

# ADAIR PARK & PITTSBURGH 2030



# Adair Park and Pittsburgh 2030

Scott Harris  
Noah Palau  
Marc Solomon Schultz  
Julia Verbrugge  
"Gillian" Xuezhu Zhao  
Dara Epison

Instructor — Elizabeth Hessek

University of Pennsylvania, Weitzman School of Design  
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# Adair Park & Pittsburgh Today



## Understanding the neighborhoods' histories and existing conditions.

An initial analysis provides information on where Adair Park and Pittsburgh are today, where they have come from, and where they may be headed. This includes both research on the underlying conditions and attributes of the neighborhoods and their residents combined with additional analysis to better understand trends and features less visible in data alone.

## Site Overview

Adair Park and Pittsburgh are in southwest Atlanta, and comprise 1.3 square miles of area. They are just 2.5 miles from Downtown Atlanta.

The BeltLine, a former railway corridor around the core of Atlanta that is now a 33 mile multi-use trail, is in its final stages of development along the southern border of the neighborhoods.

The remainder of the neighborhoods' edges are formed by interstate highways and freight rail lines.

Adair Park and Pittsburgh both have rich histories and cultural legacies that residents are seeking to preserve in the midst of new development pressures.



Figure 1: Adair Park and Pittsburgh are directly southwest of Downtown Atlanta

## History

In the region that became Atlanta, a significant indigenous village called Pakanahuili served as a major trading center. Beginning in 1821, a series of treaties reduced these Creek land holdings. The rail lines developed in the decades that followed cover the paths established by the indigenous Creek.

After the Civil War ended in 1865, the work of rebuilding Atlanta attracted many migrants, including many formerly enslaved Black Americans. The Pittsburgh neighborhood was founded in 1883 as a Black working-class neighborhood and was named after Pittsburgh, Pennsylvania, because the area surrounding the railroad was so polluted that it was similar to the steel mill town in Pennsylvania.

Pittsburgh's neighbor, Adair Park, developed into white middle-class neighborhood. The recorded history of Adair Park suggests that it was established in 1892 and named after George Adair, whose sons designed the Adair Park subdivision and began selling lots in 1910.

In 1955, white flight in Adair Park began, triggered by the sale of a single property to a Black family. The use of eminent domain in the urban renewal era further divided the neighborhoods of Southwest Atlanta from the rest of the city. For instance, the I-85 interchange constructed at University Avenue severed the southeast corner of Pittsburgh from the rest of the neighborhood. In the remaining decades of the 20th century, the neighborhoods lost significant population and Metropolitan Parkway's businesses became increasingly vacant.

By 2000, however, young people began moving into the neighborhoods, particularly Adair Park. Both Adair Park and Pittsburgh are on the National Register of Historic Places, and there is a designated historic district within Adair Park.

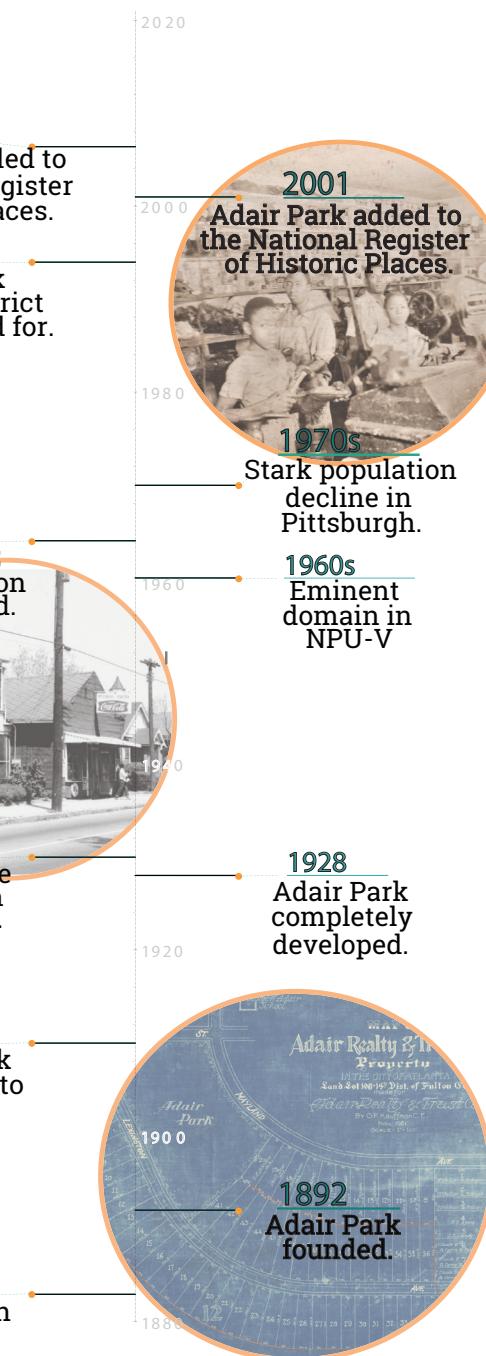
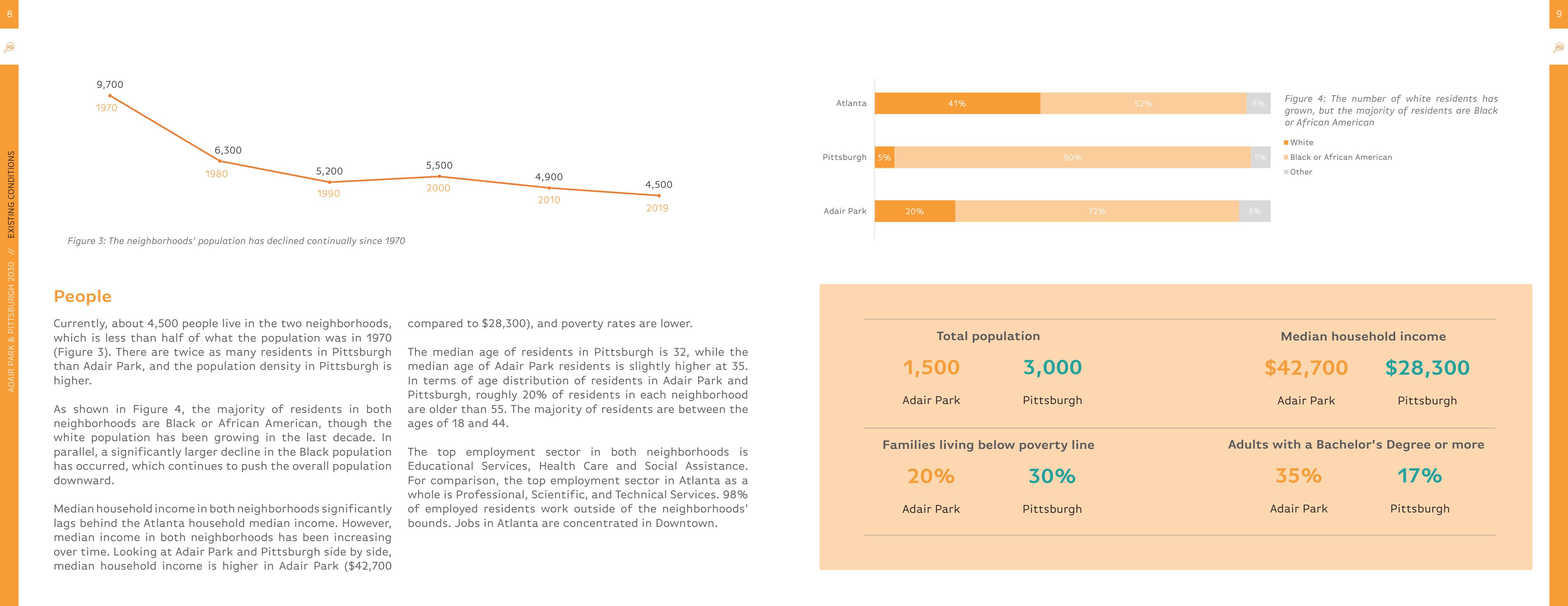


Figure 2: History of the neighborhoods





## Housing

Both neighborhoods are primarily residential and most residents live in single-family homes. There are about 600 occupied housing units in Adair Park and 1,360 in Pittsburgh; 575 and 700 of these units are detached single-family homes, respectively. In northern Pittsburgh, density levels are higher, as residents are more likely to live in apartment buildings that contain 50 or more units.

Neighborhood rents are below the city median. However, over half of all renter households in the neighborhoods are rent burdened, paying more than 30% of their income on rent. Rents in both neighborhoods have also been steadily increasing over the last decade.

Notably, owner-occupied housing is more prevalent in Adair Park than in Pittsburgh and the broader City of Atlanta.



<b>53%</b>	<b>22%</b>	<b>44%</b>
------------	------------	------------

Adair Park      Pittsburgh      Atlanta

**Owner-occupied housing**

<b>52%</b>	<b>54%</b>	<b>47%</b>
------------	------------	------------

Adair Park      Pittsburgh      Atlanta

**Percentage rent-burdened households**

<b>\$842</b>	<b>\$881</b>	<b>\$1,153</b>
--------------	--------------	----------------

Adair Park      Pittsburgh      Atlanta

**Median gross rent**



Clockwise from top left:  
Figure 4: Typical bungalow in Pittsburgh and Adair Park.

Figure 5: Examples of the single-family homes that make up the neighborhoods.

Figure 6: Academy Lofts is an adaptive reuse project of a former elementary school in Adair Park. It contains 35 residential units.



## Transportation and Infrastructure

The neighborhoods are characterized by a grid of small, narrow streets (Figure 8). In Adair Park, streets generally have sidewalks on both sides while in Pittsburgh, it is more common for there to be a sidewalk on just one side of the street.

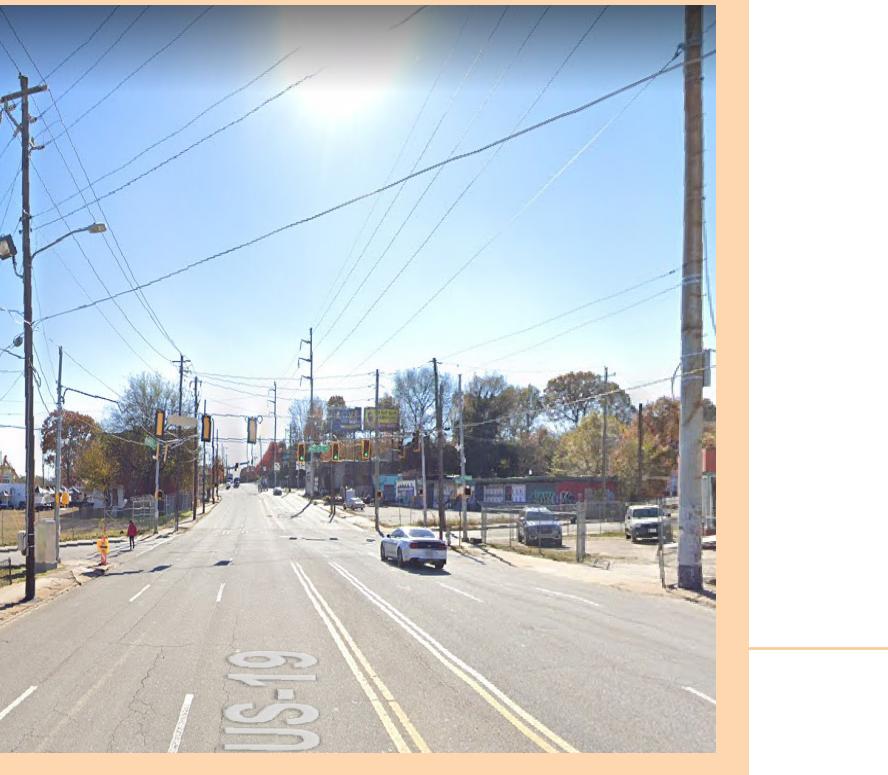
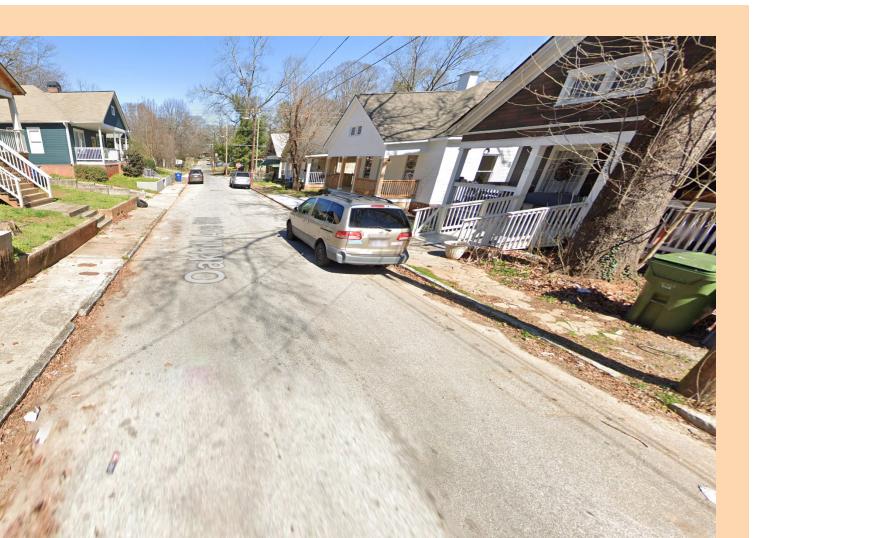
The major thoroughfare and commercial corridor in the neighborhoods, Metropolitan Parkway, is auto-oriented and hostile toward non-auto users (Figure 9).

A MARTA Red Line station on the neighborhoods' northwest edge provides a 5-minute ride to downtown Atlanta or a 12-minute ride to the airport. However, the station is located on the other side of active freight lines and a high-speed arterial street, limiting safe connectivity.

The neighborhoods have one designated bike lane in the very northern section. Two bus lines, mapped in Figure 10, have service every 15 minutes or sooner on weekdays.



*Figure 7: MARTA Red Line is elevated and runs along the western edge of Adair Park.*



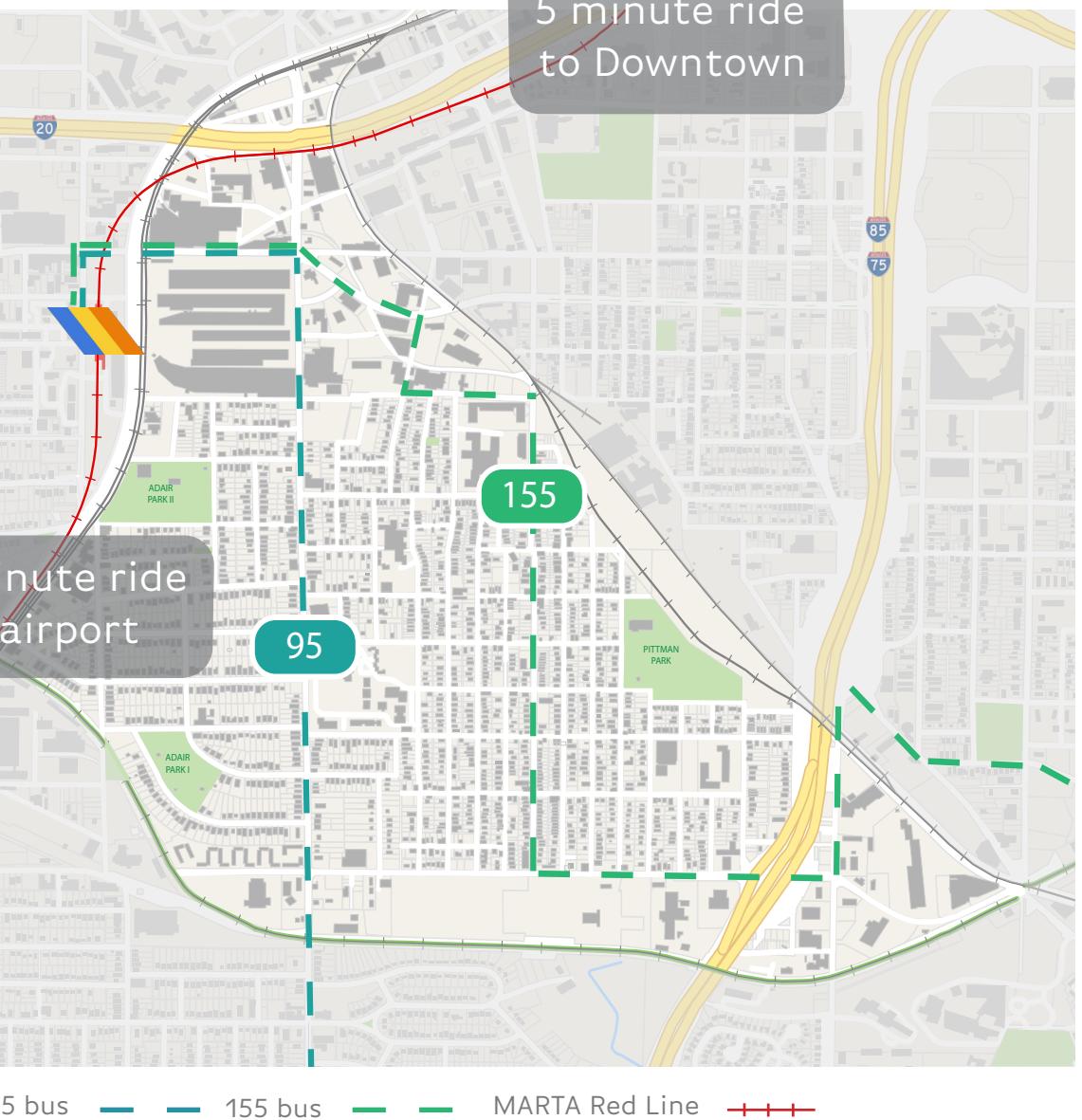
### Commute Mode

	<b>31%</b>	Public transit
	<b>58%</b>	Drive
	<b>4%</b>	Walk
	<b>&lt;1%</b>	Bike
	<b>6%</b>	Other

### Commute Time

**<30 min**  
average one-way commute

*Figure 10: Transit options include two bus lines and the MARTA Red Line*



*Figure 8: Typical residential street is small with narrow sidewalks.*

*Figure 9: Metropolitan Parkway is a wide, auto-oriented corridor. It forms the boundary between Adair Park and Pittsburgh.*



## Community Assets & Resources

### Community Organizations

There are many active and established community organizations within Adair Park and Pittsburgh. As shown in Table 1, these include neighborhood associations, community development non-profits, and political entities.

### Assets

There are two main commercial corridors in the neighborhoods: Metropolitan Parkway and McDaniel Street. Additionally, there are three public parks, two in Adair Park (Adair Park I and Adair Park II) and one in Pittsburgh (Pittman Park). Community Movement Builders also maintains a community garden, Welch Street Park.

