Westside Atlanta Study
Georgia Tech College of Architecture
with Georgia Conservancy

Led by Michael Dobbins & Saskia Benjamin
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Studio Objectives

- Framework plan for Westside Atlanta
- Community-driven process
- Policy tools for implementation
- 4 Focus Areas:
  - Land Use
  - Housing
  - Transportation
  - Environment
Programs subject to community influence

- BeltLine – Westside Park and TAD (ABI/ADA)
- Perry/Bolton LCI and TAD (ADA)
- MLK/Hollowell TAD (ADA)
- Westside TAD (ADA)
- Future of Bowen Homes, Bankhead Courts, Hollywood Courts, Herndon Homes and West Highlands (AHA)
- Bankhead LCI (Bureau of Planning, ADA)
- Simpson LCI (Bureau of Planning, ADA)
- Atlanta Strategic Action Plan (Bureau of Planning)
- Project Greenspace (Bureau of Planning)
- Connect Atlanta (Bureau of Planning)
- Transit Planning Board (ARC/GRTA/MARTA/GDOT)
- Transportation Improvement Program (ARC)
- Freight Study (ARC)
Tips for exercising influence

- Build on neighborhood, NPU and council district structure
- Work with organizations like Georgia Stand-Up to gain additional technical support
- Create organizations that are inclusive, representative and collaborative
- Shape a vision for a better future
- Gain recognition
- Form, or join, a legal entity
- Form alliances and partnerships
- Make use of “community benefit agreement” structure for negotiating with developers and city agencies
- Track progress
Policy Tools

TAD

- Property tax base is frozen when TAD is created.
- Local government bodies continue to collect tax revenue on that tax base.
- Property tax base available when TAD expires.

Funding Strategy

Perry Village

Bolton Village

Map of Existing and Approved TADs

Redevelopment Typology
Home Depot is renewing its ties with Atlanta. Home Depot is announcing $7.3 million in donations over the next four years to 10 local organizations involved in affordable housing and "green" building.

Among the four-year gifts:
- > $2 million to the Beltline Partnership to support "green" affordable housing and park space.
- > $350,000 to Atlanta Habitat for Humanity to increase the number of Earthcraft-certified homes by 20 percent and support a move into multifamily developments.
- > $600,000 for the Atlanta Land Assemblage Acquisition Fund to support operations and encourage developers to build sustainable, affordable residences.
- > $500,000 to the Atlanta Neighborhood Development Partnership to incorporate "green" building standards in all developments.
- > $300,000 to Progressive Redevelopment Inc. to help it meet Earthcraft "green" building standards.
- > Mayor Shirley Franklin said the boost in local giving "sends a strong message that the city is moving in the right direction with its public-private partnerships."

By Maria Saporta
Current Zoning
Considerations – reflecting community guidance

- Protect single family residential neighborhoods from high density development
- Preserve neighborhood character by encouraging appropriate infill development
- Provide for a range of housing costs, meeting the needs of families with incomes from $25,000 to over $100,000 per year
- Be sensitive to interactive relationship between land use and transportation
- Cluster mixed-use at major nodes
- Plan for and implement transit oriented development (TOD), beginning with Bankhead Livable Centers Initiative (LCI)
- Use new QOL zoning to shape mixed use development around nodes and TODs
“Traditional” Single Family Housing
In order for single family housing to be affordable, the units and the lots will have to be significantly smaller than normal. The following plans range from 700 to 1100 square feet and between two and three bedrooms. At the bottom are pictures of existing single family houses in the Westside area, all proposed single family units would have to blend in with those already existing.
Many of the multi-family units on the site are about 700 sq.ft. Additionally, most of the multi-family developments are quite similar, formally. The proposed units are smaller than the existing units and range from 500 sq. ft. to 1300 sq.ft. and from one to three bedrooms.
Factors of Affordability - Land Cost

R5 Lot: 7500 Sq Ft at Approx. $52K

Vs.

R4B Lot: 2800 Sq Ft at Approx: $19K
Factors of Affordability - Build Cost

Residence A: 910 Heated Sq. Ft
Build Cost at $75/Sq. Ft.: $68,250

Vs.

