

Atlanta City Council District 12

HAMMOND PARK & PERKERSON

Neighborhood Blueprint Plan 2020

DRAFT



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Atlanta City Council District 12

HAMMOND PARK & PERKERSON

Neighborhood Blueprint Plan 2020

DRAFT

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Atlanta City Council District 12 Neighborhood Blueprint Plan for Hammond Park and Perkerson is a planning study led by District 12 Councilmember Joyce Sheperd's Office and the City of Atlanta Department of City Planning. The Plan represents the collective vision, policies, and strategies that will guide future development in the neighborhoods with a focus on the redevelopment potential at existing neighborhood commercial nodes. It is a continuation of the Atlanta City Council District 12 Neighborhood Blueprint Plan for Adair Park, Capitol View, Capitol View Manor and Sylvan Hills. This plan for Hammond Park and Perkerson represents the latest additions to the District 12 Blueprint planning efforts.

LOCATION & CONTEXT

The Hammond Park and Perkerson neighborhoods are in Neighborhood Planning Unit X. The study area is the southern gateway into the City of Atlanta, as shown in Figure A to the right.

The study area is framed by Arthur B. Langford Parkway to the north; Mt. Zion Road SW to the south; I-75 to the east; and Springdale Road and the Atlanta city limits to the west. I-85 flows from the western boundary of Hammond Park and joins I-75 to create the Downtown Connector. Cleveland Avenue runs east-west, separating the two neighborhoods, and connects to the City of East Point

**OVERALL DISTRICT 12
BLUEPRINT VISION**
Preserve and enhance the area's
affordability and the unique
amenities each neighborhood
has to offer, while guiding
growth and attracting services
that improve the quality of life
for **ALL** residents.

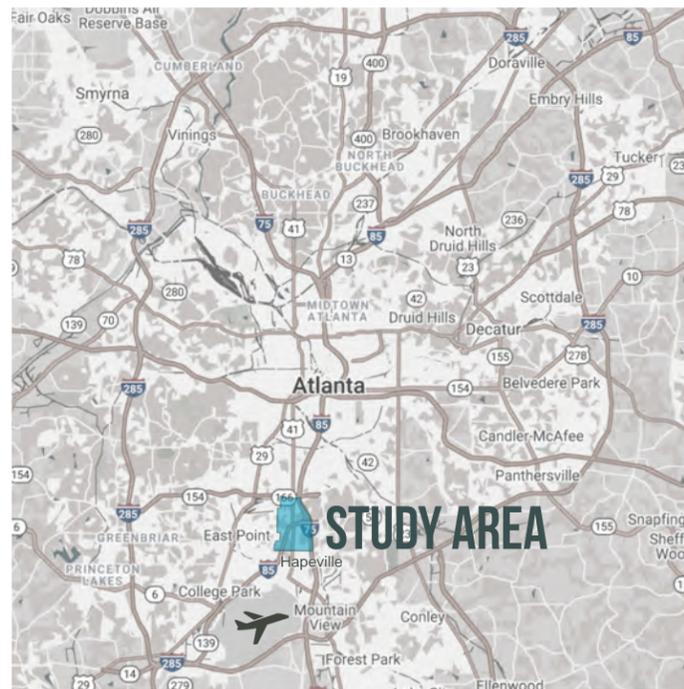
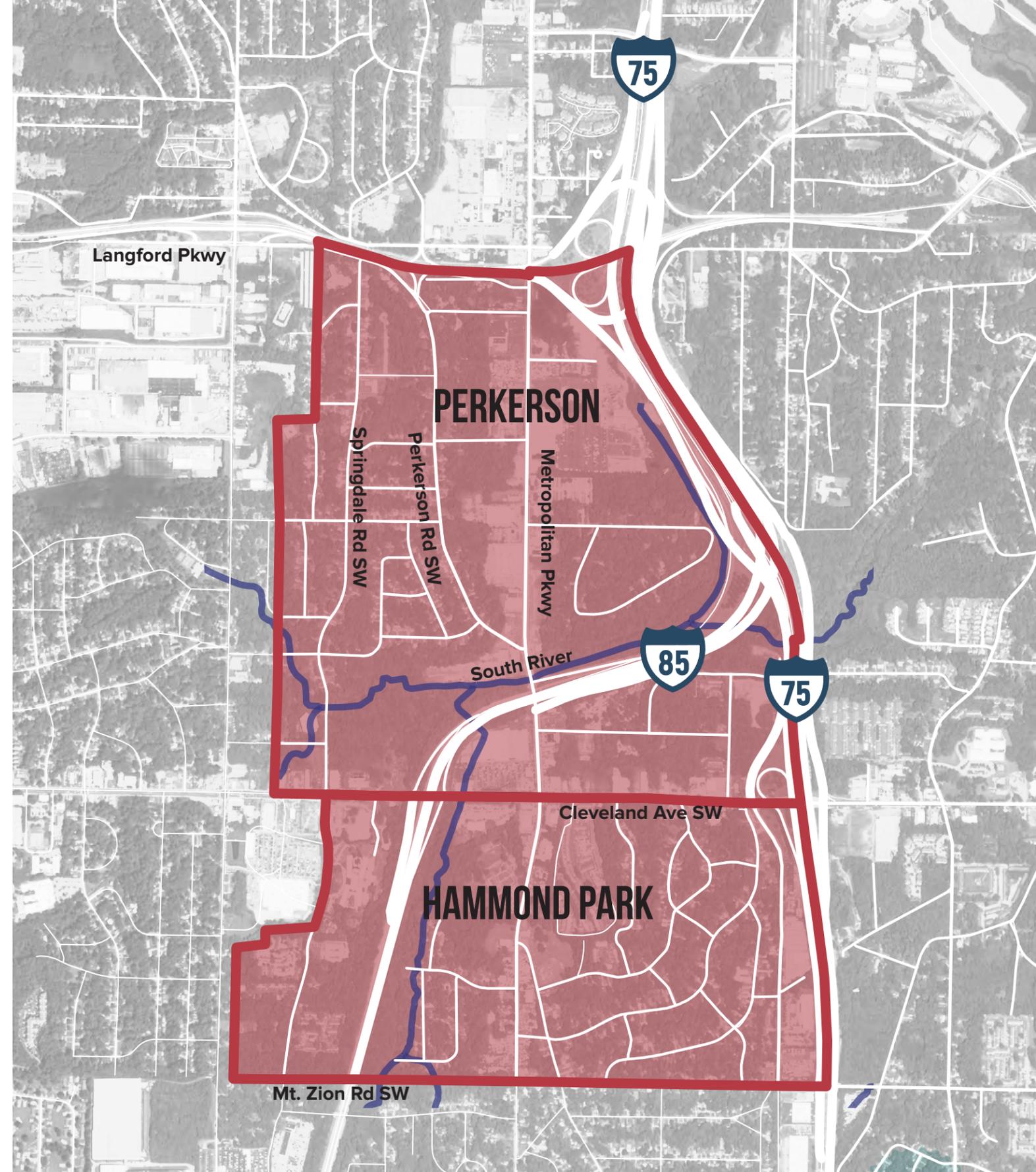


FIGURE A STUDY AREA CONTEXT MAP



PERKERSON & HAMMOND PARK STUDY AREA

FIGURE B STUDY AREA

EXECUTIVE SUMMARY

Metropolitan Parkway and Cleveland Avenue are two major corridors connecting the communities to Downtown Atlanta, East Point, Hapeville and Hartsfield-Jackson Atlanta International Airport.(H-JAIA).

Hammond Park and Perkerson are full of opportunities for growth and redevelopment. This is due to regional access via I-85, I-75 and Langford Parkway; proximity to downtown Atlanta (less than 6 miles); and proximity to Atlanta's downtown and Hartsfield-Jackson Atlanta International Airport. In addition, property values are still affordable in these neighborhoods making them prime for attracting young professionals, families, and entrepreneurs.

Existing community assets in the two neighborhoods include the Oak Hill Center, Victory Outreach Church, Mt. Zion Church, Avery Park/Gilbert Park, Manheim Metro Atlanta, and Hutchinson Elementary School. The Atlanta Police Department Zone 3 Precinct, Hosea Helps, and Goodwill Career Training are some of the new community assets coming to the neighborhoods.

THE PROCESS

This master plan is a result of a twelve-month community engagement process that occurred from September 2019 to September 2020. The planning process also included an assessment of existing conditions, economic development assessment, and an iterative process of creating an inclusive community vision and set of goals.

ANALYSIS

Key analysis included natural features, including topography and hydrology; existing community amenities and opportunities; redevelopment potential; land use and zoning; and transportation.

ECONOMIC DEVELOPMENT ASSESSMENT

In order to develop a realistic vision, this plan utilized the previous market analysis completed for the 2018 City of Atlanta District 12 Neighborhood Blueprint Plan. It helped with understanding market forces and opportunities to implement recommendations. Existing economic development tools were reviewed and summarized. Focus was put on economic development strategies that leverage existing tools to implement the recommendations and draw investment to the area.

COMMUNITY ENGAGEMENT

An extensive community engagement process was undertaken with the goal of involving all stakeholders in the study process. Through this master planning effort, stakeholders agreed on community-driven goals for the two neighborhoods and identified issues, needs, and aspirations. Community engagement included stakeholder meetings, kick-off meeting/ visioning session, design workshop, a survey, and virtual open house. This collaborative effort was an integral part to gaining consensus and support from various stakeholders in the community. Below is a summary of the vision and goals identified through the community process.

COMMUNITY VISION

This Blueprint Plan represents the collective vision, policies and strategies that will guide the future development of these two neighborhoods. It captures the history of Hammond Park and Perkerson, inventories community's assets, names important challenges and identifies several catalytic projects to spur redevelopment within the study area.

The community decided to adopt the Council District 12 Neighborhood Blueprint vision as their vision for Hammond Park and Perkerson:

“Preserve and enhance the area's affordability and the unique amenities each neighborhood has to offer, while guiding growth and attracting services that improve the quality of life for ALL residents.”

COMMUNITY GOALS

Along with the overall vision, each neighborhood decided their specific community goals.

HAMMOND PARK

- o Celebrate and enhance the neighborhood's strong social fabric and architectural character with community-oriented amenities and high-quality restaurants, retail, and housing.
- o Extend the neighborhood charm to major gateway corridors.
- o Create a walkable 'eco' district – with 'green' trails and sidewalks connecting accessible greenspace, stormwater ponds, and gardens.

PERKERSON

- o Preserve the area's unique neighborhood feel.
- o Offer a mix of retail, restaurant, housing, and greenspace options.
- o Reduce the impacts of flooding by investing in watershed management improvements along the South River.
- o Create Atlanta's 'Metropolitan Mile' – a walkable and transit-friendly shopping and dining destination for area residents and visitors.

EXECUTIVE SUMMARY

RECOMMENDATIONS

The Plan aims to create a collective vision to guide the future of neighborhood development in the Hammond Park and Perkerson neighborhoods.

The recommendations within this report address project goals, economic development potential, and the needs, aspirations, and desires of the community.

Key goals addressed include:

- Preserving and enhancing historic neighborhood characters
- Incorporating branding via signage and placemaking strategies
- Attracting neighborhood-scale businesses
- Increasing access to quality restaurants, neighborhood services
- Improving pedestrian, bicycle, and transit access
- Managing stormwater and providing access to greenspace

Recommendations include strategies for Placemaking and Community Branding, Parks and Stormwater, Transportation, and Redevelopment Nodes.

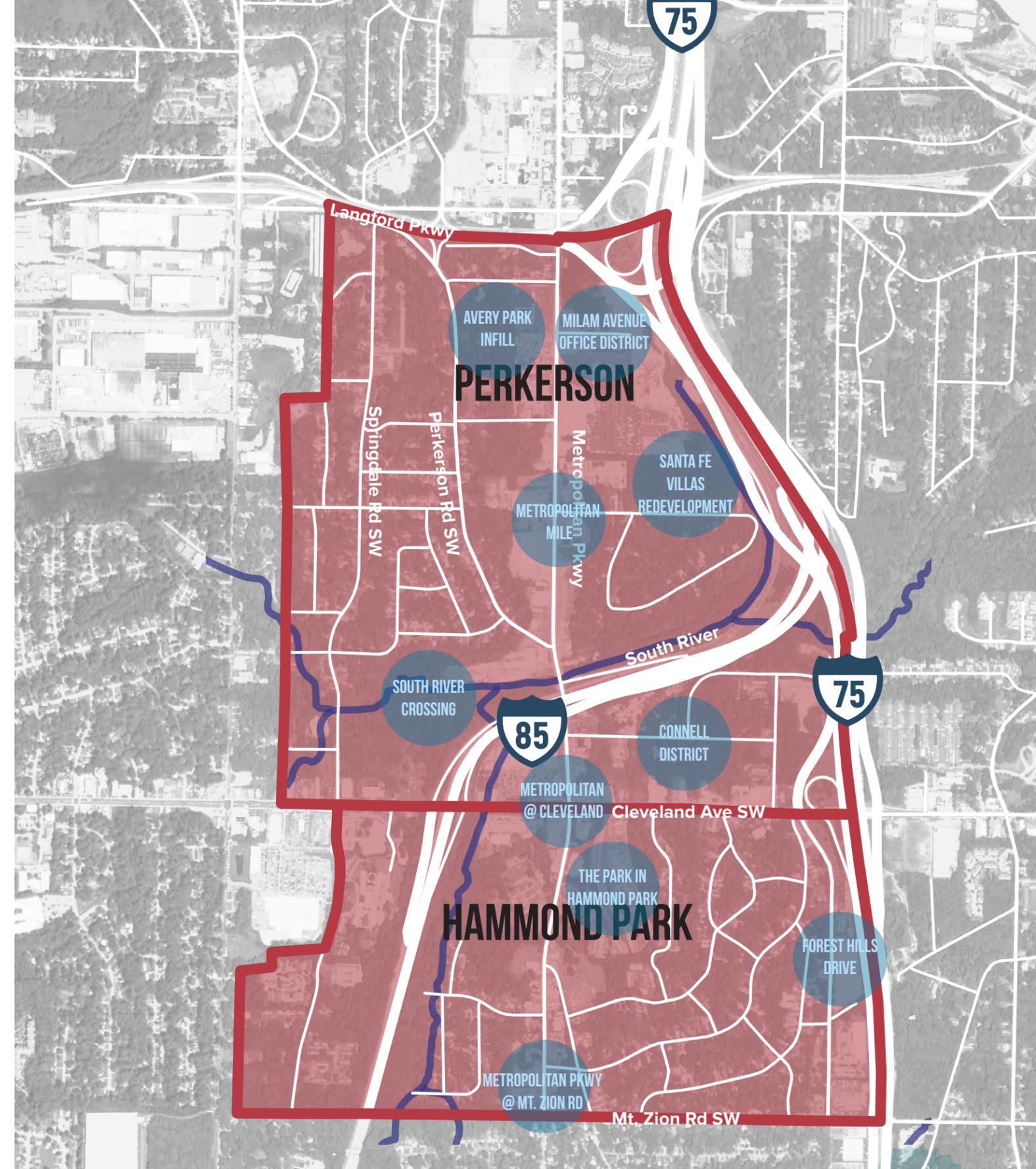
Identifying key redevelopment nodes in the neighborhoods was a main focus of the plan. They were first identified through discussions at Public and Steering Committee meetings and narrowed down based on accessibility and visibility (roads, transit, and future connections); adjacency and ability to leverage existing neighborhood commercial areas; locations that could catalyze economic tools, partners, and funding sources; and

locations that could capitalize on existing community assets.

Redevelopment of these nodes, became the focus of study recommendations. Figure C identifies the locations of key redevelopment nodes, as further described below.

HAMMOND PARK

- **Mt. Zion Road at Metropolitan Parkway**
This intersection is a gateway into the City of Atlanta from the City of Hapeville. Metropolitan Parkway near this intersection is predominantly fronted with used car lots, auto shops, and junk yards. For this gateway into Atlanta to become welcoming the existing auto shops and vacant should be redeveloped with uses that serve and meet the needs of Hammond Park residents. Hapeville's burgeoning arts and culture scene has great potential to spillover into Hammond Park and bring new restaurants, retail, commercial space, housing and community gathering spaces.
- The proposed redevelopment concept builds from Hapeville arts and culture community by creating a neighborhood scale arts and entertainment district - infill restaurants, retail, housing, studios, community gathering space.



EXECUTIVE SUMMARY

- **Stormwater Park at the Park District - Stewart Place at Cleveland Avenue and 3rd Avenue** Contrary to its name, there is no park in the Hammond Park neighborhood. Opportunities for creating park land can only be found where development already exists. Adjacent to the Metropolitan Parkway and Cleveland Avenue commercial district is a 20-acre redevelopment node. Aging 1960s apartments currently occupying this site are at risk of flooding during major rain events. The proposal for this redevelopment node is to build a diversity of housing styles and a mix of uses centered on a new park with a stormwater pond as its central attraction.
- **Forrest Hills Drive** Forrest Hills Drive has great access and visibility, as it sits adjacent to I-75. Current uses underutilize this valuable site, while the west side of the street is predominately backyards of homes in Hammond Park. This master plan proposes revitalization of this street, leveraging the locations strengths, with a mix of light industrial, office and housing.

PERKERSON

- **South River Crossing** The 60-mile South River is a hidden gem in the Perkerson neighborhood. The River's urban headwaters is in nearby East Point. At the intersection of Perkerson Road, Metropolitan Parkway and I-85, the River remains open before it is piped underneath I-85 and I-75. The proposed mixed use development overlooking a new park and pond celebrates this natural resource while also capturing the enormous growth potential on the vacant lots hugging its banks.
- **Metropolitan Mile** This was once "THE" commercial district on Atlanta's south side. It can once again be a prominent corridor for Perkerson and the rest of Atlanta. The stormwater park can spark infill residential development overlooking greenspace. An office/retail district can grow on Milam Avenue around the Goodwill Career Training Center. Rehabbing existing commercial buildings and infilling with new ones at Metropolitan Parkway and Pegg Road can create a neighborhood commercial center.
- **Connell District** Connell Avenue sits north of Cleveland Avenue, bordered by Metropolitan Parkway, I-85 and I-75. The land is currently underutilized, but has the potential to develop into a new mixed use community. This plan envisions new storefronts fronting Metropolitan and a mix of housing throughout the Connell District. The area's closeness to highways lends itself to greater density and building heights.

PERKERSON & HAMMOND PARK

- **Metropolitan Parkway at Cleveland Avenue** This intersection ties together Hammond Park and Perkerson. Its importance as a commercial hub for the area cannot be understated. Therefore, this plan proposes to strengthen the neighborhood bond by proposing exciting placemaking strategies: signs, crosswalks and landscaping and by supporting commercial reinvestment in vacant storefronts, like at the recently closed CVS Pharmacy.

PERKERSON BIRDSEYE VIEW

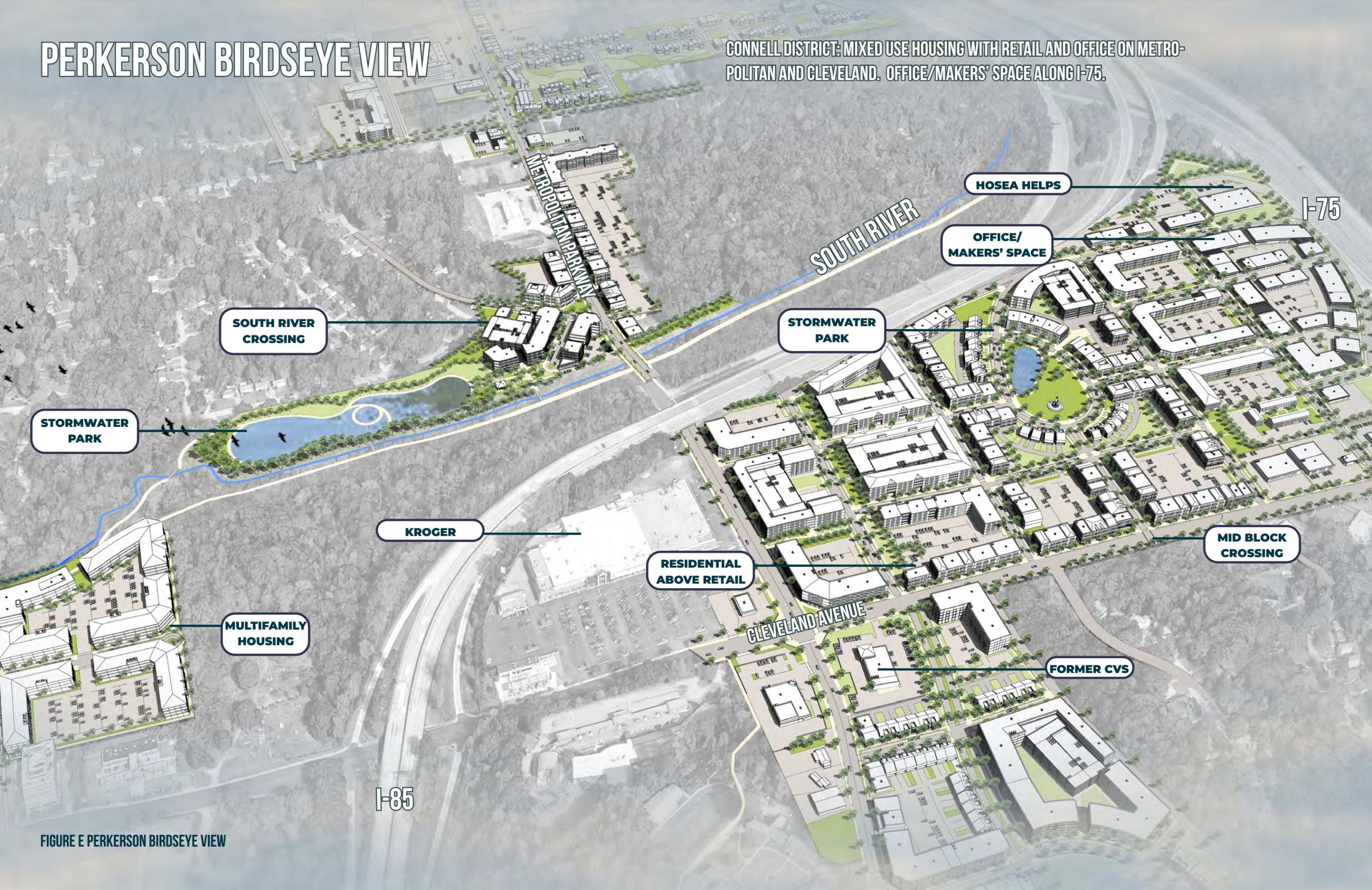


FIGURE D PERKERSON BIRDSEYE VIEW

THIS VIEW SHOWS OVERALL RECOMMENDATIONS AND REDEVELOPMENT POTENTIAL FOR PERKERSON. DETAILS CAN BE FOUND ON THE FOLLOWING PAGES.

PERKERSON BIRDSEYE VIEW

CONNELL DISTRICT: MIXED USE HOUSING WITH RETAIL AND OFFICE ON METROPOLITAN AND CLEVELAND. OFFICE/MAKERS' SPACE ALONG I-75.



SOUTH RIVER CROSSING

STORMWATER PARK

MULTIFAMILY HOUSING

KROGER

RESIDENTIAL ABOVE RETAIL

STORMWATER PARK

OFFICE/MAKERS' SPACE

HOSEA HELPS

MID BLOCK CROSSING

FORMER CVS

I-85

I-75

FIGURE E PERKERSON BIRDSEYE VIEW

HAMMOND PARK BIRDSEYE VIEW



**8TH ST
GREENSPACE**

I-75

CLEVELAND AVENUE

7TH ST

**THE PARK AT
HAMMOND
PARK**

**FORREST HILLS
DRIVE**

5TH ST

**NEIGHBORHOOD
AMENITY**

THIS VIEW SHOWS OVERALL
RECOMMENDATIONS AND RE-
DEVELOPMENT POTENTIAL FOR
HAMMOND PARK. DETAILS CAN
BE FOUND ON THE FOLLOWING
PAGES.

GRAND AVE

TRAIL

METROPOLITAN PARKWAY

GREEN ALLEYWAYS

1ST AVE

**MT. ZION
COMMERCIAL/
ART DISTRICT**

OLD JONESBORO ROAD

MT. ZION ROAD

FIGURE F HAMMOND PARK BIRDSEYE VIEW

1

INTRODUCTION

1.0 INTRODUCTION

Atlanta City Council District 12 Neighborhood Blueprint Plan for Hammond Park and Perkeron is a planning study led by District 12 Councilmember Joyce Sheperd's Office and the City of Atlanta Department of City Planning. The Plan represents the collective vision, policies, and strategies that will guide future development in the neighborhoods with a focus on the redevelopment potential at existing neighborhood commercial nodes. It is a continuation of the Atlanta City Council District 12 Neighborhood Blueprint Plan for Adair Park, Capitol View, Capitol View Manor and Sylvan Hills. This plan for Hammond Park and Perkeron represents the latest additions to the District 12 Blueprint planning efforts.

1.1 LOCATION & CONTEXT

The Hammond Park and Perkeron neighborhoods are in Neighborhood Planning Unit X. The study area is the southern gateway into the City of Atlanta, as shown in Figure 1.1a to the right.

The study area is framed by Arthur B. Langford Parkway to the north; Mt. Zion Road SW to the south; I-75 to the east; and Springdale Road and Atlanta city limits to the west. I-85 flows from the western boundary of Hammond Park and joins I-75 to create the Downtown Connector. Cleveland Avenue runs east-west, separating the two neighborhoods, and connects to the city of East Point

OVERALL DISTRICT 12 BLUEPRINT VISION

Preserve and enhance the area's
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FIGURE 1.1A STUDY AREA CONTEXT MAP

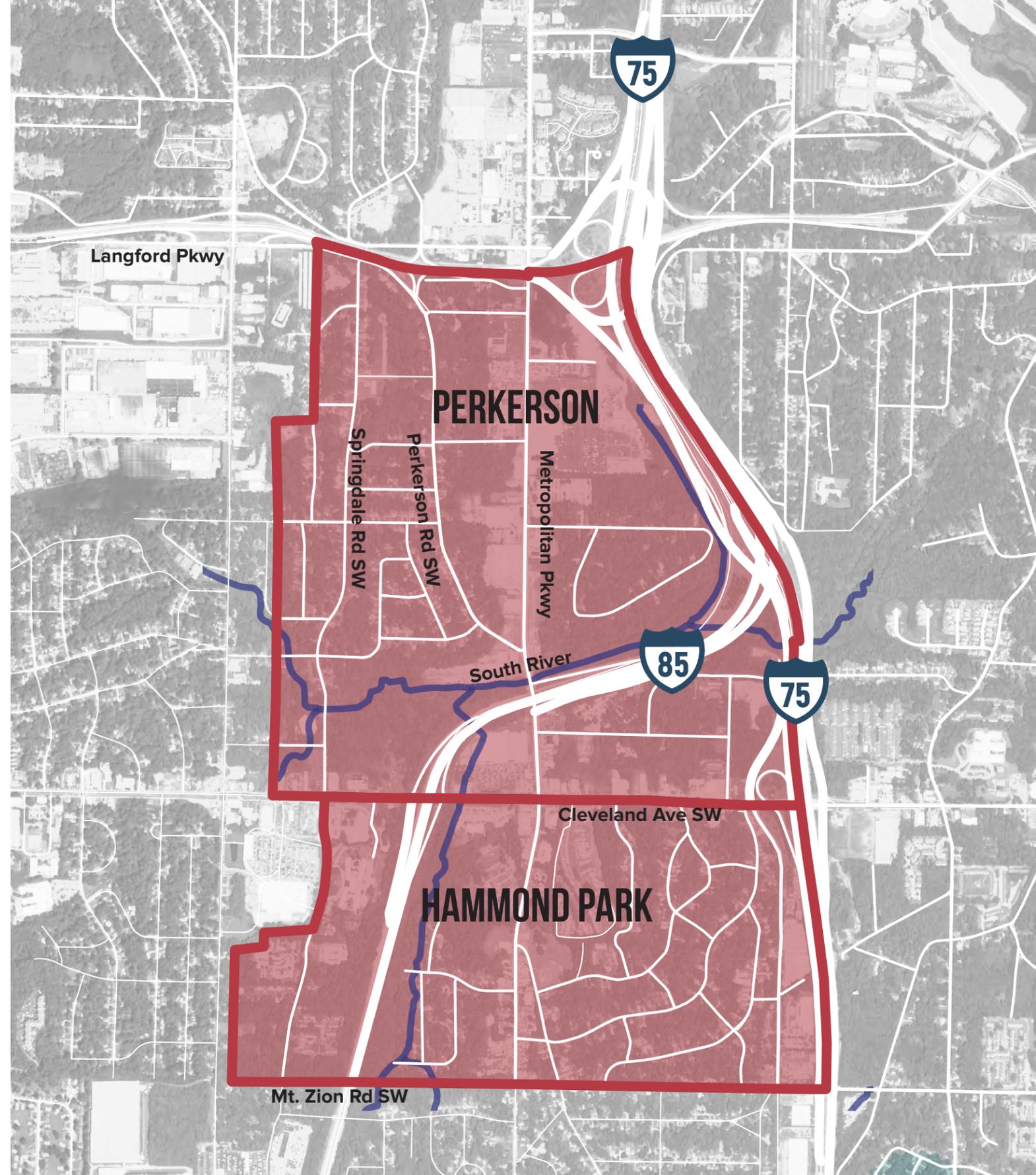
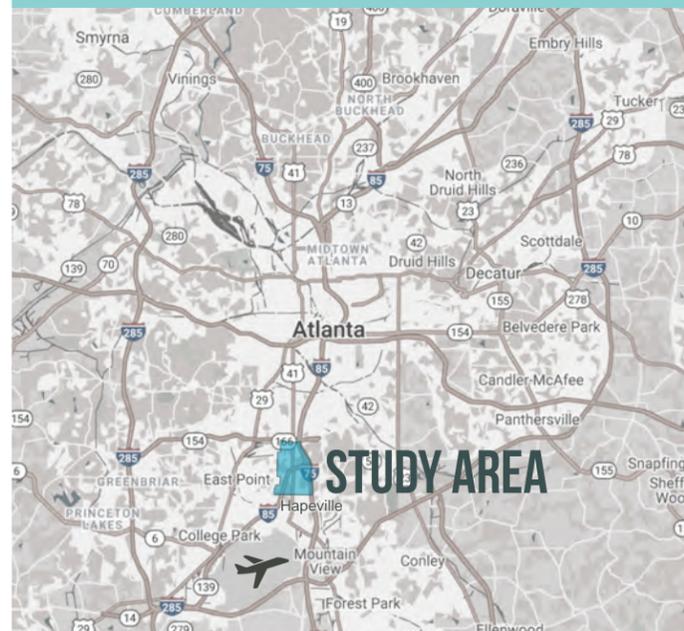


FIGURE 1.1B STUDY AREA

Metropolitan Parkway and Cleveland Avenue are two major corridors connecting the communities to Downtown Atlanta, East Point, Hapeville and Hartsfield-Jackson Atlanta International Airport.(H-JAIA).

Hammond Park and Perkerson are full of opportunities for growth and redevelopment. This is due to regional access via I-85, I-75 and Langford Parkway; proximity to downtown Atlanta (less than 6 miles); and proximity to Atlanta's downtown and Hartsfield-Jackson Atlanta International Airport. In addition, property values are still affordable in these neighborhoods making them prime for attracting young professionals, families, and entrepreneurs.

Existing community assets in the two neighborhoods include the Oak Hill Center, Victory Outreach Church, Mt. Zion Church, Avery Park/Gilbert Park, Manheim Metro Atlanta, and Hutchinson Elementary School. The Atlanta Police Department Zone 3 Precinct, Hosea Helps, and Goodwill Career Training are some of the new community assets coming to the neighborhoods.

KEY REDEVELOPMENT NODES

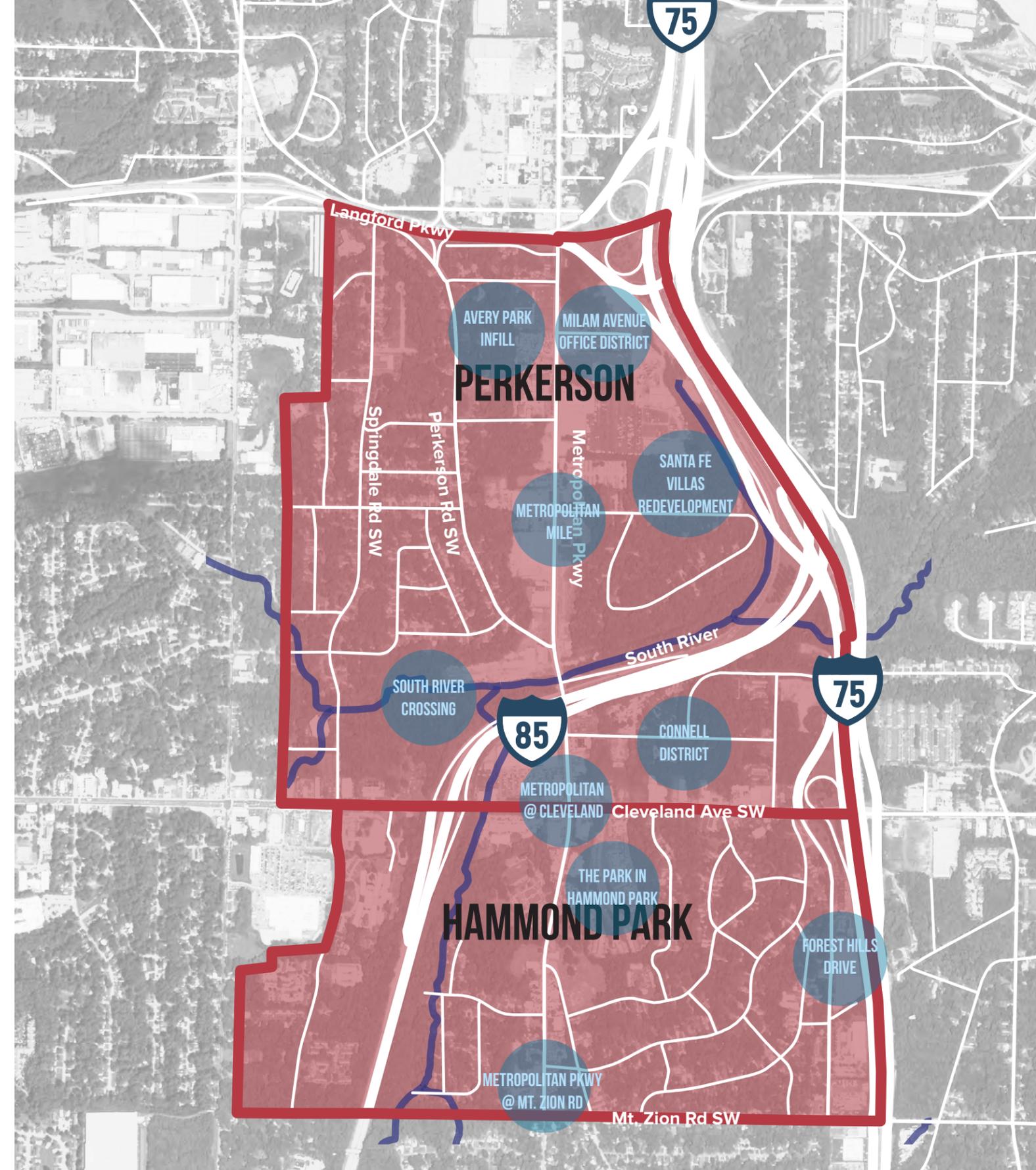
Identifying key redevelopment nodes in the neighborhoods was a main focus of the plan. They were first identified through discussions at Public and Steering Committee meetings and narrowed down based on accessibility and visibility (roads, transit, and future connections); adjacency and ability to leverage existing neighborhood commercial areas; locations that could catalyze economic

tools, partners, and funding sources; and locations that could capitalize on existing community assets.

Redevelopment of these nodes, became the focus of study recommendations. Figure 1.1C identifies the locations of key redevelopment nodes, as further described below.

