



Atlanta
BeltLine®



ATLANTA BELTLINE
SUBAREA 4 MASTER PLAN

MARCH 2023



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EXECUTIVE SUMMARY

OVERVIEW

The Atlanta BeltLine is the most comprehensive transportation and economic development effort ever undertaken in the City of Atlanta and among the largest, most wide-ranging urban redevelopment programs currently underway in the United States. Atlanta BeltLine, Inc. (ABI), the project's implementation agency, led the effort to create 10 master plans in collaboration with communities, businesses, and agency stakeholders to provide a vision to implement the Atlanta BeltLine Redevelopment Plan goals for future development, economic investment, and neighborhood improvement within a half-mile planning area established along the 22-mile railroad corridor.

This planning process will revisit and update the original Subarea 4 Master Plan adopted in 2011. Overall, it provides policy recommendations in the areas of land use, mobility, open space, affordable housing, and public art to help guide growth, development, preservation, and investment decisions. Subarea 4 is located in the southeastern portion of the Atlanta BeltLine, east of

I-75/I-85 and bisected by I-20. DeKalb Avenue bounds it to the north, Moreland Avenue to the east, Berne Street to the south and Boulevard to the west.

The study area encompasses over 1,200 acres and includes 415 acres of the BeltLine Tax Allocation District. Subarea 4 incorporates several Neighborhood Planning Units (NPU), City Council Districts, and neighborhoods, including portions of:

- NPUs N, O, and W
- City Council Districts 1 and 5
- Neighborhoods of Cabbagetown, Edgewood, Glenwood Park, Grant Park, Ormewood Park, and Reynoldstown

COMMUNITY ENGAGEMENT PROCESS

Public participation is the foundation for any planning effort, and therefore providing a variety of opportunities for public involvement is necessary to ensure active and widespread participation. Community engagement is incredibly important for a project as comprehensive as the Atlanta BeltLine, and ABI works to implement the project

through the lens of equity, inclusion, and sustainability.

To help produce an update to the Subarea 4 Master Plan that represented a broad spectrum of people and interests, the project team worked closely with a Stakeholder Advisory Committee and the general public.

In the midst of the COVID-19 global pandemic, community engagement had to be particularly creative in updating this plan in way that was safe, convenient, accessible, and engaging. For this reason, the project team used postcards, right-of-way signs, email blasts, social media, online interactive maps to provide feedback, and direct neighborhood engagement to inform the public about the master plan update process to solicit participation.

The following virtual and in-person events were held to engage the public:

1. Study Group (Virtual) Meeting #1: Project Kick-off, Monday, July 19, 2021
2. Study Group (Virtual) Meeting #2: Thursday, September 30, 2021





- 3. Virtual Design Workshop: Wednesday, October 13, 2021
- 4. Design Workshop (In-Person) #1: Thursday, October 14, 2021
- 5. Design Workshop (In-Person) #2: Saturday, October 16, 2021
- 6. Study Group (Virtual) Meeting #3: Thursday, November 4, 2021
- 7. Study Group (Virtual) Meeting #4: Thursday, January 20, 2022

To obtain additional feedback, the consultant team used Social Pinpoint, a public engagement platform, which included a brief community demographics survey, an interactive mapping exercise, and a survey soliciting feedback on proposed revisions to the master plan goals. Throughout the update process, the website received 14,485 visits from 5,100 unique users.

COMMUNITY GOALS

The Subarea 4 Master Plan Update goals were refined and developed in collaboration with stakeholders and community members throughout the master planning process. The purpose of the goals are to help guide growth and development.

Land Use & Zoning

- Establish Transit Oriented Development (TOD)

- along the Atlanta BeltLine to support future transit
- Use height and intensity transitions where development adjoins single-family and low-rise residential areas
- Provide pedestrian oriented development that activates the street and the corridor
- Provide uses that support a variety of housing type/choices, diversified employment options, and recreational opportunities for all ages

Mobility

- Implement light-rail transit (LRT) on the BeltLine
- New street connections and/or retrofitted existing streets with new development to improve neighborhood circulation, especially when connected to major thoroughfares
- 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 per the Urban Design Commission
- Repurpose (where possible) buildings 50 years or older
- Reflect local history in public art, parks, and new developments

Economic Development

- Provide daily goods and services that serve both new development and existing neighborhoods, including banks, pharmacies, childcare facilities, and a grocery store
- Support the creation and retention of small and large businesses
- Provide land uses that can accommodate a range of employment opportunities throughout the subarea

Housing

- Provide and encourage housing for families who earn between 30% and 80% of Area Median Income (AMI), consistent with the ABI Housing Working Group Study recommendations
- Preserve the public subsidy for longer term affordability where possible to mitigate involuntary displacement
- Encourage a variety of



- housing types to meet a variety of housing choice needs

Parks and Green Space

- Provide diverse, open, cultural, and civic spaces to promote social interaction, celebrate local art, improve community health, and retain distinctive neighborhood character
- Enhance existing parks per the City of Atlanta Park Master Plan
- Encourage new developments to consolidate green space into usable pocket parks rather than buffers, berms, landscape islands, or other unusable areas

RECOMMENDATIONS

Led by the guiding principles, the community engagement process, and technical analysis, recommendations were established for the following categories

1. Mobility
2. Land Use and Zoning
3. Parcels Susceptible To Change
4. Housing Policy
5. Placemaking and Placekeeping

Mobility

Subarea 4 presents several opportunities to enhance

mobility for future Atlanta BeltLine transit riders, bicyclists, pedestrians, and motorists.

Key mobility recommendations Include:

1. Signal upgrades on Boulevard SE, Moreland Ave., and Glenwood Ave. SE
2. Traffic circulator study along Bill Kennedy Way, Glenwood Ave., and Cameron St.
3. New multiuse trails along Bill Kennedy Way and Eastside Trolley Line Trail
4. Midblock crossings along Memorial Drive at various intersections
5. ADA improvements at Memorial Drive and Mauldin St.
6. Sidewalk improvements in strategic areas to improve connectivity where sidewalk infrastructure is missing or in disrepair
7. Multimodal improvements along Woodward Ave., Moreland Ave., Memorial Drive and Glenwood Ave.
8. Shared Streets Concept Study along Bill Kennedy Way
9. Reconstruct the intersection at Flat Shoals, Arkwright Place, Walthall St. and Howell Drive, known as the "Spoke," to provide better

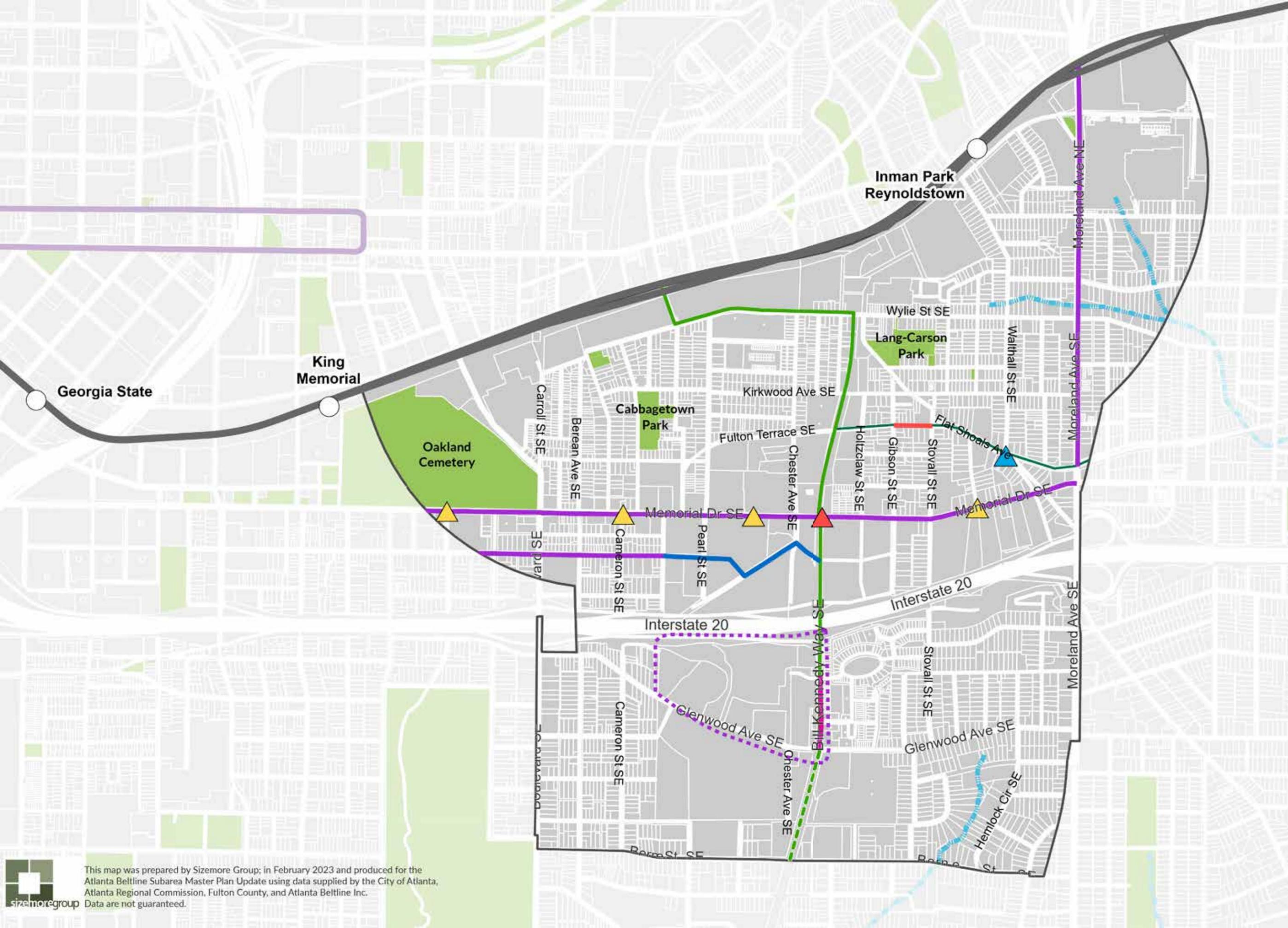
pedestrian and/or bicycle facilities

Land Use & Zoning

Recommended future land use changes primarily reflect recent developments, underlying zoning, and/or parcels susceptible to redevelopment. The most significant land use changes relate to currently industrial zoned properties at: Chester Ave. and Fulton Terrace; Chastain St. and Woodward Ave.; and Chester Ave. and Glenwood Ave. These properties previously had an industrial future land use, and an industrial mixed-use (I-Mix) future land use is now recommended. Should these sites redevelop in the future, the objective with the I-Mix land use/zoning designation is to incorporate an industrial use with mixed-use development to provide livable wage job creation opportunities.

Lastly, while the future of Hulsey Yard is unknown, it remains a site for potential transformation. Should the property be sold or rezoned in the future, this plan recommends mixed-use. Key recommendations from the Hulsey Yard Master Plan have been included in the Subarea 4 Master Plan Update, and if the property is sold and rezoned, the details will be refined in that process.





Map 1

Priority Mobility Projects

Atlanta BeltLine Subarea 4

- Project Type**
- ▲ ADA Improvements
 - ▲ Mid-Block Crossings and Flashers
 - ▲ Intersection Improvements

- Project Type**
- ADA Improvements
 - Sidewalk Improvements
 - Multimodal Improvements
 - Shared Street

- Atlanta BeltLine Trail Corridor**
- Open Paved
 - Open Unpaved
 - Eastside Trolley Trail
 - Traffic Circulator Study



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This map was prepared by Sizemore Group; in February 2023 and produced for the Atlanta Beltline Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data are not guaranteed.

Map 2

2022 BeltLine Future Land Use

Atlanta BeltLine Subarea 4

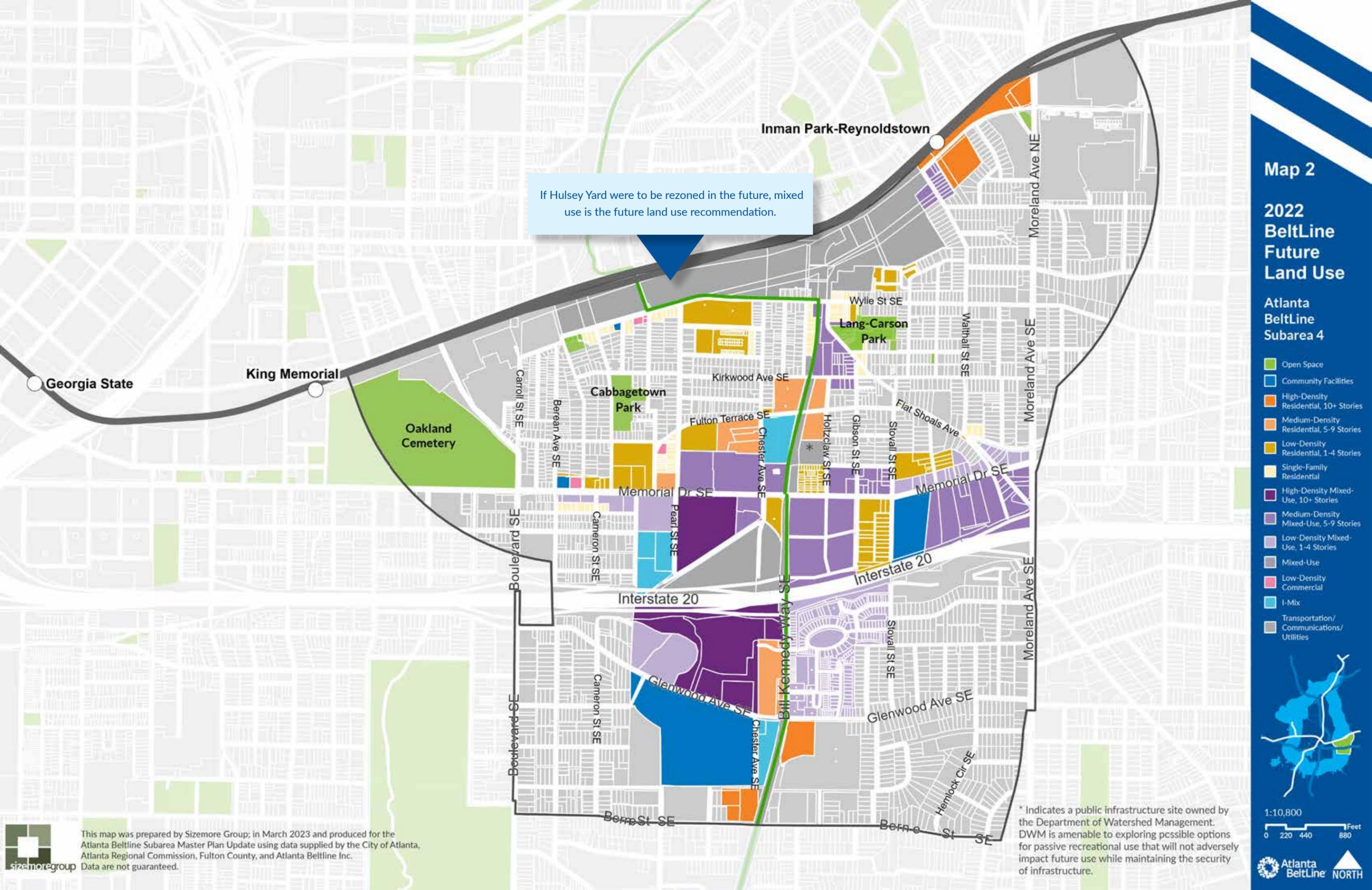
- Open Space
- Community Facilities
- High-Density Residential, 10+ Stories
- Medium-Density Residential, 5-9 Stories
- Low-Density Residential, 1-4 Stories
- Single-Family Residential
- High-Density Mixed-Use, 10+ Stories
- Medium-Density Mixed-Use, 5-9 Stories
- Low-Density Mixed-Use, 1-4 Stories
- Mixed-Use
- Low-Density Commercial
- I-Mix
- Transportation/Communications/Utilities



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If Hulsey Yard were to be rezoned in the future, mixed use is the future land use recommendation.



