



Greater Home Park
Master Plan
August 2002

EDAW

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ACKNOWLEDGMENTS

This document is the result of a dedicated, ongoing community planning effort led by the Home Park Community Improvement Association, Inc (HPCIA). We hope that this plan inspires residents, community leaders, and local businesses to strive for a healthy, safe, and prosperous Home Park community.

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FOREWORD

GREATER HOME PARK “A COMMUNITY OF COMMUNITIES”

The phrase “Greater Home Park” was coined to expand the consciousness of the Home Park Community Improvement Association (HPCIA) and inspire confidence in its ability to halt the erosion of its residential core and prevent imbalance threatened by proposed large-scale developments in and around the community. Today it exemplifies a bold new vision for Home Park, which is described in this document.

In the spring of 1997, the Georgia Institute of Technology presented to Home Park its 15 year expansion plans, which projected across large portions of the community. In the fall of that same year, Jacoby Development announced plans for a high-density mixed-use development called “Atlantic Station” in the northern part of Home Park. HPCIA leaders, already negotiating with Turner Broadcasting Systems (TBS) to mitigate the impact of a new building program on its campus in the east, realized that Home Park’s slogan, “Atlanta’s Best Kept Secret,” no longer applied to their tranquil neighborhood.

In 1998, the HPCIA Community Planning and Development Committee was formed to address these seemingly overwhelming circumstances. In November of that year, under the aegis of The Georgia Conservancy’s “Blueprints for Successful Communities” program and a grant from the Rich Foundation, a nine-week design workshop was held to identify Home Park’s issues and assets. Individual ideas and opinions were coalesced into a broad consensus and outlined in the document “Workshop Home Park,” which established a model for the future of the community and the need for a master plan.

The following year an Advisory Board of prominent professionals was established to mentor the planning committee. In 2000, The Georgia Conservancy facilitated a second grant from the Rich Foundation to spark a fundraising campaign for the master plan.

Meanwhile, creative initiatives by Home Park leaders to engage their “adversaries” were developing into constructive dialogues. It was acknowledged that we had many common and overlapping interests which suggested that we should work together. It was also recognized that for a master plan to have the validity and broad base of support necessary for implementation it must take into account the goals of all its constituents—who must consent to compromises in the interest of the greater whole. Georgia Tech, Jacoby Development and TBS all agreed to contribute to the cost of the master plan, adding great momentum to the fundraising campaign and significant credibility to the overall undertaking.



Greater Home Park is a **community of communities** blending residential, high tech, and commercial uses.



This new partnership suggested an expanded planning context, one extending beyond Home Park's physical boundaries to include relationships with all its neighbors in the "greater" community.

Located virtually at the geographic center of Atlanta, Home Park is traversed by infrastructure reaching out across the city in all directions. It was clear that the proposed improvements to this infrastructure necessary to accommodate the regional focus of Atlantic Station would increase its importance and create opportunities to bridge divides, which had long isolated Home Park and link the community back to its surroundings in dramatic ways.

HPCIA next looked inward to Home Park businesses previously not active in neighborhood affairs. Many immediately expressed a keen interest in the master plan and a willingness to provide financial and other support. The HPCIA Business Committee was formed, which today represents over 70 business members, doubling HPCIA's membership and adding "greater" strength to Home Park's ability to influence its future.

Today the HPCIA Community Planning and Development Committee has grown to 19 members, representing a microcosm of Home Park's citizens and exemplifying their commitment to a better community. This document is grounded in the countless hours of unpaid effort by this Committee, its Advisory Board, as well as many other Home Park volunteers, all underpinned by the financial contributions of dozens of individuals, businesses, foundations, and institutions.

Greater Home Park is more than the sum of its parts and the potential of its relationships. It is not just a place, but a dynamic new attitude--a state of mind.

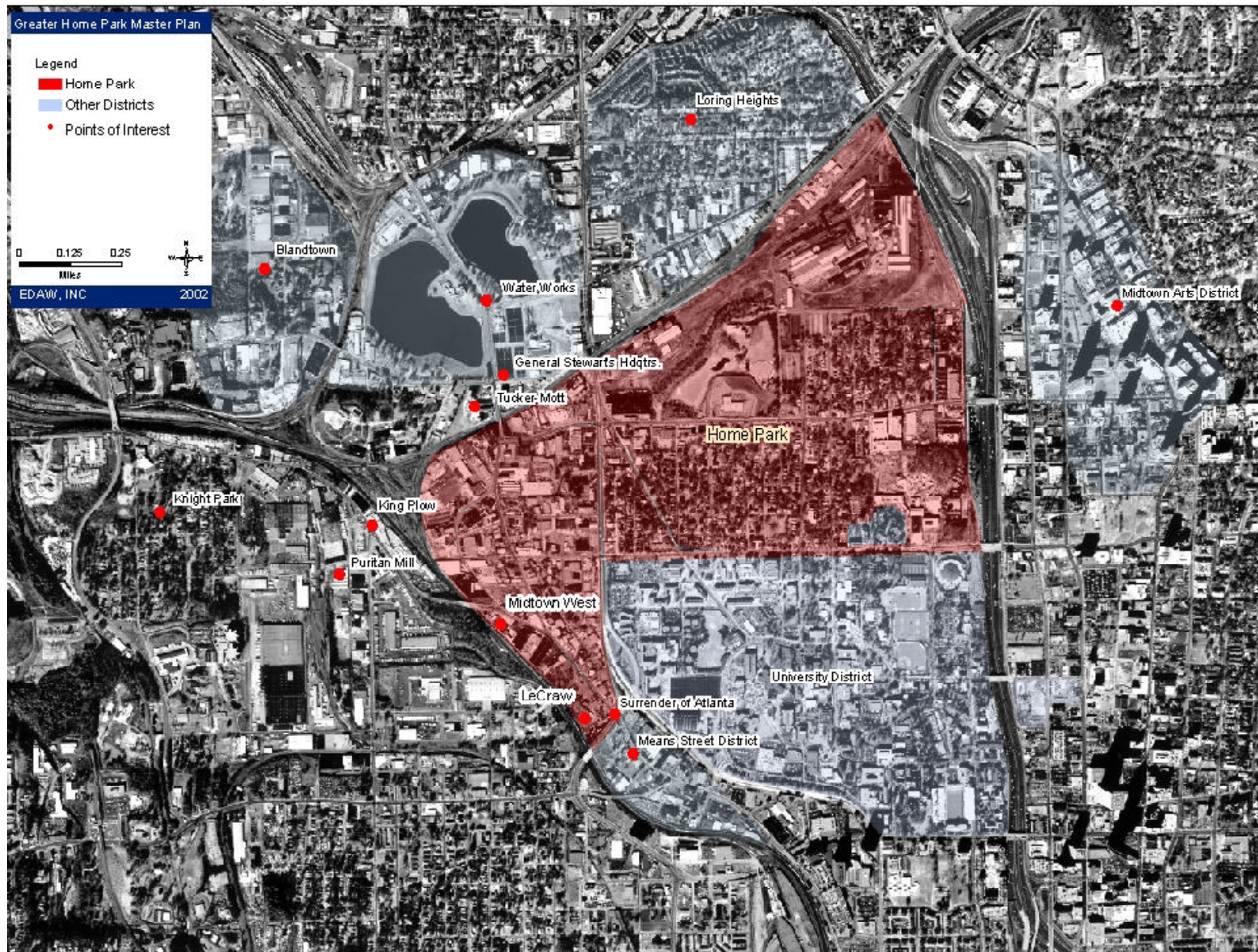
This **Greater Home Park Master Plan** is intended to serve as the vehicle for Home Park, in concert with its neighbors, to emerge from the cocoon of its former self and become the heartbeat of a myriad of synergistic relationships, which transcend geographical boundaries and create a greater "community of communities."

It is within this spirit that HPCIA respectfully presents this plan to the Community.

Bill Seay

Chair, HPCIA Community Planning and Development Committee





Home Park is at the heart of one of the most dynamic areas of the City of Atlanta.



INTRODUCTION

From its historic beginnings as a neighborhood of modest single-family homes and narrow tree-lined residential streets, Home Park has evolved into one of the Atlanta region's best examples of a contemporary urban village. The **Master Plan for Greater Home Park** builds upon the theme of the *contemporary urban village* surrounded by, and strengthened by, the Georgia Tech campus, Midtown Atlanta, the emerging west side warehouse district, and downtown Atlanta.

Home Park's physical and social environment continues to transform itself on a wave of urban revitalization. Trends in Home Park suggest an increasingly affluent, attractive in-town community with a stabilizing residential base and an expanding mix of retail and housing options. The rapid pace of change, however, also poses challenges. The purpose of the Master Plan process is to strengthen Home Park's assets while fully embracing its surroundings. Home Park has a long tradition of ongoing community-based planning that dates back to 1974. This Master Plan continues the strong tradition of community involvement, while reaching out to include participation from neighbors and supporters.

The **Greater Home Park Master Plan** that follows shows a vision of a community that is integrated, fully linked, and seamlessly connected to its environment. The Master Plan combines elements of urban design, open space, redevelopment opportunities, and physical connections. The goals, strategies and actions in this report further describe these individual elements, along with organizational approaches for successful plan implementation. Concluding the Master Plan is an Implementation Section that identifies specific action items, possible funding sources, responsible agencies, and implementation timeframes. The Supporting Documents Report that accompanies the Master Plan is intended as an appendix of technical and demographic data that inform final recommendations.



The renovation of the Southeastern Meat Company building symbolizes the post-industrial rebirth of Home Park's warehouse district.

THE VISION

“A UNIQUE, DIVERSE AND VIBRANT COMMUNITY SETTING THE STANDARD FOR INTOWN LIVING AND WORKING”



The Guiding Principles

The vision for **Greater Home Park** is further articulated through three fundamental principles. These principles have guided development of the Master Plan and will continue to do so throughout its implementation.

Diversity

Diversity expresses the principle of inclusion of land uses in a sustainable place, where jobs, entertainment, shopping and houses contribute to a vibrant neighborhood. Second, diversity expresses **Greater Home Park's** welcome to families, students, artists, business owners, and young professionals. This participation of people of all ages, incomes, backgrounds, and lifestyles enriches community life.

Connectivity

Connectivity means that people can get into, out of, and around the neighborhood conveniently and comfortably. The internal layout of the community allows people to satisfy their daily needs within the neighborhood. Connectivity also promotes a strong external orientation, weaving neighboring communities into a seamless web of places, people, and activities.

Synergy

Synergy means that unique identities within the community do not exist in isolation. Various interests and passions interact to form a vibrant whole. This blending of energies breaks through barriers of self-interest, continually fueling positive change. Home Park has the courage to be visionary and the compassion to be close-knit.



