

Louise Watley Library

The Villages at Carver

Masid Al-Quran Mosque

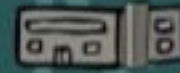
The Villages at Carver Family YMCA

PAD Atlanta Office

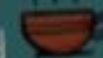
iwi fresh Resting Spa



Lakewood Amphitheatre



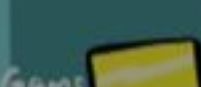
ALI At Lakewood



Black Coffee Atlanta



Kindred Healing Center



Lakewood Stadium



Boys & Girls Clubs of Metro Atlanta



EVE/Screen Gems Studio



John C. Burdine Center



South Bend Park

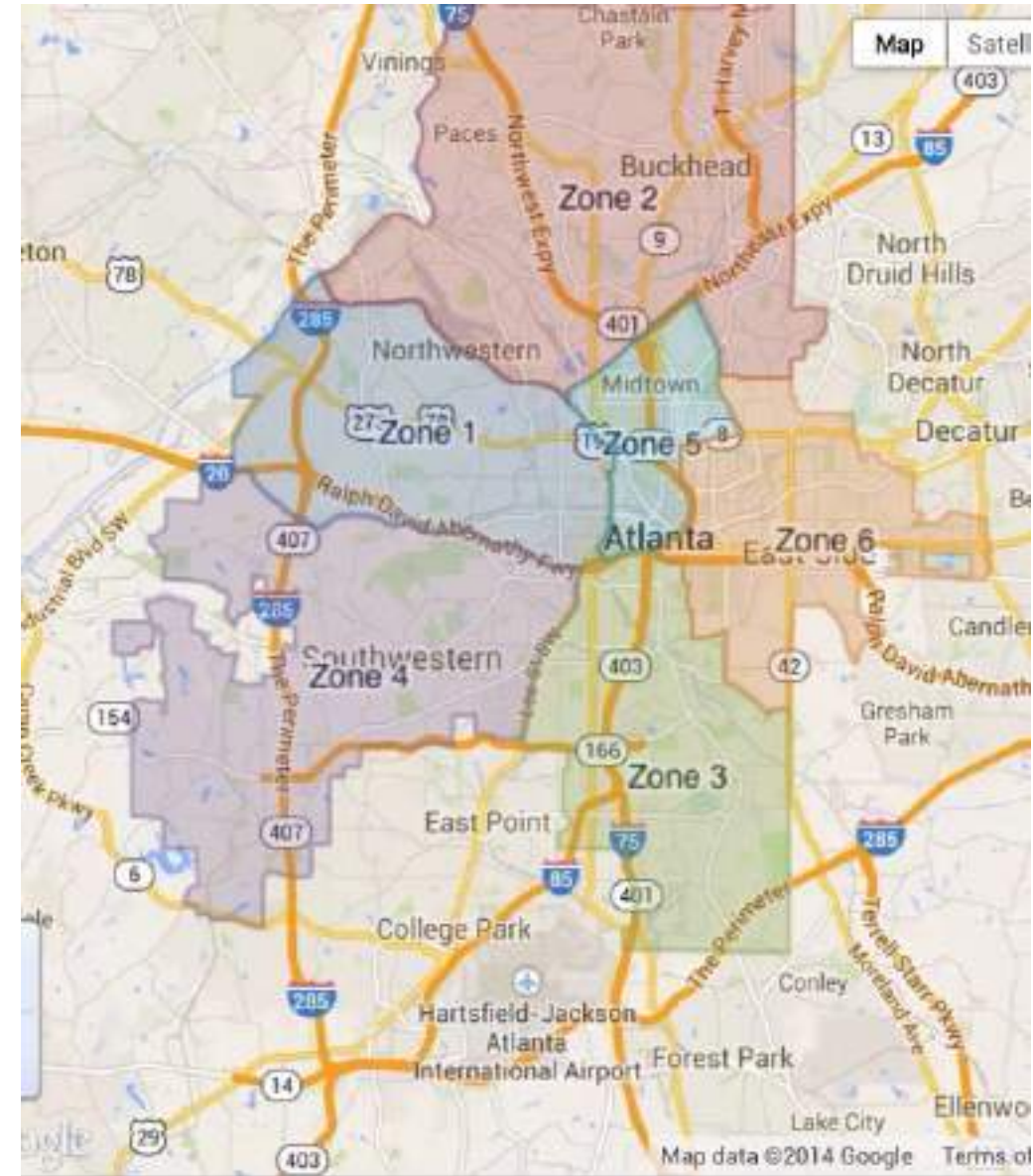
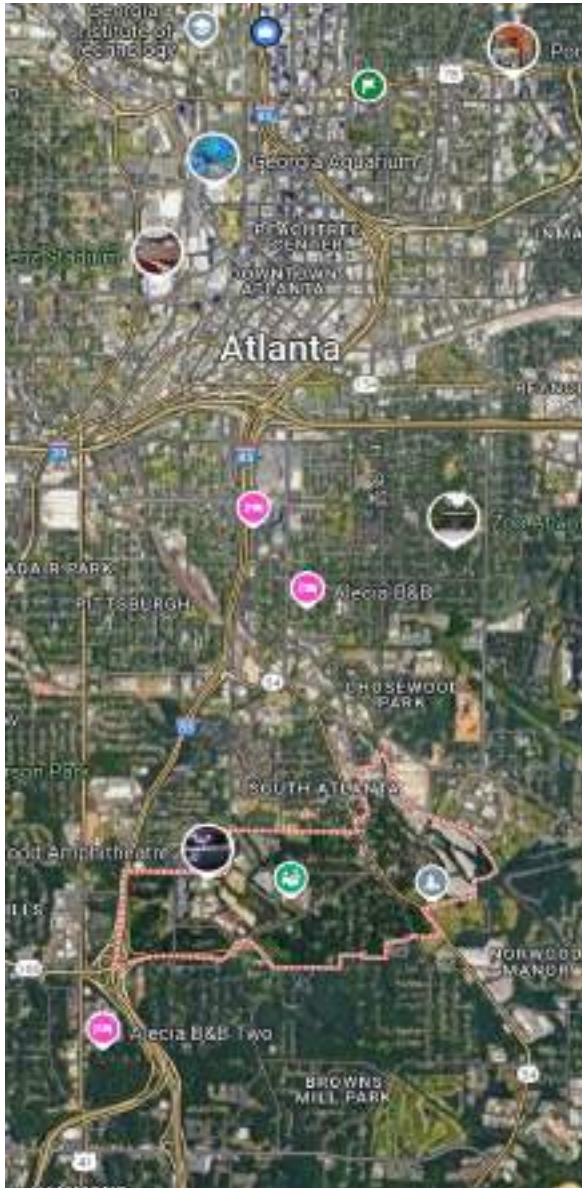
Lakewood Heights

Mohsin Yousufi & Marquise' Collins

Urban Development Policy

11.22.2024

Lakewood Heights is a primarily Black neighborhood in southeast Atlanta (Zone 3) that developed in the early 20th century



Lakewood Heights was historically shaped by civic infrastructure

- **The name of the neighborhood is derived from the nearby Lakewood Park facilities**
- The first areas of development were along trolley lines constructed to transport workers into the city.
- **The development of Lakewood Heights began with the creation of a water works for the City of Atlanta in 1874, when the city was growing at a rapid rate.**
- The water works became defunct by 1893 and the land was developed into a recreational and resort area known as Lakewood Park.
- **The neighborhood developed further due to the nearby construction of the Federal Penitentiary, built in 1902.**

Layout of the Water Works:



Lakewood Heights experienced growth in mid-20th century

- **Neighborhood growth was driven by three main factors:**
 1. A streetcar line along Jonesboro Road
 2. Development of an industrial area including a General Motors assembly plant
 - The area began to decline around 1970 as middle-class families moved away, and the General Motors plant closed in 1990.
 3. Development around Gammon Theological Seminary and Clark University (now the site of Carver High School)
- The neighborhood contains the Lakewood Heights Historic District, listed on the National Register of Historic Places



Empty Space that was left by General Motors Plant



Old Entrance to Gammon Theological Seminary

Lakewood was a center of regional cultural and recreational events

- It was home to the Lakewood Fairgrounds and Lakewood Speedway (for NASCAR and dirt racing)
- Lakewood Fairgrounds, established in 1916, as home of Southeastern Fair
- The dirt track, known in its day as “The Grand Old Lady” and “Indianapolis of the South” hosted races for horses, cars and motorcycles for most of the 20th century. The track opened with races for horses and motorcycles July 4, 1917, and ended with a harness race in 1983.a
- Currently it is home to the EU Screen Film Studios and the Lakewood Amphitheater



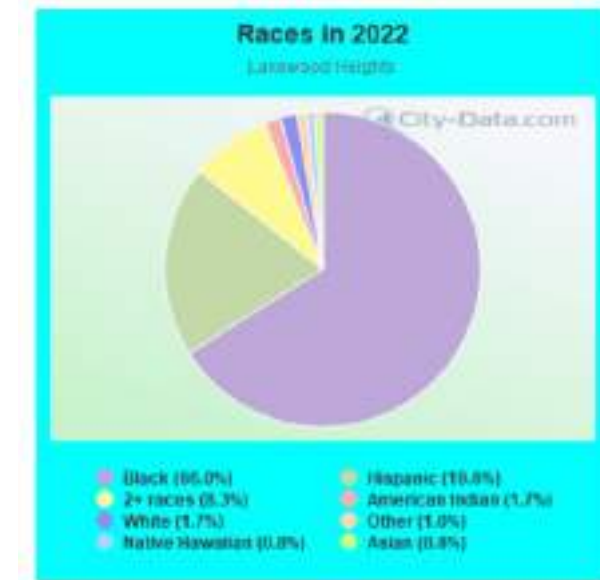
The “Grand Old Lady” dirt track



The Southeaster Fair in the Fairgrounds

Currently Lakewood Heights is a poor and neglected neighborhood

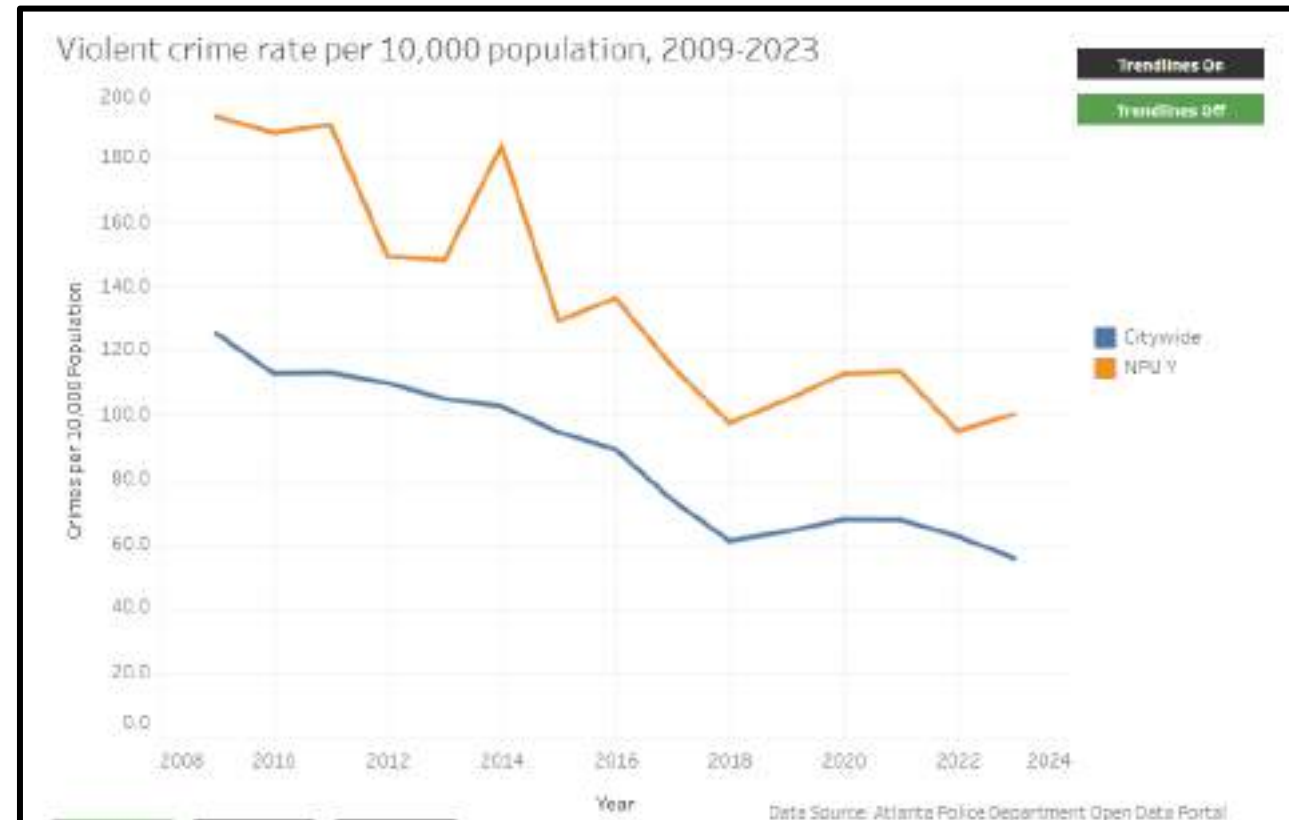
- The poverty rate in Lakewood Heights is exceeding the national average, which is more than double the poverty rate in Atlanta as a whole
- The poverty in the neighborhood is higher than city averages at all income levels
- Over 2,200 properties in Lakewood Heights are unoccupied and rundown, resulting in a vacancy rate of approximately 15%
- Amongst residents there's a perception of unequal treatment compared to more affluent areas of Atlanta



