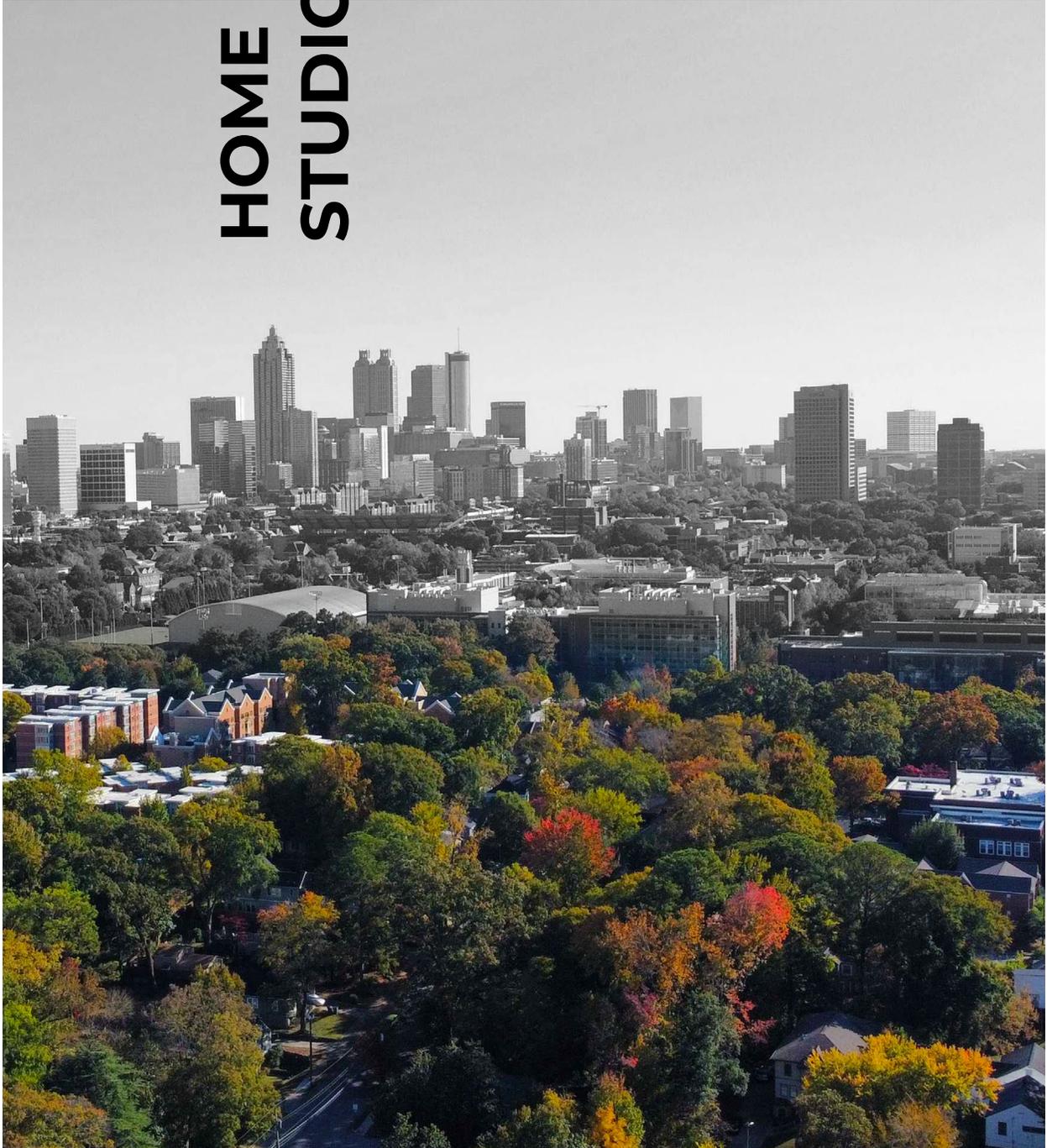


HOME PARK STUDIO

GEORGIA INSTITUTE OF TECHNOLOGY
SCHOOL OF CITY AND REGIONAL PLANNING



Final Report
Fall 2022

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The Residents and Business Owners of Home Park

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INTRODUCTION

1. HISTORY & BACKGROUND

Home Park is an in-town Atlanta neighborhood that traces its origins back to the turn of the 20th century. From the beginning, Home Park has always been distinct from other in-town Atlanta neighborhoods. For one thing, it hasn't always been "in-town", strictly speaking. Despite its location just northwest of Atlanta's central business district, Home Park originally occupied unincorporated Fulton County, just outside of Atlanta's municipal boundaries. Known in its earliest days as "Chastaintown", after the resident and landowner Avery Chastain, residents of the neighborhood lacked access to many of the amenities available to their contemporary city neighbors. Around this time in the early 1900s, it was commonplace to see residents fetching water from wells or trudging through the muddy unpaved streets after a hard rain. The neighborhood was not lit by the relatively new electric lights that Atlanta residents had, nor even by gas lights. Although it was not a farming community, residents kept cows and chickens to provide them with fresh milk and eggs. Early residents described living in Home Park "like living in the country" (Reflections: Tradition and Change in Home Park, 1977). These rural qualities, paired with its urban density and proximity to large employment centers like Atlantic Steel, Exposition Mill, and Miller Union Stockyards, gave the community a unique character that was cherished by early residents.



Photograph of the intersection of 10th Street and Hemphill Avenue, circa 1970's
Source: Home Park Resident

In 1909, Atlanta expanded its municipal boundaries to include Home Park, thus granting access to better schooling opportunities and city services such as sewage collection and water, gas, and electricity provision. Walkable, paved streets and city-wide connectivity via a streetcar along Hemphill Avenue facilitated resident mobility. This more modern Home Park also hosted an assortment of businesses, including groceries, meat markets, dentists, and dry cleaners. Residents of the era recalled that the neighborhood's "economic self-sufficiency" was a contributing factor to its robust community fabric (Reflections: Tradition and Change in Home Park, 1977). Along with keeping income within the neighborhood economy, Home Park residents maintained strong communal ties with one another through yearly celebrations. A Christmas Serenade, a Halloween Festival, and a welcoming of summer known as "May Day" are among the many traditions that fostered community bonds within Home Park. Whether it was walking together to one of the neighborhood's many churches or running into a friend at the grocery on 10th Street and Hemphill, the layout of early to mid-twentieth-century Home Park lent itself to community building.

The end of World War II saw the beginning of a country-wide trend toward suburbanization. Driven by low construction costs, the creation of the Federal Interstate System, and the end of segregation, a mass migration of urban residents out of inner-city neighborhoods spelled trouble for Home Park. With an aging population and a lack of new families choosing to live there, the single-family housing stock slowly began to decay. Compounding these housing issues were expansion pressures from Home Park's southern neighbor, the Georgia Institute of Technology. In the 1960s and 1970s, Georgia Tech earmarked properties and subsequently followed through with expansions of its campus into Home Park, eventually stopping its northward crawl at 10th Street. This encroachment into the neighborhood took a psychological toll on Home Park residents, as homeowners were "unwilling to invest in necessary home repair and maintenance knowing that their home might soon be taken" (Home Park Urban Design Plan 1977). It was also during this time that Home Park started to see a surge in rental properties, many of which catered to the ever-present demand for student housing.

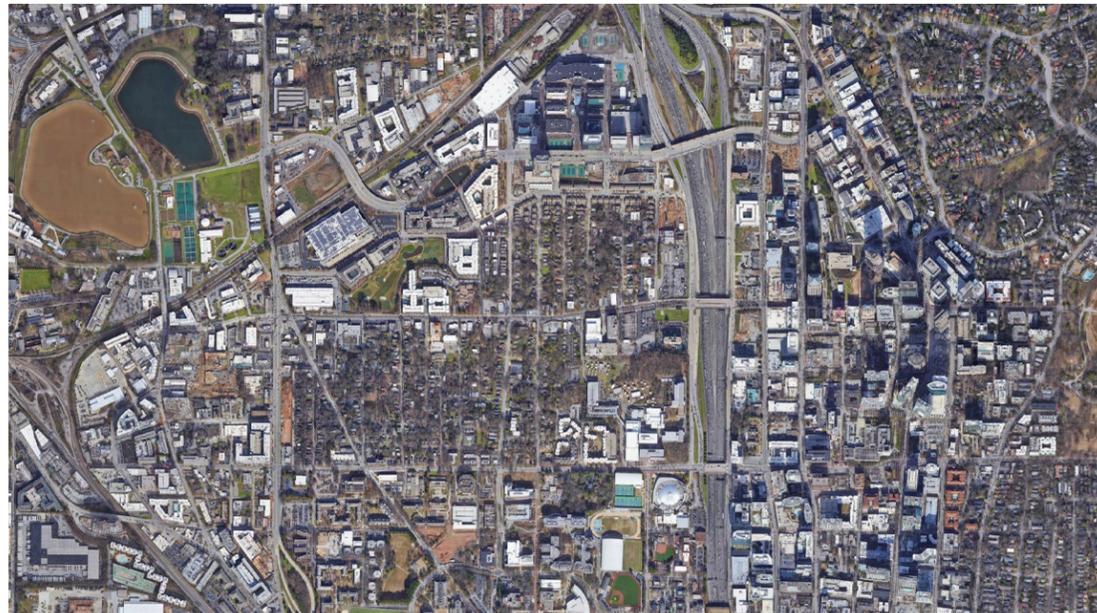


Aerial Photograph of the Home Park Neighborhood, circa 1949
Source: Georgia State University Digital Collections

1. HISTORY & BACKGROUND

In response to these internal and external pressures, resident volunteers came together in 1974 to form the Home Park Community Improvement Association (HPCIA). This group has operated within the larger Neighborhood Planning Unit (NPU) structure as a means for residents to take an active role in community planning. Still in operation today, the HPCIA has proven a useful organizational tool for Home Park residents to leverage their knowledge and resources for the betterment of their community.

The last 30 years have seen significant changes to the Atlanta Metropolitan area. 1998 marked the end of Atlantic Steel’s near century-long occupation of the 138 acres north of Home Park. Its replacement, a high-density mixed-use development known as Atlantic Station, now dominates Home Park’s northern border. Similarly, the industrial areas west of Northside Drive have redeveloped into West Midtown, featuring high-density apartment living with luxury commercial and retail elements. Home Park currently exists at the epicenter of a rapidly evolving area, sandwiched by West Midtown, Atlantic Station, Georgia Tech, and Midtown. In addition, the neighborhood now has a more diverse residential makeup than ever before. A mixture of longtime legacy residents, new and established homeowners, student renters, and longer-term renters find themselves coexisting in the neighborhood beneath the trees. The neighborhood’s unique character and history are undeniably worthy of preservation. Equally self-evident is the fact that Home Park does not exist in isolation and is subject to the changes of the surrounding area. Only by taking an active role as agents of change will Home Park residents be able to ensure that changes serve the community’s goals. By considering both its historical and modern contexts, this report blends the strengths of Home Park’s heritage with the contemporary needs of its residents into a concise list of planning recommendations.



Aerial photograph of the Home Park neighborhood, 2022
Source: Google Maps



2. PREVIOUS PLANS & STUDIES

Home Park Master Plan (2002)

The 2002 Greater Home Park Master Plan was completed in advance of Atlantic Steel’s redevelopment. Three fundamental principles – diversity, connectivity, and synergy – with several goals and strategies were outlined to support the master plan’s vision: “A unique, diverse and vibrant community setting the standard for intown living and working”. Through this plan, Home Park residents wanted to build a contemporary urban village while embracing the neighborhood’s changing surroundings.

Westside Revive Plan (2019)

The 2019 Westside Revive Plan is the comprehensive plan for Atlanta’s Council District 3; Home Park is represented in this jurisdiction as Subarea 4. The plan emphasizes Home Park’s unique identity and places it in context as a part of the greater urban systems around it. The recommendations in this plan seek to leverage Home Park’s urban amenities, while at the same time preserving the identity of its single family and duplex residential core.

City of Atlanta Comprehensive Plan (2021)

Atlanta’s Comprehensive Development Plan (CDP), also known as Plan A, uses the Atlanta City Design as a starting point and framework for recommending specific actions to address the challenges facing the city. The document emphasizes the interconnectedness of land use, transportation, housing, economic development, nature, historic preservation, and other aspects of urban life. Plan A lays the foundation for thoughtful, carefully directed growth and development.



Illustrative master plan from 2002 Home Park Master Plan

City of Atlanta City Design Plan (2017)

The Atlanta City Design Plan outlines the overarching vision the City Planning Department has for future development. This document strives to recognize the important social, cultural, and historical events that make Atlanta the city that it is today. With this recognition, the planning department identified key themes to emphasize as the city continues to develop. This includes the city’s long legacy of civil rights advocacy and its close relationship with the forest cover. It also includes the department’s intention to design a city that encourages alternative forms of transit and social development. The recommendations that are made throughout the book include maintaining the unique character of the city’s neighborhoods and ensuring future developments make the city denser and a better place to live. The plan’s motto: Design for people. Design for nature. Design for people in nature.

Georgia Tech Campus Bicycle Master Plan (2017)

This plan seeks to keep up Georgia Tech’s momentum in providing a bicycle friendly campus experience. The plan’s goal is to make Georgia Tech the definitive bicycle-friendly university. As close neighbors, Home Park and Georgia Tech share the benefits of a connected bicycle network. The plan identifies one of the keys to bikeability on campus is connection to the surrounding community. As a result, recommendations of the plan include strengthening the bike network into Home Park on major campus commuter routes and intersections.

Cycle Atlanta: Phase 1.0 Study (2015)

Phase 1.0 of the Cycle Atlanta plan formulates a proposed network of bicycle connections within intown Atlanta. This plan builds on the strength of the Beltline as a cycling backbone for the city. A series of corridors are identified for development as high-comfort bicycle routes. This would give a large portion of Atlanta bicycle access to the Beltline, and further supports a vision of more comprehensive bicycle access throughout the entire city. Home Park is bordered by Corridor B in the plan, which spans from the Westside Beltline to the Eastside Beltline along the stretch of 10th Street that borders the neighborhood. This planned corridor has the ability to provide Home Park residents with a first-class bicycle connection directly to the Westside Beltline, and across the interstate to Midtown.

3. EXISTING CONDITONS



3.1 TRANSPORTATION

Overview

Accessibility is one of Home Park’s greatest strengths. Residents enjoy the short trip to several regional amenities just outside their neighborhood, and the flow of Georgia Tech students to and from class contributes to the community’s identity. Local destinations include Atlantic Station to the north, Midtown to the east, the BeltLine to the west, Georgia Tech’s verdant campus to the south, and direct access to the freeway, all less than a few minutes from the peaceful residential streets of Home Park’s interior. Transportation in Home Park means being within walking or biking distance to world class culture, shopping, greenspace, and trails.

Home Park’s Streets

The types of transportation facilities that serve Home Park are primarily two-way roads with no median and sidewalks on both sides. Most residences are fronted by local streets with 40 foot right of way, accommodating 25-foot roadbeds with on street parking on both sides. The narrow lane widths and streetscapes of these local streets are conducive to self-enforcing low speeds, supporting comfortable travel for all modes. The exception to this standard of comfort is the condition of sidewalks, which are so varied as to limit pedestrian access through some corridors. There are three notable local streets that vary from this typical character. State Street and Hemphill Avenue both have 60-foot right of ways with 40 feet of roadbed (State Street narrows to a 50-foot right of way north of 14th Street). Atlantic Drive has 50-foot right of way and a 30-foot roadbed. State Street is the only local road that traverses the entire north-to-south length of Home Park and connects directly to Atlantic Station and Georgia Tech’s campus. 10th Street, 14th Street, and Northside Drive are the three arterials in Home Park. These streets see higher traffic volumes and speeds and have few modern accommodations for modes of travel other than cars. Two bike facilities exist in Home Park: a bike lane on Hemphill Avenue and the Holly Street Trail on the west side of Turner Entertainment Networks’ property. The bike lanes on Hemphill are subject to a level of traffic stress uncomfortable to most cyclists, and the Holly Street Trail is a substandard facility, noncompliant with ADA standards and unsafe for shared use.



