Atlanta BeltLine Subarea 3 Master Plan Update

March 1, 2018

Southeast Study Group

Boulevard Crossing Park

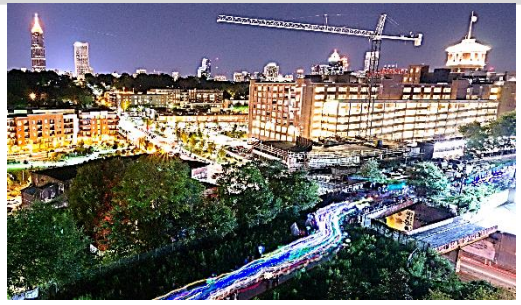
September 2017

22 miles, connecting **45** neighborhoods

22
MILES
of transit

1,100
ACRES
of environmental clean-up

46
MILES
of streetscapes and complete streets



$10-20B
in economic development

30,000
permanent jobs

48,000
construction jobs

33
MILES
of urban trails

28,000
new housing units

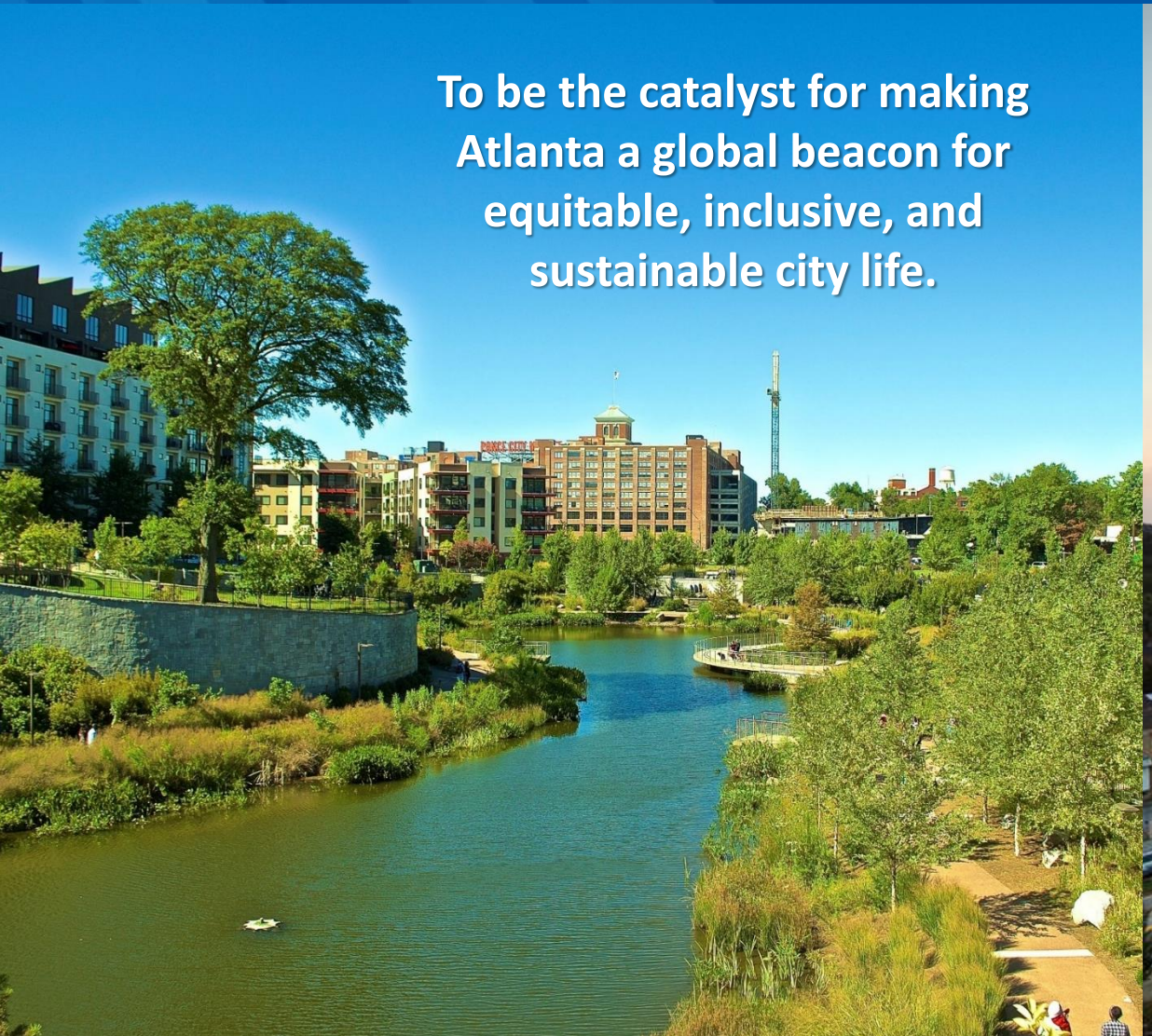
5,600
affordable units

1,300
ACRES
of new greenspace

700
ACRES
of renovated greenspace

CORRIDOR-WIDE
public art,
historic preservation,
and arboretum

Atlanta BeltLine Vision & Mission



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.

Meeting Agenda

- **Subarea Master Plan Update Purpose and Process**
- **What's occurred since 2009?**
  - Plans/Program completed or underway since 2009
    - Unified Plan
    - Chosewood Transit-Oriented Development (TOD) Framework Plan
    - Atlanta City Design, Renew Atlanta, Connect Atlanta, TSPOLST, Southside Trail Design, Atlanta Streetcar System Plan
  - New Development
  - Market Conditions
- **Existing Conditions Assessment**
  - Land Use
  - Mobility
  - Transportation Facility Conditions
  - Revitalization Opportunities
- **Subarea Master Plan Goals and Guiding Principles Exercise**

Subarea Master Plan Purpose

- **Goal** - To implement the Redevelopment Plan goals in the context of each unique geographic area

- **Purpose** – To guide growth for vibrant, livable mixed-use communities by applying best management practices for transit oriented development, mobility, green space, and alternative modes of transportation.

