



C **H** **C** **D**
CASCADE HEIGHTS COMMERCIAL DISTRICT
REDEVELOPMENT INITIATIVE

Historic! Destination! Greenspace!

DEVELOPER'S IDEA BOOK



WELCOME

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INTRODUCTION

BY:

CASCADE HEIGHT CDC

The Cascade Heights Community Development Corporation is a 501(c)(3) tax exempt organization created by a group of concerned residents living in the Cascade Heights area with the goal of making the neighborhood more vibrant and appealing. The primary focus of the organization is to be a vehicle to support a cohesive effort to revitalize the Cascade Heights Commercial District in a way that will both sustain the success of the corridor and reflect the vision of the surrounding community.

The purpose of this Idea Book and accompanying Development Map is to offer a broad range of possibilities for growth and redevelopment of the historic Cascade Heights Commercial District, to provide a framework for initiatives that will attract and retain businesses in serving the surrounding diverse social and economic neighborhoods, and to provide future and existing business owners and developers with tools to facilitate business vitality.

THE HISTORY OF CASCADE HEIGHTS:



CASCADE COMMUNITY CLUBHOUSE



1. CASCADE'S BERLIN WALL



2. ADAM'S PARK CLUB HOUSE

The history of the Cascade Heights neighborhood starts back in the 1920's with design of two parks by prominent Atlanta landscaper, William L. Monroe, Sr. At the time, City of Atlanta and Fulton County were poised for expansion into unincorporated areas to the north and south. Monroe, a special consultant for Fulton County, designed both Chastain Park and Charles R. Adams Park with golf courses to spur the development of both neighborhoods as upscale white suburbia. Around 1924, a 200-acre portion of the new Adams Park neighborhood was demolished and rebuilt by Weyman & Conley Company as the Cascade Heights subdivision. After the dedication of Adams Park in 1940, the Adams Park and Chastain Park neighborhoods were annexed and later became part of the City of Atlanta in 1952. Today, the original rich contemporary residential architecture style is still preserved in both Cascade Heights and the north side neighborhood of Morningside which were built during the same time period.



By the 1960's the neighborhood was poised for a different kind of expansion; one that would change the facade of Southwest Atlanta forever. In 1962, a young surgeon named Dr. Clinton Warner - a D-Day veteran and a founding member of the Morehouse College School of Medicine - bought a 3,000 square foot home for \$65,000 on 21 acres of land on Fielding Lane in the Peyton Forest neighborhood; an area that would later become part of Cascade Heights. Later that year, the Peyton Wall was erected by Atlanta Mayor Ivan Allen on the corner of Peyton and Harlan Roads as a symbolic barrier to keep more blacks from moving into the mostly white neighborhood and address the fear of future drops in property values.

Dubbed "Atlanta's Berlin Wall", the action quickly became a flashpoint for the high racial tensions in city and ignited a national fire storm of protests. The barricade stood for 72-days before a court ordered it removed; but it left an indelible mark on race relations and transformed the city forever. The incident became a national poster child of 1960's white flight which ushered in the "colorizing" of many neighborhoods throughout the city and especially Southwest Atlanta. Over the course of the 1960s and 1970s, over 160,000 whites fled Atlanta for a more segregated suburbia, opening up greater opportunities of middle class blacks to move in and upgrade their quality of life.

Over the several decades since the Peyton Wall Affair, Cascade Heights has remained the historic home of some of Atlanta's greatest black leaders. A few notable community and civic leaders who lived in Cascade Heights include Benjamin E. Mays, longtime Morehouse President; Minister C.T. Vivian, civil rights activist; C.A. Scott, founder of Atlanta Daily World; and Dr. Clinton Warner. Today, former Atlanta mayor Shirley Franklin, baseball legend Hank Aaron and former UN Ambassador Andrew Young still call Cascade Heights home.



