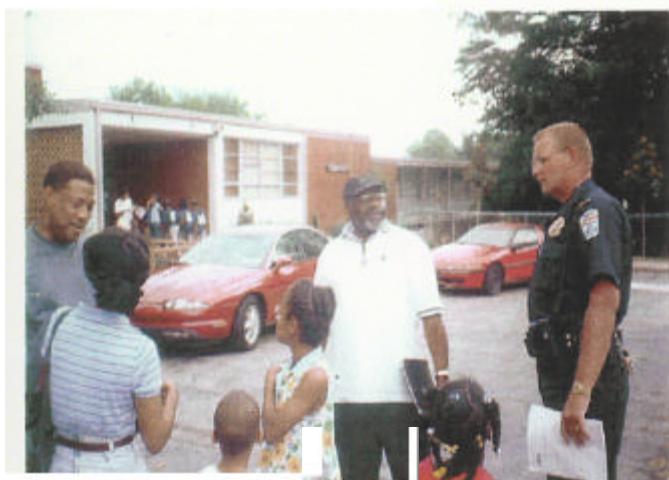


REYNOLDSTOWN: 2000 AND BEYOND



A

NEIGHBORHOOD MASTER PLAN



Prepared by PEQ and MXP Collaborative

For:
Reynoldstown Revitalization Corporation
Atlanta Empowerment Zone

**REYNOLDSTOWN
2000
AND BEYOND:
A NEIGHBORHOOD
MASTER PLAN**



A Project of:
Reynoldstown Revitalization Corporation
Atlanta Empowerment Zone Corporation
City of Atlanta Bureau of Planning

Prepared by:

Planners for Environmental Quality (PEQ)
MXD Collaborative

Introduction

Reynoldstown is one of the oldest African-American neighborhoods in Atlanta. The Atlanta Preservation Historical Society unearthed evidence that Reynoldstown may have been the first community established in Atlanta by former slaves. The area developed between Atlanta and Decatur after the Civil War, and offered many opportunities for African-American males and females. As Atlanta grew, Reynoldstown also grew. New homes and other buildings became familiar sites in the community. In the 1880's the Atlanta Street Railroad Company extended its trolley service from Wylie to Fair Street, thus came the southward development of the neighborhood.

After World War II, Reynoldstown experienced some brief growth and then a decline. Ultimately, this resulted from a decreased importance of railroads, contributing to the decline of many of America's inner cities. Even in the 20th century we can see the impact that urban flight has had on inner cities and Reynoldstown is no exception.

The Atlanta Empowerment Zone Corporation, the Reynoldstown Revitalization Corporation and the City of Atlanta's Bureau of Planning sponsored the preparation of this Master Plan that provides planning strategies designed to ensure the best possible future for Reynoldstown with a 1 -15 year planning horizon. The planning process was inclusive of community residents, businesses, agencies and city officials all dedicated to the strength of Reynoldstown and its future.

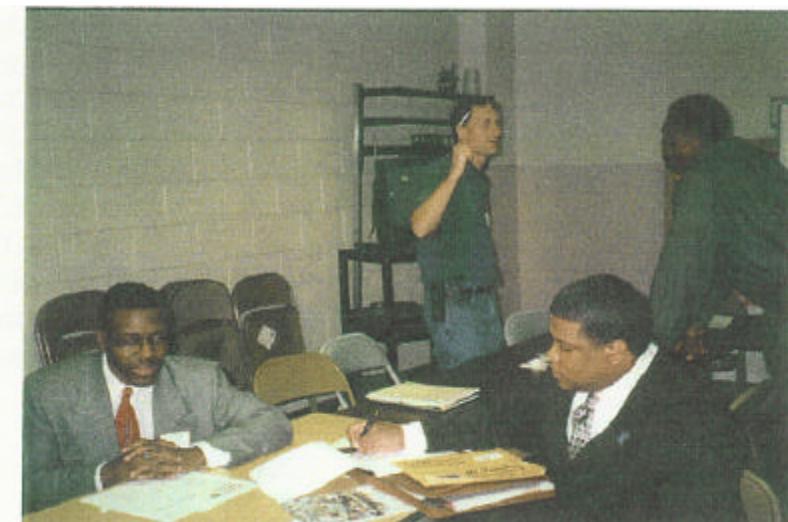


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Community History And Involvement

I. COMMUNITY HISTORY AND INVOLVEMENT

1. Community History

Reynoldstown is one of the oldest African-American neighborhoods in Atlanta. Reynoldstown is situated south of Memorial Drive (formerly Fair Street) to Interstate 20 with Moreland Avenue to the east, Pearl Street to the west and the Southern Railroad to the north (Figure I). Freed slaves settled Reynoldstown in the 1860's during the closing months of the Civil War. The Union soldiers had destroyed most of the railroads in Georgia during the war. When the destruction finally ended, the rebuilding of those railroads provided work for thousands of newly freed slaves who had left rural Georgia to seek work in the city. During this period, real estate and construction costs in Atlanta were rising forcing many working class residents to live on the edges of the city. As land was cheaper in areas like Reynoldstown, low and moderate-income families were attracted to build homes and start businesses. It was this kind of economic opportunity that inspired the establishment of this historic neighborhood.

Reynoldstown originally had four main streets - Wylie, Oliver (now Kenyon), Clark and part of Flat Shoals Avenue. All of these streets led to the railroad "Hulsey Yard." Black rail workers were known as "Hulsey Helpers." The economic center of the community was at Wylie and Oliver with a barbershop, grocery store and cafes. Wylie was the first street to be paved and was for years the only paved street, thus the main thoroughfare. A subcommunity "Tin Cup Alley," later and still known as "The Slide" because of the downward slope and muddy conditions, was home to railroad workers and the community's semi-professional baseball field where the "Reynoldstown Stars" played in the 1930s. Most of the freed slaves laid down track while others worked as firemen and workmen in the roundhouse where locomotives were serviced and repaired. Many of the women were employed in the city and surrounding suburbs as domestic workers. But Reynoldstown also had many farmers, teachers and businessmen among its early population. Access from Reynoldstown into the city of Atlanta was half an hour walk, which proved tiresome and inconvenient for those who had to work in the city.

In the early 1880's, the Atlanta Street Railroad Company extended the trolley route to Reynoldstown, contributing greatly to the area's prosperity. In 1894, the trolley route was changed from Wylie to Fair Street thereby promoting the southward development of this predominantly black community. Many homes and commercial buildings clustered around the railroad facilities in the northern part of the neighborhood. As its popularity spread, a larger number of freed slaves flocked there. Many of them came from various regions in the south to seek work and help improve the quality of their lives.

Great speculation and debate exists as to how Reynoldstown got its name. The overwhelming consensus is in 1866, ex-slaves Madison and Sarah Reynolds moved from Covington, Georgia to settle between Atlanta and Decatur. Their son Isaiah Pearson Reynolds, who was born in Covington in 1862, graduated from Clark University in 1881. He became a major player in Reynoldstown's early development. The community was said to be named in honor of the Reynolds family. In 1906, I.P. Reynolds became the first black person to build a two story brick

building in the community, and from this location he operated an all-purpose store. The building was known as the I.P. Reynolds Building and still stands at 912 Wylie Avenue. He owned valuable property in Reynoldstown and was both a servant and leader of the community, and was considered a financial genius in his time. The earliest documented reference to Reynoldstown is on a plat at the Atlanta Historical Society date circa 1870.

Another famous landmark is the Beardon Temple A.M.E. that was called Phillips A.M.E. when it was built in the mid-1920's. The church was constructed entirely by its black parishioners. They took their mule carts up to Stone Mountain, quarried granite, and hauled it back to Reynoldstown. This effort was symbolic of the enduring and pioneering spirit of the community.

Reynoldstown became a part of Atlanta in 1909 along with Druid Hills, Edgewood, Copenhill, Brownwood and East Atlanta when the City annexed it. The community survived for well over a century and after World War II, experienced a brief boom. During the 1950's, however, the railroad industry saw a massive decline, which had a direct effect on the prosperity of the community.

2. Community Involvement

Reynoldstown Civic Improvement League - The Reynoldstown Civic League was organized in 1952 under a program sponsored by the Atlanta University School of Social Work and the Atlanta Urban League. This was during the time when the city was segregated and voting rights were denied to African Americans. The main objective, therefore, was to involve the community in the political and voting processes. Early activities of the League in the neighborhood included motivating interest in public issues, sponsoring programs to enlighten residents, increased voter registration and the petitioning the Atlanta Board of Education to construct an elementary school in the community. As an outcome of the former, property was purchased and the I.P. Reynolds School was constructed and opened in 1958.

After a period of inactivity, the League was reorganized under the leadership of Mrs. Mattie Griffin as the Reynoldstown Civic Improvement League, charter in June 1974. Several improvements occurred under the League's leadership including installation of traffic lights for safety, secured MARTA bus service to the neighborhood, school crosswalks and improved police protection. Later, under the leadership of Mr. Young Hughley, Sr. the League secured funds to build a neighborhood park and recreation center, operated a "thrift store," sponsored the Reynoldstown Community Festival, published a neighborhood newsletter, and sponsored cleanup campaigns. The organization continued to work on many other important events that preserved the historical integrity of the neighborhood. The League continues to be the neighborhood's forty plus year old civic organization with current vital interest and activities.

Reynoldstown Revitalization Corporation - The Reynoldstown Revitalization Corporation (RRC) is an outgrowth of the Civic Improvement League. In the late 1980's the League was considering becoming a community development corporation to receive available monies for technical assistance and operating funds for neighborhood redevelopment. The League asked Young Hughley, Sr.'s son, Young Hughley, Jr. to research the feasibility of becoming such an

organization. After visiting similar groups in other parts of the country with Hattie Dorsey of the Atlanta Neighborhood Development Partnership, Hughley recommended that the new organization take a holistic approach - involve themselves with more than just housing, and address economic development, leadership and the overall health of the neighborhood.

The League voted to start a CDC, but because it was top heavy with senior citizens and unable to attract young people, the league decided to form a separate organization. Thus the RRC was born and Young Hughley, Jr. took the helm. Formerly established in 1989 as a non-profit organization, the RRC is dedicated to the revitalization of the historic Reynoldstown community of Atlanta. Through revitalization, RRC hopes to return the neighborhood to the viable economic community it once was. RRC has established a blueprint and is achieving its goals by providing affordable housing, rehabilitating existing housing, assisting existing businesses, establishing new businesses, exploring microenterprise entrepreneurial ventures, and attracting young urban pioneers who are sensitive and interested in living in inner city neighborhoods as homeowners. Several hundred homes have been rehabilitated and the organization has constructed affordable homes for sale as well as manages a thirty-unit apartment complex. A comprehensive package of services tailored to neighborhood conditions includes an employment support program and community loan fund, leadership development classes, GED classes, parenting workshops, art projects, home repair and maintenance workshops, and a public health training and empowerment initiative to help eliminate the barriers between urban dwellers and the health care system.

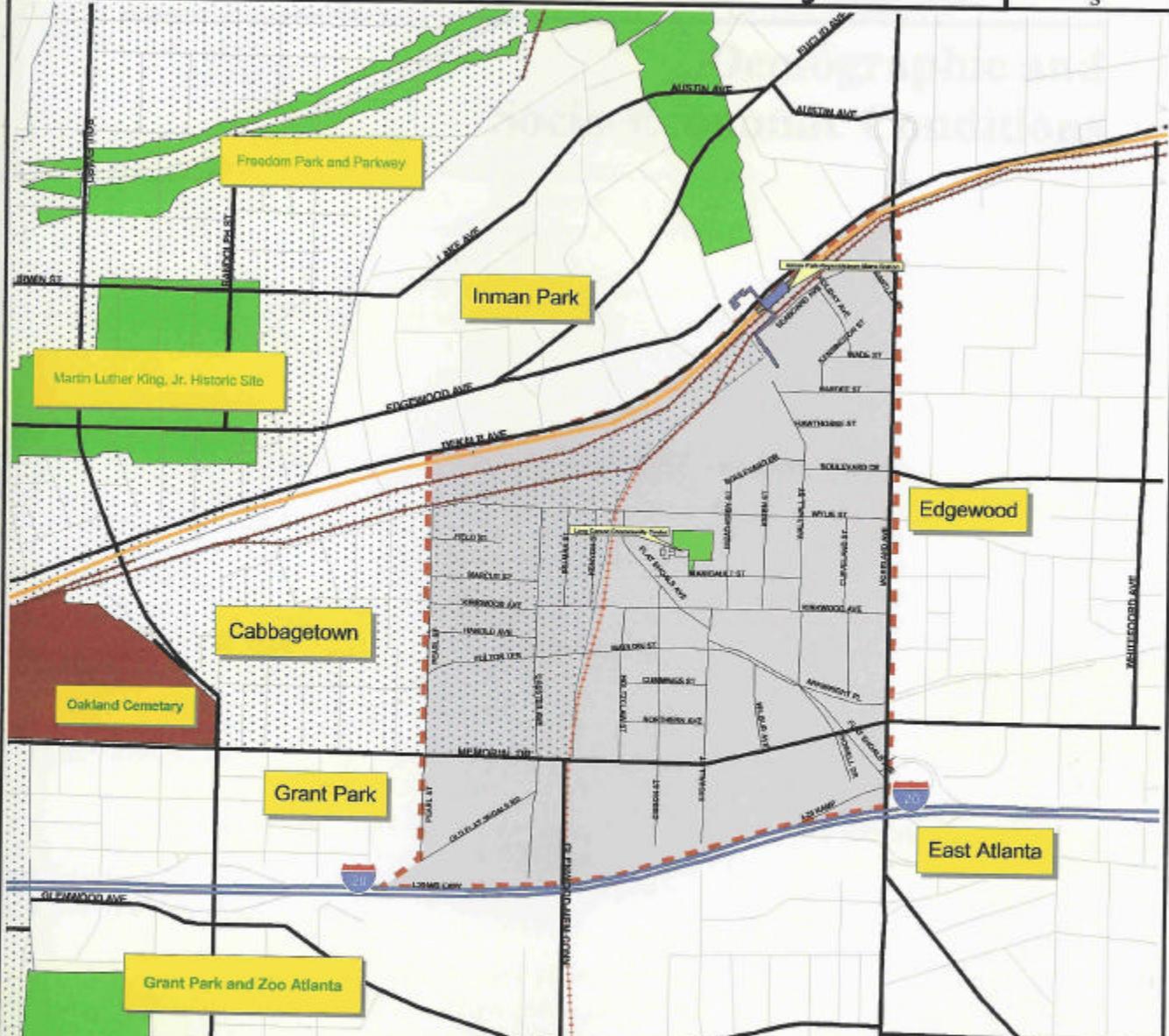
Since 1996, RRC has gotten residents involved in their neighborhood through an annual fundraiser called the Wheelbarrow Summer Theater. This is a three-day festival celebrating the collective efforts within the community and provides a showcase for the diversity of community talent through gospel, jazz, theatrical performances, neighborhood arts and crafts, and family picnics. The community has embraced the festival as a time to celebrate itself.

3. The Atlanta Empowerment Zone

In the summer of 1994, the City of Atlanta submitted an application to, the Federal Government for designation as an Urban Empowerment Zone. Accompanying the application was a strategic Plan that articulated the collective vision of the people, government and the business community on how the resources that would be made available would be used to accomplish the goals and objectives of the Strategic Plan. In December 1994, the Department of Housing and Urban Development (HUD) announced that the City of Atlanta had been designated as an Urban Empowerment zone. This designation made available to Atlanta a grant of \$100 million and targeted tax credits of \$150 million to accomplish the vision of the Strategic Plan. The Atlanta Empowerment Zone Corporation (AEZC) was created to oversee the implementation of the Strategic Plan. The preparation of this plan is being funded by the AEZC's Neighborhood Master Plan programs that provide long-range comprehensive master plans for AEZ neighborhoods. A small portion of Reynoldstown falls within the empowerment zone as shown in Figure 1.

REYNOLDSTOWN MASTER PLAN

Study Area



LEGEND

SCALE : 0 0.25 0.5 Miles

- | | | | |
|------------|-----------------------|------------------|------------------|
| MARTA Line | Abandoned Railroad | Parks/Open Space | Empowerment Zone |
| Railroad | Neighborhood Boundary | | |

FIGURE : I



Demographics and Socio-Economic Conditions

II. Demographic and Socio-Economic Conditions

1. Previous Plans

Reynoldstown has been the subject of recent planning and research efforts both from the public and private sectors. The *Reynoldstown Redevelopment Plan* was prepared several years focused on the redevelopment of several parcels of land to capture the desire of the community's residents to preserve residential land use, and to maintain viable retail services. Parcel specific surveys were conducted to assess land use and structural conditions, vacant lots, occupancy and future development opportunities. Recommendations for a variety of affordable housing developments and economic development projects were identified.

In July 1999, the Office of Data and Policy Analysis (DAPA) prepared a statistical summary of demographics on the Reynoldstown community for United Way to assess the potential for new programming related to social and physical improvements in Atlanta's inner city neighborhoods. Statistics were compiled on residential population characteristics, community assets, and neighborhood conditions.

A long-time partner of the Reynoldstown community is Georgia State University located in downtown Atlanta. During the fall of 1999, the school's Department of Social Work conducted a neighborhood wide study of Reynoldstown's social conditions. Together with community volunteers, students conducted a door-to-door survey of residents asking questions related to the overall quality of life in Reynoldstown. The survey included a section containing questions on socio-economics. Although the survey statistics are not official as with the U.S. Census, the results are the most recent measure available of the current socio-economic conditions in Reynoldstown until the 2000 Census is released.

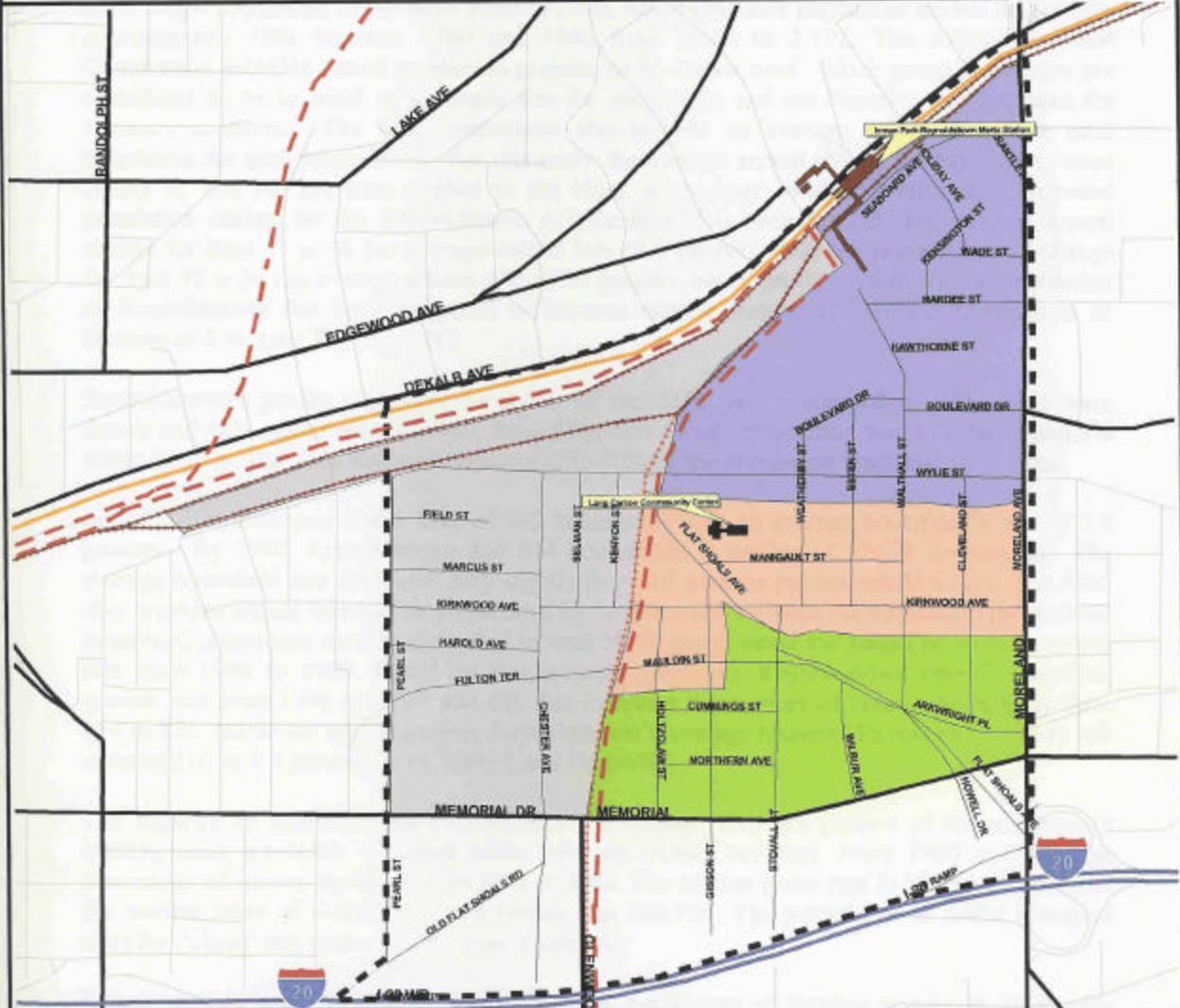
2. Socioeconomic Conditions

This section summarizes the socio-economic conditions of the Reynoldstown community including population, labor, housing and property analysis. Data was obtained from the U.S. Census, the Atlanta Regional Commission's population projections, and data collected from previous neighborhood plans.

Reynoldstown is contained in census tracts 31, 32, 50 and 52, which are further subdivided into six block groups (see Figure II). These geographic boundaries are used to analyze the socioeconomic conditions for Reynoldstown. The block groups in Census Tracts 50 and 52 contain only a portion of their total land area within Reynoldstown and consists primarily of commercial and industrial land uses. Data from these tracts, therefore, will not be considered in this socioeconomic analysis.

REYNOLDSTOWN MASTER PLAN

Studied Census Tracts & Block Groups



LEGEND

SCALE : 0

0.25

0.5 Miles

FIGURE : II

- MARTA Line
- Railroad
- Abandoned Railroad
- Reynoldstown Boundary
- Empowerment Zone Boundary
- Lang Carson Community Center
- Inman Park - Reynoldstown MARTA Station

- | Census Tracts & Block Groups | |
|------------------------------|---------------|
| Tract 31 | Block Group 1 |
| Tract 31 | Block Group 2 |
| Tract 31 | Block Group 3 |
| Tract 32 | Block Group 1 |

Population Characteristics

After major population losses from 1960 to 1980, Reynoldstown's population further declined by approximately 18% between 1980 and 1990 from 2,616 to 2,152. The Atlanta Regional Commission provides annual population projections by census tract. Block group projections are considered to be too small of a sample size for projections and are therefore not provided for accuracy concerns. The ARC projections also provide an average annual change in total population for each census tract. For this study, the average annual change for each census tract (tracts 31 and 32) has been applied to the block group level. With this method, a projected population change for the Reynoldstown neighborhood has been derived. The average annual change for tract 31 is -8 (an average annual loss of 8 people) while the average annual change for tract 32 is 36 (an average annual gain of 36 people). Based on these numbers, the population of Reynoldstown has been projected to increase slightly from 2,152 to 2,260, which is an increase of 5 %. (see Tables 1 - IC)

Reynoldstown's gender ratio is quite equal. Of the 2152 people counted in 1990, 52% were female and 48% were male. In 1980, Reynoldstown's racial composition was 91% black and 9% white. In 1990, the black majority remained with 90% of the population black and 10% white.