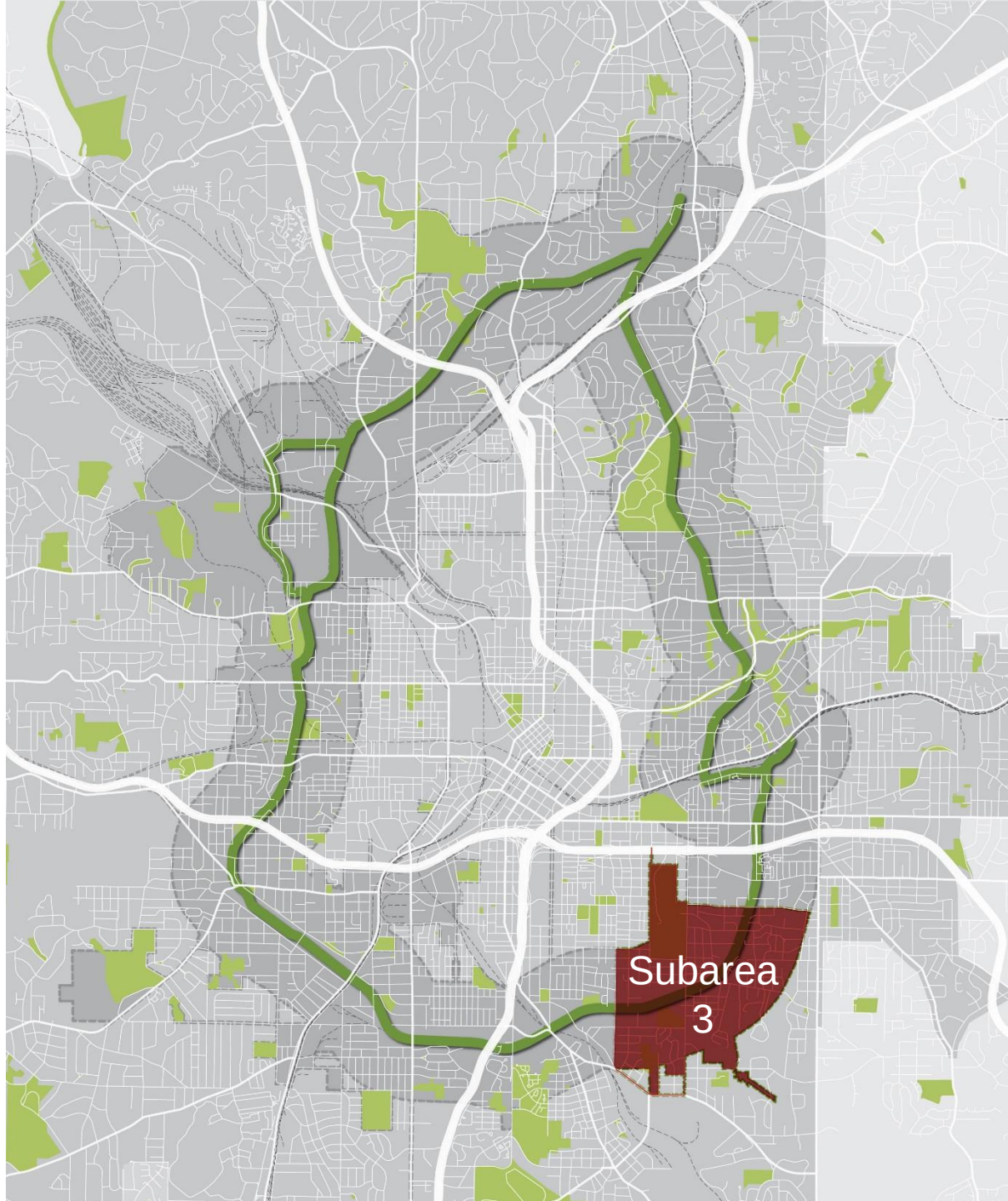
Subarea Master Plan Update Purpose

- The original 10 Subarea Master Plans created ~10 years ago
- A lot has happened – it's time to update them to reflect these changes and the potential for the future
- These are UPDATES, so they will not be as long or as detailed as the previous plans
- We are not starting from scratch

Subarea 3 Context

Neighborhoods:

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



Subarea 3 Master Plan Update Schedule

- **Study Group #1: Kick-off Meeting (YOU ARE HERE!)**

- **Study Group #2: Workshop**
  - Saturday, April 14th, 10:30AM to 12:30PM
  - Location TBD

- **Study Group #3: Review Draft Recommendations and Concept Plans**
  - Thursday, June 7th, 6:00 PM to 8:00 PM
  - Location TBD

- **Study Group #4: Final Presentation**
  - Late July / Early August

- **Plan Adoption:** 4th Quarter 2018

Atlanta BeltLine

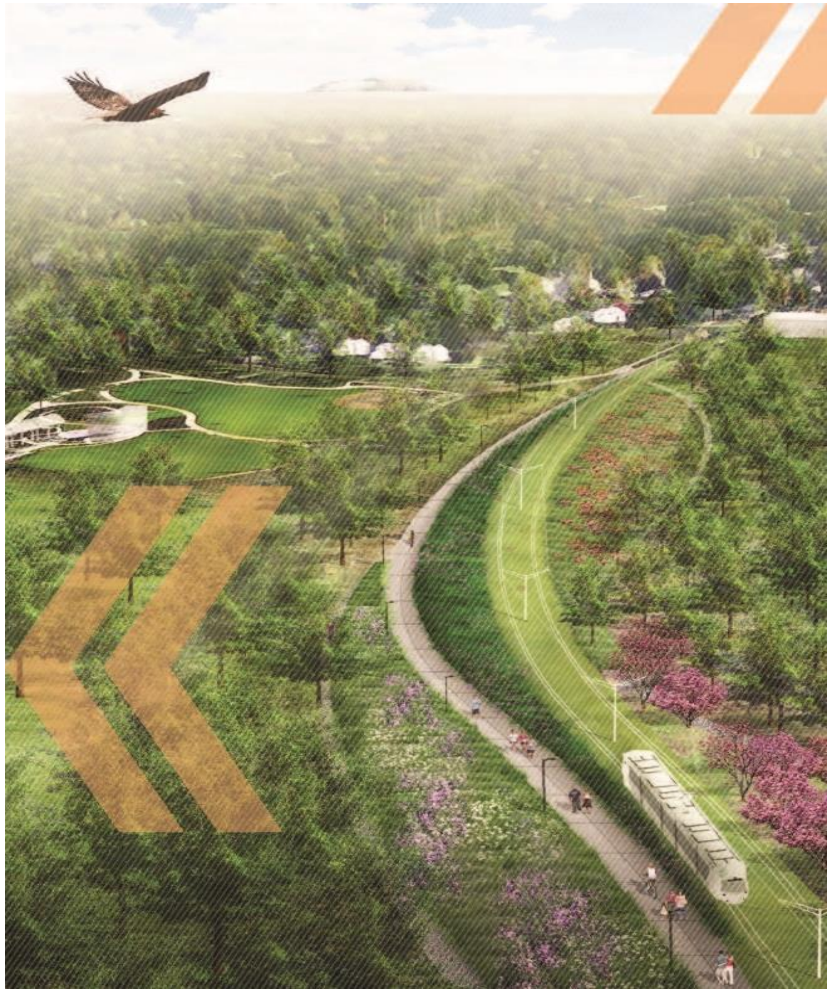
Subarea 3 Master Plan Team

Noell Consulting Group

TSW
PLANNERS
ARCHITECTS
LANDSCAPE ARCHITECTS

GRICE CONSULTING GROUP

What's Occurred Since 2009? Unified Plan Purpose



- To consolidate the intent, guiding principles, and recommendations from previous initiatives.
- To serve as the macro-level comprehensive overview of the Atlanta BeltLine.