CHI WARA SCULPTURE



1. CASCADE SPRINGS



2. THE BEAUTIFUL - SOUL FOOD RESTAURANT



3. JOHN A. WHITE GOLF COURSE



4. PROVIDENCE BAPTIST CHURCH

CASCADE HEIGHTS OF TODAY:

Today, Cascade Heights is a southwest community that is more than meets the eye and boasts many of the same amenities - location, picturesque parks and green space, and rich cultural history - that mirror other vaunted Atlanta neighborhoods. The neighborhood, located just southwest of downtown Atlanta, is within minutes of both downtown and Hartsfield-Jackson Atlanta International Airport via I-20 and I-285. Residents are only 15 minutes from some of the city's key in-town attractions like the World of Coca-Cola, Georgia Aquarium, CNN Center, new Falcons' stadium, Center for Civil and Human Rights and the Atlanta Streetcar. Cascade Heights is flanked on the south, east and west by three amazing public parks, all within a mile. The 150-acre Adams Park, listed on the National Historic Places, has rolling hills, a small lake, recreation facilities and an 18-hole golf course. John A. White Park includes a challenging Par-35 sprawled over 40 acres. The 135-acre Cascade Springs Nature Preserve, features walking trails, cascading waterfalls and natural springs that up until the 1950s were bottled and sold as Cascade Spring Water.

The Cascade Heights Commercial District, located at the intersection of Benjamin E. Mays Drive and Cascade Road, is the long time commercial anchor to the area. The district is enriched by the five historic and culturally unique neighborhoods that it serves - Adams Park, Cascade Heights, Beecher Hills, Audobon Forest and Cascade Road - all within a five minute walk. Current commercial district amenities include banking, a mixed range of retail, CVS Pharmacy, boutique shops, J. R. Crickets Lounge and the Beautiful soul food restaurant. Founded in 1979, the Beautiful is a regional destination for celebrities and locals alike. Business and civic anchors include the Young Dental Clinic by Dr. Walter Young (brother of former Ambassador Andrew Young) and Providence Missionary Baptist Church.



PROPERTY DEVELOPMENT OPPORTUNITIES



MAP LEGEND

- RELIGIOUS/CIVIC SPACES
- POTENTIAL DEVELOPMENT PROPERTIES
- SERVICE BUSINESSES
- FOOD ESTABLISHMENTS
- GREEN SPACE
- RETAIL
- *REFERENCE BUILDINGS ON PROCEEDING PAGES





2232 CASCADE RD.



2247 CASCADE



2254 CASCADE ROAD



2255 CASCADE ROAD

PROPERTY INFORMATION:

ACREAGE: .2258
 SQUARE FOOTAGE: 1270

LAND VALUE (LAND+BLDG):
 \$200,000

OWNER: JACKSON CURTIS SR

OWNER CONTACT INFORMATION:

3199 Mangum Ln SW,
 Atlanta GA 30311

DEVELOPMENT IDEAS:

COMMERCIAL/BOUTIQUE -
 pg. 24

VIBRANT BUILDING - pg. 35

PROPERTY INFORMATION:

ACREAGE: .03202
 SQUARE FOOTAGE: 1682

LAND VALUE (LAND+BLDG):
 \$145,000

OWNER:
 DONGOR CORPORATION

OWNER CONTACT
 INFORMATION:
 6186 Traveler CT, Stone Moun-
 tain, GA 30087 Irvine C. Gordon

DEVELOPMENT IDEAS:

RESTAURANT - pg. 31, 33

PROPERTY INFORMATION:

ACREAGE: .3093
 SQUARE FOOTAGE: 2500

LAND VALUE (LAND+BLDG):
 \$174,000

OWNER: TOWER LAND LLC

**OWNER CONTACT
 INFORMATION:**

3445 Peachtree RD Ste 1200,
 Atlanta, GA 30326

DEVELOPMENT IDEAS:

COMMERCIAL/BOUTIQUE -
 pg. 25

VIBRANT BUILDING - pg. 37

PROPERTY INFORMATION:

