H.E. Holmes Station
Transit-Oriented Development Master Plan Compilation

Investigate | Explore | Recommend | Document

September 2022 - April 2023

Hamilton E. Holmes MARTA Station TOD | P48713
MARTA + City of Atlanta + Fulton County

Plan Prepared By
HKS

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City of Atlanta Planning Department
Georgia DOT

Noell Consulting Group

MARTA H.E. HOLMES TOD

A Community Hub for Holmes

A place of legacy, history and rebirth that is community oriented, people-focused, environmentally sensitive and open to the current and future generation.

MARTA's H.E. Holmes Station Master Plan is intended to guide the redevelopment into a transit-oriented community that is compact and dense relative to its surroundings, accommodates a rich mix of land uses, articulates a great public realm and offers a new approach to parking.

The development will augment MARTA TOD + Real Estate's purpose:

We create joy in our communities by connecting people to jobs, food, healthcare, education, housing, greenspace, sport and love — all accessible through public transit.

Contents

OVERVIEW 09
About the Study
Context

INVESTIGATE 19
Built Environment
Natural Environment
Human Factors
Insights
Next Steps

EXPLORE 109
Setting the Stage
Exploring Options
Towards a Common Vision
Next Steps

RECOMMEND 219
Guided by Community
Recommended Framework
A Resilient Plan
Next Steps

DOCUMENT 333
A Tapestry of Voices
Master Plan Vision
A Resilient Plan
Next Steps

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OVERVIEW

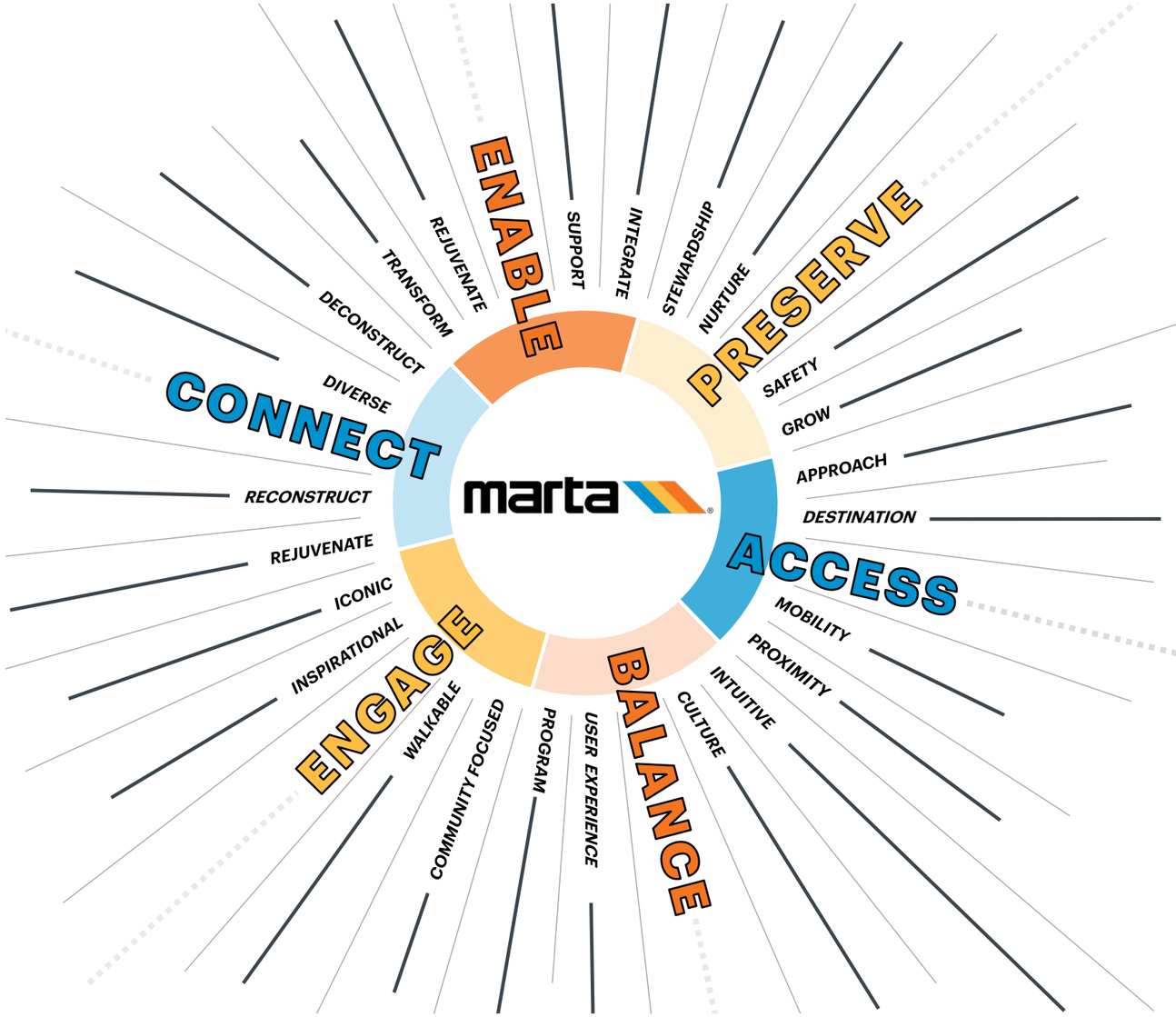
The Charge
The MARTA Holmes TOD Master Plan represents a platform to reconsider land that surrounds the existing rail station currently isolated by a network of large regional roads. The H.E. Holmes Station location has the potential to leverage transit in a way that reconciles a diverse mix of land uses to create new neighborhood centers.

The Components
- Public Engagement
- Urban Planning
- Urban Design
- Placemaking
- Green Infrastructure

The Approach
Our approach has been designed with the end in mind so that the opportunities are driven from a 360° comprehensive perspective.

The Process
Investigate | Explore | Recommend | Document

The Place
To inspire sustainable, resilient, and inclusive design we start with a Nature Of Place study that is made up of 10 measures, reflecting the AIA Framework for Design Excellence. It organizes our thinking, facilitates conversations with our clients and the communities we serve, and sets **meaningful goals and targets for climate action and equitable developments.**



ABOUT THE STUDY

How can we help you develop a timeless character for a community-centric Transit Oriented Development?

Investigate (4 weeks)	Explore (6 weeks)	Recommend (8 weeks)	Document (4 weeks)
Kick-Off and Visioning	Website & Project Communications	Community feedback engagements	Circulation & bus details
Initiate community engagement plan	Stakeholder engagement	Stakeholder review & input	Development metric details
Assess existing conditions	Assess site opportunities	Sustainability analysis	Sustainability analysis
Establish benchmarks	Community Engagement Event #1	Defining the Holmes project story	Community Review Event
Conduct Nature of Place analysis	Define site options	Consolidated framework development	Final Development Framework
Issue ‘Investigate’ Report	Issue ‘Explore’ Report	Issue ‘Recommend’ Report	Issue ‘Document’ Report

OCT 2022 — NOV 2022 — JAN 2023 — MAR 2023 — APR 2023

“No matter what you do, be the best you can.”

HAMILTON E. HOLMES

A man relentlessly committed to justice, his own educational pursuits and leading with compassion, Mr. Holmes, an Atlanta native, was one of the first two black students to integrate The University of Georgia and later Emory University.

The station was renamed in his honor in 1997 following his passing in 1995.

Context

CHATTAHOOCHEE RIVER

I-285

FULTON CO. AIRPORT

FULTON INDUSTRIAL BLVD.

SR-280

WESTSIDE RESERVOIR PARK

GA TECH

BANKHEAD

FREDERICK DOUGLASS HIGH SCHOOL

LINCOLN CEMETERY

ANDERSON PARK

TO SIX FLAGS

I-20

MLK JR DR SW

WEST LAKE

MLK JR DR SW

ASHBY

VINE CITY

GWCC

FIVE POINTS

GARNETT

I-20

I-285

LIONEL HAMPTON PARK

WESTVIEW CEMETERY

WEST END

H.E. HOLMES

FIVE POINTS

MERCEDES BENZ STADIUM

VINE CITY

GWCC

WESTSIDE RESERVOIR PARK

BANKHEAD

ASHBY

WEST LAKE

FREDERICK DOUGLASS HIGH SCHOOL

LINCOLN CEMETERY

I-20

MLK JR DR SW

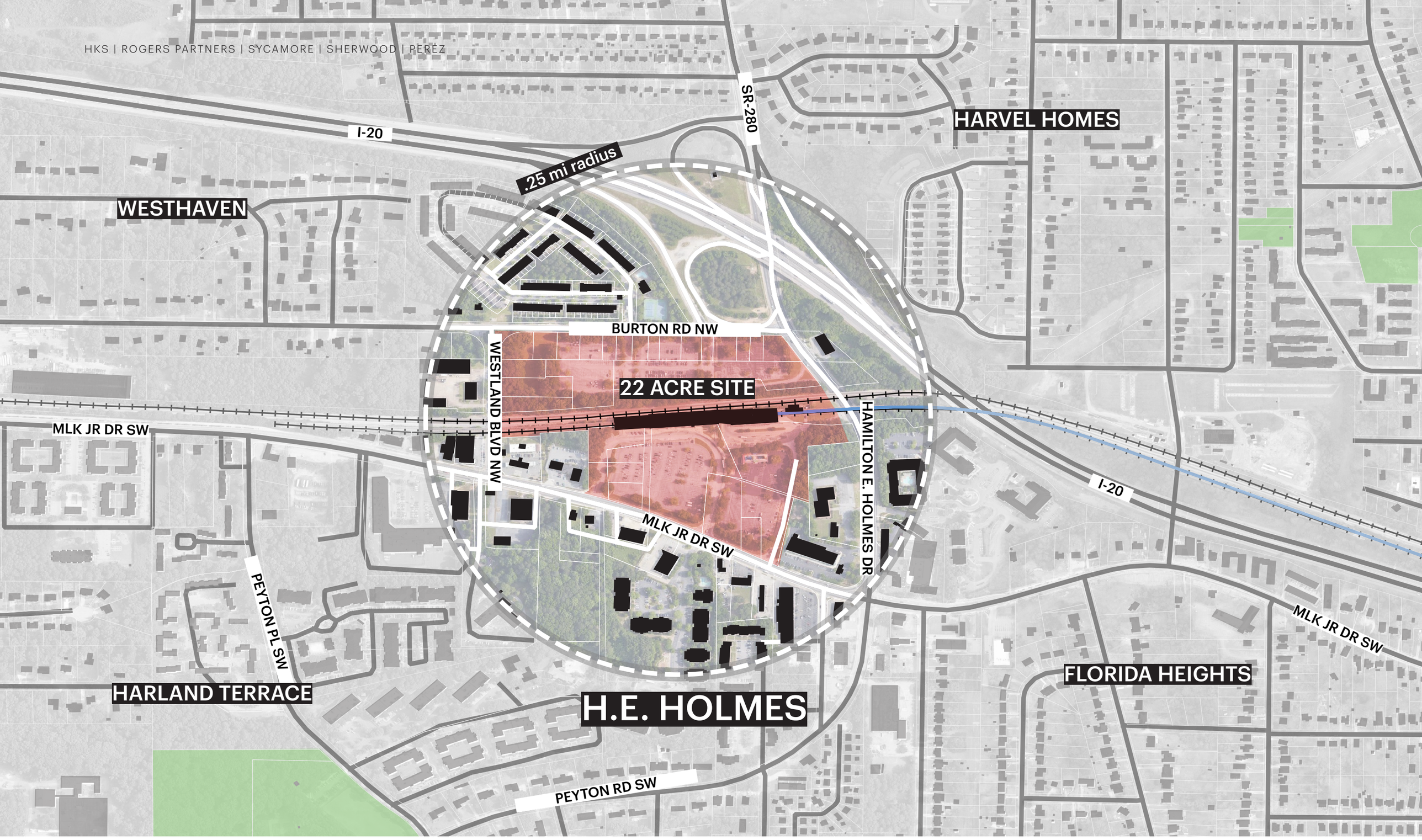
WESTVIEW CEMETERY

I-20

MLK JR DR SW

H.E. HOLMES

ISABEL WEBSTER PARK


I-20
SR-280
.25 mi radius
WESTHAVEN
HARVEL HOMES
BURTON RD NW
WESTLAND BLVD NW
22 ACRE SITE
HAMILTON E. HOLMES DR
MLK JR DR SW
I-20
MLK JR DR SW
PEYTON PL SW
HARLAND TERRACE
H.E. HOLMES
FLORIDA HEIGHTS
PEYTON RD SW

INVESTIGATE

An analysis of past & present conditions to inform the future

The Built Environment

WHAT ARE THE CUES THAT THE SITE DEVELOPMENT CAN DERIVE FROM EXISTING BUILT CONDITIONS?

Site History

Past Plans

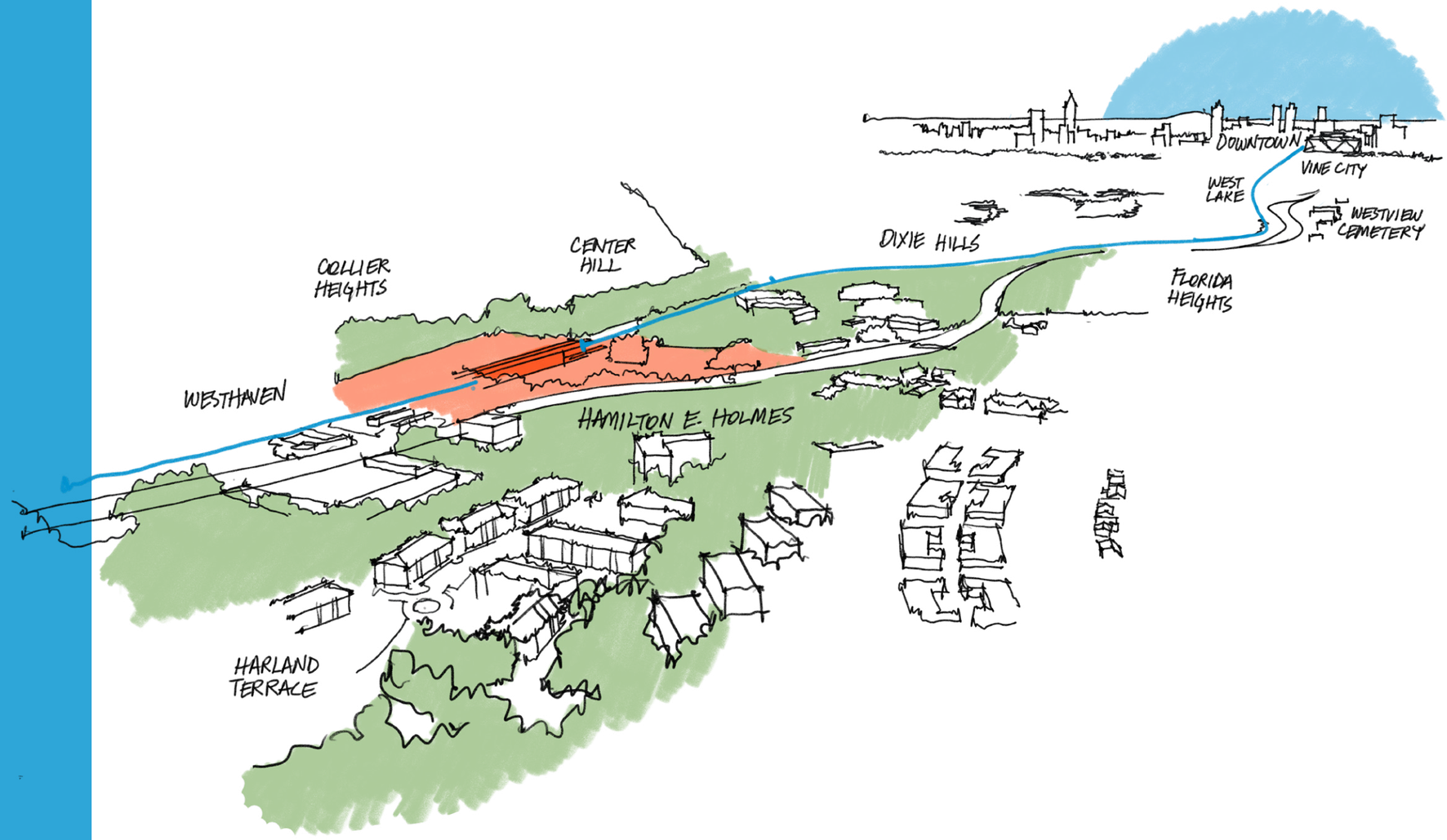
Atlanta City Design

Regional Observations

Neighborhood Observations

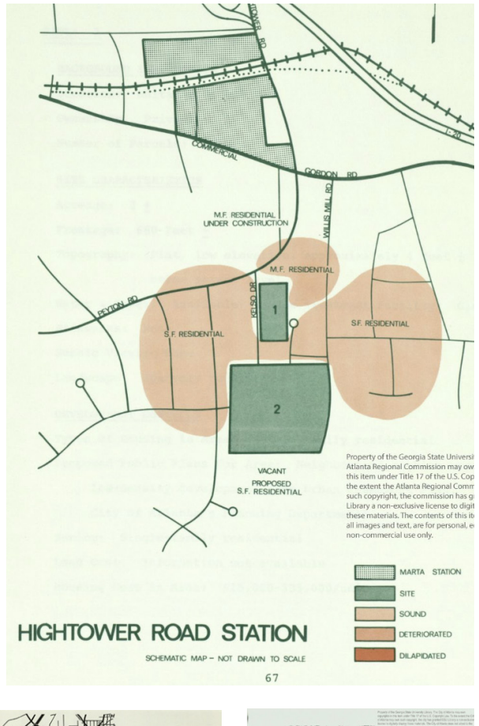
Site Observations

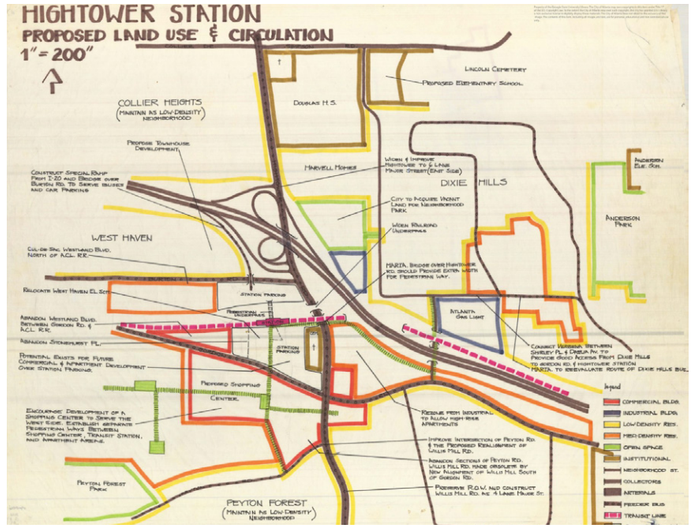
Station Observations

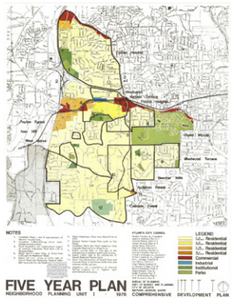


SITE HISTORY

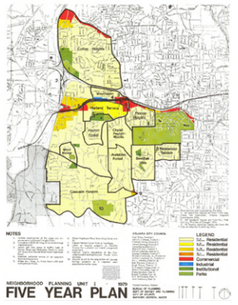
The site and it's surroundings have been considered in multiple neighborhood planning unit plans. Uncovering the initial construction of H.E. Holmes station as Hightower road station lends perspective into how the station developed into what is now a major commuter-based station for much of west Atlanta.





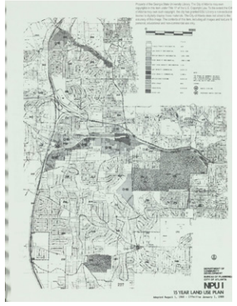


1978

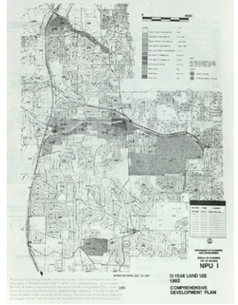


1979

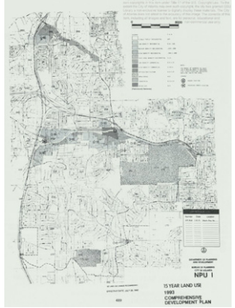
1983



1989



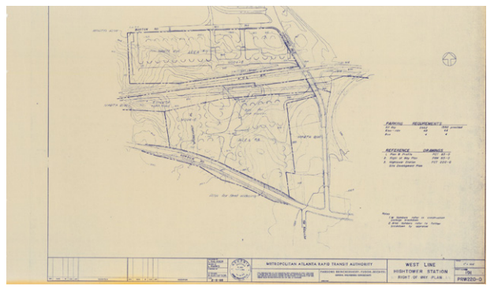
1992

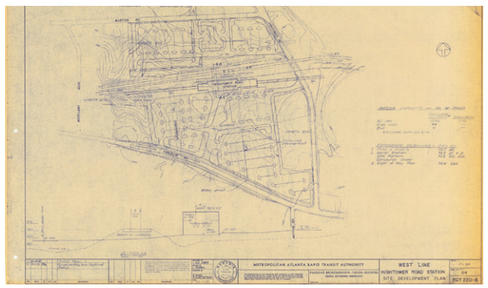


1993

1995

2002





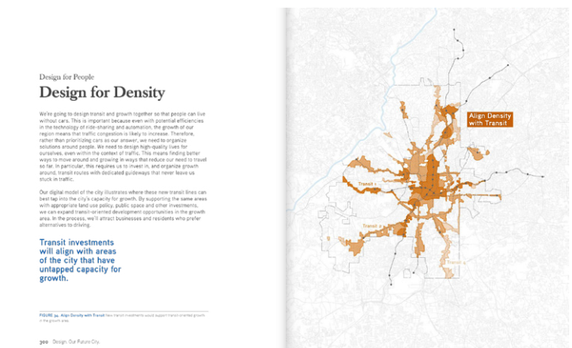
"The freeway served as a geographic barrier separating majority-black neighborhoods to the south from white, affluent neighborhoods to the north."

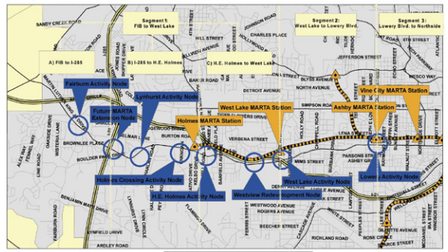
— Atlanta City Design Housing

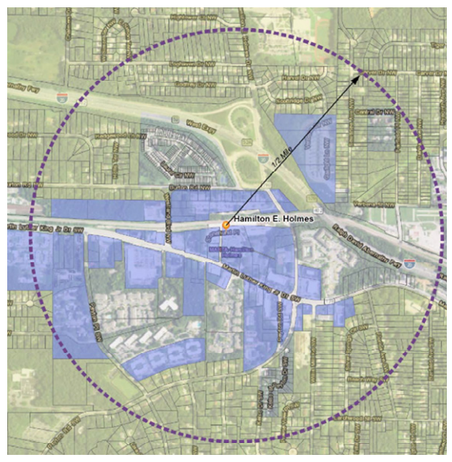
PAST PLANS

Today, most recent studies and plans continue to incorporate TOD strategies at the forefront of citywide and area specific land use and economic development planning. Six studies have directly influenced the H.E. Holmes Station, which are noted in this section. They reveal repeatedly the need for safe pedestrian-friendly environments that connect the station to the surrounding community, an absence of mix-use development that offers welcoming commercial and retail spaces, a need of mix of housing typologies with easy access to the station, and a desire for open public spaces.

Furthermore, most studies support the rezoning strategy proposed in 2002 H.E. Holmes LCI study, which to this day has not been implemented. On the other hand, the most recent 2021 CDP establishes a land use category of Mixed-Use Medium Density to the site. This designation is supported by a Character Area planning guide that defines the site as a Intown Corridor and a TOD Overlay. Both the land use and character area designation will contribute to a straightforward application for rezoning.







2002

H.E. Holmes Livable Center Initiative – Study and Concept Plan
-Adopted November 26, 2002
-City of Atlanta
-Study Area - 0.8 sq miles that surrounds H.E. Holmes MARTA Station

2005

MLK Jr Drive Corridor Transportation Study
-Adopted October 31, 2005
-City of Atlanta Department of Planning and Community Development
-Study Area – a 7.3-mile corridor along MLK Jr. Drive

2010

MARTA Transit-Oriented Development Guidelines
-Adopted November 2010
-Metropolitan Atlanta Rapid Transit Authority
-Study Area – Metro Atlanta

2015

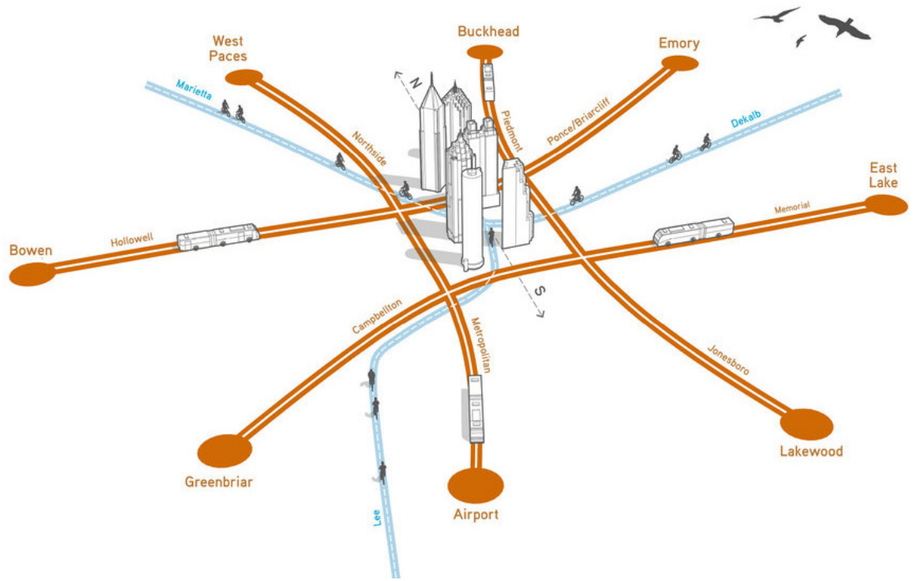
Transit Oriented Atlanta
-Adopted September 14, 2015
-City of Atlanta Department of Planning and Community Development
-Study Area – Atlanta

2017

Atlanta City Design
-Adopted 2017
-City of Atlanta Department of City Planning
-Study Area – Atlanta

2021

City of Atlanta 2021 Comprehensive Development Plan
-Adopted November 2021
-City of Atlanta Department of City Planning
-Study Area – Atlanta



ATLANTA CITY DESIGN

The Atlanta City Design is a guiding document that proposes an aspiration for the future of Atlanta's communities based on Dr. King's concept of the Beloved Community.

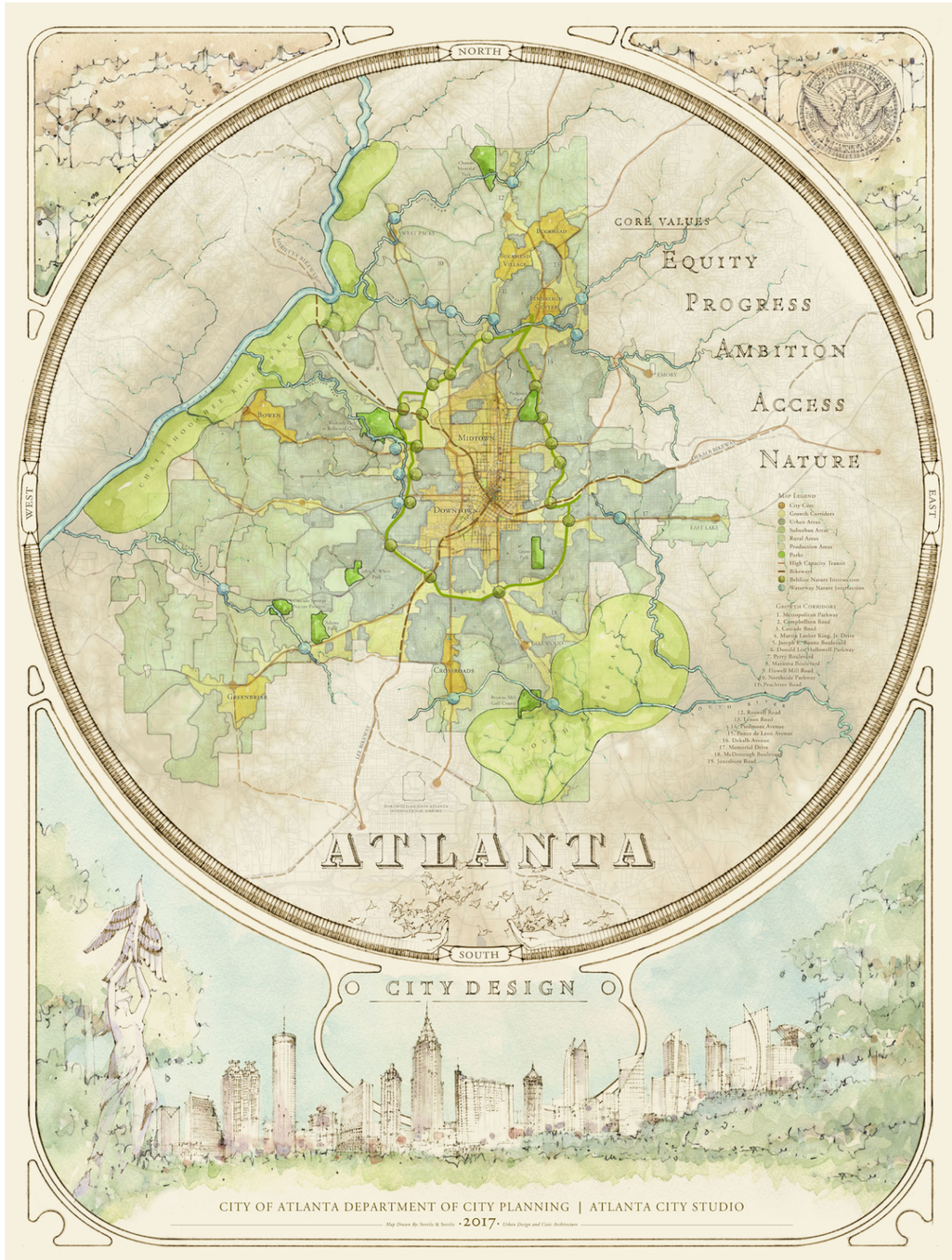
It introduces two design approaches to land use planning:

-Growth Areas: are organized intro already-developed areas that are suitable to taking on growth, including transportation corridors, historic core of the city, and outlying clusters like Buckhead and Greenbriar. If properly designed, these areas can accommodate Atlanta's expanding population.
-Conservation Areas: represent ecological value, historic character and housing options.

H.E. Holmes Station is located within a Growth Area and it's categorized as a Corridor.

When we're at our best, the conditions that make this place possible frame the essence of who we are. They can be defined by a set of five core values:

Equity
Progress
Ambition
Access
Nature



Source: Atlanta City Design

Growth Areas

Growth areas are vibrant and active. They are designed for the hustle and bustle of the city.

They are found at Atlanta's core and along its major thoroughfares. Growth makes sense here because the land has already been developed, even though in many cases, it still isn't used very well. Most growth areas are easily accessible to transit, suitable for walking and biking, and provide direct connections into downtown. Height and density will depend on proximity to transit and other factors, but the idea is that these areas will accommodate most of our growing population in ways that are less dependent on cars.

Growth will be focused in places that can accommodate growth.

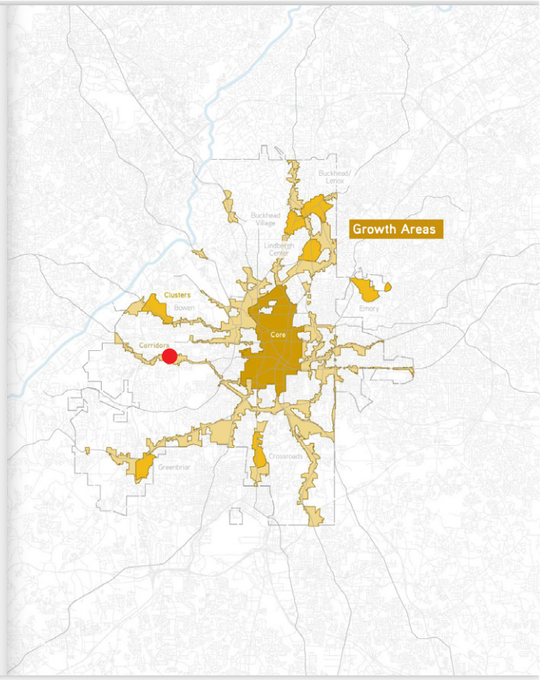
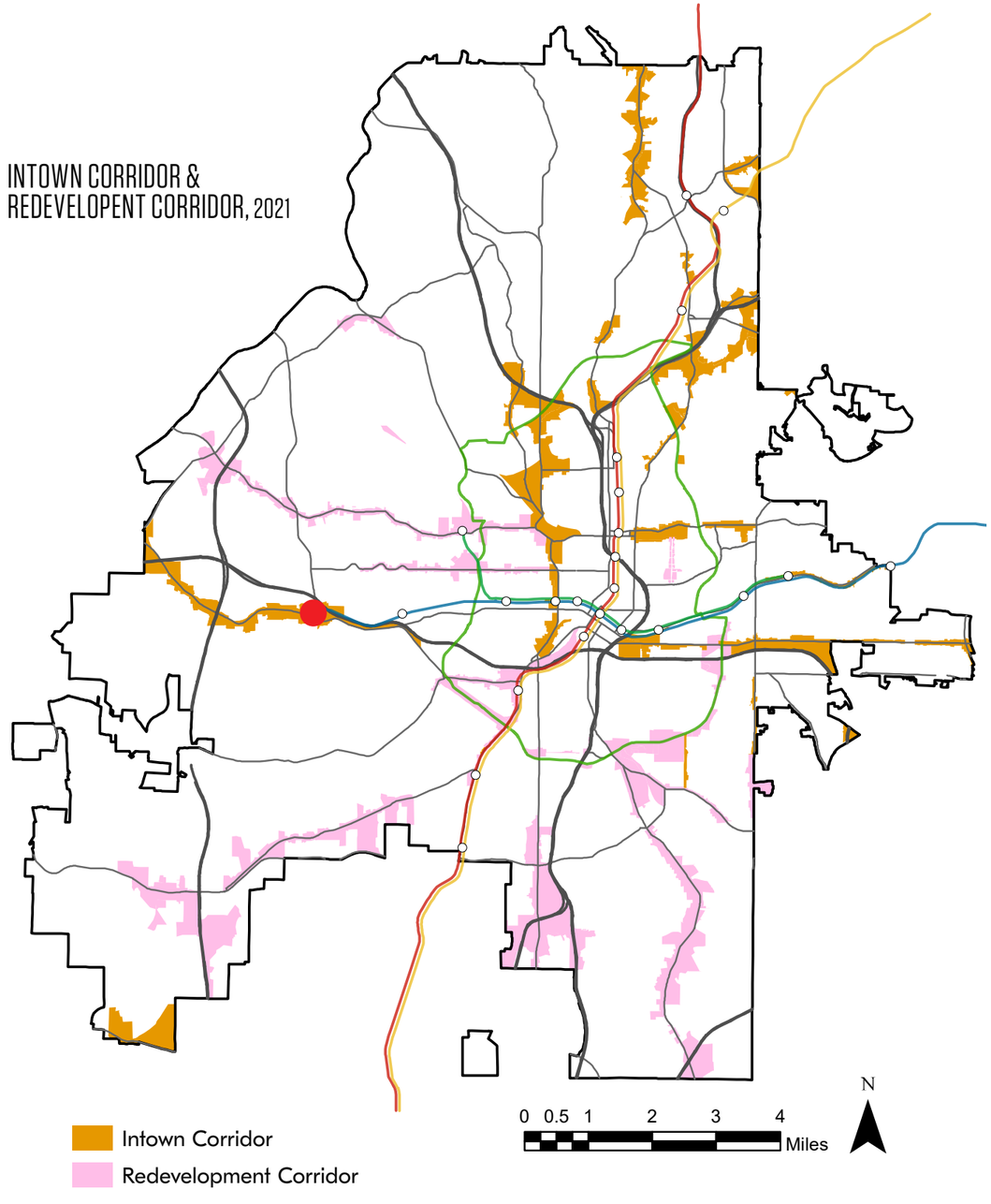


FIGURE 23. Growth Areas Growth will be concentrated in the urban core of the city, in strategic outlying clusters of density, and along the corridors that connect them together.

252 Design. Our Approach.

"With better design, these corridors can become main streets for every community."

— Atlanta City Design



72 Plan A: Atlanta's 2021 Comprehensive Development Plan

REGIONAL OBSERVATIONS

Chalet Woods

Center Hill
- Lincoln Cemetery

Collier Heights

Dixie Hills
- Anderson Park

Florida Heights
- Single Family Homes (1920's)
- King's Glen Apartments (1960's)
- Townhomes (2000's)

Harland Terrace
- Overlook Ridge Apartments (2000's)
- Sharon Baptist Church, Cemetery

Harvel Homes

Westhaven

Westview
- Westview Cemetery

Hightower Station (Renamed in 1997)

Collier Heights Historic District

King's Glen Apartments

Overlook Ridge Apartments

Faith AME Zion Church + Cemetery

Single-Family Houses of Florida Heights

Westview Abbey Mausoleum & Chapel

NEIGHBORHOOD OBSERVATIONS

South Edge : Martin Luther King Jr Dr SW
- Vehicular, lacks pedestrian connection
- 4 lanes + turn lane
- How to enhance connection to multi-family residential across the street?
- Opportunity to support local economy

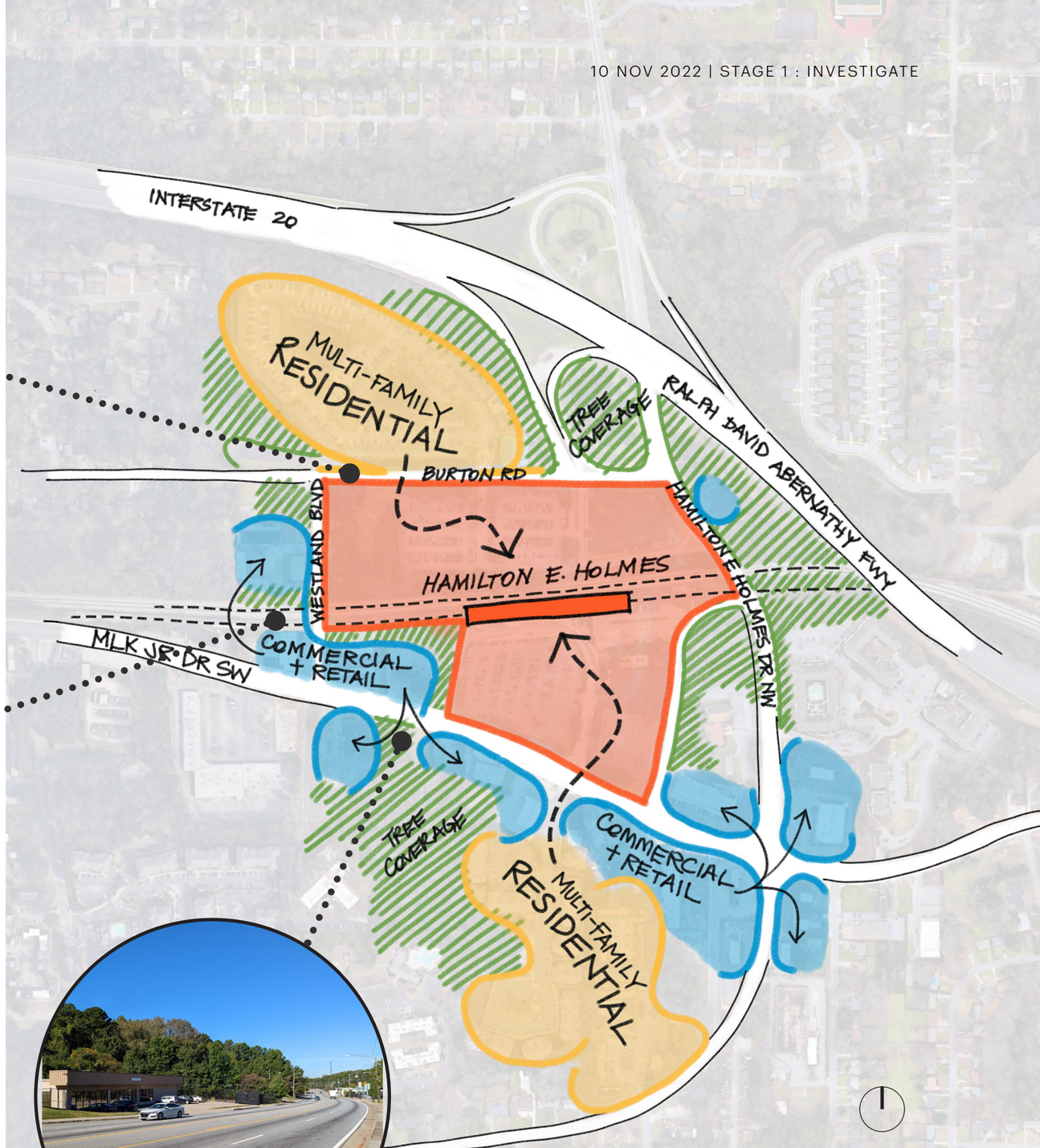
West Edge : Westand Blvd NW
- 2 lanes
- Buffered by trees
- Character at intersection of railroad

North Edge : Burton Rd
- 2 lanes
- Large opportunity for pedestrian walk-up
- Close connection to multi-family residential

East Edge : Hamilton Holmes Dr NW
- 4 lanes + turn lane
- Vehicular, lacks pedestrian connection
- Heavy tree buffer along bus entry

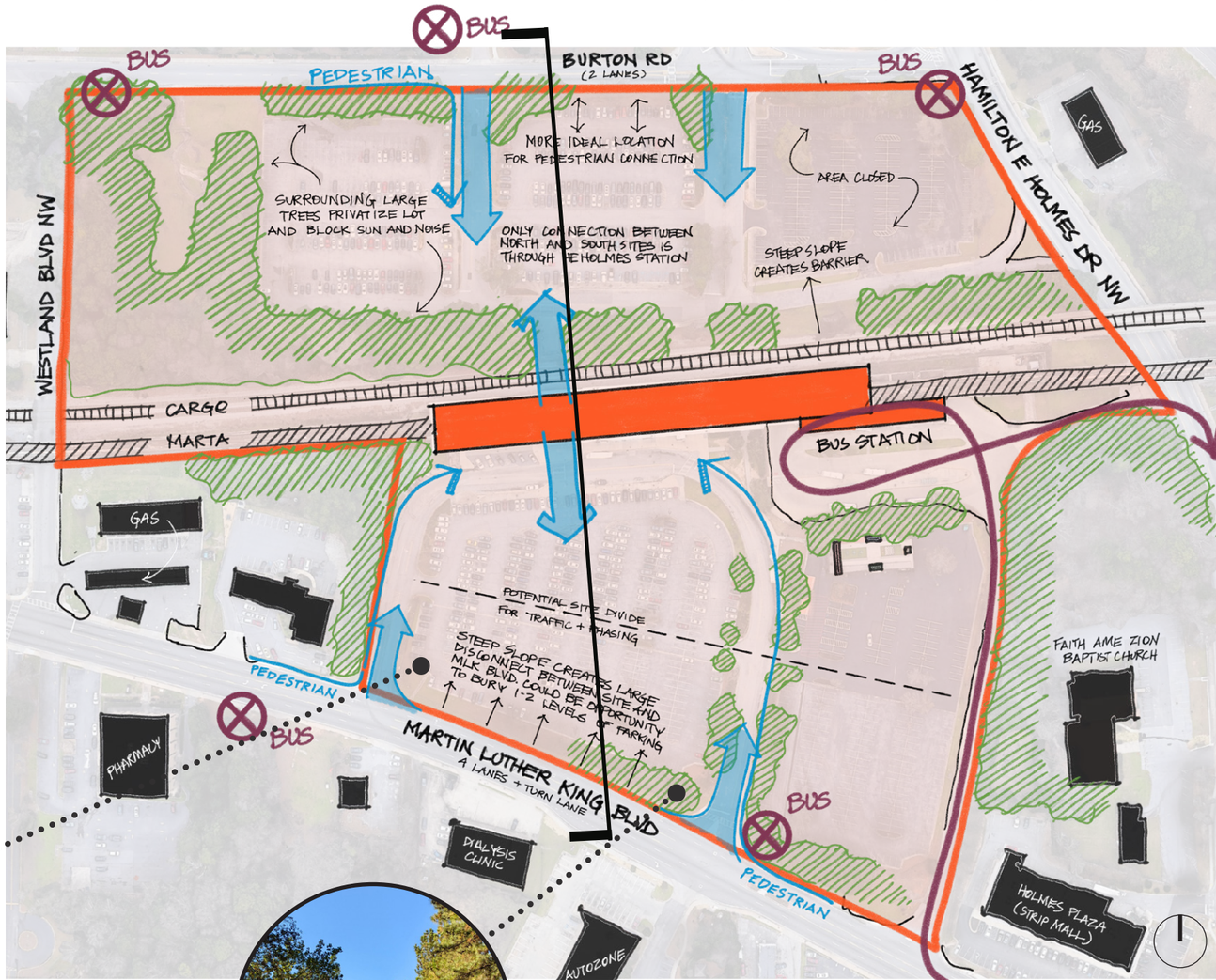
Burton Road

Railroad tracks create an internal edge condition which also provides character and interest.



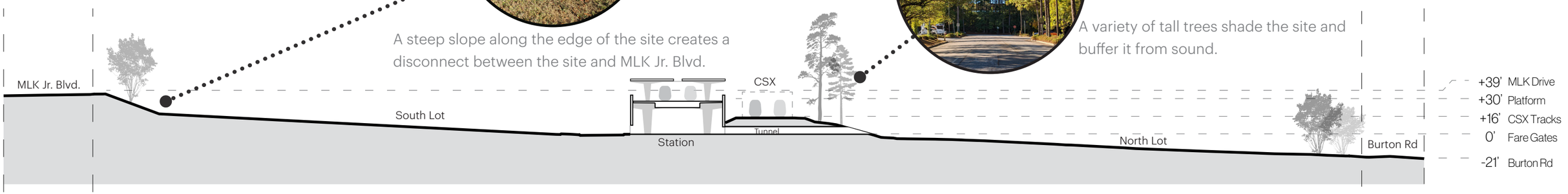
Martin Luther King Blvd remains a high-speed and largely vehicular route along the south edge of the site.

SITE
OBSERVATIONS



A steep slope along the edge of the site creates a disconnect between the site and MLK Jr. Blvd.

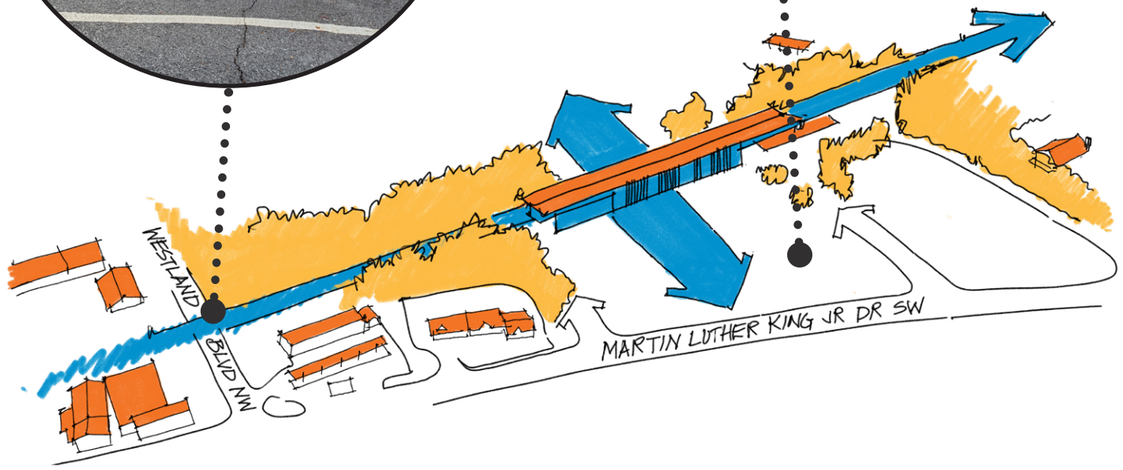
A variety of tall trees shade the site and buffer it from sound.



STATION
OBSERVATIONS

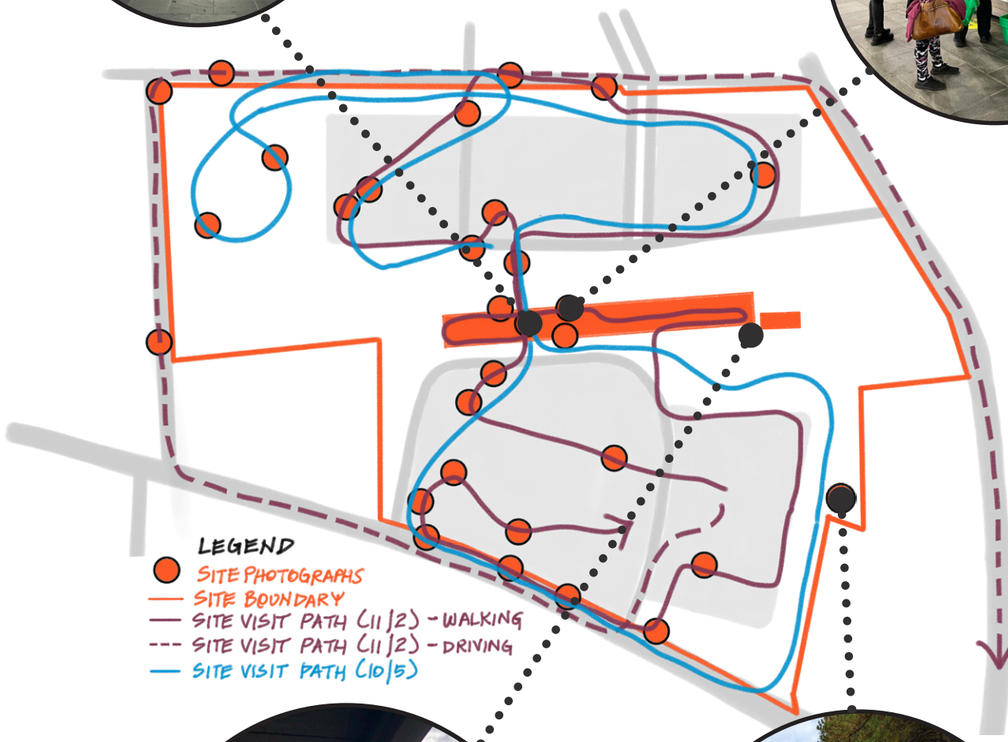
Intersection of Railroad Tracks
at Westland Blvd

H.E. Holmes Station
from South Lot



Only one connection through station
between north and south sites.

Weekly pop-up food market activates the
station and engages the community.



H.E. Holmes Station
Bus Station

H.E. Holmes Station
Bus Bay

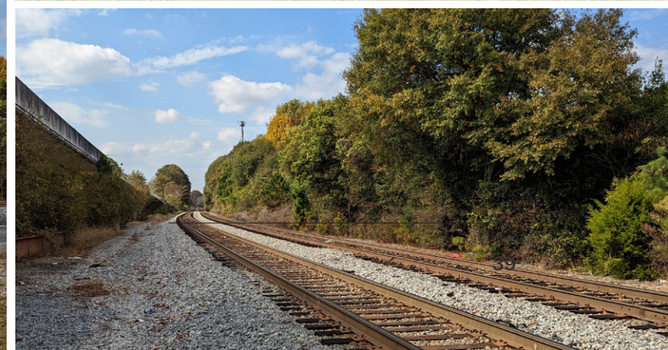
TEAM SITE VISIT

Observations

- MLK Jr. Drive is the larger, busier, faster, more commercial edge of the property while Burton Road is slower, narrower and more residential in character.
- The majority of tree cover on the site are pines, very few hardwoods. Apparent access off Hamilton Holmes Drive is currently MARTA staff only.

Notes

- Replacement parking could possibly be less than 1:1.
- Cobb Linc commuter buses circulate through a different loop than MARTA buses and have dedicated paths; MARTA bus drive was just upgraded summer of 2022.
- All stormwater for the property – north and south parking and the station roof – drains to the NW portion of the site, where the detention area adjoins Burton Road. This area has been heavily silted over the years and MARTA has plans underway to dredge the pond and de-silt the stormwater lines. At least 2 large stormwater lines run from the south parking lot below the tracks.
- The north parking lot 3 sections are currently gated and operated independently based on demand. The NE lot was designated for Station Soccer fields. Exit from I-20 eastbound comes directly into the north parking lot. This access point is used heavily during large downtown sporting events.
- Dennis from MARTA is the special events coordinator, he can assist with organizing public engagement activities.
- The design team will look into the use of the wooded parcel of land north of the Faith AME church. If it is not a historic cemetery, it may be useful to look at acquiring the property.
- Design team to further understand the restrictions for building near / around CSX property.
- HKS to follow up on disciplines requested related to as-built drawings of station and site



BUILT ENVIRONMENT PATTERNS

Studying the site using geographic information systems (GIS) lends perspective to urban form and pattern. H.E. Holmes station is one of the larger structures in the area, and maintains most of it's parcels as paved, impervious asphalt parking.

Adjacent to both residential roads and a major interstate, the site is well-positioned for access to both residents and non-residents alike. Designing to respect the existing fabric of commercial buildings along MLK Dr SW and single family residential will be pivotal to a successful transit-oriented-development.

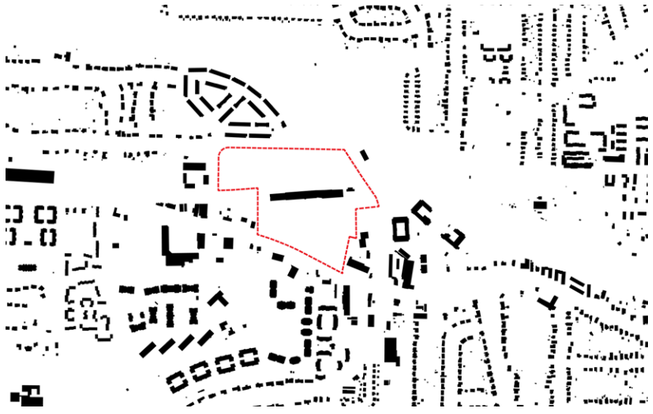
The predominantly suburban pattern of development presents an opportunity for the site to be a catalyst for better connectivity and a pedestrian scaled urban form.

ROAD NETWORK

- Major interstate directly adjacent to site
- Commercial corridor (MLK Jr Dr SW) directly adjacent to site
- SR-280 directly adjacent to site
- Residential streets spur from both corridors

PARCELS

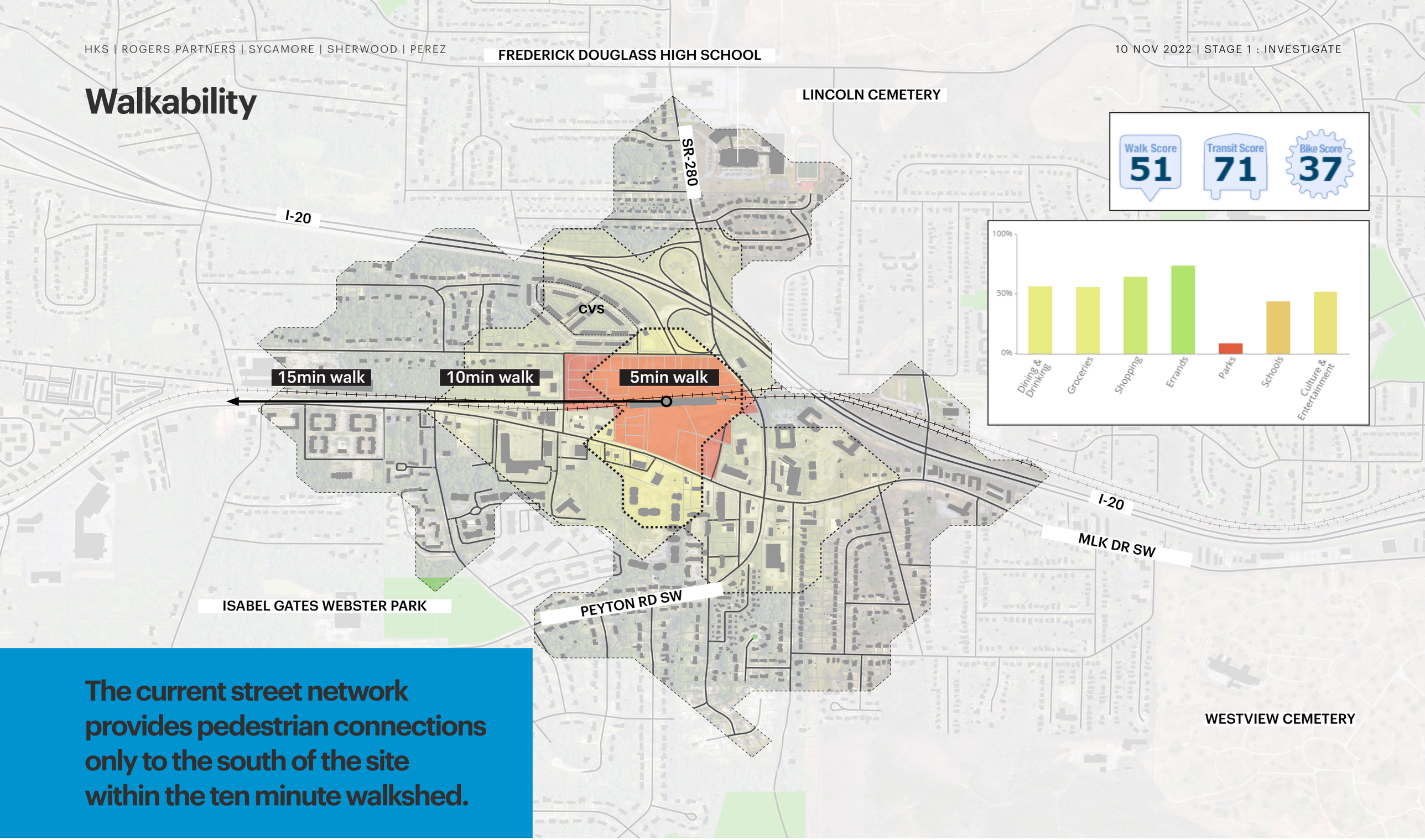
- Largest parcels along MLK Jr Dr SW
- Smallest lots serve as single-family residential mainly to the southeast, northeast, and northwest



BUILDINGS

- Most buildings in the area are single family homes, with larger commercial buildings along MLK Jr Dr SW

Walkability



The current street network provides pedestrian connections only to the south of the site within the ten minute walkshed.

Sources: Traveltime, Walkscore

MOBILE DATA
RESEARCH

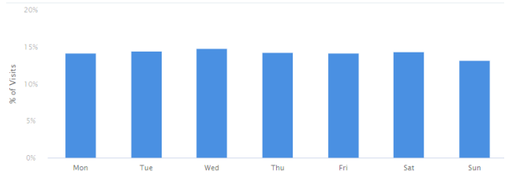
Mobile location data was used to identify trends and periodic patterns of people's mobility from and to the site's location. Mobile observation points are plotted according to the GPS coordinates reported, to understand where visitors were seen within the property. Data collected for this effort spans from 03/23/2022 to 03/22/2023.

Due to the location of the main entrance to the station from the South parking lot, as expected, this side of the site is busier. The highest concentration of people is reported at the restaurant area pointing to the fact that people linger mostly at this area. The restaurant is magnet for people on the site and has higher visitation count compared to the station. It is important to highlight the current study limitation: it is unclear if restaurant visits were intended as a stop point on the way to the station or a destination point.

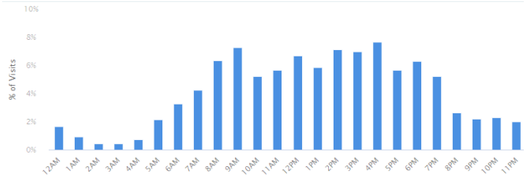
No unusual patterns in terms of visitation times are observed. The distribution of visits is flat across the different days of the week. On hourly basis, the busiest periods are during work commute periods.

South parking lot has far more activity and concentration of people compared to North parking lot. The highest concentration of people is reported around iVillage and the station itself.

VISITATION TIMES – DAY OF WEEK

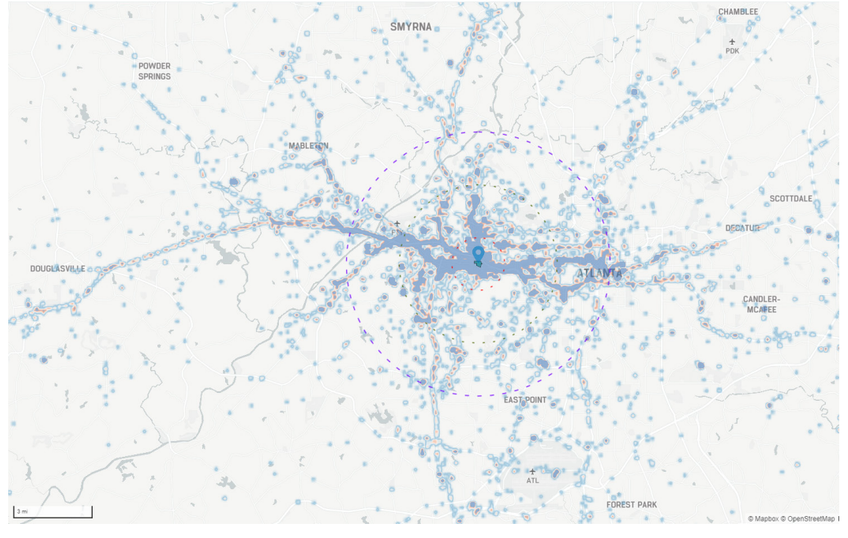


VISITATION TIMES – TIME OF DAY



PATHING

Where visitors were seen 30min before and after a visit to the location



VISITATION HEATMAP

Where visitors were recorded within the location

Station tunnel

Right image: Channel 2 Action News

iVillage

BENCHMARK STUDIES

The following images showcase TOD projects from across the country. Varying conditions and geographies, each map image displays the 22 acre H.E. Holmes site boundary overlaid. This exercise is useful to understand the capacity of the site and range of possiblities learning from other contexts.

01 Fruitvale Transit Village | Oakland, CA

02 48th & Race | Denver, CO

03 Prince George's Plaza | Hyattville, MD

04 Center Commons | Portland, OR

05 Congress Heights | Washington, DC

01 | FRUITVALE TRANSIT VILLAGE

Location: Oakland, CA
Acreage: 4 acres
Year Completed: 2004

Features:
47 mixed income housing units
37,000 SF of ground floor retail
27,000 SF Arise Charter High School
71,000 SF of public space

Additional on-site amenities include - La Clinica de la Raza health clinic, a senior center, a Head Start preschool, and California's first Spanish-oriented public library.

Hamilton E. Holmes Station Boundary | ~22 acres

02 | 48TH & RACE

Location: Denver, CO
Acreage: 6.1 acres
Year Completed: Phase 1 - 2020 (ongoing)

Features:
150 units
21,000 sf of clinic space
7,500 sf of retail space

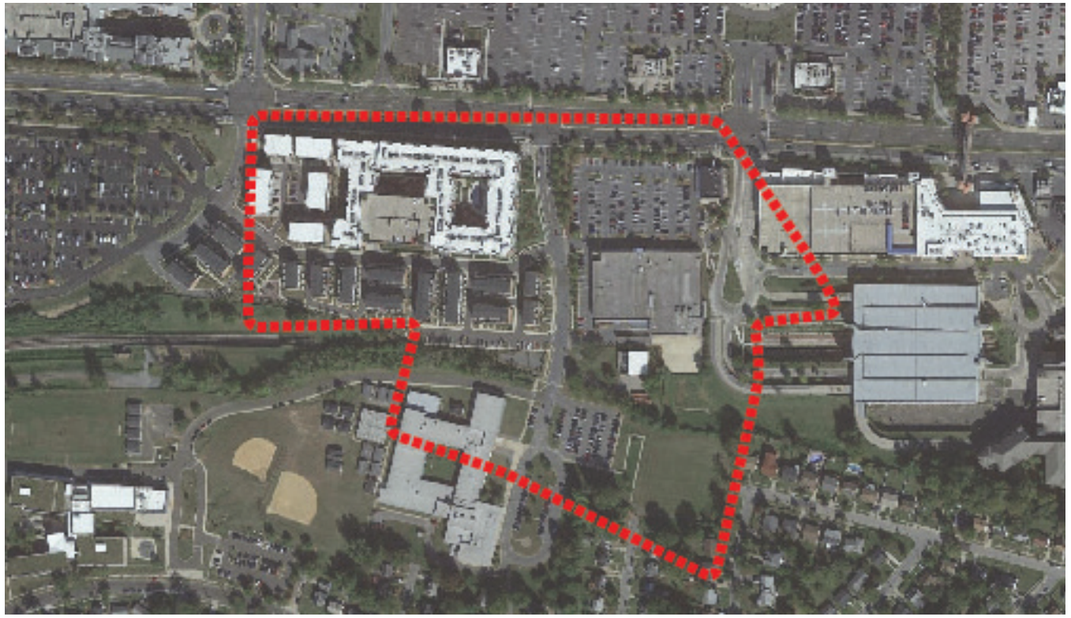
A former industrial site, this property is being developed under a joint partnership to ensure long term affordability and community benefit.

03 | PRINCE GEORGE'S PLAZA

Location: Hyattsville, MD
Acreage: 22 acres
Year Completed: 2016 - ongoing

Features:
259 unit apartment building (Mosaic at Metro)
160,623 square feet of retail shops (Metropolitan Shops)
300,000 square feet of office.

The developer relocated eight bus bays under the existing parking garage, and built 167 replacement metered Kiss & Ride spaces.

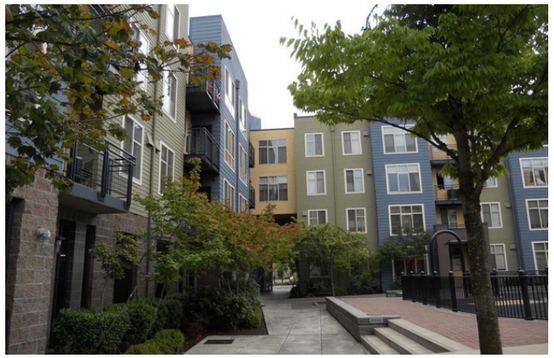


04 | CENTER COMMONS

Location: Portland, OR
Acreage: 4.9 acres
Year Completed:

Features:
172 units of affordable housing for seniors
60 affordable family units
56 market rate units

The buildings are two to five stories with densities of up to 73 units per acre, an average density of 65 units per acre, and a low parking ratio of 0.61 spaces, partially achieved by the affordable senior units



05 | CONGRESS HEIGHTS

Location: Washington, DC
Acreage: 2 acres
Year Completed: *not complete*

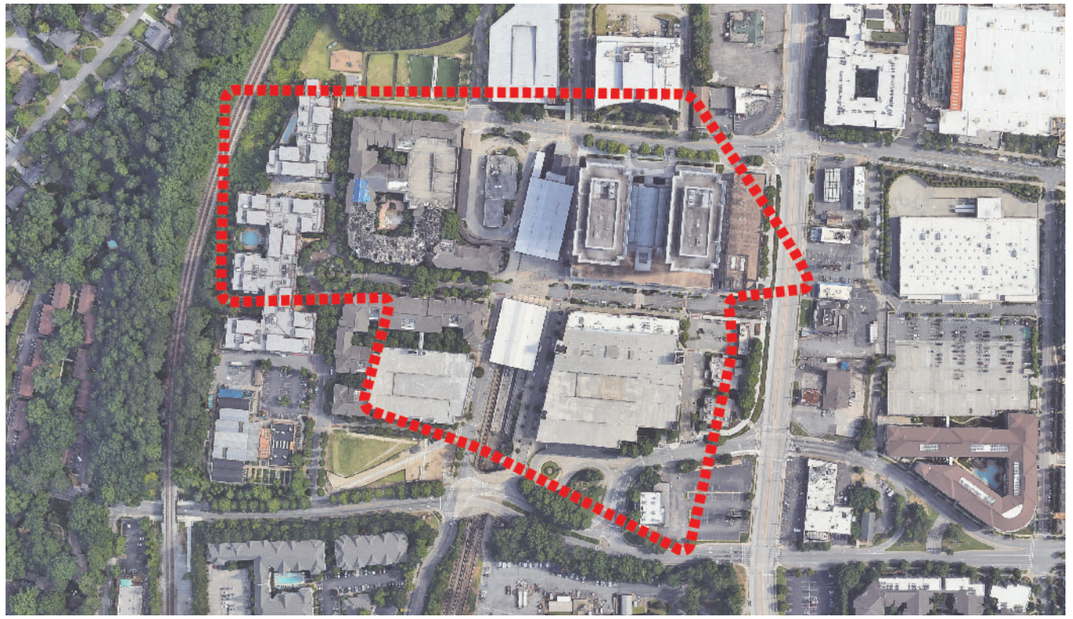
Features:
Plans for a 240,000 square foot office building
179 affordable housing units at 30-80 percent of area median income levels

06 | ATLANTIC STATION

Location: Atlanta, GA
Acreage: 138 acres
Year Completed: 2005

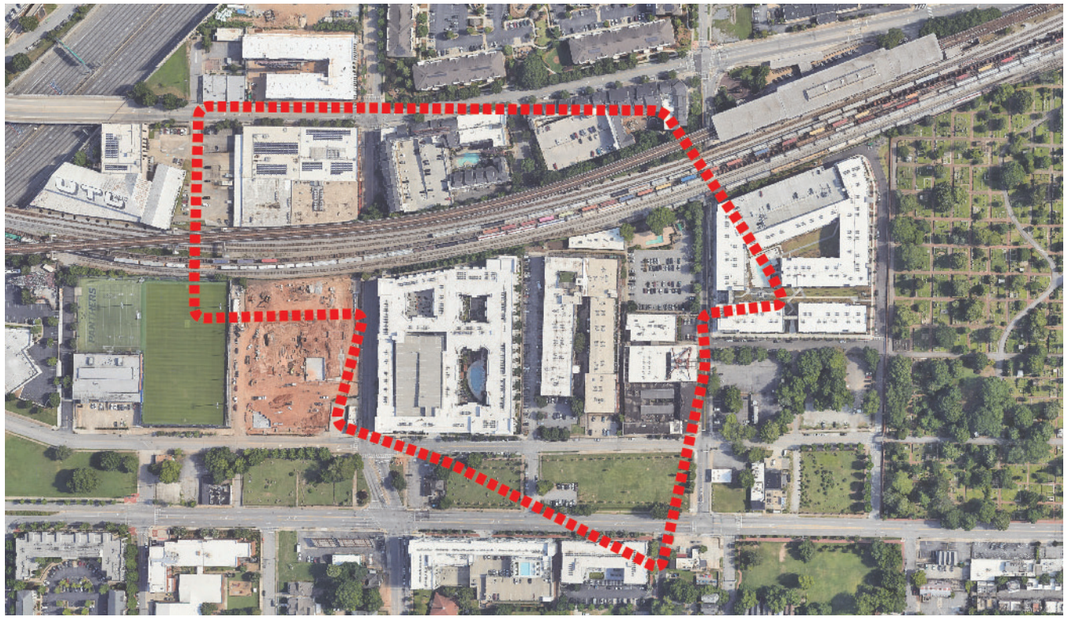
07 | LINDBERGH STATION

Location: Atlanta, GA
Acreage: 47 acres
Year Completed:



08 | KING MEMORIAL STATION

Location: Atlanta, GA
Acreage: 4.4 acres



09 | EDGEWOOD CANDLER PARK

Location: Atlanta, GA
Acreage: 6.4 acres

The Natural Environment

HOW COULD THE SITE APPROACH CONNECT TO AND ENHANCE THE NATURAL ENVIRONMENT?

Environmental Conditions

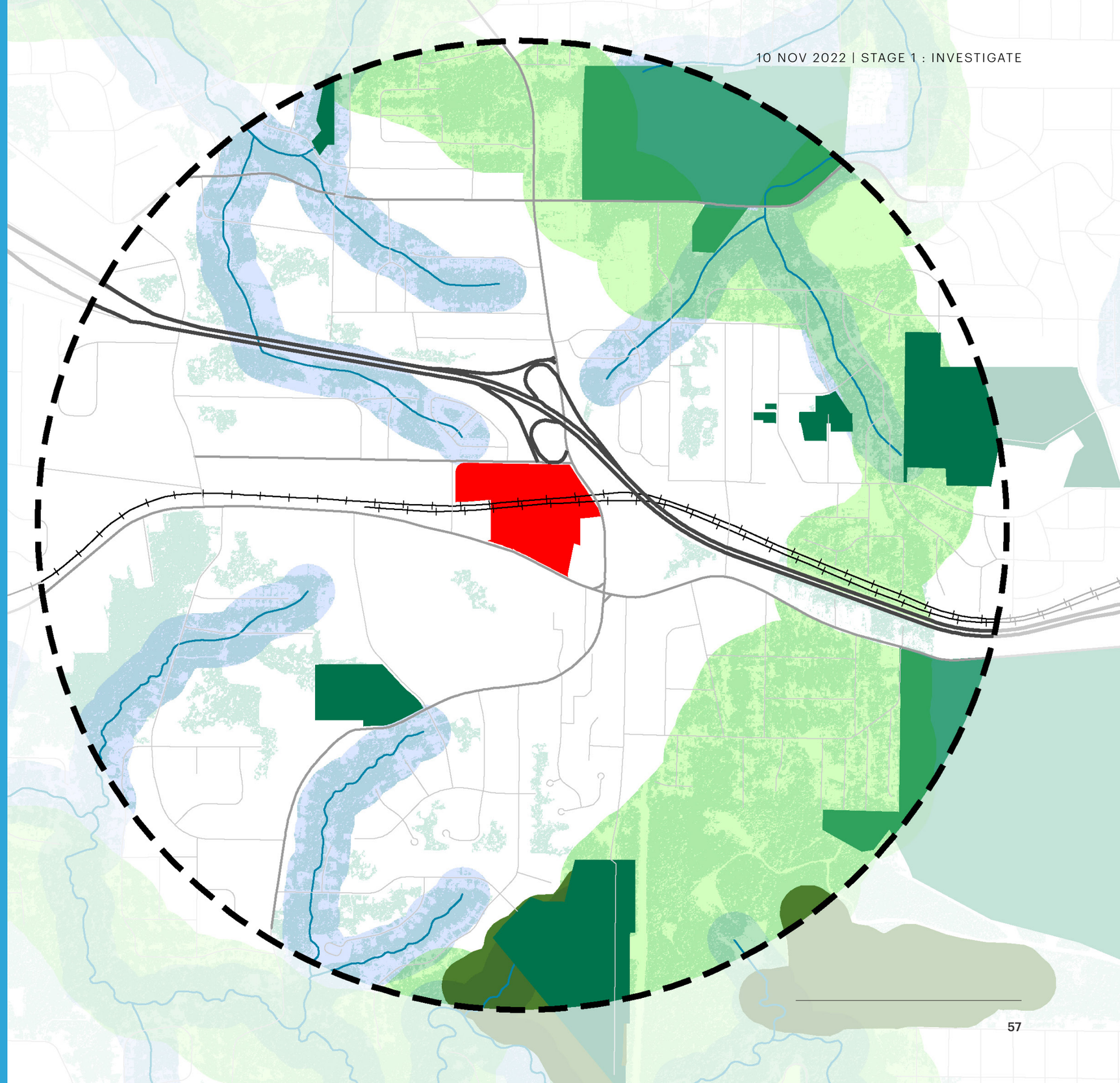
Parks & Recreation

Park Access

Amenities

Pedestrian/Bike Risk

Land & Water



Environment by the Numbers

676 **CO2 emissions**
(tonnes/million MWh)

10 **PM2.5 (particulate matter) level**
(micrograms/cubic meter, where anything at or below 12 is healthy)

87 **Estimated Heat Risk**
(out of 100, where higher number equals higher risk)

31 **Estimated Drought Risk**
(out of 100, where higher number equals higher risk)

1 **Estimated Flood Risk**
(out of 100, where higher number equals higher risk)

89 **Estimated Storm Risk**
(out of 100, where higher number equals higher risk)

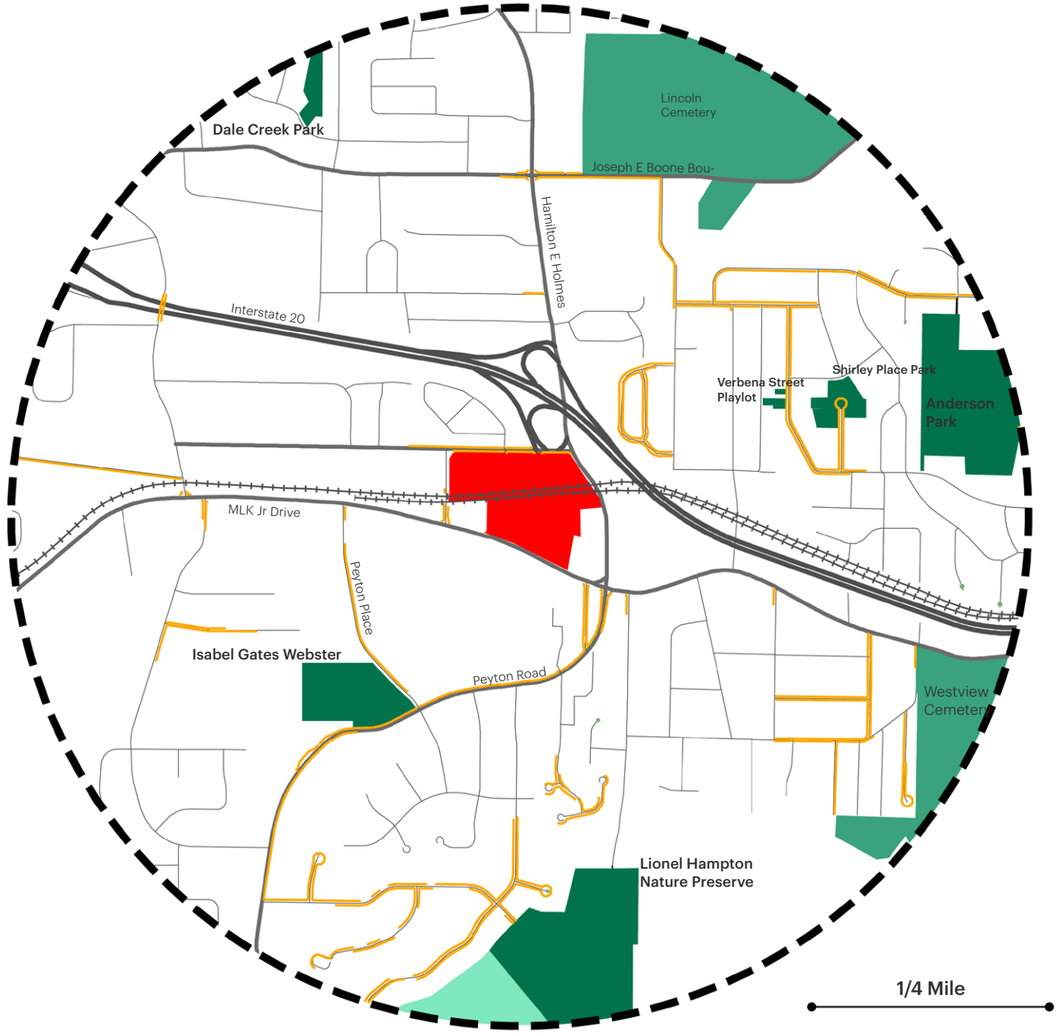
Sources: EPA, EJ Tool, ClimateCheck

PARKS AND RECREATION CONTEXT

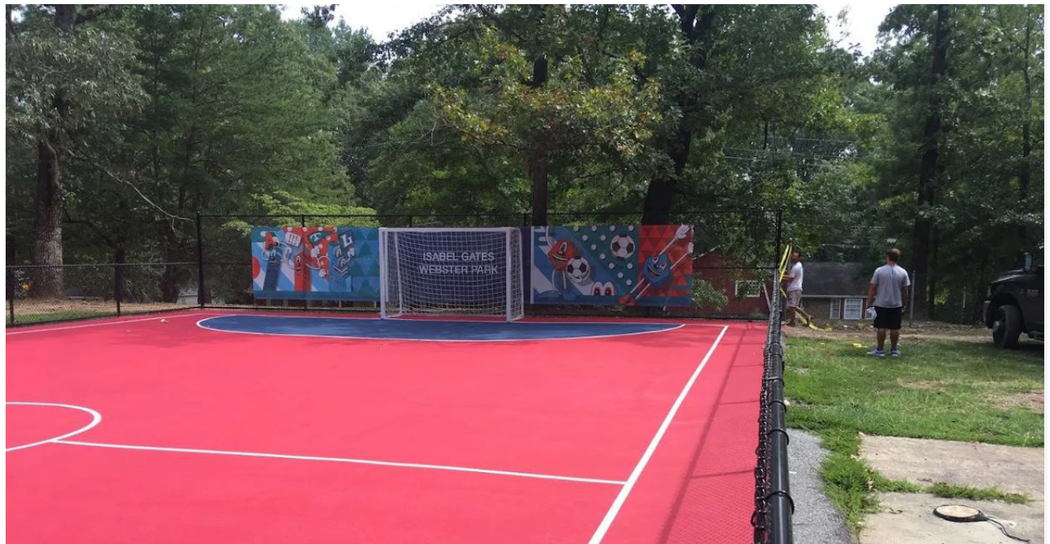
Determining parks and recreation needs for a new development site involves understanding a variety of contextual factors, including nearby park locations and size, number of amenities, and ease of access. There are 11 parks that fall within one mile of the H.E. Holmes station. Five of these are very small “Greenspot” parks (medians and islands) without space for amenities.. The remaining six parks are at a size that can serve local neighborhood or broader community needs:

- Anderson Park
- Dale Creek Park (undeveloped)
- Isabel Gates Webster Park
- Lionel Hampton Nature Preserve
- Shirley Place Park (undeveloped)
- Verbena Street Playlot

There are also two large cemeteries within one mile of the site, Lincoln Cemetery to the north and Westview to the southeast.



