTSIDE'S GROWING ROLE AS AN ACTIVITY CENTER

Also shown on Figure 24 are major trip generators identified during study area observation of land uses and development patterns. These transit generators are areas that can produce potential ridership based on employment and population density. The six existing transit generators in and around the Upper Westside are: Centennial Place, Georgia Tech, Home Park, Atlantic Station, the Howell Station and Knight Park neighborhood and the industrial/warehouse area north of Jefferson Street, which includes Georgia Power. These areas should be considered in detail as future transit programs are implemented to ensure that sufficient jobs and housing densities support proposed transit corridors.

## ATLANTA BELTLINE

The Upper Westside LCI strongly supports the Beltline as an opportunity to energize abandoned and underused areas along industrial corridors, link some of the region's premier arts and cultural institutions, and recapture greenways and recreational amenities in an urban context.

As shown on Figure 24 - Transit Opportunities, the plan identifies two preferred possible Beltline transit alignments through the Upper Westside.

- ☐ Herndon alignment: would travel along the western edge of the Howell Station and Knight Park neighborhood, connect with the King Plow Arts Center, and then continue north through Blandtown
- ☐ Marietta Boulevard alignment: a second preferred transit option is for the Beltline to run along Marietta Boulevard and then turn east along Huff Road before continuing north through Blandtown

Selection of the preferred alignments is based on consultation with area stakeholders and an effort to achieve the Beltline objectives of green space connections and revitalization of industrial areas, while minimizing disruption of industrial uses within the study area. This plan also identifies a separate Beltline greenway running along Lowery Boulevard.

# RECOMMENDATIONS

## MARTA-C LOOP

As shown on the Transit Opportunities Figure 24, the plan identified a preferred MARTA C-Loop/Inner Core alternative that runs parallel to Northside Drive. This corridor represents a strong opportunity to integrate the mixed use developments, major employers, and large cultural and education institutions of the study area within a regional transit network.

## OTHER TRANSIT OPPORTUNITIES

As additional transit options, such as rail or rapid bus emerge, the plan recommends that the following corridors be considered as future links in regional transportation networks. These corridors provide strong access to existing transit and roadway systems and other established Activity Centers and can accommodate the denser, mixed use land patterns necessary to support efficient multi-modal transportation.

- ☐ Marietta Boulevard/West Marietta Street route traveling north to connect with the Moores Mill/Bolton Road LCI area and into Cobb County; this recommendations supports the findings of the Northwest Connectivity Study
- ☐ Donald Lee Hollowell Parkway route traveling west to the Bankhead MARTA Station and continuing west along the corridor to I-285



MAJOR CORRIDORS SUCH AS DONALD LEE HOLLOWELL PRESENT AN OPPORTUNITY FOR FUTURE TRANSIT LINES



# RECOMMENDATIONS

## GREENWAY OPPORTUNITIES

The plan identifies three greenway projects intended to create open space/walking opportunities and to connect several key uses within the Upper Westside. The greenway projects are identified on Figure 23.

- Beltline Greenway (Project P-17): While running through the Upper Westside, this greenway would travel north along Joseph Lowery Boulevard before continuing over a bridge through Blandtown. This bridge can be part of the Knight Park/Howell Station – Huff Road connector roadway project (Project NR-6). The greenway would consist of a concrete path at least 10 feet wide with lighting and signage to indicate that this segment is part of the larger Beltline Greenway. Intersection improvements will increase safety at vehicular intersections.
- Maddox Park - English Avenue North – Georgia World Congress Center Greenway (Project P-13): This greenway will run along inactive portions of the CSX rail line from the southern portion of the study area near Antioch and continue north through English Avenue north before connecting to Maddox Park in the south. This greenway will be a 12 foot wide, concrete multi-use path with lighting, landscaping, signage, and intersection improvements.
- Marietta Boulevard Greenway (Project P-18): This greenway is intended as a possible recreational/walking opportunity and a buffer for residential uses. The Marietta Boulevard greenway would run north-south, connecting Maddox Park to recreational/open space opportunities in the northern portion of the study area. The Marietta Boulevard Greenway is also an alternate route for the planned Beltline Greenway through the Upper Westside. Further planning is required to determine the feasible width, design, and uses of this greenway.



MARIETTA BOULEVARD GREENWAY COULD MAKE USE OF  
LARGE, UNUSED SHOULDER AREAS

# RECOMMENDATIONS

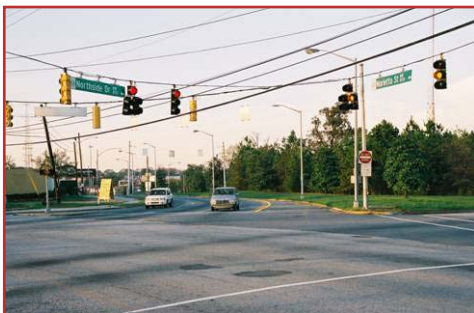
## OTHER CONCEPTS

### NORTHSIDE OPEN SPACE CONCEPT

During the planning process, stakeholders have consistently identified the intersection of Howell Mill Road/Marietta Street/Northside Drive as a critical convergence of main corridors and a highly visible gateway into the study area. To emphasize the special role of this intersection as an organizing feature of the Upper Westside, the LCI recommends that future improvements along Northside Drive include creation of a green space and a distinctive orientation element such as a sign or piece of public art in this area.

As articulated in the LCI process, the Northside open space concept does not establish specific design details for this intersection because the City is currently studying roadway alignment, access, traffic flow, and land use options along this corridor. The purpose of this recommendation therefore is to promote basic goals for the improvement of the intersection that will then flow seamlessly and consistently into the findings of ongoing studies for Northside Drive. The Upper Westside LCI promotes a vision for the intersection of Howell Mill/Marietta/Northside that balances a variety of stakeholder interests including the following:

- ☐ To create an orientation feature and visible gateway for a study area that otherwise lacks a coherent urban design.
- ☐ To create a structured, contiguous, usable open space of approximately two to three acres in size that adds to the limited green space amenities of the Upper Westside.
- ☐ To act as a catalyst for redevelopment opportunities in the southern portion of the study area and a focal point around which future density may be organized.
- ☐ To enhance the safe functioning of the Northside Drive and Marietta Street intersection and to improve motorist orientation.
- ☐ To form a physical link to Georgia Tech, including the linear greenways and “Eco-Commons” stormwater management open spaces proposed as part of the Georgia Tech Campus Master Plan 2004 update and to accommodate the expansion of space for campus athletic activities.



LAND BETWEEN TWO HALVES OF NORTHSIDE PRESENTS AN OPEN SPACE OPPORTUNITY

- ☐ To provide for the safe, regular flow of vehicular traffic along Northside Drive when it functions as an urban boulevard.
- ☐ To establish a convenient stop for proposed transit routes along the Northside Drive corridor.
- ☐ To maintain adequate vehicular flow along existing commercial storefronts and to minimize disruption to existing businesses.

It should be noted that the Northside Drive open space concept will undergo further analysis and coordination as part of the Northside Drive corridor study.



# ACTION PLAN

## ACTION PLAN

The previous sections of this report identified a variety of specific projects to enhance the open space, connectivity, public realm and mobility features of character areas within the Upper Westside. The action plan that follows lays out a series of policies and steps to realize the vision articulated so strongly by community stakeholders.

The plan that follows includes: an overall implementation strategy that focuses on general regulatory and redevelopment strategies; area specific implementation that emphasizes project approaches geared toward the individual design features and land use functions for character areas within the Upper Westside; and a detailed project implementation table and corresponding graphics that include information on recommended project location, description, cost, possible funding sources, and responsible implementation entities.



ACTIVE LIGHT INDUSTRIAL USES ARE PART OF THE ECONOMY OF THE UPPER WESTSIDE AND SHOULD BE PRESERVED

# ACTION PLAN

## OVERALL IMPLEMENTATION STRATEGIES

The strategies that follow set the framework for change and redevelopment throughout the entire study area and emphasize several key themes for the Upper Westside.

## MAINTAIN LAND USE FLEXIBILITY FOR REDEVELOPMENT

The regeneration of the Upper Westside is already evident throughout much of the study area. It is critical that any policies adopted during implementation sustain this momentum and provide flexibility for creative, quality development that combines housing, work space, recreation, and retail functions both within existing industrial structures and as part of new projects.

To set the stage for quality growth with the study area, the plan proposes land use and zoning strategies shown below with an emphasis on the Quality of Life Zoning categories and the following goals:

- ☐ Encourage mixed use activity throughout much of the Upper Westside
- ☐ Add residential opportunities in proximity to job generators
- ☐ Retain a base of critical industrial operations
- ☐ Protect or reestablish healthy residential pockets
- ☐ Promote street oriented retail along corridors and discourage big box and strip retail development
- ☐ Permit appropriate scale and encourage a transition of intensity to protect smaller scale uses from larger users

Figure 20 shows general land use categories proposed in the study area. The zoning proposed in Figure 21 is intended as a preliminary framework for addressing zoning issues in the Upper Westside. Rezoning, particularly for an area as large and diverse as the Upper Westside, is a complex process that will require additional feedback from and collaboration with local stakeholders. This is a draft version from which we will begin. During the implementation phase of the plan, the City will continue to ensure opportunities for consultation with affected interests on zoning issues. Generally, the plan recommends using the City of Atlanta Quality of Life (QOL) zoning code for most of the study area. To better support the vision and goals established by the community, the plan recommends the following revisions to the existing QOL zoning categories before the recommended rezoning takes place.



NEW LAND USE REGULATIONS WILL PROMOTE STREET ORIENTED ACTIVITY





# ACTION PLAN

**MRC-1:** Currently, this mixed-residential commercial district allows 0.696 for residential FAR and 1 for non-residential FAR. The City intends to increase the non-residential FAR of this zoning category to 1.5, thereby allowing higher density non-residential development.

**MRC-2:** Currently, this district allows a 3.196 total FAR with a FAR of 0.696 for the residential component. The City plans to increase the residential FAR to 1.5 for this district to allow greater intensity of residential uses.

**MRC-3-C:** Currently, the MRC-3 district has a 3.2 residential FAR and 4.0 non-residential FAR. Adding the following conditions the zoning prevents the development of exclusively commercial districts under this category and better serves the land use goals:

- ☐ Non-residential uses, not including live-work and office spaces, are limited to the first 2 stories.
- ☐ Sizes of individual retail, restaurant, repair or commercial recreation establishments, and clubs and lodges, shall not exceed 15,000 square feet along arterials and collector streets, such as Northside Drive, Howell Mill Road, 10<sup>th</sup> Street and 14<sup>th</sup> Street, and 10,000 square feet elsewhere.

**LW:** Currently, the live work district has relatively low residential (0.696) and non-residential (0.5) FAR, which cannot meet the area's needs for higher density live-work development. Also, the current district imposes other limits such as the location and operating hours of certain uses, building setback and parking. To promote more live-work options, the City proposes to add another live-work zoning category, which allows for denser (3-3.5 FAR) and more flexible development.

**MR-3, MR-4-B, MR-5-B:** These multifamily residential districts allow 0.696, 1.49 and 3.2 FAR, respectively. These districts also allow commercial development with no more than 5 percent of the total development.

Please see **Appendix H** for additional detail on elements of the proposed Quality of Life Zoning Districts.

