



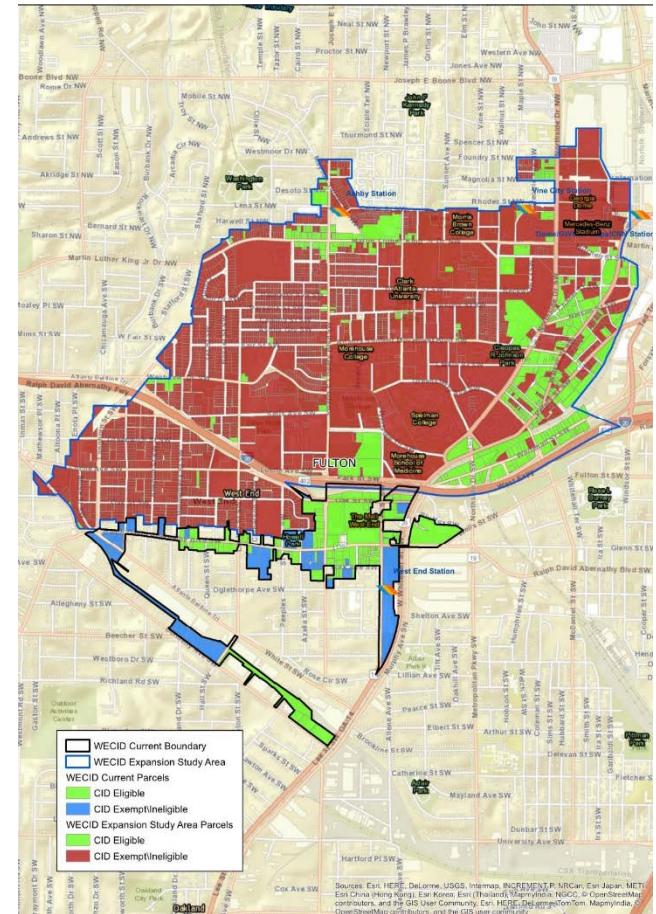
West End, Atlanta: Hip, Happening & Historic

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West End mTAP

- Identify client, goals, data/ resources provided
 - What we know about the area
 - High level objectives
 - Find “quick wins” to build momentum



Engagement Framework

1. VISION FOR SUBJECT AREA

2. BIG IDEAS

3. OPPORTUNITIES AND
CHALLENGES IDENTIFIED

4. INTERVENTIONS &
RECOMMENDATIONS

5. FEEDBACK VIA COMMUNITY
ENGAGEMENT

6. FINAL INTERVENTIONS AND
RECOMMENDATIONS

7. STAKEHOLDERS AND RESOURCES

West End Vision

- A district that is **hip, happening, and historic** for residents, business owners, and visitors.
- Create a **vibrant area** where people are **proud to live** and happy to visit because of its cherished identity as **Atlanta's oldest neighborhood**, welcoming pedestrian infrastructure and exciting business community.



Big Ideas



Public Safety



Infrastructure Improvements



Pedestrian Orientation



Community Identity

Public Safety

Opportunities and Challenges

- Crime rate much higher than the City as a whole
- Crime or perception of crime hinders revitalization
- Consensus on addressing crime as a top priority
- Current crime risk in West End is six times higher than national average*

Survey Feedback

- This the most important area for improvement identified by community stakeholders and CID members

*Courtesy of KSU School of Architecture study

Public Safety

Interventions & Recommendations

- Cameras & License Plate Readers
- Private Security Patrol
- Work with APD and MARTA Police for increased patrols
- More "Eyes on the streets"



Pedestrian Orientation

Opportunities and Challenges

- Rated a high walkability corridor
- Poor conditions of facades/blank walls/lack of visual interest.
- Facelift to existing structures could make an immediate impact
- Proximity to Colleges
- Beltline
- Busy roads with small sidewalks
- More foot traffic = more safety



Survey Feedback

- Improved pedestrian experience was the second most important issue identified by survey respondents.
- The corridor is walkable corridor but **do people want to walk it?**



1. Atlanta University Center

Containing Clark Atlanta University, Morehouse College, Morehouse School of Medicine, and Spelman College; there are around 9,000 college students in the area.



3. Beltline's West End Trail

Connected to Adair Park, the Beltline's West End Trail is being revitalized with new businesses, restaurants, and breweries.



2. West End Marta Station

West End Marta Station is on the north-south line of MARTA connecting West End directly with the airport, downtown, midtown, and buckhead.

