



shaping **the future**

Livable Centers Initiative Plan

Update 2019



Department of
CITY PLANNING

ARC Atlanta Regional Commission



Acknowledgements

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RDA to Cascade, LLC.
Shiloh Missionary Baptist Church
Shrine of the Black Madonna
Soccer in the Streets
The Mall West End
The Met
The Movement Lab
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West End Community Improvement District (CID)
West End Family Life & Community Center
West End Fresh Market
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Forward

Forward

Rings of Relationships

Rings of relationships shape communities. Person to person. Person to place. Neighbor to neighbor. Resident to store owner.

Over time relationships intersect, overlap, and join together and grow upward and outward like a tree's trunk and limbs. Most rings grow organically from day-to-day shared moments—greetings on sidewalks, conversations after church or waiting in line at the store or before a local event.

Some rings grow by stepping back to consider what makes a place a community, and then agreeing on ways to keep those things that add to the quality of life while changing what needs to be made better.

The chance to pause and reflect is one of the major benefits of the Livable Centers Initiative. Another is the opportunity to create a plan with and for West End residents, business owners, community leaders, and government officials that helps guide future decisions and actions. This is a plan for conserving healthy parts of the West End and for promoting growth that adds to the community's vital rings of relationships.



Special Community

Ask most anyone from the West End and they'll tell you it's a special community.

The reasons are not ones you can readily touch or point to, but tend to be more invisible. For example, memories waking up in a home where your family has lived for a long time, next to families who have lived there as long or longer.

It's about entering a room and recalling your grown daughters or sons playing on the floor and remembering the times you played there, too. It's smelling food made the way it's been made far back in time stirred by wooden spoons moving around the edges of pots while parents, cousins, grandparents, and aunts and uncles circle the floor waiting to hear, "It's ready!"

Then there's outside. Even when no one is around it's remembering times you rested on the porch next to members of your family who sat taking a break from the sun, or attended a lively neighborhood porch party in that very same spot.

A child walks by on his or her way to a nearby school—such as Brown Middle School, home of the Bulldogs, and one of the first to graduate a class of Black and White students back in the early 1960s when it was a high school.

Like giant magnets, more than a dozen houses of worship attract families and neighbors throughout the week for worship, classes and events—such as West Hunter Street Baptist Church, where civil rights leader Ralph David Abernathy served as pastor for twenty-nine years.

Of the different places to eat, there are long-time restaurants and cafés such as the Soul Vegetarian Restaurant, Yasin's Homestyle Seafood, Tassili's Raw Reality Café, Caribbean Delights, Healthy Essence Caribbean Vegan and 640 West Community Café. And these are joined by newcomers Lean Drafthouse, Boxcar, and Fina.

Well-groomed parks are popular places to play, gather, and relax, including the West End Park, Howell Park, Rose Circle Park, the BeltLine, the Outdoor Activity Center off Richland Road, and the new West Side Trail that connects to other neighborhoods.

Yearly events like the Malcolm X Festival, Music in the Park, and the Jazz Matters concert series bring live music and dance to the West End, just as young people and families go to the West End Performing Arts Center to take classes and perform. The Wren's Nest, a cultural center that celebrates the tales of Brer Rabbit and promotes storytelling, has been a house museum since 1913.

A hub for showcasing artists of African descent, the Hammonds House Museum includes a collection of 350 works of art and organizes exhibitions throughout the year. Located on RDA Boulevard, the 992 Gallery is a popular multipurpose art gallery and performing arts space. More art and cultural activities can be found a short walk away at three of the country's most prominent historically Black colleges.

The Ray Charles Performing Arts Center at Morehouse College is a year-round home to concerts and events. The Spelman

College Museum of Fine Art serves as home to works of art by African women. The Clark Atlanta University Art Museum produces outstanding exhibits of African American artists.

These and other reasons are why residents will tell you the West End is a special community. Among the challenges facing the West End today, such as improving mobility and promoting economic development, the major challenge for the West End is its very desirability. Increasing numbers of people want to move to the community. This growing interest translates into rising home values and tax bills, making it more difficult for those residents who have lived in the community for generations to remain.

The Livable Centers Initiative planning process presents an opportunity to examine this, while improving the area's transportation system, and other challenges facing the West End. While the Plan covers a range of topics, a key emphasis focuses on finding ways for West End residents wishing to continue living in their special community to do so for generations to come.



Executive Summary

Executive Summary

West End Livable Centers Initiative

The 2019 West End Livable Centers Initiative (LCI) Plan Update is a study led by Atlanta City Council members Clea Winslow and Joyce Sheperd in cooperation with the City of Atlanta Department of City Planning and with funding from the Atlanta Regional Commission (ARC). The purpose is to update the 2001 West End LCI Plan and build on its vision, goals, and accomplishments. The Livable Centers Initiative encourages local jurisdictions to re-envision their communities as vibrant, walkable places that increase mobility options, encourage healthy lifestyles, and provide easy access to jobs and services.

LCI Program Goals:

- Provide access to a variety of travel modes including transit, roadways, walking and biking
- Encourage mixed-income residential neighborhoods, employment, shopping and recreation options
- Develop an outreach process that promotes involvement of all stakeholders.

Study Area

The West End LCI study area is located in Southwest Atlanta and lies in City Council Districts 4 and 12, in Neighborhood Planning Units T and V and in the West End and Adair Park neighborhoods with a small portion in the Westview neighborhood. The current West End LCI study area is bordered to the north by I-20, the Pittsburgh neighborhood to the east, Oakland City and Bush Mountain neighborhoods to the south, and Westview neighborhood to the west. Compared to the 2001 LCI Plan, the current study area extends farther west to include West End residential areas, does not extend north of I-20, and covers a smaller portion of the Adair Park neighborhood.

The most common land use is residential and can largely be found along tree-lined streets visible in the aerial photograph of the study area to the right. Non-residential commercial development largely occurs along major transportation corridors, including the north-south Lee Street, Murphy Avenue and Metropolitan Parkway, east-west Ralph David Abernathy Boulevard, and Atlanta BeltLine. These corridors primarily include a mix of retail, office, light industrial, housing, and open space.



- 2001 West End LCI Boundary
- Atlanta Beltline
- MARTA Rail Line
- MARTA Station



-  Major Thoroughfare
-  Atlanta Beltline
-  MARTA Rail Line
-  MARTA Station

The Process

In support of the 2019 West End LCI Plan, an energetic public engagement process was launched in May 2019 in conjunction with a parallel Atlanta Beltline SubArea 1 Master Plan Update process and continued through October. During this time, a range of activities took place to solicit community interests, concerns, and ideas. Based on this process and a corresponding analysis of real estate market trends and other technical information, five areas of focus were identified. The range of community aspirations were organized into focus areas that incorporate related goals and objectives. The five areas of focus are:

1. Conservation, Growth, and Equity
2. Preserving Residential Areas and Affordable Housing
3. Community-Beneficial Economic Development
4. Improving Mobility
5. Celebrating Community and Culture

As there is rarely a “silver bullet” in urban planning for turning goals into reality, for each focus area, the plan presents a set of recommended actions for achieving the goals. Each focus area includes land use and zoning policies, recommended infrastructure and capital facility investments, incentives for encouraging community beneficial private sector investment, and other measures. The intent of the joint planning process is to have consistent recommendations and implementation of the West End LCI and the Subarea 1 Master Plan.

Following a presentation of the five focus areas, the plan presents implementation steps for turning the recommendations into action.



Five Focus Areas and Major Recommendations

1. Conservation, Growth, and Equity

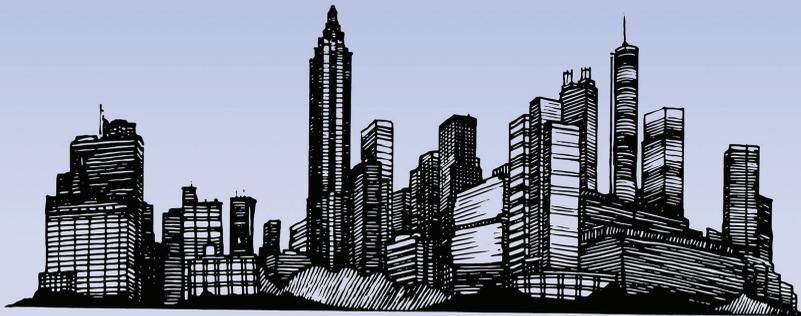
- Undertake Integrated three-part LCI strategy, including: preserving existing and historic neighborhoods, as well as conserving affordable housing and open space; promoting growth in already-developed areas; and working to ensure benefits of growth accrue fairly to everyone.

LCI Plan Aligns with Atlanta City Design

Protect Conservation Areas—historic and existing neighborhoods and natural areas.

Promote Growth Areas in suitable locations.

Seek Equity by working for progress to accrue fairly to everyone by preserving and generating affordable housing, supporting local businesses and creating jobs.



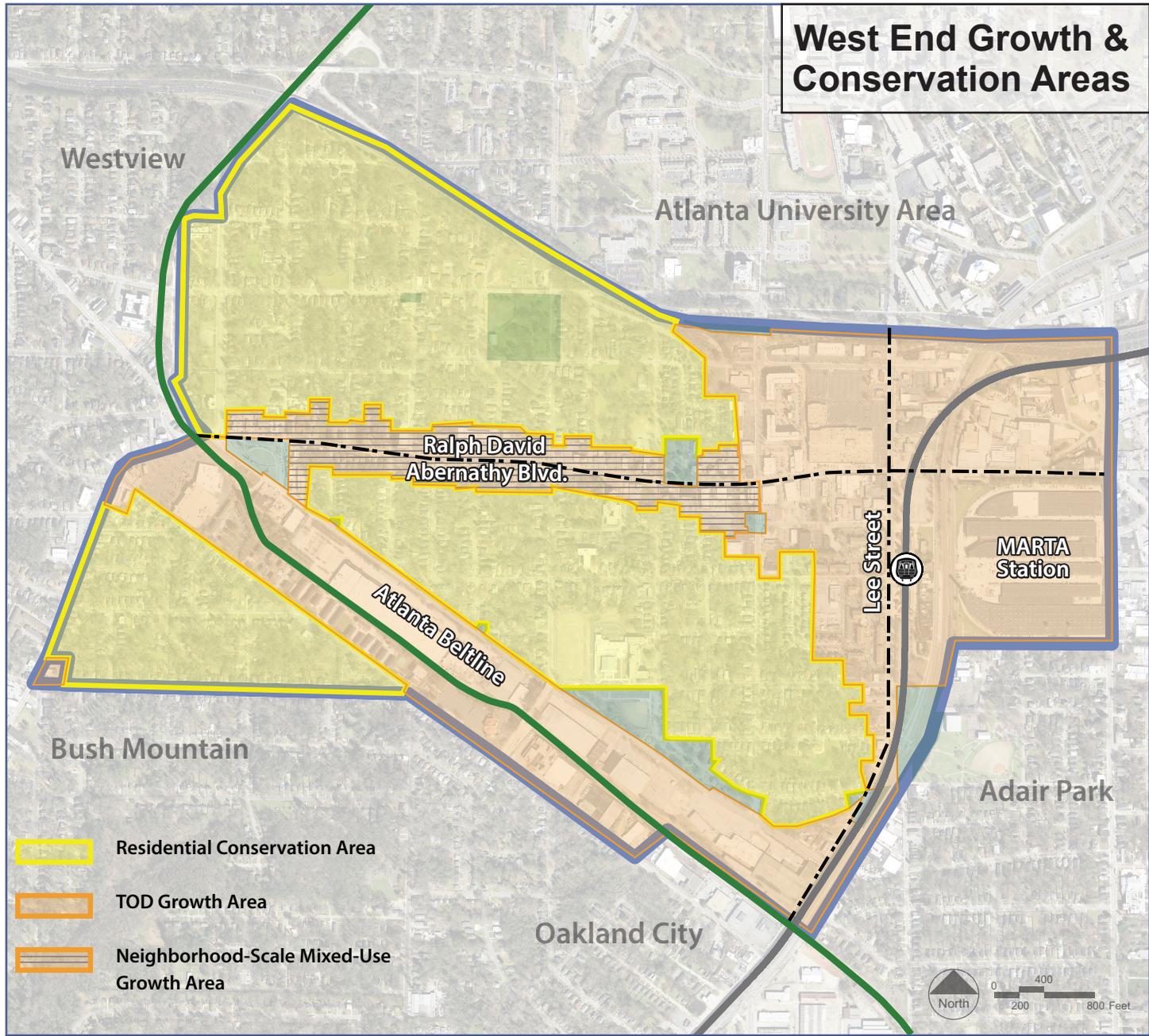
2. Preserving Residential Areas and Affordable Housing

Preserve Character of Residential Areas

- Retain low-density character of residential areas.
- Strengthen Atlanta's oldest local historic district north and south of Ralph David Abernathy Boulevard.
- Reduce building heights near residential areas and along key streets.
- Retain certain mixed-use land use classifications along Lee and White Streets and at historic commercial areas.
- Amend land use amendments to preserve residential areas, rezone parcels with residential uses to a residential zoning district, and promote a compatible urban form by rezoning from traditional zoning districts to SPI-21.
- Preserve and enhance neighborhood sidewalks and roadways to promote walkability.



Traditional West End Bungalow-style homes along Beecher Street.



-  West End LCI Boundary
-  MARTA Rail Line
-  Atlanta Beltline
-  Major Thoroughfare
-  Open Space
-  MARTA Station

-  Residential Conservation Area
-  TOD Growth Area
-  Neighborhood-Scale Mixed-Use Growth Area

Preserve Affordable Housing

- Use “ONE Atlanta” Affordability Action Plan to guide decisions for preserving affordable West End housing.
- Apply a comprehensive affordable housing approach that both preserves existing affordable housing and supports new housing that is compatible with existing character of the area to enable long-standing residents to find quality, affordable housing in the community in the future. The plan breaks the comprehensive approach into 3 areas: Land Use and Zoning, Funding for Affordable Housing, and Education Awareness.

Land Use and Zoning to Support Affordable Housing

- Update R-4A zoning to allow 2- and 3-family houses to remain multifamily following renovation work.
- Explore promoting more “Missing Middle” housing.
- For SPI-21 subareas 2 and 9, consider applying Fairfax County, VA model of granting developers greater height bonuses if they increase affordable housing set aside levels from 10% to 25% of units for renters at the 60% AMI level, and from 15% to 30% for renters who can afford 80% AMI.
- In addition to granting height bonuses for projects that include affordable housing, seek financial incentives from public and nonprofit partners.
- Explore with cooperation of Fulton County a “First Right of Refusal” tool used by Montgomery County, MD, that places a deed restriction on existing multifamily properties to give the County the right-of-first-refusal option to buy the property and potentially sell to an affordable housing organization such as a land trust.



Helping residents continue living in West End is a community priority

Funding for Affordable Housing

- Continue to increase funding for affordable housing by exploring initiatives such as instituting a linkage development fee similar to programs in Boston, Denver, and other cities, that assess a per-square foot fee on new commercial development and use the proceeds for affordable housing. Other possible new sources include real estate transfer taxes, recording fees, permit fees, developing a scattered site bond finance program, interest on government accounts, and lodgers’ taxes on hotel and short-term rental stays.

- Consider implementing Housing Demolition Tax similar to Cook County, IL, program that raises funds for affordable housing by charging a \$3-\$5 per square foot fee for any housing units demolished in the county.
- Explore pilot “Housing Community Improvement District” to create a special taxing district to enable the West End community to self-tax to raise funds to support low-income residents seeking to remain in the community or use to create new affordable housing in the West End.
- Support increased role of non-profit affordable housing partners such as Habitat for Humanity and the Atlanta Land Trust.
- Explore innovative affordable housing measures such as ones identified in this plan, as well as others that include potential regional approaches and as of yet uncharted public-private-foundation initiatives.

Affordable Housing Education and Awareness

- Examine creating “Community Preservation Office,” a storefront “one stop shopping” center to provide West End residents information about affordable housing programs and to provide residents with guidance about workforce training, jobs, and available social services to help residents obtain and retain higher paying jobs.
- Continue collaboration by residents, community organizations, business leaders, and elected officials that is critical to the implementation of ONE Atlanta Affordable Housing Plan.
- Consider organizing annual “West End Affordable Housing Summit” to inform community about steps underway to address the affordable housing challenge and to discuss what more could be done.

3. Community-Beneficial Economic Development

- Apply “community-beneficial” economic development approach by promoting “equitable” growth that creates maximum benefits for both the developers and the community.
- Further encourage “Transit-Oriented Development” (TOD) near MARTA and along the BeltLine to include a mix of residential, commercial, open space, and other types of development within walking distance of the West End MARTA station and future BeltLine transit line.
- Focus redevelopment within five priority MARTA Station redevelopment areas including areas identified as MARTA Center, Mall West End, MET, Murphy and Tift, and York Avenue.
- Link five areas into integrated “West End District” by applying pedestrian-oriented urban design principles.
- Promote desirable development by strategically implementing zoning incentives, financial incentives, and public capital improvement projects, e.g., construction of outdoor plazas, pocket parks, and streetscape improvements that complement future development and benefit the community.
- Capitalize on MARTA’s West End location at the heart of the West End District and MARTA’s ownership of key parcels of land adjacent to the West End Station. This presents opportunities for promoting future development that fulfills a number of West End community objectives.

West End MARTA Station Major Redevelopment Concepts



Mall West End

pg. 115



Murphy and Tift

pg. 121



York Avenue

pg. 119



MET

pg. 117



MARTA Center

pg. 111

- Encourage MARTA Center redevelopment through several actions, including revising the current West End SPI-21 SA 2 district zoning to allow building heights to increase from a maximum of 72' today to 140' or 12 stories along with an increase in the Floor Area Ratio (FAR).
- Encourage MARTA to undertake further station area investments to increase the value of MARTA-owned adjoining parcels, e.g., by constructing structure parking to serve future transit riders and tenants of future MARTA Center development.
- Encourage MARTA to incorporate day care, elder care, and a "Train-to-Train" Center into West End Station Redevelopment.
- Extend the future multiuse trail between MARTA's West End and Lakewood-Fort McPherson stations north to link with the Atlanta University Center.
- Support mixed-use development at the Mall West End and surrounding parcels.
- Encourage further MET live-work space development including studios, artisan manufacturing, office, retail, housing, event space, and open space.
- Improve connectivity between MET and West End MARTA Station including streetscape improvements, zero lot line retail development along RDA Boulevard, and murals to the freight train bridge over RDA Boulevard.
- Study feasibility of future pedestrian tunnel or bridge, or connection between the MET, Adair Park neighborhood, and MARTA Center.
- Support "Neighborhood Center" development along York Avenue, including supporting retail rear-store entrances and infill development, redesigning York Avenue to make a complete street with parking on both sides of street, and creating a small public plaza and stage between York Avenue and RDA Boulevard to host community gatherings and events.
- Promote "Murphy and Tift" redevelopment by increasing subarea FAR and granting height increases up to 225' for mixed-use developments that align with LCI Plan's affordable housing goals and that preserve or reflect character of area buildings constructed prior to 1946.
- Improve connectivity with Murphy and Tift area, including creating a complete-street along Murphy Street to RDA Boulevard.
- Apply recommendations of BeltLine Subarea 1 Plan Update to guide development along BeltLine Corridor within West End neighborhood.
- Establish an in-neighborhood Community Preservation Office that creates a physical location for local businesses to access financial, marketing, workforce training, and general business assistance information, and for local residents seeking guidance related to housing programs, social services, job training, and skills development.
- Develop a West End-specific Opportunity Fund

committed to supporting developments across the entire West End neighborhood.

- Reconfigure SPI and I-Mix zoning to require a minimum replacement of employment-generating building square footage demolished in new redevelopment plans.
- Consider granting density bonuses, fee waivers, and expedited review processes for developments that commit employment-generating space to locally owned businesses.
- Weigh granting density bonuses and other incentives for redevelopment projects that preserve either the facades or the full building of architecturally significant buildings.
- Continue to support the redevelopment of the BeltLine corridor, particularly the introduction of multi-family residential uses and nonresidential uses

that provide jobs for area residents.

- Capitalize on the area's recent identity as an "Original Food and Beverage District" promoting complementary uses.
- Promote the redevelopment of the Kroger Citi Center Area by making Zoning changes that provide for increased density while requiring that transitions to the surrounding residential area be maintained.
- Advance trail and bicycle improvements that improve access to the area from the surrounding residential neighborhoods.
- Advance improvements of the Ralph David Abernathy/ Cascade Avenue/Langhorn Street/White Street intersection.



BeltLine Redevelopment Area

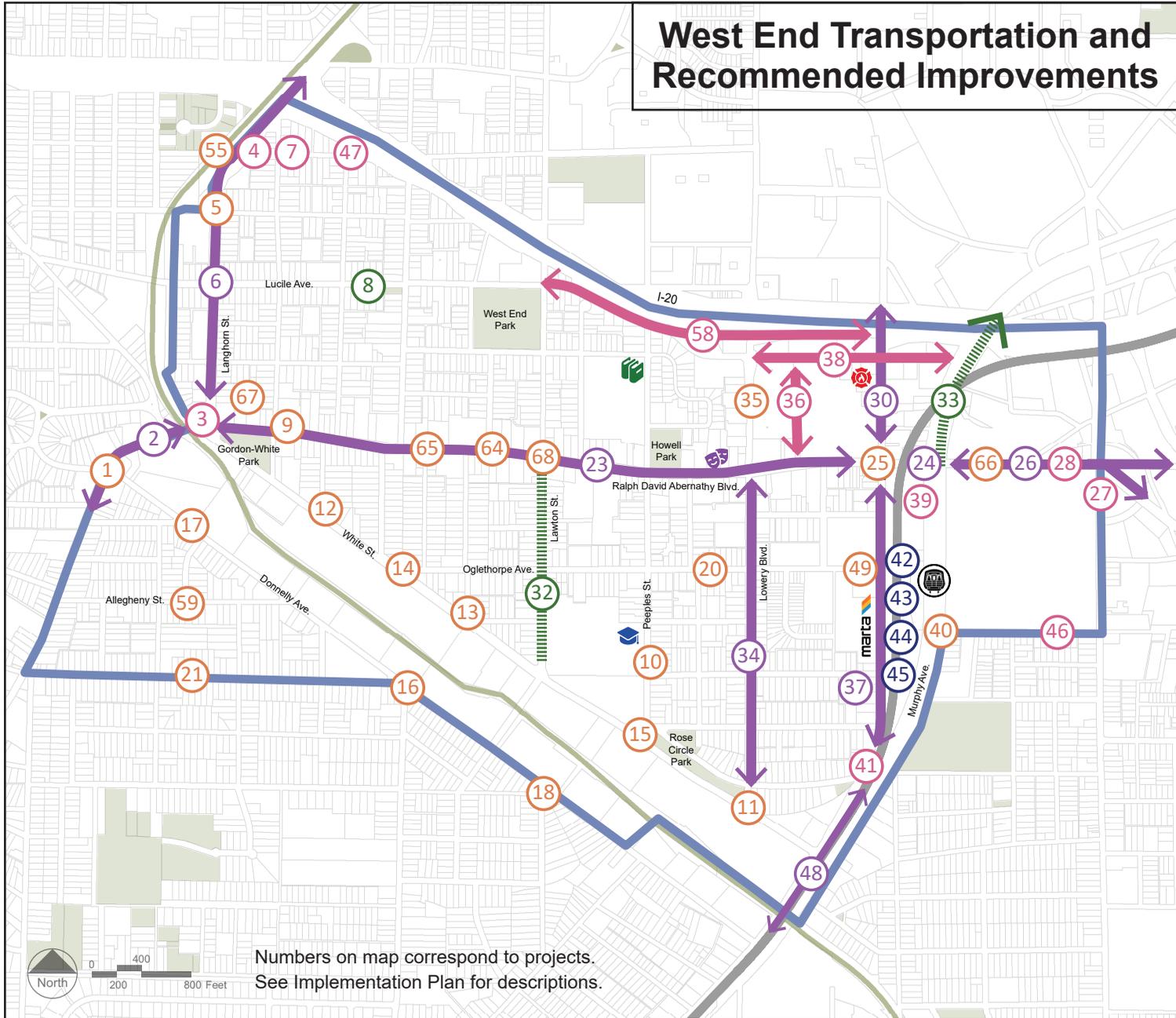


4. Improving Mobility

Implementation of the transportation recommendations listed below and on the following map are intended to protect and prioritize people, sustain transit, and support economic development.

- Improve access from residential areas to regional transit options, including West End MARTA Station, bus lines, and BeltLine corridor. Examples are adding pedestrian signals, narrower street crossings, and traffic calming measures.
- Improve MARTA pedestrian circulation.
- Institute a “Great Streets” approach that both produces streets that add transportation choices and enhances the physical character of the community.
- Give special attention to improving east-west connectivity along RDA Boulevard.
- Create a West End “Park Path” to better connect residential areas with local parks and open spaces.
- Extend the Lee Street trail linking MARTA stations north to link West End with Atlanta University Center.
- Improve the existing street network to remove access to I-20 from Sells Avenue, addressing speeding along Peoples Street, Lowery Boulevard, and RDA Boulevard, and reducing excessive number of lanes along Langhorn Street.
- Make intersection improvements to: RDA Boulevard and Lee; Lee and Oglethorpe Avenue; Langhorn Street and Sells Avenue; and intersection of White Street/Muse Street/Langhorn Street and Ralph David Abernathy Boulevard.
- Improve bicycle connections to multiuse trails.
- Improve safety and access to the Adair Park neighborhood from the West End MARTA Station.

West End Transportation and Recommended Improvements



Numbers on map correspond to projects. See Implementation Plan for descriptions.

- Library
- Public School
- Fire Station
- Performing Arts Center
- West End LCI Boundary
- BeltLine Trail and Transit
- MARTA Rail Line
- MARTA Station
- Major Parks

- ### Existing Analysis
- Great Street
 - Pedestrian Safety
 - Bike/Scooter
 - Mobility
 - Traffic Calming
 - Transit
 - Work Program Projects

5. Celebrating Community and Culture

- Improve open space and community connections, particularly by creating a West End “Park Path” to better connect residential areas with local parks and open spaces.
- Sponsor West End Outdoor Festivals with events at local parks and urban farms.
- Organize West End Arts and Cultural Council to help support local arts and cultural programs that enrich the lives of local residents and help generate increased local business activity.
- Establish Arts and Cultural District and Trail to raise public awareness of the rich art and cultural resources existing within the West End, and to focus fundraising

that supports arts and cultural initiatives within the district and along the trail.

- It is recommended that Phase I of the Arts and Cultural Trail run along Lee Street from the MARTA Station to AUC, enlivening the street with outdoor art, street banners, and interpretive elements.
- Work with GDOT to redesign the east side of the Lee Street bridge spanning I-20 to serve as a “Cultural Bridge” between the West End and Atlanta University Center, including interpretive panels that both display copies of artwork museums and images that raise awareness of prominent individuals from the West End and colleges of the AUC.



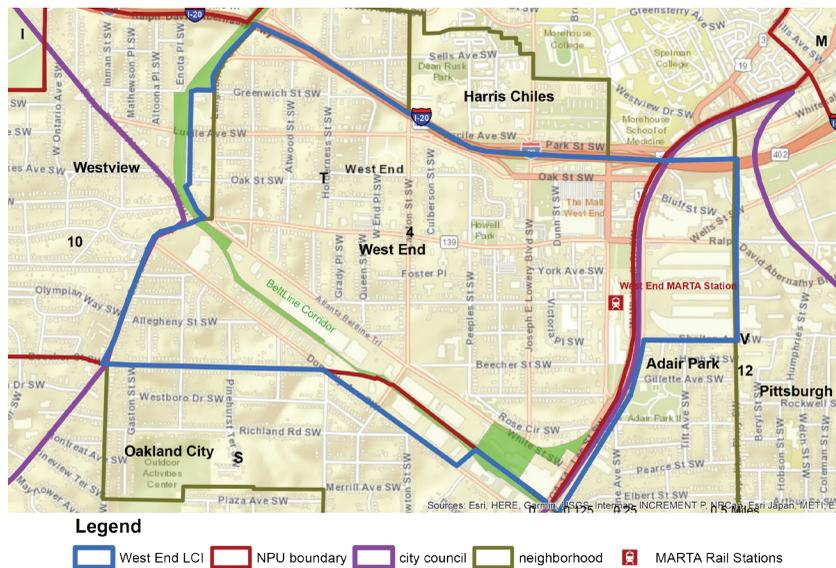
“Meeting of Elders” colorful mosaic mural in West End Park by Nigerian artist Chief Jimoh Buraimoh

Introduction

Background

The 2019 West End LCI study area is located in Southwest Atlanta and lies in City Council Districts 4 and 12, in Neighborhood Planning Units T and V and in the West End and Adair Park neighborhoods with a small portion in the Westview Neighborhood. The current West End LCI study area is bordered to the north by I-20, the Pittsburgh neighborhood to the east, Oakland City and Bush Mountain neighborhoods to the south, and Westview neighborhood to the west.

West End Study Area



The Atlanta Regional Commission Livable Centers Initiative program encourages local jurisdictions to re-envision their communities as vibrant, walkable places that increase mobility options, encourage healthy lifestyles, and provide easy access to jobs and services.

LCI Program Goals are to:

- Provide access to a variety of travel modes including transit, roadways, walking and biking,
- Encourage mixed-income residential neighborhoods, employment, shopping and recreation options,
- Develop an outreach process that promotes involvement of all stakeholders.

West End started as a crossroads community in the 1830s with the Whitehall tavern as its center and became an incorporated city in 1868. The completion of the Macon and Western Railroad line in the 1840s led to the development in the West End and allowed its residents to commute into Atlanta. The West End Line, built by the Atlanta Street Railway in the 1870s, also connected West End to Atlanta. Promoted as an ideal suburb after the Civil War, West End became a fashionable residential area and many prominent individuals moved to the



Painting of White Hall Tavern in area that would later become West End

area. Joel Chandler Harris, being its most famous resident. West End continued to grow after it was incorporated into the City of Atlanta in 1894.

Residential and commercial development continued into the 1920s. Sears, grocery stores, churches and businesses were located along Ralph David Abernathy Blvd and Lee Street. Industrial uses were built adjacent to the rail lines. The Candler Warehouse was built in the late 1910s by Asa Candler to warehouse agricultural products and during WWII was used for the war effort. The block to the north was developed with a mix of industrial uses including the 1920 building occupied by the Abrams Fixture Corporation which manufactured in-store fixtures for retailers. With the expansion of the rail network encircling the City and to the south of West End, larger warehouses were built adjacent to it. JE Brown school was built to meet the needs of the growing population. The African American population decreased from 50% in the 1870s to 15% in the 1930s due in part to restrictive zoning ordinances.

After WWII, the commercial area was starting to age and Interstate 20 was built to the north of the neighborhood. West End became a predominantly African American neighborhood in the 1960s with the passage of Civil Rights legislation and white flight. Similarly, churches such as West End West Hunter Street Baptist Church and the Shrine of the Black Madonna relocated to West End. In the 1970s, parts of the commercial and residential areas were demolished to make way for the Mall at West End and for the West End MARTA station across the street.

Recent Plans and Achievements

Thanks to hard work of community leaders and the involvement of the City of Atlanta, Atlanta Regional Commission, MARTA, and other public agencies and organizations, the West End today is a stable and increasingly desirable community.

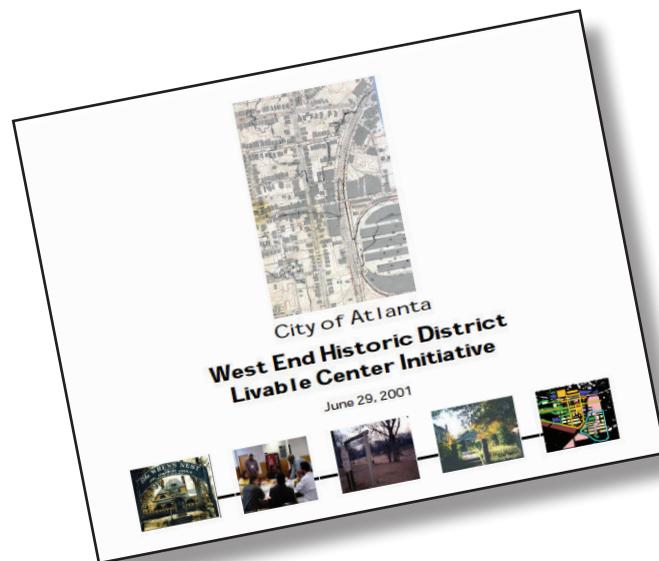
The West End LCI builds on previous plans and studies that offer valuable insights and recommendations. A summary of key plans and studies that were reviewed and incorporated into the West End LCI follows.

West End Historic District LCI (2001)

The Atlanta Regional Commission awarded the West End Historic District one of the region's first Livable Centers Initiative (LCI) grants. The grant funds supported a plan that encouraged diversity and density around the West End MARTA station and revitalizing the West End's commercial corridors and historic neighborhoods. A jumping-off point for the early LCI study was acknowledging that a sense and continuity of place and community still exists in the West End. Considerable attention was given to prevailing urban redevelopment ideas of the time, such as those espoused by smart growth and new urbanist advocates. Some of these ideas held up better than others over time, but, overall, the following goals from the previous LCI study remain very much relevant.

- Strengthen the historic districts. Use tools such as design, markers, and neighborhood identity.
- Develop alternatives for underutilized or vacant property by encouraging a diversity of medium development, employment, shopping, and recreation choices within the study area.

- Encourage focused infill and redevelopment.
- Develop streetscape and pedestrian/bicycle linkages and provide access to a range of travel modes including transit, roadways, walking, and biking and enable access to all uses within the study area.
- Connect the transportation system to other centers and expand transportation goals to include traffic calming and truck traffic measures.
- Enhance community identity.
- Create civic space, focal points, and heritage tourism; preserve the historical characteristics of the center.
- Increase employment opportunities.



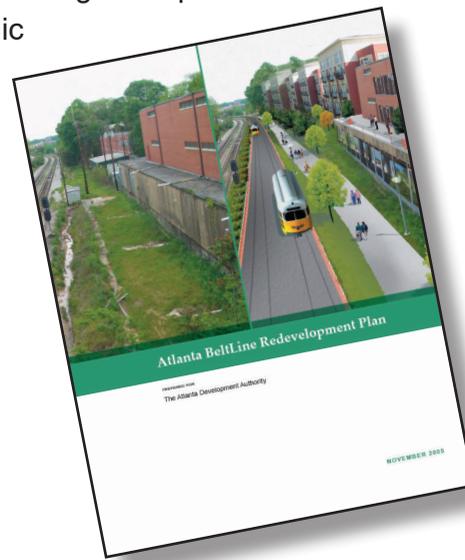
Atlanta Beltline Redevelopment Plan (2005)

Tax allocation districts (TADs), also known as tax increment financing (TIF), are one of the major economic development tools used to carry out the vision of the BeltLine. Created in 2005 by the City of Atlanta, managed by Invest Atlanta and overseen by an independent Advisory Committee, the BeltLine TAD provides financing to eligible public and private projects that are within the official boundaries of the TAD—which are generally the commercial, industrial, and mixed-use areas within a half-mile of the BeltLine corridor.

For the West End LCI planning efforts it was useful to review and consider the issues, opportunities and recommendations discussed in the 2005 Atlanta BeltLine Redevelopment Plan. To establish the TAD, the Atlanta BeltLine Redevelopment Plan had to demonstrate that redevelopment efforts within the TAD are hampered by inadequate transportation infrastructure to support growth; significant land use conflicts, especially between

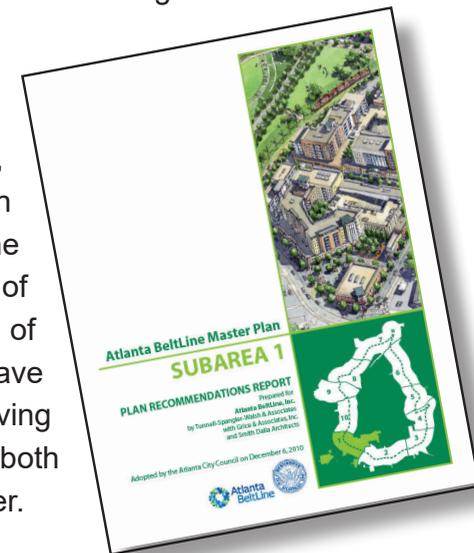
residential and industrial areas; and, swaths of blighted and contaminated properties. The Atlanta BeltLine Redevelopment Plan offered a “Concept Vision” that includes revitalizing the Kroger Citi-Center property within the West End LCI study area. It also describes redevelopment opportunities present in the historically and economically significant commercial areas along Ralph David Abernathy Boulevard between the Kroger Citi Center and the West End MARTA station.

The Atlanta BeltLine Redevelopment Plan capitalizes on these opportunities by directing TAD funding to adaptive reuse, infill development, public space enhancement, and overall improvement to connectivity throughout the West End.



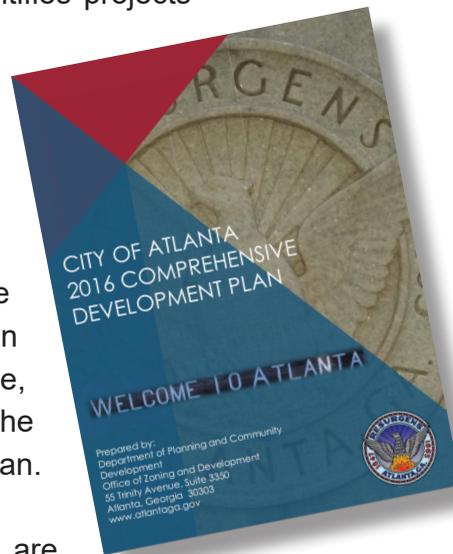
Atlanta Beltline Master Plan for Subarea 1 (2010)

The Atlanta BeltLine Master Plan for Subarea 1 is concurrently going through a public process for an update. The West End LCI study area overlaps considerably with Subarea 1 so there is significant synergy between the visions, recommendations, and general directions found in both plans. The 22-mile BeltLine corridor connects 45 neighborhoods and over 100,000 people living within a half mile of the corridor. The BeltLine’s mainstay is a paved pedestrian trail currently under construction at various segments around Atlanta and a light rail transit option which is decades away from being fully realized. The BeltLine is divided into ten subareas each guided by its own master plan but under an overarching vision for the entire BeltLine. Key points from the previous Subarea 1 plan include encouraging economic development, preserving historic resources, connecting neighborhoods, enhancing the transportation system, providing a balanced mix of compatible land uses and public spaces while ensuring appropriate urban form, and expanding housing options. In the LCI and Subarea 1 plan updates, much of the focus was on the synergy between the two plans with the goal of producing a combined set of recommendations that have a greater chance of achieving the visions and goals of both plans if considered together.



City of Atlanta Comprehensive Development Plan (2016)

Comprehensive planning is the foundation for quality growth management. The Comprehensive Development Plan (CDP) brings together and addresses all aspects of community and economic functions with the objective of sustaining and improving them in the future. The CDP is a guide for growth and development. It provides information on the characteristics of the community and it identifies needs and opportunities to be addressed over the next twenty years. The Plan sets forth policies for the City and for communities and provides a framework for evaluating zoning/development proposals. Each Neighborhood Planning Unit (NPU) has a set of policies as their guide for the future. It also identifies projects that assist in addressing needs and opportunities or in implementing its policies. All adopted plans such as – BeltLine Subarea plan, Livable Centers Initiative Plans (LCI) plans, Redevelopment Plans, The Comprehensive Transportation Plan, Project Greenspace, etc. are incorporated into the Comprehensive Development Plan.

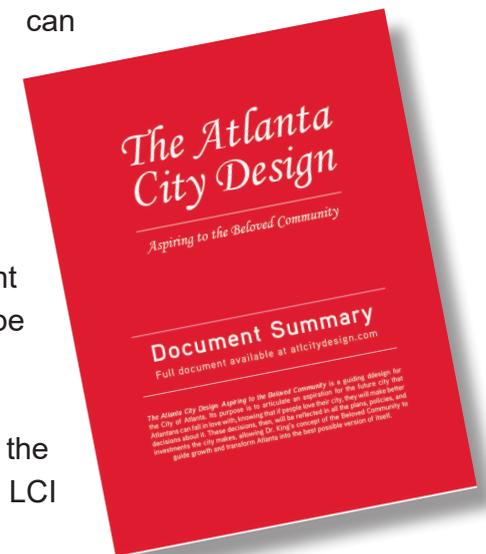


Character Areas, which are composed of narrative, policies and maps, along with the Future Land Use Map are a guide for evaluating future rezoning of a parcel. The CDP character areas within the West End LCI are Traditional Neighborhood and Traditional Neighborhood Historic for the primarily residential areas,

Redevelopment Corridor for the area around the West End MARTA station, Ralph David Abernathy Blvd, Lee Street and the BeltLine Corridor and Industrial Live Work for the area between Metropolitan Parkway and the rail corridor, which includes the MET.

Atlanta City Design (2017)

Key themes articulated in The Atlanta City Design shape this LCI Plan. Completed in 2017, this plan is based on the concept of Dr. Martin Luther King, Jr.’s Beloved Community and encompasses five core values of Equity, Progress, Ambition, Access, and Nature. Informed by Atlanta’s history and projected growth, the Atlanta City Design articulates the vision for the city and serves as the foundation for future plans, policies, and investments. It envisions future Growth Areas focused within existing developed areas where existing and future transportation infrastructure can support more residents and businesses. Areas outside of these Growth Areas are designated Conservation Areas that are less suitable for development and where growth should be limited.



These principles are evident in the first three focus areas of the LCI Plan:

1. Conservation, Growth, and Equity

- 2. Conserving Residential Areas and Affordable Housing
- 3. Community-Beneficial Economic Development

Atlanta Transportation Plan (2018)

Atlanta’s Transportation Plan is a framework for a future transportation system that supports Atlanta’s growing economy and population. Aligned with the Atlanta City Design vision and core values, the plan’s principles are mobility, safety, equity, and affordability. Atlanta’s Transportation Plan recommends an expansive group of projects to expand transportation opportunities and improve the overall experience of moving around in Atlanta guided by these principles. The following are key recommendations specific to the West End LCI study area listed in Atlanta’s Transportation Plan: Map Book.

- Expand bicycle network along White Street, Lee Street, Wells Street, and Ralph David Abernathy Boulevard.
- Improve roadways and streetscapes along Langhorn Street and Ralph David Abernathy



- Boulevard.
- Create a greenway along Oglethorpe Avenue.
- Install transit along the BeltLine corridor.
- Reconstruct the intersections at Sells Avenue and Langhorn Street and Metropolitan Parkway and Ralph David Abernathy Boulevard.
- Expand transit along Metropolitan Parkway and Ralph David Abernathy Boulevard.

More MARTA Atlanta (2019)

Atlanta residents voted in 2016 to create More MARTA Atlanta by increasing local sales taxes and in early 2019 the MARTA board approved the implementation plan for the More MARTA Atlanta program. This program prioritizes and funds specific transit projects and systemwide improvements. As it relates to the West End LCI study area, More MARTA Atlanta identifies several projects in the West End. These include two long-range projects—the BeltLine light rail transit and the Downtown Streetcar West Extension as well as several



projects that are more likely to be implemented sooner—increased bus service along Cascade Avenue and Ralph David Abernathy Boulevard and the creation of the Northside Drive/Metropolitan Parkway Bus Rapid Transit (BRT) and Arterial Rapid Transit (ART) service. Improvements to the West End MARTA station are also anticipated as a part of the second tier of planned station upgrades.

“ONE Atlanta” Affordability Action Plan (2019)

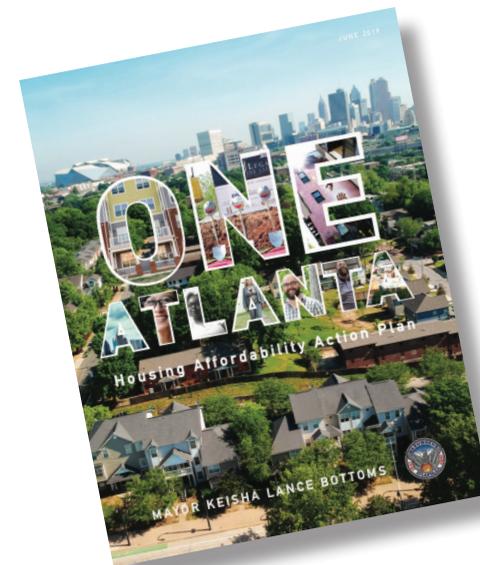
In 2019, the City of Atlanta published a comprehensive plan for preserving and creating affordable housing across Atlanta. It includes 4 major goals and 45 recommended actions. The goals include the following:

- Create and preserve 20,000 affordable homes and increase overall supply,
- Invest \$1 billion from public, private, and philanthropic sources,
- Ensure equitable growth for all Atlantans and minimize displacement,
- Support innovation and streamline processes.

The recommended actions include such steps as using the city’s new “Missing Middle” Zoning District (MR-MU) to permit the construction of typically more affordable multi-unit structures that help fill the gap between single-family housing and mid-rise housing buildings. Additionally, amending the

historic regulations to allow the preservation of existing duplexes and triplexes would encourage the preservation of “missing middle” uses not included in the MR-MU definition. The development of affordable housing near transit is encouraged. Maximizing the use of existing funding for affordable housing is recommended, as well as the goal of developing new funding sources.

A major strength of the ONE Atlanta affordable housing plan is that it includes the support of key organizations willing to work as partners with the City to achieve the plan’s housing affordability goals, including the Atlanta BeltLine, Invest Atlanta, Atlanta Housing (formerly the Housing Authority of Atlanta), and Fulton County/City of Atlanta Land Bank Authority.

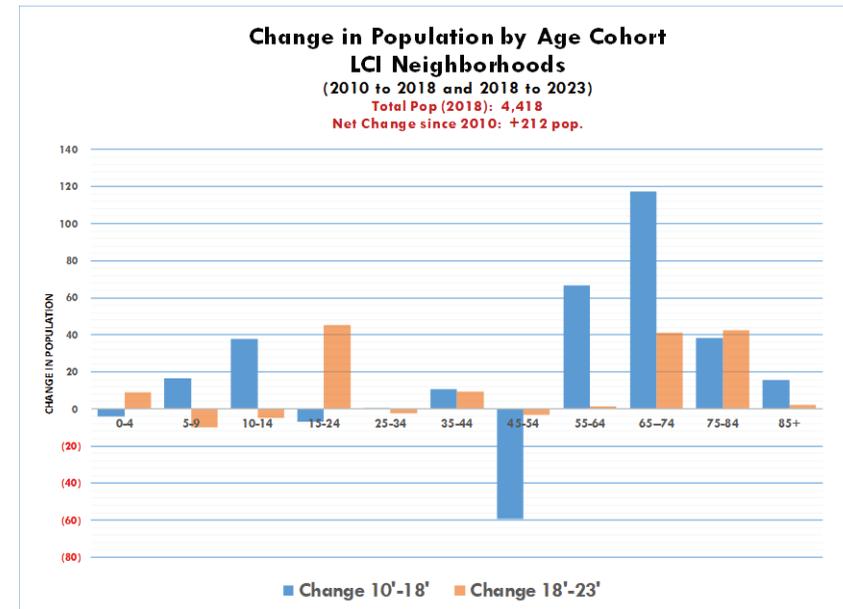


Existing Conditions

West End Socioeconomic Snapshot

A review of social and demographic data shows that the West End LCI study area has been relatively stable between 2010 and 2018. Total population increased during that period. However, little change was observed in a number of other data categories, such as average household size. A conspicuous exception was the population over 64 and the population under 14, which increased between 2010 and 2018 while the population between 15 and 54 decreased.

West End Statistics	2010	2018	Change
Population	4,204	4,420	+5%
Average Persons/ Household	2.17	2.17	No Change
% Renter-Occupied Units	73	73.5	.05
% Owner-Occupied Units	27	26.5	-0.5
Median Age	38.1	39.2	+1.1
% White	3.8	3.4	-0.4
% African American	91.8	91.9	+0.1
% Hispanic	2.2	1.9	-0.3
% of Population under 25	31	30	-1
% of Population between 25 and 64	57	55	-2
% Population Over 64	12	15	+3



Despite this suggestion of relative stability, a more detailed analysis of housing-related factors conducted by RKG Associates in the course of this study reveals that important changes are underway. These relate especially to the composition of new households. While, as just noted, population increase has been modest, these new residents tend to be wealthier and more highly-educated, on average, than the long-term resident base. In addition, the new households tend to be headed by younger people, often with children. And, associated with these demographic changes is the fact that housing prices have increased more than 150% in recent years due to the higher median income levels of new arrivals. These price increases are creating income-housing cost disparities that will tend to displace long-tenured residents.

Housing

The West End, home to Atlanta's oldest locally designated Historic District, is located both north and south of Ralph David Abernathy Boulevard. Beginning in the 1880s, a streetcar ran along this thoroughfare connecting the West End with downtown Atlanta. Originally it was mule-powered and later electric-powered. The streetcar line spurred the construction of well-crafted homes that included a range of architectural styles, including: the most predominant Craftsman Bungalow house type, along with Queen Anne, Stick style, Folk Victorian, Colonial Revival, American Foursquare, and Neoclassical Revival.



Proximity of homes and stores to historic trolley line today contributes to West End walkability and “small town feel”

Today the West End is considered an historic “streetcar suburb,” as it and other neighborhoods came to be called around the country. They are generally defined by homes closer together than later car-oriented suburbs because residents wanted to minimize walking distance to and from the streetcar. As a result, these suburbs became naturally “walkable” neighborhoods. Homes built closer together also meant other community destinations were in walking distance too, e.g., parks, churches, schools, and places to shop. In turn, the proximity produced a higher frequency of the kind of face-to-face meetings that contributes to the “small town feel” and “sense of neighborliness” residents like about their community.