* Indicates a public infrastructure site owned by the Department of Watershed Management. DWM is amenable to exploring possible options for passive recreational use that will not adversely impact future use while maintaining the security of infrastructure.





Housing

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

Subarea 4 presents several opportunities to enhance affordability and allow seniors, working families, and legacy residents to enjoy the vibrancy and connectivity of the Atlanta BeltLine. Mixed-income housing that meets the needs of a range of incomes will require a collaborative effort from housing agencies, nonprofits, private partners, and the philanthropic community.

Housing recommendations include:

- Promote the use of tools to incentivize preservation and creation of affordable units
- Encourage the production of affordable for-sale and multi-family affordable housing units
- Promote existing anti-displacement programs and policies that support legacy homeowners and renters

- Consider/champion feasibility of city-led Tenant Protection Ordinances
- Work with other partners to deliver comprehensive wealth-building programs for low- and moderate-income residents and businesses
- Collaborate with nonprofit and community-based developers focused on long-term affordability and mixed-income communities
- Consider/champion city-led Multi-Unit Preservation Districts to preserve naturally occurring affordable housing

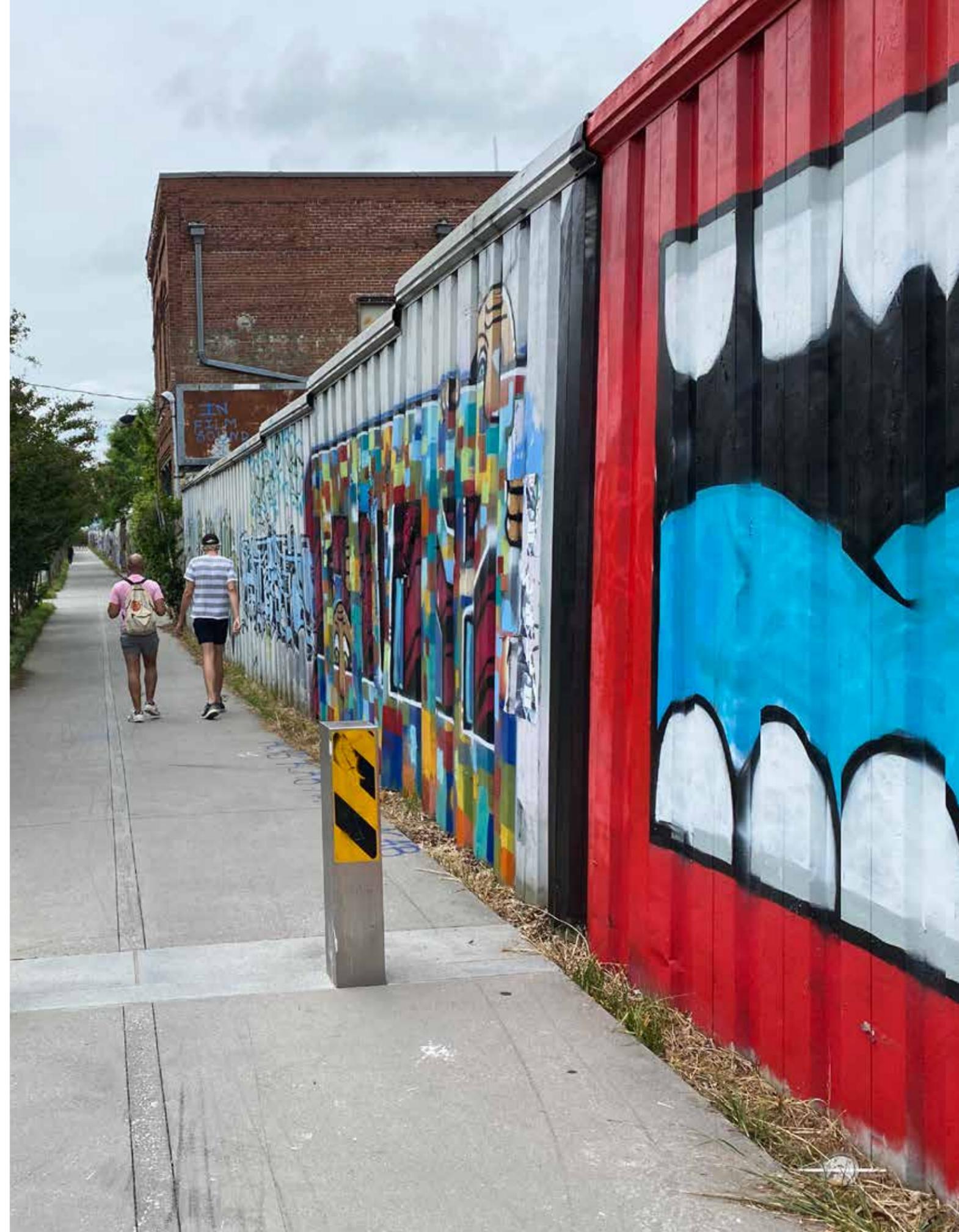
Placemaking/Placekeeping

Subarea 4 presents several opportunities for reimagining public space and better connecting people and place in the subarea. It should be noted that the Atlanta BeltLine has a robust public art program called Art on the Atlanta BeltLine, which strives to make art accessible to all. The linear gallery represents artists from across Atlanta, the nation, and the world in variety of mediums including sculpture, murals, dance, music, theater, photography, and more. Any reference to art in this section

must be coordinated through the Art on the Atlanta BeltLine official art process.

Placemaking/placekeeping recommendations include:

- Community-initiated pop-up events
- Consider creative art installations that could produce shade in specific locations along the corridor
- Reynoldstown community gathering space
- Crosswalk enhancements
- Creative bike parking
- Crosswalk art and gateway art/signage





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. Guided by principles of equitable and sustainable development, the Atlanta BeltLine is delivering transformative public infrastructure that enhances mobility, fosters culture, and improves connections to opportunity. A more socially and economically resilient Atlanta is being built with Atlanta Beltline, Inc.'s (ABI's) 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 promises to transform the 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 convenient alternative transportation choices to city residents, employees, and visitors
- Acting as a catalyst for job creation and economic revitalization, particularly in underserved Atlanta BeltLine neighborhoods and in the city
- Improving air quality and public health
- Reclaiming brownfields
- Providing more affordable workforce housing within the city
- Connecting 45 neighborhoods rich in history, culture and experiences
- Creating economically vibrant and diverse communities
- Integrating equitable development, community benefits, and environmental justice
- Improving access to new and existing recreational and cultural amenities

- Creating public art
- Strategically reintroducing agriculture into the urban area
- Protecting natural resources
- Promoting historic preservation

The benefits of the Atlanta BeltLine extend beyond the boundary of the City of Atlanta and enhance the greater region. The project represents a new framework for the region's growth, centered on a future transit and trail network. The Atlanta BeltLine is working as a partner with the Metropolitan Atlanta Rapid Transit Authority (MARTA), the lead agency for transit on the BeltLine, to see transit realized.

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 10 subareas and five study group areas. The subareas are the basis for the Subarea Master Plans, while the study group areas are the basis for community outreach.

The Subarea Master Plans are the primary policy tools for guiding land use/transportation and other key relationships





along the Atlanta BeltLine. 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 2009 and 2012 under very dynamic market conditions.

Subarea Master Plans

The Atlanta BeltLine Redevelopment Plan established the vision of the BeltLine and its core component goals, and it identified the BeltLine Tax Allocation District as a the

primary funding mechanism for public investment within that geography.

To implement the Atlanta BeltLine Redevelopment Plan vision in a local context, the Atlanta BeltLine worked to develop 10 distinct Subarea Master Plans from 2009 to 2012. This effort divided 15,000 acres within approximately one-half mile of the Atlanta BeltLine corridor, known as the Atlanta BeltLine Planning Area, into 10 geographic subareas. Within each subarea, ABI and the City of Atlanta worked with consultants and community members to prepare detailed plans specific to small geographical areas addressing land use, transportation, park recommendations, and more.

After additional feedback and review from the community, the Subarea Master Plans were finalized, presented to the affected Neighborhood Planning Units (NPU), and ultimately approved by the Atlanta City Council. This plan is a product of the original effort and updates the Atlanta BeltLine Subarea 4 Master Plan completed in 2011.

Subarea Master Plans establish community visions with recommendations that reflect the needs of the various

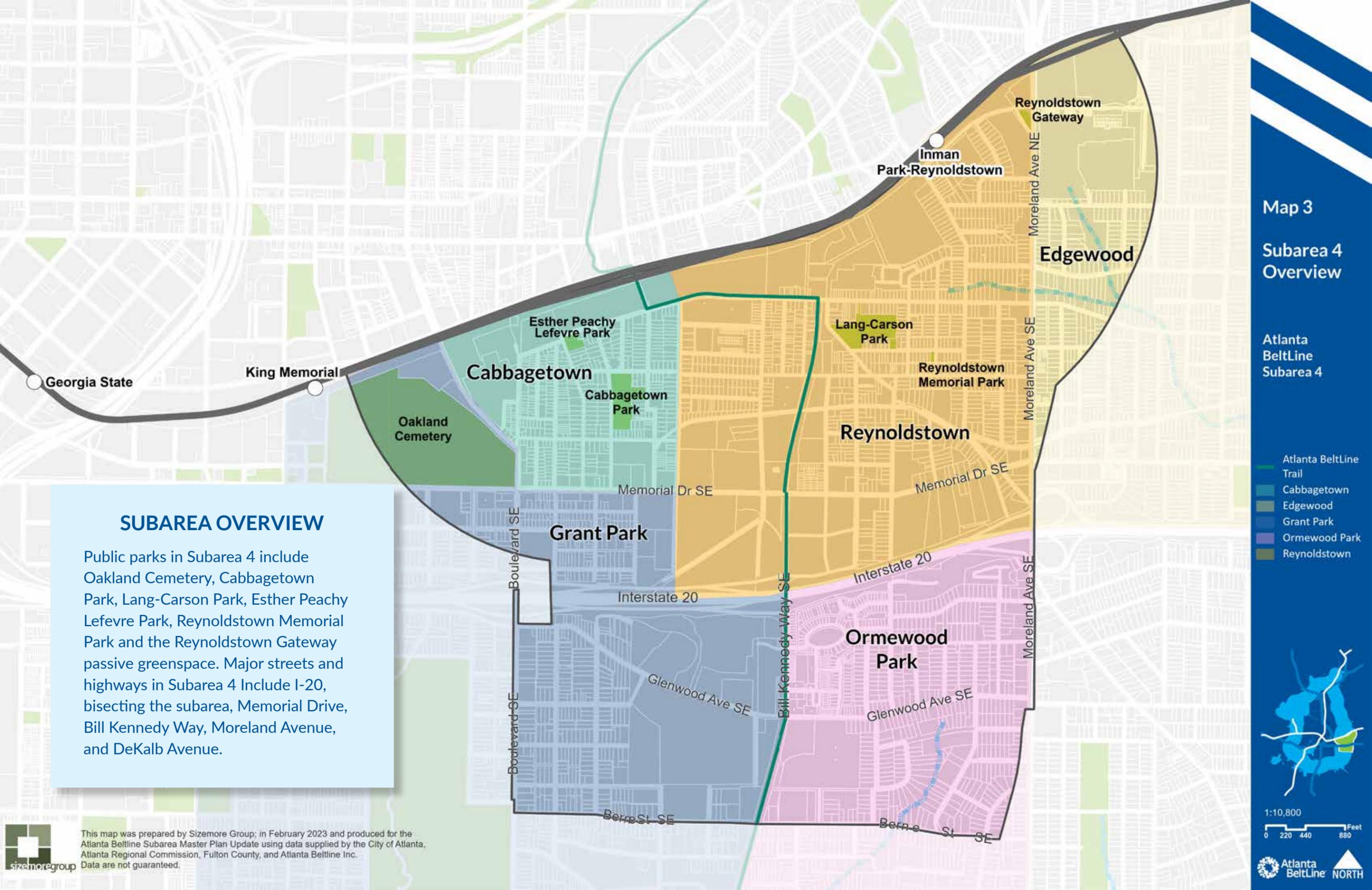
stakeholders within the community. The plans prescribe a framework for growth & development, including policy recommendations for future land use, zoning, mobility, housing, parks and green spaces, historic preservation, and arts and culture.



- Atlanta BeltLine Trail
- Cabbagetown
- Edgewood
- Grant Park
- Ormewood Park
- Reynoldstown



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SUBAREA OVERVIEW

Public parks in Subarea 4 include Oakland Cemetery, Cabbagetown Park, Lang-Carson Park, Esther Peachy Lefevre Park, Reynoldstown Memorial Park and the Reynoldstown Gateway passive greenspace. Major streets and highways in Subarea 4 include I-20, bisecting the subarea, Memorial Drive, Bill Kennedy Way, Moreland Avenue, and DeKalb Avenue.

This map was prepared by Sizemore Group; in February 2023 and produced for the Atlanta BeltLine Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Data are not guaranteed.





SUBAREA TODAY

The study area encompasses over 1,200 acres and includes 415 acres of the BeltLine Tax Allocation District. Subarea 4 incorporates several Neighborhood Planning Units (NPUs), City Council Districts, and neighborhoods, including portions of:

- NPUs N, O, and W
- City Council Districts 1 and 5
- Neighborhoods of Cabbagetown, Edgewood, Glenwood Park, Grant Park, Ormewood Park, and Reynoldstown

The following pages illustrate the existing conditions for the BeltLine Subarea 4 study area.