While crime is down, **higher** crime rates than the rest of the city impact safety and perception of existing and potential residents

- **209** compared to **83.8** for the city for the year 2023.
 - **The crime rate is per 1,000 people and for all crimes*
- Lakewood Heights is considered an “unsafe” area to live in, and one source list it as 7th most dangerous neighborhood in the city.^T In one news report a resident complained:
“We don't have no peace. We want our neighborhood back. Our neighborhood is gone... We need help,” to try to restore what's been lost.^Δ
- Higher arrests rate in the area with two most cited offenses being criminal trespassing and panhandling, which promotes a cycle of criminalization

Crime Trend for NPU-Y vs City:



Source: Atlanta Police Department <https://www.atlantapd.org/community/crime-statistics/crime-maps>

High vacancy rates and limited tenure leads to a general sense of neglect in the area

- The neighborhood's **vacancy rate** is between **15% - 20%** which is significantly higher than the city average, which is about 11-12%
- The higher vacancy rate has contributed to stagnation of community life, as well as contributes to public safety issues.
- According to one developer, the **vacancy rate is around 67% within the two-mile radius** of the Lakewood area[†]

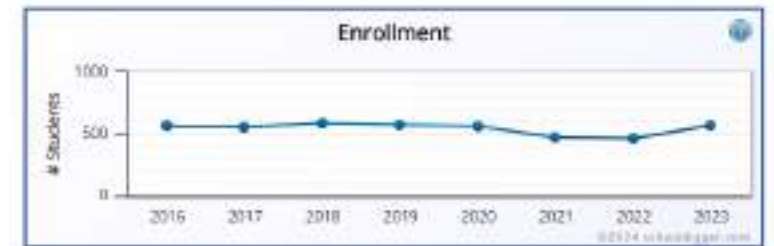


The vacant lots at the intersection of Lakewood and Claire Dr

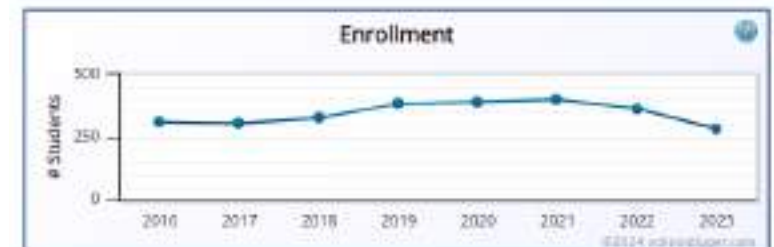
[†] <https://canopyatlanta.org/2023/09/29/what-lakewood-heights-needs-according-to-developer-omar-ali/>

Lakewood heights falls into the attendance zones of the **bottom 10%** of schools in the state for K-12

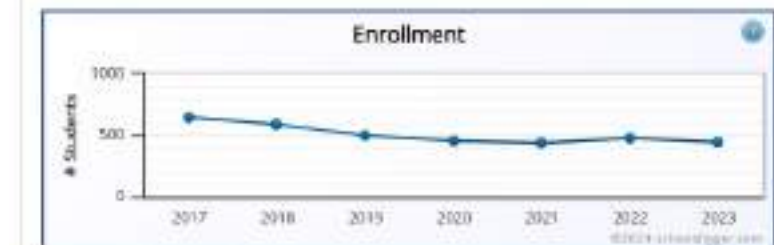
- Slatter elementary 1232nd of 1,248
- Judson Price middle school - ranks in bottom 535 of 588 middle school in the state
- Carver High- ranks 439th out of 458 in the state
- Enrollment has gone down in middle and high school
- 100% of the student body in K-12 receives free/reduced lunches



Enrollment trends for Slatter Elementary



Enrollment trends for Judson Price

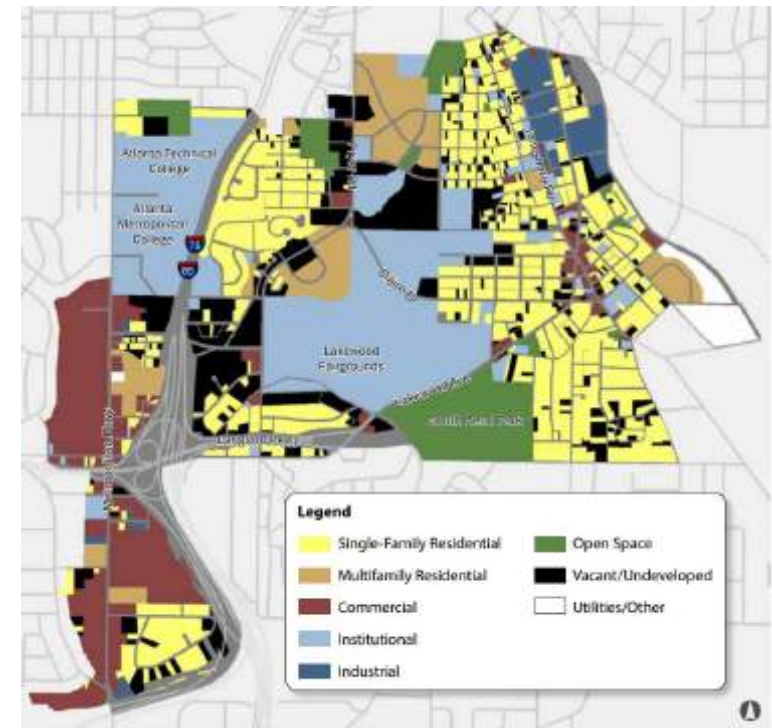


Carver High School has the largest high school student body size in the Atlanta Public Schools District. (See more...)

Enrollment trends for Carver High

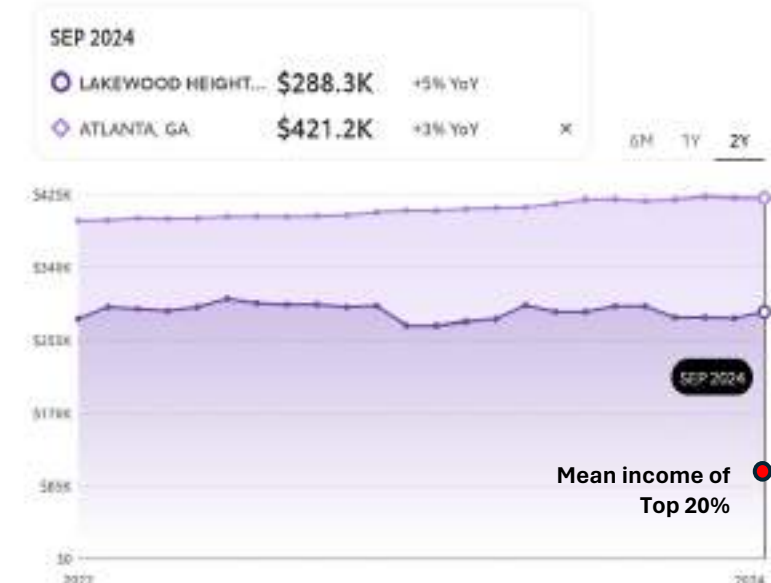
Increasing housing costs have put housing beyond the reach of residents

- Lakewood Heights experienced a **YoY increase of 5.8% in home costs** with **median home price at \$288,325** as of September 2024
- This price is lower than the city average, but it is **still 3 time of the mean of top 20% household incomes** in the neighborhood
- The YoY increase is 5.6% almost double of the city average of 3%
- There's a shortage of affordable housing while extensive undeveloped land exists
- Need to stop from long-term residents leaving in order to preserve the social networks of the neighborhood
- **Key issue for real estate progressiveness for most black residents in the area:**
 - Many homeowners had surviving family members don't know how to go through the probate process (including handling backdated taxes, transfer of deeds amongst family members, etc.)



Land Use Patterns in 2013 that show the extent of undeveloped areas in the neighborhood

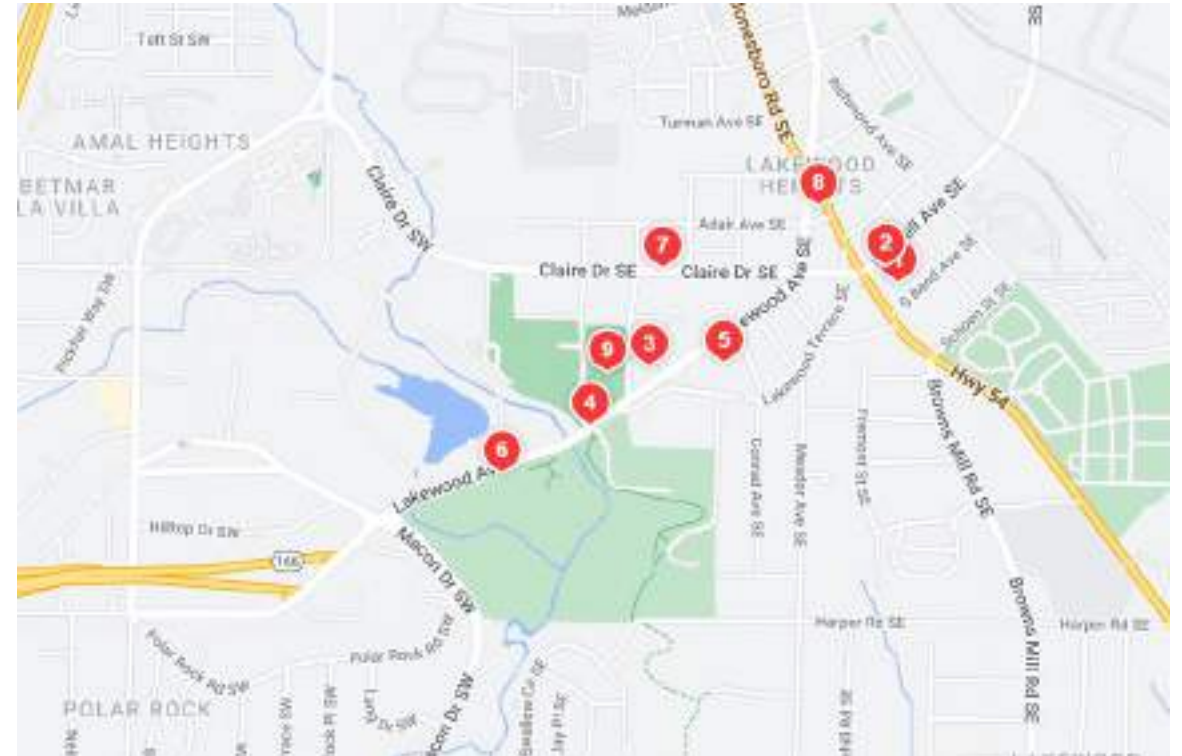
Source: Livable Communities Initiative Report 2013



Source: <https://www.rockethomes.com/real-estate-trends/ga/lakewood-heights>

The neighborhood has **limited** existing retail and economic opportunities

- **Most of Current Commercial and Residential Investors/Owners, who own a significant number of both commercial and residential real estate in Lakewood Heights**, have held onto properties without doing any renovations or taking other steps to make them ready to rent.
- There are **only 6 operating retail businesses** in the area
- The area has a shortage of quality retail options, and **as a result over 85% of the retail expenditure potential is lost** to competitive retail cores outside the study area.
- The factors contributing to this have been lack public safety, no incentives for business and a lack of local economy



