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SUBAREA 3 MASTER PLAN

AUGUST 2021





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EXECUTIVE SUMMARY

OVERVIEW

Subarea 3 is bounded by Berne Street on the North, Hill Street on the West, and extends about a quarter mile east of Boulevard with a part of McDonough Boulevard as its southern boundary. It includes portions of Neighborhood Planning Units (NPU) Y and W; City Council District 1; and the neighborhoods of Benteen, Boulevard Heights, Chosewood Park, Custer/McDonough/Guice, Grant Park and Ormewood Park

This master plan serves as an update to the first Subarea 3 Master Plan, which was adopted by Atlanta City Council in 2009. It puts forth a long-term vision for Subarea 3 that

is consistent with the Atlanta BeltLine Redevelopment Plan and all other Atlanta BeltLine initiatives. This plan provides recommendations for land use, urban design, mobility, historic preservation, affordable housing, open space, and more.

This plan provides a long-term plan for growth and neighborhood suitability as the Atlanta BeltLine is realized, as well as subarea-specific policies that are important to local stakeholders. After adoption by City Council, this plan will be incorporated into the City's Comprehensive Development Plan and used to guide amendments to the City's Future Land Use Plan and subsequent rezonings.

The Subarea 3 Master Plan update is based on robust community input that allowed the Atlanta BeltLine, Inc., and the consultant team to draft recommendations that reflect the intersection of the vision of the community with the overall vision for the Atlanta BeltLine.

The Subarea 3 Master Plan focuses primarily on initiatives that will be implemented by the Atlanta BeltLine, but is also closely coordinated with City of Atlanta and other plans to ensure that the overall vision and specific improvements are consistent with other efforts.

Finally, this plan discusses some key strategies that will help the City and communities combat the loss of legacy residents and businesses that are at-risk of being priced out of their neighborhoods. These strategies for retaining legacy residents and businesses are found throughout the document, particularly in the Goals, Priorities, and Affordable Housing elements of the Plan. Increasing affordable housing options, improving access to capital for existing legacy business, and utilizing redevelopment to mend the urban fabric are all approaches to mitigating displacement and enhancing resident retention and upward mobility.





COMMUNITY ENGAGEMENT SUMMARY

Community engagement was, and remains, an important part of the master plan update. A significant community engagement process made sure that many local residents, business owners, and other stakeholders attended each of the four public meetings and provided their input. Many substantive edits were made to the draft plan and initial ideas based on the community feedback received.

KICKOFF MEETING

The purpose of the kickoff meeting was to introduce the master plan update and its public engagement effort. Approximately 100 participants heard an introductory presentation that included an overview of the subarea and a review of the changes that have occurred since the 2009 plan was adopted. Attendees then provided feedback at several boards that showed the previous master plans’ goals, principles, and recommendations.

WORKSHOP

The purpose of the workshop was to reaffirm recommendations made in the previous plan, review proposed changes, and confirm a direction for the concepts for the revitalization nodes (see Chapter 3). The workshop was attended by about 50



people. After a presentation reviewing the draft plan, participants moved to stations to provide their comments and ideas. The stations contained detailed information about existing conditions and draft recommendations, such as land use, mobility, and historic resources, for feedback.

DRAFT PLAN PRESENTATION

The purpose of this meeting was to update progress since April 2018 and review changes to the recommendations based on the workshop. The draft plan presentation was attended by around

100 people. A presentation covered the draft plan and Atlanta BeltLine housing initiatives. Boards displayed draft goals and principles, and recommendations for additional comment.

FINAL PRESENTATION

About 60 people attended the final plan presentation to hear about the final draft plan, including proposed changes to the City’s Future Land Use Plan, proposed rezoning recommendations, updated street framework, and more.

Public Meeting	Date
Kickoff Meeting	March 1, 2018
Workshop	April 14, 2018
Draft Plan Presentation	July 30, 2019
Final Plan Presentation	August 26, 2019



Decatur St SE

King Memorial

Memorial Dr

20

20

Sydney St SE

Leath Ave SE

Berne St SE

GRANT PARK

Cherokee Ave SE

Ormond St SE

ORMOND-GRANT PARK

Atlanta Ave SE

Kendrick Ave SE

Robinson Ave SE

Waldo St SE

United Ave SE

Eloise St SE

Marion St SE

Eloise Ct SE

Vera St SE

Emerson Ave SE

Palatine Ave SE

Eastwood Ave SE

Estie Ave SE

Ormeowood Ter SE

Delmar Ave SE

Lynwood St SE

Home Ave SE

Rosedale Ave SE

Boulevard SE

Atlanta Ave SE

Kendrick Ave SE

Robinson Ave SE

Grant C

Wills St SE

Home Ave SE

Commonwealth Ave SE

Evans St SE

Underwood Ave SE

Ayr Pl SE

Prospect Ave SE

Moreland Ave

A Note About Residential Transitions

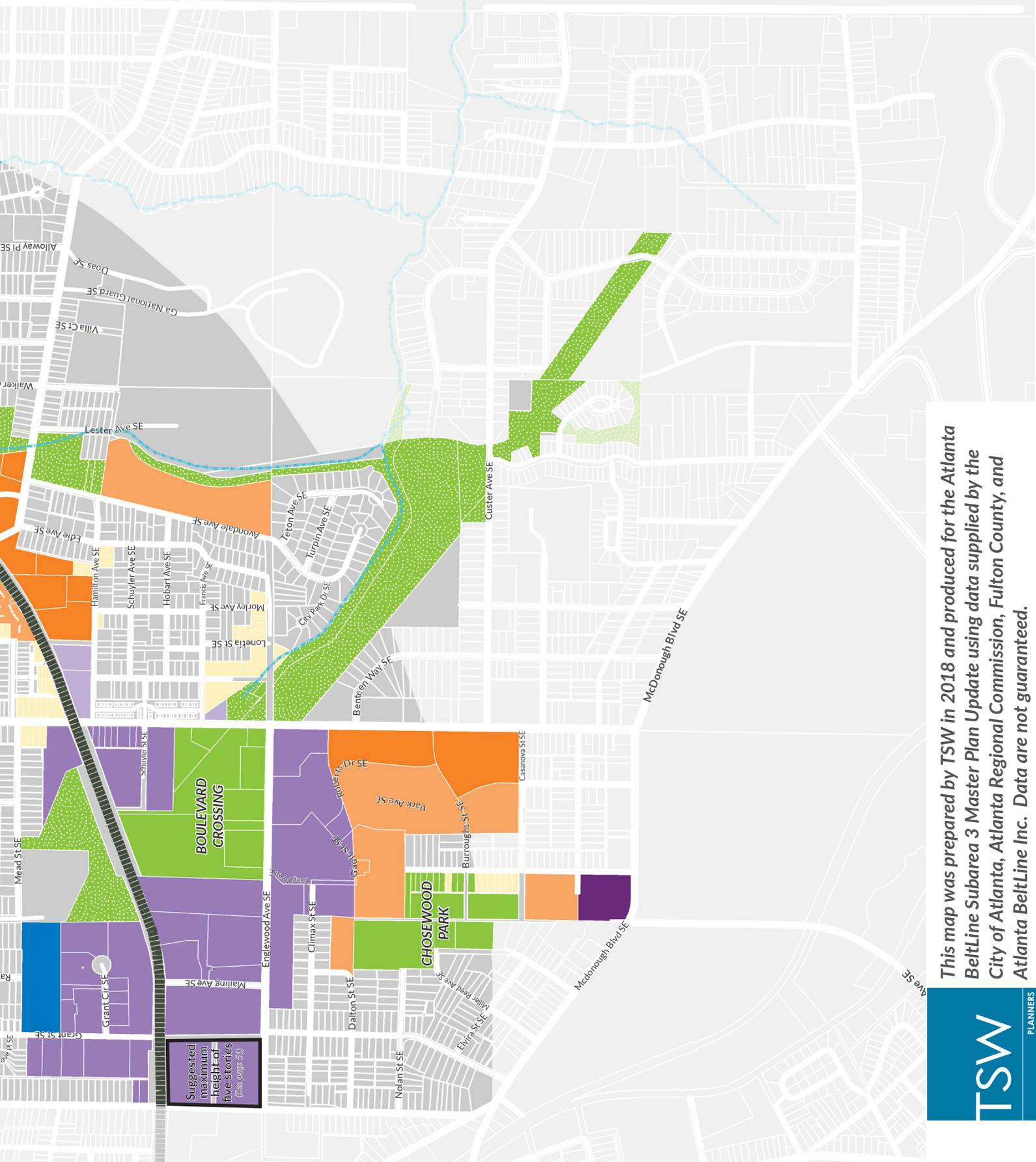
This map uses broad land use categories that do not show the transitional yards and height planes required by the Zoning Ordinance. When new development abuts a less intense residential district, it must step down in height and provide landscaping between the two. The amount and length of the step down varies by zoning district.

Atlanta BeltLine Future Land Use Plan

Atlanta BeltLine Subarea 3

- Atlanta BeltLine
- Mixed-Use 10+ Stories
- Mixed-Use 5-9 Stories
- Mixed-Use 1-4 Stories
- Mixed Industrial
- Multifamily 5-9 Stories
- Multifamily 1-4 Stories
- Mixed Residential Neighborhood
- Single Family Neighborhood
- Parks
- Community Facilities
- Environmentally constrained lands





Scale: 1" = 1,000'

0' 250' 500' 1000'



This map was prepared by TSW in 2018 and produced for the Atlanta BeltLine Subarea 3 Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Data are not guaranteed.

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King Memorial

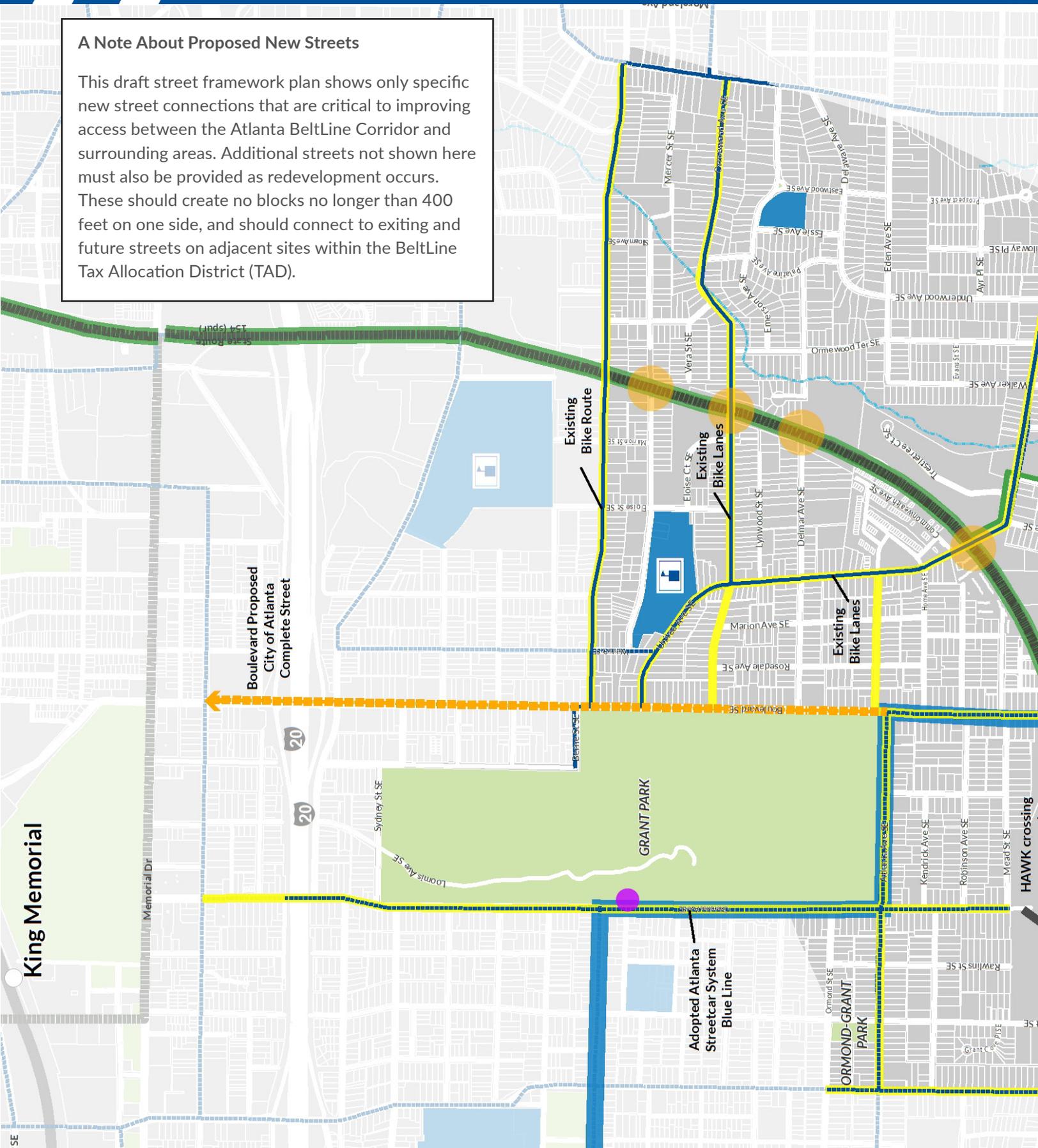
Circulation Plan - Transit, Bike & Pedestrian

Atlanta BeltLine Subarea 3

- Atlanta BeltLine
- Proposed Atlanta BeltLine Access
- Proposed Multiuse Trail
- Proposed Bike Facility
- Proposed Sidewalk Improvement
- City of Atlanta Proposed Complete Street
- Mobility Hub
- ATP* Bike Facility
- Subarea Street Framework Plan

A Note About Proposed New Streets

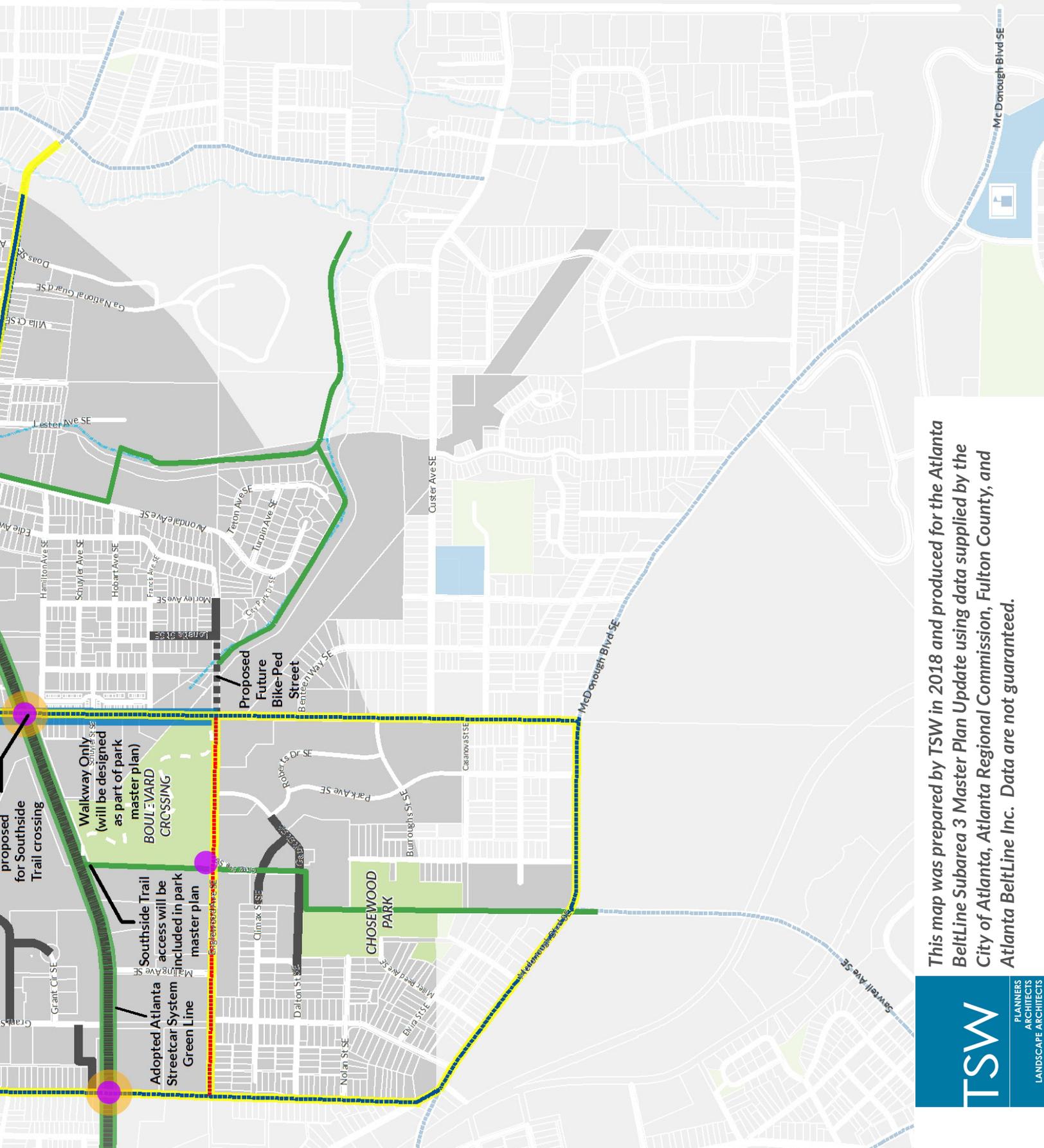
This draft street framework plan shows only specific new street connections that are critical to improving access between the Atlanta BeltLine Corridor and surrounding areas. Additional streets not shown here must also be provided as redevelopment occurs. These should create no blocks no longer than 400 feet on one side, and should connect to exiting and future streets on adjacent sites within the BeltLine Tax Allocation District (TAD).



- Adopted Atlanta Streetcar System Plan Blue Line
- Adopted Atlanta Streetcar System Plan Green Line
- Public School



Scale: 1" = 1,000'



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Circulation Plan - Vehicular

Atlanta BeltLine Subarea 3

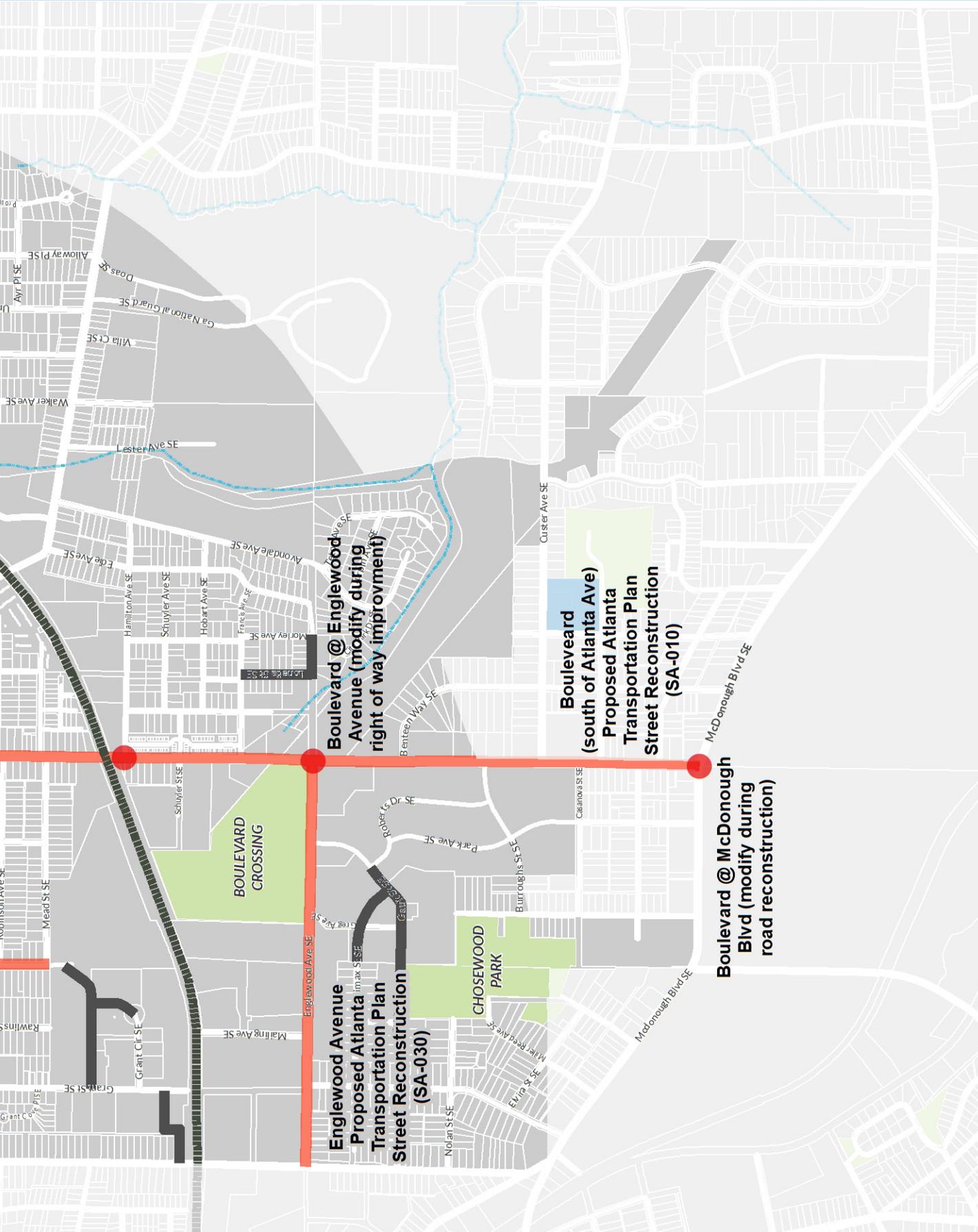
-  Atlanta BeltLine
-  Intersection Improvement
-  Subarea Street Framework Plan
-  ATP*
-  Reconstruction
-  Renew Atlanta
-  Public School
-  Parks

*Atlanta Transportation Plan

A Note About Proposed New Streets

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Boulevard @ Englewood Avenue (modify during right of way improvement)

Englewood Avenue Proposed Atlanta Transportation Plan Street Reconstruction (SA-030)

Boulevard (south of Atlanta Ave) Proposed Atlanta Transportation Plan Street Reconstruction (SA-010)

Boulevard @ McDonough Blvd (modify during road reconstruction)

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GOALS

This process identified the following goals to guide plan implementation specifically in Subarea 3. These overarching goals are supported and expanded by the guiding principles on pages 48 through 50.