THE GOALS

GOAL 1 PAGE 11

CHAMPION DEVELOPMENT THAT ENHANCES THE MULTI-FACETED CHARACTER OF GREATER HOME PARK

GOAL 2 PAGE 20

CREATE A SAFE ENVIRONMENT THAT IS ENGAGING AND PEDESTRIAN-FRIENDLY

GOAL 3 PAGE 23

TRANSFORM ELEMENTS OF THE COMMUNITY THAT ARE IN PHYSICAL DECLINE

GOAL 4 PAGE 26

CONTINUALLY BUILD POSITIVE SYNERGIES AMONG ALL GREATER HOME PARK STAKEHOLDERS

GOAL 5 PAGE 29

NETWORK THE COMMUNITY WITH INTERNAL AND EXTERNAL LINKAGES THAT ENABLE CONVENIENT, BUT CONTROLLED, ACCESS TO AMENITIES AND SERVICES

GOAL 6 PAGE 40

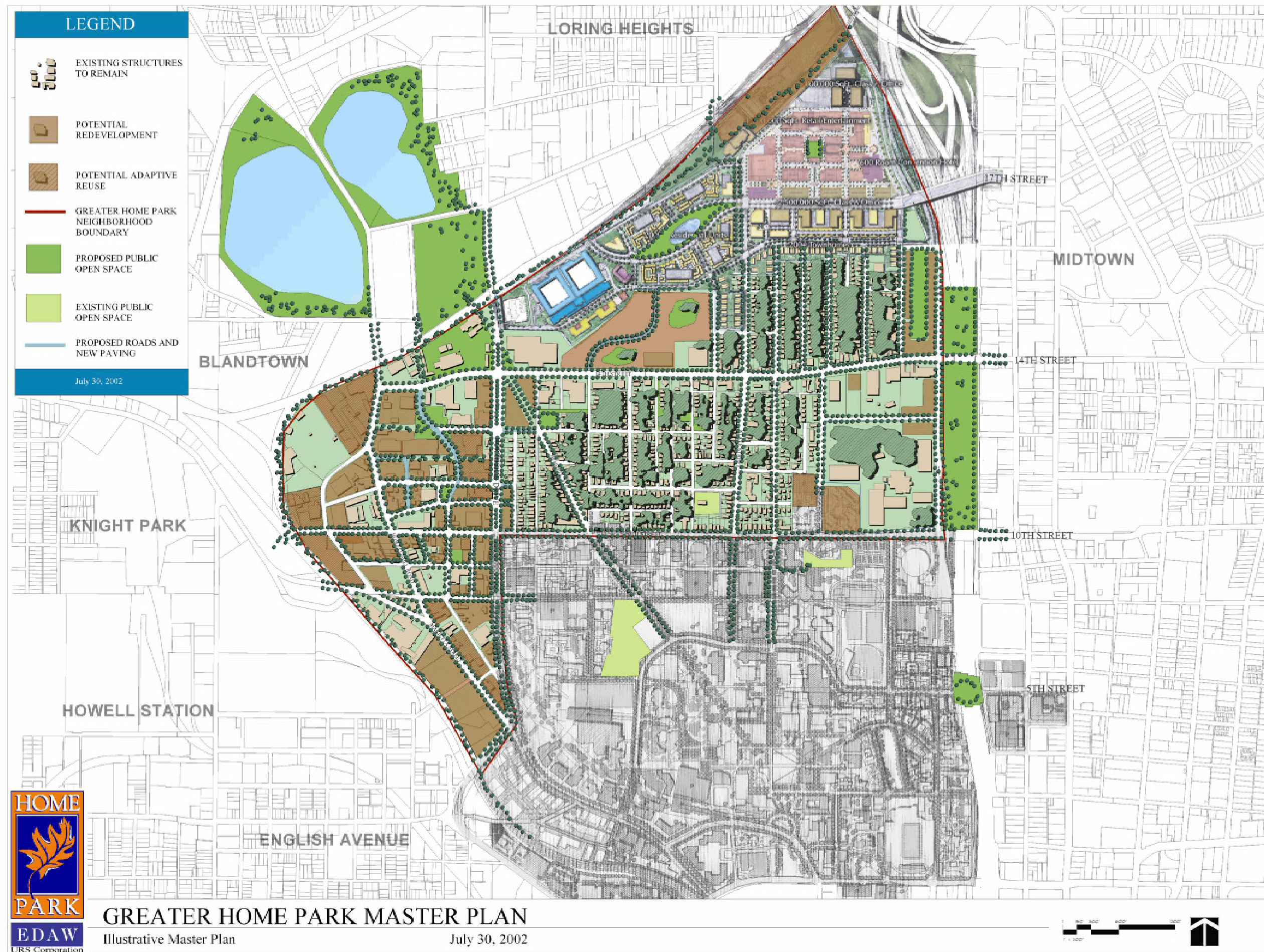
ENLIVEN AND REINFORCE IDENTITY THROUGH PUBLIC ART, SIGNS, AND UNIFYING DESIGN THEMES

GOAL 7 PAGE 42

ADD GREEN SPACE FOR PUBLIC GATHERING AND RECREATION



ILLUSTRATIVE MASTER PLAN





GOAL 1

CHAMPION DEVELOPMENT THAT ENHANCES THE MULTI-FACETED CHARACTER OF GREATER HOME PARK

The purpose of this goal is to harmonize change and preserve **Greater Home Park's** desired physical and social features. As part of this goal, the organization of retail uses, open spaces, and streets complements a human-scale, single-family residential environment. Specific action items related to this goal are found in the Implementation Section.

STRATEGY 1.

CREATE AN OVERALL DESIGN FRAMEWORK

STRATEGY 2.

ARTICULATE GUIDELINES TO INTEGRATE UNIVERSITY HOUSING

STRATEGY 3.

DESIGNATE SIGNATURE SITES

STRATEGY 4.

PRESERVE UNIQUE POST-INDUSTRIAL CHARACTER

STRATEGY 5.

DEVELOP CORRIDOR IMPROVEMENT STRATEGIES



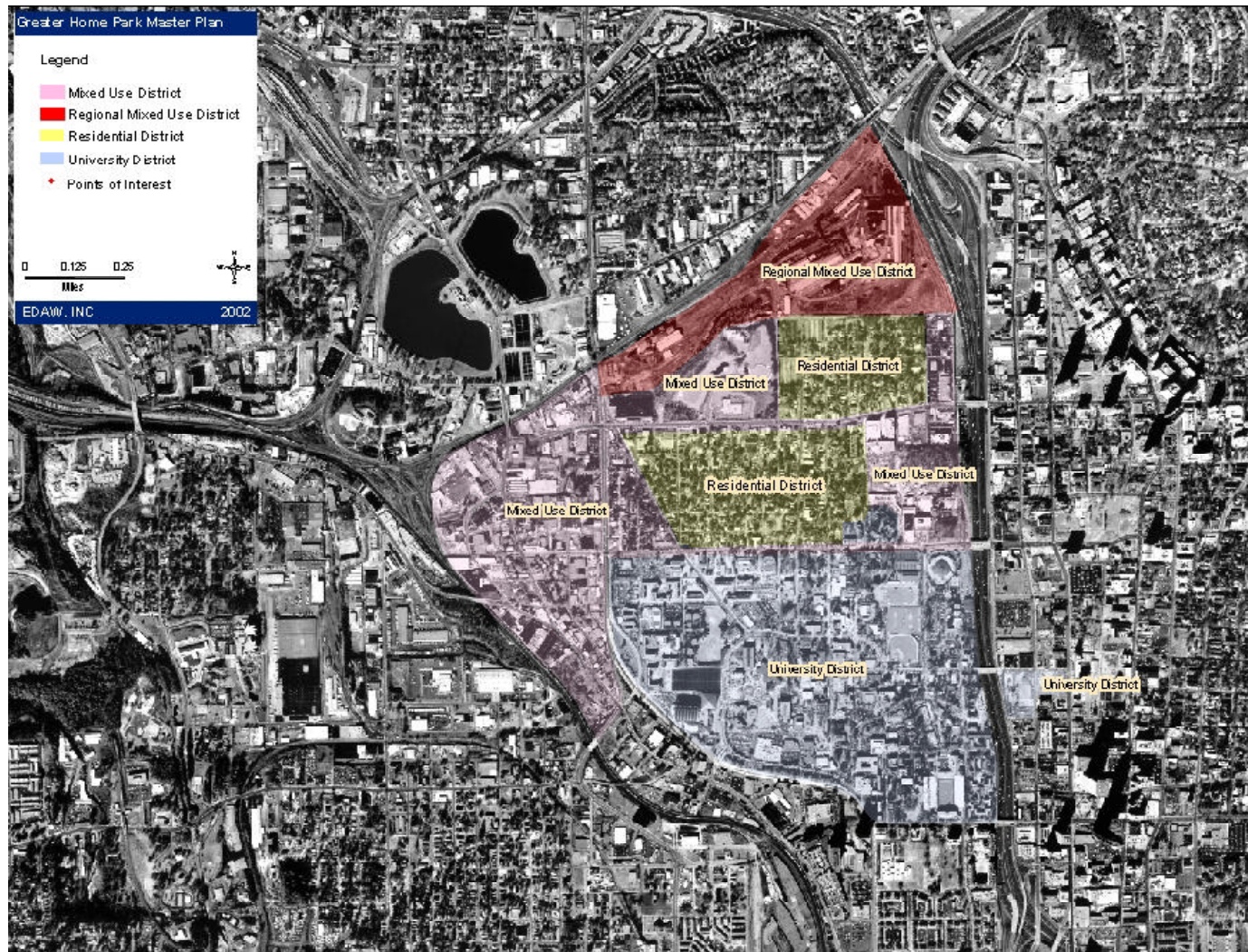
STRATEGY 1.

CREATE AN OVERALL DESIGN FRAMEWORK

Action:

Identify a framework of character districts

The character districts emphasize that **Greater Home Park** is a “community of communities.” It is a blend of distinct and varied, but complementary uses. Future development in each district should preserve its physical context and function. Districts can eventually be translated into specific regulatory conditions that guide scale, design, building orientation and other desired features. The HPCIA should seek a review of Home Park’s SPI 8 overlay zoning district to include such design language and should encourage the re-zoning of properties to reflect the City of Atlanta’s Quality of Life Zoning Initiatives.



Character district illustration

STRATEGY 1.

CREATE AN OVERALL DESIGN FRAMEWORK



14th Street and Northside Drive Intersection



*The White Provision Building anchors the
14th Street and Howell Mill Road node.*

The character district illustration identifies the following districts:

- **Residential District:** predominantly single-family detached housing of medium density and duplexes with compatible small-scale commercial uses on major corridors.
- **Regional Mixed Use District:** large scale, mass market retail and housing serving regional consumer needs.
- **Mixed Use/Live Work District:** compact blend of converted industrial buildings, non-traditional housing, artists' studios, galleries, and neighborhood-oriented, pedestrian-scale retail.

Action:

Identify a framework of nodes

Nodes are the strategic spots in a community such as primary intersections, areas of architectural emphasis or concentrations of people and activity. Nodes are “where the action is.” These are the key focal points of the community that can anchor mixed use/urban residential projects. Future redevelopment emphasizes the following intersections as major nodes:

- 14th Street and Northside Drive
- 14th Street and Howell Mill Road

Surrounding residential or established institutional uses suggest smaller scale neighborhood commercial or residential development of three stories or less at these nodal points:

- 10th Street and Hemphill Avenue
- 10th Street and Howell Mill Road
- 14th Street and State Street

Action:

Identify a framework of connections

Connections are the physical and visual linkages inside the Greater Home Park community and between the community and its surrounding areas. The links may be pedestrian crossings, medians, linear greenways, and special paving materials that facilitate physical movement or elements such as banners, street trees, gateways and signs that draw the eye from one part of the community to another. Major connections on the plan include: east-west links across Northside Drive to King Plow and Blandtown and across the Connector Freeway to Midtown, as well as north-south links from Home Park to the City of Atlanta Water Works and from Atlantic Station to Loring Heights and other areas of Home Park.

Action:

Identify a framework of collective spaces

Collective spaces are the parks, open spaces, and streets that give a sense of place and overall identity to the community. These are the places where people can gather, socialize, and participate in community life. The spaces can be parks for active recreation pursuits, linear greenways that accommodate walkers and cyclists, or pedestrian-friendly streets where people can shop, eat, and browse. Proposed collective spaces on the plan include: green space at Techwood Drive and 14th Street, the Georgia Tech Foundation/14th Street site, the Hemphill triangle, and the warehouse district.