SUBAREA 4 BY THE NUMBERS

- 1,200 acres of land
- Neighborhood Planning Units N, O, and W

COUNCIL DISTRICTS

- Council Districts 1 and 5

SUBAREA 4 NEIGHBORHOODS

- Cabbagetown, Edgewood, Glenwood Park, Grant Park, Ormewood Park, and Reynoldstown

SUBAREA 4 PARKS

- Cabbagetown, Lang-Carson, Esther Peachy Lefevre and Reynoldstown Memorial parks, and the Reynoldstown Gateway passive greenspace

HISTORIC DISTRICTS

- Grant Park Historic District, Cabbagetown Landmark District, and Oakland Cemetery Landmark District



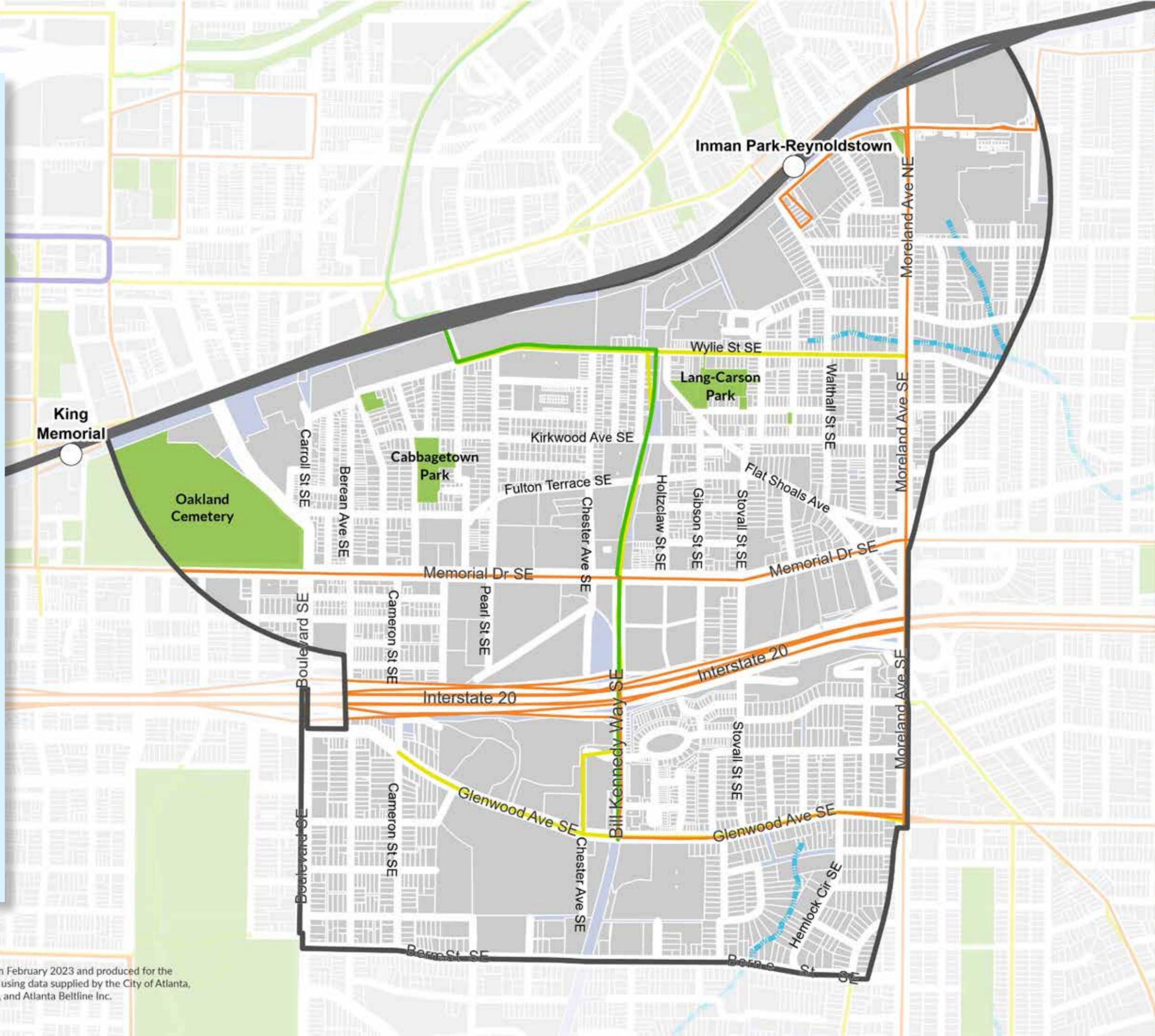
EXISTING MOBILITY

This map presents all existing mobility options in Subarea 4, including MARTA Rail Line, MARTA Stations, Transit Routes, and Bicycle Routes.

Subarea 4 has two MARTA Stations: King Memorial Station and Inman Park-Reynoldstown Station.

King Memorial Station is within the subarea boundary and Inman Park-Reynoldstown is just outside of the boundary.

The primary transportation routes in the Subarea include I-20, Memorial Drive, Bill Kennedy Way, Moreland Avenue, DeKalb Avenue, and Glenwood Avenue.



Map 4
Existing
Mobility

Atlanta
BeltLine
Subarea 4

- MARTA Stations
- MARTA Rail Line
- Bus Routes
- BeltLine Open Paved Trails
- Existing Bicycle Routes



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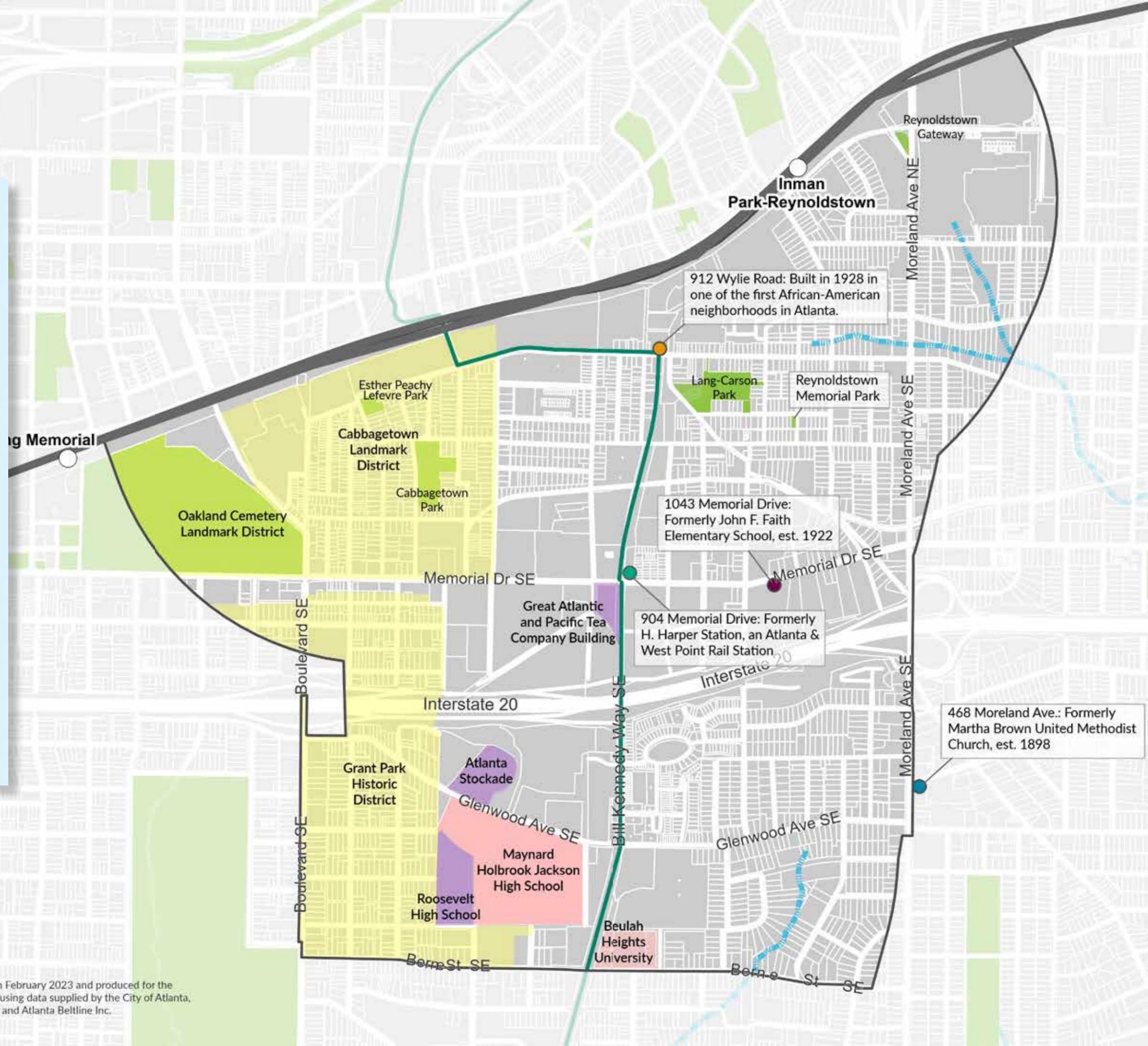


This map shows community facilities, historic districts, landmark buildings and parks

Key sites displayed on the map are Maynard Jackson High School, Oakland Cemetery, Cabbagetown Park, and Lang-Carson Park.

There are five significant structures in the subarea: 468 Moreland Avenue, 904 Memorial Drive, 1043 Memorial Drive, and 912 Wylie Street.

The Historic Districts in Subarea 4 include Grant Park, Cabbagetown, and Oakland Cemetery.



Map 5

Historic Districts, Landmark Buildings and Parks

Atlanta BeltLine Subarea 4

- Historic Buildings
 - 468 Moreland Ave SE
 - 904 Memorial Dr SE
 - 1043 Memorial Dr SE
 - 912 Wylie St SE
- Historic Districts
- Landmark Building Site
- Community Facilities



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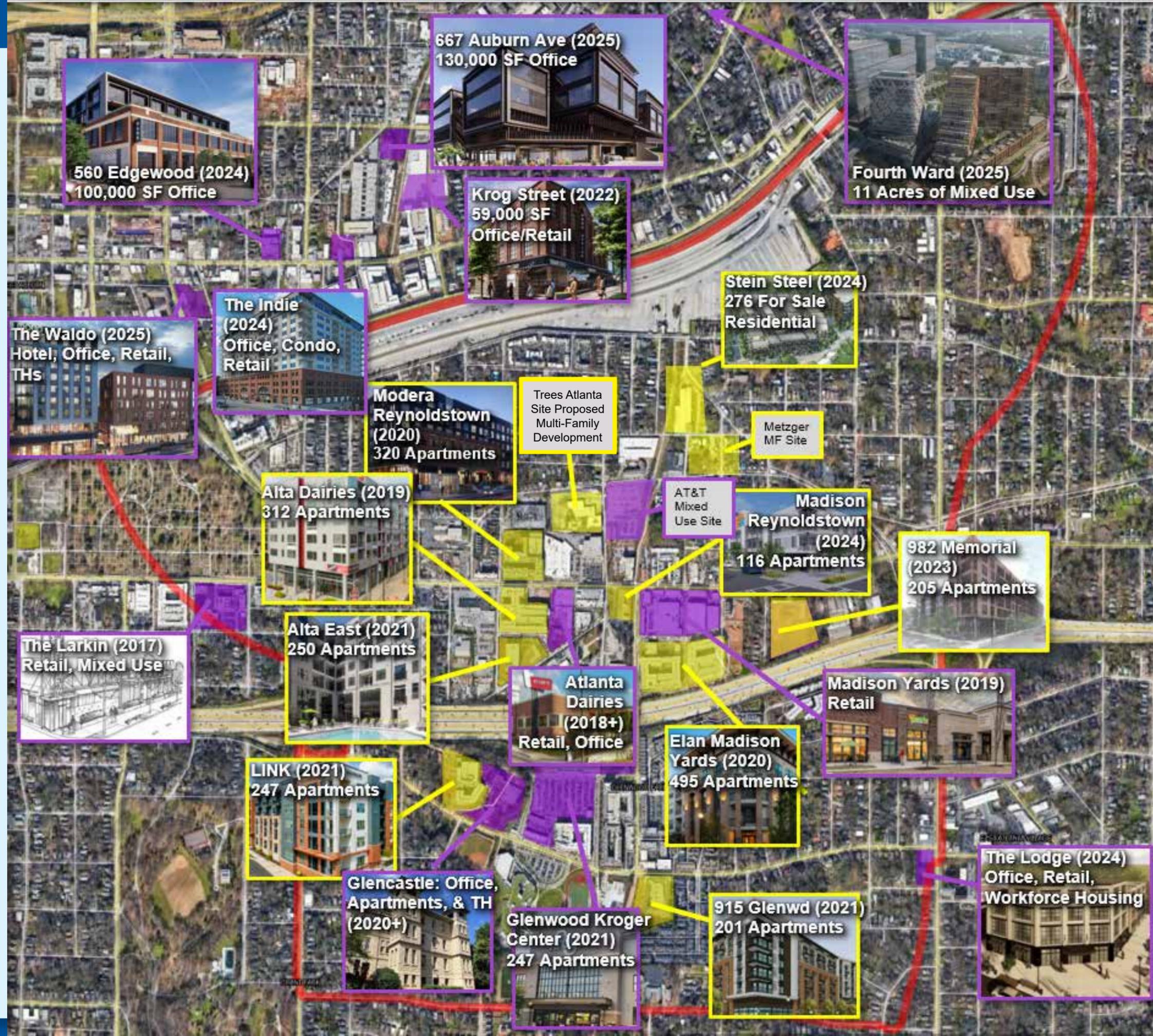
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DEVELOPMENT ACTIVITY

Understanding the growth and development activity that has occurred in this area in the past five years helps to identify patterns, and will inform the recommendations in this plan. Most of the recent completed development activity in Subarea 4 has been multi-family housing properties. Additionally, new office, retail, and mixed-use space has been completed, though with a much higher concentration of retail than office.

Recently, proposed and under-development projects are primarily residential, including: Madison Reynoldstown, The Stein Steel redevelopment, and 982 Memorial Drive. There is a mixed-use development planned along Moreland Avenue.

Substantial office development has occurred just north of Subarea 4 in Subarea 5 (Inman Park/ Old Fourth Ward). The impact and benefits of these office developments will provide access to local jobs for residents and will also increase the demand for housing options in this area.



Map 6

Development Activity

Atlanta
BeltLine
Subarea 4





EXISTING STUDIES

The BeltLine Subarea 4 Master Plan was adopted by Atlanta City Council on July 18, 2011. Many plans have been completed since this initial adoption. These plans vary from neighborhood-specific to comprehensive plans that address topics across the City of Atlanta. These and other plans were reviewed to inform the process and recommendations of the Subarea 4 Master Plan Update.

Completed Citywide Plans

1. ABI Affordable Housing Working Group Report (2018)
2. Atlanta City Design – Aspiring to the Beloved Community (2017)
3. Atlanta Streetcar System Plan (2015)
4. City of Atlanta Comprehensive Plan Update (2021)
5. One Atlanta: Economic Mobility, Recovery and Resiliency Plan (2020)
6. One Atlanta: Housing Affordability Plan (2019)
7. One Atlanta: Strategic Transportation Plan (2018)

Completed Neighborhood Plans

1. Edgewood Redevelopment Plan (2009)

2. Hulsey Yard Neighborhood Master Plan (2019)
3. Imagine Memorial (2019)
4. Moreland Corridor LCI (2015)
5. Reynoldstown 2000 and Beyond: A Neighborhood Master Plan (1999)
6. Vision Plan for Lang-Carson Park (2019)

ABI Affordable Housing Working Group Report (2018)

To support the development of a comprehensive and meaningful housing strategy, ABI convened a blue-ribbon panel of affordable housing experts from the public, private, and nonprofit sectors. This group came together as the ABI Affordable Housing Working Group.

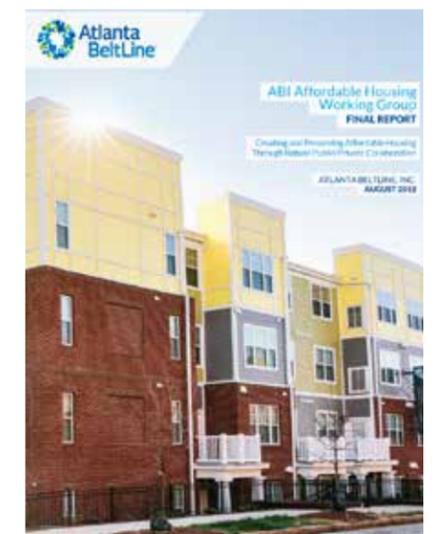
The working group met frequently to discuss ways to support ABI in reaching its goals to create and preserve affordable housing around the Atlanta BeltLine while supporting the City’s One Atlanta vision and other city design and community frameworks.

