

FY 2012
Livable Centers Initiative
Study Application

Lakewood LCI

Sponsors:

City of Atlanta & the Atlanta Development Authority

City of Atlanta Contact:

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ADA

Atlanta Development Authority



ATLANTA REGIONAL COMMISSION



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CITY OF ATLANTA
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JAMES E. SHELBY
COMMISSIONER

CHARLETTA WILSON JACKS
DIRECTOR
Office of Planning

December 15, 2011

Douglas R. Hooker, Executive Director
Atlanta Regional Commission
40 Courtland Street, NE
Atlanta, GA 30303

Dear Mr. Hooker:

This letter is to formally express strong support of the Department of Planning and Community Development's proposals for the Memorial Drive, Lakewood Fairground and Cycle Atlanta: Phase 1.0 LCI project applications. This Department will provide all available resources and that of other City Departments to make these projects a reality in impacted neighborhoods.

The City of Atlanta is submitting the Memorial Drive application for new Livable Center Study (LCI) area because of the study area's potential for appropriate and dense nodal development connected by safe and multi-modal transportation. The study seeks to develop a vision that will guide redevelopment of the corridor.

The Lakewood proposed project will formulate strategies to balance growth and development surrounding the Lakewood Fairgrounds and its emergence as a vibrant economic development center focused on the film industry and the need for strategies to promote connectivity throughout the adjacent neighborhoods.

The Cycle Atlanta: Phase 1.0 study will assist the City of Atlanta with the implementation of both the *Connect Atlanta Plan* and *PLAN 2040* by providing us with a set of innovative recommendations for cycling facilities within the urban core. These recommendations will be developed cooperatively with community residents, business owners and cycling advocates, thus ensuring that the plan is feasible and fundable.

We look forward to working with your agency on these worthwhile projects.

Sincerely,

James E. Shelby, Commissioner

LCI Application Form

Date: December 16, 2011

Type of Study Requested (select one):

New LCI Study Area LCI Supplemental Study PLAN 2040 LCI Innovation

Name of responsible organization: City of Atlanta, Department of Planning & Community Development

Name of contact person: James E. Shelby

Title: City of Atlanta Commissioner **Department:** Planning & Community Development

Address/City/State/Zip: 55 Trinity Avenue, Suite 3350, Atlanta, GA 30303

Telephone: (404) 330-6070 **E-mail:** JShelby@AtlantaGa.Gov

Non-profit designation: Government Agency

Study area name and location: Lakewood LCI Study

Atlanta, GA

Total study budget: \$210,000

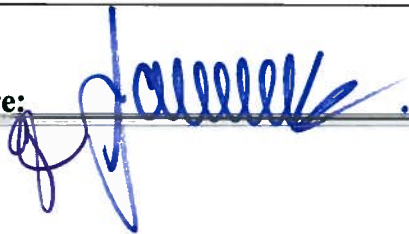
Funds requested: \$150,000 **Cash Match:** \$60,000

Maximum funding requested: New LCI study areas = \$150,000; Supplemental studies and PLAN 2040 LCI Innovation = \$80,000. All studies must include at least 20% cash match of the total study budget.

Is the study proposal consistent with the adopted local Comprehensive Plan? If not, explain:

Yes

Signature:

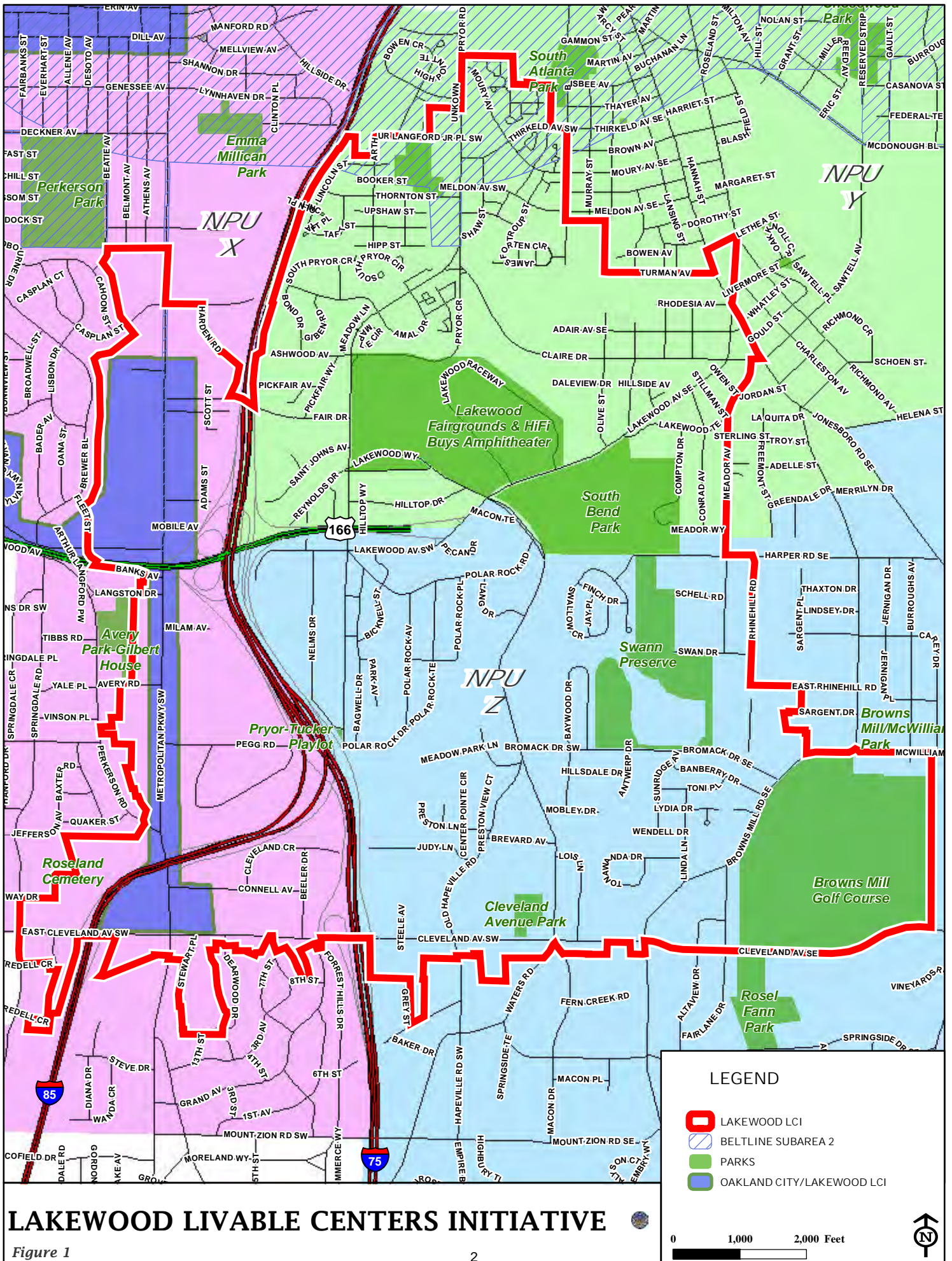


Study Area

The Lakewood Study Area is located in the southwest and southeast quadrants of the City of Atlanta, in Fulton County. The study area lies within City Council Districts 1 and 12, and Neighborhood Planning Units (NPU) X, Y, and Z. It is located between downtown Atlanta and Hartsfield-Jackson Atlanta International Airport. The City of East Point is located to the west of the study area. The boundaries are the Atlanta Housing Authority redevelopment of the Villages at Carver along Pryor Road to the north; the commercial properties fronting Jonesboro Road and Lakewood Avenue to the east (from Lethea Street to Sawtell Avenue); the properties fronting Cleveland Avenue to the south; and the properties fronting Metropolitan Parkway to the west. The Metropolitan Tax Allocation District (TAD) and a portion of the BeltLine Subarea 2 are part of the study area. Furthermore, the proposed study area includes grandfathering the Metropolitan Parkway corridor extending south to Cleveland Avenue of the Oakland City/Lakewood LCI, completed by the City of Atlanta in 2004. The study area covers approximately 2,683 acres of land and includes all or portions of Census Tracts 55.02, 65, 67, 70.01, 70.02, 73, 74, and 75 in Fulton County. Focal points of the study area are the Lakewood Fairgrounds at the corner of Pryor Road and Lakewood Way and the Metropolitan Parkway, Jonesboro Road, and Cleveland Avenue commercial corridors. Area-wide and regional transportation access is provided via Langford Parkway, I-85 and I-75.

In the 2011 Comprehensive Development Plan, the study area has multiple character area designations including Conservation/Greenspace, Traditional Neighborhood Existing and Redevelopment, Redevelopment Corridor, Neighborhood Center and Other. Character Area Policies for the study area are in the Appendix.

The proposed Lakewood study area is an Equitable Target Area (ETA) community. It is classified as a High to Very High Equitable Target Area. The study area boundary and location is shown in Figure 1.



Matching Funds

The City of Atlanta and the Atlanta Development Authority have committed to matching up to 20% of the LCI funding. On December 5, 2011, the Atlanta City Council passed a Resolution giving authorization to the City of Atlanta to apply for the LCI Grant for the Lakewood LCI and to commit up to the 20% match. Matching funds will be \$60,000. The sources of the matching funds are listed below. The total match equals 28% of the study cost.