In 1980, Reynoldstown had a total of 892 households with an average household's size of 2.9 persons. By 1990, Reynoldstown had 814 households, a decline of 9%(78 households). The average household size decreased only slightly from 2.9 persons per household to 2.6. The ARC also provides annual households projections by census tract. As with the population projections, household projections have been applied to each block group based the annual household growth rate from 1990 to 1999. Based on this projection method, Reynoldstown overall household growth rate from 1990 to 1999 was 6% that increases the number of households slightly from 814 to 851. Based on this projection, Reynoldstown's average household's size in 1999 was still estimated to be 4.9 persons. (See Table 2 and Figure III)

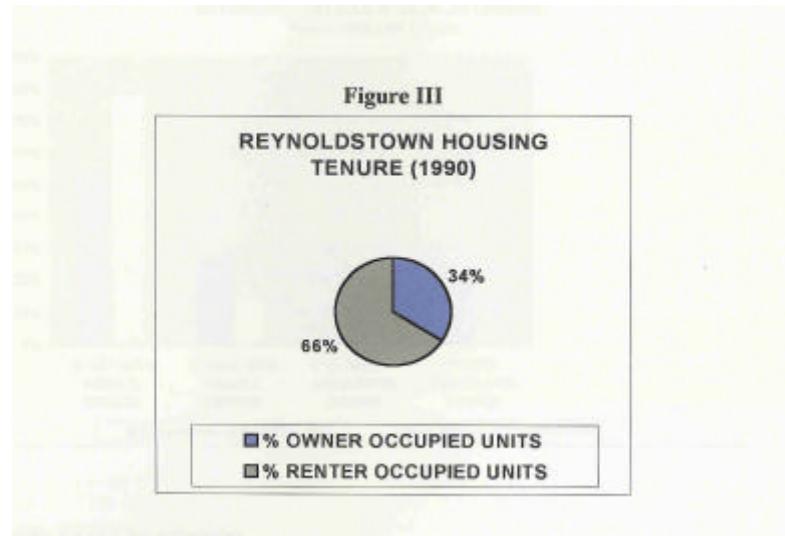
The majority of Reynoldstown's households are renters. Sixty six percent of Reynoldstown's housing units are renter occupied while 34% are owner occupied. From 1980 to 1990, the percentage of renters increased from 62% to 66%. The median gross rent in 1990 was \$398 and the median value of owner occupied homes was \$30,750. The percentage of renter occupied units for Atlanta was lower at 48%. (See Table 2A)

Reynoldstown's age distribution indicates a high percentage of families present in 1990 with most children under the age of 18. Of Reynoldstown's 814 households in 1990, 92.4% of the households were families. The 1990 Census counts families as households with blood related individuals while "Households" does not account for the relationship of the persons within the household. Of Atlanta's households in 1990, 56.4% were families.

The largest age group in Reynoldstown is the age 25 to 44 (33%) and the smallest is the age 18 to 24 age group at 8%. There was little change in the age composition between 1980 and 1990. Between 1980 to 1990 there was a decrease of 4% in the age 18 to 24 group and a decrease of 5% in the age 45 to 64 group. The age 25 to 44 group increased by 9% while the under age 18

and the 65 and over groups remained the same at 27% and 15%. Reynoldstown resembles Atlanta's age distribution in most categories except for the 18 to 24 group where Atlanta exceeded Reynoldstown by, 6%.

Figure III
REYNOLDSTOWN HOUSING
TENURE (1990)



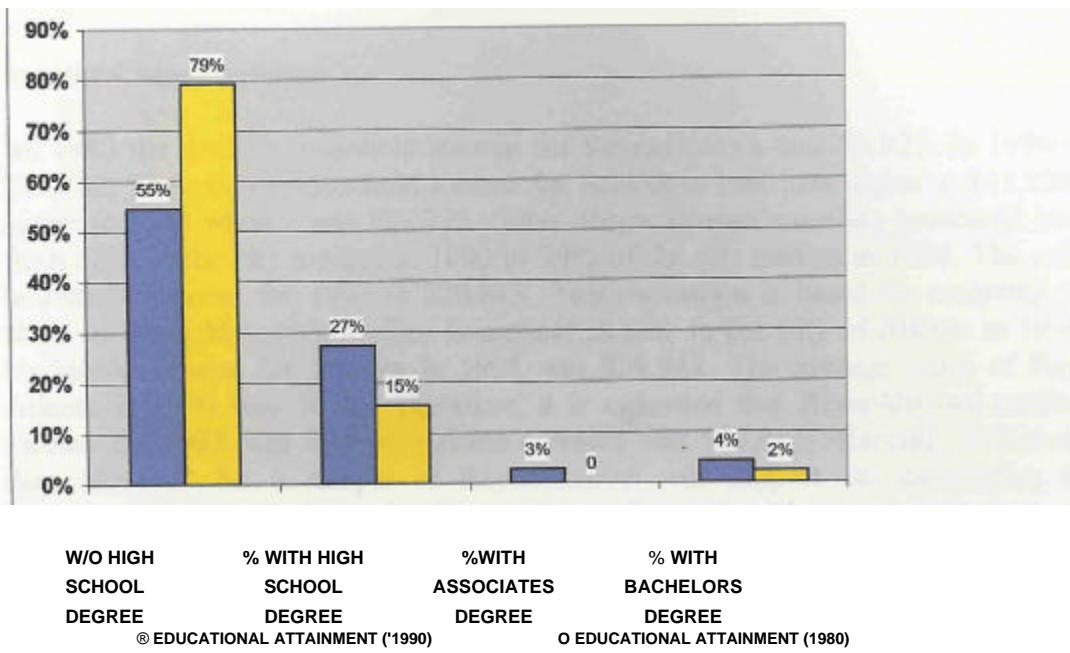
Educational Characteristics

In the regional economy, structural economic changes have reduced the availability of good paying low-skilled labor-intensive employment, which at one time provided steady employment for many people. Labor intensive jobs have been replaced with service oriented jobs that pay lower wages. Today's better paying employment opportunities require secondary education and skilled training. Many of the manufacturing jobs available within Reynoldstown's industrial districts require particular skills and training. A large portion of Reynoldstown's local population lacks the skills and/or education to take advantage of local employment opportunities.

A large percentage of Reynoldstown's population has not completed high school. In 1980, 79% of Reynoldstown's age 25 and over population had not completed high school. In 1990 this percentage decreased by 24% to 55%. In 1980, 15% of Reynoldstown's population had a high school degree and only 2% had a bachelor's degree. By 1990, the number of persons with a high school degree increased by 12% to 27% in 1990. The number of persons with a bachelor's degree only increased from 2% in 1980 to 4% in 1990. Some of the explanation for the increase in educational attainment in Reynoldstown from 1980 to 1990 is the fact that education is a function of age. Educational attainment typically decreases with age. Reynoldstown's 45 to 64

age cohorts decreased from 1980 to 1990 by 5% while the age 25 to 44 cohort increased by 4%. (See Table 4)

Figure IV
REYNOLDSTOWN EDUCATIONAL ATTAINMENT
Source: 1980,1990 Census



Lab® Force Characteristics

The condition of Reynoldstown's labor force has remained relatively the same since 1980. Labor force participation (person's 16 years of age and over who are employed or actively seeking employment) has slightly increased while the unemployment rate has almost doubled. The unemployment percentage has increased from 6.4% in 1980 to 11.4% in 1990. Unemployment for the City of Atlanta in 1990 was lower at 9.2%. It should be noted that the unemployment rate includes persons who are in the labor force who have not been able to find employment. Persons not in the labor force (persons age 16 and over who unemployed and have not been actively seeking employment) are not accounted for in the unemployment rate. In 1990 54% of Reynoldstown's 16 and over population was in the labor force. Labor Force participation for the City of Atlanta in 1990 was 62%. The remaining 46% of Reynoldstown's 16 and over population was not in the labor force, a 2% decrease from 1980. In comparison 38% of Atlanta's 16 and over population was not in the labor force in 1990. (See Table 3)

By gender, the male labor force participation rate remained relatively the same while the female labor force participation rate increased by 4%. As more females entered the labor force, the female unemployment rate significantly increased also from 3% in 1980 to 13% in 1990. The unemployment rates for males remain relatively the same from 1980 to 1990. In 1990,

Reynoldstown had an unemployment rate higher than Atlanta's and also has a lower level of labor force participation. Of the 1,621 persons 16 and over, 745 (46%) were not only unemployed, but where not actively seeking work. Such a high rate of non-participation in the labor force serves as another indicator of long-term economic declines that have affected the residents of Reynoldstown.

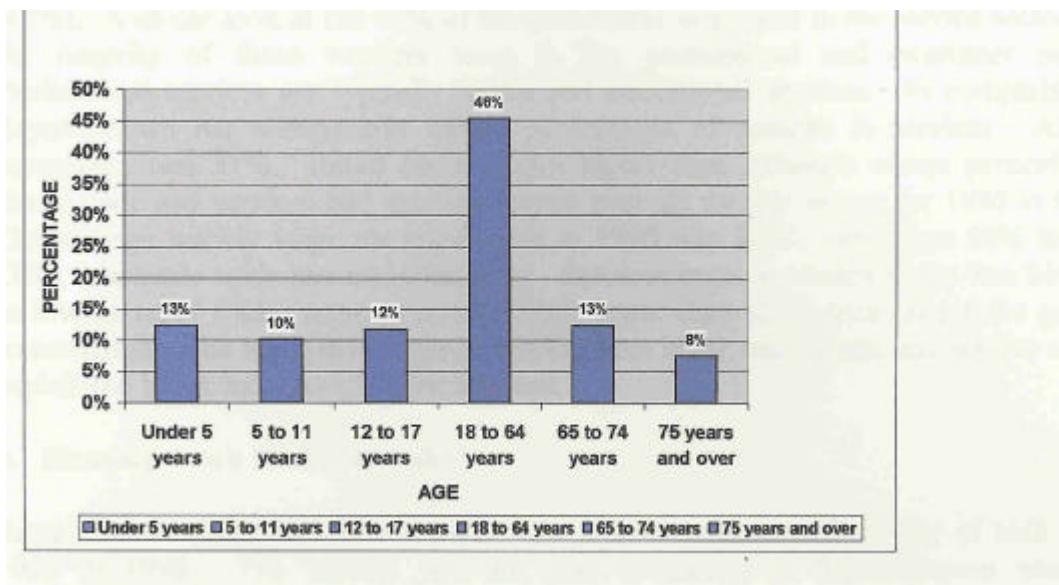
Income Characteristics

In, 1980 the median household income for Reynoldstown was \$6,920. In 1990 it increased to \$15,682. The median household income for Atlanta in 1980 was higher at \$11,926 and remained higher in 1990 when it was \$22,275. Thus, Reynoldstown's median household income increased from 58% of the city median in 1980 to 70% of the city median in 1990. The estimated median household income for 1995 is \$20,813. This estimation is based on analyzing the percentage share of Reynoldstown's median household income to the City of Atlanta in 1990. The median household income for Atlanta in 1995 was \$29,943. The average share of Reynoldstown to Atlanta in 1990 was 70%. Therefore, it is estimated that Reynoldstown median households' income for 1995 was 70% of Atlanta's, which was \$20,813. Recently collected demographic date surveyed for a sample of Reynoldstown will support the assumption that economic conditions have not changed substantially in Reynoldstown since 1990. Income is therefore assumed to remain the same proportionally to Atlanta 1990 to 1995. The 1995 estimation also closely matches an estimation made by Georgia Power for Reynoldstown, which estimated 1995 median household income to be \$21,812. (See Table 413)

The percentage of households receiving income from a wage or salary did not change much between 1980 and 1990. (71 % in 1980 and 68% in 1990) The number of households receiving public assistance remained about the same also at 18% in 1980 and 21 % in 1990. The largest change in income characteristics was a decrease in the number of households receiving social security income, which fell from 37% in 1980 to 30% in 1990. The most likely explanation for this decrease is the 5% decrease in the age 45 to 64 age cohorts from 1980 in 1990. In comparison to Atlanta, Reynoldstown had a higher percentage of public assistance (8% higher), social security (13% higher) and retirement incomes (4% higher). Wage and salary income was equal to the City's (65%). (See Table 4A)

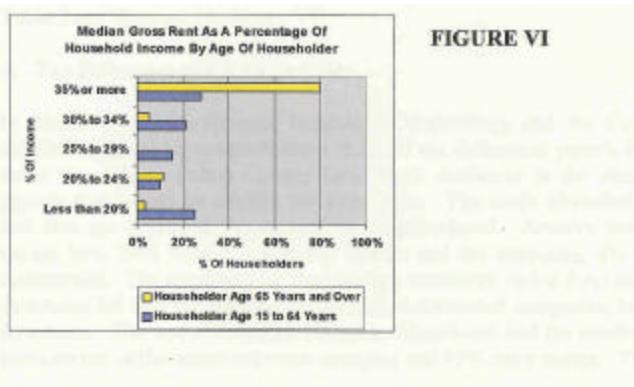
Poverty status is defined as individuals above or below a poverty level based on a poverty threshold compared to total income. The poverty threshold is calculated based on standards determining the basic demand of persons based on family size age and composition. The number of person living below the poverty level in Reynoldstown dropped from 39% in 1980 to 25% in 1990. A closer look at individuals below the poverty level in 1990 by age indicates that the majority of these persons are between the ages of 18 to 64 years (46%). Thirty seven percent are under the age of 18 and 18% are over the age of 64.

REYNOLDESTOWN POVERTY LEVEL DISTRIBUTION BY AGE
(1990) source: 1990 census



The percentage of income contributed toward rents in the neighborhood is high; particularly among the elderly. This percentage is even higher for the elderly rental population. According to the 1990 Census, 49% of Reynoldstown's householders between the age of 15 to 64 years pay over thirty percent of their income for rent. Of Reynoldstown's' householders over the age 65, 85% pay over 30% of for rent. Eighty percent of these elderly households pay over 35% of their income for housing. Twenty nine percent of Reynoldstown's renter householders are over the age of 65. (See Table 5)

FIGURE VI



Occupational Profile Characteristics

In 1990, Reynoldstown's highest employment sectors were services (54%) and retail trade (18%). A closer look at the 54% of the labor force employed in the service sector indicates that the majority of these workers were in the professional and consumer service sectors. Professional services are typically health and educational services. In comparison to Atlanta, Reynoldstown has substantially higher percentages of persons in services. Atlanta's service percentage was 31%. Retail trade is also higher than Atlanta's whose percentage was 12%. Retail trade and services had the two lowest average weekly wages for 1990 in Fulton County. The average weekly wage for retail trade in 1990 was \$287, more than 50% lower than Fire, TCU, wholesale trade and manufacturing. Services average weekly wage was \$489, though not as low as retail trade, services is over \$100 lower than all sectors except for government and construction. The high percentage of employment in the retail trade and service sectors helps to explain the lower incomes of Reynoldstown.

3. Housing Stock Characteristics

Reynoldstown's housing stock is older than Atlanta's whose median year of built structures was 1958 in 1990. The median year for built structures in Reynoldstown was 1945. The neighborhood has a total of 1,026 housing units, which is only a small increase from 1980 when there were 1,080. The number of vacant units rose from 16% to 20%. Atlanta had a lower number of vacant units (15%). Seven percent of the Reynoldstown homes lacked kitchen facilities in 1980. By 1990, than number was down to 1%. The percentage of housing units lacking plumbing facilities remained the same from 1980 to 1990 at 1%. (See Table 2A)

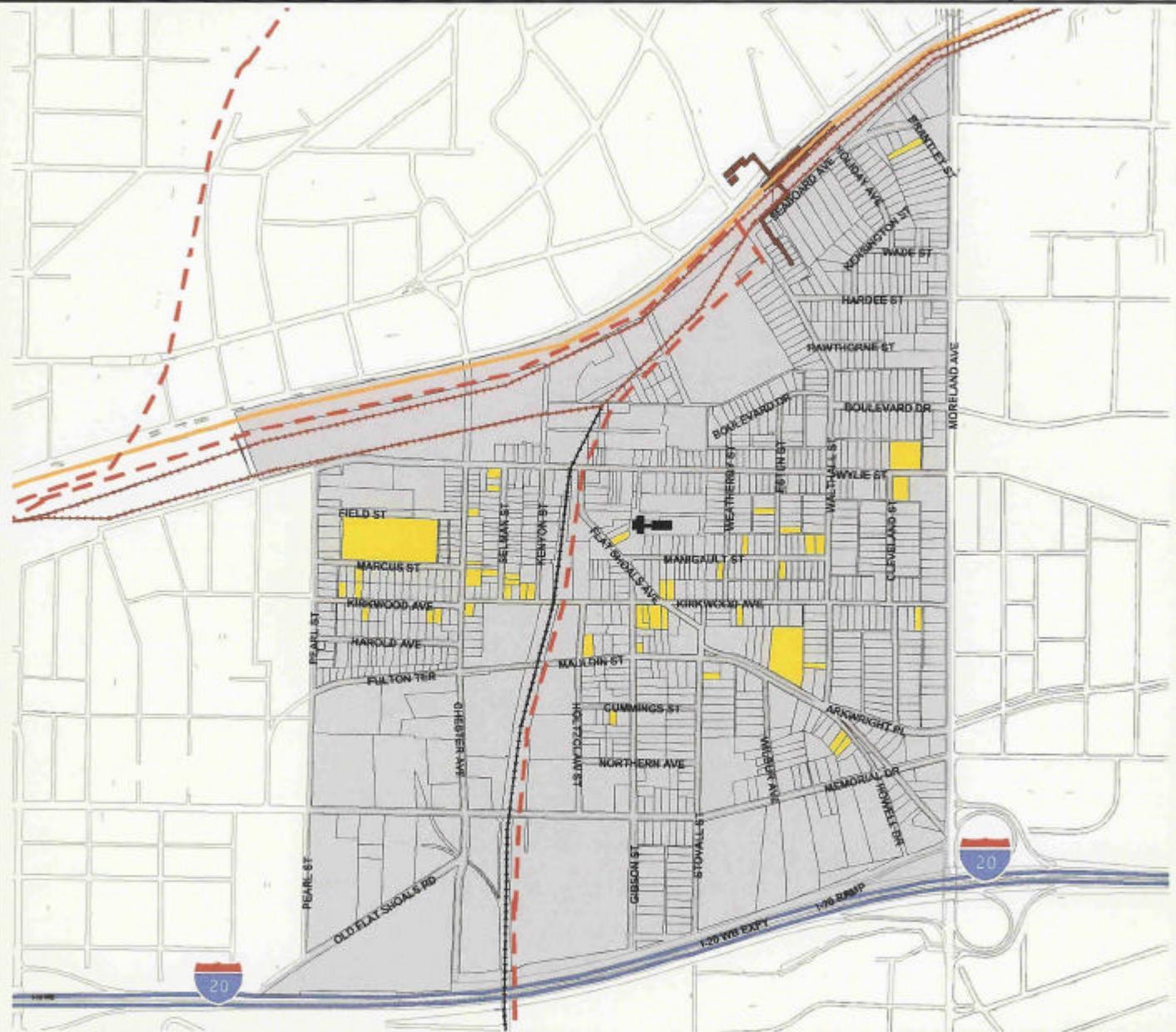
Recent development trends in the East Atlanta area have triggered the increase in housing starts and rehabilitation projects. The Reynoldstown Revitalization Corporation, the neighborhood community development corporation, has undertaken several housing development and rehabilitation projects over the past several years. In addition to the RRC development activities, private developers and land speculators are beginning to purchase and renovate homes as well as convert warehouses and other older buildings to loft type housing. These projects are listed in Table 5 and illustrated in Figure VII.

4. Tax Delinquency Characteristics

In March 1999, the Georgia Institute of Technology and the Community Design Center of Atlanta conducted a comprehensive study of tax delinquent parcels in Reynoldstown in order to assist the Atlanta Fulton County Land Bank Authority in the identification of tax delinquent parcels that would be eligible for acquisition. The study identified 104 tax delinquent parcels and that are scattered throughout the neighborhood. Seventy percent of these parcels were vacant lots, 24% were single-family homes and the remaining 6% were either multi-family or commercial. The conditions of the standing structures varied from standard to dilapidated. Most structures fell into the standard or severely deteriorated categories; both consisting of 26% of the structures. The worse structural category, dilapidated, had the smallest percentage at 10%. Fifty two percent of the structures were occupied and 45% were vacant. The 45% vacant figure is the

REYNOLDSTOWN MASTER PLAN

Reynoldstown Revitalization Corp. Projects



LEGEND

SCALE : 0

0.25

0.5 Miles

FIGURE : VII

 RRC Development Projects

MARTA Line

Railroad

Abandoned Railroad

Empowerment Zone Boundary

Lang Carson Community Center

Inman Park - Reynoldstown MARTA Station

percentage of the tax delinquent structures that were vacant. This number is different from the 70% of the total tax delinquent parcels that were vacant lots.

5. Current Socio-Economic Conditions

During the **fall** of 1999, the Georgia State University Department of Social Work conducted a neighborhood wide study of Reynoldstown's social conditions. A part of this study included a survey section that addressed socio-economic issues. Although the statistics are not official as in the U.S. Census, the results of this study are the most recent measure available of the current socio-economic conditions in Reynoldstown until the 2000 Census data is released.

The major findings of the study are:

- 67% of the respondents indicated that they were employed while 32.4% indicated unemployment
- 62% of the respondents indicated they are renters
- 59% indicated wages and salaries as their major source of income while,
- 20% indicated social security as their major source of income

While these figures cannot be compared to Census data, they do provide some measurable indication as to the current conditions of Reynoldstown. Based on the above findings, it appears that Reynoldstown continues to have a relatively high level of unemployment and a similarly high rental majority of housing tenure.