The residential portion of the West End neighborhood was established as a local City of Atlanta Historic District in 1991 and placed on the National Register of Historic Places in 1999. The local historic district designation establishes regulations that help preserve the physical character of a significant section of the West End's residential areas. It does this by ensuring that new construction and building rehabilitation are physically compatible with the historic character of the district. For example, new construction and rehabilitation regulations apply to building orientation to the street, public sidewalks and planting strips, building facades, porches, siding materials, dormers, accessory structures, walls, and fences. The district also includes strict standards that protect against the demolition of historic buildings. Proposed modifications to structures within the Historic District require obtaining a “Certificate of Appropriateness” that may be approved by the Office of Design or the Urban Design Commissioner depending on the scope of the project.

Together current zoning and local Atlanta Historic District designation serve to preserve the character of West End residential areas. However, the monitoring and enforcement of the West End Historic District regulations is a challenge. As an example, it is not uncommon for investors and others to compromise or destroy the historic exteriors of protected houses by performing unauthorized work; often this results in the loss of irreplaceable historic materials, especially windows, chimneys, and siding. When illegal work is reported, it may take one or two days for inspectors to arrive, by which time the

damage has been done. Similarly, some people obtain historic approval for exterior work, but then violate the conditions of approval in an effort to sell the houses as quickly as possible. In such cases, the City may try to work with the applicant to bring the plan into compliance, but often the City is simply ignored or a fine is paid as a “cost of doing business.” In the end, violations run with the property, so buyers are often stuck with the burden of bringing the house into compliance. Houses fronting on RDA between Holderness and Hopkins street are not locally designated and could be demolished. There are no standards on the design of new construction.



An early streetcar line along today’s Ralph David Abernathy Boulevard led to the West End becoming a “streetcar suburb” of Atlanta while freight lines spurred the area’s commercial development.

Viewed by the community as one of its most valuable assets, the West End's residential areas are made up of a range of housing types. These include both single family homes and multi-unit dwellings. The most common form of housing is the single-family home (approximately 60% of the units). Other types of housing include 2- and 3-family homes,

townhomes, a small number of 4- to 12-unit dwellings, and one complex of 4-story condominiums.

TWO-STORY HOUSE



Number of Units: 1 unit + 1 accessory dwelling
 Where allowed today: All of the LCI study area, except industrial zones
 Design standards: Only in West End Historic District (excludes existing houses on Ralph David Abernathy Boulevard)

ONE-STORY HOUSE



Number of Units: 1 unit + 1 accessory dwelling
 Where allowed today: All of the LCI study area, except industrial zones.
 Design standards: Only in West End Historic District (excludes existing houses on Ralph David Abernathy Boulevard)

DUPLEX



Number of Units Per Lot: 2 units + 0 accessory dwellings, or 1 unit + 1 accessory dwelling
 Where allowed today: Victoria Place (R5 zone), commercial and mixed-use zones (existing duplexes may not be significantly renovated unless converted to single-family)
 Design standards: Modest in commercial or mixed-use zoning; none for Victoria Place

TRIPLEXES



Number of Units: 3 units
 Where allowed today: RG zones, MR zones, commercial and mixed-use zones
 Design standards: Strong in West End Historic District. Modest in commercial or mixed-use zones

MISSING MIDDLE



Number of Units: 4 to 12 units
 Where allowed today: RG zones, MR zones, commercial and mixed-use zones (existing missing middle may be significantly renovated and still remain)
 Design standards: Strong in West End Historic District. Modest in commercial or mixed-use zoning

FLATS, LOFTS



Number of Units Per Lot: Any as allowed by density and height controls, often in mixed-use buildings
 Where allowed today: RG zones, MR zones, Commercial and mixed-use zones, I-Mix zone
 Design standards: Modest design controls

A range of housing types are found in the West End

Affordable Housing Challenge

The evaluation of housing data includes both the West End LCI and the ABI Subarea 1. Preservation of West End affordable housing ranks among the highest priorities expressed by the community for both the West End LCI and the ABI Subarea 1. And the concern is well-founded. Recent housing market projections indicate that a growing number of people want to move to the West End. This increasing market interest translates into rising home prices and tax bills, making remaining in the community increasingly more difficult for current residents, including many who have lived in the community for generations.

The reasons for the growing desirability of the West End are understandable and reflect many of the same reasons why current residents value living in the community. These include the existence of quality historic homes and the walkable small-town feel of residential neighborhoods and historic commercial core. In addition, access to multiple regional transportation facilities is a major attraction, including proximity to MARTA, interstate highways, and the BeltLine. These, in turn, make possible relatively short trips to the airport, downtown Atlanta, and employment and recreational and cultural centers throughout the Metro Area.

A housing market study conducted as part of this LCI planning process indicates that household composition in the West End and the Subarea 1 study area has become much more fluid than has historically been the case, particularly over the past five years. With respect to age, household data also indicate that more households moving into the study area are headed by younger people. In fact, the largest age group in 2019 is 25-34 year olds, whereas in 2000 it was the 35-44 year-old group.

Recent housing market data is showing that the West End and Subarea 1 is transforming from a buyers' market into a sellers' market. Demographic data also shows that new residents tend to be wealthier and more highly educated, on average, than current residents.

West End home values have substantially increased for homes owned by residents over the past five years, with asking prices increasing more than 150%. According to data from the Multiple Listing Service (MLS), the median home sale price was less than \$150,000 within the West End neighborhood during 2014. The median home sale price for the neighborhood was \$341,000 for 2018. Similar price escalations occurred in the nearby neighborhoods of Westview (\$44,950 to \$282,500) and Adair Park (\$101,500 to \$282,500), as well. In contrast, household incomes for existing residents have not increased at a similar rate in neighborhoods all over the city.

Local realtors point out that renovating older homes into higher-value homes is increasing in popularity in the West End. This trend is expected to continue as demand and values continue to rise.

As of 2019, approximately 70% of West End residents rent. And while rental housing prices have not increased as fast as home sales prices, local realtors report that rents are rising as well. Furthermore, the conversion of rental housing back to homeownership has placed additional pressure on the rental market by reducing the supply in the study area.

According to Fulton County assessment data, there has not been an apartment built since 2011. Proposed projects in the vicinity of in the study area are projected to include 150 to 600 housing units affordable to households earning between 50% to 80% Average Median Income (AMI). If developed as envisioned, this new stock of affordable housing creates opportunities in the marketplace for certain existing residents and newcomers to the West End. However, it does not fulfill the housing need for those households most vulnerable to gentrification-households earning less than 50% AMI. It is worth reiterating that 50% to 70% of households in the West End LCI and the BeltLine Subarea 1 study areas earn less than 50% AMI.



Average Median Income (AMI) in a Nutshell

Average Median Income, or AMI, is a measure of a household’s income used to understand housing affordability. The U.S. Department of Housing and Urban Development (HUD) calculates the median household income for every metropolitan area within the country. The City of Atlanta, including the West End LCI study area, is part of what is called the “Atlanta-Sandy Springs-Roswell HUD Metropolitan Area”. HUD provides an AMI calculation by household size and by income thresholds for this area.

The household sizes range from 1-person to 8-people; while the income thresholds are provided for 30% of Average Median Income (AMI), 50% of AMI, 60% of AMI, 80% of AMI, and 100% of AMI. These thresholds are used to determine eligibility for various HUD housing assistance programs (i.e. Section 8 vouchers and HOME down payment assistance). The table below shows the 2019 HUD AMI calculations for a 4-person household that pertains to the West End.

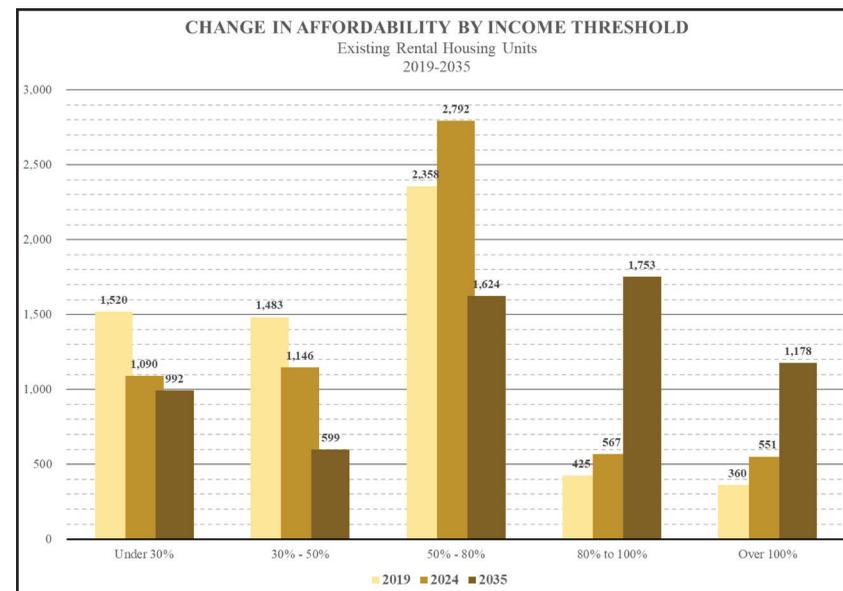
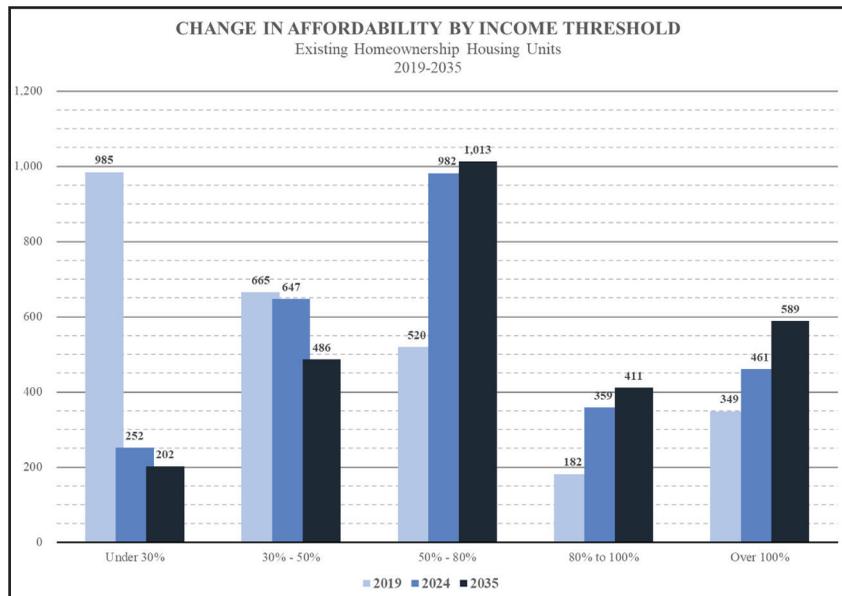
**Atlanta-Sandy Springs-Roswell HUD Metropolitan Area
Income Limits for a 4-Person Household**

AMI Thresholds	Annual Income	Max Monthly Rent
120%	\$95,640	\$2,391
100%	\$79,700	\$1,993
80% (Low Income).	\$63,750	\$1,594
60%	\$47,820	\$1,196
50% (Very Low Income)	\$39,850	\$996
30%	\$23,900	\$598



The graphs below apply to both the West End LCI and Subarea 1 and summarize projections of affordable homeowner and affordable rental housing over the next 15 years. Said simply, they show that rental and owner-occupied housing prices are projected to continue to increase substantially faster than incomes in the study area. As a result, housing will be more and more unobtainable for many of the existing residents, with households earning less than 50% being disproportionately impacted. The graphs show that if housing values continue to outpace income growth, housing affordability will become a substantial challenge for most current West End residents. Given the high number of households earning below 50% of AMI, many residents are highly vulnerable to price displacement and will have difficulties finding housing they can afford in the West End in the years ahead.

One key indicator of housing vulnerability worth noting is that a growing number of West End renters are becoming what is called “cost-burdened.” HUD defines cost-burdened families as those “who pay more than 30 percent of their income for housing” and “may have difficulty affording necessities such as food, clothing, transportation, and medical care.” Severe cost burden is defined as paying more than 50% of one’s income on rent. Data indicate that more than 75% of West End households earning less than 50% of AMI are cost-burdened. With rental demand increasing from higher income households (over 100% of AMI) and rental supply diminishing due to the conversion of ownership units, it is anticipated that an increasing number of current West End residents will become cost-burdened in the future. Said simply, without intervention, many West End’s residents will be forced to leave the area to find more price-appropriate housing.



Economic Development

Economic development supports and enhances the quality of life of those living and working in the West End. Economic development produces many benefits; among these are retaining and adding local higher-paying jobs, expanding choices to shop and dine, adding more street life that in turn results in safer streets, and increasing tax revenues that can then be reinvested back into the community.

Historically, commercial activity in the West End has occurred primarily along the freight rail lines, trolley lines, and major roadway corridors. The historic commercial district developed in the area around the intersection of Lee Street and the trolley line that ran along present-day Ralph David Abernathy Boulevard. Industrial uses were built adjacent to the freight line that partially parallels today's MARTA line on the east side of the West End.

The commercial area around the MARTA Station is made up of largely former rail-related industrial and warehouse buildings to the east of the MARTA line including the former Candler cotton warehouse facility now being redeveloped as the live/work MET development. A row of former warehouse buildings runs immediately adjacent to the existing rail line. North of the MET and south of I-20 is a collection of businesses located in largely former light industrial and warehouse buildings. The West End's primary retail district is located west of the MARTA station. It includes a variety of shops, restaurants, and other stores clustered around the intersections of Lee Street and Ralph David Abernathy Boulevard and extending

west to Cascade Road. Consisting of approximately 50 stores and restaurants, the West End Mall is located between RDA Boulevard, Lee Street, and Oak Street.

The second major commercial area runs along the West End's southern boundary. Originally a corridor of light industrial and warehouse operations associated with a freight rail spur, the area is today comprised of a small number of remaining light industrial businesses, and a mix of other commercial operations, e.g., distribution facilities, office space, and newer "craftsman/maker" businesses. Today the area is located within the Atlanta BeltLine Corridor Overlay District, which includes zoning that supports TOD mixed-use development, the popular multiuse Westside Trail, and plans include a future transit line. The BeltLine Subarea 1 plan for this section of the BeltLine corridor includes increasing and diversifying the mix of commercial development, housing, light industrial, retail, and entertainment/recreation uses.



Atlanta BeltLine Westside Trail

Retail

The major retail nodes in the West End within include:

- The Kroger Area node is at the intersection of Donnelly and Cascade Ave, has many retail options including a Dollar Tree, AutoZone, Dunkin, and many other national food retailers.
- The West End node services a large amount of both local and national businesses. These include Footlocker, multiple hair salons, Big Bear Foods, Family Dollar, Wells Fargo Bank, and Taco Bell.
- The Lee/Beltline node, situated on the Beltline, has recently become a retail destination for food and beverage. This has allowed residents outside of the West End to discover it.

According to the 2018 Fulton County Property Assessment, 25,373 SF of retail has been built within the study area since 2009. These new retail properties have been mainly occupied by national value brands such as McDonalds and Subway.

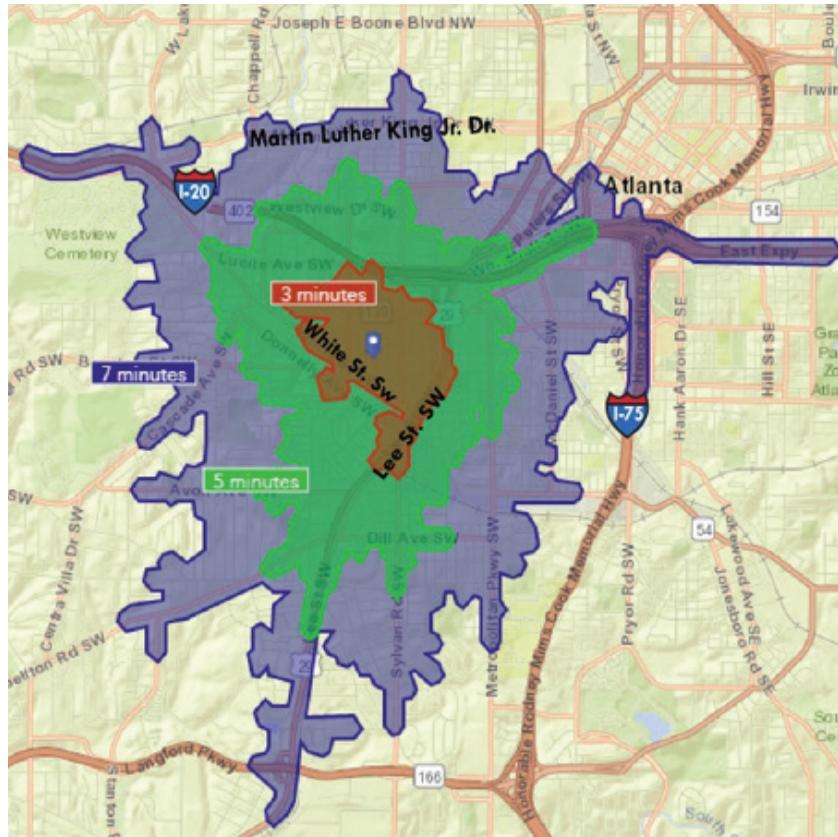
Anecdotally within the West End, brokers interviewed for this report mentioned retail properties remaining vacant for extended periods of time as owners wait for premium terms from potential tenants or buyers. In the summer of 2019, 35,138 SF of vacant space was being marketed on LoopNet, of which 67.3% is in the Lee + White space. The brokers representing Lee + White mentioned they have experienced high interest in the space and look to lease to tenants that will compliment existing businesses there.

Rental prices are advertised as being between \$16.00-\$19.00 per SF. Brokers mentioned that the retail leasing market has seen a steady increase in lease pricing over the past 2 to 3 years.

The West End, when looking at all three driving times, has a surplus in many large retail categories. Retail categories with the most substantial surpluses include Food & Beverage Stores, Clothing & Clothing Accessories Stores, and Food Services and Drinking establishments. Particularly, when looking at the 5-minute driving time, there is an 822% increase in the surplus in Food Beverage Stores likely due to the large grocery stores just north of the study area. This grocery store has centered itself to have the ability to attract both West End residents and residents from communities north of I-20. Additionally, Clothing Stores are likely well served by the Mall at West End. Food Services and Drinking in the 3-minute drive time have a large surplus due to the influx of large restaurant chains and new offerings like Lee+White.

Though many of the categories within the retail gap/surplus analysis are surpluses, the West End does have some retail leakages in certain categories. These categories including Motor Vehicles, Building Materials, Sports Goods, Hobby, Book & Music Stores, and Electronic & Appliance Stores. All of these categories show retail leakage in all three driving times, showing potential for these types of businesses to have the ability to attract consumers from the West End and neighboring communities. Also, the General Merchandise category has a 15-million-dollar gap when in the 7-minute driving range. Real

estate professionals believe the area has potential for more neighborhood retail to move into the area. They believed that this area needed more coffeeshops, fitness studios, and other neighborhood-centric retail.



Retail Market Trade Areas
Source: ESRI. RKG associates. Inc. 2019

Flex/R&D Market

Flex/R&D is defined as an industrial building with a minimum total office percentage of 25% and consisting of either Warehouse/Distribution and/or specialty industrial space; such as Research and Development and High-Tech space.

The largest square footage available is at The MET (675 Metropolitan Parkway), which is currently marketing 200,000+ SF of flex space. Significant investment has been made to this property to allow it to be a destination for makers. Affordability and proximity to Downtown Atlanta are the main drivers for prospective tenants. West End flex/industrial brokers spoken to for this report mentioned that there is a significant shortage of flex space for occupants needing 1,000 to 2,000 SF. They also mentioned that the metro area has a lack of quality flex space.

Office/Industrial

The West End has never served as a traditional office real estate market for the Atlanta metro area. In the past 18 months, the area has experienced an influx of co-working and creative office space opened or proposed. Lee + White building is marketing a significant amount of industrial square footage, according to LoopNet, at \$16.00 per SF. They are looking for a complementary mix of retail, office, and industrial occupants.

Economic Development Programs and Incentives

Formed in 2017 by a core group of West End business and community leaders, the Historic West End Community Improvement District (CID) is a self-taxing district governed by member business and commercial property owners. The CID is focused on public safety, beautification and economic improvement strategies and uses the district's tax revenues for investments that further these strategies.

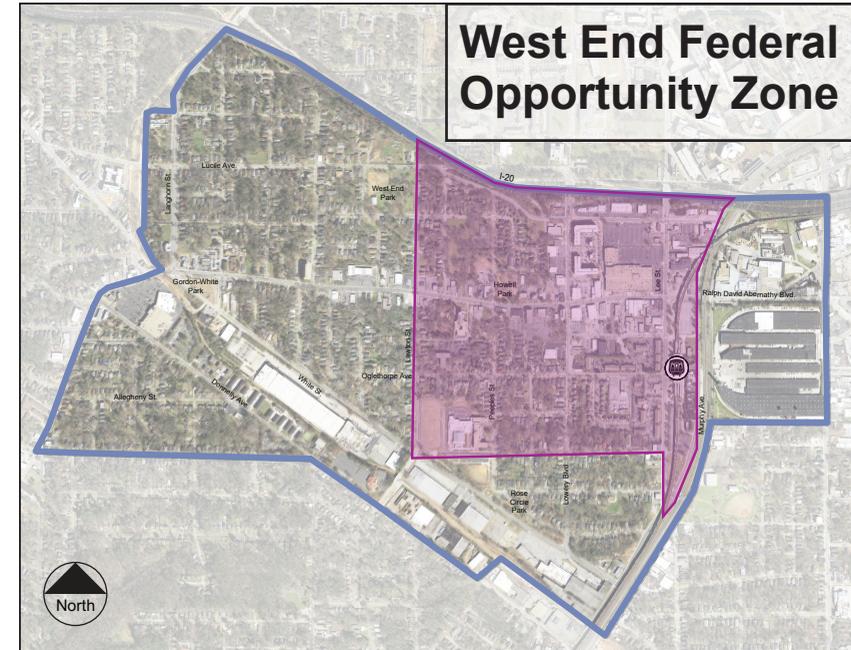


The City of Atlanta Housing and Community Development and Office of Design has a number of programs and activities underway that are positively impacting West End. The Storefront Redesign Program provides grants to businesses for improvements that are geared towards making the participating businesses more attractive and inviting to customers. Improvements to the building façade can include items such as painting, new windows and doors, signage, awnings, and lighting.

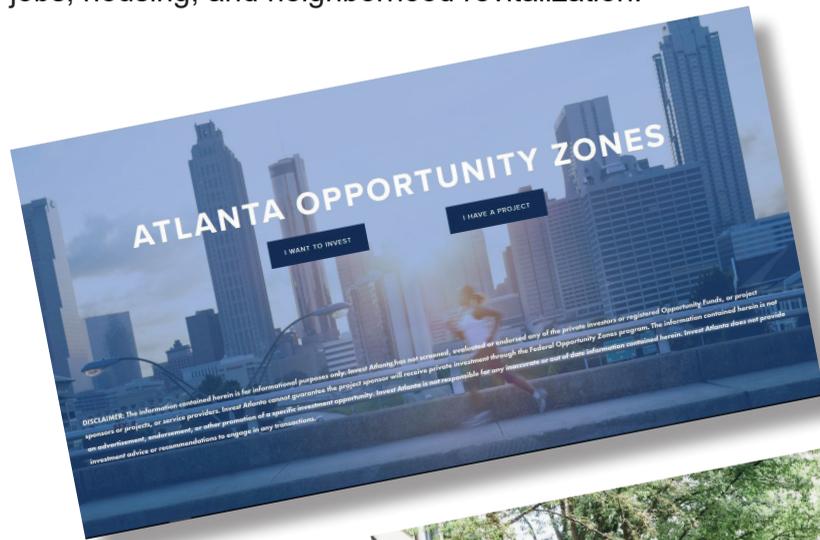
The Office is also partnering with Georgia Main Street in a recently launched program that supports community-led, preservation-based economic development and revitalization initiatives. West End is participating in the Atlanta Main Street Fellowship, a 1-year assistance program focusing on Main Street styled initiatives that celebrate community character, preserve local history, and generate economic returns. Small Business Saturday, held in coordination with the West End Merchants Coalition, is a typical event that celebrates the uniqueness of the area and promotes the goods and services available within the district.



Much of the West End commercial district lies within a Federal Opportunity Zone. This program is designed to catalyze economic development by providing significant tax advantages to investors who make capital investments within the zone. Invest Atlanta manages the State of Georgia Opportunity Zone program along with numerous other community development initiatives focused on business attraction, entrepreneurship, jobs, housing, and neighborhood revitalization.



- West End LCI Boundary
- Federal Opportunity Zone



Recent and Proposed Major Developments

The proposed plan for redeveloping the Mall West End reflects a “community-beneficial” approach. The “Mall West End” project includes constructing a mixed-use development that includes retail, office, residential, hotel, cultural, and public spaces.

The developers’ current plans are to seek Federal Opportunity Zone financing with financial incentive support from organizations and mechanisms such as Atlanta BeltLine, the New Markets Tax Credit, HUBZone, and West End CID. In addition to retail and other land uses identified above, the project currently includes affordable housing, affordable workspace, public space, and a contribution of \$10 million to an economic development fund to support local businesses.

MET

Built in 1914 by Coca-Cola Co-founder, Asa Candler, the 1.1 million SF Metropolitan (MET) Development was originally constructed to aid struggling Georgia farmers. Later uses included serving as a military distribution warehouse during WW I and II.

Today, the property is being redeveloped by Carter real estate development as live-work space that includes studios, artisan manufacturing, office, retail, housing, self-storage, event space, and open space.

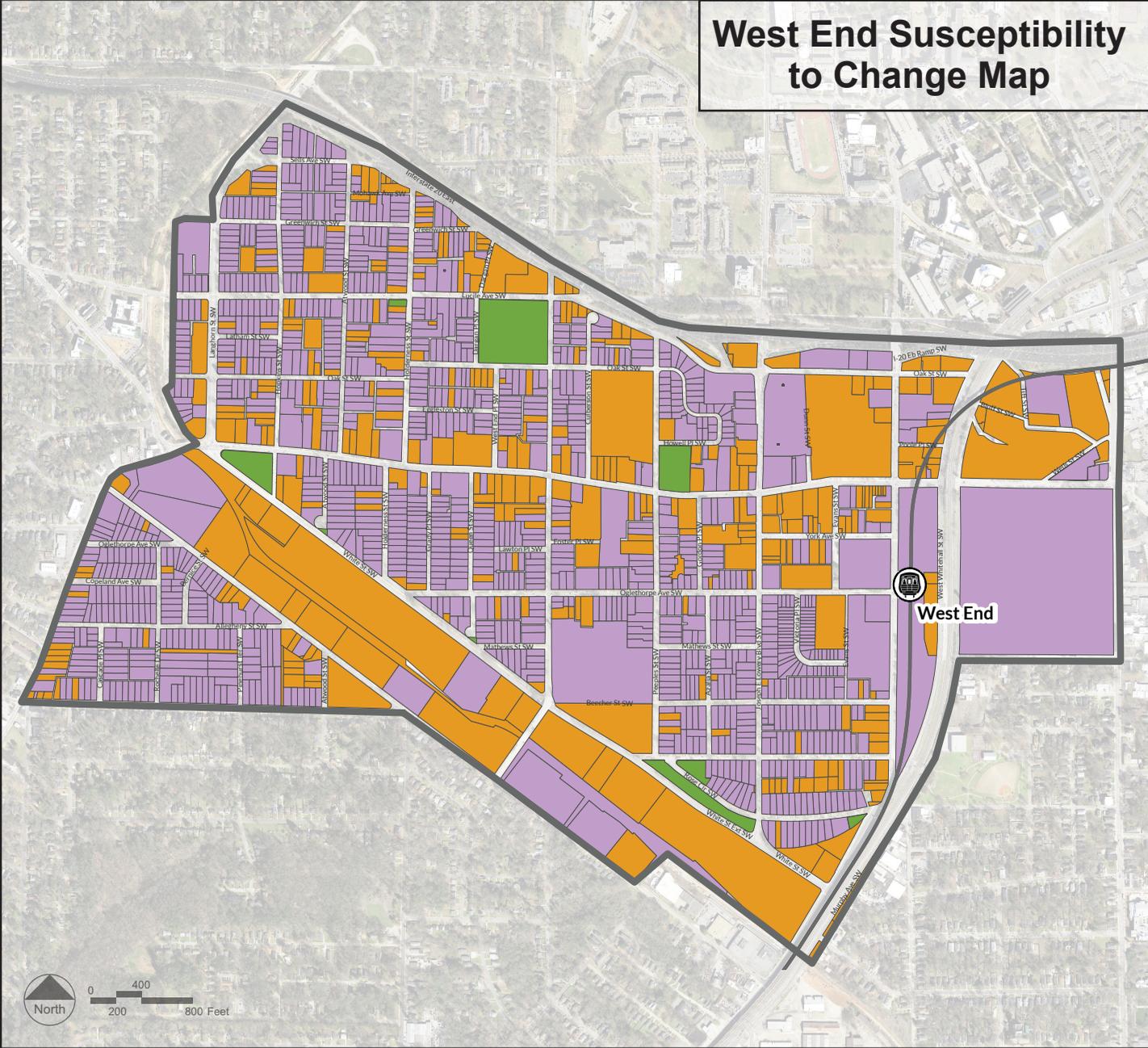
Murphy and Tift Redevelopment

The area within the West End District identified as “Murphy and Tift” consists of 1-3 story commercial and industrial buildings, underutilized parking lots and vacant parcels. A new pizza parlor is being built, and there is interest in redeveloping the Abrams Fixture building. The area is being redeveloped into a film studio.

Susceptibility to Change Map

The Susceptibility to Change Map on page 49 is a planning tool that, in general terms, shows which parcels are susceptible to change or to future redevelopment. The map identifies parcels where the tax-assessed land value exceeds the improvement value as “susceptible to change,” excluding parks and schools. These investment opportunities are based on current development patterns, an understanding of market conditions and availability of land, all of which impact a property’s susceptibility to change. In many instances, the redevelopment of parcels can yield improvements for small and locally-owned businesses. As with any macro-level tool, susceptibility to change maps are not perfect and should only be used for general planning purposes, not specific development programs.

Existing Conditions



Existing Land Use and Zoning

Introduction

The City of Atlanta uses two interrelated tools to guide land use and development: the Future Land Use Map and the Zoning Ordinance. The Future Land Use Map establishes general land use aspirations for parcels in the city, while the Zoning Ordinance is the actual law that regulates their use. City Code also requires rezoning to conform with the Future Land Use Map through the use of a land use and zoning compatibility table; this table establishes which zoning designations are allowed in different land use classifications. It is important that the Future Land Use Map and zoning regulations align with a community's vision.

Existing Future Land Use Plan

The existing Future Land Use Plan in the study area contains a variety of land use classifications, as shown in the map on page 51. Key aspects of the Plan include:

- Concentrating the most intense “Mixed-Use” and “Commercial” classifications around the West End MARTA Station and future BeltLine transit.
- Encouraging “Low Density Commercial” along Ralph David Abernathy Boulevard.
- Preserving the residential areas with “Single-Family” and “Low Density Residential” classifications.
- Reflecting traditional industrial uses along the Atlanta BeltLine corridor with “Industrial” classifications.
- Providing specific classifications for City parks, existing large apartment complexes, schools, institutions, and the Atlanta BeltLine.

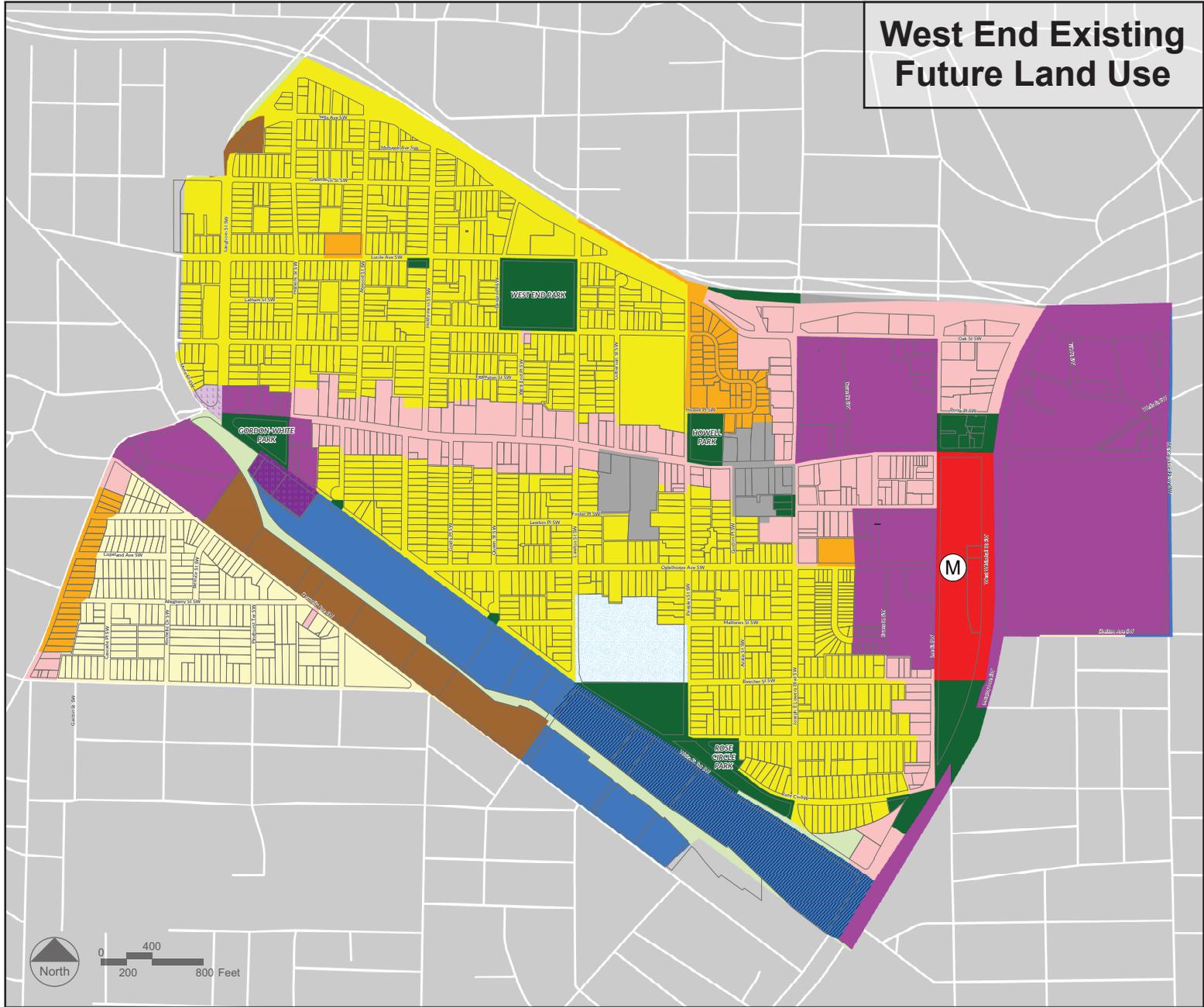
The current map has been informed by the previous planning efforts identified earlier in this document. It generally supports many of the policies within those plans, but a few areas may warrant review, including:

- The designation of existing residentially used and zoned land along the western portion of Ralph David Abernathy Boulevard as “Low Density Commercial”, which would not be appropriate if the community wishes to retain the residential character of that area
- The designation of various sites, especially those near MARTA, as “Low Density Commercial” instead of some variation of “Mixed-Use.”
- The use of the very broad, older “Mixed-Use” designation on several blocks west of the MARTA station, instead of the finer grained, designations that are now available.

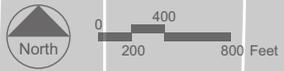
Recommendations for updates to the Future Land Use Plan are in the land use recommendations section on page 76.

Existing Zoning

The study area contains a wide variety of zoning districts, as shown the map on page 53. These districts reflect the area's diverse development patterns that include everything from historic detached houses to high density, mixed-use centers. Generally speaking, business and mixed-use zoning districts are found along the area's major corridors, while lower intensity residential uses occupy the neighborhood's interior – a zoning pattern that generally conforms to the guidance of the existing



- (M)** MARTA Stations
- Transportation/Communications
- Community Facility
- Single Family Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Low Density Commercial
- High Density Commercial
- Office/Institution
- Open Space
- Mixed Use
- Low Density Mixed Use
- Medium Density Mixed Use
- High Density Mixed-Use
- Industrial
- Industrial Mixed-Use



Future Land Use Map. Sites not in conformance are generally those that were zoned decades ago, before the Future Land Use Map changed. As noted earlier, this is not necessarily problematic because the Future Land Use Map is only used to guide rezoning activity; it does not affect existing zoning. Key aspects of the existing zoning include:

- **SPI-21 Historic West End/Adair Park**, a customized set of regulations for the area around the MARTA station. The SPI is divided into ten subareas that range from single-family residential to high-intensity mixed-use. All subareas include more “form-based” regulations that require a specific physical outcome (or form) that creates attractive, walkable development patterns.
- **BeltLine Overlay**, a set of additional design regulations that apply to multifamily, commercial, industrial, and mixed-use properties generally within one-half mile of the Atlanta BeltLine corridor. As with SPI-21, the overlay incorporates some more “form-based” regulations that seek to encourage pedestrian-friendly land use patterns that enhance the Atlanta BeltLine.
- **Quality-of-Life districts**, including MRC-1, NC-14, and I-Mix, along portions of Lee Street, (industrial) White Street, and at historic neighborhood commercial areas. These mixed-use districts incorporate many of the same “form-based” standards of SPI-21 and the BeltLine Overlay.

I-Mix, which is found at Lee + White, also includes requirements for the preservation of industrial uses and buildings more than 50 years old.

- **Special administrative permits**, a review process used in SPI 21, the BeltLine Overlay, and quality-of-life districts. The purpose of this review is to ensure that the “form-based” requirements of these districts are met prior to issuance of a building permit.
- **Conventional zoning districts**, including R districts, C-1, C-3, RLC, RG, and I-1. These districts lack the “form-based” standards of the above districts and primarily regulate the use of property. R districts apply in existing neighborhood residential areas, while C-1, C-3, and RLC are found along major corridors. RG and I-1 apply to large apartment and industrial sites, accordingly.
- **West End Historic District**, a customized set of historic resource protection and design requirements that generally apply to the portions of the West End neighborhood north and south of Ralph David Abernathy Boulevard. The district includes strict standards that protect against the demolition of historic buildings. Construction projects require a Certificate of Appropriateness, which may be approved by the Office of Design or the Urban Design Commissioner, depending on scope.

The Zoning Ordinance also includes general citywide requirements for height and yard transitions between districts with different densities and building heights, relaxed parking

standards near MARTA, requirements for sidewalk upgrades with new development, and additional provisions. A recent change to the Zoning Ordinance also allows for the renovation of historic, vacant “missing middle” apartment buildings with 4 to 12 units even where they don’t conform to all the requirements of the zoning district. Prior to this change, it was illegal to restore these buildings without rezoning. Generally speaking, these regulations support the previous planning efforts identified earlier in this document, but a few areas may warrant review, including:

- The small areas of C-3 zoning along the east and west ends of Oak Street. C-3 is a dense commercial district with no design protections. Recently, it allowed the creation of an auto-oriented BP gas station on Lee Street on the site of a former grocery store. If the community desires to limit these uses in the future and/or provide more quality design standards, C-3 is not appropriate.
- The existing R-4A zoning, which supports the loss of duplex and tri-plex housing when properties are vacant for more than one year or after they are significantly renovated. These building types were part of the historic development of the West End and their design (i.e. multiple doors) is protected by historic regulations, even where zoning requires them to be single-family. These units also provide a good deal of non-subsidized, naturally occurring affordable housing. If the community wishes to preserve these uses, existing regulations must be updated to allow this, similar to the regulations recently adopted citywide for

non-conforming, historic “Missing Middle” housing in zoning districts that do not otherwise allow it

- The existing R-5 zoning along portions of Ralph David Abernathy Boulevard, as noted above under the Future Land Use Map text, which would be appropriate to retain long-term if the community wishes to preserve the residential character of that area.
- The commercial or mixed-use zoning (e.g. C-1, MRC-1, or SPI-21) of single-family houses and duplexes along portions of Peoples Street, Grady Place, Beecher Street, and Queen Street, which permits commercial encroachment into the neighborhood’s residential areas.
- The discrepancy between the boundaries of the West End Historic District and the West End National Register of Historic Places District along Ralph David Abernathy Boulevard (west of Joseph E Lowery). Today, the corridor contains many Federally-designated historic houses, commercial buildings, and churches that have no protection from demolition. If the community desires to preserve historic resources along Ralph David Abernathy Boulevard, the local district should be expanded to include this area.
- The text of the local historic district, which was Atlanta’s first, is sometimes not as clear as newer historic districts and lacks current language.

Mobility

The West End community is rich in transportation options. It is well-served by regional and local roads, numerous MARTA bus lines, a MARTA station, and the Atlanta BeltLine. However, recent population growth and the introduction of micromobility transportation (e-scooters, bike share, etc.) has placed pressure on the existing infrastructure to provide a more balanced and safe system for all modes of travel. To help guide future growth and development, the City of Atlanta released The Atlanta City Design. It, along with the Atlanta Transportation Plan, identified regional corridors, such as Ralph David Abernathy Boulevard and Lee Street, to support future development. It is within this framework that the existing conditions analysis and mobility recommendations were developed for the West End LCI.

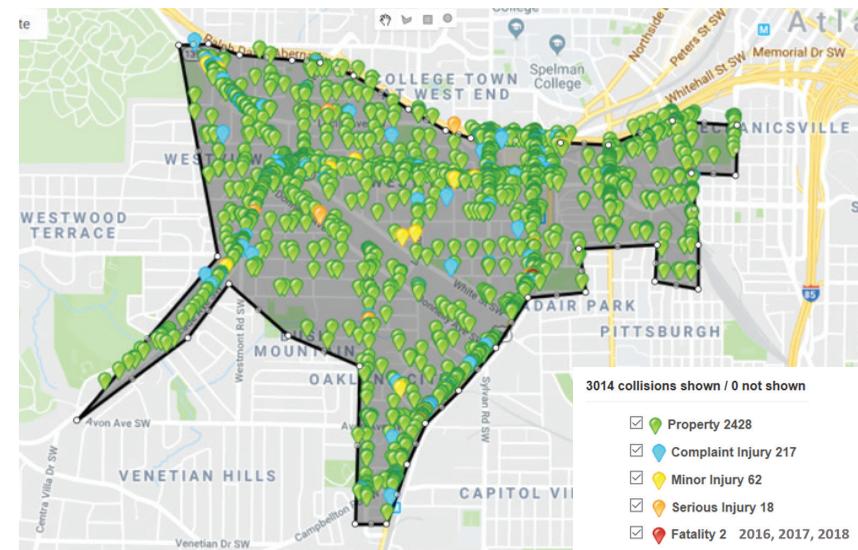
Streets play an important role in the health and economic vitality of our cities. At their basic level, streets offer the opportunity for social and economic exchange, and their use should reflect the values and history of the area. Following are key observations about the West End’s street network.

Existing and historic traffic volumes (Average Annual Daily Trips (AADT)) are low and do not justify the high number of existing vehicle lanes on major roads including Ralph David Abernathy Boulevard, Lee Street, and Langhorn Street.

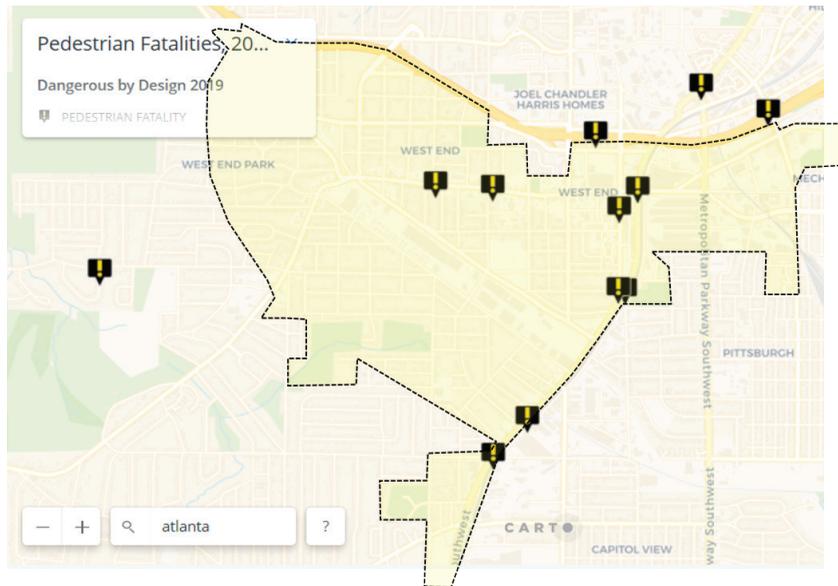
While the neighborhood has a well-connected internal local street network, numerous curb-cuts along key corridors increase conflict points for all modes. This primarily occurs

along Ralph David Abernathy Boulevard, Oak Street, and Lee Street. A majority of the study area’s vehicular crashes have occurred along Ralph David Abernathy Boulevard.

Ralph David Abernathy Boulevard provides the only direct, non-freeway, east-west connection between the West End and points east. As it stands today, the corridor is an internal barrier to north-south connectivity for bikes and pedestrians. The existing street volume ranges between 12,000 annual average daily traffic (AADT) to 16,000 AADT, with a cross-section of 4 vehicle travel lanes. The Highway Capacity Manual (HCM) states that a 2-vehicle lane road, with dedicated left turn lanes, can accommodate 18,000 AADT, which would allow Ralph David Abernathy and other streets with low AADT to rededicate existing right-of-way for other modes.



Crash Data 2016-2018
 Source: Georgia Electronic Accident Reporting System (GEARS)



Pedestrian Fatalities
 Source: Dangerous by Design - Smart Growth America

MARTA

The West End MARTA Station is classified by MARTA as a Neighborhood station since its primary transportation function is to help nearby residents get to work, school, and other destinations accessible through the transit network. The station provides public transit access to downtown Atlanta, the airport and other employment, civic and cultural centers throughout the Atlanta metropolitan area. Approximately 7,000 riders frequent the station per average weekday. The area immediately surrounding West End Station is appropriate for higher-density and/or neighborhood-scale mixed-use development.



Station Circulation Challenge

Pedestrian circulation to, from, and within the station poses several challenges. The design of the station poses challenges to those arriving on foot. The strong north-south orientation of the station includes just two pedestrian access points at each end of the rail concourse: one facing north towards Ralph David Abernathy Boulevard and commuter parking, and another facing south towards a second commuter parking lot. Rail patrons walking to the station along Oglethorpe Avenue, the station's main east-west access point, are confronted with a fence and parking lot that forces them to walk through an unsafe driveway and to the end of the rail concourse in order to enter the station. In addition, even though Adair Park is within walking distance of the West End MARTA Station, unsafe pedestrian crossings at the rail lines and the fast speed of moving cars on Lee Street make the walk dangerous.

At the same time, rail patrons who also use the bus bay must walk several hundred feet out of their way to transfer between the two.

While several hundred feet is not a major barrier to able-bodied individuals, it can present a challenge for many, especially the elderly and persons with disabilities. Additionally, the added distance and time often causes people of all abilities to miss brief transfers; this is especially problematic at night and on weekends when service is infrequent.

In addition to the West End MARTA Station, the area is served by 10 bus routes. All routes run on 30-minute frequencies, except for Route 71 and Route 83 which offer 10-minute peak service.

- Route 1 – Marietta Boulevard/Joseph E. Lowery Boulevard: Operates between West End Station and the Ashby Station, along Marietta Boulevard and Joseph E. Lowery Boulevard. It serves the Mall West End and the Atlanta Community Food Bank.
- Route 40 – Peachtree Street/Downtown: Operates between West End Station and Arts Center Station, connecting the West End to Downtown and Midtown.
- Route 58 – West Lake Avenue/Hollywood Road: Operates between West End Station and Bolton Road.
- Route 68 – Benjamin E. Mays Drive: Operates along Martin Luther King Junior Drive, connecting HE Holmes Station, West End Station, and Ashby Station. It serves the Mall West End and the Atlanta University Center.
- Route 71 – Cascade Road: Operates from the West End Station west, along Cascade Road to the FortyThree 75 Apartments. It serves the Mall West End, Wren’s Nest and the Cascade Springs Nature Preserve.
- Route 81 – Venetian Hills/Delowe Drive: Operates between East Point Station and West End Station, serving Adams Park and the Venetian Hills community.
- Route 94 – Northside Drive: Operates from West End Station to Howell Mill Road, connecting the West End community to the Mercedes-Benz Stadium and The District at Howell Mill.
- Route 95 – Metropolitan Parkway: Operates from West End Station south to the City of Hapeville. It connects to the Atlanta Technical College and Atlanta Metropolitan State College.
- Route 155 – Pittsburgh: Operates between West End station and various points of interest including Aarons Amphitheatre and Southside Medical Center.
- Route 832 – Grant Park: Is a community circulator connecting the West End to Zoo Atlanta and Grant Park.

Pedestrian Facilities

With respect to the West End’s pedestrian environment, the community and City have worked hard to create pedestrian friendly and aesthetically pleasing streetscapes within its residential areas and commercial nodes. Many of the residential streets have continuous sidewalks on at least one side of the street. This includes streetscape improvements along RDA Boulevard completed with LCI funds.



Most of the West End is valued “walkable” residential streets.

However, there are many areas where existing sidewalks warrant repairs, including broken concrete, missing crosswalks and handicap ramps at intersections. And key pedestrian corridors such as Ralph David Abernathy Boulevard and Lee Street in the vicinity of the MARTA Station lack mid-block crossings.

Multiuse Trails

The Atlanta BeltLine’s West Side Trail runs along the southern boundary of the West End and provides an important bicycle and pedestrian amenity. A second north-south multiuse trail is planned along Lee Street linking MARTA’s Lakewood-Fort McPherson Station to the West End Station.

