

A map of a city with a light gray background. A dark gray area is highlighted on the left side, representing a neighborhood. A blue line, possibly a river or a transit route, winds through the city. The text "NEIGHBORHOOD PLANNING UNIT-G" is centered in the upper half of the map.

NEIGHBORHOOD PLANNING UNIT-G

**COMMUNITY MASTER PLAN UPDATE
SUMMER 2021**

SPECIAL THANKS

We are grateful to all of the organizations and foundations who have made this project possible:

COCA-COLA FOUNDATION
DAVID, HELEN, AND MARIAM WOODWARD FUND
TURNER FOUNDATION
WELLS FARGO FOUNDATION

We also thank the many partner agencies who have lent us their expertise and knowledge for the betterment of this project. A full list of all individuals and stakeholders can be found at the back of this report.

Atlanta Department of Watershed Management
Atlanta Housing
Atlanta Regional Commission
City of Atlanta Department of City Planning
Environmental Protection Agency Region 4
Georgia Department of Natural Resources,
Environmental Protection Division
Georgia Institute of Technology, School of City and
Regional Planning

Georgia Tech Capital Planning & Space Management
Georgia Tech Office of Campus Sustainability
Georgia Tech - Serve Learn Sustain
Groundwork ATL
Kronberg Urbanists + Architects
Sherwood Planning & Design
University of Georgia Department of Geography
West Atlanta Watershed Alliance

A NOTE OF GRATITUDE

Throughout Georgia Conservancy's 12-year engagement to create this Community Master Plan and its subsequent update, we have had the privilege of working in partnership with Ms. Ola Reynolds, who has served as the Chairperson of NPU-G throughout that entire period. It has been an unparalleled honor to work in partnership with her and the rest of NPU-G's leadership and membership to develop this Community Master Plan. Her unwavering dedication to the improvement of her community guided this plan from start to finish, and will continue to shape community development efforts that benefit all residents of NPU-G.

Ms. Reynolds will be stepping down as Chair at the end of 2021. She has requested that we include the following note as part of this report:

It is with humbleness and gratitude that I extend my thanks to Katherine Moore, Director of Georgia Conservancy (GC); Dr. Nancey Green Leigh; GC staff; and Georgia Tech students for all their work on the NPU-G Community Master Plan that was adopted by the City of Atlanta in 2010. In 2018, Katherine Moore, GC staff, Prof. Richard Dagenhart, and additional Georgia Tech students began updating the previous Master Plan with improved connectivity and much, much more.

On behalf of all the residents and communities of Neighborhood Planning Unit-G, thank you!

Ola Reynolds, Chair
Neighborhood Planning Unit-G

CITY OF ATLANTA, GEORGIA



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The Honorable Keisha Lance Bottoms

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Council District 5

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Andre Dickens
Post 3 At Large

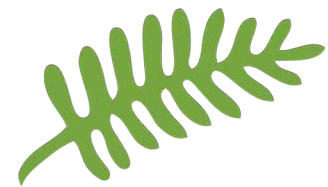
DEPARTMENT OF CITY PLANNING

Tim Keane, Commissioner

OFFICE OF ZONING AND DEVELOPMENT

Keyetta M. Holmes, AICP, Director
Jessica Lavandier, Assistant Director

BACKGROUND ON GEORGIA CONSERVANCY



The Georgia Conservancy's mission is to protect and conserve Georgia's natural resources through advocacy, engagement, and collaboration. The Sustainable Growth program brings this environmental focus to built spaces, helping cities and neighborhoods grow and develop sustainably.

Within the Sustainable Growth program is Blueprints for Successful Communities, which has been promoting sustainable urbanism for 30 years. Blueprints convenes various stakeholders to create plans that utilize existing community resources while finding solutions for economic, environmental, and developmental challenges.

Blueprints has worked across the state in various communities, including commercial corridors in coastal Brunswick, the Calumet Mill Village of LaGrange, and NPU-G's original Community Master Plan.

The Blueprints team partnered with a City and Regional Planning Master's Studio from the Georgia Institute of Technology for NPU-G's 2010 Community Master Plan. For this update, Blueprints has continued to partner with Georgia Tech through a series of design studios led by Prof. Richard Dagenhart. Blueprints also partnered with the geography department at the University of Georgia.

PROJECT SCOPE

From August 2017 to February 2020, Georgia Conservancy and partner organizations conducted site visits, gathered and analyzed data, engaged residents of NPU-G, and proposed innovative conceptual designs for key sites throughout the area. The study team produced a methodology for channeling development to strategic locations, with the aim to balance preservation of existing resources and character with new community amenities and opportunities. Additionally, three Georgia Tech design studios envisioned what new development in NPU-G could look like, integrating green infrastructure and improved connectivity into their designs.



TABLE OF CONTENTS







1. OVERVIEW

In 2010, a master plan document for Neighborhood Planning Unit G (NPU-G) was officially adopted by the City of Atlanta. Developed jointly by the Georgia Conservancy and the Georgia Institute of Technology, this Master Plan offered policy and project recommendations across a range of topics:

CONNECTIVITY

REDEVELOPMENT

OPPORTUNITIES FOR ADVANCEMENT

FOOD ACCESS

PUBLIC ART

ENVIRONMENT & NATURAL AMENITIES

Specific recommendations focused on leveraging NPU-G's unique geography and natural resources to create greenspace, foster innovative economic opportunities, and make the area attractive for strategic redevelopment.

Proctor Creek and proximity to the Chattahoochee River were identified as environmental strengths, while the Atlanta Industrial Park and the several former public housing sites that now sit vacant within the community provided both challenges and opportunities for positive change. Similarly, I-285, which runs through the western half of the community, was identified as both a strength and a challenge, while a general lack of connectivity posed challenges for thoughtful redevelopment as well.

NEW DEVELOPMENTS

In the years since the original plan was published, there have been renewed efforts to plan for the long-term health and sustainability of NPU-G. Many positive developments have occurred:

- The Proctor Creek Greenway opened its first phase, connecting communities.
- New housing went up in West Highlands and along James Jackson Parkway.
- The Northwest Library demonstrated the viability of new community resources.
- Construction began on Westside Park, offering new environmental recreation opportunities.

Residents are aware that these new amenities have created increased pressure for large-scale redevelopment, giving rise to new opportunities and threats on NPU-G's doorstep.

About 10 years after the publication and adoption of the original plan (City of Atlanta ordinance 11-O-1235), NPU-G leadership saw the need to reaffirm the vision laid out in that plan and update it for today's modern context. The leadership requested Georgia Conservancy's services in this regard.

This planning document seeks to update and add to the vision laid out by its predecessor. It focuses on improving quality of life through connectivity, strategic redevelopment, and preservation of natural resources. Through this update, we hope to equip NPU-G leadership with appropriate tools to build a sustainable, diverse, and vibrant community. Ultimately, we would like for this document to be incorporated as an amendment into Atlanta's Comprehensive Development Plan as a document specific to this community as envisioned by that community.

COMMUNITY ENGAGEMENT

Throughout the project's multi-year scope, Georgia Conservancy staff, university students, and technical advisors united to engage with the community related to the various projects, priorities, and design proposals included in this document. A full list of engagements can be found on the opposite page. These do not include the multiple individual calls held with community partners and residents.

At the encouragement of NPU-G leaders and residents, the project team took advantage of the existing NPU-G meetings to gather input on the community vision; lead discussions related to planning objectives, data analysis, and strategic partnerships; and solicit feedback on recommendations, graphics, report content, and future developments.

Georgia Conservancy staff gave quarterly presentations to the NPU membership, interspersed with direct meetings with specific members, including the Chair, Zoning Chair, and other individuals. Georgia Conservancy chaperoned field trips for student teams working on sites in NPU-G; these field trips were accompanied by NPU members. Georgia Conservancy staff also participated in all rounds of design reviews for the Georgia Tech studios focused on the former public housing sites owned by Atlanta Housing.

After this plan document was produced, Georgia Conservancy staff attended multiple meetings of the NPU to walk residents through the document and compile requested changes. NPU-G members' thoughts, beliefs, and concerns are interwoven throughout this document.

COMMUNITY VISION

The NPU-G community envisions a future in which NPU-G represents the “melting pot of Atlanta.”

It is both the real Atlanta, embodied by legacy residents, historical resources, and environmental stewardship, and the new Atlanta, embodied by new and diverse residents, reinvigorated commercial spaces, and accessible amenities.

It strives to be the most diverse community in Atlanta, offering opportunities for a wide mix of uses, incomes, housing stock, and residents, while providing high quality of life for everyone.

COMMUNITY OBJECTIVES

1. To provide a roadmap for incremental improvements to connectivity, redevelopment, and natural resources that can create a sustainable, vibrant community.
2. To demonstrate the potential of low impact development and how developers can design for ecological health.
3. To equip neighborhood leaders to negotiate with developers, utilize the Atlanta City Design and Comprehensive Development Plan as a tool for channeling development, and collaborate with partners, including the City of Atlanta and its agencies.

LIST OF ENGAGEMENTS

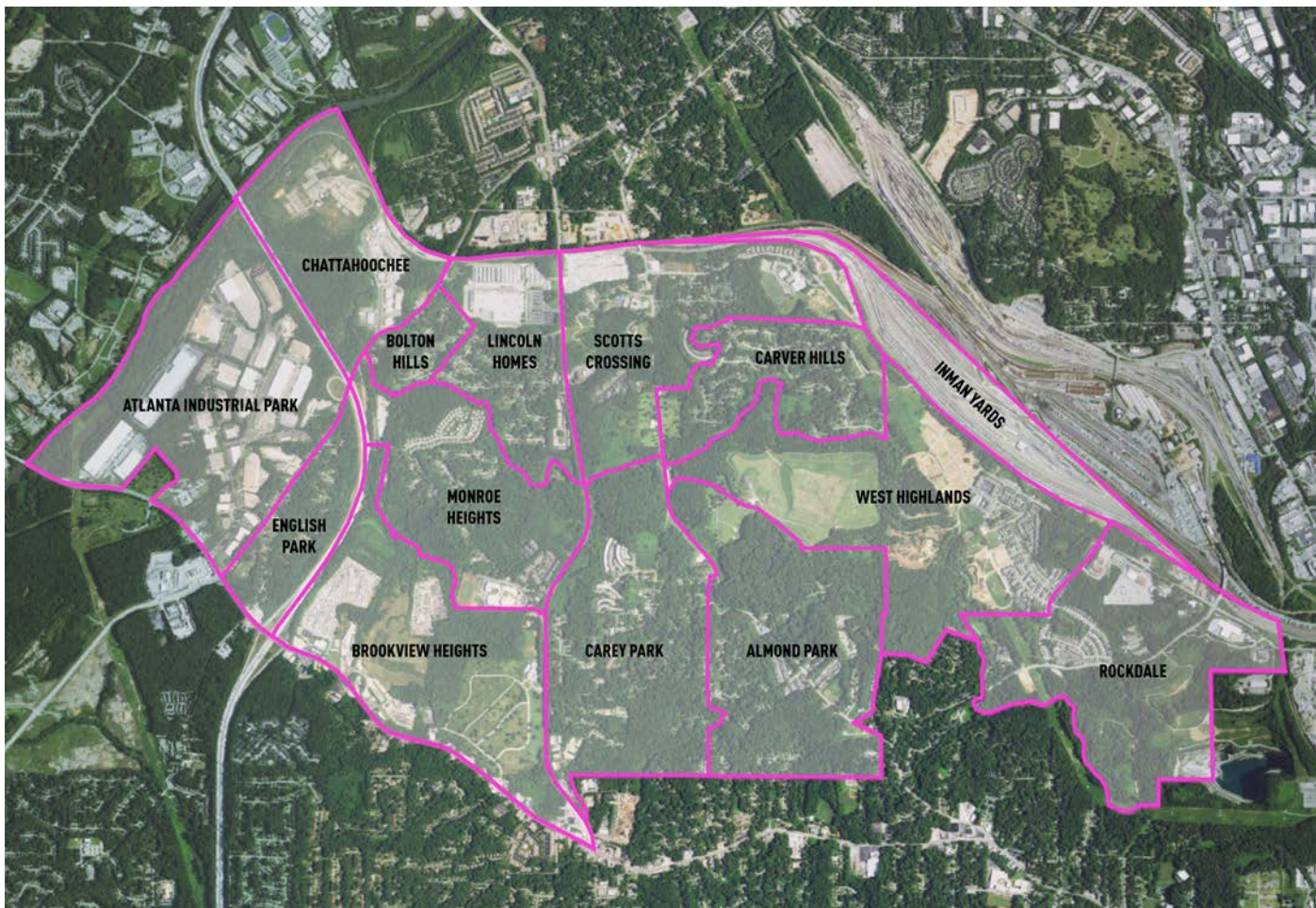
09/01/2017	Project Kickoff	02/21/2019	NPU-G Meeting, Project Findings Presentation
09/18/2017	NPU-G Bus Tour w/ students		
11/30/2017	NPU-G Executive Committee Meeting, Project Update	04/16/2019	Georgia Tech Studio #2 Design Review
01/01/2018	NPU-G Meeting, Community Open House	05/09/2019	NPU-G Executive Committee Meeting, Project Update
02/05/2018	NPU-G Meeting, Project Update	08/08/2019	NPU-G Meeting, Project Update
06/02/2018	NPU-G Executive Committee Meeting, Project Update	08/21/2019	Georgia Tech Studio #3 Kickoff
08/15/2018	Georgia Tech Studio #1 Kickoff	12/12/2019	Georgia Tech Studio #3 Design Review
08/16/2018	NPU-G Meeting, Project Update	01/09/2020	NPU-G Meeting, Document Edit Session
08/31/2018	Georgia Tech Studio Team Field Trip	02/01/2020	NPU-G Executive Committee Meeting, Edit Session
11/14/2018	Georgia Tech Studio #1 Design Review	02/20/2020	NPU-G Meeting, Document Adoption Vote
11/15/2018	NPU-G Meeting, Project Update		

BACKGROUND ON NPU-G

NPU-G is located northwest of downtown Atlanta and contains 11 neighborhoods and 3 industrial areas. The area is bounded to the south by Donald Lee Hollowell Parkway and parts of Proctor Creek, Perry Boulevard to the north, the Chattahoochee River and Cobb County to the west, and the Norfolk-Southern railyard to the east.

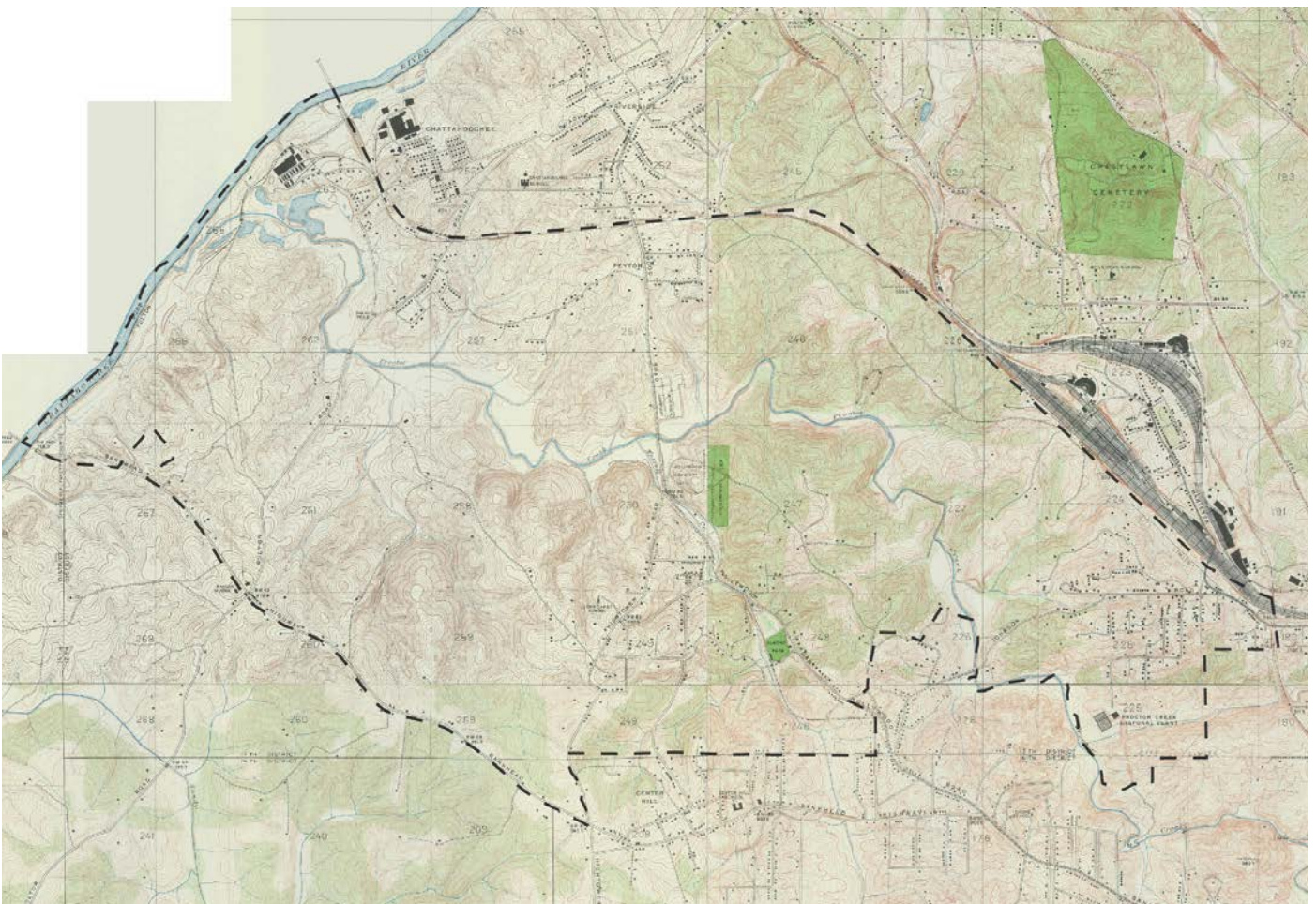
NPU-G and its neighborhoods possess a unique history, which has been shaped by historical development patterns common throughout the South and Northwest Atlanta. It is mostly residential, with some single-family neighborhoods tracing their origins back to the early 1900s. There remain vestiges of redlining, a policy that assigned neighborhoods colors to signify their “danger” for lenders and residents; these colors were assigned based on race. NPU-G is also home to three former public housing sites, with a fourth close by. All but one of these sites now sit vacant and have potential for new, thoughtful development.

NPU-G is rich in natural resources and amenities. Proctor Creek flows through the area’s rolling hills, providing scenic views and access to water. Much of the area is forested, offering a sense of seclusion while providing vital ecosystem services. However, NPU-G is home to a few dumping sites, both active and inactive. Additionally, the prevalence of combined sewer overflows has severely impacted the health of Proctor Creek.



NPU-G’s neighborhoods.

Atlanta's NPU system was founded in 1974 by Mayor Maynard Jackson as part of the planning process for Atlanta's Comprehensive Development Plan. NPUs are neighborhood-based advisory councils made up of citizens from NPU-G who deliberate and make recommendations to the City regarding zoning and land use decisions in their area. The NPUs were designed to facilitate citizen participation in the Comprehensive Development Plan, but their function extends beyond that to everyday matters of governance. The citizen council commissioned and approved the original NPU-G Community Master Plan and this plan update. A list of NPU-G leadership appears at the end of this document.



The NPU-G boundary superimposed over a USGS survey map from 1928.

2010 COMMUNITY PRIORITIES

Though the area has seen new investment and positive developments, many of the original recommendations from the 2010 Community Master Plan have yet to be implemented. The community remains keenly interested in all of these projects and the issues they aimed to address.

Here we have highlighted community priorities that have seen significant progress to their accomplishment. These are captured in the bulleted lists below. Those not included here remain priorities, especially given the limited progress made toward achieving them.

It is important to remember that projects can work toward multiple goals. Projects connecting neighborhoods through trails and street connections combine with environmental restoration efforts. Former housing sites can be developed into neighborhoods with retail and public greenspace. Sites that fulfill a single purpose (cemeteries, Gun Club Road Landfill) can be repurposed for education and recreation. By preserving and building on neighborhood assets, NPU-G can achieve a more connected and sustainable future.

CONNECTIVITY

NPU-G suffers from a lack of connectivity, both in terms of its roads and transit networks, as well as its lack of connection to retail and natural amenities. Projects recommended in 2010 that have seen significant progress made include:

- 2.1.1 - Chattahoochee River Trail. A vision for this has materialized through the 2020 Riverlands plan.
- 2.1.2 - Proctor Creek Greenway. The Proctor Creek Greenway opened its first phase in 2018.
- 2.5.1 - Transit. Though it falls short of reaching NPU-G, MARTA voted to implement bus rapid transit on the Hollowell/North Ave corridor.
- 2.7.1 - Pedestrian Crossing over Chattahoochee River. A pedestrian bridge connecting Cobb County to the City of Atlanta is proposed in the Chattahoochee Riverlands plan.

REDEVELOPMENT

NPU-G residents are interested in ways to redevelop vacant, formerly disturbed sites (like former public housing sites) in ways that preserve the character of NPU-G neighborhoods while boosting economic development.

Projects recommended in 2010 that have seen significant progress include:

- 3.1-3.3 - Redevelopment of Atlanta Housing's former sites. Hollywood Courts, Bowen Homes, and Bankhead Courts are all being considered for redevelopment. Bowen Homes, in particular, has seen significant progress through the beginning of a HUD Choice Neighborhood Grant led by AH.

OPPORTUNITIES FOR ADVANCEMENT

Though development pressures have recently increased on the Westside, progress has been slower to help connect NPU-G residents with opportunities for advancement. Recommendations from 2010 that have seen significant progress include:

- 4.1 - Workforce Development. Though broader than any recommendations we originally made, local organizations and partnerships like Groundwork ATL have fostered support for workforce development.
- 4.3 - Schools and Education. Again, not a lot has changed materially regarding NPU-G's closed schools, but the AH Choice Neighborhood Grant is incorporating discussions of how to repurpose the schools in the area and how redevelopment of their sites will have school impacts.

Projects in Progress from 2010 Community Master Plan

PROJECT	REF #	CONNECTIVITY	REDEVELOPMENT	ADVANCEMENT	FOOD	ART	ENVIRONMENT
Create a natural walking trail that extends to the Chattahoochee.	2.1.1	x				x	x
Plan and construct the Proctor Creek Greenway.	2.1.2	x					x
Establish Bus Rapid Transit along D.L. Hollowell Parkway, focusing transit-oriented development in key areas around bus stations.	2.5.1	x	x	x			
Plan and construct a pedestrian bridge across the Chattahoochee River	2.7.1	x					x
Redevelop Atlanta Housing sites, abiding by standards of connectivity, green infrastructure, and Low Impact Development.	3.1-3.3	x	x	x			x
Repurpose closed schools in the NPU for development of a curriculum on Green Industry workforce training.	4.3		x	x			x
Utilize green infrastructure to restore the health of Proctor Creek.	7.4		x				x
Rehabilitate cemeteries as a way to honor local history.	7.5					x	x

FOOD ACCESS

Though the 2010 Community Master Plan's recommendations have not necessarily actualized, local organizations like Groundwork ATL are working diligently to expand food access in the community. Still, recommendations related to community gardens, urban agriculture, and grocery stores remain highly sought by the community.

