WESTSIDE

Land Use Framework Plan

FINAL REPORT

Prepared for:
City of Atlanta

November 30 2017

Westside Future Fund

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I. ACKNOWLEDGMENTS

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The Land Use Framework Plan was a collaborative effort made up of community residents, business owners, employees, faith-based groups, academic institutions, non-profit organizations, and governmental agencies. In all, over 1000 individuals participated in the 10 stakeholder and community engagement meetings held during the planning initiative. These groups and individuals have identified problems, expressed concerns, dedicated resources, shared information, and are actively working to improve the qualify of life of the Westside community. In addition to individuals, the following affiliated groups listed below left an impact through their involvement in the planning process.

AECOM
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Atlanta University Center Neighborhood Assoc.
AUC Shut It Down
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Booker T. Washington Community Association
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Cinnamon Westside City Farms
Citizens Trust Bank
COA Department of Parks and Recreation
COA Dept of Planning and Community Devel.
COA Department of Public Works
COA Department of Watershed Management
COA Mayor's Office of Sustainability
COA Office of Housing
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English Avenue Neighborhood Association
Fides Capital Development
First Thessalonian BC English Avenue
Food Well Alliance
Friends of English Avenue
Friendship Baptist Church LLC
Fruit Forward Orchards
Furquan Islamic Center
Georgia Food Oasis
Georgia Heirs Property Law Center
Georgia Organics
Georgia State University
Glymph and Associates, LLC
Greater Bethany Baptist Church
Greater Springfield Baptist
Greening Youth Foundation
GreenLife Development
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Habesha, Inc.
Habitat for Humanity International
HELP Organization, Inc.
Historic Westside Gardens ATL, Inc.
Interdenominational Theological Center
Invest Atlanta
Just Us Neighborhood Association
Maurice Walters Architect
Male Action Coalition
McKinsey & Co.
Metro Atlanta Urban Farm in College Park
MLK Jr. Dr. Merchant Association

Morehouse College
Morehouse School of Medicine
Morris Brown College
Nation of Islam/Community & Educational Center
Nation of Islam/10,000 Fearless
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Patchwork City Farms
Peace Preparatory Academy
People United Foundation
Pro Cuts ATL
Program Management Office
Quest Community Development Organization
Quick Stop
Rooms Around Campus, LLC
San's Hair Salon
SHAPE
Shiloh Missionary Baptist Church
SkyPitch Football Club
Small Farmer Association
Southwest Atlanta Growers Cooperative
Spelman Alumni Association
Spelman College
Star-C & Empire Board of Realtors
Street Smart Youth Project
SunTrust Banks
Terra Nova Compost
The Conservation Fund
The Dragon Group / UCDC
The Everybody Eats Co.
The Nature Conservancy
The Trust for Pubic Land
Tople Construction & Engineering, Inc.
Truly Living Well
U.S. Attorney's Office, Dept of Justice
U.S. Attorney's Office - Drug Market Intervention
University Community Development Corporation
Urban Perform
Vine City Civic Association
Vine City Health and Housing Ministry
Vine City Ministerial Alliance
Walmart
WeCycle Atlanta
wemarathon
West Atlanta Resurgence
West Mitchell Street CME Church
Westside Communities Alliance
Westside Future Fund
Westside Innovation Lab
Westview Community Garden / G2G

II. EXECUTIVE SUMMARY

The Land Use Framework Plan (LUFP) for the Westside Atlanta neighborhoods was commissioned by the city of Atlanta Planning Department and the Westside Future Fund. This document synthesizes the work created by Dhiru Thadani Architects and Urbanists in the Land Use Action Plan documents for the Westside neighborhoods of English Avenue, Vine City, Ashview Heights, and Atlanta University Center. The intent of this report is to propose changes to the city of Atlanta Comprehensive Development Plan that aligns closer to the desires of the community. These changes to the Comprehensive Development Plan are primarily centered around the issues of land use. Elements concerning zoning and historic preservation will be addressed in later documents, which will use the framework established in this report to guide their recommendations.

FIGURE 1: LAND USE FRAMEWORK PLAN SUMMARY

Unfortunately, these once-thriving neighborhoods have been reduced to a small number of occupied housing, and an abundance of sub-standard rental units and vacant lots. The Atlanta Westside Land Use Framework Plan provides a range of land use recommendations developed to oversee positive change and guide these in-town neighborhoods to become 'whole' and vibrant neighborhoods again. The recommendations in this report were developed during a series of community meetings over the course of a year and cover a broad range of concerns. The recommendations also build upon the 18 previous land use plans and studies that were completed in the past 15 years.

The purpose of this report is to aggregate these recommendations into a Framework Plan that can be adopted by City Council to guide the future redevelopment of the four neighborhoods. This plan promotes a unified vision for the future development of the Westside that protects neighborhood interests and promotes new opportunities for neighborhood revitalization. Specifically, this plan:

- Provides a summary for each of the neighborhood's history;
- Explores and documents recommendations made in previous plans in the Westside study area;
- Demonstrates both demographic and physical existing conditions for the Westside study area;
- Documents the community engagement process

for both generating and approving recommendations;
- Establishes the vision and goals for all four neighborhoods, with corresponding objectives and recommendations; and
- Provides an implementation strategy and matrix for all objectives.

Community Engagement

Community engagement meetings with all four neighborhoods were conducted over a period of three months during the summer of 2016. Each neighborhood held two meetings: one targeted to stakeholders and a second targeted to neighborhood residents. The neighborhood meetings were open to all residents, workers, students, and land owners in the community. Following each community engagement meeting, the Land Use Team convened, discussed the findings, and created a summary of recommendations for that section of the study area.

Further, from a period between May 2017 and November 2017, the Land Use Framework Team conducted multiple meetings with each of the neighborhood associations in each of the four neighborhoods to confirm and improve the initial recommendations.

Vision, Goals, and Objectives

Each neighborhood drafted a unique vision statement and four goals were established. These same goals were applied to each of the neighborhoods. Additionally, each goal was followed by a number of objectives based around achieving that goal. Similar to the goals, all but one of the objectives were applied equally to each of the neighborhoods. Neighborhood objectives provide further detail specific to the neighborhood. These goals and objectives are found below.

Goal 1: Acknowledge and proposes strategies to strengthen neighborhood assets
- Encourage homeowners to remain and further stabilize the neighborhood.
- Expand housing choice to improve affordability, attract a mix of resident income levels and reduce displacement.
- Support existing urban agriculture and its expansion.
- Improve the accessibility of essential goods and services within the neighborhood.
- Develop mixed-income housing.

Goal 2: Reinforce each neighborhood's unique identity
- Strengthen and Preserve the Existing Architectural Character of the Neighborhood.
- Identify and protect historic structures and sites.
- Maintain faith-based and academic institutions as public realm neighborhood anchors.
- Require compatibly scaled and detailed infill housing to maintain the residential scale and architectural character of each neighborhood.

Goal 3: Identify key infrastructure projects and investment opportunities
- Improve storm water management practices.
- Improve neighborhood thoroughfares for all transportation modes.
- Improve connectivity, both within the neighborhood, and to adjacent areas.
- Capitalize on infrastructure commitments by focusing strategic development in the following neighborhood districts.

Goal 4: Propose improvements to quality of life by increasing access to parks and open spaces
- Review with Parks and Recreation the potential for small local parks distributed throughout the neighborhood, for improved access to green space.
- Partner with faith-based institutions to utilize church parking areas for recreational activities during non-peak hours.
- Designate flood prone properties, unsuitable for development, as future gardens, parks and playgrounds.

Implementation

Recommendations are presented in a matrix format that describes specific action items to guide the implementation of the recommendations for the four neighborhood within the Westside. Each neighborhood is provided their own implementation strategy, which coordinates objectives, considers the various groups and organizations capable of achieving the objectives, and estimates each on a 5-year time line to work towards.

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III. INTRODUCTION

The Land Use Framework Plan (LUFP) for the Westside Atlanta neighborhoods was commissioned by the city of Atlanta Plannind Department and the Westside Future Fund. This document synthesizes the work created by Dhiru Thadani Architects and Urbanists in the Land Use Action Plan documents for the Westside neighborhoods of English Avenue, Vine City, Ashview Heights, and Atlanta University Center. The purpose of this report is to aggregate the recommendations into a Framework Plan that can be adopted by City Council to guide the future redevelopment of the four neighborhoods.

These historic communities include the neighborhoods which, in the 1920's, were the first subdivisions where African Americans could legally purchase and own property in the state of Georgia. By the 1950's, the area consisted of several thriving neighborhoods and was home to the majority of Atlanta's African American professional population. Vine City, for example, was the home of notable Civil Rights Movement leaders, including Dr. Martin Luther King, Jr., Maynard Jackson, Julian Bond, and many others. Dr. King chose to move from the east side, where he was born, to the Westside in the 1960's. Five historic Black Colleges and Universities, also have their campuses in the Westside and have graduated an extraordinary number of accomplished individuals.

Unfortunately, these once-thriving neighborhoods have been reduced to a small number of occupied housing, and an abundance of sub-standard rental units and vacant lots.

Study Purpose

The Atlanta Westside Land Use Framework Plan provides a range of land use recommendations developed to oversee positive change to guide these intown neighborhoods to become 'whole' and vibrant neighborhoods again.

To understand the context all aspects of the community — land use, transportation networks, building forms, open spaces, civic institutions, such as faith-based organizations and academic institutions, and retail — were mapped over the course of a year, from March 2015 to February 2016. Previous plans were reviewed to understand past proposals for the communities.

From March to October 2016, seven week-long workshops were held to work with individual neighborhoods and develop a set of actionable items that would impact these neighborhoods. This document summarizes and synthesizes the outcomes of those meetings, workshops and presentations to residents, elected officials, concerned citizens and other key stakeholders who participated in the process.

The recommendations in this report were developed during a series of community meetings over the course of a year and cover a broad range of concerns. The recommendations also build upon the 18 previous land use plans and studies that were completed in the past 15 years.

Outside the scope of this document and the Land Use Action Plan recommendations, other policies are being proposed, funded, and implemented by the Westside Future Fund and its partners, to minimize displacement of homeowners within the neighborhoods. As an example, the Anti-Displacement Tax Fund (conceptualized by the Westside Community Retention Collaborative) is in place to cover any increases in real estate taxes that may cause financial hardship to homeowners, and allow them to continue to live in their homes.

Furthermore, similar policies will ensure that the 6,000 plus renters who currently reside in the community will be able to afford to live in well-managed rental properties with an option to apply to a rent-to-own program. The current living conditions experienced by many low-income renters will be addressed by strategies to provide improved housing. Training services to help existing businesses are also being developed, and social programs, medical services, job training, and counseling to assist residents.

Recent investments in the Westside by several partners, including Invest Atlanta with its Tax Allocation Funding projects, the Atlanta Housing Authority's Choice Implementation work, and the Arthur M. Blank Foundation's human capital investments, have driven the sense of urgency to update land use and have recommendations in place that guide development that is compatible to the desires of the community, enhances connectivity with Downtown and neighboring communities, and ensures the continued restoration of environmental and historical assets.

Study Area

As described above, the study area is defined by the neighborhoods of Vine City, English Avenue, Atlanta University Center (AUC), and Ashview Heights (which includes Ashview Heights, Just Us, and Harris Chiles neighborhoods). It is important to note that the Boker T. Washington Neighborhood is also included in this geography since the boundaries for it include Ashview Heights and the AUC neighborhood. The project boundaries are (Figure 2):

- Northside Drive to the east;
- Interstate 20 to the south;
- The western boundary follows the Atlanta BeltLine, moving north to its intersection with Martin Luther King Jr. Drive, and following Joseph E. Lowery Drive; and
- Jefferson Street to the north (excluding the top boundary of English Avenue).

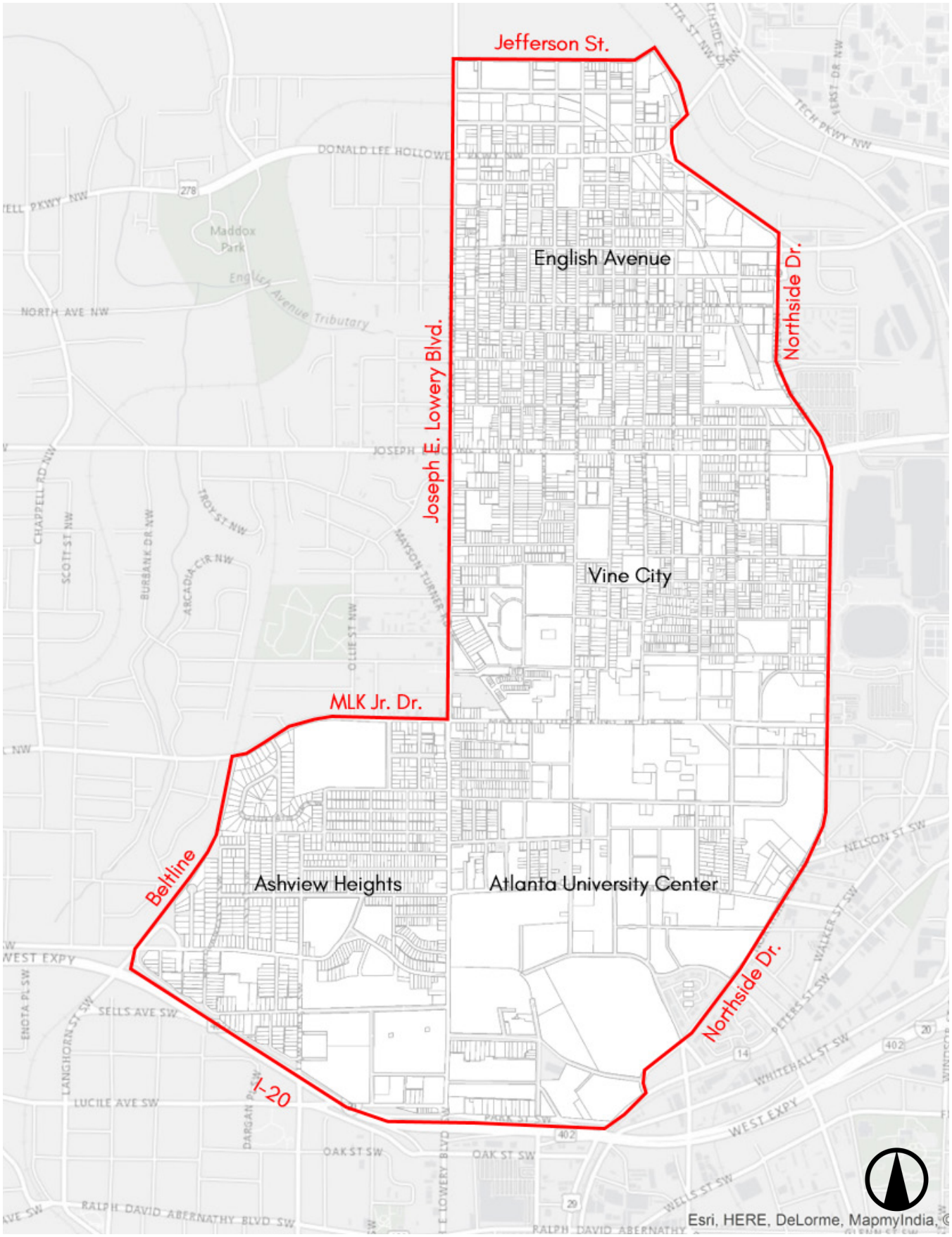

FIGURE 2: STUDY AREA BOUNDARY

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IV. EXISTING CONDITIONS

HISTORY

One of the most important elements to community members is the preservation of the rich history of the Westside neighborhoods. The following pages include a brief history of the four neighborhoods. The Recommendations section of this report contains implementation strategies that will assist in moving the needle on the protection and preservation of the history of these communities.

English Avenue

The namesake of English Avenue connects this Westside neighborhood to an influential figure in the rebuilding and expansion of Atlanta in the decades after the Civil War, James W. English. He was a Civil War captain and Atlanta's mayor from 1881 to 1883. His efforts as promoter-in-chief of Atlanta as an industrial hub included organizing the 1881 International Cotton Exposition directly adjacent to the railroad on the northeast edge of English Avenue. It aimed at "attracting Northern investment to Atlanta by demonstrating the virtually unlimited potential for economic development and capital growth in the New South."[1]

In 1891 the ex-mayor's eldest son, James W. English, Jr., purchased a large tract south of the exposition site and began the development of the contemporary area of English Avenue. It was designed for Atlanta's white working class. Transportation was fundamental to the neighborhood's early expansion. Many residents in the northern area of the neighborhood, near North Avenue, commuted to "the nearby downtown business district along Peachtree Street" via the several streetcars that connected the neighborhood to the downtown district until the 1960s. English Avenue School opened in 1910 to serve white, working-class students from the nearby community.

As more African Americans moved into the neighborhood to access nearby employment centers, the local streetcars and regional rail lines served to divide as much as connect the neighborhood. The Southern Railway track served as both a racial border and an important industrial zone: "the center of employment and industry for local residents which included metal manufacturing, oil, steel, supplies, mattresses, wastepaper baling, a lumberyard, and a freight station."[2] The streetcar line known as the "river car" was one of Atlanta's earliest, constructed in the late 1800s, It connected the center of the city to the Chattahoochee River and traveled primarily along Cameron Alexander Boulevard (formerly Kennedy Street) and English Avenue. Racial relationships were navigated on the "river line" as white working class people who lived further west beyond English Avenue shared the line with black residents living closer in town. "'That river car was the worst so far as racial conflict was concerned," echoes nurse Ruby Baker, "because it was going from town to a poor section of whites out there at the river.'"[3]

In 1941, along the eastern edge of the neighborhood near the Southern Railway tracks, the Atlanta Housing Authority built Herndon Homes as a segregated public housing complex for African Americans (demolished in 2010). In 1950 the City of Atlanta changed the racial designation of English Avenue School from white to black, a move that reflected changing demographic trends in the area.[4]

During the Atlanta Student Movement mobilization in December of 1960, the English Avenue Elementary School was bombed. Interpreting the act as retaliation for the AUC students' desegregation campaign, a Chicago Tribune article reported that two "classrooms and an auditorium were smashed and windows were knocked out in nearby homes. The blast was heard 10 miles away." Over the course of the following decades, after housing segregation became illegal, suburbanization further altered the demographics of English Avenue, leaving the neighborhood with a smaller population. English Avenue School closed in 1995. Over the past two decades, community leaders worked to develop social programs at the site, including state representative "Able" Mable Thomas' push for a "Global Community Center" on the campus.[5]

In the late 1990s and early 2000s, violence and the illegal drug trade came to dominate popular perceptions of the neighborhood. The media helped to propagate this perception with notable depictions ranging from author Tom Wolfe's best-selling 1998 novel *A Man in Full,* to the 2011 film *Snow on Tha Bluff*. The brutal 2006 killing of 92-year-old Kathryn Johnston, a resident of Neal Street, by three Atlanta Police officers, brought the use of excessive force and police brutality against black Atlantans to greater public attention. This prompted a reorganization of the City's drug investigation unit. Further, the killing precipitated a renewed push for community mobilization and improvement. A number of organizations and churches have worked for over a decade to build parks and gardens, restore homes, and rebuild community in English Avenue.

1 Richard Becherer, "Bricks and Bones: Discovering Atlanta's Forgotten Spaces of Neo-Slavery," ACSA Annual Meeting 2012, , p. 440.
2 English Avenue Community Development Plan Update, 2006, p. 7.
3 Clifford M. Kuhn, Harlon E. Joye, and E. Bernard West. Living Atlanta: An Oral History of the City, 1914-1948. (University of Georgia Press: 2005), p. 79.
4 Atlanta Preservation Center
5 English Avenue Campus

Vine City

Vine City is emblematic of some of the contradictions in Atlanta's past and present: a city "simultaneously home to many of the South's leading civil rights organizations, to its largest black middle class, and to black ghettos ravaged by poverty."[6] Records indicate the presence of numerous immigrant and ex-slaves families in the Vine City neighborhood during the nineteenth century, especially along Sunset Avenue. The community was home to Wachendorff Brothers, an expansive and meticulously maintained nursery with acres of greenhouses and raised beds, operated by a prosperous German immigrant family. Lush vegetation grew year-round in Wachendorff's gardens under glass, giving the neighborhood an uncommon beauty and its distinctive "Vine City" name. The neighborhood's architecture reflects its eclectic development, spanning from Victorian and Beaux Arts mansions to shotgun homes and mid-twentieth-century public housing complexes.

Traditional narratives often depict English Avenue as white and Vine City as black. That racial division was not always so and probably emerged around the turn of the twentieth century. Previously, even before the Civil War, German and Irish immigrants called Vine City home.[7] The 1906 Race Riot and effects of the 1917 fire in Sweet Auburn prompted increased residential settlement of African Americans in the neighborhood. Aside from residences, several businesses based on Auburn Avenue opened branch offices along Hunter Street (now Martin Luther King, Jr. Drive), an important commercial corridor.[8] One of Vine City's most notable residents from this era was Alonzo Franklin Herndon (1858-1927), a former slave celebrated as "Atlanta's first black millionaire" who earned his fortune through various enterprises, especially the Atlanta Life Insurance Company. Herndon's wife, Atlanta University teacher Adrienne McNeil, designed a Beaux Arts home for the family in the southern part of Vine City, constructed by black Atlanta craftsmen in 1910.[9] The structure sits in close proximity to the Vine City MARTA station and some of the oldest architecture in the Atlanta University Center complex.

Vine City experienced substantial out-migration in the post-World War II era. "Beginning in the 1950s, Vine City, like other inner-city neighborhoods, changed rapidly and radically. With a few exceptions…most middle-class and upper-class families left Vine City and moved to the suburbs. These new developments were west of these neighborhoods but still in the City of Atlanta, such as the Collier Heights neighborhoods. At the same time, property and housing shifted from resident owners to absentee landlords."[10] During this era, Vine City and surrounding neighborhoods changed demographically, Vine City remained an important site for Atlanta politics and social movements. Paschal's restaurant was a common gathering spot for political, religious, and activist leaders.[11] Maynard Jackson is said to have formulated his 1973 mayoral campaign at the site.

In the mid-1960s Vine City became ground zero for a broad shift of strategy and focus among organizations working in the Civil Rights Movement. Local conditions at this time were exceptionally bad. Terming the neighborhood "a ghetto within the ghetto," historian Tomiko Brown-Nagin describes the local environment: "The filth, squalor, and misery afflicting Vine City's fifteen hundred destitute residents stood out even among slums… The people of these neighborhoods inhabited overcrowded wooden shacks with leaky roofs on unpaved streets overrun by vermin living in and feeding on the garbage and trash in the streets. Municipal services were almost unknown."[12]

Martin Luther King, Jr. arrived in Vine City at this time as the Southern Christian Leadership Conference was expanding its work on urban poverty. "This is appalling," he explained, "I had no idea people were living in Atlanta, Georgia in such conditions. This is a shame on the community."[13] The King family moved to Vine City in 1966, to reside on Sunset Avenue, where Coretta Scott would remain after her husband's death.

In the mid-1960s the Student Nonviolent Coordinating Campaign (SNCC) made Vine City the headquarters for its Atlanta Project. SNCC's work in Vine City – coming in the wake of national legislative and judicial victories, such as the 1964 Civil Rights Act and the 1965 Voting Rights Act, marked a shift from citizenship programs and political organization to issues like inadequate housing and economic inequality. Immersed in the neighborhood, SNCC members worked to achieve three goals: "to empower the poor to seek concrete changes in their everyday lives, to dramatize the injustices of life in the ghetto, and to pressure both private parties and local government to address the need for safe, affordable housing for low-income citizens."[14] Crucial to this campaign were legal and protest actions against slum lords and urban blight, including a (largely unsuccessful) rent strike.

6 Tomiko Brown-Nagin, Courage to Dissent: Atlanta and the Long History of the Civil Rights Movement, 2011, p. 7
7 Sunset Avenue Plan
8 Living Atlanta, 40
9 National Parks Service
10 Undaunted by the Fight, 238
11 Philip Graitcer, "Former MLK Jr. Aide Shows Tourists Atlanta's Civil Rights History," 4 February 2015
12 Courage to Dissent, 267
13 Challenging U.S. Apartheid -- Challenging U.S. Apartheid
14 Courage to Dissent, 257, 270-71

Limited legal successes, retaliation from landlords, and fissures within the organization (including a break with Julian Bond), hampered the Atlanta Project. SNCC was further marginalized by both the black and white elite for eschewing the city's tradition of gradual social change. Atlanta Project SNCC organizers maintained a separatist orientation that contradicted SNCC's national leadership, leading its director, Stokley Carmichael, to fire or suspend the local staff.[15] However, in the years to come, the separatist message articulated in the Atlanta Project would come to define SNCC's national organization itself.

Important local initiatives and leaders emerged in parallel to movements led by organizations with a national profile. During the late 1960s and 1970s, resident Helen Howard founded the Vine City Foundation, Inc., which provided a free medical clinic, nursery, legal advice, and a food cooperative for locals. Vine City was home to Dorothy Bolden, a political activist who founded the National Domestic Labor Workers union, and served as an advisor to the administrations of Richard Nixon, Gerald Ford, and Jimmy Carter. A 1969 issue of *Vine City Voice* celebrated local women's "strong will, [tireless] efforts, love, [and] understanding," commenting that "When historians get around to writing the real history of this country, then and only [then] will the truth be known of the contributions of the Black women in America."[16] Harry G. Lefever, a professor of sociology at Spelman College and author of *Undaunted by the Fight: Spelman College and the Civil Rights Movement, 1957-67*, wrote that "women were overlooked and ignored in what they did in Vine City in the 1960s and, by implication, in organizing efforts and the civil rights movement more generally."[17]

The opening of the World Congress Center in 1976, the Georgia Dome in 1992, and Historic Westside Village in 1999, prompted a renewed round of mobilization among local residents in Vine City. Residents complained of little community engagement from politicians or developers before construction began. An article in *The Atlanta Journal & Constitution* read, "One of Atlanta's first black communities is now a neighborhood of deteriorating houses and high crime. Many residents see the top priority as new housing, not commercial development such as the Georgia Dome."[18] Vine City residents led a protest at the 1988 Democratic Convention, arguing for the preservation of the neighborhood's history. A letter written by protesters exclaimed, "In light of the domed stadium pending, the nation should be aware of the threat to one of its greatest landmark neighborhoods and not turn its back to a loss that is irreplaceable."[19] The Vine City Housing Ministry was founded at this time to push for concessions from developers, ultimately gaining a $10 million trust fund for constructing new homes and rehabilitation of others.[20] In this era, students from Washington High School collected a series of oral histories with stakeholders and local residents. These interviews are stored at the Atlanta History Center.

Since the 1980s, the Vine City Health and Housing Ministry has led the development of various residential and business developments to improve conditions in the neighborhood. Likewise, they have led efforts to improve the community's health and safety. Quest Communities also recently entered the neighborhood, leading efforts to provide veterans and community members with housing and job opportunities. The neighborhood has long been subject to regular flooding due to stormwater runoff, and in 2008, the City purchased several blocks of property to construct Cook Park and negate flooding issues. In 2011, Sunset Avenue was declared a local historic district. This street includes the King family house and the home of Alice and Julian Bond.

15 Atlanta in the Civil Rights Movement, Atlanta Regional Council for Higher Education
16 Vine City Voice, 1969, p. 6.
17 Harry G. Lefever letter to Kathryn Nasstrom, 8/9/2006, Atlanta History Center
18 "Vine City Girding to Fight Dome," AJC, 1 November 1987, p. 15C.
19 "A Letter Written to the Democratic National Convention Press Corp on Behalf of the Beloved Community," Vine City Demonstration, Democratic Convention, 18 July 1988, Atlanta History Center.
20 "Dome housing gives Vine City fresh start," Atlanta Journal & Constitution, 30 May 1990.

The Atlanta University Center District

For over 150 years, students and residents of the Atlanta University Center (AUC) district have built exceptional educational institutions and programs for social uplift. Pillars of local and national black intellectual life, the region's schools have shaped generations of social, intellectual, commercial, and artistic leaders whose impact extends far beyond the Westside. The AUC made the city of Atlanta "arguably the leading center of black higher education in the country, and the colleges left their mark on countless areas of black community life, in Atlanta and beyond."[21]

During Reconstruction in the decades following the Civil War, abolitionists, mission societies, and the U.S. Freedman's Bureau sponsored the education of newly-freed locals. Between 1865 and 1881, religious leaders and former slaves together laid the foundations of the AUC's academic life with Atlanta University (1865), Morehouse College (1867, originally named the Augusta Institute),[22] Clark University (1869, later renamed Clark College), Spelman College (1881, originally named Atlanta Baptist Female Seminary), and Morris Brown College (1881). The growth of these institutions drew from and paralleled Atlanta's postwar expansion, which included substantial rural-to-urban migration of former slaves. Generations after their foundation, in 1929 AUC institutions cemented their partnerships and consolidated into what is today called the Atlanta University Center Consortium, Inc. The consortium is comprised of five institutions: Clark Atlanta University, Morehouse College, Morehouse School of Medicine, Spelman College, and the Interdenominational Theological Center.

Following the Civil War, high school was deemed unnecessary for black Georgians by the white elites, who argued that future manual laborers needed schooling only through grades seven or eight. The AUC schools filled this vacuum in elementary and secondary education for black children through private junior and senior high schools on their campuses. Students traveled from all over the state to receive this education. With the opening of the first public African-American high school in Atlanta, Booker T. Washington, the AUC soon closed its junior and senior high school programs. The AUC was directed by a mixed-race faculty that included numerous white teachers from New England. University leadership cultivated an alternative, integrated culture different from the segregated norms of Jim Crow-era Atlanta. Former Atlanta University historian Clarence Bacote remembers the schools as an "oasis…You could live here, at any of these schools, and not suffer the injustices that the person who had to make his living in the city did."[23]

In addition to its vital academic culture, the AUC area served as an important residential center for black Atlantans, since the first decades of the twentieth century. As with other Westside neighborhoods, residents flowed into the region in the aftermath of the 1906 Race Riot and the 1917 Great Atlanta Fire, and as a growing African American population sought new areas for expansion under segregation. AUC leaders would make history in the 1930s with the planning and construction of one of the first federally-funded public housing programs in the country, University Homes. Developer Charles Palmer partnered with Atlanta University President John Hope for the project, which received New Deal funding. Their partnership aimed to offer construction jobs along with upgraded housing and urban services. The pilot project became a model for similar programs throughout the country.

Generations of leaders of global movements for social uplift and justice have passed through the AUC. The first class of Atlanta University graduated Lucy Craft Laney, a pioneering black female educator in Georgia who established and served as principal of Augusta's Haines Institute for over 50 years. W.E.B. Du Bois, a scholar, activist, and prolific author, was on the faculty of Atlanta University from 1897 until 1910, when he moved to New York to work for the NAACP (which he had helped to found the previous year). Du Bois returned to Atlanta in the 1930s, to chair the Sociology Department. Other notable alumni include Spelman College's Marian Wright Edelman, a Presidential Medal of Freedom and MacArthur Genius Grant winner, who founded and served as president of the Children's Defense Fund.

AUC students, staff, and faculty played an important role during the push for civil rights in the 1960s. Inspired by lunch counter sit-ins in Greensboro, NC, Morehouse students Lonnie King, Joseph Pierce, and Julian Bond organized the Committee on the Appeal for Human Rights (COAHR) in 1960. They partnered with fellow AUC students and published "An Appeal for Human Rights" (authored by Spelman student Roslyn Pope) in Atlanta newspapers. The piece read: "we want to state clearly and unequivocally that we cannot tolerate, in a nation professing democracy and among people professing Christianity, the discriminatory conditions under which the Negro is living today in Atlanta, Georgia—supposedly one of the most progressive cities in the South."[24] Through the spring and fall of 1960, students mobilized an extensive boycott and sit-in campaign to protest segregation in Atlanta's public facilities. This student-led movement was animated by the newly-formed Student Nonviolent Coordinating Committee, along with established figures such as Martin

21 Living Atlanta, p. 152.
22 The August Institute was founded in Augusta, GA, and moved to Atlanta in 1879.
23 Living Atlanta, p. 158.
24 "An appeal for Human Rights,"

Luther King, Jr., who himself joined the protests and was arrested (for the first time in his hometown). AUC students counted on the support of local churches and their leaders, such as Rev. Joseph E. Boone of Rush Church, who provided office space to students.[25] Their actions proved successful. In the years following, Atlanta ended the formal practice of segregation in public facilities. This history is memorialized through Atlanta Student Movement Boulevard (formerly Fair Street, renamed in 2014).[26] AUC students were involved in myriad civil rights projects beyond the push for desegregation in Atlanta. Spelman graduate Ruby Doris Smith, for instance, was a leading organizer of SNCC and helped lead freedom rides and boycotts throughout the South. In 2008-2009, University Homes public housing was demolished. In its place, as an initiative of the Atlanta Housing Authority and the City of Atlanta, a University Choice Neighborhood project is currently being implemented.

More recent history of AUC schools is marked by substantial challenges. Spelman College largely bucked the trend by developing robust financial reserves – including an endowment of more than $250 million – and nationally-recognized programs of academic excellence. The latter includes Spelman's outstanding STEM programs, recognized by the National Science Foundation (NSF) and NASA since the mid-1990s. Other schools within the AUC have faced existential challenges. Financial struggles prompted Clark College and Atlanta University to merge in 1988. Morris Brown College lost its accreditation in 2002 and filed for bankruptcy in 2015. Morehouse College has seen a 30% enrollment decline since 2005.[27] These trends align with a nationwide crisis facing HBCUs, especially public institutions. Georgia, with 9% of the country's 107 HBCUs, and the AUC in particular, will feel the effects of the challenges disproportionately, especially in the Westside.

Ashview Heights

Following the Civil War, the historic black colleges and universities that comprise the Atlanta University Center were founded, directly east of the area that became known as Ashview Heights.[28] In the late 1800s, with the expansion of the city's streetcar system, the Atlanta City Street Railway arrived in the area. It connected into Downtown Atlanta and terminated at the corner of Martin Luther King Jr. Drive and Joseph E. Lowery Boulevard. Later, a second line cut through the Atlanta University Center and ended at Joseph E. Lowery Boulevard.[29]

The expansion of the streetcar lines was part of a strategy to spur suburban development in Atlanta. During the 1910s and 1920s, developer Heman E. Perry took advantage of this expansion. He purchased several large parcels of land, west of Ashby Street (Joseph E. Lowery Boulevard) and adjacent to the Atlanta University Center, an area attractive to Atlanta's black middle class. At the time, the Sweet Auburn area, long favored by black residents, was surrounded by white neighborhoods, which posed obstacles for the community as segregation practices prevented black residents' expansion into nearby neighborhoods. Perry built houses and issued mortgages to new buyers, in a time when mortgages were difficult to attain. "In one of the first examples of comprehensive community planning for African Americans in the nation, Perry deeded land to the city for Atlanta's first black high school [Booker T. Washington] and city park...Perry succeeded in building an African American bungalow suburb on the west side similar to those available to whites across the city." The development of Washington Park and Ashview Heights also opened the gate for the black community to expand west." Heman Perry's became the "blueprint for black housing efforts."[30]

Opened in 1924, Washington High School had similar features to Atlanta's white high schools, with a combined academic and vocational curriculum. Because Washington was the only black high school in the area, it quickly became overcrowded. The school was built for 2,000 students. Within ten years, nearly 6,000 students attended Washington High School. Highly qualified teachers, some of whom arrived from the private high schools in the AUC, taught classes of over fifty students. Often they lacked sufficient books and materials. For this reason, Washington teachers maintained a close relationship with AUC schools and often obtained the resources needed through their close partnerships.

Ashview Heights' establishment as a desired neighborhood

25 Georgia Historical Society
26 Atlanta Daybook
27 Janel Davis, "Historically black colleges challenged, some fighting to survive." ; AJC
28 "History." Atlanta University Center Consortium. Accessed December 8, 2016.
29 Historic Streetcar Systems in Georgia. (2012). Prepared for GDOT. Also see 1940 map Transportation map of Atlanta. Source: Saporta Report).
30 Wiese, Andrew. Places of Their Own: African American Suburbanization in the Twentieth Century. (2009). University of Chicago Press.

for middle class black families, led to a legacy of prominent residents and students. Past residents of the neighborhood include Dr. Asa G. Yancey, the first black doctor at Grady Hospital and first black faculty member of Emory University's medical school, who grew up on Beckwith Street.[31] Booker T. Washington High School became renown for the education of dozens of prominent black Americans, including Martin Luther King, Jr., Mattiwilda Dobbs, an opera singer, and State Senator Leroy Johnson, the first black State Senator after the period of Reconstruction.[32]

The neighborhood reached its peak population in 1960, when over 4,500 residents lived in Ashview Heights.[33] Even as population declined, the area maintained fast access to the city center with the 1979 opening of the Ashby MARTA station.[34] Today, approximately 2,700 people live in the Ashview Heights neighborhood.[35] The neighborhood has proposed two historic districts, eligible for listing on the National Register of Historic Places.[36]

In 1999, the Housing Authority of the City of Atlanta received a $35 million HOPE VI grant from HUD to be used for the revitalization of the Harris Homes public housing community. The plan establishes small, interior parked blocks, walkable, tree-lined streets with parallel parking, a system of connected small and large residential parks, a variety of housing types, and a town center. Today, the housing stock in Ashview Heights is primarily owner occupied, and enjoys many well maintained homes.

Just Us

Just Us Neighbors (JUNs) is the smallest of the official neighborhoods in the City of Atlanta, consisting of only two streets. It began as the "Fountain Drive-Morris Brown Drive Community Club" in 1949, and evolved into its present name in 1952. The neighborhood was the first black owned and constructed sub-division in the city of Atlanta, post-World War II.

The land was originally purchased by Morris Brown College for expansion purposes during the time of the planning of the greater Atlanta University complex.

The JUNs development proceeded under a set of restrictive covenants, initiated by Bishop William Alfred Fountain, Jr., Bishop of the A.M.E. Church and President of Morris Brown College. The restrictive covenants included naming the two streets in the subdivision Morris Brown Drive and Fountain Drive.
The first decade of this emerging community's development was somewhat interrupted by World War II, but the community grew and prospered similar to the Phoenix Bird rising from the ashes of Sherman's march to the sea. The second decade drove a strong cohesive pattern of neighborhood cooperation and civic pride, which led to the civic name known now as the Just Us Neighbors Community. The JUNs Neighborhood has contributed significantly to the civic, educational, economic and cultural development of the New Atlanta.

The Just Us Neighborhood was developed and constructed with wide concrete streets (unique in the City of Atlanta) and all new housing stock reflecting the latest in housing design for the period. The quality of life was very positive as the JUNs Neighborhood provided new homes where the residents' pride was reflected through well-maintained homes and manicured lawns, which continues to this day.

The Just Us Neighbors Neighborhood Association's founding purpose was to form an association of neighbors to foster comradery, cohesion, and unity; to acquaint new neighbors moving into the area, with what was expected of them in terms of respect and decorum in home and landscape upkeep and to provide a spirit of togetherness to get the City of Atlanta to provide and maintain quality city services.
The Just Us Neighbors successfully fought to re-route Interstate 20 so that it bypassed the neighborhood as well as kept Langhorn Street from coming through the neighborhood.

The historical residents of this community were many of Atlanta's prominent Black Professionals of that era who were proud of their community and were actively involved in its sustainability as a great neighborhood. Although there were many key pioneers, some of the most notable ones were:

- Dr. John W.E. Bowen – President, Gammon Theological Seminary
- Dr. James Brawley – President, Clark College
- Ms. Erdie Chandler – Secretary, Dr. W.E. B. DuBois
- Dr. Gladstone L. Chandler – English Professor, Morehouse College
- Bishop W. A. Fountain – President, Morris Brown College
- Mr. A. Victor Jett - Architect, Builder, Contractor
- Dr. M.D. Roberts – Educator, Clayton County Administrator,

31 Asa Greenwood Yancey Sr. M.D. Obituary (2013)
32 "Notable Graduates." Atlanta Public Schools. Accessed December 8, 2016.
33 U.S. Census Bureau. Total Population, 1960, 2010. Prepared by Social Explorer. Accessed December 8, 2016.
34 "MARTA Blue Line." Metropolitan Atlanta Transit Authority. Accessed December 8, 2016.
35 U.S. Census Bureau. American Community Survey: Total Population, 2010-2014. Accessed December 8, 2016.
36 National Register Historic Districts. Atlanta Regional Commission. [Shapefile geospatial data]. Accessed July 2015.

- Mr. J.H. Sellers - Funeral Director, Sellers Funeral Home
- Bishop Sherman L. Green – Chairman, Board of Trustees, Morris Brown College

The neighborhood has a total of 50 parcels, of which there are 48 improved parcels with single-family homes and only 2 vacant lots. Of the 48 single family homes, 54% of the homes are owner occupied and 52% of the homes are still connected to the original homeowners and their families, which indicates a stable community surviving, thriving and well positioned for continuing its rich legacy and history as part of Atlanta's Westside re-development.

Booker T. Washington

Appropriately named after the famous educator, Booker T. Washington, the Booker T. Washington neighborhood consists of residents living in the shadows of the Historic Booker T. Washington High School, which is listed on the National Historic Registry. Constructed in 1922-24, Booker T. Washington High School was the first black public secondary school in Atlanta. It is reflective of a period of economic growth and transition in the black community.[37]

It was during this time that new communities were developed and built for African-Americans on the west side. Prior to 1919, Ashby Street functioned as an early "color line" in the city. The area east of Ashby Street was established as an area for African Americans, and the area west of Ashby Street (renamed Reverend Joseph E. Lowery Boulevard in the 1990's) was established as an area for white settlement. Few white families were interested in residing so close to the historically black Atlanta University campus thus leading to whites leaving the area. Heman Perry, founder and entrepreneur of Standard Life Insurance Company and Citizen Trust Bank, purchased 300 acres to build 500 new homes for African Americans on the west side of Atlanta with Washington Park as the first in 1919. Thus, began the emergence of the Booker T. Washington Community west of Reverend Joseph E. Lowery Boulevard.

- Notable residents and businesses of the community included:
- Amos Drug Store,
- Annie Moore (model),
- The Cannon Family (maker of hair care products pre-Bronner Brothers),
- E. L. Simon (former Vice President of Atlanta Life Insurance Company),
- Jewel Simon (artist),
- D. H. Stanton (Minister American Missionary Society), and
- The Little White House (home of Graham Jackson Sr. and Daisy White, first African American female to attend the Boston Conservatory of Music).

The Graham Jackson and Daisy White homes continue to be occupied by the relatives of the original owners.

37 [1]City of Atlanta, Department of Planning, 2017

PREVIOUS PLAN REVIEW

Since 2002, more than eighteen plans, studies, and reports have been commissioned and undertaken in the Westside. These endeavors include work by professional firms, academic institutions and students, non-profits, and governmental agencies.

These myriad reports and studies have engaged the residents for many years. Civic-minded citizens have acted in the best interests of their community, sacrificing their personal time, sharing their opinions, and participating in these planning efforts.

The Land Use Framework Plan (LUFP) team studied the analysis and recommendations completed in the previous efforts and extracted information on the commonalities embodied within the plan: strengths, opportunities, weaknesses and threats to the neighborhoods. All plans and studies were overlaid onto a master document to determine common findings, recommendations, and potential areas for development. A 'greatest hits' of recommendations was assembled, and areas of concern were noted and confirmed with residents.

A major consideration, added to the body of knowledge collected, was the introduction of several external influences that were not prevalent when some of the studies were performed. These influences include the following:

1. The Atlanta BeltLine Westside trail project had not begun construction, and is now a major guiding force for future development.
2. The streetcar system had not been initiated. Now, a small portion has been implemented in downtown, with plans for a 53-mile expansion.
3. The construction of the new Mercedes Benz stadium, had not occurred and MLK Jr. Drive had not been closed east of Northside Drive.
4. Georgia Tech's Technology Enterprise Park had not been planned southwest of Marietta Street.

Prior to moving forward with design recommendations, the LUFP team reviewed and incorporated these influences into their analysis of the site and updated the findings.

The following pages outline the review of previous plans that guide the vision and strategies of the study. This includes Atlanta's Comprehensive Development Plan

City of Atlanta 2016 Comprehensive Development Plan

The Comprehensive Development Plan guides the overall growth and development of the City by setting comprehensive development goals, policies and objectives for a range of elements that collectively address all aspects of the City's economic and community functions. These include population, economic development, housing, natural resources, historic resources, community facilities, transportation, urban design and land use. Goals, policies and objectives are developed for the City. Policies developed by each City Neighborhood Planning Unit (NPU) are also included. The study area encompasses neighborhoods in NPU-L and NPU-T (Figure 3).

NPU-L Recommendations

Policies were developed for NPU-L, which include English Avenue and Vine City neighborhoods, that directly relate to the character areas inherent within the two neighborhoods. These policies focus on preserving, maintaining, enhancing and redeveloping the character areas found within NPU- L:

- Traditional Neighborhood Development areas
- Historic Areas
- In-Town Corridor areas
- Industrial Areas

NPU-T Recommendations

NPU-T Recommendations are grouped into the following categories:

- General Development: includes supporting existing plans including the Atlanta BeltLine, weed and seed programs and youth focused community/recreation centers.
- Enforcement: from City Departments and Zoning and Land Use Regulations.
- Infrastructure: support of improvements to green space, improvement of existing infrastructure, accessibility, and redevelopment of key corridors.
- Commercial: revitalize commercial corridors.
- Residential: Preserve and protect the historic residential nature of the neighborhoods.

For the complete list of policies see Appendix.

Connect Atlanta - update in process

Atlanta's Transportation Plan will focus on mobility, affordability and safety for residents by reducing congestion, improving access, and supporting economic growth.

- Affordable: Provide affordable transportation options for all
- Mobile: Manage circulation and maximize existing infrastructure
- Safe: Improve health and safety.

The last Connect Atlanta Plan was completed and adopted in 2008. The City is currently updating the transportation plan with an expected completion date of late 2017.

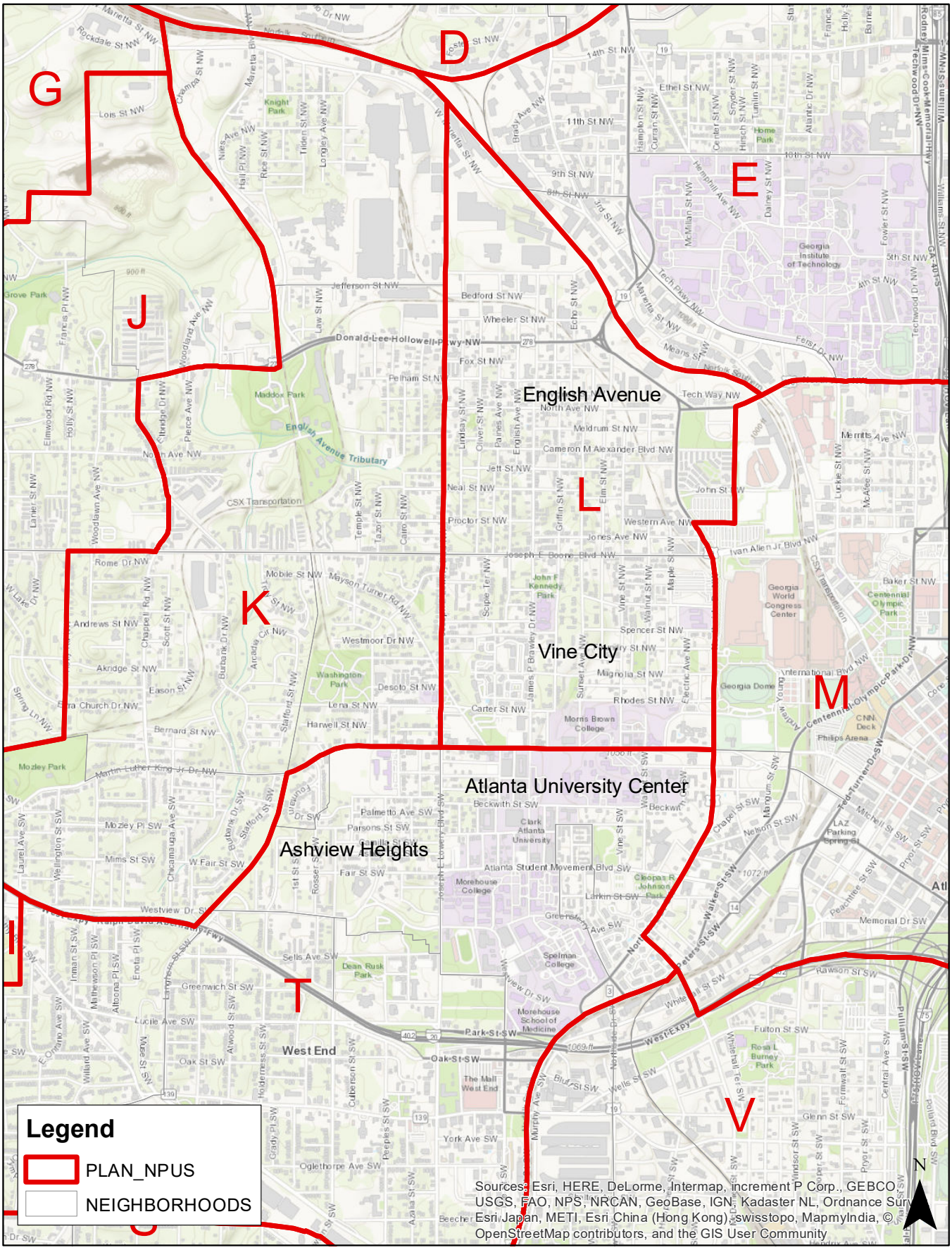


FIGURE 3: NPU MAP

The goals of the 2008 Connect Atlanta Plan include:

Build Transit Infrastructure
- Build rapid transit infrastructure to areas of growth
- Build a transit terminal for commuter and intercity rail

Improve Existing Transit Service
- Fundamentally rethink transit routes
- Diversify rail and bus fleet
- Provide travel alternatives in congested areas

Promote Sustainable Travel Modes
- Build and maintain sidewalks
- Build a system of bicycle routes

Untangle 'Hot Spots'
- Partner with private developers
- Create and manage alternative travel routes
- Pursue goods movement strategies

Achieve a State of Good Repair
- Fix infrastructure fast
- Manage intersections
- Fix Bridges

Develop New Funding Sources
- Coordinate Funding and Administration of the Plan

As the Connect Atlanta Plan is updated, its goal is to "support the long-term vision of the Atlanta City Design effort and provide policy and project recommendations to build a world class, sustainable transportation system that addresses congestion in our growing and evolving city." As the plan finalizes, the focus is the on provision of transportation options that are multi-modal, to address population growth. This recommendation is reiterated in the transportation recommendations for the westside neighborhoods.

Atlanta Streetcar System Plan

The Atlanta Streetcar System Plan was completed in 2015 as a supplement to the Connect Atlanta Plan and the BeltLine 2030 Strategic Plan. This plan combines the City of Atlanta's streetcar network recommendations from the Connect Atlanta Plan and the Atlanta BeltLine's Transit Implementation Strategy (TIS), with a goal of providing enhanced mobility, increased transportation options and to complement economic development. The plan proposes to make the first transit project (Atlanta Streetcar East-West route) more extensive by expanding it to a 53 - mile network. Two of the priority streetcar corridors identified in this plan (Crosstown Midtown Line and the Crosstown Inner Loop) may provide additional streetcar access to the study area.

Cycle Atlanta Phase 1.0 Study
Also a supplement to the Connect Atlanta Plan, the Cycle Atlanta Phase 1.0 Study focuses on creating a strategy to complete and connect a network of high-quality bicycle facilities in the core of the City of Atlanta. The plan proposes a network that connects the Atlanta BeltLine to the city, with bicycle corridors in the study area on:

- Joseph E. Boone Boulevard,
- Martin Luther King Jr. Boulevard, and the
- Westside Trail Multi-use Path along Lena Street

MARTA and T-SPLOST Projects

City of Atlanta residents approved two referenda in 2016 to support a T-SPLOST and MARTA sales tax that will generate approximately $300 million over five-years and $2.5 billion over forty years, respectively. This revenue will help support projects from the Connect Atlanta and BeltLine Plans. Projects within the study area include:

- Study of Northside Drive Bus Rapid Transit
- Study of Atlanta Light Rail Transit for:
  - Crosstown Crescent Line on Joseph. E. Boone,
  - S-Concept connecting the BeltLine to the west through Westview Drive and Atlanta Student Movement to downtown, and
  - Luckie Street Extension on Donald Lee Hollowell
- Station Improvements to Vine City and Ashby Stations
- Improvements to Sunset Avenue, James P. Brawley Drive and Martin Luther King Jr. Drive.

Vine City-Washington Park LCI - 5 Year Update - 2017

The Vine City/Washington Park LCI developed a set of recommendations for the study area to address short-term and long-term challenges, identified during the planning process. The goal of the plan was to strengthen and define the character of these history-rich neighborhoods, while building upon existing efforts to harness the study area's well-suited location and development potential. The vision and aspirations that this plan focused on included: respecting previous community engagement, protecting existing residents and the historic nature of the community, supporting economic development, and improving local infrastructure. The plan was completed in August of 2017.

Westside TAD Strategic Implementation Plan for Vine City and English Avenue - 2013

The plan was shaped over an eight month period, through a process designed to facilitate short-term catalytic redevelopment, and was guided by a neighborhood master planning framework. The Westside TAD Neighborhood Strategic Implementation Plan builds on years of planning and community involvement. Recommendations are inherent in this Plan, to leverage the strengths of these communities by stabilizing existing conditions. Strategies addressing residential quality of life, maintaining affordability, and establishing a foundation for reinvestment

are a prime focus. The primary goal of this plan was to guide the allocation of Tax Allocation District(TAD) funding in a manner to promote redevelopment, protects existing residents and creates jobs. The plan was commissioned by Invest Atlanta.

Westside TAD Community Benefits Plan - 2013

This plan was created by Invest Atlanta, to guide investment of the Westside TAD neighborhood fund. The purpose of the Community Benefits Plan was to present recommendations to the City of Atlanta, Invest Atlanta and The Arthur M. Blank Family Foundation, to maximize the benefits of the new Mercedes-Benz Stadium Project to the Westside TAD Neighborhoods. Pursuant to the New Stadium Project resolution, passed by the Atlanta City Council, the Community Benefits Plan would provide community job training, affordable housing, environmental mitigations, special event enforcement programs, historic preservation, health and wellness programs and economic development.

Proctor Creek North Avenue Watershed Basin(PNA) - 2010

For over 18 months, from 2010 to 2011, Park Pride engaged a coalition of organizations and individuals within the English Avenue, Vine City, and Atlanta University Center (AUC) neighborhoods in a Visioning Process to create the PNA Study. The result of the PNA proposes a network of interconnected greenspace improvements that operate to provide capacity relief for the combined sewer system, while offering needed park space in these communities. Green infrastructure proposed in the study area included parks, greenways, community gardens, rain gardens, and green streets.

Atlanta BeltLine Master Plan/Subarea 10 Plan - 2010

Subarea 10 includes the portion of the BeltLine from Hollowell south to Interstate 20. The plan includes the BeltLine connection to the MARTA East or Proctor Creek line, and the important redevelopment area around the Ashby MARTA Station. The Plan also includes Maddox Park (outside of this plan's study area) and the surrounding redevelopment opportunities. Because the Atlanta BeltLine TAD excludes single family residential properties in neighborhoods, the primary focus of the Subarea 10 planning process was the general area from Joseph E. Boone Boulevard north, to Donald L. Hollowell Parkway, where the majority of TAD properties are located. Specific attention was given to the areas within easy walking distance (approximately one-quarter mile) to the proposed Atlanta BeltLine transit stations at Joseph E. Boone Boulevard (also a proposed MARTA infill station) and Donald L. Hollowell Parkway. The plan covers a portion of the Ashview Heights neighborhood, but does not propose any significant projects other than the BeltLine improvements.

Choice Neighborhood Transformation Plan - 2010

The Transformation Plan offers a blueprint for the comprehensive revitalization of an area of west Atlanta that covers 1,000 acres, 1.56 square miles and includes at its center point a targeted public housing development, the former University Homes. The Plan is proposed to guide the transformation of Vine City, AUC, and the Ashview Heights neighborhoods in areas of education, health, and community redevelopment, through implementation of projects funded by the recently received HUD Choice Implementation Grant. The transformation will be led by the Atlanta Housing Authority in partnership with the City of Atlanta.

Atlanta BeltLine Master Plan/Subarea 9 Plan - 2009

Subarea 9 includes the portion of the BeltLine from West Marietta Street south to Donald L. Hollowell Parkway. The plan includes the master plan for the Westside Park and Reservoir, a forthcoming 300 acre park on the site of the old Bellwood Quarry, just north from the study area. The Westside subarea plan creates a framework for redevelopment around and to the east of the park, while preserving the character of area neighborhoods, including Grove Park, Rockdale, Knight Park and Howell Station. The TAD also covers a portion of English Avenue, north of Donald L. Hollowell Parkway. Most of the recommendations are land use related (switch from industrial to residential) and additional street connections throughout the existing blocks.

Upper Westside LCI Update - 2009

The Upper Westside LCI plan is a guide for public and private investment in a two square mile study area within the Northwest quadrant of the City of Atlanta. The updates examine what recommendations have been implemented and outlines a 5 year plan. The Upper Westside LCI covers the southern portion of the AUC neighborhood and Ashview Heights.

Martin Luther King Jr. Drive Corridor Transportation Study - 2005

The MLK Jr. Drive corridor recently underwent an analysis for Complete Streets improvements. This $27 million corridor improvement project spans approximately 7.2 miles from Northside Drive to Fulton Industrial Boulevard and includes a combination of federal, state and local funding. The project will address vehicular and pedestrian safety concerns, provide additional pedestrian and bicycle access through the implementation of new multi-use trails, and introduce a new linear park along the corridor. It will also include raised landscaped medians, pedestrian crossing islands, repaired sidewalks, ADA upgrades, and a new two-way cycle track. There will also be traffic signal improvements, upgraded signs and markings along with

lighting improvements along the road. The goal is to transform MLK Jr. Drive to a pedestrian and bicycle friendly corridor with improved access to the Atlanta BeltLine and MARTA bus service.

Simpson Road(Joseph Boone Blvd) Corridor Redevelopment Plan - 2006

The Plan is intended to guide public and private decision-making and investment along the 4.2 mile long corridor over the next 25 years. Most recent improvements to the corridor include its conversion to a green street corridor, currently underway.

English Avenue Community Redevelopment Plan Update - 2006

This is an update to the previously adopted Community Redevelopment Plan (1998), which includes a comprehensive approach to reinvestment in the English Avenue community.

Northside Drive Corridor Study 2005 -currently under update by the Georgia Department of Transportation

The Northside Drive Corridor Study, completed in 2005, examined a larger extent of Northside Drive, focusing on evaluating the existing transportation infrastructure and developing alternative land-use and transportation scenarios for the corridor. This study was performed by the City of Atlanta. Georgia DOT is currently evaluating Northside Drive for potential improvements to mobility, safety, bicycle access, connectivity, and pedestrian use.

Vine City Redevelopment Plan - 2004

The Vine City Redevelopment Plan was created on behalf of the Vine City Civic Association. It addresses concerns from community members on the neighborhood's loss of population, property disinvestment, and economic decline. The plan identified opportunities, projects and partnership strategies for the neighborhood.

Findings

As evidenced by most of the previous plans, there are overarching themes and issues of concern within all four neighborhoods. These themes are outlined below (Table 1). The LUFP team used these themes to create the goals and objectives that would help guide the visions for each of the neighborhoods.

On the following spread, the boundaries of some of the various studies are superimposed on a map of the Westside and downtown Atlanta (Figure 4).

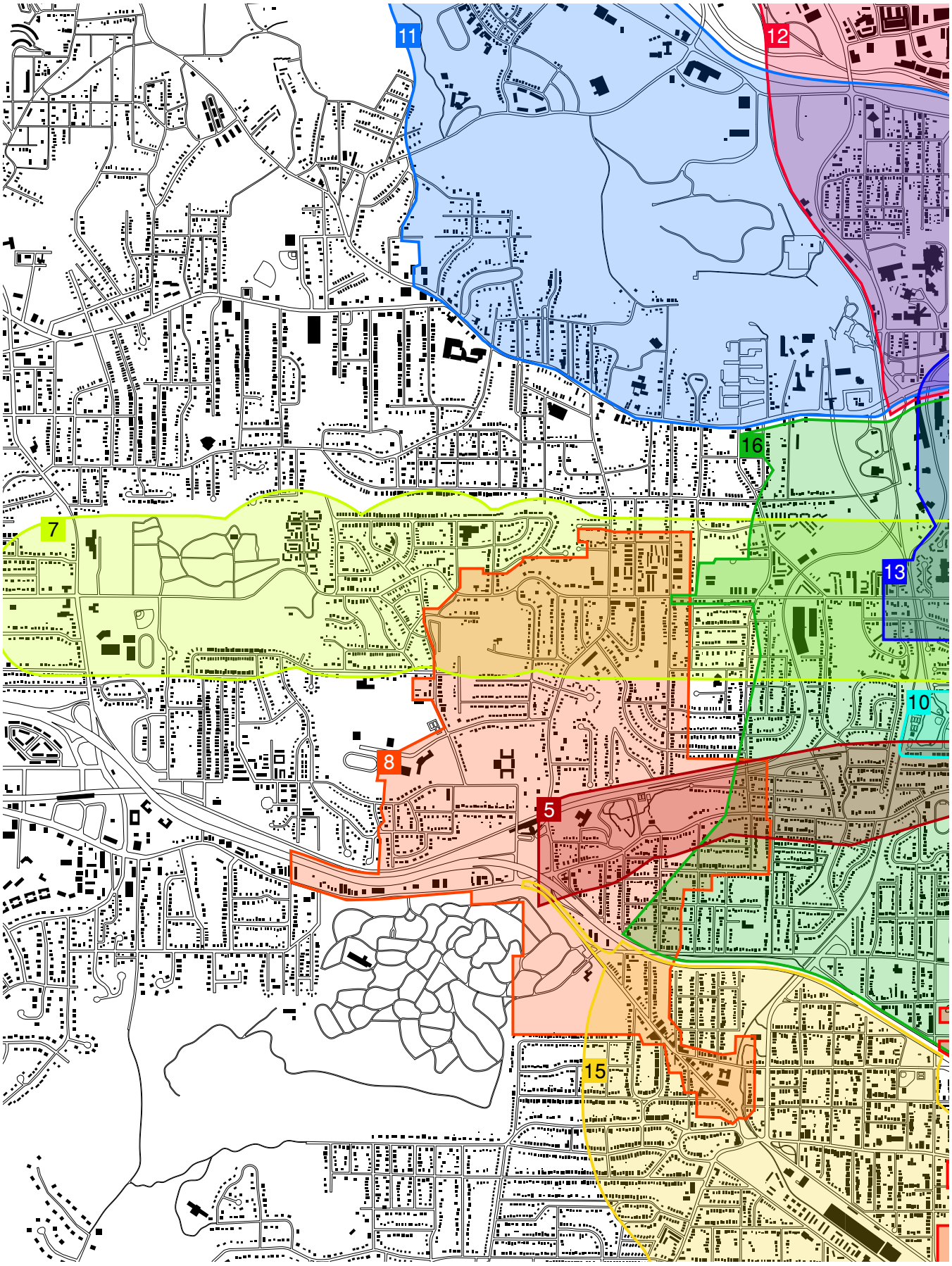
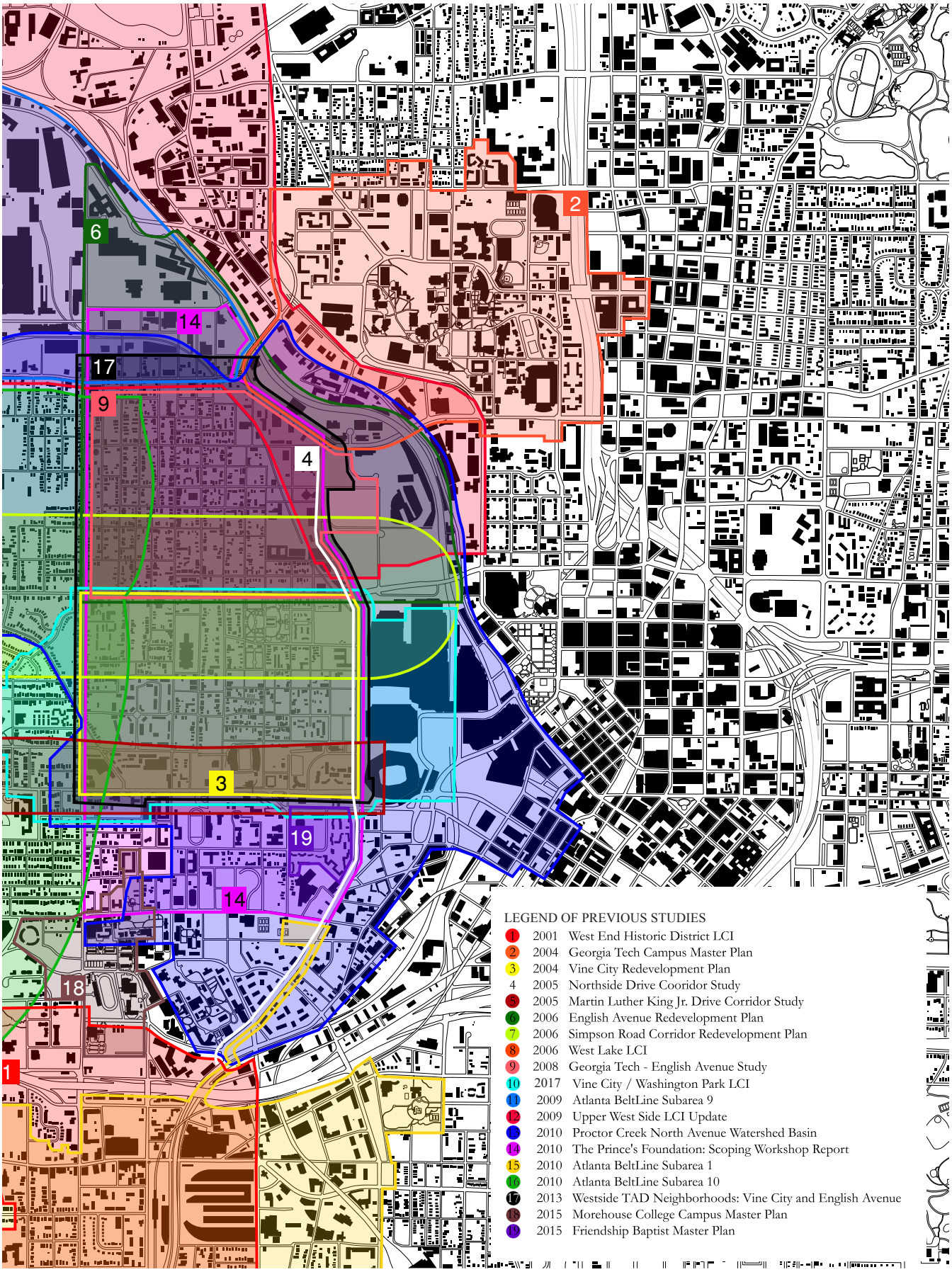


FIGURE 4: PREVIOUS PLANS


LEGEND OF PREVIOUS STUDIES
1 2001 West End Historic District LCI
2 2004 Georgia Tech Campus Master Plan
3 2004 Vine City Redevelopment Plan
4 2005 Northside Drive Cooridor Study
5 2005 Martin Luther King Jr. Drive Corridor Study
6 2006 English Avenue Redevelopment Plan
7 2006 Simpson Road Corridor Redevelopment Plan
8 2006 West Lake LCI
9 2008 Georgia Tech - English Avenue Study
10 2017 Vine City / Washington Park LCI
11 2009 Atlanta BeltLine Subarea 9
12 2009 Upper West Side LCI Update
13 2010 Proctor Creek North Avenue Watershed Basin
14 2010 The Prince's Foundation: Scoping Workshop Report
15 2010 Atlanta BeltLine Subarea 1
16 2010 Atlanta BeltLine Subarea 10
17 2013 Westside TAD Neighborhoods: Vine City and English Avenue
18 2015 Morehouse College Campus Master Plan
19 2015 Friendship Baptist Master Plan

Westside Land Use Framework Plan Recommendations		2017 Vine City/ Washington Park LCI	2016 City of Atlanta Comprehensive Development Plan	2013 Westside TAD Strategic Implementation Plan	2013 Westside TAD Community Benefits Plan	2010 Atlanta BeltLine Subarea 10*	2010 Proctor Creek North Avenue Watershed Basin
Acknowledge and Strengthen Neighborhood Assets	Protect long term homeownership	◆		◆	◆	◆	
	Expand housing choice	◆	◆	◆	◆	◆	
	Support urban agriculture	◆	◆	◆	◆	◆	◆
	Strengthen Access to goods	◆	◆	◆	◆	◆	
Invest in Infrastructure	Improve storm water management practices		◆	◆	◆	◆	◆
	Improve thoroughfares for all transportation modes	◆		◆	◆	◆	
	Improve connectivity, both within the neighborhood, and to adjacent areas	◆	◆	◆	◆	◆	◆
	Increase mobility options with Transit Oriented Development	◆		◆	◆	◆	
Reinforce Unique Neighborhood Identity	Preserve architectural character	◆	◆	◆		◆	
	Protect historic Structures and sites	◆	◆	◆	◆	◆	
	Maintain faith-based and academic institutions		◆			◆	
	Focus on appropriately scaled and detailed new housing infill	◆	◆	◆			
Improve overall quality of Life	Develop small local parks for easy access to green space, distributed throughout the neighborhood	◆	◆	◆	◆		◆
	Make improvements to existing parks	◆	◆			◆	◆
	Designate flood prone properties, unsuitable for development, for future gardens, parks and playgrounds		◆	◆		◆	◆

TABLE 1: PREVIOUS PLAN RECOMMENDATIONS ALIGNED WITH LAND USE FRAMEWORK

	◆	◆						◆	◆		◆		◆	◆	2009 Upper West Side LCI Update
	◆	◆			◆	◆	◆	◆	◆		◆	◆	◆	◆	2010 Atlanta Housing Authority Transformation Plan
◆	◆	◆	◆		◆	◆	◆	◆	◆				◆	◆	2009 Atlanta BeltLine Subarea 9
							◆	◆	◆						2008 Connect Atlanta Plan*
	◆	◆					◆	◆	◆		◆		◆		2006 Simpson Road Corridor Redevelopment Plan
	◆	◆	◆		◆	◆		◆	◆		◆		◆	◆	2006 English Avenue Redevelopment Plan
								◆	◆		◆		◆		2005 Northside Drive Corridor Study*
							◆	◆	◆						2005 Martin Luther King Jr. Drive Corridor Study
◆		◆			◆	◆	◆	◆	◆	◆	◆		◆	◆	2004 Vine City Redevelopment Plan

COMPLETED AND UPCOMING PROJECTS

Previous plans have led to the identification and implementation of projects, land use and zoning changes, and ultimately, positive change with the study area.

Several agencies provide services that improve the quality of life of Westside neighborhood residents. Examples of services include:

- Health and wellness through the Neighborhood Union;
- Invest Atlanta and the Atlanta Housing Authority down payment assistance programs to assist with housing;
- Vocational and job training at Westside Works;
- The @ Promise Youth Center providing youth development; and crime prevention; and
- Financial literacy, local banking services, and counseling courses through the On the Rise Financial Center.

Several parks in the study area have been expanded and new ones created. Vine City Park, built in two phases, is the most recent addition to the Vine City neighborhood. Lindsay Street Park and Mattie Freeland Park are welcomed additions to the English Avenue neighborhood. Two additional parks, underway along the Joseph E. Boone Boulevard corridor, are Rodney Cook Sr. and Boone Park West. Both are slated for completion by 2018. These new green facilities include playgrounds, exercise equipment, and green infrastructure features to help mitigate problematic stormwater flooding in the neighborhoods. Rain gardens, dry creek beds, and micro-forest serve both to capture water and help educate visitors, with signage explaining how these features help the neighborhoods.

Other brick and mortar projects have been implemented in the Westside neighborhoods, including the Westside Village, the new Westside Works Facility, and the Atlanta Housing Authority's Veranda and Oasis Senior Housing. The Joseph E. Boone Street Green Street Corridor project is currently underway, and the MLK Jr. Drive Complete Streets project is in design phase. The tables in the Appendix illustrate recently completed and upcoming projects within the Westside neighborhoods. Many of these projects were taken into consideration in the planning process for the Land Use Framework Plan.