Action:

Identify signature sites

Signature sites are the highly visible, cornerstone spots in the community that offer special development potential. These sites are appropriate for high quality, architecturally distinguished projects that combine elements of private and public space and enhance surrounding residential character. These spaces are illustrated at 14th Street and Techwood Drive, the 14th Street Georgia Tech Foundation site, and the Narjoe site north of Atlantic Station. Strategy 5 identifies basic guidelines for development of these sites.

Action:

Work with Georgia Tech to ensure that graduate student housing placed within Greater Home Park adheres to the following basic guidelines to minimize disruption to existing single-family housing and emerging adaptive re-uses:

- Buildings should support mixed uses, including ground floor retail or office uses oriented toward major commercial corridors
- Parking should be internally oriented with wrap-around housing units
- Architectural design should be open and permeable to the street
- Buildings should avoid large-scale massing or institutional designs
- Buildings should be human-scale; approximately two to five stories in height with maximum heights achieved only at major intersections
- Housing should be spread in clusters of 200 to 300 units to avoid large concentrations of student housing in single areas
- Site design should include internal pedestrian connections, as well as links to the surrounding community
- Housing locations should reinforce desired areas of redevelopment focus; appropriate locations for graduate student housing within the Greater Home Park community include:
 - sites currently in use for student housing
 - portions of the Hemphill triangle at the intersections of 14th and 10th Streets with Northside Drive
 - the signature site and other in-fill sites along 14th Street
 - the lower triangle area west of Northside Drive (south of 8th Street between the railroad tracks and Northside Drive)

STRATEGY 2.

ARTICULATE GUIDELINES TO INTEGRATE UNIVERSITY HOUSING





Detail of Illustrative Plan of the Warehouse District: this concept balances a refined street grid, additional green space, and redevelopment opportunities (shaded in brown) with the area's existing post-industrial character.



Detail of Illustrative Plan of the Hemphill Triangle: this concept shows the redevelopment possibilities at the intersections of 14th Street/Northside; the design reinforces 14th Street and Northside Drive as a focal point, while preserving existing single-family homes.

STRATEGY 3.

DESIGNATE SIGNATURE SITES

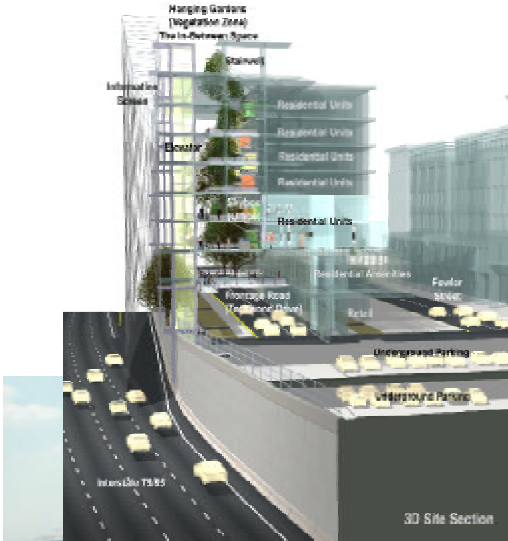
Action:

Embrace a mixed use/urban residential concept at the Techwood Drive/14th Street area.

This site should celebrate the “front door” of Home Park, enhance east-west connections, and complement nearby residential and mixed uses. The featured concept emphasizes strong pedestrian linkages, transit connections, and permeability. The vertical character maximizes the use of narrow, edge parcels, and promotes a unique architectural character. This site can mark the entry into Home Park and bridge the gap that currently exists between the community and Midtown Atlanta east of the I-75/85 expressway.

The “Edge Project” concept addresses the separation of Home Park from the area east of the expressway. The concept consists of several layers. The first layer is a large glass billboard, which lines the highway. The next layer is an in-between zone with vegetation. This hanging garden provides a buffer between the residences and the noise and air pollution created by the constant flow of traffic.

The Edge Project: Jeffrey Landon Green and Yi Lo



The concept would create a new street on the opposite side of the building that complements the existing urban fabric and is consistent with the surrounding character of Home Park. The proposed building fills in gaps and provides ample underground parking and street level commercial and retail development. The result is a building with two distinctive faces that attempts to address and conform to the needs and the language of the modern highway and a traditional city.

The “Edge Project” graphic also shows a green space lid stretching across the I-75/85 Connector. A green lid captures otherwise unusable air space above the existing freeway for new park space, trees, and gathering areas. The green cap would create a more cohesive community by enhancing east-west pedestrian access and reducing the physical separation between Home Park and Midtown Atlanta. Placing green space above the freeway would also mitigate the visual, noise, and pollution impacts associated with heavy freeway traffic. The cap is a highly innovative, long-term project that could connect to other freeway park concepts, creating a unique linear greenway down Atlanta’s spine.



STRATEGY 3.

DESIGNATE SIGNATURE SITES

Action:

Promote a redevelopment concept at the 14th Street/Georgia Tech Foundation site.

This critical site, which lies at the heart of Home Park's residential core, should embrace redevelopment that:

- provides open space with community access, links to other open spaces, such as the proposed park in Atlantic Station, and buffers adjacent housing with green space
- develops direct north-south vehicular access from Atlantic Station
- minimizes visual and vehicular impacts to 14th Street through the appropriate use of park landscaping or pedestrian-friendly buildings
- avoids a large massing of structures



Detail of Signature Sites:
this graphic shows redevelopment possibilities (shaded in brown) at the Narjoe, Georgia Tech Foundation and 14th Street/Techwood Drive sites.

Action:

Recognize the Narjoe site north of Atlantic Station as a signature site linking surrounding neighborhoods north of Home Park.

Promote a redevelopment concept for the Narjoe site that reinforces planned bike, pedestrian paths, and greenways, and enhances pedestrian connectivity to Loring Heights, Atlantic Station, and Midtown.

STRATEGY 4.

PRESERVE UNIQUE POST-INDUSTRIAL CHARACTER

Action:

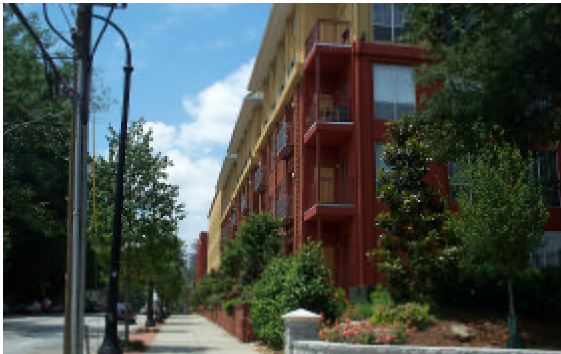
Support a long-term redevelopment concept for the warehouse district (see page 15).

The “warehouse” district west of Northside Drive offers great potential as a true live/work center. The purpose of the concept is to:

- Re-establish a street grid
- Connect the area’s adaptive re-uses to its industrial past
- Preserve some of the historic fabric of large, irregularly-shaped lots
- Add green space
- Preserve select examples of the industrial building stock
- Promote adaptive re-use that complements the existing character
- Form pedestrian links to areas east of Northside Drive, as well as the City of Atlanta Water Works, King Plow, Murray’s Mill, and Blandtown.
- Create mixed use/live work zoning within the district

STRATEGY 5.

DEVELOP CORRIDOR IMPROVEMENT STRATEGIES



Source: City of Atlanta

Action:

Support streetscape and pedestrian improvements for the community’s major arterial and collector roads:

- 10th Street
- 14th Street
- Howell Mill Road
- Hemphill Avenue
- Marietta Street
- Northside Drive

10th Street and 14th Street are the main east-west connections that link the community to Midtown Atlanta, as well as the major commercial corridors. These streets should reflect design continuity with the streetscapes proposed for the Midtown District. Basic streetscape elements should include:

- sidewalks that are a minimum of 15 feet wide with 10 feet of clear space for pedestrians
- a street furniture zone adjacent to the street
- street trees planted at intervals of 25 to 40 feet on center in the street furniture zone
- landscaping or porch/terrace features along the building front

The placement of trees, ornamental lighting, street furniture, and landscaping along streets transforms vehicular corridors into inviting public spaces for people.

GOAL 2

CREATE A SAFE ENVIRONMENT THAT IS ENGAGING AND PEDESTRIAN-FRIENDLY

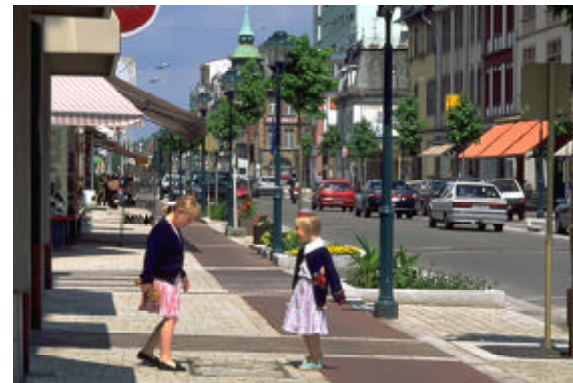
The purpose of this goal is to create a community with a reduced fear of crime, fewer property crimes, secure streets, and an enhanced overall quality of life. A safer environment is the result of a community that draws people out and invites them into streets, shops, and public spaces. Specific action items related to this goal are found in the Implementation Section.

STRATEGY 1.

COORDINATE LAW ENFORCEMENT POLICIES

STRATEGY 2.

PROMOTE CRIME PREVENTION THROUGH ENVIRONMENTAL
DESIGN PRINCIPLES



STRATEGY 1.

COORDINATE LAW ENFORCEMENT POLICIES

Action:

Develop collaborative community-policing strategies.

Like most urban areas, Greater Home Park is open to a diverse flow of people and activity. This connection to surrounding neighborhoods and institutions is one of the community's great assets, but can also pose an obstacle to maintaining secure physical boundaries. Several steps are available at the community level that can limit crime opportunities.

The first is to create an active and coordinated social network based on principles of **community policing**. Community policing is an organizational strategy that encourages the police, residents, social service providers, and local businesses to work closely while attacking the underlying causes of crime and neighborhood decline.

The HPCIA should **expand its current Public Safety Committee** to include a broader-based community policing advisory group with representatives from the following groups:

- surrounding neighborhood associations
- public/private law enforcement partnerships (Midtown Blue)
- area social service agencies (My Sister's House, Atlanta Day Shelter for Women and Children)
- Georgia Tech Campus police
- local businesses
- other city agencies (e.g., code enforcement, traffic control)

Action:

Promote a police mini-station within the community.

A **mini-police station and mobile patrols** would create an accessible, visible police presence on the streets. Central locations for a station would include the redeveloped Hemphill triangle area, Atlantic Station, or the warehouse district west of Northside Drive.



STRATEGY 2.

PROMOTE CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN PRINCIPLES



Permeable building facades that face streets, outdoor activity, lighting, paving and trees along public spaces help to define safe zones within the community.

Action:

Increase opportunities for surveillance, community interaction, and street-level activity in marginal areas, including the Hemphill triangle and the Techwood Drive signature site.

According to Crime Prevention Through Environmental Design (CPTED) the proper design and effective use of the built environment can reduce the fear and incidence of crime. CPTED principles typically do not dramatically lower the actual crime rate. Effective design, however, may lower perceptions about crime in the area, thereby improving the quality of life.

