



Oakland City Fort Mac LCI Plan

in association with
City of Atlanta,
Atlanta Regional Commission,
Invest Atlanta,
and Fort Mac LRA

May 2016



SIZEMORE GROUP

in association with

THE COLLABORATIVE FIRM, KIMLEY HORN & ASSOCIATES,
NOELL CONSULTING, MACK CAIN DESIGN,
RUSSELL NEW URBAN DEVELOPMENT





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Tim Keane, Commissioner

Office of Planning

Charletta Wilson Jacks, Director

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**The Core Team is made up of key stakeholders in the Oakland City / Fort Mac Study Area who have committed to provide technical guidance, assist in advertising public meetings, distribute information to the larger community, and provide feedback on materials to be presented at public meetings prior to each opportunity. This group includes individuals who are knowledgeable about the Study Area's issues and opportunities, experts in related fields, and are vital to the implementation of the final plan.*

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I.0 Introduction

The Oakland City/Fort Mac Livable Centers Initiative (LCI) Plan is a planning study led by the Fort Mac Local Redevelopment Authority (LRA), supported by the City of Atlanta and Invest Atlanta, and sponsored by the Atlanta Regional Commission (ARC). Fort Mac LRA was the recipient of a 2015 ARC Livable Centers Initiative study grant to complete this process. This study is a ten year update to the 2004 Oakland City/Lakewood LCI, which was previously updated in 2009. The Study Area for this initiative differs from previous plans by including Fort McPherson and excluding the Lakewood community, who recently completed a separate 2013 LCI master plan.

I.1 Location and Context

The Oakland City/Fort Mac Study Area sits in a regionally significant location. Framed by I-85, I-75, I-285 and Langford Parkway, the community has great regional accessibility. Lee Street, MARTA, and the CSX/Norfolk Southern railroad run directly through the center of the Study Area, connecting this community to the Hartsfield-Jackson Atlanta International Airport and into Downtown Atlanta's Business District. Additionally, the Atlanta BeltLine's Westside Trail is under construction providing further connectivity throughout the City. It is also important to note that the Study Area is within the Aerotropolis Atlanta boundary - a framework to guide growth and development that leverages Hartsfield Jackson Atlanta International Airport. Refer to Figure I.1a

The Oakland City/Fort Mac LCI boundary totals approximately **1300 acres of land**. The Study Area is bounded roughly by Langford Parkway to the south; Sylvan Road, Dill Avenue, and Metropolitan Parkway to the east; the BeltLine Corridor to the north; and Peoples Street, Epworth Street, Campbellton Road, and Stanton Road to the west. Refer to figure I.1b

The Study Area includes the neighborhoods of Sylvan Hills, Oakland City, Fort McPherson, and portions of Venetian Hills and Adair Park, represented by Neighborhood Planning Units S, R, V, and X and Council Districts 4, 11, and 12.

The Oakland City/Fort Mac Study Area is ripe with opportunity for growth and redevelopment. Key amenities in the Study Area include great access via the Oakland City and Lakewood/Fort McPherson MARTA stations, the former Fort McPherson Army Base, the Veterans' Affairs Hospital at Fort McPherson, the future Tyler Perry Studios, the former State Farmers' Market, Perkerson

Vision

This study seeks to develop plans and policies for transformative redevelopment that serves the multi-generational community with a mix of uses and community amenities, and encourages economic development and job growth while preserving place for existing & new residents.

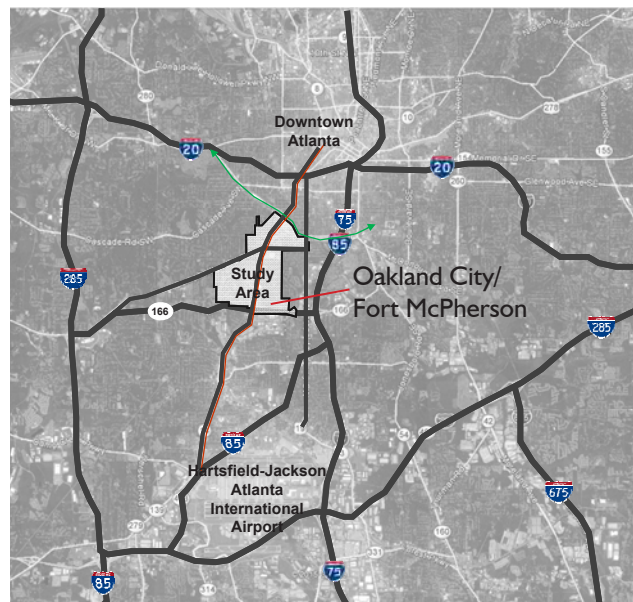


Figure I.1a: Study Area Context Map

Study Area Map

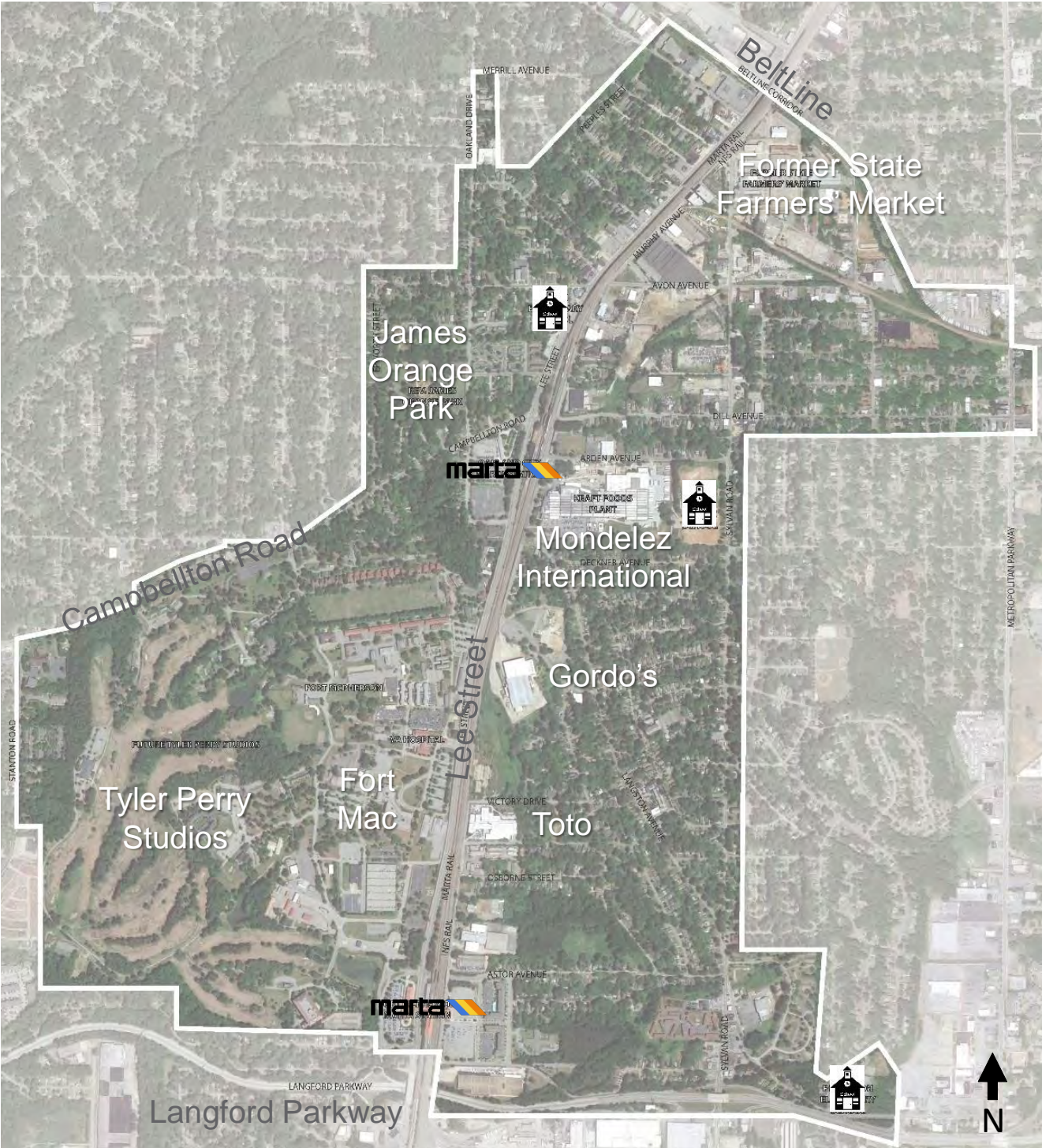


Figure I.1b: Study Area Map

Elementary School, Finch Elementary School, Sylvan Hills Middle School, The Reverend James Orange Park, and the Atlanta BeltLine Westside Trail, along with several large industrial employers, including Mondelez International, Gordo's and TOTO.

Key Redevelopment Nodes

Key redevelopment nodes were identified based on accessibility (roads, transit, and future connections), market understandings of what areas are anticipated to redevelop first, and proximity to existing community assets. Redevelopment of these nodes, pictured in Figure 1.1d, become the focus of study recommendations. Key redevelopment nodes include:

- BeltLine Node
- Oakland City MARTA Node
- Fort Mac Node

Additional areas, ripe for redevelopment, are also identified on Figure 1.1d. These areas include vacant and underutilized property, particularly industrial land along Murphy Avenue, underutilized land along Campbellton Road and Lee Street, and land adjacent to the Oakland City MARTA station.

Infill housing within existing neighborhoods is also recommended as some area neighborhoods have an average housing vacancy rate of over 30%.

Public safety improvements are key to redevelopment and growth in this area. Crime and public safety concerns have been an important topic during community input sessions. While this study can not fully address this issue, design recommendations took this into consideration with recommendations such as increased street lights.

As growth pressure increases in this area due to new investments, such as the Atlanta BeltLine and Tyler Perry Studios, this study aims to develop realistic plans to guide redevelopment that serves the community and encourages economic growth.

1.2 The Process

Three main requirements were utilized in determining the goals for this process. These requirements include:

- The LCI Program Goals
- The Market Study Results
- The Community Vision

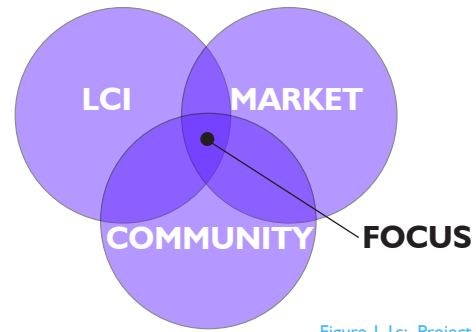


Figure 1.1c: Project Goals

Where the goals of the LCI Program, the Market, and the Community Vision overlapped, they provided a focus and direction for the master plan development (refer to Figure 1.1c). A 25 year Visionary Master Plan will aim to attract excitement and a future vision that responds to the aspirational goals of Fort Mac LRA, the City, the community, and the region. Recommendations within this report will focus on implementable actions to be achieved in the next 5-10 years, working towards the 25 year vision.

LCI PROGRAM GOALS

The Livable Centers Initiative Program provides planning grants for local government and non-profits to achieve the following goals:

- To encourage mixed income live, work, play, and shop activity centers.
- To create connected communities with multi-modal access for all users, including transit, roadways, walking, and biking.
- To include public outreach involving all stakeholders.


At the time of this study, LCI recommendations are eligible for competitive transportation funding grants through the ARC, once an LCI plan has been adopted by the jurisdiction. Transportation recommendations that best achieve the focus goals of this process were made within this plan.

COMMUNITY VISION

An extensive community involvement program has been undertaken to involve all stakeholders in the study process. Through this effort, an articulated and community supported vision for the Study Area has been identified, along with various issues, needs and aspirations to be addressed in the master plan. This involves stakeholder meetings, interviews, visioning sessions, design workshops, and open houses. This collaborative effort is an integral part of gaining consensus and support of the various stakeholders in

Key Development Nodes Map

Legend

-  Metro Atlanta Regional Transit Authority Rail Station
-  Atlanta Public School
-  Area with Redevelopment Potential
-  Public Park
-  Key Development Node
-  Existing Major Roads
-  Existing Transit
-  Proposed Roads (City Approved)
-  Proposed Transit
-  Atlanta BeltLine Westside Trail

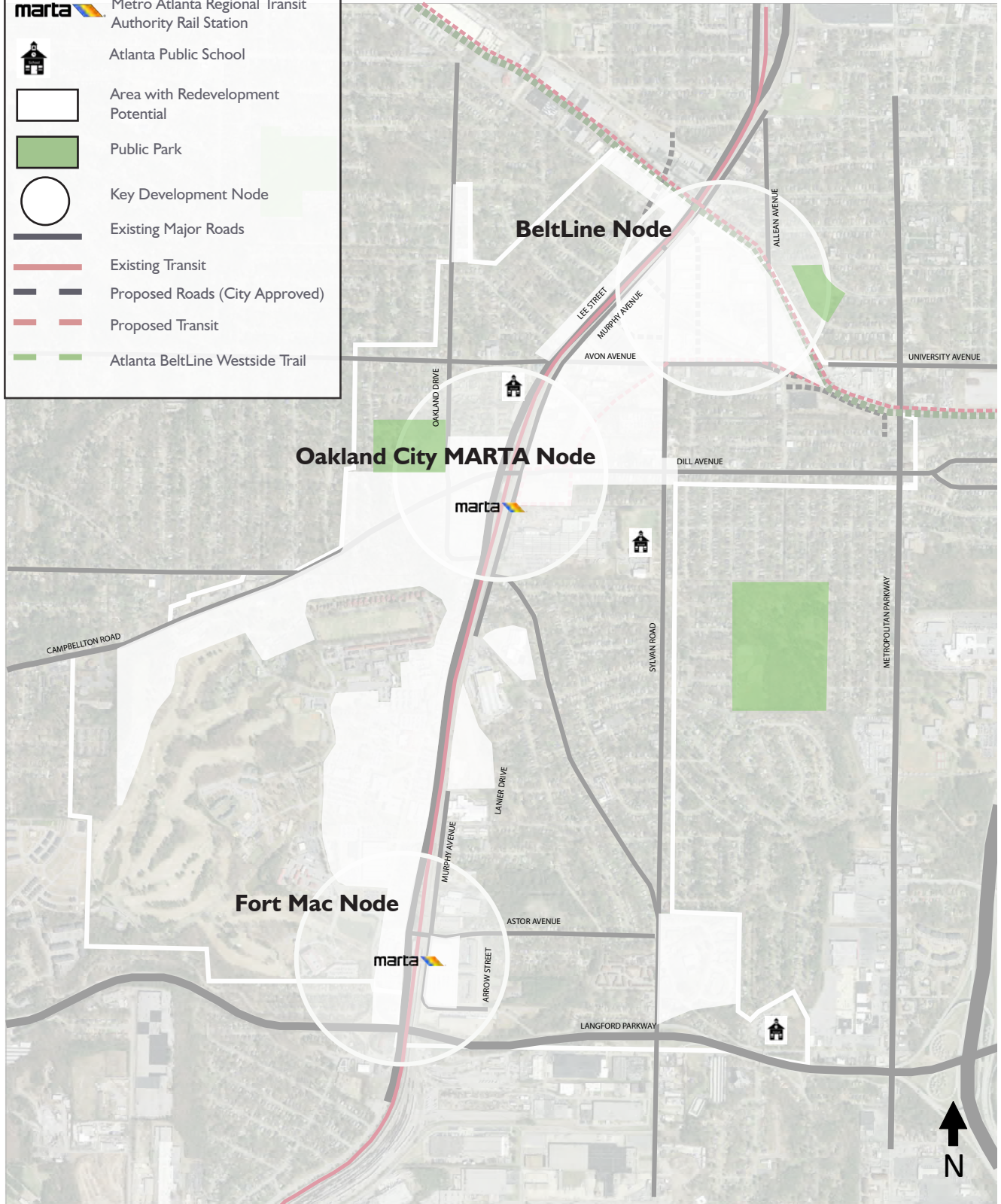


Figure 1.1d: Key Development Nodes

the community. Below is a summary of project goals identified through the community process.

COMMUNITY GOALS

1. Preserve Single Family Neighborhoods and Residents
2. Allow for Mixed Income Opportunities without Displacement
3. Provide opportunities for Economic Development and Job Growth
4. Provide opportunities for improved Healthy Food Access
5. Improve Access to Greenspace
6. Develop Neighborhood Stabilization Strategies
7. Provide opportunities for Quality Neighborhood Services
8. Improve Connectivity for All Modes
9. Design with Public Safety in mind
10. Provide opportunities and activities for Youth and Seniors
11. Provide access to improved Education and Workforce Training
12. Improve access to Medical/Health Services

MARKET FINDINGS

In order to develop a realistic vision, a predictive Market Analysis was conducted.

The study found demands for the next five years to include a high demand for retail and commercial growth, including over 150,000 sf of regional retail; 40,000 sf neighborhood retail; and approximately 30,000 sf of neighborhood commercial. Additionally, a 30,000 sf medical office demand was identified, along with 70,000 sf of flex office/light industrial uses. Five year housing opportunities include approximately 100 single family renovations and infill, 60 new town homes, one 92 unit market rate apartment project with potential to increase unit counts in a mixed income project.

The study also identifies approximate locations within the Study Area that will most likely draw this demand, particularly the property closest to the BeltLine Corridor and the Fort Mac LRA property closest to the Lakewood/ Fort McPherson MARTA Station.

The market is anticipated to change rapidly in this area as the predicted projects become a reality and draw more people to the area, which will in turn increase housing, retail, commercial and office demands.

I.4 Previous Studies and Plans

The study builds from previous plans and studies by reviewing recommendations and incorporating them into this final plan, as appropriate. Below are a list of relevant previous studies:

2004 AND 2009 OAKLAND CITY/LAKEWOOD LCI

The original LCI Study Area boundary differed from this current study, as it included property to the southeast, such as crossroads village and Cleveland Avenue. It did not include the former Fort McPherson base. Key recommendations from this study include high density mixed use at the Oakland City and Lakewood/Fort McPherson MARTA stations; land use recommendations for Murphy Triangle; infill recommendations within the neighborhoods, Dill Avenue and Murphy Avenue; as well as circulation and transportation improvements.

The 5 year update, 2009, to the Oakland City/Lakewood LCI reviewed the previous plan recommendations, projects completed, and provided an updated project and priorities list. These LCIs were reviewed and concepts incorporated, as appropriate.

2005 AND 2012 EAST POINT LCI

The East Point LCI Study Area is situated south of this initiative. It is relevant to this plan as it provides recommendations for near by growth at the Commons area, the East Point MARTA Station and the Government Center Complex. Most of the efforts are focused on East Point's Main Street which becomes Lee Street as it moves into the Oakland City/Fort Mac Study Area, so complementary uses, location of key nodes, and transportation design were influenced by these study understandings.

2007 FORT MCPHERSON OUTREACH AND LAND USE PLAN

This study focused on the Fort McPherson property, prior to the sale of a portion of the land to Tyler Perry Studios. This plan proposed a mixed use redevelopment of the entire base, including high density mixed use along Lee Street, an employment center, housing, and greenspace amenities. Relevant portions of this study were incorporated into this study.

2009 AND 2010 ATLANTA BELTLINE MASTER PLAN 2 SUBAREA 1 AND SUBAREA 2

The Oakland City/Fort Mac LCI Study Area is represented in two Atlanta BeltLine Subarea master plans, Subarea 1 and Subarea 2. Both of these plans provide recommenda-

tions on land use, density, street frameworks, and green-space, which were reviewed and incorporated into this plan as appropriate.

2010 MCPHERSON RESEARCH PARK MASTER PLAN

This study revisited the previous Fort McPherson master plans. As a result of the recession, some updates to previous plans were identified, such as scaling back residential zones. The main concept within this plan is a bio-medical research park, adjacent to retail and housing. This concept was not realized and shortly after a portion of the base was sold to Tyler Perry Studios.

2011 FORT MCPHERSON COMMUNITY ACTION PLAN

This 2011 study was led by Georgia Stand Up and a Georgia Institute of Technology School of City and Regional Planning studio. This study explored opportunities for interim and community led initiatives to generate change, including adaptive reuse of the existing buildings.

2012 CITY OF ATLANTA BROWNFIELDS AREA-WIDE PLANNING PROGRAM

This study accessed brownfield sites within southwest Atlanta. Brownfield sites identified as priorities in this Study Area include Murphy Triangle, a portion of the Green Enterprise District, and the Fort McPherson Gateway.

2015 OAKLAND CITY STATION ENGAGEMENT REPORT

This study provided recommendations for Transit Oriented Development of the Oakland City MARTA station. The mixed use recommendations and pedestrian circulation have been incorporated into this study.

2015 URBAN LAND INSTITUTE (ULI) TECHNICAL ADVISORY PANEL (TAP)

The ULI TAP report provides recommendations for redevelopment of Fort McPherson, focused on the Fort Mac LRA owned property, after the purchase by Tyler Perry Studios. The study recommends that Fort Mac LRA take on the role of Master Developer. The physical plan breaks the property down into eight distinct districts to focus redevelopment efforts. As this effort was concluding at the time this study was beginning, recommendations from this report were studied, modified, and incorporated into this report.

This report summarizes the study process, beginning with a review of key facts and analysis, Section 2.0, a summary of the extensive community participation process, Section 3.0, followed by recommendations and implementation strategies, Sections 4.0 and 5.0.