REYNOLDSTOWN POPULATION CHARACTERISTICS
TABLE 1C -AGE PERCENTAGE

CENSUS BLOCK TRACT GROUP	TOTAL PERSONS	UNDER AGE 18	18 TO 24	25 TO 44	65 AND OVER
45 TO 64					
31 1	793	26%	9%	41%	14% 10%
31 2	398	25%	5%	23%	22% 19%
31 3	530	34%	10%	26%	15°/0 14%
32 1 IJ. u	431	23%	4%	37% >.mz u	22% 18%
i a ~	M2,616 .k gNk* ~;h 6 3 9	..~	R B' UZ... f	y4eIL	~ "la 2 2°1 U' s t' rsv hs ~~u° - 4J

REYNOLDSTOWN POPULATION CHARACTERISTICS
TABLE 1 - POPULATION CHANGE

CENSUS TRACT	BLOCK GROUP	1980 TOTAL POPULATION	1990 TOTAL POPULATION	ARC PROJECTED AVERAGE ANNUAL GROWTH RATE (BY CENSUS TRACT)	ARC PROJECTED AVERAGE ANNUAL GROWTH RATE (BY CENSUS TRACT)
31	1	1017	793	-8	-9%
31	2	536	398	-8	-18%
31	3	555	530	-8	-14%
32	1	508	431	36	75%
TOTAL		2616	2152		5%

REYNOLDSTOWN POPULATION CHARACTERISTICS
TABLE 1A - GENDER

CENSUS TRACT	BLOCK GROUP	TOTAL PERSONS	% FEMALE	% MALE
31	1	793	49%	51%
31	2	398	49%	51%
31	3	530	60%	40%
32	1	431	52%	48%
1990 CENSUS TOTALS		2152	52%	48%
1980 CENSUS TOTALS		2616	54%	46%

REYNOLDSTOWN POPULATION CHARACTERISTICS
TABLE 1B - RACE

CENSUS TRACT	BLOCK GROUP	TOTAL PERSONS	% BLACK	% WHITE
31	1	793	97%	2%
31	2	398	97%	3%
31	3	530	95%	5%
32	1	431	65%	35%
1990 CENSUS TOTALS		2152	90%	10%
1980 CENSUS TOTALS		2616	91%	9%

REYNOLDSTOWN POPULATION CHARACTERISTICS
TABLE 1C - AGE PERCENTAGE

CENSUS TRACT	BLOCK GROUP	TOTAL PERSONS	UNDER AGE 18	18 TO 24	25 TO 44	45 TO 64	65 AND OVER
31	1	793	26%	9%	41%	14%	10%
31	2	398	25%	5%	23%	22%	19%
31	3	530	34%	10%	26%	15%	14%
32	1	431	23%	4%	37%	22%	18%
1990 CENSUS TOTALS		2152	27%	8%	33%	17%	15%
1980 CENSUS TOTALS		2616	27%	12%	24%	22%	15%
1990 CENSUS TOTALS, ATLANTA		416397	23%	14%	33%	16%	11%

TABLE 2 - REYNOLDSTOWN HOUSEHOLDS

CENSUS TRACT	BLOCK GROUP	1980 HOUSEHOLDS	1980 AVERAGE HOUSEHOLDS SIZE	1990 HOUSEHOLDS	1990 AVERAGE HOUSEHOLDS SIZE	Projected 1999 Households	PROJECTED 1999 AVERAGE HOUSEHOLDS SIZE
31	1	307	3.3	317	2.5	314	2.3
31	2	188	2.9	152	2.6	150	2.2
31	3	179	3.1	171	3.1	169	2.7
32	1	218	2.3	174	2.5	218	3.5
TOTAL		892	2.9	814	2.6	851	2.7

TABLE 2A - REYNOLDSTOWN HOUSING STATISTICS

CENSUS TRACT	BLOCK GROUP	MEDIAN YEAR STRUCTURE BUILT	TOTAL HOUSING UNITS	% VACANT UNITS	% OCCUPIED UNITS	% OWNER OCCUPIED UNITS	MEDIAN VALUE	% RENTER OCCUPIED UNITS	MEDIAN GROSS RENT	% LACKING PLUMBING FACILITIES	% LACKING KITCHEN FACILITIES
31	1	1950	391	19%	81%	35%	\$40,200	65%	\$423	0%	0%
31	2	1939	179	15%	85%	53%	\$34,400	47%	\$419	0%	0%
31	3	1947	220	22%	78%	26%	\$26,500	74%	\$409	0%	0%
32	1	1945	236	26%	74%	24%	\$21,900	76%	\$339	6%	6%
1990 CENSUS TOTALS		1945	1026	21%	79%	34%	\$30,750	66%	\$398	1%	1%
1990 CENSUS (ATLANTA)		1958	182754	15%	85%	37%	\$69,900	48%	\$422	n/a	n/a
1980 CENSUS TOTALS			1080	16%	84%	38%	n/a	62%	\$160	1%	7%

SOURCE: 1980, 1990 CENSUS AND ARC 1999 POPULATION AND HOUSING

Table 2B - Percentage of Households That Are Families

CENSUS TRACT	BLOCK GROUP	1990 % FAMILIES	1990 FAMILIES	1990 HOUSEHOLDS
31	1	94.3%	299	317
31	2	90.1%	137	152
31	3	87.7%	150	171
32	1	95.4%	166	174
1990 CENSUS TOTALS		92.4%	752	814
1990 CENSUS TOTALS, ATLANTA		56.4%	87,976	155,894

TABLE 3A- REYNOLDSTOM
FORCE STATISTICS BY
GENDER

CENSUS TRACT			LABOR MALES			FEMALES		
CENSUS TRACT	BLOCK GROUP	PERSONS 16 AND OVER	% IN LABOR FORCE	% UNEMPLOYED	% NOT IN LABOR FORCE	% IN LABOR FORCE	% UNEMPLOYED	% NOT IN LABOR FORCE
31	1	610	79%	8.7%	21%	53%	142%	47%
31	2	312	35%	10.5%	65%	45%	8.8%	55%
31	3	365	42%	15.6%	58%	60%	21.3%	40%
32	1	334	58%	8.5%	42%	40%	0.00/0	60%
ALS X90 NSUS		k61	59° 0 ~! Lh.irh%/%	oo~ .9: ;9° h.	.o h. 41 o	0 50;/ t /	X19° k dip.	0 /0 r
F		y v h.	3 1 L 7 z 60° a. k	-hk -id -r S. -	k i d	M	I.	.

SOURCE: 1980 and 1990 CENSUS

TABLE 3 - REYNOLDSTOWN LABOR FORCE STATISTICS

CENSUS TRACT	BLOCK GROUP	PERSONS 16 AND OVER	% IN LABOR FORCE	% UNEMPLOYED (IN LABOR FORCE)	% EMPLOYED (IN LABOR FORCE)	% NOT IN LABOR FORCE
31	1	610	67%	10.8%	89.2%	33%
31	2	312	40%	9.6%	90.4%	60%
31	3	365	52%	19.4%	80.6%	48%
32	1	334	47%	4.4%	95.6%	53%
1990 CENSUS TOTALS		1621	54%	11.4%	88.6%	46%
1990 CENSUS (ATLANTA)		308,805	62%	9.2%	90.8%	38%
1980 CENSUS TOTALS		1959	52%	6.4%	93.6%	48%

TABLE 3A - REYNOLDSTOWN LABOR FORCE STATISTICS BY GENDER

			MALES			FEMALES		
CENSUS TRACT	BLOCK GROUP	PERSONS 16 AND OVER	% IN LABOR FORCE	% UNEMPLOYED	% NOT IN LABOR FORCE	% IN LABOR FORCE	% UNEMPLOYED	% NOT IN LABOR FORCE
31	1	610	79%	8.7%	21%	53%	14.2%	47%
31	2	312	35%	10.5%	65%	45%	8.8%	55%
31	3	365	42%	15.6%	58%	60%	21.3%	40%
32	1	334	58%	8.5%	42%	40%	0.0%	60%
1990 CENSUS TOTALS		1621	59%	9.9%	41%	50%	12.9%	50%
1980 CENSUS TOTALS		1959	60%	9.3%	40%	46%	3.2%	54%

SOURCE: 1980 and 1990 CENSUS

TABLE 4 - REYNOLDSTOWN EDUCATION CHARACTERISTICS

CENSUS TRACT	BLOCK GROUP	% W/O HIGH SCHOOL DEGREE	% WITH HIGH SCHOOL DEGREE	% WITH ASSOCIATES DEGREE	% WITH BACHELORS DEGREE	
31	1	44%	29%	3%	8%	
31		62%	20%	4%	0%	
31		56%	34%	2%	3%	
32		64%	24%	3%	4%	
1990 CENSUS TOTALS		55%	27%	3%	4%	
1980 CENSUS TOTALS		79%	15%	N/A	2%	

REYNOLDSTOWN INCOME STATISTICS

TABLE 4A - REYNOLDSTOWN INCOME CHARACTERISTICS

CENSUS TRACT	BLOCK GROUP	MEDIAN HOUSEHOLD INCOME	PER CAPITA INCOME	% OF PERSONS BELOW POVERTY LEVEL	% WAGE AND SALARY INCOME	% PUBLIC ASSISTANCE	% SOCIAL SECURITY INCOME	% RETIREMENT INCOME	
31	1	\$17,371	\$7,868	23%	78%	6%	22%	10%	
31		\$15,625	\$6,721	19%	81%	20%	56%	41%	
31		\$16,518	\$6,162	36%	75%	39%	29%	17%	
32		\$13,214	\$6,779	35%	66%	36%	51%	2%	
1990 CENSUS TOTALS		\$15,682	\$6,883	28%	75%	22%	36%	15%	
1990 CENSUS (ATLANTA)		\$22,275	\$15,279	26%	75%	14%	23%	11%	
1980 CENSUS TOTALS		\$6,920	\$3,124	42%	24%	6%	13%	NA	
1980 CENSUS (ATLANTA)		\$11,296							

TABLE 4B - ESTIMATED MEDIAN HOUSEHOLD INCOME FOR 1995

CENSUS TRACT	1970 MEDIAN HOUSEHOLD INCOME (OF ENTIRE TRACT 31 AND 32)	% SHARE, 1970	1980 MEDIAN HOUSEHOLD INCOME	% SHARE, 1980	1990 MEDIAN HOUSEHOLD INCOME	% SHARE, 1990	AVG % SHARE	1995 ESTIMATED MEDIAN HOUSEHOLD INCOME
REYNOLDSTOWN	\$4,810	77%	\$6,920	61%	\$15,682	70%	70%	\$20,813
ATLANTA	\$6,257		\$11,296		\$22,275			\$29,943
							Georgia Power Est.	\$21,812

TABLE 5 - RECENT PROPOSED AND COMPLETED DEVELOPMENT AND REHAB PROJECTS

DEVELOPER	TYPE	LOCATION	APPROX. # OF UNITS	STATUS
RRC	SINGLE FAMILY HOMES	NEIGHBORHOOD WIDE	20	COMPLETED IN PAST 10 YRS
	SINGLE FAMILY REHAB	NEIGHBORHOOD WIDE	200	""
	APARTMENTS		50	COMPLETED IN 1994
	APARTMENTS		32	PROPOSED
	TOWNHOMES	FLAT SHOALS	12	PROPOSED
PRIVATE DEVELOPERS	LOFT APARTMENTS	MEMORIAL DRIVE	90	UNDER CONSTR.
PRIVATE DEVELOPERS	LOFT APARTMENTS	MEMORIAL DRIVE	68	PROPOSED
PRIVATE DEVELOPERS	LOFT APARTMENTS/TOWNHOMES	FULTON STREET & CHESTER AVENUE	68	PROPOSED
PRIVATE DEVELOPERS	LOFT APARTMENTS/TOWNHOMES	WYLIE STREET & PEARL STREET	90	PROPOSED
PRIVATE DEVELOPERS	SINGLE FAMILY/TOWNHOMES	HAWTHORPE STREET	4	UNDER CONSTR.
TOTAL PROPOSED			270	
TOTAL UNDER CONSTRUCTION			94	
TOTAL COMPLETED			70	

Physical Inventory and Issues

III. Physical Inventory and Issues

1. Economic Conditions

Commercial/Industrial Districts

The neighborhood has two major commercial/industrial districts. The largest is the Memorial Drive corridor, which contains a variety of industrial, retail and institutional uses. A fair amount of industry can be found along the eastern section of Wylie Street across from the CSX railroad tracks and internal to the neighborhood. These central industrial districts and nodes extend from Wylie south between Kenyon and Flat Shoals, and between Chester and Holtzclaw where they connect with Memorial Drive. The Memorial Drive corridor transitions from a mostly industrial district to more mixed uses consisting of industrial, commercial and institutional uses. The eastern portion of Memorial Drive is industrial with a few restaurants to serve that primarily serve local workers. West of Gibson Street, the mix is commercial and institutional including a school; ending with a commercial node at the intersection of Memorial Drive and Moreland Avenue.

Commercial Nodes

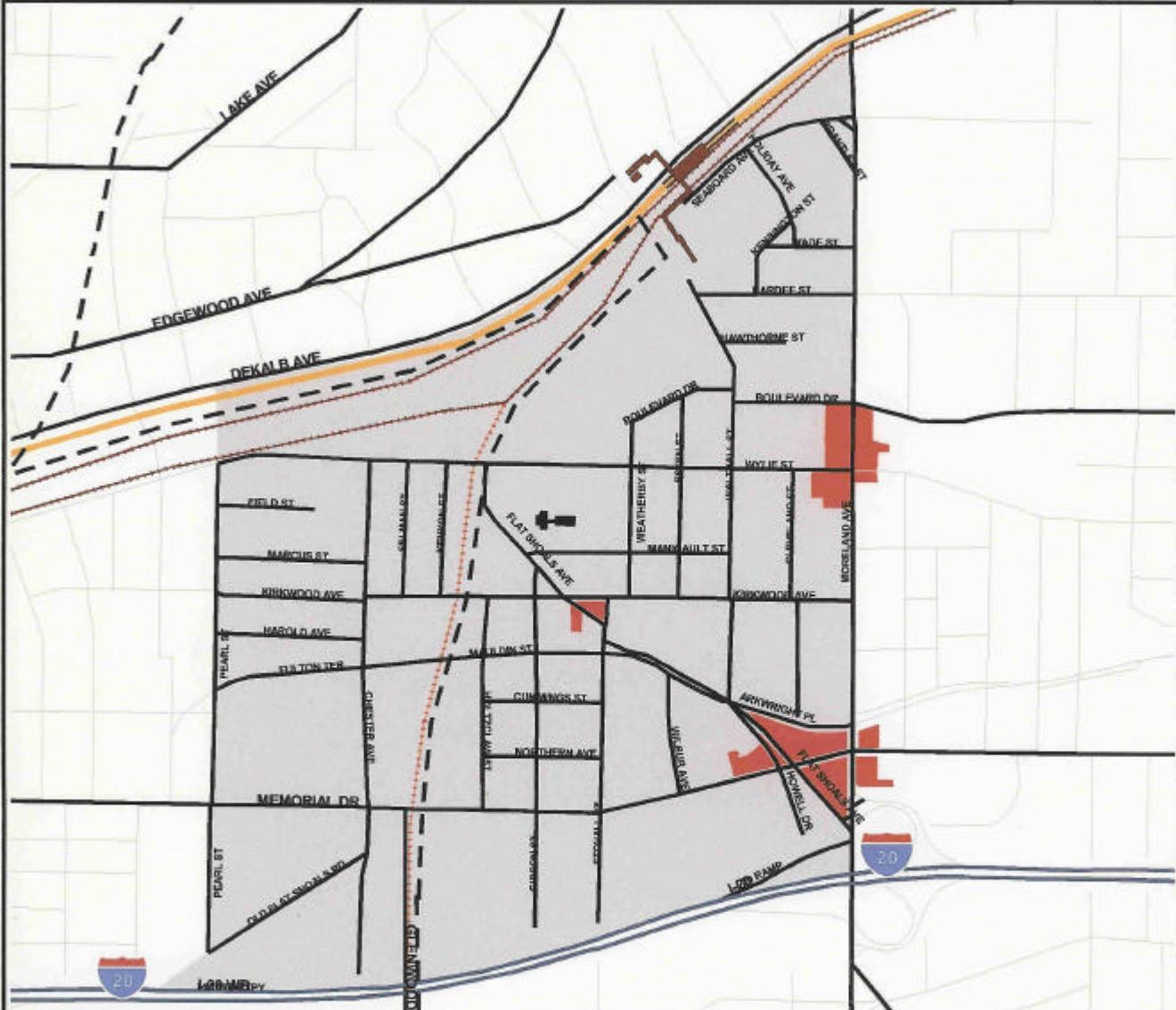
Reynoldstown contains several small to medium sized commercial nodes. As mentioned above, the intersection of Memorial Drive and Moreland Avenue serves as a commercial node at the western end of the Memorial Drive corridor. A portion of this node reaches back into the neighborhood between Flat Shoals and Arkwnght. The Memorial/Moreland commercial node contains several uses including, auto repair shops, eating establishments, a hotel, gas station/convenience store and other commercial uses. Another major commercial node exists at the intersection of Moreland Avenue and Wylie Street. The Moreland/Wylie Street node is the second largest node in Reynoldstown and contains the neighborhood's only supermarket. A small neighborhood commercial center is located at Gibson and Flat Shoals with convenience type services. Figure V1II shows the major commercial nodes in Reynoldstown.

Employment Centers/Major Employers

Reynoldstown's major employment center is the Memorial Drive corridor. The Reynoldstown portion of the corridor includes major employers such as Parmalot, Master Rack, Bell South and Stein Steel, which is located in the center of the neighborhood. The corridor also includes several small auto related and industrial establishments. These businesses provide the majority of available employment close to Reynoldstown. The jobs are primarily manufacturing and skilled labor types.

REYNOLDSTOWN MASTER PLAN

Commercial Nodes



LEGEND

SCALE :

0

0.25

0.5 Miles

FIGURE : VIII

Commercial Nodes

MARTA Line

Railroad

Abandoned Railroad

- - - Empowerment Zone Boundary

— Lang Carson Community Center

— Inman Park - Reynoldstown MARTA Station

Business Survey

Summary

The first meeting of business owners in Reynoldstown was conducted during this planning process. Ten of the major businesses in Reynoldstown were represented and participated in a written survey designed to obtain a better understanding of the background, size, concerns and goals of each neighborhoods businesses. The participating businesses represented various employment sectors including services, retail, and industrial. The majority of the respondents employed between 10 and 19 employees while two employed more than 70. Six out of the ten had annual gross revenues of over \$1,000,000.

The written survey (See Appendix B) contained questions related to the businesses' relationships and perceptions of Reynoldstown as a conducive business climate. All ten indicated a major problem was finding and keeping skilled workers. While the majority suggested they had not established outreach relationships with the community in general, a willingness to forge such relationships was desirable. Additionally, businesses such as retailers indicated receiving support from the community. Six of the ten respondents indicated future plans to expand in Reynoldstown. Eight out of the ten also expressed strong interest in participating in job referral/training programs and advertising in the neighborhood newsletter.

A majority of respondents listed public safety as a major concern followed by the desire for infrastructure improvements such as sidewalks and lighting, however, all felt the neighborhood was improving.

Economic Strengths and Weaknesses

Reynoldstown has several strengths that make it an ideal location for economic stability. A major strength of the Reynoldstown neighborhood is its location. The area is easily accessible from downtown Atlanta via the Memorial Drive corridor as well as by several exits off Interstate 10 including Moreland Avenue and Boulevard.

The strength of the Memorial Drive corridor can serve as an economic asset to the Reynoldstown community. While economic restructuring has reduced the number of active industrial corridors inside the City of Atlanta, the corridor still produces significant economic activity with the location of several major industries. Although the corridor may not be at its peak economic potential, it still produces a large amount of economic activity, which should foster a healthy job market for the local population.

The Reynoldstown community also faces some weaknesses that must be identified and addressed. Although there are a large number of potential labor force participants, many are currently not in the labor force. Those not in the labor force were recorded as not employed and not actively seeking work during the 1990 census count. As shown in the demographics section, 38% of males and 52% of females were not in the labor force. Of those in the labor force, 8% of males and 3% of females were unemployed. The high number of persons not in the labor force and the significant unemployment rate of identified males during the 1990 census indicate a weakness in the employment conditions for Reynoldstown's residents. Additionally, a large

portion of the population had trouble finding employment due to the low level of educational attainment by Reynoldstown's population. In 1990, 55% of Reynoldstown's population had not completed high school. Only 2% of the population had a bachelor's degree. General structural economic changes have reduced the availability of good paying low-skilled labor-intensive employment, which at one time provided steady employment for many people. Labor intensive jobs have been replaced with service oriented jobs that pay lower wages. Today's better paying employment opportunities require secondary education and skilled training. Many of the manufacturing jobs available within Reynoldstown's industrial districts require particular skills and training. Consequently, many neighborhood residents lack the skills and/or education to take advantage of local employment opportunities.

2. Physical Conditions

Vacant Land and Properties

Reynoldstown has a large number of vacant properties. The presence of a large a number of vacant properties, particularly those with vacant structures, increase the potential for crime and other activities that are counter productive to a safe neighborhood. Vacant properties also reduce the visual appearance of the neighborhood and serve as a visual indicator of distressed economic conditions faced by a neighborhood. As mentioned in the previous section, many vacant properties exist in Reynoldstown. However, due to revitalization efforts including rehabilitation and redevelopment, these numbers are being reduced.

Many of the vacant structures and parcels are tax delinquent. To a degree, tax delinquency correlates with substandard conditions. The process of paying off the back taxes on these properties is costly and time consuming. The tax delinquency process also hampers ongoing rehabilitation and redevelopment efforts. The Fulton County/City of Atlanta Land Bank Authority, Inc. (LBA) was established in 1991 for the purpose of returning abandoned, tax delinquent property to a productive use. The Reynoldstown Revitalization Corporation is currently working with the LBA to identify the status of tax delinquent properties and determine availability.

Housing Stock

Until recently, Reynoldstown was characterized with a deteriorating housing stock. Many of the homes are bungalows built in the 1930s and 40s that have come under disrepair due to general disinvestment. Many low-income residents simply do not have the funding to make needed repairs. A recent history of negligible property management by absentee landlords, redlining by lenders and neglect of infrastructure has caused the deterioration. Of primary importance to Reynoldstown is the preservation and improvement of existing neighborhood housing. The principle housing goal is to assist Reynoldstown owners and renters in obtaining affordable, well-maintained housing in the neighborhood so that they can directly benefit from improved maintenance and housing development programs. The recent movement of the revitalization of inner city neighborhoods in Atlanta threatens to gentrify the neighborhood, thereby making affordable housing unaffordable for many current residents.

Since its inception, the Reynoldstown Revitalization Corporation has rehabilitated close to 300 owner-occupied houses, renovated or built several homes, and is presently purchasing and rehabbing many more. Additionally, RRC manages a thirty-unit apartment complex known as Amberwood. These efforts have occurred through programs sponsored by several public and private organizations and agencies. Other affordable housing initiatives, however, are needed to continue providing quality housing that is within the financial reach of existing residents.

Environmental Features and Conditions

Infrastructure - In general, Reynoldstown contains an extensive system of storm and sanitary sewer lines. The systems are obsolescent and may be in disrepair, which poses problems of possible flooding and environmental degradation within and beyond the neighborhood boundaries.

Currently, five underground utilities exist in the Reynoldstown neighborhood; gas, sanitary sewer, storm sewer, water and telephone. Three types of aboveground utility poles exist also including Georgia Power steel poles (80-100 ft.) supporting electrical transmission lines, Georgia Power wooden poles (30-50 ft.) supporting electrical distribution, telephone, and Georgia Cable lines, and Southern Bell wooden poles (30-50 ft.) supporting telephone and Georgia Cable lines.

The neighborhood receives generally good drainage because of its location just south of a major drainage basin running along DeKalb Avenue. However, community residents identified the intersection of Gibson Street and Kirkwood Avenue as having poor drainage during rainstorms.

Natural Resources - The neighborhood's vegetation and tree coverage contains a variety of older specimen trees located in the central portions of the neighborhood where early development occurred. These trees should be protected from future development, however, many older areas in the City are experiencing tree root interference with underground utilities. These situations should be monitored closely to avoid costly infrastructure repair.

The topography of Reynoldstown is typical of that found throughout the City on gently rolling terrain with elevation changes from high points to low points. The southwest portion (along Pearl Street) of the neighborhood contains high points with especially attractive vistas and dramatic views of the downtown Atlanta skyline. The southeast portion (Flat Shoals and Howell Streets south to Memorial Drive) also contains high points, however, this area of the neighborhood is experiencing environmental decline due primarily to unsightliness by property owners.