H.E. Holmes Site
Parks
Cemeteries
Watershed Greenspace
Rail Lines
Interstates
Major Roads
Streets
Sidewalks



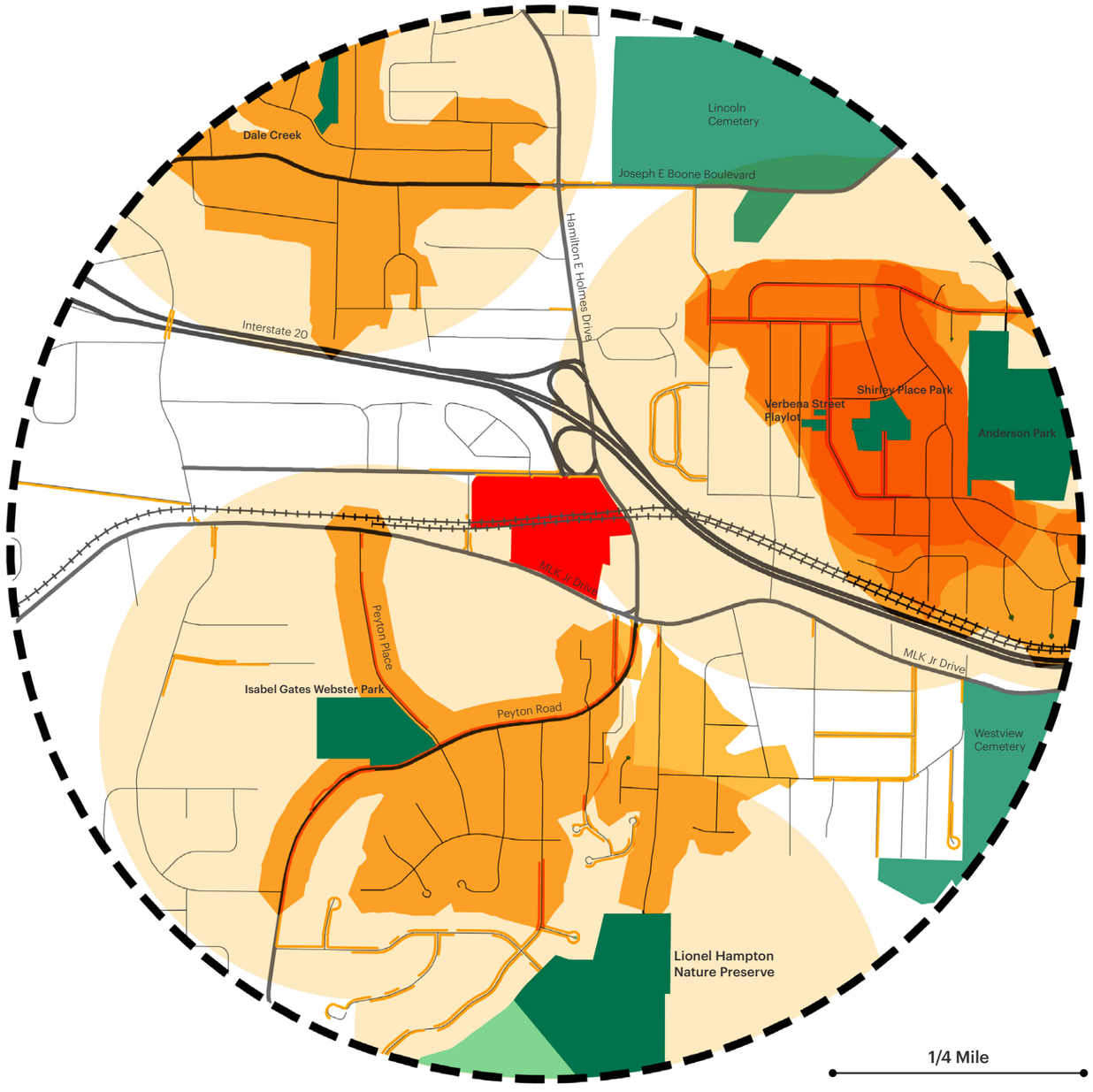
Playground and Outdoor Fitness in Lionel Hampton Nature Preserve

PARK ACCESS

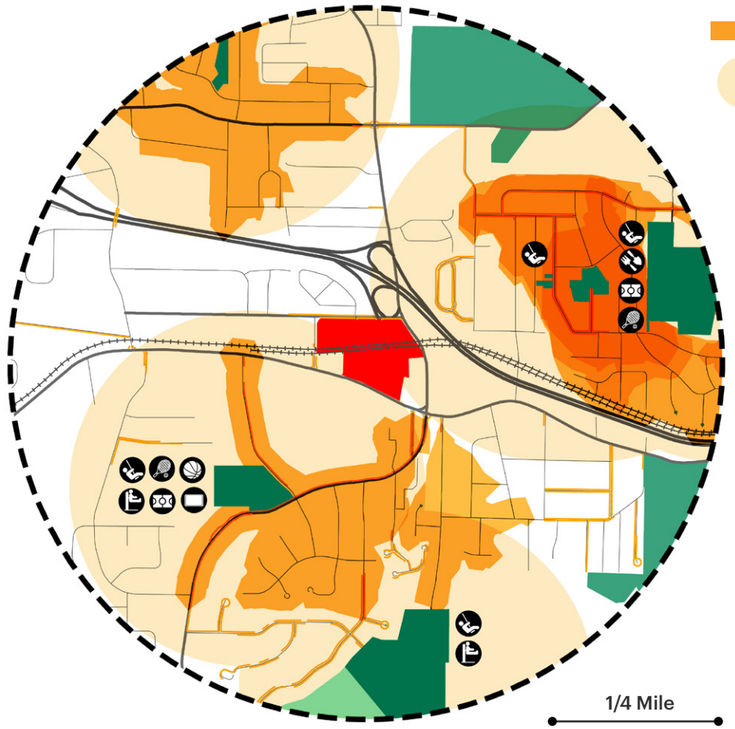
The City of Atlanta Department of Parks and Recreation has committed to achieving the 10-minute walk standard, ensuring a park within a 10-minute walk of all residents. The Half-Mile Access Area represents a 10-minute walkshed from each of the neighborhood/community parks. No park is within a half-mile of the Holmes station--Isabel Gates Webster Park is the closest, approximately 0.6 miles from the station's south side.

The creation of new park land as part of the H.E. Holmes TOD would fill an existing gap and help achieve the 10-minute access goal.

At both a neighborhood and community scale, the site is at the edges of access to existing parks, facilities and amenities.



NEIGHBORHOOD AMENITIES



Half-mile Access from Parks

Half-mile Radius from Parks

The location of nearby amenities informs the potential recreation needs at the Holmes station site. These neighborhood-serving amenities are typically accessed by residents within a half-mile. The following amenities are in parks within one mile of the station:

Playgrounds
- Anderson Park
- Isabel Gates Webster Park
- Lionel Hampton Nature Preserve
- Verbena Street Playlot

Basketball Courts
- Isabel Gates Webster (half-court)

Community Gardens
- Anderson Park

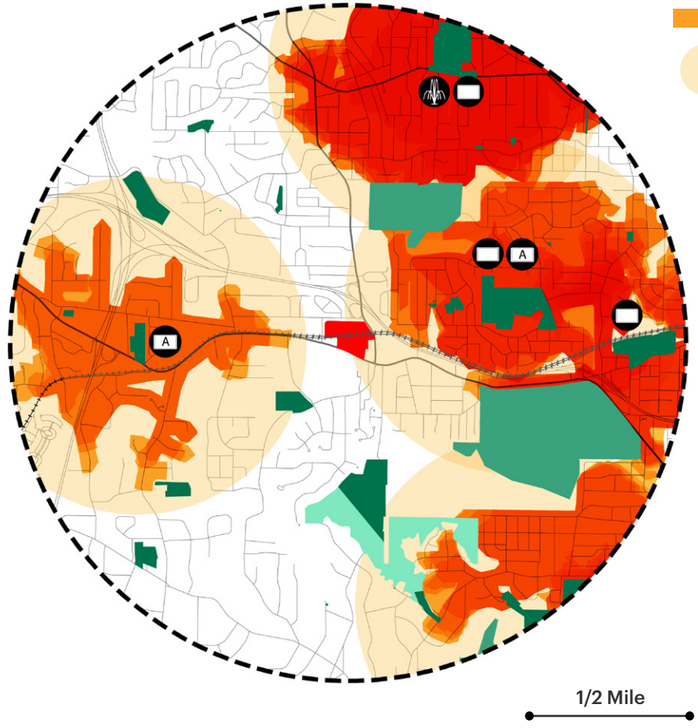
Mini-pitch Soccer Courts
- Anderson Park
- Isabel Gates Webster

Multi-purpose Field (Natural Turf)
- Anderson Park
- Isabel Gates Webster

Tennis Courts
- Anderson Park (2)
- Isabel Gates Webster Park (2)

Outdoor Fitness Corrals
- Isabel Gates Webster
- Lionel Hampton Nature Preserve

COMMUNITY AMENITIES



One-mile Access from Parks

One-mile Radius from Parks

These community-serving amenities are typically accessed by residents within a 1-2 mile radius. The following amenities are in parks within two miles of the station:

Multi-purpose Field (Natural Turf)
- Anderson Park
- Center Hill Park
- Isabel Gates Webster Park
- John A. White Park
- Mozley Park

Multi-purpose Field (Synthetic Turf + Lighting)
- Anderson Park
- C.T. Martin Natatorium & Recreation Center

Splashpads
- Center Hill Park

		2032 Surplus/ Need
Facilities within 1 mile of the Holmes Site (Unless Otherwise Noted)		
Playgrounds	4	2
Basketball Courts (outdoor)	1	-1
Tennis Courts	4	2
Pickleball Courts	0	-1
Multi-Purpose Courts	0	-
Outdoor Fitness Corrals	2	2
Community Gardens	1	1
Multi-Purpose Open Space	2	-
Dog Park (within 1.5 miles of the site)	0	-1
Splash Pad (within 2 miles of the site)	1	1
Multi-Purpose Field (within 2 miles of the site)	2	2

**Based on the standards established in ActivateATL, Atlanta's Parks and Recreation Master Plan.*

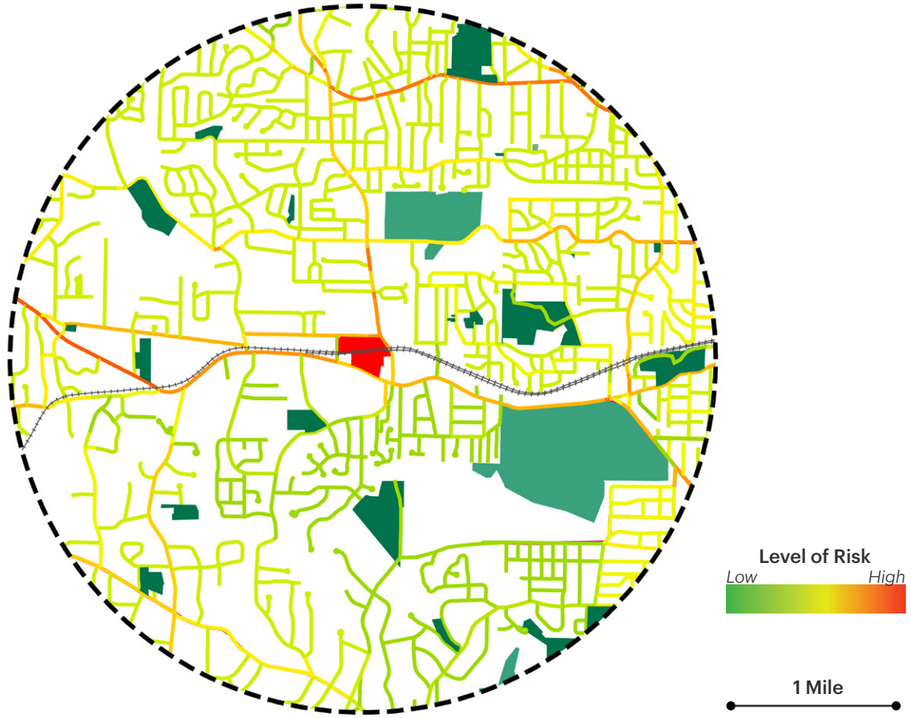
An amenity analysis within a 1-mile radius suggests a need for a basketball court, pickleball court, and dog park. *

PEDESTRIAN RISK

The Atlanta Regional Commission's Walk.Bike. Thrive! planning process included the creation of a Risk Score that ranked all roadways in the Atlanta area for levels of pedestrian and cyclist risk. The process analyzed roadway design elements and street characteristics, and weighted the scores by the severity of documented crashes. The analysis confirmed that a number of characteristics are associated with higher crash rates and/or more serious outcomes.

The pedestrian risk map indicates that risk is highest on MLK Jr. Dr/SR 139, particularly west of the station, with elevated scores on Holmes Drive, Hollowell Parkway, Boone Boulevard, and other arterials and collectors. Most of the local roads have low risk.

BICYCLE RISK



The bicycle risk map also indicates that risk is highest on MLK Jr. Dr/SR 139, particularly west of the station, with elevated scores on Holmes Drive, Hollowell Parkway, Boone Boulevard, and other arterials and collectors. Most of the local roads have moderate to low risk.

Improving the quality of nearby roadways will provide safer connections to the site.

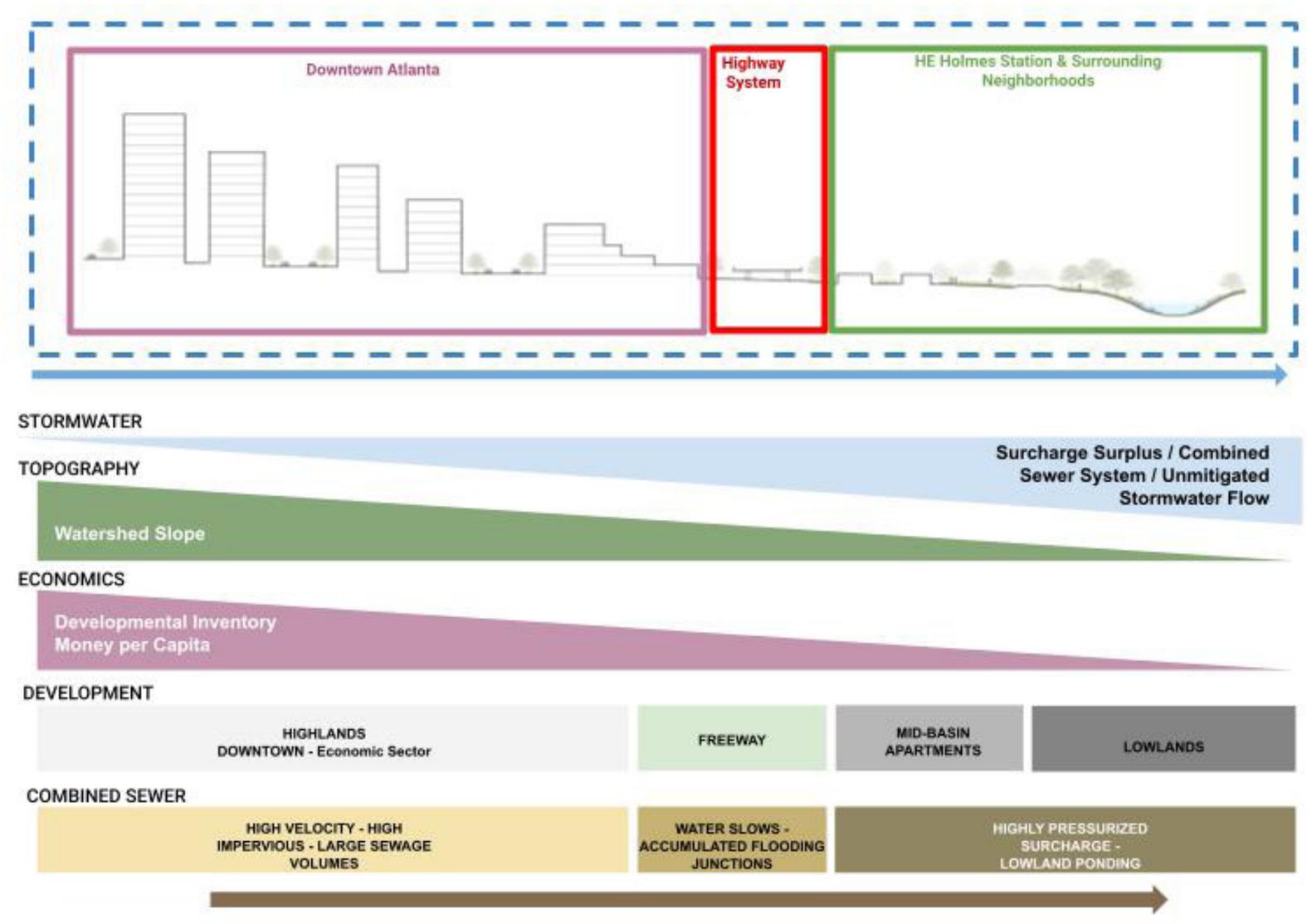
Land & Water

ATLANTA SITE DYNAMICS

Atlanta is a city on a hill in the foothills of the Appalachian Mountains, making downtown the contributing nucleus of a damaged ecological landscape.

For the western neighborhoods of Atlanta, drainage originates in Downtown and passes through the streets and combined sewer systems before entering lowland communities and waterways on the fringes of the City. Along this path towards the Western neighborhoods, stormwater picks up debris and pollution that reaches these neighborhoods, before draining to the Chattahoochee and eventually the Gulf of Mexico.

As this site is in the Lowlands to the West of downtown, this phenomenon is critical to keep in mind for both this site and the site's downstream neighbors.

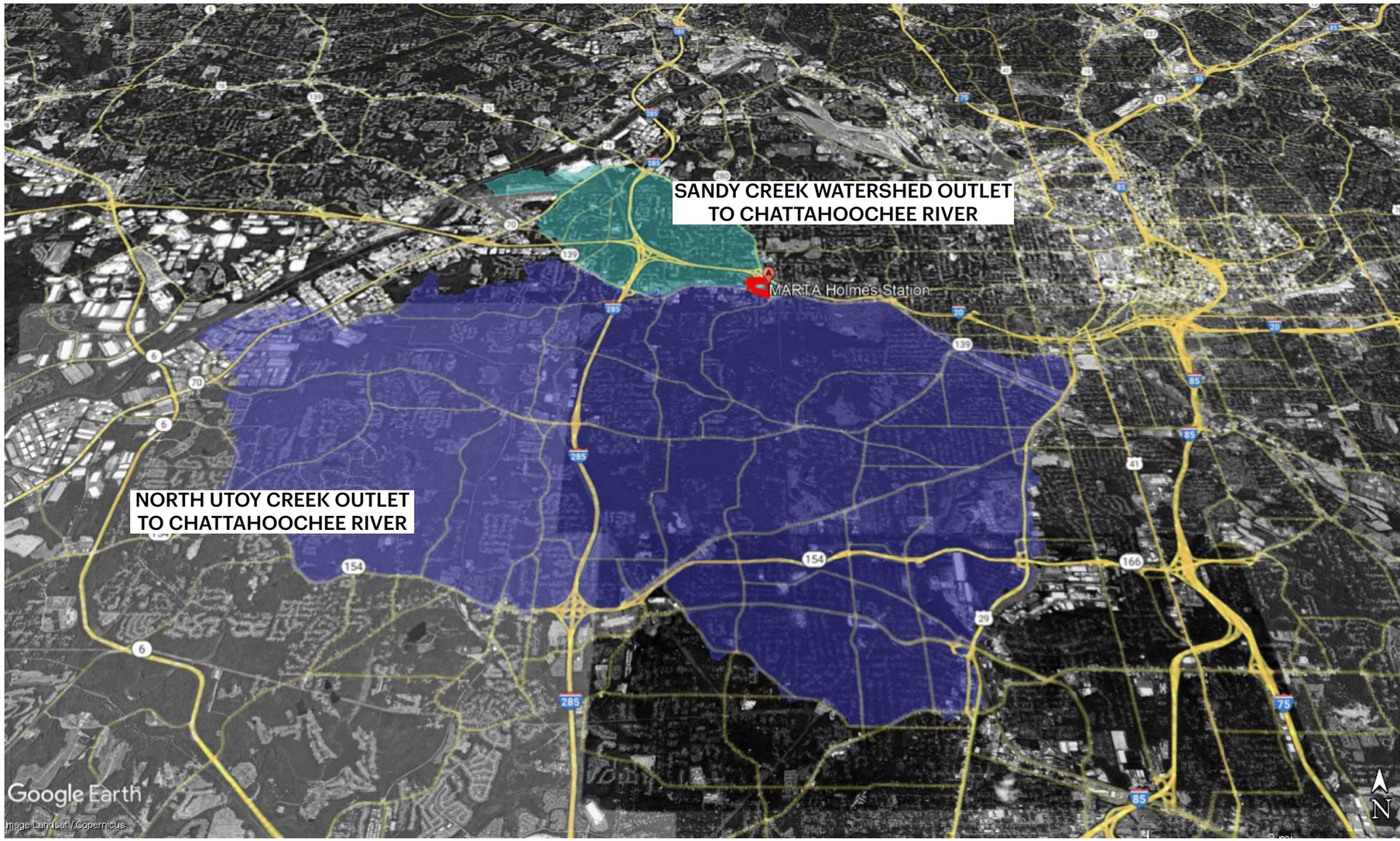


REGIONAL DRAINAGE PATTERNS

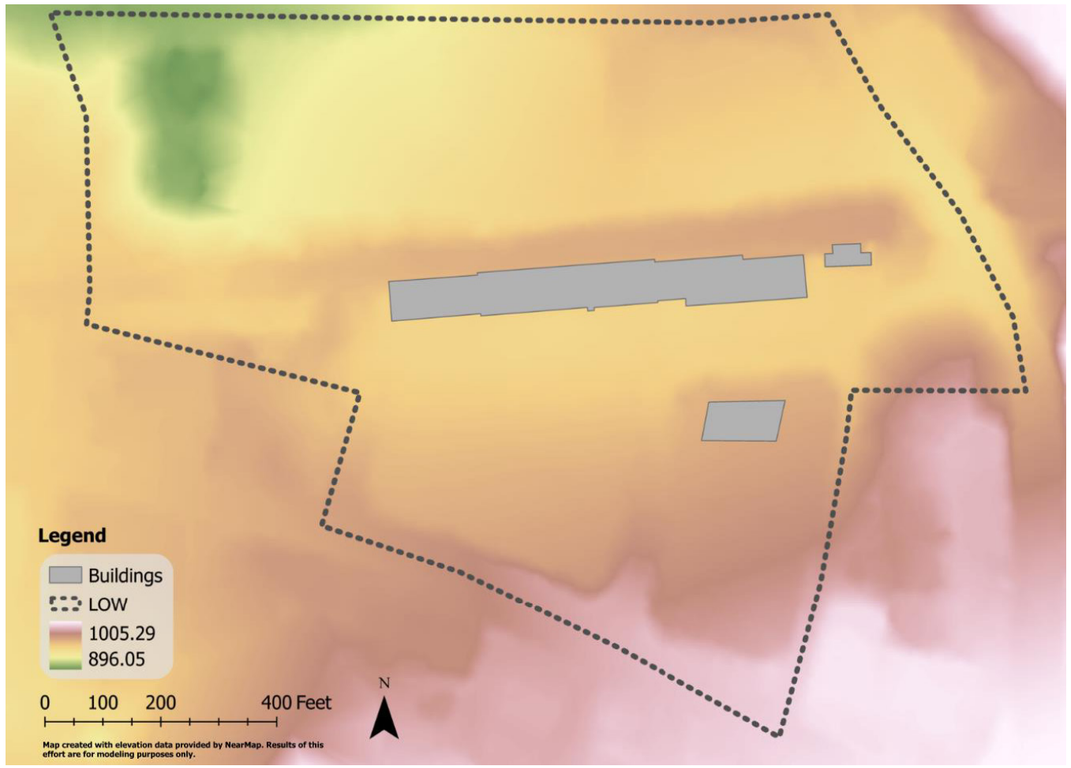
Although regional patterns dictate that this general neighborhood is at a lower elevation than Downtown, and therefore subject to flooding from upstream, this site is in a local high point and the top of a regional watershed for Sandy Creek. This location alleviates the site of the majority of off-site flooding from uphill areas, but yields heavy influence over the flooding and water quality the site's downstream neighbors experience.

When it rains, stormwater that originates at this site moves towards the lower watershed for Sandy Creek, a designated impaired stream by Georgia EPD, through roadways and parcels. Flooding accumulates volume, velocity, debris, and sediment as it moves through the watershed.

Rebirth of Atlanta's environmental commitment to water starts at restoring water's natural function in relation to its region. To do this, the site must acknowledge its position relative to the region and foster an environmental stewardship for the on-site water that is eventually conveyed to downstream habitats/communities.

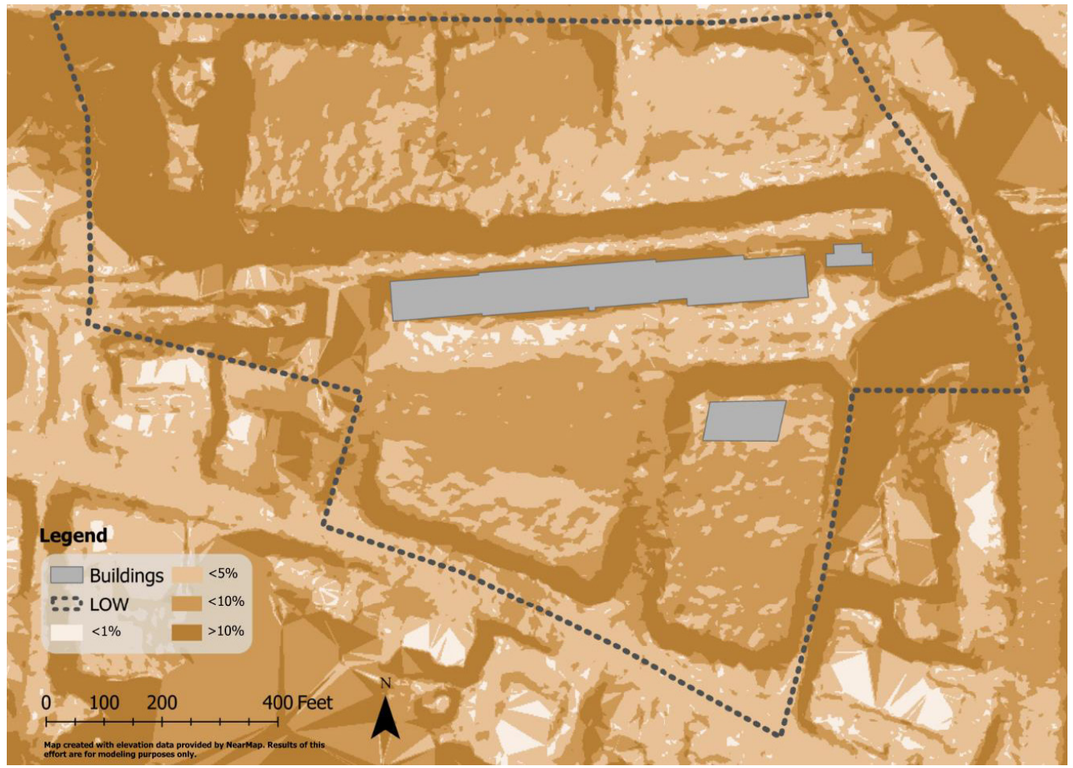


ELEVATIONAL ANALYSIS



The site is primarily higher at the Southern edge and slopes down to the Northwest corner of the site, which is the lowest point. The site is higher in elevation on a majority of the perimeter, creating a bowl-like condition in which stormwater may enter the site, but may not leave except in the Northwest corner. The exception to this is on the Eastern side of the North parking lot, in which stormwater may convey towards the road if not properly intercepted by stormwater infrastructure.

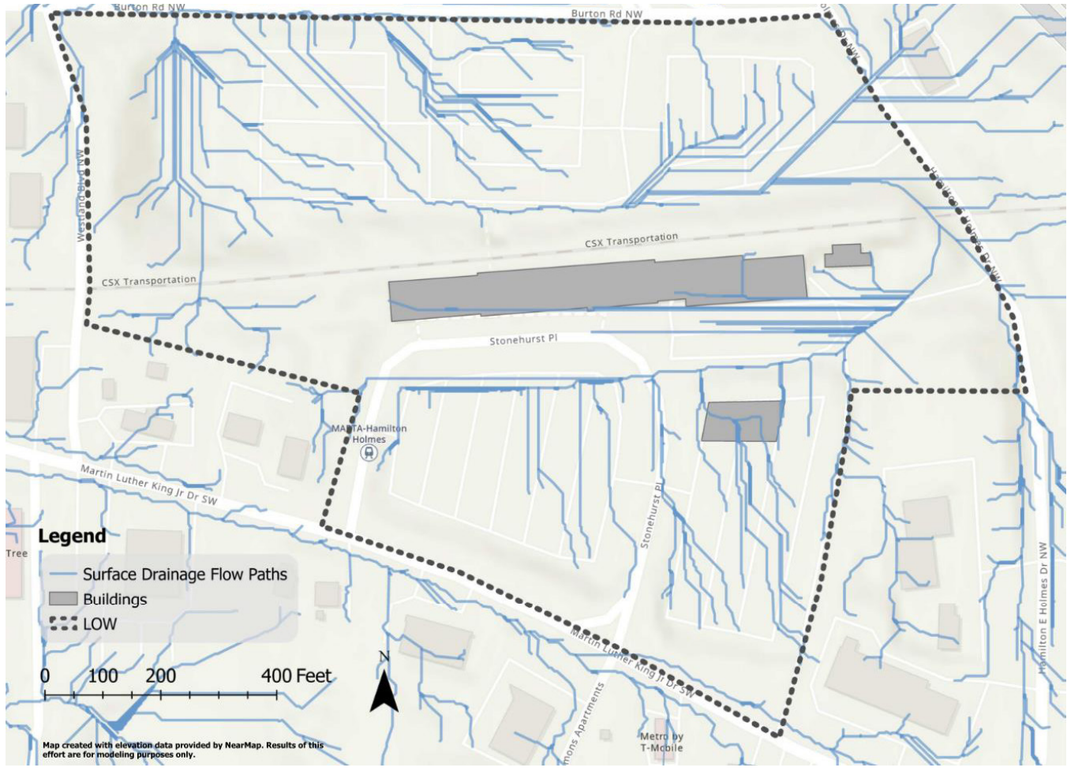
ELEVATIONAL ANALYSIS



The site is characterized by areas of steep slopes, specifically around the edges of the parking lots, the rail bed and detention basin. These steep slopes result in vulnerabilities of erosion for pervious areas when exposed to stormwater that is conveyed at high velocities or flows.

Steep slopes along the southern edge of the site (Martin Luther King Jr Dr) presents an opportunity to embed parking within the slope and build up, which could create a more seamless connection from this existing streetscape.

SURFACE DRAINAGE PATTERNS

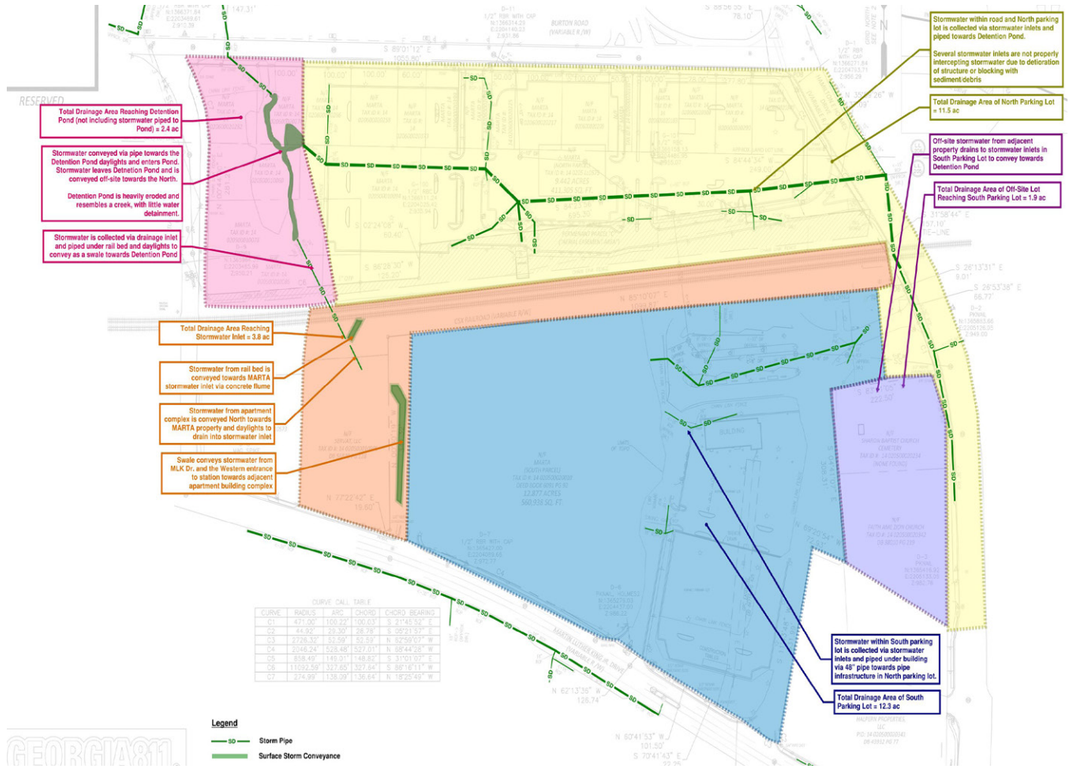


Surface Drainage Patterns were delineated based on the on-site elevation to understand how stormwater naturally wants to convey. Note that these flow patterns are irreverent of current subsurface stormwater infrastructure.

As stormwater conveyance is dependent on the forces of gravity, stormwater is conveyed in response to the topography and slopes of the site. As seen in the exhibit to the right, stormwater drains to the Northwest corner of the site towards Sandy Creek in the absence of stormwater infrastructure.

As some stormwater infrastructure on-site is degraded and not properly functioning, these flow patterns are a projection in which stormwater will overland flow after a storm event if not captured by stormwater system.

SURFACE DRAINAGE PATTERNS

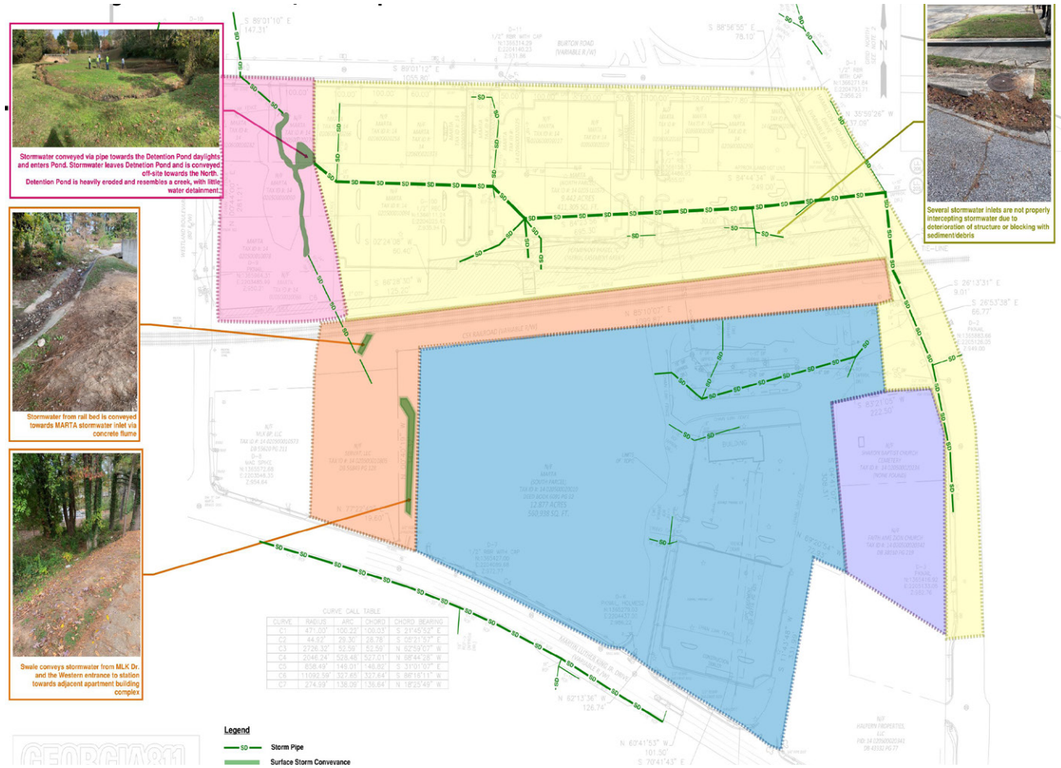


The storm system for the South parking lot (Blue) collects and conveys through a 48" storm pipe below the building to the storm system to the North parking lot system (yellow). Both systems eventually drain to the "detention basin" in the northwest corner of site, though the pond exhibits creek-like properties.

Stormwater from the rail bed is conveyed overland to storm drain inlet that located along the west edge is site, near south side of rail (orange). Stormwater collected is conveyed through pipe to the "detention basin" in the northwest corner. Off-site water also flows into this system as indicated by pipe outlets at property edges. All stormwater that reaches the detention basin discharges to Sandy Creek, a tributary to the Chattahoochee River.

Further along the rail line, to the West of the site, a new headwall and trash rack was installed on an existing culvert. MARTA representatives explained that the pipe was completely clogged with trash as it collects flows from adjoining property owners and nearby street. The clog caused flooding of neighbors properties and MARTA was responsible for cleanup and payments. This pipe does not connect to the "detention basin" but also conveys to Sandy Creek.

SITE DRAINAGE PATTERNS

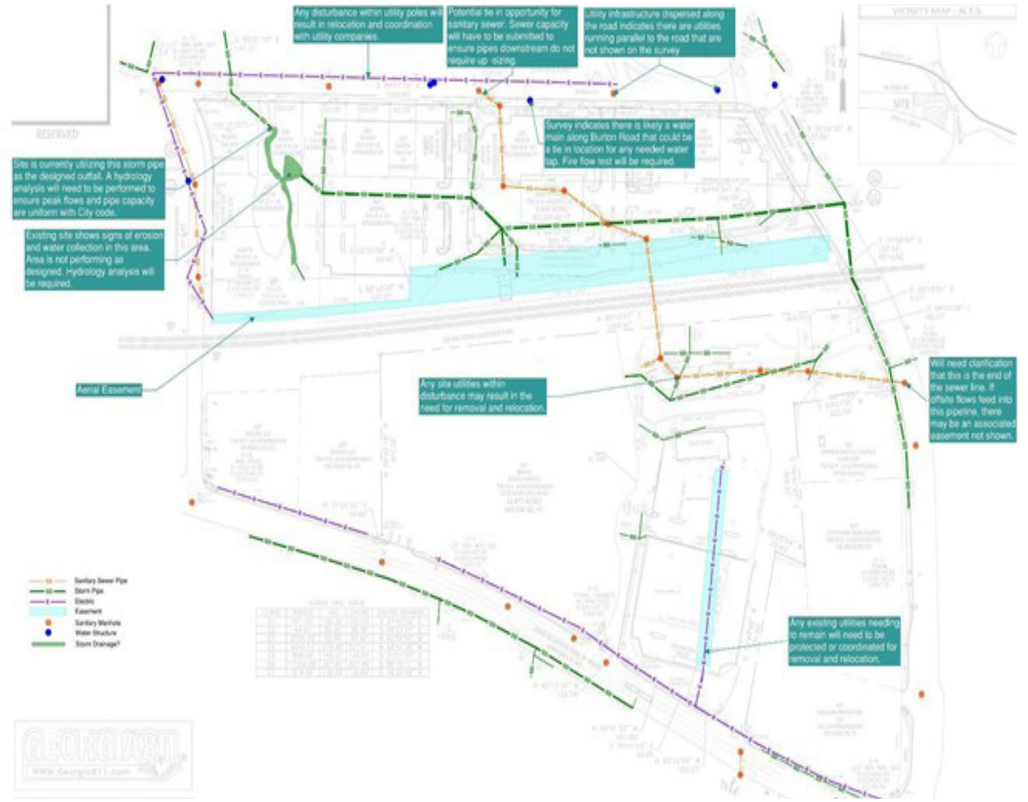


The detention basin, to which the stormwater from both parking lots and the on-site rail drain to, is heavily eroded and underutilized in terms of capacity. Due to the erosion and elevation of the headwall leaving the detention basin, little detention and pollution settlement occurs in the basin. The detention basin has not undergone any upgrades, cleaning, or retrofits since its construction ~40 years ago. MARTA representatives confirmed that the current bus pickup/dropoff zone was formerly a detention basin, but no further detail has been identified at this time.

Due to the steep topography that is exhibited in several areas throughout the site, defined swales have been created through erosion and convey stormwater throughout the site.

Several stormwater inlets have been heavily deteriorated and are not fully operational due to either damage and/or clogging with sediment/ debris.

EXISTING SITE UTILITIES

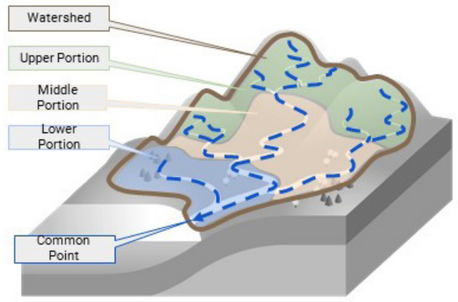


The existing site utilities indicate that the stormwater drains to the Northwest storm pipe. The designed stormwater pond shows signs of erosion and underperformance. There are overhead electric lines surrounding the site that will need to be relocated if within the LOW. The sanitary sewer tie-in is on the North end of the site. The manhole on the East side of the site should be confirmed. If flows are picked up from offsite, the sanitary line will involve an easement. Two easements are shown on site. If utilities are relocated, coordination with utility companies will need to occur. Potable water infrastructure is shown along the Northern side of the site which indicates there is likely a water main running parallel to the road.

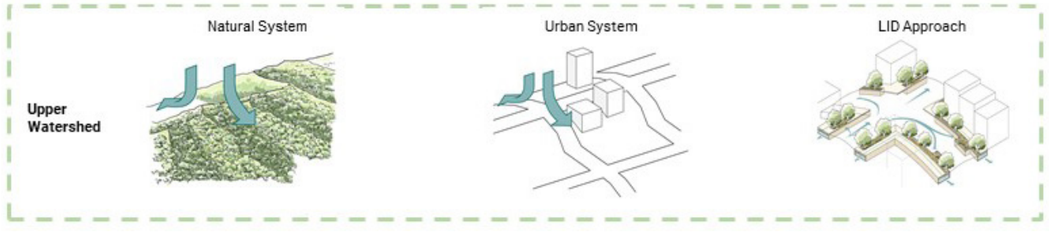
UPPER WATERSHED STORMWATER DESIGN PRECEDENTS

Due to the site's location as the top of a regional watershed, stormwater design should align with natural drainage patterns that are characteristic to this portion of the watershed. As a part of what is defined as the "upper watershed" of Sandy Creek, this site is at the highest elevations where little water has accumulated.

For the site to do its part in restoring the natural watershed and relieving flooding of downstream communities, stormwater design should focus on the priorities of infiltration and safe conveyance downstream. To do this, future design should consider nature-based stormwater infrastructure that is oriented around these priorities. This contributes to the overall initiative of "rebirth" for the site. This project is merging community space with the stormwater features that will help reshape the way water navigates its way to downstream communities.



Upper Watershed (Infiltrate, Convey):

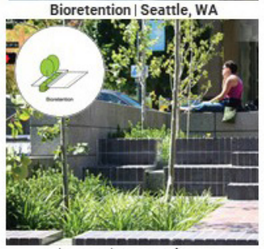


Bioretention | Seattle, WA

Pervious Paving | Atlanta, GA

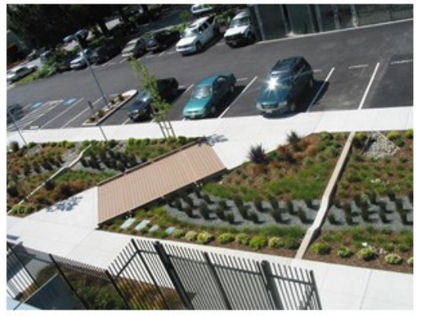
Bioretention with Curb Cuts | Portland, OR

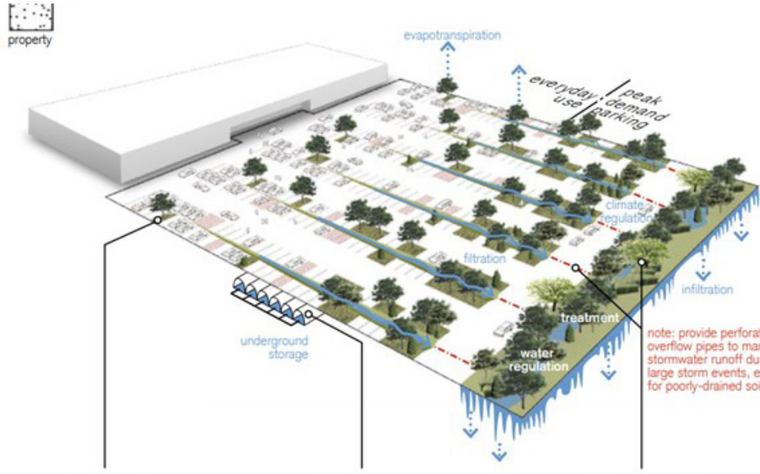
Roadside Swale | Paso Robles,


Bioretention | Seattle, WA

Gravel Diaphragm | Long Island City, NY

Roadside Swale | Indianapolis, IN





Human Factors

IT STARTS WITH PEOPLE.

In any public project, the degree of success in building consensus between key stakeholders, elected officials and the public often relies on the strength of the project's strategy for engaging the public. We understand the need to listen to and hear from a variety of voices and to reach a broad range of populations. Our approach will make participation convenient, simple, and engaging, including conventional strategies as well as social media and web-based tools. The ability to reach the larger public and collect input not only promotes transparency in information sharing, but it also assists in building positive energy around a project.

CENTERING THE COMMUNITY IN THE PROCESS

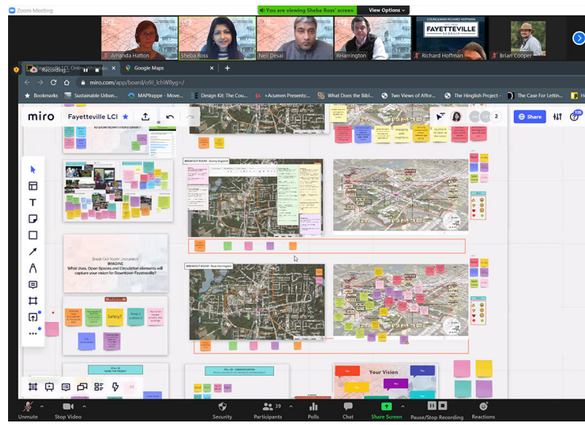
It takes support and partnerships to execute public planning processes, as they can contribute to both positive and negative outcomes within the community. Engaging with the following Key Audiences will ensure that the study team is hearing from a diversity of voices.

Project Management Team
The Project Management Team (PMT) will consist of representatives from MARTA TOD, critical members of the consultant team, and any jurisdictional partners. The PMT will plan community engagement opportunities at a very high level, discussing project progress and brainstorming solutions and strategies to address challenges and needs.

Stakeholder Outreach
Outreach to key stakeholders is a critical piece of the public engagement approach. Key stakeholder interviews will be used to gain insight on public comments and feedback, to address MARTA's needs in relation to individual user groups, and to validate findings. Interviews will be conducted in person as one-on-one, small groups meetings, virtual meetings or conference calls. The Team will work with MARTA, City of Atlanta, Fulton County, and other relevant parties to identify the most appropriate key stakeholders to be interviewed; however, some entities may include active residents, business and property owners, representatives from the City, Fulton County, GDOT, and others with local knowledge and insight.

Engagement with the General Public
Our Team will engage the general public from project outset, beginning with a project website that introduces area residents and stakeholders to the H.E. Holmes master planning process, advertises public meetings, houses various interactive engagement opportunities, and provides project updates.

This public engagement strategy will employ multiple techniques including traditional public meetings, virtual and/or online engagements, and pop-up events to meet people where they are. Engagement opportunities will be coordinated with key study milestones to ensure that public input is incorporated into the technical process in a meaningful way.



ENGAGEMENT TOOLS

Tools, techniques, and methods that will be used throughout the study:

Online Engagement Tools
Online engagement provides a convenient way to engage with the public and to share information. Established during the earliest stages of the project, the project webpage will be an important factor in managing messaging and content, while facilitating the sharing of information about the planning process.

Public Meetings and Open Houses
A series of two major public sessions/events will be planned to present project background information, process, goals, and ideas; educate the public on the planning process and MARTA's TOD program goals; and to collect feedback to help shape the project team's recommendations for the future of the site.

Community Surveys
Our goal is to be as inclusive as possible, always recognizing the need to reach non-meeting-goers and other stakeholders who would like to be involved on their own time. The Team will draft and create an online and paper survey to be distributed in coordination with other engagement opportunities as needed.

Pop Up Events
Pop-up events are an excellent way to quickly connect with the community right where they are. They are a good method for connecting with stakeholders who may not regularly attend meetings, but whose perspective is sought.

Tactical Urbanism
A tactical urbanism event may be incorporated into, or take the place of, a public meeting to showcase how we might implement particular plan recommendations. A Tactical Urbanism event provides a low-cost, temporary strategy to show stakeholders an example of what a specific proposal might look like if implemented.

Social Media Engagement
Social media use continues to rise. Our Team understands that social media will play a large role in communicating to the public, as such, the team will capitalize on the existing social media networks by providing content and a schedule of postings.

WELLNESS ACROSS SCALES

Individual

Healthy human behavior, such as choosing to participate in physical activity, eat healthy foods, and visit a primary care physician regularly

Neighborhood

Providing walkable and transit-adjacent access to services, healthcare, parks, schools, trails, and alternative modes of transportation to residents

Building

Ensuring buildings have visual interest, access to natural light and greenery, as well as intentional spaces for rest, reflection, and relaxation

City

Zoning for appropriate and mixed land uses, appropriate building heights, creating form-based codes, and creating networks of transport connectivity

How do the built and natural environments support the health, wellbeing and enjoyment of the community?

Using an observational tool named WellMap developed by HKS, it is possible to identify built environment inequities within the H.E. Holmes study area. These inequities range from a lack of street trees, sidewalks, or access to various facilities.

Each measured metric is able to take a snapshot of how the built environment either encourages or discourages healthy human behavior at various scales, such as walking to transit instead of driving or buying healthy food instead of buying fast food. The results, when compared, are able to give a high-level explanation of what exactly within the urban built environment can be improved to encourage healthier human behavior and therefore create a more equitable environment.

RESEARCH QUESTIONS FOR WELLMAP METHODOLOGY

Design **How is the study area's built environment fostering wellness through current infrastructure?**	Evaluation of existing built environment measures for both physiological and psychological wellness
Diversity **How is the study area's built environment fostering wellness through mixed uses and diversity of program?**	Evaluation of urban-scale land use mixes that encourage walkability and physical activity
Density **How is the study area's built environment fostering wellness through density of built environment components?**	Evaluation of urban-scale densities that influence physical activity & safety
Distance **How is the study area's built environment fostering wellness through accessibility?**	Evaluation of accessibility to facilities that influence physiological or psychological wellness
Destination **How is the study area's built environment fostering wellness through anchor institutions and/or community assets?**	Evaluation of jobs/attractions that are accessible via walking at 5, 10, and 15 minute intervals to determine level of activity outside residents of study area

BLOCK DESIGN& STREET NETWORK

The site abuts a major corridor, MLK Jr Dr SW, and there is little semblance of a walkable grid. Gridded streets with multiple intersections calm traffic and decrease pedestrian safety risks.

PEDESTRIAN EXPERIENCE

The site contains sidewalks and is therefore accessible by foot, but poorly maintained sidewalks, lack of interesting signage, and lack of furniture inhibit a pleasant walking experience.

BUILDING SETBACKS & PARKING

The lack of building presence on the street due to the abundant parking lots encourages faster vehicular speeds and, in consequence, a higher risk of pedestrian fatality. Buildings that are closer to the street increase the perception of community safety and lower vehicular speeds.

BLOCK FACE DESIGN

Most storefronts are fronted with parking and do not present any interesting architectural detail or variation in form. Interesting architectural detail along major roads can affect the likelihood that one increases their personal physical activity level via walking.

EMERGING INSIGHTS

Using the WellMap methodology, the study area scores moderately in diversity, density, and distance categories. Design intervention that addresses the lowest rated indicators within design and density are the best ways to make a larger impact.

Diversity and distance are the two highest scoring categories due to the amenities that were found in the study area. These results find that the adjacency of the study area to a commercial area as well as a major transit station necessitate designing for pedestrian access to those areas, which include a number of shops/restaurants, a pharmacy, medical facilities, barber shops, and more.

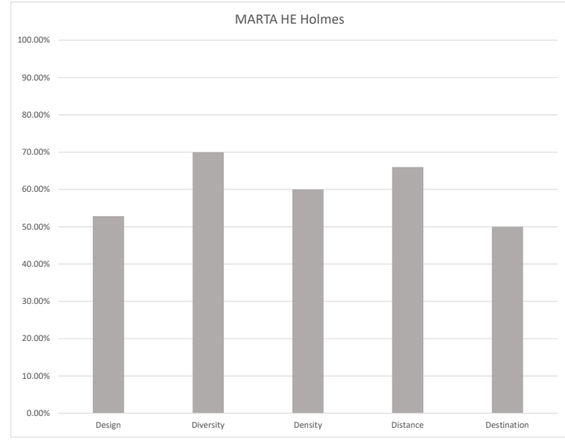
Four design indicators - **block design & street network, building setbacks & parking, pedestrian experience, and block face design** scored lowest within the design category. Two distance indicators - **distance to downtown and distance from sources of noise pollution** - scored lowest within the distance category. Design interventions to improve these indicators would have maximum impact, indicated below.

01 **Improving pedestrian connection to the nearby commercial area with sidewalk improvements or traffic calming measures along MLK.**

02 **Ensuring smaller setbacks and interesting architectural detail along major frontage.**

03 **Locating parking behind buildings or with parking garages that are lined with ground-level retail.**

04 **Including provisions for noise abatement at and near the station.**

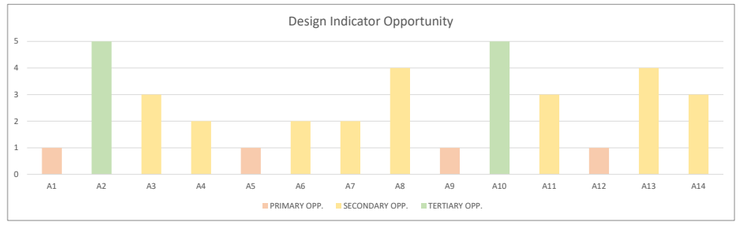


Points achieved

94/165

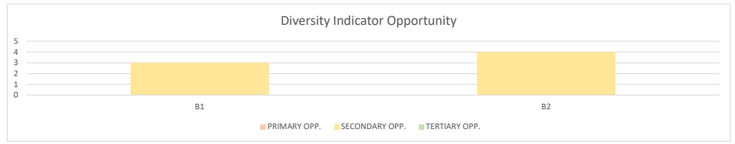
Overall Score

58.75%



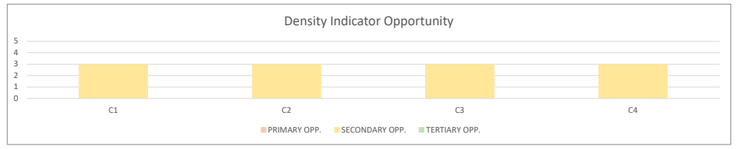
Design Score

52.86%



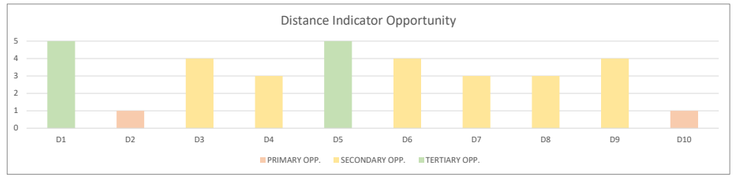
Diversity Score

70%



Density Score

60%



Distance Score

66%

Destination Score

50%

SOCIOECONOMIC & DEMOGRAPHIC OVERVIEW

The nearby community has a growing aging (65+) population, is predominantly African-American, and highly-concentrated by renters.

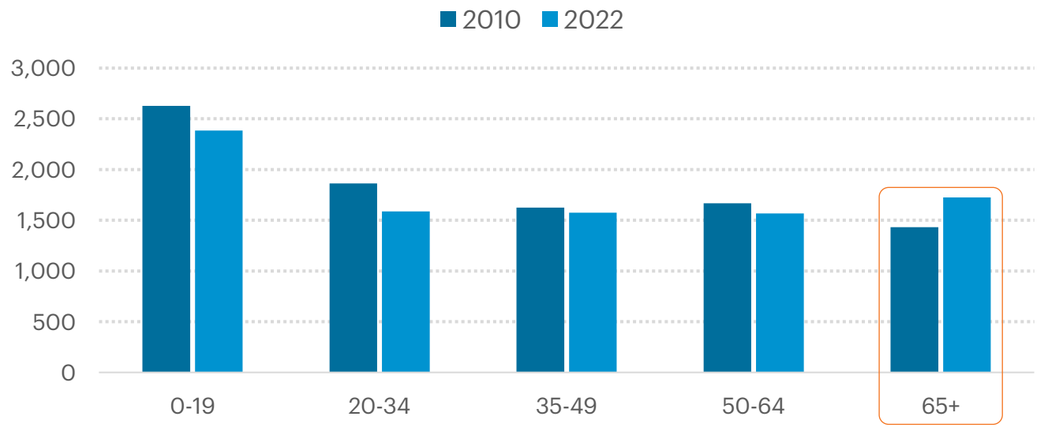
H.E. Holmes represents a distinct Atlanta neighborhood with its own unique cultural and economic needs. While the station serves a broader submarket given its positioning on the end of the line, a one-mile radius from the site can be used as a reference point for the local community. Socioeconomic data can be used to analyze such trends and inform how urban design interventions at the site can empathetic to nearby residents.

	H.E. Holmes (1-Mile Radius)	Atlanta MSA
2010 Population	9,215	5.29M
2022 Population	8,836	6.27M
2010-2022 CAGR	-0.35%	1.43%
2010 Households	3,736	1.94M
2022 Households	3,675	2.33M
2010-2022 CAGR	-0.14%	1.51%
2022 Median Age	38.8	36.8
2022 Avg Household Size	2.40	2.66
2022 Family Households (%)	55%	66%

65+ was the only age group in the local community with population growth over the past decade.

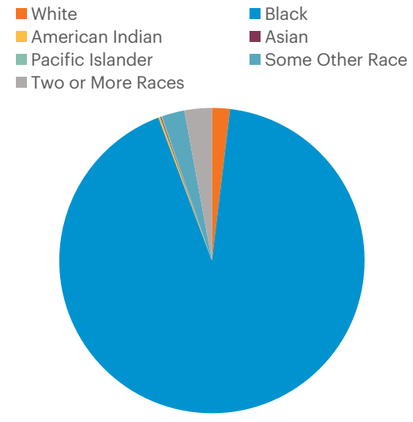
Source: ESRI Business Analyst (All data from 2022 unless otherwise indicated)

2010-2022 Population by Age Group - 1 Mile Radius



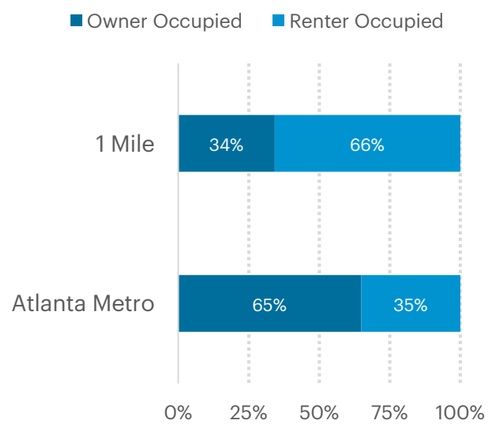
Population declined slightly in the nearby community over the past decade from roughly 9,200 to 8,800, most notably in Gen Z and Millennials. **In this same timeframe, however, the total number of 65+ year olds increased by over 20%.**

Population by Race - 1 Mile Radius



This community is **predominantly African-American**, with this group representing more than 90% of the population.

Occupied Housing Units by Type

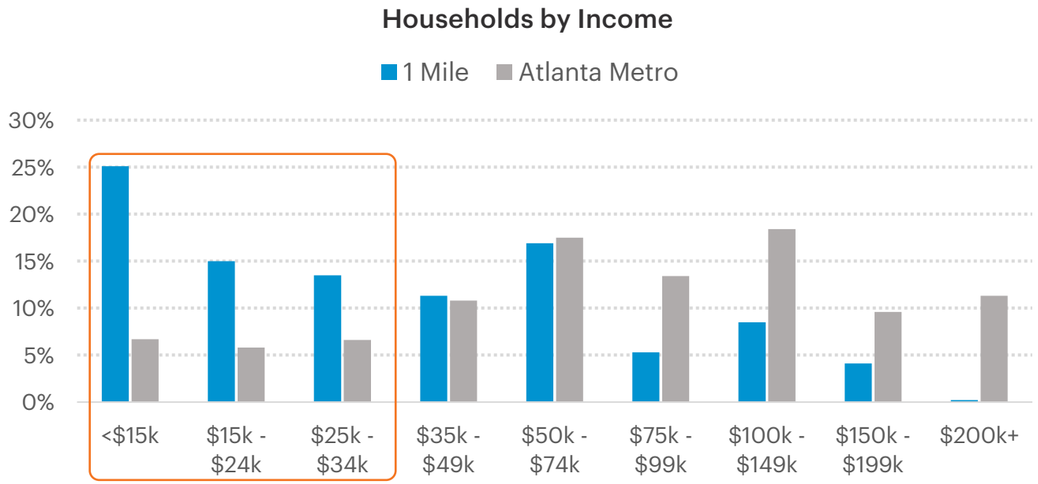


The nearby community has a **highly renter-concentrated population**, contrasting that of Atlanta's make up of occupied housing units.

SOCIOECONOMIC & DEMOGRAPHIC OVERVIEW

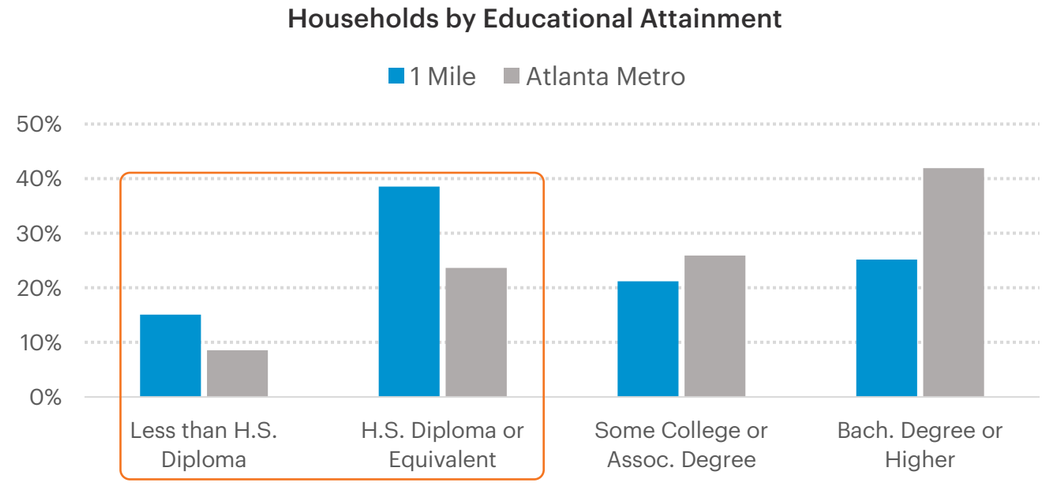
The nearby community is generally less educated with a majority of workers in lower income brackets. The percentage of local employees working in service-related positions is double that of Atlanta metro.

H.E. Holmes represents a distinct Atlanta neighborhood with its own unique cultural and economic needs. While the station serves a broader submarket given its positioning on the end of the line, a one-mile radius from the site can be used as a reference point for the local community. Socioeconomic data can be used to analyze such trends and inform how urban design interventions at the site can empathetic to nearby residents.

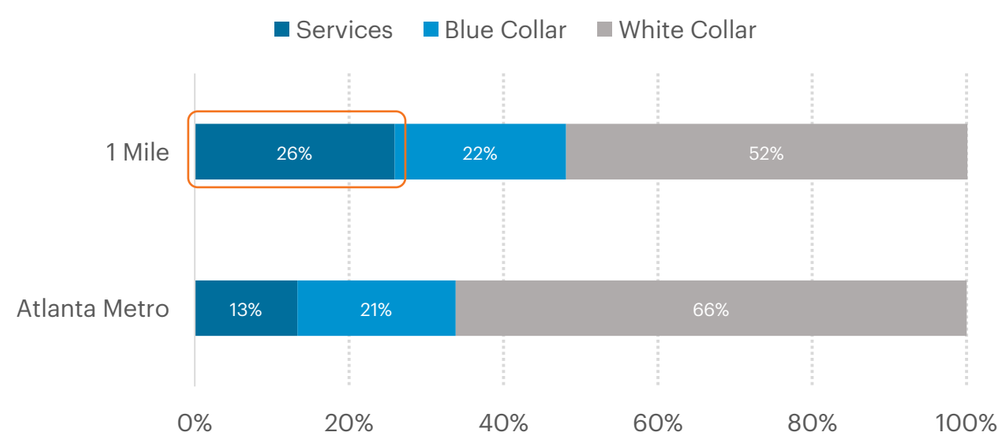


The community within a mile of the station has a median household income of $31,700, less than half that of Atlanta Metro. **More than half of all nearby households have an annual income of less than $35,000.**

Source: ESRI Business Analyst (All data from 2022 unless otherwise indicated)



While 1 in every 5 residents within a mile of H.E. Holmes has a Bachelor's Degree or higher, the **majority of the nearby community is not college educated.**



Local unemployment is 9.1%, roughly three times that of Atlanta metro. Of the employed local employee, half work in white collar jobs while a quarter work in service-oriented positions.

The local community is a lower-income and more service-oriented workforce when compared to Atlanta Metro.

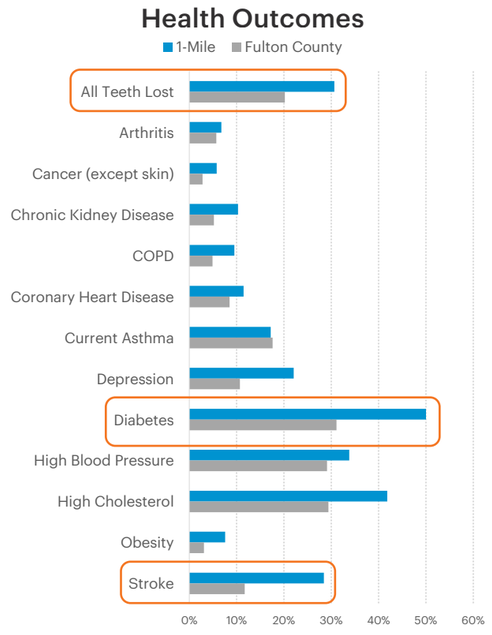
HEALTH

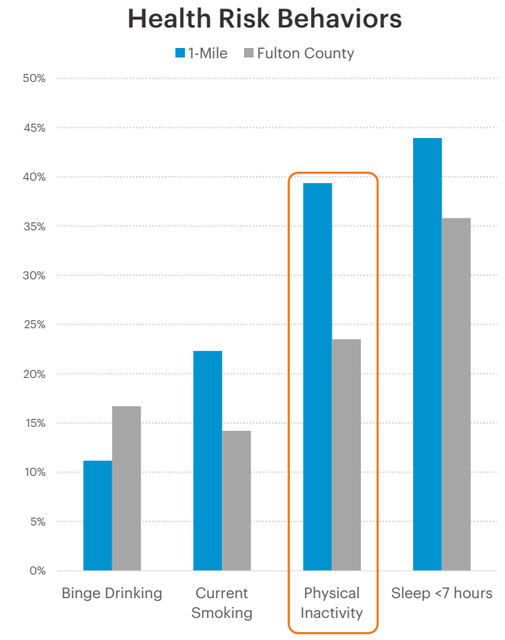
Roughly a third of the local community is categorized as having fair or poor general health, twice the percentage of Fulton County. Specifically, the community faces notable challenges with physical activity, obesity, diabetes, and dental health.

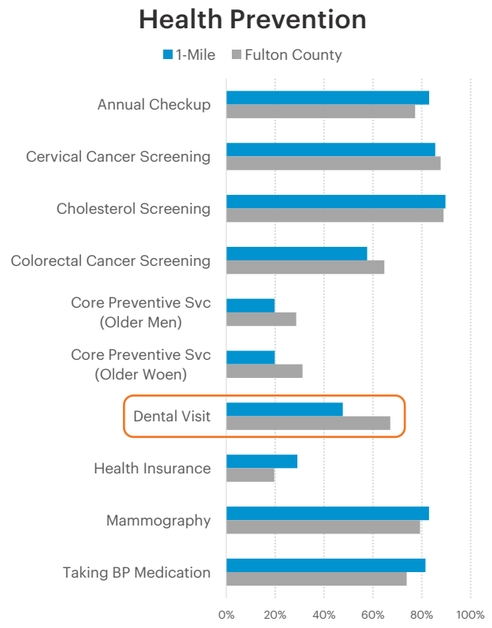
Regional health data was both the community surrounding H.E. Holmes and Fulton County to understand the most prevalent community health indicators (health outcomes, health risk behaviors, health status and health outcomes) of the population and help identify potential wellness strategies to address them.

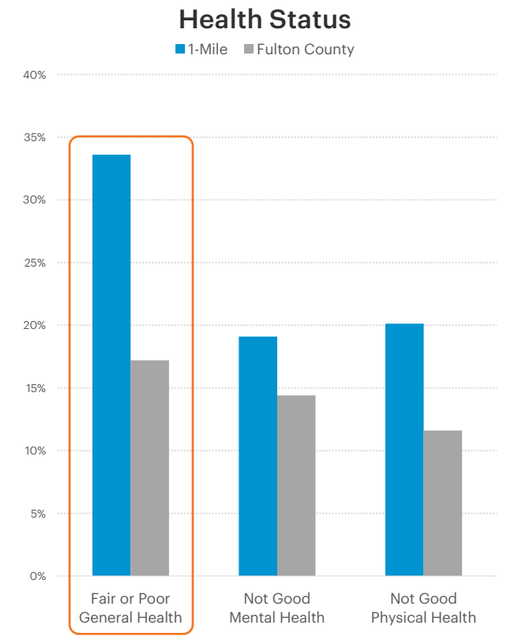
As a community hub, how can this site facilitate public health through public amenities and open space?

Source: CDC Places









How might the site evolve to encourage more 'walk-and-ride' behavior?

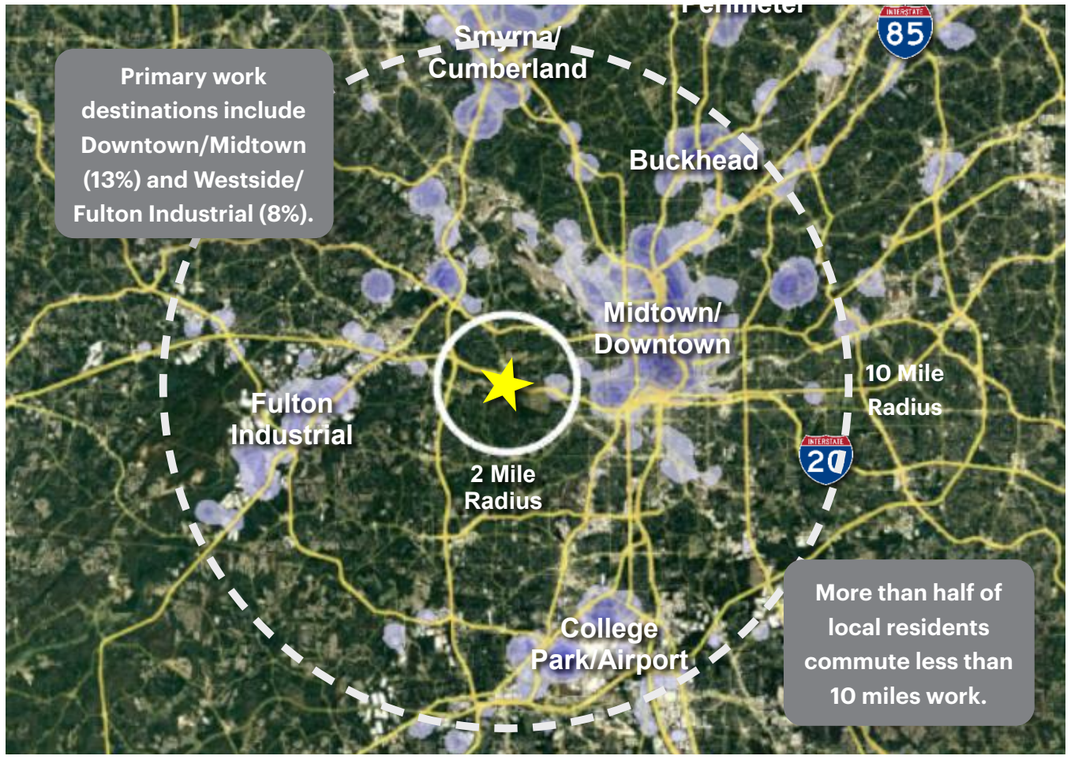
MOBILITY

H.E. Holmes location and ridership base cause it to serve as a less pedestrian-centric and less of a typical '9 to 5' commuter station than others throughout the MARTA system.

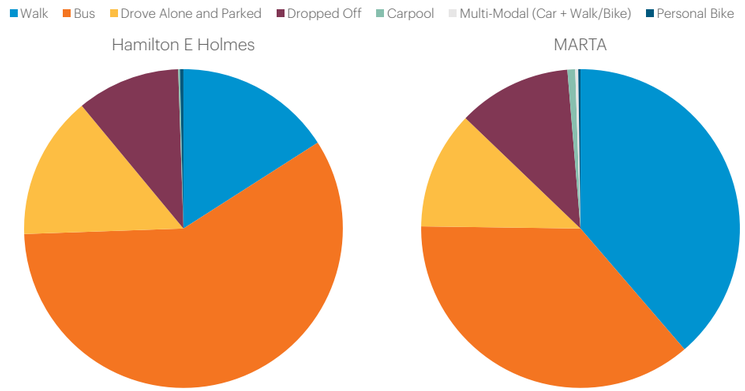
Data from a variety of sources were layered to demonstrate the mobility patterns at the H.E. Holmes station. Because it is the last stop on the Blue Line, this station serves both a broader community (especially to the West) and caters to a significantly higher proportion rail travelers that arrive via bus.

Additionally, the community itself has its own distinct commuting patterns. Because of a higher proportion of local workers working in service-oriented jobs than the metro average, it is possible that H.E. Holmes transit riders are less beholden to a typical '9 to 5' commuting pattern into Downtown, stretching out ridership throughout evenings and weekends.

Work Destinations of Existing Local Residents - H.E. Holmes Station



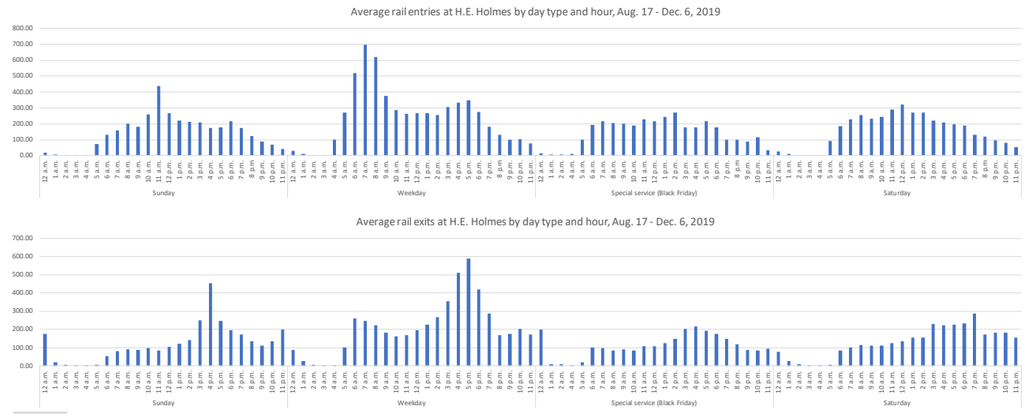
2010 MARTA Rail Mode of Access



While this data from ARC's 2010 onboard transit survey is increasingly outdated, it demonstrates how H.E. Holmes serves **more bus riders and less pedestrians** than typical MARTA stations.

Source: NOELL Consulting Group, Google Maps, US Census, CHASM, ARC

Passenger Usage - Rail Entry & Exit



PEOPLE + PLACE

Community profiles serve as a representation of the motivations, concerns and expectations of a specific group of users. Profiles are made from synthesizing data collected from user interactions and emerging themes in secondary/ market research. They are generated to identify diverse users' experience using user-centered design (UCD) and to align team members in their perception of the users of the study area. Here are some sample personas created by the team with room to create new profiles through further public engagement

Michelle & Lucy

Ages | 27, 2
HH Income | $32,000

Michelle is a single-mom and college graduate who works as an assistant manager at a retail store near downtown. Her daughter, Lucy, is a preschooler, and they live in a 2-bedroom apartment near I-285.

Goals: To start a college fund for Lucy, eventually buy a house
Frustrations: Atlanta traffic, finding a babysitter, high cost of rent
Transportation: Driving only, has never taken public transit

Noel

Age | 19
HH Income | $22,000

Noel is pursuing her dream of working in movie production. She does not have a college degree, and currently works as an office assistant at a nearby warehouse. Noel lives with her parents.

Goals: To get a job in movie production and to move out of her parents house
Frustrations: Inflation, wants to move out but can't find affordable housing
Transportation: MARTA bus to Fulton Industrial

Beverly

Age | 76
HH Income | $0
(Social Security)

Beverly is a long-time resident of west Atlanta, having grown up there as a child. She is widowed and retired, and takes lots of pride in her local neighborhood. She has lived in the same house for nearly forty years.

Goals: To be active in her community, enjoy retirement, and cultivate her home garden
Frustrations: Buses don't run as often as she would like, rising property taxes
Transportation: MARTA only, unable to drive

Jasmin, Mikayla, Nick & Darien

Ages | 35, 38, 5, 1
HH Income | $70,000

Jasmin and Darien are raising their children, Nick and Mikayla, in west Atlanta away from the hustle and bustle of the city. Darien works full-time in an office to make ends meet, while Jasmin is a stay-at-home mom.

Goals: To raise two kids on a single income, eventually enabling Jasmin to work again
Frustrations: Atlanta traffic, inflation, finding family time
Transportation: Driving only, but open to taking MARTA every now and then

PEOPLE + PLACE

Trey
Ages | 18
HH Income | $13,000

Trey is a senior at Frederick Douglass High School. He dreams of going to college at Georgia Tech to study computer science. He works part time at a fast food restaurant while in school, and he lives with his parents.

Goals: To go to college and study computer science
Frustrations: Not enough opportunities for other jobs in area
Transportation: MARTA only, does not own a car

Bradley
Age | 28
HH Income | $120,000

Bradley is a newcomer to the neighborhood, having moved from Seattle. He works in Midtown for a technology company. He is single and is renovating a house near H.E. Holmes station. He hopes to start his own tech company one day.
Goals: To start his own tech company
Frustrations: Wishes there were more things to do near his house, doesn't have any friends
Transportation: owns a car but prefers public transit

???
Ages | ???
HH Income | ???

Future persona based on community engagement.

Goals: ???
Frustrations: ???
Transportation: ???

???
Ages | ???
HH Income | ???

Future person based on community engagement.

Goals: ???
Frustrations: ???
Transportation: ???

Insights

01

Inspired by its namesake, the site has the opportunity to shift from being commuter-centric to becoming a community-centric place of unity, equity and resilience.

02

When the gap in pedestrian infrastructure is addressed, it will have a ripple effect of enhanced ground plane retail footfall, community safety (i.e. eyes on the street), and community wellbeing

03

Replacing the large urban heat islands with higher density built environment and reparative natural environment will help create a signature destination by augmenting access to diverse uses and elevating the sense of place.

04

By raising the walk score of the site and offering choices for multi-generational users with multi-cultural roots, this station could go from being considered as the ‘end of line’ to the ‘beginning of line’ (of possibilities)!

\+

Insights from MARTA

Next Steps

Grounded on the feedback from the investigation, the next stage will feature the exploration of innovative planning and program options that respond to the site appropriately.

- Brainstorm with MARTA, community, stakeholders and City leadership: critical influencing factors and gain consensus on opportunities and constraints.
- Validate and identify methods to be a catalyst, connect to history and propel for future.
- Evaluate mobility opportunities.
- Thought leadership in future of parking and real-estate.
- Thought leadership on impact of the pandemic.
- Identify options and alternatives for land use (plans and massing) and urban design (public realm, active streetscapes, open space network, walkable environment, etc.).
- Publish design options for public input and feedback.
- Create scoring sheets to assess options.
- Analyze schemes: cost, economic viability and sustainability.
- Consider aligning stormwater infrastructure improvements with placemaking opportunities.
- Identify and review currently proposed improvements and how they align with future planning efforts.
- Evaluate feasibility of existing utility layout and capacity in relation to future development.
- Request Sewer Capacity & Fire Flow Tests from City to understand feasibility of future infrastructure.
- Evaluate the potential for re-routing of utilities and stormwater management improvements due to site work.
- Develop streetscape and open space kit of parts to best align with future water quality, storage and site layout needs.
- Submit Phase 2 report.

Explore

Coming Soon!

EXPLORE

Uncovering opportunities and possibilities guided by the community

Setting the Stage

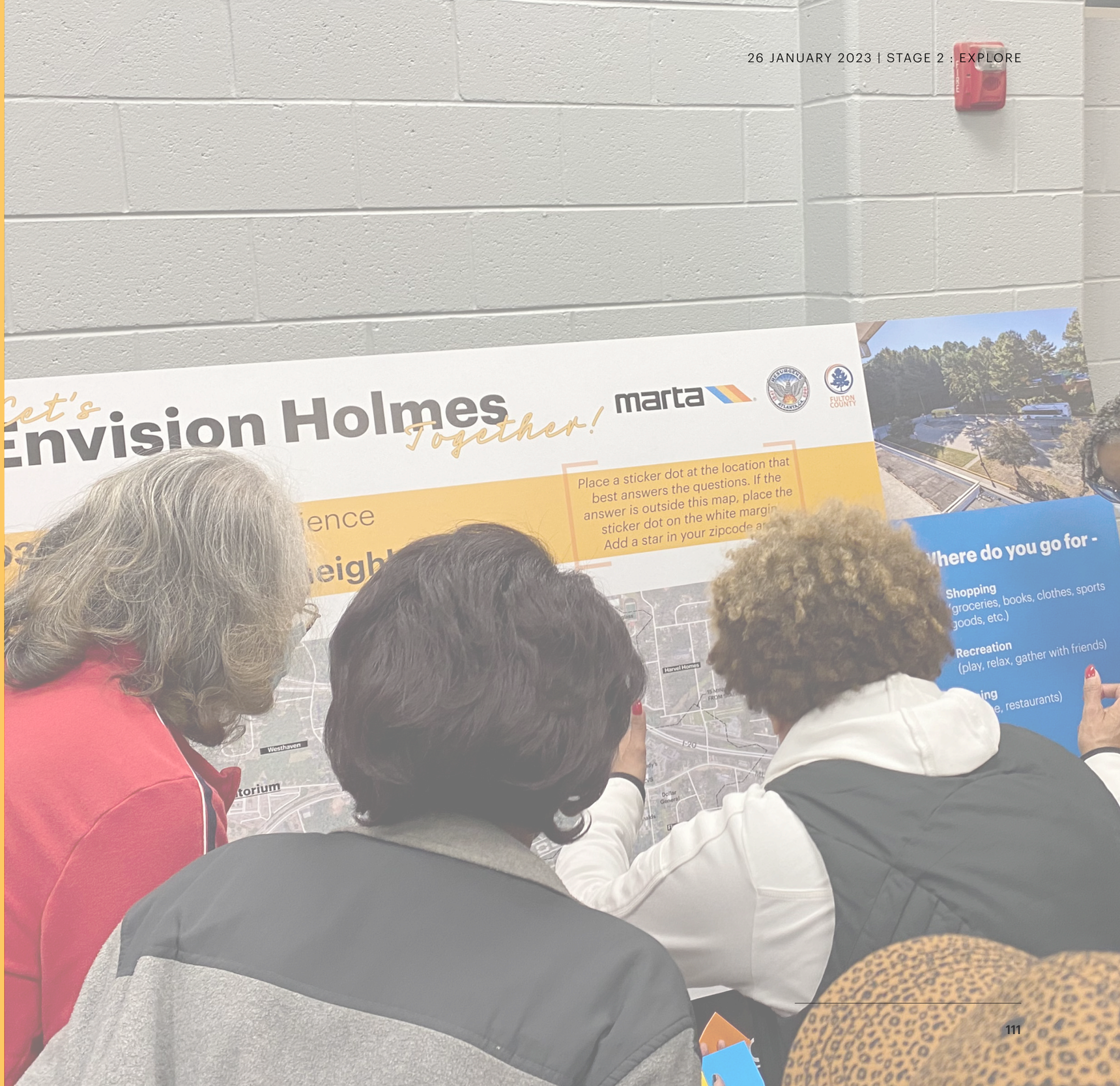
BUILDING ON THE INVESTIGATE STAGE AND COMMUNITY FEEDBACK TO INFORM GUIDING PRINCIPLES

Engagement

Market Analysis

Guiding Principles

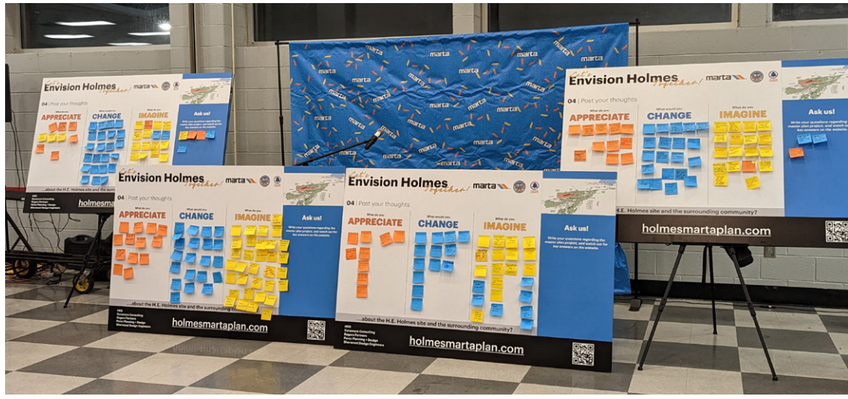
Data + Design



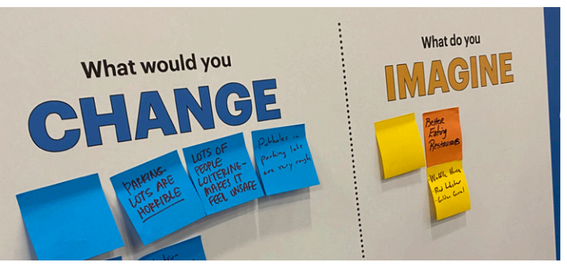
Engagement

The design team has been listening and learning from the community to understand its history, desires and aspirations for the future.