DEMOGRAPHICS

Census Tracts

This section contains the demographic data pertaining to the census tracts and block groups associated with each neighborhood. The census tract and block information were utilized to gather the majority of data for the demographic analysis section. These census tracts and block groups can change from decade to decade, as the United State Census redraws boundaries based on changes in population.

For the purposes of this report, census tracts were strictly defined across four neighborhood boundaries (Table 2)[39]. Some of the block groups were split between neighborhoods which fall outside the boundaries of the report. In cases where this occurred, a percentage of the block group was split based on the percentage of geography that fell within the neighborhood, and the observed frequency of attributes that would contribute to demographic statistics.

Census Tracts	Block Groups	Neighborhood
23	1, 2	English Avenue
118	1, 2, 3	English Avenue
25	1, 2	Vine City
26	1	Vine City
43	1, 2	Atlanta University Center
37	1	Atlanta University Center
38	1	Atlanta University Center
39	1, 2	Ashview Heights
41	1	Ashview Heights
42	1	Ashview Heights

TABLE 2: CENSUS TRACTS AND BLOCK GROUPS IN PROJECT AREA

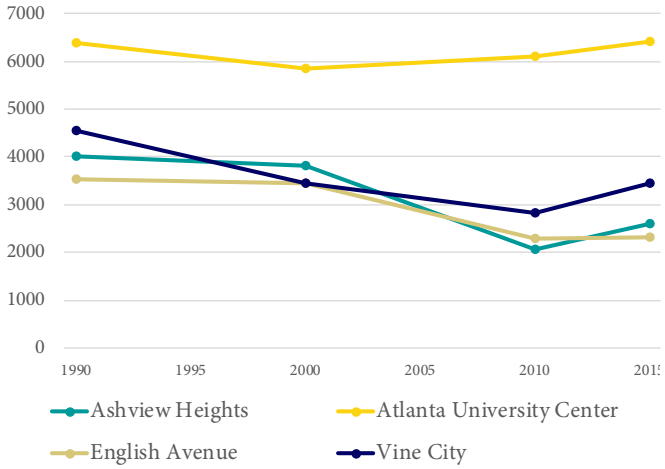


FIGURE 5: POPULATION BY NEIGHBORHOOD

Population

The population analysis contains a time series of historical population gains and losses for the Westside and each of the four neighborhoods. The four neighborhoods experienced dramatic population loss since the 1960s[40]. The study's analysis examined population changes since 1990, breaking them into two separate components. The first component (Figure 5)[41], shows population change of residents in the four neighborhoods. The second component (Figure 6), shows population change for the four neighborhoods, without group-quarters populations. Group-quarters populations include students, prisoners, group homes and assisted living facilities. The inclusion of students attending at the Atlanta Univeristy Center distorts the overall picture of the Westside. When excluding group quarters populations, all four neighborhoods have shown steady declines from 1990 to 2010. Controlling for group-quarters population, since 2010 both Vine City and Ashview Heights enjoyed population gains of over 500 residents, while Atlanta University Center and English Avenue have largely remained static.

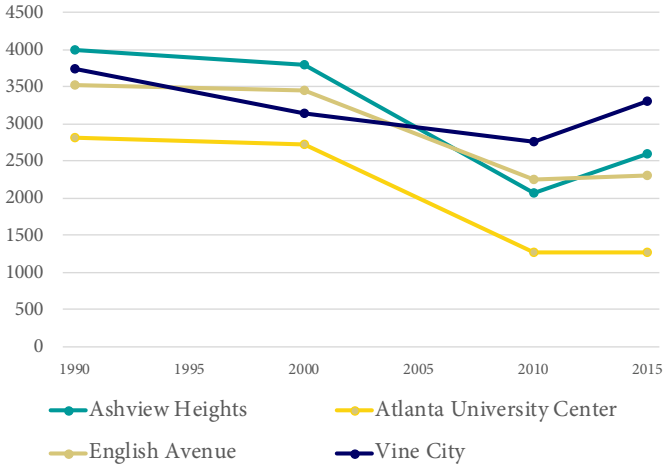


FIGURE 6: POPULATION WITHOUT GROUP QUARTERS

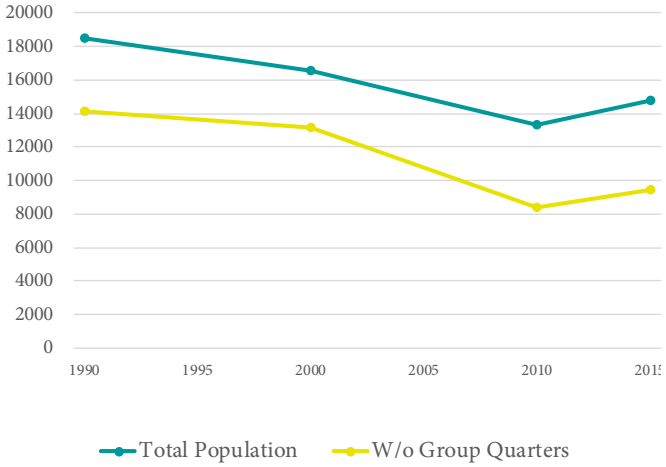


FIGURE 7: TOTAL WESTSIDE POPULATION

39 United States Census, 2010
40 United States Census, 1960
41 American Community Survey, 2015

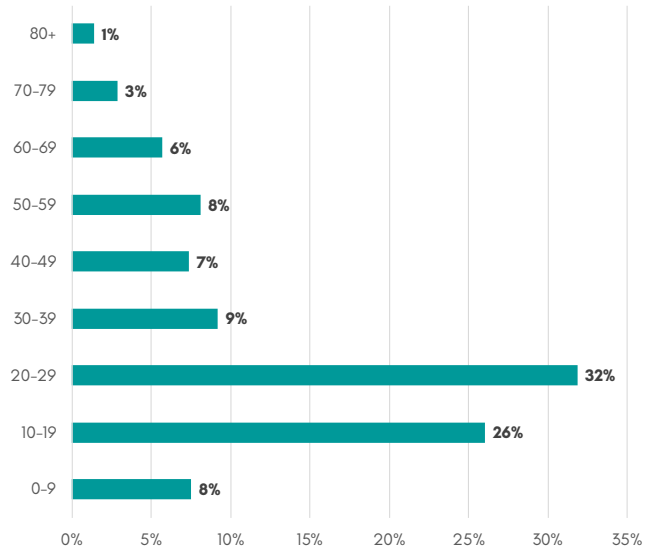


FIGURE 8: POPULATION AGE

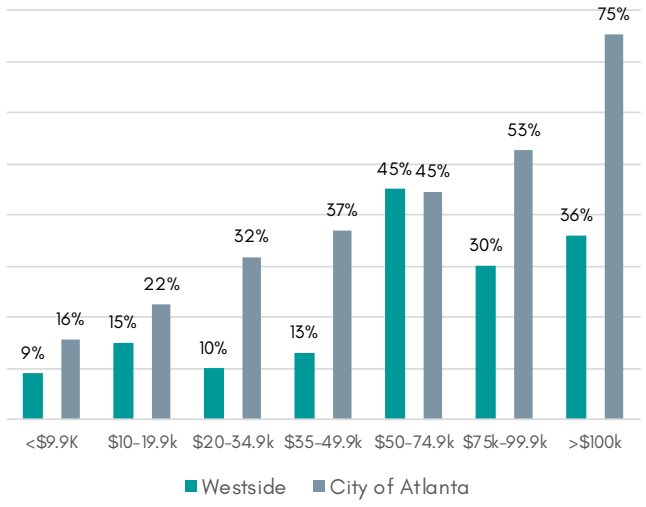


FIGURE 10: HOMEOWNERSHIP RATE BY INCOME

The slight population gain is reflected in the total population statistics for the entire study area (Figure 7). Recent surveys demonstrate a total population gain of about 1,500 residents for the period of 2010-2015. This demonstrates a reversal in a decades long population decline for the Westside. While the gains are relatively modest compared to the previous population heights of the mid-20th century, they do offer a cause for optimism that these neighborhoods have seen the worst of their population decline.

Age

The age groups of the population were also analyzed (Figure 8). The Westside neighborhoods skews young. For instance, 34% of the study area is comprised of residents younger than 20 years of age[42]. This can largely be explained by the presence of the Atlanta University Center, which has an enrollment of 4,000 undergraduate students, nearly half of which are younger than 20.

Income

This section provides a household income distribution for the Westside study area (Figure 9)[43]. The median income for all households in the Westside is $24,011, compared to $46,631 for Atlanta as a whole. Nearly 80% of Westside households earn less than the median Atlanta household.

Tenancy

Homeownership rates for the Westside are much lower than for the City of Atlanta, with only 16% of households owning their home, compared to 40% for the City[44]. This difference is not entirely explained by incomes. Even when controlling for income, homeownership rates are lower for nearly all income groups compared with the City of Atlanta (Figure 10).

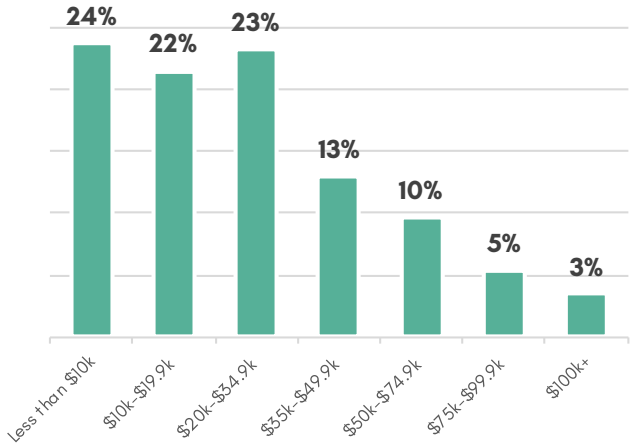


FIGURE 9: INCOME DISTRIBUTION

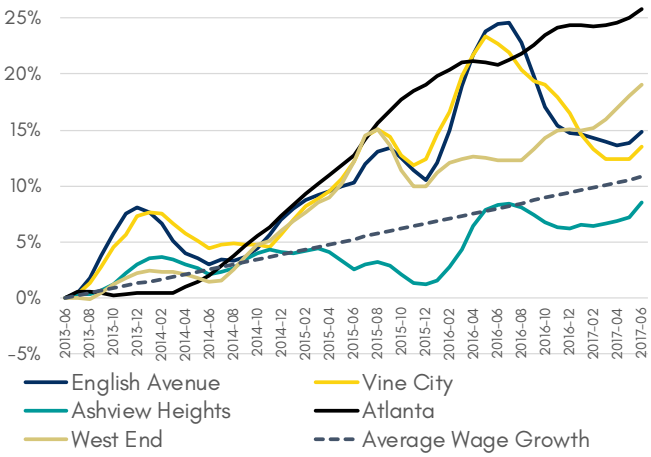


FIGURE 11: AVERAGE RENT PER SQUARE FOOT BY NEIGHBORHOOD

42 American Community Survey, 2015
43 American Community Survey, 2015
44 American Community Survey, 2015

Housing Market Analysis

To gain a better understanding of market conditions, an analysis was undertaken on year-to-year increases in average rent per square foot for the four neighborhoods[45]. Analysis (Figure 11), begins in 2013, which was the first year prices began to recover after the 2008-2009 recession. Rent increases have outpaced wage increases since 2013 in three of the four neighborhoods, though increases were less than for the city as a whole.

Health[46]

Overall, the Westside population does not differ from the Atlanta area on issues related to obesity, diabetes, and health insurance (Table 3). One area of concern is the high percentage of population suffering from HIV and HIV-related illness. This is five times greater than the population for the Atlanta City limits.

Category	Westside	City of Atlanta
HIV	3%	0.6% (MSA)
Obesity	35%	35%
Diabetes	12%	11% (MSA)
Population w/o Insurance	18%	18%

TABLE 3: HEALTH DATA

Education[47]

The education level for the Westside neighborhoods differs slighty from the level for the City of Atlanta, offering comparative strengths in some areas and weaknesses in others (Table 4). While the high school graduation rate is higher in the Westside (Booker T. Washington High School), the college readiness index score, which offers a standardized measure of preparedness for all Booker T. Washington clustered schools, is lower. Also, the general degree attainment is lower in the Westside.

Category	Westside	City of Atlanta
High School Graduation Rate	77%	72%
College & Career Readiness Index	62	67
HS Diploma/GED or higher (age 25+)	81%	89%

TABLE 4: EDUCATION LEVELS

Crime

Crime in the Westside study area continues to be a serious problem for residents, students, workers, and business owners, though crime has gone down by 38% in since 2016 in English Avenue and Vine City[48]. The violent crime rate is almost double that of the City of Atlanta, and five times that of the Atlanta metropolitan area (Table 5)[49]. The drug crime rate is even more severe. There are three times as many drug related crimes on the Westside than the City of Atlanta.

Category	Westside	City of Atlanta
Annual Violent Crimes per 1,000 People	21	15
Annual Drug Crimes Per 1,000 People	31	10

TABLE 5: CRIME DATA

Market Analysis Report

The Land Use Action Team performed a marketing study and projected a five-year time line for absorption of new housing and retail. Laurie Volk, Zimmerman/Volk Associates, performed the housing market study and projections. Ken Bleakley, Bleakly Associates, performed the market analysis and projections for retail. The market studies included the entire study area, and were then further refined by neighborhood. This is a critical step to ensure that the market will support what changes in land use and zoning call for.

Housing Market

The overall market potential for housing within the study area projects an estimated absorption of 3,250 new and renovated housing units over the next five years. Specifically, the housing absorption projection for each for the four neighborhoods is as follows.

- English Avenue Neighborhood: 12%, or 390 housing units
- Vine City Neighborhood: 34%, or 1,105 housing units
- Atlanta University Center Neighborhood: 36%, or 1,170 housing units
- Ashview Heights Neighborhood: 18%, or 585 housing units.

Affordable/Workforce Housing

The Market Study recommends that a portion of new housing should be available to households earning less

45 Zillow, 2017
46 American Community Survey, 2015; CDC, 2013
47 American Community Survey, 2015; Georgia Department of Education, 2015; ESRI, 2016
48 http://www.wsbtv.com/news/local/year-long-crackdown-results-in-low-crime-rates-for-2-atlanta-communities/579361833
49 City of Atlanta, 2015

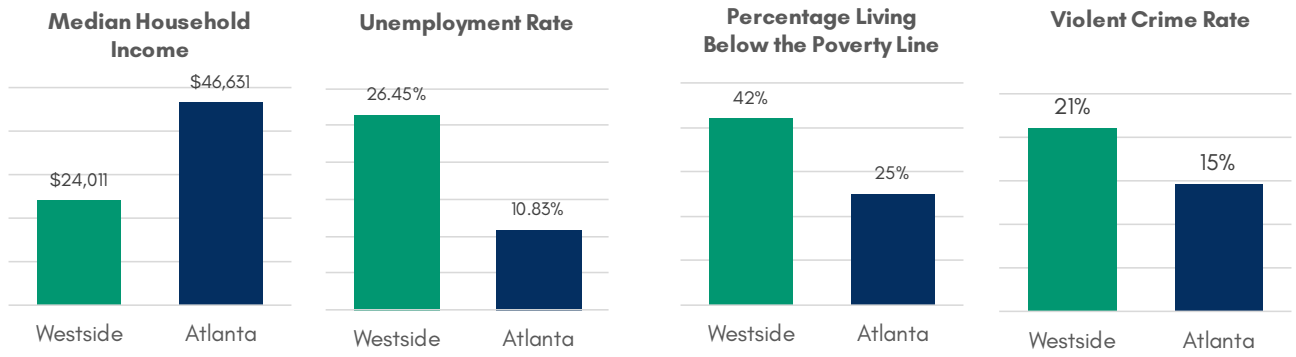


FIGURE 12: CITY COMPARISON

than 30% of the Average Median Income (AMI), and that affordable housing units be distributed throughout each neighborhood. A breakdown of market recommendations for affordable housing units follows.

- English Avenue Neighborhood: 21%, or 82 housing units
- Vine City Neighborhood: 20%, or 221 housing units
- Atlanta University Center Neighborhood: 23%, or 269 housing units
- Ashview Heights Neighborhood: 12%, or 70 housing units

Housing Strategy

A housing strategy for Westside Atlanta should include the following:

- Create a mix of housing types, including rental, for-sale, market rate and affordable units.
- Establish neighborhood guidelines to ensure the type and scale of housing is compatible with the existing neighborhood building tradition.
- Enhancement of the built environment, including restoration, preservation, and adaptive re-use.
- Addition of new residential structures, including housing types not available or under-represented in the neighborhood.
- Mixed-use development that includes a residential use within it; this may be applied to new construction or adaptive re-use of an existing building.
- Programs and policies, existing and new, to encourage new housing development and rehabilitation of existing housing.

Ashivew Heights' Many Neighborhoods

The area noted as "Ashivew Heights" in the report is really comprised of three separate neighborhoods: Ashview Heights, Just Us, and Booker T. Washington. Each of these neighborhoods carry with it a unique history and offer a wide diversity of demographics, housing types and conditions.

Just Us, which is comprised of about 70 single family homes, is located in the northwestern portion of the Ashview Heights study area. All but three homes are in good or fair condition. Just Us home also have a high occupancy rate of above 90%, which sets it apart from its surrounding neighborhoods.

Retail Market

Projected market demand for retail identified nearly 100,000 square feet of additional retail facilities for the entire study area, over the next five years. Retail absorption for each neighborhood is forecast below:

- English Avenue Neighborhood: 5,000 s.f.
- Vine City Neighborhood: 21,500 s.f.
- Atlanta University Center Neighborhood: 15,000 s.f.
- Ashview Heights Neighborhood: 51,000 s.f.

Comparisons with Atlanta

In order to place the Westside demographics in context, Figure 11 compares the four neighborhoods with the City of Atlanta[50]. Median household income, unemployment rate, percentage living below the poverty line, and violent crime are shown to illustrate the large difference in quality of life between the Westside and the remainder of the city. In each of these categories, the Westside lags significantly behind the rest of the city.

PHYSICAL CONDITIONS

Existing Future Land Use

The Future Land Use Map for the neighborhoods in the study area is shown in Figure 15. The area within the red border represents the four neighborhoods in the Land Use Framework Plan. All four neighborhoods had previous land use plans that were formulated separately from each other.

Both Figure 13 and Figure 14 provide references to the categories used in both the land use and zoning maps in this document.

50 American Community Survey, 2015; Bureua of Labor Statistics; 2017; American Community Survey 2015; City of Atlanta, 2017

Exhibit A

Table 9-3: Land Use and Zoning Compatibility Table

Land Use Designation	Zoning Classification																																							
	R-1	R-2, R-2A, R-2B	R-3, FC-R3	R-3A	R-4	R-4A	R-4B	R-5	RG-1	RG-2	RG-3	RG-4	RG-5	RG-6	RL-C	MR-1	MR-2	MR-3	MR-4 A & B	MR-5 A & B	MR-6	O-I	LW	NC	C-1	C-2	C-3	C-4	C-5	MRC-1	MRC-2	MRC-3	I-1	I-2	PD-H	PD-OC	PD-MU	PD-BP	PD-CS	I-MIX
Open Space	■	■	■	■	■	■	■																																	
Private Open Space	■	■	■	■	■	■	■																																	
Community Facility	■	■	■	■	■	■	■																																	
Single-Family	■	■	■	■	■	■	■																												■				■	
Low-Density Residential	■	■	■	■	■	■	■	■	■	■						■	■																		■				■	
Medium -Density Residential	■	■	■	■	■	■	■	■	■	■	■					■	■	■																	■					
High-Density Residential	■	■	■	■	■	■	■	■	■	■	■	■				■	■	■	■																■					
Very High -Density Residential	■	■	■	■	■	■	■	■	■	■	■	■	■	■		■	■	■	■	■	■																			
Low-Density Commercial	■	■	■	■	■	■	■	■	■	■	■				■	■	■	■					■	■	■	■				■	■					■				
High-Density Commercial	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■				■	■			
Industrial																							■										■	■				■		■
Business Park																						■						■	■				■			■		■		■
Office/ Institutional																						■			■	■	■	■	■				■		■	■		■		■
Office/Institutional/ Residential	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■			■	■	■	■	■																■		
Mixed Use – Low Density															■								■	■	■					■						■	■			■
Mixed Use – Medium Density															■								■	■	■	■				■	■					■	■			■
Mixed Use – High Density															■							■	■	■	■	■	■	■	■	■	■	■				■	■			■
Mixed-Use																						■	■	■	■	■	■	■	■	■	■	■				■	■			■
TCU																																								

Note: Shaded areas represent land use designations and the compatible zoning classifications. Non-shaded areas represent zoning classifications that are not compatible with land use designations.

FIGURE 13: CITY OF ATLANTA LAND USE COMPATIBILITY TABLE

District	Description
BL	Beltline overlay district
C-1	Community business
C-2	Commercial service
C-3	Commercial-residential
C-4	Central area commercial-residential
C-5	Central business district support
HBS	Historic building or site
HD-20G	West End historic district
HD-20I	Adair Park historic district
HD-20J	Whittier Mill historic district
HD-20K	Grant Park historic district
HD-20L	Inman Park historic district
HD-20M	Oakland City historic district
I-1	Light industrial
I-2	Heavy industrial
LBS	Landmark building or site
LD-20A	Cabbagetown landmark district
LD-20B	Druid Hills landmark district
LD-20C	Martin Luther King, Jr. landmark district
LD-20D	Washington Park landmark district
LD-20E	Oakland Cemetery landmark district
LD-20F	Baltimore Block landmark district
LD-20H	Hotel Row landmark district
LD-20N	Castleberry Hill landmark district
LW	Live-Work
MR-1	Multi-family residential, maximum floor area ratio of 0.162
MR-2	Multi-family residential, maximum floor area ratio of 0.348
MR-3	Multi-family residential, maximum floor area ratio of 0.696
MR-4A	Multi-family residential, maximum floor area ratio of 1.49
MR-4B	Multi-family residential (townhouses), maximum floor area ratio of 1.49
MR-5A	Multi-family residential, maximum floor area ratio of 3.2
MR-5B	Multi-family residential next to single-family districts, maximum FAR of 3.2
MR-6	Multi-family residential, maximum floor area ratio of 6.4
MRC-1	Mixed residential and commercial, maximum floor area ratio of 1.696
MRC-2	Mixed residential and commercial, maximum floor area ratio of 3.196
MRC-3	Mixed residential and commercial, maximum floor area ratio of 7.2
NC	Neighborhood commercial
NC-1	Little Five Points Neighborhood Commercial
NC-2	East Atlanta Neighborhood Commercial
NC-3	Kirkwood Neighborhood Commercial
NC-4	Cheshire Bridge North Neighborhood Commercial
NC-5	Cheshire Bridge South Neighborhood Commercial
O-I	Office-Institutional
PD-H	Planned housing development (single-family or multi-family)
PD-MU	Mixed-use planned development
PD-OC	Office-commercial planned development
R-1	Single-family residential, minimum lot size 2 acres
R-2	Single-family residential, minimum lot size 1 acre
R-2A	Single-family residential, minimum lot size 0.69 acres
R-2B	Single-family residential, minimum lot size 0.64 acres
R-3	Single-family residential, minimum lot size 0.41 acres
R-3A	Single-family residential, minimum lot size 0.31 acres
R-4	Single-family residential, minimum lot size 0.21 acres
R-4A	Single-family residential, minimum lot size 0.17 acres
R-4B	Single-family residential, minimum lot size 0.06 acres
R-5	Two-family residential, minimum lot size 0.17 acres

District	Description
RG-1	General (multi-family) residential, maximum floor area ratio of 0.162
RG-2	General (multi-family) residential, maximum floor area ratio of 0.348
RG-3	General (multi-family) residential, maximum floor area ratio of 0.696
RG-4	General (multi-family) residential, maximum floor area ratio of 1.49
RG-5	General (multi-family) residential, maximum floor area ratio of 3.2
RG-6	General (multi-family) residential, maximum floor area ratio of 6.4
R-LC	Residential with limited commercial, maximum floor area ratio of 0.348
SPI-1	Special Public Interest District: Central Core
SPI-5	Special Public Interest District: Inman Park
SPI-6	Special Public Interest District: Poncey-Highland
SPI-7	Special Public Interest District: Candler Park
SPI-8	Special Public Interest District: Home Park
SPI-9	Special Public Interest District: Buckhead Commercial Core
SPI-11	Special Public Interest District: Vine City and Ashby Station
SPI-12	Special Public Interest District: Buckhead/Lenox Station
SPI-14	Special Public Interest District: Berkeley Park
SPI-15	Special Public Interest District: Lindbergh Transit Station Area
SPI-16	Special Public Interest District: Midtown
SPI-17	Special Public Interest District: Piedmont Avenue
SPI-18	Special Public Interest District: Mechanicsville
SPI-19	Special Public Interest District: Buckhead Peachtree Corridor
SPI-20	Special Public Interest District: Greenbriar
SPI-21	Special Public Interest District: Historic West End/Adair Park
SPI-22	Special Public Interest District: Memorial Drive/Oakland Cemetery

FIGURE 14: CITY OF ATLANTA ZONING DESCRIPTION

- When one of the above district names is followed by -C (OI-C or MRC-1-C, for example), it indicates a conditional zoning with requirements elaborated in a specific ordinance passed by City Council.
- When one of the above district names is followed by SA (SPI-11 SA2 or LD-20A SA1, for example), it indicates a sub-area that has requirements different from or in addition to those for the district as a whole.
- Floor area ratio is the number of square feet in a building divided by the square footage of the building lot. An FAR of 0.5, for example, represents a one-story building that covers half of its lot, a two-story building that covers one fourth of its lot, and so on. The maximum floor area ratio can be exceeded with bonuses in some districts.

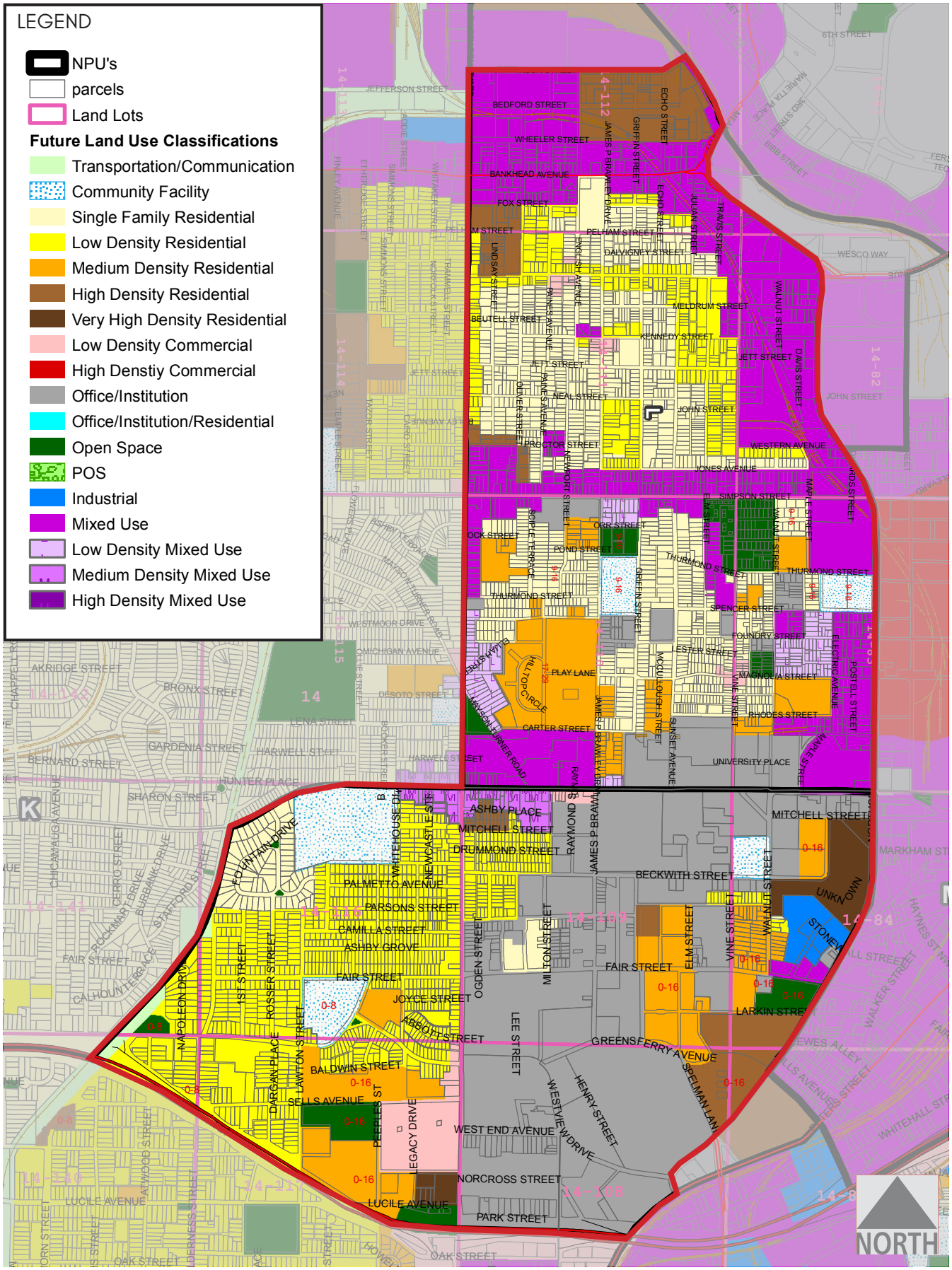


FIGURE 15: EXISTING FUTURE LAND USE MAP

Existing Zoning

A summary of current zoning designations for the Westside is provided on the next page, Figure 16. The zoning map includes all four study area neighborhoods.

The Ashview Heights neighborhood is largely zoned R-4 and R-5 zoning. College Town and the Atlanta Housing Authority property in the southeast corner are zoned for RG-3, MR-3, and MRC-1. The northeast portion of Ashview Heights (which is sometimes referred to as the Booker T. Washington neighborhood) has Special Public Interest (SPI-11) zoning, which provides separate zoning regulations from the City standard. A majority of Ashview Heights is covered by the BeltLine Overlay Zoning.

The Atlanta University Center neighborhood is organized in three sections. The primarily residential northwestern portion is zoned SPI-11. The university-institutional portion is zoned Office/Institution. The eastern portion includes Atlanta Housing Authority property zoned multifamily district (RG-3), and denser property alongside Northside Drive, largely zoned with a denser multifamily district (RG-4).

The Vine City neighborhood zoning is entirely SPI-11. The SPI-11 zoning regulations are specific to the Vine City neighborhood, and the result of previous rezoning efforts.

English Avenue is primarily single family R-4A residential zoning, with I-1 industrial zoning along the northern and eastern borders. Commercial C-1, and C-2 zoning is found along both Joseph E. Boone Boulevard and Donald Lee Hollowell Parkway.

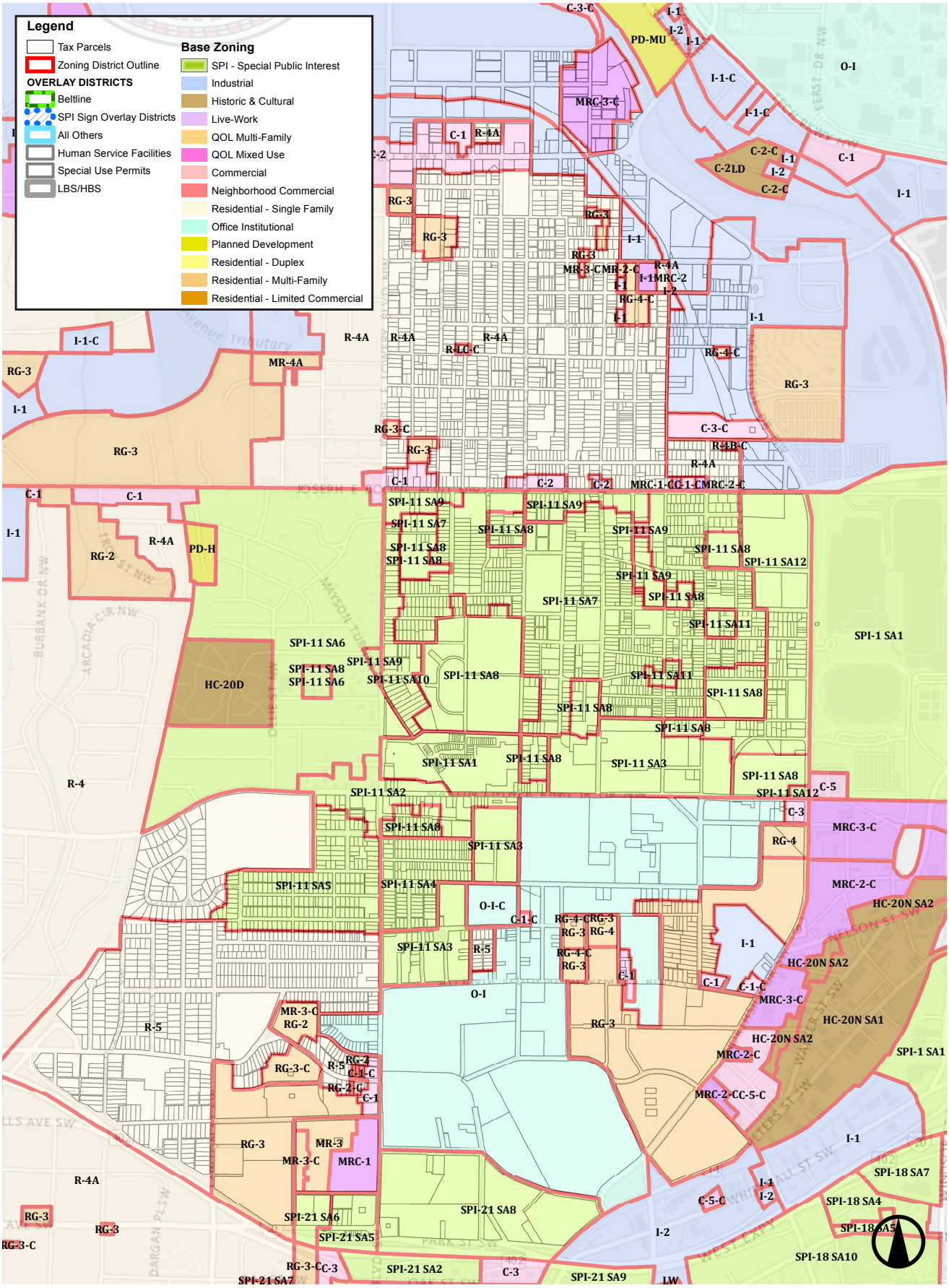


FIGURE 16: EXISTING ZONING MAP

Building Conditions

Of the 3,844 parcels in the study area, only approximately 35% could be considered in fair or good condition (Figure 17 and Figure 18)[51]. About 30% of parcels are considered to be in poor, deteriorated, or dilapidated condition. And, about 35% of the parcels were vacant at the time of the survey. The percentages were calculated by the total number of parcels for a given condition. The size of the parcels was not considered when breaking down each percentage.

On a neighborhood by neighborhood basis, buildings in Ashview Heights are less likely to be in poor, deteriorated, or dilapidated condition.

Vine City, at 43%, has the highest percentage of vacant land, largely due to land acquisition and demolition as a result of flooding.

Findings

The building condition analysis heavily factored into the study's final land use recommendations and policy strategies. Recommendations were focused predominantly on areas with a large amount of vacant land, and areas with the greatest concentration of blight, identified as the locations with a high proportion of dilapidated, deteriorated, and poor condition buildings. These areas are most heavily targeted for redevelopment and investment, with an emphasis on block-by-block development.

The building conditions analysis also determined the specific locations for suggested demolition, rehabilitation, and new construction. Homes or parcels were placed in these categories based on observed conditions.

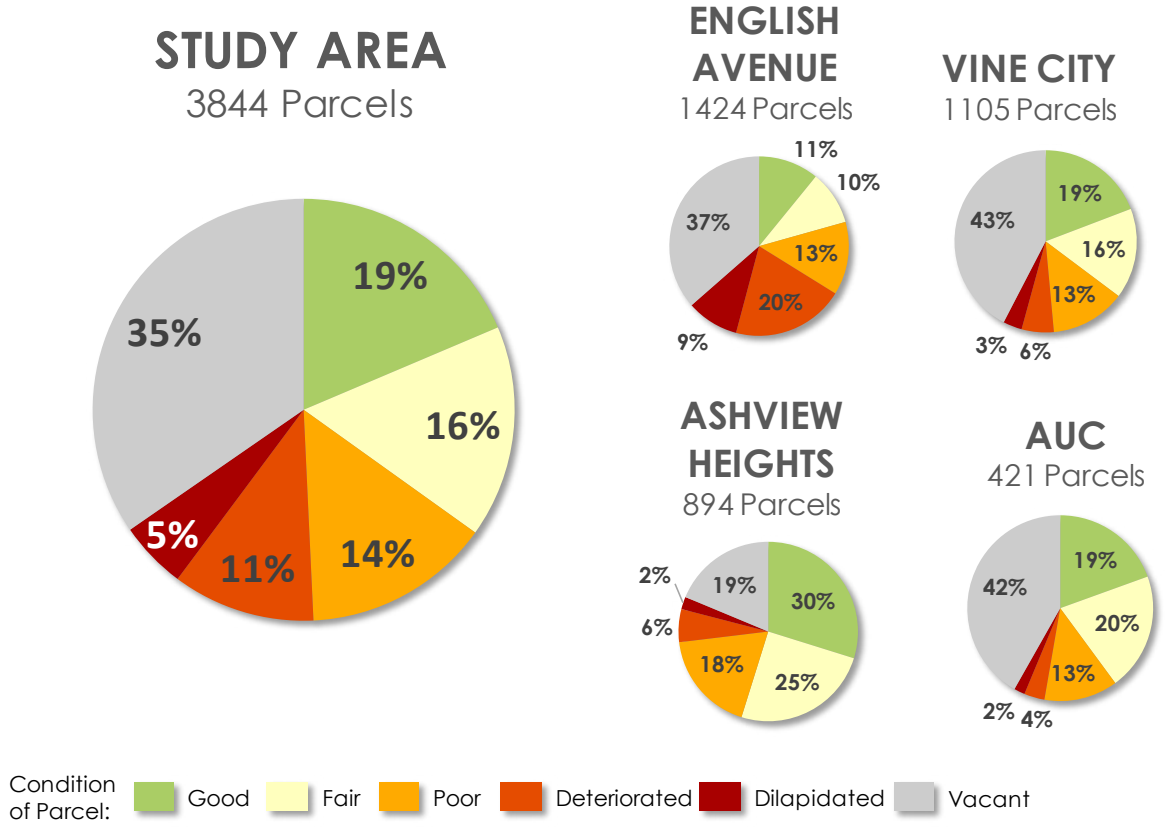


FIGURE 17: BUILDING CONDITIONS STATISTICS

51 APD Urban Planning & Management, 2017

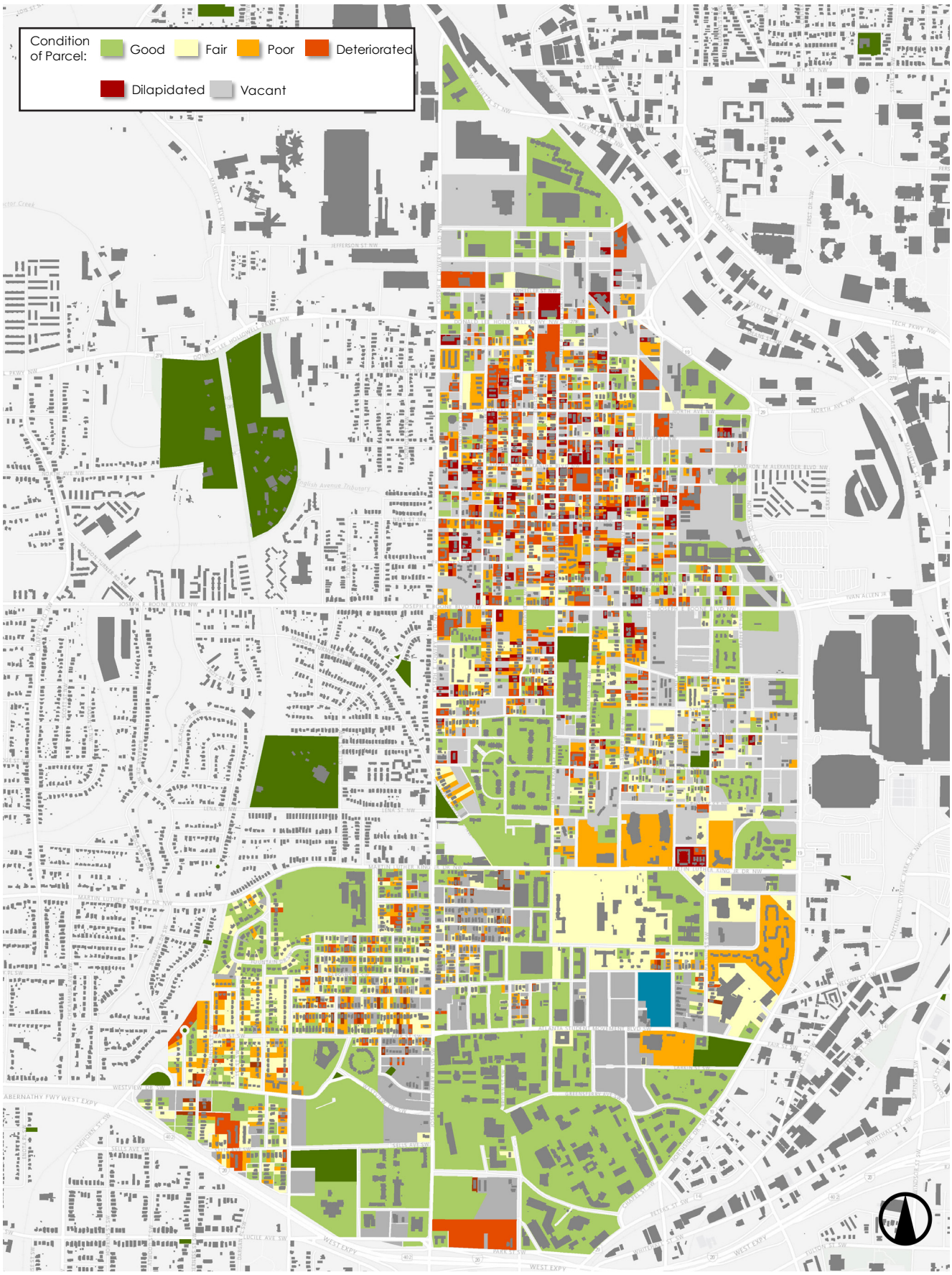


FIGURE 18: BUILDING CONDITIONS MAP

Building Occupancy

The findings of the study area building occupancy are illustrated in Figure 19 and Figure 20[52]. Additionally, occupancy statistics, by neighborhood, are provided. These statistics differ slightly from the vacant lot information in the Building Conditions map, due to differences in parking lot counts.

Of the 3,844 parcels located within the study area, slightly less than half contain occupied buildings. In total, there are 692 parcels with unoccupied buildings within the four neighborhoods. That represents about 27% of all parcels with some type of structure.

Of the four neighborhoods, Ashview Heights is the only one with a majority of parcels containing an occupied structure. The remaining three neighborhoods each contain a high proportion of vacant versus occupied parcels, with English Avenue holding the highest percentage of vacant buildings, 44%. The Atlanta University Center neighborhood has a similar level of vacancies, although the numbers are skewed by the large parcel size of university properties, versus the small lots of the traditional residential areas of the neighborhood. Overall, the small lots in the residential areas are in much poorer condition.

Findings

Similar to the building conditions analysis, the building occupancy analysis was used to determine the scope of redevelopment and priority areas for investment. Vacant lots were marked as opportunities for new construction. Some new construction projects were featured as potential projects, shown with illustrative renderings and possible programing.

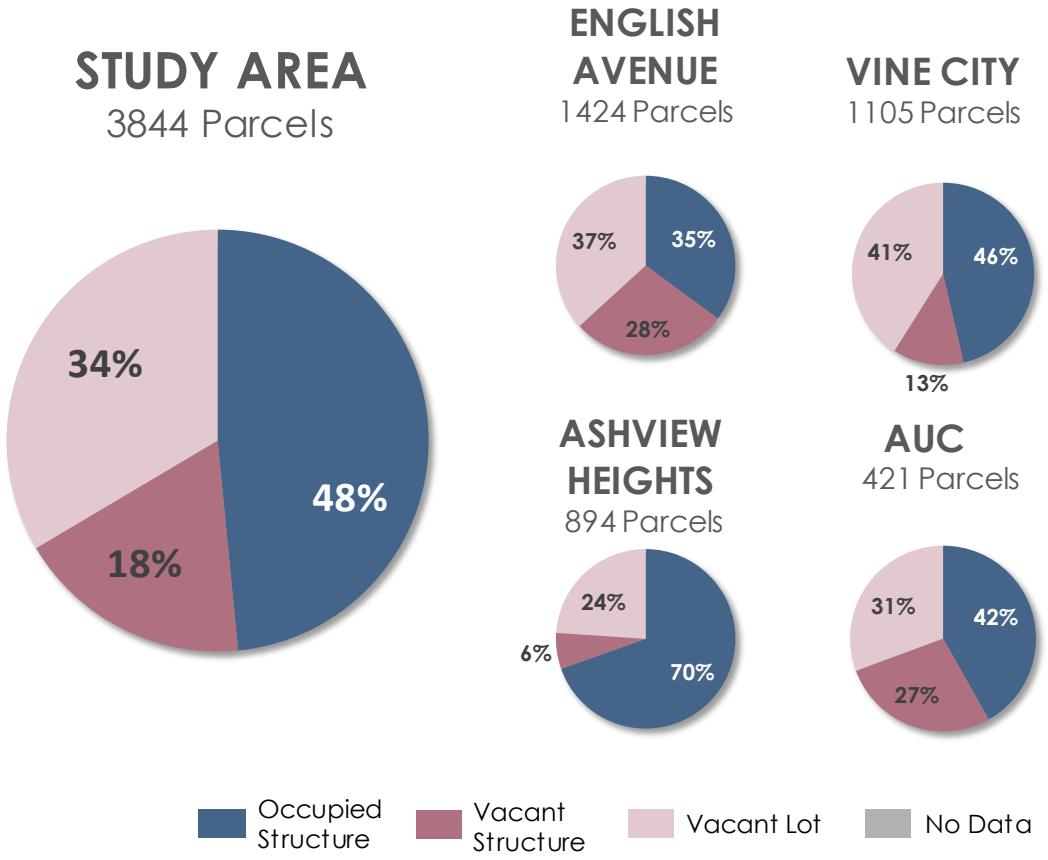


FIGURE 19: BUILDING OCCUPANCY STATISTICS

52 APD Urban Planning & Management, 2017

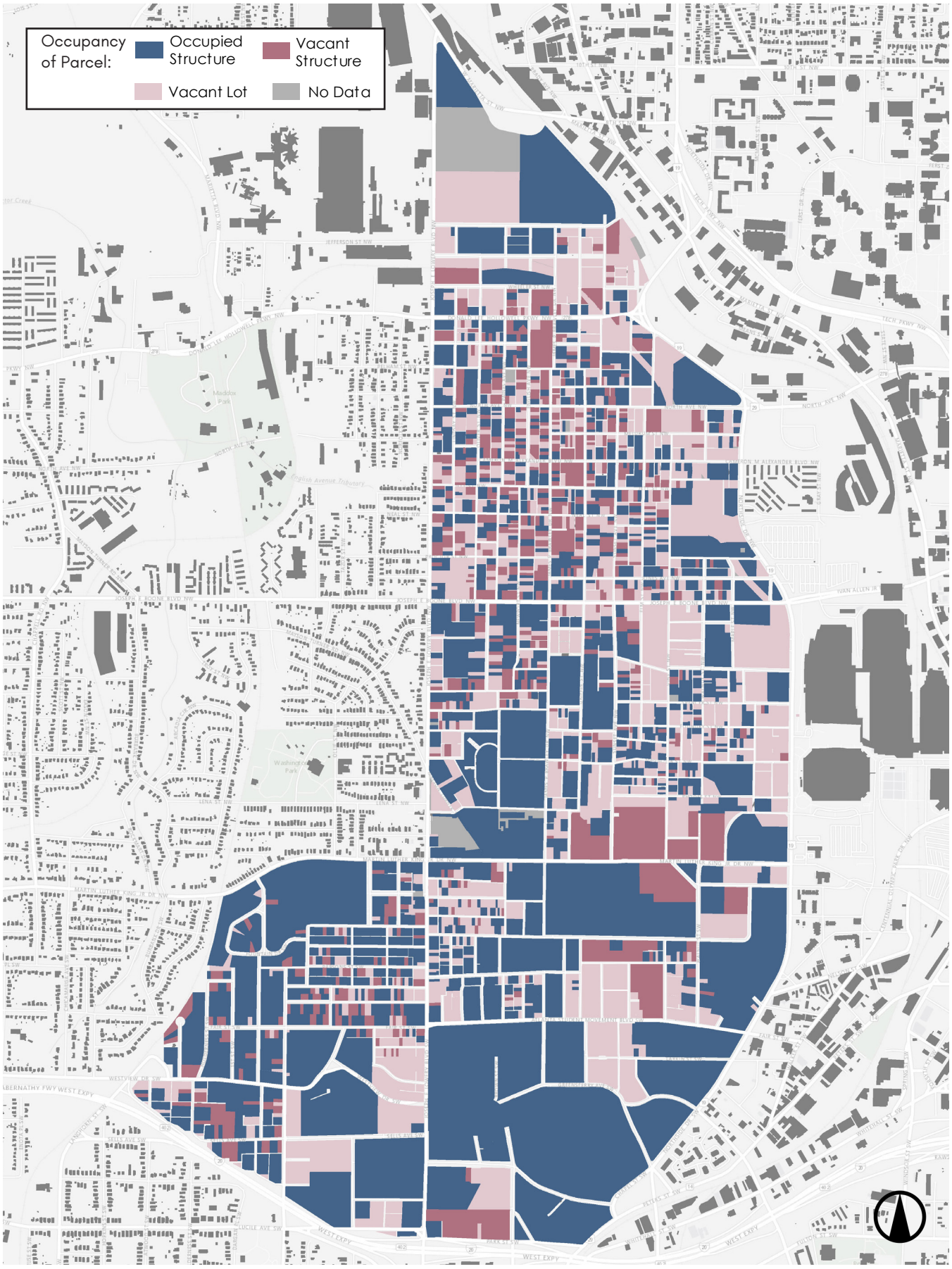


FIGURE 20: BUILDING OCCUPANCY MAP

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V. COMMUNITY ENGAGEMENT

FIGURE 21: COMMUNITY ENGAGEMENT TIMELINE

Community engagement meetings with all four neighborhoods were conducted over a period of three months during the summer of 2016. Each neighborhood held two meetings: one targeted to stakeholders and a second targeted to neighborhood residents. Neighborhood stakeholders included elected representatives from the neighborhood association, prominent religious or institutional leaders, representatives from area businesses, and other influential members of the community. The neighborhood meetings were open to all residents, workers, students, and land owners in the community.

At each of the meetings, groups occupied tables assigned to a specific discussion topic. Each table was headed by a member of the planning consulting team. Topics ranged from issues specific to the local community, such as the Morris Brown College campus, to broader issues covered by all groups, like transportation and housing. In total, there were over 20 topics discussed through the eight meetings. A large neighborhood map with information relevant to the category was provided and participants were encouraged to mark down specific locations that were a concern, either through a need for improvement or as a resource to be preserved. Participants then had the opportunity to weigh in on that need.

Following each community engagement meeting, the Land Use Team convened, discussed the findings, and created a summary of recommendations for that section of the study area. The recommendations were presented to the public on the following Friday morning. The public had the opportunity to voice their comments on the recommendations through a question and answer period at the end of the presentation.

Rodney M. Cook Sr. Park and Joseph E. Boone Corridor

Stakeholder Input

The first two community engagement meetings occurred on March 29th and 30th, 2016. Stakeholders met with the land use consulting team at the Westside Future Fund's offices in the City of Refuge. The meetings focused on the land surrounding Rodney M. Cook Sr. Park and development along the Joseph E. Boone Boulevard corridor. Stakeholders were grouped into categories: Community Leadership, Residents, Faith-Based Organizations, Developers & Property Owners, Public Safety, Environmental Organizations and Infrastructure Implementation.

The future of Rodney M. Cook Sr. Park and the Joseph E. Boone Boulevard corridor infrastructure implementation project implementation consumed a large portion of the discussion. Stakeholders expressed a desire for greater input in the stormwater design of the park, and wished to see the storm water management tactics for the park be expanded to include other portions of English Avenue, Vine Ctiy, and the ongoing Proctor Creek ecological restoration. Stakeholders also felt that Joseph E. Boone Boulevard could complement the park, with interventions to slow traffic and green the infrastructure.

The addition of the new park also brought suggestions for increased density, with concerns over what form increased density would take. Most stakeholders felt it important to preserve the existing neighborhood character, defined as predominantly single family with some moderate density multifamily. Stakeholders also expressed considerable frustration with slow progress at the park and the area surrounding it.

FIGURE 22: COOK PARK PUBLIC MEETING

FIGURE 23: ENGLISH AVENUE PUBLIC MEETING

Neighborhood Input

On March 29th, over 100 members from the community filled the Higher Ground Empowerment Center to express their ideas and concerns for the future of Rodney M. Cooks Sr. Park and the Joseph E. Boone Boulevard corridor. Participants split into eleven groups, organized by topic: Cultural and Historic, Single Family Housing, Environmental Infrastructure, Transportation, Public Services, Education and Training, Multifamily, Retail Market, Faith-Based Organizations, and Parks and Recreation.

Residents expressed concern about the potential for displacement and gentrification that could occur from the park construction and other neighborhood improvements. Many neighbors wanted to know if new development would raise taxes. Existing homeowners wished to know whether there would be protections in place to limit displacement. This early feedback from neighbors helped to instigate a tangential projects related to community retention, led by Invest Atlanta and the Westside Future Fund. One of these programs, the Anti-Displacement Tax Fund, was launched by the Westside Future Fund in 2017 to help cover the costs of increasing property taxes for homeowners in the neighborhoods.

Neighbors also had the opportunity to voice what they would like to see at Rodney M. Cooks Sr. Park. Some of the suggestions included a skating rink, youth recreation, historic and heritage tours, an outdoor movie theater, and a staging area for festivals. Participants also suggested adding small neighborhood retail shops on the park. One idea that gained support centered community life around the park - urban agriculture, fitness activities, education, and youth development that could operate to program the park and provide valuable neighborhood and community development.

English Avenue

Stakeholder Input

On May 2nd and 3rd, the Land-Use Team met with stakeholders at the Westside Future Fund's offices in City of Refuge. Participants were grouped into eight categories: Community Leadership, Residents, Faith-Based Organizations, Developers & Property Owners, Public Safety, Parks & Urban Agriculture, Nonprofit Partners and Retail/Entrepreneurs. The English Avenue Neighborhood Association Visioning Session, previously conducted on April 26, 2016, served as a starting point for the discussions.

Participants helped identify various development challenges, including the difficulty of obtaining appraisals for homes, the small square footage of existing lots which

FIGURE 24: ENGLISH AVENUE PUBLIC MEETING

violate code, and attracting new construction without negatively affecting the existing neighborhood character. The faith-based community was seen as one possible development-partner solution. Many churches have a strong existing mission and ample land resources, but lack the necessary expertise to manage significant development. Non-profit organizations also felt they had a role to play in balancing for-profit development. Stakeholders offered support for coordinating homeowner repair programs, senior outreach, housing vouchers, eviction prevention, and establishing a network of community developers.

Stakeholders had much to say regarding public safety and parks. They suggsted that blight could be targeted though public campaigns.Campaigns could help change neighborhood perceptions and pressure absentee landlords into code compliance. One component mentioned beyond parks and recreation was urban agriculture, which could be embraced on a neighborhood-wide scale by planting edible landscapes, such as fruit trees or blueberry shrubs along a specific route. Short-term (3-5 years) urban agriculture on small residential lots was also proposed to help program vacant lots.

Neighborhood Input

Receiving input directly from the community is crucial to create a successful Land Use Framework Plan for the Westside. On May 3rd, the Antioch Baptist Church meeting space was filled with more than 100 people, all contributing their ideas and concerns about the English Avenue neighborhood. After an informational presentation about the process and current conditions, participants broke up into facilitated groups with topics ranging from Urban Agriculture to an Arts District. Four of the groups targeted areas highlighted in the English Avenue Neighborhood Association Visioning Session. In addition, four groups were created to address specific nodes within the neighborhood: Alexander-Brawley, English Avenue Campus, Mattie Freeland, and Lindsay-Oliver.

Participants suggested that all four of these intra-neighborhood nodes could support businesses and modestly increased density. The large number of vacant homes was also mentioned. There were suggestions for the City to target these through code enforcement. The English Avenue Campus site drew many suggestions from participants, including targeting the site towards affordable housing, as a potential technology park, as a social services provider, or as an urban agriculture site. The Lindsay/Oliver Street Ecology District was viewed as an area with great potential, but currently lacking a hospitable environment for neighbors. Flooding, speeding cars, crime, and a lack of retail food options were seen as the major deetriments holding this portion of English Avenue back.

Table topics addressed Faith-based organizations, neighborhood Commerce, Infill Housing, Ecological Infrastructure, Urban Agriculture, Cultural and Historic Resources, and the Arts District. Historic preservation was considered a major priority among participants, especially regarding the Mattie Freeland Home, the Gladys Knight Home, older Victorian-style mansions, the birth home of Mayor Maynard Jackson, the English Avenue Elementary School, and the Carnegie Library. In addition to preservation, neighborhood residents hoped to see these structures elevated through the installation of high quality informational signage or monuments.

Another popular topic concerned the future of infill housing. Residents were split whether seeing future development as a benefit or detriment to the neighborhood. Some saw it as a way to enrich the neighborhood, while displacing long-time renters and owners. Others were excited by the opportunity for new construction of housing. Some residents expressed concern that new development would replace existing multifamily homes with single-family. Some respondents were excited by this prospect.

Vine City

Stakeholder Input

The Land Use Team met with Stakeholders at the Westside Future Fund's office, in City of Refuge, on May 30th and 31st, 2016. Stakeholders were grouped into six categories: Community Leadership, Developers & Property Owners, Transportation, Choice Neighborhoods, and Department

FIGURE 25: VINE CITY STAKEHOLDER MEETING

of Watershed.

The large number of properties controlled by Invest Atlanta and the Atlanta Housing Authority were prime topics in the Developers & Property Owners and Choice Neighborhoods groups. Stakeholder concerns on these topics centered around the long-term plans for the properties, specifically what strategies were planned to address gentrification and affordability issues. The Atlanta Housing Authority stated that they are actively pursuing "Renter to Owner" programs for existing Vine City residents. This received a positive response from stakeholders.

At the Transportation group meeting, bicycle infrastructure, Northside Drive, and the future of Joseph E. Boone Boulevard corridor were major topics. Stakeholders felt Vine City could benefit from bicycle infrastructure improvements on Northside Drive. AECOM and the Georgia Department of Transportation were underway with planning for the Northside Drive corridor at the time of this meeting. Officials involved in this project stated that the first round of advisory committee meetings was complete.

Neighborhood Input

On May 31st, 2016, at the Cosmopolitan AME Church, more than 150 people contributed their ideas and concerns for Vine City. Following a presentation on the process and current conditions, participants gathered in facilitated groups, organized by topic. The eleven topics included Arts, Choice Neighborhoods, Cultural and Historic Resources, Faith-Based Organizations, Infill Housing, Morris Brown College, Transportation, Urban Agriculture, Retail, New Development, and Parks and Recreation.

The Arts and Culture table drew particular interest from participants, regarding the education mix and the future of the Kennedy School (renamed the Hollis Innovation Academy). Neighbors supported a comprehensive, holistic approach to incorporate arts education programs in the community. Artists would receive housing assistance in exchange for working in the school's arts programs. Artist residents would help improve the social capital of the neighborhood, while beautifying and transforming the physical environment. Zoning changes could permit artists to live directly over their studios. Finally, the community supported a "launch pad" to allow artists to engage and communicate with the neighborhood. Educational facilities were viewed as the best means to achieve a "launch pad."

Partnerships with the faith-based community were seen as important to build infill and new housing development in the neighborhood. Declining church membership was acknowledged. Many participants felt that redevelopment could help bring in new congregation members. A potential project to add 105 units of subsidized housing on the site of a church parking lot was discussed. Churches could also be instrumental in supporting urban agriculture in the neighborhood. By converting underutilized portions of their property into gardens, churches could offer cafeterias or small pantries for neighborhood residents to purchase fresh foods.

FIGURE 26: ASHVIEW HEIGHTS STAKEHOLDER MEETING

Ashview Heights

Stakeholder Input

On June 27th and 28th, 2016, the Land Use Team met with Stakeholders at the Westside Future Fund's offices in the City of Refuge. The meetings focused on the Booker T. Washington, Ashview Heights, Washington Park and Just Us neighborhoods. Washington Park neighborhood residents were included, due to a small number of commercial parcels adjacent to Martin Luther King Jr. Boulevard, within the land use study area. Stakeholders organized into ten categories: Faith-based Organizations, Retail, Parks & Urban Agriculture, Culture, Heritage & Preservation, Public Safety & Infrastructure, Housing, Bungalow / Cottage Court, Arts Collaborative and Schools.

One important topic of discussion addressed integration of the neighborhood with the Atlanta Housing Authority's Choice Neighborhoods program. The program is organized around balanced new development, affordability with architectural character, and the objective of increasing the number of homeowners in the community. Participants supported the higher densities planned for the Atlanta Housing Authority properties. However, they wished to make certain new, denser development was concentrated along corridors and the near parks. The previous work, the Choice Neighborhoods Visioning Session, was utilized in steering this portion of the conversation.

Participants expressed interest in coordination with the Atlanta University Center, especially in regards to housing for university staff. There was robust support for single family homes in the neighborhood, which follows neighborhood historic tradition. Stakeholders felt that professors and other staff would be welcome homeowners in the neighborhood. Joseph E. Lowery Boulevard was suggested as a good candidate for a Complete Streets conversion, to better connect with the Atlanta University Center neighborhood. Stakeholders also supported increased density to encourage single family development and homeownership, and that development options were not mutually exclusive. For example, down payment assistance programs could promote affordability and homeownership.

There was also stakeholder emphasis on improved retail, along corridors and within the neighborhood at key nodes. Healthy, local corner stores could partner with the Truly Living Well Garden and sell fresh produce to neighborhood residents. Grants could be provided to make certain new retail opportunities were sourced from existing residents and business owners. Retail development was discussed as a strategy for Ashview Heights to become a city-wide destination, combining historic preservation, urban agriculture, and a unique African-American culture into a special environment to benefit the entire neighborhood.

Neighborhood Input

On June 28th, 2016, at the Shiloh Missionary Baptist Church, over 80 people contributed their ideas and concerns for Booker T. Washington, Ashview Heights, Washington Park and Just Us. Following a presentation about the planning process and current conditions, participants gathered into facilitated groups, organized around topics. The ten topics were Arts, Cottages, Faith-based Organizations, Historic Preservation, Housing, Safety, Urban Agriculture, Retail, Infrastructure, and Schools.

One topic that drew diverse feedback was the potential introduction of cottage and bungalow court housing into the neighborhood. These housing types would require rezoning in the neighborhood, and some residents were concerned they would lead to blighted properties in the long-term, and could negatively affect property values.

Homeownership was an important issue to this type of housing. After clarifying the features, many residents supported cottage courts for their potential to increase affordable single family housing within the neighborhood. Some residents were concerned that this type of housing would adversely affect and degrade the established neighborhood character.

Continuing from the stakeholder discussion on retail, many residents became supportive about the prospect of more retail around and within the neighborhood. Neighbors were supportive of restaurants within a walkable distance, and were especially excited about the prospect of more "third place"-style retail outlets, such as coffee shops and book stores. While residents advocated for more new retail establishments, they were less enthusiastic about many of the existing retail offerings seen today, throughout the neighborhood. These are predominantly pawnshops, liquor stores, and convenience stores. Many residents felt that these retail establishments attract crime. In spite of the desire for new retail, there was some fear that an improved retail environment would drive out many of the local, long-serving neighborhood retailers through increased rents.

Atlanta University Center

Stakeholder Input

The Land-Use Action Team met with Stakeholders at the Westside Future Fund's offices in the City of Refuge on July 31st and August 1st, 2016. The meetings focused on the Atlanta University Center neighborhood. Stakeholders were grouped into seven categories: Atlanta University Presidents/Staff, AUC Neighborhood Assoc./UCDC/NPU Chair, Developers, Retailers (on and off campus), AUC Facilities and Planning, Public Safety/Campus Patrol & Faith-Based Organizations.

The presidents of all three major educational institutions that make up the Atlanta University Center - Morehouse University, Spelman College, and Clark-Atlanta University - attended and participated. While they had wide ranging interests, there were several areas where they found common ground. All supported an improved neighborhood, though their commitment to opening up campuses to the neighborhood varied. The schools also waanted to see increased cooperation with their master planning efforts, such as shared sites on campus for sports and health facilities. The past Choice Neighborhood Visioning Session helped to guide this discussion.

Safety was an important concern to stakeholders from the university, neighborhood-focused business owners, and resident leaders. Increased camera surveillance and improved lighting were offered as a solution to the problem. However, many residents felt a more substantial change was needed to make a real, long-lasting impact. Increased development could bring more "eyes to the street" and create a shared sense of responsibility for the safety of all residents and students. University stakeholders also felt that improved safety could improve the universities' engagement with the neighborhood, and open their campuses to the neighborhood.

Neighborhood Input

On August 1st, 2016, at Spelman College, over 100 people shared their hopes and concerns for the Atlanta University Center and the surrounding neighborhood. After a presentation on the planning process and current conditions, participants organized into facilitated groups based on topics. These ten topics were Arts, Entrepreneurship, Faith-Based Organizations, Health, Historic Preservation, Infrastructure, Off-Campus Housing, Parks and Recreation, Retail, Safety, and Transportation.

FIGURE 27: ATLANTA UNIVERSITY CENTER PUBLIC MEETING

The Off-Campus housing discussion was attended by local students, residents, and landlords. Many desired more integration between the campus and off-campus areas of the neighborhood, as found in a traditional college town. Residents felt that more students living in the neighborhood would be a positive influence, as long as the housing was built to the single-family standards that comprise much of the existing off-campus housing. Vacant and abandoned properties were viewed as a major threat to the health of the community, and a major source of crime.

Residents, students, and educational staff also discovered common ground in supporting and promoting local entrepreneurship. Live-work space could be permitted near the university to encourage the formation of student businesses and expand opportunities for mentorship. Live-work spaces could forge connections to a broader network within the community, with open, collaborative spaces. Incubator spaces hold potential with the help of local corporations and organizations. These alternative spaces could also promote greater intra-neighborhood cooperation between the colleges and residents.

Findings

This long, extensive community engagement process revealed the final recommendations for the report, by providing direct attention and a feedback process that highlighted all levels of neighborhood involvement, including a back-and-forth conversation between the consulting team and the community. Final recommendations incorporate the unique changes advocated for each neighborhood and the broader community requests of the Westside as a whole.

The broader community requests focused on a few primary topics: community retention, neighborhood character, stormwater and flooding control, density, pedestrian and bike oriented infrastructure, existing development resources, and transit. These issues extended beyond each neighborhood, and were incorporated into the recommendations as comprehensive Westside goals.

NEIGHBORHOOD FOLLOW UP

From a period between May, 2017 and November, 2017, the Land Use Framework Team conducted multiple meetings with each of the neighborhood associations in each of the the four neighborhoods to confirm and improve the initial recommendations. These neighborhood associations were:

- Asvhiew Heights Community Association
- Booker T. Washington Neighborhood Association
- Just Us Neighborhood Association
- Vine City Civic Association
- English Avenue Neighborhood Association
- Atlanta University Center Neighborhood Association

Initial follow up meetings were held with community stakeholders in May to present findings of the Land Use Action Plan. These four meetings were held at the Westside Future Fund offices throughout May, 2017 and allowed stakeholders to support, reject, or offer suggestions for improvement for all Land Use Action Plan recommendations. These recommended changes were documented and many were incorporated into the document. Those changes that were not incorporated were noted.

Additionally, further feedback and final confirmation of the recommendations was sought from each of the neighborhood associations once a draft of the Land Use Framework Plan was completed. This process began in September 21, 2017 with the Vine City Land Use Committee and continued through November 2017. During this time, revisions were made to the plan, including changes to all four of the neighborhood land use maps. These dates are shown in Figure 28.

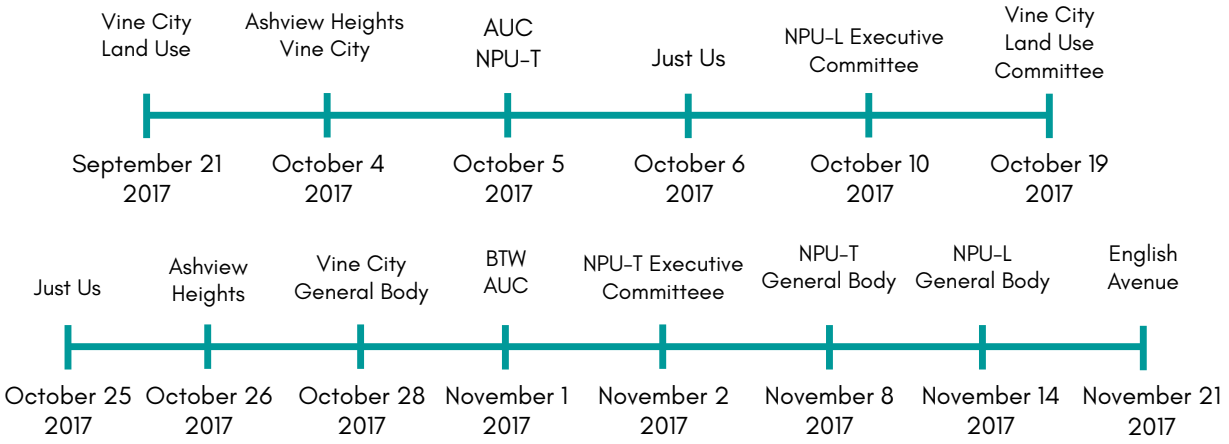


FIGURE 28: NEIGHBORHOOD ASSOCIATION FOLLOW UP MEETINGS

VI. VISION, GOALS, & IMPLEMENTATION

WESTSIDE FUTURE FUND STUDY AREA

Background

The Planning Team worked in collaboration with neighborhood residents to develop a Vision for each of the Westside Future Fund study area neighborhoods. The neighborhoods include English Avenue, Vine City, Atlanta University Center and Ashview Heights. The Vision statements that resulted drew upon public input, gathered and documented throughout the planning process. The Team also incorporated findings from previous planning efforts. Vision statements crafted for each neighborhood are broad and long-term. Each neighborhood vision statement is supported by goals that are specific, and where possible, measureable. Each goal addresses specific areas of importance revealed during the planning and public outreach processes focusing on five specific area:

- Community Assets
- Community Character & Preservation
- Housing
- Community Development / Redevelopment
- Infrastructure

The City of Atlanta Comprehensive Development Plan (CDP) categorizes the four study area neighborhoods as Traditional Neighborhood Redevelopment.[1] In addition to the Traditional Neighborhood Redevelopment Character Area, the study area also contains Redevelopment Corridor, Intown Corridor, Historic, Transit Oriented Development Character Areas, and Other/Institutional. Broad policies within the CDP for the study area include:

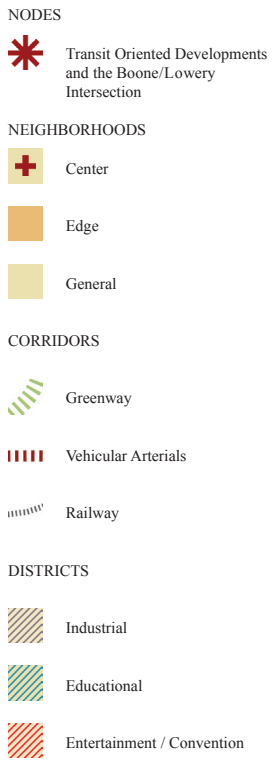
- "Preserve the residential character of Traditional Neighborhoods Redevelopment.
- Protect single family detached residential neighborhoods from encroachment by non-residential uses and incompatibly scaled residential development.
- Promote a diversity of housing types.
- Promote 'Missing Middle' housing types that are compatible in size and scale with the character of the neighborhood, to transition between single family uses and more intense uses.
- Encourage new housing development that is compatible with the character of existing neighborhoods. Neighborhood character is defined by attributes of the platting pattern, including the layout of streets and blocks, street connectivity, the shapes and sizes of lots, the natural topography, and the presence of mature trees.
- Ensure that the size and scale of new homes are commensurate with lot sizes to provide adequate open space, permeable surfaces and tree cover on each lot.
- Maintain, rehabilitate and replace the existing housing stock where appropriate.
- Provide Traditional Neighborhoods-Redevelopment with nodal neighborhood commercial areas along arterials and collectors, which are of such a size and character that all uses are within convenient walking distance of one another.
- Protect and enhance natural resources.
- Support local historic designation of potentially eligible historic neighborhoods.
- Support the preservation and the development of senior housing units and affordable housing units."[1]

The Framework Map (Figure 29) shows a diagram of the guiding principles for the proposed land use changes within the study area. Each neighborhood has a recommended center with proposed neighborhood commercial. The edges of the neighborhoods are defined by higher density uses along Joseph E. Lowery Boulevard, Northside Drive, Martin Luther King Jr. Drive, Joseph E. Boone Boulevard, and Donald Lee Hollowell Drive. The interior of the neighborhoods is proposed as residential of varying densities. Each neighborhood also has proposed green spaces. The two MARTA transit stations guide the development of higher density uses to take full advantage of existing infrastructure with higher density surrounding them. Additional details on proposed land uses changes and the protection of the existing character of the neighborhoods can be found in the subsequent sections.