- City Council District 1	\$ 5,000
- City Council District 12	\$ 20,000
- Screen Gems Studios	\$ 20,000
- <u>Atlanta Development Authority</u>	<u>\$ 15,000</u>
TOTAL	\$60,000



11-R-1692

**A SUBSTITUTE RESOLUTION
BY: COMMUNITY DEVELOPMENT AND HUMAN RESOURCES COMMITTEE**

A RESOLUTION AUTHORIZING THE MAYOR TO APPLY FOR A LIVABLE CENTERS INITIATIVE (LCI) GRANT FROM THE ATLANTA REGIONAL COMMISSION (ARC) IN AN AMOUNT NOT TO EXCEED TWO HUNDRED AND TEN THOUSAND DOLLARS AND NO CENTS (\$210,000) IN ORDER TO CONDUCT AN LCI STUDY FOR THE LAKEWOOD COMMUNITY; AND FOR OTHER PURPOSES.

WHEREAS, the City of Atlanta participates in the Livable Communities Initiative (LCI) program sponsored by the Atlanta Regional Commission (ARC); and

WHEREAS, the purpose of the LCI program is to define activity centers and corridors in local jurisdictions to help spur private and public investment in and adjacent to these centers; and

WHEREAS, the City has received notification from the ARC that funds are available for new LCI corridor studies; and

WHEREAS, the City desires to apply a grant from the ARC, in an amount not to exceed Two Hundred and Ten Thousand Dollars (\$210,000) in order to conduct a LCI study for the Lakewood community; and

WHEREAS, in the event that the City receives said grant, the ARC requires 20 % matching funds for the grant amount approved by the ARC; and

WHEREAS, matching funds for this study will be provided by the City of Atlanta, Atlanta Development Authority and private sources.

NOW, THEREFORE BE IT RESOLVED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA, as follows:

BE IT FURTHER RESOLVED: That the Mayor is hereby authorized to apply for a Livable Centers Initiative (LCI) grant from the Atlanta Regional Commission (ARC) in an amount not to exceed \$210,000 for the Lakewood LCI Study; and

BE IT FINALLY RESOLVED, that the Lakewood LCI Corridor Study will require 20% in matching funds to be provided by the City of Atlanta, Atlanta Development Authority and private sources.

A true copy,

Deputy Clerk

ADOPTED by the Atlanta City Council
APPROVED by Mayor Kasim Reed

DEC 05, 2011
DEC 12, 2011

Issue Statement

Study Need

The City of Atlanta and the Atlanta Development Authority are proposing the Lakewood area as a Livable Centers Initiative study area because of its significant potential for sustainable and transit-supportive redevelopment that will support and impact economic development in the City and the Region. The former Lakewood Fairgrounds serves as a catalyst for film production, related economic development activity and should emerge as a major regional activity node/employment center, while preserving surrounding mixed-income neighborhoods. It is envisioned that the area will continue to be a major gathering space for concerts and exhibits as well as continue to attract movie and television production. As a major regional activity node/employment center in the area, the Lakewood Fairgrounds will be supported by mixed-income/mixed-use communities, commercial nodes, various transportation modes, and green and open space infrastructure.

Although the surrounding areas are centered around the Lakewood Fairgrounds, the advantage of having such a major activity center located in their area has been overshadowed by the presence and perception of blighted communities, high crime, environmental distress, poor connectivity to commercial nodes, large tracts of vacant or underutilized land, and the lack of retail services. The study area is comprised of older neighborhoods with major development opportunities. Funding under this study will promote a balance growth between the communities and jobs.

Study Purpose

The purpose of this study is to formulate strategies to balance growth and development at the Lakewood Fairgrounds emerging regional center and surrounding neighborhoods. The plan will focus on leveraging the concert venue and increasing the attraction of new movie and television production jobs and employment sites while providing opportunities for supportive mixed-use/mixed-income development, connectivity among various commercial nodes, employment districts, neighborhoods, and community facilities. The study will highlight improving mobility and accessibility for all modes of transportation within the area to people of all ages and income levels. Promoting sustainable redevelopment of underutilized areas and improving transportation infrastructure while promoting transit supportive redevelopment are crucial to the livability and growth of the area. This study and proposed plan will allow the City to capitalize on the redevelopment of Lakewood Fairgrounds as an emerging activity node. The key to the success of the proposed LCI study is to establish and refine the area's identity and help create a "sense of place" with public amenities that will encourage social interaction.

Desired Outcomes

There are several desired outcomes that are expected of this study:

- a. Capitalize on the redevelopment of Lakewood Fairgrounds as a catalyst for film production related development by establishing a vision for the site and determining the appropriate mix of uses including office, retail, mixed-income housing, parks, civic and recreational uses and the supporting uses needed to help the film industry reach its full potential in this area.
- b. Highlight the strengths to build on and the challenges to overcome as well as ways to remove barriers to promote development and redevelopment.
- c. Determine a balance of mixed use that will further provide for the redevelopment of key parcels in an around the Crossroads Shopping Center as the gateway for the film/television major development.
- d. A development plan supported by market information providing a wide variety of appropriate type of housing and range of affordability while preserving existing single-family neighborhoods including a strategy for redevelopment of aging commercial and industrial buildings as well as an industrial mixed-use zoning category.

- e. Development of conceptual plans for the Lakewood Fairground and the area within quarter of a mile of the development, including the Crossroads Shopping Center and also a concept plan for the Lakewood Heights Historic District neighborhood –serving retail while preserving its historic character.
- f. A transportation plan that will support the proposed mixed-use development intensity including connectivity to other emerging activity centers such as Fort McPherson and the streetcar related transportation development in the BeltLine.
- g. A transportation plan to utilize/improve existing transportation infrastructure, to improve mobility in the area, to increase street connectivity, to improve pedestrian infrastructure and to provide new types of transportation infrastructure, including the extension of the streetcar, light rail, and connections to the Lakewood MARTA Station.
- h. A trails plan including existing, planned and proposed trails to connect existing and emerging activity/commercial centers, neighborhoods, community and cultural facilities as well as to connect to a major regional trail system.
- i. A strategy to create jobs, to improve skills and to encourage creation of small businesses utilizing the existing educational and workforce development facilities.
- j. A knowledgeable and empowered community that will assist in ensuring that development goals are realized.

Advancement of the LCI Program Goals

Goal 1 *Encourage a diversity of residential neighborhoods, employment, shopping and recreation choices at the activity center and town center level; housing should be given strong focus to create mixed-income neighborhoods and support the concept of “aging in place”;*

The City of Atlanta strives to create communities that are inclusive and diverse. Lakewood Fairgrounds is becoming a major regional activity node/employment center that will be supported by various transportation modes, greenspace infrastructure, mixed-income, mixed-use communities and two educational facilities. The Lakewood Amphitheatre and Screen Gems Studios are located on the site, supporting the need to redevelop the area. The LCI study will assist in the City’s goal to leverage such public and private resources for new sustainable growth and development.

The Villages at Carver, the former Atlanta Housing Authority (AHA) project, is a mixed-income/mixed-use community with opportunity for additional development. Nearby is Park Place South, a 38-acre mixed-income, lifelong community that has two planned phases and currently has a 100-unit senior facility. The redevelopment of AHA housing and surrounding underutilized, vacant property will provide housing diversity, creating mixed-income communities to support individuals of various age groups. The influx of residents to the study area will provide opportunities and potential market for commercial uses and services.

The Metropolitan Parkway Plan envisions a vibrant corridor and redevelopment of key activity nodes including Lakewood Fairgrounds, the Crossroads and Kmart Shopping Centers, and Cleveland Avenue/Metropolitan Parkway.

Integrating multi-use trails, parks and open space through connections to existing facilities as well as expansive parklands accessible to the communities and preserved natural and historic features are a primary focus in the study area. The study area has a large concentration of parks, open space and other community facilities including the Browns Mill Golf Course, a cultural arts center, dog park, community garden, Zone 3 Mini Precinct and the John Birdine Center as well as the proposed Southtowne Trail. In order to maximize its benefits for the community, greenspace must be interconnected to the greenway system, including greenway corridors, multi-use trails and complete streets.

The Lakewood Heights Historic Retail District has historical significance that needs to be preserved. This LCI study proposes a rehabilitation program to address needed repairs along with consideration of a national Register District designation.

Goal 2 *Provide access to a range of travel modes including transit, roadways, walking and biking to enable access to all uses within the study area.*

The 2009 Connect Atlanta Plan, also referred to as the City's Comprehensive Transportation Plan, identified the Lakewood Fairgrounds area as one of several focus areas. Preliminary area concepts identified in the plan include frequent high-capacity streetcar service to downtown, new roundabouts, added capacity along Cleveland Avenue, complete street improvements along Jonesboro Road and a portion of Lakewood Avenue, pedestrian safety improvements, new pedestrian-oriented street network within Lakewood Fairgrounds, and several new street connections within the study area, many of which would provide for enhanced bicycle access. The Appendix shows projects identified in the Connect Atlanta Plan that will promote sustainable development for the area.

This study will focus on corridor redevelopment, linking the BeltLine transit and streetcar service to the area, and an opportunity to tie existing MARTA service into growth areas for transit improvements as part of redevelopment. Provision of transit amenities as well as redevelopment of more intense land uses will result in increased ridership in existing transit services and in the future may lead to additional service and expansion into the Lakewood area. Better pedestrian infrastructure and provision of bicycle facilities will promote walking and biking and make new retail developments more accessible. Finally, integrated land use patterns and more compact development will lead to improved transit service and better pedestrian infrastructure.