Community engagement has been deployed by the Design Team through surveys, community interviews, a large in-person event hosting over 100 community members and through the project's website. Utilizing a variety of tools and methods have been important to ensure diverse voices are heard. The Design Team will host additional virtual and in-person conversations to maintain consistent input through the duration of the project.



Listening Event



As the first official engagement event of the project, the community listening event was an opportunity to introduce the study to the community, to listen to and collect input on their vision for the study area, and to collect community stories for the website video.

Event Details:
Monday, December 12, 2022
5:30 – 7:30 PM
C.T. Martin Natatorium

OUTREACH METHODS

The community listening session was promoted to the public through a variety of means including flyer distribution at key locations throughout the community by local elected officials, outreach via MARTA social media channels (Facebook, Twitter), as well as text/MMS messaging, phone calls, and follow-up emails to key stakeholders. Additionally, large A-frame posters were staged at the H.E. Holmes MARTA station and the C.T. Martin Natatorium. Flyers were also distributed to MARTA patrons at the customer appreciation event hosted at the H.E. Holmes station on meeting day.

MEETING SUMMARY

The meeting was an open house format with a brief introduction and closing message by City of Atlanta Councilmember Andrea Boone. Approximately 130 community members were in attendance representing a variety of stakeholder groups including:

- City of Atlanta Councilmember Andrea Boone (District 10)
- City of Atlanta Councilmember At Large Michael Julian Bond (Post 1)
- Leaders of NPU-G, NPU-H, NPU-I, and NPU-J
- Members of the Clergy
- Local business owners
- Local nonprofit founders
- Mr. Hamilton E. Holmes, Jr.

During the open house portion of the meeting, attendees were encouraged to visit the stations, which included two informational boards; a mapping activity that asked attendees to pinpoint where they go for shopping, recreation, dining, worship, work, and health needs; and a board that collected input on what attendees appreciate, what they would change, and what they imagine about the H.E. Holmes site and surrounding community. There was also space on this board to ask questions regarding the project which will be addressed in the website FAQ section. Following is a summary of input received on the activity boards.

ACTIVITY #1 : MAP YOUR EXPERIENCE TODAY

Meeting attendees were asked to pinpoint where they go for shopping, recreation, dining, worship, work, and health needs. A summary of responses for each community use follows. Numbers in parentheses represent the number of repeat responses received per category.

SHOPPING
West of the study area (12)
North of the study area (10)
Wayfield Supermarket (8)
East of the study area (6)
Dollar Tree (5)
South of the study area (3)
Holmes Plaza

RECREATION
Isabel Gates Webster Park (12)
North of the study area (5)
Lionel Hampton Park (4)
C.T. Martin Natatorium (3)
East of the study area (3)
Westview Cemetery (2)
West Side Community CME Church (2)
Anderson Park (2)
South of the study area (2)
Cumberlander Park
Dogwood Apartments
Chalet Woods neighborhood
Collier Heights neighborhood
H.E. Holmes Station

DINING
East of the study area (8)
North of the study area (4)
Wendy's (4)
McDonald's (3)
West of the study area
Chalet Woods

WORSHIP
North of the study area (6)
South of the study area (4)
Mt. Olive Baptist Church
Lionel Hampton Park
St Paul's Episcopal Church
West Side Community Church

WORK
North of the study area (3)
East of the study area (2)
Dollar General
Frederick Douglass High School

HEALTH NEEDS
East of the study area (6)
North of the study area (4)
South of the study area (2)
CVS (2)
West Side Community Church

ACTIVITY #2 :
WHAT DO YOU...
APPRECIATE, CHANGE & IMAGINE

In the second activity community members were asked three questions about the H.E. Holmes Station site and surrounding community: What do you APPRECIATE?; What would you CHANGE?; and What do you IMAGINE? Responses were captured on sticky notes to align with each question.

What do you

APPRECIATE

about the H.E. Holmes site & surrounding community?

Meeting attendees noted that they appreciate station amenities; the community history and cohesion; the convenient location and proximity of the site to other destinations; and the natural environment. Numbers in parentheses represent the number of repeat responses received.

Station Amenities

- Amount and ease of free parking (6)
- Security at the station

Community History & Cohesion

- The neighborhood is settled, established, with a lot of history. People know each other and look out for each other. Sense of community
- Neighbors are active and involved
- Caring community neighbors
- Close community. Strong minority presence. Faith based.
- Development and growth. Love the Florida Heights community
- More homes being bought by all groups of folks with like backgrounds and sense of community. Neighbors revitalizing the community by creating community.
- The legacy neighborhoods
- Relatively safe neighborhood even though it may not look like it
- You can still afford homes in this neighborhood
- Lot of successful Black professionals
- History
- Former affluence 40 years ago
- Black acceptance
- Good housing. Quiet neighborhood.

Convenient Location/Proximity to Needs/Access

- Access to MARTA; other stations (6)
- Easy access to expressway/interstates (7)
- Convenient to downtown (5)
- Overall proximity/convenience (5)
- Airport access (4)
- Easy to access events
- Proximity to health needs
- Close to stores, grocery store
- Ease of traffic w/in neighborhood

Natural Environment

- The high elevation allows roof top experiences
- Living space, trees, animals
- It's nice and quiet!
- Trees
- Old growth trees and canopy

What would you

CHANGE

about the H.E. Holmes site & surrounding community?

Meeting attendees noted that they would like to change elements related to safety; maintenance and upkeep, community amenities, resources, and services; traffic, station circulation, and infrastructure; and MARTA service operations and amenities. Numbers in parentheses represent the number of repeat responses received.

Safety

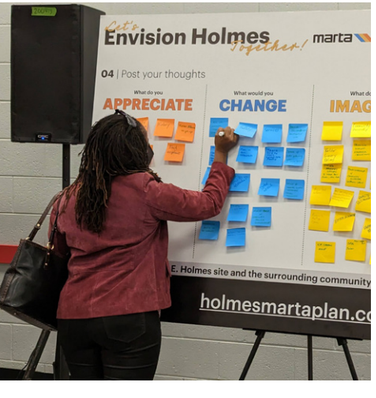
- Better lighting/cameras (7)
- More police/police visibility/security (4)
- Overall safety (3)
- Less loitering (2)
- Traffic – unsafe driving

Maintenance and Upkeep

- Keep station/property clean, maintained, landscaped (10)
- Resurface parking lots (4)
- Extend sidewalks to fill gaps
- Ensure restrooms are usable
- Keep people from sleeping
- Pedestrian safety! Better crosswalk

Community Amenities

- More dining options/quality restaurants/healthy options (10)
- Better retail - Kohl's, Macy's, Marshall's – (2)
- Grocery store complex (Aldi, Trader Joes, Kroger)



- More public art!
- Soccer
- Entertainment around station

Community Resources, Services

- Prevalence of homeless population (4)
- Quality services (3)
- Healthcare facility/wellness center to address influx of mental illness, homeless, drugs, depression, etc. (3)
- Access to jobs (2)
- Facility for senior citizens to gather for pleasure/health clinics/ recreation
- Community center
- Space w/outer gathering spots (like Atlantic Station)
- Connectivity to parks and greenspaces (Cascade Nature Preserve!)

Housing Options

- Affordable housing
- Condo please for seniors
- Residential development

Traffic, Station Circulation, Infrastructure

- Improved streets (2)
- Buses are dangerous right in front of the station
- Bus/car conflict at entry on south lot
- People do not follow directional circulation – bus included at Burton/I-20
- Traffic calming on MLK and HEH
- Traffic from I-285 and I-20
- Change egress and ingress from MLK
- Add sidewalks south along H.E. Holmes/Peyton Road/Veltre Circle
- Widen Burton Rd & Linwood
- Sidewalks from the neighborhood to the transit station.
- Proper bus access and flow. The Avondale TOD is horrible for accommodating buses moving around the station and has no room for route expansion.

MARTA Service, Operations, Station Amenities

- Bathrooms are needed
- More covered shelters at bus stops/seating (2)
- Buses run more frequently
- Bus turning left
- Bring back MARTA Reach shuttles
- Extend the west line all the way to Fulton Industrial Blvd.
- Need a better way to know if parking is full (or open on other side)
- Connections b/w MARTA and schools – educational opportunities
- Bus circulation
- Operational hours Sat/Sun. Worship, work. M – F (earlier). Mon – Sat (earlier hours 4AM for workers)
- Bad parking (need to fix)

Other

- Being skipped over development wise/lack of community improvement (2)
- Safer, cleaner, stronger educational system
- Building where things are needed
- Billboards with only positive ads
- Remove MARTA board members that are in counties that MARTA does not serve
- Board members and upper management should be required to actually use the system and live within the service areas to accurately represent the people they “serve”
- Minority partnership with construction
- Overall esteem of the space

What do you

IMAGINE

for the H.E. Holmes site & surrounding community?

Meeting attendees noted that they imagine a site with ample green space and recreational opportunities; community amenities such as grocery stores and high quality restaurants; employment opportunities, senior services, and services that accommodate the homeless population; improved infrastructure; and housing/development opportunities. Numbers in parentheses represent the number of repeat responses received.

Greenspace, Parks & Recreation

- A huge splash pad, water fountains, water features (4)
- Park/open space/green space/gardens (4)
- Walking path/trail/bike trail (3)
- Athletics - tennis court, skatepark, Soccer in the Streets (3)
- A playground (2)
- Bowling (2)
- Beautiful landscaping
- Benches
- Art along trail
- Green infrastructure
- Self-sustaining forest
- Dog park w/separate areas for small, medium, large dogs
- Larger, more functional park (adult focused)

Community Amenities

- Quality grocery store options with healthy foods/Farmers Market (15)
- Healthy, high quality family/sit-down restaurants (12)
  - Waffle House. Red Lobster. Golden Corral
  - Steak n' Shake
- Movie theater (6)
- Improved retail (6)
  - Hardware store
  - Premium outlet shopping. Brand names
  - QT. Better gas station
  - Wholesale clubs
- Entertainment for adults, and youth (5)
- Specialty retail – ice cream shop, high end spa, salon (3)
- Fitness center
- A create your own comics center

Community Services

- Medical facilities/urgent care/alternative to CVS (5)
- Senior center (4)
- Office space/community meeting spaces (3)
- Employment/training opportunities (2)
- Hotel

Infrastructure

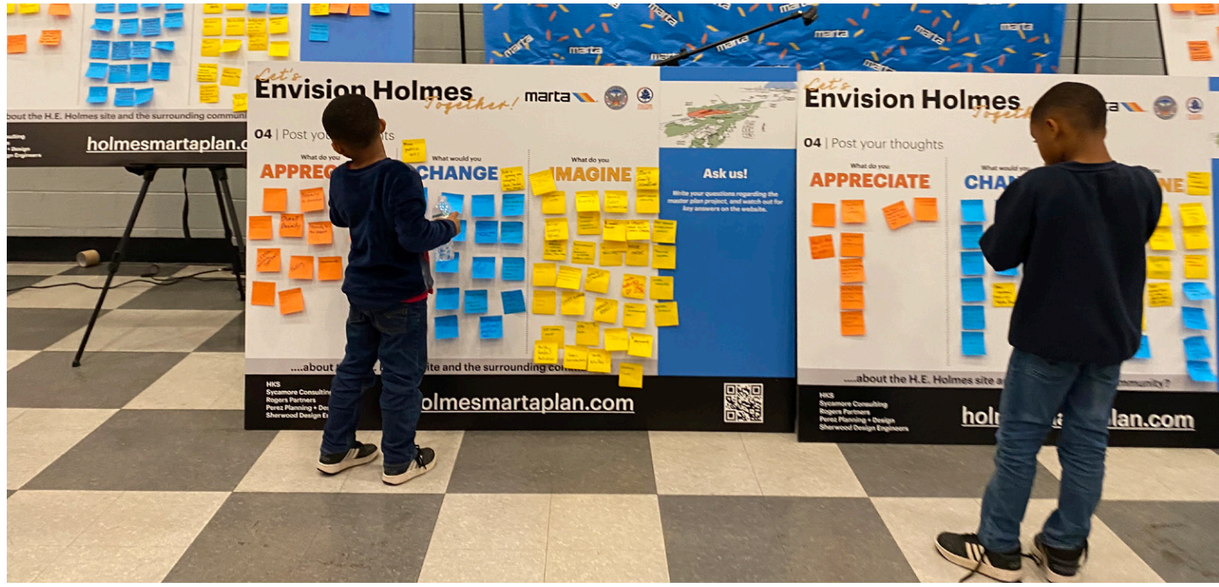
- More sidewalks (2)
- More streetlights (2)
- More sanitation services

Housing, Development

- Take advantage of rooftop views/public roof deck (3)
- No apartments in this location
- Loft style housing
- Density!!
- Buildings that are between 3 – 5 stories not higher
- Scaled housing options – family single, etc., 1 – 3+ bed
- Parking deck
- More quality, affordable housing for everyone
- Affordable senior housing

Other

- Safe, friendly, thriving community (4)
- Restrooms; more amenities at Isabel Gates Webster Park (2)
- Community ownership
- Partnership w/community investor
- Net zero energy usage
- Quality without being priced away from our community
- Consideration for current residents
- Receive funding from the state
- Add more/another station(s) going west
- Better schools
- Easy access
- Something with pizzazz



Ask Us!

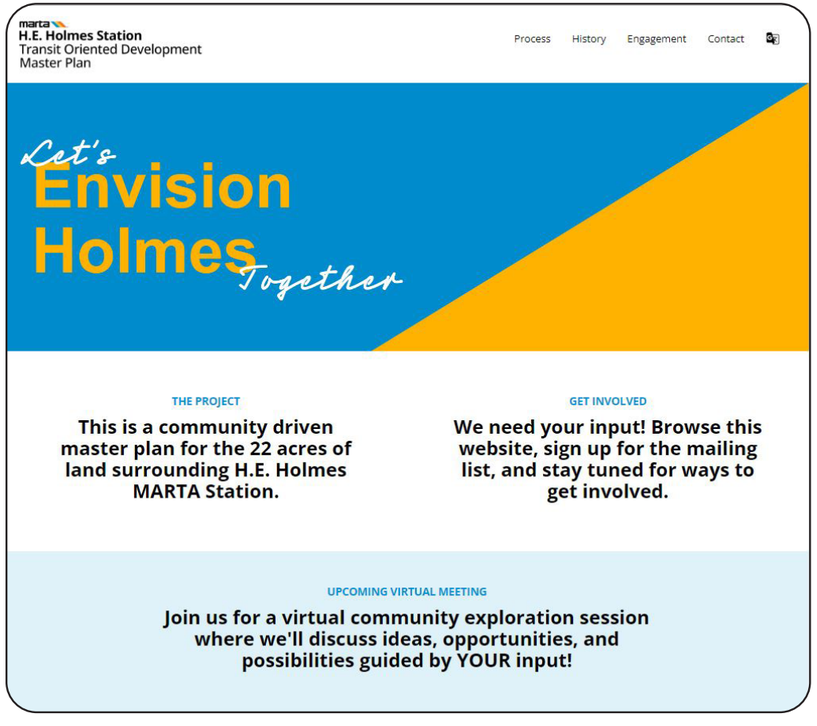
Attendees were invited to write their questions regarding the master plan project. Answers are posted in the FAQ section of the project website.

What's Next?

The next community engagement event will be hosted virtually in early February 2023 Listening Event #2 will build on community feedback from the first event, in-person conversations and online surveys, to explore multiple ideas and present possible layout options to garner further input towards a cohesive vision for the site.

Feedback Tools

From online forums and surveys to social media, the design team is deploying a variety of ways for the community to engage.



VISIONING SURVEY [WEBSITE]

1. What would make this redevelopment special for you?

- Improving the area around the station to be more walkable and bike friendly.
- ... to keep affordability in mind.
- A business development hub for those that live in the neighborhood to be able to build businesses. A commercial organic/healthy food grocery store would be great as well.
- Will this New project bring new jobs to those who live in the community?
- Will this new expansion bring affordable housing?

2. What would you wish for the H.E. Holmes station area in the next 5 years?

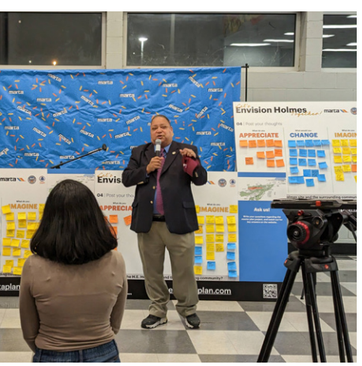
- Food. This area is a food desert. Would love to see some space for local restaurants/ grocery to open up and serve a very underserved community.
- ...that black people can still afford to live here. I would also hope to see:
  -The westbound train extending at least until Fulton Industrial Blvd.
  -Coworking office & warehouse space,
  -Live/work options,
  -Bring back MARTA Reach or similar service for last mile transit.
  -Busses running on a more frequent schedule. 45 mins apart is ridiculous.
  -Dog park with separate sections for small, medium & large dogs.
  -More accessory dwelling units.
- A grocery store. A place to build my business and a navy federal credit union. Also, a place to feed and shelter the homeless in the neighborhood.
- Public safety, affordable housing and good paying jobs
- Container buildings would be great

3. Is there anything specific from past plans that we need to highlight in this plan?

- Unaware of past plans

4. Anything else we should know?

- I would like to be involved in any way that I can.



COMMUNITY FORUM [WEBSITE]

1. **What do you APPRECIATE?**

- I have always loved this area. I was raised in the area. But are there going to be affordable housing and affordable homes in that area?
- We want variety of restaurants and shopping experiences

2. **What would you CHANGE?**

- More amenities (i.e. grocery, urgent care, gym, etc.)
- The homelessness
- The surface parking lots
- Restaurants, not only fast food places, more dry good stores, not just Dollar Stores
- Build on the surface parking lots. Make the streets around the station safer for pedestrians and bike riders with wider sidewalks, protected bike lanes, and mid-block crossings.

3. **What do you IMAGINE?**

- Better transit options
- Mixed, use, mixed income development.
- I want to make it clear from the outset that I do not live in this community. I do, however, fear that this neighborhood is going to experience displacement induced by property speculation, just as we have seen on other parts of town. I hope this site can become home to as much housing as possible to reduce market pressures. Hopefully any below market rate housing developed on this property would prioritize long time residents. We know that when developing TOD there are conflicting priorities at play: market rate housing has a larger impact on reducing vehicle miles traveled, but below market rate housing is necessary to mitigate displacement. I would hope that any development on this site would include a mix of market rate and below market rate options.
- A lot of housing choices. Apartments, condos, townhomes -- good mix of rentals and homes of ownership. Amenities like grocery stores, spaces for local businesses, and entertainment options. Don't worry about matching the surrounding neighbourhood. Build what is best for serving current and future MARTA riders as both a TOD that people will live and work in AND a place people will travel to see.

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Total Visits	Unique Users	Avg Time (min)	Unique Stakeholders	Comments	Survey Responses

“Build what is best for serving current and future MARTA riders as both a TOD that people will live and work in AND a place people will travel to see.”

— Community Member (online feedback)

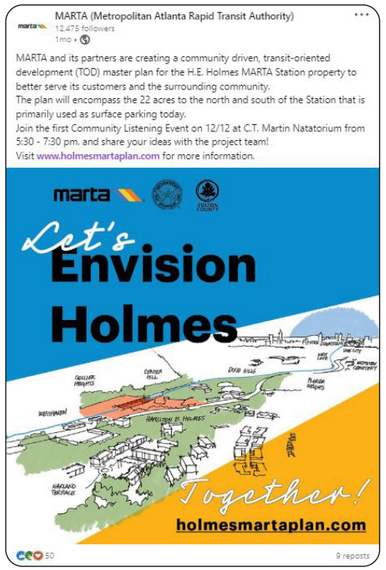
SOCIAL MEDIA

Twitter

Caption: MARTA and its partners are creating a community driven, transit-oriented development (TOD) master plan for the H.E. Holmes MARTA Station. Join the first Community Listening Event on 12/12 at C.T. Martin Natatorium from 5:30 - 7:30 pm. Learn more: http://holmesmartaplan.com

Comments:

- Looking forward to being there! Florida Heights resident here!

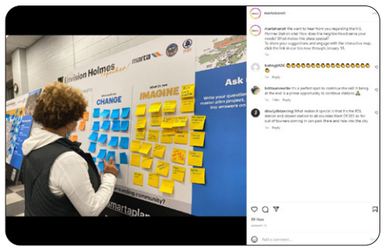


Instagram

Caption: We want to hear from you regarding the H.E. Holmes Station site! How does the neighborhood serve your needs? What makes this place special? To share your suggestions and engage with the interactive map, click the link in our bio now through January 16.

Comments:

- What makes it special is that it's the EOL station and closest station to all counties West Of 285 so for out of towners coming in can park there and ride into the city
- It's a perfect spot to continue the rail! It being at the end is a prime opportunity to continue stations

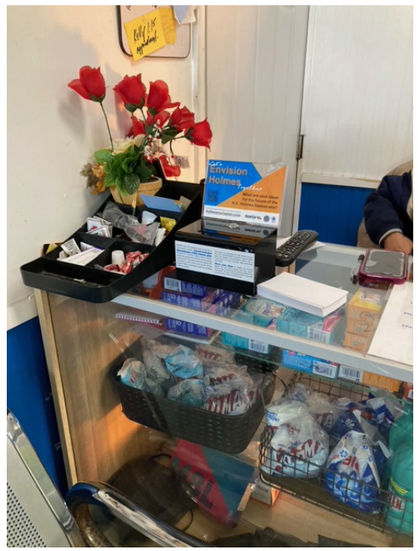


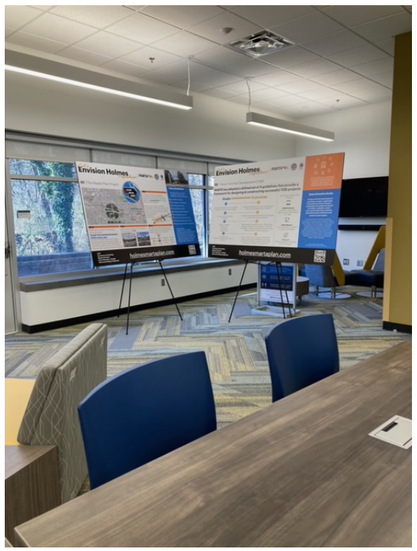
ONSITE FEEDBACK

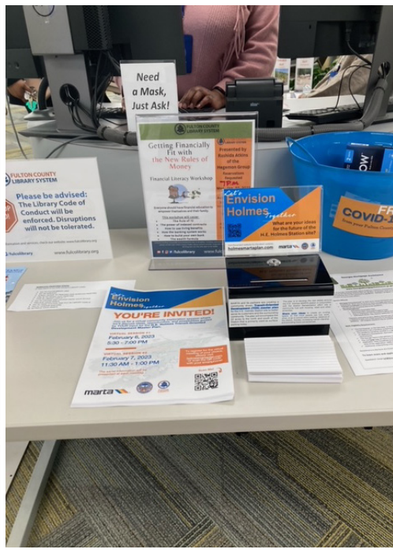
Suggestion Boxes

The design team recently deployed suggestion boxes in the community to provide another easy way to give feedback and stay up to date on the project.

Current community locations include (as of January 2023):
Washington Park Branch Library: 1116 Martin L. King, Jr. Drive, SW
Adamsville-Collier Heights Branch Library: 3424 Martin L. King, Jr. Drive, SW
C.T. Martin Natatorium & Recreation Center: 3201 Martin L. King, Jr. Drive, SW
Plaza Coin Laundry: 3565 Martin L. King, Jr. Drive, SW, Unit 4
Saint Paul of the Cross: 551 Harwell Road, NW







Community Voices

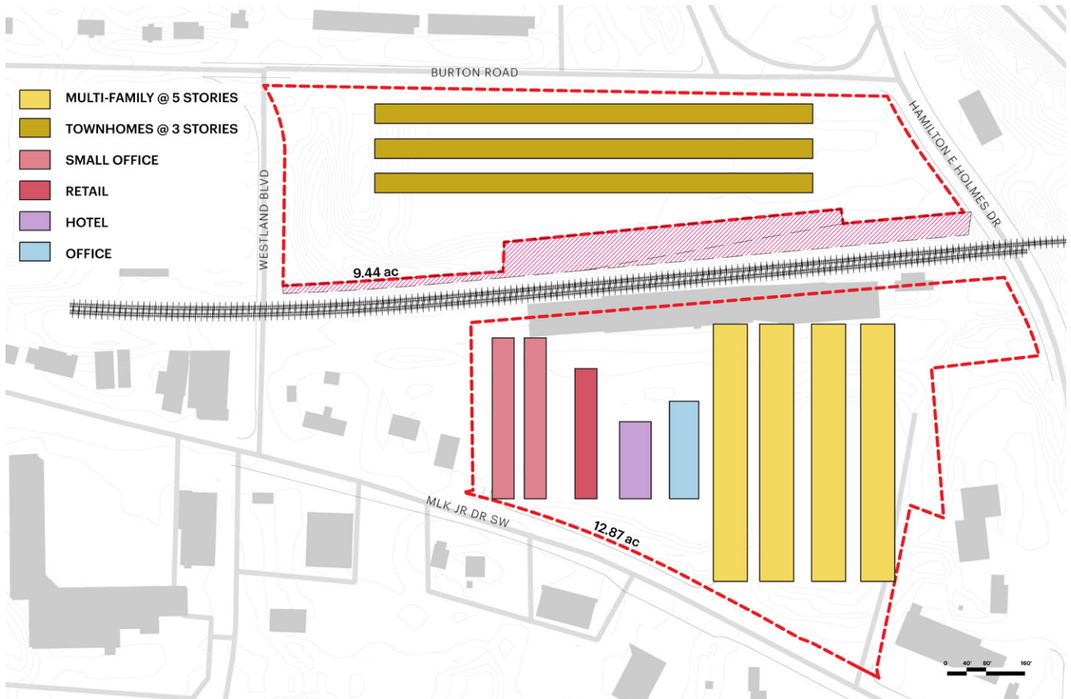
A summary of community feedback for the future of the site.

I imagine...

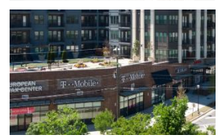
at H.E. Holmes

Market Analysis

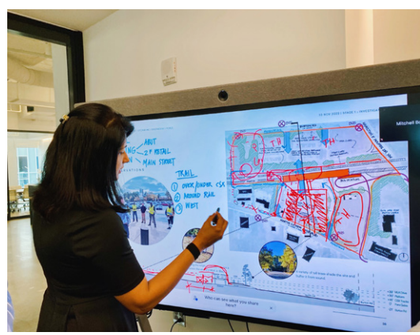
Based on the real estate analysis of mixed-use development potential, over 700 residential units, 50,000 SF of retail and office space, and 90 hotel rooms are recommended for the project site. The market analysis provides a starting point for understanding the potential of the site and reasonable phasing over time.



Testing program fit on site. Not a recommended layout.

Land Use	Example Picture	Estimated Demand 2022-2030	Estimated Pricing
Rental Multifamily		Two Phases of conventional units, 600+ units total, ~350 units in Ph I and another ~300 in Ph II.	$1.89/SF, depending on size and target audience. Absolute range $1,300-$2,400. Avg. $1,650/mo. for 875 SF.
For-Sale Townhome		90 to 135 units in two to three phases, an average of 45 units per year of new sales.	$200,000 to $325,000, average of $280,000 for 1,500 SF or $186/SF
Traditional Retail		10,000 - 12,000 SF	$17/SF NNN
Small Service-Oriented Office & Retail Space		30,000 SF	$20/SF NNN
Conventional Office		10,000 - 12,000 SF	$20-$25/SF NNN
Lodging		90 Rooms	$150 ADR

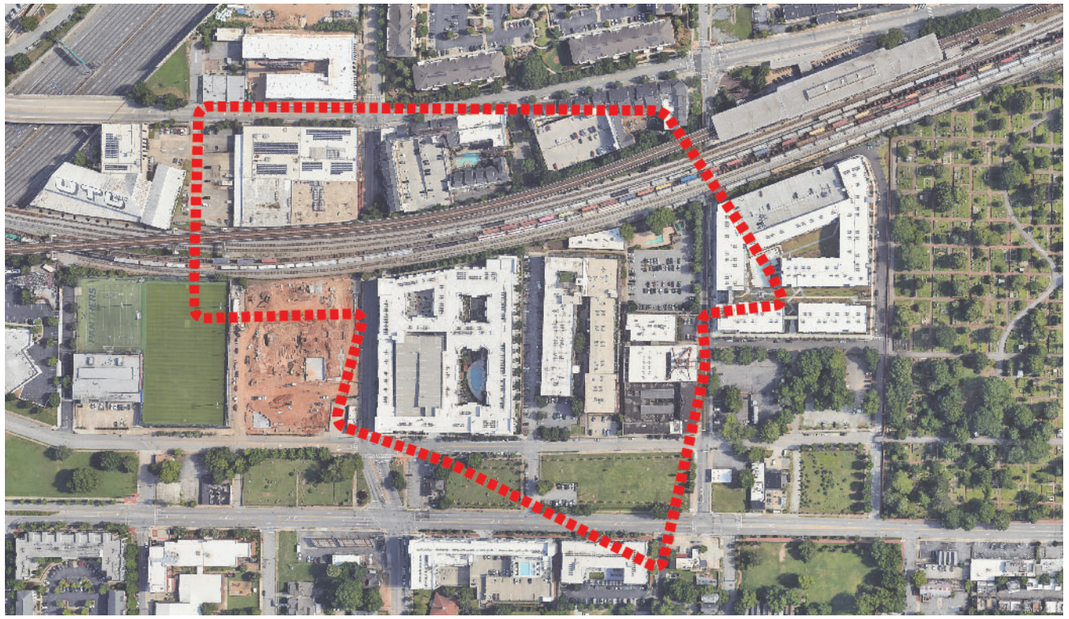
Source: NOELL Consulting Group



Atlanta TOD Comparisons

KING MEMORIAL STATION

Acreage: 4.4
This TOD officially opened in 2022 with 305 apartments and 11,000 square feet of office and retail space, one-third of the housing is affordable work-force rentals.

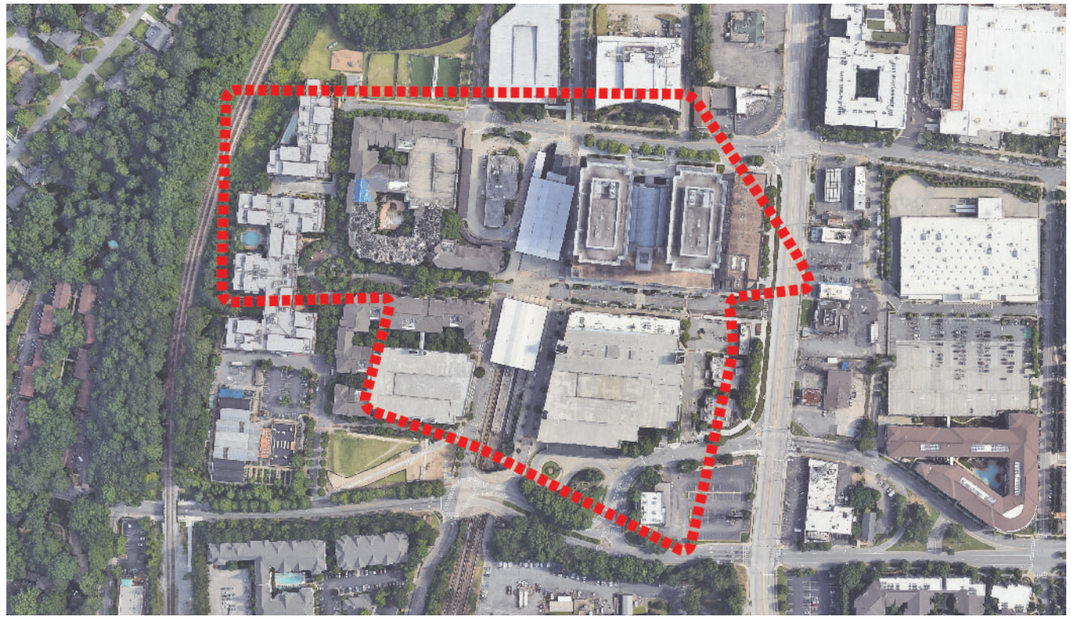


EDGEWOOD CANDLER PARK

Acreage: 6.4
This TOD began in 2016 and completed phase 3 in 2022 with phase 1 including 202 units, phase 2 with 21,000 square feet cultural facility, 1/2 acre park, and 8,000 sf retail building. Phase 3 complete with 155 units including 53 affordable.

LINDBERGH STATION

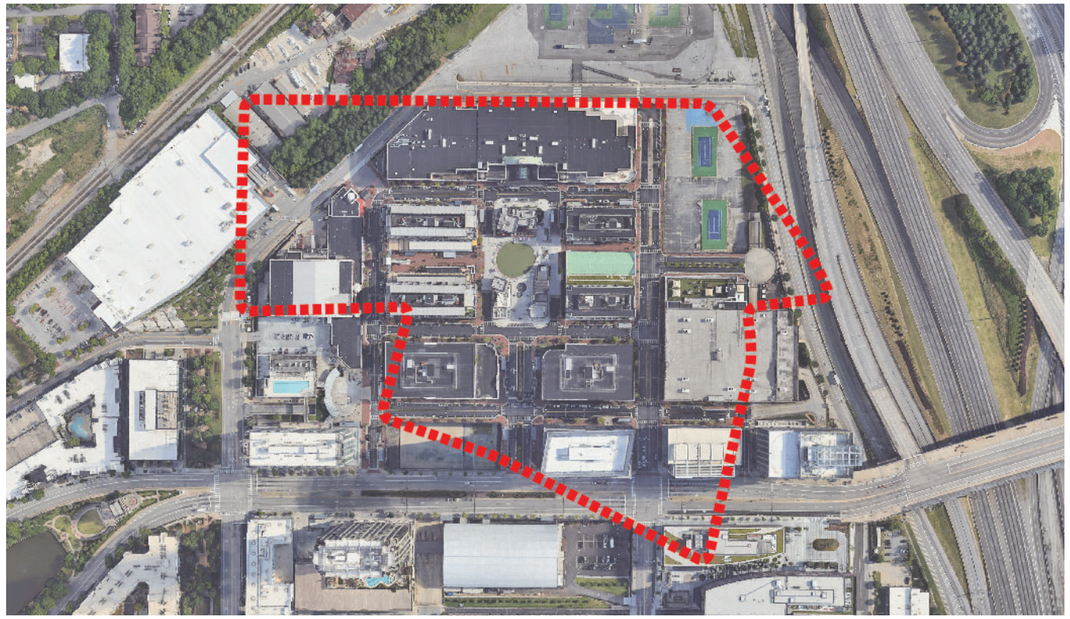
Acreage: 47
Complete in 2004, this TOD includes 1 million square feet of office space, 300,000 square feet of retail space, and 714 residential units.



ATLANTIC STATION*

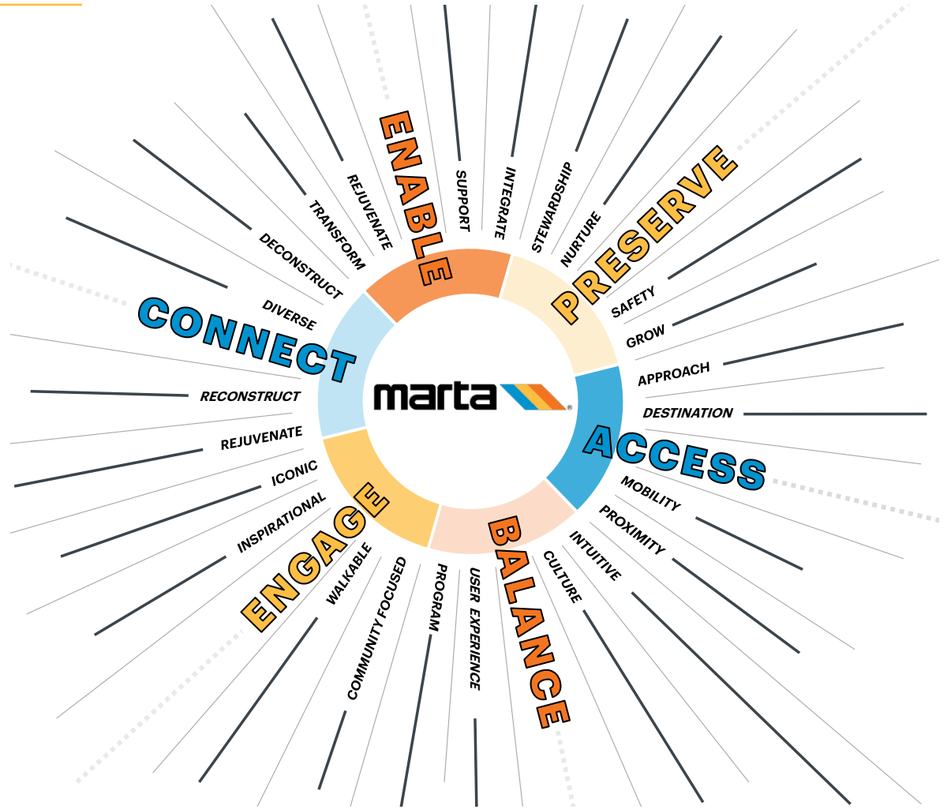
Acreage: 138
One of the largest urban brownfield redevelopments in the country, built over the course of 15 years.

*Located in Atlanta, not a TOD



Guiding Principles

The master plan's guiding principles should guide long term decision making for the future success of the H.E. Holmes Station site.



A 360° PERSPECTIVE
+ INVESTIGATE INSIGHTS + DATA + COMMUNITY FEEDBACK

FROM A COMMUTER HUB
TO A *COMMUNITY* HUB...

DESTINATION

The site will be a destination for the surrounding community and visitors alike, a place that supports the day to day life of its neighbors and becomes a city-wide attraction integrated with all modes of transit.

- Retail amenities
- Signature public space
- Affordable housing
- Transit integrated experience

RESTORATION

Through intentional design interventions the site will restore local natural ecosystems for the benefit of people and the earth.

- Abundant tree canopy
- Open space preservation
- Maximize on-site water management

WELLBEING

The site will have a ripple effect on the surrounding community to positively impact health through safe, easy and enjoyable opportunities for physical activity.

- Continuous sidewalk infrastructure
- Programmed public spaces
- Comfortable micro-climates

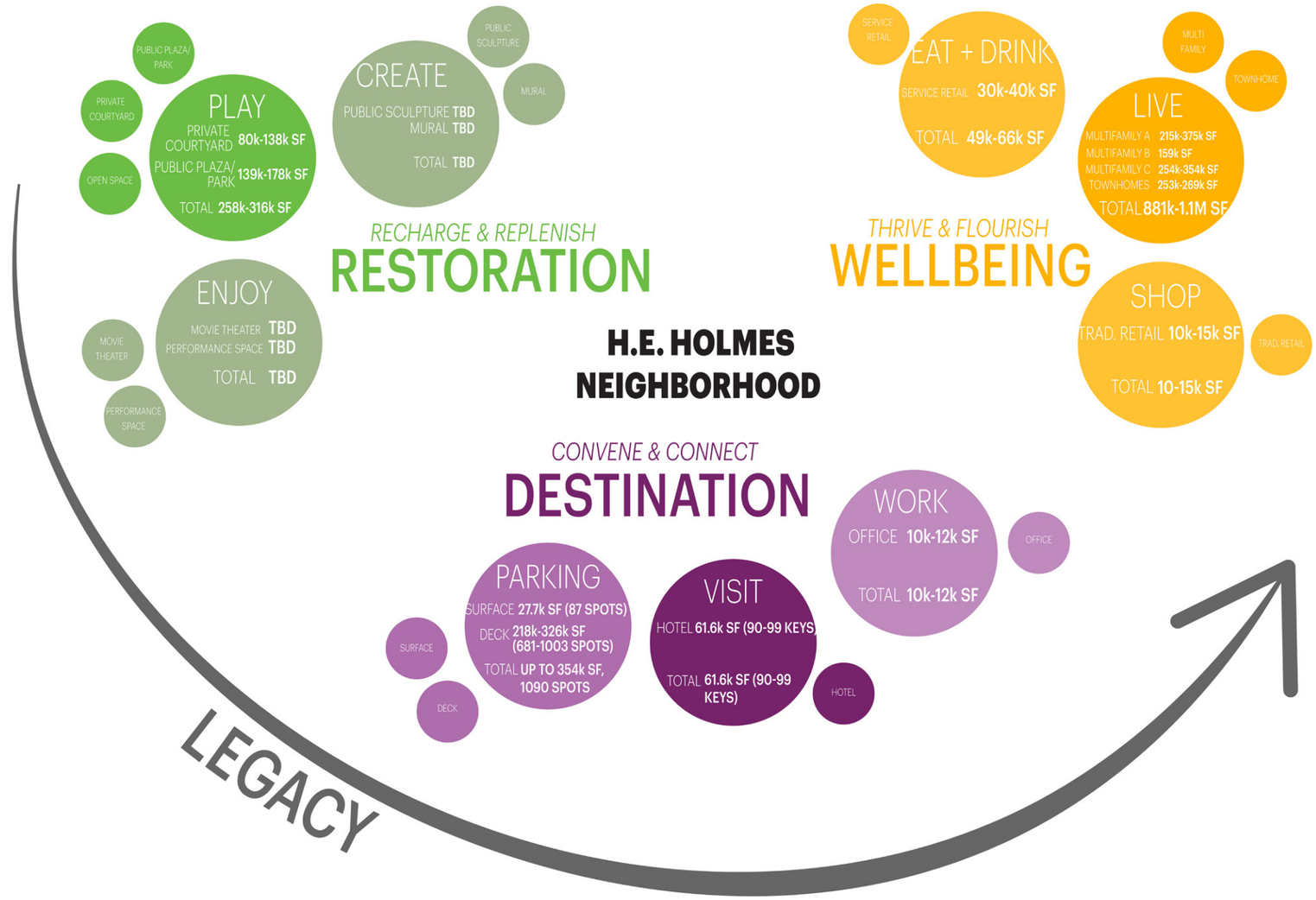
LEGACY

The site should honor Dr. Hamilton E. Holmes and the history of the surrounding community with a public realm that prioritizes equitable access, building spaces that support local businesses and a celebration of integrated transit.

- Abundant public space
- Retail spaces for entrepreneurs
- Safe, enjoyable transit access supporting all modes of arrival/departure to the rail line

PROGRAM SUMMARY

Aligning the market study and community feedback to the guiding principles the following programs will be applied to the site and further strengthened by their relationships in context and to each other. As community engagement progresses, additional programs may be added or expand on this framework to best respond to both current and future community needs.



Data + Design

Connecting research and data from the previous stage, the Explore stage brings forth questions to begin to inform design strategies.

connecting data to design

	INVESTIGATE DATA POINT	RELEVANCE	***EXPLORE*** DESIGN QUESTION
BUILT	More than 75% of sidewalks are missing or impassable in the immediate area	Pedestrian connectivity will continue to be unsafe or impossible, limiting transit and site access	***How should the site create better connectivity to nearby residential areas in the surrounding context?***
	Within a 1/2 mile catchment of the site residential density is approximately 3.6 DU/acre	The target DU/acre per TOD guidelines for 'commuter town center' is 15 DU/acre to best support a mixed use environment	***How should the site balance density to be contextually appropriate while being a catalyst for long term change in for the neighborhood?***
NATURAL	The site has an unsafe heat index at 87/100	As suburban areas continue to urbanize, heat risks will continue to rise unless mitigated through design	***How can the site mitigate heat impacts through design interventions to provide an oasis for year round enjoyment?***
	There are no parks within a 1/2 mile (10 minute) walkshed of the Station	The City of Atlanta Department of Parks and Recreation has committed to achieving a park within a 10-minute walk of all residents	***How should the site address open space to provide a variety of park amenities to serve both current and new residents?***
	The site is at a local high point at the top of regional watershed for Sandy Creek	Sandy Creek is a designated impaired stream impacting regional water quality and local ecology	***How can water management align with public space to provide resilient and sustainable infrastructure solutions?***
HUMAN	The surrounding community has a near 40% health risk due to physical inactivity compared to less than 25% for Fulton County	The daily quality of life of a community can be enhanced by changes to the built environment to support safe and enjoyable physical activities	***How can the built environment shift to make the healthy choice the easy choice for all users?***
	People ages 65+ are the only age group in the community with population growth over the past decade	Communities which support all ages and abilities are more economically and socially sustainable	***How can the site be developed to support the current elderly population while attracting young people and families to live, work and play here?***
	The local community is lower income and a more service oriented workforce compared to Metro Atlanta	The 24 hour safety and flows to and from the site are important to understand for people coming and going at all hours of day; long term social mobility can be addressed through programmatic and educational opportunities	***How can the site become a 18-24 active destination to ensure safety at all hours?; What programs and educational collaborations will be important for the long term health of the community?***

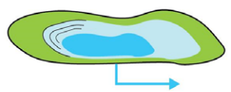
Public Realm + Ecology

Integrating the public realm and stormwater management strategies.

Seamlessly integrating public realm amenities and ecological stormwater management into the Holmes TOD provide opportunities to elevate the everyday experience for residents and transit riders alike — and make the development itself a destination for the community.

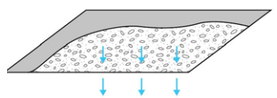
STORMWATER TOOLKIT

The following stormwater infrastructure practices are recommended to be in the stormwater toolkit for the site. Practices selected for the toolkit were given preference based on their ability to improve the water quality of stormwater; slow water down to mitigate erosion and downstream flooding; and provide a layered integration of programming to the stormwater management.

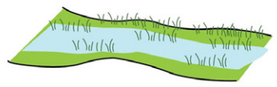


Detention Pond

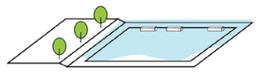
Green Streets



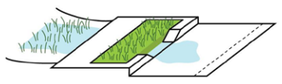
Pervious Paving



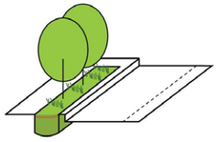
Bioswale / Rain Garden



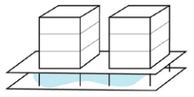
Floodable Open Space



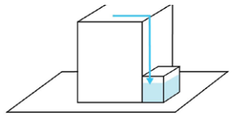
Curb Cuts



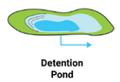
Bioretention



Podium



Rainwater Harvesting



Detention Pond

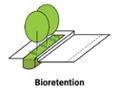
1. Retrofitted Detention Pond

Redesign or amendment to a previously constructed detention pond with intent of slowing the flow of runoff, promoting natural processes (e.g. infiltration, evapotranspiration), improving water quality, and incorporation of educated and recreational opportunities.

Bioswale / Rain Garden

2. Bioswale

Vegetated open channels that are designed to capture and convey stormwater runoff downstream, while also filtering stormwater through engineered soils for treatment.



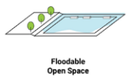
Bioretention

3. Bioretention

Shallow stormwater basins or landscaped areas that utilize vegetation and engineered soils to capture and treat stormwater runoff through filtration. May be designed with perforated pipes that convey runoff downstream from bioretention.

4. Green Street

An approach to street design that incorporates roadside vegetation, engineered soils, and additional engineered systems (e.g. permeable pavers) to slow, filter, and treat stormwater from the road.



5. Floodable Open Space

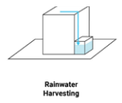
Open space areas that are sunken in elevation to be used for programming space in dry conditions, but additional flooding storage during large storm events.

6. Podium Detention

Shallow stormwater basins or landscaped areas that utilize vegetation and engineered soils to capture and treat stormwater runoff through filtration. May be designed with perforated pipes that convey runoff downstream from bioretention.

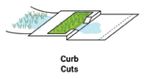
7. Pervious Pavers

Pavement surfaces composed of structural units with void areas filled with materials such as gravel or sand that can absorb stormwater runoff and infiltrate the runoff through the materials to the underlying soils beneath the pavers.



8. Rainwater Harvesting

A common stormwater management practice used to catch rainfall and store it for later use. Collected rainfall can be stored in cisterns either above or below ground to be used for non-potable indoor and outdoor uses.



9. Curb Cuts

A depression or gap in a roadside curb that is intentionally placed next to stormwater management infrastructure to allow for an opening where road stormwater can convey towards for capture, conveyance, and treatment.

Exploring Options

UNDERSTANDING THE POSSIBILITIES AND POTENTIAL OF THE SITE THROUGH DESIGN ITERATION

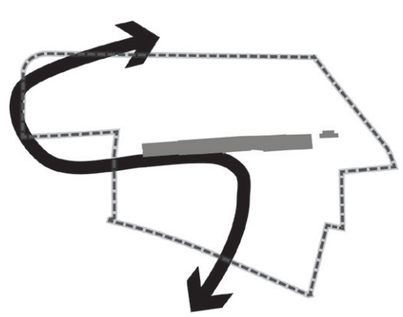
Scheme 01: Ripple

Scheme 02: Reframe

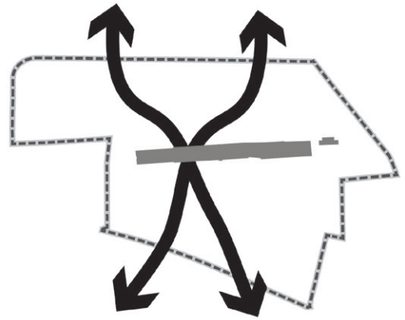
Scheme 03: Gather

Site Circulation

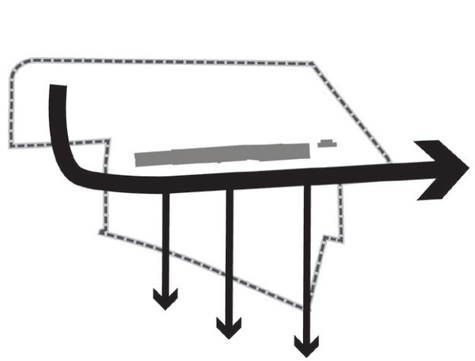
ripple



reframe

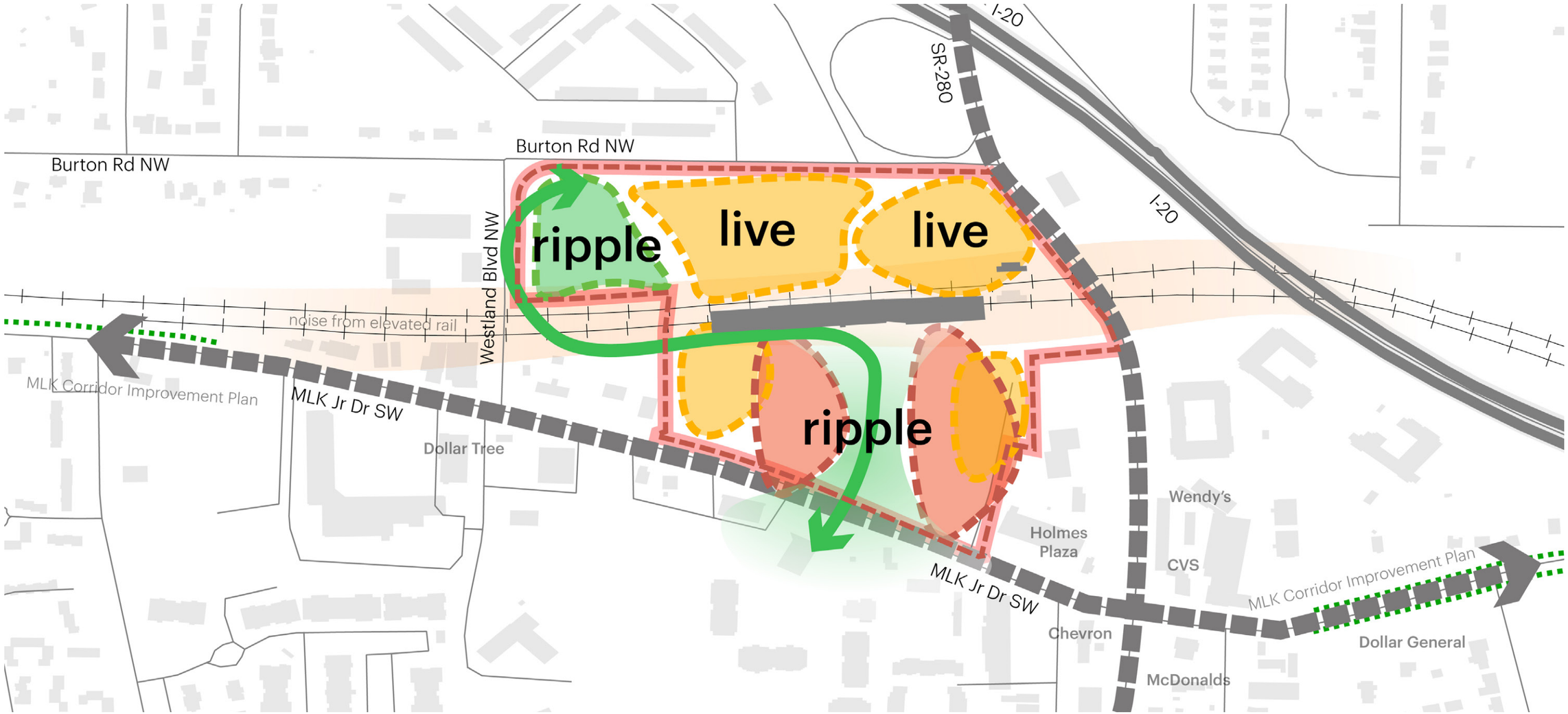


gather



SCHEME 01

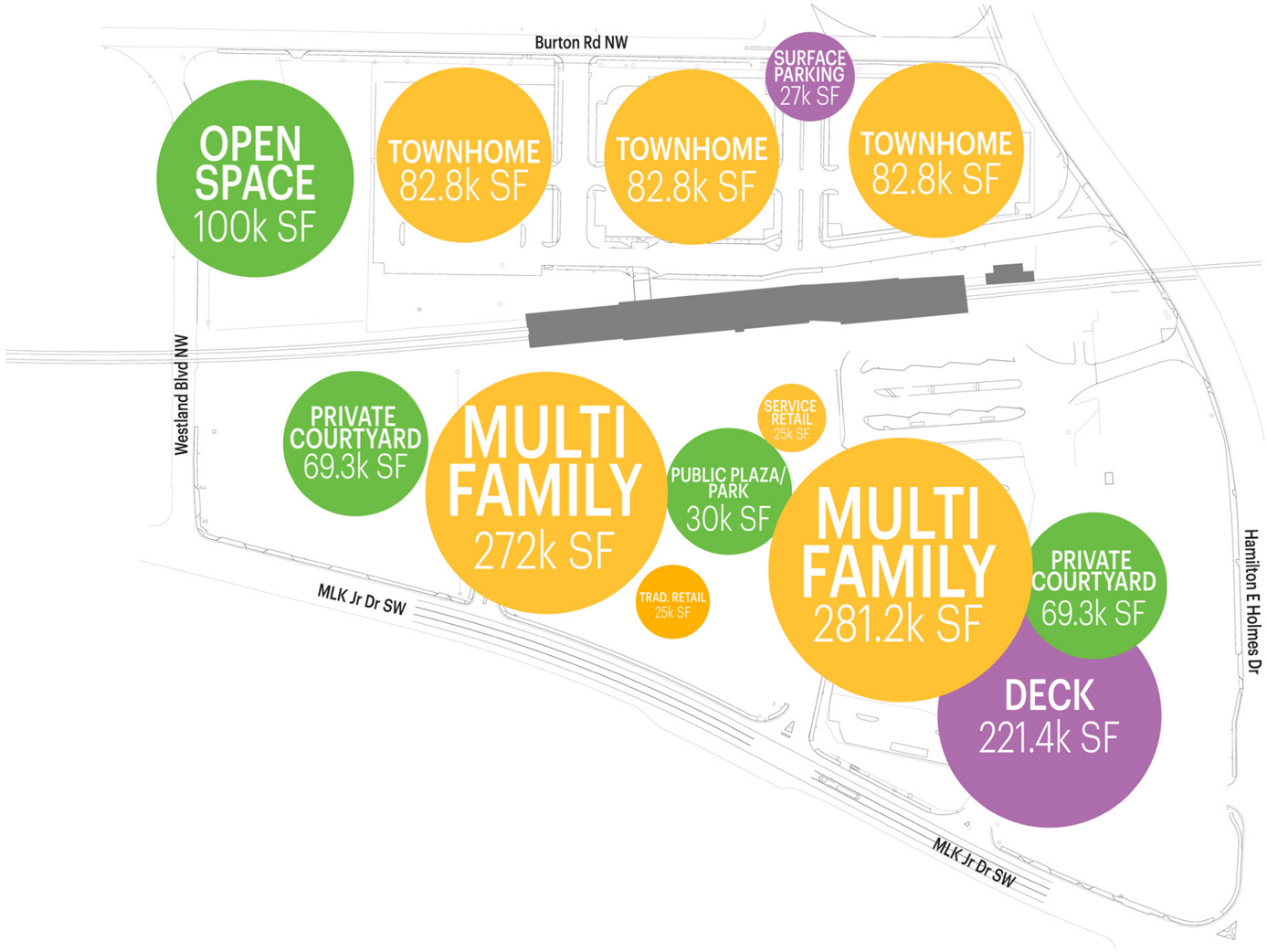
Ripple

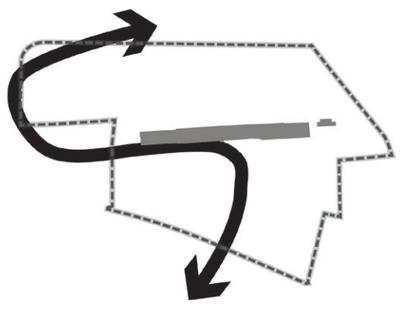


SCHEME 01

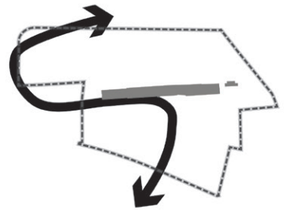
Scheme 01 connects a main public space fronting MLK Jr Dr SW to the open space detention pond to the northwest. In doing so, multifamily with a parking deck is placed along the busier MLK corridor, and townhomes are located along Burton Rd.

Ripple seeks to create a ripple effect of activity along the MLK corridor through a large, inviting open space and retail fronting it.

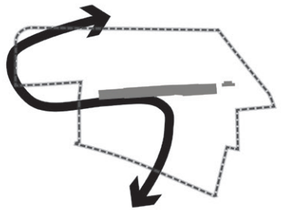




Ripple Effect of
Signature Public Space



DEVELOPMENT FRAMEWORK



PUBLIC REALM

South Edge

This scheme begins with a high-visibility, artistic treatment of MLK, Jr. Drive to provide awareness of the Holmes TOD and safe crossing for pedestrians entering the site from the south. Expanded sidewalk frontage with patio space lines the street directing pedestrians towards the entry plaza.

South Interior

A plaza, with a splashpad, terraced seating, and ramped walkways fronts retail on the western building. This plaza slopes down to the station entry area where public art creates an inviting station entrance.

North Interior

The existing pedestrian tunnel provides access to the northside, which features a central active sports zone, including the Station Soccer field, as well as basketball and pickleball courts.

North Edges

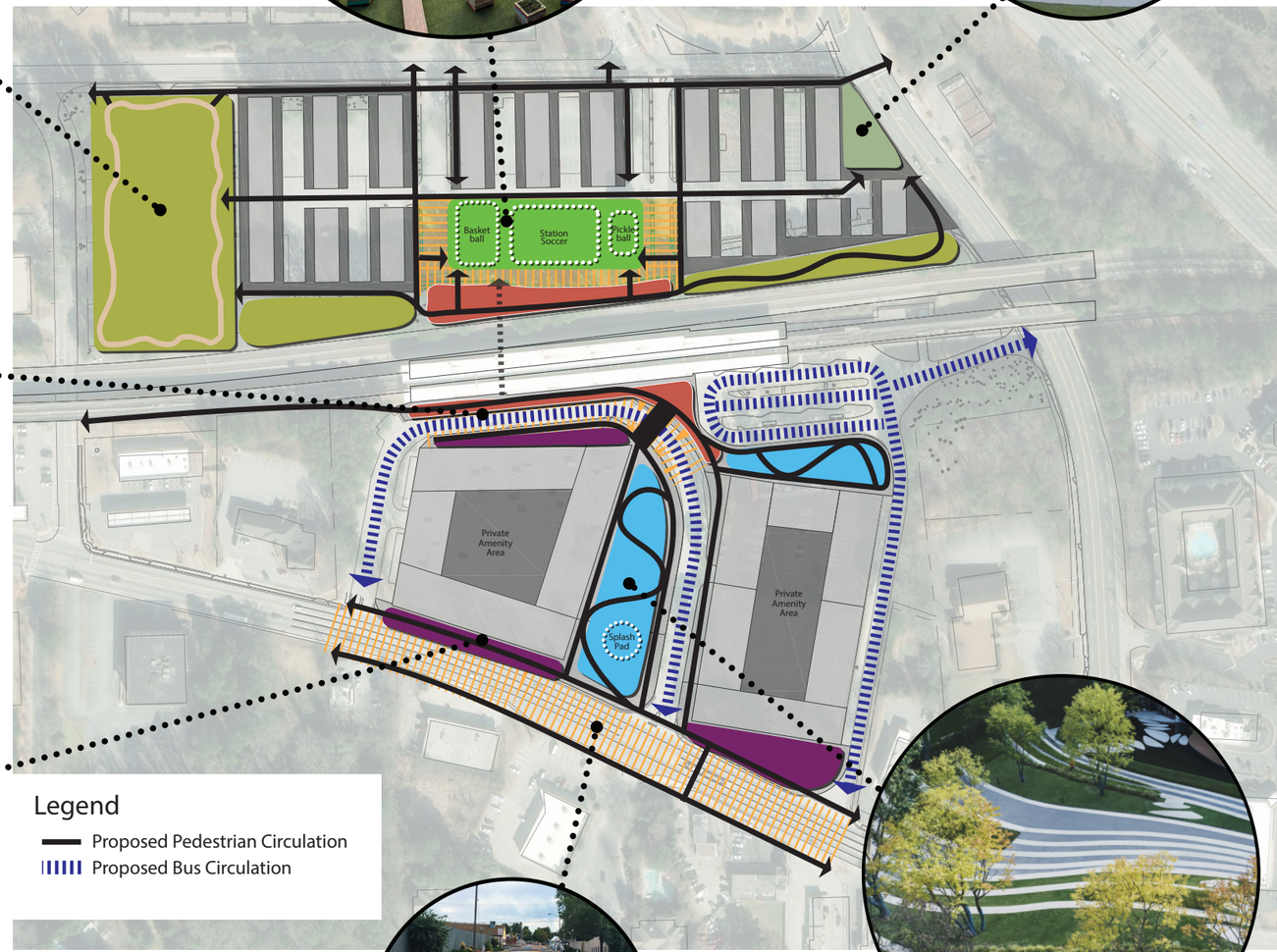
In the northwestern corner, the current stormwater retention area will be rebuilt as a stormwater park with soft surface walking trails. In the northeastern corner, a dog run serves residents and their canine roommates.

Stormwater park with soft surface walking trails

Active sports zone with Station Soccer

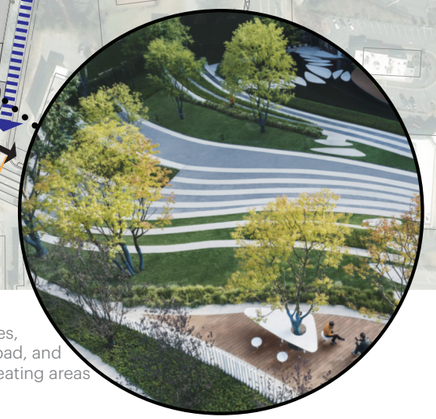
Dog run

Public art entrance

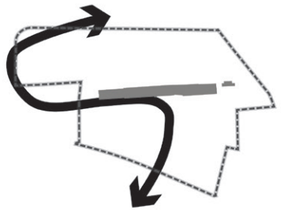


Sidewalk with patio space

"TOD Zone" street pavement markings



Plaza with terraces, splashpad, and seating areas



STORMWATER

South Edge

Along MLK, Jr. Drive a bioswale or bioretention pods function as landscape amenity along the sidewalk patios. All stormwater from the front of the platforms is conveyed to these elements.

South Interior

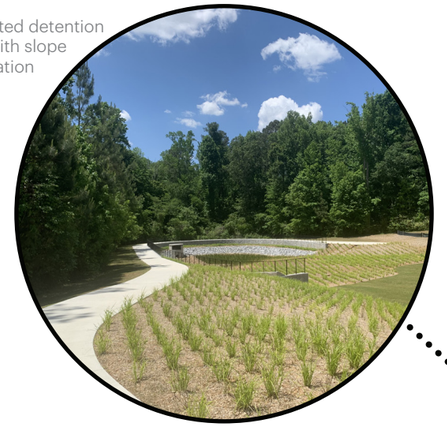
A meandering bioswale or terraced bioretention follows the contours of the slope down to the station. Fronting the station, permeable pavers and bioretention strips treat and infiltrate stormwater from adjacent open space and station roof. On the eastern side, dispersed bioretention pockets provide natural amenities at existing storm drain inlets.

North Interior

The main east-west corridor is designed as a green street, with stormwater conveyed to the detention pond via bioswales. A possible re-alignment of the central building nodes creates a stronger core fronting the active recreation space. The active area is sunken to perform as additional flood storage in high flow events.

North Edges

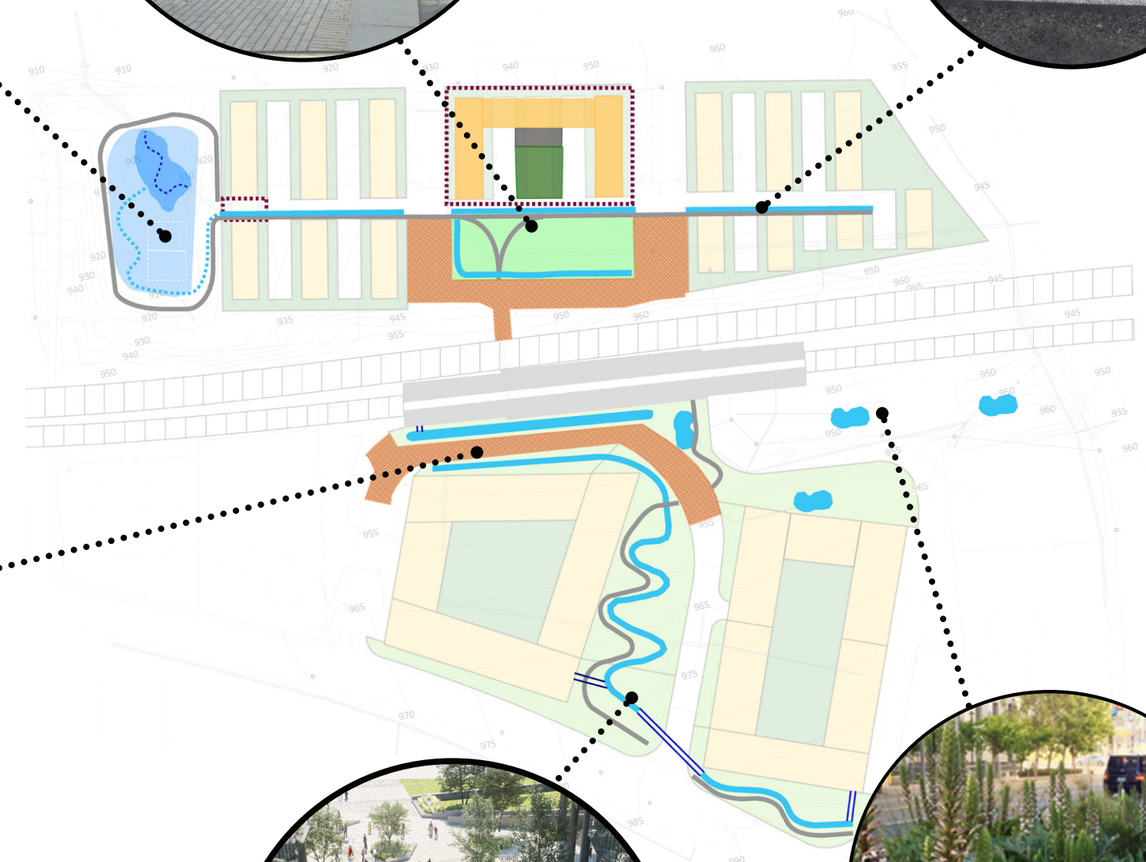
In the northwestern corner, the current stormwater retention area will be redesigned with an improved detention pond, low flow channels, and slope stabilization. Potential for a small recreation field exists within the loop walkway.



Retrofitted detention pond with slope stabilization

Floodable open space

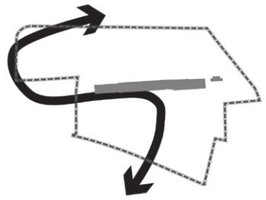
Green street to integrate bioswale along sidewalk



Bioretention strip and permeable pavers

Terraced bioretention integrated with plaza

Dispersed bioretention pockets

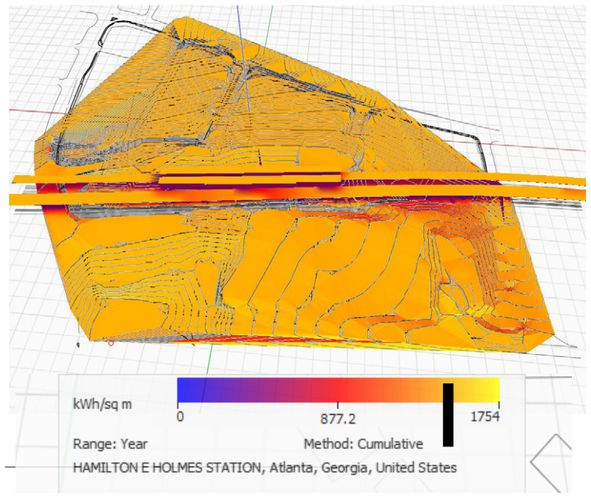


EXPLORING OPPORTUNITIES FOR ENVIRONMENTAL STEWARDSHIP

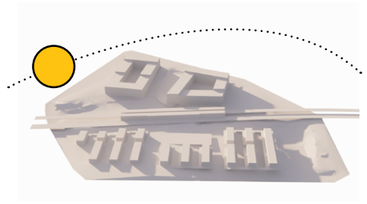
Using environmental simulations, we can model solar exposure and predict which parts of the site are shaded from the sun and which are not throughout the year as a consequence of the three schemes.

For this scheme, courtyards/public spaces are proposed to maximize sun exposure in the wintertime and minimize sun exposure in the summer time. Programmatic consequences of the analyses might include proposing splash pads in plazas where there is heavy sun in the summer, proposing trees in plazas that get too much sun, and modifying building massing to avoid long, all day shadows in the winter.

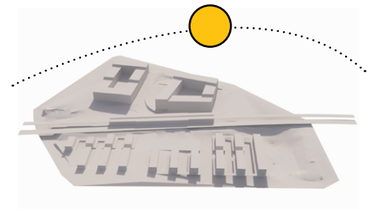
CURRENT CONDITION (YEAR CUMULATIVE)



DECEMBER | 9AM



DECEMBER | 1PM



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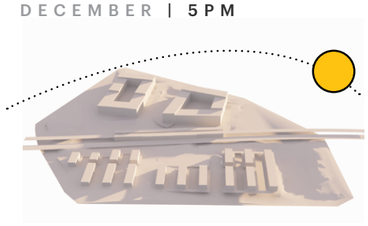
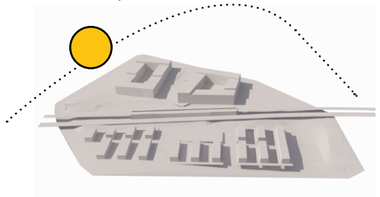
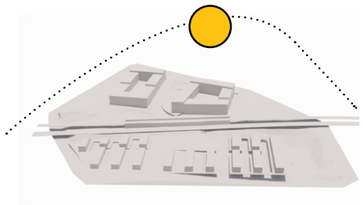


JUNE | 9AM



JUNE | 1PM



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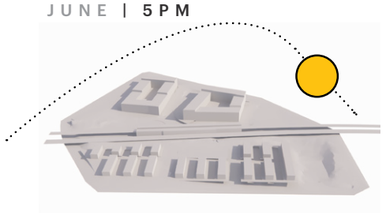
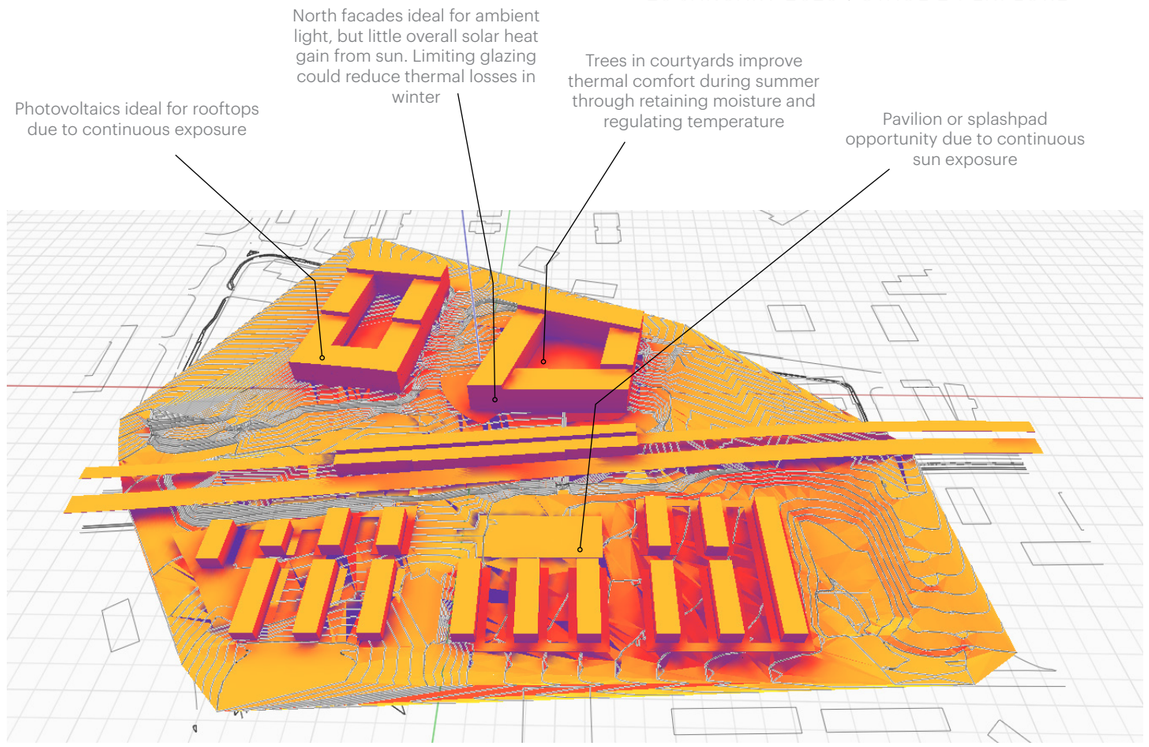
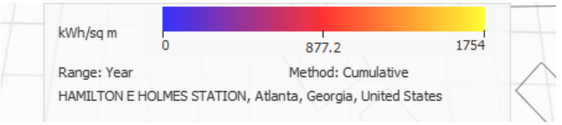
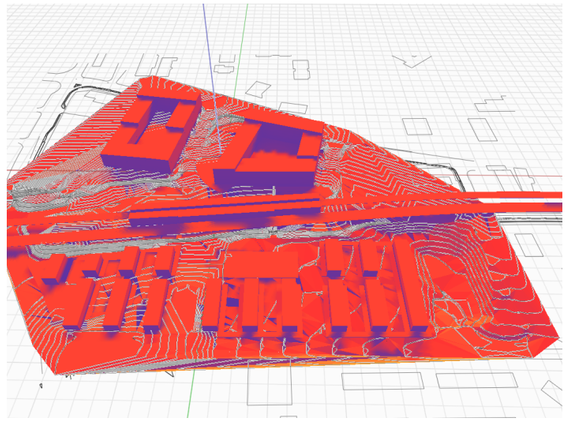


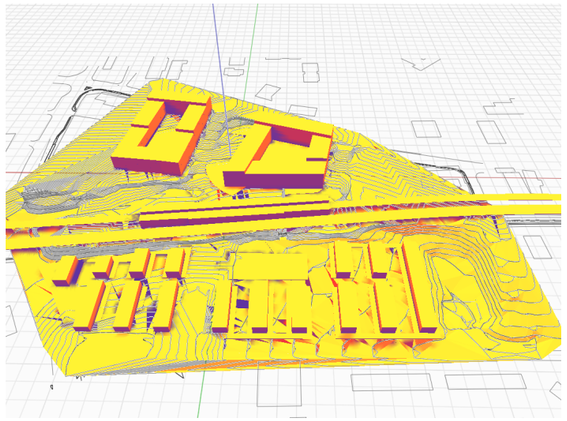


SCHEME 01 SOLAR EXPOSURE (YEAR CUMULATIVE)



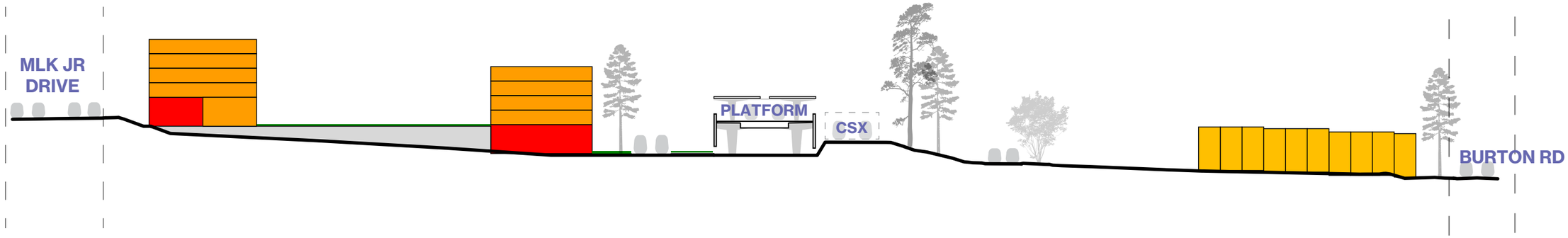


DECEMBER

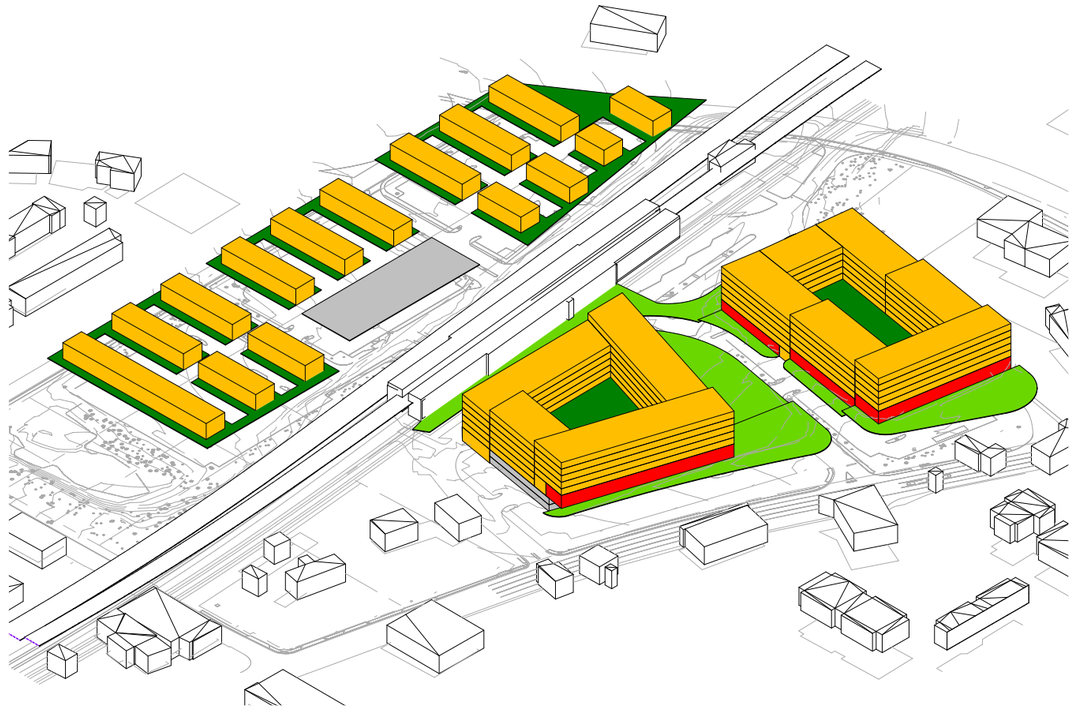


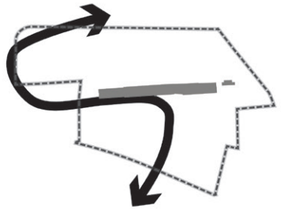
JUNE

ENVIRONMENTAL ANALYSES DO NOT ACCOUNT FOR DAYLIGHT SAVINGS OR CURRENT TREE CANOPY. FURTHER STUDY REQUIRED FOR DETAILED INFORMATION ON PREDICTED EUI OF BUILDINGS AND EFFECT OF PROPOSED TREE PLANTINGS AND/OR OTHER STRUCTURES.



	SCHEME 1	
	SQFT	**Units**
Residential		
Multi-Fam Units	900	**615**
Building 1 - East	351,500	
Net Area	281,200	**312**
Res Floors	70,300	4
Total floors		5
Building 2 - Center	-	-
Net Area	-	-
Res Floors	-	-
Total floors		
Building 3 - West	340,000	
Net Area	272,000	**302**
Res Floors	68,000	4
Total floors		5
Townhomes	269,100	**207**
Unit	1,300	
Hotel	-	-
Open Space		
Private	138,600	
Public	139,200	
Commercial Space	**56,600**	
Parking	325	**766**
North Parking Spots	27,700	85
Deck Parking Spots	221,400	681



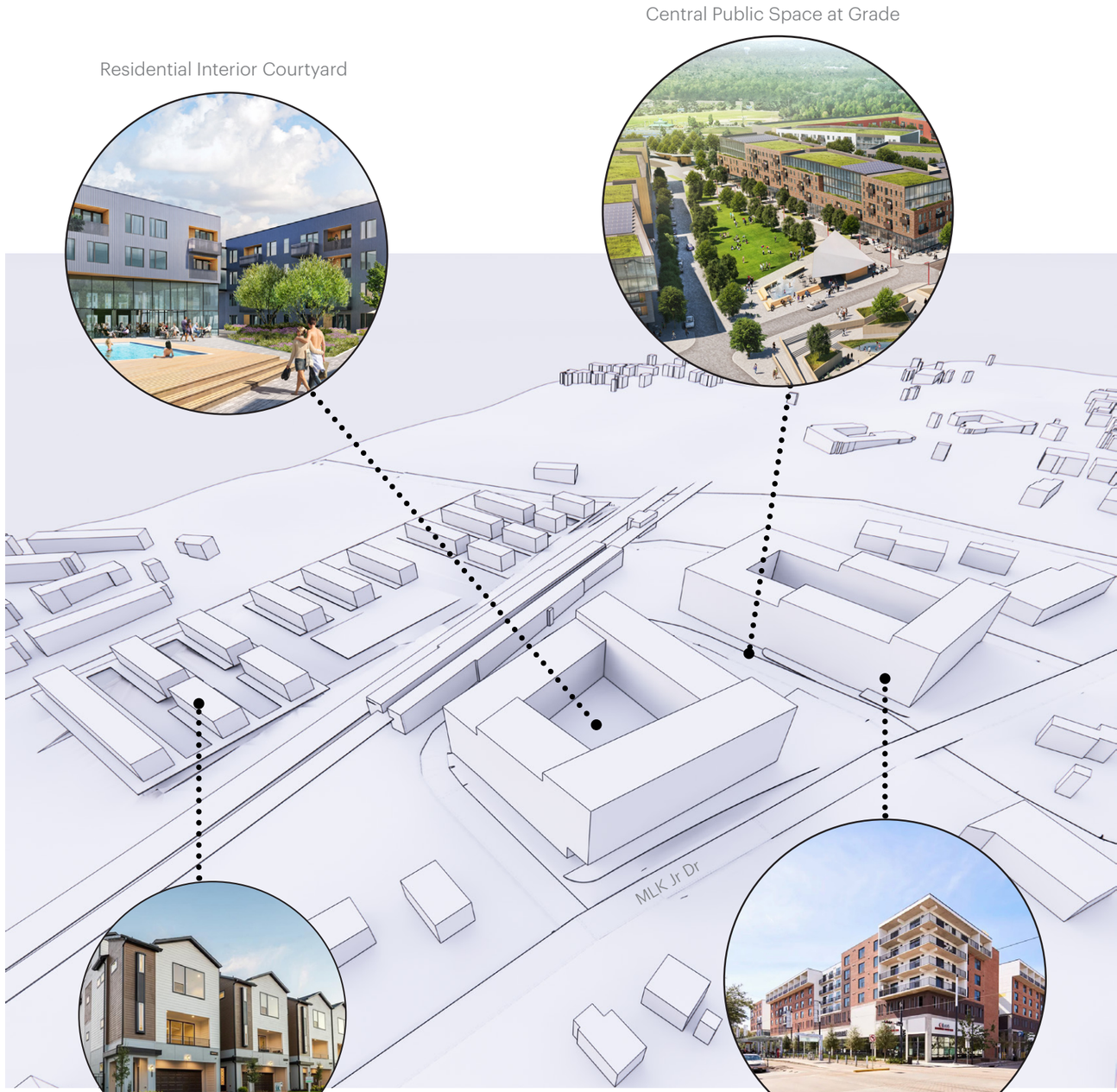


SCHEME 01 SUMMARY

Development follows the grade from MLK Jr Blvd to the station and maintains existing traffic patterns. A central public space connects MLK Jr Blvd to the station and weaves a connection to a reimagined stormwater park in the detention area to the north west.