The CPTED concept is based on three general principles:

1. Natural Surveillance: place design features, activities and people in such a way to maximize visibility.
2. Natural Access Control: place entrances and exits, fencing, lighting and landscape to control the flow of people and activity.
3. Natural Territorial Reinforcement: use buildings, fences, pavement, signs, lighting and landscape to define public spaces and to reinforce boundaries.

Basic CPTED principles can be included in a revised SPI zoning for Home Park.

GOAL 3

TRANSFORM ELEMENTS OF THE COMMUNITY THAT ARE IN PHYSICAL DECLINE

The purpose of this goal is to promote a community that appears well-cared for and ~~welcoming, inviting new investment by both businesses and families~~ Specific action items related to this goal are found in the Implementation Section.

STRATEGY 1.

PROVIDE RESOURCES FOR COMMUNITY VESTED OWNERS

STRATEGY 2.

ACQUIRE AND DEVELOP HOUSING



STRATEGY 1.

PROVIDE RESOURCES FOR COMMUNITY VESTED OWNERS



The unique housing stock of Home Park offers excellent opportunities for residential revitalization.



Action:

Assist low- and fixed-income homeowners in making needed exterior repairs to houses.

Though Greater Home Park is becoming an increasingly affluent community, some long time residents, particularly the elderly, may not have the resources to make needed household improvements. The HPCIA should **market available grant programs** that **encourage the rehabilitation of existing homes** and act as a conduit to nonprofit and grant-making organizations. The Implementation Section of the report identifies various housing rehabilitation agencies and funding sources.

Action:

Initiate a survey of absentee landlord properties and maintain a database to determine what properties are being poorly maintained.

Rental units are an essential component of an affordable housing supply. Highly concentrated rates of renter-occupancy, however, can contribute to physical deterioration and a diminished investment environment. Communities renew themselves by offering safe, viable residential areas where people choose to sink their roots and raise their families.

Action:

Increase opportunities for homeownership through the marketing of homeowner assistance programs.

The HPCIA can assist in this process by **marketing home purchasing opportunities** and **connecting people to home-buyer assistance and education programs**. The Implementation Section of this report identifies various homeowner support agencies.

Action:

Work in collaboration with the City of Atlanta Housing Code Inspection Division to strengthen code compliance monitoring and enforcement within the community.

The HPCIA can **assist city code enforcement** efforts through ongoing assessment of property conditions in the area.

Action:

Encourage Georgia Tech to offer its faculty and staff down-payment assistance for the purchase of homes in Home Park and surrounding neighborhoods.

In an effort to increase homeownership, some universities offer faculty and staff down-payment assistance to purchase homes within a specified mortgage area. With similar assistance, Georgia Tech can be part of a larger effort to stabilize Greater Home Park.

STRATEGY 2.

ACQUIRE AND DEVELOP HOUSING

Action:

Partner with existing Community Development Corporations to rehabilitate or build single-family housing.

Natural economic trends are likely to change the demographic mix of the neighborhood. Though redevelopment is a good part of the inevitable change, it should not become an instrument of displacement.

The HPCIA should **seek to maintain quality, affordable housing opportunities** by reserving a supply of new or rehabilitated housing for low- and moderate- income and elderly residents. Given the predominance of rental housing, the emphasis should be on creating owner-occupied single family housing. A key strategy for ensuring diversity of income level within a community or increasing owner-occupancy is control over property.

The HPCIA should **work directly in partnership with organizations that can leverage significant capital**, such as Georgia Tech, area community development corporations (CDCs), and private developers. Community energy should first be invested in building strategic alliances with active housing agencies, rather than establishing a separate development corporation structure. The Implementation Section identifies potential redevelopment agency partners operating in the Home Park area.

GOAL 4

CONTINUALLY BUILD POSITIVE SYNERGIES AMONG ALL GREATER HOME PARK STAKEHOLDERS.

The purpose of the following goal is to foster a community that welcomes people from all income, demographic, racial, age and lifestyle backgrounds and allows Greater Home Park to maintain its eclectic mix of students, long-time residents, and new families. Specific action items related to this goal are found in the Implementation Section.

STRATEGY 1.

INTEGRATE STUDENTS WITH THE OVERALL COMMUNITY

STRATEGY 2.

PROMOTE ONGOING COLLABORATION WITH COMMUNITY PARTNERS

STRATEGY 3.

STRESS THE ATTRACTIVE INVESTMENT ENVIRONMENT OF GREATER HOME PARK



STRATEGY 1.

INTEGRATE STUDENTS WITH THE OVERALL COMMUNITY

Action:

Support GTSMART and other student/community activities that improve the relationship between students and non-student community members.

The HPCIA should **extend a sense of belonging** to student renters. The importance of being a neighborhood resident must be conveyed to students who typically feel that they are not part of the larger community. This connection improves communication and provides a mechanism for increased awareness of neighborhood responsibilities. **Facilitating social activities**, such as block parties and home tours, and **disseminating neighborhood information** door-to-door at the beginning of the fall semester, can be particularly effective in drawing students into the community network.

Student residents specifically cited the following steps as effective means for improving communication about campus-community interaction:

- Use the Familiarization and Adaptation to the Surroundings and Environs of Tech (FASET) and Freshman Experience (shared living-learning environment for first year students) forums to **familiarize students about neighborhood interaction.**
- Prepare students for off-campus living with **special transition seminars** that cover information on leasing, property rights and responsibilities, and communication with neighbors.

Action:

Encourage Georgia Tech to promote a more attractive and safer off-campus living environment by:

- publishing a sanctioned list of off campus housing opportunities that meet accepted appearance, occupancy, and safety standards
- managing house parties and enforcing local noise and nuisance ordinances
- increasing awareness of the location of alcohol/crime incidents
- developing a model lease agreement to be distributed to landlords and student renters

Action:

Work with the City to Atlanta to revise the Home Park SPI to limit to three the number of unrelated occupants living in a dwelling unit. Explore options to limit the conversion of existing single family homes into multiple rental units.

Capping the number of permitted occupants and restricting the conversion of existing single family dwellings into multiple housing units can relieve pressure on residential areas and reduce economic incentives to increase the supply of student rental housing.

STRATEGY 2.

PROMOTE ONGOING
COLLABORATION WITH
COMMUNITY PARTNERS

Action:

Ensure that future plan updates for Georgia Tech and Atlantic Station reference the Greater Home Park Master Plan vision, including links between plans published on the Web.

Georgia Tech and Atlantic Station representatives have been active participants in the Greater Home Park Master Plan Advisory Board that guided plan development.

This **dialogue should continue** during the implementation phase of the plan with regular involvement by representatives from these key institutions within the community.

STRATEGY 3.

STRESS THE ATTRACTIVE
INVESTMENT ENVIRONMENT OF
GREATER HOME PARK

Action:

Establish a marketing/promotional committee in the HPCIA that disseminates information about the community and publishes a development guide.

Greater Home Park is one of the most appealing redevelopment opportunities in Atlanta. The community must get out the story about its purchasing power, quality retail needs, and redevelopment possibilities. The HPCIA should serve as a local marketing tool that provides practical ways for large- and small-scale developers to work in the area. The HPCIA can offer a guide that:

- helps developers work with the HPCIA and through city bureaucracy to implement their proposals
- provides demographic information and market analysis
- includes neighborhood history, proximity to parks and other amenities that exemplify the quality of life and the sense of community
- suggests innovative design ideas compatible with character district features

GOAL 5

NETWORK THE COMMUNITY WITH INTERNAL AND EXTERNAL LINKAGES THAT ENABLE CONVENIENT BUT CONTROLLED ACCESS TO AMENITIES AND SERVICES

The purpose of this goal is to dissolve the physical and psychological barriers between Greater Home Park, its constituent parts, and surrounding areas. The result is an environment that allows people to move around with greater ease, more flexibility, and greater physical safety. Specific action items related to this goal are found in the Implementation Section.

STRATEGY 1.

PROMOTE STRONGER CONNECTIVITY FOR THE WAREHOUSE DISTRICT

STRATEGY 2.

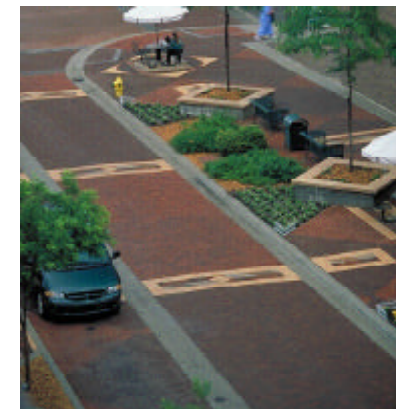
EMBRACE FULL TRANSIT OPTIONS WITHIN THE COMMUNITY

STRATEGY 3.

PRESERVE NEIGHBORHOOD STREETS WHILE MAINTAINING CONNECTIVITY

STRATEGY 4.

PROMOTE NEW AND ENHANCED LINKS THROUGHOUT THE COMMUNITY
TRANSPORTATION NETWORK



STRATEGY 1.

PROMOTE STRONGER CONNECTIVITY FOR THE WAREHOUSE DISTRICT

Action:

Introduce an internal system of grid streets in the Mixed Use/Live-Work District.

The warehouse concept features a **redesigned street grid** with more street connections, shorter blocks, and **pedestrian connections**. This framework is consistent with street-oriented, pedestrian-friendly in-fill and redevelopment opportunities.

Action:

Create external visual and physical linkages along Howell Mill Road and Marietta Street to connect the warehouse district to surrounding developments, such as King Plow and the Midtown Arts District.

Howell Mill Road and Marietta Street are the major street links to surrounding redevelopment areas, such as King Plow and the Tucker-Mott development. The emerging Mixed Use/Live-Work District west of Northside Drive can be an especially vital element in the historic Marietta artery. Elements such as banners, linear greenways, and gateways, can **visually reinforce connections** and create a seamless fabric among similar uses. Banners, gateways, and public art can also **enhance the visual link between Greater Home Park and areas to the west and north**.

Action:

Enhance east-west access across Northside Drive

Major streets or arterial streets, such as Northside Drive, are designed for the efficient movement of through traffic at relatively high speeds. Capacity is enhanced by wide streets and high-capacity controls at intersections, or by elimination of intersections by grade separation, a rarity in Atlanta.

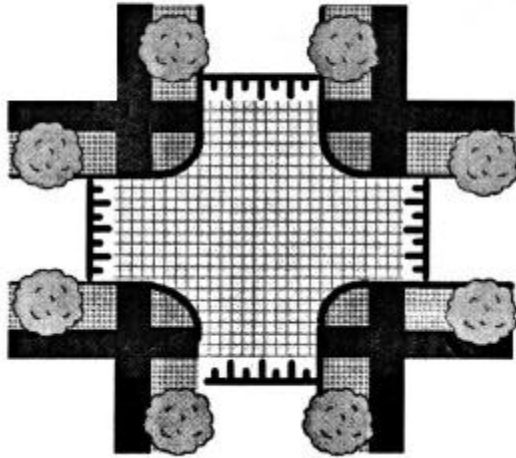
Northside Drive forms a barrier to safe east-west pedestrian activity and disconnects the warehouse district from core residential areas to the east. Providing a median with a pedestrian refuge island is the best solution on this busy corridor. The median should be designed to accommodate barriers that provide safety. A signal timing study should also be undertaken to determine if a longer signal phase is warranted for pedestrians.

The concept below shows an appropriate street treatment for Northside Drive, including a pedestrian refuge island and street trees. The treatment allows the corridor to accommodate the higher traffic volumes appropriate for an arterial road, while creating a safer environment for pedestrians. The street cross-section below shows possible treatment options for increasing pedestrian safety on Northside Drive.