Brownfields - The quality of many of the neighborhood's vacant parcels as well as properties currently under use may contain environmental hazards from previous land uses. These sites may fall under a City sponsored program called the Brownfields Economic Redevelopment Initiative. A grant program, it allows the City to integrate a brownfield redevelopment with existing re-development activities, including the complex responsibility for hazardous waste sites and coordinating remediation efforts directly and effectively. The program will be used to assist with the implementation of several long-term projects of the Atlanta Empowerment Zone

Corporation (AEZC). Several properties within the Reynoldstown study area have been identified as having historical uses outside of residential. Environmental studies on specific sites should be undertaken to allow businesses to expand and to recruit new businesses to the area.

Transportation Network System

The network of transportation systems serving the Reynoldstown area makes the neighborhood easily accessible and provides the opportunities for alternative transportation modes for its residents. Reynoldstown can be accessed from Interstate 20 at the Moreland Avenue interchange. MARTA provides bus service through the neighborhood and the Reynoldstown Inman Park station is located on the northern boundary. Figure IX illustrates the existing transportation system in Reynoldstown.

Road Classifications

Primary and Secondary Arterials: Arterials are used primarily to carry large volumes of traffic at moderate speeds around and through Reynoldstown. Arterials are usually multi-lane roadways in urban areas and in high volume traffic corridors. They provide access and movement of traffic to major activity centers and are classified as either primary or secondary. The primary arterials serving Reynoldstown include Memorial Drive (east/west), Moreland Avenue (north/south) and DeKalb Avenue (east/west).

Collectors: Collector streets provide a greater degree of access to abutting properties than arterials and are usually two-lane roadways. As the name implies, these roadways collect traffic from local streets and carry it to the arterial roadways. There are no collector streets that run through the Reynoldstown neighborhood.

Neighborhood Streets: Neighborhood streets provide low volume, low speed access to abutting properties. All roads that are not classified as arterials or collectors are classified as local streets. All streets in Reynoldstown are classified as neighborhood streets with the exception of the three arterials described above.

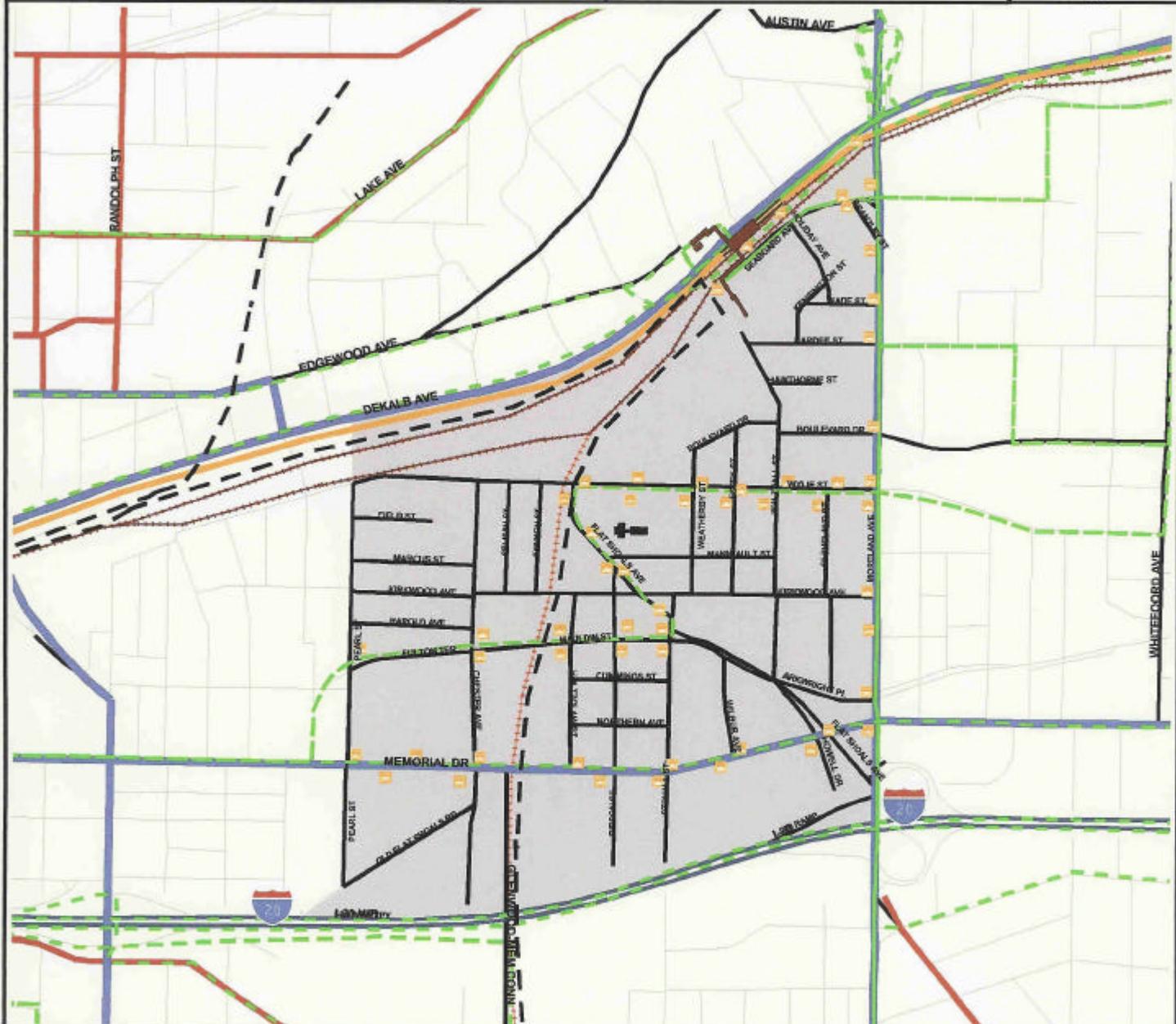
Streets and Sidewalk Conditions

The conditions of a neighborhood's streets and sidewalks have major effects on the visual appeal, safety and level of pedestrian activity. Neighborhoods without sidewalks or with sidewalks that are in poor condition can pose safety hazards and reduce the inclination for people to walk. The City is making an effort to restore walking as a viable mode of transportation for short trips

Reynoldstown's streets are in generally good condition and are constructed in the traditional neighborhood street pattern of the early 1900's that experienced low vehicular movement and more pedestrian/bicycle activity. Additionally, the neighborhood was constructed with a system of alleys used for parking and accessibility to properties from the rear. A windshield survey of streets indicated 86% are in reasonably good condition (see Figure X). The original neighborhood streets (Wylie, Kenyon and a part of Flat Shoals) still remain primary carriers of traffic through the community. These first streets all lead to the Hulsey Railroad yard in the early development of Reynoldstown. Four of the neighborhood's streets traverse the entire geographic

REYNOLDSTOWN MASTER PLAN

Existing Transportation Network



LEGEND

SCALE : 0

0.25

0.5 Miles

FIGURE : IX

- | | | |
|---|------------------------------|----------------------|
| — — — Empowerment Zone Boundary | — - - MARTA Bus Routes | — Collector Streets |
| ■ ■ ■ Lang Carson Community Center | — — — MARTA Rail Line | — — Arterial Streets |
| ■ ■ ■ Inman Park-Reynoldstown MARTA Station | — · · · Railroad | |
| ■ ■ ■ MARTA Bus Stops | · · · · · Abandoned Railroad | |

REYNOLDSTOWN MASTER PLAN

Existing Street Conditions



LEGEND

SCALE : 0

0.25

0.5 Miles

FIGURE : X

	MARTA Station
	MARTA Line
	Railroad
	Abandoned Railroad
	Neighborhood Boundary
	Empowerment Zone

Street Conditions

UNPAVED

25% OF PAVING IN GOOD COND.

25% TO 75% OF PAVING IN GOOD COND.

MORE THAN 75% OF PAVING IN GOOD COND.

area including Pearl and Chester streets from north to south, and Wylie and Kirkwood Avenue from east to west. Community residents identified Wylie Street, Kirkwood Avenue and Esten Street with high-speed traffic and suggested the need for some form(s) of traffic calming techniques. The intersection of Wylie and Walthall Streets was of especial concern due to the number of children in the area and streets without proper crosswalks. The intersection of Flat Shoals Avenue, and Howell and Arkwright Streets had been the source of several accidents due to poor street marking and signage. However, during this process, the City of Atlanta improved the intersection with better striping and signage. The intersection of Moreland Avenue and Memorial Drive is also scheduled for needed improvements. According to the Georgia Department of Transportation (GDOT), the intersection will be widened to add left turning lanes from all directions. This project will require some land acquisition at the intersection that is currently being negotiated. The project is scheduled for completion during the summer of 2001.

There are two street segments of neighborhood streets that have no pavement, which is unusual for an inner city neighborhood. Additionally, Field Street located in the northwest corner of Reynoldstown contains a short segment near Chester Street that was closed to through traffic at some point in the past. This area has become a dump for trash and debris, but would provide better movement through the neighborhood if re-opened.

Reynoldstown's sidewalks are not in the best condition. Sixteen percent of the street segments observed during the windshield survey had no sidewalks. Forty six percent had major safety hazards such as broken pathways, over grown weeds and poor curbing for wheelchair users. Often, a section or side of the street would have sidewalks in good condition only to transition into poor conditions a half or whole block away (see Figure XI). According to the City of Atlanta's Comprehensive Development Plan for 2000, several segments of Reynoldstown's streets are planned for new sidewalk construction under a City program designed to improve pedestrian safety. Segments along Flat Shoals from Memorial Drive to Wylie Street, and Manigault Street from Flat Shoals to Walthall Street. These projects are not slated for construction, however, until 2015. The City also has a program to repair sidewalks funded through the Community Development Block Grant (CDBG) program, which is based on income of residents requesting the repairs.

As mentioned above, Reynoldstown also contains a system of alleys that is reminiscent of early neighborhood development. Figure XII shows the existing alleys. These alleys were historically used to access properties from the rear for service deliveries as well as parking. Today, however, they have been abandoned and are sources of unwanted neighborhood activity. Yet, these alleys could provide additional accessibility as Reynoldstown continues to revitalize in the future.

Architecturally Important Buildings, Historic Sites and Structures

Reynoldstown is rich in history as one of the oldest African American neighborhoods in Atlanta. The Reynolds family, the first known African American settlers, played a major role in the early development of the neighborhood. In 1906, I.P. Reynolds became the first African American to build a two story brick building in the community, which he operated as an all-purpose store. The building was known as the I.P. Reynolds Building and still stands at 912 Wylie Avenue. CSX Transportation currently owns it. Another famous landmark is the Beardon Temple

REYNOLDSTOWN MASTER PLAN

Existing Sidewalk Conditions



LEGEND

SCALE : 0

0.25 0.5 Miles

FIGURE : XI

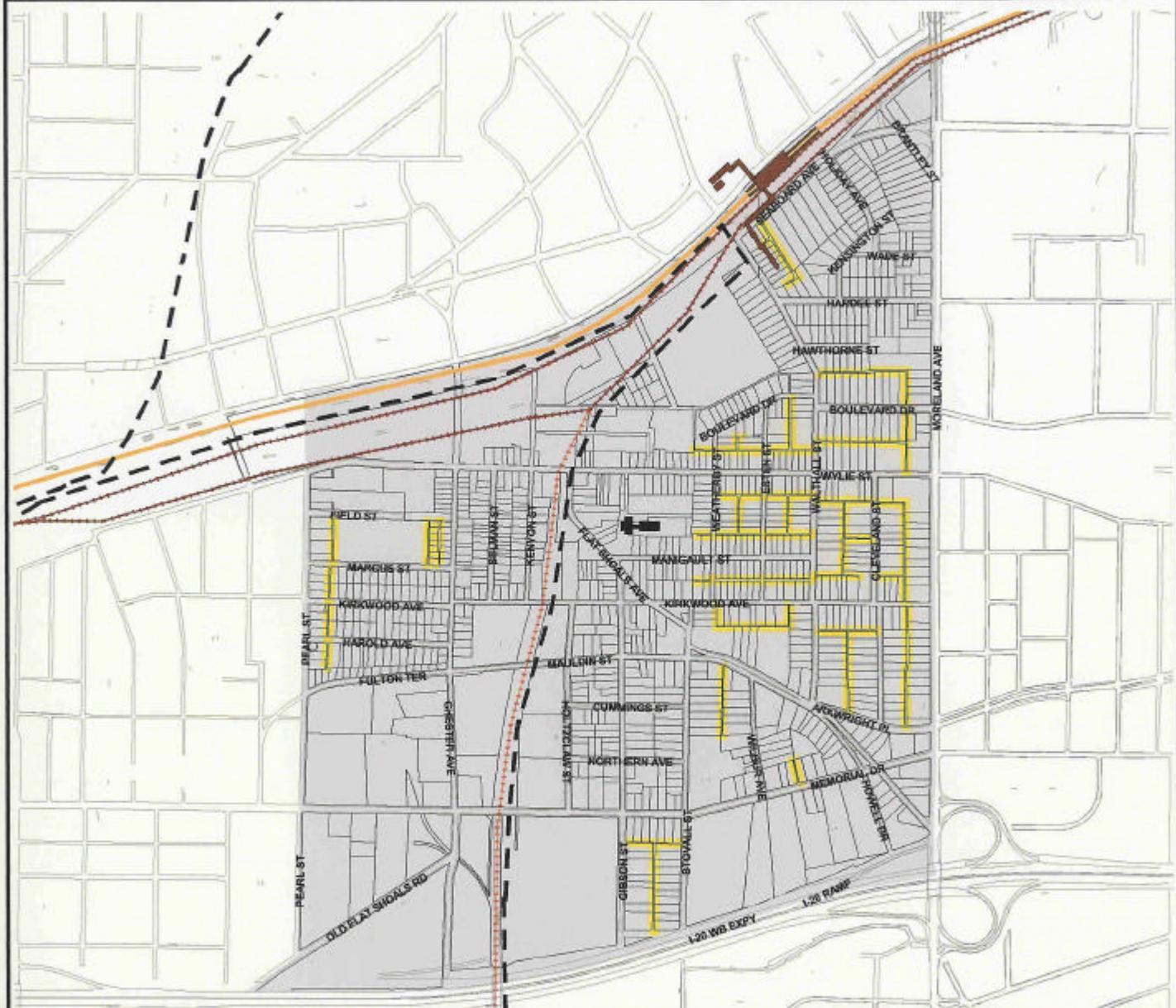
MARTA Station
MARTA Line
Railroad
Abandoned Railroad
Neighborhood Boundary,
Empowerment Zone

Sidewalk Conditions

UNPAVED
25% OF PAVING IN GOOD COND.
25% TO 75% OF PAVING IN GOOD COND.
MORE THAN 75% OF PAVING IN GOOD COND.

REYNOLDSTOWN MASTER PLAN

Existing Alleys



LEGEND

SCALE : 0

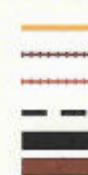
0.25

0.5 Miles

FIGURE : XII



Existing Alleys



MARTA Line

Railroad

Abandoned Railroad

Empowerment Zone Boundary

Lang Carson Community Center

Inman Park - Reynoldstown MARTA Station

A.M.E. (African Methodist Episcopal) church, which was called Phillips A.M.E. when it was built in the mid-1920's. The church was constructed entirely by its black parishioners. They took their mule carts up to Stone Mountain, quarried granite, and hauled it back to Reynoldstown.

The neighborhood also boasts an impressive array of Victorian cottages and shotgun houses from the 19th century. Shotgun houses are narrow dwellings, one room wide and two to three rooms deep. The name is derived from the theory that it is possible to stand on the front porch of a shotgun house and shoot clear through the back door without hitting anything. Some architectural scholars argue that this design can be traced from Africa, through the West Indies to New Orleans and from there throughout the South. Victorian cottages on the other hand, are Lshaped with a front gable and side wing. Victorian cottages are famous for the intricate work in the flat or jigsaw detailing along its porches. Examples of some of the classic designs mentioned can be seen on Kirkwood Avenue. Reynoldstown is a showpiece of old architecture and Craftsman bungalows that were built in the nation in the 1910's through the 1930's. At 109 Selina Street and at 1107 Kirkwood Avenue are bungalows that have been restored to their original grandeur and are classic examples of the vast potential of the community.

Memorial Drive Corridor Study

In preparation for this master plan, work has been done in coordination with a study being conducted for the Memorial Drive corridor. The Memorial Drive Corridor Study covers the area east of downtown along Martin Luther King Jr. Drive SE and Memorial Drive SE between Capitol Avenue SE, to Moreland Avenue SE. The study area travels along Memorial Drive covering an approximate north south boundary of 1-20 to the south and the MARTA/CSX rail line to the north. The study encompasses several neighborhoods adjacent to Reynoldstown including, North Grant Park and Cabbagetown. The study will also include Capital Homes and the Historic Oakland Cemetery.

Memorial Drive borders Reynoldstown on the south end of the neighborhood, and is a major transportation corridor for the city. The purpose of the Memorial Drive Corridor study is to:

- Assess the commercial and industrial land uses along the corridor.
- To develop an urban design concept to improve the areas conditions based on the public realm through the development of the streetscape, nodes, gateways, and open space and creation pedestrian linkages.

In preparation for the study, an assessment of physical condition was done for a pre-designated section of Reynoldstown that was considered to be a part of the Memorial Drive corridor. A parcel by parcel land use survey was taken of all parcels with-in the designated areas. The site were recorded for their physical condition, land use type, number of units, occupancy and architectural style. An assessment of the neighborhood sidewalk and street conditions was completed for the designated area and was continued for the rest of the neighborhood.

Existing Land Use

The intent of this master plan is to guide development based on an understanding of the City's current development status and future development trends. A key element in this process is an inventory of existing land use. This section discusses existing land use and land use

classifications in Reynoldstown. Land uses in Reynoldstown range from heavy industry to single-family housing and open space. These land use types have been identified, mapped and condensed into eight categories including single-family housing, multi-family housing, commercial, industrial, institutional, and transportation, communications and utilities. Figure XIII shows these existing land uses.

Residential

The majority of Reynoldstown's land use is residential. Reynoldstown has a large number of single-family homes, many of which are used as duplex rental units. The large number of duplex units spreads multi-family residential uses throughout the neighborhood. Several small to medium sized multi-family units are also scattered throughout the neighborhood. The neighborhood has recently begun to experience a revitalization of development including significant residential development and rehabilitation.

Commercial/Industrial

Reynoldstown's major commercial activity is concentrated along Memorial Drive and Moreland Avenue. There are also several small to medium commercial nodes located within the center of the neighborhood. The intersection of Moreland Avenue and Wylie Street is a medium sized commercial shopping center. A smaller node is located in the center of the neighborhood at the intersection of Kirkwood and Flat Shoals Avenue.

Reynoldstown's major industrial land uses run along the Memorial Drive Industrial Corridor along the southern border of the neighborhood between 1-20. Industrial land uses are also located along the northern border of Reynoldstown at the CSX railroad north of Wylie Street from Pearl Street and behind residential uses to Walthall Street.

Transportation/Communication/Utilities

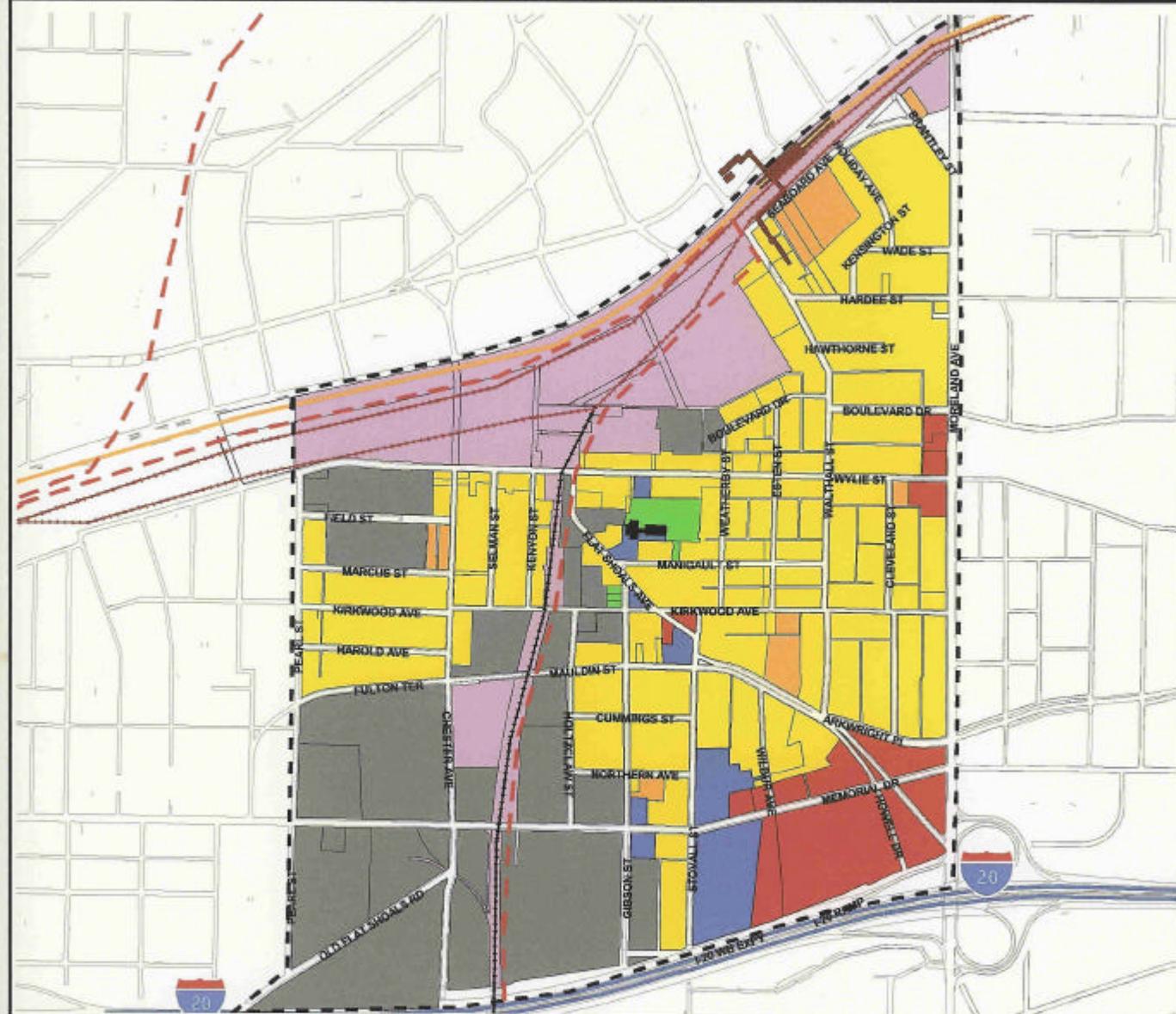
The CSX railroad and the MARTA rail line area major transportation/utility corridor along the northern border of Reynoldstown. Reynoldstown also has a MARTA station in the northeastern corner shared with Inman Park. Other utility and communications uses are located within the various industrial sections of the neighborhood. The City of Atlanta operates two utilities in the neighborhood including one along the eastern side of Pearl Street, and another at Chester and I20.

Institutional/ Public Facilities/Open Space

Reynoldstown has a small number of public facilities within its boundaries. Hubert Elementary School is the only school in Reynoldstown located on Memorial Drive at Stovall Street. The former Lang Carson Elementary is now the Lang Carson Community Center, which is the home of the Reynoldstown Revitalization Corporation as well as many other neighborhood-related organizations. Recreational activities are also provided with open space located to the rear of the Center. Reynoldstown has one small park located on Manigault Street, and a donated park on Gibson Street and Kirkwood Avenue utilized as a playground. A portion of the proposed City of Atlanta Greenway Trail is also slated to pass through Reynoldstown. Generally, the neighborhood lacks open space and park facilities for its residents. There are also a number of small churches located throughout the neighborhood.