Residence A: 2120 Heated Sq. Ft
Build Cost at $75/Sq. Ft.: $159,000
Transportation Overview

Westside Atlanta Transportation Summary

Legend
- MARTA Stations
- Mixed Use Corridor
- Multimodal Corridor
- Neighborhood Conservation
- Regional Boulevard
- Regional Thoroughway
- MARTA Line
- MARTA Extension West of Ballwood
- Railroads
## Street Typology

<table>
<thead>
<tr>
<th>Descriptive Classification</th>
<th>Functional Classification</th>
<th>Recommended Features</th>
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</thead>
<tbody>
<tr>
<td>Neighborhood Conservation</td>
<td>Minor Arterial Collector</td>
<td>10-11' travel lanes; 6' sidewalks buffered by street trees (at least one side); on-street bike lanes or shared lanes; use of traffic calming devices; on-street parallel parking where desired</td>
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<tr>
<td></td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td>Greenway</td>
<td>Collector</td>
<td>10-11' travel lanes; 12’ multipurpose path with 3’ grass buffer; heavy landscaping adjacent to path; use of speed tables to slow traffic if necessary</td>
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<td>Local</td>
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<td>Multi-modal Corridor</td>
<td>Minor Arterial Collector</td>
<td>11’ travel lanes; 6-10’ sidewalks with 5-6’ bike lanes or 12’ off-street multipurpose path; shade trees &amp; street furniture (6-8’); well-marked bus stops with bus pullover at major stops</td>
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<tr>
<td></td>
<td>Collector</td>
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</tr>
<tr>
<td>Industrial</td>
<td>Minor Arterial Collector</td>
<td>11-12’ travel lanes; 6' sidewalks with 5' grass buffer</td>
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<tr>
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<td>Collector</td>
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<tr>
<td>Commercial Core</td>
<td>Minor Arterial Collector</td>
<td>11’ travel lanes; 6'-10’ sidewalks; 6-8’ landscaped buffer or street trees; on-street parallel parking where adequate right-of-way; 5-6’ bike lanes or shared lanes; maximum access point density; interparcel connectivity</td>
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<tr>
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<td>Collector</td>
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<tr>
<td>Mixed-Use Corridor</td>
<td>Minor Arterial Collector</td>
<td>11’ travel lanes; narrow landscaped median; 10’ (minimum) sidewalks; street furniture and raised planters; on-street parallel parking; 5-6’ bike lanes or shared lanes; prioritize underground utilities (or provide minimum 6’ usable sidewalk space); special pavement treatments at intersections</td>
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<td></td>
<td>Collector</td>
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<tr>
<td>Regional Thoroughway</td>
<td>Principal Arterial</td>
<td>12' travel lanes; 6' sidewalks serving commercial establishments; Truck only through lanes (optional); reserved right-of-way for fixed guideway transit (BRT or Light Rail)</td>
</tr>
<tr>
<td></td>
<td>Minor Arterial</td>
<td></td>
</tr>
<tr>
<td>Regional Boulevard</td>
<td>Principal Arterial</td>
<td>11-12’ lanes (depending on truck volumes); 14-18’ planted median transitioning into left turn lane where needed; 6-10’ sidewalks with 5’ planting strip; 5-6’ bike lanes; facilities at major bus stops, descriptive signage at all stops; prioritize underground utilities (or provide minimum 6’ usable sidewalk space)</td>
</tr>
<tr>
<td></td>
<td>Minor Arterial</td>
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</tbody>
</table>
Grove Park Place - “Greenway”

Johnson Road – “Neighborhood Conservation” and “Mixed-Use Corridor”

Perry Boulevard “Neighborhood Conservation”

Marietta Boulevard – “Regional Throughway”

Simpson Road – “Mixed-Use Corridor” and “Neighborhood Conservation”
Land Use
development around nodes

proposed QOL Zoning
around nodes
Public & Affordable Housing

- Westside Public Housing Projects Slated for demolition by 2010
- Hope VI/Quality of Life Initiative
- De-concentration of Poverty

"This is a life and death issue, and it's happening in this city, the home of Dr. King, who would be here with us today. We are putting a "Notice of Noncompliance" on the Atlanta Housing Authority’s office."