HAMMOND PARK

- **Mt. Zion Road at Metropolitan Parkway**
This intersection is a gateway into the City of Atlanta from the City of Hapeville. Metropolitan Parkway near this intersection is predominantly fronted with used car lots, auto shops, and junk yards. For this gateway into Atlanta to become truly welcoming the existing auto shops and vacant lots should be redeveloped with uses that serve and meet the needs of Hammond Park residents. Hapeville's burgeoning arts and culture scene has great potential to spillover into Hammond Park and bring new restaurants, retail, commercial space, housing and community gathering spaces.
- The proposed redevelopment concept builds from Hapeville arts and culture community by creating a neighborhood scale arts and entertainment district - infill restaurants, retail, housing, studios, community gathering space.
- **Stormwater Park at the Park District - Stewart Place at Cleveland Avenue and 3rd Avenue** Contrary to its name, there is no park in the Hammond Park neighborhood. Opportunities for creating park land can only be found where development already exists. Adjacent to the Metropolitan Parkway and Cleveland Avenue commercial district is a 20-acre redevelopment node. Aging 1960s apartments currently



occupying this site are at risk of flooding during major rain events. The proposal for this redevelopment node is to build a diversity of housing styles and a mix of uses centered on a new park with a stormwater pond as its central attraction.

- **Forrest Hills Drive** Forrest Hills Drive has great access and visibility, as it sits adjacent to I-75. Current uses underutilize this valuable site, while the west side of the street is predominately backyards of homes in Hammond Park. This master plan proposes revitalization of this street, leveraging the locations strengths, with a mix of light industrial, office and housing.

PERKERSON

- **South River Crossing** The 60-mile South River is a hidden gem in the Perkerson neighborhood. The River's urban headwaters is in nearby East Point. At the intersection of Perkerson Road, Metropolitan Parkway and I-85, the River remains open before it is piped underneath I-85 and I-75. The proposed mixed use development overlooking a new park and pond celebrates this natural resource while also capturing the enormous growth potential on the vacant lots hugging its banks.
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HAMMOND PARK & PERKERSON

- **Metropolitan Parkway at Cleveland Avenue** This intersection ties together Hammond Park and Perkerson. Its importance as a commercial hub for the area cannot be understated. Therefore, this plan proposes to strengthen the neighborhood bond by proposing exciting placemaking strategies: signs, crosswalks and landscaping and by supporting commercial reinvestment in vacant storefronts, like at the recently closed CVS Pharmacy.

1.2 THE PROCESS

This master plan is a result of an intense twelve-month community engagement process that occurred from September 2019 to September 2020. The planning process also included an assessment of existing conditions, economic development assessment, and an iterative process of creating an inclusive community vision and set of goals.

ANALYSIS

Key analysis included natural features, including topography and hydrology; existing community amenities and opportunities; redevelopment potential; land use and zoning; and transportation.

ECONOMIC DEVELOPMENT ASSESSMENT

In order to develop a realistic vision, this plan utilized the previous market analysis completed for the 2018 City of Atlanta District 12 Neighborhood Blueprint Plan. It helped with understanding market forces and opportunities to implement recommendations. Focus was put on economic development strategies to implement the recommendations and draw investment to the area. Section 2.2 of this report provides key points from the market demand summary. Refer to the Appendix for the complete market study report.

COMMUNITY ENGAGEMENT

An extensive community engagement process was undertaken with the goal of involving all stakeholders in the study process. Through this master planning effort, stakeholders agreed on community-driven goals for the two neighborhoods and identified issues, needs, and aspirations. Community engagement included stakeholder meetings, visioning sessions, design workshops, a public survey, and open houses. This collaborative effort was an integral part to gaining consensus and support from various stakeholders in the community. Below is a summary of the vision and goals identified through the community process.

COMMUNITY VISION

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COMMUNITY GOALS

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PERKERSON

- o Preserve the area's unique neighborhood feel;
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- o Reduce the impacts of flooding by investing in watershed management improvements along the South River;
- o Create Atlanta's 'Metropolitan Mile' – a walkable and transit-friendly shopping and dining destination for area residents and visitors.

ORAL HISTORY

During the project design workshop, the City captured oral histories from several long-time community members. The stories and information is posted throughout this report, starting with the accounts on the adjacent page.

ORAL HISTORY: JAY ISBELL

How long have you lived in this area?

Since I was a newborn

What was it like when you grew up here/ first moved here?

I lived here my whole life. When I was young it was fun and lively, but as I got older it was much more boring because we had no business and jobs anymore.

What is your earliest memory? Tell me a little about it

Middle school- stop and go rob the store

What did you call your neighborhood? Do you know why it was called that?

Hammond Park, I mean it was always its name, but sometimes we had nicknames for different blocks within it like Cleveland Corner

How far did it the neighborhood extend to, do you know? Were there landmarks or specific spots you knew of that marked the neighborhood?

We had all the way to metropolitan, Sylvan Rd and Interstate 85.

Landmarks is church that looks like a castle, Krystal's, The overpass 85 South, Corner Stores and the barbershop, sometimes the school

What were the schools in neighborhood? Who went there?

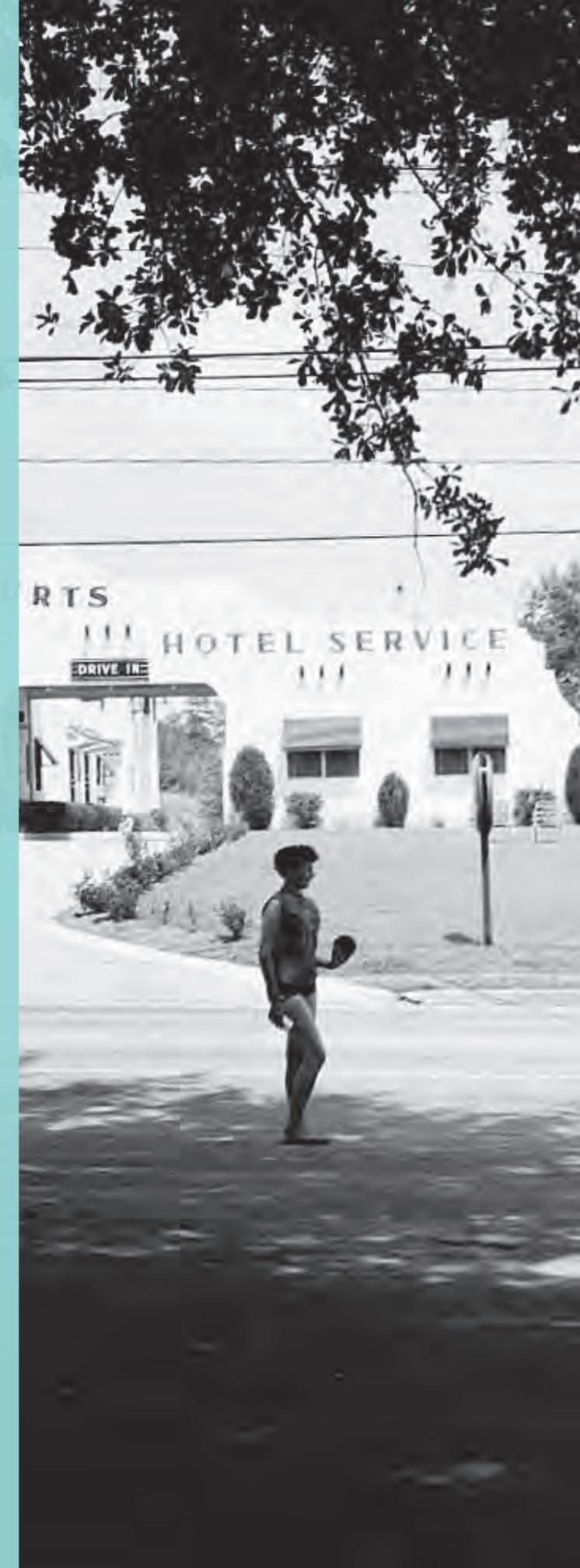
Cleveland Avenue Elementary School and Crawford W. Long (me)

Perkerson Elementary School (brother)

Hapeville Elementary School (other kids)

What was your first memory of the neighborhood?

Parks and running the streets on bikes



2

EXISTING CONDITIONS

EXISTING CONDITIONS

2.1 STUDY AREA ASSETS

STUDY AREA HISTORY

Hammond Park history

The first houses in Hammond Park were built in the 1910s. The neighborhood was subdivided into large forested lots with long curvy street. Many of the houses are small wood frame houses, American small houses, dating from the 1940s and well as ranch houses from the 1950s and 1960s. The land were the Green Apartments (now the Pavilion Place Apartments) were located had a park and lake. The neighborhood kids attended Crawford Long elementary school. Sars Grocery and later Parker's, located on Grand and 5th Street, served the neighborhood. Happy Homes, a grocery store, the Flamingo Motel, JD Steakhouse, and other restaurants were located along Metropolitan Parkway. Oak Hill, built in the 1940s, served foster kids. Chrysler GM was located on Forest Hills Avenue. The neighborhood had predominantly white homeowners and as they moved out, the residents became mainly Black and Latino renters. The location of the neighborhood, close to downtown and the airport, as well as its excellent access to the interstate, makes it an attractive place to live for many of its long-time residents. Its great location and well as home affordability has also led to a recent increase in home renovation of homes and younger homeowners moving into the neighborhood.



Hammond Park lies on the southern boundary of the City of Atlanta with the City of Hapeville. Cleveland Avenue, Springdale Road, Mt. Zion Road, and I-75 form its borders. It is primarily residential, with the majority of the neighborhood concentrated east of the I-85 split. Large apartment complexes and nursing facilities lie west side of I-85 and border the neighborhood of River Park in the City of East Point.

Commercial development lines the two major thoroughfares: Metropolitan Parkway and Cleveland Avenue. Metropolitan Parkway, US Route 41, previously known as Stewart Avenue, was once a thriving North-South corridor prior to the construction of I-75 and I-85. Families traveling through and to Atlanta would stay in motor inns and patronize movie theaters and restaurants. White Flight and urban renewal left a void on Metropolitan which was filled with car service lots. The residential communities have remained active.

Although too many car garages and vacant lots remain on Metropolitan Parkway and Cleveland Avenue, local restaurants and institutions are holding strong and providing anchors for neighborhood redevelopment. These community assets include, the Fulton County Oak Hill Child, Adolescent, and Family Center, the Mt. Zion Methodist Church, and the commercial development along the corridors, particularly Emma Hutchinson Elementary School, Walter's Soul Food Cafe, and Daylight Donuts.

ORAL HISTORY: LAMAR THRASHER HAMMOND PARK

How long have you lived in this area?

I've been living in Hammond Park for 71 years

Did you grow up here?

Yes, I live in the house (2930 Grand Ave) that my grandparents built in the 1910s, it was the second house built in the neighborhood on a double lot. The house is about 92 years old. While the house was being built, the lived in a tent. The house had a well for water and an outhouse.

What was it like when you grew up here/ first moved here? What is your earliest memory? Tell me a little about it.

It was a nice neighborhood. Most of the neighborhood was woods. The land where Green apartments (which did not have heat) was set aside for a park and had a lake.

How far did it the neighborhood extend to, do you know? Were there landmarks or specific spots you knew of that marked the neighborhood?

Sars Grocery (now burned) was located across the street on Grand and 5th. It was a neighborhood store with meat marker. It was rebuilt and ran by Parkers. They had a house with the store next to it. Now it is vacant. Most of the streets were unpaved. Another grocery store, Happy Homes (?) was located on Stewart, (at the city border with Hapeville) and a drug store was located next to it. Flamingo Motel and Pizza Hut where also on Steward Avenue. Pizza hut moved to Cleveland Avenue next to I-285. JD Steakhouse was located where Autozone is located now. Oak Hill was for foster kids. A black slave cemetery is located near the expressway. Chrysler GM was located on Forrest Hills, where the APS alternative school is located now.

What were the schools in neighborhood? Who went there?

I attended Hutchinson Elementary and Walter F. George HS, now Crawford Long School



PERKERSON HISTORY

The land that comprises the Perkerson neighborhood was once owned by Jeremiah S. Gilbert and Mathilda Perkerson, farmers whose house stands in Avery Park. After the last family member to live in the Gilbert House passed away in the 1940s, the land started being subdivided for residential construction. Small wood frame houses, American small houses, were built in the 1940s. Many of the residents were soldiers working at the nearby Fort McPherson military base. Brick ranch styled homes were built in the 1950s. In the 1980s the neighborhood transitioned from older white households to younger Black families. The neighborhood's location and affordability are attracting younger families to the neighborhood.

Metropolitan Parkway bisects the Perkerson community with its residential communities primarily west of Metropolitan until Springdale Road and along Pegg Road and Connell Avenue. There is a pocket of residences along the curve of I-85.

Similar to Hammond Park, the stretch of Metropolitan Parkway in Perkerson has seen better times. However, the corridor is attracting new investments in ways of the recently opened Manheim Metro Atlanta Fleet Hub by Cox Automotive Pivot and the future Atlanta Police Department's Zone 3 Precinct and Goodwill's Job Training Center and Retail Store.

METROPOLITAN PARKWAY HISTORY

Metropolitan Parkway, which is also Highway 19/41 (The Old Dixie Highway) and SR 3 was built after WWI. Dixie Highway was the first north-south interstate paved highway in the U.S., stretching from the Midwest to Miami, Florida. Motor courts and motels such as the Alamo and Town and Country Hotel Courts, gas stations and auto repair shops were built on Metropolitan Parkway to serve travelers heading to and from Florida. Automobile dealerships, such as Nalley, were built on Metropolitan Parkway. Metropolitan Parkway was also a retail destination with the construction of suburban style shopping centers. When I-75 and I-85 were built, the number of travelers declined, the motels deteriorated and became plagued with prostitution. The name of the street was changed from Stewart Avenue to Metropolitan Parkway when many of the hotels closed.

ORAL HISTORY: RAY JONES & LARRY RELIGH

How long have you lived in this area?

We grew up here, our mom is here

Did you grow up here?

Yes in the Perkerson area

What was it like when you grew up here/ first moved here?

It used to be cool to be here with community stuff, running shot or crossing-over different people

What is your earliest memory? Tell me a little about it.

Well this area has always been bad especially after new highway was built. It took all the jobs away. No one can work. School was ok, but didn't go to colleges

How far did it the neighborhood extend to, do you know? Were there landmarks or specific spots you knew of that marked the neighborhood?

Metropolitan, Sylvan Rd, Cleveland Ave

Kroger, Church, Gas Stations

How far from downtown was the neighborhood

10 mins, depending which way you take. Highway can be like 20 mins if there is crashes, so we take the back way all the time.

What were the schools in neighborhood? Who went there?

Crawford W. Long (me)

Perkerson Elementary School (brother)

What did you do for fun in the neighborhood? Places?

One music-Lakewood, Hapeville comedy club, Black-American Family Reunion, Football games and stuff at schools



Hammond Park assets

Emma Hutchinson Elementary School is part of the Atlanta Public School system and serves 457 students in grades K-5. Its catchment zone includes both Hammond Park and Perkerson neighborhoods. During the 2019-2020 school year, the school is undergoing renovation.

The Fulton County Department of Behavioral Health & Developmental Disabilities (BHDD) in partnership with the nonprofit, CHRIS180, run the **Oak Hill Child Adolescent & Family Center**. It is housed in a former orphanage home. Oak Hill is a state of the art “one-stop” facility dedicated to providing high-quality and culturally competent behavioral health services to Fulton County youth aged 0 to 21 years old. Their comprehensive services enable youth to achieve and maintain independence and stability, so they can be more productive within their families, schools and communities.

Mt. Zion United Methodist Church is a historic pillar of the community, having been at this location for over 200 years. The church maintains an educational facility across the street and a cemetery on the church grounds.

Forrest Hill Academy is an alternative public school serving close to 130 students in grades 6 through 12.

The Tree Canopy in this area represents some of the best tree canopy in the area, and is a symbol of the cherished natural beauty in both neighborhoods.



FIGURE 2.1A HAMMOND PARK AREA ASSETS

- 1 DAYLIGHT DONUTS
- 2 WALTER'S SOUL FOOD CAFE
- 3 MT. ZION UMC AND CEMETERY
- 4 EMMA HUTCHINSON ELEMENTARY SCHOOL
- 5 OAK HILL, CHILD, FAMILY AND ADOLESCENT CENTER



PERKERSON ASSETS

Tucked into a Georgia Department of Transportation (GDOT) on-ramp right-of-way is the historic **Gilbert Cemetery**, named for the plantation-owner Jeremiah S. Gilbert. The Gilbert family once owned all the land that makes up the Perkeron neighborhood. The cemetery originally was set aside for the final resting place for enslaved and freed African-American people. In the mid-20th Century, the cemetery was destroyed and built over. It wasn't until GDOT began constructing the Cleveland Avenue Interchange in 1983 that the remnants of the cemetery were rediscovered. Now there is a marble obelisk, honorary tombstones, and a plaque memorializing 54 of the men and women buried there.

The **Citi Center Shopping Center**, located in northwest corner of the Cleveland/Metropolitan intersection, has a Kroger supermarket, Dollar Tree, Burger King, Papa John's Pizza, Citgo, salons and a smoke shop. It is one of the main commercial centers in the study area.

The **Metropolitan and Cleveland Intersection** is the commercial core, and the neighborhoods' most highly trafficked intersection. Along with the Citi Center Shopping Center, there is a Walgreen at the southwest corner, a Dollar General at the northeast corner, and a recently closed CVS at the southeastern corner.

Roseland Cemetery is a 0.22 acre special facility park maintained by the City of Atlanta Parks and Recreation. It is adjacent to the Chevron and Marmer Medical Center at Springdale Road and the South River.

Hosea Helps, a local nonprofit supporting low-income and homeless individuals and families, is moving onto Cleveland Circle SW, bringing the organizations' kitchen, storehouse, and full-time staff of 17 into one building.

Santa Fe Villas is an apartment complex run by the nonprofit Urban Residential Development Corporation (URDC). It was formerly the Alamo Hotel Plaza Courts constructed in the 1960s. URDC acquired the property in 1995, at which time the units and common buildings were rehabilitated and the use changed to allow for permanent Single Room Occupancy (SRO) housing. As a sub-grantee of the City of Atlanta's Office of Housing and Community Development, URDC currently serves disadvantaged formerly-homeless individuals and minimum wage workers at the Santa Fe Villa site.

FIGURE 2.1B PERKERSON AREA ASSETS

- 1 SOUTH RIVER**
- 2 FUTURE GOODWILL CAREER CENTER**
- 3 ZONE 3 POLICE PRECINCT GROUNDBREAKING**
- 4 SANTA FE VILLAS**
- 5 GILBERT HOUSE**



In 2018, the City of Atlanta along with Enterprise Community Partners, and Assist Community Design Center hosted a design competition for the Villas. The design competition aimed specifically to redevelop the 4-acre, 147-unit transitional housing development, improving access to affordable housing through strategic densification, social revitalization, and mixed-use new construction.

The physical redevelopment of the Santa Fe Villas, combined with new-construction on the adjacent 3-acre abandoned Town and Country Hotel Courts, will ultimately serve as a built prototype for affordable housing solutions along under-developed commercial corridors in Atlanta and in other rapidly-growing population centers throughout North America.

New Atlanta Police Department Zone 3 Precinct—The City of Atlanta is transforming an abandoned parking lot into a brand new, 19,000 square foot police precinct serving Council District 12. A partnership between the City of Atlanta’s Department of Enterprise Asset Management and the Mayor’s Office of Cultural Affairs promises to bring abundant public art to the station.

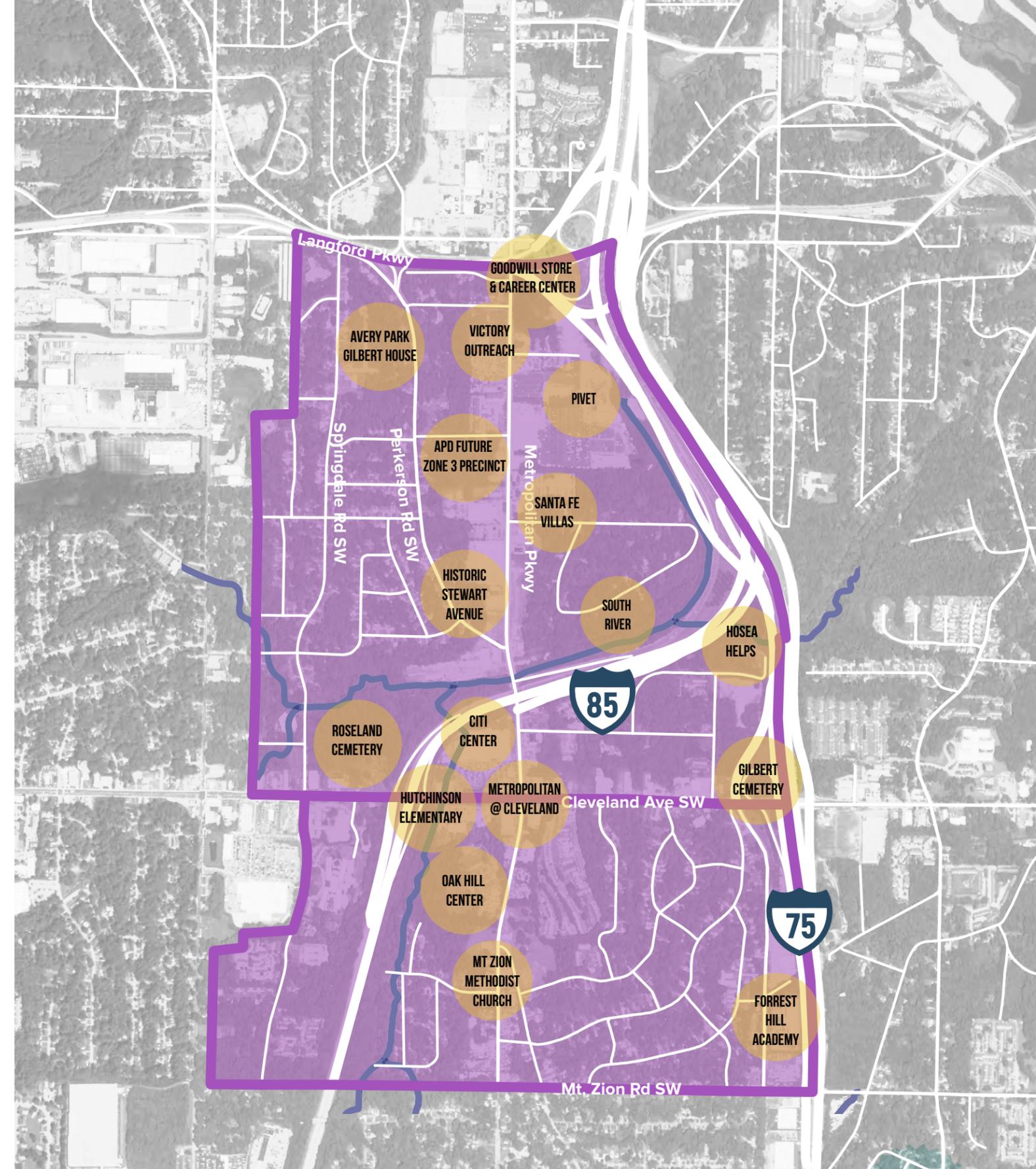
Pivet, a part of Cox Automotive Mobility Group, formerly Manheim Metro Atlanta, is now a hub for autonomous vehicle testing, fleet servicing, and electric-vehicle charging and maintenance. It also has space for the rideshare company, Lyft, for drivers to service their vehicles.

Goodwill Center for Workforce Innovation is currently fundraising for the construction of a 38,000 square foot career training and community center that could provide job services to approximately 8,000 individuals each year.

The Jeremiah S. Gilbert House and Avery Park is one of the oldest surviving structures in the City of Atlanta. In 1861, Jeremiah Gilbert, whose residence, the Gilbert House, is designated as a Landmark Building, purchased 500 acres that now forms the Perkinson neighborhood. The 11-acre wooded land surrounding the house is known as Avery Park.

Victory Outreach Atlanta is a Christian ministry providing church services, school and activities for children, and recovery homes for men on site.

The South River is one of only two urban-origin rivers in the state of Georgia. Its watershed comprises approximately 544 square miles of creeks and streams that drain south and east Atlanta, sections of DeKalb, Rockdale, Henry, Newton, Butts, and Clayton Counties. It is a headwater of Georgia’s largest river system, the Ocmulgee and Altamaha River basins, which feed the Atlantic Ocean. - The South River Watershed Alliance



2.2 REVIEW OF PREVIOUS PLANS & STUDIES

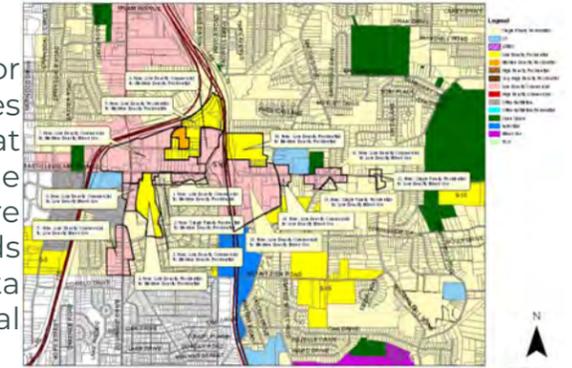
STEWART AVENUE REDEVELOPMENT PLAN

This 1996 plan sought to encourage and protect sound development within the area in ways that enhanced the living environment, promote economic development, improve public services, and increase the tax base. It focused on policy and zoning recommendations to remedy issues in the area.



CLEVELAND AVENUE CORRIDOR STUDY

The purpose of the study was to develop a vision for the future of the area and identify tools, incentives and action items which can be used to achieve that vision. The plan also reinforced the character of the Cleveland Avenue Corridor as a major thoroughfare connecting numerous residential neighborhoods and providing excellent access to in-town Atlanta and the Hartsfield-Jackson Atlanta International Airport area.



1996

2009

2005

2012 ▶



NPU-X COMPREHENSIVE PLAN

Serving as an update to the 1996 Stewart Avenue Redevelopment Plan and extension of the 2004 Oakland City – Lakewood Livable Centers Initiative, the NPU-X Comprehensive Plan was a community-driven effort to develop a vision for the area's growth and development. The community vision was "to aggressively address deficiencies in commercial service quality and neighborhood retail availability, to be inclusive and promote "smart growth," public transportation, affordable single family and multifamily housing, human services, a clean and safe environment, and to advocate expansion and improvements to open space, infrastructure and parks in each of the five neighborhoods."



LAKWOOD LCI

The Lakewood Livable Centers Initiative (LCI) Plan was a community-based, economic development focused plan for the Lakewood Fairgrounds and Metropolitan Parkway area. Recommendations focused on Land Use and Housing, Transportation, Economic Development, Urban design and Historic Resources, and Public Space, Environment, Health, & Community Facilities.

HAMMOND PARK VISION PLAN

The vision plan provided recommendations for improving the quality of life of Hammond Park by crafting a unique identity that distinctly foregrounds the community within the region. The Strategic Framework included: celebrating history and heritage, leveraging strategic location, establishing an innovation district, pursuing young adults, pursuing an ethnic district, and pursuing the arts community.



COUNCIL DISTRICT 12 NEIGHBORHOOD BLUEPRINT: ADAIR PARK, CAPITOL VIEW, CAPITOL VIEW MANOR, SYLVAN HILLS

The District 12 Neighborhood Blueprint Plan provided concepts and policies to guide transformative redevelopment at key nodes in the study area. This study aimed to serve the multi-generational community by recommending diverse uses and community amenities, and encouraging economic development and job growth, while preserving the distinct character and history of each neighborhood.



2016

2018



THE ATLANTA CITY DESIGN

The Atlanta City Design: Aspiring to the Beloved Community is a guiding document for the City of Atlanta. Its purpose is to articulate an aspiration for the future city that Atlantans can fall in love with, knowing that if people love their city, they will make better decisions about it. Perkerson and Hammond Park are planned to be part of an Eco Park Campus. Nature spaces would be formed at the intersections of major streets with creeks and greenways, and together with the citywide trail network, would establish an exciting, literal interface between city life and nature.



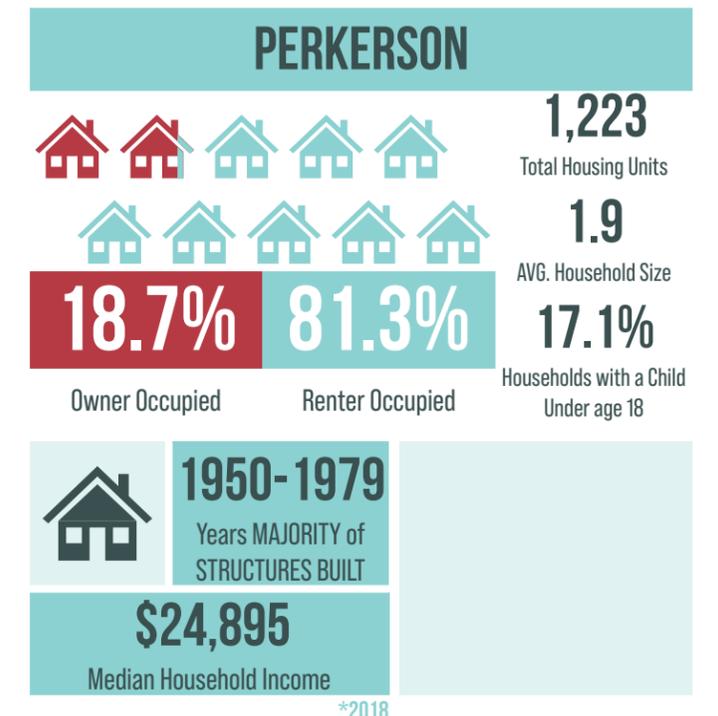
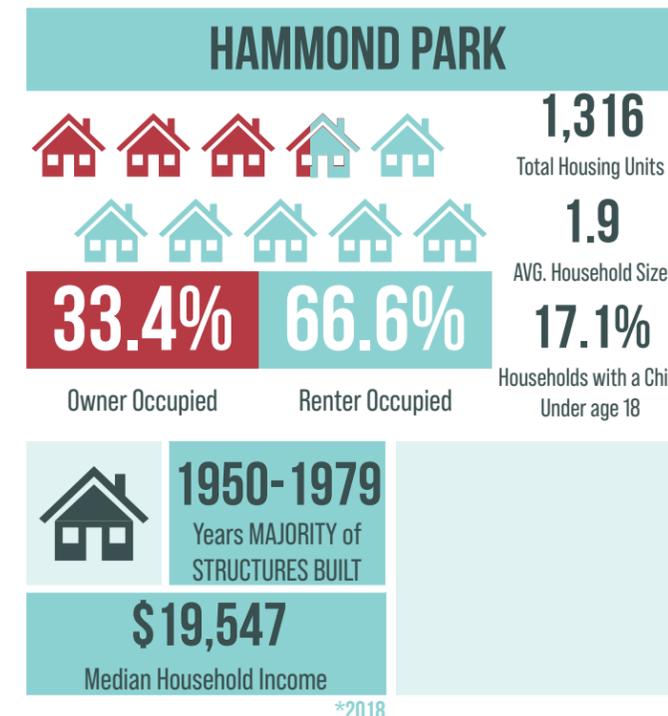
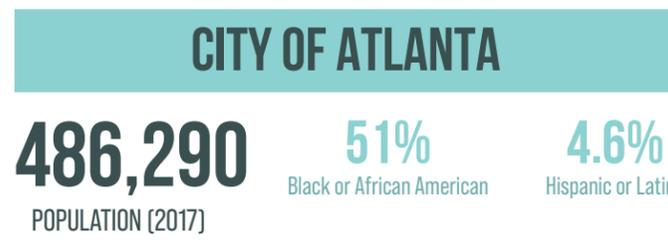
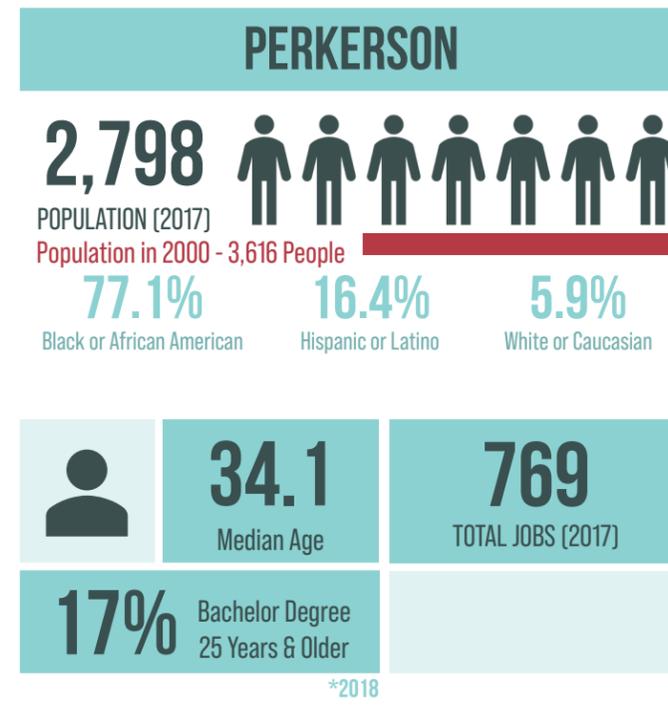
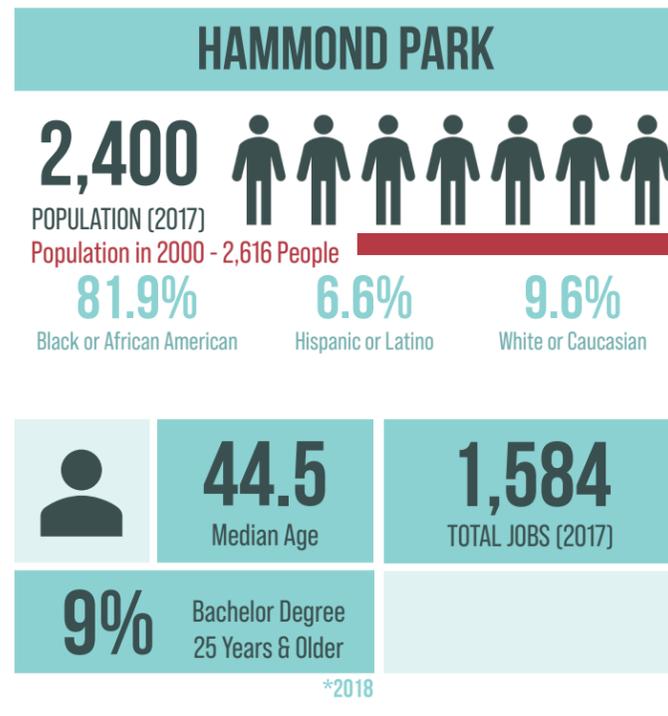
DOMESTICITY

The design competition aims specifically to redevelop Santa Fe Villas, a 4-acre, 147-unit transitional housing development on Metropolitan Parkway, improving access to affordable housing through strategic densification, social revitalization, and mixed-use new construction. The physical redevelopment of the Santa Fe Villas, combined with new-construction on an adjacent 3-acre abandoned motel site, will ultimately serve as a built prototype for affordable housing solutions along under-developed commercial corridors in Atlanta and in other rapidly-growing population centers throughout North America.

2.3 DEMOGRAPHICS

Following is demographic information for Hammond Park and Perkeron. All information is from the Atlanta Regional Commission's Neighborhood Nexus. Understanding demographics of the area helps in creating appropriate development recommendations.

The graphics include data about the people: population numbers, race/ethnicity, median age, total jobs, and educational attainment. The following page shows data about housing type, owner or renter occupied, household size, households with children, age of structures, and median income.



2.4 EXISTING CONDITIONS

LAND USE & ZONING

City of Atlanta zoning code lays out the types of uses and buildings that can occupy certain spaces to optimize use and safety. Understanding zoning is key to identifying redevelopment options within existing regulations, or changes to the code to accommodate innovative development ideas.

District 12 Councilmember Joyce Sheperd and the City of Atlanta Office of Zoning and Development rezoned parcels fronting on Metropolitan Parkway to one of the Quality of Life Mixed Residential Commercial (MRC) zoning districts (shown in pink in Figure 2.4A). Parcels along major corridors are now rezoned for mixed use development, with design standards to promote a walkable urban form. Mixed use opportunities line the high-traffic areas, leaving the residential neighborhoods intact.