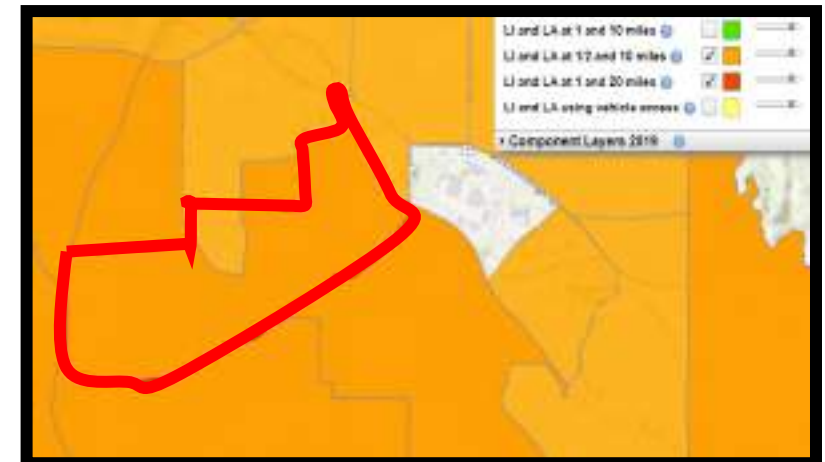
Business locations from Yelp in Lakewood Heights

Lakewood Heights is a **food desert**

- Lakewood Heights is an urban food desert as defined by USDA
- Food deserts are known to contribute to malnutrition, adversely impact childhood development and limit community growth
- A grocery store has been the demand of local-residents for at least the **past 12 years**
- A major limitation is the resident density is not enough to attract a major grocer



Existing WalMarts and Targets are located in a ring around the study area; there could be potential for a similar store within the study area



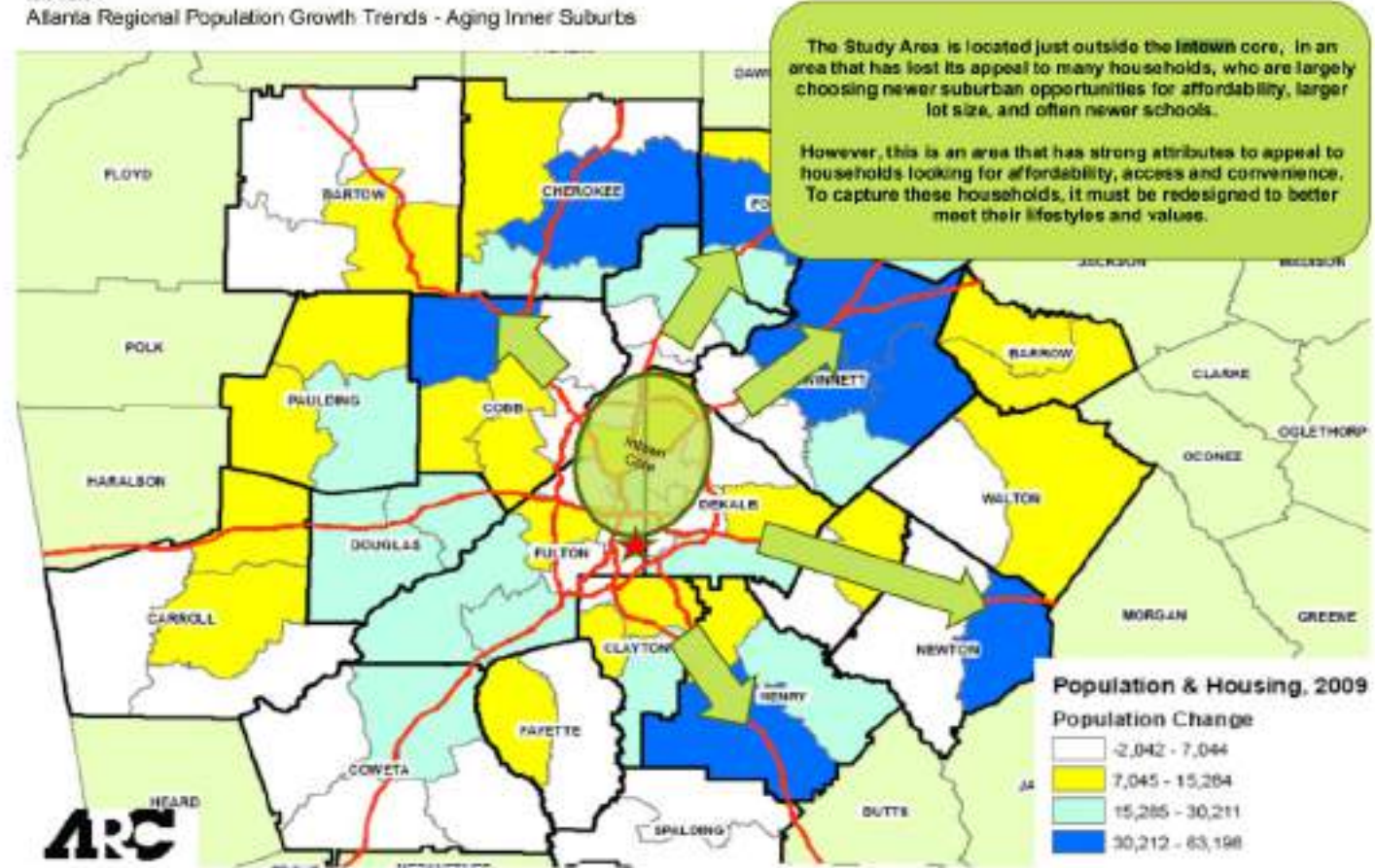
Lakewood Heights marked on USDA's official food desert maps

Lakewood Heights sits right outside the intown core

- Lakewood Heights is located about **4 miles** from downtown Atlanta. This proximity to other parts of Atlanta while maintaining a distinct character is advantageous
- Lakewood Heights can benefit from downtown revitalization efforts
- The neighborhood can also leverage its proximity to the airport, the interstate and downtown

Exhibit 4

Atlanta Regional Population Growth Trends - Aging Inner Suburbs



SOURCE: ARC, Neill Consulting Group

There are **increased** revitalization efforts driven by community partners

- A specific focus has been **the Lakewood elementary** which was abandoned by APS in 2004 but is being considered for housing redevelopment
- The **Sawtell** a **\$300 million belt-like development** that offer a **40-acre** mixed-use master plan, although there have been reservations about this [†]
- Organizations like the Society of St. Vincent de Paul Georgia (SVDP) have also been trying to expand community services including affordable housing, to give clothing, hygiene items etc
- **Prominent Lakewood Heights Developer, Omar Ali, opened a retail center, incubator and event space to improve these retail efforts in area**



The location of Sawtell (red star) in relation to the neighborhood



Ali at Lakewood, the local retail space

South Bend Park is a **unique** natural feature that is **underutilized**

- South Bend Park is a 76.6-acre City of Atlanta park
- It is an important natural feature that contains old growth forest remnants
- The park also contains the headwaters of the longest river system in Georgia
- According to City of Atlanta, there were no programmed events in the park for year 2024
- In 2021, the park was overgrown with Kudzu, an invasive vine, which had to be removed through volunteers and the City
- Some residents have raised concerns about safety and crime in the Park
- The free swimming pool and Pavillion is a major attractor to the Park

Activities:

Baseball



Basketball



Picnicking



Playground



Restrooms



Soccer



Swimming



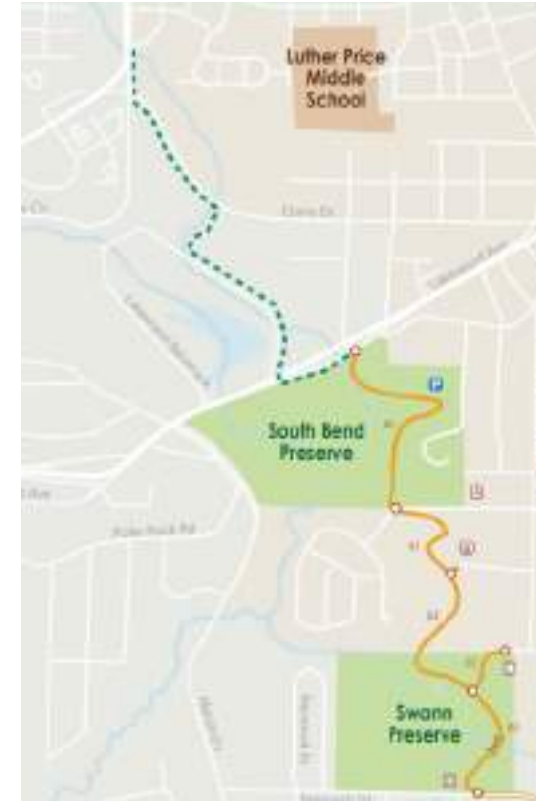
Tennis



Walking



Current facilities in the park



There is **strong** and **growing** film/TV production/entertainment industry

- Cinespace Studios which is a **357,000 sq. ft. production facility on a 35-acre campus** in the heart of the area
- The facility has grown to three 20,000 sq. ft of purpose-built soundstages, supported by the City and State level initiatives
- It also provides an opportunity to fill the gaping hole in local economy that was left by the closure of GM plant in 1990
- The neighborhood is also home **to Lakewood Amphitheater an entertainment venue with 18,920** seating capacity
- Presence of Lakewood Fairgrounds, which is owned by the city also provides opportunities for development of a recreational center



Lakewood amphitheater with the Atlanta skyline in the background

Historic architecture and character can attract tourists, developers and investors

- Lakewood Heights is a historic neighborhood dating back to earliest settlement of the city
- It is also on the [National Register of Historic Places](#)
- Contains the **South-View Cemetery**, the oldest African-American cemetery in the city and served as the burial site for civil rights movements leaders including initial burial site for Martin Luther King Jr
- The neighborhood was also the site of the **Southeast Fair in the Lakewood Fairgrounds** until the 1970s and the historic Lakewood Speedway so has a history as a regional cultural center

The Atlanta Journal-Constitution

Flashback Photos: When Atlanta hosted the Southeastern Fair



Improvements to the lake and surroundings at the Lakewood Fairgrounds could create a regional destination park

Gaps in outcome

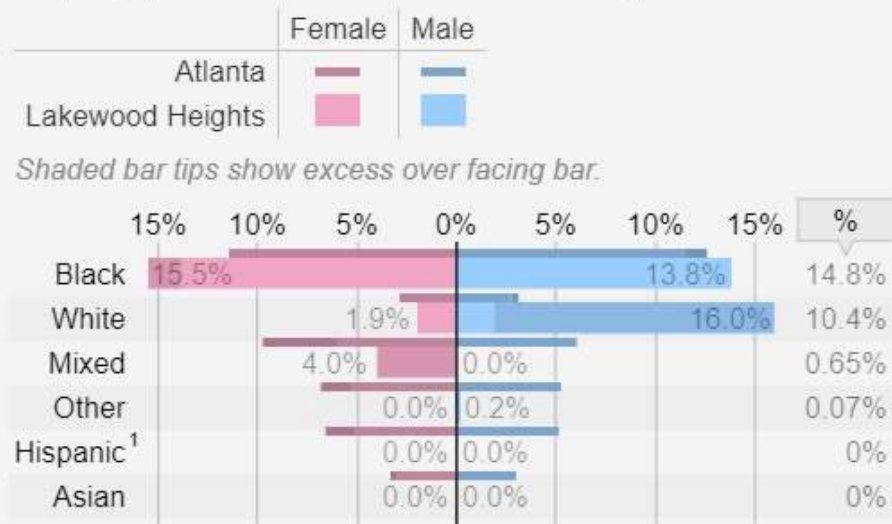
The neighborhood is suffering from serious shortage of economic opportunities

Unemployment by Race

#13

Percentage unemployed of each ethno-racial group's population 16 to 64 years of age.

Scope: population of Atlanta and Lakewood Heights



% percentage of both sexes combined

¹ white Hispanic

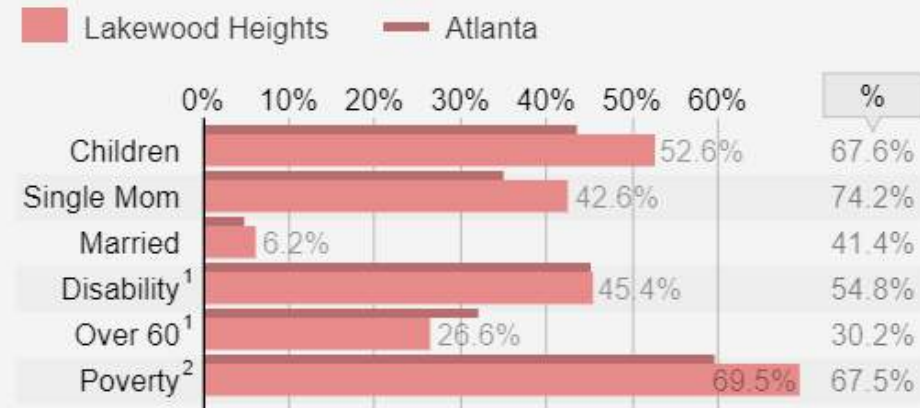
- The unemployment rate in the neighborhood is higher than the average for the city

Characteristics of Households Receiving Food Stamps

#2

Households with given characteristics as a percentage of all households that receive food stamps.

