

Donald L. Hollowell Parkway Redevelopment Plan



Presented by
The City of Atlanta
Bureau of Planning
November 2003



ADOPTED
into the
Comprehensive Development
Plan (CDP)
by the Atlanta City Council
March 15, 2004
Resolution 04-R-0217

Donald L Hollowell Pkwy Redevelopment Plan

**CITY OF ATLANTA
DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT**

BUREAU OF PLANNING

COMPREHENSIVE PLANNING DIVISION

Planning Team:

Felicia Moore
Council Member District 9

Beverly Dockeray-Ojo MCIP, AICP
Director

Flor Velarde
Principal Planner

Stephanie Macari
Senior Planner

Bill Dunkley
Senior Planner

Jia Li
Planning Intern

Garnett Brown
Principal Planner

Consultants:
Robert Charles Lesser & Co., LLC
Robert Gray & Associates

Donald L Hollowell Pkwy Redevelopment Plan



Shirley Franklin
Mayor, City of Atlanta

Atlanta City Council
Cathy Woolard
President of Council

Carla Smith
Debi Starnes
Ivory Young, Jr.
Cleta Winslow
Natalyn Archibong
Anne Fauver
Howard Shook
Clair Muller
Felicia Moore
C.T. Martin
Jim Maddox
Derrick Boazman
Ceasar Mitchell
Mary Norwood
H. Lamar Willis

Department of Planning and Community Development
Charles C. Graves
Commissioner

Bureau of Planning
Beverly Dockeray-Ojo
Director

A RESOLUTION:

04- R -0217

BY COMMUNITY DEVELOPMENT/HUMAN RESOURCES COMMITTEE

A RESOLUTION ADOPTING THE DONALD L. HOLLOWELL PARKWAY REDEVELOPMENT PLAN FOR THE STUDY AREA LOCATED ALONG THE DONALD L. HOLLOWELL PARKWAY CORRIDOR IN NPUS G, H, I, J, AND K; AND FOR OTHER PURPOSES.

WHEREAS, the City of Atlanta has conducted the Donald L. Hollowell Parkway Redevelopment Plan for the area located along the Donald L. Hollowell Parkway corridor; and

WHEREAS, the residents and property owners in NPUs G, H, I, J, and K worked with the Bureau of Planning Staff and a consultant team lead by Robert Charles Lesser & Co., to develop a vision for new residential and commercial growth within the study area; and

WHEREAS, this planning document entitled the DONALD L. HOLLOWELL PARKWAY REDEVELOPMENT PLAN has been developed based upon the direct input of the residents, property, business owners and other stakeholders in the study area; and

WHEREAS, the City Council wishes to adopt said plan as a guide for future development.

NOW, THEREFORE THE CITY COUNCIL OF THE CITY OF ATLANTA, GEORGIA, HEREBY RESOLVES:

SECTION1: That the DONALD L. HOLLOWELL PARKWAY REDEVELOPMENT PLAN, a copy of which is attached hereto as Exhibit A, is hereby adopted by the City Council of the City of Atlanta, Georgia.

SECTION2: That all resolutions and parts of resolutions in conflict herewith are hereby rescinded.

A true copy,

Rhonda Daughin Johnson
Municipal Clerk, CMC

ADOPTED by the Council
APPROVED by the Mayor

March 15, 2004
March 23, 2004



CITY COUNCIL
ATLANTA, GEORGIA

04-O-0262

CDP-04-06

A SUBSTITUTE ORDINANCE (March 9, 2004)
BY: COMMUNITY DEVELOPMENT AND
HUMAN RESOURCES COMMITTEE

AN ORDINANCE TO AMEND THE LAND USE ELEMENT OF THE
CITY OF ATLANTA 2004-2019 COMPREHENSIVE DEVELOPMENT PLAN (CDP)
SO AS TO REDESIGNATE PROPERTIES LOCATED IN THE
**DONALD L. HOLLOWELL PKWY REDEVELOPMENT PLAN, FROM VARIOUS LAND
USE DESIGNATIONS TO VARIOUS LAND USE DESIGNATIONS, AND FOR OTHER
PURPOSES.**

NPU's "G, H, I, J, and K"

COUNCIL DISTRICTS 3 & 9

THE CITY COUNCIL OF THE CITY OF ATLANTA, GEORGIA HEREBY ORDAINS:

SECTION 1. That the 2004-2019 Comprehensive Development Plan (CDP) of the City of Atlanta, Georgia is hereby amended by changing the Land Use Element of said Plan so as to re-designate property that is located in the **Donald L. Hollowell Pkwy Redevelopment Plan**, adopted by the Atlanta City Council March 16, 2004, from *various land use designations to various land use designations*, and for other purposes.

All that tract or parcels of land lying and being in Land Lots 113, 114, 143, 144, 145, 146, 176, 177, 208, and 209 of the 14th District and Land Lots 248, 259, 260, 261, 267, and 268 of the 17th District of Fulton County, Georgia. Said property is more specifically shown on the attached maps, Exhibits 'Map LU 1' through 'Map LU 8', and listed in 'Exhibit A' which are hereby made part of this ordinance.

SECTION 2. That all ordinances or parts of ordinances that are in conflict with this ordinance are hereby repealed.

A true copy,
Rhonda Dauphin Johnson
Municipal Clerk, CMC

ADOPTED by the Council
APPROVED by the Mayor

March 15, 2004
March 23, 2004

**Donald L. Hollowell Pkwy
Redevelopment Plan**
 Donald L. Hollowell Pkwy
 Rivers/Streams

Proposed Land Use

[Symbol]	LDR
[Symbol]	MDR
[Symbol]	HDR
[Symbol]	LDC
[Symbol]	HDC
[Symbol]	MU
[Symbol]	O-I
[Symbol]	OS
[Symbol]	TCU

0 0.02 0.04 0.06 0.08 0.1 Miles
 January 2004

From: I
 To: MDR

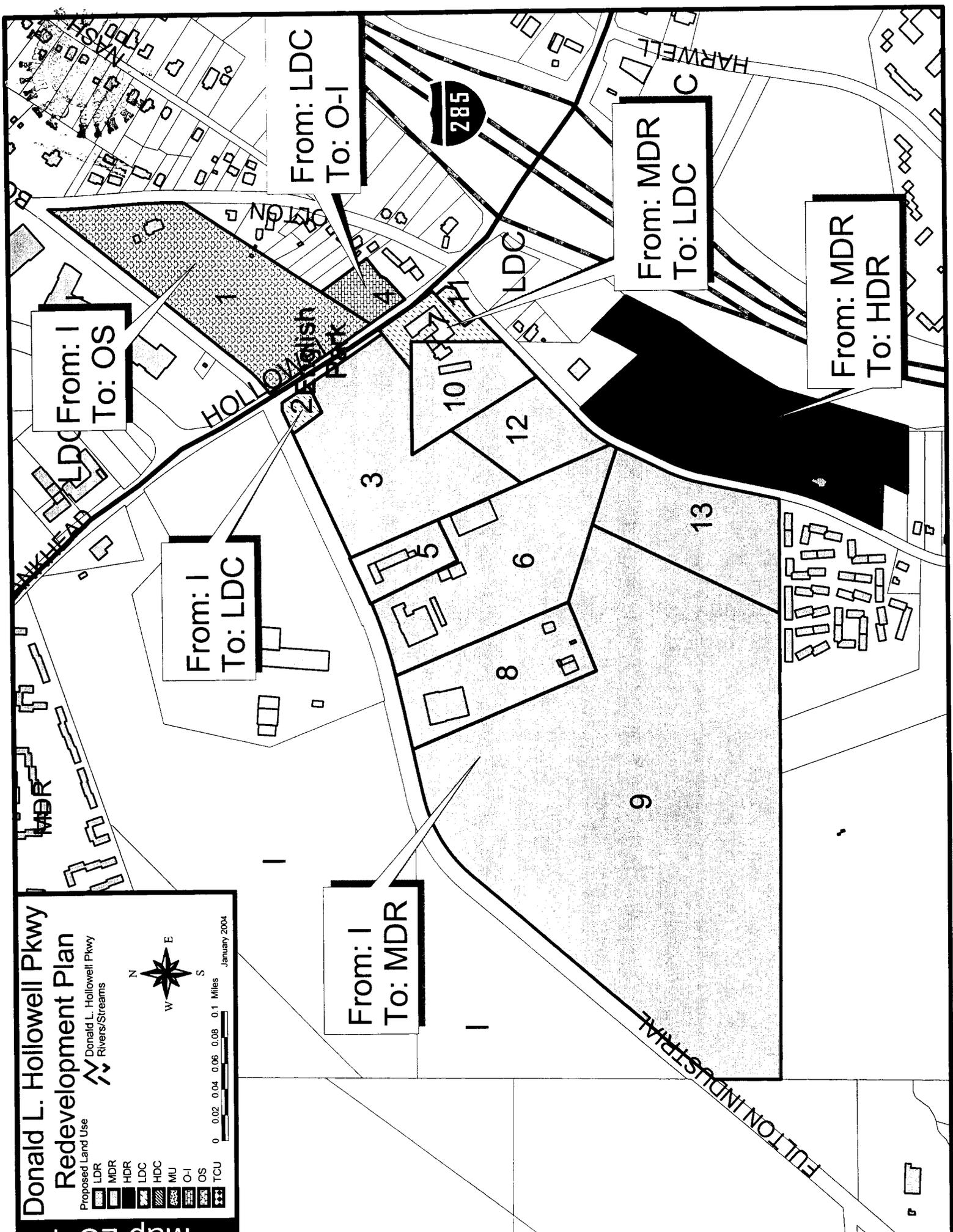
From: I
 To: LDC

From: I
 To: OS

From: LDC
 To: O-I

From: MDR
 To: LDC

From: MDR
 To: HDR



**Donald L. Hollowell Pkwy
Redevelopment Plan**

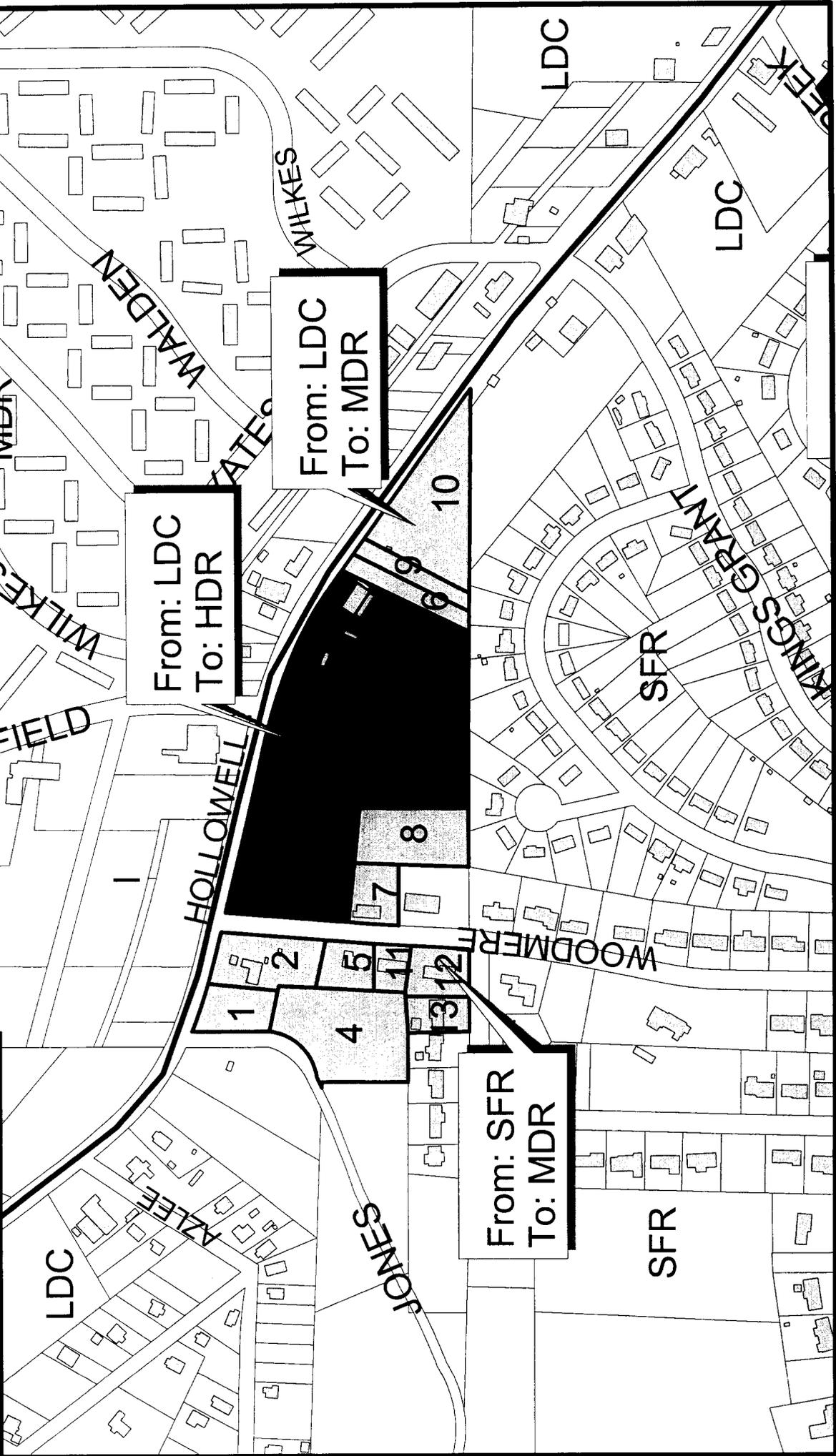
Proposed Land Use

- LDR
- MDR
- HDR
- LDC
- HDC
- MU
- O-1
- OS
- TCU

Donald L. Hollowell Pkwy
Rivers/Streams

Map LU-2

0 0.01 0.02 0.03 0.04 0.05 0.06 0.07 0.08 0.09 0.1 Miles
January 2004



Map LC-3

**Donald L. Hollowell Pkwy
Redevelopment Plan**

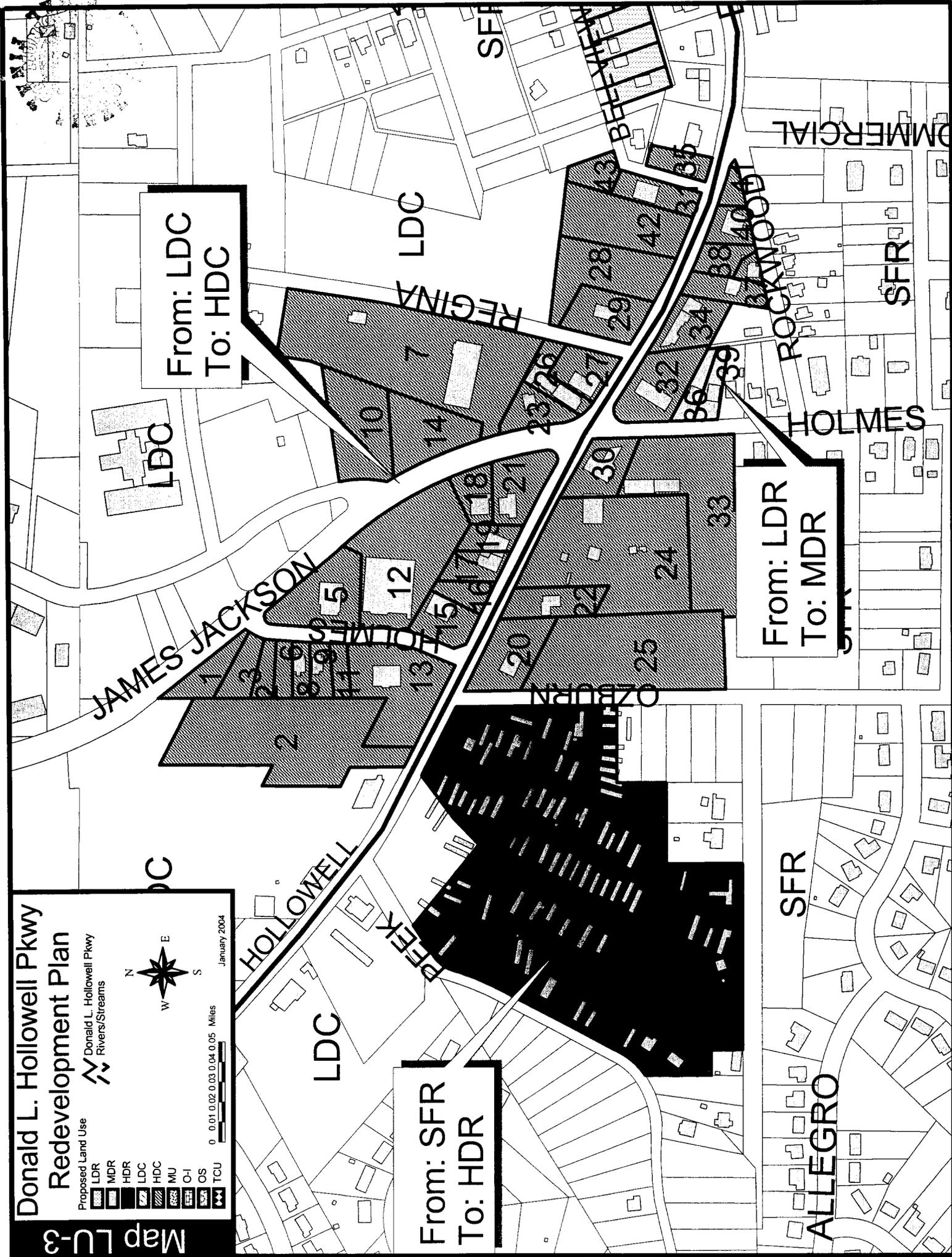
Proposed Land Use

- LDR
- MDR
- HDR
- LDC
- HDC
- MU
- O-I
- OS
- TCU

Donald L. Hollowell Pkwy
Rivers/Streams

0 0.01 0.02 0.03 0.04 0.05 Miles

January 2004



From: LDC
To: HDC

From: LDR
To: MDR

From: SFR
To: HDR

JAMES JACKSON

HOLLOWELL

REGINA

OZBURN

COMMERCIAL

ROCKWOOD

HOLMES

ALLEGRO

LDC

LDC

SFR

SFR

LDC

SFR

BECK

BECK

HOLLOWELL

LDC

1

2

3

4

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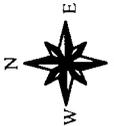
Map LU-4

**Donald L. Hollowell Pkwy
Redevelopment Plan**

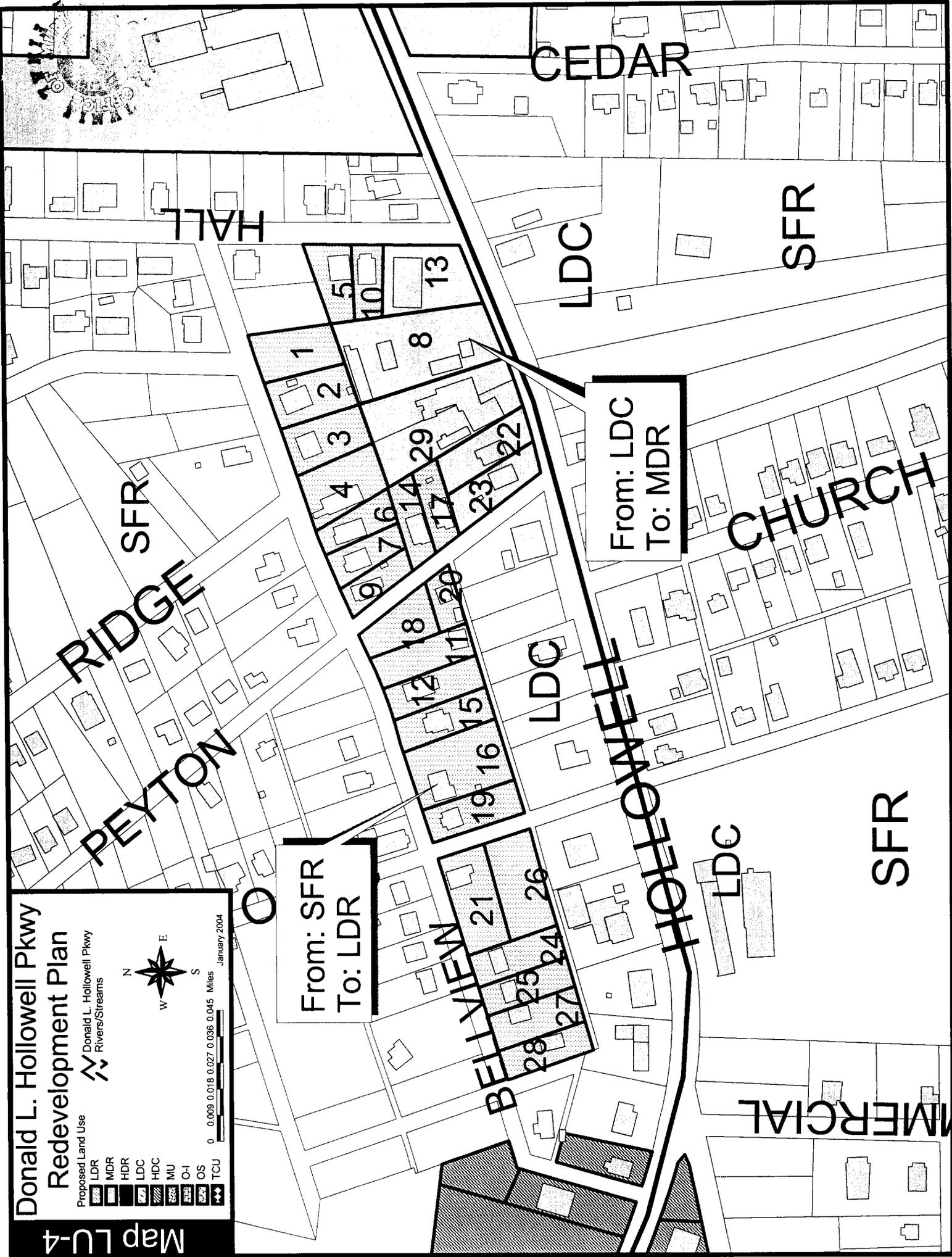
Proposed Land Use

- LDR
- MDR
- HDR
- LDC
- HDC
- MU
- O-I
- OS
- TCU

Donald L. Hollowell Pkwy
Rivers/Streams



0 0.009 0.018 0.027 0.036 0.045 Miles
January 2004



CEDAR

HALL

LDC

SFR

SFR

RIDGE

PEYTON

From: LDC
To: MDR

CHURCH

LDC

From: SFR
To: LDR

BELVIEW

HOLLOWELL

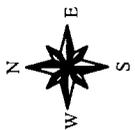
LDC

SFR

COMMERCIAL

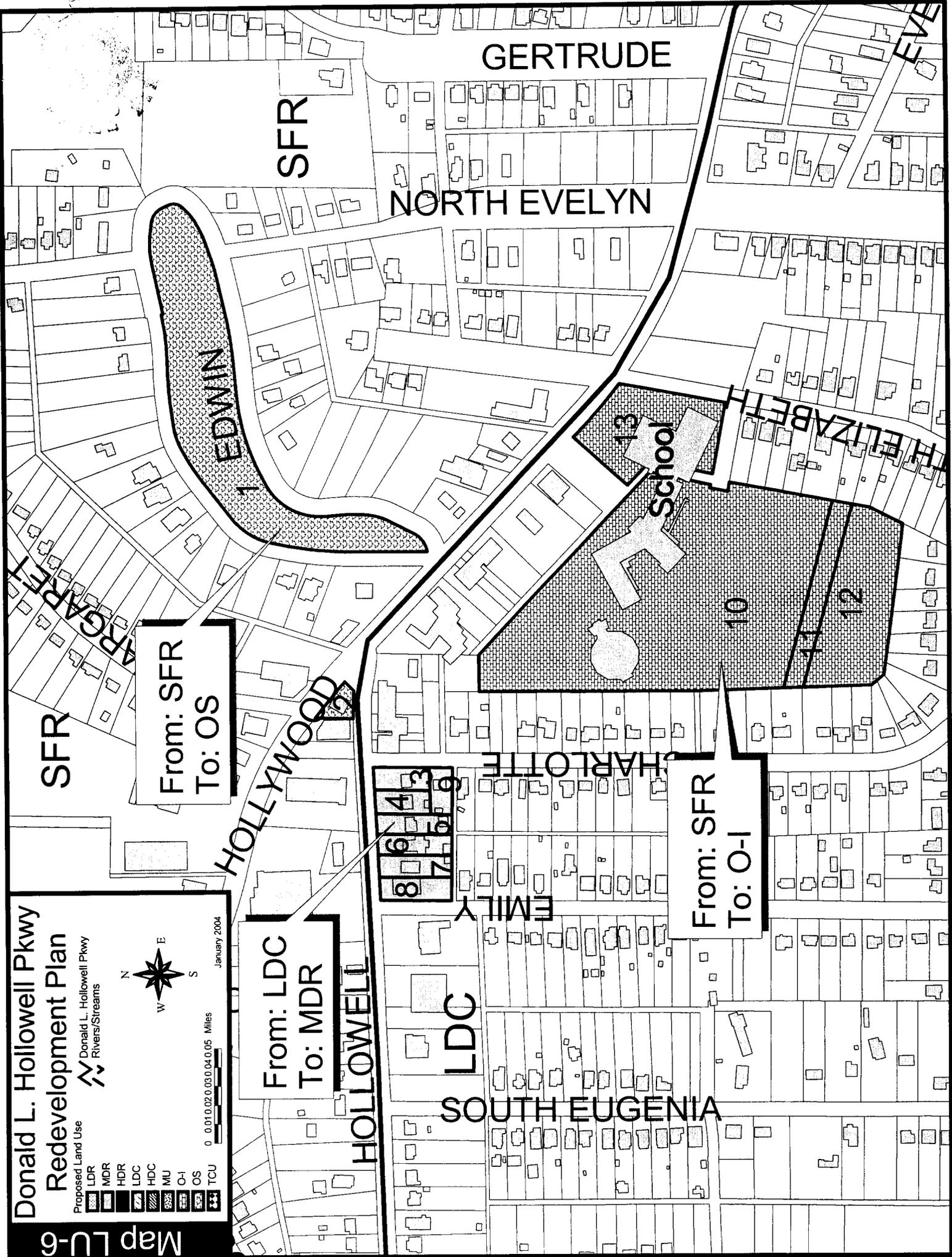
**Donald L. Hollowell Pkwy
Redevelopment Plan**

Proposed Land Use



0 0.01 0.02 0.03 0.04 0.05 Miles
 January, 2004

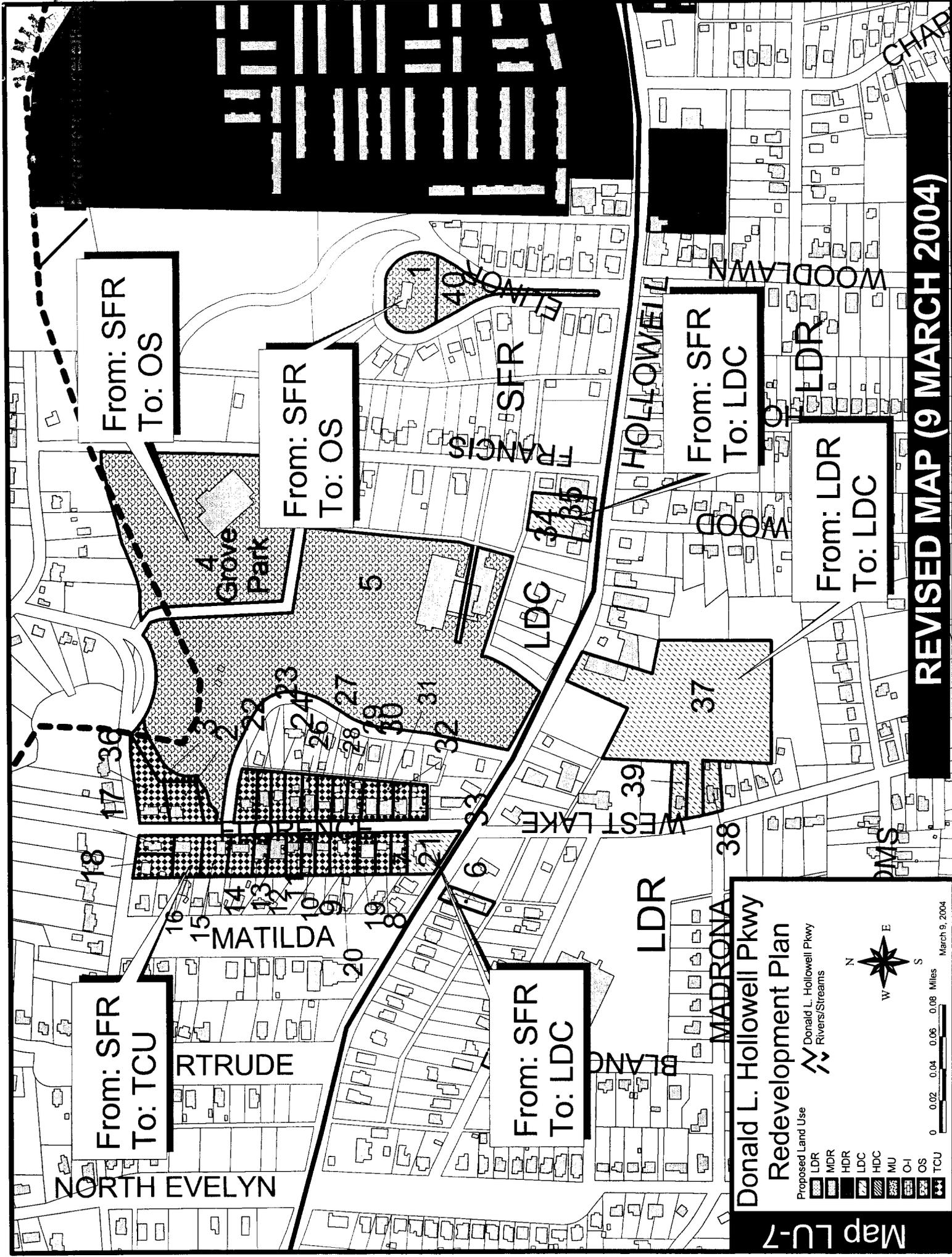
Map LU-6



From: SFR
To: OS

From: LDC
To: MDR

From: SFR
To: O-I



From: SFR
To: OS

From: SFR
To: OS

From: SFR
To: LDC

From: LDR
To: LDC

From: SFR
To: TCU

From: SFR
To: LDC

Map LU-7
Donald L. Hollowell Pkwy
Redevelopment Plan

Proposed Land Use

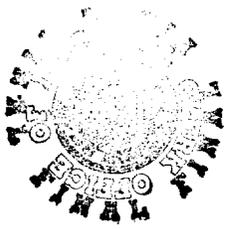
- LDR
- MDR
- HDR
- LDC
- HDC
- MU
- O1
- OS
- TCU

Donald L. Hollowell Pkwy
Rivers/Streams

0 0.02 0.04 0.06 0.08 Miles

March 9, 2004

REVISED MAP (9 MARCH 2004)



CITY COUNCIL
ATLANTA, GEORGIA

04-0-1358

Municipal Clerk
Atlanta, Georgia

AN ORDINANCE
BY: COUNCILPERSON FELICIA MOORE

CDP-04-30

AN ORDINANCE TO AMEND THE LAND USE ELEMENT OF THE
CITY OF ATLANTA 2004-2019 COMPREHENSIVE DEVELOPMENT PLAN (CDP)
SO AS TO REDESIGNATE TWELVE PROPERTIES LOCATED IN THE
**DONALD L. HOLLOWELL PKWY REDEVELOPMENT PLAN, FROM MEDIUM
DENSITY RESIDENTIAL, LOW DENSITY COMMERCIAL, AND HIGH DENSITY
COMMERCIAL TO LOW DENSITY COMMERCIAL, SINGLE FAMILY RESIDENTIAL, AND
OFFICE/INSTITUTIONAL, AND FOR OTHER PURPOSES.**

NPU's "H and J"

COUNCIL DISTRICT 9

THE CITY COUNCIL OF THE CITY OF ATLANTA, GEORGIA HEREBY ORDAINS:

SECTION 1. That the 2004-2019 Comprehensive Development Plan (CDP) of the City of Atlanta, Georgia is hereby amended by changing the Land Use Element of said Plan so as to re-designate property that is located in the **Donald L. Hollowell Pkwy Redevelopment Plan**, adopted by the Atlanta City Council March 16, 2004, from *Medium Density Residential, Low Density Commercial, and High Density Commercial, to Low Density Commercial, Single Family Residential, and Office/Institutional*, and for other purposes.

All that tract or parcels of land lying and being in Land Lots 176, 177, 208, of the 14th District and Land Lots 267 and 268 of the 17th District of Fulton County, Georgia. Said property is more specifically shown on the attached maps, 'Attachment A', Exhibits 'A' through 'D' in which are hereby made part of this ordinance.