Along the eastern boundaries of the study area, adjacent to the highways are pockets of light industrial areas.

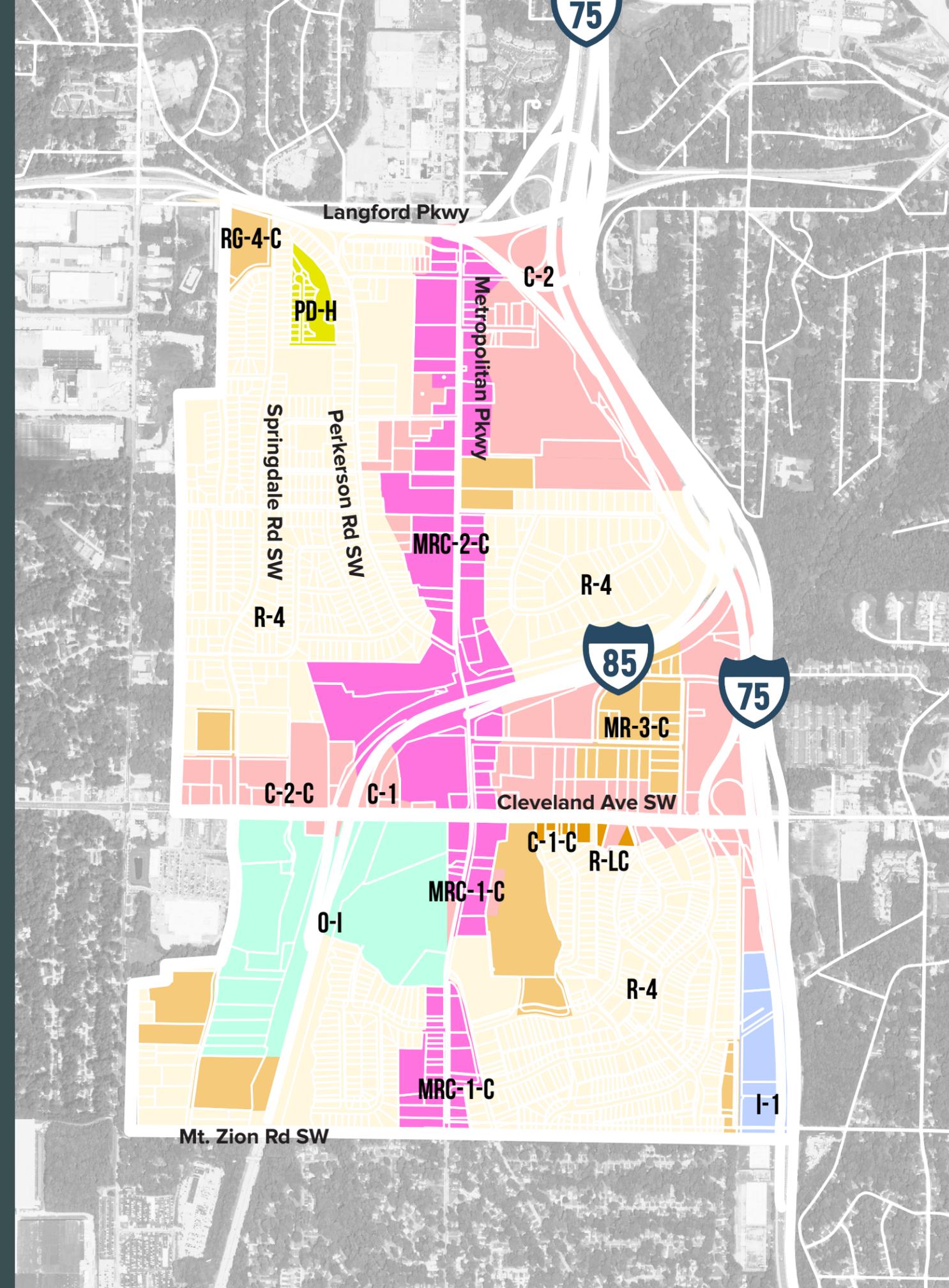
Parcels with residential and commercial zonings makeup the majority of both neighborhoods.

ZONING MAP

FIGURE 2.4A

LEGEND

- SINGLE-FAMILY RESIDENTIAL
- RESIDENTIAL - MULTIFAMILY
- RESIDENTIAL LIMITED COMMERCIAL
- PLANNED DEVELOPMENT
- MIXED USE
- COMMERCIAL
- INDUSTRIAL
- OFFICE INSTITUTIONAL



FUTURE LAND USE

The following map shows the Future Land Use for the two neighborhoods. The Future Land Use Maps are part of the City of Atlanta's 2016 Comprehensive Development Plan and serves as a guide for future rezoning, growth, and development.

Comprehensive planning is the foundation for quality growth management. It is the community's vision for what types and densities of different land use are desired for future development.

In Perkerson, Metropolitan Parkway is Low-Density Commercial, with Single-Family Residential covering the existing residential areas. Between Cleveland Avenue and I-85 is a combination of High-Density Commercial and Medium-Density Residential.

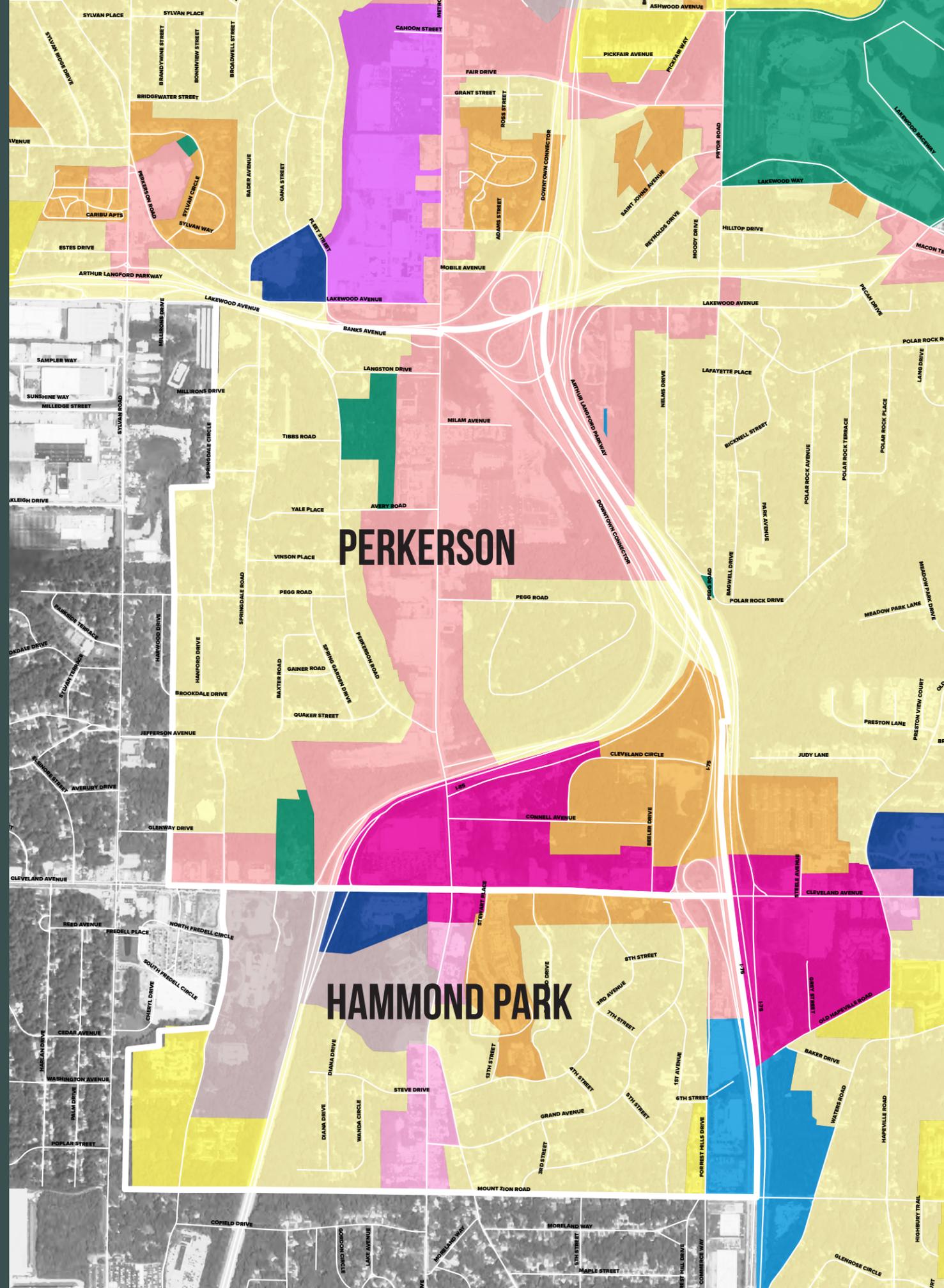
Hammond Park is primarily Single-Family and Medium-Density Residential, with Low-Density Mixed Use along Metropolitan Parkway.

FUTURE LAND USE MAP

FIGURE 2.4B

LEGEND

- SINGLE-FAMILY RESIDENTIAL
- LOW-DENSITY RESIDENTIAL
- MEDIUM-DENSITY RESIDENTIAL
- HIGH-DENSITY RESIDENTIAL
- LOW-DENSITY MIXED USE
- MEDIUM-DENSITY MIXED USE
- HIGH-DENSITY MIXED USE
- MIXED USE
- LOW-DENSITY COMMERCIAL
- HIGH-DENSITY COMMERCIAL
- INDUSTRIAL
- COMMUNITY FACILITIES
- OFFICE/INSTITUTIONAL
- OPEN SPACE
- TRANSP./COMMS/UTIL.



HAMMOND PARK & PERKERSON

NATURAL FEATURES

Natural features of the study area were examined as part of the planning process. Topography was analyzed to understand overall drainage and stormwater flow issues and to protect and enhance natural resources. Both neighborhoods have flooding issues - Perkerson particularly at Metropolitan/Perkerson/I85 and Hammond Park at the Pavilion Place apartment complex. Areas of flooding and the location of water sources were factored into the recommendations of this master plan.

The South River runs east-west through the Perkerson neighborhood, just north of I-85. Currently, a large portion of the South River watershed in the Perkerson neighborhood is developed. The paved surfaces significantly contribute to the area's flooding and force the need for integrating stormwater management into any future redevelopment.

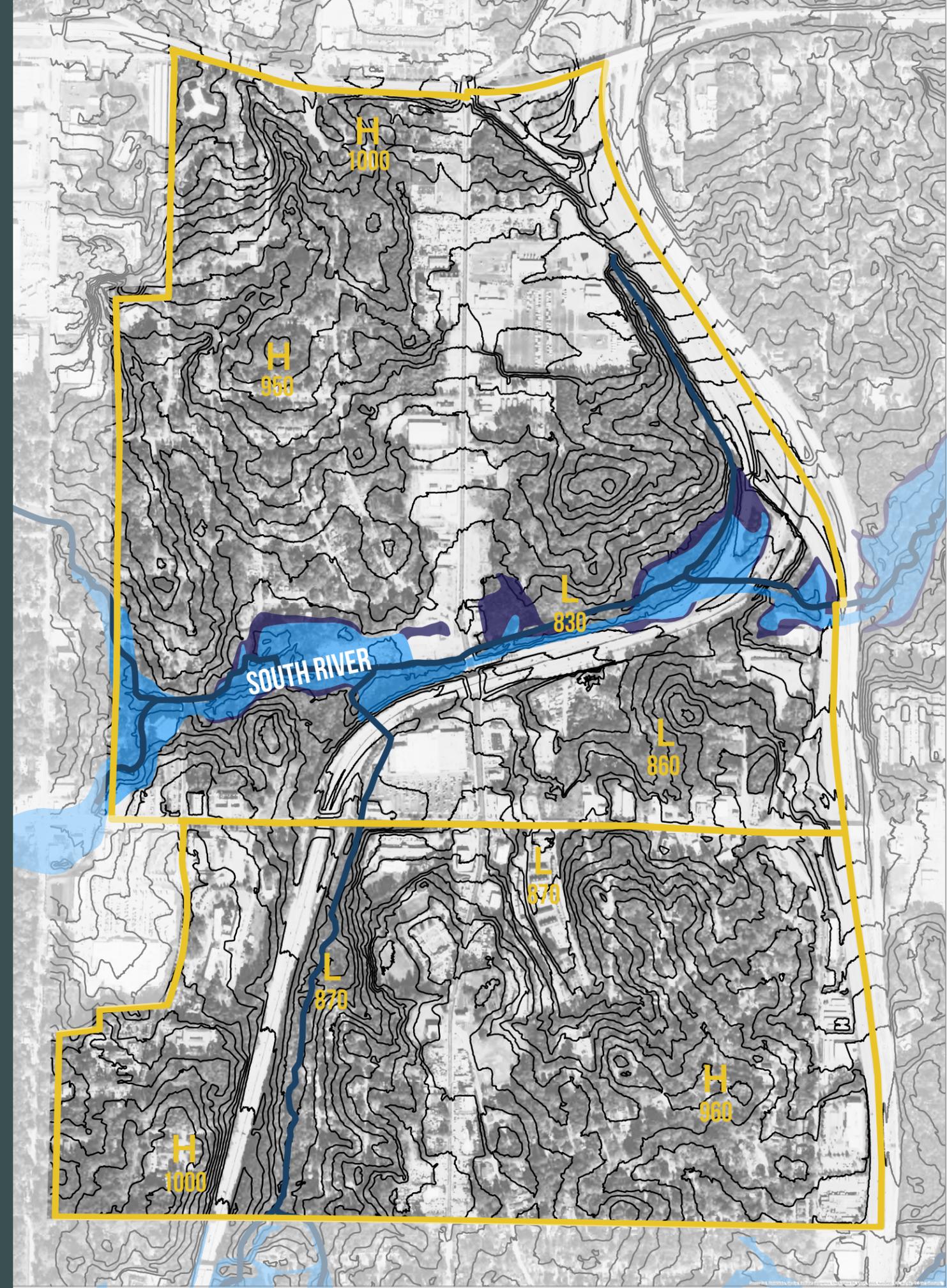
Hammond Park has one distinct area of flooding in a small valley where the 342 Cleveland Avenue apartments currently stand. This area is plagued by flooding because the site used to be a lake and park.

TOPOGRAPHY & HYDROLOGY

FIGURE 2.4C

LEGEND

- 10 FOOT CONTOURS
- 500-YEAR FLOODPLAIN
- 100-YEAR FLOODPLAIN
- H HIGH ELEVATION POINTS
- L LOW ELEVATION POINTS



TRANSPORTATION

MARTA BUS ROUTES

The study area is well served by transportation infrastructure including local, state and federal roads as well as transit.

MARTA rail service does not directly serve Hammond Park or Perkeron, but MARTA bus service is available along the main corridors in both neighborhoods. Figure 2.4D shows the 12 different MARTA bus routes that serve in or near the study area. They mostly run along the perimeter or on the highways. Routes 95, 78, and 79 actually provide service to the study area. Ninety-five and 78 operate the major corridors - Metropolitan Parkway and Cleveland Avenue.

In the More MARTA Plan, there are two proposed projects in the study area: TR-016 (Northside/Metropolitan HCT) and TR-013 (Cleveland Avenue HCT).

TR-013 High capacity transit on Cleveland Avenue along with physical street changes to improve stop amenities, provide queue jumps and other operational improvements, and to enhance pedestrian facilities from Jonesboro Rd and Browns Mill Rd to East Point rail station.

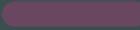
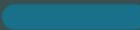
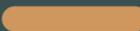
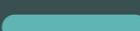
TR-016 High capacity transit from Mount Zion Road (Atlanta city limit) to the Arts Center MARTA rail station along the Northside - Metropolitan corridor and 17th Street.

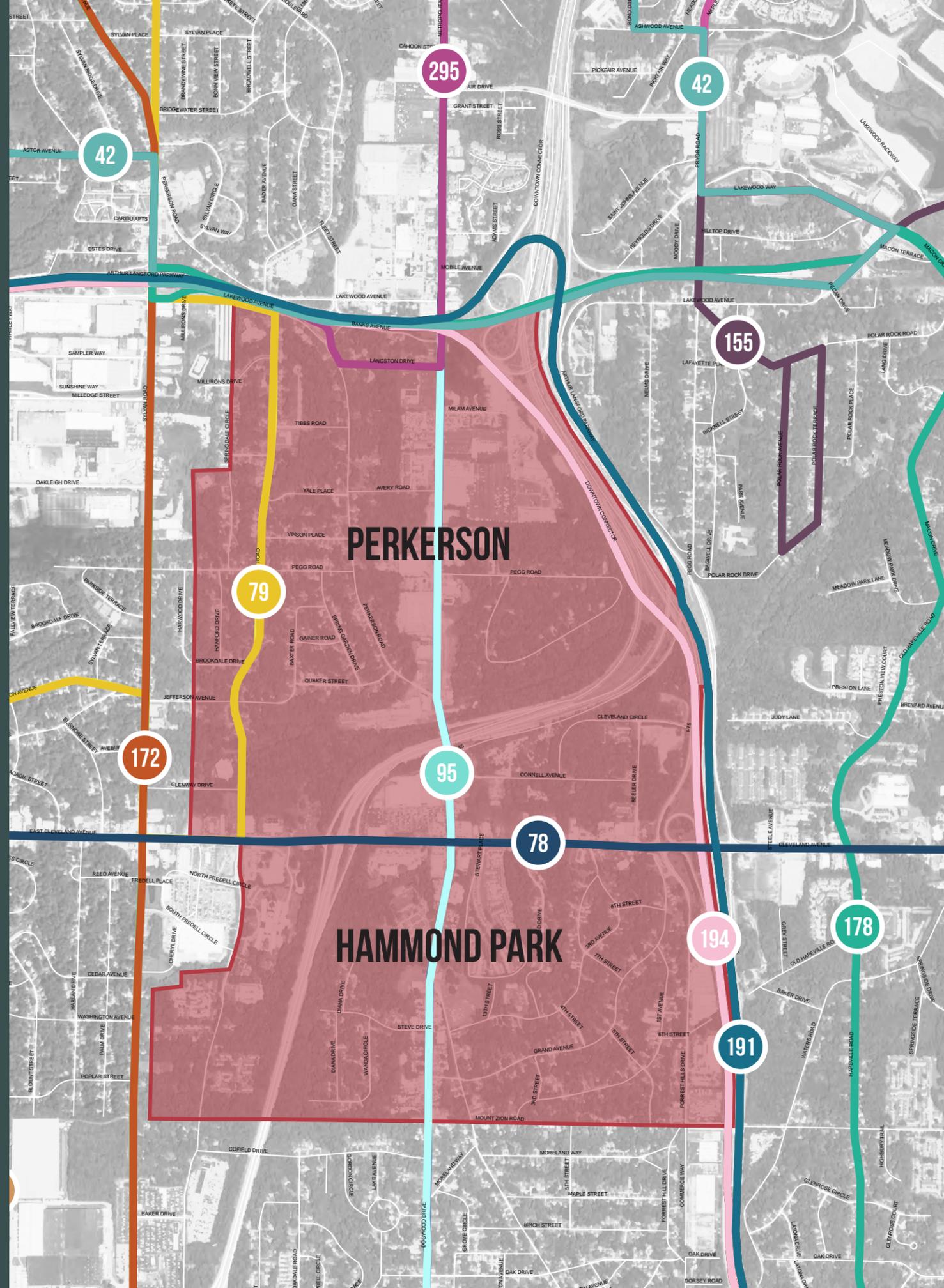


MARTA BUS ROUTES MAP

FIGURE 2.4D

LEGEND

-  155
-  172
-  178
-  191
-  192
-  193
-  194
-  295
-  42
-  78
-  79
-  95



TRANSPORTATION

PARK, BIKE, & PEDESTRIAN ACCESS

The two major thoroughfares, Metropolitan Parkway and Cleveland Avenue, mostly have sidewalks. In addition, much of the residential areas of Hammond Park and Perkerson lack sidewalks.

Avery Park is the only park in the area, but does not have a sidewalk entrance. Roseland Cemetery is a Parks and Recreation facility. There is no park in Hammond Park despite the name.

Furthermore, there are projects in the works from multiple entities. During the planning process, Trees Atlanta had proposed improving Cleveland Avenue's streetscape by planting 66 trees along Cleveland Avenue between Metropolitan Parkway and I-75 and on Stewart Place.

The City of Atlanta Capital Improvements Program and Community Work Program includes \$1.25 million for Cleveland Avenue Pedestrian Mobility Improvements. This includes sidewalk cross walks and signal upgrades, from US 19/41 Metropolitan Parkway to Browns Mill Road.

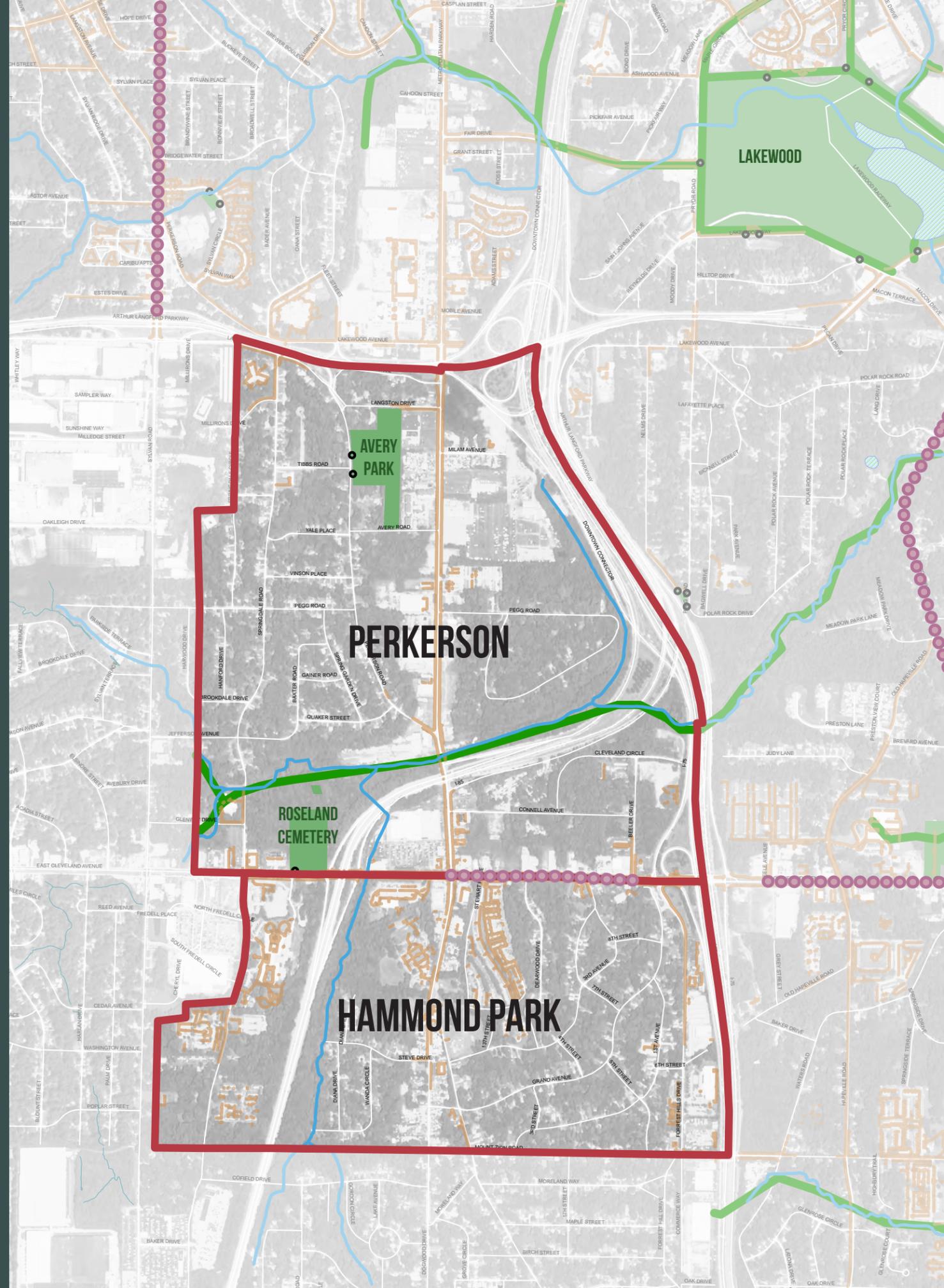
The PATH Foundation, South River Watershed Alliance and others are creating a network of trails and water access points along the South River from just north of Hartsfield-Jackson Atlanta International Airport to Jackson Lake. With the 60-mile South River corridor cutting across Perkerson, there is great potential to connect the neighborhoods to an amazing regional recreation asset.

PARK, BIKE, & PED ACCESS

FIGURE 2.4E

LEGEND

- PARK ACCESS POINTS
- ▭ SIDEWALKS
- ▬ PROPOSED TRAILS
- BIKE ROUTES
- ▭ PARKS
- ▬ STREAMS



TRANSPORTATION

ROADWAY CLASSIFICATION

Transportation

The study area contains a variety of types of roadways. Major corridors like Metropolitan Parkway and Cleveland Avenue carry substantial vehicular traffic, while smaller neighborhoods streets have much lower volumes to accommodate bicycles and pedestrians. With the right facilities, the major corridors could be even better suited for bikes and pedestrians.

Roadway Network

Roadway functional classifications are based on characteristics such as trip distances, number of access points, speed, number of lanes, and traffic volumes. Most of the roads within the study area are classified as local roads, while the area is traversed by higher capacity roadways. Metropolitan Parkway (US 41/SR 3) and Cleveland Avenue are minor arterials, Langford Parkway (SR 166) is a limited access freeway, and I-75 and I-85 are interstates in the area. Major collector roads within the neighborhoods are Perkerson Road and Mt. Zion Road SW.

Traffic Counts

Georgia Department of Transportation Annual Average Daily Traffic data for 2017 (the most recent year available) shows a wide range of traffic volumes in the area, shown in Figure 2.4F.

Freight Routes

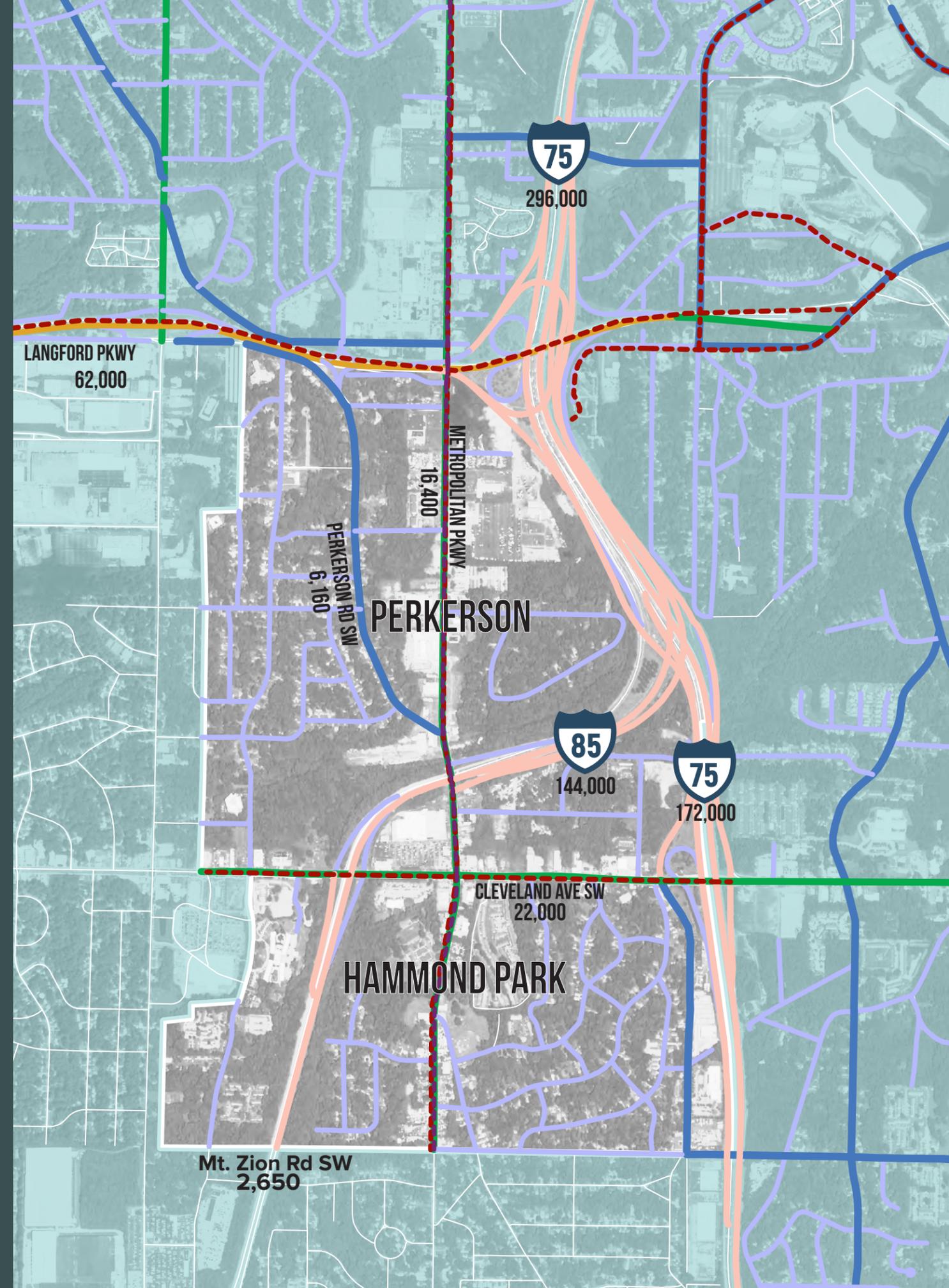
Metropolitan Parkway and Cleveland Avenue are designated as Truck Routes.

ROAD CLASSIFICATIONS

FIGURE 2.4F

LEGEND

- REGIONAL TRUCK ROUTES
- CITY TRUCK ROUTES
- INTERSTATE
- FREEWAY
- PRINCIPAL ARTERIAL
- MINOR ARTERIAL
- MAJOR COLLECTOR
- LOCAL
- ANNUAL AVERAGE DAILY TRAFFIC



ECONOMIC DEVELOPMENT

Between federal, state, and local entities there are many existing incentives and tools available to attract more investment and businesses to the area. Additional strategies and tools can also be utilized to increase the effectiveness of these tools, shown in the Implementation Section. Figure 2.4G illustrates the location of the economic development incentives in the study area, including:

Georgia Opportunity Zones

- Cleveland Avenue Gateway
- Metropolitan Village District

Georgia Opportunity Zones, as designated by the Georgia Department of Community Affairs, offer \$3,500 per job tax credit for up to 5 years, applied against state withholding tax for qualifying jobs. The Metropolitan Village District, west of I-75/I-85 and the Cleveland Avenue Gateway, south of I-85 and I-75 were designated for 10 years as Opportunity Zones in 2013.

Federal Opportunity Zone

- Census Tract 74
- Census Tract 75

Federal Opportunity Zones (FOZ) are economically-distressed communities where new investments, under certain conditions, may be eligible for preferential tax treatment. They are designed to spur economic development and job creation.

The study area has two out of the 26 opportunity zones in the City of Atlanta. One is the area south of the South River and bound by I-75 to the east the City limits to the west. The other is north of the

South River and extends north to Atlanta Metropolitan State College. Invest Atlanta staff works to facilitate investments in Federal Opportunity Zones and provides information on atloppportunityzones.com.

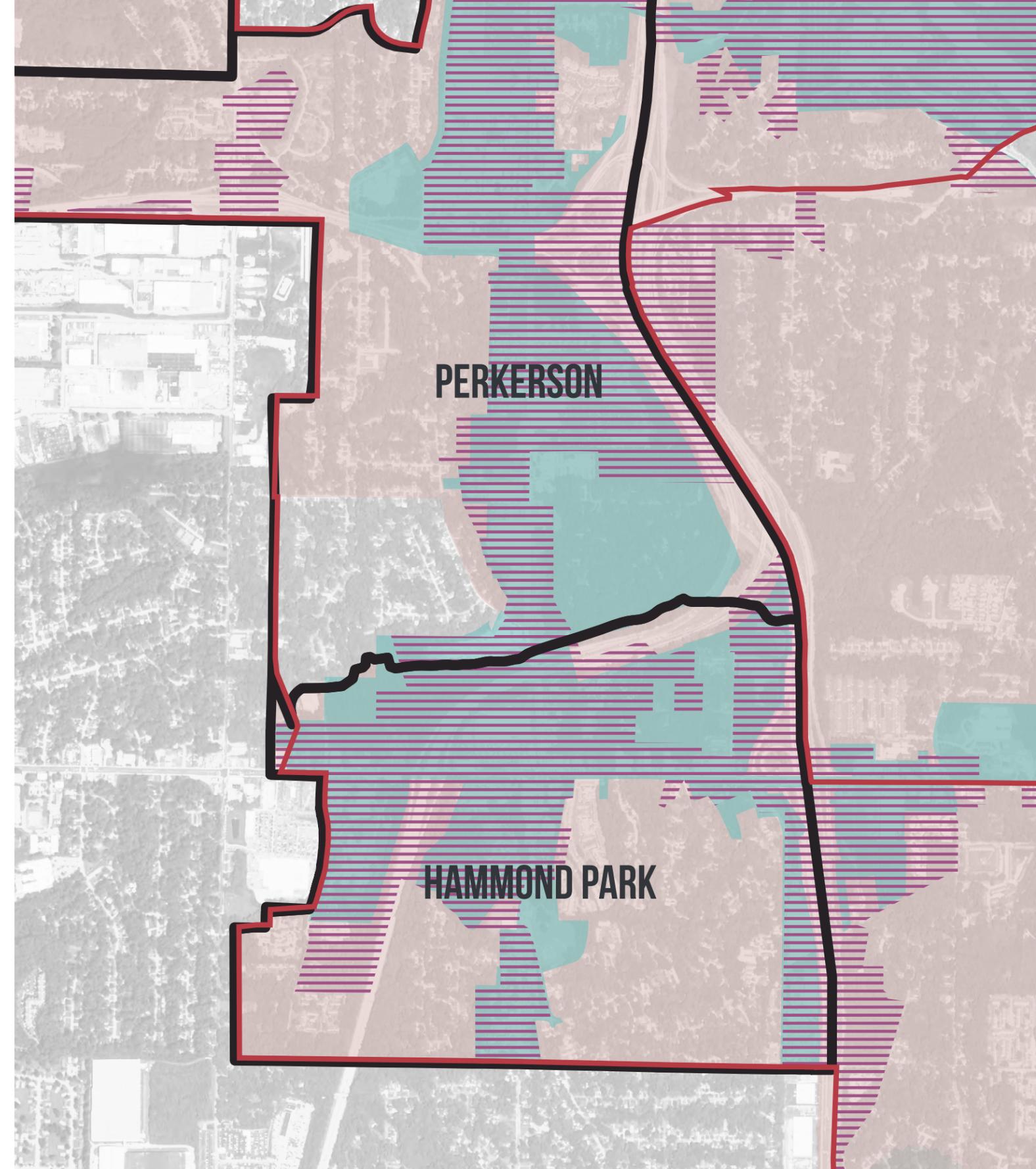
Community Development Impact Areas (CDIA) – CDBG Funding

The Community Development Block Grant (CDBG) Program provides annual grants on a formula basis to states, cities, and counties to develop viable urban communities by providing decent housing and a suitable living environment, and by expanding economic opportunities, principally for low- and moderate-income persons. This is a tool available for organizations, not individuals.

New Market Tax Credits (NMTC)

The NMTC Program incentivizes community development and economic growth through the use of tax credits that attract private investment to distressed communities. Both neighborhoods qualify for NMTCs.

Atlanta Emerging Markets, Inc. (AEMI) is a Community Development Entity wholly-owned by Invest Atlanta. AEMI manages these activities and serves as a matchmaker



ECONOMIC DEVELOPMENT

CONTINUED

between investors seeking tax credits and projects seeking low-cost financing that help create jobs, improve underserved neighborhoods, or foster sustainable outcomes.