Looking west on 14th Street

3.1 TRANSPORTATION

Street Classification

Most of the streets in Home Park are classified as local. These types of streets typically have 40-foot wide right of ways with 25-foot roadbeds and on-street parking on both sides, with some minor variation. Home Park has a loosely formed grid yielding benefits to mobility throughout the neighborhood, particularly walkability. The only local street that spans the entire length of the neighborhood and into the surrounding street network is State Street. The next most common street-type within Home Park is the minor arterial. 10th Street and 14th Street are classified as minor arterials, with four travel lanes with little or no shoulder. These streets connect directly to the broader street network of Atlanta and serve larger amounts of regional travel. The highest classification of road found within Home Park is Northside Drive. It is typically six travel lanes with intermittent center turn lanes. The volumes and speeds on this road are not conducive to neighborhood-scale travel, and its intersection with 14th Street and Hemphill Avenue merit intervention, however GDOT is, at the time of this plan's creation, evaluating this corridor for improvements.

State Routes

Northside Drive and 14th Street are the two Georgia state routes through Home Park. As noted elsewhere in this report, Northside Drive is, at the time of this plan's creation, being evaluated for corridor improvements. 14th Street is a candidate for recommended action, being that it is a central corridor through home park, and its current character may not support the community's vision for its future. As a state route, 14th should be noted as a focal point for future efforts to improve accessibility in Home Park, particularly directed towards consensus-seeking and identification of values between regional travel and community safety and accessibility.



Street classification



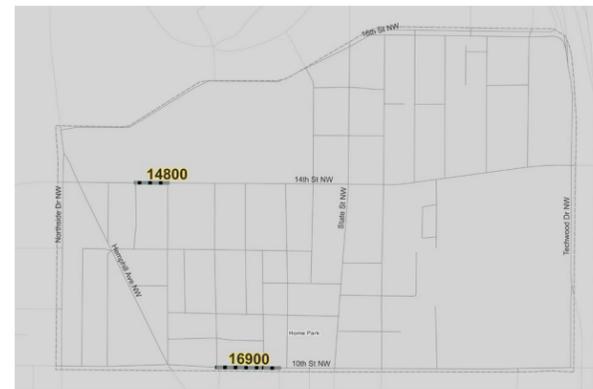
State routes

Vehicle Volume Counts

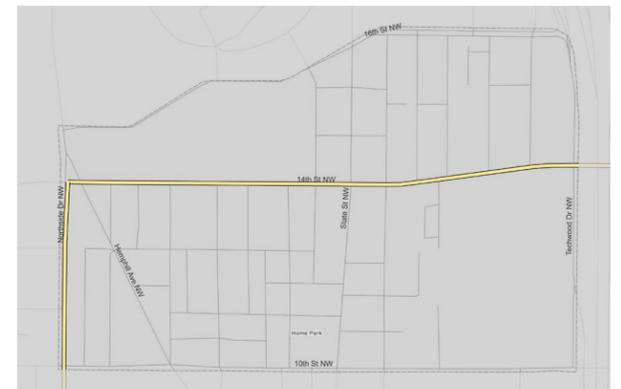
Vehicle counts on 10th Street and 14th Street are sourced from available, GDOT-measured AADT for 2021. These volumes of traffic are consistent with a typical four-lane arterial in the region. Interestingly, 14th Street was more strongly identified than 10th Street for safety concerns through community engagement, while it has lower measured volume. Both streets serve volumes that make them good candidates for road diets. Particularly, 14th Street falls under 15,000 vehicles per day, a level identified by the FHWA as good for road diet implementation in most instances.

Regional Truck Routes

Heavy truck traffic is directed to 14th Street and Northside Drive. Residents have identified heavy truck traffic as a concern through community engagement. Additionally, heavy truck traffic is detrimental to user-comfort for bicycles and pedestrians. The presence of these truck routes indicates that, should bicycles and pedestrians be co-present, intention should be directed at more robust accommodations for those modes to negate the harmful impact that heavy truck traffic may have.



Vehicle volume counts per day



Regional truck routes

MARTA Facilities

Home Park has access to multiple MARTA bus lines. Home Park's access to transit should be leveraged to increase options for mobility of the neighborhood. As this plan focuses on implementation within the scope of Home Park, not the regional transit system, any interventions in support of transit use are well served to focus on comfort for users as they seek to access the facilities shown in the corresponding MARTA map.



MARTA facilities

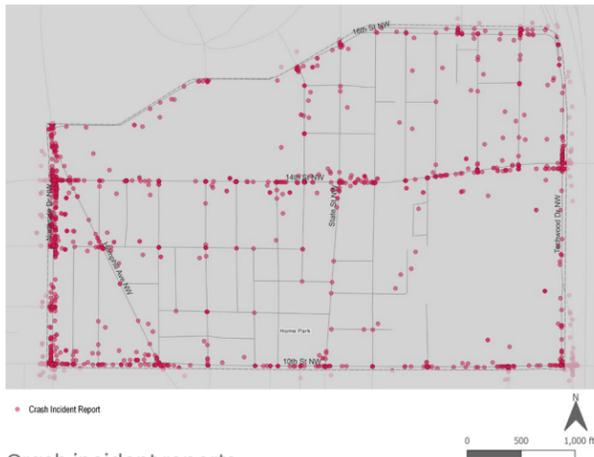
3.1 TRANSPORTATION

Crash Incident Reports

Crash data sourced from police incident reports shows the distribution of crash activity in Home Park. The figure includes five years of crash history from 2017–2021. Not considering Northside Drive, the highest crash corridors are 10th Street and 14th Street. The increased crash activity on these corridors identifies them as targets for safety interventions. This crash data supports the perceived lack of safety that was identified through community engagement. Particularly, the intersections at 10th and State Street, 14th and State Street, and 14th and Atlantic Avenue have clusters of crash activity. Potential interventions may include corridor improvements, or intersection improvements aimed at facilitating safe connections across these high-crash corridors.

Killed or Seriously Injured (KSI) Incident Reports

Isolating crash incident reports that resulted in a fatality or serious injury identifies areas where the most severe accidents occur. Often, environmental factors such as prevailing speeds and roadway characteristics influence the prevalence of the most severe accidents. These are locations where focused interventions can often be implemented to alter those same environmental factors, with the hope of reducing loss of life or serious injury. In Home Park, 14th Street experiences the greatest frequency of serious crashes, with a total of six in the five-year survey period.



Bike-Ped Crash Incident Reports

Isolating crashes involving cyclists and pedestrians allows focus to be placed on the most vulnerable roadway users. These travelers are overrepresented in traffic casualties and should be considered when identifying safety interventions. Once again, 14th Street and 10th Street are corridors of focus.

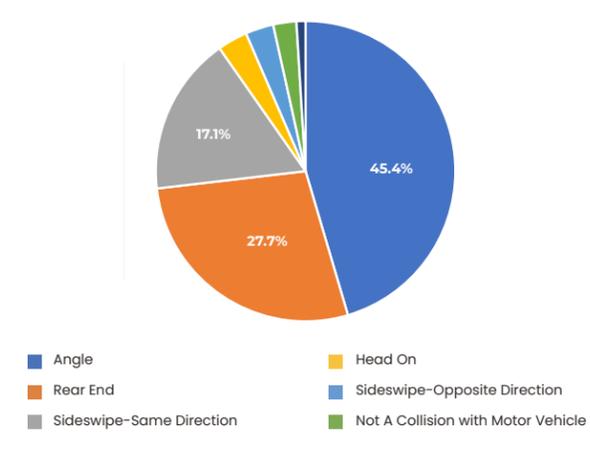


14th Street Crash Breakdown

14th Street was a recurring problem area for roadway safety when examined in the aggregate crash map, serious injury map, bicycle and pedestrian crashes, and in community engagement. This road stands out as a concern in the area, and called for a closer look into the crash data. Using the same database used in the crash spatial analysis, the crashes along 14th were categorized by type of crash. Often looking at the types of crashes most common on roadways provides direction into what interventions may be most effective. In the case of 14th, most crashes were angled crashes, commonly occurring during turning maneuvers. The next largest group were rear end collisions, followed by sideswipe incidents between vehicles travelling the same direction. Together these three crash types account for over 90% of the crashes on 14th Street.

Local Bicycle Facilities

Home Park has two bicycle facilities within its boundary. There are traditional two-directional bike lanes on Hemphill Avenue, and the Holly Street Multi-Use facility. The Hemphill facility features posted speed limits of 35 mph, with no separation of bicycle facilities and on-street parking on the northbound lane. This results in a Bicycle Level of Traffic Stress of 2–3, uncomfortable for the majority of cyclists. The Holly Street Multi-Use path does not comply with design standards for a mixed-use facility, nor ADA standards. Home Park’s active transportation network does not connect to a network with a high standard of comfort for all users. Heavy truck traffic is detrimental to user-comfort for bicycles and pedestrians. The presence of these truck routes indicates that, should bicycles and pedestrians be co-present, intention should be directed at more robust accommodations for those modes to negate the harmful impact that heavy truck traffic may have.



3.2 HOUSING

Overview

Home Park covers about 450 acres of land and has 945 residential lots. The oldest house dates to the year 1890 with new developments currently being constructed. The housing in Home Park has been historically attractive for a variety of markets. Students attending Georgia Tech take residence in the neighborhood due to its proximity to the school and generally low rents. The neighborhood also provided a market for first-time home buyers looking for their first homes. Home Park has maintained and increased its attractiveness due to its prime location to major employers as well as a plethora of educational and recreational amenities.

The housing stock within Home Park is primarily single-family residences with a sizeable number of historical duplexes, triplexes, and shotgun houses. Out of 1055 total property records, the type of occupancy within Home Park is split between tenant-occupied and owner-occupied housing. Homestead exemptions were used to determine the amount of each kind of occupancy. Through data derived from residential efforts, it was discovered that 788 homes do not have a homestead exemption and 267 do have one. From this, we can roughly assume the amount of tenant-occupied homes and owner-occupied homes, respectively, as homestead exemptions are a tax exemption only granted to primary residences in the state of Georgia. To continue to illustrate housing in Home Park, while there are 1055 “properties” in the neighborhood, there are 2174 livable units. Of these 2174 livable units, 168 are part of a hotel and 955 are part of a 20 or more-unit apartment complex.



A house in Home Park that represents the neighborhood’s original character

Role of Home Park Community Improvement Association (HPCIA)

The HPCIA has a quasi-judicial role over Home Park where homeowners must obtain permission in order to make modifications to their parcel that deviate from city regulations, or rather, variances. Although homeowners must file the necessary paperwork with the city’s Board of Zoning Adjustment (BZA) before approaching HPCIA, the process does require neighborhood approval. To preface this process, the city operates a neighborhood planning unit system, where over 240 neighborhoods are grouped into 25 neighborhood planning units (NPU) and each are coded by a letter of the alphabet. As such, Home Park is one out of 11 member neighborhoods that constitutes NPU-E.

After the BZA’s review of the variance application, it is forwarded to the respective NPU which votes to either approve or deny the variance. Before said vote, the NPU consults with the neighborhood the variance in question would affect, which is where HPCIA exercises their influence in this process to either support or not support the motion. However, although HPCIA’s support or lack thereof is taken into consideration, it does not necessarily determine the outcome for the proposed variance when it goes back to the BZA for the final decision.

HPCIA’s role in the variance process is like the rezoning process, where a step in the procedure requires the applicant to obtain a recommendation from the NPU which is also the neighborhood’s opportunity to support or reject the proposition. Likewise with the variance process, the neighborhood’s say on the matter does not necessarily make or break the outcome of the rezoning application but is considered heavily by the Zoning Review Board who makes the final decision.

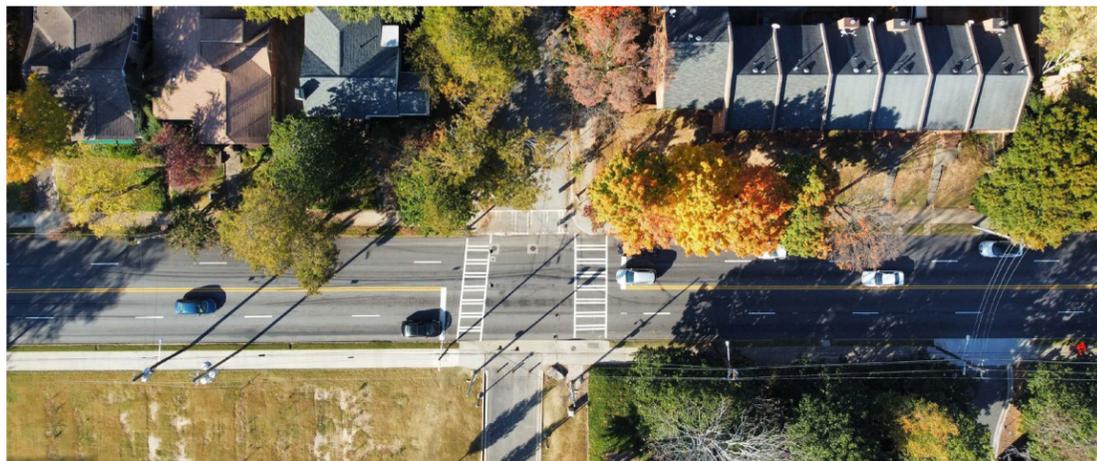
Although HPCIA’s role and influence may seem limited in these city-bureaucracy processes, there is considerable room for growth to better support the kind of community residents want to create. Within housing, further recommendations regarding short-term rentals, parking, and beautification are areas where the HPCIA can establish programs, initiatives, and routines that have a lasting impact on the identity and lifestyle of the neighborhood.

3.4 URBAN DESIGN

Streetscapes

The streetscapes of the neighborhood can also be divided between the interior of the neighborhood and the boundaries. Major interior streets, such as State Street, have road widths of 40 feet with 5 feet wide sidewalks on either side. The walking experience is quite exposed—pedestrians walking along State Street do not enjoy any dense canopy or form of shade, though mature trees occasionally dot the sidewalk. The sidewalks are, however, passable. Hemphill Avenue is another example of a major interior road at 40 feet wide, but the inclusion of street parking and bike lanes on both sides narrows the “feel” of the road. There are also more mature street trees that provide a shady canopy for pedestrians walking along the road. Smaller interior streets, such as Ethel Street or Calhoun Street, are much narrower which constrains the speed and maneuverability of automobiles. The walking experience for pedestrians is much calmer, as there are fewer chances for dangerous encounters with vehicles. Interior streets also feature a greater number of mature street trees, with many other trees contributing to the canopy from private land in the yards of residential properties. The width of the streets is around 20 feet with sidewalks ranging from 3 to 5 feet. There are a handful of areas within the neighborhood where the growth of the street trees has physically blocked off a section of the sidewalk. At these locations, pedestrians are forced to step into the street to get around the tree. People using wheels – wheelchair users, strollers, grocery dollies – have trouble maneuvering through these parts of the neighborhood in their current state. Other sidewalks with hexagonal pavers are broken up and similarly difficult to navigate.

The final area for streetscape analysis is the corridor streets of 10th and 14th. Both streets have a width of 40 feet with two traffic lanes in each direction. 14th Street has 5-foot sidewalks on both sides, but there is little to no coverage for pedestrians who will feel exposed walking next to the street. 10th Street has a 5-foot sidewalk on the north side and a multi-use path along the south side, built by Georgia Tech. Though it has several street trees along the north side, it still leaves pedestrians feeling exposed. There are sections of 10th street where the roadway is nearly flush with the sidewalk. This creates an unsafe environment for pedestrians and causes rain runoff to deposit debris on the sidewalk.