OAKLAND CITY / FORT MAC

LCI Study

2.0 Facts and Analysis

Section 2.0 identifies existing Study Area conditions, including assets and opportunities; project accomplishments; existing land use, zoning, and land conditions; existing economic development tools; transportation conditions; and a market and demographic summary.

2.1 Assets and Opportunities

Key assets and opportunities are identified in the Figure 2.1a, and include:

MARTA Stations

Oakland City: In 2015 MARTA, the City of Atlanta, the Atlanta Regional Commission and the TransFormation Alliance conducted a process to study the feasibility of Transit Oriented Development (TOD) at the Oakland City MARTA Station, titled the Oakland City Station Engagement Report. Outcomes of this study led to the release of a Request for Proposals (RFP) by MARTA, focused on Transit Oriented Development at the inactive south parking lot. After receiving one proposal response that did not align with the needs of the community, MARTA has decided to wait for a more favorable time in the market to reissue an RFP. This study takes this into consideration, planning for short and long-term strategies at the Oakland City MARTA station.

Additionally, En Route, a group that includes Wonderroot, MARTA and the TransFormation Alliance, is working with community stakeholders to help transform the Oakland City Station with public art.

Lakewood/Fort McPherson: This station is near the southern boundary of the Study Area. It is the closest station to the Fort McPherson entrance and to the anticipated main entrance to Tyler Perry Studios.

Refer to Section 2.4 for more information regarding transit and transportation analysis.

Schools

There are three Atlanta Public Schools (APS) within the Study Area. All three are part of the Carver Cluster. APS is in the process of identifying curriculum/program focuses for the Carver Cluster. Focus concepts include Performance Arts (to support the existing Carver High School Performance Arts Program) and College/Career Preparation. Study Area schools include:



Perkerson Elementary School

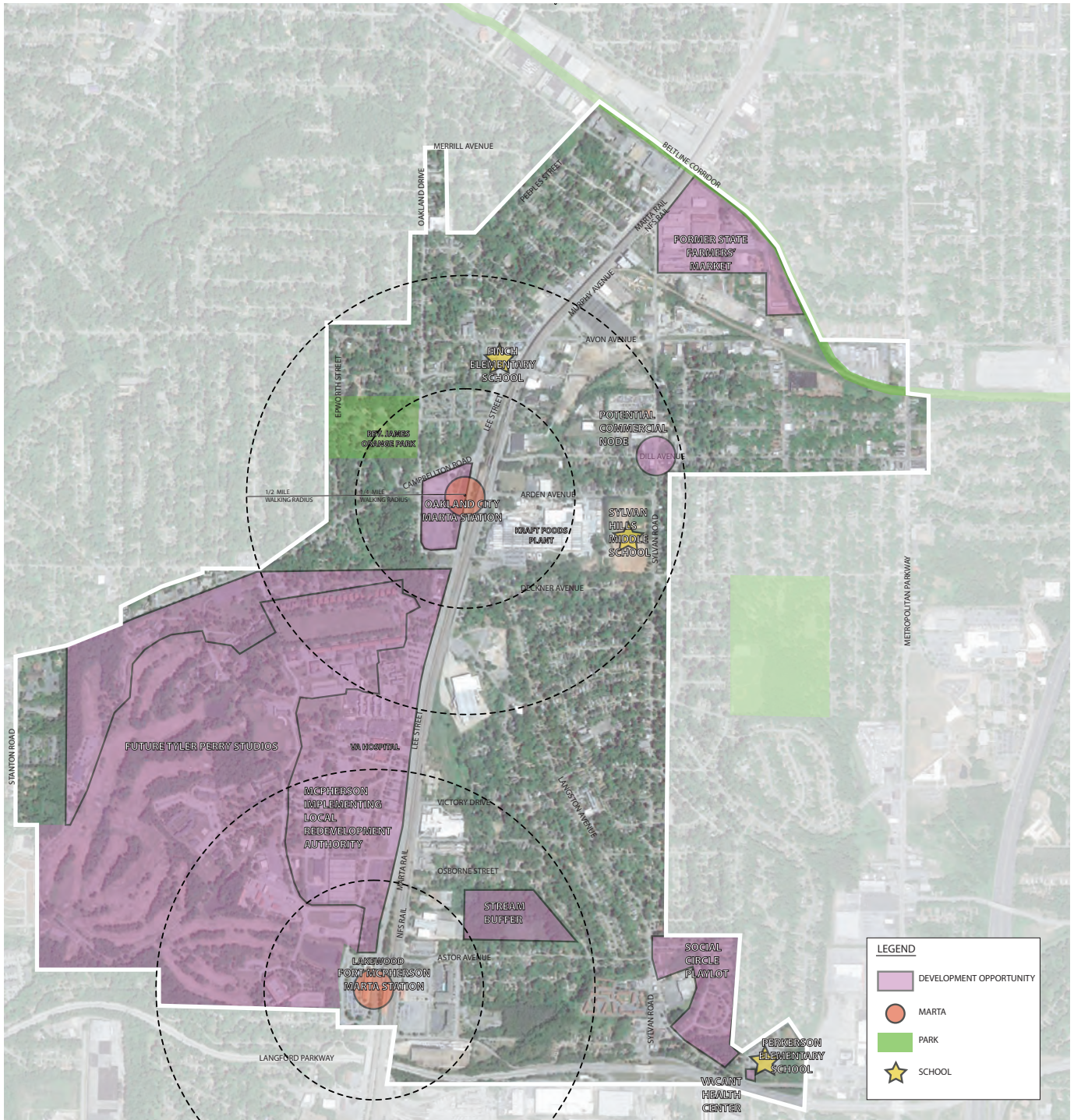


Finch Elementary School



Sylvan Hills Middle School

Assets and Opportunities Map



LEGEND	
	DEVELOPMENT OPPORTUNITY
	MARTA
	PARK
	SCHOOL



Figure 2.1a: Study Area Assets and Opportunities

Perkerson Elementary Schools

Finch Elementary School

Sylvan Middle School

APS is interested in identifying ways to better connect the schools to the community, via infrastructure improvements and programs. Schools, particularly elementary schools, are seeing increased enrollment in the Study Area. Student safety, health, and academic growth are key areas of interest.

Fire Station

Atlanta Fire Station 14 is located on Lee Street, adjacent to Finch Elementary School. This station has great potential to be a community hub, especially for area youth, due to its proximity to the elementary school.

Library

The Atlanta-Fulton Public Metropolitan Library is located on the eastern boundary of the Study Area, at Metropolitan Parkway and Dill Avenue. This new library opened in October of 2015 and provides a great amenity for this community.

Parks

Reverend James Orange Park at Oakland City: There is one park within the Study Area, James Orange Park. This park was recently remodeled to include a pool, splash pad, playground, and restroom facility. The James Orange Recreation Center is located in this park and provides senior and teen after-school programs.

Fort Mac LRA Property

The Fort Mac Local Redevelopment Authority (LRA) is a local government agency created by the State of Georgia to oversee the reuse and redevelopment of 145 acres of land that, along with Tyler Perry Studios, comprised the former Fort McPherson. The Fort was closed in 2011 and the Fort Mac LRA officially become land owners in June of 2015. Fort Mac LRA envisions a walkable, mixed-use retail development supporting the film studio, a vibrant historic village, corporate or medical office space, and market rate multifamily developments.

Tyler Perry Studios

Tyler Perry Studios (TPS) purchased 330 acres of the former Fort McPherson property in June of 2015. TPS is currently developing the site into a major film complex with up to 16 sound stages. Third party production is anticipated to utilize the studio along with Tyler Perry Studios.

Atlanta BeltLine and Former State Farmers' Market

The Atlanta BeltLine Westside trail runs along the north boundary of the Study Area. The Westside trail is a three-mile addition to the BeltLine network, connecting 10 southwest Atlanta neighborhoods with over \$43 in private and public investment. It is under construction at the time of this report.

The Atlanta BeltLine has purchased the former State Farmers' Market, approximately 16 acres, a key piece of real estate adjacent to the BeltLine Westside Trail in a pocket of southwest Atlanta in need of investment. An RFP has been released by the Atlanta BeltLine to study economic potential of the site.

The Atlanta BeltLine also owns and operates a sustainable urban farm, adjacent to the State Farmers' Market. It is the BeltLine's first farm site and will act as a model for other farms along the BeltLine corridor.

Sylvan at Dill

The intersection at Sylvan and Dill is a neighborhood commercial center, serving the Sylvan Hills and Capitol View neighborhoods. Revitalization of this node has potential to bring much needed services to the community.

Sylvan Circle Node

The Sylvan Circle Node includes a former housing development, now vacant and fenced in; a City of Atlanta playground; and an existing shopping center. The shopping center is currently home to the Atlanta Hope Center. The playground remains largely inaccessible due to the fence surrounding the former housing development. This node is within walking distance to Perkerson Elementary and provides opportunity for community based redevelopment.

Stream Buffer Potential

There are several streams within the Study Area, particularly in the southern portion of Sylvan Hills. Stream buffers and wetlands associated with these streams have left portions of land undeveloped. There is potential to provide community amenities, such as parks and trails, within these undevelopable areas.



Reverend James Orange Park at Oakland City



Reverend James Orange Park at Oakland City



Fort McPherson Entrance on Lee Street



Former Fort McPherson Parade Grounds:
Currently owned by Tyler Perry Studios



Atlanta BeltLine Vision for the Westside Trail adjacent to Donnelly Ave.

2.2 Project Accomplishments

Several transportation projects have been accomplished or are under development, per previous plans within the Study Area. Map 2.2a and the corresponding list below provide more information.

Project Accomplishments List

	Project ID	Site Found	Project Name	Project Type	Project Status	NTP Date	Estimated Completion Date	Project Description
1	1005	Connect Atlanta Plan - Cycle Atlanta Plan	Bike Lane Installation on Murphy Ave	Core Connection	Cycle Atlanta: Phase 1.0 Study corridor, installation may be funded in 2014-2015		Complete	New bike lanes from the West End MARTA station past Adair Park to Sylvan Road along Murphy Avenue.
2	0009396 AR-450B	GeoTraqs PLAN 2040	BELTLINE CORRIDOR FROM UNIVERSITY AVE TO LENA STREET	Enhancement	Under Construction	7/19/2014	6/19/2017	The project begins at Washington Park in Southwest Atlanta at the terminus of Lena Street and continues to the southeast along existing former railroad right-of-way for approximately 2.87 miles to Allene Avenue near its intersection with Catherine Street in the Adair Park neighborhood. Along this alignment, the project will construct a 14-foot wide multi-use concrete trail with 2 wide stone dust shoulders and a ten foot vertical clear zone. The project will involve the modification or replacement of the existing former rail bridge over Martin Luther King Jr. Drive, and will utilize existing underpasses under Westview Drive, Interstate 20, Lucile Drive, Ralph David Abernathy Boulevard, Lawton Street and Murphy Avenue/Lee Street. At-grade trail crossings will also be constructed at the trail intersections with Lena Street and Allene Avenue.
3	0002314	GeoTraqs	College Park Main Street Scenic Byway Corridor Improvement (Main Street/Lee Street/ SR 14)	Enhancement	Under Construction	9/1/2015	12/31/2016	College Park Main Street Scenic Byway Corridor Improvement: In the cities of College Park and East Point, GA along Main St (SR 29) & including all rights of way from its intersection with Camp Creek Pkwy (south) to the intersection with Knotts Ave (north) with an approximate length of 4 miles. The purpose of the project is to enhance the pedestrian corridor in terms of safety and aesthetic and to improve mobility of bicycles and the availability and accessibility of on-street parking. Recommendations will be made to rebuild a concrete header curb that is 6" higher than the surface of the surface grade of the asphalt roadway. Adjacent to the curb line, a 5'-10' concrete paver sidewalk will be designed to fit within existing parameters. 12'-15' ornamental street lighting will be installed and mounted on breakaway bases. Trees will be planted along the street. Areas of high pedestrian usage will include benches, planters and trash cans.
4	M004579	GeoTraqs	SR 14 FM 5 OF CS 6029/NORMAN BERRY DR TO CS 3586/SPRING ST	Resurface & Maintenance	On GDOT Let Projects	1/5/2015	11/5/2015	This project is the resurfacing of S.R. 14. This section of S.R. 14 needs resurfacing because the existing pavement is deteriorating. S.R. 14 was last resurfaced 1985.
5	M004782	GeoTraqs	SR 154/SR 166 FM CS 2995/BARGE RD TO W OF CS 2553/SYLVAN ROAD	Safety	Under Construction	7/13/2015	12/31/2015	Placing of new striping due to the deterioration of the existing striping.
6	0008277	GeoTraqs	SR 3 FROM CS 3096 TO CS 2349 & SR 139 FROM CS 1562 TO CS	Safety	Under Construction			SR 139 from Gordon Place (MP 9.68) to Florida Ave. (MP 12.70) SR 3 (Metropolitan Parkway) from Cleveland Ave. (MP 2.91) to Mayland Ave. (MP 5.91)
7	NS-013	Connect Atlanta Plan	Sylvan Rd Extension	New Street	Project is included within current Capital Improvement Program/Short-Term Work Program (CIP/STWP)	12/1/2008		Extend Sylvan Rd north of Lee St., crossing the Atlanta Beltline corridor and connecting to J.E. Lowery Blvd.
8	P-4	2009 LCI Five Year Update	Lakewood Pedestrian Bridge Improvements	Bridges	Completed			Reconfigure turnstiles and access at Lakewood MARTA Station for access to the TOD.
9	S-5	2009 LCI Five Year Update	Lee Streetscape	Streetscapes	Underway (as of 2009)			Lee from Donnelly to Langford Parkway on west side of Lee Street. Concept Plan complete and small portion of sidewalks build in 2009. In 2012 there was a referendum to fund this project among others.
10	SS-11	2009 LCI Five Year Update	Oakland City TOD Sidewalks	Streetscapes	Completed partially (as of 2009)			Install sidewalk within the Oakland City TOD development to improve pedestrian access and circulation. Station and parking lot lighting complete in 2009.
11	SS-12	2009 LCI Five Year Update	Lakewood Station TOD Sidewalks	Streetscape	Completed partially (as of 2009)			Install sidewalk within the Lakewood MARTA TOD development to improve pedestrian access and circulation. ADA access improvements complete in 2009.
12	SS-13	2009 LCI Five Year Update	Dill Avenue on-street parking	Streetscapes	Completed partially (as of 2009)			Dill Avenue on-street parking & bulb outs. Sidewalks from Metropolitan to Sylvan Road. (2015 - completed sidewalks, but no on-street parking.)
13	O-1	2009 LCI Five Year Update	Oakland City Station Transit Plaza	Open Space	Funded			Oakland City Station Transit Plaza. RFP issued Sept 2015.
14		City of Atlanta	Dill Avenue Bicycle Facilities	Enhancement	Under Construction/Upcoming		2016	Bicycle facilities on Dill Avenue between Metropolitan Parkway and Murphy Avenue.
15		City of Atlanta	Oakland Drive Bicycle Facilities	Enhancement	Under Construction/Upcoming		2016	Bicycle facilities on Oakland Drive between Donnelly Avenue and Campbellton Road.
16		City of Atlanta	Avon Avenue Bicycle Facilities	Enhancement	Under Construction/Upcoming		2016	Bicycle facilities on Avon Avenue between Lee Street and Cascade Avenue.

Project Accomplishments Map

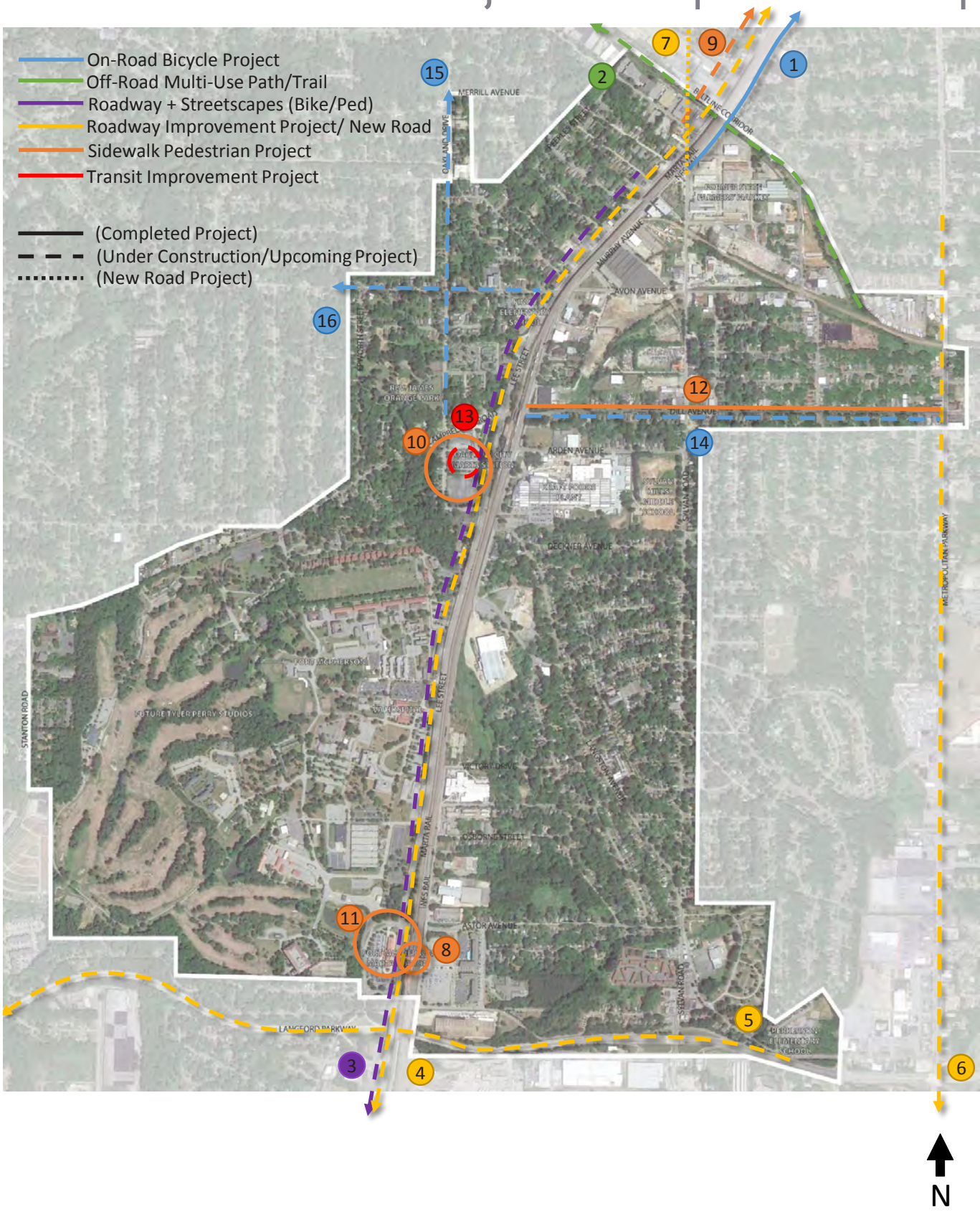


Figure 2.2a: Project Accomplishments

2.3 Land Use, Zoning, and Land Conditions

This section describes existing conditions and understandings of the Study Area neighborhoods, land uses and designations, zoning, land conditions, and economic tools available in the Study Area.

City of Atlanta NPUs and Neighborhoods

The LCI Study Area includes portions of seven Atlanta neighborhoods, including Capitol View, Fort McPherson, Oakland City, Sylvan Hills, as well as small slivers of Adair Park, Capitol View Manor, and Venetian Hills.

The City of Atlanta provides opportunities for neighborhood and community-level public input through a system of Neighborhood Planning Units (NPUs), which are comprised of several adjacent neighborhoods. The NPUs provide recommendations to the Mayor and City Council on zoning, land use, and other planning issues. The LCI Study Area includes portions of NPU-S (Fort McPherson, Oakland City, Venetian Hills), NPU-X (Capitol View, Capitol View Manor, Sylvan Hills), as well as small slivers of NPU-V (Adair Park) and NPU-R (Stanton Rd). Refer to Figure 2.3a. NPU and Neighborhood Association leaders were invited to and participated in this process.