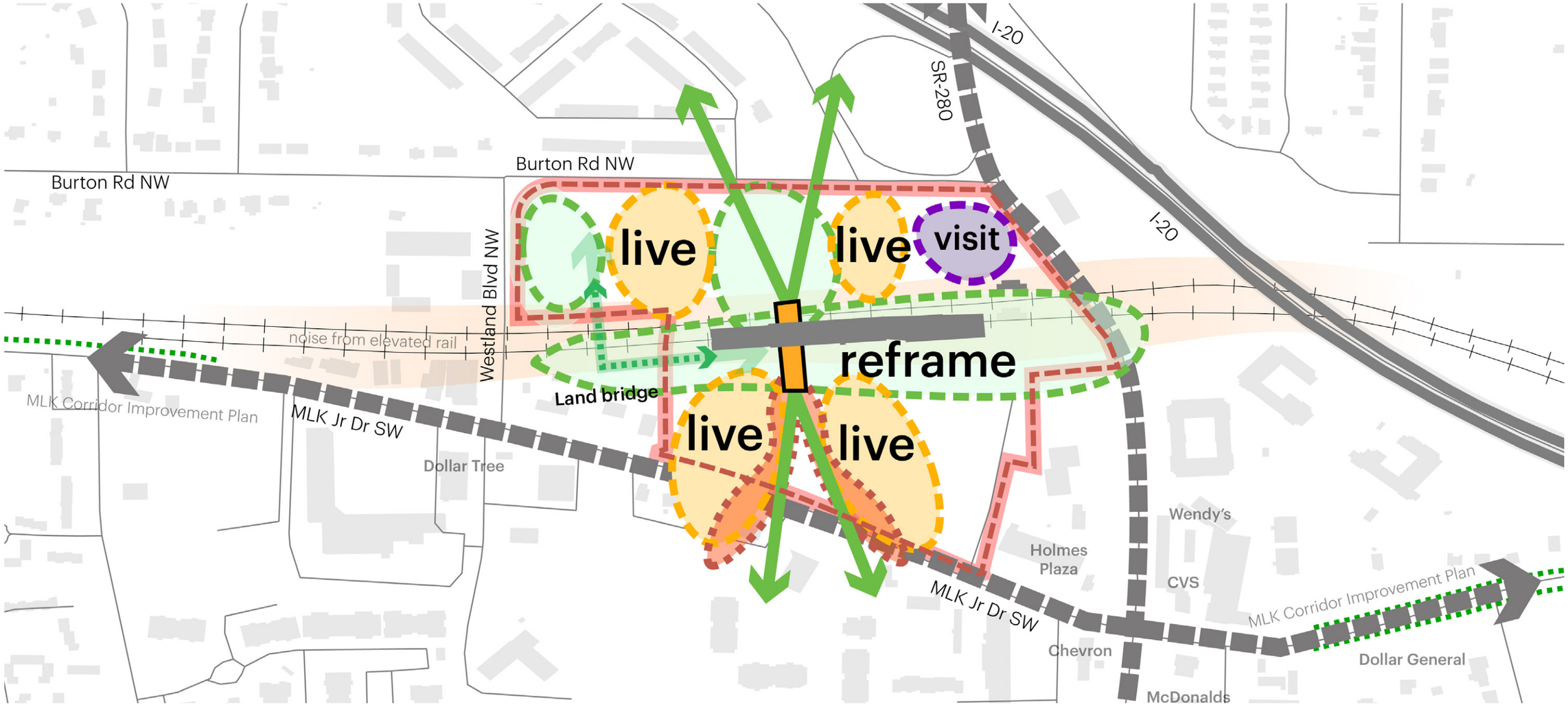
South: two distinct sites flanking the central public space can be developed by one or two developers. Parking is integrated within each development parcel.

North: townhouse development can be phased with multiple divisible parcels.



SCHEME 02

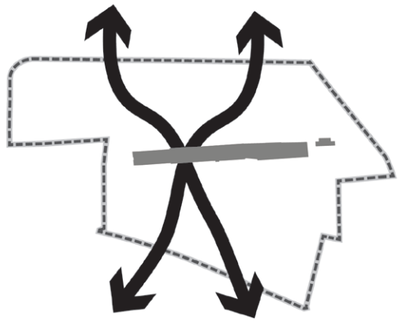
Reframe



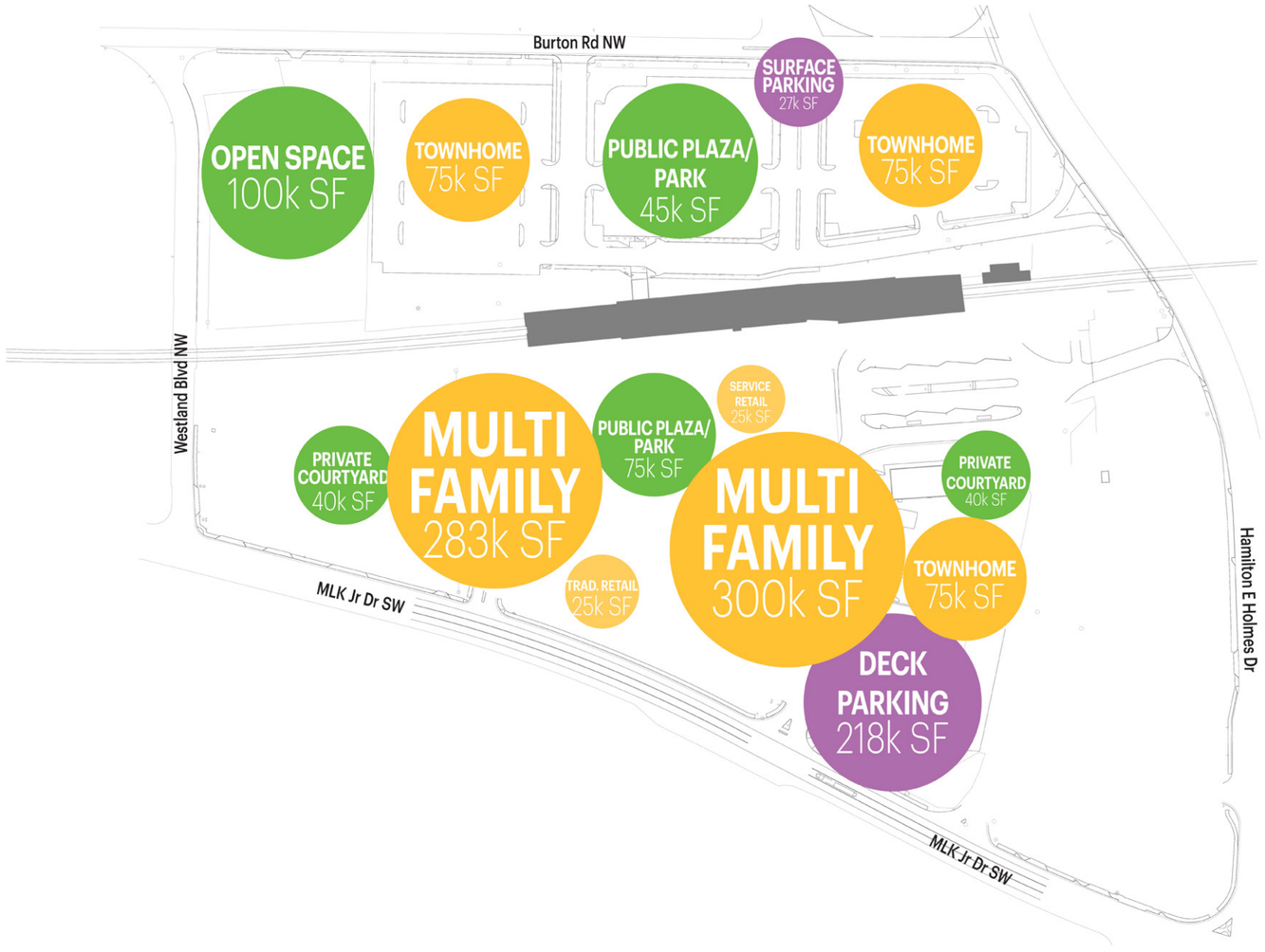
SCHEME 02

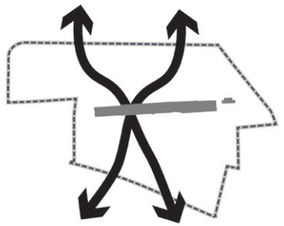
Scheme 02 focuses on reframing the existing tunnel as a critical connecting axis between the north and south sides of the station. In doing so, an additional open space is added to the north side of the station as an asset to the community. In addition, townhomes are proposed along MLK Dr SW in the southeast corner.

The denser multifamily buildings along with retail-lined public space shifts to the west to frame the tunnel.

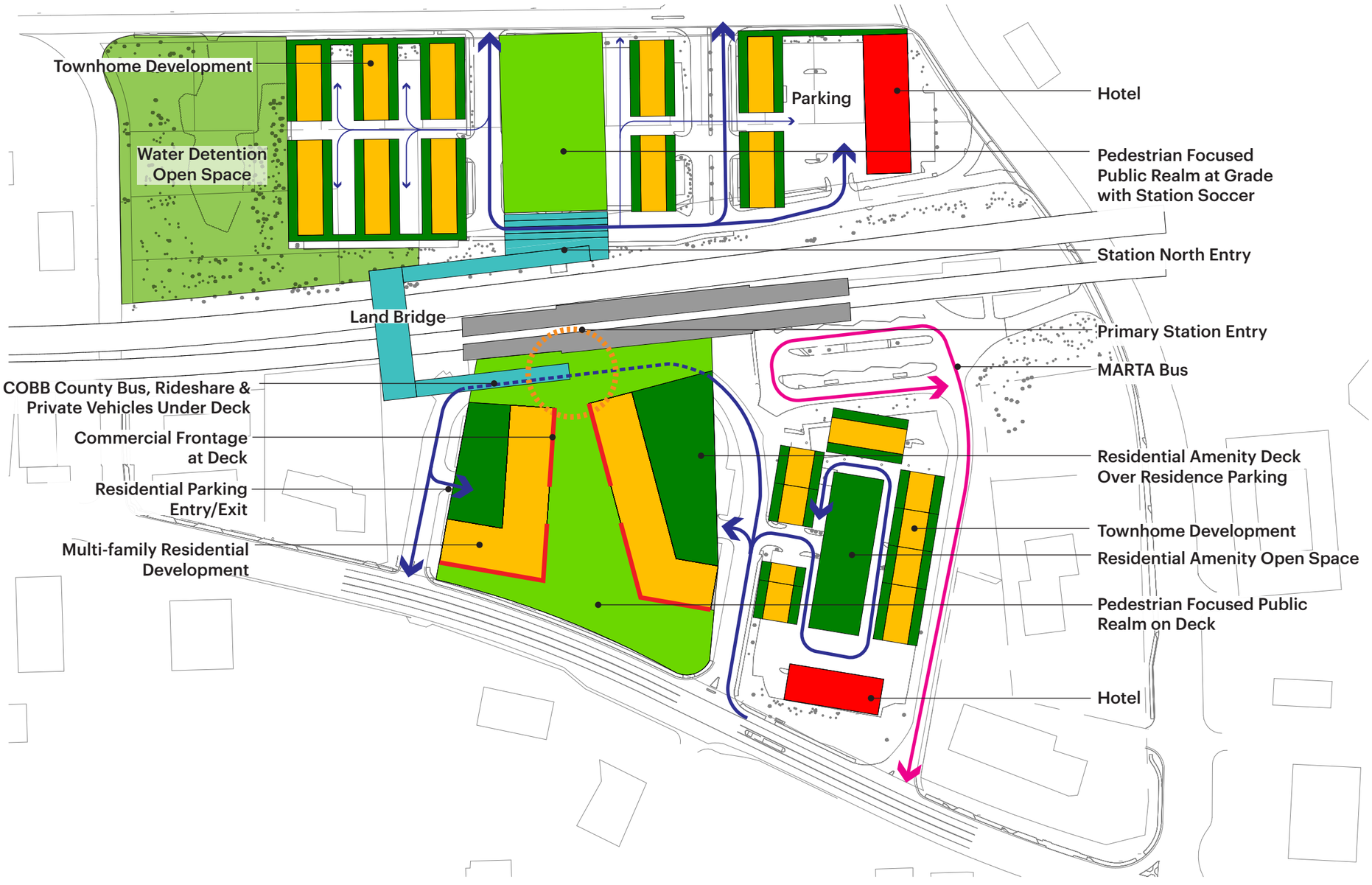


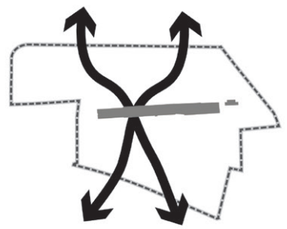
Reframing the Station Tunnel





DEVELOPMENT FRAMEWORK





PUBLIC REALM

South Edge

High-visibility, artistic crosswalks of MLK, Jr. Drive provide awareness of the Holmes TOD and safe crossing for pedestrians entering the site from the south. These crosswalks meet the edges of a large central marketplace plaza and a pocket park. The pocket park extends through the townhome development in the southeast corner, and includes a pickleball court.

South Interior

A marketplace plaza on a structured deck centers the site. This plaza features a splashpad and large seating areas to serve commercial frontage of both buildings. Pedestrian walkways lead to a public art plaza at the station entrance (platform level) and a bridge connection to the north.

North Interior

The bridge connection ramps down to gathering steps that provide an overlook of the active sports zone, which includes Station Soccer and a basketball court.

Potential Canopy Amenities

The pedestrian bridge presents the possibility to create a Station Soccer field on a canopy structure over above the platform and tracks.

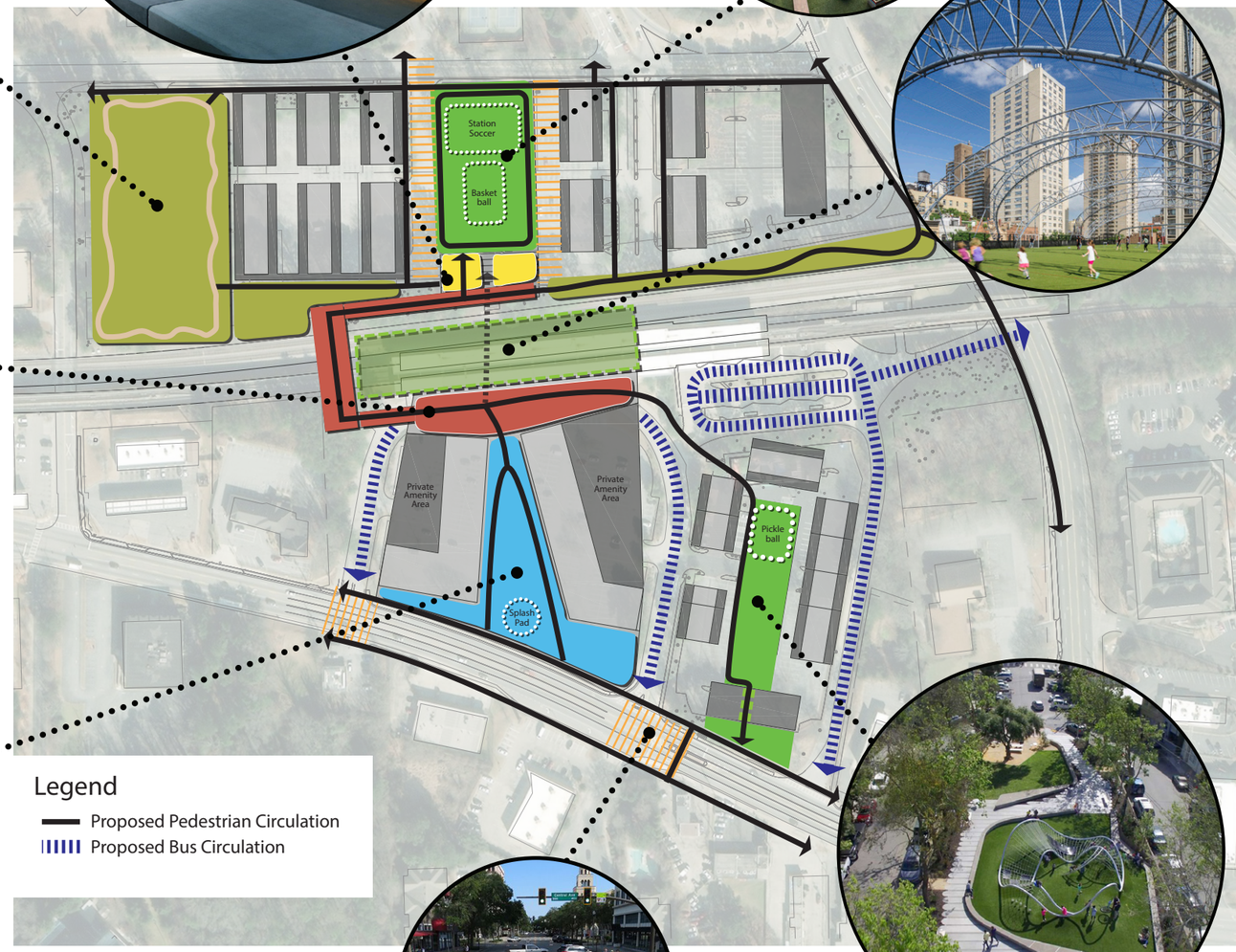
Stormwater park with soft surface walking trails

Gathering steps/sports overlook

Active sports zone

Potential canopy playing field

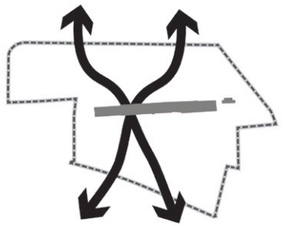
Public art plaza and bridge



Marketplace plaza with seating and splashpad

"TOD Zone" Intersection Street Art

Pocket park with pickleball



STORMWATER

South Interior

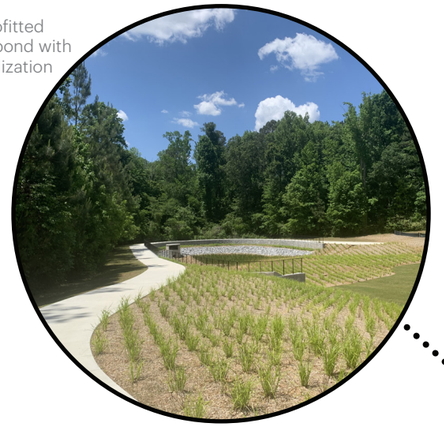
Bioretention strips are integrated into the main plaza infiltrating stormwater from adjacent open space and station roof. The eastern area features rooftop rainwater collection for later non-potable uses.

North Interior

The main east-west corridor is designed as a green street, with stormwater conveyed to the detention pond via bioswales. The active space features sunken areas to perform as additional flood storage in high flow events.

North Edges

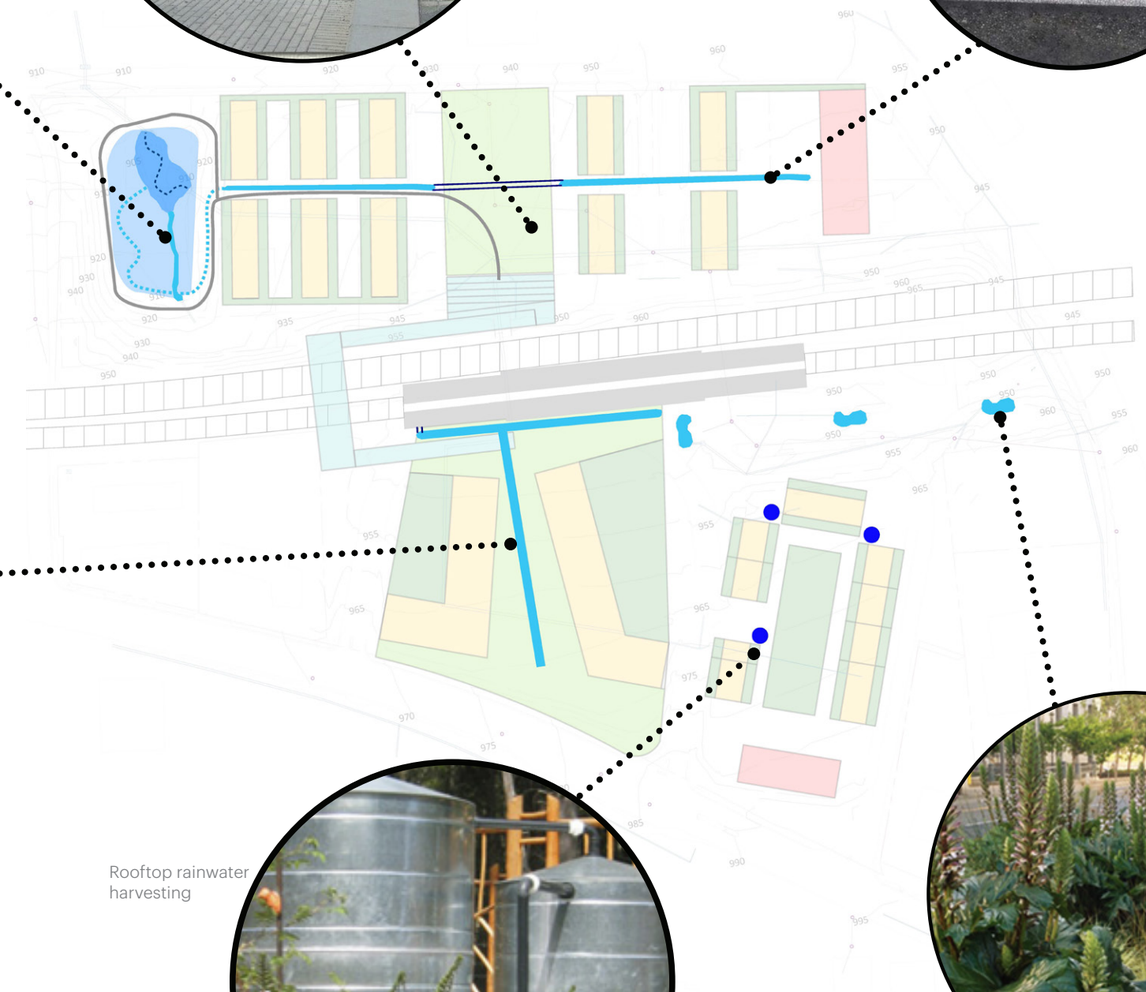
In the northwestern corner, the current stormwater retention area will be redesigned with an improved detention pond, low flow channels, and slope stabilization. Potential for a small recreation field exists within the loop walkway.



Retrofitted detention pond with slope stabilization

Floodable open space

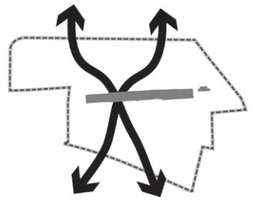
Green street to integrate bioswale along sidewalk



Bioretention strips integrated through plaza

Rooftop rainwater harvesting

Dispersed bioretention pockets

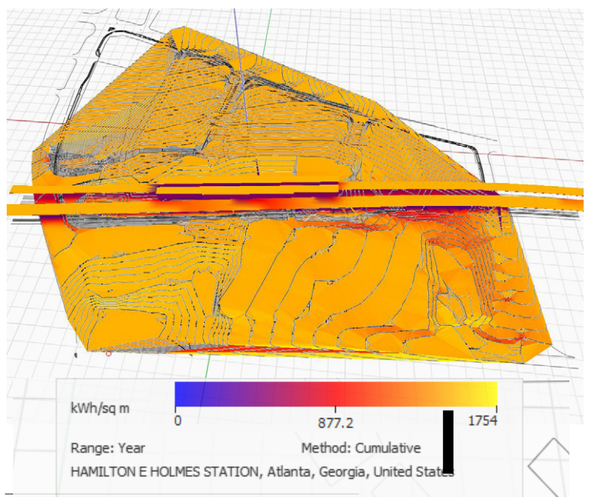


EXPLORING OPPORTUNITIES FOR ENVIRONMENTAL STEWARDSHIP

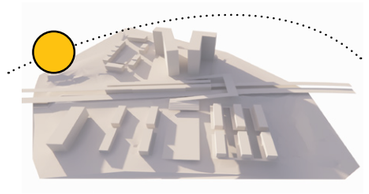
Using environmental simulations, we can model solar exposure and predict which parts of the site are shaded from the sun and which are not throughout the year as a consequence of the three schemes.

For this scheme, the major public spaces within the two taller multifamily developments are thermally comfortable throughout the year, creating pleasant microclimates. In addition, by incorporating a park with townhomes in the southeast part of the site, urban heat island can be mitigated. Green roofs or amenity decks can be considered for the rooftops of the multifamily buildings.

CURRENT CONDITION (YEAR CUMULATIVE)



DECEMBER | 9AM



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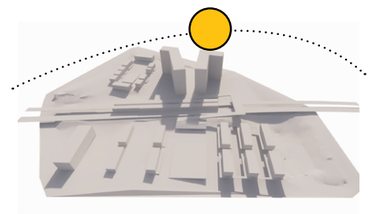

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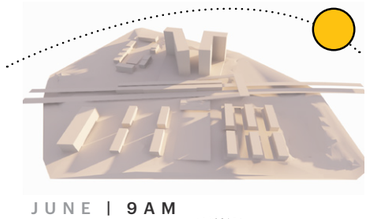
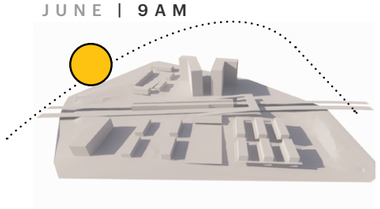


JUNE | 9AM



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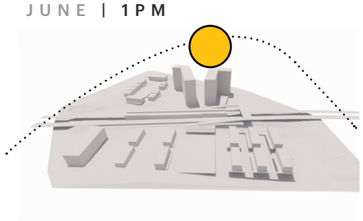

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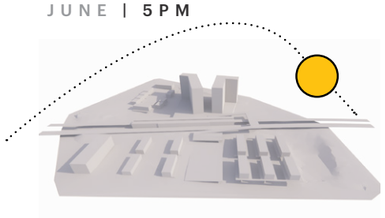
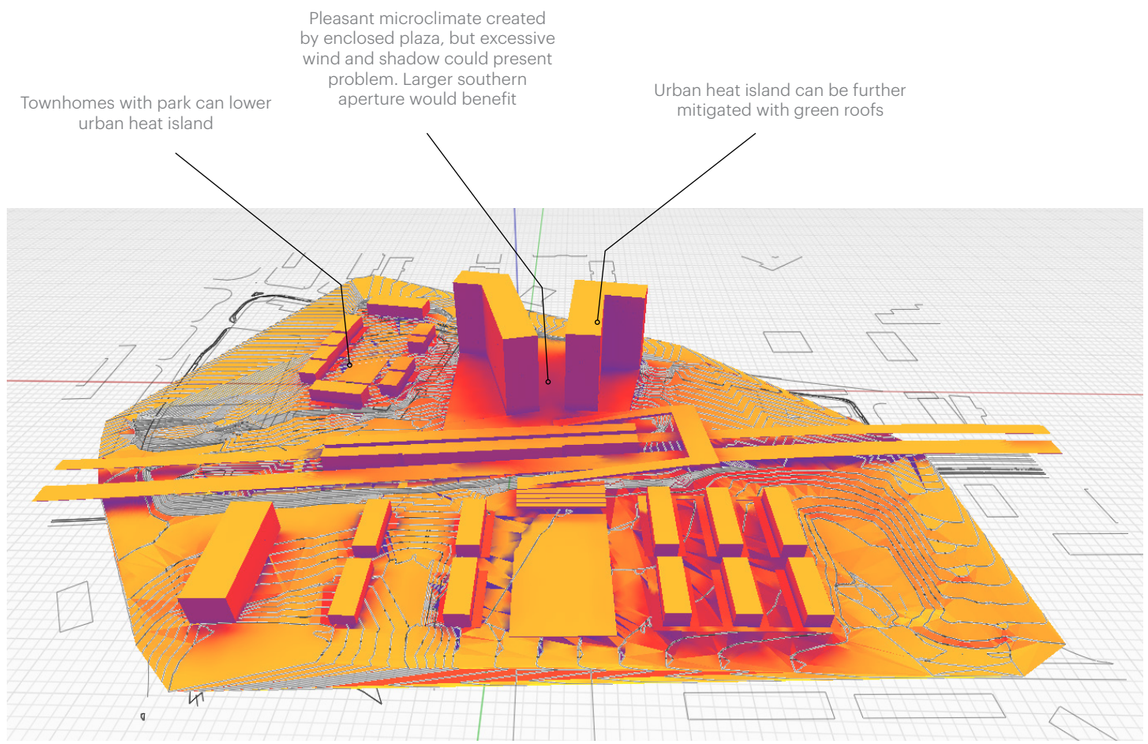
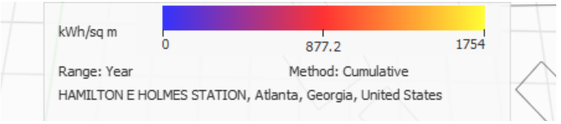
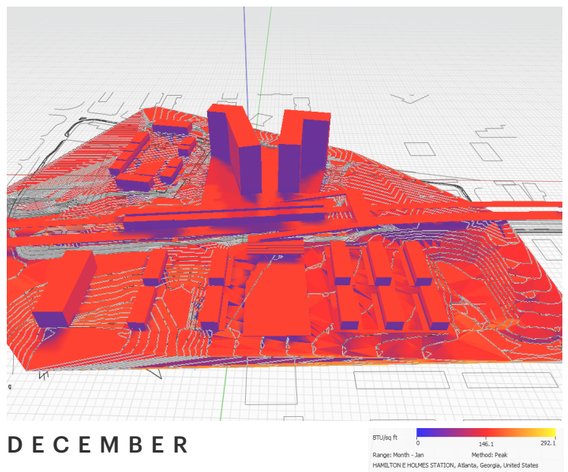




SCHEME 02 SOLAR EXPOSURE (YEAR CUMULATIVE)





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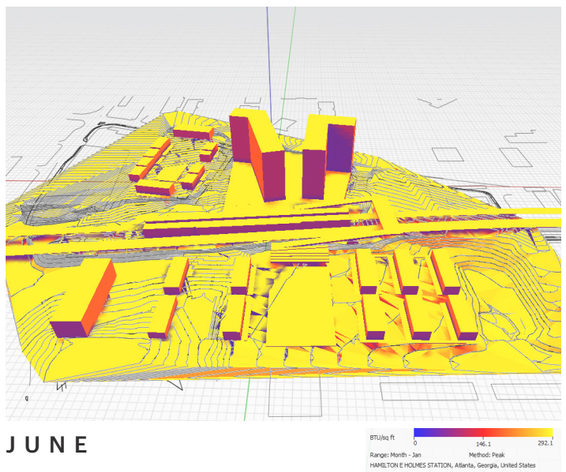
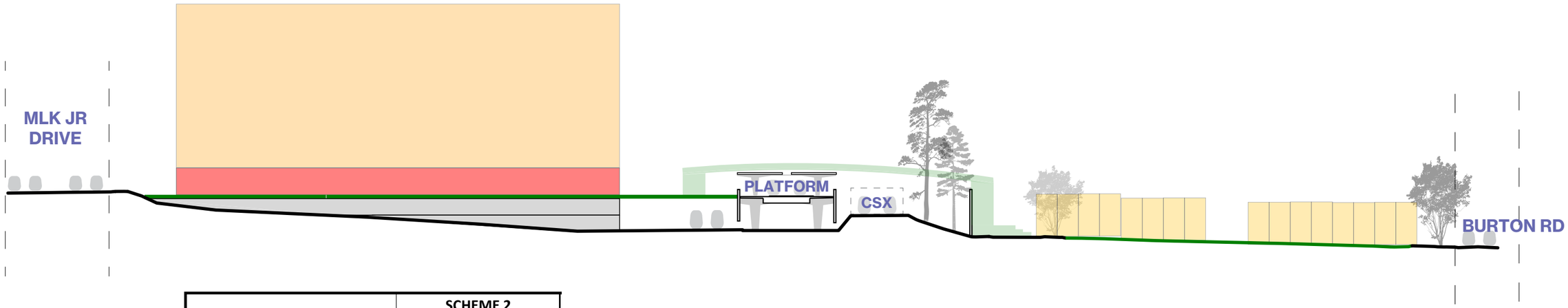
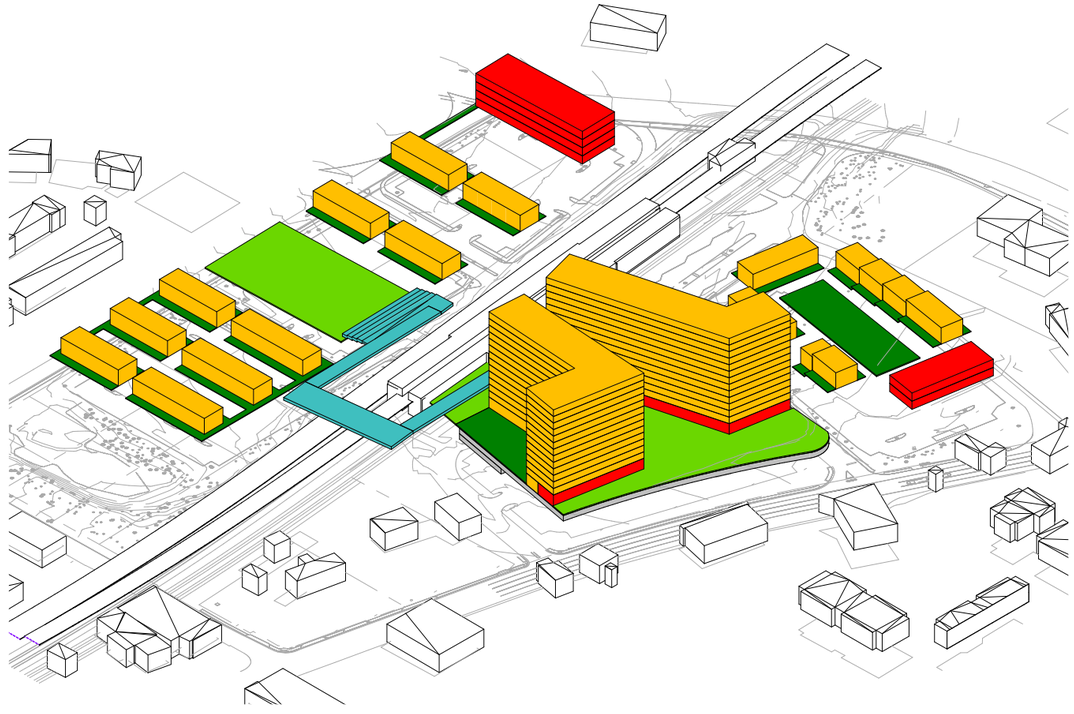


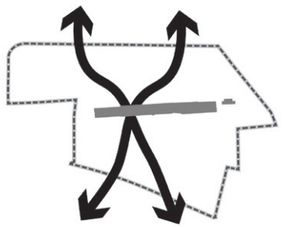
JUNE

ENVIRONMENTAL ANALYSES DO NOT ACCOUNT FOR DAYLIGHT SAVINGS OR CURRENT TREE CANOPY. FURTHER STUDY REQUIRED FOR DETAILED INFORMATION ON PREDICTED EUI OF BUILDINGS AND EFFECT OF PROPOSED TREE PLANTINGS AND/OR OTHER STRUCTURES.



	SCHEME 2	
	SQFT	**Units**
Residential		
Multi-Fam Units	900	**648**
Building 1 - East	375,200	
Net Area	300,160	**334**
Res Floors	26,800	13
Total floors		14
Building 2 - Center	-	-
Net Area	-	-
Res Floors	-	-
Total floors		
Building 3 - West	354,200	
Net Area	283,360	**315**
Res Floors	25,300	13
Total floors		14
Townhomes	245,700	**189**
Unit	1,300	
Hotel	61,600	**99**
Open Space		
Private	80,300	
Public	151,000	
Commercial Space	**49,900**	
Parking	325	**756**
North Parking Spots	27,700	85
Deck Parking Spots	218,000	671





SCHEME 02 SUMMARY

Development frames a spine of circulation and gathering that is centered on the existing tunnel under the CSX rail line.

South: a partial deck connects the pedestrian experience from MLK Jr Blvd directly to the platform level of the station. Development flanks the central plaza. Retail faces MLK Jr Blvd. To the east a townhouse development around a pocket park is proposed at grade with retail facing MLK Jr Blvd.

North: the continuation of the spine provides space for station soccer and other recreational opportunities. Townhouse development flanks the central green. A hotel with visibility from I-20 is proposed for the north east corner.

Neighborhood Soccer Station

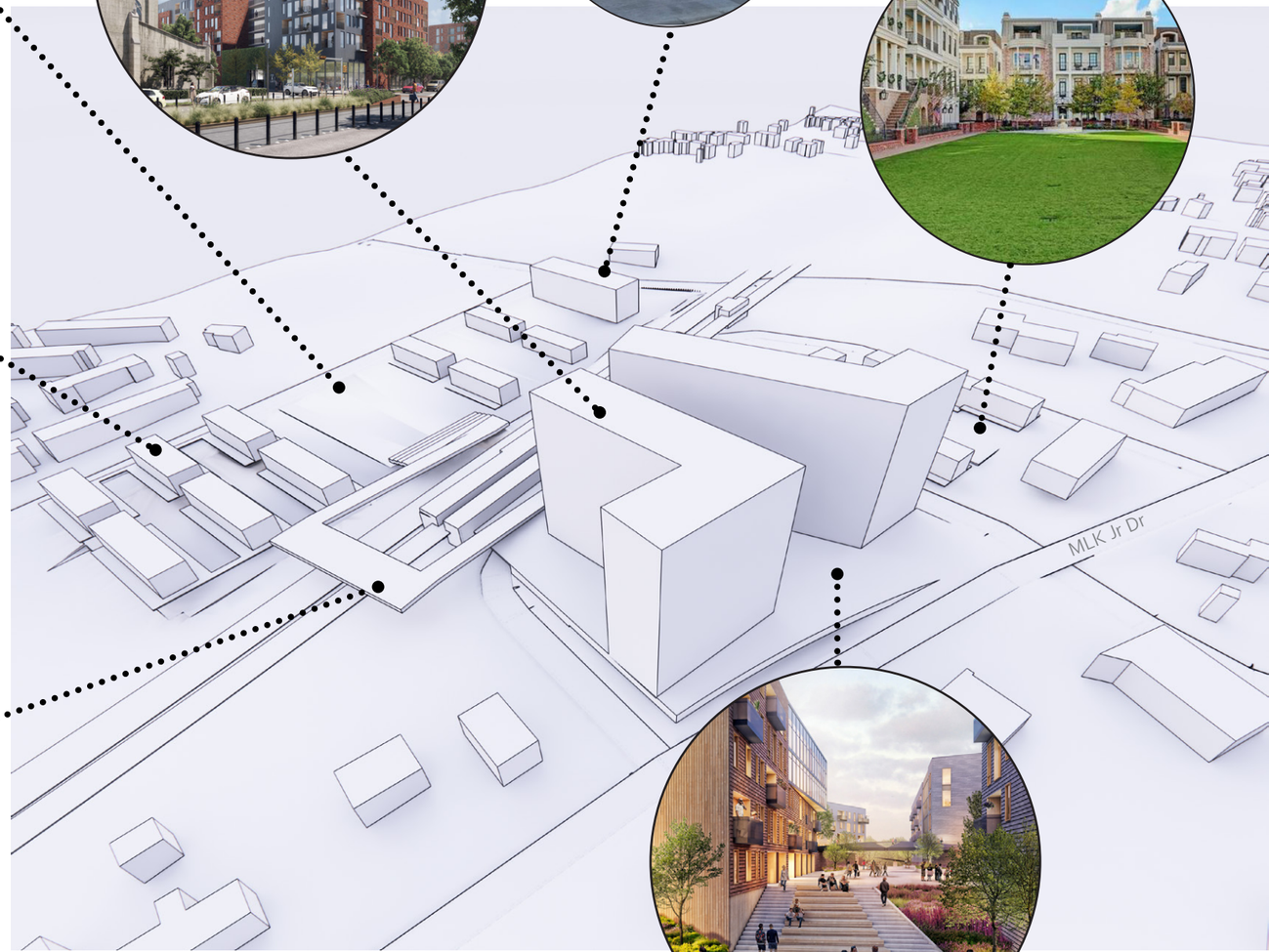
Townhouse Development

Green Connection Over Tracks

Mix Use High-rise Development

Hotel

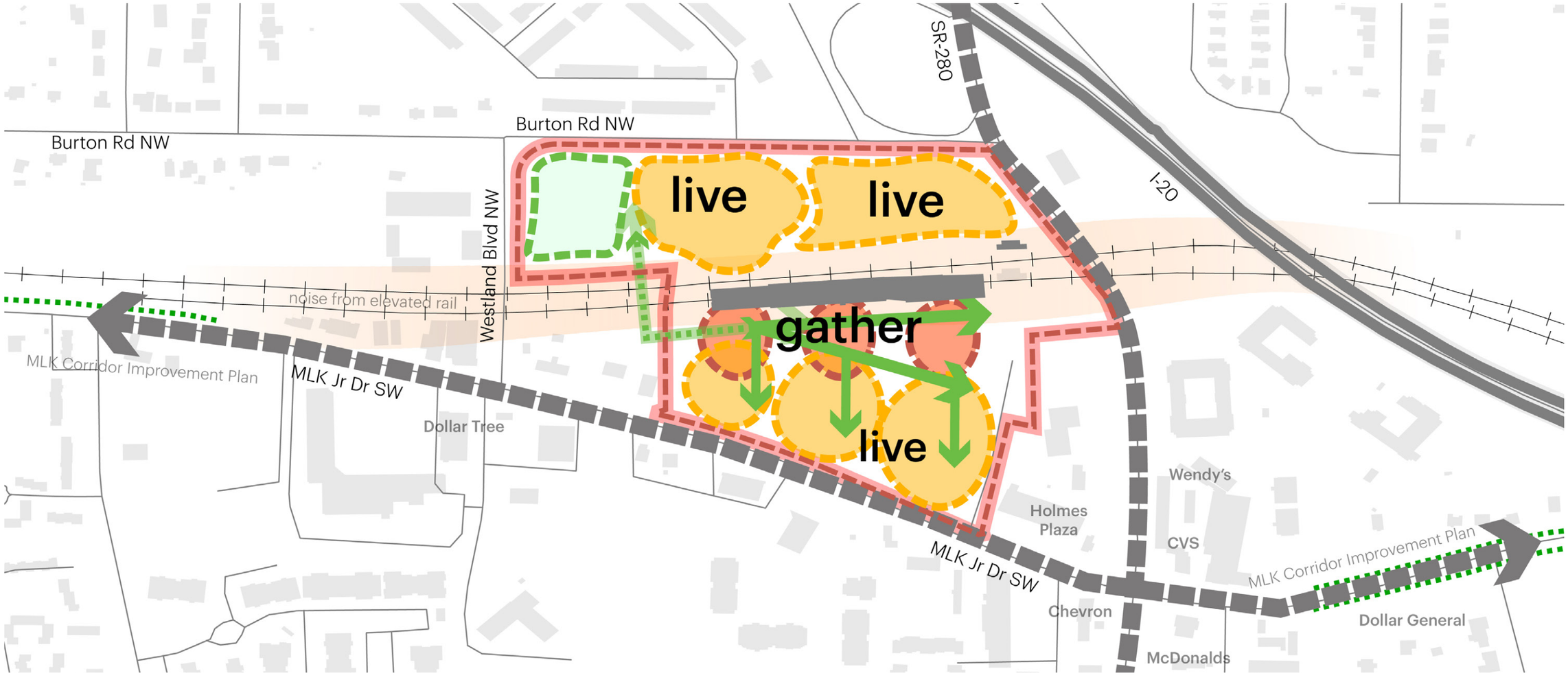
Townhouse Development
with shared public green space



Circulation spine framed by
mixed-use development and
public space

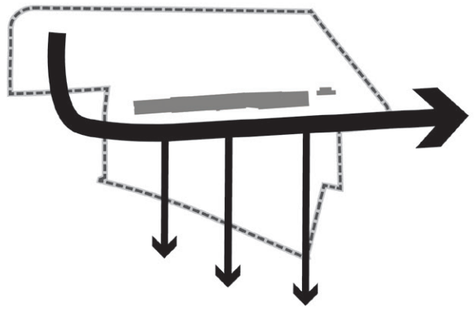
SCHEME 03

Gather

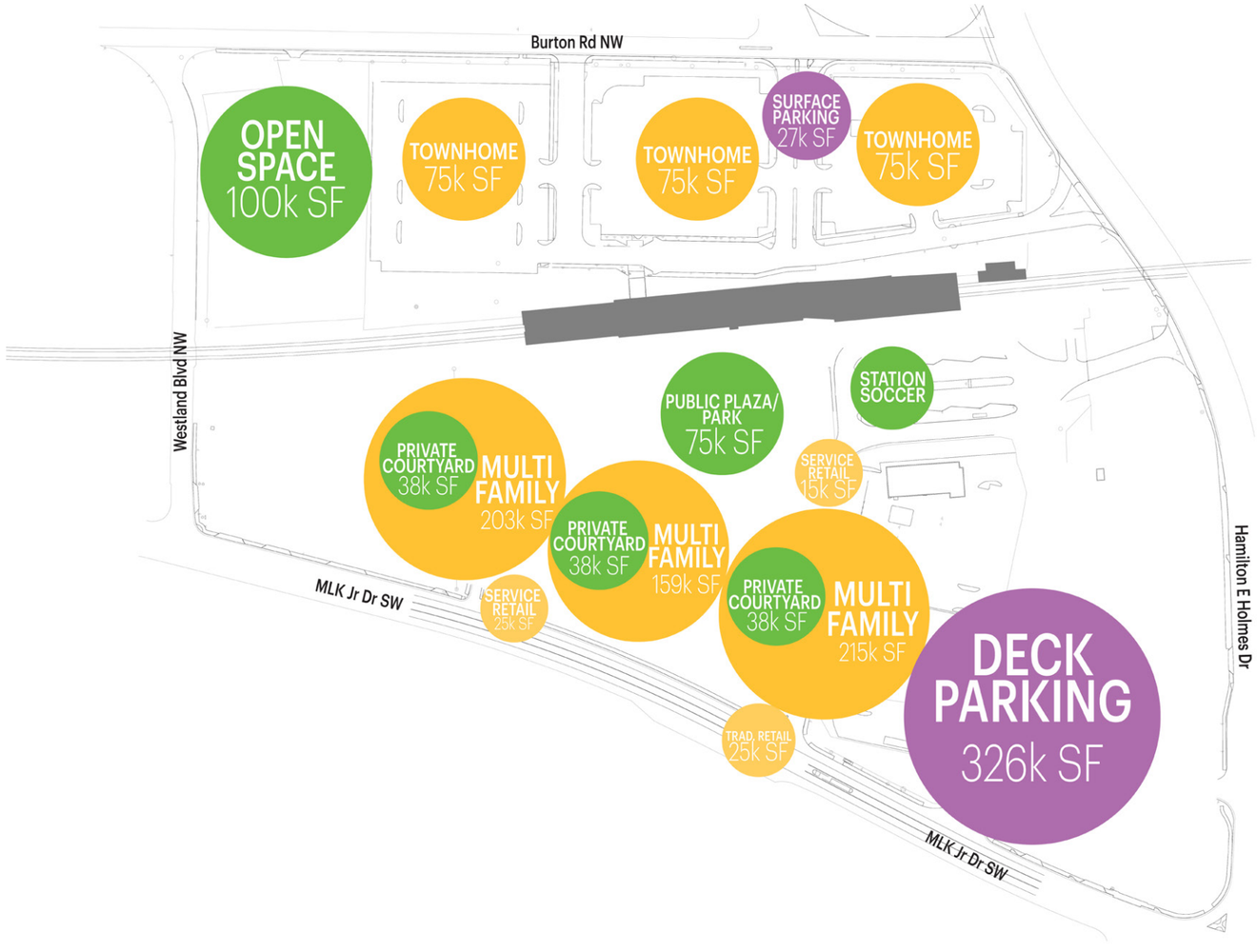


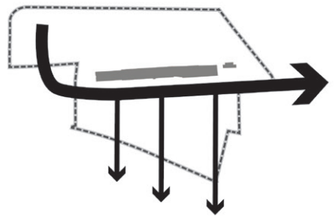
SCHEME 03

Scheme 03 creates three distinct, developable multifamily blocks along MLK Jr Dr SW. This scheme relocates the public plaza/park directly adjacent to the station and dramatically increases capacity for parking by utilizing a large deck.

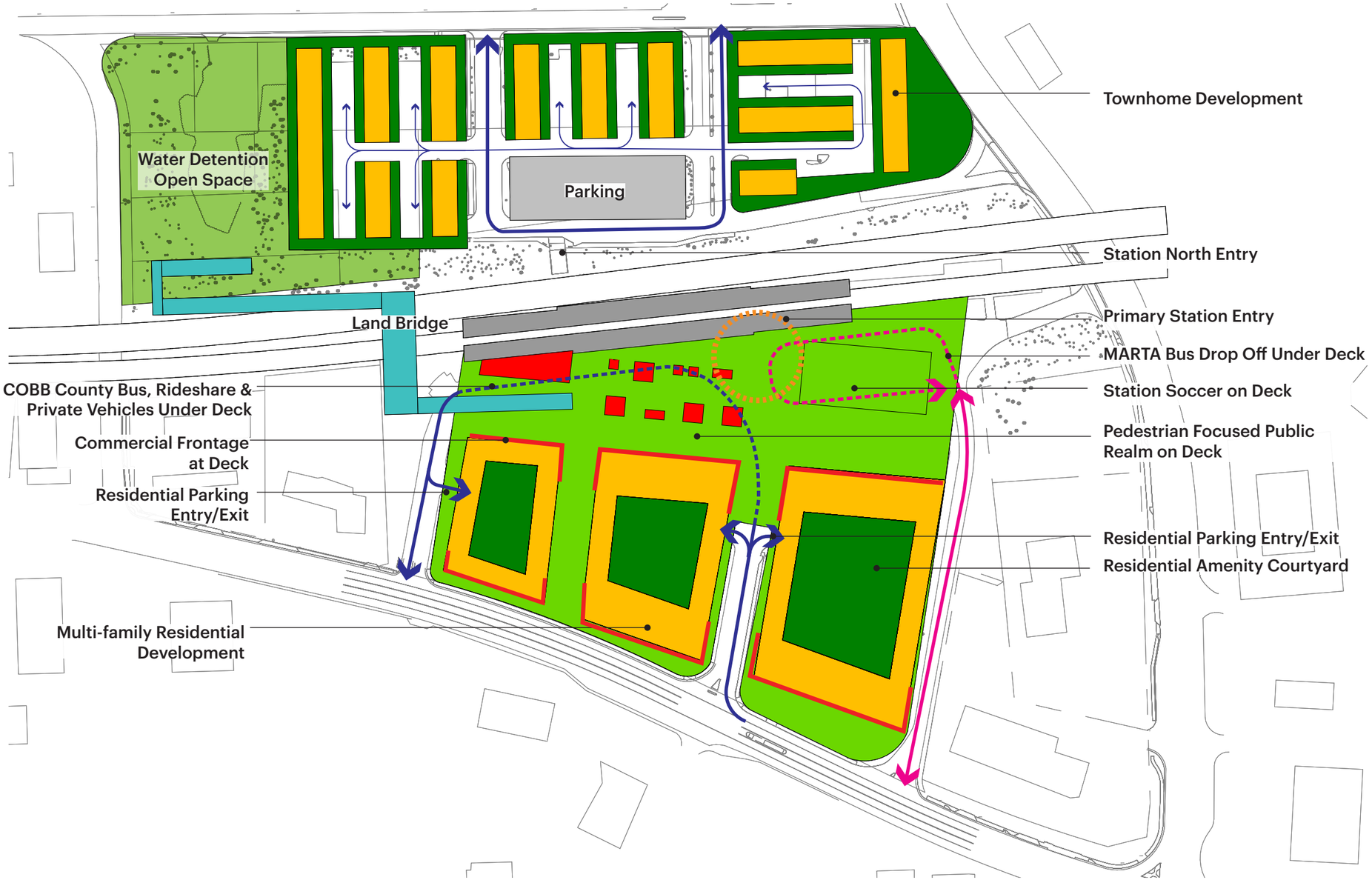


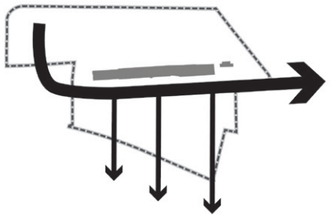
Creating a Central Gathering Space





DEVELOPMENT FRAMEWORK





PUBLIC REALM

South Edge

High-visibility, artistic crosswalks of MLK, Jr. Drive provide awareness of the Holmes TOD and safe crossing for pedestrians entering the site from the south. These crosswalks meet the edges of an extensive pedestrian patio that extends along the street and enters the site at a central passage on a structured deck.

South Interior

A marketplace plaza on a structured deck fronts the station. This plaza provides a gathering area that serves transit riders and a variety of small retail/dining buildings. On the plaza's eastern edge, a splashpad provides a transition into a multi-purpose active space, with basketball, pickleball, and an open field above the bus bays. The existing tunnel and a bridge connection provide access to the north.

North Interior

Emerging from the tunnel, a Station Soccer complex fronts the station, with ample room for gathering, and artistic pavement markings providing placemaking. The bridge connection ramps down to the stormwater park, where it meets the walking trail.

North Edges

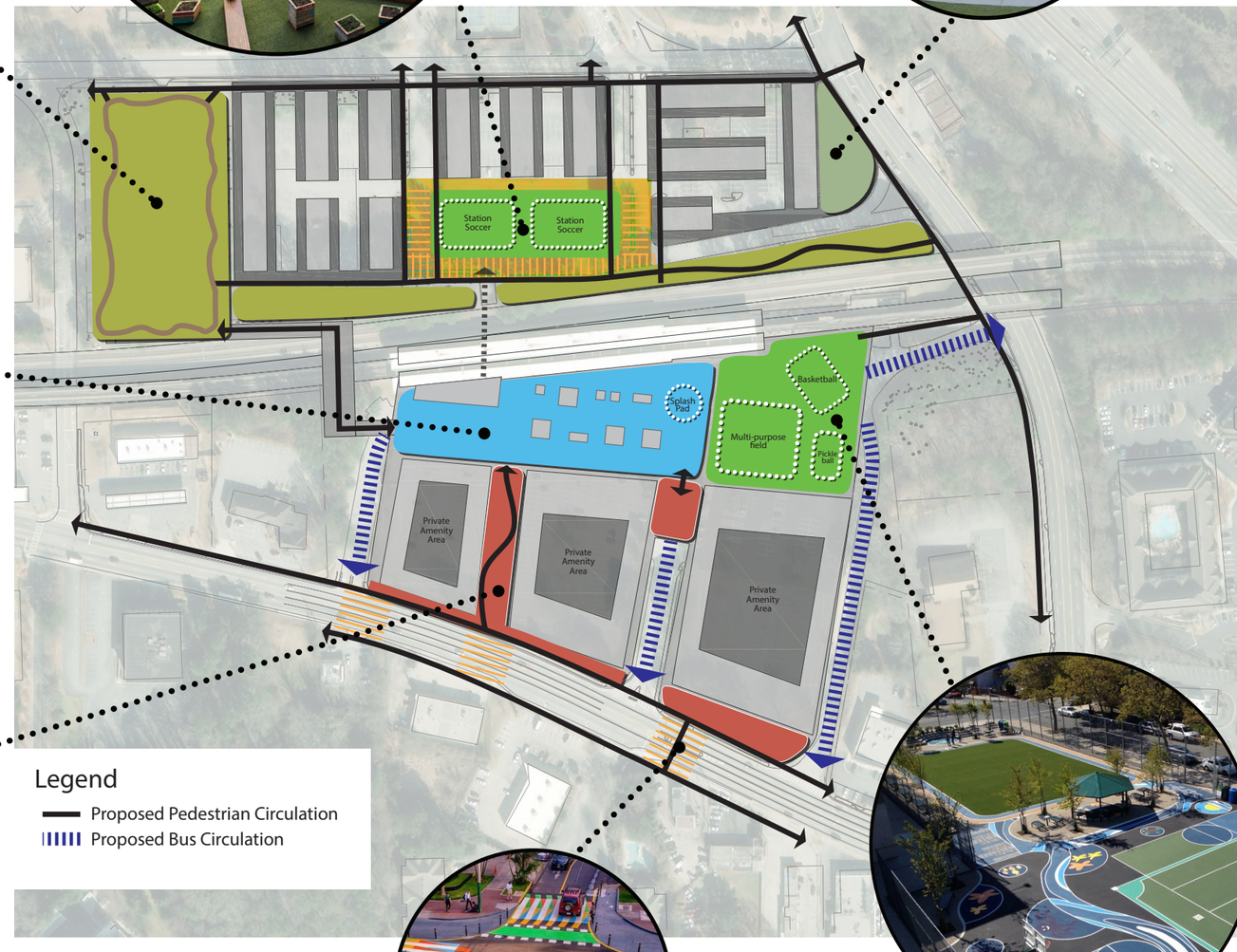
Like Scheme 1, in the northeastern corner, a dog run serves residents and their canine roommates.

Stormwater park with soft surface walking trails

Station Soccer complex

Dog run

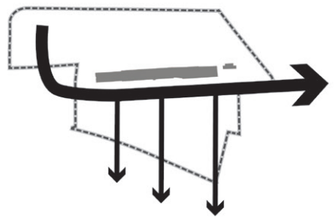
Marketplace plaza



Pedestrian patio space

"TOD Zone" street crossing art

Multi-purpose active space



STORMWATER

South Interior

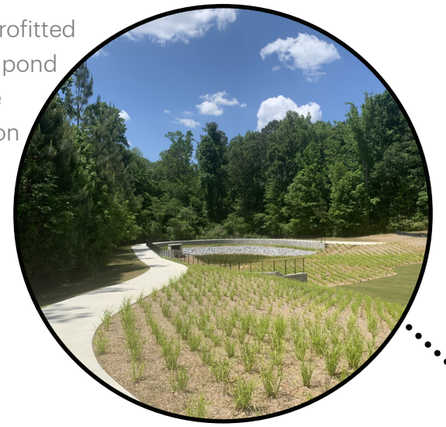
Underground detention storage basins beneath the podiums collect runoff from structure above. Dispersed bioretention pockets provide natural amenities at existing storm drain inlets. Rainwater collection on the rooftops of smaller structures provides non-potable water for later reuse.

North Interior

The main east-west corridor is designed as a green street, with stormwater conveyed to the detention pond via bioswales. The active space features sunken areas to perform as additional flood storage in high flow events and permeable pavers across the entrance to infiltrate stormwater at the lower elevations.

North Edges

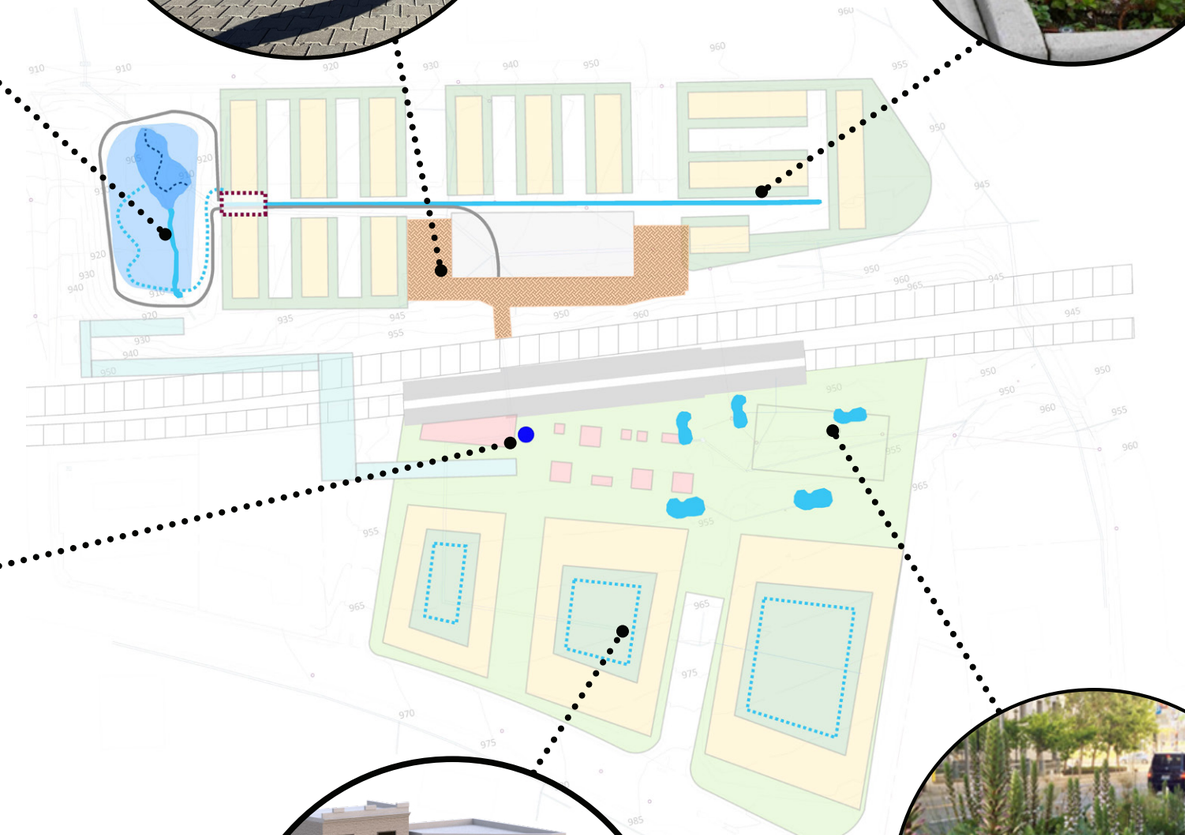
In the northwestern corner, the current stormwater retention area will be redesigned with an improved detention pond, low flow channels, and slope stabilization. Potential for a small recreation field exists within the loop walkway.



Retrofitted detention pond with slope stabilization

Permeable pavers and floodable open space

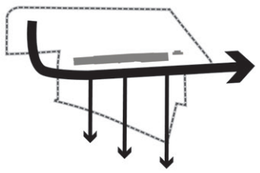
Green street to integrate bioswale along sidewalk



Rooftop rainwater harvesting

Underground detention storage

Dispersed bioretention pockets

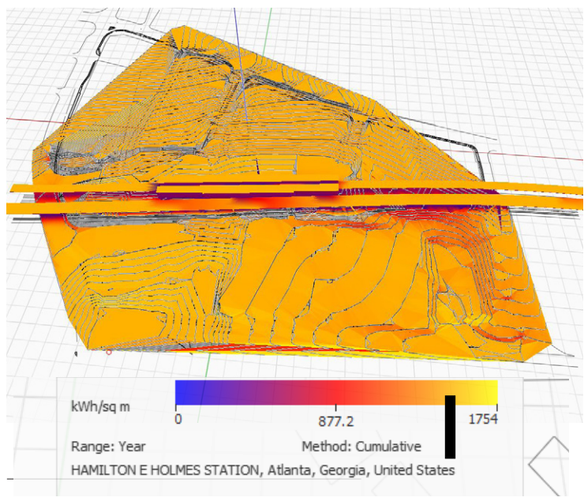


EXPLORING OPPORTUNITIES FOR ENVIRONMENTAL STEWARDSHIP

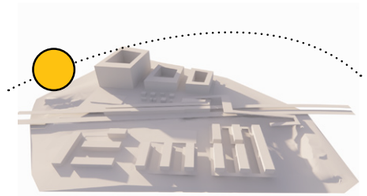
Using environmental simulations, we can model solar exposure and predict which parts of the site are shaded from the sun and which are not throughout the year as a consequence of the three schemes.

For this scheme, courtyards are created internal to each multifamily building. The analysis indicates that the form of the building can be opportunistically modified to allow light penetration into these darker spaces. North facades are receive significantly less solar radiation, which means a greater amount of ambient light, but rarely direct solar gain if any. The public space adjacent to the station can be equipped with shaded pavilions to ensure year-round activity.

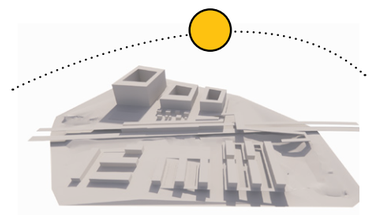
CURRENT CONDITION (YEAR CUMULATIVE)



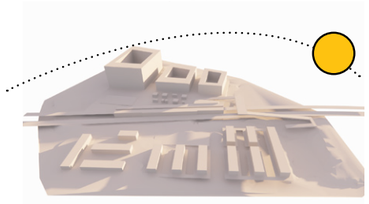
DECEMBER | 9AM



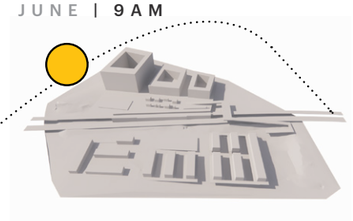
DECEMBER | 1PM



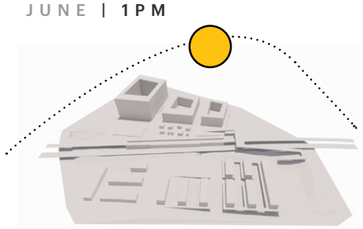
DECEMBER | 5PM



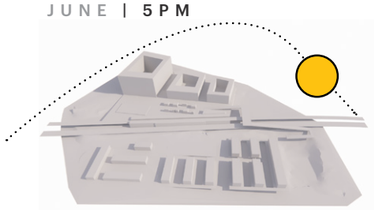
JUNE | 9AM

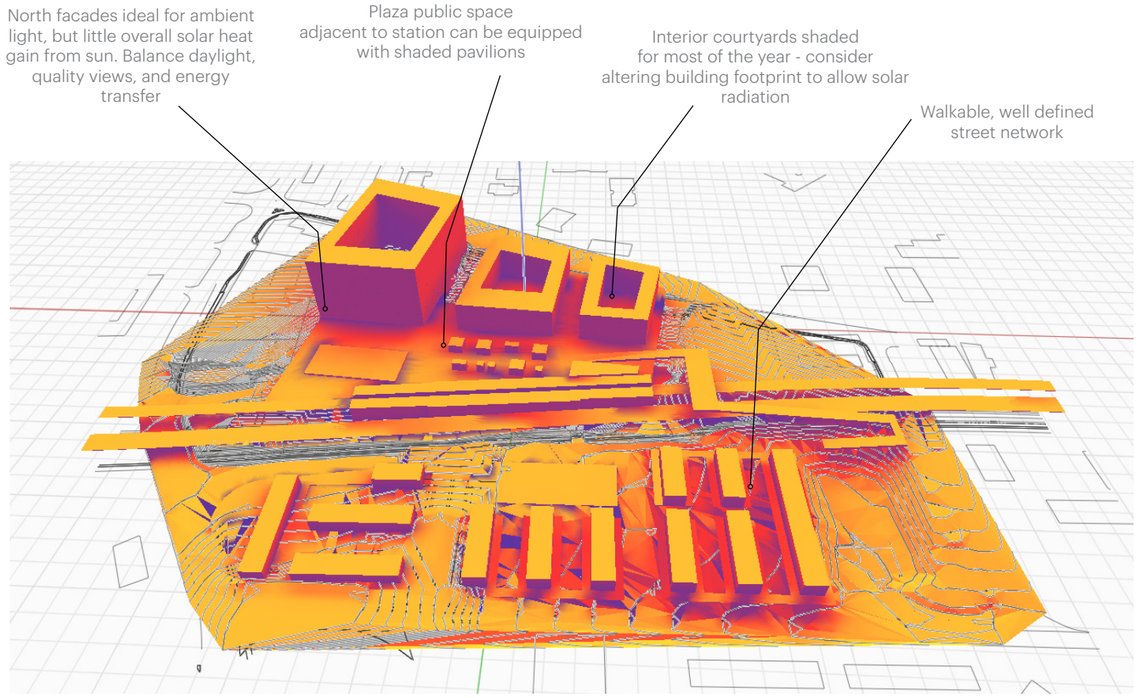


JUNE | 1PM

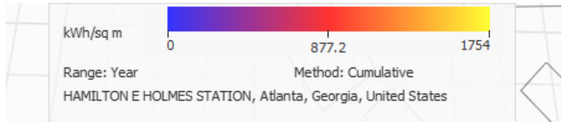


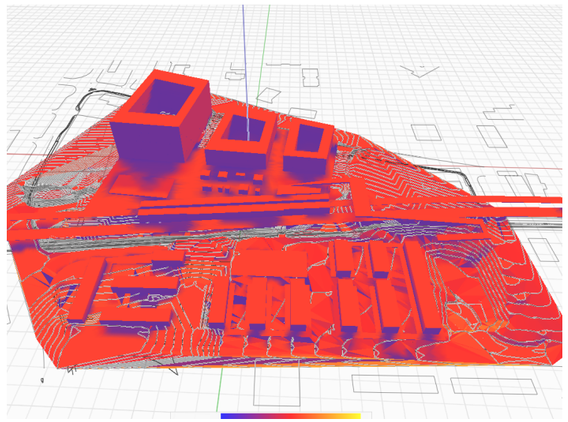
JUNE | 5PM



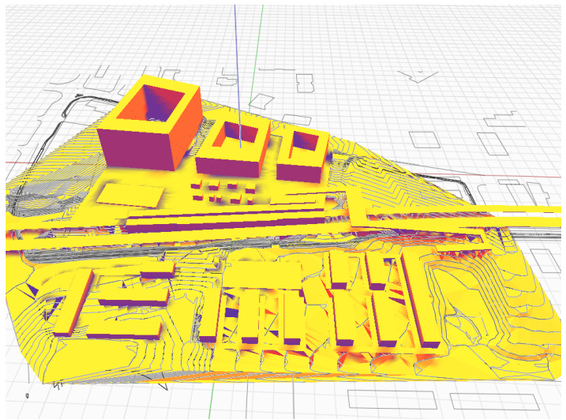


SCHEME 03 SOLAR EXPOSURE (YEAR CUMULATIVE)



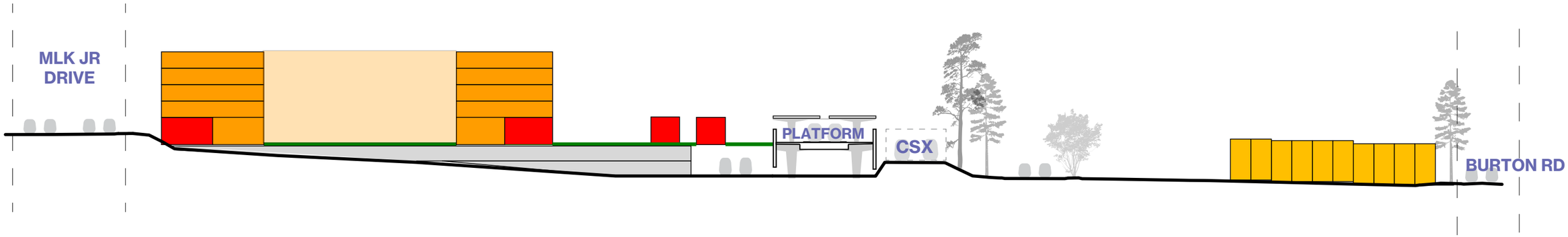


DECEMBER

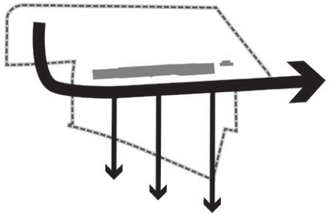


JUNE

ENVIRONMENTAL ANALYSES DO NOT ACCOUNT FOR DAYLIGHT SAVINGS OR CURRENT TREE CANOPY. FURTHER STUDY REQUIRED FOR DETAILED INFORMATION ON PREDICTED EUI OF BUILDINGS AND EFFECT OF PROPOSED TREE PLANTINGS AND/OR OTHER STRUCTURES.



	SCHEME 3	
	SQFT	**Units**
Residential		
Multi-Fam Units	900	**642**
Building 1 - East	268,800	
Net Area	215,040	**239**
Res Floors	22,400	11
Total floors		12
Building 2 - Center	199,500	
Net Area	159,600	**177**
Res Floors	39,900	4
Total floors		5
Building 3 - West	254,000	
Net Area	203,200	**226**
Res Floors	50,800	4
Total floors		5
Townhomes	253,500	**195**
Unit	1,300	
Hotel	-	-
Open Space		
Private	114,000	
Public	178,050	
Commercial Space	**66,700**	
Parking	325	**1,088**
North Parking Spots	27,700	85
Deck Parking Spots	326,000	1,003



SCHEME 03 SUMMARY

A central gathering space is created adjacent to the station. Three distinct development sites adjacent to MLK Jr Blvd and atop a parking deck provide regular and divisible development opportunities.

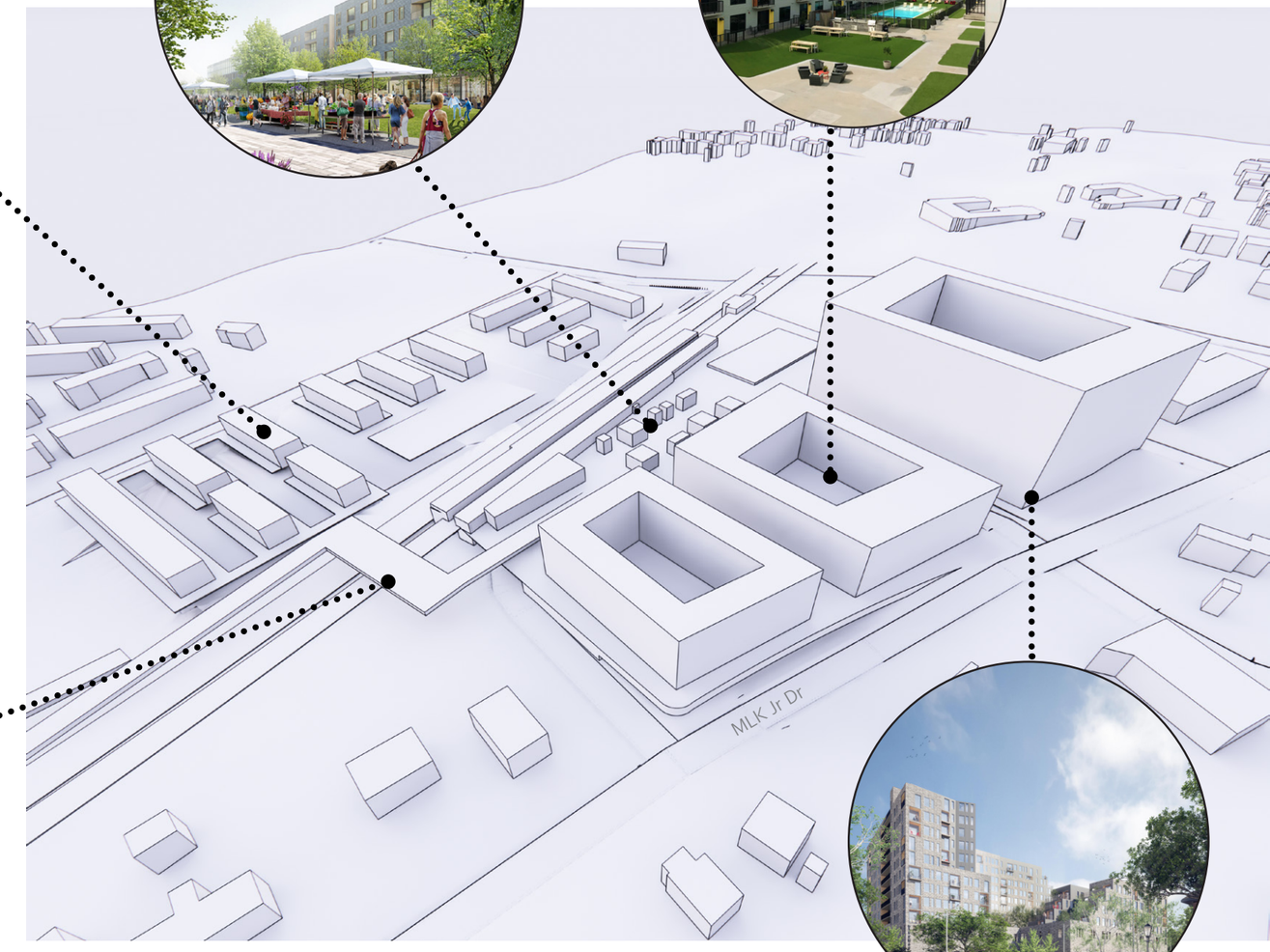
South: a complete deck connects the pedestrian experience from MLK Jr Blvd directly to the platform level of the station. Development flanks the central plaza. Retail faces MLK Jr Blvd and the central gathering space. Station soccer is located at the east end of the central gathering space adjacent to the station.

North: townhouse development occupies the site in compatibility with Burton Road townhouse communities.

Townhouse Development

Public space facing mixed-use development and station

Residential Interior Courtyard



Green Connection Over Tracks

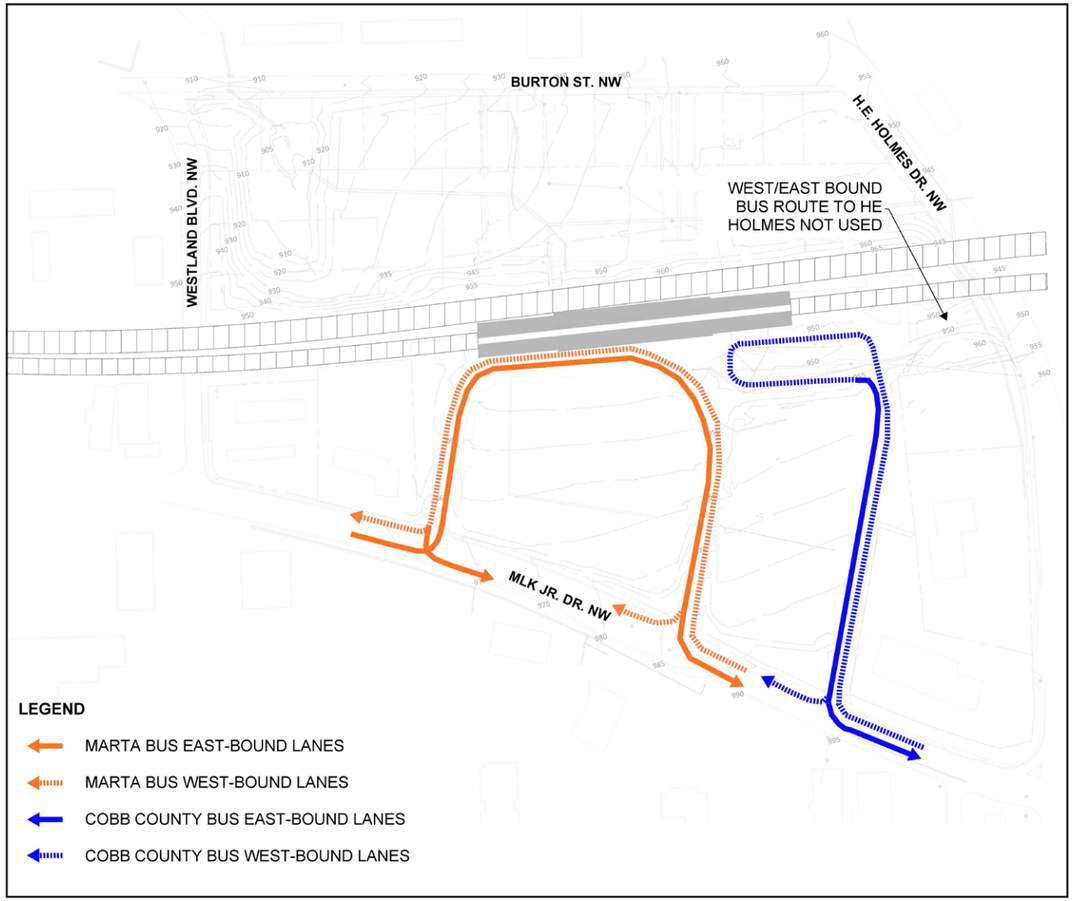
Mixed-use development facing a boulevard

Site Circulation

The site's long term circulation plan should be safe and efficient for all users integrating with the larger master planning goals.

In existing conditions, bus circulation is separated into two circulation paths for MARTA buses and Cobb County buses that bring passengers to and from the rail station. MARTA buses utilize a looped path to the East side of the station that was recently updated for circulation needs, although an outlet from the bus loop exists to H.E. Holmes Blvd. NW it is not currently utilized. Cobb County buses follow the vehicular circulation path that exists on the Southern side of the station with a two-way loop connecting to MLK Jr. Dr. NW.

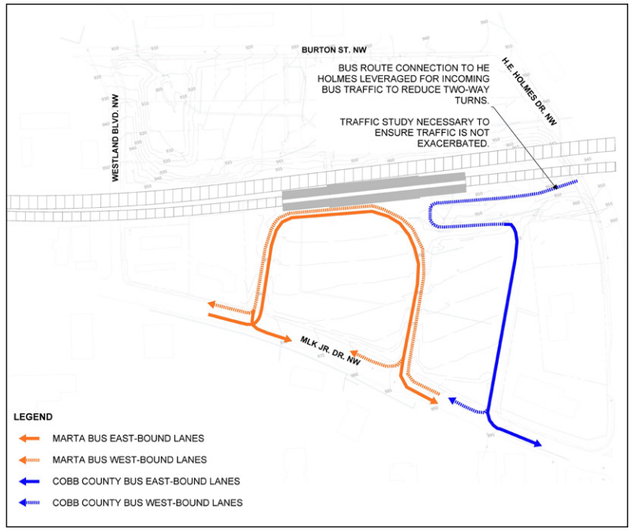
- Separate bus circulation for MARTA & Cobb County, with Cobb County following the vehicular circulation loop and MARTA following the newly constructed bus-loop in SE corner of site.
- Cobb County buses cause congestion within vehicular circulation path on Southern side due to the bus stops for passenger loading/ unloading.
- Limited sight-distance concerns for buses at road connection points.
- All connection points are two-way, resulting in circulation pauses for buses at left hand turns.