PUBLIC ART

Despite its unique history and development pattern, NPU-G lacks iconic cultural resources. The 2010 plan proposed incorporating public art into intersections, trail projects, and other areas. The Chattahoochee Riverlands vision for the River Trail includes public art, but otherwise, few of these ideas have been realized.

ENVIRONMENT & NATURAL RESOURCES

The health of NPU-G's natural resources continues to be a priority. Enhanced recommendations for preserving and restoring the areas natural ecology are proposed in this plan update. Recommendations from the original plan that have seen progress include:

- 7.4 - Sewer and Stormwater. Several projects related to the integrity of Proctor Creek have been implemented.
- 7.5 - Cemetery Rehabilitation. Projects to honor and restore existing cemeteries have been discussed, and some local groups have helped preserve these original greenspace resources.



2020 COMMUNITY PRIORITIES

CONNECTIVITY

Today, community members are concerned with how new development will affect the daily experience of navigating NPU-G. Any new development, no matter the character, brings more people. NPU-G's segmented neighborhoods and semi-suburban development patterns push people to travel by car, with few transit or pedestrian alternatives. Reducing traffic bottlenecks and increasing walkability are important objectives for community members, not only to increase connectivity alone but also to improve the daily experience of current NPU-G residents. Connecting neighborhoods will also support the community's vision of making the area more attractive for a diverse group of new residents.

REDEVELOPMENT

NPU-G residents remain concerned about new development disrupting the existing community fabric. A series of nearby development projects—including new construction near Westside Park, in West Highlands, and the just-announced Microsoft campus near Bankhead—has brought increased development pressure to the community. Residents acknowledge the need for denser development in strategic areas to help boost economic opportunity and provide justification for higher-intensity transit options. Reusing NPU-G's former housing sites, closed schools, and other abandoned facilities could present a creative solution to redevelopment doubts, especially with urban design that prioritizes appropriate transition between different development intensities (i.e. high-density mixed-use to low-density single family residential neighborhoods). Innovative solutions will help NPU-G advance toward its mission to accommodate and welcome a mix of uses and residents, enabling it to remain diverse.

ENVIRONMENT & NATURAL RESOURCES

Though many agencies have banded together to restore the health of Proctor Creek, there is still much work to be done. NPU-G residents know this and remain optimistic about stream restoration efforts. Encouraging developers to adopt environmentally-friendly building codes and design green infrastructure projects for their sites are two potential ways to bolster this ecological restoration while also providing new green spaces, like parks or community gardens, that function as community resources. Other opportunities exist along Atlanta's Chattahoochee River corridor to provide important access to water and to further connect NPU-G to the Atlanta metropolitan region.



STOP



DEAD-END ROAD AHEAD





2. PAST PLANS

Parts of NPU-G have been the subject of many planning endeavors over the past few decades, including those conducted by Georgia Conservancy and partner organizations. Features like its unique geography, its natural resources, and its demographic and historical background have necessitated several plans for corridors, greenspace, and the community at large.

NPU-G continues to face challenges that these plans seek to address. As explored in the previous chapter, issues pertaining to connectivity, housing affordability, economic development, and the restoration of natural resources including waterways and brownfields are of continued importance to community members and local leaders.

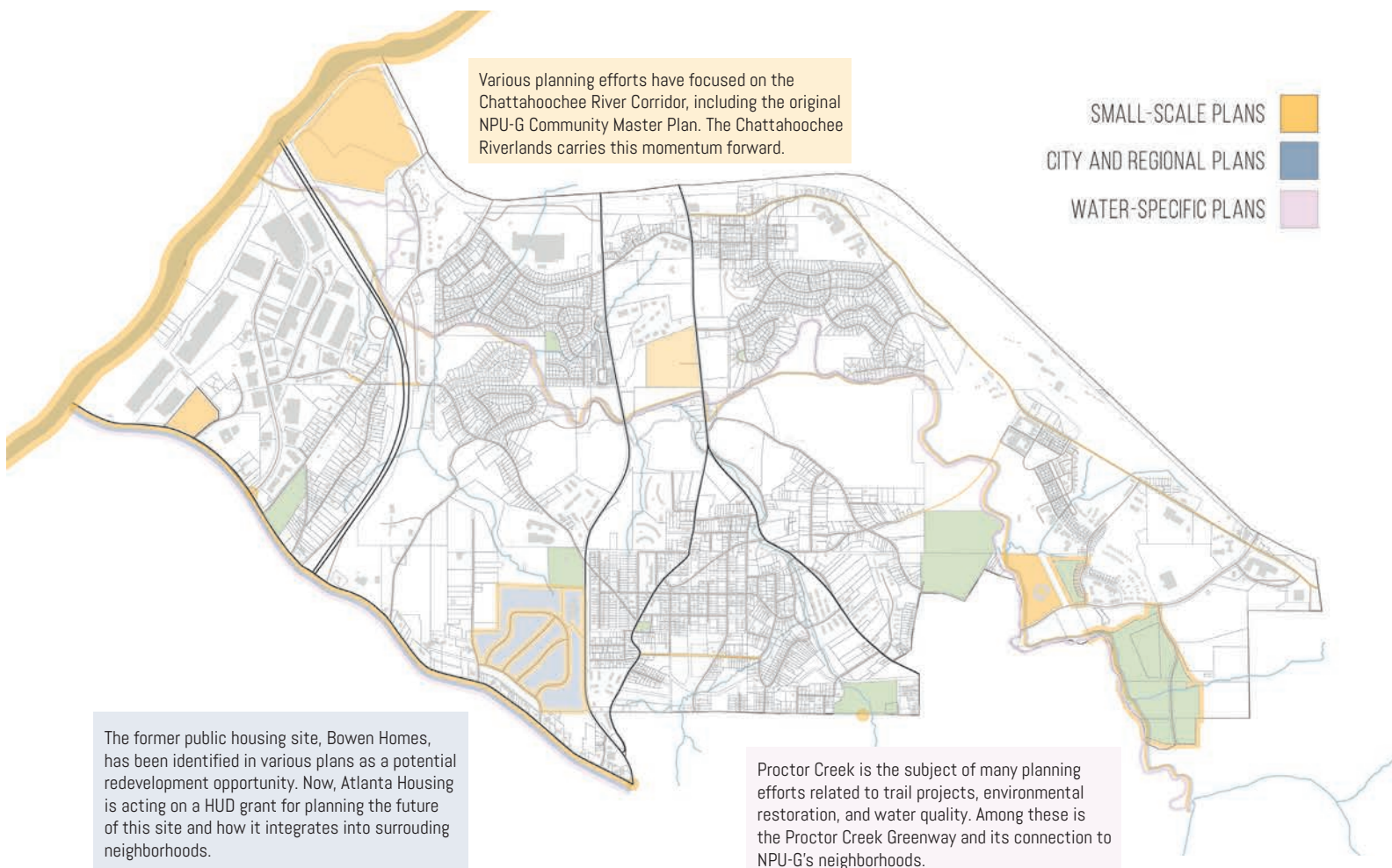
PLAN CATEGORIES

City leaders are particularly concerned about the health, cleanliness, and recreation potential of Proctor Creek. Many plans and studies have been conducted to address these issues, and many organizations are engaging in work to restore the waterway to its original state as a viable ecosystem. As one of the main topographical features that touches the majority of the NPU-G study area, Proctor Creek and plans to improve it are central to understanding the planning landscape for NPU-G and Northwest Atlanta more broadly.

To that end, this chapter reviews these past plans, divided along their jurisdictions:

- 1. A REVIEW OF PLANS FOCUSED ON SITES WITHIN NPU-G, SOMETIMES OVERLAPPING WITH OTHER JURISDICTIONS**
- 2. A REVIEW OF PLANS FOCUSED ON GREATER ATLANTA, INCLUDING PLANS THAT ANALYZE REGIONAL OPPORTUNITIES AND CHALLENGES**
- 3. A REVIEW OF PLANS FOCUSED ON ATLANTA WATERSHEDS AND PROCTOR CREEK**

PAST PLAN FOCUS AREAS



SMALL-SCALE

YEAR	TITLE	AUTHORS
2002	NORTHWEST ATLANTA REDEVELOPMENT PLAN & PERRY/BOLTON TAX ALLOCATION DISTRICT	CITY OF ATLANTA
2006	HOLLOWELL/M. L. KING TAX ALLOCATION DISTRICT	ATLANTA DEVELOPMENT AUTHORITY
2009	ATLANTA BELTLINE MASTER PLAN: SUBAREA 9	ATLANTA BELTLINE, INC.
2010	D. L. HOLLOWELL/VETERANS MEMORIAL HIGHWAY LCI STUDY	COBB COUNTY, CITY OF ATLANTA, ARC
2010	NPU-G COMMUNITY MASTER PLAN	GEORGIA CONSERVANCY, GEORGIA TECH
2015	GROUNDWORK ATLANTA STRATEGIC PLAN	GROUNDWORK ATLANTA, EPA

ATLANTA

2016	CITY OF ATLANTA COMPREHENSIVE DEVELOPMENT PLAN	CITY OF ATLANTA DEPT. OF CITY PLANNING
2016	THE ATLANTA REGION'S PLAN	ATLANTA REGIONAL COMMISSION
2017	ATLANTA CITY DESIGN	CITY OF ATLANTA DEPT. OF CITY PLANNING
2018	ATLANTA'S TRANSPORTATION PLAN	VHB, NELSON NYGAARD, AND PARTNERS
2018	MORE MARTA	MARTA
2020	CHATTAHOOCHEE RIVERLANDS	ATLANTA REGIONAL COMMISSION
2019-2020	ONE ATLANTA PLANS: HOUSING, ECONOMIC MOBILITY, TRANSPORTATION	THE MAYOR'S OFFICE

WATER

2010	ATLANTA BELTLINE MASTER PLAN: SUBAREA 10, APPENDIX 5 (PROCTOR CREEK STREAMBANK RESTORATION PLAN)	ATLANTA BELTLINE INC.
2016	WATERSHED IMPROVEMENT PLAN	CITY OF ATLANTA DEPT. OF WATERSHED MANAGEMENT
2017	PROCTOR CREEK: AQUATIC ECOSYSTEM RESTORATION, INTEGRATED FEASIBILITY REPORT AND ENVIRONMENTAL ASSESSMENT	U.S. ARMY CORPS OF ENGINEERS

SMALL-SCALE

The **NORTHWEST ATLANTA REDEVELOPMENT PLAN** founded the Perry/Bolton TAD, providing financing for projects in the northeastern sector of NPU-G.

Recommendations:

- Mixed-use developments at key intersections, with general design guidelines. (Of these projects, the West Highlands at Perry neighborhood has been built, though it is largely residential.)
- New greenspace and amenities, including support for city parks near West Highlands and passive recreational use of Gun Club Road Landfill.
- Additional connections via new streets, bike lanes, and trails.

The **HOLLOWELL/M.L. KING TAD** covers that important thoroughfare. It mostly focuses on the corridor itself, but also includes larger adjacent areas like Bowen Homes, Center Hill Park, and vacant land near the Atlanta Industrial Park.

Recommendations:

- “Activity nodes” along the corridor that will consist of mixed-use residential and commercial. These would be located at Center Hill, James Jackson, and Woodmere.
- Expansion of features in Center Hill Park are proposed, but greenspace and connectivity issues largely take a backseat in this plan.



The **ATLANTA BELTLINE MASTER PLAN** is divided into several "SubArea" plans based on geography. The easternmost portion of NPU-G is included in SubArea 9.

Recommendations:

- Connections to and from Westside Reservoir Park, such as pedestrian paths, bike lanes, and new streets.
- New mixed-use developments as park "gateways."
- Creation of a park network via added greenspace in developments.
- Aesthetic guidelines for block sizes and blending mixed-use and single-family through the use of "step-down" design.



The **D.L. HOLLOWELL/VETERANS MEMORIAL HIGHWAY LCI STUDY** is split between the City of Atlanta and Cobb County.

Recommendations:

- "Development nodes" for mixed-use redevelopment. These include the Atlanta Housing sites of Bowen Homes and Bankhead Courts, and would include space for moderate-density residential, retail, and industrial development.
- Recommendations for Low Impact Development, which promotes environmental sustainability and more conservative land use.
- A comprehensive program to reduce pollution of Proctor Creek.



SMALL-SCALE

The **NPU-G COMMUNITY MASTER PLAN** sought to address community needs across several areas: connections, transit, housing, economic development, access to quality food, public art, and natural resources.

Recommendations:

- Trails that would connect residents with jobs in the Atlanta Industrial Park.
- Mixed-use developments on Atlanta Housing sites.
- Redevelopment near transit to add density.
- New greenspace throughout NPU-G.
- Programs to combine greenspace with educational resources, food accessibility programs (i.e. community gardens), and green energy.

GROUNDWORK ATLANTA was formed to advocate for environmental restoration and community improvements in the City of Atlanta, focusing primarily on sites in NPU-D and NPU-G. Specific sites of interest to Groundwork Atlanta include the Chattahoochee Brick Company site, Proctor Creek, and the Chattahoochee River.

Recommendations:

- Identify brownfields for potential community-focused remediation and revitalization.
- Partner with the Mayor's Office of Resilience to transform underutilized land into community agriculture spaces.
- Collaborate with other organizations to plan & implement trail projects in Northwest Atlanta.



SMALL-SCALE PLANS: TAKEAWAYS

CONNECTIVITY

A network of pedestrian trails across NPU-G will help increase connectivity and encourage recreation. The majority of these plans contain recommendations for trails, even if connectivity is not their primary purpose.

New roadways should be limited to streets within new developments or extension of existing roadways. Several roads in NPU-G are dead-ends, though their rights-of-way extend beyond their endpoints.

Intersections should be improved for vehicle and pedestrian safety. Improvements for D.L. Hollowell intersections can be paired with mixed-use redevelopment.

REDEVELOPMENT

Redevelopment of former public housing sites is an unprecedented opportunity to offer a mix of uses that keeps NPU-G affordable. New retail, housing, and greenspace can spur economic activity and vibrant communities.

Pairing redevelopment with transit can assist with equitable growth. Many plans have proposed transit-oriented development along D.L. Hollowell Parkway, an existing commercial corridor. Adding density along the parkway could support better transit.

Design-based solutions support sustainable growth. Adopting design guidelines for new development (i.e. Low Impact Development) minimizes negative environmental impacts and builds visual character.

ENVIRONMENT

Vacant land once used for other purposes can be reclaimed for greenspace. The Gun Club Road Landfill, Gun Club Park, and other vacant lands can be converted from neglected areas to greenspace resources.

Restore Proctor Creek's water quality and ecosystem health. This project is considered critical by many agencies across metro Atlanta, both for its importance to the watershed and its potential as a recreational amenity.

Preserve existing natural resources first, then build. As Atlanta builds out a more expansive park and trail network, NPU-G can follow suit by preserving the natural landscape or planning for greenspace to be included with new development.

ATLANTA

Published in 2016, the **CITY OF ATLANTA COMPREHENSIVE PLAN** advances a vision of a city that is at once diverse, sustainable, economically successful, and connected to its history.

Recommendations:

- Adoption of Low Impact Development.
- Advancement of housing policy options to promote various housing types.
- Pursuit of affordable housing for seniors and people of lower socioeconomic groups.
- New infrastructure for active transportation in the form of greenways along streams.
- Creation of new street connections in tandem with new development for the purpose of walkability and good urban design.
- Streambank restoration and preservation of vegetative buffers.
- Continued enforcement of new stormwater and tree ordinances.
- New park design that integrates technological solutions and education.

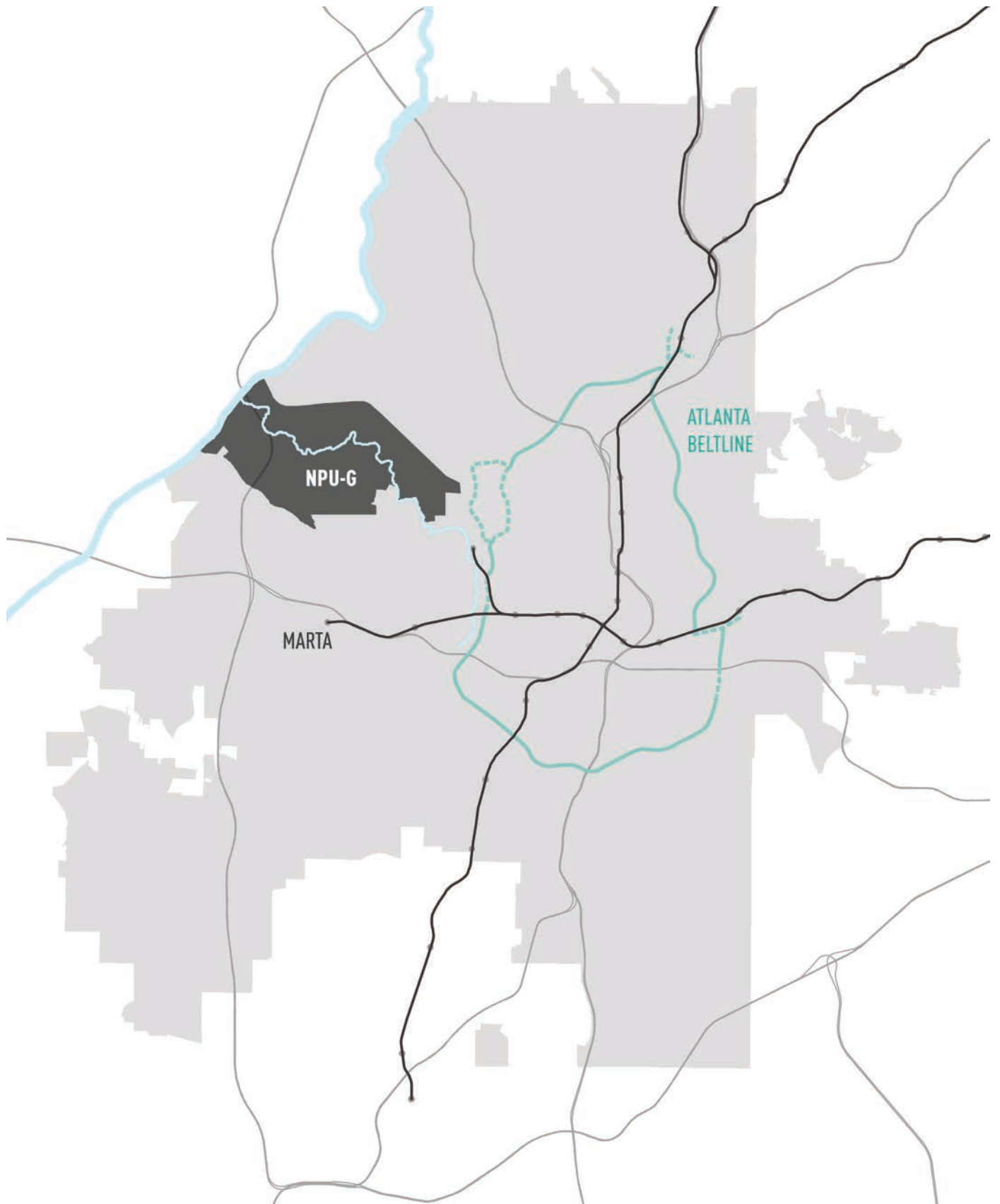
THE ATLANTA REGION'S PLAN tackles issues beyond Atlanta's boundaries and provides a "blueprint" for the growth of the 10-county region over the next two decades. The plan is organized by three broad themes: "world class infrastructure," "competitive economy," and "healthy livable communities." Recommendations from this plan are more general so various communities can adapt them to suit their needs.

Recommendations:

- Higher diversity of housing.
- Increased development of affordable housing.
- Improvements for important transportation corridors, integrated into a comprehensive transportation network.
- Clean waterways, like Proctor Creek.



NPU-G WITHIN ATLANTA



ATLANTA

The **ATLANTA CITY DESIGN** is both a planning document and a design guidebook for future development in Atlanta.

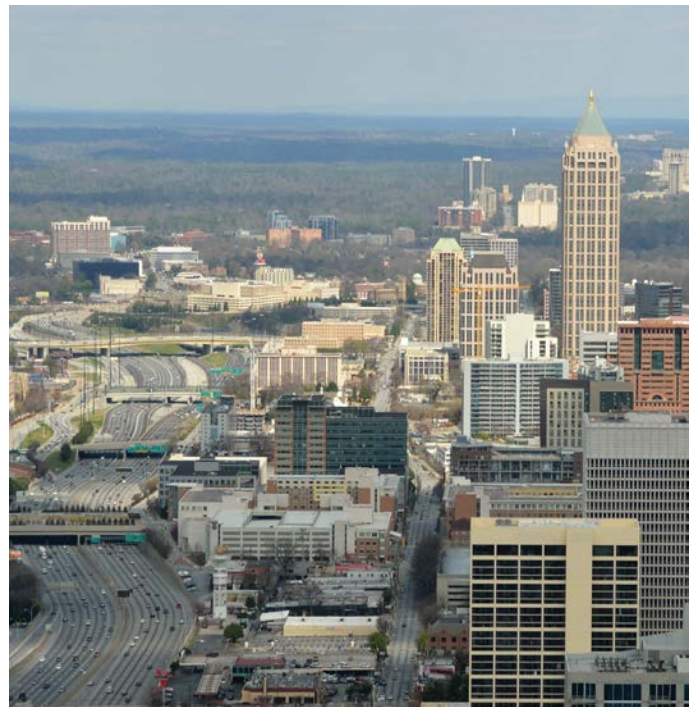
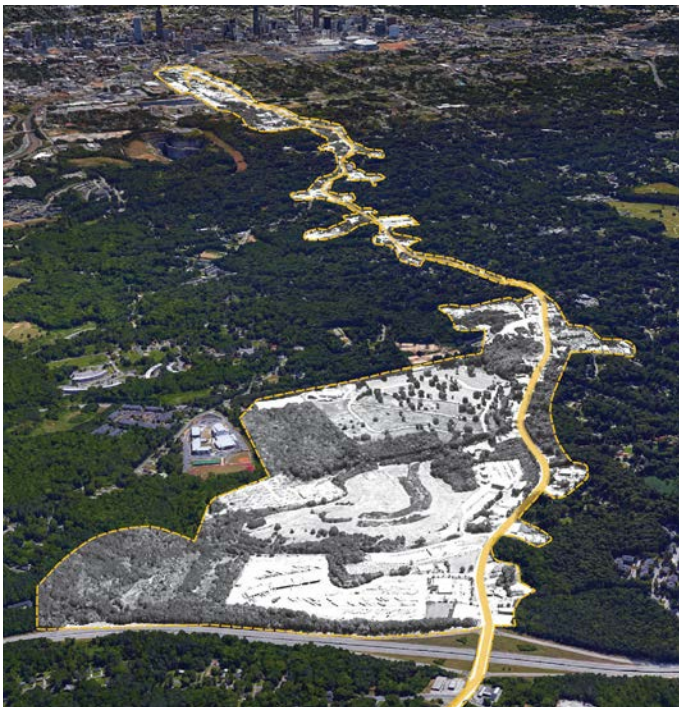
Recommendations:

- New development should be focused within “growth areas” along key corridors, leaving remaining space for conservation. (D.L. Hollowell Parkway is a growth area.)
- Bus Rapid Transit along Hollowell.
- A trail network connecting commercial areas.