- Encourage the economic development of Subarea 3
- Identify and preserve historic resources and the local sense of place
- Utilize redevelopment to mend the urban fabric
- Provide a safe and balanced transportation system
- Provide connectivity, continuity, and redundancy among various modes of transportation
- Minimize the supply of new parking
- Provide a balanced mix of compatible land uses
- Expand housing options and affordable housing choices
- Provide a range of safe parks and open space

LAND USE & ZONING

The Atlanta BeltLine Future Land Use Plan shown on pages 6 and 7 is intended to provide an overarching guide to the character of development and growth

within the Atlanta BeltLine Tax Allocation District. Most land use recommendations from the 2009 Subarea Master Plan have been retained, but the plan has been updated to avoid splitting parcels and to align with current zoning or use.

Much of the land along the Atlanta BeltLine Corridor is shown as medium-density mixed use with suggested 5 to 9 stories. Ultimately building height is determined by the underlying zoning district. The community has expressed a desire for a maximum of 5' stories closest to Hill Street; however, each unique site must be taken into consideration (e.g topography, building scale, location, etc) in concert with with underlying zoning district to determine actual building

height. Density is intended to be concentrated at major nodes, along major corridors, and at proposed transit stops.

This plan is intended to serve as a guide for changes to the City's official Future Land Use Plan, as shown on pages 68 and 69. Recommended rezonings are shown on pages 72 and 73 but will not be undertaken by Atlanta BeltLine, Inc.

OPEN SPACE

This plan recommends one public park improvement: the design and construction of improvements to Boulevard Crossing Park, which was also a major recommendation in the 2009 Subarea Master Plan. City of Atlanta Zoning will require that new developments provide usable open space as a part of future developments.



Streetscape and intersection improvements on streets adjacent to the Atlanta BeltLine will provide safer access to the trail, parks, and other destinations in the subarea.

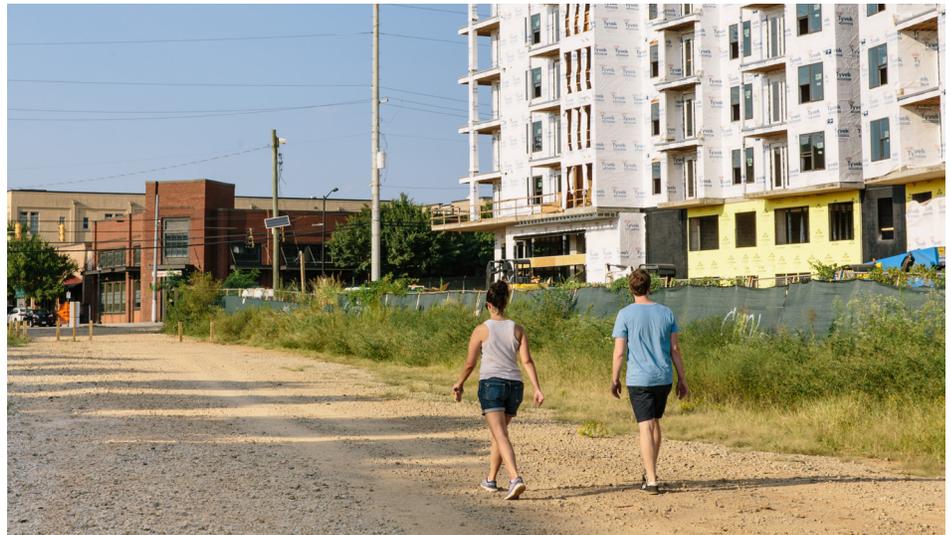


MOBILITY

This section provides mobility recommendations for new streets, multiuse trails, and more, in order to increase access to the Atlanta BeltLine corridor, promote connectivity, and encourage walking, bicycling, and transit throughout the subarea. All of these are shown in the map on the previous pages. The proposed street framework is critical to expanding the street network as the subarea redevelops. This will provide more routes for users of different mobility types to access destinations and will avoid concentrating traffic on existing streets.

The extension of Englewood Avenue east, as pedestrian only path provides a connection to a future spur trail in the area and would provide pedestrian connection to the neighborhoods and direct access to Boulevard Crossing Park. Other new street connections are recommended north of the corridor, connecting Grant Street to Cherokee Avenue and Hill Street to Grant Street.

A connected network of multi-use trails is also recommended, including the completion of the Southside Atlanta BeltLine trail and a number of spur trails to provide connections between neighborhoods, parks, schools, and other destinations, and tie those to the Atlanta BeltLine



Mobility recommendations will ensure that neighborhoods are connected to the Atlanta BeltLine trail

corridor. Recommended bicycle facilities are consistent with those found in other City plans and would expand the bicycle network with bike routes, shared lanes, bike lanes, or separated bikeways.

Safety improvements are recommended at all of the major intersections along Boulevard. These recommendations are part of the Atlanta Transportation Plan projects on Boulevard and proposed Complete Street for Boulevard from Atlanta Avenue to the north of I-20. This plan incorporates the recommendations of other City plans to provide high capacity transit service along the Atlanta BeltLine, Cherokee Avenue, Atlanta Avenue, and Boulevard Streetscape improvements are also recommended by many City plans for Boulevard, Atlanta Avenue, Ormewood Avenue, United Avenue,

Englewood Avenue, Hill Street, Cherokee Avenue, and Berne Street.

AFFORDABLE HOUSING

In addition to the recommendations of the Atlanta BeltLine, Inc. blue-ribbon housing panel and the City’s Housing Affordability Action Plan, this plan provides housing policy recommendations and retention strategies for further consideration.

HISTORIC PRESERVATION

This plan updates the inventory of historic buildings and structures compiled by the previous master plan, some of which have been lost in the past decade.

ARTS & CULTURE

This plan update also supports the recommendations of the Atlanta BeltLine Arts & Culture Strategic Implementation Plan.





WHAT IS THE ATLANTA BELTLINE?



The Atlanta BeltLine is the most comprehensive revitalization effort ever undertaken in the City of Atlanta and among the largest, most wide-ranging urban redevelopment and mobility projects underway in the country.

The vision of the Atlanta BeltLine is to be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life.

We are delivering transformative public infrastructure that enhances mobility, fosters culture, and improves connections to opportunity. We are building a more socially and economically resilient Atlanta with our partner organizations and host communities through job creation, inclusive transportation systems, affordable housing, and public spaces for all.

At its most fundamental level, the project is a sustainable redevelopment project that promises to transform the very fabric of Atlanta by repurposing an existing 22-mile rail corridor and nearby areas with a combination of transit, trail, park and open space, housing, art, economic development investments, and

more. The Atlanta BeltLine links comprehensive land use with transit-oriented design, turning the Atlanta BeltLine corridor into a framework for long-term sustainability by:

- Offering a convenient alternative transportation choice to city residents, employees, and visitors;
- Acting as a catalyst for job creation, housing, and economic revitalization in under-served Atlanta BeltLine neighborhoods and in the city;
- Improving air quality and public health;
- Reclaiming brownfield land;
- Providing and preserving more affordable workforce housing within the city;
- Connecting 45 neighborhoods rich in history, culture, and experiences;
- Creating and preserving economically vibrant and diverse communities;
- Integrating equitable development, community benefits, and environmental justice;
- Improving access to new and existing recreational and cultural amenities;





The Atlanta BeltLine has provided some of Atlanta's most loved parks and open spaces.

- Creating public art;
- Reintroducing agriculture into the urban area, although it is not a mandate;
- Protecting natural resources; and
- Promoting historic preservation.

The Atlanta BeltLine corridor's 22-mile loop and surrounding Planning Area pass through a diverse mix of neighborhoods. This large Planning Area has been divided into ten subareas and five study group areas. The subareas are the basis for the

subarea master plans, while the study group areas are primarily for community outreach.

The primary policy tools for guiding the land use/transportation and other key relationships along the Atlanta BeltLine are the Atlanta BeltLine subarea master plans. The community-based plans coordinate land use, transportation, parks, housing, and more to provide a long-term blueprint for growth as the Atlanta BeltLine is realized. Each contains parcel-by-parcel recommendations for use, density, building height, neighborhood transitions,

the interface with the Atlanta BeltLine corridor and other site-specific considerations. They also include subarea-specific policies that are important to area stakeholders. The Master Plans have been adopted by the City of Atlanta into the Comprehensive Development Plan, the City's official land use policy, and are used to guide amendments to the City's 15-Year Future Land Use Plan and subsequent zoning changes.

The original subarea master plans were prepared between 2008 and 2011 under very dynamic market conditions. Given this, it is important to





WHAT IS THE ATLANTA BELTLINE?



note that subarea master plans are intended to be adaptable documents as the Atlanta BeltLine is implemented between now and 2030. This plan works in concert with existing neighborhood plans. They should be updated every 5 to 7 years in response to changing community needs, market conditions, and implementation considerations to further the Atlanta BeltLine vision. In most cases, these plan updates will usually result in minor adjustments, rather than wholesale changes.

The land use visions of the subarea master plans are intentionally long-term. This is because land uses often take decades to change, and the subarea master plans offer a vision that will support

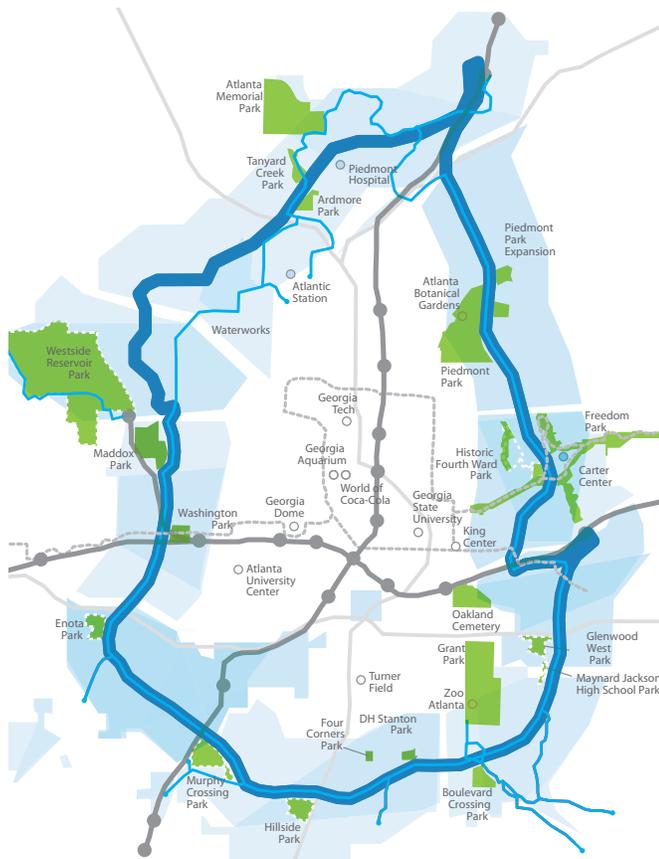
the Atlanta BeltLine’s build-out. The realization of each plan’s land use visions will occur incrementally as the development community responds to market forces. In certain areas, there may also be interim uses that are less intense than the current zoning allows or the long-term land use visions recommend. The most common examples of this would involve the adaptive reuse of existing buildings, some of which are specifically identified in subarea master plans. Nevertheless, interim projects must never preclude the long-term land use potential provided by the subarea master plans, the City’s 15-Year Future Land Use Plan, and the Zoning Ordinance.

Public outreach is an important component of all subarea master plans





SUBAREA 3 OVERVIEW



SUBAREA 3 BY THE NUMBERS

- 1,167 acres of land
- 2 miles southeast of Downtown Atlanta
- Neighborhood Planning Units (NPU) Y, W
- District 1 – Council Member Carla Smith

SUBAREA 3 NEIGHBORHOODS

- Benteen
- Boulevard Heights
- Chosewood Park
- Custer / McDonough / Guice
- Grant Park
- Ormewood Park

PLANS COMPLETED OR IN PROGRESS SINCE 2009 SUBAREA 3 MASTER PLAN

- Atlanta City Design
- Atlanta Streetcar System Plan
- Chosewood Park Visioning Plan
- Chosewood Transit-Oriented Development (TOD) Framework Plan (in-progress)
- Connect Atlanta
- Renew Atlanta
- Southside Trail Design
- TSPLOST



The Atlanta Police Department Mounted Patrol property.





PROGRESS TO DATE



The entire Southside Atlanta BeltLine corridor has been acquired and has been cleared



The Swift townhouses were recently constructed.

CORRIDOR IMPROVEMENTS

Since the previous Subarea 3 Master Plan was adopted in 2009, a number of improvements have been made in the Atlanta BeltLine corridor.

- Land acquisition of entire Southside Trail corridor
- Opened the interim Southside Trail in 2019
- A section of the Southside Trail will be constructed in the near-term

PARK IMPROVEMENTS

- Grant Park Zoo improvements and removal of cyclorama
- Boulevard Crossing Park design is underway

PRIVATE DEVELOPMENT

Major private investment has not occurred in Subarea 3 in the past decade until recently, largely due to the Recession and other market forces.

Several projects have, however, been developed:

- The Swift townhouses
- The Beacon
- The Skylark apartment project on Boulevard
- Townhouses on Grant Circle

OTHER MAJOR IMPROVEMENTS

- Atlanta Housing removed the former Englewood Manor buildings and is currently working with developers to re-design the sites for mixed-income housing and mixed-use



Boulevard Crossing Park is currently being re-designed to include more park features and access to the Atlanta Beltline corridor.





Recent progress has been made toward achieving the vision of the previous Subarea 3 Master Plan.



HISTORIC RESOURCES

HISTORIC RESOURCES

A community's historic buildings and other historic physical resources are important reminders of its past and the people and stories they represent. For this reason, to the extent practical, it is important to preserve these structures and encourage their reuse.

METHODOLOGY

A substantial historic resource inventory was compiled as part of the 2009 Subarea 3 Master Plan. This inventory formed the basis for this current plan, but was updated to reflect historic resources lost in the past decade. There are protected resources within the Grant Park Historic District, and many remaining resources are clustered on Hamilton Avenue, United Avenue, and Grant Street.

RESOURCES LOST

While many valuable historic buildings and other resources (where historic means 50+ years old) have been demolished or otherwise lost in this subarea, only seven have been lost since the previous plan was adopted in 2009, primarily along Englewood Avenue west of Boulevard. A map of these resources is shown in the map on pages 24 and 25.



Historic resources are an important part of local character and identity





LAND USE & DESIGN

DEVELOPMENT PATTERNS

Like many areas along the Atlanta BeltLine, Subarea 3 has some large industrial parcels adjacent to the corridor surrounded by historic residential neighborhoods and commercial corridors.

REVITALIZATION OPPORTUNITIES

Seven general revitalization opportunities, which correspond to the nodes identified in the previous Master Plan, were analyzed as a part of this plan; however, based on changes since 2009, current planning efforts, and community input, the number of revitalization opportunities was reduced to two major areas: the area north of the Atlanta BeltLine around Grant Circle, and the land south of the Atlanta BeltLine corridor along Hamilton Avenue to United Avenue. A third, the Chosewood Park TOD area south of Englewood Avenue, where the Englewood Manor formally stood, was studied by Atlanta BeltLine, Inc., and Atlanta Housing. These are areas where the land value is greater than the value of improvements (typically buildings), and where investment of many kinds could bring revitalization to the property and surrounding areas.



The properties around Grant Circle north of the Atlanta BeltLine corridor were identified as a potential revitalization node.





COMMUNITY FACILITIES

EDUCATIONAL INSTITUTIONS

The following public schools are located in Subarea 3: Parkside Elementary School and Atlanta Neighborhood Charter School. Maynard Holbrook Jackson High School and Belulah Heights University are just outside the subarea to the north, and Benteen Elementary School is just outside the study area to the south.

GOVERNMENT

The Georgia National Guard and State Patrol is also partially located in Subarea 3.

PUBLIC SPACES

Apart from the Atlanta BeltLine corridor itself, the largest parks in Subarea 3 are Grant Park, Chosewood Park, and Boulevard Crossing Park, which is currently undergoing design for the next phase of construction. Grant Park is a major destination for residents of Atlanta, with Zoo Atlanta, many park features for passive and active recreation, and recent new construction underway.

URBAN FARMING & NATURAL AREAS

Through the update of the Subarea 3 Master Plan, the community identified natural assets that are environmentally significant to the community. The first being the Tapestry, an Atlanta Audubon's certified wildlife sanctuaries in Ormewood Park along United Avenue. This 7+ acre piece of land is owned by the Tapestry Homeowners Association and runs along Stockade Creek, part of the headwaters of Intrinishment Creek. The property features an amazing diversity of native plants and wildlife and includes three trails—Stream Path, Meadow

Path, and Woodlands Path. The Atlanta Community Food Bank also operates an extensive garden on this site that provides fresh produce for the food bank. The Tapestry Community lives in harmony with a family of beavers that resides in the creek. The property includes a certified wetland, a dry bed pollinator garden, and a wet bed pollinator garden. The Second is the Urban Farm in Ormewood, private property owned and operated by Farmer Red. Located on Berne Street and this urban farm includes a community garden and other natural amenities for the residents of the Ormewood Community.



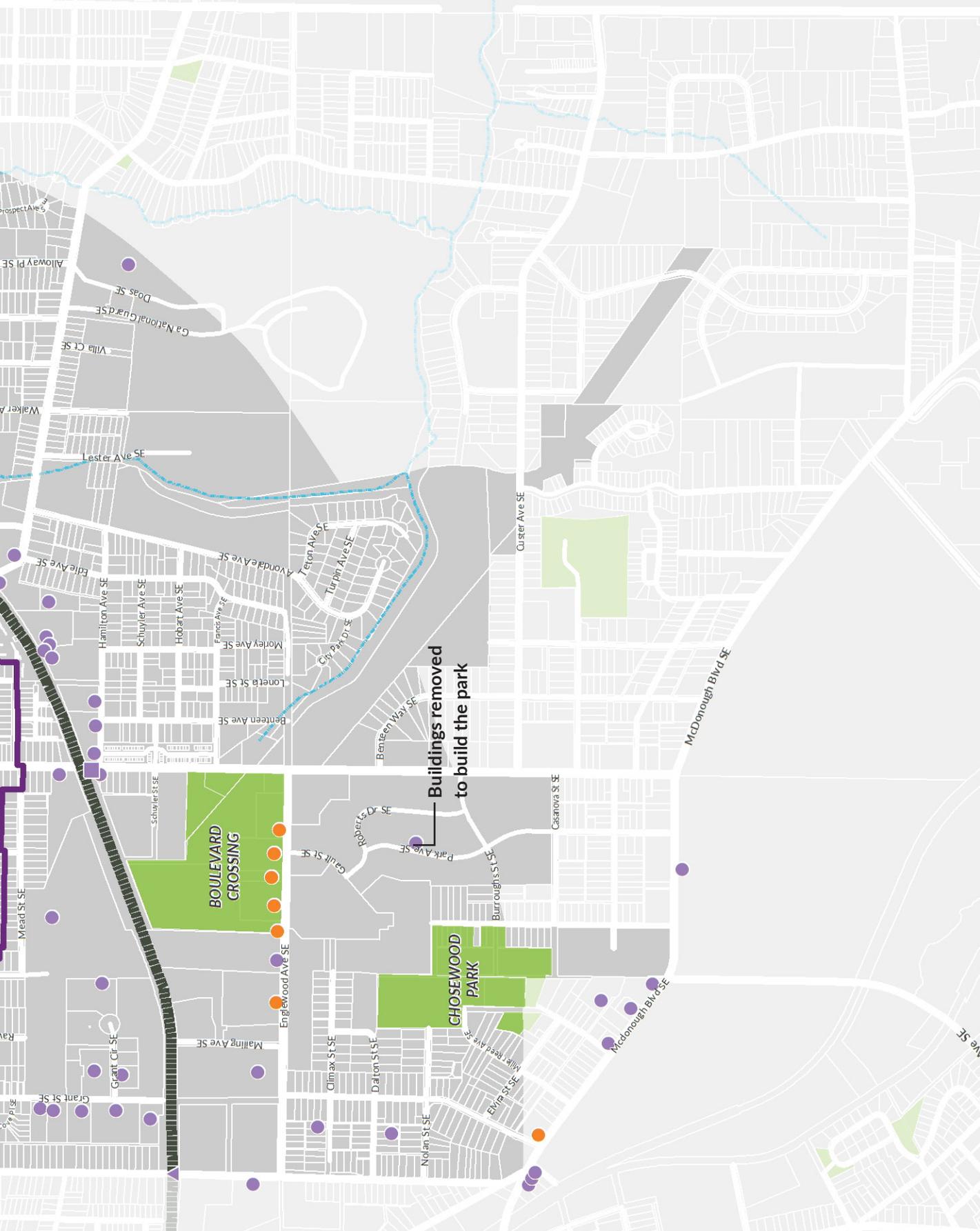
Boulevard Crossing Park is popular for Soccer leagues. The park is currently being redesigned to include other park features.