The Intersection of 10th Street and Atlantic Drive



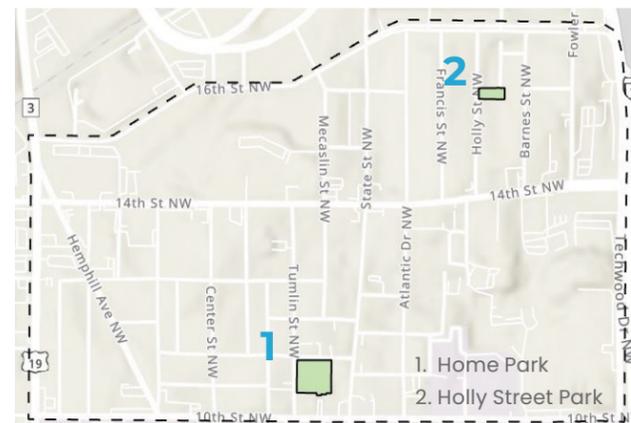
3.5 PARK | GREENSPACE

Home Park

The Home Park neighborhood has one established park, Home Park, which was developed near the center of the neighborhood in 1958. The park originally had a community center, which was torn down and rebuilt as a city-owned and operated daycare center in 2003. Children from the daycare, called the R. Kirk Landon Learning Center, do not use the park during the day, as they have their own separate playground space. The City of Atlanta’s Office of Parks owns and operates the 1.8-acre park, which currently includes a playground with swings, benches, trash cans, and two picnic tables. This green space abuts the basketball court, which dates back to 1975. High fencing currently separates the asphalt court from the rest of the park. Lights are currently completely absent in the park. An estimated 7,597 people live within a 10-minute walk of this park, per data from ParkServe. The park does not currently offer any programming.

The Atlanta Office of Parks defines Home Park as a Community Park, with the goal of “meeting community-based recreational and social needs, as well as preserving unique landscapes and open spaces”. As noted in the stakeholder engagement section, the park currently falls short of these expectations. The City Department of Parks and Recreation (DPR) Equity Data Tool, which uses a diverse set of data indicators to help evaluate needs and guide equitable prioritization of capital investment and improvement for parks and recreation citywide, has given Home Park’s total park need a score of 198. This is higher than the city average of 168, but short of the highest-need parks, which received a maximum score of 230. Per conversations with the DPR, Home Park’s score is not high enough to automatically place it on the department’s Capital Improvement Plan. It is also not included as a bond project in the 2022 Moving Atlanta Forward infrastructure package.

The City of Atlanta’s comprehensive park plan, Activate ATL, kicked off in January 2020 and was completed in December 2021; the City released the strategic plan to implement Activate ATL in February 2022. DPR staff visited each of the 380 city parks during the planning process to identify park conditions and needs, cataloguing Home Park as follows: “Existing park improvements: Improved access, visibility, safety, security, playground, multigenerational facilities, hardscape and landscape”.



Map of park locations within Home Park neighborhood



Home Park

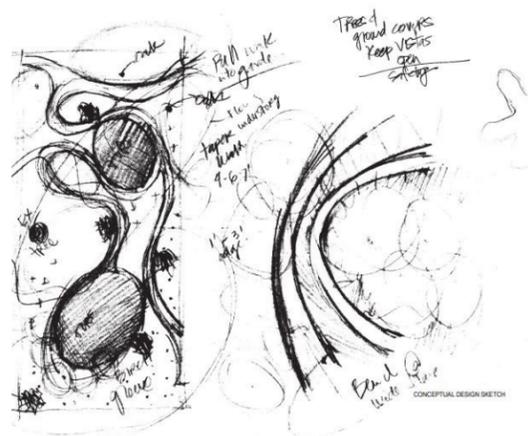
3.5 PARK | GREENSPACE

Holly Street Park

Holly Street Park has a much more recent history, as it was purchased in 2017 with funding from a community benefit agreement secured by the HPCIA and the Conservation Fund. The Atlanta Office of Parks took over ownership of the parcel at 1237 Holly Street in 2020, though the property remains vacant and has yet to be developed into an official park. DPR currently lists it as a “park in holding.” Per ParkServe’s estimates, this 0.4-acre park will serve 5,205 people within a 10-minute walk once it is developed.

A conceptual design for the park was developed through Park Pride’s Park Visioning program, which offers a one-day workshop for community groups to get ideas and visioning for park development. The resulting design, created by a landscape architect, is intended to create momentum for the park, though it did not include major items for park development such as a ground survey of the parcel. As such, the design has not been approved by the city.

DPR visited Holly Street Park as part of the Activate ATL Planning process, cataloguing it as follows: “Park was acquired in 2017. Development to begin in Winter 2022. Development of a new park amenities to be determined after community engagement.” The park has not yet been evaluated by the DPR Equity Data Tool (EDT). However, the City’s 2023–2027 Impact Fee Capital Improvements Element (CIE), includes a budget line item for the property to be developed as a new park, with an estimated project cost of \$500,000 sourced from city impact fees. The project, however, was slated to begin in January 2022 and be completed by January 2023. Though behind schedule, HPCIA can leverage this capital outlay by the city to fund the park’s development and catalyze movement on the park



CONCEPTUAL DESIGN
PREPARED FOR THE HOME PARK COMMUNITY AND PARK PRIDE
PREPARED BY BUSCH LANDSCAPE ARCHITECTURE

HOLLY STREET PARK

Front cover of Holly Street Park conceptual design

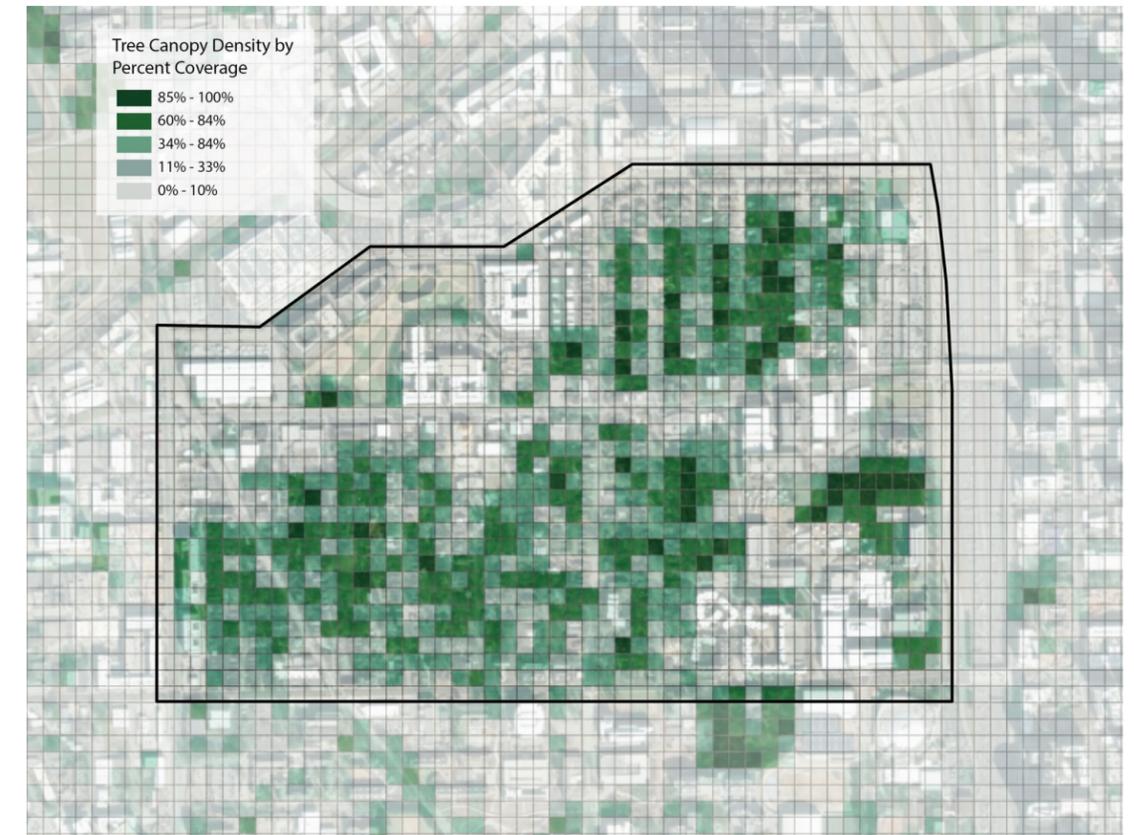


Holly Street Park

Tree Canopy

One of Home Park’s greatest assets is its mature tree canopy. The neighborhood is a sea of green, particularly in contrast to bordering communities – West Midtown, Atlantic Station, and the nearest parts of Midtown are all fairly limited in comparison. The canopy is strong throughout the neighborhood, primarily in the interior, and is weakest along major corridors, with the fewest trees along Northside Drive and 14th Street. 16th Street is also lacking in tree canopy, though this could be attributed in part to its relatively recent development by Atlantic Station.

Trees Atlanta, a local nonprofit, supports the tree canopy in Home Park and throughout the city. This organization protects and improves Atlanta’s urban forest via planting, conserving, and educating, with a total of 150,000 trees planted in the city since their founding in 1986. They have been active in Home Park, with their database showing 103 trees planted in the neighborhood since 2009. The City of Atlanta is currently updating its Tree Protection Ordinance, with the goal of introducing and implementing stronger protections for the tree canopy by early 2023. The Ordinance, created in 2001, outlines requirements for development, with the goal of preserving Atlanta’s status as a city in a forest.



Density of Tree Canopy in Home Park

4. STAKEHOLDER ENGAGEMENT

A thorough stakeholder engagement process guided this planning effort. Given the residential nature of Home Park, heavy emphasis was placed on engaging homeowners and tenants. HPCIA provided a vital link for meaningful communication with residents. In addition to residential engagement, the studio team solicited input from a variety of professional sources for additional insight into issues in and around Home Park. Public engagement took place via three primary forms: resident interviews, an online survey, and two community meetings.

Interview

The Studio Team interviewed residents both in-person at Atlanta Christian Church (located on State Street in Home Park) and online via Zoom. The studio team contacted participants via email and encouraged them to schedule an interview for the format that best suited them. Interviews followed a standardized open-ended question list, although ample flexibility was allowed for free-flow conversation. In total, 13 stakeholders participated in interviews with the studio team; 12 of these were homeowners and one was a tenant. The full list of interview questions, aggregated responses, and analysis methodology are included in Appendix A.

The studio team consulted various professional sources for information regarding specific topics. These sources and a brief description of their contributions are listed below:

- Byron Rushing with the Atlanta Regional Commission: Provided an overview of the regional pedestrian and bicycle transportation networks and discussed Home Park’s position in them
- Tara Buckner and Sabina Kasumova with the City of Atlanta DPR: Discussed the status of Home Park and Holly Street Parks in relation to the department’s planning and improvement efforts
- Samuel Harris with GDOT: Provided expert opinion on transportation matters affecting Home Park
- Ruth Pimentel with Park Pride: Walked through Park Pride programming opportunities and gave insight to Park history

Survey

An anonymous Microsoft Forms survey was sent out to the stakeholder list provided by HPCIA; of the 42 individuals on the list, 30 provided responses. As with the interviews, survey questions were open-ended to allow residents freedom of expression. The list of survey questions, aggregated responses, and analysis methodology, are included in Appendix B.

Community Meetings

The studio team hosted two virtual community meetings. The first, held on October 12th, 2022, presented preliminary planning recommendations, inviting attendees to provide feedback via the Zoom chat and a question-and-answer forum after the presentation. Following a period of revisions and additional research, the studio team hosted a second meeting on November 7th, 2022, to share final recommendations and gather any remaining community feedback. The Studio Team provided contact information after both meetings and made copies of the presentations available to community members.



5. OVERVIEW

The Master Plan is grounded in the stakeholder feedback and contextual information gathered by the studio team. It consists of planning recommendations to address some of the neighborhood’s greatest threats and improve the quality of life for all Home Park residents. These recommendations are accompanied by the Community Work Plan (found on page 56), sorted into the following focus areas:



Transportation: An Improvements to Home Park’s transportation systems should prioritize residents’ desire for safety and mode-choice through the neighborhood and beyond. A new cross-section on State Street to add a protected cycle track traversing Home Park, as well as a four-to-three lane road diet on Memorial Drive should be pursued for adoption and implementation. These two initiatives will require advocacy and collaboration between the neighborhood and the appropriate transportation departments, but operating within the existing right-of-way means that these two project represent relatively low-cost and high-reward opportunities for the neighborhood to advance its goals.



Housing: Home Park’s residential life is core to the neighborhood’s overall character. To preserve its residential quality of life, the proliferation of short-term rental’s must be reduced to primary residences and vetted by the neighborhood prior to operation. The inconvenient lack of parking tends to be exacerbated by overbooked short-term rentals and visitors from the general public. Parking restrictions must be tailored to a street-by-street basis according to the previous recommendations provided by the city. The neighborhood’s visual attractiveness and walkability is dependent on the upkeep of residential properties and clearing bulk debris from public rights-of-way. To restore and maintain the appeal of Home Park, it is essential to establish strong connections with the student-tenant community and the city’s solid waste services to clean up bulk trash and ensure absentee landlords are involved in the upkeep of their properties.



Land Use: Home Park’s charming, close-knit residential core sets it apart from other in-town neighborhoods and should be preserved even as the surrounding area continues to densify. Meanwhile, its commercial nodes and corridors should be reimagined and reclassified to allow development that supports the desire of residents for walkable, human-scale retail. The existing zoning ordinance and its pending rewrite are powerful tools to advance these goals.



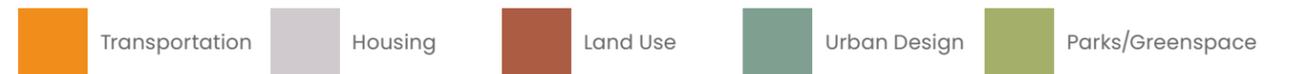
Urban Design: Home Park occupies a unique position within Atlanta and provides a sense of history and charm that is somewhat missing from surrounding neighborhoods. The neighborhood’s special form should be preserved through the creation of design guidelines and the reconstruction of interior sidewalks. In addition, the neighborhood’s unique sense of community should be preserved and amplified through the development of resident-oriented commercial nodes and the installation of signage



Parks/Greenspace: Home Park’s beautiful tree canopy and park are unique amenities to the neighborhood. The tree canopy is not stagnant, and needs to be directly advocated for amidst the constant balance between development and preservation efforts. The existing park is underutilized and not serving its highest potential despite its size and ease of access in the neighborhood. There is ample opportunity to improve the park, as well as strategically push forward efforts for the development of Holly Street Park. Home Park’s greenspaces have the opportunity to bring neighbors together as a community gathering spaces, as well as offer recreational opportunities for those who work in the area.



High-level master plan of target areas in Home Park, categorized by focus area



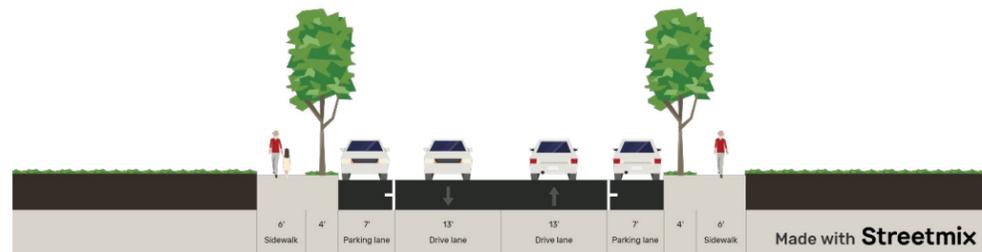
6.1 TRANSPORTATION

The following recommendations represent consensus in the neighborhood, as well as current best practices for addressing the needs identified in the area. They are conceptual representations of design treatments as they should be applied to these specific streets in Home Park. These visualizations may require further refinement, full feasibility studies, and engineering to be brought to implementation. Projects labels from the recommendation section align with those from the Community work Plan.