Anita Beaty / Atlanta Taskforce for the Homeless

PEOPLE’S TRIBUNE • JULY 2007
Land Use
Donald Lee Hollowell Redevelopment Plan

Existing QOL Zoning

- QOL Zoning - the core tool for land use control for Westside “String of Pearls”
  - Preservation of Character
  - Mixed Use Regulations
  - Urban Design Standards
Phase Three - Beltline/MARTA Station and New Streets

Creating a Place

With the arrival of MARTA tracks, this development would allow the creation of more marketable property. A number of developers are considering new options. A number of streets are possible.
Street Typologies for Simpson St.
and other similar residential Westside Atlanta streets.
Hollowell Greenway

The proposed greenway runs between Grove Park and the proposed Hollywood Village. The greenway attempts to redesign the streetscape and begins to introduce a mixture of park-like conditions and urban conditions to the Hollowell Corridor.
**Technology Options**

**Dual-System Vehicles** allow the vehicle to be operated both on the third rail as well as overhead lines.

This allows smooth integration with the existing MARTA system without transfers to a different vehicle.

- Light Rail
- Streetcar
- Bus Rapid Transit
- Commuter Rail
Existing & Proposed MARTA Stations

Circle Radii:

• Inner Circle (darkest)-
  • ¼ mile radii
  • 5 minute walk

• Middle Circle (medium)-
  • ½ mile radii
  • 10 minute walk
  • Considered the average distance people are willing to walk

• Outer Circle (lightest)-
  • 1 mile radii
  • 20 minute walk
Bankhead LCI Extension Possibilities
Human Values and Uses of Greenspace

Recreation Values
  Active- athletic facilities
  Passive- walking/hiking

Aesthetic Values
  Vistas
  Public art
  Formal design of parks and landscapes
  Naturalesque design

Cultural and Historic Values
  Historic sites and landscapes
  Preservation of relationship with nature
  Vernacular traditions/community customs
Ecological Values of Greenspace

Preservation and restoration of:
- Geomorphology
- Hydrology
- Ecology
- Native vegetation
- Wildlife
Potential Greenspace Adjacent to Bowen Homes
Designated Brownfields and Superfund Sites

Brownfield Sites

1. 576 Northside Dr.
2. 950 Marietta St.
3. 399,457 Northside Dr.
4. 2284 Marietta Blvd.
5. Ellsworth Industrial Dr.
6. 1280 Chatahoochee Ave.
7. Whitehall Street
8. Field Road
9. Seaside Industrial Dr.

Marta Stations

**Source – Georgia Environmental Protection Division**
Potential Greenspace Adjacent to Center Hill Park
Option 3: Increase Connectivity between Westside Park and Adjacent Neighborhoods
Westside Park “Green” Conditions

Lindsay Fowler
Possibilities for Westside Park  
Lindsay Fowler

Program

Event Space:
- Area for fairs, festivals, and large events
- A vista space, overlooking the park and reservoir, with a view of the Atlanta skyline
- Pavilions, fountains, gardens, etc.

Active Fields:
- Sports Fields and Courts: baseball, football, soccer, lacrosse, flag football, softball, basketball, tennis, etc.

Passive Fields:
- For activities such as picnics, frisbee, etc.
- Connected to the Event Space, providing expansion area for very large festivals, fairs, etc.

Green Trails:
- Walking & Biking Trails through the park continue into the forested land, creating a wide range of trail environments
- Walking, jogging, biking, hiking trails, and nature walks
- Connected to the proposed PATH trail

Lakes & Reservoirs:
- Recreational lakes for fishing, swimming, kayaking, etc.
- Off-limits reservoir providing additional water supply for the City of Atlanta

Parking:
- Integrated multilevel parking within main facilities, utilizing topography
- Small surface lots, hidden in the terrain

Facilities:
- Arts Center, Aquatic Complex, Extreme Sports Complex, Recreational Center
Perspective views of possible parkway

Cyclist and pedestrian track running adjacent down the power line easement
Grove Park Road Extension Possibilities
Possibilities for Westside Park: Amphitheatre

Sarah McConnell
Possibilities for Westside Park: Amphitheatre

Sarah McConnell
Organization of space: exploration of the grid and possible circulation
Lois Lane Proposal: displaying various park facilities including a market inside the existing shed on the site
Street Typologies for Simpson St.
and other similar commercial Westside Atlanta streets.