Light Individual Transport

Bike and pedestrian connections from between neighborhoods and these trails warrant improvements. The City of Atlanta recently announced an initiative to improve Light Individual Transport (LIT) facilities across the City, including the West End. Improvements include using temporary barriers, painted demarcations and other tools to complement Atlanta’s growing 118-mile network of dedicated space for bikes and LIT micromobility options. LIT options include motorized vehicles for transporting an individual at speeds that do not normally exceed 16 mph. Examples include electric skateboards, kick scooters, self-balancing unicycles and Segways.

Open Space, Community and Cultural Facilities

High quality open spaces and cultural resources are major contributors to the quality of life in the West End. Local parks and open spaces provide residents with a range of year-round activities, e.g., play equipment, baseball fields, tennis courts, covered picnic areas, benches, walking paths, and open lawns. The Atlanta BeltLine’s West Side Trail provides opportunities for walking, running, and biking.

The “Station Soccer” program connects young people with soccer opportunities located along MARTA transit lines. West End parks, community facilities, and museums host a wide range of cultural activities throughout the year, including events, performances, and exhibits. For example, events like the Malcolm X Festival and the Jazz Matters concert series bring live music and dance to the community. In addition, young people and families go to the West End Performing Arts Center to take classes and perform. The Wrens Nest, the home of Joel Chandler Harris from 1881 to 1908 and a National Historic Landmark, has been a house museum since 1913 and cultural landmark in West End. In addition to house tours, it offers storytelling, Jazz Matters and seasonal programs.

The Hammonds House Museum serves as a hub for showcasing the work of artists of African descent. It includes a collection of 350 works of art and organizes exhibitions throughout the year. More art and cultural activities can be found a short walk away at the AUC colleges. For example, the Spelman College Museum of Fine Art is home to works of art by African women.



Hammonds House Museum

West End is already capitalizing on opportunities to integrate creative placemaking features into the landscape. The City’s Percent for Art program funded the West End Historic Walk which provides a historical tour of significant West End events. Running along the north side of Ralph David Abernathy Boulevard, the colorful insets in the sidewalk and accompanying messages printed on the bricks allow pedestrians to conduct a self-guided tour.



West End Neighborhood Development received a Placemakers Grant for the City of Atlanta Office of Mobility Planning. The West End Neighborhood Development has identified White Street, between Lowery Street and Hopkins Street, as the activation zone for the placemaking project. The design proposal includes two crosswalk murals within the activation zone that will increase safety, foster pedestrian usage, and inspire community engagement.

TSW, a local firm, focused on West End as a part of their 2019 Open Studio event, an annual day long pro bono design workshop. Recommendations call for unifying spaces through the development of gateways, murals, and outdoor art to further establish the visual vibrancy of the area. Their work also highlights the importance of pop up shops, street vending, festivals, and other public events in bringing people together and to the area, with outdoor seating and small pocket parks as important amenities to help activate the public space, alleys, and vacant parcels.



Community Planning Process

Community Planning Process

The West End and Adair Park neighborhoods have a long, rich history and today they are made up of a diverse community of residents, business owners, landowners, and community organizations.

Public involvement is a critical component in the development of the 2019 West End LCI Plan. Between May and August of 2019, residents, community representatives, and business owners, community associations were invited to share hopes and concerns for West End’s LCI future. A second purpose was to foster an open and respectful public dialogue in which community members could consider different strategies for shaping West End’s LCI future. All meetings were held jointly with the Atlanta BeltLine Inc. Subarea I update.

Public engagement activities included community meetings, as well as smaller group meetings with representatives of community organizations, businesses, and government officials. Additionally, a survey allowed individuals to provide their input. The public engagement process encompassed a variety of methods deployed over nine months and included activities listed below

Public Involvement Meetings

- **Project Kick-off – 05.30.2019**

The Kick-off meeting introduced the project, planning process and schedule and provided information on how to get involved and stay informed. A summary of adopted plans including the 2001 West End LCI, major initiatives completed, existing conditions were also presented. Afterwards, community input, summarized below, was provided by answering questions at stations.



Summary “Ring of Priorities” expressed by community support applying principles of conservation, growth, and equity

What are your community values- in this activity, the 2001 LCI Goals were ranked by order of importance:

1. Develop alternatives for underutilized or vacant property by encouraging a diversity of medium development, employment, shopping and recreation choices at the study area
2. Develop streetscape and pedestrian/bicycle linkages and provide access to a range of travel modes including transit, roadways, walking and biking and enable access to all uses within the study area
3. Connect the transportation system to other centers and expand transportation goals to include traffic calming and truck traffic measures
4. Strengthen the historic districts. Use tools such as design markers and neighborhood identity



5. Enhance community identity
6. Encourage focused infill and redevelopment
7. Create civic space, focal points and heritage tourism; preserve the historical characteristics of the center
8. Increase employment opportunities

What makes your neighborhood great:

- Historic district – historic homes, unique area, predates Atlanta
- Mix of old and new residents coming together to make something great and grow together
- Cultural and age diversity
- People who genuinely love the community
- People in the community
- Beautiful homes; variety of styles

What can make your neighborhood better:

Mobility:

- Major corridors: Improved safety along major corridors (RDA, Murphy/Lee, Lowey, Lawton, Langhorn) by installing crosswalks, signals, stop signs, lowering speeds etc.
- Sidewalks and Bike facilities: improved bike and pedestrian facilities, wider sidewalks. Improve pedestrian and bike facilities to increase access to parks.
- Other: Better street lighting, better street pavement and traffic calming.

Economic Development:

- Attract quality development along RDA, encourage redevelopment of the Kroger City Center parcel, promote local businesses, provide incentives/assistance with renovation of commercial properties, promote jobs growth that benefits area residents.

Residential Areas:

- Maintain look and feel of historic districts, having people of all races, ages, income, help our neighbors stay in the neighborhoods

Housing:

- Maintain affordability, prevent displacement of current residents, providing a variety of housing types (rental and owner-occupied units), maintain diversity of the community; keeping residents of all races, ages, and incomes, providing opportunities for seniors to age in place

Art:

- Install murals, add more signage about the neighborhood history, neighborhood markers.
- **Design Workshop – 07.13.2019**
The Design Workshop started with a presentation that provided a summary of the input from the kick-off meeting, as well as information on land use and zoning, transportation and mobility, the market analysis and housing. Corridor stations: McDaniel/Glen areas, Lee

Street corridor, Ralph David Abernathy/ West End Activity, BeltLine and Topic Stations: Parks and Recreation, Housing and Economic Development, Placemaking and Build-Your-Own-Street, captured input from the community regarding problems and potential solutions for the study area. The exercises in the workshop sought to identify the vision and values of the community and prioritize them as inputs for the final recommendations. Below is a summary of the comments.

What would you like to create in the study area?

More art, more shade trees, prioritize minority businesses, expand historic destination to historic commercial districts, beautification projects of existing buildings and streets. More environmentally sound programs– more trash cans, increase recycling, incentives for solar panels, anti-litter campaign.

Improve Mobility:

Add median on Lee Street, improve safety for pedestrians on Langhorn, improve safety of pedestrian crossings at rail road tracks and Murphy Avenue, make pedestrians a priority at street crossings, remove obstacles from sidewalks, tunnel to access West End MARTA station, reduce travel lanes (road diet) and add bike lanes and bike repair stations, reduce vehicle speeds, re-orient MARTA station entrance and exits.

Support or grow your business in West End by:

Using murals to promote local businesses, install district signage/wayfinding, promote local ownership, creation of pop-up business stations, use of vacant storefronts for temporary uses, upgrade storefronts, create better partnerships with businesses, more small grocers and services.

Parks/Culture/Arts:

Install art that represents the community, have a cultural festival showcasing history of West End, make parks kid-friendly.

- **Talk Back/Preliminary Recommendations – 08.28.2019**

The Consultant Team presented its overall approach to the recommendations to:

- Conserve: Preserve and enhance existing neighborhoods,
- Grow: Promote growth in suitable areas that strengthens community and
- Seek Equity: Work for benefits of progress to accrue fairly to everyone.

In addition, preliminary recommendations for land use, housing, development, arts and culture, and mobility/connectivity were presented at this meeting. Afterwards, participants had an opportunity to “Talk Back” to the project team, including marking up

with comments and suggestions maps and boards with the land use and zoning, housing and economic development, mobility, and community vision recommendations.

- **Open House/Final Recommendations – 10.03.2019**

The Consultant team presented a summary of community input, and reviewed the housing and economic development, land use and zoning and mobility recommendations. Those in attendance viewed boards with final recommendations and provided feedback. The meeting was equipped with boards, post it notes, and comment cards.

Neighborhood Planning Unit (NPU) Presentations

The project team presented to each NPU within the study area (NPU-T & NPU-V) at the beginning and end of the public engagement process.

Stakeholder Working Group Meetings (Core Team)

Four meetings were held with the Stakeholder Working Group in advance of each community meeting. The team was comprised of targeted stakeholders with specific knowledge of the study area and expertise regarding its needs. Presentations and recommendations were previewed at the Core team meetings prior to the community meetings.

Survey

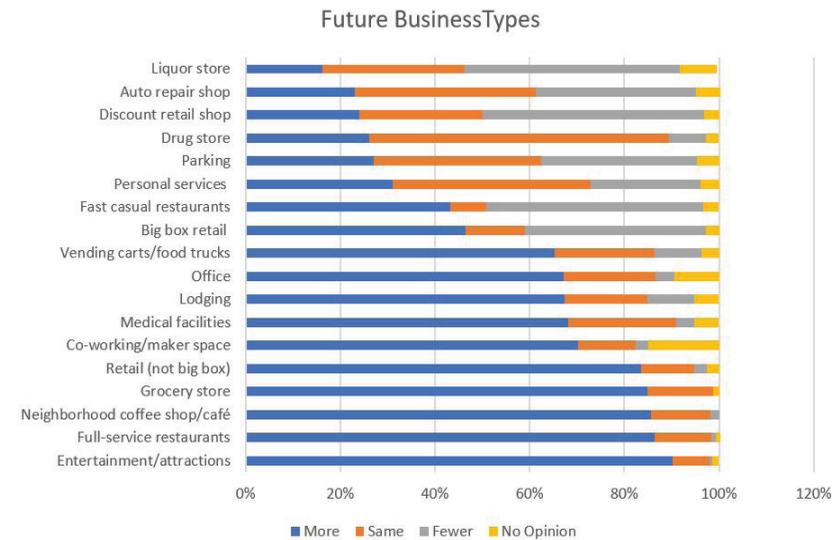
A survey in paper and online format was available between the second and third community meetings. The survey is a tool to obtain additional comments on topics discussed at the meetings. It also provides a way for stakeholders that were not able to attend meeting to provide valuable input. A total of 168 individuals completed the survey. A brief summary of the responses follows below.

Strengths of the study area are its strong historic character (96%), good access to transit (93%), good access to the BeltLine (88%), strong sense of community (87%), good access to parks (84%) and good cultural amenities (78%). Some of the weaknesses of the study area are: lack of local employment opportunities (61%), quality of the local schools (55%) and not being a safe and walkable pedestrian environment (54%). The top five priorities for improvement are:

- Retention of long-time residents.
- Improved local schools
- Expanded variety for shops and services
- Expanded variety of restaurants
- Improved public safety and security

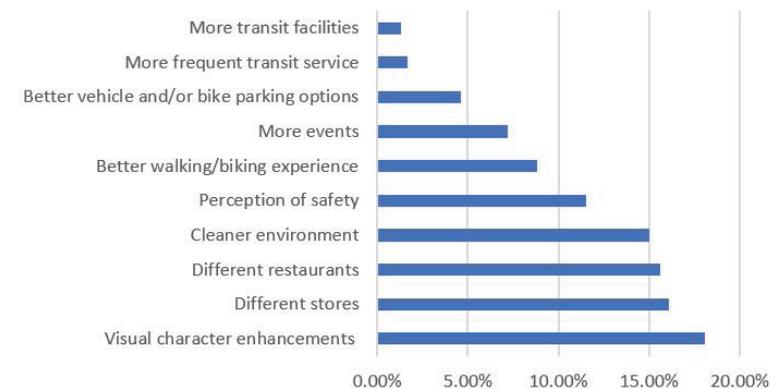
Development

The types of businesses that respondents would like to have more of in the commercial areas are Entertainment/attractions (90%), full-service restaurants (86%), Neighborhood coffee shop/café (86%), Grocery store (85%), Retail stores (not big box) (84%), Co-working/maker space (70%), Medical facilities (68%), Lodging (67%), Office (67%) and Vending carts and food trucks (65%) (see graph for more details).



Respondents would frequent the commercial corridors more frequently with the enhancement of their visual character (i.e. landscaping, building improvements, cleaning) (18%), different mix of stores (16%), different restaurants (15%), among others.

Activities to Encourage Visiting Commercial Corridors



Most of the respondents support higher density and more diversity of commercial and residential development at the Mall West End Corridor, Ralph David Abernathy & Lee Street Corridors and West End MARTA Station Corridor. In addition, survey respondents support building heights at the locations listed below.

65 Feet (about 6 stories) at Ralph David Abernathy & Cascade (including Kroger Citi-Center), Ralph David Abernathy & Westview (including Westview Business District) and White & Donnelly (including Lee & White development).

100 feet (about 10 stories) at Ralph David Abernathy & Lee (including the Mall West End) and at Ralph David Abernathy & Metropolitan (including the Met)

The types of development that respondents would like to see in the commercial areas are the renovation of existing commercial buildings (90%), more civic spaces, plazas and parks (75%), affordable housing (65%) and townhomes (60%).



Mobility

While most respondents drive to the commercial corridors. About the same percentage of people walk (36%) to White and Donnelly (Lee and White development) as drive there (35%). Walking is the second most common way for people to get to the commercial corridors.

Most people responded that it was very easy or easy for drivers, pedestrians and transit users to get around the study area while cyclists said that it was difficult. Walking and biking in the study area could be enhanced with better quality of sidewalks (e.g. width, condition, accessibility) (13%), improved street lighting (12%), dedicated bike lanes (10%) among others.

Bicycle and Pedestrian Improvement	Response
Improved street lighting	10.7% (161)
Signaled crosswalks	10.6% (159)
More sidewalks	10% (150)
More crosswalks at intersections	9.2% (139)
Better quality of sidewalks (e.g. width, condition, accessibility)	12.4% (187)
More shade/trees	7.3% (110)
Dedicated bicycle lanes	10.5% (158)
Slower vehicle speeds	8% (121)
Street furniture (e.g. benches, trash cans)	8.6% (129)
Better signage/wayfinding	5.6% (85)
More bicycle parking	5.5% (83)

Most (56%) use transit at least once a month. Respondents take transit to go to the airport (30%), attend social events (30%), go to work (25%) among others. Walking (41%) is the most common way to get to the West End Station followed by driving (24%) or getting dropped off (14%). Walking to the West End MARTA station would be improved by having safe pedestrian crossings (87%), slower vehicle speeds (86%), better sidewalk connections to nearby streets (83%) and safer railroad crossings (81%).

Pop-Up Activities

Project team attended community meetings and events to share information and gather information. Organizations and events included:

- Adair Park Today
- Atlanta Streets Alive
- Atlanta University Center Neighborhood Association
- Cascade Avenue Neighborhood Org.
- Fort Mac LRA
- Mechanicsville Civic Association
- Mozley Park
- Oakland City Community Organization
- Oakland City MARTA Station
- Pittsburgh Community Association
- Pittsburgh Yards Neighborhood Meeting
- Shrine of the Black Madonna
- The Mall West End
- West End Community Improvement District
- West End MARTA Station (Surveying)
- West End Neighborhood Development (WEND)

- West End Neighborhood Residents
- West Hunter Street Baptist Church
- Westview Community Organization

Atlanta City Council Briefings

The project team conferred with Councilmember Clela Winslow and Councilmember Joyce Sheperd regarding recommendations for the project and to build consensus and support.

Technical Advisory Meetings

The project team convened relevant agencies and organizations such as GDOT, MARTA, and the Atlanta Housing Authority, to gather background information relevant to the study area and for technical expertise around specific project recommendations.

Other Outreach

The project website westendlci.com provided up to date information about the project and upcoming engagement opportunities. The meeting presentations and associated boards were uploaded to the website and thus available for review. The website also offered the opportunity for submittal of comments. Two sets of postcards with meeting dates were mailed to the addresses in the study area.

A survey was available online via the website as well as in hard copy format at numerous events throughout the study area for one month. A total of 270 survey responses were received, including 142 post engagements on Facebook (i.e. 17 post reactions, 4 post comments, 11 post shares, and 102 responses over a two-day final push effort). These recommendations were synthesized with those gathered during public meetings and are summarized in the list of major goals on the following page.



Community organizations played an important role in distributing postcards inviting the public to join the community planning process.

LCI Goals and Policies

Using the adopted goals from the 2001 LCI as a starting point, revised goals were developed during the initial stages of the engagement process. The updated goals as listed below define the community's key aspirations for the LCI Update, incorporating the communities hopes, while addressing their concerns.

- Promote transit-oriented development close to the West End MARTA Station and BeltLine Corridor.
- Help residents remain in the community and thrive.
- Preserve the character of residential areas and promote a variety of housing options.
- Promote business development that produces local employment and other community benefits.
- Support development that creates community places with mix of retail, housing, and public places.
- Improve mobility options and transportation network connectivity.
- Enhance community identity through the strengthening of civic spaces and focal points and celebrating the area's cultural and historical character.
- Promote the preservation of historic resources.

A number of these goals are interrelated, in that actions furthering one goal will in turn advance another. For this reason, the plan is organized around five major focus areas, with the goals and associated policies on the following page providing the starting point for the plan's action-oriented recommendations. The five major focus areas are:

1. Conservation, Growth, and Equity.
2. Preserving Residential Areas and Affordable Housing.
3. Community-Beneficial Economic Development
4. Improving Mobility.
5. Celebrating Community and Culture.



Attendance at LCI Plan Update meetings showed a significant interest in future West End planning initiatives.

Policies provide broad guidance and a framework against which actions should be evaluated. The policies listed on the following table not only guided the development of the Community Work Program, but they should continue to be used in the evaluation of future actions, programs, and capital expenditures.

GOALS AND POLICIES
Goal 1: Promote transit-oriented development close to the West End MARTA Station and BeltLine Corridor
<ul style="list-style-type: none"> • Implement Land Use Plan Map policy changes outlined in this LCI update • Encourage MARTA to include daycare, elder care, and a “Train to Train” Center in West End Station Redevelopment • Promote projects in West End Station District that incorporate structured parking for public use
Goal 2: Help residents remain in the community and thrive
<ul style="list-style-type: none"> • Implement Zoning Ordinance amendments outlined in LCI update • Enhance the walkability of the area’s residential neighborhoods by prioritizing the implementation of pedestrian related improvements and traffic calming measures • Enhance distribution of information regarding housing and employment e.g., down payment assistance, housing rehabilitation grants, property tax exemptions, job training, and employment opportunities
Goal 3: Preserve character of residential areas and promote a variety of housing options
<ul style="list-style-type: none"> • Implement the Zoning Ordinance amendments outlined in this LCI update • Encourage new development to incorporate a mix of housing types and price ranges • Focus financial incentives on projects that produce greater than 20% of affordable units • Require a higher number of affordable units on projects that receive funding from City organizations, particularly projects that receive funding from multiple sources • Encourage projects that use the Land Lease home ownership model • Stay abreast of innovative housing measures in other areas and evaluate for application in West End
Goal 4: Promote business development that produces local employment and other community benefits
<ul style="list-style-type: none"> • For projects receiving public funds, require expanded community benefits e.g., parking designated for public use, on-site job training, local business development, childcare, and elder care facilities • Enhance distribution of information regarding business programs such as financial, marketing and workforce training, general business assistance information loan and grant programs • Promote preservation of space for light industrial uses in Murphy and Tift area and along BeltLine Corridor • Support preservation of historic commercial properties that provide rental space

GOALS AND POLICIES

Goal 5: Support development that creates community places with mix of retail, housing, and public places

- Promote adaptive reuse of existing buildings to maintain neighborhood feel while providing essential neighborhood services (i.e. variety of retail shops, restaurants, health care options, etc.)
- Capitalize on “shopping as an experience” trend by hosting events such as West Side Warm Up and Small Business Saturday that bring people to the central shopping area
- Continue implementation of programs that benefit retailers such as the Main Street Program
- Encourage events that bring community together such as Streets Alive
- For projects receiving public funds, require incorporation of plazas, pocket parks, and open space

Goal 6: Improve mobility options and transportation network connectivity

- Make enhancing pedestrian safety and experience a high priority, particularly in vicinity of MARTA Center and BeltLine
- Focus efforts to obtain federal and state funding on advancing one or two key projects

Goal 7: Enhance community identity through the strengthening of civic spaces and focal points and celebrating the area’s cultural and historical character

- Support establishment of the West End Arts and Cultural Council and District
- Capitalize on opportunities to enhance community identity through placemaking, promoting publicly funded art and activities that celebrate the area’s cultural and historic character
- For projects receiving public funds, require expanded community benefits such as co-sponsoring of funding for local community and cultural programs and events

Goal 8: Promote the preservation of historic resources

- Enhance enforcement of historic preservation related regulations
- Continue programs that support preservation and enhancement of historic resources
- For projects receiving public funds, require preservation of architecturally significant facades and buildings
- Expand the historic district boundaries to include residential buildings on RDA and consider a historic district designation for the commercial buildings

Focus Areas and Recommendations

Land Use and Zoning Recommendations

Introduction

In order to achieve the vision of this LCI study, some elements of the official Future Land Use Map and the study area's zoning must be amended, especially along the study area's major corridors. No major changes are recommended within the West End's residential areas.

The following recommendations have been prepared based on community feedback, technical review, and conformance with City of Atlanta policies and procedures. Most recommended changes are clearly defined and easy to implement, but others will require further discussion with affected stakeholders, when noted. All recommendations will also be required to go through the official City of Atlanta adoption process, which includes opportunities for further community input.

Land Use Recommendations

To protect the neighborhood's unique qualities and vitality, West End must be able to accommodate new growth, while making sure it happens in appropriate locations and with good design. Additionally, growth must occur in a way that promotes equitable development, increases the mix of uses, expands diverse housing types, and allows residents' daily needs to be met in the neighborhood, while still preserving its character.

Policies

1. Strive to achieve the land use recommendations of this LCI study.

2. Preserve and grow the study area's wide mix of land uses. The West End contains a wide mix of land uses that should be the framework for directing new growth. Central to this is allowing limited and compatible new development within West End's residential areas, while encouraging the bulk of new growth on under-utilized commercial and industrial properties that ring them.

3. Preserve historic residential land uses.

Although often thought of as a single-family neighborhood, West End's residential areas also include historic duplexes, triplexes, quadplexes, and small apartment buildings. This compatible mix of small, closely spaced buildings should be preserved.

4. Preserve historic buildings and low-rise scale along Ralph David Abernathy Boulevard between Hopkins Street and Joseph E Lowery Boulevard.

Today, Ralph David Abernathy Boulevard is a physical and psychological dividing line for the West End, yet it was once the neighborhood's premier street. Over time, the vision of this plan seeks to restore Ralph David Abernathy Boulevard as a corridor that unites and connects the neighborhood. Central to this is preserving the legacy of the corridor's former glory, including the few remaining houses, civic buildings, and small older commercial buildings that line it.

5. Limit new buildings across the street from single-family houses to three stories tall.

The City’s transitional height plane limits buildings across the street from most residential zoning districts to approximately three stories. On sites where taller buildings are allowed, developments should provide a lower base along the street, and then step back on upper floors.

6. Preserve space for light industrial uses along “industrial” White Street and east of Murphy Avenue.

Light industrial uses have long been part of the West End’s history and should not be displaced as new development occurs. Within traditional industrial areas along “industrial” White Street and east of Murphy Avenue, space for light industrial uses that are compatible with a mixed-use setting should be preserved as new development occurs.

Projects

7. Amend the official Future Land Use Plan.

The official City of Atlanta Future Land Use Plan should be amended as shown on the draft Official Future Land Use Map.

Zoning Recommendations

Policies

8. Strengthen zoning enforcement.

The enforcement of existing historic and non-historic regulations should be improved in the West End and citywide. Resources should be dedicated to hiring and training inspectors who understand historic district regulations, along with other zoning standards. Increased penalties for violators should be considered in order to stop the illegal destruction of historic resources in the West End and similar neighborhoods.

Projects

9. Amend SPI 21-to align with the vision of this plan. In the future, most growth in the West End is likely to occur around the MARTA station, within the current SPI-21 zoning district. Following adoption of this plan, SPI-21 should be updated to align with recommendations of this plan, including the following suggested changes as well as the Proposed Zoning Changes map. Note that subareas excluded below are not recommended to change.

- Density Bonuses (all subareas). The SPI 21 contains subareas with varying degrees of allowed building height and densities (expressed as floor area ratios or FAR). Rather than simply increasing both allowed building height and FARs, the existing FARs should be retained and additional density should be available as bonuses when the following are provided:

- o Transit access;
- o Affordable housing;
- o Preservation of building facades built before 1946 along Lee Street and Ralph David Abernathy Boulevard;
- o Preservation of entire buildings over 50 years old everywhere;
- o No or reduced parking; or
- o Public parking.

These should be provided in addition to existing bonuses. Furthermore, the current distinction between residential and non-residential FAR should be eliminated in favor of a single FAR that can apply to all uses.

- Preservation Incentives (all subareas). Encourage the preservation of historic buildings by exempting all buildings or portion of buildings that are over 50 years from:
 - o FAR; and
 - o Open space requirements.
- Storefront Street Ground Floor Heights. Current regulations establish streets where storefronts are required, yet lack any specific requirements related to the height of ground floor commercial space. This encourages some developers to reduce story heights to fit as many stories as possible within the height limits. This reduction is often detrimental to creating viable retail space, which typically needs an 18 to 22 feet floor-to-floor height. To address this, it is recommended that a minimum ground story floor-to-floor height of 18 feet be established along storefront streets.

- Subarea 2: Commercial Core. Update Subarea 2 as follows:
 - o Create incentives to encourage the preservation of early 20th-century storefront facades along Lee Street. These could include:
 - Requiring upper story additions to be set back at least 20 feet behind the historic façade below.
 - Required open space reductions for sites that preserve the facades (or the entire building);
 - The other preservation incentives recommended earlier.
 - o Continue to limit the building height directly fronting Ralph David Abernathy Boulevard to 72 feet, but allow up to 225 feet when a minimum 10-foot setback is provided above 72 feet. Corresponding density bonuses and/or increases in floor area ratio (FAR) should also be considered.
 - o Increase allowed building height in all other areas from 72 feet to 225 feet. Corresponding density bonuses and/or increases in floor area ratio (FAR) should also be considered.
- Subarea 3: RDA Corridor. It is recommended that Subarea 3 be updated as follows:
 - o Create incentives to encourage the preservation of early 20th-century storefront facades along Ralph David Abernathy Boulevard. These could include:
 - Requiring upper story additions to be set back at least 20 feet behind the historic façade below.
 - Required open space reductions for sites that preserve the facades (or the entire building);

- The other preservation incentives recommended earlier

o Increase the allowed building height from 46 feet to 72 feet. Corresponding density bonuses and/or increases in floor area ratio (FAR) should also be considered.

• Subarea 4: Neighborhood Commercial. It is recommended that Subarea 4 be updated as follows:

o Increase the allowed building height from 46 feet to 50 feet.

• Subarea 9: Adair Live-Work. It is recommended that Subarea 9 be updated as follows:

o Increase the allowed building height from 72 feet to 225 feet. Corresponding density bonuses and/or increases in floor area ratio (FAR) should also be considered.

o Incorporate a minimum industrial concurrency requirement equal to 30% of the total development floor area or a floor area ratio of 0.3, whichever is less, for sites larger than 1 acre. Use I-Mix requirements to define what is considered “industrial.”

10. Develop a strategy for expanding the West End Historic District to include Ralph David Abernathy Boulevard between Hopkins Street and Joseph E. Lowery Boulevard.

Today, this portion of Ralph David Abernathy Boulevard is within the National Register Historic District but lacks local

designation and protection. In order to preserve the few remaining historic resources of this area and encourage the preservation of the small, locally-owned businesses within them, the City, local residents, business, and property owners should come together to develop a strategy that (at a minimum) establishes a plan for expanding the West End Historic District to protect these historic buildings, while still allowing more contemporary development on non-historic sites through more design-focused regulations.

This process should incorporate the preservation incentives noted earlier, including the recommend 20-foot setback upper story additions to historic shopfront buildings. It should also consider the use of historic district subareas in order to reflect the different patterns found in residential and commercial areas.

11. Update the West End Historic District.

After a strategy for Ralph David Abernathy Boulevard has been decided, the existing West End historic district should be updated to address existing unclear regulations, encourage the preservation of historic duplexes and tri-plexes, address the design of accessory structures, and establish customized setback standards that are not tied to the underlying zoning.

12. Proactive rezoning.

In order to promote the vision of this plan, the following zoning recommendations should be proactively undertaken by the City of Atlanta. Please see the proposed zoning changes map for further details.

- Donnelly Avenue Commercial Node. Today the small commercial area on Donnelly Avenue between Alleghany and Atwood Streets is zoned both commercial and single-family residential. In order to encourage the preservation of this commercial area, while allowing additional residential uses, a rezoning to MRC-1 is recommended.

- Howell Place C-3 District. Today many houses on Howell Place are zoned for high density commercial uses (C-3), while others are zoned for general residential uses (RG). In order to prevent the construction of high density commercial uses on a residential street, the entire area is recommended for rezoning to RG-3.

- Gordon White Park Node. Today the area around Gordon White Park is zoned MRC-1, which allows a mix of uses but limits building heights to 35 feet (typically 3 stories). Because this height is lower than recommended by the Concept Plan, a change to MRC-2 is recommended for parcels fronting the park. MRC-3 is recommended for the Kroger Citi Center in order to take advantage of Atlanta BeltLine proximity and focus growth in this key area. Adequate height stepdowns would be required adjacent to residential uses.

- Lawton Street Missing Middle. Several of the West End's best examples of historic "missing middle" housing can be found on the west side of Lawton Street, just south of Ralph David Abernathy Boulevard. Unfortunately, these houses are zoned a combination of commercial (C1), single-family (R4-A) and residential general (RG-3 today). This means that they could

not be easily rebuilt if they were ever destroyed. To ensure the long-term protection of this type of housing, and encourage compatible development on the one vacant lot among, MR-MU zoning is recommended.

- Big Bear Parking Lot. Today the northwest portion of the Big Bear supermarket is included in the SPI 21 institutional subarea. It is recommended to rezone this portion to match the mixed-use zoning on the remainder of the site.

Focus Area 1

**Conservation, Growth,
and Equity**

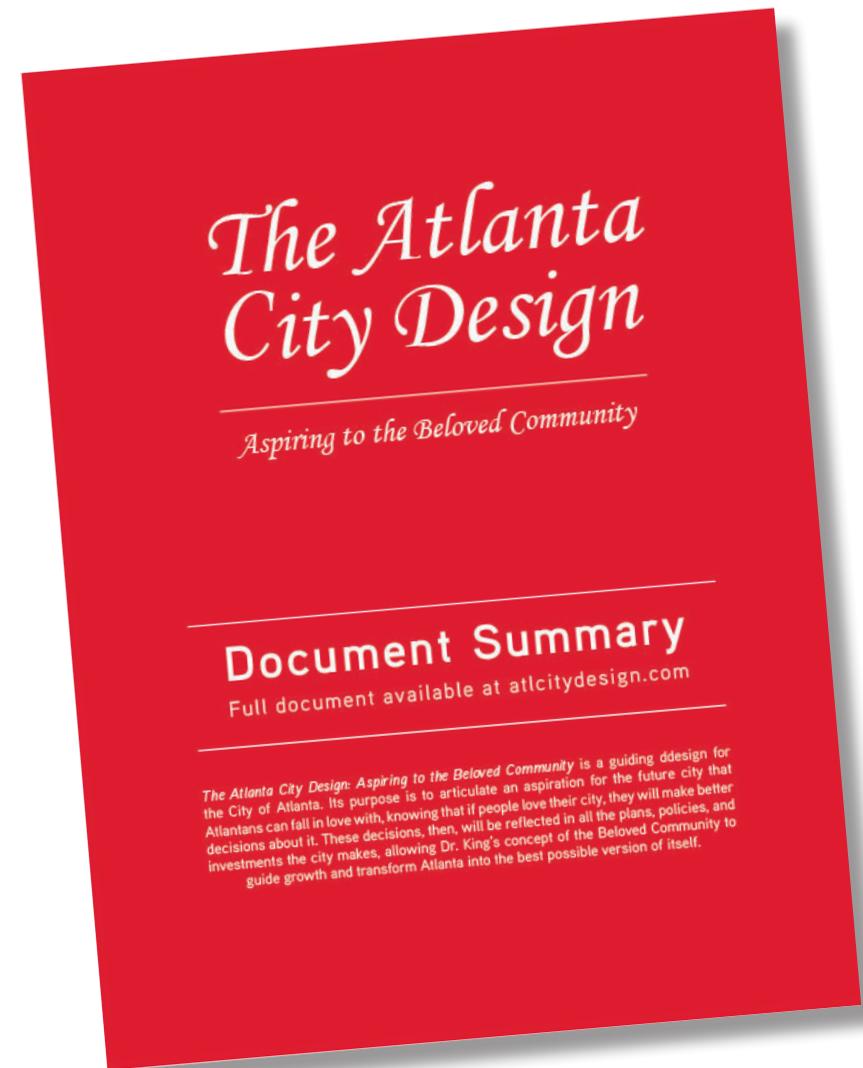
Recommendations

Undertake Integrated Three-Part Approach

The West End community's aspirations shape the plan's approach and recommendations. Additionally, the plan's goals align with the Livable Centers Initiative's principles of encouraging healthy lifestyles and improving access to employment and shopping options. The plan also aligns with the City of Atlanta's Atlanta City Design planning framework. In particular, three principles from the framework pertain to the West End and are summarized as follows:

- Preserve "Conservation Areas"
- Promote "Growth Areas"
- Seek "Equity"

Good urban planning practice calls for clarifying the interrelationships among these principles. For example, encouraging future development in the vicinity of the MARTA station and BeltLine Corridor supports development that is within walking distance of these transit facilities. Directing development away from residential areas to sections of the West End already more densely developed brings the least impact in terms of such factors as building heights and traffic. And with respect to the principle of seeking greater equity, encouraging additional development in these growth areas creates opportunities to achieve a range of community-focused benefits, such as tying increased levels of development to new affordable housing to offset future losses of affordable housing from existing residential areas.



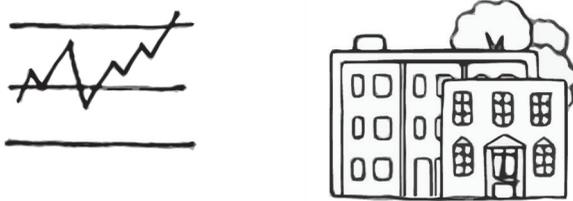
Preserve “Conservation Areas”

Protect existing and historic neighborhoods, and guide growth in ways that retain and improve their charm and tree canopy. Conservation also includes protecting and enhancing public parks and natural areas of ecological value.



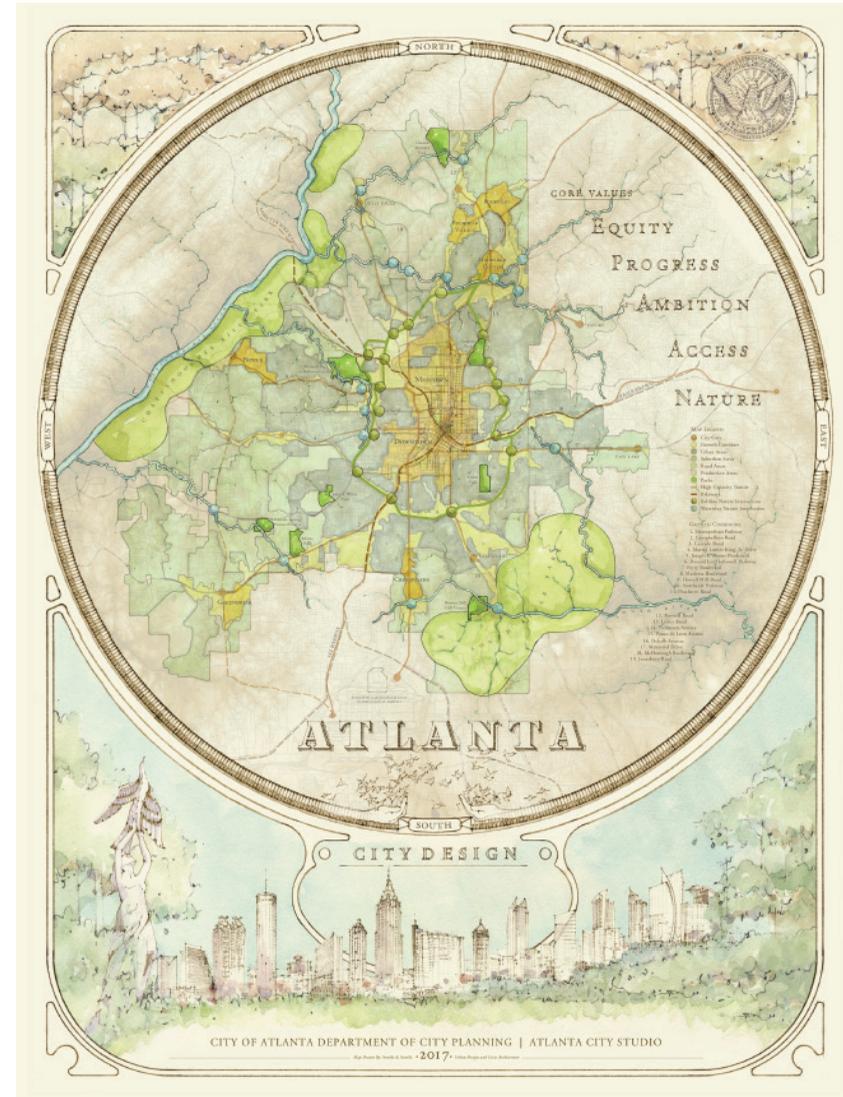
Promote “Growth Areas”

Encourage growth in already-developed areas suited to taking on growth. This includes commercial corridors.



Seek “Equity”

Work for progress to accrue fairly to everyone by preserving and generating affordable housing, supporting local businesses and creating jobs.



Focus Area 2

Preserving Residential Areas and Affordable Housing

Preserve Character of Residential Areas

Recommended steps for conserving the physical qualities of West End residential neighborhoods include preserving and strengthening: the housing stock; tree-line residential streets; and connections between the residential areas and amenities such as parks, schools, transit facilities, community and cultural centers, and local restaurants and shops. Tools available to accomplish this include zoning and development regulations, public supports for new development, and public investments in infrastructure and facilities, such as installing sidewalks, building parks, and other actions.



Strengthen Atlanta's Oldest Historic District

While the historic district provides significant protection for large portions of the West End's residential areas, it is recommended that three enhancements to the district be considered. The first involves the fact that currently there is a discrepancy between the boundaries of the West End Historic District and the West End National Register of Historic Places District along Ralph David Abernathy Boulevard west of Joseph E Lowery. Today, this portion of the corridor contains many Federally-designated historic houses, commercial buildings, and churches that have no protection from demolition. If the community desires to preserve local historic resources along Ralph David Abernathy Boulevard, the City's local historic district should be expanded to include this area currently within the National Register District. Because this area is very different from the existing Local Historic District in terms of both historic resources and its current form, the use of a subarea within its own unique regulations is recommended. Examples of what could be regulated differently in this subarea include allowing contemporary new development.

Secondly, because the West End local historic district was Atlanta's first, the text of the regulations are not as clear as newer districts and may not reflect best practices found in other districts. The City may wish to revise the text to promote compatibility with the language used in other more recent districts.

Thirdly, the enforcement of West End Historic District regulations, along with zoning regulations, in general, should be improved. Additional resources should be dedicated to hiring and training

inspectors who understand both historic district regulations and zoning standards. Increased penalties for violators should be considered to stop the illegal destruction of historic resources in the West End and similar neighborhoods.

Retain “Single-Family” and “Low-Density” Land Use Designations

With respect to conserving the character of residential neighborhoods, it is recommended that the “Single-Family Residential” and “Low-Density Residential” land use designations be retained.

Change “Low-Density Commercial” to “Low-Density Residential” along Western RDA

Today, Ralph David Abernathy Boulevard is a physical and psychological dividing line for the West End, yet it was once the neighborhood’s premier residential and commercial street. The community and the LCI Plan seek to restore RDA Boulevard as a corridor that unites and connects the West End. Central to this goal is preserving the legacy of the corridor’s historic development, including preserving the few remaining houses, civic buildings, and small older commercial buildings that line it. Because the current western portion of RDA Boulevard is still residential in character and even has a few remaining residential uses, it is recommended that the “Low-Density Commercial” designation for existing residentially-zoned properties be revised to “Low-Density Residential” in order to preserve the use.



Bungalow homes found in West End

Retain Various Mixed-Use Designations

Keep the mixed-use land use designations in areas currently zoned MRC-1, NC-14, and I-Mix, and within historic neighborhood commercial areas. These mixed-use districts incorporate many of the same “form-based” standards incorporated into the City’s Special Public Interest 21 (SPI 21) and the BeltLine Overlay District regulations. These also allow a mix of uses and support walkable development patterns.

Ensure that all House are Residentially Zoned

Today, a few houses on Peeples Street, Grady Place, Beecher Street, and Queen Street are zoned for commercial or mixed-use development (e.g. C-1, MRC-1, or SPI-21) despite being used for single-family or two-family residential purposes. This mismatch between current use and zoning allows these houses to be developed into more intense uses that would be inconsistent with the goal of preserving the residential character of those street. Rezoning these parcels to residential districts would support their preservation.

Revise C-3 and RG-3 Zoning along Oak Street to SPI-21 SA2

A small area of C-3 zoning along the eastern end of Oak Street permits a dense commercial district with no design protections. Recently, it allowed the creation of an auto-oriented gas station on Lee Street on the site of a former grocery store. Adding this area to SPI-21 SA2 would ensure that any future development is compatible with the scale and design of the adjacent parcels and would support the creation of a cohesive business district.

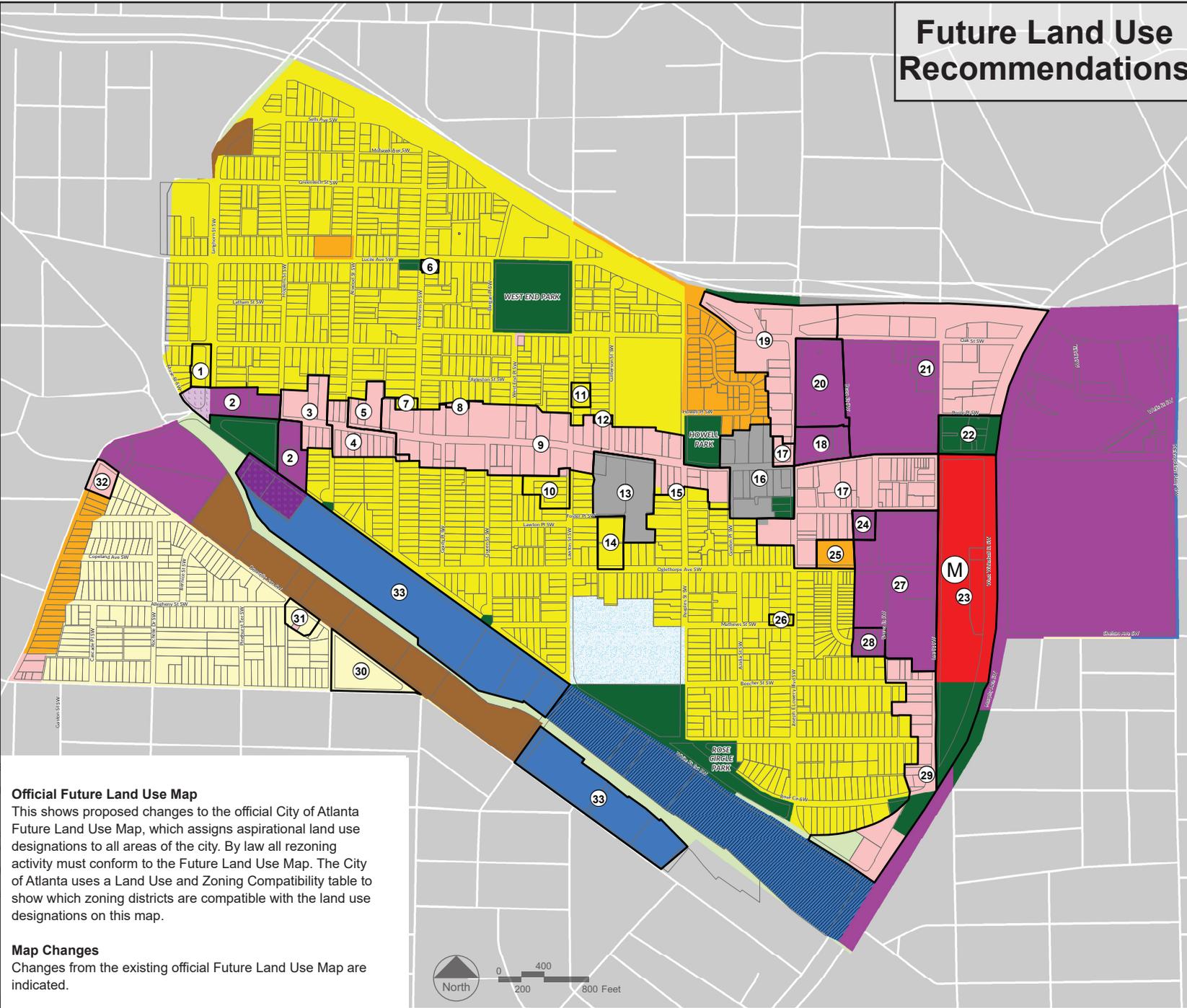
Similarly, along the western end of Oak Street is a small area zoned C-3 and RG-3, in what appears to be GDOT right-of-way. Although GDOT is not subject to City of Atlanta zoning, rezoning this site to SPI-21 SA2 would simplify the zoning map.



West End home

Future Land Use Recommendations

-  West End LCI Boundary
-  MARTA Station
-  MARTA Line
-  Atlanta BeltLine Corridor
-  Mixed-Use 10+ Stories
-  Mixed-Use 5-9 Stories
-  Mixed-Use 1-4 Stories
-  Mixed Industrial
-  Multifamily 5-9 Stories
-  Multifamily 1-4 Stories
-  Low Density Residential Neighborhood
-  Single Family Neighborhood
-  Office Institutional
-  Parks
-  Community Facilities
-  Transportation
-  Corresponding Land Use Recommendations
*See list, pages 156-157



Official Future Land Use Map

This shows proposed changes to the official City of Atlanta Future Land Use Map, which assigns aspirational land use designations to all areas of the city. By law all rezoning activity must conform to the Future Land Use Map. The City of Atlanta uses a Land Use and Zoning Compatibility table to show which zoning districts are compatible with the land use designations on this map.

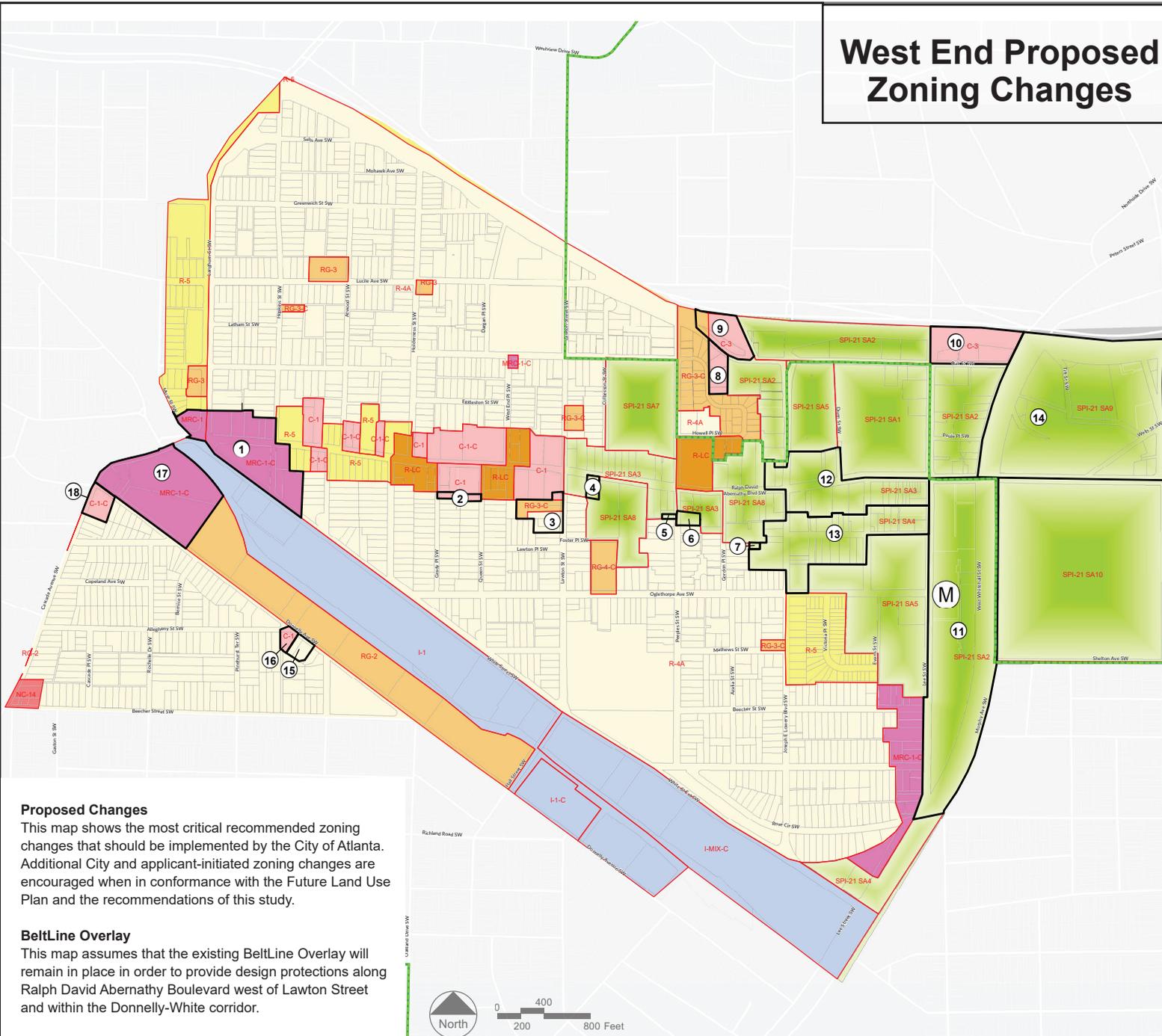
Map Changes

Changes from the existing official Future Land Use Map are indicated.