Neighborhoods

4 NPUs
NPU S
NPU X
NPU R
NPU V

7 Neighborhoods
Fort McPherson
Sylvan Hills
Capitol View
Capitol View Manor
Oakland City
Venetian Hills
Adair Park

City of Atlanta Neighborhoods & NPUs Map

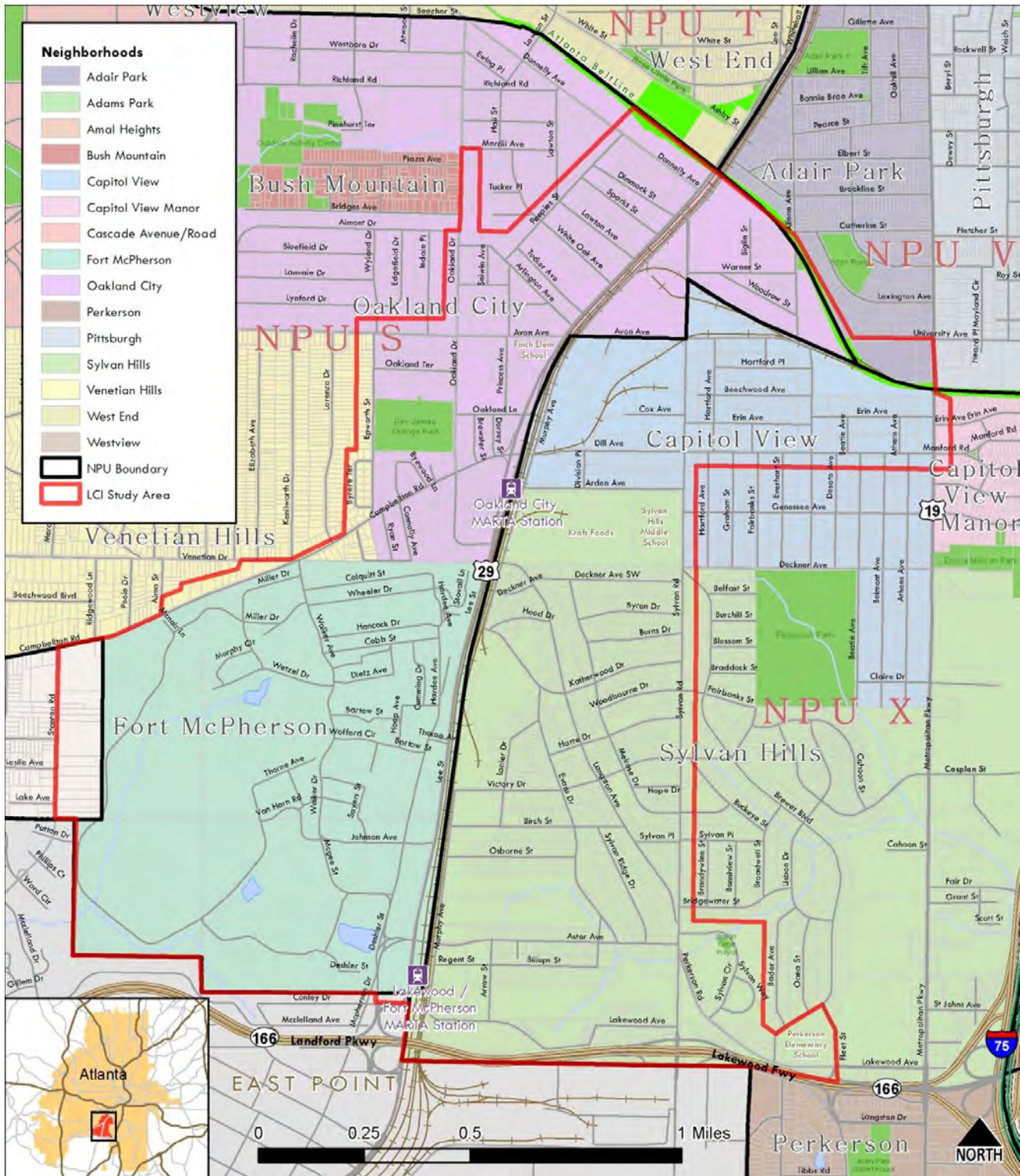


Figure 2.3a: City of Atlanta Neighborhoods and NPUs Map

Existing Land Use

An existing land use survey was conducted as part of the LCI Study, based on City of Atlanta land use data along with a windshield survey and review of aerial imagery, and Google street-level imagery. Refer to Figure 2.3c. Table I provides a breakdown of land uses by acreage.

Residential

The neighborhoods in the LCI Study Area are primarily single-family residential. Multi-family residential communities are located near both the Oakland City and Lakewood/Fort McPherson MARTA Stations, as well as Sylvan Road near Langford Parkway and Stanton Road.

Commercial

Commercial uses in the LCI Study Area are primarily small-scale neighborhood and community serving establishments. Commercial corridors include Lee Street in the Oakland City neighborhood and Campbellton Road in Venetian Hills. Neighborhood commercial nodes are located at Sylvan Road/Dill Avenue, Sylvan Road/Metropolitan Parkway.

Office

Office uses make up the smallest percentage of land use in the Study Area, at 0.4% total. In order to provide a variety of jobs in the Study Area, this land use will need to increase, over time.

Industrial

Industrial land uses within the LCI Study Area are located along the Murphy Avenue corridor. Likewise, there are active and former industrial sites located along two abandoned railroad spurs extending from the Atlanta BeltLine corridor. Light industrial uses include warehousing and distribution businesses, such as Americold Logistics. Heavy industrial uses in the Study Area include manufacturing firms, such as TOTO USA, Inc.

Institutional

Fort McPherson, a former military installation, is the largest public/institutional land use within the LCI Study Area. Additional public/institutional uses include schools, such as Sylvan Hills Middle School and Finch Elementary School; and churches, such as Love Life Ministries and the Church of Jesus Christ of Latter Day Saints.

Transportation Communications Utilities

Transportation/communication/utilities land uses within the LCI Study Area include two MARTA transit stations as well as the MARTA/CSX heavy rail corridor.

Existing Land Uses
33% Institutional
24% Residential Low Density

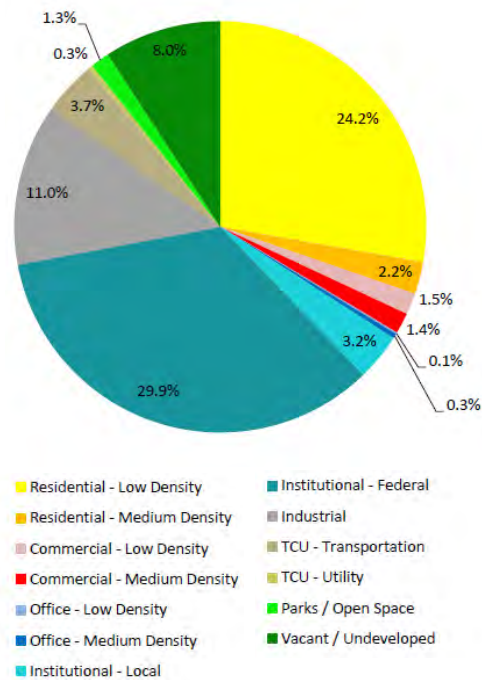


TABLE I - EXISTING LAND USE

Existing Land Use	Acres	%
Residential - Low Density	401.9	24.2%
Residential - Medium Density	36.8	2.2%
Commercial - Low Density	24.2	1.5%
Commercial - Medium Density	23.9	1.4%
Office - Low Density	1.6	0.1%
Office - Medium Density	5.5	0.3%
Institutional - Local	53.6	3.2%
Institutional - Federal	496.0	29.9%
Industrial	183.1	11.0%
TCU - Transportation	61.9	3.7%
TCU - Utility	5.3	0.3%
Parks / Open Space	21.4	1.3%
Vacant / Undeveloped	133.0	8.0%
Right of Way	211.7	12.8%
TOTAL	1,660.1	100.0%

Existing Land Use Map

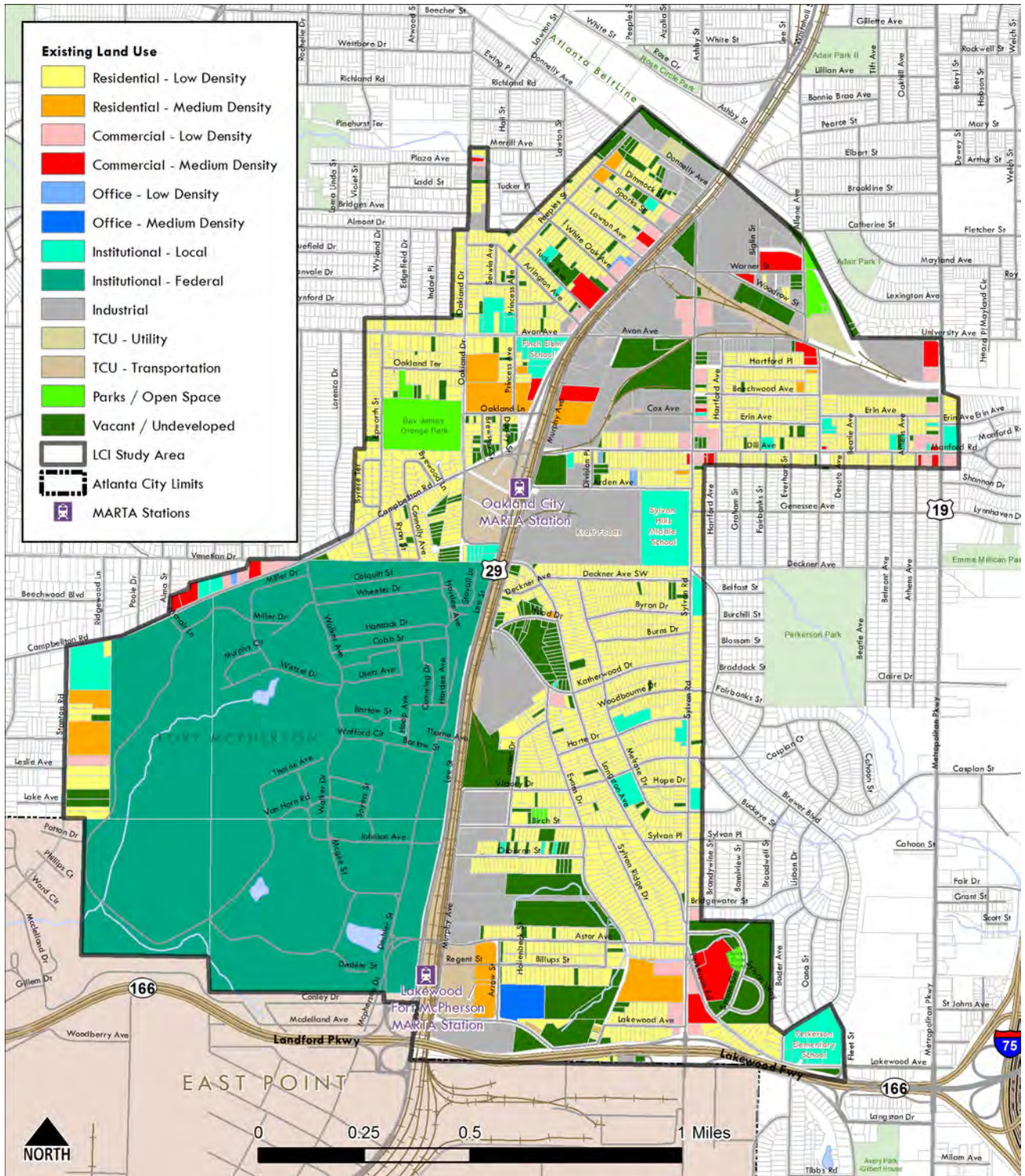


Figure 2.3c: Existing Land Use

Parks / Open Space

Parks/Open Space land uses within the Study Area include the Reverend James Orange Park at Oakland City. Community gardens, such as Gilliam’s Community Garden, have also been included within this land use category. The Atlanta BeltLine corridor forms the northern boundary of the LCI Study Area. Recreational trails are currently being constructed along the westside Atlanta BeltLine, with existing on-street trails located just north of the Study Area along White Street.

Vacant and Underdeveloped Land

In order to identify areas for potential infill development and redevelopment, the consulting team prepared a map of vacant and underutilized land. (See Figure 2.3h - Vacant and Underutilized Land)

First, data from the existing land use survey was used to identify vacant/undeveloped land, which includes parcels without a structure. There are several large vacant former industrial properties along the abandoned railroad spurs extending from the CSX and BeltLine corridors.

Redevelopment of industrial sites may be complicated by the presence or potential for contamination. The City of Atlanta Brownfield Program works to identify, assess, and remediate sites with known or potential contamination. Several properties along the BeltLine corridor have been identified as brownfields, including the former State Farmer’s Market.

Recent demolition has occurred at former industrial sites along Victory Drive, Woodrow Street, and Hood Drive. Likewise, a multi-family housing complex was recently demolished off Sylvan Circle.

Other large vacant parcels in the Study Area include land off Evans Drive with limited development potential due to streams and topography.

The golf course on Fort McPherson was the largest undeveloped piece of land in the Study Area. Tyler Perry Studios plans to utilize the golf course for filming.

Properties with distressed structures are another potential site for redevelopment. Data from the City of Atlanta’s Strategic Community Investment (SCI) report was utilized as a measure of structural condition. The SCI report includes survey data from 2013 that classifies structures as good, fair, poor, or deteriorated. For the purpose of the LCI, structures listed as poor or deteriorated were included in the analysis as underutilized land.

Commercial properties along the Lee Street corridor north of White Oak Ave are classified as deteriorated. A concentration of deteriorated industrial warehouses is located in the north end of the Study Area, including the former State Farmers Market. A concentration of deteriorated residential properties is located south of Campbellton Road just west of the Oakland City MARTA station.

Finally, large surface parking areas have been included in the map as underutilized land. MARTA has been actively seeking to redevelop large surface parking areas around its rail stations as transit-oriented mixed use. MARTA plans to reissue an RFP for transit oriented development at Oakland City MARTA at a future date, when market demand improves.

Vacant Land

8% Vacant/Undeveloped

TABLE 2 - VACANT AND UNDERUTILIZED LAND

Category	Acres	%
Vacant / Undeveloped	133.1	8.0%
Poor Condition	20.5	1.2%
Deteriorated Condition	43.4	2.6%
Brownfields	54.4	3.3%
Surface Parking	218.7	13.2%
TOTAL	1,660.0	100.0%

Vacant and Underutilized Land Map

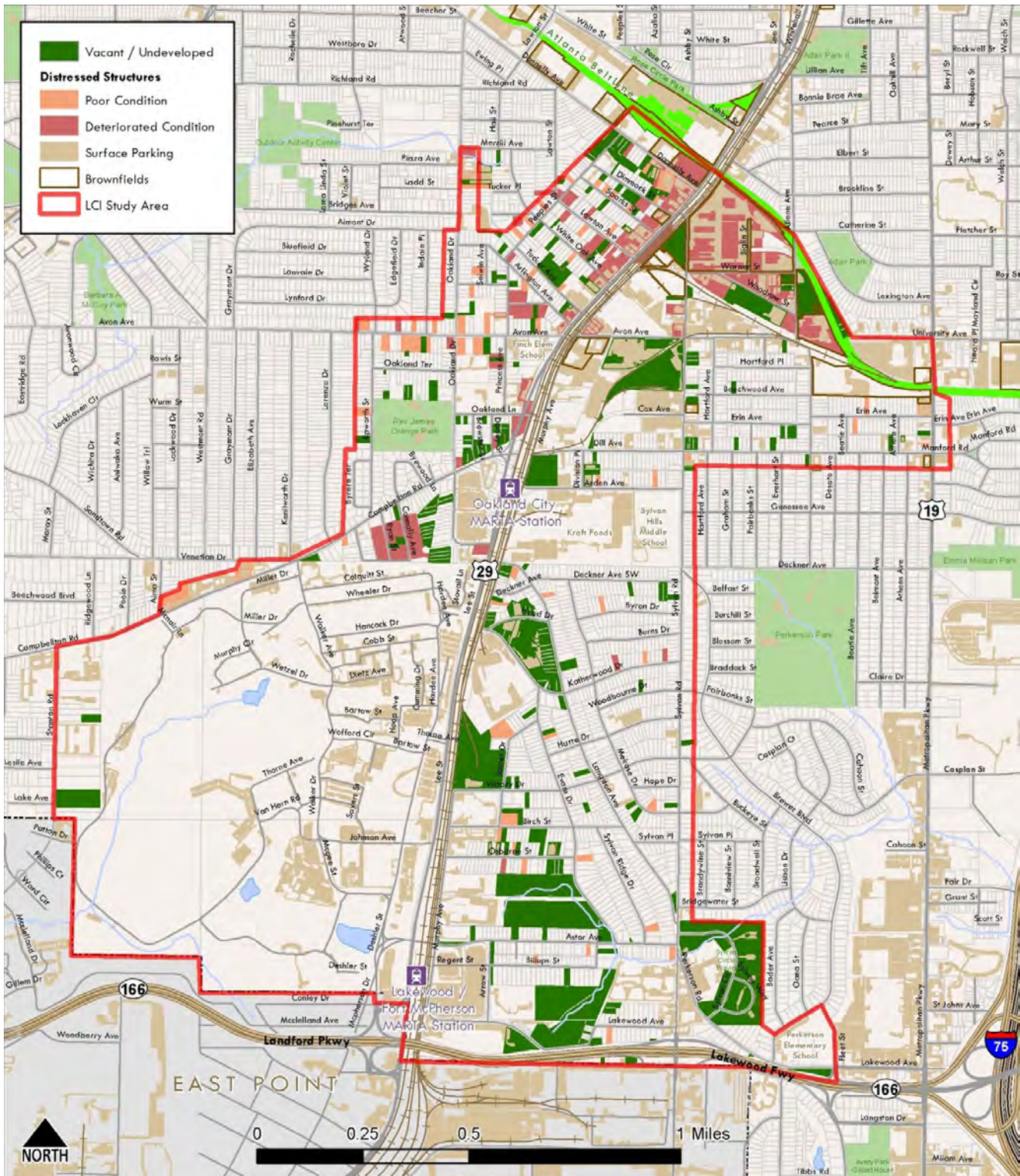


Figure 2.3h: Vacant and Underutilized Land

OAKLAND CITY / FORT MAC

LCI Study

Historic Resources

The Oakland City/Fort Mac LCI Study Area includes several important historic resources. (See Figure 2.3b - Historic Resources) First, Fort McPherson includes a national register historic district as well as numerous historic structures and sites. In addition to the historic staff row officer's quarters and troop barracks, the Fort McPherson historic district includes historic sites, such as the parade ground and recreational fields.

Fort McPherson was originally established as a military base in 1885 and later named in honor of Major General James Birdseye McPherson, a Union general who had been killed near the area during the Battle of Atlanta. (Cameron Dewberry Sexton, Brockington and Associates, Inc, 2013) A master plan for the base was finished in 1890 under the direction of Captain Joshua West Jacobs. The oldest buildings on the site were constructed in the late 1880s. Important structures such as Base Headquarters and Staff Quarters 10 (the commanding officer's residence) were placed in prominent positions around the parade ground.

Fort McPherson was decommissioned following the 2005 Base Realignment and Closure (BRAC) process. The Fort Mac LRA or McPherson Implementing Local Redevelopment Authority (MILRA) was established to oversee the redevelopment planning process for the base.

The LCI Study Area also includes Oakland City, a local historic district, which was listed on the national register in 2003. The neighborhood was originally a separate municipality incorporated in 1894 and annexed into Atlanta in 1910 (Garrett, 1969). Adair Park is also on the national register as an historic district, designated in 1994.

In addition to the national register of historic resources, the LCI Study Area also includes several eligible structures. The Georgia Natural, Archaeological, and Historic Resources GIS database (GNAHRGIS) includes several eligible commercial structures on Campbellton Road within the LCI Study Area.

The eastern portion of the LCI Study Area has not been surveyed for historic resources. Potentially eligible structures along the Murphy Ave corridor include the Cut Rate Box building and B-Complex. Likewise, the neighborhood commercial node at Sylvan and Dill includes several buildings that are at least 50 years old, the general rule of thumb for historic eligibility.



Staff Quarters 10 Building - Photo: Creative Loafing

Historic Resources Map

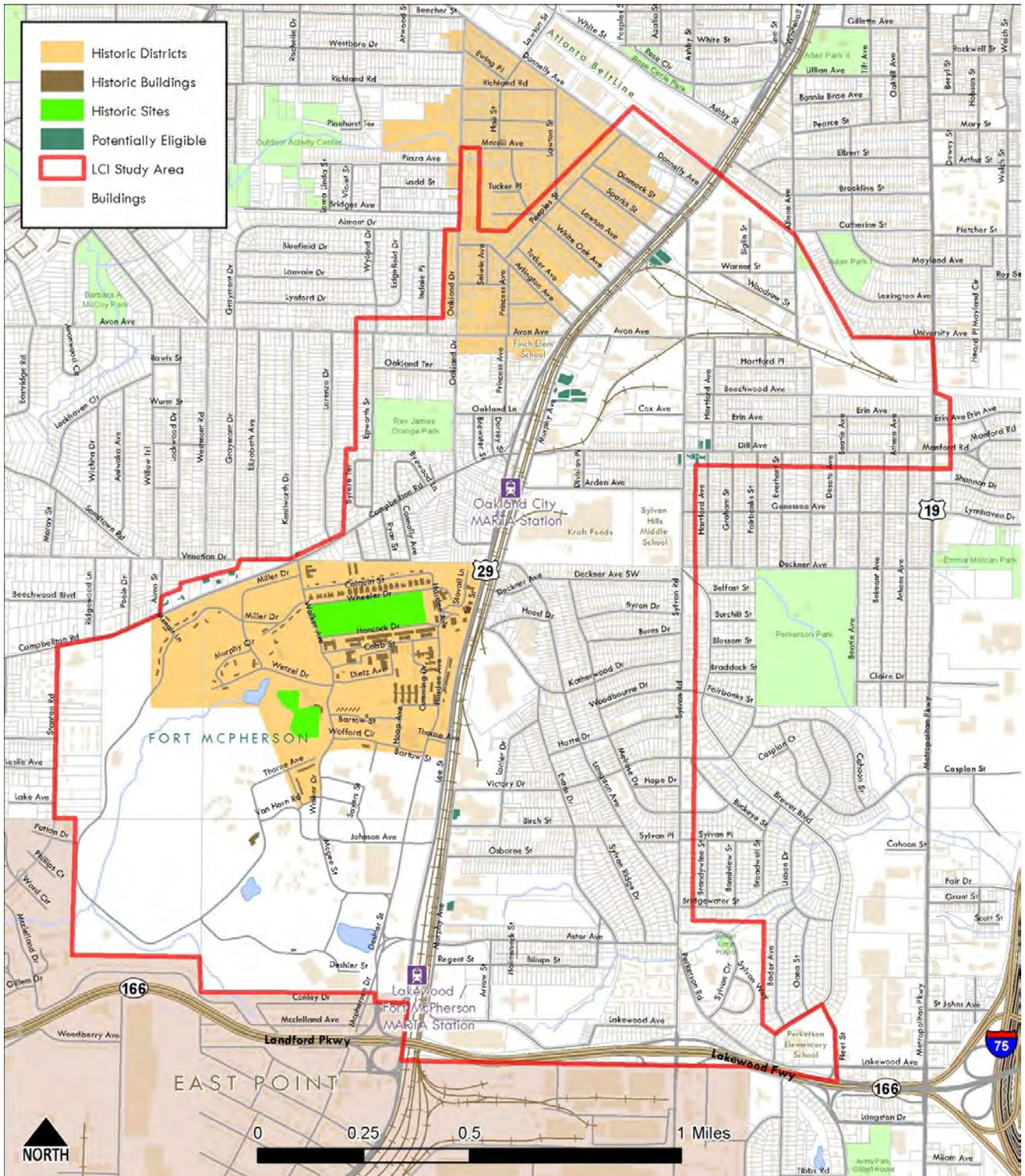


Figure 2.3b: Historic Resources

Existing Zoning

Figure 2.3d provides a map of the currently adopted zoning categories in the Oakland City/Fort Mac LCI Study Area. Table 2 provides a brief description of each zoning district.