What's Occurred Since 2009?

Neighborhood Plans to-date

- New Beginnings – Chosewood Park Redevelopment Plan (2010)
- ARC Lifelong Communities Case Study – Boulevard Crossing (2009)
- Atlanta BeltLine Master Plan – Subarea 3 (2009)
- Chosewood Park Visioning Plan (2011)

AHA Site Redevelopment

- Development proposals for AHA owned properties in Chosewood Park **30 acres**

Atlanta BeltLine

Atlanta Housing Authority

Transit-Oriented Development Framework

- Evaluation of existing land use, zoning and street framework for Transit Oriented Development (TOD) readiness **160 acres**

Subarea 3 Master Plan

- A policy tool to guide growth and development in the areas of mixed use, design, mobility, greenspace, and alternative modes of transportation. ***569+/- acres***

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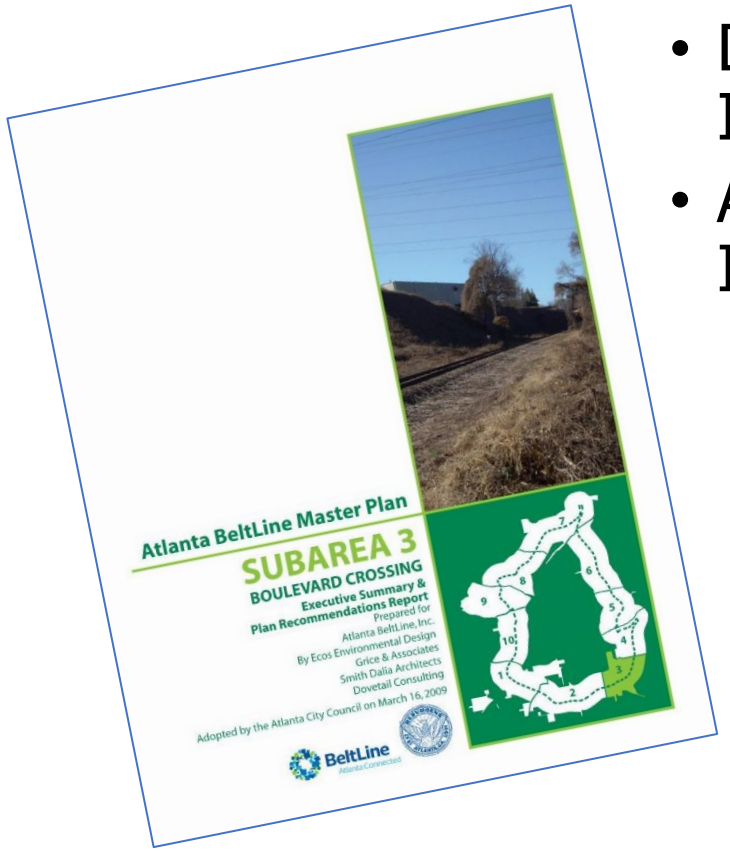
ARCHITECTS
LANDSCAPE ARCHITECTS

Chosewood TOD Project Purpose & Objectives

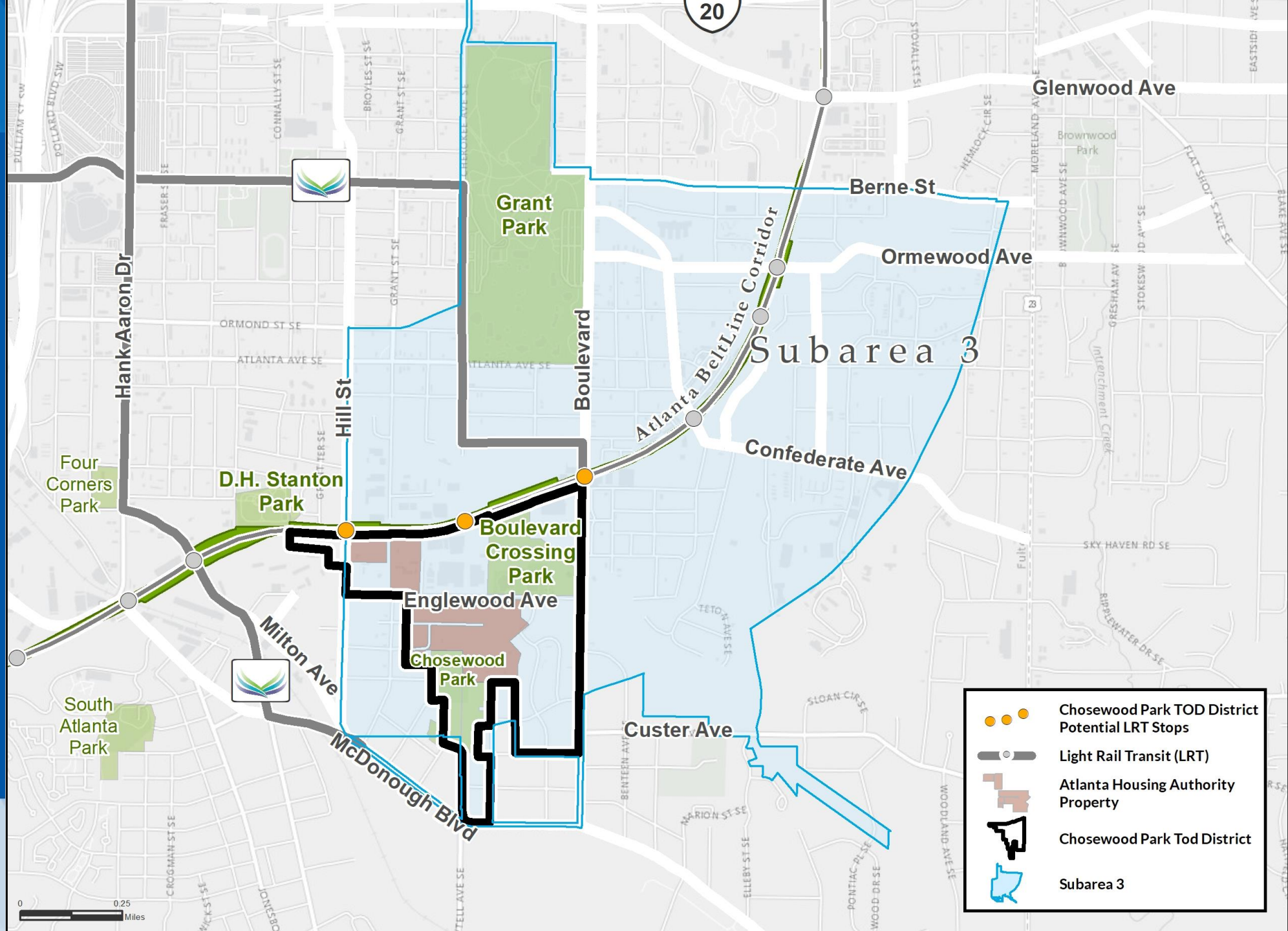


- Purpose
  - Prepare TOD Framework
  - Determine Required Infrastructure
  - Access Cost Sharing & Implementation

- Objectives
  - Reflect Future BeltLine and other transit (SSP)
  - Help Accommodate Growth (City Design)
  - Achieve "Walkable Urbanism" (TOD)
  - Fit with Community Desires
  - Harness Market Forces

What's Occurred Since 2009?