Small Business Tax Waiver

The City of Atlanta will waive occupation taxes for up to five (5) years for small businesses opening a location in areas targeted for commercial development. The purpose of the City of Atlanta New Small Business Occupation Tax Waiver Program is to encourage new investment and job growth in some of the City's less developed commercial areas.

Tax Allocation Districts (TAD)

Metropolitan Parkway was once a thriving commercial corridor. With the construction of I-75 and I-85, the traffic volume declined along with the number of people shopping at businesses along the corridor. After years of disinvestment and decline, the Metropolitan TAD Redevelopment Plan was adopted in 2006 and the TAD was created and managed by Invest Atlanta. It also includes the Small Business Improvement Grants. The purpose of the TAD is to:

1. To attract private, taxable redevelopment opportunities to the Metropolitan Parkway sector of the City of Atlanta.
2. To further the City's goals of improving underdeveloped urban areas as well as of attracting desirable development, including professional jobs. Creation of a Metropolitan Parkway TAD would strengthen the City's

ability to promote truly balanced economic growth by directing one of its key economic development tools – a TAD – toward revitalizing a neighborhood that has been identified by the City as being in need of such support.

3. To provide funding that, in turn, will attract additional regional, State and Federal funding to allow improvements to land use, transportation, and recreational areas.
4. To realize the full economic potential of an increasingly urbanized community.
5. To increase employment opportunities for residents of the TAD area.
6. To increase opportunities for market-driven residential and commercial development within the Metropolitan Parkway area.
7. To overcome constraints to development generated by aged and obsolete commercial and residential structures, inefficient transportation infrastructure and inadequate physical connections to the surrounding community.
8. To maximize the tax revenue potential of the TAD area while achieving the basic goals of the Metropolitan Parkway Redevelopment Plan.

Invest Atlanta

Invest Atlanta facilitates the application for or provides many different options for bonds, loans, grants, and incentives for business owners within Atlanta. They have representatives working within the FOZ and should be contacted for information on these tools and more.

MARKET DEMAND

Council District 12 Neighborhood Blueprint Plan (2018)

This report did not include a market analysis because a thorough market analysis was completed for the previous Council District 12 Neighborhood Blueprint Plan (2018). The following market demand values are from that analysis. They helped inform the development proposals for both neighborhoods.

Rental Apartments: Estimated total demand till 2022 is 580 units with recommended surface parking densities up to 35/acre.

Single Family Housing: Total demand from 2018- 2022 is estimated to be 5 units per year or 25 units in total.

Townhomes: Total demand (2018-2022) estimated at 18 per year or 90 units in total. **Neighborhood Retail/Restaurant:** Mostly adaptive reuse or renovated spaces, the estimated total demand for this product is 58,000 sf.

Small Services: Estimated total demand of 31,000 sf.

Class A/B Office: Total demand estimated at 7,000 per year till 2022 or 35,000 sf. in total.

3

COMMUNITY PARTICIPATION

3.0 PUBLIC ENGAGEMENT

OVERVIEW

The key objectives of the public engagement approach for the Council District 12 Neighborhood Blueprint Plan were to educate, consult and collaborate:

- o **Educate and involve the general public throughout the process.** Public outreach tools were utilized to: 1) educate, 2) listen to and 3) learn from the public early and often throughout the planning process. The goal was to ensure that all citizens interested in and affected by the plan had an opportunity to be educated, ask questions, and provide input.
- o **Consult with staff, representatives and agency partners to gather a broad range of ideas.** This process relied upon the knowledge and experience of key City staff and agency partner personnel serving the community. It was recognized that individuals who interact with and plan for residents in the Hammond Park and Perkerson communities were a key source of information and insight throughout the process.
- o **Collaborate with stakeholders for issue identification and the creation of solutions.** This process was an opportunity for Hammond Park and Perkerson stakeholders to voice their needs, desires and opinions. Coordination with residents, business owners, and other members of the community provided invaluable perspective to the process and led to solutions-based planning and implementation strategies.

Stakeholders in the study area range in age and income. Therefore, it was important to implement a comprehensive approach that would reach all segments of the population. A combination of tools and techniques ranged from traditional community meetings and presentations to online surveys, allowing broad public engagement opportunities that promoted inclusion.

Community stakeholders were engaged throughout four distinct phases of the project:

- o Phase I: Goal Setting & Mobilization
- o Phase II: Facts & Analysis
- o Phase III: Conceptual Plan
- o Phase IV: Implementation & Deliverables

During these project phases, the public was informed by various means and was engaged at three key milestones in the project schedule. A project Steering Committee was convened to guide the planning efforts and played an integral role in communicating engagement opportunities to the general public. Online engagement was made possible via a project website, through outreach by Councilmember Sheperd's office to Council District 12 constituents, City of Atlanta social media, and with a community survey administered online and during in person meetings.

COMMUNITY PARTICIPATION

Each whole icon represents 10 people

Community Meeting #1 

Design Workshop 

Online Survey 

FIGURE 3.0A PLANNING PHASES & ENGAGEMENT ACTIVITIES

PLANNING PHASE/DATE	OUTREACH EVENT/TYPE
PHASE I: GOAL SETTING & MOBILIZATION	
October 5, 2019	Hammond Park Neighborhood Association Presentation (City staff)
October 7, 2019	Perkerson Neighborhood Association Presentation (City staff)
October 24, 2019	Steering Committee Meeting #1
October 31, 2019	Outreach Calendar Postcard Distribution
November 4, 2019	Community Survey Launched
November 14, 2019	Community Meeting #1
PHASE II: FACTS & ANALYSIS	
November 18, 2019	NPU X Meeting Presentation (City staff)
December 5, 2019	Steering Committee Meeting #2
January 11, 2020	Hammond Park Neighborhood Association Presentation (City staff)
January 13, 2020	Perkerson Neighborhood Association Presentation (City staff)
January 13, 2020	NPU X Meeting Presentation (City staff)
PHASE III: CONCEPTUAL PLAN	
January 25, 2020	Design Workshop
January 27, 2020	Community Survey Concluded
February 25, 2020	Steering Committee Meeting #3
TBD	Community Meeting #3
PHASE IV: IMPLEMENTATION & DELIVERABLES	
July 13 or August 10	NPU X Meeting Presentation
August 10 or September 14	NPU X Plan Approval
September 28	CD/HS Public Hearing
September 29	CD/HS Vote
October 5	Atlanta City Council Vote

PHASE I: GOAL SETTING & MOBILIZATION

During Phase I, public engagement focused on informing and educating the community on the purpose and objectives of the planning process while also engaging the Steering Committee and the broader public. Online engagement and outreach were also launched during Phase I. The Project Management Team (PMT), which included Councilmember Sheperd's office and City of Atlanta Planning Department staff, was also established. The PMT met every other week via conference call and in person to discuss the progress of the project.

Online Engagement

A project website (<http://www.hammondperkersonblueprint.com>) was developed to serve as a resource for information about the Blueprint Plan and to provide a place where updates and future documents could be posted for the public. Information such as the project fact sheet, meeting flyers, and project contacts was made available.

An online and paper community survey was launched on November 4, 2019. The purpose of the survey was to collect input from the community and stakeholders to help understand the needs of the Hammond Park and Perkerson neighborhoods and craft a vision that will establish quality growth, improve mobility, and promote economic development for the years to come. The survey included a combination of open ended, multiple choice, and rating style questions.

Project Promotion

Project promotion began at the onset of the project. Prior to the first community meeting, a postcard was distributed to select postal routes within the study area neighborhoods. The postcard announced the planning process to the public and outlined the dates, times and locations for each engagement opportunity, the project website address and the study contacts. RoboCalls were initiated by Councilmember Sheperd's office in advance of community meetings and workshops, and City of Atlanta staff made presentations at Neighborhood Planning Unit and neighborhood association meetings. Lastly, Councilmember Sheperd leveraged her existing e-newsletter as a primary source of sharing information.

Steering Committee Engagement

The Steering Committee was formed to help guide the process and provide input and strategic planning milestones. The Steering Committee was committed to providing guidance, promoting public meetings, distributing information to the larger community and providing feedback on materials to be presented to the public prior to each public meeting or workshop. The following organizations were represented as members of the Steering Committee:

- Fulton County
- Fulton County Oak Hill Child, Family and Adolescent Center
- Hammond Park Neighborhood Association
- Invest Atlanta
- MARTA
- NPU X
- Perkerson Civic Association
- Victory Baptist Church
- Local Property Owners



FIGURE 3.0B COMMUNITY DESIGN WORKSHOP AT VICTORY OUTREACH CHURCH

The Steering Committee was engaged in three meetings throughout the study process. The initial Steering Committee meeting was held on October 24, 2019 and served as the official project kick off. The purpose of the study and public engagement was outlined. The majority of the meeting focused on understanding the market reality and discussing the broad vision for the study area including community assets and strengths that should be preserved and creating new opportunities for new development within the study area.

When asked what the goals of the Blueprint Plan should be, Steering Committee members voice the following:

- o Economic development initiatives for Metropolitan Avenue
- o Recommendations to improve infrastructure within the neighborhoods
- o Greenspace plans with consideration given to floodplain; dumping
- o Consideration of the impact of MARTA Arterial Rapid Transit coming to the area

The Committee also raised the following specific concerns regarding the vision for both neighborhoods:

- o No sidewalks on neighborhood streets
- o Not enough streetlights
- o Overgrown trees
- o Dissolved curbs
- o Vacant lots
- o Need to Increase Density
- o Need for a Park

Overall, the tone of the first meeting was to think and “dream big” about what could happen along the Metropolitan Avenue commercial corridor. During the open

house portion of the meeting, two boards were placed in the room to collect feedback on two questions. Steering Committee input is summarized as follows:

What do you like about Hammond Park and Perkerson? What do you want to Preserve?

- o Trees
- o Wildlife
- o Beautification
- o Environmental
- o Housing
- o Under Phase I umbrella of Aerotropolis
- o Diversity

What is missing from Hammond Park and Perkerson? What do you want to create?

- o Park(s)
- o Sidewalks
- o Infrastructure: decent roads, curbs, lighting, sidewalks
- o A reason to come to Hammond Park
- o Recreation Space
- o Transit
- o Not at the planning table of Aerotropolis

Public Engagement

The first community meeting was hosted on November 14, 2019 at the Victory Outreach Church. Attendees included study area residents; business owners/representatives; city staff; faith institutions; NPU representatives; and nonprofit organizations. The purpose of this first meeting was to officially announce the beginning of the study process, the goals of the study and key dates. A total of 22 individuals signed into the meeting.

FIGURE 3.0C COMMUNITY DESIGN WORKSHOP AT VICTORY OUTREACH CHURCH



HAMMOND PARK & PERKERSON NEIGHBORHOOD BLUEPRINT PLAN

Commercial Node Character: Higher Density Infill Retail and Housing

Yes! No!

Reynoldstown - Infill Retail and Housing Boyle Heights, Los Angeles

Broadway and Magnolia - Infill Retail and Housing Inman Quarter - Infill Retail and Housing

Volvo Village Mixed Use Redevelopment, Boston Saint Paul - Infill Retail and Housing

HammondPerkersonBlueprint.com

HAMMOND PARK & PERKERSON NEIGHBORHOOD BLUEPRINT PLAN

Preserving Local Character

Yes! No!

HammondPerkersonBlueprint.com

FIGURE 3.0D VISUAL PREFERENCE BOARDS

Meeting attendees were also engaged in a goal-setting and visioning session through two key questions. Public input is summarized as follows:

What do you want this plan to ACCOMPLISH?

- o More family oriented opportunities
 - o Movie theatre
 - o Activities for children/teenagers/different age groups
- o Environmental safety. Address pests, smells; abandoned cars; trash; and spray fumes from local auto shops
- o High rise commercial that leverages the skyline view of ATL
- o Gym
- o Restaurants
- o Movie theater
- o Safety – sidewalks for walking and jogging
- o Traffic calming devices
- o Improvements to residential streets
- o Safe city
- o Sit down restaurants (Olive Garden, Piccadilly)
- o Preventative Medical Centers
- o Pedestrian safety
- o Involve stormwater drainage
- o Infrastructure
- o Safety
- o More things to do in the area
- o Youth centers

Where do you SHOP, DINE & PLAY?

- o Want: Lakewood shops, Target, JC Penney's
- o Library
- o East Point
- o College Park
- o Hapeville
- o YMCA
- o Buckhead

- o Midtown
- o Belk's
- o Douglasville
- o Clayton County

What do you like about Hammond Park & Perkerson? What do you want to PRESERVE?

- o Emma Hutchinson School
- o Lakewood Amphitheater
- o Trees
- o Victory Outreach
- o Parks (Perkerson, gym)
- o Wildlife
- o Peaceful community
- o Easy access from airport to the city

What would you like less of in Hammond Park & Perkerson? What do you want to CHANGE?

- o Car shops
- o Gas stations
- o Fast food
- o Homelessness
- o Diet roads
- o Underdeveloped car/paint shops
- o Limit vape/cannabis shops

What is missing from Hammond Park & Perkerson? What do you want to CREATE?

- o Speed humps
- o Whole Foods
- o Youth center
- o Healthy food options
- o LA Fitness/Gym
- o Target
- o Wi-Fi
- o Track (digital) foot traffic location and volume
- o Banks
- o High rise
- o Shops
- o Entertainment
- o Local restaurants

FIGURE 3.0E STEERING COMMITTEE MEETING AT OAK HILL CENTER



HAMMOND PARK & PERKERSON NEIGHBORHOOD BLUEPRINT PLAN

Commercial Node Character: Placemaking

● Yes!
● No!

 Murals (Fairburn and Campbellton Road)	 Street Art: Colored Crosswalks
 Functional Street Art	 Benches
 Downtown ATL Tactical Placemaking	 Landscape Palette

HammondPerkersonBlueprint.com

HAMMOND PARK & PERKERSON NEIGHBORHOOD BLUEPRINT PLAN

Commercial Node Character: Density Infill Retail and Housing

● Yes!
● No!

 Riverside Mixed Use	 Grant Park Historic Retail
 Castleberry Reuse Retail	 Downtown ATL Mixed Use
 Grant Park Mixed Use	 Downtown ATL Mixed Use

HammondPerkersonBlueprint.com

FIGURE 3.0F VISUAL PREFERENCE BOARDS

Attendees were also invited to complete the survey during the open house session. They were encouraged to tell others about remaining meetings, to visit the project website for future engagement opportunities, and encourage other people to participate in the community-wide online survey.

PHASE II: FACTS & ANALYSIS

Public engagement during Phase II included the second Steering Committee meeting, the continuation of the community survey, and continued promotion and outreach.

Project Promotion

Project promotion continued with PMT members representing the City of Atlanta attending monthly meetings for the Hammond Park and Perkerson Neighborhood Associations, as well as two visits to the Neighborhood Planning Unit. These visits were primarily focused on collecting input on the community survey and promoting the Design Workshop in Phase III.

Steering Committee Engagement

The second Steering Committee meeting was held on December 5, 2019. The purpose of this meeting was to review the existing conditions analysis, input from the first Community Meeting, and current survey results. The Committee also helped the Team prepare for the upcoming Design Workshop by weighing in on visual preferences and other materials to be displayed. A bulk of the time was spent on capturing the neighborhood history. Attendees shared stories about the neighborhoods, greatly

supplementing the Team's historical research.

PHASE III: CONCEPTUAL PLAN

Public engagement during Phase III included the design workshop, the conclusion of the community survey, the third Steering Committee meeting, and a third community meeting to review draft recommendations.

Project Promotion

Project promotion continued with Steering Committee members sharing information about the study and Design Workshop through their established channels. Again, RoboCalls were initiated by Councilmember Sheperd's office in advance of the Design Workshop and information was shared via Councilmember Sheperd's e-newsletter. Lastly, a ground effort distributed more than 200- flyers in both English and Spanish throughout the community. Flyers were left at commercial locations, salons and barber shops, daycare centers, churches, apartments, schools, laundromats, and gas stations.

Design Workshop

A Design Workshop took the place of the second community meeting held on January 25, 2020 at the Victory Outreach Church. The intensive 4-hour hands-on format brought together Councilmember Sheperd, City staff, consultants, stakeholders, and community members to initiate the conceptualization phase for the project. A total of 28 community residents signed in, with an additional five to 10 who attended all or a portion of the workshop.



FIGURE 3.0G COMMUNITY DESIGN WORKSHOP AT VICTORY OUTREACH CHURCH

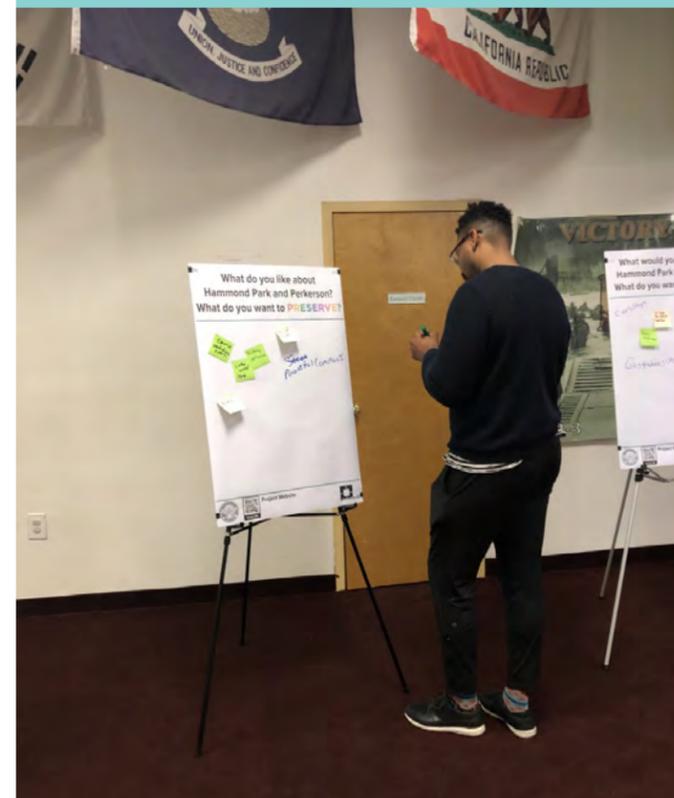


FIGURE 3.0H FIRST COMMUNITY MEETING AT VICTORY OUTREACH CHURCH

The workshop consisted of two design sessions occurring simultaneously at two tables – one for Hammond Park and one for Perkeron. Design Session 1 focused on neighborhood character and nodes and corridor development.

Design Session 2 focused on affordability, marketing/branding and sense of place (parks, art, place-keeping). Input received for Perkeron was as follows:

PERKERSON OBJECTIVES

- Youth involvement
- More retail
- Movie theater
- Increased safety
- Patrol
- Streetlights
- Easy access/proximity
- Walkable
- Springdale and Perkeron
- Keep neighborhood feel while growing
- Appropriate density
- Utilizing floodplains
- Recreation
- Similar to O4W Park
- Retail and restaurant corridor
- “Target type” development
- Keep affordable
- No displacement
- TAD

PERKERSON PLACEMAKING

- Gateway signage
- Wayfinding
- Sidewalk character
- Lights
- Incentives for artists
- Destination Spots
- Landscape Palette

- “Metropolitan Mile”
- Southern Hospitality
- Opportunities fitness
- Drive-in movie theater

Input received for Hammond Park follows:

HAMMOND PARK VISION

- Safe enough to walk dogs
- Pedestrian friendly
- Community Amenities
- Cafes
- Destinations
- Restaurants
- Higher quality retail
- Utilize floodplain
- Open Oak Hill to community

HAMMOND PARK PLACEMAKING

- Street art on Old Jonesboro Road
- Welcome to Atlanta/Welcome to Hammond Park sign on Metro from Hapeville
- Streetlights
- Paint/add lights to crosswalk near Kroger
- Add community amenities to 5th/Grand
- Neighborhood retail
- Food trucks on last lot in HP
- Integrate neighborhood artwork from street toppers
- Incorporate art to feed into Hapeville

There were also opportunities for those gathered to share their story of living in the community at the Oral History station, to learn about transportation improvements planned for the community, to take the survey, and to participate in a visual preference survey.

Community Survey

A total of 88 responses were collected over a 12-week period. Surveys were submitted via the online survey platform as well as



FIGURE 3.0I FIRST COMMUNITY MEETING AT VICTORY OUTREACH CHURCH



FIGURE 3.0J FIRST COMMUNITY MEETING AT VICTORY OUTREACH CHURCH

in hard copy format that was abbreviated to encourage more responses. The survey helped confirm and verify findings and assumptions. A high level summary of the input revealed the following insights.

o The following items ranked **'very important'** to survey respondents:

- Having a safe place to live
- Walkability and clean and attractive community
- Public Service like Library, Police, and Fire
- Parks and Recreation Facilities and Education
- Having places to eat and drink
- Having diverse shopping opportunities
- Housing diversity

o Areas of **greatest concern** include:

- Abandoned, vacant, and poorly maintained properties
- Litter on the ground
- Crime

o Respondents noted that they were **'dissatisfied'** with the appearance of their neighborhood and the number of retail businesses.

o Respondents were **'satisfied'** with the quality and quantity of public parks and recreation facilities.

o Regarding **transportation habits**:

- More than half (51.9%) use MARTA occasionally as a main source of transportation.
- More than one quarter (26.9%) walk occasionally as a main source of transportation.
- Nearly half (48.0%) never use a bi-

cycle as main sources of transportation.

- More than half (54.2%) never use an e-scooter as main sources of transportation.
- Most (73.1%) use a personal car or vehicle on a daily basis as a main source of transportation.
- Uber and Lyft are occasionally used by approximately 62% of survey respondents as a main source of transportation.

o Regarding development desires, **respondents want more:**

- Full-service restaurants
- Renovation of existing commercial businesses and grocery stores
- Single-family homes, townhomes and multi-family homes

o Regarding development desires, **respondents want fewer:**

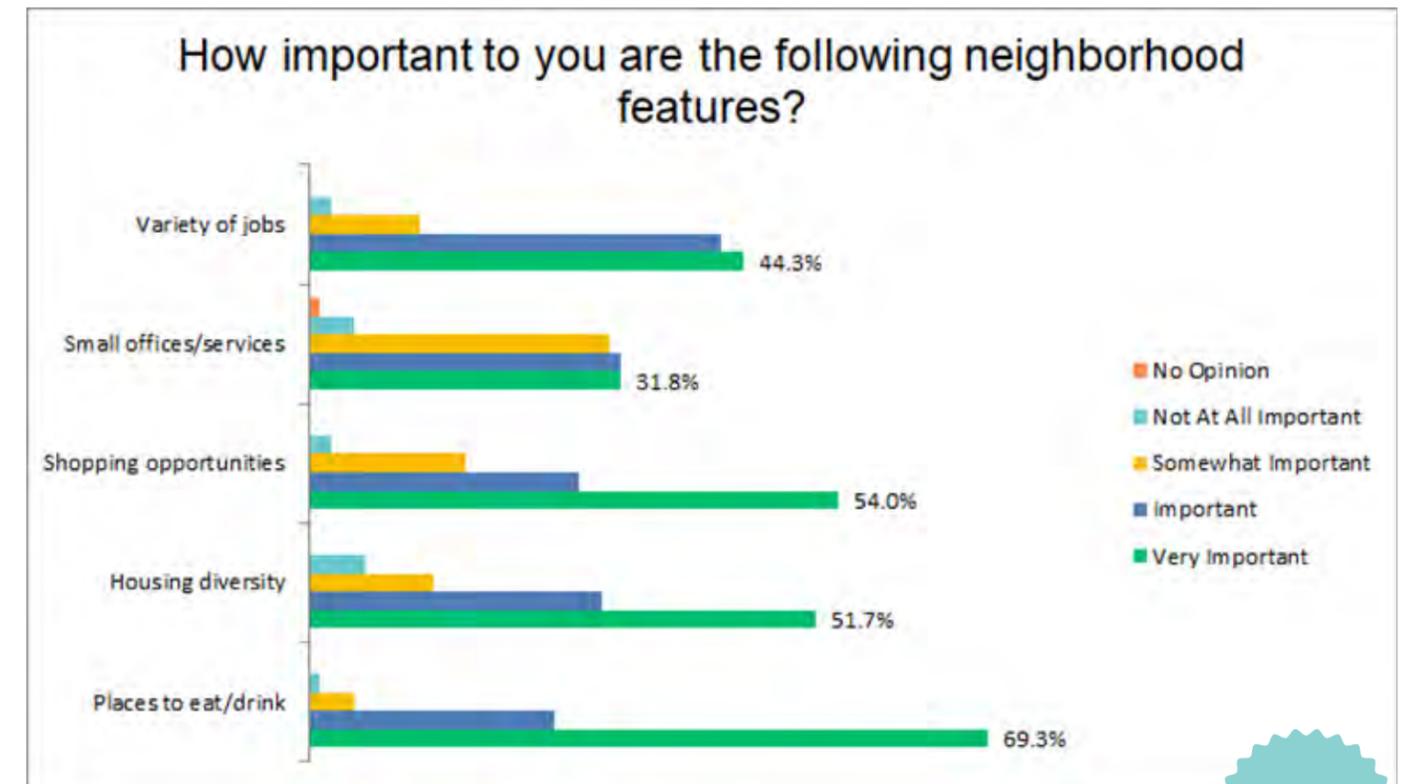
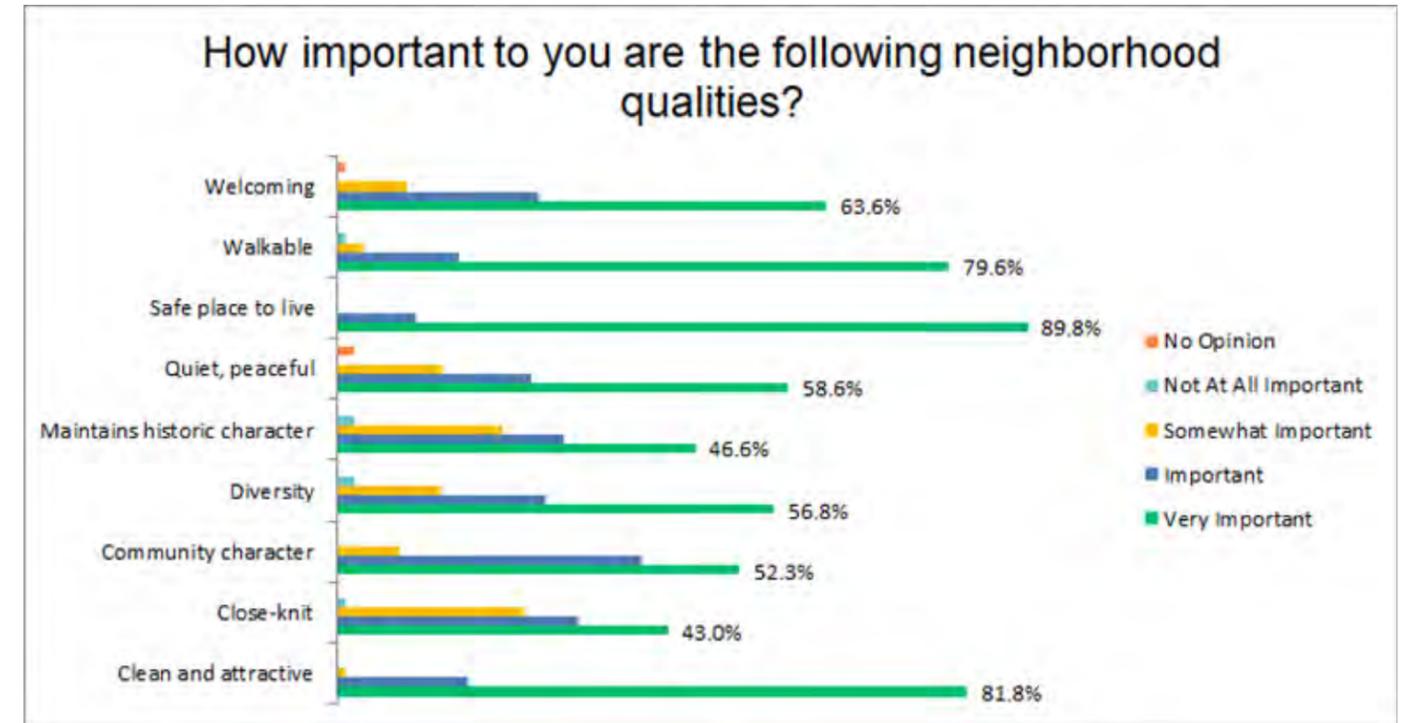
- Small discount variety stores
- Auto repair shops

o Respondents believe that **future nodal or corridor development** should occur at Metropolitan Parkway at Cleveland Avenue.

o Most (46.2%) typically visit **Metropolitan Parkway and Cleveland Avenue** weekly and more than a third (34.6%) visit the commercial corridors daily.

o Respondents would be in support of **higher density** and more diversity of commercial and residential development along all of the study area's commercial corridors.

FIGURE 3.0K SURVEY RESULTS



Steering Committee

The third Steering Committee meeting was held on February 25, 2020. The purpose of the final meeting was to review draft concepts and strategies. The Project Management Team presented the results of the design workshop and revealed draft concepts for each of the two neighborhoods.

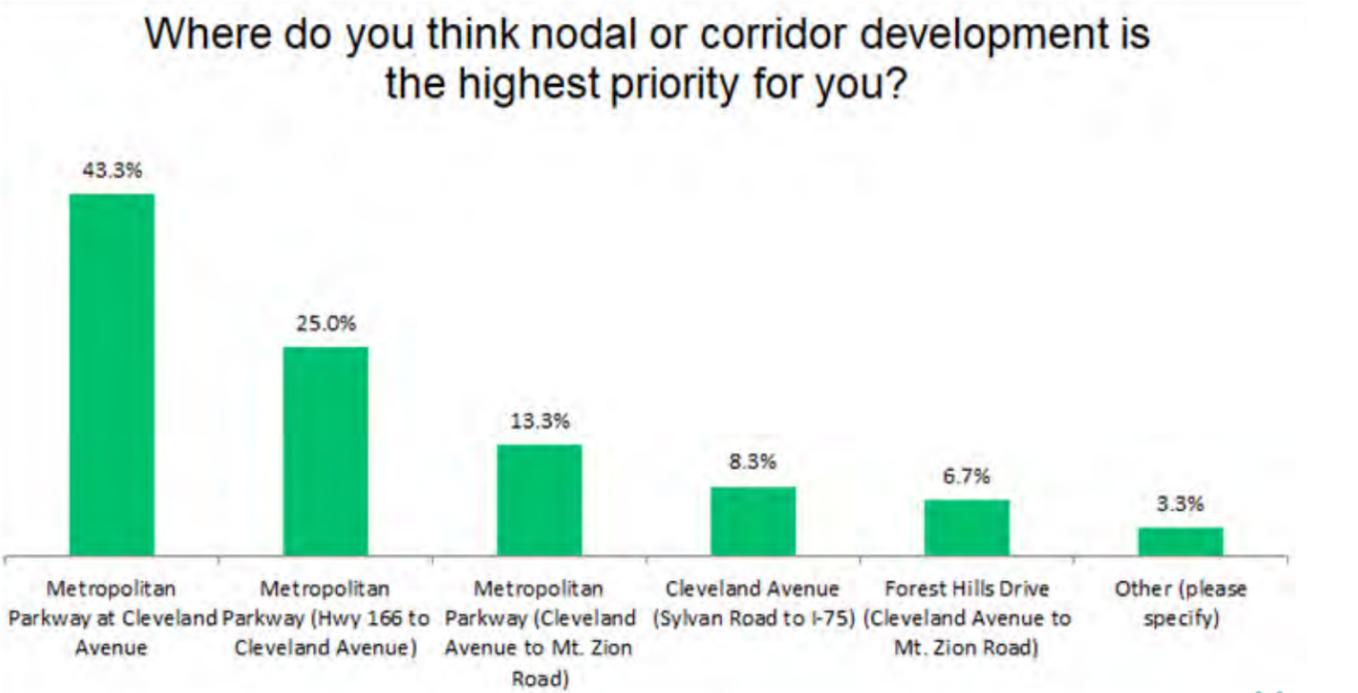
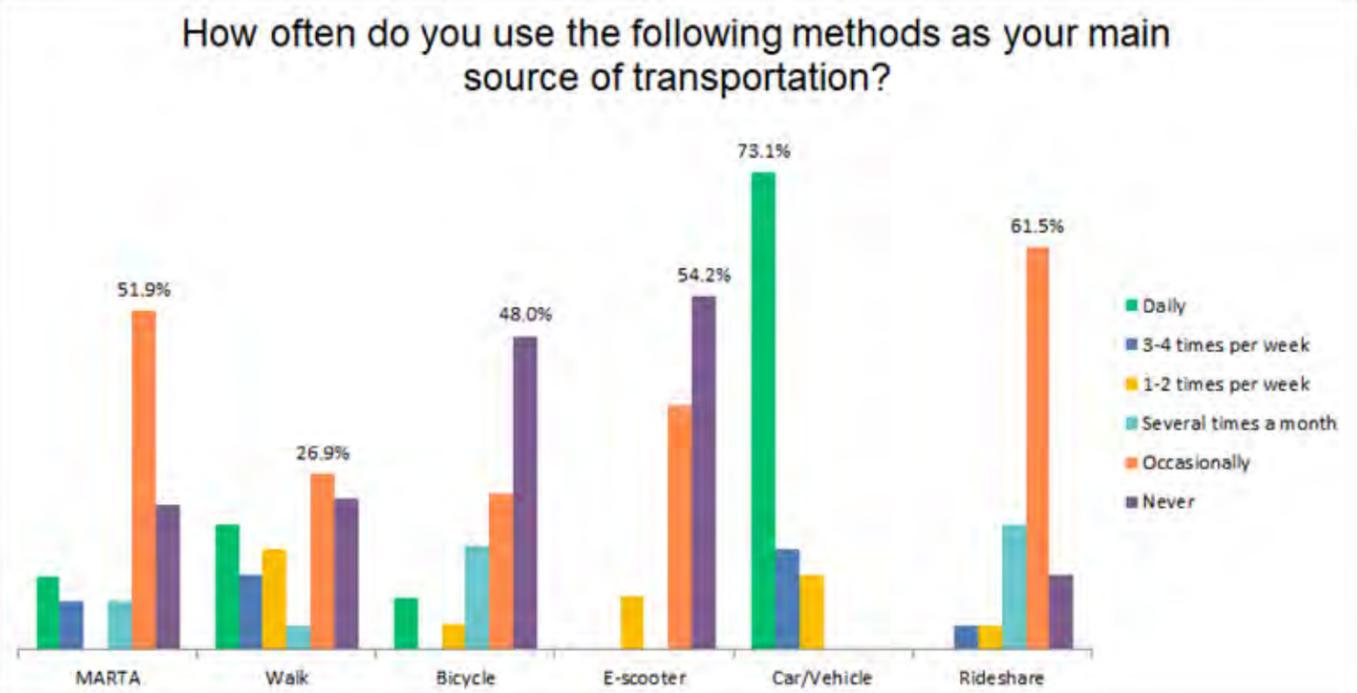
Community Engagement

INSERT NARRATIVE

PHASE VI: IMPLEMENTATION & DELIVERABLES

As the Consultant Team planning process concluded in Phase III, public engagement during Phase IV focused primarily on City of Atlanta staff presenting the final concept plan to the community at the NPU-X meeting and to the Atlanta City Council for adoption. Once adopted, the plan will be incorporation into the Comprehensive Development Plan.

FIGURE 3.01 SURVEY RESULTS



4

RECOMMENDATIONS

4.0 RECOMMENDATIONS

4.1 CONCEPT PLAN OVERVIEW

This section presents the Atlanta City Council District 12 Neighborhood Plan for Hammond Park and Perkeron recommendations and design concepts for redevelopment. Recommendations for each neighborhood focus on placemaking and community branding, parks and stormwater management, transportation, and priority redevelopment nodes.

The Plan aims to create a collective vision to guide the future of neighborhood development particularly focused on key commercial nodes in the two neighborhoods.