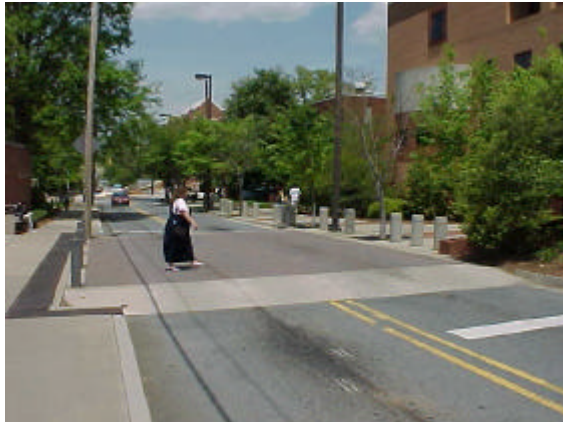
RAISED INTERSECTION



Other possible street treatments to enhance pedestrian access include raised intersections and pedestrian refuge islands.

A **raised intersection** (shown at left) involves providing small ramps on each side of the intersection approaches and elevating the entire intersection by approximately 6 inches. The crosswalks on each approach are also elevated as part of the treatment. Bollards are sometimes added to reduce the likelihood of drivers cutting through the intersection on the sidewalk. The intersection ramps are usually made from concrete, but can be made from bricks, paving stones, or other materials.

A **pedestrian refuge island** (shown at bottom left) is a raised island placed in the center of the street at intersection or mid-block locations to **help protect pedestrians from motor vehicles**. As with medians, refuge islands allow pedestrians to be concerned with only one direction of traffic at a time. For example, a pedestrian can cross to the refuge island and wait for an adequate gap in traffic before crossing the second half of the street. Where mid-block or intersection crosswalks are to be installed at uncontrolled locations (i.e., where there are no traffic signals or stop signs), raised medians should be strongly considered as a supplement to the crosswalk. Pedestrian refuge islands can be as narrow as 4 feet, but 8 feet is preferred.



STRATEGY 2.

EMBRACE FULL TRANSIT

OPTIONS WITHIN THE COMMUNITY

Action:

Coordinate with MARTA to reconfigure bus routes and fill gaps, particularly along 14th Street.

Transit must be convenient and easily accessible if it is to become a viable option to auto use. The MARTA Arts Center Station lies east of Greater Home Park. A fully integrated bus loop running through the community along a major commercial corridor, such as 14th Street, can provide an essential link to available rail service. The HPCIA should also petition MARTA to reconfigure the 10th Street-Hemphill-Northside bus route to run more closely to the Day Shelter for Women and Children on Ethel Street.

Promote the consolidation of independently operated shuttle services.

As part of the City of Atlanta Zoning Ordinance Z 95-78, the Atlantic Station developer has committed to operate a shuttle between the Atlantic Station site and the MARTA Arts Center Station. This shuttle offers an opportunity to consolidate with the existing Georgia Tech Stinger shuttle to provide improved transit coverage for Home Park residents and employees.

STRATEGY 3.

PRESERVE NEIGHBORHOOD STREETS WHILE MAINTAINING CONNECTIVITY

Action:

De-emphasize State Street as a north-south access route from Atlantic Station through physical re-design and the identification of safer route alternatives.

There has been much conversation and debate among residents and workshop participants about traffic flow on north-south streets north of 14th Street. Until we have sufficient data and are able to make judgements based upon that information, all options, including cul-de-sacs, will be considered alternative means of traffic management.

Zoning Condition #4 of the zoning conditions approved by the City of Atlanta for the Atlantic Station development, (Z-97-58) states that the developer will work with Home Park to limit cut-through traffic on residential streets perpendicular to and south of 16th street. Condition #23 calls for the development of strategies and implementation programs to reduce the number of single occupant vehicles trips to the site by 25 percent from the first day of occupancy for a period of five years.

Local streets, such as State Street, provide access to abutting land parcels and also enable moderate quantities of traffic to move efficiently between other local streets and the major street network. State Street is a wide, easily accessed internal route for motorists. To manage this connection, **the street should be redesigned** with elements such as trees and a linear greenway that narrow the street and calm traffic. Trees, planters, parking areas, and other obstacles in the street slow vehicles, causing motorists to travel at very low speeds. These elements **signal entry into a residential area** and make use of a public street convenient only for local residents and shoppers.





Roadway narrowing can be achieved in two different ways. The lane width can be reduced with excess asphalt striped for a bicycle lane or paved shoulders. These treatments make the driving area appear to be narrow without adding curbing to the roadway to narrow it physically. The bicycle option is particularly desirable when several streets are treated this way to create a

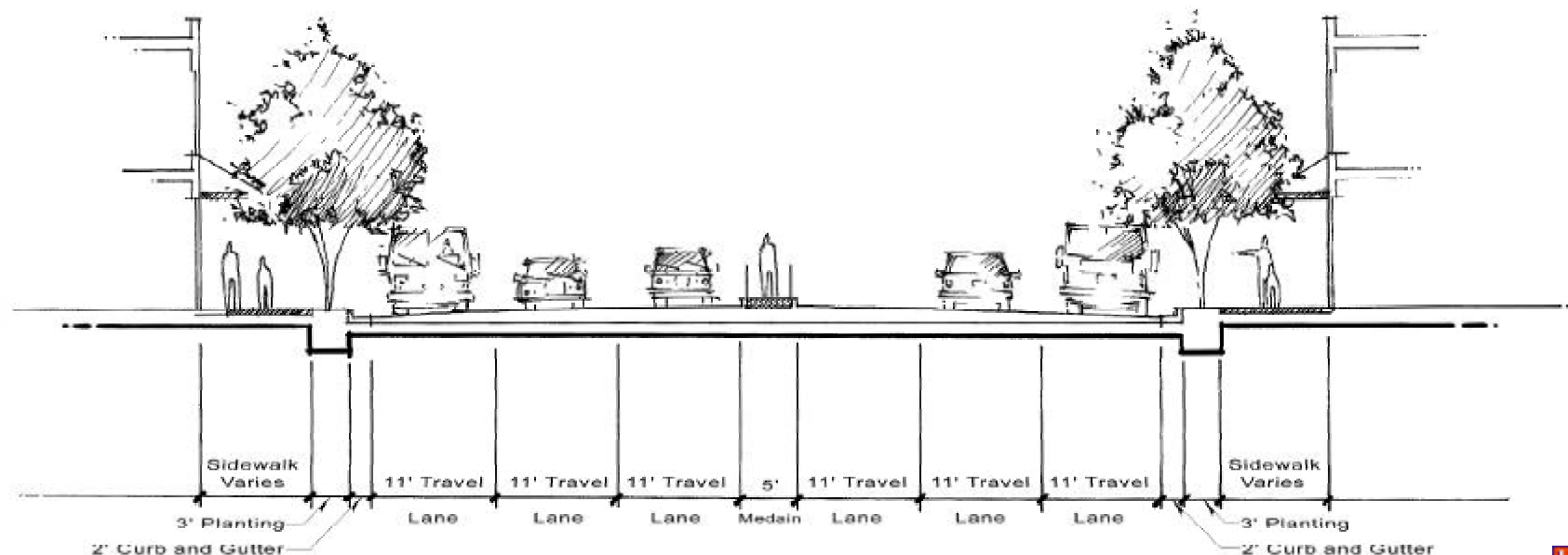
Streets are a fundamental part of the fabric of cities. Not all residential streets, however, perform the same function. Some streets in Home Park are very narrow, reflecting their pre-automobile design. Others were laid out to accommodate the automobile. Here streets are frequently too wide in relation to the density they serve, inviting travel speed appropriate for residential areas.

Traffic on local streets often reflects the design characteristics of the streets, as well as the surrounding land uses. Design changes, therefore, should respond to traffic volumes, as well as to the character of the neighborhood. However, all designs address the same problem: balance of power between the non-motorized and the motorized users of residential streets.

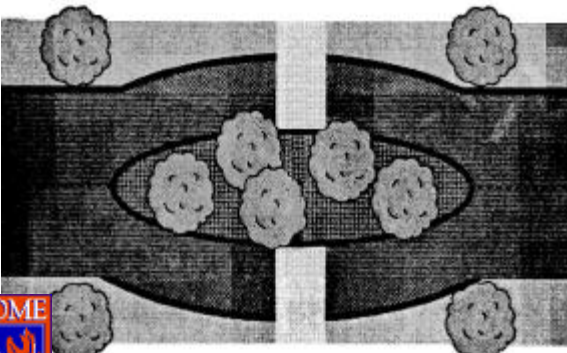
In city neighborhoods street space is typically shared between cars and pedestrians. Several design mechanisms are appropriate for streets in these settings. A raised intersection, choker, bulb-out, or speed table can signal to drivers that greater caution should be used.

Slowing the speed of traffic is another major objective toward maintaining livable residential streets. This can be achieved by narrowing moving lanes to a maximum of 11 feet and in many cases to 10 or 9 feet.

Routing truck traffic onto nonresidential streets should also be a high priority. Allowing delivery by trucks only at restricted hours also may aid in lowering traffic flows as well as reducing noise levels.



Urban Section: Looking north toward 14th Street on Northside Drive – showing proposed pedestrian refuge island within the existing striped median extents. Proposed street trees are shown between the existing sidewalk and grass strip. Trees could be included in the Northside median as well. Existing lane width is maintained.



The street can also be narrowed physically by extending the sidewalks, providing landscaped areas or adding on-street parking with the former curb line. This often reduces vehicle speed along the roadway section and enhances movement and safety for pedestrians. For narrower streets parallel to State Street, other calming measures, such as bump-outs may be more appropriate. Naturally, all design changes need to consider access for emergency vehicles and service trucks.

Directional signs at State Street and 16th Street can also route freeway-bound drivers to Techwood Drive, reducing cut-through impacts on the residential area. Techwood Drive should be the major north-south collector street of the east side of Home Park.

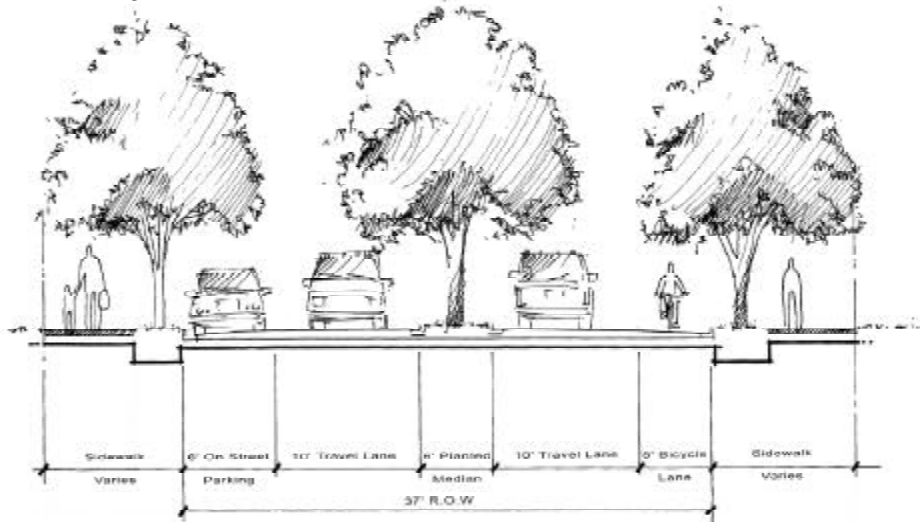
The careful use of **landscaping and paving** along a street provides separation between motorists and pedestrians, reduces the roadway's effective width (which in turn can reduce vehicle speeds), and provides a **more pleasant street environment** for both pedestrians and motorists.