ATLANTA'S TRANSPORTATION PLAN organizes growth along critical corridors and other neighborhoods that have already densified. Overall, the plan adopts three primary goals—safety, mobility, and affordability—and strives to achieve these goals through innovative solutions that reduce reliance on cars to get around the city.

Recommendations:

- Transit-Oriented Development (TOD) projects along major corridors.
- Connections to the Atlanta BeltLine's trail network.
- Improvements to pedestrian safety through street and intersection re-design.
- Increased opportunities for active transportation and walkability, which can help reduce environmental degradation.



Throughout 2018-2019, MARTA has advanced its expansion agenda through the **MORE MARTA** initiative. The MARTA Board of Directors voted on a slate of projects that the transit agency has committed to implementing in the coming years, including a BRT line that runs down North Ave from Bankhead Station. Though few of the projects reach into NPU-G, it is important to note the initiative's priorities here.

Recommendations:

- Implement Bus Rapid Transit along the Hollowell / North Ave corridor.
- Increase local bus service along certain routes in NPU-G.

The **ONE ATLANTA PLANS** provide comprehensive city-wide strategies related to housing, economic mobility, and transportation. One Atlanta is also known as the Mayor's Office for Equity, Diversity, and Inclusion.

Recommendations:

- Encourage and expedite the development of affordable housing on underused publicly owned lands (Housing Plan).
- Attract additional funding to disinvested neighborhoods through the creation of CDFI's or impact investment funds, for example (Economic Mobility, Recovery, & Resiliency Plan).
- Connect more neighborhoods by expanding the multi-use trail network (Transportation Plan).
- Provide safe sidewalks in all neighborhoods (Transportation Plan).
- Update the Capital Improvement Program (CIP) to reflect neighborhood needs (Transportation Plan).



ATLANTA

The **CHATTAHOOCHEE RIVERLANDS PLAN** is an ambitious, regional planning effort to envision and design a framework for implementing a large-scale trail project extending 100 miles along the Chattahoochee River, from Buford Dam to Chattahoochee Bend State Park.

The plan advocates for the trail project to expand greenspace and recreation opportunities, enhance and restore the region's natural ecology, connect people to the river and across it, and expand equity by providing economic opportunities in underserved communities.

Though the plan covers a lot of ground, it pays particular attention to areas of NPU-G that would be integral to the creation of a successful trail project. NPU-G, along with the rest of the City of Atlanta, falls into Sub-Area 2 of the plan, labeled "the Urban Core." This area is characterized by large industrial land uses and utility easements that block access to the river.

One major component of the Riverlands trail project is to ensure connectivity to other transportation networks, especially other trails. Extending the Proctor Creek Greenway to connect to the future trail is a major initiative that the plan explores in depth. The recommendations from the plan we've highlighted below relate specifically to the trail extension project.

Recommendations:

- Establish an interpretive pavilion with amenities to expand education and inspire stewardship of Proctor Creek's fragile landscape.
- Recognize the stories of the Chattahoochee Brick site along the trail.
- Provide a new dedicated bridge for walking and biking across the Chattahoochee, connecting Cobb County and Atlanta.
- Provide paths and dedicated spaces along the river that accommodate the water's seasonal fluctuations.



ATLANTA PLANS: TAKEAWAYS

CONNECTIVITY

Increasing walkability through trails and street improvements is essential for a vibrant city. These include the Proctor Creek Greenway and the Atlanta BeltLine, among others, which enhance transportation options and access to water and greenspace.

Safety and connectivity can be achieved through good design. Utilizing design guidelines to manage sidewalks, bike lanes, curb cuts, crosswalks, and loading zones can contribute greatly to citizen safety.

REDEVELOPMENT

To remain sustainable and resilient, the City must invest in new housing types. As more people move to the Atlanta area, it is important to diversify (and in many cases, densify) the city's housing stock. This keeps housing affordable and builds community resilience.

New development must be supported by policy options that provide economic opportunities and advance equity. Redeveloping commercial building stock is also vital for a successful community. Strong policies offer avenues for individuals to attain quality housing, as well as for communities to build neighborhoods in their own way.

ENVIRONMENT

It is imperative to work with nature to preserve natural resources. The City of Atlanta Comprehensive Plan strongly recommends preserving natural systems, creating new greenspace, and combining natural and built infrastructure.

Strengthening and enforcing environmental ordinances can boost the city's environmental and economic health. These include stormwater management, and community agriculture ordinances.

Tree protection is a high priority for the City of Atlanta as well. Atlanta must protect its canopy where it can, and find ways to ensure that tree protection does not compromise affordability of units produced by new development or redevelopment. New forestry practices that support multiple uses of land, like food forests, could also assist with canopy protection and resilience.

WATER

Appendix 5 of the **ATLANTA BELTLINE'S MASTER PLAN FOR SUBAREA 10**, which covers the section of the BeltLine immediately south of D.L. Hollowell Parkway and the Bankhead MARTA Station, offers strategies and design considerations for restoring areas of Proctor Creek upstream of NPU-G.

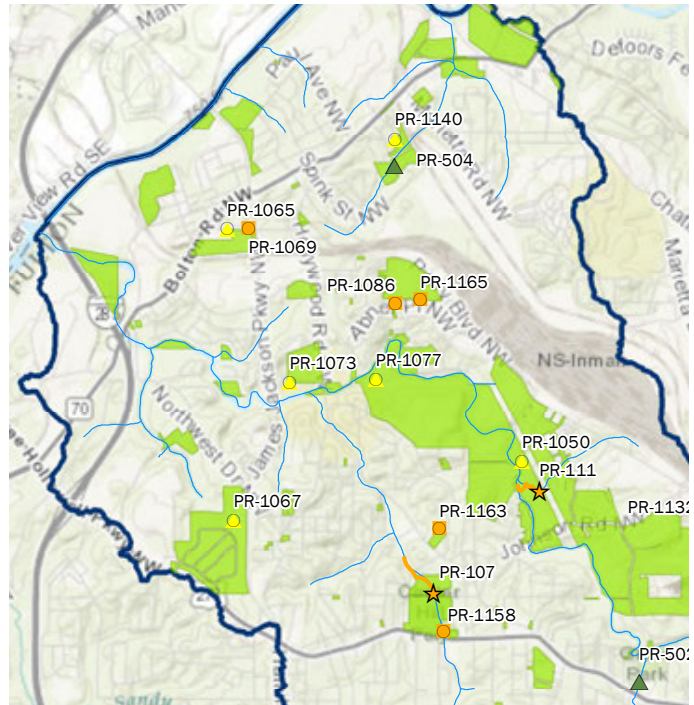
Recommendations:

- Implementation of environmental engineering solutions for streambanks that will reduce runoff, plant vegetation, and restore and maintain the integrity of the stream.
- Installation of green infrastructure to improve water quality downstream.

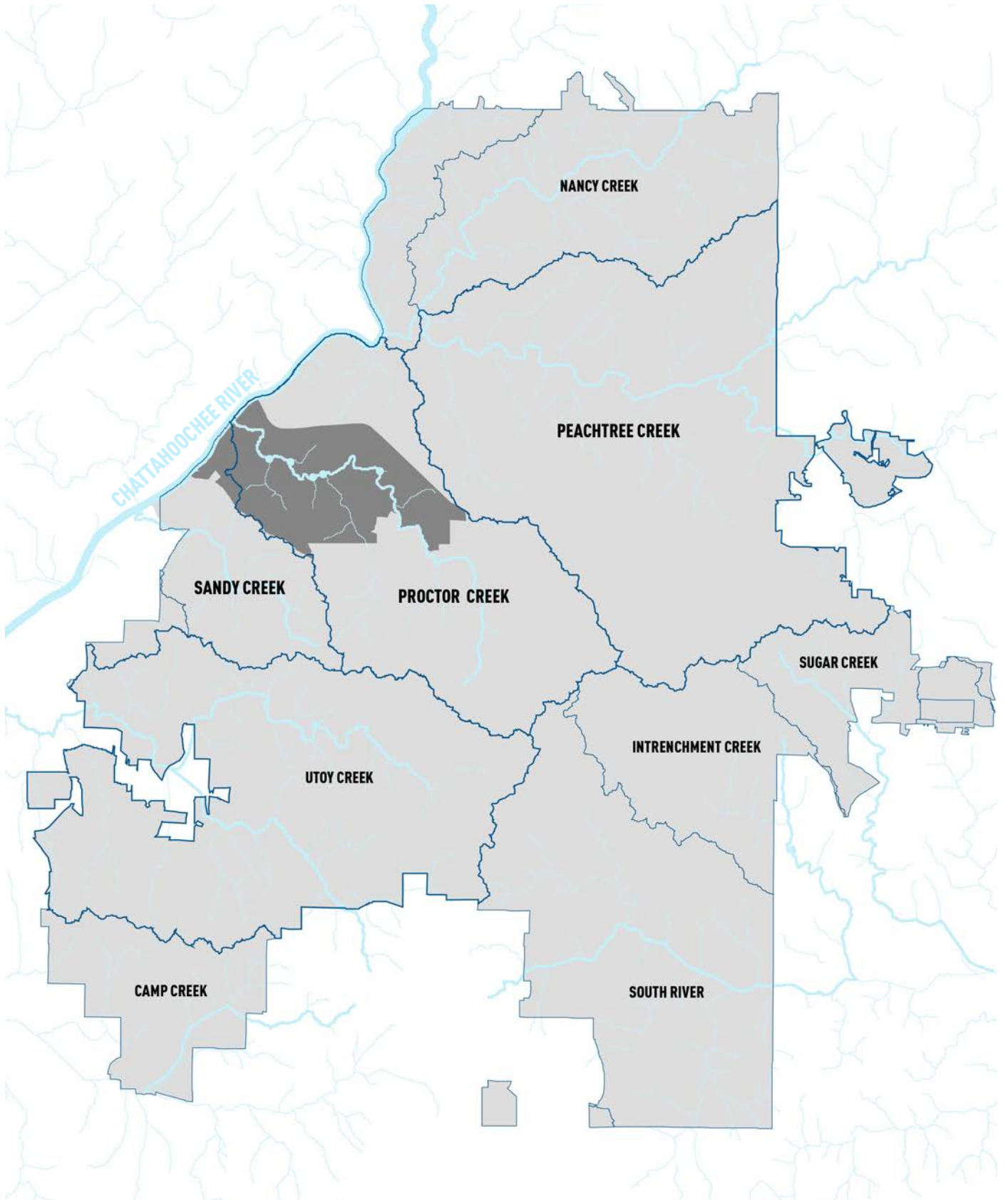
This **WATERSHED IMPROVEMENT PLAN**, commissioned by the Atlanta Department of Watershed Management (DWM), focuses on how to reverse environmental degradation in the Proctor Creek Watershed. The report identifies 114 improvement projects within the study area and explains the problem, purpose, scope, and strategies of each one. They are broadly divided into streambank restoration and stormwater control projects. Several of each fall within NPU-G.

Recommendations:

- Adoption of green infrastructure techniques to reduce stormwater and filter pollutants out of rainwater flowing into Proctor Creek.
- Placement of Stormwater Control Measures within new or expanded greenspace.
- Establishment of educational and outreach initiatives about the importance of keeping Proctor Creek clean.



NPU-G & ATLANTA'S WATERSHEDS



WATER

The Army Corps of Engineers (USACE) produced this **INTEGRATED FEASIBILITY REPORT AND ENVIRONMENTAL ASSESSMENT** to discuss the restoration of Proctor Creek. The report adds detailed design and engineering specifications, costs, and project management considerations that will guide the implementation of many environmental interventions in Proctor Creek. It also features a comprehensive section on community engagement activities carried out with residents affected by pollution in Proctor Creek, which illuminates other opportunities intertwined with restoration of the waterway.

Recommendations:

- Increased resources for walkability.
- Provision of an adequate housing supply throughout Proctor Creek communities.
- Flooding reduction.
- Improved access and quality of recreation and greenspace.



TAKEAWAYS FROM WATER-FOCUSED PLANS

CONNECTIVITY

The Proctor Creek Greenway will connect communities throughout Atlanta to this important waterway. For NPU-G residents, it could provide an active way to access city services and greenspace, while also encouraging Atlantans from other neighborhoods to visit NPU-G.

REDEVELOPMENT

Developers, engineers, and city leaders should plan for growth with connection to Proctor Creek. With new greenspace and amenities comes higher desirability. Ensuring an adequate supply of affordable and diverse housing options will maintain the strength of existing communities.

ENVIRONMENT

Restoration of Proctor Creek starts with restoring its banks. Engineering solutions and preservation of riparian buffers can protect the creek against erosion and pollution.

When possible, stormwater management projects should incorporate green infrastructure. Integrating natural processes into new infrastructure creates greenspace opportunities while minimizing runoff that negatively affects water quality.

New ways of learning about the health of aquatic ecosystems should be developed.





3. CURRENT CONDITIONS

Before exploring solutions to address resident concerns, it is important to review the existing conditions within NPU-G.

As mentioned previously, NPU-G has seen positive connectivity, redevelopment, and environmentally-oriented projects that have provided new amenities to residents and visitors to the area. Simultaneously, certain aspects of NPU-G have changed very little or slowly since 2011's original Community Master Plan. These aspects are not necessarily visible (i.e. zoning categories, land ownership) and some can only be altered slightly, if at all (i.e. cemeteries and landfills).

A better understanding of the existing conditions, both physical and policy-based, can help NPU-G leaders and citizens select policies and projects that contribute to their community's resilience.

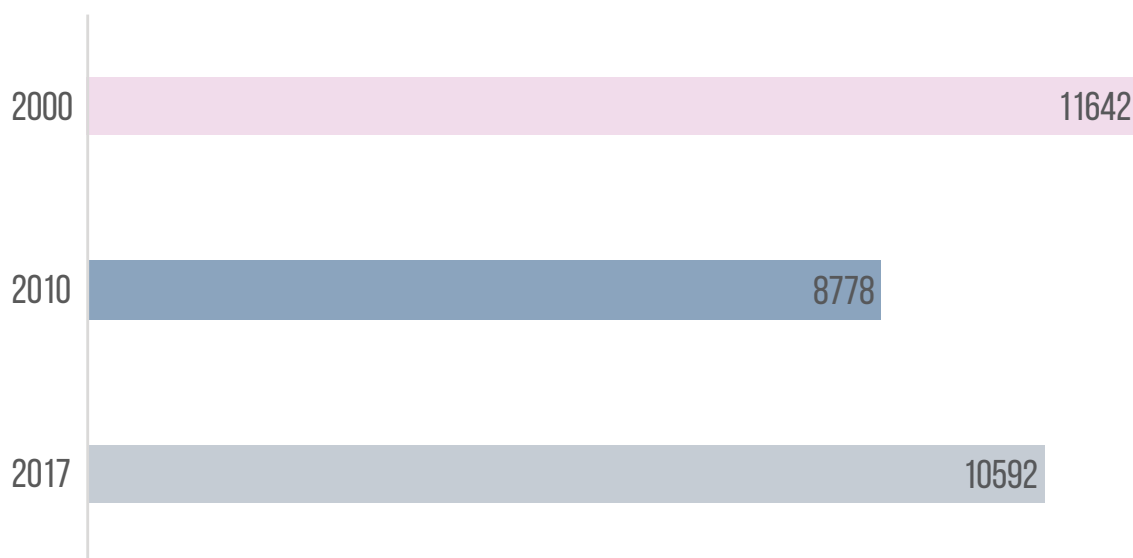
PEOPLE

Based on 2017 census tract data, there are approximately 10,592 people living within NPU-G, a 21% increase from 2010 census population counts. NPU-G is by far a majority black/African-American community at 93%. It is fairly diverse in age, with sizable populations across different age groups. Strikingly, almost half of NPU-G households are characterized by something other than nuclear families, while 35% are families with only one parent.

According to 2017 data, 74% of NPU-G residents rent their homes. The average median household income across NPU-G is \$28,764 -- this amount rises to \$36,000 in some tracts but drops to \$12,000 in others. These measures are similar to other Atlanta neighborhoods that are facing redevelopment interests.

NPU-G residents are keenly aware that neighborhoods are changing. They have an active NPU Executive Committee, led by Chairwoman Ola Reynolds. Their Zoning Contact is Robbie Burr. They also have an active relationship with their councilmember, Dustin Hillis, who represents District 9.

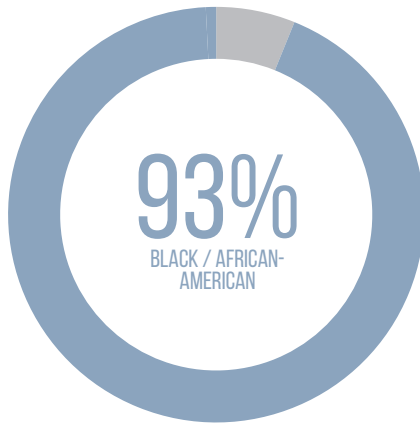
TOTAL POPULATION*



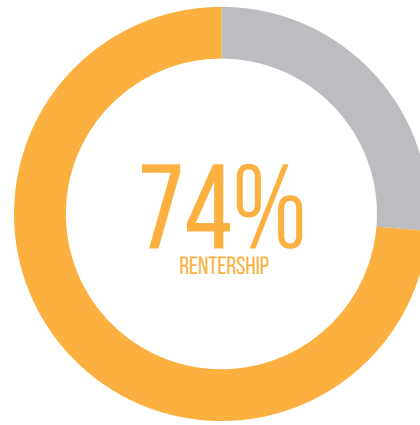
SOURCE: Neighborhood Nexus, Atlanta Regional Commission; City of Atlanta; 2017 American Communities Survey.

NOTE: Statistics are approximate, calculated using census block group data from the 2017 ACS. Some block groups extend beyond the boundaries of NPU-G. Projections for NPU-G were calculated based on the overall growth rate for City of Atlanta.

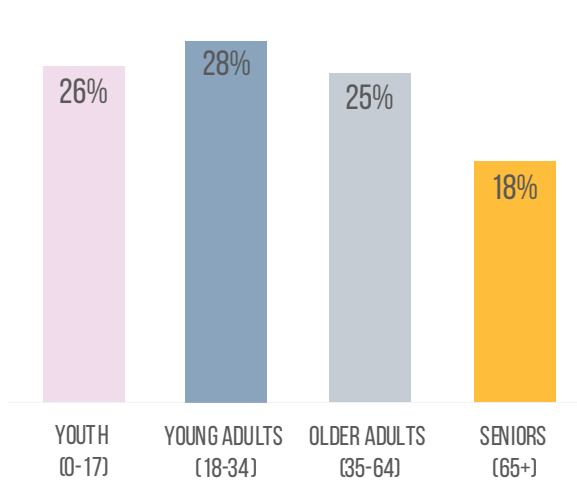
RACIAL COMPOSITION



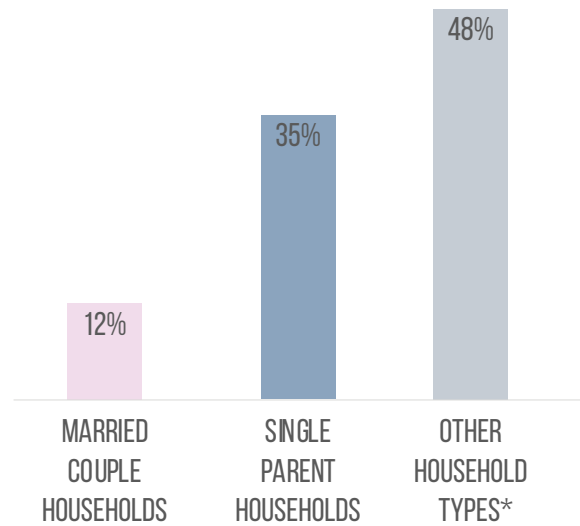
OWNERSHIP VS. RENTERSHIP



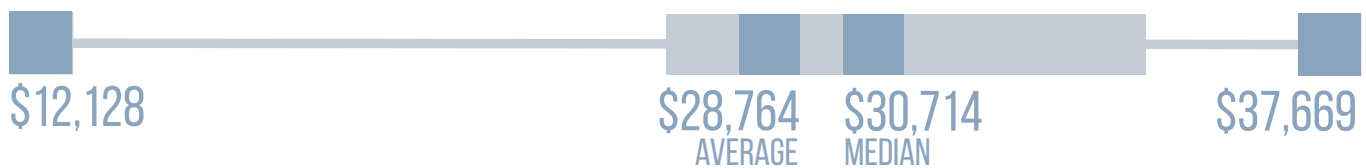
AGE



HOUSEHOLD COMPOSITION



MEDIAN HOUSEHOLD INCOME



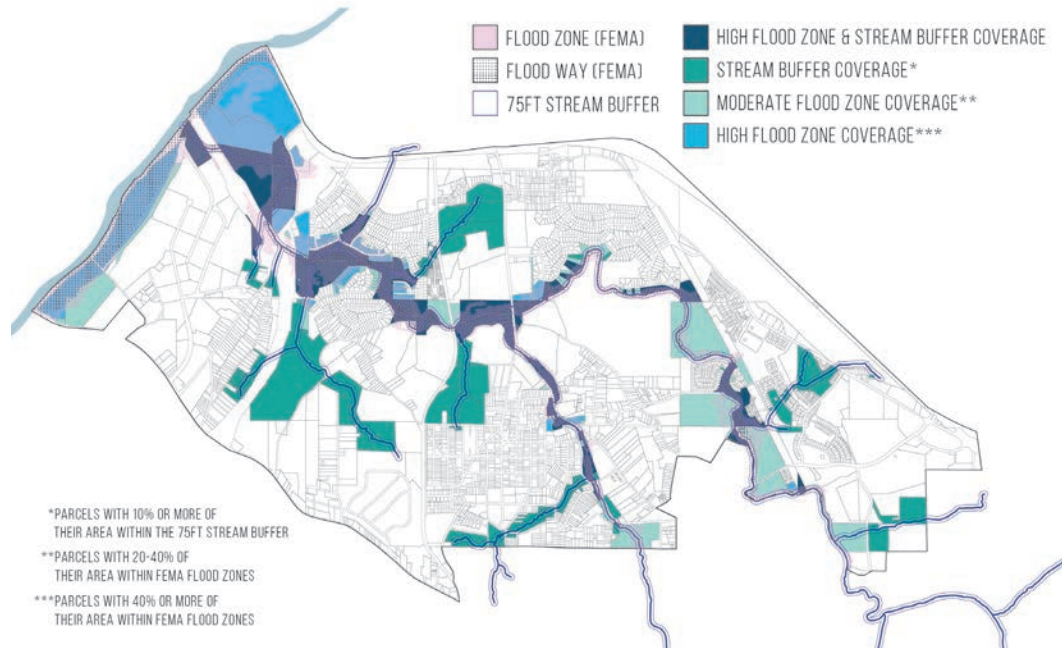
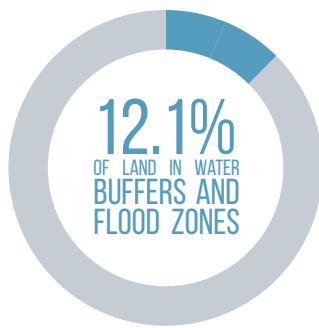
NOTE: "Other household types" could refer to various household compositions aside from nuclear families or single-parent households, including but not limited to adult roommates, single-grandparent households, or distant relatives living in one structure. Further data gathering and analysis should be conducted to narrow down this number into specific household types.