West End Proposed Zoning Changes

- Special Public Interest (SPI)
- Industrial
- Live-Work
- QOL Multi-Family
- QOL Mixed Use
- Commerical
- Neighborhood Commercial
- Residential - Single Family
- Residential - Duplex
- Residential - Multi-Family
- Residential - Limited Commercial
- West End LCI Boundary
- BeltLine Trail and Transit
- MARTA Rail Line
- MARTA Station
- Major Parks
- Proposed Zoning Changes
- # Corresponding Zoning Recommendations
*See list, page 159



Proposed Changes

This map shows the most critical recommended zoning changes that should be implemented by the City of Atlanta. Additional City and applicant-initiated zoning changes are encouraged when in conformance with the Future Land Use Plan and the recommendations of this study.

BeltLine Overlay

This map assumes that the existing BeltLine Overlay will remain in place in order to provide design protections along Ralph David Abernathy Boulevard west of Lawton Street and within the Donnelly-White corridor.

Conserve Affordable Housing

Coupled with the goal of preserving the character of the West End's residential areas is the aim of preserving affordable housing options for current and future residents.

As noted in the Existing Conditions section, the West End will become a largely different socio-economic community in the future if this challenge is left unaddressed. Residents repeatedly identified “helping residents stay and succeed” as a high priority during the public engagement phase of the planning process.

Apply Three Step Approach

In keeping with the goals and recommendations of the ONE Atlanta plan, this LCI Plan recommends a comprehensive set of steps for preserving existing West End affordable housing and for supporting new development to preserve opportunities for long-standing residents to find quality, affordable housing in the West End in the future.

Overall the recommendations are organized into three basic steps for conserving affordable housing. These are:

1. Leverage Land Use and Zoning
2. Increase Funding for Affordable Housing
3. Educate and Raise Awareness

Step 1.

Leverage Land Use and Zoning

Land use and zoning are powerful policy tools for preserving and developing affordable housing. In the face of prevailing real estate market forces, a significant loss of affordable housing in the West End is projected. The following are recommended to help offset the projected loss.

Update the Historic District to Preserve Historic Duplexes and Triplexes

Update the historic district regulations to allow historic, non-conforming 2- and 3-family houses to remain following renovation work, even if they are zoned R4-A. Current zoning requires these buildings to be turned into single-family homes following renovation. However, these housing types were part of the historic development of the West End and their design (i.e., multiple doors) is protected by West End Historic District regulations. These units also provide nonsubsidized, naturally occurring affordable housing.

Further Explore Promoting More “Missing Middle” Housing

The City of Atlanta recently adopted a number of zoning updates that support the development of more affordable “Missing Middle” housing. The revisions amend regulations so that buildings built before 1965 no longer have parking requirements (unless they have a liquor license), and loading requirements are reduced citywide. Parking is not required for new developments built within a half mile of transit stations, such as the West End MARTA Station. The zoning updates expand where accessory dwelling units and smaller homes can be built, meaning they're now legal in about half of the city.



Multi-unit “Missing Middle” housing offers affordable options

The LCI Plan recommends continuing to explore zoning revisions for promoting Missing Middle housing. For example, it is recommended that the zoning ordinance be further enhanced to permit internal accessory dwelling units. Lexington, Massachusetts permits residential homes to include “Granny Flats” and “English Basements.” These are units within existing homes that have separate entrances, full facilities (i.e., full kitchen, bathroom, and bedroom).

An additional recommendation is to revise the current zoning ordinance to permit cottage courts in place of single-family houses. Legislation that recently cleared both houses of the Oregon legislature with bipartisan support would allow the construction of cottage courts around a common yard

(See image titled “Cottage “Court”). According to the housing advocacy group Portland for Everyone, the basic idea is simple: on a relatively larger tract of land (for example, 10,000 square feet) where someone would ordinarily be able to build a few bigger homes (say, two 2,450-square-foot homes, each with an 800-square-foot accessory unit), the municipality would give them the option to build a larger number of smaller buildings that add up to the same size (six 1,080-square-foot homes, for example, or six 1,000-square-foot homes and one shared 500-square foot dining and kitchen area). Cottage courts are attractive to limited-income seniors who want to remain in their community, working parents who might want to share child-care, people with mobility challenges, and others who want to save money by living in a smaller house. When proposed in historic districts, all applicable historic preservation laws would apply.

In concert with revising zoning to permit cottage cluster housing, steps should be taken to assist elderly and other willing low-income West End homeowners to transition into smaller cottage housing; steps that enable them to capture the value of their existing homes, and buy the new smaller, lower cost, lower-taxed, lower-maintenance homes.

In the Atlanta area, the East Lake Commons co-housing development is an example with similarities to cottage court developments. East Lake Commons is built on 20 acres, 4 miles east of downtown Atlanta. Cohousing is a form of intentional community that places emphasis on resource sharing, community involvement, sustainable living, and diversity. It is based on a village-scale design with townhouses clustered around open space and a community-building. East Lake contains approximately 70 townhouses and a large community center used for community meals, meetings, and social events. The development includes a 3-acre organic garden, orchard, greenhouse, and pond.



East Lake Commons homes are clustered around open space



“Cottage Court” housing offers smaller, more affordable housing for many existing and future West End residents

Another opportunity is to assist those current homeowners within the LCI area that seek to downsize into a cottage unit through a gap financing strategy. In effect, these homeowners can realize the maximum value potential of their properties if they are rehabilitated before sale. An organization like the Atlanta BeltLine Partnership or the Atlanta Land Trust can partner with these homeowners to perform renovations, share in the additional value created by the rehabilitation (recommend a 10% return to the partner entity on their rehabilitation investment), and transition these residents into a cottage unit using the proceeds from the sale of their original house. This enables the current homeowners to move immediately while reaping the benefits of the rehabilitation effort in the form of an equity payment.

Consider Additional Zoning Revisions to Support New Affordable Housing

As developers come forward with major West End redevelopment projects in the future, inclusionary zoning provides one way to address the projected loss of affordable housing elsewhere in the community. Currently, both the City’s inclusionary zoning ordinance and BeltLine’s Overlay Workforce/Affordable Housing overlay zoning that is applicable for the West End, use zoning to encourage developers to include affordable housing in their future developments. For example, in certain commercial and mixed-use zoning areas of Atlanta where increased development density is considered more suitable, such as the Mixed Residential Commercial found in the West End, the local zoning gives permission to increase the amount of development that could occur on a site, usually by increasing height, if the developer “includes” affordable housing. This practice of giving a developer the ability to build more for including community benefits is called “inclusionary zoning.” For example, several of the current zoning Special Public Interest (SPI-21) subareas located around the MARTA’s West End station offer developers proposing to construct a mixed-use commercial and housing project the ability to increase the height of their buildings—which makes a project more profitable—if a portion of the new housing is reserved for affordable housing.

The City’s current inclusionary zoning policy is to require developers receiving density bonuses to reserve 10% of the units for renters whose income does not exceed 60% of AMI, or 15% of units for renters whose income is 80% of AMI.

Within West End these requirements apply to properties within the BeltLine Overlay District which covers all but a portion of the LCI area. It is recommended that in the event the Inclusionary Zoning regulations are updated in the future, that they be expanded to apply to all of the West End LCI area.



Given the need to offset the significant projected losses of affordable housing in the West End, it is recommended that the City expand the use of inclusionary zoning in the overlay areas around the MARTA station. Specifically, it is recommended that the overlay zoning in SPI-21 areas be amended to offer developers even greater density and height bonuses than currently allowed if a project incorporates even more community-beneficial outcomes. For example, for granting even greater “height bonuses” than today in SPI-21 Subareas 2 and 9, it is

recommended that the City explore raising affordable housing inclusionary targets from 10% to 25% of units for renters at the 60% AMI level and from 15% to 30% for renters who can afford 80% AMI. While this would be a change to the City's current inclusionary zoning, it is a policy that other government agencies, such as Fairfax County, VA, are enacting to address the growing affordable housing challenge.

In addition to granting developers increased building height for including affordable housing in a project, density and height bonuses should be available for other community benefits, including public parking, no parking, reduced parking, preservation of buildings over 50 years old, and preservation of building facades built before 1946 along Lee Street and Ralph David Abernathy Boulevard.

It should be noted that the more specific height guidelines are further recommended for SPI-21 subareas to ensure the scale and character of future buildings are compatible with the surrounding neighborhood. Additionally, granting of height bonuses should be provided along with existing zoning bonuses and may require an amendment to the overlay district to allow for an increase in the "combined maximum floor area ratio with bonuses" identified in the zoning code.

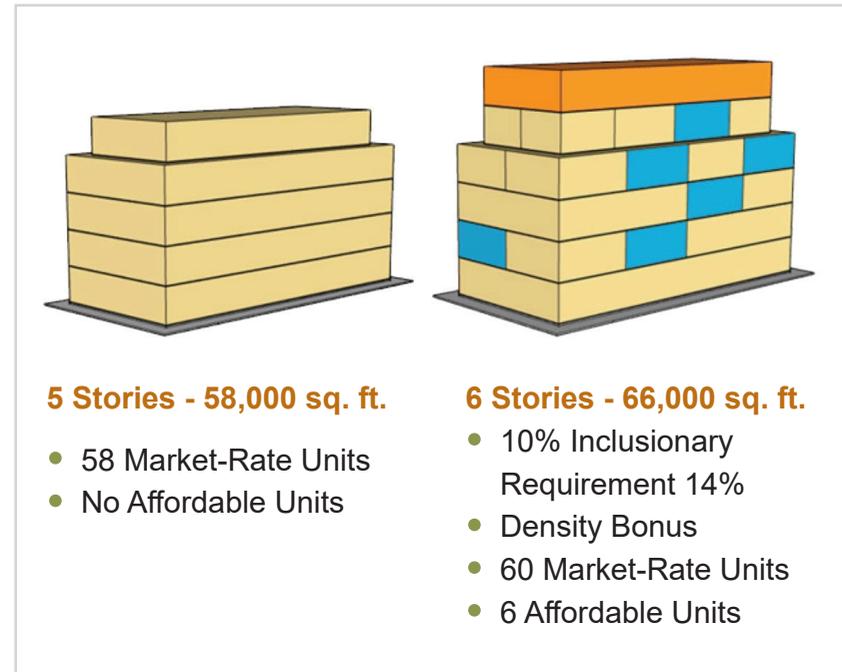


Illustration shows height bonus granted for including 10% affordable housing

Explore “First Right of Refusal” Tool

Another land use tool worth exploring to help preserve and develop West End affordable housing is one used by Montgomery County, MD. There the County has placed a deed restriction on all existing multifamily housing properties. The deed restriction requires that the owner of multifamily properties notify the County when a property is up for sale to give the County the right-of-first-refusal option to buy the property at an agreed upon price. When the County exercises the option, they become the property owner. Typically, the units are resold to an affordable housing organization, such as a land trust, or a local housing authority. More often than not the County chooses not to purchase a property. But the tool gives the County the ability to acquire high priority properties for affordable housing. The City will need to vet whether this is legal within Georgia’s statutes. If not, it will need to lobby the state legislature to provide this authority to the City.



Step 2.

Increase Funding for Affordable Housing

Funding for affordable housing is generally comprised of two components: funds invested to preserve and develop affordable housing and funds raised to continue and expand future affordable housing efforts. Funds invested include financial aid provided to homeowners and renters through direct assistance programs, such as the City’s down payment assistance program for home buyers. Homebuyers and renters also benefit from the financial incentives offered to multifamily property owners and developers to preserve and build affordable housing, e.g., subsidized low interest construction loans, gap financing, tax credits, and other financial tools.

With respect to generating revenue, the City and its partners are actively working to raise funds to not only continue, but expand, funding for affordable housing in the face of the growing challenge.

Continue to Increase Funding for Affordable Housing

The City of Atlanta is committed to investing \$1 billion in the production and preservation of affordable housing by 2026. This includes maximizing the use of existing sources and developing new sources of funding. For example, the City is intending to use \$420 million of City tax exempt bonds to leverage an estimated \$168 million in federal and \$85 million of state Low-Income Housing Tax Credits. With respect to funding from bonds, the City's Housing Opportunity Bond Program provides a highly flexible source of financing for developers and non-profit organizations to build, rehabilitate, and preserve affordable homes. Since the program was established in 2007, the City has committed \$75 million in funding for the bonds, helping create more than 3,500 affordable homes by leveraging \$400 million. To meet housing needs of Atlantans, the City may issue additional Housing Opportunity Bonds.

Other sources of funding to preserve and develop affordable housing could include such initiatives as: instituting a linkage development fee, which is an initiative similar to programs in Boston, Denver, and other cities, that assess a per-square-foot fee on new commercial development and use the proceeds for affordable housing. Other possible new sources include real estate transfer taxes, recording fees, permit fees, developing a scattered-site bond finance program, interest on government accounts, and lodgers' taxes on hotel and short-term rental stays. Of the initiatives identified above, two are likely to generate the largest source of additional revenues for preserving and creating affordable housing in the West End and city: linkage fees and real estate transfer taxes.

Seek Financial Incentives from Public and Private Partners

It is unlikely that simply offering potential developers the ability to increase the height of their projects will be a sufficient incentive alone for them to invest in West End projects that result in more affordable housing and community benefits. To enhance the appeal to developers, it is common for such development projects to be coupled with financial incentives. For example, financial incentives are provided through the Federal Opportunity Zone Program, Invest Atlanta, Fulton County Development Authority, and others that aim to support private investment in low-income communities.

The HouseATL Funders' Collective is a noteworthy example of the benefits of undertaking collaborative partnerships to preserve and develop affordable housing. Partners came together to renovate and preserve the 120-unit Capitol View Apartments. This innovative deal-making collective included the City of Atlanta, Atlanta Housing, Invest Atlanta, Atlanta BeltLine, Georgia Department of Community Affairs, Columbia Residential, Enterprise Community Loan Fund, and the Annie E. Casey Foundation.

Place High Priority on Linkage Fees and Real Estate Transaction Fees

Linkage fees attempt to link the production of market-rate real estate to the production of affordable housing. For example, according to the nonprofit organization, Inclusionary Housing, Boston has one of the oldest commercial linkage programs in the country. It requires that a linkage fee of about \$8 per square foot of new commercial development be made available for affordable housing. In the first fifteen years, linkage fees generated approximately \$45 million in revenue, which funded nearly 5,000 affordable units. Boston also requires at least half of its fee revenues to be invested in neighborhoods that have less than the citywide average of affordable housing or have a demonstrated need for producing or preserving affordable housing.

Real estate transaction fees are a market-based approach for generating funds for affordable housing. For example, California passed a bill in 2018 that allows the collection of additional recording fees for real estate transactions to fund affordable housing. A per-transaction fee of \$75 now applies to documents such as deeds and notices, up to a cap of \$225 per transaction. It is estimated that the fees will generate \$200-\$300 million annually for affordable housing.

In addition to the above, the City and its partners may wish to consider additional initiatives used by other government agencies around the country to help address the affordable housing challenge.

Consider Implementing a Housing Demolition Tax

Although most of the residential areas are in a historic district, so there is very limited residential demolition City of Atlanta and Atlanta BeltLine might evaluate a city-wide program similar to one put into place in Cook County, IL, that raises funds for affordable housing by charging a \$3-\$5 per square foot fee for any housing units demolished in the county. Since 1998, the Cook County demolition tax has generated an estimated \$60,000 annually. When used to underwrite a 10-year bond, this amount equates to approximately \$5.5M in bond value.

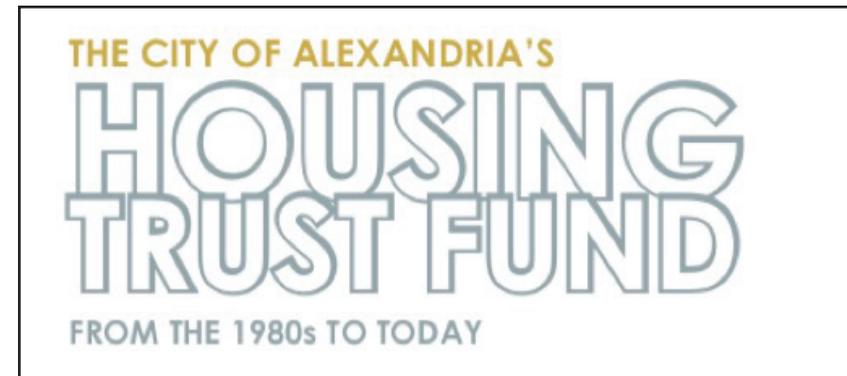


Explore Pilot “Housing Community Improvement District”

Today business and property owners in Georgia are entitled to form “Community Improvement Districts” and tax themselves. The revenues raised from the additional taxes are used for capital improvement projects, such as installing new sidewalks, paving roadways or other investments that the businesses feel are beneficial to the district.

One innovative approach to the affordable housing challenge to explore could be for the community, City, and State (through new legislation) to pilot a project that expands the CID model to allow communities to create Housing Community Improvement Districts (Housing CIDs). For example, if tried in the West End, a Housing CID could be a special taxing district within the City that would enable the West End community to self-tax, with the money raised to support low-income residents seeking to remain in the community or to be used for the creation of new affordable housing. Tax exemptions would be offered to limited and low-income residents to ensure they are not negatively affected by a new tax. If the model proves successful, other neighborhoods or residents of the City might want to create similar Housing CIDs or the City can expand the boundary of the CID to encompass a larger area—even the entire City.

A similar model exists in Alexandria, VA. In the 1980s, city leadership voted to create what is effectively a city-wide housing community improvement district. Residents supported an increase in local property tax by 1 mill on all properties with the additional money raised to go to a Housing Trust Fund for the preservation and development of affordable housing. To date, Alexandria’s Housing Trust Fund, which includes contributions from developers and other sources of revenue, has had a positive \$44 million impact on preserving and promoting the development of affordable housing in the City.



Alexandria, VA, voted in 1980s to raise property tax generating \$44M for affordable housing development to date

Support Increased Role of Non-Profit Affordable Housing Partners

Nonprofit organizations historically have played a key role in preserving and developing affordable housing. For example, Atlanta Habitat for Humanity is the largest nonprofit, affordable single-family housing developer in the city. Each year it invests over \$6 million in new home construction, renovations and repairs and over 6,000 people are living in homes across Atlanta acquired through its efforts.

Nonprofit organizations “Community Land Trusts,” such as the Atlanta Land Trust offer a model for preserving and developing West End affordable housing that deserves increased attention and support. A community land trust (CLT) is a nonprofit corporation that develops and manages affordable housing, community gardens, civic buildings, commercial spaces, and other community assets on behalf of a community. As nonprofits, CLTs are eligible to receive various forms of funding from foundations and public sector partners. In turn, they are able to develop, and then rent or sell, housing at prices approximately 20-50% less than market rates.

Without question, a CLT’s most distinguishing feature is its “land lease” approach. Acting on its own, or in partnership with a for-profit developer, a CLT will purchase a property, and then develop or redevelop affordable housing units for rent or sale. The CLT continues to own the land, placing deed restrictions on the housing units to ensure those units that are rented or sold remain affordable in perpetuity.

Housing unit-owners enjoy the same benefits of traditional home ownership, with certain differences that include: the purchase price is lower, usually about 20% to 50% below the market rate; the CLT owns the land under the home and the unit-owner then leases the land from the CLT for a small fee; the resale price is set by a formula in the ground lease that gives unit-owners a fair return on their investment and allows future buyers to purchase the units at an affordable price. For example, a deed restriction might state that the unit can appreciate at an amount 2.5% per year. This allows the unit-owner to accrue equity but ensures the resale price will remain affordable for the next buyer; and CLTs typically retain an option to repurchase any unit if an owner ever chooses to sell. Finally, as with traditional homeownership, unit owners have a mortgage with a bank, pay property taxes, can make alterations and improvements, receive Federal mortgage tax deduction, and units can be inherited.

It should be noted that the Atlanta Land Trust has increased its efforts in the West End and BeltLine Subarea 1. Either the ALT should create a specific effort in the West End and Beltline Subarea 1, or a separate sister organization could be created to focus on these specific areas.

Explore Innovative Affordable Housing Measures

Because of the West End community's strong desire to help local residents remain in the West End, it is an ideal partner for piloting innovative affordable housing approaches such as those identified in this plan, as well as others that include potential regional approaches, and as of yet uncharted public-private-foundation initiatives.

Step 3.

Educate and Raise Awareness

Raising awareness of the affordable housing challenge is important for a number of reasons. One, there are a number of programs and initiatives already available to homeowners and renters that may benefit them if they become aware of their existence. Secondly, increasing knowledge of, and support for, the ONE Atlanta Affordable Housing Plan is critical to implementing the actions called for in the Plan.



Examine creating “Community Preservation Office”

When individuals and communities are facing major challenges, accurate and timely information is vital. This is the reasoning behind the recommendation for creating a “Community Preservation Office (CPO).” The CPO is imagined to be a storefront “one stop shopping” center operated by full-time staff members to provide West End residents information about affordable housing programs. For example, homeowners would be provided with information regarding the local real estate market to ensure that their interests are served and to limit predatory purchase practices that have anecdotally been identified. Advice would be provided about other programs, such as available City and Fulton County tax abatements, housing modernization support for seniors, and other homeowner assistance programs. Guidance to renters and homeowners could include information regarding appealing tax bills, cleaning up deeds, estate management, tenant rights, and accessing affordable housing programs. Additionally, residents would be provided with guidance about workforce training, jobs available through a CPO-maintained job database, and available social services to help West End residents obtain and retain higher paying jobs.

It is envisioned that the CPO would also provide information and technical assistance to West End owners and operators of local businesses. Guidance would include providing information such as: accessing small business assistance programs, entrepreneurship development programs, and obtaining financing for launching new businesses or business expansion.

Potential partners to support the establishment and operation of a West End Community Preservation Office might include government agencies such as AmeriCorps VISTA, public authorities such as Invest Atlanta, the West End Community Improvement District, Atlanta University Center, and other organizations with an interest in preservation and long-term success of the West End.



Community Preservation Office staff would serve as a resource to West End residents and businesses

Continue Collaboration in Support of ONE Atlanta Affordable Housing Plan

Throughout the LCI planning process, West End residents repeatedly asked: what can be done to help them afford to live in the West End? This LCI Plan highlights some of the efforts currently underway to preserve and develop affordable housing. The ONE Atlanta Plan provides a more comprehensive overview of measures being undertaken, or under consideration, for preserving and creating affordable housing in the West End and across the city. The future success of the ONE Atlanta Plan largely depends on residents, community organizations, business leaders, and elected officials working together to make the plan happen.

Consider Organizing Annual “West End Affordable Housing Summit”

One example of a concrete step West End residents can take to help support the One Atlanta Affordable Housing Plan is to organize an annual West End Housing Summit. This could be one more initiative of the Community Preservation Office that brings together representatives of the key government agencies, nonprofit organizations, and business leaders to inform the community about steps underway to address the affordable housing challenge and to discuss what more could be done.



Attendance at LCI Plan Update meetings showed a significant interest in future West End affordable housing

Focus Area 3

Community Beneficial Economic Development

Recommendations

Apply “Community-Beneficial” Economic Development Approach

It is recommended that future West End economic development be carried out in accordance with two key Atlanta City Design principles of promoting growth in suitable locations and by promoting “equitable” growth, development that equitably benefits everyone. In other words, an equitable approach to growth is a “win-win” approach to economic development in which future initiatives create maximum benefits for both the developers and the community. For just as future West End developers will invest significant amounts of time and money into creating successful projects, so too will the public agencies who will be representing the West End in these projects. For example, significant public contributions have already been made that benefit future developers, including major investments in the local and regional transportation systems. Tax incentives, gap financing, and low-interest loans will likely be provided.

It is possible that public incentives will be used to support private development goals of assembling land and building to a scale sufficient to maximize their return on investment. As a condition of public funding, the community and City are encouraged to seek “community-beneficial” development through partnerships that require developments to provide high priority outcomes sought by the community. These might include encouraging developers to identify measures for supporting community development beyond receiving density and height bonuses for developing affordable housing. For

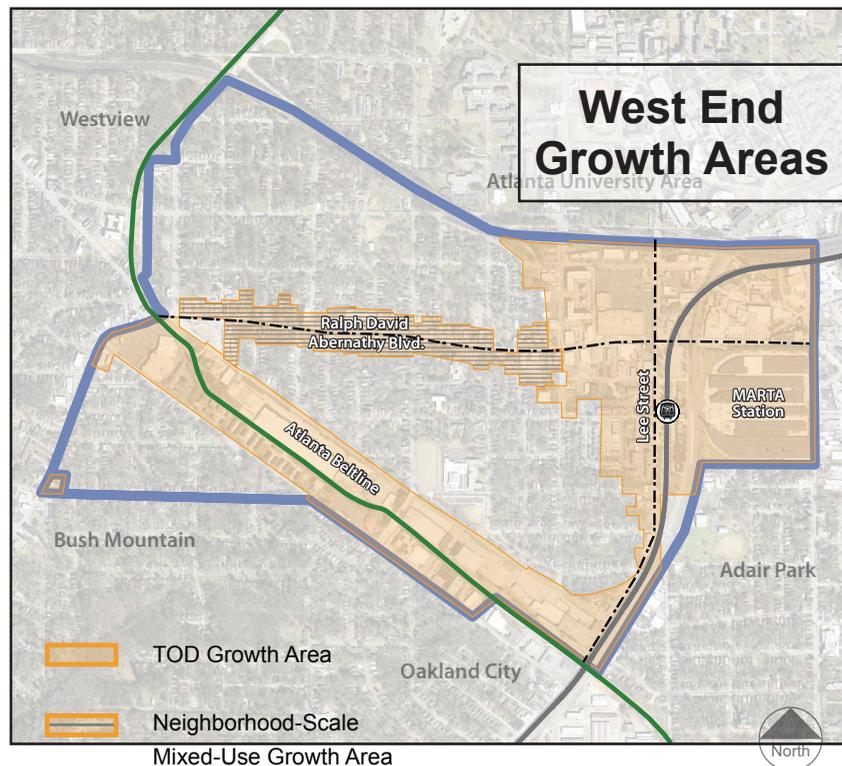
example, organizations such as the West End Community Improvement District and Neighborhood Planning Units T and V might consider periodically emphasizing to future developers the value and mutual benefits of projects that provide on-site job training, local business development initiatives, childcare and elder care facilities, and co-sponsorship funding for local community and cultural programs and events. These concerns could be shared with Invest Atlanta and other public funding entities and, ideally, made a condition of public funding.

Undertake Combination of Steps to Promote Development

While the West End’s proximity to downtown Atlanta and access to major transportation corridors make it an attractive location for economic development, additional actions are recommended to catalyze future development around MARTA and the BeltLine. Steps include revising zoning to offer developers greater development densities, financial incentives and public investments in capital projects, e.g., construction of outdoor plazas, pocket parks, and streetscape improvements that complement future development and directly benefit the community.

Further Encourage “Transit-Oriented Development” (TOD) near MARTA and along BeltLine

Currently the SPI-21 zoning district and BeltLine Overlay District exist to support transit-oriented development in the West End. Both are designed to encourage a mix of residential, commercial, open space and other types of development within walking distance of the West End MARTA station and future BeltLine transit line. Additionally, the intent of these zoning districts is to increase transit ridership, reduce the use of private cars, and promote healthy walkable urban environments.



As shown in light green on the West End Existing Zoning map on page 53, the SPI-21 Zoning District near the West End MARTA Station is comprised of 10 Subareas. The BeltLine Overlay District is shown in light blue and runs along the southern border of the West End.

The recommendations that follow describe proposed revisions to these zoning districts and related steps for further encouraging the redevelopment of these areas.

Link Five Areas into Integrated West End Station District

Today the MARTA line, a freight rail corridor, and several major roadways exist as physical barriers that create the five areas around the West End MARTA Station. However, with the application of pedestrian-oriented urban design principles, opportunities do exist to effectively weave these areas into a unified district. For the purposes of this plan, the five redevelopment areas in the vicinity of the MARTA West End Station are referred to as the West End Station District. It is important to envision the five areas as an interrelated place. For example, it is reasonable to expect that as one area within the district undergoes redevelopment, it will likely serve to attract interest in the redevelopment of the adjoining areas. With respect to improving physical connectivity, prior to physically improving any one of the five areas, plans should be formulated to improve links from that area to the others.

Focus on Five MARTA Station Redevelopment Areas

Five priority areas around the West End MARTA Station are the most suitable to accommodate major redevelopment in the West End commercial core. They are the most suitable because they are located within proximity to the MARTA West End Station that currently attracts approximately 7,000 weekday rail riders. There are a number of vacant and underdeveloped parcels that alone, and bundled together, present opportunities for supporting future development. It is an area where significant commercial development has already taken place. The zoning districts largely support greater levels of TOD development. The community has identified these areas as suitable for greater levels of development because redevelopment results in job creation associated with new commercial development, fewer vehicular trips to access the MARTA system, an enhanced walkable commercial core, quality outdoor public places, and opportunities for fulfilling other community-beneficial outcomes, e.g., multi-family housing, incorporating day care, elder care, and job training facilities within walking distance of the West End Station. The five areas are identified in the graphic on this page.

Encourage Further MARTA Investment

MARTA is a key player in the West End Station District's redevelopment. As an agency it stands to benefit from the area's redevelopment in a number of ways. At the same time, MARTA's investment in the area sends a strong signal to the larger private development community.



It is in MARTA's interest to invest in the West End Station District because MARTA benefits financially from redevelopment of the parcels it owns adjacent to the West End Station. Furthermore, as development increases around the station, MARTA benefits from increases in future MARTA system ridership.

The increased zoning density levels recommended in this plan serve to raise the value of MARTA properties in the vicinity of the West End Station. This results in enhancing MARTA's ability to attract potential development partners.

In concert with taking advantage of zoning changes that support station-area development, it is hoped that MARTA undertakes steps of its own to further increase the value of its properties. Such steps include promoting projects in the WE Station District and including district parking in the other redevelopment areas.



Parking garage at MARTA Station could be built similar to parking above ground floor retail and health clinic in downtown Decatur

Encourage MARTA Center Redevelopment

West End is one of seven transit stations located within Opportunity Zones that MARTA plans to offer to private developers for Transit Oriented Development in the near future. While the development plan for the West End Station has not been defined, MARTA is focused on creating value for transit patrons and the surrounding community with a focus on jobs and affordable housing. To ensure the impacts of these improvements continue into the future, MARTA plans to pursue ground leases to maintain long-term control.

To encourage redevelopment of the parcels within the area identified as MARTA Center, the LCI Plan recommends that the current SPI-21 SA 2 district zoning be revised to allow building heights to increase from a maximum of 72' today to 140' or 12 stories. Notably, this increase in height would primarily pertain to MARTA Center parcels between Lee and Murphy Streets, and between RDA Boulevard and where Lee Street crosses underneath the MARTA line and connects to Whitehall and Murphy Avenue. The parcels within the MARTA Center area north of RDA Boulevard include a block of attractive early 20th Century storefronts that are important to preserve.

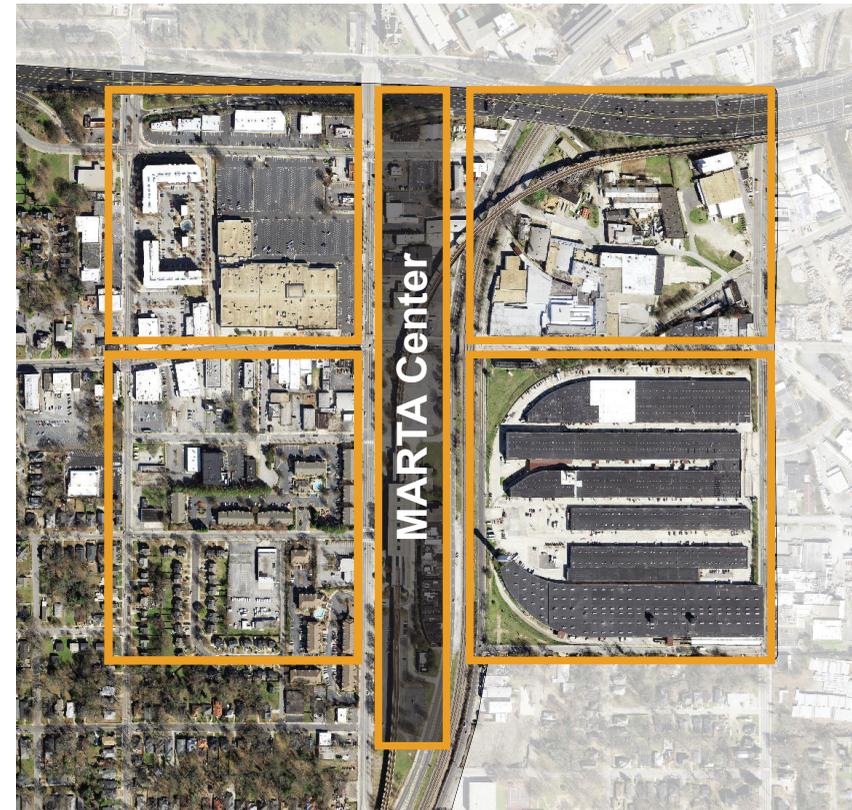


Vision of future MARTA Center mixed-use redevelopment between Lee Street and Murphy Avenue

Capitalize on MARTA Center's Unique Assets

MARTA's West End location at the heart of the West End district and MARTA's ownership of key parcels of land adjacent to the West End Station presents opportunities for promoting future development that fulfills a number of West End community objectives including:

- As noted under “Enhancing Mobility”, construction of “great street” connections in the vicinity of the station fosters safe and inviting streetscape connections to other areas within the district and surrounding neighborhoods.
- Enhancing internal station circulation, also described under the “Improving Mobility” section, supports more direct connections between riders, buses, trains, and station entrances.
- The inclusion of shared structured public parking supports local business and resident needs.
- Station area redevelopment presents opportunities for enhancing public outdoor spaces for presenting public art and supporting community events and gatherings. For example, the current “Fresh MARTA Market” might be expanded to host an outdoor marketplace that includes other food producers, food trucks, and artisans.



Encourage MARTA to Incorporate Daycare, Elder Care, and a “Train-to-Train” Center into West End Station Redevelopment

In consideration of any potential investment MARTA may make to create structured parking and other station-area improvements, the agency is encouraged to partner with potential future parcel developers to incorporate activities that would help to concurrently attract riders and fulfill community-beneficial outcomes. For example, as discussed in community meetings, it is common for TOD projects to incorporate daycare

and elder care facilities within transit station areas that enable an individual to ride transit to and from work, while their family member is cared for nearby. Additionally, given the community’s desire for improved access to jobs—especially better paying jobs—MARTA is encouraged to partner with developers willing to incorporate into their mixed-use developments a “Train-to-Train” Center. Such a facility would enable riders to participate in career development classes before or after commuting to work with family members nearby.



Redevelopment of West End Station offers opportunities for attracting riders and achieving community-beneficial outcomes, e.g., incorporating day care, elder care and job training and career development center.

Extend Future Lee Street Greenway to Generate Trips

The City of Atlanta is planning to construct a greenway and multiuse trail along Lee Street linking Fort McPherson Station with the West End Station. The new trail will form an important north-south trail connection and improve local access to the station. This includes providing safer connections to and from the West End Station for those living in West End and other area neighborhoods.

Additionally, the new trail is an opportunity to better connect the five priority areas around the West End MARTA to other parts of the West End LCI study area and beyond. For example, extending the trail north to connect with the colleges that make up Atlanta University Center would provide a car-free way for students and staff to access the station. Such a link would also facilitate student and staff travel between AUC and future developments in the West End district. Additionally, extending the trail from the West End Station along RDA Boulevard would result in safer passage for pedestrians and cyclists traveling to and from the MET and Murphy and Tift redevelopment areas. From an economic development perspective, trips by greenway users support economic development within the West End Station District. This includes increasing trips to existing area businesses, as well as supporting the growth of new businesses to serve greenway pedestrians and cyclists, e.g., restaurants and bicycle shops.



Support Mall West End Development

The proposed plan for redeveloping the Mall West End reflects a “community-beneficial” approach. The “Mall West End” project includes constructing a mixed-use development that includes retail, office, residential, hotel, cultural, and public spaces. The developers’ current plans are to seek Federal Opportunity Zoning financing, along with financial incentive

support from organizations and mechanisms such as Atlanta BeltLine, the New Markets Tax Credit, HUBZone, and West End CID. In addition to retail and other land uses identified above, the project currently includes affordable housing, affordable workspace, public space, and a contribution of \$10 million to an economic development fund to support local businesses.



Developer's rendering of proposed Mall West End mixed-use redevelopment

While the current affordable housing goals proposed by the Mall West End developers exceed the City of Atlanta's current inclusionary zoning affordable housing levels, given the need for future affordable housing, the developers are encouraged to explore other measures that raise the affordable housing targets in the current development proposal to the ones recommended in this plan of 25% of units for renters at the 60% AMI level and 30% for renters who can afford 80% AMI.

It is further recommended that the developer incorporate the future greenway multi-use trail along the Lee Street edge of the development. This would provide a key link for extending the future multi-use trail between MARTA's West End and Fort McPherson stations north to connect with the Atlanta University Center. In addition, many of the parcels surrounding the West End Mall and fronting J.E. Lowery Boulevard are developed in a low-density auto-oriented form. Their redevelopment into a higher-density mixed-use urban form should be encouraged and incentivized.





Encourage Further MET Development

Built in 1914 by Coca-Cola Co-founder Asa Candler, the 1.1 million SF Metropolitan (MET) Development was originally constructed to aid struggling Georgia farmers. Later uses included serving as a military distribution warehouse during WW I and II.

Today, the property is being redeveloped by Carter real estate development as live-work space that includes studios, artisan manufacturing, office, retail, housing, event space, and open space.

Future plans could potentially include adding a parking deck and increased mixed-use space. The current SPI-21 Subarea overlay zoning permits development up to 225' in height. It is worth noting that the MET's developer is not subject to the inclusionary zoning requirements of the BeltLine overlay; however, given the pressing need for affordable housing in the surrounding communities, it is recommended that government agencies providing financial incentives for development seek to include explicit provisions for the development of affordable housing and related community benefits.



Developer's illustration of plaza and main entrance to the MET

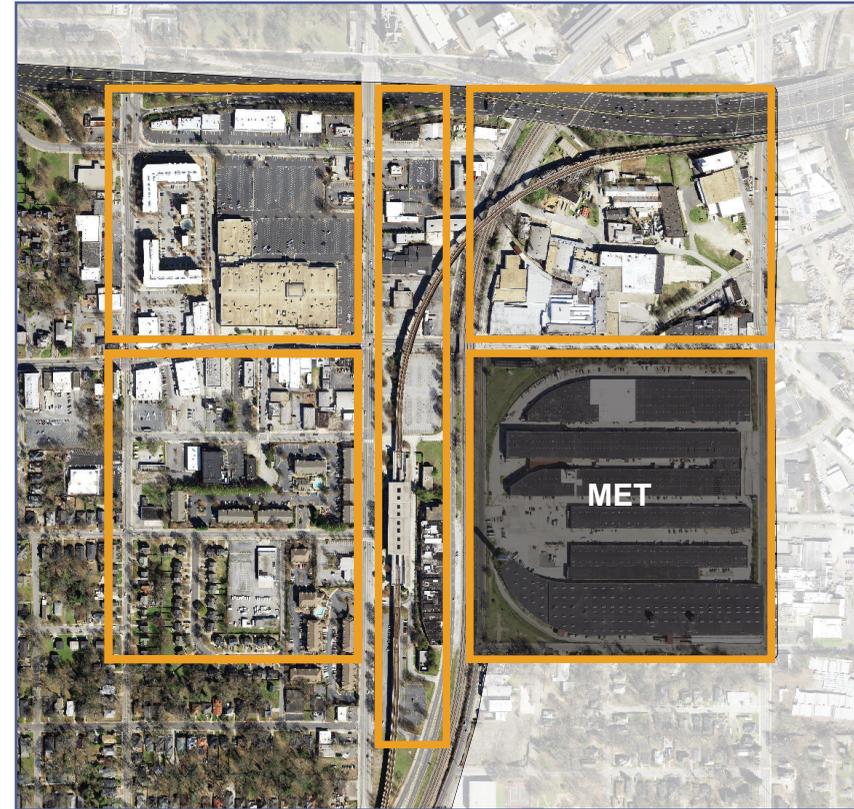
Improve Connectivity along RDA Boulevard

Economic development east and west of the MARTA West End Station benefits by the creation of a safer more inviting streetscape connection along RDA Boulevard. Phase I should include a “great street” connection running east along RDA Boulevard connecting the MARTA Center area to the MET’s main entrance on Murphy Avenue, with a Phase 2 connection to the Murphy and Tift development area. Phase 3 would extend this same streetscape approach westward to connect with White Street and the Beltline. Additionally, mixed-use development along RDA Boulevard east of Lee Street should be encouraged that includes zero lot line retail to create an inviting passage between MARTA Center and the MET.

The addition of colorful lighting and murals to the freight train bridge over RDA Boulevard would serve to make this east-west passage a more attractive and inviting experience.



Example of new lighting and mural on freight train bridge over RDA Boulevard.



Future connections between the MARTA Center and MET might also include the development of a pedestrian tunnel between the station and Murphy Avenue in the vicinity of the MET. An improved connection is a priority for owners of the MET, while Adair Park residents prefer a connection that is further south. A connection from Adair Park to the West End MARTA station south of Shelton would increase access to the station for Adair Park residents. Such a connection requires further study in light of options for improving street-level connections and competing MARTA stations-side improvements.

Support “Neighborhood Center” Development between York Avenue and RDA Boulevard

While the redevelopment of the Mall West End is intended to create an urban destination that includes a range of shopping, dining, and entertainment opportunities to benefit the larger community, redevelopment of the area between York Avenue

and RDA Boulevard is an opportunity for creating a smaller-scale neighborhood center. As used here “neighborhood center” means providing a space for small, local, neighborhood-oriented businesses that complement the Mall West End redevelopment.



Birds-eye view of York Ave. with “infill development,” complete street, 2 lanes of on-street parking and public plaza mid-block for gatherings and events.

Along Ralph David Abernathy Boulevard, the vision seeks to preserve the smaller-scale character of the early 20th-century storefront facades, while encouraging development above and behind those facades. New upper story additions should be setback back at least 20 feet behind the historic portion below; no such setbacks should apply to completely new buildings. Open space requirements should also be reduced for sites that preserve the facades or the entire building.

Along York Avenue, a similar scale is envisioned, except it would be in the primary form of new development. The avenue would be anchored by the existing Big Bear supermarket to the West, existing restaurants near the intersection of York and Evans Street, a family health center, a day care center, and other existing businesses and residential uses.

To achieve this vision, it will be recommended to update the SPI 21 zoning to:

- Require upper story additions to be set back at least 20 feet behind the historic façade below.
- Increase allowed building height in SA 3 from 46 feet to 72 feet in order to allow for high-quality ground floor commercial space (which typically requires 16 to 18 feet ceiling heights) and match the scale of the Mall West End redevelopment across the street. Corresponding density bonuses and/or increases in floor area ratio (FAR) should also be considered.
- Increase the allowed building height in SA 4 from 46 feet to 50 feet for the reasons noted above.



Additionally, redesigning the street itself is recommended. This could include adding more on-street parking, bike facilities, seating, lighting, street trees, and plantings. The construction of a small public plaza that includes a small stage for hosting community gatherings and events is also recommended.

 **Murphy and Tift**

Promote Murphy and Tift Redevelopment

This plan recommends encouraging redevelopment of the northeast area within the West End District identified as “Murphy and Tift” with a mix of residential, commercial, and compatible light industrial uses. The areas currently consists of low-rise commercial and industrial buildings, underutilized parking lots and vacant parcels.

To achieve this vision, it will be recommended to update the SPI 21 zoning to:

- Increase allowed building height in SA 9 from 72 feet to 225 feet in order to capitalized on exception MARTA rail and roadway access. Corresponding density bonuses and/or increases in floor area ratio (FAR) should also be considered.
- Grant increased densities for projects that encourage the preservation of buildings built prior to 1946, such as the Abrams Fixture building. If the preservation of certain older buildings proves to be economically infeasible, then the revised zoning should encourage developers to incorporate design elements that reflect the area’s industrial past.
- Establish a minimum building height of 24 feet or two stories, whichever is less.
- Incorporate a minimum industrial concurrency requirement equal to 30% of the total development floor area or a floor area ratio of 0.3, whichever is less, for sites larger than 1 acre. Use I-Mix requirements to define what is considered “industrial.”



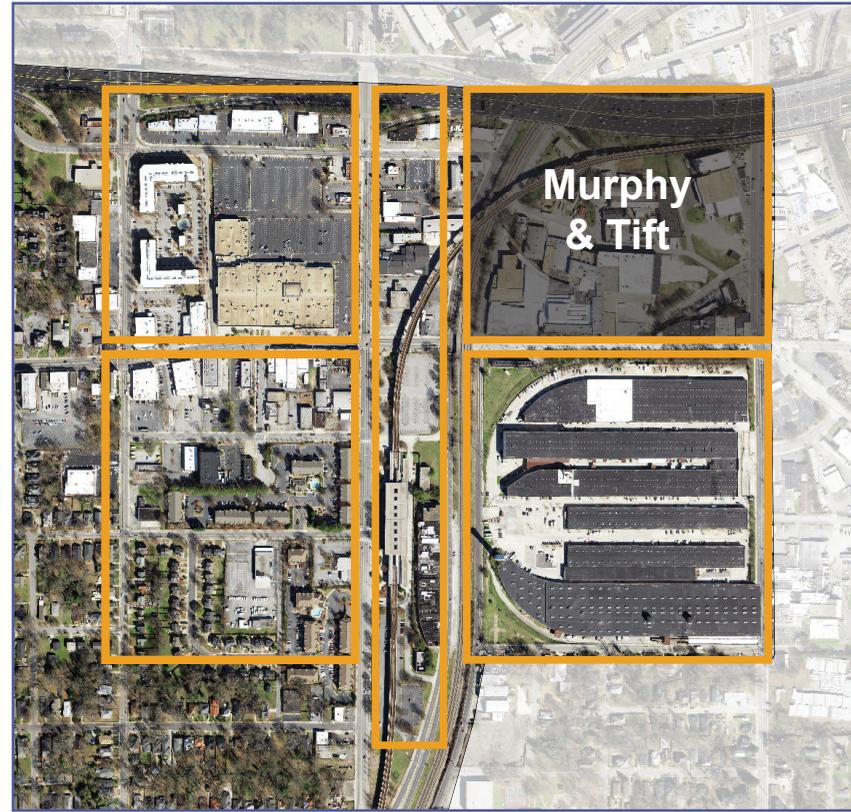
Aerial of potential Murphy and Tift mixed-use redevelopment



7-story residential development in Decatur with ground-floor retail



Focus on enhanced connectivity for all travel modes



BeltLine Corridor

In addition to MARTA Center, the BeltLine corridor is also proposed for transit-oriented development. Located in the southern section of the LCI study area on either side of the BeltLine trail, this area constitutes a linear activity node which runs from Lee Street to the Cascade Avenue/Ralph David Abernathy Boulevard intersection. Redevelopment is proposed to consist of a mix of residential, office, industrial, commercial, and open space uses all within walking distance of the future BeltLine transit line. Composed of two distinct areas, the Warehouse Row Corridor and Kroger Citi Center Area are discussed separately below.



Warehouse Row Corridor

The completion of the BeltLine Westside Trail has been a catalyst for the redevelopment and repurposing of several of the industrial buildings along the corridor. Many of the more recently established uses have focused on the food industry, with the area being described as an “Original Food and Beverage District.” Warehouse Row Corridor redevelopment provides not only restaurant and entertainment options desired by the community but also employment opportunities for area residents. Planned redevelopment includes densification, and with the introduction of multi-family residential uses, the area will transition to a live/work environment. As this area redevelops it is important that appropriate transitions to the adjacent historic neighborhoods are maintained. It is also important that future nonresidential uses continue to provide employment opportunities for area residents. More information on the recommended redevelopment is included in the BeltLine Subarea 1 Plan.



BeltLine Redevelopment Area

Land Use Map changes along the corridor are intended to support the mix of uses characteristic of a live/work area. Additionally, the map changes on the south side of Donnelly Avenue more accurately reflect the existing uses on the property while the recommended zoning changes provide for mixed use should redevelopment of these properties occur in the future.

Mobility recommendations include a number of improvements that enhance pedestrian and bicycle access from Warehouse Row Corridor and the BeltLine Trail to the residential areas to the north and south. Advancing these projects is important to both reducing vehicular traffic within the residential neighborhoods and to increasing mobility options.

Kroger Citi Center Area

Redevelopment of the Kroger Citi Center Area was identified as a community priority in the 2010 Subarea 1 Master Plan. While redevelopment of this grocery store-anchored suburban strip-style shopping center has not occurred to date, the community continues to support densification, the introduction of residential uses, and a more varied tenant mix on the site. The property has been for sale for several years and was recently auctioned but no interested parties submitted bids.

Prior plan recommendations call for medium density mixed use, but redevelopment is unlikely at this density. Reclassification of the area to high density mixed use is more in keeping with the development potential for this large site. Additionally, rezoning of the property from MRC-1 to MRC-3 will provide for the desired future development. While the MRC-3 district allows taller buildings, height plane requirements mandate transition to the nearby single-family residential neighborhood thus limiting the height on most of the site. The table highlights these Land Use and Zoning changes.