1 City of Atlanta, Comprehensive Development Plan, 2016, Section 2.

1 City of Atlanta, Comprehensive Development Plan, Sections 2-3 .

Legend



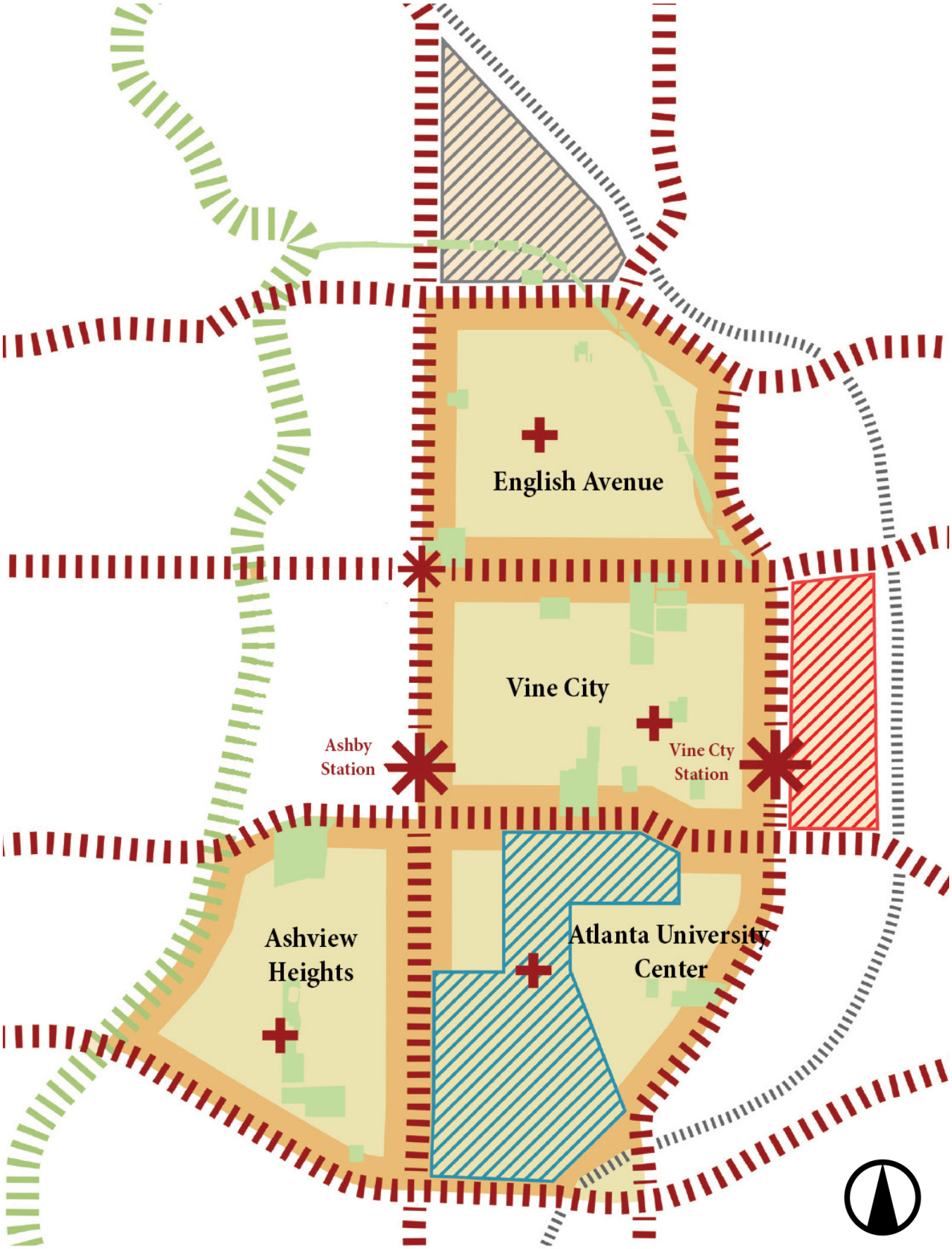


FIGURE 29: WESTSIDE FRAMEWORK MAP

ENGLISH AVENUE NEIGHBORHOOD

Vision Statement

The Planning Team drew upon previous plans and worked with neighborhood residents to develop a vision for the English Avenue Neighborhood in a series of public meetings. Public engagement, work sessions and presentations occurred over a seven-month period, from March to October, 2016.[1] The Team drew upon previously completed planning efforts, including the 2006 Redevelopment Plan (adopted by City Council in 2008), the Proctor Creek North Avenue Watershed Basin, the English Avenue Visioning Plan (2016) and the Westside TAD Strategic Implementation Plan. The English Avenue neighborhood was, and remains, represented by the very active English Avenue Neighborhood Association (EANA).

English Avenue Vision Statement:
"To create a diverse and sustainable, multi-generational community with high quality mixed-income housing, locally owned retail, and walkable greenspace; in a safe, healthy, and civic environment that promotes family, education, and home ownership; and encourages traditionally designed, primarily single family development and rehabilitation which reflects and preserves the history and culture of the English Avenue Neighborhood."

Goal 1: Acknowledge, Stabilize and Strengthen Neighborhood Assets

Throughout the public process, neighborhood residents clearly articulated the aspects that are unique to their neighborhood, including physical, cultural and social resources, and where improvements are needed. The data also revealed that "the percentage of owner-occupied residences in English Avenue is one of the lowest in the City."[2] Land Uses changes and recommendations were also based on the focus areas identified in the EANA Vision Plan[3]:

- Lindsay Street Ecology District
- Alexander/Brawley District
- English Avenue Campus District
- Mattie Freeland District

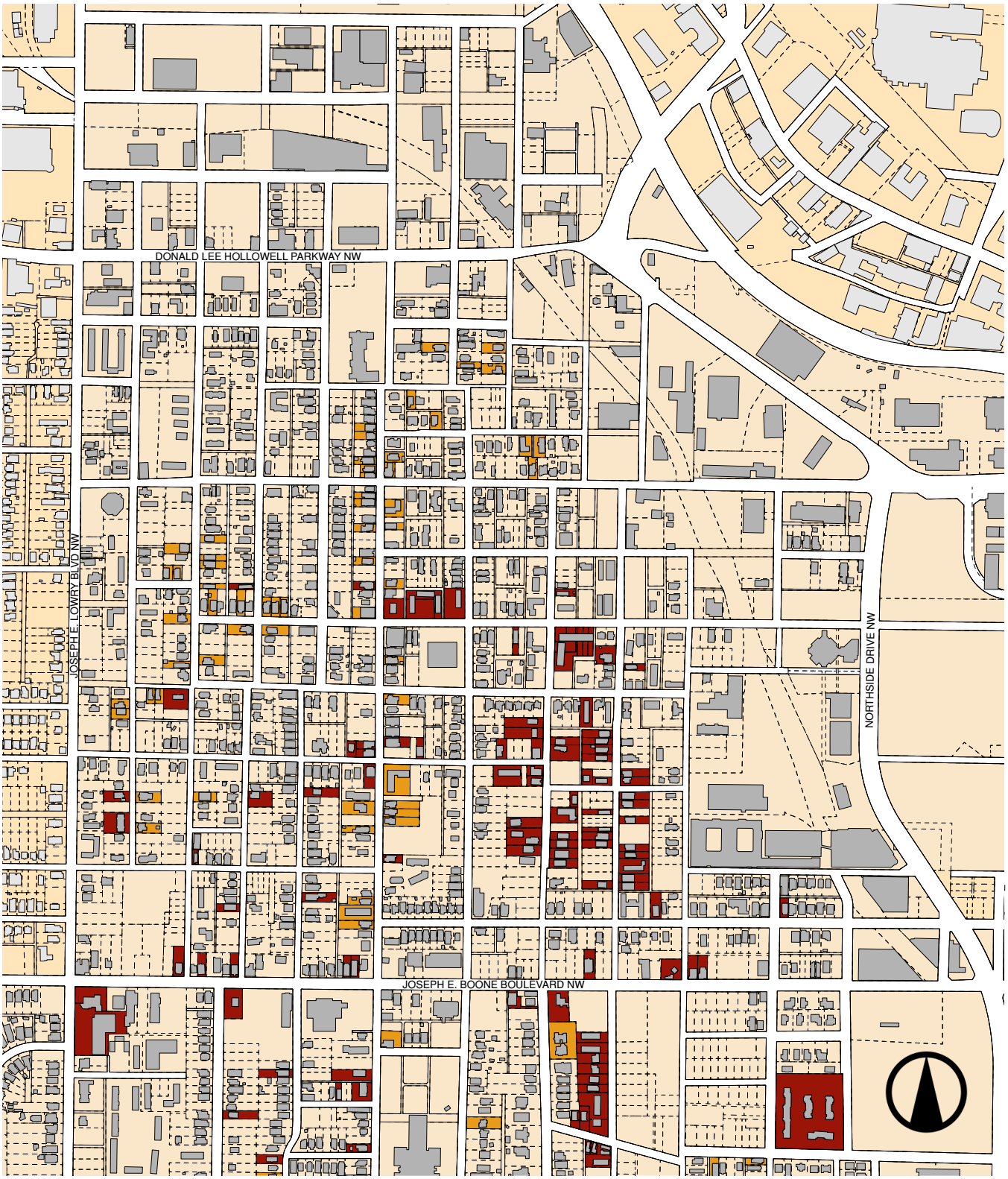
1.1. Objective: Stabilize the neighborhood by encouraging homeowners to remain.[4]

- Identify and support both programs, such as property tax relief grants, and permanent anti-displacement policies to protect homeowners from potential property tax increases;
- Provide homeowners with priority home improvement grants, to renovate their home as needed.
- Increase safety and reduce blight through partnership with city agencies.

1.2. Objective: Expand housing choice to improve affordability, attract a mix of resident income levels and reduce displacement.[5]

- Implement a mechanism to renovate housing units where needed and appropriate (Figure 30);
- Carry out selective demolition of structures that cannot be renovated, and utilize available vacant land for infill housing construction These reflect recommendations based on condition of the property or suggested redevelopment plans found in the report;
- Develop new housing with a mix of building typologies, including rental apartments, condominiums, town houses and single family homes. Structure the housing inventory to meet household composition and incomes;
- Identify rental housing programs to develop and maintain a supply of affordable rental units for households in need;
- Establish a neighborhood-oriented community land trust as the preferred alternative for permanent affordability for existing legacy residents;
- Approve existing vacant multifamily buildings be retained for redevelopment and use as multifamily on the condition that units target households with very low incomes;
- Support a requirement that new publicly funded housing have a wider range of affordable AMI targets that would service existing very low-income English Avenue residents; and
- Provide financing mechanisms to preserve quality subsidized and market rate rental housing.

1 Thadani Architects+Urbanists, English Avenue Neighborhood LUAP Recommendations, 2017, 4.
2 Thadani, English Avenue Neighborhood LUAP Recommendations, 5.
3 APD Urban and EANA, EANA Visioning Session
4 Thadani, English Avenue Neighborhood LUAP Recommendations, 5.
5 Thadani, English Avenue Neighborhood LUAP Recommendations, 10.



Demolition: Properties assessed to be in poor physical condition or already slated for demolition

Restoration: Properties with character, that need to be evaluated for restoration

As-is or Renovation: Properties that appear to be in good condition, or may need some renovation

FIGURE 30: ENGLISH AVENUE BUILDING INVENTORY

1.3. Objective: Support existing urban agriculture and its expansion.[6]

- Work with the neighborhood to program green space amenities and expand locations for neighborhood farmers' markets (Figure 31) with each district having its own green space/urban garden;
- Support urban agriculture by attracting synergistic businesses, such as commercial kitchens, markets and restaurants;
- Investigate community partnerships and resources available through the City of Atlanta Office of Resilience;
- Implement the proposed green network (green loop) that connects the English Avenue parks. The green loop is proposed to be planted with pollinating plants, possibly fruit trees, reinforcing the agricultural route that connects the community's gardens and districts - Mattie Freeland Park, English Avenue Urban Farm at Lindsay Street Park, the Elm Street urban parcel, and the proposed Boone Park West Park (Figure 31);
- Evaluate properties in flood prone areas, unsuitable for development, and utilize for agricultural growing gardens.

1.4. Objective: Improve the accessibility of essential goods and services within the neighborhood.[7]

- Locate new community based retail and business development at key intersections, crossroads or nodes. Retail development is proposed in three locations:[8]
    - St. Mark's Church at Brawley Drive and Cameron Alexander Boulevard (Figure 33),
    - The four corners of Joseph E Lowery and Joseph E. Boone Boulevards, and
    - Along Joseph E. Boone Boulevard, across from Rodney Cook Sr. Park (Figure 32);
- Adopt strict off-street parking requirements for all commercial businesses located within 100-feet of single family residential areas;
- Identify and implement policies to protect existing community businesses;
- Support the market report projection for 5,000 additional square feet of retail to be developed in the next five years.[9]

6 Thadani, English Avenue Neighborhood LUAP Recommendations, 10.
7 Thadani, English Avenue Neighborhood LUAP Recommendations, 20.
8 Ibid
9Ibid.

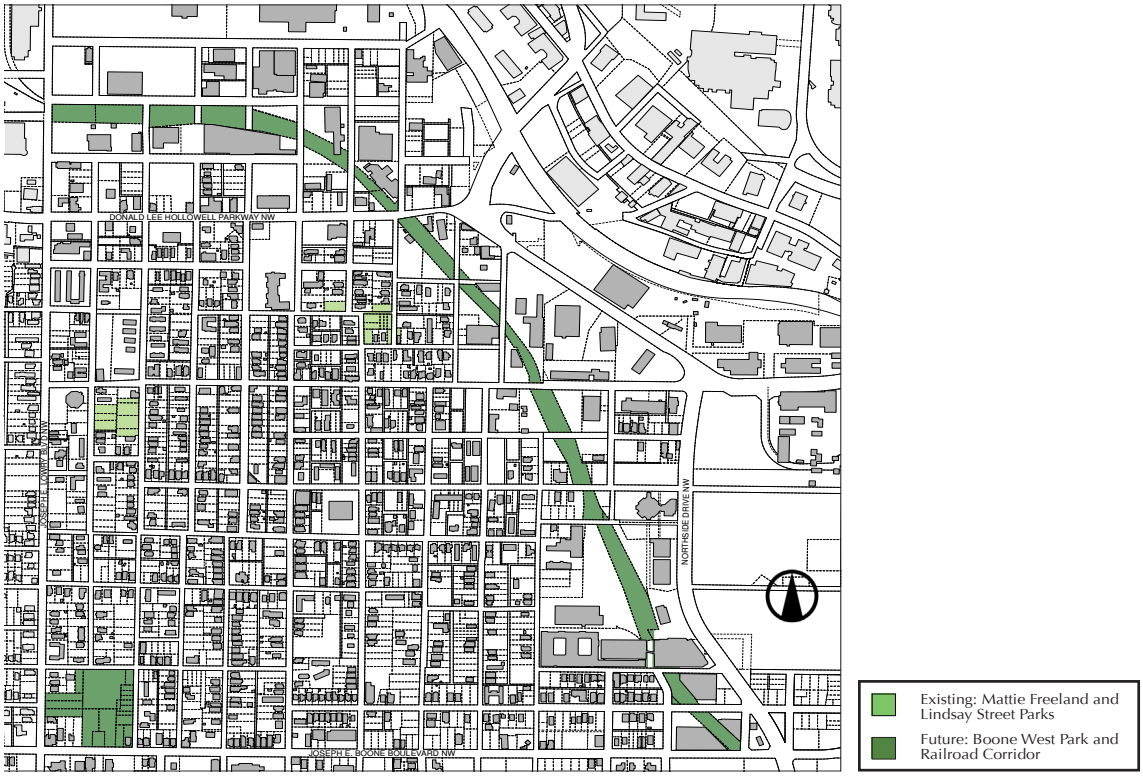


FIGURE 31: ENGLISH AVENUE URBAN FOOD GARDENS

FIGURE 32: PROPOSED MIXED USE DEVELOPMENT ON JOSEPH E. BOONE BOULEVARD

FIGURE 33: ST. MARK'S CHURCH PROPOSED REDEVELOPMENT

Goal 2: Reinforce Unique Neighborhood Identity

The neighborhood is rich with history, including important structures such as the Carnegie Library Building, the English Avenue Elementary School (now English Avenue Campus), Saint Mark's AME Church and the Mattie Freeland House. English Avenue also contains historic sites, including the site of Captain Overton W. Barret's Battery of Missouri and 663 Joseph E. Boone Boulevard, the oldest home dating to 1878. The neighborhood strongly desires to preserve the historic resources including the homes, sites and structures found here.[10]

2.1. Objective: Strengthen and Preserve the Existing Architectural Character of the Neighborhood[11]

- Develop and adopt ordinances, design guidelines, and a review mechanism to ensure that development/redevelopment is built in a compatible and enhancing manner with the existing neighborhood, including urban design, architectural design and landscape architecture;
- Regulate building heights by storeys, rather than feet, to allow for greater flexibility in ground floor commercial structures;
- Maintain the existing character of a three-storey maximum for buildings within the residential areas of the neighborhood;
- Restrict buildings on boundary streets, such as Joseph E. Boone Boulevard and Joseph E. Lowery Boulevard to a maximum of five storeys;
- Limit buildings along Northside Drive to a maximum height of ten storeys.
- Explore the creation of a marketing and branding strategy that would highlight the historic places in the neighborhood.
- Provide technical assistance to the neighborhood association so they may play a significant role in the implementation of recommendations.

2.2. Objective: Identify and protect historic structures and sites[12]

- Support restoration of historic structures, where feasible;
- Encourage adaptive re-use of historic structures, through policies and programs, to preserve their unique cultural and architectural contributions;
- Focus preservation and adaptive reuse on identified important neighborhood sites (Figure 35):
    - Carnegie Library Building (1),
    - English Avenue Campus(2),
    - Saint Mark AME Church(3),
    - Mattie Freeland House(4),
    - Site of the Captain Overton W. Barret Battery of Missouri, and
    - 663 Joseph E. Boone Boulevard house (6).
- Evaluate the need for a conservation designation or historic district designation to protect existing assets.

2.3. Objective: Maintain faith-based and academic institutions as public realm neighborhood anchors[13]

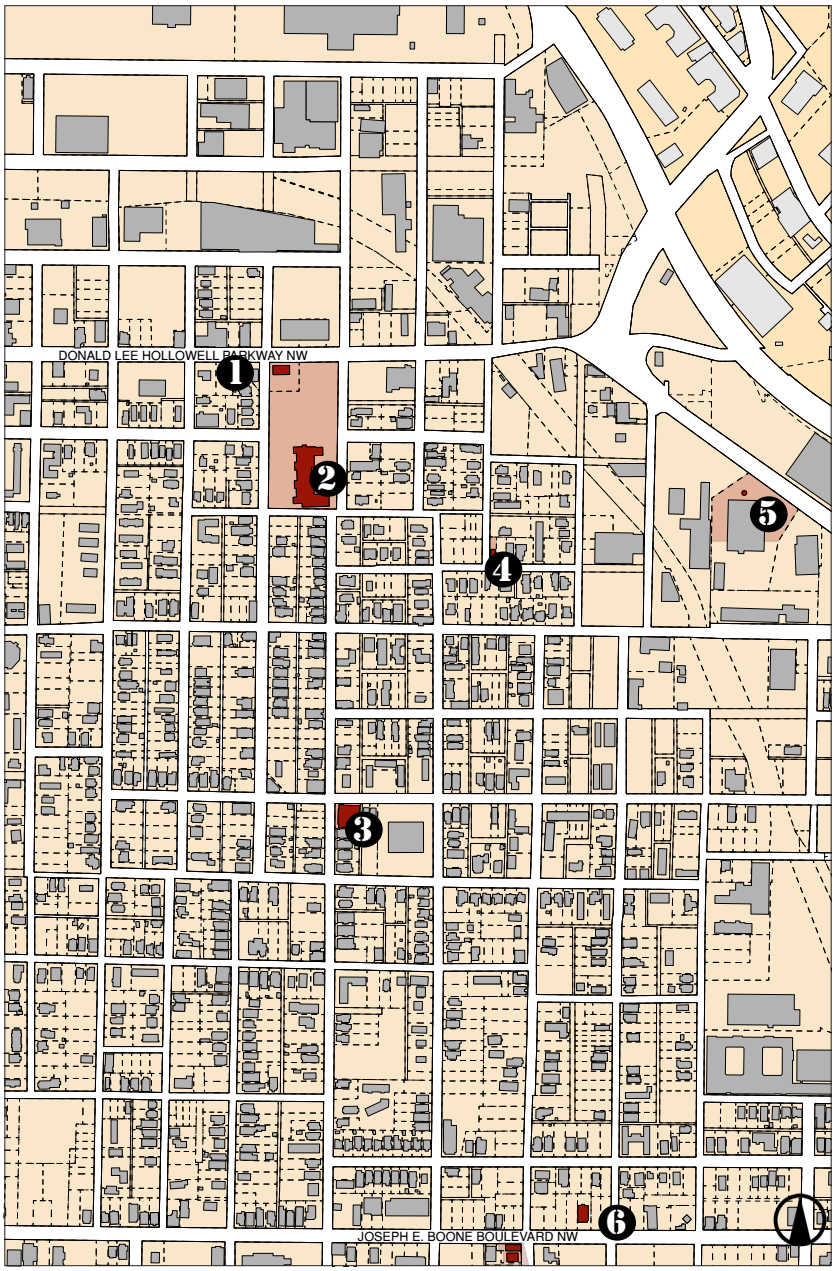
- Improve sight lines and visibility of these buildings through site planning, lighting, and vertical architectural elements;
- Reinforce their community importance with supplemental community uses, such as playgrounds, parks and community gardens.

2.4. Objective: Require compatibly scaled and detailed infill housing to maintain the residential scale and architectural character of the English Avenue neighborhood[14]

- Regulate buildings to permit housing development that includes the predominant typologies found in the existing neighborhood, in support of neighborhood character, such as single family homes, town houses and mixed-use apartments (Figure 34) and (Figure 35);
- Maintain the predominantly single family character of housing within the neighborhood, and restrict larger multifamily or mixed-use development to select locations only, as shown on the recommended Future Land Use Map.[15]

10 Thadani, English Avenue Neighborhood LUAP Recommendations, 17.
11 Thadani, English Avenue Neighborhood LUAP Recommendations, 11.
12 Thadani, English Avenue Neighborhood LUAP Recommendations, 17.
13 Thadani, English Avenue Neighborhood LUAP Recommendations, 19.
14 Thadani, English Avenue Neighborhood LUAP Recommendations, 22.
15 Thadani, English Avenue Neighborhood LUAP Recommendations, 8.

FIGURE 34: ENGLISH AVENUE EXAMPLE INFILL HOUSING



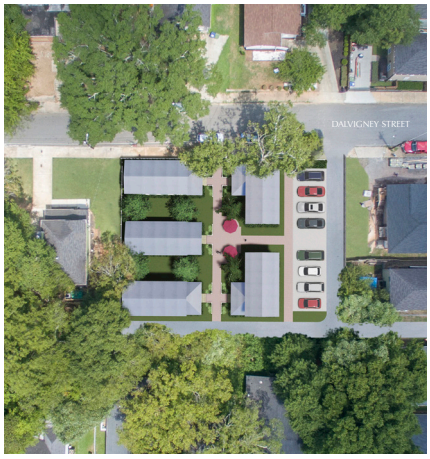


FIGURE 35: ENGLISH AVENUE HISTORIC AND PRESERVATION SITES

Goal 3: Invest in Infrastructure

The neighborhood prioritized infrastructure improvements that may become a catalyst for new development. Public safety, connectivity, parks and green space, and street quality were also addressed. There is strong concern over storm water management.[16] Several combine sewer capacity relief investments are being designed to have a positive impact on localized flooding. These projects will keep storm water out of the sewer lines that will reduce flows in the system throughout the neighborhood. These projects include:

- Rodney Cook Sr. Park Capacity Relief project (pond)
- Boone Boulevard Green Infrastructure project
- Boone Park West
- Recent completion of Lindsay Street Park

3.1. Objective: Improve storm water management practices.[17]

- Recommend that capture requirements for stormwater be increased to 2-inches;
- Implement a moratorium on new buildings or building renovations in flood prone areas identified by the Department of Watershed Management (Figure 38);
- Consult previously conducted PNA stormwater management study, and where necessary commission further in-depth watershed study and modeling, to follow recommendations for appropriate strategies to deal with flooding and storm water management that outline what properties are candidates for safe construction of residential uses vs. parks and urban gardens;
- Pave on-street parking surfaces with permeable materials to infiltrate storm water into the water table;
- Identify and prioritize implementation of green storm water practices, to reduce run off and improve water quality.

3.2. Objective: Improve neighborhood thoroughfares for all transportation modes[18]

- Improve streets by 20% and pedestrian infrastructure throughout the neighborhood, to meet ADA standards (Figure 37). Prioritize the following streets which connect the neighborhood districts;
    - James P. Brawley Drive,
    - Griffin Street,
    - Neal Street,
    - Cameron Alexander Boulevard,
    - North Avenue, and
    - Jefferson Street.
- Commission a traffic study to determine additional development's impact on local neighborhood streets and, where appropriate, reconfigure streets to include two ten-foot traffic lanes, and an eight-foot on-street parking lane on one side of the street, as possible within the existing right-of-way width;
- Implement pedestrian and bicycle trails along North Avenue, Donald Lee Hollowell, and the proposed green trail on the abandoned railroad tracks.
- Improve pedestrian safety with marked crosswalks, six-foot sidewalks and accessibility ramps.
- Ensure coordination of schedules and timing for projects between the Departments of Public Works, Watershed Management, and Parks.

3.3. Objective: Improve connectivity, both within the neighborhood, and to adjacent areas[19]

- Where feasible, acquire right-of-ways to extend existing streets and forge better connections for pedestrian and vehicular networks between the neighborhood's four districts (Figure 39);
    - Extend Pelham Street west to Oliver Street.
    - Extend Donald Lee Hollowell Parkway east to Marietta Street NW.
    - Build a pedestrian/bicycle bridge to extend James P. Brawley Drive to Jefferson Street and Midtown West.
    - Extend Cameron Madison Alexander Boulevard west to Joseph E. Lowery Boulevard.
    - Extend a pedestrian connection at Proctor Street east to connect to Northside Drive.
- In other locations, provide mid-block pedestrian crossings to facilitate connectivity on foot or bike, and to shorten the distance between intersections.

3.4. Capitalize on infrastructure commitments by focusing strategic development in the following neighborhood districts[20]

- The Lindsay/Oliver Ecology District's infrastructure project, Lindsay Street Park, links to the proposed Proctor Village Ecology Center;
- Alexander/Brawley District is at the heart of the neighborhood. St. Mark AME Church and the @ Promise Youth Center both lie in this district and are ripe for redevelopment;
- English Avenue Campus District contains the English Avenue School, which is proposed for revitalization into a community cultural center;
- Mattie Freeland District's Mattie Freeland Park is the recipient of funding from Park Pride, and benefits from a large concentration of homeowners surrounding it.

16 APD Urban Planning & Management, English Avenue Neighborhood Association Visioning Session, 2016, 8.
17 Thadani, English Avenue Neighborhood LUAP Recommendations, 9.
18 Thadani, English Avenue Neighborhood LUAP Recommendations, 12-14.
19 Thadani, English Avenue Neighborhood LUAP Recommendations, 14.
20 APD, English Avenue Neighborhood Visioning Session, 8.

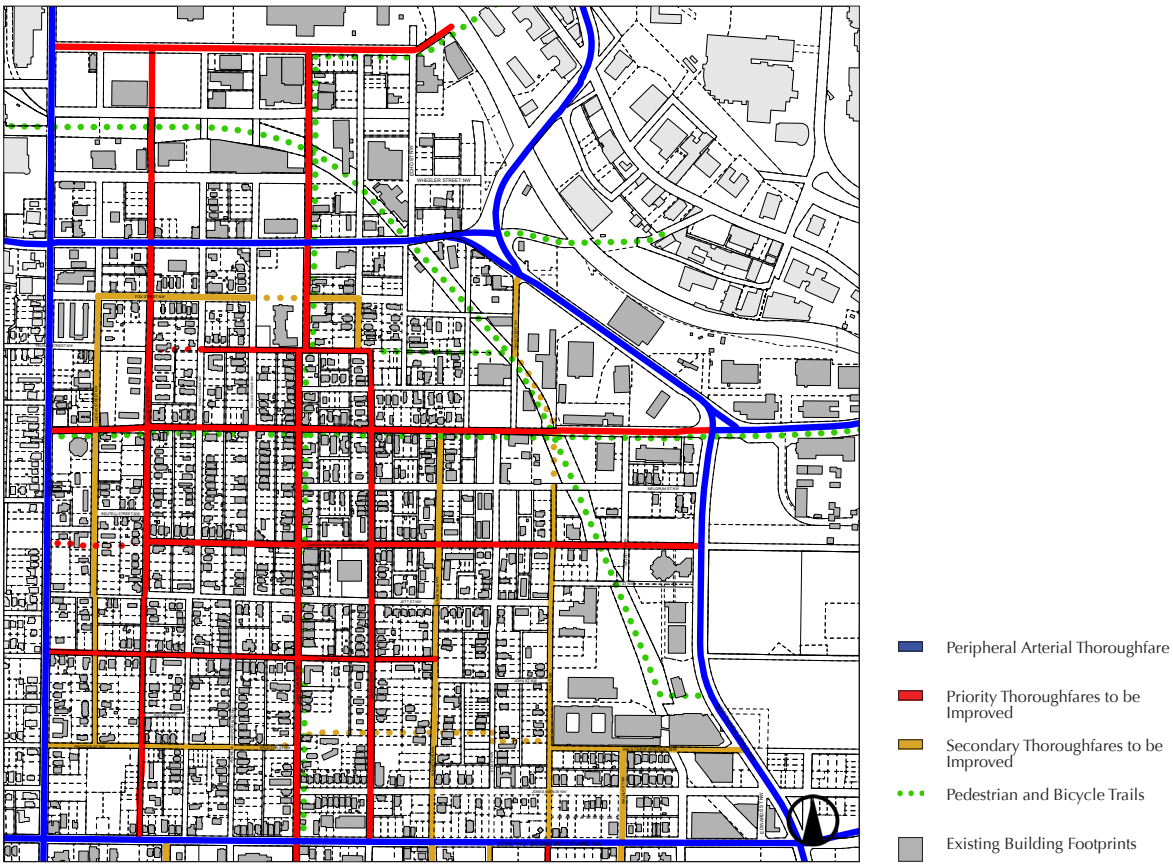


FIGURE 37: ENGLISH AVENUE THOROUGHFARE IMPROVEMENTS

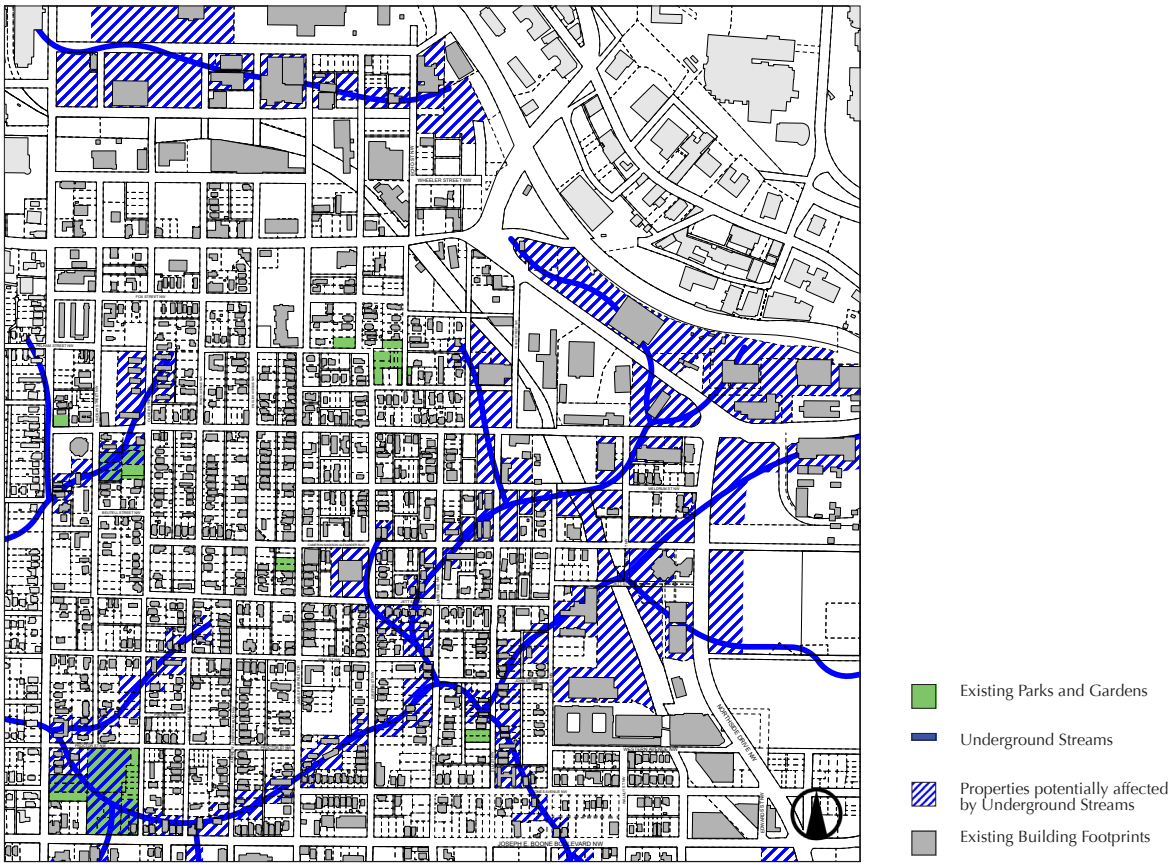


FIGURE 38: ENGLISH AVENUE PROPERTIES AFFECTED BY UNDERGROUND STREAMS

Goal 4: Improve overall quality of life by increasing access to parks and open space[21]

Neighborhood residents appreciate the planned improvements for Rodney Cook Sr. Park and Boone Park West. However, there is also a need for additional small parks, distributed throughout the neighborhood, to improve resident access to green space.

4.1. Objective: Review with Parks and Recreation the potential for small local parks distributed throughout the neighborhood, for improved access to green space[22]

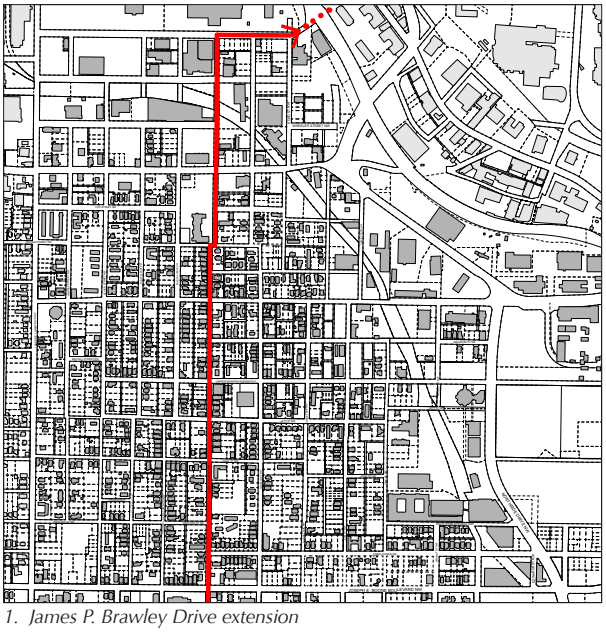
- A neighborhood park should lie within a ten minute walk of each residence;
- Locate and design neighborhood parks with open, visual access to promote safety.

4.2. Objective: Partner with faith-based institutions to utilize church parking areas for recreational activities during non-peak hours[23]

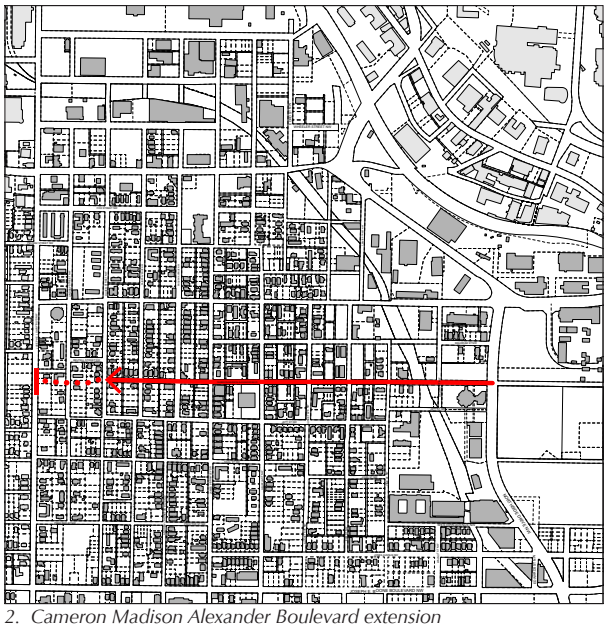
- Paint existing parking lots with basketball courts.

4.3. Objective: Designate flood prone properties, unsuitable for development, as future gardens, parks and playgrounds[24]

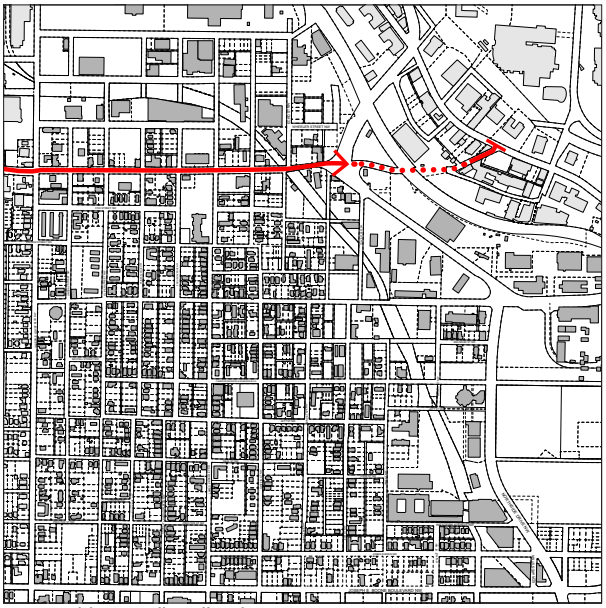
21 Thadani, English Avenue Neighborhood LUAP Recommendations, 15.
22 Thadani, English Avenue Neighborhood LUAP Recommendations, 15.
23 Thadani, English Avenue Neighborhood LUAP Recommendations, 15.
24 Thadani, English Avenue Neighborhood LUAP Recommendations, 15.



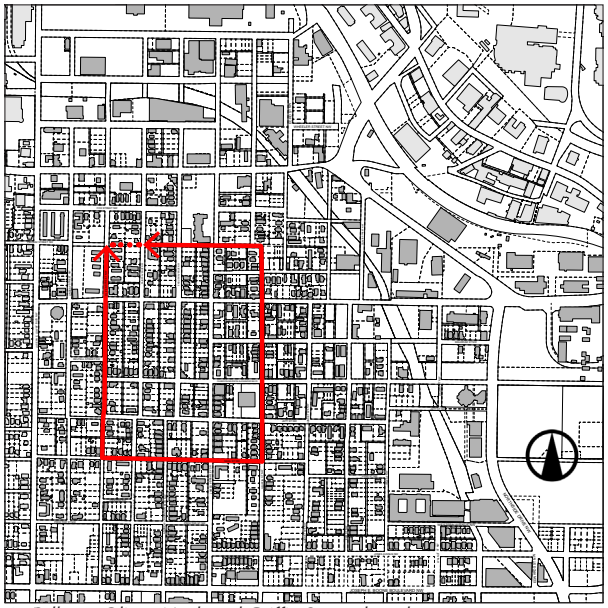
1. James P. Brawley Drive extension



2. Cameron Madison Alexander Boulevard extension



3. Donald Lee Hollowell Parkway extension



4. Pelham, Oliver, Neel, and Griffin Streets loop box

FIGURE 39: ENGLISH AVENUE CONNECTIVITY IMPROVEMENTS

English Avenue Neighborhood Future Land Use Map

The purpose of the English Avenue Neighborhood Future Land Use Plan is to guide development over the next five years with specific land use recommendations. Conceptually, the plan concentrates new development and redevelopment in clusters, to build a critical mass of positive impact for the community. Development activity is also focused upon areas that enjoy a higher percentage of owner occupied homes.[25]

A rigorous building inventory and assessment of the neighborhood identified a total of 1,072 buildings. Of these, 83 were determined as candidates for demolition, and 65 require some level of repair. As a result, there are currently 92 parcels ripe for development.

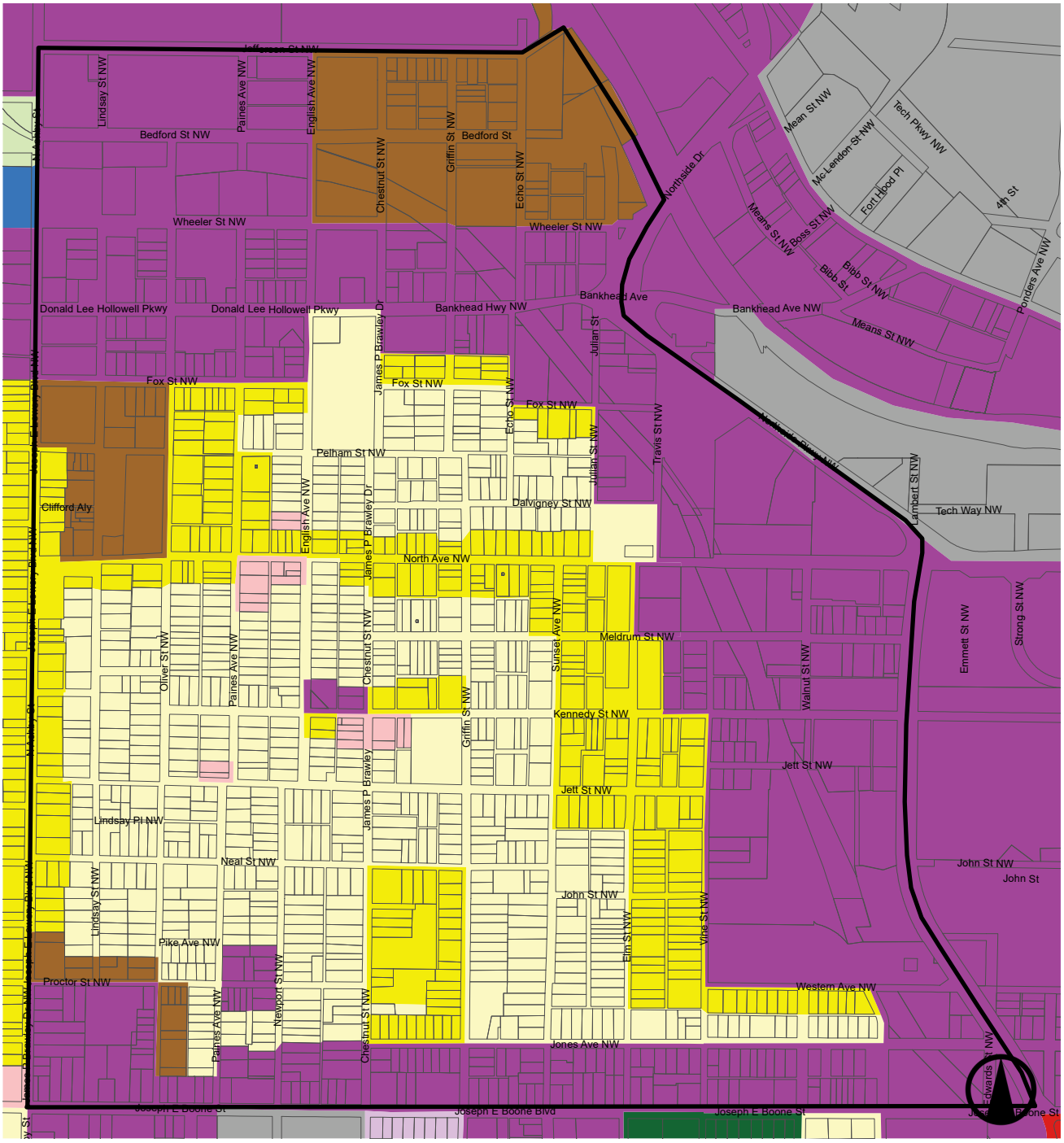
The parcels lying in areas that are historically prone to flooding were mapped. Although storm water management infrastructure improvements are under construction within the neighborhood, the land use recommendation for many of the affected parcels is conversion to green space or gardens, to contribute to the management of this problem.

To close the gap between existing conditions and the community vision, amendments should be made to the Future Land Use Map for the English Avenue Neighborhood. The Land Use Plan recommends the following strategies:

- Continue the historic pattern of predominantly single family land use within the interior blocks of the neighborhood. This builds upon the existing street, block and parcel network to preserve and reinforce the traditional neighborhood development pattern, and support the market forecast for additional housing units.
- Land use within the interior of the neighborhood is recommended as Single Family Residential, with parcels lining Sunset Avenue, North Avenue and Kennedy Street designated Low-Density Residential.
- Strengthen neighborhood commercial corridors with Mixed Use Medium Density land use along peripheral neighborhood corridors. These include Donald Lee Hollowell Parkway, Joseph E. Lowery Boulevard and Joseph E. Boone Boulevard, on both sides of the street. This will permit the addition of community serving businesses and retailers, while also providing additional residential units.
- Focus Mixed Use High Density land use along the Northside Drive corridor. Northside Drive is a major access point to downtown Atlanta, sports venues, and convention halls. It is also a major thoroughfare that extends to the north and south of downtown. This corridor will form an architectural boundary to better define the English Avenue neighborhood.
- Convert the railroad corridor to green space, and introduce green space throughout the neighborhood in a distributed manner. Green space may also be deployed for storm water management during rain events.

Please see the following Future Land Use Map and recommended amendments.

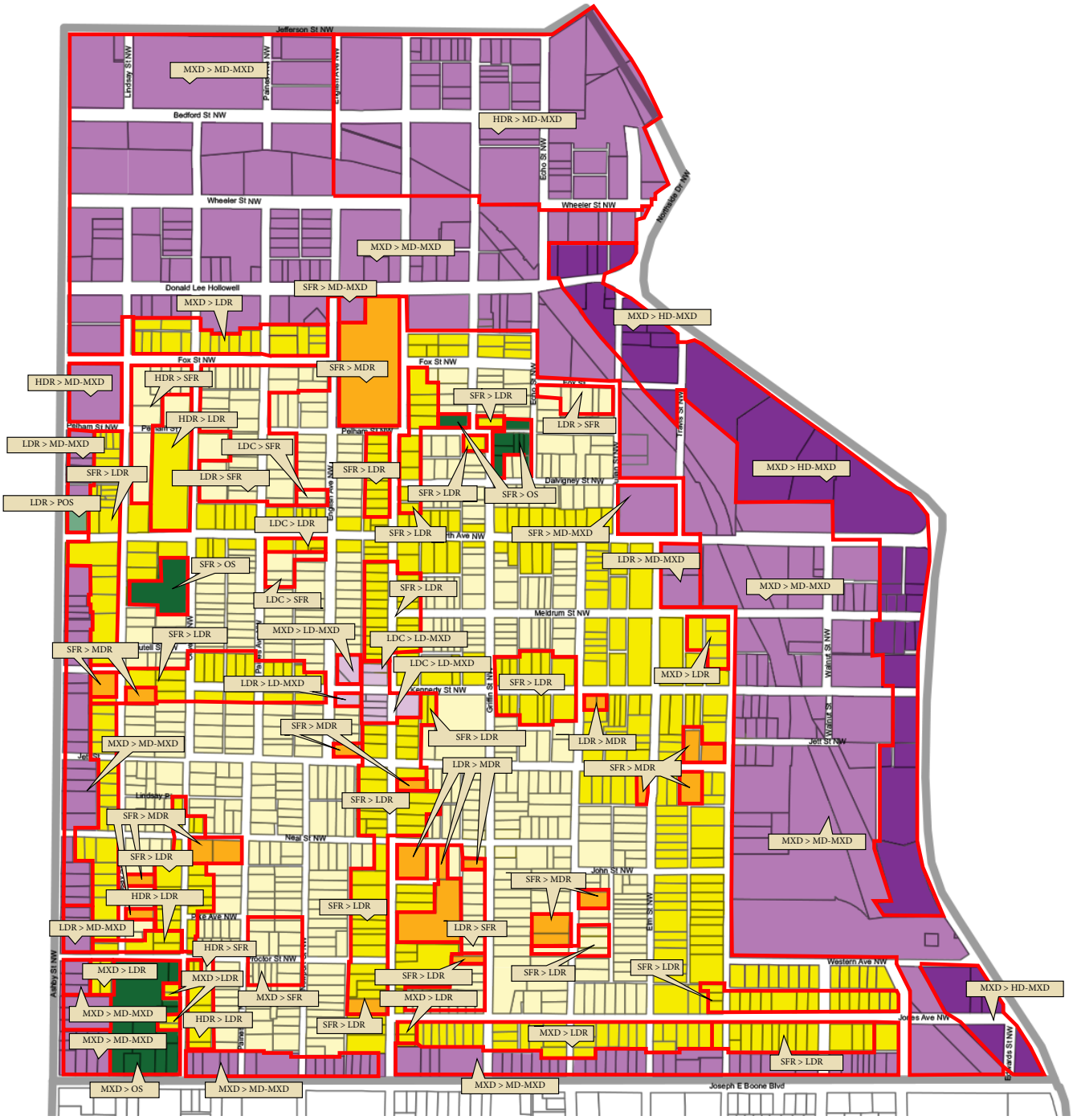
25 Thadani, English Avenue Neighborhood LUAP Recommendations, 8.



Future Land Use Classifications

- Transportation/Communication
- Community Facility
- Single Family Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Very High Density Residential
- Low Density Commercial
- High Density Commercial
- Office/Institution
- Office/Institution/Residential
- Open Space
- POS
- Industrial
- Mixed Use
- Low Density Mixed Use
- Medium Density Mixed Use
- High Density Mixed Use

FIGURE 40: ENGLISH AVENUE EXISTING FUTURE LAND USE MAP



Future Land Use Classifications

Transportation/Communication	High Density Residential	Office/Institution/Residential	Low Density Mixed Use
Community Facility	Very High Density Residential	Open Space	Medium Density Mixed Use
Single Family Residential	Low Density Commercial	POS	High Density Mixed Use
Low Density Residential	High Density Commercial	Industrial	
Medium Density Residential	Office/Institution	Mixed Use	

FIGURE 41: ENGLISH AVENUE PROPOSED FUTURE LAND USE MAP

VINE CITY NEIGHBORHOOD

The Planning Team worked closely with neighborhood residents and stakeholders to develop a vision for the Vine City Neighborhood. Public engagement, work sessions and presentations occurred over a seven-month period, from March to October 2016.[1] The meetings drew upon previously completed planning efforts, including the 2013 Westside TAD Strategic Implementation Plan, the 2004 Vine City Redevelopment Plan, and the 2009 Vine City/Washington Park Livable Centers Initiative Plan 2017. The Vine City neighborhood is represented by an active neighborhood association and home to two MARTA stations, along with a significant number of historic sites and structures. Many of the recommendations are directly aligned with the existing neighborhood's organization system of sectors.

Vision Statement

"To create a diverse and sustainable, multi-generational community with high quality mixed-income housing, locally owned retail, and walkable greenspace; in a safe, healthy, and civic environment that promotes family, education, and home ownership; and encourages traditionally designed, primarily single family development and rehabilitation which reflects and preserves the history and culture of the Vine City Neighborhood."

Goal 1: Acknowledge and Strengthen Neighborhood Assets

During the public outreach process, neighborhood residents acknowledged the specific aspects that distinguish their neighborhood, including physical amenities and cultural and social traditions.

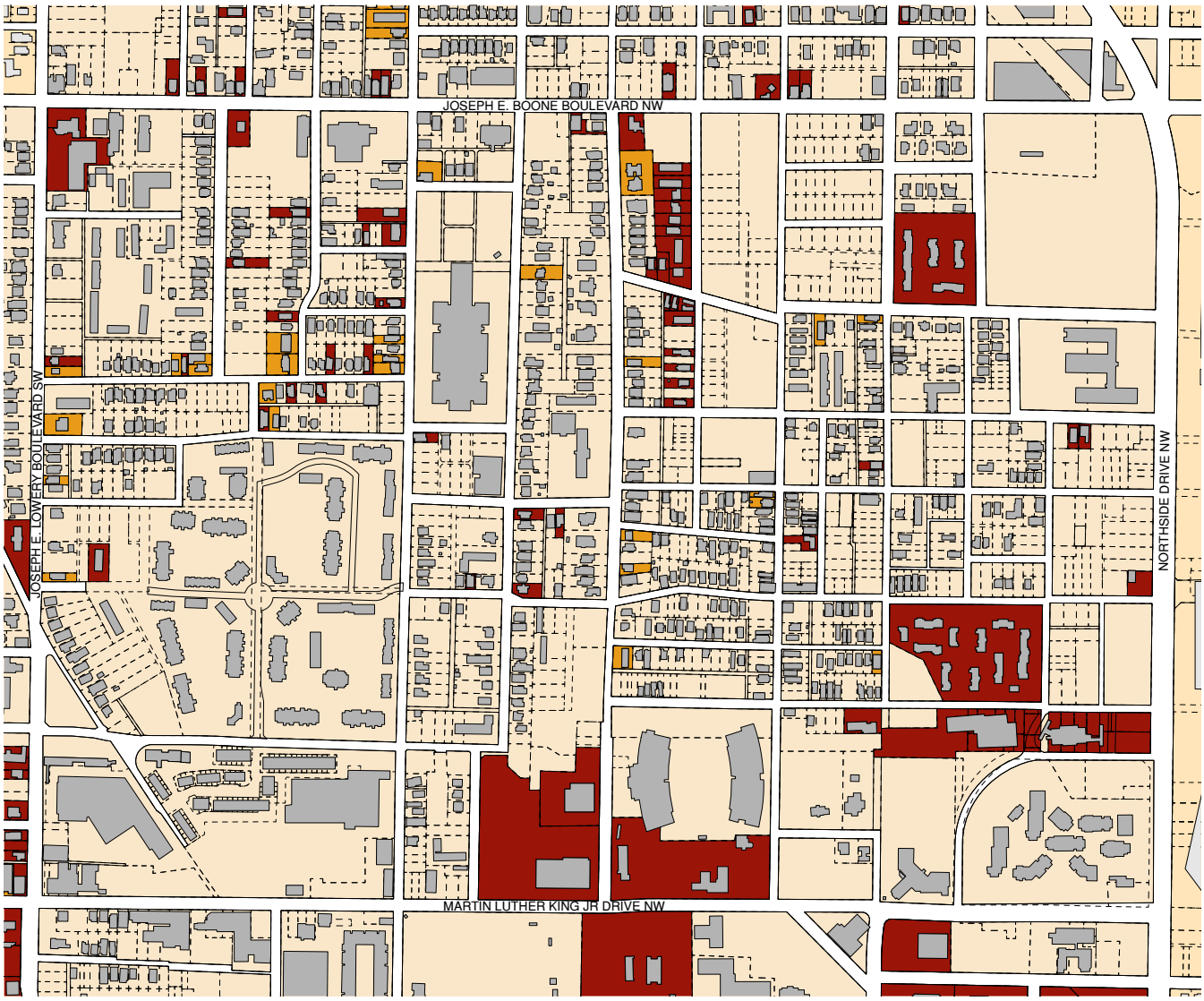
1.1. Objective: Encourage homeowners to remain and further stabilize the neighborhood[2]

- Identify programs, such as property tax relief grants, to protect against displacement and protect homeowners;
- Provide homeowners with priority home improvement grants, to renovate structures where needed.
- Increase safety and reduce blight through partnership with city agencies.

1.2. Objective: Expand housing choice to improve affordability, attract a mix of resident income levels and reduce displacement[3]

- Implement a mechanism to renovate existing housing units where needed and appropriate (Figure 42);
- Carry out selective demolition of structures that cannot be feasibly renovated, and utilize the many existing vacant land parcels for infill housing development These reflect recommendations based on condition of the property or suggested redevelopment plans found in the report;
- Develop new housing with a mix of building typologies, including rental apartments, condominiums, town houses and single family homes. Structure the housing inventory to meet household composition and incomes;
- Identify rental housing programs to develop and maintain a supply of affordable rental units for households in need;
- Provide financing mechanisms to preserve quality subsidized and market rate rental housing.

1 Thadani, Vine City Neighborhood LUAP Recommendations, 2017, 4.
2 Thadani, Vine City Neighborhood LUAP Recommendations, 5.
3 Thadani, Vine City Neighborhood LUAP Recommendations, 10.



Demolition: Properties assessed to be in poor physical condition or already slated for demolition

Restoration: Properties with character, that need to be evaluated for restoration

As-is or Renovation: Properties that appear to be in good condition, or may need some renovation

FIGURE 42: VINE CITY OPPORTUNITIES FOR RENOVATION

1.3. Objective: Support the existing urban agriculture movement, and its expansion[4]

- Work with City Departments and neighborhood to program green spaces and expand neighborhood farmers' markets;
- Investigate community partnerships and resources available through the City of Atlanta Office of Resilience;
- Support urban agriculture with synergistic businesses, such as commercial kitchens, markets and restaurants;
- Evaluate properties in flood prone areas unsuitable for development and utilize them for growing gardens.

1.4 Objective: Strengthen access to essential goods and services within the neighborhood[5]

- Prioritize new retail and business development at the following three locations (Figure 45):
  - 1. The intersection of Joseph E. Lowery Boulevard and Joseph E. Boone Boulevard;
  - 2. Along Joseph E. Boone Boulevard near Rodney Cook Sr. Park;
  - 3. The intersection of Joseph E. Lowery Boulevard and Martin Luther King Jr. Drive near the Ashby MARTA station.
- Support the addition of 21,500 square feet of retail space, as projected by the market analysis report, with land use policies and zoning ordinances;
- Retain existing businesses by identifying and implementing policies to protect them.[6]

4 Thadani, Vine City Neighborhood LUAP Recommendations, 19.
5 Thadani, Vine City Neighborhood LUAP Recommendations, 22.
6 Thadani, Vine City Neighborhood LUAP Recommendations, 27.

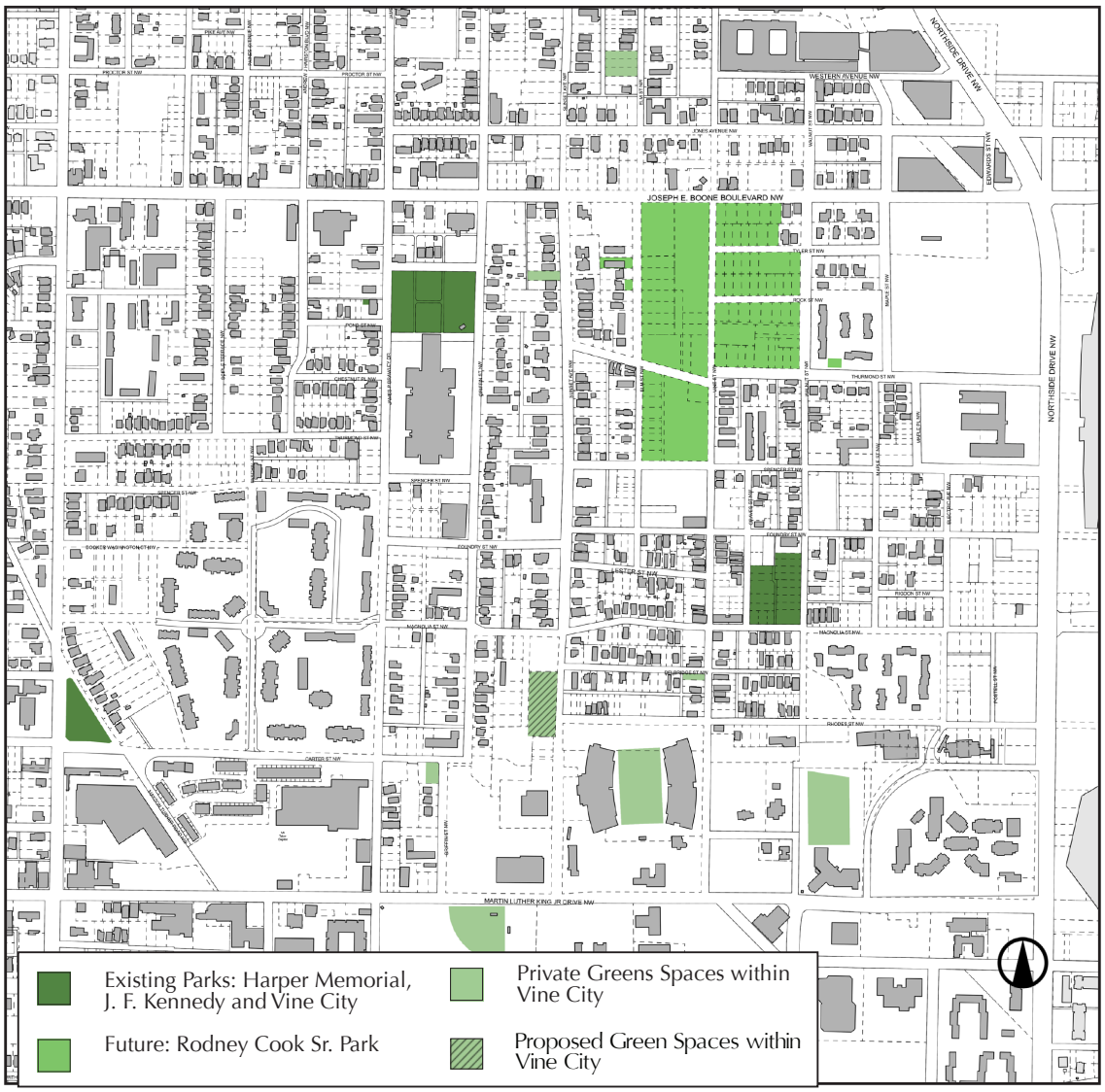


FIGURE 43: MAP OF VINE CITY GREENSPACE

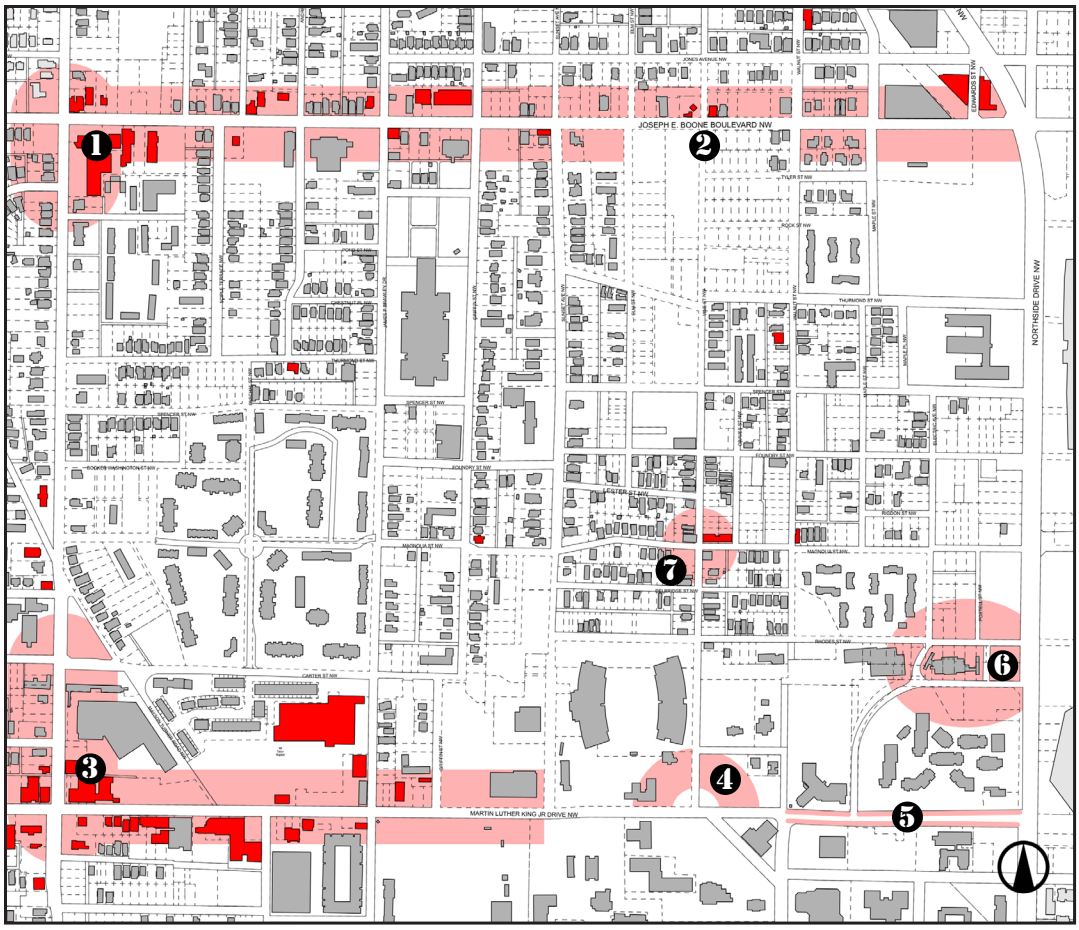


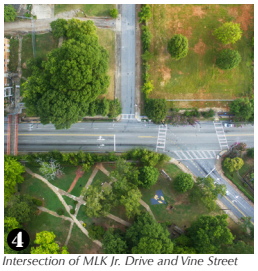
FIGURE 45: VINE CITY MAP OF OPPORTUNITIES FOR RETAIL

Intersection of Boone and Lowery Boulevard

Intersection of MLK Jr. Drive and Boone Blvd.

Boone Boulevard and vacant land to be transformed to Rodney Cook Sr. Park

Intersection of Magnolia and Vine Street



Intersection of MLK Jr. Drive and Vine Street

Vine City MARTA Station surrounded by vacant land parcels

MLK Jr. Drive between Vine Street and Northside Drive

FIGURE 44: VINE CITY PHOTOS OF OPPORTUNITIES FOR RETAIL

Goal 2: Reinforce Vine City's Unique Neighborhood Identity

The Vine City neighborhood is rich with history, and very accessible to downtown Atlanta's employment center and cultural resources. Founded in the late 1800s, the neighborhood evolved to become a hub for many important individuals leading the civil-rights movement.[7]

2.1. Objective: Strengthen and Preserve the Existing Architectural Character of the Neighborhood[8]

- Develop zoning codes and design guidelines to regulate development and/or redevelopment in a compatible manner with the existing neighborhood, including urban design, architectural design and landscape architecture;
- Regulate building heights by storeys, rather than feet, to allow for greater flexibility in new structures;
- Maintain the existing character of three storey maximum height buildings within the residential areas of the neighborhood;
- Mark important boundary streets by permitting up to five-storey buildings: Joseph E. Boone Boulevard, Joseph E Lowery Boulevard, and Martin Luther King Jr. Drive;
- Limit buildings on Northside Drive to a maximum of ten storeys.
- Explore the creation of a marketing and branding strategy that would highlight the historic places in the neighborhood.

2.2. Objective: Identify and protect historic structures and sites[9]

- Support restoration of historic structures, where feasible. Specifically, determine the level of support desired for five identified districts and buildings of architectural and cultural importance including: 1. Sunset Avenue District, 2. West Hunter Street Baptist Church, 3. Gaines Hall, 4. Furber Cottage, 5. Herndon Homes Museum, and 6. Grace T. Hamilton residence (Figure 46);
- Encourage adaptive re-use of historic structures, through policies and programs to preserve their unique cultural and architectural contributions;
- Evaluate the need for a conservation designation or historic district designation to protect existing assets.

2.3. Objective: Maintain faith-based and academic institutions as neighborhood anchors[10]

- Improve sight lines and visibility of these buildings through site planning, lighting, and vertical architectural elements;
- Reinforce their community importance with supplemental community uses, such as playgrounds, parks and community gardens.

2.4. Objective: Focus on appropriately scaled and designed new housing infill[11]

- Regulate new housing development to include only the predominant typologies found in the neighborhood, such as single family homes, town houses and apartments, in support of existing neighborhood character;
- Maintain the predominantly single family character of housing within the neighborhood, and restrict larger multifamily or mixed use development to select locations only as identified in the Land Use recommendations.[12]

7 Thadani, Vine City Neighborhood LUAP Recommendations, 4.
8 Thadani, Vine City Neighborhood LUAP Recommendations, 11.
9 Thadani, Vine City Neighborhood LUAP Recommendations, 20.
10 Thadani, Vine City Neighborhood LUAP Recommendations, 21.
11 Thadani, Vine City Neighborhood LUAP Recommendations, 26.
12 Thadani, Vine City Neighborhood LUAP Recommendations, 11.