Existing bus circulation

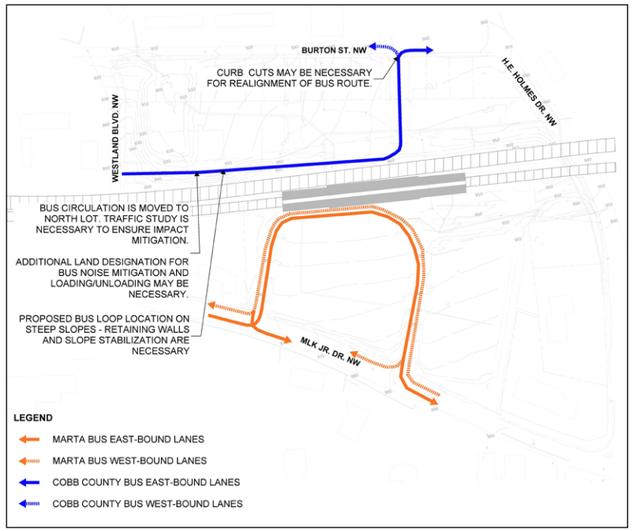
Possibility A1: Holmes Drive Connection

- Maintain Cobb County bus circulation but allow for MARTA buses to enter bus loop via unused connection to H.E. Holmes Dr. NW.
- Entry via H.E. Holmes Dr. NW reduces amount of two-way turns needed coming into station, facilitating circulation.
- Option not currently feasible due to insufficient sight distance for bus drivers at entry point, per MARTA Feedback



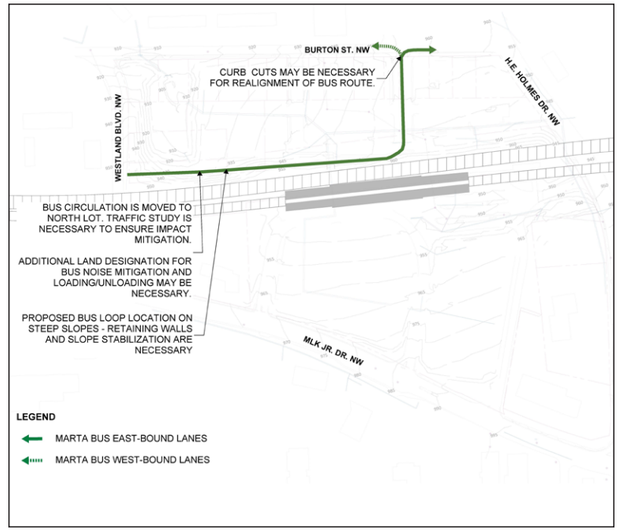
Possibility A2: North + South Loops

- Maintain Cobb County bus circulation but allow for MARTA buses to enter site via a new bus alignment on Northern side (off of Westland Blvd.) where land is less suitable for other programming.
- Option would require significant grading, slope stabilization, and retaining walls on Northern side.
- Additional land must be designated near bus loop for noise mitigation and road realignment.



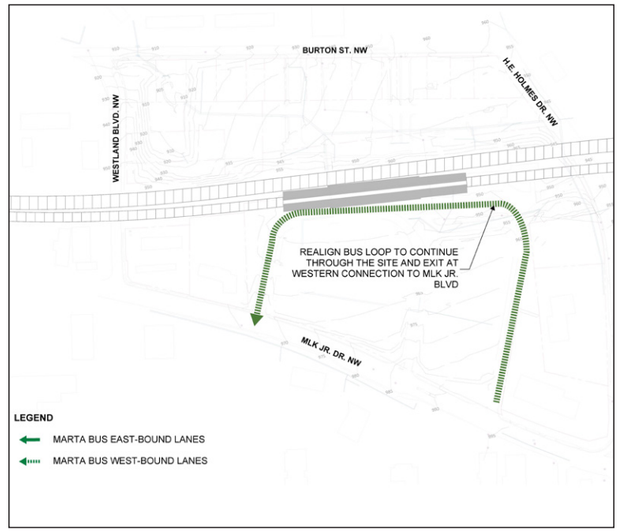
Possibility B1: Combined North Loop

- Move all MARTA & Cobb County bus circulation to enter site via new bus alignment on Northern side where land is less suitable for other programming.
- All bus circulation would be removed from South side, reducing total traffic load within commercial areas of proposed TOD.
- Option possess same grading, slope stabilization, and land designation concerns as Option A2.



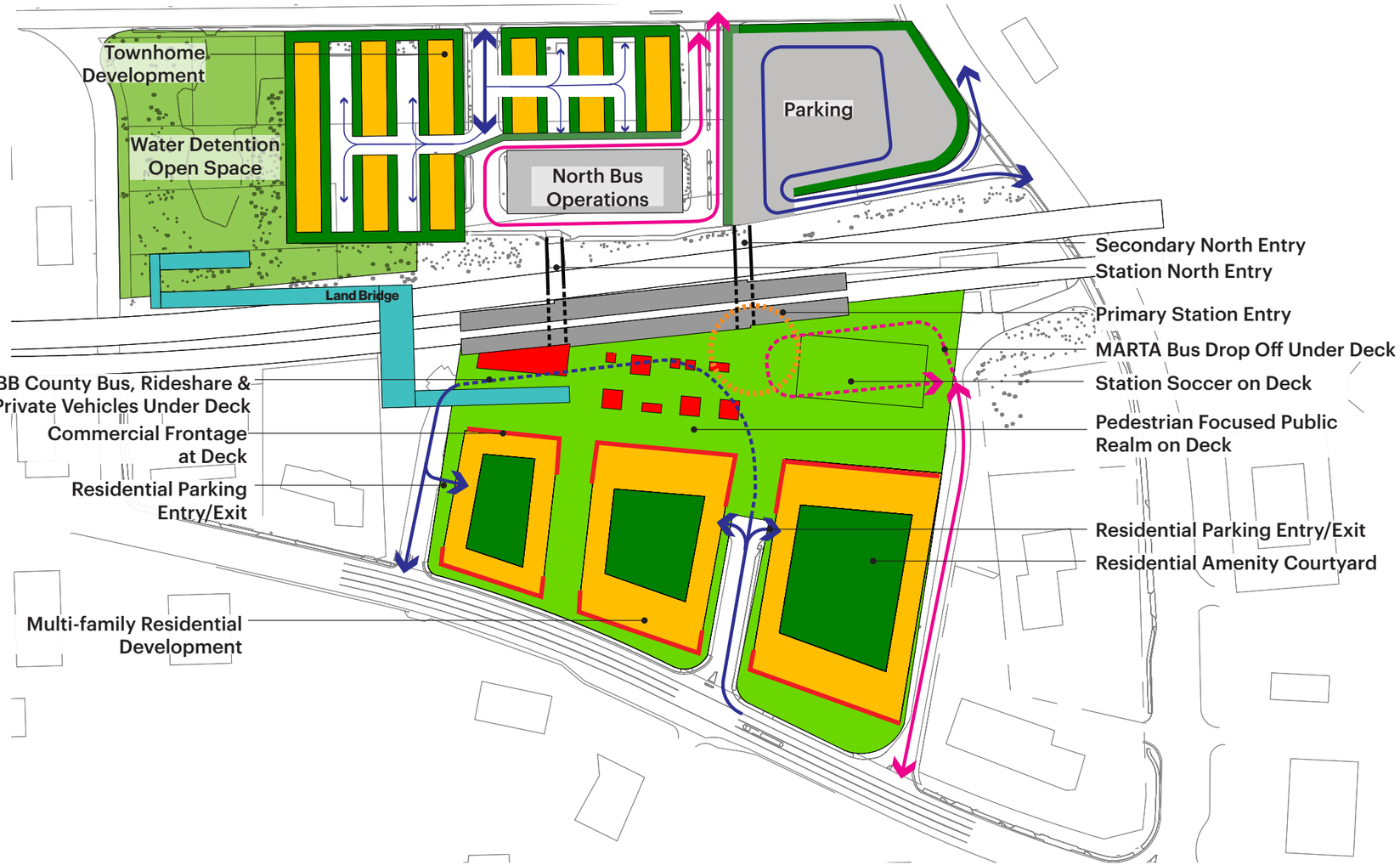
Possibility B2: Combined South Loop

- Combine Cobb County bus circulation path with MARTA bus circulation.
- Option would leverage newly constructed bus loop in SE corner of site.
- All bus circulation would be removed from vehicular circulation on South side of site, decreasing traffic congestion around commercial TOD.
- Option would remove amount of two-way connection points to site, reducing traffic pauses for left hand turns.



POSSIBILITY A3
NORTH + SOUTH LOOPS

- The option considers feedback from MARTA bus operations that bus operations would be desired and efficient if there some loops coming only the south part of site and others only to the north
- This option provides efficiencies for bus circulation to enter and exit the site according to the exact route eliminating travel times to either just the north of south of the site
- Bus drop off infrastructure is needed on both the north and south sites in this option
- Additional study is needed to understand introducing bus operations within lower scale townhome development on north portion of site



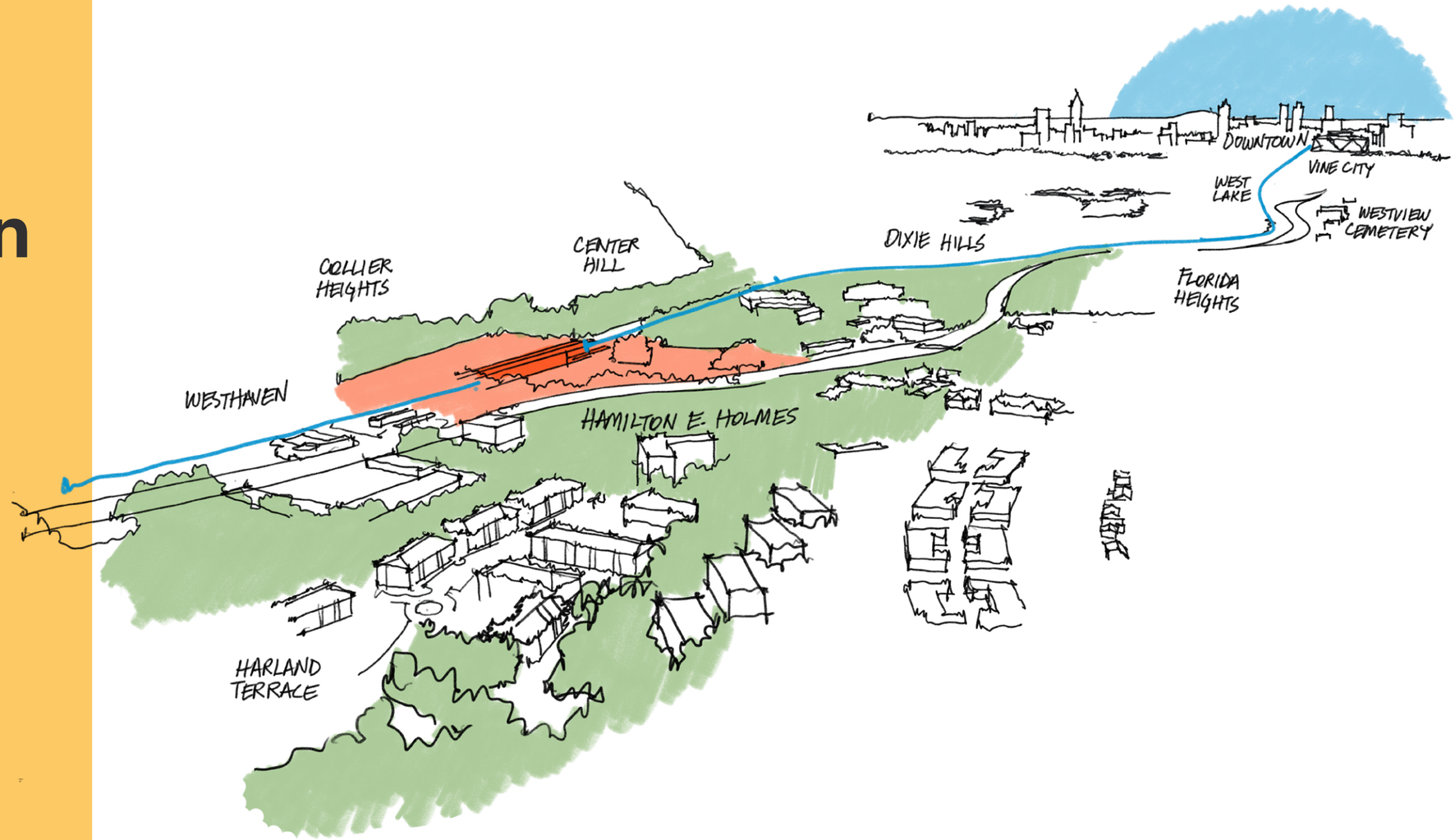
Towards a Common Vision

CONSIDERATIONS AND CHARACTERISTICS TO INFORM A CONSOLIDATED APPROACH

Scheme Comparison

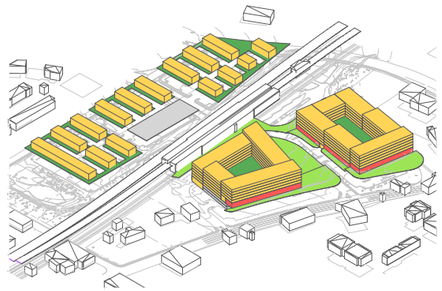
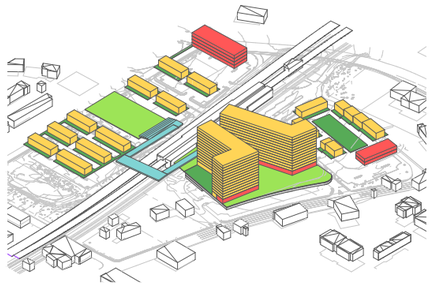
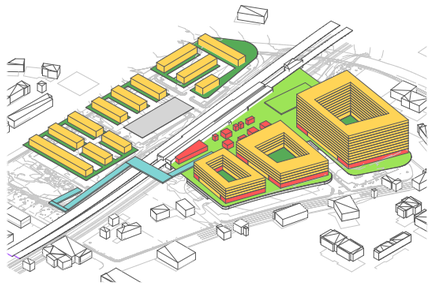
People + Place

Next Steps



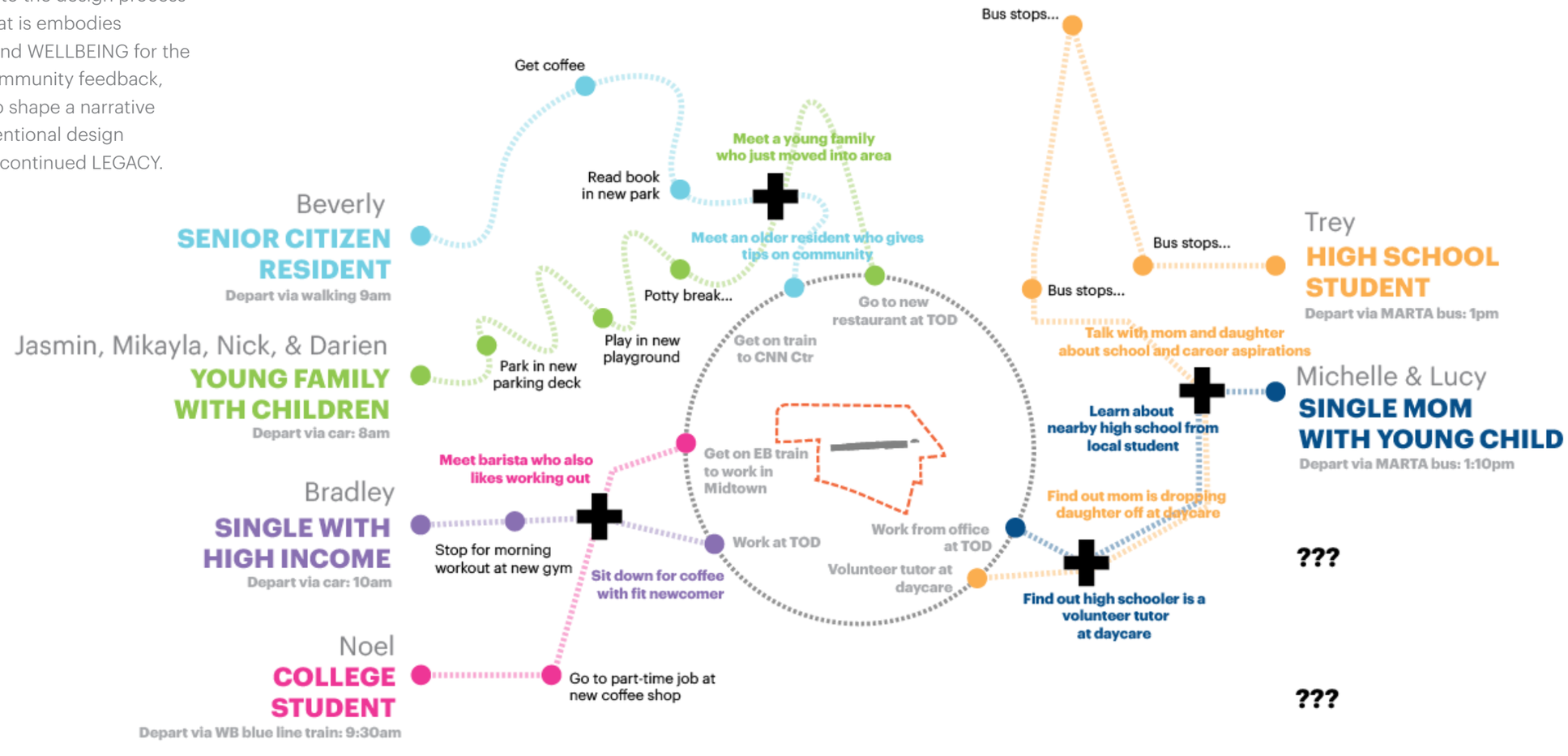
Scheme Comparison

Each scheme tests building configuration and its relationship to public space, development density and varies circulation patterns. The design team will weigh the opportunities and challenges of each scheme to consider the best comprehensive approach to resolve circulation and safety concerns, integrated ecology, development compatible with its context and open space that unites the site.

SCHEME 01	SCHEME 02	SCHEME 03
ripple	***reframe***	***gather***
		
• Minimizes cost of added parking infrastructure • Provides least amount of parking and may not be sufficient for station, residents, and visitors • Preserves existing traffic patterns • Minimizes interface with station rehab project • Central public space from MLK Jr Blvd to Station will require stepping or terraces • Lower scale development on MLK Jr Blvd • Residential use only on north side of Station	• Creates a clear circulation pattern from south to north • Includes a mix of development types on both the south and north sites • Separates pedestrian experience from parking and bus circulation • Requires greater initial investment in decked parking on south site • Provides continuous pedestrian experience from MLK Jr Blvd to Station • Provides multiple and varied public spaces • A mix of both multi-family and townhome development on MLK Jr Blvd • Hotel use on north side of Station with townhome development	• Creates a central gathering space adjacent to the station • Separates pedestrian experience from parking and bus circulation • Requires greater initial investment in decked parking on south side of site • Provides continuous pedestrian experience from MLK Jr Blvd to Station • Creates distinct and regular development sites for multiple potential developers and potential phasing • Greatest density of development on MLK Blvd Jr • Residential use only on north side of Station

People + Place

Connecting community voices to the design process is central to creating a place that is embodies DESTINATION, RESTORATION and WELLBEING for the H.E. Holmes site. Guided by community feedback, the design team is beginning to shape a narrative which will respond through intentional design strategies to build a place with continued LEGACY.



Next Steps

The next stage will focus on refinement towards one master plan framework incorporating stakeholder and community feedback on all exploratory design schemes.

- Host the second community feedback event to hear comments and feedback on 3 site approaches and qualitative preferences
- Consolidate an approach to site circulation with feedback from MARTA bus operations and other stakeholders
- Confirm development capacity and master plan phasing options
- Confirm approach to and amount of parking to serve new development, station access and long term or event parking demand
- Facilitate stakeholder meetings
- Develop preferred option for the master plan

Recommend

Coming Soon!

RECOMMEND

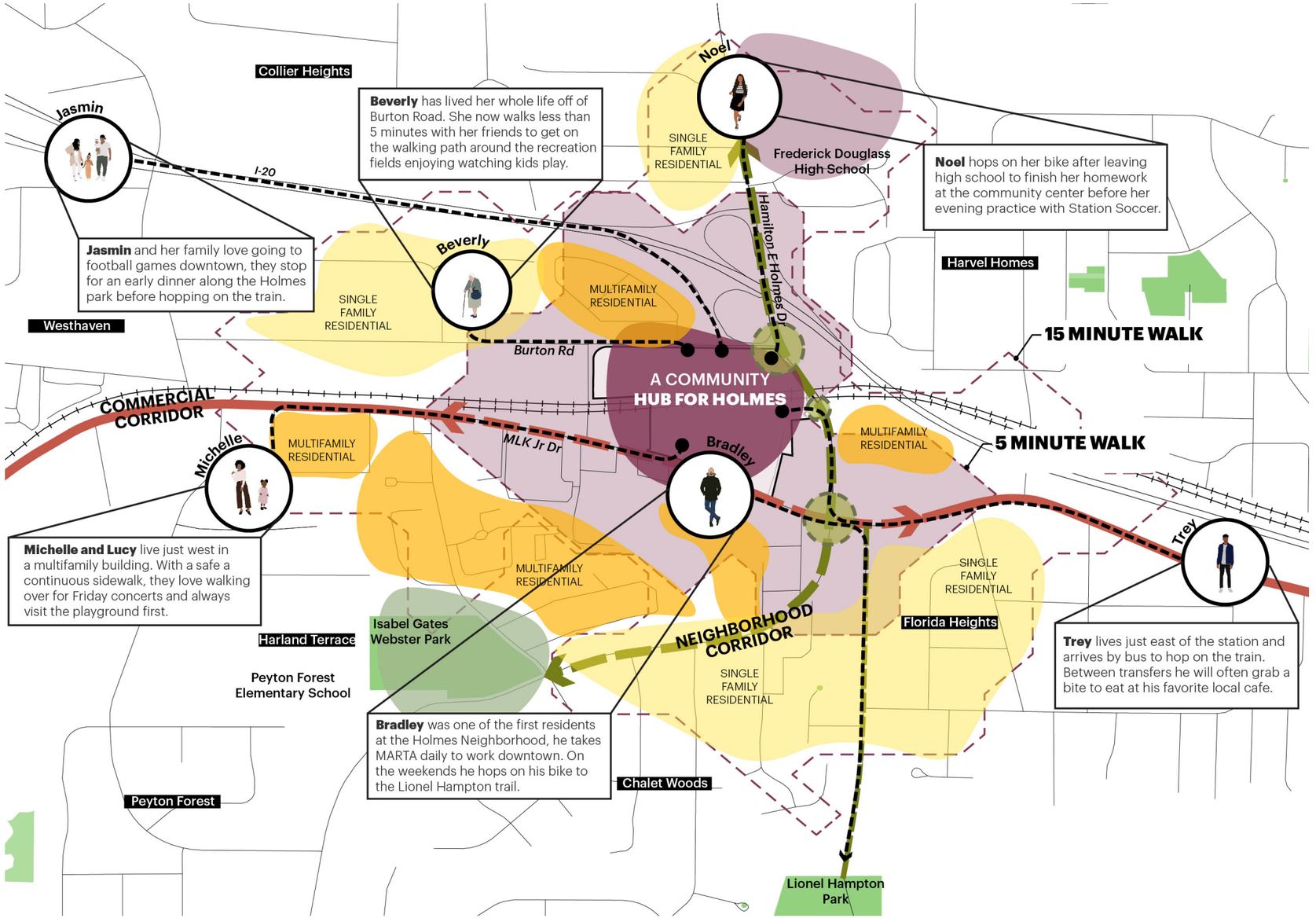
Coalescing around a vision for the future

Guided by Community

BUILDING ON THE EXPLORE STAGE AND COMMUNITY FEEDBACK TO INFORM A RECOMMENDED MASTER PLAN

Engagement

Guiding Principles



Engagement

In order to cater to the tapestry of the community the design team has come up with a variety of ways to engage and gain valuable feedback.

Community engagement has been deployed by the Design Team through virtual and in-person events, with flyers and signage, large group gatherings and small group conversations utilizing a variety of tools and methods to ensure diverse voices are heard.

264
MMS Messages Sent over 12 Campaigns

Suggestion Boxes Placed throughout the Community

In-Person Meeting Attendees

100+

7,790
Website Visitors

E-Newsletter Subscribers Reached via Weekly Campaigns

Virtual Meeting Registrations

215

119 **Online Surveys Completed**

Other Outreach Methods Utilized

- **A-Frame Signage at 6 Locations**
- **Widespread Flyer Distribution**
- **Social Media Postings**
- **Press Release Distribution**

Stakeholder Focus Groups

5

300+
Community Comments Received

Exploration Sessions

VIRTUAL MEETINGS

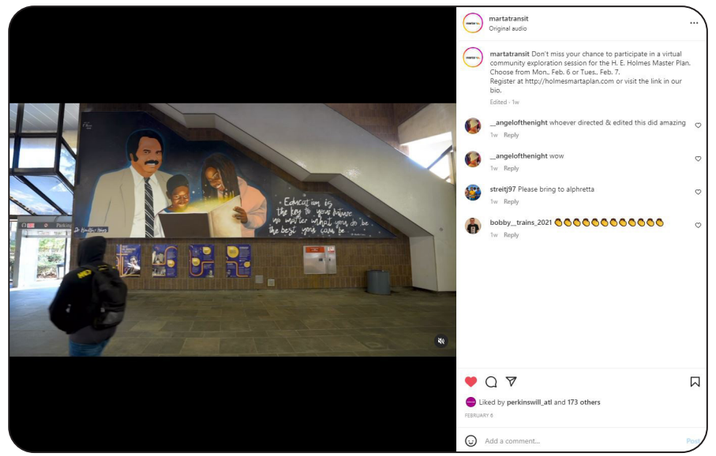
Monday, February 6, 2023 | 5:30-7:00pm
Tuesday, February 7, 2023 | 11:30-1:00pm

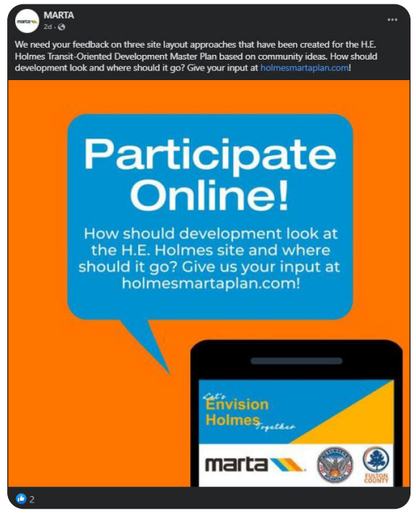
The purpose of the Community Exploration Sessions was to give the community an update on the project; to show how input received to date has been used to influence the planning process; and to get meaningful input on three site layout approaches and visual preferences.

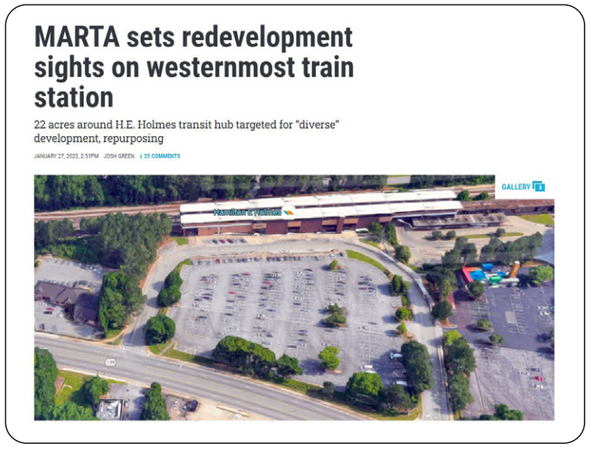
OUTREACH METHODS

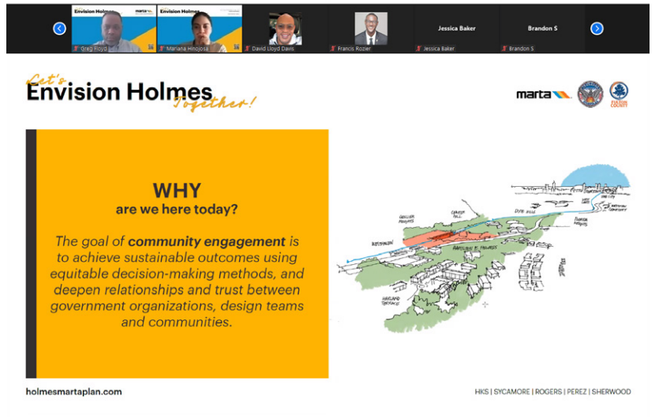
The community exploration session was promoted to the public through a variety of means including:

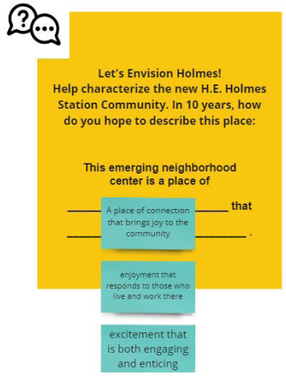
- Social media posts on LinkedIn, Facebook, Twitter, and Instagram
- A-Frame signage at the Natatorium, and the Holmes, West End, and Ashby MARTA stations
- Distribution of hard copy flyers throughout the community by elected officials
- Announcement at Saint Paul of the Cross Mass along with flyers near weekly bulletins
- Atlanta University Center Outreach via email (Morris Brown College); flyers placed in common areas at Clark Atlanta and Morehouse. Email sent to AUC student groups database.
- Email outreach to APS Mays/Douglass Cluster for distribution to parents, students, faculty, and staff
- Email campaigns to database with meeting RSVP reminders
- MMS campaigns to database with meeting RSVP reminders
- Press Release distributed via MARTA









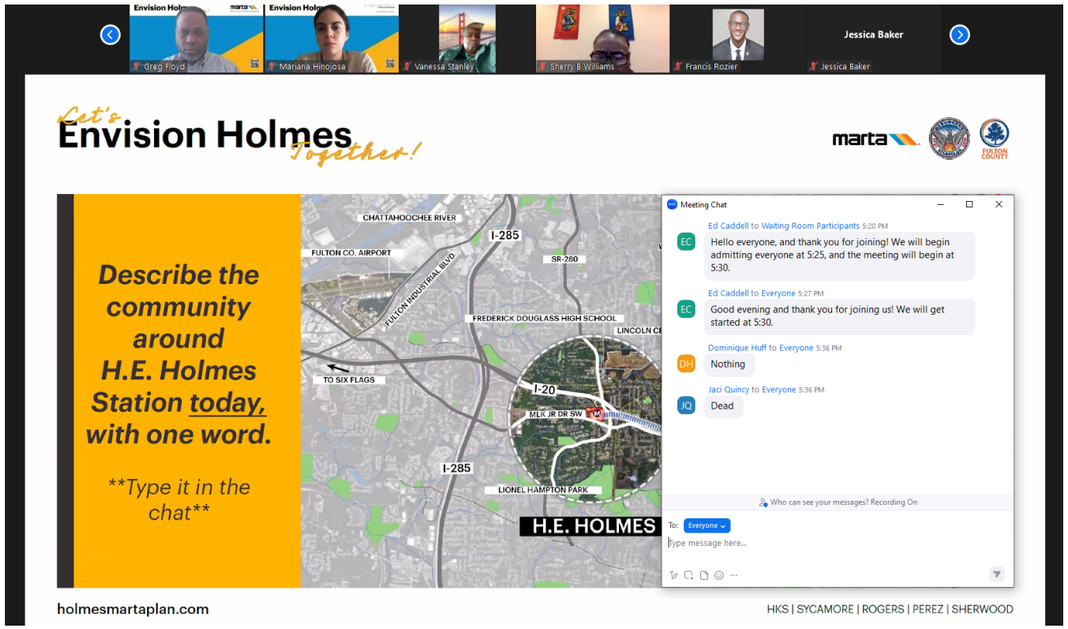


MEETING SUMMARY

The meetings were virtual format and began with a formal presentation that included a project overview, a recap of the ideas heard in the community listening session and website engagement, guiding principles, and the introduction of three ideas exploring how the site could possibly be organized. Interactive break out groups allowed attendees to learn more about the three ideas and to share their thoughts on visual preferences for many of the site elements. Interactive polls were launched throughout the meeting. The same information was presented at both virtual sessions.

A total of 132 people registered for the February 6th meeting and 83 people registered for the February 7th meeting, representing a variety of stakeholder groups including:

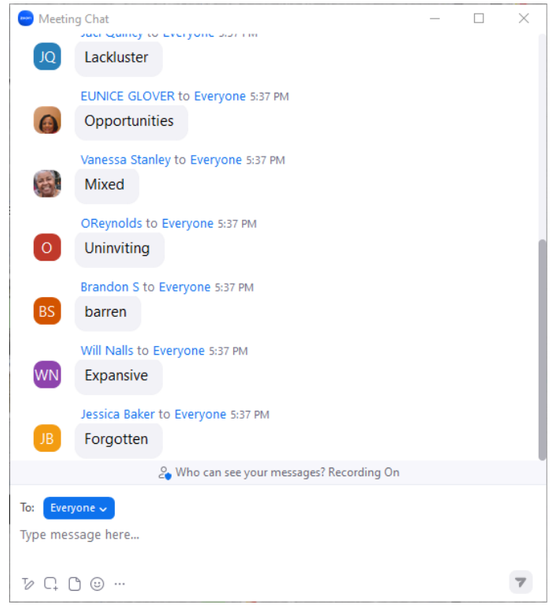
- Fulton County Commissioner Khadijah Abdur-Rahman (District 6)
- Leaders of NPU-G, NPU-H, NPU-I, and NPU-J
- Atlanta Public Schools
- Members of the Clergy
- Local business owners
- Local nonprofit founders
- Mr. Hamilton E. Holmes, Jr.

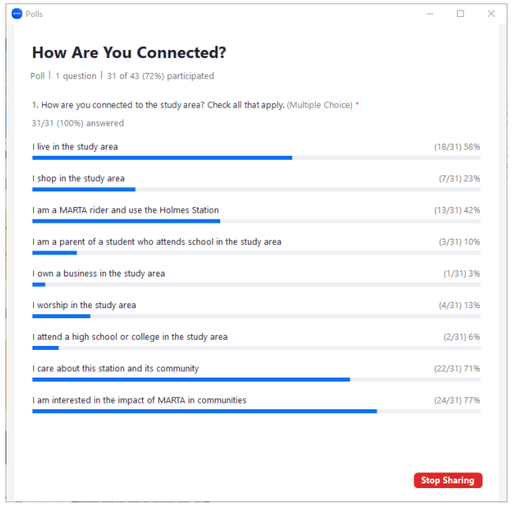


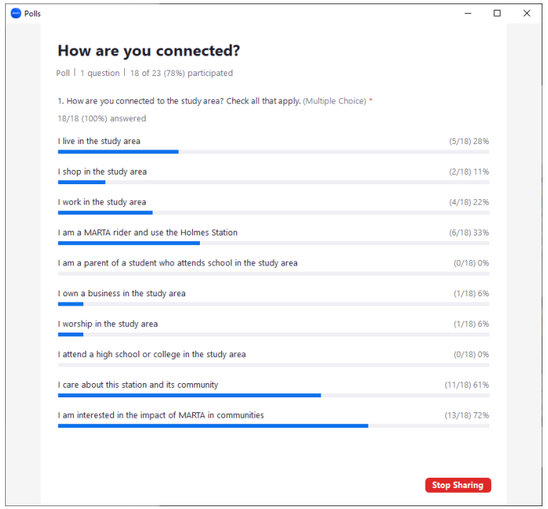
FEEDBACK : THE COMMUNITY TODAY

Meeting attendees were asked to describe the community around the H.E. Holmes station today with one word. The following responses were received. Numbers in parentheses represent the number of repeat responses received. The top three responses are bolded.

- **Historic (3)**
- **Opportunities (2)**
- **Barren (2)**
- Dead
- Expansive
- Forgotten
- Growth
- Ignored
- Isolated
- Lackluster
- Mixed
- Nothing
- Outdated
- Potential
- Promising
- Resilient
- Underserved
- Uninviting
- Unkempt







FEEDBACK : POLLING

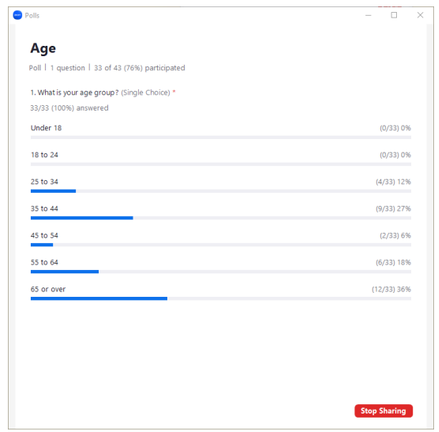
Throughout the meeting attendees were asked a series of polling questions to gauge preferences and understand audience feedback on a series of questions. A summary of responses, averaged for each poll follows.

Poll 1A: How are you connected to the study area? Check all that apply.

- 43% I live in the study area
- 17% I shop in the study area
- 22% I work in the study area
- 38% I am a MARTA rider and use the Holmes Station
- 5% I am a parent of a student who attends school in the study area
- 5% I own a business in the study area
- 10% I worship in the study area
- 3% I attend high school or college in the study area
- **66% I care about this station and its community**
- **75% I am interested in the impact of MARTA in communities**

Poll 1B: What is your age?

- 0% Under 18
- 0% 18 to 24
- **22% 25 to 34**
- **24% 35 to 44**
- 16% 45 to 54
- 12% 55 to 64
- **26% 65 or over**



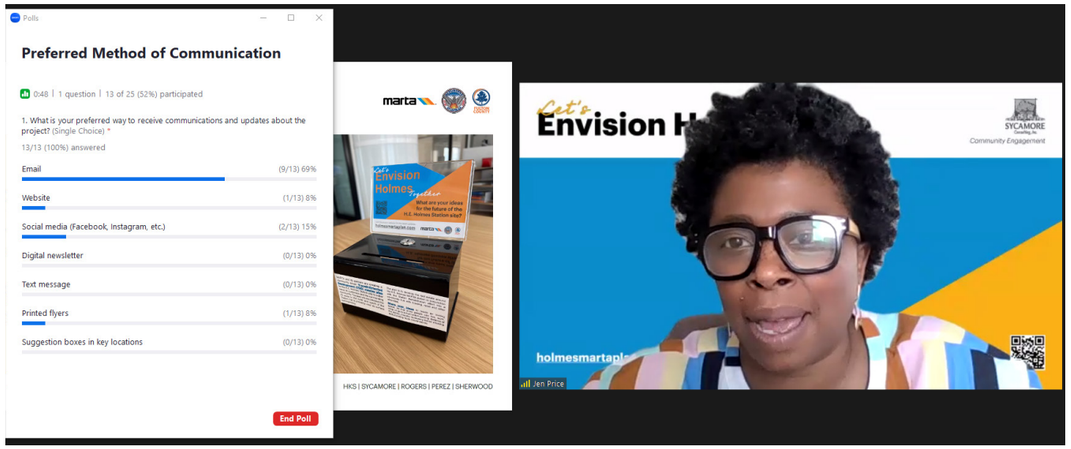
Poll #2: A summary of community feedback to date about future desires for the site includes the following. Which of these is a top priority for you? Check all that apply.

- 70% RESIDENCES: A diversity of housing types including affordable housing
- 70% RECREATION: Green spaces and plazas for gathering, play and relaxing
- **81% RETAIL: Grocery store, health food store, local boutiques and shops**
- 72% FOOD + BEVERAGE: Incorporating space for local and chain restaurants
- 67% SERVICES: A range of community-oriented services to meet daily life needs
- 50% ENTERTAINMENT: Paid and free entertainment options (movie theaters, shopping, public events in parks)
- 70% THE ARTS: Public art and color integrated in buildings and green spaces
- 56% OFFICE: Small businesses and coworking spaces
- **78% INFRASTRUCTURE: Better sidewalks, street lighting and roadways**
- 63% PARKING: For MARTA patrons, special events, and any new development
- 8% OTHER

“The business/entertainment (restaurants, shops, etc.) options should reflect things the current community would enjoy and not just ‘general Atlanta’ ideas.” — community member

“Other” (feedback offered in the chat):

- Definitely need to have coworking spaces for local entrepreneurs who want day office space and those who are working from home who want to get out of the house. Southwest Atlanta lacks this, we need it.
- Definitely need a good grocer or farmers market that is rail accessible in this area
- The creation of an acre to 2 acre “forest” in addition to gathering spaces and plazas to pay homage to high density of trees and greenspace in the surrounding communities.
- Consider moving the library to the area as well so it can be better accessible.
- A true town center for this area with services and amenities, not something that is competing with other areas so this can attract others to come and spend money and hang out in this area.
- Green design—food production center—new age.
- I really want to see it become much more walkable.
- Local Farmers for farmers market. All locally owned business. No chains. Coffee Shop. Basketball, Volleyball courts, and badminton courts. Shared office space with a community conference room. On the inside walls: Add murals and artwork with captions about past and current residents who helped move the community forward to include: HE Holmes, Herman Russell, the schools in the area named for former trailblazers: Frederick Douglass, CL Harper, Grace Towns Hamilton, and the history of Adamsville (formerly named Lick Skillet, General Sherman marched through it) and history of Collier Heights, etc.
- Copier Ctr with a few computers
- The business/entertainment (restaurants, shops, etc.) options should reflect things the current community would enjoy and not just “general Atlanta” ideas.
- Parking should be decked to allow it all to be consolidated for a true transit development to include enough for those who park for commuting into town, commuting to major events in the city and those who will come to hang out at the development.
- Program for children’s sports should not “copy cat” other stations. This is not a “one size fits all”. It should include those wanted by those who live there.
- This is probably part of infrastructure, but bike lanes would be great!

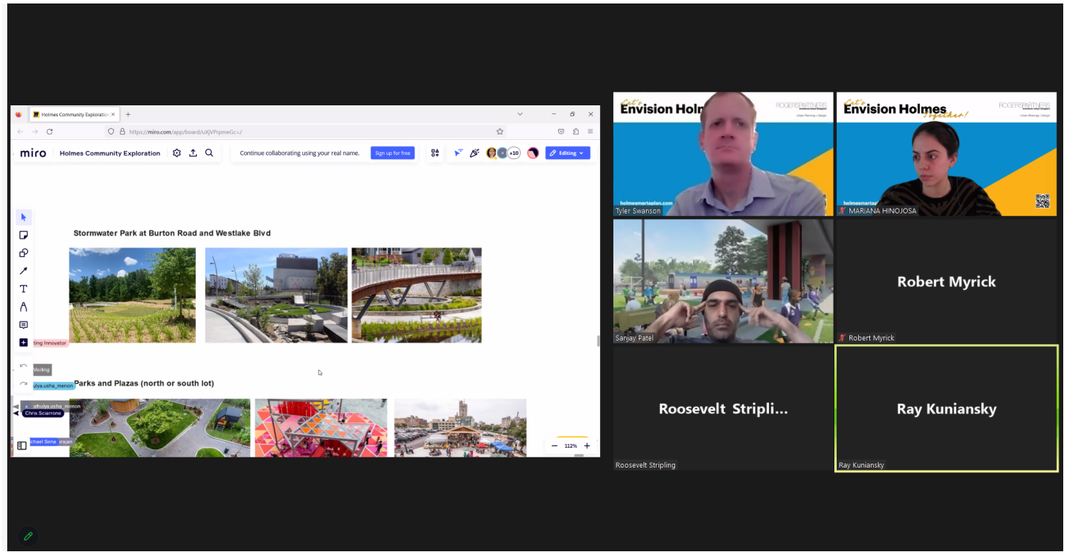


Poll #3: How do you prefer to receive project updates?

- **86% Email**
- 12% Website
- 22% Social media (Facebook, Instagram, etc.)
- 7% Digital newsletter
- 15% Text message
- 8% Printed flyers
- 0% Suggestion boxes in key locations

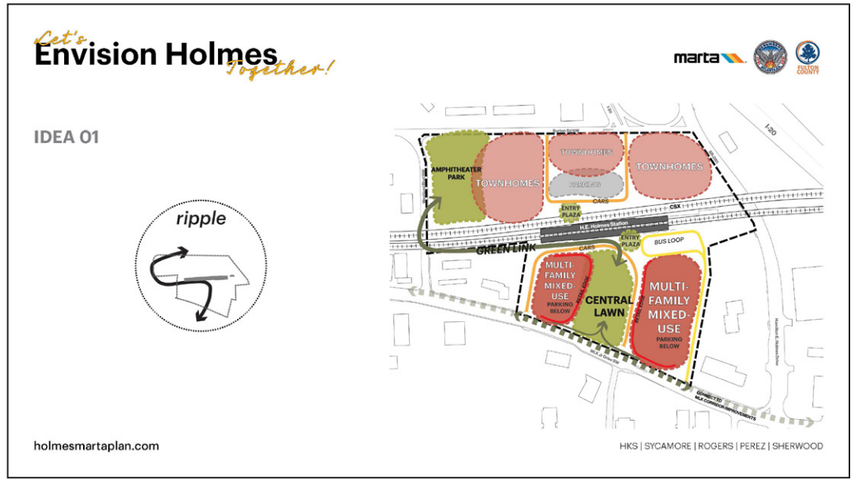
Additional feedback offered in the chat:

- One direct mailer to residents in close proximity about this meeting
- Attend the high schools
- NPU Meetings
- Have MARTA send out press releases to the media about this project
- Highlight inside station: historic houses of faith including Mt. Olive MB Church is 100+ years old; Oldest locally owned businesses; History of Margaret Fain School , etc.
- Flyers at the local businesses on MLK Drive and Fulton Industrial particularly take out and service oriented businesses
- NPU J should be involved as well for Collier Heights and Harvey Homes



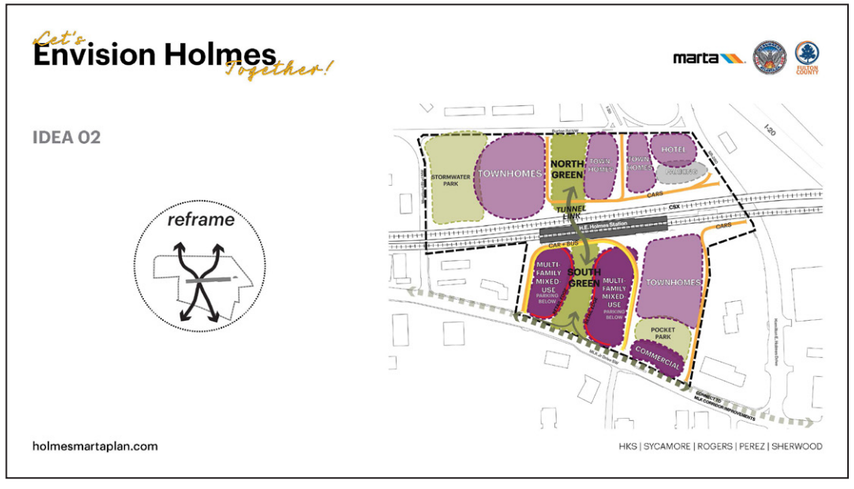
FEEDBACK: BREAKOUT SESSIONS

Attendees were asked to respond to three site organization ideas including the location of program pieces, open space location and activities, parking scenarios, circulation feedback, and visual preferences. The following represents some of the top comments received from the breakout sessions.



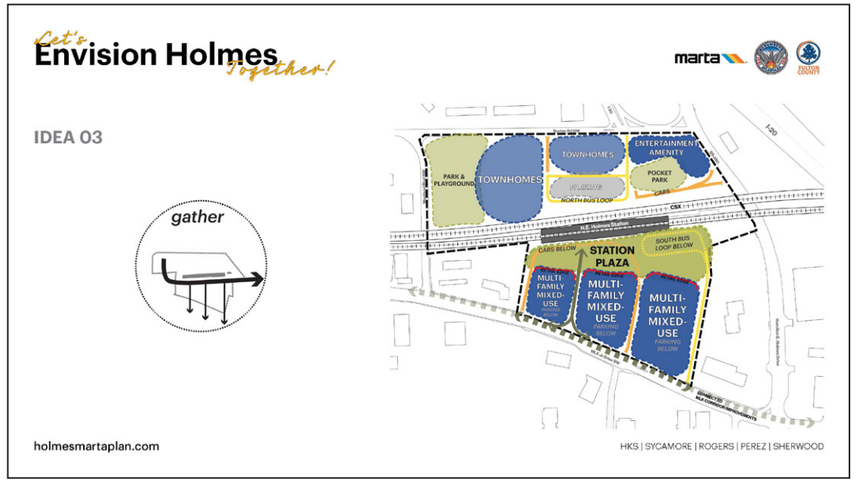
Idea 01 | Comments

- Merge Idea 1 & Idea 3
- How about the noise level between residential and parking lots/roads?
- Entertainment amenity should be considered here like Idea #3
- Central lawn: great for community; could include a dog park or community park with benches, walking areas.
- Surface parking not desirable.
- More than just soccer should be included. Other elements that will introduce the youth to diverse sports and activities. Spaces for people to workout - like pull up bars
- Need layered parking. Making sure it remains safe and secure. Making sure there is street lighting and cameras.
- Master plan should include Hamilton E Holmes Street to have a path from MLK. There's a 170 acre nature preserve park that does not connect to the station.
- Amphitheater Park: if at a lower elevation, could feel unsafe due to lack of visibility and will need to be programmed (ex: The MARTA Five Points amphitheater)
- Concerns about traffic noise for townhomes on Burton Road
- Traffic issues with proximity to I-20
- Higher density facing MLK makes sense.
- More housing and mixed-use along MLK.



Idea 02 | Comments

- Hotel feedback
- Concerns about having a hotel
- Could offer other facilities (conference/meeting rooms, copy center, etc.)
- Good location - proximate to interstate
- Thinking about ADU instead of garage parking.
- Liked the idea of connection between north and south.
- Interpretative system through trails that talks about the history of the place; more like a history wall.
- Where is the Collier Heights connection? IMPORTANT TO CONSIDER.
- Where is the retail? Ground level is the main level people are going to move back and forth.
- Green way study is important to look at. It's going to connect here. This is a MAJOR CONNECTION. Connects all the way to Proctor Creek (near intersection of Holmes and MLK).
- Transit flow has to function FIRST. People flow is also priority.
- Positive reactions to central green spaces and using the tunnel for flow/ adjoining the two sides.



Idea 03 | Comments

- Entertainment amenity: like the idea, but that space is not easily accessible
- Swap townhomes with parking such that parking is along Burton Rd.
- Park/Playground: could it be used by soccer in the streets?
- Bus circulation on the North may be important.
- Buffer zone between residential and train station; a green zone in between the two will be nice (noise and traffic concerns).
- Could stormwater be underground? East Beltline is nice.
- Least favorite scheme. Cutting off green space. Retail space should be visible!!
- Parking is going to be dark. Lighting would be important. NOT good for safety.
- Where is police/security station?

VISUAL PREFERENCE SURVEY

Attendees were presented photos of residences, mixed-use buildings, parks, plazas and landscapes from places across the country to gain a better understanding of the qualitative environment the community desires for the site. The following comments and imagery preferences capture the community's reactions and desired look and feel of the future development.

"townhouses should be lowrise and not large scale"

"central lawn great for community"

"spaces for people to work out"

"architecture that reflects the community, doesn't look like everywhere else"

"Atlanta is missing water features"

"Mix of these two: water and seating spaces with shade"

"looks comfy, like old downtown"

UNFAVORABLE VISUAL PREFERENCES

Attendees were presented photos of residences, mixed-use buildings, parks, plazas and landscapes from places across the country to gain a better understanding of the qualitative environment the community desires for the site. The following comments and imagery preferences capture the community's reactions and desired look and feel of the future development.

"Avoid big brick buildings that dominate the street like in Fourth ward"

"Less intimidating lighting"

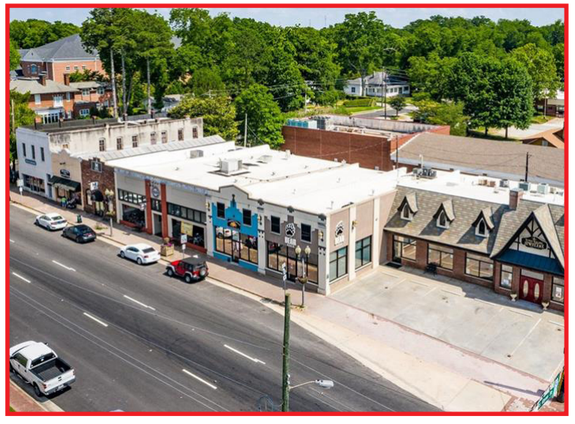
"Modern buildings might be alienating"

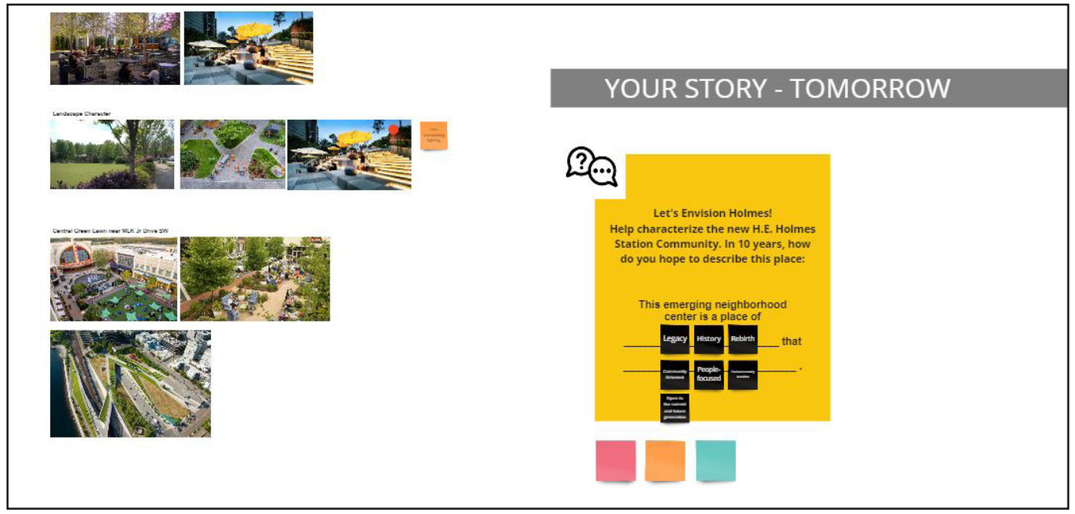
"height of building: 11/12 stories might be too high"

"umbrellas are not a good idea. They blow away."

"preference of greenery than hardscape"

"not a fan of yellow and gray architecture"

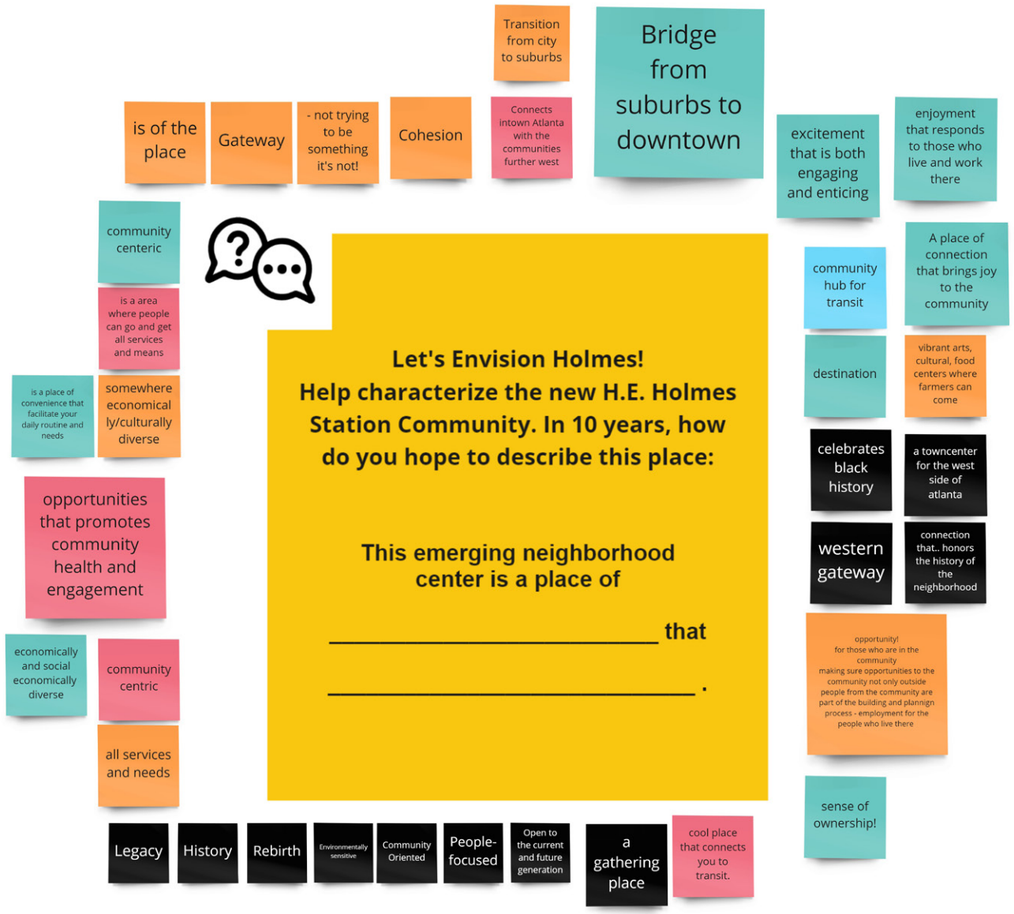




YOUR STORY — *TOMORROW*

Attendees were asked to engage in a "fill in the blank" activity designed to create a one-line story about the future of the H.E. Holmes site.
This emerging neighborhood center is a place of _____ that _____.
The following reflects storylines compiled from both breakout room sessions crafted by participants.

- This emerging neighborhood center is a place of convenience that facilitates your daily routine and needs.
- This emerging neighborhood center is a place of legacy, history and rebirth that is community oriented, people-focused, and environmentally sensitive and open to the current and future generation.
- This emerging neighborhood center is a place of opportunities that promotes community health and engagement.
- This emerging neighborhood center is a place of connection that honors the history of the neighborhood.
- This emerging neighborhood center is a place of gathering that celebrates black history.
- This emerging neighborhood center is a western gateway that is a town center for the west side of Atlanta.
- This emerging neighborhood center is a cool place that connects you to transit.
- This emerging neighborhood center is a place of cohesion that is not trying to be something that it is not.
- This emerging neighborhood center is a place of transition from city to suburbs that connects intown Atlanta with the communities further west.
- This emerging neighborhood center is a place of connection that brings joy to the community.
- This emerging neighborhood center is a place of enjoyment that responds to those who live and work there.
- This emerging neighborhood center is a place of excitement that is both engaging and enticing.



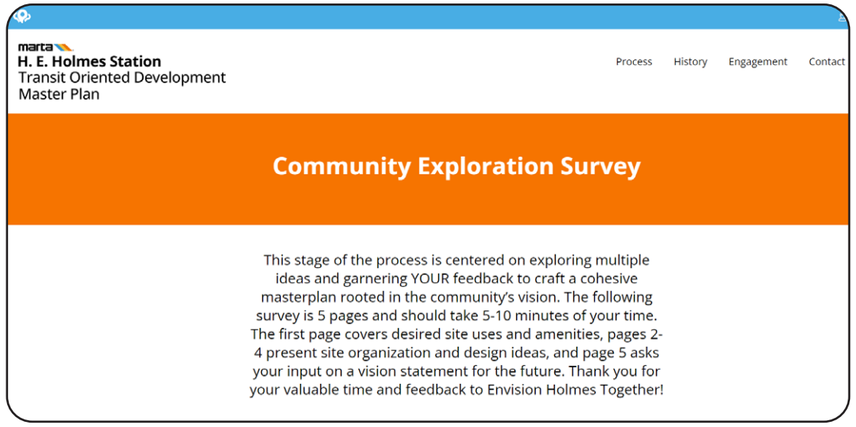
"This emerging neighborhood center is a place of **legacy, history and rebirth that is community oriented, people-focused, and environmentally sensitive and open** to the current and future generation."

Online Survey

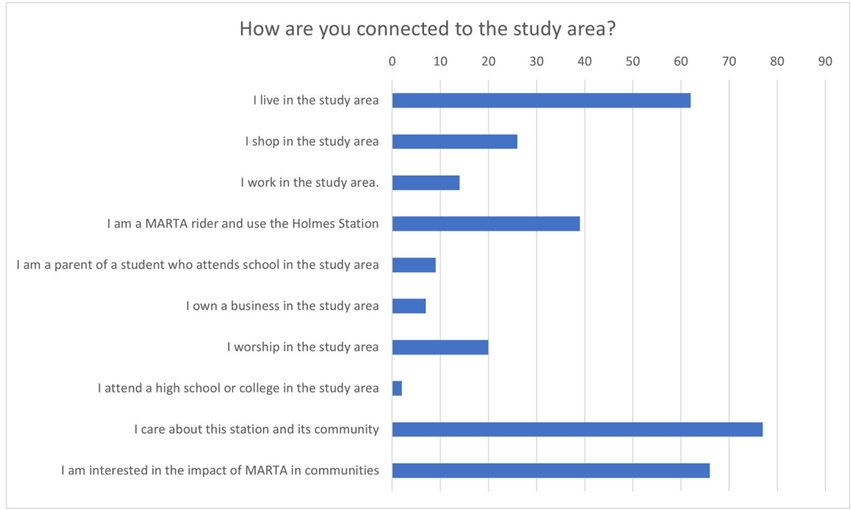
PARTICIPATION

119 TOTAL RESPONSES
COMMENT PERIOD: 02/10/23 – 02/28/23

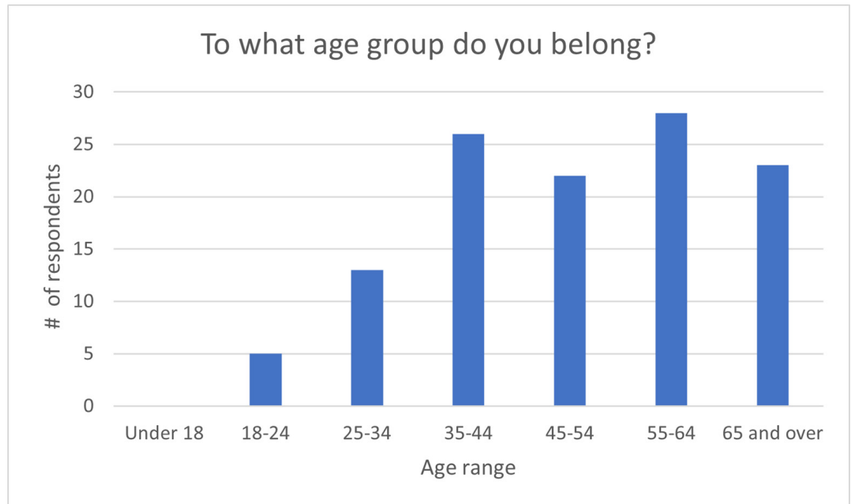
The online survey was 5 pages covering 1) site uses and amenities, 2) site organization and design ideas and lastly, asked for 3) input on a vision statement for the future. The following responses are summarized for each of the questions.



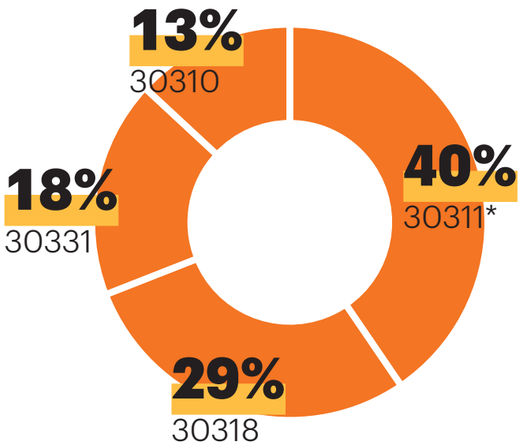
How are you connected to the study area? Select all that apply:



To what age group do you belong?

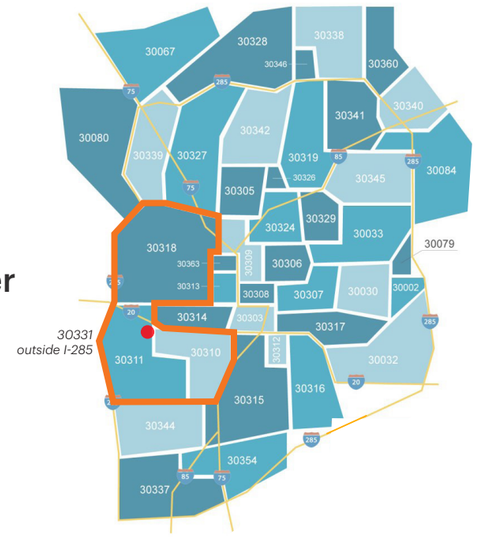


What zip code do you call home?



** H.E. HOLMES STATION ZIP CODE*

The majority of responses came from within the zip code where the Station is located, 30311. All other responses are from adjacent zip codes.

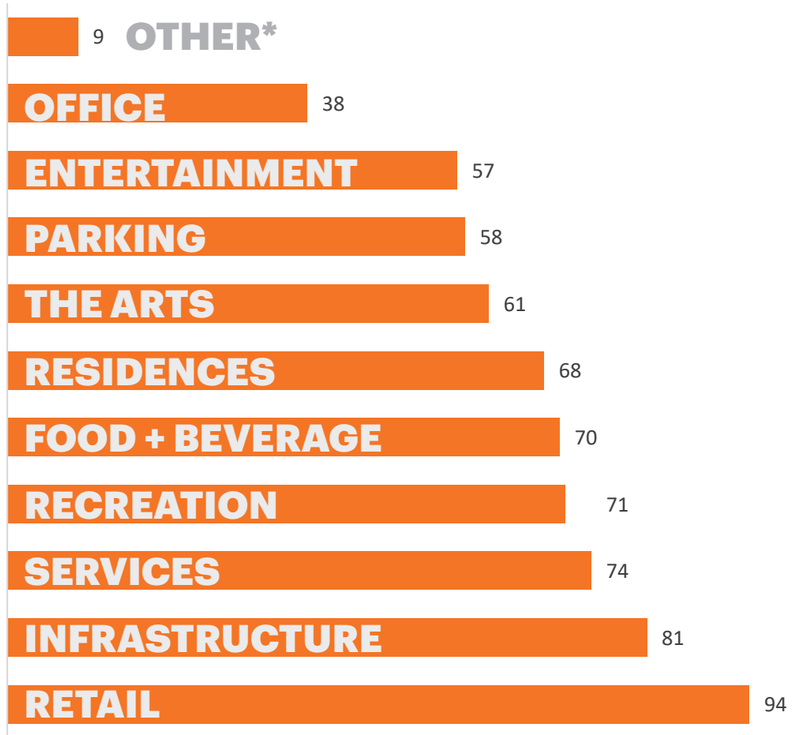


Map source: usmapguide.com

Describe the community around H.E. Holmes Station today with one word:

#OLDATLANTA	Convenient	Great Area To Live In	Mediocre	Stagnated
A Call Home	Depressed (2)	Growing	Memory Lane	Tolerance
Abandoned	Desolate	Hazardous	Needed	Transitional
Abandoned	Disinvested	Help	Needs Attention (4)	Unacceptable
Aged	Distressed	Historic (6)	Needy	Unappealing
Average	Dormant	Historical	Neglect	Underdeveloped (3)
Awful	Dull	History	Neglected (3)	Underserved (3)
Bad	Empty	Home (3)	Non-Existent	Underutilized
Barren	Enduring	Hood	Old	Undeveloped
Barren	Essential	Horrible (2)	Opportunity (2)	Uninspiring
Black Community	Evolving	Improving	Parking Lots	Unsafe
Blighted	Family	In Transition	Poor (3)	Urban
Busy	Family-Oriented	Interesting	Potential (3)	Vibrant
Challenged	Fast Vehicles	Lacking	Rundown	
Community	Forgotten	Liveable	Shady	
Concern	Gentrifying	Low Income	Skeptical	
Congested	Ghetto	Lukewarm	Stagnant (2)	

We've heard the following desires for the future of the H.E. Holmes station area from the community. What are your top priorities?
Select as many as you like (number reflect total votes per option).



Details on each response option included:

- RETAIL: Grocery store, health food store, local boutiques and shops
  INFRASTRUCTURE: Better sidewalks, street lighting and roadways
- SERVICES: A range of community-oriented services to meet daily life needs
- RECREATION: Green spaces and plazas for gathering, play and relaxing
  FOOD+BEVERAGE: Incorporating space for local and chain restaurants
  RESIDENCES: A diversity of housing types including affordable housing THE ARTS: Public art and color integrated in buildings and green spaces
- PARKING
- ENTERTAINMENT
- OFFICE

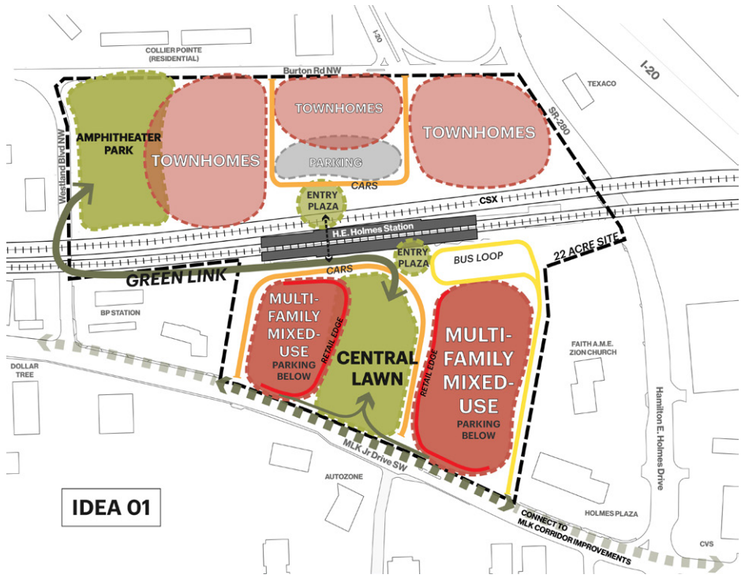
***OTHER Responses (Write-in answer)**

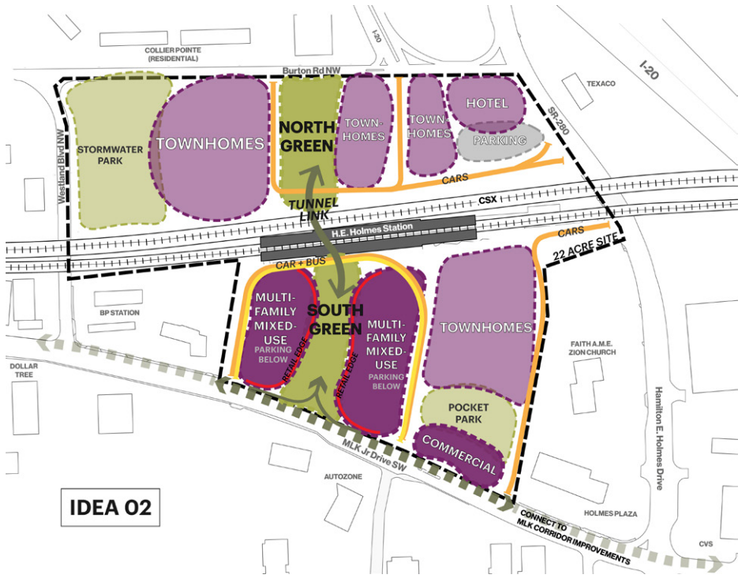
- Performing arts space
- Control crime and traffic and littering
- Safety
- Truly affordable housing for households with annual incomes less than 40k a year. Also low income housing that allows pets. A public library, affordable clean and safe laundry facilities, a public recreation center that has a pool and offers affordable/subsidized childcare for babies through age 13 and adult daycare and recreation for seniors.
- Public policy around freezing property taxes and ownership and rental preferred housing that will allow legacy residents and minorities to continue to live in the neighborhood once development is completed.
- Food places other than unhealthy fast food. Better security in area...Affordable apts for those who are not home owners
- Better Education in our community.
- Traffic plan and safety measures.
- Focus on walking and bike friendly services of all kinds. This is by a MARTA stop, everything a resident needs could be a 20 min max walk away from restaurants to grocery to entertainment.

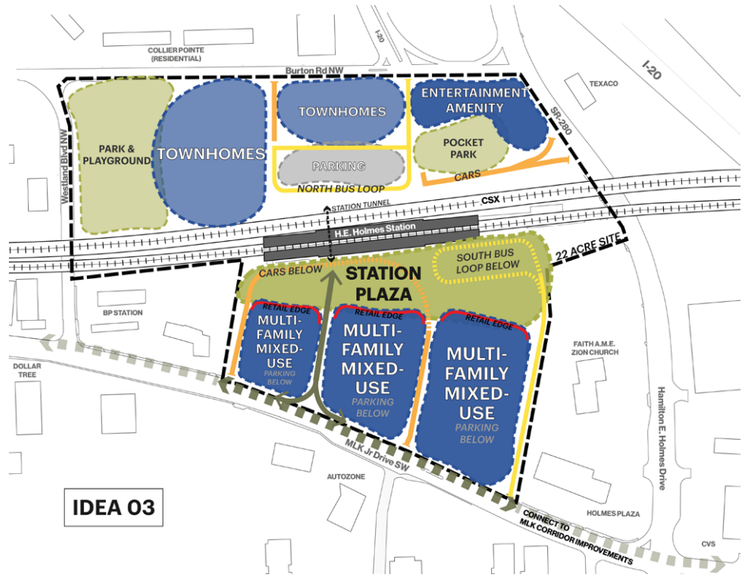
"Focus on walking and bike friendly services of all kinds. This is by a MARTA stop, everything a resident needs could be a 20 min max walk away from restaurants to grocery to entertainment."

Site Organization & Design Comments

Respondents were presented 3 plan options and asked to give general feedback and reactions to the plans. The below summarizes general themes from the responses.







General Themes on Idea 01:

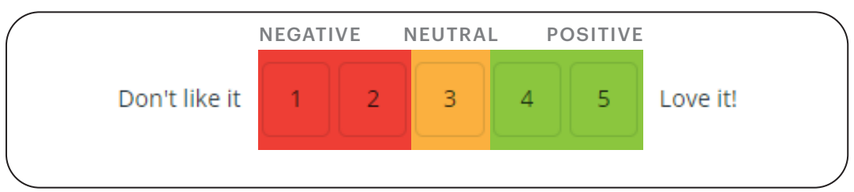
- Concern about the lack of retail, services, and job producing business/office space
- Concern that not enough parking will be provided for MARTA patrons and special events
- Support for green space, though mixed feelings on an amphitheater
- General support for overall idea of mixing uses and incorporating public programmable greenspace

General Themes on Idea 02:

- Generally, Idea #2 was best received of the 3
- Some concern raised about a hotel not benefiting existing residents or being a bad neighbor.
- Mixed feelings on greenspace – some love it, some want to see more affordable housing/denser development.
- Mixed feelings on stormwater park – some respondents are afraid that this wouldn't be open to or usable by the public, and thus are preferring an amphitheater or other use...
- General support for tunnel connection enhancements
- General concerns raised about parking – will there be enough available for MARTA patrons and special events?

General Themes on Idea 03:

- General support for an entertainment amenity
- Concern that there is no retail or business/street activation fronting MLK
- Mixed feelings on the split bus loop – could ease circulation – could make transfers more difficult.
- General concern about amount of parking provided
- General concern about lack of community services

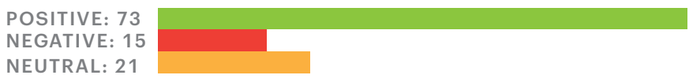


Like it or Love it?

On a sliding scale from 1-5, respondents were asked to rank the following statements on Parks and Greenspace, Buildings, and Site and Circulation. The following summary reflects responses with choice '3' being neutral, 1-2 generally negative and 4-5 generally positive.

Parks and Greenspace

Create a new park-like community amenity with the existing detention pond at Burton Road and Westlake Boulevard (north lot).



Buildings should front generously sized green spaces that are flexible for daily use and special events as focal points of the new development.

Create a place for Station Soccer and other opportunities for play and recreation for the community.

Buildings

Create a mixed-use development as a destination and community resource with places to live, work, shop and play.

Housing should cater to a range of ages, lifestyles, and needs to create and maintain a diverse and welcoming community.

Taller buildings with retail should be primarily on the south parking lot closer to MLK Jr Drive while smaller scale development including mostly townhomes should be on the north lot.

Site and Circulation

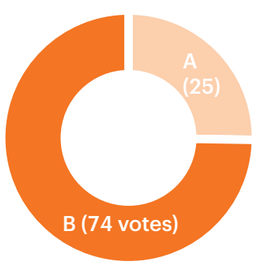
Bus circulation today is concentrated in the south parking lot only. Create space for buses to drop off/pick up on BOTH the north and south side of station.

Prioritize pedestrian safety and connectivity from MLK Jr Drive to the front door of the Station and future onsite amenities with wide sidewalks, shade trees, and street lighting.

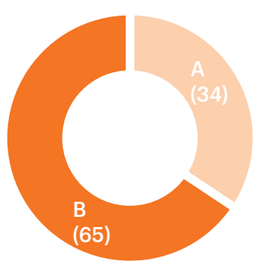
New parking should prioritize MARTA users and accommodate event parking, long term parking and parking for new development.

Image Preference Survey

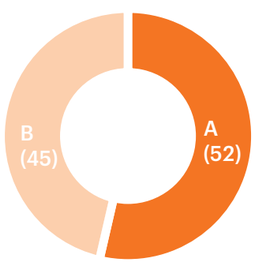
Respondents were asked to pick between the following image pairs to understand overarching preferences in quality and style. Images highlighted in orange rank higher in favorability.



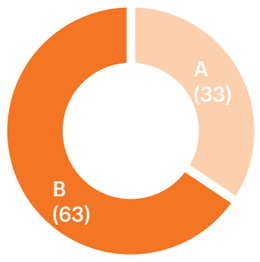
Townhomes along Burton Road.



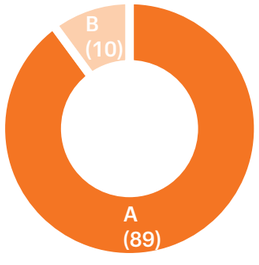
Stormwater park at Burton Road and Westlake Boulevard.

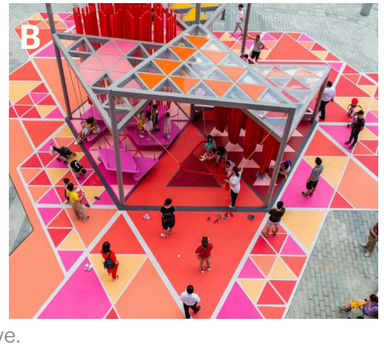


Landscape character.

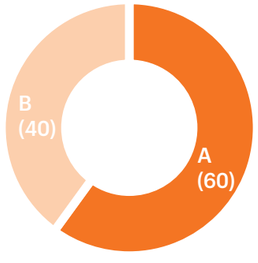


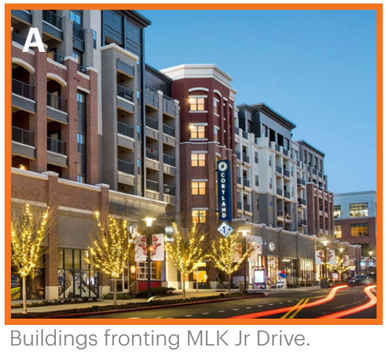
Recreation and play spaces.

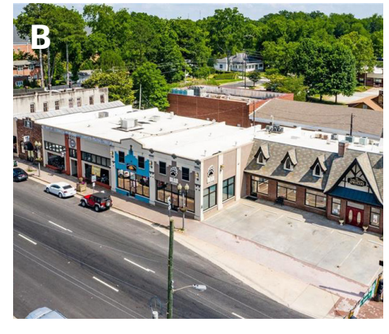




Central gathering space near MLK Jr Drive.







Buildings fronting MLK Jr Drive.

A Future Vision.

The last page of the survey presented a fill in the blank sentence asking the community to create a statement characterizes the neighborhood 10 years from now - "This emerging neighborhood center is a place of (1)_____, that (2)_____." These statements will inform the vision for the site.

Community Exploration Survey

05 | LET'S ENVISION HOLMES!

Help characterize the new H.E. Holmes Station Community. In 10 years, how do you hope to describe this place?

"This emerging neighborhood center is a place of innovation and will be a boon to improving the community."

This emerging neighborhood center is a place of...

- Opportunity
- Growth and possibilities
- Respite
- Thriving community
- Historical significance
- Commuters
- Gathering
- Vitality
- Modernity
- Inclusion
- Family environment
- Elegance
- Diversity
- Community
- Fun
- Connection
- Gathering
- Excitement
- Community
- What
- Opportunity
- Economic empowerment
- Community
- Value
- Wishes
- Historic value
- Recreation
- Community
- Hope
- Black excellence
- Shared space that benefits all demographics
- Potential
- Diversity and community
- Growth
- Pride
- Diversity
- Diversity
- Convenience
- Quality of life enrichment
- Community
- Joy
- Community
- Community
- Exploration
- Opportunity
- Pride
- Managed growth
- Community
- Community
- Safe gathering
- Diversity
- Safety
- Mixed-income residents
- Innovation and will be a boon to improving the community footprint
- Community
- Access
- Walkability and health focus
- Necessity & convenience
- Community
- Diversity
- Assurances
- Safety
- Great
- Resources and services
- Comfort
- Togetherness
- Revitalization
- Necessity
- Vibrancy
- Commerce and entertainment
- Serenity
- Connection
- Destination
- Community
- Enjoyment
- I hope that people living in single family homes will still exist in the area
- Marketable
- Community
- Diversity
- Diverse equity
- Community
- Community
- Live, work and social for the southwest side of atlanta
- Opportunity to
- Fun activities
- Community
- Stability for the area
- Connection
- History
- Opportunity
- Quality , well designed to the hightest industry standards
- Modern change
- Health, abundance, and prosperity
- Safety
- Economic opportunity
- Entry to atlanta

This emerging neighborhood center is a place of _____ , that....

- Meets the needs of its residents
- Allows it's citizens to connect and thrive
- Serves as a gateway to MARTA and the community.
- Embraces socio-economic diversity
- Embodies the notion of Atlanta as a "phoenix" rising from past painful episodes.
- Event attendees
- Should cater to everyone
- Connects history and the future with a meaningful present where different walks of life can feel at home.
- Is on the cutting edge of technology and housing
- Everyone is welcome to live, shop, work and play.
- Safe
- Embodies peace
- Equity
- Heart
- Serves the community
- Revitalizes
- Brings community together
- Proud to be a resident
- Convenes people and togetherness.
- I don't understand
- Creates hope
- Focus on community
- That uses public transportation
- Adds value to the community
- We need
- Has not been developed and valued.
- Entertainment
- Connectivity
- Has transformed the missing resources that this area had sorely lacked previously.
- Cares about the community that it serves.
- Meet the needs of residents (eat, live, work and play).
- Will be risky
- Reflects the best of Atlanta (old and new)
- Is needed
- Reflects the beauty of the community and its rich history that legacy residents can enjoy.
- Entertainment hub
- Thrives on community, collaboration, beauty, and safety.
- Provides safety for local residents and MARTA riders.
- Provides mix of work and homes
- Is safe and inviting
- Empowers
- Has housing low-,medium- and high-income earning individuals/families, and is diverse.
- Is affordable for all ages, especially seniors!
- Anyone can benefit from
- Will spur development in surrounding neighborhoods.
- Was envisioned by the neighborhoods, embraced by the neighborhood
- Diversity
- Safe
- Thrives
- Has all the necessities
- Evolving
- Has really changed the neighborhood.
- Fit the needs of the people who already reside in the area
- All members of the community should be able to benefit from and utilize
- Fellowship
- Comfortable
- Has community gatherings, and a healthier population

Respecting the past and understanding the present, as a foundation for the future.

This emerging neighborhood center is a place of _____ ,
that.... (continued)

- Brings more equitable development to our community without displacement of long time residents.
- We must all share.
- Creates opportunities
- Compliments our community
- Brings quality of life amenities for a neighborhood or people dedicated to the viability and longevity of the community.
- Fantastic
- Will benefit the well being and self sufficiency of our residents.
- Is safe
- Safe and inviting
- Gives hope
- Stands to improve the community's quality of life.
- Is safe.
- Is pedestrian friendly- walking .
- Creates a safe environment that connects people in the right way
- Centers the community
- Brings together the community.
- Is driven by socioeconomic diversity
- Provides entertainment and safety for all.
- The community is much safer than it is now.
- Live shop eat
- Welcomes others
- Caters to everyone and provides a little bit of everything.
- The community built
- Convenience
- Is safe and comforting
- A center that embodies the community and maintains growth that incorporates the neighbor and neighborhoods that existed before the growth/change.
- Create hope
- Good ambiance
- Is safe and provides everyday needs for the surrounding residents.
- Will be convenient to riders and patrons
- Makes it easy to live and get to work
- Describes that community
- Will enhance the community
- Creates pride , excitement and ownership of the spaces and places created
- Will be a great gathering place.
- Provides a haven for young black professionals and families
- Connects
- Community engagement
- Excite

THANK YOU
to the community
for sharing your
time and perspectives
to guide a future vision for the
H.E. Holmes Station site.