NATURAL ENVIRONMENT

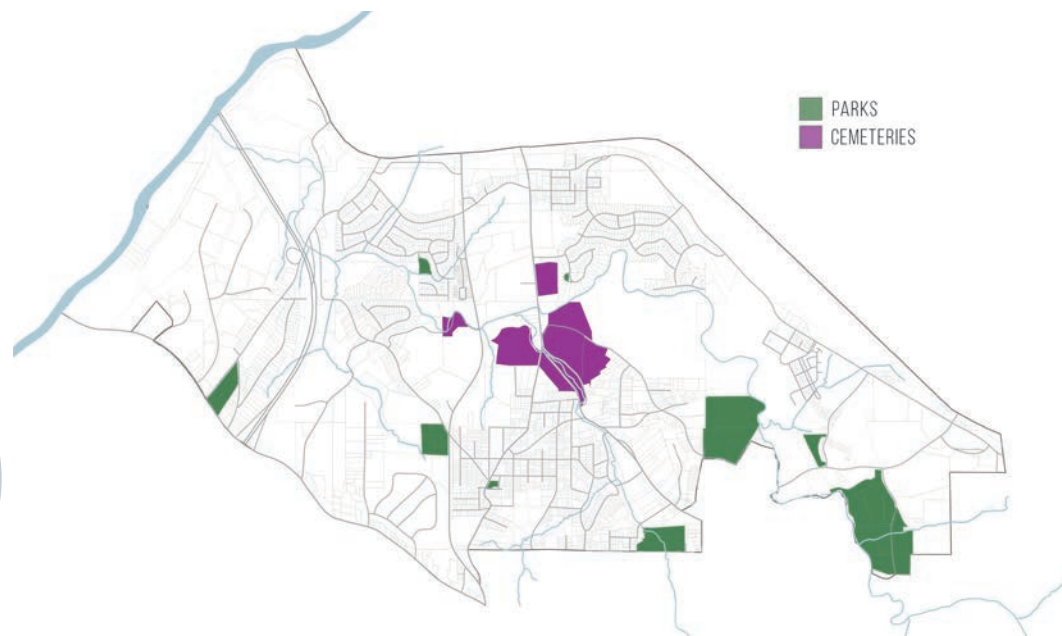
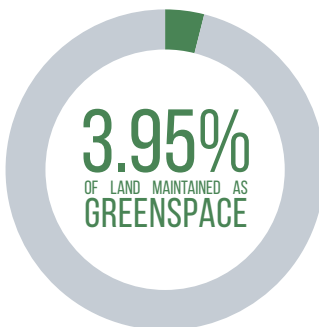
NPU-G has a wealth of natural resources. It is home to both the Chattahoochee River Corridor and Proctor Creek, as well as several parks including A.D. Williams Park and the future Westside Reservoir Park. NPU-G's tree canopy is extensive, with a high percentage of mature trees, most of which are on private land. Several areas present opportunities for greenspace protection, education, and conservation.

NPU-G's portion of Proctor Creek is located at the low-point of the watershed, receiving large amounts of water and runoff from upstream. Installing green infrastructure as a part of new development and greenspace creation can help prevent further impact to the creek, as noted in a multitude of the cited area plans.

HYDROLOGY



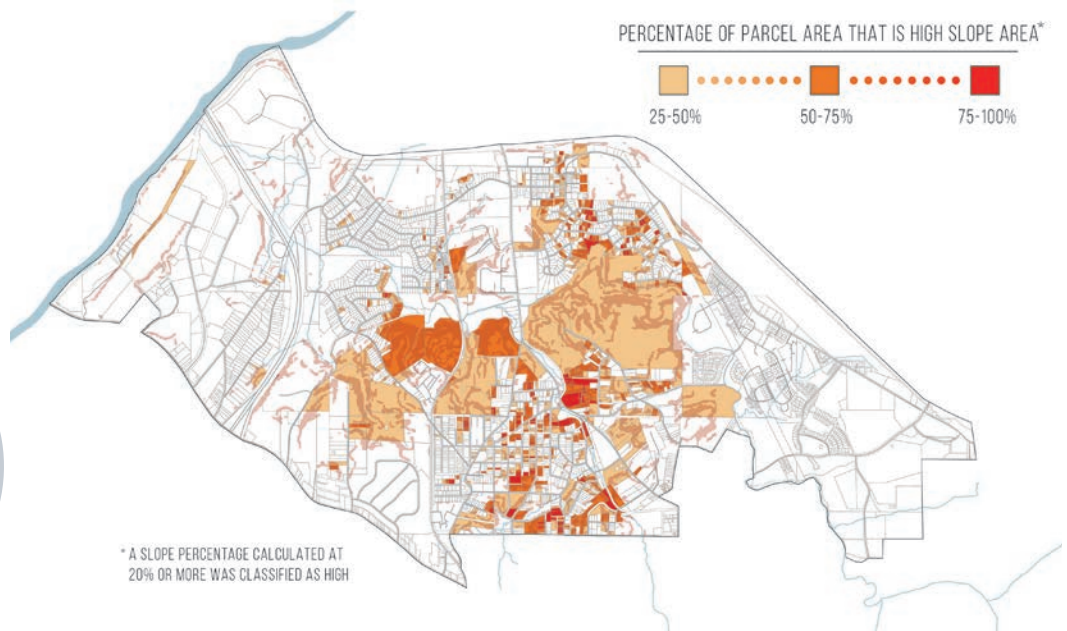
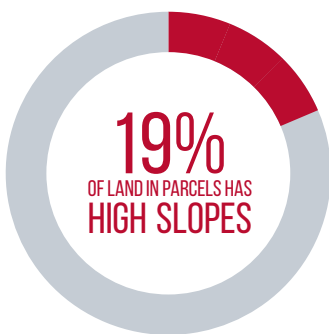
GREENSPACE



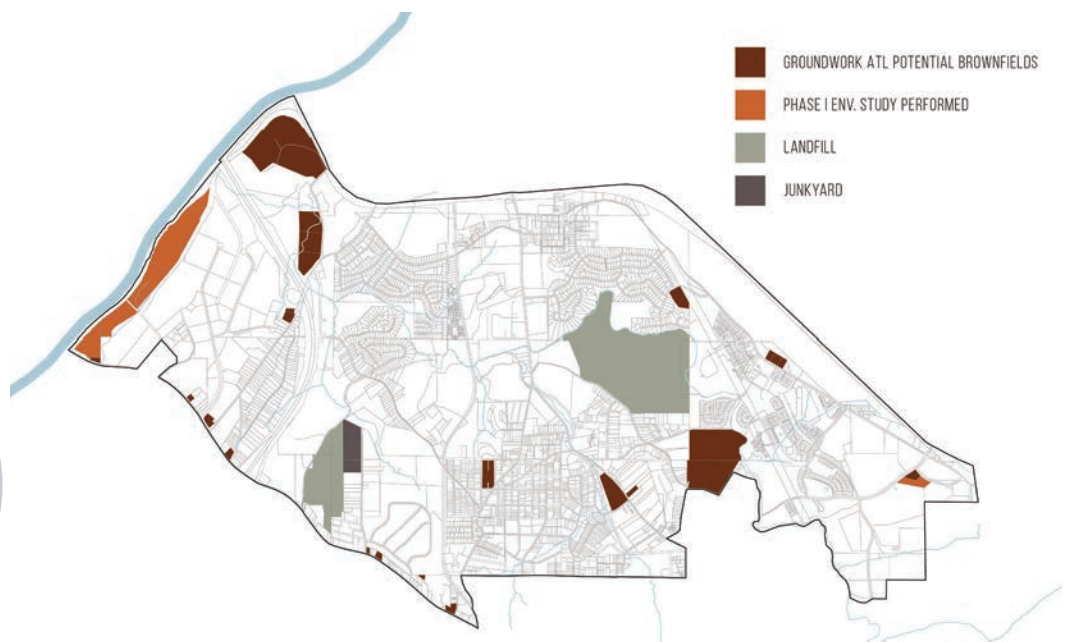
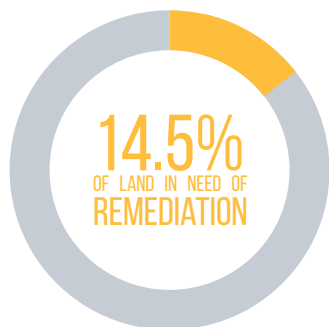
NPU-G's hilly topography lends to its scenic beauty, but also poses challenges for development and environmental stewardship alike. Higher slopes means faster runoff, which can lead to excessive contamination of water bodies. High slopes also make it more difficult to build on certain parcels.

Some areas of NPU-G have been used for operations that have negatively impacted the natural environment. The Atlanta Industrial Park is located on the banks of the Chattahoochee River, between the river corridor and I-285, itself a negative contributor to air quality. The closed Gun Club Road Landfill is located in the center of NPU-G, quite close to Proctor Creek tributaries. Proctor Creek itself is also in need of remediation.

HIGH SLOPE AREAS



ENVIRONMENTAL IMPACT AREAS

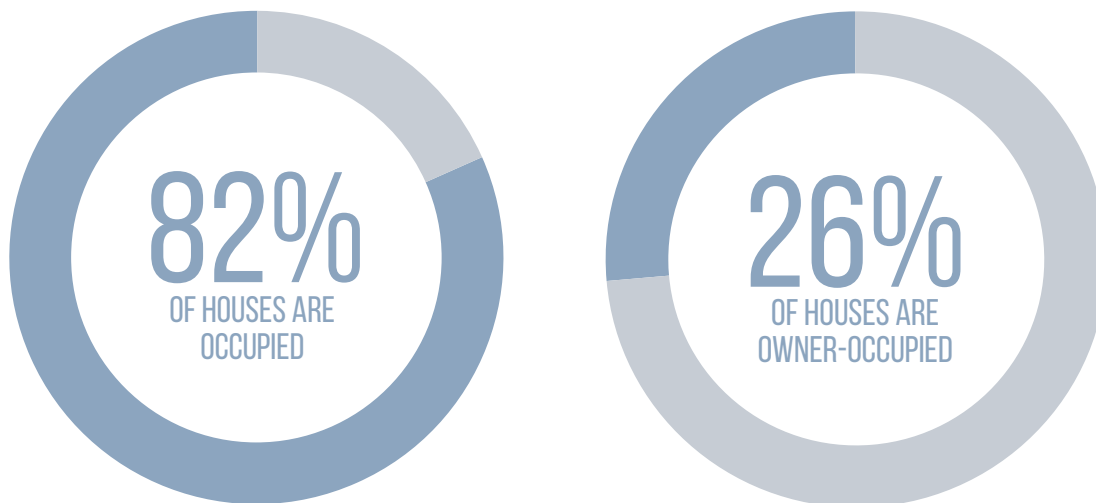


BUILT ENVIRONMENT

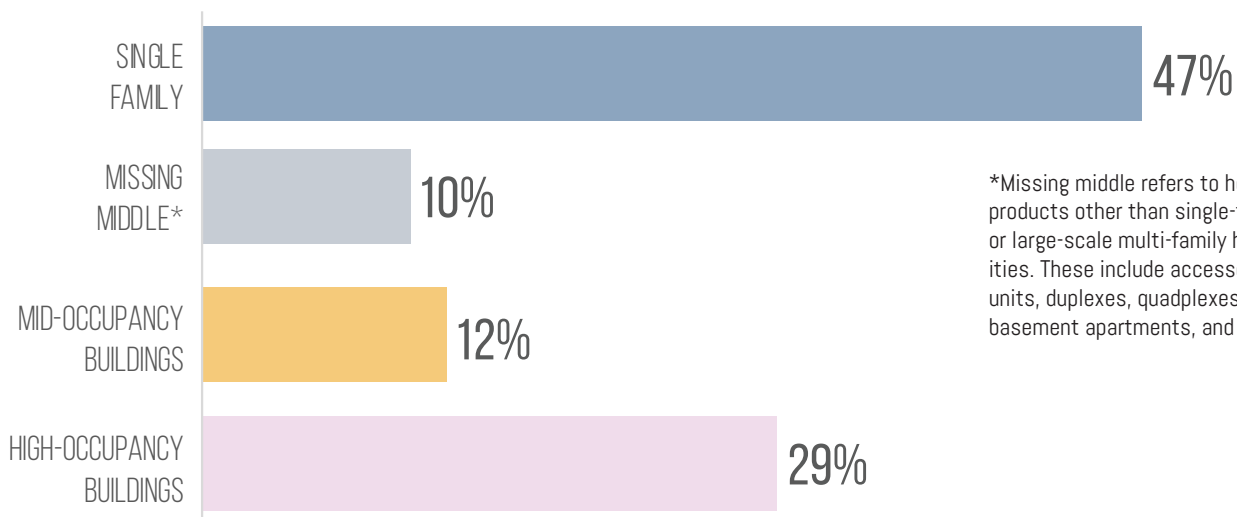
Though some new developments have gone up in NPU-G, the amount of housing has been largely stagnant. Moreover, about 48% of the area's housing is single family. Many neighborhoods have vacant lots where streets and houses were never built. Infill could provide additional single-family or other housing types.

Some recent developments have increased diversity in housing options. West Highlands features slightly denser development while maintaining a single-family aesthetic. Former Atlanta Housing sites could see denser, mixed-use development that encourages retail, office, and greenspace.

HOUSING OCCUPANCY



HOUSING TYPE

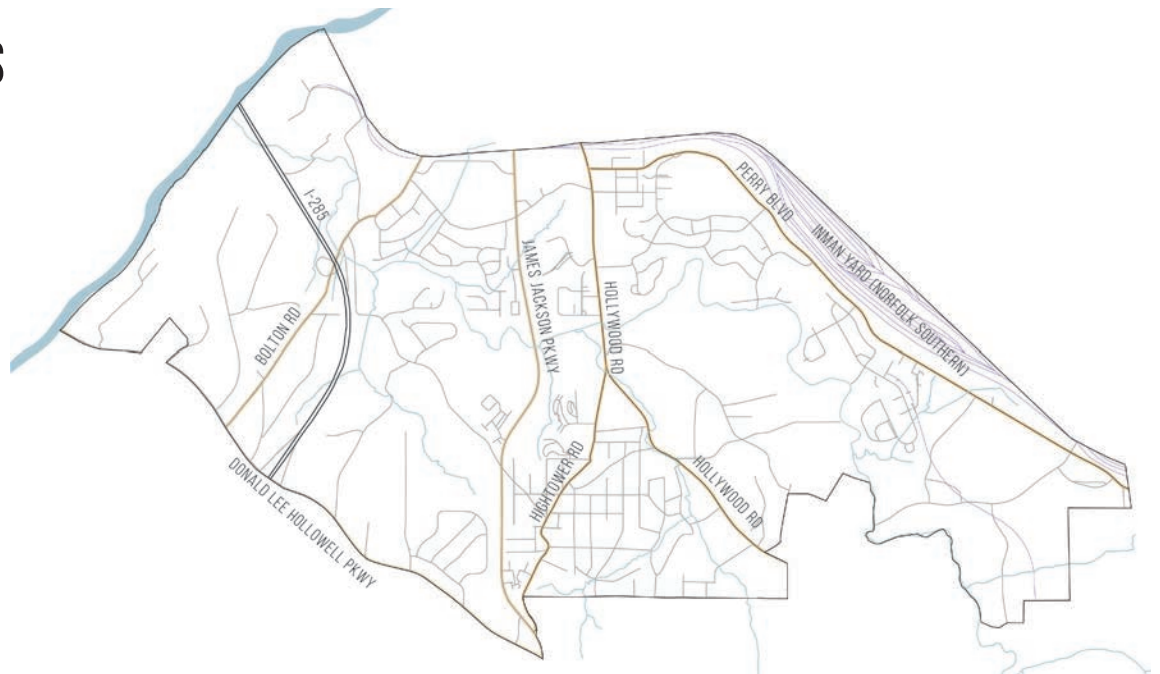


*Missing middle refers to housing products other than single-family homes or large-scale multi-family housing facilities. These include accessory dwelling units, duplexes, quadplexes, upstairs or basement apartments, and more.

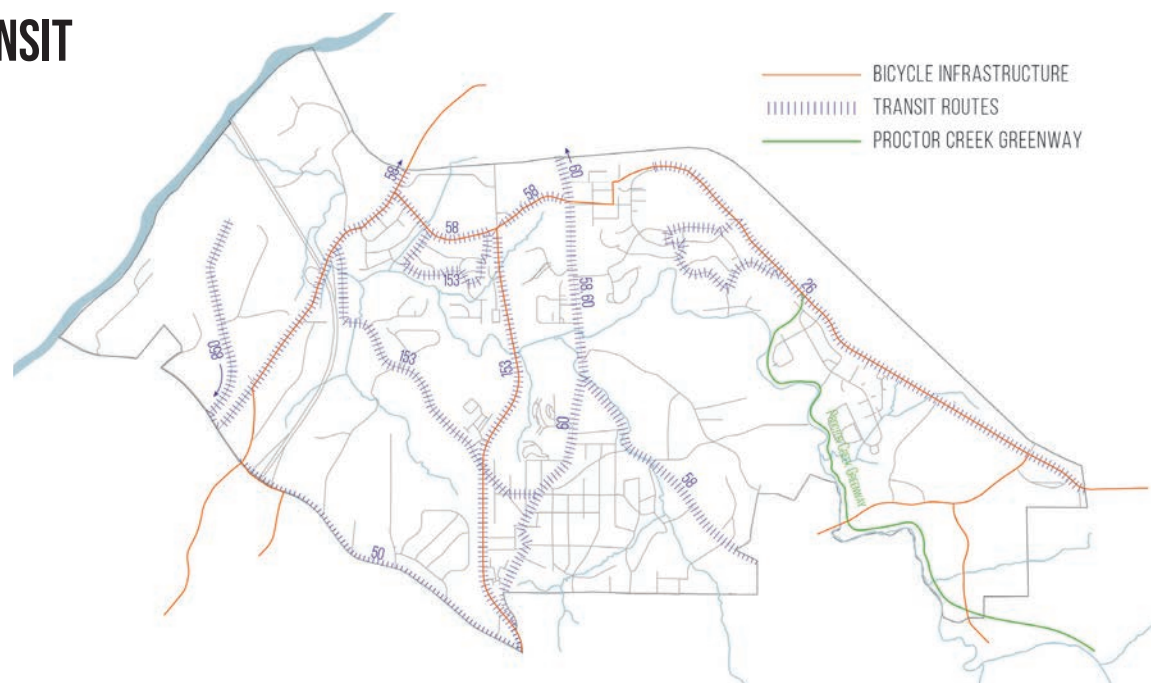
Despite many infrastructural resources, including I-285, Donald Lee Hollowell Parkway, the Proctor Creek Greenway, and proximity to the Bankhead MARTA Station, NPU-G suffers from a lack of connectivity. Though several north-south arterials exist, there are very few east-west connections.

Transit opportunities are in need of improvements and could provide a solution to the area's lack of connectivity. The Proctor Creek Greenway, once built out, will provide an important east-west connection and recreational resource, helping residents and visitors to access the creek and to the Chattahoochee River.

MAJOR ROADS



TRAILS & TRANSIT



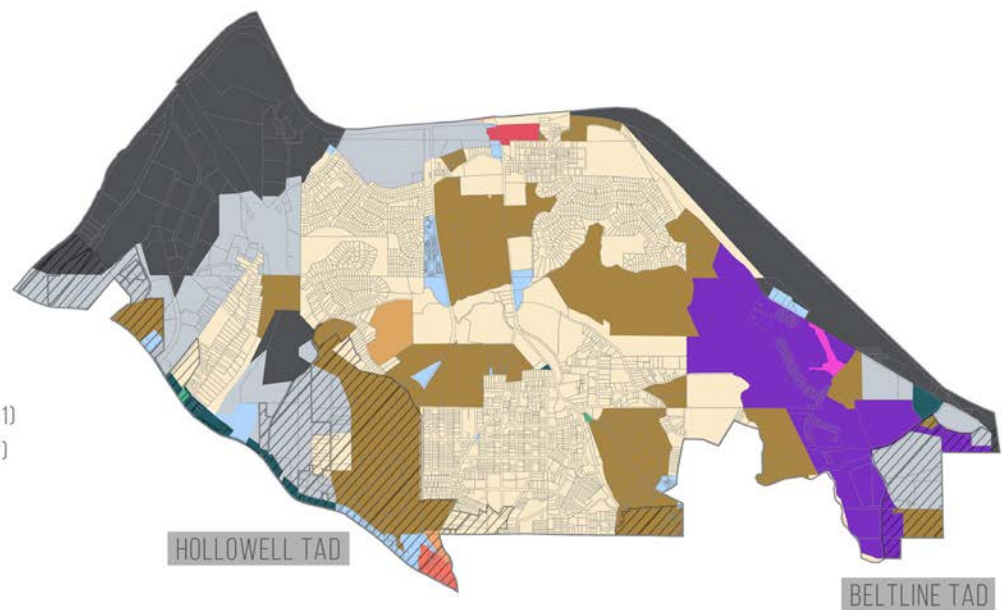
LAND POLICY

Currently, NPU-G is mostly zoned residential. A sizable section of land is zoned industrial for the Atlanta Industrial Park and the Norfolk Southern railyard at NPU-G's northeastern border. Small pockets of commercial can be found along D.L. Hollowell and other corridors. A few tax allocation districts have been drawn to include parts of NPU-G, which could encourage redevelopment in strategic areas for growth.