Goal 3 *Develop an outreach process that promotes the involvement of all stakeholders (including those not often involved in such planning efforts).*

Community engagement will be interactive and educational, building upon the momentum of our traditional outreach efforts from our previous LCI studies as well as new and innovative outreach efforts. Outreach activities and information will be distributed to the community by an LCI Study Area website and online surveys/webinars, the City's cable television channel, The City's Neighborhood Planning Units (NPU) located in the study area, and public meetings/workshops. Business and property owners, government agencies as well as senior citizens, youth and other underserved populations will be targeted for inclusion in the process. A Stakeholders Advisory Committee will be created for the study area that will include both public and private sector partners. Each member will be requested to disseminate program information through their many channels of communication to include newsletters, website announcements, meetings with their constituent groups, and to provide information at public/private meetings they attend. The public involvement process will ensure maximum participation of public and private parties in the development of the plan.

Regional Significance

Role of the Study Area in Regional Growth and Development

The study area has the advantage of the Limited Access/Freeways Langford Parkway (State Route (SR) 166) and I-85 and I-75 interstates. Metropolitan Parkway is a major thoroughfare and part of the Strategic Regional Thoroughfare Network (SRTN) and a portion of the U.S. Highway 19/41 and SR 3. It is also part of the Regional Strategic Transportation System Bike Study Corridor. Jonesboro Road is also part of the Strategic Regional Thoroughfare Network and SR 54. Lakewood Avenue and Cleveland Avenue are Regional Strategic Transportation Systems (RSTS) in the study area. Pryor Road, Claire Drive, and Lakewood Way are classified as collector streets.

Demographics

The study area experienced a population increase since 2000. From 2000-2002 the Villages at Carver and Park Place South completed 980 units, remaining phases are still underway. In order for the area to accommodate growth while preserving the lower density character of the adjacent neighborhoods, increased housing and employment intensity would occur along the activity nodes such as Lakewood Fairgrounds, Metropolitan Parkway, Cleveland Avenue and Pryor Road.

According to the 2010 Census, the study area’s total population is nearly 10,917. As part of the 2011 Comprehensive Development Plan, a 20 year population forecast for the City of Atlanta and for each NPU was developed. The forecast shows continued population growth between 2010 and 2030 in NPUs X, Y, and Z.

Forecasted NPU Population Change 2010 to 2030								
NPU	2000	2010	2020	2010-2020 Change	2030	2020-2030 Change	2010-2030 Change	Total Population Growth
X	14,999	17,570	18,890	7.5%	19,680	4.2%	12.0%	2,110
Y	12,472	15,490	17,700	14.3%	19,400	9.6%	25.2%	3,910
Z	24,210	34,820	38,320	13.9%	38,320	10.1%	25.3%	7,740
City wide	417,425	538,640	599,670	11.3%	643,330	7.3%	19.4%	104,690

According to ARC’s 2009 employment data, there are 9,290 jobs in the Census Tracts that cover all or portions of the study area. Manufacturing, wholesale trade, retail trade, transportation and warehousing, administrative/waste management, educational services, health and social assistance, accommodation and food services, and public administration are the dominant employment categories. The Arts, Entertainment, and Recreation sector is forecasted to be emerging as another employment opportunity for the area.

Regional Transportation Goals: The Lakewood LCI study will support the Regional Transportation Goals. The plan’s focus on providing transportation choices will improve accessibility and mobility for people. It will also improve the safety and efficiency of the transportation infrastructure. The plan will support policies that will improve the environment and the quality of life by reducing the regional demand for automobile travel and creating mixed-use nodes that are within walking distance of residents. The Lakewood Fairgrounds will be a catalyst to encourage redevelopment and will be a guide to stimulate economic development in and around the site as well as along the Metropolitan Parkway, Pryor Road, Cleveland Avenue, and Jonesboro Road activity nodes.

Regional Development Plan Policies: The Study will advance the RDP Policies. The proposed study is consistent with the Developed Area Policies. The plan will encourage development along an emerging activity center and surrounding areas and will provide opportunities for infill, transit oriented and mixed-use development/ redevelopment. The study will also seek to support the Housing and Neighborhood Policies, particularly protecting the integrity of existing neighborhoods and encouraging housing diversity and choice in a range of densities and prices. The plan will explore ways to promote redevelopment around the focus area into a mix of uses that support the existing community. The Lakewood LCI study will focus on creating a more livable, community-based environment for existing and future residents and workers. In addition to the newer residential development north of the Lakewood Fairgrounds area, there are stable, mature neighborhoods located in the surrounding area. It is important that the study analyze and make recommendations to preserve these older communities, as they add value and character to the area as a whole. It is also vital that the study address ways of ensuring housing for individuals and families of diverse incomes and age groups that live within the study area.

Atlanta Region Unified Growth Policy Map: The proposed Lakewood Fairgrounds regional activity center area has a Recreation District designation according to the ARC's Atlanta Region Unified Growth Policy Map (UGPM). The Jonesboro Road corridor has a Redevelopment Corridor designation and the neighborhoods in and surrounding the study area are designated as Maturing Neighborhoods. The City of Atlanta is building on the opportunity the film related industry has created and is joining efforts with the Atlanta Development Authority and other organizations to support this area as an emerging regional activity center. Existing and proposed land uses and desired outcomes of this LCI support the UGPM designations.

Congestion Mitigation Task Force: The Congestion Mitigation Task Force was charged with cost-effectively reducing congestion. One of its recommendations is to increase the weight of congestion factor to 70% when evaluating transportation projects for funding. Transportation recommendations from this study will seek to reduce congestion along the Metropolitan Parkway and Jonesboro Road corridors. Some existing and potential recommendations are to build more capacity by increasing and adding transit service, increasing efficiency with better signalization, removing bottlenecks, and land development to reduce vehicular travel.

PLAN 2040 Objectives

Objective 1 *Increase mobility options for people and goods.*

The study seeks to improve access to the Lakewood area for all transportation modes. This includes improving connections to the Lakewood MARTA Station to the study area by Bus Rapid Transit (BRT), continuing implementation of the Southtowne Trail (from Southside Park to the BeltLine/McDonough Blvd), improving connections for all pedestrians and motorists along Fair Street- between Lakewood Avenue and Metropolitan Parkway- and converting Lakewood Freeway into a Boulevard.

The Atlanta streetcar and the BeltLine projects are complementary elements of the City's Connect Atlanta Plan to increase mobility, sustainable development and livability of the City. Although the Transit Planning Board Concept 3 Plan recommended Arterial Rapid Bus along Pryor Road, this study envisions the extension of the streetcar along Pryor Road to the Lakewood Fairgrounds. The streetcar long term vision is to connect the metro area and the Region. Under the State's proposed Transportation Investment Act, to be voted by referendum in July 2012, the BeltLine project is estimated to receive \$602 million over the next ten years to further invest in this project.

Objective 2: *Foster a healthy, educated, well trained, safe, and secure population.*

Screen Gems is a key employer at the Lakewood Fairgrounds for the film industry. The study seeks to educate the population in film related jobs and to promote development of businesses that will serve the film industry.

Opportunities exist to build on the City of Atlanta initiative “Community Jobs Task Force” and on the Regional initiative “Georgia Entertainment and Media (GEM).” Both initiatives are designed to link education and workforce development efforts and align them with the growing entertainment and media industry in the City and Region.

Objective 3 *Promote places to live with easy access to jobs and services.*

One of the study objectives is to increase jobs and services around where people currently live and plan to live. Key areas for increased services are in the South Atlanta neighborhood commercial node, along Metropolitan Parkway and along Pryor road across from the former Carver Homes. Completion of the Southtowne trail will provide opportunities for recreation. Improved access to the Lakewood Amphitheatre during concerts will improve access to entertainment opportunities.

Objective 4 *Improve energy efficiency while preserving the region’s environment.*

The Lakewood Fairgrounds includes environmentally sensitive land and it is near other similar parcels owned by the Department of Watershed Management. The plan seeks to provide bike and trail connections along the parcels in order to connect to existing and proposed trails. The plan seeks to promote redevelopment of commercial uses along Metropolitan Parkway, Jonesboro Road and Pryor Road. The reuse of Lakewood Fairgrounds vacant buildings into a film, video and television infrastructure highlights the sustainable use of resources.

Objective 5 *Identify innovative approaches to economic recovery and long-term prosperity.*

The plan seeks to promote economic development opportunities around the entertainment and media production industry to capitalize on the Georgia Entertainment Industry Investment Act which plays a key role in the television, music and video production growth. The Georgia Entertainment Industry incentive provides as much as 30 percent tax credits for qualified production and post production expenditures. Currently, Georgia is 4th in the nation attracting this type of business. This initiative has attracted two film studio facilities to the City of Atlanta. Tyler Perry Studios is located within ten minutes from Lakewood Fairgrounds, home to Screen Gems Studios. It also capitalizes on the study area and regional assets that are attractive to the media and entertainment industry such as Turner Entertainment-which includes CNN, Cartoon Network, Turner Broadcasting Studios, and the National Weather Channel. The study will leverage state efforts to support and develop digital entertainment and media by working through the industry networks to identify ways for the City and Region to take advantage of the programs and resources made available through the state. The key to economic recovery and prosperity is cooperation and partnership with various levels of government and establishing public/private partnerships with key stakeholders. Examples of these initiatives include the City’s Community Jobs Task Force and in 2010, the Atlanta Development Authority submitted an application to the Department of Community Affairs to create 33 opportunity zones, among them 5 activity nodes identified in the Metropolitan TAD as redevelopment opportunities. Opportunity zone designation provides state job tax credits and provides incentives for job growth and creation.