Recommendation 1: State Street New Cross Section

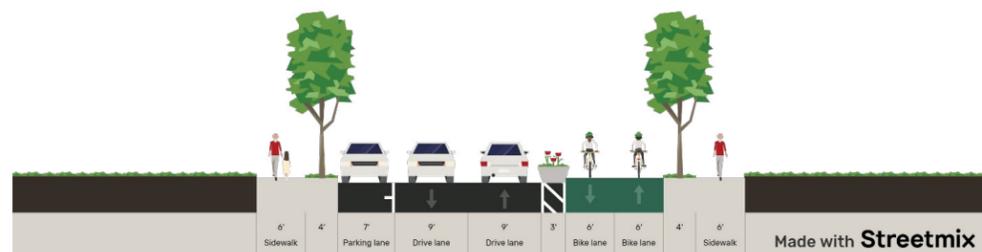
Recommendation #1 is a new proposed cross section for State Street, to include a new, two-way cycle track and buffer, pursuant to best practices to ensure a high level of comfort for all modes of travel, and for all levels of ability (T1.1). This requires repurposing of east parking lane (approximately 60 useable parking spaces on the half-mile corridor) to accommodate the cycle track and buffer. The two-way cycle track was selected to provide a protected space on the roadway with a buffer for bicycles travelling both directions, while preserving one parking lane, and eliminating the potential for “dooring” of cyclists. One special consideration that should be taken in the design of this facility is the potential for chicanes of all travel lanes to preserve established trees providing canopy coverage and on-street handicap parking spaces.

State St 10th to 14th (Existing)



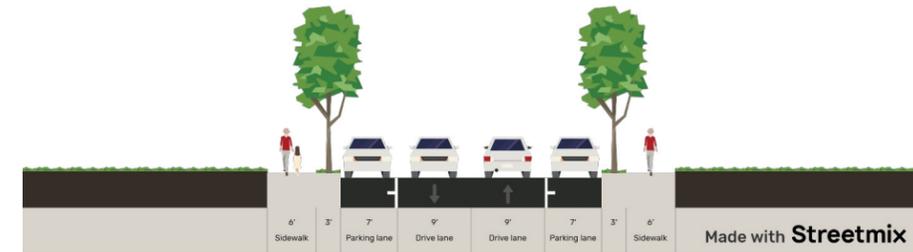
Existing State Street cross section from 10th to 14th

State St 10th to 14th (Proposed)



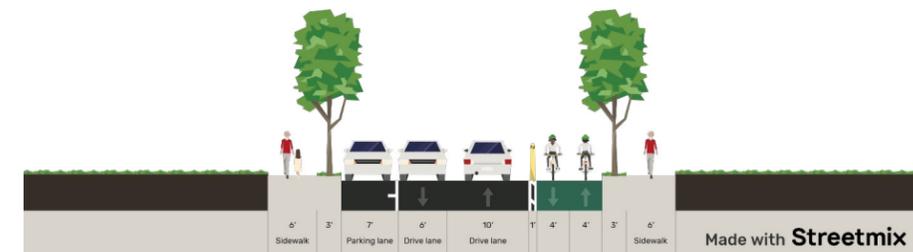
Proposed State Street cross section from 10th to 14th

State St. 14th to 16th (Existing)



Existing State Street cross section from 14th to 16th

State St. 14th to 16th (Proposed)



Proposed State Street cross section from 14th to 16th

Recommendation 2: 14th Street Road Diet

Recommendation #2 is a four-to-three lane road diet for 14th Street (T2.1). Data analysis and community input identified 14th Street as the top concern in the neighborhood due to excessive speeds, unsafe driving behaviors, poor turn visibility, and an uncomfortable pedestrian experience. A conversion four-to-three lane conversion on a road with traffic counts like 14th (>15,000 vehicles/day annual average) has been shown to redress the issues on 14th without serious congestion increases. Specifically, a road diet such as this can help slow vehicle speeds, improve visibility for drivers, reduce the angled, rear-end, and side-swipe crashes that dominate 14th, and allow for a more comfortable environment for bicycles and pedestrians. A road diet project such as this can only be facilitated through coordination with GDOT. Community concerns regarding cut-through traffic, particularly on Ethel Street, should be directly addressed in a full traffic study to accompany implementation.

6.1 TRANSPORTATION

14th Street (Existing)



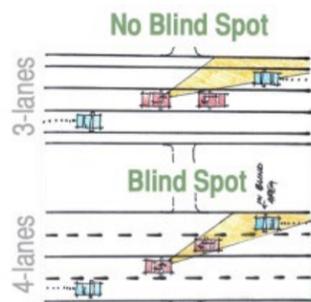
Existing 14th Street cross section

14th Street (Proposed)



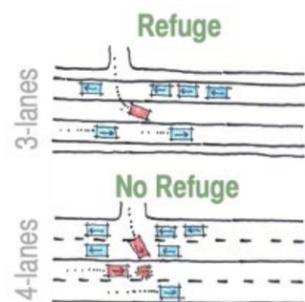
Proposed 14th Street cross section

The following six graphics explain some of the benefits that road diets have been shown to bring to four-lane roads:



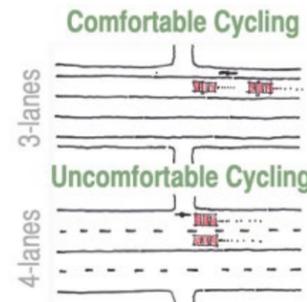
Visibility

In the 4-lane section, the visibility of vehicles waiting to turn left is blocked by oncoming vehicles or left turning vehicles in the adjacent opposite lane. This creates a blind spot preventing the driver turning left from seeing oncoming traffic and safely turning across traffic. The center turn lane eliminates this blind spot and allows the driver to directly see the oncoming traffic.



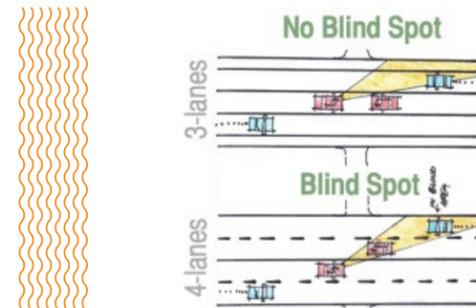
Turning Refuge

In the 4-lane section, vehicles turning left onto the roadway must cross 2 lanes of traffic to then enter into the desired lane. This creates an increased risk of an accident with vehicles traveling in both directions on the throughfare. In a 3-lane section, vehicles turning left onto the throughfare must successfully cross only 1 lane of traffic to safely enter into the middle turning lane where the vehicle can wait to merge into the desired lane.



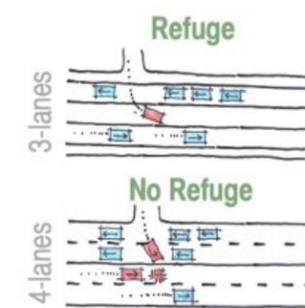
Bike Accommodation

In the 4-lane sections without dedicated bicycle lanes cyclists share the outside travel lane with vehicles creating an uncomfortable accommodation that is typically utilized by only the most experienced and confident cyclist. In a 3-lane conversion, the extra roadway space can be reclaimed for bicycle lanes to create a clearer, comfortable and safer bicycle facility that encourages broader use.



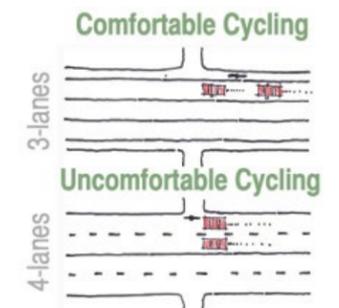
Speeding

A 4-lane section promotes lane changing behavior and speeding as more aggressive drivers utilize the second travel lane to pass slower moving vehicles and travel through the corridor faster. The 3-lane section eliminates the second lane and regulates overall vehicle speed to the slowest moving vehicle.



Left Turn Weaving

In a 4-lane section, vehicles waiting to turn left cause approaching vehicles to spontaneously and unpredictably weave and change lanes, increasing the potential for sideswipe crashes. Providing a dedicated center turn lane removes the left turning vehicle from the traffic flow and eliminates lane changing.



Left Turn Queue

Stopped vehicles in the center lanes waiting to turn left create vehicle queues in a travel lane at unpredictable times and places. Vehicles approaching this queue do not always anticipate the stopped traffic resulting in rear-end crashes. A separated left turn lane removes this situation.

Intersection Improvements

The following conceptual intersection plans are aimed at bringing the proposed projects closer to implementation by facilitating connections between the proposed corridor improvements and the surrounding network. With ease of implementation in mind, these designs rely primarily on road paint to establish right of way and multimodal comfort. Wherever possible, final designs should strive to incorporate additional elements that prioritize comfort and safety for all modes of travel. Specifically, curb bulb-outs at the intersections of 10th and State and 14th and Atlantic should be examined as a possible treatment to expand the pedestrian space and calm traffic. All conceptual designs are subject to refinement and final authoritative during the anticipated engineering process.



10th and State Intersection Improvement

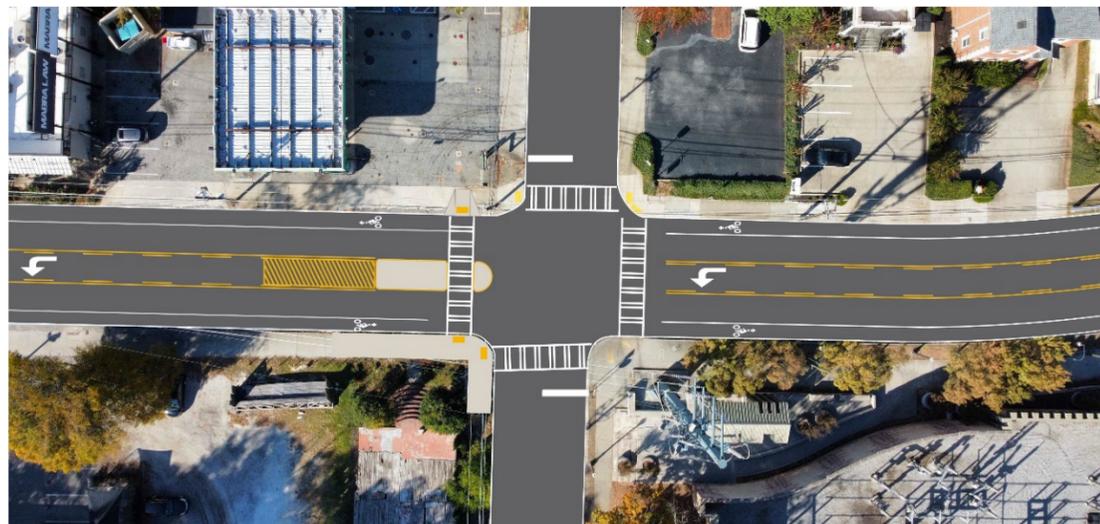
6.1 TRANSPORTATION



14th and State Intersection Improvement

The 14th and Atlantic Intersection improvement includes:

- Tree Removal
- Advance Warning
- Rectangular Rapid Flash Beacon (RRFB)



14th and Atlantic Intersection Improvement

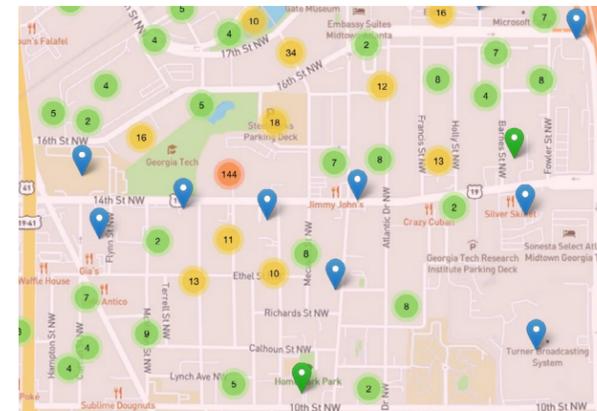
The recommendation for the intersection of 10th Street and Atlantic Drive is an actuated bicycle signal head (T3.1). Currently, there is no guidance for the movement of bicycles through the intersection coming northward from the bicycle and pedestrian only section of Atlantic Drive on Georgia Tech’s campus. In lieu of an actuated bicycle signal head, a sign directing cyclists to use the pedestrian signal (MUTCD R9-5) may be installed as an interim measure.



6.2 HOUSING

Recommendation 1: Improved Management of Short-Term Rentals

Short-term rentals (STR) are a burgeoning business in the city of Atlanta, with an estimated 7,465 of these properties currently found within city boundaries. According to atneighbors.org, 1272 of these are in Home Park, but the HPCIA claims there are 266. Residents of Home Park are concerned about the lack of municipal management over STRs and how the proliferation of these residential businesses changes the character of their neighborhood from residential to a quasi-hotel district. To address the increasing pressure and ensure that STRs are held to community standards, the Atlanta city council passed Ordinance 20-O-1656, Regulation and Taxation of Short-Term Rentals (H1.1). This ordinance establishes an application process for individuals who run STRs in Atlanta to obtain a license to operate lawfully in accordance with city regulations. However, the implementation of this ordinance was delayed several times to give STR operators time to obtain licenses. Although this ordinance was approved by the City Council on March 15, 2021, the current deadline to obtain a license before code enforcement begins is December 5th, 2022.



Map of Short-Term Rentals in the Home Park (the area bounded by 16th street to the north, 10th street to the south, Northside Drive to the west, and the 75/85 connector to the east)

The application process requires a checklist of notarized documents and payments to be submitted annually in order to obtain or renew a short-term rental license. A brief overview of the application is as follows:

- Signed acknowledgement that the STR ordinance has been read and understood
- Submission of the STR operator’s contact information
- Disclosure of the address of the STR unit
- Utility bill, deed, lease agreement, or certificate of organization of the entity for proof of primary residence/ownership or permission from the owner (if an operator owns or rents two properties within the city of Atlanta and wants to make one or both STRs, one must be registered as the primary residence.)
- Submission of written rules stating the unlawfulness of excessive noise
- Acknowledgement of the maximum occupancy rate of 2 adults per bedroom
- Disclosure of the number of parking spaces available and their location
- Acknowledgement that violations may result in eviction and/or fines
- USPS mailed notification letter to adjacent properties of the intention of the property becoming a STR
- Payment of \$150.00 and an 8% hotel-motel tax rental fee

6.2 HOUSING

Although this legislation established much needed structure and management over the industry in Atlanta, some neighborhoods need more support and restrictions in place to preserve their residential character and quality of life; particularly Home Park. Additionally, the ordinance comes up short on reducing the sheer number of STRs. Obtaining a license may filter out a portion of individuals who cannot produce the appropriate documentation and fees, but so long as these requirements are satisfied, an STR agent can run any number of short-term residences. City leaders have also acknowledged this gap in reducing the proliferation of STRs and have proposed additional legislative measures to remedy it. Namely, Councilmember Byron Amos has introduced Ordinance 22-O-1759, Home Park Short Term Rental SPI which restricts the issuance of licenses to STR agents operating an STR solely from their primary residence.

This ordinance, once enacted, would return a level of comfort that permanent residents have lost and keep the number of STRs relatively low in the neighborhood. By restricting STRs to just primary residences, hosts are more likely to be in close proximity with their guests and ensure that noise and cleanliness standards are maintained. This arrangement brings the STR experience back to what it mostly consisted of when it was a budding industry- families and individuals simply renting out extra rooms within their homes for a short time, in return for compensation. Thus, it is recommended that the HPCIA continue to support this legislation until its approval to secure this critical step towards reclaiming the residential quality of the neighborhood.

There are more legislative opportunities that can ensure STR operators, and their proposed short-term rental businesses are up to community standards before operation. An additional measure to this end would be to require a special use permit (SUP) in order to operate STRs within Home Park (H1.2). To acquire a special use permit, a potential STR operator would be required to fill out the appropriate paperwork with the city which entails meetings with the neighborhood planning unit and a hearing with the Zoning Review Board (ZRB) this process ensures that the community vets this business endeavor before its operation within the neighborhood. HPCIA can add additional conditions surrounding parking, trash, so that operational standards are at a level the community is satisfied with.

