

# UNIFIED PLAN




Atlanta  
BeltLine®



“The world is watching our progress, and I am confident that we will demonstrate that the Atlanta BeltLine is the new gold standard for urban redevelopment projects.”

// The Honorable Kasim Reed, Mayor, City of Atlanta, Atlanta BeltLine, Inc.'s Quarterly Newsletter, Spring 2017



*The Lantern Parade on the Atlanta  
BeltLine Eastside Trail  
Photo Credit: Christopher T. Martin*



# TABLE OF Contents

INTRODUCTION // 4	Overview, The Unified Plan, and Previous Planning Efforts
FOUNDATIONS // 8	Sustainability, Equitable Development, Community Benefits, and Environmental Justice
CONTEXT // 18	Study Group Areas, Guiding Principles, Land Use & Design
PROJECT ELEMENTS // 38	Introduction, Transit, Streetscapes, Trails, Greenspace, Remediation, Economic Development, Affordable Housing, Jobs
PROGRAMS // 74	Historic Preservation, Public Art, Urban Agriculture
IMPLEMENTATION // 84	Community Involvement, Strategic Implementation Plan, Integrated Action Plan





Historic Fourth Ward Park  
Photo Credit: Christopher T. Martin, 2015



## ATLANTA BELTLINE OVERVIEW

# Atlanta's Ambitious Step Forward

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.

At its most fundamental level, the project is a sustainable redevelopment project that promises to transform the very fabric of Atlanta by repurposing an existing 22-mile rail corridor and nearby areas with a combination of transit, trail, park and open space, housing, art, economic development investments, and more. The Atlanta BeltLine links comprehensive land use with transit-oriented design, turning the Atlanta BeltLine corridor into a framework for long-term sustainability by:

- Offering a convenient alternative transportation choice to city residents, employees, and visitors;
- Acting as a catalyst for job creation and economic revitalization in underserved Atlanta BeltLine neighborhoods and in the city;
- Improving air quality and public health;
- Reclaiming brownfield land;
- 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;
- Reintroducing agriculture into the urban area, although it is not a mandate;

- Protecting natural resources; and
- Promoting historic preservation.

## Regional Impact & National Significance

The Atlanta BeltLine also has benefits that extend beyond the City of Atlanta and to the greater region. The project represents a new framework for the region's growth, centered on a future transit and trail network, an unprecedented expansion of park land and public spaces, and vital expansion of and connection to the regional transportation system. As a major new corridor with direct connections into the City's economic hubs of Buckhead, Midtown, and Downtown, the Atlanta BeltLine provides critical first and last mile transit, trail, and pedestrian connectivity. With links to the existing MARTA system, other transit services from outlying suburban counties, and regional trails such as Stone Mountain, PATH 400, and the Silver Comet Trails, the Atlanta BeltLine is critical for long-term transportation initiatives benefiting everyone in the metro region.

Implementing the Atlanta BeltLine and realizing these and other benefits will take time due to the project's complexity and scale. However, when completed in 2030, the Atlanta BeltLine will ultimately connect and enrich 45 intown neighborhoods and put Atlanta on a path to 21st century economic growth and sustainability. Equally important, it will become a destination unto itself that offers a chance for Atlanta to redefine what it is to be a neighbor, to be a community, to be a region, and to share in all that it has to offer.







*Rendering of the Westside Trail over Martin Luther King, Jr. Drive*



## THE ATLANTA BELTLINE UNIFIED PLAN

# A Comprehensive Narrative of the Project

Since its conception in 1999 as the master's thesis by Georgia Tech student Ryan Gravel, the Atlanta BeltLine has been guided by a series of documents that define and guide the implementation of the various elements identified above. Most notable of these is the Redevelopment Plan, a broad-based plan that established the project's goals and gave rise to numerous supplemental documents, including ten detailed and geographically-focused Subarea Master Plans. Each Subarea Master Plan was developed over several months of robust community engagement in partnership with residents and various stakeholders, to arrive at a common neighborhood Atlanta BeltLine vision for land use & design, parks and greenspace, trails, historic preservation, and streetscapes in that specific area. Meaningful community engagement continues to be an on-going essential component to implementing the Atlanta BeltLine in a manner that is both equitable and inclusive. And several policies and plans have been developed over the years to ensure that the Atlanta BeltLine is realized in that way.

Despite the success of the Redevelopment Plan at advancing the Atlanta BeltLine project, many changes have occurred since that time, and there has never been one single document that reviews, consolidates, and summarizes these documents and the evolving needs until now.

Atlanta BeltLine Inc.'s (ABI's) Unified Plan objective is to create a single plan that consolidates the intent and guiding principles from previous Atlanta BeltLine initiatives, especially the ten Subarea Master Plans. To this end, the Unified Plan is intended to serve as the macro-level comprehensive overview of the Atlanta BeltLine, while the Subarea Master Plans provide a local-level context, and other documents will provide its micro-level implementation focus.

### Previous Planning Efforts

The Unified Plan is grounded in three previous efforts: the Atlanta BeltLine Redevelopment Plan, Atlanta BeltLine policies, and the Subarea Master Plans.

The BeltLine Redevelopment Plan was adopted by the City of Atlanta to create a vision and initial plan for the Atlanta BeltLine and to establish its Tax Allocation

### *The Unified Plan in 5 parts:*

- |        |  |
|--------|--|
| Part 1 | Introduces the Atlanta BeltLine and the Unified Plan;  |
| Part 2 | Reviews the project's existing policy framework;   |
| Part 3 | Provides an overview of the Atlanta BeltLine Planning Area;  |
| Part 4 | Defines project elements and programs that apply to the entire Atlanta BeltLine Planning Area; and |
| Part 5 | Summarizes implementation via the Strategic Implementation Plan and Integrated Action Plan.        |

District (TAD). A TAD is an infrastructure funding and economic development tool that identifies an area where redevelopment costs are financed through the pledge of future incremental increases in property taxes generated by the resulting new development. The Redevelopment Plan also included initial land use recommendations within the TAD. The plan was only intended to define an overarching framework for the Atlanta BeltLine, not site-specific recommendations.

Following completion of the Redevelopment Plan, Invest Atlanta began to prepare a Five Year Work Plan to guide funding and implementation. At this time, Invest Atlanta also prepared critical policies to provide further guidance in certain areas. Over the next several years, this resulted in the creation of specific, City-adopted policies to ensure equity in community benefits as the Atlanta BeltLine is implemented, and the establishment of environmental justice practices by the Board of Atlanta BeltLine, Inc.

ABI also prepared Subarea Master Plans to further refine the vision established by the Atlanta BeltLine Redevelopment Plan. This effort divided 15,000 acres within approximately one-half mile of the Atlanta BeltLine corridor, known as the Atlanta BeltLine Planning Area, into ten geographic subareas. Within each subarea, ABI and the City of Atlanta worked with consultants and community members to prepare detailed plans 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's), and ultimately approved by the Atlanta City Council.



## SUSTAINABILITY

## On the Path to a Greener Future

The Atlanta Beltline is committed to prioritizing people and being a global beacon for equitable development and inclusive growth.

*Brian McGowan // President & CEO, Atlanta BeltLine, Inc.*

By its very nature, the Atlanta BeltLine is about creating a more sustainable Atlanta, where the needs of the present are met without compromising the ability of future generations to meet their own needs. Through its vision of reusing a former rail corridor and nearby sites, creating non-motorized transportation options, expanding parks and open space, providing affordable housing, creating last-mile transit choices, promoting transit-oriented development (TOD), and generating economic opportunity, the project incorporates a broad concept of environmental, social, and economic sustainability. Sustainability as a best management practice is infused into all of the project components and is vital to the planning, design and construction phases.

At the core of sustainability for the Atlanta BeltLine is the remediation of approximately 1,100 acres of brownfields around the 22-mile former freight rail corridor. A brownfield is a property, the expansion, redevelopment or reuse of which may be complicated by the presence or potential presence of hazardous substances, pollutants, or containments, as defined by the Environmental Protection Agency. The removal and remediation of such land not only postures it for future redevelopment, but it helps promote public health, environmental health, social equity, and increases economic development outcomes.

### Sustainability & Public Health

As the project is implemented, opportunities to incorporate physical activity into Atlantans' daily routines will expand with the addition of transit, trails, parks, bicycle facilities, and walkable land use patterns.



2016 Earth Day event on the interim  
northeast hiking trail  
Photo credit: Christopher T. Martin



These initiatives can also positively impact air quality, mental health, and can improve the access to healthy foods. These and other outcomes will strongly align with the Atlanta BeltLine's intentionally broad meaning of "sustainability" and will provide long-lasting benefits to the entire city.

### ***Sustainability & the Environment***

The implementation of alternative modes of transportation options and transit will help to reduce air pollutants, improve air quality, and save energy. TOD land uses and development patterns help to reduce household driving, thereby lowering regional congestion, air pollution, and greenhouse gas emissions. This promotes walkable communities that create healthier and more active lifestyles, and increases transit ridership. Finally, the creation of new and enhanced park space helps to create a green infrastructure network that promotes natural systems and resiliency, public health, human connections, good community planning, public arts and cultural programs, and public safety.

### ***Sustainability & Social Equity***

Providing a major public infrastructure project like the Atlanta BeltLine in communities that have experienced disinvestment helps to elevate the livability, economy, and vibrancy, not only of that specific area, but of the entire city. It's important that all 45 communities benefit from the project. The Atlanta BeltLine works to provide equity in the area of access with respect to greenspace, trails, transit, programming, jobs and affordable work-force housing.

### ***Sustainability & Economic Development***

Expanding economic opportunity for all Atlantans is critical to creating a community that is truly sustainable. The Atlanta BeltLine's economic development initiatives seek to provide jobs and services that serve both current and future residents and employers. To achieve this, these activities should be enduring and fiscally responsible, environmentally just, ecologically responsible, transit-oriented, and with a myriad of industries that appeal to a diverse, skilled workforce.



Mausiki Scales and the Common Ground Collective  
Photo credit: Christopher T. Martin

### ***What's Sustainability?***

The Sustainability Action Plan defines sustainability as "Identifying and implementing solutions to Atlanta's environmental, economic, and social challenges." ABI pursues sustainable outcomes via its people and workplace, internal processes, and program of projects.



### ***Take a Look!***

For more information about these efforts, read the *Sustainability Action Plan*.

[beltline.org/Plans/SustainabilityActionPlan](http://beltline.org/Plans/SustainabilityActionPlan)



## EQUITABLE DEVELOPMENT

# Connecting Communities with Opportunity

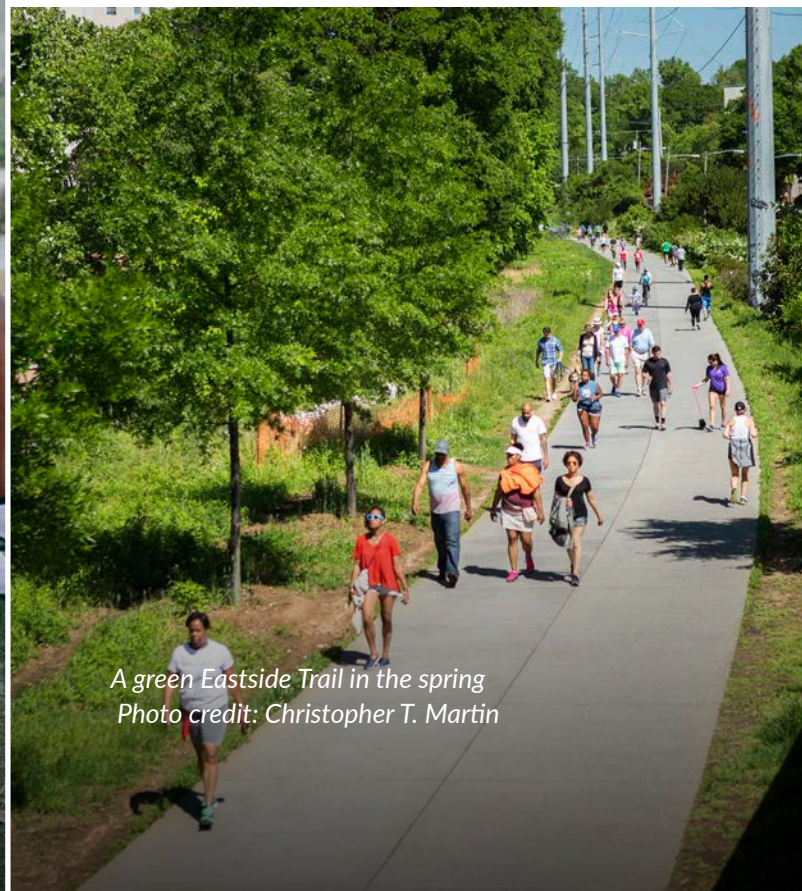
The Atlanta BeltLine has the potential to physically connect the city's neighborhoods, and to break down longstanding economic and cultural barriers. To ensure this all happens, the Atlanta City Council, as part of the legislation approving the first bond issuance for the Atlanta BeltLine TAD, required that ABI and the Tax Allocation District Advisory Committee (TADAC) work together to produce an Equitable Development Plan (EDP) assessing potential impacts of various funding decisions.

### Key areas of implementing equity via the EDP include:

- **Developing and planning core Atlanta BeltLine amenities** in a way that creates a more livable and geographically balanced Atlanta.
- **Recruiting economic development** in a way that creates business and job opportunities.
- **Minimizing displacement and leveraging economic opportunity** in a way that stabilizes neighborhoods.
- **Incorporating and encouraging community voice** in project implementation.
- **Preserving and enhancing the historic and cultural character of neighborhoods.**
- **Leveraging existing neighborhood assets** (economic, social, and environmental) in ways that encourage community connectivity, competitiveness and sustainability.



Historic Fourth Ward Park draws a crowd for Art on the Atlanta BeltLine  
Photo credit: The Sintoses



A green Eastside Trail in the spring  
Photo credit: Christopher T. Martin

## Equity Guiding Principles

The EDP centers on four guiding principles of equitable development, as outlined by the national social justice think tank Policylink.

- Integration of people & place strategies
- Reduction of local & regional disparities
- Promotion of triple bottom line investments
- Inclusion of meaningful community voice, participation, leadership, and ownership

### What's Equity?

"Equity" in this context expands beyond equal treatment to focus on effectively meeting the needs of the diverse groups of individuals and communities that share the Atlanta BeltLine, enabling all areas to experience healthy growth.



### Take a Look!

For more information about these efforts, read the *Equitable Development Plan* and *2006-2010 5 Year Work Plan*.

[beltline.org/Plans/5YearWorkPlan](http://beltline.org/Plans/5YearWorkPlan)



## Integration of People & Place Strategies

Successfully creating a vibrant sense of place requires that the newly created environment positively benefits the people living there, including both existing and new residents.

During project implementation, the Atlanta BeltLine strives to:

- Provide growth and capacity building opportunities to existing residents;
- Prevent disruption of existing communities; and
- Ensure that the residents are connected to and invested in the place where they live, both financially and culturally.

ABI is committed to making a strong positive impact on people and place as follows:

- Enhance quality of life through Atlanta BeltLine projects;
- Create long term job opportunities for existing and new residents;
- Preserve existing single family neighborhoods;
- Minimize displacement;
- Preserve culturally and historically significant resources; and
- Develop and support small, local businesses.

## Reduction of Local & Regional Disparities

Geographic balance is one of the fundamental principles guiding Atlanta BeltLine planning and development. From a regional perspective, the project is expected to reduce disparities by redirecting a substantial portion of the region's housing and job growth from the suburbs into the Atlanta BeltLine Planning Area. Within the City of Atlanta, it also seeks to improve the geographic balance of growth based on a thoughtful strategy for equitable investment that addresses the needs of each community, and provides the impetus for the kind of economic development that will add vitality and strength to underinvested areas.

Strategies related to positively impacting local and regional disparities are as follows:

- Achieve geographic balance by implementing the 2006-2010 5 Year Work Plan;
- Overcome obstacles to growth and development in underinvested areas;
- Stimulate inclusive growth and development in underinvested areas;
- Create access to affordable workforce housing in all areas;
- Promote opportunities for needed retail and other services to underserved areas;
- Advance transit in all areas along the Atlanta BeltLine to provide enhanced affordable transit access to services and jobs; and
- Prioritize public funding allocation to achieve and preserve diverse housing options along the Atlanta BeltLine measured over time against the 5 Year Work Plan timeline.





## Promotion of Triple Bottom Line Investments

The Triple Bottom Line is a progressive business model emphasizing the traditional economic and financial objectives, while also placing emphasis on achievement of a social mission, combined with the achievement of sustainable development. The profit motive has not been abandoned; success is viewed from a three-legged perspective based on the company's income statement, impact on the environmental resources, as well as the broader social policies.

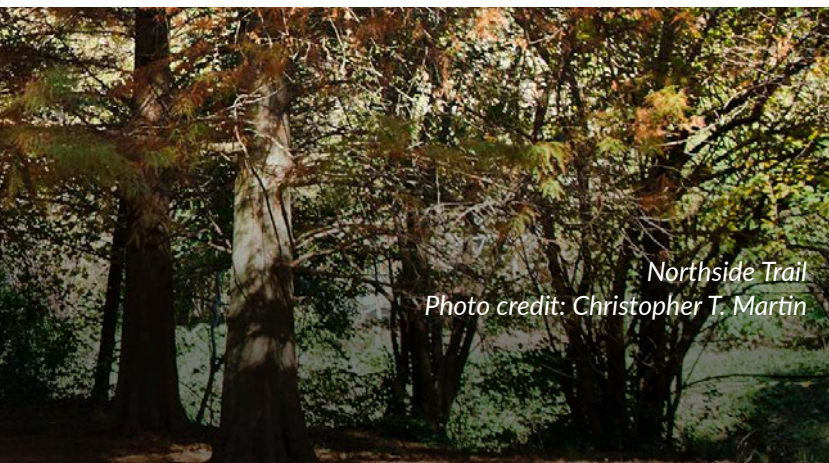
The Triple Bottom Line supports equitable development by bringing the public and private sectors together to achieve physical improvements in the city's public infrastructure and private economic base, improve and protect the environment, and strengthen the social fabric of the surrounding communities. As part of this, the private sector will support the public components of the Atlanta BeltLine by providing easements, greenspace contributions, new street grids and sidewalks, etc. In addition, private sector investment that receives TAD funding is accompanied by additional public benefits in the form of prevailing wages for workers; "first source" hiring for residents in impacted low-income neighborhoods; apprenticeship programs; support of local, small businesses, etc.