FIGURE 20 – PROPOSED LAND USE

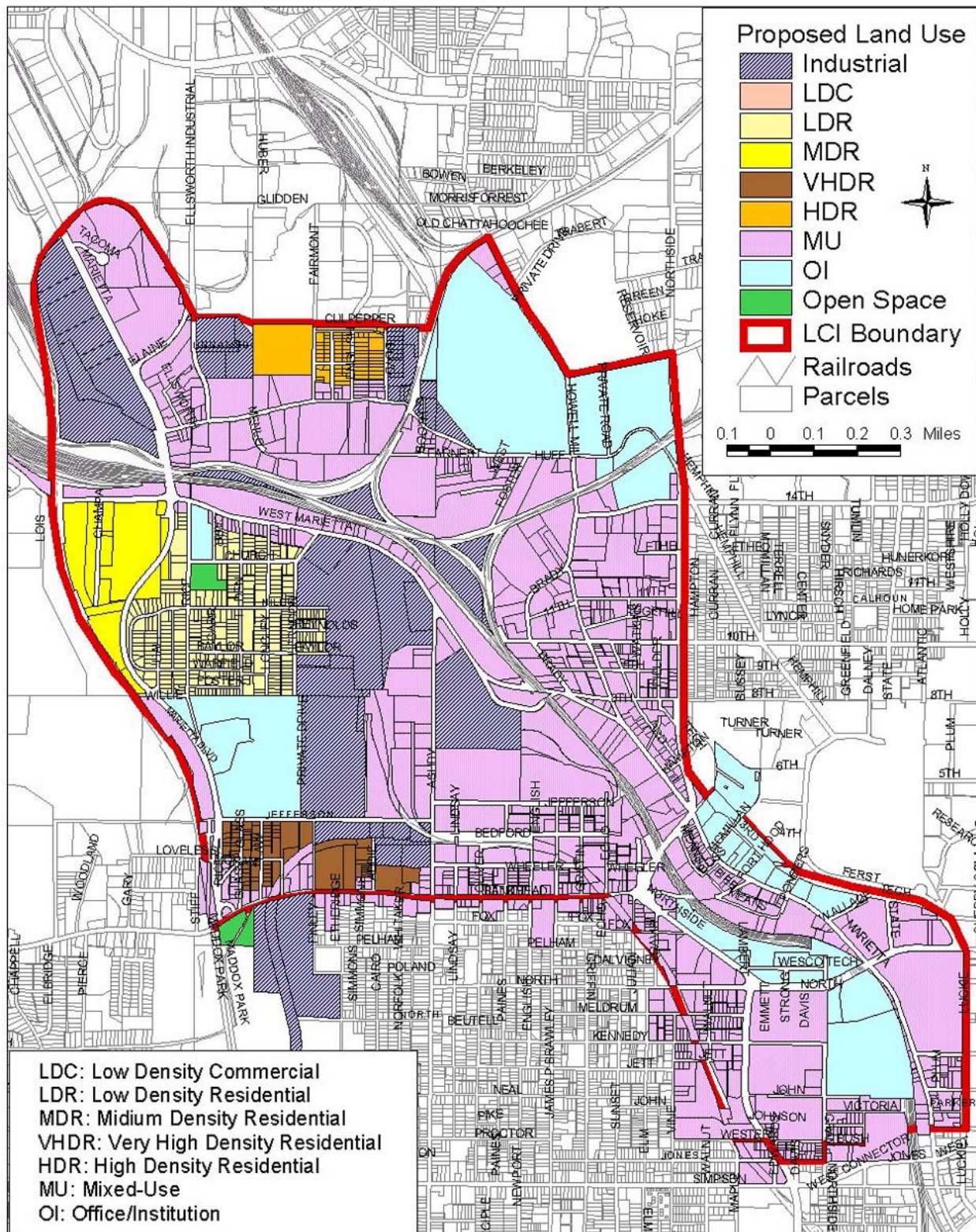
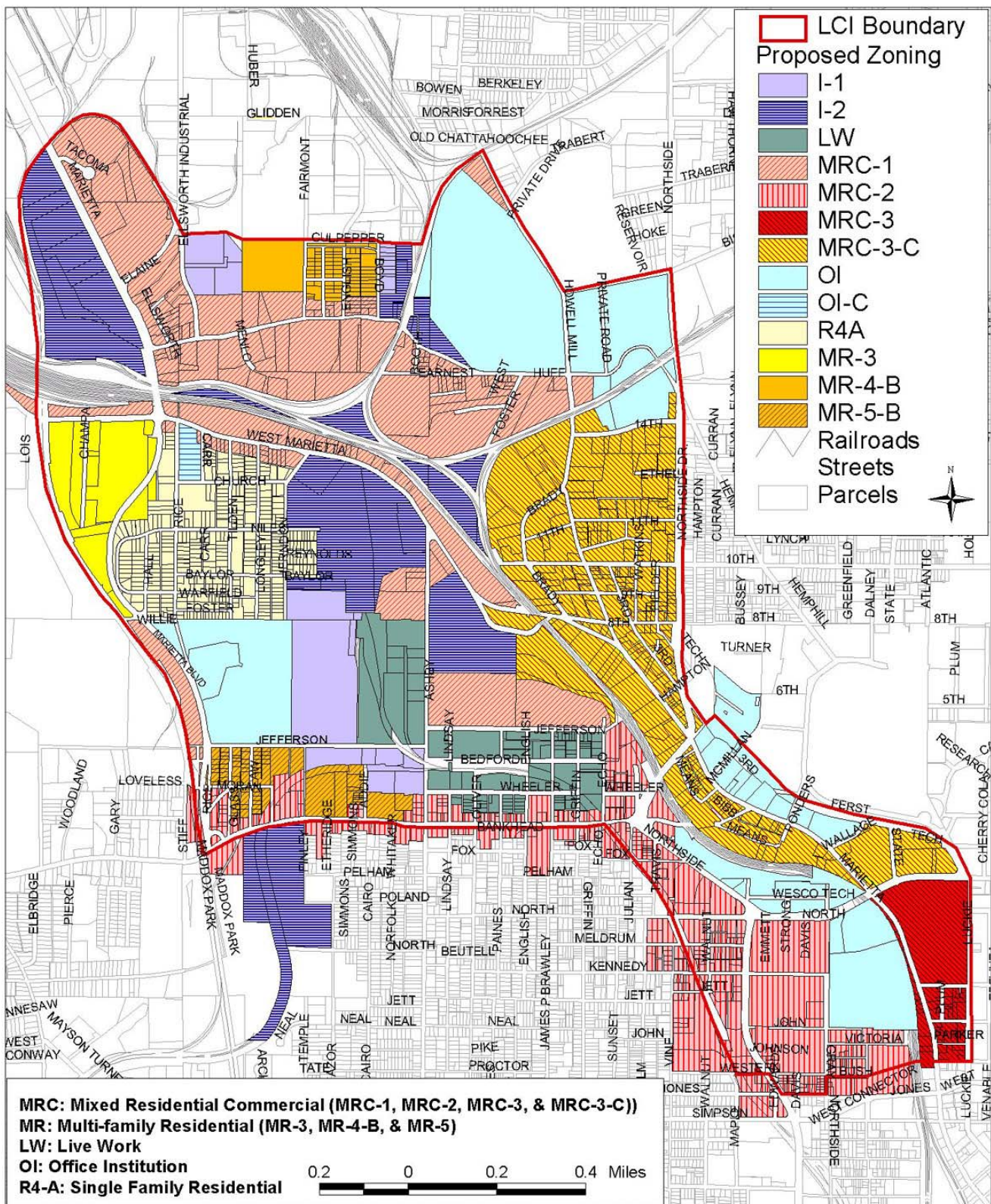




FIGURE 21 – PROPOSED ZONING





# ACTION PLAN

## MAINTAIN DIVERSITY

The Upper Westside is a dynamic area because of the current mix of long-time residents, new residents, students, artists, social service agencies, and small businesses throughout the area. Implementation should, therefore, emphasize approaches that promote workforce and lifecycle housing opportunities that can accommodate people of various ages and incomes and the retention of smaller scale non-profit and business uses.

Overall implementation strategies can include:

- ☐ Creating a publication to make seniors aware of existing property tax break and housing rehabilitation programs with contact information about how to take advantage of available assistance.
- ☐ Working with large employers to create incentive programs for lower-income employees to encourage the purchase of homes in nearby neighborhoods, thus strengthening neighborhood revitalization and home ownership.
- ☐ Exploring opportunities to grant both current and future small businesses funding to assist with screening, site design and façade improvements so that businesses can physically integrate with a revitalized street front.
- ☐ Establishing a Community Development Corporation (CDC) that supports local business retention and growth and capitalizes on the unique market characteristics of the area by emphasizing affordable working and living space for artists. For example, the CDC would develop live/work studio projects for low-income artists with arts-related gallery and work spaces on the first floor to reinforce revitalization along the streets. Existing local businesses could also tap into CDC funds to facilitate building and site improvements.
- ☐ Promoting affordable housing bonuses through regulation, such as the City's Quality of Life Zoning Districts.
- ☐ Providing incentives for the inclusion of non-profit and social service agencies as tenants in mixed use projects.



INDUSTRIAL LAND USES ARE PART OF THE UPPER WESTSIDE'S DIVERSE LAND USE MIX



# ACTION PLAN

## ENHANCE THE PUBLIC REALM

Though the Upper Westside is quickly transforming itself, the area still lags in the quality of its public and community spaces. The area lacks many of the “third places” – not places to live or work, but places for people to gather and the places from which an area draws its identity. Large industrial and institutional uses that often turn away from the street further exacerbate the absence of unifying spaces. The result is a disorienting and physically disconnected area that cannot as yet sustain an active, urban street life.



Implementation strategies, therefore, should put a premium on developing the open spaces, streetscapes, and parks, particularly along key corridors, such as Marietta Street, Howell Mill Road, Northside Drive and Donald Lee Hollowell Parkway that create the places where people can interact.

Also, critical to this area is a coordinated system of wayfinding elements, such as signs or public art, that can direct visitors to places of interest throughout the study area. Orientation features are especially critical at the nodes identified as part of the plan.

## LEVERAGE INVESTMENT WITH EXISTING PROGRAMS

The City of Atlanta has targeted portions of the Upper Westside, particularly its southern portions, as a high priority for economic revitalization. As a result, a variety of development programs are available to support qualified investment opportunities. Examples of available tools include:

- ☐ Renewal Communities
- ☐ The Westside Tax Allocation District
- ☐ Urban Enterprise Zones



WAYFINDING SIGNS SHOULD ALSO REFLECT THE POST INDUSTRIAL LOOK OF THE AREA

The Issues and Opportunities section contains maps and information on the Community Renewal Program and the Tax Allocation District. The Urban Enterprise Zone is a designated district within an economically challenged area where the City of Atlanta and Fulton County may abate ad valorem taxes on new development and rehabilitation and also waive associated development impact fees to encourage private investment. Several projects within the Upper Westside have used the Urban Enterprise Zone designation. The City of Atlanta and the Atlanta Development Authority also have a variety of programs to encourage the rehabilitation and development of workforce housing.

# ACTION PLAN

## ESTABLISH PARTNERSHIPS

The Upper Westside is fortunate to have many strong and active advocates to advance the revitalization process, including The Marietta Street Artery Association, The Home Park Community Improvements Association, The Northside Business Group, The Bethursday Development Corporation, and The English Avenue Development Corporation. These community interests have joined during the LCI planning effort to articulate a vision for the Upper Westside and an effective implementation strategy must emphasize their continued collaboration toward their inter-related goals.

A critical component of implementation will also be the link between community-based groups and the many institutional and private sector interests in the study area. Community groups should continue dialogue with the institutional and private stakeholders that have been engaged in this process and strive toward public/private partnerships to fund and implement initiatives, such as employer assisted workforce housing and major public realm improvements.

In addition to support from the private sector, the community can partner with a variety of public entities to put their vision to work, including the City of Atlanta, MARTA, the Atlanta Housing Authority, and the Atlanta Development Authority.





# ACTION PLAN

## PROMOTE ENVIRONMENTAL SUSTAINABILITY

Many residents and businesses in the Upper Westside are involved in creative endeavors and the adjacency to educational institutions provides this area with a young and intelligent clientele seeking diversity and innovation in their choice of inhabitable structures.

As such, developers should be aware of the LEED (Leadership in Environmental Design) certification system for construction. A LEED certification is both marketable and demonstrates an efficient use of finite resources and materials. The LEED scoring system addresses issues such as remediation of existing contaminated sites, the reduction of light bleed, reduction of the Heat-Island affects, water conservation, and the development and support of alternative means of transportation. Appendix D contains an example of a LEED qualifying development project in the Upper Westside area.

Wastewater treatment capacity is also a critical environmental issue for the Upper Westside. The study area falls into two City of Atlanta Sewer basins. The area to the southwest of Marietta Street/Norfolk Southern railroad corridor is within the Proctor Creek Basin, and the area to the Northeast is part of Peachtree Creek Basin. Currently, the area in Proctor Creek Basin and on the north side of Hollowell Parkway has limited sewer capacity, which means that development requires conditional permits.

The City of Atlanta will coordinate with the Department of Watershed, Planning and developers to improve the sewer system based on priorities for the City and a determination of the best means for accommodating new development. The Department of Watershed will also consider partnerships with developers to enhance sewer capacity.

The City should also support sustainable ways to reduce the burden on existing wastewater and stormwater treatment systems, by urging developers to incorporate the following elements in their projects: on-site retention through greenroofs, cistern irrigation for rainwater retention and use, rainwater use within buildings, porous paving, waterless fixtures, and covered parking areas.



REDEVELOPMENT IN THE UPPER WESTSIDE IS WELL SITUATED TO QUALIFY FOR LEED CERTIFICATION

# ACTION PLAN

## REDEVELOPMENT GUIDELINES

The following set of guidelines are intended to shape how the study area positions itself to capture potential demand for retail, residential, and office-industrial space and to propose next steps for achieving market potential. For the complete Redevelopment Guidelines, see **Appendix F**.

Clearly there is a potentially strong demand for new retail and residential development in the study area. Implementing a successful redevelopment program will pivot on the study area's ability to offer businesses, residents and customers an environment different from what they can find elsewhere in the region.

The following guiding principles should be considered throughout the redevelopment process:

**Brand the District.** The Upper Westside must perceive itself as a product and market itself to compete with other nearby business districts. Developing a brand theme upon which all other initiatives are based – e.g., logo, urban design, signage, advertising, marketing collateral, website, etc. – is a key step in the marketing process.

**Looks Count.** The study area must recreate itself as a vibrant, clean and safe business district in the eyes of prospective businesses and target markets.

**Cluster and Focus.** A critical component of retail development is the creation of a compact, unified district with complementary businesses that benefit from each other's sales, customers and markets. The study area has already established a successful cluster of home furnishings businesses and should continue to differentiate other niche markets, such as photography, graphic design, fashion or fine art. Character areas and nodes are a useful way to organize complementary businesses.



UNIQUE ARCHITECTURAL DESIGN IS MARKETABLE  
IN THE UPPER WESTSIDE - 'DIFFERENT IS GOOD'



# ACTION PLAN

**Different is Good.** The Upper Westside has the potential to set itself apart from Atlantic Station as well as area malls and shopping by attracting one-of-a-kind businesses. Unique restaurants (ethnic, gourmet/ethnic market, sidewalk cafes) and smaller, unique stores (potentially homegrown) should be the focus of business recruitment efforts.

Based on demographic characteristics of Intown and Regional Market Area residents, Tapestry data, retail spending and purchasing activity of Intown and Regional Market Area residents, community input, consideration of target markets, the supply and quality of existing retail establishments in the retail market and study area, physical constraints of the study area and retail trends, the types of specialty retail goods that would be best suited for the study area include: men's and women's apparel (trendy, vintage, locally designed), shoes, jewelry, home furnishings/accessories, florist/garden supplies, sports/outdoors supplies, architectural antiques, bookstore, gifts/cards/toys, bookstore/magazines, music, pet supplies, cosmetics and galleries specializing in a variety of artistic mediums (e.g., photography, iron welding, oil paintings, pottery, folk art, rug weaving, etc.).

The types of convenience and personal care businesses that would appeal to area residents (particularly those living within and immediately surrounding the study area) include: specialty markets (gourmet, ethnic, health, etc.), video rental, drycleaners/laundry, film processing, alterations, shoe repair, gym/yoga studio, barbers shop, day spa, mail/copy center, wine/liquor store, bike repair, and framing stores.

An additional attraction in the study area would be a Saturday morning farmers market that offers fresh/organic produce, baked goods, meats, breakfast, goods from community merchants as well as live entertainment. Farmer's markets are placemaking activities, offering customers a unique experience and would appeal to intown residents across all income ranges and age groups. With low start-up costs and virtually no competition, organizing a Saturday morning market could be an effective and manageable way to attract area shoppers.



THE 'DESTINATION RETAIL' MARKET IS LIKELY TO CONTINUE TO GROW IN THE UPPER WESTSIDE

# ACTION PLAN

**Know What the UWS Has to Offer.** One of the best strategies for recruiting developers is to be able to provide an inventory of available real estate, and better yet, be in the position to bring key properties to the table. Sites and buildings should be ranked according to their potential for redevelopment or locational importance, categorized as a short-term or long-term potential initiative and marketed via collateral specification sheets.

**Walk, Walk, Walk.** To overcome existing negative perceptions of the study area, creating a safe, pleasant and convenient atmosphere for pedestrians should be a priority redevelopment initiative.