Atlanta’s ordinance is based on a cumulative zoning scheme that allows for a range of land uses in the more intensive districts. For example, the I-2 heavy industrial district also allows for low density commercial. Similarly, several non-residential districts, such as C-1, C-2, and O-1 allow for residential development.

Overlay districts can provide additional regulation of urban design to supplement the underlying district. The BL - BeltLine overlay district is intended to ensure that new development along the Atlanta BeltLine is compatible with the city’s bicycle/pedestrian oriented plan for redevelopment. Historic district overlays, such as the HD-20M Oakland City district provide for a certificate of appropriateness process.

Zoning

35% Light Industrial
28% Residential I unit/9,000sf

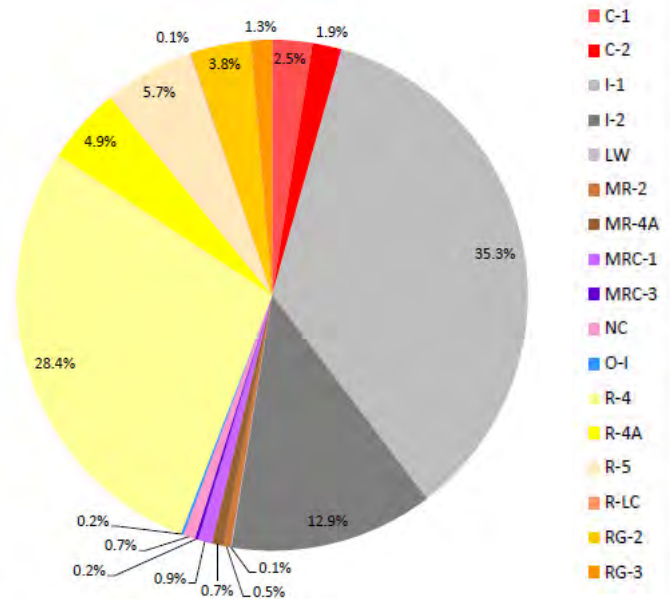


TABLE 2 - ZONING DISTRICT DESCRIPTIONS

District	Description
BL: Beltline overlay district	Bicycle/pedestrian oriented streetscape and urban design standards
C-1: Community business	Medium density commercial (floor area ratio 2.0)
C-2: Commercial service	General commercial (floor area ratio 3.0)
HD-20M: Oakland City historic district	Oakland City neighborhood historic district
I-1: Light industrial	Warehousing, storage, distribution, and light manufacturing
I-2: Heavy industrial	Heavy manufacturing and salvage yards
I-1: Sign Overlay	West End / Lee Street sign regulations
LW: Live-Work	Low density mixed use (max floor area ratio 1.196 + bonuses up to 2.0)
MR-4A: Multi-family residential	Multi-family residential (max floor area ratio 1.49)
MRC-1: Mixed residential and commercial	Low density mixed use (max floor area ratio 1.696)
MRC-3: Mixed residential and commercial	High density mixed use (max floor area ratio 7.2)
NC: Neighborhood commercial	Neighborhood oriented commercial with bike/ped design standards
O-1: Office-Institutional	Office and institutional complexes
R-4: Single-family residential	Single-family residential (min lot size 0.21 acres)
R-4A: Single-family residential	Single-family residential (min lot size 0.17 acres)
R-LC: Residential with limited commercial	Residential to commercial conversion (max floor area ratio 0.348)
RG-2: General residential	General multi-family residential (max floor area ratio 0.348)
RG-3: General residential	General multi-family residential (max floor area ratio 0.696)

Existing Zoning Map

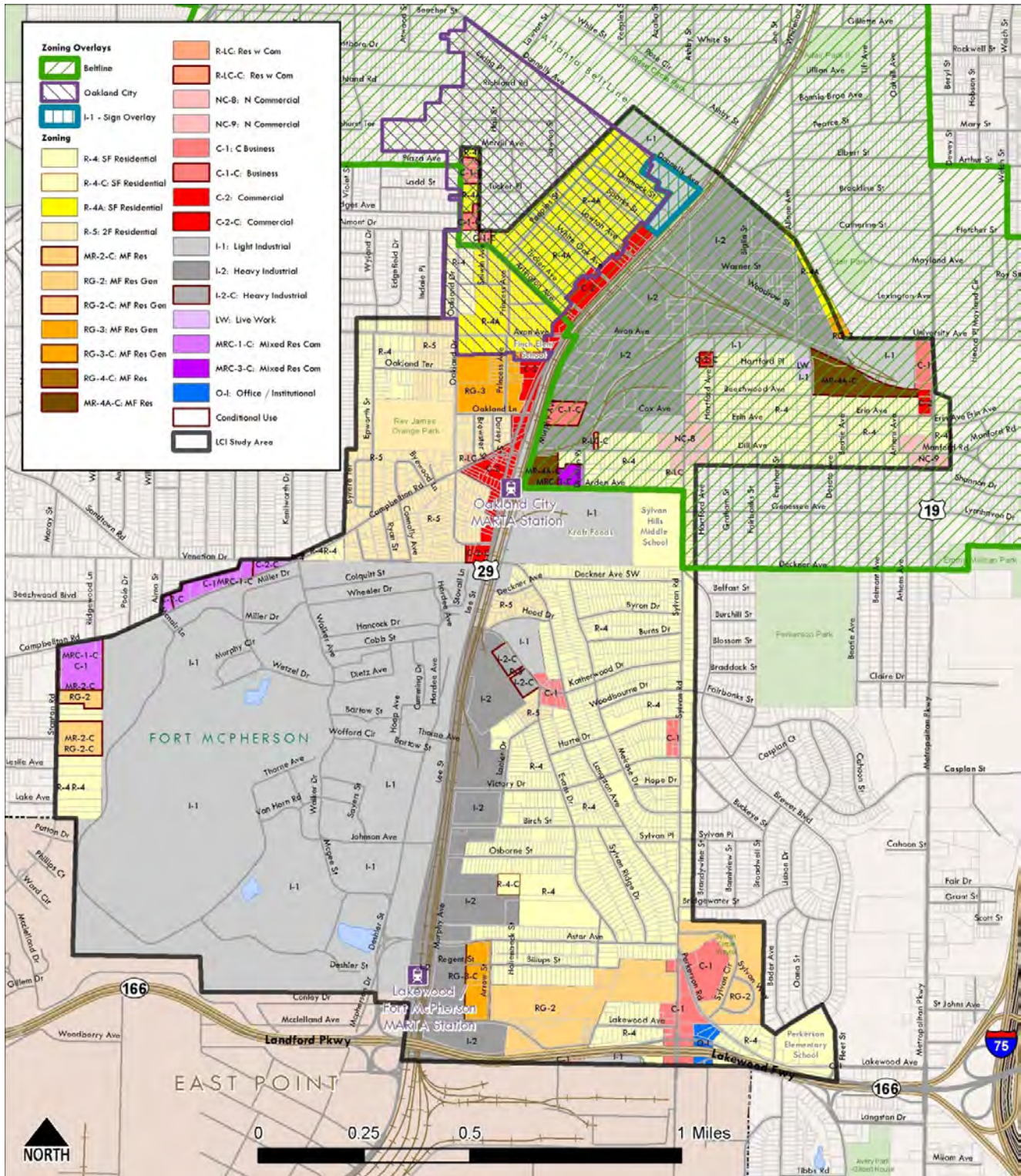


Figure 2.3d: Existing Zoning

Future Land Use and Character Areas

The City of Atlanta's current plans include both a Future Land Use Map and a more general Future Development Map. (See Atlanta Comprehensive Development Plan) The Future Land Use Map provides specific land uses and zoning categories that are compatible with each district. In addition, the Future Development Map provides more general character areas that are linked to the city's redevelopment policies. The Future Land Use Map is the focus of discussion for this LCI Study.

Figure 2.3e shows the City of Atlanta's currently adopted Future Land Use Map for the LCI Study Area. Under the City's current plan, the BeltLine overlay area on the north end of the LCI is maintained as industrial land in order to preserve local jobs. However, the Future Development Map has designated this area as Industrial Live-Work as a reflection of the BeltLine redevelopment plans.

The City's currently adopted Future Land Use Map has designated the area around the Oakland City and Lakewood/Fort McPherson MARTA Stations as mixed use redevelopment, consistent with plans for transit oriented development adjacent to heavy rail stations.

Fort McPherson is designated as Office / Institutional within the City's currently adopted Future Land Use Map. This category is consistent with the existing government institutional use of the military installation. The City's Future Development Map includes a Regional Activity Center on the portion of Fort McPherson that is adjacent to Lee Street. Regional Activity Centers are mixed use districts that serve a regional area and include intensive land uses. This designation reflects previous redevelopment plans for Fort McPherson that included an intensive biomedical research district.

Future Land Use Map

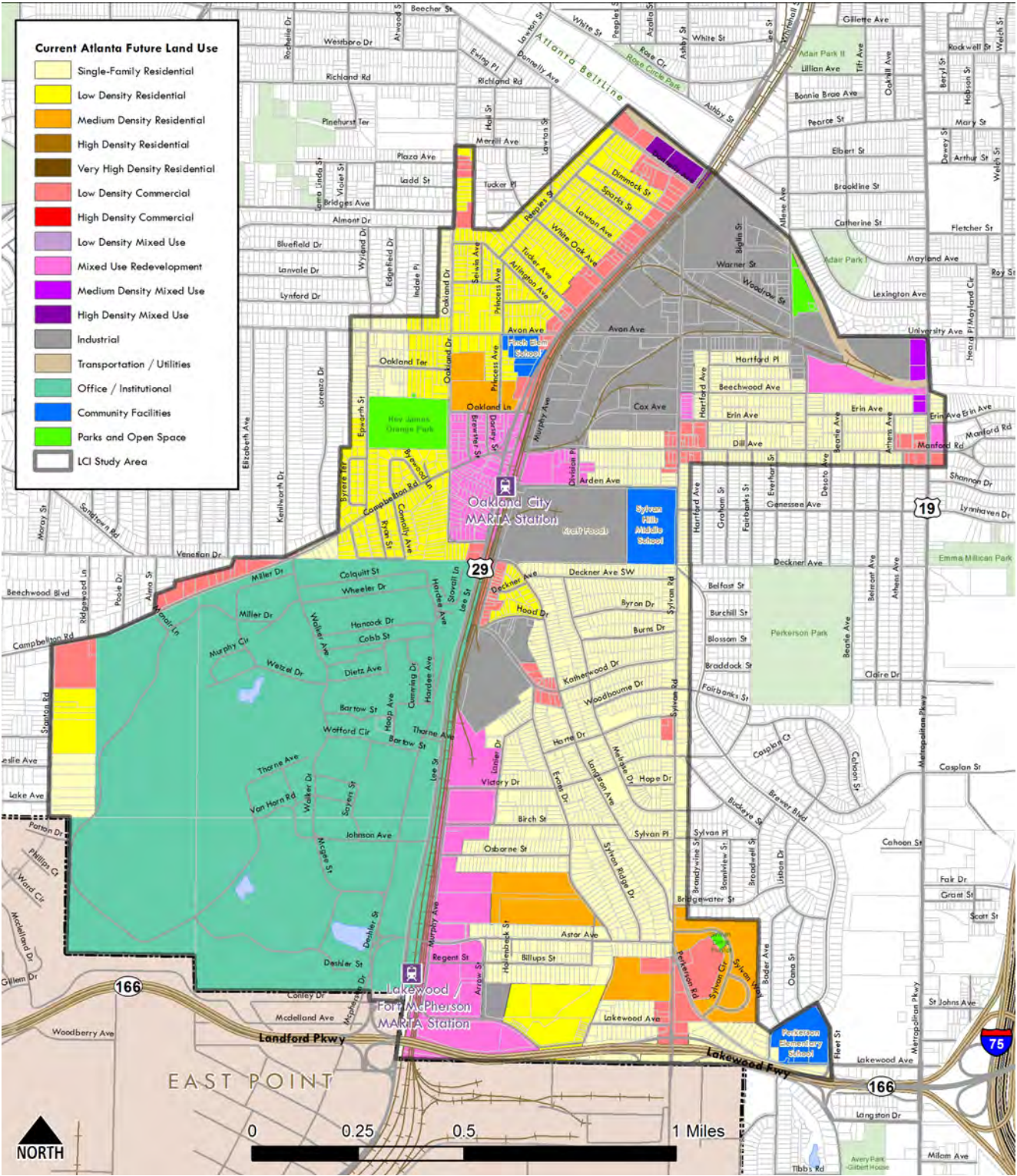


Figure 2.3e: Future Land Use Map

Water Map

Land Conditions

Topography

Figure 2.3f provides a map of the elevation contours within the LCI Study Area. The MARTA/CSX railway corridor runs along a ridge line that bisects the LCI Study Area.

The highest elevation points within the Study Area are found near the intersection of Bartow St and Hardee Ave on Fort McPherson and on Hood Dr in Sylvan Hills. The lowest points within the Study Area are found on the southwestern edge of the Study Area along a creek that passes through Fort McPherson.

Water Resources

Figure 2.3g provides a map of hydrology within the LCI Study Area. Since the Oakland City/Fort Mac LCI is centered on a ridge line (MARTA/CSX), there are few water resources within the Study Area. According to Q3 GIS data from FEMA, there are no floodplains within the Study Area. Three small ponds on Fort McPherson represent the only wetlands within the Study Area.

The eastern half of the Study Area drains into the Upper South River basin, while the western half drains into the Chattahoochee River/Utoy Creek basin. Intermittent tributaries of South Utoy Creek are found on the former Fort McPherson golf course. Perennial tributaries of the South river are located in Sylvan Hills near Evans Dr and Astor Ave. Both of these streams qualify as jurisdictional waters under GA Environmental Protection Division (EPD) criteria.

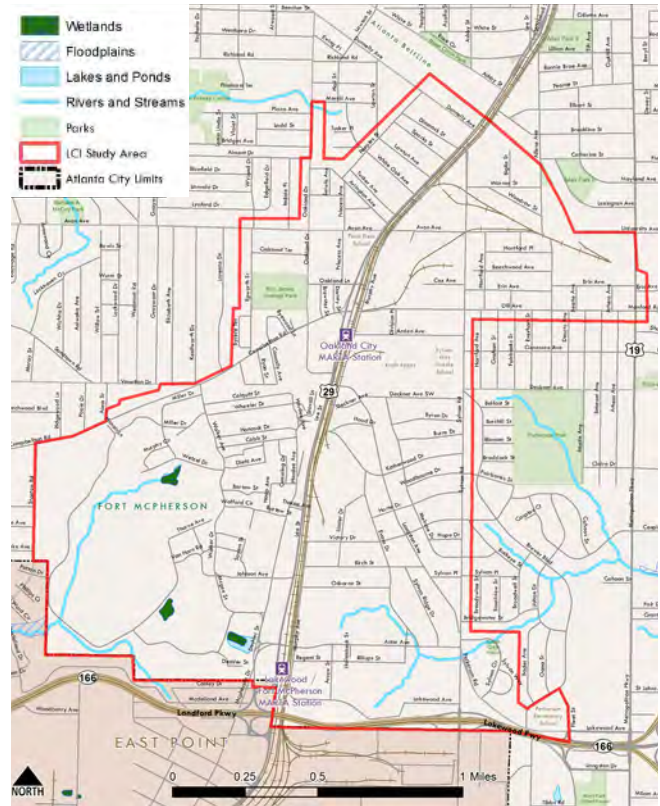


Figure 2.3g: Water Resources

Topography Map

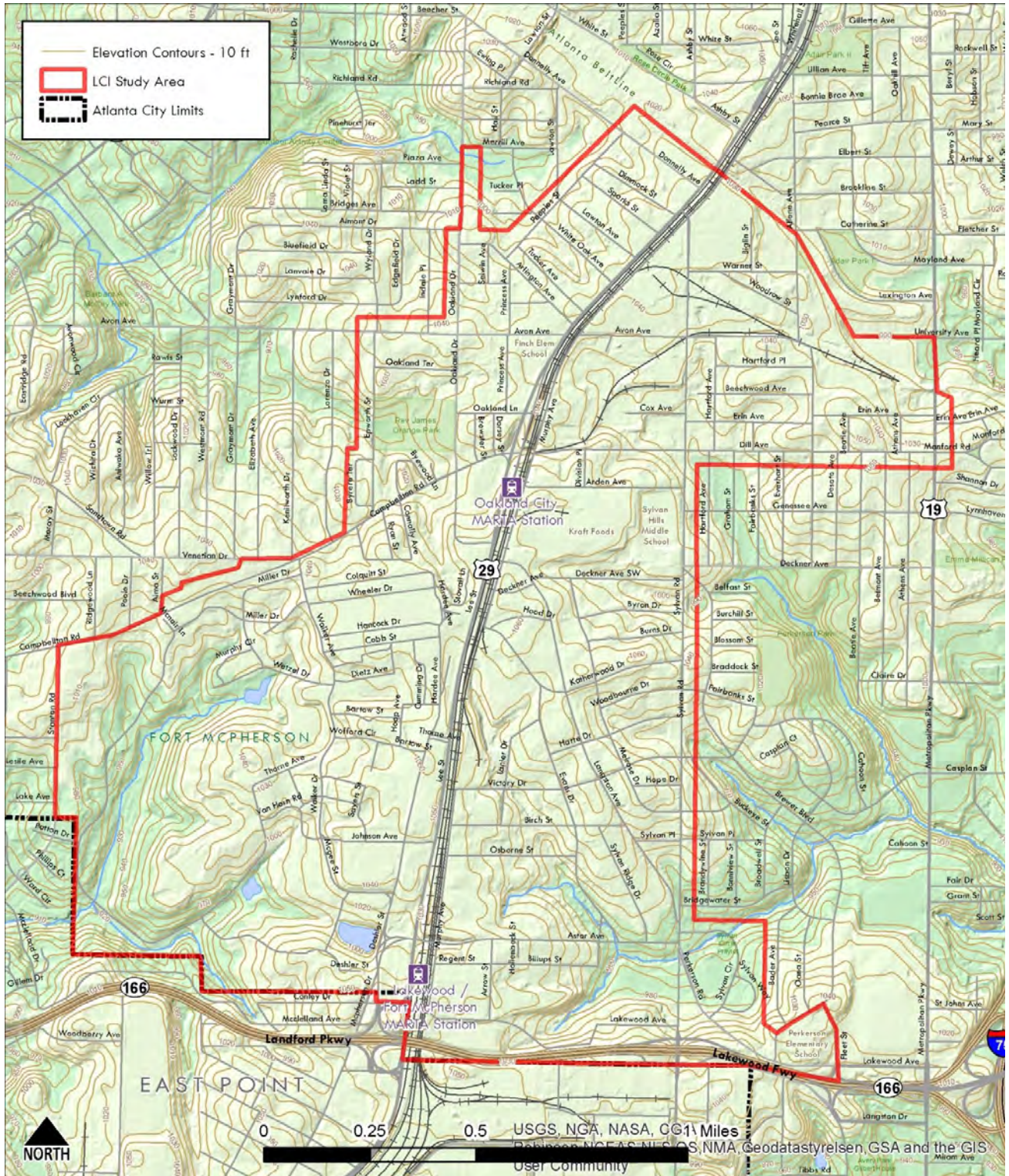


Figure 2.3f: Topography

Economic Development Resources

Figure 2.3e provides a map of some of the City of Atlanta's economic development tools within the Study Area.

Tax Allocation Districts (TADs) are a redevelopment financing tool that allows for bonds to be issued to fund redevelopment activities in under developed areas (capital costs for construction or improvements of public infrastructure, new buildings, renovations, repairs or demolition of existing buildings, among others). TADs (often referred to as Tax Increment Financing) allow for bonds to be repaid based on the incremental increase in property values created by the public investment.