ACREAGE: .01397
 SQUARE FOOTAGE: 5848

LAND VALUE (LAND+BLDG):
 \$210,000

OWNER: BEAUTIFUL RESTAURANT

OWNER CONTACT INFORMATION:

2255 Cascade Road, SW, Atlanta,
 GA 30311

DEVELOPMENT IDEAS:

COMMERCIAL/BOUTIQUE -
 pg. 23, 25



2258 CASCADE ROAD



2283 CASCADE ROAD



2308 CASCADE ROAD



2311 CASCADE ROAD

PROPERTY INFORMATION:

ACREAGE: .2767
 SQUARE FOOTAGE: 3483
 LAND VALUE (LAND+BLDG):
 \$274,700
 OWNER: BEAUTIFUL RESTAURANT
 OWNER CONTACT INFORMATION:
 P.O. BOX 11307

DEVELOPMENT IDEAS:

COMMERCIAL/BOUTIQUE -
 pg. 24, 25

PROPERTY INFORMATION:

ACREAGE: .0888
 SQUARE FOOTAGE: 884
 LAND VALUE (LAND+BLDG):
 \$185,300
 OWNER: BLUESTONE REALTY
 ADVISORS LLC
 OWNER CONTACT
 INFORMATION:
 504 Kingswood Lane, Atlanta,
 GA 30305

DEVELOPMENT IDEAS:

COMMERCIAL/BOUTIQUE -
 pg. 24, 25
 RESTAURANT - pg. 32

PROPERTY INFORMATION:

ACREAGE:
 SQUARE FOOTAGE:
 LAND VALUE (LAND+BLDG):
 OWNER: N/A
 OWNER CONTACT INFORMATION:
 N/A

DEVELOPMENT IDEAS:

COMMERCIAL/BOUTIQUE -
 pg. 24, 25
 VIBRANT BUILDING - pg. 37

PROPERTY INFORMATION:

ACREAGE: .2995
 SQUARE FOOTAGE: 3948
 LAND VALUE (LAND+BLDG):
 \$494,300
 OWNER: JOYCALL, LLC
 OWNER CONTACT
 INFORMATION:
 690 Vinings Estate Dr, Mableton,
 GA 30126

DEVELOPMENT IDEAS:

COMMERCIAL/BOUTIQUE -
 pg. 24, 25
 RESTAURANT - pg. 32
 VIBRANT BUILDING - pg. 36,
 37



PROPERTY INFORMATION:

ACREAGE: N/A

SQUARE FOOTAGE: 3948

LAND VALUE (LAND+BLDG): \$494,300

OWNER: JOYCALL LL

OWNER CONTACT INFORMATION:

690 Vinings Estate Dr, Mableton, GA 30126

DEVELOPMENT IDEAS:

COMMERCIAL/BOUTIQUE - pg. 24, 25

RESTAURANT - pg. 32

VIBRANT BUILDING - pg. 36, 37

PROPERTY INFORMATION:

ACREAGE: 1.7

SQUARE FOOTAGE: 8789

LAND VALUE (LAND+BLDG): \$330,000

OWNER: KAMSHAN LLC

OWNER CONTACT INFORMATION:

135 Docstreet ALY, Peachtree City, GA 30269

DEVELOPMENT IDEAS:

MARKETPLACE - pg. 27-29

PROPERTY INFORMATION:

ACREAGE: 0.3349

SQUARE FOOTAGE: N/A

LAND VALUE (LAND+BLDG): \$96,400

OWNER: SOUTHWESTERN ECONOMIC DEVELOP. CORP.