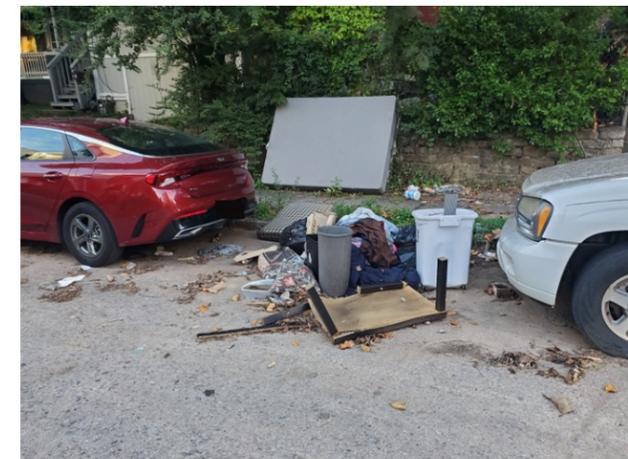
Recommendation 2: Parking

Parking in Home Park has historically been a challenge to meet both residential needs and accommodate visitor demand. Because of its convenient location to schools, recreation, and jobs, visitors tend to use the neighborhood's streets to park their vehicles for most of the day while making last-mile trips to their destinations through micromobility alternatives. As such, the neighborhood has been experiencing intense overcrowding in their generally narrow streets and have made attempts to manage it, particularly by creating a residential parking permit program, that residents on each street can choose to opt-in to or out of. The impetus behind this was to give priority parking to residents via the use of the residential permit. However, this brought on new obstacles where the number of permits residents could get per household would be too limited for their needs, and guests of residents would find their vehicles ticketed after a certain amount of time, which were both unforeseen consequences. Considering this, most streets in Home Park have abandoned the residential parking permit program altogether.

Another attempt at addressing parking was through the encoding of the Special Interest District-8 (SPI-8) into the city's code of ordinances for Home Park. This required that upon enactment, homes built in Home Park had to include one parking space per bedroom on the property, so that parking for these homes would be effectively off street and reduce the crowdedness on the roads. Homes that were built before the installation of this legislation were and remain to be exempt from this rule as they generally do not have parking spaces on their property and therefore must utilize the adjacent street to park their vehicles. Nonetheless, overcrowding remains a pressing issue in the neighborhood, with limited creative solutions.

A study led by the city twelve years ago took an assessment of every street in Home Park that considered the size of each respective street as well as any current parking restrictions or one-way conversions (see Appendix C for more detail). Recommendations were made for each street, either proposing to add or keep parking restrictions or to have no restrictions at all. The parking restrictions, one-way orientations, and width of the streets have not departed much since the assessment, thus next steps for the neighborhood would be to observe each street recommendation individually and determine which are the most impactful to implement (H2.1).

Parking in the modern world is a common issue, particularly in vehicle-dominated societies. As more protected bike lanes are built, and other multi-modal options become more available, the number of cars on the streets will decrease, and so will overcrowding from parking in residential areas. The transportation recommendations in this document are also geared towards this end, so that parking in Home Park for residents becomes less congested and more convenient over time.



A side-by-side comparison of public rights-of-way in Home Park, one with strewn bulk trash and the other with a clear path. The picture on the right is the standard residents want to uphold.

6.2 HOUSING

Recommendation 3: Beautification

There are several beautification projects that HPCIA can jumpstart at little cost in time and effort but yield significant results. As mentioned previously, a large amount of student tenants live in Home Park because of its convenient location to Georgia Tech, and its generally low rents. Yet, student tenants are largely unaware of what housing conditions they get are acceptable or otherwise and communication from absentee landlords are lacking, resulting in bulk trash left out on curbs for long periods of time and generally unkept premises.

Thus, working with student tenants to establish a Home Park Student-Tenant Association is an essential first step **(H3.1)**. This organization would be best suited if established as a student organization within the student engagement department at Georgia Tech. This would secure its longevity within a well-established student organization system and increase its exposure to students that would become tenants in Home Park or funnel students that are already tenants into the organization. To create a new student organization, there are a few preliminary steps, namely acquiring at least 10 initial members, a Georgia Tech faculty/staff advisor, creating a constitution, and attendance to student organization chartering training sessions. Much of these steps can be accomplished with the effort of student-tenants that have a vested interest in establishing an organization and can help secure Tech personnel to become

This goal of creating a Home Park Student-Tenant Association has its merits. It provides an avenue for direct communication between and to student tenants, where they can compare housing conditions and receive support from HPCIA to advocate for improvements from respective landlords. HPCIA can also directly inform student tenants of bulk trash pickup dates, organize swap meets to reduce waste during move-in/move-out seasons, put pressure on absentee landlords to upkeep their properties, and announce other opportunities for community involvement.

Although establishing this student-tenant organization is foundational to addressing the large amounts of bulk solid waste left out on public right of way; additional initiatives can also support keeping curbs clear. In addition to coordinating swap meets, partnering with Goodwill or other local thrift stores can give student-tenants an opportunity to donate their items if they are in good condition **(H3.4)**. For student-tenants who may not be a member of the organization, physical flyers throughout the neighborhood can serve a dual role by providing steps to handle their bulk trash appropriately and invite them to join the organization **(H3.3)**. Lastly, the City of Atlanta does provide bulk trash pickups on an appointment basis, where 12 collections per requesting party can be provided annually. The HPCIA either in conjunction with the student-tenant organization or independently, can schedule these collections, however we recommend discussing the unique needs of Home Park with the city’s Solid Waste Services (SWS) personnel and the office of Councilmember Amos. This is to resume automatic, regular monthly bulk trash pickups, particularly in August during the peak move-in and move-out season **(H3.2)**.



6.3 LAND USE

Recommendation 1: Commercial Rezoning

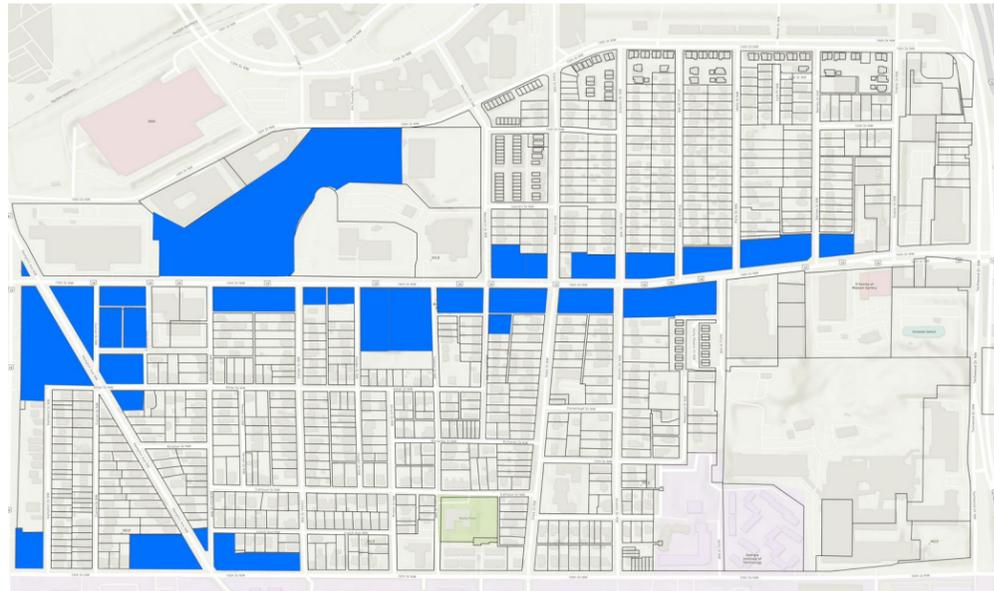
Residents of Home Park have expressed a desire for more pedestrian-oriented restaurants and retail options. However, many existing commercial properties, especially along 14th Street, do not create a welcoming environment for Home Park residents; auto-oriented layout with frequent curb cuts lead to an unpleasant experience on foot. Adopting MRC, or Mixed Residential Commercial, zoning standards will enable the type of walkable, pedestrian-friendly environment that residents have expressed a desire for. Specifically, MRC provisions do not permit parking structures between the street and the building façade; instead, parking will be located behind the buildings so as not to disrupt the pedestrian experience.

Several commercial properties surround the intersection of 10th Street and Hemphill Avenue. These parcels are zoned C-1, Community Business, and should be rezoned to MRC-1, which will support low-density commercial uses. Other commercial properties are clustered along 14th Street and are zoned C-2, Commercial Service. Rezoning these parcels to MRC-2, which is designed for corridor commercial uses, will ensure that when redevelopment occurs, it does so in a manner that supports the pedestrian experience Home Park residents want.

Residents have expressed concerns about noise, trash, and other negative effects that adjoining residential properties would experience due to moving commercial parking behind associated buildings. MRC design standards address this concern by including language that requires a 20-foot buffer and a 6-foot-tall opaque wall between MRC-zoned parcels and any adjoining residential properties.

To accomplish this, HPCIA will first need to submit a rezoning application to the City of Atlanta’s Concept Review Committee (CRC); the CRC is intended to streamline the review process by identifying potential challenges and highlighting areas to refine before the official review begins **(L1.1)**. Once that is done, HPCIA will need to submit a list and map of all properties it is seeking to rezone, along with current and proposed zoning for each, to Neighborhood Planning Unit (NPU) E. Additionally, HPCIA will need to post public notice signs on all properties it is seeking to rezone, advertise the rezoning case in the Fulton County Daily Report, and mail postcards to all properties within 300 feet of the parcels to be rezoned. After the NPU has provided a recommendation, the City Zoning Review Board (ZRB) will hold a public hearing and provide its own recommendation to the City Council, which will render the final decision on the rezoning request.

6.3 LAND USE



Parcel map of Home Park with commercial properties targeted for rezoning shown in blue

Recommendation 2: Zoning Rewrite

In late 2022, the City of Atlanta resumed the process of rewriting its zoning ordinance. The intent of the rewrite is to simplify the zoning code, not to significantly change the character of existing, established neighborhoods. The zoning rewrite will be a multi-year process, with the Department of City Planning hosting several Focused Workshops in the coming months; these hands-on sessions will provide a forum to share alternative recommendations and provide public feedback. As a designated Conservation Area, Home Park will have an opportunity to make its input known on April 13, 2023 (L2.2).

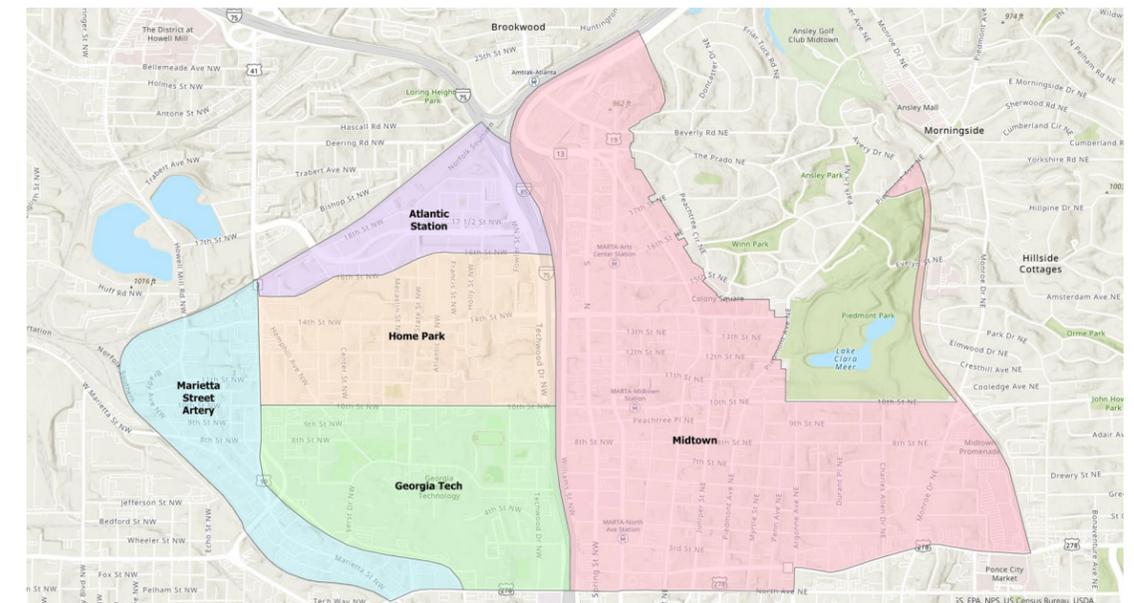
To express its desires for future development, the Studio Team recommends that Home Park draft a Neighborhood Identity Statement (L2.1). This can be a brief paragraph stating the current characteristics of the neighborhood that residents identify as essential and worth preserving. It can also include the neighborhood elements to be pursued or improved going forward. The Studio Team has drafted a statement below that HPCIA can use as a starting point. This statement should be submitted to the City by the summer of 2023.

Home Park is a neighborhood made up predominantly of small-lot residential properties, with single-family homes, two-family homes, and rear-yard accessory dwellings. The neighborhood has appropriately scaled townhomes and missing middle housing developments which are integrated into the community in ways that maintain and preserve its historic neighborhood charm. The corridors that make up the boundaries of the neighborhood should provide desired goods, services, and civic uses, all within walking distance of the neighborhood. Combined with safe and walkable neighborhood streets and block patterns, the neighborhood is truly pedestrian-friendly and enables residents to get around more without the use of a car.

Recommendation 3: Communication with Surrounding Neighborhoods

The neighborhoods surrounding Home Park have seen an abundance of development in the past two decades, with the rise of Atlantic Station and the Westside Provisions District, the continued expansion of Georgia Tech, and the construction of the Interlock and other mixed-use properties along Northside Drive. Most recently, Georgia Tech has received an Economic Development Authority grant to redevelop its 14th Street manufacturing facility into an advanced Artificial Intelligence hub, which could spur redevelopment similar to that seen in Tech Square.

This highlights the wider impact that development within a single neighborhood or area can have on the surrounding region. Therefore, the Studio Team recommends that HPCIA establish and maintain communications with representatives of the surrounding neighborhoods regarding redevelopment and land use decisions; whether the Land Use committee or a newly-formed committee takes up this task is up to the neighborhood (L3.1). HPCIA should approach Midtown Alliance, along with groups from Atlantic Station, Marietta Street Artery, and Georgia Tech, and work with these groups to set a regular meeting time to discuss potential development situations. Doing so will provide a forum in which HPCIA can advocate for the interests of Home Park residents and their quality of life.



Map of Home Park and surrounding neighborhoods

6.3 LAND USE

Recommendation 4: Residential Development Vision

Much like in other American cities, Atlanta’s residential properties are overwhelmingly zoned for single-family use. This makes Home Park unique in that gentle density is already permitted under its existing Two-Family Residential zoning. More than that, this presents an opportunity for Home Park to provide affordable housing options while still retaining its idyllic, quaint neighborhood feel.

To that end, the Studio Team recommends HPCIA form a committee to define the characteristics of preferred redevelopment under R-5 zoning (**L4.1**). Options to consider could include adding accessory dwelling units (ADUs) and converting single-family detached homes to duplexes. Combined with housing policy and urban design guidelines, this action could protect Home Park’s calm atmosphere and allay resident concerns about over-development while still allowing more individuals the chance to become involved and invested in Home Park.



Attached accessory dwelling unit
Source: Atlanta Department of City Planning



6.4 URBAN DESIGN

Recommendation 1: Neighborhood Commercial Centers

Stakeholder engagement with residents of Home Park revealed the desire for community-oriented commercial development along 10th and 14th Streets. Common themes amongst those expressing interest were mixed-use with residential units over small stores and a maximum height of three stories. Rezoning the parcels along these corridors to MCR-1 – as described in the previous Land Use section – can ensure that neighborhood-scale commercial structures are constructed to replace current auto-centric properties.

Neighborhood Commercial Centers are spatially defined places that provide community-scale commercial activities to an individual neighborhood; in this case, Home Park. Customers from other parts of Atlanta can shop at these centers, but the primary customer focus should be on the wants and needs of the residents of Home Park. Examples of existing Atlanta neighborhood commercial centers can be found at the intersection of North Highland Ave and Virginia Ave in the Virginia Highlands neighborhood and the intersection of Oakview Road and Howard Street in the Kirkwood neighborhood. The physical form of these neighborhood commercial center examples is one that should be replicated in Home Park.