The City of Atlanta has two designated TADs within the Oakland City/Fort Mac LCI Study Area: The Campbellton Road TAD and the BeltLine TAD.

The Campbellton Road Tax Allocation District includes Fort McPherson and land along the Campbellton Road corridor. The Campbellton Road TAD was created in 2006 to facilitate redevelopment and encourage private investment along this key commercial corridor at activity nodes. The district includes approximately 1,433 acres with 585 individual parcels and five key development nodes.

The BeltLine Tax Allocation District was created in 2005 to provide funding for the implementation of the Atlanta BeltLine redevelopment plan. The Atlanta BeltLine is a comprehensive plan for revitalization and redevelopment that includes a vision for a network of public parks, multi-use trails and transit along a 22 mile loop of historic railroad corridors.

In addition to the redevelopment financing mechanisms applied in the LCI Study Area, the City of Atlanta has also designated the Campbellton Road corridor as an Economic Development Priority Area within their New Century Economic Development Plan. In 2006 the Enterprise Zone Employment Act was amended to allow for automatic eligibility of Economic Development Priority Areas as Urban Enterprise Zones (UEZ). This program provides tax abatements for eligible properties within Economic Development Priority Areas that are not within an existing Tax Allocation District.

Another program that could be utilized is the New Markets Tax Credits (NMTC). This federal program has been successfully used in Atlanta to attract private invest-

ment to revitalized underserved neighborhoods. Through the program, Atlanta Emerging Markets, Inc, a community development entity owned by Invest Atlanta, provides innovative financing to high impact, credit-challenged businesses and real estate development projects. The goal of this NMTC program is to finance projects that create quality jobs accessible to low-income residents, provide services that benefit low-income communities, expand affordable housing, allow flexible lease rates for locally-owned businesses, and improve access to healthy foods.

Economic Development Resources Map

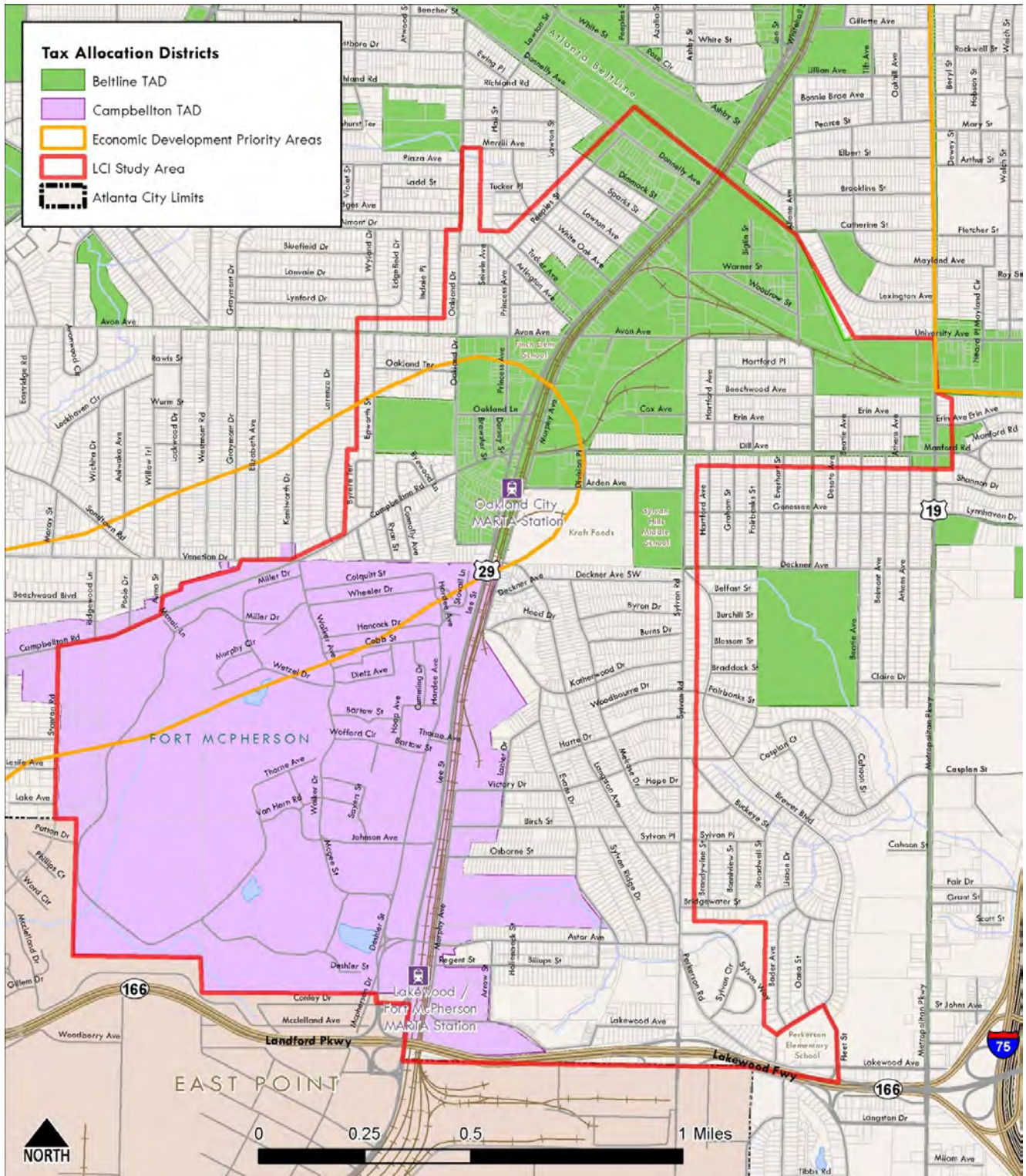


Figure 2.3e: Economic Development Resources

2.4 Transportation

This section provides an overview of transportation conditions, including roadway networks, pedestrian and bicycle facilities, and transit.

Roadway Network

The Oakland City/Fort Mac Study Area includes a variety of roadway types. This area is served by one freeway and many minor arterial roadways facilitating the use of vehicles. The largest roadway in the area is Arthur Langford Parkway (State Route 154/ State Route 166), which is a four-lane divided highway. Other major roadways include Lee Street (US Highway 29/ State Route 139), Metropolitan Parkway (US Highway 19/ US Highway 41), and Sylvan Road. There are also many collector and local roads in the area, which are shown in the Figure 2.4a. Table I summarizes the functional class of each road within the Study Area.

Table 2 includes a sample of average daily traffic volumes collected by GDOT along roadways in the study network. Arthur Langford Parkway, which functions as a limited-access Freeway and Expressway, runs through the south portion of the LCI Study Area, from east to west and has the highest volume in the Study Area with over 50,000 vehicles per day. Lee Street and Metropolitan Parkway carry between 10,000 and 20,000 vehicles per day. Ranges in average traffic volume shown account for roadway character changes through the Study Area. For example, Sylvan Road has a wide range of traffic volumes. In the residential area near Perkerson Park, GDOT daily traffic counts show approximately 4,700 vehicles per day, while just south of Arthur Langford Parkway traffic counts recorded had approximately 12,800 vehicles per day. Traffic volumes along other roadways in the Study Area are generally less than 10,000 vehicles per day.

There are some connectivity challenges within the LCI Study Area. The railroad that runs parallel to Lee Street on its eastern side acts as a barrier between the east and west neighborhoods in the area. Additionally, the Fort McPherson property boundaries, which have long been fenced-in, present a challenge for creating a more connected community as they prevent access through the area. These physical barriers decrease connectivity and affect the ability of residents to reach their destinations in a vehicle, on a bike, or on foot.

TABLE I - ROADWAY FUNCTIONAL CLASSIFICATIONS

GDOT Functional Classification	Road Names
Freeway and Expressway	Arthur Langford Parkway (SR 154/ SR 166)
Minor Arterial	Campbellton Road Lee Street (US 29/ SR 139) Main Street Metropolitan Parkway (US 19/ US 41) Sylvan Road
Collector	Avon Avenue Donnelly Avenue Lakewood Avenue Langston Avenue Murphy Avenue Oakland Drive Perkerson Road Stanton Road Venetian Drive
Local	* Many – see map

TABLE 2 - ROADWAY AVERAGE DAILY TRAFFIC VOLUMES

Road Names	Traffic Volume (Daily Vehicles)
Arthur Langford Parkway (SR 154)	50,800 – 53,000
Lee Street (US 29/ SR 139)	13,200 – 19,600
Metropolitan Parkway (US 19/ US 41)	11,300 – 15,200
Sylvan Road	4,720 - 12,800
Campbellton Road	7,930
Dill Avenue	5,200
Donnelly Avenue	3,300
Murphy Avenue	2,950
Lakewood Avenue/	1,900
Perkerson Road	
Avon Avenue	1,800
Langston Avenue	1,640

Traffic Counts Map

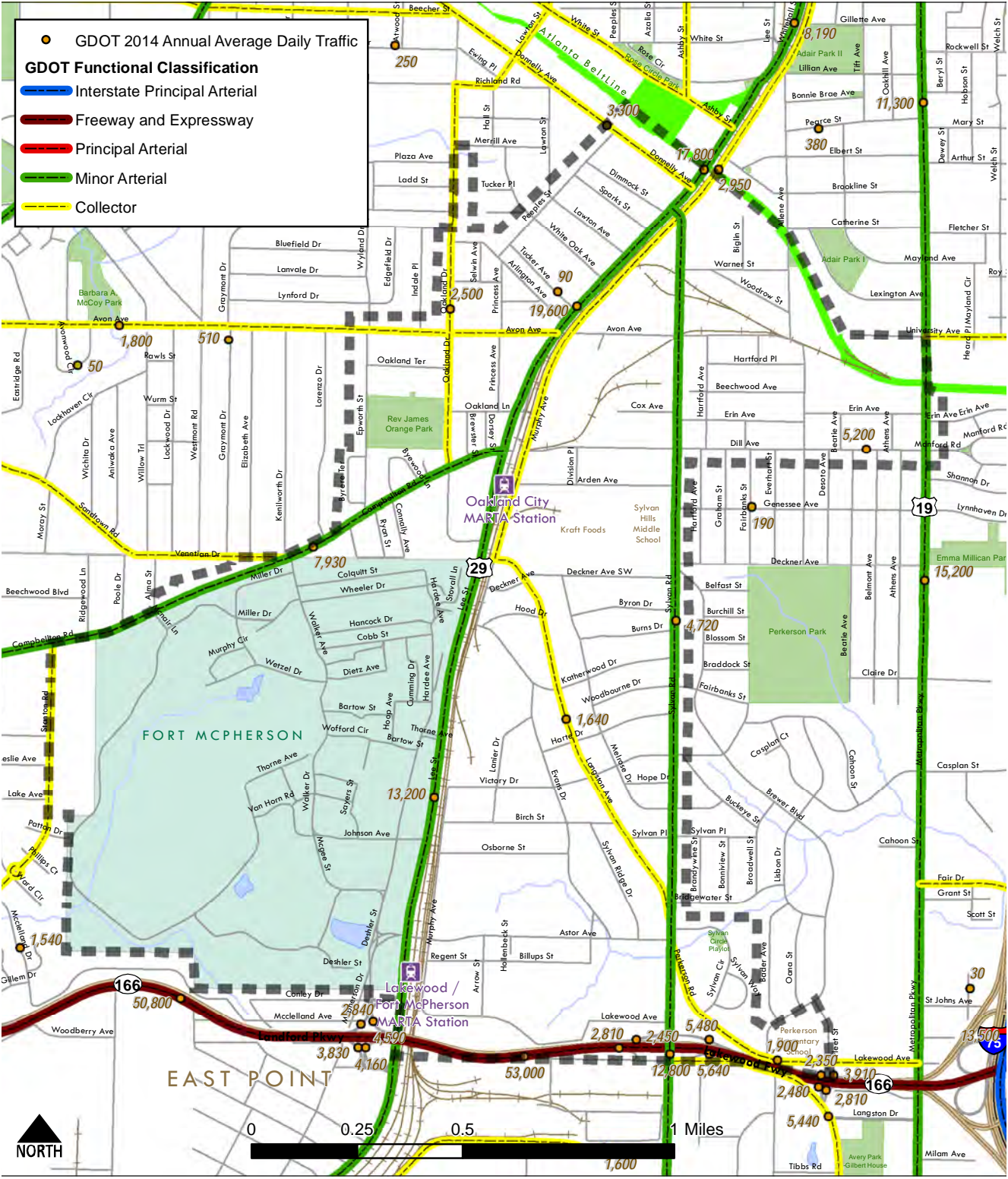


Figure 2.4a: Annual Average Daily Traffic (AADT) from Georgia Department of Transportation (GDOT)

Pedestrian and Bicycle

Pedestrian Facilities

The extent and quality of sidewalks and other pedestrian facilities are fundamental for a successful transportation system. In order to have a livable community, it is important to have safe and convenient access to nearby destinations by many modes, including walking and biking.

Overall, the Oakland City/Fort Mac Study Area has good sidewalk coverage, particularly surrounding the MARTA stops and stations. However, there are some areas within the Study Area that could benefit from increased sidewalk coverage and connectivity improvements. Sylvan Hills on the east side of the railroad track between Astor Avenue and Langston Avenue lack sidewalks. Additionally, the residential area between the Oakland City MARTA Station and Fort McPherson south of Campbellton Road lacks sidewalks. Refer to Figure 2.4b.

East-west connections over the railroad tracks is challenged with only two connections in the Study Area that are approximately a mile apart. There are two railroad underpasses that provide connections at Deshler Street/ Astor Avenue and at Campbellton Road/ Dill Avenue. While there are sidewalks through the underpasses, the pedestrian experience is challenged with limited buffer between the sidewalk and roadway lanes.

Pedestrian connectivity improvements could include implementing additional pedestrian crossings over the railroad tracks, creating pedestrian connections into/ out of the proposed public-access areas of Fort McPherson, improved connections to the Atlanta BeltLine, and completing the neighborhood sidewalk network.

Bicycle Facilities

Recreational and commuting bicycling are increasing in popularity in the City of Atlanta. The Study Area has some existing bicycle-friendly facilities, as well as many routes proposed in the Connect Atlanta Plan.

Existing facilities include a bike lane on Murphy Avenue near its north end. The Little White House State Bike Route runs along Lee Street (Main Street) just south of the Study Area and the Lakewood/ Fort McPherson MARTA station. The Atlanta BeltLine Westside Trail, which is under construction, runs along the northern boundary of the Study Area, and will provide opportunities for connectivity to the greater Atlanta area. The Lee Street Trail will run along the east side of Lee Street adjacent to the railroad tracks. The alignment of the multi-use trail is advantageous for bicycle and pedestrian safety, since there is

minimal potential for conflict with vehicles since railroad crossings are widely spaced along the corridor.

The Connect Atlanta Plan includes several corridors in the Study Area that are intended to be core and secondary bicycle connections. Core bicycle connections are intended to provide dedicated bicycle facilities, while secondary connections may include a mix of on-street bicycle lanes or sharrows, depending on available right-of way. A summary of the proposed bicycle routes from the Connect Atlanta Plan is shown below in Table 3.

In addition to existing and anticipated bicycle facilities, low speed and low traffic volume neighborhood roadways within the Study Area present comfortable cycling opportunities. There are opportunities to link the Atlanta BeltLine with other trails through the network of many parks in the vicinity as well.

TABLE 3 - CONNECT ATLANTA PLAN PROPOSED BICYCLE ROUTES

Core Bicycle Connection	Secondary Bicycle Connection
Campbellton Road	Allene Avenue
Murphy Avenue	Avon Avenue
(north of Dill Avenue)	Dill Avenue
Sylvan Road	Oakland Drive
	Venetian Drive

Pedestrian and Bike Network Map

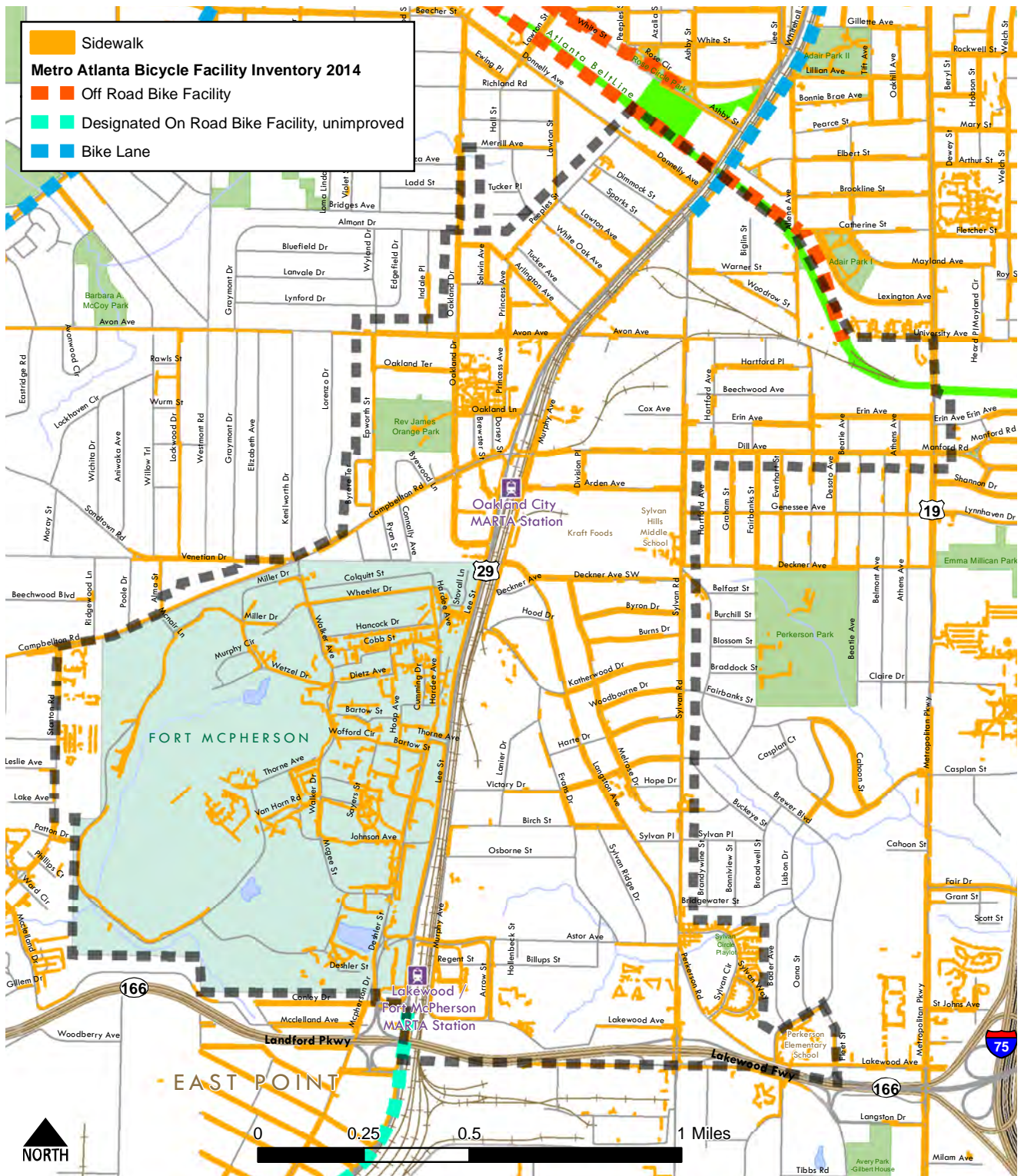


Figure 2.4b: Existing Pedestrian and Bicycle Network

Transit

The Oakland City/Fort Mac LCI area has MARTA bus and rail transit options. There are nine bus routes throughout the Study Area, which have a combined total of nearly 1,400 average weekday boardings. There are three additional bus routes that have stops within walking distance of the Study Area, for a total of twelve bus routes within walking distance. Table 4 summarizes the schedules and average weekday boardings throughout the study network for the nine bus routes within the Study Area. Routes 178 to Empire Boulevard/ Southside Industrial Park (south-east) and 183 to Barge Road Park and Ride (west) are commuter routes that only stop at the Lakewood/ Fort McPherson and Oakland MARTA rail stations.

The Lakewood/ Fort McPherson and Oakland MARTA rail stations are located inside the LCI Study Area. MARTA Red and Gold Line trains stop at both stations. There are approximately 5,900 average total weekday boardings on MARTA rail systems between the two rail stations, though the Oakland City station is the busier rail station with nearly double the daily boardings as the Lakewood/ Fort McPherson station. Table 5 summarizes the schedules and ridership volumes of both MARTA rail stations within the Study Area. Refer to Figure 2.4c.