Subarea 3 and TOD District



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What's Occurred Since 2009?

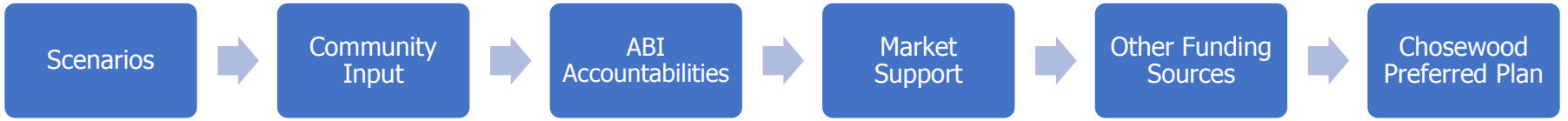
Chosewood TOD

What We Heard

- Balance rental / for-sale / affordable
- Calm traffic / 'road diet'
  - Small walkable blocks
  - Boulevard, Hill, McDonough, Englewood
- Local serving retail
- Link open spaces
- Parking
- Internal neighborhood connectivity
- Active uses along major corridors (BeltLine, Boulevard, Englewood, Hill, McDonough)
- Respect transitions with existing SF
- Views within, adjacent, through
- Bike and trail network planning

Atlanta BeltLine

Chosewood TOD Process Ahead



- Assemble DRAFT Preferred Plan
- Refine Preferred Plan
  - Further Evaluate with Performance Indicators
  - Assess Market Support and Gaps
  - Consider Development Timing
  - Identify Sources of Funding
- Present Preferred Plan

Chosewood TOD Schedule

MARCH

- TOD Stakeholder Advisory Committee

APRIL

- Chosewood Park Neighborhood Association Meeting
- SE Study Group: Preferred Plan Presentation

What's Occurred Since 2009?

Summary of Plan Review

Atlanta City Design

- Atlanta BeltLine and area north and south of it east of Boulevard is a Corridor Growth Area
- Remainder of the Study Area is an Urban Growth Area
- Trail connections to the South River Park

Renew Atlanta

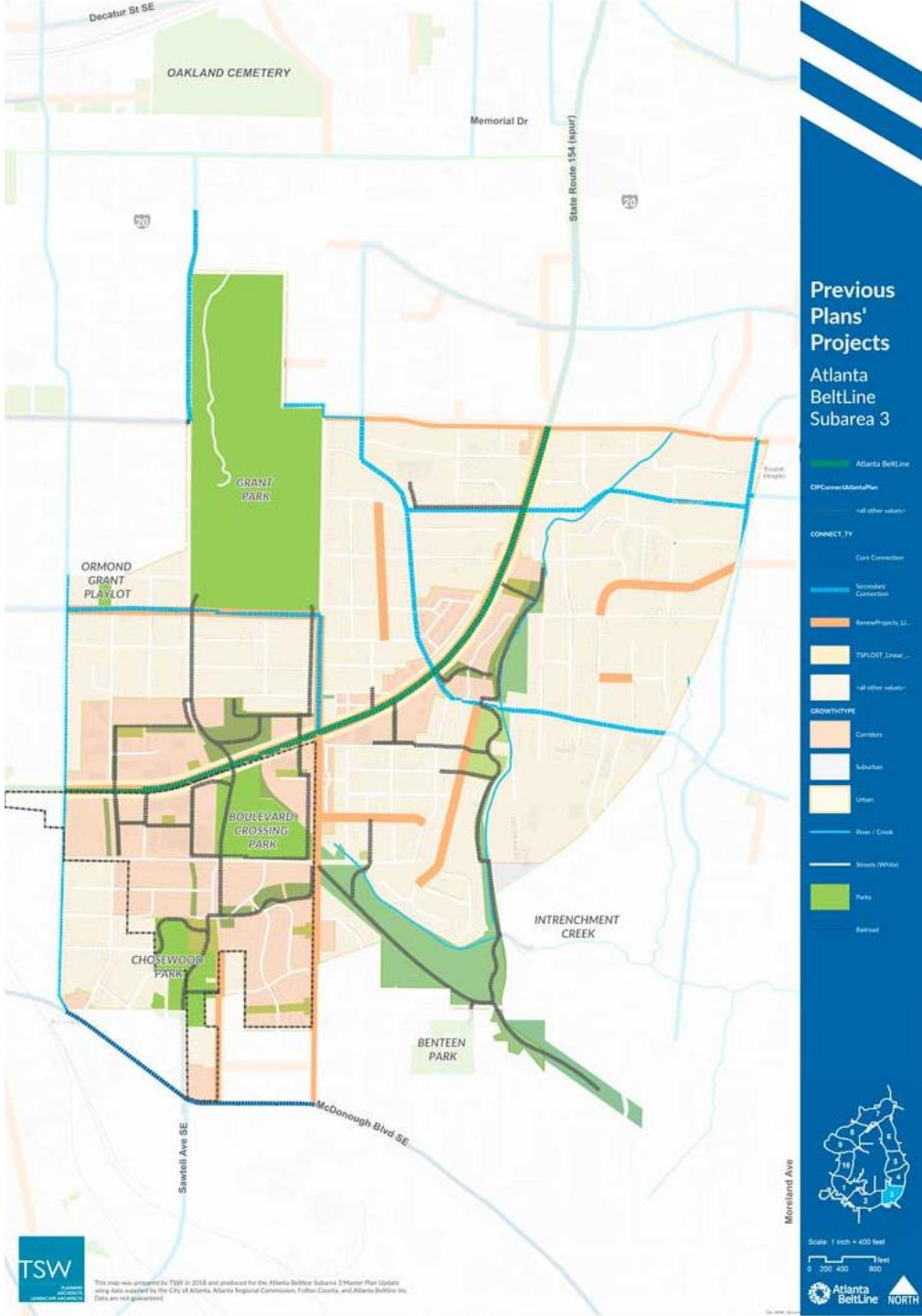
- Street maintenance (paving, multi-use trails, like the BeltLine trail)
- Grant Park Pool

Connect Atlanta

- Multiple Secondary bike connections
- Core bike connection on McDonough

TSPLOST

- ROW acquisition for the Atlanta BeltLine loop and spur trails and lighting



What's Occurred Since 2009?