Examples of Neighborhood Commercial Centers in Virginia Highland and Kirkwood

The commercial center for 10th Street should be located at the intersection of 10th Street and Hemphill Avenue (**U1.1**). This was historically a dense commercial area, with Rocky Mountain Pizza’s building serving as an example of the older commercial structures. The primary objective of this location is the redevelopment of the current strip-style commercial structure on the northwest corner of the intersection. The single-story structure should be removed and replaced with a three-story, mixed-use structure immediately on the corner and a two-story structure directly to the west. The two buildings are intended to be separated by a narrow passageway that will allow access between the building fronts and the parking in the rear of the parcel. The primary design element of these structures should be brick, with awnings over the first-floor retail spaces. This is meant to emulate historic “main-street” commercial structures and provide an inviting building for residents to shop and dine at. The sidewalk along 10th Street and Hemphill Avenue should be widened to fifteen feet, with five feet intended for sidewalk amenities and ten feet for open space (**U1.2**). Sidewalk amenities should include street trees, lamp posts, and bike racks, though other amenities such as benches and trash cans can also be included. The design of the buildings and sidewalk is meant to create an inviting place that can easily be accessed by pedestrians.

6.4 URBAN DESIGN

A surface parking lot should be placed behind the structures on the north side of the parcel **(U1.3)**. The number of parking spaces will be determined by MCR-1 zoning requirements. Currently, this means that there should be one parking space for every two residential units and one parking space for every 500 sq ft. of retail space. The northern boundary of the parking area will be buffered by a 20-foot transitional yard. Any lighting for the parking area will be oriented away from any adjacent residential parcels.

The commercial center for 14th Street should be located around the intersection of 14th Street and State Street **(U1.1)**. This center is intended to serve residents on the North side of Home Park, and the current land use around this intersection is aligned to provide an opportunity for a true commercial core. Two-story mixed-use buildings should be located on the Northwest, Southwest, and Southeast corners of the intersection. The existing historic commercial structures on the Northeast corner of the intersection should be preserved. The development on the southwest corner should not impact the former church structure that inhabits the west side of the block, in an effort to prioritize historic preservation. The current structure could be torn down and replaced with modern apartments, but it was decided that maintaining the church provides a better community feel to Home Park. The developments on the northwest and southeast corners should extend to Mecaslin Street and Atlantic Drive, respectively. Extending any developments along the entire edge of the block fronting 14th Street will give the impression that this is a true commercial core, instead of a cluster of separate buildings. Structures at this neighborhood center should also feature brick facades. Each face will feature storefronts on the ground floor with display windows and recessed entrances. Buildings should also feature cornices at the top of the exterior wall. As with the 10th Street development, surface parking lots will exist behind the structures fronting 14th Street **(U1.3)**. These parking areas will also feature 20-foot buffers and lighting oriented away from adjacent residential parcels.

Recommendation 2: Design Guidelines

As mentioned in the existing conditions, Home Park is known for its early 20th-century bungalow structures. Recent developments within the historic core threaten to disrupt the character of the neighborhood. The neighborhood should amend the current SPI-8 zoning overlay to include design guidelines for any new structures **(U2.1)**. Home Park's existing SPI overlay only concerns the parking requirements with residential properties. However, Special Public Interest Districts have the capacity to guide the form and design of new developments within the neighborhood. An example of an existing neighborhood with extensive design guidelines is Vine City. Its SPI-II Overlay breaks the neighborhood down into separate subareas, to ensure different uses are accounted for. Home Park could ensure that new developments within the neighborhood match the characteristics of existing structures and conform to any other regulations put in place. An amendment to the existing overlay will be easier for the neighborhood than creating any new zoning designation.

To initiate this process, the neighborhood should contact their council member and the Office of Zoning and Development to express their interest in updating the overlay. The neighborhood will be able to incorporate community feedback to ensure the final product is in line with the desires of Home Park residents. Feedback could be collected via a new HPCIA committee focused on urban design **(U2.2)**. Having explicit demands for an amendment to the overlay will help expedite the process.

Recommendation 3: Interior Streetscape Improvements

The City of Atlanta has plans for improvements to Home Park's main corridors, but not for interior streets. As such, the neighborhood should aim to fully connect all existing blocks with sidewalks, where lacking, and repair current sidewalks that are covered in debris and/or damaged **(U3.1)**. All maintenance, repair, and new construction of sidewalks should be done with concrete, as brick and hexagonal pavers are easily moved and damaged by foot traffic, automobile traffic, and tree growth. Sidewalks should also be kept clear of debris, garbage bins, and general rubbish which render them impassable. The neighborhood should require bins to be moved immediately on days without any trash pickup. Current street trees should be maintained, though there are instances where the sheer size of a tree prevents the replacement of surrounding sidewalks. Property from adjacent homeowners may need to be acquired to allow the sidewalk to curve around a tree.



There are a few locations within Home Park where street trees abut retaining walls. It may be physically or economically infeasible to curve the sidewalk across a property line. In this instance a "bulb-out" or curb extension, which sees the sidewalk curve around the tree into the street, could be used. Curb extensions are often used for street calming or to provide extra space for greenery, but the conservation of Home Park's street trees warrant such a measure. In the event that a tree falls or is removed, the sidewalk could continue on its straight path, and the curb extension could either be removed or maintained as a space for additional greenery.

6.4 URBAN DESIGN



Mature street trees on Calhoun Street



Example of a Curb Extension in Santa Fe
Source: NACTO



Example of Street Trees affecting street right-of-way in Austin, Texas
Photo credit to Guy Rawlins

Funding for neighborhood improvement could come from two sources: the City of Atlanta and Neighborhood raised funds. Atlanta is working on a roadmap for repairing sidewalks throughout the city, but there is a considerable backlog. As such, it may take many years for the city to address Home Park's sidewalks. This could be advanced if the HPCIA made it clear to their NPU and/or council representative which sidewalk segments need to be repaired. HPCIA can also pursue locally raised funds via neighborhood events or fundraisers, in which a percentage of any money raised could be designated exclusively for community streetscape improvements.

Recommendation 4: Improved Sense of Place

Many of Atlanta's historic neighborhoods go to great lengths to highlight their unique sense of place through the extensive use of signage. Home Park lacks any indication that an individual is entering or leaving the neighborhood. An example of unique signage, that is common in Atlanta, is to hang on each home in the neighborhood. This is seen in Grant Park, which features half suns with the address number of each house, and Ormewood Park, which hangs trolley car signs. One resident of Home Park contacted the Studio Group to show prototype signs for homes around the neighborhood. These signs are shaped like orange oak leaves and are large enough for the homeowner to display their home address numbers. These signs, hung from many houses throughout the neighborhood, create a unique indicator that one is in the specific neighborhood of Home Park (U4.1). It also adds a fun visual element to the neighborhood.



An example of Home Signage in the Ormewood Park Neighborhood

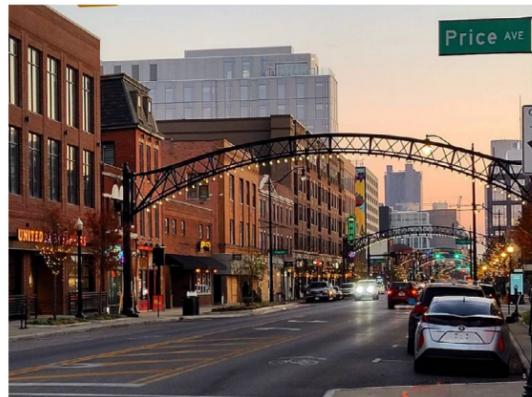


Prototypes of potential signage for Home Park Homes
Photo credit to Brad Czerwonky

6.4 URBAN DESIGN

A second example of signage is a banner atop lamp posts and/or utility poles along 10th and 14th Streets (U4.2). Signs can feature the name, “Home Park”, or any information on local events. This would give travelers an indication that they are entering or passing through a unique place within the city. This is an important distinction to make, especially as the development in Midtown and West Midtown threatens to diminish the unique character of Home Park.

A final suggestion for identifying one’s entrance into Home Park is a large metal sign placed at the ends of each corridor road (U4.3). This could come in the form of simple metal “welcome” signs placed at eye level and featuring Home Park-related branding. Another notable sign type can be found in the Short-North neighborhood in Columbus Ohio. The welcome sign acts as an archway or gate and physically indicates when a driver is entering the area. Home Park could use these archways to better define the start and ends of Home Park and indicate to drivers that they are entering a new place within the city.



Example of “arched” signage in the Short North neighborhood of Columbus, Ohio
Source: Short North Arts District



Example of lamppost with a banner in Midtown, Atlanta



Renderings showing potential neighborhood-scale developments at the intersection of 10th and 14th Streets



6.5 PARK | GREENSPACE

Recommendation 1: Holly Street Park Development

The parcel which will house the future Holly Street Park has been vacant and otherwise ready for development since 2020. Developing the park will require two key ingredients: attention and funding.

The park’s status of “park in holding” is creating a positive feedback loop of inaction for development. The city does not include it in general park planning efforts because it’s not an established park yet, and it’s not an established park due to lack of planning and attention. Holly Street Park’s inclusion in the 2023-2027 Capital Improvement Element (CIE) is a key item to leverage in gaining attention and support from DPR. The CIE conditions its \$500,000 allocation on community engagement efforts. Members of the HPCIA are currently organizing to conduct a survey for what neighbors would like to see in the park’s development. These efforts should be conducted alongside DPR to fulfill this requirement and focus attention on the holding pattern of the park (P1.1).

In addition, the 2021 Activate ATL plan lays out the importance of the newly launched Equity Data Tool (EDT) in prioritizing park development and investment. Over 300 city parks have already been evaluated and rated in this tool; Holly Street’s absence from the list is another missing element in getting eyes and attention to the park (P1.2). Though it might not rank as the highest need of all parks in the system, it will certainly provide forward momentum in getting the park ranked and listed for future funding prioritization. This is not to suggest that Holly Street will rank highly on the EDT – rather, the city is emphasizing equity as a priority for the department, and having data on this end will support forward movement in figuring out the best way for the park to get funded and developed.



Local businesses landscape within ¼ mile of Holly Street Park

6.5 PARK | GREENSPACE

Fundraising for the park’s development is another key strategy to develop Holly Street Park **(P1.3)**. Approximately 112 businesses are located within a quarter-mile – roughly a five-minute walk – of the future park. This is significant for two reasons: firstly, businesses within close proximity could benefit from the park themselves, such as employees taking a walk on a break or hosting small events in the park. Secondly, roughly 60% of these businesses are locally based, meaning their success is in-part invested in the neighborhood’s success. Getting local buy-in from businesses could help develop neighborhood identity and pride. As such, these motivations can be tapped into via a fundraising campaign for park development. The HPCIA’s 501(c)(3) status further enables all donations to park development to be tax-deductible, which is a key component of successful fundraising strategy. This local business analysis is included as an appendix to the report.

Lastly, the Moving Atlanta Forward infrastructure package, approved by voters in May 2022, includes \$161.4 million for parks, recreation, and the arts. Of this amount, \$64.6 million is slated for park improvements. Key items within this category include:

- ADA improvements: \$5M
- Outdoor Activity Center Improvements: \$1.5M
- Neighborhood Park Projects: \$3.2M

The DPR will oversee this spending, which is funded by two bonds and a special sales tax throughout the city. There are several parks slated to receive funding in 2023 from this package, though the 2024–2026 funding allocations have not yet been determined.

Recommendation 2: Home Park Activation

Home Park’s namesake is a wonderful asset to the neighborhood; however, it is currently overlooked and underutilized as a community space. Stakeholder engagement revealed that some residents did not even know the park existed, or that they had never visited despite living in the neighborhood for many years. Feedback on park improvement centered around a desire for more purposeful activities and installation, supporting a greater community gathering space which is currently lacking in the neighborhood.

One opportunity to bring energy and excitement to the area is to create a signature community event hosted in the park **(P2.1)**. This is not a new idea – rather, community festivals were a staple of the neighborhood in its early, formative years, according to the 1977 “Reflections: Traditions and Change in Home Park” historical document acquired by the studio team. This event could be, for example, a back-to-school block party in August or September, which is peak moving season for the many Georgia Tech students who live in the neighborhood. The HPCIA could partner with Georgia Tech and other local businesses in the restaurant to welcome new student residents and help them get acquainted with the neighborhood. This festival could bring in local vendors and food trucks, such as the Muchacho Burrito Bus which is currently stationed semi-permanently on Hemphill Avenue near 14th street.

In addition to the HPCIA itself hosting events, the park can be promoted as a community space to be rented out to other organizations for events **(P2.2)**. DPR uses the platform iPARCS, which is an online reservation portal for park space throughout the city. Home Park is not currently included on iPARCS, and thus cannot be reliably reserved ahead of time for events. Using this platform, as well as renting out the park itself, is free with a refundable deposit for anyone in the city. Once the park is added to this system, it can be advertised as a destination for local organizations to rent.



Images of park activation inspiration

Recommendation 3: Home Park Development

A more ambitious opportunity exists for a redevelopment and reimagination of the neighborhood’s namesake park. Current amenities are limited, and do not match with the most frequent users of the park space. From interviews, surveys, and site visits, it appears that the dominant users of this park are currently dog owners. Despite this, the park has no resources for dogs, such as waste bags or a water fountain. Rather, there is a faded playground for the small handful of children who visit the park with their parents, often after being picked up from the daycare next door. However, parents occasionally skip visiting the playground due to its placement in a drainage area of the park, which is often riddled with mosquitos. Furthermore, according to ParkServe, only 15% of the people served within a 10-minute walking radius of the park are under 18. Though Calhoun is a relatively quiet residential street, a fence runs along the side of the park that faces the street. Since the other three sides of the park are also fenced in, this can make visitors feel unwelcome or trapped inside.

6.5 PARK | GREENSPACE



Home Park with and without fencing along Calhoun Street entrance



Calhoun Street Park Entrance

A few small-scale amenities can be added to bring energy and excitement to the park. Possible improvements with cost estimates are shown below (P3.3):



Dog Waste Station
Cost: \$250



Community Grill
Cost: \$250

Introducing programming for vacant areas of the park could be part of a larger vision for redevelopment (P3.4). To fulfill the desire of stakeholders for community space, the empty grass space – often soggy and filled with mosquitos – could be developed into a public square, inspired by those seen throughout historic Savannah. A small fountain or public art could serve as the center of such a square, surrounded by benches and lampposts. This would give a better sense of place to the area and could function better as a meeting point for neighbors. Removing the fencing along Calhoun Street could allow for a grander entrance to the park, along a walking path from the street to the square and beyond.

For the many dogs who visit the park, space could be converted into a small, off-leash dog park. The most cost-efficient option for this would be to use the back of the park where the playground currently is, as it already has fencing on three sides and would simply require a fourth. However, a more ideal option would be to convert the underutilized basketball court into green space and reconnect this with the rest of the park. Per guidance from DPR, dog parks are advised to be a minimum of two acres to provide separate spaces for small and large dogs. However, the Atlantic Station Dog Park down the road is a small 1,800 square feet and is quite popular with residents. The dog park at Piedmont Park is only two miles down the road and features three acres of space, which can be used as an alternative for large dog owners who would like more space for their pets.

As with Holly Street Park, the Studio Team conducted an analysis of local businesses within a quarter-mile of the park to gauge fundraising prospects. This area had 44 total businesses, including established and iconic businesses that call the neighborhood home. In particular, the Turner Entertainment Network headquarters is within this area, with a host of other media and entertainment companies located at either 1050 or 1060 Techwood Drive. These businesses can be targeted for park redevelopment fundraising efforts (P3.1). Grants are also available to support park improvements (P3.2).



Local businesses landscape within 1/4 mile of Home Park Park

Lastly, to get attention and excitement from DPR for this park's redevelopment, visitors can use the app Happi Feet to share feedback on the park and changes they would like to see (P3.5).



Long term park redevelopment vision

6.5 PARK | GREENSPACE

Recommendation 4: Tree Canopy Protection and Development

Through stakeholder interviews and surveys, residents made it extremely clear that the tree canopy in Home Park is a key asset that should take precedence in new development. One interview informed the project team that when people ask where he lives in Atlanta, he identifies it as “the neighborhood with all the trees”.