The recommendations within this report address project goals, economic development potential, and the needs, aspirations, and desires of the community. Key goals addressed include:

- Preserving and enhancing historic neighborhood characters
- Incorporating branding via signage and placemaking strategies
- Attracting neighborhood-scale businesses
- Increasing access to quality restaurants, neighborhood services
- Improving pedestrian, bicycle, and transit access
- Managing stormwater and providing access to greenspace

The focus of this plan was to identify redevelopment nodes and provide recommendations and strategies to revitalize these key nodes with the help of community input and through an understanding of market feasibility. Recommendations for nodal redevelopment in each neighborhood are provided. Key nodes include:

PERKERSON

- Metropolitan Mile
- South River Crossing
- Connell District

HAMMOND PARK

- The Park in Hammond Park
- Forrest Hills Drive

HAMMOND PARK & PERKERSON

- Metropolitan Parkway at Cleveland Avenue

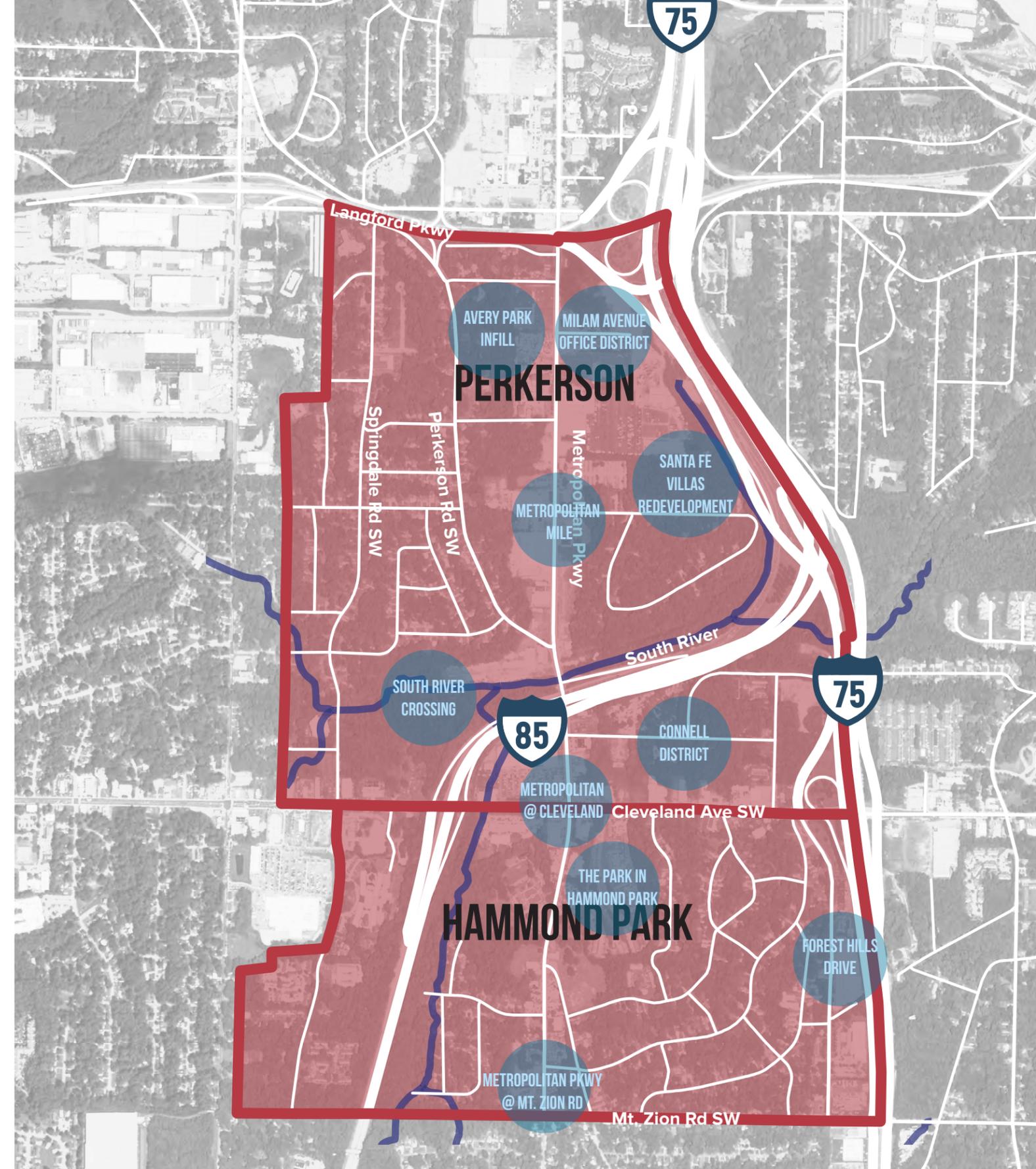


FIGURE 4.1A DEVELOPMENT NODES

COMMUNITY VISION

This Blueprint Plan represents the collective vision, policies and strategies that will guide the future development of these two neighborhoods. It captures the history of Hammond Park and Perkerson, inventories community's assets, names important challenges and identifies several catalytic projects to spur redevelopment within the study area.

The community decided to adopt the Council District 12 Neighborhood Blueprint vision as their vision for Hammond Park and Perkerson:

“Preserve and enhance the area’s affordability and the unique amenities each neighborhood has to offer, while guiding growth and attracting services that improve the quality of life for ALL residents.”

COMMUNITY GOALS

Along with the overall vision, each neighborhood decided their specific community goals.

Hammond Park

- Celebrate and enhance the neighborhood’s strong social fabric and architectural character with community-oriented amenities and high-quality restaurants, retail, and housing.
- Extend the neighborhood charm to major gateway corridors.
- Create a walkable ‘eco’ district – with ‘green’ trails and sidewalks connecting accessible greenspace, stormwater ponds, and gardens.

PERKERSON

- Preserve the area’s unique neighborhood feel.
- Offer a mix of retail, restaurant, housing, and greenspace options.
- Reduce the impacts of flooding by investing in watershed management improvements along the South River.
- Create Atlanta’s ‘Metropolitan Mile’ – a walkable and transit-friendly shopping and dining destination for area residents and visitors.

ORAL HISTORY: RUBEN BURNEY PERKERSON

How long have you lived in this area?

I have lived in the Perkerson neighborhood for 30+ years

What was it like when you grew up here/ first moved here?

The neighborhood was in transition from older white folks to younger families. I have an urban planning background, when I bought a home here, I realized the value

What is your earliest memory? Tell me a little about it.

I accessed the neighborhood via Sylvan Road and I didn’t realized that notorious strip clubs surrounded the neighborhood. There were lots of prostitutes on Metropolitan Parkway. Now there is only one strip club left.

How far did it the neighborhood extend to, do you know? Were there landmarks or specific spots you knew of that marked the neighborhood?

The Gilbert House is a neighborhood landmark. It wasn’t burned down during the civil war because there was a sick woman there the could not be moved. There might be civil war trenches behind the Summit Building.

What did you do for fun in the neighborhood? Places?

There are not a lot of places in the neighborhood. I do wish there were more opportunities to dine here. There is a good sense of community in the neighborhood. Have new neighbors moving in.



4.2 PERKERSON RECOMMENDATIONS

The Perkerson neighborhood recommendations build from the area assets and new investment to create a walkable, transit-friendly, connected mixed use community that serves the residents and attracts visitors to the “Metropolitan Mile”, a shopping and dining destination centered on the neighborhood’s major corridor, Metropolitan Parkway, that extends one mile through this community.

Recommendations for the neighborhood are described in section 4.2 and depicted in Figure 4.2A. Areas of focus include:

- Placemaking & Community Branding
- Parks and Stormwater Management
- Transportation
- Redevelopment Nodes

Placemaking & Community Branding strategies are focused on highlighting the area’s unique characteristics and enhancing key nodes to attract investment to the area.

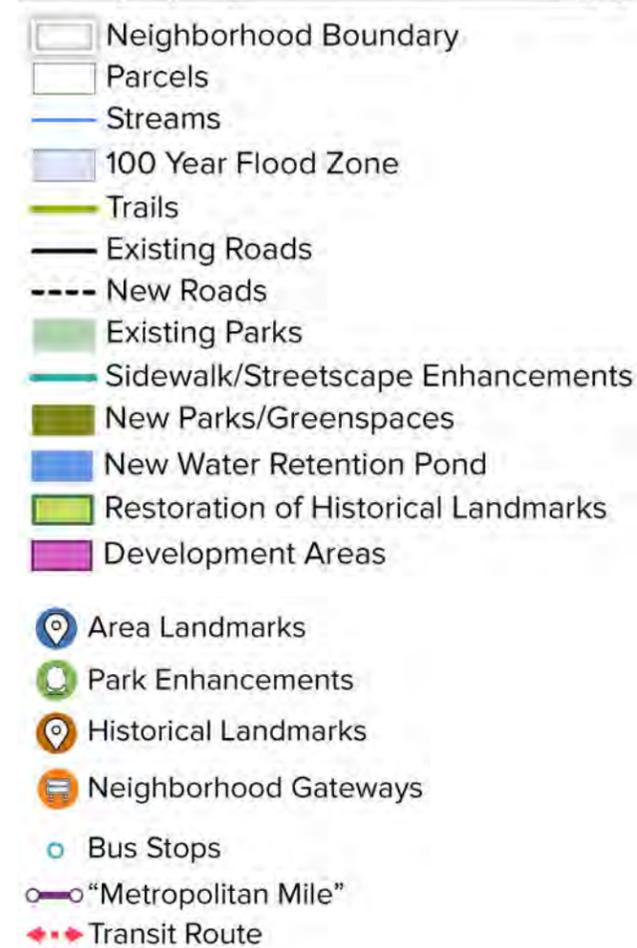
Parks and Stormwater Management recommendations provide strategies to incorporate parks into redevelopment and leverage stormwater issues into greenspace opportunities.

Transportation strategies focus on creating a walkable, transit-friendly neighborhood connecting residents to larger regional systems and enhancing accessibility.

Redevelopment Nodes leverage underutilized and vacant properties to build an active and attractive Perkerson neighborhood.

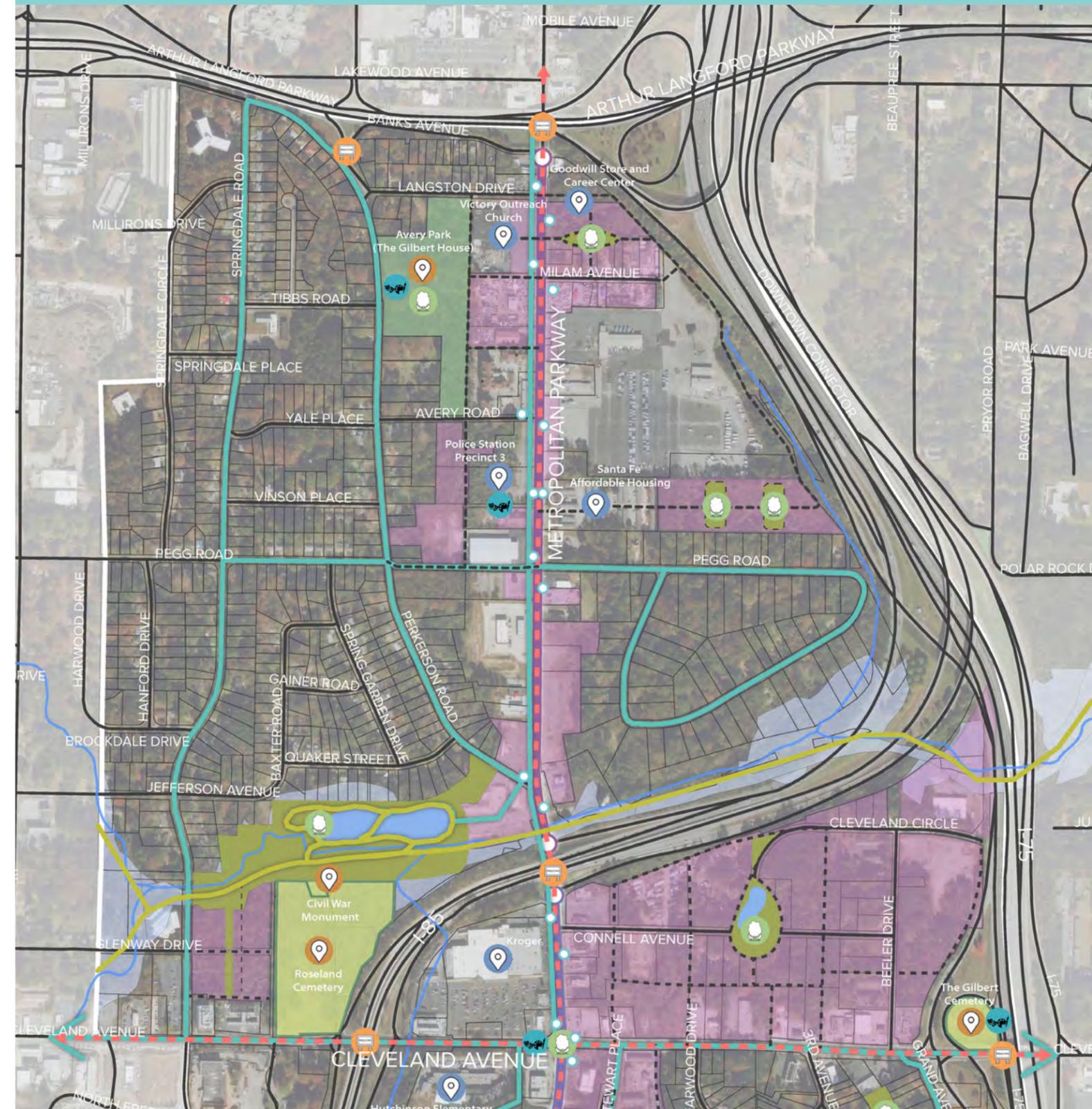
The following section provides detail on recommendations for each focus area listed above.

PERKERSON RECOMMENDATIONS LEGEND



PERKERSON OVERALL RECOMMENDATIONS

FIGURE 4.2A OVERALL RECOMMENDATIONS



PERKERSON

4.2.1 PLACEMAKING & COMMUNITY BRANDING

Placemaking, also known as place-keeping, is a community-led process that results in physical or programmatic interventions, such as painted crosswalks, signage, and arts. Placemaking strategies are emphasized in each of the neighborhood nodes, as this is a low-cost, time-effective strategy to visually enhance key nodes, creating a sense of distinct identity that can generate pride, attract residents, business owners, and developers to invest in the area.

Placemaking includes marketing and branding strategies, which highlight the existing historical and community landmarks, while enhancing their functionality for community members and building a sense of identity for the neighborhood. Capitalizing on these unique traits will help attract new residents and businesses.

The following describes recommended placemaking strategies. Project numbers, such as PL1, correspond to the project implementation matrix found in Section 5.0 Implementation.

PL1b - Highlight & Enhance Existing Places of Interest - Highlight these existing community landmarks while enhancing their functionality for community members and building a sense of identity for the neighborhood. Highlighting and enhancing these key places of interest are part of marketing the area to attract investment and redevelopment. Marketing material should be developed that highlights these landmarks.

The Atlanta Police Department Zone 3 Precinct is under construction.

- o The building itself will display three different public art pieces. The precinct

will be replacing a dilapidated parking lot along an underutilized strip on Metropolitan. New construction such as this could catalyze more development in the area and highlights crime prevention in the community.

Victory Outreach Church

- o Victory Outreach Church provides critical services to the community. It is recommended to preserve and continue to enhance this community amenity. The church building sits back from Metropolitan Parkway, fronted by a large parking lot. Buildings fronting on Metropolitan Parkway should be built in order to create a walkable and active streetscape. Infill is part of The Metropolitan Mile redevelopment node further explained in Section 4.2.4.

Santa Fe Villas

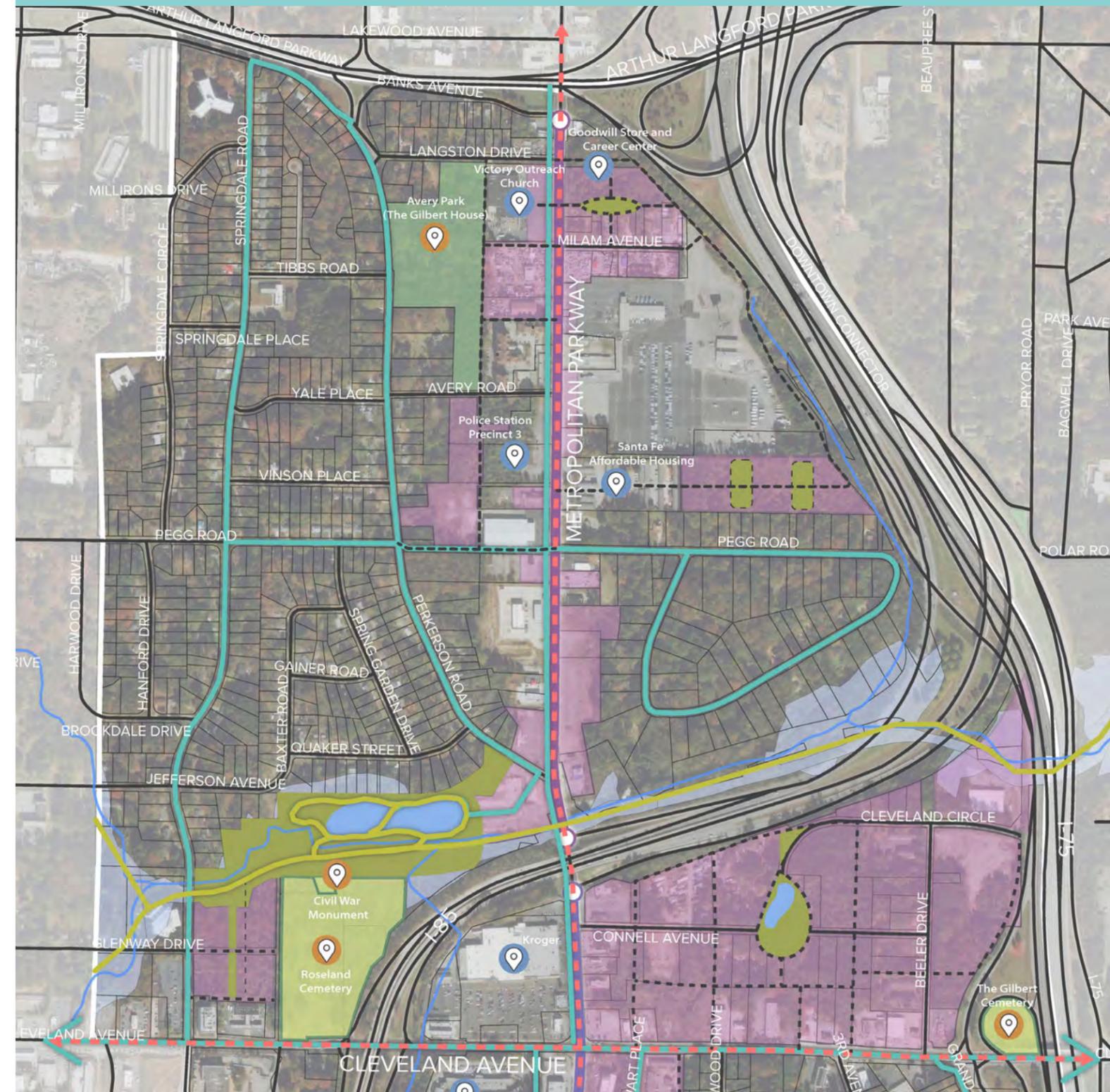
- o In 2018, the City of Atlanta, Enterprise, and Assist Community Design Center held a design competition to redevelop Santa Fe Villas, a 4-acre, 147-unit transitional housing development, improving access to affordable housing through strategic densification, social revitalization, and mixed-use new construction.
- o The winning project “Everyone Wants a Home of Their Own” proposed to replace the existing single room occupancy units on site with more permanent housing, and to exploit the inherent economies of small dwelling units by creating a community that integrates a more diverse and growing cross section of the population that for a variety of reasons—including age, health, income, or job-related mobility—live alone; a community that is equally attractive to those with few options to leave and those who can choose to live elsewhere.
- o This plan proposes to rehab Santa Fe Housing in-line with the winning entry and expand the housing to the

PERKERSON PLACEMAKING AND COMMUNITY BRANDING

 Area Landmarks (PL1b)

 Historical Landmarks (PL2b)

FIGURE 4.2.1A LANDMARKS



PERKERSON

PLACEMAKING & COMMUNITY BRANDING

east into the adjacent vacant property. Infill is part of The Metropolitan Mile redevelopment node further explained in Section 4.2.4.

Citi Center Shopping Center

- o Citi Center Shopping Center provides much needed neighborhood service retail to the community. It is recommended to enhance this shopping center with higher quality retailers and restaurants and to work with the Kroger grocery store management to bring in higher quality produce. Further site enhancements include infill along Metropolitan Parkway and Cleveland Avenue.

PL2b - Preserve & Enhance History - Highlight the existing historical landmarks while enhancing their functionality for community members and building a sense of identity for the neighborhood.

Open Avery Park & The Gilbert House

- o The Gilbert House and Avery Park are City of Atlanta properties and open to the public. However, many community members were unaware it is available to them or cited a lack of benches, tables, or play equipment that might make it a more inviting place to spend time. There are renovations underway at the Gilbert House, which could lead to improvements for the public. Otherwise, the City is encouraged to consider installing picnic tables, benches, and/or play equipment for the community to enjoy this park and interact with its history.

- Interactive uses could include:

- A nature teaching trail with plaques about the history of the area
- Art installations
- Community gardens
- Benches and picnic tables

Restore Roseland Cemetery

- o The cemetery is an overgrown and underutilized city park, with poor access and signage. It is recommended to pursue a Friends-Of organization, in partnership with the City and State, to raise funds and oversee maintenance of Roseland Cemetery. Oakland Cemetery in Atlanta is a great example of how maintenance of a historic cemetery has created a public greenspace for all to enjoy.

Enhance Civil War Site

- o In the rear of Roseland Cemetery sits a monument to the civil war. It is recommended to provide better access through the cemetery to this monument and update the plaque as necessary.

Enhance Gilbert Cemetery

- o The plot was originally one acre set aside for the burial of enslaved people and eventually freed African American communities in the area. In the mid-20th Century, the cemetery was destroyed and built over by new construction along Cleveland Avenue. It wasn't until GDOT began construction of the Cleveland Avenue Interchange in 1983 that the remnants of the cemetery were rediscovered. Now there is a marble obelisk, honorary tombstones, and a plaque memorializing 54 of the men and women buried there. This master plan suggests honoring these men, women, their communities, and their stories through:

PERKERSON PLACEMAKING & COMMUNITY BRANDING



FIGURE 4.2.1B PLACEMAKING & COMMUNITY BRANDING IMAGES

PERKERSON

PLACEMAKING & COMMUNITY BRANDING

- Rotating art events
- Landscaping and benches
- Improved signage
- Tying Beeler Drive SW into these enhancements

Annual Marquee Neighborhood Festival

- Create an Annual Marquee Neighborhood Festival to celebrate the area's history, landmarks, and community. Festival themes include:

- "Metropolitan Mile" Walk/Run/Roll
- South River

PL3b - Beautify Neighborhood Gateways

Welcome to Perkerson

- Key to establishing a neighborhood identity is delineating Perkerson with welcoming and inviting signage. Murals, sculptural signage, landscaping, and painted sidewalks can announce to visitors and residents that they have entered Perkerson. The primary gateways into the neighborhood are:

- Metropolitan Parkway @ I-85
- Metropolitan Parkway @ Langford Parkway
- Perkerson Road @ Langford Parkway

PL4 - Beautiful Bus Stops

- Bus ridership in the study area is high and with future plans for Arterial Rapid Transit in the study area, it is recommended to enhance existing bus stops with creative and functional bus stops and benches. The neighborhoods will need to work closely with transit agencies to ensure design needs

specific to transit types are met. Bus stop art can speak to the neighborhood charm and character while providing more comfortable seating and shelter. See Figure 4.2.1C for examples of enhanced bus stops.

PL5b - Public Art

An amplified sense of place can manifest itself through either observational or functional art at significant locales throughout the neighborhood. Murals can improve the aesthetic quality of a building and create a sense of place through artistic expression. Similar to murals, painted intersections, speed bumps, and crosswalks can enliven the physical environment of the neighborhood and draw attention to pedestrian walkways for safer crossings. Consider partnering with the City of Atlanta's Office of Cultural Affairs and the Elevate program for public art installations.

The commissioning of painted intersections and crossings should closely align with local and state transportation agency regulations. City of Atlanta Department of City Planning Placemaking Program, the newly formed City of Atlanta Department of Transportation, and Georgia Department of Transportation are useful partners.

Four locations have existing assets that could support public art:

- Cleveland Avenue and Metropolitan Parkway: Murals on blank walls of businesses; art and benches on retaining walls; and creative crosswalks on Cleveland Avenue.
- Avery Park could host educational and local art installations.
- Gilbert Cemetery could also have public art to honor the black history of the area.
- The Atlanta Police Department Zone 3 Precinct, under construction as of the writing of this report, will have three new public art pieces installed as part of its development.

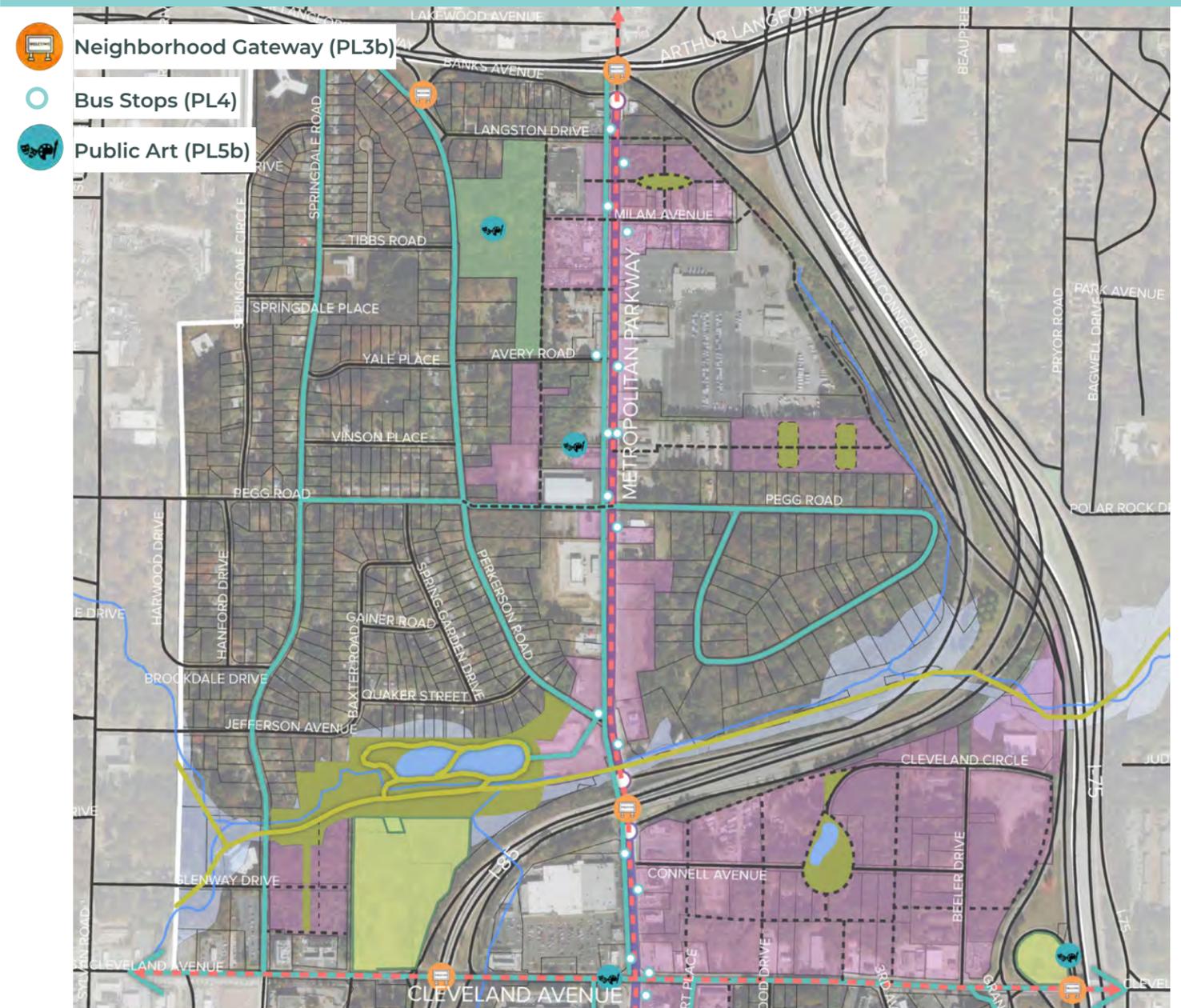


CREATIVE BUS STOP



NEIGHBORHOOD PUBLIC ART

FIGURE 4.2.1C GATEWAYS, CREATIVE BUS STOPS & PUBLIC ART



PERKERSON

4.2.2 PARKS & STORMWATER MANAGEMENT

Parks and stormwater management strategies are recommended to not only resolve stormwater flooding issues but also to provide much-needed public amenities. Greenspace and trails provide active transportation, mental and physical health benefits, opportunities for exercise, and access to nature. Similarly, they can capitalize on existing assets of the community to create public spaces that promote community well-being and branding with art, landscaping, lighting, and signage. Following are those strategies:

PS1b - Stormwater Management

- The South River flows through Perkerson, parallel to I-85 and continues through the former Nalley Dealership at Metropolitan Parkway and Perkerson Road. Currently, the river's floodplain is infringed by the former Nalley parking lot and other impervious surfaces, including Metropolitan Parkway, Perkerson Road and I-85. Due to the impervious condition surrounding the river, the area is prone to flooding. To address the flooding and promote redevelopment, stormwater management is recommended with a retention pond designed to be a community amenity.
- Along the river's floodplain and required river buffer, this plan suggests creating a park, preserving the trees and natural setting. Inspired by the Historic Fourth Ward Park, a stormwater retention pond is proposed to collect runoff while creating a new public greenspace. The PATH Foundation, South River Watershed Alliance and others have proposed trail plans along the South River that would connect to other trail systems and parks in the region.

- Multiple forces could come together to make this stormwater management possible. Metropolitan Parkway is a state road, I-85 is a federal highway, and Perkerson Road belongs to the City of Atlanta. This could translate into local, state, and federal stormwater management funds from the Federal Highway Administration, Environmental Protection Agency, Georgia Department of Transportation, Department of Public Works, Department of Water Management and others. In the same vein, local stakeholders could create a Friends of the South River Park organization to organize implementation. Acquisition of land with park impact fees is also a possibility. Philanthropic sources could include the Trust for Public Land and the Conservation Fund.
- Stormwater management is also proposed to spur redevelopment in the Connell Avenue district. The proposed retention pond would serve a reservoir to collect and control the release of stormwater run-off throughout the area.

PS2b - Community-Activated Public Space

- Connect South River Crossing with Roseland Cemetery to increase accessibility and connectivity. Make improvements to Roseland Cemetery per Section 4.2.1.
- Avery Park: Make improvements to Avery Park as discussed in Section 4.2.1.

PS3b - Pocket Parks

- There are several opportunities to transform street intersections and portions of vacant lots into pocket parks and gardens throughout the residential areas and key redevelopment nodes in Perkerson. Refer to Figure 4.2.2A for pocket park locations throughout the study area.

PERKERSON PARKS & STORMWATER MANAGEMENT

FIGURE 4.2.2A PARKS & PUBLIC SPACES

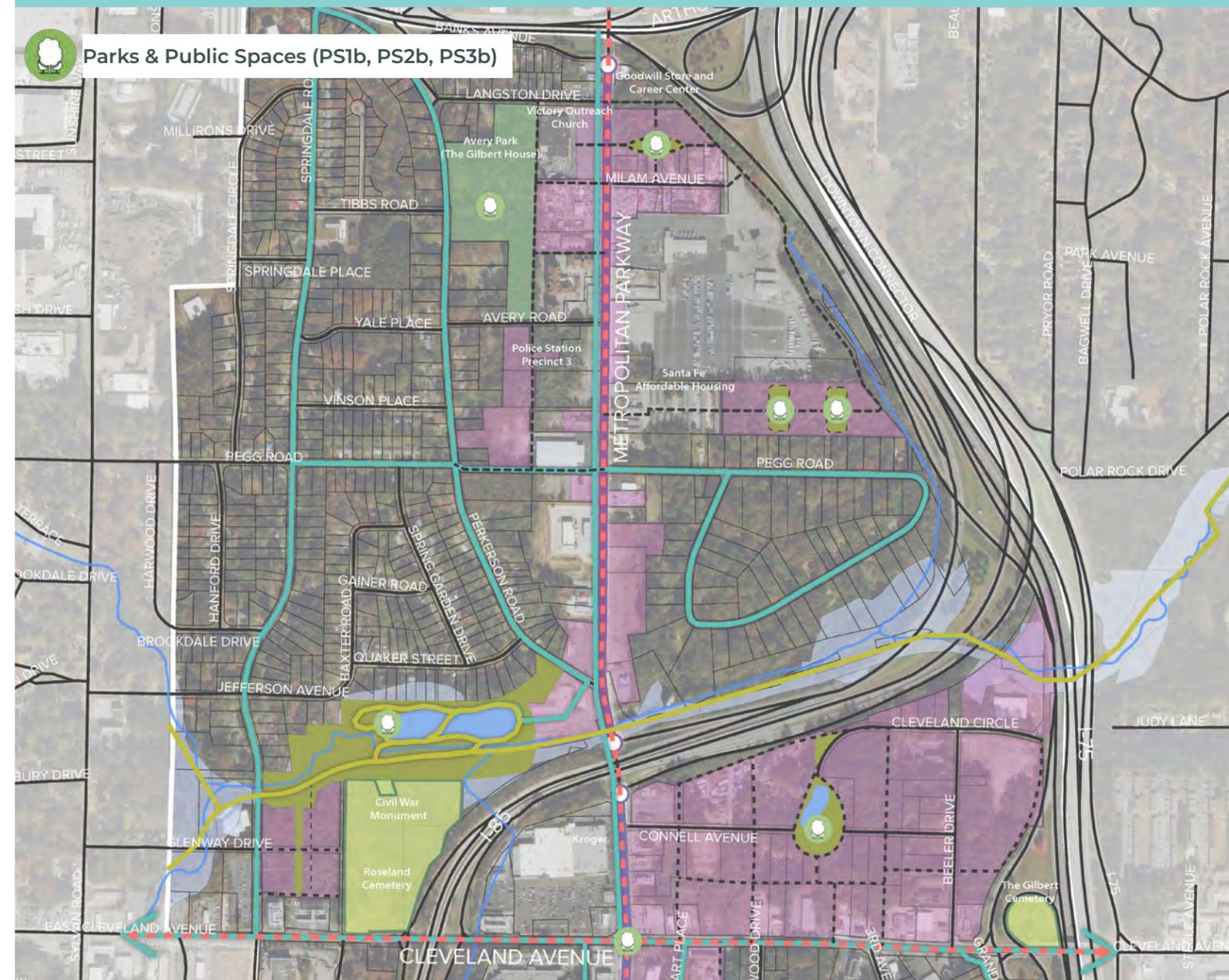


FIGURE 4.2.2B PARKS & STORMWATER MANAGEMENT



HISTORIC FOURTH WARD PARK



POCKET PARK

PERKERSON

4.2.3 TRANSPORTATION

This plan's transportation recommendations focus on increasing access to jobs, schools and amenities in Perkerson. Also, to improve safety and access for residents and visitors while increasing connectivity to amenities within the study area and trails in the region.