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Scale: 1" = 1,000'
0' 250' 500' 1000'



Decatur St SE

King Memorial

Memorial Dr

State Route 154 (spur)

20

20

Sydney St SE

Lomb Ave SE

Berne St SE

GRANT PARK

Cherokee Ave SE

Ormond St SE

ORMOND GRANT PARK

Atlanta Ave SE

Kendrick Ave SE

Robinson Ave SE

Wilks St SE

Boulevard SE

Rosedale Ave SE

Marion Ave SE

United Ave SE

Waldo St SE

Blaise Ct SE

Lywood St SE

Delmar Ave SE

Ormeadow Ter SE

Eden Ave SE

Essex Ave SE

Eastwood Ave SE

Emerson Ave SE

Patience Ave SE

Ormeadow Ave SE

Cherokee Ave SE

Underwood Ave SE

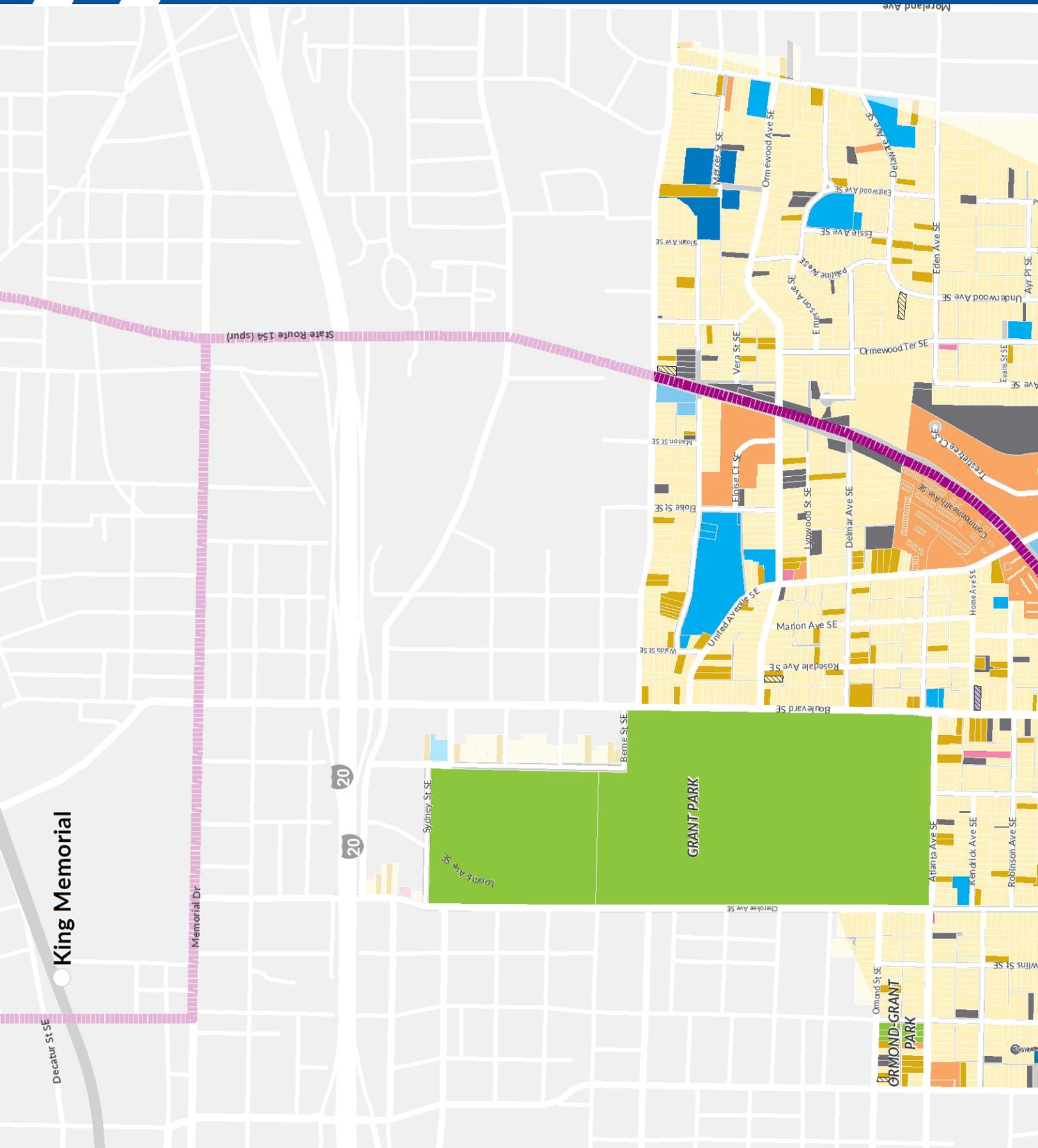
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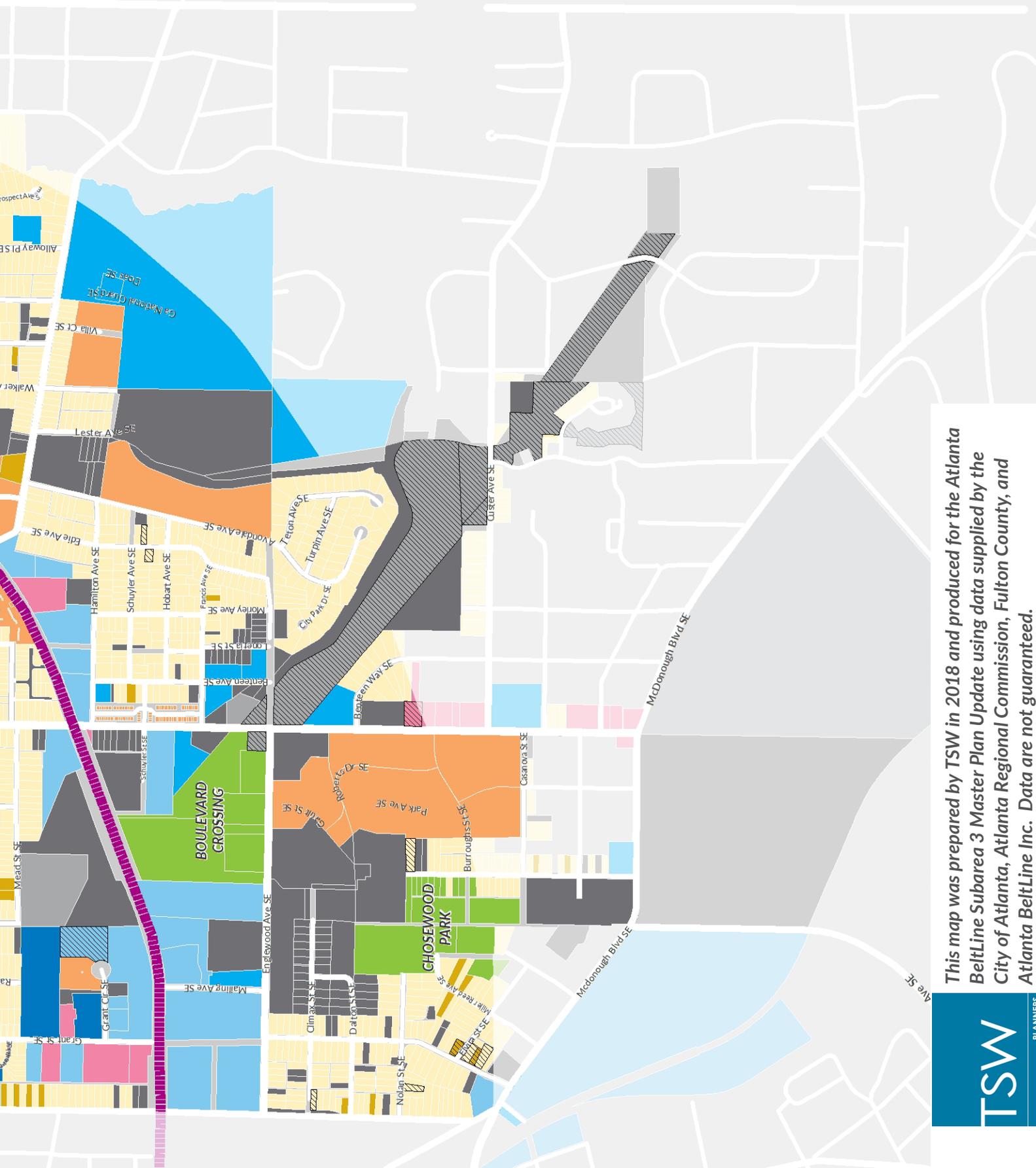
Moreland Ave

Existing Conditions: Existing Land Use

Atlanta BeltLine Subarea 3

- Atlanta Beltline
- Vacant Structure
- Parks
- Single Family
- Mixed Residential
- Multifamily 1-4
- Multifamily 5-9
- Mixed Use 1-4
- Mixed Industrial
- Low Density Commercial
- Office/Institutional
- Industrial
- Transportation
- Vacant





Scale: 1" = 1,000'
 0' 250' 500' 1000'



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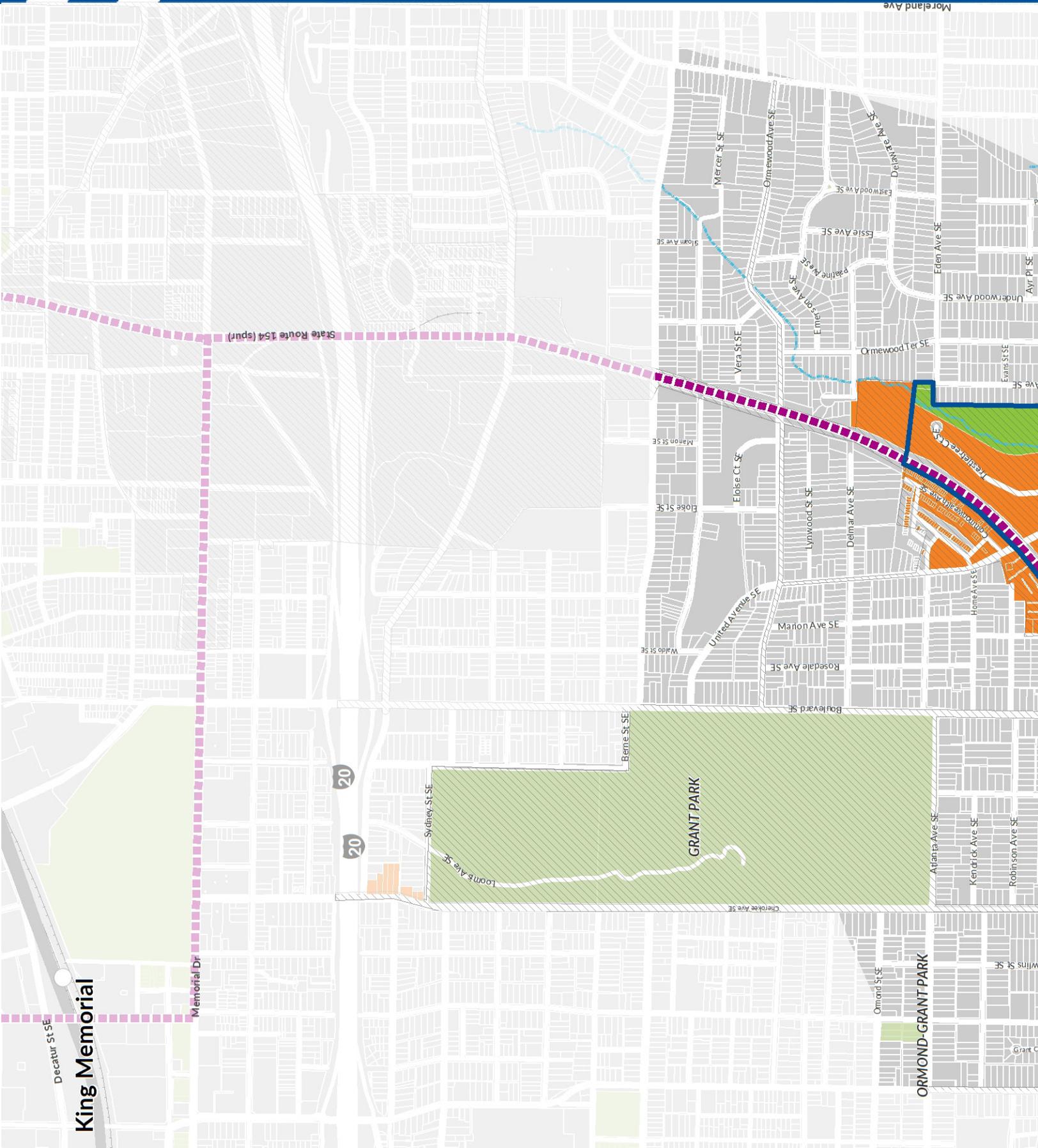
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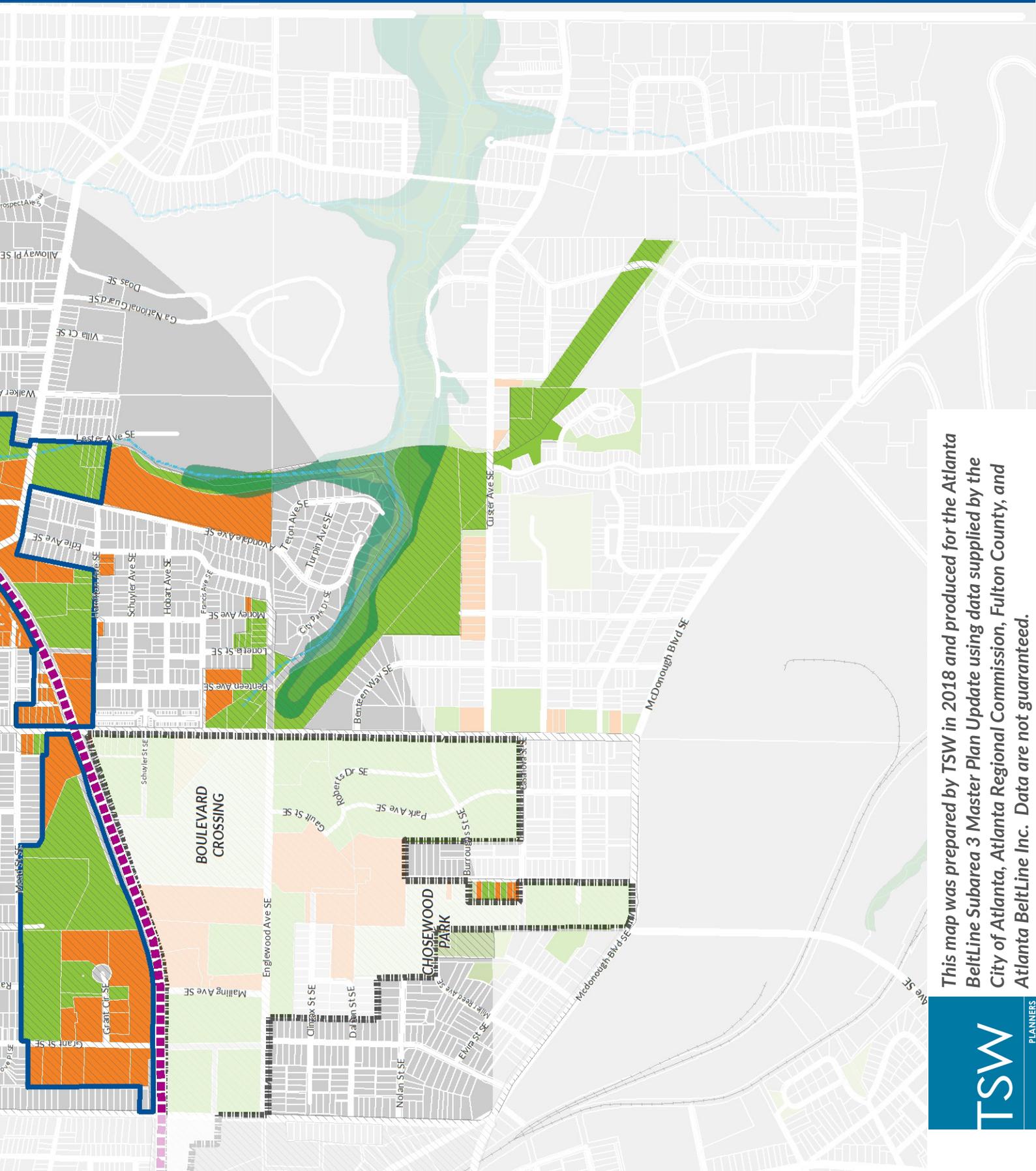
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Existing Conditions: Revitalization Opportunities

Atlanta BeltLine Subarea 3

-  Atlanta BeltLine
-  Tax Allocation District
-  Revitalization Node
- Susceptibility to Change** (value of improvements greater than value of land)
 -  Yes
 -  No
-  Stream / Creek
-  100-year floodplain
-  500-year floodplain





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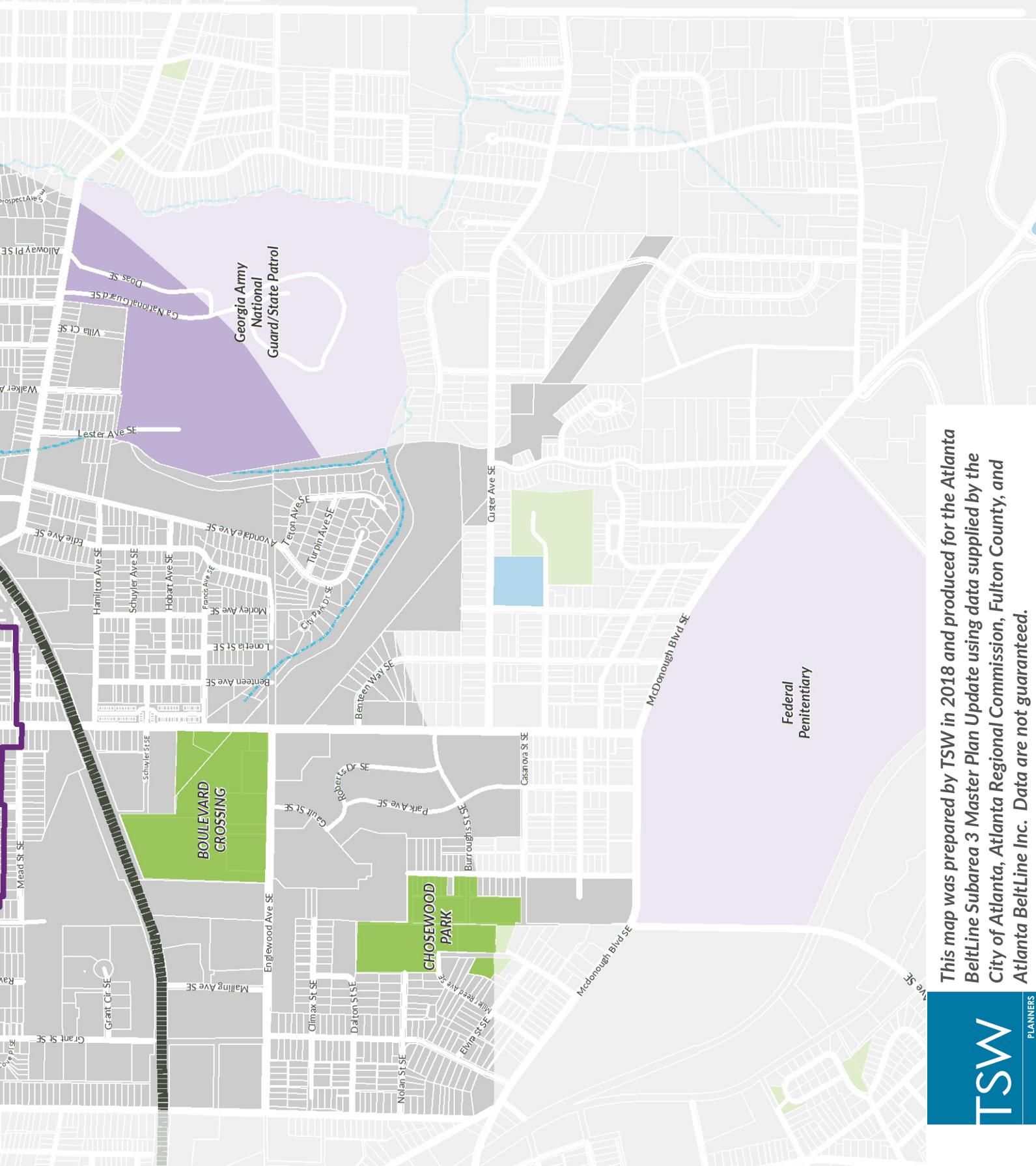
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Scale: 1" = 1,000'
0' 250' 500' 1000'





Scale: 1" = 1,000'
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12' 9"



MOBILITY



Major streets, like Boulevard, in the subarea are designed for high speed vehicular traffic and are not friendly to transit riders, pedestrians, or cyclists.