Scope: households in Atlanta and Lakewood Heights



% households on food stamps as a percentage of all households with the given characteristic

¹ at least one qualifying person

² income in last 12 months below poverty level

- Most households in Lakewood Heights are receiving food stamps.
- This is especially concentrated in Single Moms and those with a disability

Gaps in outcome

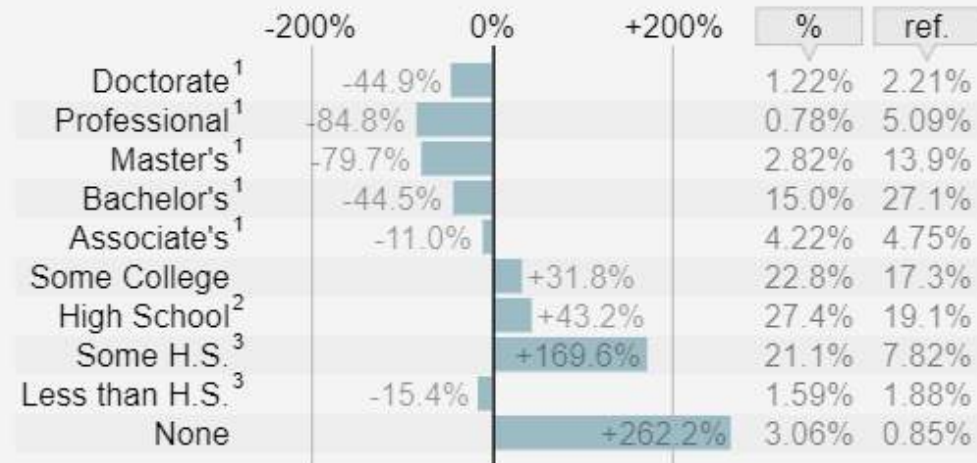
The residents of Lakewood Heights, on average compared to the city of Atlanta, have received less education

- This effect is particularly visible in the African-American residents in the neighborhood.
- The limited education opportunities within the area, as well as underinvestment in the civic infrastructure of the neighborhood exacerbate this inequality and limit economic opportunities for the residents

Detailed Relative Educational Attainment #4

Highest level of education among people aged 25 years and older, as percentage more or less than Atlanta at large.

Scope: population of Atlanta and Lakewood Heights



% percentage with given level in Lakewood Heights

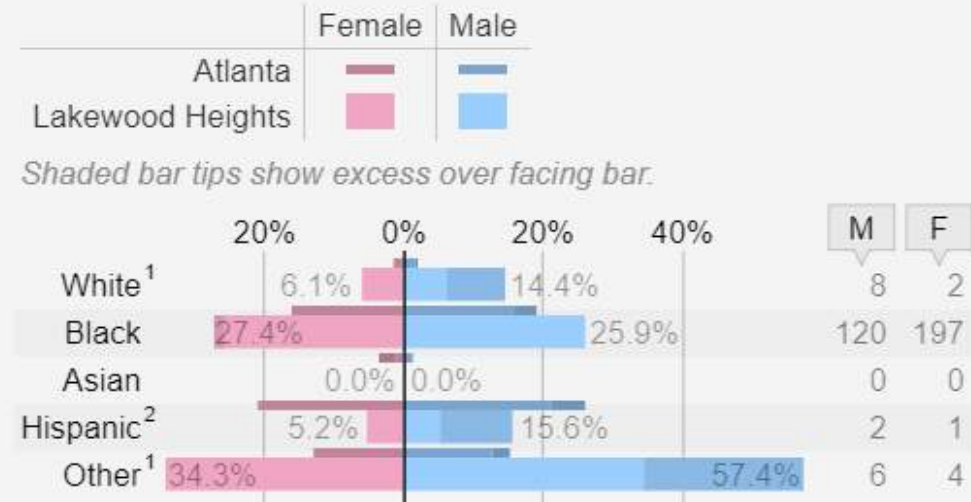
ref. percentage with given level in Atlanta

¹ Degree ² Diploma or equivalent ³ H.S. = High School

Lacking High School Diploma By Race #13

Percent of racial or ethnic group lacking a high school diploma (or equivalent).

Scope: population of Atlanta and Lakewood Heights



M number of males in category

F number of females in category

¹ non-Hispanic

² excluding black and Asian Hispanics

Lakewood Heights is potentially moving towards a growth phase

Growth -> Conservation:

Establishment of the Fairgrounds

Opening of the General Motors Plant

Conservation -> Release:

Closure of the General Motors plant in 1990s

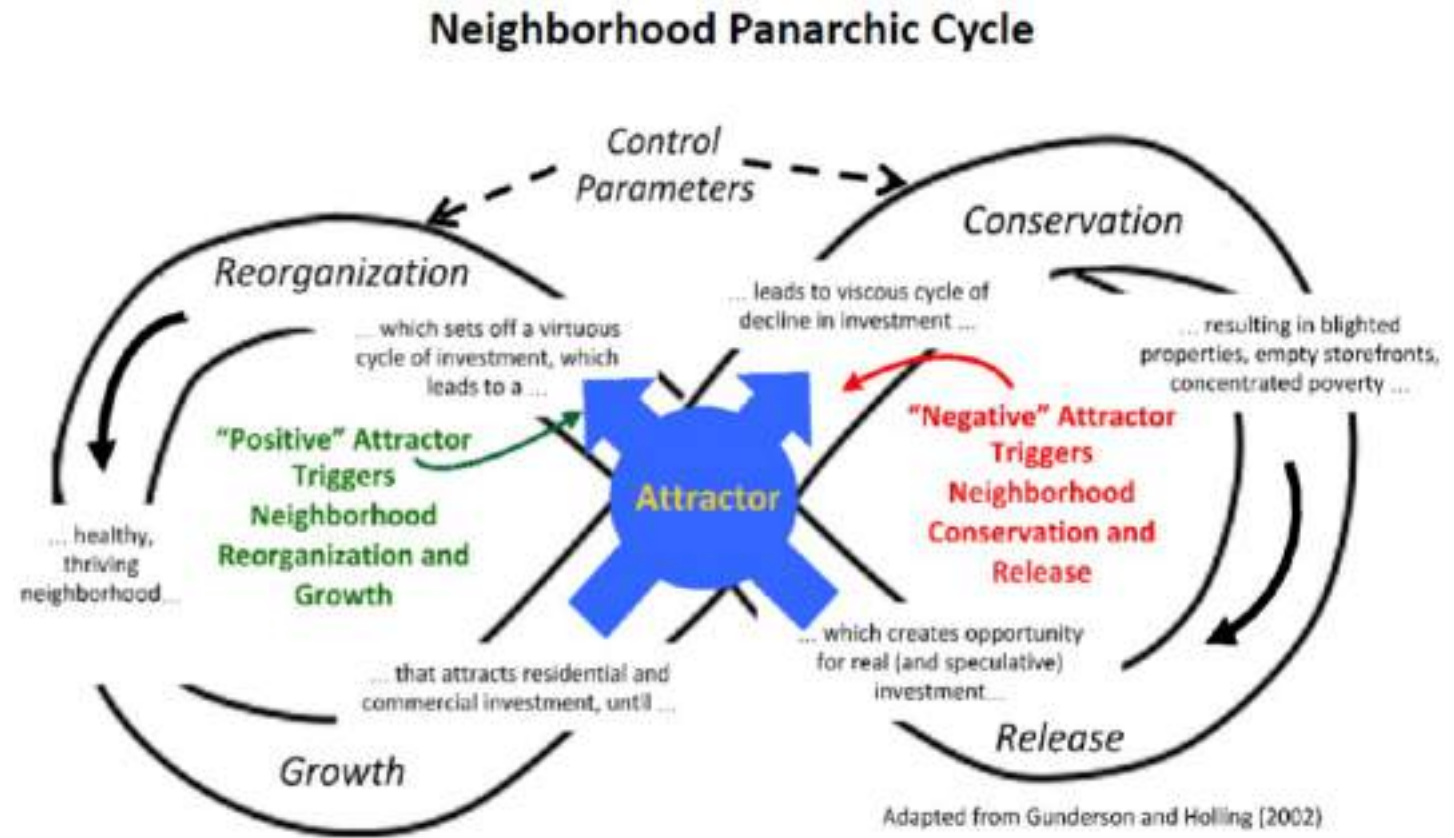
Release -> Reorganization:

Establishment of EUE/Screen Gems Atlanta soundstages

Community-driven initiatives like the NPU Y Unity Day at the Ali Center

Reorganization -> Growth?

Proposed redevelopment plans such as Lakewood Commercial District



Vision: Lakewood Heights needs a holistic approach focused on Strong Neighborhood, Good Jobs, and Sustainable Growth

Transportation

Provide a balanced transportation system that moves people, goods, and ideas, both within the study area and to nearby areas.

Economic Development

Encourage economic growth by:

1. Supporting and growing existing engines, including the film industry and academic institutions,
2. Supporting and growing area small businesses and neighborhood commercial districts, and
3. Attracting new residents and businesses with a high quality of life and "can do" attitude.

Urban Design and Historic Resources

Build on the study area's heritage to create a place that is authentic, memorable, and attractive, and where people want to live and invest.

Public Space, Environment, Health, and Community Facilities

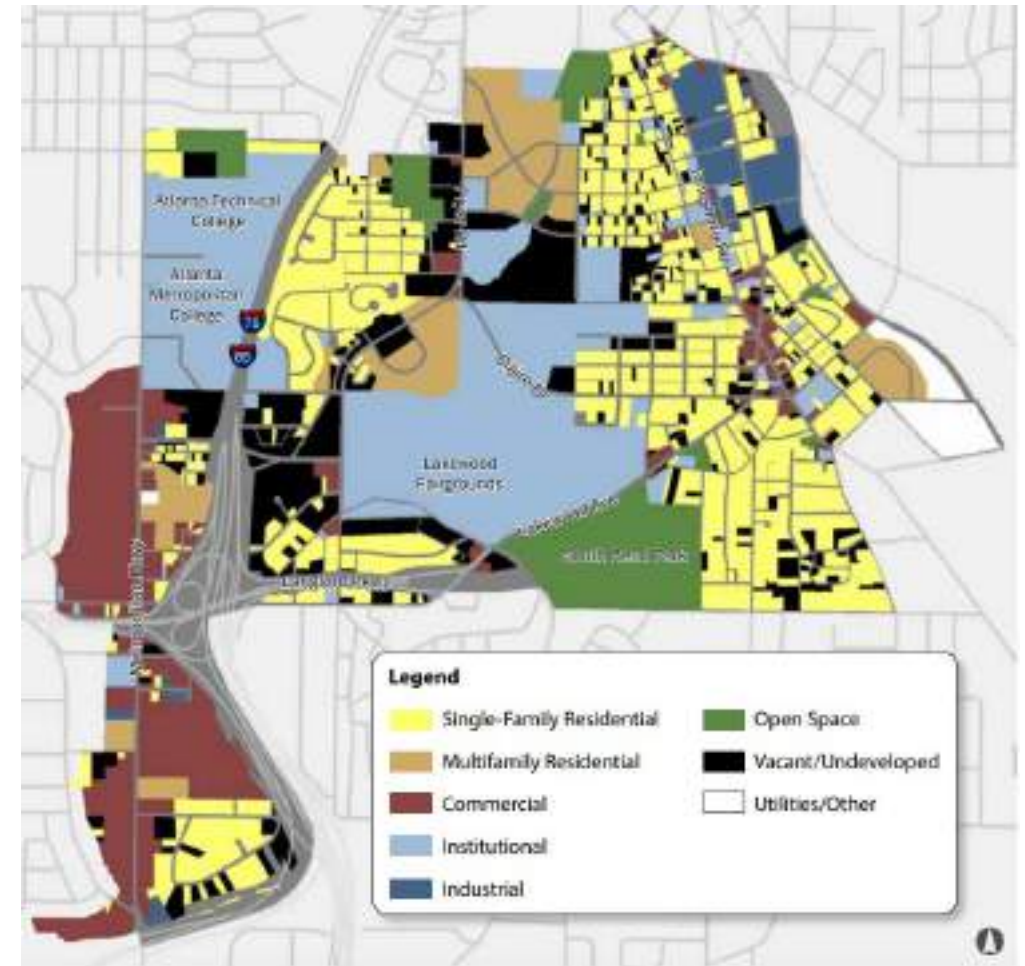
Support a sustainable future by offering high-quality public and private facilities to existing and future residents and businesses.

Land Use and Housing

Protect neighborhoods by concentrating new development into areas best suited for it. Offer a balanced range of housing for people of different ages, incomes, and lifestyles.