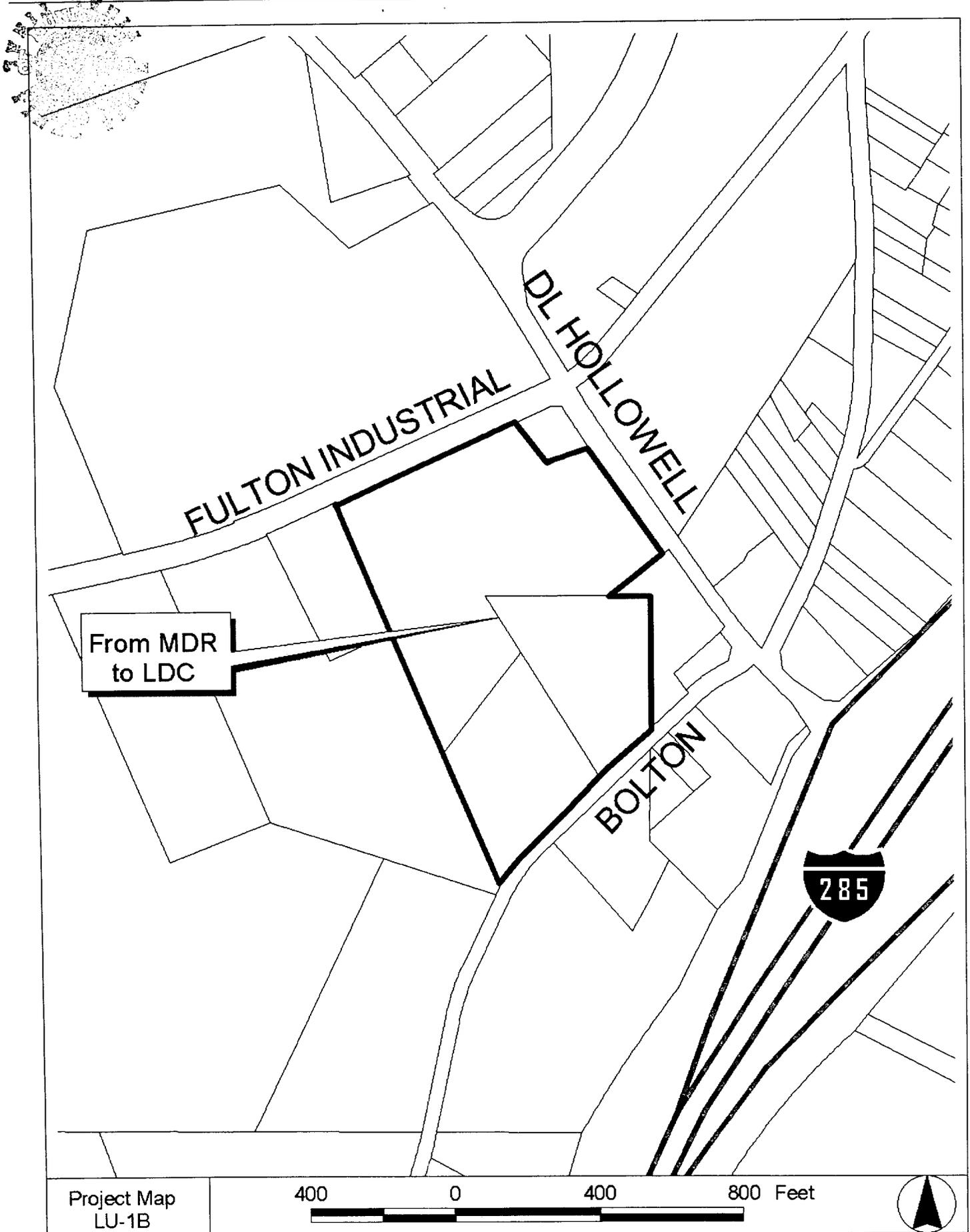
SECTION 2. That all ordinances or parts of ordinances that are in conflict with this ordinance are hereby repealed.

A true copy,

Municipal Clerk, CMC

ADOPTED by the Council
APPROVED by the Mayor

October 4, 2004
October 8, 2004



Project Map
LU-1B

Exhibit A

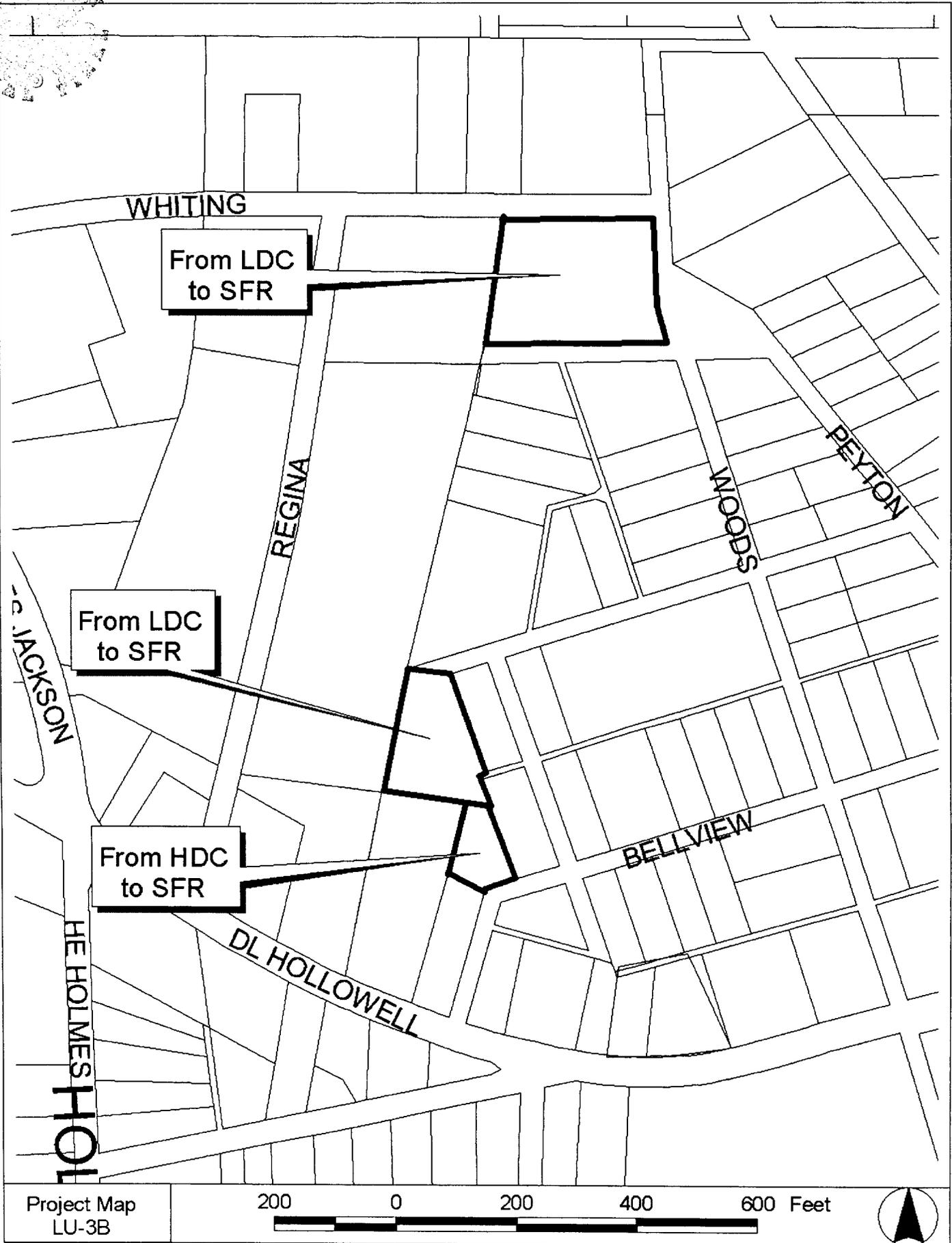
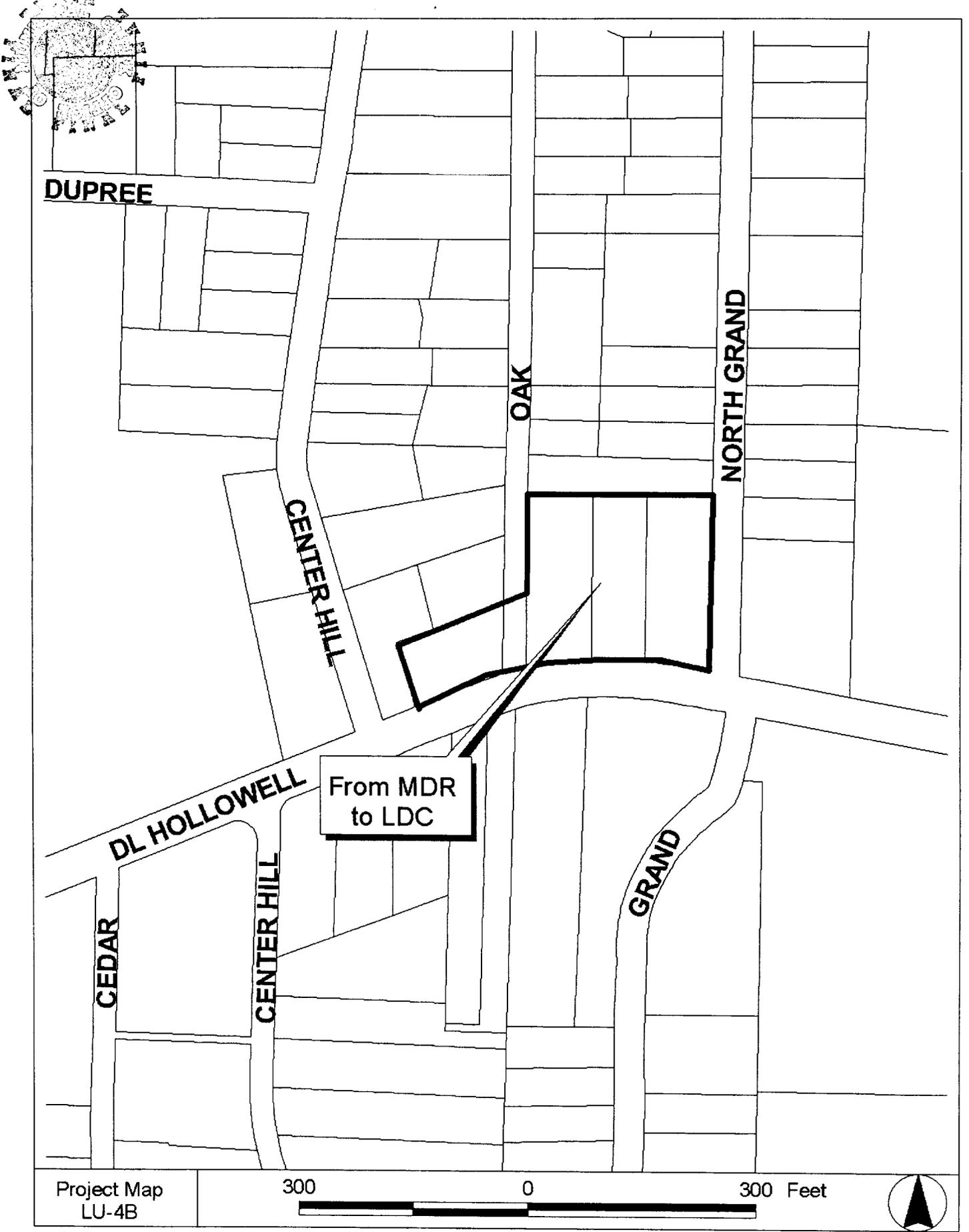


Exhibit B



Project Map
LU-4B

300 0 300 Feet

Exhibit C

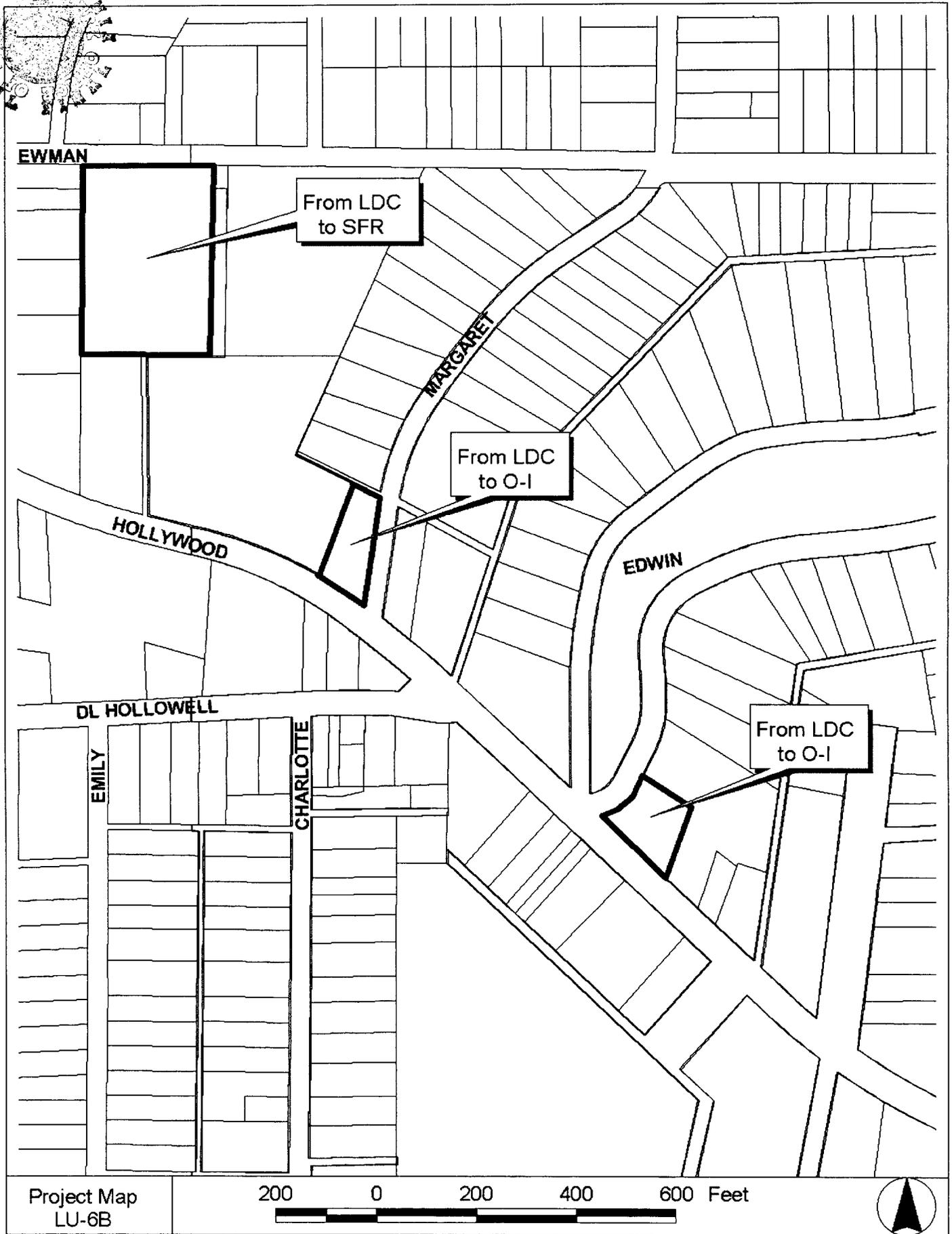
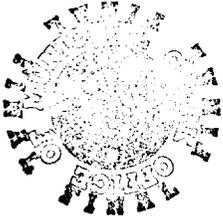


Exhibit D



Municipal Clerk
Atlanta, Georgia

04-0-0464
Z-04-29

A SUBSTITUTE (8 JULY 2004) ORDINANCE BY:
ZONING COMMITTEE

AN ORDINANCE TO AMEND THE 1982 ZONING ORDINANCE OF THE CITY OF ATLANTA BY REDESIGNATING EXISTING ZONING DISTRICTS I1, I2, C1, C2, C3, R4, R4A, R5, AND RG3 WITH DISTRICTS C1, MRC-1, MRC-2, MR-2, MR-3, MR4-B, AND O-I, AND FOR OTHER PURPOSES.

WHEREAS, the Donald L. Hollowell Pkwy Redevelopment Plan calls for the general update of zoning in the study area as a critical step necessary to implement the goals and objectives of said Plan; and

WHEREAS, commercial districts should provide adjacent neighborhoods with pedestrian accessibility to retail goods and services; and

WHEREAS, a diversified urban environment where people can live, work, meet and recreate should be created; and

WHEREAS, a compatible mixture of residential, commercial, and cultural and recreational uses should be provided; and

WHEREAS, existing transit infrastructure should be maximized; and

WHEREAS, the visual aesthetics of City streets should be improved; and

WHEREAS, sufficient, safe and accessible open space for active and passive enjoyment by residents and workers should be provided; and

WHEREAS, safe and convenient pedestrian and bicycle circulation should be provided;

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA, as follows:

Section 1: That the 1982 Zoning Ordinance Map of the City of Atlanta is hereby amended as shown on maps "Z-1" through "Z-8" of "Attachment A" and the corresponding list contained in "Attachment B."

Section 2: That the conditions specified in "Attachment C" be applied to the property located at 1677 Donald Lee Hollowell Parkway.



Section 3
repealed

That all ordinances or parts of ordinances in conflict with this ordinance shall be

A true copy,

Shonda Dauphin Johnson
Municipal Clerk, CMC

ADOPTED by the Council
APPROVED by the Mayor

AUG 16, 2004
AUG 20, 2004

Map Z-1

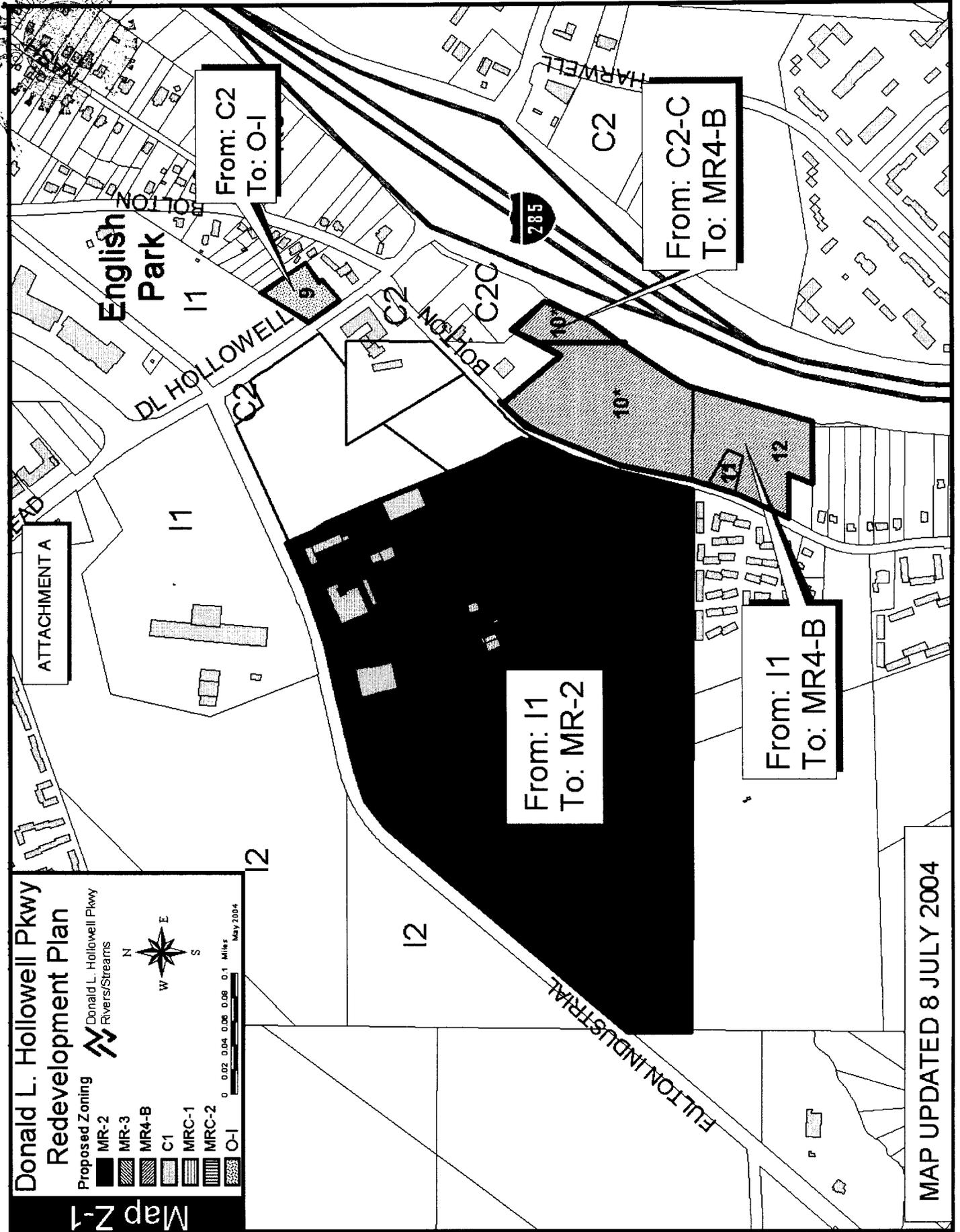
Donald L. Hollowell Pkwy Redevelopment Plan

Donald L. Hollowell Pkwy
Rivers/Streams

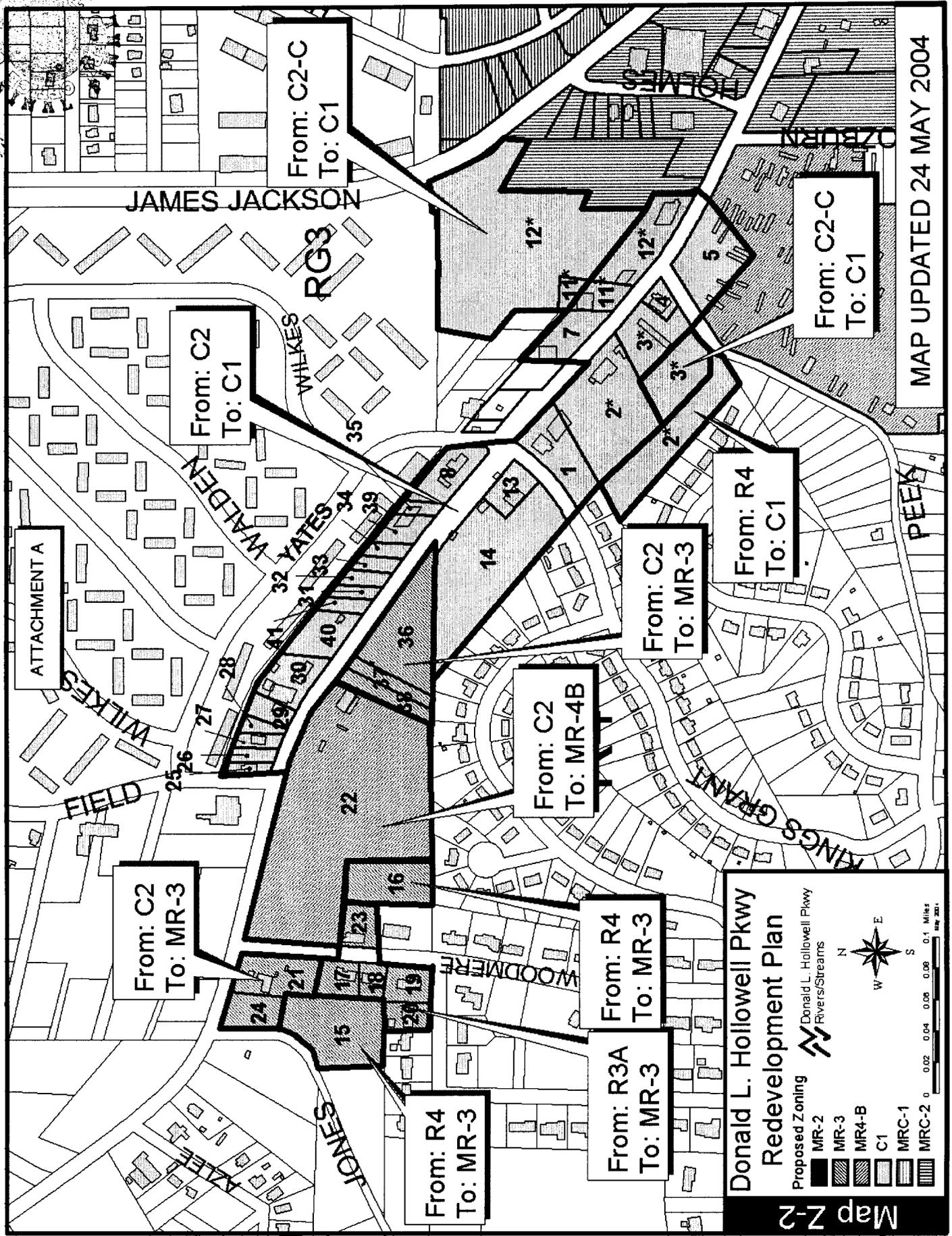
Proposed Zoning

- MR-2
- MR-3
- MR4-B
- C1
- MRC-1
- MRC-2
- O-1

0 0.02 0.04 0.06 0.1 Miles
May 2004



MAP UPDATED 8 JULY 2004



MAP UPDATED 24 MAY 2004

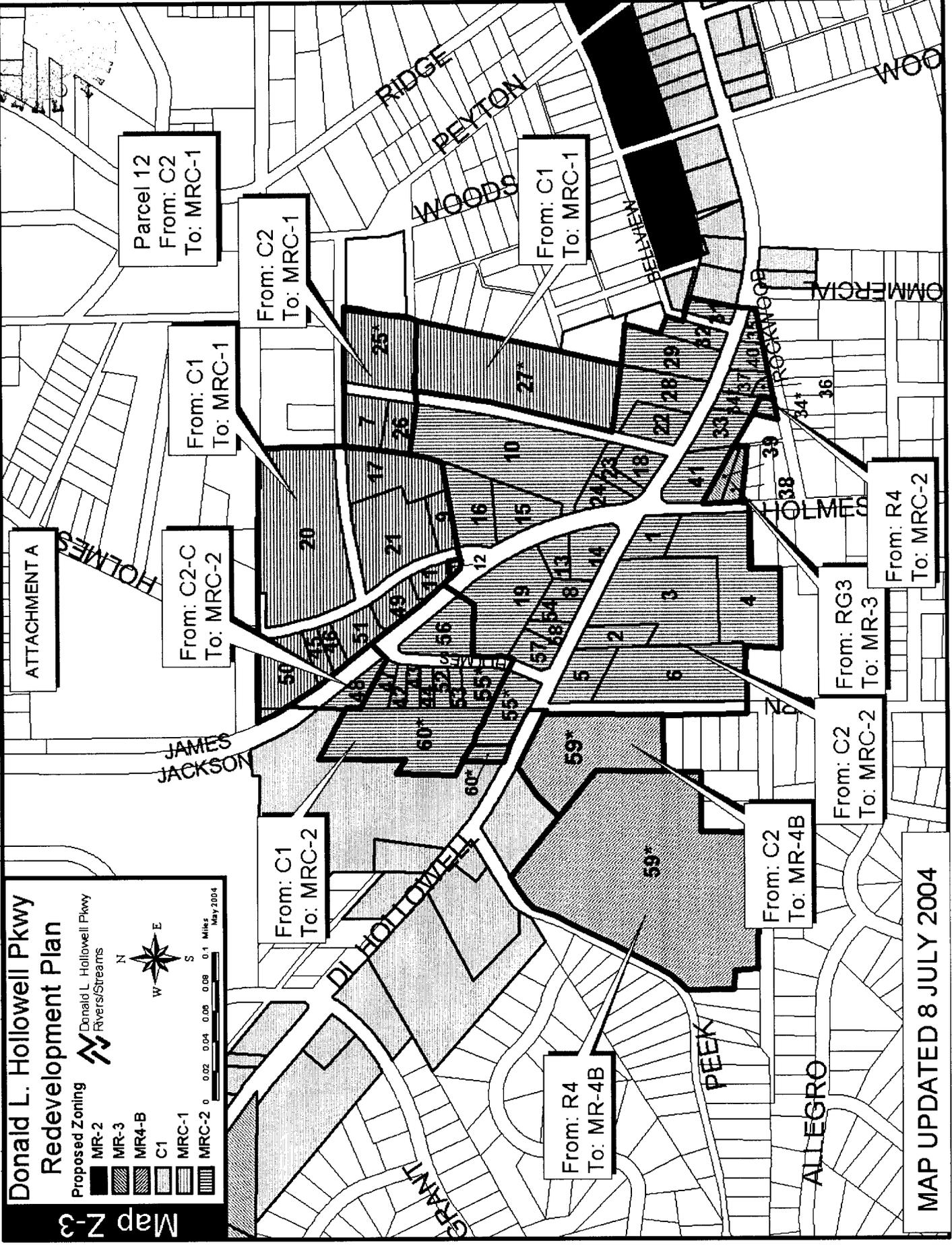
**Donald L. Hollowell Pkwy
Redevelopment Plan**

Proposed Zoning

- MIR-2
- MIR-3
- MIR4-B
- C1
- MIRC-1
- MIRC-2

Donald L. Hollowell Pkwy
Rivers/Streams

Scale: 0 0.02 0.04 0.05 0.08 0.1 Miles
May 2004



MAP UPDATED 8 JULY 2004

Map Z-4

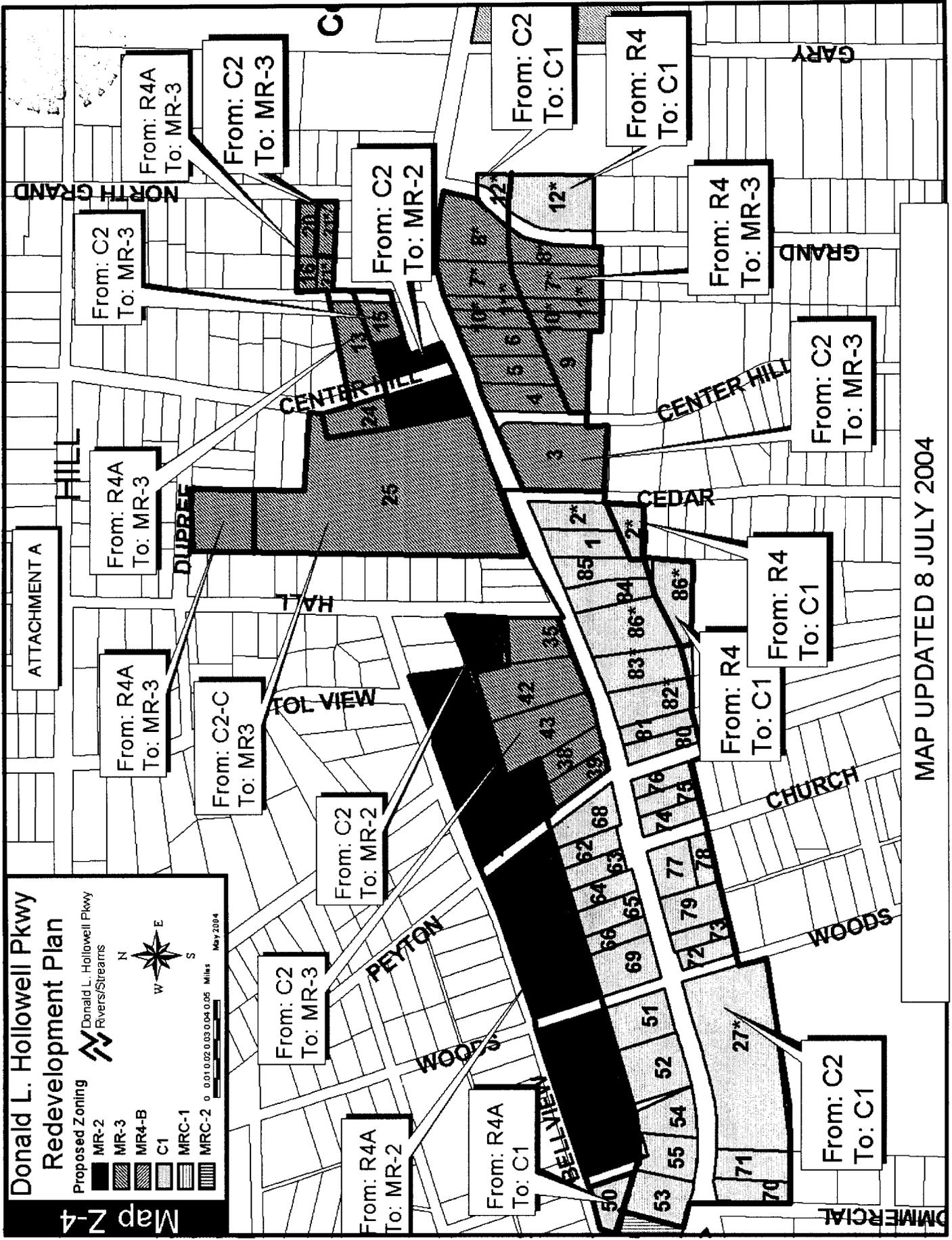
**Donald L. Hollowell Pkwy
Redevelopment Plan**