STREET FRAMEWORK

The existing street framework in Subarea 3 has some high-speed streets that create superblocks and low-speed residential streets that, in some cases, connect neighborhoods. Street connections are interrupted by the Atlanta BeltLine corridor, the utility easement, large government facilities, and Grant Park.

HIGH CRASH LOCATIONS

Most intersections with crashes are on Boulevard, United Avenue, or Hill Street, but no high-crash road segments exist in the subarea. The following three intersections had the highest number of vehicular crashes between October 2015

and September 2018 (source: GDOT).

- Boulevard at Atlanta Avenue
- United Avenue near Woodland Avenue
- United Avenue at Avondale Avenue

BICYCLE FACILITIES

The primary bicycle facilities in Subarea 3 are on-street shared lanes or bike lanes.

Bicycle lanes are present along United Avenue from Grant Park to Woodland Avenue, and along Ormewood Avenue from United Avenue to Woodland Avenue. Berne Street is a bike route from Woodland Avenue through Grant Park.

Many streets in Subarea 3 are residential neighborhood streets that are safe for bicycling.

However, bicycle connectivity is generally poor in the subarea, due to the lack of connections to adjacent neighborhoods. Streets that do connect, such as Boulevard and McDonough Boulevard, are dangerous for cycling.

PUBLIC TRANSPORTATION

The closest MARTA rail station is King Memorial, not located within walking distance of the subarea. Two MARTA bus routes (832 and 49) serve the area and have 30- and 15-minute rush-hour headways, respectively.



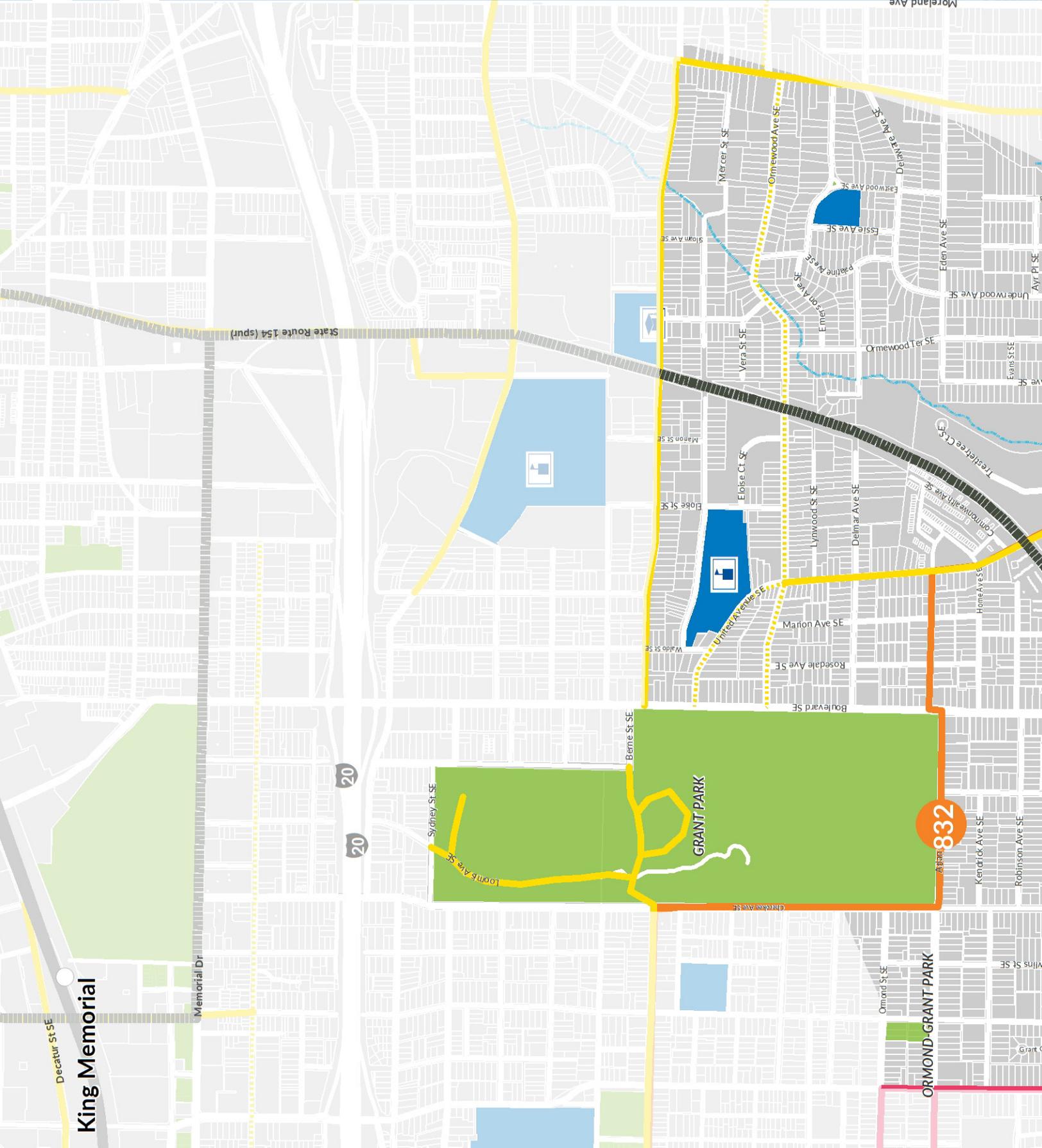
Some streets in the subarea have striped bike lanes.

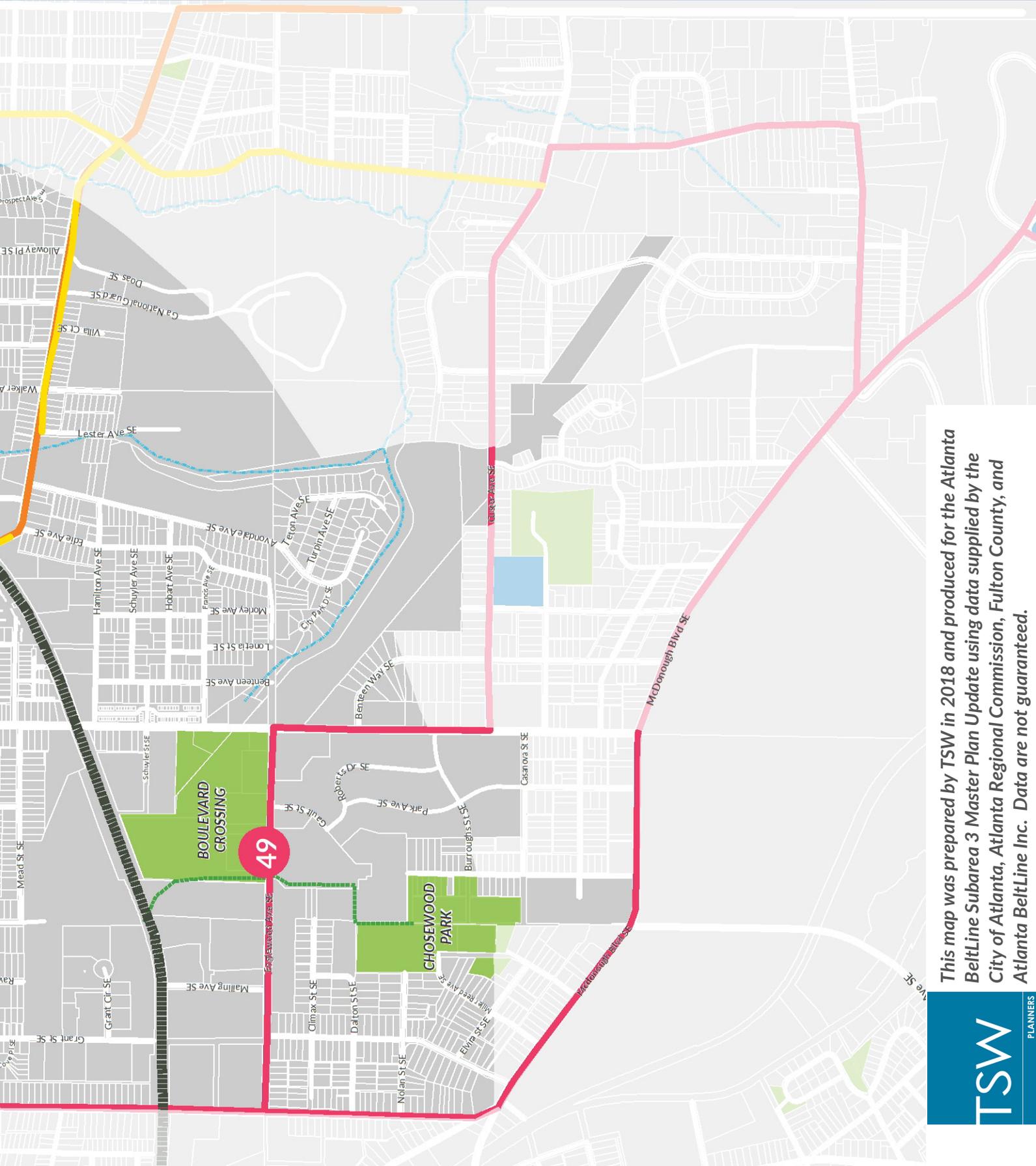


Existing Conditions: Mobility

Atlanta BeltLine
Subarea 3

- Atlanta BeltLine
- River/Creek
- Bicycle Routes
 - Existing
 - Funded
- Bus Routes
 - Line
 - Number
- College Facility
- School Facility





Scale: 1" = 1,000'



This map was prepared by TSW in 2018 and produced for the Atlanta BeltLine Subarea 3 Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Data are not guaranteed.

TSW

PLANNERS
ARCHITECTS
LANDSCAPE ARCHITECTS



MARKET ANALYSIS

ECONOMICS

The total 2020 population of Subarea 3 is estimated at 6,532, 56% of which is White and 36% is African American; 7% of the subarea is also Hispanic/Latino. The median 2020 household income is \$89,966.

From 2000 to 2010 only 66% of all population growth occurred in the ten-county metro Atlanta core, however, since 2010 roughly 80% of all growth has occurred in this ten county core as younger and older generations increasingly seek walkable neighborhoods, both in urban and suburban areas. This trend has allowed the City of Atlanta to capture over 10% of all regional population growth since 2010, despite consisting of only 1.5% of the land area.

Sale prices for single-family homes and townhomes have been steadily increasing since 2010. From 2010 through 2018, the Subarea has gained 300 new households, primarily aged 45-64 demonstrating gains in older, established households with higher incomes. There have been losses in lower-income, younger households (18-34) as young families and lower-income families become vulnerable to being priced-out. The majority of new homeowners are aged 25 to 64 with incomes over \$100,000. The subarea has experienced a sizable increase in population with a Bachelor degree or higher, and the majority of households are owner-occupied.

Renter households have not followed the positive growth trends of the homeowner households, and this trend makes lower-income renters more vulnerable to being priced out. 2018 projections from Environics (Claritas) show that ages 25-34 is the highest density renter cohort with income qualifying for new development Class A rents in the study area, with the highest percentages



Most of the Subarea 3 households are owner-occupied.

earning \$50,000 - \$74,999. Renter demographics are relatively evenly distributed by income, with the highest percentage being those who make \$50,000 to \$74,999. The renter base does have a healthy share of “Other Family” (31.1%) as well as Roommates & Unmarried Couples (31.7%), while Married Couples make up 10.5%, and Singles comprise 26.7%.

Among owners in the subarea, married couples make up almost half of owners at 47.7%. Roughly 75% of owners in the Subarea are between the ages of 25 and 54. Unlike renters, the income distribution for owners highly favors those making above \$100,000, which comprise 49% of the total distribution.

MARKET CONDITIONS

The subarea, especially Grant Park and Ormewood Park, has seen significant investment in the past several years with home prices increasing. The future Southside Atlanta BeltLine trail has helped spur this development and continues to do so. The subarea continues to see





major investment in the form of townhouses, apartments, and retail.

For Sale Residential

New home sales in the area peaked in 2015 and have declined since, likely due to limited supply of land. Two recent for-sale, single-family dwelling communities, Mercer Street, and Bixton, have reached an average sale price of \$263 / sq. ft. and \$222 / sq. ft., respectively. It is unlikely that there will be many new homes constructed in Subarea 3 in the near future due to the limited number of vacant single-family residential lots.

New condominium development has been limited, but resales have occurred. Sale prices have been increasing since 2015, but they are still somewhat affordable, with most units selling for under \$200,000.

Townhouses have been growing in popularity as land becomes more scarce and valuable, thus requiring higher densities. There have only been a handful of new townhouse sales in Subarea 3, but resales have increased since 2013, and median sale prices have been trending upward. The Swift is a new community being built and is averaging \$193 per square foot. Townhouses can support higher land prices because of their greater density but are still less expensive to build than detached single-family houses; this will make them a desirable use in the next real estate cycle.

Rental Residential

With a mix of affordable housing and market rate developments in the surrounding area, the average weighted rent is \$1,374 total or \$1.55 per square foot per month. There is a broad range of types of housing in the area, ranging from rents of \$1.17 per square foot per month for an affordable community to \$1.81 for market rate communities. The local competitive market



The Beacon is one of the popular destinations and recent investments in the subarea.

(beyond just the subarea) is largely fueled by affordability and employment access (commuting to Downtown, Airport, and Midtown cores, with a percentage scattered throughout the region), with an increasing focus on walkability and lifestyle preference. The existing product is a mix of product built in the early new communities and older communities recently renovated.

Given market conditions, this subarea is most likely able to support garden-style apartments with surface parking lots. When average rents reach approximately \$2 per square foot, parking decks will become financially feasible.

Commercial Space

Office vacancies within 2 miles of Subarea 3 have steadily declined since 2009. The retail market has also been steady the last 10 years, with available space dropping since 2009, despite the addition of more than 250,000 square feet.

Office rents in and around the subarea range from \$16 per square foot per month for older properties up to \$28 for recent Class A projects, such as the Atlanta Dairies and GlenCastle, both outside the Subarea, but within the competitive market. Rents for retail range from \$24 per square foot to \$44 square foot in nearby





Madison Yards. However, the average office rent is \$23.00 per square foot, and the average retail rent is \$32.50 per square foot, making the overall average of both \$28.43.

Office demand shows there is potential for office space, with an opportunity for adaptive reuse. New retail will likely be heavily food and beverage, or pharmacy/grocery driven. Similar to office, most will need to be adaptive reuse, as rental rates limit new construction feasibility. The office should include co-working opportunities to serve entrepreneurs and the self-employed.



There is potential for additional townhouse and apartment development

Land Use	Demand Potential (2018-2022)	Development Constraints	Notes
Single-Family Houses	32 units total or 6.4 per year (land constrained)	Affordable and available lots	New infill. Target young families and empty nesters / retirees.
Townhouses	507 units total or 101 per year	Available sites at financially feasible land prices	Smaller footprint, 12' - 18' wide. Entry level units with no, one-car, or small garages. First-time homebuyers.
Rental Apartments	705 units total or 141 per year	Rents do not support structured parking, only parking lots	Surface parked with densities up to 35 units / acre. Millennial driven and in highly walkable locations.
Neighborhood Retail/ Restaurant	36,000 sq. ft. total or 7,00 sq. ft. per year	Will need to be adaptive reuse or ground floor of a mixed-use building.	Heavily food and beverage service, or grocery / pharmacy driven.
Condominium	87 units or 22 per year	Likely on conversions given inability to justify new construction at these prices	New construction financing for condominium development remains difficult, given lender requirements for pre-sales.
Office	68,000 sq. ft. total or 13,600 sq. ft. per year	Will need to be adaptive reuse or ground floor of a mixed-use building.	Class A/B. Will be heavily driven by smaller firms under 5,000 sq. ft. and those in TAMI sectors (technology, advertising, media, information technology). Should include one to two local coworking facilities for promoting self-employment and entrepreneurs.



While there are currently some existing legacy industrial uses in the subarea, these do not represent the market's highest and best use, nor do they pay high enough land values to justify new purely industrial development going forward, and are therefore going through a redevelopment cycle. As such, industrial is not a future land use examined for new development in Subarea 3.

DEMAND

The estimates below are based on historic job growth, new development absorption ratios, market trends, and Moody's employment forecasts. These numbers show the potential for development of different types. It should be noted that this is potential demand and may not be fully capitalized given land availability, or lack thereof.

CHALLENGES & OPPORTUNITIES

Challenges

Although the desirability of the Subarea has increased in recent years, not all of the Subarea has seen increased investment. Chosewood Park and Boulevard Heights have seen less investment and lower increases in home prices, compared to Grant Park and Ormewood Park. Development should continue along the Southside BeltLine and will reach these neighborhoods. The Subarea also lacks convenient access to the MARTA rail line.

Opportunities

With increased development happening around the Atlanta BeltLine, all neighborhoods within Subarea 3 will continue to see public and private investment. The Interim Southside Trail creates an opportunity to direct growth closer to the corridor, while preserving established



Retail and office developments will likely be adaptive re-use projects that can support smaller firms, food and beverage, or a small grocer and / or pharmacy.

single-family houses around it. The Southside Trail also continues to have redevelopment opportunities and affordable housing options. Preserving and creating affordable housing and goods and services will be important for this area as urbanization trends continue. The Atlanta BeltLine's focus on inclusive growth without displacement will be particularly key in Subarea 3 where populations vulnerable to displacement will be sensitive to increases in housing costs. In addition to the private investment that will occur, there is also public investment by way of Atlanta Housing's development planned for Englewood Avenue, the construction of the Southside Trail, and the design improvements and additions at Boulevard Crossing Park.





PREVIOUS PLAN REVIEW & ITEMS FOR COORDINATION

RELEVANT CITYWIDE PLANS

Several plans have been completed within or partially within Subarea 3. Many citywide plans have also been created that affect Subarea 3. While these plans contain hundreds of recommendations, only those relevant to this current planning effort are summarized here.

All relevant recommendations from local and citywide plans have been considered during this effort, but recommendations are not duplicated in this plan unless they are the responsibility of the Atlanta BeltLine.

ATLANTA CITY DESIGN

This plan puts forth a high level, citywide vision for growth. Subarea 3 is mostly shown as “urban,” with land along the Atlanta BeltLine and major roads, such as Boulevard, shown as “growth corridors.” These corridors are seen as the connecting tissue of the city that provide links to the urban core. The goal for them is to become community main streets.

ATLANTA TRANSPORTATION PLAN

This is the official, aspirational, citywide transportation plan, and includes the following

recommendations within Subarea 3:

- Road Reconstruction (i.e. “Road Diets”) on Boulevard between McDonough Boulevard and United Avenue (SA-010)
- Road Reconstruction on Englewood Avenue (SA-030)
- Road Reconstruction on Cherokee Avenue between Memorial Drive and Mead Street (SA-031)
- On-street bicycle facilities (some are included in Road Reconstruction projects) on Boulevard, Atlanta Avenue, Hill Street, Cherokee Avenue, Waldo Street, McDonough Boulevard
- On-street pedestrian facilities (some are included in Road Reconstruction projects) on Boulevard (SA-010), Englewood Avenue (SA-030), Cherokee Avenue (SA-031)

CYCLE ATLANTA 2.0

This plan is an appendix to the Atlanta Transportation Plan and focuses specifically on bicycle access to MARTA rail stations. No recommendations are made for Subarea 3.

ATLANTA STREETCAR SYSTEM PLAN

This plan is the official vision for the long-term citywide creation of a streetcar network. The streetcar lines proposed in Subarea 3 would run along Cherokee Avenue, Atlanta Avenue and Boulevard (Blue Line), and the Atlanta BeltLine corridor (Green Line).

RENEW ATLANTA BOND PROGRAM

Information about the projects recommended by this effort is not currently available.