A **gateway** (shown at left) is a physical or geometric landmark on an arterial street which **indicates a change in environment** from a major road to a lower speed residential or commercial district. Gateways may be a combination of street narrowing, medians, signs, arches over the roadway, roundabouts, or other identifiable features. Gateways send a clear message to motorists that they have reached a specific place and must reduce speeds.

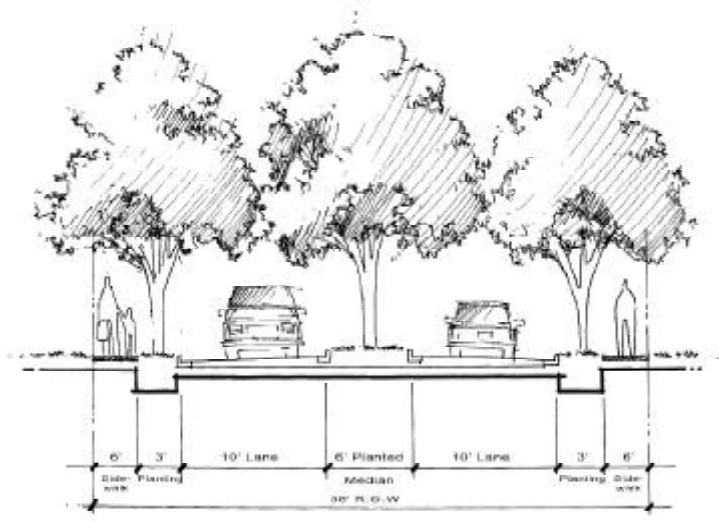
A **median** (shown at bottom) may be considered to be a long pedestrian refuge island that is raised and located near the center portion of the street. Medians provide a refuge for pedestrians and bicyclists who cross a street mid-block or at intersections. Adding medians to existing streets may require reducing lane widths, the number of lanes, and/or removing on-street parking. Medians can be designed with turning pockets at intersections or at restricted locations. Typically, safety is enhanced due to a **reduction in vehicle speed and an increase in separations** between opposing directions of traffic and a reduction in points of conflict where turns are allowed.

Together these measures will **effectively inconvenience drivers** whose purpose is to access Atlantic Station from the expressway or to access the expressway from Atlantic Station. The goal is to make alternative routes faster and more convenient, while preserving the internal and external connectivity that is a fundamental principle of the Master Plan.

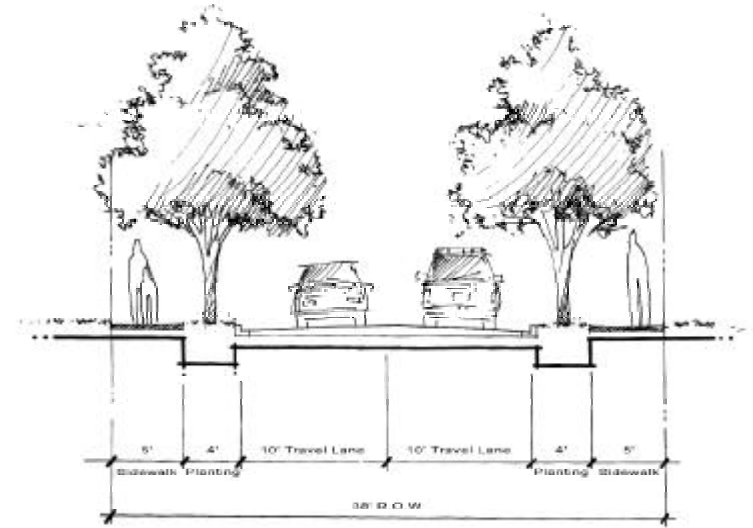
These concepts show alternative street treatments that **maintain the urban residential character** of streets, such as State Street, but also calm traffic and mitigate the effects of traffic volumes.



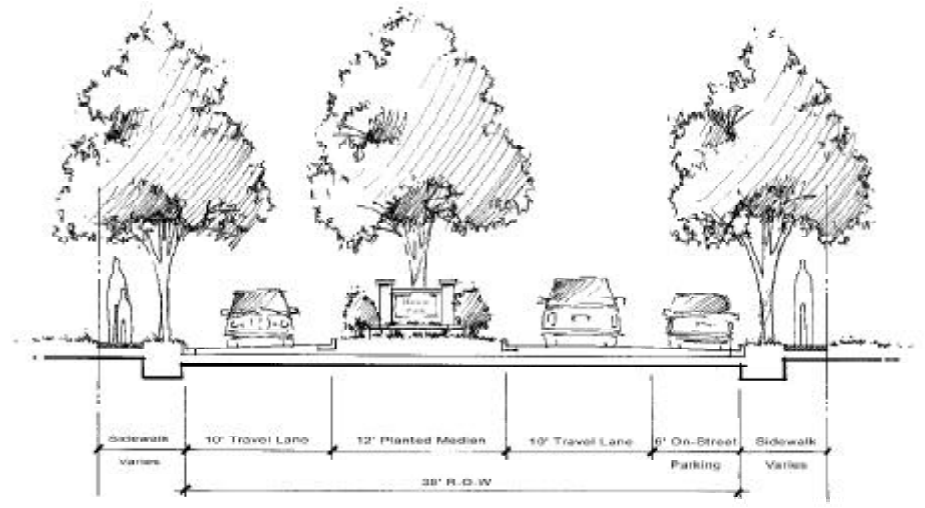
Urban Section: State Street - showing an example of how to transform the existing 37' vehicular travel section. A combination of a planted median, bike lane, and on-street parking leave two 10' travel lanes. Tree lined sidewalks are also shown.



Urban Section: State Street - showing an example of how to transform the existing 38' wide vehicular travel section. Two 6' sidewalks are shown that leave two 10' wide travel lanes.



Urban Section: State Street - showing an example of how to transform the existing 38' wide vehicular travel section. Two 9' sidewalks are shown that leave two 10' wide travel lanes.



Urban Section: State Street Gateway Concept - one on street parking lane is provided so that the raised median can be more substantial to house a monument, sign, trees, and other plant materials that provide color and texture

STRATEGY 3.

PRESERVE NEIGHBORHOOD
STREETS WHILE MAINTAINING
CONNECTIVITY

Action:

Install traffic signs on 14th and 10th Streets to designate these corridors as preferred truck routes.

Truck route signs are intended to restrict truck traffic from using residential streets to protect the physical structure of the roadway and minimize impacts to neighborhoods that are not well suited to the size, noise, and nuisance factors associated with large trucks.

Manage on-street parking on residential streets.

Limit parking to one side of the street for all residential streets less than 30 feet wide. Permit parking areas should be analyzed on a case-by-case basis in accordance with all parking ordinances of the City.

STRATEGY 4.

PROMOTE NEW AND ENHANCED
LINKS THROUGHOUT THE COMMUNITY
TRANSPORTATION NETWORK

Action:

Promote the paving of currently unpaved streets between 10th and 16th Streets.

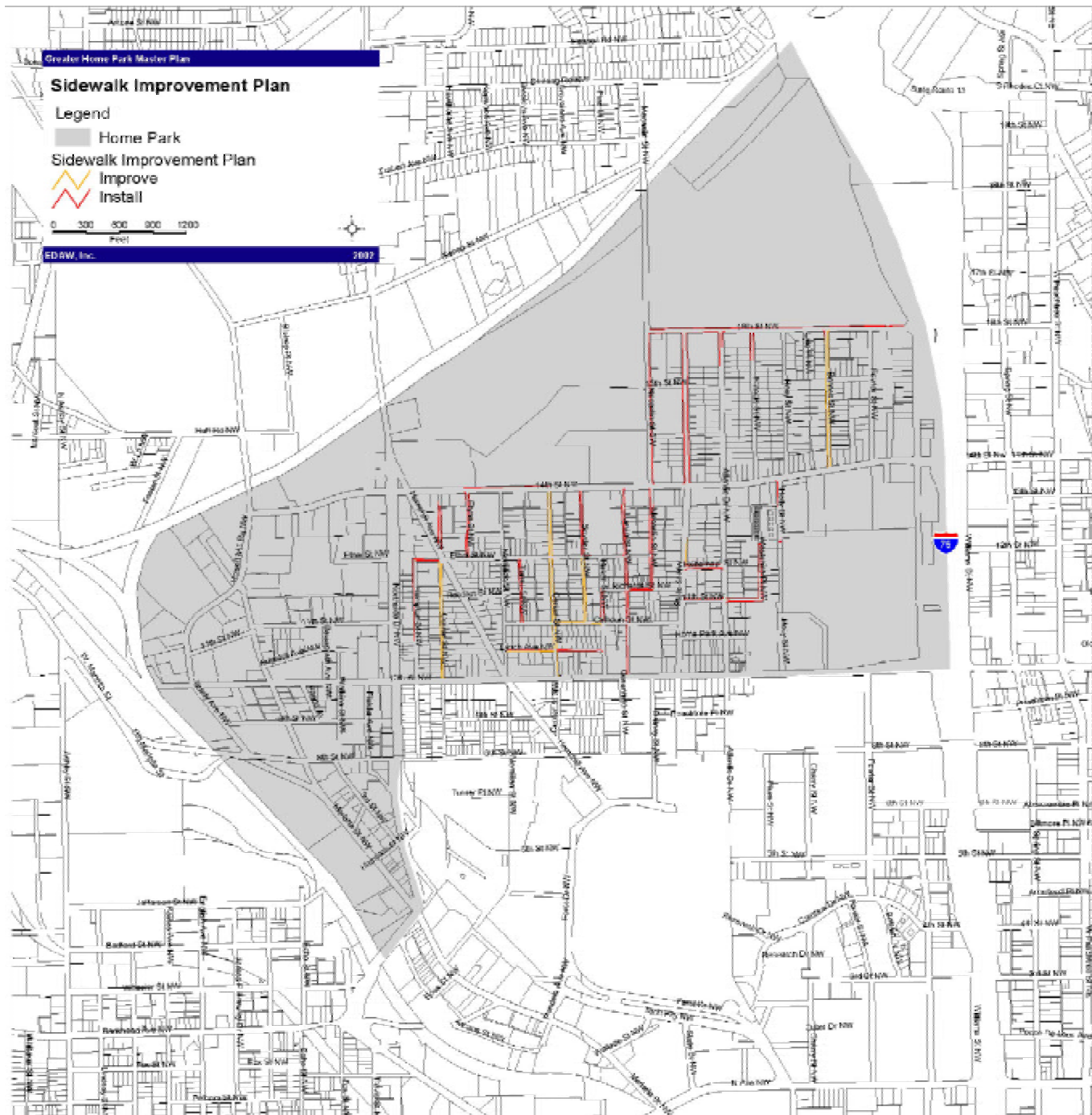
Paving of several unpaved roads (Hirsch Street, Laurent Street, Rosalyn Street, Flynn Street, and 15th Street) in residential areas can increase overall street connectivity and enhance the capacity of the current street grid.

Improve existing sidewalks and add new sidewalks where currently missing.

Install new sidewalks or repair sidewalks in poor condition in the residential core as shown in the Sidewalk Improvement graphic. New sidewalks in the warehouse district should conform to the refined street grid.

Add bicycle/pedestrian paths to enhance the interior circulation of residential areas east of Northside Drive.

Existing rights-of-way along 15th Street or Laurent Street offer opportunities to refine the street grid and increase connectivity.