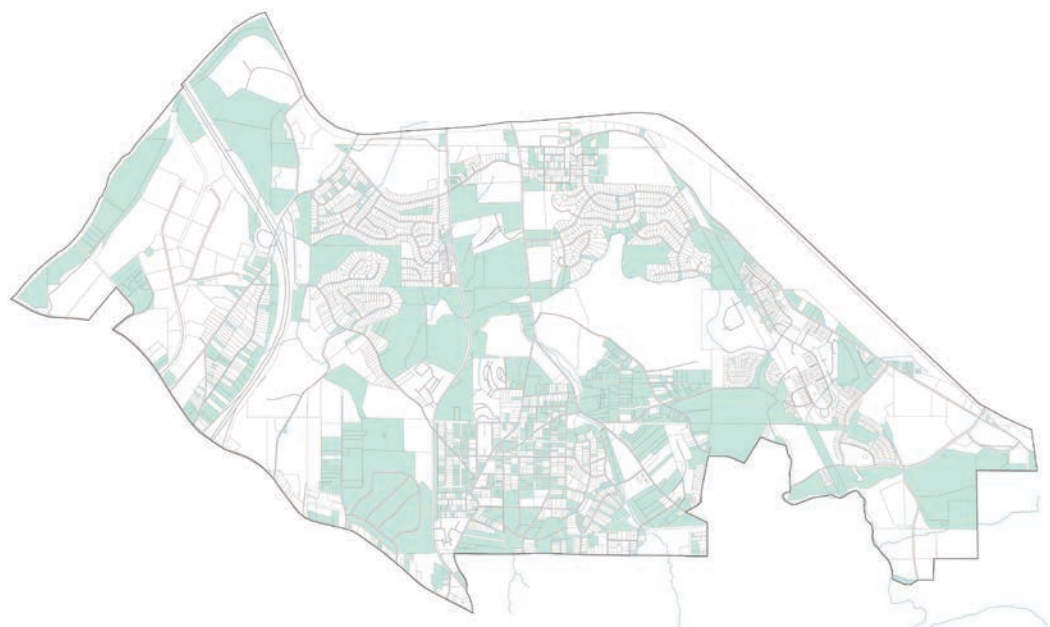
NPU-G has a large share of undeveloped land, but most of it contains features that discourage development. This includes high slopes, floodplains, and past areas of environmental impact. Yet a series of parcels can support strategic infill development, with a few sites already slated for this purpose. (See Chapter 4 for details.)

CURRENT ZONING

- SINGLE-FAMILY (R4, R4-A)
- RESIDENTIAL GENERAL (RG-2)
- RESIDENTIAL GENERAL (RG-3)
- MIXED (MRC-1)
- MIXED (MRC-2)
- MIXED (MRC-3)
- PLANNED DEVELOPMENT (HOUSING)
- PLANNED DEVELOPMENT (MIXED)
- COMMUNITY BUSINESS DISTRICT (C-1)
- COMMUNITY SERVICE DISTRICT (C-2)
- OFFICE-INSTITUTIONAL (O-1)
- LIGHT INDUSTRIAL (I-1)
- HEAVY INDUSTRIAL (I-2)
- TAX ALLOCATION DISTRICTS



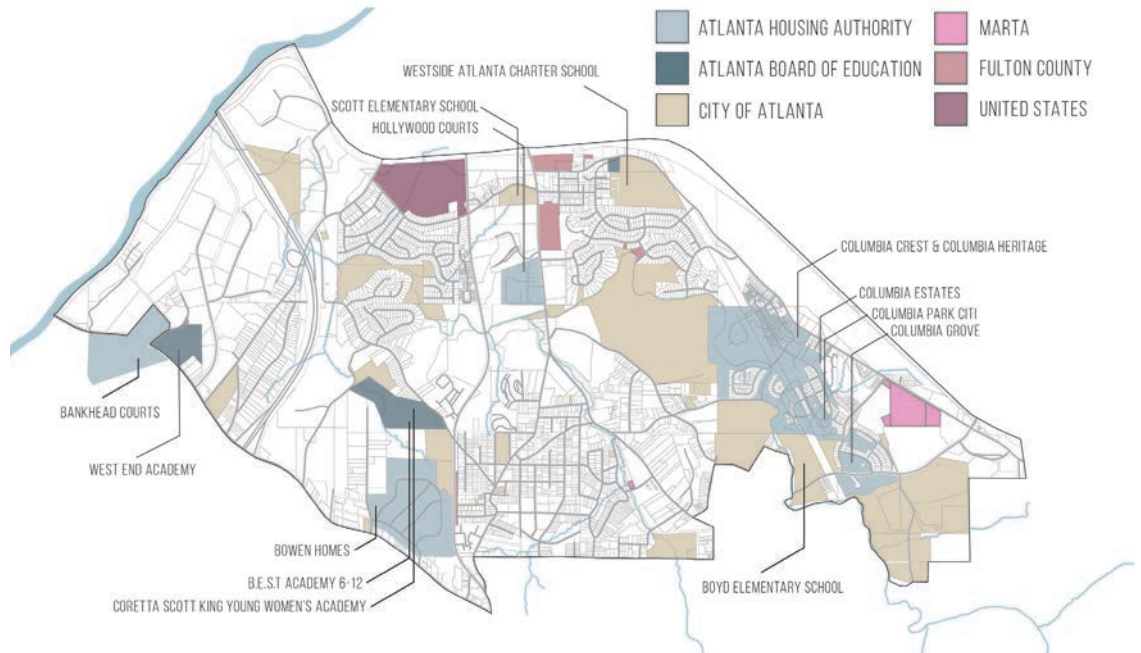
UNDEVELOPED PARCELS



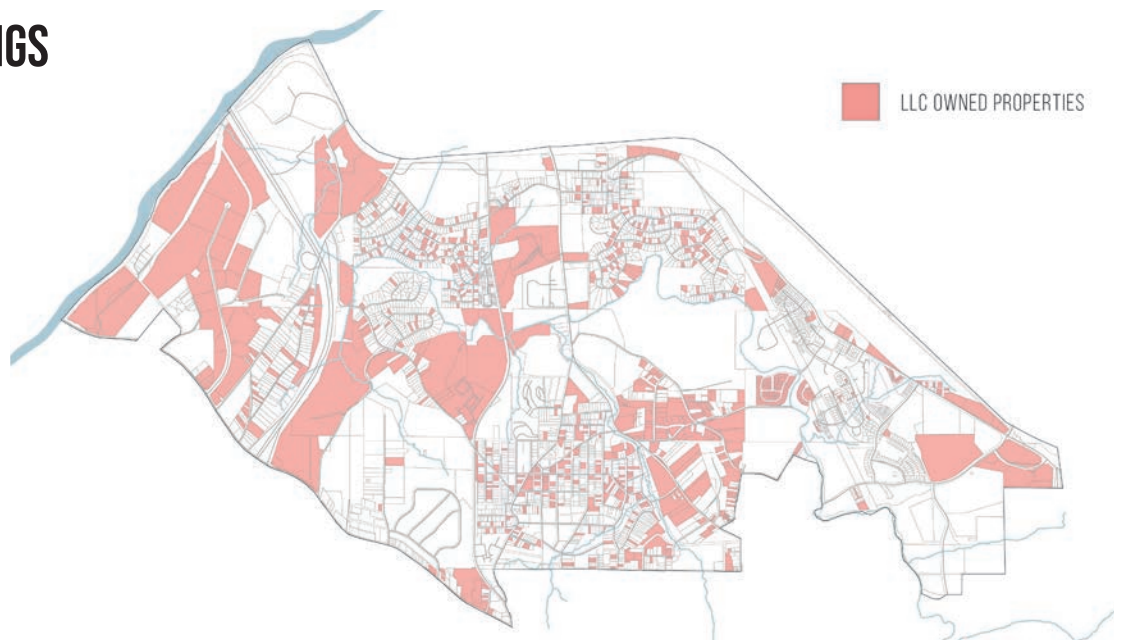
NPU-G's natural landscape is dotted with important civic infrastructure including parks, cemeteries, libraries, schools, and fire and police stations. Closed schools in particular present interesting infill opportunities for additional community benefit.

Many have sensed the potential for growth and redevelopment in NPU-G. Developers and LLCs own several properties suitable for infill development. The City of Atlanta owns many parcels in NPU-G as well, as do other citywide organizations including Atlanta Housing and the Atlanta Land Bank.

PUBLIC LANDS



PRIVATE HOLDINGS





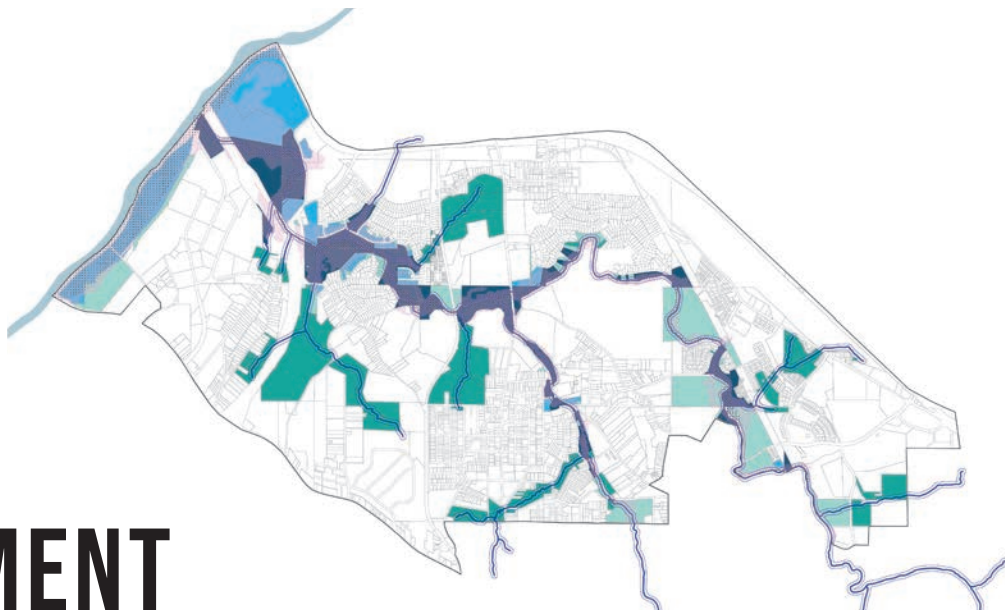


4. ANALYSIS

What can these current conditions tell us and how will they inform NPU-G's future growth? This question can be answered in four steps:

1. Identify criteria for what makes parcels more or less susceptible to new development or redevelopment
2. Map both of these and determine which sites qualify as opportunities for thoughtful redevelopment and which should be preserved.
3. Discuss how current land policy affects what kind of development can occur.
4. Offer recommendations that align with community priorities.

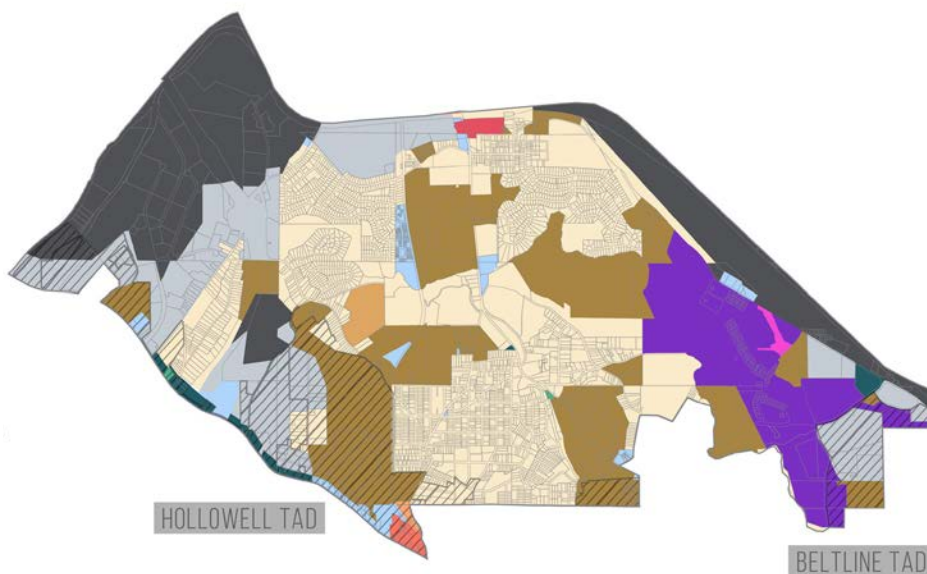
NATURAL ENVIRONMENT



BUILT ENVIRONMENT



LAND POLICY



CURRENT CONDITIONS: TAKEAWAYS

NATURAL ENVIRONMENT

In NPU-G, beautiful natural resources coexist with disturbed sites, and in some cases are disturbed themselves. Restoring these natural resources can attract new residents to the community, increasing economic opportunity and quality of life. As the community grows, it is imperative to honor NPU-G's natural landscape so that recreational areas, waterways, and the community's extensive tree canopy are not impacted further.

PRESERVE
CURRENT RESIDENTS
LAND & WATER
NEIGHBORHOOD CHARACTER

BUILT ENVIRONMENT

NPU-G's built environment consists largely of single-family neighborhoods connected by a few main north-south thoroughfares. Connecting neighborhoods to each other can help strengthen existing community linkages, as well as support new businesses and residents. Strategically adding different types of housing along commercial corridors can introduce new residents to the area, and offer opportunities for legacy residents as well, without disrupting NPU-G's current character.

RE-DEVELOP
COMMUNITY AMENITIES
GREEN INFRASTRUCTURE
QUALITY HOUSING

LAND POLICY

Beyond the physical characteristics of NPU-G, current zoning and ownership information hint at different time-scales for what could change. Parcels earmarked for planned development indicate projects that could be in the works, while undeveloped land combined with ownership by developers could also indicate new projects. Above all, knowing each parcel's intended use will enable NPU-G leaders to pursue projects that strengthen the community.

ENCOURAGE
AFFORDABILITY
ASSET INVESTMENT
DIVERSITY

DEVELOPMENT SUSCEPTIBILITY

Building a sustainable future for NPU-G residents in accordance with the community vision means striving for a balance between preservation and redevelopment. The table below identifies qualities that make parcels more or less susceptible to incoming development pressures. The factors that make parcels “least” susceptible to change outweigh factors that make parcels “moderately” or “most” susceptible to change (see p. 50-51 for details).

Formerly disturbed parcels that now sit vacant are prioritized for strategic redevelopment, especially those near major corridors or commercially-zoned properties. In general, undisturbed parcels should be preserved and parcels with high ecological value should receive extra protection. Directing growth in this way will help accomplish the community vision to both attract new, diverse residents to NPU-G while preserving the legacy of existing single-family neighborhoods in the area. Several qualities fall in the “moderately” susceptible category. We recommend a judicious approach that leaves difficult terrain undisturbed and takes advantage of existing buildings for their potential as community assets.

It is important to note that this analysis does not predict what will change in NPU-G, but rather seeks to highlight which factors might make parcels more or less susceptible to redevelopment proposals. As new development arrives in NPU-G, it is possible that redevelopment priorities will shift and result in unexpected changes. Lastly, these categories do not directly address the susceptibility of households to displacement; for more information on neighborhood change susceptibility, see the Dept. of City Planning’s Neighborhood Change report from 2020.

SUSCEPTIBILITY TO CHANGE

LEAST

HYDROLOGIC INHIBITORS

- >10% of parcel in 75-ft. stream buffers
- >40% of parcel in flood zone

TOPOGRAPHY

- >50% of parcel has high slope

ZONING & DEVELOPMENT

- Developed single-family residential & townhomes

AREAS OF ENVIRONMENTAL IMPACT

- Landfills
- Railroads and railyards

PUBLIC LAND & BUILDINGS*

- Parks
- Cemeteries

MODERATELY

HYDROLOGIC INHIBITORS

- 20-40% of parcel in flood zone

TOPOGRAPHY

- 25-50% of parcel has high slope (high defined as 20% or more)

ZONING & DEVELOPMENT

- Parcels zoned industrial
- Vacant parcels zoned single-family residential

PUBLIC LAND & BUILDINGS*

- Schools
- Churches
- Post offices
- Libraries

BROWNFIELDS & JUNKYARDS

MOST

LARGE TRACTS

- Parcels over 20 acres

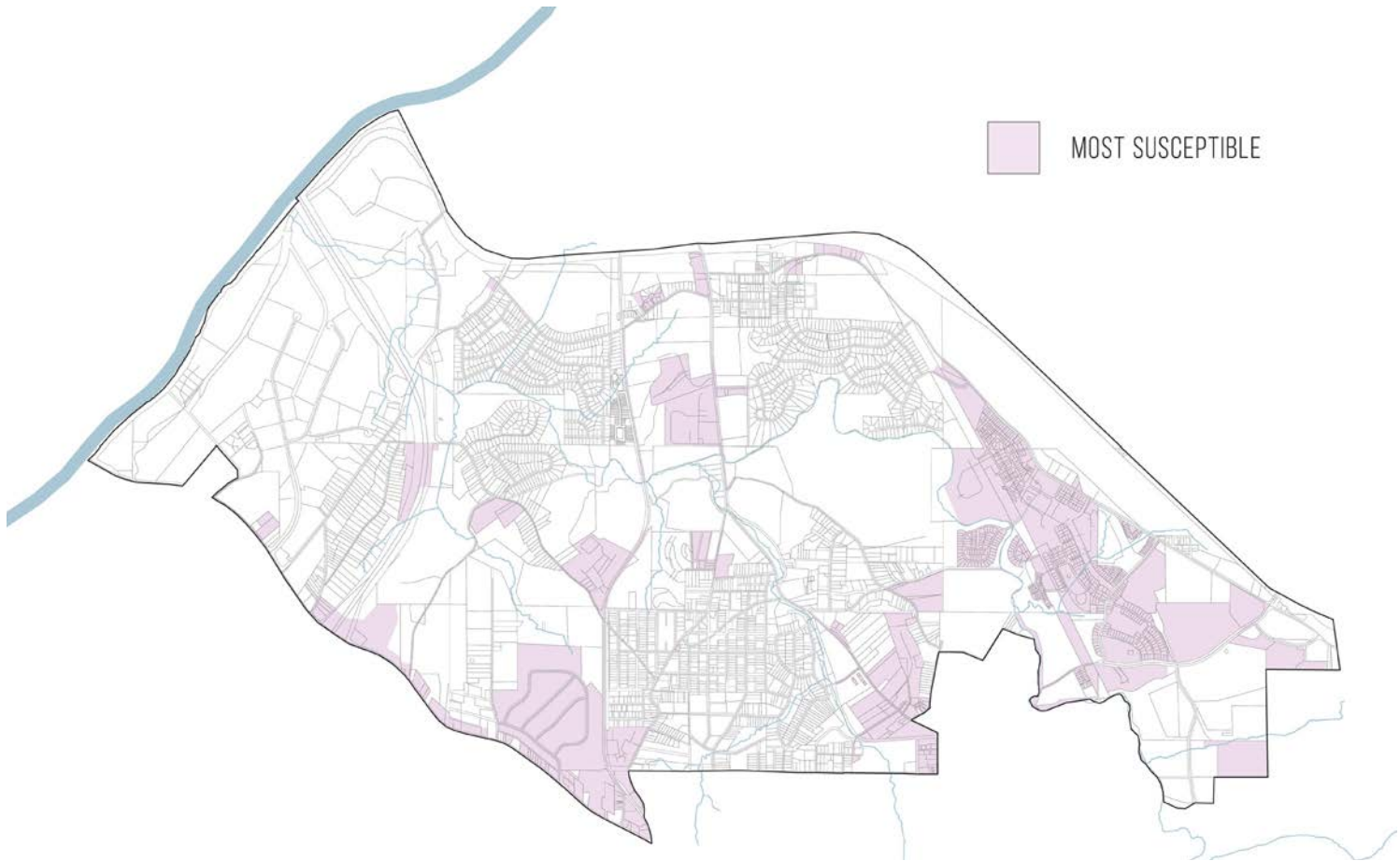
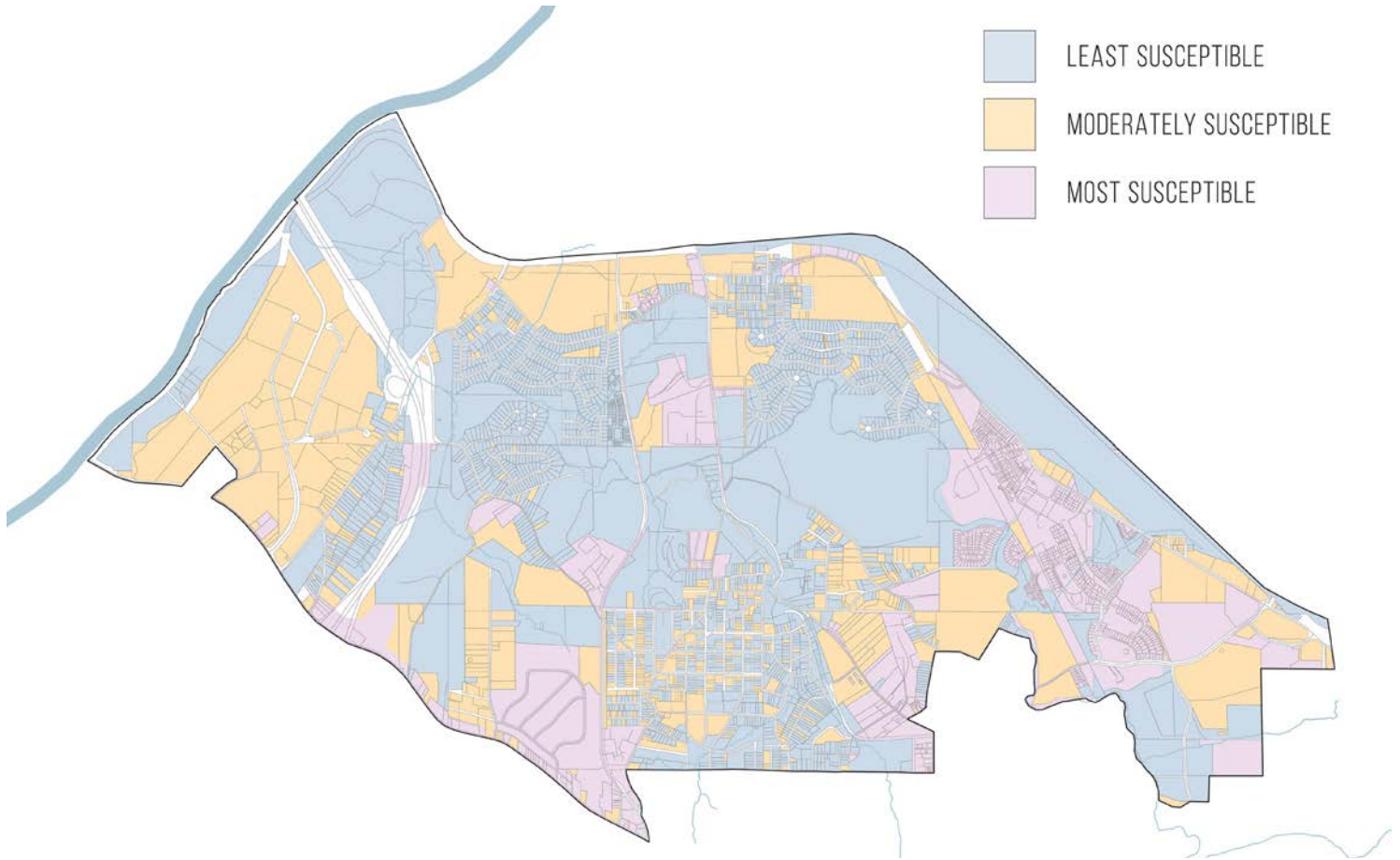
ZONING & DEVELOPMENT

- Parcels zoned commercial, mixed use, and parcels designated for planned developments