REYNOLDSTOWN MASTER PLAN

Existing Land Use



LEGEND

SCALE : 0

0.25

0.5 Miles

FIGURE : XIII

MARTA Line
Railroad
Abandoned Railroad
Reynoldstown Boundary
Empowerment Zone Boundary
Lang Carson Community Center
Inman Park - Reynoldstown MARTA Station

Single Family Residential
Multifamily Residential (Medium Density)
Commercial
Industrial
Institutional
TCU
Open Space

Existing Zoning

There are eight City of Atlanta Zoning classifications within Reynoldstown. Figure XIV shows the existing zoning. These classifications are R-5 Two-Family Residential District; RG2 and RG3C Residential General District; C-1 Community Business District; C-2 Commercial Service District; I-1 and I-1 C Light Industrial District; and I-2 Heavy Industrial District.

It is important to analyze the residential zoning that currently exists within Reynoldstown. The City of Atlanta zoning classifications are numbered based on allowable density. Previous singlefamily zoning included R-1 through R-4 but has been changed over the years to accommodate increased density. These classifications allow only single-family development, public schools and MARTA public transit related uses. The predominant zoning in the neighborhood is R-5 zoning, which also allows for single-family and two-family housing units (duplexes) with medium sized lots of at least 7,500 square feet and is found throughout neighborhood. It is the highest single-family classification. The R-G zoning classification allows for all types of housing including single and multi-family, apartments, townhouses, churches, schools, and residentially associated commercial uses. Like the single-family residential classifications, density increases as the classification number increases. It is currently restricted to the area along Seaboard Avenue extending east to Moreland Avenue and along Flat Shoals Avenue where existing multi-family developments exist.

Conditional zoning with "C" or numeric suffixes attached to the regular zoning classifications indicate special situations or standards that must be adhered to when building in the specified district. These "conditions" can be anything from particular building setbacks to a set of design guidelines that must be followed. Applications for conditional zoning are made through the Planning Bureau and ultimately approved or denied by City Council through a process of reviews and a public hearing. Generally, conditional zoning is added to protect the integrity of surrounding land uses. for

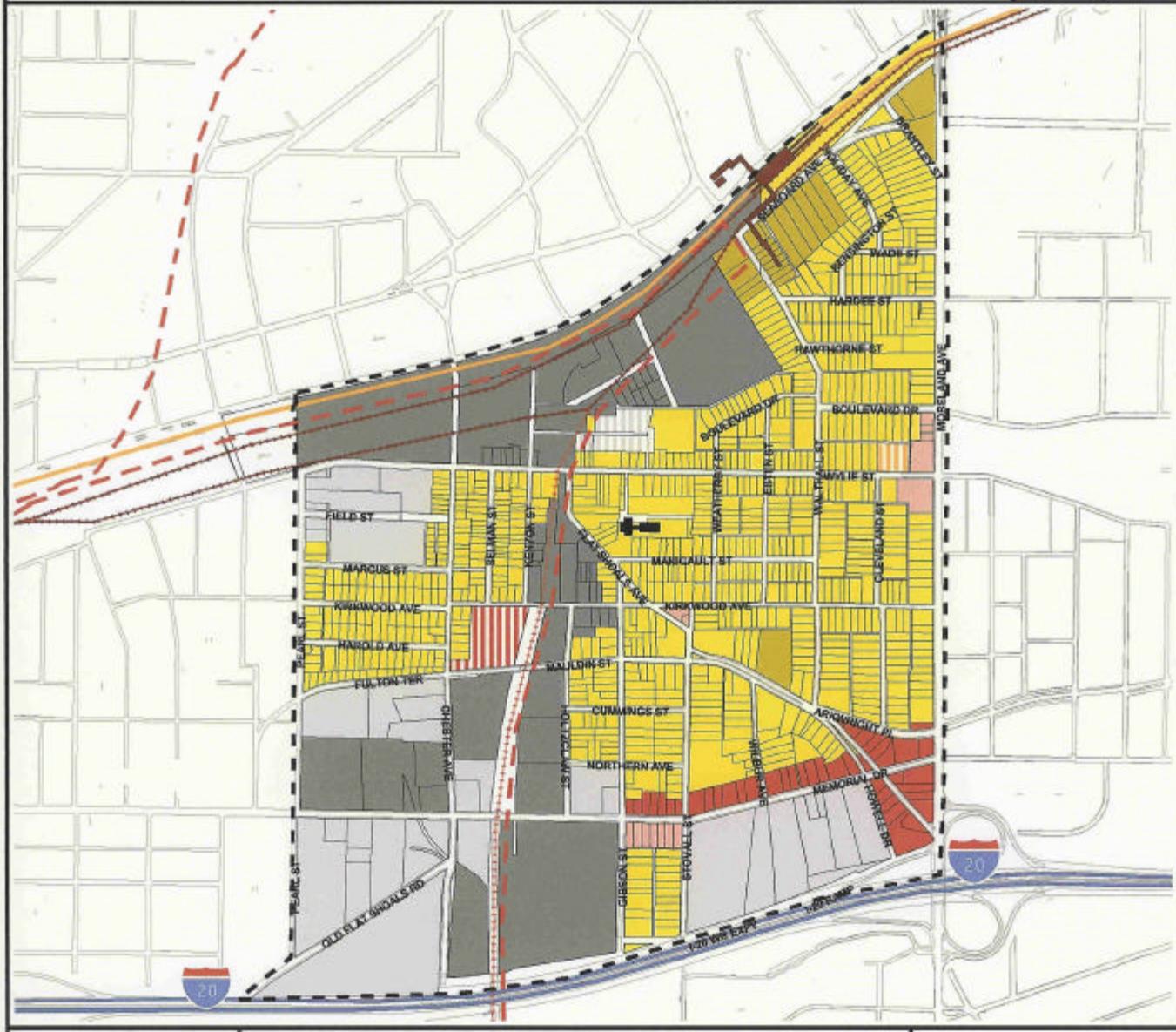
The commercial classifications allow single-family houses, duplexes, townhouses, apartments and varying amounts of commercial, office and institutional uses. Reynoldstown contains the C1 and the C-2 categories. C-1, Community Business, allows for commercial shops, services, and institutional and recreational uses. Commercial densities allow for 3 to 4 story commercial buildings. Off-street parking is required. Residential density permits 2 to 3 story apartments with 36 to 40 units per 1-acre lot. C- 2, Commercial Services, has the same regulations as the C-1 category but allows for a higher density of uses. The C-2 category also allows for additional uses including automobile repair shops, auto body shops, paint shops, printing, metalworking and other similar activities. Reynoldstown's C-2 zoning is located along the eastern portion of Memorial Drive, explaining the high number of auto repair/body shops and other related uses.

Reynoldstown contains two industrial categories, I-1 and I-2. I-1, Light Industrial allows for commercial, office, industrial, manufacturing, processing, distribution, repair and institutional uses. Housing, recycling, scrap metal processing and salvage yards are not permitted. Two to three-story building are permitted with parking and outside storage. I-2, Heavy industrial, is the same as I-1, but allows for recycling, scrap metal processing and salvage yards. Building can be 3 to 4 stories in height and housing is prohibited.

Zoning patterns in the neighborhood are consistent with current and previous land use patterns. Residential development for single-family is traditionally small lot sizes. However, as the neighborhood begins to redevelop a close look at zoning is needed to address density and other growth concerns.

REYNOLDSTOWN MASTER PLAN

Existing Zoning



LEGEND

SCALE : 0

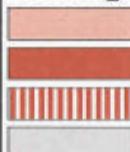
0.25

0.5 Miles

FIGURE : XIV

MARTA Line
Railroad
Abandoned Railroad
Reynoldstown Boundary
Empowerment Zone Boundary
Lang Carson Community Center
Inman Park - Reynoldstown MARTA Station

Zoning Classifications



- C1
- C2
- C2C
- I1

I1C
I2
R5
RG2
RG3C

Goals and Objectives

IV. GOALS AND OBJECTIVES**Citizen Participation****1.**

Fundamental to the completion of this Plan preparation was citizen participation. Residents, business owners and advisors of the neighborhood participated in ten meetings designed to provide opportunities for ongoing interaction and dialogue throughout the project. An advisory committee was formed at the beginning of the project for the purpose of guiding the process,' making recommendations and providing ideas during the project's matriculation. The Advisory Committee consisted of neighborhood organization representatives, school and church leaders, business owners, and RRC board members.

Community workshops were conducted to introduce the planning process, develop goals and objectives, and at key milestones throughout the process. Display maps and concept drawings were provided to the Lang Carson Community Center for visual illustrations. Above and beyond the project's citizen participation activities, consulting team members participated in numerous other community meetings and events including the first business/land owner meeting to be held in Reynoldstown; a survey of social conditions conducted by Georgia State; presentations to the RRC and the Reynoldstown Civic Improvement League boards; and meetings conducted for the Memorial Drive Corridor Study. The commitment of time cannot be overstated and the Plan's success will be a testimony to the dedication of all that participated. (See Meetings in Appendix II)

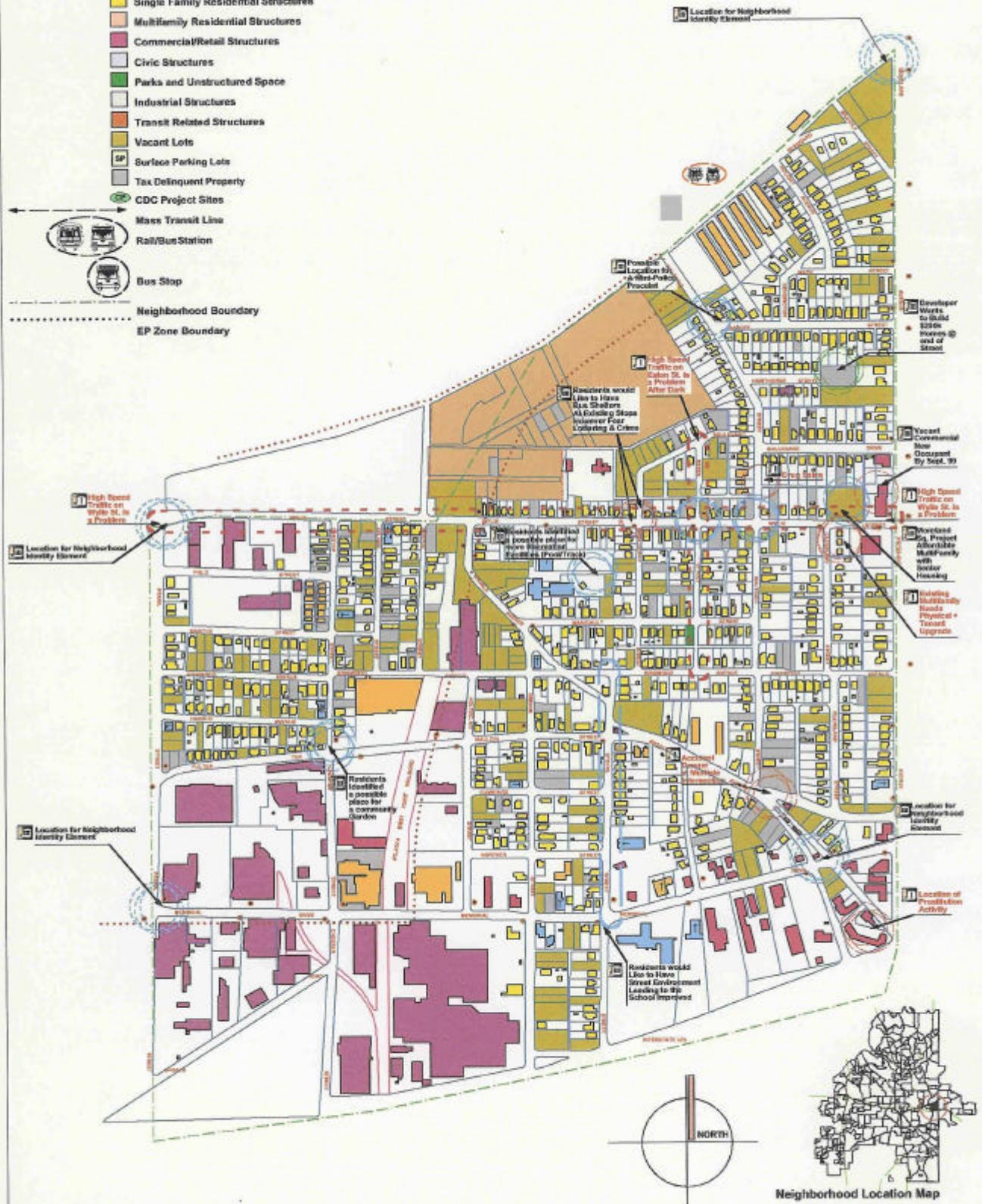
2. Goal Setting

Development of a neighborhood master plan is a complex process involving more than just the physical characteristics of land. Economic, social and demographic dimensions of the neighborhood and its population must be incorporated into the plan. Because of the inherent complexity of these dimensions, it is imperative that a structure of goals be set forth at the beginning of the planning process. These goals shall serve to provide the future direction of the neighborhood and its residents, and define an agenda that addresses the issues affecting the community.

Goals provide a common direction for our efforts in land use planning and identify, in written form, what we are striving to accomplish. The following goals were developed over a period of two workshops with the Reynoldstown residents and form the basis for detailed projects recommended later in this plan. An overall vision statement was first developed and adopted by workshop participants that formed the guiding principles for each goal. The goals also provided the means to evaluate land use proposals according to how well they complied with each other, but overlap and compliment each other. From the goals and objectives workshops, a map identifying the location of existing community concerns was developed and is shown in Figure XV. Eight goals were identified and are followed below by a set of objectives.

LEGEND

- [Yellow Box] Single Family Residential Structures
- [Orange Box] Multifamily Residential Structures
- [Maroon Box] Commercial/Retail Structures
- [Light Blue Box] Civic Structures
- [Green Box] Parks and Unstructured Space
- [Light Gray Box] Industrial Structures
- [Dark Orange Box] Transit Related Structures
- [Yellow Box] Vacant Lots
- [SP Box] Surface Parking Lots
- [Gray Box] Tax Delinquent Property
- [Green Circle with 'CDC' Box] CDC Project Sites
- [Mass Transit Line Icon] Mass Transit Line
- [Rail/Bus Station Icon] Rail/Bus Station
- [Bus Stop Icon] Bus Stop
- [Neighborhood Boundary Line] Neighborhood Boundary
- [Dashed Line] EP Zone Boundary



Reynoldstown Stakeholder Issues

Client: The City of Atlanta
Empowerment Zone
Reynoldstown Revitalization Researcher:
CDC: Reynoldstown Revitalization
Corporation
New Orleans Young Registry

Report Date: 2000

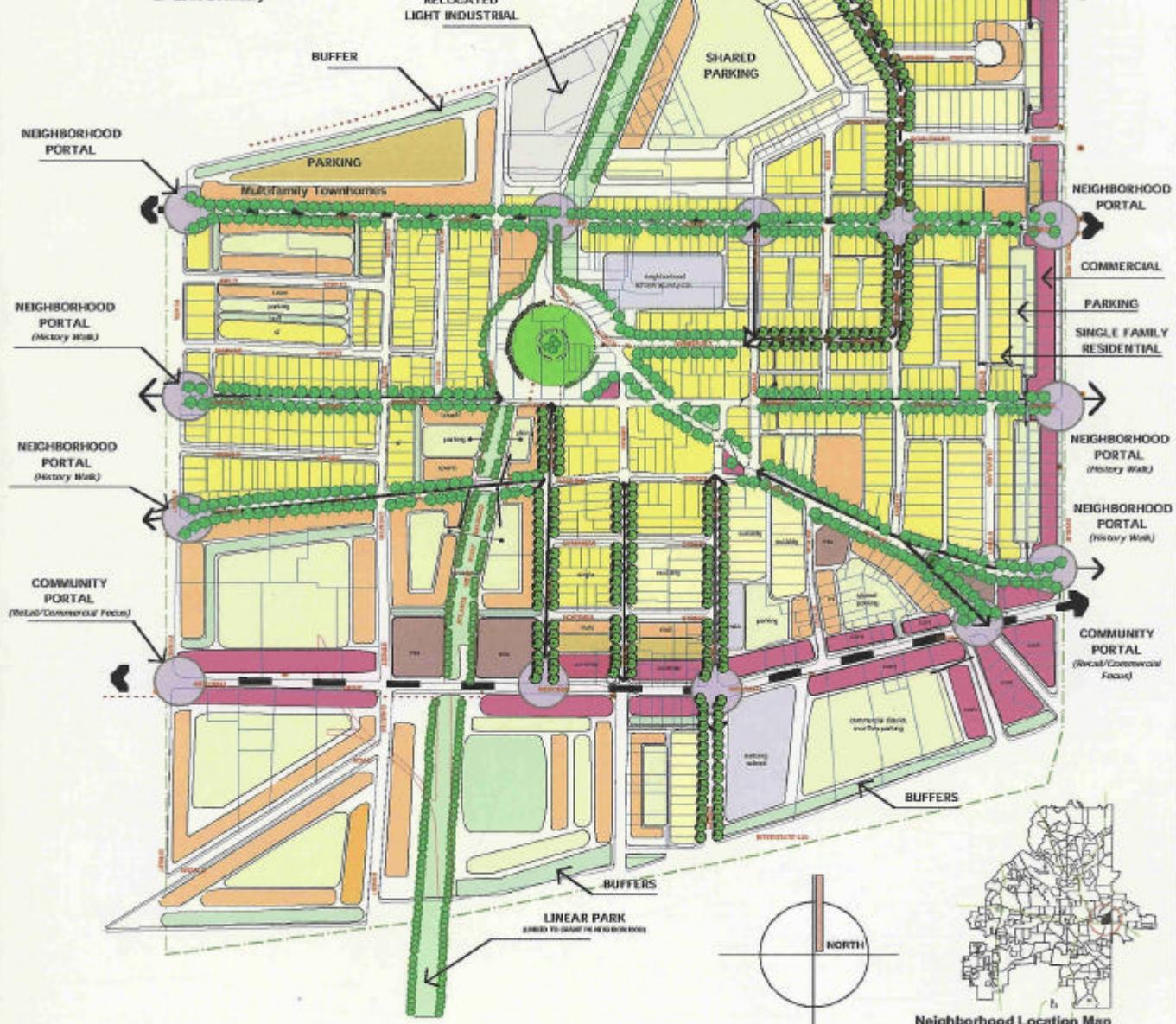
PEQ[®]
Places for Environmental Quality
Urban & Environmental Planning

PLANNING & DESIGN
CONSULTANT

LEGEND

- Single Family Residential Structures
- Multifamily Residential Structures
- Commercial/Retail Structures
- Civic Structures
- Parks and Unstructured Space
- Industrial Structures
- Transit Related Structures
- Vacant Lots
- Surface Parking Lots
- Tax Delinquent Property
- CDC Project Sites
- Mass Transit Line
- Rail/Bus Station
- Bus Stop

Neighborhood Boundary
EP Zone Boundary



Reynoldstown Land Concept Plan

Edited: The City of Atlanta
Reviewed: Zoning Board of Appeals
Prepared: Georgia Dept. of Environment, Atlanta, Georgia
GCR - Residential Rehabilitation
Corporate Park
Beltline, Atlanta, Georgia

Figure XVI

PEQ
Planning Environmental Quality
Urban & Environmental Planning

41

Goals and Objectives

1. To occupy/utilize all vacant lots with land uses that address the needs of the community
 - a. To expand available affordable housing through the acquisition of vacant lots.
 - b. To provide more open space for parks and other recreational uses through the acquisition of vacant lots.
2. To restore a pedestrian friendly environment throughout the community
 - a. Improve and repair all sidewalks
 - b. Reduce vehicular speeding
 - c. Provide safe walking paths
 - d. Introduce public street furniture
 - e. Maintain historic neighborhood character
3. To improve street conditions and ensure their compatibility with a pedestrian friendly environment
 - a. Fully pave all streets
 - b. Fully pave all alleys and provide alleyway parking where possible
 - c. Improve pedestrian safety and flow at road intersections
 - d. Provide proper street, sidewalk and alley lighting with architecturally compatible decorative lighting
4. To renovate and expand existing housing stock while offering a variety of housing types and price ranges
 - a. Renovate existing homes of substandard and deteriorated condition
 - b. Provide safe and convenient access to homes for elderly and handicap residents
 - c. Maintain single family and multifamily affordable housing availability
5. To renovate and expand community facilities
 - a. Improve local schools
 - b. Provide a local library
 - c. Provide senior citizen facilities
 - d. Improve public safety policies
6. Create a safe and drug free community
 - a. Stronger law enforcement
 - b. Increase community public safety Involvement
7. To improve and expand neighborhood commercial facilities

- a. Identify locations for services such as grocery store, drug store, laundromat, daycare facilities, etc.
 - b. Improve the quality of services in existing stores and restaurants
8. To improve the availability and quality of parks and open space
- a. Provide organized and unorganized outdoor activities for children/adults b. Provide social service activities c. Promote community gardening r

Future Land Use Concepts

V. Future Land Use Concepts

The preceding sections of the plan have provided a framework of information about existing physical, social, and economic conditions in Reynoldstown. The neighborhood's resources as well as needs have also been inventoried and analyzed. This section summarizes recommendations for future land use development and transportation improvements based on the planning assumptions, goals and policies compiled through a series of community meetings, and physical and socioeconomic conditions analysis. The recommendations are intended to form a framework to be used as a guide for decision-making regarding Reynoldstown's future land use for the next 15 years.

There are a number of opportunities that can positively affect Reynoldstown's development in the next several years. It is important to identify these opportunities so that their impacts can be incorporated into long and short-range plans.

1. Concept Plan

The future concept plan (see Figure XVI) was presented to the neighborhood following an opportunity to review and discuss two concepts developed with one slight feature difference between the two. The feature difference was the size of a recommended park central to the neighborhood and residents chose the smaller park. The concept focuses on reinforcing Reynoldstown's positive urban features, reshaping and enhancing older ones, or providing new ones the community found lacking. Listed below are the key future land use concepts and urban design features, which are based on new urbanism principles. Future land use changes supporting the concept are shown in Figure XVII and represent the major use change, which is a transition of heavy industrial, uses; particularly internal to the neighborhood.

Central Neighborhood Park

The main land use change identified in the concept plan centers around focusing and organizing the neighborhood around a central park. The park, approximately two acres, would become an organizing and focal point for Reynoldstown. A combination of residential and industrial land near the center of the neighborhood would require acquisition and reprogramming. The park is designed to improve the circulation of vehicular traffic as well. Further, all major neighborhood streets lead to the newly defined park resulting in better orientation for visitors.