Scope of Work

1. PLAN PRESENTATIONS

- 1.1 Plan Preparation
- 1.2 Land Use
- 1.3 Transportation and Circulation
- 1.4 Economic and Market Analysis
- 1.5 Urban Design
- 1.6 Housing
- 1.7 Economic Development
- 1.8 Public Involvement

2. DELIVERABLES

- Efficiency/feasibility of land uses and mix appropriate for future growth including new and/or revised land use regulations needed to complete the development program.
- Transportation demand reduction measures.
- Internal mobility requirements, including traffic calming, pedestrian, transit and bicycle circulation, safety and security of pedestrians.
- Mixed-income housing, job/housing match and social issues.
- Continuity of local streets in study area and development of a network of minor roads.
- Need/identification of future transit circulation systems and freight routes.
- Connectivity of transportation to other centers.
- Community organization, management, promotion and economic restructuring to ensure implementation.
- Identification of stakeholder participation and support.
- Public and private investment policy.
- Strategy for economic development/investment in the area.

2.1 Summary Document

- A description of the study process and methodology, data gathering techniques and findings, and general study outcomes.
- A description of the public participation process used to achieve a community-supported program of activity center improvements.
- A description demonstrating how the study addressed each of the required 10 LCI study components.
- Maps and other graphic depictions to support the plan that includes, but are not limited to, existing land use, future land use, existing transportation facilities, proposed transportation improvements, and typical cross-sections.
- A market or fiscal feasibility analysis that supports the plan recommendations and ensures the proposed plan is realistic.
- An implementation strategy.
- A 5-year schedule of actions that are planned in the study area to implement the study goals, programs and projects and Lifelong Communities principles. Schedules should include start date, completion date, cost estimate and responsible party. This schedule should include specific actions that implement the findings (including the need for supplemental studies) from each of the 10 study components, including but not limited to:
 - A 5-year prioritized description of transportation improvement projects and actions that will support the study area goals;
 - Housing should be given specific and clear emphasis by developing a description of housing strategies, particularly for affordable and mixed-income housing developments, that support a job-housing match, aging in place, and efficient utilization of transportation facilities in the study area; and

Lakewood LCI

- A description of the changes necessary within the comprehensive plan, zoning ordinance, development regulations or other locally adopted plans to support study actions, including a committed schedule for adopting such changes.

Additionally, a population and employment data section shall be included as part of the LCI Study summary. This section shall contain a comparison of development under current conditions and development under the proposed LCI plan. The data in this section shall contain, at a minimum, current and 25-year projection figures (in five-year increments) for the following areas:

- Housing Data
 - Existing/projected housing units and population
 - Distribution of housing units by type (attached, detached, single family, etc.)
- Employment Data
 - Existing/projected jobs/type of jobs
 - Area (square footage) of future non-residential development

The Project Managers for this LCI project will be:

City of Atlanta: Garnett Brown
Atlanta Development Authority: Flor Velarde, AICP

Project Budget

Public Involvement	
Outreach and Coordination	\$ 10,000
Stakeholder Interviews	\$ 5,000
Public Workshops and Meetings	\$ 15,000
Subtotal	\$ 30,000
Study Development	
Research, Data Collection and Analysis	\$ 50,000
Plan Development and Market Study	\$ 70,000
Subtotal	\$ 120,000
Study Deliverables	
Strategies, Policy Recommendations and Implementation Goals	\$ 15,000
Action Plan for Transportation and Development	\$ 15,000
Action Plan for Economic Development	\$ 15,000
Illustrative Plan, Graphics, Mapping, and Printing	\$ 15,000
Subtotal	\$ 60,000
Project Total	
	\$210,000

<i>Funding Plan</i>	
Local Match	\$ 60,000 (28.6%)
Grant Request	\$ 150,000 (71.4%)
Project Total	\$210,000 (100%)

Project Schedule

Date	Project Activity
May 2012	Anticipated execution of awarded LCI contract
June 2012	Advertise RFP
August 2012	Begin study-assemble core team and community stakeholders
August 2012	Interview, select consultant and execute contract with consultant
September 2012	Stakeholder Advisory Committee Kickoff Meeting
September- December 2012	Conduct public involvement/education program. Begin inventory and assessment which includes surveys, research and analysis, data collection/GIS, creation of a vision statement and SWOT analysis
January-February 2013	Public Meetings and Workshops
February-March 2013	Conceptual design, plan, recommendations, and implementation action plan.
March 2013	Review and comment on draft plan
March 2013	Finalize study plan, recommendations, and implementation/action plan. Produce final report.
April 2013	Present final plan to the public
April 2013	Submit final report to ARC
April 2013	Present final study report and recommendations to the NPU's and place on the Atlanta City Council agenda for consideration.

Stakeholder List

Atlanta has made a concerted effort through previous LCI studies to develop partnerships and relationships with entities that have a stake in Atlanta’s activity centers. Major community-based organizations and stakeholders are listed in the table below. Additional stakeholders will be identified after notification of LCI award.

ORGANIZATION	DESCRIPTION	PROJECT ROLE
Atlanta Beltline, Inc.	Development Agency	Development of greenspace, transit, & affordable housing
Atlanta Housing Authority (The Villages at Carver)	Housing Agency	Low-moderate income housing development
Atlanta Development Authority	Economic Development Agency	Promote redevelopment/revitalization projects
Atlanta Metropolitan College	Educational Facility	Community Jobs Taskforce
Atlanta Technical College	Educational Facility	Community Jobs Taskforce
City of Atlanta Watershed Management Site	Operations Facility	
Atlanta Workforce Development Agency	Workforce Development	Service Provider
Council District (CD)1	Legislative Jurisdiction	Area representative
Council District (CD)12	Legislative Jurisdiction	Area representative
Crossroads Shopping Center	Neighborhood Commercial	Business representative
Department of Parks, Recreation, and Cultural Affairs	City Department	Creation of greenspace, recreation centers, and trails
Georgia Department of Transportation	Transportation Agency	State Transportation projects
Lakewood Heights Commercial District (CD 1)	Neighborhood Commercial District	Business/Merchants Representative
Live Nation (formally Lakewood)	Concert Venue, Lakewood Fairgrounds	Catalyst for Development
MARTA	Public Transit Agency	Streetcar and Transit-Oriented Projects
Neighborhood Planning Unit X	Community Organization	Project outreach-promotion
Neighborhood Planning Unit Y	Community Organization	Project outreach-promotion
Neighborhood Planning Unit Z	Community Organization	Project outreach-promotion
PATH Foundation	Non- Profit Trails Organization	Development of trails
Park Place South	Mixed-income/Lifelong Housing Development	Development of affordable housing
Screen Gems	Film, Television & Digital infrastructure	Catalyst for Development
Sustainable Lakewood	Non- Profit Community Organization	Project outreach-promotion
YMCA	Non- Profit Organization	Neighborhood community facility

Commitment and Ability to Implement

The City of Atlanta and the Atlanta Development Authority are committed to encouraging a range of smart growth development types, such as in-fill, mixed-use, pedestrian and transit-oriented projects, and mixed-income communities that will have Screen Gems, emerging regional employment center, as the core and catalyst for redevelopment. Connectivity to jobs and improved walkability to neighborhoods are essential to the success of this emerging node as a regional center. The City of Atlanta will provide matching funds to study these possibilities and make the necessary policy changes. The proposed recommendations will ensure that residents have accessible transportation options and will provide a wide range of housing choices with greater access to jobs. They will also encourage those who live outside of the immediate community to utilize MARTA. The land use/transportation linkages will be further improved by creating guidelines for transit-oriented development.

Previous Studies and Initiatives:

Several studies exhibit similar policies and goals and will help to support and strengthen the Lakewood LCI recommendations. This proposed study will provide for innovative ways to help create a cohesive regionally significant plan while taking into consideration recommendations from recent studies. These plans have been incorporated into the 2011 Comprehensive Development Plan and/or the Connect Atlanta Plan.

- The Southtowne trail, one of the six trail segments that connect to Centennial Olympic Park and to the Region is underway and within the study area.
- Southside Redevelopment Plan was adopted in 2000 and identifies residential and commercial implementation projects along Pryor Road and Jonesboro Road and streetscape improvements at the Lakewood Town Center and Lakewood Avenue.
- The Oakland City/ Lakewood LCI plan was approved in 2004 and later grandfathered by Atlanta Regional Commission. It includes parcels fronting Metropolitan Parkway from Ashwood Avenue to Cleveland Avenue. This plan focuses on the Oakland and Lakewood / Fort McPherson MARTA stations, the Crossroads Shopping Center and the Kroger Citi-Center as activity nodes.
- The NPU S Comprehensive Plan, approved in 2005, includes a portion of the study area. It has identified the major issues in the area and seeks to devise strategies for enhancing residential uses, strengthening the area's corridors, and providing an appropriate balance of uses.
- In 2005, the Atlanta Development Authority study titled "Analysis of Incentives to Encourage Investment in Underserved Areas" highlighted the Metropolitan Parkway activity nodes as areas with redevelopment potential.
- The Metropolitan Tax Allocation District (TAD), approved in 2006, is designated to create a financial incentive that would support public/private partnerships to facilitate redevelopment of these areas by encouraging new substantial investment. The goal is to enhance market competitiveness to attract businesses and jobs to the communities.
- Jonesboro Road Redevelopment Plan, updated in 2006 includes Lakewood Heights and Cleveland Avenue as activity nodes.
- The Cleveland Avenue Corridor Plan was adopted in 2009 and includes Metropolitan Parkway and Interstates I-75/85 as activity nodes.
- The Atlanta BeltLine Master Plan: Subarea 2 (The Heritage Communities of South Atlanta) was approved in 2009. This plan includes the Village at Carver and surrounding area.
- The Atlanta Urban Redevelopment Area Plan approved in 2010 highlights and addresses several key outstanding issues identified in adopted redevelopment plans in the area such as future development opportunities in transit and infrastructure improvements needed to support implementation of projects from these previous plans.