Donald L. Hollowell Pkwy
Rivers/Streams

Proposed Zoning

- MIR-2
- MIR-3
- MIR4-B
- C1
- MIRC-1
- MIRC-2

Scale: 0 0.01 0.02 0.03 0.04 0.05 Miles
May 2004



MAP UPDATED 8 JULY 2004

Map Z-5

Donald L. Hollowell Pkwy Redevelopment Plan

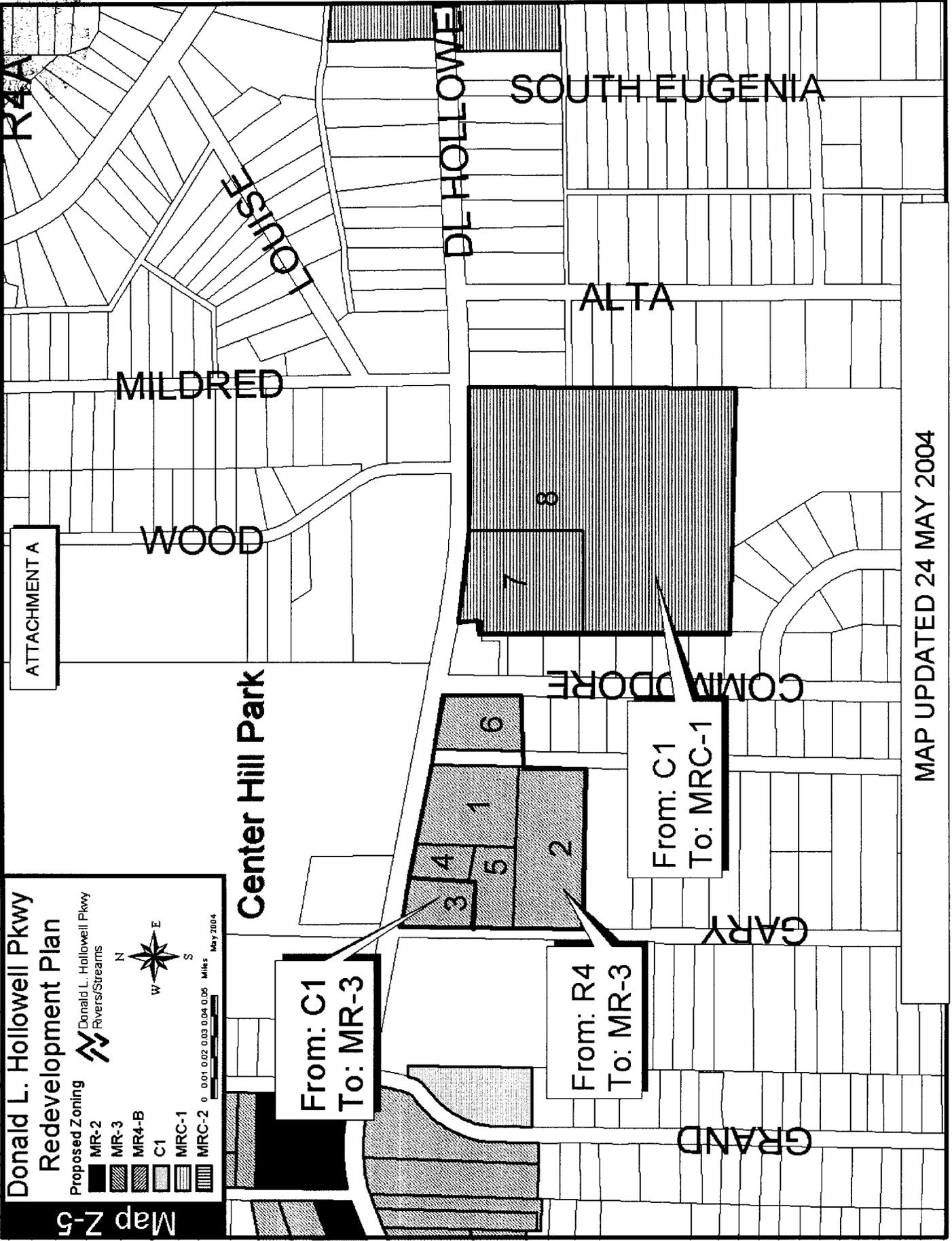
Proposed Zoning

- MR-2
- MR-3
- MR4-B
- C1
- MRC-1
- MRC-2

Donald L. Hollowell Pkwy Rivers/Streams

Scale: 0 0.01 0.02 0.03 0.04 0.05 Miles

May 2004



MAP UPDATED 24 MAY 2004



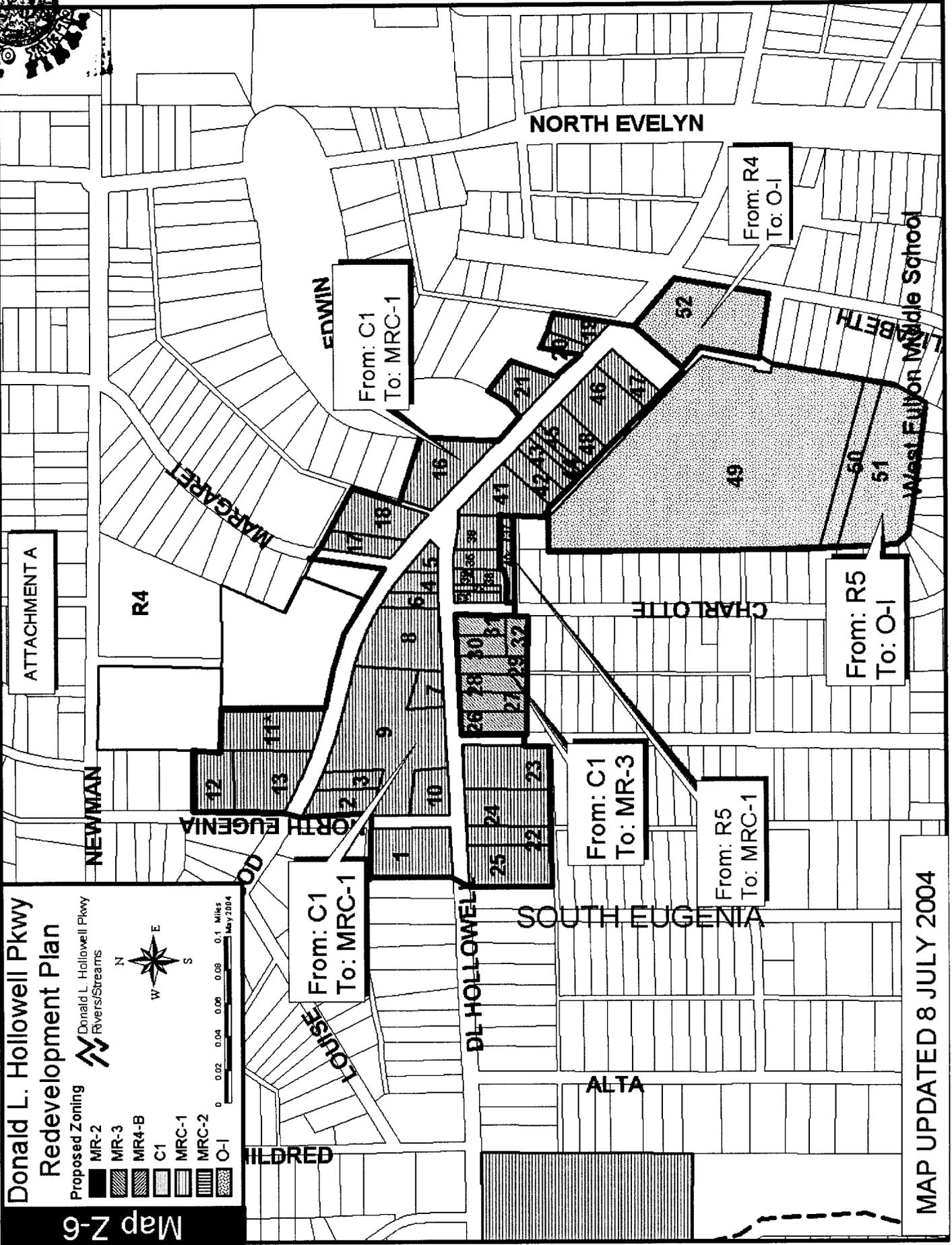
**Donald L. Hollowell Pkwy
Redevelopment Plan**

Proposed Zoning

- MR-2
- MR-3
- MR4-B
- C1
- MRC-1
- MRC-2
- O-I

Donald L. Hollowell Pkwy
Rivers/Streams

Map Z-6
May 7, 2004



MAP UPDATED 8 JULY 2004



Map Z-7

**Donald L. Hollowell Pkwy
Redevelopment Plan**

Donald L. Hollowell Pkwy
Rivers/Streams

Proposed Zoning

- MR-2
- MR-3
- MR4-B
- C1
- C1-C
- MRC-1
- MRC-2
- O1

Scale: 0 0.02 0.04 0.06 0.1 Miles

May 2004



MAP UPDATED 8 JULY 2004



Conditions for property located at 1677 Donald Lee Hollowell Parkway (Identified as Parcel #9 on Map Z-7).

1. **Sidewalks.** Public sidewalks shall be located along all public streets and shall have a minimum width of 15 feet. Sidewalks shall consist of two zones: a street furniture and tree planting zone, and a clear zone.

The street furniture and tree planting zone shall have a minimum width of five (5) feet, and shall be located immediately adjacent to the curb and shall be continuous. In addition to the planting of trees, this zone may also be used for the placement of street furniture including utility poles, waste receptacles, fire hydrants, traffic signs, newspaper vending boxes, bus shelters, bicycle racks and similar elements in a manner that does not obstruct pedestrian access or motorist visibility and as approved by the Director of the Bureau of Planning.

The clear zone shall be a minimum width of ten (10) feet and shall be located immediately contiguous to the street furniture and tree planting zone and shall be continuous. Said zone shall be hardscape, and shall be unobstructed for a minimum height of eight (8) feet.

2. **Street tree planting requirements.** Street trees are required and shall be planted in the ground a maximum of forty feet (40') on center within the street furniture and tree planting zone and spaced equal distance between street lights. All newly planted trees shall be a minimum of three (3) inches in caliper measured thirty-six (36) inches above ground, shall be a minimum of twelve (12) feet in height, shall have a minimum mature height of forty (40) feet, and shall be limbed up to a minimum height of seven (7) feet. Trees shall have a minimum planting area of forty (40) square feet.
3. **Pedestrian Entrance.** A primary entrance for pedestrians to access all sidewalk level uses and business establishments with street frontage shall be provided. This entrance shall face and be visible from Donald Lee Hollowell Parkway, shall be directly accessible and visible from the sidewalk, and shall remain unlocked during business hours.
4. **Windows (Fenestration).** Fenestration shall be provided for a minimum of sixty-five (65%) percent of the length of the frontage along Donald Lee Hollowell Parkway. Frontage area shall be determined beginning at a point not more than three (3) feet above the sidewalk, to a height no less than ten (10) feet above the sidewalk. Fenestration shall not utilize painted glass, reflective glass or other similarly treated or opaque windows. Entrances may be counted towards fenestration requirements.
5. **Off-street Parking.** Off-street surface parking shall not be located between a building and the street without an intervening building.
6. **Driveway Access.** One-way automobile entrance to the property shall be from Florence Street only. One-way automobile exit from the property shall be to Donald Lee Hollowell Parkway, with left turns prohibited. No more than two (2) curb cuts shall be permitted. A maximum curb cut width of twelve feet (12') is permitted.



CITY COUNCIL
ATLANTA, GEORGIA
~~Municipal Clerk~~
Atlanta, Georgia

04-0-1359

Z-04-97

AN ORDINANCE BY
COUNCILPERSON FELICIA MOORE

AN ORDINANCE TO AMEND THE 1982 ZONING ORDINANCE OF THE CITY OF ATLANTA BY REDESIGNATING THIRTEEN PROPERTIES HAVING EXISTING ZONING DISTRICTS C1,C2, I1, I1-C, and R5 WITH DISTRICTS MRC-1, MRC-2, R4A, I1-C, and O-I AS PART OF THE IMPLEMENTATION OF THE DONALD L. HOLLOWELL PARKWAY REDEVELOPMENT PLAN, AND FOR OTHER PURPOSES.

WHEREAS, the Donald L. Hollowell Pkwy Redevelopment Plan calls for the general update of zoning in the study area as a critical step necessary to implement the goals and objectives of said Plan; and

WHEREAS, commercial districts should provide adjacent neighborhoods with pedestrian accessibility to retail goods and services; and

WHEREAS, a diversified urban environment where people can live, work, meet and recreate should be created; and

WHEREAS, a compatible mixture of residential, commercial, and cultural and recreational uses should be provided; and

WHEREAS, the visual aesthetics of City streets should be improved; and

WHEREAS, sufficient, safe and accessible open space for active and passive enjoyment by residents and workers should be provided; and

WHEREAS, existing single-family residential districts should generally be protected from increasing commercial encroachment;

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA, as follows:

Section 1: That the 1982 Zoning Ordinance Map of the City of Atlanta is hereby amended as shown on maps in "Attachment A", Exhibits "A" through "C".

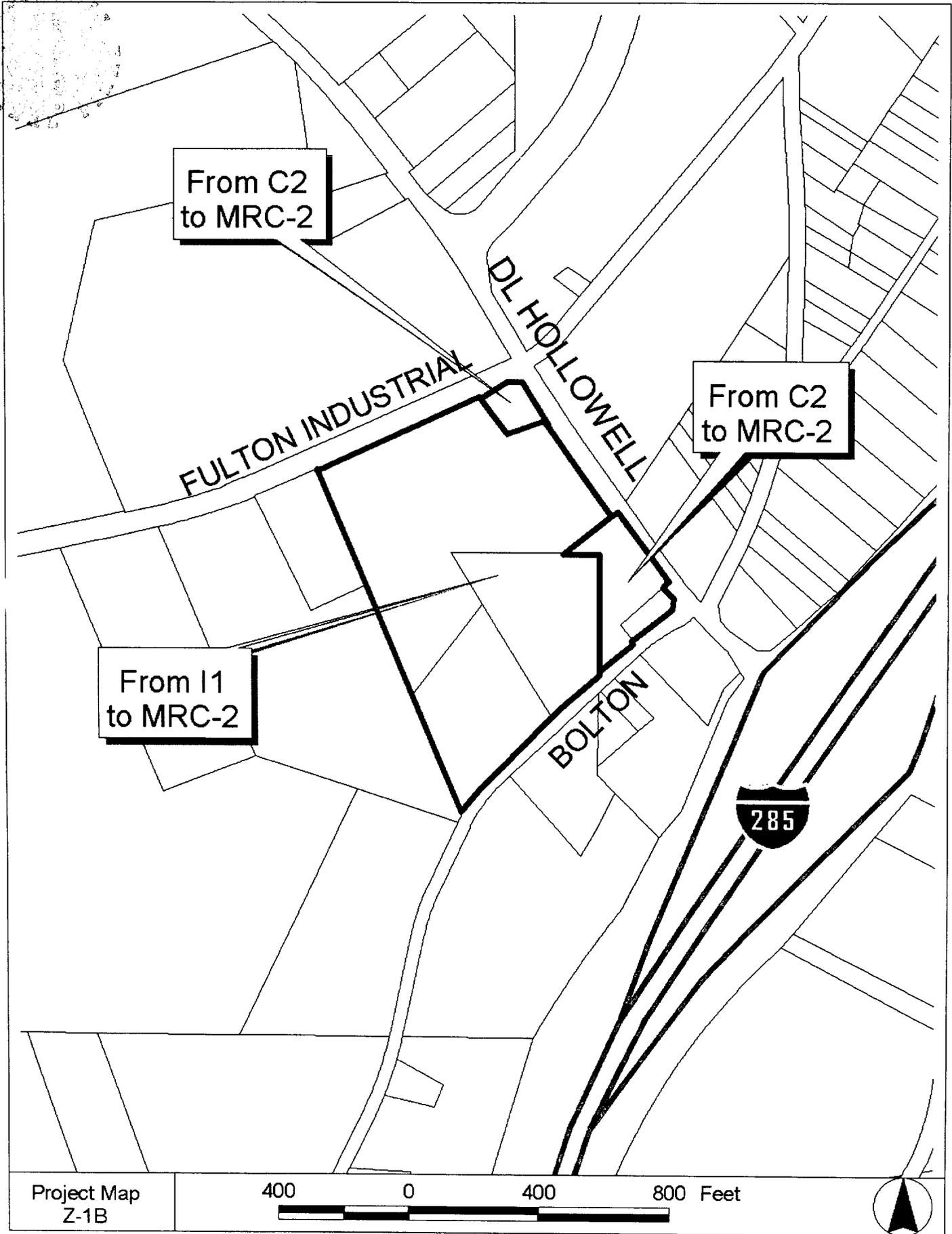
Section 2: That all ordinances or parts of ordinances in conflict with this ordinance shall be repealed.

A true copy,

Municipal Clerk, CMC

ADOPTED by the Council
APPROVED by the Mayor

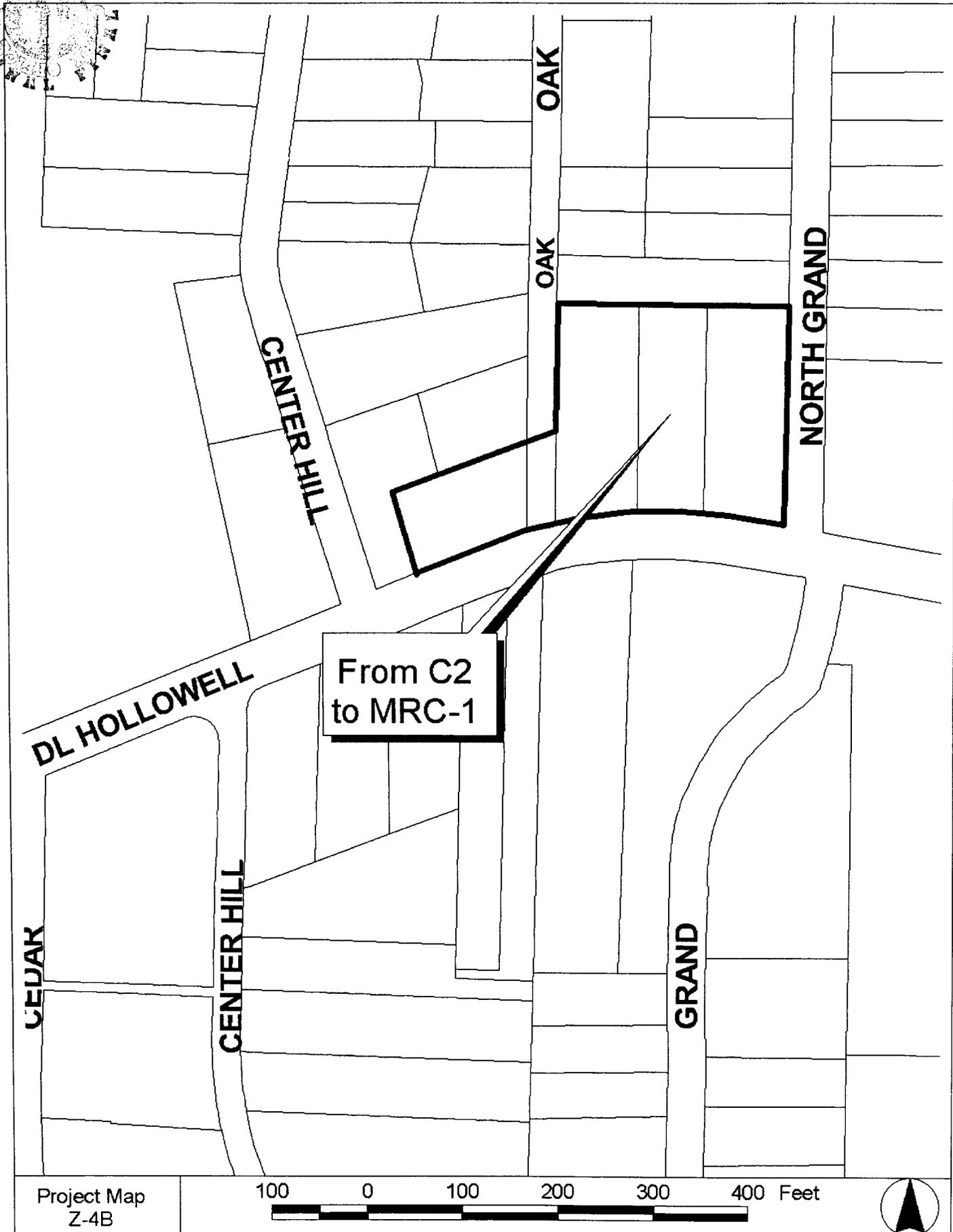
NOV 01, 2004
NOV 05, 2004



Project Map
Z-1B

400 0 400 800 Feet

Exhibit A



Project Map
Z-4B



CITY COUNCIL
ATLANTA, GEORGIA

04 ○ 2273

AN ORDINANCE
BY: COUNCILPERSON FELICIA MOORE

AN ORDINANCE CORRECTING ORDINANCE 04-O-1359 ADOPTED BY CITY COUNCIL NOVEMBER 1, 2004, APPROVED BY THE MAYOR NOVEMBER 5, 2004 REZONING THIRTEEN PROPERTIES AS PART OF THE IMPLEMENTATION OF THE DONALD L. HOLLOWELL PARKWAY REDEVELOPMENT PLAN, SO THAT THE MAP ENTITLED "ATTACHMENT A, EXHIBIT C," INTENDED AS PART OF THE ORIGINAL LEGISLATION, IS INCLUDED.

WHEREAS, ordinance 04-O-1359 referenced thirteen properties for rezoning identified 'as shown on maps in "Attachment A", Exhibits "A" through "C"; and

WHEREAS, ordinance 04-O-1359, as adopted by City Council on November 1, 2004, contained only "Attachment A", Exhibits "A" and "B", that together identified only ten properties; and

WHEREAS, "Attachment A", Exhibit "C" identifies the remaining three properties to be rezoned as part of the original legislation;

THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA, as follows:

Section 1: That Ordinance 04-O-1359 adopted by the City Council November 1, 2004, approved by the Mayor November 5, 2004, be corrected to include "Attachment A", Exhibit "C", as attached to this ordinance.

Section 2: That the maps referred to, now on file in the Office of the Municipal Clerk, be changed to reflect the terms of this ordinance.

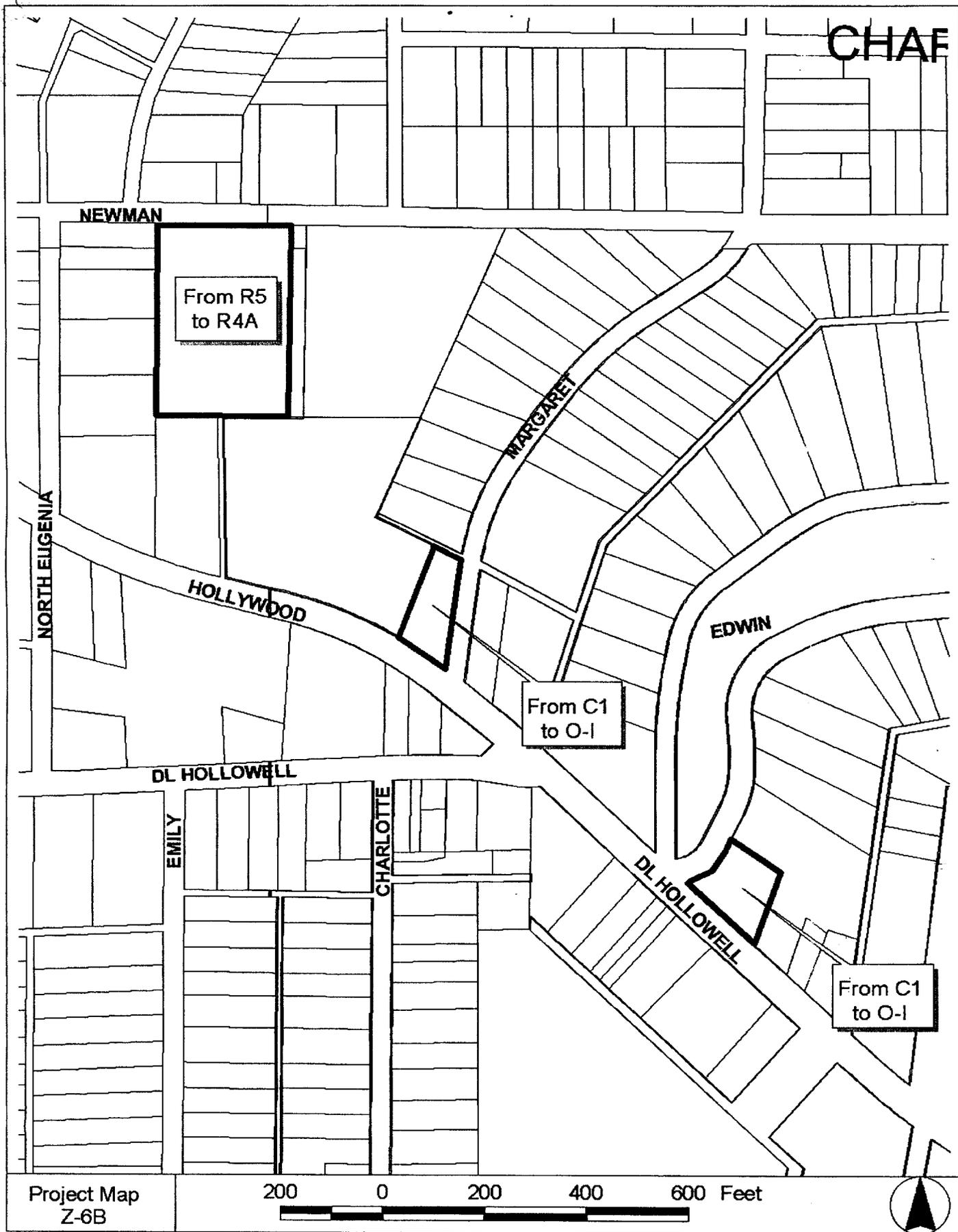
Section 3: That all ordinances or parts of ordinances in conflict with this ordinance shall be repealed.

A true copy,

Municipal Clerk, CMC

ADOPTED by the Council
APPROVED by the Mayor

Jan 03, 2005
Jan 10, 2005



CHAF

Project Map
Z-6B

200 0 200 400 600 Feet

Exhibit C



CITY COUNCIL
ATLANTA, GEORGIA

04 ○ 2273

AN ORDINANCE
BY: COUNCILPERSON FELICIA MOORE

AN ORDINANCE CORRECTING ORDINANCE 04-O-1359 ADOPTED BY CITY COUNCIL NOVEMBER 1, 2004, APPROVED BY THE MAYOR NOVEMBER 5, 2004 REZONING THIRTEEN PROPERTIES AS PART OF THE IMPLEMENTATION OF THE DONALD L. HOLLOWELL PARKWAY REDEVELOPMENT PLAN, SO THAT THE MAP ENTITLED "ATTACHMENT A, EXHIBIT C," INTENDED AS PART OF THE ORIGINAL LEGISLATION, IS INCLUDED.

WHEREAS, ordinance 04-O-1359 referenced thirteen properties for rezoning identified 'as shown on maps in "Attachment A", Exhibits "A" through "C"; and

WHEREAS, ordinance 04-O-1359, as adopted by City Council on November 1, 2004, contained only "Attachment A", Exhibits "A" and "B", that together identified only ten properties; and

WHEREAS, "Attachment A", Exhibit "C" identifies the remaining three properties to be rezoned as part of the original legislation;

THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA, as follows:

Section 1: That Ordinance 04-O-1359 adopted by the City Council November 1, 2004, approved by the Mayor November 5, 2004, be corrected to include "Attachment A", Exhibit "C", as attached to this ordinance.

Section 2: That the maps referred to, now on file in the Office of the Municipal Clerk, be changed to reflect the terms of this ordinance.

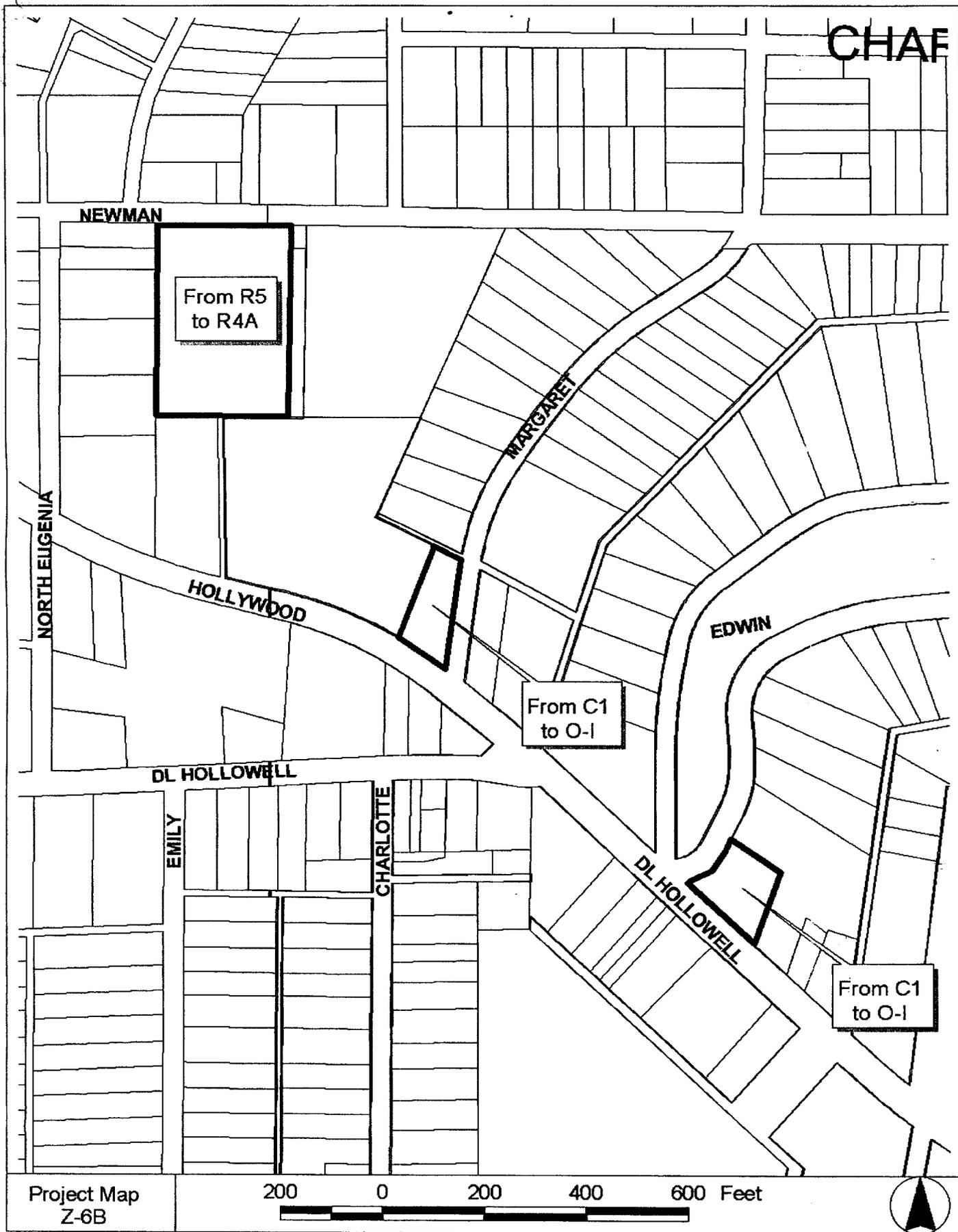
Section 3: That all ordinances or parts of ordinances in conflict with this ordinance shall be repealed.

A true copy,

Municipal Clerk, CMC

ADOPTED by the Council
APPROVED by the Mayor

Jan 03, 2005
Jan 10, 2005



CHAF

NEWMAN

From R5
to R4A

NORTH EUGENIA

HOLLYWOOD

MARGARET

EDWIN

From C1
to O-1

DL HOLLOWELL

EMILY

CHARLOTTE

DL HOLLOWELL

From C1
to O-1

Project Map
Z-6B

200 0 200 400 600 Feet



Exhibit C



05-0609

City Council
Atlanta, Georgia

AN ORDINANCE
BY: COUNCILMEMBER FELICIA MOORE

Z-05-24
Date Filed: 3-21-05

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA, as follows:

SECTION 1. That the Zoning Ordinance of the city of Atlanta be amended, and the maps established in connection therewith be changed so that the following property located at **2748 Donald Lee Hollowell Parkway, N.W.** be changed from the MR-4B (Multi-Family Residential) and RG-3-C (Residential General-Sector-3-Conditional) Districts, to the MR-4A (Multi-Family Residential) District, to wit:

ALL THAT TRACT or parcel of land lying and being in Land Lot 209 of the 14th District, Fulton County, Georgia, being more particularly described by the attached Exhibit 'A'.

SECTION 2. If this amendment is approved under the provisions of Section 16-02.003 of the Zoning Ordinance of the City of Atlanta, entitled, "Conditional Development", as identified by the use of the suffice "C" after the district designation in Section 1 above, the Director, Bureau of Buildings, shall issue a building permit for the development of the above-described property only in compliance with the attached conditions. Any conditions hereby approved (including any conditional site plan) do not authorize the violation of any district regulations. District regulation variances can be approved only by application to the Board of Zoning Adjustment.

SECTION 3. That the maps referred to, now on file in the Office of the Municipal Clerk, be changed to conform with the terms of this ordinance.