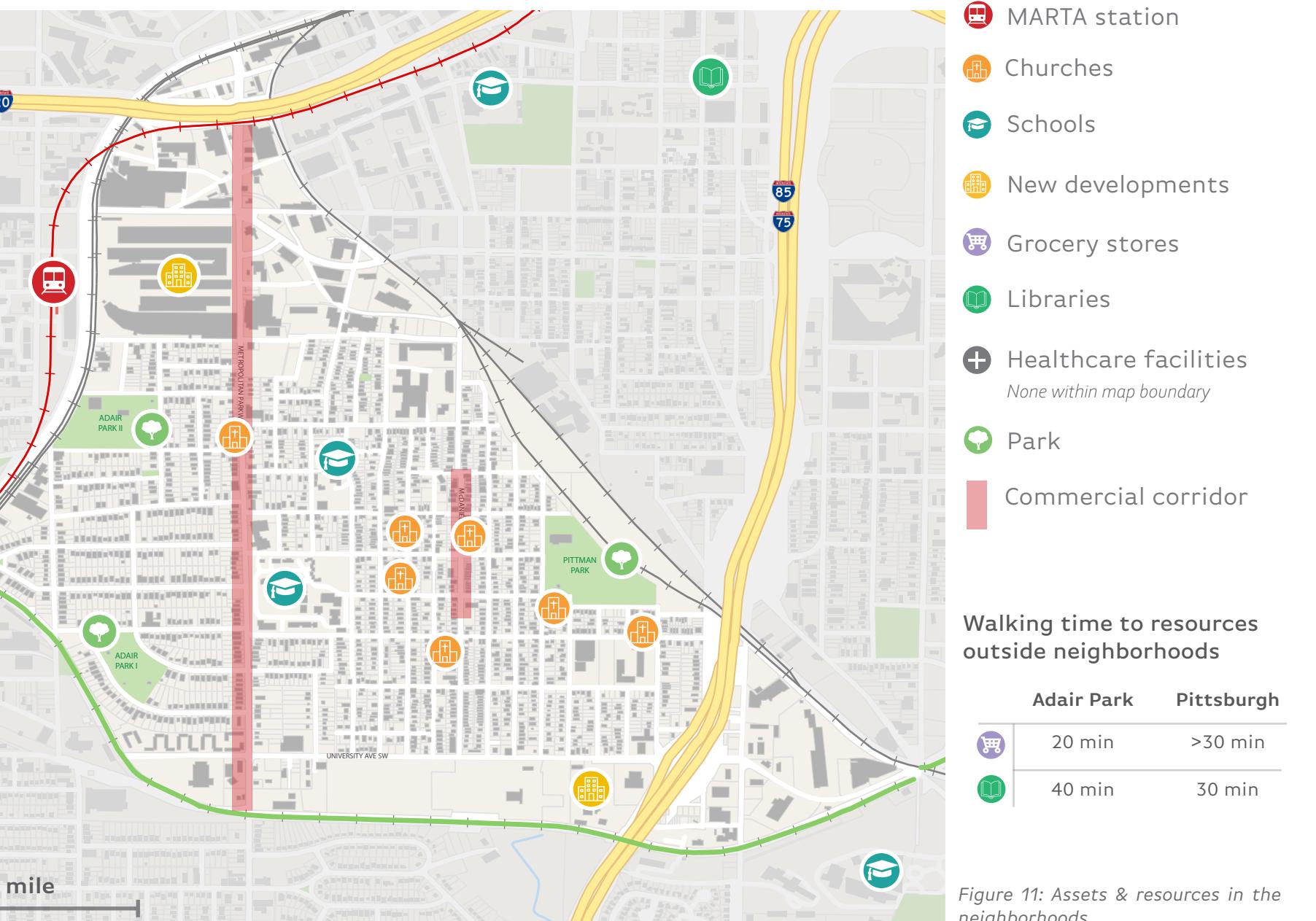
Furthermore, Pittsburgh is home to Pittman Park—which contains a recreation center—as well as many churches, which collectively provide the fabric for robust social infrastructure. Lastly, there are two schools within the neighborhoods: Gideons Elementary School and Evangeline Booth College, which is run by the Salvation Army.

### Resources

There are no grocery stores, libraries, or healthcare facilities within the neighborhoods' bounds.

Table 1: Community organizations, by neighborhood

Neighborhood	Organization	Description
Adair Park	Adair Park Today	Neighborhood association of Adair Park; hosts the annual Porches & Pies Festival.
Pittsburgh	Community Movement Builders (CMB)	A local "member-based collective of Black people building sustainable, self-determining communities." CMB maintains a community garden, runs youth programming, and is leading a "Buy Back the Block" campaign in Pittsburgh.
	Pittsburgh Collaborative	A local non-profit that honors the history of Pittsburgh and leads community development work.
	Pittsburgh Neighborhood Association	Neighborhood association of Pittsburgh; performs historic preservation work and community advocacy.
	Pittsburgh Community Improvement Association	Neighborhood-based, community development corporation that operates in the Pittsburgh neighborhood.
Adair Park & Pittsburgh	Annie E. Casey Foundation	Private philanthropy organization that is leading the development of Pittsburgh Yards. The Foundation has been investing in neighborhood development efforts in both Pittsburgh and Adair Park for over 20 years across housing, employment, and education.
	Andrew P. Stewart Center	Community development organization providing education programming, wellness resources, and affordable housing solutions.
	Swope Dreams	Local non-profit working to expand affordable housing opportunities.
	Blueprint 58 Neighborhood Planning Unit V (NPU-V)	Community-based mentoring program. Citizen advisory council that makes recommendations to the Mayor and City Council on zoning, land use, and other planning-related matters. The current NPU-V Chairperson is Columbus Ward.
	City Council District 12	District 12 includes both Adair Park and Pittsburgh, along with other neighborhoods to the south. The current District 12 councilmember is Joyce Sheperd.



## New Developments

Two large mixed-use developments have recently taken shape in Adair Park and Pittsburgh.

The MET is a one million square foot mixed-use complex in northern Adair Park that opened in 2019. It is housed in a large warehouse complex that was originally built in 1914 and now caters toward Atlanta's creative community, with space for retail, office, restaurants, warehouses, and makers.

Pittsburgh Yards is a similarly large project, located in southern Pittsburgh. The former trucking terminal and 31-acre brownfield site is now being turned into a mixed-use development with housing, retail, recreation, and office space. Notably, the development is committed to employing neighborhood residents.

These developments provide increased opportunity, but have also increased residents' anxiety about housing prices and displacement, especially with the pending completion of the BeltLine.

Residents are expecting a great deal of positive change following the completion of these developments, but also know they may cause increased upward pressure on rents and home prices.

Figure 12: The MET complex contains restaurants, studios, film sets, media labs, and makerspaces.

Figure 13: Pittsburgh Yards is still under construction, though one building, the Nia Building, recently opened.



Figure 14: Community Movement Builders members painted an anti-gentrification mural at Welch Street Park.

## Social Vulnerability

COVID-19 has impacted both neighborhoods, but local community support has remained strong. Beyond COVID-19, there are other prevalent negative health indicators, particularly high blood pressure and evidence of food insecurity.

CDC Social Vulnerability scores for both neighborhoods are significantly higher than the citywide average. Vulnerabilities of note include: a significant population that is unemployed, below the poverty line, without a high school diploma, and without adequate transportation. As development accelerates within the neighborhoods, these vulnerabilities are of particular concern. Notably, the Atlanta City Planning Department labeled both neighborhoods as high gentrification pressure zones.

### Access to information



**24%** of households have **no electronic device**



**32%** of households **have no internet**

### Food access

**33%** of households receive food assistance

**40%** of low-income households have no access to groceries within 1/2 mile

**"Taxes over here have increased by 400 percent - four times what it was eight years ago. We don't want our neighbors, who have been here for years, to leave because of gentrification or COVID-19."**

J Lawrence Miller,  
President of Adair Park Today



# Goal Development



## Issues and opportunities in the neighborhoods inform the Plan's goals.

The analysis of existing issues and opportunities served as the basis for developing the overarching goals of the Adair Park and Pittsburgh 2030 Plan. In creating the Plan's goals from the main issues and opportunities within the neighborhoods, the Plan seeks to address the main concerns residents have, while also building on the many assets that already exist in the community.



# Issues

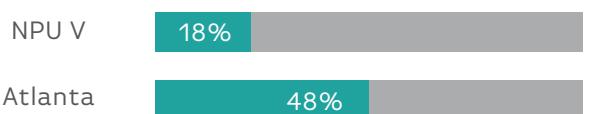
## High residential vacancy rate

35% of homes are vacant in Pittsburgh, as are 26% of homes in Adair Park. Notably, the majority of vacant homes are neither for sale nor for rent. Vacancy rates in both neighborhoods spiked during the foreclosure crisis and have not recovered since. In Pittsburgh, almost half of all homes were foreclosed on during the crisis.

## Suboptimal environmental conditions

The communities have far lower tree cover than the citywide average. Consequentially, they are experiencing a significant urban heat island effect. Surface temperatures are highest along the neighborhood edges and at The MET. Statewide Environmental Hazards Ratings reveal other issues, as indicated below in Figure 15.

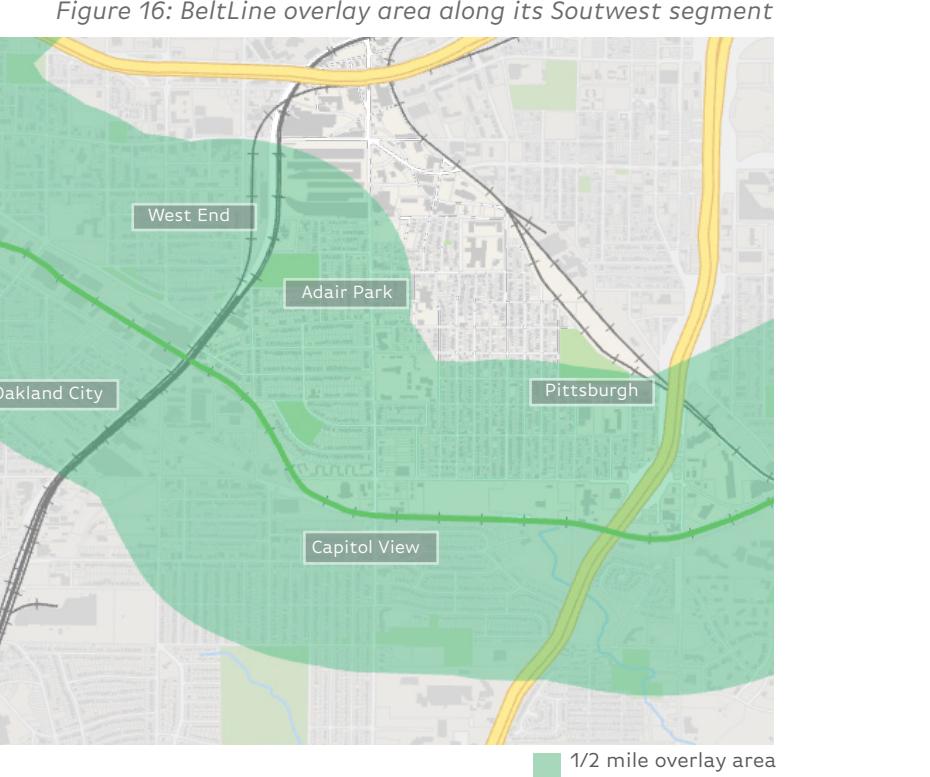
### Tree cover



### Environmental hazards



Figure 15: The area has lower-than-average tree cover and numerous environmental hazards



## Rising gentrification pressures

The arrival of the BeltLine and large mixed use developments in the neighborhoods has created anxiety about housing prices and displacement. Between 2011 and 2015, there was a 68% increase in median home sale prices in areas within 1/2 mile of the BeltLine's Southwest segment (shown in Figure 16). As one community leader summarizes well, "residents are of course eager for investment but they also know that trying to get these types of services can mean that property taxes rise and that rents rise, and they may not be able to afford to stay."

## Infrastructural barriers

Adair Park and Pittsburgh are surrounded on all sides by physical infrastructure, which cuts them off from nearby amenities. As pictured below, barriers include active freight rail lines, barbed wire fences, large highways, and the BeltLine. There are also few crossing and access points. For instance, the MARTA station is close by, but because it is located on the other side of active freight rail lines, it is difficult for residents to access.



Figure 17: Infrastructural barriers include barbed-wire fences, freight rail lines, and large highways.

## Low access to resources

As mentioned previously, there are no grocery stores, libraries, or healthcare facilities within the neighborhoods' bounds. It takes residents between 20 and 40 minutes to walk to the nearest grocery store and library, depending on where they live. The elementary, middle, and high schools within the neighborhoods also have low ratings.

## Wealth disparities by race

There are significant racial disparities in terms of wealth in the neighborhoods. As shown in Figure 18, median household income for white householders is three times that of Black householders. A similar disparity is evident when looking at the percentage of families living below the poverty line in each neighborhood. The poverty rate for white families is 8% in Adair Park and 9% in Pittsburgh, versus 36% and 33% for Black families, respectively.

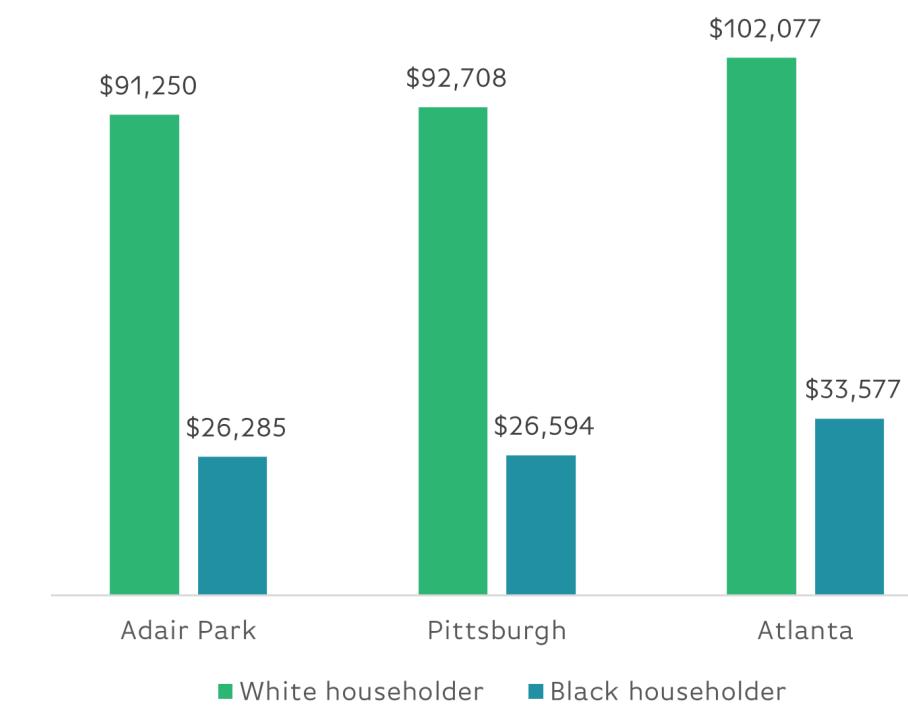


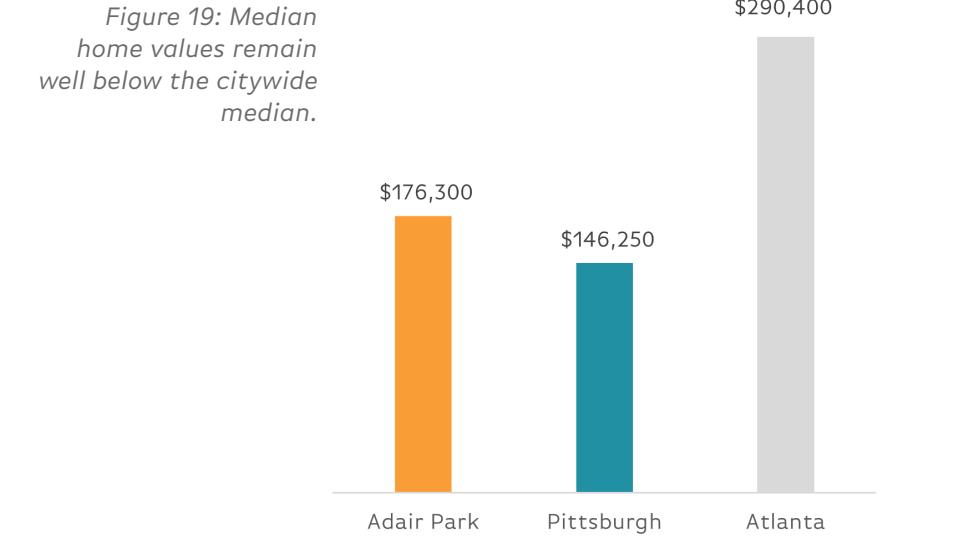
Figure 18: Median household income, by race



# Opportunities

## Relatively affordable housing

Housing in the neighborhoods remains affordable compared to city wide trends. Median rents are below the citywide median by about \$300 per month. Median home values in each neighborhood —\$176,300 in Adair Park and \$146,250 in Pittsburgh—are roughly half the citywide median, as shown in Figure 19.



## Numerous green spaces

The BeltLine forms the southern border of the neighborhood and provides opportunities for recreation, respite, and transportation. In addition, there are three public parks within Adair Park and Pittsburgh, and the majority of residents live within a five minute walk of one of them. Pittman Park has a pool and recreation center and Adair Park I is home to the annual Porches & Pies Festival.



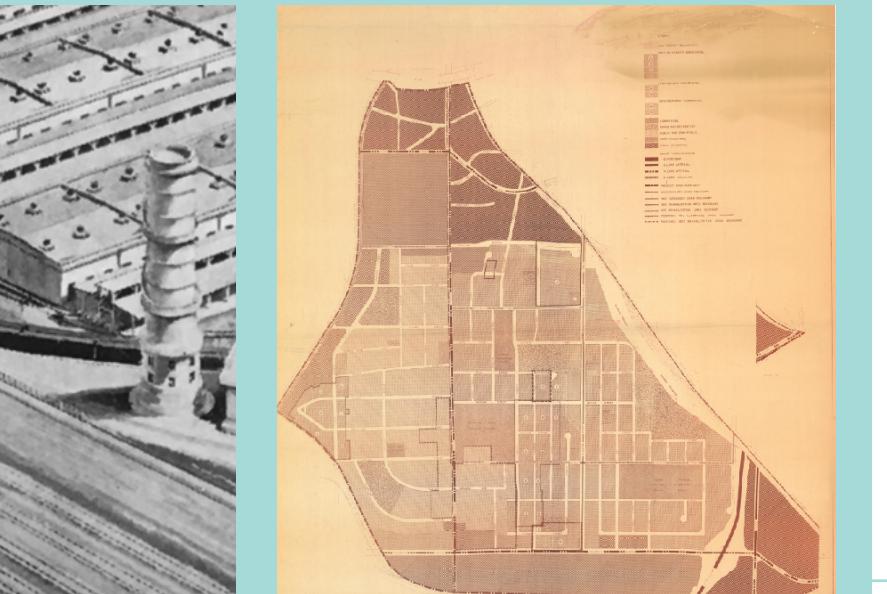
Figure 20: Entrance to Adair Park I

## Increasing employment opportunities

The MET and Pittsburgh Yards are recent additions to the neighborhoods. Both are large mixed-use creative economy hubs, and their arrival brings increased employment opportunities to the area. Pittsburgh Yards in particular announced that at least 50 percent of permanent jobs at the development are being reserved for local residents.