T1b - Sidewalks & Streetscapes

The two major thoroughfares, Metropolitan Parkway and Cleveland Avenue have sidewalks, although neighborhood streets predominately lack pedestrian infrastructure. Therefore, sidewalk construction and upkeep need to be top priorities for Perkerson. It is especially critical to make sure there are safe sidewalks and trails to get students to and from Emma Hutchinson Elementary School. Paved, ADA-compliant sidewalks with adequate buffers and landscaping will protect walkers and bikers and beautify the area. Particular focus should be given to:

- Metropolitan Parkway: including street lights and benches
- Pegg Road SW
- Pomona Circle SW
- Perkerson Road SW
- Springdale Road SW
- Cleveland Avenue SW

T2b - Safer Pedestrian/Bicycle Crossings

Crossings are equally important for safety. Increasing pedestrian and bicycle safety and visibility presents opportunities to incorporate art and design into the streetscape. Painted crossings alert drivers to a pedestrian crossing and can emphasize the character and

placemaking of the neighborhood. Safe and pleasant pedestrian environments will reduce traffic incidents, increase the appeal of the area, and encourage walking. Efforts should be concentrated on:

- Consider HAWK signals on Metropolitan Parkway near Avery Park, on Cleveland Avenue near Emma Hutchinson Elementary School, and at the new entrance to the Connell District along Cleveland Avenue.
- Enhance pedestrian crosswalks along Cleveland Avenue and Metropolitan Parkway.
- Note that painted crosswalks can only occur on Cleveland Avenue as Metropolitan Parkway is a state route and therefore does not allow painted crosswalks at this time.

T3 - Neighborhood Traffic Calming

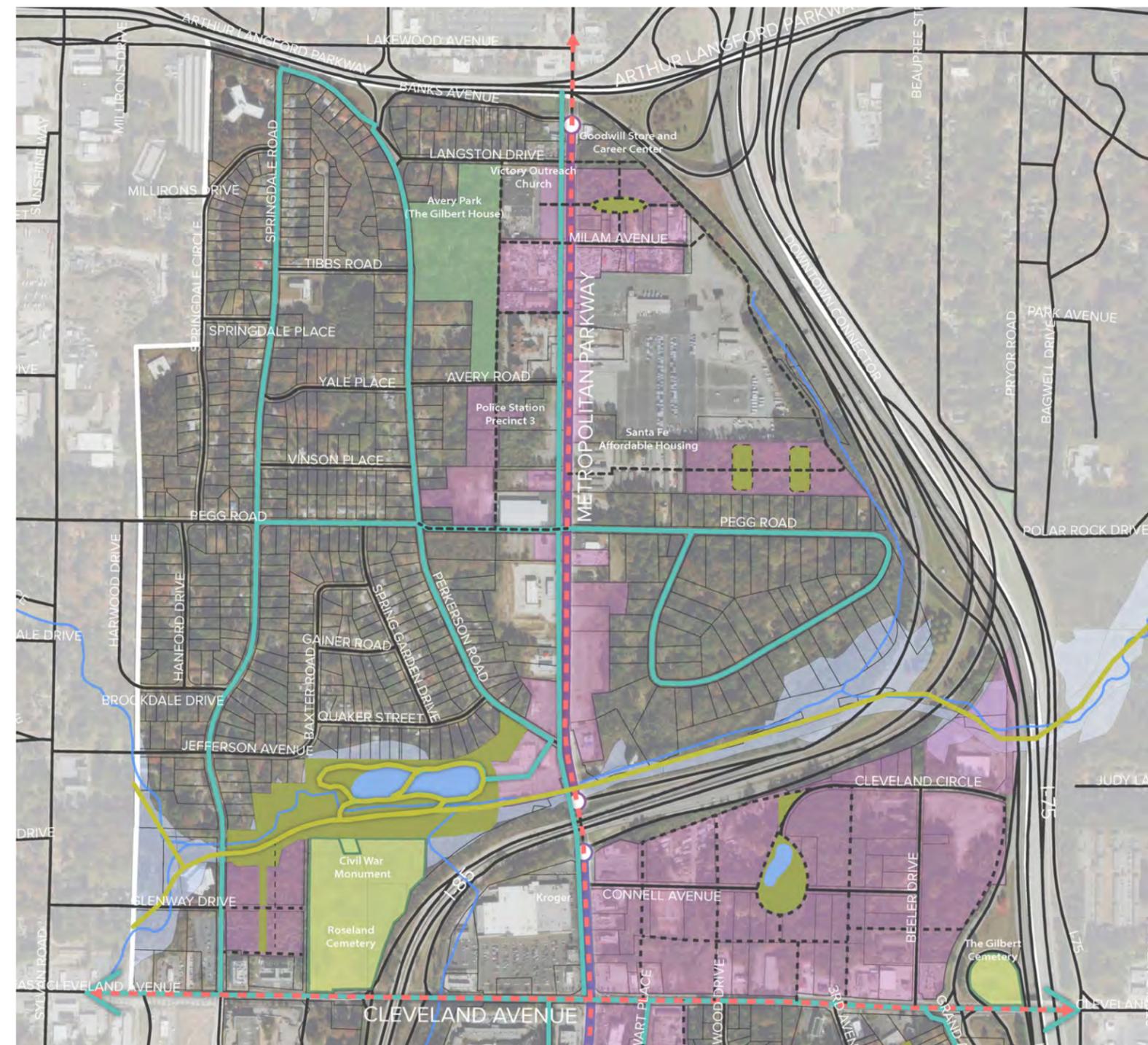
Community input identified roads that are unsafe due to cars cutting through at higher speeds than posted. Traffic calming features double as beautification, bringing landscaping and greenspace into the roadways. Traffic calming strategies include landscaping enhancements along the streets - trees and green buffers, landscaped bulb-outs/medians and creative crosswalks. Refer to Figure 4.2.3B for example images. The high priority streets are:

- Perkerson Road: landscaped bulb-outs/medians and creative crosswalks
- Springdale Road: creative crosswalks
- Cleveland Avenue: creative crosswalks
- Langston Drive: creative crosswalks

PERKERSON TRANSPORTATION

FIGURE 4.2.3A TRANSPORTATION MAP

- ◀▶ Transit Route (T5)
- Trails (T4)
- Sidewalk/Streetscape/Bike Lane Enhancements (T1b, T2b, T3, T7)
- New Road Network (T6b)
- Existing Roads
- Metropolitan Mile



PERKERSON

TRANSPORTATION

T4 - Trails

- Major trail plans have been adopted and are under construction by many local governments in the Atlanta Region. There are opportunities for trails to connect Perkerson to the regional trail network. Perkerson could connect the proposed South River Trails east to the Southtowne Trail near South Bend Park and South River Trail near Intrenchment Creek. And to the west Perkerson's trails could connect to the AeroATL Greenway Trail system.

T5 - Transit Improvements

- The City of Atlanta's Transportation Plan and More MARTA propose major projects in the study area, including:
 - Arterial Rapid Transit (ART) on Metropolitan Parkway and Cleveland Avenue: ART is envisioned as being a network of fast and frequent enhanced transit routes on existing high density, mixed-use arterial corridors serving "transit lifestyle" market areas that are expected to respond positively to an enhanced transit product. Some of its characteristics are short headways, transit signal priority, queue jumps and enhanced stops.

T6b - New Road Network

- New streets will be necessary to connect redeveloped areas and allow better movement throughout the neighborhoods.
- Walkable street network to enhance mixed-use development is recommended at:

- Pegg Road: extension across Metropolitan Parkway
- New north-south road connection along Avery Park

T7 - Bike lanes

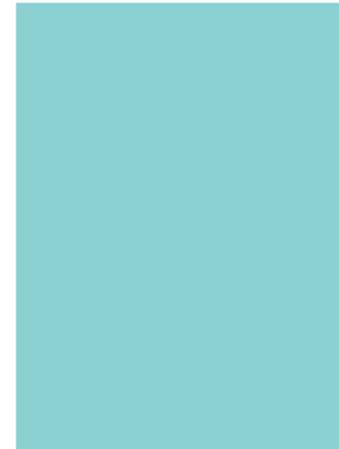
- There is room for improvement for bicycle infrastructure and access in Perkerson. Trail connection will greatly augment the current bicycle options in the area. Adding protected bike lanes could also aid traffic calming and safety along:
 - Metropolitan Parkway and Sylvan Road: Per the AeroATL Greenway Plan, bike lanes are recommended to extend from the Atlanta Aerotropolis area into the City of Atlanta and ultimately connect to the BeltLine along either Metropolitan Parkway or Sylvan Road. This connection will provide bike connectivity for the neighborhoods to the greater regional bike infrastructure. Existing bike lanes along Cleveland Avenue should be incorporated into this overall network and extended and connected to appropriately.
 - Connect Cleveland Avenue bike lanes to the AeroATL Greenway trail system.

PERKERSON TRANSPORTATION

FIGURE 4.2.3B TRANSPORTATION CONCEPTS



TRAFFIC CALMING



ART CROSSWALK



ART CROSSWALK



LANDSCAPING

PERKERSON

4.2.4 REDEVELOPMENT NODES

Several key nodes were identified as places for commercial and mixed-use redevelopment. Each of these nodes have historically provided services and jobs, but over time have become under-utilized and/or vacant. The following nodes were first identified through discussions at community meetings and Steering Committee meetings and narrowed down based on accessibility and visibility (roads, transit, and future connections); adjacency and ability to leverage existing neighborhood commercial areas; locations that could catalyze economic tools, partners, and funding sources; and locations that could capitalize on existing community assets.

Perkerson is prime for growth and investment. With access to major commercial corridors, Metropolitan Parkway, Langford Parkway and I-85 the neighborhood is connected regionally and has the visibility and access to support future growth. New investment in the area further supports growth with the new Zone 3 Police Precinct, currently under construction; the Goodwill Center for Workforce Innovation; and Pivet. Metropolitan Parkway, while seeing growth is still peppered with abandoned or underutilized lots/buildings, and fronted with large parking lots. There are three redevelopment nodes/areas identified within Perkerson, further described within this section:

1. The Metropolitan Mile
 - Metropolitan Mile Incremental Infill
 - Milam Avenue Office District
 - Avery Park Infill
 - Santa Fe Redevelopment
2. South River Crossing
3. Connell District

METROPOLITAN MILE

Metropolitan Parkway within the Perkerson neighborhood is approximately one mile - starting from Langford Parkway to Cleveland Avenue. The Perkerson neighborhood is encouraged to highlight this and name the area "The Metropolitan Mile", which would provide an excellent marketing opportunity to draw investment and visitors to the area. Putting a 21st-Century spin on the amenities the area provided before the interstates were built. The plan recommends The Metropolitan Mile be a mixed use retail/commercial district destination. Including:

- o Metropolitan Mile Incremental Infill
 - Infill along the entire corridor is encouraged, especially in the large parking lots like Victory Outreach and Pivet. Infilling the street frontage with mixed use active uses is intended to make a walkable and engaged Metropolitan Mile.
- o Milam Avenue Office District
 - The plan recommends that Milam Avenue be revitalized into an office district. Goodwill is building its first



FIGURE 4.2.4A METROPOLITAN MILE

PERKERSON

REDEVELOPMENT NODES

center for workforce innovation in Atlanta on an empty parcel on Metropolitan Parkway. This new Goodwill Job Training Center and Retail Store will be the anchor for a thriving new employment district along Milam Avenue.

- Avery Park Infill
 - This plan proposes a new street along Avery Park to open development opportunities on back areas to large lots south of Avery Park to the proposed extension of Pegg Road.
- Santa Fe Redevelopment
 - This plan recommends to rehab Santa Fe Villas and expand the housing to the east into the adjacent vacant property.

SOUTH RIVER CROSSING

The South River Crossing development is spurred by the proposed stormwater pond and park, as described in Section 4.2.3. This catalytic park is proposed to be surrounded by infill mixed use fronting on Metropolitan Parkway and Perkerson Road on one side and multifamily housing fronting on Sylvan Road on the other side, with views and access to this community amenity. In fact, development is proposed to be centered around the views of the retention pond and South River park space. Mixed use buildings with commercial and restaurant spaces on the ground floor will overlook the park and pond.

This plan suggests tying in the nearby greenspace next to Roseland Cemetery and include Roseland Cemetery as a protected park space like Oakland Cemetery. Apartments could surround this greenspace, adding more park space to the neighborhood.

Likewise, development infill is recommended at Perkerson Road and Metropolitan Parkway to support future commercial development and high capacity transit on this major corridor.



FIGURE 4.2.4B SOUTH RIVER CROSSING

SOUTH RIVER CROSSING



People enjoy a new public plaza surrounded by housing, retail and office with views of the South River and a greenspace centered on a stormwater detention pond.

FIGURE 4.2.4C SOUTH RIVER CROSSING

PERKERSON

REDEVELOPMENT NODES

CONNELL DISTRICT

The Connell District is the area north of Cleveland Avenue and east of Metropolitan Parkway. It is bound to the east by I-75 and the north by I-85. The area has great access to the interstate with exits on Cleveland Avenue and Metropolitan Parkway. This area is recommended for redevelopment. A new street framework will enhance access to these parcels. The parcels fronting on Metropolitan would be redevelopment with multi-story mixed use buildings. In addition, to support sustainable redevelopment and manage stormwater in the area, a retention pond and surrounding greenspace can be the centerpiece of the residential area - similar to Glenwood Park in Atlanta.

Surrounding the retention pond, a combination of townhomes and apartments will overlook the public greenspace. Office and light industrial is recommended to be placed closer to I-75. Infill retail/office with residences above can be placed along Cleveland Avenue, as it is one of the major corridors in the area and prime for increased density. See Figure 4.2.4D for Glenwood Park, Atlanta - a case study for the Connell District.



FIGURE 4.2.4D GLENWOOD PARK, ATLANTA CASE STUDY

CONNELL DISTRICT

CONNELL DISTRICT: MIXED USE HOUSING WITH RETAIL AND OFFICE ON METROPOLITAN AND CLEVELAND. OFFICE/MAKERS' SPACE ALONG I-75.



FIGURE 4.2.4E CONNELL DISTRICT

PERKERSON BIRDSEYE VIEW



THIS VIEW SHOWS OVERALL RECOMMENDATIONS AND REDEVELOPMENT POTENTIAL FOR PERKERSON. DETAILS CAN BE FOUND ON THE PREVIOUS PAGES

FIGURE 4.2.4F PERKERSON BIRDSEYE VIEW

PERKERSON BIRDSEYE VIEW

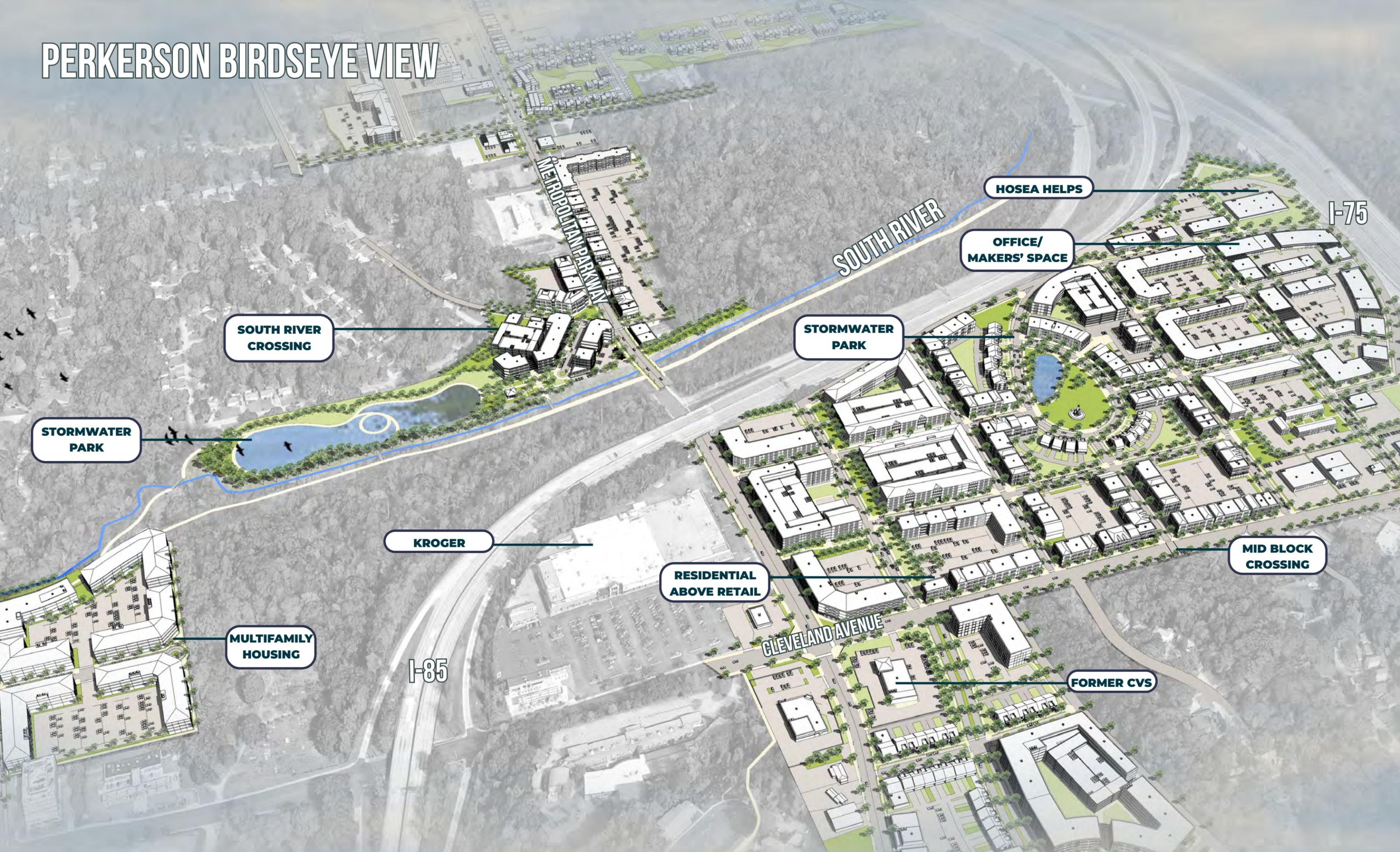


FIGURE 4.2.4G PERKERSON BIRDSEYE VIEW

4.3 HAMMOND PARK RECOMMENDATIONS

The Hammond Park neighborhood recommendations leverage the neighborhood's strong social fabric and architectural character to create a community-oriented commercial district along major corridors, while preserving the neighborhood character and charm. With a focus on green alleyways, green infrastructure streetscapes, connected greenspaces, and a stormwater park, the area serves as an innovative 'eco' district.

Recommendations for the neighborhood are described in section 4.3 and depicted in Figure 4.3A. Areas of focus include:

- Placemaking & Community Branding
- Parks and Stormwater Management
- Transportation
- Redevelopment Nodes

Placemaking & Community Branding strategies are focused on highlighting the area's unique characteristics and enhancing key nodes to attract investment to the area.

Parks and Stormwater Management recommendations provide strategies to incorporate parks into redevelopment and leverage stormwater issues into greenspace opportunities.

Transportation strategies focus on creating a walkable, transit friendly neighborhood connecting residents to larger regional systems and enhancing accessibility.

Redevelopment Nodes leverage underutilized and vacant properties to build an active and attractive Hammond Park neighborhood.

The following section provides more detail on recommendations for each focus area.

HAMMOND PARK OVERALL RECOMMENDATIONS



FIGURE 4.3A OVERALL RECOMMENDATIONS

4.3 HAMMOND PARK RECOMMENDATIONS

4.3.1 PLACEMAKING & COMMUNITY BRANDING

Placemaking, also known as place-keeping, is a community-led process that results in physical or programmatic interventions, such as painted crosswalks, signage, and arts. Placemaking strategies are emphasized in each of the neighborhood nodes, as this is a low-cost, time-effective strategy to visually enhance key nodes, creating a sense of distinct identity that can generate pride, attract residents, business owners, and developers to invest in the area.

Placemaking includes marketing and branding strategies, which highlight the existing historical and community landmarks, while enhancing their functionality for community members and building a sense of identity for the neighborhood. Capitalizing on these unique traits will help attract new residents and businesses.

The following describes recommended placemaking strategies. Project numbers, such as PL1, correspond to the project implementation matrix found in Section 5.0 Implementation.

PL1a - Highlight & Enhance Existing Places of Interest - Highlight existing community landmarks while enhancing their functionality for community members and building a sense of identity for the neighborhood. Highlighting and enhancing these key places of interest are part of marketing the area to attract investment and redevelopment. Marketing material should be developed that highlights these landmarks.

Emma Hutchinson Elementary School

- Children from both neighborhoods

- attend Emma Hutchinson Elementary School near the intersection of Metropolitan and Cleveland.
- The school's central location is ideal to connect a number of existing community assets, such as Oak Hill Center and Mt. Zion Church and Cemetery, and new trails and parks. Students that live within one mile from the school are not served by Atlanta Public Schools (APS) school bus. Improved streetscapes and the proposed Oak Hill trail connection will improve the safety of elementary school students walking to school.
- Children attending school need safer routes through Hammond Park and Perkerson, especially at the intersection of Metropolitan and Cleveland. The possibility of improvements range from tying into nearby trails so children minimize walking near streets to protected crosswalks where they must cross streets.
- More detail can be found on the Oak Hill trail in Section 4.3.3.

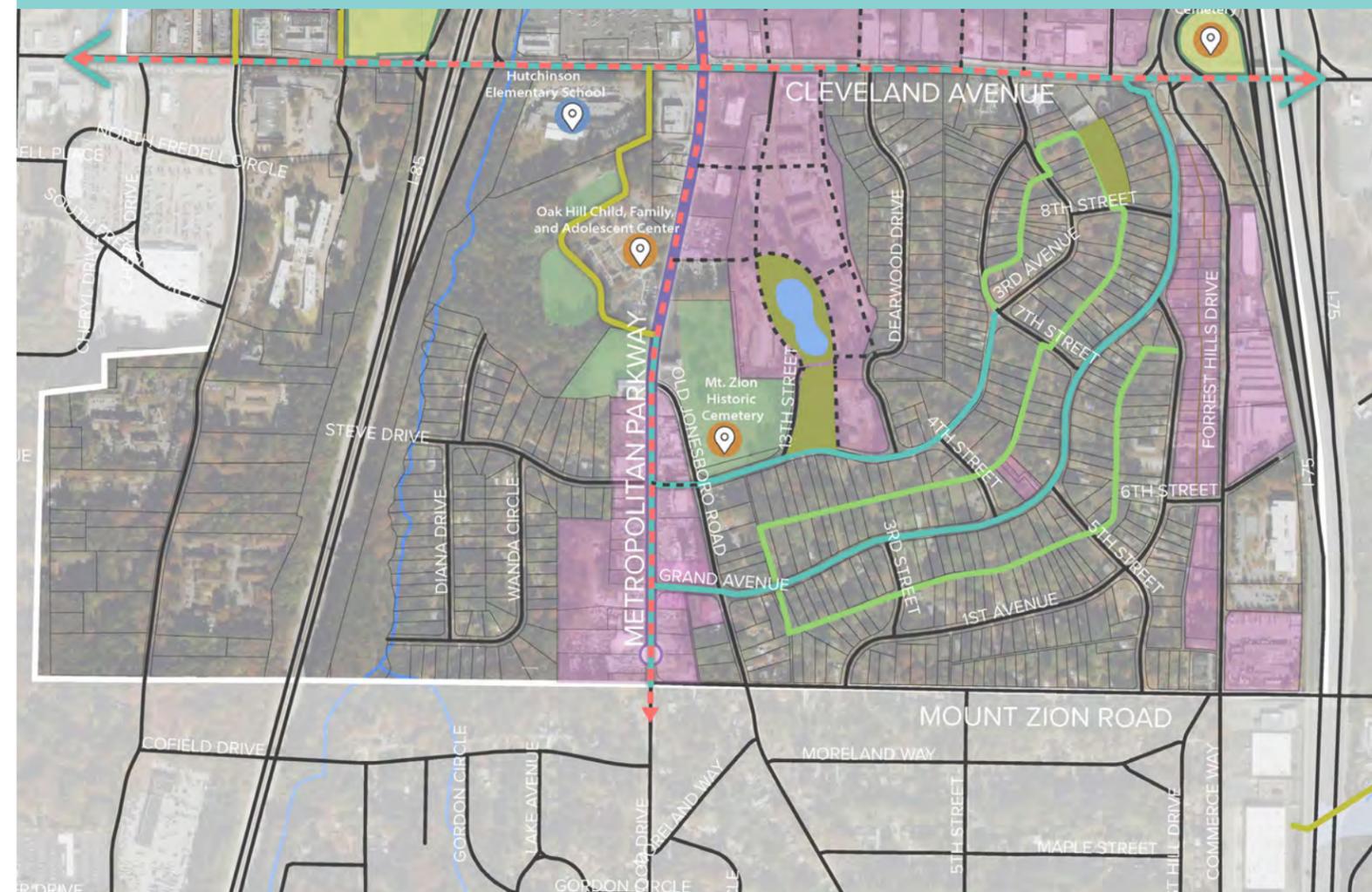
PL2a - Preserve & Enhance History - Highlight the existing historical landmarks while enhancing their functionality for community members and building a sense of identity for the neighborhood.

- Oak Hill Child, Adolescent & Family Center
- Oak Hill sits on a large swath of land in Hammond Park, only a small portion of which is occupied by buildings. The grounds include an outdoor track, fields, and a gym. It also conveniently sits directly behind Emma Hutchinson Elementary School.
 - During the planning process, the Steering Committee met with Fulton County representatives and discussed the possibility of making the grounds more accessible to the community, particularly to the elementary school. Trail connectivity from the neighborhoods, through the Oak Hill

HAMMOND PARK MARKETING & COMMUNITY BRANDING LANDMARKS



FIGURE 4.3.1A LANDMARKS



HAMMOND PARK

PLACEMAKING & COMMUNITY BRANDING

site and to the elementary school are recommended, however approvals from Fulton County are necessary. It is recommended that the City of Atlanta and Fulton County continue this conversation.

Mt. Zion Church and Cemetery

- As a historic community asset, this plan recommends preserving the Mt. Zion Church and Cemetery and enhancing it with improved connectivity and access to the community.
- For example, the church's educational building on the west side of Metropolitan Parkway has hosted community events in the open field. The community building does and could continue to provide much needed community meeting space for the surrounding neighborhoods. The outdoor fields could continue to provide community event space, and find opportunities to better utilize this greenspace year round with farmers' markets and other events.
- Likewise, this field could form another link in the trail/greenspace chain connecting the neighborhoods to the church, Oak Hill and Emma Hutchinson Elementary School.
- The educational building could also be enhanced with mural art on the side of the building prominently seen from Metropolitan Parkway. Mural art could promote the history of the church and the neighborhood.

Create an Annual Marquee Neighborhood Festival to celebrate the area's history, landmarks, and community. Festival themes include:

- Emma Hutchinson Elementary School Fundraiser
- Trail Race through Oak Hill
- Arts Festival

PL3a - Beautify Neighborhood Gateways -

Welcome to Hammond Park

- Key to establishing a neighborhood identity is delineating Hammond Park with welcoming and inviting signage. Building off of the suggestions from the Hammond Park Vision Plan, this plan recommends signs, public art, landscaping, and painted sidewalks to announce to visitors and residents that they have entered the unique neighborhood of Hammond Park. The primary gateways into the neighborhood are:

- Mt. Zion Road @ Metropolitan Avenue - Welcome to Atlanta Signage
- Cleveland Avenue @ I-85
- Cleveland Avenue @ I-75

PL4 - Beautiful Bus Stops

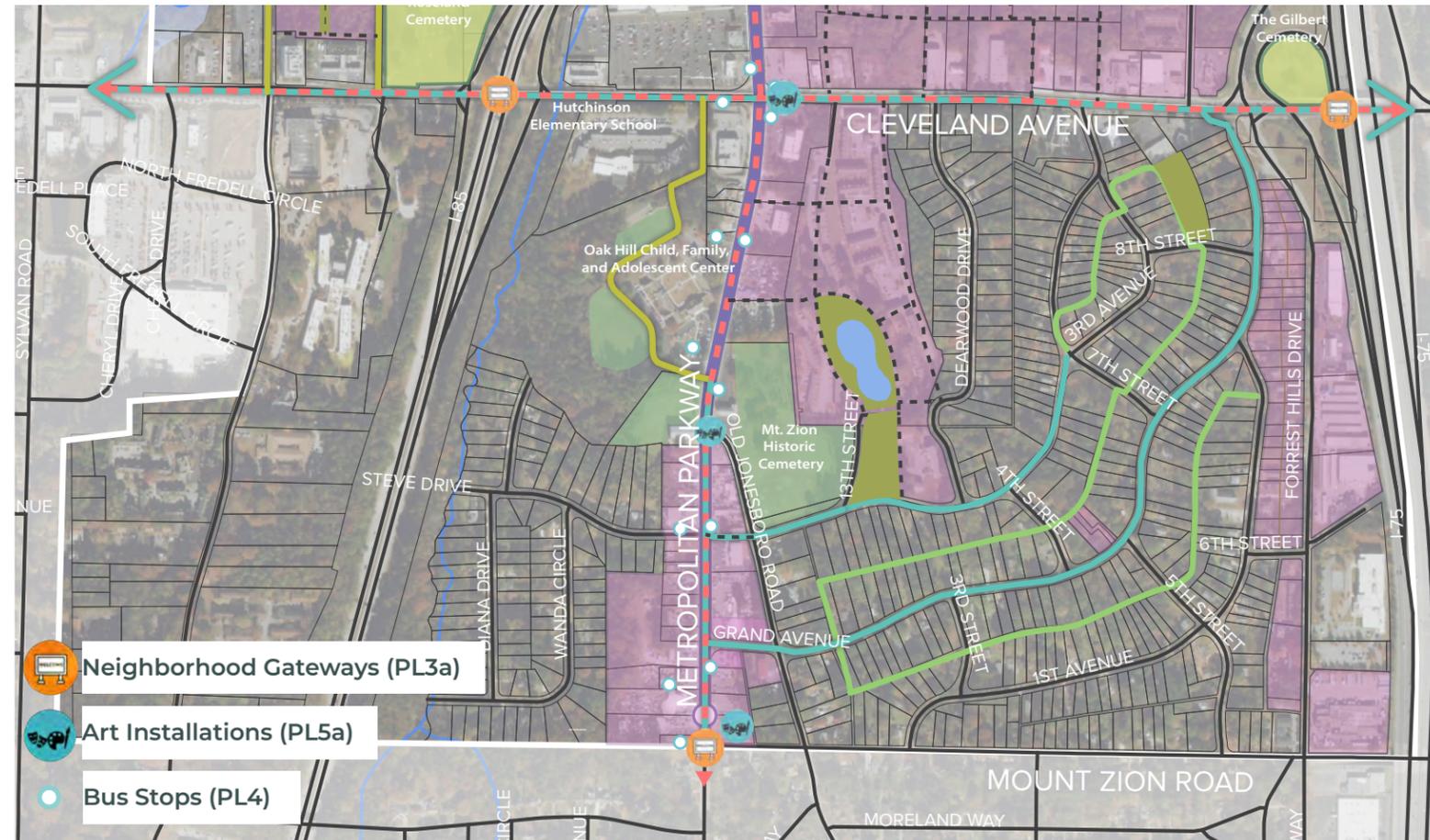
- Bus ridership in the study area is high and with future plans for Arterial Rapid Transit (ART) bus service in the neighborhoods, it is recommended to enhance existing bus stops with creative and functional bus stops and benches. Bus stop art can speak to the neighborhood charm and character while providing more comfortable seating and shelter. See Figure 4.3.1B for examples of enhanced bus stops.

PL5a - Public Art

- An amplified sense of place can manifest itself through either observational or functional art at significant locales throughout the neighborhood. Murals can improve the aesthetic quality of a building and create a sense of place through artistic expression. Similar to

HAMMOND PARK PLACEMAKING & COMMUNITY BRANDING

FIGURE 4.3.1B GATEWAYS, CREATIVE BUS STOPS, & ART



HAMMOND PARK

- o murals, painted intersections, speed bumps, and crosswalks can enliven the physical environment of the neighborhood and draw attention to pedestrian walkways for safer crossings.
- o The commissioning of painted intersections and crossings should closely align with local and state transportation agency regulations. Consider partnership with City of Atlanta Office of Mobility, Public Works Department, and Georgia Department of Transportation (GDOT).
- o Three intersections have existing assets that could support public art:

- Cleveland Avenue and Metropolitan Parkway: Murals on blank walls of businesses; art and benches on retaining walls; and creative crosswalks on Cleveland Avenue.
- Old Jonesboro Road and Metropolitan Parkway: Public art and a mural on the shed building. Mt. Zion UMC Educational Building: Mural.
- Mt. Zion Road and Metropolitan Parkway: Artistic signage and potential art installations at this gateway.

4.3.2 PARKS & STORMWATER

PARKS & STORMWATER MANAGEMENT

Throughout the community engagement process, Hammond Park residents expressed desires for public outdoor and green spaces for people to walk their dogs, exercise, enjoy sunshine, spend time with neighbors and friends, and host events.

Although the name of the neighborhood is Hammond Park, there is no park that fills the above mentioned residents' needs. In line with creating more greenspace was the desire to create a more 'eco' friendly district, leveraging opportunities such as existing overgrown alleyways, need for stormwater management, and the need to clean up stormwater run-off from existing auto-oriented businesses along Metropolitan Parkway. The Parks and Stormwater Management recommendations focus on solutions that support the creation of this 'eco' friendly district.

PS1A -Stormwater Management

- o The Pavilion Place Apartments were once home to Flamingo Lake, a retention pond surrounded by greenspace and commercial uses. To address stormwater issues on site, a park is proposed with a water feature that serves to retain and treat stormwater, mitigate flooding, and serve as an enticing community amenity that could spur redevelopment, similar to the Historic Fourth Ward Park. It would also furnish a public park space for the community to utilize and host events or festivals.
- o Green Infrastructure is proposed to be incorporated into the streetscape of Metropolitan Avenue to mitigate and treat stormwater run-off from the roadway and surrounding parcels. Green infrastructure strategies may include bio-retention swales or landscaped tree wells and pervious sidewalk materials.

PS2A - Community-Activated Public Space

Oak Hill Outdoor Space

- o As mentioned in the Placemaking section, the Oak Hill Center has great potential to serve its surrounding community members by opening access to the track, greenspace, community gardens and gym and providing a trail link to Emma Hutchinson Elementary

HAMMOND PARK PARKS & STORMWATER

FIGURE 4.3.2A HAMMOND PARK PARKS & STORMWATER

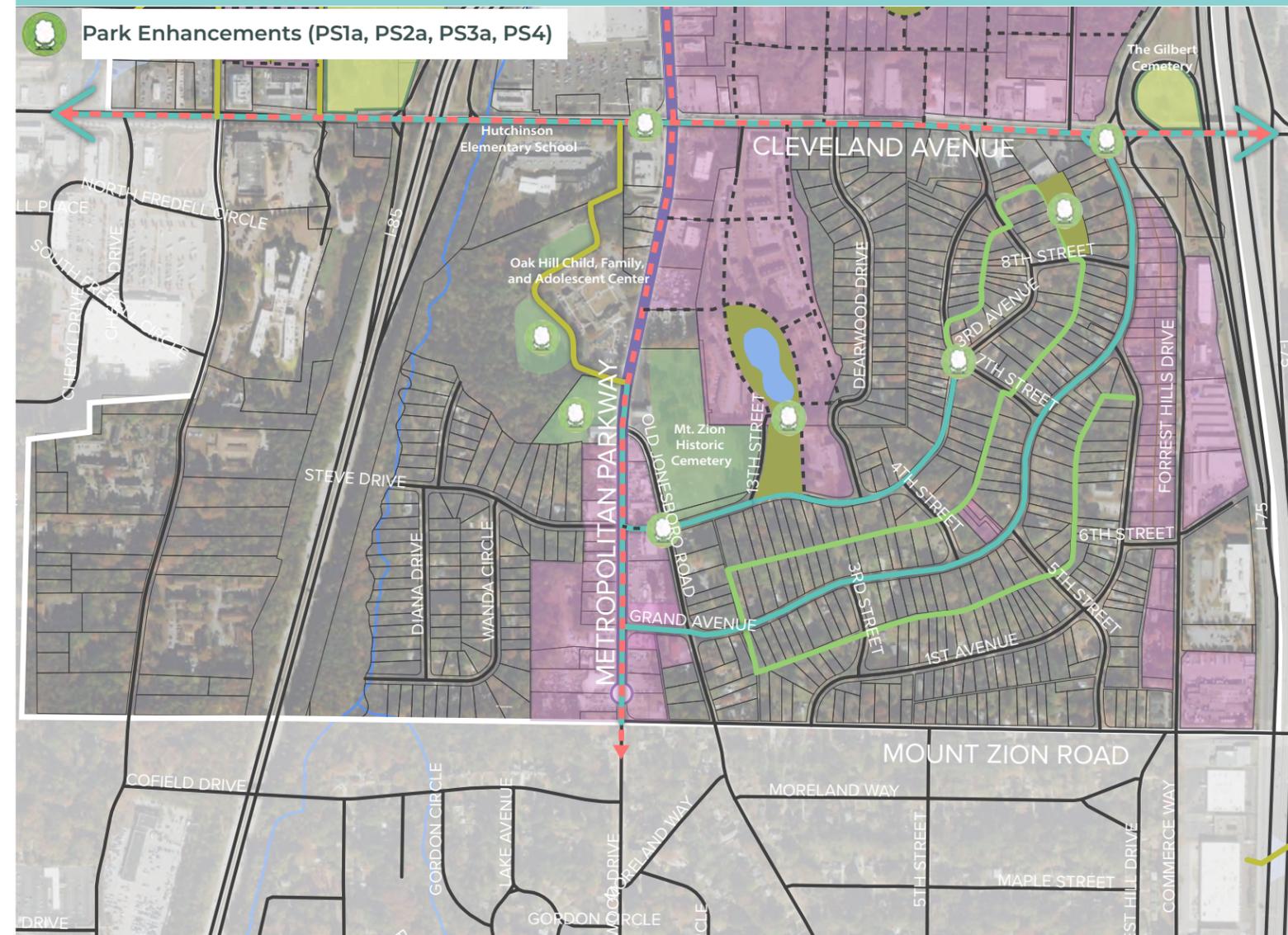


FIGURE 4.3.2B PARKS & STORMWATER



HISTORIC FOURTH WARD PARK



GREEN STREETS

HAMMOND PARK

PARKS & STORMWATER

School. This option is exceptionally beneficial because it is already existing. In such a small neighborhood, there are limited options for open spaces, but Oak Hill's beautiful gardens and fields sit underutilized in the center of Hammond Park. Furthermore, research indisputably correlates improved wellness with exercise and time with nature. Seeing as Oak Hill is a community health center, this would align with its goals.