The presence of vacant properties creates an option for affordable, mixed use and mixed income housing development

- Revitalize the Lakewood Heights commercial district
- Focus on improving or removing vacant residential homes, especially tackling low home ownership rates in the city
- Continue to work with local partners to provide workforce housing, such as Atlanta Housing Authority, Invest Atlanta, Habitat for Humanity, Charis, and other public and private partners
- Emphasize code enforcement to remove blight from vacant properties
- Provide tax incentives for compact, dense developments

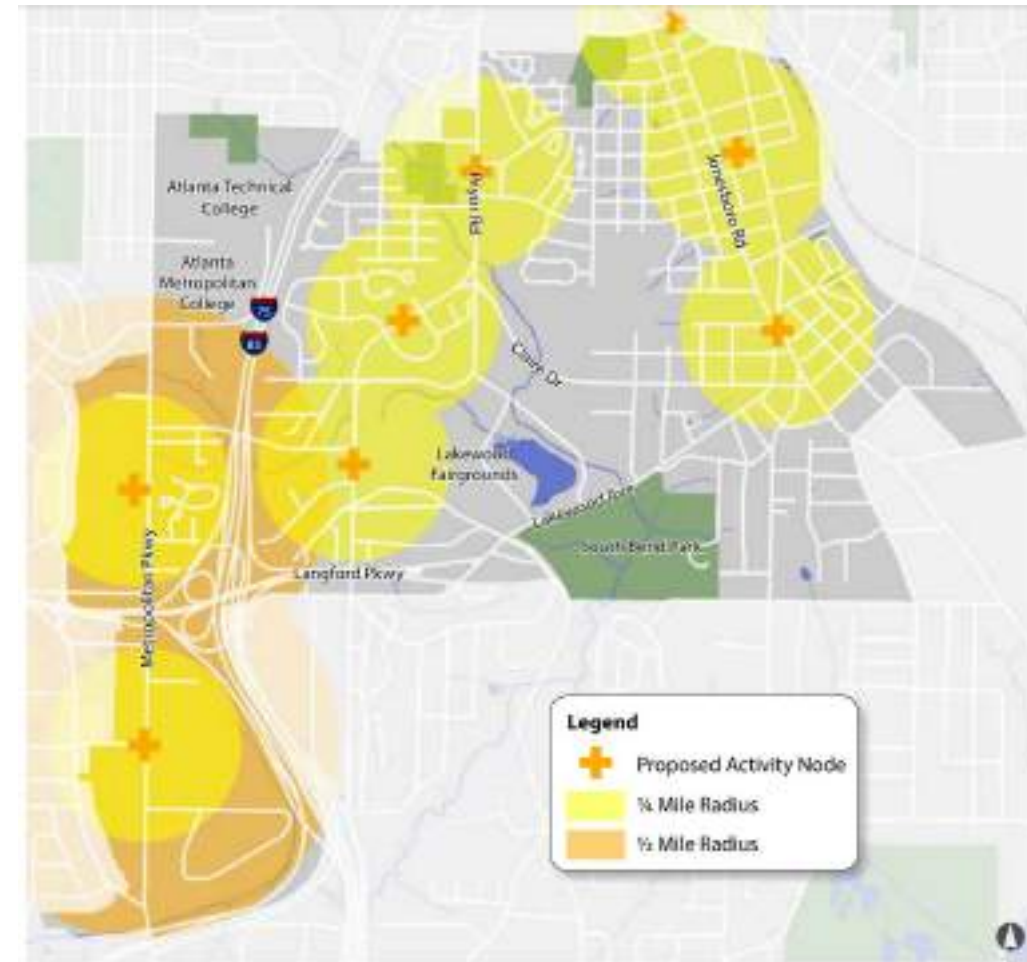


Land Use Patterns in 2013 that show the extent of undeveloped areas in the neighborhood

Source: Livable Communities Initiative Report 2013

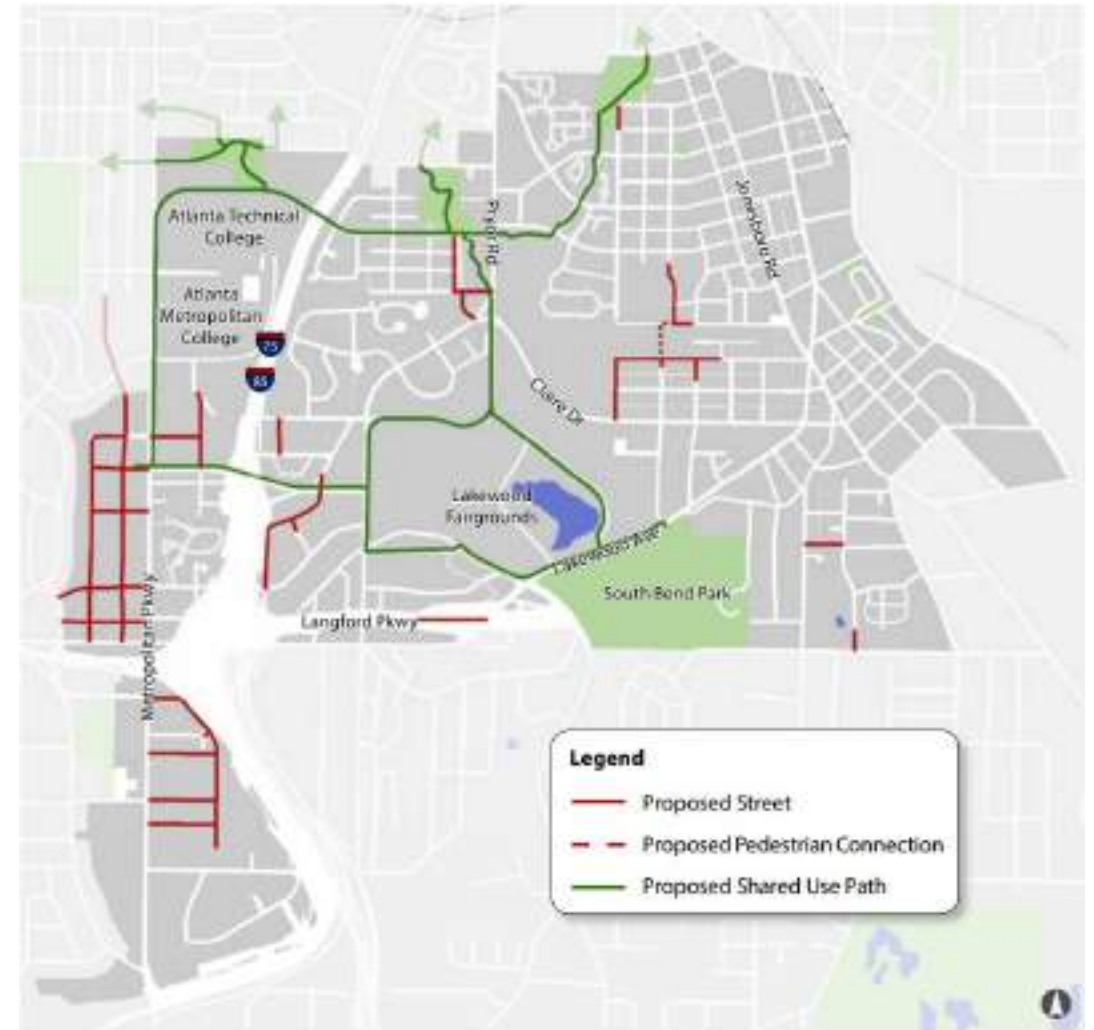
The neighborhood's proximity to downtown Atlanta is an attractor for both residents and businesses

- Concentrate new development and redevelopment along key corridors
- Leverage EU/Screen Gems Studios, the film industry, and the state tax credit to spur redevelopment and increase employment opportunities
- Historic significance and architecture, including its listing on the National Register of Historic Places, can serve as an attractor for preservation efforts and potential tourism
- Maximize job opportunities and training for local residents, in cooperation with the Community Jobs Task Force and the Atlanta Workforce Development Agency
- Leverage Atlanta Metropolitan State College and Atlanta Technical College to spur redevelopment and provide training



Redesign the transportation patterns within the neighborhood for accessibility and safety

- Promoting Bicycle paths and shared use paths across the neighborhood
- Building a previously proposed Street Car, as part of the Connect Atlanta Plan, along the Pryor Road from the Lakewood Amphitheater
- Trucks should be rerouted off of Jonesboro Road through the Lakewood Heights commercial district
- Improve transit services for bus stops including infrastructure such as concrete pads, shelter bench, lighting
- Adding bus rapid transit (BRT) service between the Lakewood Heights neighborhood commercial district and Lakewood/Fort McPherson MARTA station



Assets like the Lakewood Amphitheater and Lakewood Stadium can act as attractors for community development and engagement

- Lakewood Amphitheater can act as a major revenue source for the community while promoting the neighborhood as a cultural venue
- Leverage the 250,000 annual visitors to the Amphitheater and the 100,000 annual visitors to the Atlanta Public Schools Lakewood Stadium
- Connection to future beltline can promote economic revitalization along the proposed Southtowne PATH trail
- Vacant storefronts can be converted for use as display space, historical information displays, or temporary stores or restaurants



Estimated Retail Demand from Additional Non-Local Sources

Lakewood Concert Attendees

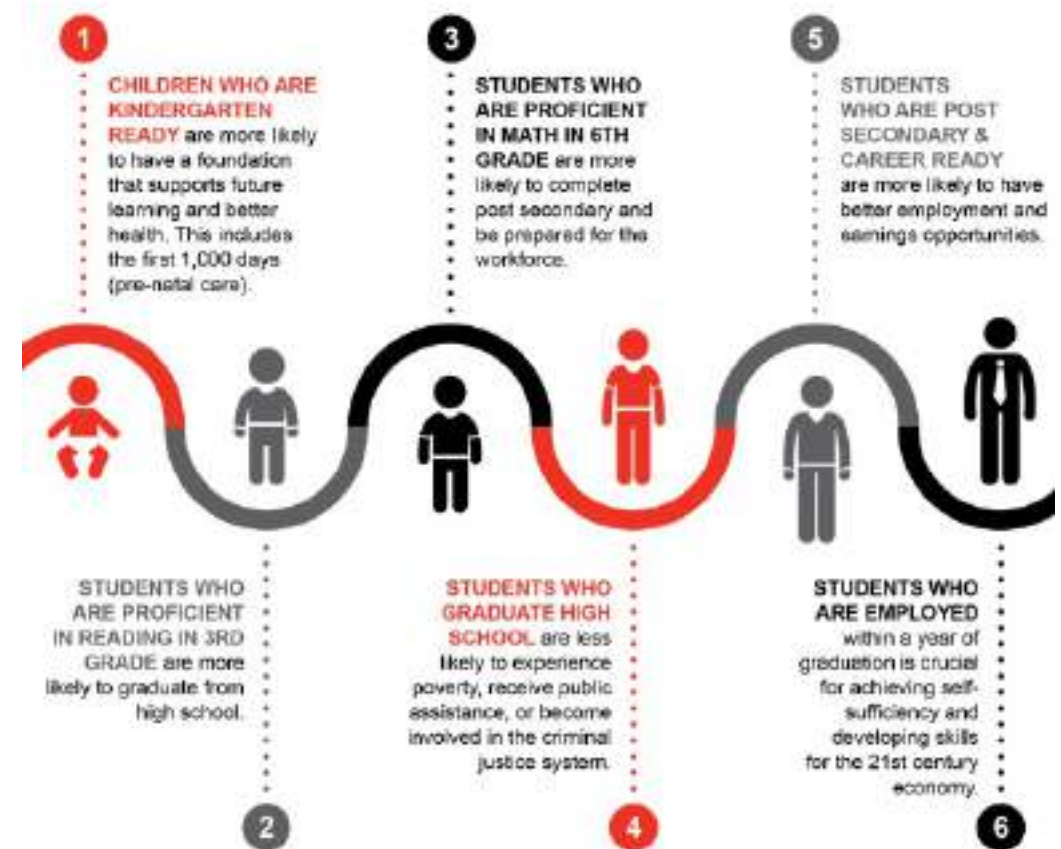
Store Type	Demand Potential ¹	Per Capita	% Dist. Sales in Local Centers ²
		250,000	*Annual Concert At
Grocery Stores	\$480,750,000	\$1,923	5%
Beer, Wine & Liquor Stores	\$38,750,000	\$155	10%
Full-Service Restaurants	\$243,250,000	\$973	35%
Limited-Service Restaurants	\$221,750,000	\$887	30%
Drinking Places	\$23,500,000	\$94	25%
TOTAL		*Atlanta Metro Per Capita	