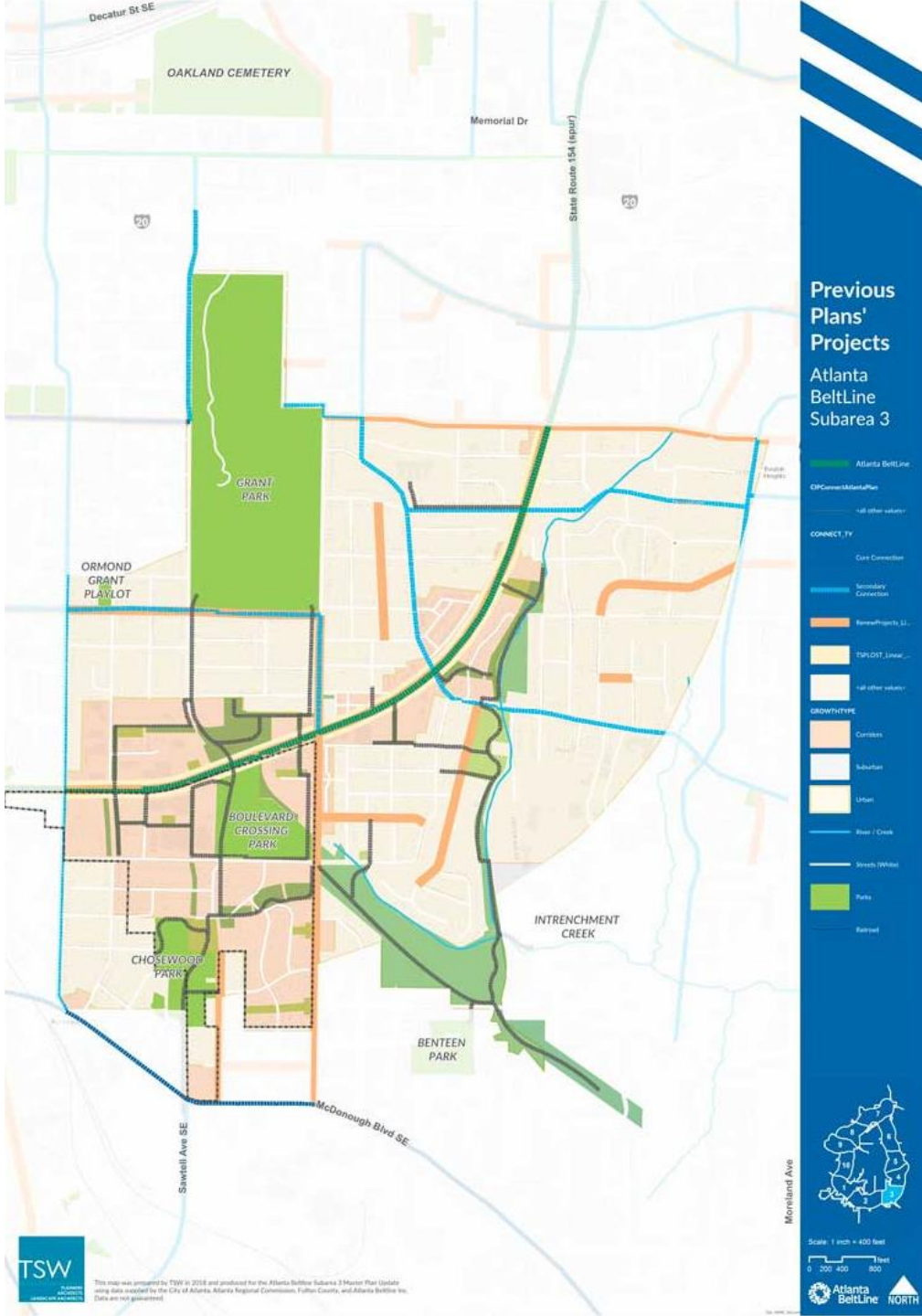
Summary of Plan Review

Southside Trail Design

- 4 miles, University Ave to Glenwood
- 60% design complete
- 18-24 month design
- ABI to return Spring 2018

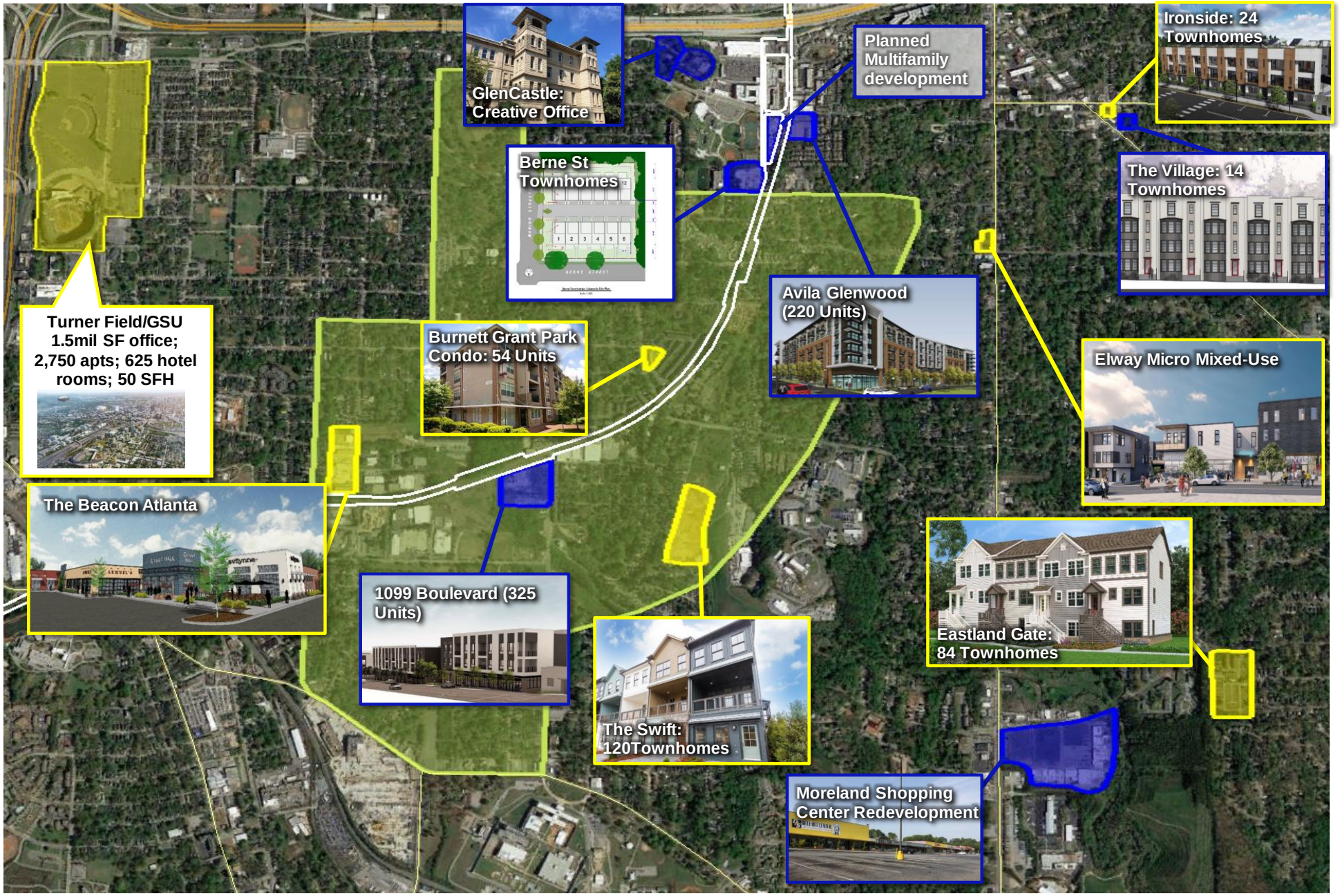
Atlanta Streetcar System Plans (SSP)