**Value Added Recruitment.** Attracting businesses that serve the needs of nearby residents (e.g., day care, laundry/dry cleaning, bank, etc.), that hire and train neighborhood residents or are owned by nearby residents, will help to strengthen the surrounding community. Establishing a business incubator to facilitate start-up businesses owned by area residents – businesses that may remain and expand in the study area long term – is another option.

**Low Impact.** As the study area continues to build a residential base, attracting “low impact” businesses will be key.

**Safety First.** Customers and residents of new housing will need to feel safe. Security features such as alarm systems, controlled access to parking and interior areas, exterior lighting, intercoms, illumination of all areas where residents circulate and design features that discourage crime will be a requirement of new housing in the study area. Housing units that are elevated above retail and parking foster a sense of security.



ANOTHER UPPER WESTSIDE DEVELOPMENT OPPORTUNITY



# ACTION PLAN

**Get The Word Out.** Effective forms of communication include newsletters, websites that keep potential residents up-to-date on special events and organizing a speaker's bureau.

**Real Communities Work.** Offering a variety of housing options that meets the needs of varying income and age groups helps create authentic, vibrant and sustainable communities. While land prices are increasing in the study area, "deals" can still be found relative to other intown neighborhoods. As redevelopment progresses, however, land/housing prices will inevitably increase. Encouraging smaller unit size, denser development, in-law/accessory units in single family development are just some examples of ways to keep housing prices down. Housing and studio space for struggling artists could enhance the study area's image as a cultural enclave but will almost certainly require some level of subsidy.

Also, taking steps to ensure that long time residents can remain in the community – particularly seniors – as redevelopment progresses through such measures as equitable property taxes, home repair grants and debt counseling will help maintain a variety of income groups in the study area. Establishing a housing revolving loan fund to offset down payments, closing costs and renovations is one potential strategy to attract and maintain a variety of income groups.



BUSINESSES THAT SERVE THE NEEDS OF LOCAL RESIDENTS HELP BUILD COMMUNITY

# ACTION PLAN

Next steps for redevelopment of the Upper Westside should include:

- ☐ Create a brand identity for the study area to be incorporated in all marketing and development initiatives (logos, brochures, website, building design, etc.)
- ☐ Investigate possible incentives to lure artists to the community (e.g., affordable housing/studio space)
- ☐ Work to help ensure that existing residents are able to remain in the community as redevelopment progresses (e.g., home repair programs, education regarding property tax breaks for senior citizens, fair tax assessments, etc.)
- ☐ Adopt measures to maintain housing affordability (e.g., revolving loan fund, unit size restrictions, in-law/accessory units in single family development, etc.)
- ☐ Investigate feasibility of providing incubator space for entrepreneurs living in the area
- ☐ Prepare an inventory of existing sites/buildings within the core redevelopment area that includes ownership, condition, use, value of land, lease rates/terms, etc.
- ☐ Develop collateral marketing materials (i.e., CD-ROMs, market opportunity fact sheets, prospect packages, etc.) specifying potential redevelopment opportunities in the study area
- ☐ 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
- ☐ Invest in developing a website specific to the study area that communicates its identity to existing and prospective businesses, residents and customers. Train county/city staff to update site
- ☐ Enable developers and prospective businesses to access downloadable recruitment material and applications
- ☐ Institute a community wide “clean-up” program, with emphasis on high traffic areas



AREA BUSINESSES SHOULD WORK TOGETHER TO CREATE A UNIQUE BRAND IDENTITY FOR THE AREA AND MARKET THAT IDENTITY



# ACTION PLAN

## AREA-SPECIFIC IMPLEMENTATION

In addition to general implementation approaches that affect the overall area, there are four key area specific strategies that are essential to laying the foundation of the plan:

- ☐ Urban design guidelines
- ☐ Historic preservation
- ☐ Arts and high tech based economic development
- ☐ Urban Business Park Model (English Avenue North and Employment Areas)

## URBAN DESIGN GUIDELINES

The guidelines are intended for use primarily in the Marietta/Howell Main Street, Huff Design, Employment, and Education/Arts/Research character areas.

### Goal

The goal of these guidelines is to communicate with developers, community members and local officials about the distinctive built qualities of the Upper Westside and to illustrate appropriate rehabilitation and new construction practices that reinforce and integrate with the unique character of the area.



DEFINING DESIGN CHARACTERISTICS OF THE UPPER WESTSIDE  
INCLUDE INDUSTRIAL SCALE AND LARGE SCALE WINDOWS

# ACTION PLAN

## Historic Context

The Upper Westside of Atlanta was the industrial backbone of Atlanta from about 1890 to about 1940. Many railroads terminated in the west side and were lined with thriving businesses and factories. Business, commercial, warehousing, and industrial structures were very straightforward responses to accommodating their intended functions. Modest housing for workers was also interspersed throughout the area.

Historic building types in the area include:

- ☐ Factories
- ☐ Railroad structures
- ☐ Livestock and slaughter houses
- ☐ Warehousing
- ☐ Small industrial applications
- ☐ Retail
- ☐ Hotels
- ☐ Housing
- ☐ Institutional



THIS HISTORIC BUILDING DISPLAYS ART DECO INFLUENCES

Materials traditionally used have been durable and often commonplace, including:

- ☐ Brick
- ☐ Metal siding
- ☐ Stucco
- ☐ Concrete block
- ☐ Glazing

Historic building characteristics feature:

- ☐ Flat or low slope roofs
- ☐ Straightforward facades with straightforward, uncomplicated articulation of masses
- ☐ Simple, unadorned, straightforward detailing with little elaboration



HISTORIC BUILDING - BRICK, CLOSE TO THE STREET, FLAT ROOF, SIMPLE FACADE

Historic architectural styles are:

- ☐ Vernacular industrial
- ☐ Art deco
- ☐ Modern



# ACTION PLAN

Historic siting characteristics have a minimal setback from the street.

## Guidelines For Rehabilitation and New Construction

The Upper Westside is in transition from a traditional industrial and warehousing base to residential, retail, commercial and office uses. However, the defining character of the Upper Westside owes its nature to its industrial and warehousing past and adjacency to railroads. The goal of these guidelines is to help preserve this unique, evolving “post industrial” character.



ANOTHER EXAMPLE OF HISTORIC ARCHITECTURE IN THE UPPER WESTSIDE

The City of Atlanta has two tools available to enforce desired urban design character: historic district designations and zoning. The report describes historic preservation strategies in a later section. The City, over time, will rezone the Upper Westside from primarily industrial uses to the new Quality of Life mixed-use zoning. The Quality of Life districts require development to incorporate some of the minimum design elements identified below, such as massing, site planning, fencing, and fenestration. To promote adherence with additional elements that are appropriate to the specific design character of the Upper Westside, such as materials, the City would attach conditions to the rezoning of property. In the interim, the Upper Westside subscribes to the spirit of the design guidelines offered below.

Rehabilitation should respect the character of the structures of the district. New construction should not attempt to imitate the old, but should respect the historic fabric through innovation and adaptation of historic language (not mimicry). Rehabilitation and new construction should be compatible to the district with respect to the following:

## Materials

Type, color, texture and scale of materials should be durable, honest in their use, and practical in application and expression of building construction. They should reflect the character of the district as described above.

## Massing Characteristics

Relationship of the building to the surrounding buildings should be compatible with the district in terms of setback, height, and scale. Relationship of the buildings parts to each other should also be compatible with the district.

Definition and continuation of the street edge through building massing is very important. The definition of meaningful exterior space for public use space through building massing is key to the district goals.

Roofs should be flat or of low slope and, if visible, consistent with acceptable roofing materials in the district. Asphalt shingles, in particular, are not considered acceptable.

# ACTION PLAN

## Form, Fenestration

Rhythm, placement of windows and doors should be compatible with the buildings in the district. Large areas of glazing are desirable.



AN EXAMPLE OF COMPATIBLE NEW CONSTRUCTION

## Architectural Details

Architectural elements such as cornices, lintels, sills, storefronts and masonry patterns should be compatible with the surrounding area.

## Landscaping

Landscaping concepts for the district is in a process of evolution. Lack of landscaping has been the historic norm. A spare approach to landscaping with a focus on hardscapes remains desirable. However, the district seeks order in all street features and amenities and recommends burial of utilities along street frontages.

## Site Planning

Parking should preferably be located behind or below buildings and buildings should come toward the sidewalk in order to help establish a street edge. Parking decks should be internal to projects and should have minimal street facades. If parking decks have significant street exposure, then the ground floor should be organized to allow office or retail uses adjacent to the street.

The plan strongly encourages creation of accessible, public open space. Even small areas can serve as a major amenity for the community.

## Corridors

Main corridors are envisioned as mixed use urban boulevards that support pedestrian and street-level activity with an uncluttered, attractive public streetscape.

## Visibility

Provide increased visibility (into and out of occupied spaces at the street frontages). “Eyes on the street” increases safety for pedestrians and the quality of pedestrian routes through the district. Programmatic uses should be located in the front of the building during a majority of the day.



# ACTION PLAN

## Planning Philosophy

The Upper Westside has seen many changes and is likely to see many more, so an adaptability of buildings and sites to changes in uses is considered desirable.

Minimize curb to slab vertical transitions. Establish the possibility to expand convenience and service-oriented portions of the building program beyond current market demand. It is very likely that the population of the Upper Westside will continue to grow rapidly for the next 10-20 years.

## Diversity

Develop projects with sensitivity towards the current residents of the area. Seek to include the institutions and people who have been a part of this community for a long time. Long time residents, businesses, and institutions create the rich and distinct character of the Upper Westside.

## Renovation

Renovate and refurbish existing buildings within the area so as to integrate with the community and reinforce the character of the Upper Westside. Existing buildings that contribute to the character of the Upper Westside should be conserved, where possible. Existing architectural details should be repaired or replaced where possible.

## Waste Handling

Space for refuse/recycling should be provided and screened from the sidewalk/street and public view. Recycling is encouraged in every project.



RENOVATION OF EXISTING BUILDINGS IS DESIRABLE WHERE POSSIBLE

# ACTION PLAN

## Mechanical Components

Locate and screen mechanical components in areas not visible from the public right-of-way. Sustainable practices in the development of building mechanical systems and water management are highly encouraged to decrease the burden on the local and regional infrastructure.

## Fences

Projects should permit openness to the community both visually and in application. The use of fences is discouraged. Where used, fences should be of high quality, permanent materials, set back from the public right of way, and as low as possible to achieve their purpose.

## Street Grid

Establish new streets and sidewalks to achieve connectivity consistent with the City of Atlanta Quality of Life Ordinances.

## Market and Environmental Responsibility

Promotion of LEED certified construction and development as described earlier.

Please see **Appendix E – Urban Design Guidelines** for images of significant buildings in the area, examples of context appropriate restoration, and context appropriate new construction.



HISTORICALLY BUILDINGS IN THE UPPER WESTSIDE HAD  
SIMPLE DETAILING IN CORNICES, LINTELS, SILLS, AND STOREFRONTS



# ACTION PLAN

## HISTORIC PRESERVATION

Historic preservation strategies should be specifically geared toward the Howell Station and Knight Park neighborhood, the Interlocking District, and the Means Street District.

The Upper Westside has three federally listed historic districts. The decision to pursue a local historic designation for any of these areas, however, remains with neighborhood residents and property owners. Stakeholders should consult carefully with the Atlanta Urban Design Commission whether to pursue Historic District designation. This designation would require property owners to adhere to design guidelines, but it would provide important protections to preserve community character and prevent unnecessary demolitions and inappropriate new developments. Local historic designation also established the availability of financial incentives for renovation and job creation.

The Atlanta Urban Design Commission administers three types of local historic review in the following order of review control:

- ☐ Landmark district
- ☐ Historic district
- ☐ Conservation district

Local historic designation requires the signatures of property owners (though unanimity is not required), a photographic survey, a proposed boundary, and proposed regulations.

Nomination for local historic designation is done on a neighborhood-by-neighborhood basis and, if approved, results in an overlay in addition to the underlying zoning of the district.



THE CARRIAGE WORKS IS PART OF THE MEANS STREET HISTORIC DISTRICT

# ACTION PLAN

Since the study area has lost much of its historic integrity over the years, the Upper Westside is likelier to have individual candidates for local preservation, rather than whole districts. Some of the structures that most strongly reflect the area's history as rail-based center of industrial activity, worker housing, and street-based retail include:

- ☐ United Butchers Abattoir /Stoval /West Side Market
- ☐ E. Van Winkle Gin and Machine Works/The Murray Company
- ☐ Puritan Soap Company/Puritan Mill
- ☐ H. B. Davis Building/Hotel Roxy
- ☐ Standard Oil Company Inc. of Kentucky / Atlanta Contemporary Art Center
- ☐ Atlanta Buggy Company and Ware-Hatcher Bros. Furniture Company/The Carriage Works
- ☐ Atlanta Spring Bed Company - Block Candy Company
- ☐ City of Atlanta Waterworks property
- ☐ White Provision Building
- ☐ Saddle Shop
- ☐ S.E. Meat Company



WHITE PROVISION BUILDING



THE SADDLERY



# ACTION PLAN

## ARTS AND HIGH TECH BASED ECONOMIC DEVELOPMENT

The purpose of this strategy is to build on the emerging identity of the Upper Westside as a grass-roots arts center by promoting arts based economic development strategies. These concepts are especially relevant for the Arts/Education/Research, Huff Design, and Marietta/Howell Mill Main Street.

The elements of a community-based economic approach would include:

- ☐ Creation of a community development corporation that specializes in affordable live-work spaces for artists and retention and growth of small businesses
- ☐ An emphasis on revising existing mixed use zoning categories to create more flexible and varied live-work options
- ☐ Creation of an organization to market jointly for individual artists and galleries and to recruit artists to the area
- ☐ Encourage the use of locally produced art in public spaces and streetscapes within the Upper Westside, particularly in identified gateways and nodes

Successful national models for economic development in arts communities include the Gateway Arts District in Prince Georges County, Maryland and Artspace Projects, Inc. in Minneapolis, MN.

Since the Upper Westside also draws from the creative energy of students, researchers and professionals, the area should promote an identity as a metropolitan “hot spot” with infrastructure to support WiFi and other emerging technologies. Georgia Tech, for example, plans incubator space in the study area to facilitate the start-up and growth of science and technology-based businesses.