SECTION 4. That all ordinances or parts of ordinances in conflict with the terms of this ordinance are hereby repealed.

A true copy,

Municipal Clerk, CMC

ADOPTED by the Council
APPROVED by the Mayor

May 02, 2005
May 09, 2005

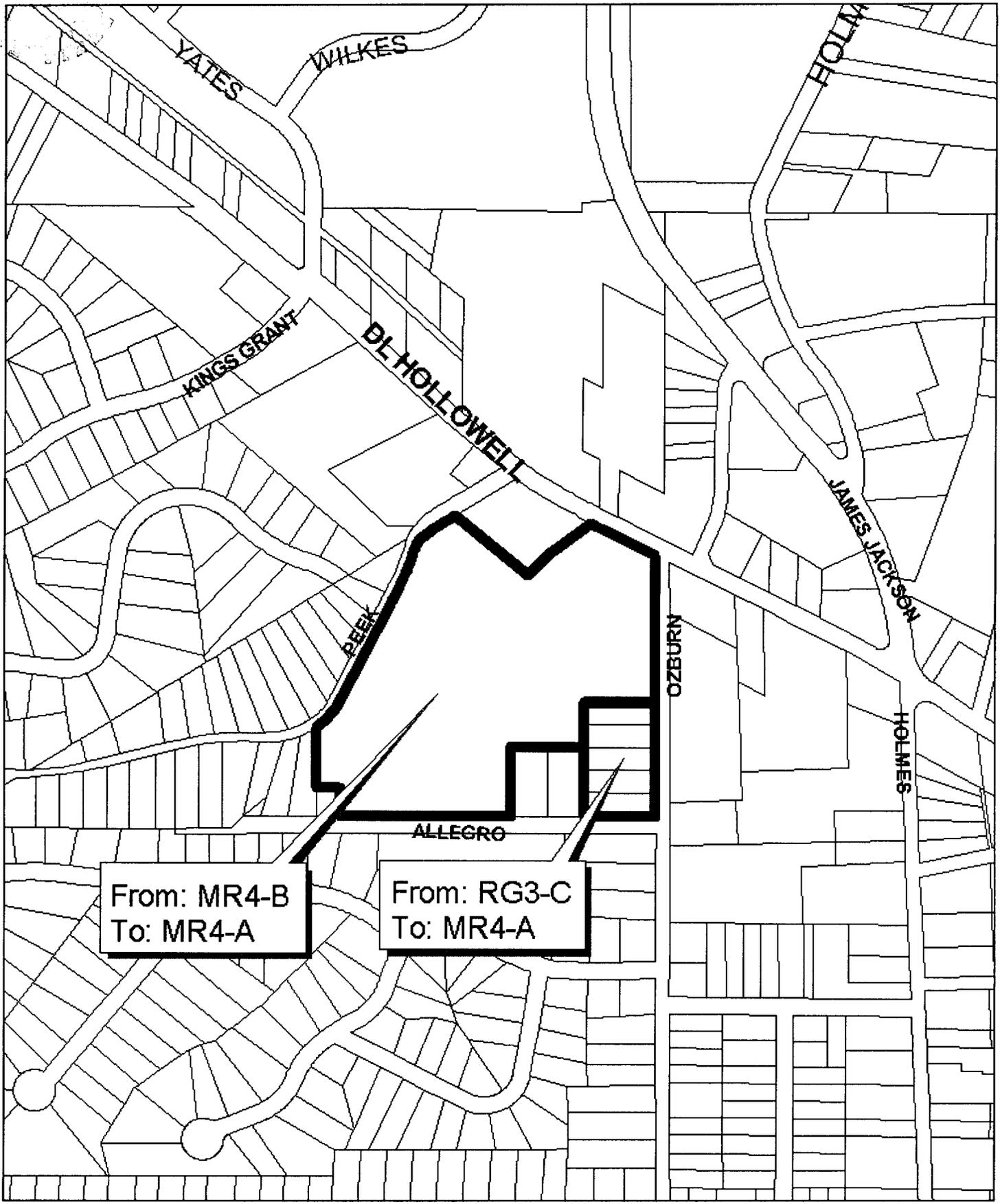


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Executive Summary

The Donald L. Hollowell Parkway Redevelopment Plan (DLH Plan) builds upon several previous planning efforts, particularly the Northwest Atlanta Framework Plan (NAFP) adopted in October 2000. It is intended to guide public and private decision-making and investment along the corridor over the next 20 years. The DLH Plan examines all of the properties fronting on Donald L. Hollowell Parkway between Stiff Street and the Chattahoochee River- a length of approximately 5.3 miles. The DLH Plan boundary defines the area where the vision, policies and objectives of this plan apply.

This plan is the result of a collaborative process among public agencies, community organizations, citizens, property owners and businesses. The Bureau held nine public input meetings attended by over 160 participants to gather input, generate ideas, and review plan proposals. Bureau of Planning staff and Robert Charles Lesser & Co. LLC provided analyses of existing conditions, land use, transportation, demographic & economic trends, and the real estate market, and Robert Gray & Associates provided public participation expertise.

Findings from these analyses show that the area's poor image is related to the abundance of abandoned buildings and the perception of higher than average crime, as well as the high concentration of below-market-rate housing and subsequent lower income characteristics. The outlook for the next 10 years, however, suggests opportunity for a significant turnaround for the corridor and surrounding neighborhoods. The corridor and the area surrounding it is expected to receive up to 337 new households annually, and currently can support an additional 180,000 square feet of retail. Major transportation projects are already planned or underway totaling \$34.5 million, and additional projects are needed.

Based on this information and the vision and goals of the stakeholders, a number of recommendations have been made, the implementation of which will help to make the Donald L. Hollowell Corridor a more vibrant and livable community. An activity node development pattern is the driving force behind many of the recommendations. The recommended nodes are as follows:

- Woodmere Residential District
- James Jackson Commercial Core
- Center Hill Residential District
- Hollywood Village
- Grove Park Commercial Center
- Bankhead Mixed Use Center

Donald L Hollowell Pkwy Redevelopment Plan

Recommendations for projects and policies support this development pattern and include changes to the 15 Year Land Use plan and changes to the existing zoning districts. Additional recommendations include transportation projects such pedestrian and bicycle improvements, intersection improvements, and the addition of a planted median along a portion of Donald L. Hollowell Pkwy. Installation of gateways, acquisition of tax delinquent vacant properties, purchase of greenspace, utilization of economic development resources, establishment of a brownfield identification program, and establishment of historic preservation districts are also recommended.

Implementation of this plan will utilize a phased approach with short term projects being implemented at Hollywood Village and Center Hill Residential District over the next 3 to 5 years, James Jackson Commercial Core and Bankhead Mixed Use Center projects being implemented over the next 5 to 7 years, and projects at Grove Park Commercial Center and Woodmere Residential District being pursued over the long term.

The Donald L. Hollowell Pkwy corridor is finally poised for change, and with the help of the community and this plan, that change can be for the better.

1. Introduction

1.1 Purpose of this Plan

The Donald L. Hollowell Parkway Redevelopment Plan (DLH Plan) is intended to guide public and private decision-making and investment along the corridor over the next 20 years. The plan provides policy direction in a number of key areas, including land use, urban design, transportation, housing and economic development. The DLH Plan builds upon several previous planning efforts, particularly the Northwest Atlanta Framework Plan (NAFP) adopted in October 2000. The NAFP presented a collective vision and plan for the redevelopment of the Northwest Atlanta community. The study focused on the several major corridors, one of which was the Donald L. Hollowell Parkway (known at the time as Bankhead Highway) Corridor. A major recommendation of the Northwest Atlanta Framework Plan was to create a redevelopment plan for the D.L. Hollowell corridor in order to provide specific development and design criteria and project areas. The DLH Plan is intended to protect and enhance the livability, character and economic vitality of this urban area while providing a means for guiding change over time.

What is a Redevelopment Plan?

The Georgia Redevelopment Powers Law enacted by the Georgia legislature in 1985 recognizes that economically and socially depressed areas exist and that redevelopment should be encouraged in these areas. It gives "counties and municipalities additional powers to form a more effective partnership with private enterprise to overcome economic limitations that have previously impeded or prohibited redevelopment of such areas." In addition to the well known definition of a redevelopment area as a slum that is detrimental to public health, safety, morals or welfare, a redevelopment area can also be defined as "Any geographic area...which has previously been developed for commercial, residential, industrial, office, or similar...uses...in which the current condition of the area is less desirable than the redevelopment of the area for new commercial, residential, industrial, office or other uses, or a combination of uses, including the provision of open space or pedestrian and transit improvements...[36-44-3 (7[F])]." A "redevelopment plan" means a written plan of redevelopment for a redevelopment area which shows that the area has not been subject to growth and development through private enterprise, explains the proposed uses after the redevelopment of real property, estimates the costs of redevelopment projects, and certifies that the proposed redevelopment plan conforms with the local comprehensive and zoning plans. Creating a redevelopment plan gives the redevelopment agency (in this case, the City of Atlanta) the power to acquire and retain or dispose of property for only those redevelopment purposes stated expressly in the plan.

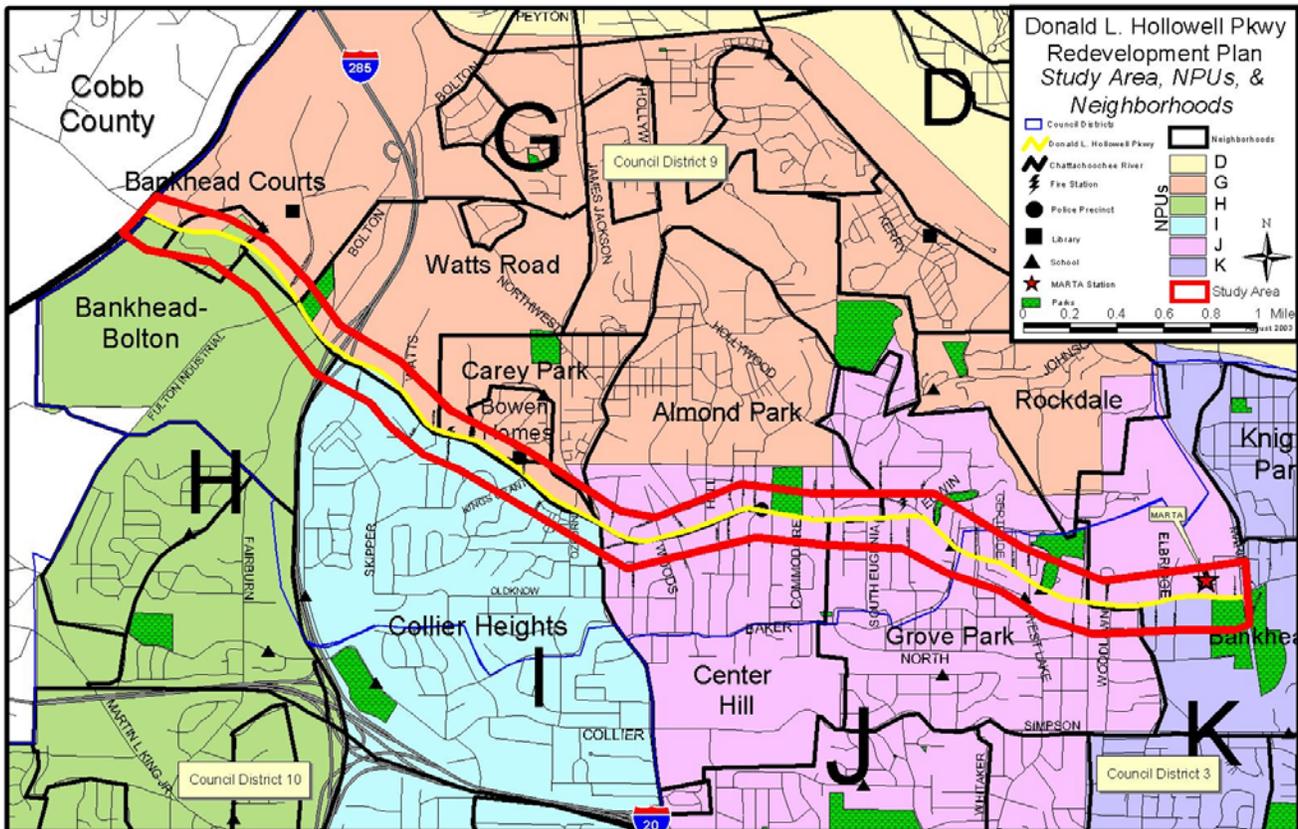
Donald L Hollowell Pkwy Redevelopment Plan

1.2 Study Area

Donald L. Hollowell Parkway is a state route (SR78) connecting Midtown Atlanta with Northwest Atlanta and Cobb County. It accommodates various land uses along its approximately 6.0 mile length including single-family, low-density, and medium density residential, low-density commercial, open space and industrial uses.

The DLH Plan examines all of the properties fronting on Donald L. Hollowell Parkway between Stiff Street (to the east of the Bankhead MARTA Station) and the Chattahoochee River (which also serves as Atlanta’s City Limit), a length of approximately 5.3 miles. The DLH Plan boundary defines the area where the vision, policies and objectives of this plan apply. It also delineates the area where land use and zoning regulations recommended in this plan will apply, with a few exceptions (see Land Use & Zoning Recommendations).

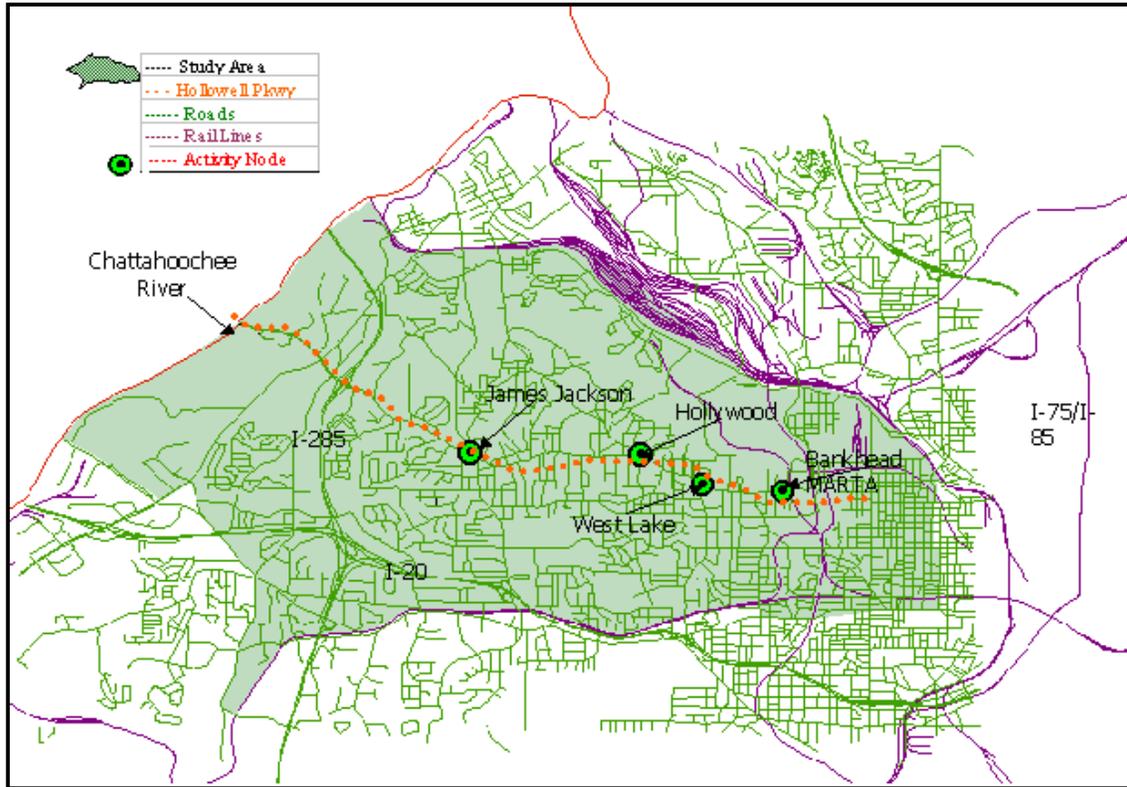
Figure 1.2.1 Study Area, Neighborhood Planning Units & Neighborhoods



For the Market Analysis, a larger study area was taken into consideration consisting generally of the census tracts within 2 miles of the corridor. This is also referred to as the “area of influence.” This area of influence will be described in further detail in Section 2.2 of this report.

Donald L Hollowell Pkwy Redevelopment Plan

Figure 1.2.2 Area of Influence



1.3 DLH Plan Process

The Donald L. Hollowell Redevelopment Plan is the result of a collaborative process among public agencies, community organizations, citizens, property owners and businesses. The process began in 1999 when area residents, Council Member Felicia Moore (District 9), and the City of Atlanta’s Bureau of Planning teamed up to create the Northwest Atlanta Framework Plan (NAFP). This culminated in October 2000 with adoption by the City Council of the NAFP, which addressed a comprehensive set of issues affecting the district, including land use, transportation, and economic development, among others. The NAFP focused on and made recommendations for four specific areas within the district. It has served as one of the primary inputs in the DLH Plan.

In the summer of 2001, the Bureau of Planning was allotted funds through the Community Development Block Grant program to create a redevelopment plan for the Donald L. Hollowell Parkway corridor, which was one of the areas of focus in the NAFP. In May of 2003 the City accessed these funds and began the planning process. The consulting firm of Robert Charles Lesser, & Co. joined the Bureau of Planning in performing market analysis functions. The Bureau held nine public input

Donald L Hollowell Pkwy Redevelopment Plan

meetings attended by over 220 participants to gather input, generate ideas, and review draft plan proposals.

Outreach and Public Participation

Throughout the planning process, staff sought input from affected neighborhoods and business associations, property owners, business people, residents, developers, the Atlanta Housing Authority, the Georgia Department of Transportation, MARTA, and other agencies. These groups and individuals have worked with project staff to provide valuable contributions and assistance in development of this plan. Outreach efforts and public events are listed below.

Table 1.3.1. Outreach Efforts & Public Events

Event	Date
Invitations to public meetings mailed to all members of NPUs G, H, I, J, K	June, July & August, 2003
Invitations to public meetings mailed to property owners, businesses, neighborhood organizations, and other key stakeholders	June, July, August, September & October 2003
Establishment of Donald L. Hollowell Redevelopment Plan Website	July 2003
Kickoff meeting	July 10, 2003
Visioning & Goal Setting meeting	July 24, 2003
Existing Conditions: Land Use & Transportation	August 14, 2003
Market Analysis Presentation and Issues & Opportunities in Housing & Economic Development	August 29, 2003
Urban Design & Transportation: Visual Preference Survey	September 11, 2003
Zoning & Land Use Workshop	September 15, 2003
Land Use & Urban Design Recommendations Workshop	September 25, 2003
Draft Redevelopment Plan Presentation	October 9, 2003
Final Redevelopment Plan Presentation	November 13, 2003
Presentation of Draft Redevelopment Plan to NPUS G, H, I, J, & K	November 18, 2003 November 19, 2003 November 20, 2003 December 4, 2003
Request for Approval of Final Redevelopment Plan at NPUs G, H, I, J & K	January 8, 2004 January 15, 2004 January 20, 2004 January 21, 2004

Analyses

Analysis of the corridor from several approaches was undertaken. These analyses are as follows:

Donald L Hollowell Pkwy Redevelopment Plan

- Existing Land Use- Identification of existing land use, business types, and vacant parcels.
- Incidence of Property Tax Delinquency- Vacant parcels tax delinquent through 2002 were identified and the owners contacted.
- Greenspace- Existing park space was identified and plans for expansion of existing park space were examined.
- Housing Supply & Demand- Housing turnover rates & trends in household composition were determined, as well as the location of multi-family units.
- Urban Design Criteria- Criteria utilized in Quality of Life Zoning Districts were explored
- Crime Assessment- Zone I 2003 crime statistics were summarized.
- Transportation System Assessment
- Demographic Trends- Characteristics of those living in the area of influence, the City of Atlanta, and the Atlanta MSA were compared.
- Economic Development Assessment- An inventory of existing programs applicable to residents in the study area was taken.
- Inventory of Potential Community Improvement Resources- An inventory of available economic development tools was taken (state, local, subsidy & tax incentive programs, local sponsors of economic development & housing initiatives).

2. Existing Conditions

2.1 History

Donald L. Hollowell Parkway, one of the major corridors in Northwest Atlanta, was in its splendor during the 1960's, and the area was stable until the early 1970's when suburban growth began to drain the area's vitality. As a result, many longtime businesses closed and were replaced by low-rent businesses; and as population decreased the area began to deteriorate. In fact, through the turn of the century, the entire study area witnessed a steady decline in population, property conditions and the local economy.

However, conditions in the study area have changed over the past few years as the current trend towards in-town living gains popularity. Neighborhoods throughout the City and especially Northwest Atlanta are experiencing a resurgence of development including new infill residential units and subdivisions as well as major renovations. The Donald L. Hollowell Parkway Corridor is poised to experience some of this resurgence.

Who is Donald Lee Hollowell?

Often hailed as a patriarch of the civil rights struggles of the 1950s, 60s and 70s, Donald Lee Hollowell was an esteemed Atlanta lawyer whose fights to integrate UGA, register African-American voters and combat racial discrimination made him an icon of the movement. Hollowell was born in Wichita, Kansas in 1917. He earned a law degree from Loyola University, served in a segregated Army unit in World War II, and then settled in Georgia. By the 1960s he was the state's leading civil rights attorney and led the legal team that in 1961 forced UGA to open its doors to its first African-American students, Charlayne Hunter and Hamilton Holmes. His law firm also handled scores of other civil rights cases including several decided by the U.S. Supreme Court. Hollowell's commitment to the principles of justice and equality for all citizens, and his unflinching courage and determination in the face of great opposition and even danger, merit our highest esteem and gratitude.



Donald Lee Hollowell

2.2 Demographic & Economic Profile

Introduction

The consulting firm of Robert Charles Lesser & Co, LLC was retained to complete the demographic and economic profile as well as a full market analysis. In their report (see Appendix B) the following were analyzed: current and project population and households; age and income characteristics; household types; retail expenditures; projected employment growth; current number and type of jobs; and trends impacting employment over the next five-year period. An analysis of four activity nodes- James Jackson, Hollywood Rd, West Lake Rd, and Bankhead MARTA station- was also completed. Enhanced descriptions of these and additional activity nodes are described in section 4.3- Land Use & Zoning.

Economic/Demographic Overview

Historic Trends

From 1992 to 2001, job growth in the Atlanta Metropolitan Statistical Area (MSA) was among the strongest in the nation, averaging nearly 69,000 jobs per year. Unfortunately, the area of influence did not enjoy the benefits of this economic expansion. The Atlanta Regional Commission (ARC) reports a net job loss in the study area of roughly 500 jobs between 1990 and 2000. The area's poor image is related to the

Donald L Hollowell Pkwy Redevelopment Plan

abundance of abandoned buildings and the perception of higher than average crime. The high concentration of below-market-rate housing and subsequent lower income characteristics also contribute to that image. Table 2.2.1 below summarizes several important demographic characteristics of the area of influence.

Table 2.2.1 Demographic Characteristics of Area of Influence

	Study Area	City of Atlanta	Atlanta MSA
Median Age	31	33	34
Annual New Households 1990-2000	-380	1,238	40,230
Median Household Income	\$23,951	\$40,606	\$59,395
Median Housing Value	\$77,302	\$170,630	\$149,532
% Owner Households	40%	44%	67%

Source: 2000 Census

Historically, the area of influence has been younger, significantly less affluent and clearly in decline relative to the City of Atlanta and the MSA as a whole. The low purchasing power of the residents helps explain the lack of retail establishments and a general state of disinvestment. The outlook for the next 10 years, however, suggests opportunity for a significant turnaround for the corridor and surrounding neighborhoods.

Forecast Trends for 2003 – 2013

Despite the fact that the Atlanta MSA’s exceptional economic and demographic growth from 1990 to 2003 seems to have eluded the area of influence, the high activity of infill development in the City of Atlanta has positioned the study area as one of the City’s next frontiers. Development activity to the north, east and west of Donald L. Hollowell Pkwy is progressively approaching and entering the area of influence. By assuming a highly conservative five-year sell-out period for the new residential projects within the area of influence that are currently under development, the area can expect to reverse its trend of annually losing households to gaining up to 337 new households each year.

Residential

The existing housing stock in the area of influence is characterized by a mix of well-maintained historic bungalows and severely neglected to vacant ranch and bungalow homes. There are several multifamily projects that are active but in poor shape as well as others which are vacant. Despite an attractive layout including linear parks, much of the area suffers from a perceived sense of crime and neglect. However, development activity within the area of influence describes a changing picture with tremendous potential. A description and location map of projects currently under development is provided in the Market Analysis in Appendix B.



A Home in Adams Crossing, north of the study area

Donald L Hollowell Pkwy Redevelopment Plan

The number of new attached home sales increased significantly in 2002. Over the past few years, town homes have replaced new, starter single-family throughout the metro area. In 2002, attached product accounted for approximately half of all new home sales below \$100,000 in the entire metro area. Households without children are among the fastest growing market segments in Atlanta. Intown neighborhoods such as those along D.L. Hollowell Pkwy have a relatively good opportunity to attract singles and couples who want a more urban lifestyle, particularly those who have been priced out of other rapidly appreciating intown neighborhoods.



The Peaks at West Atlanta

Retail

There is very limited retail along the corridor and only a very minor presence of national chains including KFC/Pizza Hut, Church's chicken, CVS, and Athlete's Foot (see section 2.2). The corridor is home to many automotive parts stores and two small grocery stores (Buy Low and Super Giant Food), as well as a number of convenience retail stores, some of which carry grocery items. The supply and demand analysis suggests that the area is currently underserved by approximately 180,000 square feet. This means that the area of influence could support new retail space of 180,000 square feet but does not preclude redevelopment or replacement of existing retail, which is likely and should be encouraged.



Retail at Hollywood & Hollowell

Existing Businesses

There are approximately 164 businesses operating along Donald L. Hollowell Pkwy between Stiff Street and the Chattahoochee River. Approximately 88% of these businesses hold valid business licenses issued in 2003. In addition, there are 12 churches, 2 schools and 1 library within the immediate study area, and an additional 5 schools and 2 libraries within 1/2 mile of the corridor. The area is overwhelmed by automotive-related businesses, however it also has a good mix of other businesses such as restaurants, grocery stores, daycare, and professional services. Unfortunately, many of these businesses are marginal and the structures are not well maintained, contributing to the impression of a lack of viable businesses.



Businesses at James Jackson Parkway

Office

The corridor offers excellent access to two major office employment cores- Downtown and Midtown. Residents of the neighborhoods also have relatively strong access to Cumberland-Galleria and the Airport office cores via I-285. The corridor itself, however, is not an established office core. Currently, the most likely destination for office uses in the area of influence is towards the south near the Atlanta University Center.

Donald L Hollowell Pkwy Redevelopment Plan

Table 2.2.2 Existing Businesses

Business Type	Includes...	Number of Businesses	% Licensed Through 2003
Adult	Adult	2	50%
Automotive	Auto repair, gas service stations, auto parts sales, car wash, truck storage, etc.	48	81%
Beauty	Barber shops, salons, braiding	17	53%
Church	Churches & church outreach centers	12	N/A
Convenience	Small markets & food stores, pharmacies	4	50%
Daycare	Daycare, early learning centers	5	40%
Grocery	Grocery, meat & seafood retail stores	9	88%
Industrial	Landfill, fuel, pallet, industrial park, welding	8	75%
Institutional	Preschools, Elementary schools, middle schools, libraries, police precinct, senior center	6	N/A
Laundry	Coin operated & dry cleaning	5	100%
Liquor	Package stores	4	100%
Miscellaneous	Funeral home, appliances, firewood, mattress, pawn shop, cell phone & pager services	10	40%
Music	Record stores	3	66%
Professional	attorneys, medical, dentist, general contractor, financial, tax & insurance services	9	22%
Residential	Private apartment complexes, mobile home parks	2	N/A
Restaurants	Fast food, cafes, restaurants, bars, delivery	24	63%
Retail	Clothing, florist, novelty, athletic footwear, fishing equipment	6	83%
Variety	Flea markets, variety stores	7	29%

Source: 2003 Business License Information System Account Listing

Due to the high vacancy rates in Downtown and Midtown, it will be longer term before office developers begin to explore other potential intown office locations. The corridor does appear to have some opportunity for somewhat smaller-scale local serving office such as offices for doctors, attorneys, dentists, insurance agencies and other small practitioners. The presence of a detention facility and the Fulton County Department of Family and Children Services also suggests an opportunity for other legal and medically oriented services. The key to creating an office market will be establishing a stronger market and sense of place through successful residential development.

Industrial

The Donald L. Hollowell corridor is an active industrial area due to its proximity to the railroad lines of Inman Yards, I-285, I-20 and I-75/I-85. It is the north-south dividing line between the Chattahoochee Industrial and Central Atlanta industrial sub markets. For the most part, the areas around the activity nodes are somewhat removed from the industrial land

Donald L Hollowell Pkwy Redevelopment Plan

uses. The BFI Facility planned north of the Bankhead MARTA station would detract from the area and deter other future development, which could potentially take advantage of the transit orientation, from locating around it. While heavy industrial uses typically discourage residential and commercial land uses, appropriate environmental and transportation controls can help facilitate a symbiotic relationship.

2.3 Land Use & Zoning

15 Year Land Use

The City of Atlanta utilizes a 15 Year Land Use policy to guide the physical growth and development of the City. These policies, and the maps that go with them, are intended to ensure that the land resources of the City accommodate economic development, natural and historic resources, community facilities, and housing, and to protect and promote the quality of life of the residents of Atlanta's Communities (see *figure 2.3.1*).

Existing Land Use

An existing land use analysis was performed along the length of the corridor utilizing the 2002 parcel base map for the City of Atlanta. Approximately 747 acres of property front Donald L. Hollowell Parkway between the CSX Railroad crossing at Stiff Street (next to the MARTA station) and the City limits. The predominant residential land use surrounding D.L. Hollowell Pkwy is single-family residential. The study area also has pockets of multifamily units such as Overlook Atlanta, Bowen Homes, and Bankhead Courts.

The study area includes many distinct neighborhoods including Bankhead Courts, Watts Road, Carey Park, Collier Heights, Bowen Homes, Almond Park, Center Hill and Grove Park. Five NPUs including G, H, I, J & K intersect within the study area.

Existing commercial uses are primarily located in nodes at James Jackson Parkway and Hollywood Road. There are smaller commercial areas located around the intersection of D.L. Hollowell Parkway with Elbridge Road/Bankhead MARTA Station, West Lake Road, Center Hill Road, and Harwell Road. There is a large concentration of industrial development between Azlee Road and the Chattahoochee River, around the I-285 interchange. There is also a large percentage of vacant land in the study area, varying from small to large parcels. Three branches of Proctor Creek, the Center Hill Tributary, the Mozley Park Tributary and the Proctor Creek Trunk, cross the corridor and offer opportunities for recreational areas and open space (see *figure 2.3.2*).