## Inclusion of Meaningful Community Voice, Participation, Leadership, & Ownership

From the Atlanta BeltLine's beginnings, a major emphasis has been placed on community involvement. Early grassroots supporters helped shape legislation adopted by City Council, creating the Atlanta BeltLine's Community Engagement Framework (CEF). This framework is designed to provide opportunities for active input and ensure that the Atlanta BeltLine will reflect the needs and desires of the communities.

The following objectives help to foster meaningful engagement and leadership:

- Verify all components of the CEF are fully instituted and structured to function effectively in an ongoing manner, thus ensuring the community's voice is heard and incorporated into future Atlanta BeltLine strategies.
- When appropriate, provide additional, more focused opportunities to raise community capacity and education, enabling more active participation and more detailed discussion and input through the following:
  1. Citywide Conversations
  2. Citywide Open Houses
  3. Office Hours—where specific groups can come to ABI's offices to ask questions and provide input related to specific plans, topics, etc.
  4. Strategy Teams
  5. Stakeholder Interviews
  6. Study Groups
  7. Quarterly Briefings
- Continue an active commitment to strive for a productive partnership with stakeholder advisory groups, TADAC, and BeltLine Affordable Housing Advisory Board (BAHAB), fostering a transparent process of open dialogue and information sharing. BAHAB's responsibilities include:
  - a. Making recommendations to Invest Atlanta and the City on goals and policies for the use of BeltLine Affordable Housing Trust Fund (BAHTF) dollars;
  - b. Monitoring the location and availability of affordable housing throughout the Atlanta BeltLine; and
  - c. Coordinating the activities of BAHAB with other affordable housing throughout the Atlanta BeltLine.
  - d. Develop strong, trusting relationships with community leadership in all geographic areas to create a healthy channel for direct input and feedback related to challenges and opportunities, for improvements in the community engagement process, and for ways in which the community can share more ownership of the project.



Northside Trail  
Photo credit: Christopher T. Martin



## COMMUNITY BENEFITS

# A Community Toolkit for New and Better Outcomes



Bamboo Trimming on the Northeast Trail for Earth Day 2015  
Photo credit: Christopher T. Martin



The Atlanta Streetcar's downtown loop made its debut in December 2014  
Photo credit: City of Atlanta

Private development spurred by the Atlanta BeltLine could have many direct and indirect impacts on nearby communities. In order to encourage, influence, and support the provision of positive impacts, the Community Benefits Guiding Policy was developed with input from TADAC, the community, and developers, before adoption by the Atlanta City Council in 2010.

The guiding principles, coupled with other implementation tools, will ensure that these principles work, when supported and championed by communities through the rezoning and special administrative process route.

## Community Benefits Guiding Principles

The Community Benefits guiding principles are as follows:

### Mixed-Income Housing

Housing within the TAD should be mixed-income and built with the highest standards for quality and sustainability. LEED, Earth Craft and Energy Star certification is desirable whenever possible. A certain number of units should be ADA accessible.

### Transportation Infrastructure

Encourage alternatives to surface parking such as shared parking decks, hidden decks, and multi-storied decks above and below ground. Provide bicycle racks in all new developments and facilitate pedestrian movement through improved streetscapes, intersections, and trails.

### Transportation & Connectivity

All development should be pedestrian-friendly and accommodating to all modes of alternative transportation such as bikes, roller blades, and wheelchairs. Every effort should be made to extend and connect each new development to the Atlanta BeltLine's public realm, with emphasis on this alternative transportation model. Encourage private developments to engage with each other to better connect neighboring communities.



### Green Space & Environmental Sustainability

All efforts should be made to preserve existing green space and increase the quantity and quality of Atlanta BeltLine parks. Specific guidelines and practices should be developed to utilize Atlanta's citywide infrastructure of streams and creeks, incorporating them into new developments as green space amenities. (For generations, these assets have been ignored and exploited as dumping grounds.)

### Public Safety

Provide pedestrian and other lighting to promote safety, while preserving the night sky by directing night lighting downward. Whenever possible, incorporate public safety services into any development such as police mini-precincts and allow for designated police parking with the precinct. Encourage planning of all new developments to incorporate Crime Prevention through Environmental Design principles (CPTED).

### Neighborhood, Civic Life, & Public Gathering Places

Whenever possible, encourage developments of a particular size and type to provide public gathering places, large and small, and make meeting space available to neighborhood and civic organizations. Priority should be given to adaptive reuse of existing structures already identified as having historic merit.

### Technology

In an effort to bridge the digital divide, access to current technology should be encouraged in new multi-family residential developments such as high-speed internet, Wi-Fi access, and other technological advancements as they become prevalent over time.

### Appearance & Utilities

All development should be encouraged to bury utilities underground and facilitate additional beautification measures throughout the Atlanta BeltLine corridor with an emphasis on litter control and removal.



*Neighbors turn out for fun and games at the Washington Park Jamboree  
Photo credit: John Becker*



*The Atlanta Fire-Rescue added first responders to the Atlanta BeltLine's safety patrol  
Photo credit: Christopher T. Martin*



## ENVIRONMENTAL JUSTICE

# Responsible Development

ABI is committed to the fair treatment of people of all races, ages, cultures, and incomes, and that they shall all be fully considered during ABI's planning, decision making, development, and implementation of programs, policies, and activities, and projects. As a testimony to this, ABI prepared an Environmental Justice Policy, which was adopted by its Board of Directors in 2012. The intent of this policy is to ensure that people, regardless of race, age, culture, or income, are duly informed about opportunities to participate in the development and implementation of ABI programs, policies, activities, and projects and that they are not treated unfairly, or caused to experience disproportionately high and adverse human health or environmental effects. ABI is committed to incorporating environmental justice in all its processes, decision making, and programs by making reasonable efforts to:

- **Identify and strategically engage the public** via the Community Engagement Framework (i.e. study groups, task forces, etc.) as appropriate, to foster communication and collaboration prior to taking actions that have an impact on the environment, environmental laws, or policies;
- **Distribute public information** to educate, provide awareness, and encourage participation in the public process within the Community Engagement Framework;
- **Generate public documents and notices relating to environmental issues** that may have an impact on human health, as determined by the United States Environmental Protection Agency, that are concise, understandable, and readily accessible to the public;
- **Work in conjunction with federal, state, regional, and local agencies**, including the United States Environmental Protection Agency, Georgia Environmental Protection Division, other state agencies, Fulton County, and the City of Atlanta to identify and minimize disproportionate impacts on relevant populations;
- **Provide appropriate training to staff** on environmental justice issues, and conduct an internal environmental justice pre-project analysis and post-project internal evaluation;
- **Integrate environmental justice into all Atlanta BeltLine programs** (e.g. community benefits, equitable development and the Atlanta BeltLine first source jobs hiring policy); and
- **Properly document the process** to demonstrate ABI's response to issues and concerns raised by the community promptly and effectively.



### Take a Look!

For more information about these efforts, read *Environmental Justice Policy*.

[beltline.org/Plans/EnvironmentalJusticePolicy](http://beltline.org/Plans/EnvironmentalJusticePolicy)



Quarterly Briefing meetings provide updates to the broader Atlanta community  
Photo credit: Christopher T. Martin

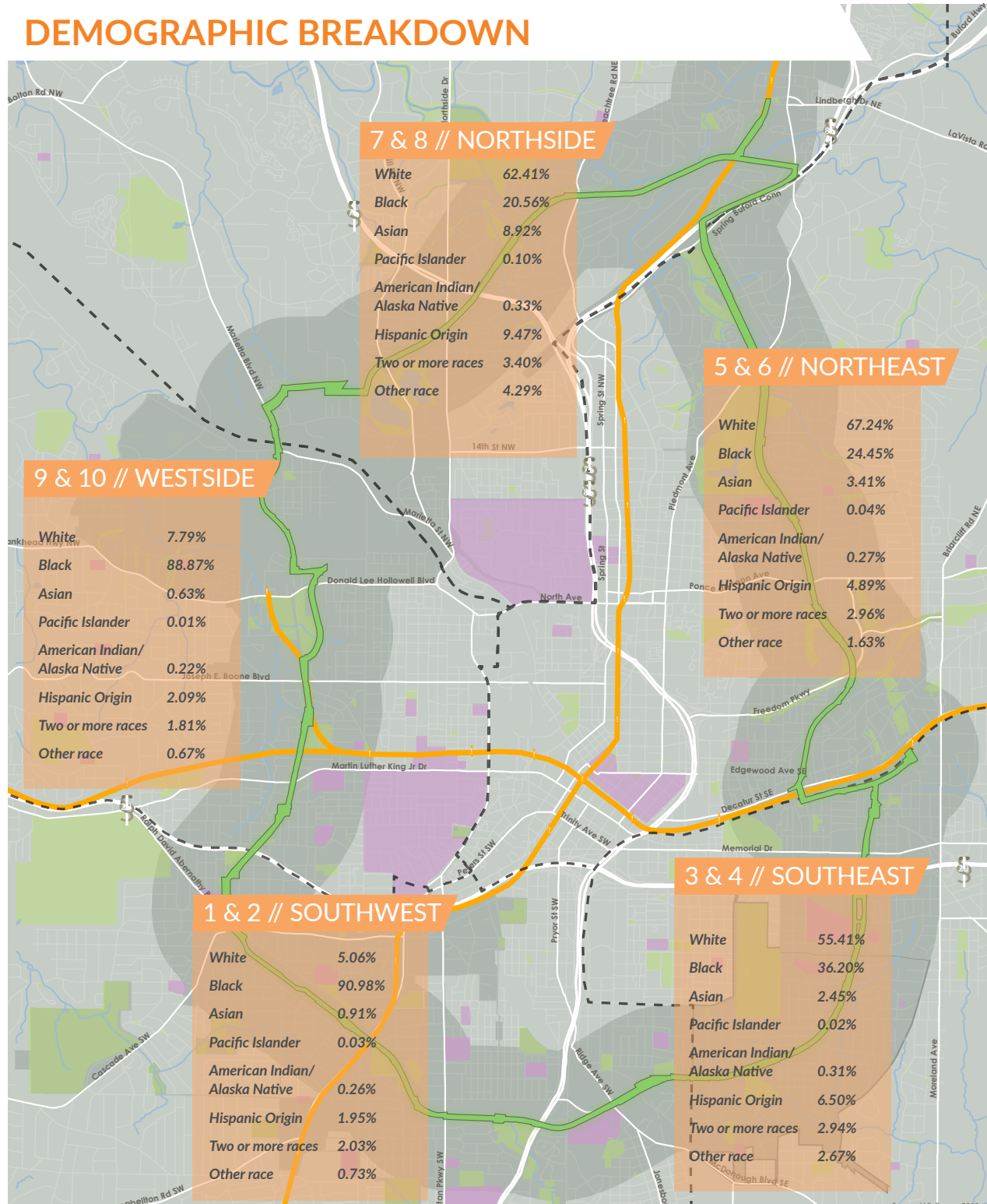




*ABI engages the community through meetings on a variety of topics.*



## DEMOGRAPHIC BREAKDOWN



Atlanta BeltLine Corridor  
 Atlanta BeltLine Study Area  
 MARTA Rail

Schools  
 Study Group Boundary





## STUDY GROUP AREAS

## Community Planning in a Local Context

The Atlanta BeltLine corridor's 22-mile loop and surrounding Planning Area pass through a diverse mix of neighborhoods. As noted in Part 1, this large Planning Area has been divided into ten subareas and five study group areas. The subareas are the basis for the Subarea Master Plans, while the study group areas are primarily for community outreach. For the purpose of this Unified Plan, which is intentionally more general than the Subarea Master Plans, study group areas have been used. This section describes each, and provides key demographic data.

**1 & 2  
SUBAREAS****Southwest Study Group Area  
I-75/85 to I-20 along the  
Atlanta BeltLine corridor**

This study group includes Gordon White Park, Enota Park, Rose Circle Park, Westview Cemetery, and D. H. Stanton Park, Four Corners Park. It includes the West End MARTA station, and the potential redevelopment sites include the Annie E. Case Foundation site on University Avenue, and the Murphy Crossing site at Murphy Avenue. Schools in this study group area include: Elementary—Finch, Dunbar, Slater and D.H. Stanton; Charter—KIPP STRIVE Primary, and KIPP STRIVE; Middle—Brown and Sylvan; and Carver High School.

*Neighborhoods: West End, West View, Adair Park, Capitol View Manor, High Point Estates, Oakland City, Mechanicsville, Peoplestown, Pittsburgh, Sylvan Hills, and The Villages at Carver*

**3 & 4  
SUBAREAS****Southeast Study Group Area  
Inman Park/Reynoldstown MARTA  
station to I-75/85**

This study group includes Boulevard Crossing Park, Grant Park, Zoo Atlanta, Cyclorama and Oakland Cemetery. The schools in this study group area include: Parkside Elementary, Atlanta Neighborhood Charter, and Maynard Jackson High School.

*Neighborhoods: Beulah Heights, Boulevard Heights, Chosewood Park, Englewood Manor, Grant Park, Ormewood Park, Cabbagetown, Glenwood Park, and Reynoldstown*

**5 & 6  
SUBAREAS****Northeast Study Group Area  
I-85 to the Inman Park/  
Reynoldstown MARTA station**

This study group includes the Martin Luther King Jr.'s birth place and Center, the Jimmy Carter Library and Museum, the Historic Fourth Ward Park and Skate Park, and Piedmont Park. It is also home to Ponce City Market, a mixed-use development and major historic preservation project. Inman Park-Reynoldstown MARTA station is located here. The schools in this

study group include Hope-Hill Elementary School, Inman Middle School, and Grady High School.

*Neighborhoods: Sweet Auburn, Inman Park, Old Fourth Ward, Poncey-Highland, Ansley Park, Midtown, Morningside, Piedmont Heights, Sherwood Forest, and Virginia Highland*

**7 & 8  
SUBAREAS****Northside Study Group Area  
West Marietta Street to I-85**

This study group includes Tanyard Creek Park, Bobby Jones Golf Course, and Piedmont Hospital. Activity centers like Lindbergh City Center and MARTA transit, West Midtown and Atlantic Station activity are also located here. This study group includes Rivers Elementary School.

*Neighborhoods: Ardmore, Brookwood, Brookwood Hills, Buckhead, Collier Hills, Lindbergh/Lindbergh City Center, Lindridge/Martin Manor, Peachtree Hills, Atlantic Station, Berkeley Park, Blandtown, Channing Valley, Home Park, and Loring Heights*

**9 & 10  
SUBAREAS****Westside Study Group Area  
I-20 to West Marietta Street**

This study group includes Washington Park, Washington Park Tennis Center, Maddox Park, and the Future Westside Reservoir Park. This subarea is in close proximity to the Atlanta University Center, the Georgia Institute of Technology, and the Bankhead MARTA station. The schools in this study group include: Elementary Schools—M. Agnes Jones; Charter—KIPP WAYS and KIPP PRIMARY, and Washington High School.

*Neighborhoods: Grove Park, Howell Station, Knight Park, Marietta Street Artery, Rockdale, Ashview Heights, Bankhead, Hunter Hills, Just Us, Mozley Park, and Washington Park*

*More information on the locations of these study groups areas and associated demographic and economic data are summarized on the following pages.*

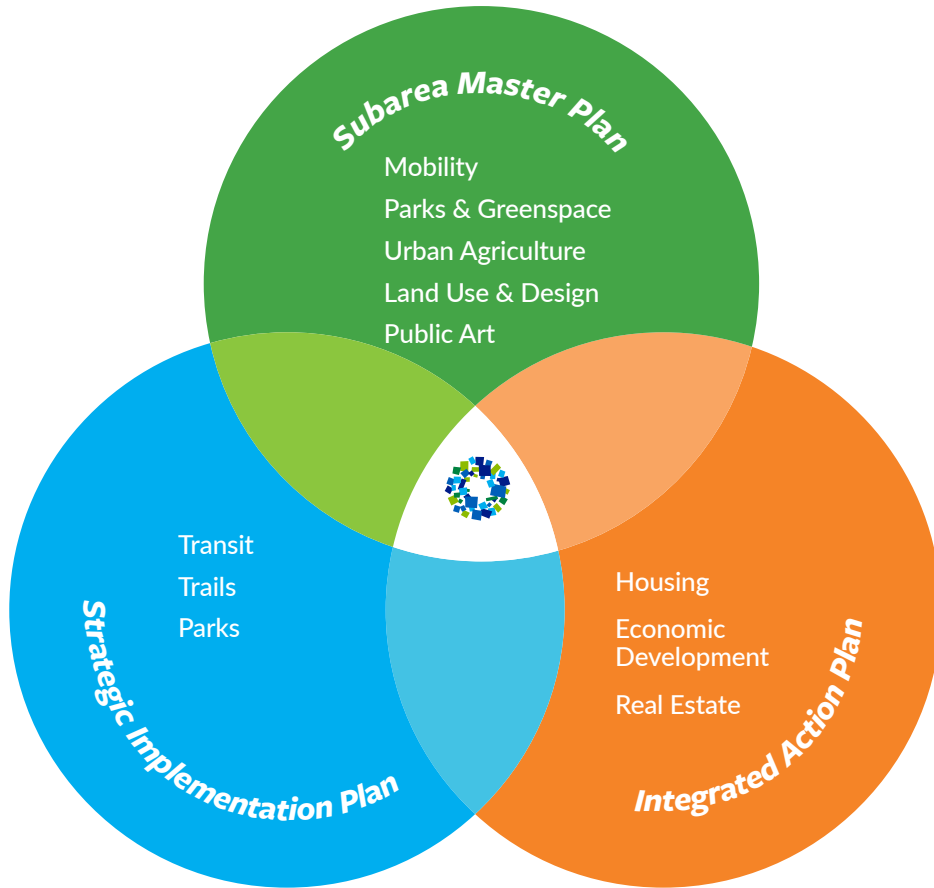


## GUIDING PRINCIPLES

# Fundamental Tenets of the Plan

Every aspect of the project is subject to a set of guiding principles that represent a synthesis of common themes, ensure proper techniques, and follow broader concepts of environmental, social, and

economic stability. These guiding principles were outlined primarily in the Subarea Master Plans, though some were created through the Strategic Implementation Plan (SIP) or Integrated Action Plan (IAP).