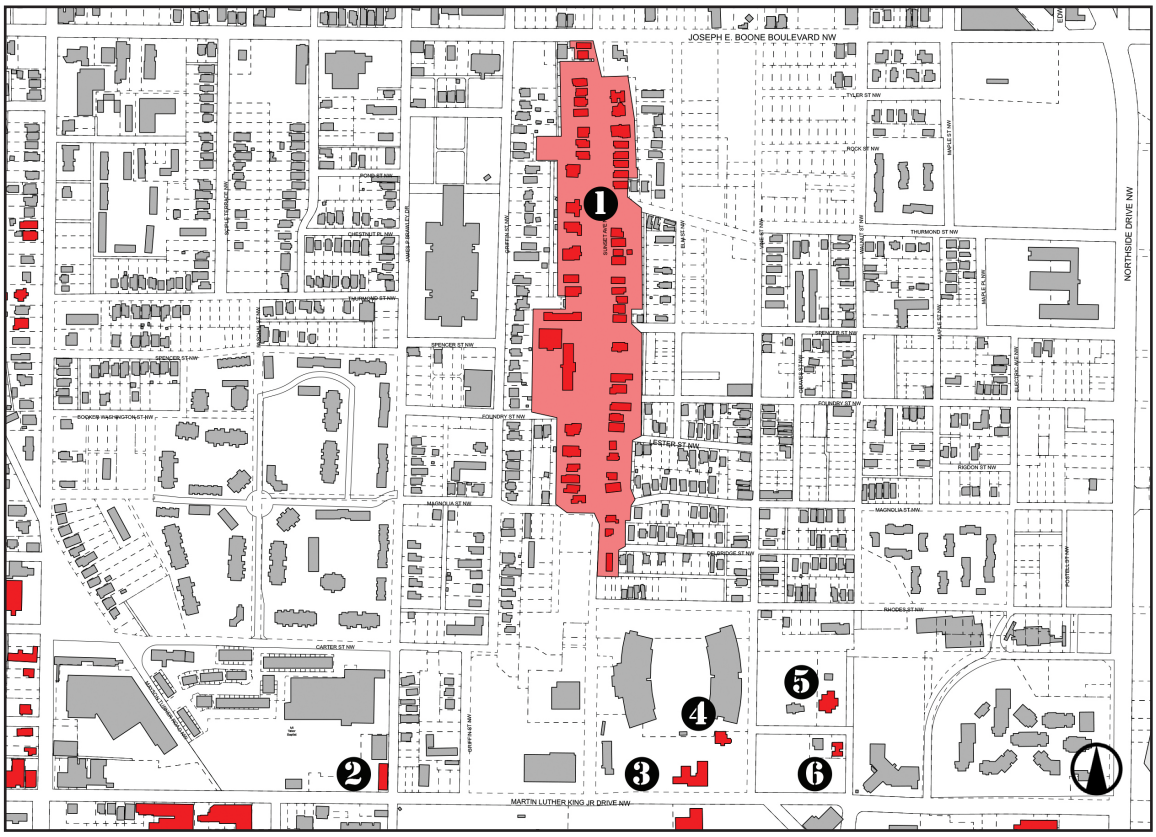


FIGURE 46: VINE CITY MAP OF OPPORTUNITIES FOR HISTORICAL PRESERVATION

FIGURE 47: EXISTING VINE CITY RESIDENTIAL CHARACTER

Goal 3: Invest in Infrastructure

The neighborhood prioritized infrastructure improvements that address public safety, connectivity, parks and green space, and the quality of the public realm.[13] Several combine sewer capacity relief investments are being designed to have a positive impact on localized flooding. These projects will keep storm water out of the sewer lines that will reduce flows in the system throughout the neighborhood. These projects include:

- Rodney Cook Sr. Park Capacity Relief project (pond)
- Boone Boulevard Green Infrastructure project
- Boone Park West
- Recent completion of Lindsay Street Park

3.1. Objective: Improve storm water management practices[14]

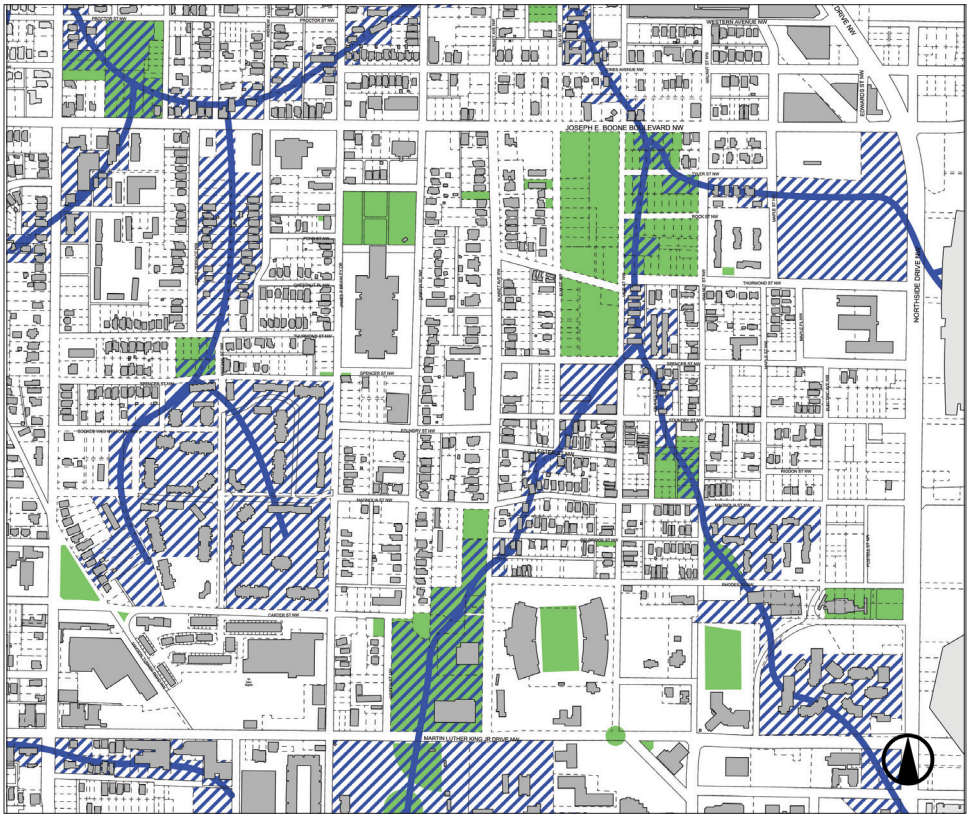
- Implement a moratorium on new buildings or building renovations in flood prone areas identified by the Department of Watershed Management (Figure 49);
- Pave on-street parking surfaces with permeable materials to infiltrate storm water into the water table;
- Identify and prioritize implementation of green storm water practices, to reduce run off and improve water quality.

3.2. Objective: Improve neighborhood thoroughfares for all transportation modes[15]

- Improve pedestrian infrastructure throughout the neighborhood, to meet ADA standards, and focus streetscape improvements on specific streets (Figure 50):
    - James P. Brawley Drive
    - Magnolia Street
    - Vine Street
- Reconfigure streets to include two ten-foot traffic lanes, and an eight-foot on-street parking lane on one side of the street, as possible within the existing right-of-way width;
- Improve pedestrian safety with marked crosswalks, six-foot sidewalks and accessibility ramps (Figure 48).

FIGURE 48: EXAMPLE OF NEIGHBORHOOD INTERSECTION

13 Thadani, Vine City Neighborhood LUAP Recommendations, 12-17.
14 Thadani, Vine City Neighborhood LUAP Recommendations, 9.
15 Thadani, Vine City Neighborhood LUAP Recommendations, 12-13.



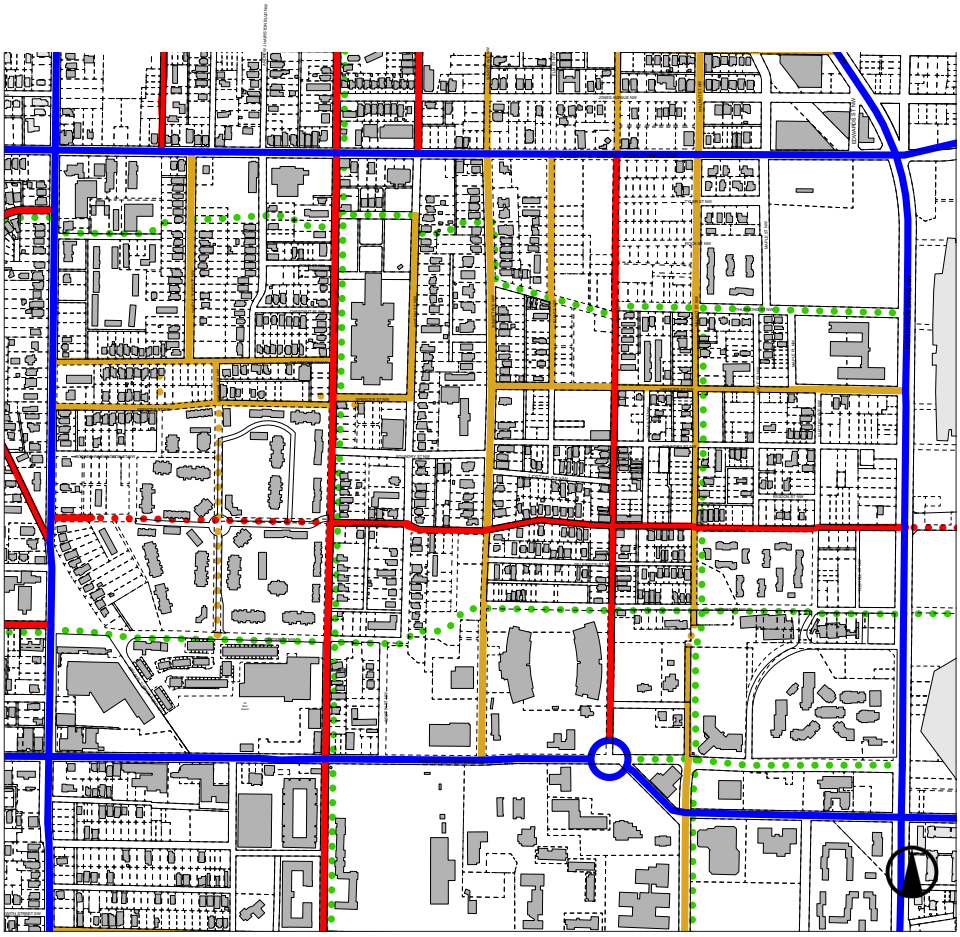
Existing Parks and Gardens

Underground Streams

Properties potentially affected by Underground Streams

Existing Building Footprints

FIGURE 49: VINE CITY EXISTING UNDERGROUND STREAMS MAP



Peripheral Arterial Thoroughfare

Priority Thoroughfares to be Improved

Secondary Thoroughfares to be Improved

Pedestrian and Bicycle Trails

Existing Building Footprints

FIGURE 50: VINE CITY STREET IMPROVEMENTS

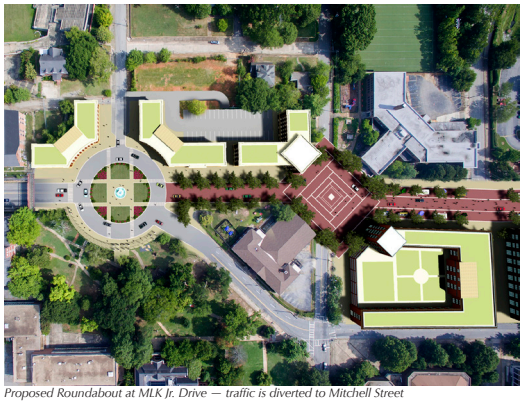
3.3. Objective: Improve connectivity, both within the neighborhood, and to adjacent areas[16]

- Where feasible, acquire right-of-ways to extend existing streets and forge better connections for pedestrian and vehicular networks (Figure 53).
    - Create a pedestrian connection from Rock Street east to Thurmond Street.
    - Extend Magnolia Street west to Joseph E. Lowery Boulevard and east to Andrew Young International Boulevard (following demolition of the Georgia Dome).
    - Extend Paschal Street to intersect Magnolia Way.
    - Create a traffic analysis for a recommended roundabout at Vine Street and Martin Luther King Jr. Drive to connect with Mitchell Street and downtown Atlanta (Figure 51).

3.4. Objective: Strengthen mobility options with Transit Oriented Development (TOD)[17]

- Create TOD development nodes at Ashby and Vine City MARTA stations, within a 10 minute walk radius (Figure 51) and (Figure 53).
    - Concentrate pedestrian infrastructure improvements within TOD nodes;
    - Locate higher intensity land uses and higher density housing within TOD nodes;
    - Encourage vertically mixed-use buildings within TOD nodes.

16 Thadani, Vine City Neighborhood LUAP Recommendations, 14-17.
17 Thadani, Vine City Neighborhood LUAP Recommendations, 28-33.

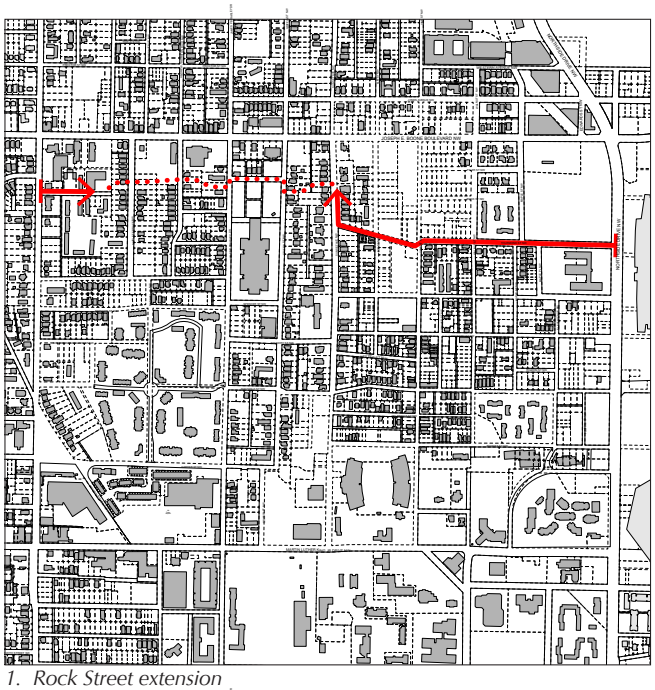


Proposed Roundabout at MLK Jr. Drive — traffic is diverted to Mitchell Street

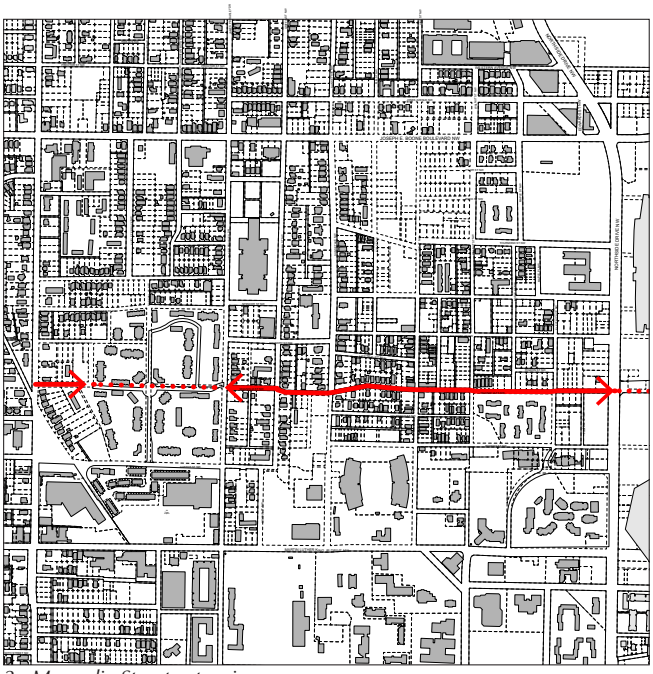
Proposed Roundabout at the intersection of MLK Jr. Drive, Vine, and Mitchell Streets

FIGURE 51: RENDERINGS OF PROPOSED ASHBY STATION TOD AND ROUNDABOUT AT ML KING JR DRIVE

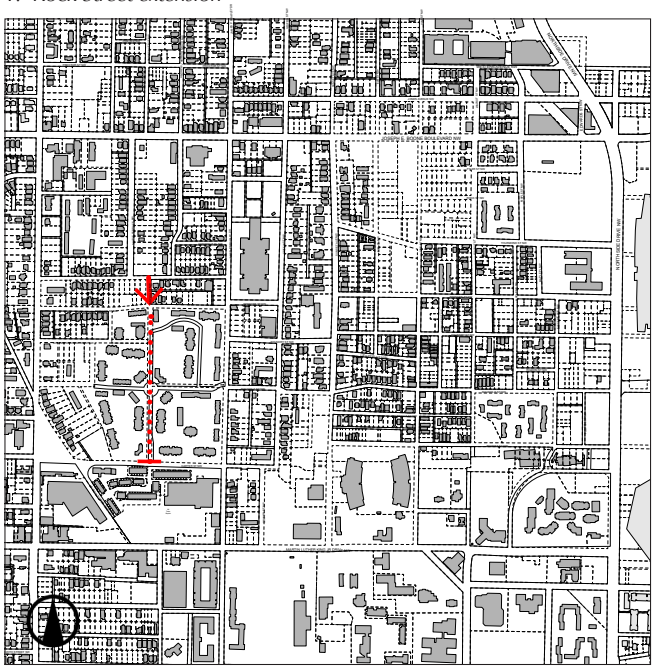
FIGURE 53: RENDERINGS OF PROPOSED VINE CITY STATION TOD



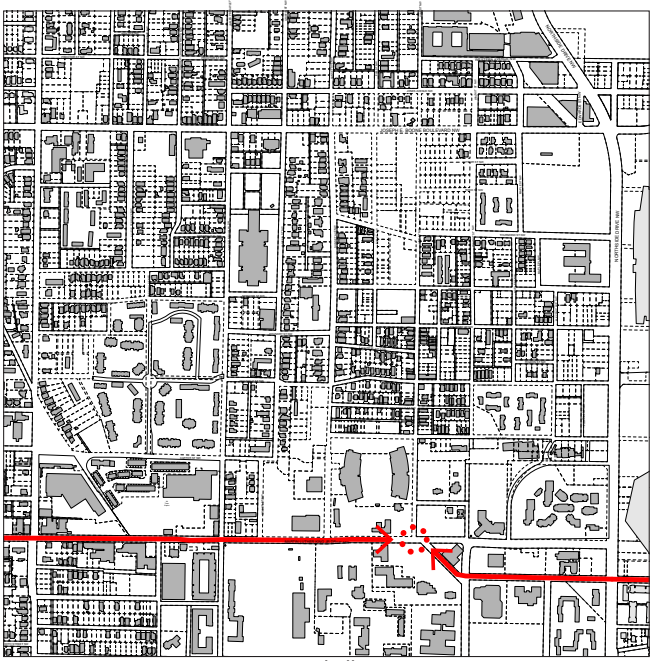
1. Rock Street extension



2. Magnolia Street extension



3. Pascal Street extension



4. MLK Jr. Drive connection to Mitchell Street

FIGURE 52: VINE CITY MAPS OF CONNECTIVITY IMPROVEMENTS

Goal 4: Improve quality of life by increasing access to parks and open space[18]

Neighborhood residents expressed appreciation for the Vine City Park and are excited that Rodney Cook Sr. Park, construction is underway.

4.1. Objective: Review with Parks and Recreation the potential for small local parks distributed throughout the neighborhood, for improved access to green space[19]

- Neighborhood parks, both active and passive, should be scattered throughout the neighborhood for improved access by residents.
- Locate and design neighborhood parks with open, visual access to promote safety.

4.2. Objective: Partner with faith-based institutions to utilize church parking areas for recreational activities during non-peak hours[20]

- Paint basketball courts atop existing parking lots.

4.3. Objective: In partnership with the city's Watershed Management Department designate flood prone properties, unsuitable for development, for future gardens, parks, playgrounds and food growing gardens[21]

Vine City Neighborhood Future Land Use Map

The purpose of the Vine City Neighborhood Future Land Use map is to guide development over the next five years with specific land use recommendations. Conceptually, the plan concentrates new development and redevelopment in clusters to build a critical mass of positive impact for the community. It also concentrates more intensive uses around the two MARTA stations. Infill housing development is focused on areas that have a higher percentage of owner occupied homes.[22]

A rigorous building inventory and assessment of the neighborhood identified a total of 671 buildings. Of these, 51 were determined to be candidates for demolition and 528 require some level of repair and/or possible demolition. 92 buildings are in acceptable condition. There are currently 321 vacant parcels ripe for development.[23]

The parcels that lie in areas historically prone to flooding were mapped. Although storm water management infrastructure improvements are under construction within the neighborhood, the land use recommendation for many of the affected parcels is for green space or gardens to contribute to the sustainable management of this problem.

To close the gap between existing conditions and the community vision, amendments should be made to the Future Land Use Map for the Vine City Neighborhood. The Land Use Map recommends the following strategies.

- Continue the historic pattern of predominantly Single Family land use within the interior blocks of the neighborhood. This builds upon the existing street, block and parcel network to preserve and reinforce the traditional neighborhood development pattern, and support the market forecast for 1,105 additional housing units.
- Change land use in select areas along Vine Street and Joseph P. Brawley Drive to Low Density Residential, to allow for zoning that would permit accessory dwelling units.
- Locate Medium Density Mixed-Use land use along peripheral neighborhood corridors. These include Joseph E. Lowery Boulevard, Joseph E. Boone Boulevard, near the Vine City MARTA Station node, Martin Luther King Jr. Drive, and along Vine Street across from Rodney M. Cook Park.
- Focus High Density Mixed-Use land use along the Northside Drive corridor and at the Ashby MARTA station node. Northside Drive is a high access point to downtown Atlanta, sports venues, and convention halls. It is also a major connector north and south of the City. The higher intensity land use and taller buildings will reinforce the edge of the neighborhood as a boundary.
- Concentrate Green Space land use in flood prone areas and throughout the neighborhood in a distributed manner.

The map on the following page outlines how some of the recommendation align with the Vine City Neighborhood Association's organization of the community in sectors.

Please see the Future Land Use Map and recommended amendments in the pages following the sector map.

18 Thadani, Vine City Neighborhood LUAP Recommendations, 18.
19 Thadani, Vine City Neighborhood LUAP Recommendations, 18.
20 Thadani, Vine City Neighborhood LUAP Recommendations, 18.
21 Thadani, Vine City Neighborhood LUAP Recommendations, 19.
22 Thadani, Vine City Neighborhood LUAP Recommendations, 6.
23 Thadani, Vine City Neighborhood LUAP Recommendations, 8.

5.1 BRAWLEY DRIVE RESIDENTIAL CORRIDOR

5.2 PEDESTRIAN PATHWAY ALONG KENNEDY PARK

5.3 MIXED-USE DEVELOPMENT ON BOONE BOULEVARD

5.4 PATH MULTI-USE TRAIL CONNECTING RODNEY COOK SR. PARK TO CENTENNIAL PARK

5.5 RODNEY COOK SR. PARK

5.6 BOONE BOULEVARD GREEN INFRASTRUCTURE AND CAPACITY RELIEF PROJECT

4.1 LOCAL RETAIL & OFFICE CLUSTER AT INTERSECTION OF BOONE & LOWERY BOULEVARD

4.2 PEDESTRIAN CONNECTION FROM ROCK STREET TO THURMOND STREET

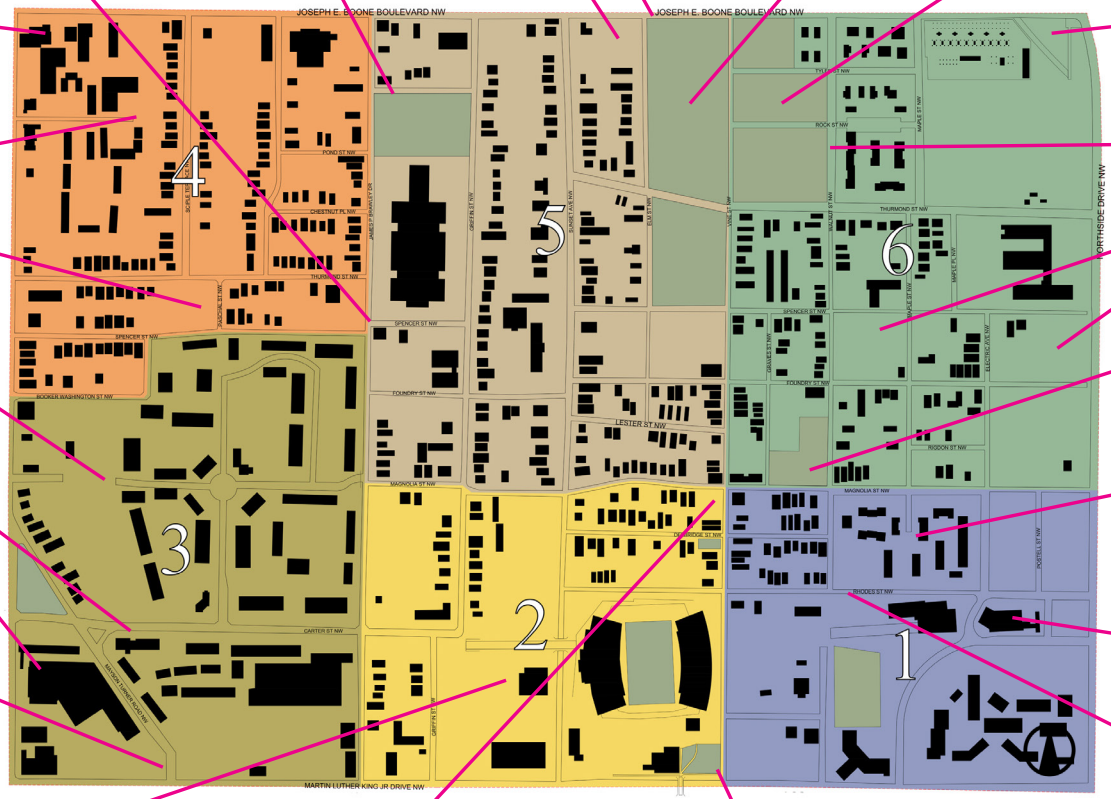
4.3 NEW PARK

3.1 CONNECTING MAGNOLIA STREET FROM LOWERY BOULEVARD TO NORTHSIDE DRIVE

3.2 PATH CONNECTION TO ASHBY MARTA STATION

3.3 TRANSIT ORIENTED DEVELOPMENT AROUND ASHBY MARTA STATION

3.4 NEW RETAIL ALONG MLK Jr. DRIVE



6.1 GATEWAY LANDMARK AT CORNER OF NORTHSIDE DRIVE AND BOONE BOULEVARD

6.2 WALNUT STREET STREETSCAPE IMPROVEMENTS

6.3 SENIOR HOUSING

6.4 REDEVELOPMENT OF NORTHSIDE DRIVE

6.5 VINE CITY PARK

1.1 REDEVELOPMENT OF THE VILLAS AT THE DOME TO INCLUDE NEW RESIDENCES, HOTEL, AND OFFICE BUILDING

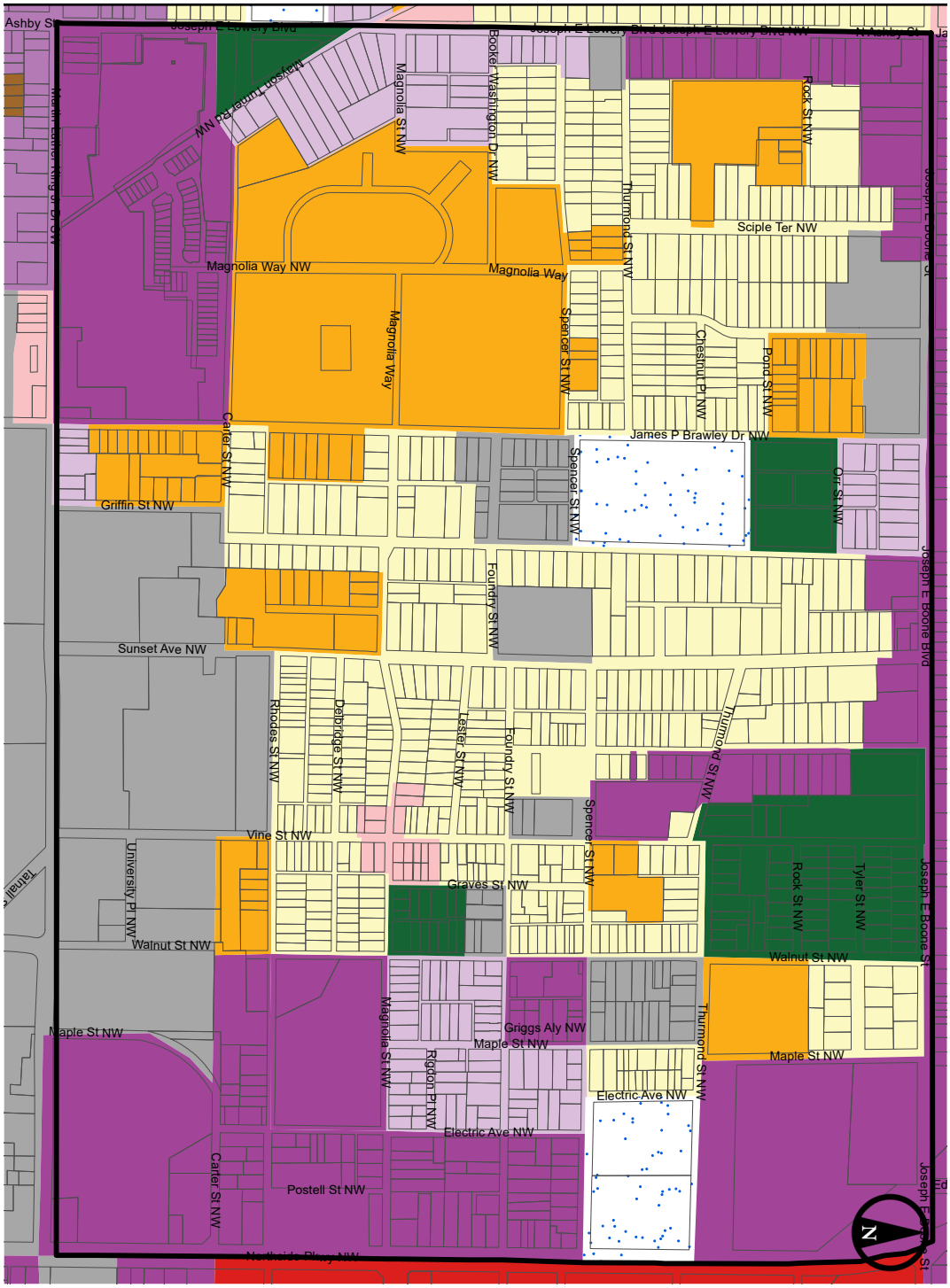
1.2 TRANSIT ORIENTED DEVELOPMENT AT VINE CITY MARTA STATION

1.3 PATH CONNECTION TO VINE CITY MARTA STATION

2.1 SUNSET PARK AND MIXED-USE DEVELOPMENT ALONG MLK Jr. DRIVE

2.2 HISTORIC CENTER AT MAGNOLIA AND VINE STREETS

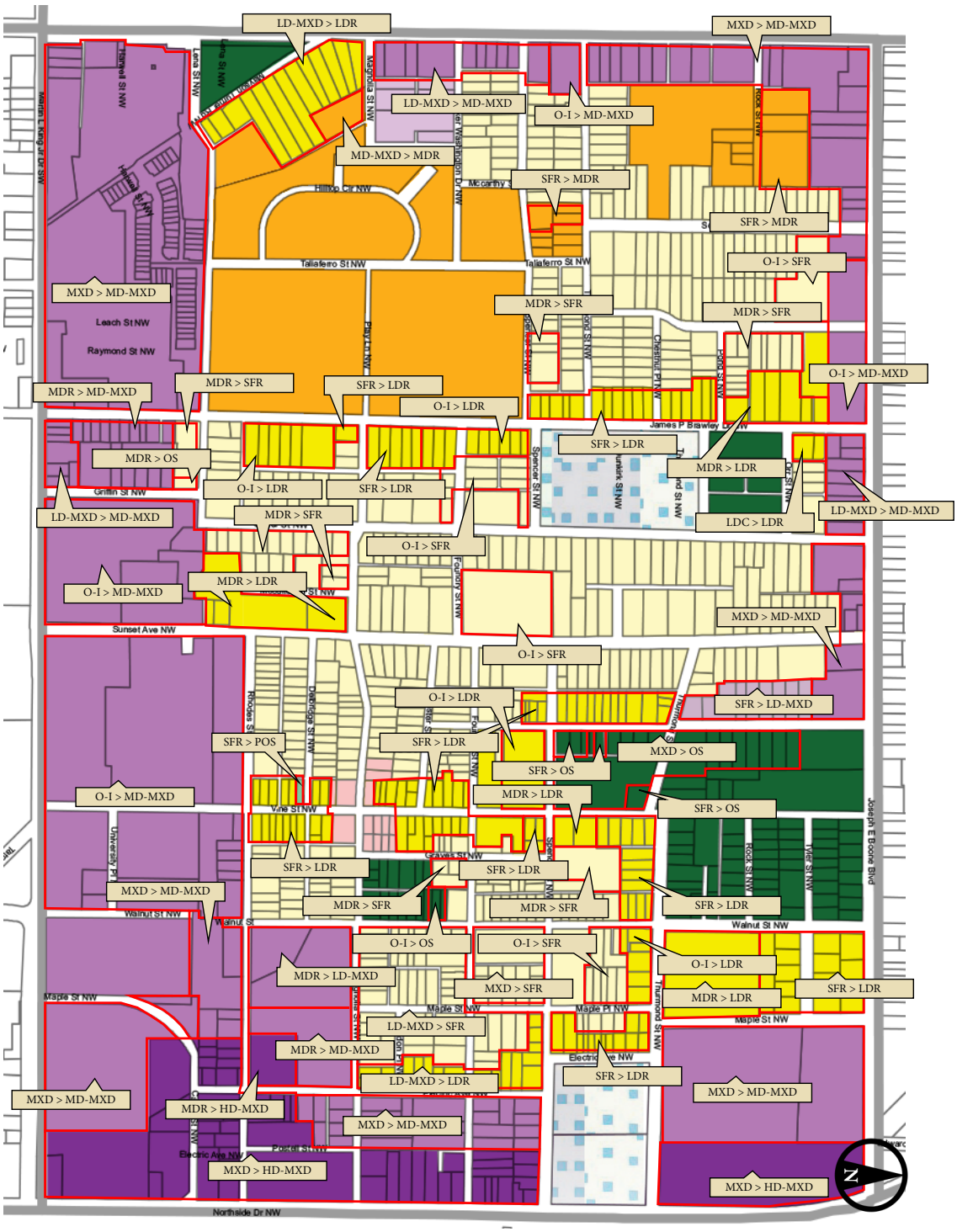
2.3 NEW ROUNDABOUT AND GATEWAY AT VINE STREET AND MLK Jr. DRIVE



Future Land Use Classifications

- Transportation/Communication
- Community Facility
- Single Family Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Very High Density Residential
- Low Density Commercial
- High Density Commercial
- Office/Institution
- Office/Institution/Residential
- Open Space
- POS
- Industrial
- Mixed Use
- Low Density Mixed Use
- Medium Density Mixed Use
- High Density Mixed Use

FIGURE 54: VINE CITY EXISTING FUTURE LAND USE MAP



Future Land Use Classifications

- Transportation/Communication
- Community Facility
- Single Family Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Very High Density Residential
- Low Density Commercial
- High Density Commercial
- Office/Institution
- Office/Institution/Residential
- Open Space
- POS
- Industrial
- Mixed Use
- Low Density Mixed Use
- Medium Density Mixed Use
- High Density Mixed Use

FIGURE 55: VINE CITY PROPOSED FUTURE LAND USE MAP

ATLANTA UNIVERSITY CENTER NEIGHBORHOOD

The Atlanta University Center Neighborhood was founded in 1865, and is home to the largest consortium of African American institutions of higher education. The Team held a series of public outreach sessions and meetings, from March to October 2016, including a visioning session on July 18, 2016. Extensive community input resulted in a vision statement that informs the following goals and objectives.

Vision Statement

"Our vision is to have residents and stakeholders create a thriving historic university district, oriented towards affordable homeownership and quality mixed-income housing; that includes and engages existing and future residents, AUC students and employees, and visitors; and where diverse groups can interact in a safe, walkable, healthy environment with plentiful options for local retail, recreation, entertainment, education, economic opportunity, greenspace, healthcare, and transit." [1]

Goal 1: Acknowledge and Strengthen Neighborhood Assets

During the public outreach process, neighborhood residents and stakeholders recognized the unique features that distinguish their neighborhood, including the physical, cultural and social setting.

1.1. Objective: Encourage homeowners to remain and stabilize the neighborhood[2]

- Identify programs, such as property tax relief grants, to protect against displacement and protect homeowners;
- Provide homeowners with priority home improvement grants, to renovate housing units where needed.
- Increase safety and reduce blight through partnership with city agencies.

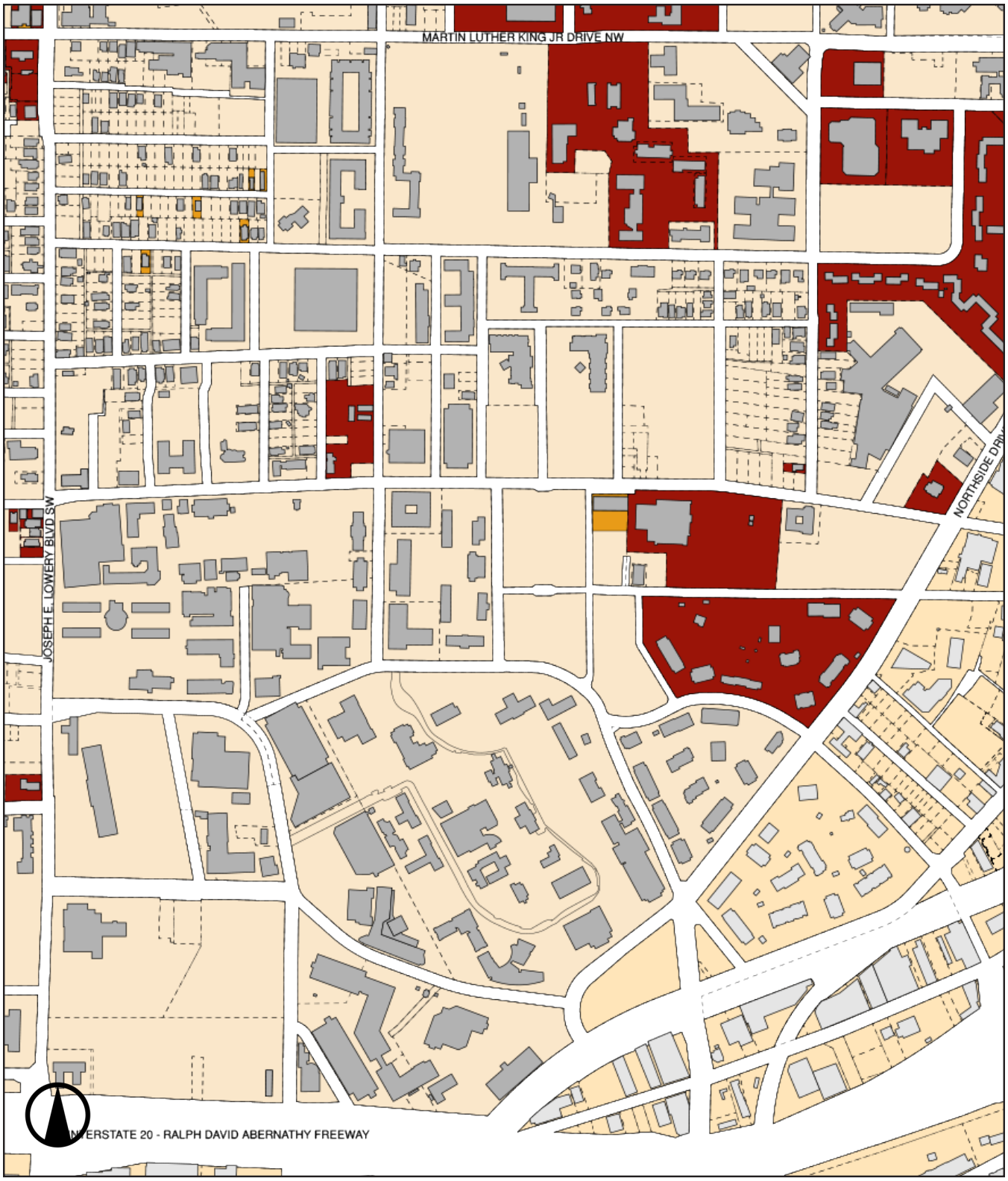
1.2. Objective: Expand housing choice to improve affordability, attract a mix of resident income levels and reduce displacement[3]

- Implement a mechanism to renovate existing housing units including those identified (Figure 56), as needed and appropriate;
- Carry out selective demolition of structures that are not feasible for renovation, and utilize the many existing vacant land parcels (53 were identified) for infill housing construction. These reflect recommendations based on condition of the property or suggested redevelopment plans found in the report;
- Develop new housing with a mix of building typologies, including single family, condominiums, row housing and mixed-use rental apartments. Structure the housing inventory to meet household composition and incomes;
- Identify rental housing programs to develop and maintain a long-term supply of affordable rental units for households in need;
- Provide financing mechanisms to preserve quality subsidized and market rate rental housing.

1.3 Objective: Develop mixed-income housing[4]

- The housing study[5] (appendix) projects that the market will support 1,137 renovated and new housing units in the Atlanta University Center neighborhood, over the next five years.

1 APD Urban Planning + Management, Atlanta University Center Visioning Session Final Report, 2016, 10.
2 Thadani Architects + Urbanists, Atlanta University Center Neighborhood LUAP Recommendations, 2017, 5.
3 Thadani, Atlanta University Center Neighborhood LUAP Recommendations, 6.
4 Thadani, Atlanta University Center Neighborhood LUAP Recommendations, 9.
5 Zimmerman/Volk, Housing Real Estate Analysis



Demolition: Properties assessed to be in poor physical condition or already slated for demolition

Restoration: Properties with character, that need to be evaluated for restoration

As-is or Renovation: Properties that appear to be in good condition, or may need some renovation

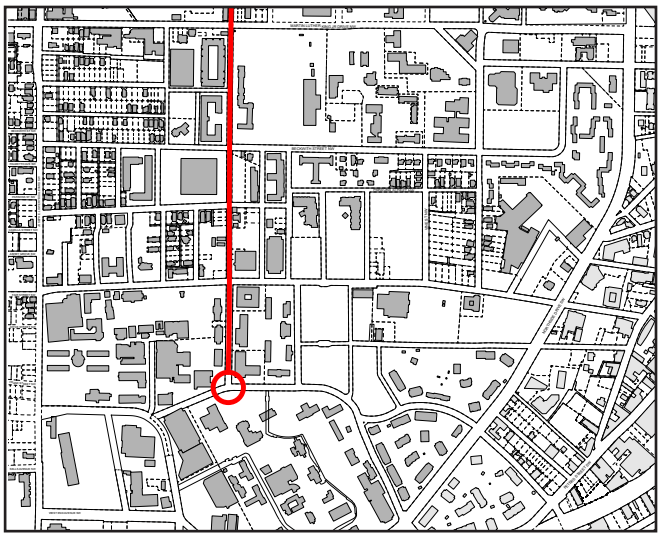
FIGURE 56: AUC BUILDING INVENTORY

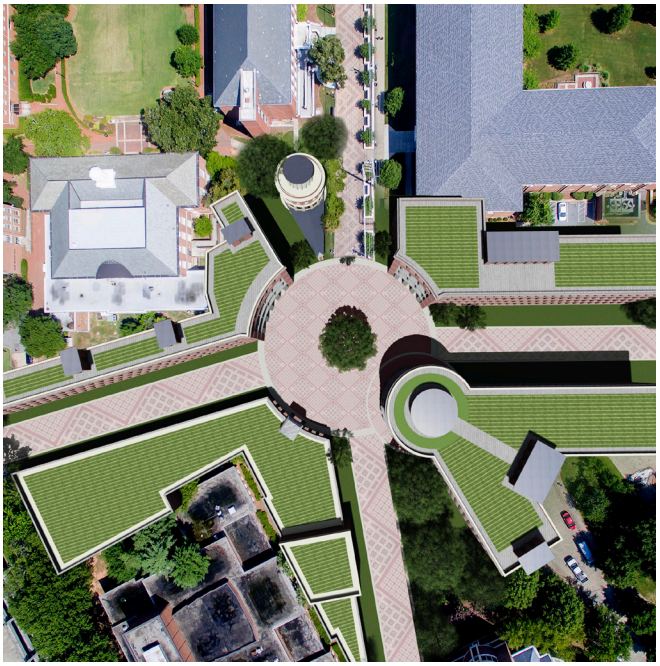
1.4. Objective: Support the existing urban agriculture movement, and its expansion.[6]

- Work with the neighborhood to program green space amenities and expand neighborhood farmers' markets;
- Support urban agriculture with synergistic businesses, such as commercial kitchens, markets and restaurants;
- Investigate community partnerships and resources available through the City Office of Resilience;
- Evaluate properties in flood areas unsuitable for development and utilize them for growing gardens;
- Nurture partnerships between the food growing community and the academic institutions.

1.5. Objective: Improve access to essential goods and services within the neighborhood[7]

- Prioritize new retail and business development at the following three locations (Figure 60);
    - 1. The intersection of Joseph E. Lowery Boulevard and Martin Luther King Jr. Drive at the Ashby MARTA Station (Figure 57).
    - 2. Temporary festivals and celebrations along Martin Luther King Jr. Drive, between Vine Street and Northside Drive.
    - 3. The intersection of West End Avenue and Lee Street with a proposed innovation district for the AUCC schools (Figure 59).
- Encourage the creation of an AUCC Campus Center that acts as a gathering place and increases the quantity of residential units and retail square footage in the neighborhood (Figure 58);
- Support the market projection for the development of up to 15,000 square feet of retail with appropriate land use policies and zoning ordinances;
- Retain existing businesses by identifying policies and programs to protect them.
- Consider a restricted mix of residential and commercial uses corresponding to a Residential Limited Commercial zoning designation along Joseph E. Lowery Bouelvard from Mitchell Street to Atlanta Student Movement Boulevard that would preclude permitted use of convenience stores that sell alcohol.





6 Thadani, Atlanta University Center Neighborhood LUAP Recommendations, 19.

7 Thadani, Atlanta University Center Neighborhood LUAP Recommendations, 23.

FIGURE 57: COMMERCIAL USE ON MARTIN LUTHER KING JR. DRIVE

FIGURE 58: AUC CAMPUS CENTER

FIGURE 59: AUC PROPOSED INNOVATION CENTER

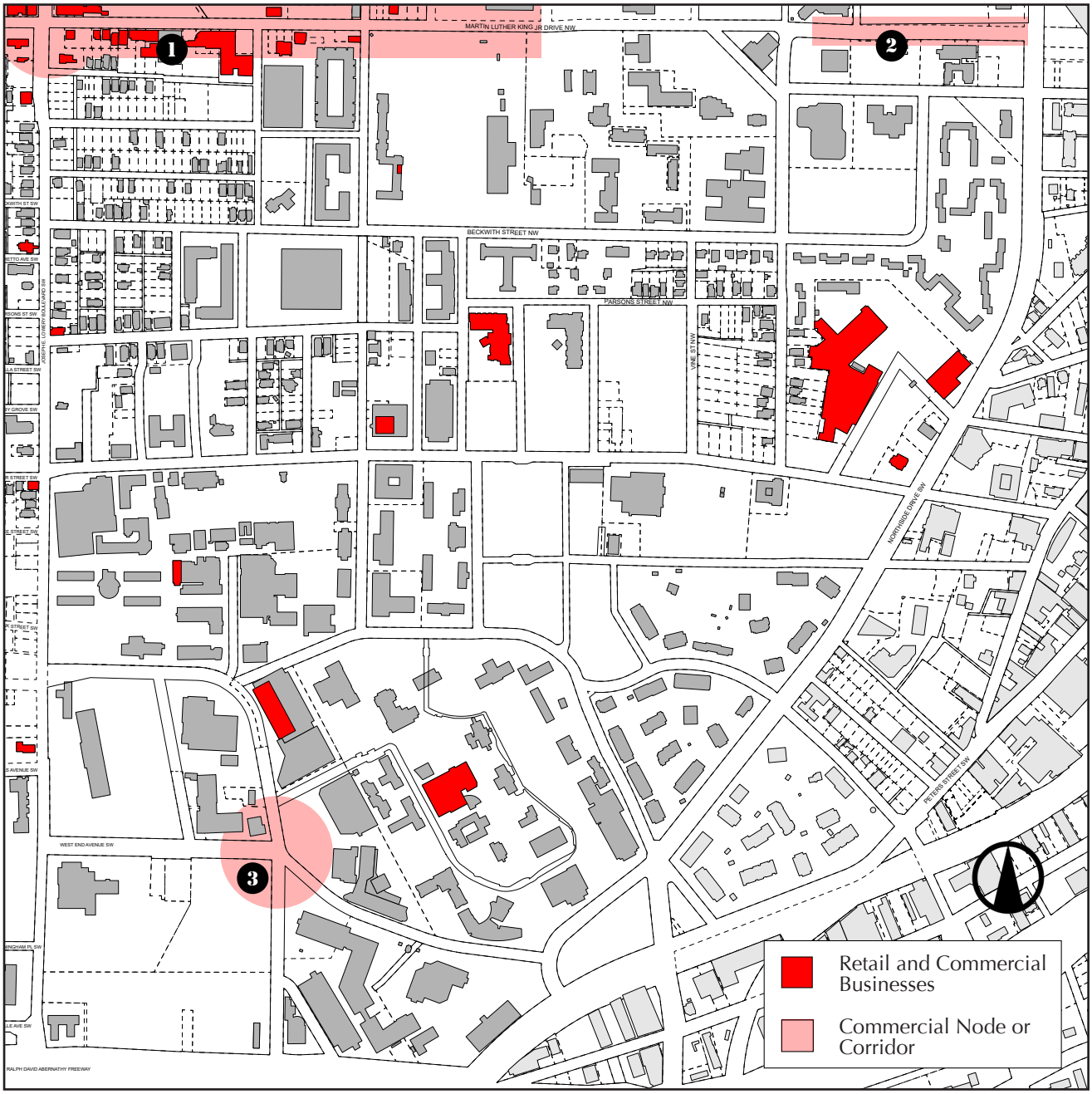


FIGURE 60: PROPOSED COMMERCIAL SPACES

Goal 2: Reinforce the Atlanta University Center's Unique Neighborhood Identity

The neighborhood is rich with African American history, a center for learning, and very accessible to the downtown Atlanta employment center. Today, four institutions of higher education, with 7,500 students, comprise the heart of the neighborhood.[8]

2.1. Objective: Strengthen and Preserve the Existing Architectural Character of the Neighborhood[9]

- Develop zoning ordinances and design guidelines to regulate development/redevelopment in a compatible manner with the existing neighborhood, including urban design, architectural design and landscape architecture;
- Regulate building height by storeys, rather than feet, to allow for greater flexibility in new structures;
- Maintain the existing neighborhood character by limiting buildings to a maximum of three storeys within the central residential areas;
- Mark important boundary streets by permitting up to five-storey buildings: Joseph E. Lowery Boulevard and Martin Luther King Jr. Drive;
- Explore the creation of a marketing and branding strategy that would highlight the historic places in the neighborhood.

2.2. Objective: Identify and protect historic structures/sites[10]

- Support restoration of historic structures, where feasible. Specifically, determine the level of support desired for identified districts and buildings of architectural and cultural importance including (Figure 61) :
    - Commercial buildings located on Martin Luther King Jr. Drive, including Paschal's (1)
    - Fountain Hall (2)
    - Oglethorpe Hall (3)
    - Central United Methodist Church (4)
    - Morehouse College Campus (5)
    - Clark Atlanta University Campus (6)
    - Spelman College Campus (7)
    - Park Street United Methodist Church (8)
- Encourage adaptive re-use of historic structures, through policies and programs, to preserve their cultural contribution to neighborhood identity;
- Evaluate the need for a conservation designation or historic district designation to protect existing historic assets.

2.3. Objective: Maintain and strengthen faith-based and academic institutions as neighborhood anchors[11]

- Improve sight lines and visibility of these buildings through site planning, lighting, and vertical architectural elements;
- Reinforce community importance with supplemental community uses, such as playgrounds, parks and community gardens.

2.4. Objective: Focus on appropriately scaled and designed new housing infill[12]

- Restrict new housing development to the predominant typologies in the neighborhood, such as single family homes, town houses and apartments, in support of existing neighborhood character;
- Maintain the predominantly single family character of housing within the neighborhood, and restrict larger multifamily or mixed use development to select locations only, such as the Martin Luther King Jr. Drive, Joseph E. Lowery Boulevard, and Northside Drive corridors.

8 Thadani, Atlanta University Center Neighborhood LUAP Recommendations, 4.
9 Thadani, Atlanta University Center Neighborhood LUAP Recommendations, 10.
10 Thadani, Atlanta University Center Neighborhood LUAP Recommendations, 20-21.
11 Thadani, Atlanta University Center Neighborhood LUAP Recommendations, 21.
12 Thadani, Atlanta University Center Neighborhood LUAP Recommendations, 26.

1. Paschal's

2. Fountain Hall, Morris Brown College

3. Oglethorpe Hall, Clark Atlanta University

4. Central United Methodist Church

5. Graves Hall, Morehouse College

6. Harkness Hall, Clark Atlanta University

7. Giles Hall, Spelman College

7. Rockefeller Hall, Spelman College

8. Park Street United Methodist Church

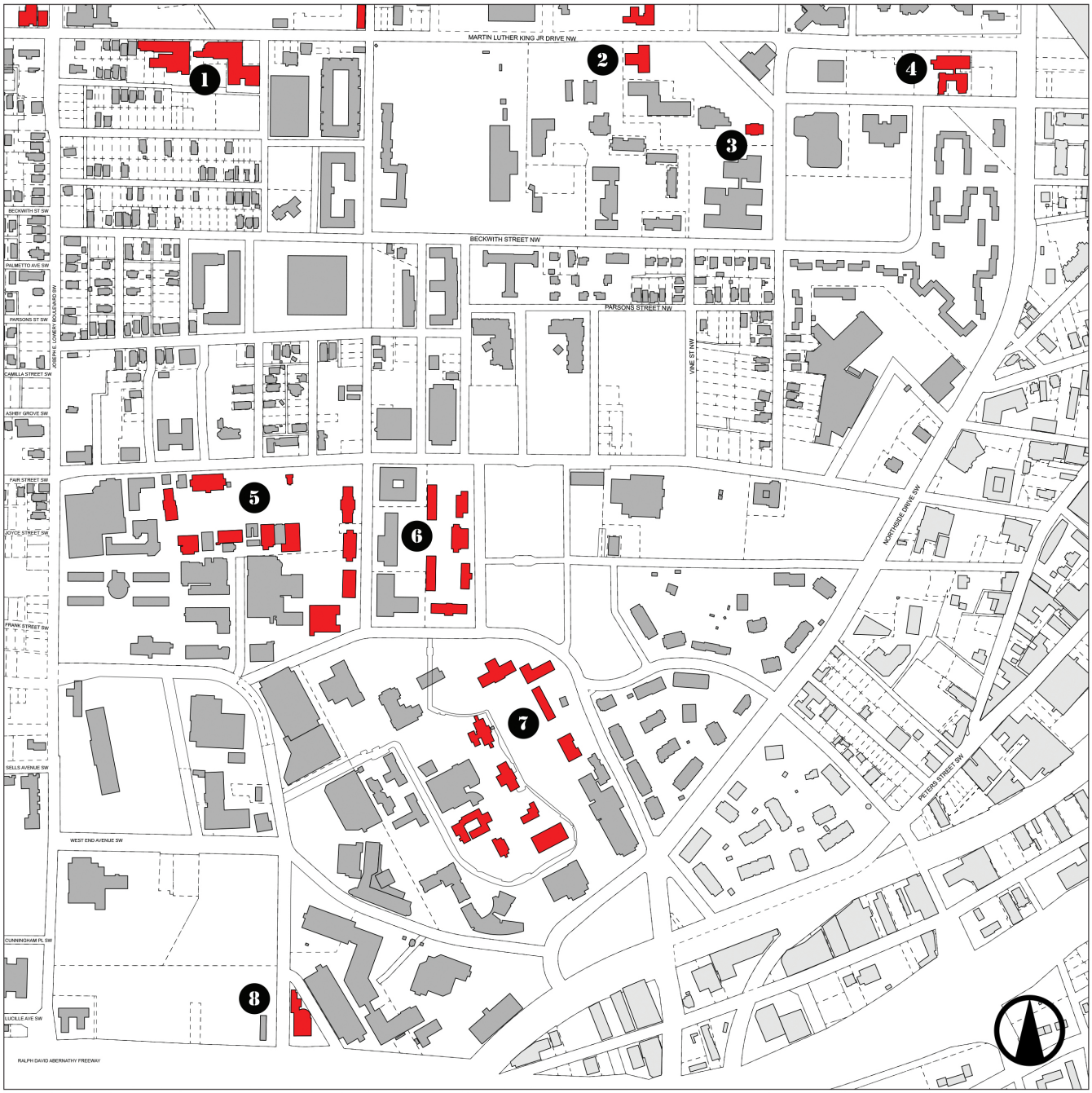


FIGURE 61: AUC LANDMARKS AND HISTORIC PRESERVATION

Goal 3: Invest in Infrastructure

The neighborhood prioritized infrastructure improvements that addressed public safety, connectivity, parks and green space, and a quality public realm.[13]Several combine sewer capacity relief investments are being designed to have a positive impact on localized flooding. These projects will keep storm water out of the sewer lines that will reduce flows in the system throughout the neighborhood.

3.1. Objective: Improve storm water management practices[14]

- Implement a moratorium on new buildings or building renovations in flood prone areas identified by the Department of Watershed Management (Figure 63);
- Commission an in-depth watershed study and modeling that would recommend appropriate strategies to deal with flooding and storm water management, with specific focus on the southeastern portion of the neighborhood;
- Pave on-street parking surfaces with permeable materials to infiltrate storm water into the water table;
- Identify and prioritize implementation of green storm water practices, to reduce run off and improve water quality;
- Partner with Spelman University to refine and implement proposed storm water management concept plans.

3.2. Objective: Improve neighborhood thoroughfares for all transportation modes[15]

- Improve 20% of streets and pedestrian infrastructure throughout the neighborhood, to meet ADA standards with an emphasis on the following streets (Figure 64):
    - Atlanta Student Movement Boulevard
    - James P. Brawley Drive
    - Lee Street
- Reconfigure streets to include two ten-foot traffic lanes, and an eight-foot on-street parking lane on one side of the street, as possible within the existing right-or-way width;
- Implement Pedestrian and Bicycle Trails on (Figure 64):
    - Atlanta Student Movement Boulevard
    - James P. Brawley Drive
    - Walnut Street
    - West End Avenue
    - Westview Drive
- Improve pedestrian safety with marked crosswalks, six-foot sidewalks and accessibility ramps especially on Joseph Lowery at the intersections of Westview Drive and West End Drive (Figure 62).

FIGURE 62: STREETSCAPE IMPROVEMENT LOWERY

3.3. Objective: Improve connectivity, both within the neighborhood, and to adjacent areas[16]

- Where feasible, acquire right-of-ways to extend existing streets and forge clear, connected networks for pedestrians, bicycles and vehicles (Figure 65).
    - Reconnect Beckwith Street to Northside Drive
    - Reopen and improve Greensferry Avenue, between Morehouse College and Spelman College
    - Explore building a roundabout at Vine Street and Martin Luther King Jr. Drive to connect with Mitchell Street after a thorough traffic study is completed
    - Reinforce Brawley Drive as a connection from the AUC colleges to Georgia Institute of Technology
- Support the use of Brawley Drive as a multi-modal corridor connecting the neighborhood with a looping shuttle bus from the AUC schools to the Georgia Tech Campus

3.4. Objective: Strengthen mobility options with Transit Oriented Development (TOD)[17]

- Create TOD developments at Ashby and Vine City MARTA stations, within a ten minute walk radius;
- Concentrate pedestrian improvements and amenities;
- Locate higher density, and land uses with vertically mixed income housing within TOD nodes.

13 Thadani, Atlanta University Center Neighborhood LUAP Recommendations, 12-17.
14 Thadani, Atlanta University Center Neighborhood LUAP Recommendations, 8.
15 Thadani, Atlanta University Center Neighborhood LUAP Recommendations, 12-13.
16 Thadani, Atlanta University Center Neighborhood LUAP Recommendations, 14-17.
17 Thadani, Atlanta University Center Neighborhood LUAP Recommendations, 28-29.a

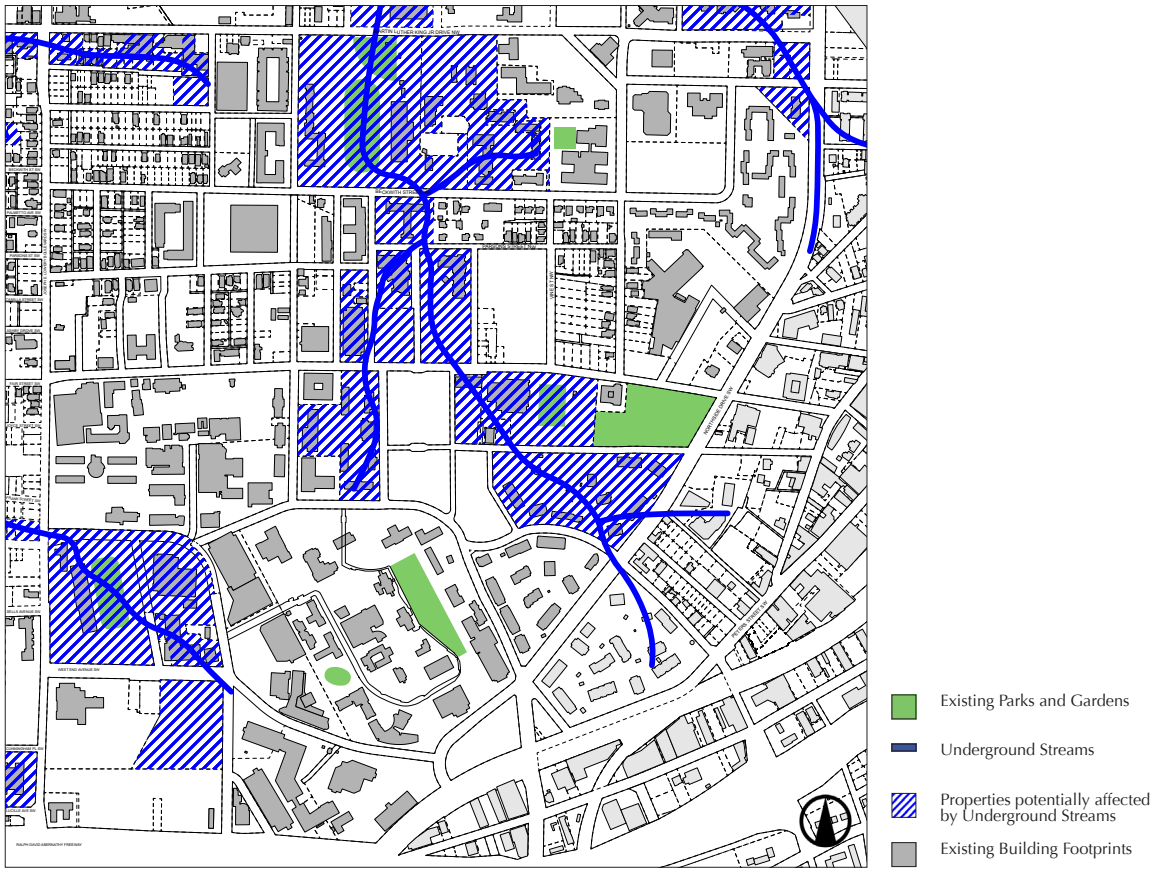


FIGURE 63: AUC PROPERTIES AFFECTED BY UNDERGROUND STREAMS

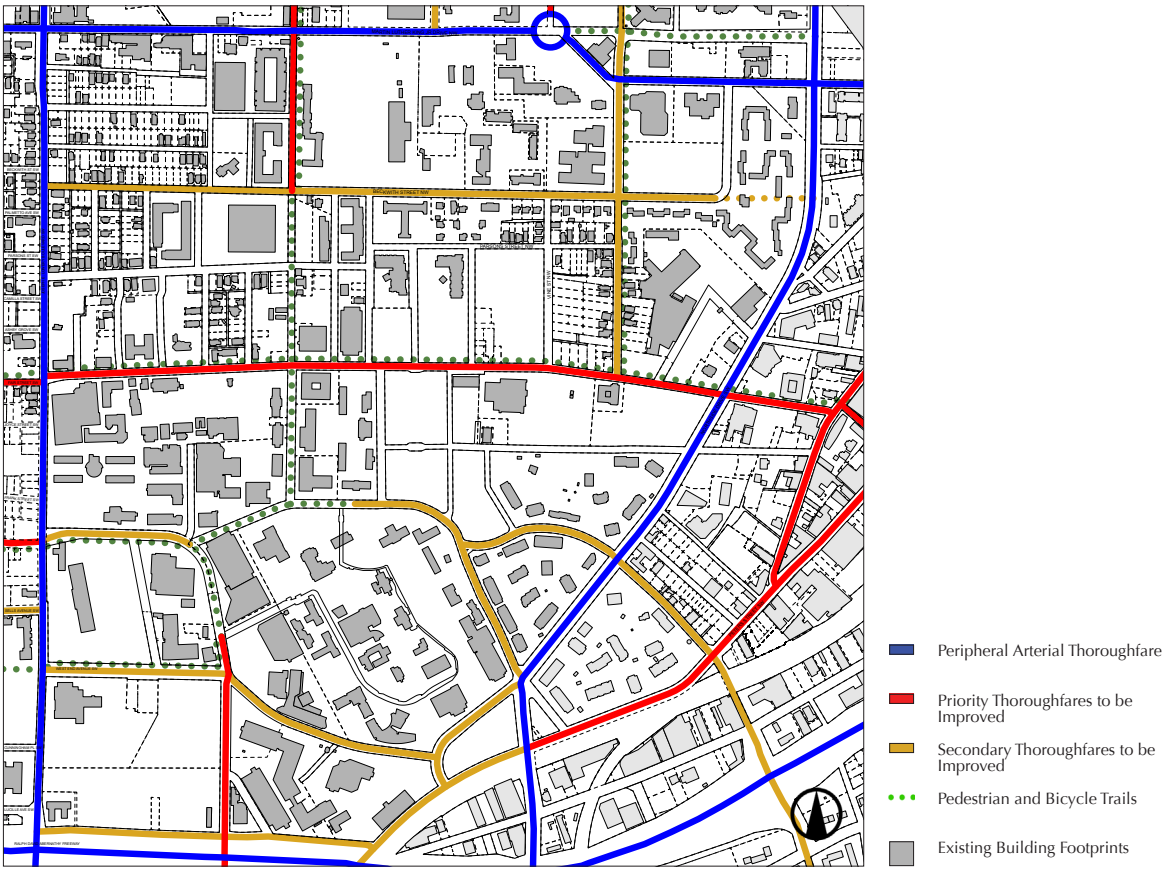


FIGURE 64: AUC PROPOSED THOROUGHFARE IMPROVEMENTS

Goal 4: Enhance quality of life with improved resident access to parks and green space[18]

Today, most of the existing green space is located on institutional properties.

4.1. Objective: Review with Parks and Recreation the potential for small local parks distributed throughout the neighborhood, for improved access to green space.

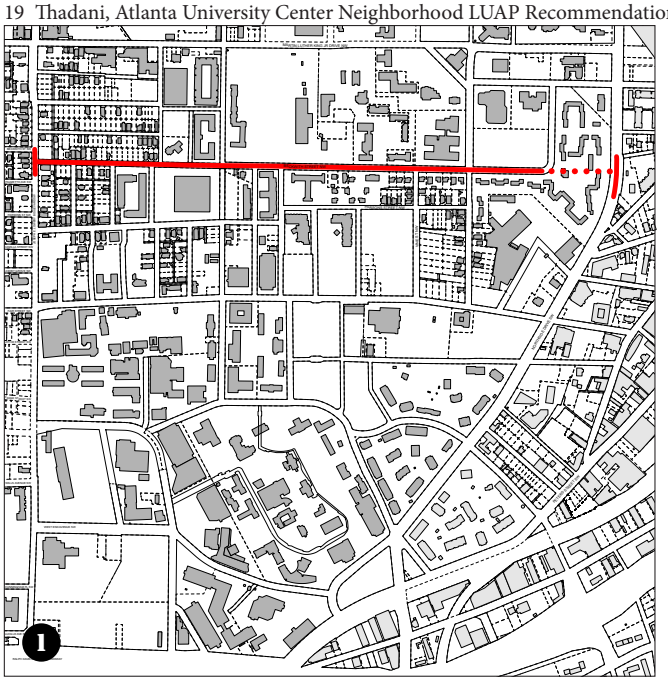
- Neighborhood parks should be distributed within the neighborhood to increase access for all residents, and include both passive and active green space.
- Locate and design neighborhood parks with open, visual access to promote safety.

4.2. Objective: Improve Johnson Park, the only existing public park in the neighborhood

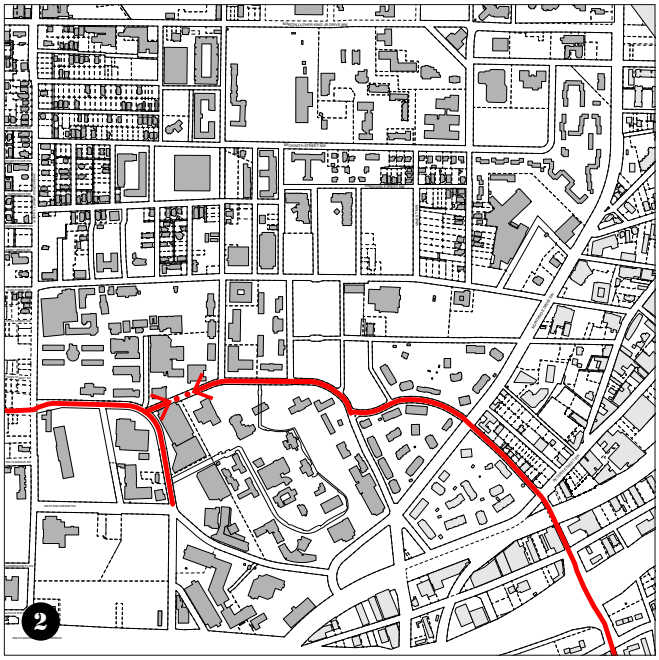
- Explore potential partnerships with the AUC and Park Pride to fund improvements.

4.3. Objective: Designate flood prone properties and vacant land, unsuitable for development, for future gardens, parks, playgrounds and food growing gardens[19]

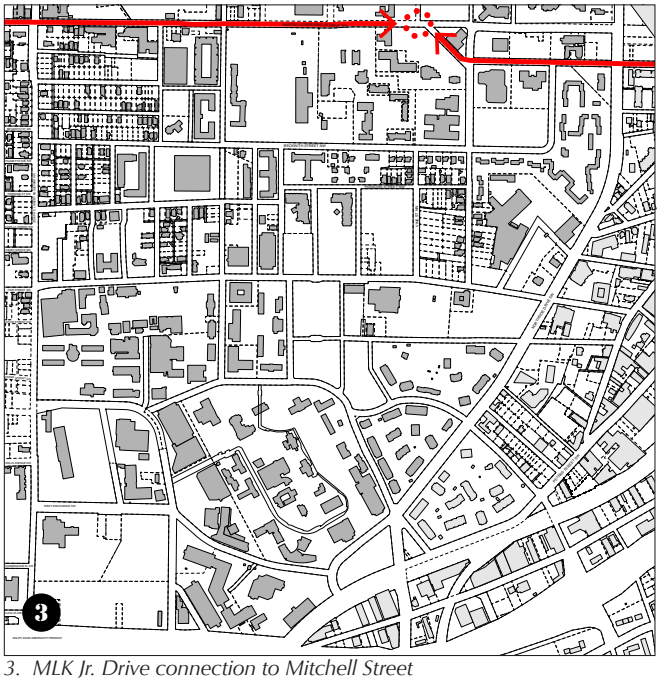
18 Thadani, Atlanta University Center Neighborhood LUAP Recommendations, 18-19.
19 Thadani, Atlanta University Center Neighborhood LUAP Recommendations, 8.