Donald L Hollowell Pkwy Redevelopment Plan

Figure 2.3.1 15 Year Land Use

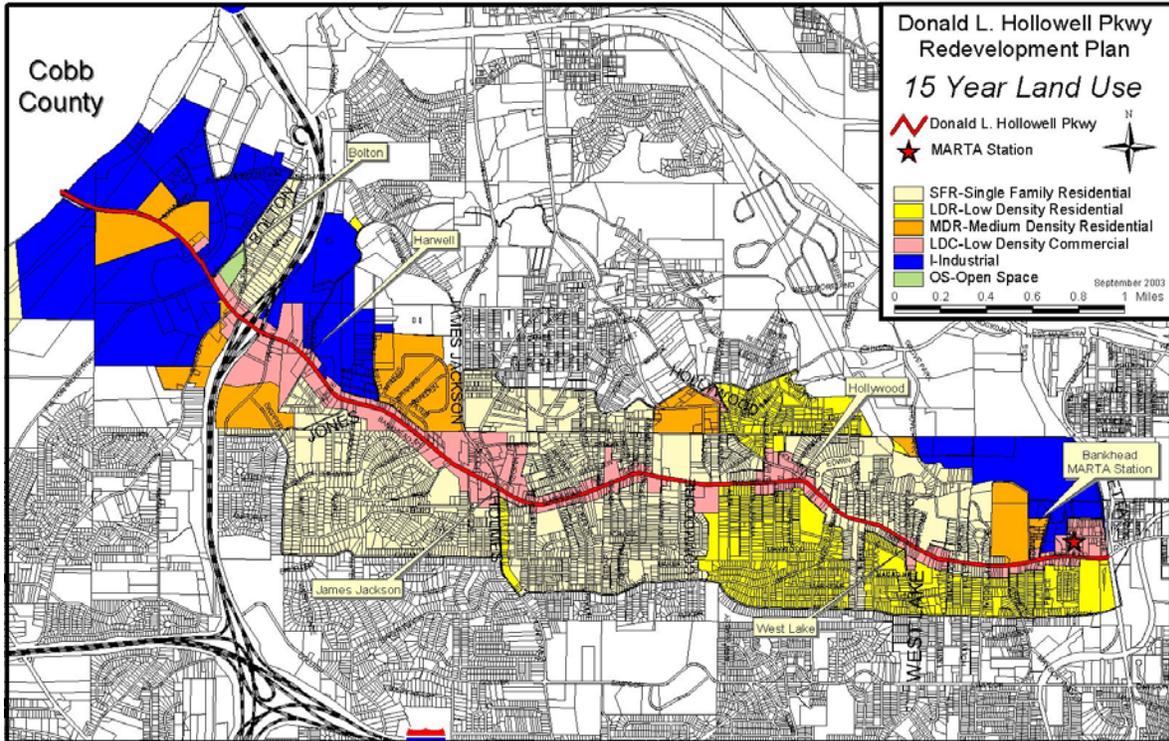
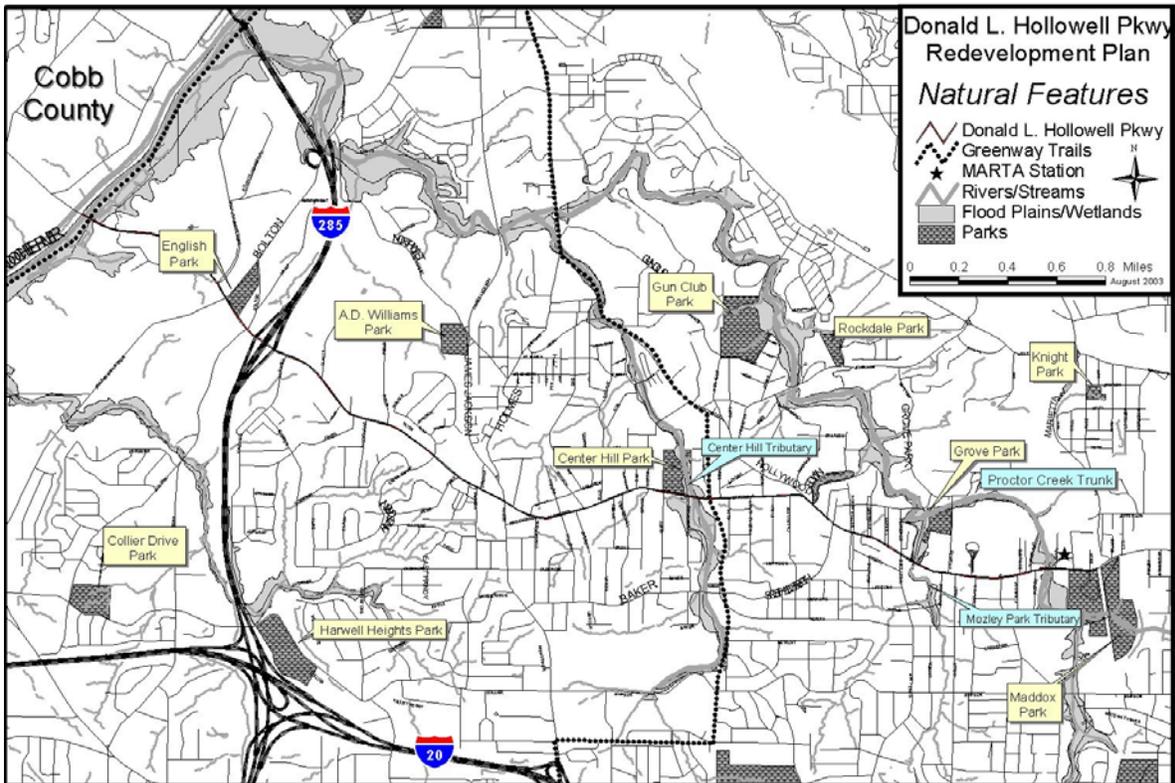


Figure 2.3.2 Natural Features



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The table below lists the approximate number and percentage of linear feet of each existing Land Use category along the corridor. Low-density commercial uses are the largest land use category represented on the corridor. Vacant land is the second largest category.

Table 2.3.1 Existing Land Use

Land Use Code	Land Use Name	Linear Feet	% Of Total
SFR	Single-Family Residential	4,530	8.49%
LDR	Low-Density Residential	1,120	2.10%
MDR	Medium-Density Residential	3,320	6.22%
LDC	Low-Density Commercial	19,675	36.89%
O-I	Office-Institutional	3,330	6.24%
I	Industrial	5,000	9.37%
OS	Open Space	2,150	4.03%
TCU	Transportation/ Communications/ Utilities	550	1.03%
Vacant	Vacant	13,100	24.56%
Unknown	Unknown	560	1.05%
Total		53,335	100%

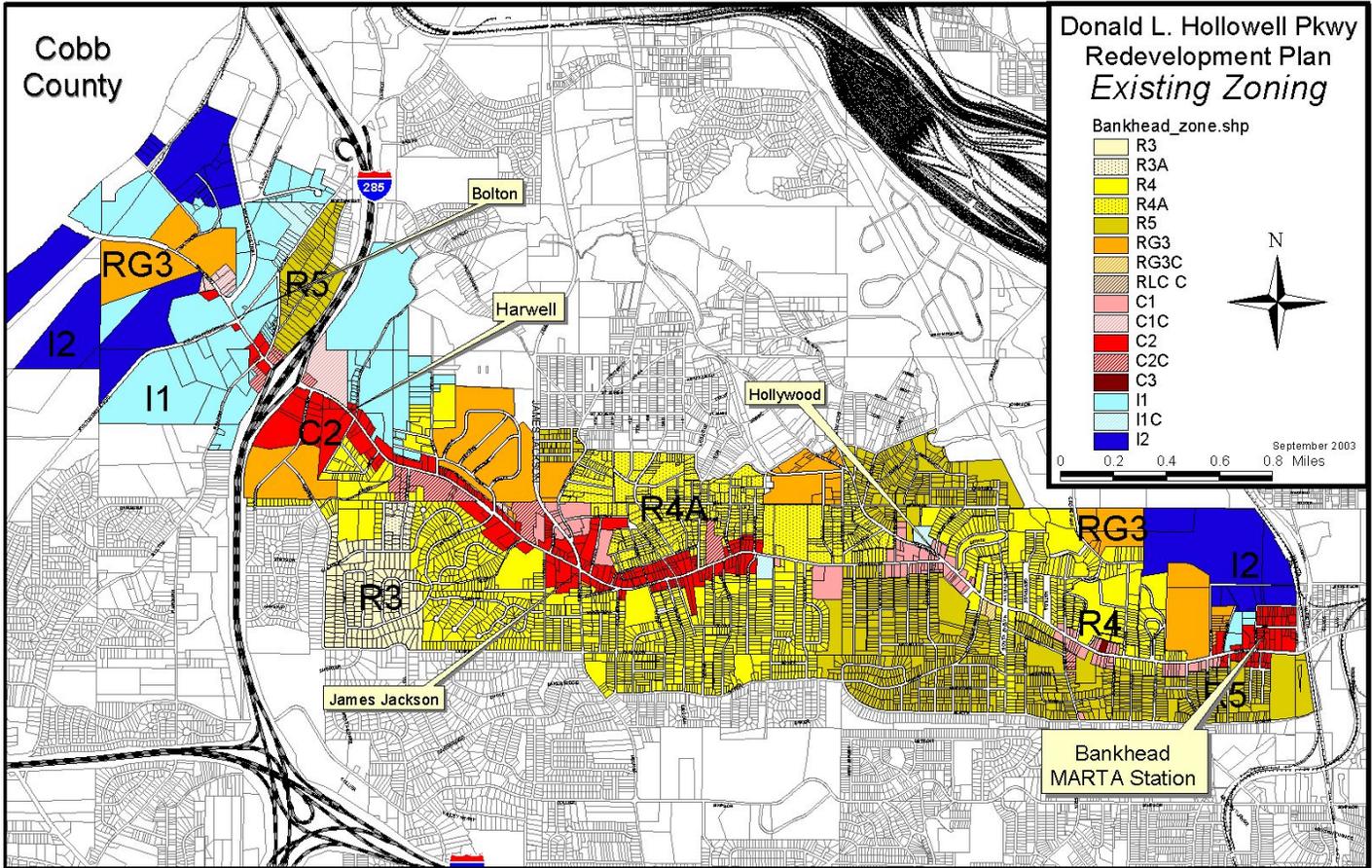
Source: Bureau of Planning

Current Zoning

A close correlation exists between the Land Use Plan and the City's zoning maps. Zoning districts must be consistent with Land Use designations. The area surrounding the corridor is mainly single-family residential, while many of the properties fronting the corridor are zoned for low and medium density commercial uses. Industrial zoning districts are located at either end of the corridor, while pockets of multi-family districts can be found mainly on the north side of the corridor.

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Figure 2.3.3 Existing Zoning



2.4 Transportation

The section of Donald Lee Hollowell Parkway under discussion runs for 5.4 miles from the City of Atlanta limits at the Chattahoochee River in a generally easterly direction to Marietta Boulevard. It is a major connection between Cobb County and Interstate-285 in the west to the Bankhead MARTA transit station, Joseph P. Lowery Boulevard, Northside Drive, and North Avenue to the east. As such, it acts as a radial arterial connecting the edge of the City with communities at its center. It accommodates several modes of transportation: automobiles, trucks, transit (busses), and pedestrians.

D. L. Hollowell Parkway is a State Highway (State Route 8), a Federal Highway (US 78/278), and a state-designated truck route. Posted speeds are 45 miles per hour on the segment from the Chattahoochee River to Woodmere Road (the segment approaching the Interstate Highway), and 35 miles per hour for the rest of the corridor.

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Roadways – Automobile transportation

Traffic generators

The length of Donald Lee Hollowell Parkway experiences very different levels of automobile transportation along the different segments of the corridor. The largest generator of automobile traffic volume is the Interstate-285 interchange. This interchange experiences traffic counts as high as 30,000-40,000 ADT.¹ Traffic counts immediately east of the Interstate highway (between Harwell Road and H. E. Holmes Avenue) average 14,000 ADT (Average Daily Trips) and are expected to rise to 21,000 ADT by 2026.²

Much of this traffic coming from the Interstate dissipates at the nearest major intersections from Interstate-285. West of Fulton Industrial Boulevard and east of James Jackson Parkway, traffic volumes appear to decrease significantly, although actual traffic counts have not been determined. As one travels further east from James Jackson Parkway, traffic volume appears to remain steady throughout the remainder of the corridor.

Along the corridor from Interstate-285 to Marietta Boulevard, there are no other large automobile traffic generators. Development is disbursed along the length of the corridor, in small to moderate-sized businesses, schools, churches, and other civic uses such as libraries. Clustered around the Bankhead MARTA transit station at the eastern end of the corridor are the only other sizable destinations: a state DFACS agency and a branch of Grady Hospital. From the point of view of automobile movement, however, it is important to note a preponderance of drive-through services at the intersection of D. L. Hollowell Parkway and James Jackson Parkway.

It is also important to note that the character of automobile usage and patterns changes along the corridor from west to east. West of Interstate-285, land uses are generally industrial, with larger parcels and developments. With fewer cross streets, traffic lights, and driveways, traffic moves faster. From I-285 to James Jackson Parkway, the corridor is much more commercial in nature. Increased numbers of turning movements, shorter blocks, and frequent driveway access can make this segment a challenge to navigate. The remainder of the corridor, from James Jackson Parkway to Marietta Boulevard, becomes increasingly residential, with less commercial activity and more civic activity. Areas of neighborhood-serving commercial development at smaller nodes punctuate this segment: Giant Foods, Hollywood Road, Center Hill, and Grove Park.

¹ City of Atlanta, Northwest Atlanta Framework Plan, September 2000

² Georgia Department of Transportation

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Roadway/Intersection condition and capacity

Donald Lee Hollowell Parkway is a 4-lane road (two through lanes in either direction) from the Chattahoochee River to Marietta Boulevard, with the exception of the segment from Harwell Road (just east of Interstate-285) to James Jackson Parkway, where the road has one through lane in both directions. Not surprisingly, this segment is capacity constrained, and is forecast to become increasingly so. The remainder of the corridor appears to have adequate capacity.

Three major intersections along the corridor suffer from turning capacity challenges: James Jackson Parkway, Hollywood Road, and Marietta Boulevard. Although not an intersection, a fourth challenge occurs at the Petro truck stop near Interstate-285.

The James Jackson Parkway intersection is currently under-designed, based on the amount of traffic it handles. In particular, the intersection does not handle turning movements well. No left turns are permitted by either westbound or eastbound traffic along D. L. Hollowell Parkway, due to the lack of left-turning storage capacity at the intersection. Busy commercial driveways also exist at each corner of the intersection.

The challenges at the Hollywood Road intersection are largely due to intersection geometry and signalization rather than due to a lack of roadway capacity. Hollywood Road intersects D. L. Hollowell at an oblique angle, which presents problems with clear sight lines and pedestrian movements. Drivers have difficulty navigating the intersection, particularly when eastbound traffic on D. L. Hollowell is turning north onto Hollywood Road. Crosswalks that are angled and overly large corner radii present pedestrians with long distances to cross, and the intersection lacks sufficient crosswalks and raised refuge islands. The oblique angle of the intersection also contributes to safety concerns due to the inability of drivers in certain instances to be able to see and anticipate pedestrians crossing the street.

The intersection of Marietta Boulevard and D. L. Hollowell Parkway is also problematic. Again, another oblique angled intersection causes turning, safety, and pedestrian problems. This is further compounded by a steep grade along the terminus of Marietta Boulevard and a preponderance of truck traffic negotiating this intersection.

Although not an intersection, turning movements by trucks creates a severe congestion problem at the Petro truck stop, located near Harwell Road immediately east of Interstate-285 on D. L. Hollowell parkway. Traffic in this area is often backed up by stacked trucks waiting to turn left to enter the truck stop. Traffic needing to enter and exit Harwell Road is often blocked.

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Roadways – Truck transportation

As a designated state truck route, and as the location for several industrial land uses, D. L. Hollowell Parkway handles a high percentage of truck traffic. Most of this truck traffic is concentrated in the vicinity of the Interstate-285 interchange, location of the Atlanta Industrial Park and several other industrial uses. Along the segment of D. L. Hollowell Parkway immediately adjacent to the Interstate-285 interchange, truck traffic comprises approximately 10% of ADT.³

A moderate percentage of truck traffic is bound for destinations further east along the corridor. Between Harwell Road and James Jackson Parkway, the estimated percentage of truck traffic is 7%.⁴ Much of this traffic turns north onto James Jackson Parkway, however, a percentage traverses the remainder of the corridor bound for the industrial and warehouse uses along Marietta Boulevard.

Pedestrian Environment

The D. L. Hollowell is anchored on its eastern end by the Bankhead MARTA transit station. Not surprisingly, pedestrian transportation is important or essential for many residents. This appears to be particularly true for children and the elderly, who were observed in large numbers walking to the many schools, churches, stores, and other destinations along the corridor. Pedestrians were particularly noticeable on the segment from the Bankhead transit station to James Jackson Parkway. West of James Jackson Parkway, land uses were increasingly unsupportive of pedestrian access, and were accompanied by a commensurate decrease in foot traffic. Notable exceptions on this segment, however, are the areas in the immediate vicinity of Bowen Homes and Bankhead Courts, two multi-family developments located west of James Jackson Parkway.

Sidewalks

Sidewalk Conditions

A sidewalk inventory was conducted along the length of Donald Lee Hollowell Parkway to determine the adequacy of pedestrian infrastructure throughout the corridor. Sidewalk segments were characterized by the following attributes. In cases where a segment could be characterized by more than one attribute, the predominant character was chosen. Figure 2.4.1 below shows sidewalk conditions throughout the corridor.

³ Georgia Department of Transportation

⁴ Georgia Department of Transportation

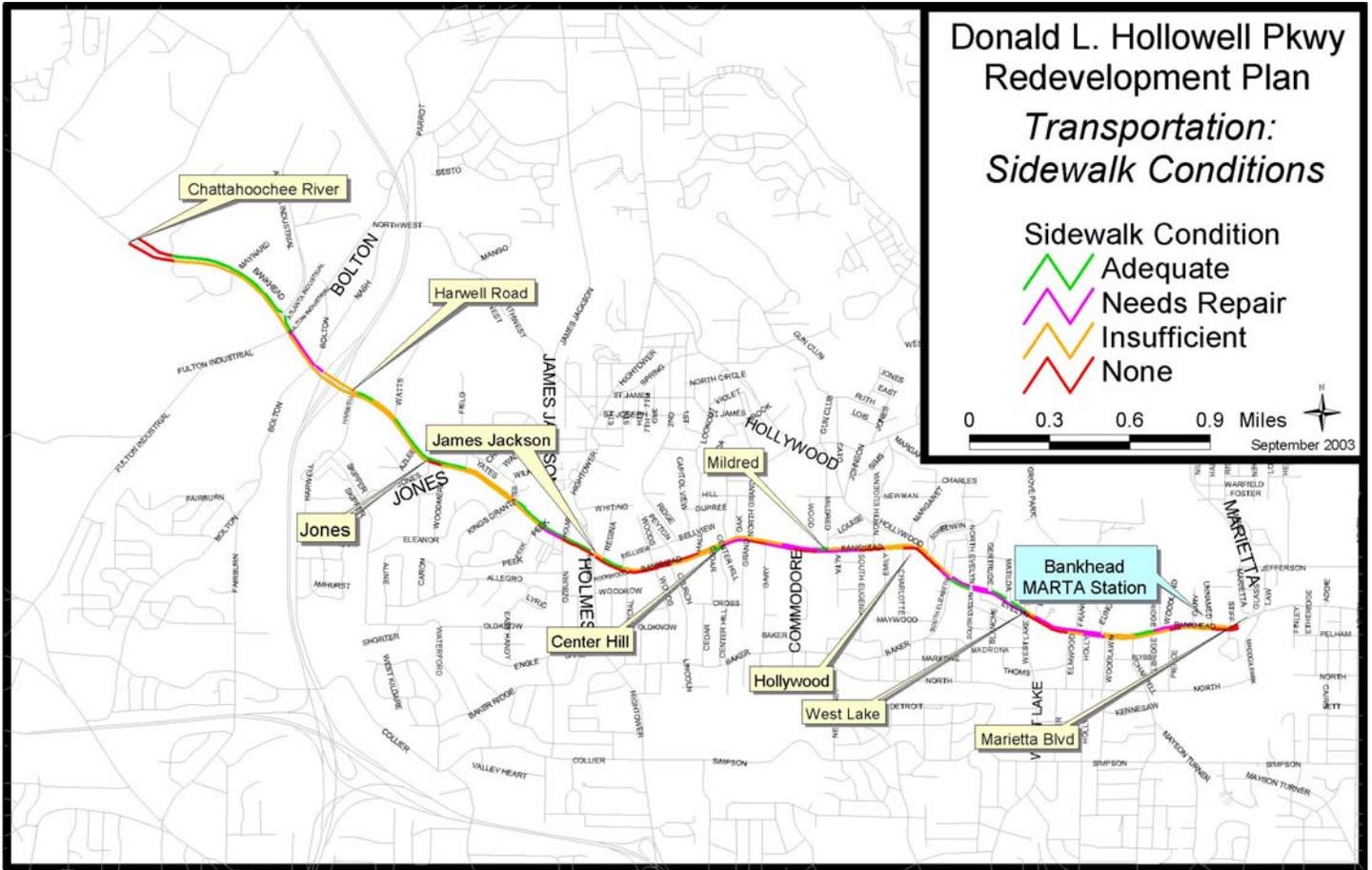
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Table 2.4.1 Sidewalk Characteristics

Sidewalk Characterization	Definition
Adequate	The existing sidewalk is wide enough for local pedestrian traffic (at least 6 feet), has adequate horizontal separation from travel lanes (at least 2 feet), and is in fair or good repair.
Needs Repair	The existing sidewalk is wide enough for local pedestrian traffic (at least 6 feet), has adequate horizontal separation from travel lanes (at least 2 feet), but is broken up, missing sections, or otherwise in need of repair to be considered adequate.
Insufficient	The existing sidewalk is too narrow (under 6 feet), too close to automobile travel lanes (closer than 2 feet), or excessive curb cuts make traversing the sidewalk unsafe.
None	There is no existing sidewalk.

Source: Bureau of Planning Site Visit

Figure 2.4.1 Existing Sidewalk Conditions



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Less than twenty percent of the corridor can be considered to have adequate sidewalks. Most segments were considered inadequate – primarily because existing sidewalks were too narrow, too close to automobile traffic, or both. In many instances, continuous curb cuts existed next to very long sidewalk segments. Overall, the sidewalk infrastructure could be considered “highly inadequate.”

The table below shows the cumulative length of sidewalk in the corridor by primary characterization.

Table 2.4.2 Sidewalk Characteristics: Length

Sidewalk Characterization	Total Length (Feet) ⁵	Total Length (Miles)	Percent of Total
Adequate	9,700	1.84	19%
Needs Repair	9,300	1.76	18%
Insufficient	22,900	4.34	44%
None	9,900	1.88	19%

Source: Bureau of Planning Site Visit

Crosswalks and Signalization

Although many signalized intersections have been recently painted with crosswalks, there is still much room for improvement in making crosswalks visible and heeded by drivers. In particular, many bus stops, school and other major locations that are not close to intersections, or are located at unsignalized intersections, are not equipped with crosswalks. Pedestrian signalization is also generally inadequate throughout the length of the corridor.

Transit – Rail service

Rail service is provided to east end of the corridor by the MARTA Proctor Creek line, which terminates at Bankhead station. Weekday service frequency is good – trains run to downtown (Five Points) and the King Memorial stations every 10 minutes. Connecting bus service is offered through four routes: Route 14 – Bankhead/Marietta, Route 26 – Perry Hones, Route 50 – Bankhead, and Route 52 – Knight Park.

Transit – Bus service

The primary bus service along the corridor is provided by MARTA Route 50 – Bankhead. This route originates at the Bankhead MARTA transit station and travels west along D. L. Hollowell Parkway. Bus runs alternate their termini – alternately running to either Bowen Homes or Bankhead Apartments. Three other bus routes serve short segments of the corridor (Routes 58, 59, and 61), however they do not provide any

⁵ rounded to the nearest 100⁷.

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significant east-west service along D. L. Hollowell Parkway. Weekday service provided by Route 50 is summarized in Table 2.4.2 below.

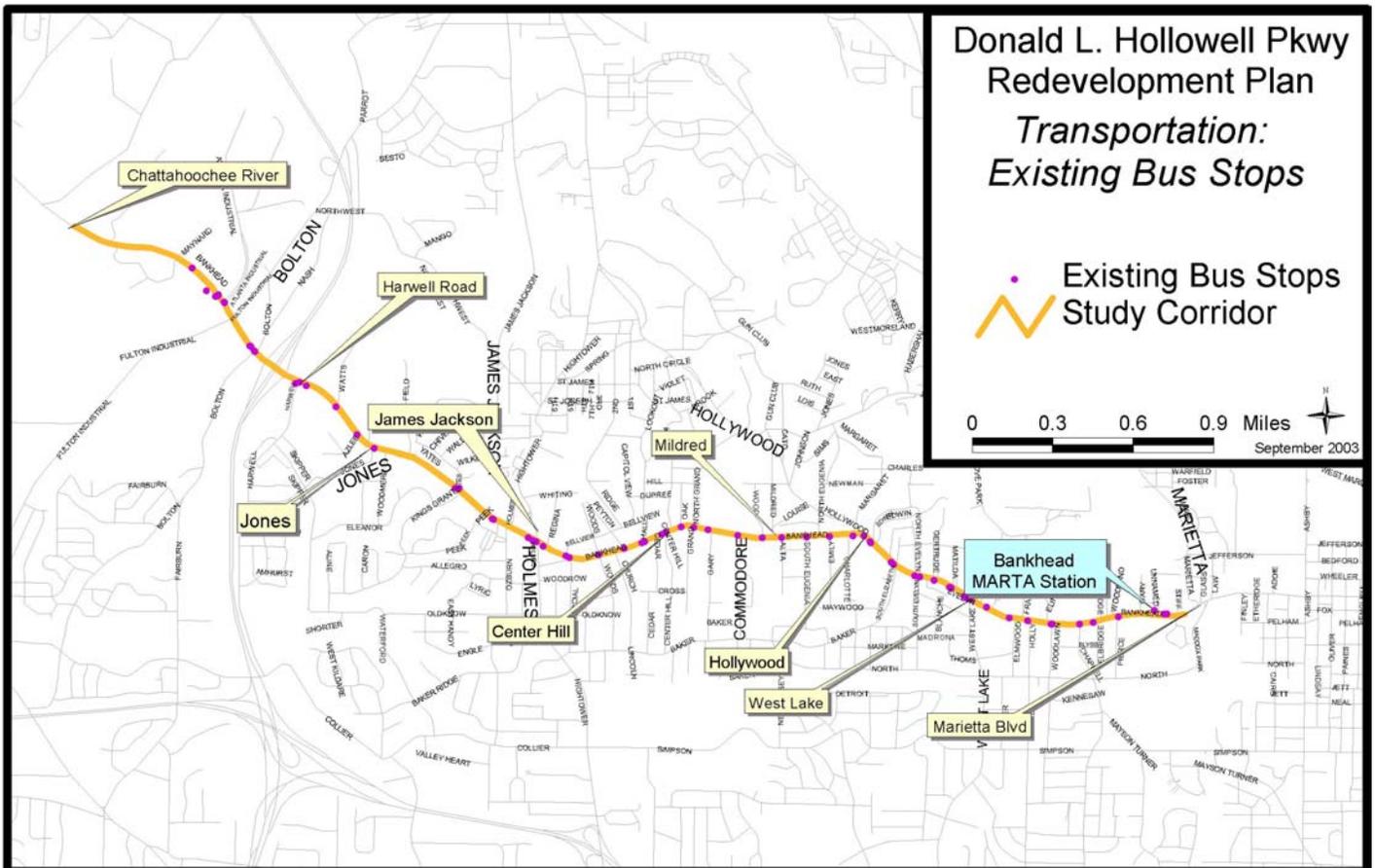
Table 2.4.2 Weekday Bus Service

Period	Number of Runs	Length of Period	Average Headway (minutes between runs)
A.M. Peak (6-9 am)	13	180 minutes	14 minutes
Midday (9 am – 3 pm)	12	360 minutes	30 minutes
P.M. Peak (3-7 pm)	15	240 minutes	16 minutes
Evening (7 pm – midnight)	12	300 minutes	25 minutes

Source: MARTA

Table 2.4.2 shows that weekday service along the corridor from the Bankhead MARTA station to Yates Drive (the segment served by both route alternatives) is relatively frequent. This segment serves three development nodes: Grove Park, Hollywood, and James Jackson. Route headways along the portion of the corridor west of Yates Drive are double those shown in Table 2.4.2, providing infrequent service. The figure below shows the locations of current bus stops along the corridor.

Figure 2.4.2 Existing Bus Stop Locations



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Bicycling

There are currently no bicycling facilities along the corridor. Using the existing transportation system for bicycle transportation is difficult due to a lack of bicycle lanes or wide shoulders, no visible bicycle parking, no signage, and poor access control. The Atlanta Regional Commission's 2003 Bicycle Suitability Map rates the entire length of D. L. Hollowell Parkway as "Difficult."

Existing Plans

Projects listed in the Regional Transportation Plan (RTP) affecting the corridor total nearly \$35.5 Million. There are currently several projects in the 2003-2005 Transportation Improvement Plan (TIP) that affect the study corridor, and these total \$19,956,000. These projects are listed in Table 2.4.3 below.

Table 2.4.3 TIP Projects

TIP ID	Title	Description	Comp. Date	Primary Funding Source
AT-001	US 78/278, SR 8-Bankhead Hwy from Harwell Road (Near I-285) to SR 280-H.E. Holmes Drive	Widen US 78/278, Bankhead Hwy, from 2 to 4 lanes from Harwell Road to H.E. Holmes Drive. The project will work in conjunction with AT-005 to alleviate congestion in an area with significant freight traffic and substandard roadways.	2008	Q23 – Surface Transportation Program
AT-004	US 78/278, SR 8-Bankhead Hwy from Proctor Creek to east of the CSX RR bridge	Upgrade US 78/278, Bankhead Hwy, from its substandard condition to current roadway safety standards from Proctor Creek to a point just east of the CSX railroad bridge. This will include the addition of turn lanes at appropriate locations and the replacement of the railroad bridge.	2006	Q05 – National Highway System
AT-005	H.E. Holmes Road from I-20 west to US 78/278-SR 8-Bankhead Hwy	Widen H.E. Holmes Drive from 2 to 4 lanes from I-20 west to Bankhead Hwy. This project will work in conjunction with AT-001 to relieve congestion in an area with significant freight traffic. It will also improve access to the H.E. Holmes MARTA station.	2008	Q23 – Surface Transportation Program
AT-AR-214	I-285 west @ US 78/278-SR 8-Bankhead Hwy (Interchange)	Reconstruction of the interchange at I-285 West and Bankhead Hwy. The project will also include an associated four lane collector-distributor system	2007 ⁶	Q05 – National Highway System

⁶ Based on conversations with the Georgia Department of Transportation, this project will be designed and implemented in conjunction with a major reconstruction of the I-285/I-20 interchange to the south.

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	Reconstruction and associated 4-lane collector/distributor) from I-20 west to SR 70-Bolton Road	running from I-20 West to Bolton Road.		
FS-048	Fulton Industrial Blvd-SR 70 from Interchange Dr to US 78/278	Widen SR70-Fulton Industrial Blvd from 2 to 4 lanes from Interchange Dr to US 78/278.	2006	GDOT
AT-AR-BP-120	Hollywood Road from Bolton Road to Bankhead Highway	Installation of sidewalks on Hollywood Road from Bolton Road to Bankhead Hwy.	2005	Q40 – Congestion Mitigation & Air Quality

Source: Atlanta Regional Commission

The first two of these projects, AT-001 and AT-004, directly affect the operational character of almost the entire corridor. The remainder of the projects affect specific intersections on the corridor (Fulton Industrial Blvd, H.E. Holmes/James Jackson Pkwy, and Hollywood Road). AT-AR-214 is a major project intended to reconstruct the interchange of D. L. Hollowell Parkway with Interstate-285.

2.5 Existing Programs

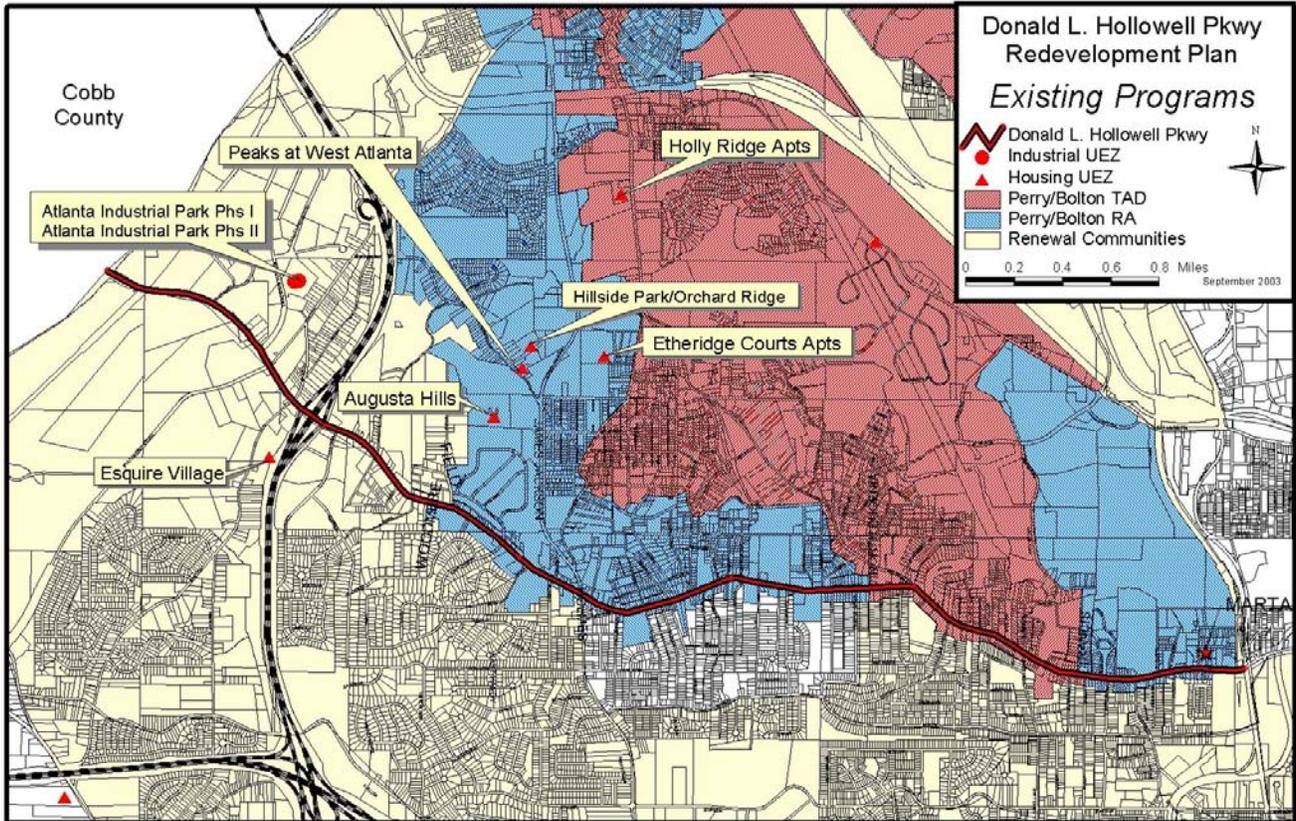
Several Economic Development Programs currently exist in and around the study area. Those with geographical ties are the Perry/Bolton Tax Allocation District, Northwest Redevelopment Area, and the Renewal Communities program. Projects near the study area have also received Urban Enterprise Zone status.