### Take a Look!

This chapter summarizes and refers to multiple plans. For more reading, see links below:

[beltline.org/Plans/RedevelopmentPlan](https://beltline.org/Plans/RedevelopmentPlan)

[beltline.org/Plans/FiveYearWorkPlan](https://beltline.org/Plans/FiveYearWorkPlan)

[beltline.org/Plans/SubareaMasterPlans](https://beltline.org/Plans/SubareaMasterPlans)

[beltline.org/Plans/TheAtlantaBeltLineOverlay](https://beltline.org/Plans/TheAtlantaBeltLineOverlay)

[beltline.org/Plans/2030StrategicImplementationPlan](https://beltline.org/Plans/2030StrategicImplementationPlan)

[beltline.org/Plans/SustainabilityActionPlan](https://beltline.org/Plans/SustainabilityActionPlan)

[beltline.org/Plans/IntegratedActionPlan](https://beltline.org/Plans/IntegratedActionPlan)

[beltline.org/Plans/AtlantaStreetcarSystemPlan](https://beltline.org/Plans/AtlantaStreetcarSystemPlan)

[atlantaga.gov/ConnectAtlanta](https://atlantaga.gov/ConnectAtlanta)

[cycleatlanta.org](https://cycleatlanta.org)



## Subarea Master Plans

The primary policy tools for guiding the land use/transportation relationship along the Atlanta BeltLine are the Atlanta BeltLine Subarea Master Plans. The community-based plans coordinate land use, transportation, parks, 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 Subarea Master Plans were prepared between 2008 and 2011 under very dynamic market conditions. Given this, it is important to note that Subarea Master Plans are intended to be adaptable documents as the Atlanta BeltLine is implemented between now and 2030. They should be updated every 5 to 7 years in response to changing community needs, market conditions, and implementation considerations to

further the Atlanta BeltLine vision. In most cases, these plan updates will usually result in minor adjustments, rather than wholesale changes.

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

### TOD Principles

Transit oriented development (TOD) focuses land uses around a transit station or corridor. Typically, it is characterized by:

- A mix of uses, especially closest to the station
- Moderate to high density, which should transition to match surrounding densities at its edges
- Pedestrian orientation and connectivity to the transit station and nearby areas
- Transportation choices, such as bicycle facilities, bus and rail transit, or car-sharing
- Reduced or no off-street parking, and parking facilities that are shared by different uses
- High-quality design that creates interesting and engaging places to walk

*Typically, TOD occurs within one-quarter to one-half mile of a transit station, depending on the scale of the specific TOD, the surrounding context, and accessibility.*





*A rendering of transit at Highland Avenue on the Eastside Trail*

## TRANSIT

- **Project Readiness.** This principle considers a project's likelihood to be implemented in a relatively short timeframe.
- **Practicality / Ridership.** This principle considers a project's effectiveness, measured in terms of population and employment served and its ability to generate ridership. Combined with financial considerations, practicality also considers the cost effectiveness of a project.
- **Equity.** This principle considers a project's benefit to residents with special relevance to economically disadvantaged populations.
- **Development Impact.** This principle considers a project's potential ability to attract real estate development within the corridor.
- **Financial Options.** This principle considers a project's ability to attract local, private, and federal funding. Cost effectiveness and the ability to attract local investment are components of this principle.









## LAND USE & DESIGN

- **Establish Transit Oriented Development (TOD) along the Atlanta BeltLine.** Using TOD principles around existing MARTA bus and rail stops, as applicable, future streetcar stations and the Atlanta BeltLine corridor will support transit and accommodate growth at moderate to high densities, transitioning to existing single-family and low-rise residential areas. These principles, along with the Atlanta BeltLine's transit-friendly economic development, mobility, and housing elements, will create development patterns that can support Atlanta BeltLine transit when it arrives.
- **Create a mix of uses along the Atlanta BeltLine.** Placing different uses near one another promotes vitality and sustainability by encouraging transportation alternatives to driving. The exact mix and its arrangement can and should vary by context. In the most intense locations, it should include a vertical mix of uses in new buildings featuring some ground floor retail or services, with upper story housing, office, hotel, or other uses. In the least intense, it could include an existing corner store within a short walk of homes.
- **Scale development differently based on infrastructure, context, accessibility, and land availability.** Varying the intensity and scale of TOD and development nodes is essential to reflecting the character of nearby neighborhoods. Generally speaking, locations with the greatest infrastructure, access, and separation from single-family and low-rise residential areas should accommodate the most growth and density.
- **Preserve and protect single-family and low-rise residential areas.** Preserving and protecting such areas complements concentrating development into TOD and nodes. Such areas are the bulk of city neighborhoods and provide a unique quality-of-life and identity. Preserving and protecting them means keeping their current use and intensity patterns, and avoiding more intense development encroachment.

*King of Pops Yoga in the Historic Fourth Ward Skatepark*  
*Photo credit: John Becker*



- 
- **Use height and intensity transitions where development adjoins single-family and low-rise residential areas.** The existing transitional height plane and transitional yard provisions of the Zoning Ordinance ensure that development does not negatively impact nearby established neighborhoods. The height plane requires buildings to step down in height when they adjoin residential uses, while the transitional yard provides a buffer between the two uses. These existing provisions, as well as other site specific ones, should be used as provided in the Zoning Ordinance.
  - **Provide quality urban design in new development.** When people move around by means other than a car, they notice and are impacted by the world around them, so the design of new development matters greatly. Quality design includes everything from creating compact development patterns with small blocks and shallow building setbacks, to buildings that deliberately focus on the human scale, including all lower floors, especially the first.
  - **Orient buildings to the corridor.** Fronting the corridor with active uses and well-designed buildings supports walking, biking, and transit and benefits public safety by allowing building occupants to informally monitor outside. Buildings should define the corridor as a public space, although long, flat façades with no projections or recesses should be avoided unless they show exceptional design.



## MOBILITY

- **Establish safe, efficient, and continuous pedestrian facilities.** Improving mobility for pedestrians along the corridor and to nearby destinations is a key piece of the Atlanta BeltLine vision. Every trip begins or ends on foot, and pedestrians often include the most vulnerable members of society. For these reasons, creating a high quality pedestrian system should prevail over the needs of other users. This means designing adequate facilities, and laying out buildings, parking, and trails in a way that minimizes distances.
- **Incorporate other Atlanta BeltLine initiatives into the design of streets, when feasible.** Streets must be thought of as public spaces and designed to incorporate as many Atlanta BeltLine initiatives as are practical. For example, green infrastructure, historic markers, historic artifacts, or similar items could be incorporated as new streets are built or existing streets are redesigned.
- **Encourage a diverse range of new streets and retrofitted existing streets.** Street design should respond to their land use context, transportation role, and unique site conditions. All streets do not need to serve all users equally. Some may primarily or exclusively serve bicyclists and pedestrians, while other major thoroughfares may focus on vehicular service.
- **Ensure that transportation facilities serve people of different ages and abilities.** The neighborhoods along the Atlanta BeltLine, like the city as a whole, include residents of many different ages and ability levels. Transportation facilities should be designed to provide mobility and access for all users, especially the most vulnerable in society.
- **Use a context-based approach to address the traffic impacts along major thoroughfares.** Despite their greater traffic volumes and focus on vehicular service, the redesign of major thoroughfares must consider the nearby land use patterns and the needs of bicyclists, pedestrians, and transit riders. Projects that effectively mitigate congestion, but negatively impact other transportation users or are inconsistent with the surrounding land uses, are not appropriate.

*Eastside Trail*

*Photo credit: Christopher T. Martin*



## PARKS & OPEN SPACE

- **Create new parks.** The focus of Atlanta BeltLine park and open space efforts should be to increase the amount of parks and open spaces along the corridor. The various parks and open spaces identified in Subarea Master Plans should be implemented.
- **Promote urban agricultural initiatives, including community farms, gardens, and farmers' markets.** Urban agriculture is important to many Atlanta BeltLine communities, and should be incorporated into Atlanta BeltLine efforts as feasible. It has many benefits, including providing access to fresh food, improved public health, activating public spaces, and strengthening community bonds.
- **Improve the utilization of existing under-used open spaces.** Despite not being official City of Atlanta parks, under-used open spaces like creek corridors, utility corridors, pocket parks, and similar areas play an important role in the open space network along the Atlanta BeltLine. Opportunities to enhance these under-used spaces on a case-by-case basis are encouraged.
- **Surround open spaces with streets or buildings to the maximum extent possible.** Fronting open spaces with buildings and streets can increase visibility into them and create public spaces that are safer and more often used. When this is not possible, stream corridors can also serve as good park edges.
- **Encourage new developments to consolidate green space into usable pocket parks rather than buffers, berms, landscape islands, or other unusable areas.** New developments adjacent to the Atlanta BeltLine corridor or nearby should provide meaningful open spaces that enhance the public realm.
- **Enhance existing parks.** Existing parks should be enhanced through expansion, renovation, or similar improvements.

Historic Fourth Ward Park from  
Ponce City Market  
Photo credit: Christopher T. Martin



## PUBLIC ART

- **Respond to the linear nature of the Atlanta BeltLine in public art.** The experience of users moving through the corridor and discovering different installations or performances is central to the Atlanta BeltLine experience.
- **Respond to existing site conditions.** The Atlanta BeltLine corridor and parks contain many unique features that should be incorporated into public art. These can include railroad artifacts, unique sight lines, topography, vegetation, and more.
- **Respond to the ways existing sites along the Atlanta BeltLine are used.** In addition to their physical conditions, some sites have developed a cultural meaning through their use. Many sites, such as existing dirt walking paths, informal seating areas, and informal gathering spaces have been identified as Atlanta BeltLine Spaces and should be considered in the placement of public art.
- **Provide art that is democratic.** The Atlanta BeltLine is a public space that passes through diverse neighborhoods. Public art along the Atlanta BeltLine should reflect this through various expressions that encompass a range of experiences and tastes.
- **Incorporate art that can be experienced in both daytime and nighttime.** The Atlanta BeltLine is used in both daytime and nighttime, and public art should reflect that.

*The Distinguished Speakers by Jeff Whipple*  
Photo credit: The Sintoses





- **Collaborate with schools and other institutions along the Atlanta BeltLine.** As public art is implemented, opportunities may exist to collaborate with institutions along it. This could include both permanent installations and temporary performances.
- **Encourage the use of interdisciplinary approaches, innovative uses (or re-uses) of materials and new technologies.** Public art should consider a variety of approaches and media.
- **Incorporate public art into Atlanta BeltLine park and streetcar design projects.** Doing so will enrich these important public spaces.
- **Attract broad forms of artistic expression.** This includes visual artists, performers, musicians and historic preservationists, placing working professionals alongside emerging artists.

"Cat say"

Mojo

noun (mō'jō') : a powerful, magical and that allows effective, successful

THE MOJO

The cat says, "Don't do nothing, I'm warning you to not do nothing, a double negative that means something with his mojo. The Please do something with the wonder dream."

The cat's name is Bob and pointing is actual use in his nothing with his mojo. He sat backward, a horrible bear like orange fluffy cat.

Post your photo  
Facebook: Jeff



## URBAN AGRICULTURE

- Produce must be made available to local residents.
- Organic farming methods are to be used.
- If any labor is to be hired, farmers must first turn to local residents.
- The farm must be run as a business.
- Any structures on the farm must be designed and built using the best sustainable practices.

*Beet microgreens at the Urban Farm  
Photo credit: Christopher T. Martin*





## HOUSING

- Provide a balance of owner-occupied and rental as essential as part of an equitable housing strategy.
- Avoid an over-concentration of low-income units to ensure optimal housing opportunities regardless of income level.
- Strategically target and leverage subsidies in coordination with other public funding sources, including city, state and federal resources.
- Provide housing for low and very low-income families (between 30%-80% of Average Median Income), consistent with the current Consolidated Plan and the 2006 report of the Workforce Affordable Housing Implementation Taskforce.
- Construct housing in accordance with an existing certified "green construction" set of standards, such as EarthCraft or LEED, in order to improve public health and the environment.
- Preserve the public subsidy for longer term affordability where possible, while allowing the owners to capture some of the equity build-up.
- Provide mixed-income housing, wherever possible.

*Lofts at Reynoldstown Crossing*



## ECONOMIC DEVELOPMENT

- **Provide economic development activities compatible with the land use vision.** The collective Subarea Master Plan land use visions provide a framework within which economic development must occur. Projects which offer economic growth, but differ from the land use vision of the Subarea Master Plans, should be avoided.
- **Support the growth of small and large businesses.** The Atlanta BeltLine should incorporate a mix of large and small businesses. In fact, the land use vision requires this. Some areas, such as high density activity nodes are well suited to large businesses requiring large blocks of office spaces. Others, especially neighborhood commercial districts, are well-suited to small entrepreneurs needing only a few hundred square feet.
- **Provide land uses that can accommodate a range of employment opportunities.** Creating land uses that accommodate different types of businesses will provide jobs for the residents with diverse interests and skills. This should include everything from space for small single-person or mom-and-pop businesses and micro-business incubators, to large corporations. Additionally, it should include a broad mix of business types engaged in many different fields.
- **Provide space for light industrial uses.** Light industrial uses are viable and appropriate along some portions of the Atlanta BeltLine. They are encouraged in those areas identified in Subarea Master Plans, especially when occupying repurposed under-utilized buildings and sites, or when integrated into an industrial mixed-use setting.

*Dr. Shaw of McArthur's Apothecary commutes by bicycle to his business on the Eastside Trail*  
*Photo credit: The Sintoses*



- **Target certain industries to areas best suited for them.** Different areas along the Atlanta BeltLine are best suited to certain industries or business types. Efforts should be made to locate businesses where they will have the greatest chance of success and be most compatible with the Subarea Master Plan land use visions.
- **Support a mix of employment options along the Atlanta BeltLine.** New and expanded businesses along the Atlanta BeltLine should include diverse jobs that require a range of skills and educational levels. The specific composition will vary along the corridor, but efforts should be taken to ensure that new jobs are such that existing residents are able to participate in the local labor force.
- **Provide daily goods and services that serve both new development and existing neighborhoods.** Locating goods and services that people use daily near their homes is critical to true sustainability, walkability, and meeting the needs of residents of different ages. Grocery stores, markets, hardware stores, pharmacies, banks, childcare, healthcare, dry cleaners, and similar uses along the Atlanta BeltLine will support walking, bicycling, and transit use, provide employment, and improve the quality of life for existing and future residents.



## HISTORIC PRESERVATION

- Historic Preservation Guiding Principles are intended to supplement any specific ones established by the Subarea Master Plans.
- Use applicable city, state, and federal historic preservation requirements to guide historic preservation efforts along the Atlanta BeltLine (the City of Atlanta, the State of Georgia, and the federal government have a variety of historic preservation-related requirements that can apply on a case-by-case basis).
- Compliance with any applicable requirements is mandatory.
- Incorporate significant historic resources into the Atlanta BeltLine.

Historic Fourth Ward Park  
Photo credit: John Becker







## LAND USE &amp; DESIGN

## A Foundation for Progress

Land Use and Design is an essential component in the community revitalization process. Land use is the designation of a certain area or parcels of land for specific uses, whether it is residential, commercial, office, mixed-use, or industrial to accommodate and direct future population growth and development in a manner that is efficient, equitable and sustainable. Urban Design is the process of shaping the physical setting of community with regards to the design of buildings, spaces, landscapes. The combination of land use and urban design in the context of the Atlanta BeltLine works to provide a framework for transit-oriented development that supports mixed-use development, mobility, walkability, and preservation within the confines of the established neighborhoods with which it exists. During the Subarea Master Plan development process, each master plan established guiding principles that help to direct the public and ABI in the identifying future land use within that planning geography.

Along its 22 miles, the Atlanta BeltLine passes through widely varying land uses, ranging from heavily wooded areas to high density, mixed-use developments. It also adjoins many primarily single-family residential areas, parks, and schools. Most of the land along the corridor, however, consists of current and former industrial and commercial sites, which generally correspond to the 6,500-acre Atlanta BeltLine TAD. In the coming decades, these sites are expected to accommodate the bulk of new development that is spurred by the Atlanta BeltLine. In order for the Atlanta BeltLine's potential to be realized, the use

and design of this new development must complement the projects' other elements, especially transportation. Transportation and land use are closely linked, and different development patterns can influence decisions to walk, bike, ride transit, or drive. Similarly, accessible transportation options can directly shape the character of development. When transportation and land use are well balanced, it can have a profound impact on where people choose to live, and whether businesses choose to expand or locate.

Land use is especially important in realizing the Atlanta BeltLine's transit element. Without transit-supportive land use patterns around future transit stops, transit will not be viable or sustainable over the long term, nor will it be likely to secure competitive federal transit funds. Current employment and population density along most of the corridor is insufficient to justify transit beyond what exists today. In most areas, transit-oriented development (TOD) that is carefully scaled to its context will be required before it is viable for additional transit services.