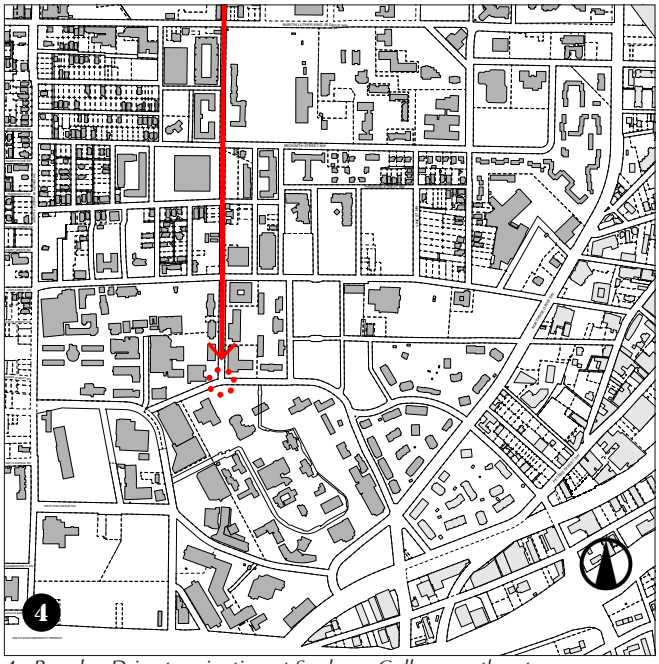
1. Beckwith Street extension



2. Greenferry Avenue re-connection



3. MLK Jr. Drive connection to Mitchell Street



4. Brawley Drive termination at Spelman College north gate

FIGURE 65: AUC PROPOSED CONNECTIVITY IMPROVEMENTS

Atlanta University Center Neighborhood Future Land Use Map

The purpose of the Atlanta University Center Neighborhood Future Land Use Map is to guide development over the next five years. Conceptually, the map concentrates new development and redevelopment in clusters to build a critical mass of positive impact for the community. It also concentrates more intensive uses around the two MARTA stations that lie to the north of Martin Luther King Jr. Drive. Infill housing development should focus in areas that possess current single family uses.[20]

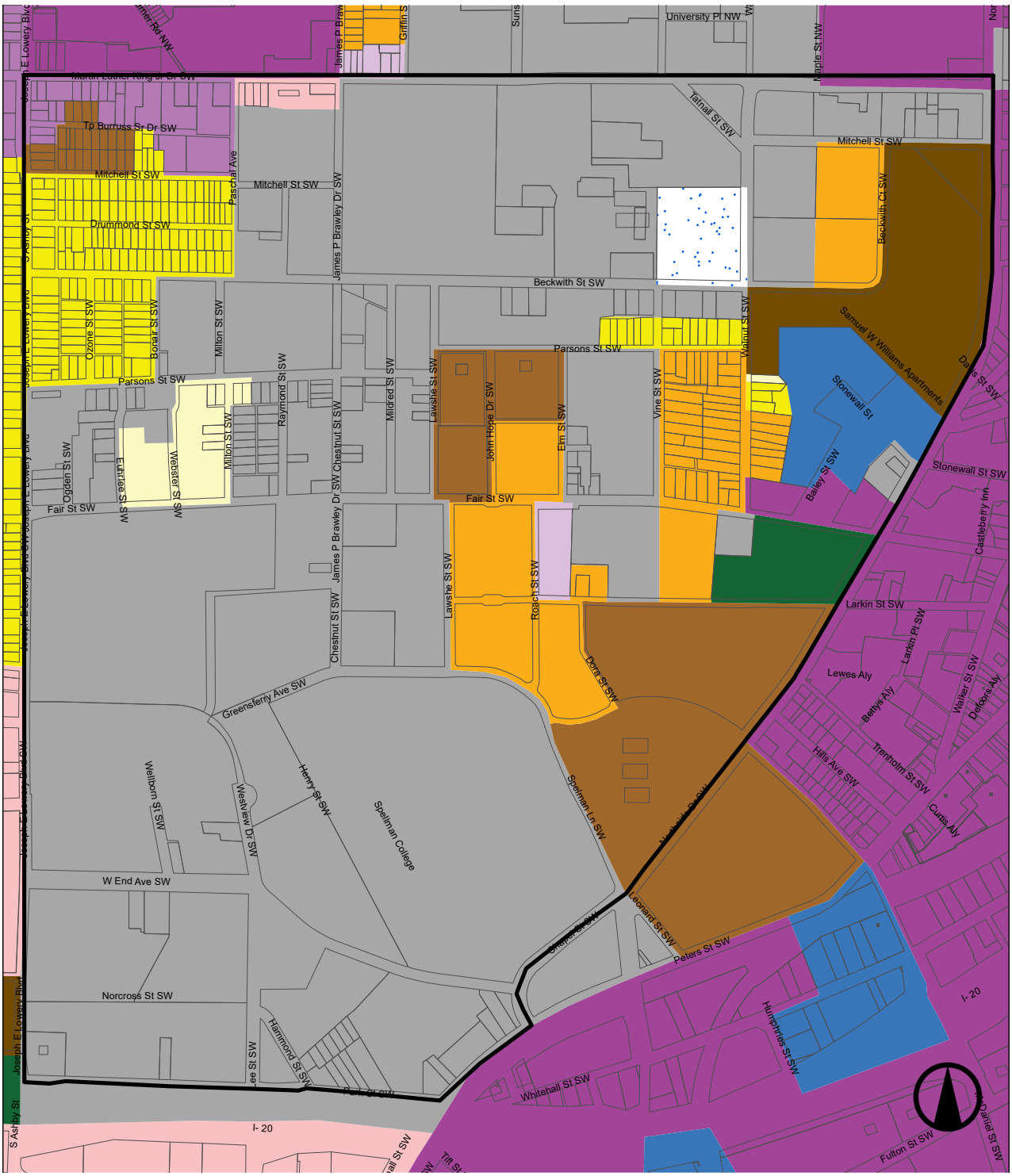
A rigorous building inventory and assessment of the neighborhood identified a total of 350 buildings. Of these, 32 were determined to be candidates for demolition and 7 hold potential for renovation. There are currently 53 vacant or about to be demolished parcels, ripe for development.[21]

The Future Land Use Map recommends the following strategies. Amendments should be made to the Land Use Map of the Atlanta University Center Neighborhood, in order to close the gap between existing conditions and the community vision:

- Most of the existing land use within the neighborhood is occupied by institutions of higher education, and these uses will not change in the foreseeable future. However, complementary land uses to the institutions are proposed.
- Retain the historic pattern of single family residential land uses within the two interior areas of the neighborhood. These remaining residential parcels should be modified to Low Density Residential land use, to permit accessory dwellings.
- Strengthen neighborhood commercial corridors with Medium Density Mixed-Use land use along peripheral neighborhood corridors. These include Joseph E. Lowery Boulevard, the Vine City MARTA station node, Martin Luther King Jr. Drive, and at the juncture of Atlanta Student Movement Boulevard and Roach Street. This will support the market need for community based services and businesses, and additional housing units.
- Focus High Density Mixed-Use land uses along Northside Drive. Northside Drive is a busy access point to downtown Atlanta, sports venues, and convention halls. It is also a major connector to points north and south of the City. The higher intensity uses along this corridor will function as a strong neighborhood boundary.

Please see the following Future Land Use Map and recommended amendments.

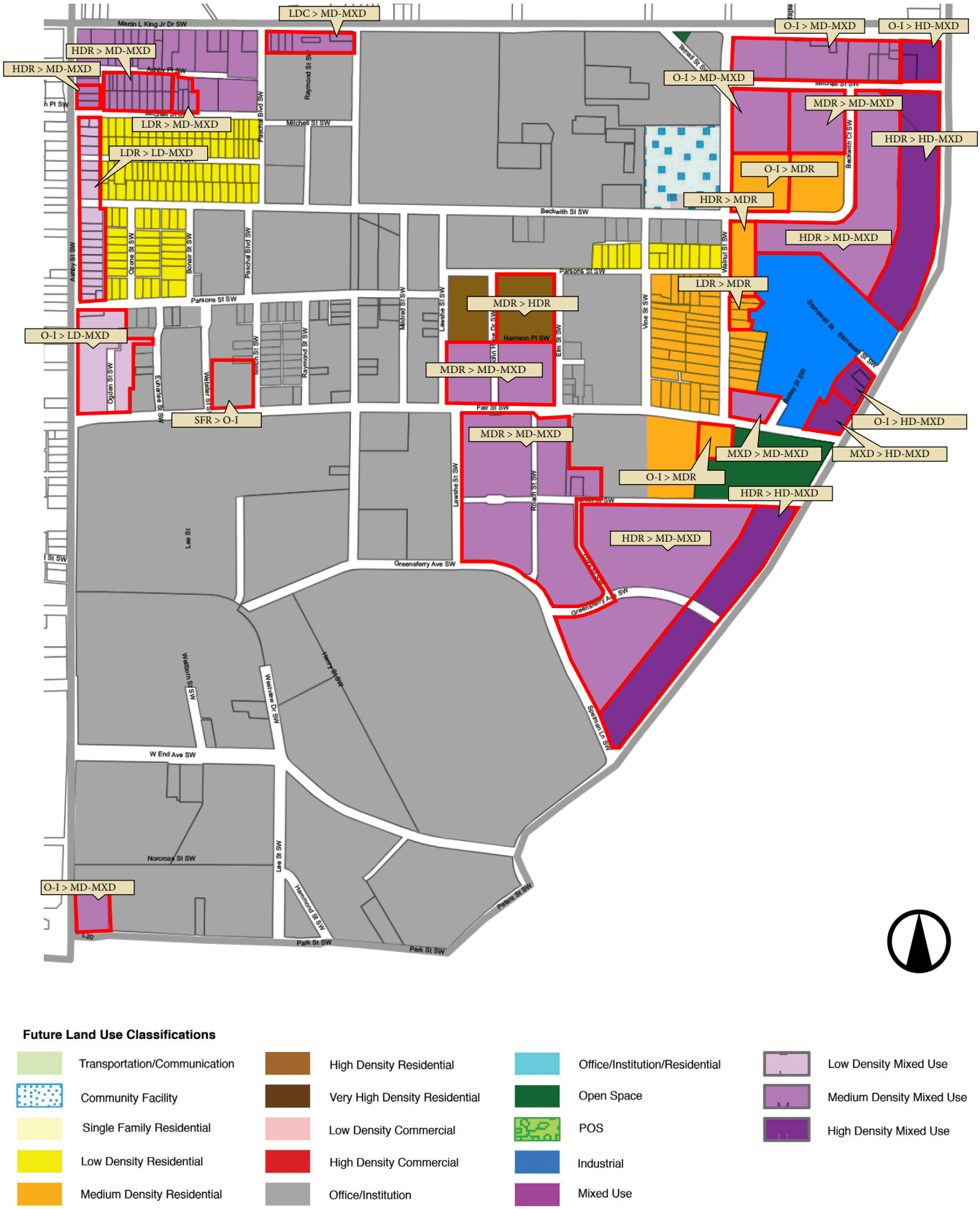
20 Thadani, Atlanta University Center Neighborhood LUAP Recommendations, 7.
21 Thadani, Atlanta University Center Neighborhood LUAP Recommendations, 6.



Future Land Use Classifications

- Transportation/Communication
- Community Facility
- Single Family Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Very High Density Residential
- Low Density Commercial
- High Density Commercial
- Office/Institution
- Office/Institution/Residential
- Open Space
- POS
- Industrial
- Mixed Use
- Low Density Mixed Use
- Medium Density Mixed Use
- High Density Mixed Use

FIGURE 66: ATLANTA UNIVERSITY CENTER EXISTING FUTURE LAND USE MAP



Future Land Use Classifications

Transportation/Communication	High Density Residential	Office/Institution/Residential	Low Density Mixed Use
Community Facility	Very High Density Residential	Open Space	Medium Density Mixed Use
Single Family Residential	Low Density Commercial	POS	High Density Mixed Use
Low Density Residential	High Density Commercial	Industrial	
Medium Density Residential	Office/Institution	Mixed Use	

FIGURE 67: ATLANTA UNIVERSITY CENTER PROPOSED FUTURE LAND USE MAP

ASHVIEW HEIGHTS NEIGHBORHOOD

The Team worked in collaboration with neighborhood residents to develop a vision for the Ashview Heights Neighborhood during a series of public meetings. Public engagement, work sessions and presentations were made over a seven-month period, from March to October, 2016.[1] The meetings drew upon previously completed planning efforts, including public input and findings. The Ashview Heights neighborhood encompasses three associations: Booker T. Washington Community Association, Ashview Heights Community Association, and Just Us Neighborhood Association.

Ashview Heights Neighborhood Vision

"To create a diverse and sustainable, multi-generational community with high quality mixed-income housing, locally owned retail, and walkable greenspace; in a safe, healthy, and civic environment that promotes family, education, and home ownership; and encourages traditionally designed, primarily single family development and rehabilitation which reflects and preserves the history and culture of Ashview Heights, Just Us, and Booker T. Washington."[2]

Goal 1: Acknowledge and Strengthen Neighborhood Assets

During the public outreach process, neighborhood residents clearly articulated the aspects that set the neighborhood apart, including physical amenities and cultural and social traditions.

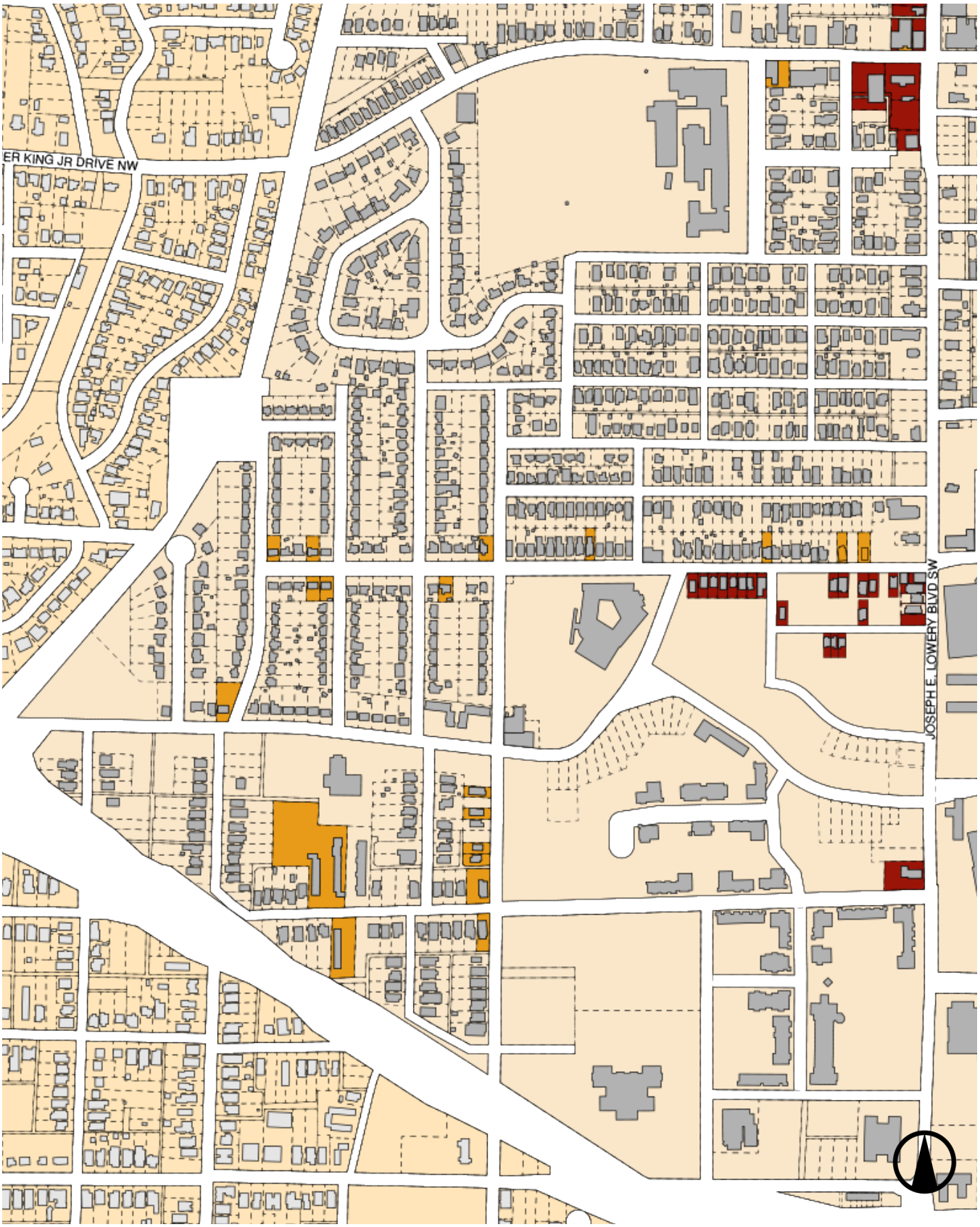
1.1. Objective: Encourage homeowners to remain and further stabilize the neighborhood[3]

- Identify programs, such as property tax relief grants, to protect against displacement and protect homeowners;
- Provide homeowners with priority home improvement grants, to renovate structures where needed.
- Increase safety and reduce blight through partnership with city agencies.

1.2. Objective: Expand housing choice to improve affordability, attract a mix of resident income levels and reduce displacement[4]

- Implement a mechanism to renovate housing units where needed and appropriate, including the 26 identified structures (Figure 68);
- Carry out selective demolition of buildings that cannot be renovated (27 identified), and utilize available vacant land for infill housing development. These reflect recommendations based on condition of the property or suggested redevelopment plans found in the report;
- Develop new housing with a mix of building typologies, including rental apartments, condominiums, town houses and single family homes (Figure 69);
- Structure the housing inventory to meet household composition and incomes, establishing a healthy mix of affordable (80% or less of Area Median Income) and market rate housing and emphasizing a broad mix of incomes that avoids over-concentration of subsidized units;

1 Thadani Architects + Urbanists, Ashview Heights Neighborhood LUAP Recommendations, 2017, 4.
2 APD Urban Planning & Management, Ashview Heights Visioning, Final Report, 2016,.9.
3 Thadani, Ashview Heights Neighborhood LUAP Recommendations, 5.
4 Thadani, Ashview Heights Neighborhood LUAP Recommendations, 10.



Demolition: Properties assessed to be in poor physical condition or already slated for demolition

Restoration: Properties with character, that need to be evaluated for restoration

As-is or Renovation: Properties that appear to be in good condition, or may need some renovation

FIGURE 68: ASHVIEW HEIGHTS BUILDING INVENTORY

- Identify rental housing programs to develop and maintain a supply of affordable rental units for households in need;
- Provide financing mechanisms to preserve quality subsidized and market rate rental housing.

1.3. Objective: Support existing urban agriculture and expansion[5]

- Change the land uses of existing food gardens to open space.
- Work with the neighborhood to program green space amenities and expand neighborhood farmers' markets;
- Support urban agriculture programs like Truly Living Well, with synergistic businesses, such as commercial kitchens, markets and restaurants;
- Investigate community partnerships and resources available through the City of Atlanta Office of Resilience;
- Evaluate properties in flood prone areas, unsuitable for development, and utilize for growing gardens.

1.4. Objective: Improve access to essential goods and services within the neighborhood[6]

- Locate new retail and business development at key intersections or crossroads, including the intersection of Lawton Street and Westview Drive (Figure 70) and (Figure 69)and Westview Drive and the BeltLine (coffee shops, dry cleaners, and entertainment);
- Identify and implement policies to protect existing community businesses;
- Restore commercial uses on Martin Luther King Jr. Drive, particularly the renovation of the old Ashby Theater;
- Identify a location for structured parking, within close proximity to commercial uses along the corridors.
- Advocate for changes in city law regarding the grandfathering of liquor licenses to encourage the replacement of alcohol-oriented businesses within the neighborhood.
- Consider a restricted mix of residential and commercial uses corresponding to a Residential Limited Commercial zoning designation along Joseph E. Lowery Bouelvard from Washington Place to Fair Street that would preclude permitted use of convenience stores that sell alcohol.

5 Thadani, Ashview Heights Neighborhood LUAP Recommendations, 19.
6 Thadani, Ashview Heights Neighborhood LUAP Recommendations, 25.

FIGURE 69: PROPOSED HOUSING AT LOWERY BOULEVARD AND WEST END AVENUE

FIGURE 70: PROPOSED LAND USES AT WESTVIEW DRIVE AND LAWTON STREET

Goal 2: Reinforce Unique Neighborhood Identity

The neighborhood is rich with history, including important structures such as Booker T. Washington High School, and as the first black owned and constructed subdivision in the City. There is strong desire to preserve the historic architectural nature of homes and other structures in the neighborhood.[7]

2.1. Objective: Strengthen and Preserve the Existing Architectural Character of the Neighborhood[8]

- Develop zoning codes and design guidelines to regulate development/redevelopment in a compatible manner with the existing neighborhood, including urban design, architectural styles and landscape architecture (Figure 71);
- Regulate building heights by storeys, rather than feet, to allow for greater flexibility of ground floor commercial structures;
- Explore the creation of a marketing and branding strategy that helps identify locations for neighborhood gateways, positive community branding, improved historic signage, etc.
- Maintain the existing neighborhood character with a maximum of three storey buildings within the residential areas of the neighborhood;
- Mark important intersections and boundary streets by permitting up to five-storey buildings.

2.2. Objective: Identify and protect historic structures and sites[9]

- Support the restoration of historic structures, where feasible (Figure 72) including:
    - Booker T. Wahsington High School (14)
    - Graham W. Jackson House (15)
    - Washington Park Library, (16)and
    - Omenala Griot Afrocentric Museum and Event Center (17).
- Encourage adaptive re-use of historic structures, through policies and programs, to preserve their unique cultural and architectural value;
- Evaluate the need for a conservation designation or historic district designation to protect existing assets.[10]
- Create incentives to support homeowners with the restoration of their historically significant homes.

2.3. Objective: Maintain faith-based and academic institutions as neighborhood anchors[11]

- Improve sight lines and visibility of these buildings through site planning, lighting, and vertical architectural elements;
- Reinforce their community importance with supplemental community uses, such as playgrounds, parks and community gardens.

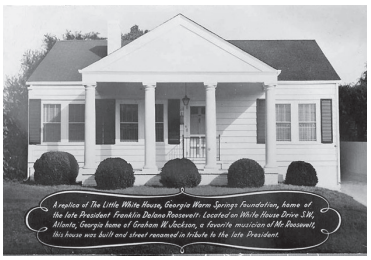
2.4. Objective: Focus on appropriately scaled and detailed new housing infill[12]

- Regulate new housing development to permit the predominant typologies found in the neighborhood, such as single family homes, town houses and mixed-use apartments, to support existing neighborhood character. Building requirements should incorporate:
    - 8' deep porches on facades facing the street,
    - gabled or hipped roofs that are symmetrical with roof slopes that closely match adjacent buildings,
    - Doors and windows that are square or vertical in proportion,
    - Windows should have 6 inch casings around the entire opening, especially when side by side,
    - Minimum window sizes should be considered.
- Maintain the predominantly single family character of housing within the neighborhood,[13] and restrict larger multifamily or mixed use development to select locations only, such as the Joseph E. Lowery Boulevard corridor;
- Allow for smaller lots to be combined, to create consistent lot sizes for new single family development (average lot size 50 by 100 ft).

7 APD, *Ash*view Heights Visioning, Final Report, 13.
8 Thadani, Ashview Heights Neighborhood LUAP Recommendations, 20.
9 Ibid

FIGURE 71: ASHVIEW HEIGHTS EXAMPLE ARCHITECTURAL CHARACTER

10 APD, Ashview Heights Visioning, Final Report, 13.
11 Thadani, Ashview Heights Neighborhood LUAP Recommendations, 22.
12 Thadani, Ashview Heights Neighborhood LUAP Recommendations, 7.
13 APD, *Ash*view Heights Visioning – Final Report 8.3.16, pg.17.



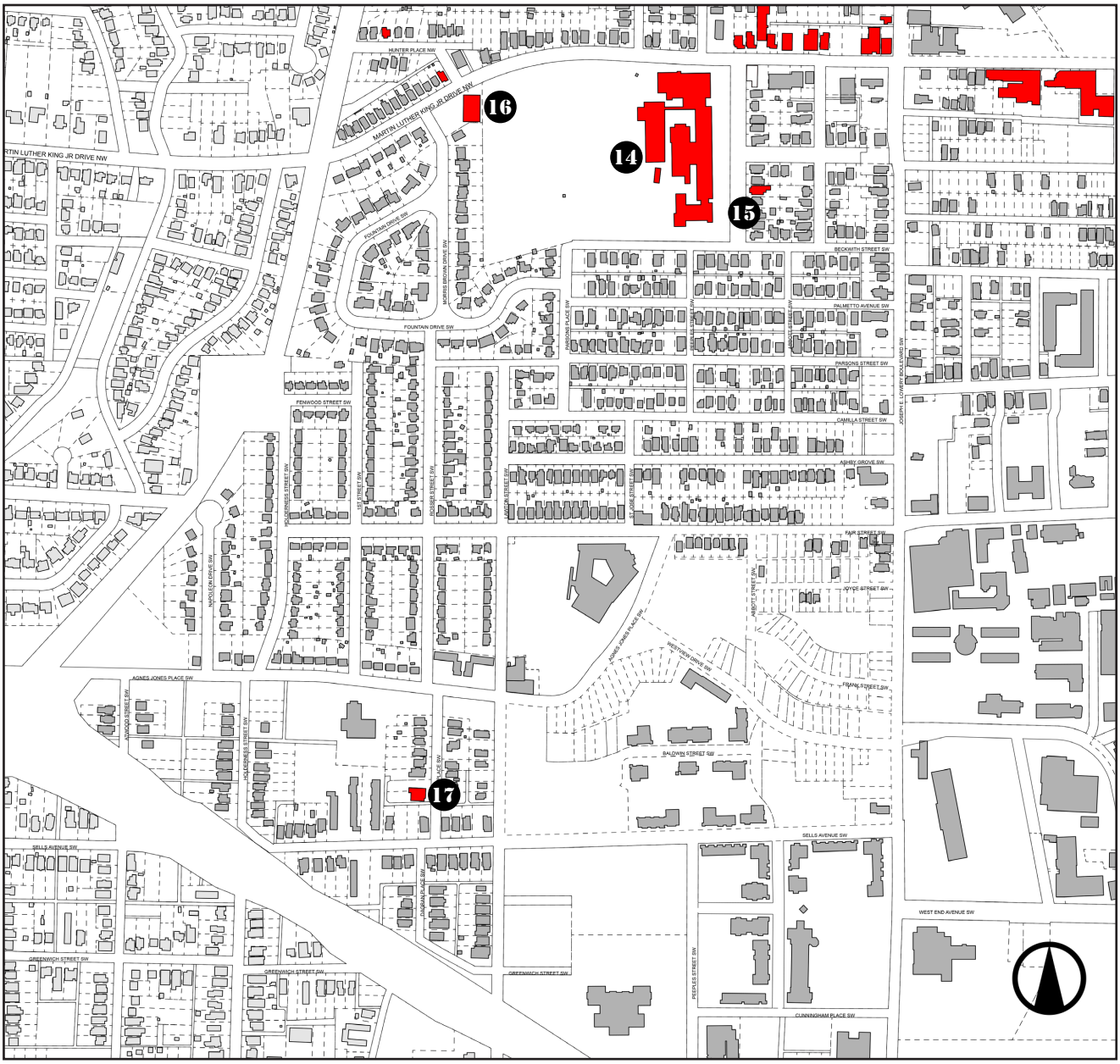


FIGURE 72: ASHVIEW HEIGHTS PROPOSED LANDMARK & HISTORIC PRESERVATION

Goal 3: Invest in Infrastructure

The neighborhood prioritized infrastructure improvements that addressed public safety, connectivity, parks and green space, and street quality.[14] Several combine sewer capacity relief investments are being designed to have a positive impact on localized flooding. These projects will keep storm water out of the sewer lines that will reduce flows in the system throughout the neighborhood.

3.1. Objective: Improve storm water management practices[15]

- Implement a moratorium on new buildings or building renovations in flood prone areas identified by the Department of Watershed Management (Figure 74);
- Commission an in-depth watershed study and modeling that would recommend appropriate strategies to deal with flooding and storm water management, with specific focus on the southeastern portion of the neighborhood and the area near New Castle Street and Washington Place;
- Pave on-street parking surfaces with permeable materials to infiltrate storm water into the water table;
- Identify and prioritize the implementation of green storm water practices, to reduce run off and improve water quality.

3.2. Objective: Improve neighborhood thoroughfares for all transportation modes[16]

- Improve at a minimum 20% of streets and pedestrian infrastructure throughout the neighborhood, to meet ADA standards, within a 5-year time frame;
- Reconfigure streets to include two ten-foot traffic lanes, and an eight-foot on-street parking lane on one side of the street as possible within the existing right-of-way width (Figure 73);
- Improve pedestrian safety with marked crosswalks, six-foot sidewalks and accessibility ramps, with special consideration at Washington Place and along Fair Street at both St. Jose and Lawton Streets;
- Pedestrian and Bicycle Trails are proposed on (Figure 75):
    - Fair Street,
    - Westview Drive,
    - Peeples Street,
    - Lawton Street and
    - through the Ashley Collegetown Apartment homes connection Lawton and Joseph E. Lowery Boulevard.
- Explore speed reduction methods at Ashby Grove, Sells Avenue, Fair Street, and Washington Place, including the removal of restrictions by the Office of Public Works on the installation of speed bumps;
- Redesign intersections to improve safety for pedestrian and bicycle crossing on Joseph E. Lowery Boulevard at:
    - Lawton Street,
    - Fair Street,
    - Westview Drive, and
    - West End Avenue.
- Explore the introduction of turn lane signals on Lowery Boulevard especially at MLK Jr. Drive and I-20.

3.3. Objective: Improve connectivity, both within the neighborhood, and to adjacent areas[17]

- Street improvements should be focused on the following thoroughfares to improve connectivity throughout the neighborhood (Figure 75):
    - Joseph E. Lowery (Martin Luther King Jr. Drive to I-20)
    - Fair Street,
    - Westview Drive,
    - Morris Brown Drive, and
    - Lawton Street.
- Where feasible, acquire right-of-ways to extend existing streets and forge better connections for pedestrian and vehicular networks (Figure 76);
    - Extend Fair Street/Atlanta Student Movement west to the Beltline
    - Extend West End Avenue west to Founders Drive and trails in Dean Rusk Park
    - Extend Lena Street west, past the Beltline, to the Hunter Hill neighborhood
- Provide mid-block pedestrian paths and trails to facilitate connectivity on foot or bike.

14 APD, Ashview Heights Visioning – Final Report 8.3.16, pg.24.
15 Thadani, Ashview Heights Neighborhood LUAP Recommendations, 9.
16 Thadani, Ashview Heights Neighborhood LUAP Recommendations, 14.
17 Thadani, *Ashview Heights Neighborhood LUAP Recommendations*, 16.

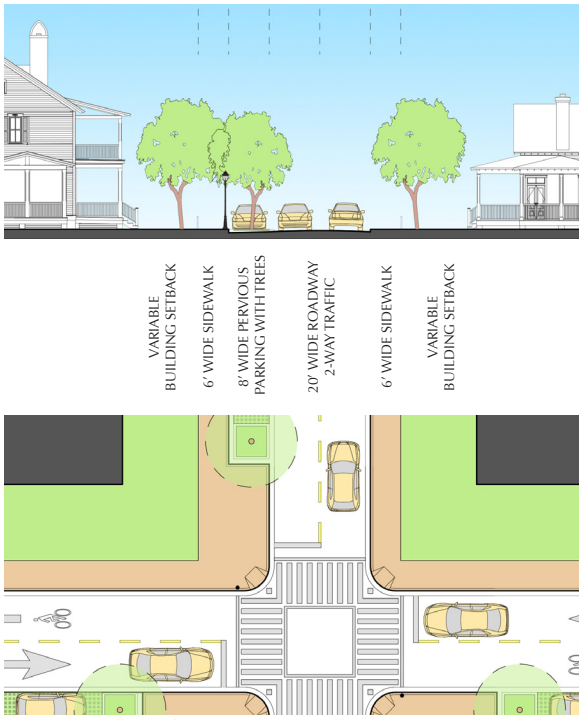


FIGURE 73: TYPICAL STREET SECTION

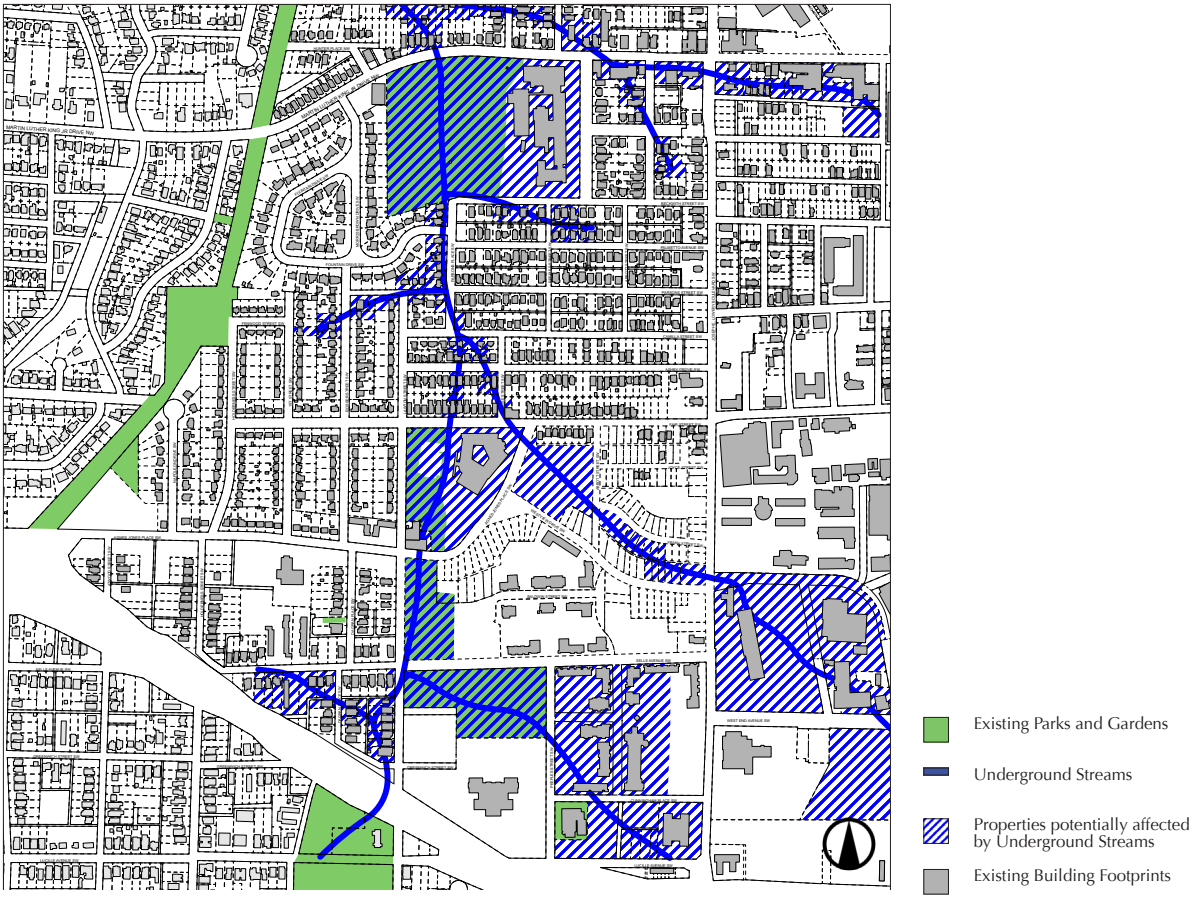


FIGURE 74: ASHVIEW HEIGHTS PROPERTIES AFFECTED BY UNDERWATER STREAMS

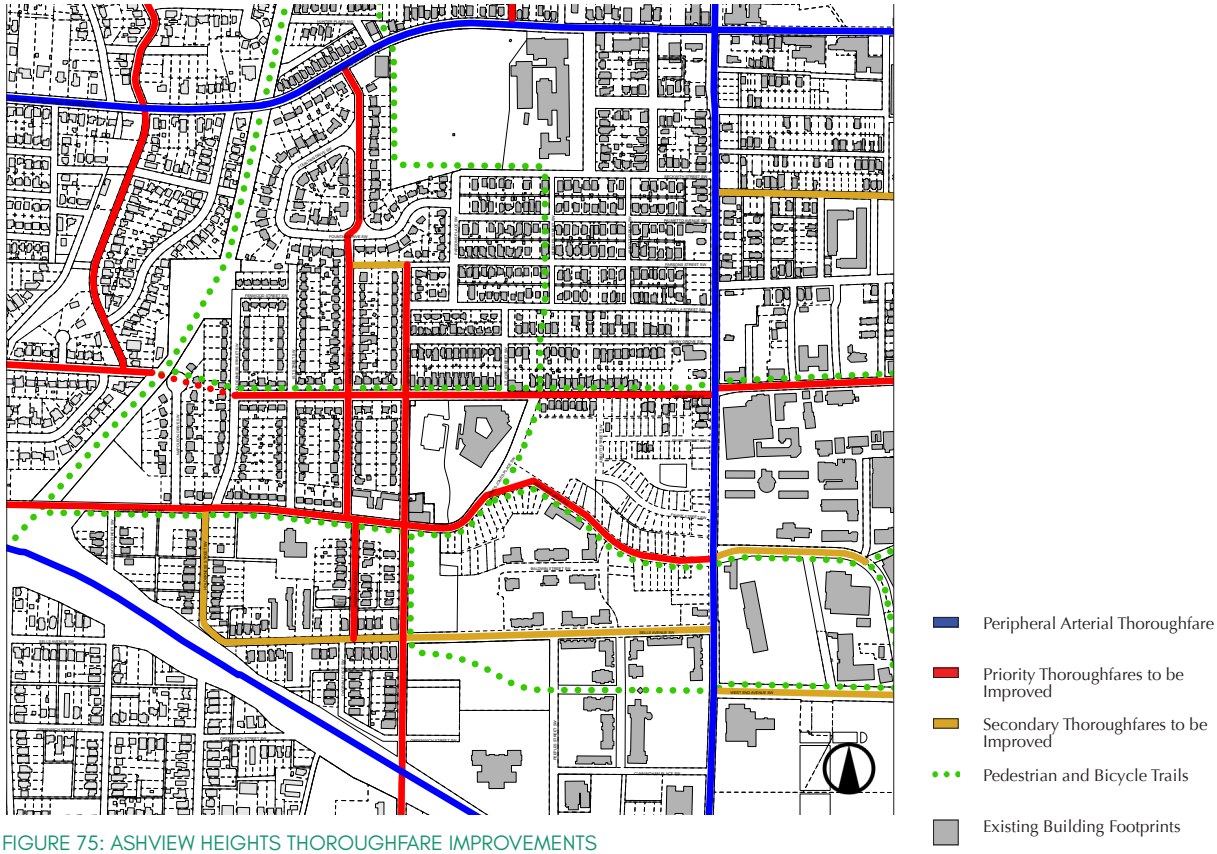


FIGURE 75: ASHVIEW HEIGHTS THOROUGHFARE IMPROVEMENTS

Goal 4: Improve overall quality of life through increased access to parks and open space[18]

Neighborhood residents expressed appreciation for the future access to the BeltLine and the green space at Dean Rusk Park. They feel the parks are underutilized and suffer from a lack of activity.[19]

4.1. Objective: Review with Parks and Recreation the potential for small local parks distributed throughout the neighborhood, for improved access to green space[20]

- Change land uses for parcels at the corner of Fair Street and Abbot, as shown in the recommended Future Land Use Map, to open space;
- Introduce pocket parks/dog parks that create connections from street to street, such as the parcels between Parsons and Camila Street (Figure 78);
- Utilize properties that are unsuitable for development, due to watershed concerns, as additional green space;
- A neighborhood park should lie within a ten minute walk of any residence;
- Locate and design neighborhood parks with open, visual access to promote safety.

4.2. Objective: Make improvements to existing parks[21]

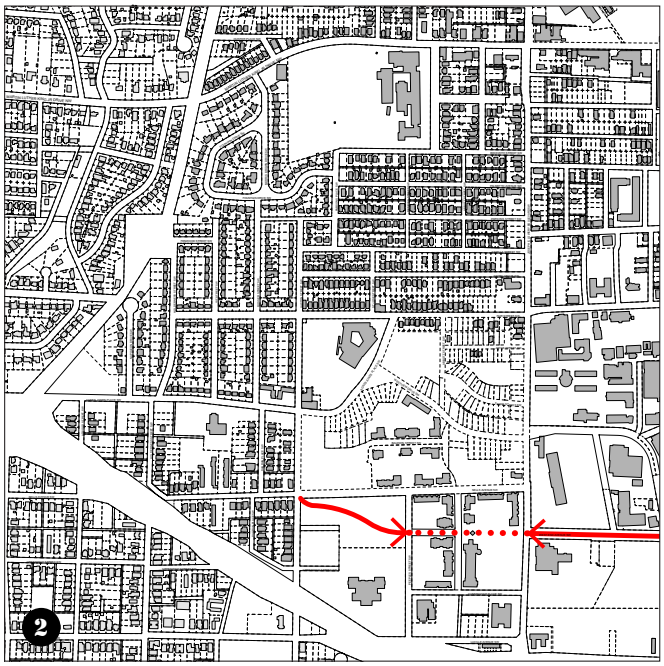
- Work with Park Pride to develop a vision plan for the park;
- Make improvements to Dean Rusk Park including lighting and cleaning.

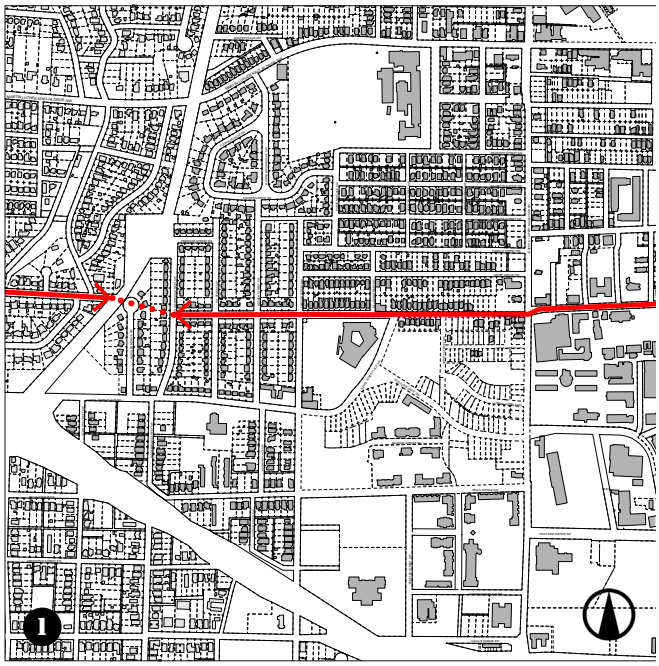
18 Thadani, Ashview Heights Neighborhood LUAP Recommendations, 18.
19 APD, Ashview Heights Visioning, Final Report, 11.
20 Thadani, Ashview Heights Neighborhood LUAP Recommendations, 18.
21 Thadani, Ashview Heights Neighborhood LUAP Recommendations, 18.

4.3. Objective: Partner with existing organizations to create additional public spaces[22]

- Create partnership with faith-based institutions to utilize church parking areas for recreational activities during non-peak hours by painting existing parking lots with basketball courts.
- Explore a partnership with Atlanta Public Schools so that their green spaces in Booker T. Washington High School and M. Agnes Jones Elementary School can be open for residents during non-school hours.

22 Thadani, *Ashview Heights Neighborhood LUAP Recommendations*, 18.





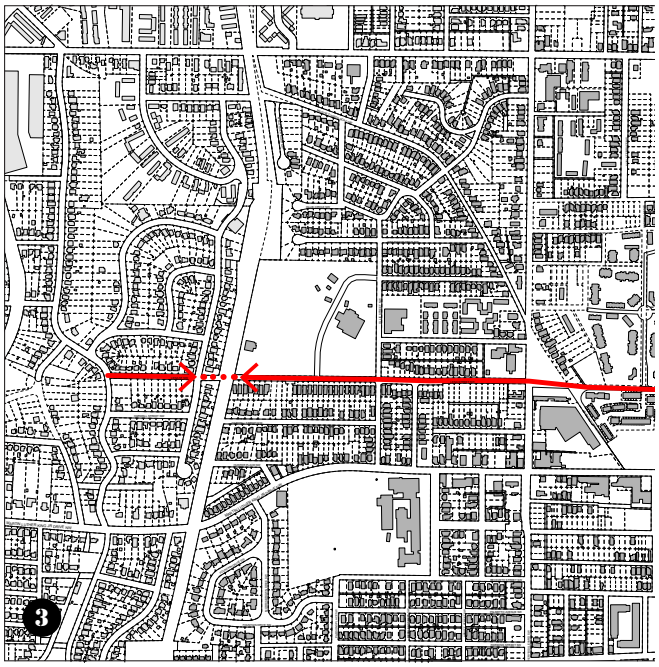


FIGURE 76: ASHVIEW HEIGHTS PROPOSED STREET CONNECTIONS

Ashview Heights Neighborhood Future Land Use Map

The purpose of the Ashview Heights Neighborhood Future Land Use Map is to guide development over the next five years with specific land use recommendations. Conceptually, the map concentrates new development and redevelopment in clusters to build a critical mass of positive impact for the community. Infill housing development is focused on areas with a higher percentage of owner occupied homes.

A rigorous building inventory and assessment of the neighborhood identified a total of 889 buildings. Of these, 26 were determined to be candidates for demolition and 27 for repair. There are currently 120 vacant parcels which are ripe for development.

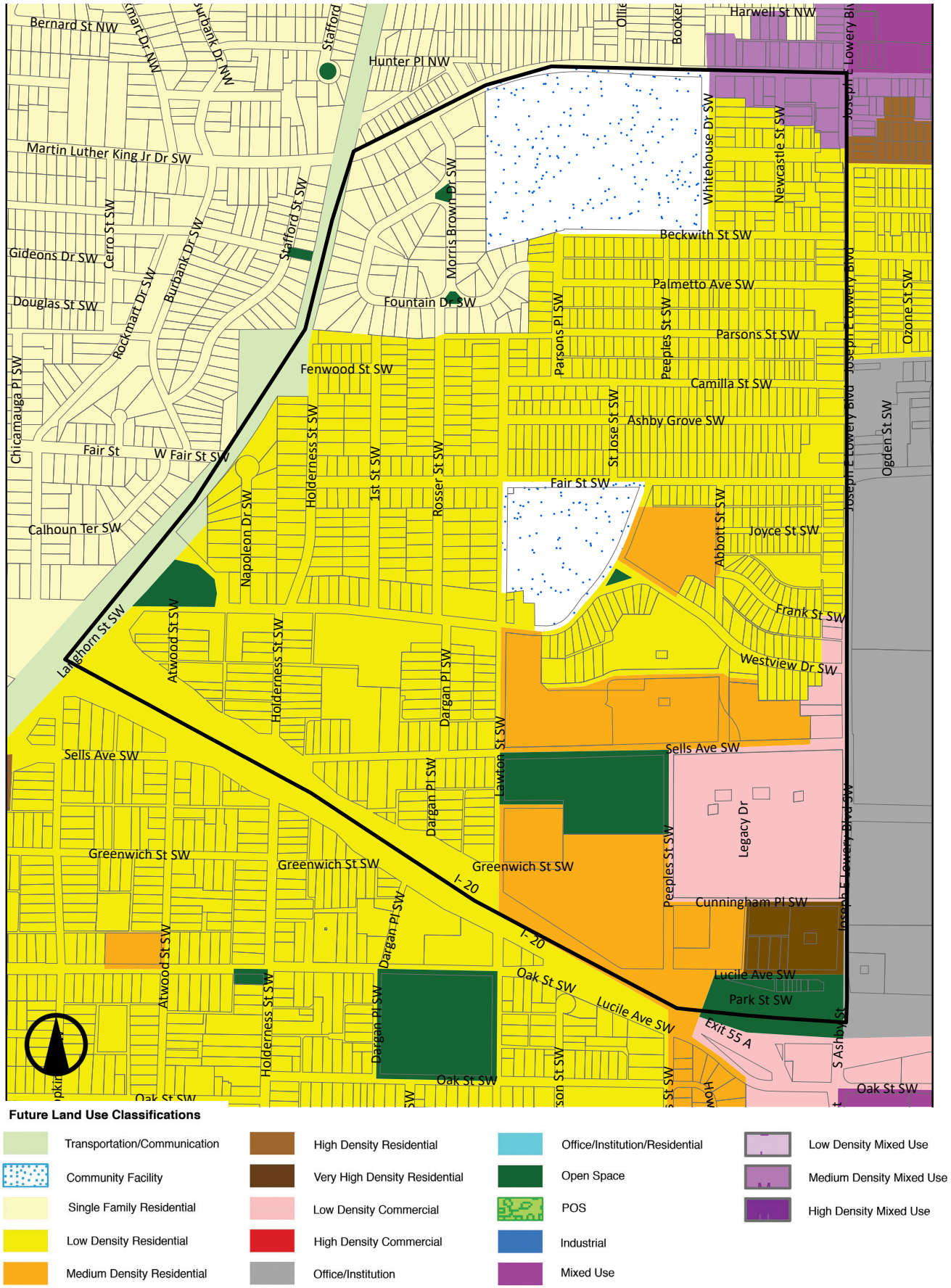
The parcels located in areas historically prone to flooding were mapped. The land use recommendations for many of the affected parcels are for Open Space or gardens to contribute to the sustainable management of this problem.

Amendments should be made to the Future Land Use Map for the Ashview Heights Neighborhood, to close the gap between existing conditions and the community vision.

The Future Land Use Map recommends the following strategies:

- Continue the historic pattern of predominantly single family land use within the interior blocks of this well established neighborhood. This will build upon the established street, block and parcel pattern to preserve and reinforce the traditional neighborhood development pattern, and support the market forecast for additional housing units. Keep the land use designation as Low Density Residential, to allow for accessory dwelling units.
- Strengthen neighborhood commercial corridors with Mixed-Use Medium Density land use along peripheral neighborhood corridors. These include Joseph E. Lowery Boulevard and a portion of Martin Luther King Jr. Drive.
- Strengthen neighborhood commercial with the introduction of Low Density Mixed Use at the intersection of Westview Drive and Lawton Street, and at the intersection of Westview Drive and the BeltLine.
- Designate additional parcels as Open Space land use to increase residents' access to parks and recreation.
- Add Medium Density Residential land use to the southern interior blocks, some of which are controlled by the Atlanta Housing Authority.

Please see the following Future Land Use Map and recommended amendments.



Future Land Use Classifications

- Transportation/Communication
- Community Facility
- Single Family Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Very High Density Residential
- Low Density Commercial
- High Density Commercial
- Office/Institution
- Office/Institution/Residential
- Open Space
- POS
- Industrial
- Mixed Use
- Low Density Mixed Use
- Medium Density Mixed Use
- High Density Mixed Use

FIGURE 77: ASHVIEW HEIGHTS EXISTING FUTURE LAND USE MAP

Future Land Use Classifications

- Transportation/Communication
- Community Facility
- Single Family Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Very High Density Residential
- Low Density Commercial
- High Density Commercial
- Office/Institution
- Office/Institution/Residential
- Open Space
- POS
- Industrial
- Mixed Use
- Low Density Mixed Use
- Medium Density Mixed Use
- High Density Mixed Use

FIGURE 78: ASHVIEW HEIGHTS PROPOSED FUTURE LAND USE MAP

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VII. IMPLEMENTATION

Implementation of proposed strategies within all four neighborhoods will require a collaboration between public, private and non-profit agencies. These participants may include:

- Arthur M. Blank Family Foundation
- Atlanta Housing Authority
- Atlanta University Center Consortium
- City of Atlanta Department of Parks and Recreation
- City of Atlanta Department of Planning
- City of Atlanta Department of Public Works
- City of Atlanta Department of Watershed Management
- City of Atlanta NPU-L
- City of Atlanta NPU-T
- City of Atlanta Office of Resilience
- Development Partners
- Fulton County/City of Atlanta Land Bank Authority
- Habitat for Humanity
- Invest Atlanta
- Local Nonprofits
- Metro Atlanta Regional Transit Authority (MARTA)
- Neighborhood Associations
- Park Pride, Inc.
- Private Property Owners
- Westside Future Fund
- Others

The project area partners list is not meant to be all inclusive, but outlines possible partnerships and opportunities to leverage funds and resources. There are also many non-profit organizations that may play a role during implementation. It is important that a single organization champion the implementation plan and manages the process. This organization should work closely with others to lead the many implementation efforts. This may include applying for grants, capital campaigns, coordination efforts and other partnership efforts. Initial tasks include:

- Meeting with partner organizations to solidify relationships, identify opportunities for collaboration, focus efforts and establish roles and responsibilities for projects and initiatives;
- Establishing an advisory group, which may include NPU chairs and other stakeholders;
- Seeking volunteers to assist with grant applications and other funding opportunities.

The following implementation matrix describes specific action items to guide the implementation of the recommendations for the four neighborhood within the Westside.

English Avenue Neighborhood Implementation Matrix

English Avenue Neighborhood Implementation Strategies		Implementation Lead		Timeline (Years)				
		Public/NP	Private	1	2	3	4	5
Stabilize & Strengthen Neighborhood Assets								
Stability								
Action 1:	Implement a Homeowner Rehabilitation Program	WFF, HH, IA, NA						
Action 2:	Initiate a Focused and Sustained Code Enforcement Program	CE, NA						
Action 3:	Administer a Property Tax Relief Program for Long Term Residents	WFF						
Action 4:	Adopt Local Property Tax Relief Policies	COA, NA						
Action 5:	Blight Reduction and Increased Safety through partnership with City Departments.	NA, APD	DP, PO					
Mixed Income Housing								
Action 1:	Rehabilitate Dwelling Units that are Suitable for Redevelopment	COA, WFF						
Action 2:	Demolish Dilapidated Structures for Potential Infill Redevelopment	COA						
Action 3:	Develop New Housing Units for a Mix of Income Levels, Including Workforce Housing, with Apartments, Condominiums, Town Houses and Single Family Homes	COA, HH, IA, WFF	PD, DP					
Action 4:	Adopt and Implement Financing Mechanisms to Preserve Market Rate and Subsidized Housing Stock	COA, IA, WFF						
Action 5:	Support a Requirement for Publicly Funded AMI Requirements to Serve Very-Low Income Households	COA, IA, AHA, WFF						
Action 6	Approve Existing Vacant Multifamily Buildings Be Rtained for Redevelopment and Use as Multifamily on the Condition that Units Target Households with Very Low	COA, NA						
Action 7:	Establish a Neighborhood-Oriented Community Land Trust	COA, NA, IA, LB						
Action 8:	Prioritize Renovation and Development in Priority Areas for Maximum Impact	COA, IA, WFF						
Urban Agriculture								
Action 1:	Designate as Open Space Areas Currently Utilized for Urban Agriculture	LN, COA	PD, DP					
Action 2:	Establish Neighborhood Partnerships and Locate Venues for Additional Farmer's Markets	COA, NA	DP, PO					
Action 3:	Recruit Complementary Fresh Food Restaurants and Markets	IA	PO					
Action 4:	Dedicate a Portion of Flood Prone Areas for Growing Gardens	COA, DWM						
Access to Goods and Services								
Action 1:	Adopt Land Use and Zoning that Permits Retail and Commercial Development in Three Priority Areas: Intersection of Brawley Drive and Cameron Alexander, Four Corners of Joseph E. Lowery Blvd. and Joseph E. Boone Blvd., and along Joseph E. Boone Blvd. facing Rodney M. Cook Sr. Park	COA						
Action 2:	Adopt Strict Off-Street Parking Requirements for All Commercial Businesses Located within 100-Feet of Single Family Residential Areas	COA, NA						
Action 3:	Adopt Policies to Protect Existing Businesses in English Avenue	COA, IA, WFF	PO					
Action 4:	Implement a Recruitment Program to Attract 5,000 sf of Retail Infill Development	IA						

Implementation Leaders

Public:
AHA - Atlanta Housing Authority
APD - Atlanta Police Department
APS - Atlanta Public Schools
CE - Code Enforcement
COA - City of Atlanta
DWM - Department of Watershed Management
IA - Invest Atlanta
LB - City of Atlanta/Fulton County Land Bank
MARTA - Metro Atlanta Rapid Transit Authority
PW - Public Works

Partners:
BF - Arthur M. Blank Foundation
HH - Habitat for Humanity
LN - Local Nonprofits
WFF - Westside Future Fund
NA - Neighborhood Association

Private:
DP - Development Partners
PO - Property Owners
PD - Private Developer

English Avenue Neighborhood		Implementation Lead		Timeline (Years)				
Implementation Strategies		**Public/NP**	**Private**	**1**	**2**	**3**	**4**	**5**
Reinforce Neighborhood Identity								
Architectural Patterns								
Action 1:	Adopt Land Use Framework Plan and Future Land Use Maps	COA						
Action 2:	Develop and Adopt Zoning Ordinances with Attention to Building Heights and Neighborhood Context	COA						
Action 3:	Develop and Adopt Design Guidelines and/or Overlays to Protect the Character of the Neighborhood	COA						
Action 4:	Explore the Creation of a Marketing and Branding Strategy	NA,WFF,BF						
Action 5:	Promote technical assistance to Neighborhood Associations for implementation of iniatitives	NA, IA, WFF, AHA COA						
Historic Preservation								
Action 1:	Decide upon the Level of Protection Desired for the Carnegie Library Building, the English Avenue Campus, St. Mark AME Church, the Mattie Freeland House, the Site of Capt. Overton W. Barret's Battery, and the home at 663 Joseph E. Boone Blvd.	COA, LN	PO					
Action 2:	Adopt Incentives to Encourage Adaptive Re-Use of Historic Structures	COA						
Action 3:	Work with the Urban Design Commission to Nominate and Regulate Buildings and/or Districts	COA	PO					
Institutions								
Action 1:	Enhance the Visibility of Institutional Buildings in English Avenue to convey their Importance	COA	PO					
Action 2:	Establish Partnerships with English Avenue Institutions to Develop Supplemental Community Uses	COA, LN, APS, NA	PO					
Infill Housing								
Action 1:	Regulate New Housing Development to Fit the Existing Scale and Detail Found in the Neighborhood	COA	DP, PD, PO					
Action 2:	Protect the Predominant Existing Single Family Neighborhood Character	COA	DP, PD, PO					

Implementation Leaders

Public:
AHA - Atlanta Housing Authority
APD - Atlanta Police Department
APS - Atlanta Public Schools
CE - Code Enforcement
COA - City of Atlanta
DWM - Department of Watershed Management
IA - Invest Atlanta
LB - City of Atlanta/Fulton County Land Bank
MARTA - Metro Atlanta Rapid Transit Authority
PW - Public Works

Partners:
BF - Arthur M. Blank Foundation
HH - Habitat for Humanity
LN - Local Nonprofits
WFF - Westside Future Fund
NA - Neighborhood Association

Private:
DP - Development Partners
PO - Property Owners
PD - Private Developer

English Avenue Neighborhood Implementation Strategies		Implementation Lead		Timeline (Years)				
		Public/NP	Private	1	2	3	4	5
Invest in Infrastructure								
Storm Water Management								
Action 1:	Establish a 1 Year Moratorium on Construction and Renovation in Identified Flood Prone Areas	COA, DWM	PO					
Action 2:	Commission an in-depth Watershed Study that makes recommendations for development that protects and enhances the watershed.	COA, DWM, WFF						
Action 3:	Evaluate the Potential Use of Permeable Paving Materials within the Public Right of Way	COA, DWM, PW						
Action 4:	Adopt Policy that Capture Requirements for Stormwater Be Increased to 2-Inches.	COA, DWM						
Action 5:	Fund and Implement Green Storm Water Practices	COA, DWM, PW						
Street Improvements								
Action 1:	Improve 20% of Streets and Upgrade Pedestrian Paths to Meet ADA Standards	COA, PW, DWM						
Action 2:	Improve the Street System by Narrowing Lanes to Ten Feet, and Adding On-Street Parking on One Side	COA, PW						
Action 3:	Improve the Overall Quality of Surfaces for Roads and Sidewalks within English Avenue, with Jefferson St., North Ave., Cameron Alexander Blvd., Neal St., Oliver St., English Ave., and Griffin St. a Priority	COA, PW						
Action 4:	Improve and Repave all Interior English Avenue Streets	COA, PW						
Action 5:	Mark Pedestrian Crosswalks to Improve Safety and Widen Sidewalks	COA, PW						
Connectivity								
Action 1:	Acquire Right-Of-Way to Improve Street System Connectivity in Five Locations: Pelham Street, Donald Lee Hollowell Pkwy., James P. Brawley Dr., Cameron M. Alexander Blvd., and	COA, PW	PO					
Action 2:	Construct Mid-Block Pedestrian and Bicycle Paths to Improve Walkability and Bicycle Use	COA, PW						
Action 3:	Commission a traffic study to determine additional development's impact on local neighborhood streets	COA, PW						
Action 4:	Incentivize Development Near Infrastructure Improvements to Support Transit Investments	COA, PW	PO,PD					

English Avenue Neighborhood Implementation Strategies		Implementation Lead		Timeline (Years)				
		Public/NP	Private	1	2	3	4	5
Increase Access to Parks and Open Space								
Neighborhood Parks								
Action 1:	Explore the implementation of additional open space/parks opportunities identified in the LUFP.	COA						
Action 2:	Implement a Funding Mechanism to Build and Maintain Small Local Parks Throughout the Neighborhood, with a Focus on Property Affected by Underground Stream Beds	COA, PW, DWM,LN, NA						
Action 3:	Commit Budget Funds to Construct the Railroad Corridor Park	COA						
Action 4:	Partner with Institutions, Such as Places of Worship and Schools, to Increase Shared Community Recreation Space	COA, LN, NA	PD					
Action 5:	Obtain Flood Prone Sites and Repurpose Them for Green Space Uses	COA, DWM, PW, LB	PO					

Implementation Leaders

Public:
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MARTA - Metro Atlanta Rapid Transit Authority
PW - Public Works

Partners:
BF - Arthur M. Blank Foundation
HH - Habitat for Humanity
LN - Local Nonprofits
WFF - Westside Future Fund
NA - Neighborhood Association

Private:
DP - Development Partners
PO - Property Owners
PD - Private Developer

Vine City Neighborhood Implementation Matrix

Vine City Neighborhood Implementation Strategies		Implementation Lead		Timeline (Years)				
		Public/NP	Private	1	2	3	4	5
Stabilize & Strengthen Neighborhood Assets								
Stability								
Action 1:	Implement a Homeowner Rehabilitation Program	WFF, HH, IA, NA						
Action 2:	Initiate a Focused and Sustained Code Enforcement Program	CE, NA						
Action 3:	Administer a Property Tax Relief Program for Long Term Residents	WFF						
Action 4:	Blight Reduction and Increased Safety through partnership with City Departments.	NA, APD	DP, PO					
Mixed Income Housing								
Action 1:	Rehabilitate Dwelling Units that are Suitable for Redevelopment	COA, WFF, AHA						
Action 2:	Demolish Dilapidated Structures for Potential Infill Redevelopment	COA, WFF, AHA						
Action 3:	Develop New Housing Units for a Mix of Income Levels, Including Workforce Housing, with Apartments, Condominiums, Town Houses and Single Family Homes	COA, HH, IA, WFF, AHA	PD, DP					
Action 4:	Adopt and Implement Financing Mechanisms to Preserve Market Rate and Subsidized Housing Stock	COA, IA, AHA						
Action 5:	Prioritize Renovation and Development in Four Priority Areas for Maximum Impact: Brawley Drive, Parcels Fronting Rodney M. Cook Sr. Park, Ashby MARTA Station and Vine City MARTA Station	COA, IA, AHA						
Urban Agriculture								
Action 1:	Designate as Open Space Areas Currently Utilized for Urban Agriculture	LN, COA						
Action 2:	Establish Neighborhood Partnerships and Locate Venues for Additional Farmer's Markets	COA, NA	DP,PO					
Action 3:	Recruit Complementary Fresh Food Restaurants and Markets	IA	PO					
Action 4:	Dedicate a Portion of Flood Prone Areas for Growing Gardens	COA, DWM						
Access to Goods and Services								
Action 1:	Adopt Land Use and Zoning that Permits Retail and Commercial Development in Three Priority Areas: Intersection of Joseph E. Lowery Blvd. and Joseph E. Boone Blvd., Joseph E. Boone Corridor near Rodney M. Cook Sr. Park, and Intersection of Joseph E. Lowery Blvd., and MLK Jr. Drive	COA						
Action 2:	Adopt Land Use and Zoning that Permits Retail and Commercial Development in Four Secondary Areas: Intersection of MLK Jr. Dr. and Vine Street (upon construction of roundabout), MLK Jr. Dr. Between Vine St., and Northside Dr., Vine City MARTA Station, and Intersection of Vine St. and Magnolia St.	COA						
Action 3:	Adopt Policies to Protect Existing Businesses in the Vine City Neighborhood	COA, IA	PO					
Action 4:	Implement a Recruitment Program to Attract up to 21,500 sf of Retail Infill Development	IA						

Implementation Leaders

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NA - Neighborhood Association

Private:
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PO - Property Owners
PD - Private Developer

Vine City Neighborhood Implementation Strategies		Implementation Lead		Timeline (Years)				
		Public/NP	Private	1	2	3	4	5
Reinforce Neighborhood Identity								
Architectural Patterns								
Action 1:	Adopt Land Use Framework Plan and Future Land Use Maps	COA						
Action 2:	Develop and Adopt Zoning Ordinances with Attention to Building Heights and Neighborhood Context	COA						
Action 3:	Develop and Adopt Design Guidelines and/or Overlays to Protect the Character of the Neighborhood	COA						
Action 4:	Explore the Creation of a Marketing and Branding Strategy	NA,WFF,BF						
Action 5:	Promote technical assistance to Neighborhood Associations for implementation of iniatitives	NA, IA, WFF, AHA COA						
Historic Preservation								
Action 1:	Decide upon the Level of Protection Desired for Six Sites: Sunset Avenue, West Hunter Street Baptist Church, Gaines Hall, Furber Cottage, Herndon Homes Museum and Grace T. Hamilton Residence	COA						
Action 2:	Adopt Incentives to Encourage Adaptive Re-Use of Historic Structures	COA						
Action 3:	Work with the Urban Design Commission to Nominate and Regulate Buildings and/or Districts	COA	PO					
Institutions								
Action 1:	Enhance the Visibility of Institutional Buildings in Vine City to Convey their Importance	COA, LN	PO					
Action 2:	Establish Partnerships with Vine City Institutions to Develop Supplemental Community Uses	COA, LN, APS	PO					
Infill Housing								
Action 1:	Regulate New Housing Development to Fit the Existing Scale and Detail Found in the Neighborhood	COA	DP, PD, PO					
Action 2:	Protect the Predominant Existing Areas of Single Family Neighborhood Character	COA	DP, PD, PO					

Implementation Leaders

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Vine City Neighborhood Implementation Strategies		Implementation Lead		Timeline (Years)				
		Public/NP	Private	1	2	3	4	5
Invest in Infrastructure								
Storm Water Management								
Action 1:	Establish a 1 Year Moratorium on Construction and Renovation in Identified Flood Prone Areas	COA, DWM	PO					
Action 2:	Commission an In-Depth Watershed Study the Makes Recommendations for Development that Protects and Enhances the Watershed	COA, DWM, WFF						
Action 3:	Evaluate the Potential Use of Permeable Paving Materials within the Public Right of Way	COA, DWM, PW						
Action 4:	Fund and Implement Green Storm Water Practices	COA, DWM, PW						
Street Improvements								
Action 1:	Improve 20% of Streets and Upgrade Pedestrian Paths to Meet ADA Standards	COA, PW, DWM						
Action 2:	Improve the Street System by Narrowing Lanes to Ten Feet, and Adding On-Street Parking on One Side	COA, PW						
Action 3:	Improve the Overall Quality of Surfaces for Roads and Sidewalks within Vine City, with James P. Brawley Drive, Vine Street and Magnolia Street a Priority	COA, PW						
Action 4:	Mark Pedestrian Crosswalks to Improve Safety and Widen Sidewalks	COA, PW						
Connectivity								
Action 1:	Acquire Right-Of-Way to Improve Street System Connectivity in Four Locations: Rock Street to Thurmond Street, Magnolia Street, Paschal Street, and Construction of a Roundabout at MLK Jr. Drive and Vine St. to Connect to Mitchell Street and Downtown	COA, PW	PO					
Action 2:	Construct Mid-Block Pedestrian and Bicycle Paths to Improve Walkability and Bicycle Use, with Priority on Walnut Street and Rock Street	COA, PW						
Action 3:	Incentivize Development Near Infrastructure Improvements to Support Transit	COA, PW						
Mobility Options								
Action 1:	Permit Development of High Intensity Mixed-Uses at Ashby and Vine City MARTA	COA, MARTA	PD, DP					
Action 2:	Require Developments to Improve of Pedestrian Amenities within TOD Walk Sheds	COA, MARTA						
Action 3:	Incentivize Higher Intensity Development at TOD Locations	COA						
Action 4:	Require a Percentage of Workforce Housing Units in Market Rate TOD Developments	COA						

Vine City Neighborhood Implementation Strategies		Implementation Lead		Timeline (Years)				
		Public/NP	Private	1	2	3	4	5
Increase Access to Parks and Open Space								
Neighborhood Parks								
Action 1:	Explore the implementation of additional open space/parks opportunities identified in the LUFP.	COA						
Action 2:	Partner with Institutions, Such as Places of Worship and Schools, to Increase Shared Community Recreation Space	COA, APS, NA	PD					
Action 3:	Obtain Flood Prone Sites and Repurpose Them for Green Space Uses	COA, DWM, PW, LB	PO					

Implementation Leaders

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Partners:
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WFF - Westside Future Fund
NA - Neighborhood Association

Private:
DP - Development Partners
PO - Property Owners
PD - Private Developer

Atlanta University Center Neighborhood Implementation Matrix

Atlanta University Center Neighborhood Implementation Strategies		Implementation Lead		Timeline (Years)				
		Public/NP	Private	1	2	3	4	5
Stabilize & Strengthen Neighborhood Assets								
Stability								
Action 1:	Implement a Homeowner Rehabilitation Program	WFF, HH, IA, NA						
Action 2:	Initiate a Focused and Sustained Code Enforcement Effort	CE, NA						
Action 3:	Administer a Property Tax Relief Program for Long Term Residents	WFF						
Action 4:	Blight Reduction and Increased Safety through partnership with City Departments.	NA, APD	DP, PO					
Mixed Income Housing								
Action 1:	Rehabilitate Dwelling Units that are Suitable for Redevelopment	COA, AHA						
Action 2:	Demolish Dilapidated Structures for Potential Infill Redevelopment	COA, AHA						
Action 3:	Develop New Housing Units for a Mix of Income Levels, Including Workforce Housing, with Apartments, Condominiums, Town Houses and Single Family Homes	COA, HH, WFF, AHA	PD, DP					
Action 4:	Adopt and Implement Financing Mechanisms to Preserve Market Rate and Subsidized Housing Stock	COA, IA, AHA						
Action 5:	Prioritize Renovation and Development in Priority Areas for Maximum Impact	COA, IA, AHA						
Urban Agriculture								
Action 1:	Designate as Open Space Areas Currently Utilized for Urban Agriculture	COA						
Action 2:	Establish Neighborhood Partnerships and Locate Venues for Additional Farmer's Markets	COA	DP, PO					
Action 3:	Recruit Complementary Fresh Food Restaurants and Markets	IA	PO					
Action 4:	Dedicate a Portion of Flood Prone Areas for Growing Gardens	COA, DWM						
Action 5:	Nurture partnership between food growing businesses and the academic institutions.	AHA, AUCC,						
Access to Goods and Services								
Action 1:	Adopt Land Use and Zoning that Permits Retail and Commercial Development in Three Priority Areas: Intersections of Joseph E. Lowery Blvd. and MLK Jr. Dr., West End Ave. and Lee St., and on MLK Jr. Dr. between Vine St. and Northside Dr.	COA						
Action 2:	Adopt Policies to Protect Existing Businesses in Atlanta University Center Neighborhood	COA, IA	PO					
Action 3:	Encourage the creation of an AUCC Campus Center with additional retail and residential uses as the center of the neighborhood.	AUCC	DP, PO					
Action 4:	Implement a Recruitment Program to Attract up to 15,000 sf of Retail Infill Development	IA						

Implementation Leaders

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IA - Invest Atlanta
LB - City of Atlanta/Fulton County Land Bank
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PW - Public Works

Partners:
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HH - Habitat for Humanity
LN - Local Nonprofits
WFF - Westside Future Fund
NA - Neighborhood Association
AUCC - Atlanta University Center Consortium

Private:
DP - Development Partners
PO - Property Owners
PD - Private Developer

Atlanta University Center Neighborhood Implementation Strategies		Implementation Lead		Timeline (Years)				
		Public/NP	Private	1	2	3	4	5
Reinforce Neighborhood Identity								
Architectural Patterns								
Action 1:	Adopt Land Use Framework Plan and Future Land Use Maps	COA						
Action 2:	Develop and Adopt Zoning Ordinances with Attention to Building Heights and Neighborhood Context	COA						
Action 3:	Develop and Adopt Design Guidelines and/or Overlays to Protect the Character of the Neighborhood	COA						
Action 4:	Explore the Creation of a Marketing and Branding Strategy	NA, AHA, WFF						
Action 5:	Promote technical assistance to Neighborhood Associations for implementation of iniatitives	NA, IA, WFF, AHA COA						
Historic Preservation								
Action 1:	Decide upon the Level of Protection Desired for historically significant buildings on MLK Jr. Dr, Such as Paschal's, Fountain Hall, Oglethorpe Hall, Central United Methodist Church, Morehouse College Campus, Clark Atlanta University Campus, Spelman College Campus and Park Street United Methodist Church	COA, AUCC	PO					
Action 2:	Adopt Incentives to Encourage Adaptive Re-Use of Historic Structures	COA						
Action 3:	Work with the Urban Design Commission to Nominate and Regulate Buildings and/or Districts	COA	PO					
Institutions								
Action 1:	Enhance the Visibility of Institutional Buildings in Atlanta University Center Neighborhood to Convey their Importance	COA	PO					
Action 2:	Establish Partnerships with Atlanta University Center Institutions to Develop Supplemental Community Uses	COA, LN, APS	PO					
Infill Housing								
Action 1:	Regulate New Housing Development to Fit the Existing Scale and Detail Found in the Neighborhood	COA	DP, PD, PO					
Action 2:	Protect the Predominant Existing Areas of Single Family Neighborhood Character	COA	DP, PD, PO					

Implementation Leaders

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NA - Neighborhood Association
AUCC - Atlanta University Center Consortium

Private:
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PO - Property Owners
PD - Private Developer