The Kroger Citi Center Area benefits from direct access to the BeltLine Trail. Mobility recommendations along the White Street corridor will enhance bicycle and pedestrian access to the BeltLine and in turn to the area. Many comments were received from the community regarding congestion and pedestrian safety at the Ralph David Abernathy/Cascade Avenue/Langhorn Street/White Street intersection. Proposed improvements along Cascade Avenue and reconfiguration of this intersection will address this significant community concern.

Community-Wide Economic Development Recommendations

Establish an In-neighborhood Community Preservation Office (CPO)

As detailed in the Conserving Affordable Housing section, a Community Preservation Office is an excellent way to provide direct outreach to the community while providing critical support to both businesses and residents seeking to stay, thrive, and grow within the LCI boundaries. Such a physical location within the community would provide a center for representatives of local businesses and residents. It would provide a resource for:

- Businesses to access financial, marketing, workforce training, and general business assistance information.
- Local residents seeking information related to housing programs, social services, job training, and skills development.

A funding strategy will need to be created to hire full-time staff. This will be most effective as a partnership through the existing business community, the City, and other local implementation partners. Ultimately, the goal is to have the local community (businesses and residents) take ownership of this effort with support from the City and groups like ABI and philanthropic organizations.

From an economic development perspective, the CPO should serve as an enhanced communication and outreach entity for existing businesses. The CPO staff should be capable of marketing existing business and workforce development programs that are already offered through partners such as Invest Atlanta, Atlanta Tech, and WorkSource Atlanta. It also should have connections with local business incubators and accelerators (i.e. the Russell Center for Innovation and Entrepreneurship). The CPO can also do outreach to businesses to create a locally-sourced and locally-managed available jobs database, helping residents find new employment opportunities and tying local businesses to the training programs available to help effectively fill their needs.

Develop a West End-specific Opportunity Fund (Federal Opportunity Zone)

Invest Atlanta and the Federal Opportunity Zone program offers investors seeking to defer and reduce their capital gains an opportunity to do so through investing in economically challenged areas. The West End LCI is located within one of the Federally-designated zones. This investment strategy requires a Federally-recognized Opportunity Fund to be the vehicle for investment. While any Opportunity Fund can invest in any Opportunity Zone, the competitive nature of placing these investments will make areas like the West End LCI less likely to benefit due to the greater uncertainty and risk of the market compared to other Opportunity Zones (i.e. downtown Atlanta).

To this point, the City should seek partners to create a West End LCI-specific Opportunity Fund committed to deals only in the local Opportunity Zone. This can be done with all private investors or in partnership with existing philanthropic entities. The creation of an area-specific Opportunity Fund shows the investment market the City's commitment to revitalization and preservation of the community. The City could leverage other incentives (i.e. tax abatements) within this Fund to attract investors for initial projects.

Weigh Incentives that Support Preservation of Architecturally Significant Buildings

Similar to the locally-owned business opportunity, the City can link specific incentives to those redevelopment projects willing to preserve either the facades or the full building of architecturally significant buildings. This initiative will incentivize developers to try and protect the hardscape that has made the West End and Adair Park communities a unique and interesting place to live, work, and play. Specific criteria would need to be established to determine what buildings qualify, but these criteria should ensure that the preservation focuses on buildings and facades that are relevant to the history and atmosphere of the community. Incentives could include:

- Use of Transfer of Development Rights
- Density bonuses
- Fee waivers
- Expedited review processes
- Rehabilitation grants
- Low/zero interest rehabilitation loans



The 1920s Abrams Factory once made cabinetry

Consider Incentives to Support Locally-Owned Businesses

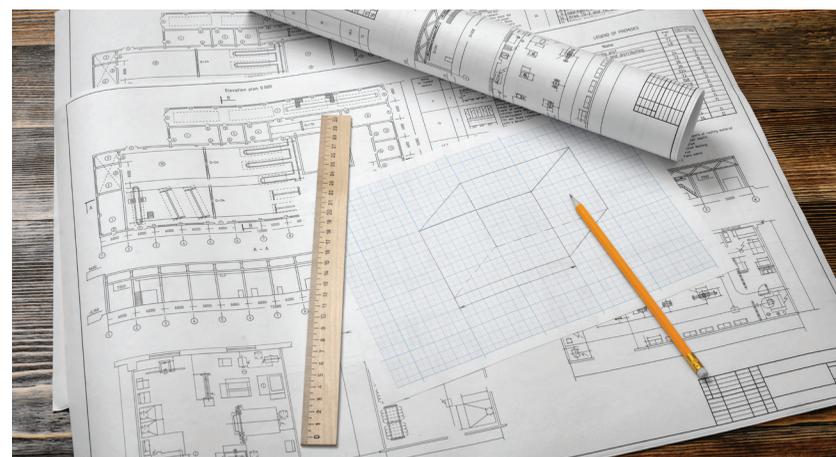
Another opportunity is to link existing and new incentives to developments that are willing to commit employment-generating space to locally owned businesses. In this case, locally-owned would be businesses owned by persons who live in (or immediately adjacent to) the study area. This ensures that at least some of the locally-owned businesses currently operating in the LCI boundaries will have the opportunity to continue into the foreseeable future. Incentive programs that could be tied to this initiative include (but are not limited to):

- Density bonuses
- Fee waivers
- Expedited review processes

Reconfigure SPI and I-Mix Zoning

Given the City's commitment to economic development in the West End LCI, there is the potential to require redevelopment projects to preserve non-residential square footage. The I-Mix zoning already does this. The current policy requires that at least 30% of the new development be industrial space. While commendable, it creates scale issues when the redevelopment project reaches TOD levels. Simply put, there is a physical challenge to requiring vertical industrial space when considering a 5+ story building/development.

This recommendation focuses on refining the I-Mix zoning and enhancing the SPI zoning to require a minimum replacement of employment-generating building square footage demolished in new redevelopment plans. The City can establish a minimum replacement (i.e. 100% of all demolished SF) that ensures the LCI area does not lose employment-generating space while recognizing the challenges of scale on projects that will have higher FARs.



Focus Area 4

Improving Mobility

Recommendations

Improve Mobility

A range of transportation improvements are recommended for improving mobility within, and to and from, the West End LCI study area. The numbers shown on the map on the West End LCI Transportation and Recommended Improvements Map correspond to specific transportation improvement recommendations identified in the Work Program found at the end of the plan.

Improvements include such activities as enhancing roadways by creating safer, better connected streets for pedestrians, bicycles, and motorists, and improving access by residents to commercial areas, community centers, and transit facilities.

Generally, with respect to pedestrian and bicyclist safety and mobility, it is recommended that, throughout the West End, pedestrian signals, narrower street crossings, and other traffic calming measures be undertaken. Key pedestrian improvements include: repairing sidewalks in poor condition; ensuring all sidewalks meet ADA standards; installing crosswalks where missing along RDA Boulevard and putting into place pedestrian enhancements such as pedestrian hybrid beacons, rectangular rapid flashing beacons, and pedestrian crossing medians or islands across major streets such as Ralph David Abernathy Boulevard, Langhorn Street, and Lee Street.

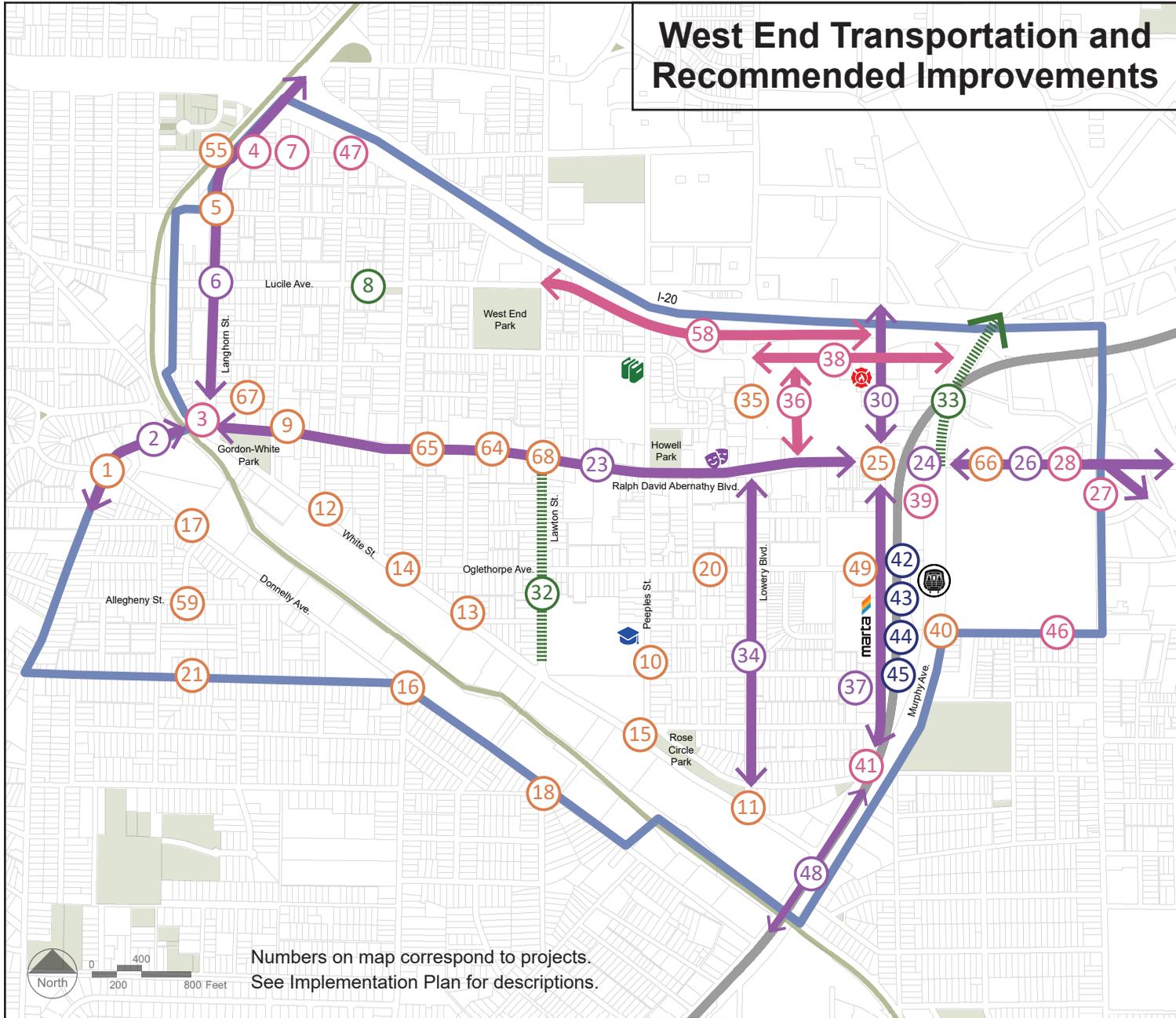
Preserve and Enhance Neighborhood Sidewalks and Roadways

While the West End is valued for being a “walkable” neighborhood, additional steps are recommended for protecting and enhancing local transportation facilities. These include: ensuring that sidewalks disturbed during construction projects are more promptly rebuilt; completing gaps to create a seamless network of sidewalks within and among neighborhoods; and instituting “traffic calming” measures, such as lane narrowing and “speed tables,” to create safer environments for pedestrians, cyclists, and motorists. Removing the ramp to I-20 on Wells street would dramatically improve the safety of this neighborhood street.



Lane narrowing, gently raised “speed tables” and other “traffic calming” steps would help make sidewalks and crossings safer.

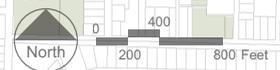
West End Transportation and Recommended Improvements



- Library
- Public School
- Fire Station
- Performing Arts Center
- West End LCI Boundary
- BeltLine Trail and Transit
- MARTA Rail Line
- MARTA Station
- Major Parks

- Existing Analysis**
- Great Street
 - Pedestrian Safety
 - Bike/Scooter
 - Mobility
 - Traffic Calming
 - Transit
 - Work Program Projects

Numbers on map correspond to projects. See Implementation Plan for descriptions.



Implement a “Great Streets” Approach

Great Streets employ both “Complete Streets” and “Context Sensitive Solutions” to produce streets that not only deliver a balanced quality of service to all modes but also a high quality of life for the West End’s businesses, visitors, and residents. Great Streets address a variety of requirements: cars, bicycles, pedestrians, transit, landscape, hardscape, lighting, adjacent land uses, the environment, socioeconomics, economic development, and urban design. These elements should be a part of the key corridors within the West End. These streets include: Ralph David Abernathy Boulevard, Langhorn Street, York Avenue, Murphy Avenue, and Lee Street. See the appendix for proposed street reconfigurations.



Illustration shows typical Great Street, including vehicle and bike lanes, sidewalks and landscaping

Improve Existing Street Network

Field observations and public discussion have identified several streets and intersections to be problematic for all mobility modes within the area. This is based on a number of factors including: multiple conflict points, missing facilities for biking and/or walking, speed, and legibility. Intersections requiring one or more improvements include:

- White Street/Muse Street/Langhorn Street and Ralph David Abernathy Boulevard.
- Langhorn Street and Sells Avenue.
- Ralph David Abernathy Boulevard and Lee Street.
- Lee Street and Oglethorpe Avenue.

Streets requiring pedestrian and bicycle access and safety improvements include:

- Sells Avenue and its access to Interstate 20
- Speeding along numerous neighborhood streets including Peeples Street and Joseph E. Lowery Boulevard south of Ralph David Abernathy Boulevard.
- Excessive street width along Langhorn Street.

Improve East-West Connectivity along RDA Boulevard

Improvements along Ralph David Abernathy Boulevard between Lee Street and Murphy Avenue that create a welcoming streetscape environment linking sections of the West End west of Lee Street with areas of the West End east of Lee street should be a priority.

Redesign York Avenue to Support Creation of “Neighborhood Center”

York Avenue presents an opportunity for creating a smaller-scale neighborhood center. This includes adding a second lane of on-street parking, especially considering parking reductions associated with infill development; and redesign of York Avenue to include “sharrow” bike lanes, seating areas, attractive lighting fixtures, street trees, and plantings.



Cross-section of redesigned York Avenue with parking on both sides of the street to offset parking reductions associated with infill development.

Improve access to Regional Transit Options

The West End LCI area is fortunate to have numerous bus lines, a rail station, and the Atlanta BeltLine. Access to these amenities should be safe and intuitive for all users. Pedestrian signals, narrower street crossings and other traffic calming measures should be implemented to improve access for bicycle and pedestrian users.

Extend Future Lee Street Greenway Trail between Fort McPherson and West End MARTA Stations to link with AUC

This new 2.6 mile trail will form an important north-south trail connection and improve local access to the station. Additionally, extending the trail north to connect with the AUC colleges would provide a car-free way for students and staff to access the station. Such a link would also facilitate student and staff travel between AUC and the West End Business District.

Create a West End “Park Path”

As discussed in Section 5, sidewalk and street improvements better connect residential areas with local parks and open spaces. Envisioned as a “complete-street” route, the path would include a network of connected sidewalks, planted sidewalk amenity zones, and a dedicated bicycle lane—preferably one in each direction where feasible. Where roadway widths are such that make incorporation of a dedicated bicycle lane impractical, the path would follow “sharrow” roadway lane markings. See West End Proposed Park Path map, page 138.

Improve neighborhood connections to current and future multiuse trails

The Atlanta BeltLine’s Westside Trail in the West End provides the community with an important transit and recreational corridor. Additionally, as discussed, the Westside Trail will intersect with the planned Lee Street Greenway trail. Given the location of these two important transit and recreational facilities in the West End, efforts should be made to improve bicycle and pedestrian connections from West End residential areas to these regional transit and recreational facilities. Improvements include linking sidewalks and creating safer street crossings.



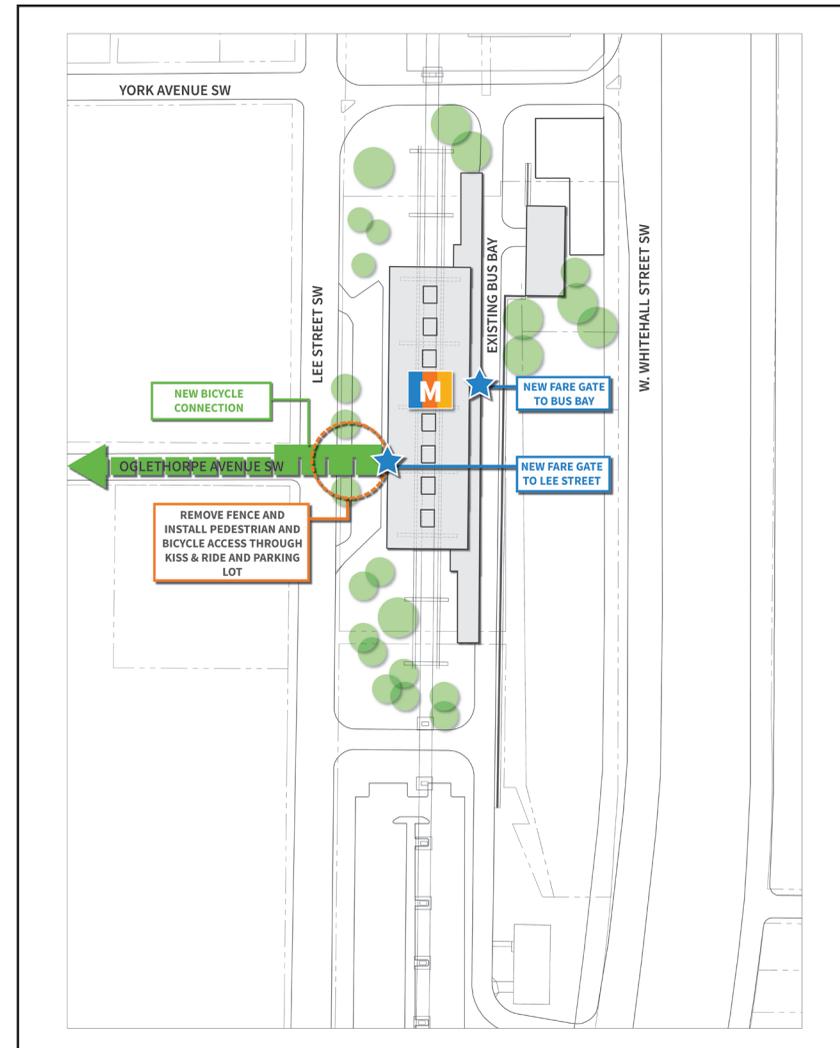
Enhance Internal Station Circulation

Despite being a focal point of pedestrian activity in the West End, the design of the MARTA rail station poses challenges to those arriving on foot or by bike. The strong north-south orientation of the station includes just two pedestrian access points at each end of the rail concourse: one facing north towards Ralph David Abernathy Boulevard and commuter parking, and another facing south towards a second commuter parking lot. Rail patrons walking to the station along Oglethorpe Avenue, the stations’ main east-west access point, are confronted with a fence and parking lot that force them to walk through an unsafe driveway and to the end of the rail concourse in order to enter the station. In addition, the Lee Street crossing at Murphy Avenue over the railroad tracks is very dangerous to pedestrians. Trains stop and block the street crossing. A safe and direct way for Adair Park residents to reach the West End MARTA station and the West End in general is needed.

At the same time, rail patrons who also use the bus bay must walk several hundred feet out of their way to transfer between the two. While several hundred feet is not a major barrier to able-bodied individuals, it can present a challenge for many, especially the elderly and persons with disabilities. Additionally, the added distance and time often causes people of all abilities to miss brief transfers; this is especially problematic at nights and weekends when service is infrequent.

Several projects seek to improve the safety and walkability from Adair Park to the West End MARTA station. One set of recommendations focuses on improving the existing connection from the West End MARTA station to Adair Park along Ralph David Abernathy: Project #24- RDA/Lee to RDA/Murphy, is a road diet that includes a two-way separated bicycle facility, Project #26- RDA/Murphy to RDA/McDaniel Street recommends beautification with bike/pedestrian safety features, Project #39- RDA at train underpass- recommends replacing the railroad bridge to provide safe bike/pedestrian/transit access and finally, Placemaking recommendation CC-6 calls for the installation of murals on the Ralph David Abernathy bridge at the railroad.

Another project seeks to create a new safe crossing between RDA and the current crossing at Lee Street: Project #40- Shelton Crossing recommends a bike/ped tunnel connection to West End Station and Project #46 is a neighborhood greenway along Shelton from Humpries to Murphy to connect to the underpass. In addition, Carter is considering building a pedestrian bridge from the MET to the West End station. To analyze these options further, a transportation study to investigate these alternatives, develop concept plans and cost estimates is recommended.



Two new fare gates recommended for MARTA West End Station to reduce walking distance for patrons

Focus Area 5

Celebrating Community and Culture

Recommendations

Improve Open Space and Community Connections

City parks effectively serve as large outdoor health centers. They are places for individuals and families to be physically active and relax. Parks also help absorb rainwater, clean polluted air, and keep cities cool. Additionally, local parks and outdoor open spaces also function as giant community living rooms where neighbors meet in small groups and come together to socialize, enjoy events and participate in celebrations. Because of these important community health and social benefits, it is recommended that priority be given to improving access to West End parks and open spaces.

A plan for creating a West End “Park Path” is shown on the aerial photo to the right. Envisioned as a largely “complete-street” route, the path would enable a large number of West

End residents, both adults and children, to travel more safely from their homes to and from area parks and open spaces. Where possible, this complete-street route would consist of a roadway, sidewalks, a planted sidewalk apron, and dedicated bicycle lane—preferably one in each direction. Room to add the bicycle lanes would come by slightly narrowing existing roadway lanes, where permissible in accordance with traffic engineering and emergency vehicle standards. In places where there is insufficient width to accommodate the addition of bicycle lanes, traffic calming techniques should be used to improve pedestrian safety. These include adding signs alerting motorists that foot traffic is prevalent and marking roadways with cautionary “share the road” signage to indicate the road is to be shared with cyclists. Finally, physical changes to slow roadway traffic should also be considered, including installing speed bumps, speed tables, and corner extensions.

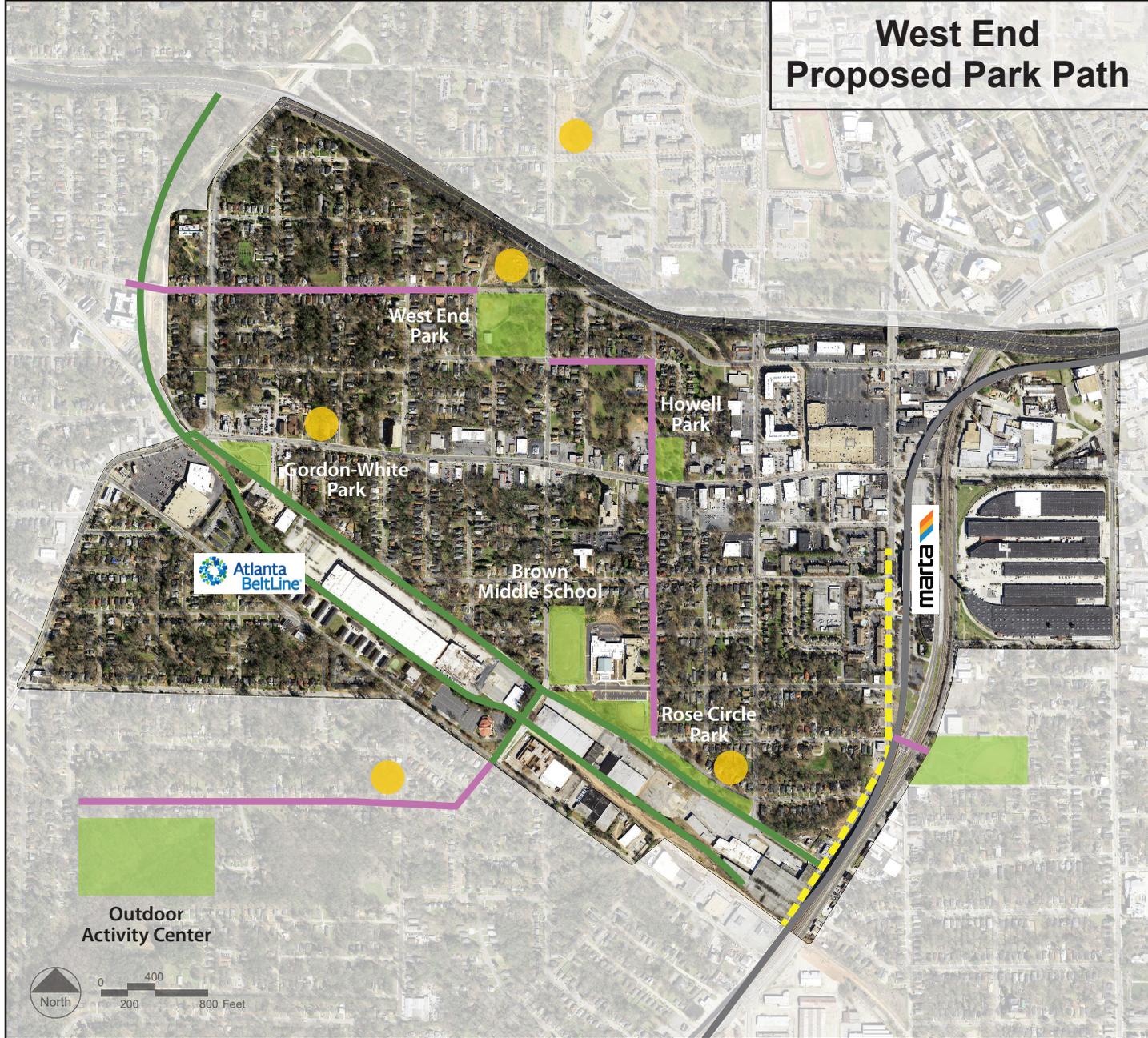


West End parks are popular open space resources used by the community year-round



Residents at one of several West End urban gardens

West End Proposed Park Path



- Proposed Park Path
- Atlanta Beltline
- Future Lee St. Multiuse Trail
- MARTA Rail Line
- Urban Farm
- Major Parks



Fortunately, many West End parks and open spaces are located in close proximity to one another; connecting them would require a comparatively modest public investment compared to the significant public safety and recreational benefits they would generate. For example, the proposed park path shown on page 138 would be approximately two miles in length and cost approximately \$10 million. As envisioned, the path would run along Lucille Street and connect the West End Park and West Side Trail. Because of the desire of local residents to retain parking on both sides of the street, it is likely that this section of the trail might be indicated with “sharrow” shared-lane markings. From the trail, it runs along Oak Street to Peeples Street. From Peeples Street, the route would pass Brown Middle School—creating an important “safe-route-to-schools” connection along with a link to the West Side Trail. From the West Side Trail, the route would run along Hall Street to Richland Road to connect to the Outdoor Activity Center.

Sponsor West End Outdoor Festivals

With the creation of a West End Park Path, residents and community organizations might wish to organize regular neighborhood-wide events in which residents walk and bicycle among parks and urban farms to enjoy a coordinated schedule of recreational and cultural activities.



Rendering showing possible elements of future West End Park Path



Funding could be provided to arts organizations sponsoring outdoor performances.

Organize West End Arts and Cultural Council and District

In LCI meetings, there was considerable community interest in doing more to expand local arts and cultural organizations. One way to do this would be for local cultural organizations and their partners to raise funds to launch and operate a West End Arts and Cultural Council. The aim of the Council would be to support local arts and cultural programs that enrich the lives of local residents and help generate increased local business activity. Councils of this sort typically include residents, business leaders, and government representatives focused on fundraising and who provide grants to local arts organizations and artists.

A first priority for a future Council should be establishing a West End Arts and Cultural District and Trail. Doing so would raise public awareness of the rich art and cultural resources in the West End. A second aim would be to undertake fundraising to support arts and cultural initiatives in the District.

It is envisioned that the District be comprised of the areas around the MARTA station, incorporating along the west side of the MARTA line: the Mall West End, York Avenue area, and RDA Boulevard to the Wren's Nest and north to the Hammonds House. On the east side of the MARTA Line, the district would include the MET and Murphy and Tift areas.

Supporting arts and cultural initiatives within the district and along the trail could include providing funds to local museums and arts organizations to install outdoor art exhibits along streets and in plazas. These could include temporary structures and prints of paintings set into weatherproof frames sponsoring outdoor performances.

Fortunately, because it has been widely demonstrated that public arts programs attract people to an area to live, work and shop, future West End District developers and tenants are likely candidates to provide support for a West End Arts and Cultural District.



Proposed Arts and Cultural District in yellow

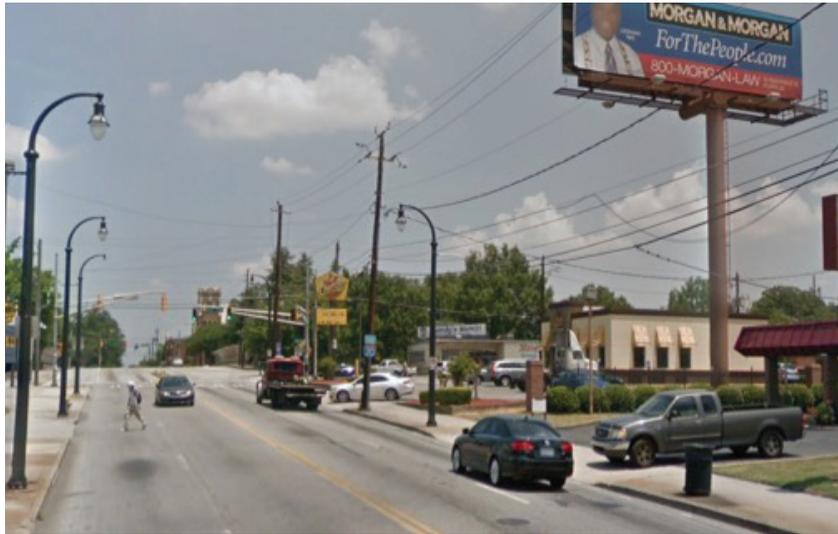
In time, it may be appropriate for a future West End Arts and Cultural Council to evaluate the benefits of creating a West End Arts and Cultural Trail. The goal of such a trail would be to provide a self-guided walking tour for residents and visitors to explore other nearby arts and cultural destinations. It is envisioned that an Arts and Cultural Trail would run from the Hammonds House, cross I-20 to connect with museums and cultural facilities in the vicinity of AUC, and then turn south along Lee Street to link back to the MARTA Station area.

Implement Phase I of the Arts and Cultural Trail along Lee Street between WE Station and AUC

It is recommended that Phase I of the Arts and Cultural Trail run along Lee Street from the MARTA Station to AUC, including enlivening the street with the incorporation of outdoor art, street banners, and interpretive elements.



Proposed West End Cultural Trail



Existing light poles along Lee Street looking north to AUC present opportunities for displaying banners showcasing the work of local museums and artists



Temporary sculptures and prints of paintings set into weatherproof frames could be displayed along Lee Street similar to artwork along streets in Akron, OH and sculptures in Decatur, GA shown above

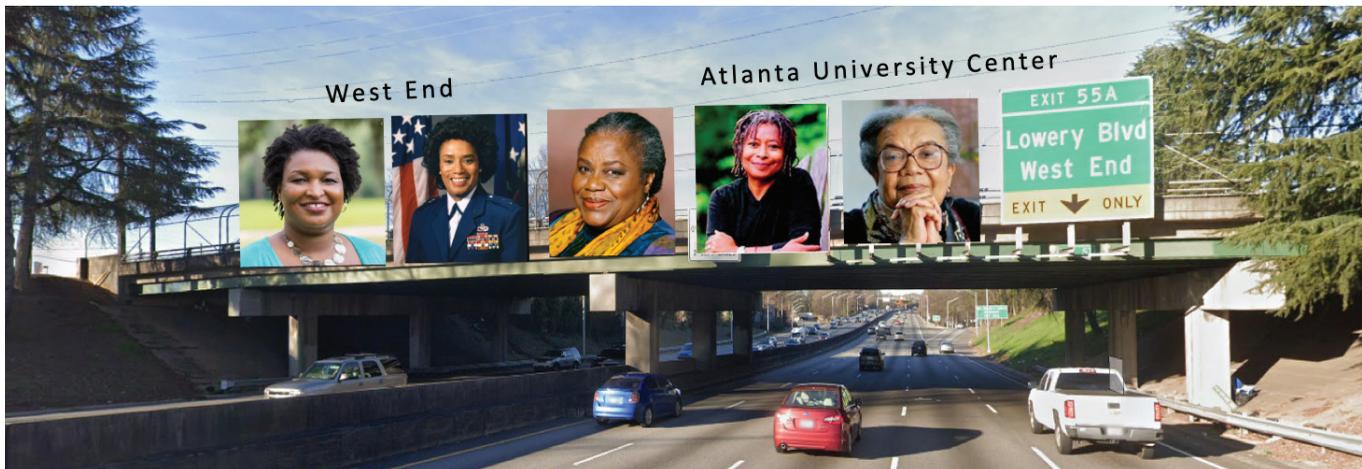
**Redesign Lee Street Bridge to Serve as a
“Cultural Bridge” between West End and AUC**

Work with GDOT to redesign the east side of the Lee Street bridge spanning I-20 to serve as a gateway to the West End and Atlanta University Center, including incorporating a panel

system for easily adding and removing interpretive panels that both display copies of artwork from local museums and images that raise awareness of prominent individuals from the West End and colleges of the AUC.



Images of artwork from past and current exhibits at local museums displayed on Lee Street “Cultural Bridge”



“Cultural Bridge” also could display images of notable alumni from Spelman College, Morehouse College, and Atlanta Clark University

Work Program

Work Program

Make the Plan Happen

While the West End LCI Plan 2019 is aspirational and long range by nature, the Work Program and associated policies will assure that the plan is implemented. Going forward, actions and expenditures will be evaluated against the Work Program and associated policies to ensure consistency with the community's vision for the future. The Work Program identifies the activities, timeframe, responsibility and estimated costs. It is important to note that priorities can change as opportunities become available. Just as the plan is a living document, the Work Program can and should change over time. With limited available funding, the City will need to focus on grant funding, so the availability of funding will be a primary driver that reshapes the order of priorities in the work program.

Communities that are most successful at achieving their long-term vision are those that establish a tradition and reputation of collaboration and partnership. The City of Atlanta, Adair Park, Neighborhood Planning Units, businesses and West End neighborhood's long history of community involvement and public-private partnerships bode well for the success of the plan; these partnerships will continue to be vital as the West End LCI Plan is implemented. Key to plan implementation is regular monitoring and evaluation of progress towards achieving goals. Some communities accomplish this with a comprehensive plan oversight committee that meets annually, others do so with a review as a part of the annual budgeting process. An established annual review process will ensure that the City achieves the community's vision for the future.

The West End LCI Plan 2019 is an organic document that will evolve and be refined with changing trends, development, and regional initiatives. It is not just a summary of the communities' dreams and desires, but a starting point for making them a reality.

Work Plan Map References

The following Work Program refers to three maps included in this LCI Plan. The Zoning and Land Use projects refer to the "Proposed Zoning Changes Map" found on page 158 and the "Proposed Future Land Use Map" found on pages 154 and 155. The recommend transportation improvements contained in the Work Program refer to the "Transportation and Recommended Improvements Map" found on page 130.

100-Day Plan

Housing Projects and Initiatives			
Map ID	Number	Project Type	Description/Action
N/A	AH-9	New Program	Explore "First Right of Refusal" Tool
N/A	AH-10	New Program	Explore the establishment of new fees such as Linkage Fees, Real Estate Transaction Fees
N/A	AH-11	New Program	Explore implementing a Housing Demolition Tax
N/A	AH-12	New Program	Explore implementing a Vacant Residential Property Tax
N/A	AH-13	New Program	Explore Pilot Housing Community Improvement District
N/A	AH-14	New Program	Explore Community Land Trust Land Lease model
N/A	AH-15	Funding Strategy	Evaluate and enhance existing standards for approval of financial incentives

Economic Development Projects and Initiatives			
Map ID	Number	Project Type	Description/Action
N/A	ED-3	New Program	Develop an incentive program that for new developments that commit space to locally owned businesses

Mobility and Connectivity			
Map ID	Number	Project Type	Description/Action
4	MC-4	Mobility	Langhorn/Sells; All-way flashing red traffic signal
11	MC-11	Ped Safety	White/Rose Circle; ADA accessible pedestrian crossing with flashing beacon
12	MC-12	Ped Safety	White/Atwood; ADA accessible pedestrian crossing with flashing beacon
20	MC-19	Ped Safety	Oglethorpe/White to Oglethorpe/Lee; Build or repair sidewalks
21	MC-20	Ped Safety	Beecher/Cascade to Beecher/Donnelly; Build or repair sidewalks
25	MC-23	Ped Safety	RDA/Lee; Remove NB right slip-lane while being transit sensitive; install ped scramble
34	MC-30	Great Street	Lowery/RDA to Lowery/White; Road diet: 2 vehicle lanes with left turn lane at RDA and dedicated bicycle facility/bicycle boulevard
41	MC-31	Mobility	Lee/Allene/Murphy; Explore bike/ped/pedestrian (coordinate with Subarea 2)
44	MC-32	Transit	West End Station; Review pedestrian circulation patterns and ticketing. Pedestrians should be able to directly enter station from Oglethorpe Avenue.
49	MC-33	Ped Safety	Oglethorpe/Lee; Enhanced ped crossing and bike access with direct station access
59	MC-34	Ped Safety	Allegheny/Cascade to Allegheny/Donnelly; Complete sidewalks on both sides of street
64	MC-35	Ped Safety	RDA/West End Place; ADA accessible pedestrian crossing with flashing beacon
65	MC-36	Ped Safety	RDA/Grady Place; ADA accessible pedestrian crossing with flashing beacon
66	MC-37	Ped Safety	RDA/West Whitehall; install ADA ramps
67	MC-38	Ped Safety	RDA/Langhorn; Restrip existing pedestrian crossings to be more legible
68	MC-39	Ped Safety	RDA/Lawton; install new pedestrian crossing (west leg)

Work Program

Housing Projects and Initiatives								
Map ID	Number	Priority	Project Type	Description/Action	Responsible Entity	Cost Estimate	Timeline	Potential Funding Source
N/A	AH-1	2	Land Use Map	Change properties on western RDA from LD Commercial to LD Residential	Dept. of City Planning	Staff Time	0-2 years	N/A In-House Staff
N/A	AH-2	2	Zoning Ordinance	Amend to reflect existing residential uses on property zoned commercial	Dept. of City Planning	Staff Time	0-2 years	N/A In-House Staff
N/A	AH-3	2	Zoning Ordinance	Amend to allow 2 and 3 family units to remain in Historic District as conforming uses	Dept. of City Planning	Staff Time	0-2 years	N/A In-House Staff
N/A	AH-4	2	Zoning Ordinance	Amend to allow an additional dwelling unit internal to a single family home	Dept. of City Planning	Staff Time	0-2 years	N/A In-House Staff
N/A	AH-5	2	Zoning Ordinance	Amend to permit cottage court style homes	Dept. of City Planning	Staff Time	0-2 years	N/A In-House Staff
N/A	AH-6	2	Zoning Ordinance	Expand Inclusionary Zoning to include the entire West End LCI are (add property in the Oak Street corridor)	Dept. of City Planning	Staff Time	0-2 years	N/A In-House Staff
N/A	AH-7	2	Zoning Ordinance	Enhance SPI-21 incentives to require an increased affordable housing set aside	Dept. of City Planning	Staff Time	0-2 years	N/A In-House Staff
N/A	AH-8	3	New Program	Develop mechanisms to assist existing homeowners transition to other housing in the West End area	Housing Innovations Lab	Staff Time	3-5 years	N/A In-House Staff
N/A	AH-9	1	New Program	Explore "First Right of Refusal" Tool	Housing Innovations Lab	Staff Time	100 Day	N/A In-House Staff
N/A	AH-10	1	New Program	Explore the establishment of new fees such as Linkage Fees, Real Estate Transaction Fees	Housing Innovations Lab	Staff Time	100 Day	N/A In-House Staff
N/A	AH-11	1	New Program	Explore implementing a Housing Demolition Tax	Housing Innovations Lab	Staff Time	100 Day	N/A In-House Staff
N/A	AH-12	1	New Program	Explore implementing a Vacant Residential Property Tax	Housing Innovations Lab	Staff Time	100 Day	N/A In-House Staff
N/A	AH-13	1	New Program	Explore Pilot Housing Community Improvement District	Housing Innovations Lab	Staff Time	100 Day	N/A In-House Staff
N/A	AH-14	1	New Program	Explore Community Land Trust Land Lease model	Housing Innovations Lab	Staff Time	100 Day	N/A In-House Staff
N/A	AH-15	1	Funding Strategy	Evaluate and enhance existing standards for approval of financial incentives	Housing Innovations Lab	Staff Time	100 Day	N/A In-House Staff
N/A	AH-16	2	New Program	Examine creating a Community Preservation Office that provides housing information	Housing Innovations Lab	\$250,000/year	0-2 years	HOME, CDBG, City Annual Budget
N/A	AH-17	3	Community Event	Consider instituting an annual West End Housing Summit	Housing Innovations Lab	\$5,000/year	3-5 years	City Annual Budget

Economic Development Projects and Initiatives								
Map ID	Number	Priority	Project Type	Description/Action	Responsible Entity	Cost Estimate	Timeline	Potential Funding Source
N/A	ED-1	2	New Program	Examine creating a Community Preservation Office that provides workforce training and general business assistance	Economic Development Staff, Workforce Development	\$250,000/year	0-2 years	HOME, CDBG, City Annual Budget
N/A	ED-2	3	Funding Strategy	Create a West End-specific Opportunity Fund	Invest Atlanta	Variable	0-2 years	Private and Philanthropic
N/A	ED-3	1	New Program	Develop an incentive program that for new developments that commit space to locally owned businesses	Economic Development Staff, Invest Atlanta	Staff Time	100 Day	N/A In-House Staff

Zoning and Land Use Projects and Initiatives								
Map ID	Number	Priority	Project Type	Description/Action	Responsible Entity	Cost Estimate	Timeline	Potential Funding Source
N/A	ZLU-1	2	Historic Preservation	Adopt legislation that provides protection of properties along RDA	Dept. of City Planning	Staff Time	0-2 years	N/A In-House Staff
N/A	ZLU-2	2	Historic Preservation	Update text of the existing Historic Preservation Ordinance to improve clarity, incorporate language used in other districts and increase penalties for violations	Dept. of City Planning	Staff Time	0-2 years	N/A In-House Staff
N/A	ZLU-3	2	Historic Preservation	Enhance enforcement of the existing regulations	Dept. of City Planning	Staff Time	0-2 years	N/A In-House Staff
N/A	ZLU-4	2	Historic Preservation	Institute an incentive program for redevelopment projects that preserve architecturally significant facades or buildings	Dept. of City Planning	Staff Time	0-2 years	N/A In-House Staff
N/A	ZLU-5	2	Zoning Ordinance	Amend to reduce building heights near residential areas and along key streets to three stories and require a step back in height	Dept. of City Planning	Staff Time	0-2 years	N/A In-House Staff
N/A	ZLU-6	2	Zoning Ordinance	Revise SPI-21 SA 2 district to allow building heights to increase from 72 feet to 140 feet	Dept. of City Planning	Staff Time	0-2 years	N/A In-House Staff
N/A	ZLU-7	2	Zoning Ordinance	Amend SPI-21 SA 3 and SA4 regulations to limit building heights to 65 feet along York Avenue and to require a building step back of at least 20' for heights above 24 feet	Dept. of City Planning	Staff Time	0-2 years	N/A In-House Staff
N/A	ZLU-8	2	Zoning Ordinance	Amend SPI-21 SA 9 to increase maximum height to 225' for projects that provide affordable housing of 25% of units at 60% AMI and 30% of units at 80% AMI and that preserve or reflect character of buildings built prior to 1946	Dept. of City Planning	Staff Time	0-2 years	N/A In-House Staff
N/A	ZLU-9	2	Zoning Ordinance	Amend SPI-21 SA 9 to require a minimum height of 24 feet, incorporate a minimum industrial requirement equal to 30% of the total development floor area	Dept. of City Planning	Staff Time	0-2 years	N/A In-House Staff
N/A	ZLU-10	2	Zoning Ordinance	Amend SPI and I-Mix districts to require minimum replacement of any employment generating square footage that is demolished	Dept. of City Planning	Staff Time	0-2 years	N/A In-House Staff
N/A	ZLU-11	2	Zoning Ordinance	Consider amendments that grant density bonuses, fee waivers, expedited permitting and other incentives to projects that commit to provide employment generating space to locally owned businesses	Dept. of City Planning	Staff Time	0-2 years	N/A In-House Staff

Placemaking and Celebrating Community and Culture								
Map ID	Number	Priority	Project Type	Description/Action	Responsible Entity	Cost Estimate	Timeline	Potential Funding Source
N/A	CC-1	2	Arts Organization	Establish the West End Arts and Cultural Council	City of Atlanta/CID/WE Business Association	\$ 5,000	3-5 years	Grants, Area Businesses, Arts Council
N/A	CC-2	3	Park Path	Connect residents to local parks, urban farms and open spaces	City of Atlanta	\$ 250,000	5-10 years	GDOT/City of Atlanta
N/A	CC-3	4	Community Event	Establish the West End Outdoor Festival Program	West End Arts and Cultural Council	\$ 5,000	5-10 years	Grants, Area Businesses, Arts Council
N/A	CC-4	2	Arts District	Establish the Arts and Cultural District and Trail	West End Arts and Cultural Council	\$ 250,000	3-5 years	GDOT/City of Atlanta
N/A	CC-5	3	Placemaking	Install interpretive panels that celebrate West End culture and history on the I- 20/Lee Street bridge	City of Atlanta/West End CID	\$ 500,000	5-10 years	Placemaking Grant, Arts Council Grant, West End CID
N/A	CC-6	2	Placemaking	Install murals on the Ralph David Abernathy bridge at the railroad	City of Atlanta/West End CID	\$ 5,000	0-2 years	Placemaking Grant, Private Funding, West End CID