The Atlanta BeltLine's land use planning is also central to its sustainability. Walkable, mixed-use land use patterns can reduce driving, which improves air quality and public health, while reducing energy use. Sustainability benefits are even greater when this growth occurs on former brownfield sites that have been cleaned up. New parks can also offer a variety of environmental and social benefits, and certain land uses can sustain existing jobs and promote new ones.





*Murphy Crossing, a 16-acre site for future redevelopment on the Westside Trail, pictured in 2017. Photo credit: The Sintoses*

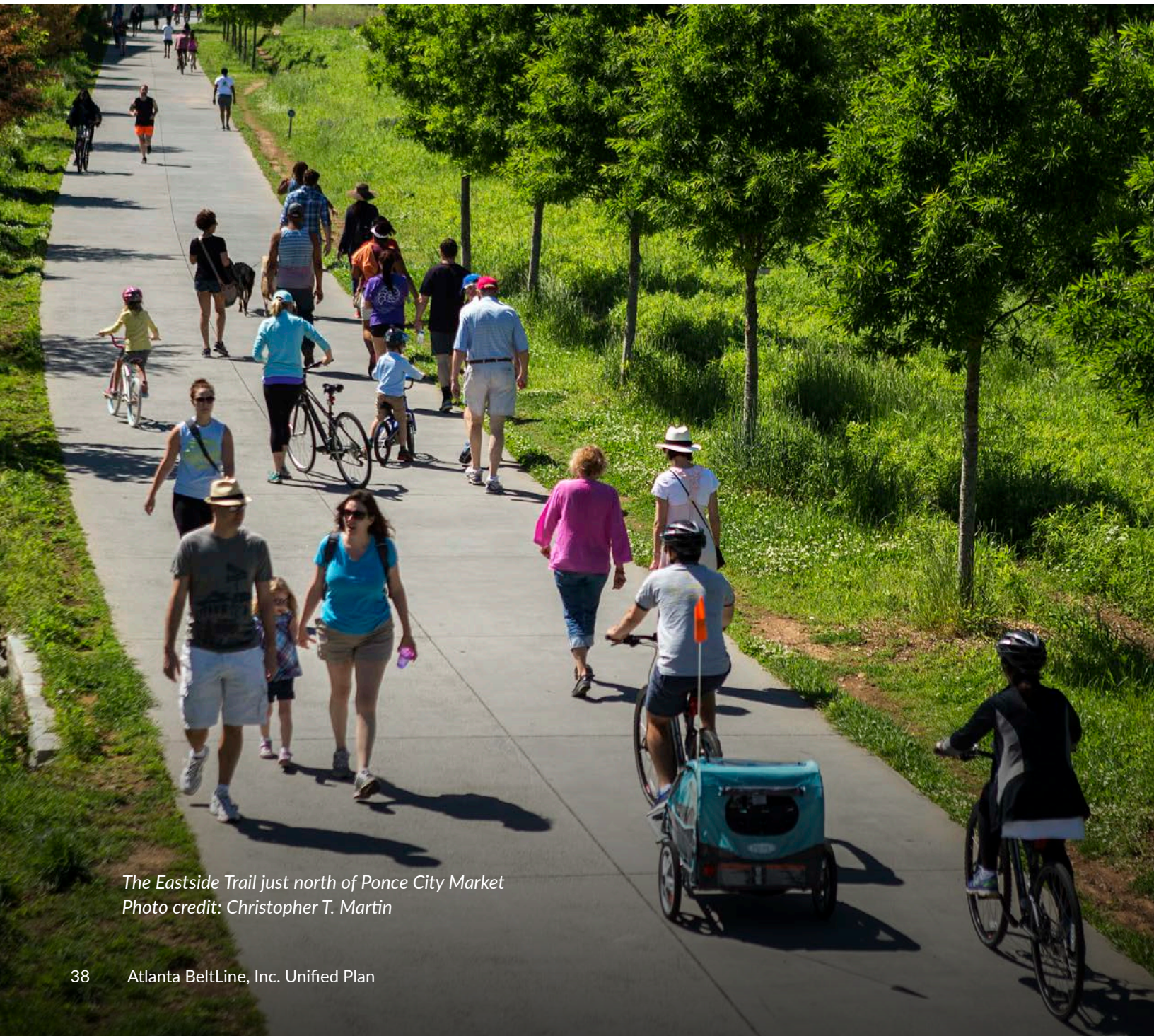


## PROJECT ELEMENTS

# Core Elements of the Vision

The Atlanta BeltLine includes eight project elements that will be advanced in a simultaneous and balanced manner as it is implemented. These eight elements, identified

through the Redevelopment Plan, include: transit, streetscapes, trails, greenspace, remediation, economic development, affordable housing, and jobs.



*The Eastside Trail just north of Ponce City Market  
Photo credit: Christopher T. Martin*





## TRANSIT

### 22 miles of new streetcar transit

TRANSIT creates a streetcar system that serves the Atlanta BeltLine corridor and becomes the centerpiece of a 50-mile, citywide streetcar system.



## REMEDIATION

### 1,100 acres of remediation

REMEDIATION involves the reclamation of approximately 1,100 acres of brownfields around the 22-mile corridor, to include the removal of hazardous substances, pollutants, or containments.



## STREETSCAPES

### 46 miles of improved streetscapes

STREETSCAPES designs a range of street plans to achieve optimal access for pedestrians, cyclists, and motorists, while adhering to the land use context, transportation role, and unique site conditions of that roadway.



## ECONOMIC DEVELOPMENT

### \$10-20 billion in economic development

ECONOMIC DEVELOPMENT promotes private and public investment that stimulates job growth, new economic activity, and enhanced community-wide opportunities.



## TRAILS

### 33 miles of new trails

TRAILS offers a conduit of connectivity throughout the Atlanta BeltLine, linking 45 intown neighborhoods with 33 miles of walkable, bikeable access and recreational opportunities.



## AFFORDABLE HOUSING

### 28,000 housing units with 5,600 affordable workforce units

AFFORDABLE HOUSING expands housing options in the neighborhoods along the Atlanta BeltLine and ensures that all incomes have the opportunity to benefit from the project as it is implemented.



## GREENSPACE

### 2,000 acres of greenspace

GREENSPACE provides new and enhanced parks and open spaces that meet both existing and future needs.



## JOBS

### 30,000 permanent jobs / 48,000 construction jobs

JOBS creates short and long-term employment opportunities within the Atlanta BeltLine corridor, including large commercial centers, as well as small neighborhood areas.



## PROJECT ELEMENT



# TRANSIT

## Wheels in Motion for the Future Revitalization

It's the most important rail-transit project that's been proposed in the country, possibly in the world.

*// Christopher B. Leinberger, George Washington University School of Business, in the New York Times, 2016*

The Atlanta BeltLine includes the development and construction of a comprehensive streetcar system that integrates into a larger 50-mile, citywide transit system. This system is detailed in the Atlanta Streetcar System Plan.

The centerpiece of future transit along the Atlanta BeltLine is the Atlanta BeltLine Loop streetcar line, which will run along the 22-mile corridor. Projected for completion by the end of the Atlanta BeltLine's 25-year TAD, the loop will provide a direct transit connection to the neighborhoods, parks, schools, and other destinations along and near the corridor. It will also tie into the MARTA bus and rail system at existing stops, stations, and infill MARTA rail stations, where fiscally prudent.

The future transit system, along with the transit oriented land uses that will support it, will significantly promote sustainability and public health by providing alternative modes of transportation and encouraging walking. Reduced energy use and greenhouse gas emissions will also result, as will improved air quality.

Implementing the entire Atlanta BeltLine Loop may require phasing due to funding, right-of-way, and construction considerations. The groundwork is laid to be eligible for federal transit funding for sections of the Atlanta BeltLine based upon where the ridership has been achieved. The first step to securing federal funding is the Environmental Assessment (EA), which is designed to discover all possible impacts a transit project could have on the surrounding environment and to evaluate those impacts.

Implementing streetcars along three initial corridors (see below) will mark the beginning of a larger citywide streetcar system that ties into and augments the Atlanta BeltLine Loop at build-out. No implementation priorities have been set; instead, criteria have been set, and the City of Atlanta, ABI, MARTA, and other partner agencies will collaborate to evaluate prioritization for future expansion as each phase is completed.

### Early Corridors

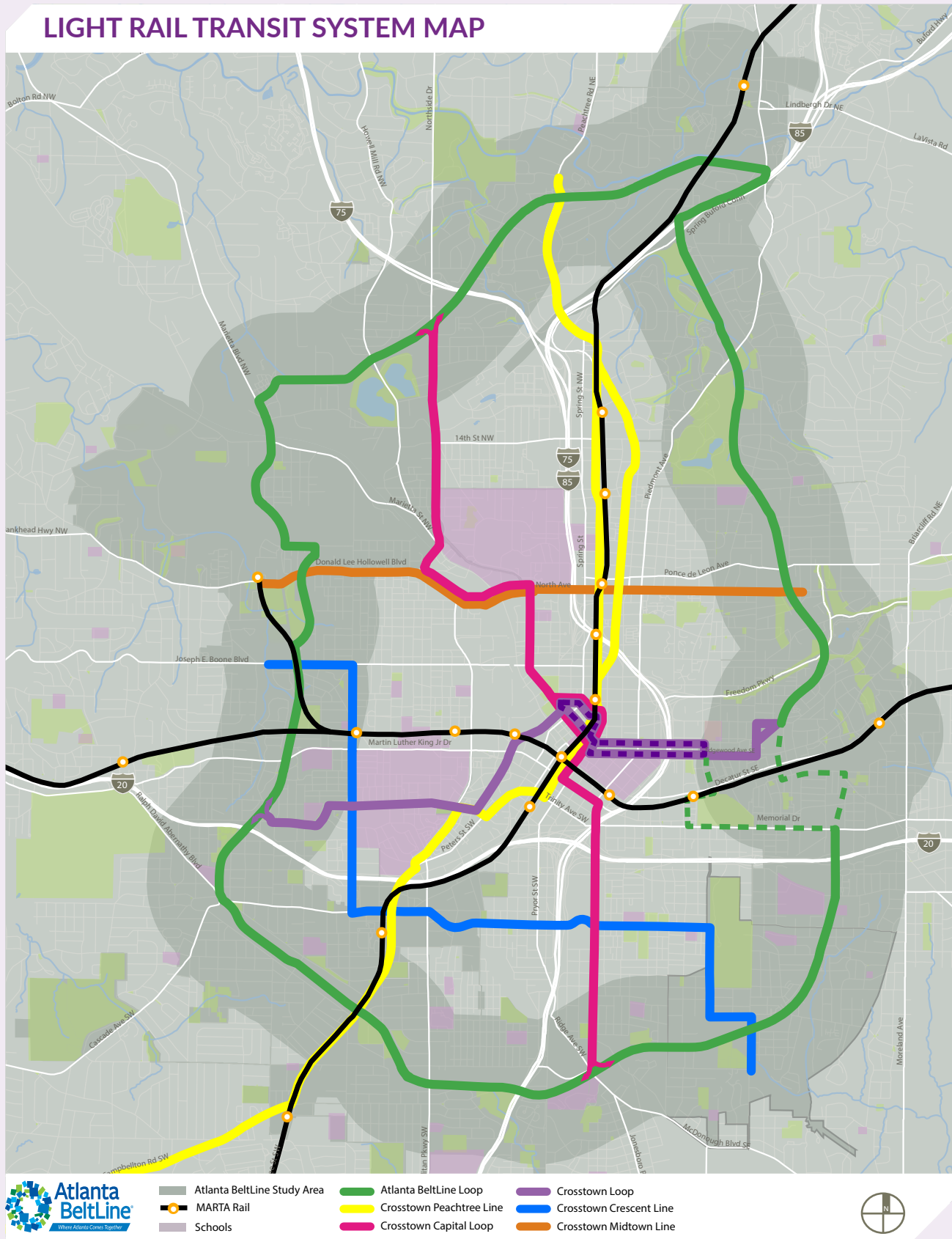
Presently, four corridors are being studied from the Atlanta Streetcar System Plan:

Atlanta BeltLine West	The west side of the Atlanta BeltLine corridor from the Bankhead MARTA station to University Avenue, connecting to MARTA at the Oakland City station
Atlanta BeltLine East	Runs along the east side of the Atlanta BeltLine from Buford Highway to Glenwood Avenue, with a connection to the downtown loop of the Atlanta Streetcar near Irwin Street
Crosstown Midtown	Spans Donald Lee Hollowell / North Avenue corridor across Midtown. Connects to Downtown and existing streetcar down Luckie Street.
Crosstown Downtown	Connects the current Atlanta Streetcar with the Atlanta University Center and southwest Atlanta communities.





# LIGHT RAIL TRANSIT SYSTEM MAP





## Citywide Streetcar Lines

At build-out, the full citywide system includes the following streetcar lines:

Atlanta BeltLine Loop	Running along the Atlanta BeltLine corridor.
Crosstown Peachtree Line	Running from Greenbriar Mall to Buckhead along the Peachtree Street/Peters Street/Lee Street/Campbellton Road corridor.
Crosstown Midtown Line	Running between the west and east sections of the Atlanta BeltLine along the D.L. Hollowell Parkway/North Avenue corridor.
Crosstown Crescent Line	Running between the west and southeast sections of the Atlanta BeltLine along the Joseph E. Lowery Boulevard/Ralph David Abernathy Boulevard/Georgia Avenue corridor.
Crosstown Downtown	Running between the east and west sections of the Atlanta BeltLine along the Fair Street/Martin Luther King, Jr. Drive/Luckie Street/Auburn Avenue/Edgewood Avenue/Irwin Street/Atlanta BeltLine Corridor.
Crosstown Capital Loop	Running between the northwest and southeast sections of the Atlanta BeltLine along the Northside Drive/Luckie Street/Capitol Avenue/Hank Aaron Drive/Atlanta BeltLine Corridor.

Transit-supportive land use patterns must be established to maximize the success of the future streetcar network. Refer to the land use and design and transportation sections. As the streetcar system is built out and land uses change, it will be necessary to conduct on-going system plan updates every five years to incorporate:

- Implementation of streetcar projects and other programmed improvements;
- Changes in population, employment, and land uses;
- New developments, key employment/activity centers, and planning initiatives; and
- Potential transit funding opportunities.

This will ensure that the streetcar system and plan remains relevant and best serves the changing needs of Atlanta.



Boarding the Atlanta Streetcar  
Photo credit: City of Atlanta





Westside Trail rendering



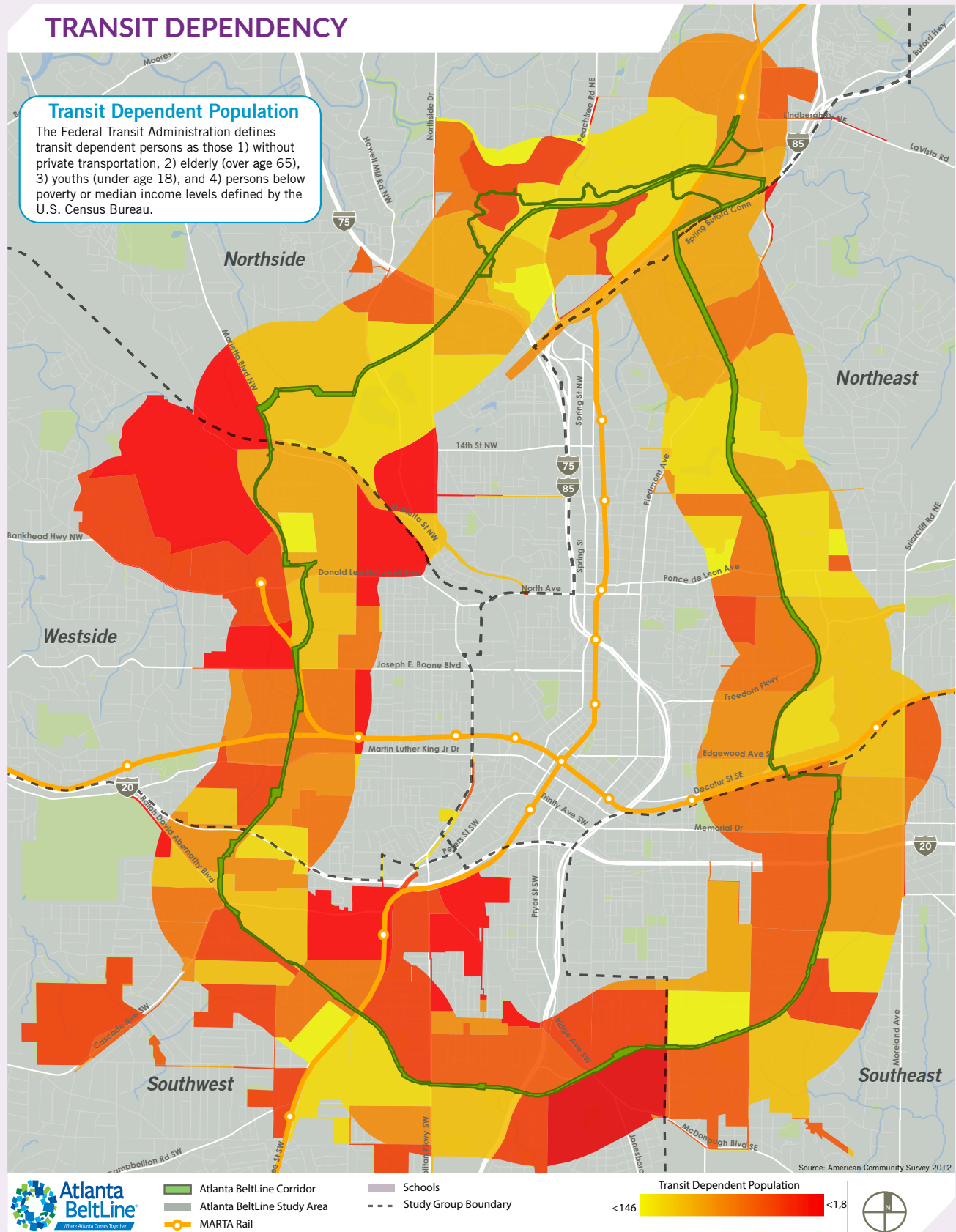
The Atlanta Streetcar turning from Auburn Avenue  
onto Park Place  
Photo credit: City of Atlanta



## TRANSIT DEPENDENCY

### Transit Dependent Population

The Federal Transit Administration defines transit dependent persons as those 1) without private transportation, 2) elderly (over age 65), 3) youths (under age 18), and 4) persons below poverty or median income levels defined by the U.S. Census Bureau.