Stephanie Nguyen
Proposed PC MARTA Extension

- Proposal to extend the Proctor Creek (PC) MARTA line to Cobb County

- 7 additional stations proposed — 3 in Westside Atlanta
Possible parkway, connection of Maddox Park and Bellwood Quarry

IDEAS

Use existing power lines as service points along the pathway
Use the hilly terrain as a natural slope for cyclists
- Link the parkway up with Proctor Creek and the quarry
- Use the existing bridge as connection point to Maddox for cyclists and walkers
- Shift/detour the CSX line to the east side of Maddox park where there is an empty corridor
- Minimal costs as well as minimal intervention to the natural state of the park
Possibilities for Westside Park: Amphitheatre

Sarah McConnell
Westside Greenspace Possibilities—3 Options

- **Options 1: Acquisition of additional “nature preserve” greenspace adjacent to Bowen Homes.** Area runs between Northwest Parkway, Bankhead Highway, James Jackson Parkway and Field Road. Approximately 60 acres.

- **Option 2: Acquisition of additional “nature preserve” greenspace along Proctor Creek tributary, adjacent to Center Hill Park.** Area spans both sides of North Grand Avenue, bordered by Hollywood Road, Brook Avenue, and Ada Avenue. Preserve existing natural conditions and promote passive recreation and nature interpretation. Approximately 36 acres.

- **Option 3: Examine the existing connections between the western and southern edges of Westside Park with the adjacent neighborhoods and community parks.** Power lines and city-owned segments of Proctor Creek offer potential as corridors for passive recreation.
Programs subject to community influence

- BeltLine – Westside Park and TAD (ABI/ADA)
- Perry/Bolton LCI and TAD (ADA)
- MLK/Hollowell TAD (ADA)
- Westside TAD (ADA)
- Future of Bowen Homes, Bankhead Courts, Hollywood Courts and Herndon Homes (AHA)
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Policy Tools

- **TAD**

- Property tax base is frozen when TAD is created.
- Local government bodies continue to collect tax revenue on that tax base.
- Property tax base available when TAD expires.

- Funding Strategy

- Perry Village
- Bolton Village

- Redevelopment Typology

- Map of Existing and Approved TADs
Public & Affordable Housing Strategies

- Interim Pre-move counseling
- Transitional housing opportunities for special needs case
- Landlord education of voucher system
- City/AHA partnership in defining new inclusionary zoning incentives within existing QOL zoning
- Close communication between AHA, community leaders, public housing tenants, and City leadership
- Review regional impact studies of completed mixed-income housing projects
- Link major employers on the Westside and workforce housing strategies
West Atlanta Environment and Greenspace
Questions you should ask…

Yourself:
- What are the major transportation problems in my neighborhood?
  - Are trucks driving on undesignated routes?
  - Can I walk, roll, or bike safely?
  - Do cars speed through my neighborhood?
- Can I get where I need to go using MARTA?

Planners:
- Are the streets designed to meet everyone’s needs?
- How can I report poor pedestrian or bike conditions?
  Answer: Specific problems can be reported to PEDS (www.peds.org)
- How can I get involved in transportation planning?
  Answer: For public transit, contact the Transportation Planning Board (www.tpb.ga.gov)
  For all transportation issues, get involved in Connect Atlanta (www.connectatlantaplan.com)
Single Family Site

The majority of the streets in the single family neighborhoods in Westside do not have sidewalks and most of the houses have front driveways. The first existing site condition is an example of this. The second existing site condition is one where the houses are not aligned but shifted across the street and this street also has many driveways and no sidewalks. Next to each existing condition is a proposal for a way to enhance the civic environment of the street.
Land Use

- Existing conditions
- Policy
- QOL Zoning
- Urban Design
- Public and Affordable Housing
Land Use
Land Use

Neighborhood Commercial → C1, C2
Live-Work → I1, I2, C1
Mixed Residential-Commercial → C1, C2, C3
Multi-Family → RG