## Proximity to downtown

Adair Park and Pittsburgh are located just southwest of Downtown Atlanta. On the MARTA Red Line it takes just 5 minutes to get downtown, and 12 minutes to get to the airport. The neighborhoods' proximity to Downtown is a significant asset in terms of access to jobs and opportunities for residents.



## Strong community fabric

The community infrastructure in Pittsburgh and Adair Park is strong. There are many active and established community organizations and events, including housing assistance programs, mentoring programs, and historical preservation programs. Each neighborhood's community association is also actively engaged with the newer mixed use developments in the area to ensure a positive community impact. Beyond more formal community organizations, neighbors express significant pride of place —Pittsburgh residents have "Pittsburgh Pride" flags—and regularly gather on each others' porches.

## Historic legacy

Both Adair Park and Pittsburgh have rich histories and cultural legacies that residents seek to preserve, and both neighborhoods are on the National Register of Historic Places. Pittsburgh was founded in 1883 by formerly enslaved Black Americans. Across Metropolitan Parkway, Adair Park was founded in 1892. In 1994, Atlanta designated Adair Park as a Historic District with the creation of a zoning overlay. Numerous local organizations seek to preserve and honor the neighborhoods' rich histories through building preservation, storytelling, planning, and events.

Figure 21: Adair Park Today hosts the annual Porches & Pies Festival each fall.

Figure 22 and 23: Historical photo of The MET and 1969 map of the neighborhoods





# Goals

1



## HOUSING

Vacant housing stock will be utilized and housing will remain affordable

2



## CONNECTIVITY

Adair Park and Pittsburgh will be linked to surrounding communities to improve residents' access to amenities

3



## ENVIRONMENT

Neighborhood environment will support health and well-being of residents

4



## ECONOMICS

Existing community members will have increased opportunities to build wealth and shape neighborhood investments

5



## IDENTITY

Neighborhoods' identity and historical significance will be amplified, celebrated, and protected

6



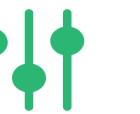
## WELL-BEING

Residents will have access to essential resources that further secure their well-being





# Alternatives



**Alternatives imagine and explore possibilities.**

From the goals, a collection of three alternatives was developed, with each representing a unique vision for the future of Adair Park and Pittsburgh. The alternatives were designed to respond to the existing conditions, needs, and assets of the community. Once developed, each alternative was presented at a community meeting for additional input and feedback. From this session, elements of each alternative were evaluated, with some discarded and others carried forward for further development as recommendations in the Plan.



# 1 | Co-Op

**01** Community owned wealth

**02** Self determination

**03** Solidarity and care

**04** Sustainability

With the influx of Beltline-fueled development and rising anxiety about displacement, there is value in a resident-led alternative in which existing residents build cooperative economic platforms.

The driving principles include community-owned wealth, self-determination, solidarity and care, and sustainability. This alternative was inspired by —and would be realized in partnership with—Community Movement Builders, a local “member-based collective of Black people building sustainable, self-determining communities.”

The alternative envisions community gardens, a real estate investment cooperative, a worker-owned grocery store, and an expansion of the existing partnership with the Atlanta Land Trust as a way to ensure more permanently affordable housing for longtime residents.

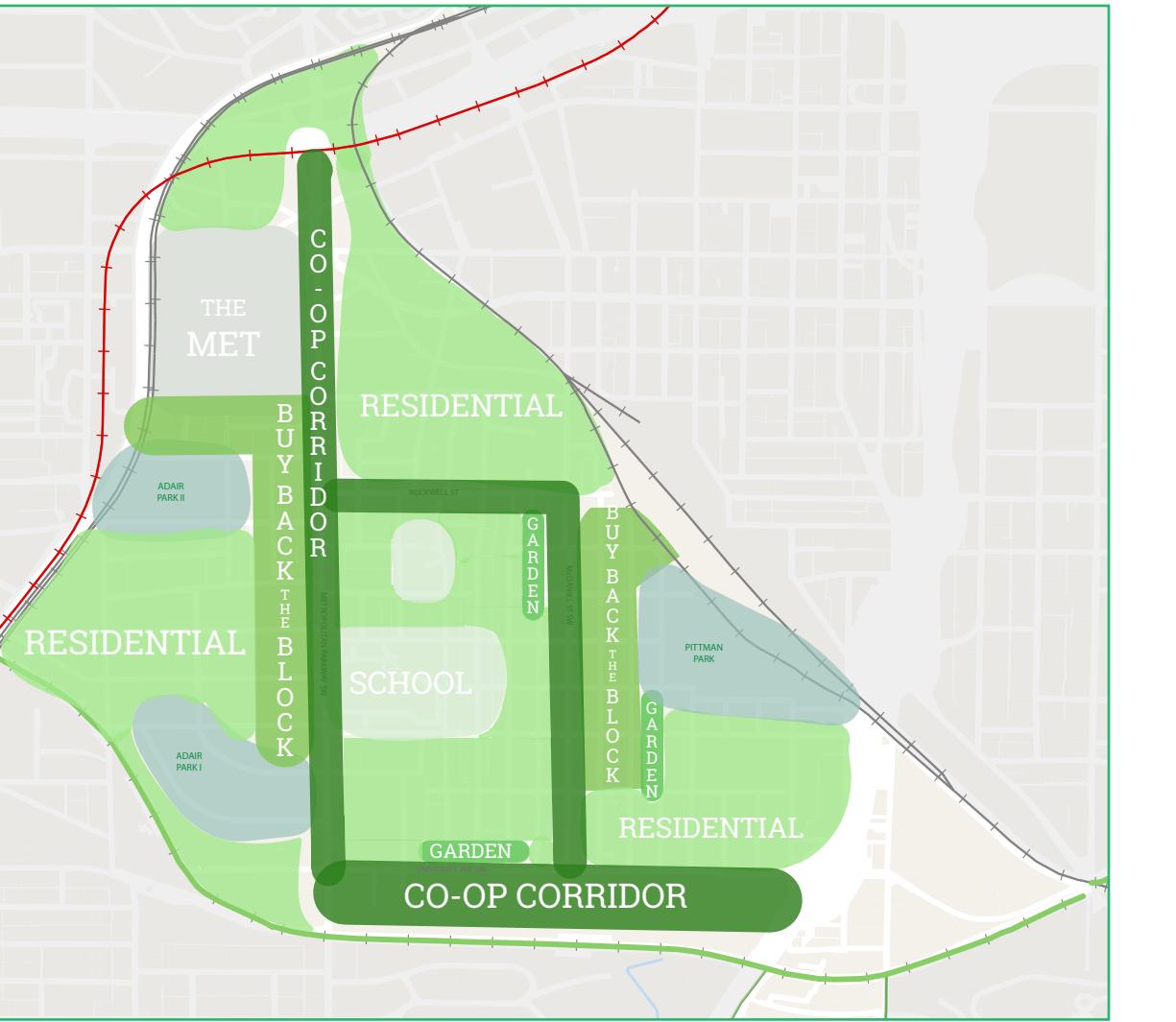


Figure 24: Bubble map of Co-Op alternative

# 2 | Creative Heritage

**01** Creative placemaking

**02** Amplify cultural heritage

**03** Engaged community

**04** Entrepreneurship

Building on a growing creative economy anchored by The MET and Pittsburgh Yards, and coupled with the historical significance of both neighborhoods, Creative Heritage imagines the neighborhoods growing with the creative economy, but without erasing the neighborhoods' historic legacy.

This vision leverages creative placemaking, amplifies cultural heritage to engage the community, and fosters entrepreneurship, all while celebrating the significance of place.

The alternative proposes the establishment of creative corridors, builds upon the presence of the existing creative economy developments, and rehabilitates older buildings with preservation grants. It also suggests various programming to celebrate the area's cultural heritage, including a festival, walking tours, and preservation workshops.

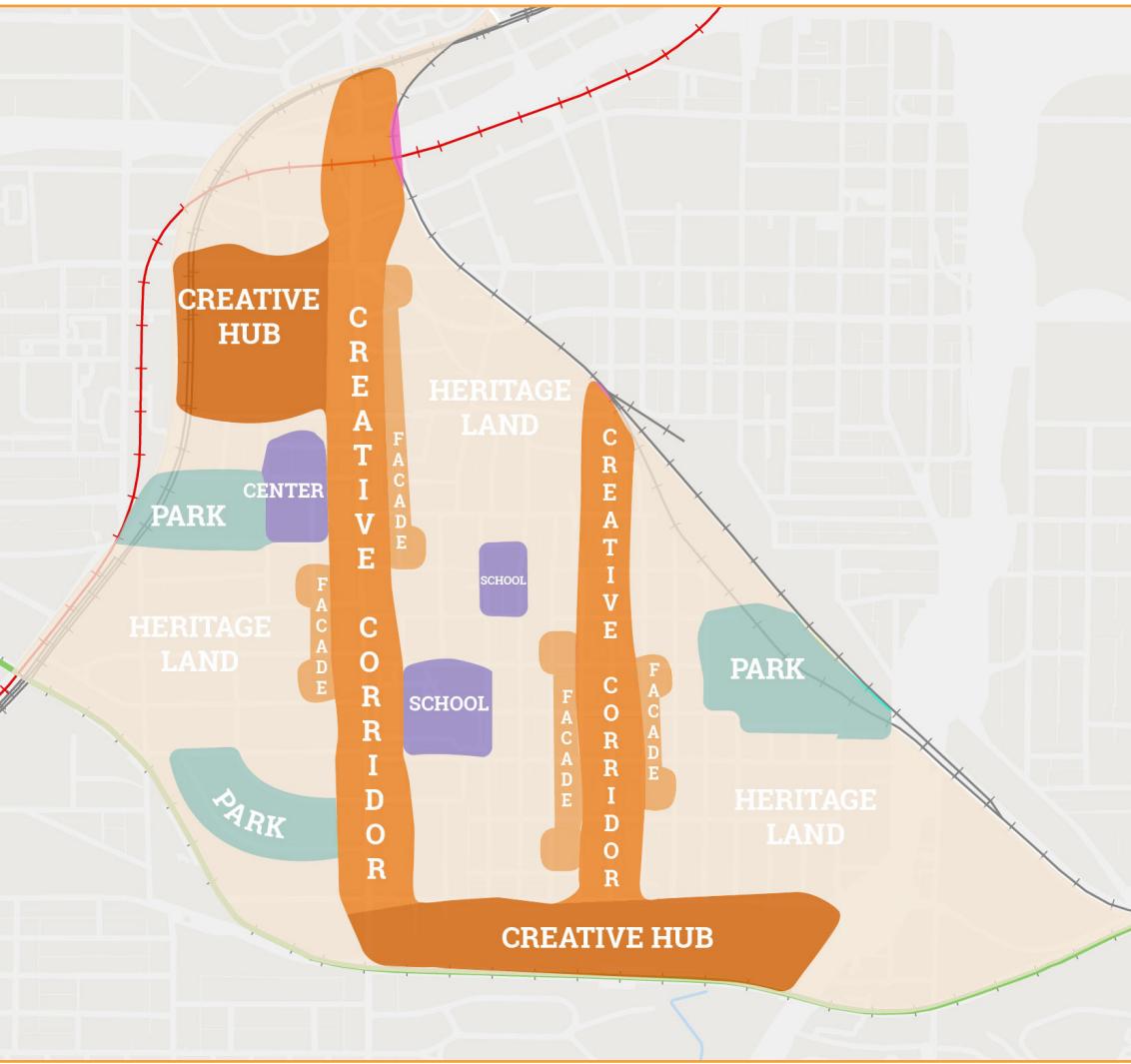


Figure 25: Bubble map of Creative Heritage alternative





# 3 | Urban Village

**01** Economic development    **02** Increased density

**03** Improved infrastructure    **04** Reduced vacancy

Urban Village seeks to relieve rising development pressures in the neighborhood by creating opportunities for dense infill development. The development would be strategically located near the neighborhood MARTA station and would be combined with zoning changes to create opportunities for additional neighborhood scale retail.

The alternative guides creation of new housing supply, improves infrastructure, and establishes connectivity beyond the neighborhoods' bounds. New neighbors create new opportunities for neighborhood-scale commercial activity, all with a focus on improving neighborhood streets and connections to create a more pleasant and welcoming environment for pedestrians.

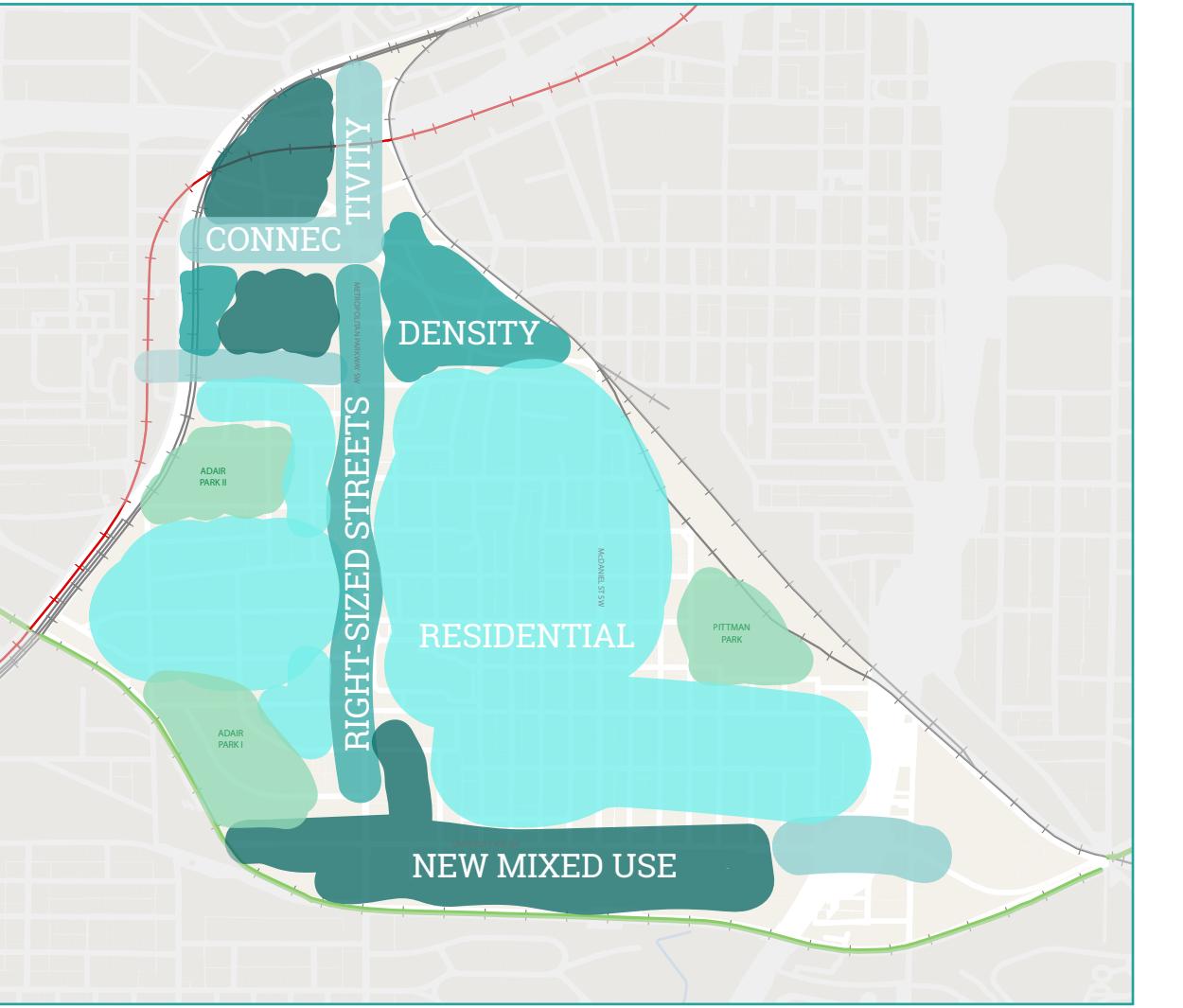


Figure 26: Bubble map of Urban Village alternative

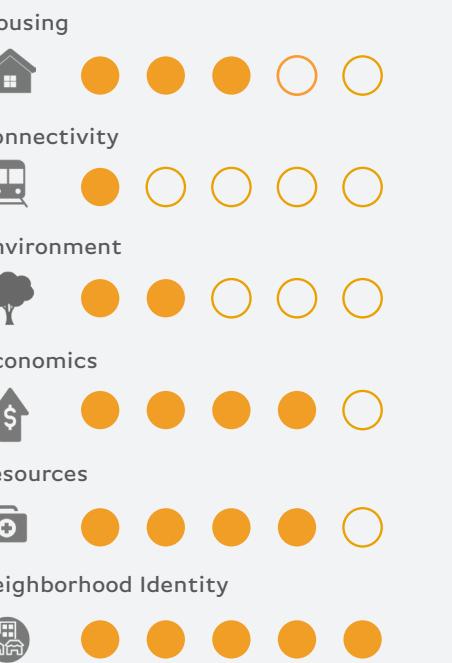


## Evaluating the Alternatives

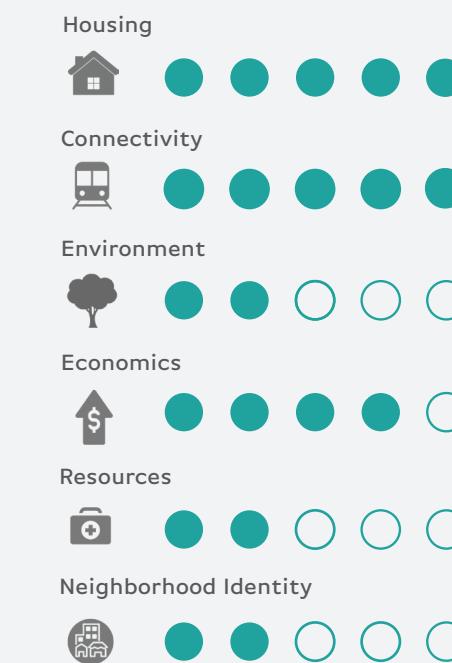
### 1 | Co-Op



### 2 | Creative Heritage



### 3 | Urban Village





# Plan Recommendations

## Recommendations

- 34 Housing
- 44 Connectivity
- 56 Environment & Recreation
- 64 Economic Development
- 74 Community



## Protect existing residents while welcoming new neighbors.

Development pressures in Adair Park and Pittsburgh are continuing to accelerate, creating anxiety amongst existing residents about displacement. The Plan calls for a three-pronged approach to ensure all residents—existing and future—have access to high-quality, affordable homes. The series of strategies would work together to ensure existing residents have access to quality, permanently affordable homes while also creating space for new neighbors. Collectively, the recommended strategies achieve multiple goals by 2030: reducing residential vacancy rates, enabling residents to build wealth through homeownership, and preserving the community's historic housing stock.