GOAL 6

ENLIVEN AND REINFORCE IDENTITY THROUGH PUBLIC ART, SIGNS, AND UNIFYING THEMES

The purpose of this goal is to build on the little details that make a community beautiful, comfortable, and interesting, as well as create distinctive new landmarks in Greater Home Park's built environment. Specific action items related to this goal are found in the Implementation Section.

STRATEGY 1.

PROMOTE PUBLIC ART

STRATEGY 2.

ENHANCE VISUAL CUES AND SIGNS WITHIN THE COMMUNITY



STRATEGY 1.

PROMOTE PUBLIC ART



The Howell Mill Road gateway into Home Park provides an attractive view of Midtown Atlanta

Action:

Partner with existing public art programs, such as the City of Atlanta Bureau of Cultural Affairs, Fulton County Arts Council, Metropolitan Public Art Coalition, and the Atlanta Public Art Legacy to promote public art opportunities.

Public art can play a major role in place-making. It should articulate the history and culture of Greater Home Park and celebrate local interests. Examples may include industrial artwork, a sculpture garden, community gardens, murals, colorful bike racks, or specific design themes that reflect a rail and livestock heritage.

Locations especially suitable for public art include gateways, community spaces, walls and other building surfaces, pedestrian areas, left-over areas of land or circulation space. Public art may also be used to place emphasis at nodes, paths, and character district edges.

Potential public art sites include designated open space in the Hemphill triangle, the signature sites at Techwood Drive and 14th Street and along 14th Street, the intersection of Howell Mill Road and 14th Street and the intersection of Marietta Street and Northside Drive. The Howell Mill Road/14th Street and Marietta Street/Northside Drive gateways contain interesting physical features - The Surrender of Atlanta Marker and a bridge with a stunning view of Midtown Atlanta - that can form the basis of a colorful and inviting doorway into the community.

STRATEGY 2.

ENHANCE VISUAL CUES AND SIGNS

WITHIN THE COMMUNITY



The Surrender of Atlanta sign at Marietta Street and Northside Drive

Action:

Consider banners, consistent street signs, and informational signs in the warehouse district and Atlantic Station.

Legibility describes the ease with which people can understand the layout of a place. Distinctive landmarks, a clear urban form with grid streets and nodes, and a system of consistent, clear signs all contribute to legibility. **Signs form the most basic element** of a wayfinding system that guides people from one place to another. Area directories, maps and street signs convey information about where people are. Examples may specifically include **“Home Park” street plates**, a directory of shops and galleries in the Mixed Use/Live-Work District west of Northside Drive, or directional signs. **Transit-oriented directional signs** are also particularly useful in pedestrian-oriented areas and along transit routes. **Designated gateways** are an equally essential part of the wayfinding experience because they clearly mark arrival at a specific place within Greater Home Park. Gateways can signal transition through a combination of signs and shifts in architecture or landscaping.

GOAL 7

ADD GREEN SPACE FOR PUBLIC GATHERING AND RECREATION

The purpose of this goal is to foster the benefits of open space, including convenient opportunities for recreation, better air and water quality, improved aesthetics, and more cohesive neighborhoods. Open spaces can take a variety of forms from neighborhood parks and community gardens to paths, greenways, and plazas. Specific action items related to this goal are found in the Implementation Section.

STRATEGY 1.

PROMOTE THE ADDITION OF GREEN SPACE THROUGH REDEVELOPMENT

STRATEGY 2.

IDENTIFY LOCATIONS WITHIN THE COMMUNITY FOR TREE PLANTINGS

STRATEGY 3.

SEEK OPPORTUNITIES TO ACQUIRE LAND FOR NEIGHBORHOOD PARKS



STRATEGY 1.

PROMOTE THE ADDITION OF GREEN SPACE THROUGH REDEVELOPMENT



The Atlanta Water Works Hemphill Avenue Station is a historic facility that sits within park space surrounding the reservoir. The area is currently fenced off.

Action:

Designate new open spaces at key redevelopment sites.

The City of Atlanta's Quality of Life zoning initiatives allow individual developments to bank required open space to create parks and larger, usable green spaces.

As identified on the Open Space/Connectivity Map, the following areas are appropriate sites for new open spaces:

- the 14th Street/Techwood Drive signature site
- the Georgia Tech Foundation/14th Street signature site
- the redeveloped Hemphill area
- State Street
- the Mixed Use/Live-Work District west of Northside Drive

Action:

Create a greenway link through the warehouse district that connects the area to the Water Works Park. Bring the fences around the Water Works Park closer to the reservoir to create better public access to green space.

Bringing fences closer around existing City of Atlanta reservoirs would maintain security while increasing usable open space. The warehouse district redevelopment concept also shows a **linear greenway along Howell Mill Road**. This area may also connect to the PATH Foundation bikeways designated on the Master Plan.

Action:

If the Georgia Tech Foundation parcel along 14th Street is redeveloped, set aside an area of public open space on the site to replace Couch Park as a neighborhood open space.

The Home Park neighborhood lost existing open space with the northward expansion of the Georgia Tech campus that now surrounds Couch Park. Creating a new community-oriented green space on the redeveloped Georgia Tech Foundation parcel would provide convenient park access for Home Park residents.

STRATEGY 2.

IDENTIFY LOCATIONS WITHIN THE
COMMUNITY FOR TREE PLANTINGS

Action:

Place trees as part of recommended streetscapes along State Street and Hemphill Avenue.

Atlantic Station has agreed to donate street trees to the Home Park community. Street trees placed along Hemphill Avenue and State Street can play a key role in community beautification, as well as promoting the practical effects of traffic calming.

STRATEGY 3.

SEEK OPPORTUNITIES TO
ACQUIRE LAND FOR
NEIGHBORHOOD PARKS

Action:

Secure funds for land acquisition.

The HPCIA can partner with the City of Atlanta Parks and Recreation Department and Planning Department to preserve open spaces through funding sources, such as the Arthur Blank Foundation, Trust for Public Land, Park Pride, and the Georgia Greenspace Program.

As part of the Georgia Greenspace Program, the City of Atlanta Planning Department asked Neighborhood Planning Unit E members to nominate areas of land to be preserved in their neighborhoods. Several of the nominated parcels are in Greater Home Park (see map). The HPCIA should work with the city to secure Georgia Greenspace funds for land acquisition and preservation.

IMPLEMENTATION

This section identifies concrete steps to implement the Greater Home Park Master Plan, along with responsible implementing entities and possible funding sources. The matrix below divides recommended actions into three categories. The catalytic actions are shorter-term, visible efforts that build momentum and establish “quick wins;” mid-range linking actions lay the groundwork for substantive improvements; legacy projects are longer-term improvements that re-shape the character and framework of Home Park.

HPCIA = Home Park Community Improvement Association

SPI = Special Public Interest zoning

TIP = Transportation Improvement Program

Short-Term Actions				
#	Description/Action	Cost	Responsible Party	Funding Source
1.	Expand the HPCIA Public Safety Committee to include representatives from community partners	Volunteer effort	HPCIA	Volunteer effort
2.	Hire paid Executive Director for HPCIA to implement Master Plan recommendations	tbd	HPCIA	
3.	Identify site for police mini-station; work with City of Atlanta to implement	tbd	HPCIA in collaboration with City of Atlanta	
4.	Create an ongoing HPCIA committee to monitor housing and business appearance and maintain a database of structural conditions; committee to work with City of Atlanta code and zoning enforcement	Volunteer effort	HPCIA in collaboration with City of Atlanta	Volunteer effort

Short-Term Actions

#	Description/Action	Cost	Responsible Party	Funding Source
5.	Review the SPI 8 language with an emphasis on the following: limiting the number of unrelated occupants in a dwelling unit, incorporating design guidelines to reinforce character districts, incorporating CPTED principles in proposed developments, incorporating guidelines for signature sites	\$10,000	HPCIA in collaboration with City of Atlanta	HPCIA, City of Atlanta local funds
6.	Develop a consolidated source of information on home maintenance and home ownership assistance	Volunteer effort	HPCIA	City of Atlanta, Dept. of Housing Finance Community Housing Resource Center Atlanta Center for Homeownership Atlanta Neighborhood Development Partnership
7.	Develop a "welcoming package" for incoming Georgia Tech student renters	Volunteer effort	HPCIA	HPCIA funds
8.	Publish links to the Atlantic Station and Georgia Tech Master Plans on the HPCIA website	Volunteer effort	HPCIA in collaboration with GT and Atlanta Station	Volunteer effort
9.	Develop a marketing package with demographic data and redevelopment opportunities, including redevelopment plan for West Side	\$50,000	HPCIA	HPCIA funds
10.	Work with MARTA to expand bus route coverage along 14 th Street	tbd	MARTA	MARTA funds
11.	Incorporate appropriate traffic calming design for State Street, including: a gateway, landscape treatment and roadway narrowing	\$300,000	City of Atlanta	TIP, RTP
12.	Install "Home Park" street signs	\$10,000	HPCIA	HPCIA funds

Short-Term Actions				
#	Description/Action	Cost	Responsible Party	Funding Source
13.	Work with Georgia Tech to ensure compatible student housing	Volunteer effort	HPCIA in collaboration with GT	Georgia Tech
14.	Work with Community Development Corporations to acquire land and rehabilitate or build single-family housing	tbd	HPCIA in collaboration with agencies	Progressive Redevelopment Cooperative Resource Center
15.	Implement new warehouse district live/work zoning	tbd	HPCIA in collaboration with City of Atlanta	
16.	Continue to participate in Atlantic Station and Georgia Tech planning efforts	Volunteer effort	HPCIA in collaboration with GT and Atlantic Station	Volunteer effort
17.	Work with the City of Atlanta to move fences to allow public access around reservoirs	tbd	City of Atlanta	City of Atlanta local funds
18.	Place trees provided by Atlantic Station on State Street and Hemphill Avenue	tbd	Atlantic Station	Atlantic Station

Mid-Term Actions				
#	Description/Action	Cost	Responsible Party	Funding Source
1.	Provide streetscape improvements on 10 th Street, 14 th Street and Hemphill Avenue; to include: street trees, furniture, ornamental lighting, banners, wide sidewalks	\$4.5 – 10 M	City of Atlanta	TIP, RTP
2.	Develop a pattern book that identifies desired architectural features and streetscaping elements for the residential and mixed-use character districts	\$150,000	HPCIA	HPCIA funds
3.	Install or repair sidewalks along streets east of Northside Drive as identified in the Sidewalk Improvements Plan	\$500,000	City of Atlanta	TIP, RTP
4.	Pave unpaved streets between 10 th and 16 th Streets: Laurent Street, Hirsch Street, and 15 th Street	\$150,000	City of Atlanta	TIP, RTP
5.	Identify a Georgia Greenspace parcel for acquisition	tbd	City of Atlanta Planning Department and Parks and Recreation Department	Georgia Greenspace Program, Arthur Blank Foundation, Park Pride, Trust for Public Land
6.	Install signs and wayfinding elements along 14 th Street and 10 th Street	\$20,000	City of Atlanta	TIP, RTP
7.	Work with City of Atlanta and Georgia Tech to identify replacement for Couch Park	tbd	HPCIA in collaboration with Georgia Tech	Georgia Tech
8.	Improve Northside and 14 th Street intersection for pedestrians	\$250,000	City of Atlanta	TIP, RTP
9.	Partner with arts organizations to promote public art	tbd	HPCIA in collaboration with agencies	City of Atlanta Bureau of Cultural Affairs, Fulton County Arts Council, Metropolitan Public Art Coalition, and the Atlanta Public Art Legacy



Long-Term Actions				
#	Description/Action	Cost	Responsible Party	Funding Source
1.	Secure funding for roadway infrastructure improvements in the warehouse district	tbd	HPCIA, City of Atlanta, private developers	TIP, RTP, private development
2.	Provide streetscape improvements on Northside Drive, Howell Mill Road, and Marietta Street to include: street trees, furniture, ornamental lighting, banners, wide sidewalks	\$2.5M	City of Atlanta	TIP, RTP, city-wide for Northside Drive
3.	Install or repair sidewalks along streets west of Northside Drive for those streets identified in the Illustrative Master Plan	\$600,000	City of Atlanta	TIP, RTP
4.	Install signs and wayfinding elements along Howell Mill Road and Marietta Street	\$10,000	City of Atlanta	TIP, RTP
5.	Secure funds for land acquisition for green space	tbd	City of Atlanta Planning Department and Parks and Recreation Department	Georgia Greenspace Program, Arthur Blank Foundation, Park Pride, Trust for Public Land
6.	Provide new open space spanning I-75/85	\$125 – 200M	GDOT, City of Atlanta	TIP, RTP
7.	Work with MARTA to re-route buses for Hemphill Avenue to 14 th Street	tbd	MARTA	MARTA
8.	Work with City of Atlanta to re-route traffic from Hemphill Avenue to Curran (In conjunction with redevelopment of Hemphill/14 th area)	tbd	City of Atlanta	TIP, RTP



Greater Home Park Master Plan

The Vision:

"A unique, diverse and vibrant community setting the standard for intown living and working."