A person with a backpack is riding a bicycle on a paved path. To the right, a blue Atlanta Streetcar is traveling along a track. The scene is set in a lush, green forest with many trees and foliage. The path is paved and has some fallen leaves on it. The streetcar is blue with large windows and is moving towards the right. The person is wearing a white shirt, blue jeans, and a backpack. The overall atmosphere is peaceful and scenic.

### Transit Dependency

The Atlanta BeltLine seeks to create ladders of opportunity by improving accessibility and mobility through enhancements to the city's alternative transportation network and corresponding land use changes. This will benefit the large number of transit-dependent residents currently living in the Atlanta BeltLine Planning Area.

Despite Atlanta's popular image as an auto-oriented city, there are, in fact, many people who currently cannot or do not choose to drive. It is of note that all areas along the Atlanta BeltLine corridor are home to transit-dependent residents, although the highest numbers are found in the Westside and Southwest Study Group Areas. The addition of Atlanta Streetcar service would address the needs of the transit-dependent population living in these subareas.

*This rendering shows the vision for part of the Westside corridor with Atlanta Streetcar service adjacent to the Atlanta BeltLine trail.*





## PROJECT ELEMENT

**STREETSCAPES****Improving Aesthetics, Accessibility, and Bikeability**

Ultimately, the project will link increased transit services with more than 33 miles of multi-use trails for walkers, joggers, bikers, in-line skaters, and people of all ages and abilities.

*// US DOT Federal Highway Administration, Livability Initiative, "Transportation and Land Use" fact sheet, 2015*

**Streetscapes**

Improving pedestrian accessibility is another fundamental element of the Atlanta BeltLine. Forty-six (46) miles of streetscape projects were envisioned as part of the Redevelopment Plan to connect to the corridor's trail system and make it safer and easier to move around on foot. They also improve aesthetics and encourage physical activity, which can improve public health.

As used around the Atlanta BeltLine, streetscapes take many forms, depending on their context and need. At minimum, they should include sidewalks scaled to the amount of pedestrian traffic they receive, ADA accessible ramps, and well-marked crosswalks. More comprehensive streetscape projects may also include lighting, shade trees, seating, wayfinding signs, or even roadway changes that all seek to support walking and reinforce the viability of the Atlanta BeltLine land use vision. In some locations, streetscapes may also include stairs or ramps that provide critical mid-block routes in areas with extreme topography.

**Sidewalks**

New and upgraded sidewalks and streetscapes play a significant role in improving pedestrian accessibility and connectivity within and between the 45 Atlanta BeltLine neighborhoods. In fact, this accessibility and connectivity is one of the greatest benefits of the Atlanta BeltLine. Streetscapes linking the corridor to parks, schools, commercial and employment districts, housing, and more will encourage walking as a more viable transportation choice.

**Economic Development**

Streetscapes also provide an economic development benefit and access to employment by making it easier and safer to walk to nearby businesses or otherwise generate increased pedestrian traffic. More pedestrians can mean more customers for businesses, as the recent growth of retail and restaurants seeking to attract customers along the Eastside Trail demonstrates.

Specific locations for streetscape projects identified in the Subarea Master Plans are shown on map page 48. Many of these locations serve an immediate need by connecting the destinations and uses indicated above. Additionally, as population and employment growth occurs, these projects are expected to be even more important in providing alternatives to driving. Traffic congestion is expected to increase with or without the implementation of the Atlanta BeltLine, and providing meaningful alternatives to driving is key to creating a more livable Atlanta.

*// US DOT Federal Highway Administration, Livability Initiative, "Transportation and Land Use" fact sheet, 2015*





Irwin Street Streetscape Improvement.



## STREETSCAPES BY STUDY GROUP AREA





## Implementation

Implementing streetscape projects along the Atlanta BeltLine will require a variety of approaches that involve ABI, the City of Atlanta, the Georgia Department of Transportation (GDOT), private developers, and other state and federal agencies. ABI and the City of Atlanta Department of Public Works will continue to work together to identify funding for and implement upgrades on key city streets. As private redevelopment occurs, streetscape improvements will also be installed by the developers adjacent to their projects, which are required by BeltLine Overlay District zoning regulations.

## New Streets

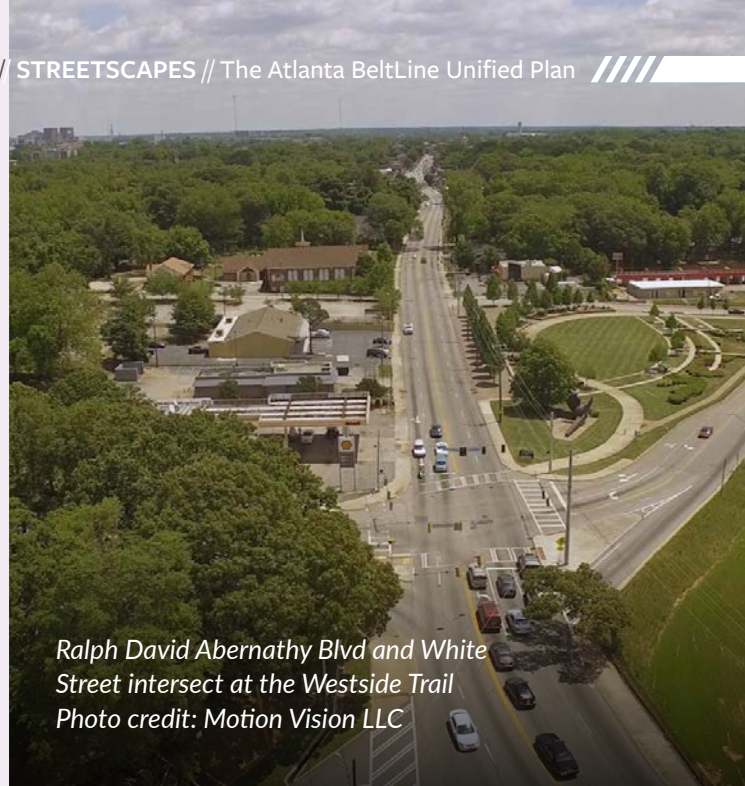
New streets are also part of the mobility experience along the Atlanta BeltLine. The current system of blocks and streets around much of the rail corridor that makes up the Atlanta BeltLine was established to serve the area's industrial and commercial origins, but is inadequate to serve the walkable, transit-oriented development patterns envisioned by the Atlanta BeltLine. New development will require the creation of an improved system of small city blocks, typically between 200 and 400 feet in length, and each defined by interconnected and multimodal streets designed in response to their context.

The locations of future streets are identified in the Atlanta BeltLine Street Framework Plan, seen on page 50. These streets, taken directly from the Atlanta BeltLine Subarea Master Plans, are arranged to create a framework for transportation and land use. They are located to improve public connections between new development, nearby neighborhoods, and sometimes the Atlanta BeltLine corridor, and to define appropriately-scaled, interconnected blocks. Additionally, the new streets have been placed to take topography, future parks, and natural features into consideration.

The BeltLine Overlay District requires new streets shown in the Street Framework Plan to be built by private developers during redevelopment. Not including single-family districts, most zoning districts along the corridor also contain maximum block size requirements. As individual redevelopment projects occur incrementally, they should result in the creation of a new street system that organizes long-term growth on former industrial and commercial sites and serves diverse transportation users.

## BeltLine Overlay

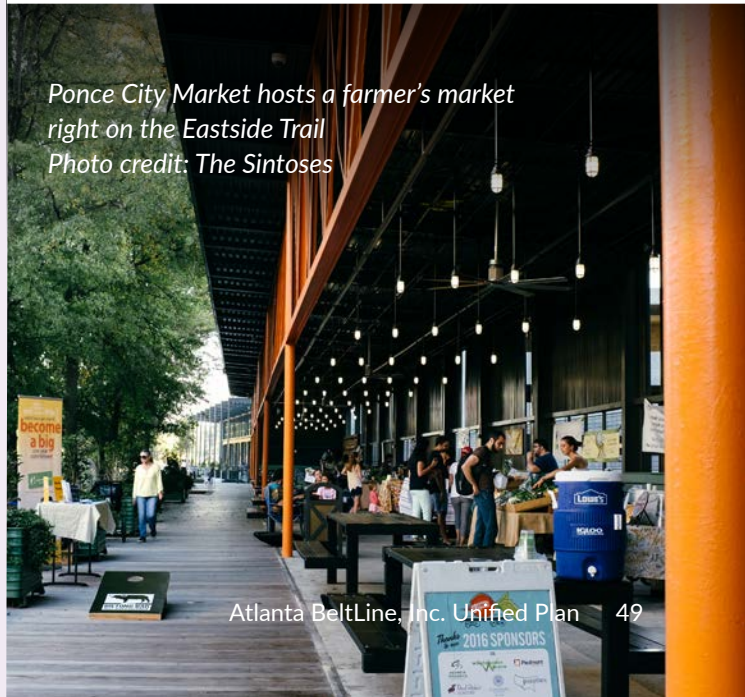
The BeltLine Overlay District, approved in early 2007, instituted a regulatory approach that anticipates, manages, and encourages quality Atlanta BeltLine development opportunities and impacts. The Overlay helps to preserve the integrity of the Atlanta BeltLine corridor and improve the pedestrian and transit orientation of new development.



*Ralph David Abernathy Blvd and White Street intersect at the Westside Trail*  
Photo credit: Motion Vision LLC



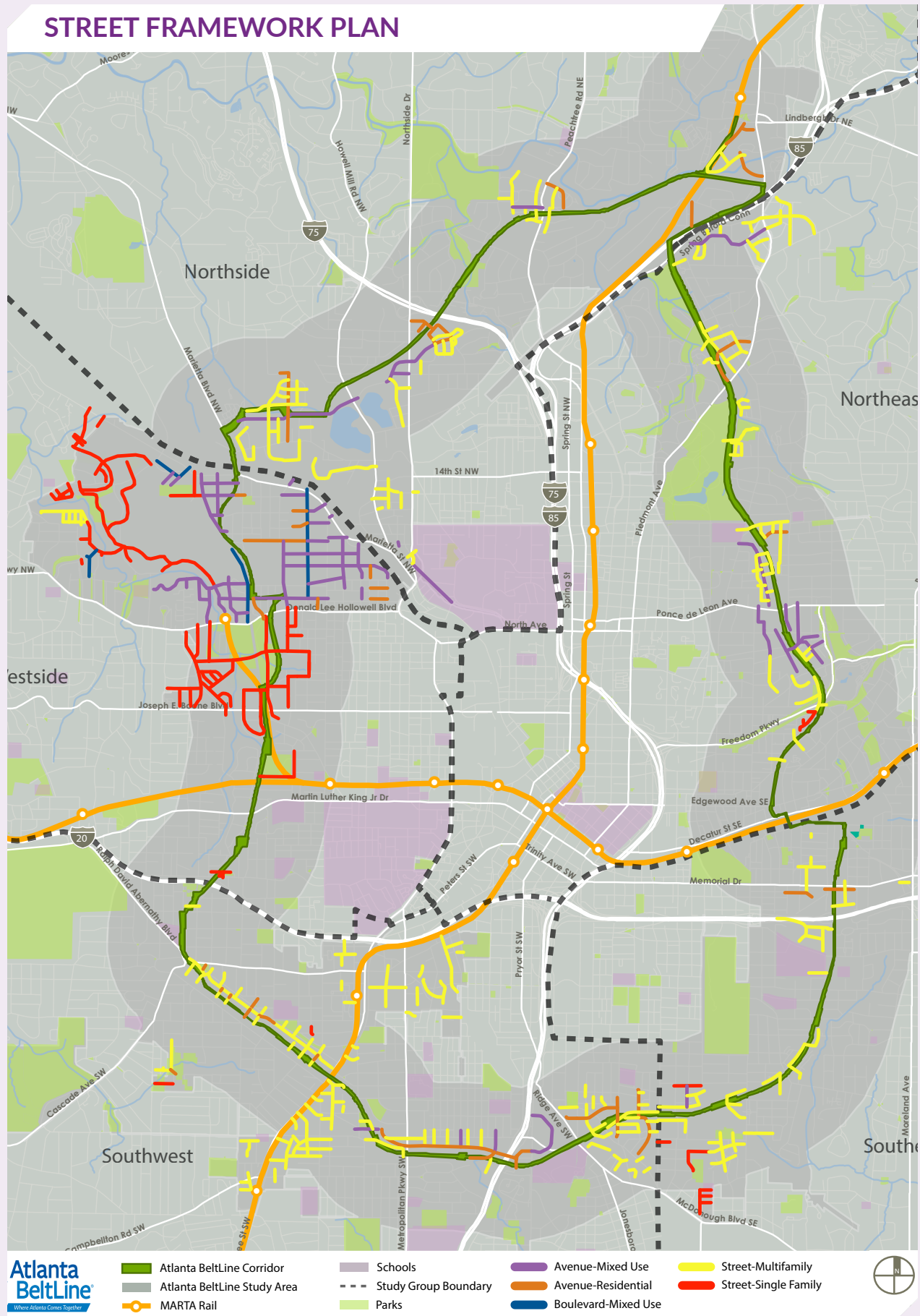
*Streetscapes on Edgewood Avenue*  
Photo credit: Christopher T. Martin



*Ponce City Market hosts a farmer's market right on the Eastside Trail*  
Photo credit: The Sintoses



## STREET FRAMEWORK PLAN







Intersection of Pearl St. and Wylie St.



*Rendering of the Southside Trail at University Avenue and McDaniel Street*



## PROJECT ELEMENT



## TRAILS

## The Centerpiece of Connectivity

One of the most important aspects of the Atlanta BeltLine project is connectivity. The most immediate way this idea is being realized is through the system of trails that will seamlessly link 45 intown neighborhoods. The system will comprise the 22-mile Atlanta BeltLine corridor, and 11 miles of connecting spur trails that ties the corridor to nearby parks, schools, and neighborhoods. This 33-mile network of multi-use trails creates a pedestrian friendly environment that promotes walking, jogging, biking, and living along the Atlanta BeltLine. Both the corridor and spur trails will also connect to existing and planned citywide trails, including the Stone Mountain





Trail, the Eastside Trolley Trail, the Southtown Trail, PATH 400, Proctor Creek Greenway Trail, and the Westside/Lionel Hampton Trail. Ultimately, the resultant unified system of trails will link parks and neighborhoods city wide with transportation, public space, employment, education, and recreational opportunities. The Atlanta BeltLine 2030 Strategic Implementation Plan (SIP) identifies trails as some of the first key infrastructure pieces of the project to be implemented. This is due to their relatively low cost, available funding, secured right-of-way, and immediate ease of implementation. Trails still take time to implement, so a series of interim hiking trails, where feasible, allow pedestrians to access the Atlanta BeltLine corridor before permanent trails are constructed.



*Rendering of Westside Trail and transit between Lawton Street and the future Murphy Crossing*



## Atlanta BeltLine Trails

-  Planned
-  In Design
-  Under Construction
-  Completed



BeltLine Planning Area





## PROJECT ELEMENT

**GREENSPACE****Healthy Living in Greener Places**

“[Historic Fourth Ward Park] is the most dazzling gem so far in the Atlanta BeltLine’s emerald necklace. Dedicated four years ago this month, the park transformed an eyesore of broken asphalt into a popular gathering place, anchored by a two-acre retention pond.”

// Atlanta Magazine, June 2015



Crowd gathered at Historic Fourth Ward Park  
Photo credit: John Becker

The Atlanta BeltLine project includes the creation of 1,300 acres of new and expanded greenspace. This includes both the Atlanta BeltLine corridor’s linear acreage and new parks nearby. The project also includes upgrades to 700 acres of existing parkland in order to make their quality comparable to the new facilities.

Sustainability is integrated in the creation of parks along the Atlanta BeltLine, particularly by conserving and restoring natural areas, cleaning up and using brownfields, capturing stormwater, and providing wetlands to increase flood control. On a smaller scale, many parks also incorporate low-maintenance, native plants and landscaping; use organic mulch, fertilizers, and compost; and include energy-efficient buildings and long-lasting materials. They address

equity by improving public mental and physical health and ensuring all users can access the spaces through ADA accommodations and universal design.