## Buy Back the Block

Community-led Buy Back initiative to purchase and rehabilitate 20 vacant homes across Pittsburgh and Adair Park, with a focus on the BeltLine overlay area and McDaniel St. The homes will be transferred to the Atlanta Land Trust to ensure permanent affordability.

### Partners

- Annie E. Casey Foundation
- Swope Dreams
- Community Movement Builders

### Funding sources

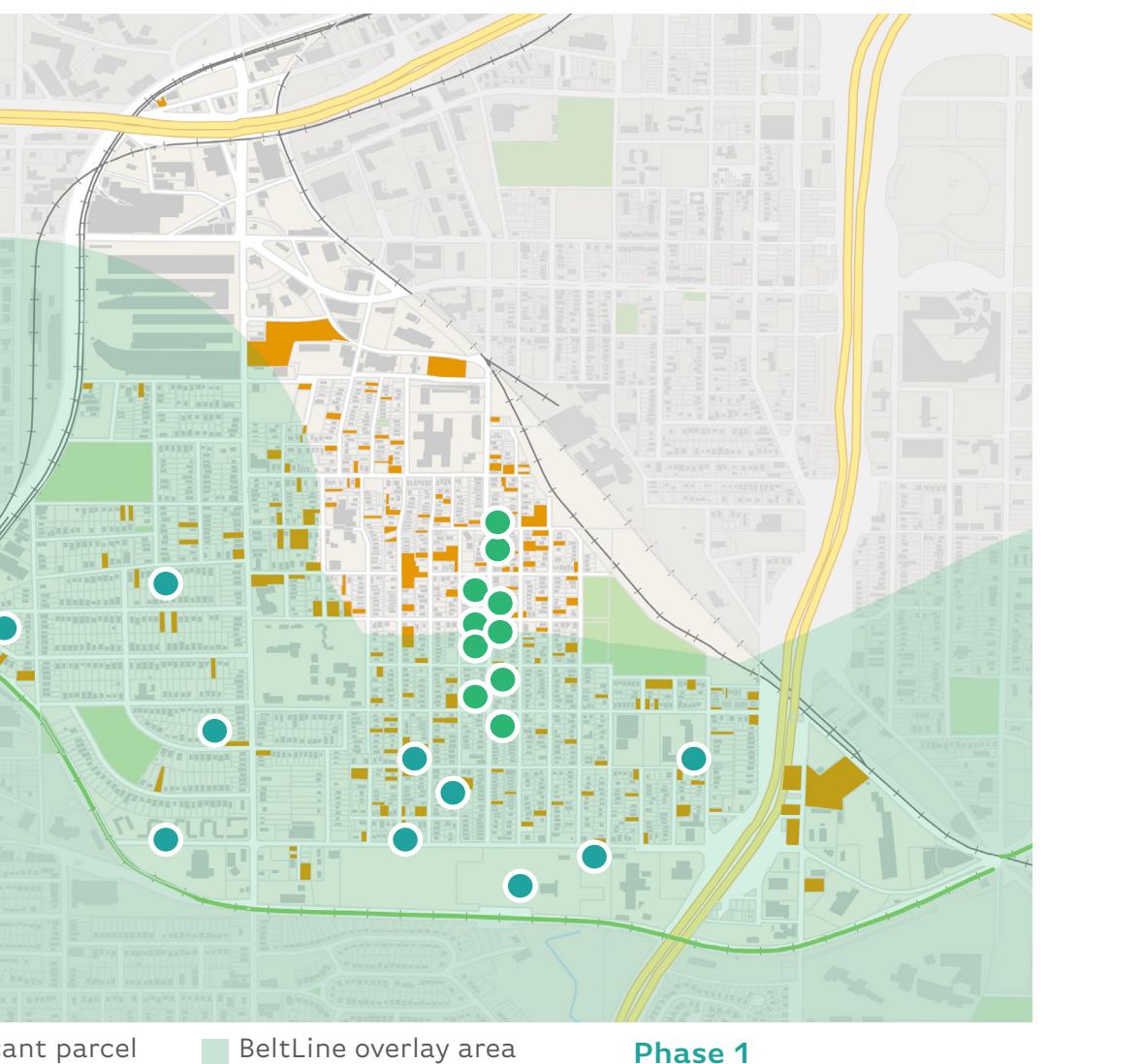
1. Community donations
2. Local grants
3. Housing Opportunity Bond Program

### Timeline



### Cost

\$\$\$



#### Phase 1

- 10 homes in BeltLine overlay area

#### Phase 2

- 10 homes along McDaniel Street

Figure 27: Recommended existing vacant homes to rehabilitate as part of the coordinated Buy Back campaign in Adair Park and Pittsburgh



### Case Study



**Community Investment Trust (CIT) Portland, OR**  
Led by Mercy Corps, CIT enables low-to moderate-income residents to build equity in a commercial real estate property in their zip code.

Figure 28: Existing vacant home in Pittsburgh

Atlanta Community Land Trust (CLT). The Annie E. Casey Foundation also recently completed a decade-long effort in which it bought and rehabilitated over 50 homes in Adair Park and Pittsburgh, and again transferred them to the CLT.

The Plan recommends a coordinated expansion of this community-led effort. Specifically, the three aforementioned organizations will pool their resources and expertise, launching a unified Buy Back the Block campaign for Adair Park and Pittsburgh. They will set out to purchase and rehabilitate 20 vacant homes; suggested locations are shown in Figure 27. In the first phase, they'll focus on 10 homes within the BeltLine overlay area, given the rising cost pressures from the BeltLine segment's pending completion. Following that, they'll focus on 10 vacant homes along McDaniel Street, a historically significant corridor in Pittsburgh. This will be part of a corridor-wide restoration effort, as described in the Economic Development chapter.

After rehabilitating each set of homes, the partners will transfer the properties to the Atlanta Land Trust, which will ensure that they remain permanently affordable. All 20 homes will be sold to existing Adair Park and Pittsburgh residents, with priority given to lower-income residents of color.



# **Strengthen the Block**

# Partners

## Funding sources

# Timeline



## Cost

\$\$

## Resilient Homes Program

In 2019, the Atlanta City Council unanimously adopted the Clean Energy Atlanta Plan, which aims to achieve run-off and incorporate shading.

### **Restoration and Repair Program**

Residents have a right to adequate living conditions. Currently, there are high levels of lead paint in the community's housing stock and many occupied homes are also in need of other repairs. As such, the Plan recommends a restoration and repair

This will take place within the first two years of the Plan's implementation, given that the repairs are already overdue and that the completion of repairs will boost community support for the overall Plan.

Swope Dreams, an organization participating in the Buy Back initiative, could lead the community-wide home repairs program, as they have pre-existing experience doing this work in Adair Park and Pittsburgh. To identify the homes most in need of repairs, Swope Dreams could partner directly with the local neighborhood associations: Adair Park Today and the Pittsburgh Community Improvement Association. Given Swope Dreams is a smaller local organization, this would be a good fit.

Atlanta, a citywide non-profit that works with community groups to deliver repairs and make homes more livable.

### Resilient Homes Program

In 2019, the Atlanta City Council unanimously adopted the Clean Energy Atlanta Plan, which aims to achieve

nt clean energy throughout  
y 2035. Adair Park and  
n 2030 affirms that plan's  
ng goal and aims to assist  
k and Pittsburgh residents in  
ers in Atlanta's clean energy  
s.

is pressing in Atlanta, which  
and nationally for increases in  
heat island effect in the past  
Atlanta is also vulnerable to  
water availability. Droughts  
and 2008 caused mandatory  
restrictions, and with Atlanta's  
population expected to grow by more  
than 10 residents per year in coming  
decades, this problem is expected to  
worsen. Moreover, energy use is the  
single contributor to Atlanta's  
greenhouse gas emissions, representing 95 percent  
of Atlanta's carbon footprint. Of the  
sources included in that figure,  
natural gas is the most-used and is  
responsible for the majority of carbon  
emissions in Atlanta.

# Top 5 budgeted home improvements

## **WATER HEATER**

R IS PRE-HEATED  
GLASS TUBE PANEL  
TO THE BALCONY ROOF

## PANEL

## G SOLAR ENERGY WILL RESIDENT ENERGY COSTS MOTE SUSTAINABILITY

## ROOF

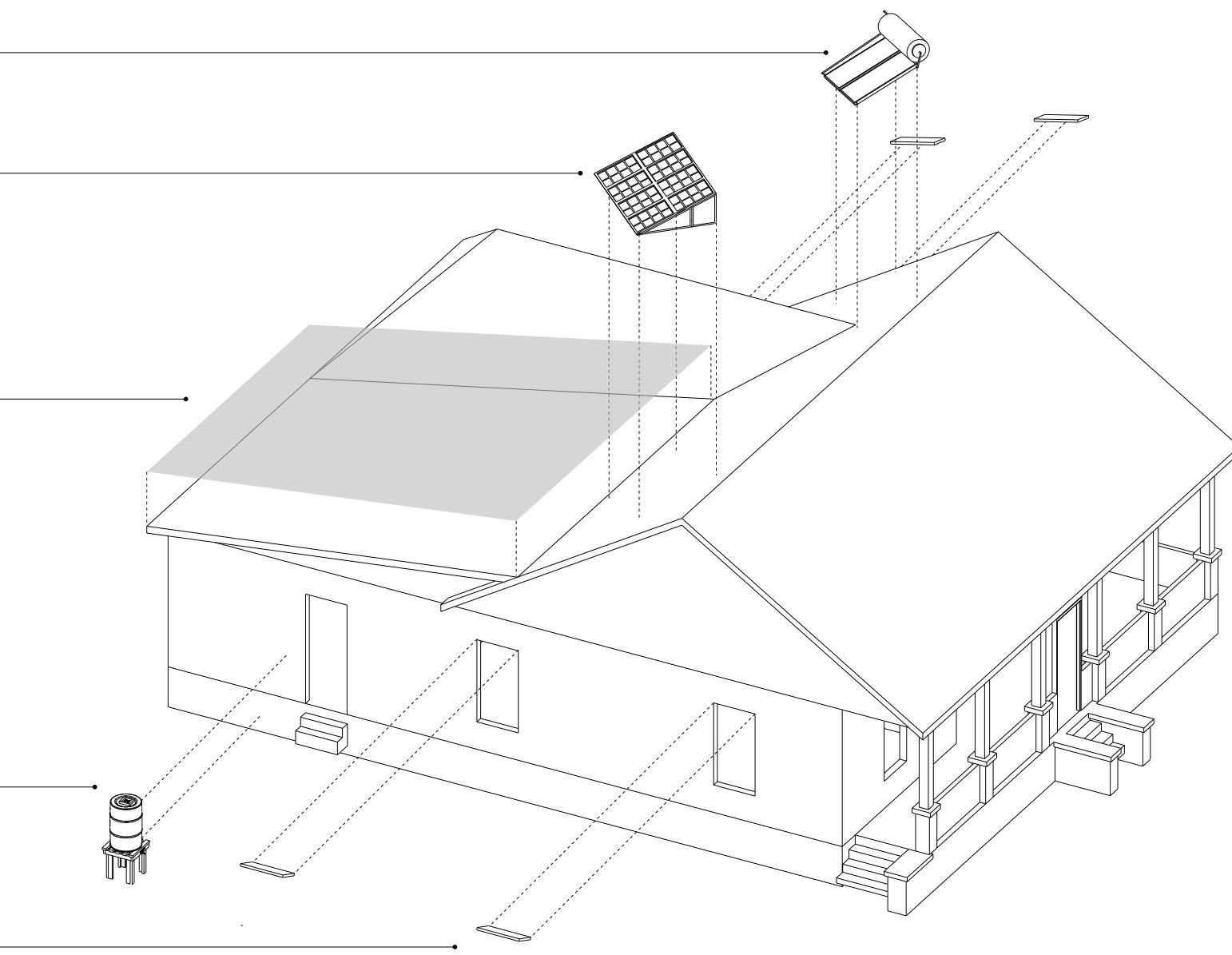
## EVAPORATION MANAGES WATER AND KEEPS THE COOL

CARREL

AND STORES  
TER RUNOFF,  
WATER  
TION AND  
G STORMWATER

ING DEVICE

SOLAR GAIN,  
SHADE AND  
ENERGY USAGE



*Figure 29: Possible home improvements include solar panels, shading devices, and green roofs.*

## Build the Block

New transit-oriented development assists in relieving neighborhood development pressure while welcoming new residents and increasing local demand for community-oriented businesses.

### Partners

- City of Atlanta
- MARTA
- Tapestry Development Group

### Funding sources

1. State of Georgia
2. Tapestry Development Group

### Timeline



### Cost

\$\$\$\$

Build the Block creates significant new mixed-income housing in the neighborhoods, primarily in northern Pittsburgh. This recommendation supports several of the identified Plan goals, primarily by addressing the increasing demand for housing in the neighborhoods and resulting upward pressure on home prices and residential rents. It also creates additional housing types for residents at various stages of life.

This recommendation acknowledges the fundamentally attractive character of the neighborhoods and their proximity to the BeltLine and the MARTA Red Line. The Plan seeks to retain and build on neighborhood charm by reimagining several underutilized parcels that today are largely automobile junkyards at the neighborhood edge (Figure 31).

#### Phasing

The Plan proposes the creation of up to 1,000 units of new mixed-income housing, including 450 newly constructed units of housing for residents with household incomes at or below 40% area median income.

Development could occur in three phases, to be completed as demand warrants. The first phase would

#### Case Study



#### West End Mall | Atlanta, GA

Proposed redevelopment of aging shopping center near West End station provides hundreds of new homes and offices within steps of MARTA.

consist of 300 apartments located along Metropolitan Parkway in northern Pittsburgh. It would also include retail and community space, complimenting the reactivated business and transportation corridor. Proximity to transit and a newly created pedestrian connection through The MET to MARTA makes this an ideal corridor for Phase I.

#### Connectivity and Green Space

New pedestrian paths and greens are created to further reduce heat island effects in the neighborhood, provide additional public space for recreation, and tie into the new pedestrian bridge and pathway connection through The

MET development and onward to MARTA West End station (Figure 33).

#### Supporting Local Business

The addition of a significant number of new housing units and a corresponding increase in neighborhood residents also bolsters the economic revitalization

**New housing supply provides residential choice, helping to control neighborhood housing prices.**

of neighborhood corridors by increasing the customer base for small businesses and with it the sustainability of retail in the community.

Figure 30: Existing site conditions in northern Pittsburgh and Adair Park

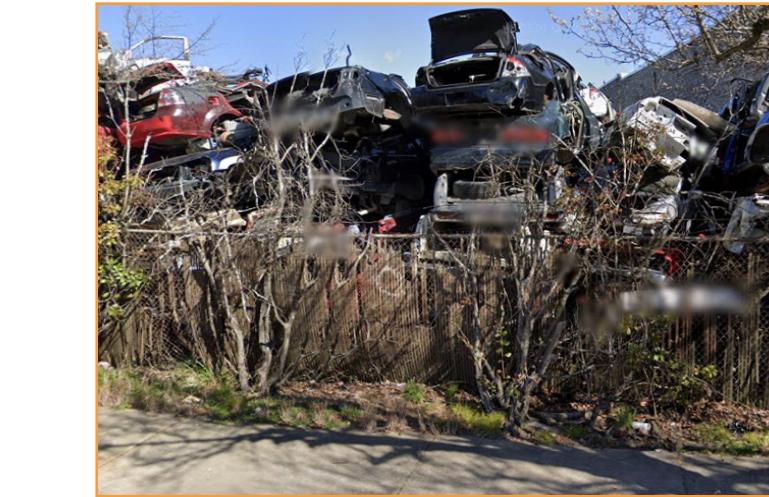


Figure 31: Junkyards overwhelm the area today.



Figure 32: Looking east from the MET and MARTA station toward the development's pedestrianized main street



Figure 33: Proposed site plan for new transit-oriented development





# CONNECTIVITY



## Improving transportation connections for a safer and stronger community.

With a MARTA subway line forming one edge of the neighborhoods' boundary and two bus lines running along major corridors, Adair Park and Pittsburgh have excellent public transit connections. To take advantage of existing transit infrastructure, the Plan proposes a series of infrastructure improvements to make accessing these connections more comfortable, safe, and convenient. Together, the proposed transportation and infrastructure improvements would revitalize commercial corridors, create safer and more inviting conditions for pedestrians and cyclists, provide comfort and community for transit riders, and establish connectivity beyond the neighborhoods' bounds.

## Bridging the Gap

A new pedestrian bridge and pathway create a safe and direct connection between new transit-oriented development, The MET, and the neighborhood MARTA station.

### Partners

- MARTA
- The MET
- Norfolk Southern

### Funding sources

1. Norfolk Southern
2. MARTA
3. RAISE Grant

### Timeline



### Cost

\$\$\$

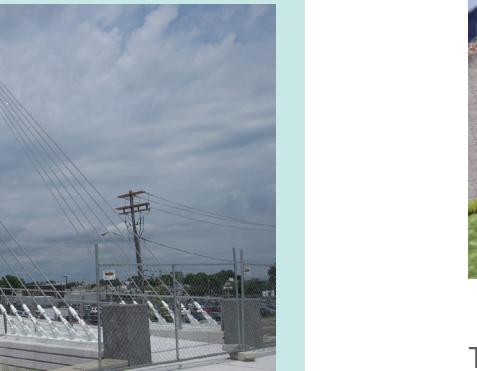
Adair Park and Pittsburgh benefit from the presence of the West End MARTA Red Line station on the neighborhoods' western border. The station draws 7,000 daily riders from Adair Park, Pittsburgh and surrounding neighborhoods of Atlanta. The Red Line provides a fast and reliable connection to Downtown, Midtown, and other important Atlanta employment and recreation centers.

#### Connection Barriers

However, a survey of existing conditions revealed limited, unsafe, and inconvenient access to the MARTA station from Adair Park and Pittsburgh due to the presence of several active Norfolk Southern freight rail lines, four-lane Whitehall Street/U.S. Highway 29, and Murphy Avenue, which work in concert to create a prohibitive access barrier to West End Station.