The Affordable Housing Working Group Final Report discusses robust collaborative strategies and

recommendations to assist ABI and its strategic partners reach the affordable housing goal, specifically with regard to policy, capital, and zoning. Alongside these goals is a work plan on how to reach them.

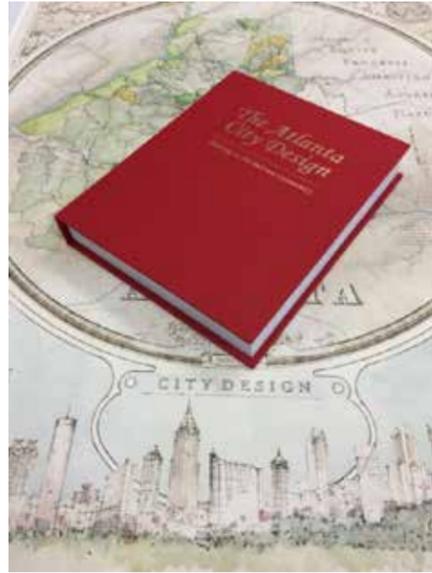
This working group report also reviewed This working group also reviewed various affordable housing development communities and the number of affordable housing units created/ preserved by the BeltLine TAD and Planning Area. The communities within Subarea 4 included:

- Columbia Senior at Edgewood
- Reynoldstown Senior
- Lofts at Reynoldstown Crossing
- EDGE





Atlanta City Design – Aspiring to the Beloved Community (2017)



The Atlanta City Design: Aspiring to the Beloved Community is a guiding document for the City of Atlanta. Its purpose is to articulate an aspiration for the future city that Atlanta residents can fall in love with, knowing that if people love their city, they will make better decisions about it. These decisions, then, would be reflected in all plans, policies, and investments the city makes, allowing Dr. King’s concept of the Beloved Community to guide growth and transform Atlanta into the best possible version of itself.

The Atlanta City Design (ACD) is the framework for inclusive growth in Atlanta. ACD isn’t a

plan with policy and regulatory recommendations for the next 10 years but rather ambitious design meant to challenge the city to live up to its five core values of equity, progress, ambition, access, and nature.

Atlanta Comprehensive Development Plan (2021)



Plan A is the City of Atlanta’s Comprehensive Development Plan (CDP) adopted in October 2021. Plan A is a five-year update to the 2016 Comprehensive Development Plan. This means most proposed goals, policies, and actions outlined in the 2016 CDP are reflected in the 2021 CDP but have been refreshed through the lens of the planning work that has been completed since 2016, including Atlanta City Design, which was adopted into the City Charter in 2017. The City is preparing Plan A over a multi-phase, multi-year process. The 2021 update is an administrative one. As such, it meets the State of Georgia’s requirements to maintain

the City’s Qualified Local Government (QLG) status so Atlanta can continue accessing federal and state funds for economic development, affordable housing, and infrastructure. It also lays a foundation for a more robust update starting in 2022. During this next phase, Atlanta residents will dig deeper into issues associated with density, land use and zoning while allowing for greater public interaction post-pandemic and more inclusive conversations that will be both virtual and in-person.

A comprehensive development plan shows important relationships between land use, transportation, housing, economic development, nature, historic preservation, and other aspects of city building. A CDP is both a fact-based resource and a policy document which defines immediate and long-term priorities for a community.

Atlanta Streetcar System Plan (2015)

This plan is the official vision for the long-term citywide creation of a streetcar network. The aim of the Atlanta Streetcar System Plan (SSP) is to provide enhanced mobility, increase transportation



options and complement economic development as a supplement to the Connect Atlanta Plan. The SSP builds off the first transit project from the Connect Atlanta Plan, the Atlanta Streetcar’s East-West route. This initial 2.7-mile route opened on December 30, 2014, and serves downtown Atlanta, running from Centennial Olympic Park to the Martin Luther King, Jr. Historic District.

MARTA is now the entity responsible for transit for the City of Atlanta. While MARTA will be leading transit on the BeltLine, ABI is working with MARTA and the city, and the More MARTA Expansion plan includes placing transit on the BeltLine.

Hulsey Yard Neighborhood Master Plan (2019)

The Hulsey Yard Neighborhood Master Plan is a grassroots planning effort borne out of the collective neighborhoods’ love for their community and fueled by a legacy of neighborhood activism and advocacy. Through a community-wide charrette and extensive public participation, a series of recommendations were identified to help envision the future of the site.

Hulsey Yard is an intermodal

transfer facility owned by CSX Transportation located between the historic Atlanta neighborhoods of Cabbagetown, Inman Park, Old Fourth Ward and Reynoldstown. The 78-acre site spans the distance between two MARTA rail stations, borders two historic districts, and is bisected by the Atlanta BeltLine corridor.

If this property were to be sold and rezoned, given its status as an industrial site, its potential transformation has huge implications for countless residents and businesses surrounding it. The plan represents a neighborhood vision for Hulsey Yard’s redevelopment that is grounded in the realities of current real estate and market trends yet pushes the envelope in terms of interconnectedness, build quality, affordability, and architecture.

While this plan has not been adopted by the City of Atlanta, it is a framework that could serve as a guide should the railroad operations cease and the site redeveloped. Should the site be rezoned, this plan represents key values that would be essential to its successful development and integration into an existing community.

Imagine Memorial (2019)

The Imagine Memorial LCI aims to recognize, codify, and build on efforts to make the Memorial Drive Corridor a walkable, diverse, and active urban street where residents can live their lives without being dependent on vehicles for most trips. While the demographic and economic trends affecting the BeltLine’s eastside neighborhoods have been gradually taking place for decades, the intensity of development activity in the past few years has brought many challenges.

The Imagine Memorial LCI study is focused on creatively exploring mobility and safety opportunities in parallel with selected land use and zoning recommendations along the corridor in order to bring more clarity to the path forward. As of December 20, 2021, the Imagine Memorial Plan is still a draft and has not been adopted by the City of Atlanta.



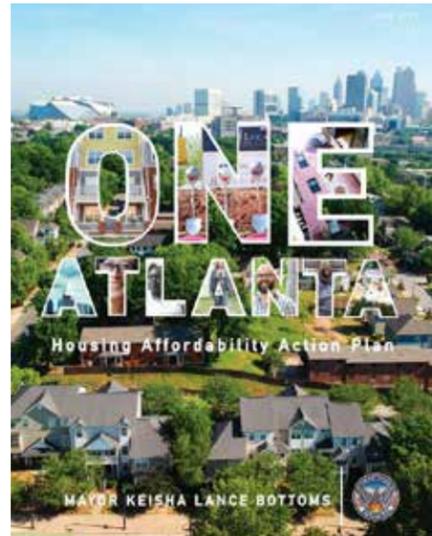


One Atlanta: Economic Mobility, Recovery and Resiliency Plan (2020)



The One Atlanta: Economic Mobility, Recovery and Resiliency Plan is an extension of Mayor Bottoms’ One Atlanta vision and the city’s economic development strategy. This is a comprehensive plan to ensure economic and quality-of-life security for Atlanta residents and businesses. In partnership with Invest Atlanta and WorkSource Atlanta, the plan is designed to ensure that Atlanta families and hometown businesses have the tools needed to survive the COVID-19 pandemic and thrive in a 21st-century economy. The plan objectives include creation of good jobs, access to jobs, small business programs, neighborhood investment, and affordable housing.

One Atlanta Housing Affordability Plan (2019)



The One Atlanta Housing Affordability Plan is focused on ensuring that all our residents can remain in Atlanta and share in the success of our city. The 45 actions of the One Atlanta Housing Plan provide a roadmap to increase the supply of housing in the City of Atlanta for a full spectrum of residents in a transparent and open manner, accountable to the milestones, metrics, and goals outlined in the plan.

The plan also serves as a collective call to action to City of Atlanta partners — public agencies at every level, residents, businesses, nonprofits, philanthropic organizations, and others — to join them in this critical work.

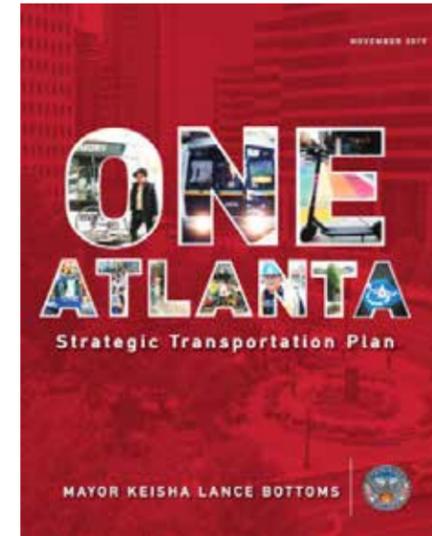
The vision is to provide a pathway to affordable and equitable housing opportunities for all who desire to call Atlanta home. To accomplish this, the plan aims to implement 13 initiatives and 45 actions to achieve four key goals:

- Create or preserve 20,000 affordable homes by 2026 and increase overall supply of housing units
- Invest \$1 billion from public, private, and philanthropic sources in the production and preservation of affordable housing
- Ensure equitable growth for all Atlanta residents and minimize displacement
- Support innovation and streamline processes

In implementation of this plan, the aim is to substantially increase the number of Atlanta residents who reasonably can afford their housing costs. The promise of One Atlanta is a city where all residents have equitable access to quality public services and amenities, including public spaces, schools, transit, retail, job opportunities, affordable housing, and healthy and safe environments.



One Atlanta: Strategic Transportation Plan (2018)



The One Atlanta: Strategic Transportation Plan defined challenges the city’s transportation system faces and that the new Atlanta Department of Transportation (ATLDOT) is setting out to solve. The goals, strategies and benchmarks detailed in this plan constitute the city’s approach to meeting these challenges head on and creating a safer, more equitable, and more sustainable transportation network for every Atlanta resident.

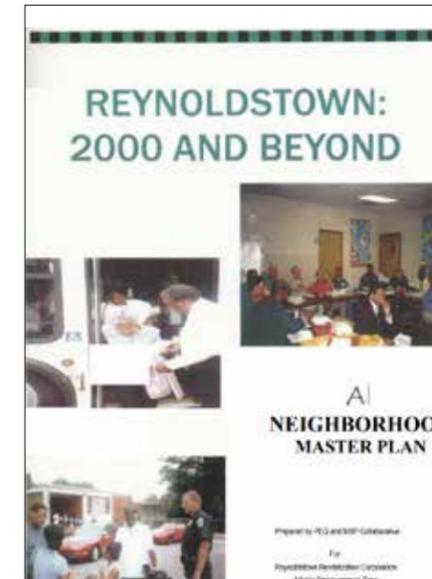
The benchmarks section outlines one- and three-year milestones for each strategy, both to guide the city’s work and ensure accountability.

The plan outlines “Major Projects & Mobility Investments”

as a part of a \$200 million initiative to support key mobility infrastructure projects. Improvements impacting Subarea 4 are:

- Moreland Ave./Glenwood Ave.: Intersection realignment and signal operations upgrade
- DeKalb Ave.: Resurfacing, signal operations upgrade, safety improvements, and removal of reversible lane

Reynoldstown 2000 and Beyond: A Neighborhood Master Plan (1999)



The Atlanta Empowerment Zone Corporation, the Reynoldstown Revitalization Corporation, and the City of Atlanta’s Bureau of Planning convened on the preparation

of Reynoldstown 2000 and Beyond: A Neighborhood Master Plan, providing planning strategies designed to ensure the best possible future for Reynoldstown with a one- to 15-year planning horizon. The planning process was inclusive of community residents, businesses, agencies, and city officials, all of whom were dedicated to the strength of Reynoldstown and its future.

This neighborhood plan made recommendations regarding future land use, urban design and transportation improvements in the Reynoldstown Community.





MARKET ANALYSIS

As part of the Sizemore Group team, Noell Consulting Group (NCG) was retained to conduct a market analysis study area. This study guided recommendations on development, land use, and policy to ensure recommendations are realistic and achievable.

Subarea 4 is largely developed, with growing retail offerings and a mix of housing types, making it a strong mixed-use community. While retail, entertainment, and housing options continue to grow, office development is lacking, so a majority of residents leave the subarea for work. Additionally, as the area becomes more desirable, housing affordability continues to be a challenge. As investment continues in the area, new office space and affordable housing options should be considered to expand the diversity of land use types and housing options.

Demographics

Subarea 4 contains 5,691 households, 2,410 of which are renter households and 3,281 of which are homeowner households. Subarea 4's median 2020 household income

was \$95,012. From 2011 to 2019, the subarea's median household income increased 67.5%. During that same time, the subarea became slightly younger, with higher educational attainment than it had at the turn of the decade.

The subarea's rapid development activity is the primary driver for these demographic changes. From 2011 to 2019, Subarea 4 added 3,039 multi-family rental units, 369 for-sale units (75% of which are attached product, e.g., condos, duplex, townhomes), over 100,00 square feet of office space and over 450,000 square feet of retail space.

There are 4,830 total jobs within the study area, with the highest concentration of jobs – and the highest paying – located at the intersection of Reynoldstown and Ormewood Park, where Atlanta Dairies and Madison Yards are located. Of all jobs, 33.3% of them earn less than \$15,000 annually, 36.6% of them earn \$15,001 to \$39,999, and 30.1% earn more than \$40,000, so 70% of workers in the subarea earn less than \$40,000 a year. This is because the largest shares of

jobs in the subarea are in retail trade (32%) and food service (23%), together accounting for 55% of the jobs in Subarea 4.

Despite the lack of high-paying job opportunities within the subarea, 65% of residents commute to high-paying jobs, with the top workplace locations being Downtown (14%), Midtown (12%), and Buckhead (7%).

Forecasted growth based on historic rates indicate the addition of nearly 700 households and a loss of 150 households between the years 2021 and 2026. Most of the loss would be of households earning less than \$75,000 annually, who will find themselves priced out of the subarea. This could be mitigated through policy intervention that supports the creation of rental housing for households earning 64% to 110% AMI or \$35,000 to \$60,000 annually.

STRENGTHS, CHALLENGES, AND OPPORTUNITIES

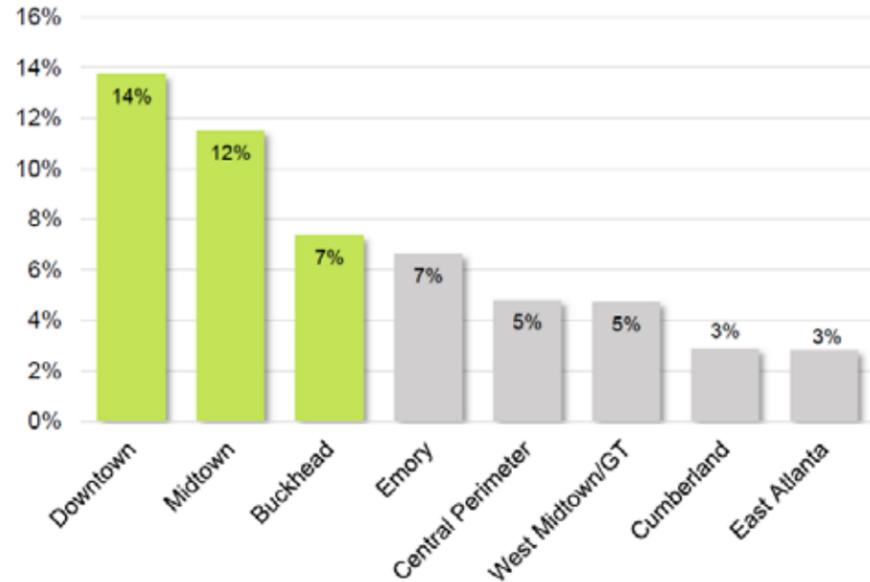
Strengths

Subarea 4 is located southeast of Downtown





Top Workplace Locations (By Zip Code)



Study area resident work destinations

Atlanta and includes portions of the neighborhoods of Reynoldstown, Cabbagetown, Grant Park, and Ormewood Park. I-20 and DeKalb Avenue provide access to the rest of the city and connection to many job cores. There is a growing retail offering in the subarea, of both trendy bars as well as basic necessity retail centers anchored by grocers — like the Madison Yards entertainment center with a Publix. There is a growing diversity of housing product type, especially with Stein Steel’s redevelopment. The area’s unique historic fabric and character is helping it to become a strong mixed-use livable area.