Pedestrian Orientation

Interventions & Recommendations

- Bike path loop to activate area and encourage foot and bike traffic from Colleges to Beltline and through West End
- Improve getting from Marta to West End
 - Pedestrian Crossing Signals (short term)
 - Pedestrian Bridge (long term)
- Planters on sidewalks to make sidewalks more pedestrian friendly
- Historic walking path (recommended by KSU)

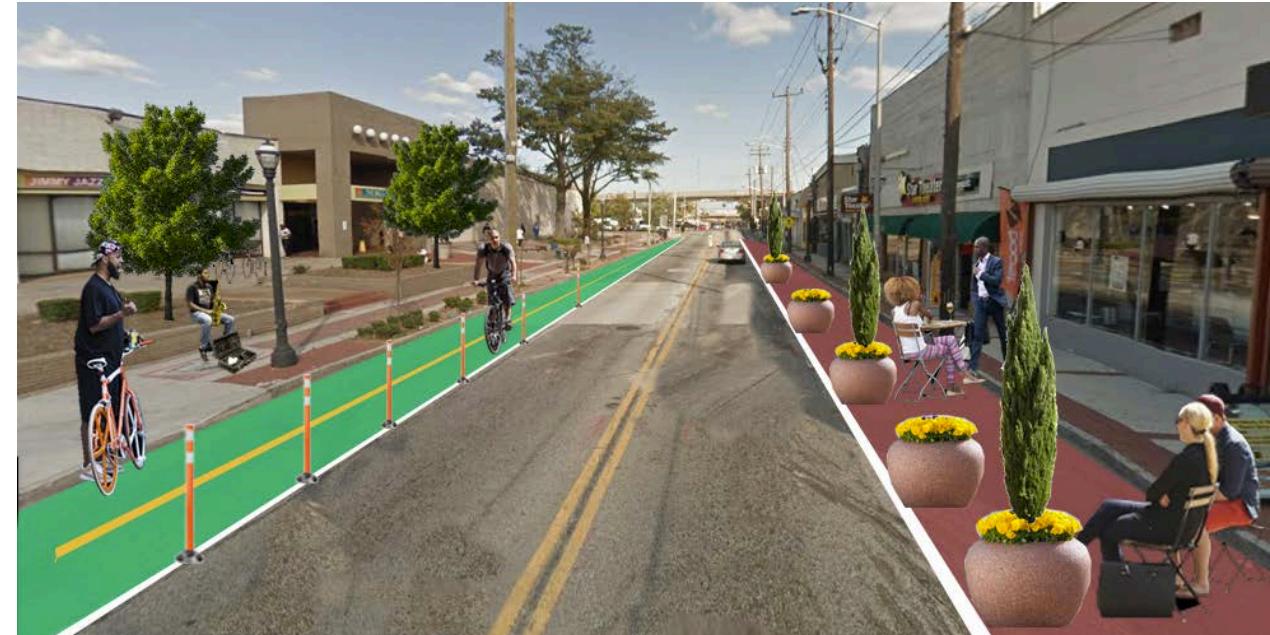


Improved Pedestrian Infrastructure



Google

Current Condition: Ralph David Abernathy Blvd
Inadequate sidewalks along storefronts
No space for bicycles



Immediate Intervention – road diet
Painted pedestrian and bike zones
Delineators and potted plants
Outdoor chairs and tables
Estimated \$50K for blocks between Lee St and Joseph Lowery Blvd

West End Infrastructure

Opportunities and Challenges

- Infrastructure is dated and car-centric.
- Lack of connectivity to beltline.
- No unique features or community identifiers.
- Opportunity to do quick, cost-effective, and transformative interventions.
- Improved lighting reduces crime and increases appeal.
- Traffic study and signalization upgrades are needed.

Survey Feedback

- Facelift of commercial corridors was a priority for CID members
- Survey respondents cited a desire for improved roads, more parks and greenspace
- Desire to attract businesses that would attract new and more patrons to area
- Existing infrastructure rated as either average or low quality



Infrastructure Interventions

Immediate Interventions (<5 years)

- Ralph David Abernathy road diet (paint, planters, and posts)
- Lee Street Cycle Track from RDA to Beltline
- Re-open alley between York Avenue and Ralph David Abernathy

Mid-term (5-10 years)