Compatibility between existing and QoL Zoning

Before and After

Example Imagery of Quality of Life Zoning Typologies
**Recommendation**: Inclusionary Standards within QOL Zoning: Include first-source hiring practices and additional affordable housing components so that each neighborhood will not have to negotiate (Community Benefits Agreements) for such necessities to maintain economic stability.
Land Use at nodes / Simpson Road Update

Westlake Avenue at Simpson Road
Retail/Commercial Space: 29,800 square feet
Townhomes: 65 units (includes 20% workforce units)
Accurately scaled and historically compatible
Single-family infill is encouraged in surrounding neighborhoods

New Jersey/Anderson Ave. at Simpson
Townhomes: 15 Units
Single Family: 18 Units
Retail/Commercial: 15,000 sq.ft.
Urban Design / Simpson Road Update

- **Suburban Residential Sector**
  From H. E. Holmes Drive to Westlake Avenue,

- **Beltline “Main Street” Sector**
  From Westlake Avenue to proposed Beltline alignment

- **Historic Residential Sector**
  From Beltline alignment to Joseph E. Lowery Boulevard,

- **Historic Mixed-Use Neighborhood Sector**
  Simpson from Joseph E. Lowery Boulevard to Northside Drive
Housing

- Older housing stock
- New housing stock
- Transit oriented development
Public & Affordable Housing Strategies

Public/Non-Profit Partnerships:

- We must heed the growing consensus across America that successful government social programs work in fruitful partnership with community-serving and faith-based organizations."
  ~ President George W. Bush

**Greensboro, North Carolina Habitat for Humanity**

- “Housing Greensboro” Habitat/City
- Habitat/Urban Ministry
  - Repair and Renovation projects
  - “Project Independence”, A 2-yr Process: Homeless to Independent
- Habitat/Private Developer Partnerships
  - Single-family Housing
  - Townhomes
  - Attached Housing
  - Quadraplexes for seniors

**Habitat for Humanity in Atlanta**

“Habitat Atlanta builds and sells approximately 50 homes per year although in 2008 we have an ambitious goal of 60. At the point of closing with a family, the price is computed to include all the hard costs associated with the home and is financed over 30 years with a no-interest loan. As of today the mortgage amount is $95,000+- and the monthly payment is $550.00+- and includes the principal, escrow for taxes, insurance, pest control, termite bond and $25 per month for future maintenance.

I think it is very important to note that Habitat’s families make $20,000 to $30,000 per year or 28% to 40% of AMI. No one else to my knowledge other than AHA can deal successfully at these levels.”

Jim Sibley, Real Estate Director
(student interview November 28, 2007)
New Housing - The “Good”
New Housing - The “Bad”
Transit-Oriented Development

TOD Design Principles:
- Stations in the heart of the community
- Connect neighborhoods with transit
- Create pedestrian-friendly environment
- Manage traffic
- Balance parking
- Create partnership
- Complement community objectives
Transit-Oriented Development

Benefits TOD Design Principles:

- Higher Quality of Life
- Better place to live, work, and play
- Greater mobility with ease of moving around
- Increased transit ridership
- Reduced traffic congestion and driving
- Reduced accidents and injuries
- Reduced household spending on transportation → more affordable housing
- Healthier lifestyles with more walking
- Higher, more stable property values
- Increased foot traffic and customers for business
Existing MARTA Stations

Circle Radii:

• Inner Circle (darkest)-
  • ¼ mile radii
  • 5 minute walk
• Middle Circle (medium)-
  • ½ mile radii
  • 10 minute walk
  • Considered the average distance people are willing to walk
• Outer Circle (lightest)-
  • 1 mile radii
  • 20 minute walk
Bolton Road Station (PC5)

- Intersection of Bolton Road and Marietta Boulevard
- On City of Atlanta limits/Cobb County
- Large amount of vacant lots/buildings
- Large number of TCU and service jobs —Chattahoochee Water Treatment
- Existing infrastructure—large right of ways

![Images of Bolton Road Station (PC5)]
West Highlands Station (PC4)

- Located near the West Highlands at Perry Boulevard Development
- Large population increase—over 300%
- Increase of 132% of housing units—both single-family and multi-family
- Residential area; Few jobs.
- Large tract owned by MARTA contiguous to W. Highlands Development
Westside Park Station (PC3)