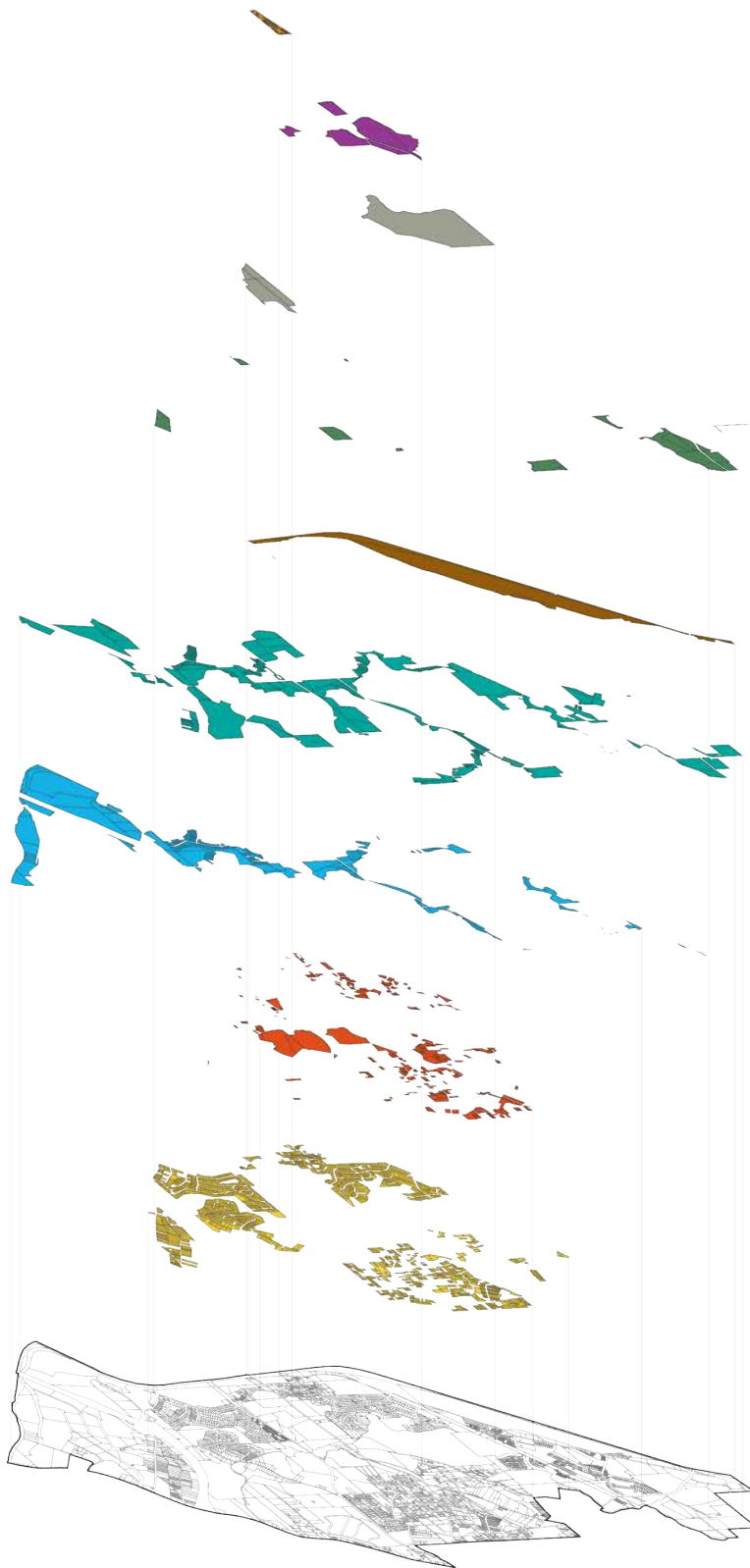
OWNERSHIP

- Parcels owned by LLCs
- Parcels owned by Atlanta Housing

*Different types of public land have been sorted into different categories based on other projects undertaken in the Atlanta area. Ultimately, all public land that is to be developed into private property must undergo a public hearing and a rezoning. NPU-G leadership can play a role in deciding which public lands and buildings are redeveloped.



DEVELOPMENT SUSCEPTIBILITY



TOWNHOMES

Townhome communities, similar to single-family neighborhoods, are more difficult to redevelop due to the hurdle of assembling land from multiple property owners.

CEMETERIES

LANDFILLS

Potential environmental contamination on former landfill sites require land remediation that drives up development costs.

PARKS

RAILROADS & RAILYARDS

PARCELS WITH 10-100% OVERLAP WITH 75 FT STREAM BUFFERS

Development is regulated within stream buffers. Still, partial overlap with a stream buffer may not inhibit "dry" portions of a land parcel from development.

PARCELS WITH 40-100% OVERLAP WITH FLOOD ZONES

Developing in flood zones also comes with strings attached, if not prohibited entirely, and comes with the inherent risks of hazardous flooding.

PARCELS WITH 50-100% OVERLAP WITH HIGH SLOPES

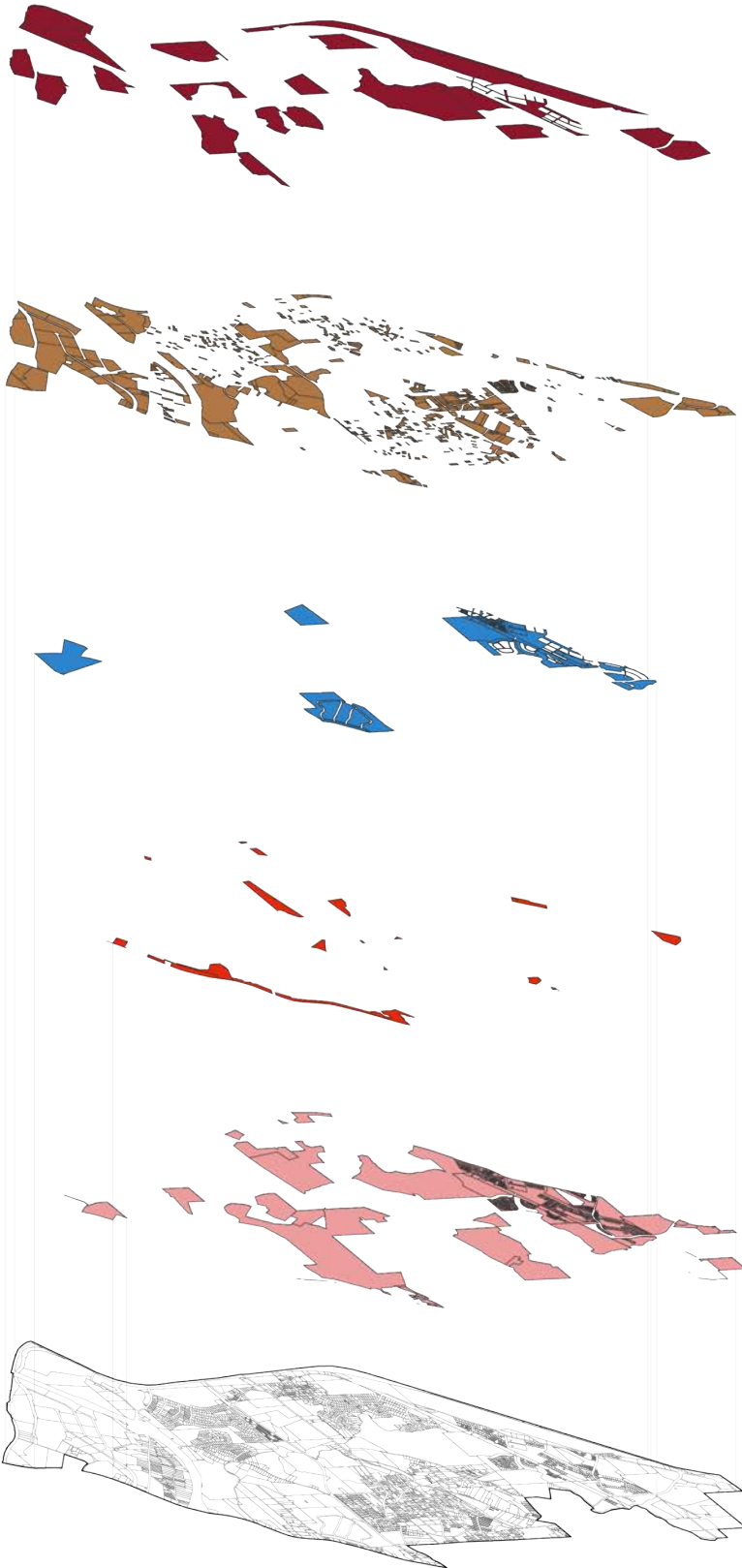
Steep slopes inflate development costs by demanding construction to significantly alter the terrain.

DEVELOPED SINGLE-FAMILY RESIDENTIAL

Similar to townhomes, assembling land tracts large enough for major redevelopments from many different homeowners is logistically challenging. Fine-grained, established residential neighborhoods are some of the lands most resistant to radical change.

REDUCED DEVELOPMENT SUSCEPTIBILITY

These conditions, which were used to classify lands into the "Least Susceptible" category, reduce the chance that a site might be redeveloped. They are at the top of the classification hierarchy, overriding any factors in the "Most" and "Moderately" susceptible categories.



LARGE PARCELS (>20 ACRES)

Large parcels are more amendable to significant real estate development because their vast size is virtually unrestricted to construction.

LLC-OWNED PROPERTIES

Limited liability company (LLC) ownership can indicate a variety of things about a property, some of which may increase its development susceptibility. The LLC business structure is sometimes used by entities that trade, speculate in, or develop land, but this is not true for many LLC's.

ATLANTA HOUSING PROPERTIES

Atlanta Housing (AH) is the City's official housing authority. It actively seeks to acquire and develop land to create communities that provide affordable housing.

COMMERCIAL ZONING

Commercial areas tend to change more rapidly than residential ones. This might look like a new establishment replacing a previous one or a zoning change to a mixed-use or non-commercial category.

MIXED-USE & PLANNED DEVELOPMENT ZONING

Planned Development zones have tailored regulations that are suited to large-scale, master planned developments, typically. The West Highlands Planned Development zoning district is actively being redeveloped.

INCREASED DEVELOPMENT SUSCEPTIBILITY

These conditions indicate a higher susceptibility for redevelopment. They may make a property more attractive for development activity, or they are associated with a type of land that typically transitions more rapidly, like commercial zones. The areas highlighted in the breakout do not correspond one-to-one with the parcels in the "Most Susceptible" category. Some parcels also exhibit characteristics that reduce development susceptibility, which take precedence.

ZONING & DEVELOPMENT

How we subdivide and categorize land has great impact on how the land is used. NPU-G has witnessed many zoning patterns and decisions similar to other areas that are just outside their city's urban core. These include:

- redlining, enforced through deliberate disconnection between neighborhoods
- high prevalence of industrial zoning categories
- high prevalence of noxious uses (e.g. landfills)

Today, the area is witnessing new interest in providing community amenities and services to residents. The zoning within NPU-G offers a glimpse into where those community amenities and services might go. In the analysis presented earlier, different zoning categories were sorted into different levels of susceptibility to development.

ZONING & DEVELOPMENT

Parcels zoned commercial, mixed use, or designated for planned developments

ZONING & DEVELOPMENT

Parcels zoned industrial
Vacant parcels zoned single-family residential

ZONING & DEVELOPMENT

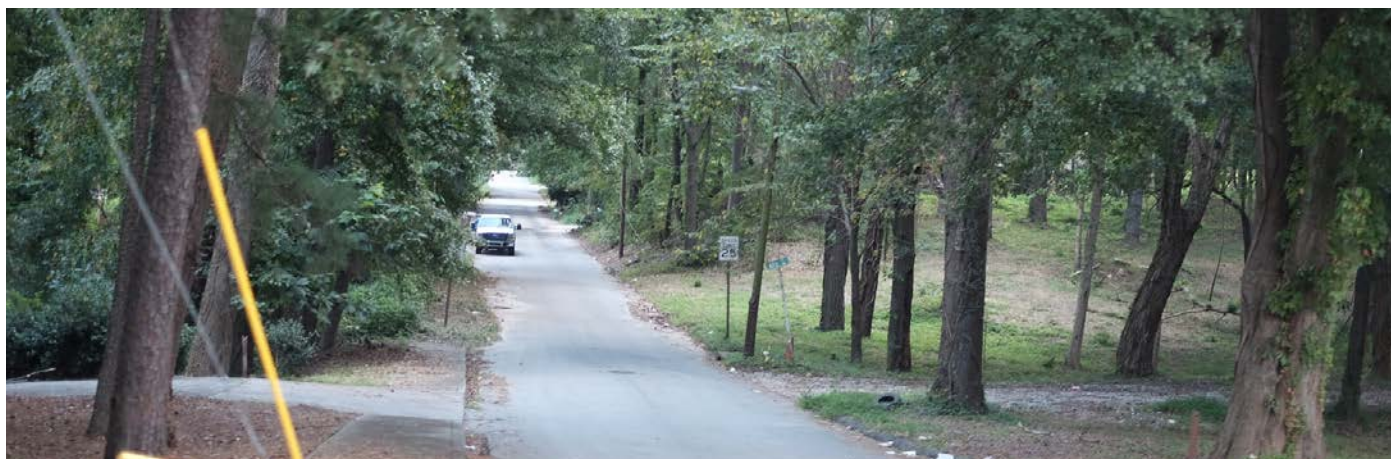
Existing single-family residential parcels with structures

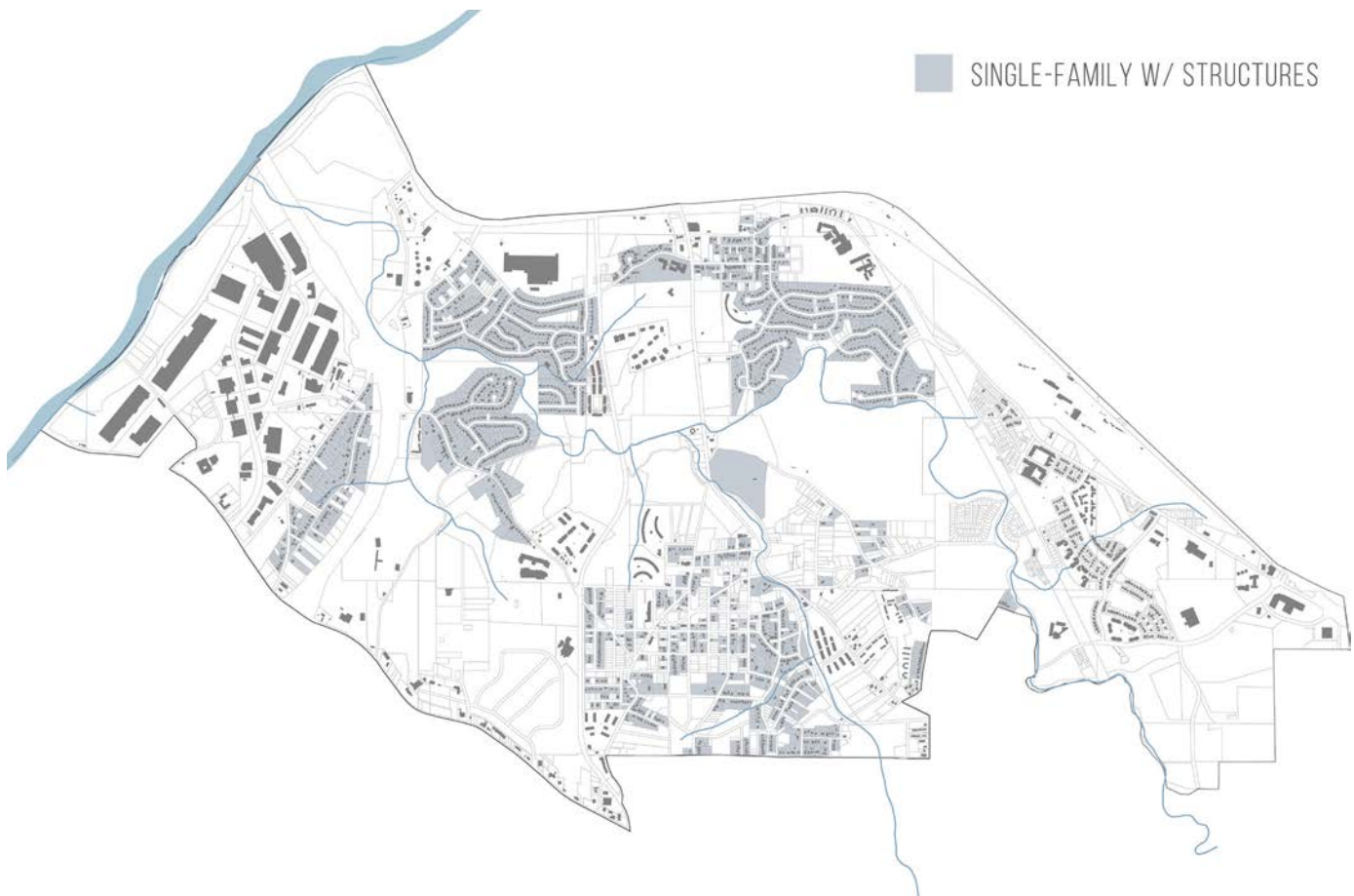
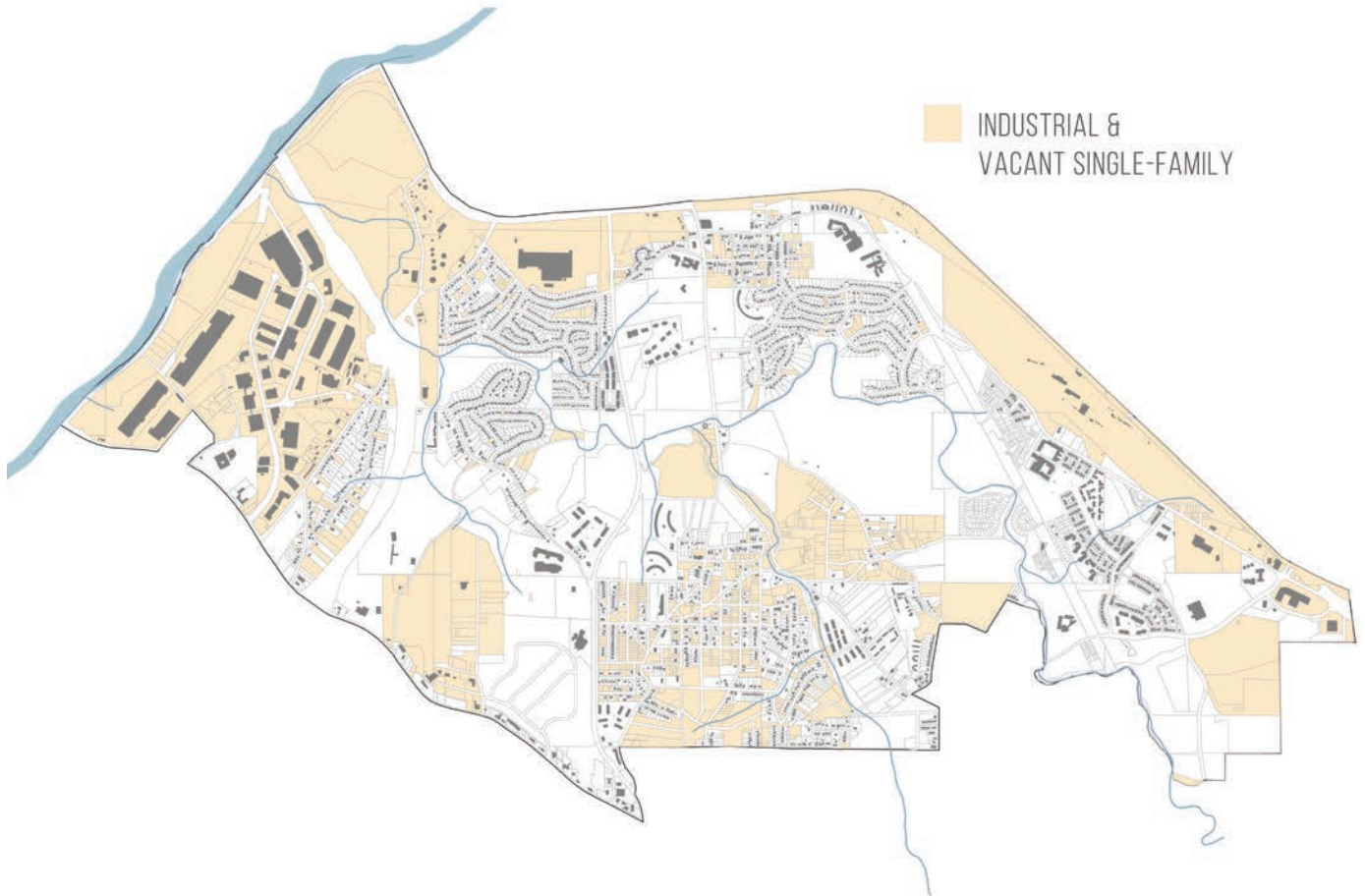
Existing single-family neighborhoods are least susceptible to new development, in the sense that occupied structures are likely to maintain their current use and character. Change may still come to these communities as the area grows; however, existing single-family is less susceptible than other areas that are easier to develop.

Vacant single-family residential parcels are slightly more susceptible. Small-scale infill, though preferred by some developers, is still rather uncommon. However, isolated parcels offer an opportunity to add density to single-family neighborhoods while maintaining the character as is.

Industrial parcels are also only slightly more susceptible. Land previously used for industry faces higher barriers to development, including additional costs and regulation, that make it difficult to build on. That being said, Atlanta Industrial Park could potentially be redeveloped in a way that adds potential jobs for residents and gradually retrofits the district for creative industrial and other economic uses.

Lastly, the categories that are most susceptible to development are commercial and mixed use. Because it is a fairly new tool, "mixed use" often serves as a signal that change is coming. Mostly along major corridors or near intersections, these parcels offer an opportunity to add housing of greater density along with commercial resources, all while mitigating environmental impact and preserving open space through the act of reusing already disturbed land.