Focus Groups

PARTICIPATION

01 | Faith & Nonprofit Community Leaders
02 | Business Owners, Operators & Employees
03 | NPU & Community Association Leadership
04 | Youth & Young Adults
05 | Recreation & Play with Soccer in the Streets

The H.E. Holmes Design Team hosted a series of Focus Group meetings to hear unique perspectives about the future of the station site. The purpose was to hear from specific groups who may use H.E. Holmes Station now and in the future. The feedback will help ensure that the master plan reflects a wide variety of wants, needs, and desires. This chapter provides a high-level summary of the common themes heard across all Focus Groups and individual summaries of input received at each Focus Group meeting.

“...a place of pride, diversity, inclusion, culture and history that provides an equitable place to thrive and brings sustainability to Holmes.”

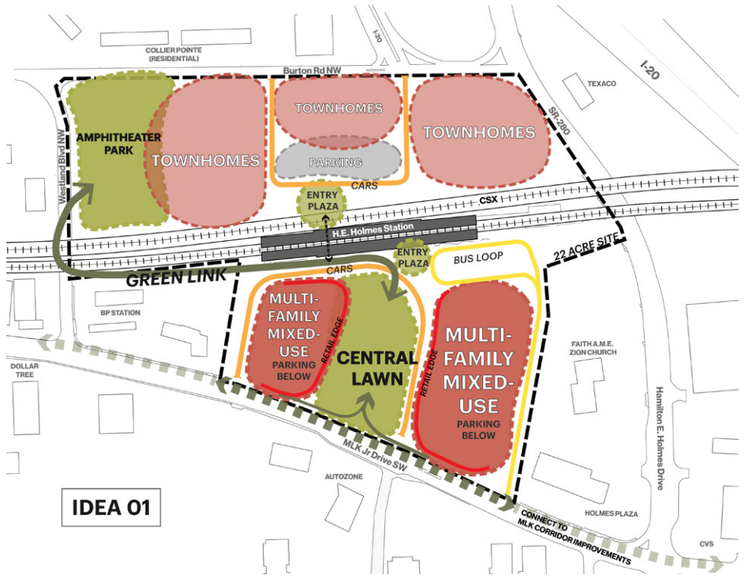
— Faith & Nonprofit Community Leaders Discussion

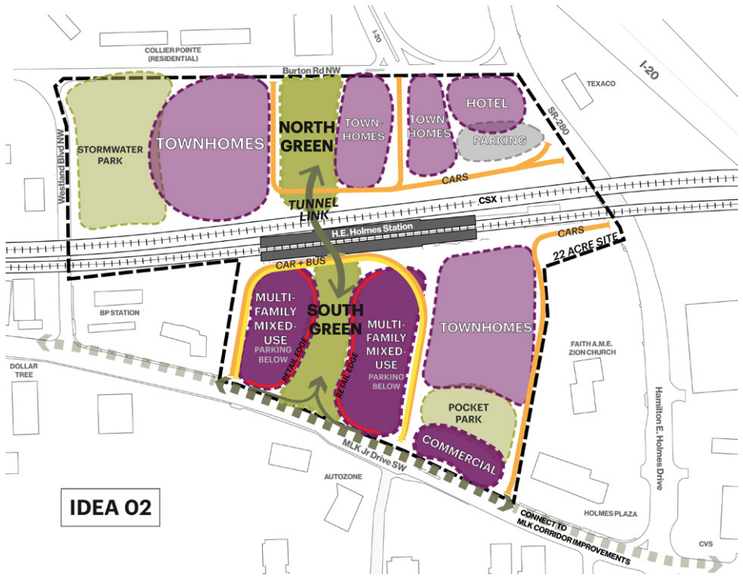
Focus group stakeholders proximate to the site.

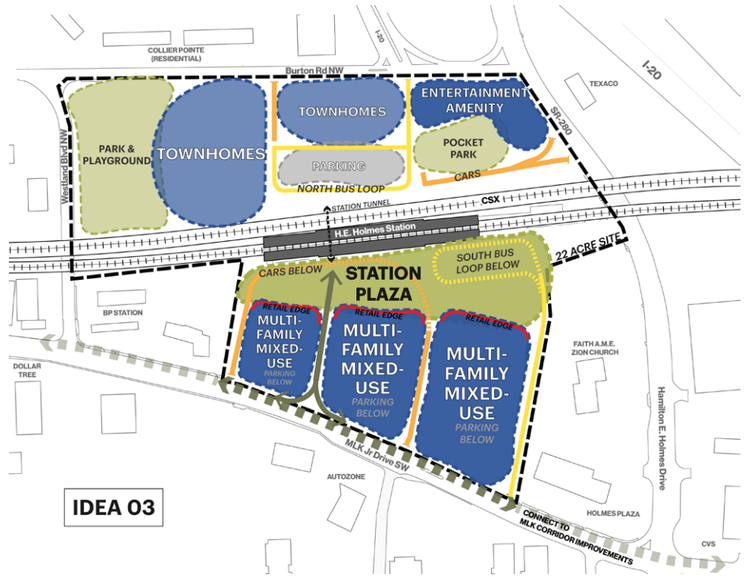
Common Themes on Uses and Amenities

Across the focus groups, there were some common ideas and thoughts shared. The focus group common themes are summarized below.

- Grocery Store – Community members stated resoundingly that the area is a food desert and greatly needs a healthy, high quality grocery store.
- Youth Opportunities – Community members are concerned with the lack of youth opportunities and are in favor of services and programming that will give them safe and productive spaces to hangout.
- Senior Opportunities – Taking care of the aging is a priority of the community. Seniors need opportunities nearby to gather and get out of the home.
- Entertainment – Youth and adult entertainment is lacking in the area. Community members shared ideas such as a movie theater.
- Greenspace, Parks & Recreation – Recreational opportunities such as soccer and basketball are needed. Some expressed the desire to raise awareness of different sports such as pickleball.
- Dining Options – Community members expressed the need for nicer dining options such as cafés, sit down restaurants.







Comments on Idea 01:

- The separation of bus and automobile traffic is favorable. Concerns were expressed about the amphitheater as it could attract more traffic to the area.

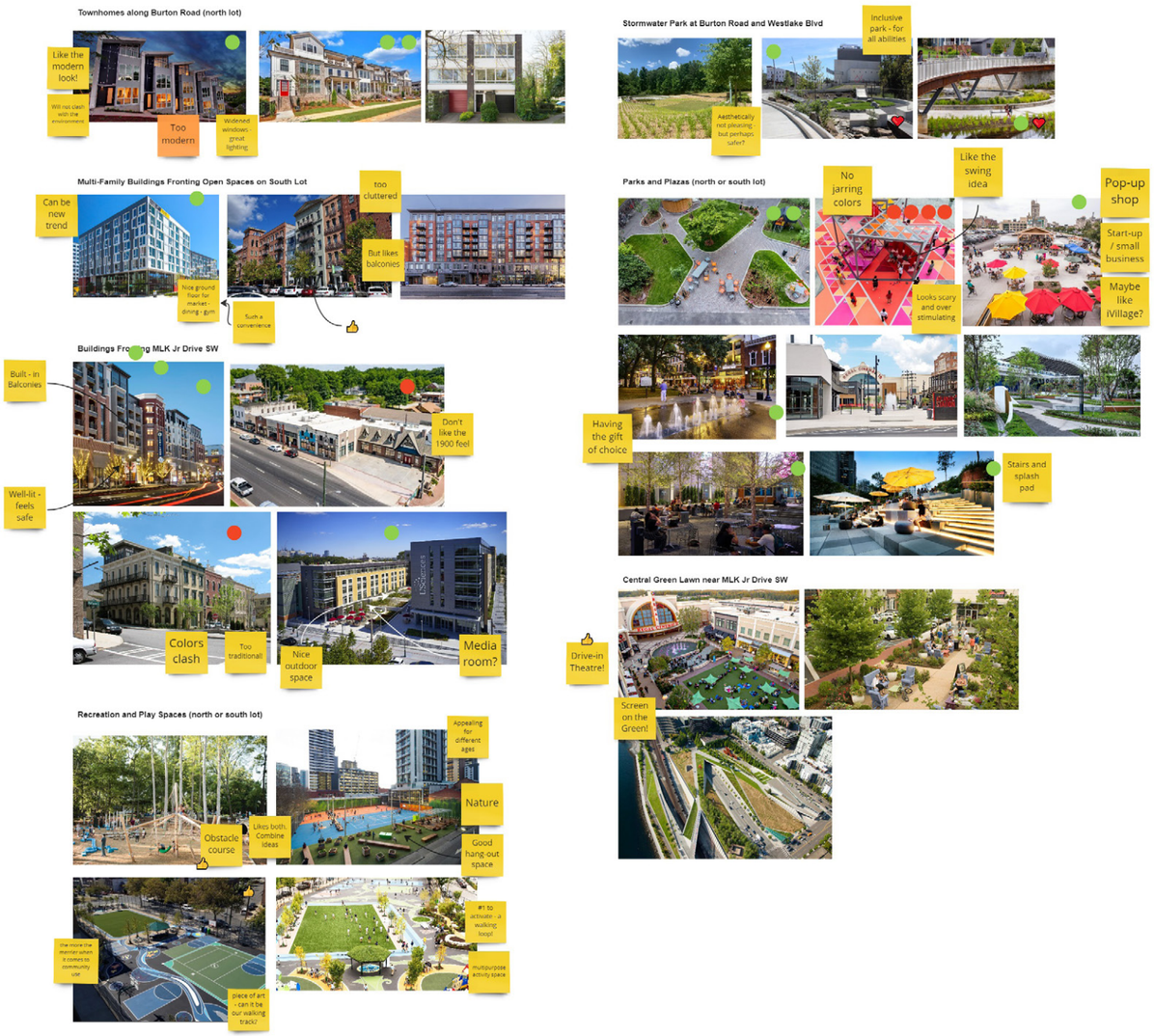
Comments on Idea 02:

- The two greenspaces were well liked by the community, as well as the idea of commercial facing MLK. This idea was seen as more inviting. Concerns were expressed about the hotel and the visual appearance of the stormwater park.

Comments on Idea 03:

- The response to the entertainment amenity were favorable. However, concerns were expressed about safety in underground parking and, potential bus/vehicle conflicts near the bus loops, and shared public/residential green spaces. Additionally, the requirement to walk through the development to access the greenspace was an issue.

VISUAL PREFERENCE FEEDBACK



01| Faith & Nonprofit Community Leaders

Discussion

What uses and amenities would you like to see around the H.E. Holmes Station?
- Provide resources for those making under $50K
- Making sure these new uses and amenities don't price out existing residents
- Healthcare facility – everything!
- Sit down restaurants
- Providing services, entertainment for youth
- Keep in mind those everyday users commuting to work
- Mental health facility/service
- Quality grocery store accessible to community
- Affordability in every use
- Concern with rising property taxes
- Provide benefits for a very diverse group

Examples of resources for youth:
- Adequate sport fields
- Rec center
- Education/recreation resources (parks with programming) that offer safety

Ideas for safety and to mitigate rise in violence:
- Looking at the context of what is happening all along the corridor
- Neighborhood is changing! The question is "how quickly?"
- Make sure that the new development maintains and supports the neighborhoods' existing character and rich history
- Concern with unsavory elements congregating in public spaces and public parks

Struggles for Students/Youth:
- Mental health
- History of poverty
- Input on Layout #1:
- Thumbs down – amphitheater
- Don't like amphitheater - could mean more traffic
- Security of underground parking / bus circulation at multi-family mixed use residential with parking below

Fill in the blank vision statement:
This emerging neighborhood center is a place of pride/diversity/inclusion/culture/history that provides equitable development/provides an equitable place to thrive/brings sustainability and equity to Holmes.

02| Business Owners, Operators & Employees

Discussion

What uses and amenities would you like to see around the H.E. Holmes Station?
- Visibility to know what's there
- Healthy food options
- Cafés
- Welcome center for the businesses in the MLK corridor
- Safety! Area is surrounded by illegal activity.
- Must be unique to this area – not like Edgewood
- Achieve the goal of sustainability
- Youth amenities – they need hangout space
- Consider youth business internships – entrepreneurship
- Senior amenities. Intergenerational
- Senior health and wellness is important
- Opportunities to experience New Atlanta
- Area is a fresh food desert – consider farmers market, etc.
- MARTA Market venue?
- Grocery concept is imperative
- Event space
- Entrepreneurial opportunities
- iVillage - Salon and flower shop and fruit/desert company do well. Kids come hang out at iVillage after school to have a snack. iVillage mostly destination today but no visibility from station or MLK.
- Soccer, basketball, pickleball, etc. Awareness of different sports
- Rental facility options
- Movie theater
- Seniors fall into depression, need a place to get out. Saving lives by getting out and getting fresh air, many don't drive. Hope, presence for tomorrow.
- Food needs to be convenient to grab for transit riders.
- Revitalize public transit in general.
- Nonprofit partnerships - regular weekly programming.

Other Input:
- Cars vs riding the train – helping the environment. This is an ecosystem; it's really helping the earth
- EV chargers should be included
- Recognize the Maynard Jackson administration – city relationship.

Fill in the blank vision statement:
- *This emerging neighborhood center is a place of community that promotes transportation.*
- *A true community.*
- *Marriage of residences, businesses, a sustainable community.*

03 | NPU & Community Association Leadership

Discussion

What uses and amenities would you like to see around the H.E. Holmes Station?
- Business owners across the street should be engaged
- Consider mailers to reach Collier Heights community
- Consider how sun moves across the site
- Keep as many existing trees as possible
- Multi-modal
- Consider taller buildings on north side – scale is important
- Pump track, pickleball, skate park, basketball, soccer
- Consider topography – interface with existing fabric
- Surrounding neighborhood is primarily single story
- Community center
- Separate resident and rider parking
- Nice sit down restaurants
- Preserve existing tree coverage
- Market
- Beautify the parking lot. It is in disrepair
- Parking – consider surge
- It should look inviting
- Dogwood trees, flowers
- Coffee shop
-

Other Input:
- Provide background information on the study such as topography and adjacent context, clarity on parking strategy, pedestrian and bike flows around the area
- Impact of freight and rail? RR noise

04 | Youth & Young Adults

Discussion

What uses and amenities would you like to see around the H.E. Holmes Station?
- Gym
- Grocery store
- Focus on accessibility in public spaces – universal design
- Nearest playground is at Mays Manor

Input on plan layouts:
- Like idea of having parks and open space near residential areas for safety and to allow children to play close to home for easier parental supervision.

Visual Preferences Input:

Townhomes along Burton Road:
Image #1: like the modern look; will not clash with environment; widened windows allow great lighting.

Multi-Family Buildings Fronting Open Spaces on South Lot
Image #1: Can be new trend; nice ground floor for market, dining, gym
Image #2: Too cluttered; likes the balconies

Buildings Fronting MLK Jr Drive SW
Image #1: Like built in balconies; well lit – feels safe.
Image #2: Don't like the 1900 feel
Image #3: Colors clash, too traditional
Image #4: Like nice outdoor space, could have a media/study room here

Recreation and Play Spaces (north or south lot)
Likes both images; combine ideas. Obstacle course a good idea.
Appealing for different ages, nature; good hangout spaces
Parks and Plazas (north or south lot)
Image #1: Liked
Image #2: Do not like jarring colors but like the swing idea
Image #3: Good idea for pop up shops for small/start up businesses. Maybe like iVillage
Image #4: Likes water feature
Image #5: Do not like; Atlantic Station not safe
Image #7: Liked
Image #8: Like the stairs and can combine with splashpad. Like the idea of having choices

Central Green Lawn near MLK Jr Drive SW
Image #1: Like idea of drive in theater or screen on the green

05 | Recreation & Play with Soccer in the Streets

Discussion

How should recreation and play be fully integrated into the site design?
- A dedicated field for Station soccer is just one piece of the ecosystem in this community to support play and recreation, the design team should also consider connection and collaboration to C.T. Martin Natorium and nearby parks.
- Station Soccer typical schedules include activity with youth in February through November and structured play Mondays-Fridays after school from 4pm - 7:30pm; Saturday morning from 9am-12pm and Sunday 10am-noon.
- Adult play is year round including social pickup games, league play is 7:30pm-10:30pm Monday through Friday and 5pm-10pm Saturday and Sunday.
- Site plan Idea 02 is preferred option and the only that looks to best support community focused recreation and play.
- Consider bringing in local artists for mural work around the site.
- Currently piloting a classroom at West End will include a deck, community garden and hired someone who lives two blocks from the field to help manage it.
- Hire people from within the community to help manage and program recreation and education opportunities; it should be someone that will be known and recognized by the community.
- When families see children playing, everything changes; there is greater connection and barriers come down.
- Consider that the recreation fields could be the first piece of phasing to create a site activity; programs help to inspire passion.
- At the West End Station the fields have become a third space where parents are playing cards and families are hanging out.
- During off hours of scheduled game and practices the community is using the field for other purposes, this will be great for H.E. Holmes site as well.
- The Holmes site could be used as a pilot to test providing transportation routes for your to connect to other important places in the community.
- The typical Station Soccer field is 50'x100'.
- The asphalt art at Kensington Station is frequently used as a walking track, a good idea to incorporate at this Station for parents and all community members.

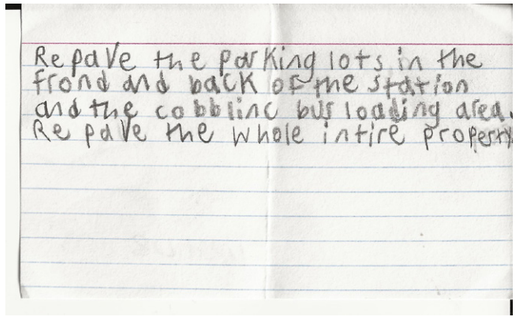
Suggestion Boxes

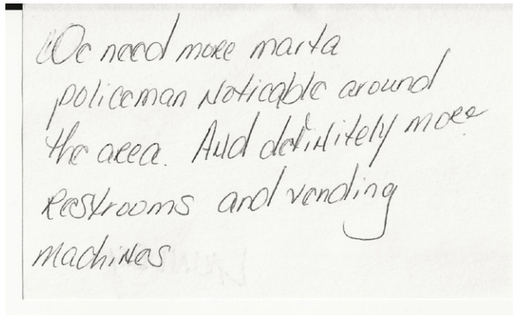
ONSITE FEEDBACK

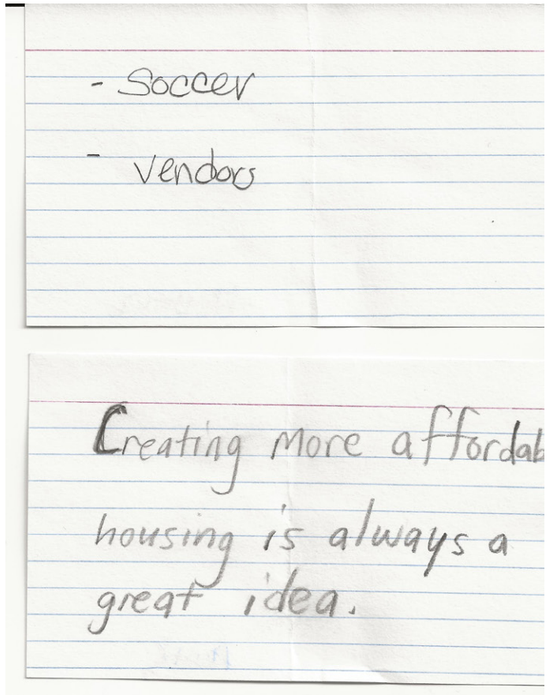
The design team deployed suggestion boxes in the community in January 2023 to provide another easy way to give feedback and stay up to date on the project. The following responses were received with the prompt "*What are your ideas for the future of the H.E. Holmes Station site*?". The suggestion boxes also included a QR code pointing to the project website and survey.

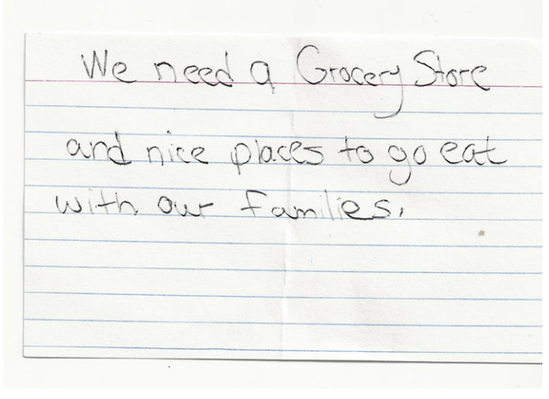
Suggestion Box Locations:
Washington Park Branch Library: 1116 Martin L. King, Jr. Drive, SW
Adamsville-Collier Heights Branch Library: 3424 Martin L. King, Jr. Drive, SW
C.T. Martin Natatorium & Recreation Center: 3201 Martin L. King, Jr. Drive, SW
Plaza Coin Laundry: 3565 Martin L. King, Jr. Drive, SW, Unit 4
Saint Paul of the Cross: 551 Harwell Road, NW

Ideas for the future...









Design Team Takeaways

Across all of the engagements the design team listened and learned from the community and heard many varying perspectives on 1) Parks and Open Space, 2) Buildings and 3) Site Circulation. As we move into recommended a consolidated scheme, the following takeaways will inform the approach to site organization, uses and crafting a place that reflects values expressed by the community.

PARKS & OPEN SPACE

Community feedback on parks and open space indicates a strong preference for two connected greenspaces on the north and south side of the station (Idea 02), with a focus on safety, accessibility, and uniqueness for recreation, green spaces, and plaza spaces. Amenities and facilities that received positive feedback included high-quality pedestrian and bicycle facilities, multi-purpose courts, a playground, and shaded seating areas. Additionally, some feedback mentioned the importance of multifunctional public spaces and stormwater management integrated into the public realm. Additional insights from the design team are as follow including the below images that received positive feedback.

Public Open Space & Amenities

- Create a town center that feels appropriate to the surrounding existing community.
- Two open space focal points with different characteristics preferred.
- Restore tree canopy and expand ecological connections to nearby parks and trails.
- Celebrate and honor history through public art
- Create a destination that draws pedestrians and bikers to the site, not just cars and buses
- Consider plaza spaces and central open spaces to solidify community ownership and enhance the arrival experience
- Enhance the arrival experience to celebrate and draw attention to the site
- There is overall agreement that it will be important for the recreation, green spaces, and plaza spaces to be safe, accessible, visible, unique, and responsive to the local history of the area

- High-quality pedestrian and bicycle facilities with appropriate separation of uses and connections extending beyond the station area into the community
- Consider program such as: playground; multi-purpose court that includes volleyball, badminton, and possibly pickleball; basketball court; Exercise/ Fitness areas; Dog Park (small); shaded seating areas; water feature/splash pad
- Central lawn (probably North Green) has potential for multi-use open space for various sports
- Stormwater management integrated with the public realm
- Balance of hardscape and softscape
- Create less formal open space that integrates landscape while still considering safety
- Consider north side of the site for open space that integrates art/education and flexible field space for play that should be suitable for multiple sports.
- Maintain forested area/significant tree coverage
- Amphitheater in the detention pond (mixed response, concerns about need for programming to ensure it is well used)
- Skate Park – could be integrated under rail guideway west of station?
- Edible landscaping/fruit trees

Greenways and Connections:

- Highlight key greenways for future connections
- Ensure bike infrastructure allows for future connection to the BeltLine through either Lionel Hampton Trail or Anderson Park
- Walking/running trails with interpretative signage related to the history of the community

BUILDINGS

Community feedback on buildings indicated a preference for smaller scale development that creates a town center feel. There was agreement that higher density development is appropriate for the south lot while smaller scale development including mostly townhomes fits with the context on the north lot. While there were varying responses on the exact architectural styles, generally the community responded that the architecture should feel authentic to its place and not ‘cookie-cutter’ development.

Housing

- Include a mix of housing options, such as apartments, townhomes, and single-family homes
- Buildings should reflect and respond to nearby architectural history of Collier Heights
- Affordable housing should be included
- Building heights should vary, with taller buildings located near the MARTA station and lower buildings located at the edges of the site
- Consider incorporating green roofs and other sustainable design elements
- Develop housing with an emphasis on sustainability and energy efficiency
- Consider a mix of affordable and market rate housing options
- Consider transitioning building massing to match the adjacent community’s scale at edges
- Integrate additional uses on the north lot in addition to townhomes

Retail & Commercial

- Retail and commercial spaces should be located along MLK and Burton Rd, with storefronts and entrances facing the street
- Small business incubator spaces could be included to support local entrepreneurship
- Consider the needs and desires of the surrounding community when selecting retail and commercial tenants

SITE CIRCULATION

Community feedback on site circulation and parking focused on creating a more pedestrian friendly environment for the best experience for both transit users and visitors to the development. The design team heard varying opinions on bus circulation and in general understood that wayfinding and user experience for bus riders is paramount to exact location of the routes. The community agreed that event parking is an important aspect of this site as an end of the line station and brings value to future retail tenants.

- Parking should be located on the perimeter of the site, rather than in the center
- Consider incorporating structured parking to maximize available space
- Circulation should be designed with pedestrians, bicycles, and vehicles in mind
- Consider including dedicated bike lanes and bike parking throughout the site
- Design should prioritize safety and accessibility for all users
- Update street design to ease traffic, including turn lanes, pedestrian safety island, bike lane buffer near intersection, midblock crossings, and on-street parking
- Provide proper street design and signage that clarifies entry and exit to parking lots/ garages
- Careful attention to intersections and proper sidewalk and street frontage to accommodate high pedestrian, bicycle, and vehicle traffic.
- Trees on parking decks/desire to reduce heat island
- The design team should consider how wayfinding and bus transfers may impact riders if bus circulation is split into a north and south loop

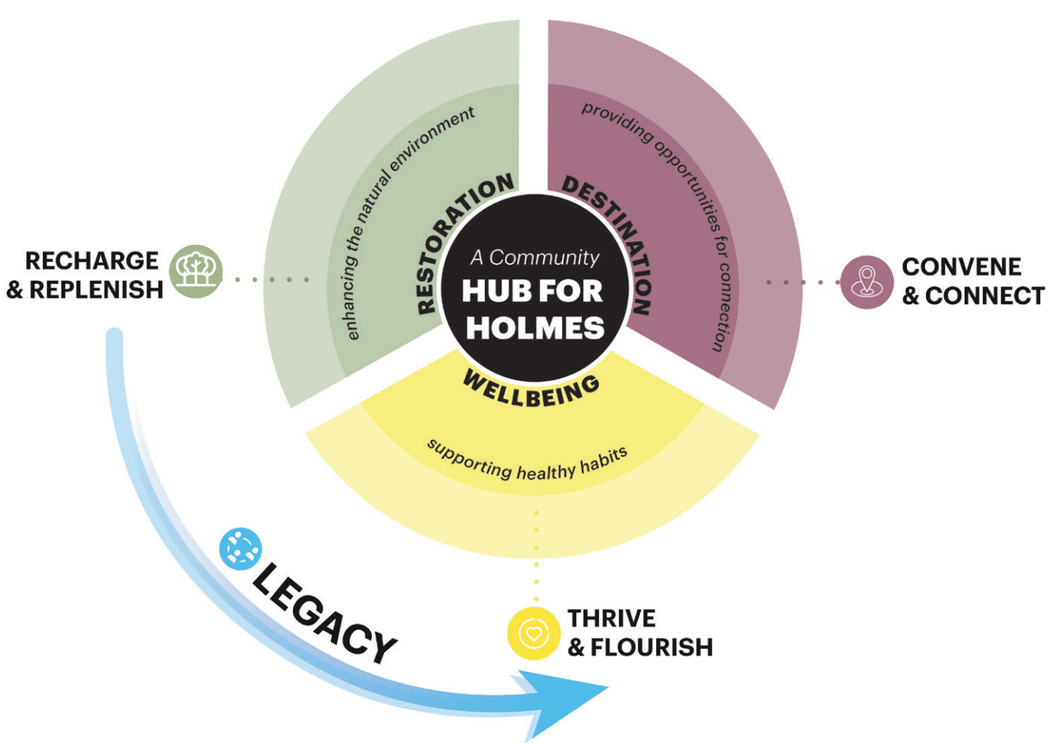
Next Steps

The Community Exploration Sessions marked the end of the 'Explore' stage. Armed with community feedback the design team's following master plan framework seeks to align around a collective vision for the future.

A final public community input meeting will be hosted in-person in late March 2023 to present the recommended idea incorporating all community and stakeholder input to date.

Guiding Principles

The master plan's guiding principles should guide long term decision making for the future success of the H.E. Holmes Station site.



FROM A COMMUTER HUB TO A *COMMUNITY* HUB...

DESTINATION

The site will be a destination for the surrounding community and visitors alike, a place that supports the day to day life of its neighbors and becomes a city-wide attraction integrated with all modes of transit.

RESTORATION

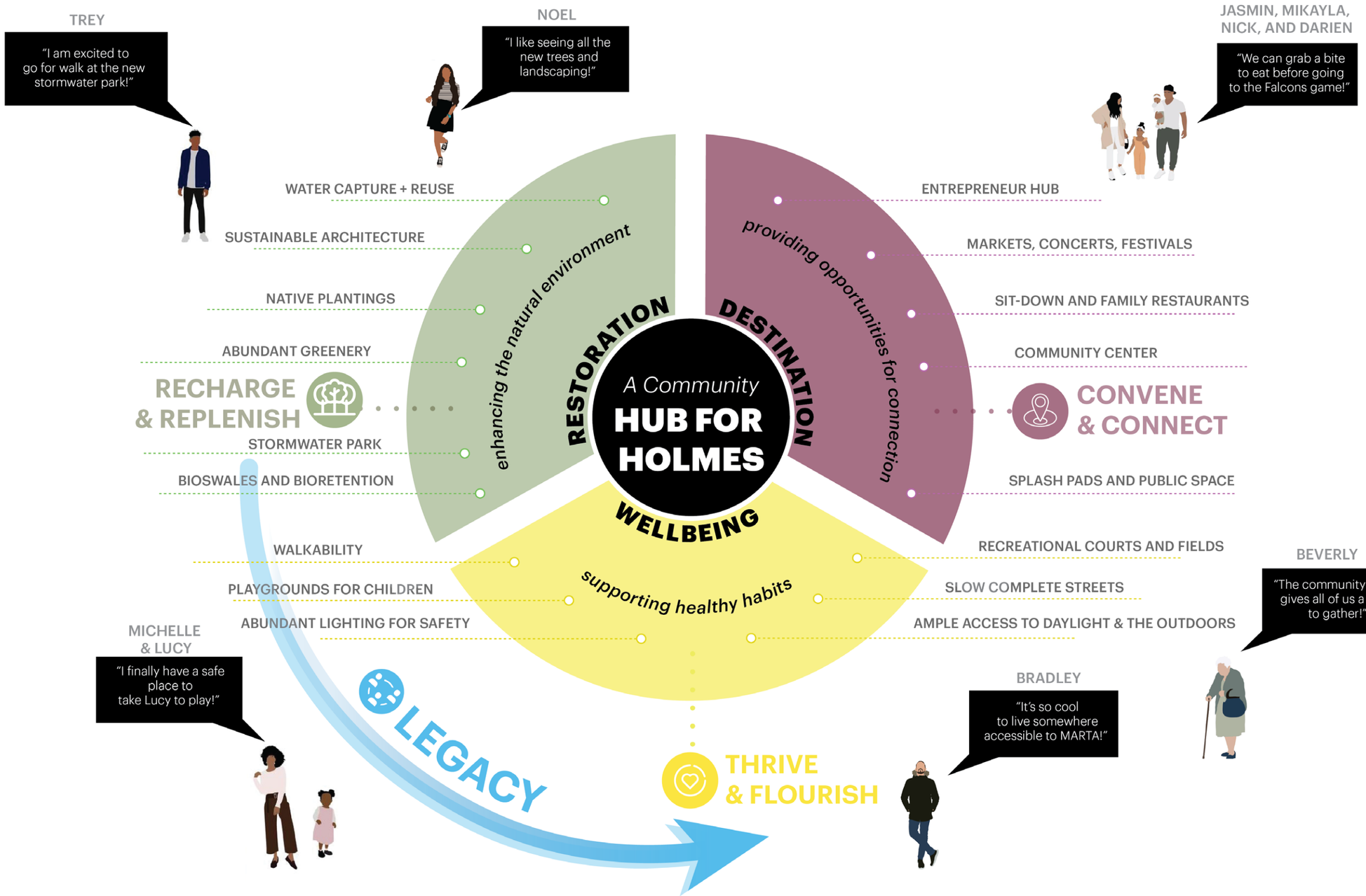
Through intentional design interventions the site will restore local natural ecosystems for the benefit of people and the earth.

WELLBEING

The site will have a ripple effect on the surrounding community to positively impact health through safe, easy and enjoyable opportunities for physical activity.

LEGACY

The site should honor Dr. Hamilton E. Holmes and the history of the surrounding community with a public realm that prioritizes equitable access, building spaces that support local businesses and a celebration of integrated transit.


TREY
"I am excited to go for walk at the new stormwater park!"
NOEL
"I like seeing all the new trees and landscaping!"
JASMIN, MIKAYLA, NICK, AND DARIEN
"We can grab a bite to eat before going to the Falcons game!"
WATER CAPTURE + REUSE
SUSTAINABLE ARCHITECTURE
NATIVE PLANTINGS
ABUNDANT GREENERY
RECHARGE & REPLENISH
STORMWATER PARK
BIOSWALES AND BIORETENTION
RESTORATION
enhancing the natural environment
ENTREPRENEUR HUB
MARKETS, CONCERTS, FESTIVALS
SIT-DOWN AND FAMILY RESTAURANTS
COMMUNITY CENTER
CONVENE & CONNECT
SPLASH PADS AND PUBLIC SPACE
DESTINATION
providing opportunities for connection
A Community
HUB FOR HOLMES
WELLBEING
supporting healthy habits
WALKABILITY
PLAYGROUNDS FOR CHILDREN
ABUNDANT LIGHTING FOR SAFETY
RECREATIONAL COURTS AND FIELDS
SLOW COMPLETE STREETS
AMPLE ACCESS TO DAYLIGHT & THE OUTDOORS
BEVERLY
"The community center gives all of us a place to gather!"
MICHELLE & LUCY
"I finally have a safe place to take Lucy to play!"
LEGACY
BRADLEY
"It's so cool to live somewhere accessible to MARTA!"
THRIVE & FLOURISH

Recommended Framework

A COHESIVE VISION GUIDED BY THE COMMUNITY TO ONE RECOMMENDED MASTER PLAN FRAMEWORK

Data to Design

Program Summary

Development Framework

Public Realm & Ecology

Data to Design

Connecting research and data from the previous stages, the Recommend stage identifies design strategies specific to the master plan.

connecting data to design

	INVESTIGATE DATA POINT	***EXPLORE*** DESIGN QUESTION
BUILT	More than 75% of sidewalks are missing or impassable in the immediate area	***How should the site create better connectivity to nearby residential areas in the surrounding context?***
BUILT	Within a 1/2 mile catchment of the site residential density is approximately 3.6 DU/acre	***How should the site balance density to be contextually appropriate while being a catalyst for long term change in for the neighborhood?***
NATURAL	The site has an unsafe heat index at 87/100	***How can the site mitigate heat impacts through design interventions to provide an oasis for year round enjoyment?***
NATURAL	There are no parks within a 1/2 mile (10 minute) walkshed of the Station	***How should the site address open space to provide a variety of park amenities to serve both current and new residents?***
NATURAL	The site is at a local high point at the top of regional watershed for Sandy Creek	***How can water management align with public space to provide resilient and sustainable infrastructure solutions?***
HUMAN	The surrounding community has a near 40% health risk due to physical inactivity compared to less than 25% for Fulton County	***How can the built environment shift to make the healthy choice the easy choice for all users?***
HUMAN	People ages 65+ are the only age group in the community with population growth over the past decade	***How can the site be developed to support the current elderly population while attracting young people and families to live, work and play here?***
HUMAN	The local community is lower income and a more service oriented workforce compared to Metro Atlanta	***How can the site become a 18-24 active destination to ensure safety at all hours?; What programs and educational collaborations will be important for the long term health of the community?***

RECOMMENDED DESIGN STRATEGIES

DESTINATION

- Create spaces for entrepreneurs to learn and grow
- Public spaces host markets, festivals and bring the community together
- Circulation balances the needs of all modes of transit for a safe and enjoyable experience
- Building ground floors should contribute to and activate the public realm

RESTORATION

- Reduce heat island through abundant shade
- Connect north and south through public space
- Incorporate EUI target requirements in future buildings
- Intersect public space framework with water infiltration and capture strategies
- Include educational and learning opportunities around sustainable strategies

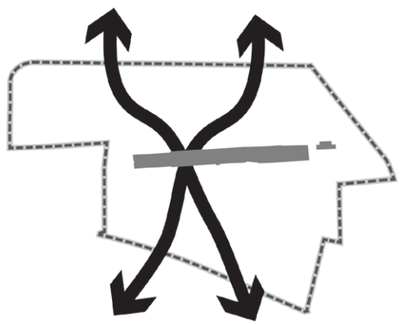
WELLBEING

- Streets prioritize pedestrian safety and movement
- Walking trails connect to public spaces
- Play spaces generate activity for all ages and abilities
- Street and public space lighting creates a safe and welcoming environment
- Buildings are designed with ample access to daylight and outdoor spaces

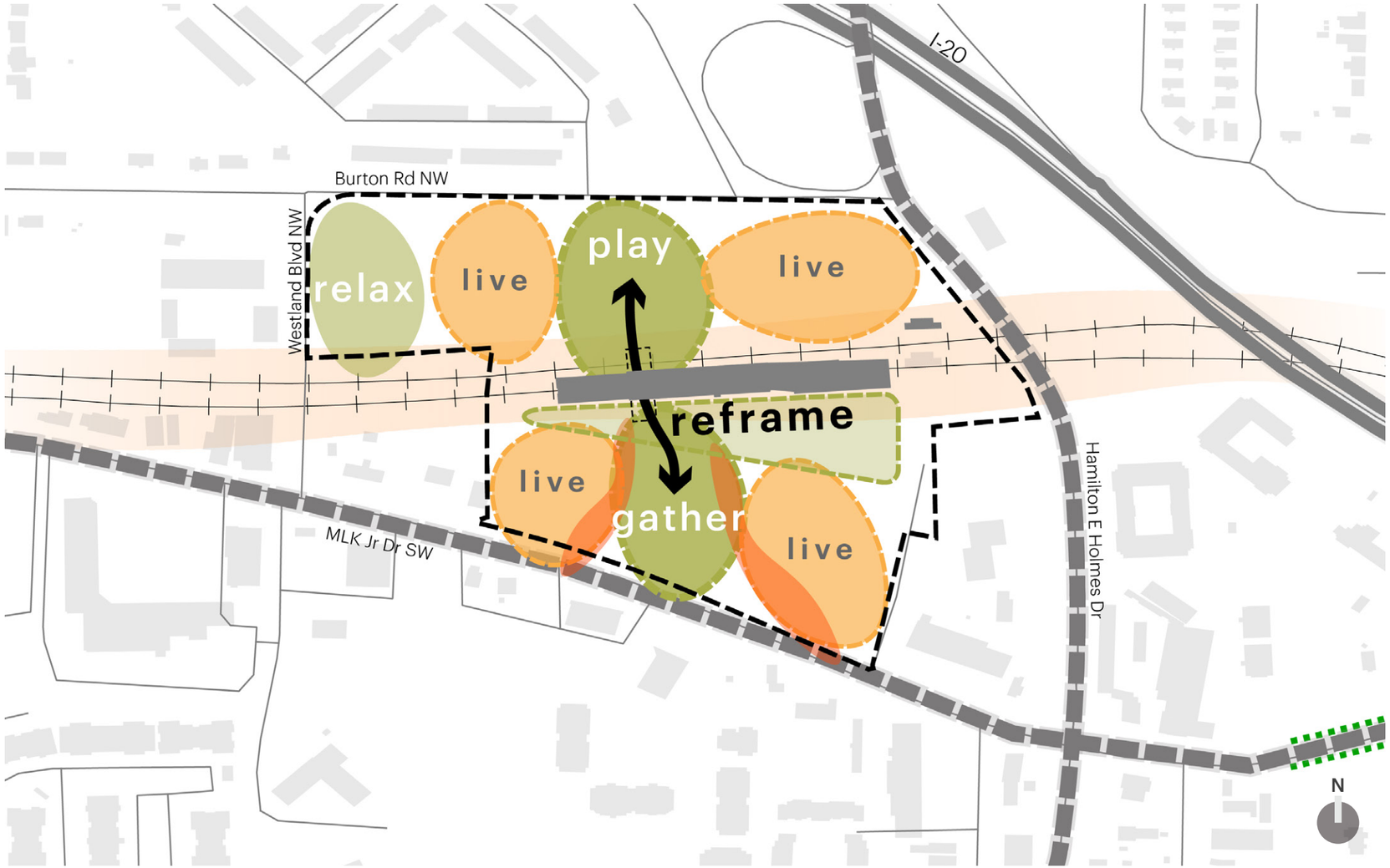
LEGACY

- Honor the past through public art and signage
- Provide community consistent community programming in parks and open spaces
- Architectural materiality and form should be inspired by its context
- Create places and programs for multi-generational activities
- Local youth should feel invited, engaged and safe

Reframe | H.E. Holmes Station Site



Reframing the Station Tunnel



REFRAME

Built Environment

Streets & Connectivity

- Street alignment to Burton Road on the north lot is maintained at the interstate off ramp.
- Additional north connections allow residential flows.
- The south lot is separated to connect to MLK Jr Drive for a car only and bus only loop.
- Enhanced intersections on site and to adjacent roads.

Parcels & Flexibility

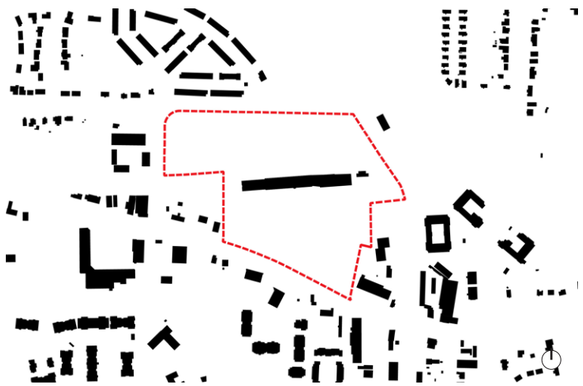
- Seven new parcels organize the site, 5 buildable.
- The northwest parcel is maintained as stormwater detention.
- Parcel organizations creates a flexibility framework for long term development

Buildings & Context

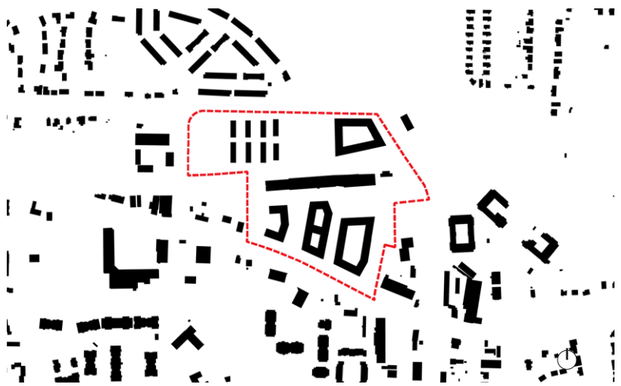
- Larger multi-family buildings front MLK Jr Drive responding to the commercial street.
- The northeast corner is anchored by a multifamily building near the interstate.
- Townhomes on the northwest parcel respect the smaller grain adjacent fabric.

STREETS

PARCELS



BUILDINGS



existing street intersections

new street intersections

2 existing parcels

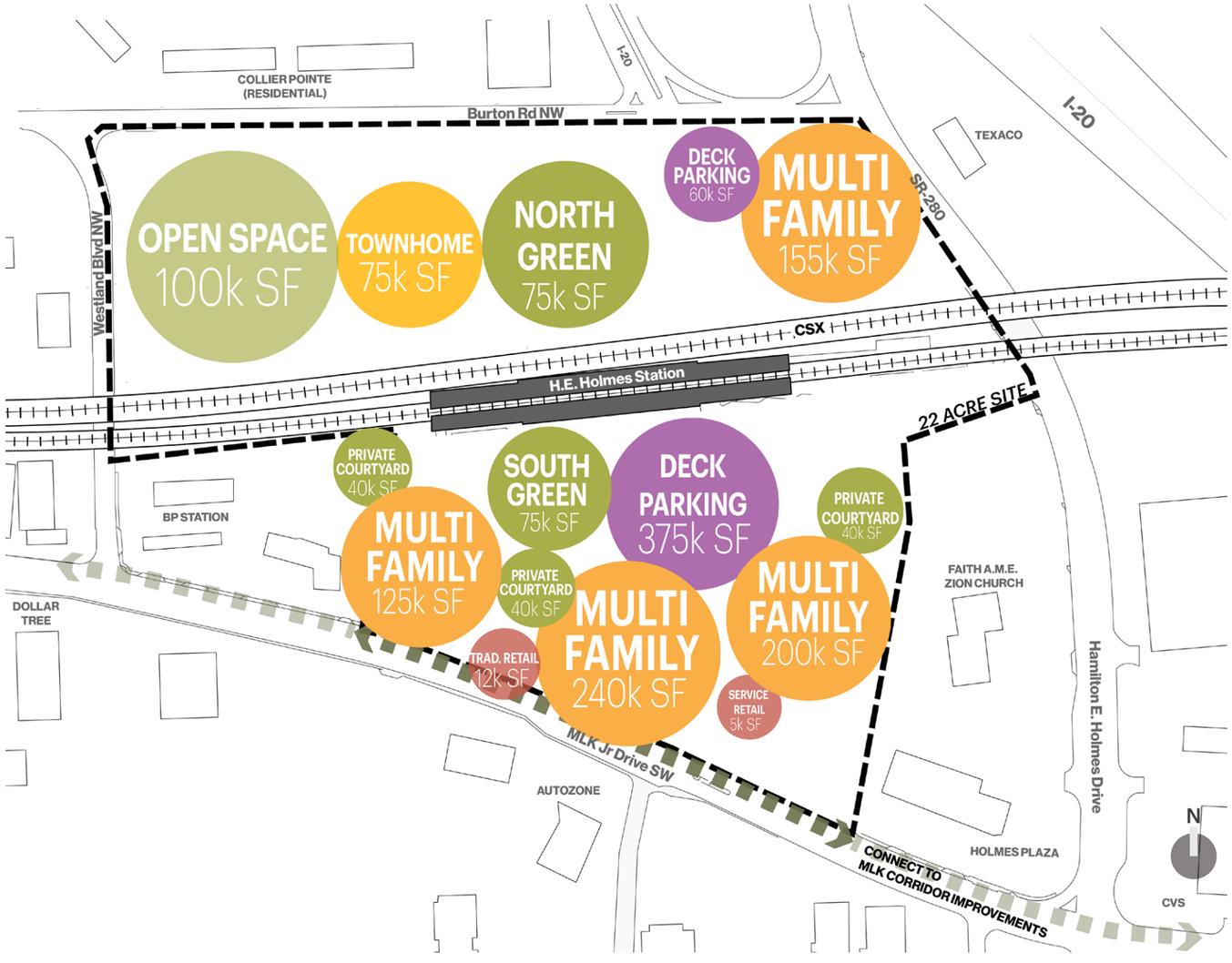
7 new parcels

existing building coverage

new building coverage

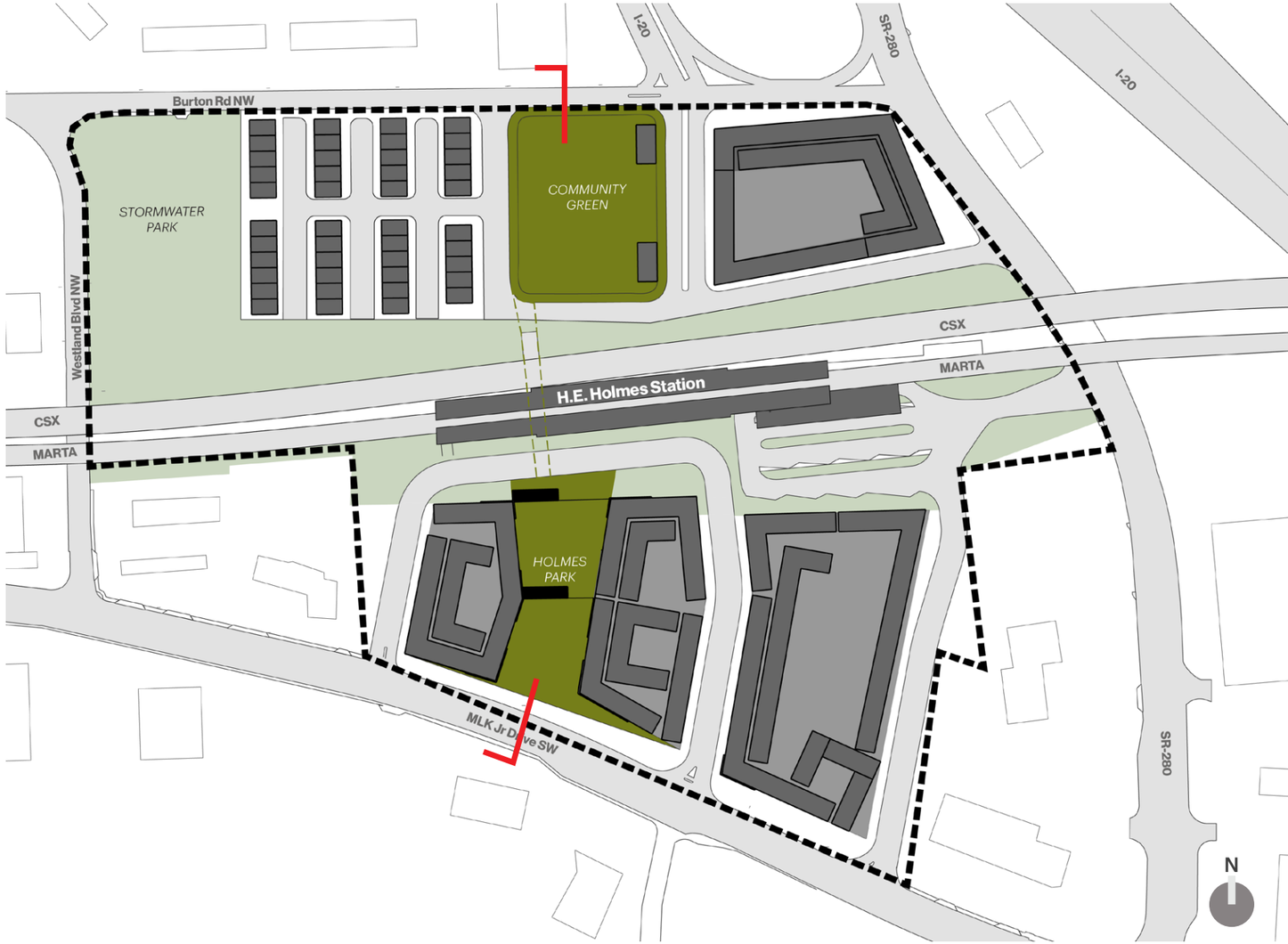
Program Summary

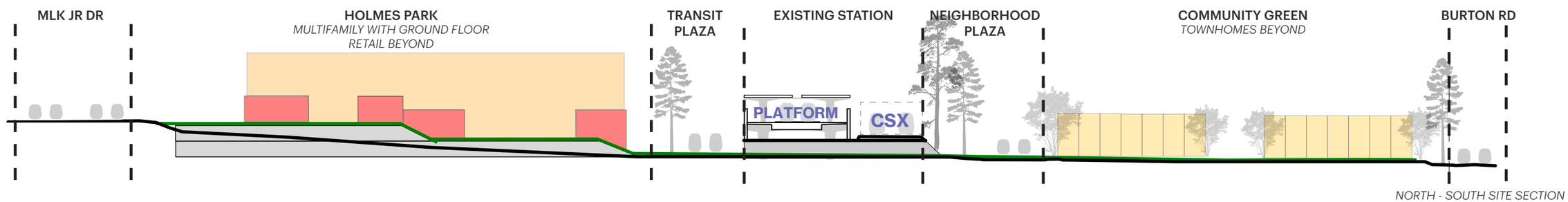
The program distribution on the site creates a town center feel with a diversity of open and park spaces, structured and on-street parking and various residential building typologies. The south lot holds 3 mixed use multifamily buildings framing the south green. On the north lot townhomes sit between the existing open space detention pond and a new green while a multifamily building anchors the corner near I-20.



Development Framework

BLOCKS & CIRCULATION





NORTH - SOUTH SITE SECTION

USES

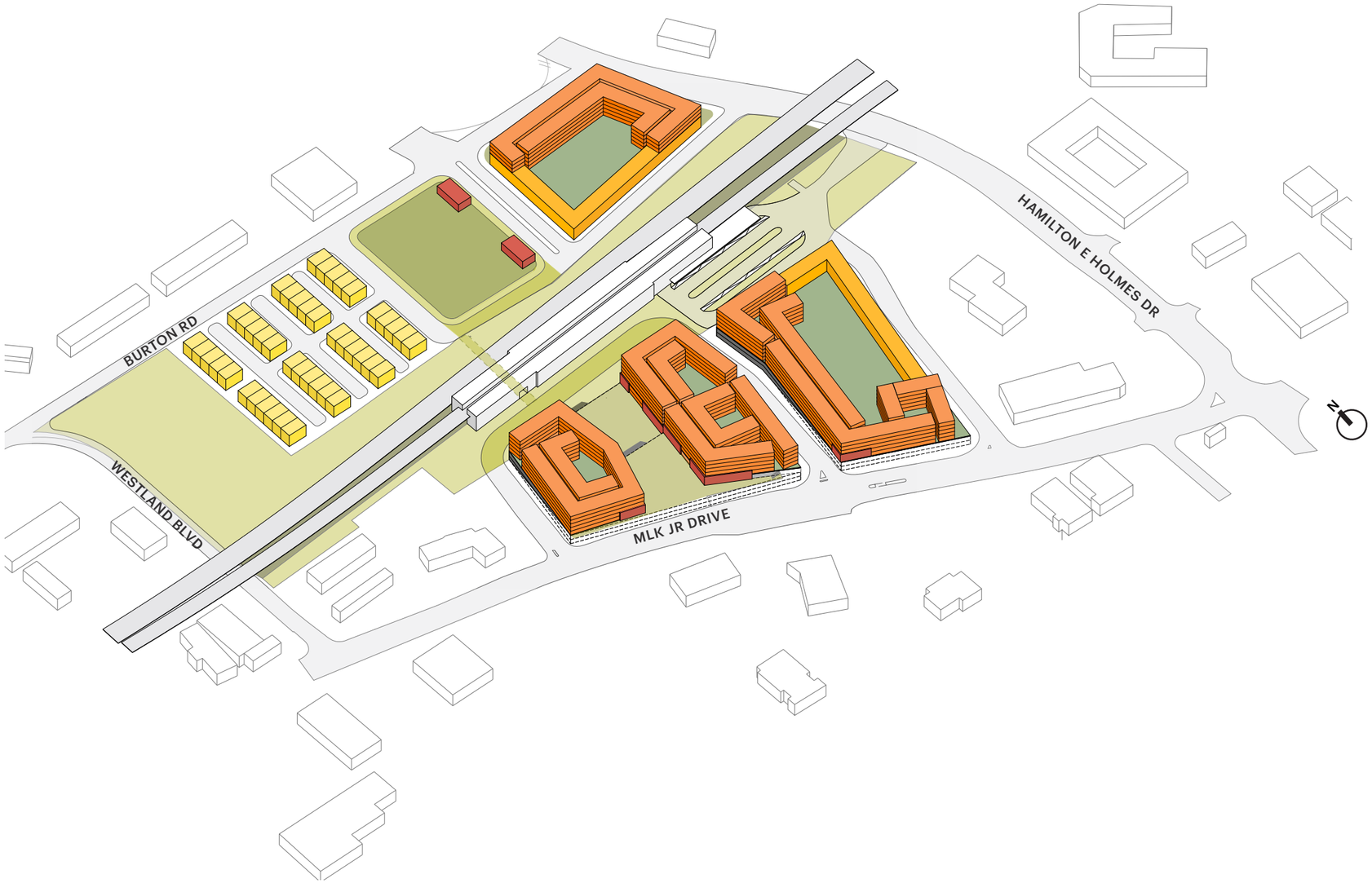
Townhomes
53,000 SF / 50 units

Multifamily
700,00 SF / 620 units

Townhomes (within Multifamily Buildings)
30,000 SF / 30 units

Retail
17,500 SF

Parking
375,000 SF / 1,100 spaces

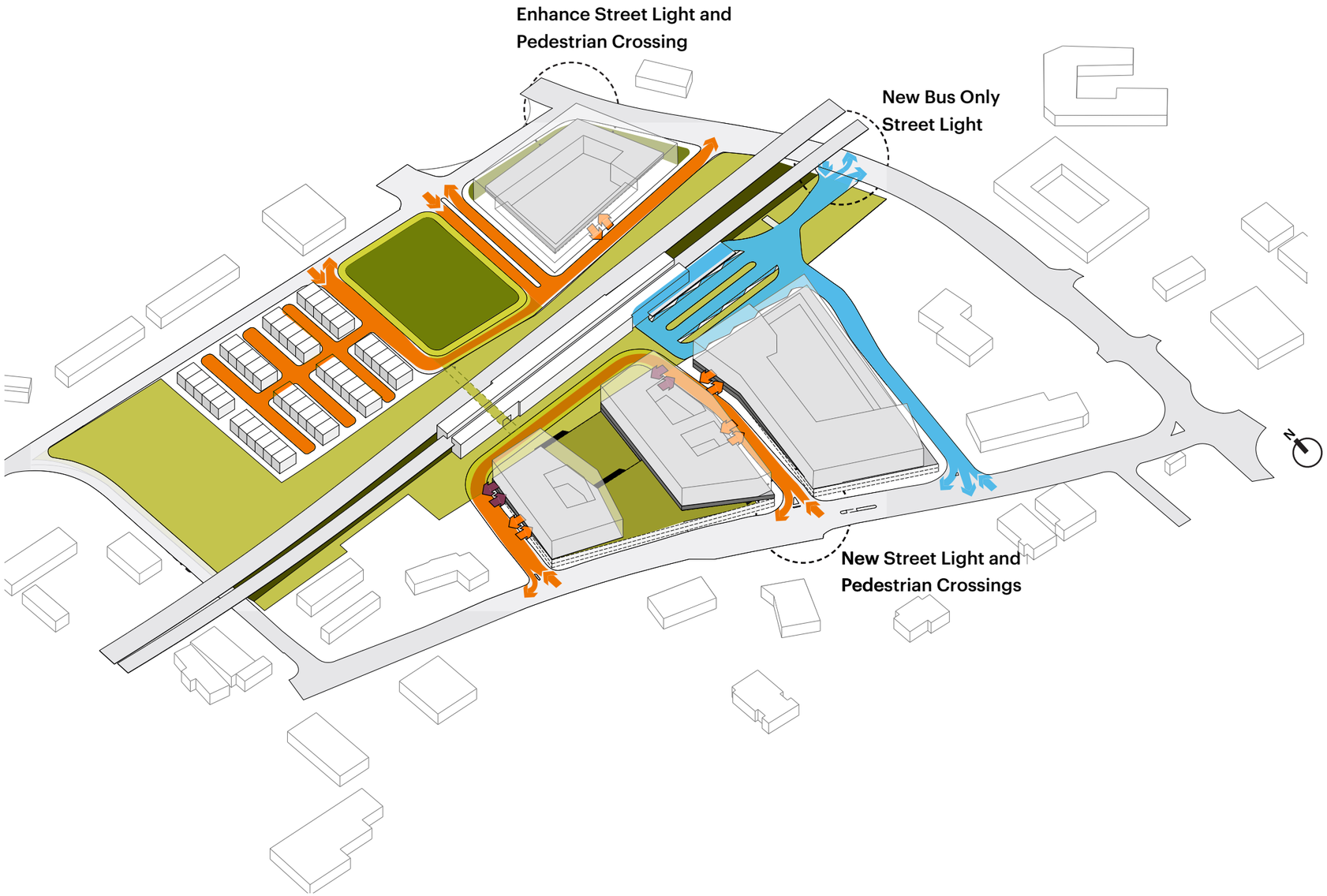


RESIDENTIAL TYPOLOGIES

A variety of residential typologies inform the site's character and building forms. A typical townhome development anchors the northwest block. Two mixed use multifamily buildings frame the south green with ground floor retail. The northeast and south east corners are mixed with both multifamily and townhomes.

ACCESS

- Buses
- Vehicles
- Residential Parking Access
- Visitor/MARTA Parking Access



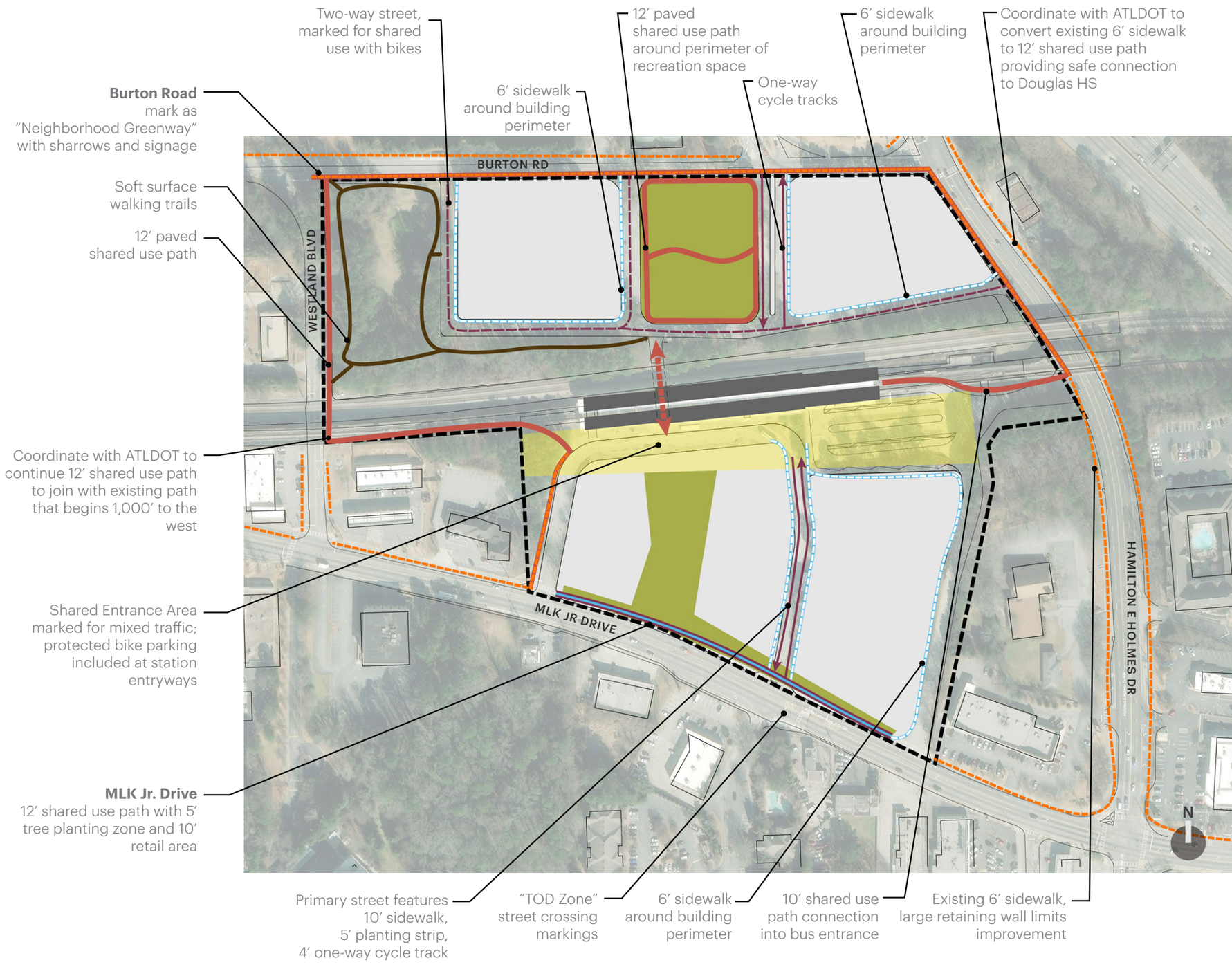
PEDESTRIAN & BIKE MOVEMENT

As the Holmes TOD intends to transform the site from a commuter hub into a community hub, it is critical that access to—and through—the site be convenient, effective, and safe for pedestrians, bicyclists, and users of other small personal transit (scooters, etc.)

As much as possible, providing separation from vehicles was an important intention. The site design incorporates new sidewalks, cycle lanes, and separated shared use paths throughout.

However, because the continued need for pick-up/drop-off areas ("Kiss Ride") at the station entrances would inevitably create an area where pedestrians, cyclists, and vehicles would interact, for these spaces the design team chose to pursue a concept that completely dissolves the boundaries that typically separate pedestrians and bikes from motor vehicles.

These Station Entrance Areas (highlighted in yellow) will serve as shared space, open entryways where pedestrians, bikes, and vehicles will all intermingle at low speeds. These spaces will also integrate elements of green infrastructure designed to help define logical spaces for movement versus waiting and temporary loading/unloading.



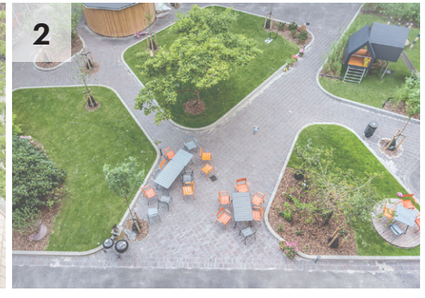
Public Realm & Ecology

The primary goals of the site design are to provide public spaces that are welcoming and comfortable, accessible for all, and serve multiple uses for transit users, residents, and visitors alike. Blending seamlessly into the rich culture and architectural heritage of surrounding communities is also a focus, through the use of art and landscape design. In particular, adding hundreds of trees to the site—while protecting hundreds more—will embody the “city in the forest” character that defines Atlanta, while reducing the urban heat island effect.

The tunnel through the station continues to serve as a central spine connecting the northern and southern sides, but on each station side a distinct experience will greet station users.

Six key elements form the basis for the public realm:

1. The M.L.K. Jr. Drive Streetscape
2. Holmes Central Park & Plaza
3. The Station Entrance Area
4. The Recreation Space
5. Interior Streetscapes
6. The Eco Preserve



PUBLIC REALM - SOUTH

The MLK Streetscape

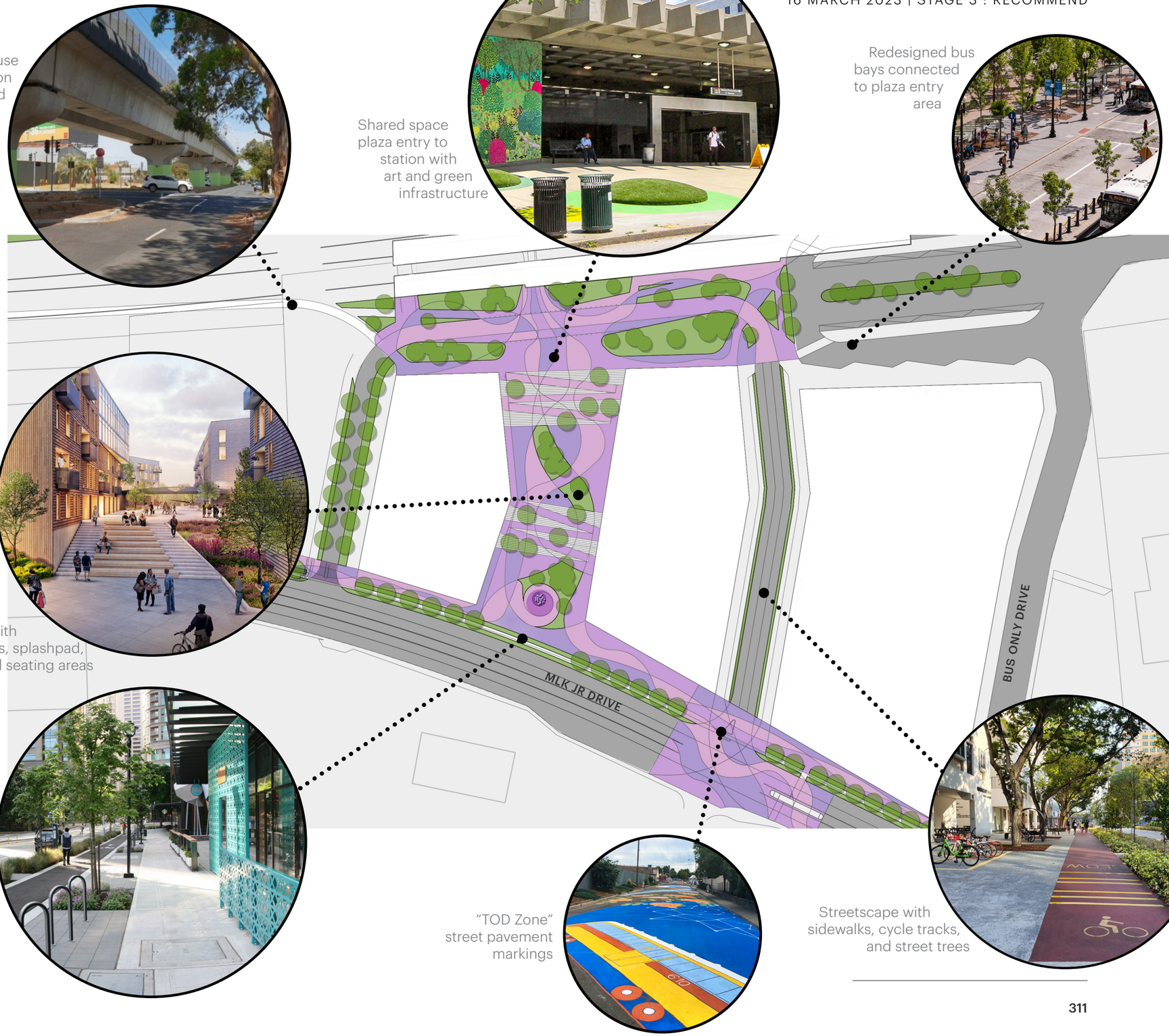
Designed to provide spacious, functional pathways for pedestrians, bicyclists and other small personal mobility arriving at the TOD. Street trees along the curb and designated retail space fronting the buildings creates a neighborhood feel along a busy thoroughfare.

The Central Plaza

Nestled between two apartment buildings, the central plaza is a gathering space fronted by retail spaces at the ground level and apartments above. It includes pedestrian pathways to access the station entrance intermixed with bioretention planting areas and plaza seating areas. A small splashpad is featured towards the southern edge.

The Station Entrance Area

A shared street of pervious pavers threads between bioretention planting areas and swales that provide a “green line” fronting the station. Art, seating areas, and bike parking are integrated into the station entrance and extend through the tunnel.



PUBLIC REALM - NORTH

The Recreation Space

A multi-functional park space includes two Station Soccer fields, a basketball court, four pickleball courts (that can be converted for use as a single tennis court), a playground, a community building, a gazebo, and adult fitness equipment. A 12-foot shared use path encircles the space, with a connection that crosses through the middle, interspersed with bioretention planting zones.

Interior Streetscapes

The streets that provide access to buildings and parking areas incorporate wide sidewalks, street trees, and are marked for shared use with bicycles. The primary access road that connects to I-20 includes separated cycle tracks to provide protection for cyclists.

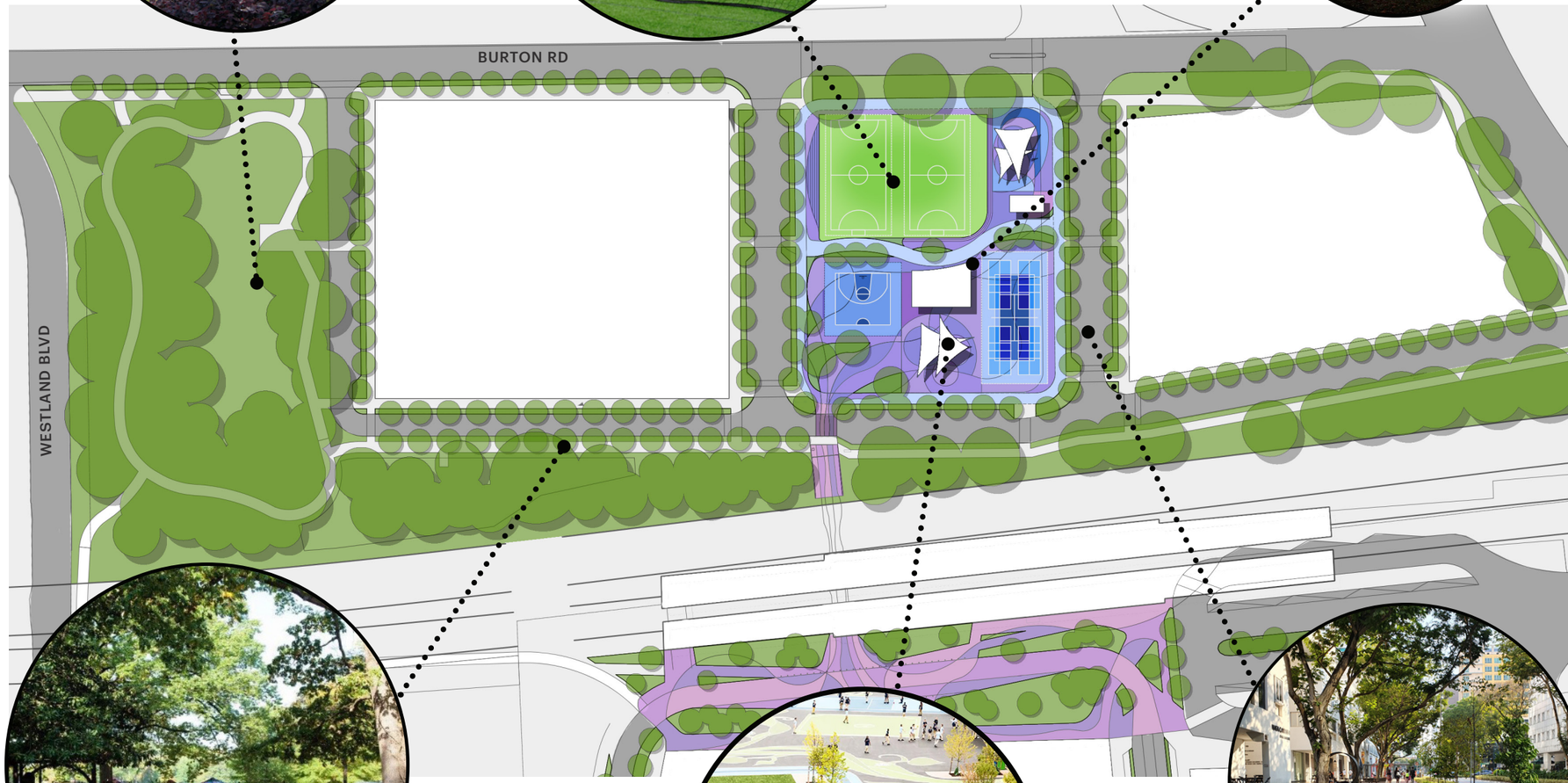
The Eco Preserve

The existing forested area becomes a space for passive recreation, with the retrofitted detention pond as a focal point. The space also includes soft surface walking trails, and a paved connection from Burton Road to the south side of the station, utilizing the corridor under the elevated rail lines.

Stormwater park with soft surface walking trails

Station Soccer fields designed for optional use as multi-purpose field

Dog run integrated into existing trees



Community center with space for classes, small events, etc.

Multi-purpose play area with basketball, pickleball, playground, and adult fitness

Streetscape with sidewalks, cycle tracks and street trees

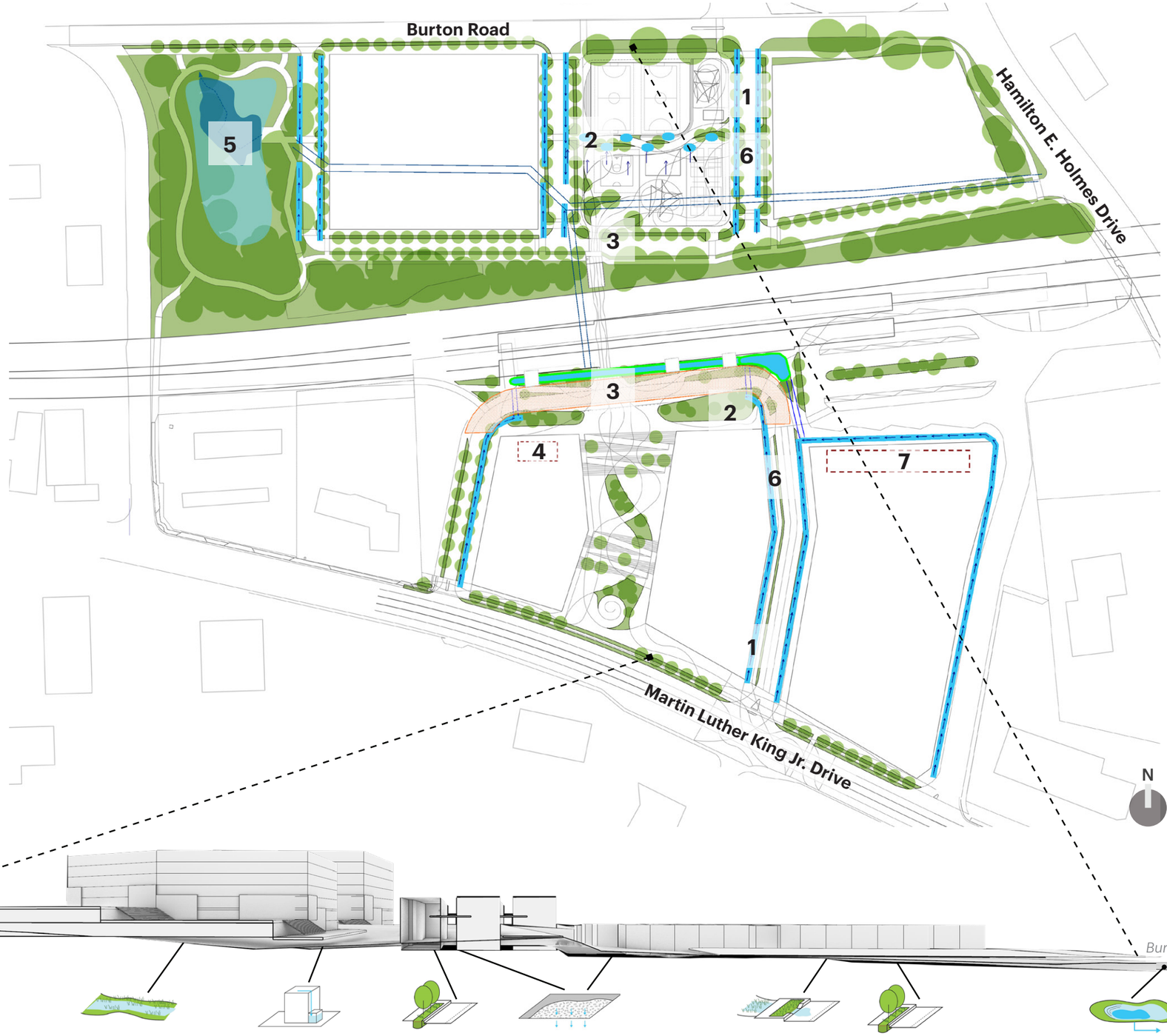
STORM WATER OVERVIEW

Storm water infrastructure practices are recommended to be integrated throughout the site, intended to replicate the natural processes that would have occurred pre-development at this location near the top of the watershed. Specific practices were selected based on their ability to integrate with the site layout and to serve multiple functions:

- Improve the water quality of storm water,
- Slow water down to mitigate erosion and downstream flooding, and
- Provide a layered integration of programming to the storm water management.

Seven practices form the basis for the storm water infrastructure:

1. Bioswales
2. Bioretention
3. Pervious Paving
4. Rainwater Harvesting
5. Retrofitted Detention Pond
6. Curb Cuts
7. Detention Storage



STORM WATER - SOUTH

The MLK Streetscape

Bioswales (#1) on grade start along the curbs of the primary drive into the site to intercept flows and convey water downhill, slowing and treating flows along the way.

The Central Plaza

Rainwater harvesting (#4) is recommended to be leveraged on podium rooftops to intercept stormwater for later use as landscape irrigation. Terraced bioretention pockets (#2) will provide water quality treatment and can serve as a cascading water feature.

The Station Entrance Area

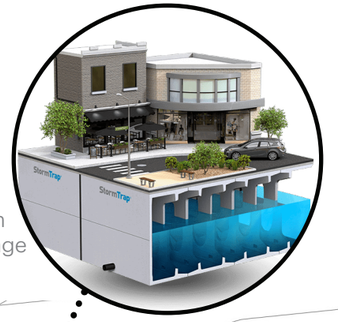
Bioretention strips (#2) will function to treat and infiltrate stormwater from the Station Entry Area and station roof (via roof leaders). Pedestrian connection ways to station will bridge over the bioretention strips.

Stormwater treated within bioretention strips (#2) will tie into the existing stormwater pipe that conveys flows under the station and towards the detention pond.

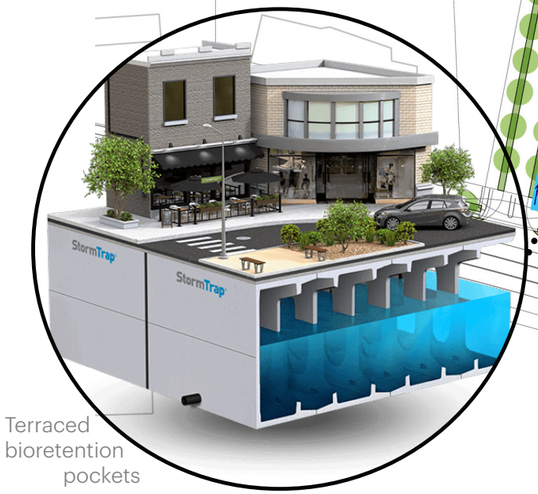
Permeable paving (#3) across the station entrance will infiltrate stormwate, while also helping to indicate the shared street condition.

Bioretention strips along station front and entry area

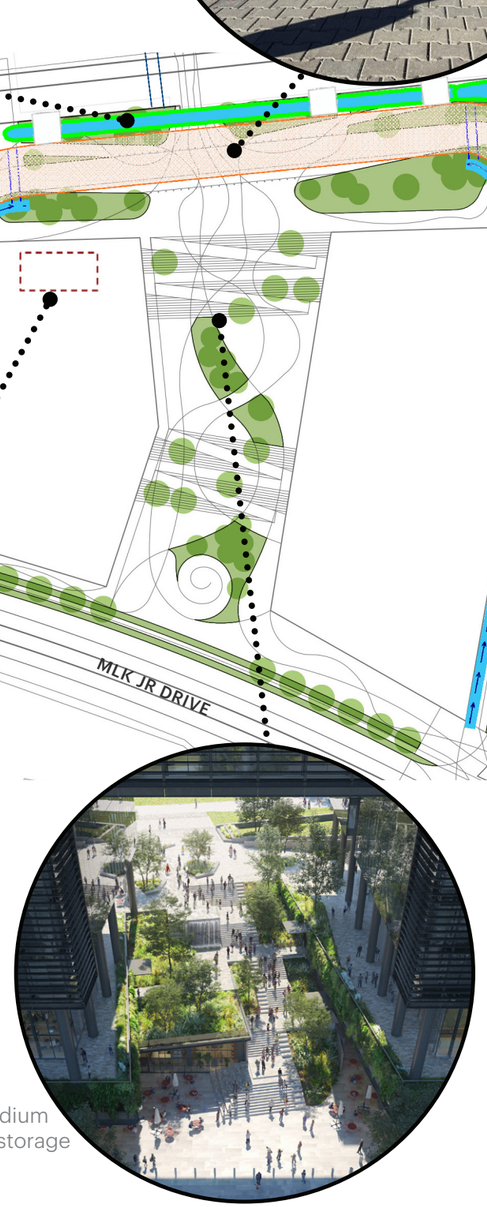
Permeable pavers



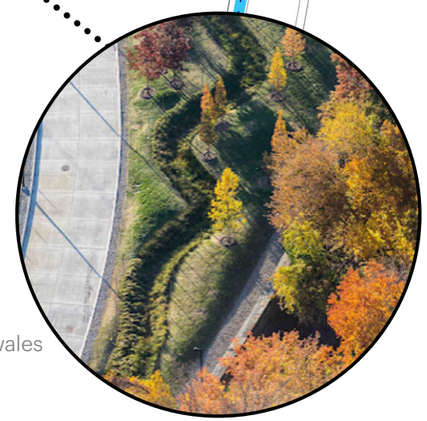
Podium storage



Terraced bioretention pockets



Podium storage



Bioswales

STORM WATER - NORTH

The Recreation Space

The central path through the recreation space will be integrated with decentralized bioretention pockets to slow flows and treat runoff for water quality improvement.