A similar, though less imposing, barrier was identified in The MET, a 1+ million square foot former rail siding and warehouse complex recently refurbished into a hub of creative workspaces and retail. Neighborhood conversations indicated that the development does not yet feel like a part of the neighborhood and acts as an additional east/west barrier. Physically, this barrier is evident in chain link fencing surrounding the complex and the absence of a pedestrian throughway.

#### Case Study



**Markey Memorial Bridge | Revere, MA**  
155 foot single span bridge provides safe connection from rapid transit center to Revere Beach public area.

#### Proposed pedestrian bridge



Figure 34: A safe, direct connection supports community.

This recommendation removes a neighborhood connectivity barrier, creating a safe and active east/west pedestrian path across the neighborhood while also inviting the community to connect with The MET development as it grows and matures.

A team of partners led by MARTA, Norfolk Southern Railroad, and the MET will work to secure capital funding for the bridge through a combination of federal RAISE grants, local match funding, and additional financial contribution from Norfolk Southern funds dedicated to improving unsafe rail crossings.



# Complete Streets

Redesigning Metropolitan Parkway, McDaniel Street, and residential side streets to promote sustainable modes of transportation and enhance the public realm.

## Partners

- MARTA
- Atlanta Department of Public Works
- Georgia Department of Transportation

## Funding sources

1. MARTA
2. RAISE Grant

## Timeline



## Cost

\$\$\$

### Metropolitan Parkway

Metropolitan Parkway is the main commercial corridor in the neighborhoods, and acts as the border between Adair Park and Pittsburgh. The Plan recommends a Complete Street-style redesign that shifts the focus of major arterials such as Metropolitan Parkway to more sustainable modes of transportation such as walking and biking.

The street redesign includes designated bike lanes separated from street level and wide sidewalks to provide people a safe place to walk. This will require the removal of one lane of traffic in each direction on Metropolitan Parkway; however, doing so will allow for wider sidewalks and dedicated bus stop islands. The street redesign will create a vibrant and walkable commercial corridor that supports expected new businesses.

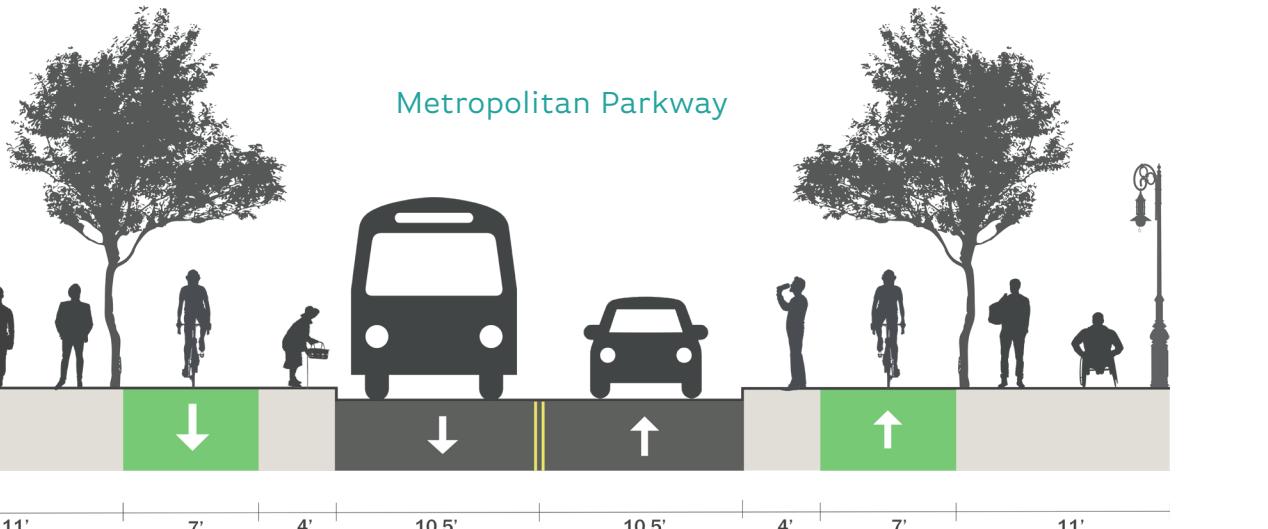


Figure 35: Proposed redesign of Metropolitan Parkway, the main commercial corridor in the neighborhoods

### McDaniel Street

McDaniel Street is a smaller corridor in the center of Pittsburgh, with numerous commercial spaces and churches. The Plan proposes improvements to increase the walkability and bikability of the historic corridor (Figure 36).

The street will still include two travel lanes for cars but will also feature two bike lanes and two sidewalks to ensure that people have a safe place to bike and walk.

Lastly, landscaping improvements will be made that increase tree cover and provide well-lit spaces at night.

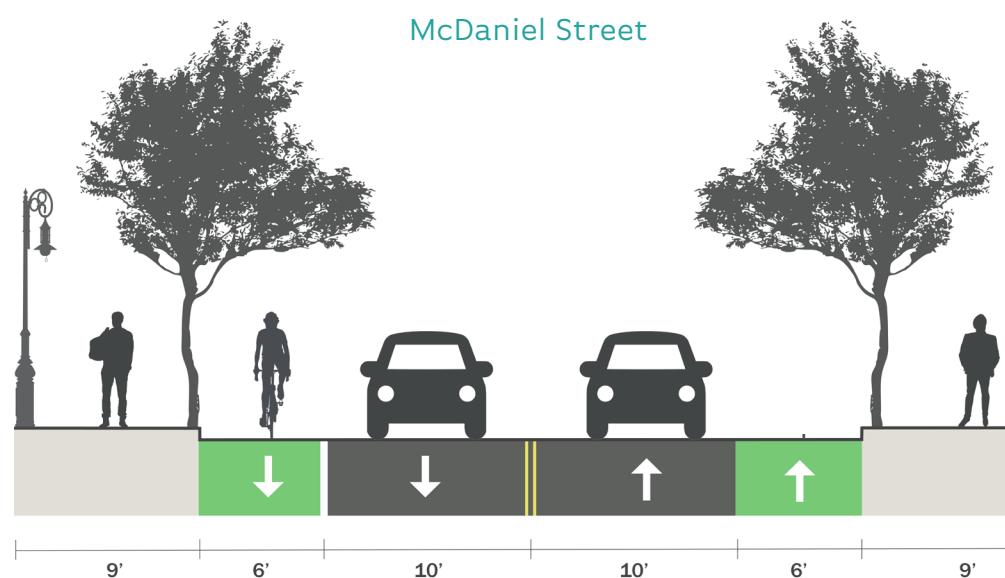


Figure 36: Proposed redesign of McDaniel Street, the main corridor in Pittsburgh

### Adair Park side street

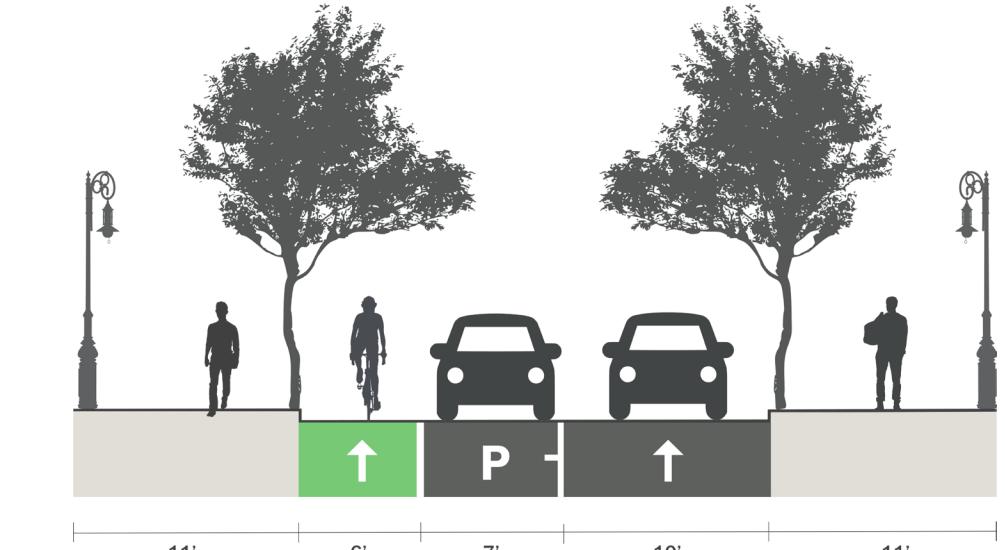


Figure 37: Proposed redesign of residential side streets in Adair Park

### Side street redesigns

Coupled with the increased amount of commercial activity planned for the Metropolitan Parkway and McDaniel Street corridors, side street improvements will make the core of the neighborhoods more lively and encourage more people to walk and bike.

On the smaller streets that make up a bulk of the road network in Adair Park, the streets will be redesigned as follows: adding protected bike lanes, ensuring there are adequate sidewalks on both sides of the street, planting ample street trees to help provide shade, and bringing in street lights to make for a more comfortable walk at night. Figure 37 provides a sketch of how these new streets will look.

In the Pittsburgh section of the neighborhood, the streets are significantly narrower than the streets in Adair Park. Therefore, it is not possible to add a dedicated bike lane along all streets. However, the addition of "sharrows" will help bring attention to any cyclists that are going to be sharing the drive lane with cars. This also guarantees there is space to add a sidewalk on both sides of the street, plant additional shade trees, and install street lights, ensuring that streets in both areas have access to the same amenities. Low traffic volumes on the streets mean that a dedicated bike lane is not necessary in most of Pittsburgh.



## Bus Stop Islands

New bus stop islands along Metropolitan Parkway will improve safety for pedestrians and cyclists, provide comfort for bus riders, and create mini community centers.

### Partners

- Atlanta Department of Public Works
- Georgia Department of Transportation

### Funding sources

1. MARTA
2. RAISE Grant

### Timeline



### Cost

\$\$\$

With the complete redesign of Metropolitan Parkway into a vibrant pedestrian and bicycle corridor, there is also an opportunity to make the Parkway friendlier for those who take the 95 bus, which runs the length of the parkway. The street is currently very auto-oriented and unsafe for transit users.

As such, the redesign, illustrated in Figure 38, will place a focus on creating bus stop islands creating distinct areas for bus stops, allowing them to become prominent features of the streetscape as well as helping to make using the bus a more enjoyable experience.

Routing new bike lanes behind the large bus stops will prevent bicyclists from interfering with transit users as they attempt to board the bus.

The wide sidewalks on either side of the bus island and bike lane will also ensure decreased interaction between cyclists and pedestrians, creating a safe and comfortable space for walking through the commercial corridor. This promotes growth in walking and biking as modes of transportation.

Lastly, the infrastructure improvements along the streets will increase driver awareness of their surroundings as the street will have much more activity. These

traffic calming measures will slow down drivers and reduce accidents on the road as well as prevent pedestrian injuries.

### Bus Stops as Mini Community Centers

With two frequent busses running in the neighborhoods, it is important that the places people wait for the bus are clean, well-lit, and sheltered. The current bus stops are mostly signs on a pole; they both look unattractive and are uninviting to potential riders.

The Plan proposes to install new bus stops (Figure 39) along the routes that provide an outdoor community

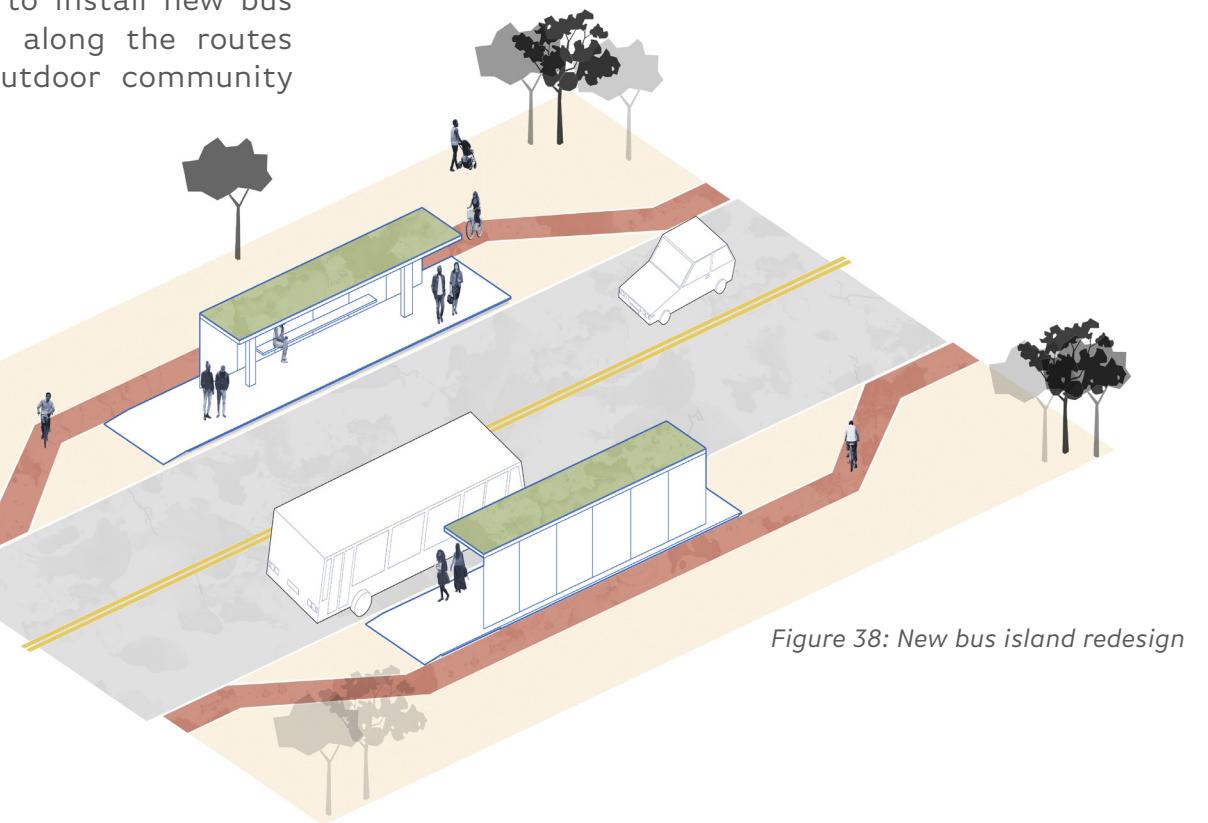


Figure 38: New bus island redesign

gathering place with multiple functions. These stops are intended to be modular and provide different features depending on the needs of residents surrounding the stops.

Book shelves will provide free community access to books (as there is currently no library in the neighborhoods), benches provide a comfortable waiting space, and transit information will ensure that riders always know when the next bus is coming. In addition to the benefits to transit users, the bus stop is designed to have sustainable features such as a green roof, LED lighting,

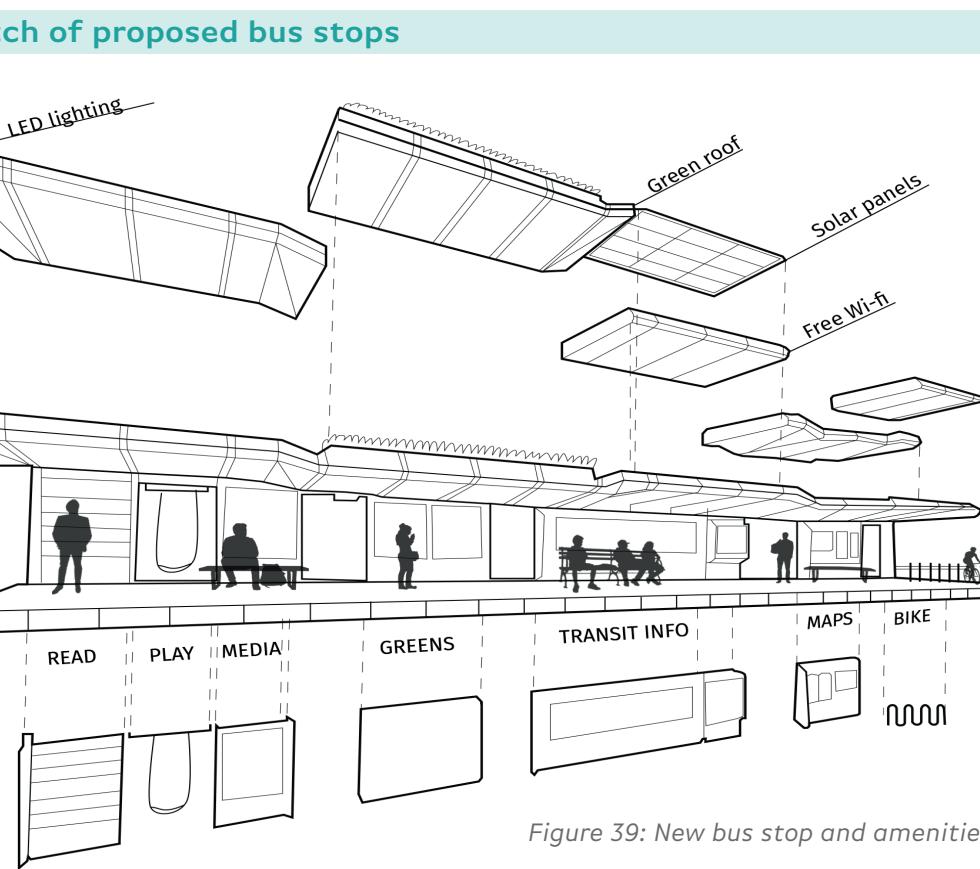


Figure 39: New bus stop and amenities

and solar panels. These solar panels will also have the advantage of powering free community wi-fi that can be used by both users and the surrounding community, as many people within the neighborhood currently lack home internet access.

# Underpass Improvements

Enhancing the numerous highway underpasses will improve connectivity to other neighborhoods and create a more pleasant environment for pedestrians and cyclists.

## Partners

- Atlanta Department of Public Works
- Georgia Department of Transportation

## Funding sources

1. MARTA
2. RAISE Grant

## Timeline



## Cost

**\$\$\$**



Figure 40: Underpasses at the north and east edges of the neighborhoods are dark, long, and full of litter.

## Proposed changes



Figure 41: Improvements to the underpasses will create welcoming conditions for pedestrians and cyclists, provide shaded areas for residents to gather, and establish attractive gateways into the neighborhoods.





## Transportation Improvement Map

Each transportation and infrastructure improvement is an important part of making Adair Park and Pittsburgh more connected. The overall network displayed here (Figure 44) reveals the magnitude of the changes and how the improvements impact all areas of the neighborhoods.