OWNER CONTACT INFORMATION:

2232 Belveder Ave, SW, Atlanta, GA 30311

DEVELOPMENT IDEAS:

RESTAURANT - pg. 33

MARKETPLACE - pg. 27

PROPERTY INFORMATION:

ACREAGE: N/A

SQUARE FOOTAGE: N/A

LAND VALUE (LAND+BLDG): N/A

OWNER: N/A

OWNER CONTACT INFORMATION:

N/A

DEVELOPMENT IDEAS:

COMMERCIAL/BOUTIQUE - pg. 23, 25

VIBRANT BUILDING - pg. 37



2254 CASCADE ROAD

PROPERTY INFORMATION:

ACREAGE: .5

SQUARE FOOTAGE: 2117

LAND VALUE (LAND+BLDG):
\$285,300

OWNER: ABUNDANT LIFE
INVESTMENT HOLDING LLC

OWNER CONTACT INFORMATION:
770 Lavaca Rd STE 1401, Austin TX
78701

DEVELOPMENT IDEAS:

RESTAURANT - pg. 33



DEVELOPMENT IDEAS

- COMMERCIAL/RETAIL
- MARKET PLACES
- RESTAURANTS
- VIBRANT BUILDINGS AND STREETS

COMMERCIAL PROPERTIES

Creating a vibrant and lively district hinges on providing the public with desirable shops and commercial district that not only brings people of the community together, but also invite visitors from around the metro area. Successful local and regional commercial business will be a key element in bringing life back to the Cascade Heights Commercial District. Decatur, Virginia Highlands and Old Fourth Ward are good precedents for the potential vitality and vibrancy of the commercial district



1. THREADZ FASHION BOUTIQUE, VIRGINIA HIGHLANDS



1. COMMERCIAL SHOPS, EAST ATLANTA



1. STOREFRONT EAST ATLANTA



2. INTOWN BICYCLES, VIRGINIA HIGHLANDS



3. VILLAGE COFFEE, INMAN PARK



2. STOREFRONT EAST ATLANTA



3. STOREFRONT AND URBAN ART, EAST AT-

MARKETPLACES

Given the broad range of neighborhoods and NPUs served by the Cascade Heights Commercial District, food trucks, open markets and interior marketplaces can be very successful short and long term solutions. Community driven local food/retail markets will enhance the viability of district and address community desires for more access to fresh food and local merchandise. The former organic grocery Life Essentials building along with adjacent small lots offer wonderful opportunities for small businesses looking to sell a range of items including farm grown vegetables, health foods and handmade merchandise. In-town markets like Krog Street and Sweet Auburn Curbed Market have become transformative forces in their own right.



1. FOOD TRUCK MARKET PLACE



2. FOOD TRUCK MARKET PLACE



1. SWEET AUBURN CURBED MARKET



2. KROG STREET MARKET, OLD FOURTH WARD



3. SWEET AUBURN CURBED MARKET



2. SWEET AUBURN CURBED MARKET



3. KROG STREET MARKET, OLD FOURTH WARD

RESTAURANTS

Diverse local and regional restaurants can serve to bring both Cascade neighbors and visitors together. Today, restaurants are key catalysts for establishing in-town neighborhoods as successful regional destinations for a broad range of demographics – nothing brings people together as a wonderful place to not only get good food and drink but to relax and socialize. Color, modern amenities, outdoor patio seating and vibrant facades also serve to activate the district. Cascade Heights have a great opportunity to build on established regional destinations like The Beautiful soul food restaurant and establish a new identity for not only the district but this part of Southwest Atlanta.



1. VIBRANT RESTAURANT PATIO



1. FOLK ART RESTAURANT



1. SMYRIACHI RESTAURANT



2. FOUNTAIN'S OYSTER BAR, VIRGINIA HIGHLANDS



3. TAPROOM COFFEE AND BEER, KIRKWOOD



2. OLD VININGS INN, VININGS



3. ACROSS THE STREET RESTAURANT

VIBRANT BUILDINGS AND STREETS

Color and texture are important elements that can activate both the streetscape and buildings in a community. The sidewalk can be a place that people want to engage while building invite visitors and residents alike to come in and shop or dine. Elements like landscaping, vibrant canopy, urban art on blank facade and storefront as a neighborhood exhibit all serve to make a community come alive.