- Atlanta Development Authority/ LISC Metro Edge conducted analysis to select areas with the most potential for supermarket development. The Cleveland Avenue/I-75 trade area was among the areas highlighted with the most need.

Current Initiatives:

- The Atlanta Development Authority (ADA) has a set of economic development tools to implement development and redevelopment in the area as well as small business programs. ADA has partnered with Atlanta Metropolitan College and Atlanta Technical College to provide support to small businesses and seek opportunities in the film and television industry, among others. ADA is also working with the Atlanta Workforce Development Agency in the Screen Gems Studios initiative.
- ADA is currently layering various economic development tools/programs to encourage redevelopment in this study area: Tax Allocation Districts, Opportunity Zones, Urban Enterprise Zones, New Markets Tax Credits and LCI designation areas.
- Lakewood Park, Crossroads Center, Cleveland Avenue Gateway, Metropolitan Village District, and the Cleveland Avenue K-Mart Shopping Center have been submitted for Opportunity Zone designations to the Georgia Department of Community Affairs in 2010.
- Atlanta Emerging Markets, Inc. submitted an application in 2011 for an \$83.5 million allocation. If successful, the Screen Gems project will benefit from the allocation.
- The Community Jobs Task Force was created to develop a strategy to create and sustain industry-related employment opportunities and business growth within the local community. Key players include the City of Atlanta, the Atlanta Metropolitan College, the Atlanta Technical College, Atlanta Workforce Development, Screen Gems Studios and ADA, among others.
- Park Place South, a mixed-income community, offers the opportunity to become a lifelong community, with housing options for all ages, opportunities for healthy living, and convenient access to shopping and basic services.
- The Atlanta Housing Authority is partnering with private developers to continue the redevelopment of Villages at Carver to include retail development along Pryor Road. Additional 200 housing units will be added to the mixed-income/mixed-use project.
- The Metropolitan Tax Allocation District will provide Screen Gems with up to \$1.1 million in incentives for adaptively reusing the vacant Fairgrounds as a film and digital production studio. ADA is working on funding the Screen Gems second phase. ADA will continue to work with Screen Gems in the development/redevelopment of this emerging regional center. This project reused existing infrastructure that once was dilapidated, underutilized and now is emerging as a film, television and digital regional center with plans for two additional phases.

Consistent with the 2011 Comprehensive Development Plan:

The Comprehensive Development Plan is the document that serves as a guide for detailing the community's preferences regarding land use and provides a series of action items to address the community's issues and opportunities. A number of recent incentives that were originally detailed in the CDP provide insight into the City's ability to implement plans once they have been completed. These include policies that attempt to accommodate affordable housing, environmentally sensitive development, and infill development.

Appendix

2011 Comprehensive Development Plan: Character Area Policies
Connect Atlanta Plan Maps
Southtowne Trail
Letters of Support

2011 Comprehensive Development Plan - Character Area Policies

Conservation Greenspace

Location is Study Area: Stream buffers, flood plains, wetlands, and parks

- Preserve and prevent the degradation of natural resources and habitats especially along watercourses.
- Protect water resources and quality and reduce flood hazards by proactive natural stormwater management.
- Protect/preserve green infrastructure in order to maintain and improve water quality, allow for natural drainage and for flood control.
- Provide opportunities for active and passive recreation for all neighborhoods.
- Employ high standard for sustainability and alternative energy use.
- Provide connectivity between greenspace through trail/pedestrian connections.
- Preserve Conservation and Greenspace areas to protect and provide wildlife habitat.

Other

Location is Study Area – Lakewood Fairgrounds, City and School Facilities

- Minimize impact of facilities and expansion in surrounding neighborhoods
- In these areas, the highest densities should be at the center and transition to lower densities at the edges to protect and buffer surrounding neighborhoods. Surrounding neighborhoods should be buffered from noise and lights.
- Minimize the use of adjacent neighborhood streets for parking by establishing adequate parking requirements and encouraging shared parking arrangements. Encourage well designed public parking.

Redevelopment Corridors

Location in Study Area: Metropolitan Parkway and Jonesboro Road

- Encourage revitalization and redevelopment of Redevelopment Corridors that improves the sense of place and community, creates a well functioning corridor that facilitates traffic flow, provides transportation options, and supports a variety of land uses.
- Promote and encourage the redevelopment of vacant, underutilized and auto-oriented development along Redevelopment Corridors.
- Promote more intense pedestrian-oriented development at activity nodes and major intersections.
- Discourage continuous automobile oriented development along Redevelopment Corridors.
- Promote and encourage mixed use (residential, retail and office uses) and development with a pedestrian-friendly urban form.
- Promote a balance of retail, service, office, dining and residential uses serving the adjacent neighborhoods.
- Provide sidewalks and a more pedestrian-oriented environment by incorporating landscaped buffers between the roadway and sidewalks and placing buildings closer to the street.
- Preserve and rehabilitate historic and potentially historic buildings located in Redevelopment Corridors.
- Encourage redevelopment that permits minimal building setbacks, parking to the rear of a building, and requires quality materials and design (related to the building, the site, and signage).
- Provide sidewalk connections to adjacent residential areas.
- Coordinate land use planning and connectivity with bike, pedestrian and transit opportunities.

Neighborhood Center Policies

Location Study Area: Lakewood Business District

- Maintain and improve upon public safety.

- Preserve and restore existing, traditional and pedestrian scale and character of buildings in established neighborhoods.
- Promote a balance of retail, service, office, dining and residential uses serving the adjacent neighborhoods.
- Place controls on the development of larger scale strip development which are intended to serve larger areas than a single neighborhood or a small group of neighborhoods.
- Encourage integrated modes of transportation including pedestrian, bicycle, auto and the use of public transportation including MARTA by promoting “complete streets”.
- Require new infill development to be compatible with the scale, height and character of adjoining neighborhoods and discourage auto-orientated uses.
- Provide attractive pedestrian oriented storefronts and activities adjacent to sidewalks such as outdoor cafes/markets.
- Facilitate safe, attractive and convenient pedestrian circulation with wide tree lined sidewalks that is part of an integrated transportation network.
- Encourage the rehabilitation or development of neighborhood commercial areas to include proportionately significant residential uses.
- Protect existing commercial areas from uses and building forms which are incompatible with the scale, character and needs of the adjacent neighborhoods.
- Minimize the use of adjacent neighborhood streets for commercial area parking by establishing adequate parking requirements and encouraging shared parking arrangements.
- Encourage the adaptive re-use of existing building stock.
- Encourage public/institutional uses such as community centers and libraries that encourage community gathering.
- Encourage mixed-use vertical buildings providing residential uses above retail uses.
- Prevent the expansion of non-residential uses into residential areas.
- Provide diverse and more affordable housing opportunities accessible for all ages.