IMAGE FROM GATEWAY ARTS DISTRICT PLAN

# ACTION PLAN

## URBAN BUSINESS PARK MODEL

This implementation strategy should be specifically geared toward the English Avenue North and Employment areas with a particular focus on current industrial uses along Lowery Boulevard, Jefferson Street and Wheeler Street. The urban business park model promotes revitalization and investment through the provision of flexible, hybrid components that can accommodate industrial, office or show room users, including small niche office activities.

The concept of a business park is to offer a mix of office/industrial space where the proportion of office to industrial varies widely based on function. “Flex” space is highly marketable throughout the Atlanta metro area, providing an alternative to higher office rents. In fact, business park space has been called the “office substitute.” Many users need more space than traditional office projects for showrooms, storage, work space, and light assembly. The concept of an urban business park should be marketable in this area. However, the space must be flexible enough to accommodate a wide range of large and small users.

Market analysis has shown that those spaces that are most suitable for the study area market are small and adaptable. These spaces can accommodate a variety of uses found in the study area – small office spaces, showrooms, or light industry serving downtown businesses. Also these small, flexible spaces build on the adaptable economic development plan of the study area to accommodate many types of businesses and uses. These small spaces create the opportunity for growing enterprises to get their start at an affordable price.

In many ways this real estate model for the Upper Westside is similar to the ‘business park model.’ However, the Upper Westside is different in that it is an urban business park model. It provides the flexible and adaptable spaces that help businesses grow, but within an urban context of connected, complementary land uses and transportation alternatives.



PURITAN MILL IS A SUCCESSFUL EXAMPLE OF THE URBAN BUSINESS PARK CONCEPT





# ACTION PLAN

## PHASING STRATEGY

The Implementation table that follows lists a series physical improvements projects and regulatory actions to be taken over the next 15 years within the Upper Westside. The table assigns the following general phasing to each project, along with specific engineering and construction years.

Phase I – actions be taken over the next 5 years

Phase II – actions to be taken over the next 10 years

Phase III – actions to be taken over the next 15 years

The Five Year plan identifies those actions that address the most pressing community needs as expressed during the planning process and lay the foundation for investment and quality growth in the Upper Westside. The LCI sets the following general top priorities among individual projects based upon public feedback, analysis of current conditions and trends, and an understanding of strategic points for intervention within the community. The priorities reflect the prominence of the Marietta/Howell Mill Main Street area as the central, organizing element of the Upper Westside, but also recognize that English Avenue North requires short-term catalytic action to spur redevelopment and build economic momentum. The actions as listed are also intended to reinforce the issues most consistently raised among stakeholders: the lack of open space in the study area, the adjacency of often incompatible uses as the area transitions from primarily industry to mixed use; and the desire to preserve the diversity of uses, people, and activities in the area.

The general priority actions for the Upper Westside LCI area:

- ☐ To enhance the public realm along Marietta Street and Howell Mill Road
- ☐ To preserve diverse, but compatible land uses through mixed use Quality of Life zoning and urban design guidelines
- ☐ To provide safe public access to the green space around the Atlanta Waterworks
- ☐ To enhance the public realm along Donald L. Hollowell Parkway
- ☐ To enhance the public realm along Northside Drive
- ☐ To preserve the diversity of residents and businesses through organizational partnerships and mechanisms such as a Community Development Corporation that places a special emphasis on affordable housing, live/work spaces for artists, and the retention and revitalization of existing small businesses

Specific priority transportation projects intended to support these most critical actions are:

- ☐ Marietta Street/Howell Mill Road Streetscape (P-1)
- ☐ Donald Lee Hollowell Parkway Streetscape (P-3)
- ☐ Howell Mill Road/Marietta Street Crossing (X-2)
- ☐ Bishop Street & Howell Mill Road Intersection Improvement (I-1)
- ☐ Huff Road Corridor Improvement (IR-4)
- ☐ Donald Lee Hollowell Pkwy Corridor (near Northside Drive intersection) (IR-1)