1. LITTLE FIVE PIZZA, LITTLE FIVE POINTS



1. VIBRANT STREET, EAST ATLANTA



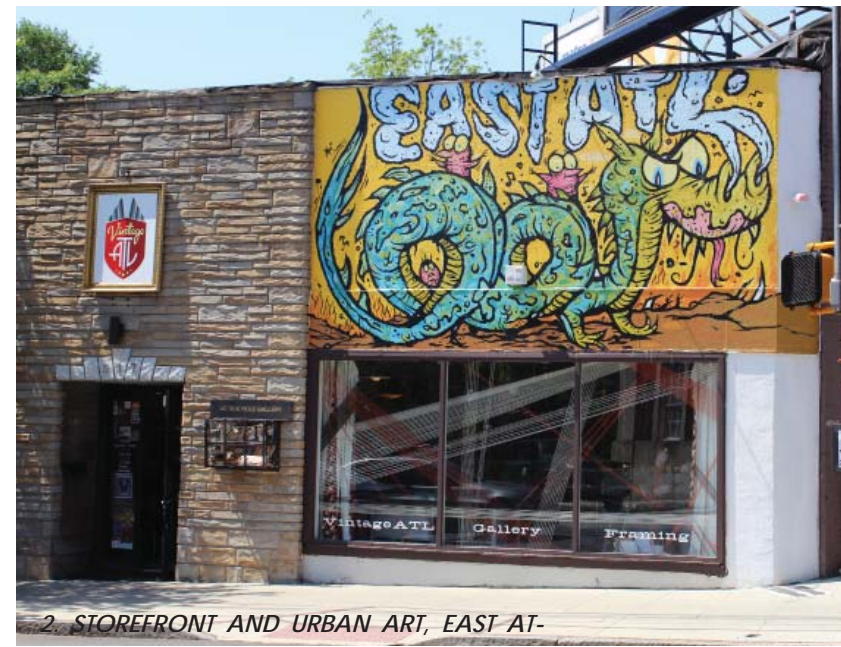
1. STOREFRONT AND URBAN ART, EAST AT-



2. VIBRANT STREET, DECATUR



3. URBAN ART, INMAN PARK



2. STOREFRONT AND URBAN ART, EAST AT-



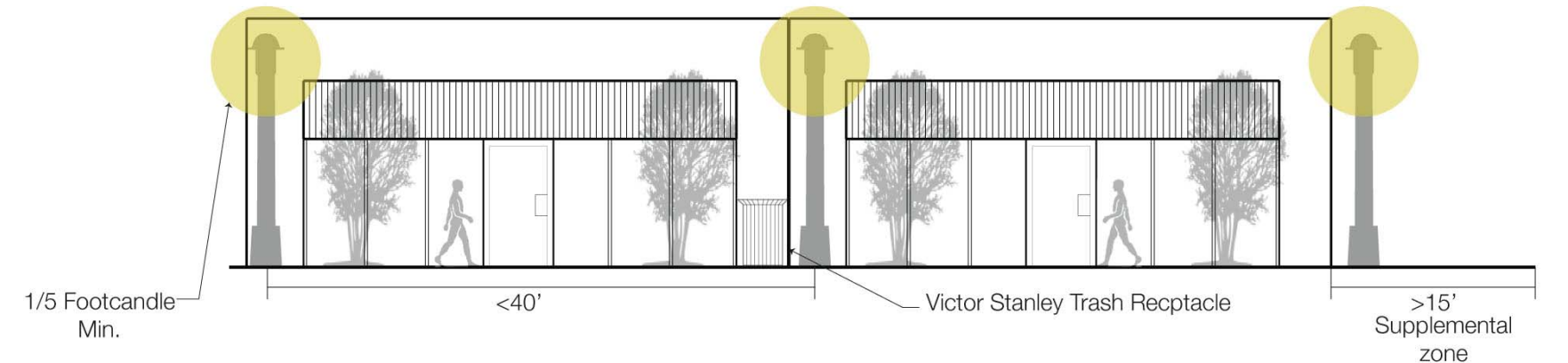
3. STOREFRONT AND URBAN ART, EAST AT-

DISTRICT DESIGN STANDARDS

Formed in 2014, the Cascade Heights Community Development Corporation have made significant progress on developing defined design standards to ensure the commercial district is the vibrant and future regional destination. The core group of residents were the driving force behind the Atlanta City Council approval of the Cascade Heights Neighborhood Commercial District Ordinance in 2008. Recently updated in 2015, the ordinance is an essential tool in promoting more balanced pedestrian friendly uses to support a vibrant and sustainable commercial district. The legislation was co-sponsored by Atlanta City Councilmembers Keisha Lance Bottoms, District 11, and C.T. Martin, District 10.

The important zoning legislation was followed up with a well defined blueprint for development by Georgia Tech. The 2014 Georgia Tech study by the School of Architecture, Urban Form + Community | identity, place development, provides the definitive roadmap for the future of the Cascade Heights Commercial District. The Georgia Tech report outlines a host of "occupy" initiatives aimed at taking