- Transit has been at the heart of the Atlanta BeltLine from the start
- SSP focused on the Atlanta BeltLine and connectivity with MARTA and the City's core
- A policy framework for 50+ miles of streetcar service



What's Occurred Since 2009?

Development Activity



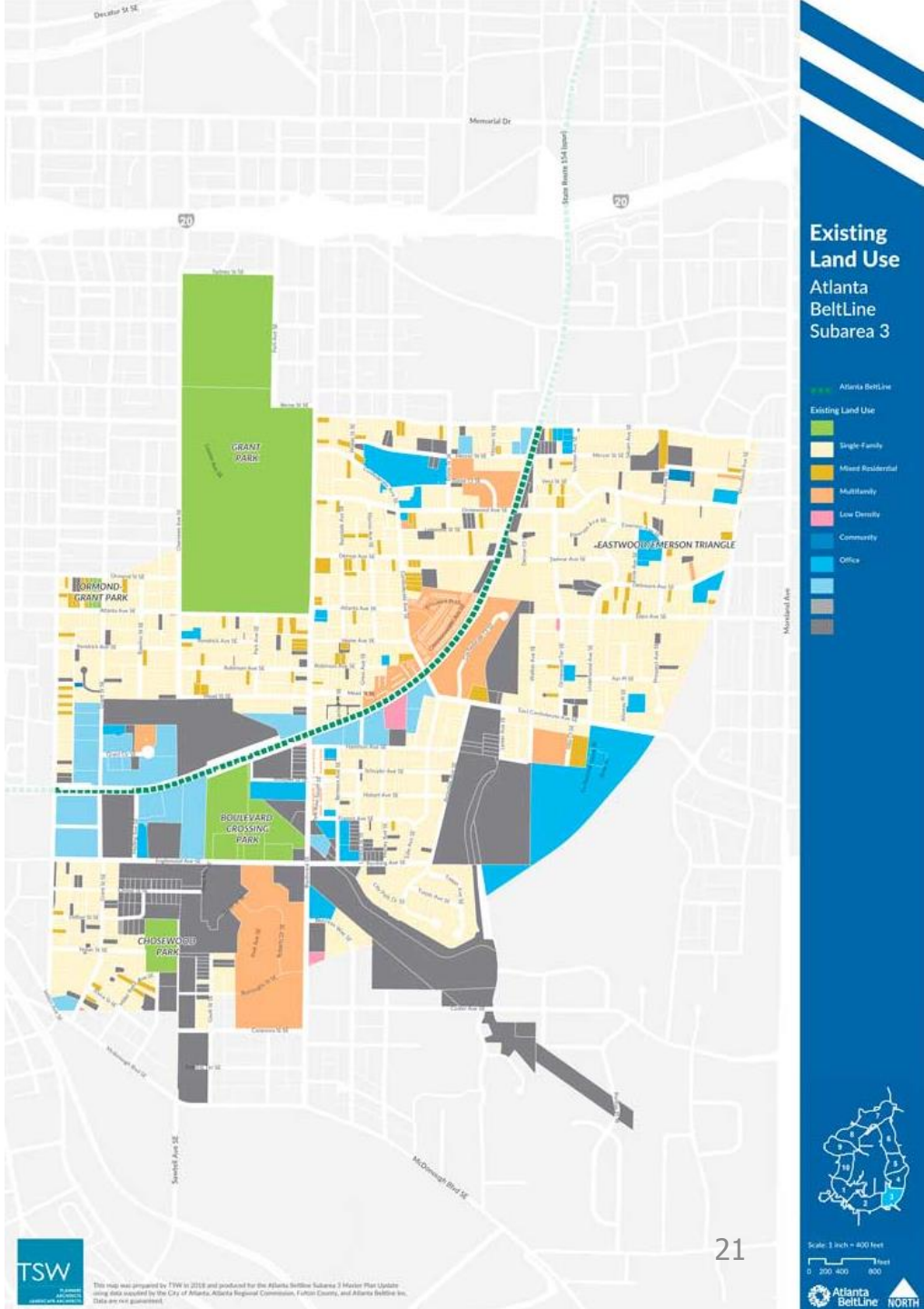
Atlanta BeltLine

What's Occurred Since 2009? Market Change

- **Population changes**
  - Approx. 2,900 households with an average household income of $82,400 (added approx. 300 households since 2010)
  - Decrease in young professional population
  - Slight decline in 55+ population
  - Sizable increase in population with a Bachelor's degree or higher
  - Majority of gains in households aged 45-64 and households making over $75k
  - Losses concentrated in households aged 15-24 and households making under $35,000
  - Majority of renters are 25-44 of varied income levels
  - Majority of homeowners are aged 25-64, making over $100k
- **Income:** overall increase in median household income from $67,700 to $82,400
- **Home prices:** increase in sale price of homes (current sale price average of $319,000 for SFD, TH, Condo combined)

Existing Conditions: **Land Use**

- Land use changes for this master plan update cannot go lower than recommended in the previous master plan
- Historic single-family residential
- Several large institutions
- Industrial uses remain along the corridor
- Several multi-family residential developments



Existing Conditions: **Mobility**

Limited

- Topographically challenging

Major corridors:

- Hill Street
- Englewood
- Boulevard
- Confederate Avenue
- McDonough Boulevard
- Cherokee Avenue

Existing Conditions: **Mobility**

Bus service

- Route 32: Bouldercrest / Georgia Aquarium
- Route 49: McDonough Boulevard
- Future transit for the area

Bike facilities on Confederate and Berne

Existing Conditions: Transportation Facilities

Signal / Crosswalk

Atlanta BeltLine

2009 Subarea 3 Master Plan Goals & Principles

- Land Use and Urban Design
- Mobility
- Public Art & Culture
- Parks & Green Space
- Housing

Boulevard Crossing Values

- Green
- Diverse
- Historic

Principles are outlined on the information boards.