Tax Allocation District

A tax allocation district, or TAD, is a tool used to pay for infrastructure and other improvements in underdeveloped or blighted areas so that the property becomes productive and enhances the surrounding neighborhoods. As property within the TAD is redeveloped and improved, the City receives new property tax revenues as a result of the increased property values. This new revenue is used to make improvements in the TAD without raising taxes or dipping into the City’s current tax revenues. The City’s investment in the TAD is repaid through improved properties that become permanent sources of increased property tax revenues. The Perry/Bolton TAD was approved by Mayor Shirley Franklin in December of 2002. The Atlanta Development Authority was designated as the Redevelopment Agent for this TAD, and a Neighborhood Advisory

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Figure 2.5.1 Existing Programs



Committee was formed to advise the City and ADA on redevelopment projects to be funded by proceeds of Perry/Bolton TAD bonds and other redevelopment funds. The Northwest Redevelopment Area includes the Perry/Bolton TAD and is a City-designated Redevelopment Area. Within the study area, the TAD stretches from Holly and Francis Streets to the east to North Eugenia to the West.

Renewal Communities

Established by the 2000 Community Renewal Tax Relief Act, the Renewal Community Initiative encourages public-private collaboration to generate economic development in 40 distressed communities around the country. This program replaces the Empowerment Zone program. Areas in Atlanta, including much of the study area, will receive regulatory relief and tax breaks to help local businesses provide more jobs and promote community revitalization. The City of Atlanta will utilize tax credits, tax deductions, capital gains exclusions and bond financing in this effort. The Federal Department of Housing and Urban Development (HUD) is responsible for the administration of this program on a national level, while the Atlanta Neighborhood Development Partnership (ANDP) is responsible for administering the program for the City of Atlanta. The

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portion of the study area within the Renewal Communities is between the Chattahoochee River and James Jackson Parkway, and between Mildred Place/South Eugenia and Stiff Street.

Urban Enterprise Zones

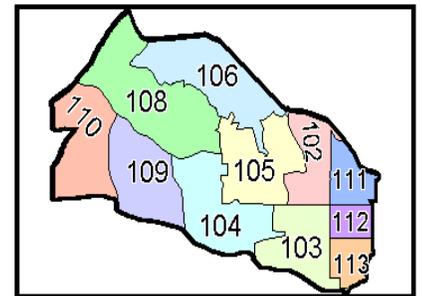
The City of Atlanta’s Urban Enterprise Zone (UEZ) program is a joint program with Fulton County, which was authorized for creation by the Georgia General Assembly in 1983. The program is currently being modified to improve administration. The purpose of the UEZ program is to encourage private development and redevelopment in areas of the City or on sites which otherwise would unlikely be developed due to the existence of certain characteristics of the area or site.

An applicant files an application with the Bureau of Planning to request that an “urban enterprise zone” (UEZ) be designated for a specific property that is located in a depressed area in order to obtain certain economic advantages for the development or rehabilitation of that property. The economic advantages may include the abatement of a substantial portion of the ad valorem property taxes by the City of Atlanta and Fulton County during the first ten years of the life of the development project, as well as the waiver of the payment of development impact fees by the City.

In return for allowing tax abatements (tax waivers and reductions) on the properties, the City seeks to benefit its citizens by improving the urban landscape and economic health of the neighborhood in which each property is located. This may, in turn, stimulate the development or redevelopment of other nearby properties that are located within distressed areas.

2.6 Crime Assessment

The D.L.H study area is located in the City of Atlanta Police Department’s Zone 1. Zone 1 covers 19 square miles (14% of the City’s land area) and is home to 73, 445 people (17% of the City’s population) as of June 2003. The APD tracks crimes including criminal homicide, rape, robbery, aggravated assault, burglary, larceny and auto theft for each of the 6 zones on a monthly basis. The year-to-date crime reports (January through June 2003) show that Zone 1 reported 3,276 incidents of crime, or 14% of the City’s crime reports. This percentage is the 3rd lowest among the 6 zones. Pockets of crime do exist, however, along the corridor, and this study recommends that police presence, particularly foot patrol, be increased wherever possible.



Zone 1.

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2.7 S.W.O.T. Analysis

Strengths

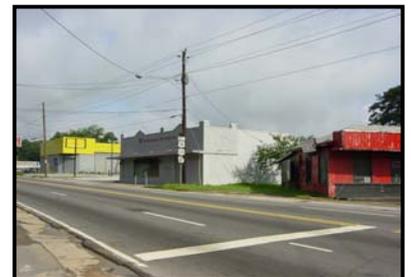
- Located in close proximity to Downtown, Midtown and Buckhead.
- Accessibility to the study area is provided by I-285, I-75, multiple arterials, and MARTA bus routes.
- Contains the Bankhead MARTA transit station.
- Development is already occurring near the study area.
- Land in the study area is comparatively more affordable than land in other areas of the City.
- Area offers a variety of housing types as well as housing price ranges.
- The Chattahoochee River front and corridor provide greenway access for residents.
- Contains civic uses including three schools, a senior center, a fire station, a police precinct, and a public library.
- Contains four major parks totaling 107 acres.
- Spring fed creek valleys provide unique natural features: Proctor Creek, branching into Center Hill Tributary & Mozely Park Tributary.
- Industrial area provides economic base for the City and the region.



Bankhead MARTA Station

Weaknesses

- Significantly underutilized and vacant properties, and buildings of generally run-down appearance.
- Perception of crime in the area.
- Lack of strong economic development initiatives.
- Conflict among residential, commercial and industrial land uses.
- Conflict among residential and commercial/industrial traffic.
- Existing regulations do not provide for mix of housing options for a broad range of ages and incomes within a single neighborhood.
- Insufficient amount of medium to high-density residential development to support viable pedestrian oriented commercial districts.
- Lack of appropriate retail mix and modern buildings along corridor.
- Lack of entertainment facilities.
- Lack of connectivity to the neighborhoods they serve.
- Presence of unidentified brownfields.
- Inadequate arterial transportation corridors within the study area.
- Inadequate and/or underutilized parks and recreational facilities.
- Lack of code enforcement and property maintenance.



Vacant buildings are a blight on the neighborhoods.

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Opportunities

- Development in the area benefits from proximity to amenities and employment centers.
- Limited land available in other areas.
- Unique opportunity to create a critical mass for development due to the large number of vacant properties and buildings.
- Proximity to the Chattahoochee River and the Proctor Creek provides a great opportunity for recreational activities with the implementation of the Greenway Acquisition Project.
- Relatively affordable land creates the opportunity to develop affordable housing, mixed-income, and mixed-use development.
- Opportunity for medium to high-density residential development in certain areas.
- Opportunities to re-use and adapt some of the older buildings to alternative uses.
- New financing tools to clean up abandoned industrial sites provide opportunity for redevelopment.
- Fulton County's Charlie Brown Airport and planned expansion provide opportunities for industrial development in the area.
- Opportunity to build new schools near the study area.
- Provide for community uses and functions in local schools.

Threats

- Lack of building code enforcement and public/private property maintenance could continue to encourage disinvestments in the area.
- Continuing negative perception of study area may prevent developers from investing in the area.
- Fear of change may prevent community members from supporting positive initiatives.

4. Vision & Goals

4.1 Vision

The stakeholders decided to retain the following vision for D.L. Hollowell Pkwy set forth in the NAFFP:

"To develop an active Bankhead Community which encompasses residential, commercial and light industrial usage. It should be a community with housing and high quality businesses where a family-oriented environment can be cherished and enjoyed."

4.2. Goals & Objectives

During the public participation process, the stakeholders agreed upon the following goals and objectives:

- Create appropriate transportation linkages between the commercial corridors and the neighborhoods
- Create entryways to define, unify and establish a distinct identity for the area
- Improve image
- Improve public safety
- Promote infill housing opportunities, reinvestment and new housing construction
 - Identify areas appropriate for medium density housing & single family housing rehabilitation
- Target specific commercial nodes for rehabilitation
 - Create a transit-oriented mixed-use development node around the MARTA Station
- Promote reutilization of abandoned or underutilized industrial and commercial buildings and maintain live/work opportunities
 - Identify brownfield and vacant/underutilized properties with the aim of preparing them for redevelopment
 - Assess the compatibility of land zoned for industrial uses with adjacent development
- Encourage preservation of natural resources
 - Assess whether more park space is needed
- Promote economic development
 - Provide support for small businesses

4. Recommendations

4.1 Land Use & Zoning

In order for the area to develop in a way that meets the community's stated goals, it is necessary to make changes to the policies and procedures that currently guide development. Through this planning process, a number of policies have been identified to provide options for vacant and or tax delinquent properties, encourage the redevelopment of brownfields, allow for more residential development, and protect the natural features of the study area. Specific changes to the City's Land Use maps and the zoning districts are also recommended to ensure that redevelopment of the area occurs in a desirable manner.

Statement of Intent

1. Preserve existing single-family neighborhoods by channeling higher density uses along the D.L. Hollowell Corridor.
2. Increase the residential density in specific locations to support new commercial development that will provide improved goods and services for the community.
3. Direct new commercial development to nodes at James Jackson Parkway, Hollywood Road, West Lake Road, and the MARTA station.
4. Create attractive places by incorporating urban design into zoning regulations.
5. Maintain adequate industrial areas to support the tax base of the community and the City of Atlanta.
6. Protect sensitive environmental areas from over development.

Methodology

When making changes to the land use maps and zoning districts, three main issues were considered for each node and each parcel of land:

- Which land use/zoning category will promote the most appropriate development?
- Which replacement land use/zoning category differs the least from the existing category on portions related to property value?
- Which land use/zoning category is most compatible with that of neighboring properties?

The most important issue is to choose the land use and zoning categories that promote redevelopment of each property in a way that benefits the neighborhood. It is also vitally important that the new land use and zoning categories also benefit the property owner, and do not reduce the

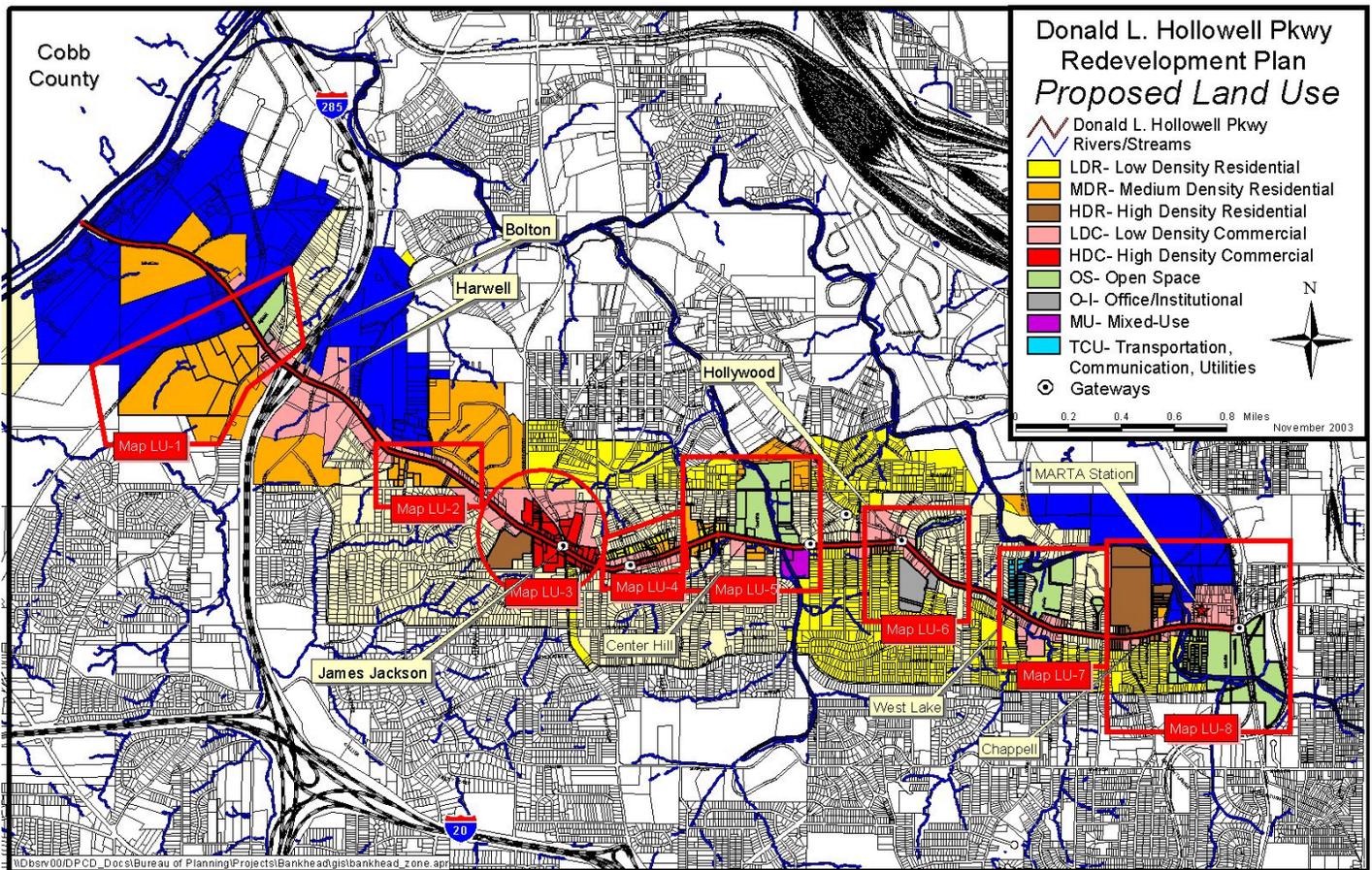
Donald L Hollowell Pkwy Redevelopment Plan

value of the property by significantly reducing the amount of development permitted. And finally, conflicting land uses should be avoided, and this issues was taken into account when proposing new land use and zoning categories.

Recommended Changes to the 15 Year Land Use Plan

In order to make the changes illustrated above possible, it is necessary to make changes to the 15 Year Land Use Maps in the Comprehensive Development Plan (CDP). The areas within the red demarcations will require such Land Use changes. The map below, along with more detailed sections, appears in *Appendix A*.

Figure 4.1.1 Proposed Land Use

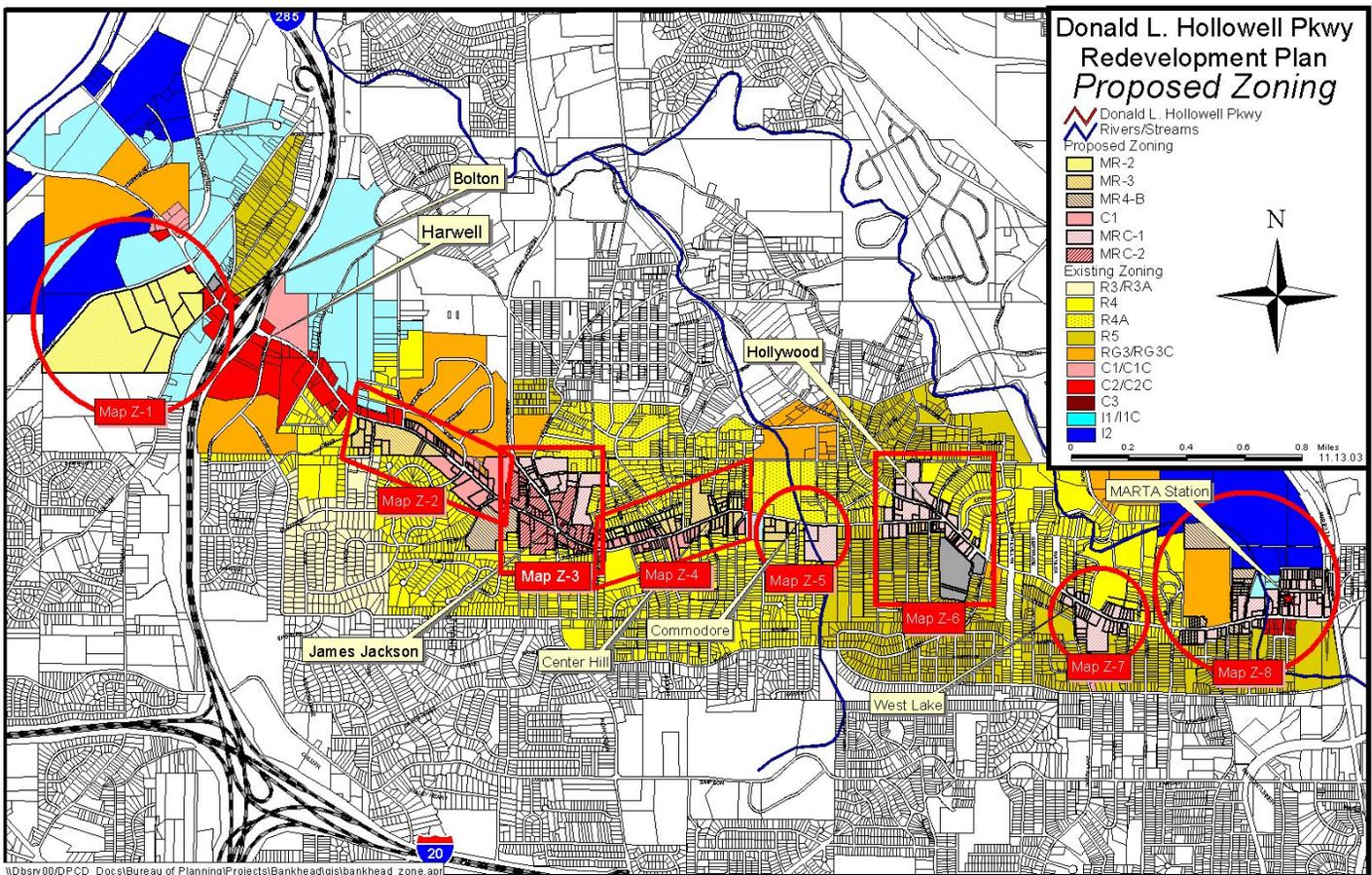


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Recommended Changes to Existing Zoning Districts

Careful evaluation of current zoning conditions, community needs, development and population projects, and best practices has led to the following recommendations for changes to the zoning for a number of properties within and adjacent to the study area. The areas within the red demarcations will require zoning changes. Quality of Life Zoning Codes including MR2, MR3, MR4-B, MRC-1 and MRC-2 will be utilized. The map below, along with more detailed sections, appears as *Exhibits X-X* in *Appendix A*.

Figure 4.1.2 Proposed Zoning

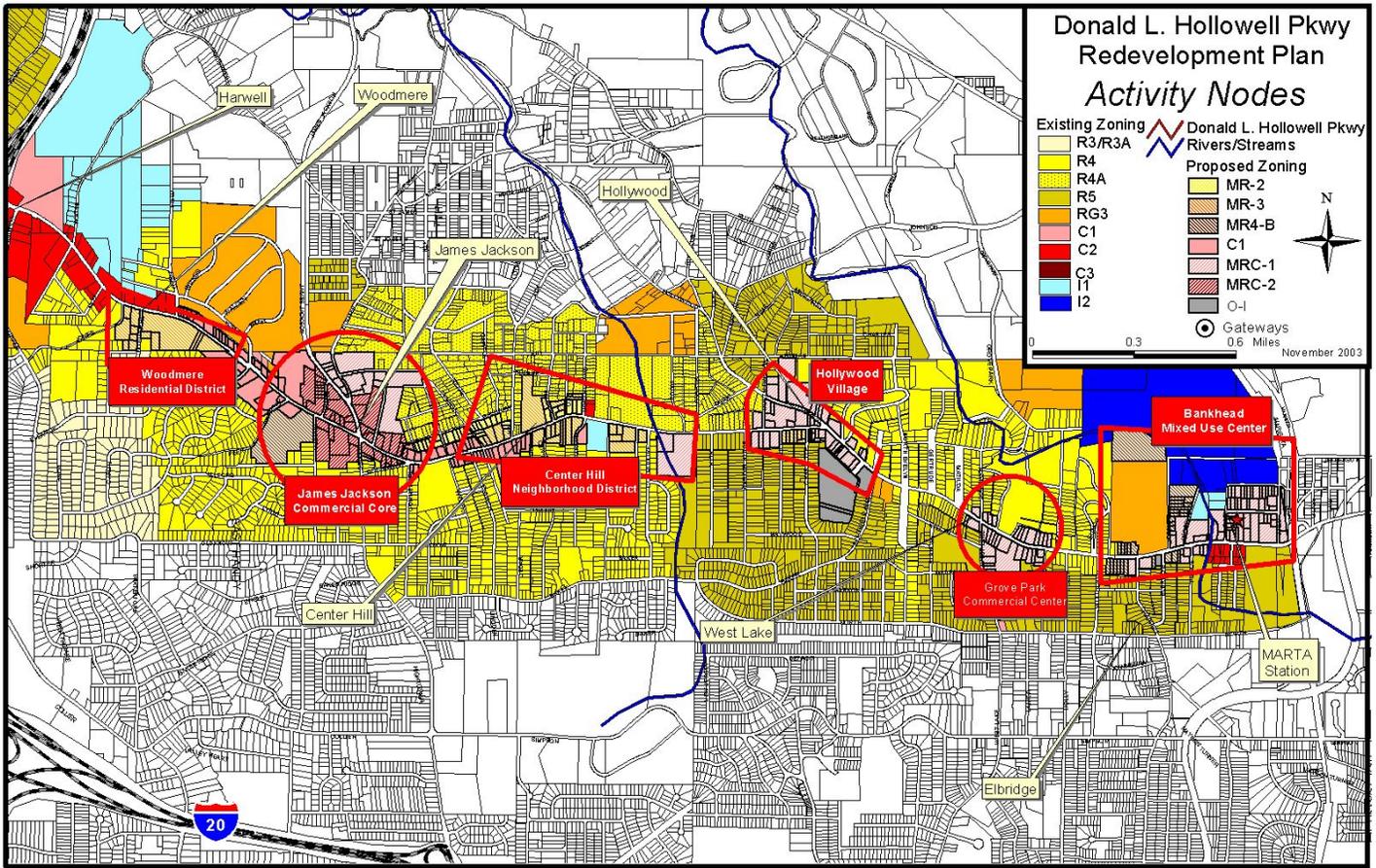


Activity Node Concept

This plan identifies six activity nodes- four commercial/mixed-use and two residential- along the corridor. Each of these nodes has a specific purpose and a unique character. They are as follows:

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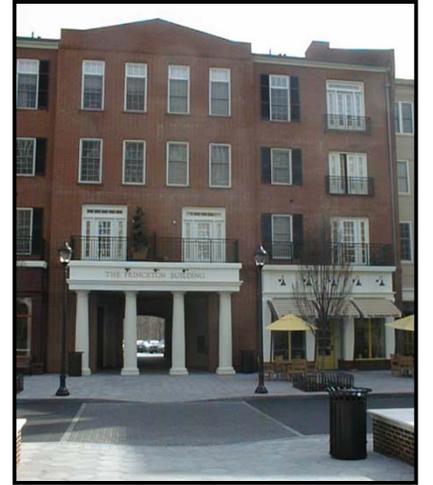
Figure 4.1.3 Activity Nodes



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Woodmere Residential District

- **Location:** South side of D.L. Hollowell Pkwy between Jones and the properties fronting Kings Grant.
- **Purpose:** This medium-density residential node complements Bowen Homes on the north side of D.L. Hollowell Pkwy. It provides a convenient in-town location for wishing to be located near both I-285 and nearby commercial areas. The vast majority of properties in this district are currently either vacant or underutilized. The addition of residential uses would help to revitalize this stretch of D.L. Hollowell Pkwy.
- **Character:** The Woodmere Residential District is envisioned to be the site of 3-4 story multi-family residences of a style and layout that would make an appropriate neighbor to the adjacent single-family neighborhood. This area is proposed for rezoning to MR-3, a Quality of Life Zoning district that allows for 5% of the development to be used for commercial purposes.
- **Projects:**
 - Land Use & Zoning Changes
 - Transportation: C-2 Harwell Rd to James Jackson



Donald L Hollowell Pkwy Redevelopment Plan

James Jackson Commercial Core

- **Location:** The properties surrounding the intersection of James Jackson and D.L. Hollowell between Peek and Rockwood to the west and east and the properties zoned commercial to the north and south.
- **Purpose:** The neighborhoods surrounding the D.L. Hollowell Pkwy Corridor do not currently have a central commercial location in their community. This node would serve as the higher-density commercial core, encouraging both traditional commercial and mixed-use development. According to the market analysis, this node can support an additional 100,000 square feet of retail.
- **Character:** The James Jackson Commercial Core will consist of 3-5 story mixed-use and commercial structures laid out to encourage pedestrian activities. It will be the site of a public plaza and retail amenities such as national chain stores and local businesses. Properties in this node are proposed to be zoned MRC-2 and MRC-1, Quality of Life Zoning Codes that support storefront, mixed-use establishments. The site currently used as a trailer park is the future home of high-density residential development. This site will be re-zoned MR4-B, which limits the height of the structures to approximately four stories.
- **Projects:**
 - Land Use & Zoning Changes
 - Transportation: I-2, NS-1 James Jackson Node
 - Gateways: James Jackson



Donald L Hollowell Pkwy Redevelopment Plan

Center Hill Neighborhood District

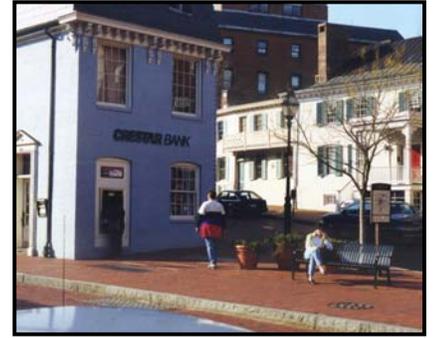
- **Location:** North side of D.L. Hollowell from Peyton to North Grand; south side of D.L. Hollowell from Cedar to Mildred.
- **Purpose:** Located adjacent to Center Hill Park, this node presents a great opportunity to add higher-density residential uses to the corridor. This will allow easy access by a greater number of people to the amenities provided by the park such as the new ball fields and the proposed recreation center. The presence of the Police Precinct will add a measure of security and create a desirable place to live.
- **Character:** Two to five story multi-family residential structures will be welcome in this area. Zoned MR-3, it will allow 5% of all development to be utilized for commercial purposes, encouraging a small number of locally serving corner store-type establishments. This is also the site of the former K-Mart store, which will be rezoned MRC-1 to prepare it for its new identity as a mixed-use development. The current uses of a grocery store, laundry facility, and restaurant remain desirable.
- **Projects:**
 - Land Use & Zoning Changes
 - Transportation: C-3 James Jackson to Commodore
 - Gateways: Mildred
 - Greenspace: Center Hill Park Recreation Center construction & park expansion



Donald L Hollowell Pkwy Redevelopment Plan

Hollywood Village

- **Location:** North side of D.L. Hollowell Pkwy from west of North Eugenia to east of Edwin Place; south side of D.L. Hollowell from east of South Eugenia to B.S. Carson Honors Preparatory School; Hollywood Road from North Eugenia to D.L. Hollowell Pkwy.
- **Purpose:** Once a charming retail destination, the intersection of Hollywood Road and D.L. Hollowell Pkwy is the perfect place for small-scale retail developments. This node is expected to serve as a destination for residents of adjacent and nearby neighborhoods. According to the market analysis, this area can support an additional 40,000 square feet of retail.
- **Character:** The community envisions Hollywood Village to be home to 1-3 story retail developments, particularly small shops and restaurants. This node will have the feel of Virginia-Highlands, East Atlanta, or the plaza in Downtown Decatur. The focal point of this node will be the public plaza located at the intersection.
- **Projects:**
 - Land Use & Zoning Changes
 - Transportation: I-3, NS-2 Hollywood Node
 - Gateways: Louise/Hollywood & Hollywood/Hollowell
 - Greenspace: NW corner of Hollywood & Hollowell



Donald L Hollowell Pkwy Redevelopment Plan

Grove Park Commercial Center

- **Location:** North side of D.L. Hollowell from west of Florence to west of Francis; south side of D.L. Hollowell from West of West Lake to Elmwood.
- **Purpose:** The intersection of West Lake/Florence and D.L. Hollowell currently features several businesses. This node has the capacity to add commercial or mixed-use structures to better serve neighboring residents. According to the market analysis this area can support an additional 15,000 square feet of retail.
- **Character:** Convenient shopping will be located in 1-3 story commercial or mixed-use buildings near the West Lake/Florence intersection and adjacent to the Carter G. Woodson Elementary School facility. Small, local-serving businesses may be located here. The area will utilize the QOL zoning districts of MR-2, MR-3, and MRC-1 to support this type of development.
- **Projects:**
 - Land Use & Zoning Changes
 - Transportation: NS-3 Grove Park Node



Donald L Hollowell Pkwy Redevelopment Plan

Bankhead Mixed Use Center

- **Location:** North side of D.L. Hollowell from unnamed street west of Overlook Atlanta to the CSX railroad bridge; south side of D.L. Hollowell from east of Woodlawn to Proctor Creek trunk.
- **Purpose:** The Bankhead MARTA Station is currently underutilized. Transit-Oriented Developments (TOD), which are gaining popularity in Atlanta, are one way to increase transit ridership while providing services accessible to greater numbers of people. The purpose of this node is to provide for commercial, residential, and mixed-use developments adjacent to the MARTA station and in the vicinity of Maddox Park. According to the market analysis, this area can support an additional 15,000 square feet of retail.
- **Character:** 3-5 story mixed-use and residential buildings are appropriate for this node, which will have the potential to draw customers from a more regional base. Zoning districts of MRC-1 and MR4-B will allow the right densities to allow such a development.
- **Projects:**
 - Land Use & Zoning Changes
 - Transportation: NS-4 MARTA Node
 - Gateways: CSX Railroad Bridge
 - Greenspace: Greenway Acquisition along Proctor Creek, Maddox Park Beautification & Redevelopment
 - Urban Design: TOD Design Charette



Donald L Hollowell Pkwy Redevelopment Plan

4.2 Urban Design

Urban design concerns the relationship between the human environment and the build environment. Good urban design accomplishes many things, including enhancing an area and helping to make it a desirable place to be; increasing the safety of an area by maintaining a human scale; and creating a sense of place. The Quality of Life Zoning Districts regulate many aspects of urban design, including, but not limited to:

- Relationship of building to street/building façade lines
- Sidewalks
- Sight triangles
- Utilities
- Transitional height planes
- Transitional yards
- Drive-through services
- Building height & floor delineation
- Block sizes
- Consolidated Open Space
- Building Numbering
- Gas Service Station Configuration
- Lighting
- Dumpsters, Loading areas
- Driveway consolidation
- Parking decks
- On-Street parking
- Bike Parking
- Landscape Buffers
- Tree/Parking space alignment
- Parking Security

The community participated in two visual preference exercises during which they selected pictures representing the building types and urban design elements most suitable for segments of the study area.

Open Space/Plazas

Open space and urban plazas are a vital part of any activity node. As part of the visual preference process, community members chose examples of urban plazas suitable for each of the four designated commercial nodes. Representations of appropriate plazas are included with the description of each node in section 4.2 above.

Gateways

Gateway features signal the entrance into a unique place- a neighborhood, a business district, or a park. The study area currently features several gateway signs at the entrances to some of the older neighborhoods. Additional gateways are needed at the following locations:

- Kings Grant & DLH
- James Jackson & DLH
- Woods & DLH
- Mildred & DLH
- Louise & Hollywood
- Hollywood & DLH
- CSX Rail Bridge & DLH



Lennox/Morningside's neighborhood entrance marker serves as an example of an appropriate Gateway.

Donald L Hollowell Pkwy Redevelopment Plan

An example of a standard gateway was chosen by the community members during the visual preference process, however this plan recommends that each gateway be designed or chosen by the neighborhood it adorns. Funding for the construction, purchase or installation of the gateway features should be sought through the Council District, neighborhood groups, business associations, or other organizations that provide greenspace enhancement funds.

Historic Preservation

According to the National Trust for Historic Preservation, historic preservation can be defined as simply having the good sense to hang on to something -- an older building or neighborhood or a piece of landscape -- because it is important to us as individuals and/or as a nation. When historic buildings and neighborhoods are torn down or allowed to deteriorate, a part of our past disappears forever. When that happens, we lose history that helps us know who we are, and we lose opportunities to live and work in the kinds of interesting and attractive surroundings that older buildings can provide.

For this reason many mechanisms have been developed to preserve historic buildings of all kinds including the creation of Historic Districts, Landmark Districts, and Conservation Districts. The most important reason to enter into the historic preservation process is to protect the architectural integrity of an area and maintain it as an asset. Preserving historic areas can help to revitalize neighborhoods by setting them apart from other areas in a city. Due to the amount of work a community must contribute, preserving a historic area often has a galvanizing effect on the community, creating momentum to make other improvements to a neighborhood as well.