BOWEN HOMES



HOLLYWOOD COURTS

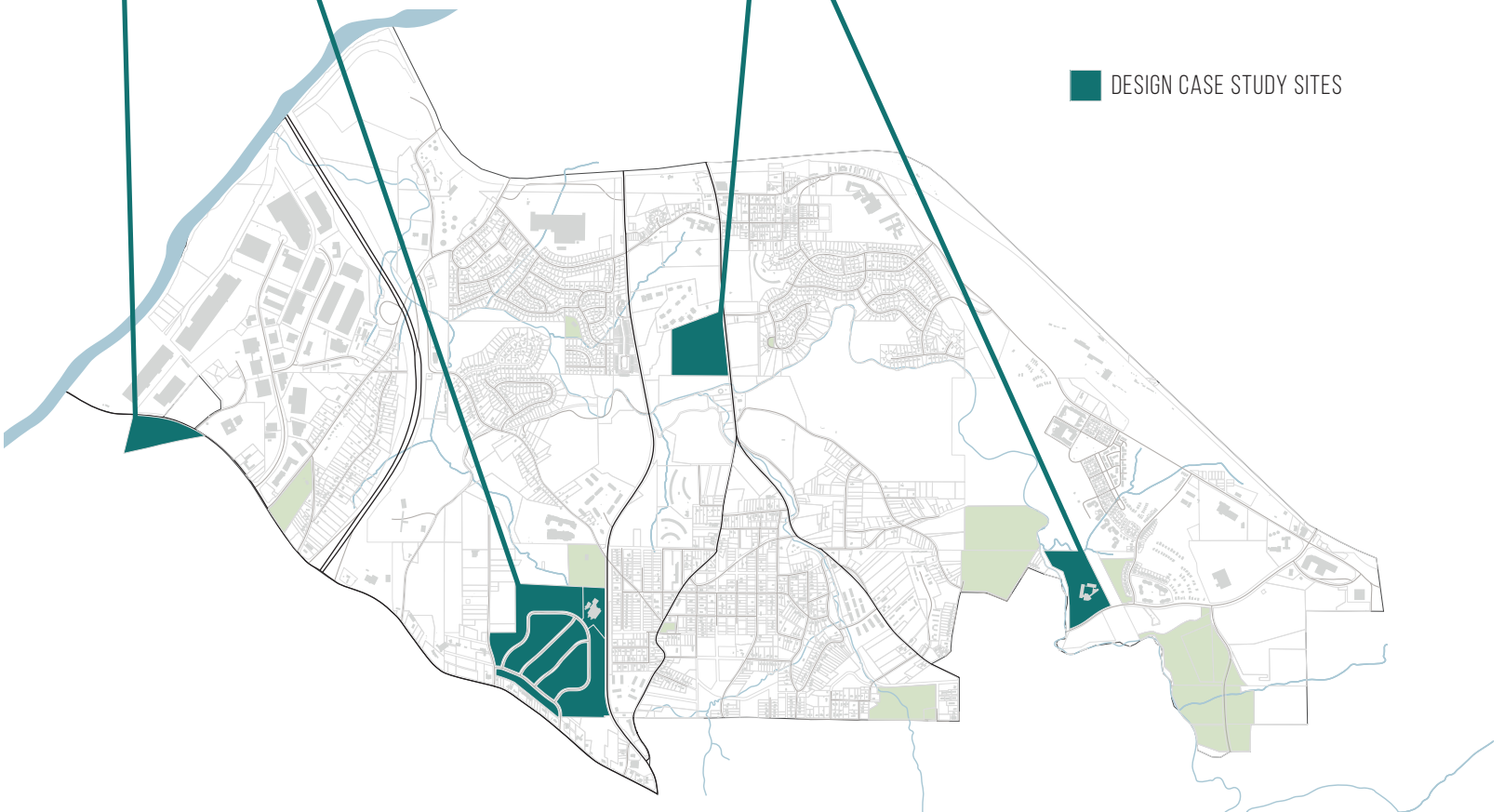


BANKHEAD COURTS



BOYD ELEMENTARY

DESIGN CASE STUDY SITES



5. DESIGN CASE STUDIES

It is clear from the previous two chapters that new development projects up for consideration by NPU-G leadership must include provisions for preservation of natural resources and the health of the Proctor Creek Watershed. Some key sites, including those managed by Atlanta Housing, present invaluable opportunities to develop new housing, commercial, and recreational assets that build community and protect our natural environment at the same time.

Over the course of the 2018-19 school year, Georgia Conservancy partnered with Georgia Tech's College of Design to imagine what this kind of development could look like. The results were innovative projects that incorporated elements of stormwater management, green infrastructure, connectivity, and more on several sites. Students presented these conceptual designs at the end of each semester to a group of community stakeholders.

In this chapter, we show some of the conceptual designs for these sites and explore principles that community leadership should uphold when development proposals arise in these and other areas of NPU-G.

NOTE: Studio proposals were prepared using readily-available data and are presented here for illustrative purposes. Future development plans are subject to engineering due diligence at each site.

These proposals are abbreviated versions of the full versions created by the studios. A separate book of these proposals is forthcoming and will be available on Georgia Conservancy's website.

SITES

At 74 acres, **BOWEN HOMES** is the largest of NPU-G's former public housing sites, and it is also one of the largest vacant sites of any type in NPU-G. Bowen is located just off the commercial corridor of Donald Lee Hollowell Parkway. Bowen is particularly important in plans for the City of Atlanta; it is designated a growth corridor by the Atlanta City Design and a potential "node" in many other plans. At the time of writing, Atlanta Housing had just begun advancing on a recent Choice Neighborhood Planning Grant from the U.S. Dept. of Housing & Urban Development (HUD).

Georgia Tech studio's vision for this site design:

- Adapt to climate change, specifically related to water quality and carbon emissions
- Design urban infrastructure to be flexible, allowing single structures to have multiple uses
- Design for livability, connectivity, and walkability
- Design for watershed protection, given the site's location at headwaters for Proctor Creek tributary



HOLLYWOOD COURTS is situated farther north within NPU-G, in between James Jackson Pkwy and Hollywood Rd, two important north-south thoroughfares. It is adjacent to Proctor Creek and sits across from or near several cemeteries. It is significantly smaller than Bowen, but still presents an advantageous opportunity for thoughtful redevelopment that helps prevent flooding, and creation of greenspace near Proctor Creek and the Proctor Creek greenway.

Georgia Tech studio's vision for this site design:

- Construct more east-west connections between neighborhoods
- Create more public spaces that serve multiple purposes
- Devise methods to better manage water, improving quality and reducing flooding



Though not technically within NPU-G's boundaries, **BANKHEAD COURTS** is the third of three former public housing sites explored by the Georgia Tech studio classes. Of the three, Bankhead Courts is located closest to the Chattahoochee River and is adjacent to the Atlanta Industrial Park across Donald Lee Hollowell Parkway. Despite its physical proximity to the corridor, however, it remains disconnected and difficult to access without a car. The site's riverside location makes strategic redevelopment especially appealing as part of ongoing efforts to clean and restore the Chattahoochee River Corridor.

Georgia Tech studio's vision for this site design:

- Connect the site to the river and existing neighborhoods and job centers around it
- Design infrastructure for stormwater management, including streets that convey and clean water

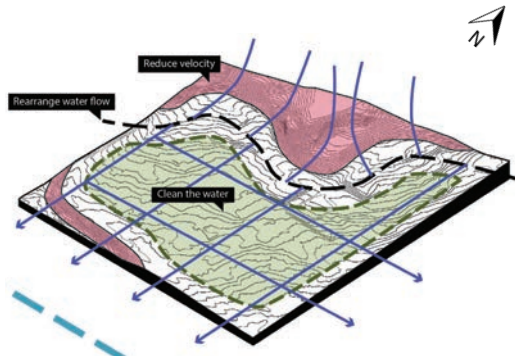
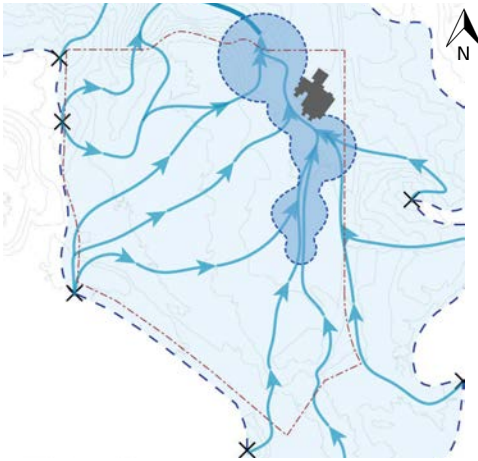


Last but not least, **BOYD ELEMENTARY SCHOOL** was explored as a potential redevelopment opportunity by a second Georgia Tech studio class. Because the school is operational, design proposals for this site focused less on its potential for redevelopment of physical structures and more on ways to incorporate green infrastructure within the site design. School officials were interested in improving the site's landscape for student activities, with the hope that by investing in improvements, it will help make the area more attractive to new residents.

Georgia Tech studio's vision for this site design:

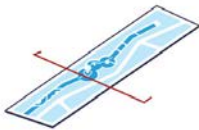
- Explore green infrastructure tools to improve water quality
- Design green spaces that encourage interaction and help transform Boyd into a community resource and gathering place





Far left: A flow analysis of the Bowen Homes site reveals water converges at a confluence point before entering A.D. Williams Creek.

Left: Steep slopes to the north of the Hollywood Courts require different water management strategies than the gentle slopes in the center.



Infiltration Playground
Section Perspective



A green infrastructure proposal from one of the Georgia Tech studio teams. Not only does this proposal envision an infiltration area that helps slow down and clean stormwater, but it also provides a recreational amenity for families and residents that live near it.



Boyd Elementary School, marked by a dotted white line, sits adjacent to Proctor Creek's 100-year floodplain (grey fill).

The design team for Boyd needed to account for the larger drainage basin and the school's position within it in order to make suitable and holistic recommendations for stormwater management.

CASE STUDIES: TAKEAWAYS

1. START WITH EXISTING HYDROLOGY AND TOPOGRAPHY

For each site, the case study teams began by analyzing the site's natural topography and the way water flowed over and through it. Different topographic features require different green infrastructure interventions, ultimately leading to designs that respond to rather than alter the physical and natural functions of the landscape. Examples from the Bowen and Hollywood sites demonstrate this analysis on the opposite page.

PRESERVE
ECOLOGICAL FUNCTIONS
HYDROLOGY
TOPOGRAPHY

2. DESIGN SPACES THAT FOSTER INTERACTION

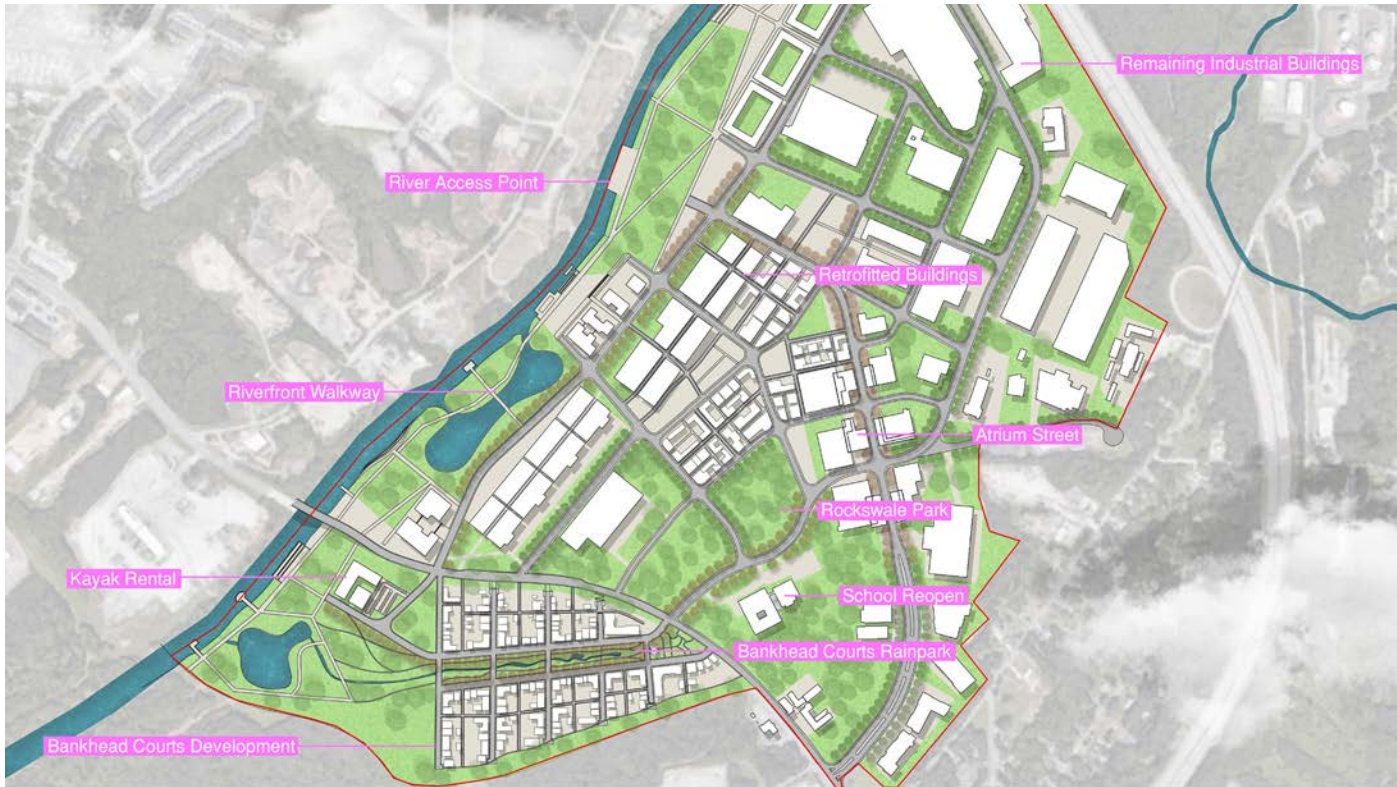
Well-designed development on these sites can bring benefits to surrounding neighborhoods without acquiring additional land. New housing of various types, densities, and footprints next to greenspace could bring increased investment in the area, encouraging future economic growth across income levels. New infrastructure brings new connections, joining historically-separated neighborhoods together. All of these connect people with each other and to their environment.

RE-DEVELOP
COMMUNITY AMENITIES
GREENSPACE
QUALITY HOUSING

3. LOOK BEYOND THE SITE BOUNDARY

Each team quickly realized the need to integrate the areas immediately surrounding their site into their designs, both from a watershed management perspective but also for community connectivity. If these sites are to be productive and beneficial of the whole community, it is imperative that they be considered within their larger ecological and neighborhood contexts.

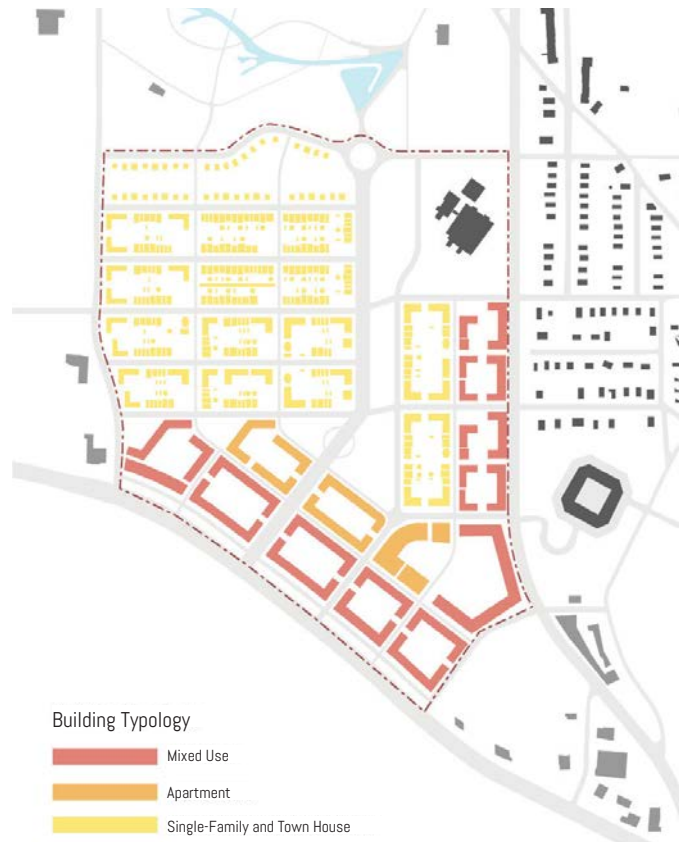
ENCOURAGE
CONNECTIVITY
EQUITY
HOLISTIC GROWTH
DESIGN CASE STUDIES | 59



The Bankhead Courts team adopted a holistic approach for their site design. Beyond the Bankhead Courts development itself, which includes housing, small-scale retail, and greenspace to help reduce flooding, the team looked into retrofitting buildings in Atlanta Industrial Park, increasing access to the Chattahoochee riverfront, and reopening a closed school nearby.



The Boyd Elementary team supplemented their green infrastructure interventions with community services. Upgrades to play fields and creating areas to support urban agriculture begin to transform Boyd into a true community space.



The Bowen Homes team created a building typology “stepdown” that transitions from high-intensity commercial along D.L. Hollowell to lower intensity residential where single-family neighborhoods begin. The proposal adds new community services while maintaining an appropriate character for the area.

CASE STUDIES: TAKEAWAYS

These case studies provide detailed examinations of how to incorporate green infrastructure and community priorities into new development proposals. Higher quality of life, increased connectivity, thoughtful design, and stewardship of the natural environment can be achieved with careful planning and intentional redevelopment. Though they represent real possibilities for what former public housing sites could look like, the takeaways presented earlier can inform site plans elsewhere in the community.

How can this be achieved? Change often happens incrementally, site by site or project by project. Leaders of NPUs can play a crucial role in endorsing or not endorsing new projects. The following questionnaire can help community leaders fight for projects that invoke good design, livability, affordability, and environmental stewardship, among other community priorities that can best contribute to the vision of NPU-G as a melting pot of diverse residents.

1. DOES THE DEVELOPMENT HONOR THE EXISTING TOPOGRAPHY?

- Will the developers be moving a lot of dirt to make the project viable?
- Will they alter the landscape in ways that affect other communities?
- Can they share topographic information with NPU leadership?

2. DOES THE DEVELOPMENT HONOR THE EXISTING HYDROLOGY?

- What part of the drainage basin does the development fall in?
- Have the developers conducted a stormwater assessment? Will they share it with NPU-G leadership?
- Have the developers incorporated green infrastructure as part of their stormwater management strategy?

3. DOES THE DEVELOPMENT CREATE CONNECTIONS BETWEEN COMMUNITIES? DOES IT FURTHER DIVIDE COMMUNITIES?

- Do new streets in the development support a variety of uses (biking, walking, vegetation)?
- Do new streets in the development fill a connectivity need (east-west, transit)?
- Do new streets in the development connect to multiple areas outside of the site?

4. DOES THE DEVELOPMENT SUPPORT DIVERSITY?

- Can the development accommodate residents across: age groups? income levels? mobility needs?
- Does the development include accessible public space?
- Does the development include opportunities for community services like retail?

5. DOES THE DEVELOPMENT FIT IN WITH WHAT SURROUNDS IT?

- How do the proposed buildings align with the character of the buildings around them?
- How can people traverse the development?
- What does this development bring that the community lacks?
- How is this development integrated with the natural landscape around it?





6. RECOMMENDATIONS

This next chapter is intended to give NPU-G leaders and community members guidance on how to strengthen the area economically, preserve its natural environment, and build community.

NPU-G's main tool for advancing change its residents desire is its power of endorsement for rezoning cases, development projects, and new policies that would affect it. Building partnerships with the City and its agencies and fostering public support for preferred projects and policies are two strategies that can help NPU-G bring about its vision to become the diverse, affordable, and vibrant area it strives to be.

Specific tasks related to these recommendations and a roadmap for how to accomplish them can be found in Chapter 7, "Implementation."

CONNECTIVITY

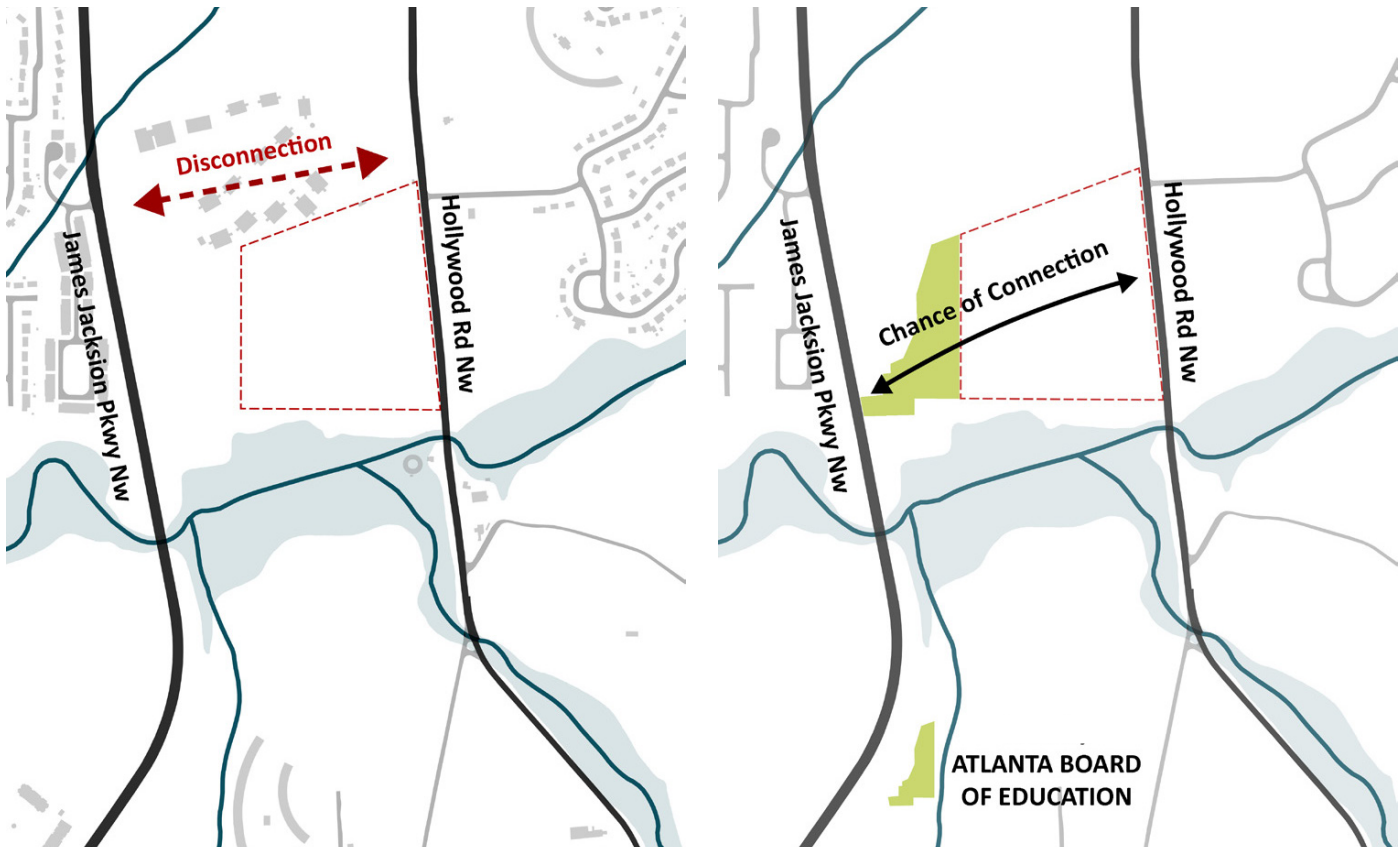
1 IDENTIFY AND PROPOSE NEW EAST-WEST CONNECTIONS.

One of the biggest inhibitors for economic growth in NPU-G is the lack of connections that could unite its neighborhoods. Convenient access to commercial areas is a crucial component for the vitality of businesses and helps foster a sense of vibrancy and community.

Though NPU-G lacks these connections now, there are many areas where connections make sense, especially between historically disconnected neighborhoods.

To correct for this, we propose the following recommendations:

- First, identify easements intended for roadways where connections may have been planned but never built. Dead-end streets like Watts Rd and Alvin Dr could unite neighborhoods if built out.
- Using historical data, design a proposed web of connections, keeping in mind ways to encourage different modes of transportation, including walking and biking.
- Tie new connections into development proposals brought before NPU leadership, paying special attention to the Bowen and Hollywood former public housing sites. New construction for housing and retail should be seamlessly integrated to the existing street network and offer opportunities for improving transit and walkability.