Mt. Zion United Methodist Church

- o In the same vein as the Oak Hill Center, the open space on the church's educational building property could facilitate community building by serving the community-at-large's needs for outdoor activity space.

PS3A - Pocket Parks

8th Street Greenspace

- o Tucked behind the local gems of Walter's Soul Food Café and Daylight Donuts sits an undeveloped, tree-covered lot waiting to be revamped into a greenspace and outdoor dining for these businesses.

Internal Pocket Parks/Landscaping

- o There are opportunities to transform excess right-of-way at intersections into pocket parks or gardens within the residential areas. Potential sites include:
 - Old Jonesboro Road at 3rd Avenue
 - 3rd Avenue at 7th Street
 - Grand Avenue at Cleveland Avenue

PS4 - Green Alleyways

- o Within the residential area of Hammond Park, the homes have alleyways, which are now primarily grown over with plants and trees. As proposed in the Hammond Park Vision Plan, these alleys could be maintained and converted into a linear park or arboretum winding throughout the neighborhood. Outside of Metropolitan Parkway, Hammond Park has almost no sidewalks. The existing alleyways can be repurposed to provide an additional safe walking environment for residents. They could help manage stormwater, too.

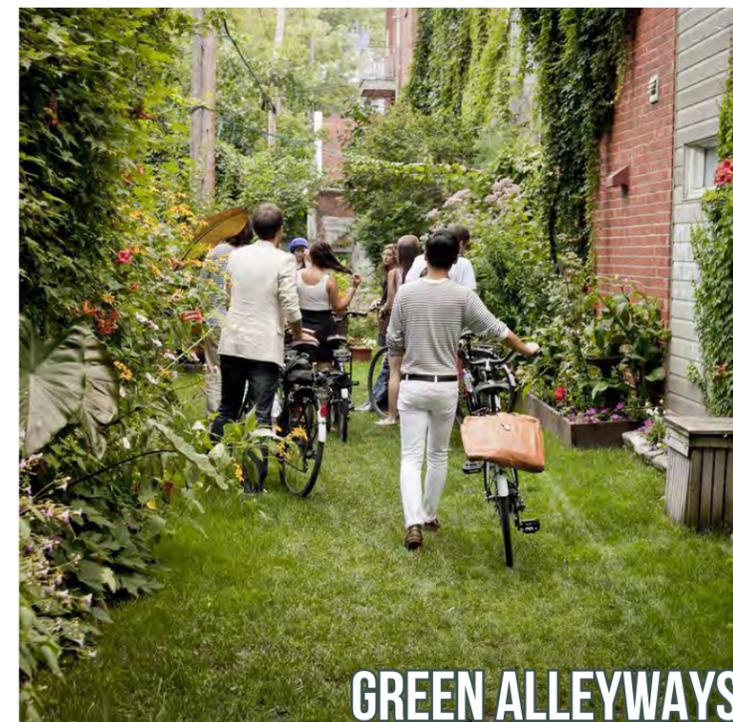
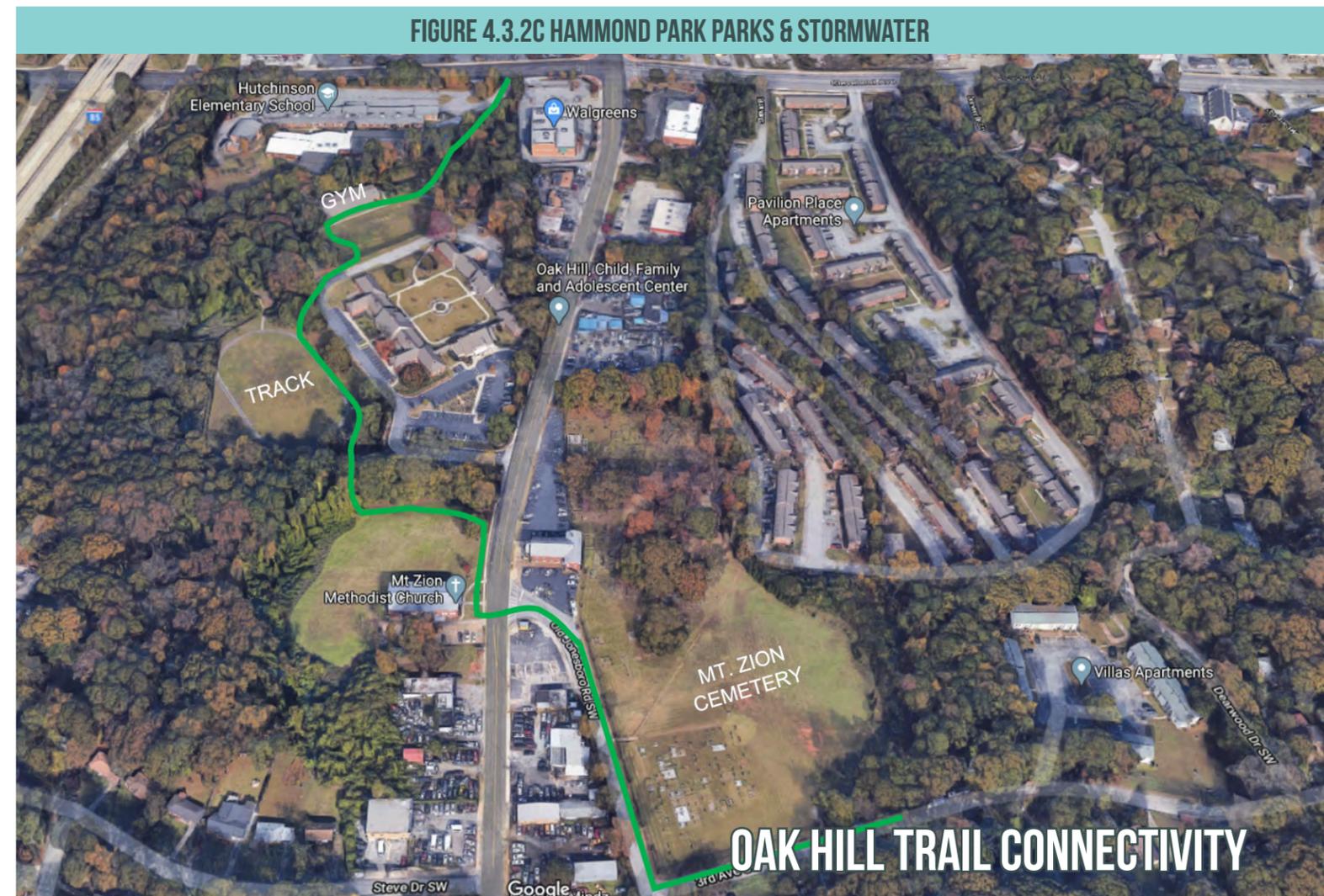
4.3.3 TRANSPORTATION

This plan's transportation recommendations focus on improving safety and access for residents and visitors while increasing connectivity to amenities within the study area and trails in the region.

T1a - Sidewalks & Streetscapes

- o While the two major thoroughfares, Metropolitan Parkway and Cleveland Avenue, have sidewalks, the community expressed concern about the lack of sidewalks on the south side of Metropolitan Parkway. Therefore, sidewalk construction and upkeep need to be top priorities for the study area. It is especially critical to make sure there are safe sidewalks and trails to get students to and from Emma Hutchinson Elementary School. Paved, ADA-compliant sidewalks with adequate buffers and landscaping will protect walkers and beautify the area. Additionally, the incorporation of green infrastructure into the streetscapes will address stormwater mitigation issues and help define the neighborhood as an 'eco' district. Particular focus should be given to:

FIGURE 4.3.2C HAMMOND PARK PARKS & STORMWATER



GREEN ALLEYWAYS



POCKET PARKS

HAMMOND PARK

4.3.3 TRANSPORTATION

- Infill sidewalks on Metropolitan Parkway, particularly south of Old Jonesboro Road
- Green infrastructure incorporation into Metropolitan Parkway streetscape
- Infill sidewalks on Cleveland Avenue SW and incorporate street trees
- Enhance neighborhood streets, particularly, Grand Avenue and 3rd Street, with sidewalks and/or pedestrian demarcations in the right of way, to ensure safe and accessible travel for pedestrians and bicycles.

T2a - Safer Pedestrian/Bicycle Crossings

- Crossings are equally important for safety. Increasing pedestrian and bicycle safety and visibility presents opportunities to incorporate art and design into the streetscape. Painted crossings alert drivers to a pedestrian crossing and can augment the character of Hammond Park. Safe and pleasant pedestrian environments will reduce traffic incidents, increase the appeal of the area, and encourage walking. Efforts should be concentrated on:
 - HAWK signal and crosswalk at Metropolitan Parkway and Jonesboro Road and at the intersection of Metropolitan Parkway and Mt. Zion
 - Enhance pedestrian crosswalks along Cleveland Avenue and Metropolitan Parkway.
 - Note that painted crosswalks can only occur on Cleveland as Metropolitan is a state route and therefore does not allow painted crosswalks at this time.

T4a - Trails

- Trail connectivity in the Hammond Park neighborhood includes:
 - Oak Hill Trail: A trail connecting the community to the western greenspace at Mt. Zion United Methodist Church to the Oak Hill track, community gardens, open green space and gym to Emma Hutchinson Elementary School.
 - Green Alleyways: As discussed previously, the green alleyways provide an alternative pedestrian environment within the neighborhood.

T5 - Transit Improvements

- The City of Atlanta's Transportation Plan and More MARTA propose major projects in the study area, including:
 - Arterial Rapid Transit (ART) on Metropolitan Parkway and Cleveland Avenue: ART is envisioned as being a network of fast and frequent enhanced transit routes on existing high density, mixed-use arterial corridors serving "transit lifestyle" market areas that are expected to respond positively to an enhanced transit product. Some of its characteristics are short headways, transit signal priority, queue jumps and enhanced stops.

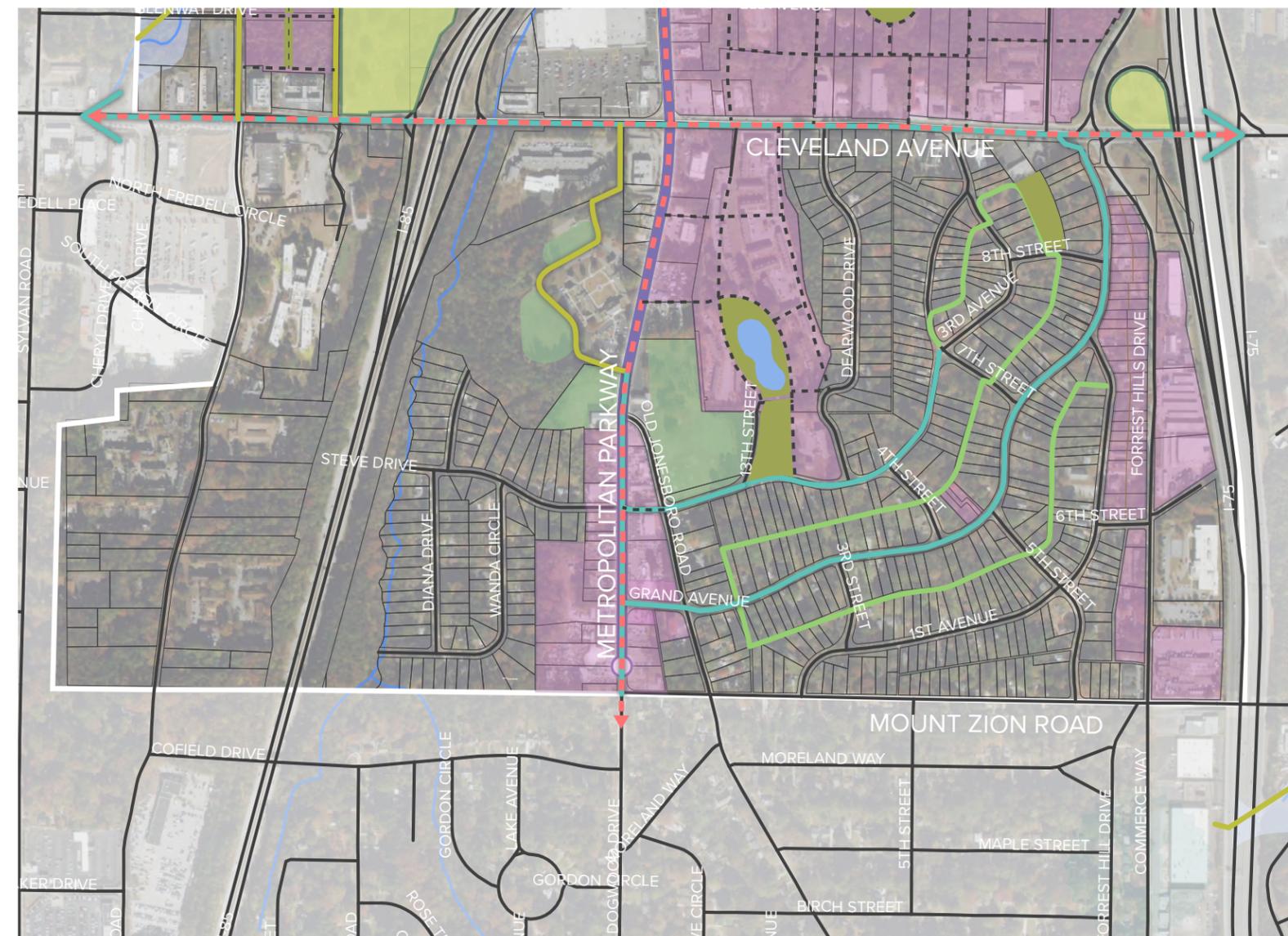
T6a - New Road Network

- New development may require new road connections. With the proposed development nodes in Hammond Park, this plan also suggests strategic roadway additions to facilitate movement throughout the neighborhood:
 - Walkable street network to enhance mixed-use development
 - 3rd street extended to the west to cross over Metropolitan Parkway to connect to Steve Drive

HAMMOND PARK TRANSPORTATION

- ◀▶▶▶ Transit Route (T5)
- Trails (T4)
- Sidewalk/Streetscape/Bike Lane Enhancements (T1a, T2a)
- - - New Road Network (T6a)
- Existing Roads
- Green Infrastructure Streetscape

FIGURE 4.3.3A TRANSPORTATION MAP



HAMMOND PARK

4.3.4 REDEVELOPMENT NODES

Several key nodes were identified as places for commercial and mixed-use redevelopment. Each of these nodes have historically provided services and jobs, but over time have become underutilized and/or vacant. The following nodes were first identified through discussions at community meetings and Steering Committee meetings and narrowed down based on accessibility and visibility (roads, transit, and future connections); adjacency and ability to leverage existing neighborhood commercial areas; locations that could catalyze economic tools, partners, and funding sources; and locations that could capitalize on existing community assets.

Hammond Park is full of opportunities, with major commercial corridors, Metropolitan Parkway and Cleveland Avenue, that connect the neighborhood regionally. This community has the visibility and access to support future growth. While these corridors have seen successful businesses and new investment, such as Walter's Soul Food and Daylight Donuts, the majority of the corridor properties are underutilized or vacant. Metropolitan Parkway, south of Cleveland Avenue, in particular, is underutilized and unattractive due to a concentration of auto-service businesses.

While businesses are attracted to Cleveland Avenue because of direct interstate access, attracting quality neighborhood development has been difficult. Further, the development pattern along the corridor is characterized by gaps in storefronts because buildings tend to be set back from the street with parking lots occupying the space between storefronts and the

street. There are also completely vacant lots, shuttered stores and challenging topography.

There are three redevelopment nodes identified within Hammond Park, further described within this section:

1. Mt. Zion Commercial/Art District
2. The Park in Hammond Park
3. Forrest Hills Drive

MT. ZION COMMERCIAL/ART DISTRICT

The vision for the Mt. Zion Commercial/Art District is an active and attractive gateway into the City of Atlanta and Hammond Park neighborhood. Capitalizing on the arts community in adjacent Hapeville, rehabbing of auto service lots into artist studios, galleries, and neighborhood supportive commercial services will draw people to live, work, create and play.

Garages can become art studios. Open lots can host food trucks. Redeveloping the area can occur over phases and start with the vacant lot at the corner of Mt. Zion and Metropolitan. A food truck park, similar to the one near the intersection of Sylvan Road and Dill Avenue in the Capitol View neighborhood, could establish itself here and begin defining this district as an exciting place to be. Overtime, additional conversions and infill development will transform this area into a creative hotbed and a neighborhood gathering with uses that include:

- Restaurants
- Neighborhood-serving retail
- Food truck park
- Public Art Installations
- Murals
- Artist Studios
- Art Galleries
- Breweries/Beer Gardens



FIGURE 4.3.4A METROPOLITAN PARKWAY AT MT. ZION RD

MT. ZION COMMERCIAL/ARTS DISTRICT



MT. ZION ROAD

METROPOLITAN PARKWAY

COMMUNITY MEMBERS WALK OR RIDE THE BUS TO FOOD TRUCK EVENTS AT MT. ZION AND METROPOLITAN PARKWAY. ALONG THE WAY THEY STOP INTO THE NEIGHBORHOOD SHOPS AND ART GALLERIES.

HAMMOND PARK

REDEVELOPMENT NODES

THE PARK IN HAMMOND PARK

Currently, there is no park in the neighborhood and the site of the current Pavilion Place Apartments was once home to a lake, Flamingo Lake, with surrounding greenspace and commercial uses. A park with a water feature that serves as a stormwater detention facility would mitigate flooding, treat stormwater, and serve as an enticing community amenity that could spur redevelopment. It would also furnish a public park space for the community. This redevelopment node is more of a long-term vision seeking to entice redevelopment of underutilized and deteriorating areas of Hammond Park. This site in particular is challenged with low-quality and unmaintained apartment buildings that are susceptible to flooding, making it an ideal site for quality redevelopment that fits the character and needs of the neighborhood.

A variety of housing types that meet the needs of diverse households could surround the stormwater retention pond and public greenspace. South of the higher density commercial corridors, the housing becomes lower-density to blend into the existing residential areas. Furthermore, new road connections would make the area more walkable, along with connections to the Oak Hill Trail.

Figure 4.3.4D shows transitional residential and complimentary uses include:

- Townhomes
- Missing Middle Housing
- Multifamily Residential
- Neighborhood Commercial Uses



FIGURE 4.2.4C PARK CONCEPTS

The stormwater pond and surrounding park is similar in size to the Historic Fourth Ward Stormwater Park and to the Kathryn Johnston Memorial Park. Shown in Figure 4.3.4C.



FIGURE 4.3.4D STORMWATER PARK AT THE DISTRICT

THE PARK IN HAMMOND PARK



LOCALS WHO LIVE UPSTAIRS AND WORKERS WHO WORK ON THE BLOCK ENJOY A CAFE WITH A VIEW OF THE WATER IN THE PARK IN HAMMOND PARK.

FIGURE 4.3.4E STORMWATER PARK AT THE DISTRICT

HAMMOND PARK

REDEVELOPMENT NODES

FORREST HILLS DRIVE

Forrest Hills Drive sits at the eastern boundary of Hammond Park. While it has great access and visibility to I-75, existing uses are oriented too much to the highway. The idea in this plan are to reorient development to the neighborhood but still leverage the location's strengths for a new mix of industry, office and housing.

On the east side lies an Atlanta Public Schools alternative school - the Forrest Hill Academy, Pilgrims Community Church, D&G Plumbing, and U-Haul Moving & Storage. On the west side of the street are the backs of residential lots that front Grand Avenue and 1st Street. There are few single family residential fronting Forrest Hills Drive.

The vision for Forrest Hills Drive, as depicted in Figure 4.3.4G, is for an Industrial Mixed Use district that takes advantage of existing buildings to rehab into office, light industrial, and restaurant space. The west side of the street is envisioned to be infilled with medium density residential, townhomes and small multi-family buildings, as a result of splitting the residential lots in half to provide frontage along Forrest Hills Drive.

Examples of existing light industrial mixed use districts can be found in Atlanta at the Studioplex and the MET, as shown in Figure 4.3.4F.

The development on Forrest Hills Drive will connect to the proposed green alleyways which also provide access to the historic neighborhood amenity sitting at 5th Street



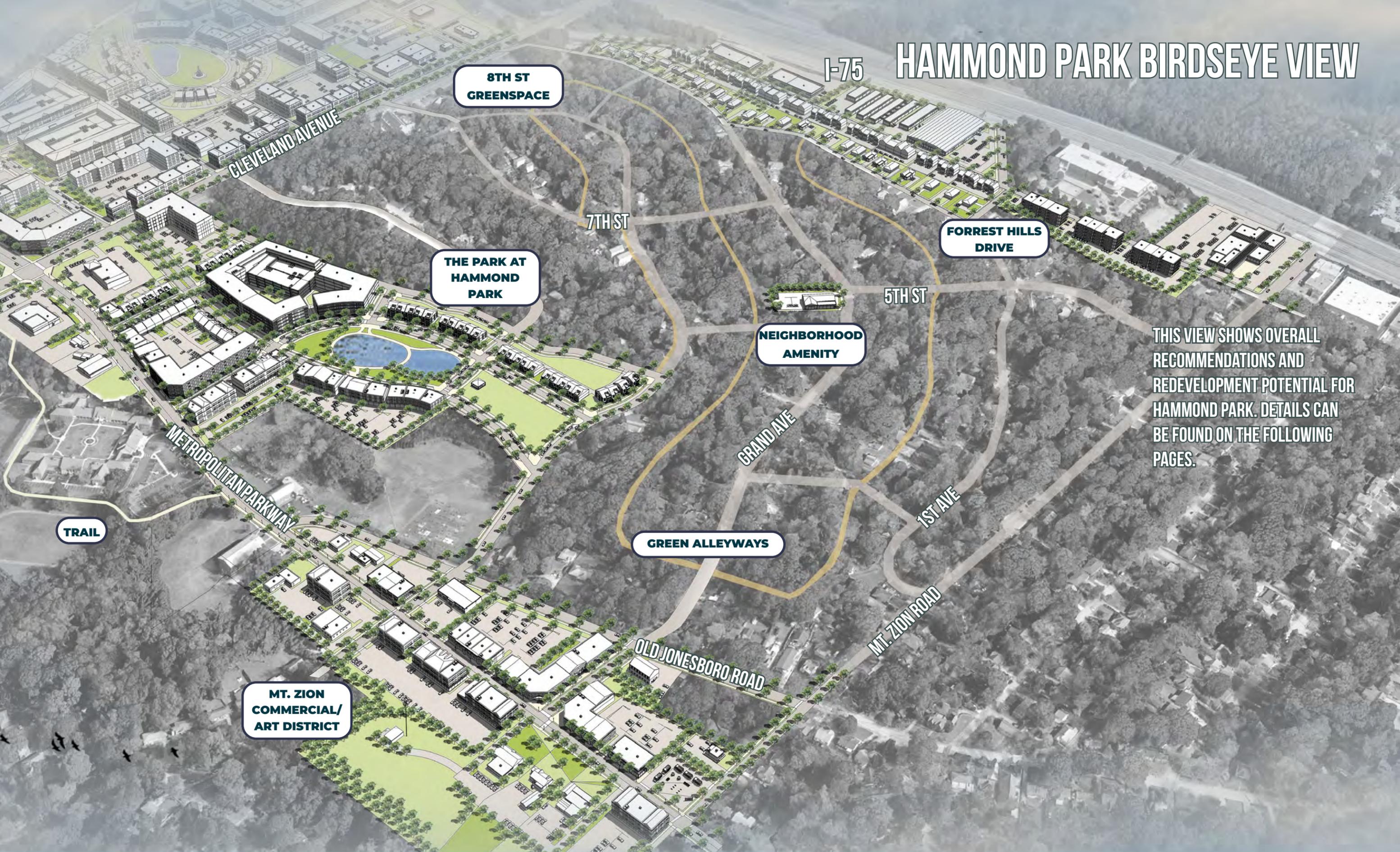
FIGURE 4.3.4EF LIGHT INDUSTRIAL EXAMPLES

and Grand Avenue. The building was previously a local shop and hangout spot. It currently sits vacant, but could be returned to a neighborhood amenity for Hammond Park including a commercial space or community meeting and activity facility.



FIGURE 4.3.4G FORREST HILLS DRIVE

HAMMOND PARK BIRDSEYE VIEW



THIS VIEW SHOWS OVERALL RECOMMENDATIONS AND REDEVELOPMENT POTENTIAL FOR HAMMOND PARK. DETAILS CAN BE FOUND ON THE FOLLOWING PAGES.

FIGURE 4.3.4H HAMMOND PARK BIRDSEYE VIEW

4.4 HAMMOND PARK AND PERKERSON

4.4.1 REDEVELOPMENT NODE

METROPOLITAN PARKWAY AT CLEVELAND AVENUE

The Metropolitan Parkway and Cleveland Avenue intersection is at the crossroads of both neighborhoods and therefore the heart of the community, tying the neighborhoods together. It is critical to enhance the character, uses, and infrastructure here to improve the entire district.

Since it is so highly traveled, it is recommended to create a more pedestrian oriented commercial center with local shops, sit down restaurants and retail that meets the needs of the Hammond Park and Perkerson residents. Beginning with the bottom-up, creative crosswalks will define the intersection as a unique destination and improve safety, along with the other recommendations for transportation in this plan. Landscaping will beautify the intersection and make the pedestrian environment more inviting. Art and seating will invite people to spend time patronizing the local shops or wait for the bus on the proposed Arterial Rapid Transit (ART) route.

The CVS at the southeast corner recently closed, presenting an exciting opportunity to provide needed neighborhood-serving amenities. Community members shared stories of local restaurants that had since closed and how they missed the days of running into their neighbors at their usual haunts. The CVS is proposed to be converted into a locally-run cafe and market with outdoor seating. The intersection could begin a strip of unique and welcoming shops and restaurants along Cleveland Avenue, ending with the improved Gilbert Cemetery to the east and Hutchinson Elementary School to the west.



METROPOLITAN PARKWAY AND CLEVELAND AVENUE PLACEMAKING STRATEGIES

- 1 PARKLET/POCKET PARK
- 2 MURALS
- 3 RETAINING WALLS
- 4 BENCHES
- 5 PAINTED CROSSWALKS



FIGURE 4.4. 1A METROPOLITAN PARKWAY AT CLEVELAND AVENUE PLACEMAKING STRATEGIES

METROPOLITAN PKWY & CLEVELAND AVENUE



FIGURE 4.4.4B METROPOLITAN PARKWAY & CLEVELAND AVENUE

FORMER CVS RENOVATED INTO A CAFÉ AND MARKET. BIKE LANES, ART BUS STOPS, SCHOOL CROSSINGS, PEDESTRIAN SIGNALS, AND CREATIVE CROSSWALKS MAKE THE INTERSECTION A SAFE AND PLEASANT ENVIRONMENT FOR PATRONS OF THE LOCAL RETAILERS NEARBY.

5

IMPLEMENTATION PLAN

5.0 IMPLEMENTATION

PROJECT IMPLEMENTATION MATRIX

The following tables list all the project recommendations proposed in Section 4.0 and strategies for implementation. The table provides timeframe estimates and agencies that can lead the charge on implementing these projects. Following the implementation table are economic development specific recommendations to support implementation of this plan, followed by zoning recommendations needed to facilitate achieving the proposed plans.

Implementation Matrix					
Project Number	Project Name	Neighborhood(s)	Project Description	Implementation Timeframe	Implementation Agency
Placemaking & Community Branding:					
PL1	Highlight & Enhance Existing Places of Interest	Hammond Park & Perkerson	Highlight the existing community landmarks while enhancing their functionality, improving safety and access for community members, and building a sense of identity for the neighborhood.	Long-term	City of Atlanta; Community Groups; Private Developers; (OPR): City Councilperson: Invest Atlanta (Jennifer Fine, Alyson Schwieger)
			PL1a Hammond Park Landmarks: Emma Hutchinson Elementary School.		Atlanta Public Schools
			PL1b Perkerson Landmarks: Zone 3 Police Station, Victory Outreach Church, Santa Fe Villas, and Citi Center Shopping Center.		
PL2	Preserve & Enhance History	Hammond Park & Perkerson	Highlight the existing historical landmarks while enhancing their functionality for community members and building a sense of identity for the neighborhood.		City of Atlanta; Community Groups; Invest Atlanta; Private Developers; Historical Societies, Atlanta Public Schools

Project Number	Project Name	Neighborhood(s)	Project Description	Implementation Timeframe	Implementation Agency
			PL2a Hammond Park History: Mt. Zion Church and Cemetery and Oak Hill Center and Create Annual Marquee Neighborhood Festival		
			PL2b Perkerson History: Avery Park/ Gilbert House, Gilbert Cemetery, Roseland Cemetery, and Civil War Site and Create Annual Marquee Neighborhood Festival.		
PL3	Beautify Neighborhood Gateways	Hammond Park & Perkerson	Through the introduction of gateway signage with art and enhanced landscaping, attention can be drawn to specific gateways into the neighborhoods and the City of Atlanta.	Short-term	City of Atlanta; Community Groups
			PL3a: Hammond Park Gateway Signage: Welcome sign at the intersection of Mt. Zion Road SW and Metropolitan Parkway is recommended. Along with murals, sculptural signage, and landscaping at both sides of Cleveland Avenue at I-75 and I-85 are proposed.		
			PL3b: Perkerson Gateway Signage: Murals, signage, and landscaping can beautify gateways at the intersections of: Metropolitan and Langford, Perkerson and Langford, Metropolitan and I-85.		
PL4	Beautiful Bus Stops	Hammond Park & Perkerson	Bus ridership in the study area is high and with future plans for Arterial Rapid Transit in the study area, it is recommended to enhance existing bus stops with creative and functional bus stops and benches.		
PL5	Public Art	Hammond Park & Perkerson	Incorporation of public art to amplify the sense of place. Public art opportunities for each community are further described below.	Short-term	City of Atlanta; Community Groups; Building Owners

IMPLEMENTATION

Project Number	Project Name	Neighborhood(s)	Project Description	Implementation Time-frame	Implementation Agency
			<p>PL5a: Hammond Park Public Art: Three intersections have existing assets that could support public art. Cleveland Ave and Metropolitan Pkwy: Murals on blank walls of businesses; art and benches on retaining walls; and creative crosswalks on Cleveland.</p> <p>Old Jonesboro Rd and Metropolitan Pkwy: Public art and a mural on the shed building and a mural on the Mt. Zion Educational Building.</p> <p>Mt. Zion Rd and Metropolitan Pkwy: Art installations.</p>		
			<p>PL5b: Perkerson Public Art: Four locations have existing assets that could support public art. Cleveland Ave and Metropolitan Pkwy: Murals on blank walls of businesses; art and benches on retaining walls; and creative crosswalks on Cleveland.</p> <p>Avery Park could host educational and local art installations.</p> <p>Gilbert Cemetery could also have public art to honor the black history of the area. The Atlanta Police Department Zone 3 Precinct will have three new public art pieces as part of its development</p>		
Transportation:					
T1	Sidewalk & Streetscape Improvements	Hammond Park & Perkerson	Improve pedestrian safety with improved sidewalk conditions.	Short-Term	City of Atlanta; Georgia Department of Transportation; Private Developers

Project Number	Project Name	Neighborhood(s)	Project Description	Implementation Time-frame	Implementation Agency
			T1a Hammond Park Sidewalks & Streetscape Improvements: Incorporate sidewalks along Metropolitan Parkway, particularly south of Old Jonesboro Road; Infill sidewalks along Cleveland Avenue SW and incorporate street trees; incorporate green infrastructure to Metropolitan Parkway streetscape; enhance neighborhood streets Grand Avenue and 3rd Street with sidewalks and/or pedestrian demarcations in the right of way.		
			<p>T1b Perkerson Sidewalks & Streetscape Improvements: Infill sidewalks with landscaped buffers and street trees as appropriate on the following streets: Metropolitan Parkway: Also include street lights and benches</p> <p>Pegg Road SW</p> <p>Pomona Circle SW</p> <p>Perkerson Road SW</p> <p>Springdale Road SW</p> <p>Cleveland Avenue SW</p>		
T2	Safer Pedestrian/Bicycle Crossings	Hammond Park & Perkerson	Crossings are equally important for safety. Increasing crossing safety and visibility presents opportunities to incorporate art and design into the streetscape. Painted crossings alert drivers to a pedestrian crossing and can augment character of Perkerson. Safe and pleasant pedestrian environments will reduce traffic incidents, increase the appeal of the area, and encourage walking. Efforts should be concentrated on adding crosswalks and/or HAWK signals along Metropolitan Parkway.	Short-term	City of Atlanta; Community Groups; GDOT

IMPLEMENTATION

Project Number	Project Name	Neighborhood(s)	Project Description	Implementation Time-frame	Implementation Agency
			T2a: Hammond Park Pedestrian Crossing Improvements: Hawk signal and crosswalk at the intersection of Metropolitan Parkway and Mt. Zion and at the intersection of Metropolitan Parkway and Jonesboro Road. Enhance pedestrian crosswalks along Cleveland and Metropolitan.		
			T2b: Perkerson Pedestrian Crossing Improvements: Crosswalks along Metropolitan Parkway and Cleveland Avenue. HAWK signals on Metropolitan near Avery Park and on Cleveland near Emma Hutchinson Elementary School.		
T3	Neighborhood Traffic Calming	Perkerson	Slow traffic along key neighborhood streets. Landscaped bulb-outs/ medians could be introduced along Perkerson Road. Creative crosswalks could be utilized at Perkerson Road, Springdale Road, and Cleveland Avenue.	Short-term	City of Atlanta; Community Groups
T4	Trails	Hammond Park & Perkerson	Incorporate trails to enhance pedestrian and bicycle access within the neighborhood and to regional trail systems.		
			T4a Hammond Park Trails: Oak Hill Trail: Multi-use trail connecting the Oak Hill campus to the community and Emma Hutchinson Elementary School. Green Alleyways as described in section PS4.		
			T4b Perkerson Trails: Develop trails along the South River to connect to Southtowne Trail and the AeroATL Greenway system.		