Table 4 – MARTA Bus Routes/ Ridership

MARTA Bus Route	Ridership – Average Daily Boardings <small>Average for all stops (Highest individual)</small>	Hours of Operation	Service Frequency <small>(minutes between buses)</small>		
			Peak	Off-Peak	Weekend
42: Pryor Road/ McDaniel Street	11 (39)	4:25 AM – 1:12 AM	30	30	35
79: Sylvan Hills	4 (29)	5:25 AM – 11:54 PM	35	35	60
81: Venetian Drive/ Adams Park	11 (23)	5:23 AM – 00:01 AM	30	30-60	30
83: Campbellton/ Greenbriar	10 (45)	4:36 AM – 00:49 AM	10	20	15
95: Metropolitan Pkwy/ Hapeville	25 (56)	5:19 AM – 00:43 AM	8-12	15-20	20
162: Headland Drive/ Alison Court	5 (18)	4:56 AM – 00:15 AM	15	20-30	30
172: Sylvan Road/ Virginia Avenue	3 (14)	5:05 AM – 00:50 AM	45	45	45
178*: Empire Boulevard/ Southside Industrial Park	71 (213)	4:40 AM – 00:36 AM	20	30	35
183*: Barge Road Park and Ride/ Lakewood	72 (72)	4:55 AM – 01:05 AM	40	40	40

* Commuter route that stops in the study area only at the Lakewood/ Ft McPherson rail station.

Table 5 – MARTA Rail System/ Ridership

MARTA Rail Station	Ridership – Daily Boardings <small>Weekday Average</small>	Hours of Operation <small>(Weekday)</small>	Service Frequency <small>(minutes between trains)</small>		
			Peak	Off-Peak	Weekend
Lakewood/ Ft McPherson	2,025	5:03 AM – 8:59 PM	10	12-20	20
		4:53 AM – 1:44 AM	10	12-20	20
Oakland City	3,876	5:05 AM – 8:57 PM	10	12-20	20
		4:55 AM – 1:42 AM	10	12-20	20

Transit Network Map

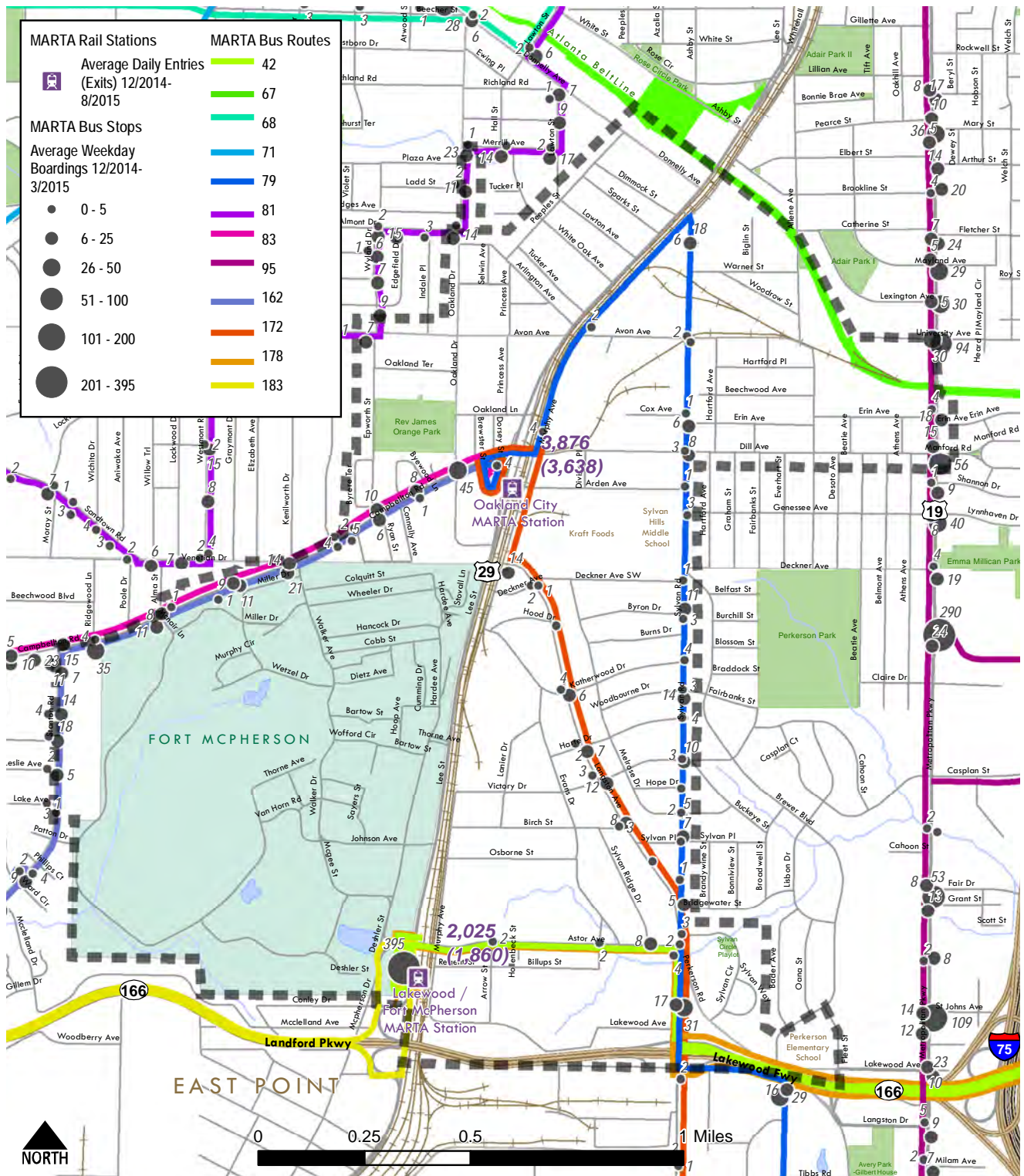


Figure 2.4c: Existing Transit System

2.5 Market and Demographic Summary

A predictive market analysis study was completed for the Oakland/Fort Mac LCI Study Area to guide redevelopment recommendations. Following is a summary of the analysis. Refer to the appendix for the full report.

Overview of Atlanta Metro Area Population Trends

The Study Area is in Fulton County, part of the Atlanta-Sandy Springs-Roswell Metropolitan Statistical Area. The Atlanta MSA includes 29 counties, although ten central counties are members of the Atlanta Regional Commission and form the core of the MSA. Almost 80% of the population in the Atlanta MSA lives within this ten county core. Atlanta's core counties have seen stronger growth in the last four years than in the decade prior, capturing 82% of all MSA population growth since 2010 (compared to just 66% from 2000-2010).

The City of Atlanta grew slowly from 2000 to 2010, but has since grown at a 2.1% annual rate, capturing 11.0% of growth in the MSA.

Study Area Conditions and Demographics Surrounding Neighborhoods

The Study Area is located at the southern edge of the City of Atlanta, adjacent to the city of East Point, and includes portions of the Oakland City, Adair Park, Capitol View, Capitol View Manor, Sylvan Hills, and Venetian Hills neighborhoods within the LCI Study Area. The Atlanta BeltLine Westside Trail is currently under construction on the northern boundary of the Study Area.

While Southwest Atlanta has historically seen little new investment, the Atlanta BeltLine and an increased interest in living in-town is beginning to increase the desirability of living in neighborhoods near the BeltLine.

Neighborhood Conditions

In 2012, the City of Atlanta commissioned the Strategic Community Investment (SCI) report, which classified neighborhood conditions within the city based on a wide variety of factors, including crime levels, housing expenses, commute times, physical housing conditions, neighborhood amenities, housing values, and demographic trends. The SCI report categorized the neighborhoods within and surrounding the Study Area range from "Declining" to "Trending". Refer to Figure 2.5a.

According to this study, the Sylvan Hills area is trending. Oakland City, however, is seen as vulnerable. High crime rates in this area and high housing vacancy rates, over

30%, are major factors in this classification.

Study Area Demographics

Refer to Figure 2.5b for a summary of study area demographics. The total population for the study area census blocks is 6,317. The majority of the population is Black or African American, 84%. This is followed by White at 11%.

The Study Area census blocks includes 3,121 housing units. 36% is owner occupied, while 64% is renter occupied. Overall, 72% of housing units are occupied, with a vacancy rate of 28%. The median owner-occupied housing unit value is \$87,164. Rental median is \$831.

The Median Income in the Study Area is \$22,882.

Trends

Change in Population Density

Figure 2.5c shows the population density of census tracts around the Study Area in 2000 and 2013 with the change in population density shown on the 2013 map. The majority of census tracts around the Study Area had a significant decrease in population density from 2000 to 2013 primarily due to a reduction in home ownership rates, a fallout of the Great Recession and the foreclosure crisis which hit Southwest Atlanta hard.

Since 2010, population has increased in many census tracts in Southwest Atlanta, particularly in the neighborhoods north of the Study Area along the BeltLine Westside Trail. However, some neighborhoods have continued to lose population, such as Bush Mountain and the areas immediately south and west of the Study Area. While major infrastructure like the BeltLine can serve as attractions along the north of the Study Area, more investment will be needed to stabilize the south and west areas. Refer to Figure 2.5d.

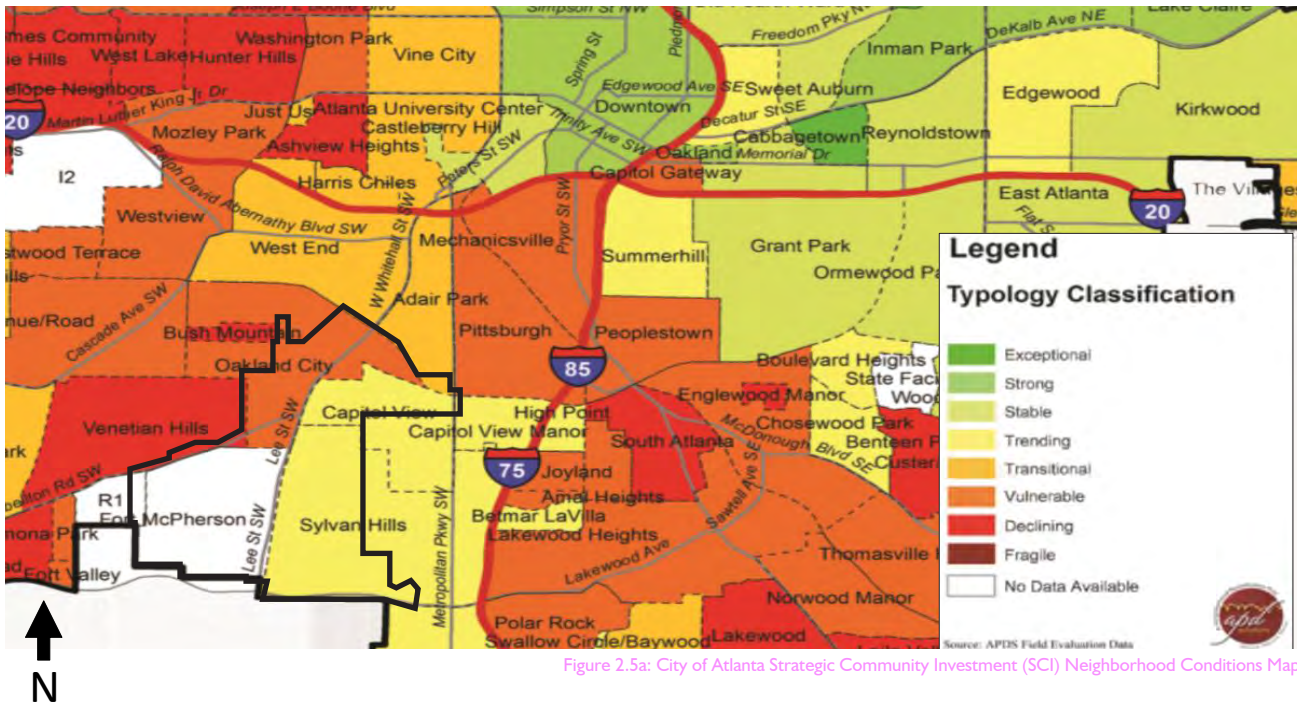
Household Income Trends

Figure 2.5e shows the concentration of households with annual incomes above \$50,000 per census tract around the Study Area in 2000 and 2013. While many of these areas have seen declines in populations, the share of residents making more than \$50,000 has increased significantly in many areas. Lower income residents have moved out of the neighborhood, and higher income owner-occupied households have moved in.

Education Attainment Trends

Figure 2.5f shows the concentration of the population 25 years and older with a bachelor's degree or more per census tract around the Study Area in 2000 and 2013. Almost the entire area within and adjacent to the Study

Neighborhood Condition Map



Demographics Summary

	Study Area Census Blocks
Total Population	6,317
Under 18	24%
18 to 34	27%
35 to 64	43%
Over 65	6%
Population By Race	
White Alone	11%
Black or African American Alone	84%
Other	5%
Median household income (In 2014 Inflation Adjusted Dollars)	\$22,882
Occupied Housing Units:	
Owner Occupied	36%
Renter Occupied	64%
Median Gross Rent as a Percentage of Household Income In 2013	48%
Families:	
Income in 2013 below poverty level:	43%
Household Income	
Less than \$25,000	53%
\$25,000 to \$35,000	13%
\$35,000 to \$50,000	12%
\$50,000 to \$75,000	10%
\$75,000 to \$100,000	6%
\$100,000 and over	7%

Figure 2.5b: Study Area Demographics Summary

Change in Population Density 2000 to 2010

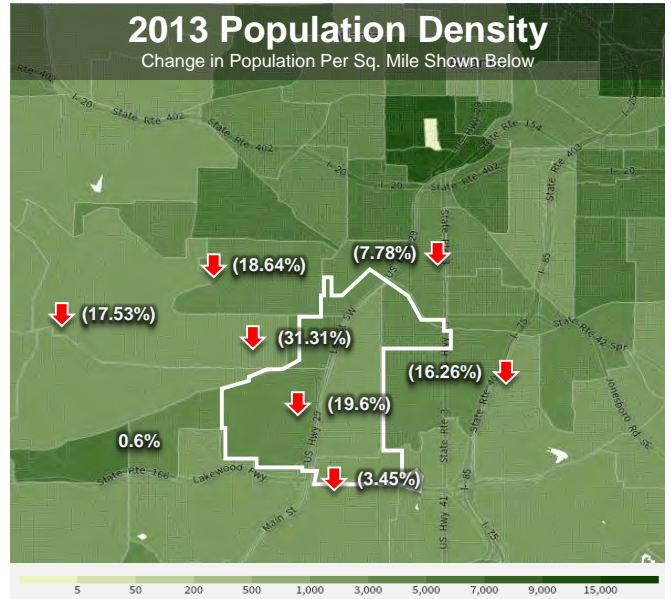
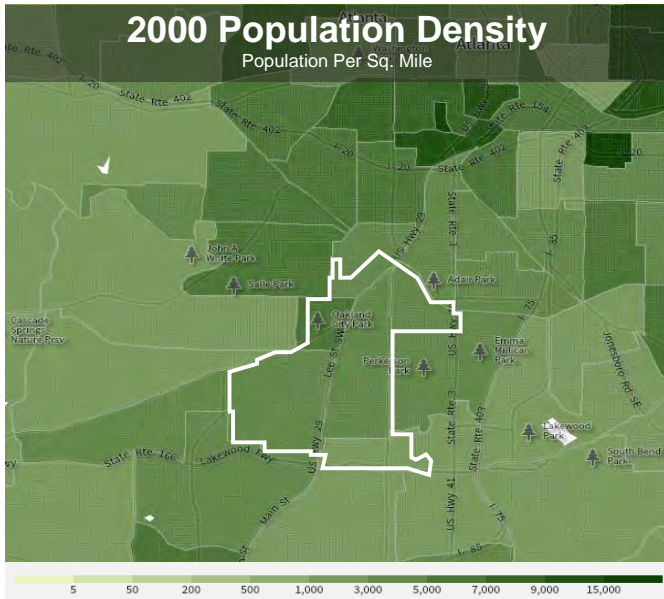


Figure 2.5c: Population Density Change 2000-2013

Change in Population Density 2010 to 2013

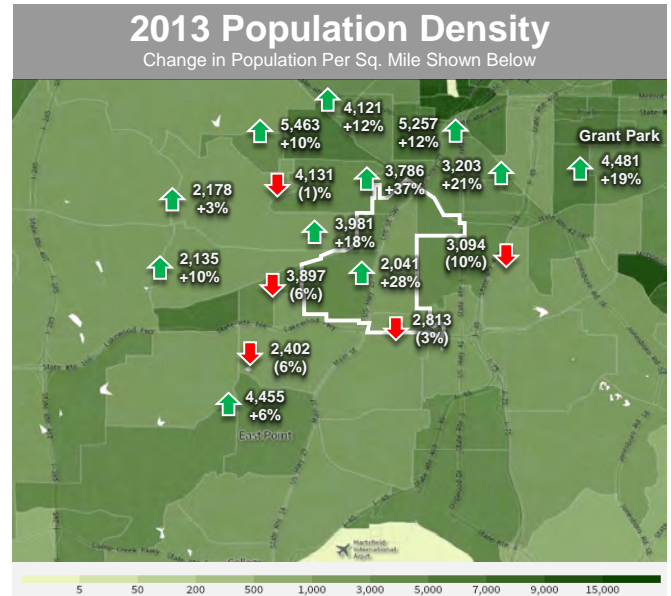
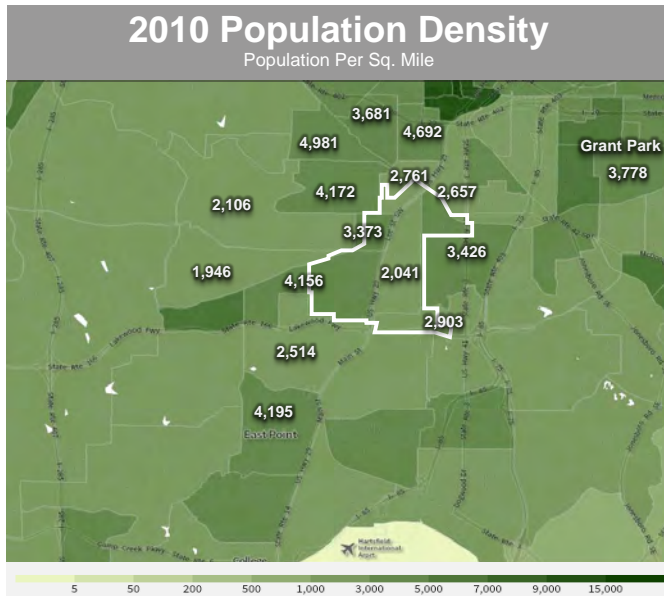


Figure 2.5d: Population Density Change 2010-2013

Household Income Change Maps

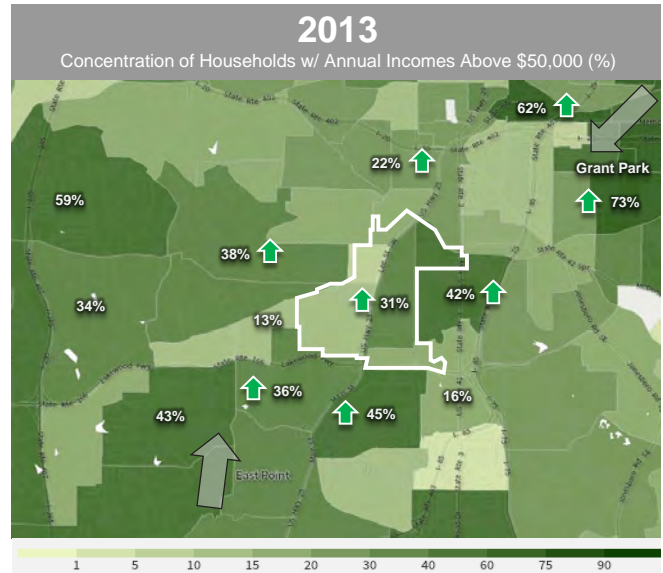
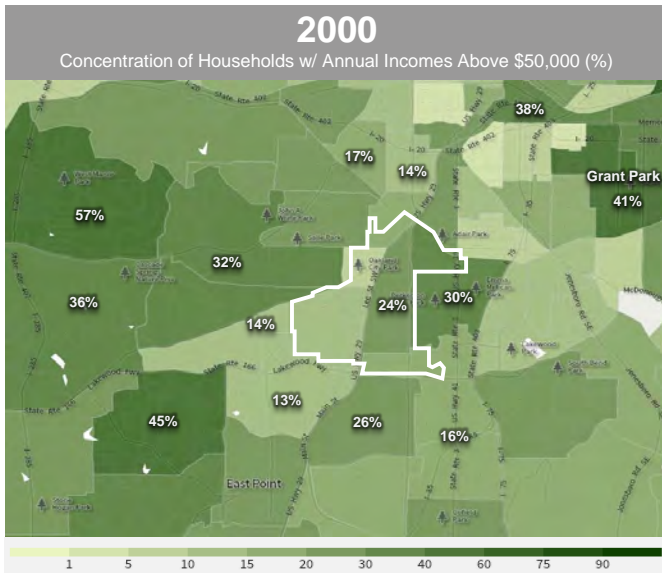


Figure 2.5e: Annual Household income Change 2000-2013

Educational Attainment Change Maps

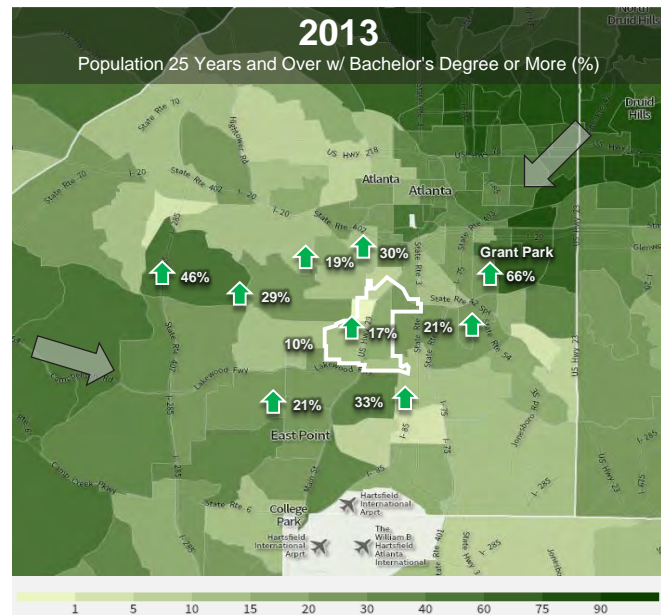
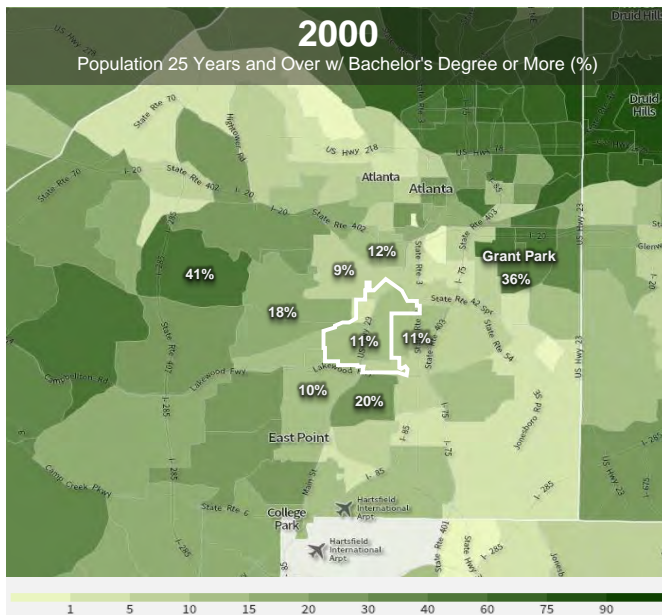


Figure 2.5f: Population 25 Years and Over with Bachelor's Degree or More Change 2000-2013

Area has seen increases in the percentage of the population 25 years and older with a bachelor's degree. The neighborhoods of Adam's Park and Venetian Hills appear to be the only areas near the Study Area that have seen a reduction in population with a bachelor's degree. Significant gains were seen in the area around Grant Park, East Point, and the BeltLine adjacent neighborhood West End.