Interior Streetscapes

Bioswales (#1) will be integrated along the streets to intercept, treat, and slow down flows while conveying to stormwater inlets along existing storm pipes.

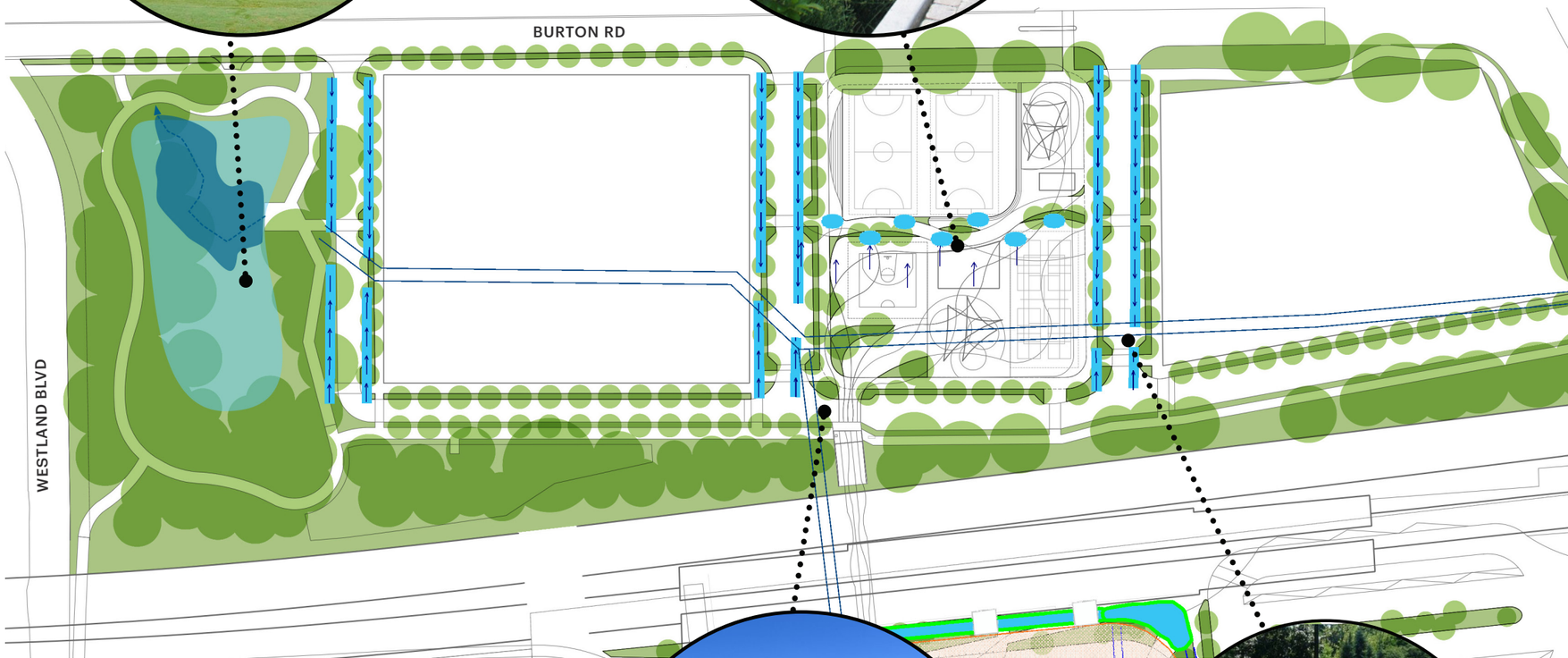
The Eco Preserve

The preserve will feature a retrofitted detention pond (#5) with slope stabilization, and a low flow channel to convey and treat stormwater in small storm events.

Open space surrounding detention pond to serve as multi- purpose flood area.

Retrofitted detention pond

Bioretention pockets



Pervious Paving

Bioswales

A Resilient Plan

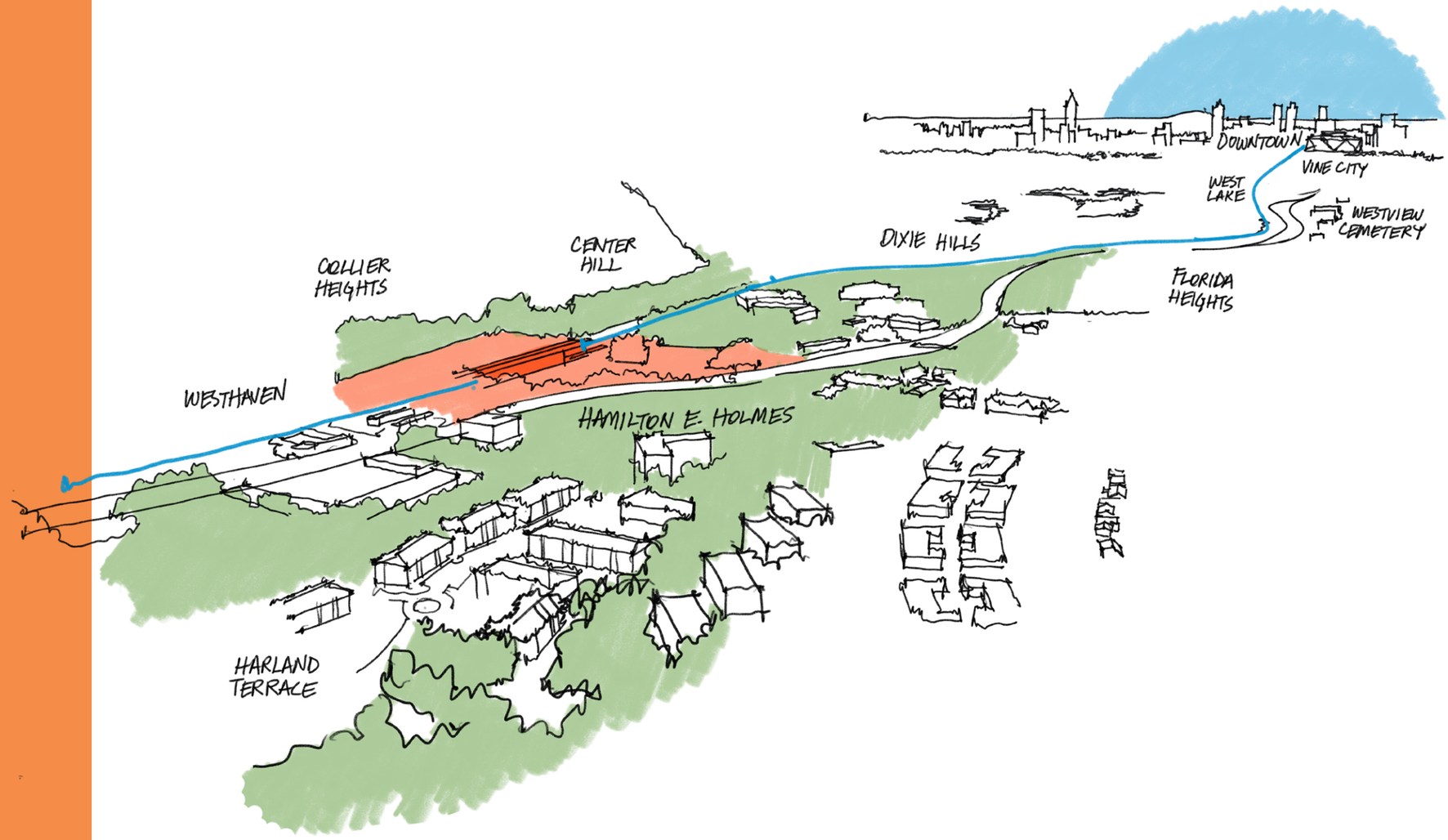
CONSIDERATIONS AND CHARACTERISTICS TO INFORM A CONSOLIDATED APPROACH

Phasing Considerations

Plan Flexibility

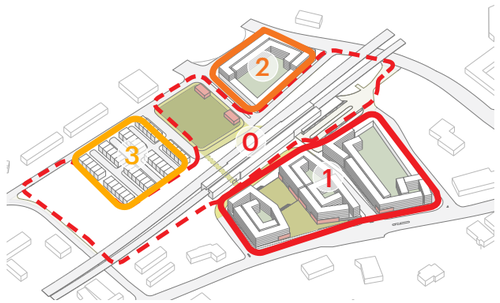
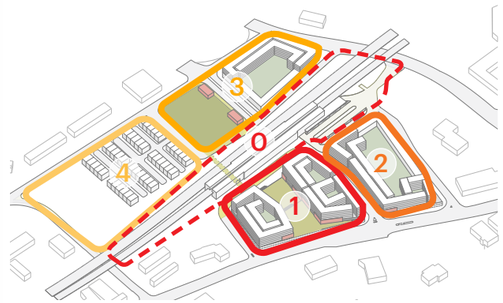
Energy Analysis

Next Steps



Phasing Considerations

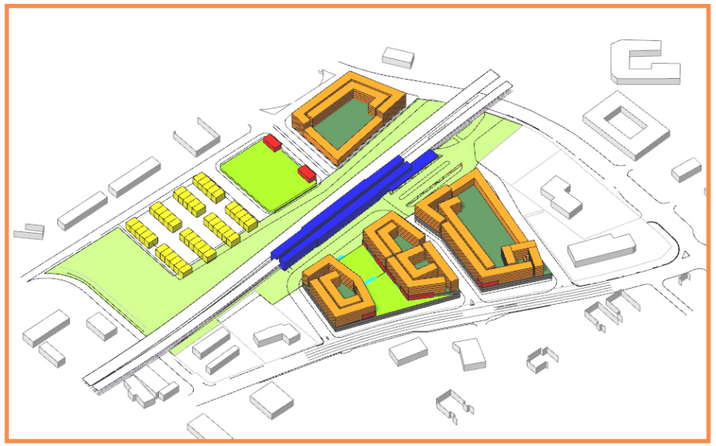
The following phasing considerations divide the site into developable areas or blocks in consideration to investments in infrastructure, creating momentum on the site, managing parking during construction and bringing together a cohesive long term development. The final recommended phasing plan will be detailed out in collaboration with MARTA to understand priorities while maintaining flexibility should those priorities change.

APPROACH A	APPROACH B	APPROACH C
		
• Phase 0: Public infrastructure for north green, stormwater park and bus bays including Station rehab • Phase 1: Southlot multifamily development and central green • Phase 2: Northeast multifamily block • Phase 3: Northwest townhome block Considerations: • Major public spaces set tone for future development and generate excitement to make future phases realizable. • Most parking relocates to north lot during construction	• Phase 0: Public infrastructure for north green, stormwater park and bus bays including Station rehab • Phase 1a : Northeast multifamily block • Phase 1b: Northwest townhome block • Phase 2: Southwest block with central green • Phase 3: Southeast block Considerations: • Lowest density achieved in first phase. • Activity on north lot makes remaining south lots easier to develop.	• Phase 0: Station rehab and bus bays • Phase 1: Southwest block with central green • Phase 2: Southeast block • Phase 3: North green and multifamily block • Phase 4: Townhomes and stormwater park Considerations: • North lot public space investments are paired with block development only generating activity when development is realized. • Phased south lot allows parking to shift.

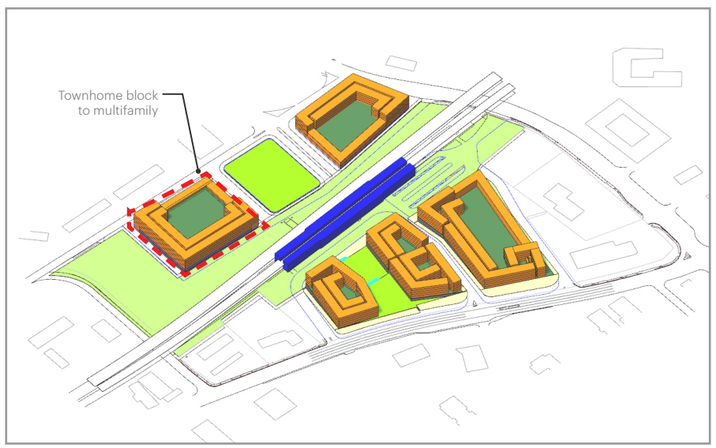
Plan Flexibility

Proposed zoning allows for greater height and density that is compatible with a TOD project. The planning team studied options that more closely meet the zoning, but the recommended plan incorporates community feedback on the desirable level of density. If greater height/density is pursued, the project will likely move into the requirements of high-rise building code. Once in high-rise code, efficiency of construction may dictate a jump up in overall height and the market may not favor incremental increases to building heights.

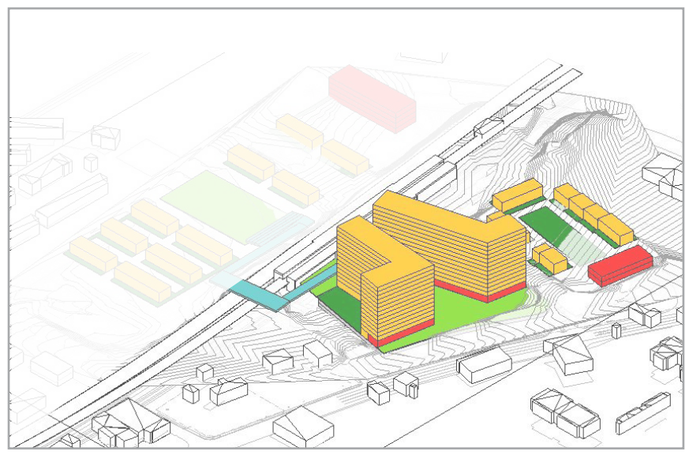
The recommended framework identifies a townhome development on the northwest site parcel to be compatible with its context and provide housing diversity. Should conditions change, site blocks are configured to be flexible and could equally accommodate a multifamily building footprint.



Recommended Development Mix



Alternative building block - north lot



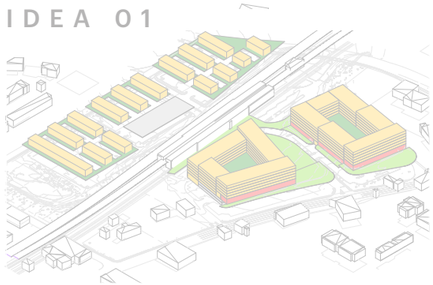
Varying density - south lot

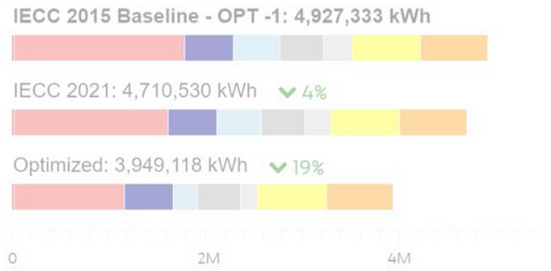
Energy Analysis

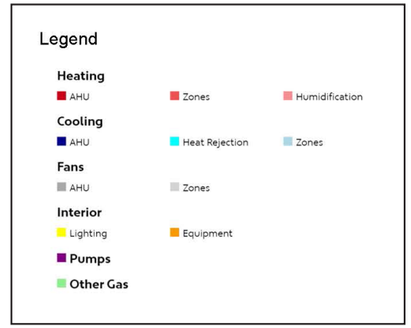
An energy analysis of the 3 EXPLORE stage schemes is informing final master plan recommendations to generate triple bottom line benefits. The design team is shaping site and building scale recommendations for sustainable and resilient design strategies. The following energy analysis early recommendations are as follows:

- Optimized envelopes have the lowest total energy and total carbon as the improved envelopes values reduce the load on the HVAC equipment allowing us to have smaller equipment that use less energy.
- When comparing the Annual Energy baseline values (IECC 2015) for the three options option 2 performs the best. When comparing the EUI Scheme 01 has the lowest.
- When looking at the largest impact the envelope has from moving from IECC 2015 to optimized envelope can be seen in Scheme 03.

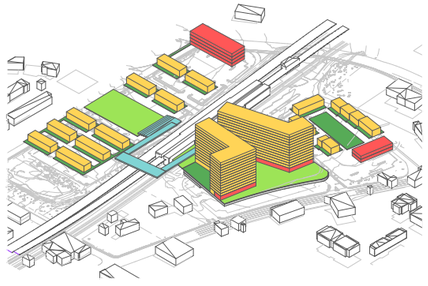
IDEA 01

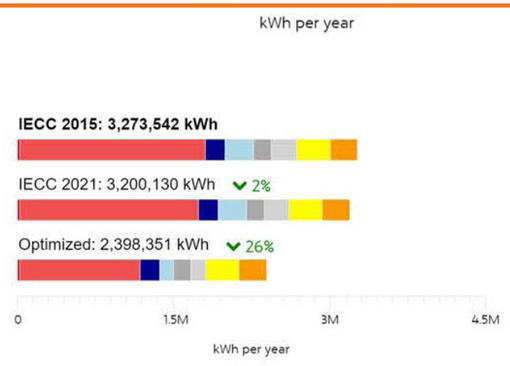




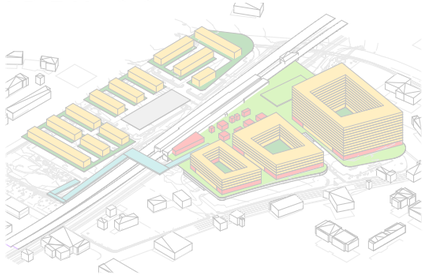


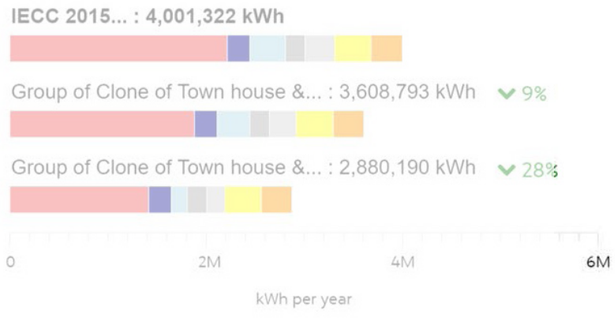
IDEA 02 | REFRAME





IDEA 03

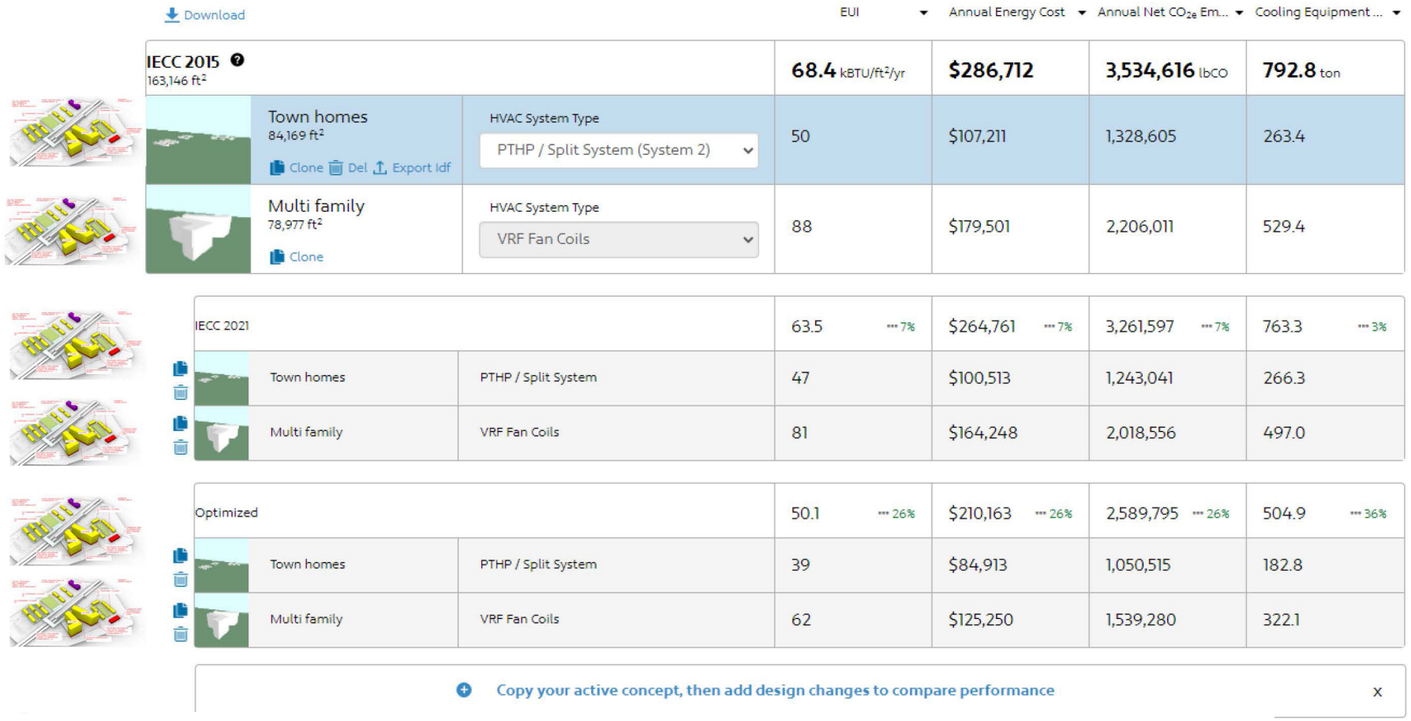


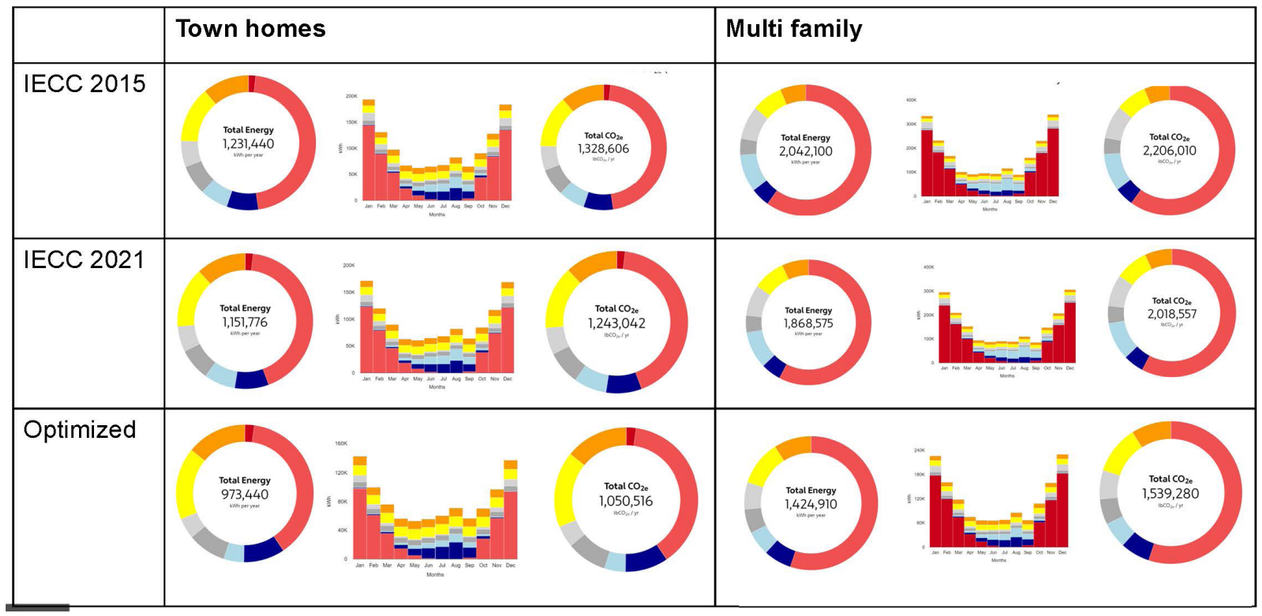


PERFORMANCE GOALS

The following early analysis represents a starting baseline to understand the development blocks, orientation and masses. The following considerations will be included to finalize recommended development goals for maximum energy efficiency.

- Design to exceed energy code by 25%
- All-electric campus, no onsite combustion
- District energy systems for HVAC
- Centralized Service Hot Water system
- Maximize onsite renewable energy
- Net zero carbon, operational and embodied

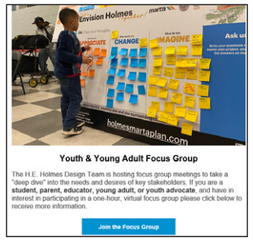


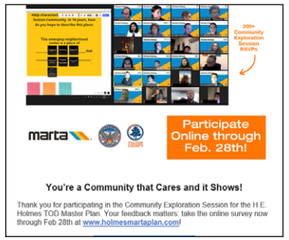


Next Steps

The final stage will deliver a comprehensive master plan document inclusive of the entire process.

- Host final community engagement event to present the recommended master plan and garner feedback
- Follow up with stakeholder groups including bus operations and GDOT to finalize circulation framework
- Present the recommended framework as a web survey for continued final input
- Consolidate feedback to a full project report including all stages of the process





05 | LET'S ENVISION HOLMES!

Help characterize the new H.E. Holmes Station Community. In 10 years, how do you hope to describe this place?

Complete the sentence: This emerging neighborhood center is a place of (1)_____ that (2)_____.

Final Document

Coming Soon!

DOCUMENT

A community vision for the future

A Tapestry of Voices

A COHESIVE VISION GUIDED BY THE COMMUNITY TO ONE RECOMMENDED MASTER PLAN FRAMEWORK

A Spectrum of Engagements

Pop Up Engagement

Community Recommendations Review

A Spectrum of Engagements

In order to cater to the tapestry of the community, the design team has come up with a variety of ways to engage and gain valuable feedback.

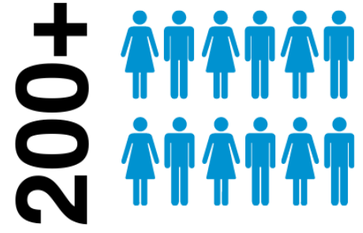
Community engagement has been deployed by the Design Team through virtual and in-person events, with flyers and signage, large group gatherings and small group conversations utilizing a variety of tools and methods to ensure diverse voices are heard.

In Person Meetings
Virtual Meetings
Online Surveys
Focus Groups
Suggestion Boxes
Project Boards
Social Media
Press Releases
Customer Appreciation Event
Market Friday

322
MMS Messages Sent over 14 Campaigns

Suggestion Boxes Placed throughout the Community

In-Person Meeting Attendees



10,750
Website Visitors

E-Newsletter Subscribers Reached via Weekly Campaigns

Virtual Meeting Registrations

141
Online Surveys Completed

104
Online Document Downloads

Other Outreach Methods Utilized

- A-Frame Signage at 6 Locations
- Widespread Flyer Distribution
- Social Media Postings
- Press Release Distribution
- "Pop Up" Style Engagement

Stakeholder Focus Groups

350+
Community Comments Received

Pop-up Engagement

Spelman College Market Friday
Friday, March 24, 2023; 12:00 PM – 5:00 PM
Spelman College

ENGAGEMENT PURPOSE & OBJECTIVE

The pop-up's purpose was to connect with and gather input from college students about the future of the H.E. Holmes station site and the three proposed framework options; to share information about the study and process; and to encourage attendance for the Recommendations Review final community meeting on March 28. Previous engagement efforts garnered participation primarily from an older demographic, and this event provided an opportunity to reach younger community members and students attending Atlanta University Center at a popular weekly event featuring vendors, food trucks, and live music and entertainment.

ENGAGEMENT SUMMARY

The setup for the pop-up engagement included three presentation boards, printed flyers advertising the March 28 public meeting and the project website, an e-newsletter sign-up station, and MARTA-themed giveaways. The presentation boards included an introduction and project overview, a visual preferencing exercise of examples of design elements, and three proposed framework options for the redevelopment of the site. The project team was positioned among vendors along a highly trafficked sidewalk and greenspace. Team members distributed flyers and engaged with passersby, encouraging those interested to engage with the boards, provide feedback, and attend the March 28 community meeting. Feedback was collected by sticky notes placed on the boards containing individual written comments, with team members available to assist.

Community Recommendations Review

C.T. Martin Natatorium & Recreation Center
Friday, March 28, 2023; 5:30 - 7:00 PM

MEETING PURPOSE

The purpose of the community recommendations review session was to reveal the draft recommendations to the community; to show how input received to date has been used to influence the planning process; and to discuss important next steps and ongoing opportunities for engagement.

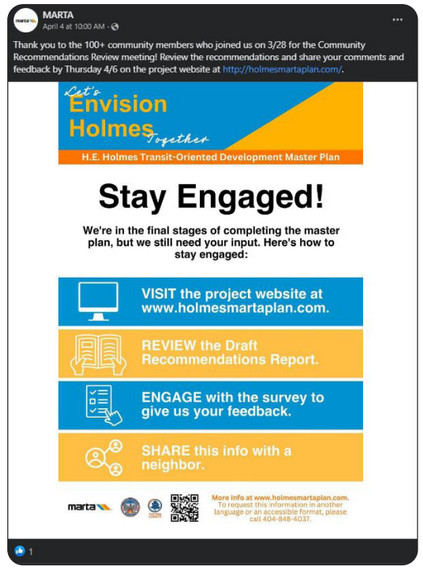
The meeting was held in immersive engagement style that started with a formal presentation, interaction over design boards, a collaborative art creation, followed by a Q&A session. More than 100 community members were in attendance representing a variety of stakeholder groups including:

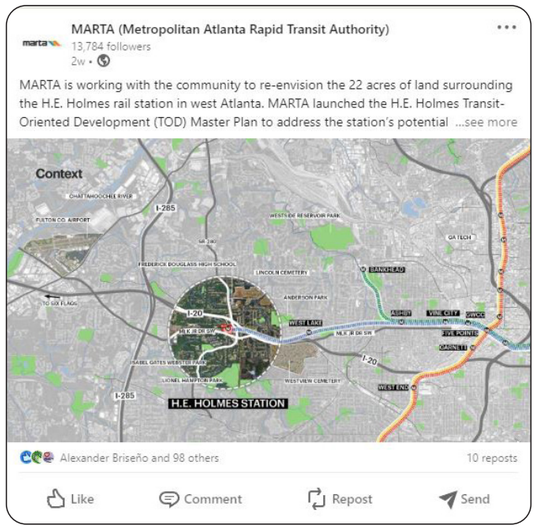
- City of Atlanta Councilmember Andrea Boone (District 10)
- MARTA Executive Leadership & Board Member
- Leaders of NPU-G, NPU-H, NPU-I, and NPU-J
- Leaders of the Historic Collier Heights Neighborhood
- Members of the Clergy
- Local business owners
- Local nonprofit founders
- Mr. Hamilton E. Holmes, Jr.

OUTREACH METHODS

The community recommend session was promoted to the public through a variety of means including:

- Social media posts on LinkedIn, Facebook, Twitter, and Instagram.
- A-Frame signage at the Natatorium, and the Holmes, West End, and Ashby MARTA stations, and the Woodruff Library at the Atlanta University Center.
- Distribution of hard copy flyers throughout the community by elected officials.
- Atlanta University Center Outreach via email (Morris Brown College); flyers placed in common areas at Clark Atlanta and Morehouse. Email sent to AUC student groups database. Participation in the Spelman Market Friday event to engage with AUC students.
- Email outreach to APS Mays/Douglass Cluster for distribution to parents, students, faculty, and staff.
- Email campaigns to database with meeting RSVP reminders.
- MMS campaigns to database with meeting RSVP reminders.
- Press Release distributed via MARTA.
- Yard Signs placed at the H.E. Holmes MARTA Station and the C.T. Martin Natatorium & Recreation Center.





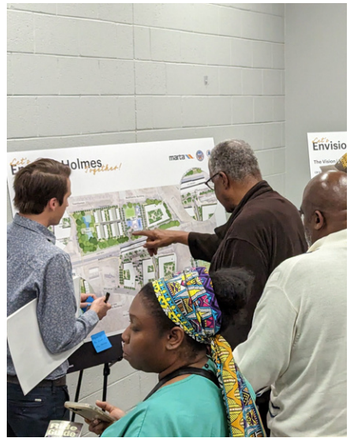
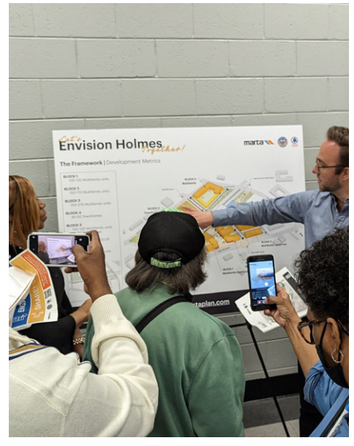


photo credit: atlcouncil.smugmug.com

SUMMARY

City of Atlanta Councilmember Andrea Boone officially kicked off the meeting by welcoming attendees and thanking them for their time and dedication to the planning process, followed by MARTA CEO Collie Greenwood who discussed MARTA's commitment to the community through planning. Debbie Frank, Director of Transit Oriented Development at MARTA, talked specifically about the TOD program and its potential to positively impact the community before turning the meeting over to the Planning and Design team led by HKS. The members from HKS and the consultant team presented information on the background of the study, community engagement process, and study analysis before revealing the draft master plan concepts to the community.

After the presentation, meeting attendees were invited to take a closer look at the concepts during the open house period. They were encouraged to speak with members of the consultant team, to ask questions, and to participate in an interactive art piece. Comment forms were made available for the public to formally register their comments on the project. Additional handouts distributed included a factsheet about the station site rezoning and the next steps for engagement.



At the conclusion of the open house period, meeting attendees were reconvened for a brief Q&A session. The following question were asked:

- Will MARTA rail extend beyond the H.E. Holmes station?
- Is there any planning that will address the large open space at the CSX rail yard?
- Is there any consideration given to bike lanes or a path?
- What is the building setback distance on MLK? We do not want buildings too close to the corridor.
- How will this project connect to nearby neighborhoods and amenities such as the Beltline and the Proctor Creek Greenway?
- What kinds of pitfalls and lessons learned did the team find in the three case studies?
- How will the team ensure that the townhomes constructed at higher elevations blend in with the surroundings?

At the conclusion of the Q&A session, MARTA Board Member Roderick Frierson addressed the attendees and thanked them for attending the meeting. Councilmember Boone thanked the community for being a part of the process before officially adjourning the meeting.

photo credit (2): atlcouncil.smugmug.com

FEEDBACK :
WHAT EXCITES YOU THE MOST ABOUT THE PLAN?

Meeting attendees and online survey respondents were asked to give feedback on what is most exciting about the master plan. Responses are divided between in person event comments received from the printed survey form and following online survey responses.

Event Feedback Survey Comments:

- More bushes. More green
- Development. Possibility of building up MLK corridor
- Grocery store
- (1) We're excited about how this plan will positively impact the surrounding community financially/economically. (2) Innovative design to mitigate risks in other case studies. (3) Teams involved to ensure feedback is heard.
- Park space, preserve space, more retail options.
- The planned features will create a community that is a destination.
- Low income housing for African Americans move in first.
- New revitalization. Crime prevention plans.

photo credit (4): atlcouncil.smugmug.com

“a beacon of hope, promise and change”

“a place to walk for exercise”

“a catalyst for the area”

“bringing the community back together in a beautiful community setting”

“I am excited about the green spaces”

“will enhance our community”

“our area is overdue for investment”

Online Survey Comments:

- What excites me the most about the master plan is seeing a change in a predominantly black community of Atlanta. I also like how the community’s input is heavily incorporated within the designs.
- Diversity and a mixture of great ideas for this area. I am overwhelmed with the outcome from previous suggestions.
- Nothing, this is the same gentrification plan you see all over the country. Large ugly apartments and townhomes.
- Bringing the community back together in a beautiful community setting.
- None, this development does not represent the surrounding architecture on the MLK corridor or community. There needs to be more duplexes triplexes. Social housing design to be more walkable.
- The incorporation into the neighborhood while being a beacon of hope, promise and change.
- Our area needs retail as we have very little currently.
- The recommendations look great. This needs to be a catalyst for the area and designed in a way that allows future development to connect into it.
- I think it’s going in the right direction, scale both vertical and horizontal.
- Nothing
- I am excited to see the plans and new development come into fruition. I think this is very much needed and could be a great positive asset to the community.
- The plan incorporates many features that will enhance our community.
- Finally, after decades of no viable investment in the Westside; and the Holmes MARTA station progress is coming. The Holmes Station is already a station of “two sides” - MLK buzzes with traffic/activity; and Burton Road is peaceful/respite.
- I’m excited about green spaces for outdoor serenity to stargaze at night; walking trails and tracks; restaurants; major grocery store; beautification and renovation to our Holmes Station.
- Being able to have a place to walk for exercise and eat healthy foods rather than fast foods.
- New shops and activities in my area.
- The greenspace and connecting the community to walk paths.
- I am new to the area and I commute over to Moore’s Mill for nicer grocery shopping, coffee shops,and healthier restaurants. The HE Holmes area is a food and amenity desert. Our area is overdue for investment so this is very exciting to know the City, MARTA, and the county know it too and are doing something about it.

photo credit: atlcouncil.smugmug.com

FEEDBACK :
WHAT ARE YOUR CONCERNS OR QUESTIONS?

Meeting attendees and online survey respondents were asked to give feedback on what concerns or questions about the master plan were still lingering. Responses are divided between in person event comments received from the printed survey form and following online survey responses.

Event Feedback Survey Comments:

- $8 coffees and higher rent.
- Plenty...I talked with Debbie extensively.
- Crime, gentrification, no protected bike lanes. All the large buildings are on MLK. Should have been on the other side. The park looks like it's for the townhomes, not the legacy residents.
- (1) How will construction impact surrounding traffic? (2) 5, 10, 15 year impacts to community post construction complete? (3) Who determines retail and housing price?
- Safety.
- Not enough parking during football season. Not high enough, some structures can be a bit higher. Need entertainment options.
- I am concerned about safe access to the Hub crossing MLK. The crossing and the sidewalks will have to be robust to allow crossing the highway that is MLK Blvd.
- Not be a white domination. Bike path.
- CSX has a RR crossing at Westland Blvd just south of Collier Pointe Community townhomes and the proposed new community adjacent to the HE Holmes station. What are the chances of getting CSX/DOT to adjust the locomotive/trains to do away with sounding the train horn at that crossing? I know there are communities where there are RR crossing and trains are not allowed to sound their horn because it's residential. Potential home buyers could see this as a deterrent.
- Kroger fuel center. Bike lanes and path.
- Crime prevention. Publix or Kroger grocery store the size of Publix at Atlantic Station.
- Was input from more senior residents "forward thinking"? Affordability for younger generation.

“need to attract the younger demographic”

“current shop owners being able to stay connected”

“parking is a major concern”

“keep the sense of community”

photo credit (3): atlcouncil.smugmug.com

Online Survey Comments:

- What concerns me is that the area is mostly underprivileged and I hope that new redevelopment of HE Holmes DOES NOT push the residents who’ve been in the area out. I strongly would like to see 80% of the multi-family building be catered to low-income households to keep the sense of community.
- Equal Opportunity for families with low income being able to afford living in theses multi family housing. Parking for MARTA patrons especially during Falcons and Hawks games. Current shop owners being able to stay connected.
- It needs more affordable infrastructure and missing middle house including smaller apartments buildings, duplexes. This is completely unaffordable
- Need Boys and Girls Club.
- The large infrastructure in this development is not affordable to build meaning more unaffordable units compared to smaller multi family that can cover the same range but more affordable rents.

“density should go here”

“keep the sense of community”

“should be an economic hub for Afro American companies”

“engage the MLK corridor”

- When can I apply for a unit?
- Parking is a major concern. We use the HE Holmes Marta Station for transportation. The buses don’t come by very often, and walking is unsafe and unpleasant for women walking alone at any time of day due to relentless harassment.
- Others from neighborhoods further west use the HE Holmes Station since it’s the end of the line and need to park there as they have no other method of getting there other than taxi.
- Where will the parking be?
- I don’t think I’ll ever understand the need to include townhomes in stuff like this. The whole neighborhood is full of single family homes and townhomes, density should go here.
- I think the vertical height of the structures should have a great front sidewalk with set back—great trees would be along MLK Blvd —the vertically of this surface facing MLK should be no more than four stories with retail below. It is very important how this surface engages the MLK corridor. The lower residential scale is very important. Other structures can be stepped up going north. Looking good otherwise.

photo credit (4): atlcouncil.smugmug.com

- Downtown structures that engage the side walks are very bad. We want ours to be more engaging as you walk along. If the theme is the HUB — need to describe this clearer. Also this location needs to be a economic hub for the Afro American companies—Ownership is important—Architecture, Engineering and Construction—-also retail. —Oscar Harris FAIA Emeritus
- My main concern is that the multi-family buildings are too utilitarian-looking. Reminds me of the “projects” which will NOT appeal to people who have re-gentrification and mixed communities in mind. The “park” doesn’t have any appeal. Why not put a walking, exercise, biking trail around the Burton Rd section of the complex. I see no amenities or housing that will accommodate Seniors or Handicapped individual. I feel as if the designers simply took a mismatch bunch of stuff, threw it together and “made it look pretty” so it would be sellable to the people who already reside in the area. My rating is a perfect ZERO. Go back to the drawing boards!!!
- I want to make sure that over time the legacy residents and elders can keep their homes and not be ‘pushed out’. I also want to make sure security measures are being taken and heightened in the area.
- My only concern involves the effect on Burton Road.
- I’m concerned that the cost of progress will come swiftly, with massive construction projects. I’m concerned that the Burton Road townhomes rendition look like a big block of modern buildings versus a more traditional (historical) look comparable in height of a split level similar to those in the area, then transition into the residential area. I’m concerned that massive multi-level residential apartments will dominate MLK. I’m concerned about maintaining safety and cleanliness of the Station.
- The amount of parking seems high - does there really need to be 850 spots set aside just for MARTA?
- How will the rail road trains that run on the side of MARTA affect the MARTA Station and Apartments being built?
- My concern is the project won’t get enough funding to complete the north side phases which focus more on community well being vs commercial.
- “Paying for underground parking. If I am visiting from another city why should I have to pay for parking. Will I be able to park at MARTA for free and enjoy the HE Holmes business? Also, if there is a major event in Atlanta, will there be enough FREE MARTA parking?”
- I am concerned that what is developed is not balanced for the residents of the community and I am also concerned about nightlife/movie theaters concepts being suggested. We don’t need an evening amenity center - we need a daytime one. There are enough movie theaters and lounges within 10-15 minutes of this area and can contribute to additional crime. There We need housing, retail, and recreational amenities that appeal to the children, young/middle aged adults, and older demographic along with things that appeal to all income levels. As a young adult (31) high wage earner (100k+) I am an outlier in the community as it leans older but we need to attract the millennial, gen X , and younger demographic to the area for it to remain sustainable. I want to start a family and not have to move to the suburbs due to lack of investment here although the location is very convenient for work and I love the history and my neighborhood.

FEEDBACK :
NAME THE OPEN SPACES.

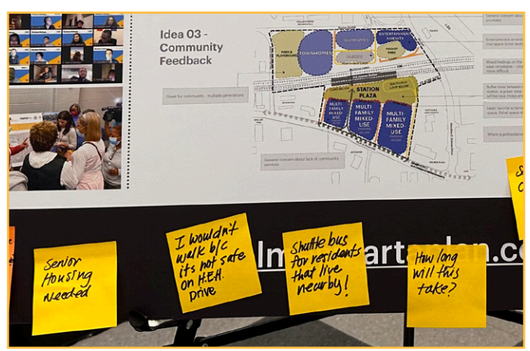
Meeting attendees and online survey respondents were asked to give ideas on naming of both the north lot ‘Park’ and the south lot ‘Plaza’. Responses are divided between in person event comments received from the printed survey form and following online survey responses.

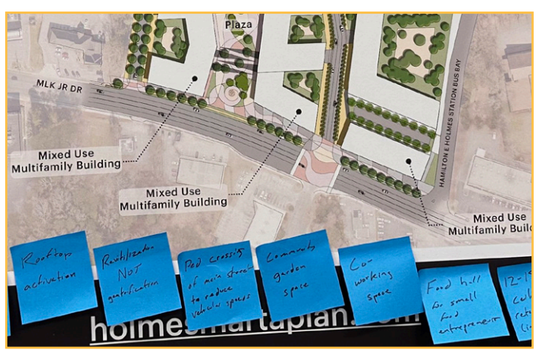
Event Feedback Survey Comments:

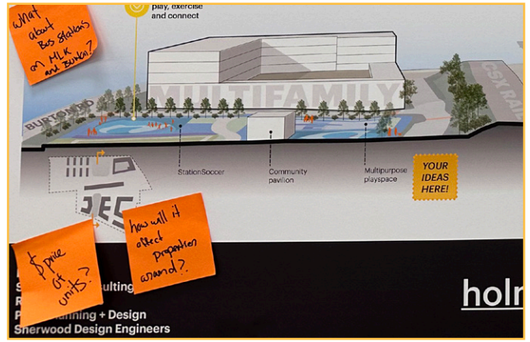
- Holmes Plaza
- Eunice Glover. Paul Morton. Charles Stanley
- Emma I. Darnell
- Laura A. Aiken, longtime resident
- Name it after crime victim children of Atlanta

Online Survey Comments:

- The community parks and greenspaces should be named after the unsung heroes from the HE Holmes and those who helped the community such as Richard Rose, Myrtle Davis, Leroy Johnson and many others. In addition, the artwork should be done by those who’s from the community such as artist and architect, Oscar Harris who lives and is from SW Atlanta.
- Community vote from suggestions, not a person maybe a one to three word name for the park and plaza. Something that takes in the community’s future for growth and pride.
- Welcome Holmes peace community. The progress from where the community came from and now.
- Yes ! The franchise boys Royo came from the area mayor Andre dickens, rapper killer mike who has done a lot for the community.
- Keisha Lance Bottoms Freedom Park
- Please do not name them after people using tax dollars. This creates problems later. Are we happy with all the stuff named Washington and/or Lee? It’s a reminder of the imbalance of power and money...unless someone wants to fund the whole building. What about native trees and other plants? (Other than peachtree, lol) What about native animals, like different kinds of birds?
- I’ll defer to more established residents for this.
- I believe we should name it after a community leader and activist in the area. An elder who has been involved and a member of the community for a long time.
- John Lewis park
- Serendipity Place (A nice spot to discover people, places and things).
- Martin Luther King Jr. Plaza
  Emma Darnell Park
- Hedgewood Dr, located off of Burton RD, was the home of several prominent Morehouse College professors during the 1940’s-1960’s. They should be considered.
- Offer suggestions for me rank.
- Name the open spaces after the surrounding neighborhoods, schools, and or the Whos Who’s of SW\NW Atlanta along with explaining the history/ significance of each. The HE Holmes site can serve as a history center of SW /NW ATL and how it came to be. It would be cool to see a then vs. now renderings of the HE Holmes station in the past, what it is now, and the final outcome post development







IN PERSON COMMENTS | PRINTED BOARDS

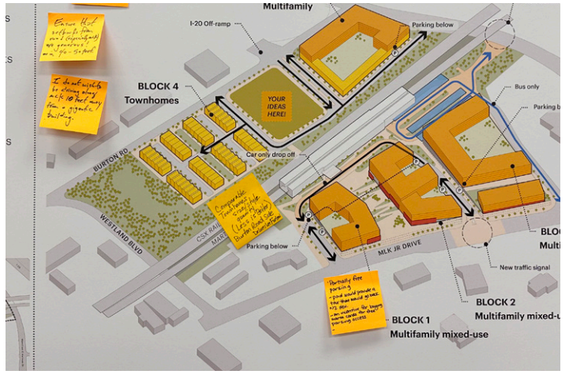
Comments were collected at each of the printed boards displayed during the event from the community by the design team. The following captures each of the questions or comments sequentially by each board displayed in the room:

The Vision | From Community Voices

- Setback concerns along MLK.
- What will this do to my property values?
- CSX Rail is very loud, this should be considered for future residents.
- As a transportation HUB consider connections to area trails.
- There should be a shuttle bus for residents who live nearby.
- Senior housing is needed.
- I wouldn't walk here even though I live nearby because it is not safe to walk on H.E. Holmes Drive.
- High end grocery store is a need.
- Home ownership is key, not just rentals.
- Sidewalks needed on Burton and Hedgewood NW.

The Vision | Master Plan

- Trail connector throughout community.
- Ensure setbacks are at least 30 feet.
- Need a beauty/make up store.
- Bridging across tracks to provide more access.
- How to connect to the intersection of MLK and Holmes?
- Open up the front side of the Station.
- Rooftop activation.
- Revitalization NOT gentrification.
- Pedestrian crossing of main street to reduce vehicular speed.
- Community garden space.
- Co-working space.



- Food hall for small entrepreneurs.
- The ceilings on retail/incubator spaces should be at least 12-15 feet.
- Dynamic lighting in the Station tunnel that could do themes for holidays.

The Framework | Guiding Principles

- What are the details on types of units?
- What about bus stations on MLK and Burton?
- What will be the price of units?
- How will this affect properties around the site?

The Framework | Development Metrics

- Would like to see more of the residential options be ownership driven that is attainable by the community.
- Ensure that setbacks from road, especially MLK, are generous with minimum 40-50 feet.
- I do not wish to be driving along MLK 10 feet away from a gigantic building.
- Partially free parking, paid would provide a tax that would go back to new development.
- An incentive for buying MARTA cards for free parking access.
- Comparable townhomes size/style/quantity – less is better on Burton Road side.

The Experience | Interact at the Park

- How does the plan address disability?
- Look at Decatur MARTA, what happens without the stair.
- Multi-purpose track – YAY! Like at College Park.
- How is accessibility addressed?

The Experience | Connect at the Terrace

- What was the process for evaluating the 3 plan options?
- The Experience | A Day at the Hub
- Bike lanes on MLK?

The Experience | A Hub for Holmes

- Concern about impact on Burton Road neighbors – traffic and scale.
- Like the controlled environment.
- Like that it addressed diversity and inclusion.

The Experience | A Day in the Life

- Where is the grocery store?
- How many rail cars into the Station?
- Would certainly come down to the site for recreation from Westhaven.
- What is the time frame?
- How is this different from gentrification?
- Need for substantial sidewalk along MLK Jr Drive.
- Consider the connection to Proctor Creek to the north.

Master Plan Vision

A VISION GUIDED BY THE COMMUNITY, INFORMED BY MARKET REALITIES AND FLEXIBLE TO LONG TERM CHANGE

A VISION FOR TOMORROW

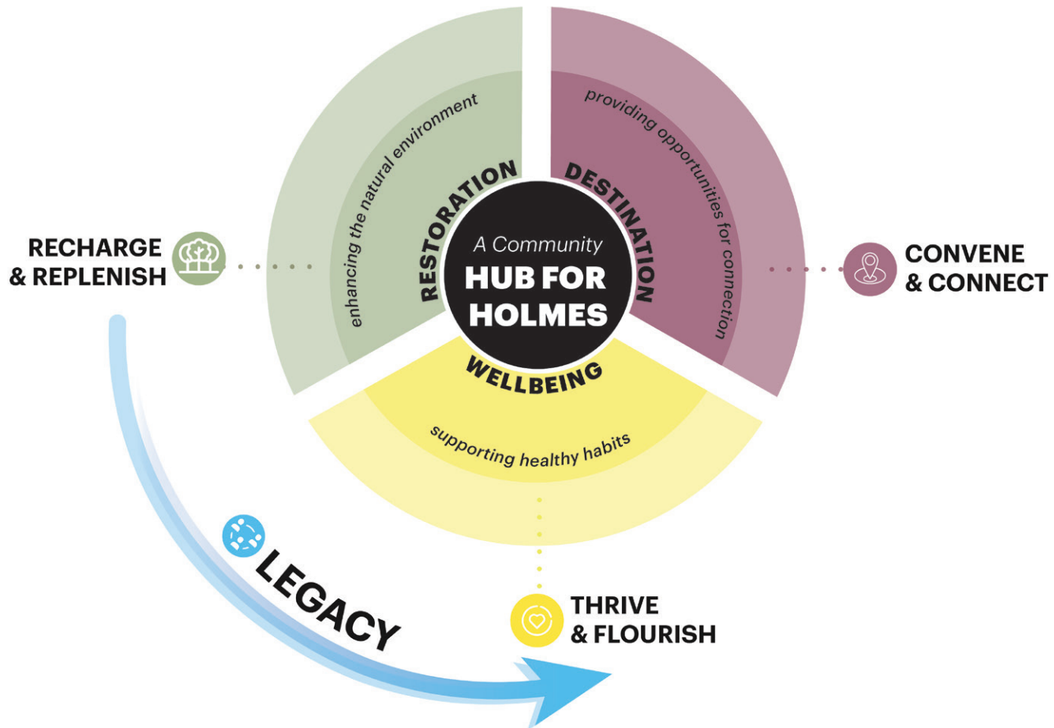
SITE ORGANIZATION

HUB IN CONTEXT

A Vision for Tomorrow

Guiding Principles

The Guiding Principles frame the master plan's priorities for accountability and decision-making.



FROM A COMMUTER HUB TO A *COMMUNITY* HUB...

DESTINATION

The site will be a destination for the surrounding community and visitors alike, a place that supports the day to day life of its neighbors and becomes a city-wide attraction integrated with all modes of transit.

RESTORATION

Through intentional design interventions the site will restore local natural ecosystems for the benefit of people and the earth.

WELLBEING

The site will have a ripple effect on the surrounding community to positively impact health through safe, easy and enjoyable opportunities for physical activity.

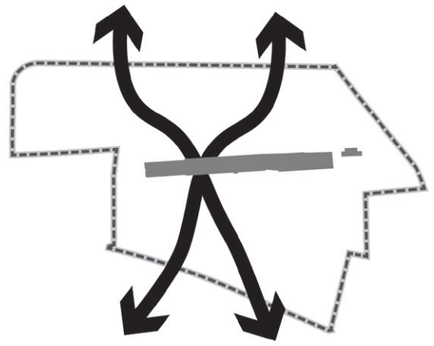
LEGACY

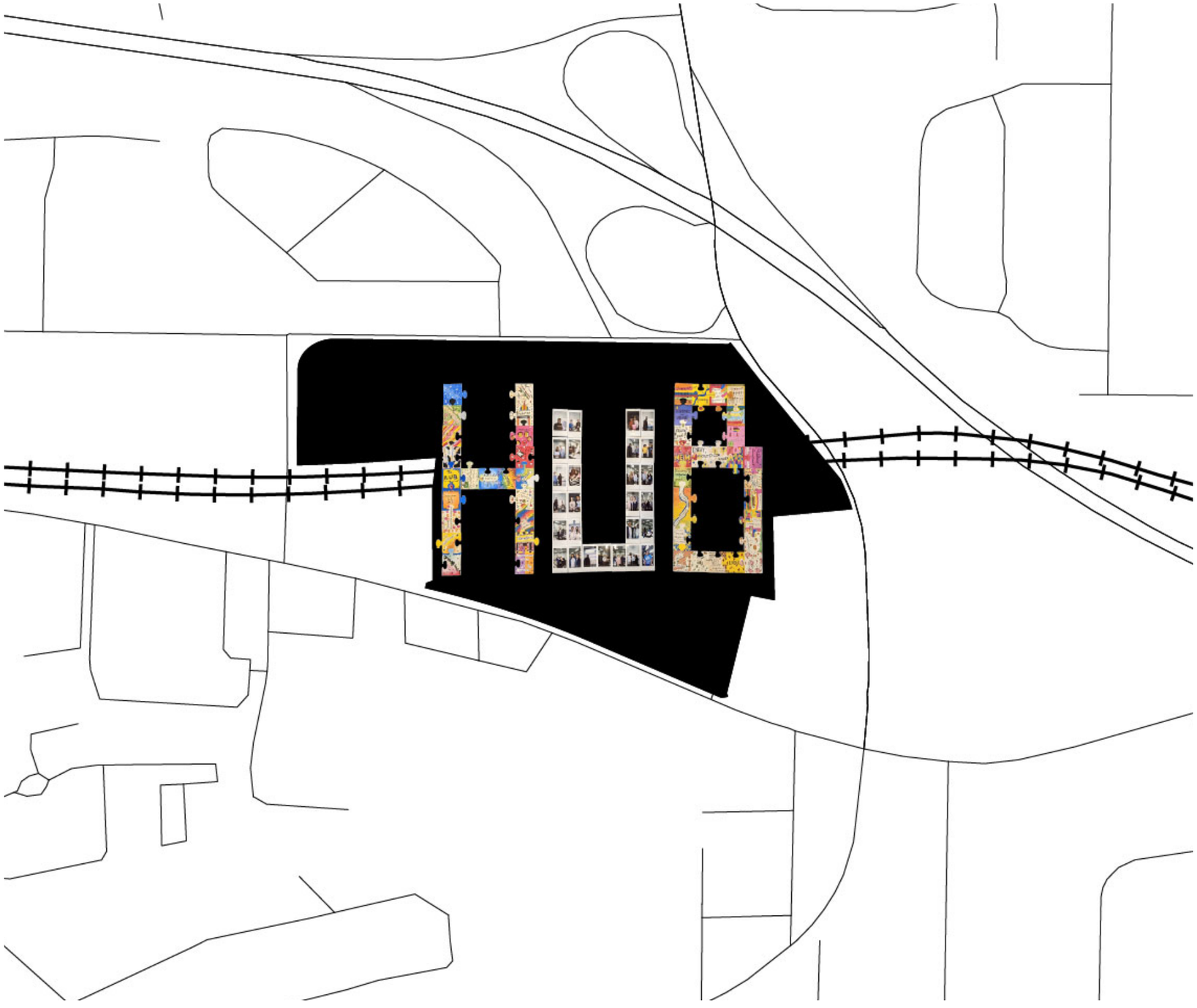
The site should honor Dr. Hamilton E. Holmes and the history of the surrounding community with a public realm that prioritizes equitable access, building spaces that support local businesses and a celebration of integrated transit.

Hub for Holmes

Reframing the Site

The existing tunnel is reframed as a purposeful link that connects two signature public spaces.





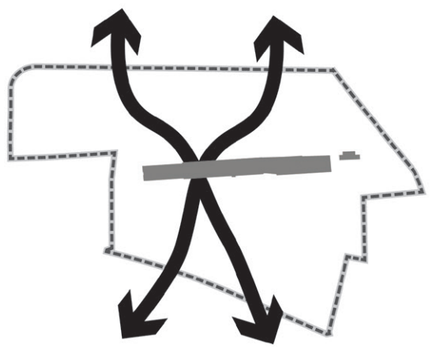
HUB | A collaborative art piece co-created by the community and design team.

During the Community Recommendations Review, the H and B were built from puzzle pieces that showcased words mentioned by the community members as they responded to the unveiled master plan. Polaroid shots built the U to represent the fact that the Holmes Hub starts with people.

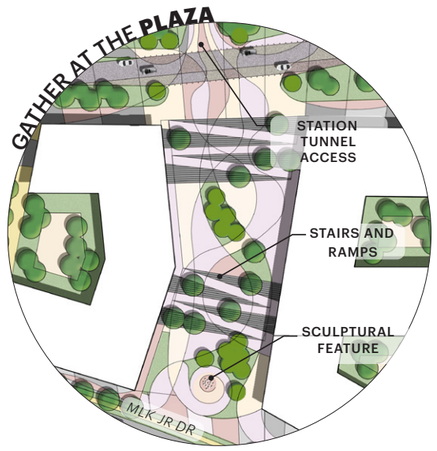
Site Organization

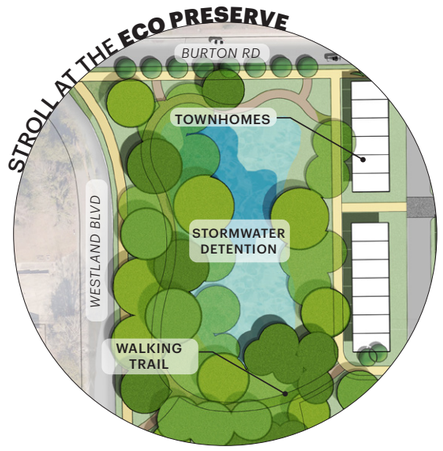
The site is organized to complement the reframed tunnel and signature public spaces by placing higher density residential along MLK and lower density development on the Burton Road side.

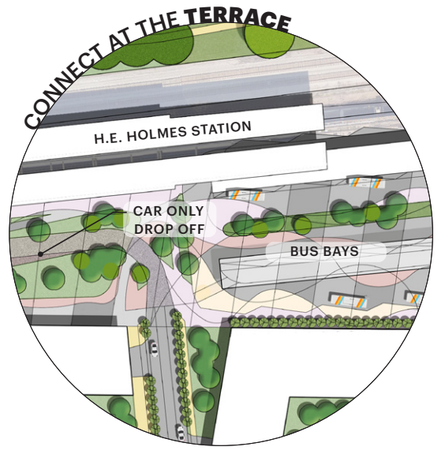
The 22 acres are articulated into 5 distinct blocks that are arranged to leverage orientation, ground elevation, circulation and nature preservation so that the plan is flexible and adaptable for long term success.

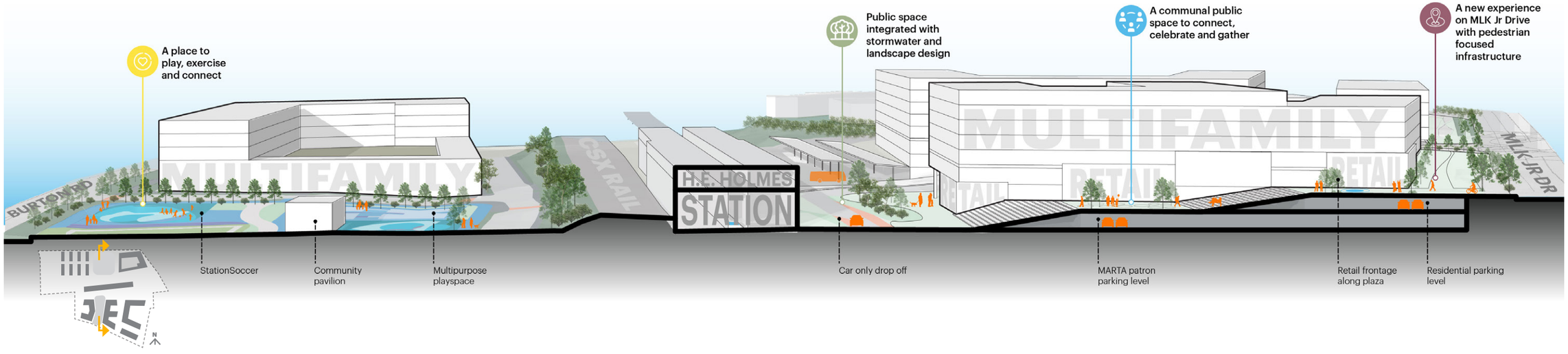


A Dynamic Public Realm









Gather at the Plaza

Multifamily building

Station beyond

Connection to tunnel

Retail fronting plaza

Entry road to Station

Tree-lined sidewalk

MLK Jr Drive
(westbound)

Flexible gathering space

Interact at the Park

Multifamily building

Community Pavilion

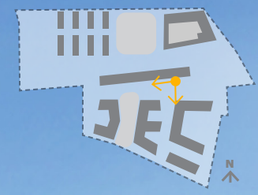
StationSoccer

Walking track

Station tunnel

Townhomes

Connect at the Terrace



Multifamily building

Mural opportunity

H.E. Holmes Station

Ground floor retail

Entry road from MLK Jr Dr

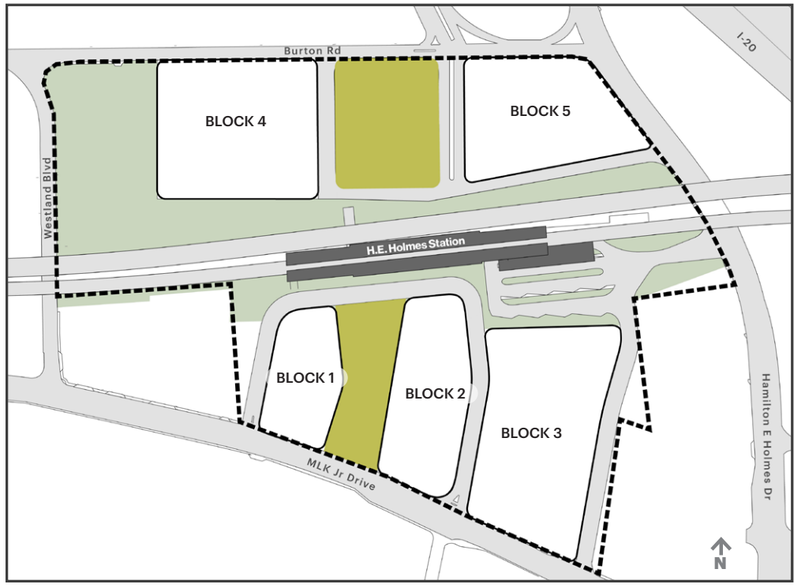
Car drop off

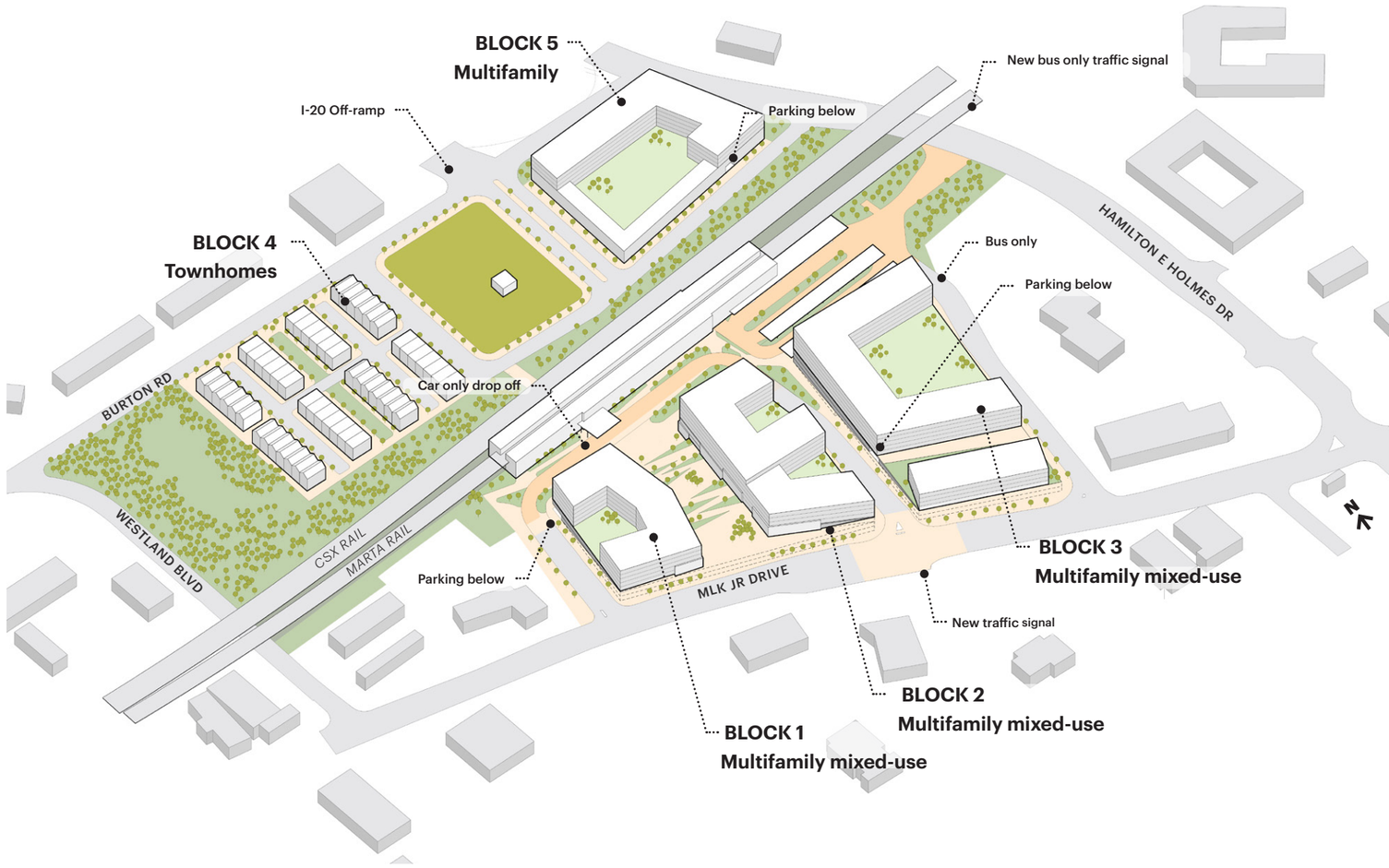
Walkway from bus bays

Development Framework

The framework maximizes the capacity of the site by distributing the program over 5 blocks that are self-sustaining based on their adjacencies and organization.

This promotes a balance of vibrant activity on the ground, quieter living spaces above and clearly distinguished parking under the development. The modularity of the layout fosters legibility for multi-modal experiences.





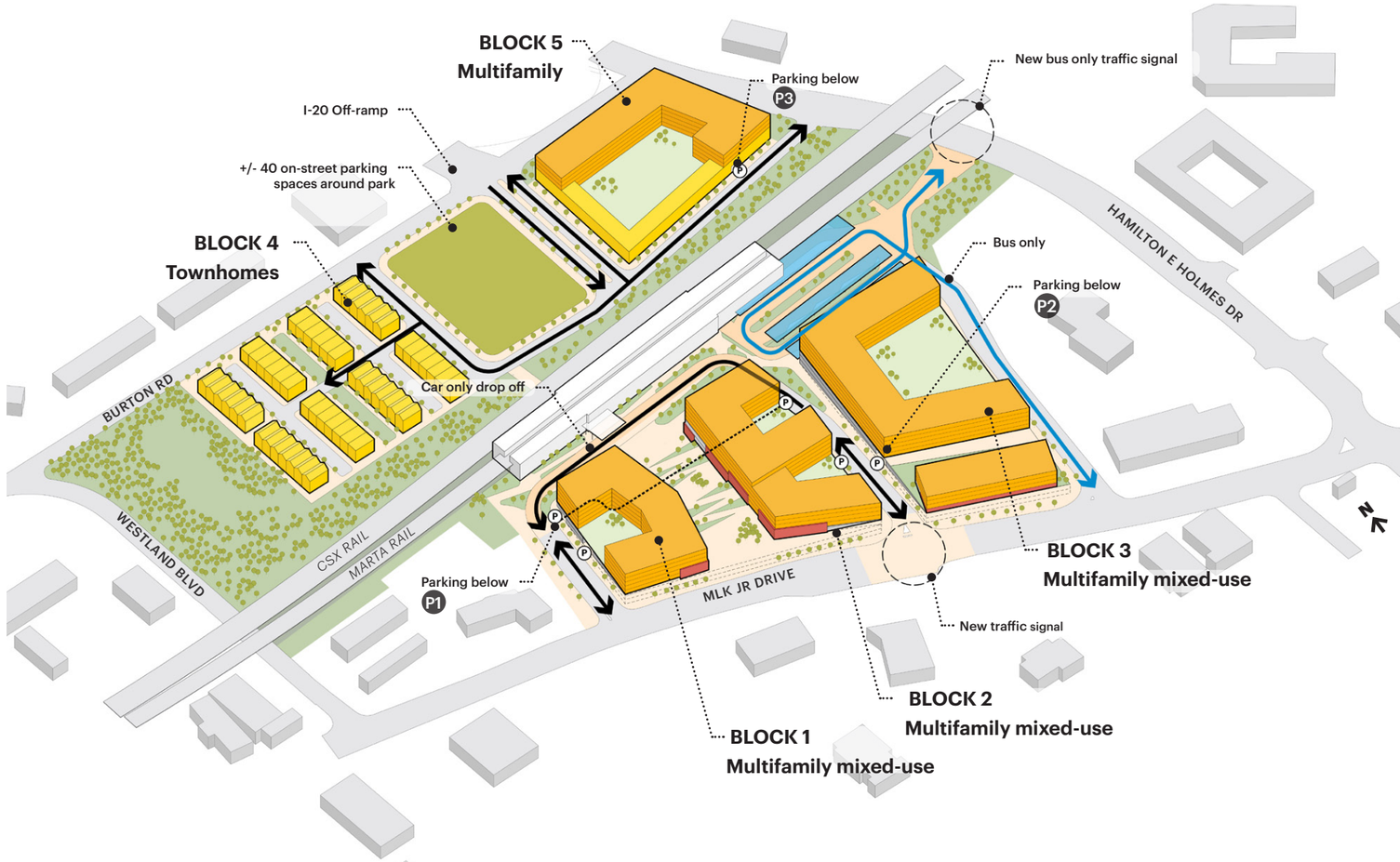
USES & PARKING SUMMARY

The master plan framework provides garage deck parking to accommodate proposed multifamily residential units and MARTA parking. A total of 1,500-1,750 parking spots allows MARTA the capacity for both daily visitor and long-term parking, residential parking, and retail parking. Total parking space counts reflect a range from 350-400 sqft per parking space. Design of garages should be optimized for MARTA parking as an end of the line station to replace the approximately 850 spaces that are accessible today while accounting for changing mobility trends.

Townhomes are intended to have individual garages that accommodate two vehicles per unit and the north lot Park has approximately 40 on-street spaces surrounding it.

Residential units have been calculated using a net area of 80% of gross area with an average of 900 sqft per unit. This calculation allows the flexibility for the building to consider circulation areas, lobby, and amenity spaces.

	SQFT	UNITS
BLOCK 1		
Building Footprint	37,200	
Gross Area	135,000	
Multifamily Units		100 -120
Retail	7,000	
BLOCK 2		
Building Footprint	53,500	
Gross Area	185,00	
Multifamily Units		150-170
Retail	6,000	
GARAGE PARKING		
P1 - parking spots	282,000	705-805
BLOCK 3		
Building Footprint	112,000	
Gross Area	300,000	
Multifamily Units		250-270
Retail	9,000	
GARAGE PARKING		
P2 - parking spots	264,500	660-755
BLOCK 4		
Building Footprint	800	
Gross Area	84,800	
Townhomes		40-60
BLOCK 5		
Building Footprint	70,300	
Gross Area	150,000	
Multifamily Units		130-150
GARAGE PARKING		
P3 - parking spots	79,000	195-225



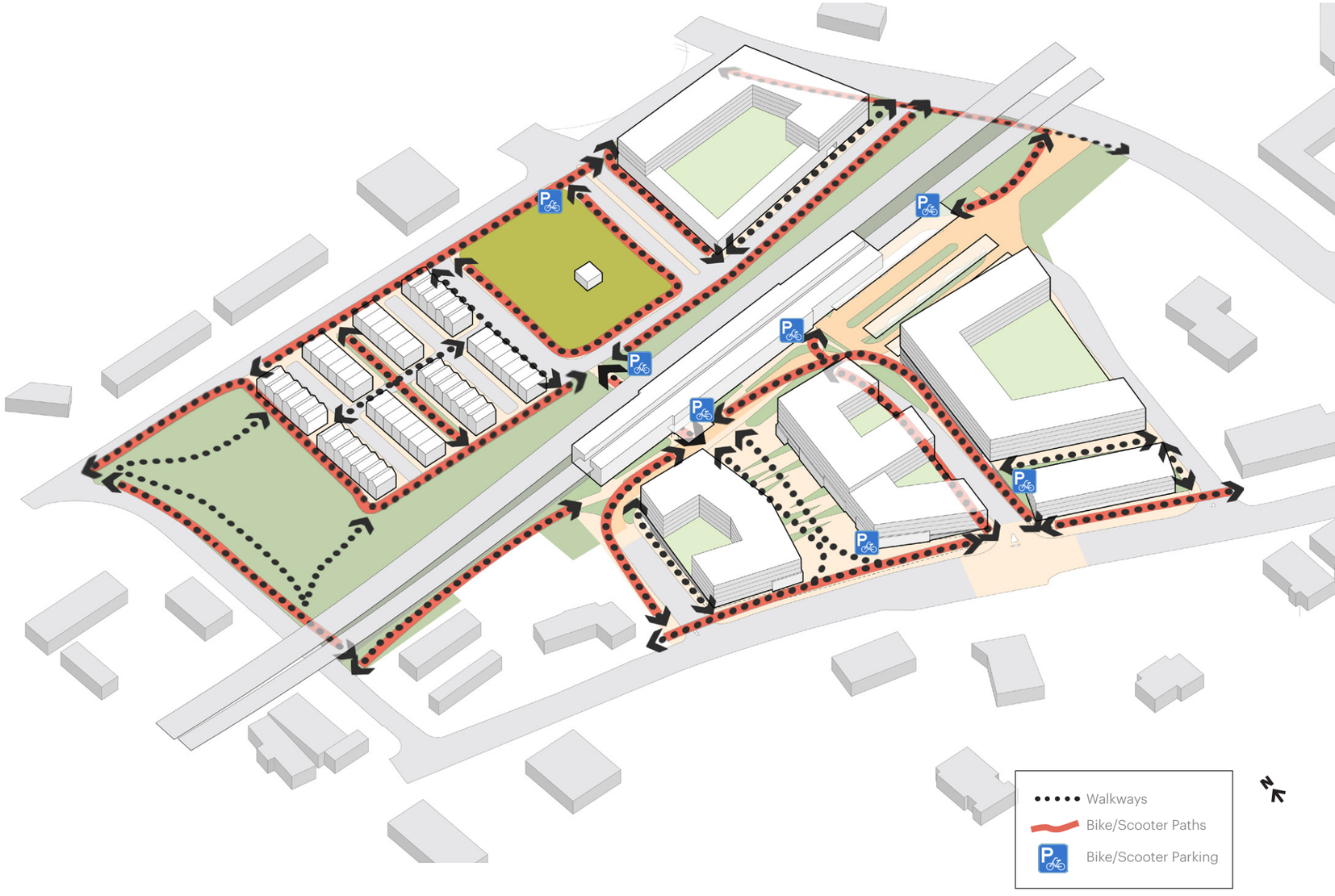
PEDESTRIAN & BIKE MOVEMENT

The design of the site plan is intended to transform H.E. Holmes into a station and development that is as comfortable and inviting to access by walking or biking as it is to arrive by bus or car.

Entering from any corner of the site, pedestrian and bicycle access to the new development blocks and station is provided via multiple routes. On the south side, the central plaza serves as the primary pedestrian-only entryway, along with additional sidewalks, cycle tracks, and shared use paths adjacent to the access roads. The existing tunnel is reframed as a focal point that connects the south and north sides.

On the north side, the site's entire edge along Burton Road becomes a wide shared use path, with multiple entry points providing interior access to the townhome block, the park space, and the multifamily block. The path extends along Holmes Drive, providing direct access to the bus station.

A minimum of seven public bike/scooter parking locations are provided at key points around the site, with the potential for additional private parking areas provided for residents.



PEDESTRIAN & BIKE FACILITIES

A variety of pedestrian and bike facilities have been designed and recommended for their specific attributes within the site's context.

As much as possible, providing separation from vehicles was an important intention. The site design incorporates sidewalks, cycle lanes, and separated shared use paths throughout, as appropriate.

However, because the continued need for pick-up/drop-off zones at the station entrances would inevitably create an area where pedestrians, bikers, scooter riders, and vehicles would interact, for these spaces the design team chose to pursue a concept that completely dissolves the boundaries that typically separate pedestrians and bikes from motor vehicles.

STREET TYPOLOGIES

The pedestrian and bike facilities are arranged in eight distinct street typologies, informed by the size and expected usage patterns of the accompanying roadways.

1. The MLK Jr. Drive Streetscape
2. The Primary Access Road - SE
3. The Terrace - Station Entrance Areas
4. The Secondary Access Roads - SW + NE
5. The Primary Access Road - NE
6. The Primary Access Road - NW
7. Service Road - SE
8. The Townhome Drives

STREET TYPOLOGY MATRIX

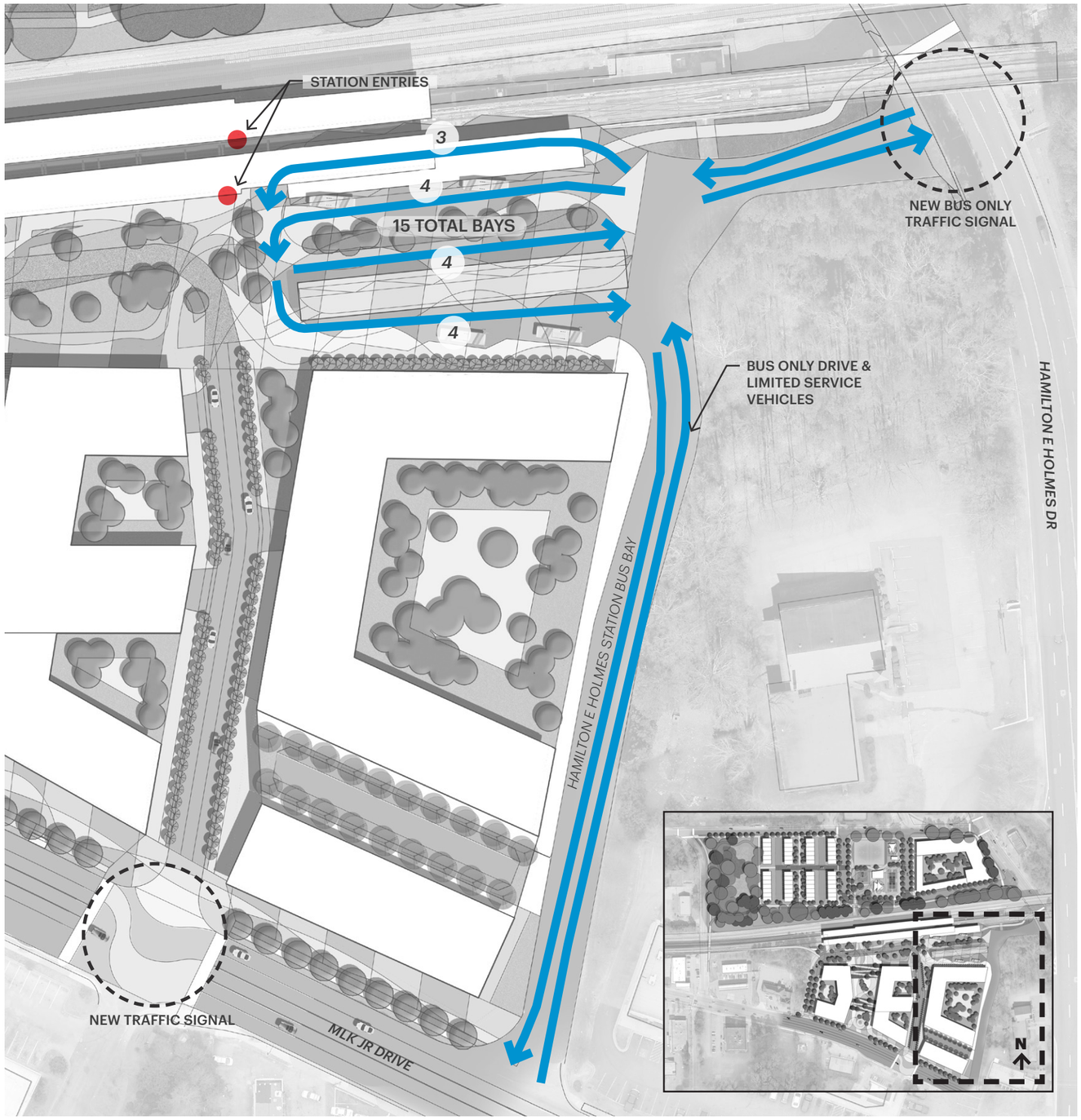
Street	a. Building Set Back	b. Sidewalk or Multi-Purpose Trail (10' min.)	c. Amenity Zone/ Planting Buffer	d. One-Way Cycle Track	e. Amenity Zone/ Planting Buffer	f. Travel Lane	g. Center Turn-Lane	h. Travel Lane	i. Amenity Zone/ Planting Buffer	j. One-Way Cycle Track	k. Amenity Zone/ Planting Buffer	l. Sidewalk/ Multi-Purpose Trail	m. Building Set Back
1. The MLK Jr. Drive Streetscape	25'+	12'	10'	-	-	10' (x2)	11.5'	10' (x2)	-	-	-	-	-
2. The Primary Access Road - SE	20'	6'	3'	5'	3'	10'	11.5'	10'	3'	5'	3'	6'	20'
3. The Terrace - Station Entrance Areas	35'	12'	20'+	-	-	30'	-	-	8'+	-	10'+	10'	30'
4. The Secondary Access Roads - SW + NE	10'+	6'	5'	-	-	10'	-	10'	5'	-	-	10'	-
5. The Primary Access Road - NE	20'	12'	5'	-	-	10'	-	10'	-	-	5'	10'	-
6. The Primary Access Road - NW	14'	8'	5'	-	-	10'	-	10'	-	-	5'	10'	-
7. Service Road - SE	8'	6'	5'	-	-	10'	-	10'	-	-	5'	6'	8'
8. The Townhome Drives	10'	10'	5'	-	-	11'		11'	-	-	5'	10'	15'

BUS CIRCULATION

The design team met with both MARTA Bus Operations and Georgia DOT during the design process to understand existing conditions, constraints and opportunities for circulation and bus demand. The following assumptions are accounted for in the proposed master plan and reflect the information available during this time:

KEY IDEAS

- MARTA & CobbLinc consolidated into one dedicated circulation loop
- Expand from 12 existing bays to 15-16 bays; 16 bays are desired by MARTA Bus Operations, 15 are drawn in current configuration
- Two of the total number of bays are dedicated to articulated buses
- New bus only traffic signal at H.E. Holmes Drive
- Bus bay design should be integrated into overall landscape, pedestrian circulation and experience of the larger ‘Terrace’ and Station Rehab



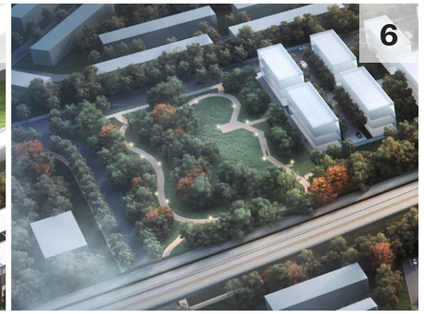
Placemaking Strategy

The primary goal of the placemaking strategy is to provide dynamic, multipurpose public spaces that are welcoming and comfortable, accessible for all, and serve transit users, residents, and visitors alike. Blending seamlessly into the rich culture and architectural heritage of surrounding communities is also a focus, through the use of art and landscape design. In particular, adding hundreds of trees to the site—while protecting hundreds more—will embody the "city in the forest" character that defines Atlanta, while reducing the urban heat island effect.