ZONING ORDINANCE REFORM

This citywide update to the Zoning Ordinance has already made a number of changes to the zoning ordinance that will help implement the vision of this plan. These updates address accessory dwellings, bicycle parking, missing middle housing, and the new I-Mix district. Additional updates are currently being contemplated.

ATLANTA REGION’S PLAN

This plan for the entire metropolitan area focuses on broad goals including economic growth, better infrastructure, and improved livability. It also includes a unified growth policy map that shows Subarea 3 as “maturing neighborhoods.”





CHOSEWOOD PARK TOD

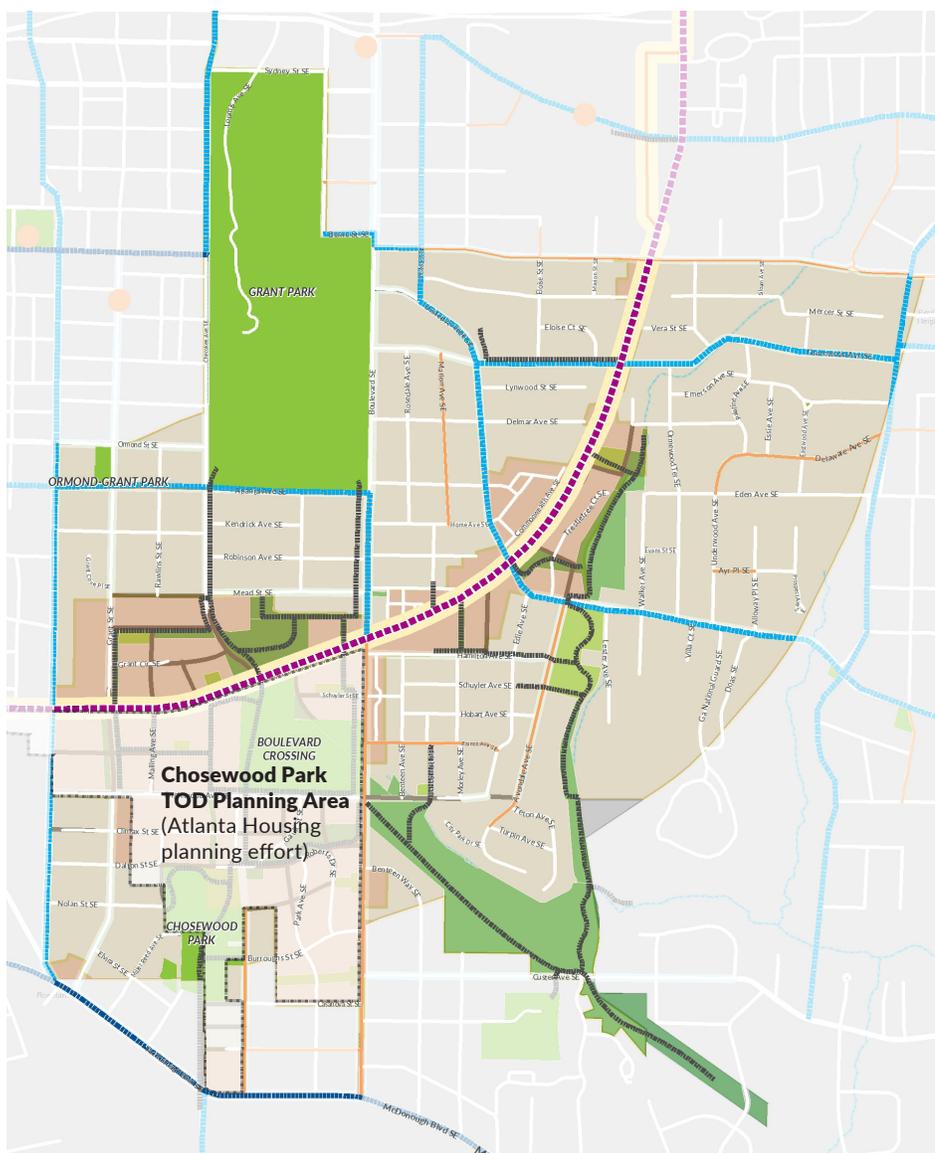
Led by the Atlanta BeltLine Inc. in coordination with the Atlanta Housing, the Chosewood Park Transit Oriented Development (TOD) was an evaluation of existing land use, zoning, and street frameworks for TOD-readiness in the area designated

below. The purpose of the effort was to: 1) assess, validate, and update the development objectives outlined in the 2009 Master Plan; 2) prepare a framework for the development of the area with TOD, affordable housing, economic development, and sustainability

goals; 3) determine infrastructure required to serve the anticipated development program; 4) assess terms for cost-sharing and implementation of shared infrastructure. Atlanta Housing is still in the design phase for its site and has a separate community engagement process to envision the future of its site.

CHOSEWOOD PARK VISIONING PLAN

Chosewood Park neighborhood residents and Park Pride completed a visioning plan for the park. The plan recommend land acquisition, new park features, and enhancements to the existing park.



- Atlanta BeltLine
- Atlanta City Design: Corridor Growth Area
- Atlanta City Design: Urban Growth Area
- Atlanta City Design: Suburban Growth Area
- TSPLOST Projects
- Connect Atlanta: Secondary Bike Connections
- Connect Atlanta: Core Bike Connections
- Renew Atlanta Projects
- 2009 Subarea 3 Master Plan: New Streets
- 2009 Subarea 3 Master Plan: Greenway
- 2009 Subarea 3 Master Plan: Park

The image to the left shows a composite map of most of the planning efforts in Subarea 3 since the 2009 Subarea Master Plan.





Keep the Atlanta neighborhood feel.

Attendee at the April 2018 Public Workshop //





COMMUNITY ENGAGEMENT

OUTREACH

Community engagement was an important part of this master plan update process. All public meetings were advertised by email blasts, neighborhood flyers, yard signs, and a postcard mailing.

KICKOFF MEETING

A public kickoff meeting was held on March 1, 2018, at the Church of Atlanta Lighthouse. Participants listened to a presentation introducing the process, and provided feedback at a number of boards around the room. The boards and presentation displayed existing conditions, as updated from the 2009 Subarea Master Plan, goals and guiding principles, recommendations from the previous master plan, initial land use and mobility recommendations, and potential revitalization nodes.

Here is a summary of the feedback received from the community:

- All of the green space and mobility recommendations from the 2009 Subarea Master Plan received support.
- The identified potential revitalization nodes were confirmed as accurate.

- Boulevard is seen as unsafe for cyclists and pedestrians, and traffic needs to be calmed.
- A trail along Intrenchment Creek is desired.
- Connectivity is important because few streets lead outside of the neighborhoods.
- Building design and enforcing compliance are concerns for new development.
- Attracting a mix of local businesses and housing options should be prioritized.

WORKSHOP

A community workshop was held on April 14, 2018, in the Community Room at Focused Community Strategies / Carver Market. After a presentation reviewing the draft plan, participants moved to comment stations to start drawing ideas for concept plans on the revitalization nodes, provide feedback on the draft street framework plan and draft future land use plan. The following are the key themes of the comments received:

- Provide affordable housing and ensure that current



The Subarea 3 Study Group #3 Meeting was well-attended with more than 100 attendees.





residents can stay in the neighborhood.

- Remain committed to keeping Trestletree apartments and residents.
- Calm traffic and enforce bike lanes on Berne and Ormewood so that cars do not park in them.
- Tie into the future PATH network.
- Create pedestrian access between Boulevard Crossing Park and Chosewood Park.
- Prevent recommendations that would widen the equity gap.
- Add businesses in South Atlanta. The Beacon and other recent additions are great, and this needs to continue.

DRAFT PLAN PRESENTATION

After an extended hold period in this planning process, the draft plan presentation was held on July 30, 2019, at the Church of the Atlanta Lighthouse. This meeting was well-attended by about 100 individuals. The recommendations were revised after the Workshop. The presentation summarized the process to-date, provided an update of next steps, covered the draft recommendations for future land use, street framework, and pedestrian

and bicycle circulation, and provided an update on the Atlanta BeltLine’s housing goals and initiatives. Boards around the room displayed draft goals and principles and recommendations. The feedback themes included:

- Concerns about the United Avenue bridge height.
- Keep access to the BeltLine from Mercer Street.
- Provide bulb-outs at Edie Avenue and United Avenue to reduce crashes.
- Expand housing options, ensure minimal displacement, particularly for residents of Trestletree, and preserve opportunities for legacy residents to remain and prosper in the neighborhoods.
- Preserve wildlife corridors and the tree canopy.
- Well-maintained parks are preferred over extravagant parks.

FINAL PRESENTATION

The final plan presentation was held on August 26, 2019, at the Atlanta Community Tool Bank. This meeting was attended by about 60 individuals. The presentation summarized the results of the draft plan presentation, changes to the recommendations from that meeting, changes to the overall subarea master plan since the

2009 Plan, and covered the final draft recommendations for future land use, recommended re-zonings, street framework, bicycle and pedestrian circulation, public space, and housing. Boards around the room showed the goals and principles; future land use; proposed circulation for vehicles, pedestrians, and bicycles; proposed re-zonings; and recommended changes to the City of Atlanta’s Future Land Use Map. Themes of the feedback included:

- Concerns about extending Englewood Avenue on the existing right-of-way, particularly because of truck traffic.
- Concerns about removing the roundabouts recommended in the 2009 Subarea Master Plan.
- Concerns about increased traffic on Boulevard after the new developments underway are complete.
- Preserve Trestletree Apartments.
- Provide better access points to the Atlanta BeltLine from the Beacon.
- Concerns about building heights, specifically south of the Atlanta BeltLine corridor along Englewood Avenue.



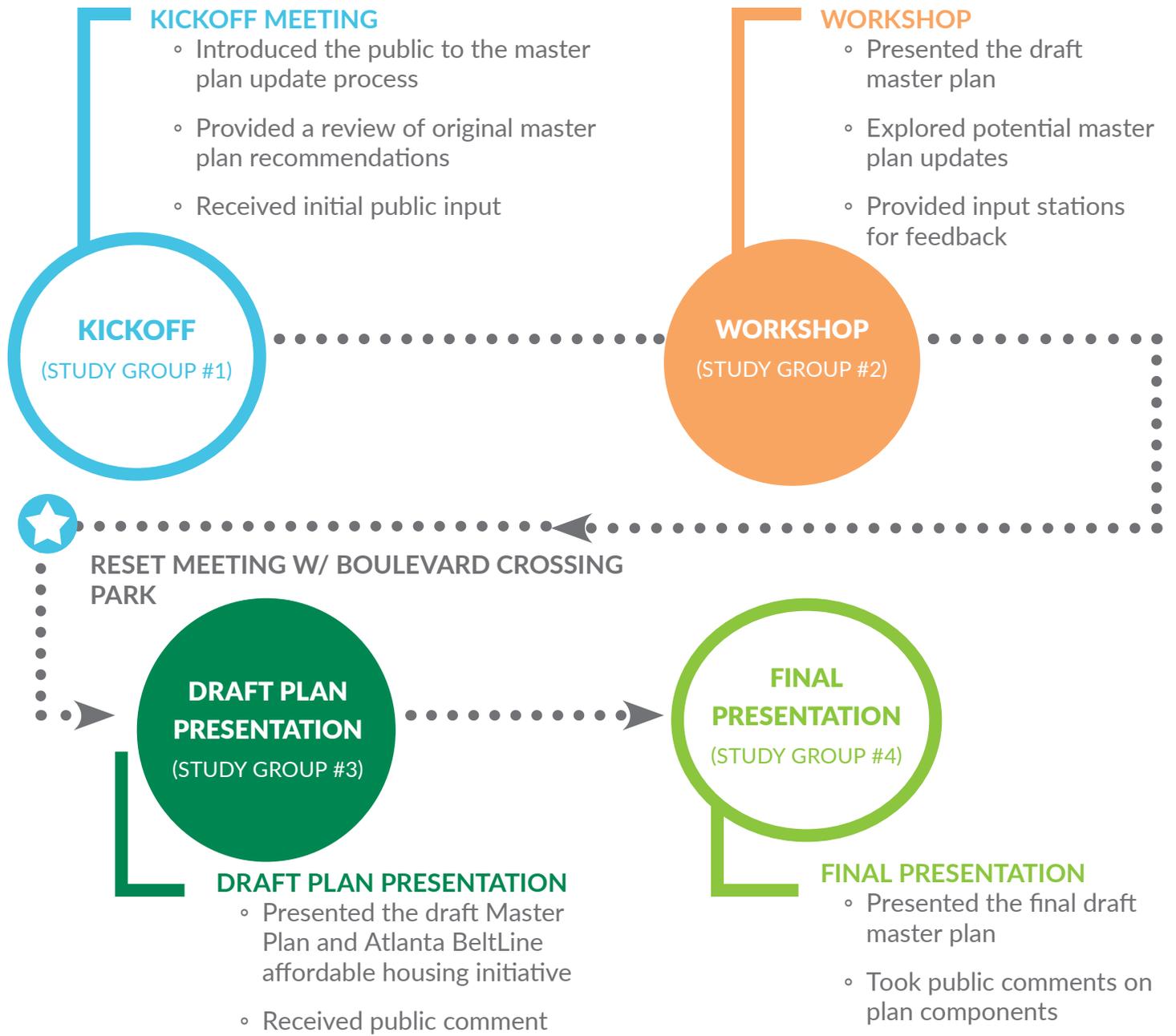


ADDITIONAL NEIGHBORHOOD ENGAGEMENT

Additionally, in late fall 2020 through July 2021, the Atlanta BeltLine staff conducted deeper neighborhood engagement to

obtain additional input on the Subarea 3 plan recommendation, and that included attending neighborhood meetings at Chosewood, SAND, Grant Park and NPU-W. The input from

those neighborhoods' meetings helped to inform this master plan and its recommendations.







SUBAREA 3 GOALS

This process identified the following goals that should guide plan implementation.

SUBAREA 3 GOALS

- 1 Provide a balanced mix of compatible land uses*
- 2 Encourage the economic development of Subarea 3*
- 3 Identify and preserve historic resources and the local sense of place*
- 4 Utilize redevelopment to mend the urban fabric*
- 5 Provide a safe and balanced transportation system*
- 6 Provide connectivity, continuity, and redundancy among various modes of transportation*
- 7 Minimize the supply of new parking*
- 8 Expand housing options*
- 9 Provide a range of safe parks and open space*





GUIDING PRINCIPLES

The following is a list of aspirational principles intended to guide the implementation of this plan. Many of these are common principles which were identified for all Atlanta BeltLine Subareas. These principles also acknowledge the goal of equitable growth without displacement by connecting the built environment with economic mobility, affordable housing, and access to the Atlanta BeltLine’s amenities. This planning process identified principles specific to Subarea 3; *these are shown in blue italics.*

LAND USE & URBAN DESIGN

- Establish Transit Oriented Development (TOD) along the Atlanta BeltLine
- Create a mix of uses along the Atlanta BeltLine
- Scale development differently based on infrastructure, context, accessibility, and land availability
- Preserve and protect single-family and low-rise residential areas
- Use height and intensity transitions where development adjoins single-family and low-rise residential areas

- Provide quality urban design in new development
- Orient buildings to the corridor
- *Design buildings that support pedestrian activities along the BeltLine corridor and public streets*
- *Encourage developers to provide space for local businesses, not just chains, and ensure that businesses serve the diverse needs of local residents*

MOBILITY

- Establish safe, efficient, and continuous pedestrian facilities
- Incorporate other Atlanta BeltLine initiatives into the design of streets, when feasible
- Encourage a diverse range of new streets and retrofitted existing streets
- Ensure that transportation facilities serve people of different ages and abilities
- Use a context-based approach to address the traffic impacts along major thoroughfares
- *Address traffic impacts along major thoroughfares with*

solutions appropriate to the local context

- *Ensure that major thoroughfares serve all modes of transportation, not just cars.*

HISTORIC RESOURCES

- Use applicable city, state, and federal historic preservation requirements to guide historic preservation efforts along the Atlanta BeltLine
- Preserve significant historic resources within the Atlanta BeltLine planning area.
- *Repurpose (where possible) mid-century buildings near the Atlanta BeltLine corridor*
- *Reflect local history in public art, parks, and new developments*

ECONOMIC DEVELOPMENT

- Provide economic development activities compatible with the land use vision
- Support the growth of small and large businesses
- Provide land uses that can accommodate a range of employment opportunities





GUIDING PRINCIPLES

- Provide space for light industrial uses
- Target certain industries to areas best suited for them
- Support a mix of employment options along the Atlanta BeltLine
- Provide daily goods and services that serve both new development and existing neighborhoods, *including banks, pharmacies, childcare facilities, and a grocery store*

PUBLIC ART & CULTURE

- Respond to the linear nature of the Atlanta BeltLine in public art
- Respond to existing site conditions
- Respond to the ways existing sites along the Atlanta BeltLine are used



Photo: Aaron Alderman



- Provide art that is democratic
- Incorporate art that can be experienced in both daytime and nighttime
- Collaborate with schools and other institutions along the Atlanta BeltLine
- Encourage the use of interdisciplinary approaches, innovative uses (or re-uses) of materials and new technologies
- Incorporate public art into Atlanta BeltLine park and streetcar design projects
- Attract broad forms of artistic expression
- *Locate public art across the subarea*
- *Promote local public art at existing and future transit stops*
- *Support the design of both bus and rail transit facilities as public art*
- *Reflect local character, culture, and history in all arts and culture programming*

PARKS & GREENSPACE

- Promote urban agricultural initiatives, including community farms, gardens, and farmers' markets
- Improve the utilization of existing under-used open spaces
- Surround open spaces with streets or buildings to the maximum extent possible





GUIDING PRINCIPLES

- Encourage new developments to consolidate green space into usable pocket parks rather than buffers, berms, landscape islands, or other unusable areas
- Enhance existing parks
- Use organic farming methods on urban farms and make produce available to local residents
- *Design parks to provide a range of activities that meet the diverse needs of area residents*
- *Provide park amenities that serve people of all ages*
- *Investigate incorporating stormwater ponds into new parks*

- *Incorporate themes or subject matter into landscape features that will support the BeltLine Arboretum*

HOUSING

- Provide a mix of owner-occupied and rental housing as part of an equitable housing strategy
- Minimize any over-concentration of low-income units to ensure optimal housing opportunities regardless of income level
- Strategically target and leverage subsidies in coordination with other public funding sources, including city, state and federal resources
- Provide and encourage housing for families who

earn between 30-80% of area median income, consistent with the Housing Working Group Study recommendations (Note: housing at or below 50% of AMI will require the partnership of other Housing Agencies and non-profits to achieve this level of affordability)

- Encourage housing in accordance with an existing certified “green construction” set of standards, such as EarthCraft or LEED, in order to improve public health and the environment
- Preserve the public subsidy for longer term affordability where possible, while allowing the owners to capture some of the equity build-up
- Provide and encourage mixed-income housing, wherever possible
- *Preserve existing subsidized and non-subsidized rental and owner-occupied affordable housing*
- *Continue to educate property owners on resources that allow them to remain in their homes*
- *Partner with non-profit and charitable organizations to meet affordable housing needs*



The preservation and creation of affordable housing units will allow seniors, working families, and legacy residents to enjoy the vibrancy and connectivity of the Atlanta BeltLine. Photo taken on Mercer Street.



FUTURE LAND USE

ATLANTA BELTLINE FUTURE LAND USE PLAN

The Atlanta BeltLine Future Land Use Plan is shown on the following pages and is intended to provide an overarching guide to the character of development within the BeltLine Tax Allocation District. Few changes from the previous subarea master plan occurred, and the majority of the changes aligned the land use plan with the City of Atlanta’s current zoning, or changed land uses that split parcels.

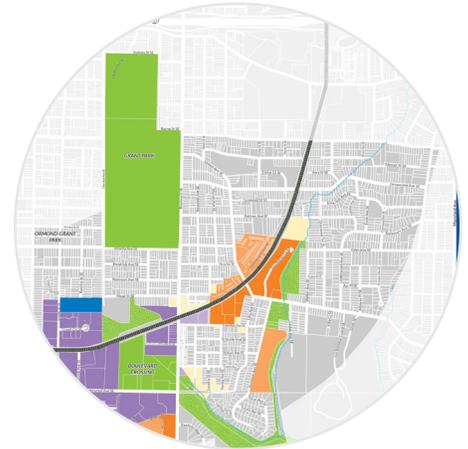
Most land adjacent to the Atlanta BeltLine corridor is recommended as Mixed-Use 5-9 Stories or Residential 5-9 Stories, but Boulevard Crossing Park also touches the corridor. Generally, the most intense Mixed-Use 5-9 Stories is focused around the park, with less intensity in other areas and closer to existing single-family residential land. Mixed-Use 5-9 Stories is also proposed south of Englewood Avenue. This transitions to Residential 5-9 Stories along Boulevard and Residential 1-4 Stories adjacent to the single-family residential land in Chosewood Park. The community has expressed a desire for a maximum of 5 stories closest to Hill Street and Englewood Avenue; however, each unique site must be taken into consideration (e.g topography, building scale,

location, etc) in concert with with underlying zoning district to determine actual building height. Ultimately, this plan is intended to serve as a guide for changes to the City’s official Future Land Use Plan, as shown on pages 68 and 69.