Traditional Neighborhood Existing

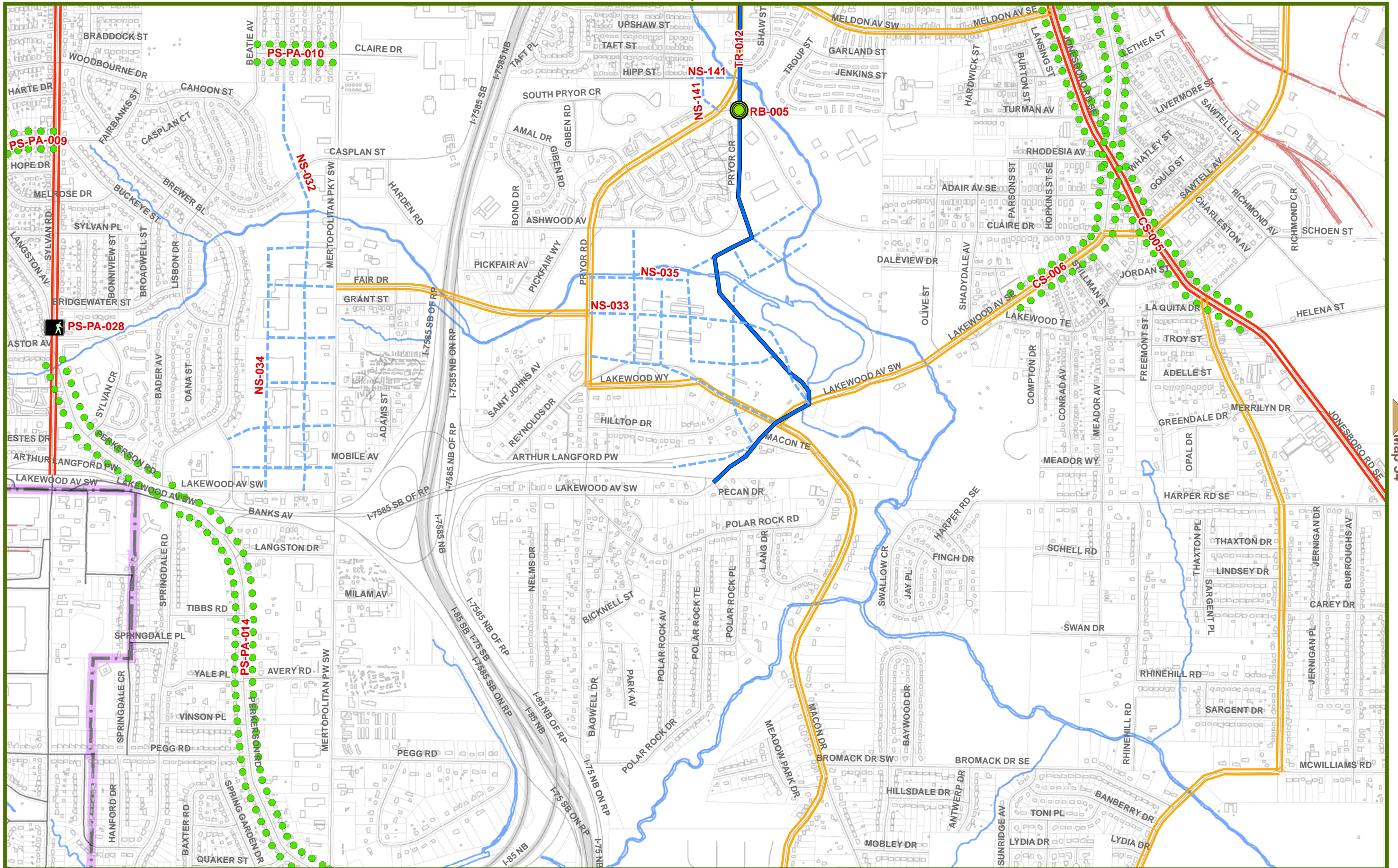
Location in Study Area: several neighborhoods in the study area.

- Preserve the residential character of Traditional Neighborhoods.
- Promote diversity of housing types.
- Protect single-family detached residential neighborhoods from encroachment by non-residential uses, incompatibly scaled residential development.
- Encourage new housing development that is compatible with the character of existing neighborhoods. “Character of neighborhoods” is defined by attributes of the platting pattern, including the layout of streets and blocks, street connectivity, the shapes and sizes of lots, the natural topography, and the presence of mature trees.
- Ensure that the size and scale of new homes are commensurate with lot sizes in order to provide adequate open space, permeable surfaces and tree cover on each lot.
- Maintain, rehabilitate and replace the existing housing stock where appropriate.
- Provide Traditional Neighborhoods - Existing with nodal neighborhood commercial areas, which are of such a size and character that all uses are within convenient walking distance of one another.
- Protect and enhance natural resources.
- Support local historic designation of potentially eligible historic neighborhoods.
- Support the preservation and the development of senior housing units and particularly affordable housing units.
- Prioritize installation of pedestrian and bicycle around parks, schools and public facilities.

Traditional Neighborhood Redevelopment

Location in Study Area: several neighborhoods in the study area.

- Preserve the residential character of Traditional Neighborhoods.
- Protect single-family detached residential neighborhoods from encroachment by non-residential uses and incompatibly scaled residential development.
- Promote diversity of housing types.
- Encourage new housing development that is compatible with the character of existing neighborhoods. “Character of neighborhoods” is defined by attributes of the platting pattern, including the layout of streets and blocks, street connectivity, the shapes and sizes of lots, the natural topography, and the presence of mature trees.
- Ensure that the size and scale of new homes are commensurate with lot sizes in order to provide adequate open space, permeable surfaces and tree cover on each lot.
- Maintain, rehabilitate and replace the existing housing stock where appropriate.
- Provide Traditional Neighborhoods –Redevelopment with nodal neighborhood commercial areas, which are of such a size and character that all uses are within convenient walking distance of one another.
- Protect and enhance natural resources.
- Support local historic designation of potentially eligible historic neighborhoods.
- Support the preservation and the development of senior housing units and particularly affordable housing units.

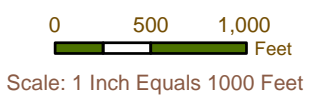


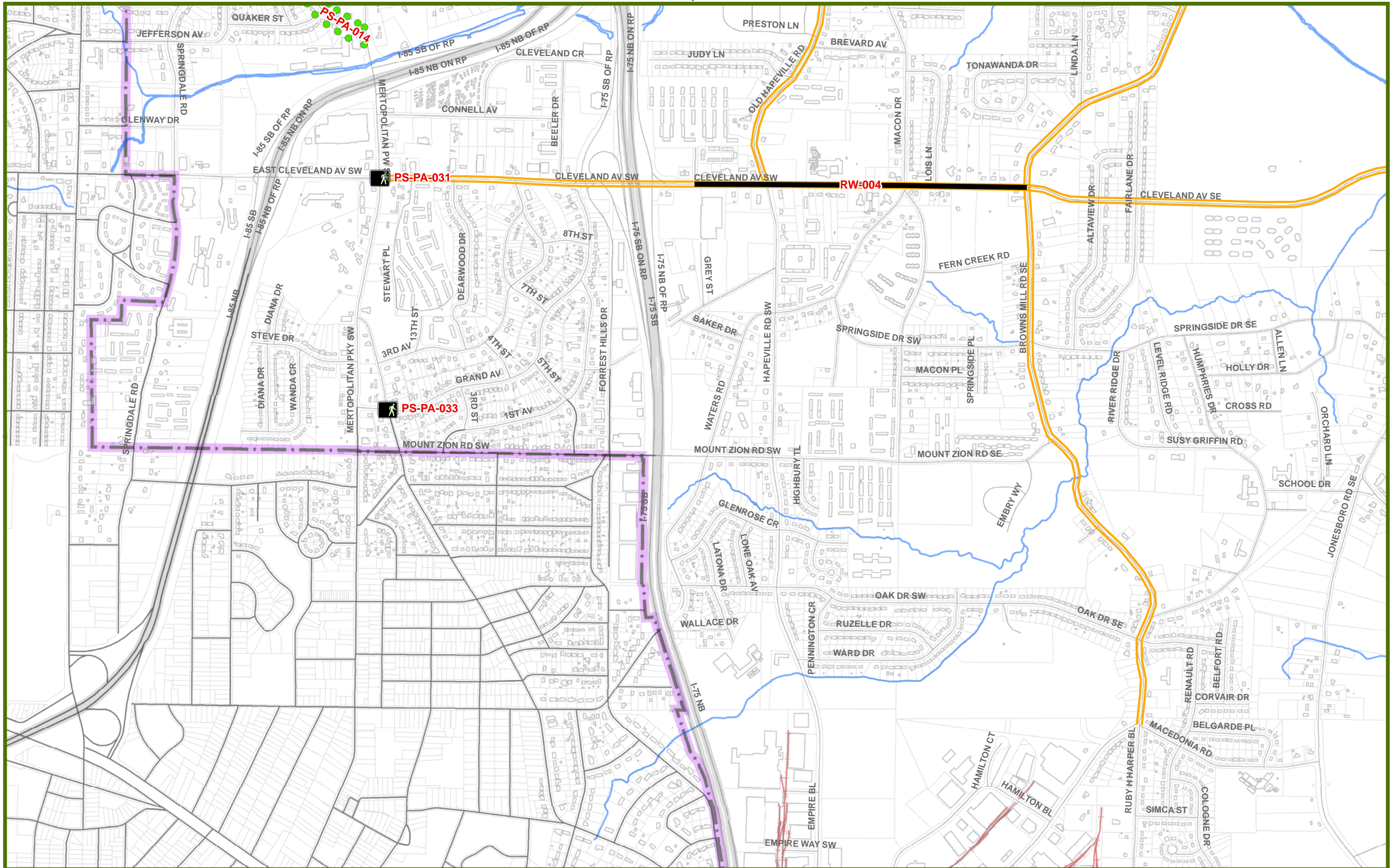
Map 32

Map 34

Map 38

- Roundabout
- Vehicle Sightlines/Pedestrian Safety
- Add Signal
- Remove Signal
- Intersection Realignment
- Intersection Capacity
- Intersection Improvements (General)
- Transit Station
- One-Way Conversion
- Complete Street
- Road Diet
- Road Widening
- New Street (Public Project)
- New Street (Development-Added)
- Core Bicycle Connection (existing in dashed lines)
- Secondary Bicycle Connection (existing in dashed lines)
- Transit
- Traffic Calming
- Expressway Access