Challenges

While Subarea 4 has great proximity to employment cores and office space, there is a lack of immediate Class A office space within the subarea, which causes heavy commuter congestion. New employers are not being brought into the subarea without space available for lease, and only a small percentage of residents are able to live and work within the subarea. A majority of new development has been solely rental apartments, but as home prices and rental rates increase, and developable sites become more limited and smaller, supply will not be able to keep up with demand, and affordability challenges will

drive some households to more affordable areas.

Opportunities

With increased development happening around the BeltLine, specifically the Eastside and Southside Trails, all neighborhoods within Subarea 4 will continue to see an increase in investment. Also, future proposals in and around the subarea and projects under construction bringing Class A office space and new jobs will lighten commuting congestion. Maintaining and creating affordable housing with tools such as MR-MU zoning and ADUs will add to housing diversity and increased density in for-sale product like townhomes and condos. Continued leverage of the private sector through Inclusionary Zoning will remain the largest producer of affordable units.

MARKET CONDITIONS

For Sale Residential

New detached home sale values have shifted from predominately sub-\$300,000 to \$400,000+, and nothing under \$200,000 as land and construction costs have risen along with increasing demand/interest for the area.

With greenfield sites becoming increasingly rare within the city



limits, combined with increasing land and construction costs, the capture of single-family detached home sales has been gradually trending down since the early-/mid-2000s. We see no reason for this trend to change, however increased infrastructure and lifestyle enhancements occurring on the south and west sides of the city will likely slow the rate of decreasing capture. Going forward, we forecast this capture rate to be in the 4% to 5% range, resulting in an annual average of just over 500 new detached sales per year through 2030.

With high land values and higher allowable densities through current zoning

(duplexes or townhomes permitted on most underdeveloped sites), we do not foresee any significant shift in the amount of new detached home sales occurring in the study area going forward. Based on this analysis we believe an average of eight new infill single-family home sales will be sold per year through 2030, though it is likely that lot inventory will run out prior to witnessing all of this demand.

Rental Residential

Historically the subarea witnessed little new apartment development prior to 2016, with only Glenwood Park Lofts, and ENSO coming online. That said, since 2016, over 2,600

units have been delivered and absorbed, showing the area’s ability to capture 5% of the entire ITP (Inside the Atlanta I-285 Perimeter) area’s absorption. A surge in 2020 and 2021 deliveries — including Elan, Modera, 915 Glenwood, Alta East, and Link — have resulted in the capture to temporarily spike up to 10%. Going forward, however, we anticipate the lack of remaining sites will begin to gradually lower this capture potential. The result is a forecasted average of just under 300 units per year through 2030. Of note, should Hulsey Yard become available for development, we believe these capture numbers could spike back up toward the

Photo	Name	Year Built	Total Units	Remaining Units	Current Price Range	Current Avg Price	Unit Size Range	Avg Size	\$/SF Range	Avg \$/SF	Comments & Amenities
	764 Memorial	2018	24	0	\$229,900 - \$367,500	\$298,700	786 - 1,296	1,041	\$292 - \$284	\$288	1 to 2 bedroom condos on Memorial with high end finishes, clubroom, fitness center, rooftop deck with fireplace.
	Lofts at Reynoldstown Crossing	2011	33	0	\$340,000 - \$340,000	\$340,000	1,282 - 1282	1,282	\$265 - \$265	\$265	Converted warehouse on the BeltLine with pool, fitness center, rooftop deck.
	Moda Lane	2017	36	0	\$242,500 - \$401,700	\$322,100	716 - 1,000	858	\$339 - \$402	\$370	Townhome and Condo development along the BeltLine in Reynoldstown.
	The Ormewood	2019	6	0	\$520,000 - \$559,000	\$539,500	1,478 - 1,978	1,728	\$352 - \$283	\$317	Small Condo deal on Moreland Ave in Ormewood Park.
Summary:			99	0	\$229,900 - \$559,000	\$335,570	716 - 1,978	1,096	\$265 - \$402	\$310	

Summary of Condo Communities



10% demonstrated levels but do not currently anticipate that would happen prior to 2030.

Commercial Space

Office

Historically Subarea 4 has witnessed very little office absorption activity, with the delivery of less than 10,000SF prior to 2020. The adaptive reuse of Glencastle in 2020-2021, has proven the ability of the subarea to capture 20-30,000SF per year of positive net absorption, a trend playing out even more significantly in areas to the north along the Eastside Trail, where new

speculative office space has been brought to market. With some new office proposed for the subarea (Atlanta Dairies Phase II) and more potential sites, we believe the submarket has the ability to capture 15,000-20,000SF per year through 2030.

Retail

Historically, the Midtown and Downtown submarkets (Subarea 4 is part of the Downtown submarket) together represent only a 2% to 3% capture of the metropolitan market. That said, removing recessionary years, the capture

has averaged 6% during the most recent recovery period of 2012-2019. Recently the Downtown and Midtown areas have witnessed several new large-scale retail developments, many of which have been on or near the BeltLine Eastside Trail – Ponce City Market, Krog Street Market, Atlanta Dairies, Madison Yards, etc. With a low in new deliveries limiting capture in 2021-2022 (much of the retail in town weathered the pandemic, and thus a surge in recovery is not expected), we expect the capture to increase over time resulting in an average of 4-5%. Much of this

Table with 11 columns: ID, Community Name, Submarket, Year Built, % Leased, Total Units, Unit Size Range, Weighted Average Unit Size, Absolute Effective Rent Range, Weighted Average Rent, Weighted Average \$/SF. Includes 13 rows of property data and a Market Average row.



Summary of the Competitive Market by Area



will continue to be food and beverage and service industries targeting the influx of a new in-town population base.

Historically, Subarea 4 has witnessed strong captures of the Downtown and Midtown markets through the delivery of larger format retail centers

such as Glenwood Kroger Marketplace and Madison Yards, but also smaller infill retail and more entertainment/destination-driven venues such as Atlanta Dairies. With increasing land prices and a lack of remaining large format sites, we estimate these captures

will be more significantly constrained going forward, and new retail space will primarily come in the form of ground-floor retail in mixed-use buildings. We forecast this will be 15,000-20,000SF per year through 2030.

Table with 4 columns: Land Use, Estimated Total Demand Potential 2021-2030, Notes/Comments, and an image column. Rows include Rental Apartments, Single Family, Townhomes, Condominium, Neighborhood Retail / Restaurant, Class A Office, and Affordable Housing.

SOURCE: Noell Consulting Group

Forecasted Demand by Product Type for Subarea 4



COMMUNITY ENGAGEMENT

Public participation is the foundation for any planning effort, and therefore variety in opportunities for involvement must exist to ensure active and widespread participation. Planning within the Atlanta BeltLine takes a comprehensive look at transportation, housing, economic development, and other factors in surrounding communities. This planning occurs simultaneously with maintaining a focus on equity, inclusion, health, affordability, and strategies to prevent or mitigate displacement of legacy residents.

COORDINATION WITH KEY AUDIENCES

Engagement centered on three distinct groups: a Project Management Team, a Stakeholder Advisory Committee, and the general public. Coordination with these key audiences ensured that input was gathered from the broad spectrum of users and interests.

Project Management Team (PMT)

A Project Management Team consisting of ABI staff and the consultant team was formed. The purpose of the PMT was

to discuss the progress of the plan, to brainstorm solutions and strategies to address challenges and needs, and to plan community engagement opportunities at a high level. The PMT met virtually every other week, with additional meetings scheduled as needed prior to stakeholder and public meetings

The Stakeholder Advisory Committee

A Stakeholder Advisory Committee consisting of the PMT, local organizations and community leaders with knowledge and expertise was convened. The following groups and organizations were invited to participate as members of the Stakeholder Advisory Committee:

- ABI Housing, Transportation, and Economic Development staff
- Cabbagetown Neighborhood Improvement Association
- City of Atlanta Departments of Housing, Planning, Zoning, Design, and Transportation
- Edgewood (O.N.E.)
- Friends of Lang Carson

Park

- Georgia Department of Transportation (GDOT)
- Glenwood Park Homeowners Association
- Grant Park Neighborhood Association
- Local business/property owners
- MARTA
- NPU-O
- NPU-N
- NPU-W
- Ormewood Park (SAND)
- Resources for Residents and Communities (of Georgia – formerly Reynoldstown Revitalization Corp)
- Reynoldstown Civic Improvement League
- Trees Atlanta

The Stakeholder Advisory Committee met prior to each public meeting for a total of four meetings:

- 6/29/2021 (Meeting #1, Session #1)
- 6/30/2021 (Meeting #1, Session #2)
- 9/22/2021 (Meeting #2)
- 11/01/2021 (Meeting #3)
- 1/13/2022 (Meeting #4)

A key role of the Stakeholder Advisory Committee was to





promote outreach events and distribute information to their respective organizations' contact lists. Additionally, the Stakeholder Advisory Committee served as a sounding board regarding community engagement and outreach by offering feedback on public engagement event materials and techniques.

General Public Engagement

ABI endeavored to engage as many Subarea 4 residents, employees, and visitors as

possible to ensure adequate representation of the area's diversity.

The following virtual and in-person events were planned:

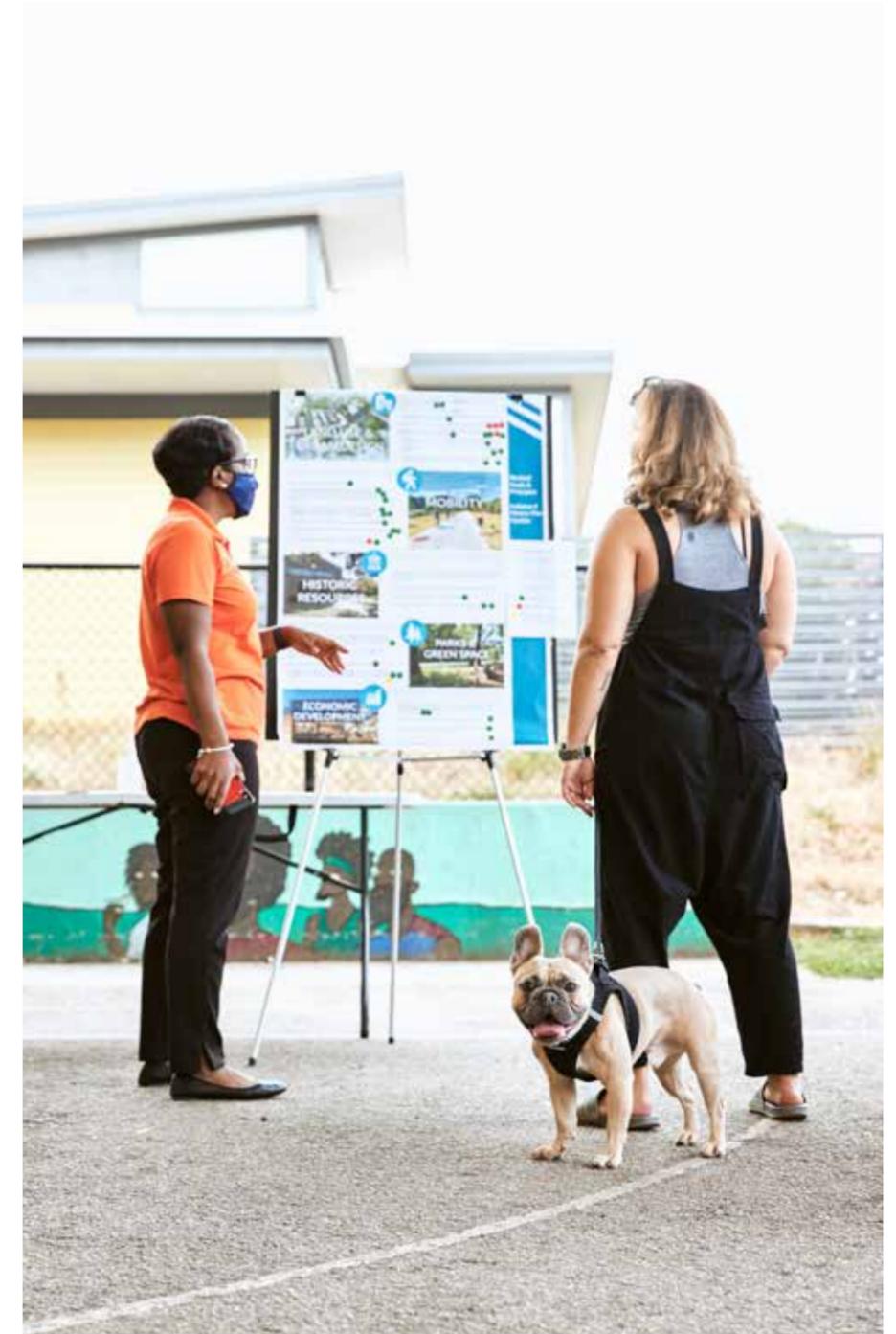
1. **Study Group (Public) Meeting #1: Project Kick-off**
July 19, 2021
6:30 pm to 8:00 pm
Virtual (Zoom)
2. **Study Group (Public) Meeting #2**
September 30, 2021
6:30 pm to 8:00 pm

3. **Design Workshop**
October 13, 2021
6:00 pm to 8:00 pm
Virtual (Zoom)
4. **Design Workshop**
October 14, 2021
4:00 pm to 7:00 pm
Lang Carson Park
100 Manigault St SE
5. **Design Workshop**
October 16, 2021
9:00 am to 12:00 pm
Lang Carson Park
100 Manigault St SE
6. **Study Group (Public)**



- Meeting #3
November 4, 2021
6:30 pm to 8:00 pm
Virtual (Zoom)
7. **Study Group (Public) Meeting #4**
January 20, 2022
6:30 pm to 8:00 pm
Virtual (on Zoom)

Promotion for these public engagement opportunities included creating flyers, yard signs, and postcards. Flyers were distributed to local businesses and the Reynoldstown Senior Housing facility and were distributed virtually to neighborhood/community associations, NPU's, and churches/religious organizations in the subarea. Postcards were mailed to all addresses within the subarea. Yard signs were placed strategically throughout the subarea in prominent locations. The Stakeholder Advisory Committee also distributed information to their networks.





VIRTUAL ENGAGEMENT

Virtual engagement was conducted using the Social Pinpoint platform. An engagement website was created that included a brief community demographics survey, an interactive mapping exercise, and a survey soliciting feedback on proposed revisions to the master plan goals. As of February 7, 2022, the website received a total of 14,485 visits from 5,100 unique users. Following is a brief summary of the three virtual engagement tools.

