Microsoft

2021 Listening Session Wrap-Up

April 7, 2022

Agenda

- Welcome
- Introductions
- Listening Session Review
- Next Phase of Community Engagement
- Answering Your Questions

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Recap of Prior Engagement Meetings

Key Takeaways From Session 1: Introductory Meeting

- Focus on Quality of Life
- Parking is major area of concern
- Protection of legacy residents and seniors
- Door-to-door outreach
- Investing in vocational programs, job training programs, education and recreation
- Public Safety
- More meetings between Microsoft and the community.

Recap of Prior Engagement Meetings

Key Takeaways From Session 2: Determining Areas of Focus

- Green space
- Addressing food desert
- Advocacy
- Traffic and transportation studies
- Pharmacy
- Rehabilitation of the Grove Park Recreational Center

Recap of Prior Engagement Meetings

Key Takeaways From Session 3: Transportation and Public Safety

- Sidewalk improvement
- Financial assistance of first responders and women
- Street improvements
- Donald Lee Hollowell lane reduction
- Crosswalks
- Homelessness programming
- More police and neighborhood cameras

Recap of Prior Engagement Meetings

Key Takeaways From Session 4: Housing and Economic Development

- Improvement of housing resources
- Focus on 30% AMI
- Increasing cost of land challenges
- Local desire for the Donald Lee Hollowell corridor to become a thriving location for local (Black-owned) businesses

Recap of Prior Engagement Meetings

Key Takeaways From Session 5: Recap of Prior Meetings

- Define "legacy" residents
- Differentiation of corporate and governmental obligations (Ex. Microsoft advocate for vs. responsible for)
- Mixed reception on design specification
- Utilization of Westside Park Equitable Development Task Force in transportation advocacy
- Exploration of additional parking options for Westside Park
- Advocacy for public safety
- Improving Policing Alternatives and Diversions (PAD) functionality

APD-Urban Introduction

The APD-U Team

30 years OF PLANNING EXPERIENCE

- **APD-U established in 1990**
- **Minority-owned firm with offices in Atlanta, GA and Jacksonville, FL**
- Over 30 years of national expertise on neighborhood planning, housing development, affordability policies, and equitable community development
- Proven track record of success in management of acquisition, housing strategies, neighborhood redevelopment projects with a focus on sustainable place-based redevelopment
- Perspective of a developer and knowledge of community-based organizations
- Community capacity building training and expertise
- Displacement risk mitigation expertise

Review Previous/Existing Engagement Efforts

2010

DL Hollowell Pkwy/ Veteran's Memorial LCI

- Vehicle and pedestrian enhancements
- Commercial redevelopment
- Residential infill
- Land use and zoning changes

2018

Atlanta City Design: Transportation Plan

- Invest in Proctor Creek Phase II
- Safer Streets policies
- Expand Safe Routes to School program

2019

District 3 Master Plan

- Multimodal infrastructure
- Green infrastructure
- Diverse housing options West of Chappell Road
- Complete Streets for corridor

2019

Atlanta City Design: Nature

- Bankhead and Hunter Hills stormwater and community greenspaces.
- Increase access to natural areas and STEM-based learning
- Policies for greening w/o gentrification
- Anti-displacement strategies

2020

Atlanta City Design: Housing Plan

- Increase density in Growth Areas
- Westside Park affordability district

Beltline Master Plan: Subarea 9 Update

- Increase density near transit
- Bike lane on DLH to West Lake
- Diverse commercial uses and housing options
- Land use and zoning changes

2021

City of Atlanta: Comprehensive Plan Update

- NPU-J: preserve culture & character
- Increase density near transit
- Enhance NPU-J recreation centers
- Traffic study for DLH

Westside Park Equitable Development Taskforce Plan

- Increase density on DLH
- Westside Park Overlay District
- Main Street/Economic Development Strategy for West Lake @ Hollowell
- Identify opportunities for access to fresh food
- Mobility and safety enhancements

GPNA Action Plan

- Define Community Engagement for Grove Park
- Safety & Connectivity Improvement
- Traffic Study & Plan
- GPN Revitalization Fund
- Equitable Housing Mix
- Anti-displacement Strategies
- Grove Park Rec Center Improvements
- DLH Revitalization Project

Next Steps

Community Engagement and Outreach

Gather

- Review previous/existing area plans
- Study existing community conditions beyond the 90
- Research data

Outreach

- Mailers
- Door-to-Door
- Website
- Fliers
- Robo-call

Engagement

- Advisory Committee
- Community Meetings
- Civic Dinners
- NPU Meetings
- Neighborhood Association Mtgs
- Focus Groups (specialty in nature)
- Resident/Stakeholder Interviews
- Innovative Workshops

3-Month Outlook

2022 April	May	June
• Transition Meeting • Advisory Council Meet & Greet • NPU-K • NPU-J	• Grove Park Neighborhood Association (GP) • Center Hill Neighborhood Association (CH) • Howell Station Neighborhood Association (HS) • NPU-D • Advisory Council • NPU-G	• Center Hill Neighborhood Association (CH) • Grove Park Neighborhood Association (GP) • Town Hall #1 • Community Innovate Workshop

Town Hall #2 – Q3 2022

Town Hall #3 – Q1 2023

Advisory Council Member Organizations

Center Hill Neighborhood Association
Councilmember Dustin Hillis
Councilmember Byron Amos
Local Education Partners
Grove Park Community Church
Grove Park Foundation
Grove Park Neighborhood Association
Grove Park Renewal
Bankhead / Historic Westin Heights Neighborhood
Historic Howell Station Neighborhood Association
Northwest Business Association (NWBA)
NPU-J
NPU-K
Paradise Baptist Church
PAWKids

Answering Your Questions

Thank you

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