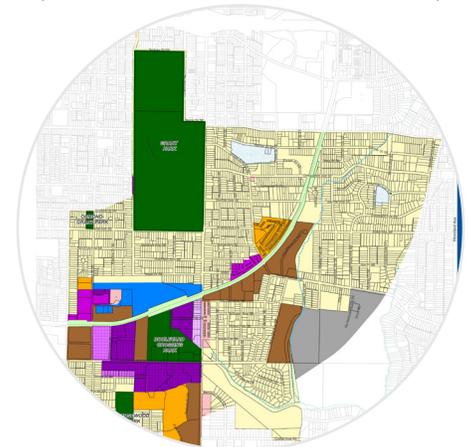
PROPOSED PUBLIC SPACE

This plan only recommends public park improvements that the Atlanta BeltLine is responsible for as outlined in the Strategic Implementation Plan. In Subarea 3, this is limited to Boulevard Crossing Park. The Atlanta BeltLine is currently re-designing this park to include many other features to enhance the public space. The community also expressed a desire to see Chosewood Park improved based on the 2011 Chosewood Park Visioning Plan, which recommended a connection to Boulevard Park. This is being contemplated as a part of the redevelopment of the former Englewood Site by Atlanta Housing, and should be incorporated into the citywide Parks and Recreation Master Plan, a City initiative underway as of August 2020. Other land is noted as environmentally-constrained, which means it will remain as open space due to topographic or floodplain conditions.

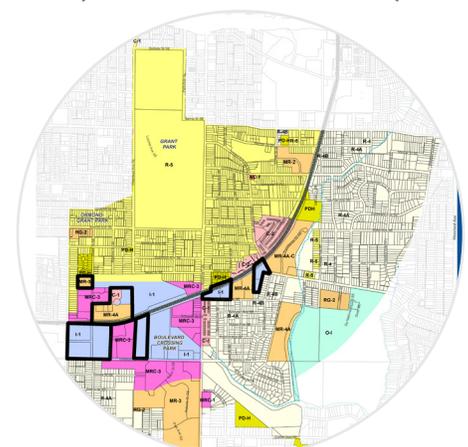
VISION (BELTLINE LAND USE PLAN)



POLICY (CITY’S FUTURE LAND USE)



LAW (CITY’S ZONING MAP)



Decatur St SE

King Memorial

Memorial Dr

20 20

Sydney St SE

Leath Ave SE

Berne St SE

GRANT PARK

Cherokee Ave SE

Ormond St SE

ORMOND-GRANT PARK

Atlanta Ave SE

Kendrick Ave SE

Robinson Ave SE

Waldo St SE

United Ave SE

Eloise St SE

Marion St SE

Eloise St SE

United Ave SE

Marion Ave SE

Rosedale Ave SE

Boulevard SE

Home Ave SE

Delmar Ave SE

Lynwood St SE

Eloise Ct SE

Marion St SE

Waldo St SE

United Ave SE

Marion Ave SE

Rosedale Ave SE

Boulevard SE

Home Ave SE

Delmar Ave SE

Lynwood St SE

Eloise Ct SE

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Rosedale Ave SE

Boulevard SE

Home Ave SE

Delmar Ave SE

Lynwood St SE

Eloise Ct SE

Marion St SE

Eloise St SE

United Ave SE

Marion Ave SE

Rosedale Ave SE

Boulevard SE

Home Ave SE

Delmar Ave SE

Lynwood St SE

Eloise Ct SE

Marion St SE

A Note About Residential Transitions

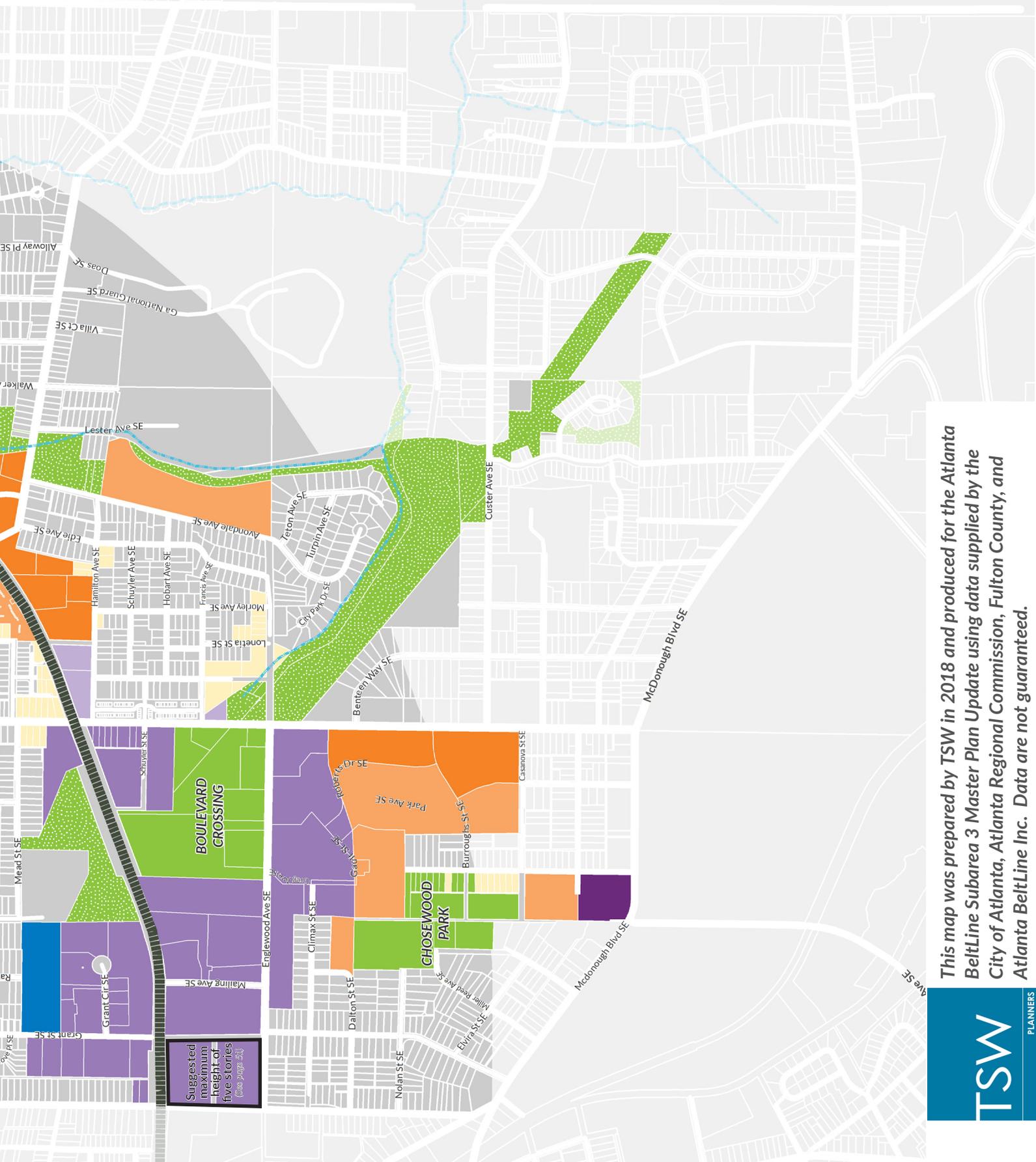
This map uses broad land use categories that do not show the transitional yards and height planes required by the Zoning Ordinance. When new development abuts a less intense residential district, it must step down in height and provide landscaping between the two. The amount and length of the step down varies by zoning district.

Atlanta BeltLine Future Land Use Plan

Atlanta BeltLine Subarea 3

- Atlanta BeltLine
- Mixed-Use 10+ Stories
- Mixed-Use 5-9 Stories
- Mixed-Use 1-4 Stories
- Mixed Industrial
- Multifamily 5-9 Stories
- Multifamily 1-4 Stories
- Mixed Residential Neighborhood
- Single Family Neighborhood
- Parks
- Community Facilities
- Environmentally constrained lands





Suggested
maximum
height of
five stories
(see page 20)

**BOULEVARD
CROSSING**

**CHOSEWOOD
PARK**

This map was prepared by TSW in 2018 and produced for the Atlanta BeltLine Subarea 3 Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Data are not guaranteed.

TSW

PLANNERS
ARCHITECTS
LANDSCAPE ARCHITECTS





REVITALIZATION NODES

The previous Subarea 3 Master Plan identified revitalization nodes as locations where dense, mixed-use development should be focused. Two of these nodes were explored further during the Master Plan update process to show the scale of potential development in these areas.

EAST UNITED AVENUE NODE

The East United Avenue node is adjacent to United Avenue along Hamilton Avenue to Boulevard. This node includes existing industrial buildings at the corner of Hamilton Avenue and Boulevard, which have been re-used as shown in the rendering below.

This area is shown as proposed Mixed-use 1-4 stories and Multifamily 5-9 Stories on the Atlanta BeltLine Future Land Use Map and is intended to primarily focus on bringing residents to the area to support future transit and accommodate growth, providing access to the Atlanta BeltLine corridor, and adding needed services, offices, or retail in the mixed-use buildings. The few remaining historic industrial buildings (over 50 years old) on Hamilton Avenue, like many areas along the Atlanta BeltLine, are an important aspect of history. To the extent practical, they should be preserved, and architectural elements could be incorporated into new developments.



This graphic is illustrative only. It is intended to show one option for long-term development along the Atlanta BeltLine. All development must conform to zoning.





A proposed mobility hub (see page 66) is also included at Boulevard and Hamilton Avenue to provide micro-transit options and access to the Atlanta BeltLine corridor.

The transitional height plane and yard requirements in the existing zoning ensure that adjacent single-family residential areas south of Hamilton Avenue are respected by new development.

GRANT STREET NODE

This node, located north of Englewood Avenue and west of Boulevard Crossing Park, was identified early in the process, but some developments are currently underway, which have occupied the majority of underutilized land. Many recent investments have occurred here

since the 2009 Subarea Master Plan, including the Beacon mixed-use development (shown in the images below) and townhouse communities under construction. This node includes properties owned by Atlanta Housing north of Englewood Avenue, which are part of a plan that also includes the former Englewood Manor site south of Englewood Avenue. The majority of the land in this area is shown as Mixed-Use 5-9 Stories on the Atlanta BeltLine Future Land Use Map to align with the area's current zoning and use.





IMPLICATIONS OF GROWTH & DEVELOPMENT

As growth occurs, BeltLine communities want to ensure that affordable housing is preserved and created, resulting in a BeltLine that is an inclusive and equitable place for all. Affordable housing refers to housing that is no more than 30% of a family's annual income before taxes, and for renters its rent plus utilities should not exceed 30% of their income.

Families that spend more than 30% of annual income on housing and utilities are considered "housing cost-burdened", and increasing rents, the inability to pay monthly mortgages, and rising taxes can lead to involuntary displacement of legacy residents. In response, many agencies are working together to address housing affordability through a series of tools that will be deployed as part of the mission of the One Atlanta Housing Affordability Action Plan. These tools include amendments to zoning, which can be used to address housing rising costs. For example, amending zoning requirements to allow for accessory dwelling units within residential districts can provide cheaper rental options compared to most new multifamily residential housing developments. Similarly, the development of the new Multi-Family Residential Multi-unit (MR-MU) zoning district allows for small-scale, "missing middle" multifamily residential buildings in traditionally single-family areas, providing more affordable entry points to neighborhoods and promoting "subtle density" where large-scale multifamily may prove unfeasible.

The City's inclusionary zoning (IZ) policy further addresses increasing housing costs. For new projects with 10 or more housing units, the BeltLine Inclusionary Housing Overlay requires that a certain number of units be designated affordable: developers may set aside either 10% of units for households making no more than 60% of Area Median Income (AMI) or 15% of units for households at or below 80% AMI.

Financing tools provide additional funding for affordable housing. These tools include the BeltLine Affordable Housing Trust Fund, which provides gap financing for development creating affordable units. In addition, Low-Income Housing Tax Credits (LIHTC) allow for developments to provide deeper affordability, while working in partnership with housing agencies and providers to realize these projects.

These are just a few examples of housing tools currently being deployed in BeltLine communities, while others are in the process of being developed. Deployed in December 2020, the new BeltLine Legacy Retention Fund serves as another example of efforts being made to address issues around housing affordability. This fund helps current homeowners in the southern and western communities of the BeltLine (Subareas 1, 2, 9, and 10) cover the cost of property tax increases to prevent displacement. There remains more work to be done.

This plan recommends mixed-income housing to address a range of housing needs. Together, access to affordable housing, attainable living-wage jobs, and high-quality transportation not only aid in mitigating involuntary displacement but are essential to help families remain and thrive.

Mixed-income housing that meets the needs of a range of incomes will require a collaborative effort from both housing agencies, not-for-profits, private partners, and the philanthropic community. The Atlanta BeltLine is committed to equitable development to help break down longstanding economic and cultural barriers. The BeltLine's focus on inclusive development without displacement will be crucial across the BeltLine Subareas, particularly in areas where low-income communities vulnerable to displacement will be sensitive to increasing housing costs.



BB



BEACON
ATLANTA

PHILIPPO COLOSIMO	BEARD DODD CLAY	THE SHARLEY ROOM	STRONG PLATE
LAVINIA AND PAUL	JACQUE ESTROUSING	EMERY A&E	DAVE & GORDON
WALTER & PETER	ALBIRA	WMO MEXICANALE	CAVE A&E FISHING
A JAMES BARRE	LET ESSENTIALS	GRANT FARM WOODS	FARELY WINE CELLAR

PATRIA COCINA
AUTHENTIC MEXICAN DINING





AFFORDABLE HOUSING

The One Atlanta: Housing Affordability Action Plan, which was completed during the Subarea 3 planning process, outlines a bold vision to achieve Mayor Bottom’s goal of providing a pathway to affordable and equitable housing opportunities for all who desire to call Atlanta home. The plan, which sets a goal of 20,000 housing units created or preserved and expending \$1 billion for affordable housing by 2026, seeks to leverage the collective efforts of the City’s housing agencies as well as the private sector to ensure Atlanta is an inclusive and equitable city for all.

The following recommendations supplement those from the report and are specific to Subarea 3.

POLICY RECOMMENDATIONS

- Promote and maximize existing programs that encourage the preservation of existing subsidized affordable housing and the creation of new subsidized units (e.g., BeltLine Affordable Housing Trust Fund, inclusionary zoning, State and Federal incentives, etc.)
- Develop tools to preserve existing non-subsidized affordable units.

- Update zoning regulations to allow accessory dwelling units within existing residences or houses, as opposed to only allowing accessory dwelling units in detached structures.
- Promote, maximize, and potentially expand existing programs that support legacy homeowners with financial literacy, maintenance grants, and other ongoing costs of ownership.
- Develop and promote programs that support legacy renters with financial literacy and other potential tools to minimize risks of displacement.
- Expand the use of the community land trust, including both single-family and multi-family models.
- Participate in comprehensive anti-displacement initiatives existing or under development in the city.
 - Short-term / emergency solutions for tenants facing eviction
 - Renters’ rights programs and education
 - Explore property tax relief for legacy homeowners
- Participate with other partners to deliver comprehensive wealth-



The preservation and creation of affordable housing units will allow seniors, working families, and legacy residents to enjoy the vibrancy and connectivity of the Atlanta BeltLine





building programs for low-and moderate-income residents and businesses.

- Support non-profit and community-based developers focused on long-term affordability and mixed-income communities.
- Promote multi-family affordable housing and density near transit.
- Support the implementation of the “Missing Middle” Housing Ordinance.
- Expedite the development of affordable housing on suitable vacant publicly-owned land
- Develop several resources, recommendations, referrals and/or initiatives designed to keep residents/businesses within the subarea
- Develop a methodology to contact residents/businesses and inform each about resources, recommendations and initiatives designed to keep residents/businesses within the subarea,
- Explore methods to assist residents/business gain higher economic stability and wealth, including, if appropriate, transitioning residents from renters to homeownership, etc.





Transportation investment
should provide mobility
options for all types of users.

Photo: Ryan Gravel



MOBILITY

STREET FRAMEWORK PLAN

It will be critical to expand the street network as the subarea redevelops in order to provide more routes to new and existing destinations and to avoid concentrating traffic on existing streets. As new developments are approved, new through streets should be provided to enhanced east/west and north/south pedestrian circulation throughout Subarea 3, especially where there is opportunity to connect to underutilized City right-of-way. The map on the following pages shows approximate recommended locations for new major streets. The extension of Englewood Avenue east as a bike-ped street provides a connection to a nearby future spur trail, to adjacent neighborhoods, and to Boulevard Crossing Park. This project should be publicly funded. All other street connections shown should be privately funded and should occur as redevelopment happens.

Their locations may vary slightly based on site conditions and development plans.

MULTIUSE TRAILS

The primary recommendation for multiuse trails is to complete the Atlanta BeltLine trail through the entire subarea, connecting the existing eastside and westside trails.

In addition, the approximate location of a number of spur trails are proposed to provide connections between neighborhoods, parks, schools, and other destinations. These are shown on the map on the following page. Access points from streets and multiuse trails are recommended on Mercer Street, Ormewood Avenue, Delmar Avenue, United Avenue, Boulevard, and Hill Street. Several trails

recommended in the previous subarea master plan have been removed to better coordinate with City plans, and because of topographic constraints and recent developments that have occurred.

OTHER BICYCLE FACILITIES

A number of other bicycle facilities are shown on the following page—these are consistent with the recommendations of other City plans, such as the Atlanta Transportation Plan, and would expand the bicycle network with bicycle routes, shared lanes, bike lanes, or separated bikeways. Specific facility types will be determined by the City of Atlanta.



The Southside Interim Trail, just east of Boulevard.



King Memorial

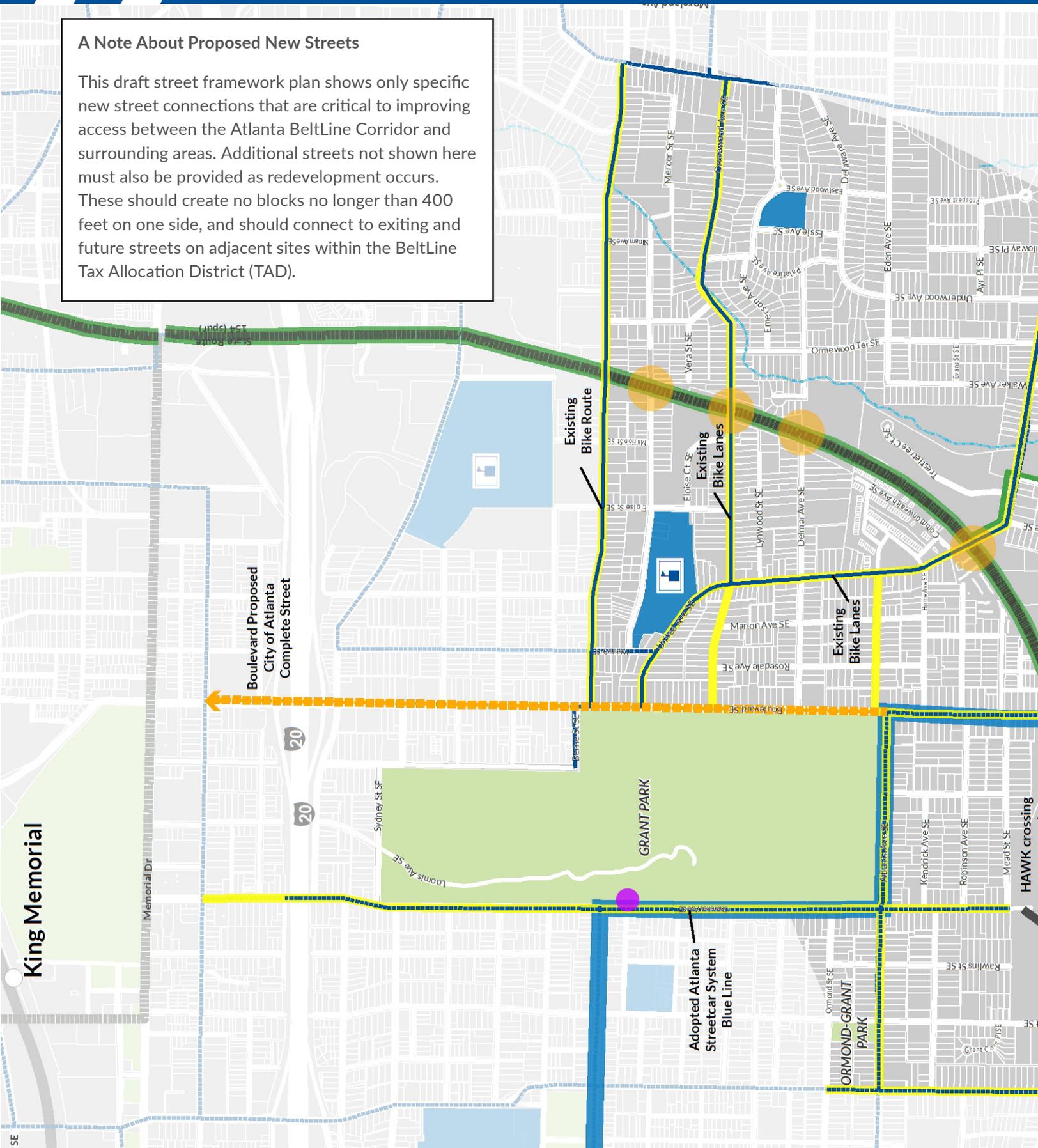
Circulation Plan - Transit, Bike & Pedestrian