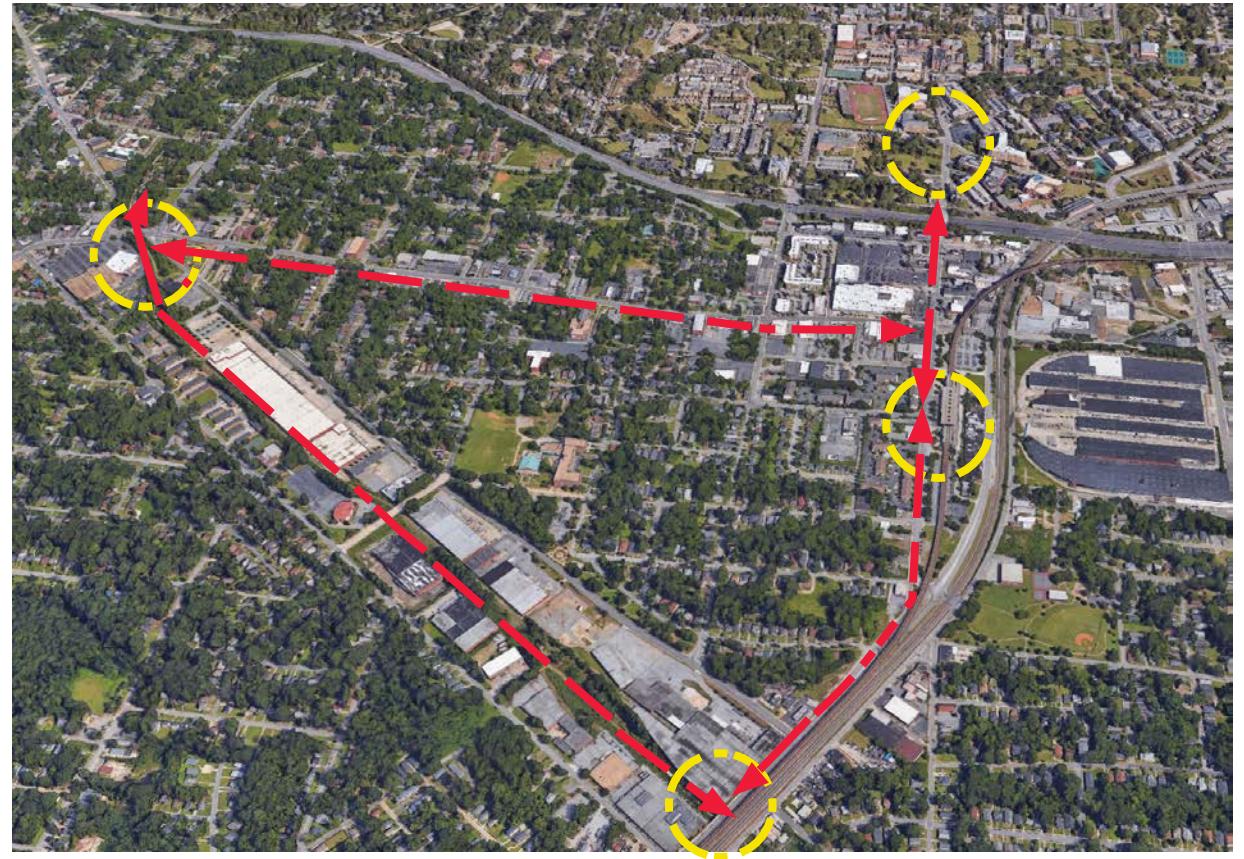
- Streetscape on Oak, Evans, York Streets
- Lee Street Bridge at I-20
- PATH spurs along RDA and Lee Street
- MARTA bridge over RR. tracks



Image courtesy of Dr. Mine Hashas-Degertekin
Kennesaw State University

West End Bike Path Loop

- Connects Beltline, West End MARTA, and Atlanta University Center
- Activates area through increased ridership.
- Serves as critical connection of nodes.



West End Bike Path Loop



Current Condition – Lee Street At Beltline
Inadequate pedestrian connection to West End District
No Directional Signage



Immediate Intervention – Cycle Track to Westside Beltline
Painted bike zones offer additional pedestrian protection along sidewalk.
Delineators separate cycle track from cars
0.9 miles - Estimated \$75,000 for Lee Street Corridor

Shared Street



Current Condition – Alley Between York Av and Ralph David Abernathy
Closed alleyway, lack of pedestrian activity
No Directional Signage



Image courtesy of Dr. Mine Hashas-Degertekin
Kennesaw State University

Immediate Intervention – Alley Between York Avenue and Ralph David Abernathy
Add “shared street” - invite slow vehicle traffic and pedestrians to mix.

Gateway Feature



Lee Street Bridge
Lack of visual appeal or iconic gesture
Poor connection to Atlanta University Center.



Lee Street Bridge
Create an iconic gateway to West End.
Provide dedicated cycle lanes to AUC.
Courtesy of Kennesaw State University Department of
Architecture

Image courtesy of Dr. Mine Hashas-Degertekin
Kennesaw State University

Community Identity & Character

Benefits of community identity

Stronger feelings of safety and security, increased participation in community affairs and are more likely to vote, recycle, help others and volunteer (Schweitzer 1996).



WolfPack ATL performing in the West End

Community: Inside vs. Out

What people are saying about the West End
From the internet...