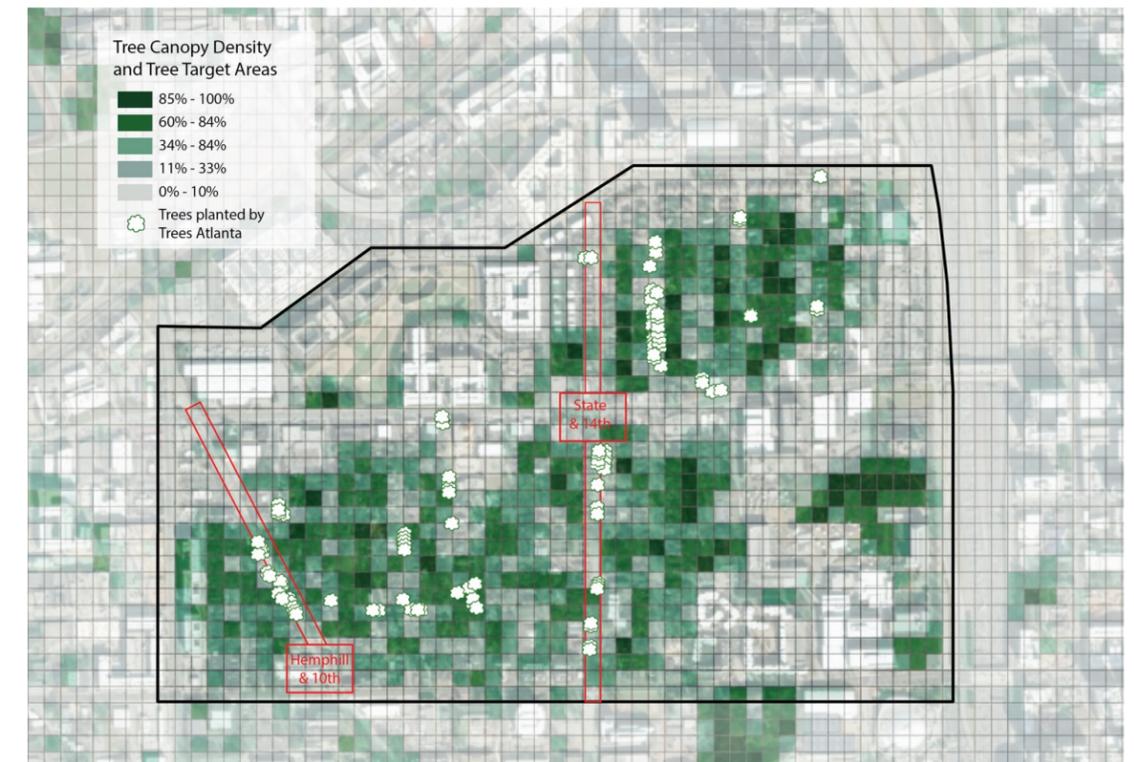
The neighborhood’s treasured tree canopy should be advocated for where strong, and built out where lacking. Councilmember Jason Dozier is leading the working group tasked with updating Atlanta’s Tree Protection Ordinance; the group intends to announce updates to the TPO before the end of 2023. Neighbors can write to Councilmember Dozier, as well as District 3’s Councilmember Amos, in support of a stronger ordinance (P4.1).

Though the neighborhood’s tree canopy is strong overall, it is not distributed evenly throughout Home Park. It is strongest along interior roads throughout the neighborhood, and weakest along main corridors. GDOT’s stringent right of way policies requires special permitting to add street trees; urban design streetscape recommendations will address the lack of trees along 14th Street. However, key nodes of the neighborhood (Hemphill and 10th, State and 14th) as well as entire corridors (State Street, 16th Street) are surrounded by landowners who might be easier to work with in improving tree canopy.



Volunteer tree planting event, organized by Trees Atlanta

Trees Atlanta determines planting sites based on a handful of factors: requests from homeowners and community members, areas with low tree canopy cover, locations with planting space for more trees, and partnerships with community groups, organizations, and businesses. In particular, the organization has two programs pertinent to Home Park’s canopy. The Front Yard Tree Program allows Atlanta City residents to request up to three free trees to be planted in their front yards (P4.2). This program is entirely free for Atlanta residents, with applications received year-round. Volunteers will come to plant the trees, with landowners responsible for maintenance. Secondly, their Neighborhood Tree Planting Program will plant thirty or more trees in either front yards or public right-of-way, with help from neighborhood volunteers (P4.3). Trees Atlanta provides maintenance for two years after the trees are planted for this program. HPCIA can work to get buy-in from neighbors and business owners around key nodes and corridors to participate in these programs.



Priority tree planting target areas, layered with existing inventory of trees planted by Trees Atlanta

7. COMMUNITY WORK PLAN

Name	Project	Timeframe	Partner responsibility	Potential funding source	Notes
Transportation					
T1: State Street Multimodal Corridor					
T1.1	Implement the new cross section concept for State Street	2023/2024	City of Atlanta	Repaving/resurfacing funding pool	See concept plans in "Transportation" section
T2: 14th Street Road Diet					
T2.1	Implement the new road diet concept for 14th Street	2024/2025+	GDOT	Repaving/resurfacing funding pool	See concept plans in "Transportation" section
T3: Other Recommendations					
T3.1	10th and Atlantic Dr.	2023/2024	City of Atlanta/ Georgia Tech	Seek adoption as a GA Tech Capital Project	Seek inclusion in the planned 10th Street Multi-Use Trail
Housing					
H1: Short-Term Rental Management					
H1.1	Support ordinance 20-O-1656 through adoption	2023	City of Atlanta/ HPCIA	N/A	N/A
H1.2	Establishing the requirement of a special use permit to run a STR in Home Park	2023/2024	City of Atlanta/ HPCIA	N/A	This requires conversations with the office of Councilmember Amos to generate legislation and have this designation reflected in the code of ordinances.
H2: Parking					
H2.1	Refer to the city's study and decide which street parking recommendations to implement	2023/2024	City of Atlanta	N/A	Will require conversations with office of Councilmember Amos and ATLDOT to coordinate and implement selected street recommendations.
H3: Beautification					
H3.1	Establish a Home Park Student-Tenant Association	2023	HPCIA	N/A	After initial contact and conversation with existing student tenants, coordinate the creation of this student organization according to the steps laid out by Georgia Tech's Center for Student Engagement.
H3.2	Resume monthly bulk trash pickups	2023	City of Atlanta/ HPCIA	N/A	Communicate with Solid Waste Services personnel to get recurring pickups scheduled. Talks with the office Councilmember Amos may be warranted to gain more support.
H3.3	Informational flyers	2023	HPCIA	HPCIA discretion	Put out flyers for new residents on how to deal with their bulk trash and info to join the student-tenant association.
H3.4	Thrift store partnerships	2023	HPCIA	N/A	Partner with Goodwill or other local thrift stores to give student tenants moving out the option to donate their items if in good condition

Name	Project	Timeframe	Partner responsibility	Potential funding source	Notes
Land Use					
L1: Commercial Rezoning					
L1.1	Submit rezoning application for commercial properties to City of Atlanta	2023	HPCIA	N/A	Will require meeting with Concept Review Committee and a public hearing with notice given to affected and surrounding parcels
L2: Zoning Rewrite Involvement					
L2.1	Draft a Neighborhood Identity Statement for the City to consider	2023	HPCIA	N/A	Should specify aspects to preserve, add, and improve upon
L2.2	Attend Focused Workshop for Conservation Areas	2023	HPCIA/Home Park residents	N/A	Can attend either in-person at Junction 2800 or online on April 13, 2023 at 6:30 pm
L3: Communication with Surrounding Neighborhoods					
L3.1	Contact representatives of surrounding neighborhoods and propose regular meetings	2023/2024	HPCIA	N/A	Groups representing Midtown, Atlantic Station, Marietta Street Artery, and Georgia Tech should be engaged as they share boundaries with Home Park
L4: Residential Vision					
L4.1	Explore and draft a neighborhood vision for desired R-5 development	2023/2024	HPCIA/Home Park residents	N/A	Establish neighborhood consensus on opportunities for two-family residential future development
Urban Design					
U1: Neighborhood Commercial Centers					
U1.1	Creation of walkable, community-scale mixed-use centers at the intersections of 10th and Hemphill and 14th and State.	2024/2025+	City of Atlanta	N/A	N/A
U1.2	Streetscape improvements along 10th and 14th Streets	2024/2025	City of Atlanta/ GDOT	2022-2026 Community Work Program (CWP)	Streetscape improvement projects identified by the City of Atlanta, but funds or a timetable have not been established
U1.3	Off-street parking relocation to rear of commercial structures on 10th and 14th Streets.	2024/2025+	City of Atlanta	N/A	N/A
U2: Neighborhood Design Guidelines					
U2.1	SPI-8 Overlay Amendment	2023/2024	Atlanta City Council/Atlanta Zoning Review Board	N/A	N/A
U2.2	Design Committee	2023	HPCIA	N/A	New HPCIA committee

7. COMMUNITY WORK PLAN

Name	Project	Timeframe	Partner responsibility	Potential funding source	Notes
Urban Design					
U3: Interior Neighborhood Streetscape Improvements					
U3.1	Reconnect and repair interior sidewalk network; preserve street trees	2024/2025	City of Atlanta	N/A	Pressuring the city by pointing out specific spots for repair may help move projects along
U4: Improved Sense of Place					
U4.1	Unique identifying signs from homes to display address numbers	2023	HPCIA (Brad)	Community fundraising may be helpful for this.	N/A
U4.2	Banners atop lampposts and utility poles along 10th and 14th Streets	2023/2024	City of Atlanta	N/A	N/A
U4.3	Unique, large-scale welcoming signs at neighborhood entrances.	2024/2025	HPCIA/City of Atlanta	Neighborhood fundraising/City of Atlanta	N/A
Parks Greenspace					
P1: Holly Street Park Development					
P1.1	Administer community survey on Park Development	2023	Atlanta Department of Parks and Recreation (DPR)	In-kind time from volunteer HPCIA surveyors	Task is in support of Atlanta's 2023-2027 Impact Fee Capital Improvements Element (CIE)
P1.2	Rate the park on the DPR Data Equity Tool	2023	Atlanta Department of Parks and Recreation (DPR) DPR Urban Planner: Currently serving this role is Tara L. Buckner, M.P.A., AICP.	N/A	Task supports the Activate ATL Comprehensive Park Plan Data Equity Tool Website
P1.3	Fundraise for park development, with a focus on businesses and neighbors identified within a quarter mile buffer	2023	HPCIA fundraising committee/designated fundraising	N/A	Emphasize focus on businesses with easy access to the park: north of 14th street, south of 17th street
P2: Home Park Activation					
P2.1	Organize signature Home Park Event, hosted in the park	2023	HPCIA, partnership with local businesses and organizations as vendors, Georgia Tech	Suggested cost of admission to cover costs, in-kind donations from businesses, potential funding from Georgia Tech	N/A

Name	Project	Timeframe	Partner responsibility	Potential funding source	Notes
P2.2	Register Home Park Park on iPARCS	2023	Atlanta Department of Parks and Recreation (DPR)	N/A	iPARCS Atlanta Website
P3: Home Park Park Development					
P3.1	Fundraise for park development, with a focus on businesses and neighbors identified within a quarter mile buffer	2023	HPCIA fundraising committee/designated fundraising	N/A	Emphasize focus on businesses with easy access to the park: South of 14th street, North of 10th street
P3.2	Seek grant support for park improvements	2023	Park Pride	Park Pride Grant-making Program: awards range from \$250 to \$100,000	Park Pride Grant Program
P3.3	Install short-term improvements for the park	2023	Atlanta Department of Parks and Recreation (DPR)	Funding received from above sources	Possible improvements could include: - Dog waste station - Community Grill - Calhoun Street Fence Removal
P3.4	Implement longer-term improvements for the park	2024	Atlanta Department of Parks and Recreation (DPR)	Funding received from above sources	Possible improvements could include: - Dog Park - Public plaza - Picnic Area
P3.5	Promote the app HappiFeet to encourage park visitors to share feedback on the park directly with the Department of Parks and Recreation	2023	N/A	N/A	https://keephappifeet.com/ https://www.activate-atl.com/engage.html
P4: Tree Canopy Protection and Development					
P4.1	Support Tree Protection Ordinance (TPO) update	2023	Councilmember Dozier, chair of the Community Development/ Human Services; Councilmember Amos, District 3	N/A	Send in comments in late 2022/early 2023
P4.2	Trees Atlanta Front Yard Tree Program	2023	Trees Atlanta; Homeowners, cooperating landlords and land owners	N/A	Tree plantings occur October through March
P4.3	Trees Atlanta Neighborhood Tree Planting Program	2023/2024	Trees Atlanta; business owners, cooperating land owners; and volunteer residents for tree planting	N/A	Focus on major intersections (Hemphill and 10th, State street and 14th) and major corridors (Hemphill Avenue, State Street)

STAKEHOLDER INTERVIEWS

Analysis Methodology

Raw responses were recorded and thoroughly analyzed to create a comprehensive list of response categories for each question. The results were aggregated across all 13 resident interviews to create a final response count. Unique responses that had a single mention or didn't fit neatly into a category were still included in aggregated response lists. Please note that if a respondent mentioned the same topic multiple times in response to a question, these multiple mentions were counted only once for the purposes of aggregation. This ensured equal representation of respondents in final counts. For example: If an interviewee, in response to Question 1, repeatedly mentioned that their favorite thing about living in Home Park was the tree canopy, this only counted once towards the aggregated count for "Tree Canopy".

***Bold numbers** in parentheses denote the number of respondents that mentioned that topic in their answer

1. What do you like about living in Home Park?

- Location **(9)**
 - ◊ Close to Tech, Atlantic Station, West Midtown, Grocery Stores, Midtown, Piedmont Park, Restaurants, Interstate
- Quiet/Sleepy **(5)**
 - ◊ Includes privacy from rest of city
- Tree Canopy **(5)**
- Affordable **(3)**
- Grid System **(2)**
- Walkable/Bikeable **(2)**
- Population diversity **(2)**
- Lot size/yard **(1)**
- Good Neighbors **(1)**
- Lack of HOA **(1)**

2. What do you dislike about living in Home Park?

- Landlords not attending to their properties **(6)**
 - ◊ HPCIA could advocate more for renter's rights
- Lack of Parking/Inconsistent enforcement **(5)**
 - ◊ Includes non-moving cars
 - ◊ Streamlined plate parking system works better
 - ◊ Limited parking on 14th Street pushes commercial parking into residential areas
- Rough sidewalks **(5)**
- Cleanliness **(4)**
 - ◊ City's Bulk Item removal
 - ◊ Idea for regular swap meet for students to exchange large items

- Lack of City support **(3)**
- Empty feeling of neighborhood **(3)**
- STR's **(2)**
- Dangerous Arterial Streets **(2)**
 - ◊ For driving, walking, and biking
 - ◊ Noise, disrespect of the area, bird scooters, increasing the cost of property
- Development pressures **(2)**
- Safety at night **(1)**
- Homeless Encampment on Hampton St NW **(1)**
- Architecture of homes **(1)**
- HP has too much parking, too fixated on parking **(1)**
 - ◊ SPI-8 causes development to be too expensive
- No attraction/activities **(1)**
- Lack of connectivity, East/West **(1)**
 - ◊ Also North because of the railroad

3. What is your primary mode of travel?

- Car primary **(3)**
- Biking primary **(3)**
- Bike/Walk/Car **(2)**
- Walking primary **(1)**

4. What is your ideal mode of travel?

- Walking **(4)**
- Biking **(4)**
- Car **(2)**

5. What are the most dangerous or inconvenient streets/intersections in Home Park?

- 14th/Atlantic Intersection **(4)**
 - ◊ Atlantic Drive unsafe, speeding
- State St/16th St Intersection diverter needs to be remodeled **(3)**
- Hemphill & Mcmillan & 10th St Intersection **(2)**
- State, Calhoun crosswalks over 14th Street **(1)**
- State St **(1)**
 - ◊ Dislike of thru-traffic
- Hemphill **(1)**
- 5-way intersection near Anticos **(1)**