Southtowne PATH Trail to the future Beltline Trail connections

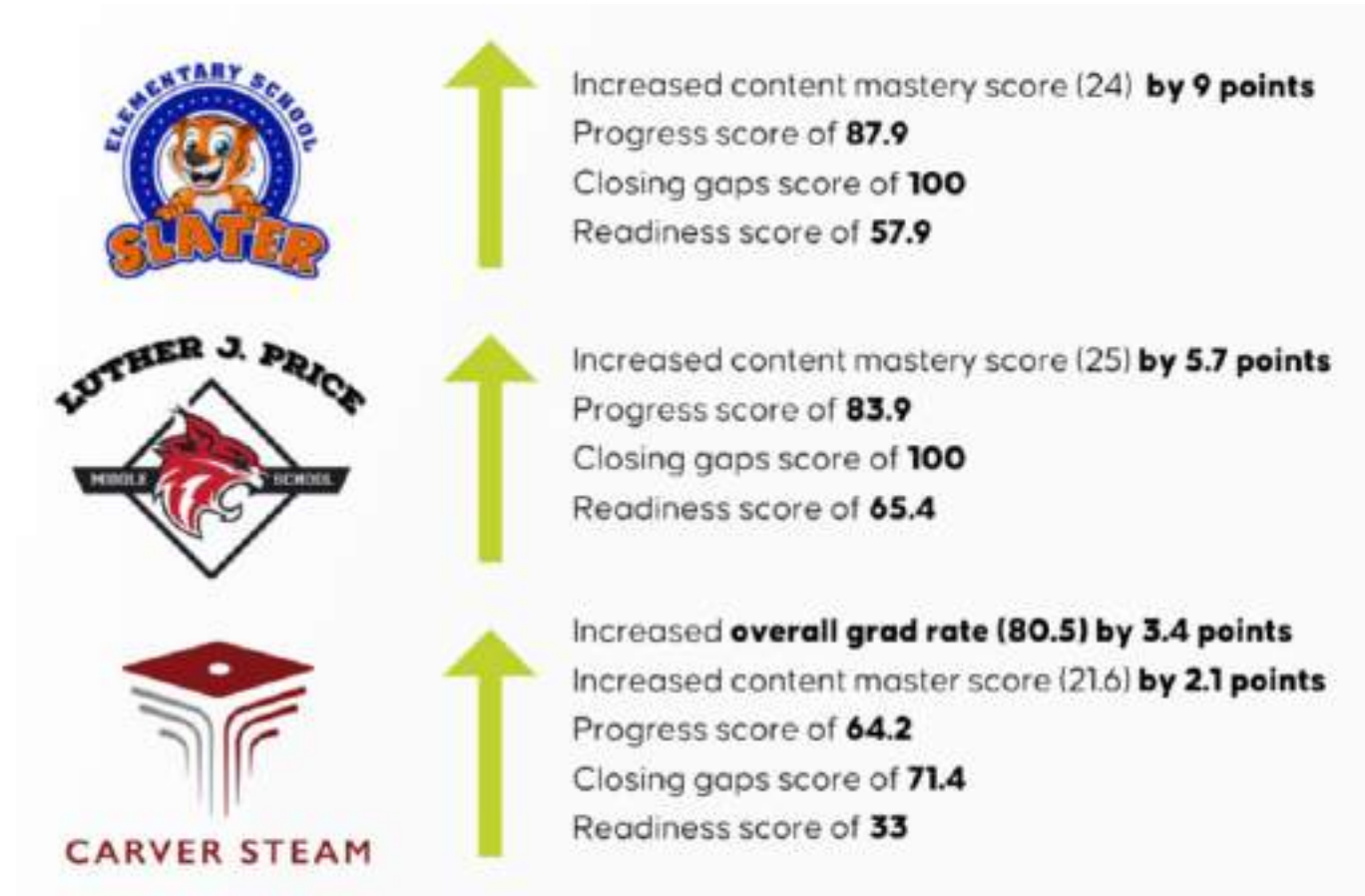
The city can promote revitalization by improving the quality of education outcomes

- Utilize the former Lakewood Elementary property. The Atlanta Board of Education recently approved plans to redevelop this site
- Engage the community in **"cradle to career"** approach to child and youth development, focusing on a coherent set of programs from early childhood through adulthood
- Leverage educational talent and resources from the nearby Atlanta Technical College, Georgia State University and Georgia Tech



Partnerships with organizations are yielding results

- **Purpose Built Schools Atlanta** has been involved with the three schools in the neighborhood
- All three schools saw an increase in their content mastery scores in SY2022-23
- While these are heartening, there's still a long way to go!



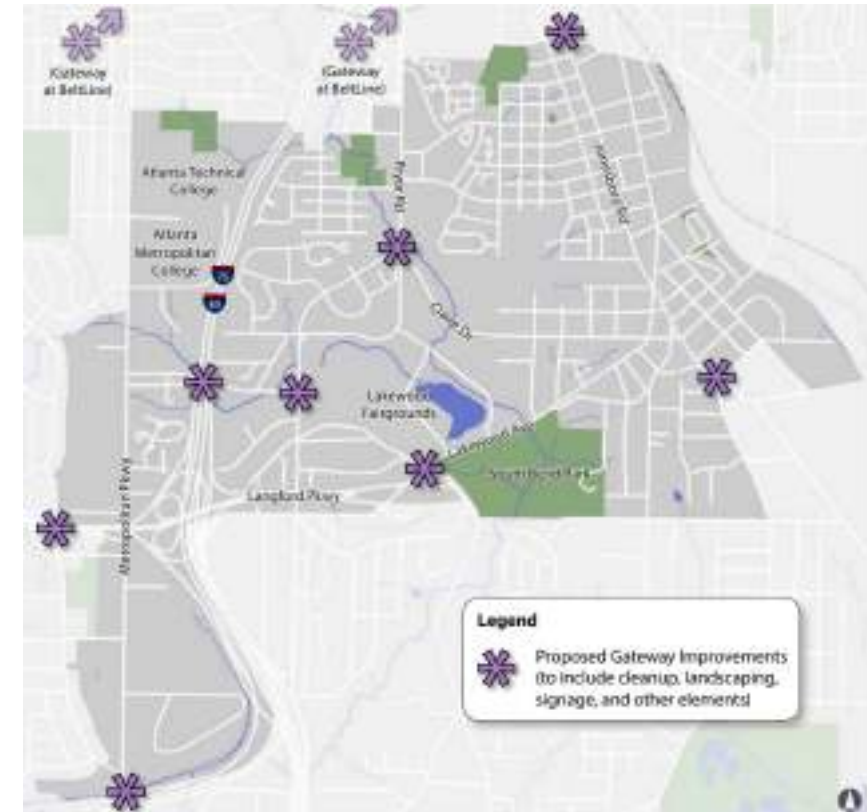
The results for SY2022-23

Public Safety concerns need to be tackled through Crime Prevention through Environmental Design (CPTED)

- CPTED is a multi-disciplinary approach to deterring criminal behavior through design – “eyes on the street”
- Greenspaces that are bordered by streets or buildings are safer than more isolated or poorly defined parks
- Ensure that new and existing public and private parks are fronted with streets or other public frontages, serve local residents
- Conduct walking public safety audits. Work with the Atlanta Police Department to walk key portions of the study area and identify where enhancements need to be made to lighting, clearing brush, removing blight, etc. to improve safety and perceptions

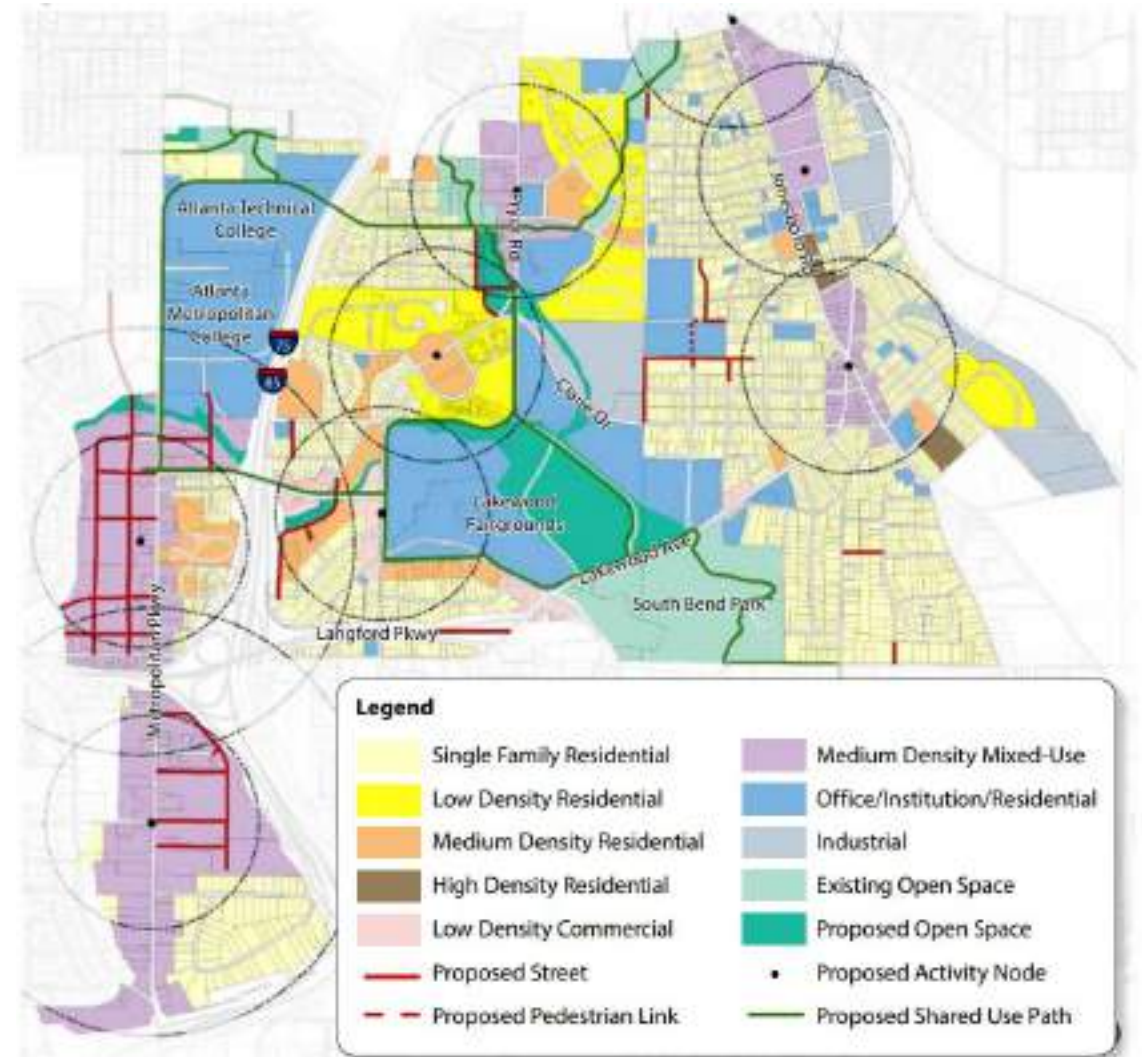


Currently conditions in the neighborhood are that of an undeveloped and declining neighborhood



Identify new or updated zoning regulations needed to support development plan, land uses and mixes suitable for future growth

- Increasing the density through rezoning while using activity nodes as attractors
- Establishing more retail nodes but institutional uses are to remain and be complemented by other uses
- Residential infill is a key focus which is driven by mixed-income and high-density housing
- Existing zoning regulations in the area are not consistent with the vision and require several updates



Georgia Department Community Affairs Programs can help revitalize this neighborhood to achieve this vision

- City of Atlanta can secure/utilize the **HOME Investment Partnership Program funds (HOME):**
 - This program provides funds to develop multifamily rental properties and help build/renovate single family homes
 - Georgia DCA awards Housing Tax Credits to qualified development teams.



City of Atlanta needs to make sure the nonprofits meet the requirements of the Community Housing Development Organizations (CHDO) and needs of U.S. Department of Housing and Urban Development (HUD):

- Requirements are regarding board composition and community housing development activities.
- CHDO multifamily rental housing developers are eligible for HOME set asides during the tax credit application round.