**Park Land**

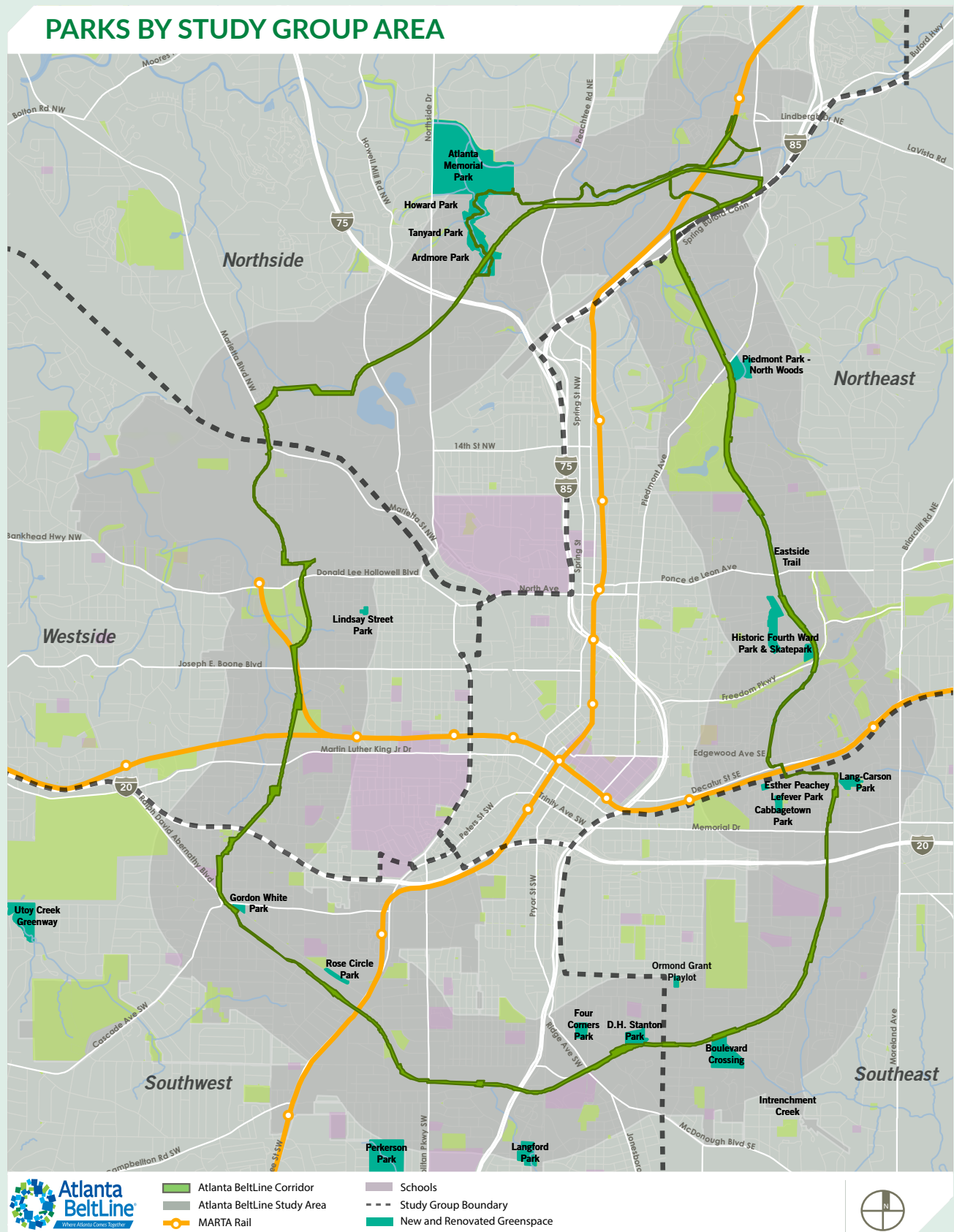
These new and upgraded parks will play a significant role in improving the overall quality of parks and open space and public health in Atlanta. The city has historically had a relatively low amount of parkland in relation to the city’s population and land area compared to other major U.S. cities. In fact, the Trust for Public Land’s Park Score 2015 ranks Atlanta 48th overall out of the nation’s 75 largest cities, citing lack of acreage and facilities as a key reason for this low score.





*D.H. Stanton Park splashpad on the future  
Southside Trail*









*Field at Washington Park  
Photo credit: John Becker*



*Fitness at D.H. Stanton Park  
Photo credit: Christopher T. Martin*



## PROJECT ELEMENT

**REMEDIATION****Reclaiming Treasures from Atlanta's Industrial Past**

“My own view is that the [Atlanta] BeltLine can be the single project that makes Atlanta a successful, vibrant, and economically competitive and sustainable city for the 21st Century.”

*// Stan Meiburg, Former Deputy Administrator Regional Administrator,  
EPA Region 4, Westside Trail Video, 2014*

The Atlanta BeltLine is reclaiming space on the footprint of Atlanta's industrial history. By its very nature, the project has required extensive assessment and remediation to prepare sites like the Eastside Trail corridor and Historic Fourth Ward Park to be the public amenities they are today. The road to remediation has been a long one, and would not be possible without important partners like the City of Atlanta's Brownfields Program and the Environmental Protection Agency (EPA). The EPA defines brownfields as "a property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant." Brownfields assessment and remediation identifies recognized environmental condition associated with the prior industrial use of the corridor, and develops strategies for remediation, thus decreasing the chances of surprises during construction (though there will always be elements we can't predict).



Westside Trail construction  
Photo credit: Christopher T. Martin





*The former Aramark site at 670 DeKalb Avenue was a brownfield area that ABI and private developer North American Properties collaborated to remediate*





*Brownfield remediation took place in advance of construction along the Westside Trail*  
*Photo credit: Christopher T. Martin*



## Laying the Foundation

The process of cleaning up these sites for future redevelopment started with a 2005 inventory commissioned by the City of Atlanta's Office of Planning and funded by the City's Brownfield Program. The study consisted of a preliminary environmental evaluation of the proposed Atlanta BeltLine corridor and adjacent properties, helping to identify properties suspected of having some form of contamination. This study provided the basis for the goal of 1,100 acres of brownfield remediation cited in the Atlanta BeltLine Redevelopment Plan.

## Innovative Approaches to Brownfield Redevelopment

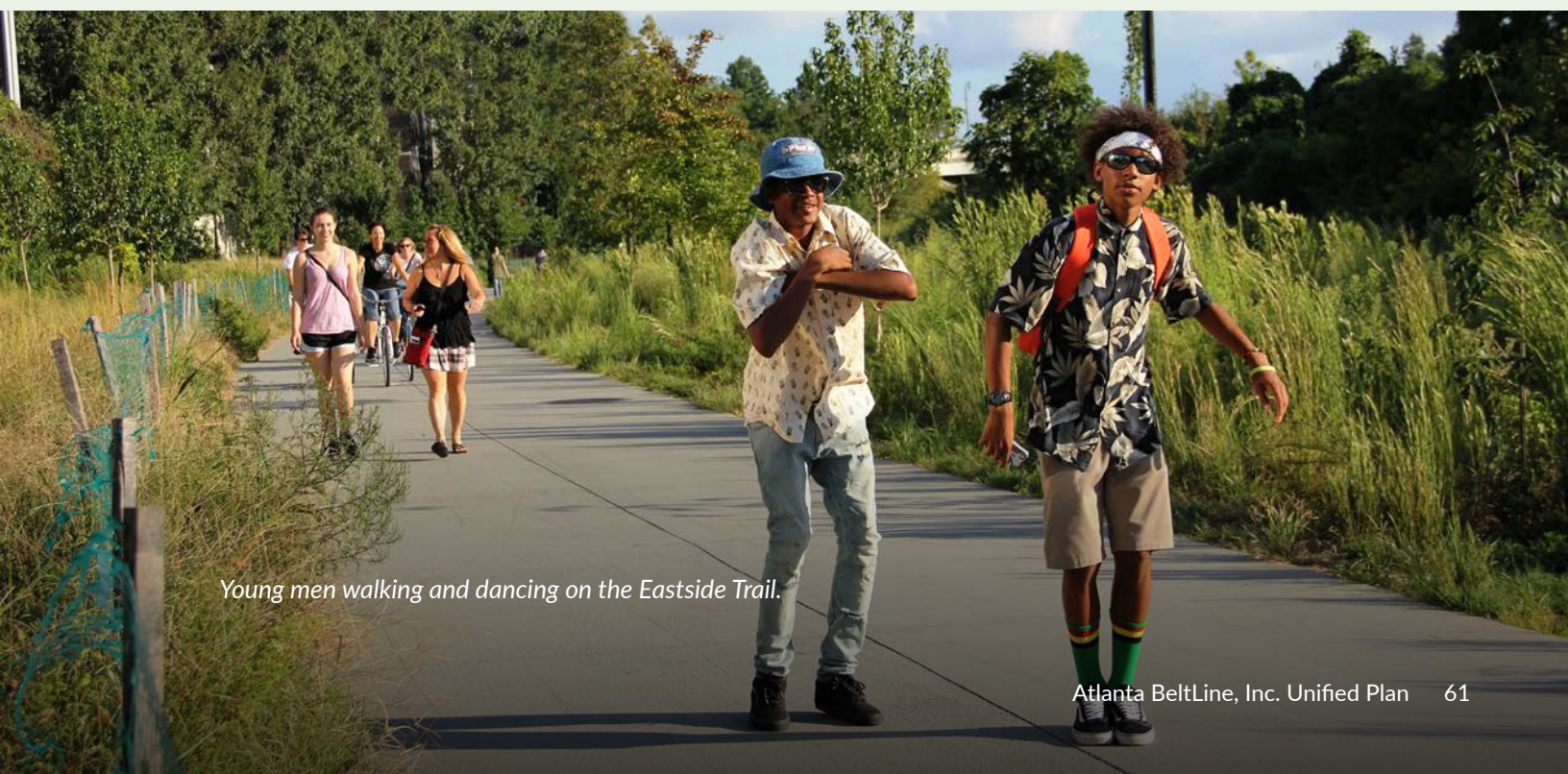
In 2010, the City of Atlanta was the recipient of one of EPA's first Brownfield Area-Wide Planning Grants. This grant allowed the City and its partners, which included ABI, Georgia Tech, Invest Atlanta, and others, to do a comprehensive analysis of potential brownfield sites across 3,200 acres extending from the Atlanta BeltLine to Fort McPherson. As part of this effort, the team worked with the communities in the area to identify potential brownfield sites, and develop a list of sites that could serve as catalysts for area-wide redevelopment. Among the properties identified were the former State Farmers Market and the Allene Avenue Urban Farm Site, both of which received preliminary site assessment review as part of the grant.

## Park Acquisition

After the BeltLine Redevelopment Plan was adopted, land acquisition for the Atlanta BeltLine began in earnest. As part of the due diligence for the acquisition of these properties, extensive Environmental Site Assessments and Site Investigations were conducted for each parcel to ascertain their environmental conditions. The City's Brownfield Program conducted site assessments for some of the parcels at Historic Fourth Ward Park, Enota Park, and the Allene Avenue Urban Farm site.

## Eastside Trail

Remediation for the Eastside Trail began in 2011 with the help of an \$850,000 allocation from the City of Atlanta's Brownfields Revolving Loan Fund (RLF). This loan allowed ABI to work with EPA and the Georgia Environmental Protection Division to establish the sampling and remediation approach for all future Atlanta BeltLine corridors. In addition, the loan allowed ABI to quantify areas of the corridor that had residual contamination from its past industrial uses.



*Young men walking and dancing on the Eastside Trail.*



## PROJECT ELEMENT

**ECONOMIC DEVELOPMENT****Investing in Smarter Growth**

“When we opened Kevin Rathbun Steak seven years ago in Inman Park, we never could have predicted the transformation of the abandoned rail corridor next door. We knew something good would happen. But the thousands of people who walk and cycle past the restaurant on a daily basis are proof that the Atlanta Beltline is working for residents, visitors and businesses like mine.”

*// Kevin Rathbun, Chef and Restaurant Owner, “Business on the Atlanta BeltLine,” 2015*

Generating economic activity that stimulates the local economy and creates jobs is a key part of the Atlanta BeltLine. The 2005 Redevelopment Plan anticipated that new development along the corridor would spur economic growth and create more than 30,000 permanent jobs and approximately 48,000 year-long construction jobs during a 25-year timeline.

The primary tool identified in the Redevelopment Plan for achieving this growth was the Atlanta BeltLine TAD, which was expected to generate bond proceeds for economic development activities anywhere within the TAD, regardless of need.

Increased economic activity also aligns with the Atlanta BeltLine’s sustainability. Providing jobs and the resources that come with them is key to creating socially and economically sustainable communities. Community-wide benefits of improved public health, greater mobility, and the creation of economically productive and attractive land use patterns also support sustainability.

**Market Conditions**

Today’s market conditions are very different from those in 2005. Most notably, the national recession means that real estate values along some portions of the Atlanta BeltLine corridor are still lower than they were then, making TAD funds unavailable. Additionally, the needs and expectations of businesses have changed remarkably in ten years, with more and more businesses increasingly attracted to amenity-rich urban locations, like those envisioned along the Atlanta BeltLine corridor. With the completion of the Eastside Trail segment, the level of private investment that has followed the public infrastructure investment is astonishingly high.



## Economic Development Goals

A BI is committed to realizing the Redevelopment Plan's jobs and economic development vision over the life of the project amidst changing markets. The organization is taking strategic steps to support economic development that aligns with the Atlanta BeltLine's land use plan. Specific goals of this include:

- **Identifying target business clusters**, which includes identifying growth industries that would be attached to Atlanta BeltLine locations and would complement Atlanta BeltLine;
- **Encourage diverse real estate models**, which provide tools for making new or rehabilitated business space financially viable;
- **Foster innovation and investment districts**, which offer ideal locations where similar or complementary businesses can maximize infrastructure and benefit from proximity; and
- **Create a business-friendly environment that supports growth**, which includes both physical infrastructure and programs that support businesses of all sizes.



*"Floral Form #3" by Neil Carver in front of Ponce City Market  
Photo credit: Christopher T. Martin*



## INVOLVEMENT IN DEVELOPMENT

Level of ABI Involvement & Resource Requirement				
Low		High		
ABI ROLE	Facilitator ABI has limited involvement connecting parties, directing third-party resources, providing timely information	Coordinator ABI is active in putting deals together, helping parties come to solutions, recruiting, & directly advocating for resources	Gap Financier ABI is active in gap financing	Direct ABI is making direct investments via land acquisition and/or master development
STRATEGIES	<ul style="list-style-type: none"> <li>• Development clearinghouse</li> <li>• Expansion of existing AH programs</li> <li>• Expand partnerships with existing ED organizations</li> <li>• Policy advocacy</li> <li>• Small-scale, third-party incentives, such as Invest Atlanta small business loans</li> </ul>	<ul style="list-style-type: none"> <li>• Rationalize Atlanta BeltLine land use</li> <li>• Lead industry strategies (manufacturing, health, B2B)</li> <li>• Planning improvement districts</li> <li>• TAD assessment</li> <li>• Site facilitation</li> <li>• New Markets Tax Credits</li> </ul>	<ul style="list-style-type: none"> <li>• BAHTF</li> <li>• Flexible incentive fund</li> <li>• Land contribution as equity</li> </ul>	<ul style="list-style-type: none"> <li>• Crime and blight removal</li> <li>• Establish CID</li> <li>• Land acquisition strategies</li> <li>• Master development</li> </ul>

To provide further guidance in realizing these goals, ABI completed the Integrated Action Plan (IAP) in 2015, detailed in Part 2 of this plan. The IAP is an internal work plan that guides ABI in specific decisions related to real estate, housing, and economic development. It provides specific strategies for realizing the above goals, including:

- Pursue new sources of revenue;
- Build financial resources and tools for land acquisition;
- Acquire land near infrastructure or areas of affordable workforce housing need;
- Horizontal development of ABI controlled land;
- Establish and deploy flexible incentives;
- Enhance quality of life (blight removal);
- Advance key sites through partnership with mission driven partners;
- Optimize land use for key industrial sites;
- Nodal planning leadership and coordination;
- Development clearinghouse;
- Advance target employment clusters; and
- Support and influence policy changes.

While all of these strategies are important to the Atlanta BeltLine, it will take the leadership of and collaboration with other agencies to implement many of them. Some strategies are well suited to ABI's resources and organizational structure, while others are better handled by other organizations. For the latter, ABI will work closely with other City of Atlanta departments, Invest Atlanta, state and federal agencies, and the private sector to promote economic development goals along the corridor.





Ponce City Market / Atlanta BeltLine connection  
Photo credit: Christopher T. Martin



Light rail transit on Eastside Trail at Ponce City Market



## PROJECT ELEMENT



## AFFORDABLE WORKFORCE HOUSING

## Inclusive Living on the Atlanta BeltLine

“The BeltLine said its vision was to connect people, and in practice, it is actually doing that. It’s busy, it’s happy, it’s full of culture, great social interaction, and I think it shows the average Atlantan that may not have grown up with it, the value of getting to know your neighbors and your friends and co-mingling with people from different walks of life.”

*// Tina Lowe, Former President of Mercy Housing Southeast, "Life on the Atlanta BeltLine," 2016*

The Atlanta BeltLine Redevelopment Plan projected that 28,000 new residential units would be built in the Atlanta BeltLine TAD over the life of the project. Of that, 20% (5,600 units) were targeted to be affordable workforce housing units and are included in the Atlanta BeltLine. The definition of “affordable” for rental homes has been established as households that earn below 80% of the Area Median Income (AMI). For ownership, the target households are those that earn below 100 to 115% of AMI. Because AMI may change over time, the definition of “affordable” will also change.

These expanded housing options will offer many benefits to current and future Atlantans. These include the creation of more stable and sustainable mixed-income neighborhoods, improved opportunities to age in place, and providing direct access to the Atlanta BeltLine’s diverse project elements for residents.

**Affordable Housing**

To support the affordable workforce housing goals, a city ordinance was adopted at the time of the Redevelopment Plan that requires that 15% of net TAD bond proceeds fund the Atlanta BeltLine Affordable Housing Trust Fund (BAHTF). Based on the original TAD projections, approximately \$240 million was anticipated for use by BAHTF, but the specific tools used to realize that will require the use of additional mechanisms, partnerships, and funding sources not currently prevalent in the Atlanta market. However, as previously noted in the Economic Development section, TAD bonds are not expected to be a major source of funding for future Atlanta BeltLine initiatives. Despite this, ABI remains committed to the goal of providing 5,600 affordable workforce housing units in the Atlanta BeltLine TAD over the life of the project, but the specific financing tools used to realize that number will require the use of additional creative funding strategies.