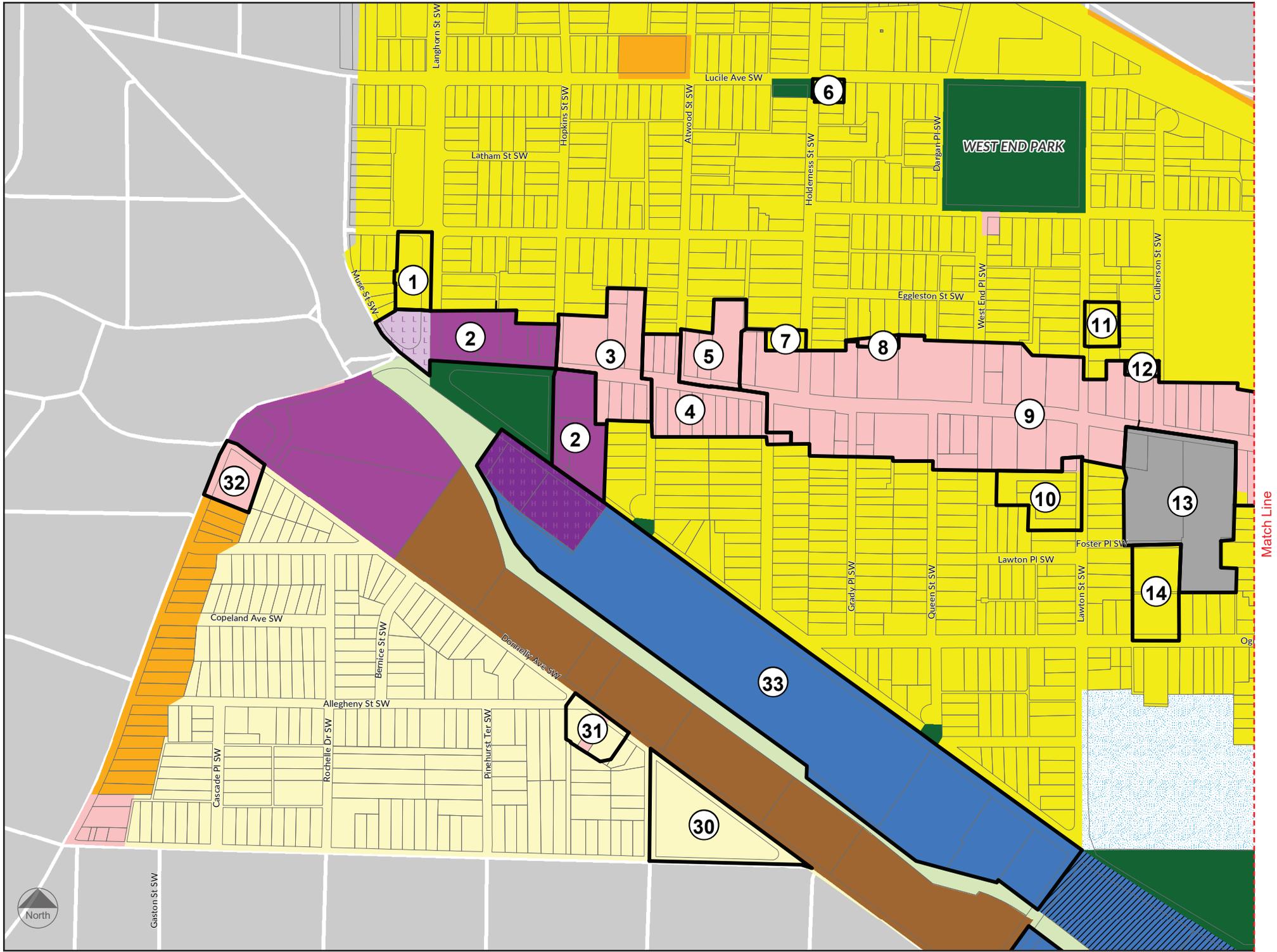
Mobility and Connectivity								
Map ID	Number	Priority	Project Type	Description/Action	Responsible Entity	Cost Estimate	Timeline	Potential Funding Source
1	MC-1	5	Ped Safety	Cascade/Westwood/Donnelly; Narrow the intersection remove at least one driveway to Church's Chicken and lighting interventions	GDOT/City of Atlanta	\$ 9,300	5-10 years	Developer, Local
2	MC-2	1	Great Street	Cascade/Westwood to Cascade/White; Conduct study to determine reconfigured intersection to improve safety for all modes.	GDOT/City of Atlanta	\$ 200,000	3-5 years	Local, LCI
3	MC-3	1	Mobility	RDA/Cascade/Langhorn/White/Muse; Reconfigure intersection for bike/ped/transit safety	GDOT/City of Atlanta	\$ 95,500	3-5 years	Local, TAP
4	MC-4	1	Mobility	Langhorn/Sells; All-way flashing red traffic signal	GDOT/City of Atlanta	\$ 400,000	100 days	Local
5	MC-5	3	Ped Safety	Langhorn/Greenwich; Pedestrian HAWK signal	GDOT/City of Atlanta	\$ 107,500	0-2 years	Local, TAP
6	MC-6	1	Great Street	Langhorn; Road diet that includes: protected bicycle lanes, dedicated left turn with planted median, on-street parking, and one vehicle lane in each direction	GDOT/City of Atlanta	\$ 930,000	0-2 years	Local, TAP
7	MC-7	3	Mobility	Langhorn/Sells; Reconfigure Sells Avenue/Langhorn Avenue into a T-Intersection	GDOT/City of Atlanta	\$ 400,000	3-5 years	Local, FHWA
8	MC-8	3	Traffic Calming	Neighborhood-wide; Conduct neighborhood traffic calming study for entire Atlanta BeltLine Subarea. Streets of particular focus include: Hopkins, Atwood, Beecher, Oglethorpe, Sells, Peeples, Richland, South Gordon and Willard.	City of Atlanta	\$ 100,000	100 days	Local
9	MC-9	2	Ped Safety	Hopkins at RDA; Pedestrian crossing with HAWK signal	GDOT/City of Atlanta	\$ 110,000	0-2 years	Local, TAP
10	MC-10	4	Ped Safety	Peeples/Lucille to Peeples/White; Complete sidewalks on both side of street	City of Atlanta	\$60/linear foot	0-5 years	Local
11	MC-11	1	Ped Safety	White/Rose Circle; ADA accessible pedestrian crossing with flashing beacon	City of Atlanta	\$ 60,000	100 days	Local
12	MC-12	1	Ped Safety	White/Atwood; ADA accessible pedestrian crossing with flashing beacon	City of Atlanta	\$ 60,000	100 days	Local
13	MC-13	3	Ped Safety	White/Matthews/Queen; ADA accessible pedestrian crossing with flashing beacon	City of Atlanta	\$ 60,000	3-5 years	Local
14	MC-14	3	Ped Safety	White/Oglethorpe; ADA accessible pedestrian crossing with flashing beacon	City of Atlanta	\$ 60,000	3-5 years	Local
15	MC-15	5	Ped Safety	White/RDA to White/Lee; Complete sidewalk on south side of the street. Medians with plantings and refuge islands	City of Atlanta	\$ 620,000	5-10 years	Local, TAP, Atlanta BeltLine, Trees Atlanta
16	MC-16	3	Ped Safety	Donnelly/Beecher/Oakland; Reconfigure Beecher to T into Donnelly; and remove right slip-lane.	City of Atlanta	\$ 200,000	5-10 years	Local, FHWA
17	MC-17	3	Ped Safety	Donnelly/Oglethorpe; Reconfigure Oglethorpe to T into Donnelly	City of Atlanta	\$ 200,000	5-10 years	Local
18	MC-18	3	Ped Safety	Donnelly/Lawton; Reconfigure Lawton to T with Donnelly	City of Atlanta	\$ 150,000	5-10 years	Local
20	MC-19	4	Ped Safety	Oglethorpe/White to Oglethorpe/Lee; Build or repair sidewalks	City of Atlanta	\$60/linear foot	100 days	Local
21	MC-20	4	Ped Safety	Beecher/Cascade to Beecher/Donnelly; Build or repair sidewalks	City of Atlanta	\$60/linear foot	100 days	Local
23	MC-21	1	Great Street	RDA/Cascade to RDA/Lee; Road diet that includes a two-way separated bicycle facility	GDOT/City of Atlanta	\$ 450,000	3-5 years	Local, TAP, LCI
24	MC-22	1	Great Street	RDA/Lee to RDA/Murphy; Road diet that includes a two-way separated bicycle facility	GDOT/City of Atlanta	\$ 41,250	3-5 years	Local, TAP, LCI
25	MC-23	2	Ped Safety	RDA/Lee; Remove NB right slip-lane while being transit sensitive; install ped scramble	GDOT/City of Atlanta	\$ 150,000	100 days	Local

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Mobility and Connectivity								
Map ID	Number	Priority	Project Type	Description/Action	Responsible Entity	Cost Estimate	Timeline	Potential Funding Source
26	MC-24	1	Great Street	RDA/Murphy to RDA/McDaniel; Street beautification with bike/ped safety features	GDOT/City of Atlanta	\$ 420,000	3-5 years	Local, FHWA, Developer, Trees Atlanta
27	MC-25	1	Mobility	RDA/Metropolitan/Glenn; Rebuild intersection with focus on safety and mobility for all users	GDOT/City of Atlanta	\$ 121,000	0-2 years	Local, FHWA, Developer
28	MC-26	1	Mobility	Metropolitan/Wells; Rebuild intersection with focus on safety and mobility for all users	GDOT/City of Atlanta	\$ 85,500	0-2 years	Local, FHWA, Developer
30	MC-27	1	Great Street	Lee/Park to Lee/RDA; Reconfigure Lee Street to include multiuse path on west side of street in conjunction with development at Mall of West End	City of Atlanta	\$ 101,250	3-5 years	Local, TAP, LCI
32	MC-28	4	Bike/scooter	Lawton/RDA to Lawton/White; Explore bike lanes on street and open alley way in rear of parcels to accommodate parking	City of Atlanta	\$ 36,000	0-2 years	Local, Developer
33	MC-29	2	Bike/scooter	Whitehall/RDA to points north; Protected bike lanes	City of Atlanta	\$ 54,000	3-5 years	Local
34	MC-30	1	Great Street	Lowery/RDA to Lowery/White; Road diet: 2 vehicle lanes with left turn lane at RDA and dedicated bicycle facility/bicycle boulevard	City of Atlanta	\$ 272,000	100 days	Local, TAP
35	MC-31	3	Ped Safety	Lowery/Oak to Lowery/RDA; Midblock crossing with Pedestrian Hybrid Beacon	City of Atlanta	\$ 110,000	0-2 years	Local
36	MC-32	3	Mobility	Dunn/Oak to Dunn/RDA; Remove double-yellow line, install bulbouts at designated parking areas	City of Atlanta	\$ 96,900	5-10 years	Local
37	MC-33	1	Great Street	Lee/RDA to Lee/West Whitehall; Multiuse trail along the western right-of-way to allow access to neighborhoods, limit vehicle conflict points at MARTA, and connect to development at the AUC.	City of Atlanta	\$ 207,000	0-2 years	Local, TAP
38	MC-34	2	Mobility	Oak/Lowery to Oak/West Whitehall; Reconfigure with one vehicle lane in each direction and designated left-turn lane and add protected bike lanes; Restore to two-way between Lee and West Whitehall.	City of Atlanta	\$ 85,000	3-5 years	Local
39	MC-35	1	Mobility	RDA at train underpass; Replace bridge to provide safer bike/ped/transit access	GDOT/City of Atlanta	Unknown	5-10 years	Local, FHWA
40	MC-36	5	Ped Safety	Shelton Crossing; Explore bike/ped tunnel connection to West End Station	GDOT/City of Atlanta/MARTA	Unknown	5-10 years	Local, FHWA, TAP, Developer
41	MC-37	1	Mobility	Lee/Allene/Murphy; Explore bike/ped/pedestrian (coordinate with Subarea 2)	BeltLine	Staff/consultant time	100 days	Local
42	MC-38	5	Transit	Extend 1 or 58; From current terminus at West End to Oakland City	MARTA	Staff time	0-2 years	MARTA Operations Budget
43	MC-39	5	Transit	Extend 172 or 79; From current terminus at Oakland City to West End	MARTA	Staff time	0-2 years	MARTA Operations Budget
44	MC-40	2	Transit	West End Station; Review pedestrian circulation patterns and ticketing. Pedestrians should be able to directly enter station from Oglethorpe Avenue.	MARTA	Staff time	100 days	More MARTA, MARTA Capital Program
45	MC-41	5	Transit	All routes; Provide shelters and real-time info at major stops	MARTA	varies	3-5 years	MARTA Capital Program
46	MC-42	3	Mobility	Shelton/Murphy to Shelton/Humphries; Neighborhood greenway to connect to Shelton underpass	City of Atlanta	\$ 44,000	3-5 years	Local, FHWA, TAP, Developer
46B	MC-42B	1	Mobility	Study, evaluate and develop cost estimates for the options that improve the crossing between Adair Park to the West End MARTA Station	City of Atlanta	\$ 50,000	0-2 years	Local
47	MC-43	2	Mobility	Sells Avenue; Close onramp to I-20	GDOT/City of Atlanta	\$ 245,000	0-2 years	Local, LCI, FHWA
48	MC-44	1	Great Street	Lee/West Whitehall to Lee/Oakland City Station; Convert to 3 lanes with center turn and multiuse path	GDOT/City of Atlanta	\$ 984,250	3-5 years	Local, TAP, LCI

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Mobility and Connectivity								
Map ID	Number	Priority	Project Type	Description/Action	Responsible Entity	Cost Estimate	Timeline	Potential Funding Source
49	MC-45	1	Ped Safety	Oglethorpe/Lee; Enhanced ped crossing and bike access with direct station access	City of Atlanta	\$ 50,000	100 days	Local
50	MC-46	5	Mobility	Alleys in subarea; Daylight alleys for parking instead of onstreet	City of Atlanta	Unknown	0-2 years	Local, Developer
55	MC-47	1	Ped Safety	Connect Greenwich to Enota Park; Formalize connection between Greenwich and Enota Park through BeltLine	City of Atlanta/BeltLine	\$ 150,000	0-2 years	Local, Atlanta BeltLine
58	MC-48	3	Mobility	Lucile/Lawton to Lucile/Joseph Lowery; Restore to 2 way with protected bike lanes	City of Atlanta	\$ 76,000	0-2 years	Local
59	MC-49	4	Ped Safety	Allegheny/Cascade to Allegheny/Donnelly; Complete sidewalks on both sides of street	City of Atlanta	\$60/linear foot	100 days	Local
64	MC-5	1	Ped Safety	RDA/West End Place; ADA accessible pedestrian crossing with flashing beacon	GDOT	\$ 60,000	100 days	Local/GDOT
65	MC-51	1	Ped Safety	RDA/Grady Place; ADA accessible pedestrian crossing with flashing beacon	GDOT	\$ 60,000	100 days	Local/GDOT

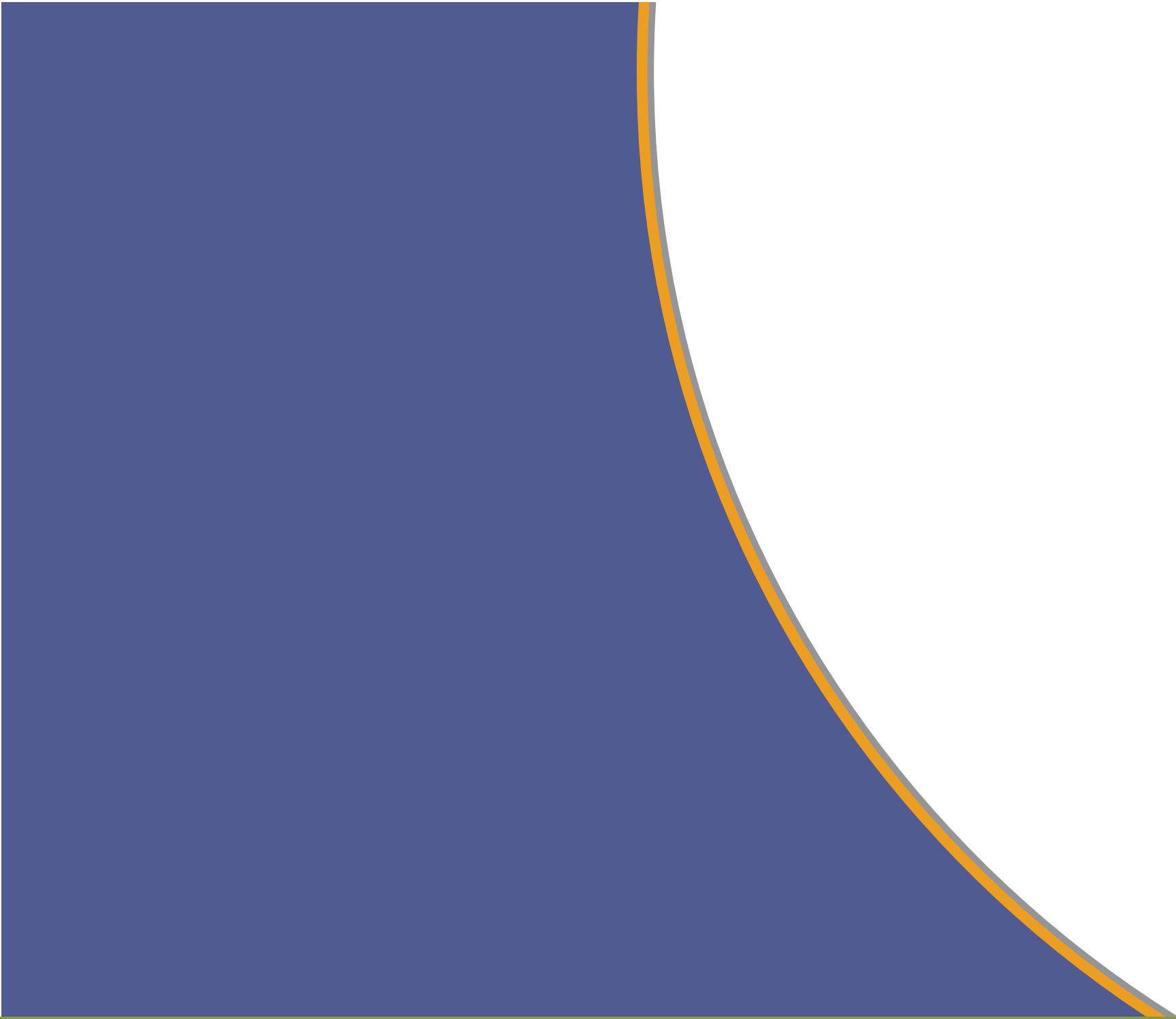


WEST END LCI PROPOSED LAND USE CHANGES				
	Location	Current Land Use	Proposed Land Use	Justification
1	549 and 565 Langhorn	Low Density Residential	Medium Density Residential	Reflects multi-family use and zoning of parcels
2	RDA from Langhorn St. to the west of Hopkins St. (1302, 1313-1355 RDA and 1333 and 600 White St.)	Mixed Use and Mixed Use Low Density	Mixed Use Medium Density	Land use change to reflect less intense and consistent redevelopment
3	1276, 1277, 1280, 1285, 1286, 1292, and 1303 RDA, 0 Hopkins	Low Density Commercial	Mixed Use Low Density	Reflects low intensity mixed use of parcels
4	1226-1266, 1261-1271 RDA & 624 Holderness St.	Low Density Commercial	Low Density Residential	Reflects Low Density Residential zoning of parcels and plan vision to expand historic district
5	1227, 1237, 1247 RDA	Low Density Commercial	Mixed Use Low Density	Reflects commercial zoning of parcels
6	1194 Lucile Ave	Low Density Commercial	Medium Density Residential	Reflects multi-family use and zoning of parcels
7	1211 Gordon St	Low Density Residential	Mixed Use Medium Density	Reflects non-residential use of parcels
8	1168-1184 Eggleston St- rear	Low Density Commercial	Low Density Residential	Reflects Low Density Residential zoning of parcels
9	RDA from west of Holderness to Gordon Place	Low Density Commercial and Low Density Residential	Mixed Use Medium Density	Reflect low intensity mixed use of parcels
10	0, 633, 643, 647, 651, 657 Lawton Street	Commercial and Low Density Residential	Medium Density Residential	Land use reflects multi-family use of these parcels
11	566-580 Lawton Street	Low Density Residential	Medium Density Residential	Reflects multi-family use and zoning of parcels
12	593 Culberson Street	Low Density Commercial	Low Density Residential	Reflects Low Density Residential zoning of parcel
13	1040 to 1062 RDA	Office Institution	Mixed Use Medium Density	Reflect medium intensity mixed use of parcels
14	1050 and 1059 Oglethorpe Ave	Low Density Residential	High Density Residential	Reflects multi-family use and zoning of parcels
15	643 Peebles Street	Low Density Commercial	Low Density Residential	Reflects Low Density Residential use of parcel
16	922 to 960 and 935 to 953 RDA, 662 Gordon PL	Office Institution and Open Space	Medium Density Mixed Use	Reflect low intensity mixed use of parcels
17	RDA and York Avenues from Lee street to west of JE Lowery	Low Density Commercial and Office Institution	Mixed-Use Medium Density	Reflect medium intensity mixed use of parcels
18	879- 895 RDA	Mixed Use	Mixed-Use Medium Density	Reflect medium intensity mixed use of parcels
19	507 to 603 JE Lowery, 935, 944, and 961 Oak	Low Density Commercial	Medium Density Mixed Use	Reflect medium intensity mixed use of parcels

	Location	Current Land Use	Proposed Land Use	Justification
20	898 JE Lowery	Mixed-Use	Mixed Use Medium Density	Reflect medium intensity mixed use of parcels
21	Oak Street, Lee Street, Mall West End	Low Density Commercial and Mixed Use	Mixed Use High Density	Reflect high intensity mixed use of parcels
22	RDA between Lee Street and West Whitehall Street	RDA between Lee Street and West Whitehall Street	Mixed Use High Density	Reflect high intensity mixed use of parcels
23	West End MARTA Station	High Density Commercial and Open Space	Mixed Use High Density	Reflect high intensity mixed use of parcels
24	868-864 York Ave, 675 Evans	Mixed Use	Mixed Use Medium Density	Reflect medium intensity mixed use of parcels
25	835 Oglethorpe	Medium Density Residential	Medium Density Mixed Use	Reflect medium intensity mixed use of parcels
26	739 JE Lowery	Low Density Residential	Medium Density Residential	Land use consistent with zoning of parcel
27	Lee Street from York Street to Beecher Street	Mixed Use	Mixed Use Medium Density	Reflect medium intensity mixed use of parcels
28	862-875 Victoria Place	Mixed Use	Low Density Residential	Reflects zoning of parcel
29	Lee Street from the north side of Beecher to White Street	Low Density Commercial, Open Space and TCU	Mixed Use Low Density	Reflect low intensity mixed use of parcels
30	1250 Donnelly Ave	Single Family Residential	Medium Density Residential	Land use consistent with use of parcel
31	1292 to 1302 Donnelly Ave	Single Family Residential and Low Density Commercial	Mixed Use Low Density	Reflect low intensity mixed use of parcels
32	1450 Donnelly Ave	Low Density Commercial	Mixed Use Low Density	Reflect low intensity mixed use of parcels
33	White Street and Donnelly Street	Industrial and Mixed Use High Density	Industrial Mixed Use	Retain industrial uses while allowing redevelopment of non-industrial uses

WEST END LCI PROPOSED ZONING CHANGES

	Location	Current Land Use	Proposed Land Use	Justification
1	RDA from Langhorn St. to the west of Hopkins St. (1302, 1313-1355 RDA and 1333 and 600 White St.)	MRC-1	MRC-2	Zoning reflects vision for buildings taller than 52 feet to frame the park
2	632 Grady Pl. and 635 Queen St.	C-1	R4-A	Zoning reflects residential use of parcels
3	633, 643 , 647, 651, 657 Lawton St.	C-1, RG-3-C and R4A	MR-MU	Zoning reflects existing “missing middle” use
4	1062 RDA	SPI 21-SA8	SPI 20-SA3	Rezoning reflects existing commercial uses
5	643 Peebles St.	SPI-21 SA3	R-4A	Zoning reflects residential use of parcel
6	648 Peebles St.	SPI-21 SA3	R-5	Zoning reflects historic duplex use of parcel
7	683 J.E. Lowerly Blvd	SPI-21-SA8	SPI-21-SA4	Rezoning a portion of a parcel so that it is the same as the rest of the parcel
8	957-977 Oak St.	C-3	RG-3-C	Rezoning to the same district as the parcels in this residential development
9	961 Lucile	C-3 & RG-3-C	SPI-21-SA2	Rezoning to the SPI-21 district
10	Oak St. between Lee St. and West Whitehall	C-3	SPI-21-SA2	Rezoning to the SPI-21 district
11	West End MARTA Station	SPI-21 SA2	SPI-21- SAX	Increase FAR to allow TOD development
12	SPI-21- SA3			Text amendment
13	SPI-21- SA4			Text amendment
14	SPI-21- SA9		Residential	Text update, increase FAR to allow TOD development
15	1292 and 1298 Donnelly Ave.	R-4	MRC-1	Rezoning to support existing neighborhood-serving commercial use
16	1302 Donnelly Ave.	C-1	MRC-1	Rezoning to support existing neighborhood-serving commercial use
17	Cascade Ave. between Donnelly St. and White St. (Kroger Citi Center)	MRC-1	MRC-3	Rezoning to allow TOD redevelopment
18	1458 Donnelly Ave.	C-1-C	NC-14	Rezoning to transition between residential uses and the Kroger Citi Center and to support future neighborhood-serving uses



Department of
CITY PLANNING

ARC Atlanta Regional Commission





APPENDIX

Livable Centers Initiative Plan

Update 2019



Department of
CITY PLANNING

ARC Atlanta Regional Commission

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TECHNICAL MEMORANDUM

TO: The Collaborative and McAfee Architects III
FROM: RKG Associates, Inc.
DATE: August 1, 2019
SUBJECT: Real Estate Market Analysis for the West End Livable Centers Initiative (LCI) and Atlanta Beltline Subarea 1 Master Plan

I. INTRODUCTION

This report details the commercial real estate market activity within the West End neighborhood of the City of Atlanta. This report will address the needs in the Atlanta Beltline's Subarea 1 study area and the West End Livable Communities Initiative (LCI) boundaries. This report will detail the market fundamentals and trends in the: (1) retail market, (2) flex/R&D market, (3) multifamily market, (4) office market and (5) industrial market. RKG Associates analyzed these real estate segments using various data sources, real estate reports, and interviews with real estate professionals to provide an understanding of the current and future potential of these property types.

A. Data Sources

This report used multiple data sources to gather the information needed to thoroughly analyze the Atlanta Metropolitan Area, Atlanta submarkets, and the West End. These included the following:

- ESRI is a nationally recognized provider of demographic and economic data for a variety of geographic levels. Their estimates are based upon data produced by the U.S. Census Bureau.
- EMSI is a leading provider labor market data for detailed geographic regions including zip codes.
- REIS is a top provider of commercial real estate market information for metropolitan areas around the United States.
- 2018 Fulton County Assessment includes data for amount of square footage and year built of commercial properties
- Berkadia is a provider of commercial real estate data for various markets around the United States
- Zillow is a real estate and rental marketplace dedicated to empowering consumers with data, inspiration, and knowledge around the place they call home
- LoopNet is an online real estate marketplace that connects tenants and investors to commercial real estate available for sale and lease
- Newmark Frank & Knight is a global commercial real estate advisory firm that produces research reports on major markets around the United States
- CBRE is the world's largest global commercial real estate advisory firm that regularly produces research reports for multiple property types

Also, this report includes input from multiple real estate brokers that serve various property types within the West End. The data-gathering portion of this report was conducted in July 2019. As many of these data sources are updated constantly, it is important to understand that this is just a snapshot in time.



B. Methodology

This report analyzed first the Metro Atlanta real estate markets for each property type. Next, using REIS data, this report analyzed the submarket that the West End aligns itself with for each of the main property types. Finally, using multiple data sources, this report explains the current situation for each of these property types and how they relate to the West End.

II. SUMMARY OF KEY MARKET FINDINGS

A. Retail Market

The West End has many both local and national retailers within the study area that give consumers a dynamic retail experience.

- The South Atlanta retail submarket that the West End neighborhood tracks most closely with has not seen new retail real estate square footage since 2015. Though it is a small retail market, it has outperformed the metro from a vacancy perspective for over ten years.
- Developments like the Beltline opening in 2017 and Lee+White, have allowed for residents from all over the metro area to discover the West End.
- Through leakage analysis, it has been shown that the West End has a significant surplus in many retail major categories. Many members of the community hope for more neighborhood-centric retail businesses to open, such as a coffeeshop.

B. Flex/R&D Market

The West End Flex/R&D space has seen demand increase over the past 2-3 years as businesses see it as a viable option for their flex business operations.

- The South Atlanta Flex submarket that the West End neighborhood tracks most closely with has not seen new Flex/R&D inventory since 2010. Asking rental rates have increased every year since 2014, and currently average \$5.72 per Square Foot (SF).
- Within the study area, no flex or light industrial space has been built this decade. A significant investment in The MET, a large flex/industrial space in the Northeast corner of the study area, has the opportunity to be a destination for makers from across the region. The West End's ability to be both affordable and convenient to both Downtown Atlanta and Midtown Atlanta have allowed it to gain interest from both occupants and investors.

C. Multifamily Housing Market

West End has a small but growing apartment market, due to its centralized location and affordability.

- The South Fulton submarket that the West End neighborhood tracks most closely with has one of the cheapest multifamily asking rents in the entire Atlanta metro. Since the end of the Great Recession, this submarket continually lowered its vacancy rate, which now stands slightly below the Atlanta metro average.
- Lack of investment within the area over multiple decades has allowed for a lower quality housing stock and lower rental rates compared to the rest of the metro. In recent years, the explosive growth of the new multifamily developments in Metro Atlanta has not generated a similar level of development within the study area.



- As the single-family housing market in the study area has seen significant sale price appreciation over the past decade, this has slightly started to move into the multifamily space. As vacancy rates have decreased and rental prices have increased, this shows signs of strong demand in the area, especially closest to the West End MARTA Station. The demand is expected to increase as people continue to discover the West End as an option to avoid premium rental pricing in other Atlanta communities surrounding Downtown Atlanta. In the West End, this type of multifamily development is most suitable around the West End MARTA Station.

The remainder of the memorandum provides a more detailed analysis of each property type.

III. STUDY AREA BOUNDARIES

A. Atlanta Beltline Subarea 1

The Atlanta Beltline's Subarea 1, shaded in purple on Map 1, encompasses everything from the Mall at West End south down to the Oakland MARTA Station. It also includes everything west until the Westview Cemetery. Subarea 1 also consists of The MET development and extends to Rosa Burney Park. The northern border of this geographic boundary is I-20.

B. Livable Communities Initiative

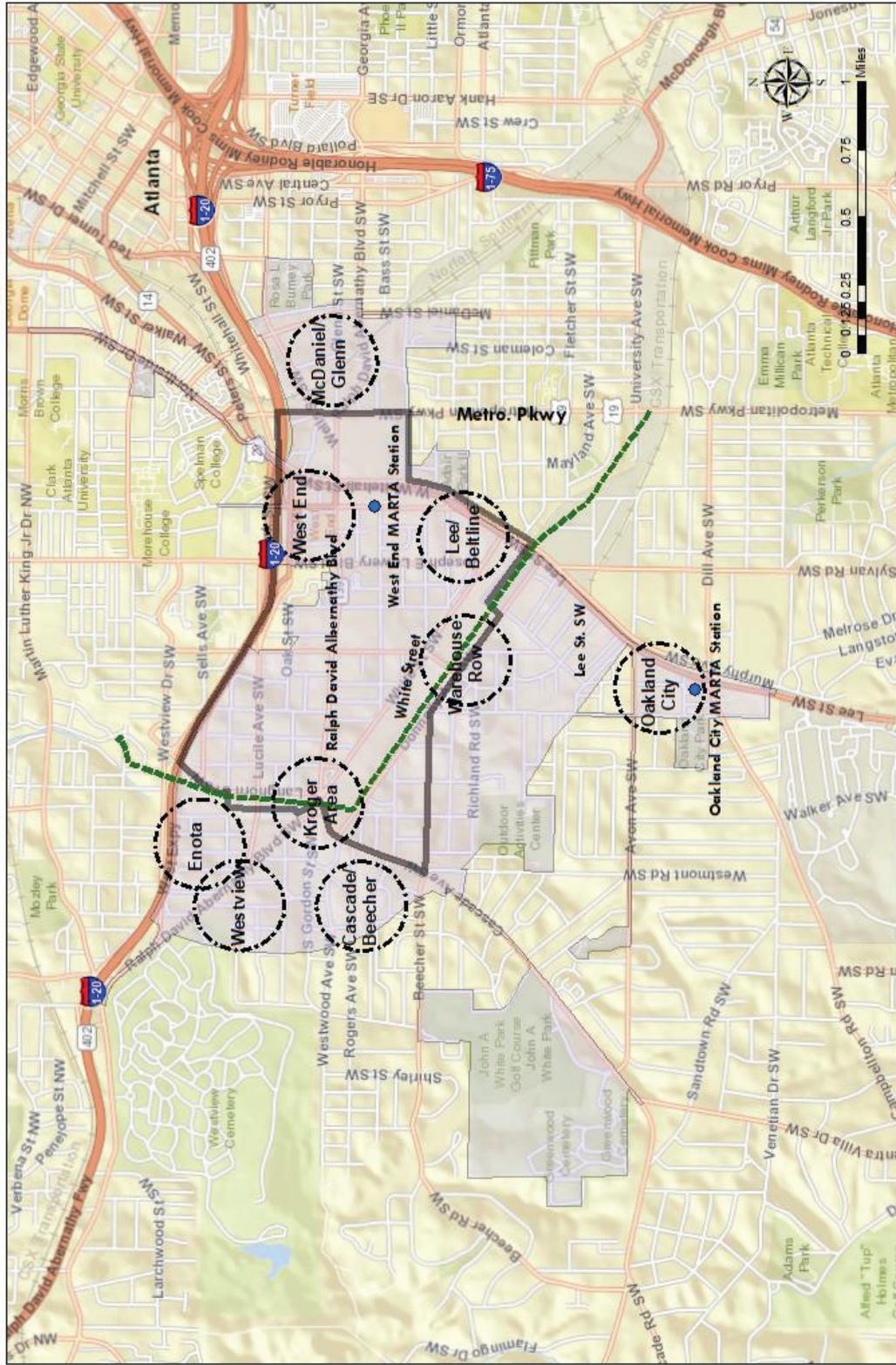
The Livable Communities Initiative (LCI) boundaries are slightly different. Map 1 shows the grey outline of the LCI. The LCI covers land west of the MET development until the beltline to the east. The LCI includes land south of I-20 until the Atlanta Beltline. The boundary also encompasses Beecher Street SW and Cascade Ave SW in the southwestern corner.

C. Development Nodes

As shown in Map 1, the study area is divided into nine nodes where a majority of commercial real estate activity happens within both boundaries. This is especially important from a retail viewpoint.

This report will reference both geographic boundaries as either the "West End" or the "study area."

Map 1 - LCI/Subarea 1/Development Nodes



**West End LCI
Beltline Subarea 1
Development Nodes
2019**

Atlanta, GA

SYMBOLS

- - - ATLANTA BELTLINE
- MARTA STATIONS
- DEVELOPMENT NODES

BOUNDARIES

- WEST END LCI
- BELTLINE SUBAREA 1

RKG
ASSOCIATES INC

Source: City of Atlanta
Date: 7/30/2018

IV. RETAIL MARKET

RKG obtained data on retail market trends for the 2011-2019 period from REIS, a leading provider of commercial real estate market information. The market study area consists of one retail submarket defined by REIS (Map 2), called South Atlanta/Airport/1-85 South. The West End retail market historically tracks closely to the South Atlanta/Airport/1-85 South submarket.

A. Retail Inventory Trends

The Atlanta metro area has 83.5 million SF of investment level retail space within its borders. The South Atlanta submarket is the second smallest retail in the metro area, totaling just over 4.3 million SF. According to REIS, since 2009 this submarket has added only 432,000 SF of retail space. Additionally, no neighborhood or community shopping centers have been completed in this submarket since 2014.

B. West End Retail Nodes

The major retail nodes, as referenced in Map 1, within include:

- The Kroger Area node is at the intersection of Donnelly and Cascade Ave, has many retail options including a Dollar Tree, AutoZone, Dunkin, and many other national food retailers.
- The West End node services a large amount of both local and national businesses. These include Footlocker, multiple hair salons, Big Bear Foods, Family Dollar, Wells Fargo Bank, and Taco Bell.
- The Lee/Beltline node, situated on the Beltline, has recently become a retail destination for food and beverage. This has allowed residents outside of the West End to discover it.

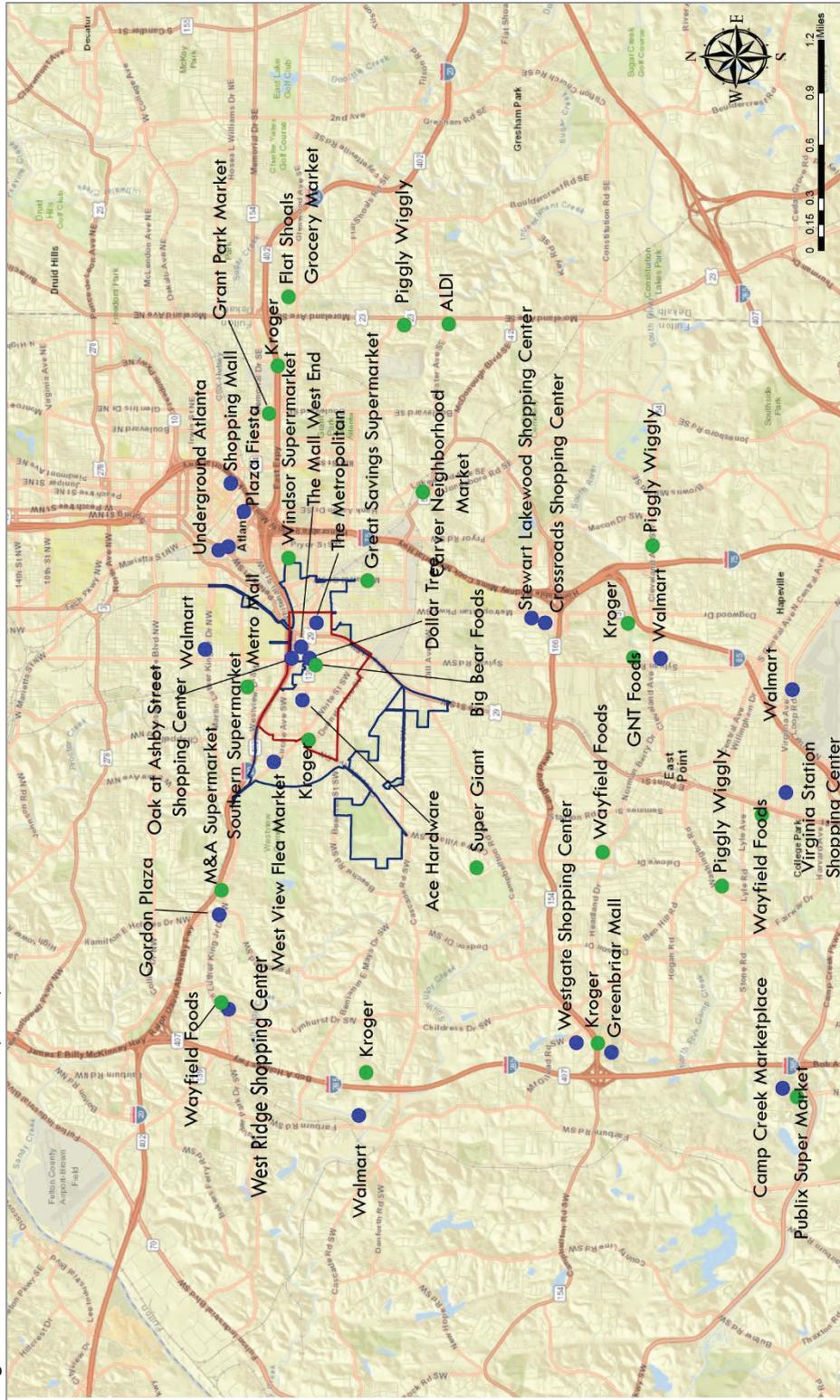
As shown on Map 3 below, West End residents have a wide range of retail choices both within the study areas and directly outside of it.

Map 2- South Atlanta Retail Submarket



Source: REIS, RKG Associates, Inc. 2019

Map 3
Large Retail Centers Southwest Atlanta (2019)



Large Retail Centers Southwest Atlanta (2019)

Date: 7/30/2019
Source: RKG Associates

Atlanta, GA

RKG
ASSOCIATES INC

● Grocery Stores & Supermarkets
● Shopping Centers/Stores
 Atlanta LCI
 Atlanta BeltLine Subarea 1

Table 1 details the large shopping centers and big box stores that surround the study area by square footage and anchors.

Table 1
Large Retail Centers Outside Study Area
West End Atlanta (2019)

Name	Address	SF	Anchor
Gordon Plaza	2460 MLK Jr. Drive SW	20,158	N/A
Cascade Crossing	1105 Research Center Dr. SW	300,000	Walmart/Publix/Kroger
Crossroads Shopping Center	2091 Metropolitan Pwy	53,528	Family Dollar
Washington Plaza	3100 Washington Rd	57,690	Piggly Wiggly
Virginia Station Shopping Center	1640 Virginia Ave	45,000	Family Dollar
Campbellton Plaza Shopping Center	2044 Campbellton Rd SW	137,880	Super Giant
Westside Village	835 MLK Jr. Drive NW	325,000	Walmart
West Ridge Shopping Center	3050 MLK Jr. Drive SW	152,857	Wayfield Foods

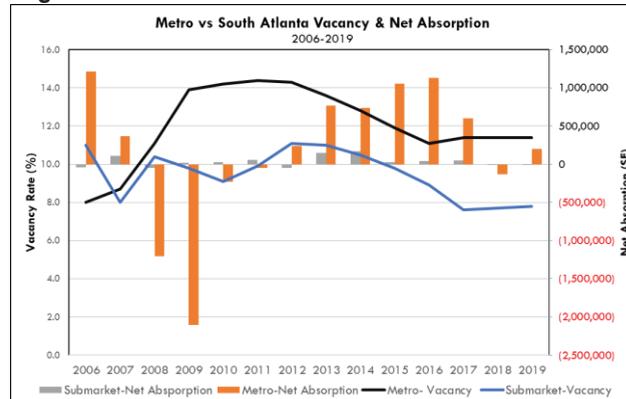
Source: LoopNet, RKG Associates, Inc. 2019

According to the 2018 Fulton County Property Assessment, 25,373 SF of retail has been built within the study area since 2009. These new retail properties have been mainly occupied by national value brands such as McDonalds and Subway.

C. Vacancy Rate and Net Absorption Trends

As shown in Figure 1, the Metro Atlanta retail vacancy rate is currently 11.5%, with South Atlanta’s vacancy rate in 2019 at 8.1%. Vacancy rate as defined by REIS, is the amount of available space expressed as a percentage of total inventory. The vacancy rate for this submarket has been below the metro average since 2006. Also, the submarket has stabilized its vacancy rate since reaching 10.5% in 2014, which coincided with the last major new construction of 172,000 SF of retail space. Net absorption is defined as the net change in occupied space during an applicable time period. Within the South Atlanta submarket, net absorption has averaged (-)27,000 over the past four quarters.

Figure 1



Source: REIS, RKG Associates, Inc.

Anecdotally within the West End, brokers interviewed for this report, mentioned retail properties remaining vacant for extended periods of time as owners wait for premium terms from potential tenants or buyers. As referenced in Table 2, currently 35,138 SF of vacant space is being marketed on LoopNet, of which 67.3% percentage is in the Lee+White space. The brokers representing Lee+White mentioned they have experienced high interest in the space and look to lease to tenants that will compliment existing businesses there.

D. Retail Lease Trends

Asking rental rates are defined as the rental rate before considering any rent concessions or incentives. The Atlanta Metro area has seen average asking rents for retail spaces increase every year since 2012, currently averaging \$19.41 per SF. The South Atlanta submarket, according to REIS, is the cheapest submarket within the metro area averaging an asking rental rate of \$12.66 per SF.

As referenced in Table 2, currently the West End has three retail properties available for lease. Rental prices are advertised as being between \$16.00-\$19.00 per SF. The two properties leasing for \$19.00 per SF have

Table 2
Retail Leasing Activity
Atlanta West End, Fulton County, GA (2019)

Name	Address	SF	Rent/SF
Lee+White	1038 White St SW	23,682	\$16.00
1382 Ralph David Abernathy	1382 Ralph David Abernathy	4,913	\$19.00
587 Cascade Ave SW	587 Cascade Ave SW	6,543	\$19.00

Source: LoopNet, RKG Associates, Inc. 2019

proximity to both the Atlanta Beltline and Kroger. Speaking with brokers, they mentioned that though the residential market has outperformed the retail leasing market, they have seen a steady increase in lease pricing over the past 2 to 3 years.

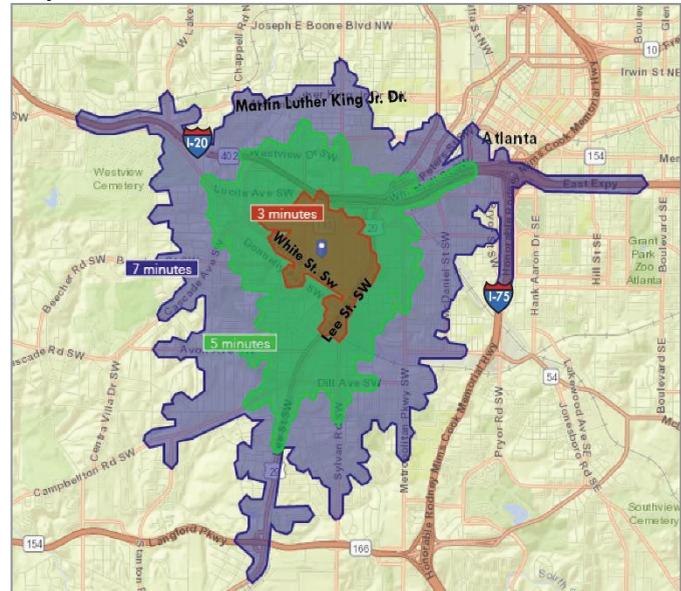
E. Retail Sales Leakage/Surplus Analysis

Retail development opportunity analysis involves understanding both retail demand and supply in a given area. The demand side identifies the consumption habits of households within a given study area. The supply side identifies the current retail offerings within that same study area. The analysis then evaluates the level of retail goods and services currently being offered in the same area and to what level local retailers are capturing the local demand. When local household demand (expressed as annual dollars spent for different retail categories) exceeds the amount of retail sales captured by local establishments, it is assumed that a portion of local household demand has “leaked” outside the local market to other shopping locations. To some extent, sales leakage will almost always occur and cannot be reduced to zero as many people shop where they work or make retail purchases on-line or in other locations out of convenience. However, as the number of local stores expands, it is possible to recapture a percentage of sales leakage. In contrast, an area has a “sales surplus” when captured sales (supply) exceed local demand. This indicates that the area has a cluster or concentration of businesses, which attracts consumers from outside the area as it becomes known for a specific niche or for having a wide variety of shops to choose from. Areas with certain types of attractions such as tourism destinations often tend to have sales surplus in certain retail categories.

As shown on Map 4, this market leakage/gap analysis focuses on driving times with a range of 3-5-7 minutes from the center of the study areas. The 3-minute driving time (shaded in orange) area allows for insight into the core of the study area including the Kroger Area and Lee/Beltline nodes. The 5- minute driving time (shaded in green) provides an understanding of the retail market for the entire study area and neighboring communities that have significant retail options. Lastly, the 7-minute driving time (shaded in purple) provides retail data from parts of Downtown Atlanta and multiple retail districts.

As displayed in Table 3, the West End when looking at all three driving times has a surplus in many large retail categories. Retail categories with the most substantial surpluses include Food & Beverage Stores, Clothing & Clothing Accessories Stores, and Food Services and Drinking establishments. Particularly, when looking at the 5-minute driving time, we see an 822% increase in the surplus in Food Beverage Stores likely due to the large grocery stores just north of the study area. This grocery store has centered itself to have the ability to attract both West End residents and residents from communities north of I-20. Additionally, Clothing Stores are likely well served by the Mall at West End. Food Services and Drinking in the 3-minute drive time have a large surplus due to the influx of large restaurant chains and new offerings like Lee+White.

Map 4 - Retail Market Trade Areas



Source: ESRI. RKG Associates. Inc. 2019

Though many of the categories within the retail gap/surplus analysis are surpluses, the West End does have some retail leakages in certain categories. These categories including Motor Vehicles, Building Materials, Sports Goods, Hobby, Book & Music Stores, and Electronic & Appliance Stores. All of these categories show retail leakage in all three driving times, showing potential for these types of businesses to have the ability to attract consumers from the West End and neighboring communities. Also, the General Merchandise category has a 15-million-dollar gap when in the 7-minute driving range.

The second piece of this table quantifies how much square footage could be supported based the amount of leakage in a given driving area. For example, based on conservative estimates an additional 2,556 SF of retail space could be dedicated to motor vehicle bus property in the 3-minute driving range. Additionally, due to the retail leakage being so significant in the 7-minute driving range, a 28,142 SF motor vehicle property could be supported in this area

Table 3

**Retail Market (Gap)/Surplus Analysis
Atlanta West End, Fulton County, GA**

Category	3 Minute	3 Minute Conservative(10 %) SF Retail Capture	5 Minute	5 Minute Conservative(10%) SF Retail Capture	7 Minute	7 Minute Conservative(10%) SF Retail Capture
	\$36,862,831.00		\$98,278,502.00		\$75,207,955.00	
Motor Vehicle & Parts Dealers	\$2,687,415.00	2556	\$6,414,130.00	6102	\$29,583,316.00	28142
Automobile Dealers	\$3,305,030.00	0	\$8,189,249.00	0	\$31,883,874.00	0
Other Motor Vehicle Dealers	\$383,775.00	0	\$1,340,533.00	0	\$3,966,487.00	0
Auto Parts, Accessories & Tire Stores	\$1,001,390.00	0	\$3,115,652.00	0	\$6,267,046.00	0
Furniture & Home Furnishings Stores	\$401,539.00	0	\$3,989,206.00	0	\$2,023,620.00	0
Furniture Stores	\$114,966.00	39	\$2,027,702.00	0	\$1,186,967.00	0
Home Furnishings Stores	\$516,505.00	0	\$1,961,504.00	0	\$836,653.00	0
Electronics & Appliance Stores	\$475,520.00	123	\$1,025,145.00	285	\$1,813,095.00	468
Bldg Materials, Garden Equip. & Supply Stores	\$274,356.00	0	\$1,255,233.00	0	\$7,237,177.00	0
Bldg Material & Supplies Dealers	\$201,061.00	48	\$1,091,211.00	262	\$6,932,675.00	1665
Lawn & Garden Equip & Supply Stores	\$73,296.00	33	\$259,017.00	116	\$304,504.00	136
Food & Beverage Stores	\$3,830,486.00	0	\$38,558,523.00	0	\$43,164,063.00	0
Grocery Stores	\$3,955,939.00	0	\$36,490,042.00	0	\$40,991,325.00	0
Specialty Food Stores	\$33,520.00	6	\$365,659.00	0	\$80,039.00	139
Beer, Wine & Liquor Stores	\$272,985.00	22	\$1,702,621.00	0	\$3,002,778.00	0
Health & Personal Care Stores	\$3,446,794.00	0	\$2,441,499.00	0	\$3,663,272.00	855
Gasoline Stations	\$6,539,352.00	0	\$17,453,909.00	0	\$21,872,446.00	0
Clothing & Clothing Accessories Stores	\$11,768,675.00	0	\$22,015,620.00	0	\$24,170,843.00	0
Clothing Stores	\$5,097,926.00	0	\$11,970,534.00	0	\$13,838,624.00	0
Shoe Stores	\$5,031,071.00	0	\$7,267,343.00	0	\$7,209,738.00	0
Jewelry, Luggage & Leather Goods Stores	\$1,639,679.00	0	\$2,777,743.00	0	\$3,122,480.00	0
Sporting Goods, Hobby, Book & Music Stores	\$526,892.00	0	\$860,596.00	0	\$2,539,216.00	0
Sporting Goods/Hobby/Musical Instr Stores	\$426,644.00	150	\$1,404,816.00	495	\$4,722,615.00	1666
Book, Periodical & Music Stores	\$100,248.00	39	\$544,220.00	0	\$2,183,398.00	0
General Merchandise Stores	\$1,758,207.00	0	\$107,875.00	0	\$15,316,033.00	0
Department Stores Excluding Leased Dept.	\$411,725.00	0	\$1,032,887.00	390	\$11,427,843.00	4314
Other General Merchandise Stores	\$1,346,482.00	0	\$1,140,763.00	0	\$3,888,189.00	733
Miscellaneous Store Retailers	\$520,343.00	0	\$988,987.00	0	\$369,262.00	0
Florists	\$209,856.00	0	\$573,638.00	0	\$554,913.00	0
Office Supplies, Stationery & Gift Stores	\$162,742.00	55	\$548,453.00	186	\$1,392,581.00	473
Used Merchandise Stores	\$154,000.00	49	\$456,091.00	0	\$1,555,155.00	0
Other Miscellaneous Store Retailers	\$569,646.00	0	\$507,711.00	0	\$1,086,751.00	383
Nonstore Retailers	\$327,524.00	0	\$1,084,357.00	0	\$3,792,225.00	0
Electronic Shopping & Mail-Order Houses	\$221,036.00	0	\$740,522.00	0	\$2,141,533.00	0
Vending Machine Operators	\$19,670.00	0	\$66,448.00	0	\$191,075.00	0
Direct Selling Establishments	\$86,818.00	0	\$277,387.00	0	\$5,664,877.00	0
Food Services & Drinking Places	\$12,889,142.00	0	\$23,362,344.00	0	\$40,706,129.00	0
Special Food Services	\$27,007.00	7	\$276,835.00	0	\$824,116.00	0
Drinking Places - Alcoholic Beverages Restaurants/Other Eating Places	\$98,467.00	7	\$291,500.00	0	\$2,173,745.00	0
	\$12,817,682.00	0	\$22,794,008.00	0	\$37,708,269.00	0

Source: ESRI, RKG Associates, Inc. 2019



F. Retail Development

The West End has experienced new retail options as new food and beverage options have moved into the area. In addition, almost all new retail ground up development (approximately 19,500 square feet) in the West End over the past ten years has been by occupied by national chains. Speaking with multiple brokers within the area, they believed that this area needed more coffeeshops, fitness studios, and other neighborhood-centric retail.