Schools

Study Area School Districts

The Study Area is served primarily by Finch & Perkerson Elementary Schools, Sylvan Hills & Brown Middle Schools, and The New Schools at Carver High School. In addition, the highly ranked KIPP STRIVE Primary (K-4th grade) & Academy (5th-8th grade) give first enrollment priority to children living in the 30310 zip code, which encompasses most of the Study Area.

*School Rankings**

Finch Elem.: 1/10

Perkerson Elem.: 1/10

Brown Middle: 5/10

Sylvan Hills Middle: 2/10

The New Schools at Carver

Early College: 9/10

Health Sciences & Research: 5/10

School of the Arts: 5/10

School of Technology: 1/10

KIPP STRIVE Primary: NR

KIPP STRIVE Academy: 9/10

Jobs/Employment

Local Area Resident Work Destinations

Residents within 3 miles of the Study Area commute all over the Atlanta Metropolitan region, however, 90% work within a 24 mile radius of the Study Area. Primary work places are Downtown Atlanta, Hartsfield-Jackson International Airport, and Midtown.

Within the top 10 workplace locations, nearly 64% are located near MARTA heavy rail.

Study Area Resident Work Destinations

There are roughly 1,422 workers living in the Study Area per 2013 Census Data. These residents work throughout the metro area, primarily to the south & southeast.

To further emphasize the spread out nature of the work force within the Study Area, the top 100 zip codes that are home to workers within the Study Area contain

roughly 46.5% of the workforce. No zip code is home to more than 1.3% of the population.

Roughly 2.5% of the people working within the Study Area live in or adjacent to the Study Area. These households are concentrated in the Sylvan Hills & Venetian Hills neighborhoods.

The Study Area, conveniently located between the Downtown and Hartsfield-Jackson Atlanta International Airport, has 597,000+ jobs within 10-mile radius with most of the major job cores being accessible via MARTA heavy-rail. These numbers include 110,000+ jobs in high paying "white collar" industry sectors (Finance and Insurance, Information, Professional Services, Real Estate, and Management of Companies). Within 5-miles of the Study Area there are still over 239,000 jobs thanks to Downtown and Hartsfield-Jackson Atlanta International Airport, however, the number of jobs drops off dramatically at 3-miles with only 25,000 jobs located within a 3-mile radius of the Study Area.

Jobs within the Study Area

There are roughly 1,400 jobs within the Study Area, 54% in manufacturing, and 73% of workers having some college and/or an Associate's Degree or less. Roughly a third of these jobs are found in the Mondelez International plant (Kraft) found at the corner of Murphy Avenue & Arden Avenue.

Development Opportunities

The short term (2016-2020) opportunities in the Study Area will be driven by the ongoing demographic trends on the north eastern side of the Study Area and the ongoing development of Tyler Perry Studios at Fort McPherson. As more educated and higher income households move into neighborhoods around the Atlanta BeltLine, these neighborhoods will begin to support new-construction pricing. Refer to Figure 2.5g.

The Murphy Crossing site owned by the Atlanta BeltLine can leverage the BeltLine investment and existing industrial buildings to support low-cost adaptive reuse developments and some mixed-income housing in the near term.

Tyler Perry Studios will generate demand for commercial development at Fort McPherson, and when combined with high traffic counts on Lee Street and strong access to Langford Parkway create a unique opportunity for large-scale regional retail development on Lee Street. The MARTA station at Fort McPherson and a regional retail presence will also allow it to support a mixed-income housing development in the near term.

Development Opportunities Map



Figure 2.5g: Development Opportunities

The Oakland City neighborhood and southern part of Sylvan Hills have higher levels of distress, and are further removed from the areas around the BeltLine with development momentum. While these areas will improve over the next five years, they will not be able to support as much new construction activity in the near term. Similarly, the Oakland City MARTA station cannot support market rate housing at present, and will likely not see market-rate activity until other nodes are developed further and market conditions improve in Oakland City.

Housing

Single Family

Single family home sales in 30310 have yet to return to the highs set during the housing bubble, either in sales volume or in price levels. In 2007, at the end of the housing bubble, the median sales price in 30310 was more than \$85,000, and sale volume was over 500 sales per year. Massive foreclosures in 2008 and 2009 caused sales volume to peak and prices to drop precipitously. Sales volumes have steadily declined since 2010, although price levels have begun to rebound since 2012. This zip code is still working through the inventory of distressed homes - 2015 was the first year since 2008 that the majority of homes sold were over \$50,000. The upper end of the housing market has rebounded more - home sales above \$150,000 have already exceeded 2007 levels as a share of total sales (although total sales at this price point have not reached peak levels yet). There are still some supply challenges in 30310, but prices are steadily increasing and more homes should hit the market as median prices approach previous highs through the next several years. Higher prices allow under water homebuyers to sell without a loss, homes purchased from foreclosure can be sold for a profit, and developers can afford renovations and new construction.

Atlanta neighborhood revitalization typically starts with an increase in single family home prices. As young families are priced out of the most desirable neighborhoods, they must weigh the trade-offs to find a home they can afford. While in some metro areas these families may choose a lower-priced townhome product or even a large apartment, most Atlanta households still prefer a single family home. These households can move further from the city core until they can afford a newer home, or stay in-town and move into “emerging” neighborhoods. While in the 1980s and 1990s these “emerging” neighborhoods were Virginia Highland and Inman Park, today they are areas like Kirkwood, Reynoldstown, and East Atlanta. Figure 2.5h shows where entry level homes have been sold in 2009 and 2015 for Zip Code 30310 (which includes the Study Area), and Zip Codes 30312, 30316, and 30317 (which comprise most of the current emerging neighbor-

hoods, including Old Fourth Ward, much of Grant Park, East Atlanta, Edgewood, Kirkwood, and East Lake). This map shows where homes are affordable for households making between \$50,000 and \$85,000 per year. In some areas, like Old Fourth Ward, most homes are higher than \$250,000, while in other areas like Pittsburgh most homes are below \$150,000. In 2009, entry level homes could be found in abundance in East Atlanta, as well as in Old Fourth Ward, Cabbagetown, and Kirkwood. In 2015, East Atlanta is still a center of affordability but Old Fourth Ward has markedly fewer entry level homes, and activity in Kirkwood has declined. Entry level homeowners are being priced out of these neighborhoods. This price pressure has increased the number of sales in East Atlanta, and has pushed more home buyers into East Lake, Woodland Hills, and Gresham Park. This rent pressure has also pushed home buyers into the 30310 Zip Code, particularly around the Westside Trail in the West View and West End neighborhoods. Adair Park, Capitol View, and Sylvan Hills have begun to see some activity in this entry level price range as well. As millennials move into home purchasing age and the single family market improves, even more homes near the Study Area will sell for more than \$150,000.

Townhomes

Townhomes are poised for a rebound. Currently there is a low level of townhome development, but the study area will see a similar trend as with single family homes.

Townhome projections include 11.5 sales per year (\$100,000 to \$200,000), focused on denser areas, or 57 total units through 2020.

Multi-family

Apartments will lag other markets but affordability will win out. Multifamily residents are choosing walkable, amenitized areas, and developers are following in desirable in-town locations. Price trends in Midtown, Old Fourth Ward, and Inman Park will push renters to new markets, but oversupply will also work to keep rent increases in check over the next three years. The Study Area can support some market rate apartments, but should also look to incorporate mixed-income/affordable units into plans. Affordable developments will depend on a competitive Low Income Housing Tax Credit (LIHTC) allocation process – site selection will be important, such as near MARTA and other amenities (such as grocery stores) making low-income tax credits more competitive.

Commercial

Food Access

The Study Area sits in a hole in the market for major retail

Entry Level Home Sales Heat Map

Sales of Homes Between \$150,000 and \$250,000

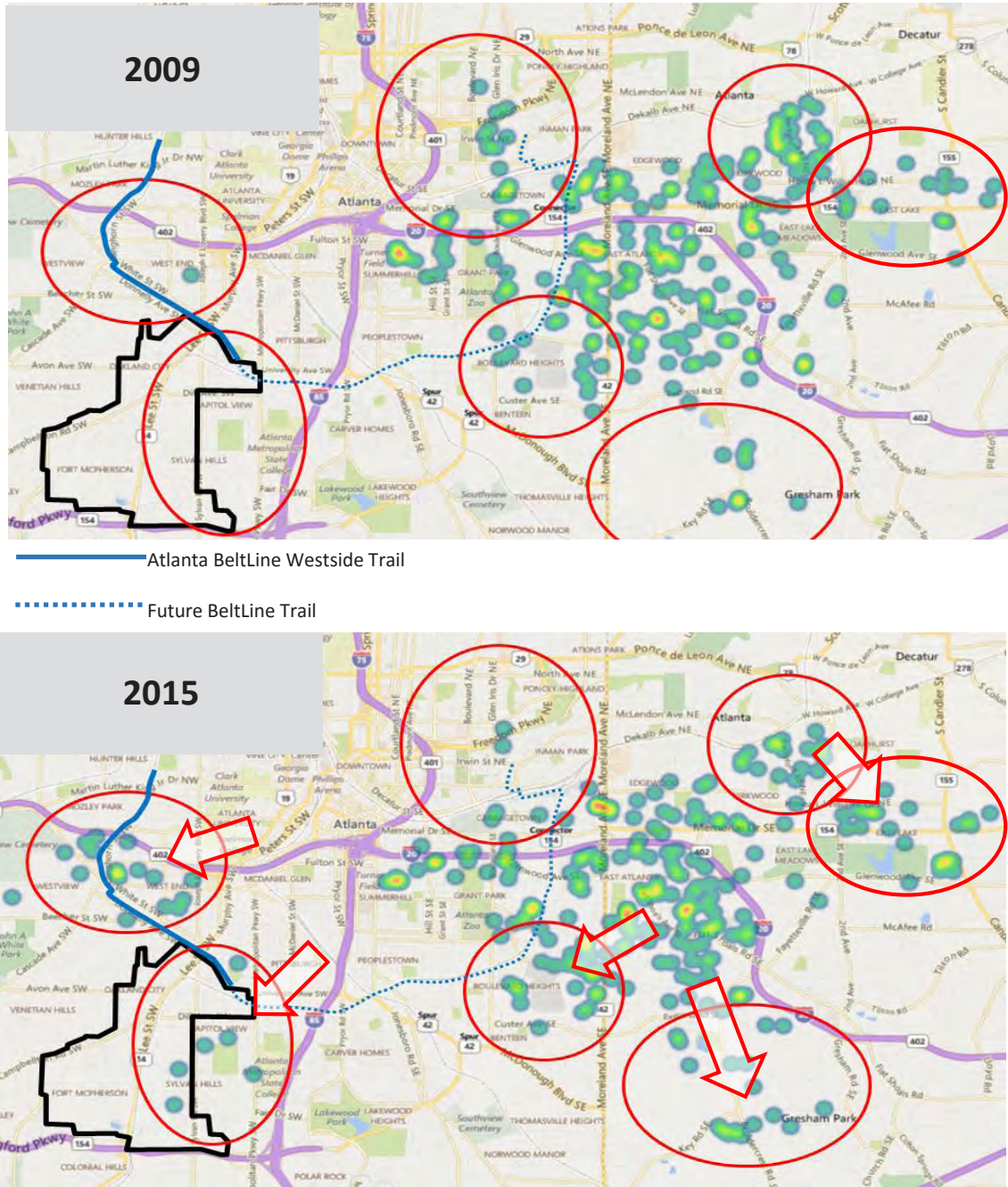


Figure 2.5h: Entry Level Home Sales Heat Map

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categories. Grocery demand is currently being met by low quality operators, including Save-A-Lot and smaller operators. Kroger and Walmart bookend the subject area. An opening does exist for a full-scale grocer serving lower income shoppers. Refer to Figures 2.5i and 2.5j.

Food access was identified throughout the community input process as a concern, the team identified key findings below:

The Study Area is identified by the U.S. Department of Agriculture (USDA) as being a “tier 2” food desert, meaning the Study Area is predominately low income and 1/2 a mile from a large grocery store or super market. Census tracts adjacent to the Study Area are considered traditional food deserts (or tier 1) due to less accessibility to a grocery store, at 1 mile.

Tyler Perry Studio Demand Potential

Tyler Perry Studios does bring commercial market demand to the area. While this demand will help attract retailers, the majority of commercial market demand was found to be drawn from needs of the community and holes in the Study Area market. Following are demand potential numbers generated by Tyler Perry Studios:

- 400 permanent full time jobs
- 3,500 jobs during production, 8 out of 12 months a year
- 11,000 SF of retail demand total, contributing to:
 - Grocery
 - Pharmacy
 - Limited service dining
 - Coffee shop
- Production demand
 - Mostly in home furnishings, 29,000 SF
 - Some additional demand for grocery, hardware, office supplies (1,700 SF combined)
 - Some potential for hospitality and short term apartments, but not enough to support development by itself

Office

South and West Atlanta has absorbed almost one third of the Class B office space in metro Atlanta over the last two cycles, going back to 2004. This capture rate is declining, however - the region has only captured 15% of Class B office absorption this cycle. We project that the submarket will absorb almost 20% of space through 2020, which would translate to 131,709 SF/year, or 576,889 SF overall. We expect the subject site to be one of four main cores that prospective tenants can choose from - the site could support 150,000 SF of Class B office space over the next 5 years at 95% occupancy, or 30,000/year. The on-site retail and highway access will make the location very



Figure 2.5i: Study Area is a Hole in Major Retail Markets

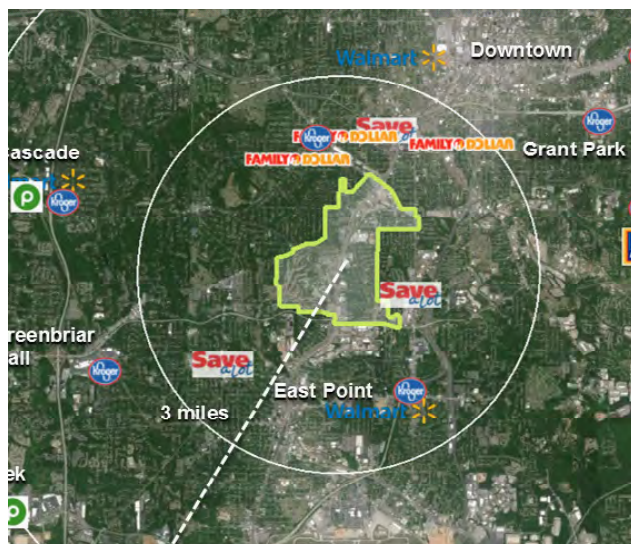


Figure 2.5j: Study Area is Served by Low Quality Operators

appealing for tenants.

Vacant industrial space near the BeltLine is anticipated to capture a large portion of this Study Area demand.

Market Demand: Development Program by Land Uses

Based on conditions as described above, the study area demand shows strong retail growth over the next 5 years, at over 150,000 square feet of regional retail. Followed by an additional 38,000 square feet of neighborhood retail. The office market is encouraging with over 70,000 square feet predicted over the next 5 years. The housing market is anticipated to be mainly single family renovation and infill along with the potential for a mixed income apartment deal. Refer to Figure 2.5k for more information.

5 Year Recommended Development Program

Land Use	Demand Potential	Pricing
Single Family Renovations and Infill	18.8 homes/year	\$150,000 - \$300,000
Duplex/Townhomes	11.5 Sales/year	\$100,000 - \$200,000
Market Rate Rental Apartments	17.5 units/year One 92-unit project or part of multiple mixed-income projects	\$1.35/SF Studio - \$800/500 SF 1B - \$975/700 SF 2B - \$1,300/1050 SF
Affordable Apartments	Goal of two 90-unit projects through 2020	N/A

Land Use	Demand Potential	Pricing
Regional Retail	153,722 SF	\$14/SF NNN (Anchor) to \$26/SF NNN (In-line)
Neighborhood Retail	38,297 SF Total 2015-2020	\$14/SF NNN (Anchor) to \$26/SF NNN (In-line)
Neighborhood Commercial	27,000 SF + 1,600/Year	\$14-\$16/SF Mod. Gross
Medical Office	29,000 SF	\$20-23/SF Mod. Gross
Light Industrial/Flex Office	14,076 SF per year	\$10/SF Flex (Mod. Gross) \$14/SF Loft Office (Mod. Gross)

Figure 2.5k: Recommended Development Program Based on Market Demand

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LCI Study

3.0 Community Participation

3.1 Community Participation

The following is a summary of the public outreach and stakeholder engagement process conducted for the Oakland City / Fort Mac Livable Centers Initiative (LCI) Study. The goal of the public outreach process is to provide multiple opportunities for meaningful engagement with all of the stakeholders and citizens in the LCI Study Area. Special efforts were made to include low and moderate income residents, including canvassing the Study Area with flyers, coordination with local events, and announcements at neighborhood and NPU meetings.

Since the Study Area includes several distinct subareas and interest groups, meetings were held at multiple locations. Several parallel series of meetings were conducted in order to coordinate with plan sponsors, consulting team members, stakeholders, and the general public. Stakeholders include people with a vested interest in the planning process and representatives of local organizations. The Collaborative Firm lead the LCI public outreach program in coordination with multiple local representatives and institutions, including HL Strategy, Fort Mac’s regular communications consultant.

COMMUNICATION METHODS

A variety of communication strategies were used to reach the widest possible audience of citizens and stakeholders, including traditional media, electronic media, and engagement with local organizations. While outreach efforts were focused on the LCI Study Area, many communications were extended to neighborhoods within a one-mile radius beyond the Study Area. The following communication methods were used to notify the public of meetings, workshops, and draft plans:

- **Emails** - Distributed via City Council members, Core Team, and HL Strategy’s database
- **Robo-calls** - Targeted residents within the Study Area and one-mile radius
- **Flyers** - Distributed through canvassing and hand-outs at local businesses, churches, community center, NPUs, and City Council representatives
- **Reverend James Orange Community Center** - Visited to specifically invite seniors and teenagers from the community to public workshops
- **Neighborhood and NPU Meetings** - Over the

course of the project, from September 2015 through January 2016, Collaborative Firm staff attended monthly meetings of the following neighborhood groups and NPUs to introduce the project, announce public meetings, and gather input from the community.

- o NPU R
- o NPU S
- o NPU X
- o Capitol View
- o Graymont
- o Love Center Block Party
- o Perkerson
- o Oakland City
- o Sylvan Hills
- o Venetian Hills

- **Project Website** - Included project information, meeting notices, and links to survey and social media
- **Social media** - Included Facebook and Twitter
- **Press Releases** - Issued to print and online media (at least 17 media outlets plus PR Web Wire)
- **Radio PSAs** - Aired in advance of the Fall Festival
- **Information Booth** - Campbellton Plaza Shopping Center / S&S Cafeteria

PROJECT MANAGEMENT TEAM MEETINGS

The Project Management Team met twice a month during the study process to coordinate the planning process between consulting team members and project sponsors. Likewise, biweekly consulting team coordination meetings were held to address key elements of the planning process, such as workshop activities. The following table provides a list of Project Management Team members.