FIGURE 22 – PROPOSED PEDESTRIAN PROJECTS

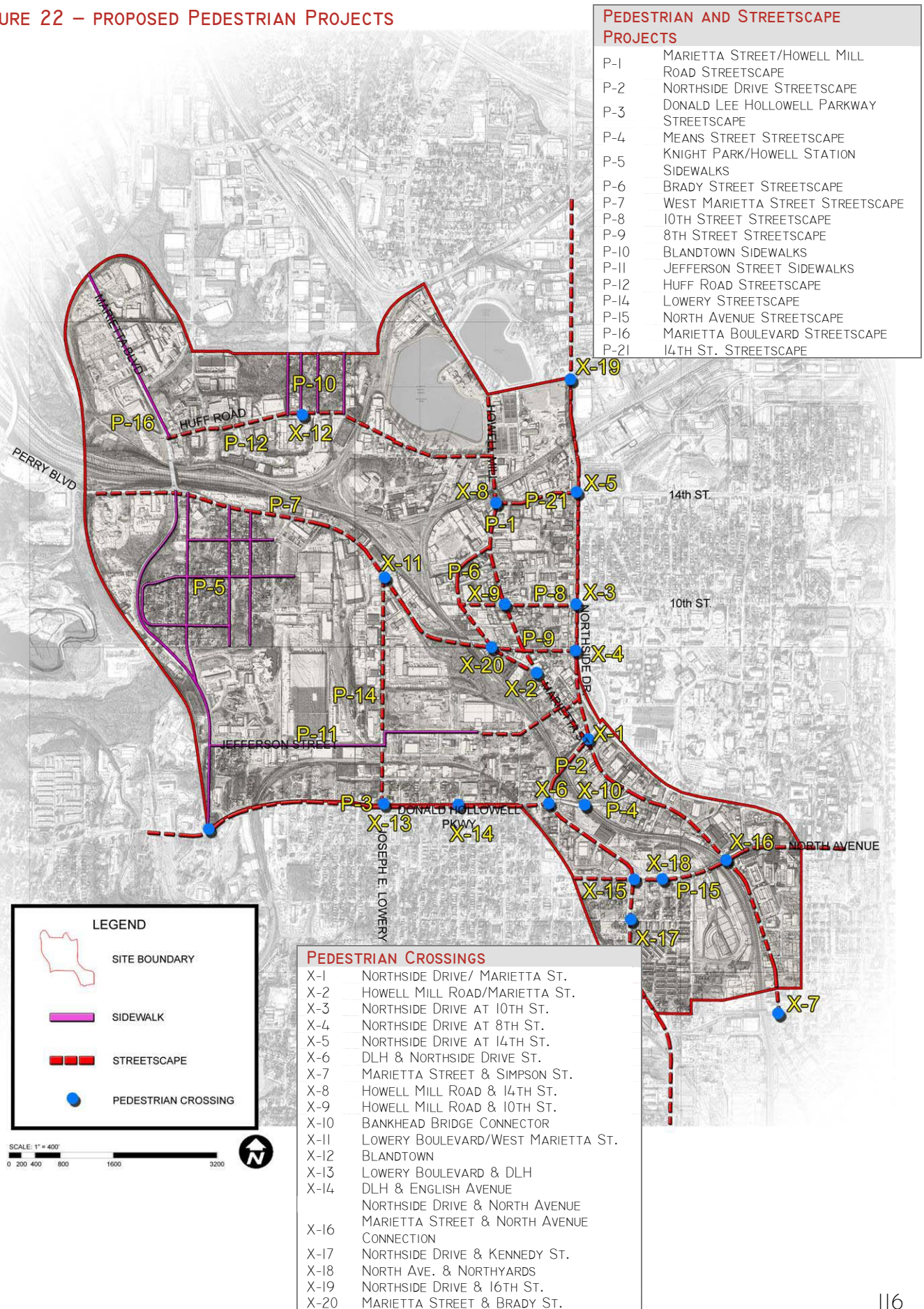




FIGURE 23 – PROPOSED OPEN SPACE PROJECTS

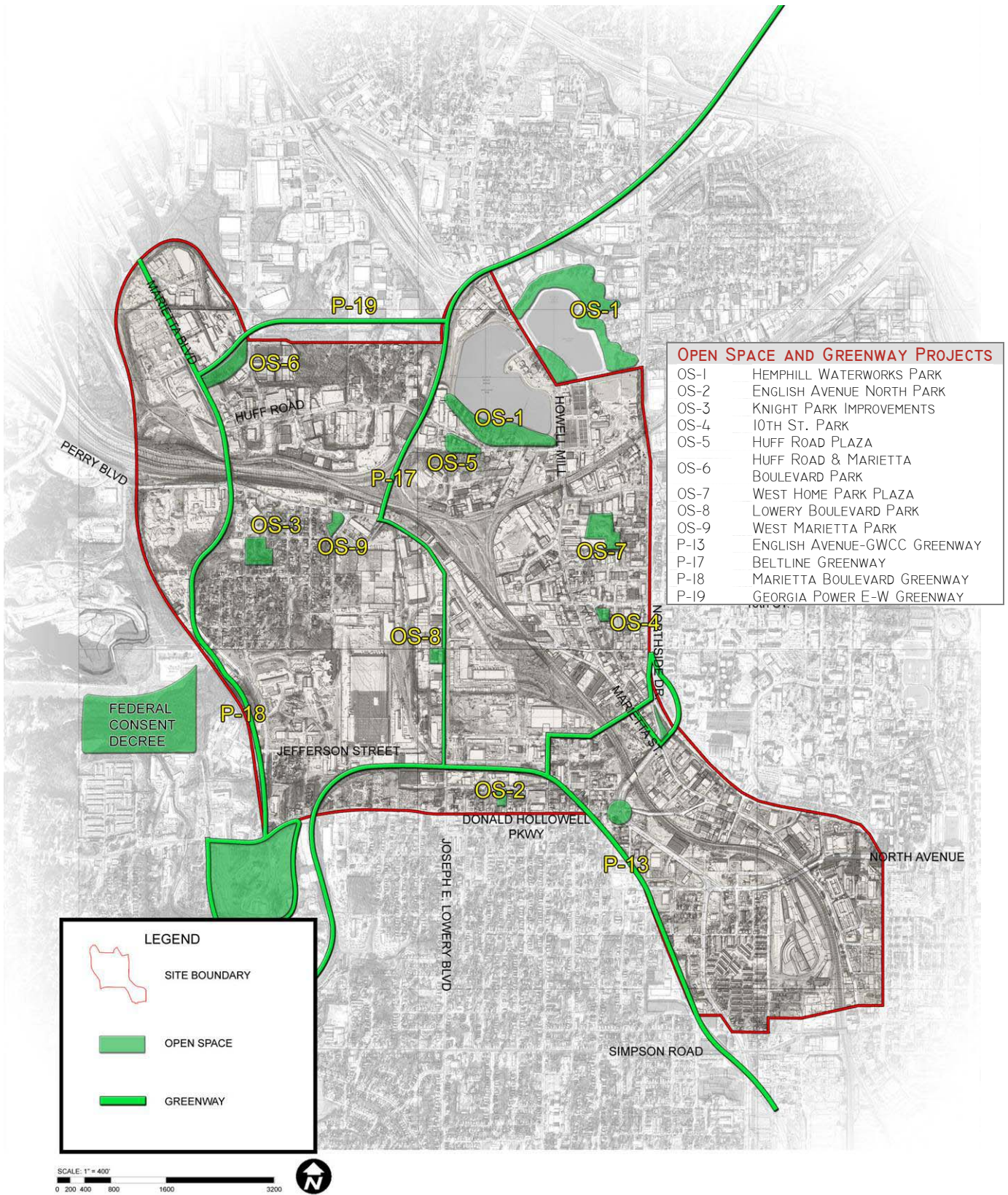




FIGURE 24 – PROPOSED TRANSIT OPPORTUNITIES

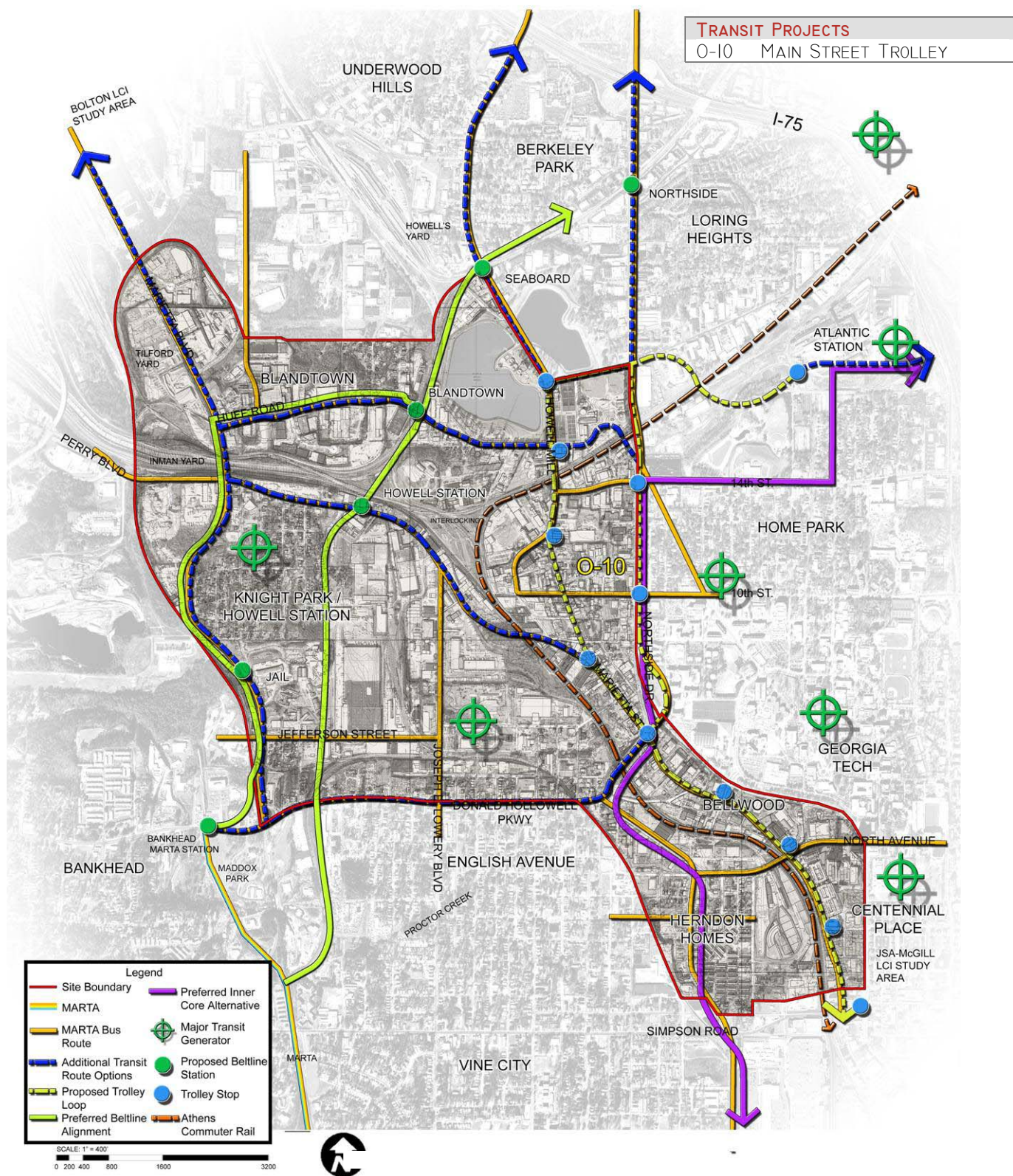
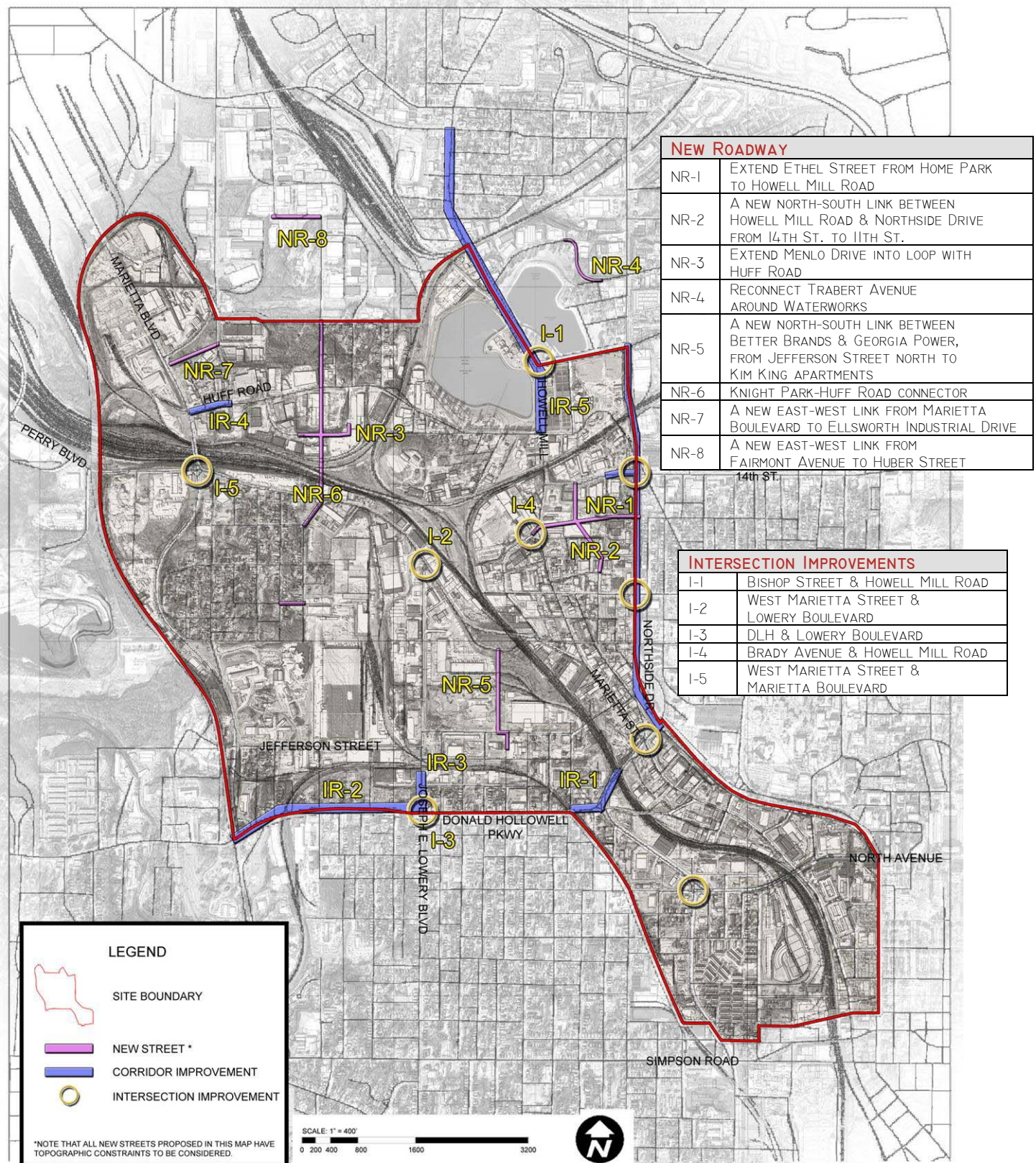




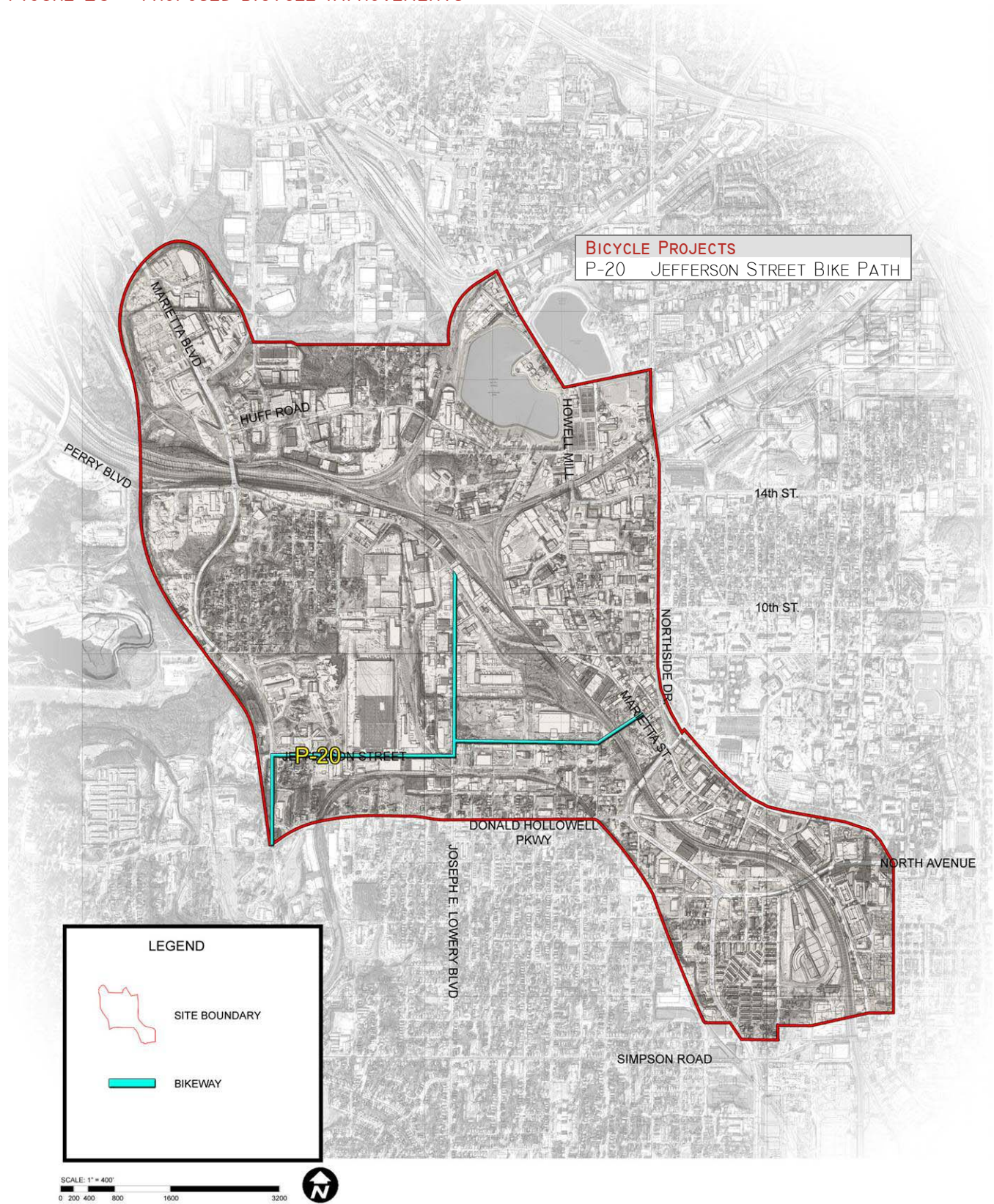
FIGURE 25 – PROPOSED TRANSPORTATION IMPROVEMENTS



IMPROVED ROADWAY	
IR-1	DONALD LEE HOLLOWELL PKWY CORRIDOR (NEAR NORTHSIDE DRIVE INTERSECTION)
IR-2	DONALD LEE HOLLOWELL PARKWAY CORRIDOR (WESTERN SECTION)
IR-3	LOWERY BOULEVARD CORRIDOR
IR-4	HUFF ROAD CORRIDOR
IR-5	HOWELL MILL ROAD CORRIDOR



FIGURE 26 – PROPOSED BICYCLE IMPROVEMENTS







# IMPLEMENTATION PROJECT MATRIX

### 5 YEAR IMPLEMENTATION ACTION PLAN

Project ID	Phase	Project Name	Project Type	Project Description	Engineering Year	Construction Year
<b>Pedestrian and Bike</b>						
P-1	I	Marietta Street/Howell Mill Road Streetscape	Streetscape - Primary	Sidewalks, street furniture, street lighting, curbs, ramps, and street trees. From Simpson Avenue to Huff Road.	2007	2008
P-21	I	14th Street Streetscape	Streetscape - Primary	14th Street Streetscape between Hemphill Avenue and Howell Mill Road. Part of a larger streetscape project for 14th Street initiated by the Home Park Community Improvement Association.	2007	2008
P-2	I	Northside Drive Streetscape	Streetscape - Primary	Sidewalks, street furniture, street lighting, curbs, ramps, and street trees. From Simpson to Bishop.	2009	2010
P-3	I	Donald Lee Hollowell Parkway Streetscape	Streetscape - Primary	Sidewalks, street furniture, street lighting, curbs, ramps, and street trees from Northside Drive to Marietta Boulevard	2009	2010
P-4	II	Means Street Streetscape	Streetscape - Secondary	New sidewalks and street lighting along the length of Means Street, from Ponders Avenue to Marietta Street.	2010	2011
P-6	II	Brady Street Streetscape	Streetscape - Secondary	New sidewalks and street lighting along both sides of Brady Street. From W. Marietta Street to Howell Mill.	2010	2011
P-7	II	West Marietta Street	Streetscape - Secondary	New sidewalks and street lighting along both sides of West Marietta Street from Howell Mill to intersection with Marietta Boulevard	2010	2011
P-12	II	Huff Road Streetscape	Streetscape - Secondary	Acquiring right of way and grading for sidewalks for full length of Huff Road (from Howell Mill to Marietta Boulevard). Curbs, ramps, and street furniture.	2010	2011
P-14	III	Lowery Streetscape	Streetscape - Primary	Sidewalks, street furniture, street lighting, curbs, ramps, and street trees. From DLH to W. Marietta Street.	2010	2011
P-13	II	English Avenue North - GWCC Greenway	Greenway	Remove existing rail bridges, clear overgrowth, and grading to level greenway. Build a concrete multi-use path with entrances, boundary fences, lighting, and signs. From Lowery Boulevard southeast to Northside Drive.	2012	2013
<b>Pedestrian Crossing</b>						
X-1	I	Northside Drive/ Marietta Street Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, special materials, ramps, and signalization.	2007	2009
X-2	I	Howell Mill Road/Marietta Street Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and signalization.	2007	2008
X-8	I	Howell Mill Road & 14th St. Street Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and signalization.	2008	2009
X-9	I	Howell Mill Road & 10th St. Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and signalization.	2008	2009
X-3	I	Northside Drive at 10th St. Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and signalization.	2009	2010
X-7	I	Marietta Street & Simpson Street Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and signalization.	2009	2010
X-4	I	Northside Drive at 8th St. Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and possible signalization.	2010	2011
X-5	I	Northside Drive at 14th St. Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and signalization.	2010	2011
X-11	II	Lowery Boulevard/West Marietta Street Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and signalization.	2010	2011



### 5 YEAR IMPLEMENTATION ACTION PLAN

Project ID	Phase	Project Name	Linear Feet	Engineering Costs	Construction Costs	Total Project Costs	Responsible Party	Recommended Funding Sources	ROW Required?	Concept Plan Required?
<b>Pedestrian and Bike</b>										
P-1	I	Marietta Street/Howell Mill Road Streetscape	10,560	\$3,218,160	\$8,925,840	\$12,144,000	DPW/BOP	QOL Bonds/ LCI Funds	No	Yes
P-21	I	14th Street Streetscape	1,600	\$487,600	\$1,352,400	\$1,840,000	Home Park Community Improv. Association	QOL Bonds/LCI Funds/ HPCIA Funds	No	No
P-2	I	Northside Drive Streetscape	11,766	\$3,585,689	\$9,945,212	\$13,530,900	DPW/BOP	QOL Bonds/ LCI Funds	No	Yes
P-3	I	Donald Lee Hollowell Parkway Streetscape	5,280	\$1,609,080	\$4,462,920	\$6,072,000	DPW/BOP	QOL Bonds/ LCI Funds/Westside TAD	No	Yes
P-4	II	Means Street Streetscape	1,810	\$1,726,952	\$4,789,848	\$6,516,800	DPW/BOP	QOL Bonds/ LCI Funds	No	No
P-6	II	Brady Street Streetscape	2,715	\$671,616	\$1,862,784	\$2,534,400	DPW/BOP	QOL Bonds/ LCI Funds	No	No
P-7	II	West Marietta Street	6,336	\$191,860	\$532,140	\$724,000	DPW/BOP	QOL Bonds/ LCI Funds	No	No
P-12	II	Huff Road Streetscape	5,430	\$351,708	\$975,492	\$1,327,200	DPW/BOP	QOL Bonds/ LCI Funds	Yes	Yes
P-14	III	Lowery Streetscape	3,318	\$551,598	\$1,529,903	\$2,081,500	DPW/BOP	QOL Bonds/ LCI Funds	No	Yes
P-13	II	English Avenue North - GWCC Greenway	5,430	\$1,559,094	\$4,324,281	\$5,883,375	Bethursday Development/ PATH	Westside TAD	Yes	Yes
<b>Pedestrian Crossing</b>			<b>not applicable</b>							
X-1	I	Northside Drive/ Marietta Street Crossing		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL Bonds/GDOT/ LCI	No	No
X-2	I	Howell Mill Road/Marietta Street Crossing		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL/LCI	No	No
X-8	I	Howell Mill Road & 14th St. Street Crossing		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL/LCI	No	No
X-9	I	Howell Mill Road & 10th St. Crossing		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL/LCI	No	No
X-3	I	Northside Drive at 10th St. Crossing		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL Bonds/GDOT/ LCI	No	No
X-7	I	Marietta Street & Simpson Street Crossing		\$11,000	\$99,000	\$110,000	DPW/BOP	COA/QOL/LCI	No	No
X-4	I	Northside Drive at 8th St. Crossing		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL Bonds/GDOT/ LCI	No	Yes
X-5	I	Northside Drive at 14th St. Crossing		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL Bonds/GDOT/ LCI	No	No
X-11	II	Lowery Boulevard/West Marietta Street Crossing		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL/LCI	No	No