The Integrated Action Plan (IAP) provides specific strategies for realizing this goal under current market conditions. The plan reviews ABI's progress at meeting the 5,600 unit goal and provides a strategy for achieving it. The IAP proposes using the same strategies identified in Economic Development to realize the affordable workforce housing goals. More details on the IAP can be found on page 90. These strategies include:

- Maximize and pursue new sources of funding;
- Build financial sources and tools for land acquisition;
- Control land and engage master development;
- Strengthen partnerships and influence policy;
- Support owner-occupied, rehabilitation, and down payment assistance;
- Utilize tax reduction incentives for developments with substantial affordable workforce housing; and
- Capture existing affordable workforce housing resources, including low-income housing tax credits (LIHTC) and project-based rental assistance.



*ABI contributed to affordable workforce housing at Stanton Oaks Apartments  
Photo credit: The Sintoses*





*Johnna Jamison (above) and Ethan Seville bought their homes leveraging downpayment assistance through the Atlanta BeltLine Housing Initiative Program.*



## Housing Fund Trust

As a part of the Atlanta BeltLine Tax Allocation District creation in 2005, City Council also created the Atlanta BeltLine Affordable Housing Trust Fund, wherein 15% of the net proceeds of each TAD bond issuance would be set aside in a separate fund that would be solely used for creating affordable workforce housing within the Atlanta BeltLine TAD. It is the expectation of the and goal of the City that the BeltLine Affordable Housing Trust Fund be used for developing at least 5,600 units of affordable workforce housing within the Atlanta BeltLine TAD.



*Reynoldstown Senior affordable housing  
Photo credit: The Sintoses*



## PROJECT ELEMENT

**JOBS****Connecting Communities with Opportunity**

The Atlanta BeltLine is a conduit to bring businesses and people together.

Development of the Atlanta BeltLine is a catalyst for growth and activity, radiating from the parks and trails to the adjacent neighborhoods and beyond. The 8:1 return-on-investment that has occurred in the Atlanta BeltLine Planning Area is a development benefit for not only the City of Atlanta, but for the entire metro region.

Another core component of the economic development around the Atlanta BeltLine is the creation of new jobs; both temporary construction

and permanent jobs. The implementation of the Atlanta BeltLine vision is projected to result in the creation of 48,000 one-year construction jobs and 30,000 permanent jobs in the planning area.

As of the end of 2016, 7,200 permanent jobs have been created in the Atlanta BeltLine Planning Area, and 26,600 temporary construction jobs have employed workers for at least a year. ABI also partners with the Atlanta Workforce Development and Westside Work Programs to identify local residents to participate in construction training programs to further create construction employment opportunities in the Planning Area.



Amol Naik and Amanda Shailendra work for Google, whose Atlanta Fiber office is located in Ponce City Market  
Photo credit: The Sintoses





Concrete pouring on the Eastside Trail Extension  
Photo credit: The Sintoses





*Dr. Nakia Shaw of McArthur's Apothecary and Tim Schrager, CEO of Perennial Properties, have businesses along the Eastside Trail  
Photo credit: The Sintoses*





## Population Summary by Study Area

Geography	Area (SqMi)	Population (2010)	Number of Jobs (2012)	Population Density (People/SqMi)	Job Density (Jobs/SqMi)
North	5.5	21,400	43,760	3,900	7,900
Northeast	4.3	25,000	12,600	5,800	2,900
South/ Southwest	5.7	21,900	8,170	3,900	1,400
Southeast	3.5	14,000	5,820	4,000	1,700
West	4.2	14,000	4,100	3,300	970

Source: 2010 Census, SF1; NETS, 2012; QWI, 2012, Mass Economics Analysis

## Income Summary by Study Area

Geography	Median Income	Jobs per 100 people	Poverty Rate, Ages 25 to 64
North	\$60,100	156	10%
Northeast	\$67,300	40	8%
South / Southwest	\$26,800	21	31%
Southeast	\$59,300	34	15%
West	\$31,300	29	36%

Source: 2010 Census, SF1 Demographic Data; ACS 08-12  
 \*Average median income used ACS data from 08-12

## Job Distribution

The mix of land uses currently found in the Atlanta BeltLine Planning Area supports a variety of employment options. This includes both small and large businesses distributed around the corridor.

Most existing jobs are concentrated in the subareas' current commercial and industrial districts, including:

- Along Northside Drive, Huff Road, Peachtree Road, Piedmont Road, and the Armour Circle area in the Northside Study Area;
- Along the Northeast Atlanta BeltLine corridor in the Northeast Study area;
- Along Memorial Drive in the Southeast Study Area;
- Along Ralph David Abernathy Boulevard and Pryor Road in the Southwest Study Area; and
- Along Donald Lee Hollowell Parkway and Martin Luther King, Jr. Drive in the West Study Area.

It is also of note that many small businesses exist throughout the Atlanta BeltLine Planning Area. These are located in both the previously indicated commercial and industrial districts and are also found in residential neighborhoods as home-based businesses.

Workers build the supports for the new bridge over Martin Luther King, Jr. Drive

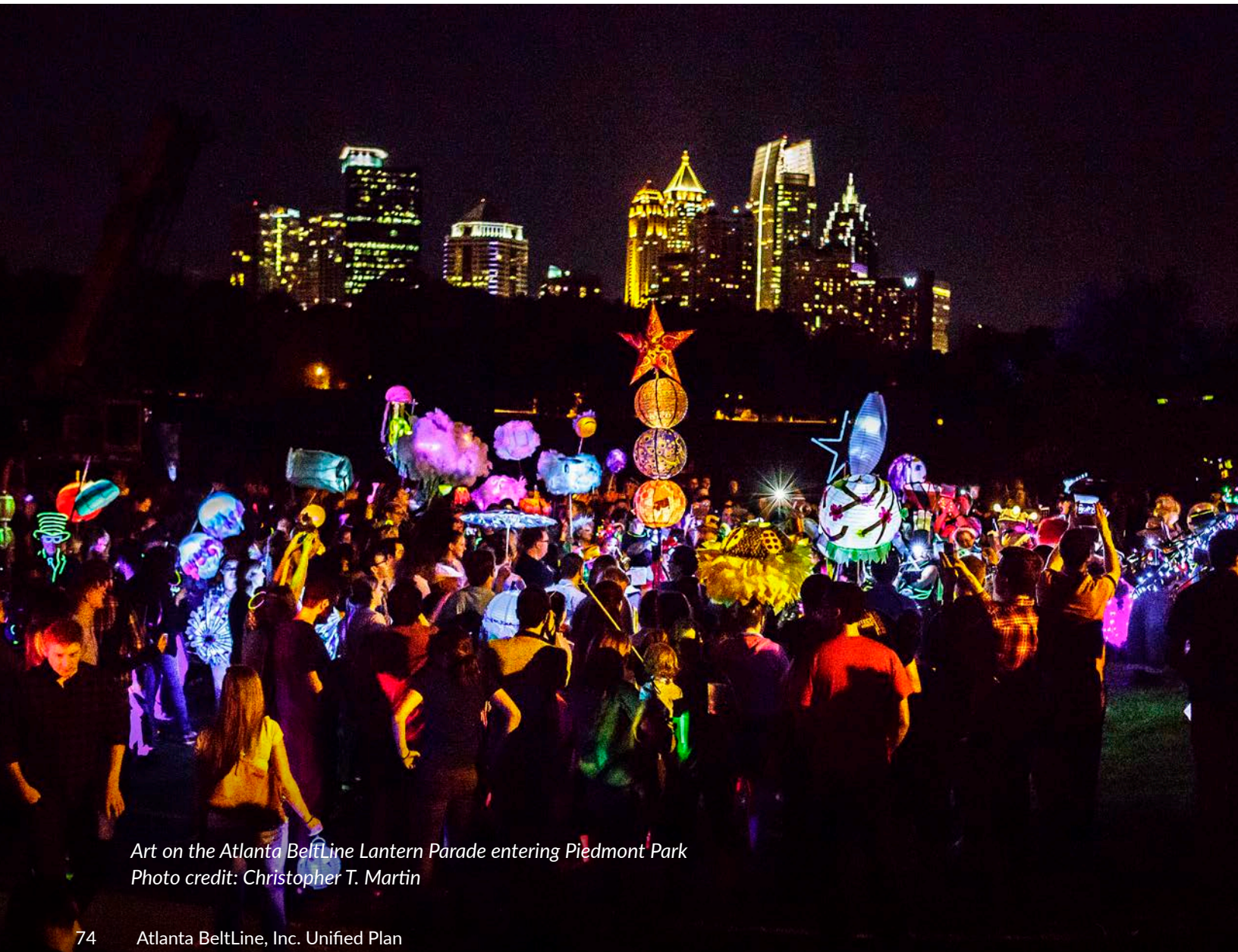


## PROGRAMS

# Enriching Experiences Help Fulfill the Atlanta BeltLine Vision

The Atlanta BeltLine project is repurposing a historic rail corridor, and breathing new life into some of Atlanta's oldest and most celebrated neighborhoods. It is an unparalleled endeavor that is reshaping the social, economic, and environmental dynamics of the city. Beyond the physical transformation, the Atlanta BeltLine also provides programmatic elements that offer new opportunities for people to engage with the Atlanta BeltLine.

These programs are designed to create a greater sense of community and allow people to enjoy essential aspects of the project. There are numerous programs that enhance the impact the Atlanta BeltLine has on the city. Historic Preservation, Public Art, and Urban Agriculture are highlighted here to showcase some of the many exciting ways for people to fully experience the Atlanta BeltLine.



*Art on the Atlanta BeltLine Lantern Parade entering Piedmont Park  
Photo credit: Christopher T. Martin*





*Mausiki Scales and the Common Ground Collective's "No Table No Chairs Parade in Historic Fourth Ward Park*  
Photo credit: Steve Eberhardt



## HISTORIC PRESERVATION

# Celebrating Atlanta's Past Through Preservation

“Historic preservation is one of the pillars of our mission. The Atlanta BeltLine builds a stronger sense of place across Atlanta by helping 45 neighborhoods preserve and showcase the history that has shaped their unique identities.”

*// Fred Yalouris, Director of Design, Atlanta BeltLine, Inc., 2017*



*The West End is recognized as a city and national historic district  
Photo credit: TSW, 2009*

As the Atlanta BeltLine's vision is implemented, the strategic preservation of historic resources will be a key part of its success. From the repurposing of historic rail bridges, to the reuse of railroad “artifacts” in public art, to community identification markers that retell stories of the past, the Atlanta BeltLine incorporates historic preservation into aspects of its planning, designing, and implementation. As additional elements of the Atlanta BeltLine's trail, transit, and open space framework are

implemented, the importance of thoughtfully preserving key historic resources will only grow.

The Atlanta BeltLine's approach to historic preservation has been crafted to incorporate the unique needs of the complex and dynamic project. While the everyday meaning of “historic preservation” can vary by place, program, or focus, when used in the context of the Atlanta BeltLine, it is an expansive term that refers to the incorporation of historically significant buildings, sites, structures, or objects from the past into project initiatives per state and local regulations.



## How Preservation Benefits the Atlanta BeltLine

Historic preservation offers direct and indirect benefits to the Atlanta BeltLine, the neighborhoods it connects, and the City of Atlanta. Many of these benefits arise because preservation allows places to retain some of what makes them unique, memorable, and meaningful to local residents. Preserving and reusing the rail corridor and significant buildings, structures, artifacts, and natural features along it can create a more heightened user experience offering a sense of place, cultural identity, and connectedness with the past. Indeed, ABL's public art program also often incorporates historic elements, such as the railroad artifact sculptures. As areas along the Atlanta BeltLine continue to grow and redevelop in the coming decades, this continuity of place will become an important hallmark of the character of each community.

The benefits of preservation are not limited to areas or sites with physical traces of the past. But, “place names” can also recall bygone days often centered on the rail corridor’s industrial heritage. Similarly, the history of an area can be further relayed through wayfinding installations that share stories and photos of the corridor’s past to uphold the notion of heritage in the midst of an evolving and growing city.

Historic preservation also provides sustainability outcomes. Often, the most environmentally sustainable thing is the one that has the structural integrity to be reused over and over again. Buildings, bridges, and pieces of former railroad infrastructure all have embodied energy that often makes their reuse the “greenest” choice. There are also social benefits to preservation, especially as abandoned, depilated areas or buildings become restored and alive again.

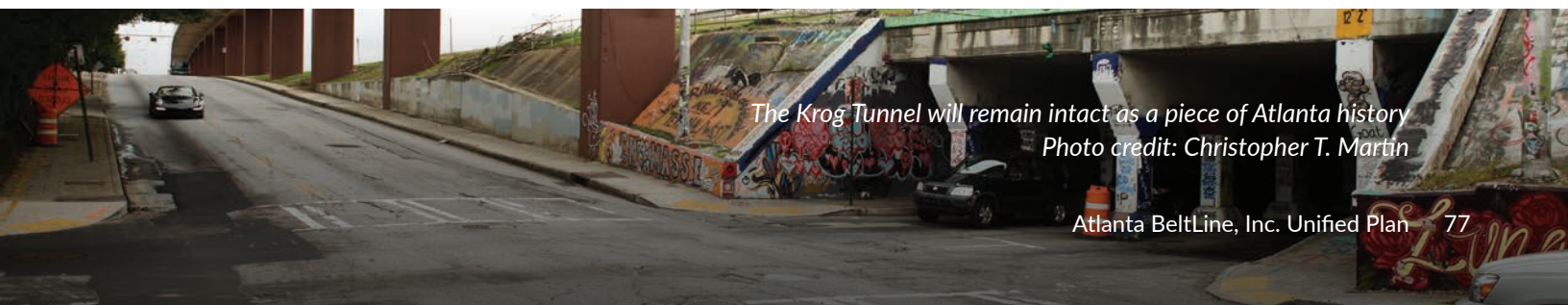
Finally, the economic benefits of adaptive reuse versus the demolition of historic assets can be great, and may result in:

- Equal or lesser development costs;
- Lower long-term maintenance costs; and
- A reduction in energy costs as buildings become more energy efficient.

A number of recent studies have been undertaken nationwide to analyze the economic benefits of historic preservation. The results, on both state and local levels, have consistently reported that properties in historic districts appreciate significantly faster than comparable properties not located in historic districts. There are currently over 30 historic districts along the Atlanta BeltLine, including the Inman Park, Pittsburgh, West End, and Howell Station neighborhoods.

In Georgia, a 2010 study prepared for the Historic Preservation Division of the Georgia Department of Natural Resources details the impact of historic preservation on the state’s economy. Report findings show that historic preservation in Georgia spurs investment, attracts visitors, revitalizes neighborhoods, and effectively leverages scarce resources.

Much of this investment in historic properties has been fueled by state and federal historic preservation incentives. Projects located in neighborhoods or sites listed on the National Register of Historic Places may utilize tax credits and tax abatements that provide financial support for historically sensitive renovation. These programs apply to diverse projects that range from single-family house repairs to multimillion dollar adaptive reuse efforts like Ponce City Market, the Clermont Hotel renovation, and the Atlanta Dairies project on Memorial Drive.



*The Krog Tunnel will remain intact as a piece of Atlanta history*  
Photo credit: Christopher T. Martin



## PUBLIC ART

# The Next Step in Atlanta's Cultural Evolution

“The Atlanta BeltLine is already transforming not only the physical character of the city, but the way people are interacting with each other and their environment, with new amenities, and opportunities for individuals, families and businesses.”

*// Lisa Gordon, Former Chief Operating Officer, Atlanta BeltLine, Inc., 2013*

In its commitment to the arts, the Atlanta BeltLine has programs which showcase a diverse portfolio, from permanent sculpture and performance to the largest temporary art exhibit in the southeast. The historic rail corridor has become a linear, public gallery that connects 45 neighborhoods. ABI has a commitment to involve artists in design projects from the beginning of the project, ensuring that art is integral to the process.

## Benefits of Public Art

This commitment to a broad interpretation of public art along the Atlanta BeltLine offers many benefits to Atlanta BeltLine users, the surrounding neighborhoods, and the greater Atlanta community. These include:

- Creating a space where diverse neighborhoods and residents can come together for art, nature, and to be around other people;
- Enriching the Atlanta BeltLine experience beyond being just an infrastructure project to being one of the city's key public spaces;
- Providing a sense of discovery, especially through changing installations such as Art on the Atlanta BeltLine;
- Celebrating Atlanta BeltLine spaces through installations that capitalize on their unique features;
- Improve portfolio of arts in Atlanta;
- Exposing users to art in an informal setting, where some may feel more comfortable contemplating or engaging with it than they otherwise would;
- Contributing to a higher quality of life for Atlanta residents;
- Creating a greater shared emotional connection to the Atlanta BeltLine corridor;
- Raising Atlanta's visibility as a city that values all forms of artistic expression; and
- Providing a highly visible forum for emerging artists, thus supporting their career development.

These all result in a community that is more environmentally, socially, and economically sustainable.



*"Phoenix: Atlanta's Railroad Rebirth"  
by Allen Peterson*





*Dorothy O'Connor installs her collaborative piece with Craig Appel -  
"The Forest" on the Eastside Trail  
Photo credit: The Sintoses*

There is an economic benefit to public art that extends beyond job creation in creative industries. Although difficult to quantify, these benefits stem from public art's ability to educate, stimulate commerce, increase real estate value, build better citizens, and increase tourism.

As public art is implemented along the Atlanta BeltLine, ABI is committed to doing so in a way that celebrates the linear nature of the corridor and the opportunities this offers to curate a sequential user experience.

ABI is advancing the Arts and Culture program through the development of an implementation plan that will define the methodologies of artistic programming.

The plan will:

- Use the transformative potential of a linear gallery space to improve neighborhood connectivity and access to cultural amenities;
- Forge a distinct sense of place and identity for communities;
- Strengthen relationships among Atlanta BeltLine, Inc. and its partners;
- Further arts and culture as an integral element of locally informed and human-centered community development; and
- Enable the development of cultural facilities, partnerships and programs, and funding opportunities that will add to the corridor's identity as a creative place.