A "reconnection" concept proposed by the Georgia Tech design team for the Hollywood Road Atlanta Housing site.

2 COMPLETE THE PROCTOR CREEK GREENWAY & IDENTIFY OTHER PUBLIC ACCESS ROUTES TO WATER.

The Proctor Creek Greenway is a visionary trail project led by PATH Foundation, Emerald Corridor Foundation, and other partners. The first phase of the trail was opened to the public in May 2018. When it is built out, it will provide a dedicated path from the Atlanta BeltLine all the way to the Chattahoochee River.

Proctor Creek has the potential to be transformative for NPU-G, both as a connection, recreational, and educational resource, bringing people closer to water.

With that in mind, we propose the following recommendations for the remaining trail project:

- Explore opportunities for trail to connect to new development proposals, especially through other landscaping features that help manage stormwater and improve the health of the creek's ecology.
- Whenever possible, identify ways to increase public access to water, especially to the riverfront. One potential area for this is on the western side of Atlanta Industrial Park. A spur trail or walking path could snake through some of the regrowth that is occurring along the riverbanks.
- Connect the Proctor Creek Greenway to nearby trails, including the Atlanta Riverwalk, Silver Comet Trail, and the planned Chattahoochee River Trail.



Photo by Jonathan Phillips, via Curbed Atlanta.

REDEVELOPMENT

3 PRESERVE EXISTING CHARACTER OF NEIGHBORHOOD WHEN PLANNING FOR GROWTH.

NPU-G residents are proud of the visual character of the area's many single-family neighborhoods. Keeping the integrity of these neighborhoods is paramount. New developments, then, must support this existing character while finding innovative ways to increase density and encourage vital retail and jobs.

We recommend:

- Review and petition to amend zoning codes so they allow small-scale infill projects, including carriage houses and subdivision of single-family units.
- Push for large developments to integrate into the built environment by blending visually into surrounding neighborhoods and adding connections to those neighborhoods, so residents can enjoy community amenities these developments provide.

4 BUILD AND MAINTAIN A PRODUCTIVE RELATIONSHIP WITH ATLANTA HOUSING.

Atlanta Housing's properties in NPU-G have potential to transform NPU-G into the melting pot the community believes it can become. Not only are the properties already disturbed, their locations are ideal for establishing neighborhood centers, providing access to employment, retail, and community gathering spots.

We recommend:

- Continue to build a relationship with Atlanta Housing staff.
- Adopt clear elements that each development should contain, including good urban design elements (small blocks, street frontage, etc).
- Advocate for Low Impact Design and green infrastructure elements in each AH project.
- Invite AH staff to meetings.



Existing homes in Carey Park. With high slopes throughout the neighborhood, small-scale infill development is more appropriate for Carey Park than large-scale redevelopment. (Photo: Google)

5 EXPLORE I-MIX ZONING CATEGORY AND DETERMINE ITS APPLICABILITY TO NPU-G'S INDUSTRIAL AREAS.

The “industrial mixed-use” (I-MIX) zoning category is an innovative new policy being explored in major cities across the U.S., including Atlanta. I-MIX allows light industrial to exist alongside residential and commercial uses. An ordinance with regulations for I-MIX was adopted by the City of Atlanta in January 2019. I-MIX zoning could supplement existing industrial businesses with additional development, while also creatively using space and cultivating a vibrant district along the river.

We recommend:

- Work with local government and willing property and business owners to rezone parts of the AIP, focusing on vacant properties and those owned by businesses willing to accept a zoning change.
- Approve I-MIX rezonings by parcel, focusing on parcels near D.L. Hollowell, the river, and Bolton Rd, in order to preserve the industrial core of AIP.
- Carefully review development proposals to encourage environmental stewardship and local entrepreneurship.

6 EXPLORE FEASIBILITY OF LEVERAGING SPECIAL DISTRICTS' BENEFITS FOR IMPROVEMENT OF ATLANTA INDUSTRIAL PARK.

Tax allocation districts (TADs) and community improvement districts (CIDs) are effective at boosting economic growth and promoting redevelopment. The new Fulton Industrial Boulevard CID covers part of the Atlanta Industrial Park (AIP), though the Hollowell and M.L. King TAD leaves it out. Drawing the AIP into that TAD would offer an additional pool of funds for industrial support, as well as potential redevelopment for parcels rezoned as I-MIX.

We recommend:

- Meet and develop a relationship with Invest Atlanta.
- Push for popular support of expanding the Hollowell/M.L. King TAD boundaries.
- Meet with Fulton Industrial Boulevard CID leaders to push for new opportunities in the AIP.
- Invite Invest Atlanta staff to meetings.
- Work with partners to hold a demonstration project in the AIP area.



A Georgia Tech design studio proposal for the Atlanta Industrial Park as an I-MIX district. Adopting I-MIX in the AIP would allow for new development that incorporates good urban design, expands opportunities for local entrepreneurship, and provides the City of Atlanta and NPU-G with a rare chance to restore sensitive ecological areas along the Chattahoochee River and Proctor Creek to healthy, pre-development conditions.

REDEVELOPMENT (CONT'D)

7 ADOPT DESIGN STANDARDS FOR ALL NEW DEVELOPMENT.

Establishing guidelines for developers and architects to follow for new development will both preserve existing community character, as well as encourage aspects of urban design that can foster a connected, vibrant community with high quality of life. Design standards can also ensure protection of ecological services and environmental resources. We recommend:

- Ensure developers design for inclusion. Buildings should front to the street, connections should be built between communities, and pedestrian infrastructure should be mandatory.
- Ask developers how they plan to preserve and/or create green infrastructure, including existing tree canopy.

ENVIRONMENT

8 RESTORE & MAINTAIN INTEGRITY OF FLOODPLAINS (FLOODWAY, FLOOD FRINGE) & STREAM BUFFERS.

The city has taken a firm stance on limiting development in its flood zones. NPU-G leadership should do the same, citing community support for environmental restoration along waterways in NPU-G. We recommend:

- Advocate for the acquisition and protection of the remaining portion of the floodway between Atlanta Industrial Park and the Chattahoochee.
- Build public support for creation of a waterfront performance park focused on community greenspace and stormwater management.
- Continue prohibition of new development in floodplains.
- Meet with Proctor Creek stakeholders to maintain the health of the creek's tributaries.



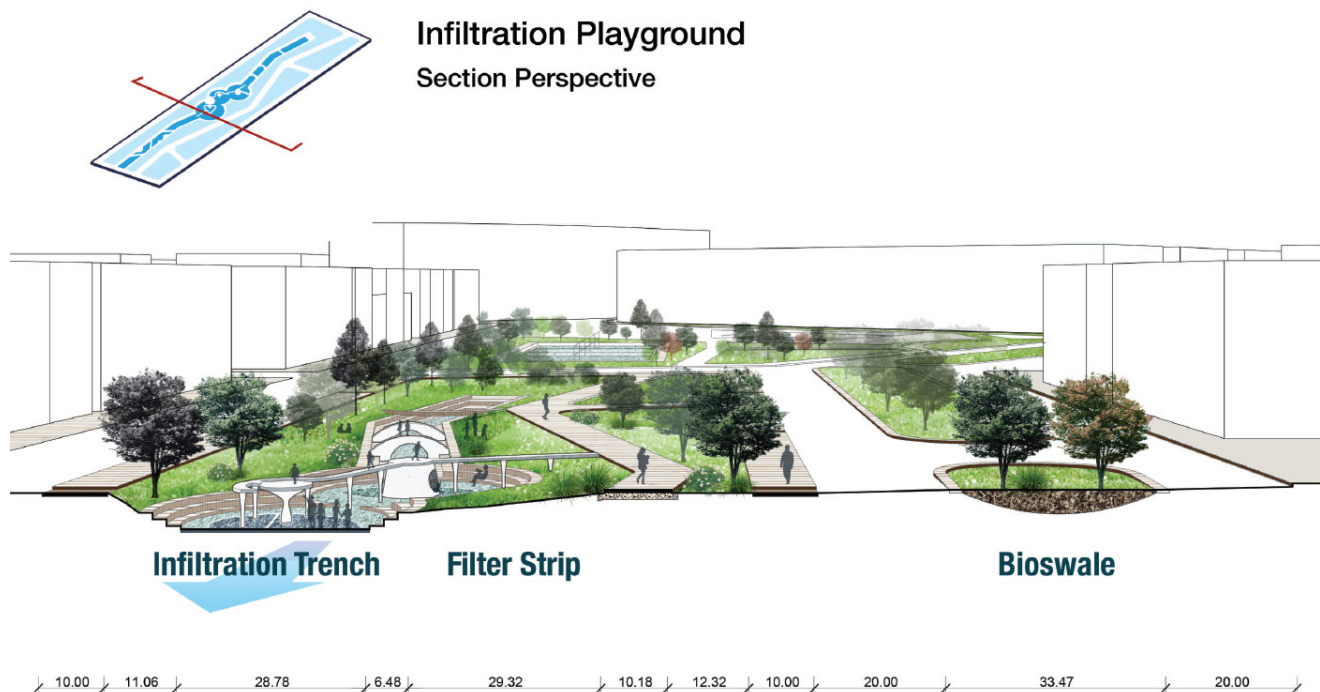
The Georgia Tech studio design proposal for Bowen Homes. This site plan identifies opportunities for various types of buildings that gradually scale from large mixed-use, multi-family complexes near D.L. Hollowell to single-family residential in Carey Park.

9 MAINTAIN EXISTING ECOLOGICAL RESOURCES, AND INCORPORATE GREEN INFRASTRUCTURE FOR STORMWATER MANAGEMENT WHENEVER POSSIBLE.

The City of Atlanta is experimenting with new ways of managing stormwater that imitate or incorporate ecological functions into their design. The City's Stormwater Ordinance now considers green infrastructure an integral component of stormwater management, and the City's Department of Watershed Management has been developing a program to protect natural ecology and promote engineered green infrastructure as part of new development. The Proctor Creek watershed is a focus area for these projects. Whenever possible, NPU-G leadership should push to preserve existing ecology, including tree canopy. Implementing green infrastructure projects would help mitigate further negative impacts on this important aquatic ecosystem.

We recommend:

- Work with owners of large tracts (over 20 acres) to ensure that development proposals for these tracts incorporate thoughtful green infrastructure designs that utilize existing vegetation when possible.
- Discuss site conditions that pose challenges for development (e.g. high slopes, landfills) with Department of Watershed Management to determine if green infrastructure would be appropriate for those sites.
- Provide for public access to green infrastructure amenities as appropriate.
- Restore existing greenspace, including Gun Club Park & local cemeteries.
- Meet with partners to discuss employment opportunities related to construction projects.
- Where possible, protect existing tree canopy.



A green infrastructure proposal from one of the Georgia Tech studio teams. Not only does this proposal envision an infiltration area that helps slow down and clean stormwater, but it also provides a recreational amenity for families and residents that live near it.



7. IMPLEMENTATION

In this chapter, we provide a roadmap for how to take action toward realizing these recommendations. These action steps are intended to serve as guidelines, presented in a roughly sequential order with suggested time-frames for completion, that residents and community leaders can choose to follow closely or loosely. Where appropriate, we have indicated potential partners for action steps that require or would benefit from coordination.

This list is likely not exhaustive. Certain action steps will involve multiple sub-steps, while other unforeseen tasks may arise later. This chapter is intended to orient NPU-G leadership and agency partners as they work toward these recommendations over the next several years.

ACTION STEPS

	Project / Activity	Time Frame			Potential Partnership(s)
		short	medium	long	
CONNECTIVITY					
1	IDENTIFY AND PROPOSE NEW EAST/WEST CONNECTIONS.				
	Review historic maps of NPU-G to identify easements that were intended for roadways or other connections but never constructed, including Watts Rd, Alvin Dr, and several streets in Carey Park. Pursue development proposals that utilize these easements as new internal and/or external connections.	x			Georgia Conservancy, City of Atlanta
	Review historic maps to identify remnants of redlining or other purposeful obstruction (i.e. the long Fulton County parcel along James Jackson Parkway). Pursue development proposals that seek to create connections across obstructive parcels to promote healthy neighborhood development and reunification.	x	x	x	Atlanta Housing, Invest Atlanta
	Identify and rank proposed connections for proposal to the City of Atlanta, keeping in mind different modes of transportation including walking and biking.	x			
	Refer to printed materials (2010 Blueprints, 2020 Blueprints update) and the new priority connections created by NPU-G when developers request NPU support. Verify that their proposals allow for these connections.		x	x	Private sector, developers
	Meet with the new Transportation Commissioner for the City of Atlanta to discuss where the City's and NPU-G's transportation goals align and diverge.	x			City of Atlanta Department of Transportation, Georgia DOT
	Push developers to include new both internal and external connections as part of their development proposals, especially on large sites where potential for walkable neighborhoods is high.	x	x	x	Private sector, developers
2	COMPLETE THE PROCTOR CREEK GREENWAY & IDENTIFY OTHER PUBLIC ACCESS ROUTES TO WATER.				
	Lend vocal support for the completion and later use of the Proctor Creek Greenway.	x	x	x	Proctor Creek Stewardship Council, West Atlanta Watershed Alliance, City of Atlanta, Emerald Corridor Foundation, PATH Foundation
	Advocate for connecting the Proctor Creek Greenway to the Riverwalk Atlanta, a multi-purpose trail that runs alongside the Chattahoochee River to the northeast of NPU-G.	x	x	x	
	Work with partners to extend the Riverwalk Atlanta into NPU-G (and beyond), utilizing the railroad spur within the Atlanta Industrial Park.		x	x	Riverwalk Atlanta citizens' group, Trust for Public Land
	Monitor progress related to the Chattahoochee Riverlands plan, which proposes a demonstration site along Proctor Creek.	x	x	x	

Project / Activity	Time Frame			Potential Partnership(s)
	short	medium	long	
Propose the creation of paths within the City of Atlanta easement along the Chattahoochee River front. These paths should be minimally intrusive, providing public access to the river without upsetting the unique hydrology of the flood way.			x	Riverwalk Atlanta citizens' group, City of Atlanta Department of Watershed Management
When proposing paths and other connections near the river, consult the findings from the 2019 Georgia Tech urban design studio on the Atlanta Industrial Park.	x	x	x	
Stay engaged in planning and development process for the area around the Westside Reservoir Park to ensure the park is connected to NPU-G neighborhoods.	x	x	x	Atlanta BeltLine

REDEVELOPMENT

3 PRESERVE EXISTING CHARACTER OF NEIGHBORHOODS WHEN PLANNING FOR GROWTH.

Educate NPU-G membership on different housing types and options and what zoning regulations allow for them.	x	x	x	Georgia Conservancy
Encourage and channel redevelopment to existing corridors (i.e. Donald Lee Hollowell), ensuring design plans for new or redeveloped commercial and mixed use have appropriate stepdown designs to blend into the single-family neighborhoods at their backs.	x	x	x	
Monitor upcoming zoning code rewrite.	x	x	x	
Monitor proceedings of the City Council as related to the sale or transfer of publicly-owned lands. All sales of state or municipal lands must first undergo a City Council hearing.	x	x	x	
Urge developers to pursue high-quality, small-scale housing infill of unique types, designs, and price points.	x	x	x	Private sector, developers
Push for developers to create innovative building footprints that both preserve tree canopy and maintain affordability.	x	x	x	
Monitor Atlanta Public Schools growth planning and advocate for continued presence of public school campuses (retain existing & propose new campuses when wanted) throughout NPU-G.	x	x	x	Atlanta Public Schools
As part of NPU-G's overall redevelopment vision, advocate for the co-location of schools, housing, and other community resources.	x	x	x	

ACTION STEPS

	Project / Activity	Time Frame			Potential Partnership(s)
		short	medium	long	
REDEVELOPMENT (CONT'D)					
4	BUILD & MAINTAIN A PRODUCTIVE RELATIONSHIP WITH ATLANTA HOUSING.				
	Invite Atlanta Housing staff to NPU meetings and request project updates on former public housing sites.	x	x	x	Atlanta Housing
	Advocate for the installation of publicly accessible green infrastructure on redevelopment sites.	x	x	x	
	Collaborate with Atlanta Housing when working with other agencies.	x	x	x	
	As part of NPU-G's redevelopment vision for Atlanta Housing sites specifically, advocate for the co-location of schools, housing, and other community resources.	x	x	x	Atlanta Housing, Atlanta Public Schools
	When reviewing design proposals, consult the Fall 2018 Georgia Tech urban design studio on the Atlanta Housing sites in NPU-G.	x	x	x	
5	EXPLORE I-MIX ZONING CATEGORY AND DETERMINE ITS APPLICABILITY TO THE ATLANTA INDUSTRIAL PARK & OTHER INDUSTRIAL AREAS.				
	Educate NPU-G on the I-MIX zoning category, which supports co-location of residences with light industrial jobs.	x			
	Begin conversations with AIP property owners' association, Fulton Industrial CID, and Invest Atlanta to explore potential for I-MIX as an economic and community development opportunity.	x	x	x	Invest Atlanta, AIP Property Owners' Association
	Work with local government and willing property and business owners to rezone parts of the AIP, focusing on vacant properties and those owned by businesses willing to accept a zoning change.		x	x	City of Atlanta Planning Department
	As redevelopment proposals appear before NPU-G, approve I-MIX rezonings by parcel when satisfying community needs.		x	x	
	When reviewing design proposals and new developments, consult the Fall 2019 Georgia Tech urban design studio on the Atlanta Industrial Park.	x	x	x	
6	EXPLORE FEASIBILITY OF LEVERAGING SPECIAL DISTRICTS' BENEFITS FOR IMPROVEMENT OF ATLANTA INDUSTRIAL PARK.				
	Review and educate NPU-G on the original 2002 Hollowell/M.L. King TAD.	x			
	Meet and develop relationship with leaders from Invest Atlanta to gauge interest and discuss potential for new funding mechanisms.	x			Invest Atlanta
	Work with local stakeholders to hold a demonstration project in the AIP, with the goal of depicting how increased investment could encourage retrofits and boost economic development in the neighborhood.		x		AIP Property Owners' Association

	Project / Activity	Time Frame			Potential Partnership(s)
		short	medium	long	
7	ADOPT DESIGN STANDARDS FOR ALL NEW DEVELOPMENT.				
	Develop draft design standards and show them to partners for feedback. Design standards can allow NPU-G to communicate to property owners and developers what their priorities are for how development should look and integrate into the area.	x			Georgia Conservancy, Georgia Tech
	Consider the establishment and recruitment of a Design Review Board. Membership of the Design Review Board would include residents as well as professional volunteers.	x			
	Partner with architects to learn about design best practices.		x		
	Encourage designers to include accessible spaces for public art in their designs.	x	x	x	Atlanta Regional Commission

ENVIRONMENT & NATURAL RESOURCES

8	RESTORE & MAINTAIN INTEGRITY OF FLOODPLAINS & STREAM BUFFERS.				
	Encourage the City of Atlanta to acquire the rest of the floodway between the Chattahoochee River and the AIP.	x			City of Atlanta
	Express public support for installation of publicly accessible green infrastructure along the Chattahoochee River, giving priority to projects that establish connections to the river.	x	x	x	City of Atlanta Department of Watershed Management, Riverwalk Atlanta citizens' group, Trust for Public Land, West Atlanta Watershed Alliance
	Continue to deny support for any development that proposes construction in floodplains.	x	x	x	
	Identify representatives from the U.S. Army Corps of Engineers and develop/continue building relationships with them, emphasizing the preservation of the floodway. USACE must approve any change in the floodway.	x	x	x	U.S. Army Corps of Engineers
	Explore the possibility of reorienting the confluence of Proctor Creek and the Chattahoochee River, according to its historical flow pattern. Consult the Fall 2019 Georgia Tech urban design studio on the Atlanta Industrial Park for more information.			x	Georgia Tech, U.S. Army Corps of Engineers
	Meet with Proctor Creek stakeholders to maintain the ecological health of tributaries that feed into the creek.	x			Proctor Creek Stewardship Council, West Atlanta Watershed Alliance, Emerald Corridor Foundation, PATH Foundation, Trust for Public Land
	Meet with Proctor Creek stakeholders to discuss employment opportunities related to maintaining the integrity and health of Proctor Creek & the Chattahoochee River.	x			

	Project / Activity	Time Frame			Potential Partnership(s)
		short	medium	long	
ENVIRONMENT & NATURAL RESOURCES (CONT'D.)					
9	MAINTAIN EXISTING TREE CANOPY & INCORPORATE GREEN INFRASTRUCTURE FOR STORMWATER MANAGEMENT WHENEVER POSSIBLE.				
	Build relationship with City of Atlanta Department of Watershed Management and invite DWM staff to meetings, clearly expressing NPU-G's goals related to watershed health.	x	x	x	City of Atlanta Department of Watershed Management
	As work on Proctor Creek continues, develop goals for tributaries of Proctor Creek and brainstorm ways to involve DWM in continued ecological maintenance and restoration along these crucial components of the Proctor Creek watershed.		x	x	Proctor Creek Stewardship Council, West Atlanta Watershed Alliance, Atlanta House, City of Atlanta Department of Watershed Management
	Educate NPU-G on best practices for stormwater management, including green infrastructure case studies that have been implemented in other parts of Atlanta and Georgia.	x	x		City of Atlanta Department of Watershed Management, Groundwork ATL
	Discuss difficult site conditions (i.e. challenging topography, overgrowth, brownfields) with partners to determine if green infrastructure installations are appropriate for those sites.	x	x		
	Work with owners of large tracts to ensure that development proposals incorporate thoughtful green infrastructure designs.	x	x	x	
	Provide for public access to green infrastructure amenities, as appropriate.	x	x	x	
	Explore opportunities for increased food access through community-supported agriculture, farmers' markets, or other retail opportunities.	x	x	x	
	Educate property owners on how to identify fraudulent tree cutters and, conversely, how to take proper legal steps toward tree removal when necessary.	x			City of Atlanta's Arborist Division
	When reviewing green infrastructure designs, consult the Fall 2018, Spring 2019, and Fall 2019 Georgia Tech urban design studios on former public housing sites and the Atlanta Industrial Park.	x	x	x	

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GEORGIA CONSERVANCY SUSTAINABLE GROWTH

The Sustainable Growth Program is an education and technical assistance program of the Georgia Conservancy designed to facilitate community-based planning across the state. The program is committed to achieving successful communities by creating sound conservation and growth strategies, and building consensus for action.

Georgia is home to an abundance of natural and cultural resources. Our development patterns over the last 50 years present a very real threat to these resources and to quality of life as a whole. Sprawling, decentralized development, where people must depend on automobiles, is expensive for local governments to serve and has a staggering effect on the environment. Vehicle emissions create toxic air pollution. Stormwater runoff from asphalt degrades rivers and streams. Thousands of acres of farms, woodlands, and open space are lost to wasteful, non-sustainable forms of development.

Prior to this NPU-G Community Master Plan Update, the program has addressed multi-jurisdictional watershed planning, heritage corridor preservation, comprehensive plans at multiple scales, coastal sea level rise research, and other planning opportunities all through a collaborative planning process.