Project Number	Project Name	Neighborhood(s)	Project Description	Implementation Time-frame	Implementation Agency
T5	Transit Improvements	Hammond Park & Perkerson	T5 Arterial Rapid Transit: ART is proposed on both Metropolitan Parkway and Cleveland Avenue	Long-term	GDOT, City of Atlanta, MARTA
T6	New Road Network	Hammond Park & Perkerson	New development may require new road connections. With the proposed development nodes, this plan also suggests strategic right-of-way additions to facilitate movement throughout the neighborhoods.	Long-term	GDOT, City of Atlanta, Property Owners
			T6a Hammond Park New Road Network: Walkable street network to enhance mixed-use development 3rd street extended to the west to cross over Metropolitan Parkway to connect to Steve Drive		New streets within development to be provided by developer/property owner
			T6b Perkerson New Road Network: Walkable street network to enhance mixed-use development Pegg Road: extension across Metropolitan Parkway New north-south road connection along Avery Park		
T7	Bike Lanes	Hammond Park & Perkerson	Cleveland Avenue currently has some bike infrastructure but expanding it to include protecting bike lanes that could connect to the AeroATL Greenway Plan trail network would increase commuting options for residents. Consider bike infrastructure along Metropolitan Parkway or Sylvan Road to connect to the AeroATL Greenway Plan	Long-term	GDOT, City of Atlanta

Project Number	Project Name	Neighborhood(s)	Project Description	Implementation Time-frame	Implementation Agency
Parks & Stormwater:					
PS1	Stormwater Management	Hammond Park & Perkerson	Address stormwater issues in the study area with strategic locations of stormwater ponds designed in a manner that makes them an accessible community amenity, surrounded by greenspace. Incorporate green infrastructure into the Metropolitan Parkway streetscape in Hammond Park.	Short-term; Long-term	City of Atlanta; Private Developers, Department of Watershed Management, FHWA, GDOT, EPA, Trust for Public Land, Conservation Fund
			PS1a Hammond Park Stormwater Management: Support an 'eco' district with creative stormwater management throughout the neighborhood, including: A stormwater park at the Pavilion Place Apartments site could mitigate flooding, treat stormwater, and serve as an enticing community amenity that could spur redevelopment; incorporate green infrastructure strategies into the Metropolitan Parkway streetscape, including bio-retention swales or landscaped tree wells and pervious sidewalk materials; create green alleyways within the neighborhoods by cleaning under-brush and making existing alleyways accessible. Alleyways provide stormwater management from adjacent properties in addition to providing an alternative pedestrian route.		

Project Number	Project Name	Neighborhood(s)	Project Description	Implementation Time-frame	Implementation Agency
			PS1b Perkerson Stormwater Management: South River Stormwater Park: Address flooding issues at Metropolitan/Perkerson by creating a stormwater pond surrounded by a park in the floodplain, preserving the forest and natural setting. Consider a Friends-Of organization and partners including FHWA, GDOT, EPA, Trust of Public Land, Conservation Fund. Connell District Stormwater Park: Address stormwater management needs necessary for large scale redevelopment of this site with a central stormwater pond that is accessible and surrounded by greenspace.		
PS2	Community-Activated Public Space	Hammond Park & Perkerson	Consider opening existing green spaces to allow for some public use.	Long-term	City of Atlanta; Fulton County, Mt. Zion Church
			PS2a Hammond Park: Both the Oak Hill Center and Mt. Zion Church have existing greenspace. The community could coordinate with these entities to utilize the space for events or outdoor activities.		
			PS2b Perkerson: Avery Park could be improved to encourage community use. Roseland Cemetery: Connect South River Crossing with Roseland Cemetery to increase accessibility. Improve maintenance of Roseland Cemetery per PL2.		

Project Number	Project Name	Neighborhood(s)	Project Description	Implementation Time-frame	Implementation Agency
PS3	Pocket Parks	Hammond Park & Perkerson	Consider incorporating pocket parks within communities at the following locations.	Short-term; Long-term	City of Atlanta, Community Groups; Park Pride
			PS3a Hammond Park 8th Street Greenspace: the wooded space at 8th Street and Cleveland Avenue could be converted into a greenspace and outdoor dining area for businesses. Hammond Park Pocket Parks: Recommended to take advantage of opportunities to transform excess right-of-way at intersections into pocket parks or gardens within the residential areas		
			PS4b: Perkerson Pocket Parks: Encourage pocket parks within redevelopment sites		
PS4	Green Alleyways	Hammond Park	Within the residential area of Hammond Park, the homes used to have alleyways, which are now primarily grown over with plants and trees. These alleys could be maintained and converted into a Linear Park or Arboretum winding throughout the neighborhood providing additional safe walking environments and managing area stormwater run-off.	Long-term	City of Atlanta; Community Groups

Project Number	Project Name	Neighborhood(s)	Project Description	Implementation Time-frame	Implementation Agency
Economic Development Strategies:					
E1	Retention, Expansion and Transfer Business Program	Hammond Park & Perkerson	Develop a retention/transfer/expansion program for major existing employers/economic drivers to support existing businesses and encourage new businesses. A business retention/transfer/expansion program is a proactive strategy to connect with existing businesses to understand and respond to their needs as a means for businesses to stay, grow, and commit to the community.	Short-term	City Councilperson, Invest Atlanta (Jennifer Fine, Alyson Schwieger)
E2	Tax Abatements	Hammond Park & Perkerson	Tax abatements (as of right) tied specifically to job creation to attract and support new businesses and development. Invest Atlanta could create special programs particularly related to new job hire tax credits for major employers/major commercial developments.	Short-term	City Councilperson, Invest Atlanta (Jennifer Fine, Alyson Schwieger)
E3	Maximize Metropolitan TAD Funds	Hammond Park & Perkerson	Maximize the Metropolitan TAD Funds -Inform existing businesses along Metropolitan Pkwy and Cleveland Ave corridors of Small Business Improvement Grant (SBIG); Potential SBIG uses include:		

Project Number	Project Name	Neighborhood(s)	Project Description	Implementation Time-frame	Implementation Agency
E4	Engage Kroger Shopping Center Owner for Improvements	Perkerson	Engage Kroger Shopping Center owner, tenants for improvements in product offering and customer experience -Approach Kroger Grocery's Regional/Corporate Leadership to Improve Food Offering and Shopping Environment/Customer Experience -Approach owner about redevelopment plans for the site and determine willingness to participate (contribute land)	Short-term	City Councilperson; Kroger Business Contact Information: 1.888.762.7357, 1014 Vine St, Cincinnati, OH 45202; Owner: Arthur Walker, PO BOX 938, Harrison, NY 10528
E5	Hammond Park and Perkerson Economic Development Team	Hammond Park & Perkerson	Develop Hammond Park and Perkerson Economic Development team -Convene prominent land and business owners and community leaders along Metropolitan Parkway to identify common areas of improvement and opportunities for greater collaboration -Establish Local Chamber/Business Association of Neighborhood Businesses particularly along Metropolitan Pkwy and Cleveland Ave	Short-term	City Councilperson, Invest Atlanta

Project Number	Project Name	Neighborhood(s)	Project Description	Implementation Time-frame	Implementation Agency
E6	Strategic broker/agent marketing/partnership	Hammond Park & Perkerson	Strategic broker/agent marketing/partnerships -REALTORS® – District 12 education series, certification	Promotes area amenities (i.e. Schools, Parks, Universities, Corporate Partners, Local Events + Festivities, etc.) -Commercial agents – more extensive partnerships to help with incentives, recruitment, key acquisitions	Short-term
E7	Leverage Federal Opportunity Zone	Hammond Park & Perkerson	Leverage Benefits of Federal Opportunity Zones (Census Tracts 74 & 75), which cover both neighborhoods, to attract new investors, capital, owner operators, etc. to the area.	Short-term	Invest Atlanta, Ed Smith
E8	Focus development near Zone 3 Police Precinct	Perkerson	Focus initial development on properties nearby Zone 3 Police Precinct to infill along The Metropolitan Mile and Avery Park infill. -Create Grand Opening for Zone 3 Precinct's completion -Marketed Properties Near Precinct (Address – Asking Price)	2449 Metropolitan Pkwy - \$450K	2375 Metropolitan Pkwy - \$600K

Project Number	Project Name	Neighborhood(s)	Project Description	Implementation Time-frame	Implementation Agency
E9	Engage former Nalley Chevrolet Property Owners to develop proposed South River Crossing	Perkerson	Engage former Nalley Chevrolet property owners to develop proposed South River Crossing -Potential uses include: Mixed use retail and residential development on a regional stormwater park. -Consider discussions with Trust for Public Land, Department of Public Works (now under Transportation), GA and US DOT, and EPA Brownfields and Watershed Protection departments and as stakeholders and potential partners. Possible funding mechanism for a green infrastructure pond to alleviate flooding issues (similar to Historic Fourth Ward Park)	Short-term	City Councilperson; Invest Atlanta; Trust for Public Land; Department of Public Works; GA and US DOT; EPA
E10	Engage Mayuari Corporation to redevelop vacant property along The Metropolitan Mile	Perkerson	Engage Mayuari Corporation (owners of 2508 Metropolitan Pkwy, approx. 4.7ac) to redevelop vacant lots across Metropolitan from South River Crossing and continue The Metropolitan Mile infill.	Short-term	City Councilperson; Invest Atlanta; Contact Information: 1192 Pryor Street, Suite B, Atlanta, GA 30315

Project Number	Project Name	Neighborhood(s)	Project Description	Implementation Time-frame	Implementation Agency
E11	Engage Consolidated Mortgage Lending to redevelop vacant property along The Metropolitan Mile	Perkerson	Engage Consolidated Mortgage Lending (owners of 2546 Metropolitan Pkwy, approx. 2.48ac along South River) to develop parcel across Metropolitan from South River Crossing and continue The Metropolitan Mile infill. Potential Owners: City of Atlanta (Parks), Trust for Public Lands Banks do not typically want to own real estate	Short-term	City Councilperson; Invest Atlanta; Contact Information: 1684 Huntington Trail, Sandy Springs, GA 30350
E13	Create Annual Marquee Neighborhood Festival	Hammond Park & Perkerson	Create Annual Marquee Neighborhood Festival Potential Themes: -Automobiles – leverages history of corridor and Georgia Auction Services as major property owner in the neighborhoods -South River – Use the river as a unique asset in the community; maximize properties in the floodplain Potential Activities: -“Metropolitan Mile” Walk/Run/Roll – Approx. 1 mile from Cleveland Ave to Langford Pkwy -Community Fundraiser, Local Entertainers, Musical Acts, Food, Art Vendors, etc.	Short-term	City Councilperson; Neighborhood Associations

Project Number	Project Name	Neighborhood(s)	Project Description	Implementation Timeframe	Implementation Agency
E14	Create Grand Marquee Signage	Hammond Park & Perkerson	Create Grand Marquee Signage/ Landmark upon entering Neighborhoods "Welcome to Atlanta" from East Point and Hapeville Could be on existing underpasses (I-85 and 166) Garner community participation in design/creation to facilitate resident pride	Short-term	City Councilperson; Department of City Planning
E15	Implement Critical Infrastructure Improvements	Hammond Park & Perkerson	Implement fundamental, critical infrastructure improvements as discussed in this plan to unlock development potential within area Sidewalk repair, streetlight Improvements, street improvements, etc.	Long-term	City Councilperson; Department of City Planning
E16	Entitlement Assistance	Hammond Park & Perkerson	Entitlement Assistance Consider sites or areas that get prioritized/streamlined approach to NPU process and rezonings if meeting certain community goals/benefits	Short-term	City Councilperson; Invest Atlanta
E17	Tax Freeze	Hammond Park & Perkerson	Investigate potential tax freeze for long-term residents funded by TAD	Short-term	City Councilperson; Invest Atlanta

IMPLEMENTATION

Implementation strategies

OVERVIEW

Implementation strategies provide direction on how to make the recommendations a reality. The following are implementation strategies for the Atlanta City Council District 12 Neighborhood Blueprint Plan for Hammond Park and Perkerson. Following are recommendations to implement the key redevelopment node concepts as described in Section 4.0.

MARKETING AND BRANDING

An early step to implementation of the redevelopment node concepts for each neighborhood, is getting the word out. This can be done through marketing brochures, education, and partnerships. The community is encouraged to create an extension of the District 12 Economic Development Team for Hammond Park and Perkerson to include engaged residents, property owners, business owners, and local real estate community. This group would lead efforts to spread the word about the many assets this community has to offer and its vision (per this plan). For the future, key tasks the group can take on include:

- o Develop marketing materials for both the neighborhoods: The materials should include local and state incentives, such as opportunity zones, tax allocation districts, and other Invest Atlanta tools. Marketing materials should also include property listings in key redevelopment nodes, spotlight local assets and amenities, and share this plan's vision and goals.

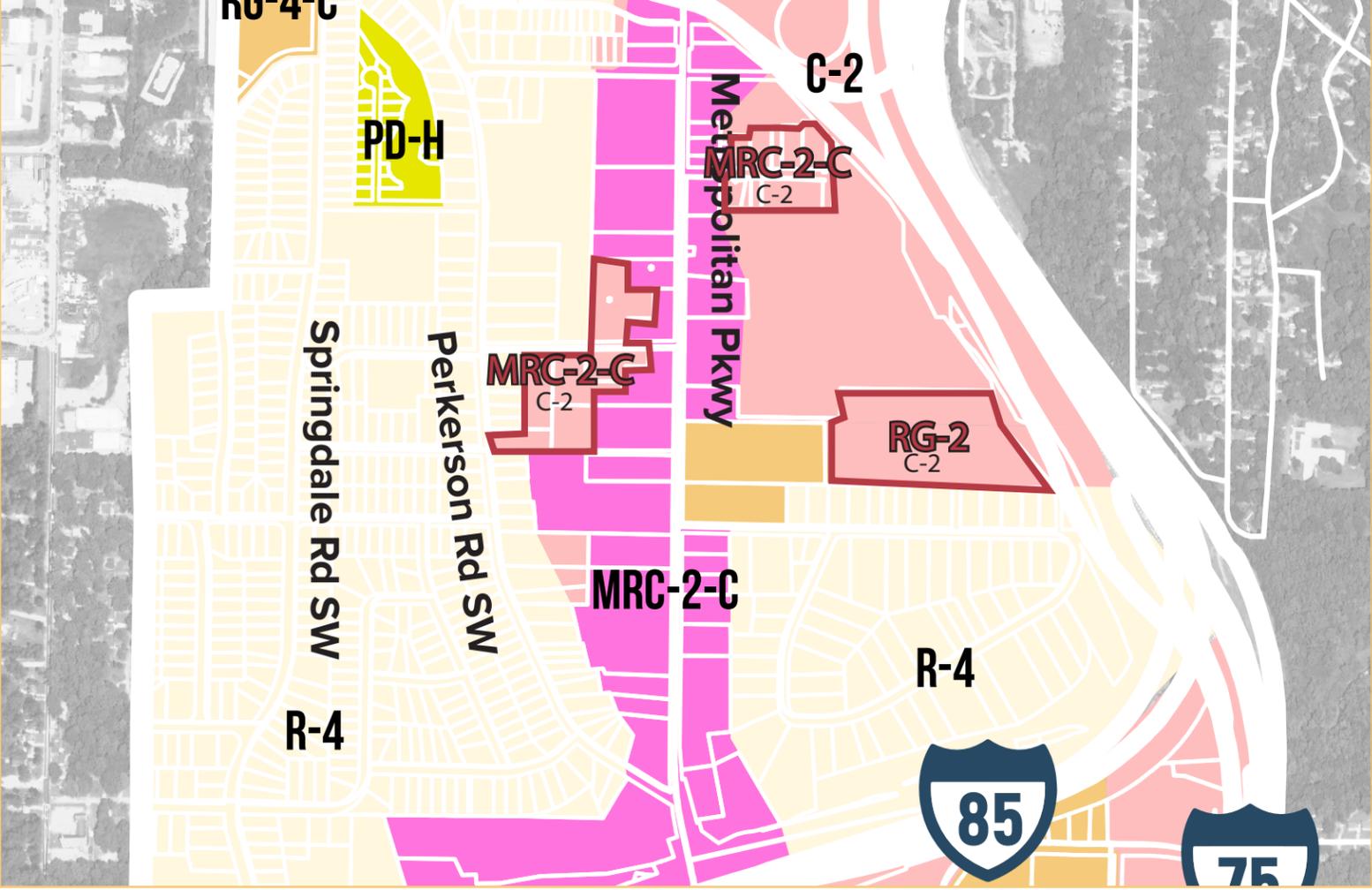
- o Educate building owners, brokers, and developers on the potential of this area. Community leaders have previously hosted tours of District 12 to showcase redevelopment opportunity to developers and business owners. With the marketing brochure and this plan, the community is encouraged to host similar tours, happy hours, and educational series with potential redevelopment partners in Hammond Park and Perkerson.

To implement these strategies, strategic partnerships with Invest Atlanta and area brokers and commercial agents will be key.

ZONING

To facilitate the development concept plans at the priority neighborhood redevelopment, changes to the Zoning Classifications for some parcels are recommended. These changes are shown in the maps on the following pages. The parcels' existing zoning is shown and targeted parcels are highlighted in red with the proposed zoning reclassification also labeled in red.

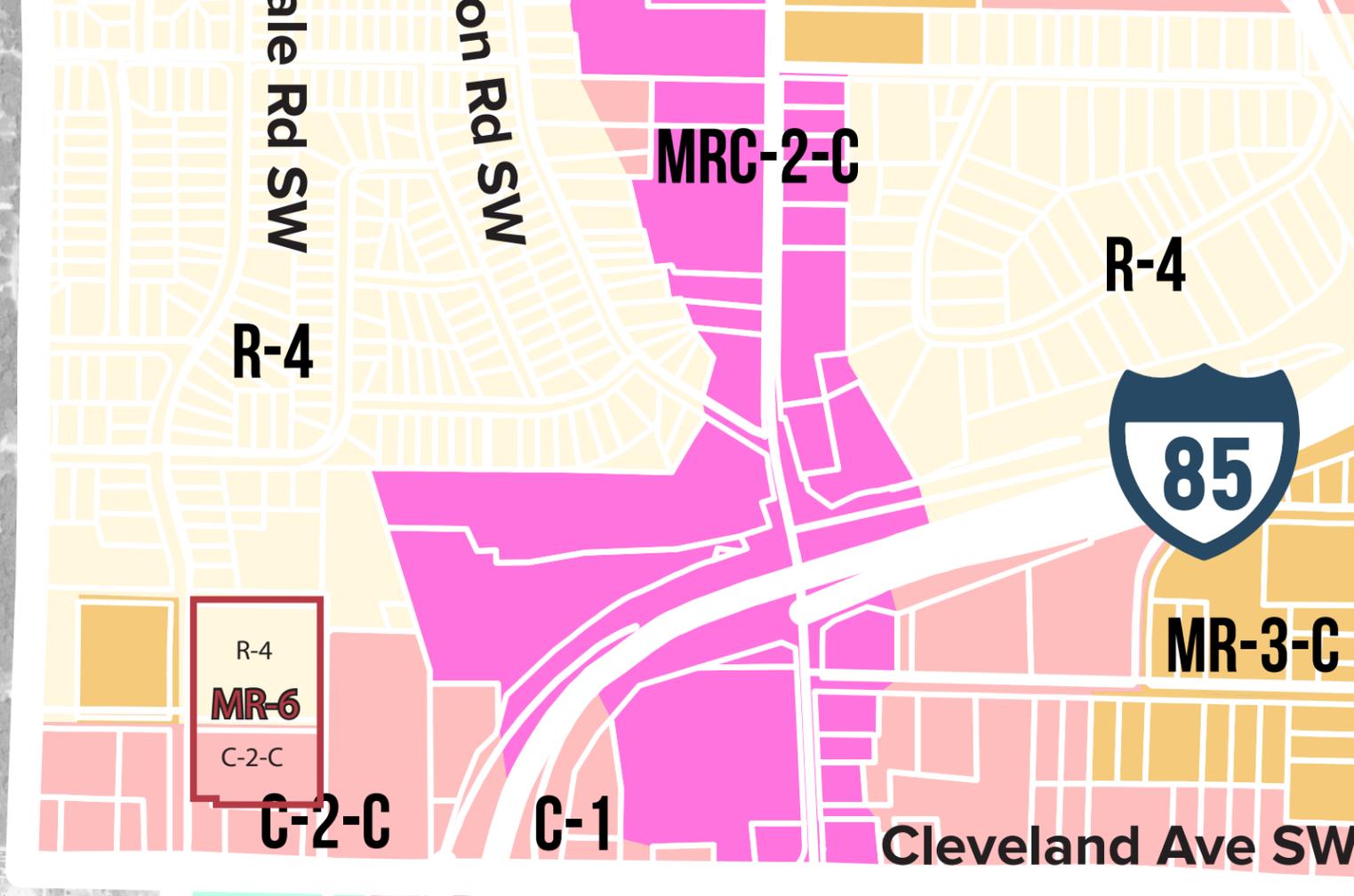




- SINGLE-FAMILY RESIDENTIAL
- RESIDENTIAL - MULTIFAMILY
- RESIDENTIAL LIMITED COMMERCIAL
- PLANNED DEVELOPMENT
- MIXED USE
- COMMERCIAL
- INDUSTRIAL
- OFFICE INSTITUTIONAL

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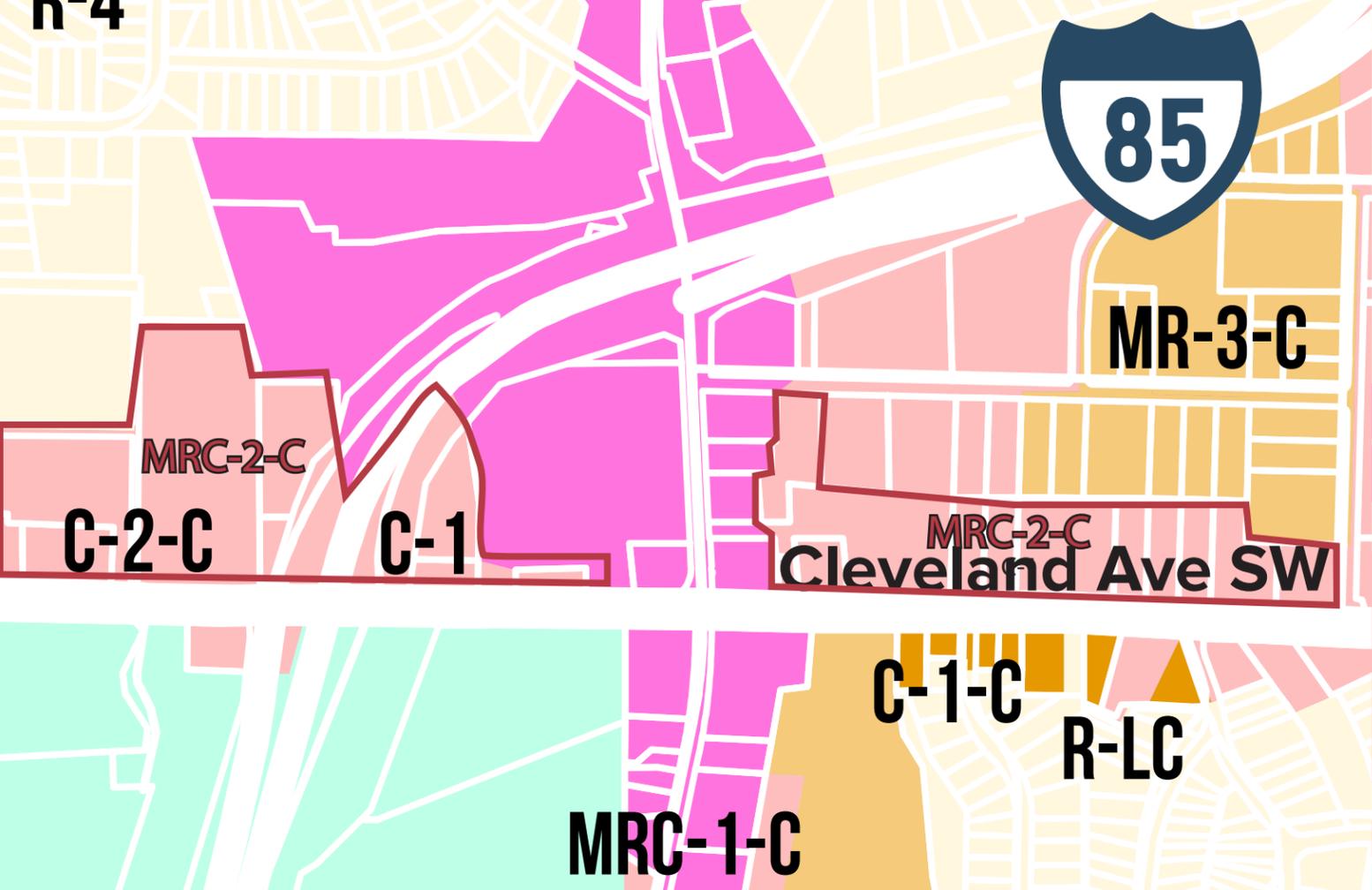
PERKERSON - METROPOLITAN MILE



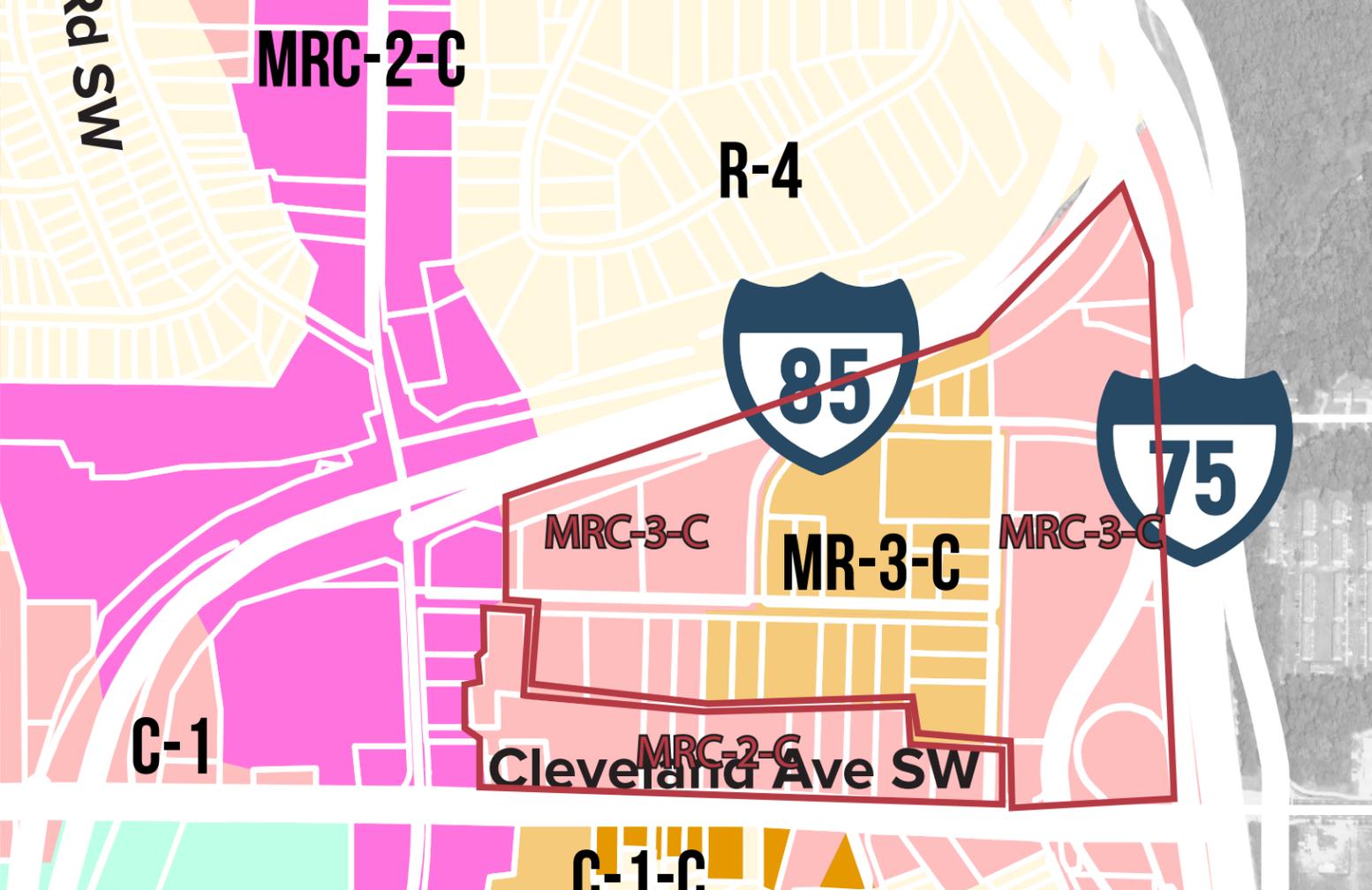
- SINGLE-FAMILY RESIDENTIAL
- RESIDENTIAL - MULTIFAMILY
- RESIDENTIAL LIMITED COMMERCIAL
- PLANNED DEVELOPMENT
- MIXED USE
- COMMERCIAL
- INDUSTRIAL
- OFFICE INSTITUTIONAL

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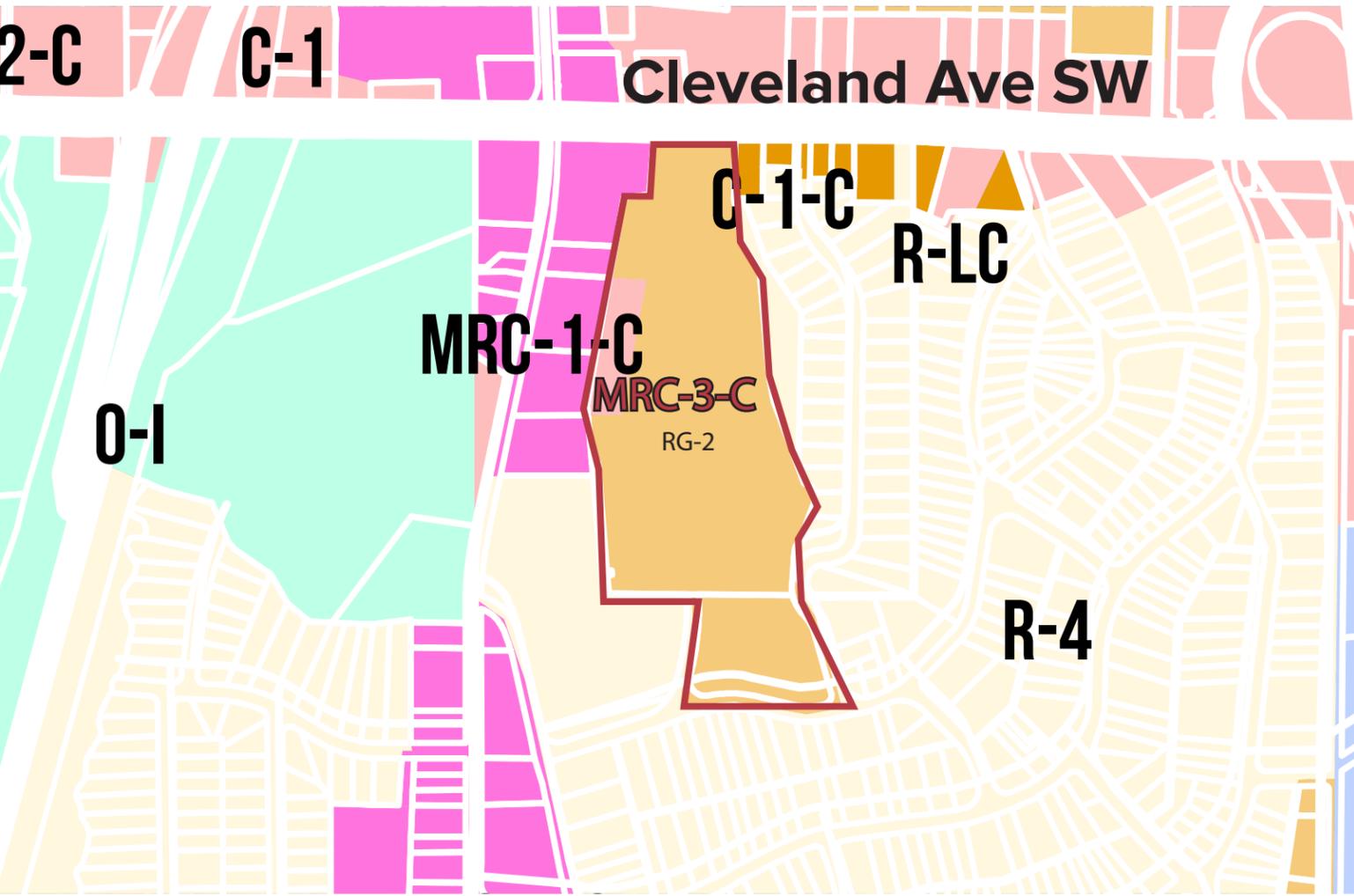
PERKERSON - SOUTH RIVER CROSSING



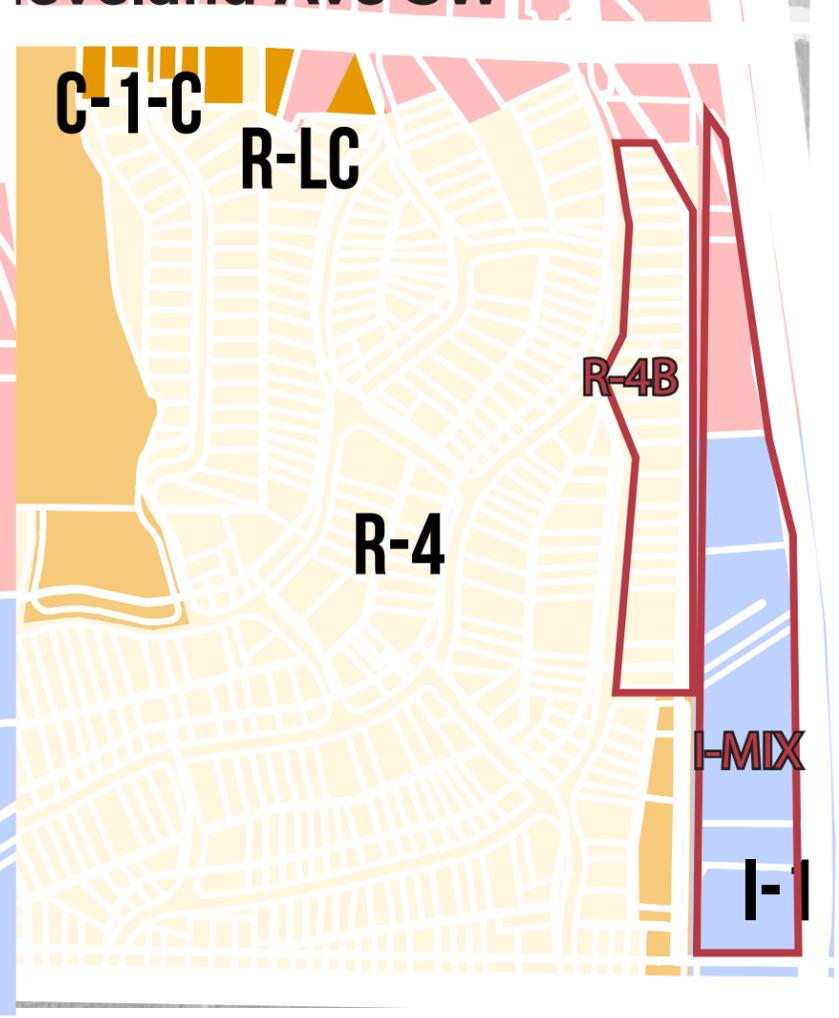
- SINGLE-FAMILY RESIDENTIAL
- RESIDENTIAL - MULTIFAMILY
- RESIDENTIAL LIMITED COMMERCIAL
- PLANNED DEVELOPMENT
- MIXED USE
- COMMERCIAL
- INDUSTRIAL
- OFFICE INSTITUTIONAL



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APPENDIX