### 5 YEAR IMPLEMENTATION ACTION PLAN

Project ID	Phase	Project Name	Project Type	Project Description	Engineering Year	Construction Year
<b>Intersection Improvements</b>						
I-1	I	Bishop Street & Howell Mill Road	Intersection	Intersection project to include geometric improvements, study for signal requirement.	2007	2008
I-4	I	Brady Avenue & Howell Mill Road	Intersection	Intersection project to include realignment of Brady to intersect Howell Mill at 90 degrees.	2007	2008
I-3	I	DLH & Lowery Boulevard	Intersection	Intersection project to include geometric improvement, utility pole relocations.	2009	2010
I-5	II	West Marietta Street & Marietta Boulevard	Intersection	Intersection project to include roadway rehabilitation.	2009	2010
I-2	II	West Marietta Street & Lowery Boulevard	Intersection	Intersection project to include road realignment, signal upgrade, pedestrian facilities upgrade, roadway rehabilitation.	2010	2011
<b>Improved Roadway</b>						
IR-1	I	Donald Lee Hollowell Pkwy Corridor (near Northside Drive intersection)	Improved Roadway	Along Donald Lee Hollowell Parkway from the railroad track going east to Northside Drive. Roadway improvement project include capacity improvement, geometric improvement at the intersection of Donald Lee Hollowell & Northside Drive.	2009	2010
IR-2	II	Donald Lee Hollowell Parkway Corridor (western section)	Improved Roadway	Along Donald Lee Hollowell Parkway between Marietta Boulevard and Joseph Lowery Boulevard. Roadway improvement project to include drainage system improvement, roadway capacity improvement.	2009	2010
IR-3	I	Lowery Boulevard Corridor	Improved Roadway	Along Lowery Boulevard from Donald Lee Hollowell Pkwy to Jefferson Street. Roadway improvement project to include drainage system improvement.	2010	2011
IR-4	I	Huff Road Corridor	Improved Roadway	Huff Road east of Marietta Blvd to Howell Mill. Roadway improvement project include capacity improvement.	2010	2011
<b>Open Space</b>					<b>Acquisition</b>	<b>Design</b>
OS-1	I	Hemphill Waterworks Park	Open Space	Move the fence around the Hemphill Waterworks closer to the water to allow public use of open space. Install public facilities such as paths, picnic benches, and picnic shelters.		2007
OS-2	II	English Avenue North Park	Open Space	Acquire land for a park in English Avenue north, or reach an agreement on opening existing privately held open space.	2008	2009
OS-3	II	Knight Park Improvements	Open Space	Meet with neighborhood to determine needed landscaping and maintenance improvements to Knight Park.		2008
OS-4	III	10th St. Park	Open Space	Acquire and design small park/plaza between Northside Drive & Howell Mill.	2009	2010
OS-6	III	Huff Road & Marietta Boulevard Park	Open Space	Acquire and develop neighborhood park on the strip of land immediately south of Elaine at its intersection with Marietta Blvd.	2010	2011
OS-7	III	West Home Park Plaza	Open Space	Acquire and develop a neighborhood park along new Ethel Street between Northside Drive and Howell Mill.	2009	2010



### 5 YEAR IMPLEMENTATION ACTION PLAN

Project ID	Phase	Project Name	Linear Feet	Engineering Costs	Construction Costs	Total Project Costs	Responsible Party	Recommended Funding Sources	ROW Required?	Concept Plan Required?
<b>Intersection Improvements</b>			<b>not applicable</b>							
I-1	I	Bishop Street & Howell Mill Road	N/A	\$65,000	\$350,000	\$415,000	DPW/BOP	LCI, COA CIP, Quality of life Bond	Yes	Yes
I-4	I	Brady Avenue & Howell Mill Road	N/A	\$65,000	\$350,000	\$415,000	DPW/BOP	LCI, COA CIP, Quality of life Bond	Yes	Yes
I-3	I	DLH & Lowery Boulevard	N/A	\$75,000	\$500,000	\$575,000	DPW/BOP	LCI, COA CIP, Quality of life Bond	Yes	Yes
I-5	II	West Marietta Street & Marietta Boulevard	N/A	\$75,000	\$575,000	\$650,000	DPW/BOP	LCI, COA CIP, Quality of life Bond	No	Yes
I-2	II	West Marietta Street & Lowery Boulevard	N/A	\$75,000	\$450,000	\$525,000	DPW/BOP	LCI, COA CIP, Quality of life Bond	Yes	Yes
<b>Improved Roadway</b>										
IR-1	I	Donald Lee Hollowell Pkwy Corridor (near Northside Drive intersection)	501	\$140,000	\$300,000	\$440,000	GDOT/DPW/BOP	LCI, TIP, STIP, CMAQ	Yes	Yes
IR-2	II	Donald Lee Hollowell Parkway Corridor (western section)	2482	\$280,000	\$900,000	\$1,180,000	DPW/BOP	LCI, COA CIP, Quality of Life Bond	Yes	Yes
IR-3	I	Lowery Boulevard Corridor	930	\$190,000	\$350,000	\$540,000	DPW/BOP	LCI, COA CIP, Quality of Life Bond	No	Yes
IR-4	I	Huff Road Corridor	816	\$190,000	\$309,000	\$499,000	DPW/BOP	LCI, COA CIP, Quality of Life Bond	Yes	Yes
<b>Open Space</b>			<b>Acres</b>							
OS-1	I	Hemphill Waterworks Park	20.0	\$450,000	\$2,550,000	\$3,000,000	DPRC/BOP	LWCF/TPL/Blank Foundation/LCI	No	Yes
OS-2	II	English Avenue North Park	2.0	\$45,000	\$255,000	\$300,000	DPRC/BOP	Westside TAD/TPL/Blank Foundation	Yes	Yes
OS-3	II	Knight Park Improvements	2.6	\$58,500	\$331,500	\$390,000	DPRC/BOP	\$50K Programmed, CIP	No	Yes
OS-4	III	10th St. Park	1.0	\$45,000	\$255,000	\$300,000	DPRC/BOP	LWCF/TPL/Blank Foundation	Yes	Yes
OS-6	III	Huff Road & Marietta Boulevard Park	3.4	\$76,500	\$433,500	\$510,000	DPRC/BOP	LWCF/TPL/Blank Foundation/LCI	Yes	Yes
OS-7	III	West Home Park Plaza	2.8	\$126,000	\$714,000	\$840,000	DPRC/BOP	LWCF/TPL/Blank Foundation	Yes	Yes

### 5 YEAR IMPLEMENTATION ACTION PLAN

Project ID	Phase	Project Name	Project Type	Project Description	Engineering Year	Construction Year
Other						
O-1	I	Revise Mixed-Use Zoning categories	Land Use	Adapt existing quality of life zoning codes to be more flexible in terms of land use arrangements and streetscape requirements.	2006	
O-2	I	Rezoning Upper Westside	Land Use	Change zoning to meet planned future land use throughout the Upper Westside	2007	
O-3	I	Upper Westside Community Development Corporation	Community	Create a community development corporation that focuses on affordable housing development for artists.	2007	
O-5	I	Promote awareness of existing tax break programs for seniors.	Housing	Create a publication to make seniors aware of existing property tax break and housing rehabilitation programs with contact information about how to take advantage of these programs.	2007	
O-4	I	Seek National Historic Register listing for key properties.	Historic Preservation	Key properties not currently listed include: Murray's Mill, Hemphill Waterworks property, and the White Provision Building.	2008	
O-11	II	Encourage LEED certified development.	Environmental	BOP should create a publication available to developers explaining the benefits of LEED certification and facilitating the LEED certification process.	2009	
O-12	I	Provide wayfinding system	Pedestrian	Provide Wayfinding Signage System - Key elements will include: uniform, attractive and geographically-oriented maps, signs and kiosks which capitalize on the industrial historic character of the area; signage at each node - Howell & Huff, Marietta Blvd & Elaine, Marietta Blvd and Hollowell, Lowery & Hollowell, Hollowell & Northside, Simpson & Marietta, Marietta & North, Northside & Marietta, Howell & Marietta, Northside & 10th, Northside & 14th, Marietta & Lowery.	2009	
O-10	II	Public Art	Urban Design	Encourage the incorporation of public art into major public spaces.	1 project every 2 years	
O-6	I	Encourage local institutions to implement employer assisted housing programs.	Housing	Large employers can create incentive programs for lower-income employees to encourage them to purchase in nearby neighborhoods. This encourages neighborhood revitalization, home ownership, and shorter commutes.	2007-2011	
O-7	I	Acquire land in English Avenue for future workforce single family housing.	Housing	The Atlanta Housing Authority and local community development corporations should take advantage of current low land prices in English Avenue to bank land for future, affordable, single family housing development. Cooperation with the English Avenue Community Development Corporation should be emphasized.	2007-2011	
O-9	II	Upper Westside Marketing Organization	Community	Create a joint marketing organization for marketing arts events and recruiting new arts organizations to the area.	2008-2009	



### 5 YEAR IMPLEMENTATION ACTION PLAN

Project ID	Phase	Project Name	Linear Feet	Engineering Costs	Construction Costs	Total Project Costs	Responsible Party	Recommended Funding Sources	ROW Required?	Concept Plan Required?
Other			not applicable							
O-1	I	Revise Mixed-Use Zoning categories	not applicable	not applicable	not applicable	not applicable	BOP	not applicable	No	No
O-2	I	Rezoning Upper Westside	not applicable	not applicable	not applicable	not applicable	BOP	not applicable	No	No
O-3	I	Upper Westside Community Development Corporation	not applicable	not applicable	not applicable	not applicable	Community	public grants & private funds	No	Yes
O-5	I	Promote awareness of existing tax break programs for seniors.	not applicable	not applicable	not applicable	not applicable	BOP	not applicable	No	No
O-4	I	Seek National Historic Register listing for key properties.	not applicable	not applicable	not applicable	not applicable	Community	not applicable	No	No
O-11	II	Encourage LEED certified development.	not applicable	not applicable	not applicable	not applicable	BOP	not applicable	No	No
O-12	I	Provide wayfinding system	not applicable	not applicable	not applicable	not applicable	DPW/BOP	TIP	No	Yes
O-10	II	Public Art	8 greenspaces + 8 gateways	not applicable	not applicable	\$1,760,000	Community/ Local Business	Metropolitan Atlanta Arts Fund, private donors	No	Yes
O-6	I	Encourage local institutions to implement employer assisted housing programs.	not applicable	not applicable	not applicable	not applicable	Coca Cola/Georgia Tech/GWCC	private funds	No	Yes
O-7	I	Acquire land in English Avenue for future workforce single family housing.	not applicable	not applicable	not applicable	not applicable	Atlanta Housing Authority, English Avenue CDC	Atlanta Housing Authority, English Avenue CDC, Westside TAD	No	Yes
O-9	II	Upper Westside Marketing Organization	not applicable	not applicable	not applicable	not applicable	Community/ Local Business	private funds	No	Yes