Atlanta University Center Neighborhood Implementation Strategies		Implementation Lead		Timeline (Years)				
		Public/NP	Private	1	2	3	4	5
Invest in Infrastructure								
Storm Water Management								
Action 1:	Establish a 1 Year Moratorium on Construction and Renovation in Identified Flood Prone Areas	COA, DWM	PO					
Action 2:	Commission an in-depth Watershed Study that Makes Recommendations for Development that Protects and Enhances the Watershed	COA, DWM, WFF						
Action 3:	Evaluate the Potential Use of Permeable Paving Materials within the Public Right of Way	COA, DWM, PW						
Action 4:	Fund and Implement Green Storm Water Practices	COA, DWM, PW						
Action 5:	Partner with Spelman to refine and implement proposed water management concepts.	COA, DWM, PW, AUCC						
Street Improvements								
Action 1:	Upgrade 20% of Streets and Pedestrian Paths to Meet ADA Standards	COA, PW, DWM						
Action 2:	Improve the Street System by Narrowing Lanes to Ten Feet, and Adding On-Street Parking on One Side	COA, PW						
Action 3:	Improve the Overall Quality of Surfaces for Roads and Sidewalks within Atlanta University Center, with Atlanta Student Union Blvd., Lee St., and James P. Brawley Dr. a Priority	COA, PW						
Action 4:	Improve the Safety of Two Busy Intersections with Joseph E. Lowery Boulevard at Atlanta Student Movement Boulevard and at Westview/West End Avenues	COA, PW						
Action 5:	Mark Pedestrian Crosswalks to Improve Safety and Widen Sidewalks	COA, PW						
Action 6:	Implement bicycle and pedestrian trails on Atlanta Student Movement Boulevard, Joseph E. Brawley Drive, Walnut Street, West End Avenue, and Westview Drive	COA, PW						
Connectivity								
Action 1:	Acquire Right-Of-Way to Improve Street System Connectivity in Four Locations: Beckwith St., Greensferry Ave., MLK Jr. Dr. roundabout with Mitchell St., and Brawley Dr.	COA, PW	PO					
Action 2:	Construct Mid-Block Pedestrian and Bicycle Paths to Improve Walkability and Bicycle Use with Priority on Brawley Drive to Spelman College	COA, PW						
Action 3:	Incentivize Development Near Infrastructure Improvements to Support Transit Investments	COA, PW						
Action 4:	Support the development of a looping shuttle bus on Joseph Brawley Drive connecting the AUCC to the Georgia Tech Campus	COA, AUCC						
Mobility Options								
Action 1:	Permit Development of High Intensity Mixed-Uses at Ashby and Vine City MARTA Stations	COA, MARTA	PD, DP					
Action 2:	Require Developments to Improve of Pedestrian Amenities within TOD Walk Sheds	COA, MARTA						
Action 3:	Incentivize Higher Intensity Development at TOD Locations	COA						
Action 4:	Require a Percentage of Workforce Housing Units in Market Rate TOD Developments	COA						

Atlanta University Center Neighborhood Implementation Strategies		Implementation Lead		Timeline (Years)				
		Public/NP	Private	1	2	3	4	5
Increase Access to Parks and Open Space								
Neighborhood Parks								
Action 1:	Fund improvements to Johnson Park through a Partnership with local nonprofits	COA, PW, LN						
Action 2:	Partner with Institutions, Such as Places of Worship and Schools, to Increase Shared Community Recreation Space	COA, APS, AUCC	PD					
Action 3:	Obtain Flood Prone Sites and Repurpose Them for Green Space Uses	COA, DWM, PW, LB	PO					

Implementation Leaders

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PW - Public Works

Partners:
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WFF - Westside Future Fund
NA - Neighborhood Association
AUCC - Atlanta University Center Consortium

Private:
DP - Development Partners
PO - Property Owners
PD - Private Developer

Ashview Heights Neighborhood Implementation Matrix

Ashview Heights Neighborhood Implementation Strategies		Implementation Lead		Timeline (Years)				
		Public/NP	Private	1	2	3	4	5
Stabilize & Strengthen Neighborhood Assets								
Stability								
Action 1:	Implement a Homeowner Rehabilitation Program	WFF, HH, IA, NA						
Action 2:	Initiate a focused and sustained Code Enforcement effort	CE, NA						
Action 3:	Administer a Property Tax Relief Program for Long Term Residents	WFF						
Action 4:	Blight Reduction and Increased Safety through partnership with City Departments.	NA, APD	DP, PO					
Mixed Income Housing								
Action 1:	Rehabilitate Dwelling Units that are Suitable for Redevelopment	COA, WFF, AHA						
Action 2:	Demolish Dilapidated Structures for Potential Infill Redevelopment	COA, AHA, WFF						
Action 3:	Develop New Housing Units for a Mix of Income Levels, Including Workforce Housing, with Apartments, Condominiums, Town Houses and Single Family Homes	COA, HH, IA, WFF, AHA	PD, DP					
Action 4:	Adopt and Implement Financing Mechanisms to Preserve Market Rate and Subsidized Housing Stock	COA, IA, AHA						
Action 5:	Prioritize Renovation and Development in Three Priority Areas for Maximum Impact: Intersections of MLK Jr. Dr. at J.E. Lowery Blvd., Westview Dr. and Lawton St., and along J.E. Lowery Blvd. between I-20 and Martin Luther King Jr. Boulevard.	COA, IA, AHA						
Urban Agriculture								
Action 1:	Designate as Open Space areas currently utilized for Urban Agriculture	COA						
Action 2:	Establish Neighborhood Partnerships and Locate Venues for Additional Farmer's Markets	COA	DP, PO					
Action 3:	Recruit Complementary Fresh Food Restaurants and Markets for Mixed Use Areas	IA	PO					
Action 4:	Dedicate a Portion of Flood Prone Areas for Growing Gardens	COA, DWM						
Access to Goods and Services								
Action 1:	Adopt Land Use that Permits Retail and Commercial Development in Three Priority Areas: Intersections of MLK Jr. Dr. at J.E. Lowery Blvd., Westview Dr. and Lawton St., and along J.E. Lowery Blvd. between I-20 and Westview Dr.	COA						
Action 2:	Adopt Policies to Protect Existing Businesses in Ashview Heights	COA, IA	PO					
Action 3:	Identify a location for structured parking to service commercial/retails uses on Martin Luther King Jr. Drive and Joseph E. Lowery		PD, DP					
Action 4:	Implement a Recruitment Program to Attract up to 51,000 sf of Retail Infill Development	IA						

Implementation Leaders

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NA - Neighborhood Association
AUCC - Atlanta University Center Consortium

Private:
DP - Development Partners
PO - Property Owners
PD - Private Developer

Ashview Heights Neighborhood Implementation Strategies		Implementation Lead		Timeline (Years)				
		Public/NP	Private	1	2	3	4	5
Reinforce Neighborhood Identity								
Architectural Patterns								
Action 1:	Adopt Land Use Framework Plan and Future Land Use Maps	COA						
Action 2:	Develop and Adopt Zoning Ordinances with Attention to Building Heights and Neighborhood Context	COA						
Action 3:	Develop and Adopt Design Guidelines and/or Overlays to Protect the Character of the Neighborhood including the Just Us neighborhood	COA						
Action 4:	Explore the creation of a Marketing and Branding Strategy	NA,WFF,BF						
Action 5:	Promote technical assistance to Neighborhood Associations for implementation of iniatitives	NA, IA, WFF, AHA COA						
Historic Preservation								
Action 1:	Decide upon the Level of Protection Desired for Booker T. Washington High School, Graham W. Jackson House, Washington Park Library and Omenala Griot Afrocentric Museum and Event Center	COA						
Action 2:	Adopt Incentives to Encourage Adaptive Re-Use of Historic Structures	COA						
Action 3:	Work with the Urban Design Commission to Nominate and Regulate Buildings and/or Districts	COA	PO					
Institutions								
Action 1:	Enhance the Visibility of Institutional Buildings in Ashview Heights to Convey their Importance	COA	PO					
Action 2:	Establish Partnerships with Ashview Heights Institutions to Develop Supplemental Community Uses	COA, LN, APS	PO					
Infill Housing								
Action 1:	Regulate New Housing Development to Fit the Existing Scale and Detail Found in the Neighborhood	COA	DP, PD, PO					
Action 2:	Protect the Predominant Existing Single Family Neighborhood Character	COA	DP, PD, PO					

Implementation Leaders

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PO - Property Owners
PD - Private Developer

Ashview Heights Neighborhood		Implementation Lead		Timeline (Years)				
Implementation Strategies		**Public/NP**	**Private**	**1**	**2**	**3**	**4**	**5**
Invest in Infrastructure								
Storm Water Management								
Action 1:	Establish a 1 Year Moratorium on Construction and Renovation in Identified Flood Prone Areas	COA, DWM	PO					
Action 2:	Commission an in-depth Watershed Study that makes recommendations for development that protects and enhances the watershed.	COA, DWM, WFF						
Action 3:	Evaluate the Potential Use of Permeable Paving Materials within the Public Right of Way	COA, DWM, PW						
Action 4:	Fund and Implement Green Storm Water Practices	COA, DWM, PW						
Street Improvements								
Action 1:	Improve 20% of Streets and Upgrade Pedestrian Paths to Meet ADA Standards	COA, PW, DWM						
Action 2:	Improve the Street System by Narrowing Lanes to Ten Feet, and Adding On-Street Parking on One Side	COA, PW						
Action 3:	Improve the Overall Quality of Surfaces for Roads and Sidewalks within Ashview Heights, with Joseph E. Lowery Blvd. from I-20 to MLK Jr. Dr. a Priority	COA, PW						
Action 4:	Improve and Repave all Interior Ashview Heights Streets, with Beckwith Street, Fair Street, Peeples Street, Parsons Place and Lawton Street as First Priorities	COA, PW						
Action 5:	Explore speed reduction methods on Ashby Grove and Sells Avenue	COA, PW						
Action 6:	Redesign intersection to improve pedestrian safety along Joseph E. Lowery on Lawton Street, Fair Street, Westview Drive, and West End Avenue.	COA, PW						
Action 7:	Mark Pedestrian Crosswalks to Improve Safety and Widen Sidewalks	COA, PW						
Connectivity								
Action 1:	Acquire Right-Of-Way to Improve Street System Connectivity in Three Locations: Fair Street/Atlanta Student Movement, West End Avenue, and Lena Street	COA, PW	PO					
Action 2:	Construct Mid-Block Pedestrian and Bicycle Paths to Improve Walkability and Bicycle Use with Priority on Fair Street, Westview Drive, Peeples Street, and Lawton Street	COA, PW						
Action 3:	Provide mid-block pedestrian paths and trails to facilitate connectivity.	COA, PW						
Mobility Options								
Action 1:	Permit Development of High Intensity Mixed-Uses at Ashby and Vine City MARTA Stations	COA, MARTA	PD, DP					
Action 2:	Require Developments to Improve of Pedestrian Amenities within TOD Walk Sheds	COA, MARTA						
Action 3:	Incentivize Higher Intensity Development at TOD Locations	COA						
Action 4:	Require a Percentage of Workforce Housing Units in Market Rate TOD Developments	COA						

Ashview Heights Neighborhood		Implementation Lead		Timeline (Years)				
Implementation Strategies		**Public/NP**	**Private**	**1**	**2**	**3**	**4**	**5**
Increase Access to Parks and Open Space								
Neighborhood Parks								
Action 1:	Change Land Uses for Parcels Identified for Pocket Parks	COA						
Action 2:	Implement a Funding Mechanism to Build and Maintain Small Local Parks Throughout the Neighborhood, with a Focus on Joyce Street, Abbot Street and Fair Street Areas	COA, PW						
Action 3:	Commit Budget Funds to Improve the Condition of, and Amenities in, Dean Rusk Park	COA						
Action 4:	Partner with Institutions, Such as Places of Worship and Schools, to Increase Shared Community Recreation Space	COA, APS, NA	PD					
Action 5:	Obtain Flood Prone Sites and Repurpose Them for Green Space Uses	COA, DWM, PW, LB	PO					

Implementation Leaders

Public:
AHA - Atlanta Housing Authority
APD - Atlanta Police Department
APS - Atlanta Public Schools
CE - Code Enforcement
COA - City of Atlanta
DWM - Department of Watershed Management
IA - Invest Atlanta
LB - City of Atlanta/Fulton County Land Bank
MARTA - Metro Atlanta Rapid Transit Authority
PW - Public Works

Partners:
BF - Arthur M. Blank Foundation
HH - Habitat for Humanity
LN - Local Nonprofits
WFF - Westside Future Fund
NA - Neighborhood Association
AUCC - Atlanta University Center Consortium

Private:
DP - Development Partners
PO - Property Owners
PD - Private Developer

VIII. APPENDIX

CITY OF ATLANTA 2016 COMPREHENSIVE DEVELOPMENT PLAN

L -1: Preserve and maintain in the Traditional Neighborhood Development areas of NP- L the following (generally including the interiors of English Avenue and Vine City neighborhoods):

- Historic character of area
- Greenspaces
- Historic buildings, including but not limited to:
    - Morris Brown College
    - English Avenue Elementary School
    - Alonzo Herndon Home
    - Herndon Stadium
    - Historic Churches (Cosmopolitan, Beulah, West Hunter St/Grace Covenant, Mt. Gilead/ Higher Ground, St. Marks, Lindsay Street, others)
- Neighborhood Union Health Center

L -2: Preserve and maintain in the Historic Areas of NPU L the following (generally around Sunset Avenue Historic District, English Avenue Elementary School, Morris Brown College, historic churches and other historic structures, English Avenue, and Northside Drive):

- Historic buildings and homes
- Stories
- Grace Town Hamilton House, 587 University Place
- Alonzo Herndon Home, University Place
- George Towns House
- Bronner Brothers properties along ML King and JE Lowery
- West Hunter St Baptist Church (1881-1973)/ Grace Covenant Baptist Church/Ralph David Abernathy Civil Rights Museum (775 M.L. King Jr. Dr)
- Lindsay Street Baptist Church Heritage Hall
- Preserve all houses of faith and develop funding for renovations

L -3: Preserve and maintain in the In-Town Corridor areas of NPU L the following (generally along the streets of ML King, Northside Dr., DL Hollowell, JE Boone):

- Bethune School (enhance)
- Churches
- Antioch North BC
- Mt. Vernon B C
- Friendship B C
- W. Mitchell Street CME
- Central Ministries U MC\
- All houses of faith with support to secure renovation funding

L-4: Preserve and maintain in the Industrial Areas of NPU L the following (generally in the area of English Avenue North):

- Existing Jobs
- Quality buildings
- Preserve buildings that can be retrofitted, renovated, or rehabilitates

L -5: Change, redevelop, or create in the Traditional Neighborhood Development areas of NP- L the following (generally including the interiors of English Avenue and Vine City neighborhoods):

- Build on vacant lots family housing in accordance with existing zoning
- Add neighborhood level commercial that is compatible with the neighborhood
- Decrease foreclosed, stressed, vacant, boarded homes
- Address flood, sewer, stormwater, brownfields
- Comprehensive sidewalk and handicap accessibility, and adjacent retaining wall repairs (including Magnolia St from Brawley to Sunset, Rhodes St from Sunset to Walnut, Thurmond St from Sunset to Walnut, and Newport St from Boone to Thurmond)
- Economic opportunities and partnerships
- Urban gardens/farms
- Funding/implementation mechanisms for redevelopment plans
- State of the art multi-purpose centers in Vine City and English Avenue (including creative arts and recreation)
- Solutions for hardest to reach populations(i.e. homeless, drug addicts, mentally disabled, poor, under-educated, non-employed)
- Senior Citizens housing (e.g. 587 Griffin, others)
- Drug Free Zone for entire NPU
- Vine City Promenade, the multi-use trail through Vine City connecting the existing Westside multi-use Trail with downtown and the GWCC/Georgia Dome, as described on p.98 of May 2009 Vine City/ Washington Park L CI Study
- Mixed use development at Magnolia/Vine intersection
- Comprehensive farmers market for the area
- Connect concepts of neighborhood redevelopment with Northside Dr. GWCC/Dome/New Stadium
- Connect neighborhood with AUC
- Connect across Hollowell to link neighborhoods and industrial
- Connect at the key corridors - MLK, Boone

L -6: Change, redevelop, or create in the Historic Areas of NPU L the following (generally around Sunset Avenue Historic District, English Avenue Elementary School, Morris Brown College, historic churches and other historic structures, English Avenue, and Northside Drive):

- Streetscape improvements
- Sidewalks (including handicap accessibility features at all corners per government regulations)

- Lighting
- Public safety
- Improvements to historic African-American owned businesses
- Improvements to historic African-American churches
- Heritage tourism promotion that involves local residents partners
- Tourist destination as historic-cultural
- Interpretive signage-markers
- Marker for Alonzo Herndon at former Herndon Homes property
- Rhodes Street merchants and visitors pavilion
- History/ Tourist c enter (Sunset, MLK)
- Support a Martin L. King Jr. Drive Corridor Historic District
- Support the historic designations of English Avenue areas for Maynard Jackson, Marvin Arrington, and Gladys Knight
- Include as part of broader tour routes
- Legacy Promenade to connect Historic Washington Park and Historic Vine City with Centennial Park
- Improve connectivity (pedestrian/bike/auto) between NP- L and downtown across railroad tracks at ML King, JE Boone, North Ave

L -7: Change, redevelop, or create in the In-Town Corridor areas of NPU L the following (generally along the streets of ML King, Northside Dr., DL Hollowell, JE Boone):

- Put transmission power lines underground and/or farther from neighborhoods
- Friendship Towers senior housing (improve for seniors)
- Encourage revitalization of Friendship Apartments
- Limit number of gas convenience stations
- Herndon Homes site for mixed-use redevelopment including housing
- Traffic routing, scheduling and street improvements to minimize truck and delivery impact of business operations (WalMart impact on MLK, JE Lowery, Carter St, Mayson Turner, JP Brawley)
- Parking systems (on and off-street spaces, decks, etc. that effectively allow customers access to businesses while minimizing impact on neighborhood streets and residents. (Walmart, GWCC/Ga Dome/ New Stadium)
- On MLK in Historic Westside Village area, a parking structure that can serve all businesses along the corridor.
- Economic opportunities
- Job opportunities with living wages for neighborhood residents
- Entrepreneurship with training and incubators
- "Education Corridor on James P. Brawley from AUC (MLK) to Georgia Tech with greenspaces, mixed income housing, intergenerational activity park, history library at St. Marks, upscale business renovation and development complex at Alexander/ Brawley crossroad maintaining current historic business(es) anchored by new relevant education oriented businesses, relevant anchor businesses (book stores, music stores, etc.) .
- Businesses serving current and future residential base (cleaners, beauty parlors, barber shops)
- Anchor food store in northern area of NPU
- Gateway plazas that are historically focused and artistically relevant on J.E. Boone/Northside Dr. and J.E. Boone/J.E. Lowery
- Connect NPU L with NPU M at Northside Dr. line
- Encourage economic development along the JE Boone corridor (formerly Simpson Road).

L -8: Change, redevelop, or create in the Industrial Areas of NPU L the following (generally in the area of English Avenue North):

- Environmental cleanup
- Improve infrastructure (roads, sidewalks, sewers, handicap accessibility, greenspace)
- Streetscape improvements
- Implement enforcement of existing codes
- Increase existing jobs filled by community residents
- Living wage jobs
- Cohesive character
- Create business park environment where possible incorporating landscaping, trees, lights, street furniture, etc.
- Link to neighborhood to south
- Transportation systems with surrounding neighborhoods
- Connect to jobs and contracting opportunities

The following are the policies that developed for NPU-T, which includes Ashview Heights and The Atlanta University Center neighborhoods. The NPU – T boundary also includes other neighborhoods in the West End therefore recommendations for those neighborhood are not included in this report.

General Development

- T-4: Encourage retail areas to design store fronts in the historic style of the area.
- T-5: Support the Beltline initiative, encourage pedestrian mobility by completing and/or improving the sidewalks throughout the NPU and upgrading and adding crosswalks
- T-6: Support the establishment of at least three (3) youth focused community/recreation centers.
- T-7: Support the application and implementation of Weed & Seed programs in Ashview Heights,

Enforcement (applicable throughout NPU -T)

- T-8: Implement the housing code enforcement standards and abandon/ abate all rooming houses
- T-9: Prohibit additional adult entertainment in

NPU-T. Especially in SPI-11 subareas and SPI-21 subareas.

- T-10: Present updated rezoning, variance/permitting and CDP requests consistent with COA Municode, Beltline Overlay, SPI-21 and other applicable City codes.
- T-11: Enforcement of COA DWM, DPW & State (GDOT) latest Stormwater Ordinances, green initiatives and Capital Improvement Plans in replacement of existing infrastructure throughout NPU-T. This pertains to brick sidewalks, granite curb and gutter, historic markers, etc.
- T-12: Enforcement of rezoning requests that are consistent with updated Beltline Overlay, SPI-11, SPI-21 and other applicable City Codes in all Commercial zones
- T-13: Abolish grand-fathered liquor licenses and SAPs of business owners that have violated City codes and laws.
- T-14: Enforce 2,000 ft rule of allowing same in kind businesses to operate under new or grand-fathered SAP.
- T-15: Enforce communication and requirements of COA Bureau of Buildings (permitting), Atlanta Urban Design Commissions, ZBA and ZRB as it pertains to Historic districts in NPU -T
- T-16: Enforce all COA Council approved and legislated transportation enhancement plans, initiatives and projects including but not limited to MoveAtlanta, Connect Atlanta, Renew Atlanta Infrastructure Bond, etc.

Infrastructure

- T-17: Implement designated funding from Beltline WestSide TAD for all public improvement projects including but not limited to:
    - Support increased park space in the Beecher-Donnelly, Westview and Ashview Heights neighborhoods by developing - pocket parks on vacant parcels.
    - Improvements/enhancements to all existing Beltline parks within NPU-T i.e. West End Park, Gordon White Park and Rose Circle Park
- T-18: Support installation of underground and vertical utility lines/poles in NPU-T (Cable, electric, Lighting, Telephone and Wi-Fi) and water/sewer infrastructure applicable to COA DWM and DPW Capital Improvement Projects, Renew Atlanta Infrastructure Bond, COA Department of Parks, Recreation and Community Development, Beltline, GDOT and any private/public/private utility company infrastructure improvements, i.e., GA Power, Atlanta Gas Light, etc.
- T-19: Provide landscaped or architectural buffers that are of sufficient scale and depth between diverse land uses in order to minimize higher-density impacts on single-family residential areas throughout NPU-T
- T-20: Discourage the widening of MLK and Joseph E. Lowery streets.
- T-21: Support handicap accessibility; install street level corner curb ramps throughout NPU -T.
- T-22: Avoid additional commercial business curb cuts on interior residential streets. Have automobiles enter and exit on main streets.
- T-23: Discourage any rezoning/widening, new connector, Joseph E. Lowery ramp closures or real estate acquisitions as indicated in the GA Tech and GDOT Northside Corridor studies without engaging and implementing input from impacted NPU -T neighborhoods

Commercial

- T-24: Support implementation of all antiquated Commercial zoned parcels (C-1 to C-4) to MRC and support future legislation for prohibited business use list to encourage commercial economic development.
- T-27: Support the redevelopment of Martin Luther King Jr. commercial district and the east end of Westview Drive, Fair Street (an intended retail area).
- T-30: Prohibit additional adult entertainment in NPU-T. Especially in SPI11 subareas and SPI21 subareas.
- T-31: Implement development plans per input from impacted neighborhoods for vacant structures at Westview and Lawton, Lowery and Fair, White House Dr. and MLK, and Lowery and Mitchell.

Residential

- T-32 Preserve the historic residential and commercial integrity of the communities within NPU-T, including the Atlanta University Center.
- T-34 Prevent the further degradation of the residential neighborhoods in NPU-T by opposing the conversion of residential properties to non-residential uses, except in those very limited situations there such conversion is required by applicable law due to the existing, established non-residential use of all surrounding property.
- T-35 Preserve the single-family and low-density character of the AUC residential portions, Beecher-Donnelly, Westview, Just Us, Ashview Heights and West End neighborhoods.
- T-36 Promote the residential quality of neighborhoods and foster and assist citizens with home ownership acquisition, rehabilitation/renovation, and sales of real property.
- T-37Prevent the intrusion of non-residential uses in established residential areas and enforce code regulations.
- T-38 Encourage the restoration/renovation of current housing stock over new Single-Family developments.

RECENTLY COMPLETED, ONGOING, AND UPCOMING PROJECTS[1]

ACKNOWLEDGE AND STRENGTH NEIGHBORHOOD ASSETS				
INITIATIVE	DESCRIPTION	NEIGHBORHOOD AFFECTED	TIMELINE	ORGANIZATION/ COA DEPT
CN - Owner Occupied Rehab	Assist low-income homeowners in making façade improvements and critical home repairs while preserving historic structures	Vine City, Ashview Heights and AUC with primary focus on Ashview Heights/AUC	Spring 2017	DPCD, AHA, Invest Atlanta
Project Based Rental Assistance Subisdy	Utilize Project Based Rental Assistance in partnership with private sector developers and owners to increase the availability of quality, affordable housing to persons at or below 30% of AMI primarily, and some availability at 50% AMI	English Ave, Vine City, Ashview Heights and AUC	Mar-17	AHA/private sector developers & owners
Beltline Affordable Housing Trust Fund	BeltLine TAD focused affordable housing fund which includes homeowner education workshops	Atlanta BeltLine TAD	2017 and on	Beltline & Invest Atlanta
Judicial In Rem Pilot Program	Address blight and abandoned properties when the owner is unwilling, unable, or unavailable to come into compliance; sends the properties through the Municipal Court for demolition; utilizes the imposition of liens on the subjected properties;successful with the demolition of several blighted properties	English Avenue and Vine City	2014-Current	Code Enforcement; DPCD; Solicitor's Office; Invest Atlanta; Fulton County Landbank; Sustainability
Code Enforcement Neighborhood Sweeps	Strategic Code Enforcement in Westside neighborhoods addressing open and vacant properties before they are reported	All neighborhoods	2014-Current	Code Enforcement
Operation Shield	Effective communications for addressing criminal elements, the prevention of crime and emergency preparedness; expanded to Westside neighborhoods by the installation of Cameras and License Plate Readers (LPR's) to facilitate criminal investigations, improve situational awareness and function as a crime deterrent.	English Avenue, AUC, and Vine City	Feb 2016-2020; To date have Installed 95 security cameras and 25 license plate readers	Atlanta Police Department; Atlanta Police Foundation

1 Frazier Britt, Meredith; Wimbush, Sigele; Westside Future Fund

Secure Neighborhoods	To increase visibility in Atlanta neighborhoods by way of housing incentives; offer sworn Atlanta Police Officers who are committed to living in the communities they protect and serve for at least 5 years, a clear pathway to homeownership; 20-25 homes will be built for sworn Atlanta police officers by 2020	English Avenue and Vine City	Current-2020; To date five officer homes built and sold in the Vine City community	Atlanta Police Department; Atlanta Police Foundation; Pulte group
Westside Advisory Committee	A collaborative effort to bring together residents and other partners engaged in the implementation of sustainable public safety strategies to guide and support the Atlanta Police Foundation and Atlanta Police Department crime and safety neighborhood revitalization investments and strategies.	English Avenue and Vine City	Current-2020	Atlanta Police Department; Atlanta Police Foundation
Westside Blue aka Westside Security Patrol	A community policing initiative comprised of off-duty Atlanta Police officers who provide additional police presence and security in targeted areas. This model allows officers to engage with the community on personal level to strengthen and enhance community and police relationships.	English Avenue, Vine City, Atlanta University Center, and Ashview Heights	Current-2020	Atlanta Police Department; Atlanta Police Foundation
North Avenue Initiative	A recruit housing project that will allow recruits to live in the City of Atlanta while attending the Atlanta Police Academy and serve as youth mentors at the @Promise Youth and Community Center.	English Avenue and Vine City	Current-2020; site development vision plan completed	Atlanta Police Department; Atlanta Police Foundation
CN - Demolition of Blighted Properties using City CDBG Funds	Demolition of blighted structures using awarded CDBG funds	Vine City, Ashview Heights and AUC with primary focus on Ashview Heights/AUC	1st round of CDBG awarded in Dec. 2016; begin implementation early 2017	AHA, DPCD, Code Enforcement, Invest Atlanta, Land Bank Authority
Community Clean-ups	Addressing issues of illegal dumping	All five neighborhoods	Ongoing	DPW
CN - Video Surveillance Cameras	Support public safety through installation of video surveillance cameras and tag readers	AUC & Ashview Heights	Jan-18	AHA, DPCD, Atlanta Police Department

Proctor Creek Greenway (may be out of area)	7-mile hard surface bike and pedestrian trail along Proctor Creek; connects Westside neighborhoods to parks, the Beltline, and the Chattahoochee River; involves trash clean up, removal of invasive plant species; planting native plant species; paving trails; and installing bridge crossings and signage.	Proctor Creek from Maddox Park to the Chattahoochee River	Current: Master Plan by PATH completed. In design and engineering phase, which is expected to be complete by February 2017. Hope to have funding for Phase I trail completion through TSPLOST funds secured by year's end.	OoS, DPR, DPCD, Beltline, PATH Foundation - DWM also involved
Westside Master Planning Efforts	Addressing issues of connectivity and accessibility, folding several neighborhood and community plans into one visionary plan	All neighborhoods	COMPLETED	Westside Future Fund & DPCD
Ella Mae Wade Brayboy Park (may be out of area)	A substantial renovation to this existing park will provide pedestrian walkways, a small playground and a small seating area.	Washington Park	Begin Construction: July, 2017; Opening in late 2017	DPR
Westside Promise Zone (WPZ)	Coordination of goals and activities to transform Westside related to economic development, jobs, crime, education, housing and community infrastructure. HUD Designation will allow the City to receive Vista Volunteers, Federal Liason to assist with applying for grants and preferential points for federal grants in target area.	English Avenue, Vine City, Ashview Heights, AUC and Castleberry Hill	Designation to be announced in April 2016. 10 year designation period if selected by HUD	COA-DPCD, AHA, Invest Atlanta, APS, AWDA, ARC, United Way, AUCC
Choice Neighborhoods (CN)	Create a Neighborhood Transformation Plan for a distressed public housing site and 3 surrounding neighborhoods suffering from high poverty, blight, public safety issues, and lack of economic opportunities	Vine City, Ashview Heighs, and the AUC	Fall 2015-Fall 2021	DPCD, Atlanta Housing Authority (AHA), Atlanta Workforce Development Agency among other private entities, foundations, & university partners
Acquisition Fund	Fund to support land acquisitions for redevelopment	English Ave, Vine City, Ashview Heights and AUC	Mar-17	AHA, Invest Atlanta, Westside Future Fund,
Herndon Homes Revitalization	Create mixed-income housing development to include multi-family rental and homeownership, grocery story, community center - 700 total units to be developed of which 40% will be affordable to persons at or below 60% of AMI	English Avenue	Ground breaking of multifamily by Fall 2017	AHA, Hunt- Oakwood Development

CN- Former University Homes Revitalizations (Scholars Landing MasterPlan)	Create mixed-income housing development to include multi-family rental and homeownership - total 584; 231 rental units will be affordable to persons at or below 60% of AMI; 62 workforce housing units (affordable to persons 80-120% of AMI), and 7 affordable homeownership (at or below 80% of AMI)	AUC	Ashley I Multifamily-Construction complete/start leasing Mar. 2018; Ashley II Multifamily Mar. 2020	AHA, Scholars Landing Master Developer
CN - Human Development Services	Invest in programs and services that support education reform, workforce readiness and placement and health access and connection for adults, children and youth, seniors, and persons with disabilities	Vine City, Ashview Heights and AUC	October 2015 - September 2021	CN Case Management, and CN human development service providers and partners
Promise Youth & Community Center	Redevelopment of an abandoned and blighted Atlanta Public Schools facility into a safehaven from crime, violence and illicit drugs. The center will be a state-of-the-art learning facility with specialized services for youth and a gathering place for residents, group activities and other purposes	English Avenue	Current-2020; site development completed	Atlanta Police Department; Atlanta Police Foundation
AT-Promise Initiative	Creates pathways for success by reducing the number of young people who experience the criminal justice system. The model focuses on three major areas: 1) diversion - an alternative to arrest and probation; 2) intervention - strategies to address behavior and 3) prevention - promoting and fostering personal growth and development empowering youth	English Avenue and Vine City	Current-2020	Atlanta Police Department; Atlanta Police Foundation
CN - Urban Agriculture	Strengthen local food economy, build social capital and equity, and increase health, wellness and access, through development of farmer's market, community gardens, and Westside food eco-system (outlets for production, distribution and consumption)	Vine City, Ashview Heights and AUC with primary focus on Ashview Heights/AUC	Jan-17	AHA, Mayor's Office of Sustainability, DPCD

CN - Roosevelt Hall	Strengthen health and wellness and food eco-system through establishment of community center, teaching kitchen and food related business entities as part of rehab of Roosevelt Hall @ Scholars Landing	AUC	Jun-17	AHA, Private Developer
CN - Community Facilities	Support development of community facilities to include Friendship YMCA, and Westside Works II facilities that further human capital development of Westside residents	Vine City, Ashview Heights and AUC	Quest starting WW II in Winter 2016	AHA, DPCD, Invest Atlanta, Quest, Friendship Baptist

INVEST IN INFRASTRUCTURE				
INITIATIVE	DESCRIPTION	NEIGHBORHOOD AFFECTED	TIMELINE	ORGANIZATION/ COA DEPT
Green Infrastructure Challenge	Aims to engage the design community to construct innovative, practical GI solutions in the City, foster City and community involvement, and provide environmental improvements and neighborhood enhancements.	Washington Park, Vine City	Current	DWM
Vine City and Washington Park Study	A study to set the vision for the area. The update includes a transportation component and talks about the J.E. Lowery corridor	Vine City & Washington Park	Initial study was adopted in 2009; updated in Summer 2015 awaiting Atlanta City Council adoption	DPCD-Planning
ARC/Amec Study	Strategic implementation plan for projects on the Westside. Projects include zoning analysis for BeltLine	Proctor Creek	Current: CoA MOU revised and finalized working on energy efficiency projects in Eco-District	OoS, ARC, AMEC, Bleakly Advisory Group, BeltLine
Infrastructure Bond Projects	Repair 4 bridges, improve streetscape, upgrade traffic signals; bridge opportunities with GRTA, State & ARC	All five neighborhoods (Citywide)	Ongoing	DPW-Infrastructure Bond
MLK Corridor Improvement	Project designed to improve the corridor; making it multi-modal; lighting installation; art component	All five neighborhoods	To start within the next 18 months	DPW

CN - Safe Route	Create a safe route (improved lighting, side walks and streetscapes, installation of video surveillance cameras) along Atlanta Student Movement - from Cleophas Johnson Park to M. Agnes Jones Elementary	AUC & Ashview Heights	Jan-18	AHA, DPCD, Atlanta Police Department

IMPROVE QUALITY OF LIFE				
INITIATIVE	DESCRIPTION	NEIGHBORHOOD AFFECTED	TIMELINE	ORGANIZATION/ COA DEPT
Proctor Park (may be out of area)	9.2 acre greenspace and recreational area along Proctor Creek: revive marginalized urban land to create a community destination with green spaces, play spaces, and a trail. Area will be made accessible by a 10 foot multi-use trail which connects to transit stations, and a pedestrian bridge to residential areas.	Proctor Creek	Current: Awaiting acquisition of 11 outlier parcels in order to draw down fed funds. Hope to have acquisition secured by January 2017 so we can move forward with site design & engineering work in Q1 of 2017.	Office of Sustainability (OoS), Emerald Corridor Foundation, the National Park Service, Trust for Public Land
Proctor Creek Planning Commission	Revitalize the area by creating green space and parks, clean water source, possible connections to the Beltline and more	English Ave, Vine City, Washington Park, and others outside our project purview like Grove Park	Legislation adopted in Full Council on February 1st, 2016; Setting up the planning commission and establishing goals and objectives and a timeline over the next 4 years	Watershed Management, DPCD, Parks & Recreation, Sustainability, Park Pride & neighborhood organizations
US Army Corps Study	3-year, $3M study of ecological habitat of Proctor Creek Watershed to be conducted by USACE	Lower Proctor Creek Watershed	Current: 1st year of study is complete; USACE evaluating feasibility of ~20 potential project sites	OoS, DWM

AVE EcoDistricts	EcoDistricts is a national 501(c)(3) organization that helps regenerate urban neighborhoods through a resilience framework. AVE (AUC, Vine City, English Ave) ecodistrict is a target project. Identified priority	AUC, Vine City, English Avenue, Ashview Hights, Washington Park, Bankhead	initial phase 1 audits on 4 AUC buildings complete, phase 2 to start Jan.); Bicycle infrastructure (3/8 bike share locations permitted, installation in spring);); Green Space (Boone Park West and Urban Ecology Center - fundraising); initiating formal process for certifying as an Ecodistrict in Jan	OoS, University Commuity Development Corporation, Spelman College, Planning, ARC, AMEC, Southface, AHA, APD, Park Pride, Proctor Creek Stewardship Council, NPUs T, K, L
Proctor Creek Watershed Improvement Plan	Watershed Improvement Plans (WIPs) are planning documents that focus on individual watersheds to identify potential sources of pollutants and identify projects that are the most cost-effective for mitigating the identified sources. The purpose of this WIP is to identify projects or programs to improve water quality within the Proctor Creek watershed.	All Areas	Completed	DWM
Rodney Cook Sr Park at Historic Vine City (formerly known as Mims Park)	A 16-acre park that will provide capacity relief to the combined sewer system. The project will have a limited stormwater separation for a 150-acre area surrounding the park. In addition, the capacity relief pond will be disigned to seamlessly integrate with the park design allowing for the pond and park to provide a destination point for the community activities and recreation.	Vine City and English Avenue	Completion December 2017	DWM, DPR, Trust for Public Land, National Monumnets Foundation
Mattie Freeland Park	This small, proposed park would institutionalize an unofficial, community-led greenspace. When constructed, it would include a playround, play lawn, pavilion, and other park amenities. Project still pending community input.	English Avenue	TBD	Park Pride, The Conservation Fund, DPR

Boone Park West	This park would link to the Boone Street Green Street and would serve to capture, treat, and infiltrate stormwater from the surrounding neighborhood. Park Pride is currently working closely with the community on Park Visioning, and is nearing a final design that includes a series of rain gardens, trails and park amenities.	English Avenue, Vine City	Planning complete in early 2017; Construction begins in late 2017;	Park Pride, The Conservation Fund, DPR
Boone Boulevard Green Street	Construction of a Green Street to provide water quality and capacity relief. The new street will consist of a road diet reducing the number of travel lanes to two lanes with bike lanes on each side of the street between North Ave and Mayson Turner Dr. Streetscape improvements will be installed from North Ave to Joseph E Lowery Blvd.	English Avenue, Vine City , Hunter Hills, and Bankhead	NTP for Design/ Build Contraact imminent. Construction expected to be substantially complete by September 2017	DWM, Invest Atlanta, DPW
Beltline Westside Trail Community Health Grants	Solicits small and large grant proposals from eligible organizations to develop and offer innovative programs that will support the mission of improving health outcomes in the communities surrounding the Atlanta BeltLine Westside Trail. This grant program is intended to foster collective, collaborative efforts throughout the Westside Trail communities in the interest of synergistically creating the greatest impact and improving quality of life.	Atlanta BeltLine TAD	Current/ongoing	BeltlinePartnership

An Analysis of Residential Market Potential

Four Atlanta Westside Priority Areas

The City of Atlanta, Georgia

October, 2016

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Research & Strategic Analysis

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Research & Strategic Analysis

SUMMARY OF FINDINGS
AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

Atlanta Westside Priority Areas
The City of Atlanta, Georgia

October, 2016

INTRODUCTION

This purpose of this study is to determine the market potential for new rental and for-sale dwelling units—created through renovation of existing buildings or through new construction—that could potentially be constructed within four Priority Areas in the Westside of the City of Atlanta, Georgia. At the outset of this analysis, there were six Priority Areas under consideration: Mims Park, English Avenue, Vine City, Atlanta University Center, Ashview Heights/Washington Park, and Castleberry Hill. However, the Mims Park Priority Area is located partially in English Avenue partially in Vine City; the relevant sections of Mims Park are now included within the English Avenue and Vine City Priority Areas, depending on location. In addition, the Castleberry Hill area has been integrated into the Atlanta University Center Priority Area. This study therefore focuses on the four principal Priority Areas: English Avenue, Vine City, Ashview Heights/Washington Park, and Atlanta University Center.

The size of the potential market for new housing units within each Priority Area has been established based on the housing preferences and financial capacities of the draw area households—those households that have the potential to move to the Westside Priority Area. The characteristics of the households that make up the potential market have been identified through Zimmerman/Volk Associates' proprietary target market methodology and extensive experience with urban development and redevelopment.

A separate document—METHODOLOGY, AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL, including APPENDICES ONE AND TWO: TARGET MARKET TABLES—describes the target market methodology and the analysis of market potential for the Westside as a whole. That analysis is summarized on the following pages.

SUMMARY OF FINDINGS

—THE DRAW AREAS—

The most recent Fulton County migration and mobility data—as derived from taxpayer records compiled by the Internal Revenue Service from 2009 through 2013 and from the 2014 American Community Survey five-year estimates for the county, the City of Atlanta, and for the Westside—shows where those households with the potential to move to new mixed-income housing units currently live (the draw areas).

Based on the migration data, the draw areas for the Westside have been determined as follows:

- The Study Area itself;
- The balance of Fulton County;
- Four Atlanta metropolitan area counties: DeKalb, Cobb, Clayton, and Gwinnett; and
- The balance of the U.S., mainly other Georgia, Florida, and urban counties.

—MARKET POTENTIAL FOR THE WESTSIDE STUDY AREA—

The annual potential market over the next five years for newly-created mixed-income housing units in the Westside and each Priority Area has been determined through migration and mobility analyses, and characterized by lifestage. An annual average of 4,195 households have the potential to move within or to the Study Area each year over the next five years.

Annual Market Potential
THE WESTSIDE STUDY AREA
City of Atlanta, Georgia

		Percent		
	ANNUAL MARKET POTENTIAL	EMPTY-NESTERS AND RETIREES	TRADITIONAL AND NON-TRAD. FAMILIES	YOUNGER SINGLES AND COUPLES
Westside Study Area	4,195 households	5.9%	30.5%	63.6%

SOURCE: The Nielsen Company; Zimmerman/Volk Associates, Inc., 2016.

Among the principal factors driving the larger share of the market held by younger singles and couples are:

- Their higher mobility rates—young people tend to move much more frequently than older people; and
- Their strong preference for rental apartments, in part because many of them do not have sufficient funds for a down payment and in part because, since the collapse of the housing market in 2008, some of them remain skeptical about the value of owning versus renting.

The tenure preferences (rental versus ownership) of those 4,195 households that represent the annual potential market for the Westside is as follows:

Annual Market Potential By Tenure
THE WESTSIDE STUDY AREA
City of Atlanta, Georgia

	ANNUAL MARKET POTENTIAL	ANNUAL RENTAL MARKET POTENTIAL	PERCENT	ANNUAL OWNERSHIP MARKET POTENTIAL	PERCENT
Westside Study Area	4,195	2,675	64%	1,520	36%

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

Since 2008, there has been a measurable shift in market preferences from home ownership to rental dwelling units, particularly among younger households, driven only in part by household economics. Even among relatively affluent consumers there is a greater consumer preference for multi-family rentals than would have been typical a decade ago. At the same time, there has been a significant shift in preferences from auto-dependent subdivisions toward mixed-use, walkable neighborhoods.

The 2,675 households that represent the annual market potential for new rental units in the Westside Study Area have been grouped by income based on the Atlanta-Sandy Springs-Marietta, GA HMFA area median family income (AMI), which, as determined by the U.S. Department of Housing and Urban Development (HUD) in 2015, is $68,300, for a family of four, are summarized on the table following this page:

Renter Households By Income
THE WESTSIDE STUDY AREA
City of Atlanta, Georgia

	ANNUAL RENTAL MARKET POTENTIAL	Percent		
		BELOW 30% AMI	30 TO 80% AMI	OVER 80% AMI
Westside Study Area	2,675 households	23%	32%	45%

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

The 1,520 potential owner households have also been grouped by income, summarized on the following table:

Owner Households By Income
THE WESTSIDE STUDY AREA
City of Atlanta, Georgia

	ANNUAL OWNER MARKET POTENTIAL	Percent		
		BELOW 30% AMI	30 TO 80% AMI	OVER 80% AMI
Westside Study Area	1,520 households	17%	30%	53%

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

An annual income at 30 percent AMI ranges between $14,350 for a single-person household and $24,250 for a four-person household and up to $40,890 for an eight-person household.

An annual income at 80 percent AMI ranges between $38,350 for a single-person household and $54,550 for a four-person household and up to $72,050 for an eight-person household.

The ownership market potential is also broken out into three main housing types: multi-family for-sale (condominiums)—525 households, or 34.5 percent; single-family attached for-sale (townhouses)—485 households, or 31.9 percent; and single-family detached for sale (houses)—510 households, 33.6 percent.

In summary, the target market households' preferences by tenure and housing type are as shown on the table following this page:

Tenure/Housing Type Propensities
Annual Average Market Potential For New Housing Units
THE WESTSIDE STUDY AREA
City of Atlanta, Georgia

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT OF TOTAL
Multi-family for-rent (lofts/apartments, leaseholder)	2,675	63.8%
Multi-family for-sale (lofts/apartments, condo/co-op ownership)	525	12.5%
Single-family attached for-sale (townhouses/rowhouses, fee-simple/ condominium ownership)	485	11.6%
Single-family detached for-sale (houses, fee-simple ownership)	510	12.1%
Total	4,195	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

—MARKET CAPTURE—

Based on over a quarter century's experience employing the target market methodology in urban locations at every scale in 47 states, Zimmerman/Volk Associates has determined that, over a five year timeframe, a capture of 15 percent (over the first three years) to 25 percent (over the following two years) of the annual potential market for new rental units within the Westside Study Area is achievable, assuming the production of appropriately-positioned newly-created housing. The 15 percent capture rate of the annual potential renter market produces absorption of 401 rental units per year, or 1,203 units over three years, and the 25 percent capture rate produces absorption of 667 rental units per year, or 1,334 units over two years, for a five-year total of 2,537 rental units absorbed.

Zimmerman/Volk Associates has determined that, over a five year timeframe, a capture of 8.5 percent (over the first three years) to 12.5 percent (over the following two years) of the annual potential market for new for-sale units within the Westside Study Area is achievable, assuming the production of appropriately-positioned newly-created housing. (Until the collapse of the housing market in the fall of 2008, newly-constructed dwelling units comprised approximately 15 percent of all units sold in the nation; that percentage dropped to less than seven percent of all units sold, but has since recovered to approximately 10 percent in 2015.)

The 8.5 percent capture rate of the annual potential multi-family for-sale market produces absorption of 40 condominiums per year, or 120 units over three years, and the 12.5 percent capture rate produces absorption of 59 condominiums per year, or 118 units over two years, for a five-year total of 238 condominiums absorbed.

The 8.5 percent capture rate of the annual potential single-family attached for-sale market produces absorption of 35 townhouses per year, or 105 units over three years, and the 12.5 percent capture rate produces absorption of 50 townhouses per year, or 100 units over two years, for a five-year total of 205 townhouses absorbed.

The 8.5 percent capture rate of the annual potential single-family detached for-sale market produces absorption of 45 detached houses per year, or 135 units over three years, and the 12.5 percent capture rate produces absorption of 66 detached houses per year, or 132 units over two years, for a five-year total of 267 single-family detached houses absorbed.

Annual capture rates and number of units forecast to be absorbed over five years are summarized on the following table:

Annual Capture of Market Potential
THE WESTSIDE STUDY AREA
City of Atlanta, Georgia

HOUSING TYPE	NUMBER OF HOUSEHOLDS	ANNUAL CAPTURE RATE	FORECAST UNIT ABSORPTION YRS 1-3	YRS 4-5	5-YR TOTAL
Rental Multi-Family (lofts/apartments, leaseholder)	2,675	15% and 25%	1,203	1,334	2,537 du
For-Sale Multi-Family (lofts/apartments, condo/co-op ownership)	525	8.5% and 12.5%	120	118	238 du
For-Sale Single-Family Attached (townhouses/rowhouses, fee-simple/ condominium ownership)	485	8.5% and 12.5%	105	100	205 du
For-Sale Single-Family Detached (houses, fee-simple ownership)	510	8.5% and 12.5%	135	132	267 du
Total	4,195		1,563	1,684	3,247 du

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

The five-year absorption forecasts have been allocated according to the incomes and financial capabilities of the target households, using three general income ranges, as outlined above. Based on those allocations, the five-year absorption for the Westside Study Area has been calculated by income and by housing type as follows:

Five-Year Absorption By Income
THE WESTSIDE STUDY AREA
City of Atlanta, Georgia

	FIVE-YEAR ABSORPTION	BELOW 30% AMI	30 TO 80% AMI	OVER 80% AMI
Rental Apartments	2,537 units	577 units	808 units	1,152 units
Condominiums	238 units	0 units	79 units	159 units
Townhouses	205 units	0 units	85 units	120 units
Single-Family Houses	267 units	65 units	65 units	137 units
Total	3,247 units	642 units	1,037 units	1,568 units
Percent	100.0%	19.8%	31.9%	48.3%

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

—MARKET POTENTIAL FOR ENGLISH AVENUE—

The English Avenue Priority Area is bounded to the north by the railroad tracks, to the east by Northside Drive, to the south by Joseph E. Boone Boulevard, and to the west by Joseph E. Lowery Boulevard, occupying portions of census tracts 23 and 118.

- Just under 2,400 households are estimated to live in English Avenue in 2016.
- Median household income in the Priority Area is estimated at approximately $16,000. More than 54 percent of resident households have incomes below $15,000 per year.
- Nearly 80 percent of these households contain just one or two persons.
- Approximately 4,300 dwelling units are located in the English Avenue Priority Area, of which over 44 percent are vacant.
- Of the approximately 2,400 occupied housing units, more than 87 percent are rented, and the remainder are occupied by their owners.
- Of the approximately 300 owner-occupied dwelling units, more than 56 percent have estimated values below $100,000.

SOURCE: The Nielsen Company estimates, 2016.

Based on target market housing preferences, new development or renovation of existing units in the English Avenue Priority Area should be able to capture approximately 12 percent of the forecast absorption for the Westside as a whole. Over a five-year time frame, therefore, the English Avenue Priority Area could support absorption of just under 400 newly-developed and renovated dwelling units as shown on the following table.

Five-Year Absorption Forecasts
ENGLISH AVENUE PRIORITY AREA
City of Atlanta, Georgia

	TOTAL ABSORPTION	RENTAL ABSORPTION	TOWNHOUSE ABSORPTION	SINGLE-FAMILY ABSORPTION
English Avenue	396 units	252 units	41 units	103 units

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

Renovated or newly-developed rental apartments comprise approximately 63 percent of total absorption, new construction townhouses just over 10 percent, and new and renovated single-family

houses over 26 percent. There is no appreciable market for condominiums in the English Avenue Priority Area.

The absorption forecasts have been allocated according to the incomes and financial capabilities of the target households, using three general income ranges. It is likely that the overwhelming majority of households will contain one to three persons.

- Below 30 percent of the AMI (or an income of less than $14,350 per year for a one-person household to an income of $21,000 for a three-person household);
- Between 30 percent and 80 percent AMI (or between an income of $14,350 and $38,200 per year for a one-person household and between $21,000 and approximately $49,100 per year for a three-person household);
- Above 80 percent AMI (or above $38,200 per year for a one-person household and above $49,100 per year for a three-person household).

Based on those allocations, the forecast absorption has been calculated by income and by housing type as follows:

Five-Year Absorption By Income
ENGLISH AVENUE PRIORITY AREA
City of Atlanta, Georgia

	FIVE-YEAR ABSORPTION	BELOW 30% AMI	30 TO 80% AMI	OVER 80% AMI
Rental Apartments	252 units	57 units	81 units	114 units
Condominiums	0 units	0 units	0 units	0 units
Townhouses	41 units	0 units	17 units	24 units
Single-Family Houses	103 units	24 units	24 units	55 units
Total	396 units	81 units	122 units	193 units
Percent	100.0%	20.5%	30.8%	48.7%

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

Supportable rents, from the potential renters' perspective, have been established at approximately 25 percent of the target households' annual gross incomes for those households with incomes below 80 percent AMI, and for the range of annual gross incomes for those households with incomes above 80 percent AMI, as shown on the table on the following page.

Monthly Rent Levels By Income
ENGLISH AVENUE PRIORITY AREA
City of Atlanta, Georgia

HOUSEHOLD SIZE	BELOW 30% AMI	30 TO 80% AMI	OVER 80% AMI {MARKET-RATE}
One person	<$300	$300 - $795	$800 - $1,000
Two persons	<$340	$340 - $900	$1,000 - $1,300
Three persons	<$435	$435 - $1,025	$1,300 - $1,550

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

These rents cover average unit sizes of 550 square feet for a studio apartment, 750 square feet for a one-bedroom apartment, 950 square feet for a two-bedroom/one bath apartment, and 1,150 square feet for a two-bedroom/two bath apartment. The rents per square foot of the market-rate units range between $1.35 for the largest apartment to $1.64 for the smallest studio. From the market perspective, appropriate locations for new rental units in English Avenue are primarily along the major corridors that bound the neighborhood—Joseph E. Boone Boulevard, Joseph E. Lowery Boulevard, and Northside Drive.

New construction townhouses should carry base prices of $160,000 for a 1,200-square-foot unit with two bedrooms and one-and-a-half baths to $200,000 for a 1,550-square-foot unit with three-bedrooms and two-and-a-half baths ($129 to $133 per square foot). Households with incomes below 80 percent AMI will require subsidy to be able to purchase townhouses at these price points. From the market perspective, the most appropriate locations for new construction townhouses are along Joseph E. Boone Boulevard facing Mims Park and as infill along James P. Brawley Drive or other interior locations in the neighborhood.

Newly-constructed and renovated single-family detached houses are proposed for base prices ranging between $130,000 for a 1,000-square-foot cottage with two bedrooms and two baths to $210,000 for a 1,650-square-foot house with three bedrooms and two-and-a-half baths ($124 to $130 per square foot). As with the townhouses, households with incomes below 80 percent AMI will require some subsidy to be able to purchase detached houses at these price points. To support current homeowners in this area, a prime location for new single-family development would be the Mattie Freeland Park District.

—MARKET POTENTIAL FOR VINE CITY—

The Vine City Priority Area is bounded to the north by Joseph E. Boone Boulevard, to the east by Northside Drive, to the south by Martin Luther King, Jr., Drive, and to the west by Joseph E. Lowery Boulevard, occupying census tract 25 and part of 26.

- Just over 1,450 households are estimated to live in Vine City in 2016.
- Median household income in the Priority Area is estimated at approximately $23,000. Approximately a third of resident households have incomes below $15,000 per year.
- Nearly 69 percent of these households contain just one or two persons.
- Just under 2,100 dwelling units are located in Vine City, of which approximately 31 percent are unoccupied.
- Of the approximately 1,450 occupied housing units, just under 82 percent are rented, and the remainder are occupied by their owners.
- Of the approximately 260 owner-occupied dwelling units, just over 41 percent have estimated values below $100,000.

SOURCE: The Nielsen Company estimates, 2016.

Based on target market housing preferences, new development or renovation of existing units in the Vine City Priority Area should be able to capture approximately 34 percent of the forecast absorption for the Westside as a whole. Over a five-year time frame, therefore, the Vine City Priority Area could support absorption of approximately 1,100 newly-developed and renovated dwelling unit, as follows.

Five-Year Absorption Forecasts
VINE CITY PRIORITY AREA
City of Atlanta, Georgia

	TOTAL ABSORPTION	RENTAL ABSORPTION	CONDOMINIUM ABSORPTION	TOWNHOUSE ABSORPTION	SINGLE-FAMILY ABSORPTION
Vine City	1,111 units	889 units	72 units	82 units	68 units

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

Renovated or newly-developed rental apartments comprise approximately 80 percent of total absorption, new construction condominiums approximately 6.5 percent, new construction townhouses just over seven percent, and new and renovated single-family houses over six percent.

As noted above, the absorption forecasts have been allocated according to the incomes and financial capabilities of the target households, using three general income ranges. It is likely that the overwhelming majority of households will contain one to three persons.

- Below 30 percent of the AMI (or an income of less than $14,350 per year for a one-person household to an income of $21,000 for a three-person household);
- Between 30 percent and 80 percent AMI (or between an income of $14,350 and $38,200 per year for a one-person household and between $21,000 and approximately $49,100 per year for a three-person household);
- Above 80 percent AMI (or above $38,200 per year for a one-person household and above $49,100 per year for a three-person household).

Based on those allocations, the forecast absorption has been calculated by income and by housing type as follows:

Five-Year Absorption By Income
VINE CITY PRIORITY AREA
City of Atlanta, Georgia

	FIVE-YEAR ABSORPTION	BELOW 30% AMI	30 TO 80% AMI	OVER 80% AMI
Rental Apartments	889 units	202 units	283 units	404 units
Condominiums	72 units	0 units	24 units	48 units
Townhouses	82 units	0 units	34 units	48 units
Single-Family Houses	68 units	17 units	17 units	34 units
Total	1,111 units	219 units	358 units	534 units
Percent	100.0%	19.7%	32.2%	48.1%

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

Supportable rents, from the potential renters' perspective, have been established at approximately 25 percent of the target households' annual gross incomes for those households with incomes below 80 percent AMI, and for the range of annual gross incomes for those households with incomes above 80 percent AMI, as follows.

Monthly Rent Levels By Income
VINE CITY PRIORITY AREA
City of Atlanta, Georgia

HOUSEHOLD SIZE	BELOW 30% AMI	30 TO 80% AMI	OVER 80% AMI {MARKET-RATE}
One person	<$300	$300 - $795	$975 - $1,300
Two persons	<$340	$340 - $900	$1,300 - $1,600
Three persons	<$435	$435 - $1,025	$1,600 - $1,800

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

These rents cover average unit sizes of 500 square feet for a studio apartment, 700 square feet for a one-bedroom apartment, 900 square feet for a two-bedroom/one bath apartment, and 1,100 square feet for a two-bedroom/two bath apartment. The rents per square foot of the market-rate units range between $1.64 for the largest apartment to $1.95 for the smallest studio. From the market perspective, the most appropriate locations for new rental development in Vine City are within walking distance of the Vine City Marta Station; along Northside Drive; adjacent to Mims Park; and along Martin Luther King, Jr. Drive.

New construction condominiums should carry base prices of $115,000 for an 800-square-foot unit with one bedroom and one bath to $175,000 for a 1,350-square-foot unit with two bedrooms and two-and-a-half baths ($130 to $144 per square foot). Households with incomes below 80 percent AMI will require some subsidy to be able to purchase condominiums at these price points. From the market perspective, appropriate locations for new condominiums are within walking distance of the Vine City Marta Station; adjacent to Mims Park; as infill along James P. Brawley Drive; and on Northside Drive.

New construction townhouses should carry base prices of $185,000 for a 1,200-square-foot unit with two bedrooms and one-and-a-half baths to $225,000 for a 1,550-square-foot unit with three-bedrooms and two-and-a-half baths ($145 to $154 per square foot). Again, households with incomes below 80 percent AMI will require subsidy to be able to purchase townhouses at these price points. From the market perspective, new townhouses could be developed along James P. Brawley Drive; adjacent to Mims Park; and on other infill locations throughout the Priority Area.

Newly-constructed and renovated single-family detached houses are proposed for base prices of $195,000 for a 1,300-square-foot cottage with two bedrooms and two-and-a-half baths to $250,000 for an 1,850-square-foot house with three bedrooms and two-and-a-half baths ($135 to $150 per square foot). As with the condominiums and townhouses, households with incomes below 80 percent AMI will require subsidy to be able to purchase detached houses at these price points. New single-family detached houses could be developed on blocks with several vacant sites to create a critical mass of homeownership, including along James P. Brawley Drive and adjacent to Mims Park.

—MARKET POTENTIAL FOR ASHVIEW HEIGHTS/WASHINGTON PARK—

The Ashview Heights/Washington Park Priority Area is bounded to the north by Joseph E. Boone Boulevard, to the east by Joseph E. Lowery Boulevard, to the south by Interstate 20, and to the west by the Beltline, occupying portions of census tracts 24 and 39.

- Just under 1,400 households are estimated to live in Ashview Heights/Washington Park in 2016.
- Median household income in the Priority Area is estimated at approximately $28,000. Approximately 28.5 percent of resident households have incomes below $15,000 per year.
- Just under 65 percent of these households contain just one or two persons.
- Approximately 2,250 dwelling units are in Ashview Heights/Washington Park, of which just under 38 percent are vacant.
- Of the approximately 1,400 occupied housing units, just under 59 percent are rented, and the remainder are occupied by the owners.
- Of the approximately 570 owner-occupied dwelling units, approximately 68 percent have estimated values below $100,000.

SOURCE: The Nielsen Company estimates, 2016.

Based on target market housing preferences, new development or renovation of existing units in the Ashview Heights/Washington Park Priority Area should be able to capture 17.6 percent of the forecast absorption for the Westside as a whole. Over a five-year time frame, therefore, the Ashview Heights/Washington Park Priority Area could support absorption of just over 570 newly-developed and renovated dwelling units.

Five-Year Absorption Forecasts
ASHVIEW HEIGHTS/WASHINGTON PARK PRIORITY AREA
City of Atlanta, Georgia

	TOTAL ABSORPTION	RENTAL ABSORPTION	CONDOMINIUM ABSORPTION	TOWNHOUSE ABSORPTION	SINGLE-FAMILY ABSORPTION
Ashview Heights/ Washington Park	572 units	252 units	166 units	82 units	72 units

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

Renovated or newly-developed rental apartments comprise approximately 44 percent of total absorption, new construction condominiums approximately 29 percent, new construction townhouses just over 14 percent, and new and renovated single-family houses nearly 13 percent.

Again, as noted above, the absorption forecasts have been allocated according to the incomes and financial capabilities of the target households, using three general income ranges. It is likely that the overwhelming majority of households will contain one to three persons.

- Below 30 percent of the AMI (or an income of less than $14,350 per year for a one-person household to an income of $21,000 for a three-person household);
- Between 30 percent and 80 percent AMI (or between an income of $14,350 and $38,200 per year for a one-person household and between $21,000 and approximately $49,100 per year for a three-person household);
- Above 80 percent AMI (or above $38,200 per year for a one-person household and above $49,100 per year for a three-person household).

Based on those allocations, the forecast absorption has been calculated by income and by housing type as follows:

Five-Year Absorption By Income
ASHVIEW HEIGHTS/WASHINGTON PARK PRIORITY AREA
City of Atlanta, Georgia

	FIVE-YEAR ABSORPTION	BELOW 30% AMI	30 TO 80% AMI	OVER 80% AMI
Rental Apartments	252 units	57 units	81 units	114 units
Condominiums	166 units	0 units	55 units	111 units
Townhouses	82 units	0 units	34 units	48 units
Single-Family Houses	72 units	12 units	12 units	48 units
Total	572 units	69 units	182 units	321 units
Percent	100.0%	12.1%	31.8%	56.1%

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

Supportable rents, from the potential renters' perspective, have been established at approximately 25 percent of the target households' annual gross incomes for those households with incomes below 80 percent AMI, and for the range of annual gross incomes for those households with incomes above 80 percent AMI, as shown on the table following this page.

Monthly Rent Levels By Income
ASHVIEW HEIGHTS/WASHINGTON PARK PRIORITY AREA
City of Atlanta, Georgia

HOUSEHOLD SIZE	BELOW 30% AMI	30 TO 80% AMI	OVER 80% AMI {MARKET-RATE}
One person	<$300	$300 - $795	$900 - $1,125
Two persons	<$340	$340 - $900	$1,125 - $1,450
Three persons	<$435	$435 - $1,025	$1,450 - $1,650

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

These rents cover average unit sizes of 500 square feet for a studio apartment, 650 square feet for a one-bedroom apartment, 850 square feet for a two-bedroom/one bath apartment, and 1,100 square feet for a two-bedroom/two bath apartment. The rents per square foot of the market-rate units range between $1.50 for the largest apartment and $1.80 for the smallest studio. From the market perspective, the most appropriate locations for new rental development in Ashview Heights/Washington Park are within walking distance of the Ashby Marta Station and within the Atlanta Housing Authority's CollegeTown at West End redevelopment.

New construction condominiums should carry base prices of $150,000 for a 750-square-foot unit with one bedroom and one bath to $245,000 for a 1,300-square-foot unit with two bedrooms and two-and-a-half baths ($188 to $200 per square foot). Households with incomes below 80 percent AMI will require some subsidy to be able to purchase condominiums at these price points. From the market perspective, the most appropriate locations for new condominium development in Ashview Heights/Washington Park are also within walking distance of the Ashby Marta Station and within the Atlanta Housing Authority's CollegeTown at West End redevelopment.

New construction townhouses should carry base prices of $200,000 for a 1,250-square-foot unit with two bedrooms and one-and-a-half baths to $250,000 for a 1,650-square-foot unit with three-bedrooms and two-and-a-half baths ($152 to $160 per square foot). Households with incomes below 80 percent AMI will require subsidy to be able to purchase townhouses at these price points. From the market perspective, the appropriate location for new townhouse development in Ashview Heights/Washington Park is within the Atlanta Housing Authority's CollegeTown at West End redevelopment.

Newly-constructed and renovated single-family detached houses are proposed for base prices of $190,000 for an 1,100-square-foot cottage with two bedrooms and two baths to $260,000 for a 1,600-square-foot house with three bedrooms and two-and-a-half baths ($163 to $173 per square foot). As with the townhouses, households with incomes below 80 percent AMI will require subsidy to be able to purchase detached houses at these price points. From the market perspective, the most appropriate locations for new detached houses in Ashview Heights/Washington Park are within the Atlanta Housing Authority's CollegeTown at West End redevelopment and on other infill lots within the Priority Area.

—MARKET POTENTIAL FOR ATLANTA UNIVERSITY CENTER—

The Atlanta University Center Priority Area is bounded to the north by Martin Luther King, Jr., Drive, to the east by the CSX railroad tracks, to the south by Interstate 20, and to the west by Joseph E. Lowery Boulevard, occupying census tracts 36, 37, 38 and 43.

- Just under 1,740 households are estimated to live in the Atlanta University Center Priority Area in 2016.
- Median household income in the Priority Area is estimated at approximately $28,000. Approximately 23 percent of resident households have incomes below $15,000 per year.
- More than 80 percent of these households contain just one or two persons.
- Just over 2,200 dwelling units are located in the Atlanta University Center Priority Area, of which 21 percent are unoccupied.
- Of the approximately 1,740 occupied housing units, just under 81 percent are rented, and the remainder are occupied by the owners.
- Of the approximately 330 owner-occupied dwelling units, less than 32 percent have estimated values below $100,000.

SOURCE: The Nielsen Company estimates, 2016.

Based on target market housing preferences, new development or renovation of existing units in the Atlanta University Center Priority Area should be able to capture 36 percent of the forecast absorption for the Westside as a whole. Over a five-year time frame, therefore, the Atlanta University Center Priority Area could support absorption of nearly 1,170 newly-developed and renovated dwelling units, as follows.

Five-Year Absorption Forecasts
ATLANTA UNIVERSITY CENTER PRIORITY AREA
City of Atlanta, Georgia

	TOTAL ABSORPTION	RENTAL ABSORPTION	SINGLE-FAMILY ABSORPTION
Atlanta University Center	1,168 units	1,144 units	24 units

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

Because this Priority Area is the location of several educational institutions—Clark Atlanta University, Spelman College, Morehouse College, and the Morehouse School of Medicine—as well

as Scholars Landing, the redevelopment of the former University Homes public housing property, newly-constructed rental apartments comprise approximately 98 percent of the total, and new and renovated single-family houses the remaining two percent.

As noted previously, the absorption forecasts have been allocated according to the incomes and financial capabilities of the target households, using three general income ranges. It is likely that in this Priority Area, the overwhelming majority of households will contain one or two persons.

- Below 30 percent of the AMI (or an income of less than $14,350 per year for a one-person household to an income of $16,400 for a two-person household);
- Between 30 percent and 80 percent AMI (or between an income of $14,350 and $38,200 per year for a one-person household and between $16,400 and approximately $43,650 per year for a two-person household);
- Above 80 percent AMI (or above $38,200 per year for a one-person household and above $43,650 per year for a two-person household).

Based on those allocations, the forecast absorption has been calculated by income and by housing type as shown on the following table:

Five-Year Absorption By Income
ATLANTA UNIVERSITY CENTER PRIORITY AREA
City of Atlanta, Georgia

	FIVE-YEAR ABSORPTION	BELOW 30% AMI	30 TO 80% AMI	OVER 80% AMI
Rental Apartments	1,144 units	261 units	363 units	520 units
Single-Family Houses	24 units	12 units	12 units	0 units
Total	1,168 units	273 units	375 units	520 units
Percent	100.0%	23.4%	32.1%	44.5%

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

Supportable rents, from the potential renters' perspective, have been established at approximately 25 percent of the target households' annual gross incomes for those households with incomes below 80 percent AMI, and for the range of annual gross incomes for those households with incomes above 80 percent AMI, as shown on the table following this page.

Monthly Rent Levels By Income
ATLANTA UNIVERSITY CENTER PRIORITY AREA
City of Atlanta, Georgia

HOUSEHOLD SIZE	BELOW 30% AMI	30 TO 80% AMI	OVER 80% AMI {MARKET-RATE}
One person	<$300	$300 - $795	$1,000 - $1,400
Two persons	<$340	$340 - $900	$1,400 - $1,650
Three persons	<$435	$435 - $1,025	$1,650 - $1,850

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

These rents cover average unit sizes of 500 square feet for a studio apartment, 725 square feet for a one-bedroom apartment, 900 square feet for a two-bedroom/one bath apartment, and 1,100 square feet for a two-bedroom/two bath apartment. The rents per square foot of the market-rate units range between $1.68 for the largest apartment to $2.00 for the smallest studio. From the market perspective, the most appropriate locations for new rental development in the Atlanta University Center are within walking distance of the Vine City Marta Station; along Northside Drive; along Martin Luther King, Junior, Drive; and within the Atlanta Housing Authority's Scholars Landing redevelopment.

Newly-constructed and renovated single-family detached houses should carry base prices of $135,000 for a 1,000-square-foot cottage with two bedrooms and two baths to $185,000 for a 1,400-square-foot house with three bedrooms and two baths ($132 to $133 per square foot). A smaller subsidy will be required for households with incomes below 80 percent AMI. New detached houses in the Atlanta University Center should be concentrated on infill lots on relatively strong blocks within the Priority Area

THE CURRENT CONTEXT

Summary supply-side information covering relevant multi-family rental properties and unit sales listings is provided in tabular form (Tables 1 *and* 2).

Summary Of Selected Rental Properties

Westside Market Area, City of Atlanta, Georgia

March/September, 2016

Property (Date Opened) *Neighborhood; Address*	*Number of Units*	*Reported Base Rent*	*Reported Unit Size*	*Rent per Sq. Ft.*	*Additional Information*
Magnolia Park (2001)	**400**				**99% occupancy**
Vine City	1br/1ba	$700 to	597 to	$1.13 to	*Clubhouse,*
60 Paschal Boulevard		$800	710	$1.17	*pool,*
	2br/1.5ba	$845	866	$0.98	*tennis.*
	2br/2ba	$900	952	$0.89	
	3br/2ba	$975	1,077	$0.91	
	3br/.52ba	$1,005	1,287	$0.76	
Northside Plaza (1992)	**127**				**99% occupancy**
Castleberry Hill	1br/1ba	$789	600	$1.32	*Fitness center,*
440 Markham St.	2br/1ba	$975	900	$1.08	*pool.*
	2br/2ba loft	$1,775			
Residences at City Center Apts (1993)	**188**				**98% occupancy**
Vine City	1br/1ba	$810 to	575 to	$1.25 to	*Clubhouse,*
55 Maple Street		$905	722	$1.41	*fitness center,*
	2br/1ba	$845	848	$1.00	*pool.*
	2br/2ba	$880	950 to	$0.93 to	*playground.*
		$980	968	$1.01	
	3br/2ba	$1,035	1,150	$0.90	
The Point at Westside (2004)	**263**				**95% occupancy**
English Avenue	Studio/1ba	$890	595	$1.50	*Pool,*
370 Northside Drive	1br/1ba	$960	729	$1.32	*fitness center,*
	2br/2ba	$1,234 to	1,001 to	$1.17 to	*lounge,*
		$1,237	1,056	$1.23	*cyber cafe.*
	3br/2ba	$1,225 to	1,211 to	$1.01 to	
		$1,253	1,234	$1.02	
Ashley Collegetown (2001)	**376**				**96% occupancy**
Collegetown at West End	1br/1ba	$895 to	730 to	$1.23 to	*Business center,*
387 Joseph E. Lowery Boulevard, SW		$1,570	802	$1.96	*pool,*
	2br/1ba	$1,185 to	989	$1.20 to	*fitness center,*
		$1,730		$1.75	*computer cafe.*
	2br/1.5ba	$1,185 to	989	$1.20 to	
		$2,045		$2.07	
	2br/2ba	$1,190 to	989 to	$1.20 to	
		$2,145	1,223	$1.75	
	3br/2.5ba	$1,690 to	1,278	$1.32 to	
		$2,210		$1.73	

SOURCE: Zimmerman/Volk Associates, Inc.