advantage of the inactive streets, vacant buildings and parking lots to encourage social events and interaction. Short term solutions like facade improvement programs, food trucks, farmers markets, King-Of-Pop stands, coffee carts, and temporary uses like art galleries have all been successful in bringing neighbors together and fostering a sense of community in many in-town Atlanta neighborhoods. Activating streets, vacant lots and buildings also help create a new identity for the neighborhood. The Georgia Tech report once again draws on precedence from other neighborhoods to help frame a new image for Cascade Heights. New signage, site furnishings and art murals can create vibrant streets and buildings that reinforce the culture and history of the neighborhood.

- Georgia Institute of Technology



RENDERING OF STREETScape - IMAGE BY GEORGIA TECH STUDY

KEY CONTACTS:

CASCADE HEIGHTS CDC

CORLISS CLAIRE
SECRETARY-CHCDC
P.O. BOX 42953
Atlanta, GA 30311
(404) 491-9458
(E): cascade@cascadeheightscdc.org
(W): www.CHCDC.org

ATLANTA CITY COUNCIL DISTRICT 10

C.T. MARTIN
Atlanta City Hall
55 Trinity Ave, S.W.
Suite 2900 Atlanta, GA 30303-3584
(404) 330-6055
(E): cmartin@atlantaga.gov
(W): <http://citycouncil.atlantaga.gov/10.htm>

ATLANTA CITY COUNCIL DISTRICT 11

KEISHA LANCE BOTTOMS
Atlanta City Hall
55 Trinity Ave, S.W.
Suite 2900 Atlanta, GA 30303-3584
(404) 330-6054
(E): kbottoms@atlantaga.gov
(W): <http://www.keishalancebottoms.net/>