Continued: City of Atlanta can ensure the HOME American Rescue Plan (ARP) is utilized to help individuals in neighborhood

- **The State of Georgia received \$87 million in federal funds through the HOME American Rescue Plan (ARP) to assist individuals or households who are:**
 - Homeless
 - at risk of homelessness
 - and other vulnerable populations

These funds can help by providing housing, rental assistance, supportive services, and non-congregate shelter, to reduce homelessness and increase housing stability

As of 2024: Lakewood Heights is dotted with about over 2,200 unoccupied and rundown properties. That makes for a roughly 15 percent vacancy rate, compared to the city's overall vacancy rate of 12 percent



HOME-American Rescue Plan
How to submit HOME-ARP Allocation Plan to HUD

Community Housing Development Organizations (CHDO) program can help build diverse and inclusive neighborhoods

City of Atlanta can coordinate with Nonprofit developers in helping funding them and giving them resources

City of Atlanta needs to make sure the nonprofit developers meet the requirements of the Community Housing Development Organizations (CHDO) and needs of U.S. Department of Housing and Urban Development (HUD)

- Requirements are regarding board composition and community housing development activities.
- CHDO multifamily rental housing developers are eligible for HOME set asides during the tax credit application round

Lakewood Heights needs to build a brand centered around entertainment and creative fields

- The visual language is inspired by modern digital language, using bold and vibrant colors to reinforce neighborhood identity
- It allows local retail and neighborhood groups to leverage brand recognition and promote community associations
- This branding can be transformed into merchandise, partnerships with local business and crafters
- Successful examples include Sun Valley in Colorado



The city should actively promote arts and cultural activities in the neighborhood



- Highlight the EUE/Screen Gems Atlanta soundstages as a cornerstone of the entertainment district
- Create Immersive Experiences: Develop pop-up events in vacant properties, showcasing local artists and performers
- Organize guided tours of film locations and historic sites
- Foster Community Engagement: Establish a Lakewood Heights Arts Council to coordinate events and initiatives
- **Encourage user-generated content through social media challenges and contests**
- Develop Signature Events: Launch an annual Lakewood Heights Film and Music Festival
- **Host monthly "First Friday" art walks and performance**
- Possible Partners include:
 1. South Bend Commons
 2. EUE/Screen Gems
 3. Lakewood Amphitheater
 4. Mayor's Office of Cultural Affairs

Art Exhibitions	Cooking Classes	Craft Workshops
Dances	Festivals	Film Screenings
Heritage Events	Language Exchange	Literary Events
Local Sports	Museums	Religious Congregations

Examples of activities that can be organized in Lakewood

Build on the Lakewood Heights Town Center Concept Plan to create an entertainment center

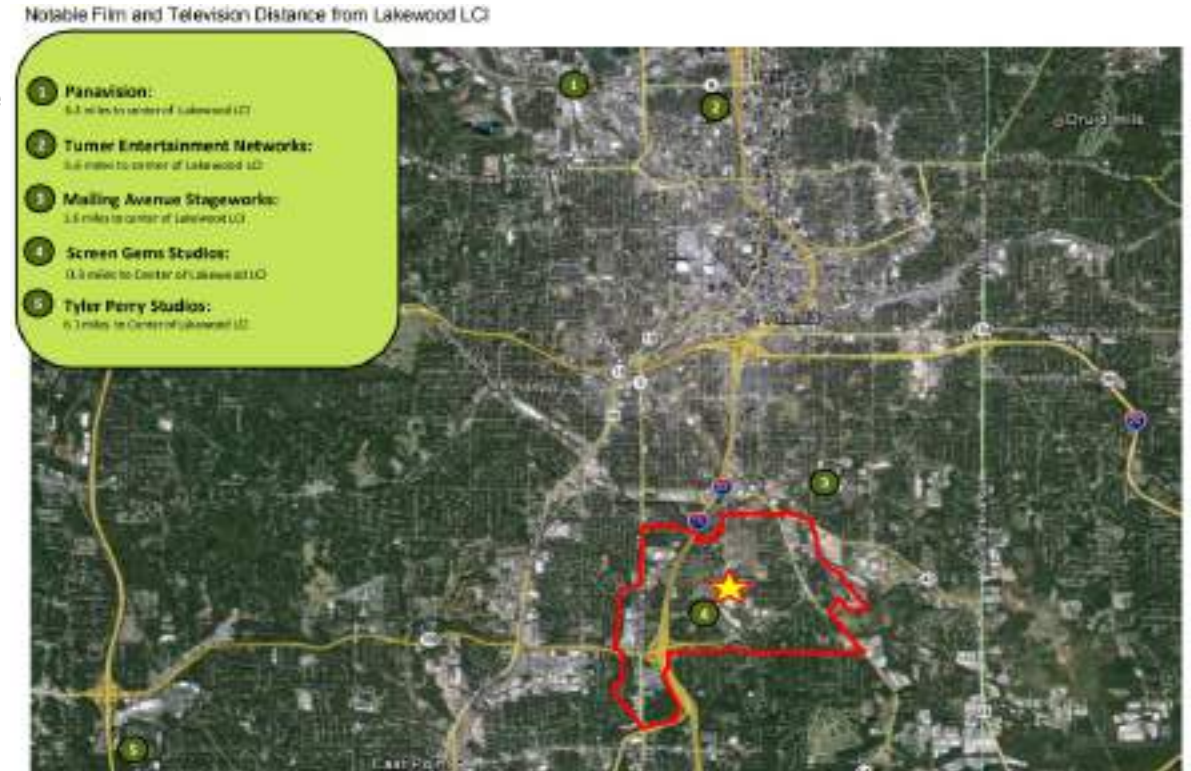
- The Lakewood Heights Town Center Concept Plan that was proposed and revalidated in Jonesboro and Living Communities Initiative needs to be followed through on
- Bring more retail spaces and affordable restaurants that can complement the entertainment activities
 - The early modern buildings in neighborhood are ideal for conversion to restaurants, cafes, or small shops
- Continue to host mainstream concerts/events within the Lakewood Amphitheatre space
 - Like Post Malone!
- Collaborate with local businesses
 - Have big networking events in the Lakewood Amphitheater space
- Ensure success public transit connectivity and free/affordable parking spaces (A lot of land available so this could work)
- In coordination with City of Atlanta, South by Southwest festival can be held within the Lakewood Amphitheater space
 - Can lead to more tourists, economic growth for the community with established restaurants, services in the area



Lakewood Heights Town Center Concept Plan

The city can leverage existing assets and strategies to strengthen the entertainment industry in the neighborhood

- Create incentives such as discounted tap, impact, and permit fees for new single-family and entertainment-industry related construction, expediting permitting process for all types of development
- Leverage the State of Georgia Entertainment Industry Incentive Act to promote economic growth
- Create a business incubator space focused on local niche markets including the entertainment industry
- Approach Lakewood Amphitheater about the potential to incentivize the location and potential use of the facility for area entertainment businesses
- Approach area entertainment industry businesses currently located elsewhere in the City regarding their current space situations, key location factors, and/or needs for future spaces
- Conduct periodic recruiting trips to the Los Angeles market to attempt to recruit more post-production services to relocate or open an east coast affiliate



Foster partnerships with educational institutions to create a workforce for the entertainment industry

- Align existing education and workforce development efforts with the entertainment industry by inviting representatives to planning efforts
- Work with colleges to integrate the student body from local schools into film/entertainment-oriented programs
- Explore potential programs to keep graduates within the community
- Create and market developer incentives for industry to train and hire local residents through programs, workshops and internships
- Maximize job opportunities and training for residents by creating memorandum of understandings and agreements between the industry and educational institutions in the area
- Work with key entertainment industry entities to create an entertainment-based business incubator
- **Partners:**
 - EUE/Screen Gems
 - Lakewood Amphitheater
 - Local schools
 - **Social Justice Student Film Fest here at LMCFILMS**
 - [CINEFEST at GSU](#)



The neighborhood can foster tech hubs, innovation centers and collaborative educational initiatives with institutions/cooperations

- Establishing community education and innovation centers within the neighborhood will be great
 - Create safe spaces for collegiate institution professionals/students to come to the neighborhood to lead workshops, train for certificate programs, and expose the community to various opportunities to boost the socioeconomic climate of the area
 - Can do STEM related clinics (like exposing the youth to coding related lessons) while promoting training for future educators for colleges
- Creating tech hubs/innovation labs within the area can foster where community members, entrepreneurs, industry professionals, real estate developers can coordinate such as Ali at Lakewood, YMCA, Atlanta Tech Startup Village
- Creating more youth advocacy programs in partnerships with collegiate institutions or community programs like (Boys and Girls Club can be beneficial for the neighborhood)



Current collegiate institutions can incorporate neighborhood revitalization efforts within their targeted goals

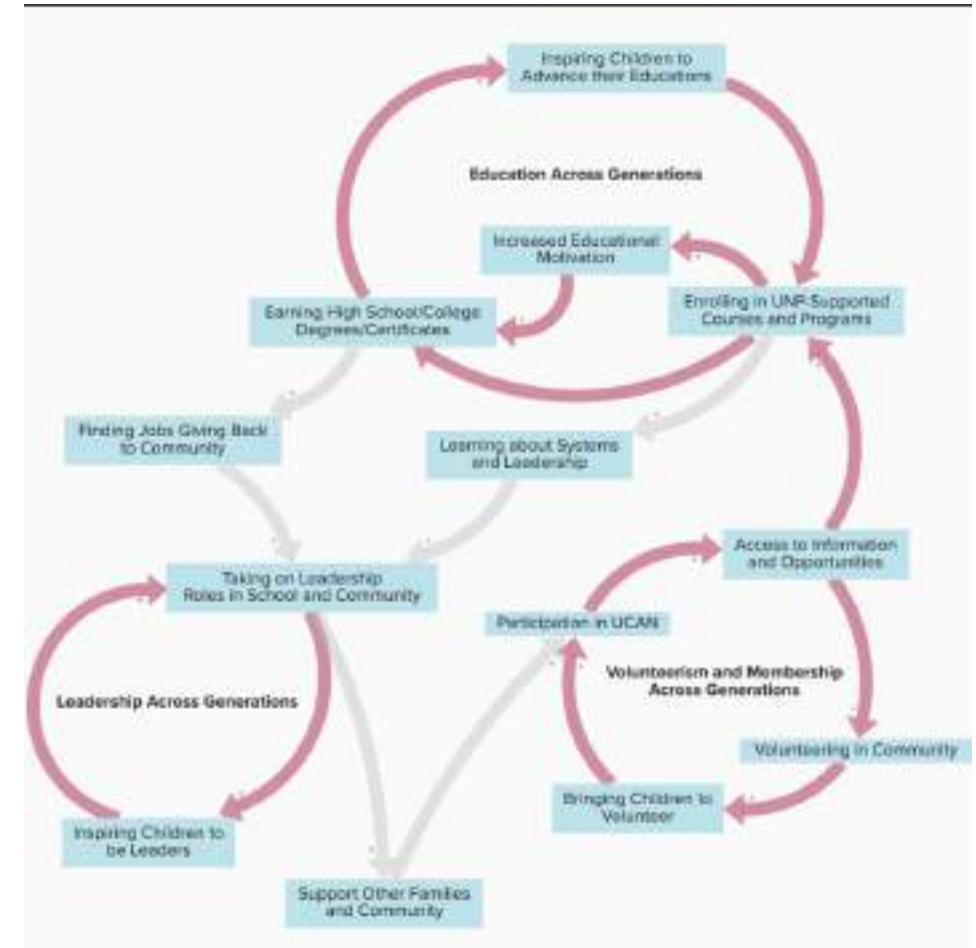


ACES partners with City of Atlanta to strengthen technology ecosystem

- Leverage the ACES (Atlanta Collegiate Entrepreneurship Syndicate) and the city of Atlanta (Donnie Beamer's – ATL Tech Hub Initiative) aims to foster innovation, drive economic growth, and create positive societal impact by empowering students, faculty, and entrepreneurs within Atlanta's entrepreneurial ecosystem
- Conglomeration of Atlanta metropolitan collegiate institutions to foster technology innovation and entrepreneurship
- Helps bridge resource gap amongst HBCUs and PWIs within the Metro Atlanta area

Building a Community Advocate Network (CAN) in partnership with educational institutes to improve outcomes

- **LOOP 1: VOLUNTEERISM & MEMBERSHIP ACROSS GENERATIONS**, Through CAN, members have opportunities to volunteer in the community where they bring their children along
- **LOOP 2: LEADERSHIP ACROSS GENERATIONS**, As adult members raise their voices and take on leadership roles in their community or school, it can inspire their children to do the same
- **LOOP 3: EDUCATION ACROSS GENERATIONS**, Through CAN, adults enroll in UNP supported courses and programs, which can motivate them to take more courses, complete high school, and enroll in college which can in turn inspire more children



Model for community engagement inspired by University of Utah Neighborhood Partners.

<https://www.partners.utah.edu/about-unp/impact/>

Establish a Main Street Program through partnership with Georgia Mainstreet

- The Main Street program could be integrated into the Lakewood Heights Town Center Development Plan
- Georgia Main Street and Main Street America are two organizations that are building effective main street programs across the state, including in city of Atlanta

By the Numbers: 40 Years of Georgia Main Street Cities

\$6 billion

of private and public investment to downtown revitalization efforts, more than any other Main Street program in the country.



9,243 buildings

rehabilitated in Georgia Main Street downtowns, creating an impact of

\$2 billion

\$557 million invested in **4,570**

public improvement projects.