# 15 YEAR IMPLEMENTATION PLAN

Project ID	Phase	Project Name	Project Type	Project Description	Engineering Year	Construction Year
<b>Pedestrian and Bike</b>						
P-1	I	Marietta Street/Howell Mill Road Streetscape	Streetscape - Primary	Sidewalks, street furniture, street lighting, curbs, ramps, and street trees. From Simpson Avenue to Huff Road.	2007	2008
P-2	I	Northside Drive Streetscape	Streetscape - Primary	Sidewalks, street furniture, street lighting, curbs, ramps, and street trees. From Simpson to Bishop.	2009	2010
P-3	I	Donald Lee Hollowell Parkway Streetscape	Streetscape - Primary	Sidewalks, street furniture, street lighting, curbs, ramps, and street trees from Northside Drive to Marietta Boulevard	2009	2010
P-4	II	Means Street Streetscape	Streetscape - Secondary	New sidewalks and street lighting along the length of Means Street, from Ponders Avenue to Marietta Street.	2010	2011
P-5	II	Knight Park/Howell Station Sidewalks	Streetscape - Secondary	New sidewalks along both sides of Rice Street from Marietta Boulevard to W. Marietta Street. New sidewalks on one side of Herndon Street (from W. Marietta to dead end), Tilden Street (from W. Marietta to dead end), Church Street (from Rice to Herndon), Niles Avenue (from Herndon to Marietta Boulevard), Warfield Street (from Tilden to Marietta Boulevard).	2013	2014
P-6	II	Brady Street Streetscape	Streetscape - Secondary	New sidewalks and street lighting along both sides of Brady Street. From W. Marietta Street to Howell Mill.	2010	2011
P-7	II	West Marietta Street	Streetscape - Secondary	New sidewalks and street lighting along both sides of West Marietta Street from Howell Mill to intersection with Marietta Boulevard	2010	2011
P-8	II	10th Street	Streetscape - Secondary	New sidewalks and street lighting along both sides of 10th Street from Northside Drive west to dead end.	2011	2012
P-9	II	8th Street	Streetscape - Secondary	New sidewalks and street lighting along both sides of 8th Street from Northside Drive west to Brady.	2011	2012
P-10	II	Blandtown Sidewalks	Streetscape - Secondary	New sidewalks along one side of Fairmont Street (from Huff Road north to dead end), Booth Avenue (from Huff Road north to dead end), English Street (from Huff Road north to dead end), and Boyd Avenue (from Huff Road north to dead end)	2011	2012
P-11	II	Jefferson Street Sidewalks	Streetscape - Secondary	New sidewalks and street lighting along both sides of Jefferson Street from Echo Street to Marietta Boulevard.	2011	2012
P-12	II	Huff Road Streetscape	Streetscape - Secondary	Acquiring right of way and grading for sidewalks for full length of Huff Road (from Howell Mill to Marietta Boulevard). Curbs, ramps, and street furniture.	2010	2011
P-13	II	English Avenue North - GWCC Greenway	Greenway	Remove existing rail bridges, clear overgrowth, and grading to level greenway. Build a concrete multi-use path with entrances, boundary fences, lighting, and signs. From Lowery Boulevard southeast to Northside Drive.	2012	2013
P-14	III	Lowery Streetscape	Streetscape - Primary	Sidewalks, street furniture, street lighting, curbs, ramps, and street trees. From DLH to W. Marietta Street.	2010	2011
P-15	III	North Avenue Streetscape	Streetscape - Secondary	Sidewalks, curbs, ramps, and street lighting along both sides of North Avenue east of Northside Drive to Luckie Street.	2014	2015
P-16	III	Marietta Boulevard Streetscape	Streetscape - Secondary	Sidewalks, curbs, ramps, from DLH to Thomas Street.	2014	2015
P-17	III	Beltline Greenway	Greenway	Concrete multi-use path with lighting and signs. From Maddox Park to Howell Mill north of Hemphill Waterworks.	2013	2014
P-18	III	Marietta Boulevard Greenway	Greenway	Acquire land on the east or west side of Marietta Blvd for future greenway, from Maddox Park to Elaine Avenue.	2015	2016
P-19	III	Ga. Power E-W Greenway	Greenway	Negotiate with Georgia Power to permit the development of a greenway north of Culpepper, between Ellsworth and the rail line.	2016	2017



# 15 YEAR IMPLEMENTATION PLAN

Project ID	Phase	Project Name	Linear Feet	Engineering Costs	Construction Costs	Total Project Costs	Responsible Party	Recommended Funding Sources	ROW Required?	Concept Plan Required?
<b>Pedestrian and Bike</b>										
P-1	I	Marietta Street/Howell Mill Road Streetscape	10,560	\$3,218,160	\$8,925,840	\$12,144,000	DPW/BOP	QOL Bonds/ LCI Funds	No	Yes
P-2	I	Northside Drive Streetscape	11,766	\$3,585,689	\$9,945,212	\$13,530,900	DPW/BOP	QOL Bonds/ LCI Funds	No	Yes
P-3	I	Donald Lee Hollowell Parkway Streetscape	5,280	\$1,609,080	\$4,462,920	\$6,072,000	DPW/BOP	QOL Bonds/ LCI Funds/Westside TAD	No	Yes
P-4	II	Means Street Streetscape	1,810	\$1,726,952	\$4,789,848	\$6,516,800	DPW/BOP	QOL Bonds/ LCI Funds	No	No
P-5	II	Knight Park/Howell Station Sidewalks	16,292	\$143,895	\$399,105	\$543,000	DPW/BOP	QOL Bonds/ LCI Funds	Yes	Yes
P-6	II	Brady Street Streetscape	2,715	\$671,616	\$1,862,784	\$2,534,400	DPW/BOP	QOL Bonds/ LCI Funds	No	No
P-7	II	West Marietta Street	6,336	\$191,860	\$532,140	\$724,000	DPW/BOP	QOL Bonds/ LCI Funds	No	No
P-8	II	10th Street	1,810	\$159,848	\$443,352	\$603,200	DPW/BOP	QOL Bonds/ LCI Funds	No	No
P-9	II	8th Street	1,508	\$383,720	\$1,064,280	\$1,448,000	DPW/BOP	QOL Bonds/ LCI Funds	No	No
P-10	II	Blandtown Sidewalks	3,620	\$255,831	\$709,569	\$965,400	Private Developers	n/a	Yes	Yes
P-11	II	Jefferson Street Sidewalks	4,827	\$575,580	\$1,596,420	\$2,172,000	DPW/BOP	QOL Bonds/ LCI Funds/Westside TAD	No	No
P-12	II	Huff Road Streetscape	5,430	\$351,708	\$975,492	\$1,327,200	DPW/BOP	QOL Bonds/ LCI Funds	Yes	Yes
P-13	II	English Avenue North - GWCC Greenway	5,430	\$1,559,094	\$4,324,281	\$5,883,375	Bethursday Development/ PATH	Westside TAD	Yes	Yes
P-14	III	Lowery Streetscape	3,318	\$551,598	\$1,529,903	\$2,081,500	DPW/BOP	QOL Bonds/ LCI Funds	No	Yes
P-15	III	North Avenue Streetscape	3,017	\$319,802	\$886,998	\$1,206,800	DPW/BOP	QOL Bonds/ LCI Funds	No	No
P-16	III	Marietta Boulevard Streetscape	9,051	\$319,802	\$886,998	\$1,206,800	DPW/BOP	QOL Bonds/ LCI Funds	No	Yes
P-17	III	Beltline Greenway	15,689	\$899,443	\$2,494,682	\$3,394,125	Atlanta Development Authority	Beltline Tax Allocation District	Yes	Yes
P-18	III	Marietta Boulevard Greenway	9,051	\$899,443	\$2,494,682	\$3,394,125	DPW/BOP	QOL Bonds/ LCI Funds	Yes	Yes
P-19	III	Ga. Power E-W Greenway	3,017	\$299,814	\$831,561	\$1,131,375	DPW/BOP	QOL Bonds/ LCI Funds	No	Yes

# 15 YEAR IMPLEMENTATION PLAN

Project ID	Phase	Project Name	Project Type	Project Description	Engineering Year	Construction Year
P-20	III	Jefferson Street Bike Path	Bike Route	Signs designating Jefferson Street as a bike path. Road improvements that make Jefferson Street usable for on-street biking. From Echo Street to Marietta Boulevard	2016	2017
P-21	I	14th Street Streetscape	Streetscape - Primary	14th Street Streetscape between Hemphill Avenue and Howell Mill Road. Part of a larger streetscape project for 14th Street initiated by the Home Park Community Improvement Association.	2007	2008
<b>Pedestrian Crossing</b>						
X-1	I	Northside Drive/ Marietta Street Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, special materials, ramps, and signalization.	2007	2009
X-2	I	Howell Mill Road/Marietta Street Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and signalization.	2007	2008
X-3	I	Northside Drive at 10th St. Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and signalization.	2009	2010
X-4	I	Northside Drive at 8th St. Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and possible signalization.	2010	2011
X-5	I	Northside Drive at 14th St. Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and signalization.	2010	2011
X-6	I	DLH & Northside Drive Street Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and signalization.	2011	2012
X-7	I	Marietta Street & Simpson Street Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and signalization.	2009	2010
X-8	I	Howell Mill Road & 14th St. Street Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and signalization.	2008	2009
X-9	I	Howell Mill Road & 10th St. Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and signalization.	2008	2009
X-10	II	Bankhead Bridge Connector	Pedestrian Crossing	Structure analysis is required to determine if the bridge can be reinforced or if it must be replaced. Create a stairway/ connection to Means Street from bridge.	2014	2015
X-11	II	Lowery Boulevard/West Marietta Street Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and signalization.	2010	2011
X-12	II	Blandtown Street Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and signalization. New stoplight required.	2011	2012
X-13	II	Lowery & DLH Street Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and signalization.	2011	2012
X-14	II	DLH & English Avenue Street Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and signalization.	2013	2014
X-15	II	Northside Drive & North Avenue Street Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and signalization.	2012	2013
X-16	II	Marietta Street & North Avenue Connection	Pedestrian Crossing	Create pedestrian paths up to Marietta Street from both sides of North Avenue.	2013	2014
X-17	III	Northside Drive & Kennedy Street Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and signalization.	2015	2016
X-18	III	North Ave. & Northyards Street Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and signalization.	2015	2016
X-19	III	Northside Drive & 16th St. Street Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping, ramps, and possible signalization.	2014	2015
X-20	III	Marietta Street & Brady Street Crossing	Pedestrian Crossing	Create a pedestrian crossing including striping and ramps.	2014	2015



# 15 YEAR IMPLEMENTATION PLAN

Project ID	Phase	Project Name	Linear Feet	Engineering Costs	Construction Costs	Total Project Costs	Responsible Party	Recommended Funding Sources	ROW Required?	Concept Plan Required?
P-20	III	Jefferson Street Bike Path	4,827	\$4,800	\$43,200	\$48,000	DPW/BOP	QOL Bonds	No	No
P-21	I	14th Street Streetscape	1,600	\$487,600	\$1,352,400	\$1,840,000	Home Park Community Improv. Association	QOL Bonds/LCI Funds/ HPCIA Funds	No	No
<b>Pedestrian Crossing</b>			<b>not applicable</b>							
X-1	I	Northside Drive/ Marietta Street Crossing		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL Bonds/GDOT/ LCI	No	No
X-2	I	Howell Mill Road/Marietta Street Crossing		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL/LCI	No	No
X-3	I	Northside Drive at 10th St. Crossing		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL Bonds/GDOT/ LCI	No	No
X-4	I	Northside Drive at 8th St. Crossing		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL Bonds/GDOT/ LCI	No	Yes
X-5	I	Northside Drive at 14th St. Crossing		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL Bonds/GDOT/ LCI	No	No
X-6	I	DLH & Northside Drive Street Crossing		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL Bonds/GDOT/ LCI	No	No
X-7	I	Marietta Street & Simpson Street Crossing		\$11,000	\$99,000	\$110,000	DPW/BOP	COA/QOL/LCI	No	No
X-8	I	Howell Mill Road & 14th St. Street Crossing		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL/LCI	No	No
X-9	I	Howell Mill Road & 10th St. Crossing		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL/LCI	No	No
X-10	II	Bankhead Bridge Connector		\$45,000	\$255,000	\$300,000	DPW/BOP	COA/QOL/LCI	Yes	No
X-11	II	Lowery Boulevard/West Marietta Street Crossing		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL/LCI	No	No
X-12	II	Blandtown Street Crossing		\$11,000	\$99,000	\$110,000	DPW/BOP	COA/QOL/LCI	No	No
X-13	II	Lowery & DLH Street Crossing		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL/LCI	No	No
X-14	II	DLH & English Avenue Street Crossing		\$11,000	\$99,000	\$110,000	DPW/BOP	COA/QOL/LCI	No	No
X-15	II	Northside Drive & North Avenue Street Crossing		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL/LCI	No	No
X-16	II	Marietta Street & North Avenue Connection		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL/LCI	Yes	Yes
X-17	III	Northside Drive & Kennedy Street Crossing		\$11,000	\$99,000	\$110,000	DPW/BOP	COA/QOL/LCI	No	No
X-18	III	North Ave. & Northyards Street Crossing		\$1,000	\$9,000	\$10,000	DPW/BOP	COA/QOL/LCI	No	No
X-19	III	Northside Drive & 16th St. Street Crossing		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL Bonds/GDOT/ LCI	No	Yes
X-20	III	Marietta Street & Brady Street Crossing		\$13,000	\$117,000	\$130,000	DPW/BOP	COA/QOL/LCI	No	No

# 15 YEAR IMPLEMENTATION PLAN

Project ID	Phase	Project Name	Project Type	Project Description	Engineering Year	Construction Year
<b>Intersection Improvements</b>						
I-1	I	Bishop Street & Howell Mill Road	Intersection	Intersection project to include geometric improvements, study for signal requirement.	2007	2008
I-2	II	West Marietta Street & Lowery Boulevard	Intersection	Intersection project to include road realignment, signal upgrade, pedestrian facilities upgrade, roadway rehabilitation.	2010	2011
I-3	I	DLH & Lowery Boulevard	Intersection	Intersection project to include geometric improvement, utility pole relocations.	2009	2010
I-4	I	Brady Avenue & Howell Mill Road	Intersection	Intersection project to include realignment of Brady to intersect Howell Mill at 90 degrees.	2007	2008
I-5	II	West Marietta Street & Marietta Boulevard	Intersection	Intersection project to include roadway rehabilitation.	2009	2010
<b>Improved Roadway</b>						
IR-1	I	Donald Lee Hollowell Pkwy Corridor (near Northside Drive intersection)	Improved Roadway	Along Donald Lee Hollowell Parkway from the railroad track going east to Northside Drive. Roadway improvement project include capacity improvement, geometric improvement at the intersection of Donald Lee Hollowell & Northside Drive.	2009	2010
IR-2	II	Donald Lee Hollowell Parkway Corridor (western section)	Improved Roadway	Along Donald Lee Hollowell Parkway between Marietta Boulevard and Joseph Lowery Boulevard. Roadway improvement project to include drainage system improvement, roadway capacity improvement.	2009	2010
IR-3	I	Lowery Boulevard Corridor	Improved Roadway	Along Lowery Boulevard from Donald Lee Hollowell Pkwy to Jefferson Street. Roadway improvement project to include drainage system improvement.	2010	2011
IR-4	I	Huff Road Corridor	Improved Roadway	Huff Road east of Marietta Blvd to Howell Mill. Roadway improvement project include capacity improvement.	2010	2011
IR-5	II	Howell Mill Road Corridor	Improved Roadway	A consistent 4-lane corridor along Howell Mill Rd throughout the study area. From Chattahoochee Avenue to 14th Street.	2011	2012