- Located on the northwest corner of Westside Park (Bellwood Quarry)—Johnson Road and Grove Park Road
- Bicycle lanes already on Johnson Road
- Not developed—mostly greenspace → land available for development
- Close to proposed W. Highlands Station
Simpson Road Station (PC1)

- Located at the intersection of Simpson Road and the existing MARTA rail line
- Existing infrastructure- MARTA rail line and major road with housing units
- Small increase in population—2.3%
- Large number of single-family units
- Few jobs in the surrounding area
Transit-Oriented Development

Recommendations

- **Short-term Goals**
  - Infill MARTA Station located at Simpson Road (Infill)
  - Start construction at West Highlands Station (TOD)
  - Acquire land and start construction at Bolton Road Station (TOD)

- **Mid-term Goals**
  - Extend MARTA line to West Highlands Station (TOD)
  - Extend MARTA line to Bolton Road Station (TOD)

- **Long-term Goals**
  - Infill MARTA Station created at Westside Park (Infill)
  - Extend MARTA line to Cobb County

- **Continuously**
  - Create policies that promote developments following TOD principles, especially high-density development around transit stations
Transportation Issues

- Need for expansion of public transportation
- Lack of pedestrian/bike provisions
- Truck traffic
- Neighborhood cut-through traffic
## Existing Bus Routes

<table>
<thead>
<tr>
<th>Route Number</th>
<th>Route Name</th>
<th>Weekday Peak Frequency</th>
<th>Weekday Off-Peak Frequency</th>
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<tr>
<td>1</td>
<td>Coronet Way</td>
<td>20 min</td>
<td>30 min</td>
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<tr>
<td>26</td>
<td>Perry Boulevard</td>
<td>30 min</td>
<td>30 min</td>
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<tr>
<td>53</td>
<td>Grove Park</td>
<td>40 min</td>
<td>1 hour</td>
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<tr>
<td>58</td>
<td>Bolton Road</td>
<td>20 min</td>
<td>30 min</td>
</tr>
<tr>
<td>60</td>
<td>Hightower/Moore's Mill</td>
<td>15 min</td>
<td>15 min</td>
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<tr>
<td>50</td>
<td>Bankhead</td>
<td>20 min</td>
<td>40 min</td>
</tr>
<tr>
<td>59</td>
<td>Bankhead Court</td>
<td>40 min</td>
<td>40 min</td>
</tr>
</tbody>
</table>
Functional Class

- Urban Interstate Principal Arterial
- Urban Freeways and Expressways
- Urban Principal Arterial
- Urban Minor Arterial
- Urban Collector Street
- Urban Local Street
Designated Truck Routes

• James Jackson Parkway
• Donald L. Hollowell Parkway
• Hollywood Road
• S. Atlanta Road
• Marietta Boulevard
• W. Marietta Street
• Martin Luther King, Jr. Drive
Community Greenspace Discussions

Preservation and management of greenspace capitalizes on a variety of cultural and natural values and accommodates many different uses.

- Which values do you want to promote?
- Why?
- For Whom?
- Where?
- How?

When greenspace is discussed, think to ask:

- Is it publicly or privately owned?
- Is it permanently preserved?
- Is it protected by environmental ordinances?
- Is it accessible to the public?
- How is it managed?
- What values underlie this management?
Westside Community Greenspace Feedback

- Concern around loss of trees with infill and new development
- Lack of city-owned greenspace within NPU G
- Appearance and management of Westside cemeteries
- Need for greater awareness of and emphasis on Proctor Creek as connector within the Westside
- Interpretive programs for parks and greenspaces
- Additional acquisition of natural areas for passive recreation
Westside Greenspace Action Items

- **Participate in additional Beltline planning activities.**
  - Ensure incorporation of Westside community interests, such as connectivity between Westside Park amenities and adjacent communities and existing Westside parks. The Atlanta Beltline Inc.’s Survey of Opinions on ‘Westside’ Reservoir Park is available online at: 

- Communicate with city’s Department of Parks and Recreation as well as with the Planning Department’s Project Greenspace staff about potential greenspace acquisitions adjacent to Bowen Homes and Center Hill Park.