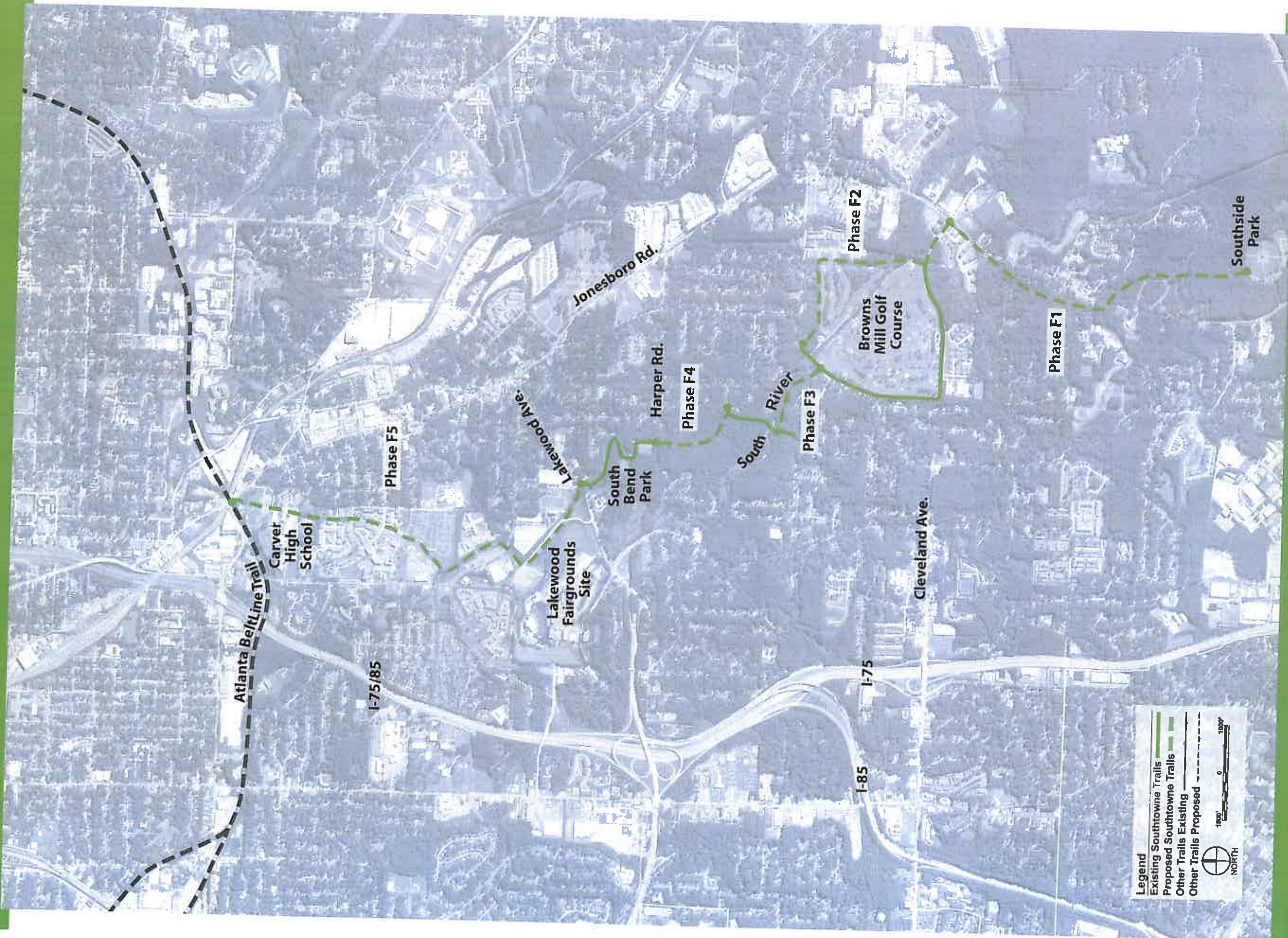




Map 37

Map 39

Roundabout	Intersection Realignment	One-Way Conversion	Map 43	New Street (Public Project)	Transit
Vehicle Sightlines/Pedestrian Safety	Intersection Capacity	Complete Street	New Street (Development-Added)	Traffic Calming	Expressway Access
Add Signal	Intersection Improvements (General)	Road Diet	Core Bicycle Connection (existing in dashed lines)	Secondary Bicycle Connection (existing in dashed lines)	0 500 1,000 Feet
Remove Signal	Transit Station	Road Widening			Scale: 1 Inch Equals 1000 Feet





December 15, 2011

Mr. Doug Hooker, Executive Director
Atlanta Regional Commission
40 Courtland Street, NE
Atlanta, GA 30303

Dear Mr. Hooker

This letter is to formally express our strong support to the potential Livable Centers Initiative Designation for the Lakewood Fairgrounds as an "Emerging Regional Activity Center" because of its significant potential for sustainable and transit-supportive redevelopment that will support/impact economic development in the City and the Region. The City of Atlanta and the Atlanta Development Authority are jointly submitting this application.

The former Lakewood Fairgrounds, located between Downtown and the airport, serves as a catalyst for film production related activity and provides an excellent opportunity for transit oriented development and mixed-use, mixed-income communities and should emerge as a major regional activity node/employment center .

The Atlanta Development Authority has a set of economic development tools to encourage development and redevelopment including incentives to promote mixed-use development and affordable housing. ADA has provided tax incentives to the Screen Gems project located at the Lakewood Fairgrounds that consists of renovation and new construction into a 211,000 square foot film, television and digital production studio.

The City of Atlanta and the Atlanta Development Authority are partnering in this initiative to provide an unparalleled environment to showcase the potential of the Livable Centers Initiative program

Sincerely,

A handwritten signature in black ink, appearing to read "William C. Cronin Jr.", is written over a light blue horizontal line.

William C. Cronin Jr.
Vice President
Atlanta Development Authority



December 13, 2011

Mr. Doug Hooker, Executive Director
Atlanta Regional Commission
40 Courtland Street NE
Atlanta, GA 30303

Re: Livable Centers Initiative

Dear Mr. Hooker:

Screen Gems supports the City of Atlanta application for the Lakewood Fairgrounds for Livable Centers Initiative (LCI) designation as an "Emerging Regional Activity Center". This area presents an excellent opportunity for transit oriented development and mixed use, mixed-income communities with Lakewood Fairgrounds as the catalyst for redevelopment

Screen Gems invested \$10.5 million dollars in 2010 in the renovation of existing buildings and construction of a production facility on a 30-acre land leased from the City of Atlanta. We are currently expanding the facility with an investment of \$3.3 million dollars. Screen Gems and our clients have been able to provide jobs to the area. We are proud to contribute to the resurgence of this area and to create a film, television and digital production facility that will support/impact economic development in the City and the Region.

As a major stakeholder, Screen Gems will participate in the planning process. Lakewood Fairgrounds area will greatly benefit from the LCI designation by having the opportunity to produce a plan and formulate strategies to balance growth and development. Screen Gems is proud to be part of this redevelopment initiative

We look forward to the opportunity to participate in an LCI study and are committed to the coordinated development of the Lakewood Fairgrounds area.

Sincerely,

A handwritten signature in black ink, appearing to read 'Chris Crowder'.

Chris Crowder
VP of Operations
EUE/Screen Gems Studios
175 Lakewood Way SW
Atlanta, GA 30315



CARLA SMITH
COUNCILMEMBER
DISTRICT 1

ATLANTA CITY COUNCIL

55 TRINITY AVENUE SW,
SUITE 2900, SOUTH BLDG.
ATLANTA, GEORGIA 30303
OFFICE 404-330-6039

December 8, 2011

Robert LeBeau
Atlanta Regional Commission
40 Courtland Street NE
Atlanta, GA 30303

Dear Mr. LeBeau,

I would like to offer this letter of support and endorsement for the City of Atlanta's application to the Atlanta Regional Commission (ARC) for the Lakewood Fairgrounds area Livable Centers Initiative (LCI) designation. Lakewood Heights presents an excellent opportunity for transit oriented development and mixed income housing in an area that offers the close proximity to Downtown Atlanta.

The Lakewood Heights neighborhood has seen several positive changes in the area over the past several years including the opening of EUE/Screen Gems which has transformed the Fairgrounds and the coming Public Works streetscape improvement project in the Lakewood Heights Town Center scheduled to begin in January. I believe that the Livable Centers designation will add to the development opportunities of the area.

If awarded the grant. I will work side-by-side with the neighborhood stakeholders to support the Study findings. I look forward to the opportunity to participate in the LCI study and am committed to the coordinated development of the Lakewood area.

Sincerely,

Carla Smith
Councilmember
District 1



23 Gould Street, S. E., Atlanta, GA 30315 404-602-0723

December 8, 2011

Robert LeBeau
Atlanta Regional Commission
40 Courtland Street NE
Atlanta, GA 30303

Re: Livable Centers Initiative

Dear Mr. LeBeau:

Sustainable Lakewood supports the City of Atlanta application for the Lakewood Fairgrounds area for a Livable Centers Initiative (LCI) designation. This area presents an excellent opportunity for transit oriented development and mixed income housing in an area that offers the close proximity to Downtown Atlanta in the ease and tranquil setting of a rural town.

Sustainable Lakewood is an organization dedicated to reshaping Lakewood Heights into a vibrant, thriving, green neighborhood just outside of downtown Atlanta, Georgia. Sustainable Lakewood aspires to offer affordable historic homes with ecologically friendly upgrades and technologies, foster a community that practices recycling, community service, community shopping, and outdoor activities. Recognizing the need for residents of Lakewood Heights to decrease their carbon footprint and mesh with the unique ecosystem of the community, the Lakewood Height Community Association (LHCA) created Sustainable Lakewood to meet these needs. Sustainable Lakewood is comprised of community residents who are dedicated to meeting the challenge of creating an eco-friendly and sustainable environment to ensure future generations will be able to enjoy the natural beauty of the community. As a major stakeholder, Sustainable Lakewood will participate in the planning process for this LCI. We feel strongly that the residents and businesses of the Lakewood Fairgrounds area will greatly benefit from the LCI designation and look forward to working with the City of Atlanta to study and implement it.