Summary Of Selected Rental Properties

Westside Market Area, City of Atlanta, Georgia

March/September, 2016

Property (Date Opened) *Address*	*Number of Units*	*Reported Base Rent*	*Reported Unit Size*	*Rent per Sq. Ft.*	*Additional Information*
Villages at Castleberry Hill (2000)	**450**				**99% occupancy**
Atlanta University Center	1br/1ba	$900	710 to	$1.13 to	*Fitness center,*
600 Greensferry Avenue			799	$1.27	*pool,*
	2br/1ba	$950	890	$1.07	*basketball court.*
	2br/2ba	$1,050 to	947 to	$1.11 to	
		$1,095	1,188	$0.92	
Washington Condominiums	**89**				
Ashby MARTA Station	1br/1ba	$925 to	768	$1.20 to	*Pool,*
870 Mayson Turner Road		$1,095		$1.43	*clubroom,*
	2br/2ba	$1,300 to	1,082	$1.20 to	*fitness center.*
		$1,390		$1.28	
935 M Apts. (2010)	**282**				**98% occupancy**
West Midtown	Studio/1ba	$1,180 to	520 to	$2.27 to	*Conference room,*
935 Marietta Street		$1,795	585	$3.07	*chef's kitchen,*
	1br/1ba	$1,380 to	685 to	$2.01 to	*Iclick cafe.*
		$2,080	850	$2.45	
	1br/2ba	$1,900 to	990 to	$1.94 to	
		$2,100	1,080	$1.92	
	2br/2ba	$1,740 to	980 to	$1.78 to	
		$2,455	1,300	$1.89	
	2br/3ba	$3,000	2,415	$1.24	
Gables 820 West (2007)	**248**				**96% occupancy**
West Midtown	1br/1ba	$1,130 to	630 to	$1.70 to	*Billiards,*
820 West Marietta Street		$1,637	964	$1.79	*club lounge,*
	2br/2ba	$1,566 to	1,076 to	$1.46 to	*fitness center,*
		$2,120	1,148	$1.85	*coffee bar,*
					internet lounge.

SOURCE: Zimmerman/Volk Associates, Inc.

Summary of For-Sale Listings

Westside Market Area, City of Atlanta, Georgia

March/September, 2016

Address	*Asking Price*	*Unit Size*	*Price psf*	*Unit Configuration*
. . . . . Condominium/Townhousess				
. . . . . Ashview Heights				
1009 Palmetto	$20,000	1,264	$16	2br/1ba
152 1st Street	$23,100	n/a	n/a	3br/1ba
225 1st Street	$32,000	1,044	$31	2br/2ba
971 Washington Place	$38,000	1,000	$38	2br/1ba
1085 Parsons	$40,000	750	$53	2br/1ba
955 Camilla	$40,000	864	$46	3br/1ba
507 N. 13th Street	$99,500	982	$101	1br/1ba
. . . . . Bankhead				
937 Division	$18,000	1,264	$14	3br/1ba
596 Joseph E. Lowery	$69,000	n/a	n/a	3br/2ba
. . . . . Castleberry Hill				
89 Mangum	$117,900	930	$127	1br/1ba
	$129,900	1,084	$120	2br/2ba
238 Peters St.	$120,000	880	$136	1br/1ba
Swift & Co.				
244 Peters St.	$159,900	1,076	$149	1br/1ba
	$175,000	2,178	$80	2br/2ba
267 Peters St.	$159,900	1,133	$141	1br/1ba
	$169,900	1,223	$139	1br/1ba
	$179,900	1,100	$164	1br/1ba
63 Mangum	$159,900	n/a	n/a	1br/1ba
	$229,900	1,307	$176	2br/2ba
172 Haynes	$164,000	730	$225	1br/1ba
204 Walker	$165,000	1,352	$122	1br/1ba
376 Nelson	$259,900	1,650	$158	1br/1.5ba
320 Peters	$279,900	n/a	n/a	2br/2.5ba
205 Walker	$285,000	1,760	$162	2br/1.5ba
190 Walker	$297,500	1,650	$180	1br/1ba

SOURCE: Multiple Listing Service;
Zimmerman/Volk Associates, Inc.

Summary of For-Sale Listings

Westside Market Area, City of Atlanta, Georgia

March/September, 2016

Address	*Asking Price*	*Unit Size*	*Price psf*	*Unit Configuration*
		. . . . . Castleberry Hill (continued)		
320 Peters	$499,900	1,573	$318	2br/2ba
289 Peters	$625,000	4,000	$156	2br/2ba
229 Bradberry	$2,499,000	7,703	$324	3br/3.5ba
		. . . . . Vine City		
885 Thurmond	$35,000	1,252	$28	3br/1ba
816 Thurmond	$49,900	n/a	n/a	3br/1ba
806 Thurmond	$49,900	n/a	n/a	2br/1ba
634 Lester	$64,900	1,260	$52	3br/2ba
290 Sciple Terrace	$90,000	1,275	$71	3br/2ba
647 Delbridge	$90,000	1,792	$50	3br/2ba
658 Magnolia	$165,000	2,040	$81	3br/2ba
The Washington				
870 Mayson Turner Road	$99,900	1,082	$92	2br/2ba
	$100,000	768	$130	1br/1ba
	$105,000	768	$137	1br/1ba
	$108,000	872	$124	2br/1ba
	$110,000	768	$143	1br/1ba
	$129,000	872	$148	2br/1ba
		. . . . . Washington Park		
964 Mayson Turner Road	$28,500	2,304	$12	5br/2ba
1141 MLK	$39,900	1,112	$36	3br/1ba
953 Ashby Circle	$42,500	1,218	$35	4br/1ba
968 Harewell	$59,900	1,408	$43	3br/1ba
211 Ollie	$67,500	1,872	$36	4br/2ba

SOURCE: Multiple Listing Service;
Zimmerman/Volk Associates, Inc.

Summary of For-Sale Listings

Westside Market Area, City of Atlanta, Georgia

March/September, 2016

Address	*Asking Price*	*Unit Size*	*Price psf*	*Unit Configuration*
. . . . . Multi-Family Buildings				
. . . . . Ashview Heights				
177 Lawton	$79,900			
186 1st St.	$84,900			
231 Holderness	$87,000			
. . . . . Bankhead				
961 Joseph Boone	$45,000			
. . . . . English Avenue				
406 Paine	$50,000			
543 Oliver	$79,000			
n/a	$189,900			
. . . . . Vine City				
111 J.E. Lowery	$84,000			
. . . . . Washington Park				
954 J.E. Boone	$79,000			
. . . . . Single-Family Detached				
. . . . . Ashview Heights				
1009 Palmetto Ave.	$20,000	n/a	n/a	2br/1ba
152 1st St.	$23,100	n/a	n/a	3br/1ba
. . . . . Atlanta University Center				
856 Beckwith St.	$125,000	1,344	$93	6br/2ba
. . . . . Bankhead				
596 Joseph E. Lowery	$69,000	n/a	n/a	3br/2ba
560 Joseph E. Lowery	$150,000	2,240	$67	4br/3ba
. . . . . English Avenue				
857 Joseph Boone	$40,400	1,604	$25	3br/2.5ba
634 Jones Avenue	$60,000	5,663	$11	4br/2.5ba
343 James P. Brawley	$100,000	1,337	$75	5br/2ba

SOURCE: Multiple Listing Service;
Zimmerman/Volk Associates, Inc.

Summary of For-Sale Listings

Westside Market Area, City of Atlanta, Georgia

March/September, 2016

Address	*Asking Price*	*Unit Size*	*Price psf*	*Unit Configuration*
..... Single-Family Detached (continued)				
..... Vine City				
156 Graves	$40,000	n/a	n/a	2br/1ba
160 Graves	$40,000	n/a	n/a	2br/1ba
75 Griffin St.	$45,000	1,112	$40	4br/1ba
634 Lester St.	$64,900	1,260	$52	3br/2.5ba
164 Vine Street	$75,000	n/a	n/a	3br/2ba
290 Sciple Terrace	$90,000	1,275	$71	3br/2.5ba
..... Washington Park				
1026 Joseph Boone	$34,900	1,142	$31	2br/1ba
970 Joseph E. Boone	$35,000	1,590	$22	3br/1ba
968 Harwell	$59,900	1,408	$43	3br/1ba
1141 Martin Luther King Jr. Drive	$59,999	1,112	$54	3br/1.5ba
992 Westmoor	$74,000	2,895	$26	7br/3ba

SOURCE: Multiple Listing Service;
Zimmerman/Volk Associates, Inc.

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Research & Strategic Analysis

ASSUMPTIONS AND LIMITATIONS—

Every effort has been made to insure the accuracy of the data contained within this analysis. Demographic and economic estimates and projections have been obtained from government agencies at the national, state, and county levels. Market information has been obtained from sources presumed to be reliable, including developers, owners, and/or sales agents. However, this information cannot be warranted by Zimmerman/Volk Associates, Inc. While the proprietary residential target market methodology employed in this analysis allows for a margin of error in base data, it is assumed that the market data and government estimates and projections are substantially accurate.

Absorption scenarios are based upon the assumption that a normal economic environment will prevail in a relatively steady state during development of the subject property. Absorption paces are likely to be slower during recessionary periods and faster during periods of recovery and high growth. Absorption scenarios are also predicated on the assumption that the product recommendations will be implemented generally as outlined in this report and that the developer will apply high-caliber design, construction, marketing, and management techniques to the development of the property.

Recommendations are subject to compliance with all applicable regulations. Relevant accounting, tax, and legal matters should be substantiated by appropriate counsel.

METHODOLOGY
TARGET MARKET TABLES
— Appendix One—

An Analysis of Residential Market Potential

Six Atlanta Westside Priority Areas

The City of Atlanta, Georgia

March, 2016

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Research & Strategic Analysis

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Assumptions and Limitations
Rights and Study Ownership

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Research & Strategic Analysis

METHODOLOGY

AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

Six Atlanta Westside Priority Areas
The City of Atlanta, Georgia

March, 2016

The technical analysis to determine the market potential for new rental and for-sale housing units within six Westside Priority Areas in the City of Atlanta included delineation of the draw areas, determination of the target households, and the target residential mix for each Priority Area corresponding to the housing preferences of the target households.

For the purposes of this study, the six Priority Areas include Mims Park, English Avenue, Vine City, Atlanta University Center, Ashby Station/Washington Park, and Castleberry Hill. The six Priority Areas lie within the Westside Study Area, which, for the purposes of this analysis, is bounded by the railroad tracks to the north, Northside Drive to the east, Interstate 20 to the south, and the Atlanta Beltline to the west. The Westside Study Area also includes Castleberry Hill, an area west of Northside Drive and east of Interstate 85, south of Mitchell Street and north of Interstate 20. Census tracts 23 through 26, 35 through 39, 43, and 118 comprise the Westside Study Area.

The market potential for the Study Area was determined by target market analysis of households in the draw areas, and included:

- The draw areas for new and existing housing units within Fulton County, based on historical settlement patterns, the most recent available taxpayer migration data for the county, and incorporating additional population migration data from the 2014 American Community Survey for Fulton County and the Study Area, as well as other market dynamics;

- The depth and breadth of the potential housing market by tenure (rental and ownership) and by type (multi-family and single-family attached and detached units);
- The composition of the potential housing market by lifestage (empty-nesters/retirees, traditional and non-traditional families, younger singles/couples); and
- The incomes and financial capabilities of the potential housing market, with income distribution based on HUD's 2016 income limits: below 30 percent AMI, between 30 and 50 percent AMI, between 50 and 80 percent AMI, between 80 and 110 percent AMI, and above 110 percent AMI (120 percent AMI for for-sale housing types).

DELINEATION OF THE DRAW AREAS (MIGRATION ANALYSIS)—

Taxpayer migration data provide the framework for the determination of the draw areas—the principal counties of origin for households that are likely to move to Fulton County. These data are maintained at the county and county equivalent level by the Internal Revenue Service and provide a clear representation of migration and mobility patterns. These data have been supplemented by population mobility data for the City of Atlanta and for the Westside Study Area from the U.S. Bureau of Census 2014 American Community Survey.

Historically, American households, more than any other nation's, have been extraordinarily mobile. In general nationally, household mobility is higher in urban areas; a greater percentage of renters move than owners; and a greater percentage of younger households move than older households.

Nationally, one lingering consequence of the Great Recession (officially December, 2007 through June, 2009) has been a considerable reduction in mobility. However, according to the American Community Survey, which measures population mobility, Atlanta—where 22.5 percent of the city's population moved from one dwelling unit to another from 2013 to 2014—has a considerably higher mobility rate than the national average of less than 12 percent. The mobility rate in the Westside Study Area varies by census tract, from 11.9 percent to 53.3 percent, for an average of 17 percent.

Appendix One, Table 1.
Migration Trends

Analysis of Fulton County migration and mobility data from 2009 through 2013—the most recent data available from the Internal Revenue Service—shows that the county gained households through net migration at the beginning of the study period, but in the final two years, experienced net losses of households through out-migration.

Annual in-migration into Fulton County rose between 2009 and 2011, increasing from 46,320 households in 2009 to a five-year peak of 59,175 households in 2011. By 2013, in-migration had fallen to 45,735 households. Close to half of the county's in-migration is from other counties in the Atlanta metropolitan area.

Out-migration from Fulton County followed the same pattern as in-migration, rising from 39,735 households in 2009 to the high of 59,110 households in 2011. Over half of out-migrating households moved to other counties in the Atlanta metropolitan area. Collectively, the majority of out-migration continued to be to other counties in Georgia and Florida, as well as to urban counties throughout the United States.

Although net migration provides insights into a city or county's historical ability to attract or retain households compared to other locations, it is those households likely to move into a city or county (gross in-migration) that represent that city or county's external market potential.

Extrapolating from the migration data, then, the draw areas for new and existing housing units within the Westside Study Area have been determined as follows:

- The Study Area itself;
- The balance of Fulton County;
- Four Atlanta metropolitan area counties: DeKalb, Cobb, Clayton, and Gwinnett; and
- The balance of the U.S., mainly other Georgia, Florida, and urban counties.

Migration Methodology:

County-to-county migration is based on the year-to-year changes in the addresses shown on the population of returns from the Internal Revenue Service Individual Master File system. Data on migration patterns by county, or county equivalent, for the entire United States, include inflows and outflows. The data include the number of returns (which can be used to approximate the number of households), and the median and average incomes reported on the returns. American Community Survey population data are also used to clarify migration and mobility patterns for geographic units smaller than the county or county equivalent level.

2016 TARGET MARKET CLASSIFICATION OF STUDY AREA AND COUNTY HOUSEHOLDS—

Demographic and geo-demographic data obtained from The Nielsen Company provide the framework for the organization of households into groups with common characteristics, not only by lifestage and demographic characteristics, but also by lifestyle preferences and socio-economic factors. An appendix containing detailed descriptions of each of these target market groups is provided along with the study.

The three main lifestages are:

- Younger singles and couples, largely one- and two-person households with the head of household typically aged between 20 and 35, comprised now mainly of the Millennial generation, who were born between 1977 and 1996;
- Families, comprising both "traditional" families (married couples with one or more children) and "non-traditional" families (a wide range of family households, from a single parent with one or more children, an adult caring for younger siblings, a grandparent with custody of grandchildren, to an unrelated, same-sex couple with children), primarily Generation X, born between 1965 and 1976; and
- Empty nesters and retirees, largely one- and two-person households with the head of household typically aged over 50, primarily encompassing the Baby Boom generation, born between 1946 and 1964, as well as earlier generations.

Appendix One, Tables 2 and 3.

Target Market Classification

According to estimates by the Nielsen Company, just over 6,000 households live in the Westside Study Area in 2016. (*See* Appendix One, Table 2.) Based on categorization by lifestage, nearly 52 percent of these households can be characterized as traditional and non-traditional families; another 25 percent are empty nesters and retirees; and the remaining 23 percent are younger singles and couples.

Nielsen estimates median household income in the Study Area at $28,300 in 2016, over 47 percent lower than the national median of $55,600. Median home value in the Study Area is currently estimated at $116,500, 39 percent lower than the national median of $192,400. (The median is the midpoint at which half of the households have higher incomes or home values, and half have lower incomes or lower home values.)

Households living in the Westside Study Area represent approximately 1.4 percent of the 421,375 households estimated by the Nielsen Company that live in Fulton County in 2016. (*See* Appendix One, Table 3.) The lifestage distribution in the county is much less skewed towards families than is the Study Area: nearly 44 percent of county households are younger singles and couples, another 29.8 percent are traditional and non-traditional families, and the remaining 26.4 percent are empty nesters and retirees.

In 2016, the median household income in the county is estimated at $59,300, more than 10 percent higher than the national median household income. Median home value in the city is estimated at $266,700, approximately 40 percent higher than the national median.

Residential Target Market Methodology:

The proprietary residential target market methodology, invented and continually refined by Zimmerman/Volk Associates, is an analytical technique, using the PRIZM household clustering system, that establishes the optimum market position for residential development of any property—from a specific site to an entire political jurisdiction—through cluster analysis of households living within designated draw areas. In contrast to classical supply/demand analysis—which is based on

supply-side dynamics and baseline demographic projections—residential target market analysis establishes the optimum market position derived from the housing and lifestyle preferences of households in the draw area and within the framework of the local housing market context. Because it is based on detailed and location-specific household data, the residential target market methodology can establish the optimum market position for housing types even in locations where no closely-comparable properties exist.

In the residential target market methodology, clusters of households (usually between 10 and 15) are grouped according to a variety of significant "predictable variables," ranging from basic demographic characteristics, such as income qualification and age, to less-frequently considered attributes known as "behaviors," such as mobility rates, lifestage, and lifestyle patterns.

Mobility rates detail how frequently a household moves from one dwelling unit to another.

Lifestage denotes what stage of life the household is in, from initial household formation (typically when a young person moves out of his or her parents' household into his or her own dwelling unit), through family formation (typically, marriage and children), empty-nesting (after the last adult child has left the household), to retirement (typically, no longer employed full time).

Lifestyle patterns reflect the ways households choose to live, *e.g.*—an urban lifestyle includes residing in a dwelling unit in a compact neighborhood, most likely high-density, and implies the ability to walk to more activities and locations than a suburban lifestyle, which is most likely lower-density and typically requires an automobile to access non-residential locations.

Zimmerman/Volk Associates has refined the analysis of these household clusters through the correlation of more than 500 data points related to housing preferences and consumer and lifestyle characteristics.

As a result of this process, Zimmerman/Volk Associates has identified 41 target market groups with median incomes that enable most of the households within each group to qualify for market-rate housing. The most affluent of the 41 groups can afford the most expensive new ownership units;

the least prosperous are candidates for the least expensive existing rental apartments. Another 25 groups have median incomes such that most of the households require housing finance assistance.

Once the draw areas have been defined, then—through analysis of historical migration and development trends, and employment and commutation patterns—the households within those areas are quantified using the target market methodology. The potential market for new dwelling units is then determined by the correlation of a number of factors—including, but not limited to: household mobility rates; median incomes; lifestyle characteristics and housing preferences; the location of the study area; and the current housing market context.

DETERMINATION OF THE ANNUAL POTENTIAL MARKET FOR THE WESTSIDE STUDY AREA (MOBILITY ANALYSIS)—

The mobility tables, individually and in summaries, indicate the annual average number and type of households that have the potential to move within or to the Westside Study Area each year over the next five years. The total number of households with the potential to move from each county is derived from historical migration trends; the number of households from each group is calculated from each group's mobility rate.

Appendix One, Table 4.
Internal Mobility (Households Moving within the Westside Study Area)—

Zimmerman/Volk Associates integrates U.S. Bureau of the Census data from the American Community Survey with data from the Nielsen Company to determine the number of households in each target market group that will move from one residence to another within a specific area or jurisdiction over a five-year timeframe (internal mobility).

Based on this analysis, Zimmerman/Volk Associates has determined that an average of 1,020 households currently living in the Study Area have the potential to move from one residence to another—rental or ownership, new or resale—within the Study Area each year over the next five years.

Approximately 57.4 percent of these households are likely to be traditional and non-traditional families (as characterized within four Zimmerman/Volk Associates' target market groups); another

36.8 percent are likely to be younger singles and couples (in two market groups); and the remaining 5.9 percent are likely to be empty nesters and retirees (in two market groups).

Appendix One, Table 5.
External Mobility (Households Moving to the Westside Study Area from the Balance of Fulton County)—

The same sources of data are used to determine the number of households in each target market group that will move from one area to another within the same city or county. The data shows that an annual average of 1,250 households, currently living in the balance of Fulton County, have the potential to move from a residence elsewhere in the county to a residence in the Study Area each year over the next five years. More than 77 percent of these households are likely to be younger singles and couples (in 13 market groups); 18.4 percent are likely to be traditional and non-traditional families (in seven groups); and 4.4 percent are likely to be empty nesters and retirees (five groups).

Appendix One, Table 6.
External Mobility (Households Moving to the Westside Study Area from DeKalb, Cobb, Clayton, and Gwinnett Counties)—

Again, the same sources of data are used to determine the number of households in each target market group that will move from one county to another study area/city/county. The data shows that an annual average of 805 households, currently living in DeKalb, Cobb, Clayton, and Gwinnett Counties have the potential to move from a residence in the origin county to a residence in the Study Area each year over the next five years. Nearly 78 percent of these households are likely to be younger singles and couples (in 13 market groups); just under 20 percent are likely to be traditional and non-traditional families (in three groups); and just 2.5 percent are likely to be empty nesters and retirees (in two groups).

Appendix One, Table 7.
External Mobility (Households Moving to the Westside Study Area from Elsewhere in the United States)—

This table determines the average annual number of households in each target market group living in the balance of the United States that are likely to move to the Westside Study Area each year over

the next five years (through a correlation of Nielsen data, U.S. Bureau of the Census data, and the Internal Revenue Service and American Community Survey migration and mobility data). Approximately 63 percent of these 1,120 households are likely to be younger singles and couples (in 13 market groups); 27.2 percent are likely to be traditional and non-traditional families (in seven groups); and 9.8 percent are likely to be empty nesters and retirees (in eight groups).

Appendix One, Table 8.
Annual Market Potential for the Westside Study Area—

This table summarizes Appendix One, Tables 4 through 7. The numbers in the Total column on page one of this table indicate the depth and breadth of the potential market for new and existing dwelling units in the Westside Study Area each year over the next five years originating from households currently living in the draw areas. An annual average of 4,195 households have the potential to move within or to the Study Area each year over the next five years.

Younger singles and couples are likely to account for nearly 64 percent of these households (in 13 market groups); another 30.5 percent are likely to be traditional and non-traditional families (in seven groups); and 5.8 percent are likely to be empty nesters and retirees (in nine groups).

As derived from the migration and mobility analyses, then, the distribution of the draw areas as a percentage of the annual potential market for new and existing housing units in the Westside Study Area is outlined on the following table:

Annual Market Potential by Draw Area
The Westside Study Area
City of Atlanta, Georgia

Westside Study Area:	24.3%
Balance of Fulton County:	29.8%
Regional Draw Area:	19.2%
Balance of the U.S.:	26.7%
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

The annual average of 4,195 draw area households that have the potential to move within and to the Westside Study Area each year over the next five years have been categorized by tenure propensities

to determine renter/owner ratios. Just under 64 percent of these households (or 2,675 households) comprise the potential market for new and existing rental units in the Study Area. The remaining 36.2 percent (or 1,520 households) comprise the annual potential market for new and existing for-sale (ownership) housing units. (*Reference* Appendix One, Table 9.)

The 2,675 renter households have been grouped in the following table by income based on the Atlanta-Sandy Springs-Marietta, GA HMFA area median family income (AMI), which, as determined by the U.S. Department of Housing and Urban Development (HUD) in 2016, is $67,500, for a family of four. (*See also* Appendix One, Table 10.)

Renter Households By Income
The Westside Study Area
City of Atlanta, Georgia

Income Band	Number of Households	Percentage of Households
Below 30% AMI	610	22.7%
Between 30% and 60% AMI	390	14.6%
Between 60% and 80% AMI	460	17.2%
Between 80% and 110% AMI	470	17.6%
Over 110% AMI	745	27.9%
Total:	2,675	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

The income limits for multifamily tax subsidized projects in Atlanta by household size and percent of median family income (AMI) are shown on the following table:

Fiscal Year 2016 Income Limits
Multi-Family Tax Subsidized Projects
City of Atlanta, Georgia

NUMBER OF PERSONS IN HOUSEHOLD	EXTREMELY LOW 30% OF MEDIAN*	VERY LOW 50% OF MEDIAN	LOW 80% OF MEDIAN
One	$14,200	$23,650	$37,800
Two	$16,200	$27,000	$43,200
Three	$20,160	$30,400	$48,600
Four	$24,300	$33,750	$54,000
Five	$28,440	$36,450	$58,350
Six	$32,580	$39,150	$62,650
Seven	$36,730	$41,850	$67,000
Eight	$40,890	$44,550	$71,300

* The FY 2014 Consolidated Appropriations Act changed the definition of extremely low income to be the greater of 30/50ths (60 percent) of the Section 8 very low income limit or the poverty guideline as established by the Department of Health and Human Services, provided that this amount is not greater than the Section 8 50 percent very low-income limit.

SOURCE: U.S. Department of Housing and Urban Development, 2015.

The remaining 36.2 percent of the average annual potential market (or 1,520 households) comprise the market for new or rehabilitated for-sale (ownership) housing units. These households have also been grouped by income, as detailed on the following table. (*Reference* Appendix One, Table 11.)

Owner Households By Income
The Westside Study Area
City of Atlanta, Georgia

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE OF HOUSEHOLDS
Below 30% AMI	265	17.4%
Between 30% and 50% AMI	190	12.5%
Between 50% and 80% AMI	260	17.1%
Between 80% and 120% AMI	240	15.8%
Over 120% AMI	565	37.2%
Total:	1,520	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

Of the 1,520 potential owner households, 525 households (34.5 percent) comprise the market for multi-family for-sale units (condominium/cooperative lofts/apartments) and have also been grouped by income as shown on the following table: (*Reference* Appendix One, Table 12.)

Multi-Family Owner Households By Income
The Westside Study Area
City of Atlanta, Georgia

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE OF HOUSEHOLDS
Below 30% AMI	55	10.5%
Between 30% and 50% AMI	75	14.3%
Between 50% and 80% AMI	90	17.1%
Between 80% and 120% AMI	90	17.1%
Over 120% AMI	215	41.0%
Total:	525	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

Of the 1,520 potential owner households, 485 households (31.9 percent) comprise the market for single-family attached for-sale units (rowhouses/townhouses/duplexes/live-work units) and have also been grouped by income as shown on the following table. (*Reference* Appendix One, Table 13.)

Single-Family Attached Owner Households By Income
The Westside Study Area
City of Atlanta, Georgia

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE OF HOUSEHOLDS
Below 30% AMI	90	18.5%
Between 30% and 50% AMI	75	15.5%
Between 50% and 80% AMI	85	17.5%
Between 80% and 120% AMI	90	18.6%
Over 120% AMI	145	29.9%
Total:	485	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

Of the 1,520 potential owner households, 510 households (a third) comprise the market for single-family detached for-sale units (detached houses) and have also been grouped by income, as detailed on the table on the following page: (*Reference* Appendix One, Table 14.)

Single-Family Detached Owner Households By Income
The Westside Study Area
City of Atlanta, Georgia

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE OF HOUSEHOLDS
Below 30% AMI	120	23.5%
Between 30% and 50% AMI	40	7.8%
Between 50% and 80% AMI	85	16.7%
Between 80% and 100% AMI	60	11.8%
Over 100% AMI	205	40.2%
Total:	510	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

—Target Market Data—

Target market data are based on the PRIZM household clustering system developed by Claritas (now owned by the Nielsen Company), modified and augmented by Zimmerman/Volk Associates as the basis for its proprietary residential target market methodology. Target market data provides number of households by cluster aggregated into the three main demographic categories—empty nesters and retirees; traditional and non-traditional families; and younger singles and couples.

Zimmerman/Volk Associates' target market classifications are updated periodically to reflect the slow, but relentless change in the composition of American households. Because of the nature of geo-demographic segmentation, a change in household classification is directly correlated with a change in geography, *i.e.*—a move from one neighborhood condition to another.

However, these changes of classification can also reflect an alteration in one or more of three additional basic characteristics:

- Age;
- Household composition; and/or
- Economic status.

Age, of course, is the most predictable, and easily-defined of these changes. Household composition has also been relatively easy to define; recently, with the growth of non-traditional households, however, definitions of a family have had to be expanded and parsed into more highly-refined

segments. Economic status remains clearly defined through measures of annual income and household wealth.

A change in classification is rarely induced by a change in just one of the four basic characteristics. This is one reason that the target household categories are so highly refined: they take in multiple characteristics. Even so, there are some rough equivalents in household types as they move from one neighborhood condition to another. There is, for example, a strong correlation between the *Suburban Achievers* and the *Urban Achievers*; a move by the *Suburban Achievers* to the urban core can make them *Urban Achievers*, if the move is not accompanied by a significant change in socio-economic status. In contrast, *Suburban Achievers* who remain childless and move up socio-economically, but stay within the metropolitan suburbs may become *Fast-Track Professionals* or *The Entrepreneurs*.

Household Classification Methodology:

Household classifications were originally based on the Nielsen PRIZM geo-demographic segmentation system that was established by Claritas in 1974 and then replaced by PRIZM NE clustering system (now simply known again as PRIZM) in 2005. The revised household classifications are based on PRIZM NE which was developed through unique classification and regression trees delineating 66 specific clusters of American households. The system is now accurate to the individual household level, adding self-reported and list-based household data to geo-demographic information. The process applies hundreds of demographic variables to nearly 10,000 "behaviors."

Over the past 28 years, Zimmerman/Volk Associates has augmented the PRIZM cluster systems for use within the company's proprietary residential target market methodology specific to housing and neighborhood preferences, with additional algorithms, correlation with geo-coded consumer data, aggregation of clusters by broad household definition, and unique cluster names.

Gross Annual Household In-Migration

Fulton County, Georgia

2009, 2010, 2011, 2012, 2013

County of Origin	2009 Number	2009 Share	2010 Number	2010 Share	2011 Number	2011 Share	2012 Number	2012 Share	2013 Number	2013 Share
DeKalb	8,670	18.7%	9,115	19.2%	10,640	18.0%	9,415	18.3%	8,185	17.9%
Cobb	4,640	10.0%	4,745	10.0%	5,420	9.2%	4,955	9.6%	4,470	9.8%
Gwinnett	3,090	6.7%	3,035	6.4%	3,515	5.9%	3,340	6.5%	3,155	6.9%
Clayton	3,605	7.8%	4,025	8.5%	4,760	8.0%	3,710	7.2%	3,085	6.7%
Forsyth	730	1.6%	685	1.4%	935	1.6%	965	1.9%	895	2.0%
Douglas	690	1.5%	685	1.4%	895	1.5%	785	1.5%	660	1.4%
Cherokee	580	1.3%	630	1.3%	690	1.2%	755	1.5%	630	1.4%
Henry	680	1.5%	705	1.5%	790	1.3%	740	1.4%	590	1.3%
Cook, IL	415	0.9%	455	1.0%	595	1.0%	495	1.0%	500	1.1%
Fayette	390	0.8%	480	1.0%	585	1.0%	570	1.1%	460	1.0%
Coweta	355	0.8%	425	0.9%	545	0.9%	515	1.0%	450	1.0%
Los Angeles, CA	310	0.7%	390	0.8%	490	0.8%	475	0.9%	400	0.9%
Broward, FL	295	0.6%	335	0.7%	620	1.0%	395	0.8%	340	0.7%
Miami-Dade, FL	275	0.6%	385	0.8%	840	1.4%	575	1.1%	335	0.7%
New York, NY	260	0.6%	255	0.5%	300	0.5%	350	0.7%	320	0.7%
Mecklenburg, NC	300	0.6%	280	0.6%	320	0.5%	325	0.6%	305	0.7%
Travis, TX	45	0.1%	65	0.1%	110	0.2%	145	0.3%	260	0.6%
Harris, TX	165	0.4%	170	0.4%	325	0.5%	315	0.6%	255	0.6%
Orange, FL	205	0.4%	235	0.5%	335	0.6%	260	0.5%	245	0.5%
Chatham	260	0.6%	350	0.7%	445	0.8%	265	0.5%	235	0.5%
Muscogee	180	0.4%	210	0.4%	390	0.7%	310	0.6%	225	0.5%
Hillsborough, FL	175	0.4%	270	0.6%	585	1.0%	255	0.5%	220	0.5%
Clarke	245	0.5%	275	0.6%	250	0.4%	240	0.5%	220	0.5%
Dallas, TX	140	0.3%	205	0.4%	255	0.4%	270	0.5%	215	0.5%
Kings, NY	160	0.3%	205	0.4%	270	0.5%	215	0.4%	215	0.5%
Davidson, TN	130	0.3%	205	0.4%	205	0.3%	240	0.5%	200	0.4%
Rockdale	245	0.5%	265	0.6%	330	0.6%	220	0.4%	200	0.4%
Shelby, TN	120	0.3%	160	0.3%	250	0.4%	205	0.4%	200	0.4%
Jefferson, AL	150	0.3%	195	0.4%	240	0.4%	260	0.5%	195	0.4%
Duval, FL	185	0.4%	195	0.4%	260	0.4%	250	0.5%	190	0.4%
Hall	150	0.3%	165	0.3%	205	0.3%	170	0.3%	185	0.4%
Palm Beach, FL	170	0.4%	180	0.4%	290	0.5%	235	0.5%	180	0.4%
Paulding	190	0.4%	245	0.5%	265	0.4%	215	0.4%	180	0.4%
Newton	175	0.4%	195	0.4%	255	0.4%	225	0.4%	165	0.4%
Wake, NC	115	0.2%	155	0.3%	165	0.3%	180	0.4%	165	0.4%
All Other Counties	17,830	38.5%	16,965	35.7%	21,805	36.8%	18,550	36.1%	17,005	37.2%
Total In-Migration:	**46,320**	**100.0%**	**47,540**	**100.0%**	**59,175**	**100.0%**	**51,390**	**100.0%**	**45,735**	**100.0%**

NOTE: All numbers have been rounded to the nearest five.

SOURCE: Internal Revenue Service;
Zimmerman/Volk Associates, Inc.

Gross Annual Household Out-Migration

Fulton County, Georgia

2009, 2010, 2011, 2012, 2013

	. . . . . 2009		. . . . . 2010		. . . . . 2011		. . . . . 2012		. . . . . 2013	
Destination County	*Number*	*Share*	*Number*	*Share*	*Number*	*Share*	*Number*	*Share*	*Number*	*Share*
DeKalb	8,550	21.5%	9,040	20.5%	11,205	19.0%	10,180	19.0%	8,640	18.7%
Cobb	4,365	11.0%	4,355	9.9%	5,610	9.5%	5,600	10.5%	4,920	10.7%
Gwinnett	2,695	6.8%	2,880	6.5%	3,560	6.0%	3,425	6.4%	3,275	7.1%
Clayton	3,575	9.0%	3,885	8.8%	4,855	8.2%	3,705	6.9%	3,330	7.2%
Forsyth	1,255	3.2%	1,165	2.6%	1,530	2.6%	1,890	3.5%	1,975	4.3%
Douglas	625	1.6%	735	1.7%	880	1.5%	835	1.6%	720	1.6%
Cherokee	695	1.7%	695	1.6%	860	1.5%	1,035	1.9%	955	2.1%
Henry	610	1.5%	610	1.4%	790	1.3%	670	1.3%	590	1.3%
Cook, IL	330	0.8%	390	0.9%	520	0.9%	490	0.9%	370	0.8%
Fayette	610	1.5%	420	1.0%	550	0.9%	570	1.1%	535	1.2%
Coweta	320	0.8%	350	0.8%	495	0.8%	470	0.9%	440	1.0%
Los Angeles, CA	345	0.9%	400	0.9%	570	1.0%	530	1.0%	415	0.9%
Broward, FL	215	0.5%	310	0.7%	490	0.8%	415	0.8%	290	0.6%
Miami-Dade, FL	250	0.6%	410	0.9%	720	1.2%	360	0.7%	265	0.6%
New York, NY	305	0.8%	395	0.9%	365	0.6%	390	0.7%	365	0.8%
Mecklenburg, NC	210	0.5%	265	0.6%	500	0.8%	330	0.6%	260	0.6%
Travis, TX	80	0.2%	100	0.2%	270	0.5%	765	1.4%	1,550	3.4%
Harris, TX	175	0.4%	235	0.5%	420	0.7%	360	0.7%	290	0.6%
Orange, FL	150	0.4%	180	0.4%	215	0.4%	225	0.4%	180	0.4%
Chatham	170	0.4%	275	0.6%	375	0.6%	215	0.4%	180	0.4%
Muscogee	145	0.4%	220	0.5%	280	0.5%	300	0.6%	150	0.3%
Hillsborough, FL	175	0.4%	260	0.6%	370	0.6%	265	0.5%	170	0.4%
Clarke	170	0.4%	195	0.4%	235	0.4%	185	0.3%	145	0.3%
Dallas, TX	175	0.4%	250	0.6%	355	0.6%	325	0.6%	215	0.5%
Kings, NY	170	0.4%	200	0.5%	220	0.4%	210	0.4%	185	0.4%
Davidson, TN	130	0.3%	160	0.4%	230	0.4%	195	0.4%	195	0.4%
Rockdale	170	0.4%	205	0.5%	260	0.4%	220	0.4%	160	0.3%
Shelby, TN	105	0.3%	150	0.3%	180	0.3%	160	0.3%	120	0.3%
Jefferson, AL	105	0.3%	165	0.4%	200	0.3%	145	0.3%	170	0.4%
Duval, FL	140	0.4%	175	0.4%	245	0.4%	225	0.4%	175	0.4%
Hall	120	0.3%	150	0.3%	195	0.3%	205	0.4%	175	0.4%
Palm Beach, FL	125	0.3%	145	0.3%	265	0.4%	255	0.5%	180	0.4%
Paulding	175	0.4%	200	0.5%	230	0.4%	235	0.4%	180	0.4%
Newton	135	0.3%	160	0.4%	210	0.4%	200	0.4%	170	0.4%
Wake, NC	110	0.3%	130	0.3%	150	0.3%	160	0.3%	130	0.3%
All Other Counties	12,055	30.3%	14,140	32.1%	20,705	35.0%	17,805	33.2%	14,065	30.5%
Total Out-Migration:	**39,735**	**100.0%**	**44,000**	**100.0%**	**59,110**	**100.0%**	**53,550**	**100.0%**	**46,130**	**100.0%**

NOTE: All numbers have been rounded to the nearest five.

SOURCE: Internal Revenue Service;
Zimmerman/Volk Associates, Inc.

Net Annual Household Migration

Fulton County, Georgia

2009, 2010, 2011, 2012, 2013

County	..... 2009 ..... Number	..... 2010 ..... Number	..... 2011 ..... Number	..... 2012 ..... Number	..... 2013 ..... Number
DeKalb	120	75	-565	-765	-455
Cobb	275	390	-190	-645	-450
Gwinnett	395	155	-45	-85	-120
Clayton	30	140	-95	5	-245
Forsyth	-525	-480	-595	-925	-1,080
Douglas	65	-50	15	-50	-60
Cherokee	-115	-65	-170	-280	-325
Henry	70	95	0	70	0
Cook, IL	85	65	75	5	130
Fayette	-220	60	35	0	-75
Coweta	35	75	50	45	10
Los Angeles, CA	-35	-10	-80	-55	-15
Broward, FL	80	25	130	-20	50
Miami-Dade, FL	25	-25	120	215	70
New York, NY	-45	-140	-65	-40	-45
Mecklenburg, NC	90	15	-180	-5	45
Travis, TX	-35	-35	-160	-620	-1,290
Harris, TX	-10	-65	-95	-45	-35
Orange, FL	55	55	120	35	65
Chatham	90	75	70	50	55
Muscogee	35	-10	110	10	75
Hillsborough, FL	0	10	215	-10	50
Clarke	75	80	15	55	75
Dallas, TX	-35	-45	-100	-55	0
Kings, NY	-10	5	50	5	30
Davidson, TN	0	45	-25	45	5
Rockdale	75	60	70	0	40
Shelby, TN	15	10	70	45	80
Jefferson, AL	45	30	40	115	25
Duval, FL	45	20	15	25	15
Hall	30	15	10	-35	10
Palm Beach, FL	45	35	25	-20	0
Paulding	15	45	35	-20	0
Newton	40	35	45	25	-5
Wake, NC	5	25	15	20	35
All Other Counties	5,775	2,825	1,100	745	2,940
Total Net Migration:	**6,585**	**3,540**	**65**	**-2,160**	**-395**

NOTE: All numbers have been rounded to the nearest five.

SOURCE: Internal Revenue Service;
Zimmerman/Volk Associates, Inc.

2016 Household Classification by Market Groups

Westside Study Area, City of Atlanta, Fulton County, Georgia*

Household Type / Geographic Designation	*Estimated Number*	*Estimated Share*
Empty Nesters & Retirees	**1,505**	**25.0%**
Metropolitan Cities	1,505	25.0%
Small Cities/Satellite Cities	0	0.0%
Metropolitan Suburbs	0	0.0%
Town & Country/Exurbs	0	0.0%
Traditional & Non-Traditional Families	**3,125**	**51.9%**
Metropolitan Cities	3,125	51.9%
Small Cities/Satellite Cities	0	0.0%
Metropolitan Suburbs	0	0.0%
Town & Country/Exurbs	0	0.0%
Younger Singles & Couples	**1,390**	**23.1%**
Metropolitan Cities	1,390	23.1%
Small Cities/Satellite Cities	0	0.0%
Metropolitan Suburbs	0	0.0%
Town & Country/Exurbs	0	0.0%
Total:	**6,020**	**100.0%**

2016 Estimated Median Income:	**$28,300**
2016 Estimated National Median Income:	**$55,600**
2016 Estimated Median Home Value:	**$116,500**
2016 Estimated National Median Home Value:	**$192,400**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2016 Household Classification by Market Groups

Westside Study Area, City of Atlanta, Fulton County, Georgia*

	Estimated Number	*Estimated Share*	*Estimated Median Income*	*Estimated Median Home Value*
Empty Nesters & Retirees	**1,505**	**25.0%**		
Metropolitan Cities				
Urban Establishment	10	0.2%	$99,100	$364,500
Cosmopolitan Couples	15	0.2%	$66,300	$198,800
Multi-Ethnic Retirees	150	2.5%	$35,900	$118,800
Downtown Retirees	685	11.4%	$23,300	$70,400
Multi-Ethnic Seniors	645	10.7%	$21,700	$150,600
Subtotal:	1,505	25.0%		
Small Cities/Satellite Cities				
Cosmopolitan Elite	0	0.0%		
Middle-Class Move-Downs	0	0.0%		
Blue-Collar Retirees	0	0.0%		
Hometown Retirees	0	0.0%		
Second City Seniors	0	0.0%		
Subtotal:	0	0.0%		
Metropolitan Suburbs				
Old Money	0	0.0%		
Suburban Establishment	0	0.0%		
Affluent Empty Nesters	0	0.0%		
Mainstream Retirees	0	0.0%		
No-Nest Suburbanites	0	0.0%		
Middle-American Retirees	0	0.0%		
Suburban Retirees	0	0.0%		
Suburban Seniors	0	0.0%		
Subtotal:	0	0.0%		
Town & Country/Exurbs				
Small-Town Establishment	0	0.0%		
New Empty Nesters	0	0.0%		
RV Retirees	0	0.0%		
Blue-Collar Empty Nesters	0	0.0%		
Exurban Suburbanites	0	0.0%		
Heartland Empty Nesters	0	0.0%		
Country Couples	0	0.0%		
Small-Town Seniors	0	0.0%		
Rural Singles	0	0.0%		
Back Country Seniors	0	0.0%		
Rural Seniors	0	0.0%		
Struggling Retirees	0	0.0%		
Subtotal:	0	0.0%		

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2016 Household Classification by Market Groups

Westside Study Area, City of Atlanta, Fulton County, Georgia*

	Estimated Number	*Estimated Share*	*Estimated Median Income*	*Estimated Median Home Value*
Traditional & Non-Traditional Families	**3,125**	**51.9%**		
Metropolitan Cities				
Full-Nest Urbanites	175	2.9%	$64,900	$187,900
Multi-Cultural Families	880	14.6%	$30,400	$103,700
Inner-City Families	1,410	23.4%	$28,100	$153,000
Single-Parent Families	660	11.0%	$22,300	$106,800
Subtotal:	3,125	51.9%		
Small Cities/Satellite Cities				
Unibox Transferees	0	0.0%		
Multi-Ethnic Families	0	0.0%		
In-Town Families	0	0.0%		
Subtotal:	0	0.0%		
Metropolitan Suburbs				
The Social Register	0	0.0%		
Nouveau Money	0	0.0%		
Late-Nest Suburbanites	0	0.0%		
Full-Nest Suburbanites	0	0.0%		
Blue-Collar Button-Downs	0	0.0%		
Working-Class Families	0	0.0%		
Subtotal:	0	0.0%		
Town & Country/Exurbs				
Ex-Urban Elite	0	0.0%		
Full-Nest Exurbanites	0	0.0%		
New-Town Families	0	0.0%		
Small-Town Families	0	0.0%		
Kids 'r' Us	0	0.0%		
Rustic Families	0	0.0%		
Subsistence Families	0	0.0%		
Subtotal:	0	0.0%		

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2016 Household Classification by Market Groups

Westside Study Area, City of Atlanta, Fulton County, Georgia*

	Estimated Number	*Estimated Share*	*Estimated Median Income*	*Estimated Median Home Value*
Younger Single & Couples	**1,390**	**23.1%**		
Metropolitan Cities				
e-Types	15	0.2%	$100,200	$345,900
New Bohemians	225	3.7%	$64,600	$296,100
Urban Achievers	1,150	19.1%	$43,700	$191,400
Soul City Singles	0	0.0%		
Subtotal:	1,390	23.1%		
Small Cities/Satellite Cities				
The VIPs	0	0.0%		
Twentysomethings	0	0.0%		
Small-City Singles	0	0.0%		
Blue-Collar Singles	0	0.0%		
Subtotal:	0	0.0%		
Metropolitan Suburbs				
The Entrepreneurs	0	0.0%		
Fast-Track Professionals	0	0.0%		
Upscale Suburban Couples	0	0.0%		
Suburban Achievers	0	0.0%		
Working-Class Singles	0	0.0%		
Subtotal:	0	0.0%		
Town & Country/Exurbs				
Ex-Urban Power Couples	0	0.0%		
Cross-Training Couples	0	0.0%		
Small-Town Singles	0	0.0%		
Subtotal:	0	0.0%		

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2016 Household Classification by Market Groups

Fulton County, Georgia

Household Type / Geographic Designation	*Estimated Number*	*Estimated Share*
Empty Nesters & Retirees	**111,215**	**26.4%**
Metropolitan Cities	13,930	3.3%
Small Cities/Satellite Cities	17,955	4.3%
Metropolitan Suburbs	68,710	16.3%
Town & Country/Exurbs	10,620	2.5%
Traditional & Non-Traditional Families	**125,440**	**29.8%**
Metropolitan Cities	30,980	7.4%
Small Cities/Satellite Cities	21,660	5.1%
Metropolitan Suburbs	50,515	12.0%
Town & Country/Exurbs	22,285	5.3%
Younger Singles & Couples	**184,720**	**43.8%**
Metropolitan Cities	41,805	9.9%
Small Cities/Satellite Cities	46,875	11.1%
Metropolitan Suburbs	87,210	20.7%
Town & Country/Exurbs	8,830	2.1%
Total:	**421,375**	**100.0%**

2016 Estimated Median Income:	**$59,300**
2016 Estimated National Median Income:	**$55,600**
2016 Estimated Median Home Value:	**$266,700**
2016 Estimated National Median Home Value:	**$192,400**

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2016 Household Classification by Market Groups

Fulton County, Georgia

	Estimated Number	*Estimated Share*	*Estimated Median Income*	*Estimated Median Home Value*
Empty Nesters & Retirees	**111,215**	**26.4%**		
Metropolitan Cities				
Urban Establishment	3,935	0.9%	$112,100	$441,500
Cosmopolitan Couples	565	0.1%	$82,500	$246,900
Multi-Ethnic Retirees	1,145	0.3%	$41,100	$146,900
Downtown Retirees	3,740	0.9%	$27,700	$89,100
Multi-Ethnic Seniors	4,545	1.1%	$26,200	$201,800
Subtotal:	13,930	3.3%		
Small Cities/Satellite Cities				
Cosmopolitan Elite	4,015	1.0%	$102,400	$255,900
Middle-Class Move-Downs	4,830	1.1%	$76,400	$160,000
Blue-Collar Retirees	3,210	0.8%	$38,800	$119,000
Hometown Retirees	1,630	0.4%	$27,300	$83,400
Second City Seniors	4,270	1.0%	$25,500	$110,000
Subtotal:	17,955	4.3%		
Metropolitan Suburbs				
Old Money	10,335	2.5%	$134,000	$449,300
Suburban Establishment	5,425	1.3%	$95,700	$239,200
Affluent Empty Nesters	4,945	1.2%	$94,800	$254,200
Mainstream Retirees	4,675	1.1%	$76,000	$186,700
No-Nest Suburbanites	9,880	2.3%	$74,300	$149,300
Middle-American Retirees	7,825	1.9%	$72,700	$141,800
Suburban Retirees	7,905	1.9%	$33,700	$99,800
Suburban Seniors	17,720	4.2%	$30,700	$106,800
Subtotal:	68,710	16.3%		
Town & Country/Exurbs				
Small-Town Establishment	1,860	0.4%	$105,000	$287,100
New Empty Nesters	850	0.2%	$95,200	$199,000
RV Retirees	1,090	0.3%	$79,700	$171,500
Blue-Collar Empty Nesters	940	0.2%	$78,700	$141,200
Exurban Suburbanites	2,160	0.5%	$42,200	$119,400
Heartland Empty Nesters	920	0.2%	$42,600	$113,400
Country Couples	75	0.0%	$42,100	$108,700
Small-Town Seniors	715	0.2%	$42,300	$131,000
Rural Singles	635	0.2%	$31,400	$86,000
Back Country Seniors	45	0.0%	$31,600	$85,200
Rural Seniors	235	0.1%	$31,500	$101,100
Struggling Retirees	1,095	0.3%	$31,100	$94,600
Subtotal:	10,620	2.5%		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2016 Household Classification by Market Groups

Fulton County, Georgia

	Estimated Number	*Estimated Share*	*Estimated Median Income*	*Estimated Median Home Value*
Traditional & Non-Traditional Families	**125,440**	**29.8%**		
Metropolitan Cities				
Full-Nest Urbanites	12,535	3.0%	$81,700	$232,400
Multi-Cultural Families	8,280	2.0%	$35,300	$129,700
Inner-City Families	4,165	1.0%	$32,900	$200,100
Single-Parent Families	6,000	1.4%	$26,600	$144,800
Subtotal:	30,980	7.4%		
Small Cities/Satellite Cities				
Unibox Transferees	12,605	3.0%	$108,400	$236,100
Multi-Ethnic Families	2,845	0.7%	$77,000	$147,500
In-Town Families	6,210	1.5%	$31,300	$102,100
Subtotal:	21,660	5.1%		
Metropolitan Suburbs				
The Social Register	8,485	2.0%	$142,000	$409,400
Nouveau Money	10,600	2.5%	$131,300	$299,900
Late-Nest Suburbanites	4,050	1.0%	$97,700	$236,300
Full-Nest Suburbanites	6,520	1.5%	$95,400	$193,100
Blue-Collar Button-Downs	7,735	1.8%	$74,600	$143,300
Working-Class Families	13,125	3.1%	$33,500	$100,100
Subtotal:	50,515	12.0%		
Town & Country/Exurbs				
Ex-Urban Elite	8,365	2.0%	$127,900	$320,500
Full-Nest Exurbanites	1,315	0.3%	$99,000	$198,400
New-Town Families	6,820	1.6%	$81,000	$154,900
Small-Town Families	115	0.0%	$79,800	$141,800
Kids 'r' Us	4,375	1.0%	$41,800	$120,600
Rustic Families	115	0.0%	$41,500	$105,800
Subsistence Families	1,180	0.3%	$29,000	$80,700
Subtotal:	22,285	5.3%		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2016 Household Classification by Market Groups

Fulton County, Georgia

	Estimated Number	*Estimated Share*	*Estimated Median Income*	*Estimated Median Home Value*
Younger Single & Couples	**184,720**	**43.8%**		
Metropolitan Cities				
e-Types	8,295	2.0%	$113,200	$425,400
New Bohemians	11,430	2.7%	$80,800	$358,700
Urban Achievers	14,030	3.3%	$34,400	$242,800
Soul City Singles	8,050	1.9%	$23,700	$130,100
Subtotal:	41,805	9.9%		
Small Cities/Satellite Cities				
The VIPs	13,090	3.1%	$98,200	$243,300
Twentysomethings	16,490	3.9%	$76,000	$172,300
Small-City Singles	13,310	3.2%	$39,100	$130,600
Blue-Collar Singles	3,985	0.9%	$28,300	$98,000
Subtotal:	46,875	11.1%		
Metropolitan Suburbs				
The Entrepreneurs	16,840	4.0%	$125,800	$353,800
Fast-Track Professionals	15,715	3.7%	$98,000	$268,500
Upscale Suburban Couples	9,645	2.3%	$91,800	$206,300
Suburban Achievers	20,965	5.0%	$72,200	$174,300
Working-Class Singles	24,045	5.7%	$31,000	$119,100
Subtotal:	87,210	20.7%		
Town & Country/Exurbs				
Ex-Urban Power Couples	4,295	1.0%	$108,900	$273,500
Cross-Training Couples	2,705	0.6%	$82,000	$183,200
Small-Town Singles	1,830	0.4%	$32,400	$107,400
Subtotal:	8,830	2.1%		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move Within The Westside Study Area* Each Year Over The Next Five Years

Westside Study Area, City of Atlanta, Fulton County, Georgia*

Household Type/ Geographic Designation	*Estimated Number*	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**1,505**	**60**	**5.9%**
Metropolitan Cities	1,505	60	5.9%
Small Cities/Satellite Cities	0	0	0.0%
Metropolitan Suburbs	0	0	0.0%
Town & Country/Exurbs	0	0	0.0%
Traditional & Non-Traditional Families	**3,125**	**585**	**57.4%**
Metropolitan Cities	3,125	585	57.4%
Small Cities/Satellite Cities	0	0	0.0%
Metropolitan Suburbs	0	0	0.0%
Town & Country/Exurbs	0	0	0.0%
Younger Singles & Couples	**1,390**	**375**	**36.8%**
Metropolitan Cities	1,390	375	36.8%
Small Cities/Satellite Cities	0	0	0.0%
Metropolitan Suburbs	0	0	0.0%
Town & Country/Exurbs	0	0	0.0%
Total:	**6,020**	**1,020**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move Within The Westside Study Area* Each Year Over The Next Five Years

Westside Study Area, City of Atlanta, Fulton County, Georgia*

	Estimated Number	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**1,505**	**60**	**5.9%**
Metropolitan Cities			
Urban Establishment	10	0	0.0%
Cosmopolitan Couples	15	0	0.0%
Multi-Ethnic Retirees	150	0	0.0%
Downtown Retirees	685	5	0.5%
Multi-Ethnic Seniors	645	55	5.4%
Subtotal:	1,505	60	5.9%
Small Cities/Satellite Cities			
Cosmopolitan Elite	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
Blue-Collar Retirees	0	0	0.0%
Hometown Retirees	0	0	0.0%
Second City Seniors	0	0	0.0%
Subtotal:	0	0	0.0%
Metropolitan Suburbs			
Old Money	0	0	0.0%
Suburban Establishment	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Mainstream Retirees	0	0	0.0%
No-Nest Suburbanites	0	0	0.0%
Middle-American Retirees	0	0	0.0%
Suburban Retirees	0	0	0.0%
Suburban Seniors	0	0	0.0%
Subtotal:	0	0	0.0%
Town & Country/Exurbs			
Small-Town Establishment	0	0	0.0%
New Empty Nesters	0	0	0.0%
RV Retirees	0	0	0.0%
Blue-Collar Empty Nesters	0	0	0.0%
Exurban Suburbanites	0	0	0.0%
Heartland Empty Nesters	0	0	0.0%
Country Couples	0	0	0.0%
Small-Town Seniors	0	0	0.0%
Rural Singles	0	0	0.0%
Back Country Seniors	0	0	0.0%
Rural Seniors	0	0	0.0%
Struggling Retirees	0	0	0.0%
Subtotal:	0	0	0.0%

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move Within The Westside Study Area* Each Year Over The Next Five Years

Westside Study Area, City of Atlanta, Fulton County, Georgia*

	Estimated Number	*Potential*	*Share of Potential*
Traditional & Non-Traditional Families	**3,125**	**585**	**57.4%**
Metropolitan Cities			
Full-Nest Urbanites	175	10	1.0%
Multi-Cultural Families	880	85	8.3%
Inner-City Families	1,410	320	31.4%
Single-Parent Families	660	170	16.7%
Subtotal:	3,125	585	57.4%
Small Cities/Satellite Cities			
Unibox Transferees	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
In-Town Families	0	0	0.0%
Subtotal:	0	0	0.0%
Metropolitan Suburbs			
The Social Register	0	0	0.0%
Nouveau Money	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Blue-Collar Button-Downs	0	0	0.0%
Working-Class Families	0	0	0.0%
Subtotal:	0	0	0.0%
Town & Country/Exurbs			
Ex-Urban Elite	0	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
New-Town Families	0	0	0.0%
Small-Town Families	0	0	0.0%
Kids 'r' Us	0	0	0.0%
Rustic Families	0	0	0.0%
Subsistence Families	0	0	0.0%
Subtotal:	0	0	0.0%

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move Within The Westside Study Area* Each Year Over The Next Five Years

Westside Study Area, City of Atlanta, Fulton County, Georgia*

	Estimated Number	*Potential*	*Share of Potential*
Younger Singles & Couples	**1,390**	**375**	**36.8%**
Metropolitan Cities			
e-Types	15	0	0.0%
New Bohemians	225	45	4.4%
Urban Achievers	1,150	330	32.4%
Soul City Singles	0	0	0.0%
Subtotal:	1,390	375	36.8%
Small Cities/Satellite Cities			
The VIPs	0	0	0.0%
Twentysomethings	0	0	0.0%
Small-City Singles	0	0	0.0%
Blue-Collar Singles	0	0	0.0%
Subtotal:	0	0	0.0%
Metropolitan Suburbs			
The Entrepreneurs	0	0	0.0%
Fast-Track Professionals	0	0	0.0%
Upscale Suburban Couples	0	0	0.0%
Suburban Achievers	0	0	0.0%
Working-Class Singles	0	0	0.0%
Subtotal:	0	0	0.0%
Town & Country/Exurbs			
Ex-Urban Power Couples	0	0	0.0%
Cross-Training Couples	0	0	0.0%
Small-Town Singles	0	0	0.0%
Subtotal:	0	0	0.0%

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Balance of Fulton County, Georgia

Household Type / Geographic Designation	*Estimated Number*	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**109,710**	**55**	**4.4%**
Metropolitan Cities	12,425	15	1.2%
Small Cities/Satellite Cities	17,955	40	3.2%
Metropolitan Suburbs	68,710	0	0.0%
Town & Country/Exurbs	10,620	0	0.0%
Traditional & Non-Traditional Families	**122,315**	**230**	**18.4%**
Metropolitan Cities	27,855	125	10.0%
Small Cities/Satellite Cities	21,660	105	8.4%
Metropolitan Suburbs	50,515	0	0.0%
Town & Country/Exurbs	22,285	0	0.0%
Younger Singles & Couples	**183,330**	**965**	**77.2%**
Metropolitan Cities	40,415	300	24.0%
Small Cities/Satellite Cities	46,875	335	26.8%
Metropolitan Suburbs	87,210	330	26.4%
Town & Country/Exurbs	8,830	0	0.0%
Total Balance of County:	**415,355**	**1,250**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Balance of Fulton County, Georgia

	Estimated Number	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**109,710**	**55**	**4.4%**
Metropolitan Cities			
Urban Establishment	3,925	5	0.4%
Cosmopolitan Couples	550	0	0.0%
Multi-Ethnic Retirees	995	0	0.0%
Downtown Retirees	3,055	0	0.0%
Multi-Ethnic Seniors	3,900	10	0.8%
Subtotal:	12,425	15	1.2%
Small Cities/Satellite Cities			
Cosmopolitan Elite	4,015	5	0.4%
Middle-Class Move-Downs	4,830	10	0.8%
Blue-Collar Retirees	3,210	5	0.4%
Hometown Retirees	1,630	0	0.0%
Second City Seniors	4,270	20	1.6%
Subtotal:	17,955	40	3.2%
Metropolitan Suburbs			
Old Money	10,335	0	0.0%
Suburban Establishment	5,425	0	0.0%
Affluent Empty Nesters	4,945	0	0.0%
Mainstream Retirees	4,675	0	0.0%
No-Nest Suburbanites	9,880	0	0.0%
Middle-American Retirees	7,825	0	0.0%
Suburban Retirees	7,905	0	0.0%
Suburban Seniors	17,720	0	0.0%
Subtotal:	68,710	0	0.0%
Town & Country/Exurbs			
Small-Town Establishment	1,860	0	0.0%
New Empty Nesters	850	0	0.0%
RV Retirees	1,090	0	0.0%
Blue-Collar Empty Nesters	940	0	0.0%
Exurban Suburbanites	2,160	0	0.0%
Heartland Empty Nesters	920	0	0.0%
Country Couples	75	0	0.0%
Small-Town Seniors	715	0	0.0%
Rural Singles	635	0	0.0%
Back Country Seniors	45	0	0.0%
Rural Seniors	235	0	0.0%
Struggling Retirees	1,095	0	0.0%
Subtotal:	10,620	0	0.0%

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Balance of Fulton County, Georgia

	Estimated Number	*Potential*	*Share of Potential*
Traditional & Non-Traditional Families	**122,315**	**230**	**18.4%**
Metropolitan Cities			
Full-Nest Urbanites	12,360	30	2.4%
Multi-Cultural Families	7,400	25	2.0%
Inner-City Families	2,755	20	1.6%
Single-Parent Families	5,340	50	4.0%
Subtotal:	27,855	125	10.0%
Small Cities/Satellite Cities			
Unibox Transferees	12,605	35	2.8%
Multi-Ethnic Families	2,845	15	1.2%
In-Town Families	6,210	55	4.4%
Subtotal:	21,660	105	8.4%
Metropolitan Suburbs			
The Social Register	8,485	0	0.0%
Nouveau Money	10,600	0	0.0%
Late-Nest Suburbanites	4,050	0	0.0%
Full-Nest Suburbanites	6,520	0	0.0%
Blue-Collar Button-Downs	7,735	0	0.0%
Working-Class Families	13,125	0	0.0%
Subtotal:	50,515	0	0.0%
Town & Country/Exurbs			
Ex-Urban Elite	8,365	0	0.0%
Full-Nest Exurbanites	1,315	0	0.0%
New-Town Families	6,820	0	0.0%
Small-Town Families	115	0	0.0%
Kids 'r' Us	4,375	0	0.0%
Rustic Families	115	0	0.0%
Subsistence Families	1,180	0	0.0%
Subtotal:	22,285	0	0.0%

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Balance of Fulton County, Georgia

	Estimated Number	*Potential*	*Share of Potential*
Younger Singles & Couples	**183,330**	**965**	**77.2%**
Metropolitan Cities			
e-Types	8,280	50	4.0%
New Bohemians	11,205	80	6.4%
Urban Achievers	12,880	130	10.4%
Soul City Singles	8,050	40	3.2%
Subtotal:	40,415	300	24.0%
Small Cities/Satellite Cities			
The VIPs	13,090	60	4.8%
Twentysomethings	16,490	115	9.2%
Small-City Singles	13,310	125	10.0%
Blue-Collar Singles	3,985	35	2.8%
Subtotal:	46,875	335	26.8%
Metropolitan Suburbs			
The Entrepreneurs	16,840	50	4.0%
Fast-Track Professionals	15,715	75	6.0%
Upscale Suburban Couples	9,645	50	4.0%
Suburban Achievers	20,965	95	7.6%
Working-Class Singles	24,045	60	4.8%
Subtotal:	87,210	330	26.4%
Town & Country/Exurbs			
Ex-Urban Power Couples	4,295	0	0.0%
Cross-Training Couples	2,705	0	0.0%
Small-Town Singles	1,830	0	0.0%
Subtotal:	8,830	0	0.0%

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Summary: Appendix Two, Tables 1 Through 4

DeKalb County, Georgia, Cobb County, Georgia, Clayton County, Georgia, Gwinnett County, Georgia

Household Type / Geographic Designation	*DeKalb County*	*Cobb County*	*Clayton County*	*Gwinnett County*	Total
Empty Nesters & Retirees	**10**	**5**	**5**	**0**	**20**
Metropolitan Cities	0	0	0	0	0
Small Cities/Satellite Cities	10	5	5	0	20
Metropolitan Suburbs	0	0	0	0	0
Town & Country/Exurbs	0	0	0	0	0
Traditional & Non-Traditional Families	**35**	**35**	**55**	**35**	**160**
Metropolitan Cities	0	0	0	0	0
Small Cities/Satellite Cities	35	35	55	35	160
Metropolitan Suburbs	0	0	0	0	0
Town & Country/Exurbs	0	0	0	0	0
Younger Singles & Couples	**305**	**140**	**90**	**90**	**625**
Metropolitan Cities	50	30	20	10	110
Small Cities/Satellite Cities	95	65	25	20	205
Metropolitan Suburbs	160	45	45	60	310
Town & Country/Exurbs	0	0	0	0	0
Total:	**350**	**180**	**150**	**125**	**805**
Percent:	**43.5%**	**22.4%**	**18.6%**	**15.5%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Summary: Appendix Two, Tables 1 Through 4

DeKalb County, Georgia, Cobb County, Georgia, Clayton County, Georgia, Gwinnett County, Georgia

	DeKalb County	*Cobb County*	*Clayton County*	*Gwinnett County*	Total
Empty Nesters & Retirees	**10**	**5**	**5**	**0**	**20**
Metropolitan Cities					
Urban Establishment	0	0	0	0	0
Cosmopolitan Couples	0	0	0	0	0
Multi-Ethnic Retirees	0	0	0	0	0
Downtown Retirees	0	0	0	0	0
Multi-Ethnic Seniors	0	0	0	0	0
Subtotal:	0	0	0	0	0
Small Cities/Satellite Cities					
Cosmopolitan Elite	0	0	0	0	0
Middle-Class Move-Downs	5	0	0	0	5
Blue-Collar Retirees	0	0	0	0	0
Hometown Retirees	0	0	0	0	0
Second City Seniors	5	5	5	0	15
Subtotal:	10	5	5	0	20
Metropolitan Suburbs					
Old Money	0	0	0	0	0
Suburban Establishment	0	0	0	0	0
Affluent Empty Nesters	0	0	0	0	0
Mainstream Retirees	0	0	0	0	0
No-Nest Suburbanites	0	0	0	0	0
Middle-American Retirees	0	0	0	0	0
Suburban Retirees	0	0	0	0	0
Suburban Seniors	0	0	0	0	0
Subtotal:	0	0	0	0	0
Town & Country/Exurbs					
Small-Town Establishment	0	0	0	0	0
New Empty Nesters	0	0	0	0	0
RV Retirees	0	0	0	0	0
Blue-Collar Empty Nesters	0	0	0	0	0
Exurban Suburbanites	0	0	0	0	0
Heartland Empty Nesters	0	0	0	0	0
Country Couples	0	0	0	0	0
Small-Town Seniors	0	0	0	0	0
Rural Singles	0	0	0	0	0
Back Country Seniors	0	0	0	0	0
Rural Seniors	0	0	0	0	0
Struggling Retirees	0	0	0	0	0
Subtotal:	0	0	0	0	0

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Summary: Appendix Two, Tables 1 Through 4

DeKalb County, Georgia, Cobb County, Georgia, Clayton County, Georgia, Gwinnett County, Georgia

	DeKalb County	*Cobb County*	*Clayton County*	*Gwinnett County*	Total
Traditional & Non-Traditional Families	**35**	**35**	**55**	**35**	**160**
Metropolitan Cities					
Full-Nest Urbanites	0	0	0	0	0
Multi-Cultural Families	0	0	0	0	0
Inner-City Families	0	0	0	0	0
Single-Parent Families	0	0	0	0	0
Subtotal:	0	0	0	0	0
Small Cities/Satellite Cities					
Unibox Transferees	0	5	0	0	5
Multi-Ethnic Families	5	5	10	10	30
In-Town Families	30	25	45	25	125
Subtotal:	35	35	55	35	160
Metropolitan Suburbs					
The Social Register	0	0	0	0	0
Nouveau Money	0	0	0	0	0
Late-Nest Suburbanites	0	0	0	0	0
Full-Nest Suburbanites	0	0	0	0	0
Blue-Collar Button-Downs	0	0	0	0	0
Working-Class Families	0	0	0	0	0
Subtotal:	0	0	0	0	0
Town & Country/Exurbs					
Ex-Urban Elite	0	0	0	0	0
Full-Nest Exurbanites	0	0	0	0	0
New-Town Families	0	0	0	0	0
Small-Town Families	0	0	0	0	0
Kids 'r' Us	0	0	0	0	0
Rustic Families	0	0	0	0	0
Subsistence Families	0	0	0	0	0
Subtotal:	0	0	0	0	0

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Summary: Appendix Two, Tables 1 Through 4

DeKalb County, Georgia, Cobb County, Georgia, Clayton County, Georgia, Gwinnett County, Georgia

	DeKalb County	*Cobb County*	*Clayton County*	*Gwinnett County*	Total
Younger Singles & Couples	**305**	**140**	**90**	**90**	**625**
Metropolitan Cities					
e-Types	5	0	0	0	5
New Bohemians	0	0	0	0	0
Urban Achievers	5	0	0	0	5
Soul City Singles	40	30	20	10	100
Subtotal:	50	30	20	10	110
Small Cities/Satellite Cities					
The VIPs	15	10	0	0	25
Twentysomethings	30	20	5	5	60
Small-City Singles	35	25	10	10	80
Blue-Collar Singles	15	10	10	5	40
Subtotal:	95	65	25	20	205
Metropolitan Suburbs					
The Entrepreneurs	10	5	0	5	20
Fast-Track Professionals	20	5	0	5	30
Upscale Suburban Couples	20	10	5	10	45
Suburban Achievers	45	10	10	15	80
Working-Class Singles	65	15	30	25	135
Subtotal:	160	45	45	60	310
Town & Country/Exurbs					
Ex-Urban Power Couples	0	0	0	0	0
Cross-Training Couples	0	0	0	0	0
Small-Town Singles	0	0	0	0	0
Subtotal:	0	0	0	0	0

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Balance of the United States

Household Type / Geographic Designation	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**110**	**9.8%**
Metropolitan Cities	40	3.6%
Small Cities/Satellite Cities	70	6.3%
Metropolitan Suburbs	0	0.0%
Town & Country/Exurbs	0	0.0%
Traditional & Non-Traditional Families	**305**	**27.2%**
Metropolitan Cities	170	15.2%
Small Cities/Satellite Cities	135	12.1%
Metropolitan Suburbs	0	0.0%
Town & Country/Exurbs	0	0.0%
Younger Singles & Couples	**705**	**62.9%**
Metropolitan Cities	275	24.6%
Small Cities/Satellite Cities	205	18.3%
Metropolitan Suburbs	225	20.1%
Town & Country/Exurbs	0	0.0%
Total:	**1,120**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Balance of the United States