The Mall at West End has historically been a fixture in the community as a place for West End residents to shop and meet others. In recent years, as the economics of shopping malls has changed, the Mall at West End has declined both economically and as community gathering space. In 2019, an investment group spearheaded by Donray Von and Ryan Gravel proposed a new plan to redevelop the mall. Their project, though only proposed, includes a \$300 million mixed-use plan with offices, hotels, residential, restaurants, and retail. The team hopes to attract retailers from within the West End neighborhood while also bringing in a mix of retail from both local and national chains. Von and Gravel have also proposed the residential sections be reserved for 20 to 30 percent affordable housing. The redevelopment plan also includes a \$10 to \$15 million fund to help West End residents who own businesses. The Mall at West End is included in an Opportunity Zone. An opportunity zone is an economically distressed community where new investments, under certain conditions, may be eligible for preferential tax treatment. At the time of this report, no timeline or detailed plans have been announced to the public.

G. Retail Market Summary

Over the past ten years, the South Atlanta retail market has experienced small amounts of new inventory, a stable vacancy rate, and maintained its affordability compared to other submarkets. Though the West End does not have significant leakage, real estate professionals believe the area has potential for more neighborhood retail to move into the area. Lee+White has allowed for consumers from all over the metro to discover the West End. Development has slowed due to many landlords asking for premium rents from potential occupants.

V. FLEX/R&D MARKET

Flex/R&D is defined as an industrial building with a minimum total office percentage of 25% and consisting of either Warehouse/Distribution and/or specialty industrial space; such as Research and Development and High-Tech space. RKG obtained data on the Flex/R&D market trends for the 2010-2019 period from REIS, a leading provider of commercial real estate market information. The South Atlanta Flex/RD submarket was used to help provide a high-level analysis of this property type. This submarket was chosen instead of Central Atlanta because it tracks economically closer to the West End.

Map 4-South Atlanta Flex/R&D Submarket



Source: REIS, RKG Associates, Inc. 2019

A. Flex/R&D Inventory Trend

Currently, the Metro Atlanta area has over 50 million SF of Flex/R&D space. Over the past ten years, Metro Atlanta has only added 300,000 SF of Flex/R&D space. Within the South Atlanta submarket, there is 3.7 million SF of Flex/R&D space. The South Atlanta submarket has not added any inventory over the past ten years. This submarket represents 7.5% of all inventory within the metro area.

Within the West End, according to the Fulton County Assessment in 2018, there was 294,000 SF of real estate that was labeled Research & Development, Mini Warehouse, Office Warehouse, or Retail Warehouse. This square footage was all built before 2010. As shown in Table 4, the West End has three properties available for lease as of July 2019.

The largest square footage available is at The MET (675 Metropolitan Parkway), which is currently marketing 200,000+ SF of flex space. Significant investment has been made to this property to allow it to be a destination for makers. This property is being leased up after previously existing tenants left earlier after the most recent sale of this property. West End flex/industrial brokers spoken to for this report mentioned that there is a significant shortage of flex space for occupants needing 1,000 to 2,000 SF. They also mentioned that the metro area has a lack of quality flex space.

Table 4
Flex Leasing Activity
Atlanta West End, Fulton County, GA (2019)

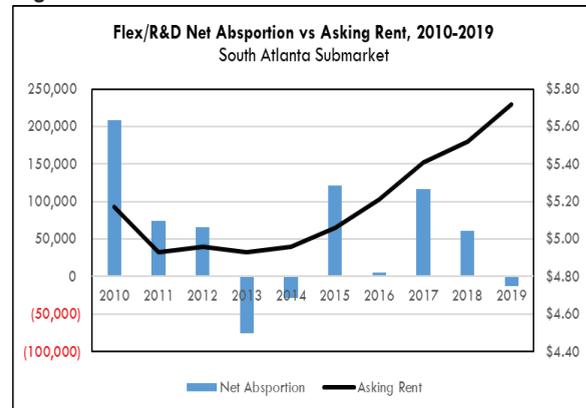
Name	Address	SF	Lease Terms	Rent/SF
The Railyard	448 Ralph David Abnmat	6,000	Modified Gro:	\$11.00
566 Wells Street	566 Wells Street	51,832	Negotiable	Upon Request
The MET	675 Metropolitan Pky	200,000+	Negotiable	Negotiable

Source: LoopNet, RKG Associates, Inc. 2019

B. Vacancy Rate and Net Absorption Trends

The Metro Atlanta currently has an 11.3% vacancy rate for Flex/R&D space, which amounts to 5.7 million SF of vacant space. Within the South Atlanta submarket, the vacancy rate as of Q1 2019 was 11%. Historically, since 2010 the submarket has averaged a vacancy rate of 15.5%, peaking in 2010 at 19%. Since Q3 2017, vacancy has not risen above 12.5%, displaying a stable leasing market. As referenced by Figure 2, net absorption within the submarket has increased over from 2015 to 2018 on average by a (+) 75,750 SF. 2019 is projected to be the first year since 2014 to have negative net absorption. This is a metro wide trend as a large amount of square footage is expected to be put back onto the market.

Figure 2



Source: REIS, RKG Associates, Inc. 2019

Speaking to brokers within the study area, the vacancy rate is low, with most vacancies happening due to landlords be more selective with the types of tenants that occupy their properties. These brokers said large amount of demand is coming from furniture showrooms that are being priced out of other Atlanta submarkets.

C. Flex/R&D Leasing Trends



Within the Atlanta Metro area average asking rents have increased every quarter since 2014, going from \$6.08 per SF in Q1 2015 to \$6.75 per SF in Q1 2019. As shown in Figure 2, The South Atlanta submarket has followed a similar trend, increasing rents since 2014, with expectations of a 3.6% price increase by the end of 2019. Compared to the other Flex/R&D submarkets, South Atlanta ranks the third cheapest-submarket from an asking rent perspective.

Speaking to Flex space brokers in the West End, they mentioned affordability and proximity to Downtown Atlanta as the main drivers for prospective tenants. Brokers also said that they have seen significant rental rate growth over the past 3-4 years. One broker commented that a foot of space in 2014 was \$3.00, and now has become closer to \$12.00-\$13.00 per SF. Brokers did mention that though the area’s residential sector has outperformed the Flex/R&D, they have gained more institutional level investment interest within the last year.

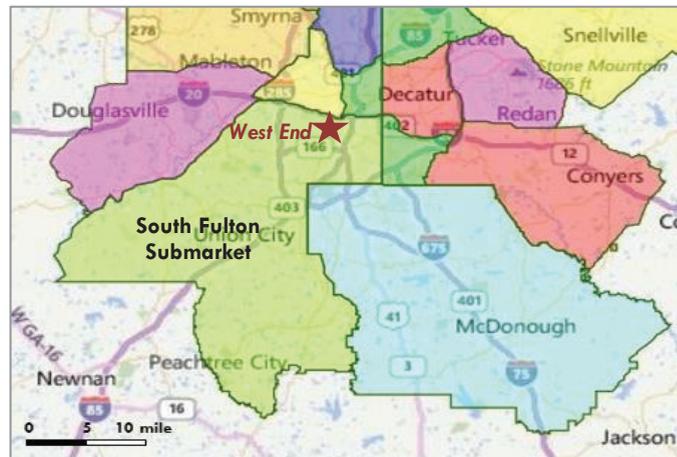
D. Flex/R&D Market Summary

Atlanta has not seen significant investment in new Flex/R&D product over the past ten years. The South Atlanta submarket has not seen new development since 2010. The South Atlanta has the 3rd cheapest submarket asking rent rate at \$5.58. West End’s Flex/R&D main advantage compared to other neighborhoods is the combination convenience and affordability it maintains compared to neighboring communities. This has allowed the area to become more in demand from Flex/R&D occupants around the metro.

VI. MULTI-FAMILY RESIDENTIAL MARKET

RKG obtained data on apartment market trends for the 2011-2019 period from REIS, a leading provider of commercial real estate market information. The market study area consists of one apartment submarket defined by REIS (Map 5), called South Fulton. The West End multifamily market historically tracks closely to the South Fulton submarket. In the West End, according to City-Data.com, 64% of the population are renters.

Map 5 - South Fulton Multifamily Submarket



Source: REIS, RKG Associates, Inc., 2019

A. Apartment Inventory Trend

The Atlanta metro area has experienced significant multifamily real estate growth over the past five years. Since 2014, over 50,000 units have been completed giving the metro area 416,816 multifamily units. South Fulton represents 8.4% of the total multifamily inventory of the Metro Atlanta region. In the South Fulton submarket, between 2012-2016 no new inventory was completed in the market. Since then 1,095 units were completed between 2016 and 2017. At the end of this 2019, 463 units will be added to the submarket’s inventory, which will give the submarket 35,021 total units (214 buildings).

In the study area, according to Fulton County assessment data, there has not been an apartment built since 2011. The assessment data did not include the most recent multifamily development, the Gateway Capitol View, completed in late 2018. Between the years of 2000-2009, almost 800,000



SF of multifamily development was created. This included a 200-unit condo development at 898 Oak Street SW built in 2006. Furthermore, Table 5 below shows the recently completed or proposed multifamily developments within the study area. In total, 598 units are planned, under construction, or completed around the West End. It should be noted that significant multifamily new development surrounds the study area, especially to the north.

**Table 5
 Multifamily Development
 Atlanta West End, Fulton County, GA (2019)**

Location	Address	Status	Type	# Units
Gateway Capitol View	1374 Murphy Ave SW	Completed	Senior Affordable Housing	162
Morehouse School of Medicine	Lee Street	Under Construction	Student Housing	187
Atlanta Land Trust	1091 Tucker Avenue	Planned	Modular Affordable Housing	23
Adair Court	806 Murphy Avenue SW	Under Construction	Affordable Housing	91
Ashley Scholar's Landing	669 Atlanta Student Movement Blvd	Planned	Affordable Housing	135

Source: LoopNet, RKG Associates, Inc. 2019

B. Vacancy Rate and Net Absorption Trends

As shown in Figure 3, between 2011 and 2019, the vacancy rate in the South Fulton submarket dropped substantially from 12.9% to 4.9%. In 2011, the vacancy rate was five percentage points above the metro average. In 2019 this submarket outperforms the metro average from a vacancy rate perspective by .02 percentage points. According to REIS, the submarket does not seem to have any significant differentiation between vacancy for older or newer multifamily properties. Additionally, at the end of 2019, this submarket will see a positive absorption of 268 units.

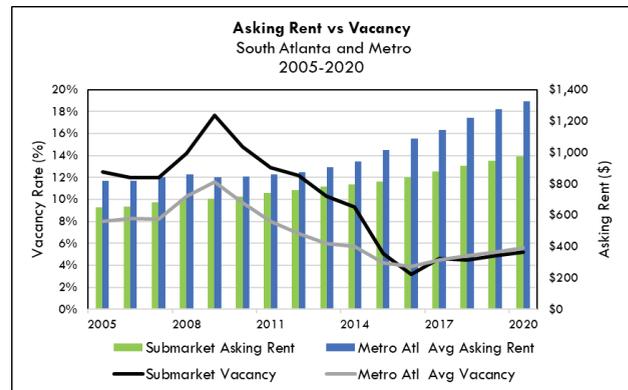
Class A apartments are considered best in the market, with above average design and achieve the highest rents. Class B apartments tend to be in good to average condition and command average rents within a market. Class C apartments usually are in average condition and have below average rents within a market. Within the submarket, Class A apartment units outpace Class B/C apartment units by two percentage points (3.0% compared to 5.0%).

Three multifamily operators located close to the MARTA Station reported in July 2019 that they were running at 100% occupancy. They attributed this demand in the West End to continued demand from people rediscovering the neighborhood. Several interviewees mentioned that convenience and affordability of the West End as the most attractive attributes of the study area.

C. Multifamily Leasing Trends

Since 2013 rent in both the metro and submarket have experienced significant growth. According to a RealPage July 2019 report, Atlanta's apartment market ranked 3rd in rent growth nationally increasing by 4.7% in Q2 2019. Average asking rents in the South Fulton submarket have increased

Figure 3



Source: REIS, RKG Associates, Inc.



from \$916 in 2018 to \$947 in 2019 (3.3% increase). This submarket ranks the second cheapest from an asking rent perspective, as the metro average currently stands at \$1,266. Multifamily units within the submarket built post-2009 command the highest asking rent at \$1,557. Asking rents for the inventory that is considered Class A averages \$1,233, whereas prospective tenants looking for Class B/C units can expect to see asking rents to average \$776.

According to Zillow, the median rental housing for the West End neighborhood as of July 2019 was \$1,376 (\$0.90 rent estimate per SF). The median rent, based on Zillow's data, experienced an increase of 14.8% year over year. Even with this sizable increase, the West End is still considered one of the cheaper neighborhoods in Atlanta.

One multifamily operator that was interviewed reported that a one-bedroom unit that was directly next to the West End MARTA Station was leasing for \$1,070, and two bedrooms leased between \$1,300-\$1,400. This operator noted that she has seen rental rates continue to rise since the opening of the Beltline in 2017. Both operators were very confident that demand and their pricing power would continue. Operators believe that if the West End maintains affordability compared to Downtown Atlanta and Midtown West, they will be an attractive option for prospective tenants who work in those areas

All multifamily operators mentioned that they have an equal mix of residents from both the West End neighborhood and residents moving in from outside of the neighborhood. Also, it was mentioned that the West End multifamily market houses significant student populations due to its proximity of Clark University, Morris Brown College, Spelman College, and Morehouse College. Because of the large student population in the area, these rental rates could slightly differ from other Atlanta Metro areas due to students typically sharing bedrooms with more than one person.

D. Unit Mix and Different Market Performances Trends

In the South Fulton submarkets, two-bedroom units represent the largest market share (54%), followed by 1-bedroom units (28%), then three-bedrooms (15%), and lastly studios (2.0%). In the submarket, the average asking rent of studios has been growing the fastest, followed by 1-bedroom units. This may indicate greater market demand from smaller households (i.e., single persons, single parent households, and seniors).

E. Multifamily Residential Market Trends Summary

As Atlanta continues to see a continued rise in the population of young working professionals, it will remain an attractive multifamily investment destination. The South Fulton submarket will continue to grow inventory over the beginning of next decade. With the new inventory coming into the market, the submarket may experience a slight increase in vacancy. Even with this slight rise in vacancy, multifamily operators will still have the power to raise asking rents over in the short term.

If the West End maintains its affordability compared to neighboring communities, it should expect demand to increase in the coming years. Demand for space within the neighborhood has seen continued to rise over the last 2-3 years. With these factors, coupled with the large and growing student population, the West End should look for suitable land for potential multifamily development that allows for increased density. Property at or near the West End MARTA Station will remain attractive to students and professionals looking to use public transit as their dominant mode of transportation.

VII. OFFICE MARKET

A. Office Market Overview

The Atlanta office market has experienced positive rent growth since the end of the Great Recession. The overall Central Business District (CBD) vacancy rate is currently 15.3%, with Downtown Atlanta at 17.2%. The average asking rent rate currently for the CBD is \$27.03 per SF. According to Newmark Knight Frank, South Atlanta/Airport has the highest vacancy of any submarket at 23.5%. A recent trend in office development in Metro Atlanta is to build inventory around the Beltline. According to CBRE, the average office asking rents near or on the Beltline have increased by 70%.

Within the study area, office does not play a significant role in the real estate market. According to the economic and labor data provider, EMCI, the 30310-zip code supports 3,487 office related jobs. Most of these jobs include workers from federal, state, and local governments. Two coworking developments have just opened in the study area, Switch Yards (691 West Whitehall SW) and The Code at Pearl Suites (825 Beecher St SW).

The current office leasing activity for the study area, according to LoopNet, is displayed in Table 6. Office asking rents in the study area range \$17.00-\$19.00 per SF. The Murphy is a planned “creative office” adaptive reuse building on Murphy Ave. As of July 2019, the study area has no office space for sale.

Table 6
Office Leasing Activity
Atlanta West End LCI, Fulton County, GA (2019)

Name	Address	SF	Lease Terms	Rent/SF
The Murphy (Opens 2020)	1088 Murphy Ave SW	115,000	NNN	\$19.00
Lee+White	1050 White St SW	81,734	NNN	\$17.00

Source: LoopNet, RKG Associates, Inc. 2019

The West End has never served as a traditional office real estate market for the Atlanta metro area. In the past 18 months, the area has experienced an influx of co-working and creative office space opened or proposed.

VIII. INDUSTRIAL MARKET

A. Industrial Overview

The Atlanta industrial market has experienced an increasing amount of space built over the past three years. In 2018, the metro added 15 million SF of industrial space. The overall industrial vacancy rate for the metro is currently 7%, with South Atlanta at 8.7%. The average asking rent rate currently in South Atlanta is \$3.98 per SF. The Atlanta metro area has a significant development pipeline with 34 industrial properties expected to be completed in the metro area; these projects average of 500,000 SF. Twenty of those projects are in the South Atlanta submarket.

Within the study area, industrial real estate does not play a significant role in the overall West End real estate market. Using the economic and labor data provider, EMCI, it is estimated that 786 jobs are a part of the industrial sector in the 30310-zip code. This includes jobs in both construction and manufacturing. The current leasing activity for the study area, according to LoopNet, is displayed in Table 7 The Lee+White building is marketing a significant amount of industrial square footage, according to LoopNet, at \$16.00 per SF. Speaking to real estate brokers familiar with the space, they mentioned that they could have had this space close to 100% leased. But instead they preferred to find the right complementary mix of retail, office, and industrial occupants.

**Table 7
Industrial Leasing Activity
Atlanta West End, Fulton County, GA (2019)**

Name	Address	SF	Lease Terms	Rent/SF
1200 White Street	1200 White Street	212,500	Negotiable	Upon Request
Lee+White	929 Lee Street SW	112,710	NNN	\$16.00
Lee+White	1020 White Street SW	14,600	NNN	\$16.00
Lee+White	1000 White Street SW	93,202	NNN	\$16.00
693 Humphries St SW	693 Humphries St SW	27,500	NNN	\$6.00

Source: LoopNet, RKG Associates, Inc. 2019

IX. Development Map

Map 6 was created to give reference to many of the large development that have happened or proposed to happen in the greater West End neighborhood.

As shown on the map, the largest developments are occurring on the eastern side of the study area. Additionally, these major developments are all near the West End or Oakland City MARTA Stations. Real estate professionals interviewed for this report repeatedly called for more density in the West End surrounding these MARTA Stations. Also, the map shows that the West End is attracting investment from multiple property types showing the potential infancy of a live-work-play neighborhood. Also, many of these developments are developments including The Murphy and Lee+White are situated near the Atlanta Beltline.



Map 6 - Study Area Development Map

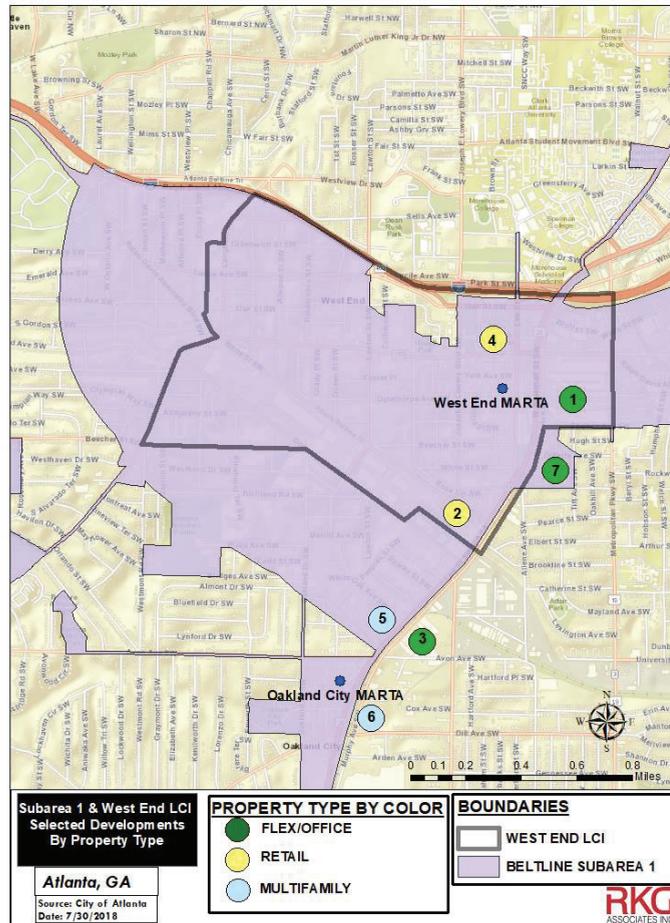


Table 7
Recent Real Estate Development Activity
Atlanta West End, Fulton County, GA (2019)

Number	Name	Address	Type	Description	Completed
1	The MET	675 Metropolitan Parkway SW	Flex/Office	1.1 million SF Maker space able to be utilized for many types of uses. Redeveloper acquired in 2018.	2018
2	Lee+White	1000-1070 White Street SW	Retail	426,000 SF of creative flex space mostly occupied by food and beverage.	2018
3	The Murphy	884 Murphy Ave SW	Flex/Office	115,000 SF adaptive reuse of a 2 building former box building. Creative office uses.	2020
4	The Mall at West End	850 Oak Street SW	Retail	Large mixed use development proposed on the site of the current mall.	TBD
5	Atlanta Land Trust	1091 Tucker Ave SW	Multifamily	23 modular home units for lower income	2,020
6	Gateway Capital View	1374 Murphy Ave SW	Multifamily	162 units for lower income seniors	2018
7	SwitchYards	691 Whitehall St SW	Flex/Office	10,000 SF coworking and event space with conference room	2019

TECHNICAL MEMORANDUM

TO: The Collaborative and McAfee Architects III
FROM: RKG Associates, Inc.
DATE: August 1, 2019
SUBJECT: Housing Vulnerability Analysis for the West End Livable Centers Initiative (LCI) and Atlanta Beltline Subarea 1 Master Plan

I. INTRODUCTION

The housing market in the West End community has become much more dynamic than historic levels, particularly over the past five years. Despite the area’s reputation as a traditionally low-income neighborhood, housing market activity has transitioned from a buyers’ market to a sellers’ market. The proximity to downtown Atlanta and comparably affordable housing prices to other inner-suburb communities along the Beltline fueled unprecedented demand in the area. Both the Beltline Subarea 1 and the West End LCI study area include area of the West End with the greatest market activity—and changing socioeconomics. This market assessment provides both Atlanta Beltline Initiative and the City of Atlanta a better understanding of the rapidly-changing market activity and the relative impacts on the long-tenured residents of the area.

II. DATA SOURCES AND METHODOLOGY

1. Data Sources

RKG utilized data from the U.S. Census American Community Survey to perform the vulnerability analysis, supplemented by information from the U.S. Housing and Urban Development (HUD) Comprehensive Housing Affordability Study (CHAS) data, the City of Atlanta property assessment database, and data provided by real estate brokers operating in the Atlanta West End area. Analysts quantified the characteristics and recent trends of the housing supply and demand equilibrium and compared the two factors to analyze the housing affordability supply gap and to local identify housing vulnerability. RKG examined both the ownership and rental housing markets in this analysis, providing an independent assessment of each housing tenure.

2. Income Limit Methodology

The purpose of this section is to analyze the existing conditions and recent trends in Subarea 1 compared to Fulton County as a whole. The analysis uses traditional HUD income threshold Area Median Income (AMI) categories to better understand affordability and vulnerability by income level. The analysis uses the 2019 HUD Metro Fair Market Rent (FMR) and corresponding income levels for the Atlanta-Sandy Springs-Roswell, GA region. As AMI income limits are the official definition used by HUD to describe household income and poverty levels for different metropolitan areas, this approach ensures the results are germane to the West End community. The socioeconomic analysis revealed renter households (2.32 persons per household), on average, are smaller than owner households (2.65 persons per household). As a result, RKG Associates use the corresponding two-person household AMI income limits for the rental market analysis and three-person household AMI income limits for the ownership housing market.



3. Homeownership Purchasing Assumptions

The homeownership analysis required RKG Associates to make assumptions how the units would be purchased. The two most common financing options are conventional (or conforming) loans and Federal Housing Administration (FHA) backed loans. For the purposes of affordability analyses, RKG Associates uses the FHA financing assumption for two primary reasons. First, FHA loans require a lower down payment (3.5%) amount, making access to the marketplace easier for lower and moderate-income households. Second, FHAs primary mortgage insurance (PMI) requirements result in a lower affordability point than conventional mortgages, providing a more conservative analysis result. Ultimately, RKG seeks to ensure that the analysis accurately reflect the high barriers to homeownership for lower and moderate-income households while using the most rational assumptions for those households.

III. SUMMARY OF KEY FINDINGS

A. Demand Analysis

The Subarea 1/LCI study area has experienced a recent transition in socioeconomic characteristics due to the rise in interest/demand to live in the West End area.

- The Subarea 1/LCI study area experienced substantial household and population loss between 2000 and 2010, as the community was adversely impacted by the National Recession and the foreclosure crisis. This impact has begun to be reversed, with population and household growth rates nearly returning the community to its pre-Recession levels.
- Demographic data indicate new residents of the study area tend to be wealthier and highly educated, as compared to the long-term resident base. While the study area remains largely an African American community, the number of white and Latino households has increased in recent years, diversifying the local community.
- Household formation data indicate that a large proportion of households moving into the study area are headed by younger persons (25-34 years old), oftentimes with children. The predominant age cohort is now the 25 to 34-year old group, younger than the 2000 predominant group of 35 to 44-year-old cohort.

B. Supply Analysis

The study area has seen modest new development, but the substantial change in market demand has substantially affected the existing housing market tenure and price equilibrium.

- Home values for homeownership units have increased substantially over the past five years, with asking prices increasing more than 150% during this time period. The study area's well-preserved historic neighborhoods, proximity and strong connectivity to downtown Atlanta, and the continually improving community amenities has attracted substantial investment.
- Local Realtors indicated that "house flipping," or the rehabilitation of older, poorly maintained traditional owner-occupied units to higher-value homeownership units has increased in popularity in the study area due to the increased demand. This trend is expected to continue as values continue to rise and the study area remains relatively more affordable compared to other inner-suburb communities around downtown.
- Rental housing pricing has not increased as fast but is reported by local Realtors to be rising as well. Increased demand combined with limited supply growth and the conversion of

traditional ownership units that have been rental back to homeownership through “flipping” has placed pressure on the rental market.

C. Affordability/Vulnerability Analysis

Market data indicate that long-tenured residents of the Subarea 1/LCI study area, particularly those earning 50% of AMI or below, are highly vulnerable to price displacement.

- Recent homeowner pricing data indicate the median asking price is above what a household earning 120% of AMI can afford. More than 92% of existing homeowners in the study area earn below 120% of AMI. While homeownership has some cost controls (i.e. principal and interest payments), increased taxes/insurance costs could adversely impact modest-income earners. Furthermore, interested modest income households are being priced out of locating in the study area.
- Existing income/cost disparities already exist in the study area for renter households. HUD CHAS data indicate that more than 75% of households earning less than 50% of AMI are cost burdened in the study area. With rental demand increasing for higher income households (over 100% of AMI) and the rental supply diminishing due to the reconversion of traditional ownership units, prices most likely will continue to increase as supply reduces.
- While market forces cannot be stopped through policy initiatives and regulatory control, strategic and measured efforts can help existing homeowners remain in place if they choose and help mitigate further displacement of lower-income renter households. A combination of preservation of existing affordability with substantial new development across all price points will help preserve opportunities for long-standing residents to find quality, price-appropriate housing in the study area.

The remainder of the memorandum provides a more detailed housing market analysis.

IV. HOUSING DEMAND ANALYSIS

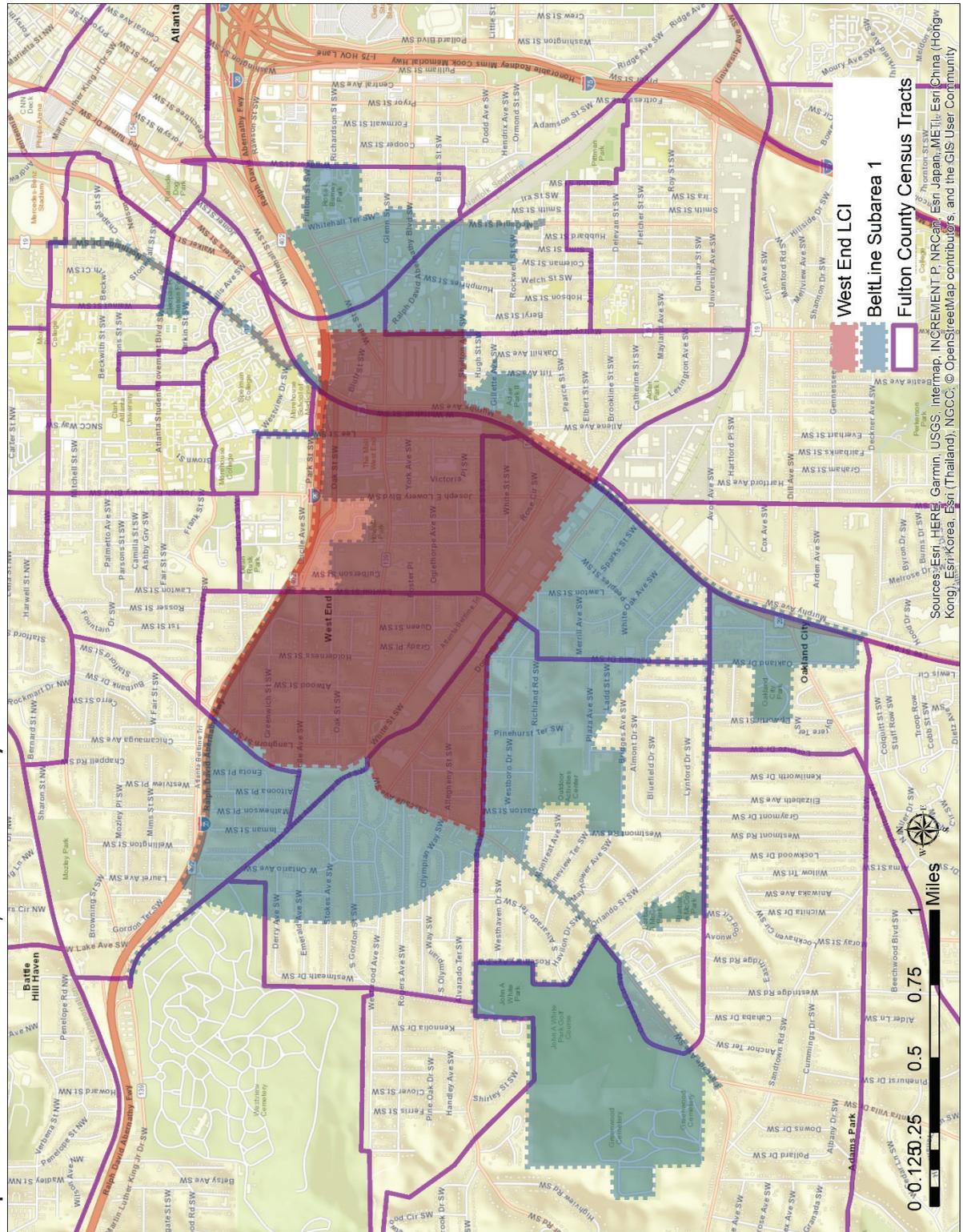
1. Introduction

The purpose of this section is to analyze the demographic, economics, and household formation conditions and recent trends in Subarea 1/West End LCI. The demand analysis is the foundation for both recent market activity as well as understanding affordability and vulnerability for existing study area residents. The study area has been compared to Fulton County to provide context for shifting trends/conditions.

2. Methodology and Data Sources

All socioeconomic data was collected from the U.S. Census Bureau’s American Community Survey (ACS) American Fact Finder online application. RKG Associates used 2017 5-year estimates for current conditions combined with 2000 and 2010 decennial Census data for trend analysis. The Subarea 1/LCI boundary was approximated using those Census Block Groups that capture both study areas (Map 1). This approximation was necessary given the limitations in available data below the Block Group level.

Map 1 – Atlanta Beltline Subarea 1 / West End LCI Study Area



3. Population Growth Trends and Characteristics (2000-2017)

- The Subarea 1/LCI study area experienced population gains since 2010 despite historic losses and recent countywide population losses
While the total population in the Subarea 1/LCI study area remained below 2000 levels, the area experienced a net population increase of 5,899 people between 2010 and 2017 (Table 1). This trend is opposite the Fulton County trends, with strong population growth during the 2000s and recent losses over the past seven years. Furthermore, the study area’s recent population increase resulted in an average annual growth rate of 4.7%, well above the U.S. average of approximately 1% during the same time period.

Table 1
Population Trends
Atlanta BeltLine Subarea 1/West End LCI Study Area (2000-2017)

				Change '00 - '10		Change '10 - '17	
	2000	2010	2017	Actual Chg.	Ann % Chg.	Actual Chg.	Ann % Chg.
Subarea 1/LCI Study Area	25,161	17,865	23,764	(7,296)	-2.9%	5,899	4.7%
Fulton County	816,006	1,010,420	886,982	194,414	2.4%	(123,438)	-1.7%

Source: American Community Survey and RKG Associates, Inc., 2019

The reversal of population trends in the Subarea 1/LCI study area is consistent with other Inside The Perimeter (ITP) communities, particularly those this close to downtown Atlanta. The population loss that occurred in the study area between 2000 and 2010 is most likely due to the well-documented foreclosure crisis within Atlanta escalated by the impacts of the National Recession. However, the continued reinvestment in public infrastructure and community amenities—such as The Beltline—has changed the market perception of these communities. The study area’s proximity to downtown, strong local and regional transportation infrastructure and relative affordability has attracted households back into the area.

- The Subarea 1/LCI study area is becoming more age-diverse
The population within the study area has undergone a substantial transformation. In 2000, people between 35 to 44 years old constituted the largest portion of the local population at 14.7%. Between 2000 and 2010, population losses occurred in all age groups, but were more heavily impactful for persons aged between 0 and 44 (Table 2). The relative increase in older persons is consistent with Fulton County and the U.S., as the Baby Boomer generation (constituting the largest portion of all the generations) continues to age. However, the resurgence of population in the study area since 2010 has been more heavily distributed towards children (0-9 years old) and young adults (24-35 years old). In fact, persons 25-34 years old now constitute the largest age cohort in the study area.

The data indicate that interest in the West End study area as a place to live is not from the same age makeup as existing residents. The surge of young adults and very young children indicate that young families constitute a disproportionate share of new residents. This finding is consistent with anecdotal data provided to RKG from local brokers, as other inner-suburb communities also attracted younger households and families due to the relative affordability of the area combined with the speculation that market conditions and amenities would continue to improve in the immediate area.



Table 2
Population Age Distribution
Atlanta BeltLine Subarea 1/West End LCI Study Area (2000-2017)

	Population			Change 00'-10'		Change 10'-17'	
	2000	2010	2017	Actual Chg.	Ann. % Chg.	Actual Chg.	Ann. % Chg.
0-4	1,765	1,053	1,835	(712)	-4.0%	782	10.6%
5-9	2,060	1,108	1,889	(952)	-4.6%	781	10.1%
10-14	2,039	1,323	1,616	(716)	-3.5%	293	3.2%
15-24	3,638	2,973	3,159	(665)	-1.8%	186	0.9%
25-34	3,364	2,127	3,714	(1,237)	-3.7%	1,587	10.7%
35-44	3,689	2,092	3,094	(1,597)	-4.3%	1,002	6.8%
45-54	3,333	2,863	2,656	(470)	-1.4%	(207)	-1.0%
55-64	2,115	1,822	2,872	(293)	-1.4%	1,050	8.2%
65--74	1,572	1,529	1,866	(43)	-0.3%	337	3.1%
75-84	1,087	625	833	(462)	-4.3%	208	4.8%
85+	499	350	230	(149)	-3.0%	(120)	-4.9%
Total Population	25,161	17,865	23,764	(7,296)	-2.9%	5,899	4.7%
PERCENT DISTRIBUTION							
0-4 years	7.0%	5.9%	7.7%	N/A	N/A	N/A	N/A
5-9 years	8.2%	6.2%	7.9%	N/A	N/A	N/A	N/A
10-14 years	8.1%	7.4%	6.8%	N/A	N/A	N/A	N/A
15-24 years	14.5%	16.6%	13.3%	N/A	N/A	N/A	N/A
25-34 years	13.4%	11.9%	15.6%	N/A	N/A	N/A	N/A
35-44 years	14.7%	11.7%	13.0%	N/A	N/A	N/A	N/A
45-54 years	13.2%	16.0%	11.2%	N/A	N/A	N/A	N/A
55-64 years	8.4%	10.2%	12.1%	N/A	N/A	N/A	N/A
65--74 years	6.2%	8.6%	7.9%	N/A	N/A	N/A	N/A
75-84 years	4.3%	3.5%	3.5%	N/A	N/A	N/A	N/A
85+ years	2.0%	2.0%	1.0%	N/A	N/A	N/A	N/A

Source: ESRI and RKG Associates, Inc., 2019

- African Americans historically have constituted most of the local population, but the Subarea 1/LCI study area is becoming more diverse
 African American make up almost all the study area population, but that number has modestly declined in recent years. African Americans comprised 94.6% of the study area population in 2000 and 2010, but only 92.6% in 2017. This slight drop is the result of proportionally strong growth in multi-racial (30.1%) and white (29.9%) residents since 2010. As a result, the multi-racial population increased from 0.7% to 1.6% of the total population and the White population increased from 2.3% to 5.3% (Table 3). Ethnicity data indicate that some of this growth is due to the increases in residents of Latino origin, with Latino residents constituting 1.9% of the local population in 2017 (up from 1.0% in 2010).
- Education attainment levels are rising in the Subarea 1/LCI study area
 While the Subarea 1/LCI study area still has a disproportionately high concentration of residents with less than a high school diploma, the numbers of persons with post-secondary degrees is substantially increasing. Census data indicate persons in the study area with a high school diploma or less is 51.9% (Table 4). This is almost twice higher than Fulton County as a whole. However, the percentage of the population in study area with a bachelor's degree or higher doubled from 9.8% in 2000 to 18.5% in 2017, increased by 83.8%. In contrast, this highly educated population only increased by 55.1% for the entire County. Comparing population increases to changes in education attainment, the data indicate almost 75% of adults moving into the study area have at least some college education. This ratio is much higher than the 2000 levels (30.1%).

Table 4
Education Attainment of Population (25+ Years Old)
Atlanta BeltLine Subarea 1/West End LCI Study Area (2000-2017)

Education Attainment Level	2000		2010		2017	
	Count	% Total	Count	% Total	Count	% Total
Total Population 25 Years+	15,613	100.0%	11,408	100.0%	15,265	100.0%
Less Than High School Degree, No School	5,723	36.7%	2,830	24.8%	3,105	20.3%
High School Degree or Equivalent	5,192	33.3%	4,094	35.9%	4,811	31.5%
Some College, Associate's Degree	3,161	20.2%	2,625	23.0%	4,524	29.6%
Bachelor's Degree	978	6.3%	1,317	11.5%	1,722	11.3%
Graduate/ Professional Degree	559	3.6%	542	4.7%	1,103	7.2%
High School Diploma or Less	10,915	69.9%	6,924	60.7%	7,916	51.9%
Bachelor's Degree or Higher	1,537	9.8%	1,859	16.3%	2,825	18.5%

Source: ESRI and RKG Associates, Inc., 2019

4. Household Formation by Tenure (2010-2017)

- Despite recent strengthening of homeownership market, the Recession and foreclosure crisis still have lasting effects on the Subarea 1/LCI study area

Interviews with local real estate professionals indicate that current market demand for owner-occupied housing is strong in the study area. However, the Census data reveal that the number of owner-occupant households has experienced a net decrease of 422 households between 2010 and 2017. As noted, the foreclosure crisis disproportionately impacted areas like the West End more than most. This is corroborated when compared to Fulton County as a whole, where the number of owner-occupied households increased by 1,026 during the same period (Table 5).

Table 5
Household Formation Trends, ACS 5-Year Estimates
Atlanta BeltLine Subarea 1/West End LCI Study Area (2010-2017)

	2010		2017		Change '10 - '17	
	Count	Percent	Count	Percent	Actual Chg.	Ann. % Chg.
Atlanta BeltLine Subarea 1/West End LCI Study Area						
No. of Households	7,414	100.0%	9,078	97.5%	1,664	3.2%
Owner-Occupied Households	3,123	42.1%	2,701	29.8%	(422)	-1.9%
Renter-Occupied Households	4,291	57.9%	6,146	67.7%	1,855	6.2%
Total Avg. Household Size	2.39	N/A	2.61	N/A	0.22	1.3%
Avg. Owner-Occupied Household Size	2.38	N/A	2.78	N/A	0.40	2.4%
Avg. Renter-Occupied Household Size	2.40	N/A	2.54	N/A	0.14	0.8%
Fulton County						
No. of Households	357,463	100.0%	391,850	100.0%	34,387	1.4%
Owner-Occupied Households	200,119	56.0%	201,145	51.3%	1,026	0.1%
Renter-Occupied Households	157,344	44.0%	190,705	48.7%	33,361	3.0%
Total Avg. Household Size	2.39	N/A	2.49	N/A	0.10	0.6%
Avg. Owner-Occupied Household Size	2.52	N/A	2.65	N/A	0.13	0.7%
Avg. Renter-Occupied Household Size	2.24	N/A	2.32	N/A	0.08	0.5%

Source: American Community Survey and RKG Associates, Inc., 2019

- In contrast, rental households increased twice as fast in the study area as Fulton County
The number of renter-occupied households in the Subarea 1/LCI study area increased at an annual rate of 6.2% between 2010 and 2017, with an actual gain of 1,855 households. This is more than twice the pace as the County level (Table 5). Given the fact that there has not been 1,900 traditional rental housing units built during this time period in the study area, the data indicate that a substantial amount of traditional owner-occupied housing has been

converted for rental use. From a housing vulnerability perspective, the less affluent renter households are at risk to be priced out and/or displaced as housing values increase and the property owners seek to capture the full market value (either through sale or increasing the rental rates).

- Household size trends indicate new households coming into the Subarea 1/LCI study area are much larger than existing households
Throughout Fulton County, the average household has been getting larger. Between 2010 and 2017, the average household size increased from 2.39 persons to 2.49 persons (or 0.6% annually).

However, the average household size increased much faster in the study area. Both the average owner-occupied household size and the renter-occupied household size in the Subarea 1/LCI study increased faster than the County average. As a result, the average household size in the study area in 2017 is 2.61 persons, surpassing the County average of 2.49 despite being the same level in 2010. This is mostly driven by the rapid growth of the average owner-occupied household size in the study area, which increased from 2.38 to 2.78 persons per household during the study period.

As noted, the data indicate that younger family households with children have been moving into the study area at a disproportionate rate than historic levels. This finding further corroborates this trend. Given the owner-occupied household size is increasing much faster than the rental households, it is logical to conclude that many of these young family households are purchasing their home. The rising rental household size is consistent with the finding that many traditional owner-occupied housing units (i.e. single family detached houses) have been converted to rental in the aftermath of the Recession and foreclosure crisis.

5. Household by Income and Tenure

- The Subarea 1/LCI study area has a higher concentration of low-income households
Between 1999 and 2017, Subarea 1/LCI area has a higher proportion of households with incomes 50% of AMI and below than the County for both owner-occupied households and renter-occupied households. On the owner-occupied household side, very-low-income households (50% of AMI and below) have been maintaining a share between 43% to 48% in Subarea 1/LCI area, while the percentage has been between 15% and 17% in the County. On the renter-occupied household side, Subarea 1/LCI area has between 66% and 70% very-low-income households, versus between 41% and 43% in the County during the period between 1999 and 2017 (Table 6).

Table 6
Households by Household Income by Tenure (HUD Income Threshold)
Atlanta Beltline Subarea 1/West End LCI Study Area (1999-2017)

AMI Income Threshold	1999			2010			2017			Chg. 99-10'			Chg. 10-17'				
	Subarea 1	Fullen County	Income Limit	Subarea 1	Fullen County	Income Limit	Subarea 1	Fullen County	Income Limit	Subarea 1	Fullen County	Subarea 1	Fullen County	Subarea 1	Fullen County		
	Count	Percent		Count	Percent		Count	Percent		Actual Chg.	Am. % Chg.	Actual Chg.	Am. % Chg.	Actual Chg.	Am. % Chg.		
Owner-Occupied Household																	
Extremely Low Income & Below (0-30%)	1,003	25.8%	\$17,050	1,060	33.9%	\$19,400	2,640	46.5%	\$19,150	57	0.3%	1,165	0.7%	(420)	-5.7%	1,492	1.3%
Extremely Low to Very Low Income (31%-50%)	711	18.3%	\$32,350	431	13.8%	\$32,350	1,489	7.4%	\$35,900	(280)	-3.6%	1,518	1.0%	79	2.6%	532	0.5%
Very Low Income to Low Income (51%-80%)	828	21.3%	\$57,750	611	19.6%	\$57,750	23,629	12.8%	\$57,800	(217)	-2.4%	3,808	1.6%	(110)	-2.6%	860	0.5%
Low Income to 100% AMI (81%-100%)	368	9.5%	\$64,700	311	10.0%	\$64,700	16,531	8.3%	\$71,800	(57)	-1.4%	2,268	1.4%	(5)	-0.2%	691	0.6%
100% AMI to 120% AMI (101%-120%)	308	7.9%	\$77,640	271	8.7%	\$77,640	11,953	7.9%	\$86,160	(37)	-1.1%	2,372	1.6%	(182)	-9.6%	(1,862)	-1.7%
120% AMI Above (121%+)	671	17.3%	\$85,161	439	14.1%	\$77,641	11,374	55.7%	\$85,161	(282)	-3.1%	21,677	22.2%	216	7.0%	(667)	-0.1%
Total	3,889	100.0%		3,123	100.0%		2,701	100.0%		(766)	-1.8%	33,008	1.8%	(422)	-1.9%	1,026	0.1%
Renter-Occupied Household																	
Extremely Low Income & Below (0-30%)	2,468	47.0%	\$15,150	2,112	49.2%	\$17,250	43,279	27.5%	\$19,150	(354)	-1.3%	1,910	0.4%	748	5.1%	5,143	1.7%
Extremely Low to Very Low Income (31%-50%)	986	18.8%	\$35,250	897	20.9%	\$35,250	24,910	15.8%	\$31,900	(89)	-0.8%	527	0.2%	348	5.9%	5,624	3.2%
Very Low Income to Low Income (51%-80%)	900	17.1%	\$50,500	584	13.6%	\$50,500	30,178	19.8%	\$51,000	(316)	-3.2%	989	0.3%	506	12.4%	4,849	2.2%
Low Income to 100% AMI (81%-100%)	330	6.3%	\$50,500	204	4.8%	\$52,500	14,118	9.0%	\$63,800	(126)	-3.2%	(2,370)	-1.3%	101	7.0%	3,041	3.1%
100% AMI to 120% AMI (101%-120%)	133	2.5%	\$60,600	187	4.4%	\$69,000	11,682	7.4%	\$76,560	54	3.7%	2,249	2.2%	92	7.1%	4,423	5.4%
120% AMI Above (121%+)	439	8.4%	\$60,600	307	7.2%	\$69,000	32,177	20.9%	\$76,560	(132)	-2.7%	(92)	0.0%	59	2.8%	10,281	4.6%
Total	5,256	100.0%		4,291	100.0%		157,344	100.0%		(945)	-1.7%	3,213	0.2%	1,855	6.2%	33,361	3.0%



- Renter households in the Subarea 1/LCI study area are concentrated in the lowest income thresholds

Within the Subarea 1/LCI study area, 66.8% of the renter-occupied households earned below the 50% of AMI threshold. In comparison, the owner-occupied households earning below that threshold account for 42.6% in the same year (Table 7).

Table 7
Households by HUD Income Thresholds
Atlanta BeltLine Subarea 1/West End LCI Study Area

AMI Income Threshold	2-Person Household			3-Person Household		
	Income Limit	Rental Household		Income Limit	Ownership Household	
		Count	Percent		Count	Percent
Extremely Low Income & Below (0-30%)	\$19,150	2,860	46.5%	\$21,550	640	23.7%
Extremely Low to Very Low Income (31%-50%)	\$31,900	1,245	20.3%	\$35,900	510	18.9%
Very Low Income to Low Income (51%-80%)	\$51,000	1,090	17.7%	\$57,400	501	18.5%
Low Income to 100% AMI (81%-100%)	\$63,800	305	5.0%	\$71,800	306	11.3%
100% AMI to 120% AMI (101%-120%)	\$76,560	279	4.5%	\$86,160	89	3.3%
120% AMI Above (121%+)	\$76,561	366	6.0%	\$86,161	655	24.3%
Total		6,146	100.0%		2,701	100.0%

Source: U.S. Department of Housing and Urban Development, American Community Survey & RKG Associates, Inc., 2019

In addition, according to the latest available 2011-2015 Comprehensive Housing Affordability Strategy (CHAS) data from HUD, the majority (80.7%) of the 30% of AMI and below renter households are cost-burdened (defined by HUD as over 30% of gross household income spent on housing). Similarly, there are 70.0% of the 30% to 50% of AMI renter households are also cost-burdened. In comparison, 78.2% of the 30% of AMI and below owner households and 58.4% of the 30% to 50% of AMI owner households are cost-burdened respectively. The data indicate that renters are more vulnerable in terms of housing affordability than homeowners in this area.