Tell us during the activities session if we missed anything!

2009 Subarea 3 Master Plan
Land Use & Zoning: Previous Recommendations

- **Future Land Use Plan Updates**
  - From residential to mixed-use
  - From lower to higher density residential
  - From industrial or commercial to residential or mixed-use
- **Zoning Change:** Recommendations made to accommodate the above

2009 Subarea 3 Master Plan

Mobility - Previous Recommendations

- New Streets and Street Extensions (Street Framework Plan)
- Streetscape updates
- Proposed bike facilities
  - Bike lanes
  - Within Greenway Trails
- Intersection improvements
  - McDonough @ Hill Street
  - Boulevard @ Englewood

2009 Subarea 3 Master Plan

Green Space - Previous Recommendations

- New Parks and "Commons" in each proposed district
  - Intrenchment Creek and tributaries
  - Chosewood Park expansion
  - Smaller parks within private development
  - Grant Commons & Greenway (north of Boulevard Crossing Park)
- Greenways and Greenway Trails that connect parks and schools to each other

Existing Conditions Assessment

Boulevard Crossing Park Phase 1

21.5 acres

Boulevard Crossing Park

Phase 1

Atlanta BeltLine

2009 Subarea 3 Master Plan

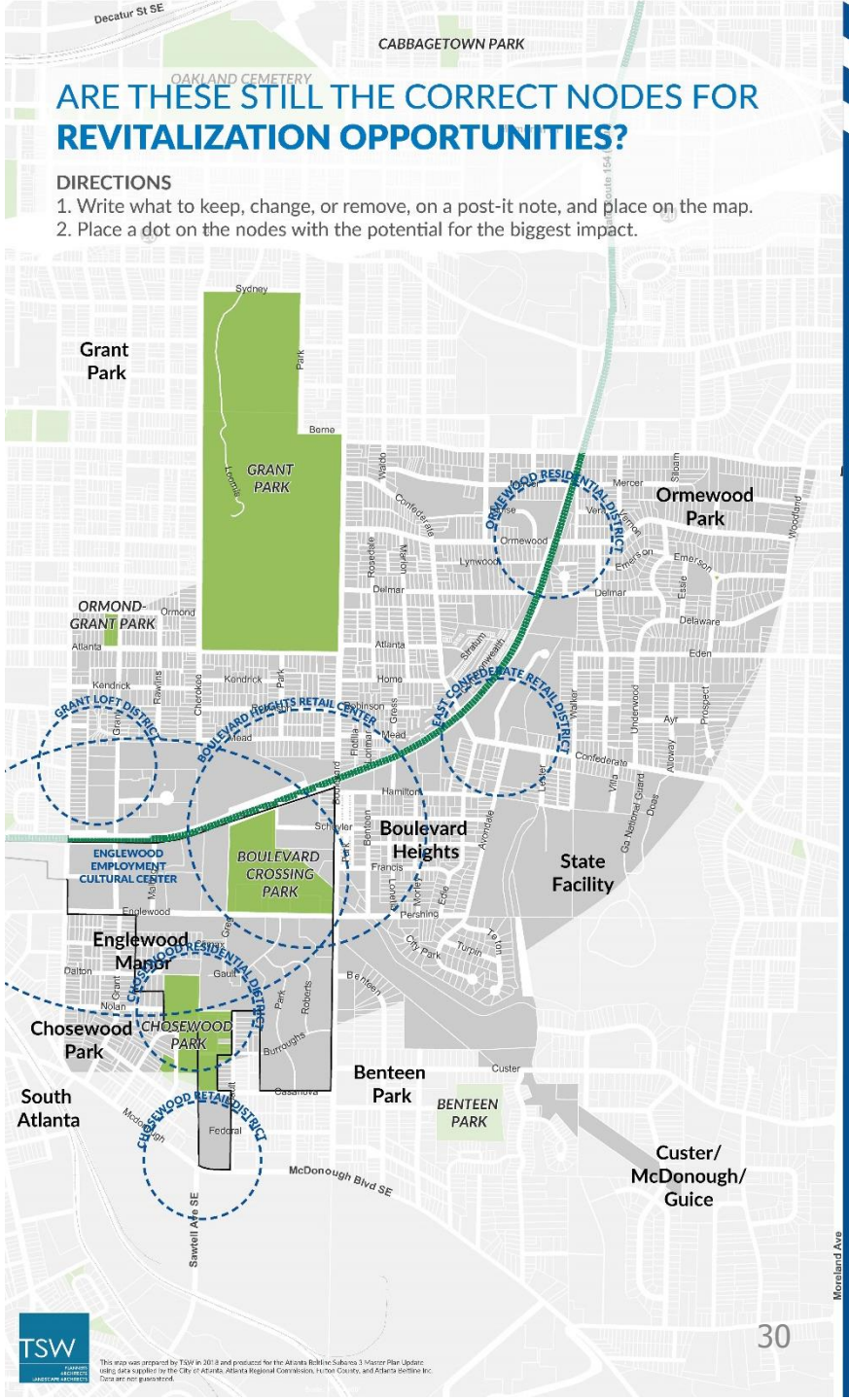
Revitalization Opportunities - Previous Recommendations

Nodes from the previous Subarea Master Plan

- Grant Loft District
- Boulevard Heights Center*
- Englewood Employment Cultural Center*
- Chosewood Retail District*
- Chosewood Residential District*
- East Confederate Retail District
- Ormewood Residential District

Are these still the correct locations for future revitalization opportunities?