STAKEHOLDER INTERVIEWS

6. What should be done about the 14th Street safety problem?

- Bike Lanes on existing road **(6)**
 - ◊ Could include 2 lane with turn lane
- Traffic calming measures **(3)**
- Better Pedestrian Crossings **(3)**
 - ◊ "Hawk Lights"
- Streetscaping **(2)**
 - ◊ Trees
- Widening road to install bike lanes **(1)**
- Parking on both sides by removing travel lane **(1)**

7. What is your opinion of public transit around Home Park?

- Only use train for limited destinations (airport, Mercedes Benz Stadium) **(4)**
- Confusing bus system **(3)**
- Unreliable bus system **(3)**
- Inconvenient bus system **(2)**
- No shelters at bus stops **(1)**
- Uses bus route and train **(1)**
- Never going to use public transit **(1)**

8. What type of development is suitable for 14th Street?

- Mixed-use, midrise buildings (2-3 story) **(6)**
- Boutique Shops/Restaurants/Coffee Shops/Bars **(6)**
- Pedestrian Friendly Business **(5)**
 - ◊ Parking in rear
- Neighborhood Markets **(1)**
- Demolish one side, make a large boulevard **(1)**
- Fast Food Chains **(1)**
- Apartments (4-5 story) **(1)**
- Adaptive reuse of existing buildings **(1)**

9. What type of development is suitable for 10th Street?

- Apartments **(2)**
 - ◊ The Local is a good example of appropriate size
- Student Housing **(2)**
- 2-3 Story cap **(1)**
- Retain single family residential with pockets of commercial/restaurant **(1)**
- Adaptive reuse of existing buildings **(1)**
 - ◊ Existing Single-Family Homes converted to businesses (i.e. coffee shops)
 - ◊ Reuse of existing buildings as apartments (i.e. church -> apts)

10. What are your thoughts on scale and development styles when it comes to the interior of Home Park?

- New construction should maintain the traditional character of Home Park **(4)**
- Modern style homes are fine **(2)**
- Tree Canopy should take precedence **(2)**
- Commercial Development within neighborhood is needed **(2)**
 - ◊ Neighborhood Markets
- Refurbishing of existing homes is preferable to new residential **(2)**
- Should be strictly residential **(2)**
- Townhomes or a small apartment complex **(1)**
 - ◊ Increased density

11. What can be done to strengthen Home Park's sense of community?

- Signage for Home Park **(3)**
- Emphasis on the history of the area **(2)**
- Barbeques, street parties **(1)**
- Having neighbor's contact information **(1)**
- A mural on Waterworks on Northside **(1)**

12. What is your opinion on short term rentals (STRs) in Home Park?

- Take away valuable resident real estate **(4)**
- Take away parking from residents **(4)**
- Don't add to the community **(3)**
- Generally, not a problem **(2)**
 - ◊ Exciting to see the new people always coming in

13. What are your opinions about greenspace in Home Park?

- Parks should have purposeful activities/installations **(4)**
 - ◊ Multi-age play features, trail, pickleball
- Low intensity serves resident needs **(3)**
- Greenspace needs lighting at night **(1)**
- Greenspace needs to be well-maintained **(1)**

STAKEHOLDER INTERVIEWS

14. What are your perceptions of safety within Home Park?

- Property crime is predominant form (7)
- Low crime rate (6)
- New lighting helps (6)
- Cameras needed (2)
- Will never be satisfied with crime rate (1)
- Good connectivity between GT PD, ATL PD, and Atlantic Station Security (1)

15. Is there anything else you'd like to share with us?

- GT high tech manufacturing going in off of 14th Street near the golf course, big investment hoping to spur mixed-use in the immediate area
- Parking is the sticking point for many development proposals
- Unique zoning is needed for Atlanta neighborhoods

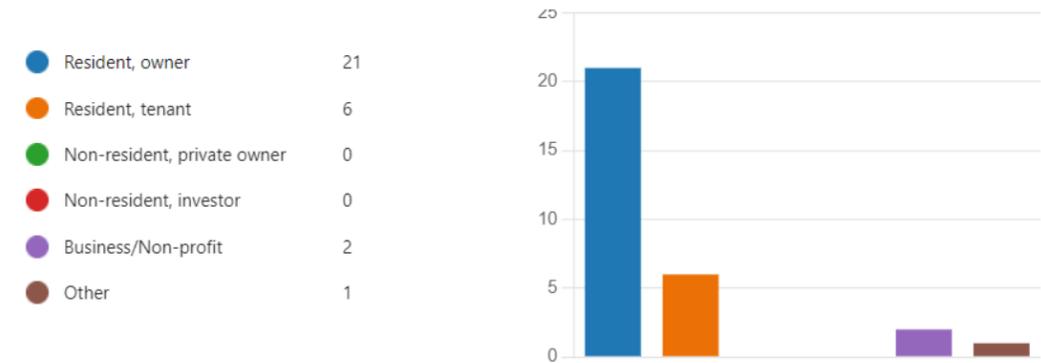
SURVEY RESULTS

Analysis Methodology

Raw responses were thoroughly analyzed to create a comprehensive list of response categories for each question. The results were aggregated across all 30 survey responses to create a final response count. Unique responses that had a single mention or didn't fit neatly into a category were still included in aggregated response lists. Please note that if a respondent mentioned the same topic multiple times in response to a question, these multiple mentions were counted only once for the purposes of aggregation. This ensured equal representation of respondents in final counts. For example: If an interviewee, in response to Question 3, repeatedly mentioned that their favorite thing about living in Home Park was the tree canopy, this only counted once towards the aggregated count for "Tree Canopy".

***Bold numbers** in parentheses denote the number of respondents that mentioned that topic in their answer

1. Which of the following best describes your affiliation with Home Park



2. How would you describe the current character of the Home Park neighborhood?

Positive	Neutral	Negative
Friendly/Nice (5) Walkable (2) Affordable (2) Quiet (2) Improving/promising (2) Safe (1)	Residential (9) <ul style="list-style-type: none"> • Family • Student Housing Transitional (6) <ul style="list-style-type: none"> • Mixture of traditional homes and new construction • Developmental Pressure Diverse/Mixture of People (4) Eclectic (3)	Run-down (5) Short Term Rental (4) Empty/Lacking Community (2) Declining (2)

SURVEY RESULTS

3. Home Park's greatest strength is...

- Location **(18)**
 - ◊ Access to Midtown, West Midtown, GA Tech, Interstate, Atlantic Station, Downtown, Restaurants, Shopping
- Residential Nature **(5)**
- Diversity **(3)**
- Strong Sense of Community **(3)**
- Tree Canopy **(3)**
- Walkability **(1)**
- Affordability **(2)**
- Good Public Schools **(1)**
- Layout **(1)**
- Liveliness **(1)**
- Hidden Gem **(1)**

4. Suitable Developments for 10th Street

***Methodology:** The survey question asks about suitable development on both 10th and 14th Streets. If a response did not specify a street, that response was counted for both 10th and 14th Streets in the appropriate category. The counts reflect mentions of a category. Each respondent can have a maximum of (1) count for each category. For example, if a respondent mentions "Small apartment complex and 2-3 story maximum commercial building" this will count as (1) for In-scale with existing residential of neighborhood, (1) for Multifamily, multistory and (1) for Unspecified Commercial.

- Housing
 - ◊ Unspecified Residential **(5)**
 - ◊ Single Family, Townhome, Duplex **(5)**
 - ◊ Multifamily, multistory **(6)**
- Business
 - ◊ Unspecified Commercial **(2)**
 - ◊ Shops, restaurants **(4)**
 - ◊ Mixed Use **(6)**
 - ◊ In-scale with existing residential of neighborhood **(7)**
 - ◊ Pedestrian focused **(3)**
 - ◊ Reuse of existing buildings **(1)**

5. Suitable Developments for 14th Street

***Methodology:** Same as the question #4

- Housing
 - ◊ Single Family, Townhome, Duplex **(5)**
 - ◊ Multifamily, multistory **(3)**
 - ◊ Unspecified Residential **(2)**
- Business
 - ◊ Shops, restaurants, cafe **(7)**
 - ◊ Unspecified Commercial **(4)**
- Mixed Use **(9)**
- In-scale with existing residential of neighborhood **(9)**
- Pedestrian focused **(2)**
- Reuse of existing buildings **(1)**

6. Most Dangerous Places to Walk, Bike, or Drive in Home Park

Streets in general:

- 14th Street **(11)**
 - ◊ Lacks traffic lights and pedestrian crossings, excessive speeds, late afternoon sun affecting westbound visibility, no police enforcement of traffic laws, suggestion of 2 lane w/ turn lane and bike lanes
- 10th Street **(4)**
 - ◊ Excessive speeds
- Northside Drive **(2)**
- Center Street **(1)**
- State Street **(1)**
 - ◊ Crime for pedestrians
- 16th Street **(1)**
 - ◊ Too narrow (hard for emergency vehicle access), suggestion of 1 way traffic
- Hemphill **(1)**
 - ◊ Decreased visibility when turning onto Hemphill from side streets due to angle (Roselyn & Curran particularly)
- All Side Streets **(1)**
 - ◊ Lack of lighting and sidewalks

Specific Intersections

- Atlantic Drive & 14th Street **(14)**
 - ◊ No traffic light, blind hill, traffic volume, excessive speeds, misalignment of 14th St, no signal for pedestrian crosswalk, Atlantic Drive is the first through-street after Turner (making it a major cut through for Tech student pedestrians), restricted visibility for pedestrians/drivers due to bush/tree when going north, suggestion of "Hawk Light Crosswalk"

SURVEY RESULTS

- Atlantic Drive & 10th Street **(1)**
 - ◊ There is no traffic light to tell bikers headed north (away from GT) when to go. Also, due to the angle, it is difficult to see the crosswalk signal (as a biker in the middle of the multi-use path on GT's campus)
- Francis Street & 14th Street **(1)**
- State Street & 14th Street **(1)**
- Center Street & 10th Street **(1)**
- Northside Drive & 14th Street **(1)**
 - ◊ Lack of pedestrian infrastructure

7. I Would Bike/Walk More If:

- Bike Lanes **(9)**
 - ◊ Many mentions of protected bike lanes, also specifically on 10th and 14th Streets
- Better Sidewalks **(6)**
 - ◊ Specific mention of wider sidewalks on 14th Street
- Better Crosswalks **(5)**
 - ◊ Better pedestrian visibility, advanced warning for cars
- Better enforcement of traffic laws **(4)**
 - ◊ Speed limit enforcement, crosswalk law enforcement, parking enforcement
- I already walk/bike and nothing could make me do it more **(4)**
- Better Connectivity to Broader Ped/Bike Network **(2)**
- Improved road condition **(1)**
- More businesses within walking distance **(1)**
- Decreased traffic on residential streets **(1)**
- Increased aesthetics of Home Park **(1)**
- Access to a bicycle **(1)**

8. Home Park's Greatest Weakness:

- Irresponsible landlords/Airbnb owners **(7)**
 - ◊ Specific mentions of poor living conditions for foreign college students, hard to get ahold of owners
- Unkept properties **(5)**
- New construction out of character of neighborhood **(4)**
- Short Term Rentals **(3)**
- Bisected by 14th Street **(3)**
- Lack of Community/identity **(3)**
 - ◊ Lack of direction
- Neighborhood leadership resistance to change **(2)**
 - ◊ Specific mentions of stifling new business prospects

- Lack of renter representation on HPCIA **(1)**
- Lack of support from City of Atlanta **(1)**
- Vehicle traffic **(1)**
- Crime **(1)**
- Dirty **(1)**

9. # 1 Thing Home Park is Missing:

- Community Gathering Place/Green Space **(4)**
- Small-Scale Shops/Restaurants/Amenities **(4)**
- Sense of Community **(3)**
 - ◊ Possibly with annual events, need to foster this sense between all of the different groups that live in Home Park
- Owner Occupants **(3)**
- Pedestrian & Biking Connectivity/Infrastructure **(2)**
- Grocery Store **(2)**
- Drug Store **(1)**
- Neighborhood Bar **(1)**
- Protection of Single-Family Housing **(1)**
- Higher density development **(1)**
- Master Plan **(1)**
- Political Influence **(1)**
- More representative community input by HPCIA **(1)**
- Safer traffic conditions **(1)**
- Good Landlords **(1)**
 - ◊ For good rental property maintenance

Appendix C

HOME PARK PARKING RESTRICTIONS FIELD ASSESSMENT

Street	Street Width (ft.)	Existing Parking Restriction	Proposed Parking Restriction	Proposed One-Way Conversion	Comment	8/16/2008 Neighborhood Meeting Comments
Hampton St	24	None	Westside	None		No comment
Curran St	18	West side	None	Ordinance approved for one-way conversion	Ordinance to make the street one-way passed based on Fire Department recommendation. One-way signs to be installed the week of 9/29/2008	No comment
McMillan St	18' North of Ethel St; 24' south of Ethel St	East side - South of Calhoun St; west side - North of Ethel St	Existing restriction plus West side of the street between Ethel St & Calhoun St	Southbound between Ethel St and 14th St	one-way proposal applies to McMillan St north of Ethel St which is only 18 feet wide.	No comment
Terrell St	16	West side	Both sides	None	Fire Dept recommends parking restriction on both sides	No comment
Center St	24	West side north of Calhoun St	Extend parking restriction on west side of the street between Calhoun St & 10th St	None		No comment
Snyder St	18	West side	none but need more parking restriction signs	it is already a one-way street southbound		No comment
Hirsch St	24	Westside north of Calhoun	Extend westside NPA to 10th St	None		No comment
Tumlin St	18	Westside		One-way Southbound		one-way southbound as a couplet with Mecasin St
Mecasin St	18	Both sides north of Ethel	Parking restriction on one side for entire st	One-way Northbound		One-way northbound south of 380 14th St driveway. Keep two-way traffic between 14th St & the driveway
State Street	40	None	None	None		No comment
Atlantic St	32	None	None	None		No comment
Ethel St	24	both sides east of Curran St; south side east of Snyder St	Existing restriction plus south side of Ethel St between Curran St & Snyder St	None		Enforce existing NPA signs. Fire Dept recommended one side NPA. Reduction in amount of existing parking is an issue. Residents believe that there are breaks in parking due to existing driveways.
Calhoun St	24	South side	None	None		No comment
Lynch St	22	North side & south side in different blocks - entire street	Keep existing restriction	None		No comment
Richards St	18	North side	Keep existing restriction	Eastbound		Residents recommends reopening of existing alley for parking. Shift parking to NORTHSIDE of the street due to high curb on the Southside. Fire Dept recommends making it one-way W/B to turn into Richards St. Residents concur with Fire Dept recommendation if it has to be made one-way.
11th St	24	Southside & West side	Parking restriction on south side for entire st	None	Conflicting signs (residential permit parking and no parking signs are in place on the south side of the street	No comment
Home Park Ave	24	North side	None	None	May need more parking restriction signs	No comment

Street	Street Width (ft.)	Existing Parking Restriction	Proposed Parking Restriction	Proposed One-Way Conversion	Comment	8/16/2008 Neighborhood Meeting Comments
Mecasin St	30	None	None	None		Install NPA north of 15th St since it is too narrow.
State Street	32	None - Residential Parking Program both sides	None	None		
Atlantic St	32	None	None	none		
Francis St	24	None	Parking restriction on one side of entire st	None	Could create alternating parking restrictions to discourage speeding.	Install NPA near 16th St. Residents do not recommend making it one-way or installation of NPA due to fear that speed will increase.
Holly St	24	None - Residential Parking Program both sides	Parking restriction on one side of entire st and restriction on both sides near 16th St	None		Create alternating parking restrictions to discourage speeding. Install NPA near 16th St.
Barnes St	24	None	Parking restriction on one side of entire st and restriction on both sides near 16th St	None	Could create alternating parking restrictions to discourage speeding.	Create alternating parking restrictions to discourage speeding. Install NPA near 16th St.
Fowler St	24	None	Parking restriction on one side of entire st	None		

Home Park Studio.

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