APPENDIX I



APPENDIX II

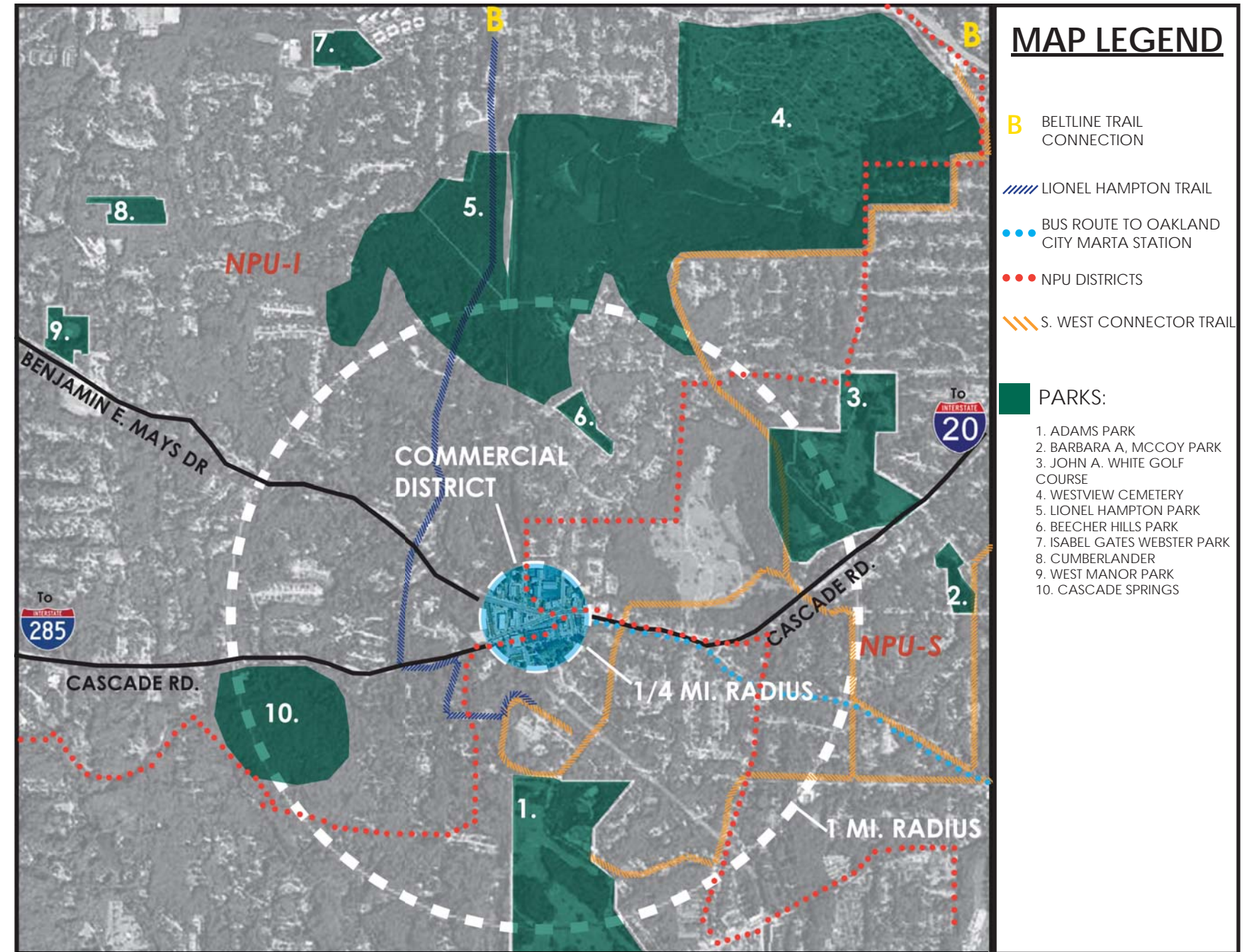


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PG. 4 - UNKNOWN SOURCE

PG. 5 - IMAGES COURTESY OF SYNTONY DESIGN COLLABORATIVE

PG. 6 - IMAGES COURTESY OF SYNTONY DESIGN COLLABORATIVE *(IMAGE 2-4)*

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IMG. 3 - ERIC CASH

PG. 25:
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IMG. 2 - CORINNA UNDERWOOD
IMG. 3 - UNKNOWN

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IMG. 2 - TIDE AND BLOOM
IMG. 3 - UNKNOWN

PG. 29:
IMG. 1 - ATLANTA DOWNTOWN.COM
IMG. 2 - DARIN GIVENS
IMG. 3 - UNKNOWN

PG. 31 - IMAGE COURTESY OF ADAM KOMICH

PG. 32:
IMG. 1 - UNKNOWN
IMG. 2 ERIC CASH
IMG. 3 ERIC CASH

PG. 33
IMG. 1 - SCOTT CHESTER
IMG. 2 - UNKNOWN
IMG. 3 - ACROSS THE STREET

PG. 35 - UNKNOWN

PG. 36
IMG. 1 - UNKNOWN
IMG. 2 - JOEFF DAVIS
IMG. 3 - NORTH HIGHLANDS PUB

PG. 37
IMG. 1 - UNKNOWN
IMG. 2 UNKNOWN
IMG. 3 UNKNOWN

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