The tunnel through the station continues to serve as a central spine connecting the northern and southern sides, but on each station side a distinct experience will greet patrons.

Six key elements form the basis for the public realm:

1. The M.L.K. Jr. Drive Streetscape
2. The Central Plaza
3. The Terrace
4. The Active Recreation Park
5. Interior Streetscapes
6. The Eco Preserve



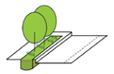
Storm Water Strategy

Storm water infrastructure practices are recommended to be integrated throughout the site, intended to replicate the natural processes that would have occurred pre-development at this location near the top of the watershed. Specific practices were selected based on their ability to integrate with the site layout and to serve multiple functions:

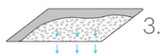
- improve the water quality of storm water,
- slow water down to mitigate erosion and downstream flooding, and
- provide a layered integration of programming to the storm water management.

Seven practices form the basis for the storm water infrastructure:

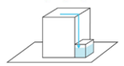
1. Bioswales



2. Bioretention

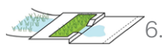


3. Living Streets: Pervious Paving



4. Rainwater Harvesting

5. Retrofitted Detention Pond



6. Curb Cuts

7. Detention Storage

LIVING STREETS

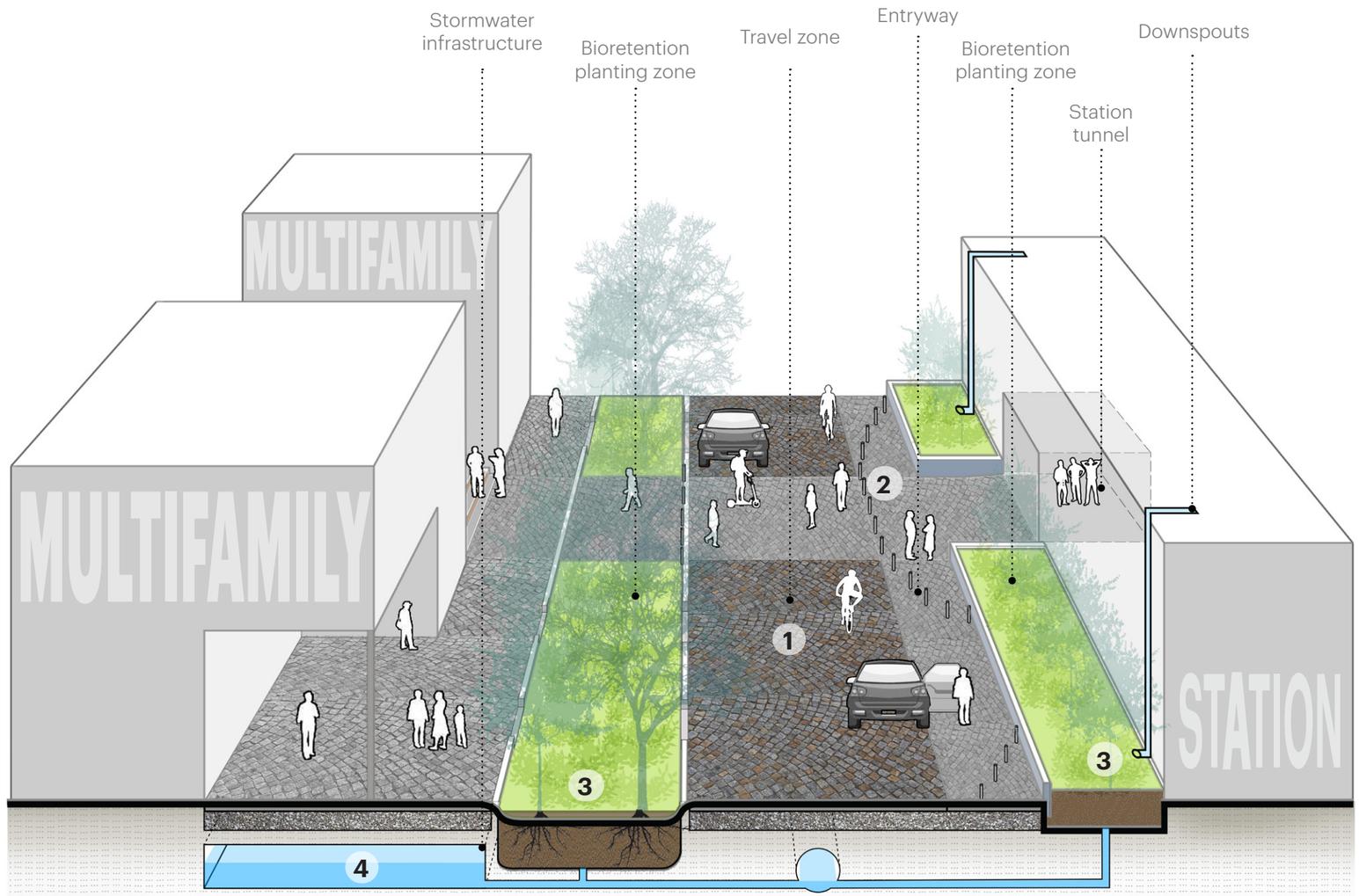
Every MARTA station that features a public access driveway and Kiss-Ride dropoff area faces the same challenge of accommodating vehicles (including occasionally buses), pedestrians, bikers, and users of other small personal mobility. Traditionally, the design of these spaces defines a strong separation of uses, often prioritizing vehicles and restricting pedestrians to certain areas, creating conflict points and also leading to a need for enforcement.

Because the Holmes TOD plan proposes a community with dynamic public gathering spaces on either side of the existing station entrances, an innovative approach was chosen to address these conflict zones. The design of the “living street,” also known as a “woonerf,” creates a streetscape in which traditional lanes and separated uses are removed, instead creating a shared street space that encourages pedestrians and bikers to take the most convenient route to their destination, while also using subtle design elements to keep vehicle speeds to a minimum.

These spaces will also be truly living streets by integrating elements of green infrastructure with planting areas designed to both treat and store stormwater, and help define logical spaces for vehicle movement, versus temporary loading and unloading.

LIVING STREET ELEMENTS

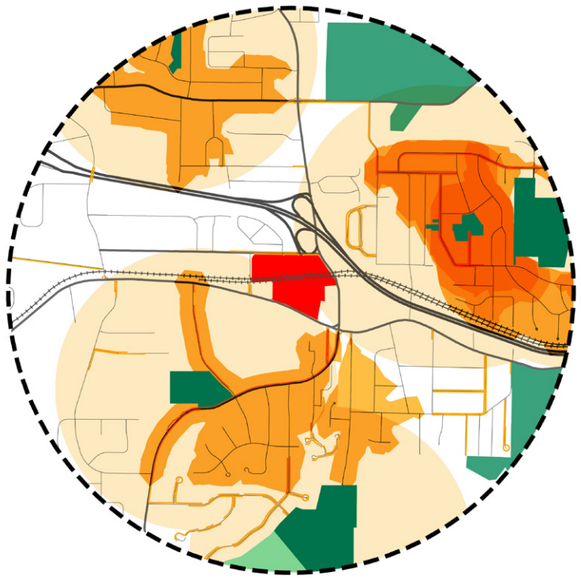
1. Travel zone—permeable paving defines a shared space for all modes of travel through the entry area, with bollards and other design elements providing recommended zones for temporary loading and unloading.
2. Entryway—bollards and an alternate shade of permeable pavers define areas of pedestrian only access into the station.
3. Bioretention planting zones—the shape and location of these planting areas help to slow vehicular traffic while providing space for plantings and soil that collects and treats stormwater.
4. Stormwater Infrastructure— Underground detention structures and pipes convey excess water to the south side of the station where it is treated in the retrofitted detention pond.



Hub in Context

The Holmes TOD is positioned to knit its neighboring communities together by filling a gap in access to programmed public spaces and daily amenities.

A walkshed analysis indicates the potential to make a transformative gesture in the plan by reducing car dependency, promoting healthy and sustainable living, and improving wellbeing and quality of life through enhanced connections.

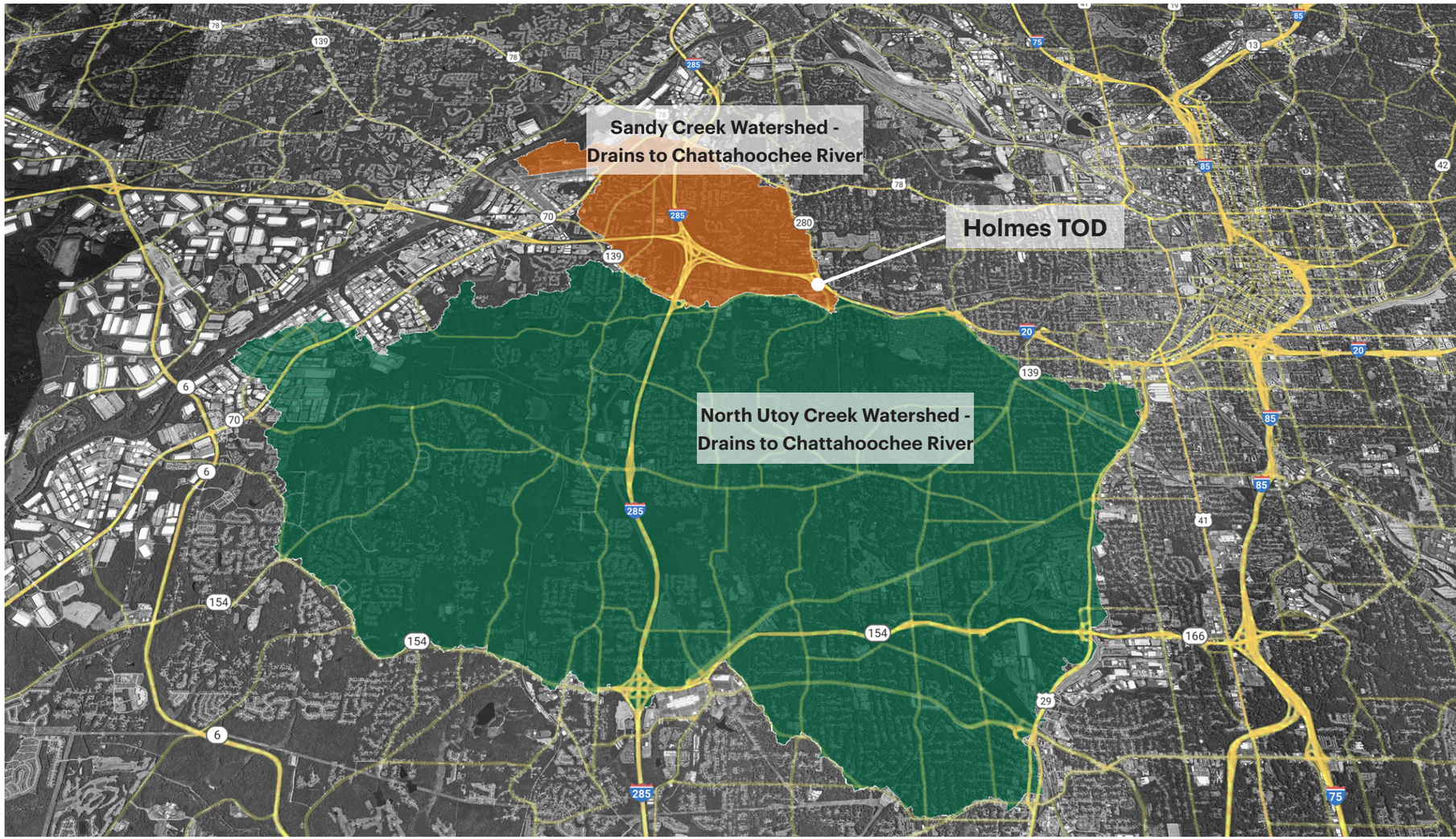


LOCAL WATERSHED

Despite being at a lower elevation than Downtown, this site is in a local high point and the top of a regional watershed for Sandy Creek. This location alleviates the site of the majority of off-site flooding from uphill areas, but yields heavy influence over the flooding and water quality experienced by the site's downstream neighbors.

When it rains, stormwater that originates at this site moves towards the lower watershed for Sandy Creek, (a designated impaired stream by Georgia EPD) through roadways, storm pipes, and open streams. The stormwater elements integrated into the site plan are designed to retain and slowly infiltrate precipitation to diminish downstream volume, velocity, debris and sediment, ultimately reducing flooding and improving water quality through the rest of the watershed.

Rebirth of Atlanta's environmental commitment to water starts at restoring water's natural function in relation to its region. To do this, the plan maximizes the site's position, fostering a strong level of environmental stewardship for the on-site water that is eventually conveyed to downstream habitats and communities.



BIKE & WALK CONNECTIONS

The development of the site and its pedestrian and bike facilities will create significant potential to improve access to the TOD via walking and biking. Previous planning in the area identified a variety of pedestrian and bike improvements which are yet to be implemented. Based on the site's context and community input, five projects are recommended to be prioritized by partners including the Georgia Department of Transportation the Atlanta Department of Transportation, the PATH Foundation, and local elected officials.

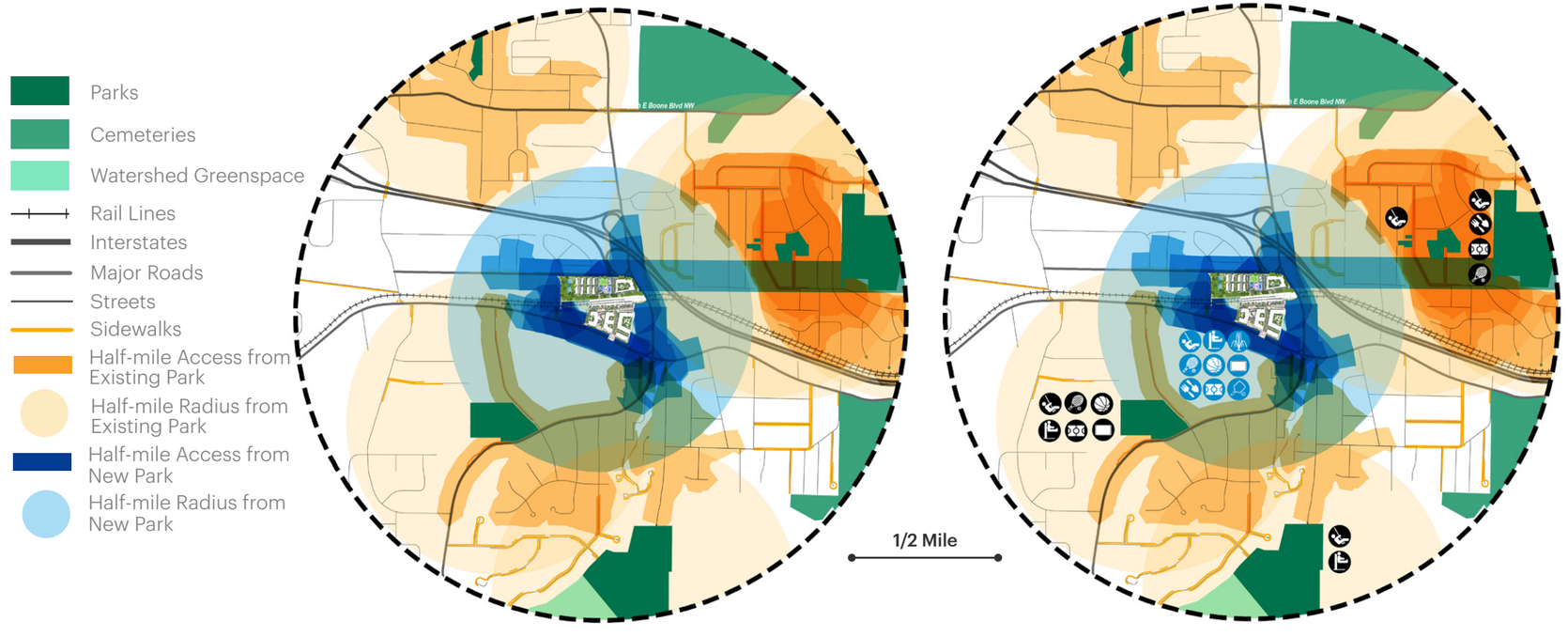
1. Lionel Hampton Greenway Trail extension to connect the west edge of the Holmes TOD to the existing shared use path on MLK Jr. Drive
2. Westside Trail connection from the Holmes Drive edge of the TOD to Douglass High School and Anderson Park
3. Bike connection per Cycle Atlanta 2.0 to connect the existing Lionel Hampton Greenway Trail and Nature Preserve to Hamilton Holmes Drive
4. Bicycle improvements east of the station along MLK Jr. Drive
5. Neighborhood Greenway improvements to Burton Road

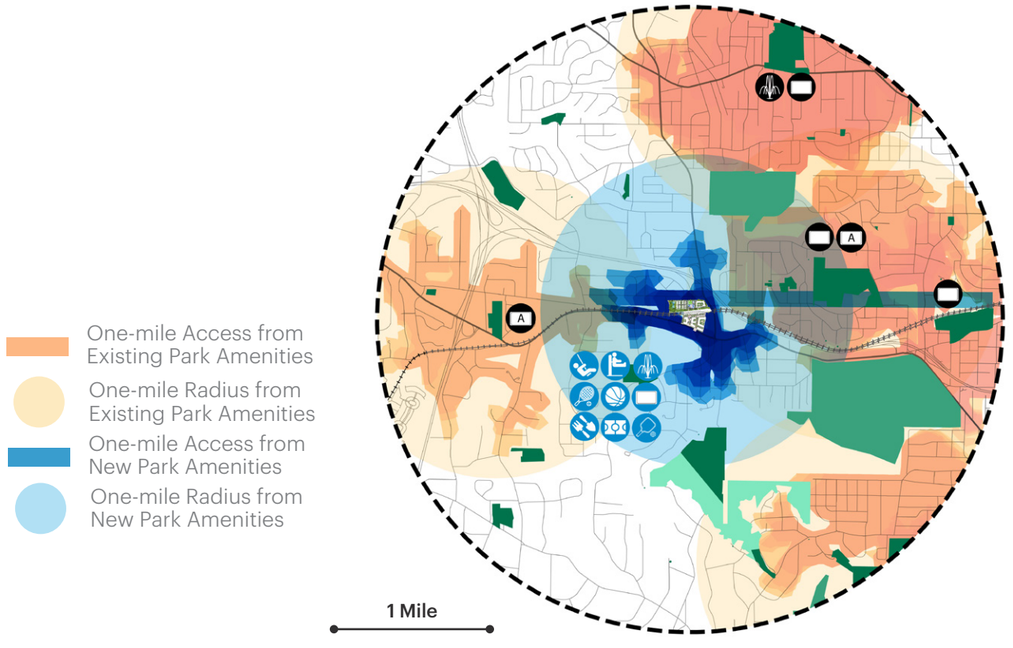
PARK ACCESS

The development of the proposed park space on the north side of the site will play an important role in advancing the city's commitment to providing a park within a 10-minute walk of all residents. Although there are multiple parks within a 1-mile radius of the station, the site currently sits in a gap outside of the 10-minute walkshed. And naturally, the park access benefits are two-fold, accommodating both the hundreds of new residents of the TOD as well as existing nearby community members.

Additionally, the introduction of new park amenities, including the proposed multi-purpose StationSoccer fields, playground, adult fitness equipment, basketball court, pickleball/tennis courts, community garden space, and splashpad, will serve to fill numerous gaps in the provision of these amenities to the surrounding neighborhoods, all ideally in partnership with the Department of Parks and Recreation.

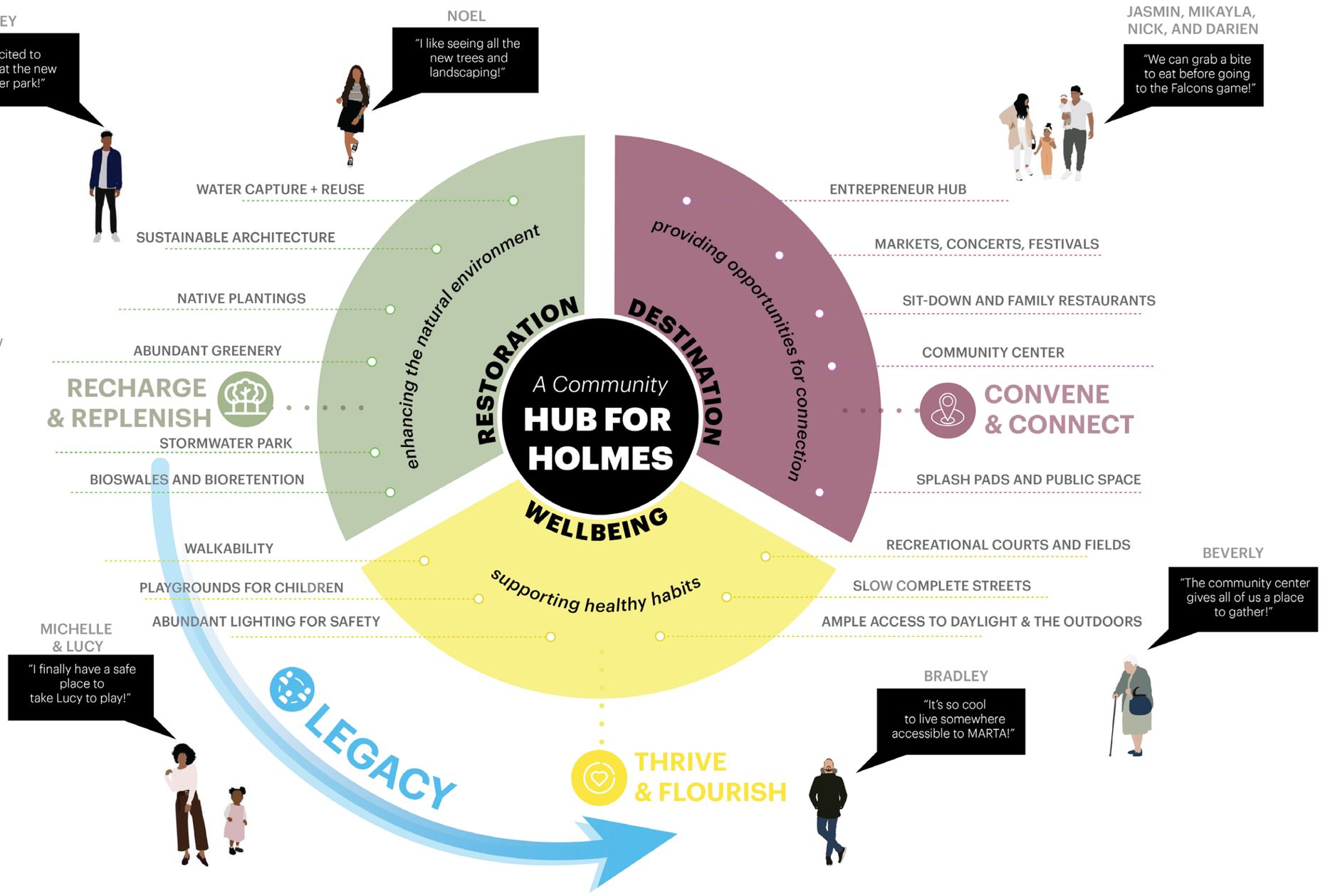
While public parks and recreation amenities have not traditionally been a fundamental component of Transit Oriented Development, the Holmes TOD offers the opportunity for MARTA to be a trailblazer in creating truly community-serving development.





A COMMUNITY HUB

Connecting people and place, the Community Hub for Holmes will be a place that caters to all ages, abilities and interests. The Station will continue to serve as a multi-modal center of transit but will elevate the experience of the pedestrian, bicyclist, bus and train rider alike. The Hub will become a new neighborhood node for people to live, access daily needs, meet with friends or host a community wide event. In the future, waiting, arriving, interacting, connecting, the journey and experience will be woven uniquely into the diversity of buildings, parks and plazas at the Hub.



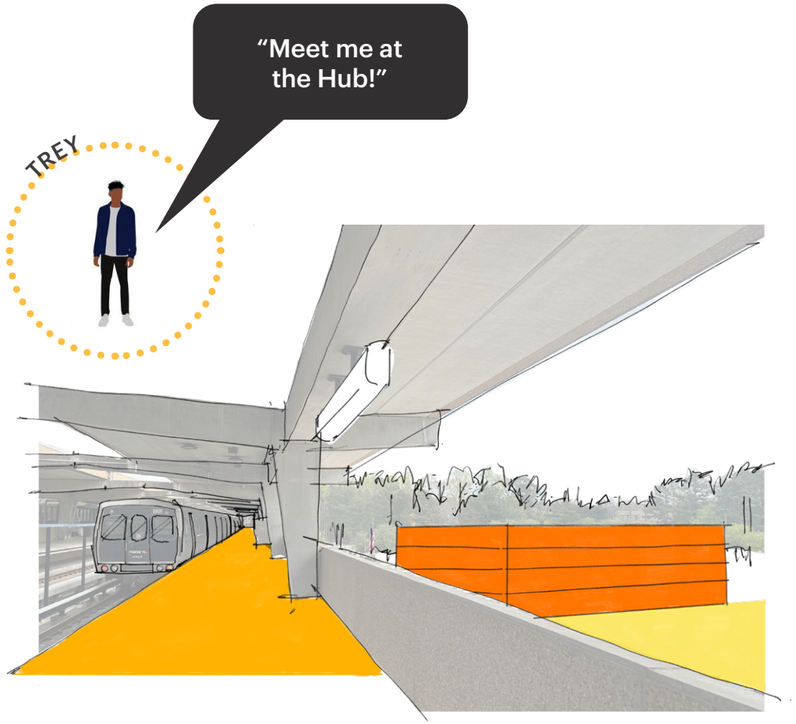
REFRAME :
WAITING & ARRIVING

Trey while waiting

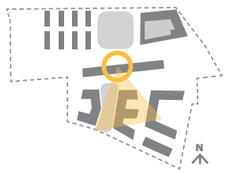
The new Hub at Holmes gives Trey an opportunity to grab a bite with his friends and hang out in the plaza before he catches a train into the city.

Michelle & Lucy arriving

The new Hub at Holmes gives Michelle and Lucy a stress-free parking experience as they arrive via train from the city on the way home.



Today while waiting on the train platform, looking south

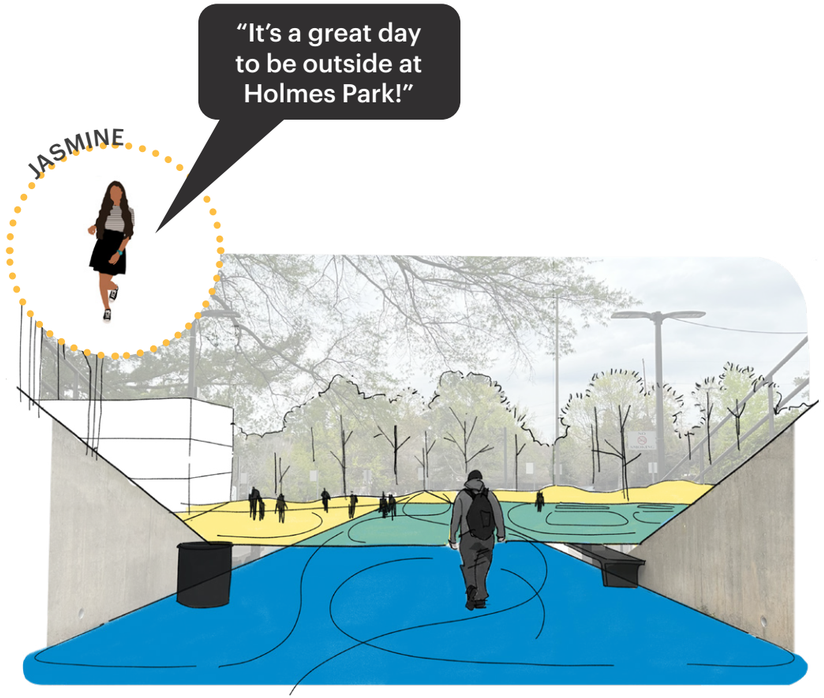


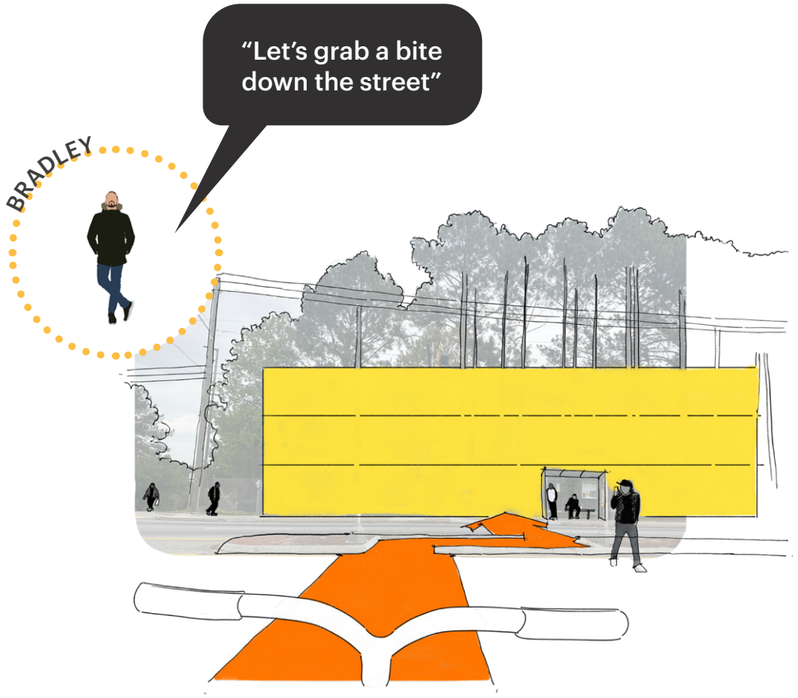
Today arriving at the Station

REFRAME : *INTERACTING & CONNECTING*

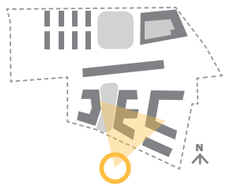
Jasmine interacting at the new park
The new Hub at Holmes gives Jasmine an opportunity to get some exercise in at the north multiuse fields, before she has to clock in for work as a barista at the coffee shop to the south.

Bradley connecting
The new Hub at Holmes gives Bradley a place to network with potential clients since it is easily accessible by bus, train, car, and foot.





Today exiting the Station tunnel to the north lot

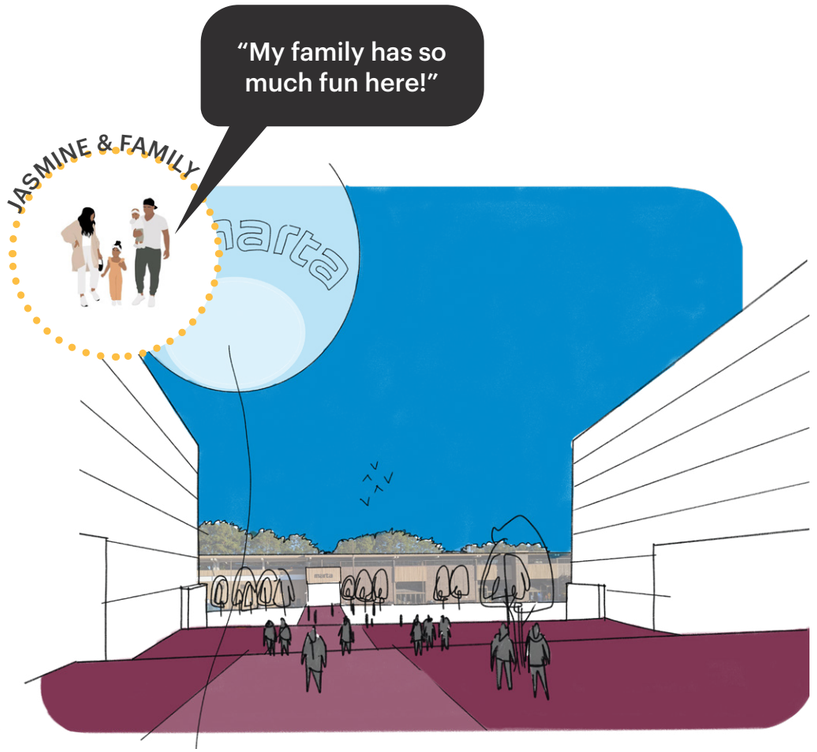


Today crossing MLK Jr Drive

REFRAME : *JOURNEY & EXPERIENCE*

Beverly's journey
The new Hub at Holmes gives Beverly a place to meet all her neighborhood friends for some coffee to discuss all the latest happenings in Collier Heights.

Jasmine's experience
The new Hub at Holmes gives Jasmine an opportunity to be an artisan participant in the weekend markets in the south plaza, giving her a platform for her small business to begin.



Today walking east down Burton Road

Today in the south lot facing the Station

A Resilient Plan

CONSIDERATIONS AND CHARACTERISTICS TO INFORM A COMPREHENSIVE APPROACH

Zoning

Phasing

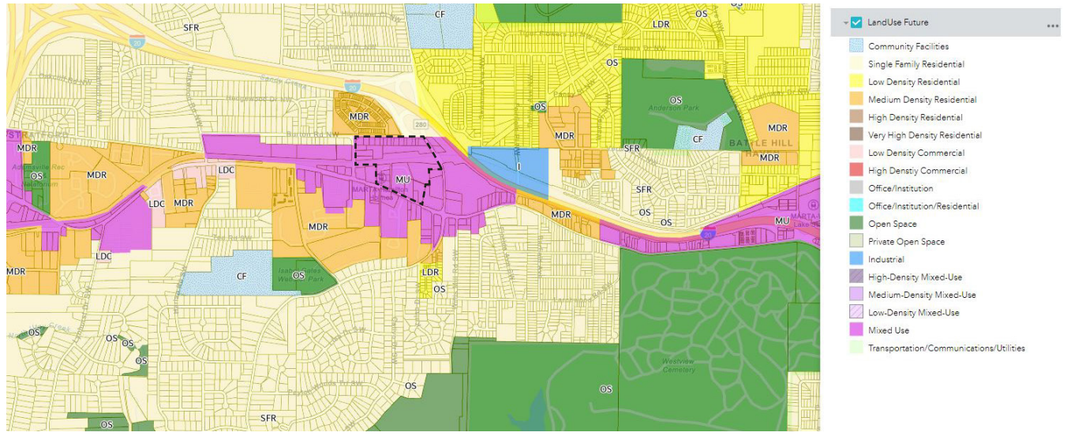
Health + Wellbeing

Environmental Health Goals

Developer Alignment Guide

Next Steps

Zoning

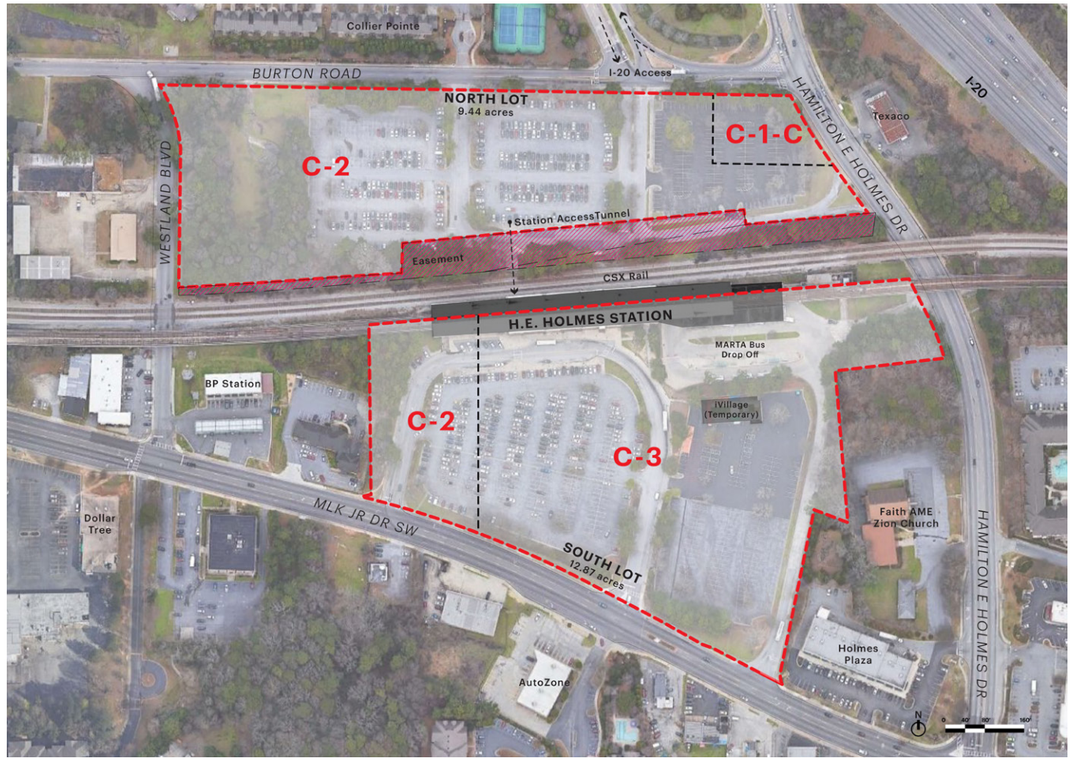


City of Atlanta Planning Department Future Land Use | H.E. Holmes Station site designated Mixed Use

The H.E. Holmes station site is being envisioned as a community hub with housing, retail, and other amenities in response to the TOD guidelines established by MARTA, the Transit Oriented Plan of the City of Atlanta, and comments received from extensive public engagement. Rezoning the site from the current 3 zoning districts (C-1-C-Community Business District Conditional, C-2- Commercial Service District, and C-3-Commercial Residential District) to MRC-3 (Mixed Residential Commercial District 3) accomplishes the following important objectives through increased density:

- More people will be able to live, work, shop, or go to school within walking distance of the station
- Change from a development focused on cars to development focused on people
- Increase transit ridership and provide more conveniences throughout the day
- Create a mixed-use mixed-income development that offers affordable housing
- Make public open space more accessible
- Add walking trails, play areas, and bike paths

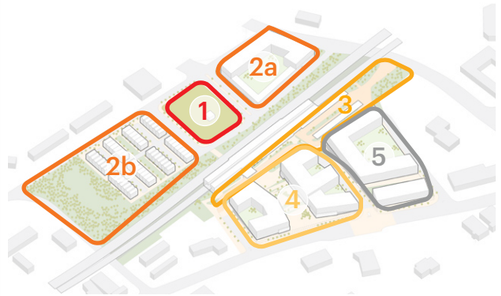
Rezoning the H.E. Holmes Station site to MRC-3 (Mixed Residential Commercial District 3) will give this historically significant and diverse community the framework to build a vibrant and active hub.



Existing site with 3 zoning districts

Phasing

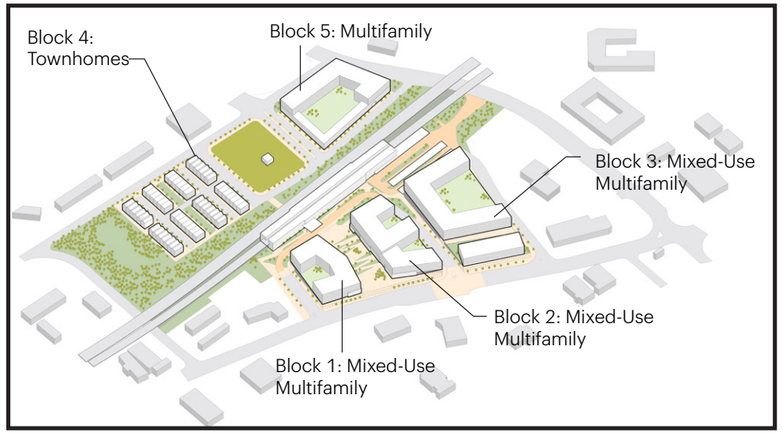
The following phasing considerations divide the site into developable areas or blocks in consideration to investments in infrastructure, creating momentum on the site, managing parking during construction and bringing together a cohesive long term development. The following approaches demonstrate the plan's flexibility should development priorities change.

APPROACH A	APPROACH B	APPROACH C
		
• Phase 1: Station infrastructure for south lot Terrace (car drop off and bus bays) • Phase 2a: Southwest Lot Multifamily Development and Central Plaza • Phase 2b: Southeast lot Multifamily Development • Phase 3: Northeast Multifamily Block and North Park • Phase 4: Northwest Townhome Block and Eco-Preserve Considerations: • North lot public space investments are paired with block development only generating activity when development is realized • Phased south lot allows parking to shift	• Phase 1: Public infrastructure for North Public Park, Eco-Preserve, and South lot Terrace • Phase 2: Southwest Lot Multifamily Development, Central Plaza and Southeast lot Multifamily Development • Phase 3: Northeast Multifamily Block • Phase 4: Northwest Townhome Block Considerations: • Major public spaces set tone for future development and generate excitement to make future phases realizable. • Most parking relocates to north lot during construction • Nonprofit and/or City Parks Department partnerships on public spaces to realize in early phases	• Phase 1: Public infrastructure for North Public Park • Phase 2: Northeast Multifamily Block • Phase 2b: Northwest Townhome Block and Eco-Preserve park • Phase 3: South lot Terrace for Station infrastructure • Phase 4: Southwest Lot Multifamily Development and Central Plaza • Phase 5: Southeast lot Multifamily Development Considerations: • Lowest density achieved in early phases • Activity on north lot makes remaining south lots easier to develop • Phased south lot allows parking to shift

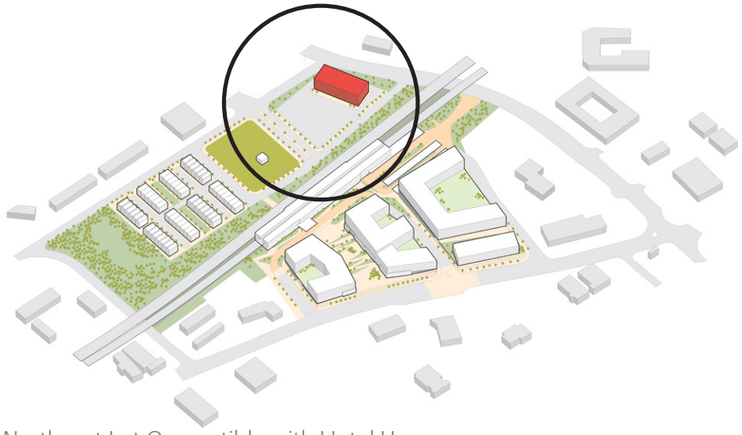
PLAN FLEXIBILITY

Proposed zoning allows for greater height and density that is compatible with a TOD project. The planning team studied options that more closely meet the zoning, but the recommended plan incorporates community feedback on the desirable level of density and building typology. If greater density/ height is pursued, the project will likely more into the requirement of high-rise building code. Once in high-rise code, efficiency of construction may dictate a jump up in overall height and the market may not favor incremental increase to building heights.

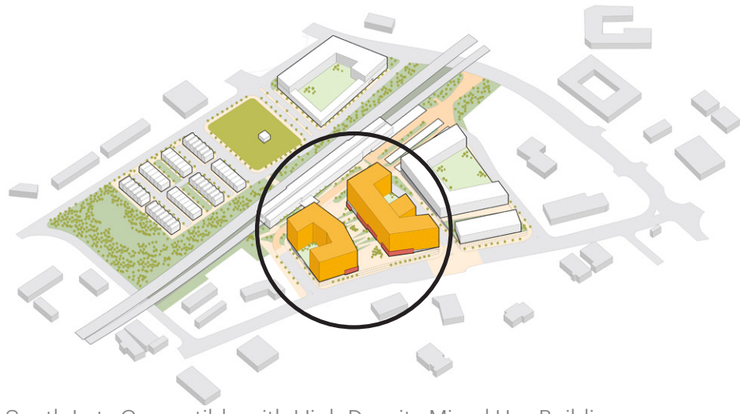
The recommended framework identifies a townhome development on the northwest site parcel to be compatible with its context and provide housing diversity. Should conditions change, site blocks are configured to be flexible and could equally accommodate a multifamily building footprint. Similarly, the northeast lot can accommodate a hotel use with on-site parking and the south lots can accommodate high-density buildings. The community's desire for a neighborhood grocery would be a compatible use fronting MLK Jr Drive on the southeast lot.



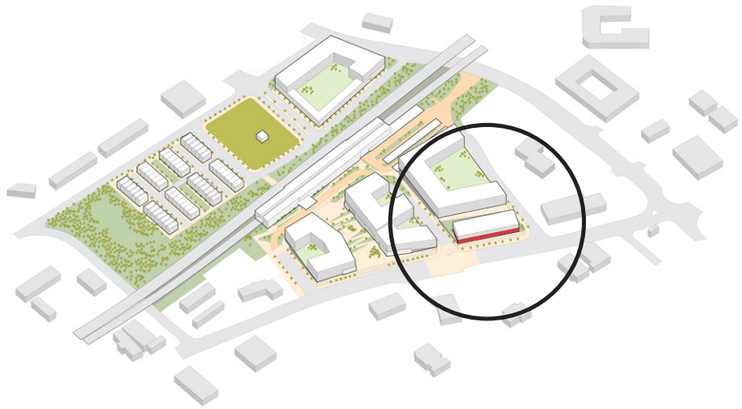
Recommended Development Mix



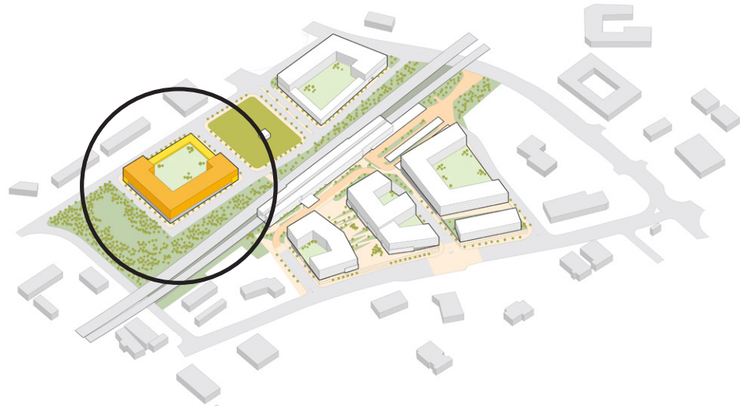
Northeast Lot Compatible with Hotel Use



South Lots Compatible with High Density Mixed Use Buildings



Southeast Lot Compatible with Neighborhood Grocery

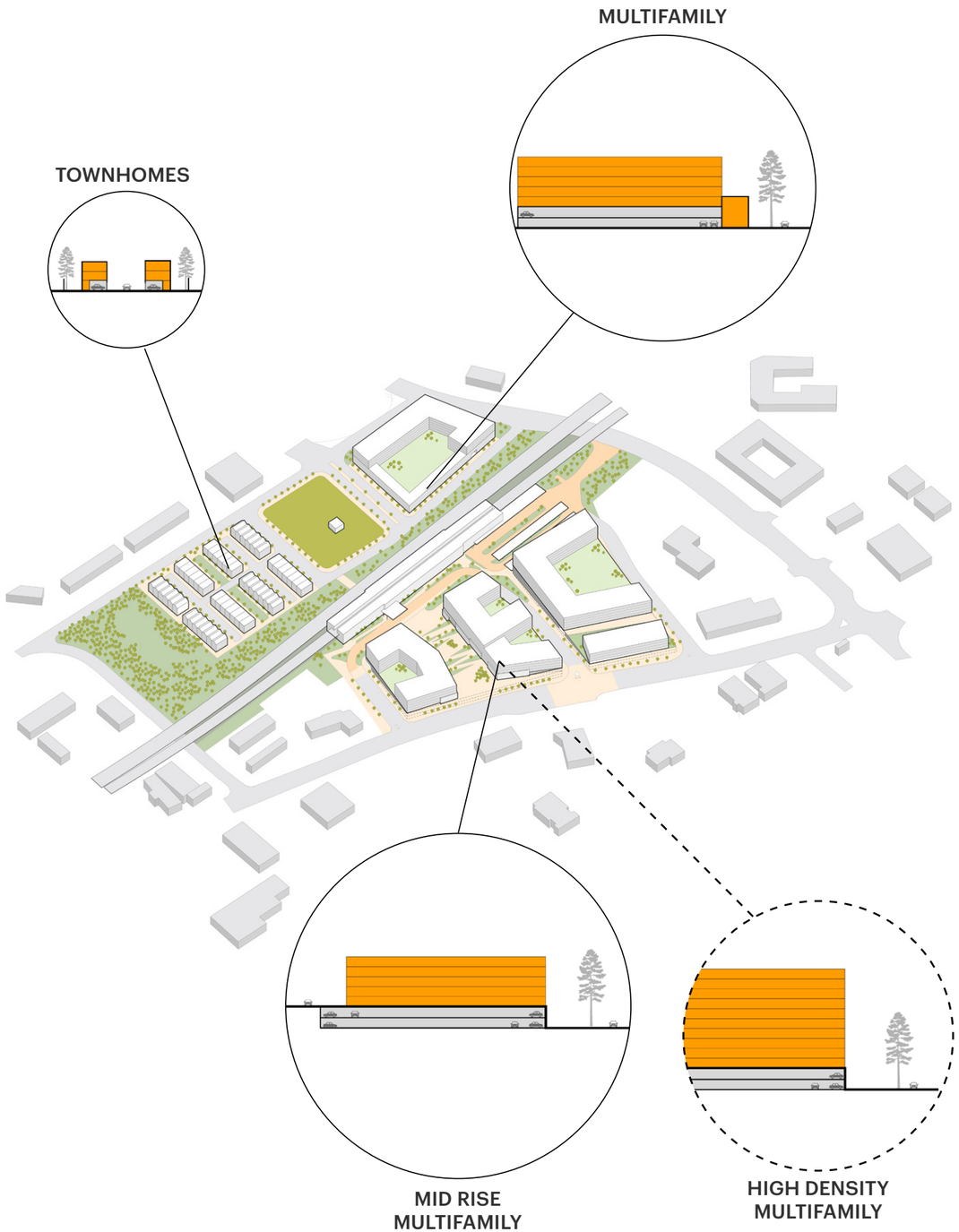


Northwest Lot Compatible with Multifamily Building

CONSTRUCTION TYPOLOGY

The recommended framework identifies construction typologies compatible with proposed density and building heights. The planning team proposes wood framing for townhomes and light gauge steel framing over parking decks for multifamily buildings. These typologies allow a cost-efficient approach to construction. Should higher density need to be incorporated, the planning team suggests concrete framing for south block buildings.

	TOWNHOMES	MID RISE MULTIFAMILY	HIGH DENSITY MULTIFAMILY
HEIGHT	2-3 stories	5-7 stories Over parking plinth	10-12 stories Over parking plinth
CONSTRUCTION TYPE	Wood frame	Plinth: concrete frame Residential: light gauge steel framing	Concrete framing



RESIDENTIAL TYPOLOGIES

A variety of residential typologies inform the site's character and building forms. A typical townhome development anchors the northwest block. Two mixed use multifamily buildings frame the south green with ground floor retail. The southeast block is split to allow for a smaller footprint building with ground floor retail to front MLK Jr Drive with a service drive or pedestrian alley behind. The northeast corner is mixed with both multifamily and townhomes. Exact building typologies will be determined in the architectural design phase in collaboration with the community.

Health + Wellbeing

Revisiting the initial WellMap analysis methodology, it is determined that there is an improvement in all areas of the Five Ds.

Walkability is increased in the area and opportunities are created that foster access to physical activity, community gathering, and other facilities.

Three of four original insights for urban design for health + wellbeing are addressed, including increasing pedestrian safety/connection, creating smaller setbacks, and locating parking below-grade with ground-level retail.

01 **Improving pedestrian connection to the nearby commercial area with sidewalk improvements or traffic calming measures along MLK.**

02 **Ensuring smaller setbacks and interesting architectural detail along major frontage.**

03 **Locating parking behind buildings or with parking garages that are lined with ground-level retail.**

04 **Including provisions for noise abatement at and near the station.**

Design

- Creation of blocks
- Thoughtful setbacks
- Large sidewalks and walkways
- Abundant street trees/landscaping
- Bike lanes
- New bus infrastructure
  Street furniture
- Street lighting

Density

- Increase in commercial density
- Increase in residential density
- Increase in intersection density

Diversity

- Introduction of mixed uses at site
- Events hosted at site

Distance

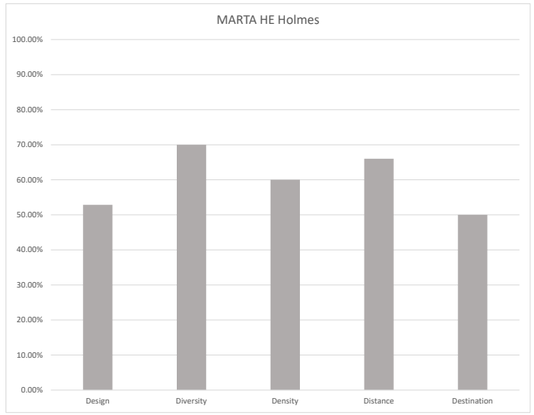
- Multiuse fields and areas
- Third places with plazas, coffee shops, retail, restaurant

Destination

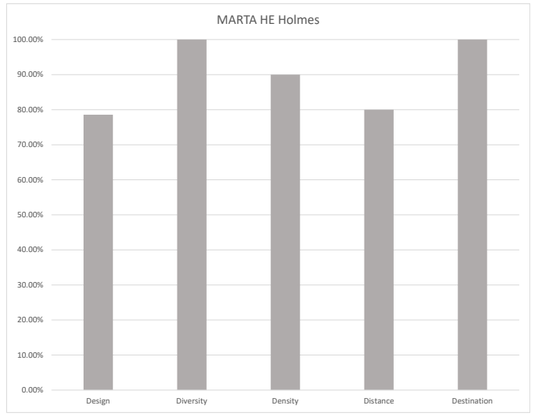
- Creation of mixed-use neighborhood hub
- Increase in likelihood of use by non-visitors

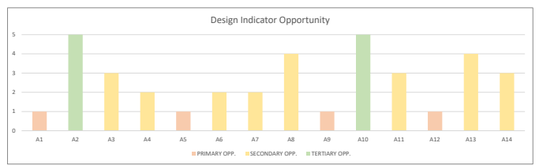
POTENTIAL IMPROVEMENT

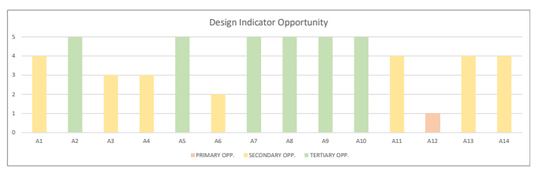
Existing Conditions

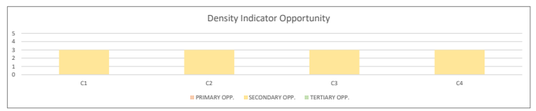


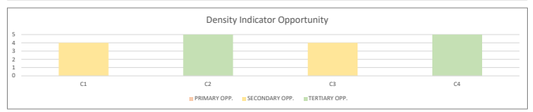
100% Build Out

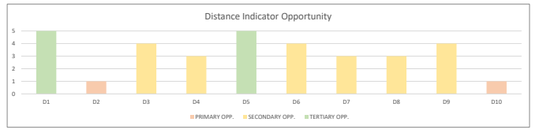












IMPROVEMENT BY CATEGORY AT BUILD-OUT

Existing Conditions

Points achieved
94/165

Overall Score
58.75%

Design Score
52.86%

Diversity Score
70%

Density Score
60%

Distance Score
66%

Destination Score
50%

100% Build Out

Points achieved
133/165

Overall Score
83.13%

Design Score
78.57%

Diversity Score
100%

Density Score
90%

Distance Score
80%

Destination Score
100%

Positively influencing health + wellbeing through design.

- Facilitating higher physical activity through walkability
- Providing access to key services, such as grocery stores and healthcare
- Forging opportunity for spaces of community belonging, gathering, and celebrating
- Supplementing existing parks with multiuse, recreational courts and fields
- Supporting pedestrian safety through improved sidewalks, street lighting, and street trees

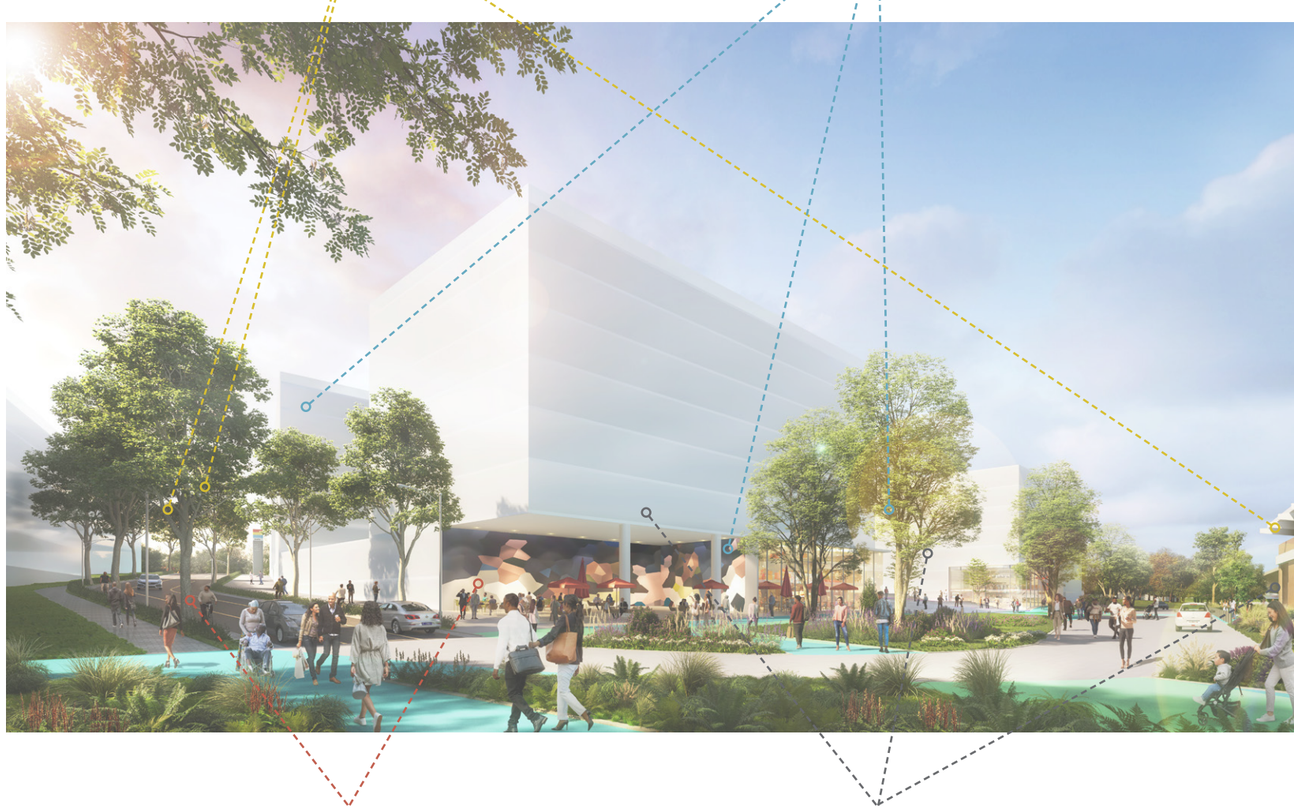
Revisiting the initial WellMap analysis methodology, it is determined that there is an improvement in all areas of the Five Ds with improvements to nearly all aspects of urban design for wellness. Particular attention to the programming of public spaces and design for safe streets is pivotal.

By doing so, walkability is increased in the area and opportunities are created that foster access to physical activity, community gathering, and other facilities.

WELLNESS ACROSS SCALES

Neighborhood
Providing walkable and transit-adjacent access to services, healthcare, parks, schools, trails, and alternative modes of transportation to residents

Building
Ensuring buildings have visual interest, access to natural light and greenery, as well as intentional spaces for rest, reflection, and relaxation

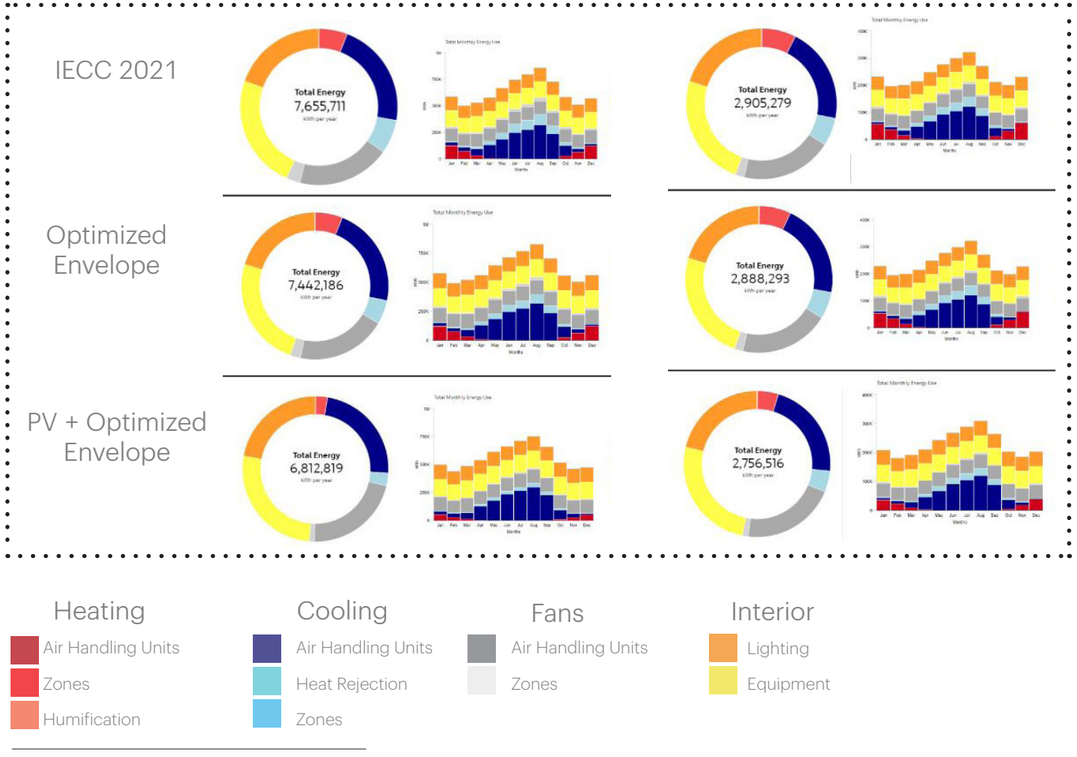


Individual
Healthy human behavior, such as choosing to participate in physical activity, eat healthy foods, and visit a primary care physician regularly

City
Zoning for appropriate and mixed land uses, appropriate building heights, creating form-based codes, and creating networks of transport connectivity

Energy + Environment

ENERGY USAGE BREAKDOWN



SUGGESTED CONSTRUCTIONS

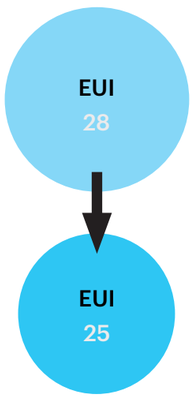
	IECC 2015	IECC 2021	Optimized Envelope
Window to Wall Ratio	40%	40%	30%
Facade Glazing (U-value)	.46	.42	.35
Facade Glazing (SHGC)	.3	.25	.2
Walls (R-value)	15.63	15.63	20
Infiltration (cfm/ft2)	.4	.25	.25
Roofs (R-value)	25.64	25.64	40

Improved Performance

PERFORMANCE GOALS

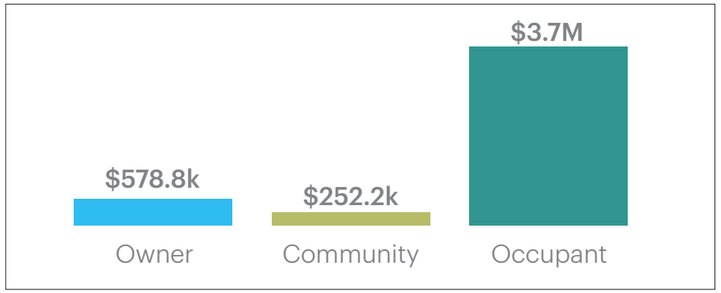
The final energy analysis presents an energy use intensity (EUI) reduction to approximately 25, from an original EUI of 28, if an optimized envelope is incorporated.

Overall, improving the building envelope to at least IECC 2021 energy code can yield an economic benefit of 4 million dollars, whereas an optimized envelope can yield a 7 million benefit when compared to the baseline. A 19 million benefit can be seen if PV panels are utilized in addition to an optimized envelope.

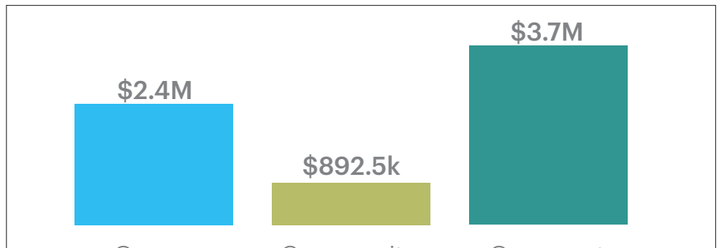


POTENTIAL ECONOMIC BENEFIT BREAKDOWN

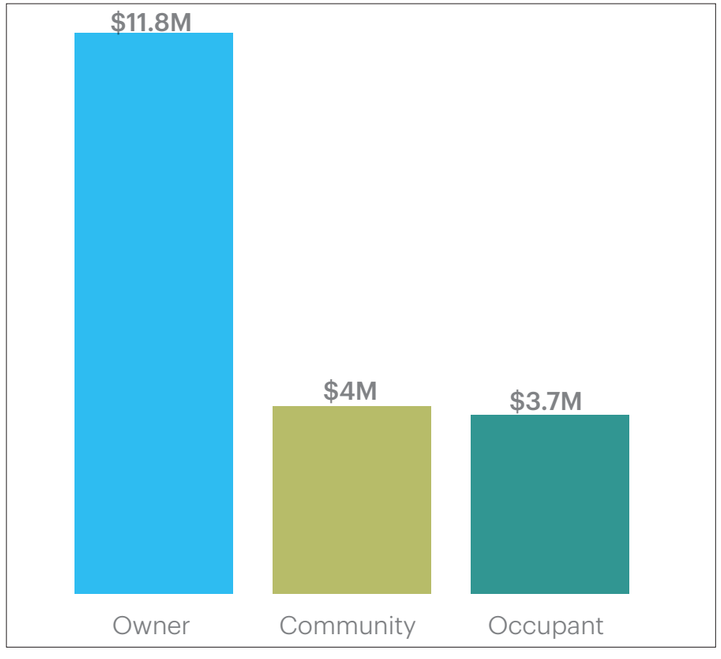
IECC 2021



Optimized Envelope



PV + Optimized Envelope

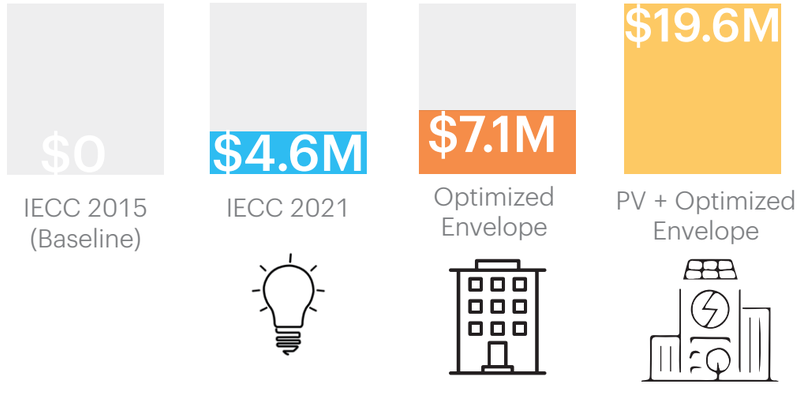


TOTAL POTENTIAL ECONOMIC BENEFIT

$4,609,060
dollars from utilizing IECC 2021

$7,160,5600
dollars from utilizing an optimized envelope

$19,611,960
dollars from utilizing photovoltaics and an optimized envelope



Stewarding environmental sustainability, long-term resilience, and a carbon free future.

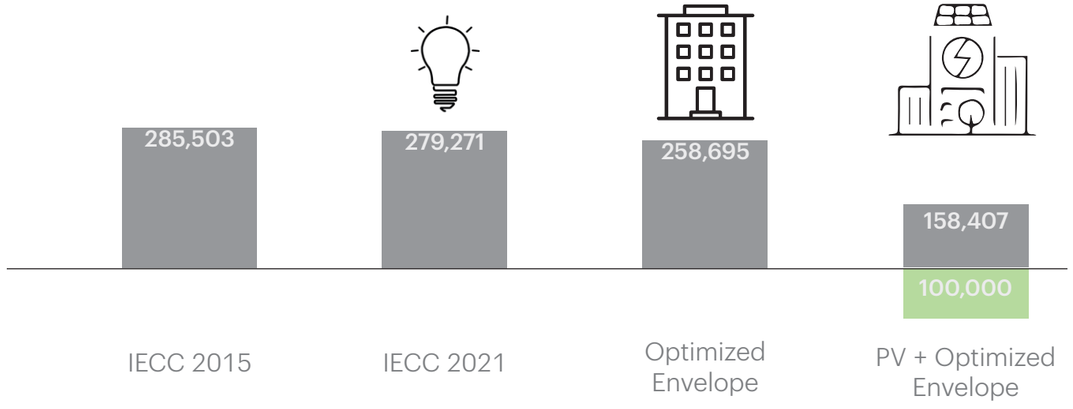
- Creating strategies for operational energy usage
- Enlivening the site with native greenery
- Incorporating bioswales and stormwater detention
- Considering the compounding economic benefits of photovoltaics and tight envelope construction

The most effective strategy for sustainability related to the final master plan include, at a high level, reducing the long term operational costs of the buildings through tight envelope construction.

In addition, specification of lower embodied energy or recycled materials is encouraged. Consideration of materials that sequester carbon such as heavy timber is also encouraged.

Site specific strategies include reduction of urban heat island and best practices for stormwater management.

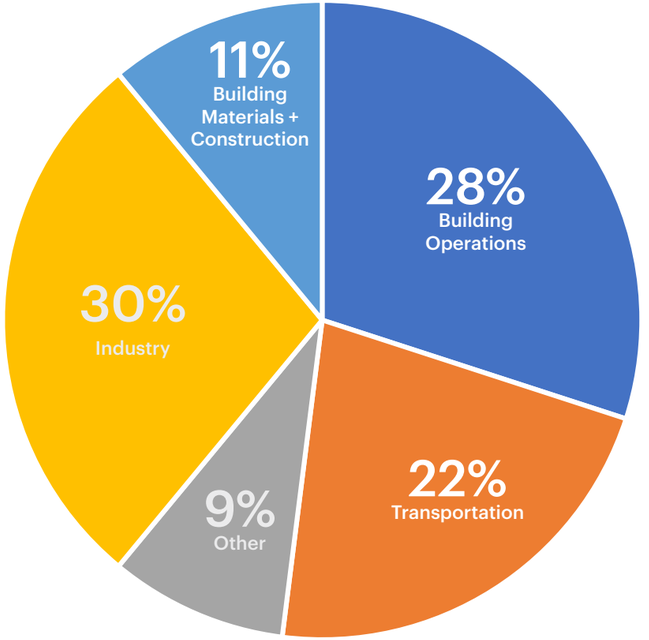
PROJECTED CARBON EMISSIONS (MTCO2)



GLOBAL CO2 EMISSIONS BY SECTOR

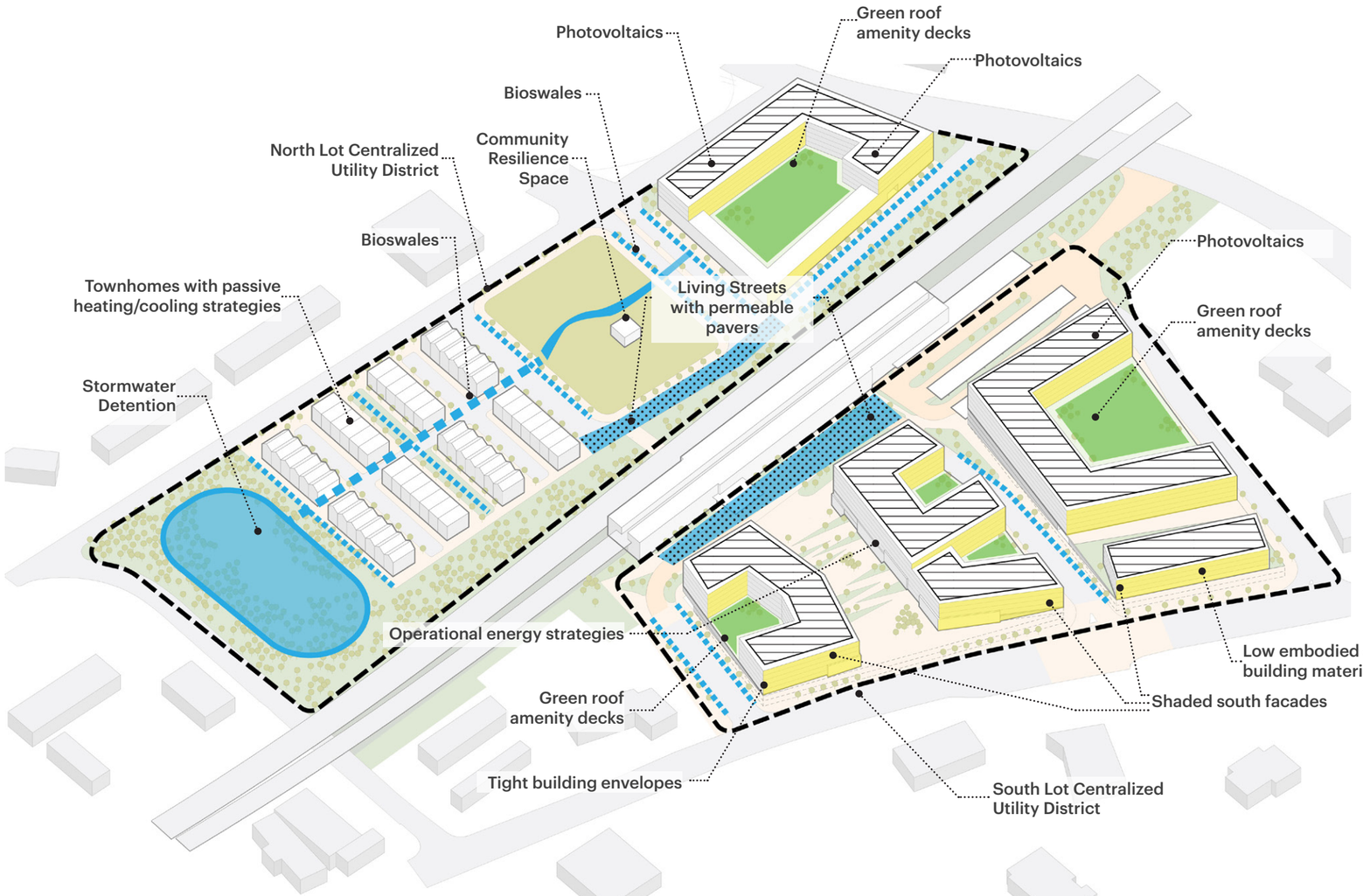
Over <u>one-third</u> of the world's carbon emissions are attributed to the built environment.

How can the Holmes development be <u>different?</u>



Source: © 2018 2030, Inc. / Architecture 2030. All Rights Reserved. Data Sources: UN Environment Global Status Report 2017; EIA International Energy Outlook 2017

Environmental Health Goals



Site + Water

- [ ] Vegetation native to the Piedmont Forest ecoregion
- [ ] Site water budget analysis
- [ ] No potable water used for irrigation
- [ ] Wastewater treatment systems

Energy

- [ ] Design to IECC 2021 or to the optimized condition
- [ ] All-electric campus, no onsite combustion
- [ ] District energy systems for HVAC
- [ ] Centralized service hot water
- [ ] Onsite renewable energy
- [ ] Net zero carbon, operational and embodied
- [ ] Local sourcing of building materials

Resilience

- [ ] Design for wet, dry, and site perimeter floodproofing
- [ ] Design for passive survivability
- [ ] Create community resilience spaces
- [ ] Create a plan for building community ties
- [ ] Develop an emergency management manual

Developer Alignment Guide

The Developer Alignment Guide is a tool designed to assist MARTA in identifying differentiators among candidates during the selection process.The aim is to engage a development partner (or partners) whose expertise and values align with the unique goals of this master plan which have been categorized as: Purpose, People, Process and Place.

Purpose

The 'why' behind the interest. The development team's response should include the following:

	Purpose statement articulating intent of investing in Holmes TOD site.

People

The community partnerships necessary for successful implementation should build on the robust engagement of the master planning process.The development team's response should include the following:

	A commitment to respect and engage the adjacent historic neighborhoods.
	An overall project approach that celebrates and responds to the diverse demographics of the surrounding communities.
	A community-based process to maintain open and consistent communications with neighbors, elected officials and key stakeholders.
	Experience creating a community advisory group who will provide feedback and serve as a sounding board during implementation.

Process

The tools and methods required for successful implementation and long-term community benefit. The development team's response should include the following:

	Thoughtful sequencing of implementation to minimize disruption of key operations.
	Coordination with GaDOT / ATLDOT for the new traffic signals.
	A proactive approach to permitting.
	Experience with integrating creative funding streams to maximize community partnerships.
	Experience facilitating creative community engagements to build neighborhood trust and excitement.

Place

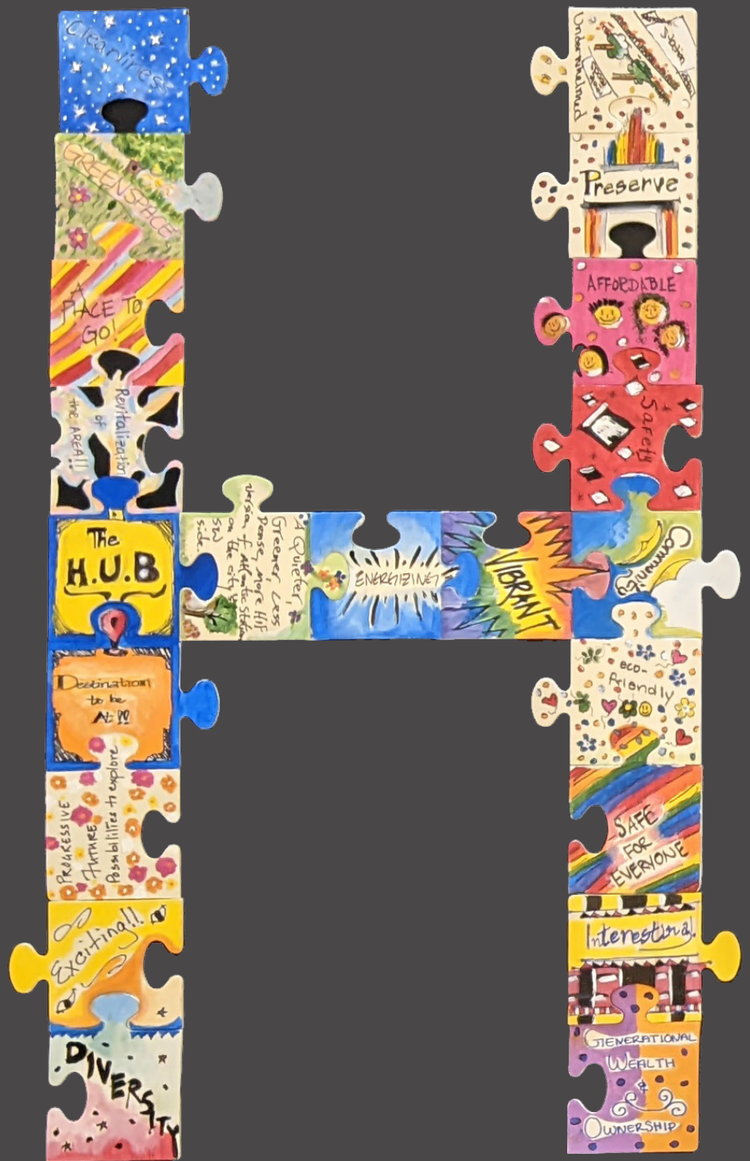
The place-based strategies to bring the vision to reality in buildings, public spaces and infrastructure. The development team's response should include the following:

	A strategy for recruiting and integrating retail tenants.
	A strategy for providing affordable housing.
	A strategy for phasing implementation.
	Experience with multimodal developments that address bus, rail, car, and bicycle circulation considerations.
	A creative approach to the 'Environmental Health Goals' outlined in the master plan.

Next Steps

The design team recommends the following implementation guidelines to build on the momentum of the master planning process.

- Establish a community advisory/steering group to influence development selection.
- Establish partnerships with local social/nonprofit neighborhood groups for public space programming and potential future onsite tenants.
- Integrated with the phasing plan, consider short term activation or pilot projects to garner feedback and create activity on site.
- Engage MARTA Art Bound.
- Facilitate ongoing collaboration with the Station Rehab team.
- Engage a traffic/multimodal study consultant.
- Ensure timely re-zoning process.
- Ensure diverse participation in the ongoing process including all ages and abilities in particular to shape the public realm plan details.
- Maintain consistent communication channels through online updates and e-newsletters.
- Maintain connections with MLK Merchants Association to keep business community engaged.
- Establish a connection to Douglass High School leadership and student body for future on site programming and input during design process.


Preserve
AFFORDABLE
Safety
Community
ENERGIZING
VIBRANT
The H.U.B
PLACE TO GO!
Revitalization
Destination to be At!
eco-friendly
SAFE FOR EVERYONE
Interesting!
GENERATIONAL WEALTH
OWNERSHIP
Exciting!!
DIVERSITY

Diversity
Employee's
HISTORIC AND UNIQUE
FRESH FOOD!
ENJOY OUT DOOR SPACES
NEW
Empowering opportunities & growth!
Pedestrian friendliness
Townhouses
CONNECTIVITY
GROCERY STORES
Playground
MEETING SPACES
GREENERY
CLEANLINESS
UNIQUE