Atlanta BeltLine Subarea 3

- Atlanta BeltLine
- Proposed Atlanta BeltLine Access
- Proposed Multiuse Trail
- Proposed Bike Facility
- Proposed Sidewalk Improvement
- City of Atlanta Proposed Complete Street
- Mobility Hub
- ATP* Bike Facility
- Subarea Street Framework Plan

A Note About Proposed New Streets

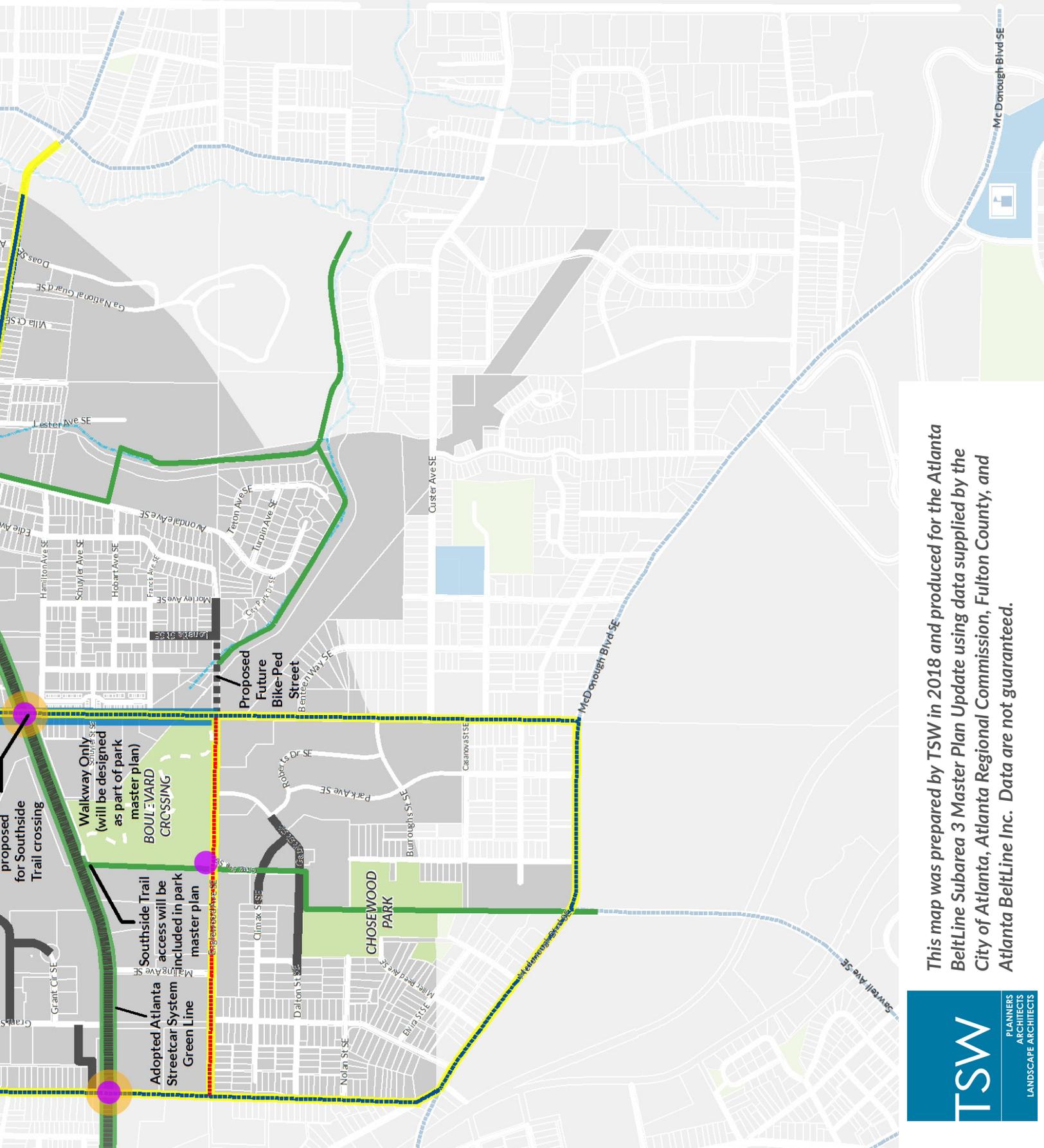
This draft street framework plan shows only specific new street connections that are critical to improving access between the Atlanta BeltLine Corridor and surrounding areas. Additional streets not shown here must also be provided as redevelopment occurs. These should create no blocks no longer than 400 feet on one side, and should connect to exiting and future streets on adjacent sites within the BeltLine Tax Allocation District (TAD).



- Adopted Atlanta Streetcar System Plan Blue Line
- Adopted Atlanta Streetcar System Plan Green Line
- Public School



Scale: 1" = 1,000'



This map was prepared by TSW in 2018 and produced for the Atlanta BeltLine Subarea 3 Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Data are not guaranteed.

Circulation Plan - Vehicular

Atlanta BeltLine Subarea 3

- Atlanta BeltLine
- Intersection Improvement
- Subarea Street Framework Plan
- ATP*
- Reconstruction
- Renew Atlanta
- Public School
- Parks

*Atlanta Transportation Plan

A Note About Proposed New Streets

This draft street framework plan shows only specific new street connections that are critical to improving access between the Atlanta BeltLine Corridor and surrounding areas. Additional streets not shown here must also be provided as redevelopment occurs. These should create no blocks no longer than 400 feet on one side, and should connect to exiting and future streets on adjacent sites within the BeltLine Tax Allocation District (TAD).

King Memorial

Boulevard @ I-20
(add left turn lanes for eastbound ramps)

Boulevard
(north of Atlanta Ave) Proposed City of Atlanta Complete Street

Boulevard @ United Avenue (modify as part of complete street)

Boulevard @ Ormewood Avenue (modify as part of complete street)

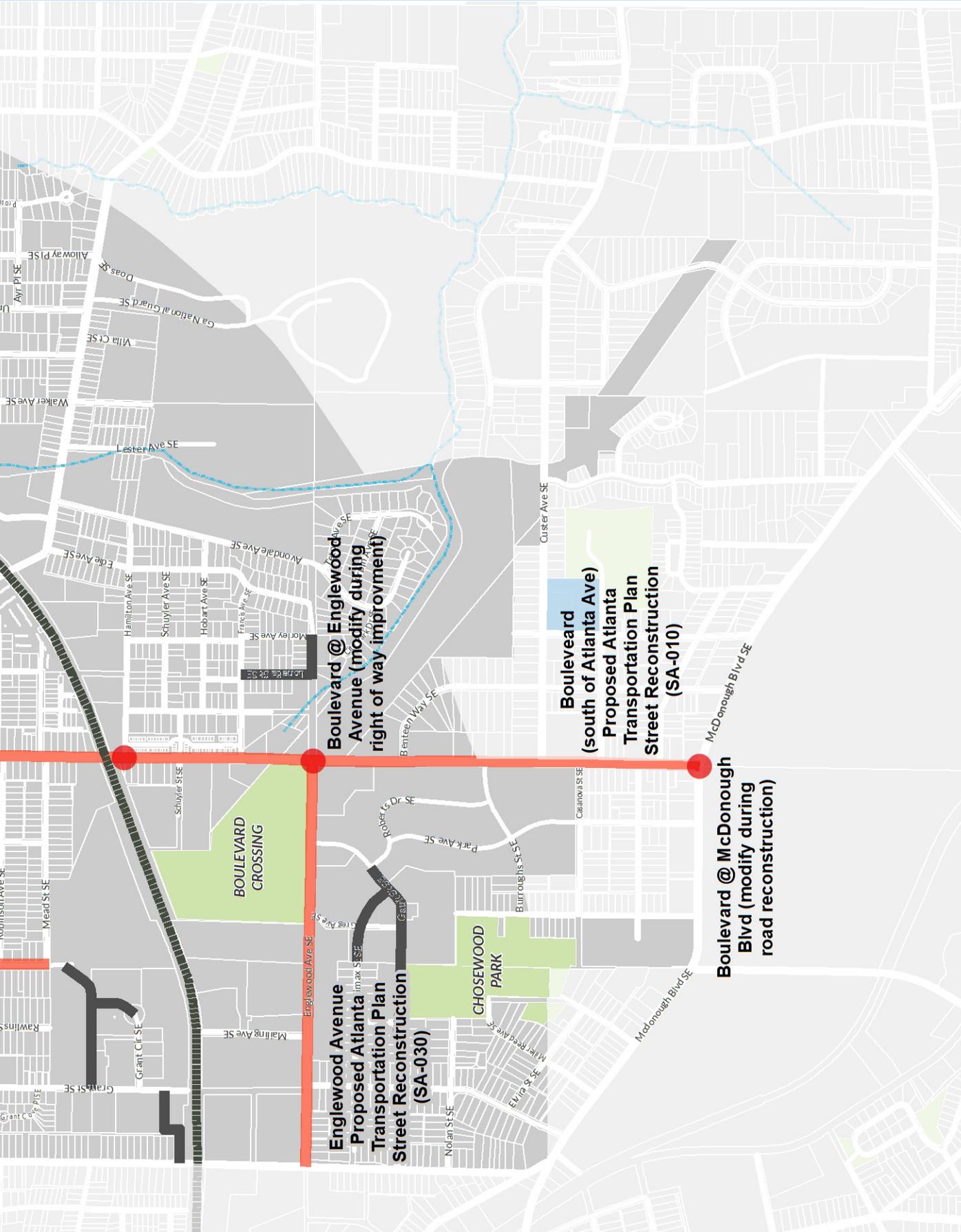
Boulevard @ Atlanta Avenue (modify as part of road reconstruction)

Cherokee Avenue
Proposed Atlanta Transportation Plan Street Reconstruction (SA-031)

GRANT PARK

ORMOND-GRANT PARK





Boulevard @ Englewood Avenue (modify during right of way improvement)

Boulevard (south of Atlanta Ave) Proposed Atlanta Transportation Plan Street Reconstruction (SA-010)

Englewood Avenue Proposed Atlanta Transportation Plan Street Reconstruction (SA-030)

Boulevard @ McDonough Blvd (modify during road reconstruction)

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MOBILITY HUBS

Neighborhood mobility hubs combine multiple transportation modes into a seamless hub or transfer point. These could include bike racks for shared or private bicycles, e-scooters, bus or other transit stops, and rideshare loading areas. They could also incorporate kiosks or vending areas, neighborhood information, and historical displays. Their recommended locations are shown on the map on pages 62 and 63.

INTERSECTION IMPROVEMENTS

Safety improvements are recommended at many intersections within the subarea, particularly along Boulevard to coordinate with City of Atlanta plans.

- Boulevard at I-20. Left turn lanes for eastbound ramps should be added.
- Boulevard at United Avenue. This intersection should be reconfigured to coordinate with the City of Atlanta proposed Complete Street project.
- Boulevard at Ormewood Avenue. This intersection should be reconfigured to coordinate with the City of Atlanta proposed Complete Street project. A traffic study should be conducted to determine if a new traffic signal should be installed.
- Boulevard at Atlanta Avenue. This intersection should be modified as part of the Atlanta Transportation Project (ATP) Road Reconstruction project (SA-010).
- Boulevard at Hamilton Avenue. This intersection should be modified as part of the Atlanta Transportation Project Road Reconstruction (SA-010). Improvements at this intersection need to consider the mobility hub and interactions with the Atlanta BeltLine corridor, with a potential HAWK signal installation.
- Boulevard at Englewood Avenue. This intersection should be modified as part of the Atlanta Transportation Project Road Reconstruction (SA-010).
- Boulevard at McDonough. Though outside of the study area, this intersection has many safety concerns and should be modified as part of the Atlanta Transportation Project Road Reconstruction (SA-010).



Neighborhood mobility hubs could provide seamless connections between multiple transportation modes, while also offering neighborhood information and services (Photo Credit: Wikimedia Commons).

Any improvements would require engineered drawings, public engagement, funding, and coordination with the ATP. The ATP defines street reconstruction projects as the addition or upgrade of multimodal facilities for bikes, pedestrians, or transit services; road diets or other lane reconfigurations, road widenings and capacity improvements; and roadway safety improvements.

HIGH CAPACITY TRANSIT

This plan incorporates the recommendations of other City plans to provide high capacity





transit service along the following corridors or streets:

- Atlanta BeltLine corridor (Green Line)
- Cherokee Avenue (Blue Line)
- Georgia Avenue (Blue Line)
- Atlanta Avenue (Blue Line)
- Boulevard (Blue Line)

Bus stops should also be considered at all Atlanta BeltLine crossings once the trail is completed. The first three proposed are:

- Route 832 (at United Avenue)
- Route 49 (at Hill Street)
- Route 9 (at Boulevard)

STREETSCAPES

Improvements to key streets are recommended by a number of City plans and will be important to provide increased and safe access to the Atlanta BeltLine. These include pedestrian facilities to be constructed by others, including the City and private developers, on the following streets:

- Boulevard between United Avenue and McDonough Boulevard (SA-010) and incorporate the new proposed City of Atlanta Complete Street
- Englewood Avenue (part of Road Reconstruction project SA-030)

- Cherokee Avenue (part of Road Reconstruction project SA-031)
- Berne Street
- Ormewood Avenue
- United Avenue
- Atlanta Avenue
- Hill Street
- McDonough Boulevard

OTHER PROJECTS

A warrant study should be conducted to see if a traffic signal is needed at the intersection of Ormewood Avenue and Boulevard.

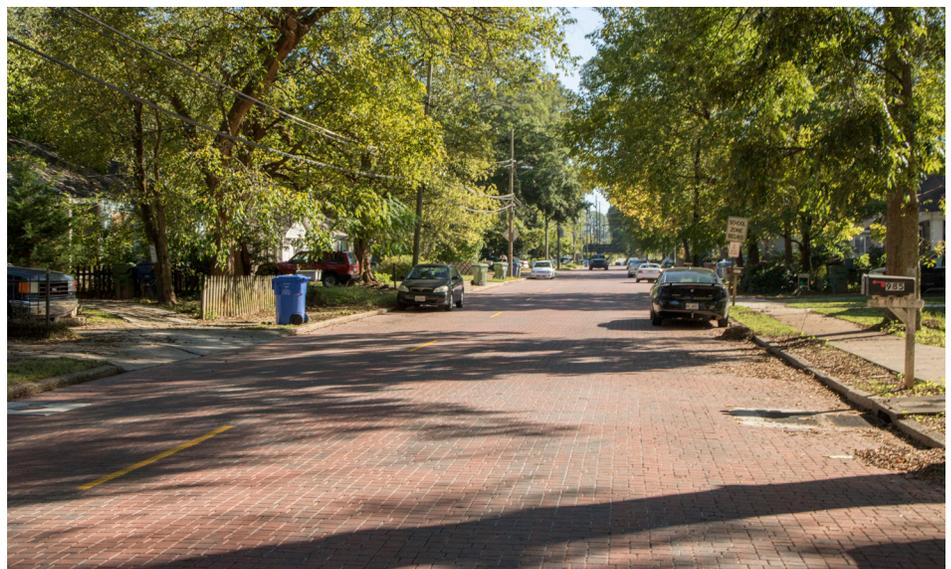
Traffic signal optimization should be conducted throughout the subarea to improve traffic flows.

Traffic calming measures should also be implemented in the subarea where needed to slow traffic and improve safety. All

traffic calming must conform to City code requirements and procedures.

MOBILITY AND DEVELOPMENT

Future BeltLine light rail, MARTA, enhanced streetscape, planned road improvements, and alternative modes of transportation are all significant solutions to improving mobility in the Subarea. During the community engagement process NPU-W expressed the desire to see better coordination between the pace of development and the timing of improvements to the mobility infrastructure within Subarea to mitigate the impact on major arterials like Boulevard. The neighborhood expressed a desire to see the implementation of Beltline transit and other mobility improvements given more of a priority.



Improvements on major streets will provide safer access to the Atlanta BeltLine for pedestrians and bicyclists. Traffic calming measures, like permeable pavers on Hill Street shown above, can also contribute to stormwater management.





ZONING AND LAND USE POLICY

PROPOSED CHANGES TO CITY'S FUTURE LAND USE MAP

The City of Atlanta Comprehensive Development Plan includes a Future Land Use map that is the official guide for all rezoning decisions. Five changes are proposed to bring this map into conformity with the vision of this Subarea 3 Master Plan. These are shown in the map on the following pages, numbered below.

1. This area west of Boulevard Crossing Park is recommended to be medium-density mixed-use. In the 2009 plan, the area was high- and medium-density mixed-use, but its adjacency to the park and its current use make uniform, medium-density mixed-use more appropriate.
2. On the east side of Boulevard Crossing Park, two parcels are recommended to be open space.
3. A group of parcels adjacent to Cherokee Street, south of the Atlanta BeltLine corridor and where CHaRM is located, is recommended for medium-density mixed-use.
4. Some larger areas north of the Atlanta BeltLine corridor adjacent to Grant Street are also recommended to be medium-density mixed-use to reflect their current use. Mixed-

use development and higher-density residential focused along the Atlanta BeltLine corridor will help support future transit on the Southside Trail.

5. Two properties at Hamilton Avenue and Boulevard are recommended for low-density mixed-use.

The detailed future land use recommendations of this plan are shown in the map on pages 70 and 71.

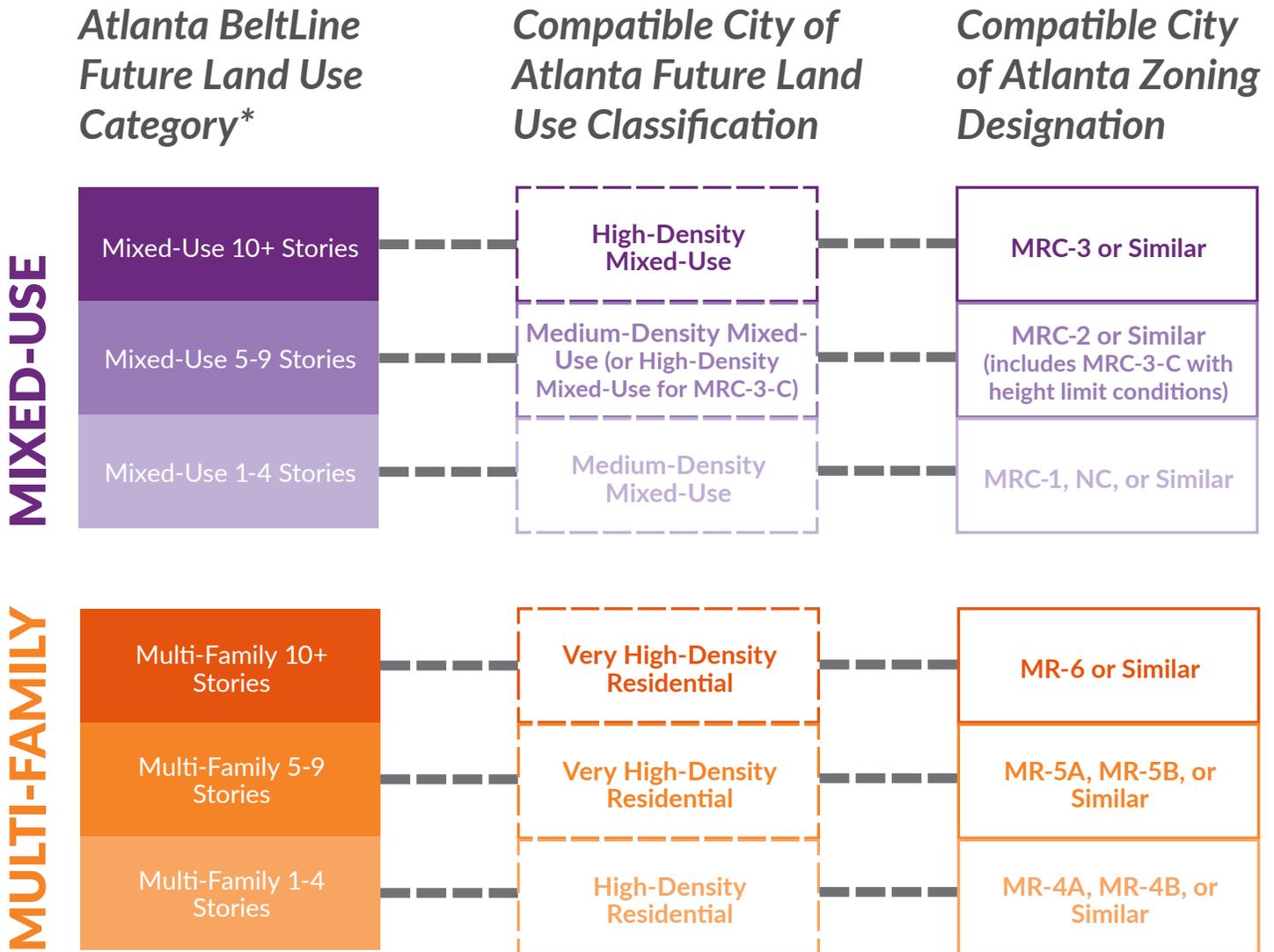
PROPOSED REZONINGS

Zoning changes on some properties will be required to bring the City's zoning map into alignment with the vision of this plan, this plan's future land use map, and the City's Future Land Use Map. These are shown in the map on pages 72 and 73. All of the recommendations in this Subarea Master Plan are

to change zoning designations to mixed-use zoning, either MRC-1, MRC-2, or MRC-3-C (conditional), depending on the location. Most of these properties are currently industrial lands.