	Potential	*Share of Potential*
Empty Nesters & Retirees	**110**	**9.8%**
Metropolitan Cities		
Urban Establishment	15	1.3%
Cosmopolitan Couples	5	0.4%
Multi-Ethnic Retirees	0	0.0%
Downtown Retirees	0	0.0%
Multi-Ethnic Seniors	20	1.8%
Subtotal:	40	3.6%
Small Cities/Satellite Cities		
Cosmopolitan Elite	10	0.9%
Middle-Class Move-Downs	20	1.8%
Blue-Collar Retirees	10	0.9%
Hometown Retirees	5	0.4%
Second City Seniors	25	2.2%
Subtotal:	70	6.3%
Metropolitan Suburbs		
Old Money	0	0.0%
Affluent Empty Nesters	0	0.0%
Suburban Establishment	0	0.0%
Mainstream Retirees	0	0.0%
No-Nest Suburbanites	0	0.0%
Middle-American Retirees	0	0.0%
Suburban Retirees	0	0.0%
Suburban Seniors	0	0.0%
Subtotal:	0	0.0%
Town & Country/Exurbs		
Small-Town Establishment	0	0.0%
New Empty Nesters	0	0.0%
RV Retirees	0	0.0%
Blue-Collar Empty Nesters	0	0.0%
Exurban Suburbanites	0	0.0%
Heartland Empty Nesters	0	0.0%
Country Couples	0	0.0%
Small-Town Seniors	0	0.0%
Rural Singles	0	0.0%
Back Country Seniors	0	0.0%
Rural Seniors	0	0.0%
Struggling Retirees	0	0.0%
Subtotal:	0	0.0%

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Balance of the United States

	Potential	*Share of Potential*
Traditional & Non-Traditional Families	**305**	**27.2%**
Metropolitan Cities		
Full-Nest Urbanites	25	2.2%
Multi-Cultural Families	30	2.7%
Inner-City Families	45	4.0%
Single-Parent Families	70	6.3%
Subtotal:	170	15.2%
Small Cities/Satellite Cities		
Unibox Transferees	25	2.2%
Multi-Ethnic Families	30	2.7%
In-Town Families	80	7.1%
Subtotal:	135	12.1%
Metropolitan Suburbs		
The Social Register	0	0.0%
Nouveau Money	0	0.0%
Late-Nest Suburbanites	0	0.0%
Full-Nest Suburbanites	0	0.0%
Blue-Collar Button-Downs	0	0.0%
Working-Class Families	0	0.0%
Subtotal:	0	0.0%
Town & Country/Exurbs		
Ex-Urban Elite	0	0.0%
Full-Nest Exurbanites	0	0.0%
New-Town Families	0	0.0%
Small-Town Families	0	0.0%
Kids 'r' Us	0	0.0%
Rustic Families	0	0.0%
Subsistence Families	0	0.0%
Subtotal:	0	0.0%

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Balance of the United States

	Potential	*Share of Potential*
Younger Singles & Couples	**705**	**62.9%**
Metropolitan Cities		
e-Types	40	3.6%
New Bohemians	65	5.8%
Urban Achievers	80	7.1%
Soul City Singles	90	8.0%
Subtotal:	275	24.6%
Small Cities/Satellite Cities		
The VIPs	35	3.1%
Twentysomethings	45	4.0%
Small-City Singles	70	6.3%
Blue-Collar Singles	55	4.9%
Subtotal:	205	18.3%
Metropolitan Suburbs		
The Entrepreneurs	25	2.2%
Fast-Track Professionals	20	1.8%
Upscale Suburban Couples	45	4.0%
Suburban Achievers	65	5.8%
Working-Class Singles	70	6.3%
Subtotal:	225	20.1%
Town & Country/Exurbs		
Ex-Urban Power Couples	0	0.0%
Cross-Training Couples	0	0.0%
Small-Town Singles	0	0.0%
Subtotal:	0	0.0%

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move Within/To The Westside Study Area* Each Year Over The Next Five Years

Summary: Appendix One, Tables 4 Through 7

Westside Study Area, Balance of Fulton County, Georgia, Regional Draw Area, and Balance of the United States*

Household Type / Geographic Designation	*Westside Study Area**	*Fulton County*	*Regional Draw Area*	*Balance of U.S.*	Total
Empty Nesters & Retirees	**60**	**55**	**20**	**110**	**245**
Metropolitan Cities	60	15	0	40	115
Small Cities/Satellite Cities	0	40	20	70	130
Metropolitan Suburbs	0	0	0	0	0
Town & Country/Exurbs	0	0	0	0	0
Traditional & Non-Traditional Families	**585**	**230**	**160**	**305**	**1,280**
Metropolitan Cities	585	125	0	170	880
Small Cities/Satellite Cities	0	105	160	135	400
Metropolitan Suburbs	0	0	0	0	0
Town & Country/Exurbs	0	0	0	0	0
Younger Singles & Couples	**375**	**965**	**625**	**705**	**2,670**
Metropolitan Cities	375	300	110	275	1,060
Small Cities/Satellite Cities	0	335	205	205	745
Metropolitan Suburbs	0	330	310	225	865
Town & Country/Exurbs	0	0	0	0	0
Total:	**1,020**	**1,250**	**805**	**1,120**	**4,195**
Percent:	**24.3%**	**29.8%**	**19.2%**	**26.7%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move Within/To The Westside Study Area* Each Year Over The Next Five Years

Summary: Appendix One, Tables 4 Through 7

Westside Study Area, Balance of Fulton County, Georgia, Regional Draw Area, and Balance of the United States*

	*Westside Study Area**	*Fulton County*	*Regional Draw Area*	*Balance of U.S.*	Total
Empty Nesters & Retirees	**60**	**55**	**20**	**110**	**245**
Metropolitan Cities					
Urban Establishment	0	5	0	15	20
Cosmopolitan Couples	0	0	0	5	5
Multi-Ethnic Retirees	0	0	0	0	0
Downtown Retirees	5	0	0	0	5
Multi-Ethnic Seniors	55	10	0	20	85
Subtotal:	60	15	0	40	115
Small Cities/Satellite Cities					
Cosmopolitan Elite	0	5	0	10	15
Middle-Class Move-Downs	0	10	5	20	35
Blue-Collar Retirees	0	5	0	10	15
Hometown Retirees	0	0	0	5	5
Second City Seniors	0	20	15	25	60
Subtotal:	0	40	20	70	130
Metropolitan Suburbs					
Old Money	0	0	0	0	0
Suburban Establishment	0	0	0	0	0
Affluent Empty Nesters	0	0	0	0	0
Mainstream Retirees	0	0	0	0	0
No-Nest Suburbanites	0	0	0	0	0
Middle-American Retirees	0	0	0	0	0
Suburban Retirees	0	0	0	0	0
Suburban Seniors	0	0	0	0	0
Subtotal:	0	0	0	0	0
Town & Country/Exurbs					
Small-Town Establishment	0	0	0	0	0
New Empty Nesters	0	0	0	0	0
RV Retirees	0	0	0	0	0
Blue-Collar Empty Nesters	0	0	0	0	0
Exurban Suburbanites	0	0	0	0	0
Heartland Empty Nesters	0	0	0	0	0
Country Couples	0	0	0	0	0
Small-Town Seniors	0	0	0	0	0
Rural Singles	0	0	0	0	0
Back Country Seniors	0	0	0	0	0
Rural Seniors	0	0	0	0	0
Struggling Retirees	0	0	0	0	0
Subtotal:	0	0	0	0	0

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move Within/To The Westside Study Area* Each Year Over The Next Five Years

Summary: Appendix One, Tables 4 Through 7

Westside Study Area, Balance of Fulton County, Georgia, Regional Draw Area, and Balance of the United States*

	*Westside Study Area**	*Fulton County*	*Regional Draw Area*	*Balance of U.S.*	Total
Traditional & Non-Traditional Families	**585**	**230**	**160**	**305**	**1,280**
Metropolitan Cities					
Full-Nest Urbanites	10	30	0	25	65
Multi-Cultural Families	85	25	0	30	140
Inner-City Families	320	20	0	45	385
Single-Parent Families	170	50	0	70	290
Subtotal:	585	125	0	170	880
Small Cities/Satellite Cities					
Unibox Transferees	0	35	5	25	65
Multi-Ethnic Families	0	15	30	30	75
In-Town Families	0	55	125	80	260
Subtotal:	0	105	160	135	400
Metropolitan Suburbs					
The Social Register	0	0	0	0	0
Nouveau Money	0	0	0	0	0
Late-Nest Suburbanites	0	0	0	0	0
Full-Nest Suburbanites	0	0	0	0	0
Blue-Collar Button-Downs	0	0	0	0	0
Working-Class Families	0	0	0	0	0
Subtotal:	0	0	0	0	0
Town & Country/Exurbs					
Ex-Urban Elite	0	0	0	0	0
Full-Nest Exurbanites	0	0	0	0	0
New-Town Families	0	0	0	0	0
Small-Town Families	0	0	0	0	0
Kids 'r' Us	0	0	0	0	0
Rustic Families	0	0	0	0	0
Subsistence Families	0	0	0	0	0
Subtotal:	0	0	0	0	0

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move Within/To The Westside Study Area* Each Year Over The Next Five Years

Summary: Appendix One, Tables 4 Through 7

Westside Study Area, Balance of Fulton County, Georgia, Regional Draw Area, and Balance of the United States*

	*Westside Study Area**	*Fulton County*	*Regional Draw Area*	*Balance of U.S.*	Total
Younger Singles & Couples	**375**	**965**	**625**	**705**	**2,670**
Metropolitan Cities					
e-Types	0	50	5	40	95
New Bohemians	45	80	0	65	190
Urban Achievers	330	130	5	80	545
Soul City Singles	0	40	100	90	230
Subtotal:	375	300	110	275	1,060
Small Cities/Satellite Cities					
The VIPs	0	60	25	35	120
Twentysomethings	0	115	60	45	220
Small-City Singles	0	125	80	70	275
Blue-Collar Singles	0	35	40	55	130
Subtotal:	0	335	205	205	745
Metropolitan Suburbs					
The Entrepreneurs	0	50	20	25	95
Fast-Track Professionals	0	75	30	20	125
Upscale Suburban Couples	0	50	45	45	140
Suburban Achievers	0	95	80	65	240
Working-Class Singles	0	60	135	70	265
Subtotal:	0	330	310	225	865
Town & Country/Exurbs					
Ex-Urban Power Couples	0	0	0	0	0
Cross-Training Couples	0	0	0	0	0
Small-Town Singles	0	0	0	0	0
Subtotal:	0	0	0	0	0

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential

To Move Within/To The Westside Study Area* Each Year Over The Next Five Years

Westside Study Area, Balance of Fulton County, Georgia, Regional Draw Area, and Balance of the United States*

Household Type/ Geographic Designation	*Potential Renters*	*Potential Owners*	Total
Empty Nesters & Retirees	**150**	**95**	**245**
Metropolitan Cities	80	35	115
Small Cities/Satellite Cities	70	60	130
Metropolitan Suburbs	0	0	0
Town & Country/Exurbs	0	0	0
Traditional & Non-Traditional Families	**825**	**455**	**1,280**
Metropolitan Cities	635	245	880
Small Cities/Satellite Cities	190	210	400
Metropolitan Suburbs	0	0	0
Town & Country/Exurbs	0	0	0
Younger Singles & Couples	**1,700**	**970**	**2,670**
Metropolitan Cities	835	225	1,060
Small Cities/Satellite Cities	410	335	745
Metropolitan Suburbs	455	410	865
Town & Country/Exurbs	0	0	0
Total:	**2,675**	**1,520**	**4,195**
Percent:	**63.8%**	**36.2%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential

To Move Within/To The Westside Study Area* Each Year Over The Next Five Years

Westside Study Area, Balance of Fulton County, Georgia, Regional Draw Area, and Balance of the United States*

Empty Nesters & Retirees	*Potential Renters*	*Potential Owners*	Total
Metropolitan Cities			
Urban Establishment	5	15	20
Cosmopolitan Couples	0	5	5
Downtown Retirees	5	0	5
Multi-Ethnic Seniors	70	15	85
Subtotal:	80	35	115
Small Cities/Satellite Cities			
Cosmopolitan Elite	5	10	15
Middle-Class Move-Downs	10	25	35
Blue-Collar Retirees	5	10	15
Hometown Retirees	5	0	5
Second City Seniors	45	15	60
Subtotal:	70	60	130
Total:	**150**	**95**	**245**
Percent:	**61.4%**	**38.6%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential

To Move Within/To The Westside Study Area* Each Year Over The Next Five Years

Westside Study Area, Balance of Fulton County, Georgia, Regional Draw Area, and Balance of the United States*

Traditional & Non-Traditional Families	*Potential Renters*	*Potential Owners*	Total
Metropolitan Cities			
Full-Nest Urbanites	25	40	65
Multi-Cultural Families	65	75	140
Inner-City Families	305	80	385
Single-Parent Families	240	50	290
Subtotal:	635	245	880
Small Cities/Satellite Cities			
Unibox Transferees	10	55	65
Multi-Ethnic Families	25	50	75
In-Town Families	155	105	260
Subtotal:	190	210	400
Total:	**825**	**455**	**1,280**
Percent:	**64.4%**	**35.6%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential

To Move Within/To The Westside Study Area* Each Year Over The Next Five Years

Westside Study Area, Balance of Fulton County, Georgia, Regional Draw Area, and Balance of the United States*

Younger Singles & Couples	*Potential Renters*	*Potential Owners*	Total
Metropolitan Cities			
e-Types	55	40	95
New Bohemians	145	45	190
Urban Achievers	435	110	545
Soul City Singles	200	30	230
Subtotal:	835	225	1,060
Small Cities/Satellite Cities			
The VIPs	45	75	120
Twentysomethings	125	95	220
Small-City Singles	165	110	275
Blue-Collar Singles	75	55	130
Subtotal:	410	335	745
Metropolitan Suburbs			
The Entrepreneurs	20	75	95
Fast-Track Professionals	40	85	125
Upscale Suburban Couples	45	95	140
Suburban Achievers	150	90	240
Working-Class Singles	200	65	265
Subtotal:	455	410	865
Total:	**1,700**	**970**	**2,670**
Percent:	**63.7%**	**36.3%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Renter Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Westside Study Area* Each Year Over The Next Five Years
Westside Study Area, Balance of Fulton County, Georgia,*
Regional Draw Area, and Balance of the United States

Household Type/ Geographic Designation	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 110% AMI	Above 110% AMI	Total
	. . . . . Renter Income Bands					
Empty Nesters & Retirees	**40**	**30**	**30**	**25**	**25**	**150**
Metropolitan Cities	25	15	10	20	10	80
Small Cities/Satellite Cities	15	15	20	5	15	70
Metropolitan Suburbs	0	0	0	0	0	0
Town & Country/Exurbs	0	0	0	0	0	0
Traditional & Non-Traditional Families	**285**	**135**	**165**	**145**	**95**	**825**
Metropolitan Cities	235	100	125	110	65	635
Small Cities/Satellite Cities	50	35	40	35	30	190
Metropolitan Suburbs	0	0	0	0	0	0
Town & Country/Exurbs	0	0	0	0	0	0
Younger Singles & Couples	**285**	**225**	**265**	**300**	**625**	**1,700**
Metropolitan Cities	175	115	110	140	295	835
Small Cities/Satellite Cities	45	55	70	75	165	410
Metropolitan Suburbs	65	55	85	85	165	455
Town & Country/Exurbs	0	0	0	0	0	0
Total:	**610**	**390**	**460**	**470**	**745**	**2,675**
Percent:	**22.7%**	**14.6%**	**17.2%**	**17.6%**	**27.9%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Renter Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Westside Study Area* Each Year Over The Next Five Years
Westside Study Area, Balance of Fulton County, Georgia,*
Regional Draw Area, and Balance of the United States

	. . . . . .Renter Income Bands					
Empty Nesters & Retirees	*Below 30% AMI*	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 110% AMI*	*Above 110% AMI*	Total
Metropolitan Cities						
Urban Establishment	0	0	0	0	5	5
Cosmopolitan Couples	0	0	0	0	0	0
Downtown Retirees	0	5	0	0	0	5
Multi-Ethnic Seniors	25	10	10	20	5	70
Subtotal:	25	15	10	20	10	80
Small Cities/Satellite Cities						
Cosmopolitan Elite	0	0	0	0	5	5
Middle-Class Move-Downs	0	0	5	0	5	10
Blue-Collar Retirees	0	0	0	0	5	5
Hometown Retirees	0	0	5	0	0	5
Second City Seniors	15	15	10	5	0	45
Subtotal:	15	15	20	5	15	70
Total:	**40**	**30**	**30**	**25**	**25**	**150**
Percent:	**26.6%**	**19.9%**	**19.9%**	**16.6%**	**16.6%**	**99.7%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Renter Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Westside Study Area* Each Year Over The Next Five Years
Westside Study Area, Balance of Fulton County, Georgia,*
Regional Draw Area, and Balance of the United States

Traditional & Non-Traditional Families	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 110% AMI	Above 110% AMI	Total
	....Renter Income Bands....					
Metropolitan Cities						
Full-Nest Urbanites	0	5	5	5	10	25
Multi-Cultural Families	20	10	15	5	15	65
Inner-City Families	110	45	60	65	25	305
Single-Parent Families	105	40	45	35	15	240
Subtotal:	235	100	125	110	65	635
Small Cities/Satellite Cities						
Unibox Transferees	0	0	0	0	10	10
Multi-Ethnic Families	0	5	5	5	10	25
In-Town Families	50	30	35	30	10	155
Subtotal:	50	35	40	35	30	190
Total:	**285**	**135**	**165**	**145**	**95**	**825**
Percent:	**34.6%**	**16.4%**	**20.0%**	**17.6%**	**11.5%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Renter Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Westside Study Area* Each Year Over The Next Five Years
Westside Study Area, Balance of Fulton County, Georgia,*
Regional Draw Area, and Balance of the United States

Younger Singles & Couples	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 110% AMI	Above 110% AMI	Total
	. . . . . Renter Income Bands					
Metropolitan Cities						
e-Types	0	0	0	15	40	55
New Bohemians	15	15	20	15	80	145
Urban Achievers	95	60	45	75	160	435
Soul City Singles	65	40	45	35	15	200
Subtotal:	175	115	110	140	295	835
Small Cities/Satellite Cities						
The VIPs	0	0	0	5	40	45
Twentysomethings	10	15	15	20	65	125
Small-City Singles	20	20	30	40	55	165
Blue-Collar Singles	15	20	25	10	5	75
Subtotal:	45	55	70	75	165	410
Metropolitan Suburbs						
The Entrepreneurs	0	0	0	0	20	20
Fast-Track Professionals	0	0	0	10	30	40
Upscale Suburban Couples	0	0	5	10	30	45
Suburban Achievers	20	15	25	25	65	150
Working-Class Singles	45	40	55	40	20	200
Subtotal:	65	55	85	85	165	455
Total:	**285**	**225**	**265**	**300**	**625**	**1,700**
Percent:	**16.8%**	**13.2%**	**15.6%**	**17.7%**	**36.8%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Westside Study Area* Each Year Over The Next Five Years
Westside Study Area, Balance of Fulton County, Georgia,*
Regional Draw Area, and Balance of the United States

Household Type/ Geographic Designation	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 120% AMI	Above 120% AMI	Total
	....Ownership Income Bands....					
Empty Nesters & Retirees	**10**	**15**	**20**	**10**	**40**	**95**
Metropolitan Cities	5	5	5	0	20	35
Small Cities/Satellite Cities	5	10	15	10	20	60
Metropolitan Suburbs	0	0	0	0	0	0
Town & Country/Exurbs	0	0	0	0	0	0
Traditional & Non-Traditional Families	**125**	**70**	**90**	**75**	**95**	**455**
Metropolitan Cities	75	40	50	45	35	245
Small Cities/Satellite Cities	50	30	40	30	60	210
Metropolitan Suburbs	0	0	0	0	0	0
Town & Country/Exurbs	0	0	0	0	0	0
Younger Singles & Couples	**130**	**105**	**150**	**155**	**430**	**970**
Metropolitan Cities	45	25	35	30	90	225
Small Cities/Satellite Cities	50	40	55	75	115	335
Metropolitan Suburbs	35	40	60	50	225	410
Town & Country/Exurbs	0	0	0	0	0	0
Total:	**265**	**190**	**260**	**240**	**565**	**1,520**
Percent:	**17.4%**	**12.5%**	**17.1%**	**15.8%**	**37.2%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Westside Study Area* Each Year Over The Next Five Years
Westside Study Area, Balance of Fulton County, Georgia,*
Regional Draw Area, and Balance of the United States

	. . . . . .Ownership Income Bands					
Empty Nesters & Retirees	*Below 30% AMI*	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 120% AMI*	*Above 120% AMI*	Total
Metropolitan Cities						
Urban Establishment	0	0	0	0	15	15
Cosmopolitan Couples	0	0	0	0	5	5
Multi-Ethnic Seniors	5	5	5	0	0	15
Subtotal:	5	5	5	0	20	35
Small Cities/Satellite Cities						
Cosmopolitan Elite	0	0	0	0	10	10
Middle-Class Move-Downs	0	5	5	5	10	25
Blue-Collar Retirees	0	0	5	5	0	10
Second City Seniors	5	5	5	0	0	15
Subtotal:	5	10	15	10	20	60
Total:	**10**	**15**	**20**	**10**	**40**	**95**
Percent:	**10.6%**	**15.9%**	**21.2%**	**10.6%**	**42.3%**	**100.5%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Westside Study Area* Each Year Over The Next Five Years
Westside Study Area, Balance of Fulton County, Georgia,*
Regional Draw Area, and Balance of the United States

Traditional & Non-Traditional Families	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 120% AMI	Above 120% AMI	Total
	....Ownership Income Bands....					
Metropolitan Cities						
Full-Nest Urbanites	5	5	5	10	15	40
Multi-Cultural Families	25	10	10	15	15	75
Inner-City Families	30	15	15	15	5	80
Single-Parent Families	15	10	20	5	0	50
Subtotal:	75	40	50	45	35	245
Small Cities/Satellite Cities						
Unibox Transferees	0	0	10	10	35	55
Multi-Ethnic Families	10	5	10	5	20	50
In-Town Families	40	25	20	15	5	105
Subtotal:	50	30	40	30	60	210
Total:	**125**	**70**	**90**	**75**	**95**	**455**
Percent:	**27.5%**	**15.4%**	**19.8%**	**16.5%**	**20.9%**	**99.9%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Westside Study Area* Each Year Over The Next Five Years
Westside Study Area, Balance of Fulton County, Georgia,*
Regional Draw Area, and Balance of the United States

Younger Singles & Couples	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 120% AMI	Above 120% AMI	Total
	....Ownership Income Bands....					
Metropolitan Cities						
e-Types	0	0	5	5	30	40
New Bohemians	5	5	5	5	25	45
Urban Achievers	25	15	20	15	35	110
Soul City Singles	15	5	5	5	0	30
Subtotal:	45	25	35	30	90	225
Small Cities/Satellite Cities						
The VIPs	5	5	10	15	40	75
Twentysomethings	10	10	15	20	40	95
Small-City Singles	20	15	20	25	30	110
Blue-Collar Singles	15	10	10	15	5	55
Subtotal:	50	40	55	75	115	335
Metropolitan Suburbs						
The Entrepreneurs	0	0	5	10	60	75
Fast-Track Professionals	5	5	10	10	55	85
Upscale Suburban Couples	5	5	10	15	60	95
Suburban Achievers	10	10	15	10	45	90
Working-Class Singles	15	20	20	5	5	65
Subtotal:	35	40	60	50	225	410
Total:	**130**	**105**	**150**	**155**	**430**	**970**
Percent:	**13.4%**	**10.8%**	**15.5%**	**16.0%**	**44.3%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Multi-Family Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Westside Study Area* Each Year Over The Next Five Years
Westside Study Area, Balance of Fulton County, Georgia,*
Regional Draw Area, and Balance of the United States

Household Type/ Geographic Designation	Multi-Family Ownership Income Bands: Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 120% AMI	Above 120% AMI	Total
Empty Nesters & Retirees	**0**	**5**	**5**	**5**	**15**	**30**
Metropolitan Cities	0	0	5	0	5	10
Small Cities/Satellite Cities	0	5	0	5	10	20
Metropolitan Suburbs	0	0	0	0	0	0
Town & Country/Exurbs	0	0	0	0	0	0
Traditional & Non-Traditional Families	**20**	**20**	**20**	**15**	**10**	**85**
Metropolitan Cities	15	15	15	10	5	60
Small Cities/Satellite Cities	5	5	5	5	5	25
Metropolitan Suburbs	0	0	0	0	0	0
Town & Country/Exurbs	0	0	0	0	0	0
Younger Singles & Couples	**35**	**50**	**65**	**70**	**190**	**410**
Metropolitan Cities	20	15	25	25	50	135
Small Cities/Satellite Cities	5	20	20	25	50	120
Metropolitan Suburbs	10	15	20	20	90	155
Town & Country/Exurbs	0	0	0	0	0	0
Total:	**55**	**75**	**90**	**90**	**215**	**525**
Percent:	**10.5%**	**14.3%**	**17.1%**	**17.1%**	**41.0%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Multi-Family Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Westside Study Area* Each Year Over The Next Five Years
Westside Study Area, Balance of Fulton County, Georgia,*
Regional Draw Area, and Balance of the United States

	....Multi-Family Ownership Income Bands....					
Empty Nesters & Retirees	*Below 30% AMI*	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 120% AMI*	*Above 120% AMI*	Total
Metropolitan Cities						
Urban Establishment	0	0	0	0	5	5
Multi-Ethnic Seniors	0	0	5	0	0	5
Subtotal:	0	0	5	0	5	10
Small Cities/Satellite Cities						
Cosmopolitan Elite	0	0	0	0	5	5
Middle-Class Move-Downs	0	0	0	5	5	10
Second City Seniors	0	5	0	0	0	5
Subtotal:	0	5	0	5	10	20
Total:	**0**	**5**	**5**	**5**	**15**	**30**
Percent:	**0.0%**	**16.7%**	**16.7%**	**16.7%**	**50.0%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Multi-Family Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Westside Study Area* Each Year Over The Next Five Years
Westside Study Area, Balance of Fulton County, Georgia,*
Regional Draw Area, and Balance of the United States

Traditional & Non-Traditional Families	Multi-Family Ownership Income Bands: Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 120% AMI	Above 120% AMI	Total
Metropolitan Cities						
Full-Nest Urbanites	0	0	0	0	5	5
Multi-Cultural Families	0	0	5	5	0	10
Inner-City Families	10	10	5	5	0	30
Single-Parent Families	5	5	5	0	0	15
Subtotal:	15	15	15	10	5	60
Small Cities/Satellite Cities						
Unibox Transferees	0	0	0	0	5	5
Multi-Ethnic Families	0	5	0	0	0	5
In-Town Families	5	0	5	5	0	15
Subtotal:	5	5	5	5	5	25
Total:	**20**	**20**	**20**	**15**	**10**	**85**
Percent:	**23.5%**	**23.5%**	**23.5%**	**17.6%**	**11.8%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Multi-Family Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Westside Study Area* Each Year Over The Next Five Years
Westside Study Area, Balance of Fulton County, Georgia,*
Regional Draw Area, and Balance of the United States

Younger Singles & Couples	Multi-Family Ownership Income Bands: Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 120% AMI	Above 120% AMI	Total
Metropolitan Cities						
e-Types	0	0	0	5	20	25
New Bohemians	0	0	5	5	15	25
Urban Achievers	15	10	15	10	15	65
Soul City Singles	5	5	5	5	0	20
Subtotal:	20	15	25	25	50	135
Small Cities/Satellite Cities						
The VIPs	0	0	5	10	20	35
Twentysomethings	0	5	5	10	15	35
Small-City Singles	5	10	5	5	15	40
Blue-Collar Singles	0	5	5	0	0	10
Subtotal:	5	20	20	25	50	120
Metropolitan Suburbs						
The Entrepreneurs	0	0	0	0	30	30
Fast-Track Professionals	0	5	5	5	25	40
Upscale Suburban Couples	0	0	5	5	20	30
Suburban Achievers	5	5	5	5	15	35
Working-Class Singles	5	5	5	5	0	20
Subtotal:	10	15	20	20	90	155
Total:	**35**	**50**	**65**	**70**	**190**	**410**
Percent:	**8.5%**	**12.2%**	**15.9%**	**17.1%**	**46.3%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Single-Family Attached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Westside Study Area* Each Year Over The Next Five Years
Westside Study Area, Balance of Fulton County, Georgia,*
Regional Draw Area, and Balance of the United States

Household Type/ Geographic Designation	*Below 30% AMI*	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 120% AMI*	*Above 120% AMI*	Total
	. . . . . .Singe-Family Attached Ownership Income Bands					
Empty Nesters & Retirees	**5**	**5**	**0**	**0**	**10**	**20**
Metropolitan Cities	0	5	0	0	5	10
Small Cities/Satellite Cities	5	0	0	0	5	10
Metropolitan Suburbs	0	0	0	0	0	0
Town & Country/Exurbs	0	0	0	0	0	0
Traditional & Non-Traditional Families	**35**	**30**	**20**	**35**	**20**	**140**
Metropolitan Cities	25	15	15	20	15	90
Small Cities/Satellite Cities	10	15	5	15	5	50
Metropolitan Suburbs	0	0	0	0	0	0
Town & Country/Exurbs	0	0	0	0	0	0
Younger Singles & Couples	**50**	**40**	**65**	**55**	**115**	**325**
Metropolitan Cities	25	10	10	5	40	90
Small Cities/Satellite Cities	10	15	25	30	20	100
Metropolitan Suburbs	15	15	30	20	55	135
Town & Country/Exurbs	0	0	0	0	0	0
Total:	**90**	**75**	**85**	**90**	**145**	**485**
Percent:	**18.5%**	**15.5%**	**17.5%**	**18.6%**	**29.9%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Single-Family Attached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Westside Study Area* Each Year Over The Next Five Years
Westside Study Area, Balance of Fulton County, Georgia,*
Regional Draw Area, and Balance of the United States

	. . . . . *Singe-Family Attached Ownership Income Bands*					
Empty Nesters & Retirees	*Below 30% AMI*	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 120% AMI*	*Above 120% AMI*	Total
Metropolitan Cities						
Urban Establishment	0	0	0	0	5	5
Multi-Ethnic Seniors	0	5	0	0	0	5
Subtotal:	0	5	0	0	5	10
Small Cities/Satellite Cities						
Middle-Class Move-Downs	0	0	0	0	5	5
Second City Seniors	5	0	0	0	0	5
Subtotal:	5	0	0	0	5	10
Total:	**5**	**5**	**0**	**0**	**10**	**20**
Percent:	**25.0%**	**25.0%**	**0.0%**	**0.0%**	**50.0%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Single-Family Attached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Westside Study Area* Each Year Over The Next Five Years
Westside Study Area, Balance of Fulton County, Georgia,*
Regional Draw Area, and Balance of the United States

Traditional & Non-Traditional Families	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 120% AMI	Above 120% AMI	Total
	....Singe-Family Attached Ownership Income Bands....					
Metropolitan Cities						
Full-Nest Urbanites	0	0	0	5	5	10
Multi-Cultural Families	5	5	5	5	5	25
Inner-City Families	15	5	5	5	5	35
Single-Parent Families	5	5	5	5	0	20
Subtotal:	25	15	15	20	15	90
Small Cities/Satellite Cities						
Unibox Transferees	0	0	0	5	5	10
Multi-Ethnic Families	0	0	5	5	0	10
In-Town Families	10	15	0	5	0	30
Subtotal:	10	15	5	15	5	50
Total:	**35**	**30**	**20**	**35**	**20**	**140**
Percent:	**25.0%**	**21.4%**	**14.3%**	**25.0%**	**14.3%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Single-Family Attached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Westside Study Area* Each Year Over The Next Five Years
Westside Study Area, Balance of Fulton County, Georgia,*
Regional Draw Area, and Balance of the United States

Younger Singles & Couples	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 120% AMI	Above 120% AMI	Total
	...Singe-Family Attached Ownership Income Bands...					
Metropolitan Cities						
e-Types	0	0	5	0	10	15
New Bohemians	5	5	0	0	10	20
Urban Achievers	10	5	5	5	20	45
Soul City Singles	10	0	0	0	0	10
Subtotal:	25	10	10	5	40	90
Small Cities/Satellite Cities						
The VIPs	0	0	5	5	10	20
Twentysomethings	0	5	10	10	5	30
Small-City Singles	5	5	10	10	5	35
Blue-Collar Singles	5	5	0	5	0	15
Subtotal:	10	15	25	30	20	100
Metropolitan Suburbs						
The Entrepreneurs	0	0	5	5	15	25
Fast-Track Professionals	0	0	5	5	20	30
Upscale Suburban Couples	5	5	5	5	5	25
Suburban Achievers	5	5	5	5	15	35
Working-Class Singles	5	5	10	0	0	20
Subtotal:	15	15	30	20	55	135
Total:	**50**	**40**	**65**	**55**	**115**	**325**
Percent:	**15.4%**	**12.3%**	**20.0%**	**16.9%**	**35.4%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Westside Study Area* Each Year Over The Next Five Years
Westside Study Area, Balance of Fulton County, Georgia,*
Regional Draw Area, and Balance of the United States

Household Type/ Geographic Designation	*Single-Family Detached Ownership Income Bands* Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 120% AMI	Above 120% AMI	Total
Empty Nesters & Retirees	**5**	**5**	**15**	**5**	**15**	**45**
Metropolitan Cities	5	0	0	0	10	15
Small Cities/Satellite Cities	0	5	15	5	5	30
Metropolitan Suburbs	0	0	0	0	0	0
Town & Country/Exurbs	0	0	0	0	0	0
Traditional & Non-Traditional Families	**70**	**20**	**50**	**25**	**65**	**230**
Metropolitan Cities	35	10	20	15	15	95
Small Cities/Satellite Cities	35	10	30	10	50	135
Metropolitan Suburbs	0	0	0	0	0	0
Town & Country/Exurbs	0	0	0	0	0	0
Younger Singles & Couples	**45**	**15**	**20**	**30**	**125**	**235**
Metropolitan Cities	0	0	0	0	0	0
Small Cities/Satellite Cities	35	5	10	20	45	115
Metropolitan Suburbs	10	10	10	10	80	120
Town & Country/Exurbs	0	0	0	0	0	0
Total:	**120**	**40**	**85**	**60**	**205**	**510**
Percent:	**23.5%**	**7.8%**	**16.7%**	**11.8%**	**40.2%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Westside Study Area* Each Year Over The Next Five Years
Westside Study Area, Balance of Fulton County, Georgia,*
Regional Draw Area, and Balance of the United States

	. . . . . *Single-Family Detached Ownership Income Bands*					
Empty Nesters & Retirees	*Below 30% AMI*	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 120% AMI*	*Above 120% AMI*	Total
Metropolitan Cities						
Urban Establishment	0	0	0	0	5	5
Cosmopolitan Couples	0	0	0	0	5	5
Multi-Ethnic Seniors	5	0	0	0	0	5
Subtotal:	5	0	0	0	10	15
Small Cities/Satellite Cities						
Cosmopolitan Elite	0	0	0	0	5	5
Middle-Class Move-Downs	0	5	5	0	0	10
Blue-Collar Retirees	0	0	5	5	0	10
Second City Seniors	0	0	5	0	0	5
Subtotal:	0	5	15	5	5	30
Total:	**5**	**5**	**15**	**5**	**15**	**45**
Percent:	**11.1%**	**11.1%**	**33.3%**	**11.1%**	**33.3%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Westside Study Area* Each Year Over The Next Five Years
Westside Study Area, Balance of Fulton County, Georgia,*
Regional Draw Area, and Balance of the United States

Traditional & Non-Traditional Families	Single-Family Detached Ownership Income Bands: Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 120% AMI	Above 120% AMI	Total
Metropolitan Cities						
Full-Nest Urbanites	5	5	5	5	5	25
Multi-Cultural Families	20	5	0	5	10	40
Inner-City Families	5	0	5	5	0	15
Single-Parent Families	5	0	10	0	0	15
Subtotal:	35	10	20	15	15	95
Small Cities/Satellite Cities						
Unibox Transferees	0	0	10	5	25	40
Multi-Ethnic Families	10	0	5	0	20	35
In-Town Families	25	10	15	5	5	60
Subtotal:	35	10	30	10	50	135
Total:	**70**	**20**	**50**	**25**	**65**	**230**
Percent:	**30.4%**	**8.7%**	**21.7%**	**10.9%**	**28.3%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Westside Study Area* Each Year Over The Next Five Years
Westside Study Area, Balance of Fulton County, Georgia,*
Regional Draw Area, and Balance of the United States

Younger Singles & Couples	Single-Family Detached Ownership Income Bands: Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 120% AMI	Above 120% AMI	Total
Metropolitan Cities						
e-Types	0	0	0	0	0	0
New Bohemians	0	0	0	0	0	0
Urban Achievers	0	0	0	0	0	0
Soul City Singles	0	0	0	0	0	0
Subtotal:	0	0	0	0	0	0
Small Cities/Satellite Cities						
The VIPs	5	5	0	0	10	20
Twentysomethings	10	0	0	0	20	30
Small-City Singles	10	0	5	10	10	35
Blue-Collar Singles	10	0	5	10	5	30
Subtotal:	35	5	10	20	45	115
Metropolitan Suburbs						
The Entrepreneurs	0	0	0	5	15	20
Fast-Track Professionals	5	0	0	0	10	15
Upscale Suburban Couples	0	0	0	5	35	40
Suburban Achievers	0	0	5	0	15	20
Working-Class Singles	5	10	5	0	5	25
Subtotal:	10	10	10	10	80	120
Total:	**45**	**15**	**20**	**30**	**125**	**235**
Percent:	**19.1%**	**6.4%**	**8.5%**	**12.8%**	**53.2%**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

DeKalb County, Georgia

Household Type / Geographic Designation	*Estimated Number*	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**91,640**	**10**	**2.9%**
Metropolitan Cities	1,595	0	0.0%
Small Cities/Satellite Cities	16,210	10	2.9%
Metropolitan Suburbs	70,470	0	0.0%
Town & Country/Exurbs	3,365	0	0.0%
Traditional & Non-Traditional Families	**76,555**	**35**	**10.0%**
Metropolitan Cities	4,830	0	0.0%
Small Cities/Satellite Cities	17,670	35	10.0%
Metropolitan Suburbs	48,290	0	0.0%
Town & Country/Exurbs	5,765	0	0.0%
Younger Singles & Couples	**125,905**	**305**	**87.1%**
Metropolitan Cities	12,510	50	14.3%
Small Cities/Satellite Cities	41,880	95	27.1%
Metropolitan Suburbs	69,930	160	45.7%
Town & Country/Exurbs	1,585	0	0.0%
Total:	**294,100**	**350**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

DeKalb County, Georgia

	Estimated Number	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**91,640**	**10**	**2.9%**
Metropolitan Cities			
Urban Establishment	600	0	0.0%
Cosmopolitan Couples	165	0	0.0%
Multi-Ethnic Retirees	270	0	0.0%
Downtown Retirees	340	0	0.0%
Multi-Ethnic Seniors	220	0	0.0%
Subtotal:	1,595	0	0.0%
Small Cities/Satellite Cities			
Cosmopolitan Elite	2,440	0	0.0%
Middle-Class Move-Downs	4,695	5	1.4%
Blue-Collar Retirees	4,320	0	0.0%
Hometown Retirees	1,080	0	0.0%
Second City Seniors	3,675	5	1.4%
Subtotal:	16,210	10	2.9%
Metropolitan Suburbs			
Old Money	4,115	0	0.0%
Suburban Establishment	8,470	0	0.0%
Affluent Empty Nesters	5,025	0	0.0%
Mainstream Retirees	6,540	0	0.0%
No-Nest Suburbanites	18,640	0	0.0%
Middle-American Retirees	11,855	0	0.0%
Suburban Retirees	6,290	0	0.0%
Suburban Seniors	9,535	0	0.0%
Subtotal:	70,470	0	0.0%
Town & Country/Exurbs			
Small-Town Establishment	70	0	0.0%
New Empty Nesters	165	0	0.0%
RV Retirees	145	0	0.0%
Blue-Collar Empty Nesters	775	0	0.0%
Exurban Suburbanites	985	0	0.0%
Heartland Empty Nesters	350	0	0.0%
Country Couples	0	0	0.0%
Small-Town Seniors	125	0	0.0%
Rural Singles	330	0	0.0%
Back Country Seniors	0	0	0.0%
Rural Seniors	65	0	0.0%
Struggling Retirees	355	0	0.0%
Subtotal:	3,365	0	0.0%

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

DeKalb County, Georgia

	Estimated Number	*Potential*	*Share of Potential*
Traditional & Non-Traditional Families	**76,555**	**35**	**10.0%**
Metropolitan Cities			
Full-Nest Urbanites	3,150	0	0.0%
Multi-Cultural Families	1,455	0	0.0%
Inner-City Families	225	0	0.0%
Single-Parent Families	0	0	0.0%
Subtotal:	4,830	0	0.0%
Small Cities/Satellite Cities			
Unibox Transferees	2,545	0	0.0%
Multi-Ethnic Families	4,420	5	1.4%
In-Town Families	10,705	30	8.6%
Subtotal:	17,670	35	10.0%
Metropolitan Suburbs			
The Social Register	2,035	0	0.0%
Nouveau Money	2,120	0	0.0%
Late-Nest Suburbanites	8,370	0	0.0%
Full-Nest Suburbanites	9,720	0	0.0%
Blue-Collar Button-Downs	16,055	0	0.0%
Working-Class Families	9,990	0	0.0%
Subtotal:	48,290	0	0.0%
Town & Country/Exurbs			
Ex-Urban Elite	0	0	0.0%
Full-Nest Exurbanites	420	0	0.0%
New-Town Families	2,190	0	0.0%
Small-Town Families	0	0	0.0%
Kids 'r' Us	2,485	0	0.0%
Rustic Families	0	0	0.0%
Subsistence Families	670	0	0.0%
Subtotal:	5,765	0	0.0%

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

DeKalb County, Georgia

	Estimated Number	*Potential*	*Share of Potential*
Younger Singles & Couples	**125,905**	**305**	**87.1%**
Metropolitan Cities			
e-Types	1,375	5	1.4%
New Bohemians	565	0	0.0%
Urban Achievers	975	5	1.4%
Soul City Singles	9,595	40	11.4%
Subtotal:	12,510	50	14.3%
Small Cities/Satellite Cities			
The VIPs	9,335	15	4.3%
Twentysomethings	15,100	30	8.6%
Small-City Singles	12,585	35	10.0%
Blue-Collar Singles	4,860	15	4.3%
Subtotal:	41,880	95	27.1%
Metropolitan Suburbs			
The Entrepreneurs	8,620	10	2.9%
Fast-Track Professionals	12,210	20	5.7%
Upscale Suburban Couples	13,105	20	5.7%
Suburban Achievers	15,555	45	12.9%
Working-Class Singles	20,440	65	18.6%
Subtotal:	69,930	160	45.7%
Town & Country/Exurbs			
Ex-Urban Power Couples	0	0	0.0%
Cross-Training Couples	120	0	0.0%
Small-Town Singles	1,465	0	0.0%
Subtotal:	1,585	0	0.0%

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Cobb County, Georgia

Household Type/ Geographic Designation	*Estimated Number*	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**78,095**	**5**	**2.8%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	22,190	5	2.8%
Metropolitan Suburbs	50,810	0	0.0%
Town & Country/Exurbs	5,095	0	0.0%
Traditional & Non-Traditional Families	**99,940**	**35**	**19.4%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	28,025	35	19.4%
Metropolitan Suburbs	61,210	0	0.0%
Town & Country/Exurbs	10,705	0	0.0%
Younger Singles & Couples	**106,035**	**140**	**77.8%**
Metropolitan Cities	10,290	30	16.7%
Small Cities/Satellite Cities	49,910	65	36.1%
Metropolitan Suburbs	43,495	45	25.0%
Town & Country/Exurbs	2,340	0	0.0%
Total:	**284,070**	**180**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Cobb County, Georgia

	Estimated Number	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**78,095**	**5**	**2.8%**
Metropolitan Cities			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Retirees	0	0	0.0%
Downtown Retirees	0	0	0.0%
Multi-Ethnic Seniors	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Cosmopolitan Elite	3,080	0	0.0%
Middle-Class Move-Downs	5,930	0	0.0%
Blue-Collar Retirees	6,325	0	0.0%
Hometown Retirees	3,085	0	0.0%
Second City Seniors	3,770	5	2.8%
Subtotal:	22,190	5	2.8%
Metropolitan Suburbs			
Old Money	8,710	0	0.0%
Suburban Establishment	7,660	0	0.0%
Affluent Empty Nesters	4,865	0	0.0%
Mainstream Retirees	8,400	0	0.0%
No-Nest Suburbanites	10,415	0	0.0%
Middle-American Retirees	3,310	0	0.0%
Suburban Retirees	5,410	0	0.0%
Suburban Seniors	2,040	0	0.0%
Subtotal:	50,810	0	0.0%
Town & Country/Exurbs			
Small-Town Establishment	655	0	0.0%
New Empty Nesters	400	0	0.0%
RV Retirees	675	0	0.0%
Blue-Collar Empty Nesters	250	0	0.0%
Exurban Suburbanites	1,145	0	0.0%
Heartland Empty Nesters	540	0	0.0%
Country Couples	0	0	0.0%
Small-Town Seniors	365	0	0.0%
Rural Singles	405	0	0.0%
Back Country Seniors	0	0	0.0%
Rural Seniors	140	0	0.0%
Struggling Retirees	520	0	0.0%
Subtotal:	5,095	0	0.0%

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Cobb County, Georgia

	Estimated Number	*Potential*	*Share of Potential*
Traditional & Non-Traditional Families	**99,940**	**35**	**19.4%**
Metropolitan Cities			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Unibox Transferees	8,170	5	2.8%
Multi-Ethnic Families	6,180	5	2.8%
In-Town Families	13,675	25	13.9%
Subtotal:	28,025	35	19.4%
Metropolitan Suburbs			
The Social Register	9,490	0	0.0%
Nouveau Money	9,940	0	0.0%
Late-Nest Suburbanites	9,440	0	0.0%
Full-Nest Suburbanites	14,995	0	0.0%
Blue-Collar Button-Downs	9,400	0	0.0%
Working-Class Families	7,945	0	0.0%
Subtotal:	61,210	0	0.0%
Town & Country/Exurbs			
Ex-Urban Elite	2,660	0	0.0%
Full-Nest Exurbanites	1,385	0	0.0%
New-Town Families	3,800	0	0.0%
Small-Town Families	0	0	0.0%
Kids 'r' Us	2,190	0	0.0%
Rustic Families	0	0	0.0%
Subsistence Families	670	0	0.0%
Subtotal:	10,705	0	0.0%

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Cobb County, Georgia

	Estimated Number	*Potential*	*Share of Potential*
Younger Singles & Couples	**106,035**	**140**	**77.8%**
Metropolitan Cities			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
Soul City Singles	10,290	30	16.7%
Subtotal:	10,290	30	16.7%
Small Cities/Satellite Cities			
The VIPs	13,530	10	5.6%
Twentysomethings	13,430	20	11.1%
Small-City Singles	15,205	25	13.9%
Blue-Collar Singles	7,745	10	5.6%
Subtotal:	49,910	65	36.1%
Metropolitan Suburbs			
The Entrepreneurs	11,280	5	2.8%
Fast-Track Professionals	8,095	5	2.8%
Upscale Suburban Couples	9,475	10	5.6%
Suburban Achievers	6,810	10	5.6%
Working-Class Singles	7,835	15	8.3%
Subtotal:	43,495	45	25.0%
Town & Country/Exurbs			
Ex-Urban Power Couples	820	0	0.0%
Cross-Training Couples	1,265	0	0.0%
Small-Town Singles	255	0	0.0%
Subtotal:	2,340	0	0.0%

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Clayton County, Georgia

Household Type/ Geographic Designation	*Estimated Number*	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**27,860**	**5**	**3.3%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	11,165	5	3.3%
Metropolitan Suburbs	13,325	0	0.0%
Town & Country/Exurbs	3,370	0	0.0%
Traditional & Non-Traditional Families	**42,410**	**55**	**36.7%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	17,215	55	36.7%
Metropolitan Suburbs	19,415	0	0.0%
Town & Country/Exurbs	5,780	0	0.0%
Younger Singles & Couples	**24,195**	**90**	**60.0%**
Metropolitan Cities	3,165	20	13.3%
Small Cities/Satellite Cities	7,970	25	16.7%
Metropolitan Suburbs	11,945	45	30.0%
Town & Country/Exurbs	1,115	0	0.0%
Total:	**94,465**	**150**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Clayton County, Georgia

	Estimated Number	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**27,860**	**5**	**3.3%**
Metropolitan Cities			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Retirees	0	0	0.0%
Downtown Retirees	0	0	0.0%
Multi-Ethnic Seniors	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Cosmopolitan Elite	85	0	0.0%
Middle-Class Move-Downs	1,785	0	0.0%
Blue-Collar Retirees	5,470	0	0.0%
Hometown Retirees	2,135	0	0.0%
Second City Seniors	1,690	5	3.3%
Subtotal:	11,165	5	3.3%
Metropolitan Suburbs			
Old Money	85	0	0.0%
Suburban Establishment	630	0	0.0%
Affluent Empty Nesters	300	0	0.0%
Mainstream Retirees	0	0	0.0%
No-Nest Suburbanites	4,070	0	0.0%
Middle-American Retirees	4,220	0	0.0%
Suburban Retirees	2,405	0	0.0%
Suburban Seniors	1,615	0	0.0%
Subtotal:	13,325	0	0.0%
Town & Country/Exurbs			
Small-Town Establishment	285	0	0.0%
New Empty Nesters	215	0	0.0%
RV Retirees	425	0	0.0%
Blue-Collar Empty Nesters	550	0	0.0%
Exurban Suburbanites	815	0	0.0%
Heartland Empty Nesters	340	0	0.0%
Country Couples	0	0	0.0%
Small-Town Seniors	135	0	0.0%
Rural Singles	245	0	0.0%
Back Country Seniors	0	0	0.0%
Rural Seniors	30	0	0.0%
Struggling Retirees	330	0	0.0%
Subtotal:	3,370	0	0.0%

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Clayton County, Georgia

	Estimated Number	*Potential*	*Share of Potential*
Traditional & Non-Traditional Families	**42,410**	**55**	**36.7%**
Metropolitan Cities			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Unibox Transferees	450	0	0.0%
Multi-Ethnic Families	4,560	10	6.7%
In-Town Families	12,205	45	30.0%
Subtotal:	17,215	55	36.7%
Metropolitan Suburbs			
The Social Register	55	0	0.0%
Nouveau Money	75	0	0.0%
Late-Nest Suburbanites	1,440	0	0.0%
Full-Nest Suburbanites	2,895	0	0.0%
Blue-Collar Button-Downs	10,360	0	0.0%
Working-Class Families	4,590	0	0.0%
Subtotal:	19,415	0	0.0%
Town & Country/Exurbs			
Ex-Urban Elite	330	0	0.0%
Full-Nest Exurbanites	285	0	0.0%
New-Town Families	2,560	0	0.0%
Small-Town Families	0	0	0.0%
Kids 'r' Us	2,080	0	0.0%
Rustic Families	0	0	0.0%
Subsistence Families	525	0	0.0%
Subtotal:	5,780	0	0.0%

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Clayton County, Georgia

	Estimated Number	*Potential*	*Share of Potential*
Younger Singles & Couples	**24,195**	**90**	**60.0%**
Metropolitan Cities			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
Soul City Singles	3,165	20	13.3%
Subtotal:	3,165	20	13.3%
Small Cities/Satellite Cities			
The VIPs	290	0	0.0%
Twentysomethings	1,630	5	3.3%
Small-City Singles	2,930	10	6.7%
Blue-Collar Singles	3,120	10	6.7%
Subtotal:	7,970	25	16.7%
Metropolitan Suburbs			
The Entrepreneurs	50	0	0.0%
Fast-Track Professionals	0	0	0.0%
Upscale Suburban Couples	1,490	5	3.3%
Suburban Achievers	3,215	10	6.7%
Working-Class Singles	7,190	30	20.0%
Subtotal:	11,945	45	30.0%
Town & Country/Exurbs			
Ex-Urban Power Couples	195	0	0.0%
Cross-Training Couples	785	0	0.0%
Small-Town Singles	135	0	0.0%
Subtotal:	1,115	0	0.0%

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Gwinnett County, Georgia

Household Type / Geographic Designation	*Estimated Number*	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**64,950**	**0**	**0.0%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	11,045	0	0.0%
Metropolitan Suburbs	47,175	0	0.0%
Town & Country/Exurbs	6,730	0	0.0%
Traditional & Non-Traditional Families	**160,420**	**35**	**28.0%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	34,215	35	28.0%
Metropolitan Suburbs	105,430	0	0.0%
Town & Country/Exurbs	20,775	0	0.0%
Younger Singles & Couples	**72,945**	**90**	**72.0%**
Metropolitan Cities	4,630	10	8.0%
Small Cities/Satellite Cities	16,225	20	16.0%
Metropolitan Suburbs	47,760	60	48.0%
Town & Country/Exurbs	4,330	0	0.0%
Total:	**298,315**	**125**	**100.0%**

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Gwinnett County, Georgia

	Estimated Number	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**64,950**	**0**	**0.0%**
Metropolitan Cities			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Retirees	0	0	0.0%
Downtown Retirees	0	0	0.0%
Multi-Ethnic Seniors	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Cosmopolitan Elite	910	0	0.0%
Middle-Class Move-Downs	3,720	0	0.0%
Blue-Collar Retirees	4,120	0	0.0%
Hometown Retirees	760	0	0.0%
Second City Seniors	1,535	0	0.0%
Subtotal:	11,045	0	0.0%
Metropolitan Suburbs			
Old Money	3,695	0	0.0%
Suburban Establishment	6,290	0	0.0%
Affluent Empty Nesters	3,650	0	0.0%
Mainstream Retirees	8,510	0	0.0%
No-Nest Suburbanites	15,670	0	0.0%
Middle-American Retirees	4,090	0	0.0%
Suburban Retirees	2,830	0	0.0%
Suburban Seniors	2,440	0	0.0%
Subtotal:	47,175	0	0.0%
Town & Country/Exurbs			
Small-Town Establishment	625	0	0.0%
New Empty Nesters	660	0	0.0%
RV Retirees	590	0	0.0%
Blue-Collar Empty Nesters	465	0	0.0%
Exurban Suburbanites	1,540	0	0.0%
Heartland Empty Nesters	755	0	0.0%
Country Couples	0	0	0.0%
Small-Town Seniors	545	0	0.0%
Rural Singles	565	0	0.0%
Back Country Seniors	0	0	0.0%
Rural Seniors	280	0	0.0%
Struggling Retirees	705	0	0.0%
Subtotal:	6,730	0	0.0%

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Gwinnett County, Georgia

	Estimated Number	*Potential*	*Share of Potential*
Traditional & Non-Traditional Families	**160,420**	**35**	**28.0%**
Metropolitan Cities			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Unibox Transferees	5,060	0	0.0%
Multi-Ethnic Families	10,745	10	8.0%
In-Town Families	18,410	25	20.0%
Subtotal:	34,215	35	28.0%
Metropolitan Suburbs			
The Social Register	10,170	0	0.0%
Nouveau Money	12,465	0	0.0%
Late-Nest Suburbanites	16,100	0	0.0%
Full-Nest Suburbanites	31,560	0	0.0%
Blue-Collar Button-Downs	26,275	0	0.0%
Working-Class Families	8,860	0	0.0%
Subtotal:	105,430	0	0.0%
Town & Country/Exurbs			
Ex-Urban Elite	4,285	0	0.0%
Full-Nest Exurbanites	2,100	0	0.0%
New-Town Families	9,715	0	0.0%
Small-Town Families	0	0	0.0%
Kids 'r' Us	4,010	0	0.0%
Rustic Families	0	0	0.0%
Subsistence Families	665	0	0.0%
Subtotal:	20,775	0	0.0%

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Annual Average Number Of Households With The Potential To Move To The Westside Study Area* Each Year Over The Next Five Years

Gwinnett County, Georgia

	Estimated Number	*Potential*	*Share of Potential*
Younger Singles & Couples	**72,945**	**90**	**72.0%**
Metropolitan Cities			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
Soul City Singles	4,630	10	8.0%
Subtotal:	4,630	10	8.0%
Small Cities/Satellite Cities			
The VIPs	2,160	0	0.0%
Twentysomethings	3,995	5	4.0%
Small-City Singles	6,765	10	8.0%
Blue-Collar Singles	3,305	5	4.0%
Subtotal:	16,225	20	16.0%
Metropolitan Suburbs			
The Entrepreneurs	5,855	5	4.0%
Fast-Track Professionals	5,155	5	4.0%
Upscale Suburban Couples	14,460	10	8.0%
Suburban Achievers	8,060	15	12.0%
Working-Class Singles	14,230	25	20.0%
Subtotal:	47,760	60	48.0%
Town & Country/Exurbs			
Ex-Urban Power Couples	995	0	0.0%
Cross-Training Couples	2,585	0	0.0%
Small-Town Singles	750	0	0.0%
Subtotal:	4,330	0	0.0%

*Includes census tracts 23 through 26, 35 through 39, 43, and 118.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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Research & Strategic Analysis

ASSUMPTIONS AND LIMITATIONS—

Every effort has been made to insure the accuracy of the data contained within this analysis. Demographic and economic estimates and projections have been obtained from government agencies at the national, state, and county levels. Market information has been obtained from sources presumed to be reliable, including developers, owners, and/or sales agents. However, this information cannot be warranted by Zimmerman/Volk Associates, Inc. While the proprietary residential target market methodology employed in this analysis allows for a margin of error in base data, it is assumed that the market data and government estimates and projections are substantially accurate.

Absorption scenarios are based upon the assumption that a normal economic environment will prevail in a relatively steady state during development of the subject property. Absorption paces are likely to be slower during recessionary periods and faster during periods of recovery and high growth. Absorption scenarios are also predicated on the assumption that the product recommendations will be implemented generally as outlined in this report and that the developer will apply high-caliber design, construction, marketing, and management techniques to the development of the property.

Recommendations are subject to compliance with all applicable regulations. Relevant accounting, tax, and legal matters should be substantiated by appropriate counsel.

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Research & Strategic Analysis

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Zimmerman/Volk Associates, Inc. retains all rights, title and interest in the ZVA residential target market methodology and target market descriptions contained within this study. The specific findings of the analysis are the property of the client and can be distributed at the client's discretion.

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BleaklyAdvisoryGroup

September 2016

Westside Future Fund Land-Use Action Plan
Retail Market Analysis and Recommendations

Introduction

The Westside Future Fund and Thadani Architects + Urbanists engaged Bleakly Advisory Group (BAG) to prepare a retail market analysis for the westside neighborhoods of the city of Atlanta to determine the range of retail that is needed in the area and to make recommendations for locations and potential retail mix in the key subareas while recognizing the existing retail inventory. The key subareas are defined as the following westside neighborhoods:

- English Avenue
- Vine City
- Ashview Heights
- Atlanta University Center (AUC) area

BAG undertook this analysis as part of the Westside Future Fund Land-Use Action Plan creation, which was led by Thadani Architects + Urbanists. The overall plan included a residential market analysis for the area, conducted by Zimmerman+Volk, that informs the work outlined here. This analysis determined future retail demand in the study area that can be supported by current households and the projected residential growth, which is detailed in the residential market analysis that can be found under separate cover.

Conclusions

While the retail real estate market indicators, such as lease and occupancy rates, lag those of the city overall, the retail trade area (shown on the map below) currently supports over 800,000 SF of occupied space. Nevertheless, two-thirds of spending by trade area households occurs outside of the trade area. Capturing a portion of this spending leakage back into the trade area with enhanced retail offerings provides the best opportunity for commercial development in the area neighborhoods. Additionally, spending from future new area households will provide support for new retail options.

The trade area's current demographic profile, which includes metrics such as population density and household incomes, likely diminishes the potential attraction of many national retailers in the short-term in most westside neighborhoods. This fact provides an opportunity for local entrepreneurs and initiatives to meet future retail demand. However, opportunities are present to include national retailers in some areas, particularly along Northside Drive and Martin Luther King, Jr. Drive.

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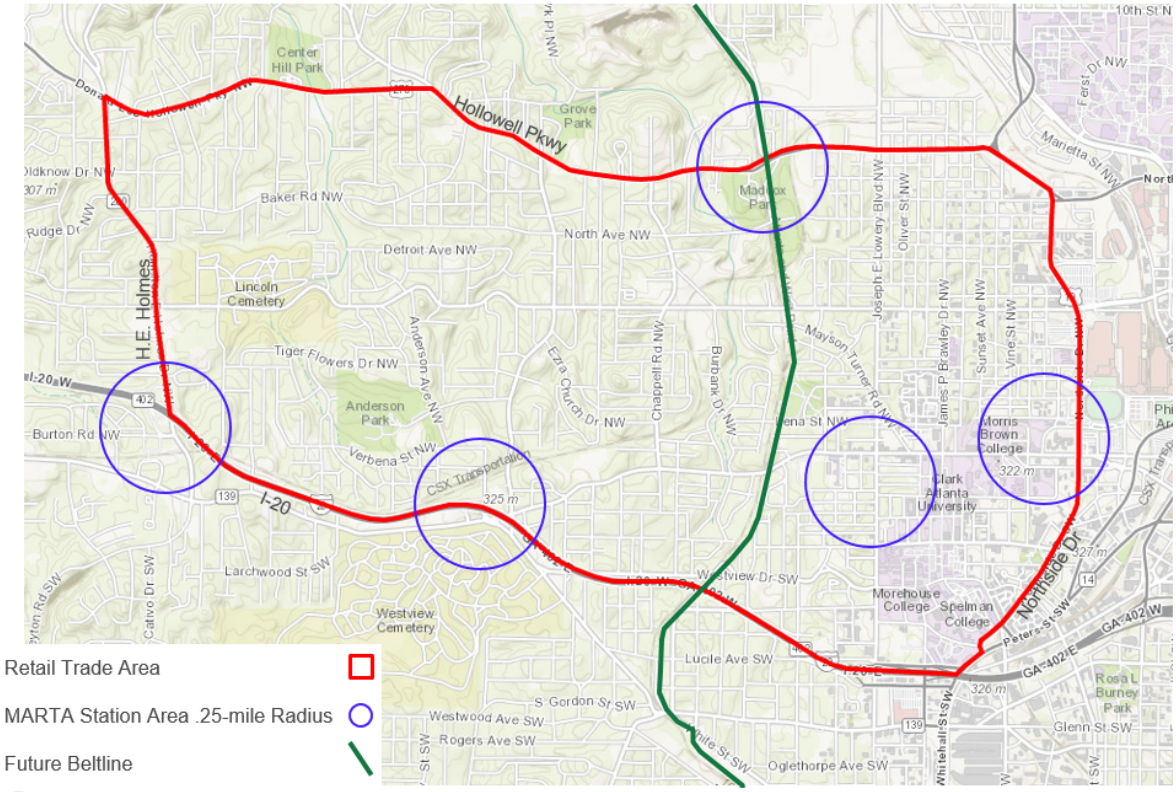
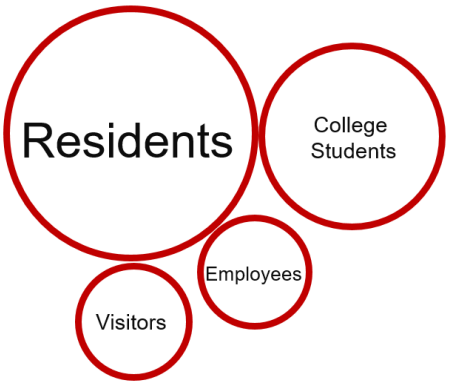


Capturing a portion of the spending leakage, as well as garnering support from new households moving into the area, and support from local college students and attendees to nearby attractions, provides the potential for up to approximately 129,500 SF of additional retail opportunity. This potential exists at strategic locations within each trade area neighborhood, as described below.

Retail Demand Drivers

Retail demand in the trade area currently comes from four main groups, driven largely by residents, as well as college students from the AUC. Local employees and visitors make up the remaining demand segments.



The impact of these groups could shift over time with the new Mercedes Benz Stadium, Congress Center initiatives, additional employment opportunities and continuing Beltline development.

Residents

The population in the trade area decreased dramatically from 2000 to 2010, but is currently trending slightly upwards. Whereas in 2000, 38,203 residents lived in the trade area (9.1% of the city's population), 29,494 residents lived in the area in 2010. Nielsen, a national demographic data provider, estimates that the area grew by almost 500 residents between 2010 and 2016 to 29,964. The area now accounts for 6.6% of Atlanta residents.

Median household income in the trade area ($24,047) is half that of the city of Atlanta overall. This is an important metric as retailers often look very closely at median household income in deciding where to locate. Trade area household incomes are, on average, below most typical income thresholds targeted by a large number of national retail chains. That said, trade area households spend an estimated $373 million annually on retail goods. Of that spending, we estimate that two-thirds takes place outside of the trade area, which points to the opportunity to capture that retail spending leakage back into the trade area with additional retail options. However, because many national retailers may ignore the area due to low levels of population growth and incomes, the opportunity exists for local entrepreneurs and initiatives to meet this future retail demand.

College Students and Other Demand Drivers

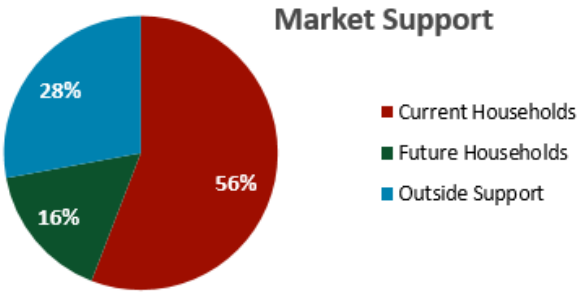
Capturing additional spending by AUC faculty, staff, and students offers the potential for additional retail support in the AUC area, as well as the surrounding neighborhoods. Discretionary spending from AUC students on items including food, entertainment, electronics, apparel, and personal care items support up to 32,000 SF of off-campus retail space, although much of that spending currently occurs outside of the trade area. As new spending patterns are established, the potential exists to grow support for retail from this group by increasing the capture of discretionary spending with the trade area.

Support from attendees to nearby Mercedes-Benz Stadium and the Georgia World Congress Center provide potential to support and enhance trade area opportunities along and near Northside Drive. Assuming $100/day of retail and restaurant expenditures by out-of-state visitors, these attendees represent and additional potential market of $221 million annually that is currently not captured in the trade area.

Future Retail Potential

Overall, our analysis reveals that the trade area has the potential to add 112,500 – 129,500 SF of new retail offerings over the next five years. To actualize this potential these new offerings will need to attract additional spending capture from current and new residents and local college students and spending from outside consumers to events at GWCC and Mercedes-Benz Stadium.

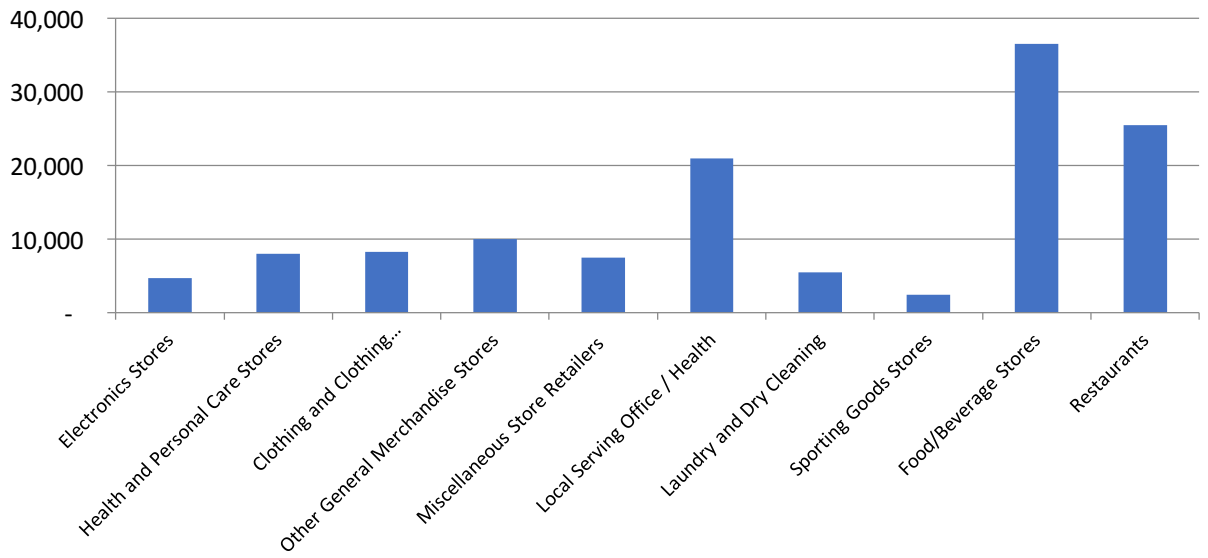
We estimate that current households in the trade area represent over half of the potential market audience for future retail in the area. Additionally, based on the residential market analysis referenced above, 2,000 future new households have the potential to move to the trade area in the next five years; these households could support 15%-20% of the potential new retail in the area. Approximately one-quarter of the potential new retail would be supported by demand by non-residents/visitors.



As shown below, approximately half of the future retail demand is for food. Up to 36,000 SF of potential new retail in the area is for food/beverage stores. This points to a potential opportunity for a new smaller

footrprint grocery store to serve the area. The key to attract this type of store will be to identify a desireable site for a national grocer on a thoroughfare with high traffic counts. Alternatively, an opportunity may exist to develop a strategy in which this demand is met through smaller neighborhood grocery stores. Models for stores of this type exist in Atlanta and are often driven by non-profit organizations seeking to reinforce neighborhoods with mission-driven community centers. One example is Carver Neighboorhood Market in South Atlanta. Additional spending demand for food exists for up to 25,000 SF of new restuarants.

New Retail Potential by Store Type



Demand by Neighborhood

Because each westside neighborhood is unique with varying population, infrastructure, and building environments, the potential future retail opportunities also vary. Estimated future square foot potential with each neighborhood is shown at right. Over half of the retail demand is allocated to the Vine City area. This demand is likely to be met along the Martin Luther King Jr. Boulevard and Northside Drive corridors, particularly near the Vine City and Ashby MARTA stations.

New Retail Potential by Neighborhood

	Sq. Foot Range		
English Ave.	13,000	-	16,500
Vine City	68,000	-	77,000
Ashview Heights	10,000	-	12,000
AUC Neighborhood	21,000	-	24,000
TOTAL	**112,000**	**-**	**129,500**

These future estimates for each neighborhood are subject to change due to the dynamic nature of the local market area. Changing development scenarios within a particular neighborhood could cause the potential space allocations to shift from one location to another.

Additional details regarding each neighborhood's potential can be found in the accompanying powerpoint document.

Additional Retail Strategy Recommendations

Attract more retail shoppers in the area through continued growth in "rooftops"

- "Retail Follows Rooftops"
    - Long-range objective: Double the number of households to increase, not only the viability of the area, but also generate more self-sustaining retail demand.
    - Seek out new neighbors and embrace them by promoting new housing in various formats—Westside neighborhoods have the potential to become a laboratory for new housing activity.

Grow the retail sector by retaining more of the current expenditure "leakage"

- Focus on food, services and neighborhood needs.
- Capture more student and faculty spending.

Leverage the considerable support structure

- Government entities, such as Invest Atlanta, and private organizations, such as the Westside Future Fund, are prepared to provide assistance in local redevelopment initiatives. In order to actualize the potential detailed in this report, local residents and entrepreneurs must work with these groups to initiate the retail growth. Monetary and social enterprise incentives will often be necessary to attract attention for market opportunities.

Create clusters of retail that serve community needs and leverage current infrastructure and investments

- Attract a "critical mass" of small-scale retail at key transportation intersections, particularly near transit stations.
- Retail offerings could be supplemented by small community medical-related facilities that will drive daily demand to the area. Explore partnerships with local medical schools.
- Retail nodes along Northside Drive can provide larger retail concentration due to potential to attract outside consumers. Local residents will benefit with the expanded opportunities.

About Bleakly Advisory Group

Since our founding in 2001, Bleakly Advisory Group has focused on helping clients understand how market and economic forces impact their real estate development vision. Our advice is grounded in experience in both consulting and implementation for hundreds of satisfied clients.

We understand what it takes to make a development project a reality. Our clients include developers, land owners, investors, corporations, institutions, public authorities, and governments. We focus on the ideas that fall within the overlap of the three drivers that shape our world: land & buildings, public policy, and money & finance.

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Governing Law: The agreement shall be governed by the laws of the State of Georgia.

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