78,714 net new jobs in the last 40 years, equivalent to **31 Kia plants.**

KIA x 31 = GEORGIA

Reinvestment Ratio

\$38:\$1

The amount of new investment that occurs, on average, for every dollar a participating community spends to support the operation of its Main Street program.

15,686

OPEN net new businesses

gaining **four** new businesses for each **one** that closes.

- NewTown Loans
- Entrepreneur's Academy
- Developer's Academy
- Downtown Diversity Initiative

- Downtown wayfinding program
- Public art
- Business Improvement District (BID)
- SouthTowne Trail

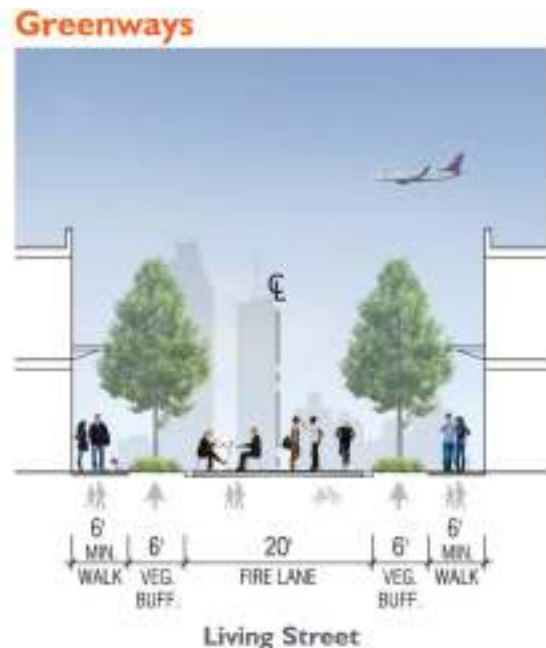
- Lakewood Community Association organizational support
- Community Collaboration
- Engaged ad hoc Main Street Committee of NewTown Board

- Downtown Trick-or-Treating
- Shop Small Saturday
- Main Street Christmas Light Extravaganza
- Christmas in Downtown
- First Friday
- The Market
- Family-friendly programming

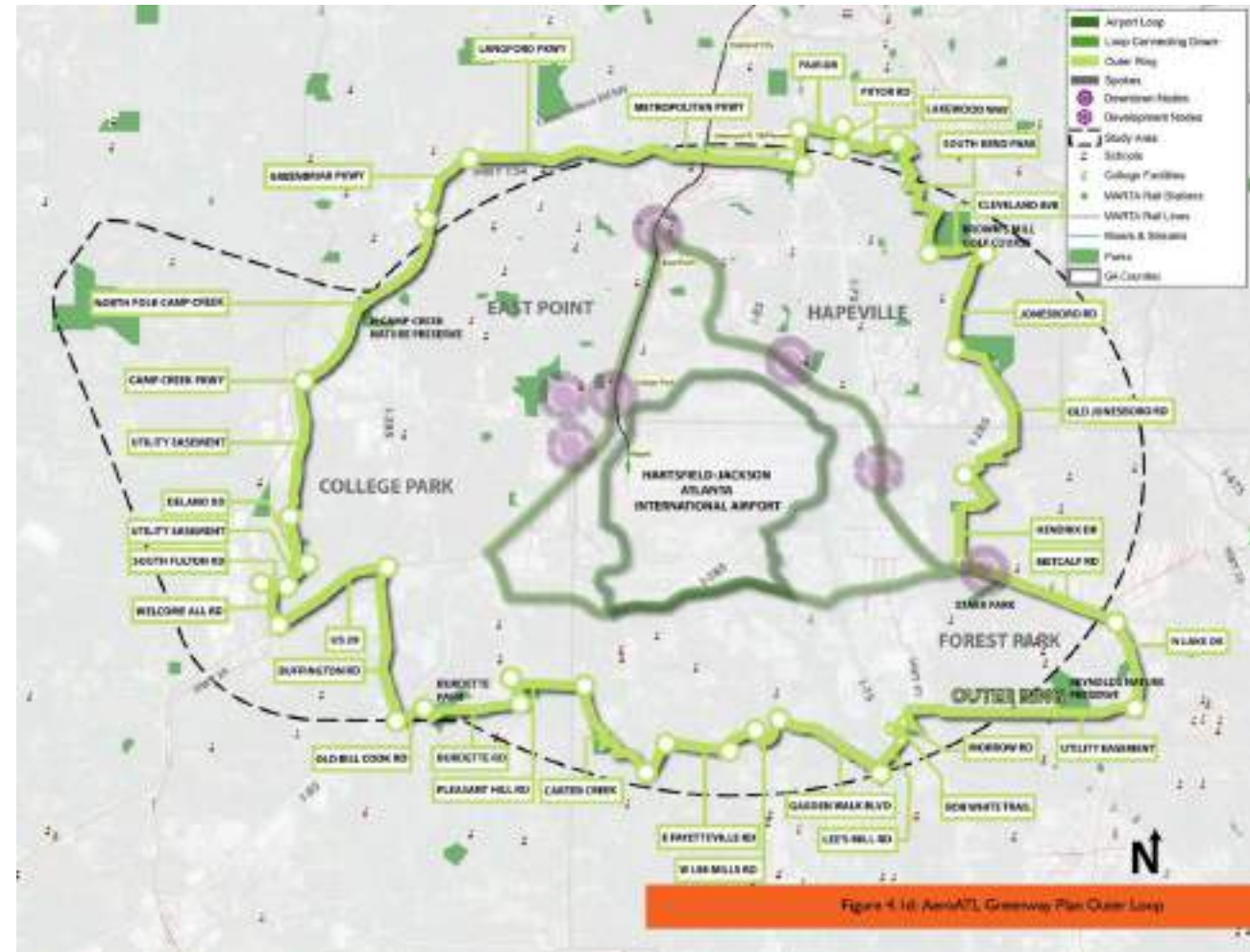


The main street program can benefit from future development including AeroATL Greenway Plan

- The outer loop of the proposed plan is planned to start from Lakewood Heights, and go through South Bend park
- Existing Plans to connect Southtowne trail to Beltline, plus increased traffic to Lakewood Stadium and Amphitheater can boost retail

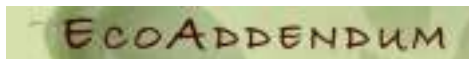


A concept plan for the main street program



Re-envision the South Bend Park to utilize its potential as a community attractor

- Community Concert Series: Organize regular concerts in the park, featuring local musicians and artists. This can help foster a sense of community and provide entertainment for residents.
- Outdoor Movie Nights: Utilize the park's open spaces to host family-friendly movie screenings, creating a fun and inclusive atmosphere for all ages.
- Fitness and Wellness Programs: Offer free or low-cost exercise classes, such as yoga or group workouts, to promote health and well-being among residents.
- Nature Education: Develop programs that teach about local flora and fauna, encouraging environmental awareness and appreciation for the park's natural resources.
- Community Garden: Establish a section of the park for a community garden, providing opportunities for residents to grow their own food and learn about sustainable gardening practices.
- Potential partners:
 - South Bend Commons
 - Friends of South Bend Park

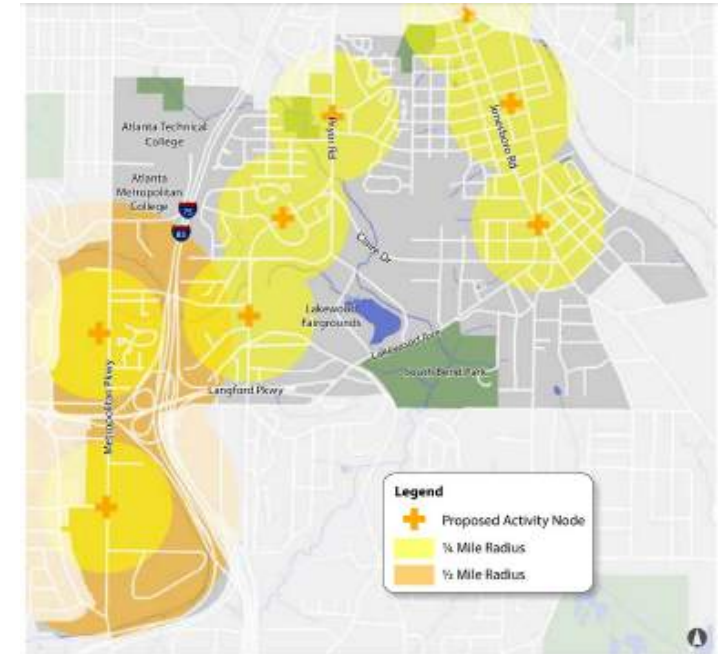
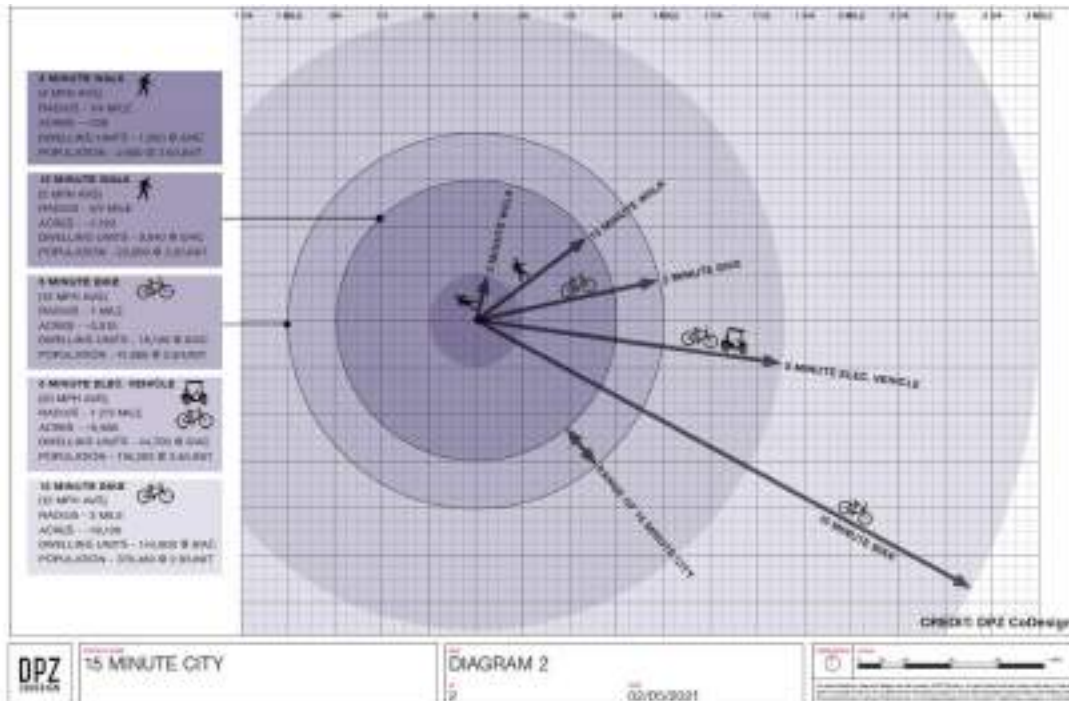


Park Pride South Bend Envisioning Plan:

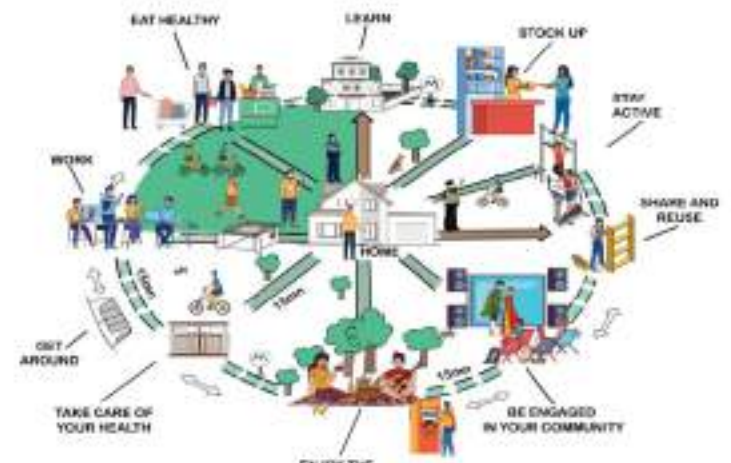
https://parkpride.org/wp-content/uploads/2024/11/2007_southbend_overview.pdf

Apply the “15-minute city” concept to one activity node at a time to promote high-density, mixed-use development

- Proximity: Essential services, amenities, and workplaces within a 15-minute walk or bike ride from homes
- Multi-modal mobility: Prioritizes walking, cycling, and public transit over car dependency
- Mixed-use neighborhoods: Promotes diverse, decentralized urban areas that blend residential, commercial, and recreational spaces



Locations of activity nodes



15-min city conceptual model



THANK YOU!