Figure 42: Proposed pedestrian bridge connecting Adair Park to MARTA



Figure 43: Bus stops as mini community centers

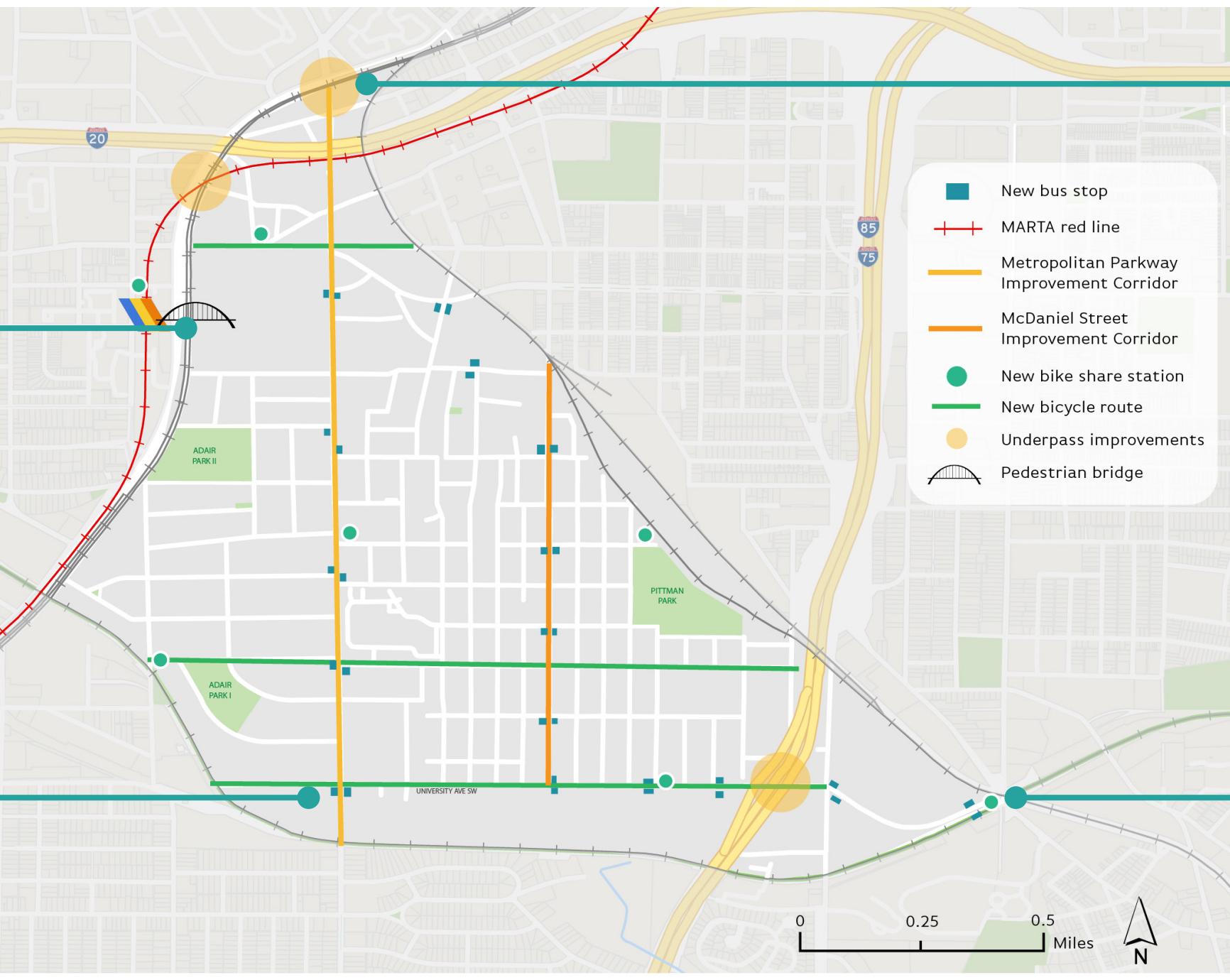


Figure 44: Map illustrates all proposed transportation and infrastructure strategies



Figure 45: Proposed underpass improvements

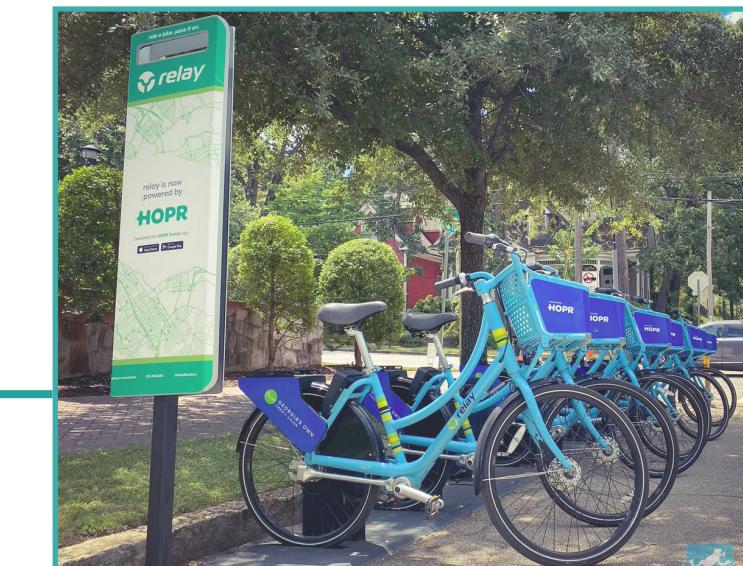


Figure 46: Additional HOPR stations





## ENVIRONMENT & RECREATION



**Residents connect with nature through recreation and transportation.**

In providing access to 33 miles of urban trails and 1,300 acres of green space, the BeltLine will have positive environmental impacts on Adair Park and Pittsburgh. To amplify the benefits of the BeltLine, the Plan calls for strategies that leverage green infrastructure, mitigate environmental challenges, and provide additional opportunities for recreation. By 2030, through a combination of park improvements, bicycling initiatives, and neighborhood greenways, the neighborhoods' environment will support the health & well-being of residents.

## Bike BeltLine

The Bike BeltLine initiative leverages bicycling as an opportunity to connect residents to nature and promote a safe and healthy form of physical fitness. A public-private partnership helps orchestrate bike tours, bike share, and bike classes.

### Partners

- Atlanta BeltLine
- Bearing Bike Works
- HOPR

### Funding sources

1. Bearing Bike Works
2. HOPR

### Timeline



### Cost

\$\$

With the BeltLine's outsized influence within the neighborhoods, it is apparent that there needs to be a way for residents within the neighborhood to more easily interact with the linear park. At present, residents are walking rather than biking if they choose not to use public transit or drive. With its 33 miles of trails, much of the BeltLine system will be inaccessible on foot, and limits access to what otherwise could be an excellent amenity.

### Low Cost Bike Tours

While the BeltLine offers bike tours, the tour is not free and those who do not own a bike need to rent their own gear. The Plan encourages neighborhood associations to partner with the BeltLine to organize discounted bike tours for community



Figure 47: BeltLine's Southside Trail tunnel under Hank Aaron Drive/McDonough Boulevard

members. The neighborhood associations can also partner with Bearing Bike Works—a bicycle shop in Adair Park—to purchase a few bicycles and provide free bike rentals for eligible residents as well as bike safety classes.

### Case Study



### Bike Schuylkill | Philadelphia, PA

Bike Pottstown/Bike Schuylkill is a free community bike share program that is managed by the Schuylkill River Greenways NHA. Anyone ages 16 and up with an appropriate ID can borrow a bike for a short time or the entire day, as long as it is returned before the office closes for the day.

### Improved Bike Share

To help improve access to the BeltLine via bicycle, the Plan envisions at least one new bike share station added in the vicinity of the entrances to the BeltLine and other parks in the neighborhood. This will allow residents to utilize more of the trail and enjoy the increased opportunities that access to the trail can bring.

The current bike share system, HOPR, has very few stations along the BeltLine as it is. Residents, especially those who are lower-income and don't have the funds to purchase a bicycle, would enjoy the access that bike share provides. Improved bike share would also attract residents and visitors to both enjoy the

### Proposed Bike Share Station Map

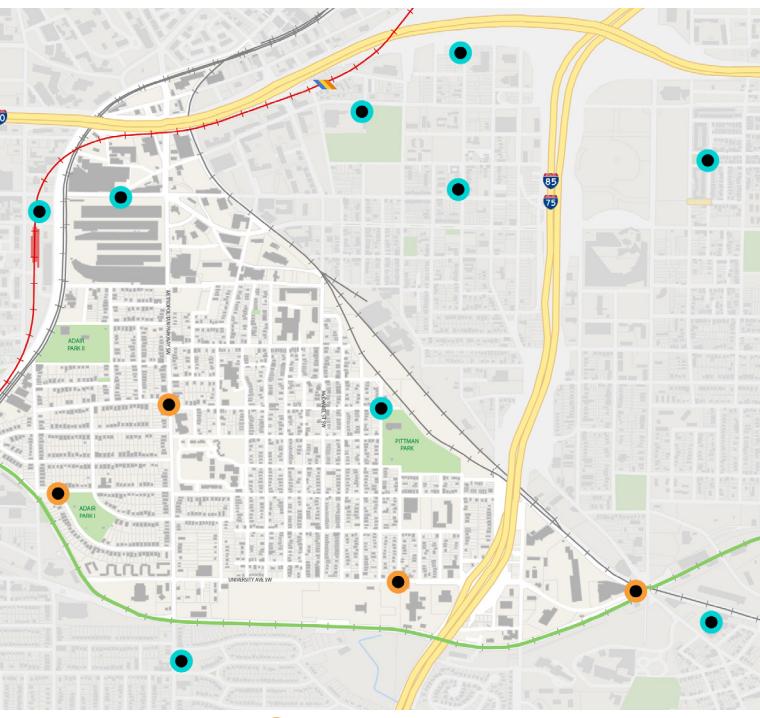


Figure 48: Proposed bike share stations map  
● Existing HOPR station  
● Proposed HOPR station

### HOPR Bike Station

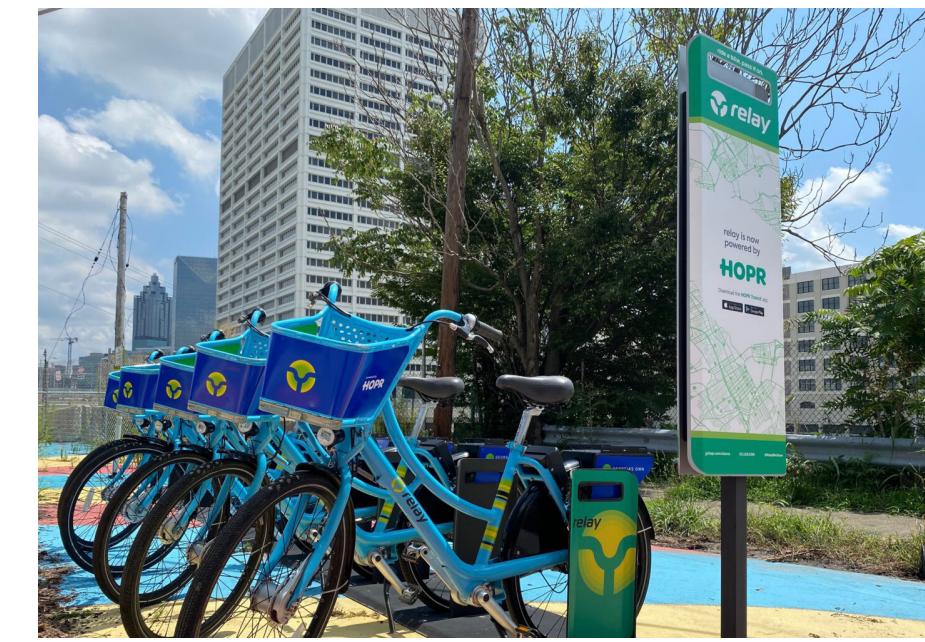


Figure 49: HOPR bike station

park and have another transportation option.

The proposed bike share locations are designated based on park locations as well as proposed street improvements, bicycle routes and neighborhood greenways. The recommended locations, mapped in Figure 48, are:

- Catherine Street and Lexington Ave (Adair Park I)
- University Ave and Ira Street
- University Ave and McDonough Boulevard
- Metropolitan Parkway & Mary Street

Furthermore, the Plan recommends that HOPR work with the neighborhood associations to offer bicycle and bike share trainings at the Gillette Community Center to both market the bike share system and help meet residents' needs.

## Pittman Park Improvements

Improvements to the park include establishing railroad safety measures, upgrading the sports field, and adding new park facilities.

### Partners

- The City of Atlanta
- Norfolk Southern

### Funding sources

1. The City of Atlanta
2. Norfolk Southern

### Timeline



### Cost

\$ - \$\$\$



As the main neighborhood park in Pittsburgh, Pittman Park has the only indoor facility in the two neighborhoods that provides activities such as basketball, a full-kitchen facility, and a public gym. To improve residents' access to nature and parks, and to attract more people to the park, the Plan recommends several new additions.

### Water Features

Currently, a pool located at the park is only open for a few months out of the year and costs the city a significant amount of money to operate because it requires staffing a lifeguard whenever the pool is open. Adding a permanent spray ground to the facility that can be open whenever it is warm during



Figure 50: Current conditions and proposed changes at the entrance of the Pittman Park Rec Center

the year will provide a vital community asset, as it will not need dedicated staff to monitor. This will also provide a way for children to cool down during the hot summer months without requiring any swimming ability, which would be necessary at the local pool.

### Community Birdhouses

In the near term, the community can construct birdhouses, as shown in the rendering in Figure 50. These would allow residents to add their own touch on the park and provide a way for residents to interact with nature safely. The inclusion of the birdhouses can also provide an excellent learning opportunity for children in terms of nature education and woodworking skills.

### Railroad Safety Measures

Many of the complaints from the residents about Pittman Park stem from the lack of railroad track safety measures, as the recreation center and open spaces only have a small barrier of trees that separates the park from active freight lines. The new barrier would be a tall fence with vegetation in front of it, which would allow for an aesthetically pleasing but safe solution, as illustrated in Figure 52.

### Proposed Park Site Map and Illustration

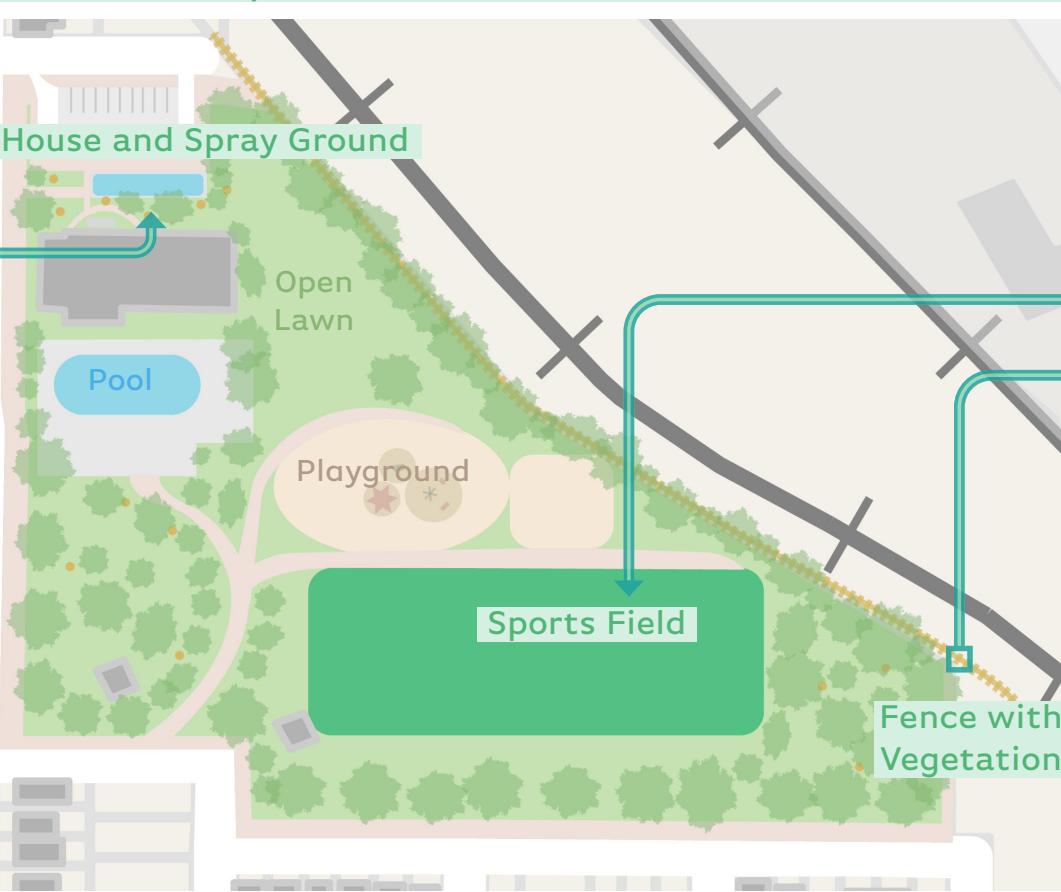


Figure 51: Site map for Pittman Park

### Football Field Improvements

The current football field is in rough shape (Figure 53). To make the facility more useful for the many local sports teams, the Plan recommends the addition of a scoreboard, bleachers, and a concession stand (Figure 52). This would allow for larger events to be held within the neighborhood, which would also provide additional patronage for businesses in the area.



Figure 52: Proposed improvements to the park



Figure 53: Current conditions of the park



# Neighborhood Greenways

To mitigate the impact of car usage and connect more of the residential areas to green spaces, this initiative proposes a neighborhood greenways concept to provide more greenery and green infrastructure on specific streets.

## Partners

- Trees Atlanta
- Concrete Jungle
- The Atlanta BeltLine Arboretum

## Funding sources

1. The Georgia Conservancy
2. USGS
3. Georgia Tech
4. Department of Natural Resources

## Timeline



## Cost

\$ - \$\$\$

Historically, Atlanta has had one of the nation's lowest rates of park space per capita. While many organizations have been actively addressing the issue, there is room to improve the environmental conditions of the neighborhoods.

### Cooling

The greenways initiative would start with the addition of more street trees that would grow over time and provide shade for the sidewalks and the streets. The current streets in the neighborhoods are predominantly small residential streets. While these streets are narrow, there are usually street trees along the edges that help provide shade, which is especially critical during the summer. However, in the northern parts of the neighborhoods there are fewer trees, and higher surface temperatures persist. Adding new trees can help protect the health of the environment and the community.

More trees will be planted and conserved through collaboration with the Trees Atlanta neighborhood tree planting program. This will keep the neighborhood cooler and prevent the worsening of the heat island effect. The Plan recommends starting work on the tree planting initiative immediately.

- Such improvements include:
- Providing extra shade at greenway streets and identified intersection curbs



Figure 54: Front Yard Tree Program run by Trees Atlanta

### Healing

Since much of the neighborhood is cut off from other green spaces by expressways and railroad tracks, this initiative, along with the Plan's connectivity strategies, will extend into a greenways concept, prioritizing improvements for certain streets to link neighborhood green spaces together, as identified in Figure 55. This will provide possibilities for residents to enjoy longer, more relaxing walks across neighborhood boundaries and enable them to reconnect with nature.