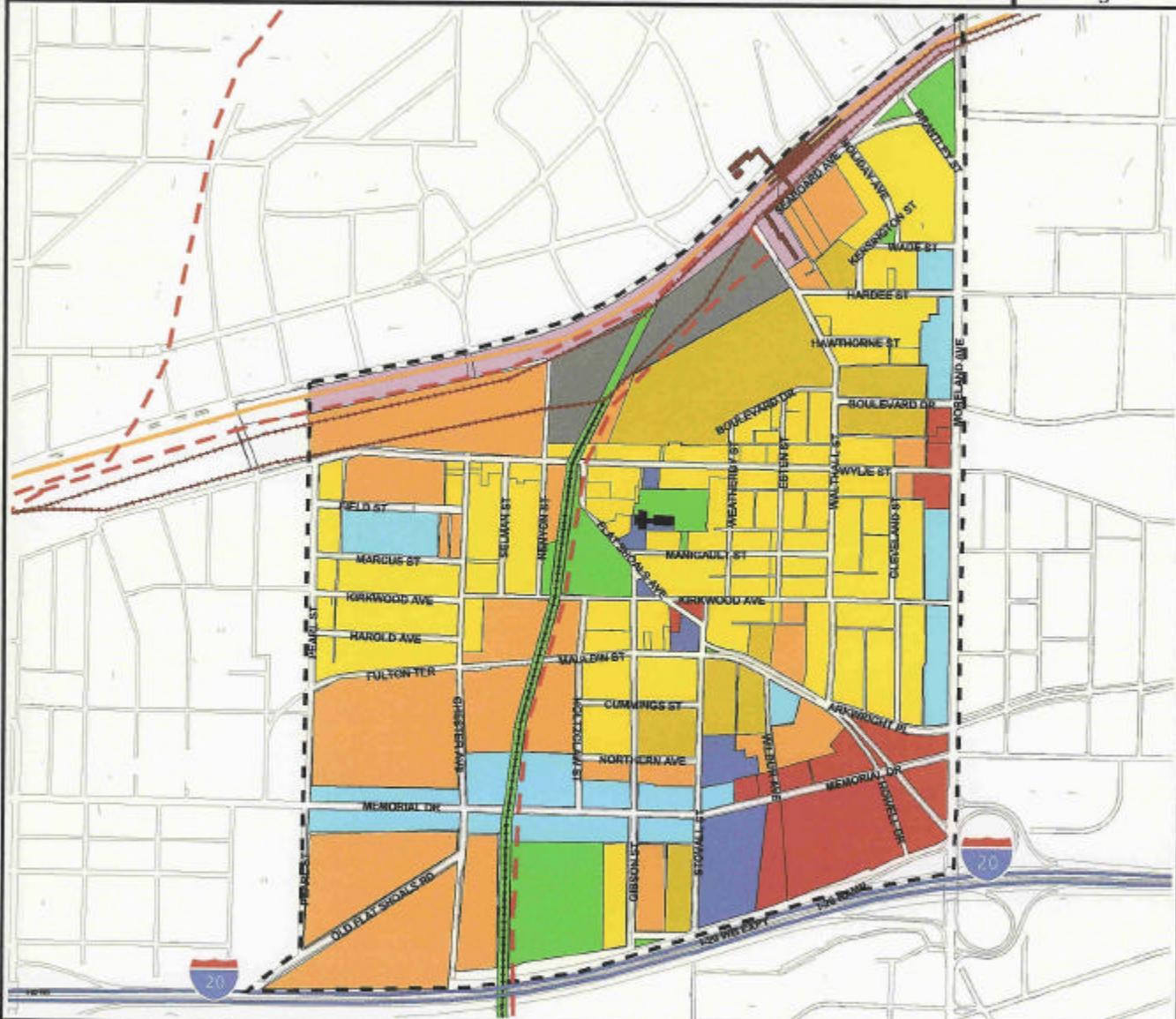
Celebrating Neighborhood History

Celebrating history is intended to provide stakeholders and visitors with icons that speak to the history of Reynoldstown's culture. History walks have been designated on key streets leading to the new center of the neighborhood. The goal of the history walks is to honor the memory, accomplishments, people and events. The streets that would carry the primary history are Wylie Street, Kirkwood Avenue, Fulton Terrace, Mauldin Street and Flat Shoals Avenue. The streets carrying the secondary history of Reynoldstown are

40

REYNOLDSTOWN MASTER PLAN

Future Land Use



LEGEND

SCALE : 0

0.25

0.5 Miles

FIGURE : XVII

MARTA Line
Railroad
Abandoned Railroad
Reynoldstown Boundary
Empowerment Zone Boundary
Lang Carson Community Center
Inman Park - Reynoldstown MARTA Station

Single Family Residential
Multifamily Residential (Low Density)
Multifamily Residential (Medium Density)
Mixed Use
Commercial

Industrial
Institutional
TCU
Open Space

Walthall and Manigault Streets leading to and from the Inman Park/Reynoldstown MARTA train and bus station.

Improvements to Quality of Life

Improving quality of life was a primary concern of Reynoldstown residents. This concept proposes environmental design solutions aimed at improving the perception of safety for inhabitants and legitimate visitors. The design calls for infrastructure repair, maintenance and installation. Streets, sidewalks, curbs and gutters, lighting and landscaping in the public right-of-way are identified for improvements and the plan recommends the following:

- Paving unpaved streets
- Providing sidewalks throughout the neighborhood
- Providing bus shelters with a comprehensive landscape/hardscape design environment (bench, trashcans, police call box, bike rack, location signage, etc.)
- Providing pedestrian level street lights along history walk streets
- Repair or replace broken or missing sidewalks, curbs and gutters
- Plant street trees along streets with little to no existing tree canopy
- Reduce vehicular traffic speed on long neighborhood streets by providing on street parking to help to visually narrow the street
- Providing information signage and off-street location maps at bus stops/bus shelters

to give stakeholders and legitimate visitors a consistent streetscape safety patterns

This concept will enhance the quality of life of residents, merchants and legitimate visitors. Conversely, this same guideline will help make Reynoldstown less desirable to potential criminals. This will be accomplished by utilizing safety principles of access control, surveillance, territorial reinforcement and maintenance. These are the core principles embodied in the design technique commonly known as crime prevention through environmental design (OPTED). While a complete OPTED (pronounced sep- analysis and program was not in the scope of this present plan, its four principles are most evident through redevelopment and infrastructure improvements.

Reinforcing Community

Another major concept involves reinforcing and strengthening the neighborhood through identification. This concept involves locating portals or gateways into the neighborhood, which will assist in distinguishing community boundaries. The portals defining the

intersecting streets that define Reynoldstown are proposed to be elegant elements of some height and dimension that creates symbolic entryways.

One major opportunity to define Reynoldstown is at the intersection of Moreland Avenue and Seaboard Avenue. This intersection has a large paved triangular island used by the city and others to park service vehicles. The island forms the tip of the neighborhood, which represents an important edge element. It is proposed that this large island be transformed into a "gateway park" with opportunities for an island of trees, low-scale wall, monument, or signage and lighting that separates the residential area to the west from the high volume traffic of Moreland Avenue.

Other locations for portals include Memorial Drive at Pearl Street to the southwest, the intersections of Wylie Street and Kirkwood Avenue at Pearl Street to the northwest, and Moreland Avenue at Memorial Drive, Kirkwood Avenue and Wylie Street intersections to the west.

Linear Park (Reprogramming Railroad Tracks)

As in many Atlanta urban neighborhoods, railroad activity from the past has left existing tracks that traverse these neighborhoods. Reynoldstown's railroad history has left behind an abandoned rail line. In an effort to join the plans of adjacent neighborhoods (Grant Park and Inman Park) also cut by this abandoned railroad line, Reynoldstown is proposing a linear park that takes advantage of the rail line and its right-of-way.

The new linear park will help tie Reynoldstown to the neighboring Inman Park and Grant Park neighborhoods with a series of trails for biking, walking, and jogging. This adaptive reuse of the rail lines will also provide more recreational opportunities for the residents of Reynoldstown.

2. Urban Design Guidelines

The urban design guidelines (see Figure XVIII) prepared for Reynoldstown have safety as a major underlying principle. By having the streetscape portion of the plan eliminate physical inconsistencies and improving the aesthetic character of Reynoldstown will help stakeholders and legitimate visitors feel more secure, while at the same time making potential criminals feel less safe.

Typical Residential Street

The existing street environment of Reynoldstown has been neglected in a number of ways. Residents and merchants identified a number of physical concerns. These included unpaved streets, poor lighting, high speed vehicular traffic, broken sidewalks and a lack of sidewalks. The general physical disorder of the street environment gives residents and legitimate visitors a sense that the neighborhood is unsafe. These same

NARRATIVE CONCEPTS ILLUSTRATION 01 ILLUSTRATION 02 ILLUSTRATION 03



PORTALS are the symbolic entryways into the neighborhood. They have physical elements that provide a sense of transition from outside to inside & vice versa.

These physical elements can be a combination of conceptual and literal ideas of entry. These can include landscaping elements, gates, changes in street/sidewalk materials, signage, historical markers, etc.



NEIGHBORHOOD IDENTITY SIGNAGE



GATEWAY AT INTERSECTION



MONUMENTAL GATEWAY



TRANSIT is key to better neighbor hood development and as such is referenced in the present plan. Links should be made between daily transit needs and walking. Where walking routes intersect them bus and rail should be available. On the rail and transit is provided that the pedestrian experience should be made as comfortable as possible.

Shelters should provide space or without space for requests to sit down. Digital advertising should be provided to tell the rider the estimated time of arrival and location of the next approaching bus or train. These digitally enhanced shelters could also provide more local, national, & world.



TRANSIT STATION WALKING RADIUS



CONCEPTUAL TRANSIT/STREET SECTION

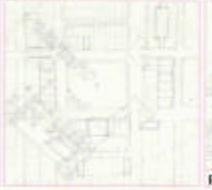


DIGITAL BUS SHELTER - EVERY STOP



LAND USE concepts in this plan emphasize maintaining and enhancing the pedestrian environment. It also suggests a central focus for the neighborhood. A mix of single family, multi-family and neighborhood commercial uses have also been illustrated.

The goal of the **landuse** concept illustration is to show optimized land lots for housing development & retail.



RESIDENTIAL TO COMMERCIAL SECTION



MIXED USE BLOCK SIDEWALK SECTION



TOWNHUSES - EYES ON THE STREET

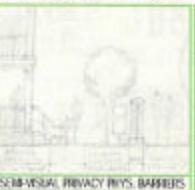


BUFFERS buffer the transition of unassisted signs and sounds. This is of paramount importance in a high-density neighborhood. Minimizing unwanted sights and sounds is illustrated showing the use of buffering, fencing, walls, and natural site elevation changes. The topography of the neighborhood offers a number of creative buffering techniques.

The goal of buffering, typical sight & sound mitigation is to create an environment that provides privacy with attention of pedestrians or neighbors.



PRIVACY BY ELEVATION CHANGES



SEMI-VISUAL PRIVACY WALLS, BARRIERS



COMPLETE VISUAL PRIVACY - REAR YD.

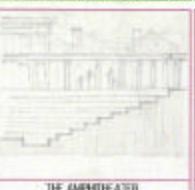


CIVIC Civic space is central to a complete neighborhood. It is the place of other public exchange. It can be the place of education, law, or worship. The illustrations are provided to give form to the concept of civic space and architecture.

From modest to the monumental the goal is to have the image display shared meeting and collective memory of classical images of gathering spaces.



CENTER GATHERING SPACE



THE AMPHITHEATER



PLACES OF WORSHIP



CORRIDORS can connect neighborhood spaces just as corridors connect the rows of houses or buildings. While no perspectives are provided in the current illustrations, links and pictures are highlighted through accents, landscape and landscape materials.

If the neighborhood streets are to provide a sense of "Corridor" then they need to provide a feeling of enclosure and security. The goal of the illustrations is to demonstrate the use of landscape, landscape and building form to create the "sense of corridor".



CROSSSIDEWALK/STREET TREES



VISTAS CREATED - TREES + FURNITURE



JUNCTURES - THE INTERSECTION



RECREATION A neighborhood needs to provide recreation for its citizens. All ages should be accommodated in creation and maintenance of recreation spaces. There should also be diversity and flexibility in the provider of recreational spaces.

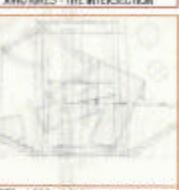
The illustrations provide images of traditional & urban-based recreational fields and courts. The best conditions would provide spaces with activities that allow for the supervision of young children by older siblings and/or guardians while leaving the ability to engage in their own adult recreational activities.



FIELDS AND GOALS



TEAMWORK - PHYSICAL ENDEAVORS



TOTS - LOTS - COURTS - SPECTATORS



ADAPTIVE REUSE Major landmarks change over time and the remains of outdated land uses tend to stand in despair and abandonment. Usually strong and well built these old buildings tend to be former industrial centers.

The goal of the illustration is to provide images of conversion of the old industrial into some contemporary use while maintaining the historical character of the architecture.



PARKING LOT CONVERSION - NEW BUILDINGS



BLDG, RETRO FIT AND REHABILITATION



CONVERSIONS - AFFORDABLE HOUSING

Reynoldstown DESIGN PRINCIPLES

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Object: The City of Atlanta
Comprehensive Zoning
Comprehensive Plan Review, Planning Dept.
City of Reynoldstown Revitalization
Corporation
Date: October, 2009
Version: July 2009

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inconsistencies and deficiencies in the physical environment provide criminals with the same impression of the neighborhood. They assume that the residents and stakeholders do not care about the environment since they do not maintain personal property or demand that public spaces are maintained. Thus this apathy provides the criminal with a "target" rich environment where they know they can carry out criminal activity with little fear of being challenged.

Typical Commercial Street

The south and east major thoroughfare streets (Memorial Drive and Moreland Avenue) are the commercial corridors for Reynoldstown as well as other adjoining neighborhoods. While the absorption rate for new commercial is estimated to be relatively low (less than 20,000 square feet), the urban design guidelines outlined are based on an "ideal" for a pedestrian friendly environment. The reality of the market suggests that both Memorial Drive and Moreland Avenue will have pockets or nodes of compact retail versus continuous commercial street frontage. In an effort to provide a vision for a new urbanism environment while keeping market forces in mind, the streetscape portion of the design is tailored to a Reynoldstown for the present as well as a slightly distant future.

The design guidelines for the commercial street have been created to acknowledge that commercial streets provide several functions. In one sense commercial streets provide a convenient place to shop and purchase goods and services. This is how most people view the function of commercial streets. However, a vibrant commercial street can be much more to a neighborhood like Reynoldstown. It can become a "place-to-be," a place for pedestrians to savor street and urban life. This includes being a place to meet and greet people and to have chance encounters. The street becomes the place of organic solidarity (the place of structure and negotiation).

The pedestrian friendly commercial street also becomes the place where children have the opportunity to interact and negotiate with adults (merchants) outside of parents and teachers. Thus the street and in particular the commercial street becomes one of the early socialization grounds for children and a city. The commercial streets bordering Reynoldstown are largely in a state of disrepair. The urban design guidelines for streetscapes are intended to revitalize the area to make the commercial corridors a place where merchants want to locate and residents and visitors want to patronize.

These guidelines and the elements are selected to create a sense of physical unity via hardscape and landscape materials and scale. Seasonal plant materials have also been recommended to provide a sense of transition during the course of the seasons of the year.

3. Transportation Improvements

As presented in the section describing the existing transportation network in Reynoldstown, several streets were identified as needing improvements that would lead

to better circulation. Recommended improvements (Figure XVIX) to the street network includes the following:

- Re-opening Field Street to provide better access between Pearl and Chester Streets
- Closing of Howell Drive (entirety) to eliminate congestion approaching the Memorial Drive and Moreland Avenue intersection
- Reynoldstown/Inman Park Station Pedestrian Corridor for more direct and safer neighborhood access
- Extended MARTA bus service west along Wylie Street to Pearl Street

In addition to better access to the MARTA station, community residents indicated the current bus service through Reynoldstown does not stop at the neighborhood's station, which makes the service less accessible. It is suggested that negotiations begin with MARTA Planning staff to discuss the possibility of re-routing the service to make a stop at the station.

4. Comparison to the City of Atlanta 2000 Comprehensive Plan

The future Concept and Land Use Plans for Reynoldstown are somewhat different from the City of Atlanta's Comprehensive Development Plan 2000 (CDP), which shows the retention of industrial development in the neighborhood. The future plans suggests eventually eliminating all industrial activities within the neighborhood from Memorial Drive north to Wylie Street and designating the areas south of Memorial Drive and North of Wylie Street (along the railroad) for light to moderate industrial uses. The CDP Plan also does not identify any areas for park and open space activities which was very important to the community and is reflected in the future concept plan with a new park central to the neighborhood.

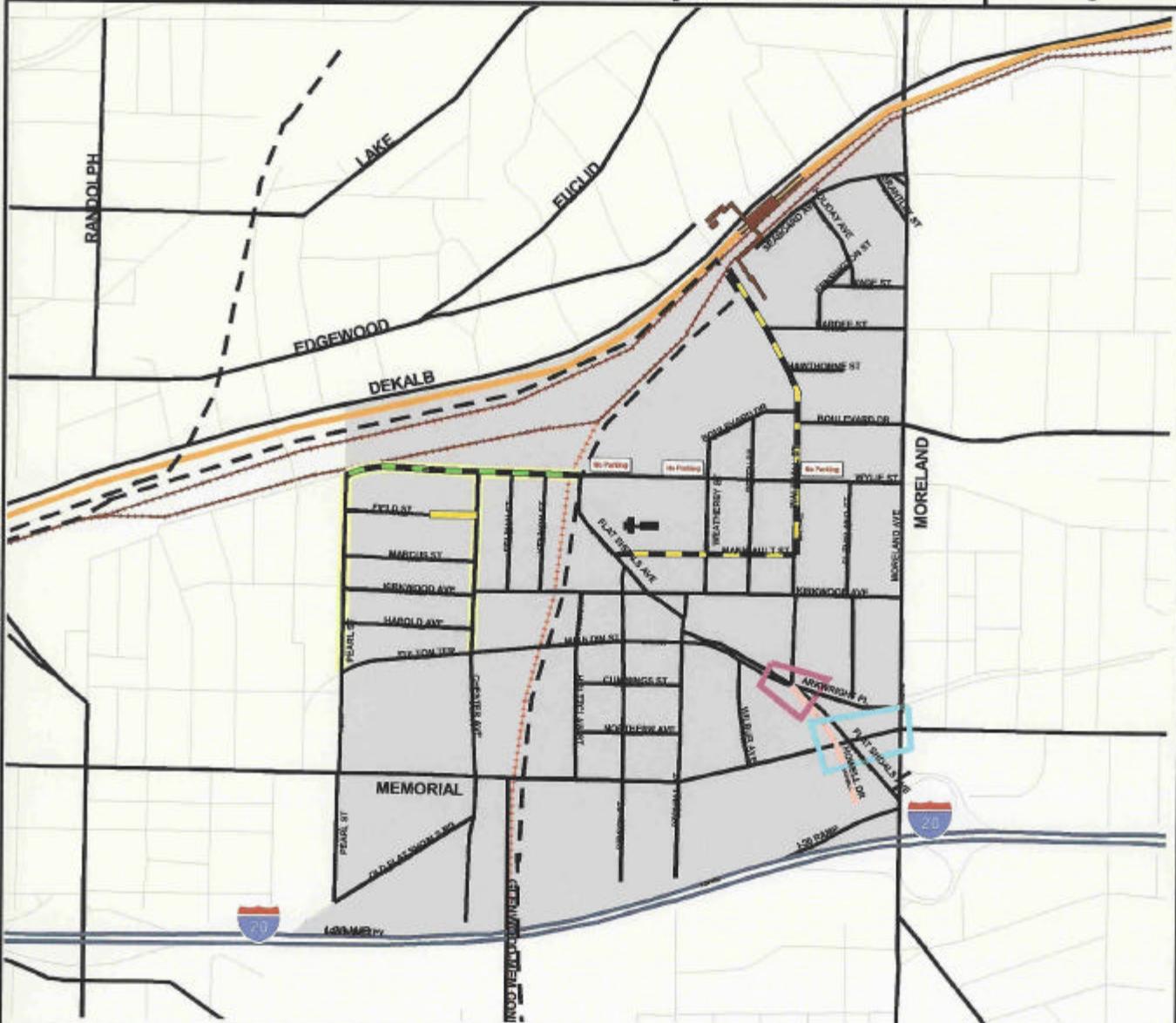
The general policies, priorities and initiatives presented in the CDP, however, are reflective in the Reynoldstown Neighborhood Master Plan including safer communities, neighborhood vitality and economic development, more pedestrian friendly, and interconnectivity between neighborhoods.

5. Future Land Use Plan Implementation Cost Sheet

The following page contains estimated costs of the physical and urban design improvements made in the plan. These estimates are based on unit costs and will need to be adjusted according to the time of implementation. A separate table is developed to identify which projects may be implemented as short term projects (those that can be implemented in 1 - 5 years) and long term projects (those requiring a considerable amount of time to implement. The table also includes the agencies that could provide funding for the projects. The estimates do not include costs associated with land acquisition.