- Income growth trends indicate that the number of the lowest income homeowner households are decreasing at a rate faster than the County as a whole

The number of homeowners earning less than 50% of AMI in the Subarea 1/LCI study area have been decreasing at an annual rate of 3.3% between 2010 and 2017, compared to a 0.9% annual increase for Fulton County as a whole. In contrast, owner-occupied households with the highest median household incomes (120% of AMI and Above) in Subarea 1/LCI area have been expanding at a high rate of 7.0% per year, compared to a 0.1% annual decrease in the County.

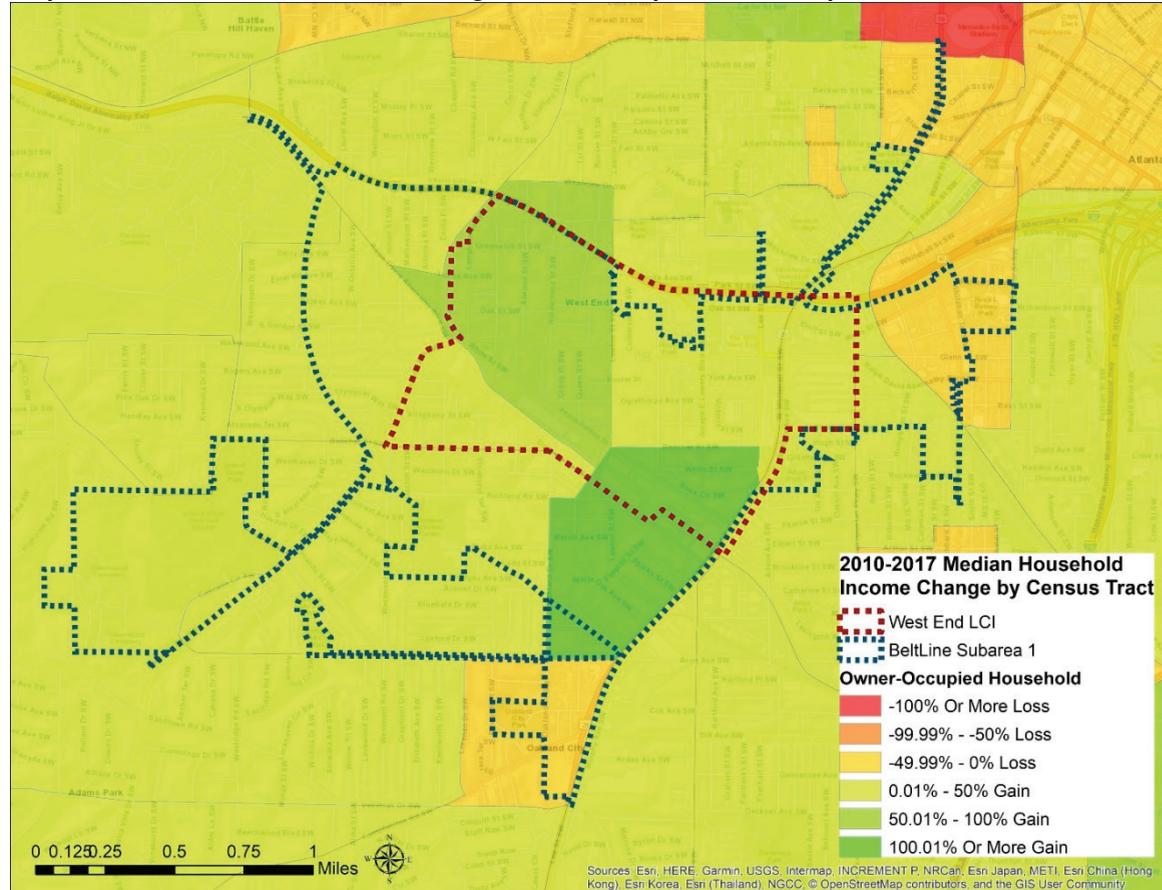
There are a few findings to be garnered from this data. This indicates that like the County-wide trend, there has been a decline of lowest-income owner-occupied households and a rapid gain of highest-income owner-occupied households in Subarea 1. In addition, this trend is even more representative in Subarea 1 than the County in terms of the annual change rates. Anecdotal data from local Realtors indicate that these higher income households are acquiring the renter-occupied and low-value ownership housing and rehabilitating them into higher-value owner-occupied housing as an investment. In other words, relatively affordable homes in the study area are being purchased by higher-income owners who have been moving into this area over the past couple of years.

- Owner households with higher incomes have moved into Subarea 1/LCI, and more so in the historic district and areas close to downtown

The Census data indicate that the median household incomes of homeowners in the vast majority of Subarea 1/LCI study area have increased since 2010, suggesting that higher-income homeowners have moved into the study area. In particular, the historic district in Subarea 1/LCI have seen the most growth of homeowners' median household incomes. In

addition, the historic district and areas close to downtown Atlanta and the MARTA stations have a concentration of higher-income owner households in 2017 (Map 2).

Map 2 – Median Household Income Change for Ownership Households by Census Tract (2010-2017)



This result resonates with the demographic analysis findings that the interest of higher-income owner households in purchasing homes and living in Subarea 1/LCI area has increased since 2010. These new owners prefer areas in proximity to the transit system and the downtown, in addition to the historic district because of its unique charm, and that it is relatively well protected and preserved

- Many of the new renter households earn above 100% of AMI
As discussed earlier, renter-occupied households in the Subarea 1/LCI study area have been growing faster than the County level since 2010. The increase of rental households has spanned across all income thresholds. In addition, those renter households with the highest median household incomes (100% of AMI and above) have been expanding faster than the growth of owner-occupied counterparts within Subarea 1, with the annual change rate of 4.4% for renter-occupied households compared to 0.7% for owner-occupied households.

This indicates that in addition to the rapid gain of highest-income owner-occupied households in Subarea 1, renters are catching up in terms of median household income levels. This further supports the finding that many of these newly added renter-occupied households are most likely young working professionals with higher education and income levels relocating to the study area due to its relative affordability and proximity to downtown. This also means that



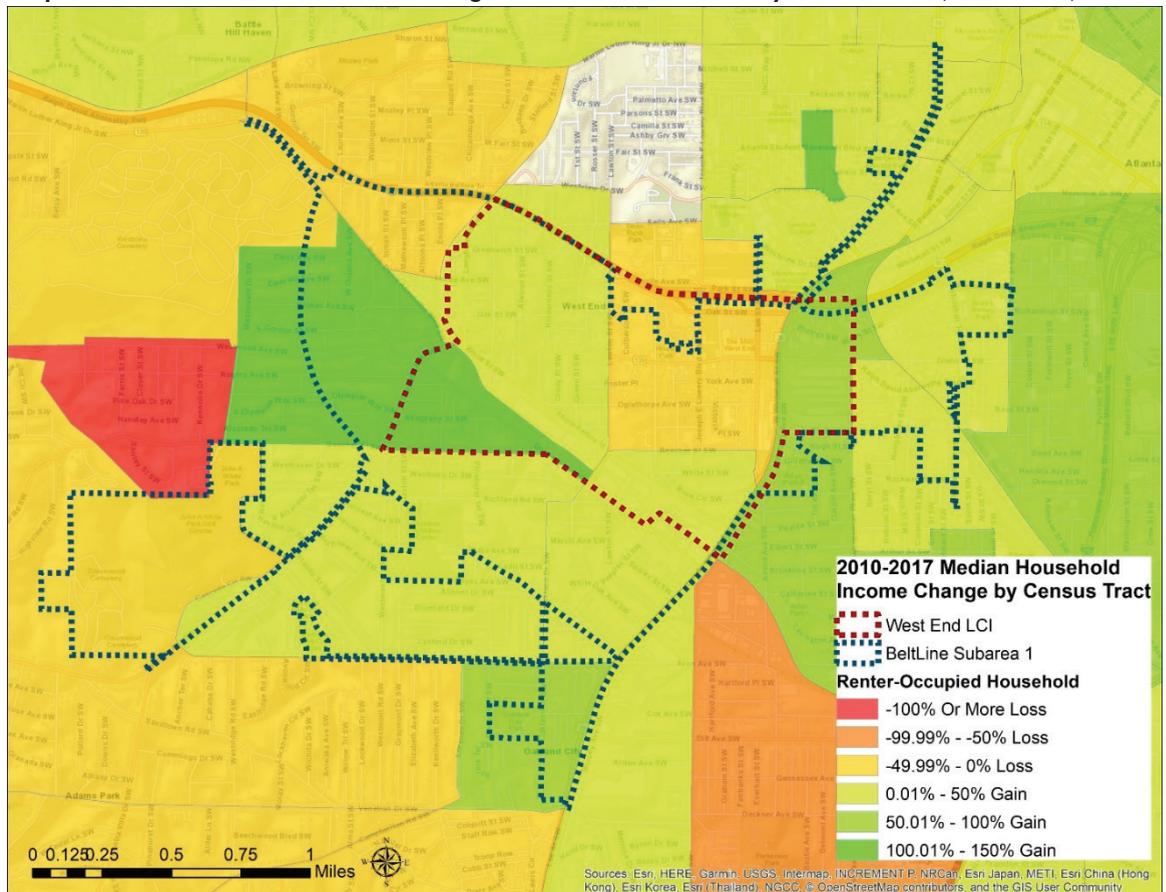
as the income levels on the rental demand side rapidly rising, the rental housing market will respond to this new trend over time by increasing asking rents. This process will escalate the average rent levels in Subarea, further pressuring low-income renters with diminishing affordable options.

- Higher-income renters are moving to areas closer to the downtown, and modest-income renters are relocating to areas farther out

Similarly, the majority of Subarea 1/LCI study area has seen an increase of median household incomes of renters since 2010 (Map 3), indicating that higher-income renters are moving into the study area most likely because of its ideal location being close to the downtown and the MARTA stations.

In comparison, areas west and southwest to the study area have experienced a decline of the median household incomes of renters since 2010. This suggests that as the housing market of Subarea 1/LCI area picks up, more renters with modest incomes are moving to areas farther away from the downtown and the transit system outside of the study area, where rents are relatively more affordable, though these areas still have a concentration of higher-income renters.

Map 3 – Median Household Income Change for Renter Households by Census Tract (2010-2017)



V. HOUSING SUPPLY ANALYSIS

1. Introduction

This section describes the existing housing supply by tenure in the Subarea 1/KCI study area. The supply analysis complements the demand analysis for both the housing affordability assessment and the housing vulnerability analysis.

2. Methodology and Data Sources

RKG obtained the data of 2017 owner-occupied housing units by home value and renter-occupied housing units by monthly gross rent (with cash rent) for the 10 census tracts that approximate Subarea 1 from ACS. RKG then broke out the housing units by tenure by 2019 HUD AMI income limit. As discussed, the income thresholds used to parse the housing supply followed 2-person household AMI thresholds for rental units and 3-person household AMI thresholds for owner-occupied housing units.

3. Ownership Housing Supply by HUD AMI Income Threshold

- A large portion of the existing owner-occupied housing in the Subarea 1/LCI study area are affordable for households earning less than 80% of AMI

In terms of ownership housing supply in the study area, the majority (80.3%) of the ownership units are affordable to households earning 80% of AMI. In other words, there are 2,170 ownership housing units priced at \$172,245 and below, which are affordable for 1,651 households with a median household income of \$57,400/year and below in Subarea 1 (Table 8).

Table 8
Owner-Occupied Housing Units by Value by HUD Income Threshold
Atlanta BeltLine Subarea 1/West End LCI Study Area

AMI Income Threshold	Units - Housing Supply			
	Min. Value	Max. Value	No. of Units	% of Total
0 - 30%	\$0	\$74,554	985	36.5%
31% - 50%	\$74,555	\$113,657	665	24.6%
51% - 80%	\$113,658	\$172,245	520	19.3%
81% - 100%	\$172,246	\$211,484	182	6.7%
101% - 120%	\$211,485	\$250,615	129	4.8%
121%+	\$250,616		220	8.1%
Total			2,701	100.0%

Source: American Community Survey 2017 Estimates & RKG Associates, Inc., 2019

- In contrast, only 13% of owner-occupied housing units are valued for households earning over 100% of AMI

The 100% of AMI income threshold for the region (3-person household) equals \$71,801. Using HUD's cost burdening ratio, these households can afford to purchase a house for \$211,485 using an FHA loan vehicle. The Census data indicate that approximately 350 owner-occupied housing units are valued over this price point. Given there are substantially more households earning above the 100% of AMI threshold, the data indicate there is a shortage of housing priced to these households' ability to pay.

- The combination of increasing demand, low new construction, and higher ability to pay has been driving up housing costs

In order to supplement this analysis with more representative data that reflect the actual housing market trends in Atlanta West End, RKG conducted interviews with residential real estate brokers who operate in the West End area to better understand current market trends. Respondents indicated that home prices have increased substantially during the past five years in the greater West End area, especially in the neighborhoods of West End, Westview and Adair Park.

For example, data from Municipal Listing Service (MLS), a national data warehouse for real estate listings, reveal that the median sales price of single-family homes in the West End neighborhood (north Subarea 1) was \$147,250 in 2014. The median price more than doubled by 2018 to \$341,000 (Table 9). Similarly, the median single-family sales price in the Westview increased from \$44,950 in 2014 to \$282,500 in 2018.

Table 9
Single-Family Home Median Sales Price by Neighborhood, 2014-2019
Greater West End, City of Atlanta, GA

Neighborhood	Jan. 14'-Jan. 15'	Jan. 18'-Jan. 19'	Actural Chg.	% Chg.
West End	\$147,250	\$341,000	\$193,750	131.6%
Westview	\$44,950	\$282,500	\$237,550	528.5%
Adair Park	\$101,500	\$282,500	\$181,000	178.3%

Source: Sherry Fortson Bailey, Municipal Listing Service.com & RKG Associates, Inc., 2019

Anecdotally, local brokers reported that the most expensive homes in the Subregion 1/LCI study area that sold in 2014 were approximately \$250,000. By 2018, the top sale price was approximately \$600,000. Those brokers interviewed indicated that the study area likely has not finished experiencing substantial value gain. There was consensus that the West End area of Atlanta would eventually reach price points consistent with other inner-suburb neighborhoods, with home prices potentially reaching up to \$1,000,000. While there was not consensus around the timeframe for this to occur, there was consensus that strong housing value growth would continue over the next few years.

4. Rental Housing Supply by HUD AMI Income Threshold

- Less than half of the rental supply is affordable households earning below 50% of AMI
Only 48.8% of the rental housing units require monthly gross rents of \$798 and below, which is the affordability threshold for households earning 50% of AMI (2-person households). This means that only 3,003 such rental units are available for 4,105 renter-occupied households with median household incomes of \$31,900 per year and below (Table 10).
- Households earning below 30% of AMI have it the worst
Among all low-income AMI income groups, the lowest-income renters with 30% of AMI and below face very limited affordable rental options. Only 1,520 rental units are available for such income group, which is 24.7% of the total rental housing supply. In comparison, 30% of AMI and below renter-occupied households accounts for 46.5% among all households. This indicates that there is a supply shortage for the lowest-income renters in the Subarea 1/LCI study area.

Table 10
Renter-Occupied Housing Units by Value by HUD Income Threshold
Atlanta BeltLine Subarea 1/West End LCI Study Area

AMI Income Threshold	Rental Units - Housing Supply			
	Min. Monthly Rent	Max. Monthly Rent	No. of Units	% of Total
0 - 30%	\$0	\$479	1,520	24.7%
31% - 50%	\$480	\$798	1,483	24.1%
51% - 80%	\$799	\$1,275	2,358	38.4%
81% - 100%	\$1,276	\$1,595	425	6.9%
101% - 120%	\$1,596	\$1,914	235	3.8%
121%+	\$1,915		125	2.0%
Total			6,146	100.0%

Source: American Community Survey 2017 Estimates & RKG Associates, Inc., 2019

- In contrast, only 6% of the rental housing stock is priced above the 100% of AMI threshold
For renters with median household incomes 100% of AMI and above, there are only 5.9% of the total rental units are priced for their income levels. This means only 360 rental units have monthly rents of \$1,596 and above, versus 646 households with median household incomes of \$63,801 and above that can afford these rental units in the study area.
- Anecdotal information indicates that rental housing is being converted back to owner-occupied housing
RKG’s outreach to local brokers revealed there is a growing trend of lower-value ownership housing, especially those that are renter-occupied being renovated and converted back to higher-value owner-occupied homes, which process is called “flipping”. He mentioned this trend approximately started around 2016, and there have been more such conversions near the BeltLine due to the major developments and new investments along the corridor. Respondents indicated the market of ownership housing “flipping” is remains viable as home prices are likely to continue to rise at a steady rate. The increasing demand from higher income renter households combined with the loss of the less-invested supply to “flipping” will exacerbate the shortage of housing for the lowest income cohorts in the study area.

VI. HOUSING SUPPLY PRICING BY TENURE

1. Introduction

As discussed earlier, the home value and gross rent figures obtained from the American Community Survey 2017 Estimates may have limitations in terms of their accuracy and timeliness. The home value and gross rent numbers of 2017 collected by the U.S. Census Bureau may not necessarily reflect the present market prices and rent levels in Atlanta’s West End. In order to paint a more realistic picture of the current housing market supply pricing, RKG utilized several primary and secondary data sources (i.e. Zillow.com and used Apartments.com) to collect ‘real-time’ pricing in the Subarea 1/LCI study area.

2. Ownership Housing Supply Pricing Analysis

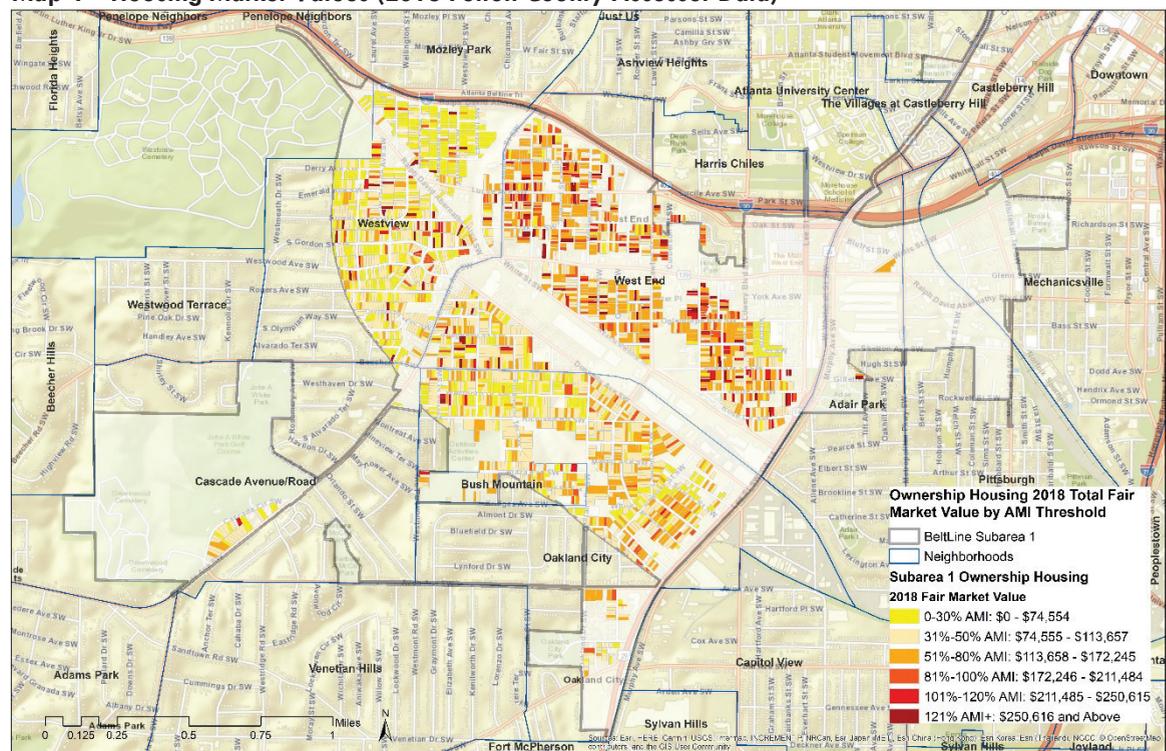
- Current homeownership unit listings do not have any priced below 30% of AMI
Despite Census data showing more than one-third of owner-occupied housing being valued below the 30% of AMI threshold, there are no houses currently being listed at or below the \$74,554 price point. The lowest sales price of all the 198 single-family homes in the study area listed on Zillow as of July 29, 2019 is \$75,000. The second-lowest sales price is \$88,000.

- The median asking price of current listings is affordable to a household earning 120% of AMI

The median sales price of all the 200 homes listed on Zillow as of July 29th, 2019 is \$270,000, which is slightly higher than the maximum home value affordable for buyers earning 120% of AMI. In addition, only 91 of the 198 total listed homes are priced at or below \$250,000, accounting for 46% of the total. The highest-priced listing within the Subarea 1/LCI study area is \$550,000, affordable to a household earning approximately 250% of AMI (using FHA standards). These findings corroborate the data provided local Realtors and from the MLS.
- Higher market value of ownership housing concentrates in areas close to the downtown and transit system, resonating with higher homeowner incomes

The 2018 property assessment data reveals that the ownership houses in the historic district and areas close to the downtown and MARTA stations have higher fair market value than houses in the rest of the study area. This result echoes the fact that these areas with higher housing value have a concentration of higher-income owner households, and further indicating that these areas are preferred by higher-income new homeowners.

Map 4 – Housing Market Values (2018 Fulton County Assessor Data)



3. Rental Housing Supply Pricing Analysis

- None of the apartments listed online are priced to be affordable for households earning below 30% of AMI

Like the situation on the ownership housing side, Apartments.com returned no rental listing currently available that are priced to be affordable renter households earning below the 30% of AMI threshold. The lowest monthly rent listed is \$540 (for a 580 SF studio

apartment), which is within the 31% to 50% of AMI range. Even this unit is only appropriate for a 1- or 2-person household.

- The highest listed rent is within the 81%-100% of AMI range
The highest monthly rent listed on Apartments.com based on RKG's research is \$1,383, which is affordable to a household earning less than 100% of AMI. In other words, there is no higher-end rental units currently listed on Apartments.com as of July 29th, 2019 that is targeting 101% of AMI and above renters.

It is possible that all the highest-priced rental units are currently occupied and/or do not use online listing services to find tenants. Regardless, the lack of any availability reflects the mismatch between the incomes of new renter households entering the market and current price points. Local Realtors familiar with the rental market place in the study area noted that asking rents have started to trend higher, albeit at a pace slower than ownership units.

VII. HOUSING AFFORDABILITY ANALYSIS

1. Introduction

In this section, RKG compared the current housing supply with existing housing demand for both the ownership housing market and the rental housing market by AMI income threshold. This enables RKG to quantify the housing supply surplus/shortage for existing homeowners and renters within each AMI income range. The results of this effort further inform the housing vulnerability discussion.

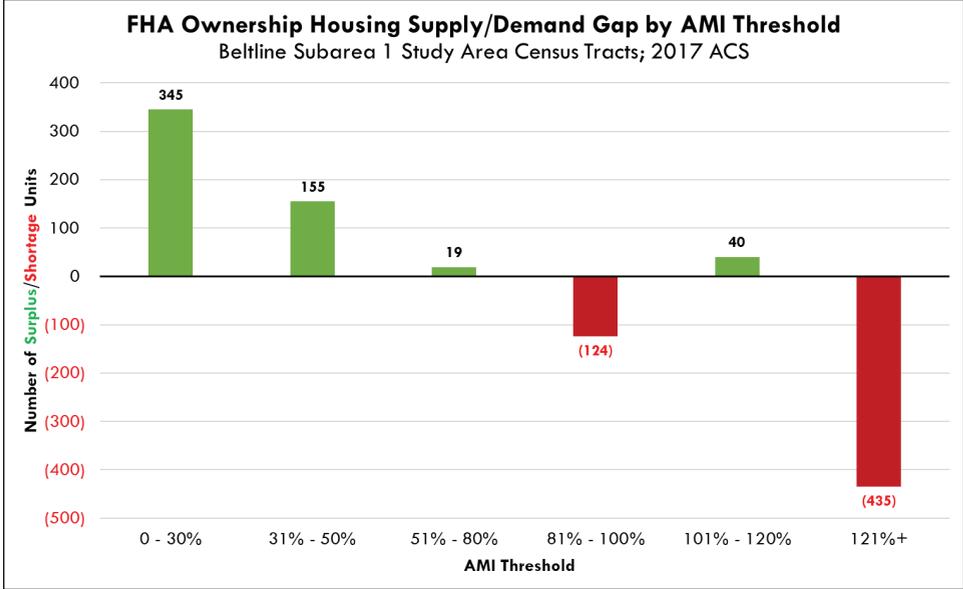
2. Ownership Housing Supply/Demand Gap

- The Census data indicate there is a shortage of homeownership supply for the most wealthy households
The Census data reveal there are approximately 500 more households earning above 80% of AMI than there are owner-occupied units priced to enable these households to maximize their ability to pay (Figure 1). This difference is more notable for households earning over 120% of AMI (or \$86,160 per year), which account for 435 of the 519-unit shortage just mentioned. While RKG recognizes that not all households seek to spend the most money then can afford (by HUD standards) on housing, the data reveal there is a mismatch between the value of supply and current demand.
- Similarly, the Census data indicate there is a substantial surplus of ownership units for households earning below the 50% of AMI threshold
Based on the supply/demand gap analysis results, the most noticeable supply surplus exists for households with 30% of AMI and below. The data indicate there are 985 ownership units values at \$74,554 and below compared to 640 households that can afford these units. There are similar surpluses for the 31%-50% of AMI and 51%-80% of AMI thresholds as well. At face value, the data indicate that more modest income households are well served in the study area.
- Limitations in the data available do not show the effects of the mismatch between housing values and new homeowners' income/ability to pay
The findings from the Census data analysis provide the explanation for why current pricing and market transitions are occurring in the Subarea 1/LCI study area. Historically, housing values have been comparatively low due to low demand, particularly from higher income households. However, the recent investment in transportation infrastructure and public amenities in the study area have increased this demand. The data, being two years old,



reveals the initiation of this transition from affordable community to high-demand, increasing value community. As revealed by the socioeconomic analysis, younger family households with middle and middle-high incomes have been a large part of the initial investment coming into the marketplace.

Figure 1



Source: RKG Associates, Inc., 2019

That said, the most recent information (MLS and current listings) reveal that current pricing has exceeded the 2017 data from Census. More current data reveal the homeownership market has performed as expected, given the influx of higher-income households and the relative affordability of the study area. To this point, affordability in the Subarea 1/LCI study area has effectively reversed, with housing values predominantly above 100% of AMI while income levels—particularly those for long-tenured owners—have remained relatively stable.

To these points, the Subarea 1/LCI study area remains relatively affordable to the average Fulton County resident but has become unaffordable for most long-tenured households. In short, many of the long-time owners have experienced substantial appreciation, but likely would not be able to locate into the study area today if they were not already there. Future homeowners most likely will have to earn at or above the 120% of AMI to be able to afford the Subarea 1/LCI study area homes.

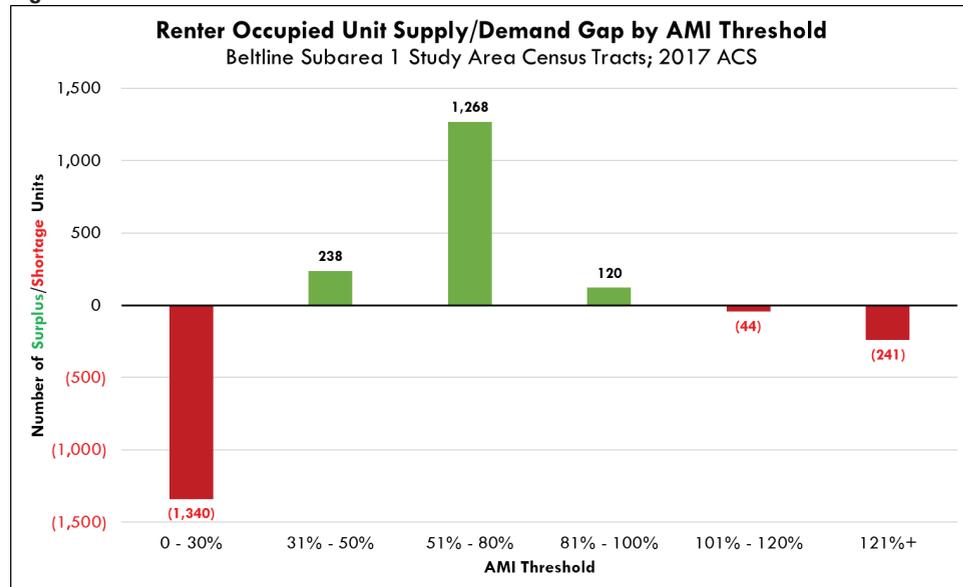


3. Rental Housing Supply/Demand Gap

- The Census data indicate there are more demands from renter households with modest income than price appropriate rental supply

According to the Census data, there are 2,860 renter households earning 30% of AMI and below in the Subarea 1/LCI study area, but there are only 1,520 rental units that are affordable for these modest income households. (Figure 2) At a base level, this corroborates the HUD CHAS data findings that most modest-income households in the study area are cost burdened. Further, this finding means that new modest-income renter households that want to move into the area most likely will not find price-appropriate units. Given the trend of higher income renter households moving into the study area, the 1,340 renter households earning less than 30% of AMI that are cost burdened will experience rising rent levels and be forced to pay even more of their income or eventually have to relocate.

Figure 2



Source: RKG Associates, Inc., 2019

- Anecdotal evidence suggests that the shrinking rental pool further exacerbates the shortage of affordable options for modest income households

As noted, there has been an ongoing and escalating trend of flipping low-value old rental units into higher-value ownership housing in Subarea 1/LCI study area. As some of these lower-value rental units occupied by modest income households are flipped for a profit, these renter households that currently live in the study area will likely face the reality of being displaced. If this trend continues to escalate, as reported by local Realtors, the pace of displacement will increase.

- The Census data also indicate a shortage of rental supply for high-income renters

The Census data reveals that compared to the 646 households earning 100% of AMI and above, there are only 360 rental units that priced to maximize their ability to pay. This finding resonates with the evidence from Apartments.com research conducted by RKG.

As discussed earlier, this downward pressure caused by a mismatch of supply and demand in the high-end rental market pushes high-income households to seek lower-rent units, further

diminishing the affordable options for modest-income households, especially those earning 30% of AMI and below. Without new rental development at all income levels, the rental housing prices most likely will escalate at a pace more consistent with current ownership value inflation.

- The Census data indicate middle-income renter households are well served, but demographic evidence indicates they are facing competitions with new renters
In comparison, the Census data show that there are more affordable units than demands for middle-income renter households earning 31% to 100% of AMI. However, as suggested by the demographic analysis result, new renters rapidly increasing in Subarea 1/LCI study area are usually young families or working professionals with higher incomes compared to existing renters living in the study area. These new renters moving in study area are competing with middle-income renters for the already shrinking rental supply, as there are few higher-end options in the study area. This will eventually cause affordability issues for the middle-income renter households as well if no policies are in place to assist them.

VIII. HOUSING VULNERABILITY FINDINGS

1. Ownership housing price escalation pressures 100% of AMI and below buyers

As noted, there are limitation in the 2017 Census data in terms of reflecting the current homeownership market equilibrium. Though the data show supply surplus of housing at the lowest income thresholds, secondary data indicate that the median sales price of homes in the study are currently is above 120% of AMI. New ownership housing in the market are not likely to be priced at even 100% of AMI and below. In addition, the ownership housing market has caught up with the supply shortage at the highest-income thresholds that existed in 2017 as housing prices have been increasing substantially. Over half of the currently listing homeownership units are priced above 120% of AMI according to the secondary data source.

These results suggest that new buyers earning 100% of AMI and below who wish to enter the Subarea 1/LCI study area are facing limited new housing options, and strong completion for the existing ownership housing units.

2. Nearly 25% of current homeowner households with modest incomes are vulnerable to price escalation impacts

In face of the rapid appreciation of the ownership housing market, existing modest-income homeowners earning 80% of AMI and below are vulnerable to the impacts brought by the steep escalation of housing prices. As the market value of their homes increases, their housing costs will increase as they will need to pay higher real estate taxes. In addition, they may face pressure or desire to sell their homes as housing demand increases in the study area. Policies aiming to assist these homeowners in preserving their homes through addressing maintenance, supporting amortizations, and raising homeowners' awareness against speculator rhetoric are necessary.

3. Renter households earning less than 50% of AMI are the most vulnerable

In addition to the existing rental supply shortage at the lowest income threshold, the contracting rental pool incentivized by the flipping market adds extra pressure on existing renter households earning 50% of AMI and below. These households face the possibility of having to look for new rental options in an already tight market. Current trends indicate already displaced renter households are seeking options as close to the study area as possible.



Moreover, most of these renter households are already cost-burdened and will have to rely on income-controlled units if they are displaced and want to remain in the study area, which are limited. All these factors place these renter households in an extremely vulnerable position. Policies to increase affordable rental units and to renovate and preserve existing rental housing are most valuable for the study area.

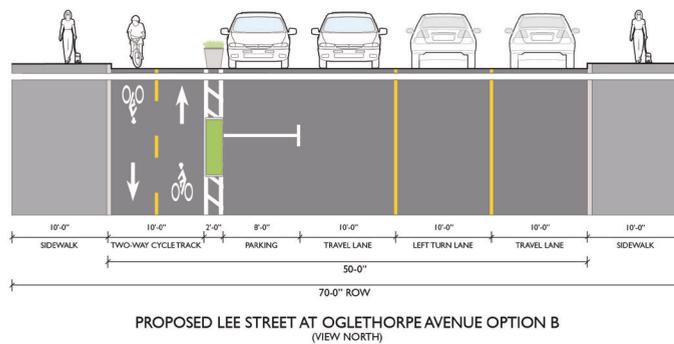
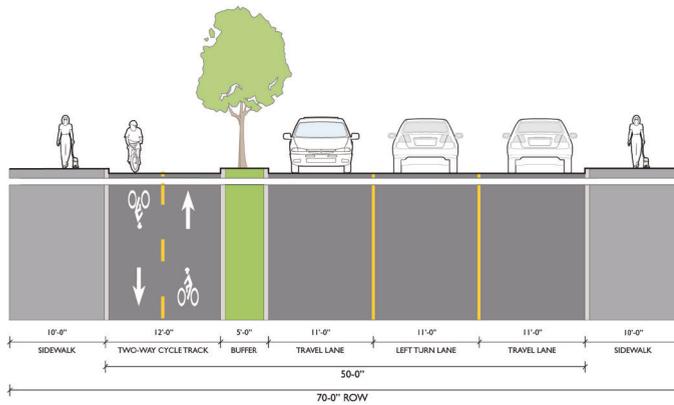
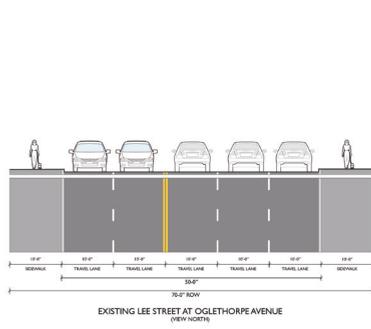
4. Supply shortage at the highest income thresholds is placing downward pressure on the rental housing market

The rental housing shortage at 100% of AMI and above has not met the demand, especially from the fast-growing new renters with high incomes. Though these renters can pay higher rents, the lack of such rental options in the study area has created a downward pressure on the rental housing market as these highest-income renters occupy lower-rent units, forcing even more modest-income renters out of affordable options and perpetuating the rent increases reported by local Realtors. Thus, policies to add more inclusionary zoning units to increase the supply at both the lowest and more moderate-income thresholds are necessary to address the affordability issue.

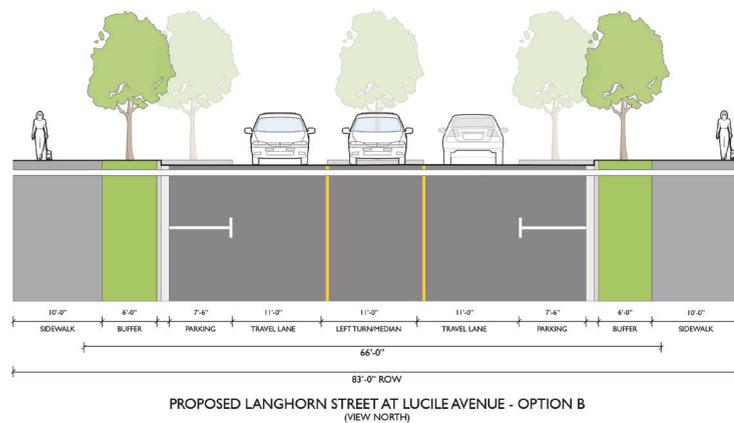
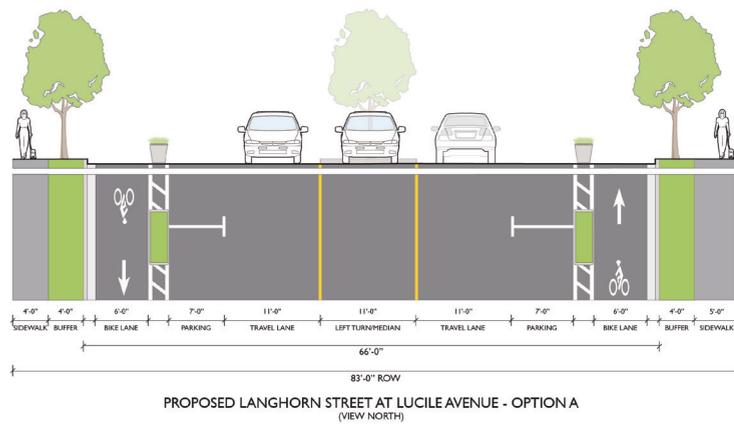
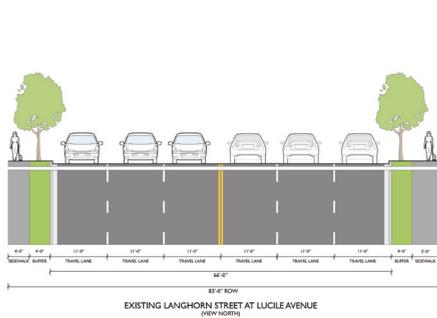
5. Anecdotal data from real estate brokers indicate these trends will continue

The consensus from the local Realtor community interviewed through this process is that continued homeownership and rental housing price escalation will continue into the near future. Without some level of intervention, households earning below 80% of AMI—and particularly those earning 50% of AMI—will face increasing challenges to remain in the Subarea 1 /West End LCI study area. While market forces cannot be stopped through policy initiatives and regulatory control, strategic and measured efforts can help existing homeowners remain in place if they choose and help mitigate further displacement of lower-income renter households.

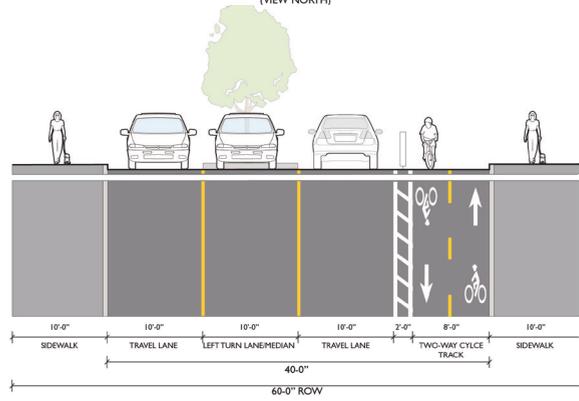
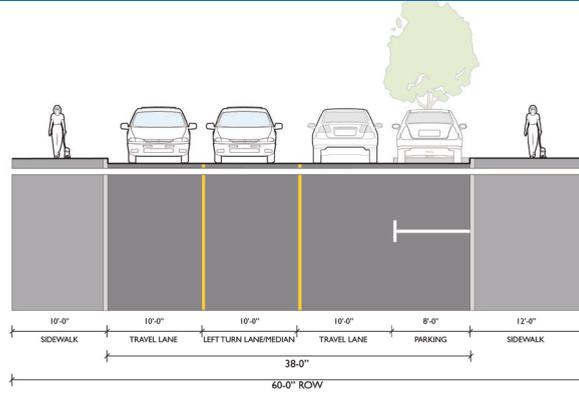
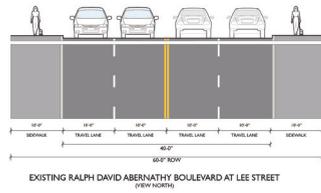
MOBILITY RECOMMENDATIONS: LEE STREET



MOBILITY RECOMMENDATIONS: LANGHORN STREET



MOBILITY RECOMMENDATIONS: RDA BOULEVARD



REPORT OF ACCOMPLISHMENTS
West End LCI - 2001

Instructions: In the left columns, list all projects/actions identified in your LCI 5-Year Action Plan. Check the appropriate status box for each project. Provide details when necessary, including when a project has missed its deadline or has become irrelevant.

Transportation Initiatives

Project ID	Project Name	Description	PE Year	Construction Year	STATUS				Notes
					Complete	Underway	Not Started	Not Relevant	
SS-1	Streetscape	Joseph P Lowery Blvd, from White Street Extension to I-20. This project includes improving the I-20 underpass for pedestrian access, and extends to White Street Extension.				X			Segment from Ralph David Abernathy Boulevard to I-20 complete, remaining sections not complete
SS-2a	Streetscape	Lee Street, Phase I, selected segment. from White Street Extension to I-20					X		
SS-2b	Streetscape	Lee Street, Phase I, selected segment. from White Street Extension to I-20					X		
SS-3a	Streetscape	RDA, Phase I, from Lee Street to Joseph P. Lowery Blvd (Including 10' Sidewalk on North Side of the Street)			X				
SS-3b	Streetscape	RDA, Phase II, from Metropolitan Pkwy to Lee Street, and from Joseph P. Lowery Blvd to Peoples Street					X		
SS-3c	Streetscape	RDA, Phase III, from Peoples Street to Lawton St. (Note that this project is outside the LCI study area)					X		
SS-4a	Streetscape	West End Pedestrian Circuit, Phase I: Oak St, York St, Oglethorpe Ave and Evans St					X		Sidewalks on York Street repaired
SS-4b	Streetscape	West End Pedestrian Circuit, Phase II					X		
SS-5	Streetscape	Peoples Street from White Street to Oak Street					X		
SS-6	Streetscape	White Street from Peoples to Lee Street					X		
BP-1	Bike/Ped Improvement	Bike Lane on White Street Extension (Stripe Bike Lane, add 10' Sidewalks)					X		Multi-use path constructed along segment of White Street, trees have been installed along portions of the frontage as a part of private developments
BP-2	Bike/Ped Improvement	Bike Path from White Street Extension Through Peoples Street Lucille/Lawton to West Side Village			X				Multi-use path constructed along segment of White Street, Segment from J.E. Lowery Boulevard to Lee Street is not complete

REPORT OF ACCOMPLISHMENTS
West End LCI - 2001

Project ID	Project Name	Description	PE Year	Construction Year	STATUS				Notes	
					Complete	Underway	Not Started	Not Relevant		
BP-3	Bike/Ped Improvement	Improve At-grade RR Crossing at White Street/Adair Park 2 and surrounding sidewalks in Adair Park and West End						X		
BP-4	Bike/Ped Improvement	Pedestrian Bridge from Candler Warehouse Site to MARTA Site						X		
BP-5	Bike/Ped Improvement	Install Pedestrian Zone Signage on Lee Street Between Oak Street and RDA						X		
BP-6	Bike/Ped Improvement	Complete Missing Sidewalks and Add Trees around Adair Park						X		Sidewalks in place along the Lee Street frontage only
SW-1	Sidewalk	Joseph P. Lowery Blvd from Oglethorpe to Rose Circle (1900', two sides)			X					
SW-2	Sidewalk	Lee Street from Donnelly to White Street (2000', one side)			X					Sidewalks complete on west side only
SW-3	Sidewalk	Murphy Avenue from I-20 to Lakewood Freeway (4,800', one-side)						X		Completed on east side of Murphy Avenue from I-20 to Allene Avenue (Adair Park)

Housing Initiatives

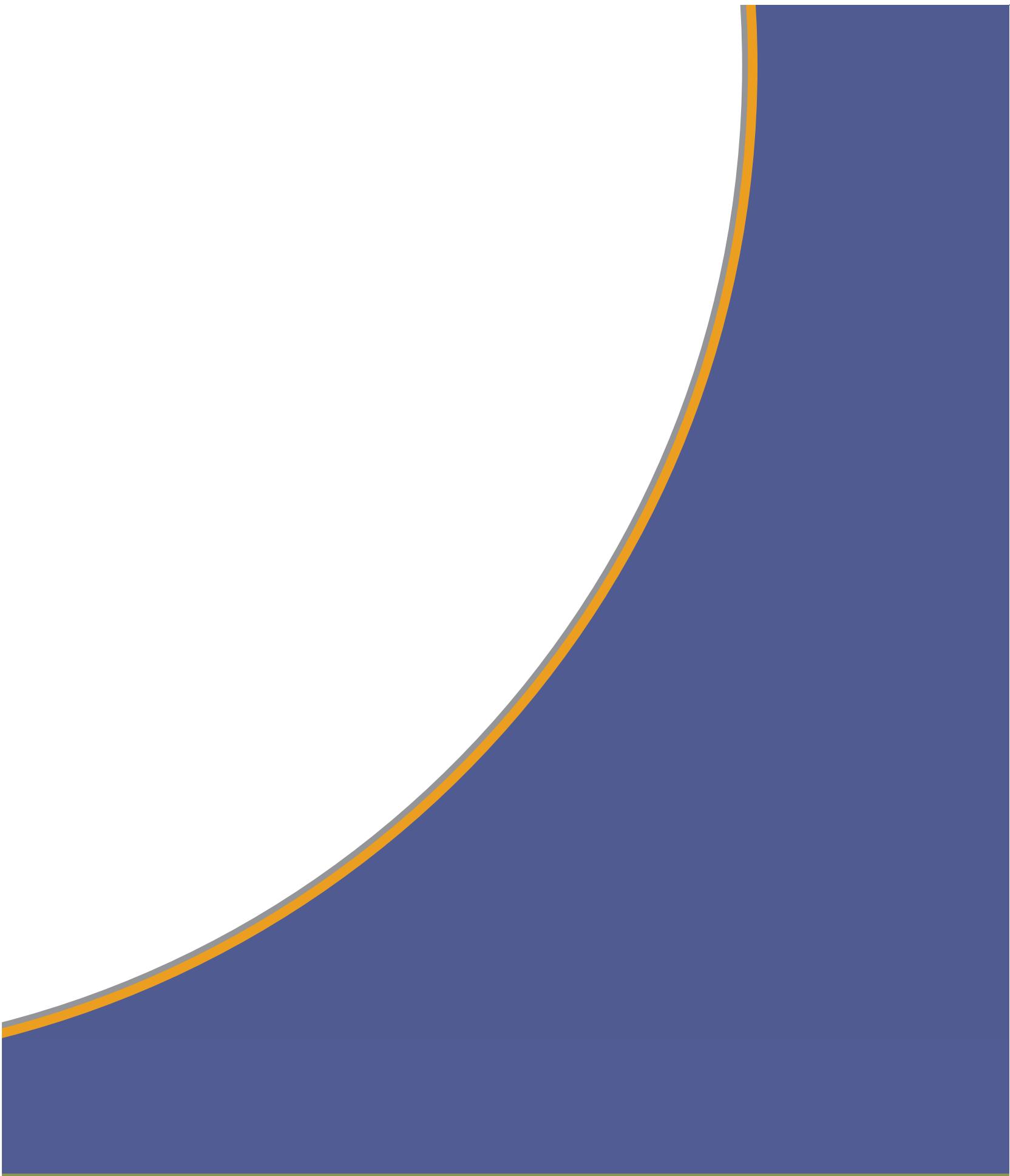
Project	Project Name	Description	Study Year	Implementation Year	STATUS				Notes	
					Complete	Underway	Not Started	Not Relevant		
										There were no specific housing initiatives in the 2001 LCI Implementation Plan.

Other Local Initiatives

Project	Project Name	Description	Study Year	Implementation Year	STATUS				Notes	
					Complete	Underway	Not Started	Not Relevant		
Regulatory Framework	Land Use Plan Update	Update Future Land Use to Reflect LCI Plan Goals			X					
Regulatory Framework	Zoning Ordinance Revisions	Update Zoning to Reflect LCI Plan Goals			X					
Community Identity	Street Signs	Install Uniform Street Name Signs with Area Identification Locations			X					

REPORT OF ACCOMPLISHMENTS
West End LCI - 2001

Project ID	Project Name	Description	PE Year	Construction Year	STATUS				Notes
					Complete	Underway	Not Started	Not Relevant	
Economic Development	Candler Warehouse, Mall West End, Sears Site, etc.	Redevelop various properties within the area				X			
Community Development	Rose Circle Park	Redevelop Park			X				
Community Identity	Historic and Neighborhood Markers	Erect markers denoting significant landmarks, buildings and neighborhoods				X			
Community Development	Promote partnership with Trees Atlanta	Plant street trees through area				X			
Community Identity	Gateway Treatment	Install Gateway treatment at major entry points into the neighborhood					X		
Community Development	Façade Improvements	Implement a façade improvement program				X			
Community Identity	Walking Tour	Implement self guided walking tour of the area				X			



Department of
CITY PLANNING

ARC Atlanta Regional Commission