- There will also be visual identification of these environmentally-friendly streets through signage and infrastructure differences such as painted streets, unique curb colors, wider sidewalks, and arch trellises.

## Proposed Greenway Map

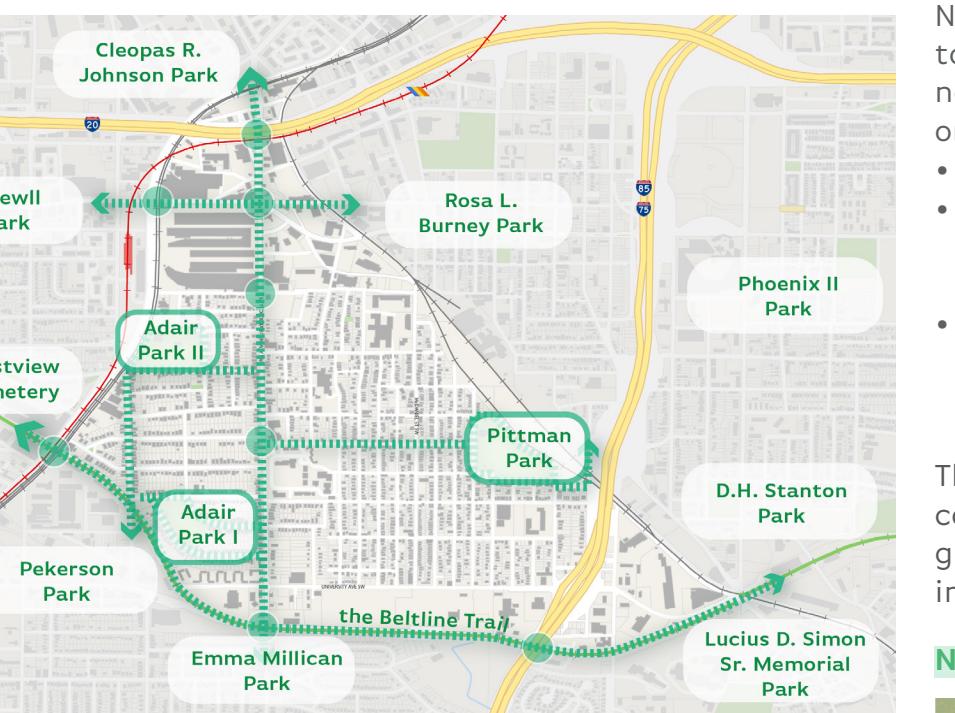


Figure 55: Map of Neighborhood Greenways

- Stormwater management such as bioswales, which are vegetated drainage designed to concentrate and convey stormwater runoff while removing debris and pollution
- Solar canopies, which can serve as carports covering parking areas or shading for bus stops
- Green wall with photobioreactor, which uses photosynthesis to absorb carbon dioxide and produce oxygen

## Learning

Nature is always an excellent resource for anyone looking to explore, learn, and grow. The Plan recommends that neighborhood associations partner with established organizations to organize community programs such as:

- Putting on tree tags (Figure 56)
- Installing information boards at high animal activity locations, which can create joyful moments for visitors and residents
- Participating in Adopt a Tree, a program of Concrete Jungle in which residents can help keep track of the conditions of their trees and make sure that they are thriving

The implementation of these strategies would be done in collaboration with the connectivity strategies. Numerous groups, agencies, and organizations can serve as implementation, funding, and research partners.

## Neighborhood Greenway Illustration



Figure 56: Signage and tree tags along greenways



## **Build community wealth through inclusive economic systems and targeted investments.**

Driven by decades of disinvestment and ongoing barriers to opportunity for Black residents, the neighborhoods face numerous economic challenges, such as high commercial vacancy rates and below-average income levels. The economic benefits of The MET and Pittsburgh Yards have also not yet been felt by the existing community members. Accordingly, the Plan calls for intentional, community-driven economic development strategies anchored in building community wealth, one of the main Plan goals. Residents will become successful entrepreneurs, enjoy access to local resources along McDaniel Street, shape businesses along Metropolitan Parkway, and have greater access to jobs.

## Small Business Incubator for Black Entrepreneurs

A comprehensive small business incubator program hosted at Pittsburgh Yards, with the goal of cultivating Black entrepreneurs. The program is 12 months long, and provides the resources and training necessary for community members to launch their own businesses.

### Partners

- Annie E. Casey Foundation
- Black upStart
- Collab Capital

### Funding sources

1. Annie E. Casey Foundation
2. Invest Atlanta
3. Collab Capital

### Timeline



### Cost

\$\$

Although Black residents make up 52% of Atlanta's population, only 8% of Atlanta small businesses are Black-owned. Furthermore, Black-owned businesses in the city are also less financially successful. The average Black-owned business is valued at \$58,000, while the average white-owned businesses is valued at over \$650,000. Data on Adair Park and Pittsburgh indicates that there is a similar overall wealth gap between white residents and Black residents.

**Although Black residents make up 52% of Atlanta's population, only 8% of Atlanta small businesses are Black-owned.**

Given the existing inequities in access to opportunity for Black Atlantans and the institutional support that Pittsburgh Yards can provide, the Plan recommends that the Annie E. Casey Foundation launch a small business incubator program for local Black entrepreneurs. The program will have numerous benefits: It will build community wealth, reactivate vacant storefronts in the neighborhoods, create local jobs, and establish an ongoing partnership between

Pittsburgh Yards and the community. Given Pittsburgh Yards' stated mission to "spur economic equity, job growth and entrepreneurship," running this program would align with the development's ethos. The development's Nia Building (Figure 58) also has existing coworking facilities, which makes the space well suited to house this type of program.

The program will work as follows:

- **Application and enrollment:** Black residents of Pittsburgh and Adair Park (or surrounding NPU-V communities) submit a concept and draft business plan. The program has a yearly application period, and provides application assistance as needed.
- **Pre-incubation:** For 6 months, participants will learn the basics of small business management by undergoing a series of classes in product, finance, marketing, and operations. They will receive 1:1 mentorship, and have access to the facilities at Pittsburgh Yards.
- **Incubation:** For the following 6 months, participants will build their businesses out and conduct product testing. For instance, culinary businesses will have access to commercial kitchen space to develop their menus, and will be connected to local farmers markets

and catering opportunities to establish partnerships.

- **Graduation and ongoing funding:** In the final phase, successful businesses will expand into permanent spaces within the neighborhoods, as detailed in the next strategy. Through a partnership with Collab Capital, an Atlanta-based fund with a mission to help Black entrepreneurs, businesses will also have access to capital to support their business growth following graduation.
- **Ongoing engagement:** As alumni of the program, business owners will serve as mentors for future participants.



Figure 57: MUTANA Market, a Black-owned business in Adair Park, could serve as a mentor in the program

### Case Study



#### La Cocina | San Francisco, CA

La Cocina cultivates low-income food entrepreneurs. The program provides affordable commercial kitchen space, industry-specific technical assistance and access to market opportunities. Graduates of La Cocina have opened 25+ restaurants in the Bay Area.



Figure 58: The Nia Building contains ample co-working space

# McDaniel Street Corridor Restoration

A holistic renovation of vacant storefronts along McDaniel Street in Pittsburgh. The program will restore the original character of the corridor and also prepare spaces for small businesses to move into following their graduation from the incubator program.

## Partners

- Pittsburgh Community Improvement Association
- Annie E. Casey Foundation

## Funding sources

- Invest Atlanta's NPU-V Small Business Improvement Grant program (SBIG)

## Timeline



## Cost

**\$\$**

McDaniel Street is the commercial heart of the Pittsburgh neighborhood. Currently, however, its main 3 block stretch —shown in Figure 60— is largely vacant; of the 8 commercial spaces, only 1 is occupied. Similarly, of the 22 homes, 8 are vacant. As detailed in the housing chapter, the Plan involves a community-led Buy Back of these homes along McDaniel Street. A similar opportunity exists to restore the commercial spaces along McDaniel Street through an extension of the small business incubator program.

In collaboration with the Pittsburgh Community Improvement Association, the Annie E. Casey Foundation will work with

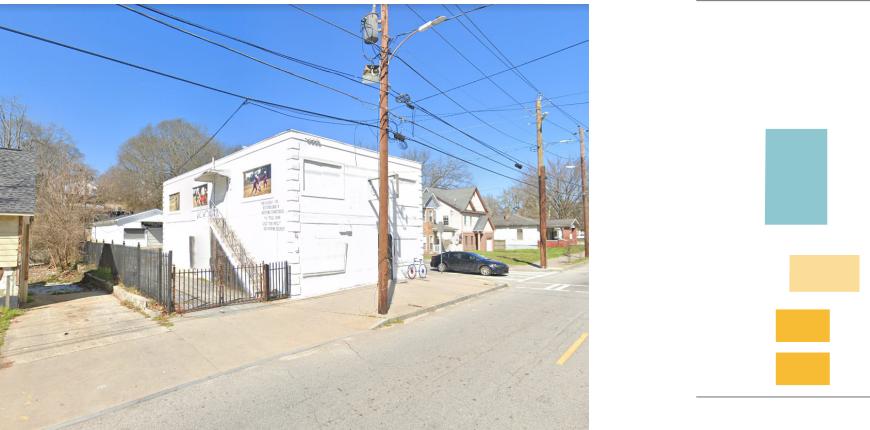
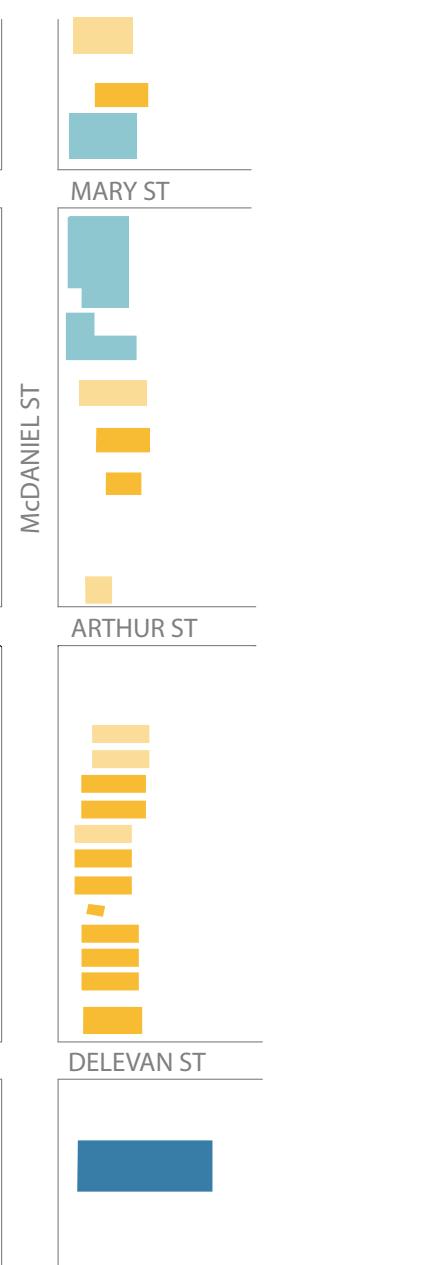


Figure 59: 1029 McDaniel Street, a former gathering space known as the Pink Store, is currently vacant



Figure 60: Existing building uses along McDaniel St



existing commercial property owners to secure favorable lease terms for graduates of the incubator program. Given the businesses wouldn't be ready to move in for a year, since the program is 12 months long, the Foundation will develop a mutually favorable agreement with the property owners. In exchange for participating in the program, the property owners will receive the Foundation's assistance in applying for—and using—funds from the NPU-V Small Business Improvement Grant (SBIG) program. The Foundation will partner with the property owners to prepare their applications for the grant, and will also provide architectural and construction assistance as needed for the renovations. This will not only ensure the properties are hospitable for the new businesses once they graduate from the incubator program, but will also yield returns for the property owners, who are not presently bringing in rental revenue from the vacant spaces.

This restoration effort, coupled with the residential Buy Back program and public realm improvements, will return McDaniel Street to its intended purpose as a heart of Black commerce. The added residential density will support the new businesses, and the new businesses will provide residents with convenient local access to resources and amenities. A rendering of one property's restoration is shown in Figure 61.

## 1029 McDaniel Street | Proposed changes



Figure 61: The restoration will honor the space's history as the Pink Store, and house a local community-serving business.

# Real Estate Investment Cooperative along Metropolitan Parkway

Community members will collectively buy, rehab, and manage commercial properties along Metropolitan Parkway. In doing so, they will transform vacant commercial spaces into community-serving businesses.

## Partners

- Adair Park Today
- Pittsburgh Community Improvement Association
- Community Movement Builders

## Funding sources

1. Community funds

## Timeline

2021

2030

## Cost

**\$\$\$**

As a pilot project, the cooperative will purchase and renovate 909 and 911 Metropolitan Parkway, shown in Figure 62. The spaces could become a worker-owned cafe and community co-working facility, rendered in Figure 63. To start building the REIC, the leading

Alongside the transportation and public realm improvements, the Plan recommends the establishment of a real estate investment cooperative (REIC) along Metropolitan Parkway. A REIC is a model that allows residents to invest financially and collectively buy, rehab, and manage commercial properties. This ensures wealth stays within the community as BeltLine-fueled development continues to heat up and also brings community-serving businesses into vacant properties along the Parkway.

community organizations will host meetings with residents to explain the concept and walk them through how the investment model would work. Residents become member-owners of the cooperative by purchasing shares, which also grants them voting rights. All residents that invest would become member-owners of the properties that the REIC develops and leases out, which guarantees a vested interest in ensuring that the tenant businesses succeed. After bringing on at least 100 member-owners, the REIC would elect a Board of Directors and bring on a team of full time employees to oversee the day-to-day operations.

The REIC also serves to better connect Pittsburgh and Adair Park's residents, which will further strengthen the neighborhoods' joint social fabric.

## Case Study



### NorthEast Investment Cooperative (NEIC) | Minneapolis, MN

NEIC became the first commercial property investment cooperative in the country in 2012. Residents join the cooperative for \$1,000 and can invest further through purchases of non-voting stock. Within its first three years of operation, NEIC had completed its first project, a multi-tenant commercial property, and turned a profit. NEIC then passed along the profits to its members as a four percent return.

Figure 62: 909-911 Metropolitan Parkway is one of the many vacant commercial properties along the corridor. It is also located in the heart of the two neighborhoods.



# Neighborhood Transit Incentives

Business owners and community organizations will collaborate with governmental and non-for-profit programs to establish transit passes and bicycle incentives for people who work and live in the neighborhood.

## Partners

- MARTA
- Neighborhood organizations
- Business owners
- Bicycle coalitions

## Funding sources

1. Government incentives
2. Local funds

## Timeline



## Cost

\$

### Affordable Transit for Workers

With existing office developments like The MET and Pittsburgh Yards, and the upcoming small business incubators and McDaniel Street corridor restoration, Adair Park and Pittsburgh's businesses will soon welcome more workers. The Plan advises businesses big and small to participate in the MARTA Partnership Program, which offers a discount of up to 20% on each \$95 monthly pass purchased.

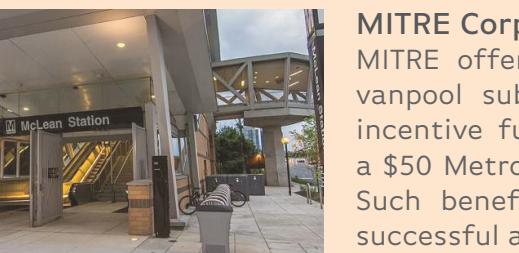
With free enrollment and discounted transit options, the program provides significant savings and benefits. For example, companies will:

- Save 7.65% on employee contributions to FICA & Medicare
- Waive federal payroll taxes on the value of the commuter benefit, which makes this more cost effective than raising an employee's salary by a similar amount
- Offer new perks to boost the benefits package, which will make jobs more attractive
- Have increased employee health and productivity after removing the stress of daily traffic and time wasted in gridlock, leading to improved retention

Employees will:

- See an increase in their take-home pay due to tax savings
- Save money by not driving a personal car every day, including the parking fees and ongoing vehicle maintenance
- Reduce their stress associated with traffic and become healthier. The stress of driving in congested conditions is linked directly to a long list of health problems, such as headaches, colds and the flu
- Be encouraged to take healthier modes of transportation

### Case Study



#### MITRE Corp | McLean, Virginia

MITRE offers employees a \$30 per month transit/vanpool subsidy — on top of a one-time transit incentive funded by Fairfax County which provides a \$50 Metro SmartTrip fare card via area employers. Such benefits have made their recruitment more successful and attractive.

### Affordable Transit for Residents

98% of employed neighborhood residents hold jobs outside of the neighborhood, and most jobs are concentrated in Downtown Atlanta. Many of the neighborhoods' residents drive or take public transit to work. To ensure all residents and workers have equitable access to reliable, efficient, affordable transportation options, the Plan encourages neighborhood associations to partner with the Georgia Department of Transportation and/or MARTA to establish transit passes for people who live in the neighborhood. This follows the guidance of the *One Atlanta: Strategic Transportation Plan* and will bring positive health and environmental impacts to the neighborhood

retail sales. With subsidies, business owners can work with the Atlanta Bicycle Coalition to install the racks, from buying the right rack to finding the right spot.

Furthermore, businesses are recommended to partner with the League of American Bicyclists to learn more about bicycle commuter benefits and apply to be recognized as a Bicycle Friendly Business<sup>SM</sup>. The BFB<sup>SM</sup> program will help explore ways to create more energized, alert, and productive employees, decrease healthcare costs, attract and retain top talent and draw more customers.

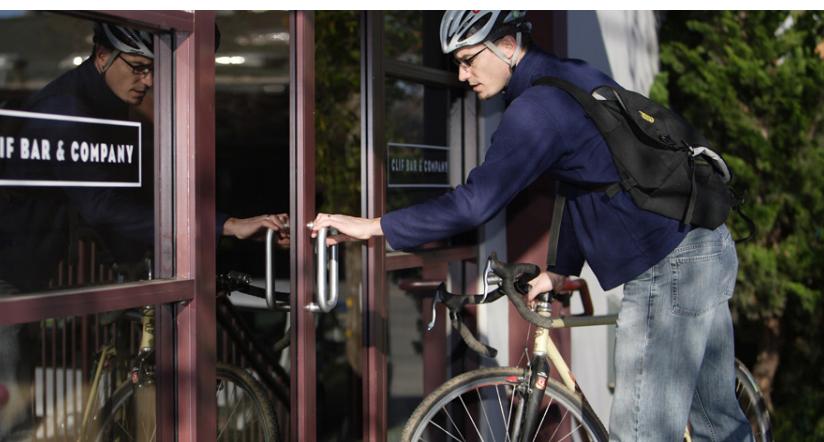


Figure 64: Example of recognized businesses (Clif Bar) in the BFB<sup>SM</sup> program by the League of American Bicyclists

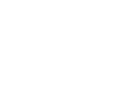
In addition, the Plan will negotiate incentives for bike rack installation for street-facing storefronts. With storefront bike racks and bike-share stations, both workers and customers would be able to cycle without worrying about bicycle parking. This along with the street redesign initiative have the potential to not only boost the number of customers visiting, but also boost revenue, as evidence suggests that the implementation of bicycle infrastructure in urban districts is linked to increased

### Case Study



#### EcoPass | Boulder, CO

EcoPass is an annual transit pass purchased by residents or a neighborhood organization for all members of participating households. This photo I.D. smart card pass entitles holders to one year of unlimited travel on all public transit. The program increases access to transit.