- Communicate with the city’s Tree Preservation Commission with concerns about enforcement of the Tree Protection Ordinance and protection of the Westside’s tree canopy.

- **Explore community support for improved management of the cemeteries along Hollywood Road.**
  - Identify management and interpretive programs utilized elsewhere to incorporate cemeteries into the perceived greenspace and historic resources of the community.
Brownfields

– Introduction

– Brownfields Legislation and Georgia’s Hazardous Site Reuse and Redevelopment Act (HSRAA)

– Use of the HSRAA

– Recommendations and Conclusion
Westside Atlanta - Potential Brownfield and Greenspace Connectivity
Possibilities for Westside Park  Lindsay Fowler
Perspective views of possible parkway

Reused CSX bridge for Cyclists and pedestrians from Bellwood Quarry to Maddox park
Perspective views of possible parkway

View looking south at Maddox park from the bridge
preserving the green introducing structural geometry within the forest: use of a 60X60 ft grid to organize the space
Organization of space: exploration using the grid
Possible site plan
Possible site plan
Possible perspective of site
Westside Park: The Northern Edges
Grove Park Road Extension Possibilities
Policy Tools

- ARC Planning Process
- City of Atlanta Planning Process
- Developments of Regional Impact
- Funding
- Community Benefit Agreements
ARC Transportation Planning Process

- ARC adopts long-range RTP every 4 years
- Adopts six-year TIP annually
- Planning process includes
  - Stakeholder involvement
  - Project prioritization
  - Updated Regional Goals and Policies
ARC Planning Process

- Envision-6 is the current update to the RTP
- Three broad priority areas
  - Manage Current Assets
  - Manage Demand
  - Strategically Expand
- Three Major sets of policies
  - Regional Development Policies
  - Regional Transportation Plan Policies
  - Project Prioritization Policies
ARC Planning Process

- **Project Prioritization Policies**
  - Congestion mitigation weighted at 70%
  - Environmental Impacts: 15%
  - Conformance to RDP: 15%

- **Congestion measures**
  - Intensity
  - Duration
  - Extent
City of Atlanta Planning Process

- **Atlanta Strategic Action Plan (ASAP)**
  - City of Atlanta’s long-range comprehensive plan
  - Partial Updates used as building blocks
  - Document ready by Oct 2009

- **Capital Improvement Program (CIP)**
  - Covers five-year period
  - Recommends how projected revenues would be used
  - Identifies improvements needed to support the comprehensive plan
City of Atlanta Planning Process

- **Atlanta Development Authority (ADA)**
  - Manages Tax Allocation Districts (TAD)
  - Three TADs in the Westside study area: Perry Bolton, Westside and Beltline

- **Comprehensive Transportation Plan (CTP)**
  - Kicked-off in November, 2007
  - First CTP for the city
  - Includes a detailed public involvement program
Developments of Regional Impact

- Large-scale developments
- Georgia DCA determines if a development is DRI
- Georgia Regional Transportation Authority (GRTA)
  - Reviews DRI’s within its jurisdiction counties
- Local governments and Regional Development Centers (RDCs) involved in review process
Policy Tools

Sources of Funding

- Numerous business and tax incentives offered by local, state, and federal sources and administered primarily through the City of Atlanta or by the Atlanta Development Authority.
- Often used for start-up or expansion functions
- TAD/TIF programs
Policy Tools

- **TAD/TIF**

  - Property tax base is frozen when TAD is created.
  - Local government bodies continue to collect tax revenue on that tax base.
  - Funding Strategy

  - Perry Village
  - Bolton Village

Map of Existing and Approved TADs
Policy Tools

- Community Benefit Agreements
  - Legally enforceable contracts signed between community conglomerations and developers, promising to provide specified services to the local area in exchange for community support to their project
  - Advantages: Collective bargaining power, Community Involvement, Can help maintain neighborhood quality of life
  - Disadvantages: Can discouraged developers from investing, not legally binding to the City of Atlanta, time constraints
  - Local Advocate: Georgia Standup
Wrap-up

- Address a large, diverse study area
- Frame the issues
- Provide ideas & proposals to the community
- Provide contacts & tools
- Empower the Westside