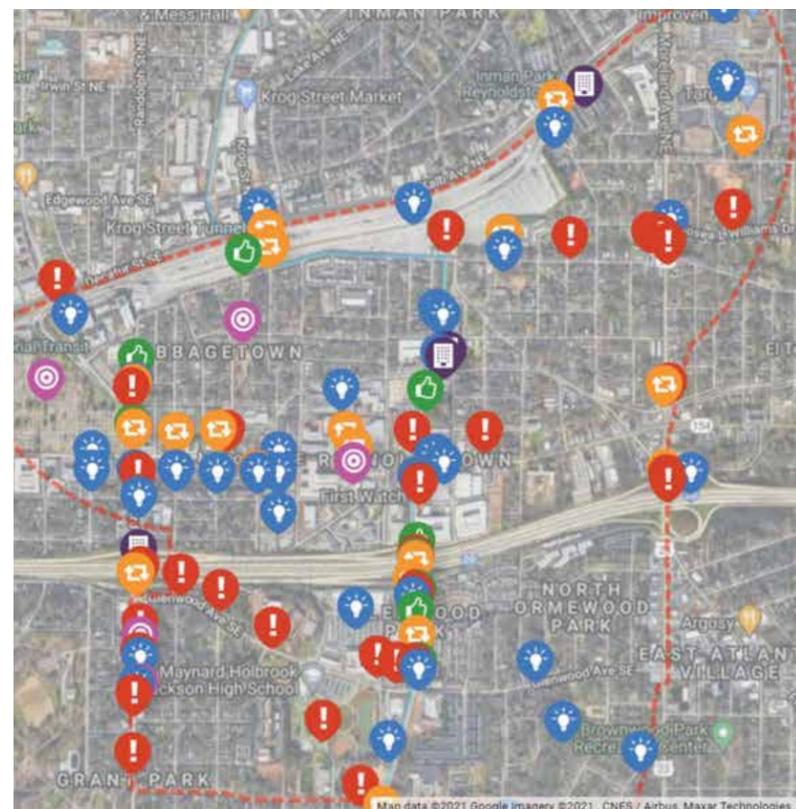
Community Demographics Survey

- Of 114 responses, 78% of respondents reported living in one of six Subarea 4 neighborhoods.
- Of the 88 respondents that listed themselves as “employed,” only a small minority (22%) reported working in one of the six Subarea 4 neighborhoods.
- The majority of respondents (75%) reported an annual household income of \$100,000 or greater

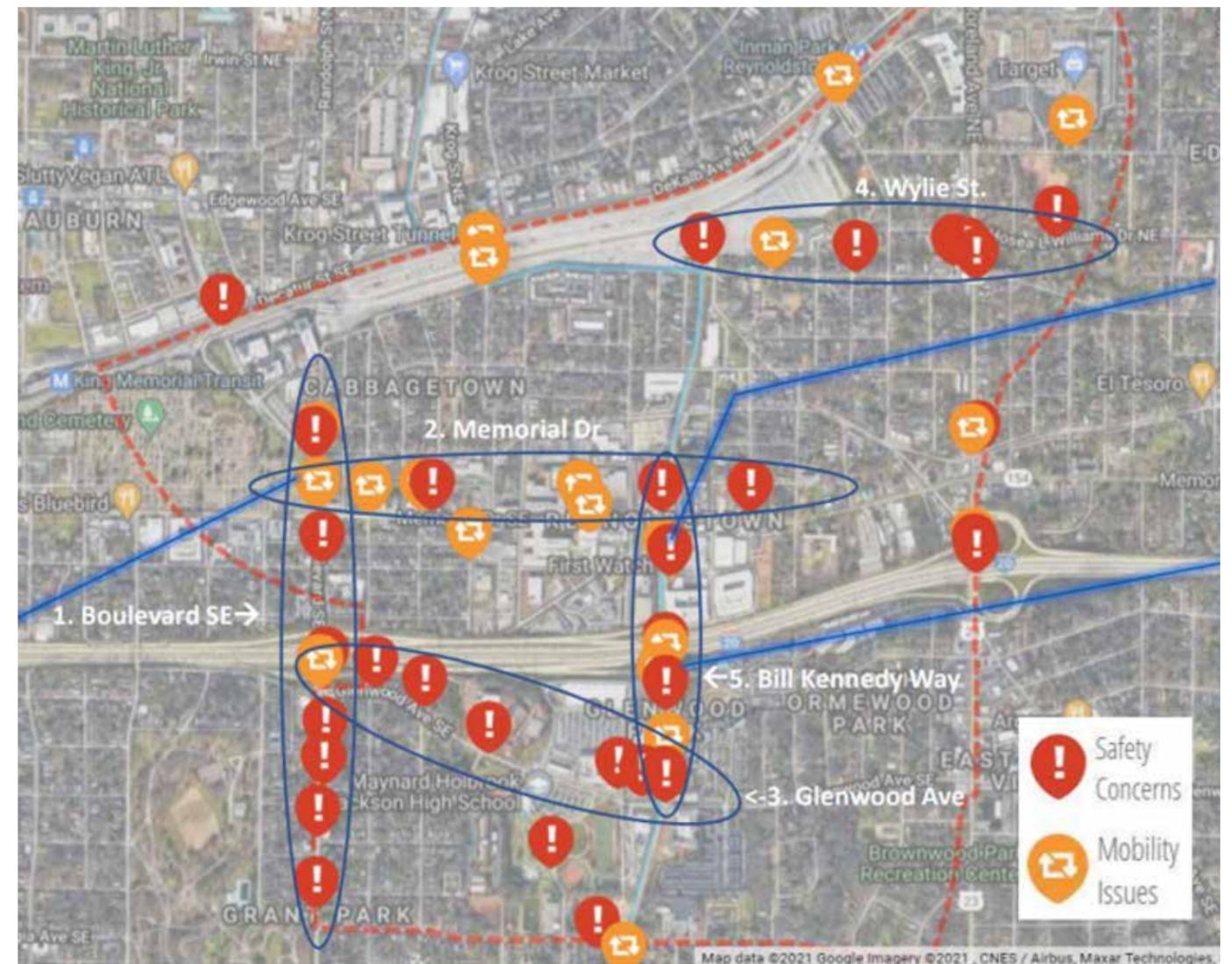
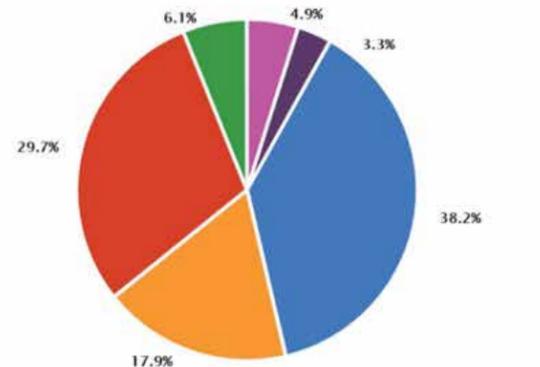
Interactive Mapping Exercise

The interactive mapping exercise presented a map of the subarea with the option to drop different types of pins and leave comments. The map was closed for comment on December 17, 2021 and received 255 total comments from 154 unique individuals. Respondents could also upvote or down vote other comments on the map. The six types of pins/comments solicited are as follows:

- Destinations/Hotspots
- Something I Like
- Ideas and Suggestions



Social PinPoint pins and category data



Social PinPoint Goals Survey: mobility data results

- Mobility Issues
- Development Potential/Concerns
- Safety Concerns

Nearly half of all comments (48%) received were in the form of Mobility Issues and Safety Concerns – these categories were combined in analysis of feedback as the issues raised were applicable to both

categories. The map above outlines the five “problem corridors” in terms of safety and mobility, according to feedback:

These problem corridors’ comments can be summarized as follows:

- Boulevard SE: Pedestrian safety – concerns over connection from Grant Park to Maynard Jackson High School across Boulevard, and crossing Boulevard in general; there are no controlled intersection crossings on Boulevard between I-20 and Berne St.
- Memorial Dr SE: General lack of safe crossings for bikes and pedestrians



- Glenwood Ave SE: Bike lane in poor condition, concerns with speeding vehicles
- Wylie St: Concerns with speeding, narrow sidewalks, and lack of bicycle infrastructure east of the BeltLine/across Moreland
- Bill Kennedy: Concerns with bike/vehicle conflicts, concerns with bike/pedestrian access to Kroger development

west movement of people walking and cycling through northern Grant Park, Glenwood Park, and North Ormewood Park.” (14 likes)

- “Dunkin drive thru creates traffic queues and dangerous lane changes on Moreland. Update zoning along Moreland to prohibit drive thrus.” (13 likes)

Revised Goals Survey

Based on stakeholder input, we created a public survey soliciting feedback on the draft revised master plan goals presented at the design workshops. The survey presents the list of draft revised goals by category and asks respondents if the goals are too broad, too specific, or just right. Respondents can also indicate general opinions, leave comments, and indicate whether any important goals are missing from the list. The goal categories are as follows:

- Land Use and Urban Design
- Mobility
- Historic Resources
- Economic Development
- Parks and Green Space
- Housing

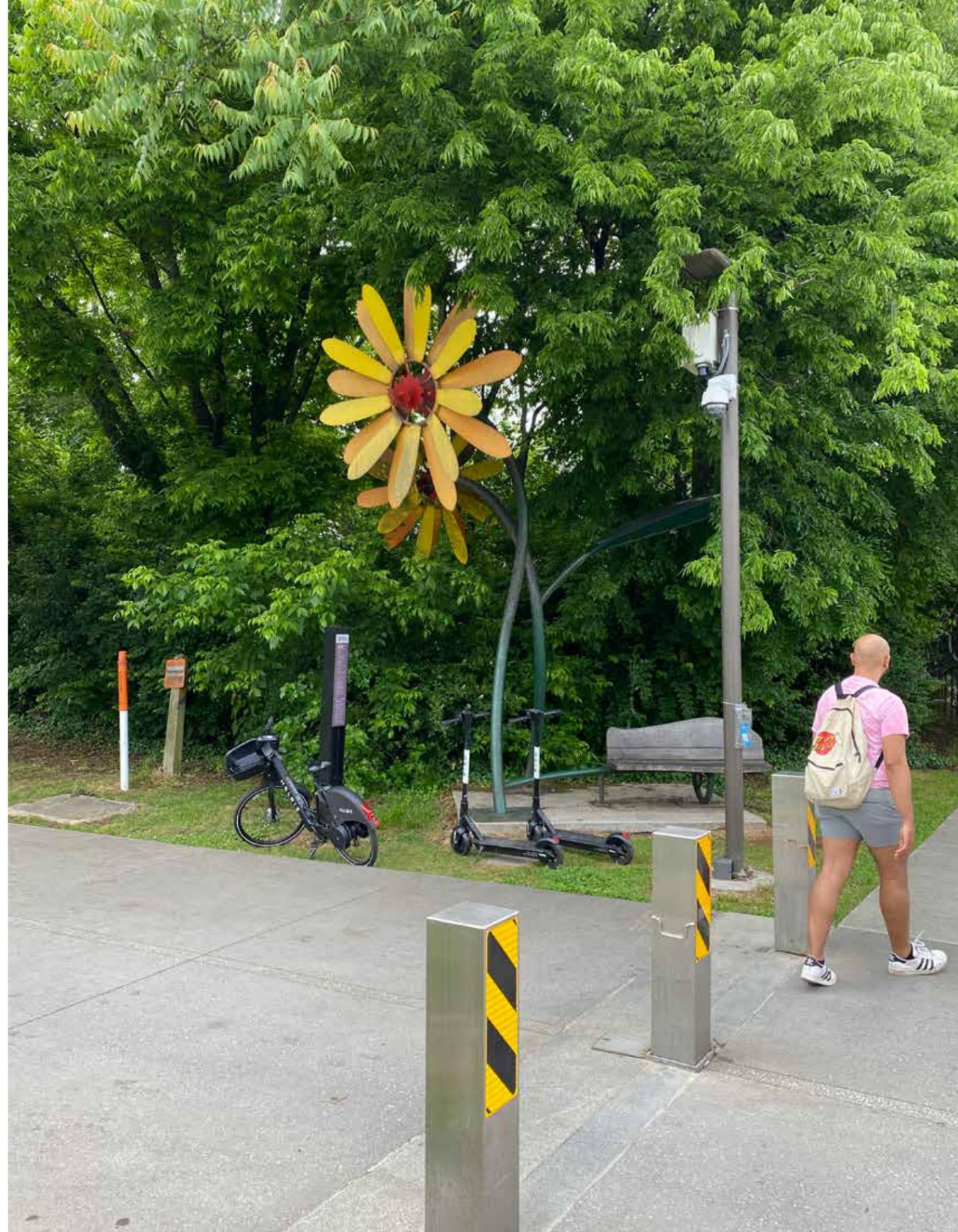
The Goals Survey closed for comment on December

17, 2021. The averages of responses across the six goal categories are:

- “The goals are just right” – 66%
- “The goals are too broad” – 30%
- “The goals are too specific” – 4%

The Ideas and Suggestions comment category received the next highest percentage of responses (38%). The following ideas and suggestions garnered the most upvotes:

- “BeltLine crossings at roadways should almost universally prioritize pedestrians. Make drivers yield to pedestrians as opposed to having pedestrians yield to drivers. I should NEVER have to press a button to cross a street on the BeltLine. Drivers have 1000s of miles of prioritized use in Atlanta. We need to prioritize pedestrians in the few areas we do have.” (18 likes)
- “Glenwood Ave. SE bike lane safety upgrade. This will provide a safer east-





SUBAREA OF THE FUTURE

This section provides recommendations to help guide growth and development in the areas of mobility, land use/zoning, development, housing, and placemaking/placekeeping.

Importantly, many of these projects are in city right of way or are under the jurisdiction of the Georgia Department of Transportation, which will require further approval and funding if not already listed in their scope of current projects. ABI has been keeping city partners informed of recommendations made during the master plan update process.

Selected projects will be funded either by public or private sources including:

- The Atlanta BeltLine Tax Allocation District (TAD)
- City of Atlanta
- Private investment
- Philanthropic contributions;
- Local, state and federal grants
- Public-Private Partnership

MOBILITY

Future Mobility

Building on recommendations from existing regional, city, and neighborhood plans, this

section identifies mobility improvement projects consistent with prior plans/studies, and the needs of the Subarea 4 community and local stakeholders. Fifteen projects are listed as priority projects based on community and stakeholder feedback (see Map 8).

Street Framework Plan

Subarea 4 has become one of the most densely populated and congested areas along the Atlanta BeltLine. To minimize the levels of congestion, reduce the number of vehicular crashes, and improve operations along roadways, recommended projects include signal upgrades, intersection improvements, interchange reconfigurations, new streets, street extensions, or street enhancements. Key projects in the street framework plan are listed below. Mobility projects are predominately in city- and state-owned right-of-way and therefore are at the discretion of these agencies. The BeltLine will continue to work with city and state transportation agencies to assist in moving these projects forward as appropriate.

- **Signal upgrades along Boulevard SE, Moreland Avenue, and Glenwood Avenue SE:** These are three of the most traveled corridors within Subarea 4 and have been cited in either the City of Atlanta's Transportation Plan or Atlanta Regional Commission's Regional Transportation Plan.
- **Traffic circulator study along Bill Kennedy Way, Glenwood Avenue, and Cameron Street:** There is heavy congestion at the intersection of Faith and Bill Kennedy, and this is especially compounded by vehicular spillover from the retail users, particularly during peak hours, and general traffic volumes from surrounding development as this is a major north/south thoroughfare. This congestion impacts traffic coming off of I-20, Bill Kennedy and Faith Avenue.