There are several potentially historic neighborhoods surrounding the study area, including Collier Heights, Almond Park, Center Hill and Grove Park. This plan recommends that these neighborhoods embark upon a research process to learn about historic preservation in the City of Atlanta and to discover which particular areas may qualify for available programs. Individual owners of historically significant buildings may also choose to participate in the historic preservation process. Interested parties should contact the Atlanta Urban Design Commission to learn about historic preservation resources and processes.

Design Charrettes

Areas slated for significant improvements could benefit from holding design charrettes, in which urban design experts and community members work together to create site-specific recommendations. This process is recommended for the Bankhead Mixed-Use Center where a Transit-Oriented Development (TOD) is called for. This process should



One of the few remaining historic stone homes in the Grove Park neighborhood.

Donald L Hollowell Pkwy Redevelopment Plan

take into consideration the Proctor Creek trunk, topographic issues, and the realignment of Donald L. Hollowell Parkway.

4.3 Real Estate Development

Vacant and/or Tax Delinquent Properties

Land assemblage and clear title are among the most time-consuming, expensive and prohibitive steps for development activity in the area. Fortunately, the study area has 43 vacant parcels of land constituting 32.4 acres that have been identified as tax delinquent through 2002 (see Exhibit XX in Appendix A). This situation presents an opportunity for the community, as tax delinquent properties can be more easily acquired and assembled. The Community Development Corporation (CDC) that will be formed through the Perry/Bolton Tax Allocation District (TAD) will play a vital role in the acquisition and redevelopment of tax delinquent and otherwise vacant property through the Atlanta/Fulton Land Bank Authority or other means of purchase that will allow removal of tax liens to allow for clear titles.



A vacant structure on the corridor.

Brownfield Redevelopment

A brownfield property is "real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant." On January 11, 2002 President Bush signed into law the Small Business Liability Relief and Brownfields Revitalization Act (Public Law 107-118; H.R. 2869). It expands the Environmental Protection Agency's (EPA) Brownfields program, boosts funding for assessment and cleanup, enhances roles for State and Tribal response programs, and clarifies Superfund Liability.

The City of Atlanta has created the Brownfields Resource and Information Center (BRIC), which is a program that addresses brownfield environmental issues that impede residential, commercial and industrial redevelopment efforts in City neighborhoods. Uses that may cause brownfield conditions are dry cleaning facilities, which typically use chemicals such as chlorinated solvents that are known to be hazardous, tire sales and service, funeral homes, truck storage facilities/truck stops, metal works, gasoline service stations and land fills. BRIC addresses the sustainability and livability of these redevelopment projects while considering how the projects fit in with the Department's overall goals. Properties thought to be brownfields can be identified and tested through BRIC. BRIC can also assist in the allocation of funds for the remediation of brownfield sites.

Long-time residents are often the best source for information concerning possible brownfields. This plan recommends that efforts by neighborhood groups and the Norwest Business Association to identify and revitalize brownfields be supported.

Donald L Hollowell Pkwy Redevelopment Plan

Residential Development

In order to attract improved goods and services to the area, new residents need to be added to the area. According to the Urban Land Institute, multi-family housing makes it financially feasible to integrate commercial and retail uses into a neighborhood. Multi-family housing also provides opportunities for life-cycle housing, as it allows individuals and families to remain in their neighborhoods through the different stages of their lives during which they may choose to live in a home that requires less upkeep than a single family home. This plan recommends that medium- and high-density multi-family housing be located along the Donald L. Hollowell Parkway, reserving the interior neighborhoods for single family and low-density residential development.

The total housing demanded for the entire area of influence over the next ten years (2004 through 2013) is anticipated to consist of over 2,800 additional owners and 4,300 additional renters. Of these, 312 owner-occupied households have been allocated on the corridor and 2,520 off the corridor in the surrounding neighborhoods. 1,128 of the renter-occupied households have been allocated on the corridor and 3,190 off the corridor. On an annual basis, 337 new households are projected to be added to the area of influence. Infill development and new residential communities will also help reinforce the surrounding neighborhoods, which are attractive and have tremendous potential. Once the neighborhoods in the area of influence have been re-established, it may be possible to shift more of the residential demand onto the corridor. It is important to note that over the next ten years a demand of 968 apartments and 160 renter-occupied town homes on the corridor represents at least three to four large scale mixed product development which could significantly impact the area's character.

Residential nodes are recommended for the following areas: between Fulton Industrial and Bolton Road; around Woodmere Drive; around Center Hill Avenue; and between Gary Road and Commodore Drive. The Land Use and Zoning recommendations provided below support this policy. Four additional mixed-use nodes are also recommended at James Jackson Parkway, Hollywood Road, West Lake Road/Grove Park, and the Bankhead MARTA Station. As part of the market analysis, a demand analysis assessing ideal residential product placement was conducted for the four mixed-use activity nodes. The results are summarized in table 4.3.1 below.



Examples of housing suitable at various nodes.

Donald L Hollowell Pkwy Redevelopment Plan

Table 4.3.1 Residential Demand Opportunities

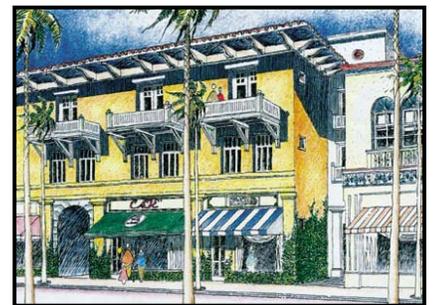
	James Jackson Commercial Core	Hollywood Village	Grove Park Commercial Center	Bankhead Mixed Use Center
Development Opportunities	Apartments in surrounding areas	Potential for residential above retail (lofts)	Moderate density infill for-sale	Apartment community, including mixed-income
Potential Target Markets	Local residents seeking new, quality housing and proximity to community-serving retail and I-285. Regional buyers seeking intown price alternative	Local move-ups seeking proximity to neighborhood-serving retail (town center). Regional buyers seeking intown price alternative.	Local move-ups seeking proximity to elementary schools and park. Regional buyers seeking intown price alternative.	Residents of area of influence (mixed-income) seeking proximity to MARTA and county facilities.

Atlanta Housing Authority Properties

The Atlanta Housing Authority (AHA) currently manages two residential developments along the corridor. They are Bowen Homes and Bankhead Courts. While there are no concrete plans for redevelopment of these sites, the AHA would like to make improvements and changes to these areas in the future. AHA is willing to consider a site swap for Bankhead Courts, which is currently located in an active industrial area. AHA would like to see Bowen Homes become a mixed-income, possible mixed-use development.

Retail

The anticipated household growth of 337 households annually will fuel demand for additional retail space in the area of influence. The area can expect to generate demand for just over 5,700 square feet of new retail space annually in addition to the unmet demand for 180,000 square feet. Not all of this demand will necessarily be captured on D.L. Hollowell Pkwy. There are competing corridors and locations in the area of influence that may also be appropriate for retail development. Nevertheless, there is support for additional retail, and locations along D.L. Hollowell Pkwy are uniquely suited to capture the unmet demand. This additional retail should be located in existing nodes and newly established nodes along the corridor. The goal for these nodes should be to develop sustainable retail. These are developments that have more significant upfront costs, but are places that increase in value over time and eventually become far more valuable than conventional retail. Suitable uses at these nodes are a post office, florist, professional offices, small theater, ice cream shop, book shop, coffee shop, sit-down restaurants, hardware store, grocery store, movie rental, sandwich shop,



Example of mixed-use development acceptable at Hollywood Village.

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dry cleaners and specialty shops. Details are included in section 4.2 of the recommendations.

Nodal rather than linear commercial and mixed-use development creates walkable destinations that are an asset to the community. Commercial and mixed-use development nodes are proposed at: James Jackson Parkway; the former K-Mart shopping center; Hollywood Road; West Lake/Grove Park; and Elbridge/MARTA Station. The Land Use and Zoning recommendations provided below support this policy. A summary of the retail development opportunities for the main activity nodes is shown in the table below, which is derived from the market analysis in Appendix B.

Table 4.3.2 Retail Demand Opportunities

	James Jackson Commercial Core	Hollywood Village	Grove Park Commercial Center	Bankhead Mixed Use Center
Development Opportunities	Community serving retail (potentially 100,000+ square feet)	Neighborhood Serving/Main Street Retail (potentially 40,000 square feet)	Convenience retail (potentially 15,000 square feet)	Convenience retail (potentially 15,000 square feet)
Potential Target Markets	Residents of study area and proximate areas to the north (including Cobb County commuters). Local professionals (from newly demanded office space) including medical, dental, legal and real estate.	Residents for the study area and local professionals (from newly demanded office space) including medical, dental, legal and real estate.	Residents of study area, primarily surrounding neighborhoods.	Residents of the study area

Office

Local serving opportunities will develop as new households move into the area. Due to the transitional character of the area of influence, it is expected to capture approximately 15% of the existing demand, meaning office may relocate from other areas. The corridor should be able to capture a higher percentage of the demand generated by new housing at an estimated rate of 25%. The tables below show the potential demand for office space over the next ten years as well as development opportunities for the four activity nodes.

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Table 4.3.3 Potential Office Demand

Year	Demand
2004	39,753 square feet (existing demand)
2005	1,095 square feet (additional demand)
2006	2,191 square feet (additional demand)
2007	3,833 square feet (additional demand)
2008	6,024 square feet (additional demand)
2009 through 2013	47,096 square feet (total additional demand)

Table 4.3.4 Office Demand Opportunities

	James Jackson Commercial Core	Hollywood Village	Grove Park Commercial Center	Bankhead Mixed Use Center
Development Opportunities	Local serving office/service (10k sq ft +)	Longer term – service office (pot. 10k sq ft +)	Little to no opportunity	Office/ Institutional (pot 25k sq ft)
Potential Target Markets	Residents of area of influence and residents of proximate areas to north and Cobb County commuters. Professional offices to include medical, dental, legal and real estate.	Professional offices to include medical, dental legal and real estate.	Little to no opportunity.	Fulton County Government, medical and legal professions.

Industrial

It is important to recognize the value of industrial employment to the area as the ongoing presence of industrial uses provides a steady job base, which is important to maintaining and further developing the area’s economic vitality. It will be critical to find an appropriate balance between maintaining and growing industrial employment while at the same time encouraging residential and commercial development.

The market analysis suggests potential for an additional 5 to 6 million square feet of flex space over the next ten years for the Chattahoochee and Central Atlanta industrial sub markets. Flex space can be described as single-story office with very minimal distribution functions. Service oriented businesses typically occupy flex space and generally have higher incomes than businesses in bulk warehouse/ distribution space. Based on the anticipated space demanded, we can estimate a net addition of 10,000 to 12,000 jobs in the industrial sub markets surrounding D.L. Hollowell over the next ten years. Trends suggest that bulk warehouse jobs will grow at a much slower rate over the next ten years with an expected addition of 2,300 jobs.

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Low Impact Development

Urbanization often results in the removal of vegetation, installation of impervious roofs and pavement, and installation of storm sewers to carry away storm water. These changes affect runoff rates and amounts and reduce water quality. Two major contributors to storm water runoff are parking lots and rooftops. Utilizing Storm water Best Management Practices (BMPs) can reduce the impact of urbanization on the natural landscape. One tool to accomplish this is Low Impact Development (LID). LID refers to development practices that are based on a holistic view of livability and environmental compatibility. The approach emphasizes the integration of site design and planning techniques that conserve natural systems and hydrologic functions on a site. Examples of LID techniques include the construction of landscape swales, vegetative filters, storm water planters, and landscape infiltration facilities. Utilizing trees in urban areas to function like the public utilities by reducing storm water runoffs, improving air quality, and reducing energy consumption is another option. Finally, installing green roofs on building rooftops can also contribute to a low impact development. The practice of LID has been successfully integrated into many municipal development codes and storm water management ordinances throughout the United States. For example, the City of Portland, Oregon, adopted amendments to its zoning code in March of 2001 that encourage integrated storm water management, site planning and facility design. This study recommends that the City of Atlanta’s Department of Watershed Management and Department of Planning & Community Development collaborate on this issue and propose a solution to dealing with runoff problems. We also recommend that developments along the D.L. Hollowell corridor utilize LID techniques whenever possible.



Landscaped swales, pervious parking surfaces, and storm water planters can all reduce runoff.

Greenspace & Recreation

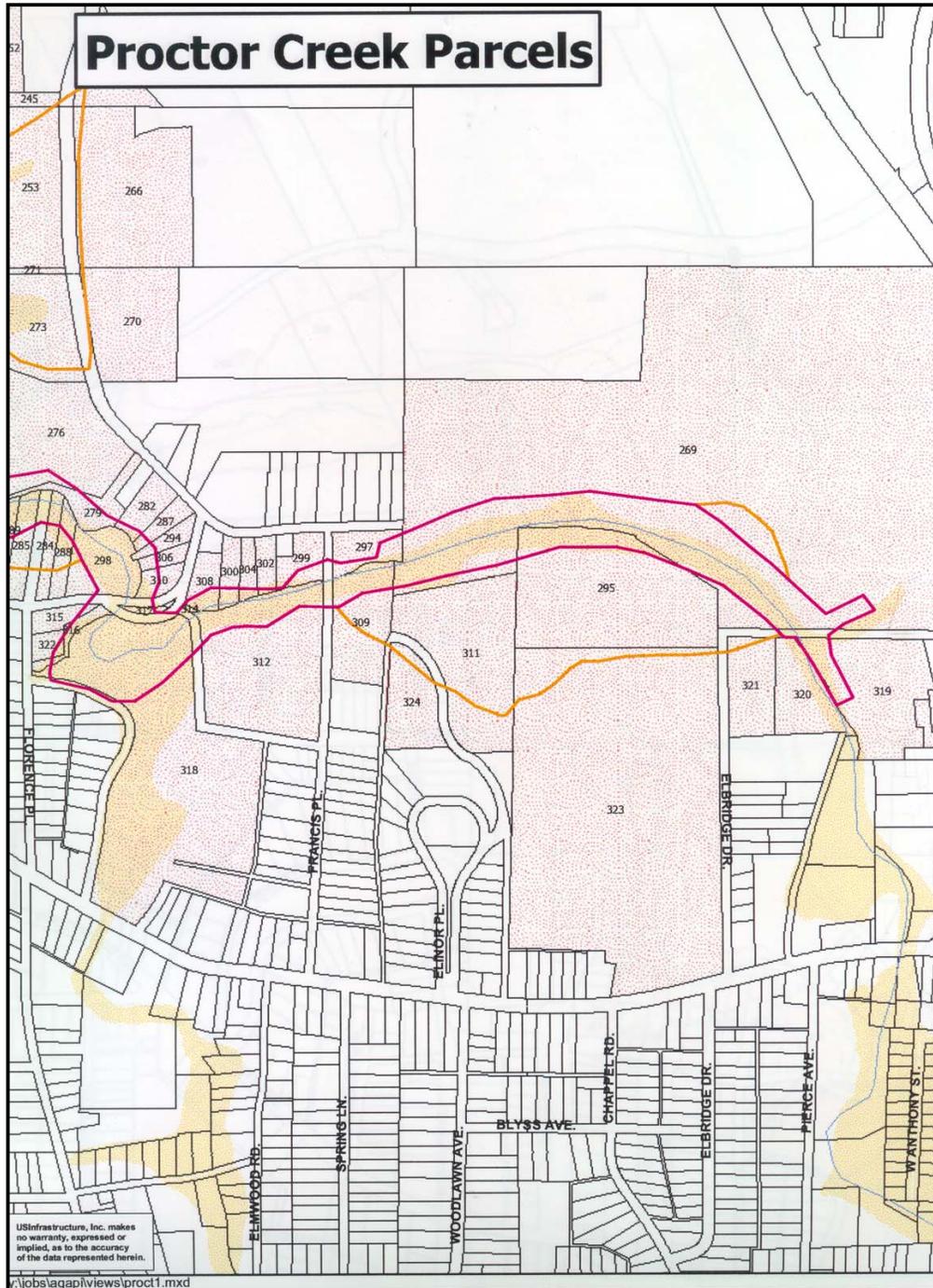
Proctor Creek

The Greenway Acquisition Project is one of two Supplemental Environmental Projects required by the Combined Sewer Overflow (CSO) Consent Decree. Under the Greenway Acquisition Project, the City will invest \$25 million in the purchase of property along selected portions of streams in metro Atlanta that flow into the Chattahoochee and South Rivers. The land will be converted to and/or preserved as greenways - undeveloped and undisturbed corridors along stream banks that serve as natural filters to trap sediment and other pollutants carried by storm water before they reach the streams. The natural vegetation of greenways also helps protect stream banks from erosion. In addition, greenways provide wildlife habitat and offer opportunities for passive recreation. Portions of Proctor Creek and its tributaries within and near the study area are slated for Priority 1 acquisition activities. Through donating or selling property, or a part thereof, at a bargain, donating or

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selling a conservation easement, or selling a property or part thereof at fair market value, property owners have the opportunity to help preserve Proctor Creek. Owners of portions of properties on Elbridge Road, Florence Place, Francis Place, Hortense Place, Grove Park Place, and Johnson Road, continuing north to the Chattahoochee River, will be contacted by the Department of Watershed Management to determine if there is interest in participating in this program.

Figure 4.3.1 Greenspace Acquisition: Proctor Creek Priority 1 Properties



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Other Land Acquisition

In addition to increasing greenspace along Proctor Creek, this plan recommends acquiring additional greenspace properties. In particular, the parcel of land at the northwest corner of the intersection of Hollywood Road and D.L. Hollowell Pkwy would be an ideal location for public open space. This plan recommends researching the possibility of purchasing that land utilizing CDBG funds and/or Blank Foundation funds to create a gateway plaza that would be an asset to the entire community.

Center Hill Park Expansion

Center Hill Park is a 23.4 acre expanse located at 2305 Donald L. Hollowell Pkwy. According to the Department of Parks, Recreation and Cultural Affairs, a new Recreation Center for Center Hill Park is proposed to be situated west of the Zone 1 Police Precinct. The design of this center is almost complete, however funds have not been identified for construction, which will cost an estimated \$20 Million. A new baseball field with parking, to be located east of the existing ball field, will be under contract for construction in late September 2003. The plan recommends that efforts to identify funds to complete these projects be supported. In addition, Center Hill Park is looking to expand its southeast corner to include the properties south of the new baseball field. In anticipation of

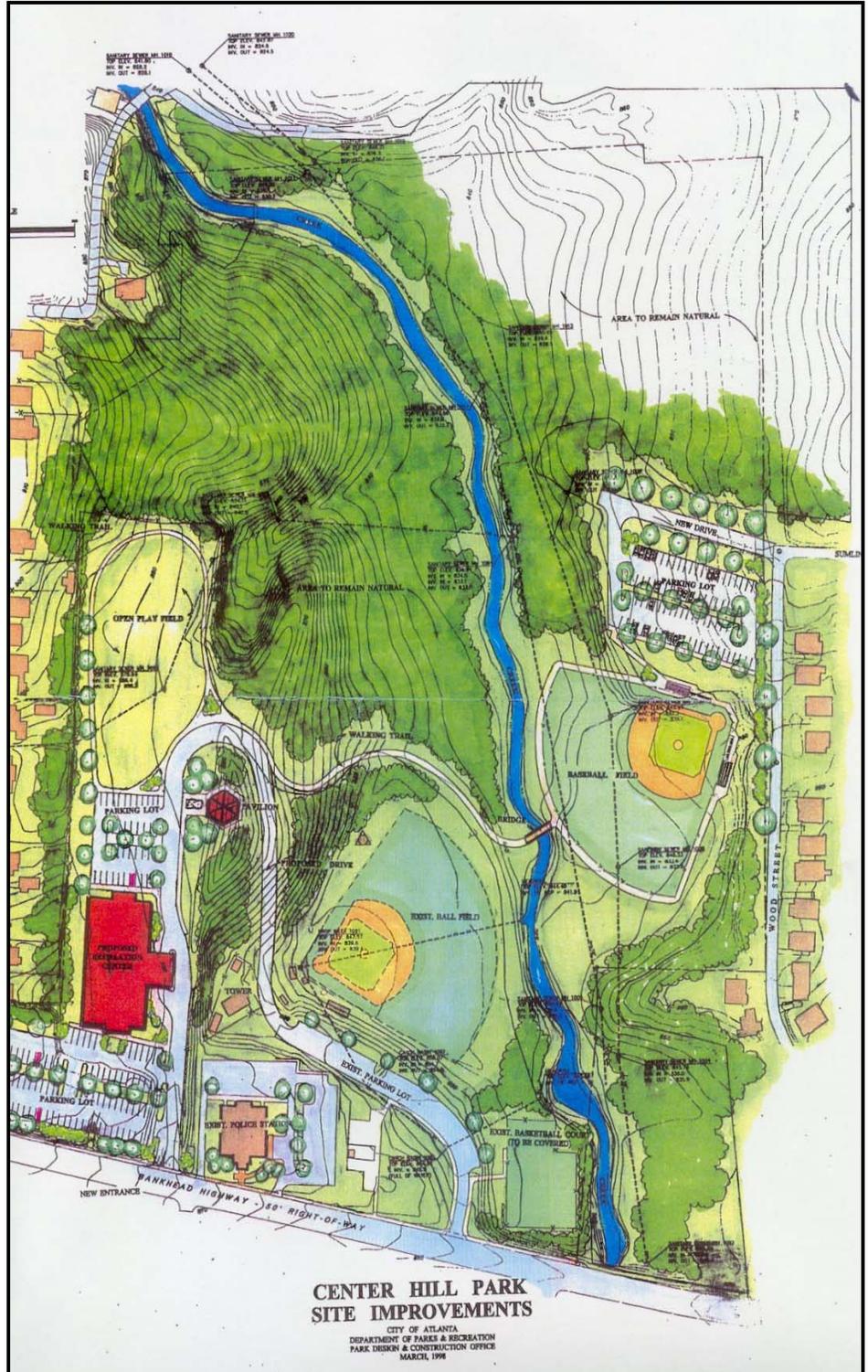


Figure 4.3.2 Center Hill Park Site Improvements

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purchase of this land, the plan recommends designating these properties as open space in the 15 Year Land Use plan.

Maddox Park

Maddox Park is located across D.L. Hollowell from the Bankhead MARTA Station. Active uses in this park include a picnic shelter, a swimming pool, a ball field, 3 tennis courts, and a playground. Currently, approximately 9.75 acres of this 51.5-acre park are devoted to passive uses. This plan recommends exploring the possibility of developing this underutilized area to support transit-oriented development of the Bankhead Mixed-Use Center. An equivalent amount of park space should be established at a suitable location to the east of Maddox Park on Donald L. Hollowell Pkwy. It also recommends that beautification of the park entrance be undertaken as part of the Marietta Blvd intersection improvements.

4.4 Economic Development

As part of the Perry/Bolton Tax Allocation District (TAD) approved earlier this year, council District 9 is seeking to establish a Community Development Corporation, which is a non-profit economic development and housing organization. The purpose of the CDC is to increase the community's direct involvement in the new development initiatives taking place in District 9. The focus will be on providing affordable housing opportunities, rehabilitation of existing housing stock (particularly senior/low income owners) and development of infrastructure related projects to uplift the quality of life for area residents. Groups such as a CDC will be in a prime position to take advantage of programs through the Land Bank Authority that will allow the organization to more easily acquire and redevelop tax delinquent land. This plan recommends that a permanent CDC office be located on the corridor to act as a center for economic development resources.

In addition to the creation of a CDC, there are many other programs available for economic development assistance. Programs selected from the Georgia Department of Community Affairs Economic Development Financing Packet are included in the table below. The Northwest Business Association would be another appropriate organization to maintain this information.

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Table 4.4.1 Selected Economic Development Resources

Program	Description	Contact
Perry/Bolton Tax Allocation District (TAD) & Redevelopment Area	A TAD is a tool used to pay for infrastructure and other improvements in underdeveloped or blighted areas so that the property becomes productive and enhances the surrounding neighborhoods.	City of Atlanta Bureau of Planning Attn: Flor Velarde 55 Trinity Ave Suite 3350 Atlanta, GA 30303 404-330-6731 www.atlantaga.gov
Renewal Communities	Allows Atlanta to receive regulatory relief and tax breaks to help local businesses provide more jobs and promote community revitalization in areas suffering from divestment and decline. This initiative has replaced the Empowerment Zone program.	ANDP 100 Peachtree St Suite 700 Atlanta, GA 30303 404-522-2637 andpi@andpi.org www.andpi.org
Urban Enterprise Zone	Provides economic advantages such as tax abatements and the waiving of development impact fees to encourages private development and redevelopment in areas which otherwise would unlikely be developed.	City of Atlanta Bureau of Planning Attn: Linda Logan 55 Trinity Ave Suite 3350 Atlanta, GA 30303 404-330-6637 www.atlantaga.gov
U.S. Small Business Administration (SBA)	Assists, counsels and champions small businesses. Provides financial assistance, management counseling and training, assists in bonding process.	The Small Business Administration Georgia District Office 133 Peachtree St, Harris Tower Suite 1900 Atlanta, GA 30303 404-331-0100 www.sba.gov/ga
Atlanta Women's Business Center	Offers assistance with cash flow and profit margin projections, and provides info including use of computers, manuals, books, audio & video tapes on various business topics.	Sheila Baker, Center Director 404-965-3982 www.onlinewbc.org
Small Business Investment Companies	Supply equity capital, long-term loans and management assistance to qualifying small businesses.	Wachovia Capital Associates 191 Peachtree St 26 th Floor Atlanta, GA 30303 404-332-1437 Matthew Sullivan
Minority Small Business Resource Organizations	Provide a variety of technical assistance and counseling to minority small businesses.	Atlanta Business League 931 MLK Jr. Dr. Atlanta, GA 30314 404-584-8126 www.theabl.org
One Stop Capital	Provides free access to industry specific	Melvin Solomon, Executive

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Shop (AOSCS)	business development info, technical assistance and administrative resources and support	Director City Hall East, First Floor 675 Ponce de Leon Ave Atlanta, GA 30308 404-853-7675
Atlanta Development Authority (ADA)	Private non-profit corporation to promote and implement economic development within the city.	Loan Dept, ADA 86 Pryor Street, Suite 300 Atlanta, GA 30303 404-880-4100 www.atlantada.com
Business Incubators	Help nurture young businesses from the startup stage to produce financially viable and freestanding businesses.	Georgia Institute of Community Business Development 404-657-6029 www.gicbd.net
Home Buyer/Own Home Programs	Georgia Department of Community Affairs low interest mortgages and down payment loans programs; City of Atlanta Bureau of Housing Assistance Program.	Georgia DCA 60 Executive Park South Atlanta, GA 30329 404-679-4840 www.dca.state.ga.us 404-330-6390 (COA)

4.5 Transportation

Introduction

In many ways, transportation improvements shape development. Transportation facilities provide access to land; access creates value; and increased value will attract development. The type of access that is provided, however, dictates the types of uses for which a site will ultimately be appropriate. Once they are set, the physical elements of an area's transportation infrastructure are extremely difficult and expensive to change. Therefore, in developing and re-developing areas, it is critical to holistically plan for an appropriate future transportation infrastructure. This planning must be based upon the surrounding planned uses that the transportation infrastructure will be called on to support, rather than having the infrastructure developed piecemeal on a site-by-site or segment-by-segment basis, without regard to the requirements of community development.

The elements of the transportation recommendations for the D. L. Hollowell Parkway corridor include:

- Providing a balance between mobility requirements (D. L. Hollowell Parkway as a major radial arterial from the City limits to intown Atlanta) and accessibility requirements (serving the needs of the community and neighborhood nodes along the corridor)

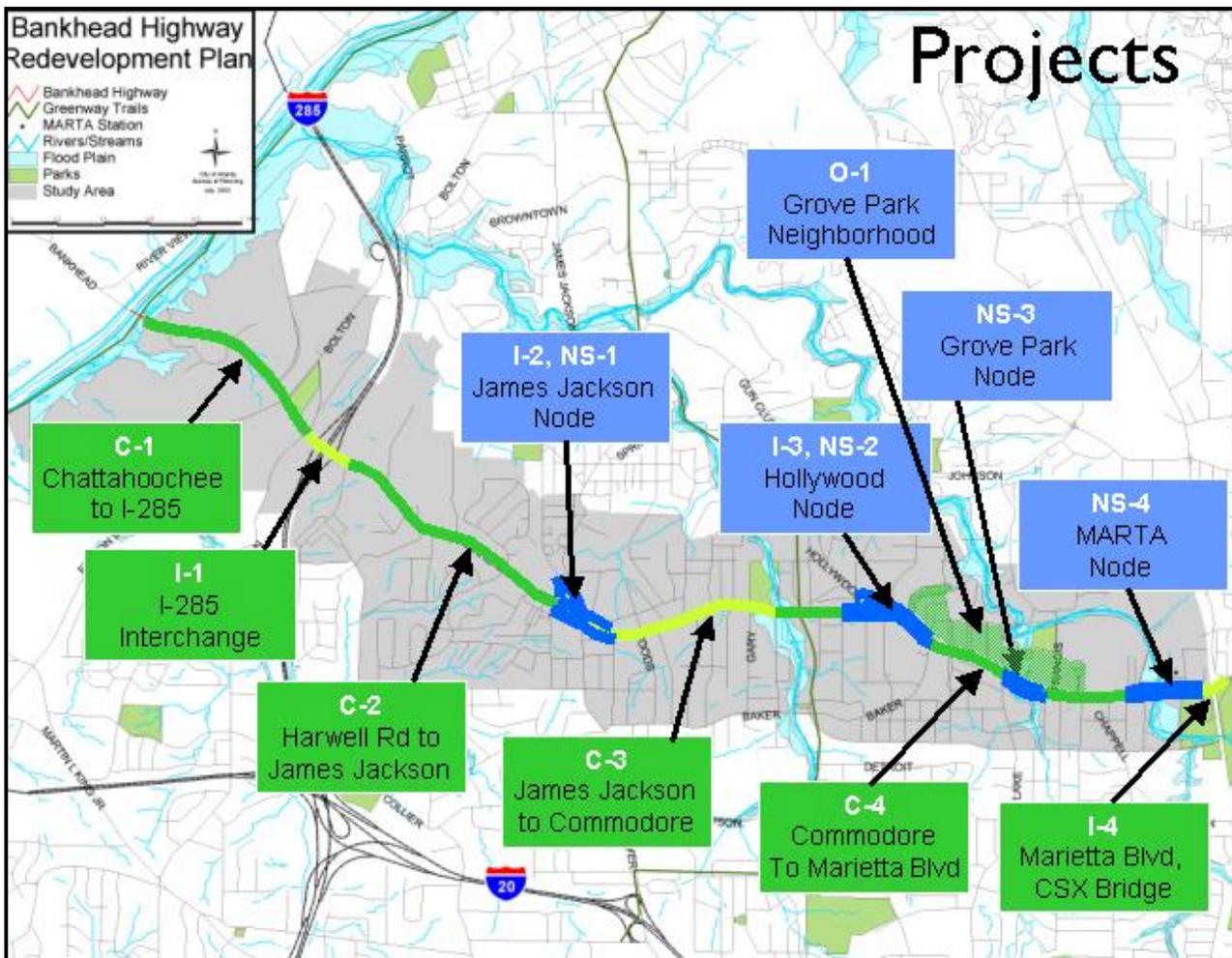
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- Maximum utilization of existing roadways
- Support for several revitalized community nodes, of differing scales
- Gradual transition from more to less intensity of use as one travels from west to east
- Accommodation of multiple travel modes (walking, biking and transit, automobile-based travel, trucks) in areas of higher intensity
- Pedestrian and bike accessibility
- Effective utilization of interstate highway access

Projects

The locations of recommended transportation projects are shown in Figure 4.5.1 below:

Figure 4.5.1 Recommended Transportation Projects



Donald L Hollowell Pkwy Redevelopment Plan

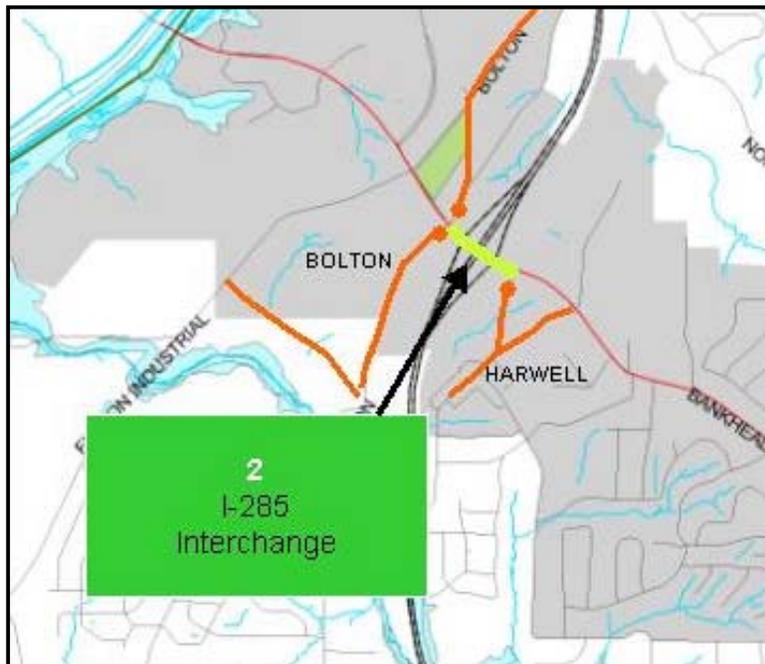
Interchanges and Intersections

I-1. I-285 Interchange

Reconfigure and widen the I-285/D. L. Hollowell Parkway interchange to accommodate increasing volume of traffic and trucks, and to reduce congestion at this critical intersection. Address truck congestion at the Petro truck stop. Provide adequate pedestrian access over Interstate-285.