*District in Chosewood TOD



Revitalization Opportunities – Preserving Historic Buildings

Confederate Avenue & Ormewood Avenue

Revitalization Opportunities – Adaptive Re-use

The Beacon

Revitalization Opportunities – New Construction (Mixed-Use)

1099 Boulevard

Revitalization Opportunities – New Construction (Housing)

Input Activities Review

Information Boards

- Existing Land Use
- Mobility

Input Activities Review

Goals and Principles:

- Review the goals and principles as established in the 2009 Subarea 3 Master Plan.
- *Have we missed anything?*

Input Activities Review

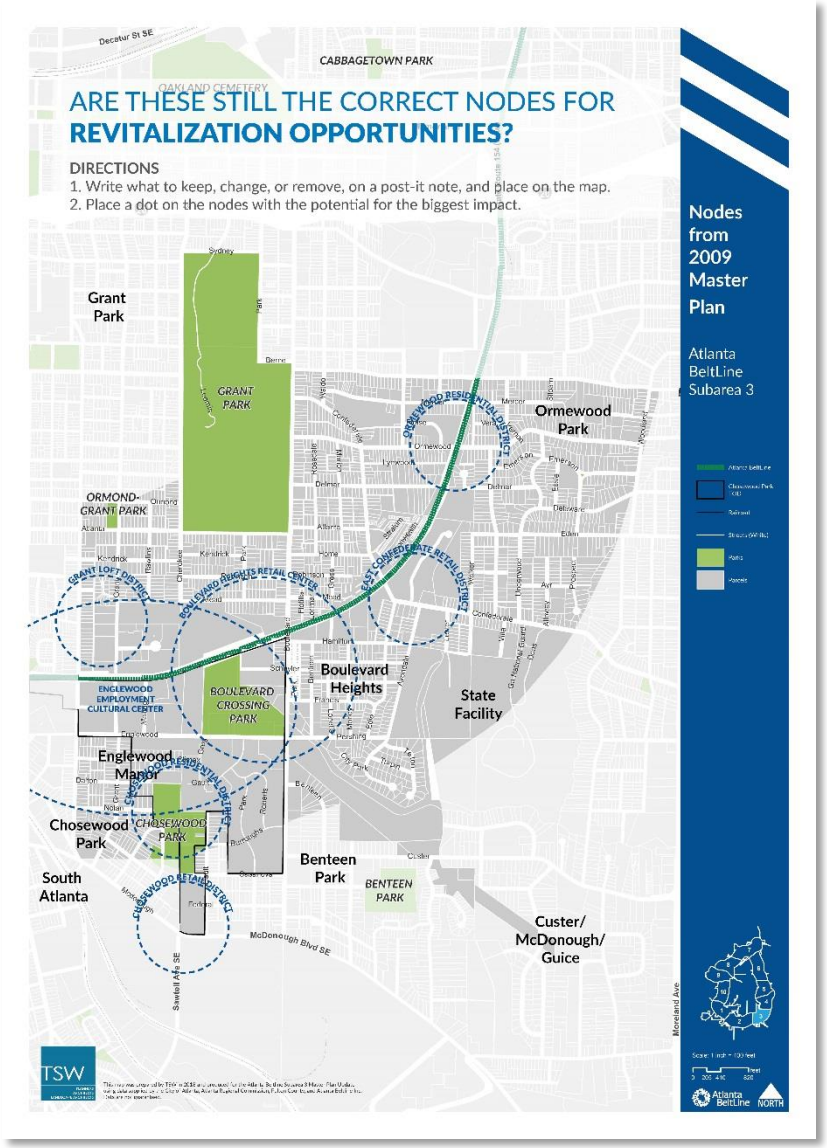
Previous Mobility and Green Space Recommendations:

- Review the map of projects and place a green (KEEP), blue (CHANGE), or red (REMOVE) dot in the corresponding column on the adjacent boards

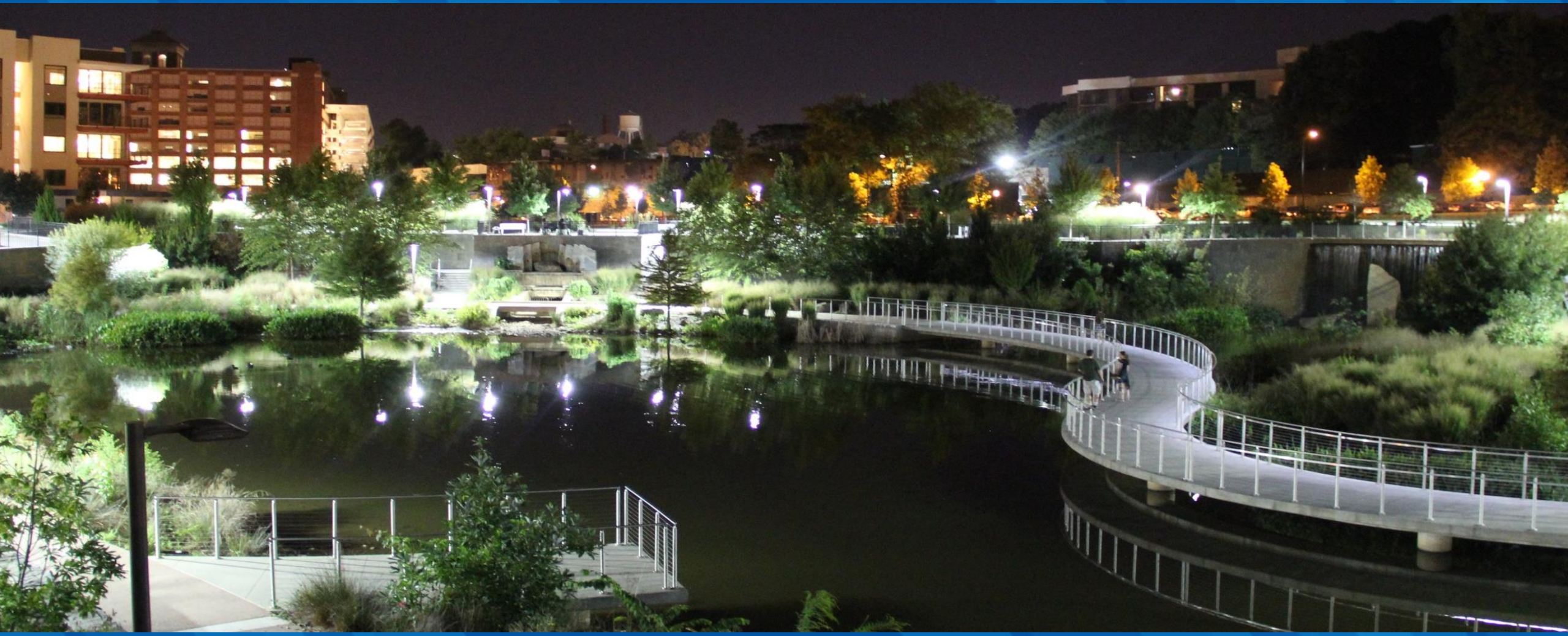
Input Activities Review

Revitalization Opportunities Map

- Are these nodes still correct?
- Identify the nodes with the potential for the biggest impact with a dot.



Questions



Thank you!