The projects within the street framework plan are intended to provide better access and connections to nearby trails and adjacent neighborhoods. Map 8 shows the approximate



locations of the recommended projects.

Multiuse Trails and Trail Crossings

Multiuse trails and trail crossings within Subarea 4 will provide more east-west connections, offering improved access to the Atlanta BeltLine. These projects will also provide better access to parks, schools, and businesses throughout the subarea. New multiuse trails are recommended along two roads: Bill Kennedy Way (south of Faith Avenue) and Arkwright Place.

The Eastside Trolley Line Trail crossing has been recommended at the Moreland Avenue-Arkwright Place intersection. Map 7 shows the locations of the recommended multiuse trails, trail crossings, and sidepaths.

Crossings, Sidewalk Improvements, and ADA Improvements

The safety of pedestrians was identified as a key priority of the Subarea 4 Master Plan Update. It is essential to protect pedestrians, as they are often the most at-risk and defenseless users of the transportation system. Three project types have been identified as beneficial to pedestrians

within Subarea 4: crossings, sidewalk improvements, and Americans with Disabilities Act (ADA) improvements. Map 7 shows the locations of the recommended pedestrian improvements. The prioritized pedestrian projects are outlined as the following:

Mid-block crossings are recommended at various intersections along Memorial Drive, including:

- Memorial Drive-Loomis Avenue
- Memorial Drive-Cameron Street
- Memorial Drive-Wilbur Avenue
- Memorial Drive-Pearl Street

ADA improvements are recommended along Boulevard SE and Mauldin Street. Stakeholders have expressed that bicyclists and pedestrians have a difficult time entering and exiting the ramp at the Memorial Drive-Bill Kennedy Way Intersection of the Atlanta BeltLine. The ramp is a steep grade and needs to be made ADA compliant.

Complete Streets

Complete Streets are roads that have been designed to accommodate pedestrians, bicyclists, motorists, and transit riders. The City of Atlanta

is performing a citywide street and sidewalk analysis projected to be completed in 2021. There is a unique need for bicycle facilities throughout Subarea 4, which will allow for safe, healthy, and equitable travel. The City of Atlanta has a Complete Streets project planned/underway for Boulevard, and this plan recommends that further consideration be given to the feasibility of a Complete Streets project on Marion Place.

Street Enhancements

There is an increased need for street improvements that enhance multimodal and shared-use mobility options within Subarea 4. It is important to provide safe, equitable, and accessible facilities for all types of users (e.g., pedestrians, bicyclists, and motorists). Multimodal projects are enhancements to streets that include different components of transportation that promote alternative modes of travel, such as bicycling, walking, or transit. Prioritized street enhancements include:

- Multimodal improvements projects along:
 - Woodward Avenue
 - Moreland Avenue
 - Memorial Drive



- A shared streets concept study is proposed along Bill Kennedy Way from Glenwood Avenue to Faith Avenue. The study will help the community and stakeholders envision a corridor where all modes of travel are welcomed and safe.

Transit

In Spring 2021, it was announced that MARTA would be advancing transit along the Atlanta BeltLine by initiating a six-month, comprehensive engineering study that would

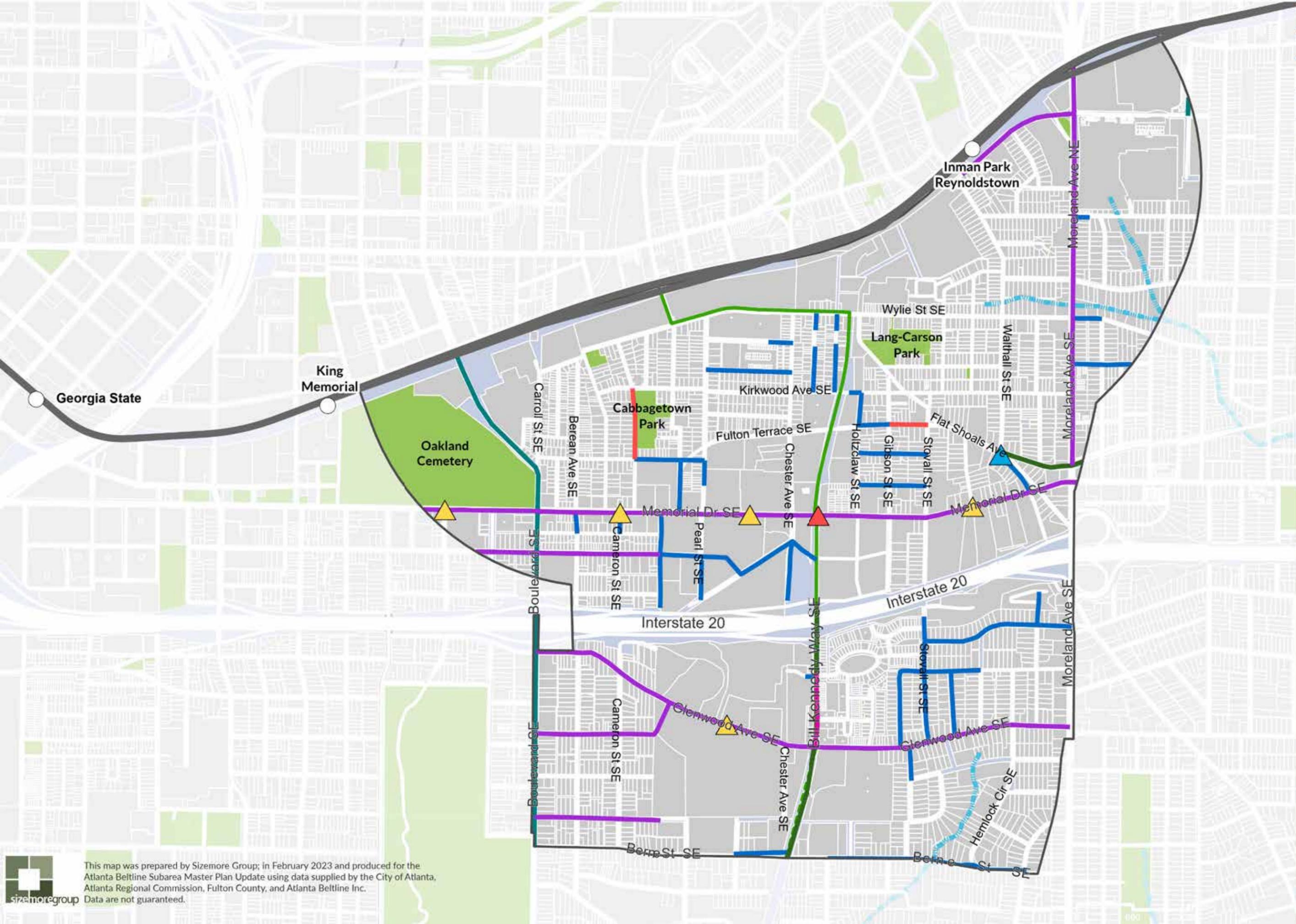
analyze previous work, examine areas that have not yet been studied, and evaluate segments that present a design or technical challenge. The study will focus on both ends of the eastside corridor. The northern segment runs from the proposed Ponce City Market LRT Station to Lindbergh Center Station. The southern segment runs from the proposed BeltLine/Irwin St. LRT Station to the BeltLine SE trail connection at Bill Kennedy Parkway, with direct connections to either King Memorial or Inman Park

Station, which are in/near Subarea 4. The proposed future alignments have not been finalized to date.

The role and prioritization of transit will become increasingly important as the Subarea's population and employment density continues to grow.

OPEN SPACE/ RECREATION

Given the population growth and increased development in the subarea, the need for more accessible open space and recreational outlets will



Map 7
Recommended Bike and Pedestrian Improvements

Atlanta BeltLine Subarea 4

- ADA Improvements
- Mid-Block Crossings and Flashers
- Intersection Improvements
- Sidewalk Improvements
- Complete Streets
- Multiuse Trail
- Multimodal Improvements
- Shared Street
- ADA Improvements
- Atlanta BeltLine Trail Corridor
- Open Paved
- Open Unpaved



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This map was prepared by Sizemore Group; in February 2023 and produced for the Atlanta Beltline Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data are not guaranteed.

Map 8

Prioritized Mobility Projects

Atlanta BeltLine Subarea 4

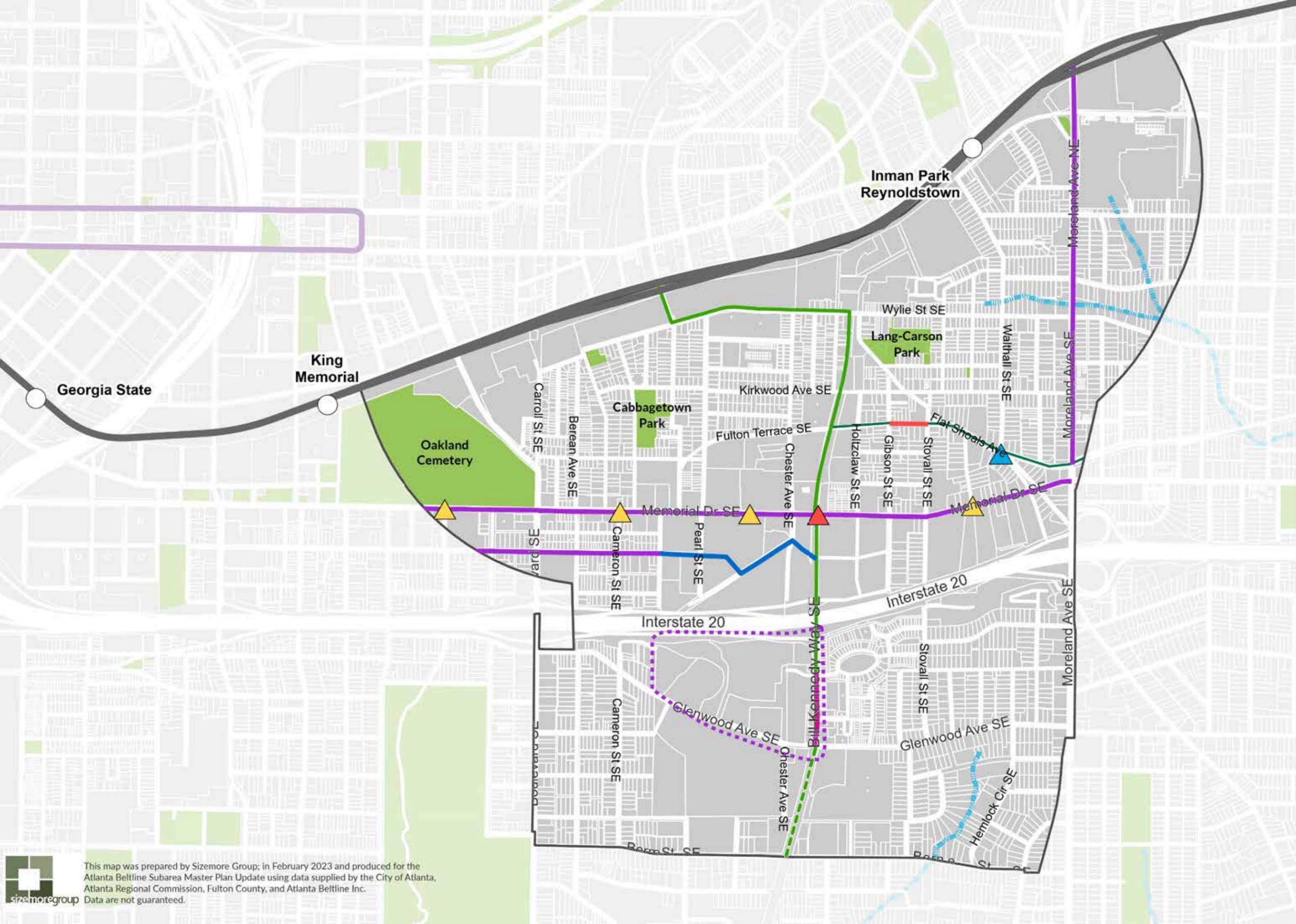
- Project Type
- ADA Improvements
 - Mid-Block Crossings and Flashers
 - Intersection Improvements

- Project Type
- ADA Improvements
 - Sidewalk Improvements
 - Multimodal Improvements
 - Shared Street

- Atlanta BeltLine Trail Corridor
- Open Paved
 - Open Unpaved
 - Eastside Trolley Trail
 - Traffic Circulator Study



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Map 9

2022 BeltLine Future Land Use

Atlanta BeltLine Subarea 4

- Open Space
- Community Facilities
- High-Density Residential, 10+ Stories
- Medium-Density Residential, 5-9 Stories
- Low-Density Residential, 1-4 Stories
- Single-Family Residential
- High-Density Mixed-Use, 10+ Stories
- Medium-Density Mixed-Use, 5-9 Stories
- Low-Density Mixed-Use, 1-4 Stories
- Mixed-Use
- Low-Density Commercial
- I-Mix
- Transportation/Communications/Utilities

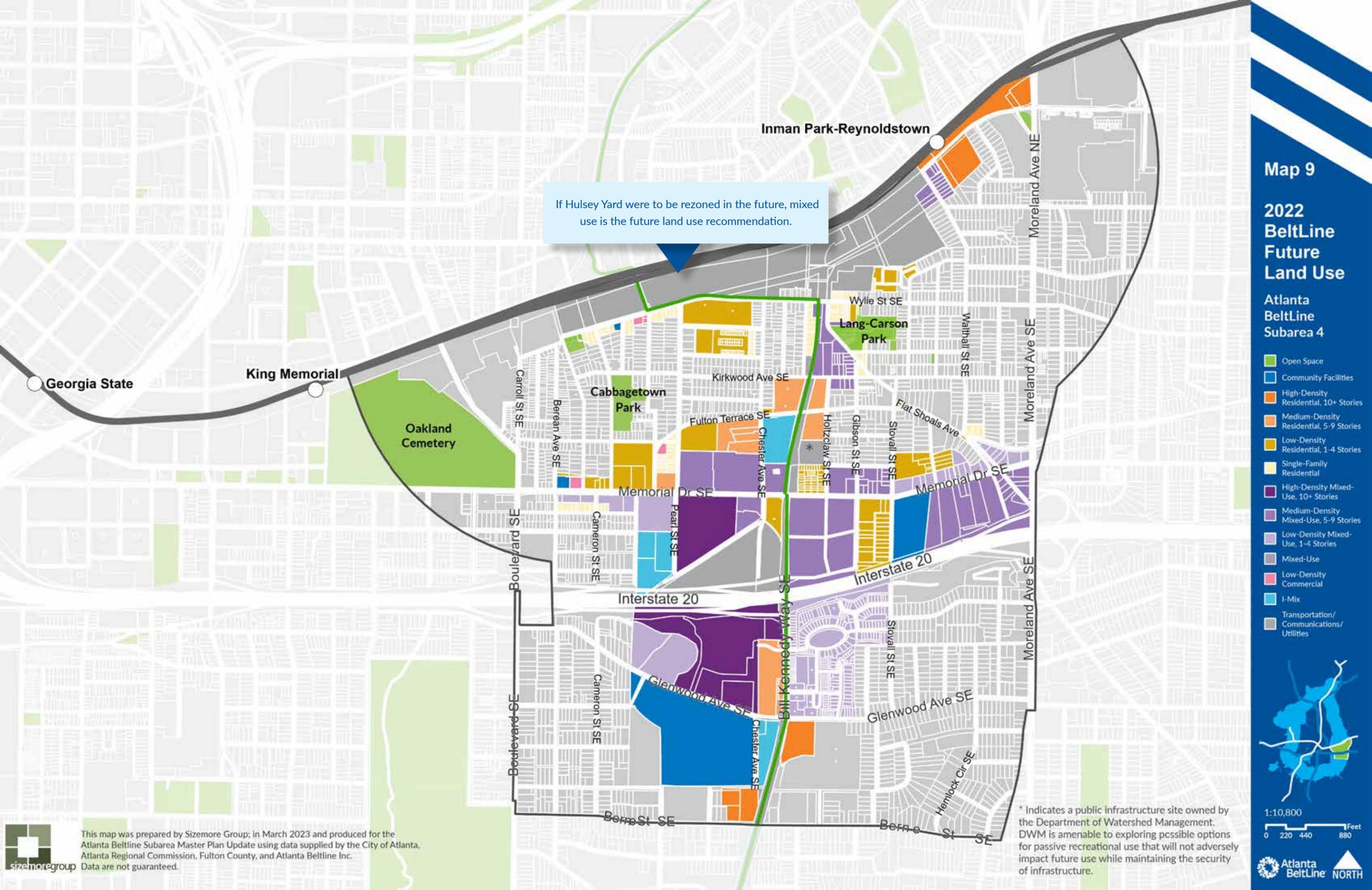


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Inman Park-Reynoldstown

If Hulsey Yard were to be rezoned in the future, mixed use is the future land use recommendation.