- Sketchy gas stations, but fine during the day
- Restaurants are OK, but not like_____
- Terrified of gentrification and displacement
- Crime and safety
- Dangerous pedestrian experience
- Beltline is amazing

What three words would you like for visitors to use when they describe the west end?

- Safe, beautiful and thriving
- Historic, Forward, Trending
- Eclectic, destination, walkable
- Hip, cool, accessible



Community Identity

Opportunities and Challenges

- Strong historical context
- Balancing gentrification and displacement
- Unique retail offerings
- Zoning and development challenges
- Tilting mainstream without stereotyping blackness

Community Feedback

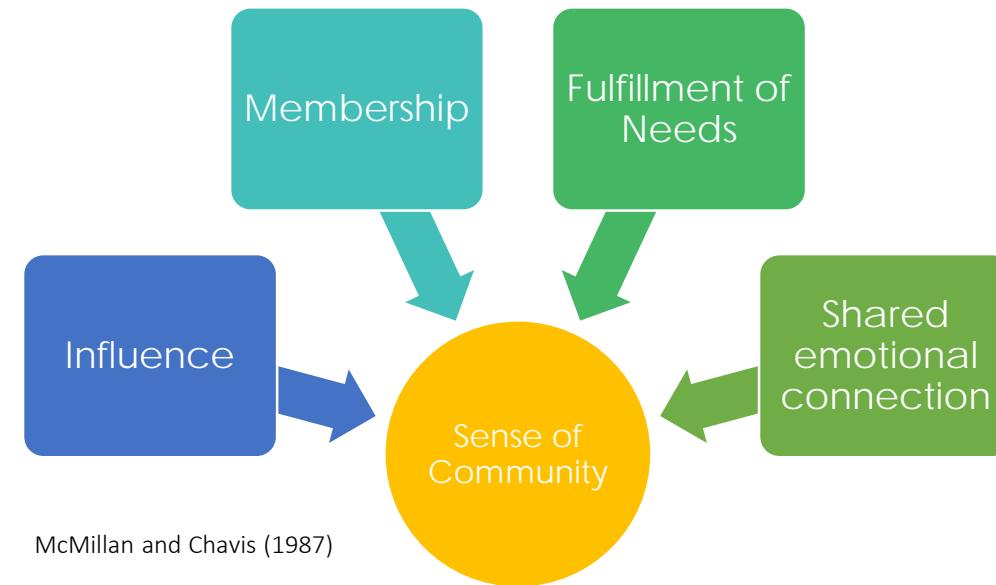
- Maintain community identity amidst change
- Improved retail offerings (big box, restaurants)
- Crime
- Beautification



Community Identity

Objective: To articulate The West End's character so that its residents and businesses have a renewed sense of pride that attracts visitors.

The first step is to create a sense of community among existing residents and businesses.



U Street, Washington, DC

- Once nicknamed "Black Broadway,"
 - U Street was once the center of entertainment for the African-American community before being destroyed by the 1968 riots.
 - It has since emerged from the challenges that followed the riots
-
- **Interventions & Milestones**
 - Street banners
 - Small business development
 - Commercial activations (pop ups)



Ben's Chili Bowl founder Virginia Ali in front of her iconic restaurant

Bronzeville, Chicago

- Popular destination during Northern Migration
- Likened to Harlem Renaissance
- Extreme depopulation and blight left architectural gems abandoned
- Considered dangerous by outsiders
- Large cottage industry

Interventions & Milestones

- Resurgence of festival culture
- Partnerships to support home based entrepreneurs
- Revival of Arts and Music legacy



Bronzeville's Art District Trolley

Community Identity: Recommendations

Short Term: Internal messaging

0-6 months

- Engagement
- Community Branding
- Social Media
- Promotion of West End community flag



Mid Term: Attracting visitors

6-24 months

- Business-oriented Festivals
- Community Newsletter
- Streetscaping & Wayfinding Signage
- Partnership with AUC



Long Term: Regional Visibility

24 months+

- Community Gateway
- Small business development
- Retail leakage study



Community Identity: Key Stakeholders & Resources

Community Engagement Partners



MOREHOUSE
COLLEGE



CLARK ATLANTA
UNIVERSITY



Spelman College



Implementation & Financing Resources



THE ARTHUR M. BLANK
FAMILY FOUNDATION



REINVESTMENT
FUND



KPMG FOUNDATION



Georgia Department
of Transportation



ACCESS TO CAPITAL FOR ENTREPRENEURS

Summary:

- **Community engagement** is important
- Area rated as very “walkable,” but **no one wants to walk it**
- West End is **positioned** very well for future **success**
- There is already positive **momentum** building at West End
- Focus on some **quick wins** to help **build momentum** – especially infrastructure



Historic
since 1835
**WEST
END**

ULI Urban Land Atlanta
Institute