Figure 3.1a: Community Meeting 1: October 1, 2015, Reverend James Orange Community Center

TABLE 1 - PROJECT MANAGEMENT TEAM

PM Team	Organization
Amy Goodwin	Atlanta Regional Commission
John Tuley	Atlanta Regional Commission
Marisa Ghani	Atlanta Regional Commission
Rodney Milton	Atlanta Planning and Zoning
Flor Velarde	Invest Atlanta
Brian Hooker	MILRA
Pete Hayley	MILRA
Bill de St. Aubin	Sizemore Group
Deanna Murphy	Sizemore Group
Jahnee Prince	The Collaborative Firm
Ashley Torrence	The Collaborative Firm

CORE TEAM MEETINGS

The Core Team was made up of key stakeholders who were tasked with guiding the planning process and reviewing draft materials. Core Team meetings were scheduled to precede each public workshop and allow members to preview outreach exercises and discuss draft materials. The Core Team met multiple times throughout the planning process. The following table provides a list of Core Team members and their representative organization.

INTERVIEWS

In addition to the organized meetings of citizens, stakeholders, sponsors, and consultants, a series of over 20 stakeholder interviews were conducted in order to explore specific targeted issues facing the community.

COMMUNITY SURVEY SUMMARY

A community survey was created to ask specific questions about community needs, job opportunities, and development potential. (See Appendix for full results.) The survey was administered at public meetings, online, and distributed to elected officials. The survey yielded 605 responses, including both online surveys and paper surveys. The survey was open from the day of the first public meeting on October 1, until November 10, 2015.

Over 70% of the survey respondents live within one mile of Fort Mac, with 40% of them living in the area for over 15 years. Forty-five percent of the respondents work full time and 20% are retired. Although the Study Area is well served by transit, of those commuting to work or school, 57% still drove alone. 20% take the MARTA train and 9% take the bus.

TABLE 2 - CORE TEAM MEMBERS

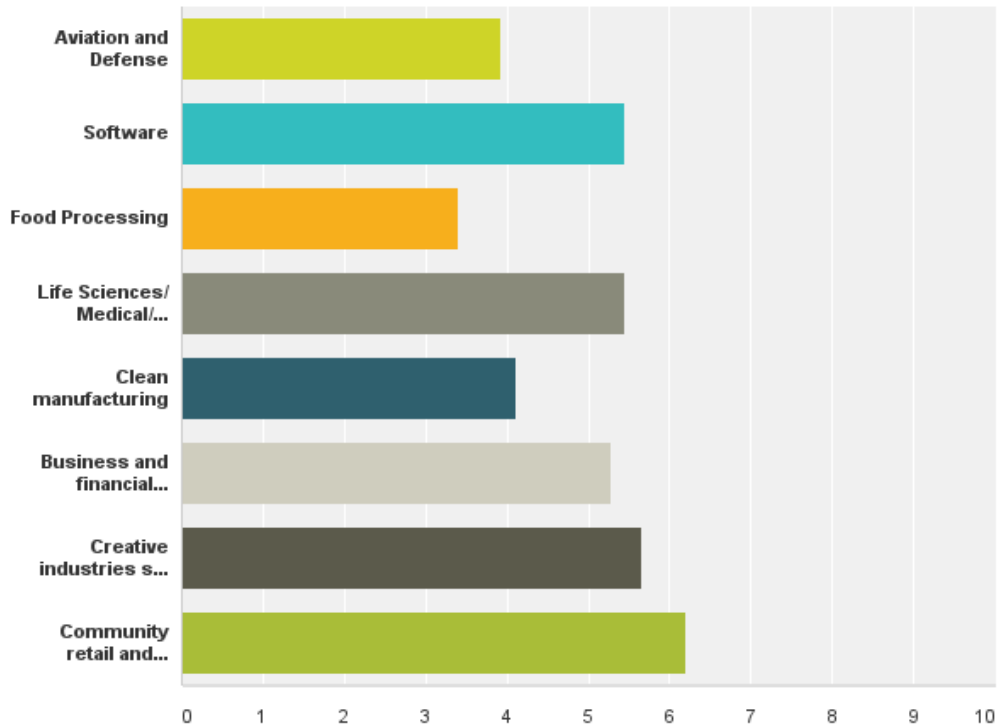
Core Team	Organization
Amy Goodwin	Atlanta Regional Commission
John Tuley	Atlanta Regional Commission
Marisa Ghani	Atlanta Regional Commission
Rodney Milton	Atlanta Planning and Zoning
Beth McMillan	Atlanta BeltLine Inc.
Deron King	East Point
Greg Floyd	MARTA
Jennifer Fine	Invest Atlanta
Flor Velarde	Invest Atlanta
Ozzie Areu	Tyler Perry Studios
Scott Samples	Tyler Perry Studios
Alvin Rosado	VA Hospital
Joyce Sheperd	Council member District 12
Cleta Winslow	Council member District 4
Keisha Lance Bottoms	Council member District 11
Robbie Hunter	NPU S
Allean Brown	NPU S
Ricardo Jacobs	NPU R
Michael Hopkins	NPU X
Jessica Lavandier	City of Atlanta
Patrick Allen	GDOT
Kaycee Mertz	GDOT
Joel E. Harrell III	Norfolk Southern
Amy Osbourne	Fort McPherson Credit Union

Most survey respondents indicated that they would like to maintain the single family character of the Study Area but add some apartments and townhomes, which may attract millennials to the area. Survey respondents were also asked about cultural resources and public spaces. The most popular priorities were an indoor performance center, walking trail, and natural parks. Infrastructure priorities were fixing the streets, adding sidewalks and streetlights, connecting to the BeltLine, adding a police station, and creating bike lanes. Lee Street and Campbellton Road were the most popular locations for proposed infrastructure improvements.

Survey respondents were asked to prioritize the businesses/industries that the City should try to grow and attract to this area. Survey respondents were then asked if they were trained in any of those industries. The purpose of these questions was to tie preferred industries to available workforce, which is the most important consideration in business location decisions (Refer to Figure 3.1b)

Q8 Prioritize the types of businesses/industries we should try to grow and attract

Answered: 458 Skipped: 131



Q9 Do you have training in any of the these industries? (check all that apply)

Answered: 227 Skipped: 362

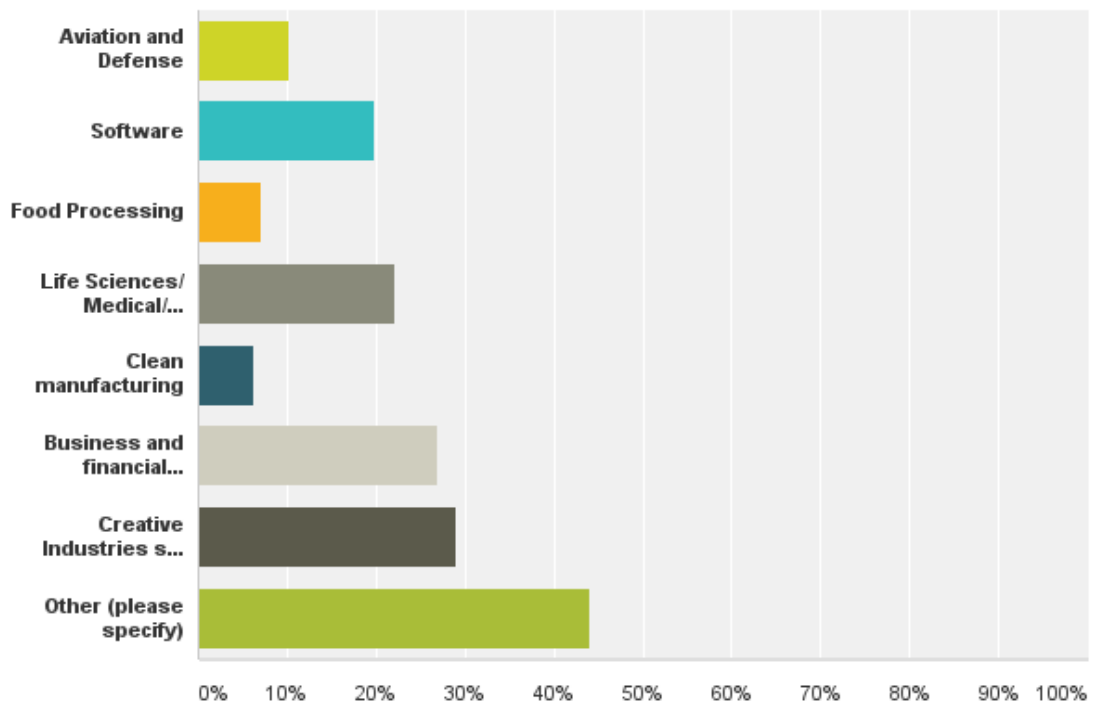


Figure 3.1.b: Survey Results

Public Workshops

A series of four public workshops were held as part of the LCI planning process. Each meeting included a display or presentation of materials as well as an exercise designed to solicit input from citizens.

PUBLIC MEETING 1 - KICKOFF, PROCESS, AND ISSUES

The first public meeting was held on October 1, 2015 at the Reverend James Orange Community Center at Oakland City. The workshop began with an overview of the planning process and introductions for the consulting team and project sponsors. The presentation outlined opportunities for public input and feedback.

Next, a brainstorming exercise was conducted to begin to identify issues and opportunities within the community. Color-coded post-it notes were distributed, along with instructions to identify aspects of the community to preserve, change, connect, and create. The results of this exercise were compiled into a word cloud illustrating the most common responses. Refer to Figure 3.1d and the summary below.

WHAT DO YOU WANT TO PRESERVE?

The responses to the preservation question provided insight into the community assets that should be maintained. Historic resources, such as the Fort McPherson parade ground and staff quarters were cited several times as assets. Participants also cited parks, neighborhood homes, MARTA, industrial areas, and the farmer's market.

WHAT DO YOU WANT TO CHANGE?

A desire to change neighborhood conditions, improve roadways, provide handicap accessibility and reduce the number of vacant and abandoned homes in the area were some of the commonly echoed sentiments of residents.

WHAT DO YOU WANT TO CREATE?

Residents identified desired community amenities and development needs including mixed income housing, employment opportunities, retail, restaurants, and improved public safety.

HOW DO YOU WANT TO CONNECT IT ALL?

Community members also shared their desires to better connect the area with the addition of more sidewalks, access to the BeltLine, installation of bike lanes, as well as repaving and connecting segments of Murphy Ave.



Figure 3.1c: Community Meeting I Images

What do you want to Preserve?



What do you want to Change?



What do you want to Create?



How do you want to Connect it all?



Figure 3.1d: Preserve, Change, Create, Connect Word Clouds. The larger the word, the more often it was heard during Community Meeting I

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LCI Study

PUBLIC MEETING 2 - FALL FESTIVAL

The second public meeting was held on October 24, 2015 in conjunction with the annual Fall Festival sponsored by Fort Mac LRA. In order to encourage wide participation, a variety of accessible, hands-on exercises were conducted to gather input from a large crowd of over 400 residents. In addition, a raffle of Falcons tickets was held to encourage festival goers to participate in the planning process.



This workshop was organized so participants could move through the planning exercises in stages, allowing for festival goers to move through the full input process before returning to festival activities. First, an orientation was provided with an overview of the planning process and explanation of workshop exercises. Participants were asked to locate their residence or place of work on a map in order to prioritize the input of local residents.



The primary input exercise at the Fall Festival was a mapping exercise. This mapping exercise was intended to link the issues and needs identified in the first public workshop to specific locations within the Study Area. Stickers were created representing community assets, public safety issues, street improvements, development opportunities, and general community needs comments.

Three stations were set up to focus on specific subareas, including BeltLine/Oakland City, Fort McPherson, and Sylvan Hills. The results of this mapping exercise were compiled in GIS in order to identify patterns in the public responses. Refer to Figure 3.1e.

In addition to the issue mapping exercise, activities were programmed to address community placemaking, aesthetics, and historic resources. The Wonder Root community arts organization held a workshop station to gather input on a mural project at the Oakland City MARTA station. Also, a recording booth was set up to document an oral history of Fort McPherson from residents.



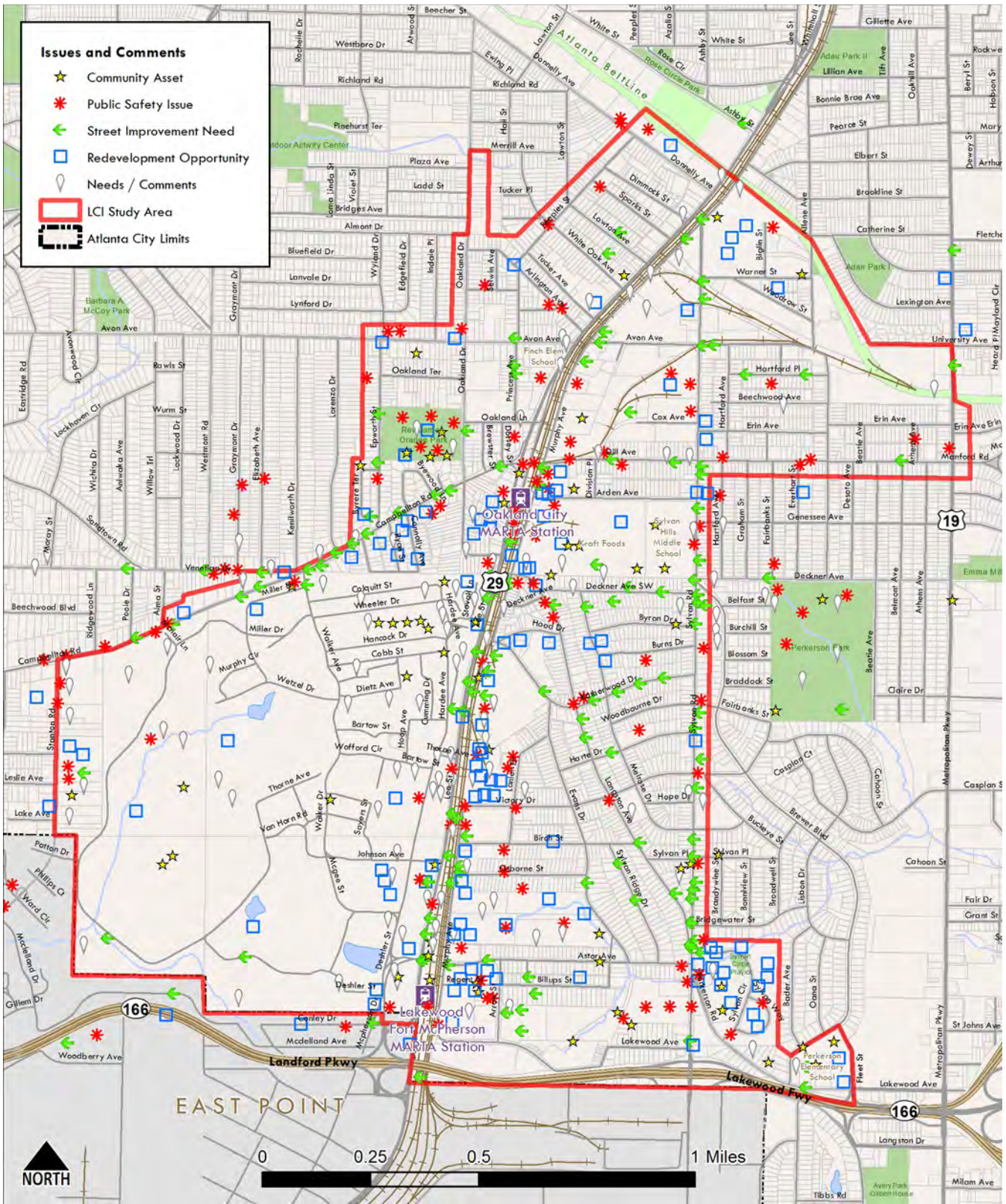


Figure 3.1e: Public Input Summary – Issue Mapping Exercise

OAKLAND CITY / FORT MAC

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PUBLIC MEETING 3 - COMMUNITY DESIGN CHARRETTE

The third public meeting was held on November 17, 2015 and consisted of an all day community design charrette. A charrette is a hands-on design exercise that provides interaction between design professionals and citizens with multiple iterations of concepts and feedback. Daytime sessions were held with design professionals and stakeholders to develop preliminary concepts. Next, an evening session was held with the general public to present concepts and solicit feedback.

Representatives from each member of the consulting team participated in the design workshop in order to integrate the findings of each piece of analysis. Team members presented portions of the existing conditions assessment, including the market analysis, land use analysis, transportation analysis, and public input results.

Next, the consulting team broke out into tables representing different disciplines and elements of the analysis. Design professionals again divided the LCI Study Area into focus areas to create specific redevelopment concepts. Subareas included the BeltLine / Oakland City area, Fort McPherson, and the Murphy/Lee Street corridor. Refer to Figure 3.1f for example images of the Charrette outcome.

PUBLIC MEETING 4 – FINAL PRESENTATION / OPEN HOUSE: PLAN RECOMMENDATIONS

The final public meeting was held on January 28, 2016 at Atlanta Technical College’s Dennard Center. This meeting included a presentation of draft concepts and an opportunity for public comment. Comment cards were distributed at the sign-in desk. In addition microphones were set up in the auditorium to allow for participants to comment on redevelopment concepts. Following the presentation by the consulting team, display boards were set up to allow participants to view concepts and directly ask questions of planning professionals.

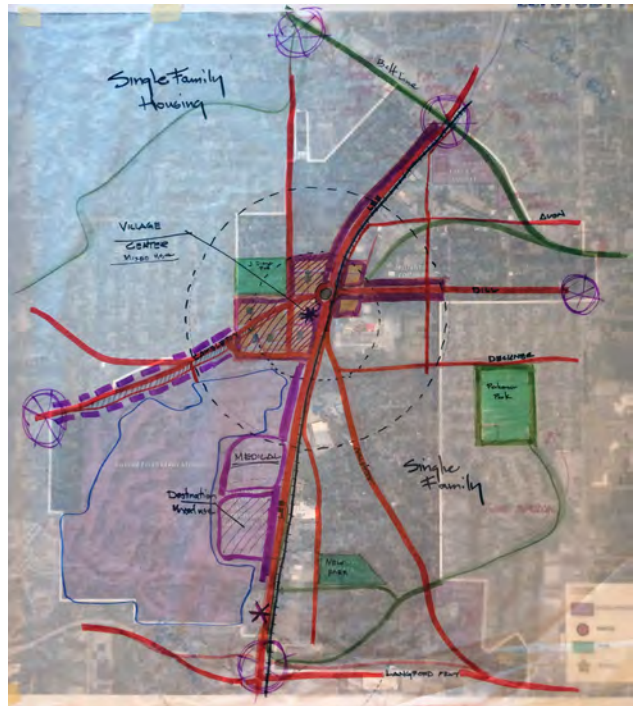


Figure 3.1f: Public Meeting 3



ONLINE AND SOCIAL MEDIA OUTREACH

Online and social media public outreach tools were designed to supplement traditional community engagement techniques. Since the LCI Study Area includes low and moderate income communities, each online outreach tool was matched with a real world community engagement exercise. In order to reduce costs, free online planning tools were utilized.

PROJECT WEBSITE

A project website was set up to serve as an information resource for residents and interested stakeholders [<http://oakmaclci.wix.com/oakmaclci>]. The website included information on the planning process, meeting dates, and links to online outreach activities.

SOCIAL MEDIA

Social media was used to advertise meetings and supplement the community issues discussions conducted in the public workshops. Popular social media sites, including Facebook and Twitter were set up as project resources. In addition, the MySidewalk [www.mysidewalk.com] social media planning application was used as a tool for community engagement. The application allows users claim administrative privileges for a jurisdiction or planning project and manage discussion threads on the LCI Study topics. The application provides for login through various online networks and social media applications, such as Facebook. This feature provides a low barrier for participation, while ensuring civil discourse.

COMMUNITY GOALS

As a culmination of the Community Process, the following Community Goals were identified to drive the master plan recommendations.

1. Preserve Single Family Neighborhoods and Residents
2. Allow for Mixed Income Opportunities without Displacement
3. Provide opportunities for Economic Development and Job Growth
4. Provide opportunities for improved Healthy Food Access
5. Improve Access to Greenspace
6. Develop Neighborhood Stabilization Strategies
7. Provide opportunities for Quality Neighborhood Services
8. Improve Connectivity for All Modes
9. Design with Public Safety in mind
10. Provide opportunities and activities for Youth and Seniors
11. Provide access to improved Education and Workforce Training
12. Improve access to Medical/Health Services

Get Involved!

Meetings

Contact



What is an LCI Study?

The Livable Centers Initiative (LCI) is a program sponsored by the Atlanta Regional Commission (ARC) that provides funding for redevelopment planning studies at key activity centers and transit nodes. Each LCI study includes an analysis of land use, transportation, and real estate development potential. LCI plan recommendations are developed through a collaborative process with citizens, stakeholders, and a team of planning professionals.

Consulting Team

- Sizemore Group** - Design and Architecture
- The Collaborative Firm** - Public Outreach and Land Use
- Kinley Horn & Associates** - Transportation
- Noell Consulting** - Market Research
- HJ Russell** - Development & Implementation
- Mack Cain & Travis Pruitt** - Landscape Architecture & Infrastructure

Figure 3.1h: Project Website