If awarded the grant, Sustainable Lakewood will continue working with the City, its non-profit partners, and its neighbors to restore the Lakewood Fairgrounds area to its former glory. Sustainable Lakewood will facilitate meetings, participate in study groups, organize volunteers, and provide expert judgment and experience in helping to facilitate the enhancements welcomed in such a vital area of Atlanta.

We look forward to the opportunity to participate in an LCI study and are committed to the coordinated development of the Lakewood area.

Sincerely,

Tina A. Arnold
Executive Director

December 8, 2011



BOYS & GIRLS CLUBS
OF METRO ATLANTA

Robert LeBeau
Atlanta Regional Commission
40 Courtland Street NE
Atlanta, GA 30303

Joseph B. Whitehead
Boys & Girls Club
1900 Lakewood Avenue, S.E.
Atlanta, GA 30315
(404) 627-4617

Re: Livable Centers Initiative

Dear Mr. LeBeau:

The Joseph B. Whitehead Boys & Girls Club supports the City of Atlanta application for the Lakewood Fairgrounds area for a Livable Centers Initiative (LCI) designation. This area presents an excellent opportunity for us ensure that residents especially families with children, have access to community amenities such as transportation, side walks to get to community activities that help them to grow and develop.

The mission of the Club is to provide a quality developmental program that empowers metro Atlanta youth, especially those from disadvantaged circumstances, to become productive adults. As a major stakeholder, Joseph B. Whitehead Boys & Girls Club will participate in the planning process. The residents and businesses of the Lakewood Fairgrounds area will greatly benefit from the LCI designation.

If awarded the grant, we will provide knowledge on the transportation habits and needs of community members that utilizes community resources, example travel patterns of the youth you compute to schools and other youth development facilities, offer ideas and ways to ensure the Lakewood Neighborhood becomes a premier family neighborhood in Atlanta.

We look forward to the opportunity to participate in an LCI study and are committed to the coordinated development of the Lakewood area.

Sincerely,

A handwritten signature in blue ink, appearing to read "Joe Whitehead".

Executive Director





December 8, 2011

Robert LeBeau
Atlanta Regional Commission
40 Courtland Street NE
Atlanta, GA 30303

Re: Livable Centers Initiative

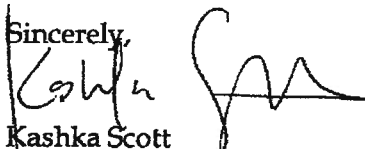
Dear Mr. LeBeau:

Scott and Sons Holdings supports the City of Atlanta application for the Lakewood Fairgrounds area for a Livable Centers Initiative (LCI) designation. This area presents an excellent opportunity for transit oriented development and mixed income housing; as well as overall revitalization.

Scott and Sons Holdings is a licensed General Contractor, whose mission is, among other things, to grow as a significant community and corporate partner. As a major stakeholder, Scott and Sons Holdings will participate in the planning process. The residents and businesses of the Lakewood Fairgrounds area will greatly benefit from the LCI designation.

If awarded the grant, Scott and Sons Holdings will provide oversight and assist with bringing this project to completion utilizing the business acumen, skills and experience possessed by the CEO and staff.

We look forward to the opportunity to participate in an LCI study and are committed to the coordinated development of the Lakewood area.

Sincerely,

Kashka Scott
Chief Executive Officer

December 8, 2011

Robert LeBeau
Atlanta Regional Commission
40 Courtland Street NE
Atlanta, GA 30303

Re: Livable Centers Initiative

Dear Mr. LeBeau:

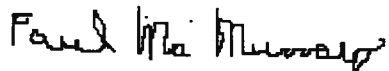
NPU Y supports the City of Atlanta application for the Lakewood Fairgrounds area for a Livable Centers Initiative (LCI) designation. This LCI presents an excellent opportunity to plan the re-development of the Lakewood Business district to the Lakewood Fairground which has become quite run down over the last 10 years.

As a major stakeholder, NPU Y will participate in the planning process by providing a public forum where residents and businesses of the Lakewood Fairgrounds can come together and learn about the benefits this LCI designation will provide to all.

If awarded the grant, NPU Y will provide the venue for public hearings so that the residents and business persons of NPU Y can have the opportunity to provide input into the planning process and get updates on the status of the LCI planning process.

We look forward to the opportunity to participate in an LCI study and are committed to the coordinated development of the Lakewood area.

Sincerely,

A handwritten signature in black ink that reads "Paul C. McMurray". The signature is written in a cursive style with some loops and flourishes.

Paul C. McMurray, NPU Y Chairperson
404-993-2293.

December 15,2011

Robert LeBeau
Atlanta Regional Commission
40 Courtland Street NE
Atlanta, GA 30303

Re: Livable Centers Initiative

Dear Mr. LeBeau,

The Lakewood Heights Neighborhood Association supports the City of Atlanta's application for the Lakewood Fairgrounds area for a LCI designation. This area presents an excellent opportunity for new development from business to housing to transit.

Our community organization has been working to improve Lakewood Heights for a number of years. We have tried to bring responsible development to the area with an eye toward mixed uses for the large amounts of vacant land in the neighborhood.

As a major stake holder in what happens here the Lakewood Heights community is excited about the LCI and will partner with the City of Atlanta to provide whatever help and resources we can to help complete the project. We look forward to this opportunity to participate in an LCI study and are committed to the coordinated development of the Lakewood area.

Sincerely,



Randy Veal
President Lakewood Heights Neighborhood Association

Lakewood Business Association
Kashka Scott, President
1650 Jonesboro Road
Atlanta, GA 30315
404-624-1020

December 8, 2011

Robert LeBeau
Atlanta Regional Commission
40 Courtland Street NE
Atlanta, GA 30303

Re: Livable Centers Initiative

Dear Mr. LeBeau:

Lakewood Business Association supports the City of Atlanta application for the Lakewood Fairgrounds area for a Livable Centers Initiative (LCI) designation. This area presents an excellent opportunity for **transit oriented development and mixed income housing; as well as overall revitalization.**

Lakewood Business Association's mission is to stimulate business growth and foster economic redevelopment and neighborhood revitalization. As a major stakeholder, **Lakewood Business Association** will participate in the planning process. The residents and businesses of the Lakewood Fairgrounds area will greatly benefit from the LCI designation.

If awarded the grant, Lakewood Business Association will provide oversight and assist with bringing this project to completion utilizing the business acumen, skills and experience of the Association.

We look forward to the opportunity to participate in an LCI study and are committed to the coordinated development of the Lakewood area.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kashka Scott', with a stylized flourish at the end.

Kashka Scott
President
Lakewood Business Association

PARK

PLACE SOUTH CONDOMINIUM ASSOCIATION

December 14, 2011

Robert LeBeau
Atlanta Regional Commission
40 Courtland Street NE
Atlanta, GA 30303

Re: Livable Centers Initiative

Dear Mr. LeBeau:

The **Park Place South Condominium Association** supports the City of Atlanta application for the Lakewood Fairgrounds area for a Livable Centers Initiative (LCI) designation. This area presents an excellent opportunity for **transit oriented development**.

The mission of the Park Place South Condominium is to enhance the lives of all condominium dwellers through programs and projects designed to develop a sense of community where residents and neighbors can live, work and play together. As a major stakeholder, **Park Place South** will participate in the planning process. The residents and businesses of the Lakewood Fairgrounds area will greatly benefit from the LCI designation.

If awarded the grant, the **Park Place South Condominium Association** will support the City of Atlanta by providing community input and action on positive development. We will partner with the City of Atlanta to provide community resources to make this project a success.

We look forward to the opportunity to participate in an LCI study and are committed to the coordinated development of the Lakewood area.

Sincerely,



Kanika Greenlee
Vice President
Park Place South Condominium Association



**1990 Metropolitan Parkway
Atlanta, Georgia 30315
Phone: 404. 762. 3007
Fax: 404. 762. 5007
Website: www.anationallimo.com**

December 14, 2011

Robert LeBeau
Atlanta Regional Commission
40 Courtland Street NE
Atlanta, GA 30303

Re: Livable Centers Initiative

Dear Mr. LeBeau:

The **A National Limousine** supports the City of Atlanta application for the Lakewood Fairgrounds area for a Livable Centers Initiative (LCI) designation. This area presents an excellent opportunity for **transit oriented development and business development in the area.**

A National offers limo services cover the Atlanta metro area and we can provide the same level of limousine transportation anywhere in the U.S. through our extensive limousine affiliate network. We provide luxury airport limousine services to Atlanta's Hartsfield-Jackson International Airport (which is minutes away from the Lakewood Fairground area.

As a major stakeholder, **A National Limo** is interested in participating in the planning process for this initiative. The residents and businesses of the Lakewood Fairgrounds area will greatly benefit from the LCI designation.

If awarded the grant, A National Limousine will continue to support the City of Atlanta by providing community input and action on positive development.

We look forward to the opportunity to participate in an LCI study and are committed to the coordinated development of the Lakewood area.

Sincerely,

Darrell Anderson, Owner
A National Limousine Service