* Indicates a public infrastructure site owned by the Department of Watershed Management. DWM is amenable to exploring possible options for passive recreational use that will not adversely impact future use while maintaining the security of infrastructure.





become increasingly important. The Department of Watershed Management (DWM) owns a two-acre parcel on Holtzclaw Street, which has spectacular views of Downtown and Midtown. The location is a public infrastructure site with long-term plans to provide additional water storage and resiliency to meet the demands of growth and development within the city. DWM is amenable to exploring possible options for passive recreational use that will not adversely impact future use while maintaining the security of infrastructure.

LAND USE & ZONING

The Atlanta BeltLine Future Land Use Plan is shown on the following pages and provides 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 reflect development that has occurred or to align with the City of Atlanta’s future land uses.

Because of new development, planned development, newfound opportunities for development, as well as changes to the city-led future land use map, the initial Subarea 4 Master Plan required updates to its Future Land Use Plan. Those updates are shown in the 2022 Subarea 4 Future Land Use Map (see Map 9).

PARCELS SUSCEPTIBLE TO CHANGE

Since the initial master plan, Subarea 4 has experienced rapid development. An analysis of properties susceptible to change identified three sites



for further analysis (see Map 10). These sites initially were identified by examining sites within the subarea where the land value exceeded the improvement value.

These three sites are some of the only remaining large industrial properties in the subarea. With a strong mixed-use market demand and the need for better-paying jobs in the study area, according to the market analysis which indicated the majority of residents leave the area for jobs, these sites have the potential to become industrial mixed-use, accommodating jobs and housing needs cooperatively. The following recommendations provide an option for the type of development that could occur on the site. The properties are privately owned, and it is at the discretion of the private property owner as to whether or not redevelopment will occur. The following diagrams provide a guide for the community in rezoning and redevelopment discussions.

The three sites identified as susceptible to change are:

1. AT&T Site
2. Reliant Site
3. Argos Site



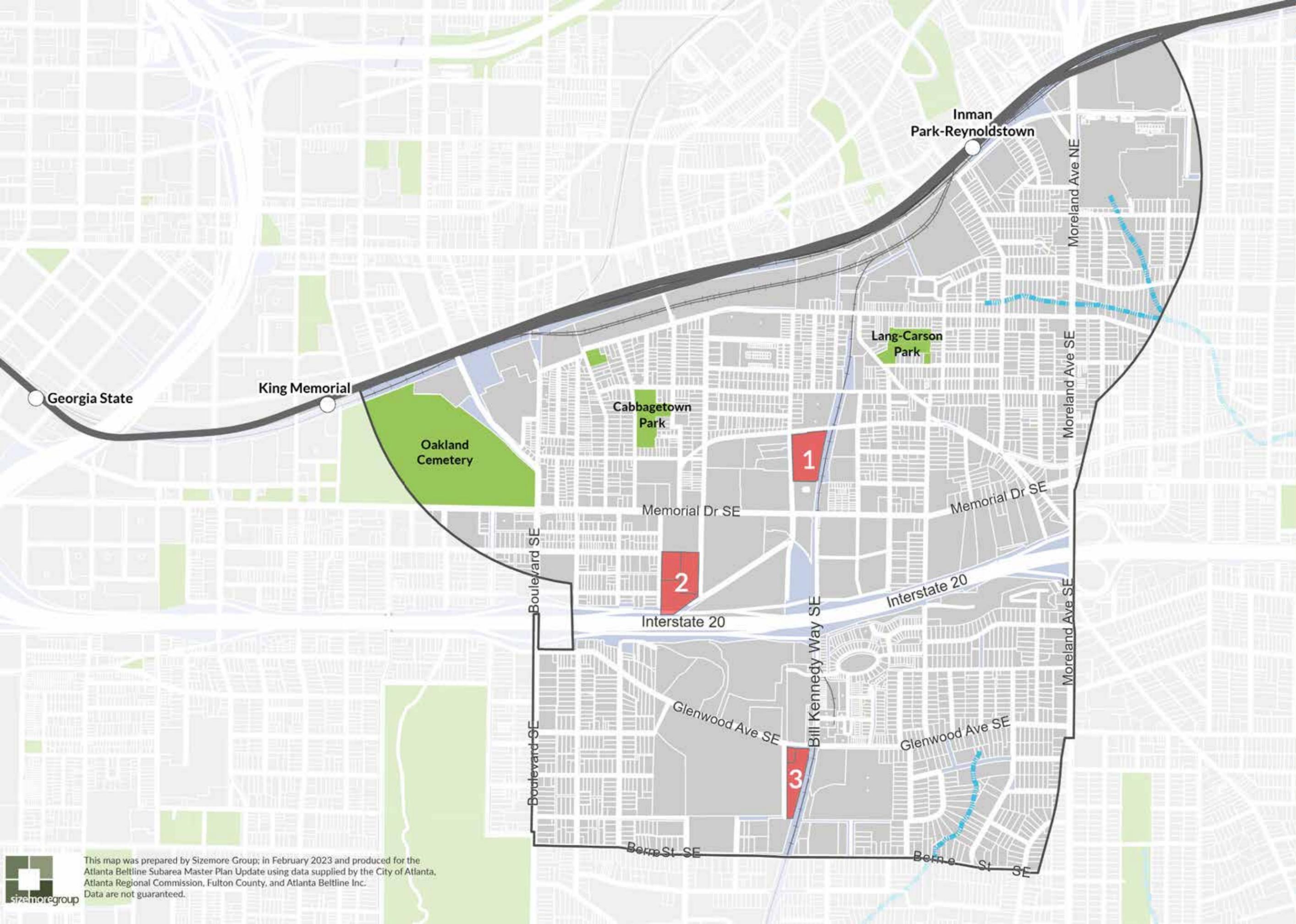
AT&T Site

The AT&T site is adjacent to the BeltLine, bounded to the north by Fulton Terrace, to the west by Chester Avenue, and to the south by the Lofts at Reynoldstown Crossing. The subarea’s 2011 Future Land Use identified it as residential, and the city’s Future Land Use shows it as industrial. To encourage job opportunities and meet market needs for a mix of uses, including housing, Industrial Mixed Use (I-MIX) is the recommended land use and zoning.

The site is privately owned and will need further study, rezoning, community engagement, and design to determine its highest and best use. The illustration and components are concept considerations based on this study process. Key features include:

1. Retail along Fulton Terrace
2. Commercial/light industrial on ground floors along Chester Avenue
3. Preserve existing building for affordable commercial/light industrial
4. Greenspace opens to BeltLine
5. Parking below grade





Map 10

Parcels Susceptible to Change

Atlanta BeltLine Subarea 4

- 1. AT&T Site
- 2. Reliant Site
- 3. Argos Site



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 This map was prepared by Sizemore Group; in February 2023 and produced for the Atlanta BeltLine Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Data are not guaranteed.



Reliant Site

The Reliant Site is located off Memorial Drive and south of Grady Emergency Medical Services. It is bounded to west by Chastain Street and to the east by Pearl Street. The 2011 Subarea 4 Future Land Use Map had this site indicated as office/institutional. To encourage job opportunities on the site and meet market needs for a mix of uses, including housing, on the site, Industrial Mixed Use (I-Mix) is the recommended zoning.

The site is privately owned and will need further study, rezoning, community engagement and design to determine its highest and best use. The illustration and components are concept considerations based on this study process. Key features explored in this concept include the following:

1. Residential along Chastain
2. Transition from single-family to higher density
3. Commercial/light industrial along Pearl Street
4. Connect Woodward Avenue for all modes of transportation
5. Parking deck along I-20



Argos Site

The Argos site is located on the south end of the subarea, directly east of Maynard Jackson High School and located directly between the school and the west side of the BeltLine. The 2011 Subarea 4 Future Land Use Map had this site indicated as industrial and its current land use is industrial. To encourage job opportunities on the site and meet market needs for a mix of uses, including housing, on the site, Industrial Mixed Use (I-Mix) is the recommended zoning.

The site is privately owned and will need further study, rezoning, community engagement and design to determine its highest and best use. The illustration and components are concept considerations based on this study process. Key features explored in this concept include the following:

1. Light industrial/commercial on ground floors fronting BeltLine
2. Residential above
3. Greenspace opens to BeltLine
4. Parking deck with creative screening





OTHER POTENTIAL REDEVELOPMENT

Hulsey Yard

Hulsey Yard is a railyard of the CSX railroad, stretching approximately 0.9 miles along the border of the Old Fourth Ward, Inman Park, Cabbagetown and Reynoldstown neighborhoods. This 70-acre site is in close proximity to King Memorial and Inman Park/Reynoldstown MARTA Stations. Based on transit and environmental studies, the 2011 Subarea 4 Master Plan shows Hulsey Yard as a possible transit alignment. As noted, MARTA is currently conducting a comprehensive transit engineering study that will analyze previous work, examine areas that have not yet been studied, and evaluate segments that present a design or technical challenge. The southern segment of the study runs from the proposed BeltLine/

Irwin St. LRT Station to the BeltLine SE trail connection at Bill Kennedy Parkway, with direct connections to either King Memorial or Inman Park Station, which includes the Hulsey Yard area.

There is no question that if this site were rezoned and redeveloped in the future, it could be catalytic and transformative. For this reason, community leaders engaged in neighborhood discussions to envision the possibility for the site and initiated a community-led master plan to create a potential vision for mixed-use at the site. Almost simultaneously, operations at Hulsey Yard ceased in May 2019. While the plan has not been formally adopted, the principal recommendations of the plan could serve as a policy guide if the property were to be rezoned and redeveloped in the future. These include:

- Connecting new streets to DeKalb Ave. via new at-grade CSX crossings
- Establishing a public street grid through the site that is connected and integrated with the surrounding neighborhoods
- Providing Complete Streets
- Implementing shared parking areas/decks district-wide
- Prioritizing affordable housing as part of new development
- Preserving the BeltLine corridor through the site to accommodate future BeltLine transit and a more permanent trail connection
- Advancing BeltLine rail, integrating MARTA, reserve significant greenspace, and provide appropriate height transitions to adjacent neighborhoods



Aerial view of Hulsey Yard



In April 2020, the Hulsey Yard site was reactivated with a transflo facility, and in December 2021 it was announced that Hulsey Yard would become one of the four “pop-up” inland ports for the Georgia Port Authority. The site is being used to store cargo containers to free up space at Port Savannah and improve supply chain issues.

With the recent activity at the site, its future remains unknown. Should the property be rezoned and redeveloped in the future, this plan supports mixed-use at this site. Given the size of this site, higher density could be accommodated in strategic areas while properly addressing transitional height planes and adjacent historic districts. All such matters would be fleshed out in a rezoning process. However, it should be noted that this property is privately owned, and it is at the discretion of the property owner as to whether redevelopment will occur.

Implications of Growth and 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; for renters, 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 One Atlanta Housing Affordability Action Plan. These tools can include things like amendments to the zoning ordinance, which can be used to address rising housing costs. For example, amending zoning requirements to allow for accessory dwelling units within residential districts can provide cheaper rental options compared to most new multi-family residential housing developments. Similarly, the development of the new Multi-Family Residential Multi-Unit (MR-MU) zoning district allows for small-scale, “missing middle” multi-family residential buildings in traditionally single-family areas, providing more possible affordable entry points to neighborhoods and promoting “subtle density” where large-scale multi-family 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 BeltLine Legacy Resident 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 housing agencies, nonprofits, 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 BeltLine Subareas, particularly in areas where low-income communities vulnerable to displacement will be sensitive to increasing housing costs.

HOUSING POLICY

The One Atlanta: Housing Affordability Action Plan is a

vision to achieve former Mayor Bottoms’ 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, which includes the Department of City Planning, Atlanta Housing, Invest Atlanta, and the Fulton County/City of Atlanta Land Bank Authority. Each agency has a very specific mission to collectively work together to address the city’s various housing needs.

These housing policies serve as guiding tools to both preserve the existing stock and encourage more affordable housing on the Atlanta BeltLine. These policies are to allow seniors, working families, and legacy residents to enjoy the vibrancy and connectivity of the Atlanta BeltLine.

1. Promote the use of tools (e.g., property tax abatements) to incentivize preservation and creation of affordable units
2. Encourage the production of affordable for-sale and multi-family affordable housing units
3. Promote existing anti-displacement programs and policies that support

legacy homeowners with financial literacy, maintenance grants, and other ongoing costs of ownership; explore property tax relief for legacy homeowners

4. Promote existing anti-displacement programs that support legacy renters with financial literacy and other potential tools to minimize risks of displacement; short-term/emergency solutions for tenants facing eviction; renters’ rights programs and education
5. Consider/champion feasibility of city-led Tenant Protection Ordinances
6. Work with other partners to deliver comprehensive wealth-building programs for low- and moderate-income residents and businesses
7. Collaborate with nonprofit and community-based developers focused on long-term affordability and mixed-income communities
8. Consider/champion city-led Multi-Unit Preservation Districts to preserve naturally occurring affordable housing



PLACEMAKING AND PLACEKEEPING

Subarea 4 presents several opportunities reimagining public space and better connecting people and place in the subarea via placemaking/placemaking events/installations. Placemaking/placekeeping is a community-driven method to make public space more dynamic by enhancing and exemplifying an increased sense of place. In Subarea 4, analysis from the BeltLine’s Public Art Master Plan along with input from the public engagement process led to the identification of the following placemaking/placekeeping opportunities.



Crosswalk Art



Creative Bike Parking



Gateway Signage

These recommendations focus on providing space for community interaction and safety improvements for all modes of transportation.

- Community-initiated pop-up events
- Consider creative art installations that could produce shade in specific locations along the corridor
- Reynoldstown community gathering space
- Crosswalk enhancements
- Creative bike parking
- Crosswalk art and gateway art/signage



Shade Devices Installation Art



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