REYNOLDSSTOWN MASTER PLAN

Transportation Improvements



LEGEND

SCALE : 0 0.25 0.5 Miles

FIGURE : XIX

<p>— Empowerment Zone Boundary</p> <p>— Lang Carson Community Center</p> <p>— Inman Park-Reynoldstown MARTA Station</p> <p> MARTA Bus Stops</p> <p>— MARTA Rail Line</p>	<p>— Proposed MARTA Bus Route Extentions</p> <p>— Railroad</p> <p>----- Abandoned Railroad</p> <p>— Collector Streets</p> <p>— Arterial Streets</p>	<p>Transportation Improvements</p> <ul style="list-style-type: none"> Dept. of Transportation Road Intersection Improvement City of Atlanta Intersection Improvement Proposed Opening of Field Street Proposed Closing of Howell Street Proposed MARTA Station Pedestrian Corridor MARTA Bus Route Extentions Street Segments Recommended For Truck Prohibited Signage
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Concept Plan Unit Costs

Location	Item -	Quantity	Length	Unit Cost		Total Cost	Adjusted Cost 25% inflation ad' for 1995 prices)
Neighborhood	Sidewalks (w/curb, 8ft wide) Streets w/o sidewalk Streets w/sidewalk (up to 25% in good condition) Street Paving , (22ft wide) Striping		10213 LF 27496 LF 22330 SF 1015LF	\$63 LF \$63 LF \$2 SF \$0.50 CF		\$643,419 \$1,732,248 \$33,495 \$507.50	\$604,800 \$1,297,800 \$41,869 \$634
Gateway Park	Large Deciduous Trees Ornamental Trees Shrubs Waste Receptacles Site Signage Lighting Brick Fence W/ Piers Walkways Decorative Iron Fencing Seat Walls	30 10 200 6 3 8 3	20 LF 2195 LF 600 LF 50 LF	\$500 \$250 \$30 \$100 \$100 \$500 \$52 LF \$26 LF \$30 \$52 LF		\$15,000 \$2,500 \$6,000-- \$600 \$300 \$4,000 \$3,120 \$57,070 LF \$18,000 \$2,600	\$18,750 - \$3,125 \$7,500 \$750 -\$375 \$5,000 \$3,900 \$57,070 \$22,500 \$3,250
Center Park acres)	Large Deciduous Trees Ornamental Trees Shrubs Waste Receptacles Site Signage Lighting, Benches Walkways, Seat Walls	5 30 700 8 4 10 10	1463LF 50LF	\$500 \$250 \$30 \$100 \$100 \$500 \$750 \$26LF \$52LF		\$2,500 \$7,500 \$21,000 \$800 \$400 \$5,000 \$7,500 \$38,038 \$2,600	\$3,125 \$9,375 -\$26,250 \$1,000 \$500 \$6,250 \$9,375 \$38,038 \$3,250
Neighborhood Portals	Historic Street Sign Story/Plaques Brick Fence W/ Piers Specialty Paving -	14 14 14	20LF 360LF	\$350 \$1,000 \$52LF \$100LF		\$4,900 \$14,000 \$14,560 \$36,000	\$6,125 \$17,500 \$18,200 \$45,000
Neighborhood Pedestrian Street Corridors	Lighting Walhall & Manigault Marta Trial Holtzclaw Stovall Wylie Kirkwood Flat Shoals Lighting	25 28 28 36 36 28 30		\$500		\$12,500 \$14,000 \$14,000 \$18,000 \$18,000 \$14,000 \$15,000	\$15,625 \$17,500 \$17,500 \$22,500 \$22,500 \$17,500 \$18,750
near Park						Total Cost	2,383,186

Concept Plan Project Implementation Matrix
Short-term/Long-term Projects

Short Term Projects (1-5 years)	Total Estimated Cost	Funding Sources
Street Paving and Striping	\$34,002.50	Capital Projects Fund, General Fund
Streets without Sidewalks	\$643,419.00	CDBG, Dev. Impact Fees
Gateway Park	\$109,190.00	CDBG, Adopt-A-Park AIA
Neighborhood Portals	\$69,460.00	CDBG, Private Sources
Pedestrian Street Corridors	\$90,500.00	CDBG, MARTA

Long Term Projects (6 - 15 years)		
Streets with Sidewalks	\$1,732,248.00	Capital Projects Fund, General Fund, CDBG
Linear Park Lighting	\$15,000.00	Park Impact Fees, CDBG, Private
Center Park	\$85,338.00	Capital Projects Fund, General Fund, Annual Fund

Reyoldstown Concept Plan Implementation Matrix
Projects List

Projects	T – Locations)	Cost Estimate	Time Estimate
Transportation/Streets			
Street Paving/Striping	1. Northern St. (between Holtzclaw and Stovall 2. Weatherby St. (north of Wylie St. to Boulevard)	\$34,002	2 Years
New Sidewalks	1. Field St. (between Pearl and Chester) 2. Marcus St. (between Pearl and Chester) 3. Kirkwood Ave. (between Chester and Gibson) 4. Selman St. (between Kirkwood and Wylie) 5. -Kenyon St. (between Kirkwood and Wylie) 6. Holtzclaw (south of Northern to Memorial Dr.) 7. Cummings St. (between Gibson and Stovall) 8. Mauldin (between Stovall and Wilbur) 9. Weatherby St. (north of Wylie St. to Boulevard)	\$643,419	3 - 6 months per section
Street Lighting	1. Walhall and Manigault (MARTA Trail) 2. Wylie St. 3. Flat Shoals Ave.	\$44,500 (89 units at \$500 per unit)	1 Year
Housing			
Senior Citizen Housing Rehab	Locations to be Determined by Reyoldstown Revitalization Corporation	\$25,000 per unit	1 Year
Multi-Family Housing Development	Wylie St. and Moreland Ave.	\$2.7 million	1 Year
Single Family Housing	Locations To Be Determined by RRC	60 units @\$96,000/unit	5 Years
Senior Citizens Multi-Family Housing	Location To Be Determined by RRC	50 unit complex \$4.25 million	5 Years
Town Home Development	Location To Be Determined by RRC	60 units @\$92,000	5 Years
Social Programs			
Small Business Incubator	Lang Carson Center (Renovation/Acquisition)	\$875,000	3 Years
Computer Enhancement Training Lab	Lang Carson Center (Operating Costs)	\$42,000	1 Year
Summer Youth Work Program	Lang Carson Center 20 youth (8 weeks)	\$55,500	1 Year
Recreation			
Gateway Park	Seaboard and Moreland Ave.	\$109,190	1 Year
Linear Park Lighting	Railroad Rights-of-Way	\$15,000	10 Years
Center Park	Neighborhood Center	\$85,338 (equipment and landscaping only)	12 Years

Plan Implementation Programs and Strategies

VI. Plan Implementation Programs and Strategies

Introduction

The success of the neighborhood plan depends upon how effectively it is implemented. Four basic implementation tools are described below:

1. Provision of public facilities, especially through capital improvements programming and through the preservation of or the advance acquisition of future public lands and rights-of-way. The capital improvements program will play a significant role in implementing the land use concepts in the previous section.
2. Development regulations, such as subdivision controls, the zoning ordinance, and other regulatory codes, will insure that private development complies with development and other building standards and is located in areas that conform to the neighborhood plan.
3. Persuasion, leadership and coordination, are somewhat more informal implementation tools than capital improvement programming or development regulations. These tools, however, can be very effective in making sure ideas, data, maps, information and research pertaining to growth and development are not only put forth, but also find their way into the decision making of private developers as well as various public agencies and departments. The land use recommendations in the previous chapter will not be realized without the continuing political, economic and financial support of the City and the neighborhood decision-makers.

The neighborhood plan should not be considered a static document. Development patterns perceived when it was prepared may change and various resources (human, natural and financial) may become available or decline.

If the goals and policies contained in this plan truly reflect neighborhood opinion and real estate principles, they will provide a solid basis for evaluating changes and updates to this document. If they are not sufficiently detailed to serve this function, future amendments to this document should begin with the goals and objectives. A plan that is firmly grounded on usable goals remains current and instills residents with confidence that the future development of their neighborhood is logical, predictable and understandable. This attitude is critically important.

This document should also be allowed to evolve by adding detail. At a minimum, detailed functional plans for transportation, parks and open space, community facilities, housing and economic development should be prepared as an amplification of this plan and should be regularly updated. As an example, the Memorial Drive Corridor Master Plan contains a portion of Reynoldstown, therefore, its plan should be monitored closely as it pertains to the neighborhood and any changes adjusted accordingly in this plan.

1. Implementation Methods

The Reynoldstown Neighborhood Master Plan serves as a guide for public and private decision making in dealing with the development of the neighborhood. The following provides a listing of potential implementation techniques, which are most feasible for implementing a neighborhood plan in Reynoldstown. Most of these techniques utilize existing ordinances and procedures, although some require review and consideration of amendment.

Continuing Planning Process

The neighborhood plan is designed to reflect current information as well as project future trends. As conditions change, the plan must be re-examined and updated. The following are necessary to keep the plan viable.

A. Short-range Development Plans and Programs

Establish short-range development plans and programs on an annual basis to help phase development and capital improvement proposals and to identify appropriate zoning changes. This program should be a guide for setting priorities for the annual budgets and the capital improvements program for the city.

B. Updates

Monitor and refine the neighborhood plan on an annual basis with major updates every five years. This should keep the plan responsive to changing conditions and needs in the neighborhood.

C. Detailed Functional Plans

Develop more detailed functional plans (i.e., specific transportation, housing, community facilities and historic preservation studies) as part of the complete neighborhood planning process.

D. Detailed Design Plans

Develop and support more detailed design plans for major activity centers and other critical areas such as the commercial and industrial corridors, and planned residential developments throughout the neighborhood.

2. Capital Improvements

The provision of capital improvements should be used as a means of controlling the timing and location of development. Future capital improvements programs and

redevelopment plans adopted by the city should be based in part on the recommendations made in this plan.

In order to do public facilities planning and programming and to ensure close coordination with private development plans, a realistic level of capital expenditures needs to be maintained. Sources of funding in addition to the property tax should be explored.

3. Zoning

Zoning is an important tool for implementing the neighborhood plan. However, the plan is only a guide for zoning decisions. Modifications to the existing zoning ordinance are provided to support the future land use plan described in the previous section and are shown in Figure XX. The following modifications are recommended, however, should be reviewed on a case-by-case basis.

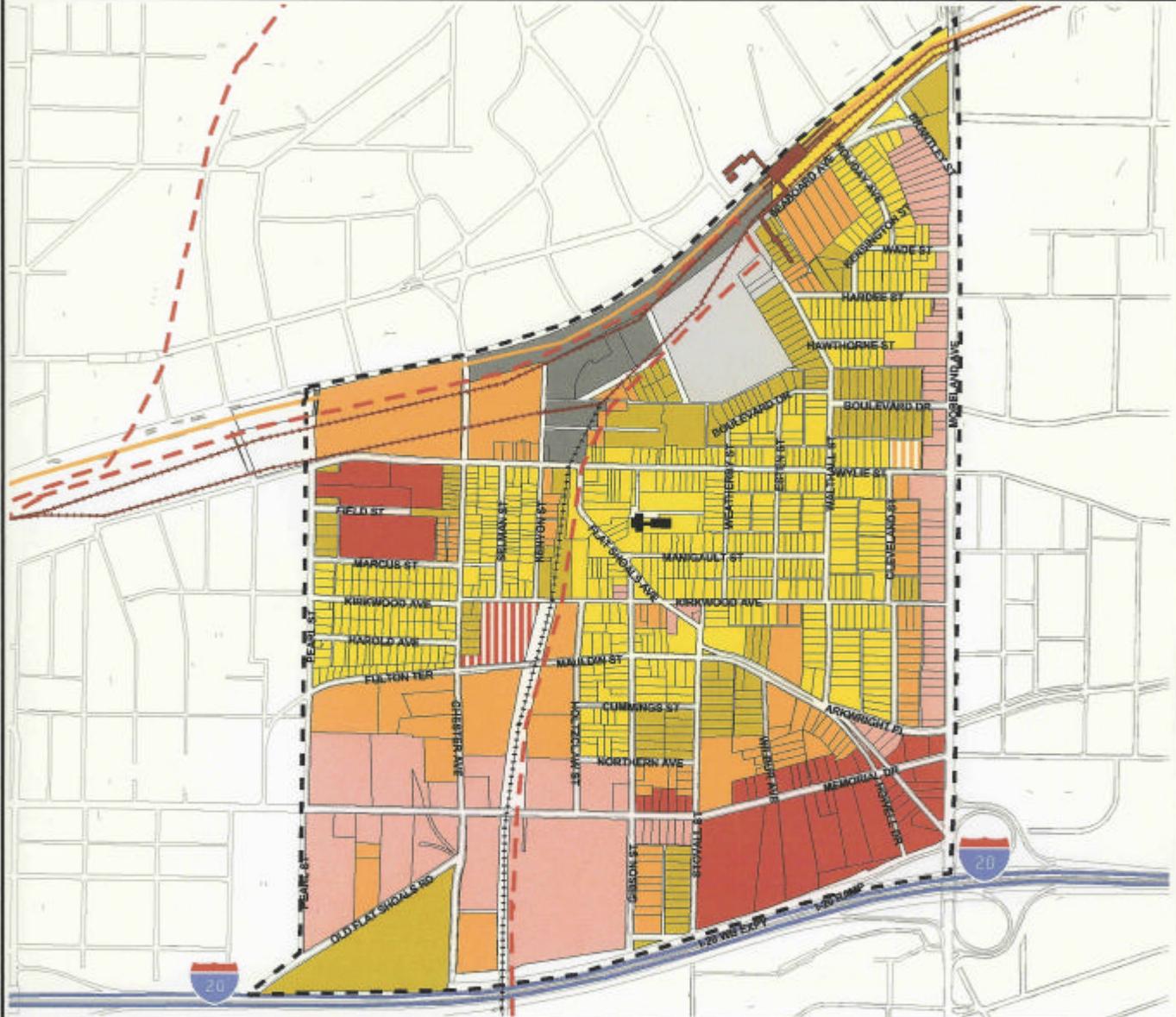
- A. Future commercial establishments should be encouraged to locate in designated areas only. The proposed Neighborhood Commercial Classification (not adopted at the time of this report preparation) should be used for the purpose of revitalizing and protecting neighborhood level commercial establishments at a scale and character in keeping with the development of Reynoldstown by providing neighborhood oriented shops and services, and emphasizing pedestrian convenience. Commercial zoning should be limited to C-1 to eliminate commercial development out of character with the neighborhood.
- B. Mixed-use developments, including office, commercial and residential should be permitted only in planned developments.
- C. Residential areas should be buffered from more intensive non-residential development and not exceed the RG-3 to minimize density levels.
- D. Industrial zoning should be permitted in areas sufficiently buffered from residential development and phased out of those areas internal to the neighborhood.

4. Land Development Regulations

Better use should be made of the land regulations, which govern the conversion of vacant land into building sites. Developers are tied to the existing zoning for a particular tract, but before they can acquire development and building permits, they must be able to meet site preparation standards. Such ordinances should permit innovative site development and strengthen the role of land development regulations in guiding the development of the neighborhood.

REYNOLDSTOWN MASTER PLAN

Proposed Zoning



LEGEND

SCALE : 0

0.25

0.5 Miles

FIGURE : XX

MARTA Line
Railroad
Abandoned Railroad
Reynoldstown Boundary
Empowerment Zone Boundary
Lang Carson Community Center
Inman Park - Reynoldstown MARTA Station

Zoning Classifications	
C1	I2
C2	R5
C2C	RG2
I1	RG3
	RG3C

Implementation Guidelines and Strategies

An important aspect of a successful implementation strategy is the coordination of the various organizations, groups and individuals involved and/or affected. It is important for all parties to know the roles everyone is playing through the definition of responsibilities. The assignment of clear responsibilities should be a primary factor in the implementation process. The suggestions outlined in this section are not meant to be a step-by-step process, but a list of available methods and organizations that can be used at any given time depending on the results desired.

1. Promotion and Education

It is important to instill a vision in the eyes of residents about what Reynoldstown can be. It is easier to gather support as well as cooperation and financial resources when people are enthusiastic and educated about a project. By educating people about their neighborhood, people will be less likely to oppose any steps taken toward revitalization. The ongoing public outreach efforts currently conducted by the Reynoldstown Revitalization Corporation should be continued.

Neighborhood Newsletter - A neighborhood newsletter is one of the quickest and easiest ways to inform residents about topics directly dealing with issues affecting the neighborhood. Topics include in the newsletter could be focused on recent rehabilitation projects, new construction proposals, historic facts on Reynoldstown, current commercial activities, training and job programs, etc. The RRC could also solicit the local businesses for advertising in the current newsletter the *Reynoldstown News and Views*, which would also be a revenue generator to help defray the costs of production and printing.

Recognition System - Recognition for achievements can go far in encouraging neighborhood participation. Recognition certificates and announcements in the neighborhood newsletter on a regular basis are ways to reward residents and volunteers for their work. The press and the Urban Design Commission should always be notified of recent accomplishments. Public recognition gives people a feeling of achievement and encourages them to continue to participate.

Awards of Excellence - The Urban Design Commission conducts an annual event to recognize outstanding projects, programs, individuals and organizations, which have significantly contributed to the preservation of Atlanta's physical heritage or the enhancement of our urban environment. Recognition by the Urban Design Commission of progress made in Reynoldstown by individuals and groups would be a way to bring recognition to the neighborhood. The Urban Design Commission should be routinely notified of redevelopment successes and invited to visit the neighborhood.

2. Partnerships and Organizational Assistance

Fortunately for Reynoldstown, Atlanta has an abundance of resources when it comes to organizations that provide assistance for neighborhood improvements. These organizations can

assist with beautification and financial assistance and provide sources of employment and training opportunities that would not otherwise be available to Reynoldstown residents. These resources are broad in scope. The assistance can be anything from simple tree planting to educating aspiring entrepreneurs. Additionally, Reynoldstown has the opportunity to establish new relationships with its business community. The organizations listed below are recommended to Reynoldstown for continued assistance in revitalizing the neighborhood.

Reynoldstown Business Association - While some relationships have already been established, during this plan, a door-to-door identification of all businesses in the neighborhood was conducted. The first business meeting was consequently held and attended by owners of some of the largest businesses in the community. Out of this meeting came the recommendation for the establishment of a business association. As indicated in the written survey, these businesses as well as others, are willing to work with the RRC to improve business communication, provide training and job assistance, and support on-going initiatives of the neighborhood. The establishment of a business association is strongly recommended and should be initiated by business owners with the assistance of the RRC.

Human Service Agencies

One of the strongest needs in the Reynoldstown area is for human services focused on education, the elderly and youth, job training and poverty. While the City's needs far outreach the availability of funds that are provided by the County for major human service needs, alternative funding sources are needed to leverage City resources. Still, several City and private agencies exist to assist neighborhoods like Reynoldstown in addressing human service needs. A list of agencies is provided below that can provide some level of assistance to Reynoldstown.

1. *Atlanta Empowerment Zone Corporation* - The AEZC conducts the Social Service Block Grant Fund Program through loans and grants. The Revolving Loan Fund (RLF) is designed to support the development or expansion of businesses in the Empowerment Zone. Individuals can apply directly to the AEZC for loans to provide job training, employment opportunities, improvements or rehabilitation of vacant or abandoned lots or buildings, childcare, recreation, infrastructure improvements, and programs for youths and young adults. \$4.5 million

The AEZC awards grants on a competitive basis for the delivery of specific services by non-profit entities, such as the RRC, to implement programs and projects. The method used to award grants is the Request for Proposal (RFP).

The Wage Tax Credit (WTC) program is a part of the empowerment zone incentives developed under the Omnibus Budget Reconciliation Act of 1993 designed to address the "pervasive poverty, employment and general distress" of certain depressed areas. The WTC makes available to certain employers a dollar-for-dollar tax credit or offset against their tax liability in an amount equal to 20% of the first \$15,000 of wages paid to eligible employees. There is no limit on the number of employees eligible for the WTC claimed by a single employer. Non-profit or governmental agencies are not eligible for this

program. A qualifying employer or business must demonstrate that substantially all of its business operations are headquartered within the zone, and a significant portion (at least 35%) of its total work force is comprised of employees who reside within the zone. No WTC is scheduled to be available with respect to wages paid after 2004. State incentives under this program include job tax credits, investment tax credits, re-training tax credits, sales tax exemption, and child care tax credit. Local incentives include waiver of impact fees, 100% Freeport on all classes of goods, discounts on Georgia Power based electric bills on a sliding scale of jobs provided, and a 3% discount for locating in an existing, available building vacant for over six months.

Other AEZC programs include:

Expanding Employment and Investment Opportunities

- One Stop Capital Shop designed to provide "one stop" convenience for economic and business development information assistance - \$1.3 million
- Renovation of vacant or abandoned buildings in the Empowerment Zone - \$5 million

Safe and Livable Communities

Asbestos/Lead Paint Removal Training Certification Programs designed to provide training on the removal and/or remediation of properties containing asbestos or lead paint - \$125,000

Increased Sworn Community Policing Capacity program that provides funding for the recruitment, training and equipping of eighteen police officers to *supplement* existing resources in the AEZ - \$3,248,146

Install Breakaway Burglar Bars which provides funding for the replacement of existing burglar bars with breakaway burglar bars on up to three windows in the homes of AEZ residents who are elderly, handicapped or with children under the age of 12 - \$150,000

Install Smoke Detectors through a program that funds the purchase and installation of up to two-lithium battery powered smoke detectors in the homes of AEZ residents. Priority is given to homes with residents that are elderly, handicapped or have children under the age of 12 - \$50,000

Provision of Adequate Housing for All

- Senior Citizen Owner Occupied Rehab program that provides up to \$25,000 per house to bring them up to code - \$2 million
- Mortgage Assistance Program (MAP) that provides a grant of up to \$8,000 to assist first time homebuyers purchase homes in the AEZ - \$7.2 million
- Atlanta Center for Home Ownership provides a wide range of home ownership services for AEZ residents - \$4 million

2. *Fulton Atlanta Community Action Authority (FACAA)* - provides a variety of programs to meet short-term need of City residents and offers long-term projects to promote

individual and family self-sufficiency. FACAA has six locations throughout Fulton County with four of its community centers located within the City limits. FACAA provides individual and family direct and indirect services using a combination of emergency, case management and community organizing strategies.

3. City of Atlanta's Office of Grants Management (OGM) - administers three of the four programs that make up the City's Consolidated Plan including the following:

- Community Development Grant (CDBG) Program - This program funds programs and projects that benefit low and moderate income city residents, including programs and projects that eliminate slum and blight in designated areas of the City. Priority is given to areas that have a poverty rate of 35% or greater.
- Emergency Shelter Grant Program - This program funds programs and projects that provide access to safe and sanitary shelter and necessary supportive services for homeless individuals.
- Housing Opportunities for Persons with Aids (HOPWA) Program - This program funds programs and projects to meet the housing-related needs of persons living with HIV infection or AIDS or related diseases, and their families.

4. United Way of Metropolitan Atlanta - The United Way of Metropolitan Atlanta provides funds to various human service agencies in the Atlanta area. The program offices of these agencies provide a vast array of services to City residents. Additionally, United Way offers a 24-hour Help-Line number, which Atlanta residents can use to locate, needed assistance or for use as a referral source to an appropriate agency based on any specific need. The Reynoldstown Revitalization Corporation maintains an ongoing relationship with the local United Way that sponsors assistance to the organization for human service related programming.

Preservation and Protection Agencies and Programs

Brownfields Economic Redevelopment Grant Program - This program provides a crucial link in Atlanta's Urban Enterprise Zone and Empowerment Zone efforts that will allow the City to integrate brownfield redevelopment with existing economic, residential and open space activities. These include hazardous waste sites and coordinating remediation efforts more directly and effectively. An enhanced environmental program will spur redevelopment more quickly, allowing the City to meet the timing and capital needs of private enterprise. One of the major projects associated with the program is to undertake environmental studies on specific sites to allow existing businesses to expand and to recruit new businesses to the Empowerment Zone. Communities such as Reynoldstown that lie within the Empowerment Zone can provide input on priorities and future uses of brownfields through a series of workshops and community meetings to determine sites offering the greatest potential for new business development, housing, or recreational purposes.

Atlanta Parks, Open Space, and Greenways Plan - This plan was adopted in December 1993 for the purposes of establishing a citywide system of interconnected greenways along streams, parks, MARTA rights-of-way, abandoned railroad corridors, the Chattahoochee River and other linear corridors. Greenways will be used for recreation, education, and natural resource protection. The plan also recommends a number of policies and projects for addressing environmental problems in parks citywide. The proposed linear park in this plan should become a part of this plan and assistance provided to insure successful implementation.

Urban Design Commission - This City agency conducts an on-going program of examining written materials as well as field survey work to identify existing historic resources. This work is done in partnership with other City agencies, City-affiliated organizations, civic associations, private consulting firms, and other local, state, and national government entities. A number of historically significant structures are located in the Reynoldstown neighborhood as well as areas eligible for historic recognition. The RRC should begin coordinating with the Commission to begin identifying preservation projects for buildings such as the I.P. Reynolds building and the old train depot among others.

Atlanta Preservation Center - This private, non-profit membership organization was founded in 1980 to promote the preservation of Atlanta's historically, architecturally and culturally significant buildings and neighborhoods. The organization has a neighborhood designation project to help educate people on the City's Historic Preservation Ordinance. The center serves as the city's preservation advocate, representing the public interest by focusing attention on endangered landmarks, and working with developers, businesses and government officials to help facilitate action on preservation issues.

Trees Atlanta - This organization is a non-profit citizens group that was formed in 1984 by Central Atlanta Progress (the downtown business leaders association), the City's Commissioners of Parks and the Junior League to address the problem of the depletion of trees in the City. Trees Atlanta has several programs that focus on street tree planting, highway and park tree plantings, new tree protection and planting ordinances, and a "Tribute Tree" program.