The Goals:

1. Champion development that enhances the multifaceted character of Greater Home Park.
2. Create a safe environment that is engaging and pedestrian-friendly.
3. Transform elements of the community that are in physical decline.
4. Continually build positive synergies among all Greater Home Park stakeholders.
5. Network the community with internal and external linkages that enable convenient, but controlled, access to amenities and services.
6. Enliven and reinforce identity through public art, signs, and unifying design themes.
7. Add green space for public gathering and recreation.

Home Park Community Improvement Association, Inc.

HPCIA
541 10th Street NW
TMB173
Atlanta, GA 30318

www.homepark.org

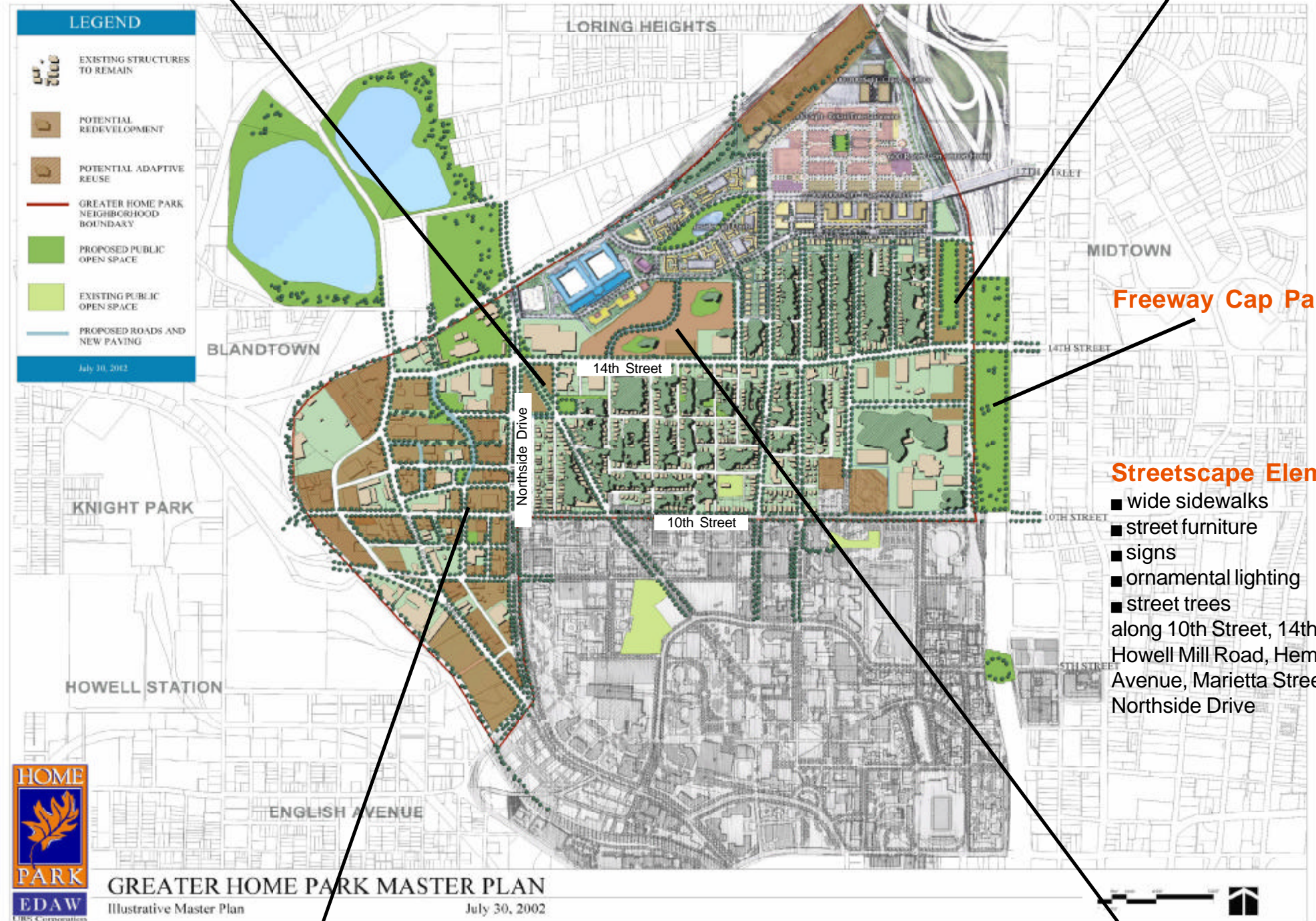
hpcia@mindspring.com

Hemphill Triangle Concept
redevelopment possibilities at the intersections of 14th Street/Northside Drive and 10th Street/Northside Drive

Street Calming and Connectivity

- de-emphasize streets from State Street to Fowler Street as north-south access routes from Atlantic Station
- enhance east-west access across Northside Drive
- enhance sidewalk network
- incorporate bike and transit routes to serve key residential and commercial areas

Edge Project Concept
mixed use, urban residential project that celebrates the "front door" of Home Park



Freeway Cap Park

Streetscape Elements

- wide sidewalks
- street furniture
- signs
- ornamental lighting
- street trees along 10th Street, 14th Street, Howell Mill Road, Hemphill Avenue, Marietta Street, and Northside Drive

Warehouse District Concept
refined street grid, additional green space and redevelopment opportunities

Public Safety Concepts

collaboration of community-policing strategies and opportunities for surveillance, community interaction, and street level activity in marginal areas

14th Street Signature Site Concept
green space, new north-south access from Atlantic Station and redevelopment possibilities

RESOURCE GUIDE

HOUSING REHABILITATION

<i>Organization/Contact</i>	<i>Services</i>	<i>Target Group</i>
Christmas in April Atlanta 404-577-2350	Weatherization, painting, minor carpentry, roof repair done primarily in the month of APRIL	Low-income homeowners, particularly elderly and disabled, who go through their neighborhood community revitalization association and reside in the City of Atlanta
City of Atlanta, Dept. of Housing Finance 404-330-6390	Home rehab grants	Elderly and low-income residents in the City of Atlanta
Community Housing Resource Center, Inc. (CHRC) 404-622-7411	Emergency Repair Program: repairs a condition in the house that may be hazardous to the health and/or safety of the homeowner	Low-income homeowners, particularly elderly and disabled, residing in the City of Atlanta
(The) Homelink	Home repair projects costing less than \$500; priority to repairs needed to prevent a health hazard	Low-income senior citizens residing in DeKalb and Fulton Counties
Southeast Energy Assistance 404-885-1877	Home weatherization services, water-use audits and limited payment assistance for Atlanta Water Company customers	Low-income homeowners in the City of Atlanta and Fulton and Newton Counties
Wesley Community Centers, Inc. 404-872-0086	Home repairs and maintenance	Low-income elderly or disabled homeowners residing in the City of Atlanta
Atlanta Community ToolBank (404) 880-0054	Elderly/Disabled Repair/Rehab, Rehab/Repair	mobilizes volunteers, donated materials and community expertise



HOUSING FINANCING/DEVELOPMENT

<i>Organization/Contact</i>	<i>Services</i>	<i>Target Group</i>
ACORN Housing Corporation (Acorn) (404) 525-0033	Credit Counseling, Downpayment Assistance, Homebuyer Education, Info Resources	available to communities throughout Atlanta targeting below-median income households
Atlanta Center for Homeownership (ACH) (404) 588-3700	Credit Counseling, Downpayment Assistance, HUD Partnership Member, Homebuyer Education	Clients enjoy access to resources from all of the ACH partner organizations including: Fannie Mae, Freddie Mac, HUD, First Union, Sun Trust, HomeBanc Mortgage, Citizens Trust, The Homebuyers Assistance Foundation, Atlanta Empowerment Zone, Atlanta Housing Authority, Atlanta Development Authority
Atlanta Habitat for Humanity (HFHA) (404) 223-5180	Builder/Developer	Habitat for Humanity is a nonprofit organization that constructs homes using volunteer labor and sells them via 0%-interest loans to responsible, low-income families
Atlanta Neighborhood Development Partnership (ANDP) (404) 522-2637	Advoc./Legis. Affairs, Builder/Developer, Downpayment Assistance, HUD Partnership Member, HUD Approved Nonprofit, Homebuyer Education, Tech. Assist. Provider	provides funding and technical assistance to neighborhood-based community development corporations (CDCs) throughout metro Atlanta. ANDP facilitates innovative project financing for affordable housing and community development projects.
Progressive Redevelopment, Inc (PRI) (404) 524-3363	Apartment Owner/Manager, Builder/Developer, Construction Management, Consultant, HUD Approved Nonprofit, Rental Housing, Social Service Provider, Special Needs, Transitional Housing	PRI works in partnership with other public, private and nonprofit entities to finance, construct and manage quality affordable single family and multi-family housing.

<i>Organization/Contact</i>	<i>Services</i>	<i>Target Group</i>
SunTrust Banks/SunTrust CDC (SunTrus) (404) 588-7711	Downpayment Assistance, Homebuyer Education, Mortgage Broker	SunTrust offers a wide array of single-family mortgage products, together with homebuyer education for low- to moderate-income first-time homebuyers.
United Way of Metropolitan Atlanta, Inc. (UWay) (404) 527-7200	Advoc./Legis. Affairs, Credit Counseling, Downpayment Assistance, Homebuyer Education, Info Resources, Tech. Assist. Provider	United Way coordinates community public awareness projects; supports the development of new services to address local needs, and provides volunteer involvement.
Bank of America Community Development Banking (BACDC) (404) 607-6769	Apartment Owner/Manager, Builder/Developer, Consultant, Mortgage Broker	Bank of America CDB works in partnership with community-based organizations to maximize the positive impact on the community and to act as a catalyst for reinvestment in low- and moderate-income communities.
Cooperative Resource Center, Inc. (CRC) (404) 521-0406	Builder/Developer, Construction Management, Consultant, HUD Partnership Member, HUD Approved Nonprofit, Info Resources, Property Management, Rehab/Repair, Social Service Provider, Special Needs, Tech. Assist. Provider	CRC specializes in the acquisition, financing, renovation, organization and training associated with converting multi-family rental housing to cooperative, owner-occupied housing.