This project must address the congestion caused by the proximity of both Harwell Road and Bolton Road to the current interchange. Both north and south access to Bolton Road should be closed, and automobile traffic re-routed to the west to Fulton Industrial Boulevard. Current access to Harwell Road should be closed, and Harwell road should be extended to the east to form an intersection with D. L. Hollowell Parkway opposite existing Watts Road. In all cases where roads are converted to cul-de-sacs, pedestrian and bicycle access must be maintained to D. L. Hollowell Parkway.

Figure 4.5.2. Proposed I-285 Interchange Configuration



I-2. James Jackson Parkway

Reconfigure the James Jackson Parkway/D. L. Hollowell Parkway intersection to include left turn lanes for eastbound and westbound traffic from D. L. Hollowell Parkway. Include crosswalks and pedestrian signalization on all legs.

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I-3. Hollywood Road

Reconfigure the Hollywood Road/D. L. Hollowell Parkway intersection to improve geometry and sight lines. Include a right turn lane from westbound D. L. Hollowell Parkway to Hollywood Road. Include crosswalks and pedestrian signalization on all legs.

I-4. Marietta Boulevard and CSX Bridge

Reconfigure the Marietta Boulevard/D. L. Hollowell Parkway intersection to improve geometry, sight lines, and topographical issues. Provide for adequate truck turning movements for southbound Marietta Boulevard traffic to westbound D. L. Hollowell Parkway.

This project should also include a reconstruction and widening of the CSX bridge over D. L. Hollowell Parkway to accommodate both adequate pedestrian access and dedicated bicycle lanes. Include adequate crosswalks and pedestrian signalization.

Corridors

C-1. Chattahoochee River to Bolton Road – Install Sidewalks

While a large portion of the northern side of D. L. Hollowell Parkway between Bolton Road and the Chattahoochee River does have adequate sidewalks, sidewalks along a significant portion of the southern side of the roadway are inadequate. In addition, approximately one-quarter of a mile of roadway east of the river does not have sidewalks at all. This project is to install sidewalks where there are none, and to replace those that are inadequate. Sidewalk widths of 5' are adequate for the smaller amount of pedestrian traffic to be expected, and planting strip separation from the roadway should be 2' wherever possible.

C-2. Harwell Road to H.E. Holmes/James Jackson – Widen Roadway

Widen D. L. Hollowell Parkway from 2 to 4 lanes along this primarily commercial corridor. Lane widths of 11' will allow adequate truck access and maneuvering. Install a center 20' planted median that narrows at intersections to provide a dedicated left turn lane. Include median breaks at intersections where appropriate.

Discontinue median at Ozburn to provide for the wider sidewalks and tree planting zones necessary at the James Jackson development node (see project NS-1).

Typical section:

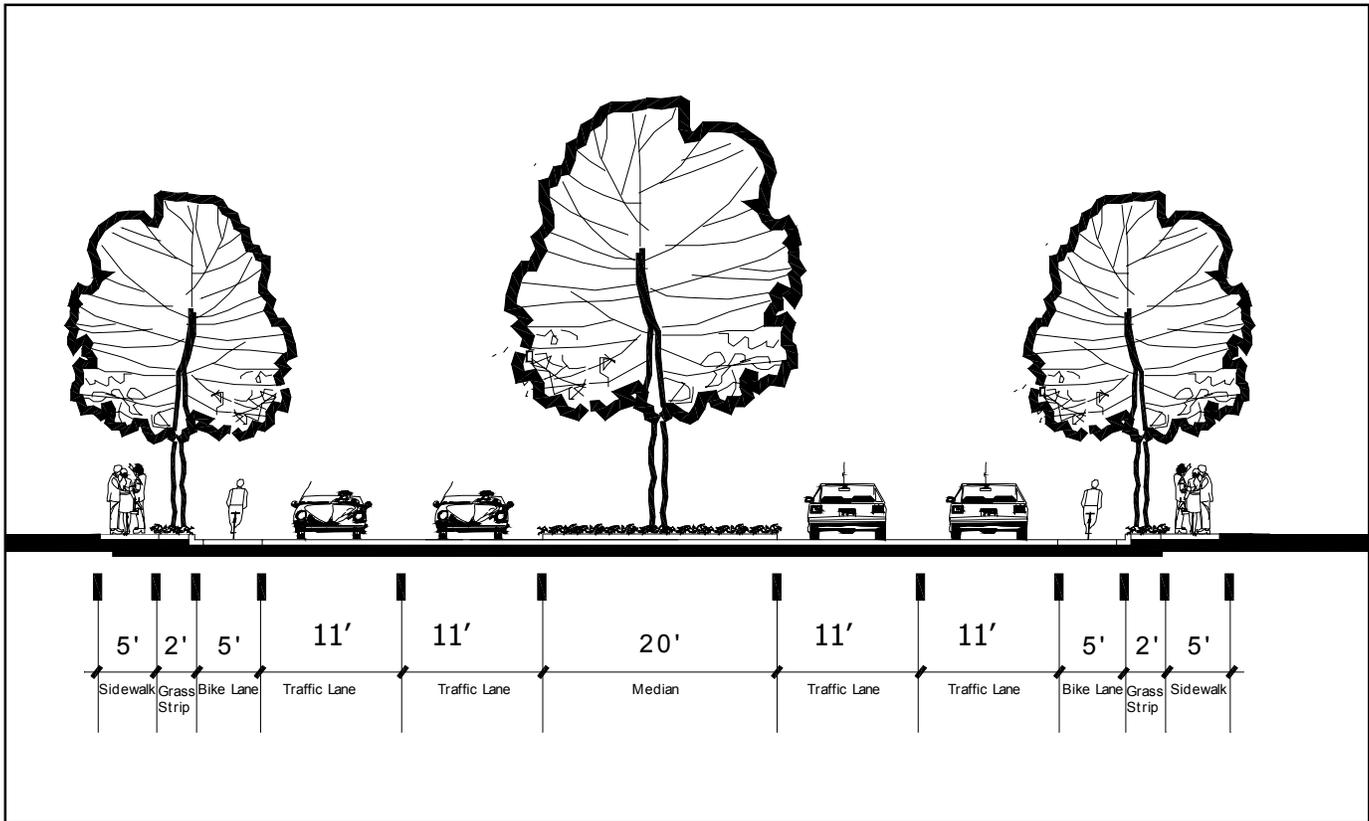
- 20' planed median

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- (2) 11' travel lanes in either direction
- 5' dedicated bicycle lanes in either direction
- 2' tree planting zone on both sides
- 5' sidewalk on both sides

Typical section is shown in Figure 4.5.3 below.

Figure 4.5.3. Harwell Road to H.E. Holmes/James Jackson, Typical Section



C-3. James Jackson to Commodore – Improve Corridor

Improve and upgrade the roadway segment from James Jackson Parkway to Commodore Drive. Install an 18' planted median that narrows at signalized intersections to provide dedicated left turn lanes. Travel lane widths of 11' will provide adequate truck accommodations while not being wide enough to encourage highway-like speeds. Include median breaks at intersections where appropriate.

Begin median at Commercial and discontinue median at Eugenia to provide for the wider sidewalks and tree planting zones necessary at the James Jackson development node (see project NS-1) and at the Hollywood development node (see project NS-1)

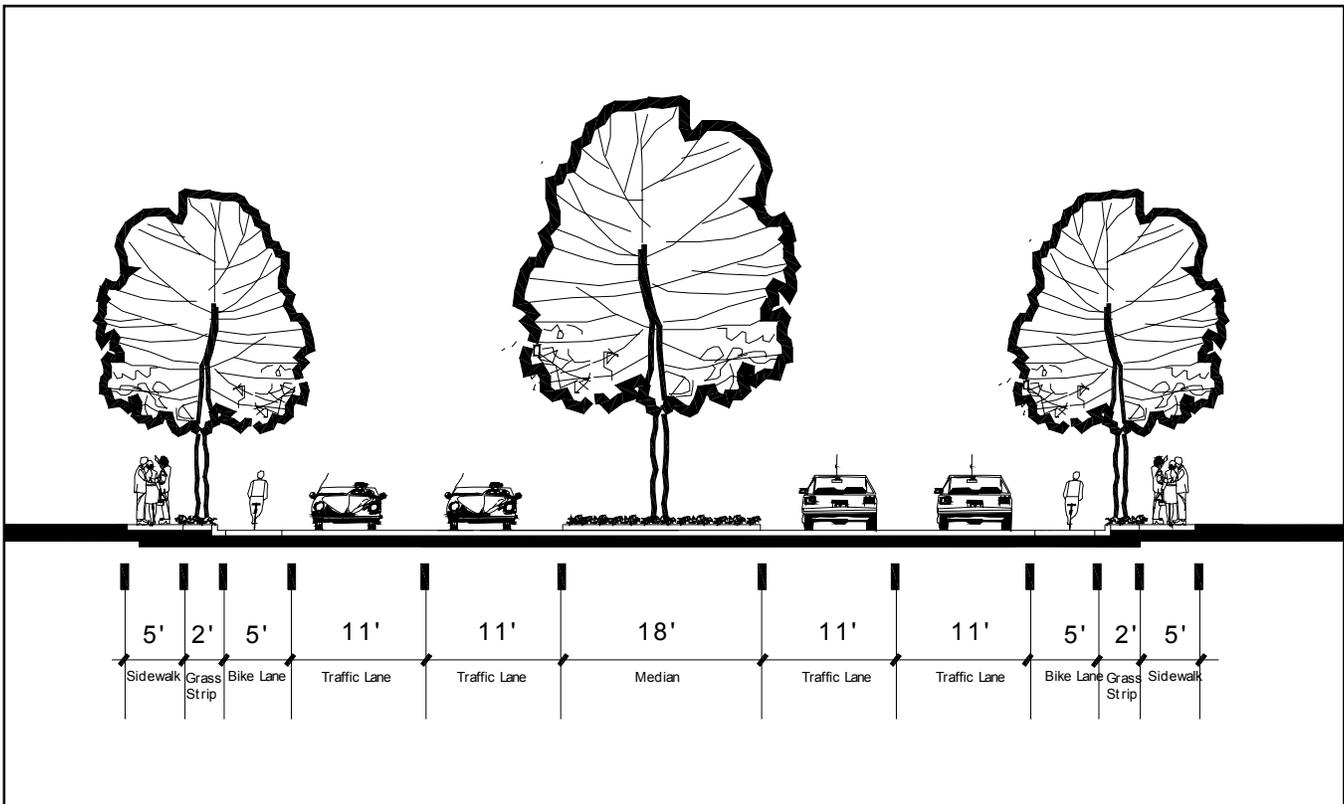
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Typical section:

- 18' planted median
- (2) 11' travel lanes in either direction
- 5' dedicated bicycle lanes in either direction
- 2' tree planting zone on both sides
- 5' sidewalk on both sides

Typical section is shown in Figure 4.5.4, below.

Figure 4.5.4. James Jackson to Commodore, Typical Section



C-4. Commodore to Marietta Boulevard – Improve Corridor

Improve and upgrade the roadway segment from Commodore Drive to Marietta Boulevard. Install an 18' planted median that narrows at signalized intersections to provide dedicated left turn lanes. Travel lane widths of 11' will provide adequate truck accommodations while not being wide enough to encourage highway-like speeds. Include median breaks at intersections where appropriate.

Discontinue median between West Lake and Elmwood and between Elbridge and Marietta Boulevard to provide for the wider sidewalks and tree planting zones necessary at the Grove Park development node (see

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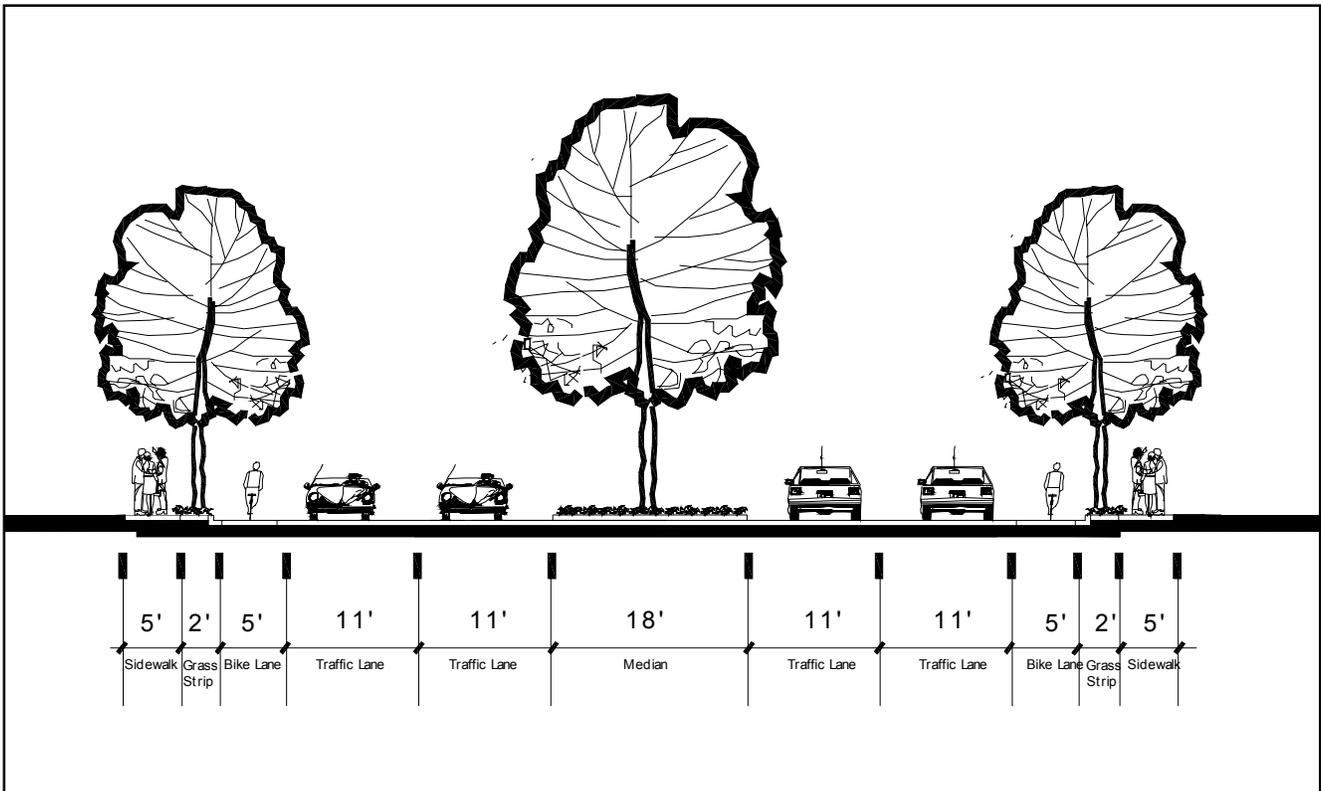
project NS-3) and at the Bankhead MARTA development node (see project NS-4), and to reduce expansion width needed for replacement of the CSX bridge.

Typical section:

- 18' planed median
- (2) 11' travel lanes in either direction
- 5' dedicated bicycle lanes in either direction
- 2' tree planting zone on both sides
- 5' sidewalk on both sides

Typical section is shown in Figure 4.5.5 below.

Figure 4.5.5. Commodore to Marietta Boulevard, Typical Section



Nodes and Streetscapes

The following projects will provide for adequate, safe, and pleasant pedestrian access and circulation at the four mixed-use development nodes along D. L. Hollowell Parkway.

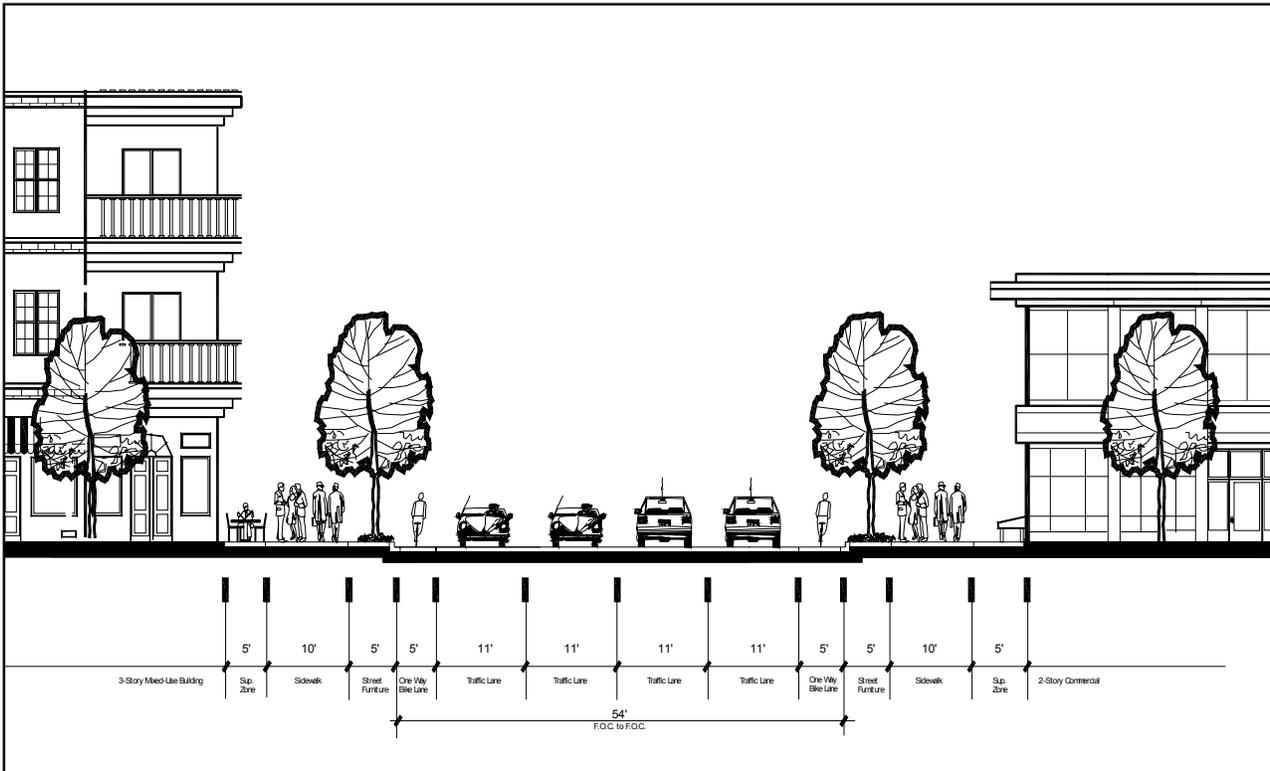
NS-1. James Jackson Node: from Ozburn to Commercial

Install sidewalks and streetscapes along D. L. Hollowell Parkway surrounding James Jackson Parkway from Ozburn to Commercial to

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support adequate and safe pedestrian activity. Include 10' sidewalks and 5' tree planting and street furniture zones on both sides. Include adequate pedestrian lighting, street trees, street furniture, and curb extensions at corners as appropriate. See Figure 4.5.6 for typical section at development nodes.

Figure 4.5.6. Typical Section at Nodes



NS-2. Hollywood Village Node: from Eugenia to Elizabeth

Install sidewalks and streetscapes along D. L. Hollowell Parkway surrounding Hollywood Road from Eugenia to Elizabeth to support adequate and safe pedestrian activity. Include 10' sidewalks and 5' tree planting and street furniture zones on both sides. Include adequate pedestrian lighting, street trees, street furniture, and curb extensions at corners as appropriate. See Figure 4.5.6 for typical section at development nodes.

NS-3. Grove Park Node: from West Lake to Elmwood

Install sidewalks and streetscapes along D. L. Hollowell Parkway surrounding the Grove Park node from West Lake to Elizabeth to support adequate and safe pedestrian activity. Include 10' sidewalks and 5' tree planting and street furniture zones on both sides. Include adequate pedestrian lighting, street trees, street furniture, and curb extensions at

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corners as appropriate. See Figure 4.5.6 for typical section at development nodes.

NS-4. Bankhead MARTA Node; from Elbridge to Stiff

Install sidewalks and streetscapes along D. L. Hollowell Parkway surrounding the Bankhead MARTA transit station development node from Elbridge to Stiff to support adequate and safe pedestrian activity. Include 10' sidewalks and 5' tree planting and street furniture zones on both sides. Include adequate pedestrian lighting, street trees, street furniture, and curb extensions at corners as appropriate. See Figure 4.5.6 for typical section at development nodes.

Transit/Bus Stops

Adequate bus service is extremely important along the corridor. Therefore, safe and convenient pedestrian access to bus stops is critical. To facilitate this, bus stops should be identified as "major" transit stops and "minor" transit stops. Major stops provide access to primary (that is, highly-frequented) destinations on or very near the corridor. They should be accommodated with bus shelters, trash cans, adequate pedestrian waiting space, signage, and safe, convenient crosswalks. Major bus stops should be identified by specific names (similar to rail stops). Minor transit stops should provide access to smaller destinations and residences throughout the remainder of the corridor.

T-1. Provide Facilities at Major Bus Stops

Install bus shelters, trash cans, paved waiting areas, informational signage, locational signage and crosswalks at all major bus stops. Figure 4.5.7 and Table 4.5.1 below show the recommended locations for major bus stops.

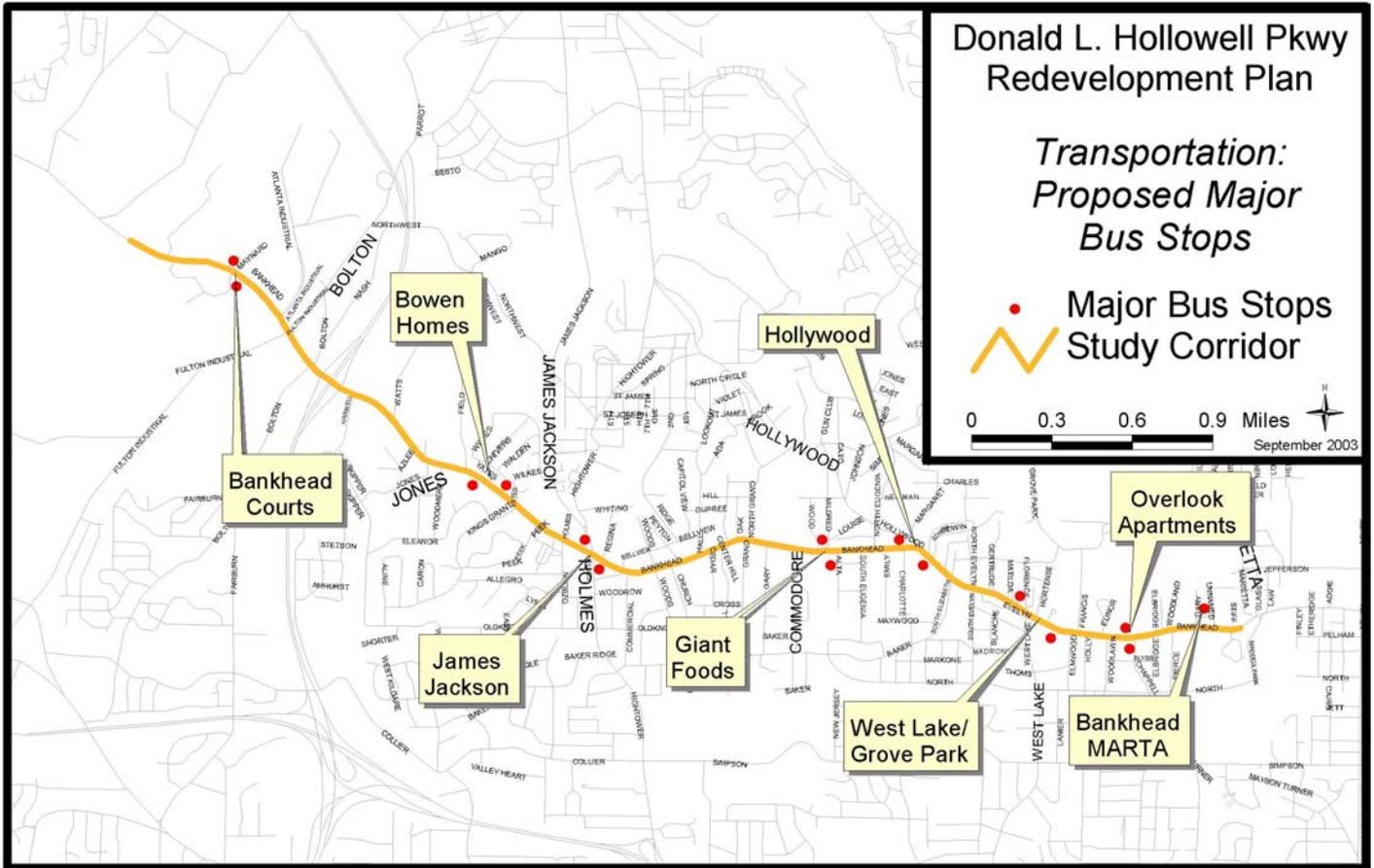
Table 4.5.1. Proposed Major Bus Stops

Stop Name	Location	Destinations
Bankhead Station	Bankhead MARTA Station	Transit station Maddox Park DFACS offices Grady Hospital Bankhead station commercial area
Chappell	Chappell Road	Overlook Apartments
West Lake/ Grove Park	West Lake Avenue	Grove Park commercial area G.C. Carter School Grove Park
Hollywood	Hollywood Road	Hollywood Village commercial area B.S. Carson Preparatory School
Mildred	Mildred Place	Giant Foods

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James Jackson	James Jackson Parkway	James Jackson commercial area
Yates	Yates Drive	Bowen Homes
Maynard	Maynard Court	Bankhead Courts Apartments

Figure 4.5.7. Proposed Locations for Major Bus Stops



Other Projects

In addition to the transportation projects listed above, suggestions have been made for additional projects including pedestrian improvements on specific side streets within the Grove Park neighborhood.

O-1. Grove Park Neighborhood – Improve Pedestrian Connectivity and Gateways

Install and repair 5’ sidewalks along residential streets in the Grove Park neighborhood to allow adequate and safe connections to D. L. Hollowell Parkway. Install sidewalks along the following streets on both sides, not including linear parkways:

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- Elinor, 1900 linear feet
- Francis, 1850 linear feet
- Hortense, east of Grove Park – west side of street only, 220 linear feet
- Hortense, west of Grove Park, 900 linear feet
- Matilda, 1750 linear feet
- Gertrude, 1465 linear feet
- North Evelyn, 1265 linear feet
- North Elizabeth, 1205 linear feet
- Edwin, 3000 linear feet

Restore granite and marble monument signs at the entrances to the following streets:

- Matilda
- Gertrude
- North Evelyn

Rehabilitate the frontage of Grove Park along D. L. Hollowell Parkway by planting landscaping and installing signage (210 linear feet).

Standards

Standard signalized intersection treatment:

- Minimum 20' sight triangles at all corners
- 20' corner radius
- 10' crosswalks, international striping
- Wide stop bar in advance of all crosswalks
- Crosswalks across DL Hollowell should be at-grade when crossing median, with median "nose" extending
- "Countdown" pedestrian signalization with audible signal for visually impaired
- standard ADA ramps

Standard unsignalized intersection treatment:

- Minimum 20' sight triangles at all corners
- 10' corner radius
- 10' crosswalks, international striping
- Crosswalks across DL Hollowell should be at-grade when crossing median
- Standard ADA ramps
- Pedestrian signage

Standard roadway treatment at major bus stops:

- Bus shelter
- Crosswalk across D.L. Hollowell Parkway

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- International striping
- At-grade crosswalk across median
- Mid-block crossing whenever major bus stop is further than 100' from an existing intersection
- Pedestrian signage
- Midblock crossings have overhead flashing yellow signal

Project Matrix

Estimated transportation project costs per phase are given in Table 4.5.3 below:

Table 4.5.2 Project Matrix

ID	Type(s)	Name	Phase	Project Length	Estimated Cost	Possible Funding Source(s)
I-1	Interchanges & Intersections	I-285 Interchange	VII	N/A	\$15 Million	Surface Transportation Program
I-2	Interchanges & Intersections	James Jackson Parkway	III	N/A	\$900,000	Transportation Enhancement, QOL Bonds
I-3	Interchanges & Intersections	Hollywood Road	I	N/A	\$750,000	Transportation Enhancement, QOL Bonds
I-4	Interchanges & Intersections, Bridge Replacement	Marietta Boulevard and CSX Bridge	IV	N/A	\$1.5 Million	GDOT/National Hwy System
C-1	Sidewalks	D. L. Hollowell Parkway from Chattahoochee River to Bolton Road	VII	1.5 miles ⁷	\$175,000	QOL Bonds
C-2	Road Widening	D. L. Hollowell Parkway from Harwell Road to H.E. Holmes/ James Jackson	VI	1.25 miles	\$9.2 Million	Surface Transportation Program
C-3	Corridor Upgrade	D. L. Hollowell Parkway from James Jackson to Commodore	II	0.9 miles	\$1.9 Million	Transportation Enhancement
C-4	Corridor Upgrade	D. L. Hollowell Parkway from Commodore to Marietta Blvd	V	4.2 miles	\$8.9 Million	GDOT/National Highway System
NS-1	Streetscape	James Jackson Node	III	1650 ft.	\$800,000	Transportation Enhancement, QOL Bonds
NS-2	Streetscape	Hollywood Village Node	I	2300 ft.	\$1,100,000	Transportation Enhancement, QOL Bonds
NS-3	Streetscape	Grove Park Node	V	1100 ft.	\$530,000	Transportation Enhancement, QOL Bonds
NS-4	Streetscape	Bankhead Station Node	IV	1700 ft.	\$815,000	Transportation Enhancement, QOL Bonds
T-1	Transit	D. L. Hollowell	I	N/A	\$120,000	TBD

⁷ includes only length of sidewalk to be replaced, not total corridor length

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	Improvement	Parkway Bus Shelters				
O-1	Sidewalks, Parks, Gateways	Grove Park Neighborhood Sidewalks and Gateways	V	Sidewalks: 13,565 linear feet Park frontage: 210 linear feet	\$302,500	QOL Bonds

Table 4.5.3. Estimated Transportation Project Cost, By Phase

Phase	Estimated Cost
I	\$1,970,000
II	\$1,900,000
III	\$1,700,000
IV	\$2,315,000
V	\$9,430,000
VI	\$9,200,000
VII	\$15,175,000
TOTAL	\$41,690,000

5. Implementation

5.1 Phased Approach

It is nearly impossible to change the character of an entire corridor as long as Donald L. Hollowell Pkwy, but the character can be influenced over time by focusing on specific, concentrated areas. For this reason, implementation of this plan will utilize a phased approach. The phases will be geographically based on the development node concept outlined in section 4.3. Concentrating on one node at a time and actively pursuing at least two will help “pulse” development along the corridor.

Transportation projects, development projects and programs will be associated with each of the phases. A number of projects and programs will be ongoing and not necessarily associated with any particular phase. The phases are as follows:

Table 5.1.1. Implementation Phases

Phase	Years	Location
I	2004-2006	Hollywood Village
II	2005-2007	Center Hill Residential District
III	2006-2008	James Jackson Commercial Core
IV	2007-2009	Bankhead Mixed Use Center
V	2010 & Beyond	Grove Park Commercial Center
VI	2010 & Beyond	Woodmere Residential Center
VII	2010 & Beyond	West of I-285

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Phases I-IV are likely to begin redevelopment in the short-term future (over the next 5 years). Hollywood Village was chosen for Phase I due to the large demand for retail in that area, its proximity to parks, schools, and residences, the scale of development appropriate for the area, and the popularity of the node. Center Hill Residential District development is Phase II due to the availability of land, need for residential development, and proximity to Phase I development. Development of the James Jackson Commercial Core will take place in Phase III due to the scale of development appropriate for the node, the influence of new residential developments that will be coming on line in the next three to five years, and the potential for mixed-use development including a large residential component. Bankhead Mixed Use center was chosen for Phase IV due to the uncertainties surrounding the BFI waste transfer station. The remainder of the nodes are more likely to be developed in the medium- and long-term future. The implementation matrix below lists the recommended projects and the phases in which they will be implemented.

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Appendix A

Maps:

Study Area

Natural Features

Programs

Existing Businesses (with matrix)

15 Year Land Use

Current Zoning

Recommended Land Use (Plus 8 small area maps)

Recommended Zoning (Plus 8 small area maps)

Activity Nodes

Transportation: Sidewalk Conditions

Transportation: Existing Bus Stops

Transportation: Proposed Major Bus Stops

Appendix B
Market Analysis

Appendix C

Vacant Tax Delinquent Properties as of 2002

Map and Matrix