Architectural Design Assistance - There are many architectural volunteer groups that give design assistance for good causes. These groups can offer assistance with new construction plans and renovation ideas. Many of these groups offer their services free-of-charge or for minimal fees to individuals or organizations. The local chapter of the American Institute of Architects (AIA) currently provides assistance to the Reynoldstown community and is planning to work with the RRC on locating and designing a gateway project at Seaboard and Moreland Avenue. This relationship should continue to provide assistance on the remaining gateway and neighborhood signage projects recommended in this plan.

Community Facilities Programs

Atlanta-Fulton Public Library System - This joint governmental entity provides assistance to individuals in meeting educational, informational, cultural and leisure needs by providing open access to ideas and information affording personal and, ultimately, community benefits. With

the growing population in East Atlanta, the library system has programmed the building of a new East Atlanta Branch to serve the community. According to the 2000 CDP, funding has been requested for the East Atlanta Branch through the capital projects fund and is scheduled for completion by 2005.

Lang Carson Community Center - This center located in the center of the Reynoldstown neighborhood is home to numerous community activities and provides a variety of programs for residents. Space is sufficient, however, maintenance and upgrades are needed to continue providing services to the community. The RRC should petition the City's CDBG funding and bond funding to assist in the needed improvements to the facility.

Housing Assistance Programs

One of the biggest challenges facing Reynoldstown is providing affordable housing to its current residents and those desiring to live in the community. As the trend continues toward revitalizing inner-city neighborhoods in Atlanta, Reynoldstown must take needed steps to identify and implement affordable housing programs with the assistance of available agencies and organizations charged with supporting this effort. Another future housing need of the Reynoldstown community is senior citizen living. Many of the community's elderly homeowners and renters will be faced with the inability, both financially and physically, to maintain existing residences. The RRC should begin identifying possible assisted and/or independent living projects for the elderly so that they can remain in the neighborhood. The following agencies are organized to also assist in providing housing opportunities in the City.

Reynoldstown Revitalization Corporation (RRC) - The RRC is a Community Development Corporation with a primary focus on providing affordable housing construction, improvements and rehabilitation. The Reynoldstown Revitalization Corporation currently conducts an Individual Development Account (IDA) program through the United Way that works with eligible residents through a process of saving toward an affordable home built by the organization. The RRC also provides housing rehabilitation and improvements through a number of programs such as Christmas in April, Hands on Atlanta and Team Buzz, and the Atlanta Empowerment Zone. Further, the organization is currently working with private neighborhood developers to negotiate a percentage of dedicated affordable housing units for planned housing projects.

City of Atlanta Housing Programs - The City's housing policies encourages the sustainability of current residents regardless of income, while encouraging new, mixed income housing opportunities within areas undergoing new development and redevelopment. Current strategies include the coordination of multiple housing incentives targeted to address existing physical decline in neighborhoods. Current rehabilitation efforts focus on communities that have experienced significant physical decline in their housing stock. The City sponsors several incentive programs including the following:

- *Housing Enterprise Zone Program - This program provides a ten-year tax abatement on real property taxes as an incentive for private enterprise to invest in areas of the 61 Reynoldstown*

City that are economically and socially depressed. Real property is exempted 100 percent of its taxable value for the first five years after the creation of the zone, then the abatement gradually declines until year 11 when the abatement ends. The program is administered through the Bureau of Planning.

- Atlanta Affordable Home Ownership Program - This program provides below market rate financing for homebuilders using low-interest Urban Residential Finance Authority (URFA) loans and offers homebuyers mortgage assistance in the form of low interest rate second mortgage loans. This program targets low and moderate income residents and is administered through the Atlanta Development Authority.
- Down Payment Assistance Program - Administered through URFA, this program assists first-time homebuyers with 100% financing for their home. The "first-time" buyer requirement is waived for homebuyers within the "target areas" and is administered through the Atlanta Development Authority.
- Targeted Housing Rehabilitation Program - This program is administered through the Bureau of Housing and Economic Development for assistance to target areas.
- Landmark Building Tax Freeze Program - This program allows a local tax freeze for an eight-year period on income producing landmark buildings, or contribution buildings in a landmark district, which are listed on the Georgia Register of Historic Places and have already undergone a major rehabilitation at the time of the designation. The freeze applies to the value of the property when it was designated a landmark by the City of Atlanta. This program is administered through the Urban Design Office.
- Empowerment Zone Down Payment Assistant Program - This program assists first time homebuyers, within the empowerment zone, with up to 80% of their down payment.
- State Historic Property Tax Abatement Program - This program provides property owners of residential and income-producing historic buildings with an exemption from the taxes on the assessed increased value resulting from the rehabilitation of such building. It is administered through the Urban Design Office.
- Federal Rehabilitation Investment Tax Credit Program - The Federal Rehabilitation Investment Tax Credit Program reduces the cost of rehabilitation to an owner (or lessee with a lease term of at least 27.5 years) of an income producing historic property and is administered through the Urban Design Office.

Atlanta Neighborhood Development Partnership (ANDP) - The ANDP was formed in 1991 to address the diminishing supply of affordable housing in Atlanta as well as to help reclaim declining neighborhoods in its core. The Chamber of Commerce's Housing Resource Center merged with the Neighborhood Development Department of the City supported Atlanta Economic Development Corporation to meet these missions. The merger was intended to create a bridge between the business and public sectors. ANDP engages community-based organizations at the local level through Community Development Corporations (CDCs) allowing for full participation and ownership in the process of renewal. The Reynoldstown Revitalization Corporation is an active member of ANDP. Programs sponsored through ANDP include:

- Revolving Loan Fund, which makes pre-development, acquisition, construction, bridge and other loans in order to spur affordable and mixed income housing development and to revitalize neighborhoods.
- Development Fund provides the necessary equity that brings key stakeholders to worthy housing development transactions that would otherwise be delayed or impeded.
- Housing Equity Funds assists in the purchase of low-income tax credits, providing equity for financing the renovation or development of affordable and/or supportive rental units.
- Leadership Development and Training Department designs and manages a variety of education initiatives including the Community Development Institute (CDI) in partnership with Clark-Atlanta University and the Professional Development Institute (PDI), a partnership with the Atlanta University Center Schools initially developed for the U.S. Department of Housing and Urban Development. These programs provide practice information and training to CDC staffs, boards, other organizations and individuals for professional community and economic development.

Georgia Department of Community Affairs (DCA) - The State of Georgia administers two home buying programs through the Community Affairs Department.

- Home Buyer Program - This program provides low interest mortgages through an eligibility process based on income. The minimum annual income for one or two person households is \$43,900 for the Atlanta area and \$48,000 for three or more person households. Home prices for new construction must be \$110,000 or less, and \$102,00 or less for existing homes.
- OwnHOME Program - This program offers delayed payment second mortgage loans from \$1,000 to \$5,000 to pay a portion of a down payment, closing costs and prepaid items based on a sliding scale of the price of the home.

Habitat for Humanity - This non-profit organization receives donations of materials and funds, and with the help of volunteers, builds low-income housing for people who would otherwise not be able to afford it. Habitat screens applicants for eligibility of low interest loans and if eligible, can buy purchase a home. The organization has constructed a minimum number of homes in the Reynoldstown neighborhood.

Economic Development and Business Training Programs

To fully sustain the Reynoldstown neighborhood and surrounding communities, incentives to promote economic development is key. Several programs designed to assist with developing commercial and business activity as well as entrepreneurial assistance is available through the City and other local agencies.

Atlanta Development Authority (ADA) - The ADA is a public authority created by the City of Atlanta to promote the revitalization and growth of the City through a comprehensive and

centralized program focusing on community development and redevelopment. Focusing on economic development and neighborhood revitalization, ADA serves as the city's agent in implementing economic development/redevelopment initiatives, targeting reinvestment in downtown and inner city neighborhoods. Programs available through the ADA include the following:

- Business Improvement Loan Fund and Phoenix Fund - The agency can make direct loans of up to \$50,000 per business address at reduced rates of 0% to Prime plus one percent in subordinated or unsubordinated positions in select areas. The Phoenix Fund, a new "working capital" program, also offers loans from \$10,000 to \$100,000 per applicant citywide.
- Small Business Administration Loan Programs - Through the Atlanta Local Development Corporation (ALDC), a 501©3 local development corporation, ADA may make SBA 504 loans with private bank participation and equity, as approved by SBA. These loans are targeted to eligible small business developments, and supplement other loan pool programs to provide "layered" sources of additional financing.
- Tax Exempt and Taxable (Industrial Revenue) Bonds - The ADA makes available tax exempt (or taxable) bonds for eligible uses per Internal Revenue Service (IRA) regulations (up to 100% of eligible costs) with competitive interest rates and 15 to 30 year terms.
- Residential Development Bonds - Through the Urban Residential Finance Authority (URFA), ADA can make tax exempt and taxable bonds available to support new housing construction or rehabilitation. Bond proceeds are used to finance multifamily development as well as single-family home ownership. Construction financing is also available. Rates are competitive or below-market.

Georgia Jobs Tax Credit and Investment Tax Credits - The State of Georgia can make available a \$3,000 per job tax credit against State income taxes for expansions of 5 or more jobs within 68 eligible census tracts in the city/county, per application to the State. A targeting mechanism requires that 30% of all hires and businesses reside within the eligible census tracts. The credit is available for five consecutive years and is capped at 50% of any user's total State income tax owed by the business.

Manufacturer's Investment Tax Credit - Manufacturer's Investment Tax Credits of 1% of the eligible investment amount are available in the city of Atlanta (Fulton County is a Tier 3 County) up to 50% of a company's state income tax liability.

Greater Atlanta Small Business Project (GRASP) - This non-profit organization offers business training to any small business owner in low-income communities. The organization's focus is to help the economy by fostering and developing growing businesses. GRASP identifies new business opportunities in high growth enterprises and guides clients toward these opportunities. GRASP offers a Management Development Program to help small business owners build knowledge and skills necessary for long term success and training in marketing skills.

Workforce Recruitment Assistance Programs - The Support to Employment Program (STEP), Atlanta Center for Employment and Training (ACET) and the QUICK-START Program of the State of Georgia can provide customized training for industrial and processing companies relocating to Georgia.

High Technology Research "Linkages" and Assistance - The Georgia Research Alliance (GRA) coordinates research with Georgia universities in telecommunications, environmental science and biotechnology. The GRA is developing the Georgia Center for Advanced Technology (GCATT) at Georgia Tech.

Advanced Technology Development Center (ATDC) - Georgia Tech sponsors this program for emerging and start-up technology companies through its incubator and technical assistance program.

Appendix A

Public Involvement

Reynoldstown Neighborhood Master Plan
Advisory Committee Meeting and Bus Tour - Meeting Minutes
June 2, 1999

The first meeting of the Reynoldstown Master Plan Advisory Committee was kicked off with a bus tour of the neighborhood. The purpose of the tour was to highlight various features and points in Reynoldstown; particularly for those in attendance that were not familiar with the neighborhood. MARTA provided the transportation and Young Hughley guided the tour. Inga Kennedy-Tucker of PEQ introduced the consultant team and provided handouts including the meeting agenda, project scope of work, schedule and neighborhood map. Issues discussed included preference of days for advisory committee meetings and community-wide meetings.

The following summarizes discussions held during the meeting tour:

- ⑧ The Cleveland Street block was the winner of the superblock contest during the previous redevelopment planning process.
- ⑧ The group agreed to meet on the first Wednesday of every month at 6:30 p.m.
- ⑧ A Gateway or Signage is desired along Moreland Ave either on top of CSX Bridge or on island at Moreland and Seaboard.
- ⑧ Young commented that it is necessary to reach out to the isolated homes along Moreland Avenue to include them in the planning process.
- ⑧ At Moreland and Wylie, the property behind the shopping center is slated for the development of 32 multi-family rental units, some or all of which will be "Affordable".
- ⑧ The residents feel that the community needs a drug store, grocery store, aesthetic improvements and a senior center.
- ⑧ There is interest around the rental homes on Flat Shoals and Macedonia (approx.)
- ⑧ The old store on Chester Street has been sold to a private developer.
- ⑧ The group requested copies of the previous redevelopment plan and PEQ agreed to provide them.
- ⑧ The next meeting is scheduled for Wednesday, July 7th at 6:30 pm at the Lang Carson Community Center.



Minutes from June 15,1999
Reynoldstown Neighborhood Master Plan
Community Kick-off Meeting

The Reynoldstown Neighborhood Master Plan community kick-off meeting was held on Monday June 15th during the monthly meeting of the Reynoldstown Revitalization Corporation and Civic League. Young Hughley introduced Inga Kennedy-Tucker, President of PEQ, the consultant team hired to conduct the study. Ms. Kennedy-Tucker welcomed the group and emphasized the importance of citizen participation. Michael Dobbins, Commissioner of Planning for the City of Atlanta addressed the group and explained the purpose of the project. Other City representatives included Marsha Brinkley from the Mayor Bill Campbell's office and Garnett Brown with Atlanta's Bureau of Planning. Ms. Kennedy-Tucker also introduced the project's advisory committee members. In addition to the Reynoldstown Master Plan, similar projects are being conducted in Cabbagetown, Grant Park and along the Memorial Drive/Martin Luther King Dr. corridor. David Hamilton and Stuart Romm were both in attendance representing the consulting team conducting those projects, which will impact the Reynoldstown neighborhood.

Ms. Kennedy-Tucker discussed the project's scope, and schedules. She also indicated that while the entire neighborhood is included in the study, only a portion is included in the empowerment zone.

The floor was opened for discussion, which included the following:

- An attendee wanted Manigault Street to be shown on the study area map.
- Saturday Meetings: August and September, second Saturday @ 10 a.m.
- An attendee wanted to insure that monies made from the sale of homes are "rolled over" to insure the continuation of rehabilitation and sales of homes.
- Several questions were asked about the existing Empowerment Zone projects and the suggestion was made to invite representatives to one of the community meetings to discuss project(s) status.

The next meeting is scheduled for Monday, July 12, at 7:00 pm at the Lang Carson Community Center.

Minutes from July 12,1999

Reynoldstown Neighborhood Master Plan Community-Wide Meeting

The second Reynoldstown Neighborhood Master Plan community-wide meeting was held on Monday July 12th during the monthly meeting of the Reynoldstown Revitalization Corporation and Civic League. Young Hughley of the RRC turned the meeting over to Inga Kennedy-Tucker of PEQ who provided meeting minutes from the kick-off meeting along with complete meeting schedules for both the Advisory Committee and the Community.

The purpose of this meeting was to identify a vision through identifying goals and objectives for the neighborhood master plan. Ms. Kennedy-Tucker explained the purpose of visioning/goal and objectives setting and provided examples of issues to consider. Attendees recommended the following vision themes and goals:

Vision Themes

Occupation of Vacant Land/Lots
Pedestrian Friendly
Totally Paved Streets
Improved Street Lighting
Revitalized Structures/Community Facilities
Safe/Drug Free
Senior Citizen Facilities
Improved Commercial Facilities
Improved Parks/Green Space

Goals

1. Occupation of Vacant Land/Lots
 - Affordable Housing
 - Swimming Pools
 - Parks/Open Space
2. Pedestrian Friendly
 - Improve/Repair Sidewalks
 - Reduce Vehicular Speeding/Cars
 - Noise
 - Safe Walking Paths
 - Street Furniture
3. Totally Paved Streets
 - All Streets Completely Pave
 - Paved Alleys
4. Improved Street Lighting
 - Lighting of Alleys
 - Replace Existing Lighting with Decorative Lighting

5. Revitalized Structures/Community Facilities
 - Renovated Housing
 - Safe Access
 - Libraries
 - Improved Public Safety Policies
 - Better Schools
6. Safe/Drug Free
 - Stronger Enforcement
 - Improved Community Involvement
 - Stronger Monitoring of Drug Activities
7. Senior Citizen Facilities
 - Day Facilities/Activities
 - Improved Housing
8. Improved Commercial Facilities
 - Grocery Store
 - Bank
 - Drug Store
 - Restaurants
 - Laundromat
 - Daycare Facilities (Adults and Children)
 - Satellite Post Office
 - Movie Theater
 - Coffee Shops
9. Improved Parks/Green Space
 - Outdoor Activities for Children/Adults
 - Social Service Activities
 - Community Gardens/Improved Maintenance

Next Community Meeting
Saturday, August 12, 1999

10:00 am

Lang Carson Community Center
100 Flat Shoals Ave., SE

Minutes from August 14, 1999

Reynoldstown Neighborhood Master Plan Community-Wide Meeting

The third Reynoldstown Neighborhood Master Plan community-wide meeting was held on Saturday August 1411'. Young Hughley, Executive Director of the Reynoldstown Revitalization Corporation welcomed the attendees and turned the meeting over to Inga Kennedy-Tucker of PEQ who provided meeting minutes from July 12th meeting. Also in attendance from the PEQ consulting team was Von Nkosi of MXD Collaborative who conducted the mapping exercises during the meeting.

The purpose of this meeting was to follow-up with the goals and objectives developed during the previous meeting by identifying areas in the Reynoldstown community experiencing declines and identifying areas most suitable for improvements and certain types of development including housing.

Vacant Lots - Affordable Housing

1. Walthall between Wylie & Boulevard vacant lots - single family housing (townhomes)
2. 986 Wylie - single family vacant lots (2)
3. 1010 -12 Wylie (existing apts.) change to single-family use
4. Western Reynoldstown - Pearl, Kirkwood, Kenyon, S, area applied for Enterprise Zone for housing. Past - most neglected. Now most sought after. Swimming pool/park development would be suitable for this area.
5. Repair Cleveland's existing sidewalks Wylie, Flat Shoals, Kirkwood, Stovall, Walthall maintenance / walking track.

-Street furniture at playground, bus stops, Flat Shoals - series of cement trash cans.

-Flat Shoals a Six Points - crosswalks

-Speed humps/paved ridges to slow traffic.

Revitalization

1. Sit down with private developers/owners to look at gentrification affects on the neighborhhod.

Senior Citizens

1. Use vacant lots to assist the elderly with new and improved housing.
2. Establish school/community partnerships.
3. Community Gardens - Selman, Wylie, Chester, Kirkwood,

Appendix 11.

Business Involvement

Reynoldstown Neighborhood Master Plan
Business Community Meeting Minutes and Survey Results
November 9, 1999

The purpose of the business meeting was to obtain information about the businesses located in the Reynoldstown neighborhood and to assist the Reynoldstown Revitalization Corporation with coordination for future affiliations with business owners. Ten business owners attended. Bert Stein, President of Stein Steel and the meeting's sponsor, opened the meeting and welcomed the group. Young Hughley, Executive Director of the Reynoldstown Revitalization Corporation (RRC), gave a brief overview of the RRC. Inga Kennedy-Tucker of PEQ presented an overview of the Neighborhood Master Plan and opened the meeting for input from the attendees. The following issues and concerns were discussed:

- Flat Shoals Avenue is heavily utilized by prostitutes, however, the public safety community doesn't seem to be able to control it. The activity affects business in the area.
- Loitering at package stores is prevalent and with little enforcement by public safety officers. Aggressive enforcement is needed on Moreland Avenue and Memorial Drive.
- Ferguson Enterprises - theft on Memorial Drive and Flat Shoals Avenue in the past.
- Ruddy Building development - difficult to find and keep employees.
- Young people not interested in real jobs; drugs are more lucrative. The city is not responsive and residents seem not to be concerned.
- Low work ethic - lowest amongst young people.
- Police are generally out numbered and offenders are back on the streets.
- Job workshops and training are needed, and businesses are willing to provide the activities.
- Neighborhood patrol/watch programs need to be beefed up.
- The communication between the business community and residents needs to be improved.
- Reynoldstown Revitalization Corporation should be the conduit for job training and matching skill sets for businesses/residents.

- Housing issues are not being dealt with. Deterioration of homes needs to be addressed.

Written Survey Summary

Following the meeting, attendees were asked to participate in a brief, informal written survey. The purpose of the survey was to better understand the background, size, experiences, concerns and future goals of existing businesses in Reynoldstown.

The businesses participating included various sectors including retail, industrial, and service. The majority of the survey participants employ between 10 and 19 persons while two businesses indicated they employ over 70. Six of the ten have annual gross revenues of more than \$1 million.

The survey contained questions related to the businesses' relationships and perceptions of Reynoldstown as a conducive business climate. All ten indicated a major problem was finding and keeping skilled workers. While the majority suggested they had not established outreach relationships with the community in general, a willingness to forge such relationships was desirable. Additionally, businesses such as retailers indicated receiving support from the community. Six of the ten respondents indicated future plans to expand in Reynoldstown. Eight out of ten also expressed strong interest in participating in job referral/training programs and advertising in the Reynoldstown Revitalization newsletter.

A majority of respondents listed public safety as a major concern followed by the desire for infrastructure improvements such as sidewalks and lighting, however, all felt the neighborhood was improving. A copy of the actual survey results is attached.

Reyndostown Neighborhood Master Plan

RESULTS OF THE SURVEY OF REYNOLDSTOWN BUSINESSES

1. How would you categorize your business?

2	Services	0	Entertainment	0	Technology
2	Retail	2	Industrial	0	Restaurant
4	Other				

2. How many employees do your have at the Reyndostown site?

2	1-4	2	5-9	3	10-19
1	20 - 39	0	40 - 69	2	70 - Over

3. Does your business have other locations?

3	Yes	7	No
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If yes, how many and where are the other locations?

4. Please check the following category that describes your company's annual gross revenue:

0	Under \$100,000	3	\$100,000 - \$500,000
1	\$500,000 - \$1,000,000	6	\$1,000,000 - Over

5. What percentage of your employees fit any of the following categories?

Management	Salaried, skilled employees
Clerical	Hourly, unskilled employees
Labor	Tradespeople

6. Are skilled workers difficult to find?

10	Yes	0	No
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7. Are skilled workers difficult to retain?

6	Yes	4	No
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8. Do you have the perception that the Reyndostown neighborhood is improving?

10	Yes	0	No	0	Don't Know
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9. Do you feel that the Reyndostown community supports your business?

5	Yes	2	No	3	Moderately
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10. Would you be open to participating in a job referral program?

8 Yes 0 No 2 More Information

11. Would you be interested in advertising in the community newsletter?

6 Yes 1 No 3 More Information

12. What issues would you like to see addressed in the Reynoldstown neighborhood?

3 Public services, i.e. sidewalks 1 Public Transportation

8 Public safety 1 Congestion

2 Other (please specify) Housing, Drugs/Prostitution

13. Do you want to expand your business in Reynoldstown?

6 Yes 1 No 3 Don't Know at this Time

14. If you want to expand, what do you see as barriers to expansion?

1 Lack of Capital 1 Inadequate facilities in the area for expansion

1 Insufficient Labor Pool 0 Risk is too high

3 Lack of Space 0 Need management assistance

4 Other (please specify) No response

15. Are business loans from banks difficult to obtain?

1 Yes 5 No 3 Sometimes 1 N/A

16. Would you be interested in a business loan program?

4 Yes 6 No 0 Need More Information

17. If the City of Atlanta offered funds for small businesses to make improvements to their buildings, would you be interested? 3 No 7 Yes

18. Would you be interested in participating in the formation of a Reynoldstown business association? 8 Yes 0 No 1 Perhaps

N/A 1

19. If interested, please list the issues you would like to see the association address.

Crime, employment opportunities, job training, community development & security,
neighborhood patrol, neighborhood clean-up, compliments to RRC & Young Hughley