## **Build on existing community strength to connect residents to resources, opportunities, and each other.**

There are many active and established community organizations and events within Adair Park and Pittsburgh, including neighborhood associations, mentoring programs, and neighborhood preservation efforts. Residents also share a long standing "pride of place". Recognizing the existing strength of community within Adair Park and Pittsburgh, the Plan recommends five strategies rooted in that strength. Together, these strategies will amplify the neighborhoods' identity and cultural heritage, connect residents to resources, and build upon the existing strong social infrastructure.

# **Community Center at Gillette Mansion**

Transform a historically significant mansion into a community center for Adair Park and Pittsburgh residents. The community center will contain a computer lab, lending library, museum space, and a dedicated building for community events.

## Partners

- Annie E. Casey Foundation
  - Morehouse School of Medicine
  - Pittsburgh Collaborative
  - Worksource Atlanta

## Funding sources

1. Local grants
  2. Annie E. Casey Foundation funds

# Timeline



## Cost

\$\$\$

The Plan recommends the establishment of a joint community center for Pittsburgh and Adair Park. The center will be housed at the Gillette Mansion, shown in Figure 65. Gillette Mansion is a historic Queen Anne home located along the border between the neighborhoods. The lot spans one acre and includes two main buildings: the mansion and an event hall, connected by an interior courtyard. The property is currently vacant, and has been for roughly a decade (Figure 66). Given its location at the intersection of the two neighborhoods, its scale, and its ample outdoor space, Gillette Mansion is well suited to become a community center. Restoring it will also be significant, as it is one of the oldest and most architecturally significant buildings in the area.

*Figure 65: Gillette Mansion is located along Metropolitan Parkway. The site has 2 buildings: a mansion and a dedicated event space.*



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the mansion will serve as the main space, and could contain the following elements:

- Computer lab
- Class programming
- Community health clinic run by the Morehouse School of Medicine
- Lending library with books, tools, and film equipment
- Museum space honoring the history of the neighborhoods
- Free Wi-Fi throughout the property

The event space next door will become a dedicated space for community meetings and events. It will be available for

cost by both informal and formal groups. Outdoors, there will be a garden, a playground, and space.

ing will also include a workforce curriculum done in collaboration with Source Atlanta. The program will help residents' ability to qualify for, and maintain good jobs within the community. As part of the program, Sun Yards will commit to hiring a percentage of program graduates.

mansion requires repairs and its conversion into a community center will begin construction, the community center will open in 2026. The Annie E. Casey Foundation will serve as the main funder of the project, and will also be the owner and operator of the community center.

## *Current conditions of the mansion*



## illette Mansion as a community c



*Figure 67: Rendering of proposed community center*

## Case Study



The Romain Center | Peoria, IL

The Romain Arts & Culture Community Center, located in a former school, offers arts education programs and rental spaces for community events, entrepreneurs, businesses, and artists.

## Pittsburgh Arts and Heritage Festival

Annual festival celebrating Pittsburgh's strong historical heritage and emerging arts culture. The festival will take place each April between McDaniel Street and Pittman Park, and will highlight the corridor's restoration.

### Partners

- Pittsburgh Community Improvement Association
- Community Movement Builders
- Pittsburgh Neighborhood Association
- Pittsburgh Collaborative

### Funding sources

1. Andrew P. Stewart Center
2. Pittsburgh Yards / the Annie E. Casey Foundation
3. Local grants

### Timeline



### Cost

\$



Figure 68: Mock up of festival map

### Case Study



**Art & Soul Oakland | Oakland, CA**  
 Annual art and music festival held in downtown Oakland. The festival celebrates local spirit, style, and creativity, with an emphasis on Oakland's rich musical heritage. The festival also features a "family fun zone". Tens of thousands of people attend the two-day festival every year.

Pittsburgh has strong historical roots dating back to 1883 and a number of active community organizations that do work to preserve, celebrate, and amplify the neighborhood's history. The area also has an emerging arts culture, both at the grassroots level and through institutions like Pittsburgh Yards and nearby film production studios. Accordingly, the Plan calls for an annual Pittsburgh Arts & Heritage Festival that would be based on the success of Adair Park's Porches & Pies Festival.

The Festival will bring the community together in celebration of the neighborhood's deep roots and bright future. It will also highlight the restoration of McDaniel Street and serve as an economic development program. As shown in Figure 68, the Festival will take place between McDaniel Street and Pittman Park in eastern Pittsburgh. Elements of the Festival will include:

- **Artisan marketplace** along McDaniel Street, featuring locally-made jewelry, art, clothing, ceramics, musical instruments, and more.
- **Food corridor** along Mary Street, featuring a farmers market at the community garden and food from local restaurants.
- **Preservation workshops** at the Pittman Park Recreation Center, co-hosted by the Pittsburgh Collaborative and Spelman College.
- **Films in Pittman Park**, including films made by local residents through a partnership with film production studios at The MET.
- **Community mural project** — live participatory mural painting at the corner of Mary and McDaniel Streets.

The first annual Pittsburgh Arts and Heritage Festival will take place in April 2022.



Figure 69: Mock up of festival poster



# Community Gardens & Grocery Cooperative

A worker-owned grocery co-op reactivates local buildings and land, supported in part by products grown by local farmers in adjacent community gardens.

## Partners

- Community Movement Builders
- Aluma Farms
- City of Atlanta / Fulton County

## Funding sources

1. USDA's Office of Community Food System
2. United Way's Hunger Prevention and Assistance Program
3. International Co-operative Alliance's Establishment Fund

## Timeline



## Cost

\$\$

### Community Gardens

The Plan calls for the conversion of vacant land into community gardens, utilizing an incremental, block-by-block approach to converting abandoned lots into productive green spaces. Residents will have an opportunity to grow their own food while reclaiming neglected properties.

Community gardens provide a source of inexpensive fresh and healthy food to community members, promote physical activity, and ultimately center the role of public health and nutrition in improving quality of life. They also act as a green gathering space, one where neighbors can congregate outside, working together to build a stronger neighborhood.

Possible community garden locations, mapped in Figure 70, include:

- **Mary & McDaniel Street intersection:** Community garden at the large vacant green lot here will bring vibrancy back to a once-prominent corner of Pittsburgh
- **Expansion of Welch Street Community Garden:** Community Movement Builders of Pittsburgh have already established a successful community garden at their Welch Street location, and they should be allocated additional resources to continue their work
- **Bonnie Brae Park:** This small, central green area is ideal for making a community garden a centerpiece of the Adair Park neighborhood
- **Hobson & Mary Street intersection:** This garden could be a shared effort between Gideons Elementary and the Pittsburgh neighborhood
- **Smith Street (between Gardner and Mary):** This large green vacant lot is ripe for bringing activity to an under-programmed part of Pittsburgh

Figure 71 and 72 show the transformation of the Mary and McDaniel Street intersection, a corner that was once an important gathering point for Pittsburgh residents. The community garden acts as a place where any resident can come meet and work with neighbors to build a healthier neighborhood.

Figure 70: Proposed community garden locations



Figure 71 and 72: Before and proposed after of Mary & McDaniel St



### Grocery Cooperative

The abandoned historical building at the corner of Mary and McDaniel Street, as seen in the background of Figures 71 and 72, will be rehabilitated to not only bring vibrancy back to this historical intersection, but also be an active part of increasing food security in the neighborhoods.

Drawing on successful models in Brooklyn and Philadelphia, this Plan recommends the establishment of a worker-owned grocery cooperative at the corner of McDaniel and Mary Street in the rehabbed historical building located directly adjacent to the community garden. This will greatly improve resident access to fresh and local food, and provide a substantial number of local jobs to community members.

Establishing a grocery store that is worker-owned allows local residents greater say in how the grocery store operates, treats its workers, and interacts with the surrounding community. While a corporate grocery store would be tied to a larger, established food supply chain, a worker-owned cooperative will have greater flexibility in its operation, allowing it to purchase food and materials grown and created by local residents, providing another source of supplemental income to Pittsburgh and Adair Park neighbors.

## Digital Readiness

Community-led initiatives to improve digital infrastructure and digital literacy for community members by leveraging established programs and opportunities. The focus will be on low-cost, high-quality options for low-income residents.

### Partners

- Georgia Broadband Deployment Initiative
- United Way of Greater Atlanta
- Urban League of Greater Atlanta

### Funding sources

1. State government programs
2. Local grants

### Timeline



### Cost

\$-\$

Digital services have become essential to business, education, healthcare, and overall quality of life. Unfortunately, not everyone in the neighborhoods have been able to access them due to the lack of affordable devices and internet connections. The Plan envisions bridging the digital divide and ensuring high-quality, affordable, and safe Internet options for all residents.

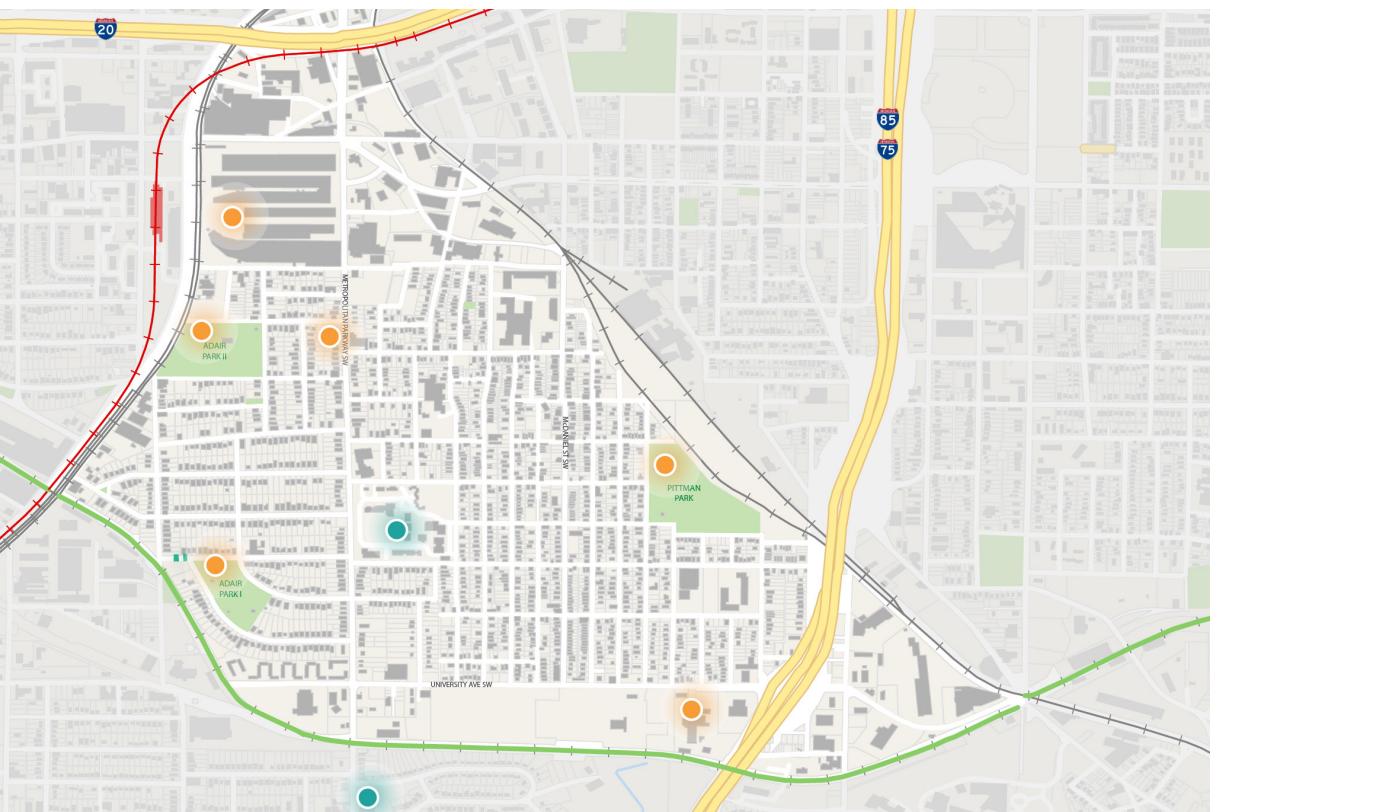


Figure 73: Proposed public WiFi spots

### Affordable Internet Connections

Through the Georgia Broadband Deployment Initiative, the Georgia government provides free public Wi-Fi at selected locations and offers free and low-cost internet options. The Plan calls for expansion and deployment of free public Wi-Fi at the existing and proposed public spaces within the community (Figure 73), in addition to the Wi-Fi provided at the new bus stop community centers. The initiative could also push for low-cost internet packages for those in need.

### Improved Digital Literacy

Navigating the digital world for job searches, college applications, email, news, and more requires skills and experience. Through collaboration with United Way of Greater Atlanta and Urban League of Greater Atlanta, families and students will have access to monthly programs at the Gillette Community Center's computer lab to sharpen needed skills.

In particular, the programs will have computer training workshops focusing on employment, education, and engagement. For employment, members will receive training to search and apply for jobs on the internet in addition to other trainings mentioned in the Small Business Incubator and Community Center initiatives. For education and engagement, the programs will partner with Atlanta Public Schools (APS) and Department of City Planning to help members learn different tools.

### Employment

### Education

### Engagement

### Broadband Ready Site Application

Community organizations are encouraged to work closely with community facilities and developments to apply for the Broadband Ready Site Designation certifications recognized by the state. Once designated, the Department of Economic Development will promote the facilities and developments as local community assets, which will further encourage economic development and attract technology.

### Case Study



### Smart Communities | Chicago, IL

An initiative that provided opportunities for digital education, internet access and local content portals to five digitally-underserved neighborhoods in the Chicago area. Research results show promising outcomes, as these neighborhoods reported significantly higher rates of home broadband adoption and higher usage of essential digital services.

**Through Digital Readiness programs, residents will be able to use the internet to find and evaluate information, connect and collaborate with others, produce and share original content, and use the internet and digital tools to achieve many academic, professional, and personal goals.**







# Looking Ahead



## Implementing the Plan and evaluating strategies alongside the established Plan goals.

Adair Park and Pittsburgh 2030 outlines a path forward that would be driven by—and anchored in—the existing community. Community organizations will partner with governmental agencies, non-profits, developers, and local businesses to implement the Plan's various strategies. Collectively, the strategies will meet all of the Plan's stated goals.

The Pittsburgh slogan is "Deep Roots, Bright Future." With the pending completion of the BeltLine's Southwest segment, it's the right time to collectively ensure that the future is bright not only for new residents but also for the longtime residents of Adair Park and Pittsburgh. That is the overarching aim of this Plan.



# Implementation

2021	2023	2025	2027	2030	Cost	Partners
			Buy Back the Block		\$\$\$	Annie E. Casey Foundation, Swope Dreams, and Community Movement Builders
			Strengthen the Block		\$\$	Swope Dreams, HouseProud Atlanta, and Mayor's Office of Resilience
			Build the Block		\$\$\$\$	Tapestry Development Group, MARTA, and City of Atlanta
			Complete Streets		\$\$\$\$	MARTA, Atlanta Department of Public Works, and Georgia Department of Transportation
			Bus Stop Islands		\$\$\$	Atlanta Department of Public Works and Georgia Department of Transportation
			Underpass Improvements		\$-\$\$\$	Atlanta Department of Public Works and Georgia Department of Transportation
			Pedestrian Bridge		\$\$\$	MARTA, The MET, and Norfolk Southern
			Bike BeltLine		\$\$	Bearing Bike Works, Atlanta BeltLine, and HOPR
			Pittman Park Improvements		\$-\$\$\$	The City of Atlanta and Norfolk Southern
			Neighborhood Greenways		\$-\$\$\$	Trees Atlanta, Concrete Jungle, and the Atlanta BeltLine Arboretum
			Small Business Incubator		\$\$	Annie E. Casey Foundation, Black upStart, and Collab Capital
			McDaniel St Restoration		\$\$	Pittsburgh Community Improvement Association and Annie E. Casey Foundation
			Real Estate Investment Cooperative		\$\$\$	Adair Park Today and Pittsburgh Community Improvement Association
			Transit Incentives		\$	MARTA, Adair Park Today, and Pittsburgh Community Improvement Association
			Community Center at Gillette Mansion		\$\$\$	Annie E. Casey Foundation, Pittsburgh Collaborative, and Morehouse School of Medicine
			Annual Pittsburgh Arts & Heritage Festival		\$	Pittsburgh Community Improvement Association and Community Movement Builders
			Community Gardens & Grocery Co-op		\$\$	Community Movement Builders and Aluma Farms
			Digital Readiness		\$-\$\$	United Way of Greater Atlanta and the Georgia Broadband Deployment Initiative
			Digital Bridge		\$-\$\$\$	NPU-V, CitizenLab, and the Annie E. Casey Foundation

Timeline key | Darker color indicates main implementation phase; Lighter color indicates ongoing programming

Funding key | \$: <\$100,000    \$\$: \$100,000 - \$1M    \$\$\$: \$1M - \$10M    \$\$\$\$: >\$10M



# By 2030...



## Goal

**Both existing residents and new neighbors will have access to high-quality, affordable homes**

## Strategies

- Buy Back the Block
- Strengthen the Block
- Build the Block



**Adair Park and Pittsburgh will be linked to surrounding communities to improve residents' access to amenities**

- Complete Streets
- Bus Stop Islands
- Underpass Improvements
- Pedestrian Bridge
- Transit Incentives



**Neighborhoods' environment will support the health & well-being of residents**

- Build the Block
- Bike BeltLine
- Pittman Park Improvements
- Neighborhood Greenways



## Goal

**Residents will build community wealth and shape neighborhood investments**

## Strategies

- Buy Back the Block
- Small Business Incubator
- McDaniel St Restoration
- REIC
- Digital Bridge



**The neighborhoods' identities and historical significance will be amplified, celebrated, and protected**

- McDaniel St Restoration
- REIC
- Community Center
- Arts & Heritage Festival



**Residents will be connected to more local resources**

- Community Center
- Community Gardens and Grocery Cooperative
- Digital Readiness
- Digital Bridge



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