### 15 YEAR IMPLEMENTATION PLAN

Project ID	Phase	Project Name	Linear Feet	Engineering Costs	Construction Costs	Total Project Costs	Responsible Party	Recommended Funding Sources	ROW Required?	Concept Plan Required?
<b>Intersection Improvements</b>			<b>not applicable</b>							
I-1	I	Bishop Street & Howell Mill Road	N/A	\$65,000	\$350,000	\$415,000	DPW/BOP	LCI, COA CIP, Quality of life Bond	Yes	Yes
I-2	II	West Marietta Street & Lowery Boulevard	N/A	\$75,000	\$450,000	\$525,000	DPW/BOP	LCI, COA CIP, Quality of life Bond	Yes	Yes
I-3	I	DLH & Lowery Boulevard	N/A	\$75,000	\$500,000	\$575,000	DPW/BOP	LCI, COA CIP, Quality of life Bond	Yes	Yes
I-4	I	Brady Avenue & Howell Mill Road	N/A	\$65,000	\$350,000	\$415,000	DPW/BOP	LCI, COA CIP, Quality of life Bond	Yes	Yes
I-5	II	West Marietta Street & Marietta Boulevard	N/A	\$75,000	\$575,000	\$650,000	DPW/BOP	LCI, COA CIP, Quality of life Bond	No	Yes
<b>Improved Roadway</b>										
IR-1	I	Donald Lee Hollowell Pkwy Corridor (near Northside Drive intersection)	501	\$140,000	\$300,000	\$440,000	GDOT/DPW/BOP	LCI, TIP, STIP, CMAQ	Yes	Yes
IR-2	II	Donald Lee Hollowell Parkway Corridor (western section)	2482	\$280,000	\$900,000	\$1,180,000	DPW/BOP	LCI, COA CIP, Quality of Life Bond	Yes	Yes
IR-3	I	Lowery Boulevard Corridor	930	\$190,000	\$350,000	\$540,000	DPW/BOP	LCI, COA CIP, Quality of Life Bond	No	Yes
IR-4	I	Huff Road Corridor	816	\$190,000	\$309,000	\$499,000	DPW/BOP	LCI, COA CIP, Quality of Life Bond	Yes	Yes
IR-5	II	Howell Mill Road Corridor	7762	\$300,000	\$2,940,000	\$3,240,000	DPW/BOP	LCI, COA CIP, Quality of Life Bond	Yes	Yes

# 15 YEAR IMPLEMENTATION PLAN

Project ID	Phase	Project Name	Project Type	Project Description	Engineering Year	Construction Year
<b>New Roadway</b>						
NR-1	I	Extend Ethel Street from Home Park to Howell Mill Road	New Roadway	Two lane new roadway with sidewalks, right-of-way acquisition. Traffic crossing Northside Drive will be restricted by median on Northside Drive.	2011	2012
NR-2	I	A new north-south link between Howell Mill Road & Northside Drive from 14th St. to 11th St.	New Roadway	Two lane new roadway with sidewalks, right-of-way acquisition.	2011	2012
NR-3	II	Extend Menlo Drive into loop with Huff Road.	New Roadway	Two lane new roadway with sidewalks, right-of-way acquisition.	2011	2012
NR-4	II	Reconnect Trabert Avenue around Waterworks	New Roadway	Two lane roadway with sidewalks, increase access to proposed Waterworks Park. Bridge structure required. Property already part of Hemphill Water Works. Note that this project is out of study area boundary.	2013	2015
NR-5	I	A new north-south link between Better Brands & Georgia Power, from Jefferson Street north to Kim King apartments	New Roadway	Two lane new roadway with sidewalks, right-of-way acquisition.	2013	2015
NR-6	III	Knight Park-Huff Road connector	New Roadway	Extend Fairmont south across railroad to Church Street. New 2-lane bridge with sidewalks connecting over rail line.	2011	2013
NR-7	I	A new east-west link from Marietta Boulevard to Ellsworth Industrial Drive	New Roadway	New street with sidewalks bordering the south side of the park proposed as project number OS-6.	2013	2015
NR-8	I	A new east-west link from Fairmont Avenue to Huber Street	New Roadway	New street connecting the far north end of Fairmont to the far south end of Huber.	2013	2015



# 15 YEAR IMPLEMENTATION PLAN

Project ID	Phase	Project Name	Linear Feet	Engineering Costs	Construction Costs	Total Project Costs	Responsible Party	Recommended Funding Sources	ROW Required?	Concept Plan Required?
<b>New Roadway</b>										
NR-1	I	Extend Ethel Street from Home Park to Howell Mill Road	1080	\$60,000	\$310,000	\$370,000	DPW/BOP	LCI, COA CIP, Quality of Life Bond	Yes	Yes
NR-2	I	A new north-south link between Howell Mill Road & Northside Drive from 14th St. to 11th St.	1011	\$60,000	\$310,000	\$370,000	DPW/BOP	LCI, COA CIP, Quality of Life Bond	Yes	Yes
NR-3	II	Extend Menlo Drive into loop with Huff Road.	1155	\$60,000	\$330,000	\$390,000	DPW/BOP	LCI, COA CIP, Quality of Life Bond	Yes	Yes
NR-4	II	Reconnect Trabert Avenue around Waterworks	732	\$160,000	\$810,000	\$970,000	DPW/BOP	COA CIP, Quality of Life Bond	No	Yes
NR-5	I	A new north-south link between Better Brands & Georgia Power, from Jefferson Street north to Kim King apartments	1352	\$60,000	\$385,000	\$445,000	DPW/BOP	LCI, COA CIP, Quality of Life Bond, Private Developers	Yes	Yes
NR-6	III	Knight Park-Huff Road connector	1351	\$180,000	\$985,000	\$1,165,000	DPW/BOP	LCI, COA CIP, Quality of Life Bond	Yes	Yes
NR-7	I	A new east-west link from Marietta Boulevard to Ellsworth Industrial Drive	672	\$40,000	\$192,000	\$232,000	DPW/BOP	LCI, COA CIP, Quality of Life Bond	Yes	Yes
NR-8	I	A new east-west link from Fairmont Avenue to Huber Street	693	\$40,000	\$196,000	\$236,000	DPW/BOP	Private Developers, COA CIP	Yes	Yes

# 15 YEAR IMPLEMENTATION PLAN

Project ID	Phase	Project Name	Project Type	Project Description	Engineering Year	Construction Year
<b>Open Space</b>					<b>Acquisition</b>	<b>Design</b>
OS-1	I	Hemphill Waterworks Park	Open Space	Move the fence around the Hemphill Waterworks closer to the water to allow public use of open space. Install public facilities such as paths, picnic benches, and picnic shelters.		2007
OS-2	II	English Avenue North Park	Open Space	Acquire land for a park in English Avenue north, or reach an agreement on opening existing privately held open space.	2008	2009
OS-3	II	Knight Park Improvements	Open Space	Meet with neighborhood to determine needed landscaping and maintenance improvements to Knight Park.		2008
OS-4	III	10th St. Park	Open Space	Acquire and design small park/plaza between Northside Drive & Howell Mill.	2009	2010
OS-5	III	Huff Road Plaza	Open Space	Acquire land at the intersection of Huff and Earnest and develop as a small plaza.	2011	2012
OS-6	III	Huff Road & Marietta Boulevard Park	Open Space	Acquire and develop neighborhood park on the strip of land immediately south of Elaine at its intersection with Marietta Blvd.	2010	2011
OS-7	III	West Home Park Plaza	Open Space	Acquire and develop a neighborhood park along new Ethel Street between Northside Drive and Howell Mill.	2009	2010
OS-8	III	Lowery Boulevard Park	Open Space	Acquire and develop a neighborhood park along Lowery Boulevard or reach an agreement on opening existing privately held open space.	2012	2013
OS-9	III	West Marietta Park	Open Space	Acquire and develop a small landscaped passive open space and neighborhood gateway along West Marietta Street just west of Herndon.	2013	2014



# 15 YEAR IMPLEMENTATION PLAN

Project ID	Phase	Project Name	Linear Feet	Engineering Costs	Construction Costs	Total Project Costs	Responsible Party	Recommended Funding Sources	ROW Required?	Concept Plan Required?
Open Space			Acres							
OS-1	I	Hemphill Waterworks Park	20.0	\$450,000	\$2,550,000	\$3,000,000	DPRC/BOP	LWCF/TPL/Blank Foundation/LCI	No	Yes
OS-2	II	English Avenue North Park	2.0	\$45,000	\$255,000	\$300,000	DPRC/BOP	Westside TAD/TPL/Blank Foundation	Yes	Yes
OS-3	II	Knight Park Improvements	2.6	\$58,500	\$331,500	\$390,000	DPRC/BOP	\$50K Programmed, CIP	No	Yes
OS-4	III	10th St. Park	1.0	\$45,000	\$255,000	\$300,000	DPRC/BOP	LWCF/TPL/Blank Foundation	Yes	Yes
OS-5	III	Huff Road Plaza	2.0	\$90,000	\$510,000	\$600,000	DPRC/BOP	LWCF/TPL/Blank Foundation	Yes	Yes
OS-6	III	Huff Road & Marietta Boulevard Park	3.4	\$76,500	\$433,500	\$510,000	DPRC/BOP	LWCF/TPL/Blank Foundation/LCI	Yes	Yes
OS-7	III	West Home Park Plaza	2.8	\$126,000	\$714,000	\$840,000	DPRC/BOP	LWCF/TPL/Blank Foundation	Yes	Yes
OS-8	III	Lowery Boulevard Park	3.0	\$135,000	\$765,000	\$900,000	DPRC/BOP	LWCF/TPL/Blank Foundation	Yes	Yes
OS-9	III	West Marietta Park	2.0	\$90,000	\$510,000	\$600,000	DPRC/BOP	LWCF/TPL/Blank Foundation	Yes	Yes

## 15 YEAR IMPLEMENTATION PLAN

Project ID	Phase	Project Name	Project Type	Project Description	Engineering Year	Construction Year
Other						
O-1	I	Revise Mixed-Use Zoning categories	Land Use	Adapt existing quality of life zoning codes to be more flexible in terms of land use arrangements and streetscape requirements.	2006	
O-2	I	Rezoning Upper Westside	Land Use	Change zoning to meet planned future land use throughout the Upper Westside	2007	
O-3	I	Upper Westside Community Development Corporation	Community	Create a community development corporation that focuses on affordable housing development for artists.	2007	
O-4	I	Seek National Historic Register listing for key properties.	Historic Preservation	Key properties not currently listed include: Murray's Mill, Hemphill Waterworks property, and the White Provision Building.	2008	
O-5	I	Promote awareness of existing tax break programs for seniors.	Housing	Create a publication to make seniors aware of existing property tax break and housing rehabilitation programs with contact information about how to take advantage of these programs.	2007	
O-6	I	Encourage local institutions to implement employer assisted housing programs.	Housing	Large employers can create incentive programs for lower-income employees to encourage them to purchase in nearby neighborhoods. This encourages neighborhood revitalization, home ownership, and shorter commutes.	2007-2011	
O-7	I	Acquire land in English Avenue for future workforce single family housing.	Housing	The Atlanta Housing Authority and local community development corporations should take advantage of current low land prices in English Avenue to bank land for future, affordable, single family housing development. Cooperation with the English Avenue Community Development Corporation should be emphasized.	2007-2011	
O-8	II	Public Art	Urban Design	Encourage the incorporation of public art into major public spaces.	1 project every 2 years	
O-9	II	Upper Westside Marketing Organization	Community	Create a joint marketing organization for marketing arts events and recruiting new arts organizations to the area.	2008-2009	
O-10	II	Main Street Trolley	Transit	Plan and build trolley infrastructure including dedicated lane, rail line, and transit stops. Trolley should extend from Five Points, through the Upper Westside, to Atlantic Station and connect to Peachtree Street in Midtown. This will form connections with possible future Peachtree St. Streetcar. Early service can be a shuttle, building up ridership for the future trolley.	2011	2013
O-11	II	Encourage LEED certified development.	Environmental	BOP should create a publication available to developers explaining the benefits of LEED certification and facilitating the LEED certification process.	2009	
O-12	I	Provide wayfinding system	Pedestrian	Provide Wayfinding Signage System - Key elements will include: uniform, attractive and geographically-oriented maps, signs and kiosks which capitalize on the industrial historic character of the area; signage at each node - Howell & Huff, Marietta Blvd & Elaine, Marietta Blvd and Hollowell, Lowery & Hollowell, Hollowell & Northside, Simpson & Marietta, Marietta & North, Northside & Marietta, Howell & Marietta, Northside & 10th, Northside & 14th, Marietta & Lowery.	2009	



### 15 YEAR IMPLEMENTATION PLAN

Project ID	Phase	Project Name	Linear Feet	Engineering Costs	Construction Costs	Total Project Costs	Responsible Party	Recommended Funding Sources	ROW Required?	Concept Plan Required?
Other			not applicable							
O-1	I	Revise Mixed-Use Zoning categories	not applicable	not applicable	not applicable	not applicable	BOP	not applicable	No	No
O-2	I	Rezoning Upper Westside	not applicable	not applicable	not applicable	not applicable	BOP	not applicable	No	No
O-3	I	Upper Westside Community Development Corporation	not applicable	not applicable	not applicable	not applicable	Community	public grants & private funds	No	Yes
O-4	I	Seek National Historic Register listing for key properties.	not applicable	not applicable	not applicable	not applicable	Community	not applicable	No	No
O-5	I	Promote awareness of existing tax break programs for seniors.	not applicable	not applicable	not applicable	not applicable	BOP	not applicable	No	No
O-6	I	Encourage local institutions to implement employer assisted housing programs.	not applicable	not applicable	not applicable	not applicable	Coca Cola/Georgia Tech/GWCC	private funds	No	Yes
O-7	I	Acquire land in English Avenue for future workforce single family housing.	not applicable	not applicable	not applicable	not applicable	Atlanta Housing Authority, English Avenue CDC	Atlanta Housing Authority, English Avenue CDC, Westside TAD	No	Yes
O-8	II	Public Art	8 greenspaces + 8 gateways	not applicable	not applicable	\$1,760,000	Community/ Local Business	Metropolitan Atlanta Arts Fund, private donors	No	Yes
O-9	II	Upper Westside Marketing Organization	not applicable	not applicable	not applicable	not applicable	Community/ Local Business	private funds	No	Yes
O-10	II	Main Street Trolley	24,816	\$4,700,000	\$18,800,000	\$23,500,000	MARTA	MARTA/Atlantic Station/Coca Cola/Georgia Tech/GWCC	No	Yes
O-11	II	Encourage LEED certified development.	not applicable	not applicable	not applicable	not applicable	BOP	not applicable	No	No
O-12	I	Provide wayfinding system	not applicable	not applicable	not applicable	not applicable	DPW/BOP	TIP	No	Yes

## REFERENCES

EDAW, Urban Collage, Grice & Associates, Funny, J., Hamilton, C., Budram, W., . . . Gravel Inc. (2005).  
*Atlanta Beltline Redevelopment Plan*. Atlanta: Atlanta Development Authority.