Adoption of this plan does not amend the City's official zoning map. Atlanta BeltLine, Inc. will only rezone properties that it owns and controls. All recommended rezonings are guides for developers as they apply for rezonings to encourage them to do so in a way that is consistent with this plan. The relationship between the Atlanta BeltLine Future Land Use categories, compatible City of Atlanta Future Land Use categories, and compatible Zoning designations is to the right.





The Atlanta BeltLine uses building height for multi-family and mixed-use in the subarea master plans to designate Future Land Use because it is easier to visualize building height. However, regulatory controls at the City of Atlanta use Floor Area Ratio (FAR) to determine land use and zoning. This diagram shows how the Atlanta BeltLine building height land uses relate to City of Atlanta Land Use classifications and City of Atlanta zoning districts.

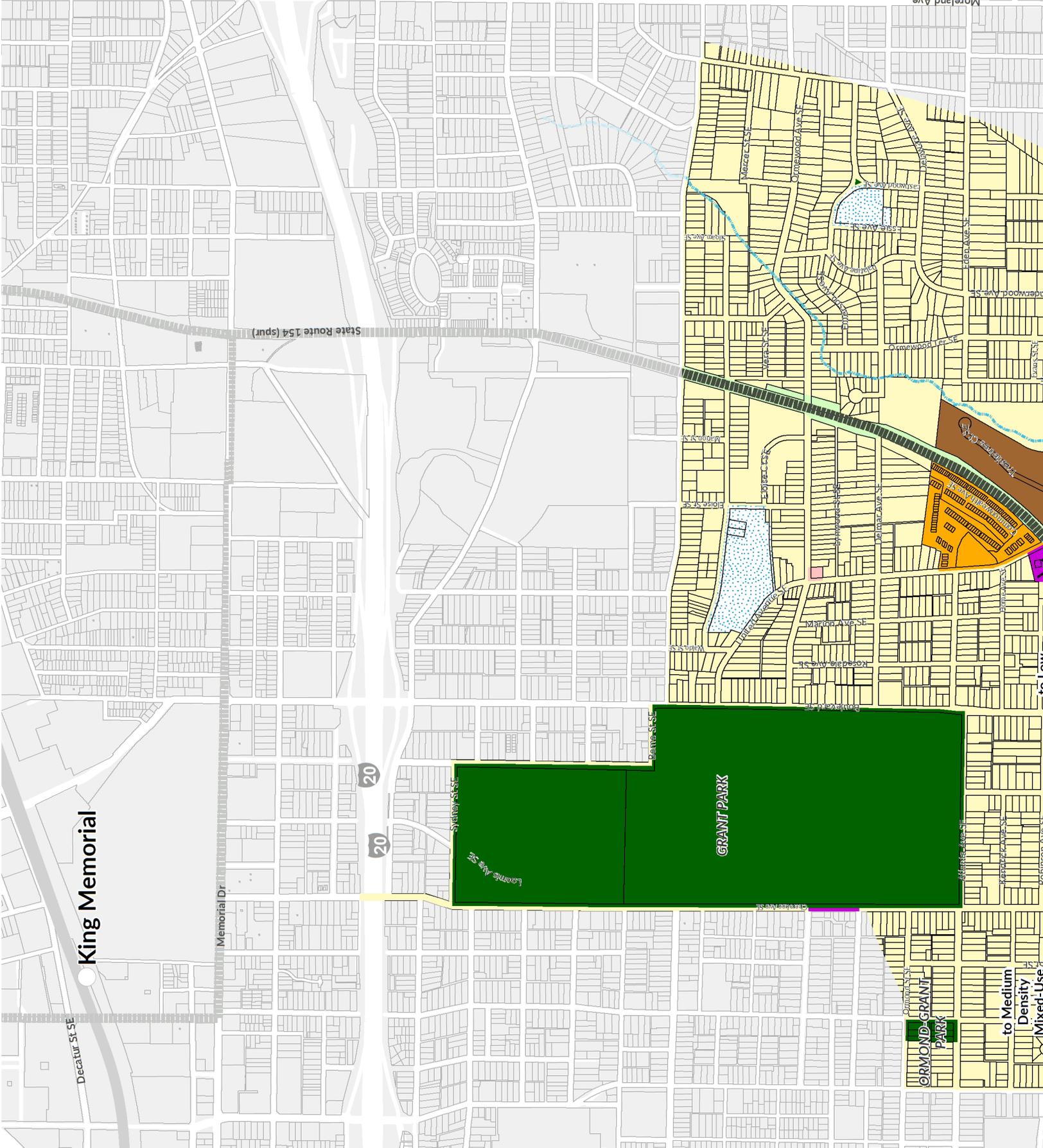
Photo, Left: The recommended land use and zoning change will help ensure that future development near the BeltLine is consistent with the vision of this master plan

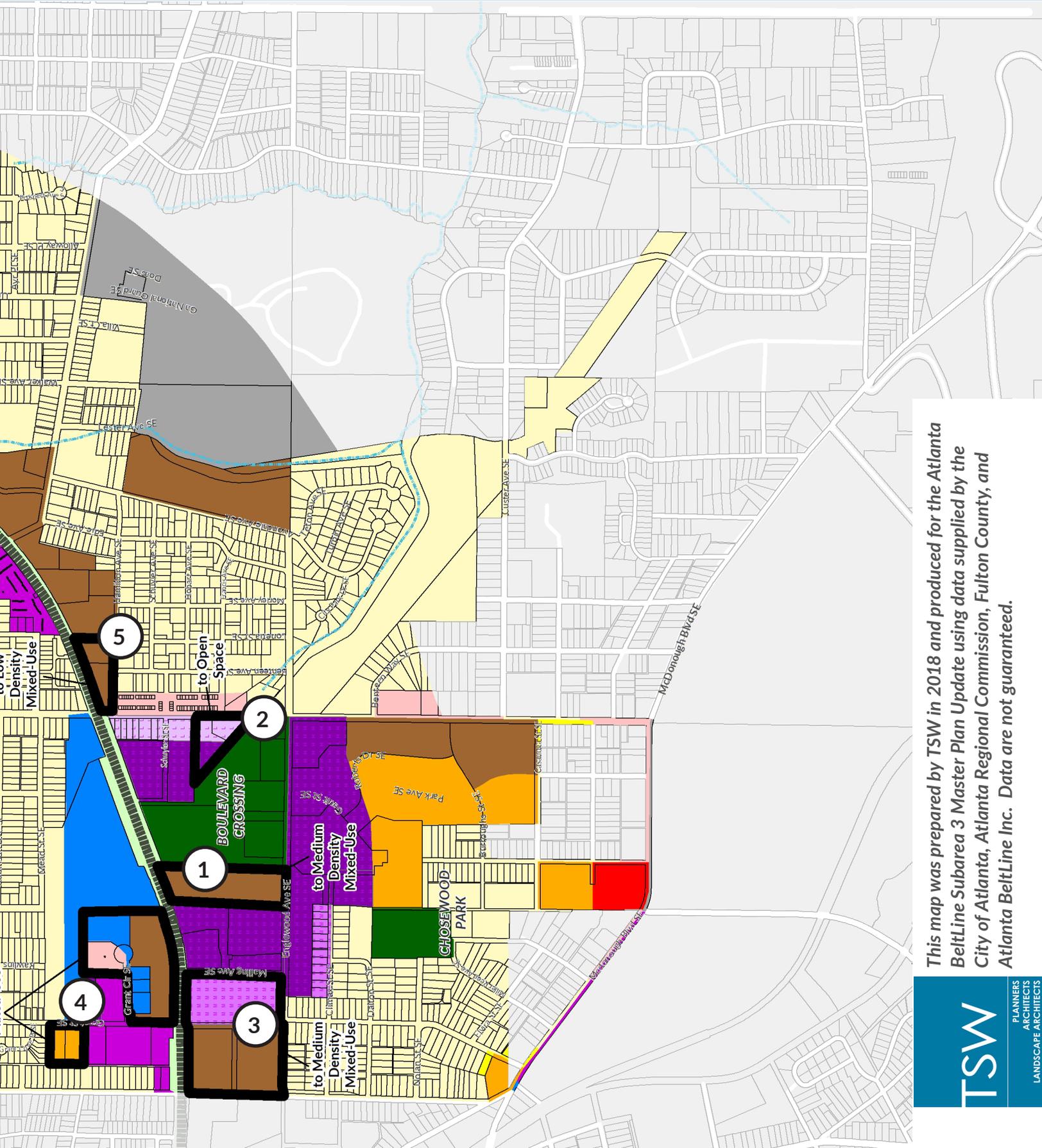


Proposed City Future Land Use Changes

Atlanta BeltLine Subarea 3

- Atlanta BeltLine
- Transportation /Comm.
- Community Facility
- Single Family
- Low Density Res.
- Medium Density Residential
- High Density Res.
- Very High Density Residential
- Low Density Comm.
- Office/Institutional
- Open Space
- Industrial
- Mixed Use
- Low Density Mixed Use
- Medium Density Mixed Use
- High Density Mixed Use





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LANDSCAPE ARCHITECTS



Scale: 1" = 1,000'
0' 250' 500' 1000'

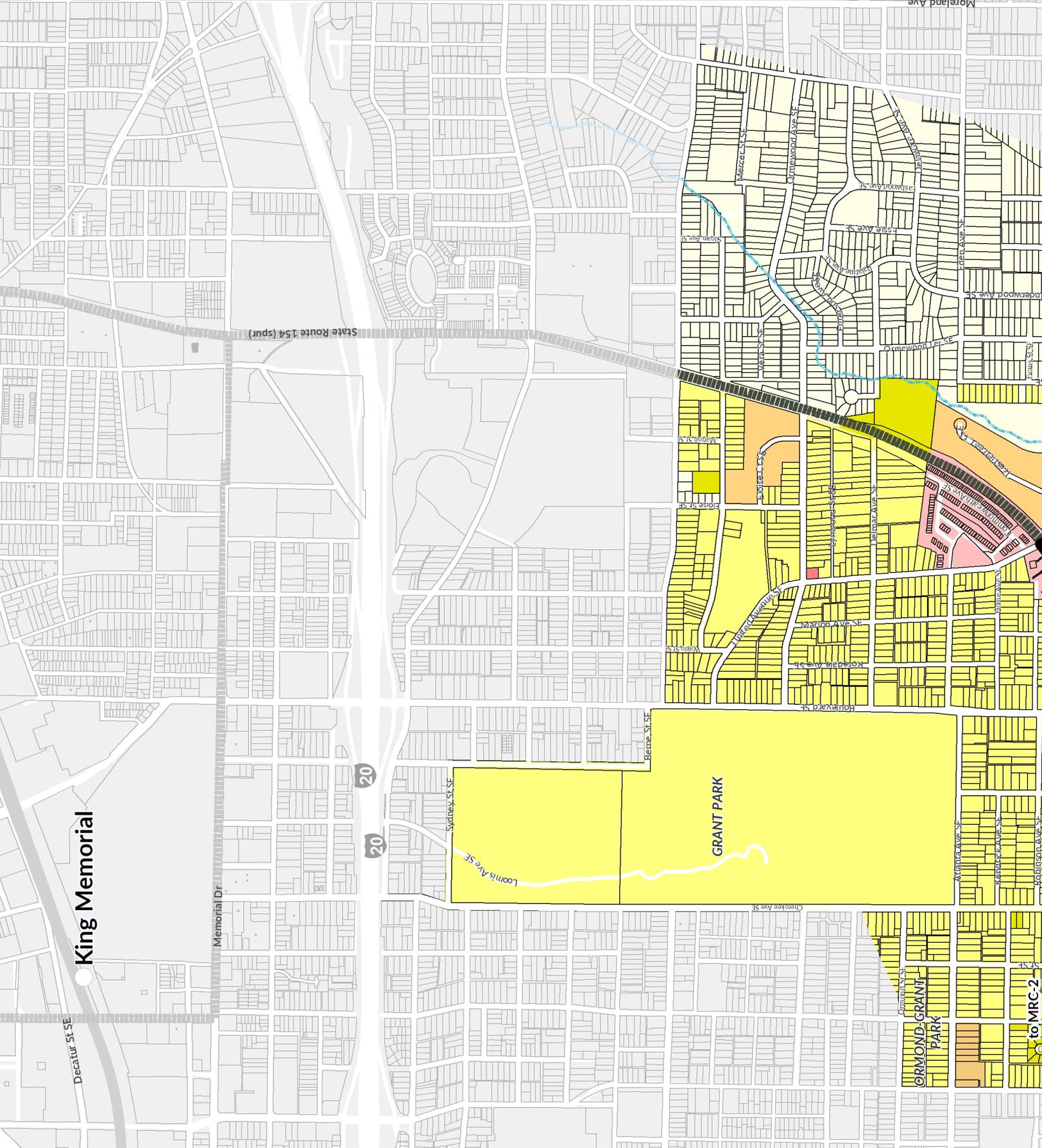


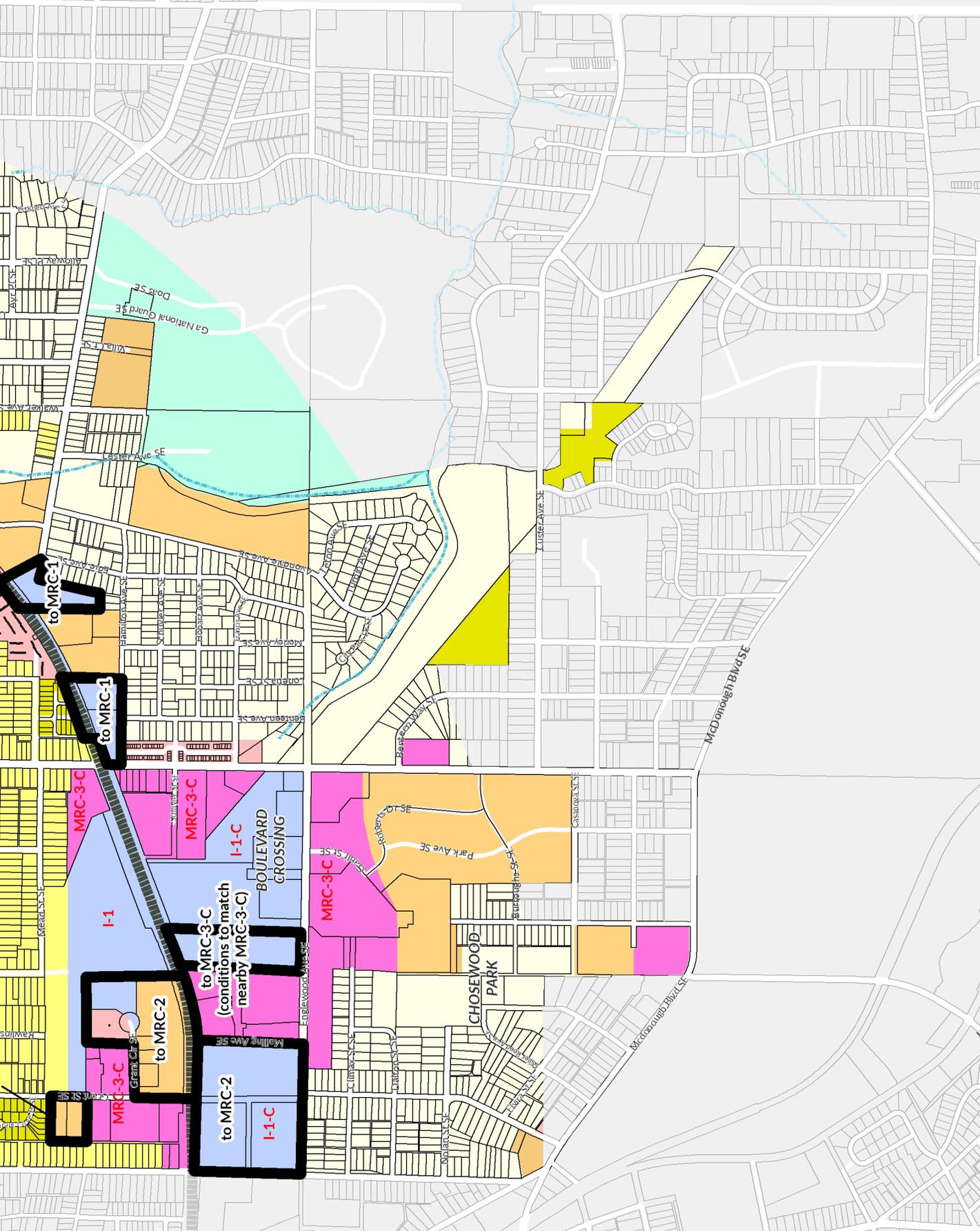
King Memorial

Proposed Zoning Changes

Atlanta BeltLine Subarea 3

- Atlanta BeltLine
- SPI Special Public Interest
- Commercial
- Industrial
- Live-Work
- Residential - Multifamily MR
- MRC Mixed Use
- NC Neighborhood Commercial
- Office Institutional
- Residential - Single Family
- Residential - Duplex
- Residential - Multifamily RG
- Residential - Limited Commercial





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Scale: 1" = 1,000'
 0' 250' 500' 1000'



ARTS & CULTURE

OVERVIEW OF THE PLAN

This section was extracted from the recently created Arts & Culture Strategic Implementation Plan that was developed in March 2018. The Arts & Culture Strategic Implementation Plan was borne out of the desire to support strong, livable communities with increased creative activity.

Subarea 3 falls into the Southeast Study Group. The plan does not provide recommendations for specific geographic areas, but overall recommendations are as follows:

PROGRAMS

Defining the role of art and educational programming.

1. Review the outreach and program elements of Art on the Atlanta BeltLine and make revisions if necessary.
2. Develop a placemaking and local community art program that offers space and implementation support on the BeltLine and in adjacent community areas.
3. Create an annual or bi-annual event to showcase local artists, craftspeople, music, dance, and educational STEAM initiatives in an environment-specific event.
4. Support educational, historical, and cultural tours and programming tied to neighborhoods.
5. Create and implement BeltLine Artist-in-residence and Scholar-in-residence programs.
6. Create an international public art competition.

SPACES

Exploring public spaces, design and art, pathways, connections, and accessibility.

1. Create/collaborate on a program that utilizes vacant spaces for pop-up and temporary studios and pop-up business uses in the corridor.
2. Develop a wayfinding program that highlights community spaces, provides interpretive information, and points the way to community businesses.
3. Focus ABI efforts on affordable housing and artist live/work and work spaces as well as nonprofit affordable space.
4. Create guidelines for the inclusion of arts and cultural uses in all ABI real estate development and disposition efforts.
5. Continue to develop “functional art” pilot program at ABI.

COMMUNITY COLLABORATIONS

Ensuring that the BeltLine collaborates with, connects to, and reflects the 45 intown communities that it abuts as well as artists and cultural workers

1. Collaborate with educational, historical, and cultural institutions to support programming and tours related to AoAB installations, community arts and culture, and neighborhood history.
2. Contribute to a comprehensive program to highlight local community businesses, arts and culture, and history.
3. Support and contribute to marketing and communications about arts and culture on the BeltLine and in the neighborhoods.
4. Conduct regular resident surveys within a sample of Atlanta BeltLine neighborhoods to gauge resident perceptions of the project and its impact.





5. Develop strategies to more effectively manage two-way communication in the BeltLine’s community engagement process.

ORGANIZATIONAL STRUCTURE AND PROCESSES

Considering ABI’s resources and internal relationships, how ABI involves artists, collaborates with partners, and engages with communities

1. Build capacity at ABI for community arts and cultural programming.
2. Develop clear names and definitions for the arts and cultural programs of ABI and clarify the goals and resources needed for each initiative.

3. Participate in the creation of local community arts councils/groups that can liaise with ABI.

4. Utilize new and existing artist networks to conduct robust artist outreach to attract local proposals for AoAB and other ABI arts and cultural programs.

5. Adopt a systems-approach to arts and culture within ABI.

6. Centralize and formalize data-gathering, storage efforts, and annual reporting on key metrics and equity issues.



Photo: Steve Eberhardt





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