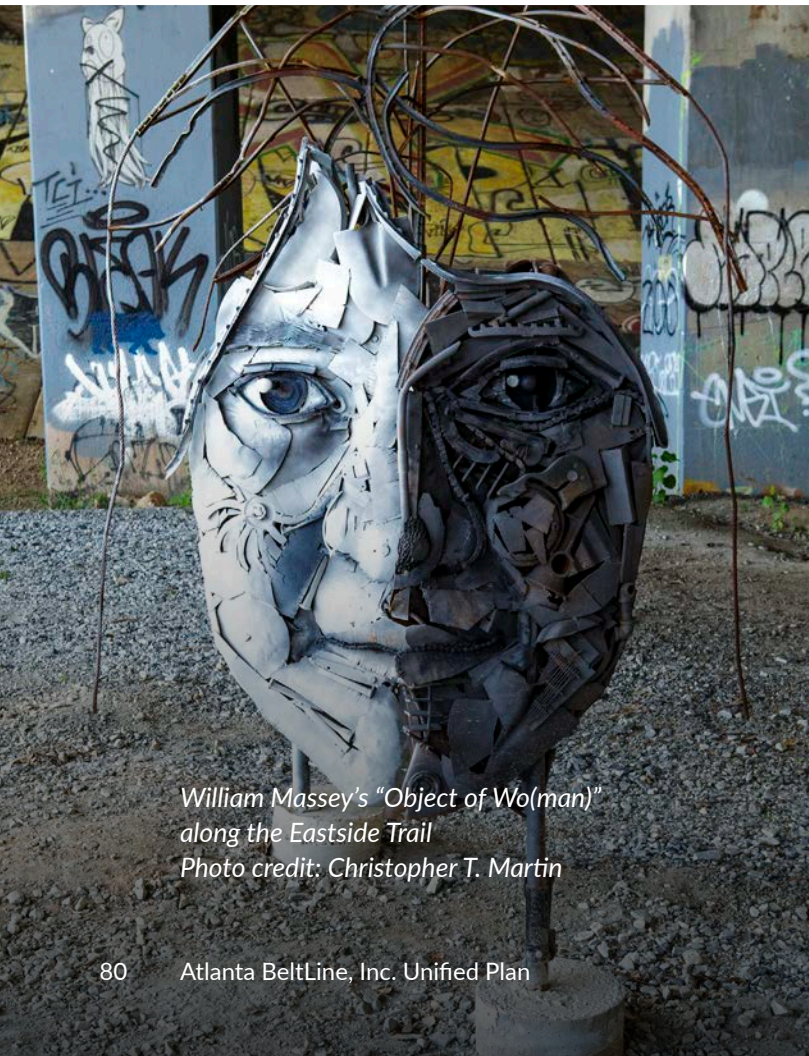
### **Public Art Breakdown**

- 2016 was the 7th year of Art on the Atlanta BeltLine exhibition
- More than 100 projects in 2016
- Three performance weekends
- More than 78,000 people at the Atlanta BeltLine Lantern Parade





*'How Are You?' Mural by Brandon Sandler  
Photo credit: Christopher T. Martin*



*William Massey's "Object of Wo(man)"  
along the Eastside Trail  
Photo credit: Christopher T. Martin*



*Wasted Potential performs at Gordon White Park  
Photo credit: John Becker*





*"Living Synergies" by Nghi Duong and Mandy Palasik  
Photo credit: The Sintoses*



## URBAN AGRICULTURE

# The Next Step in Atlanta's Cultural Evolution

“These farms ... can really raise up the whole area because they give people a place to go, [and] food where there may not be. [It] provides exercise, it's a safe place to be, and it creates a sense of pride for people.”

*// Susan Varlamoff, Former Director, University of Georgia Office of Environmental Sciences, in Creative Loafing, 2015\**

As part of its efforts to contribute to a more sustainable Atlanta, the Atlanta BeltLine is promoting the development of a system of small urban farms along and near the corridor, generally on small, two- to five-acre post-industrial parcels. The goal is for these urban farms to be run as businesses by experienced urban farmers. At the same time, the farms would be a source of fresh produce for local neighborhoods.

The Adair Park Urban Farm represents the transformation of a formerly contaminated post-industrial site once covered by dilapidated buildings, two acres of asphalt and concrete, and massive quantities of truck parts, building rubble, and miscellaneous trash into a viable urban farm site with clean soil, a well, and a stormwater management system. Two experienced farmers have been brought on to farm the land using organic farming methods.

Urban agriculture seeks to develop and promote urban farming along and near the corridor. The first Atlanta BeltLine urban farm in Adair Park will provide a template for what will be a system of small, organically farmed urban agriculture sites in the Atlanta BeltLine Planning Area.

## Benefits

- Contaminated, post-industrial land is put to good use, benefiting the surrounding communities;
- Invasive plant species are removed;
- Erosion is stopped, using retention ponds, bioswales, and natural permeation;
- Serves as an educational resource on urban farming and gardening as well as organic landcare methods; and
- Fresh, healthy produce is provided to local neighborhoods.

*\* Retrieved from <http://clatl.com/atlanta/BeltLines-adair-park-urban-farm-starts-to-blossom/Content?oid=15641185>*



The Atlanta BeltLine's first urban farm site  
Photo credit: Christopher T. Martin





*Crops growing at the urban farm, nestled between Adair Park, Oakland City, and Capital View*



*Andrea Ness and Andy Friedberg manage Aluma Farm  
Photo credit: Christopher T. Martin*



## COMMUNITY INVOLVEMENT

# Ensuring All Voices Are Heard

Community Engagement is essential to the success of this project. Knowing that, we work every day to ensure that outreach to the Atlanta BeltLine communities is robust, meaningful, and inclusive. We also realize that there is always room for more engagement and we welcome that.

*// Beth McMillen, Director of Community Planning and Engagement, Atlanta BeltLine, Inc., 2017*

The people living in the 45 communities around the Atlanta BeltLine are essential to its development and evolution. It was the grass roots movement of the people of Atlanta along with visionary Atlanta leaders that helped to bring the Atlanta BeltLine Vision. The active involvement of the surrounding communities remains an important component to the implementation of the program. As the Atlanta BeltLine is implemented, an inclusive, informative, and transparent process that actively engages community stakeholders is critical to the project's long-term success.

The Atlanta BeltLine project is built on a foundation of meaningful community engagement through planning, design, and construction phases of the project. The ABI's initial Five Year Work Plan as adopted by Atlanta City Council in 2006 included a legislatively mandated Community Engagement Framework, consisting of five components:

- A Tax Allocation District Advisory Committee (TADAC) and BeltLine Affordable Housing Advisory Board (BAHAB);
- Community representative on the ABI Board of Directors;
- A community engagement advocate on staff;
- Formal community reporting process; and
- The creation of a new outreach framework in which to engage the communities within the Atlanta BeltLine Planning Area through five geographic study groups, to provide more defined neighborhood-specific planning.

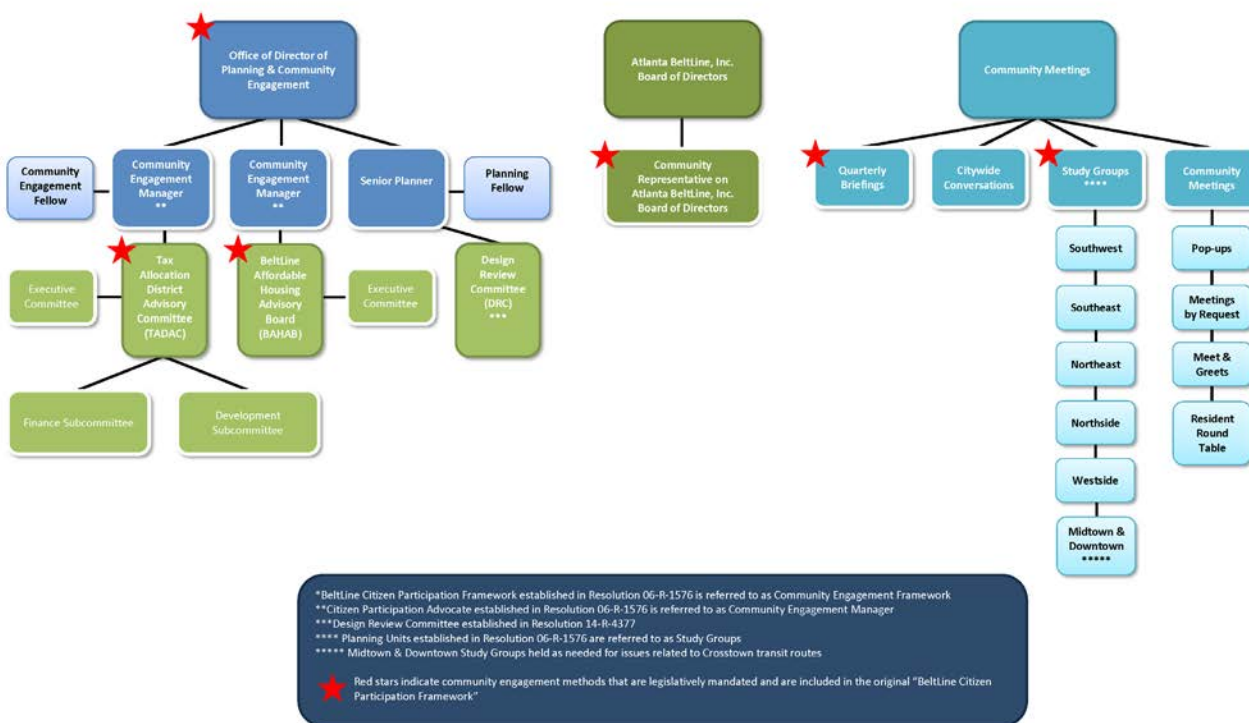
TADAC is charged with making recommendations on the allocation of TAD bond proceeds, monitoring effective equitable implementation of the Atlanta BeltLine, implementing a decision support tool to measure impact, and conducting an independent review of the Five Year Work Plan. BAHAB makes recommendations to Invest Atlanta and ABI on affordable workforce housing policies for the use of BeltLine Affordable Housing Trust Fund (BAHTF) dollars; it monitors the location and availability of affordable workforce housing units on the Atlanta BeltLine; coordinates with other affordable workforce housing efforts throughout the City of Atlanta; and ensures that the goal of 5,600 affordable workforce housing units are created during the life of the Tax Allocation District is achieved.



TADAC Meeting in progress



## Expanded Atlanta BeltLine Planning &amp; Community Engagement Framework\*



## Study Groups

In addition to the advisory boards, ABI is committed to a robust and dynamic outreach methodology that includes: community Study Group meetings, which are local geographically specific meetings that address local projects and/or issues; Citywide meetings, which are educational gatherings to address new planning concepts or projects; and Quarterly Briefing meetings, which are held each quarter to provide a comprehensive report on all project components. Representatives from ABI will also attend neighborhood group meetings, merchant association meetings, civic association meetings, and NPU meetings to ensure active engagement with the community. In addition to the more traditional methods of outreach, ABI has employed techniques such as direct mail, door-to-door campaigns, key stakeholder outreach, and ROBO calls. ABI also utilizes social media, the smartphone app, and the Atlanta BeltLine website to inform and garner feedback from the community, study groups, citywide meetings, and quarterly briefings. Major endeavors, such as the environmental studies supporting transit, require their own specific community input, and are supplemented when required by state or federal agencies.

## Community Planning

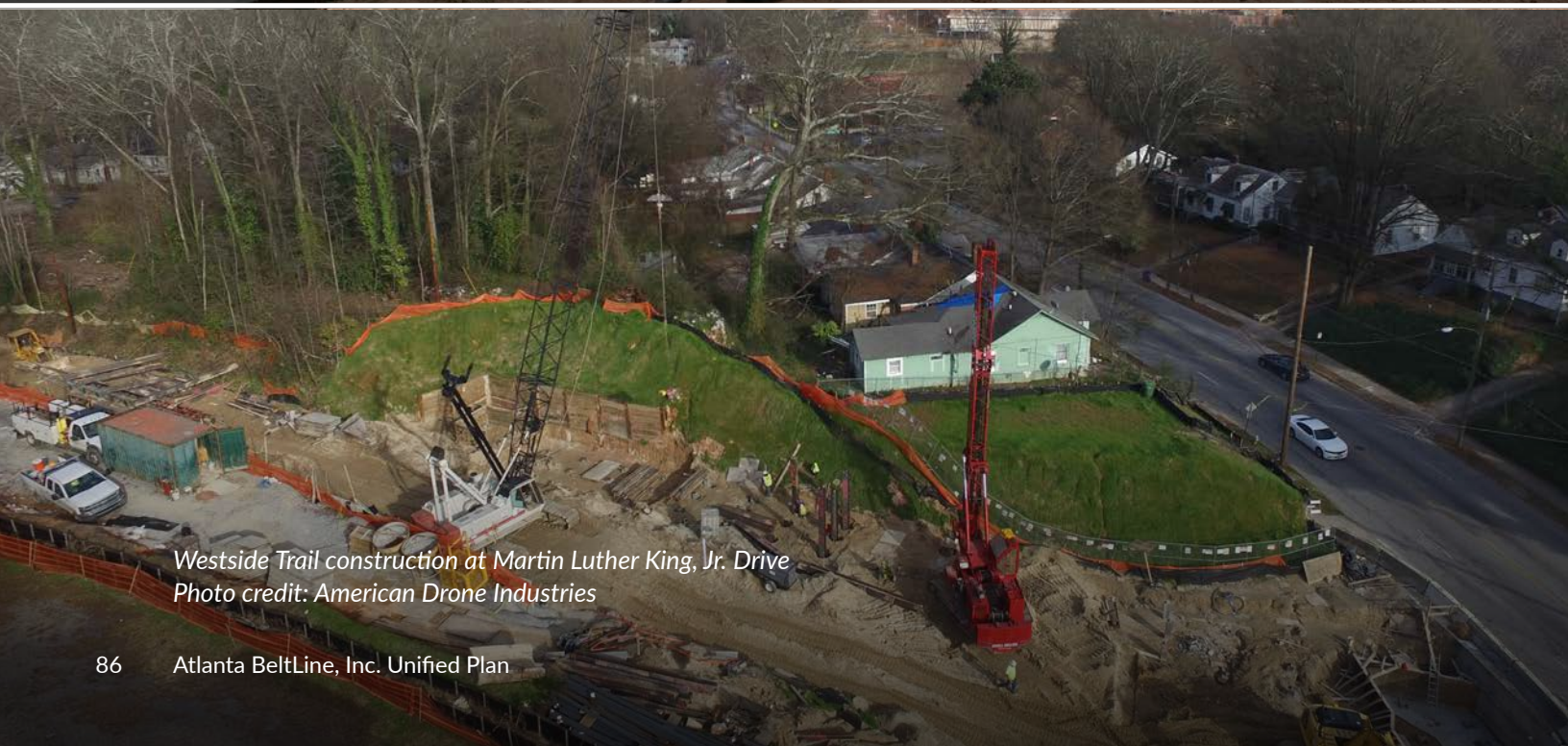
In 2013, the Office of Community Engagement expanded its function to include community planning, which was a natural evolution from its work with the creation of the ten Subarea Master Plans. The Community Planning division is responsible for overseeing:

- The implementation and updates of the Subarea Master Plans;
- The creation of the Unified Plan;
- The Atlanta BeltLine Overlay District; and
- The Atlanta BeltLine Design Review Committee, which reviews all Special Administrative Permit applications within the BeltLine Planning Area for consistency with BeltLine Overlay District and design quality.





Westside Trail paving  
Photo credit: The Sintoses



Westside Trail construction at Martin Luther King, Jr. Drive  
Photo credit: American Drone Industries



## STRATEGIC IMPLEMENTATION PLAN

# Charting a Course for Completion

Similar to the Atlanta BeltLine Redevelopment Plan and the original Plan of Work for 2006-2010 Budget (Five Year Work Plan), the Atlanta BeltLine's 2030 Strategic Implementation Plan (SIP) presents a framework to complete the short- and long-term elements of the Atlanta BeltLine. The document builds upon the momentum and progress to date to lay out a flexible strategy that will continue to be updated over the life of the program, bringing the full Atlanta BeltLine vision to fruition. Also like the Redevelopment Plan, the SIP recognizes the challenges that exist in securing all the necessary funding to complete the entire Atlanta BeltLine, but provides guidance on how these challenges can be overcome.

In order to ensure that the Atlanta BeltLine is equitably realized given the various factors affecting its implementation, the SIP sets out timelines divided into three periods, which complete the Atlanta BeltLine vision by 2030. These include:

- **Period 1:** FY14-FY18
- **Period 2:** FY19-FY23
- **Period 3:** FY24-FY30

Timelines are based on several factors affecting the ability of projects to be implemented, such as typical design and construction sequences. As a result, earlier projects typically include project design, new project land acquisition, and construction of projects on already-controlled land (such as new parks or park expansions), while longer term projects include full transit implementation and renovation of existing parks.

More specifically, the SIP proposes the completion of all design and right-of-way acquisition or operating rights for the Atlanta BeltLine corridor within Period 1 and phasing construction of the streetcar components to align with the Atlanta Streetcar System Plan and the promotion of geographic equity. Other projects in Period 1 include:

- *Completing the Westside Trail's southern half and beginning construction of the Eastside Trail Extension;*
- *Constructing Boulevard Crossing Park Phase II, Enota Park, and Murphy Crossing greenspace;*
- *Initiating the first phase of Westside Reservoir Park including the passive-use park space; and*
- *Constructing streetcar on the east and west sides of the Atlanta BeltLine corridor.*



## Take a Look!

For more information about these efforts, read *Strategic Implementation Plan, Redevelopment Plan, and Plan of Work for 2006-2010*.

[beltline.org/StrategicImplementationPlan](http://beltline.org/StrategicImplementationPlan)

[beltline.org/Plans/RedevelopmentPlan](http://beltline.org/Plans/RedevelopmentPlan)

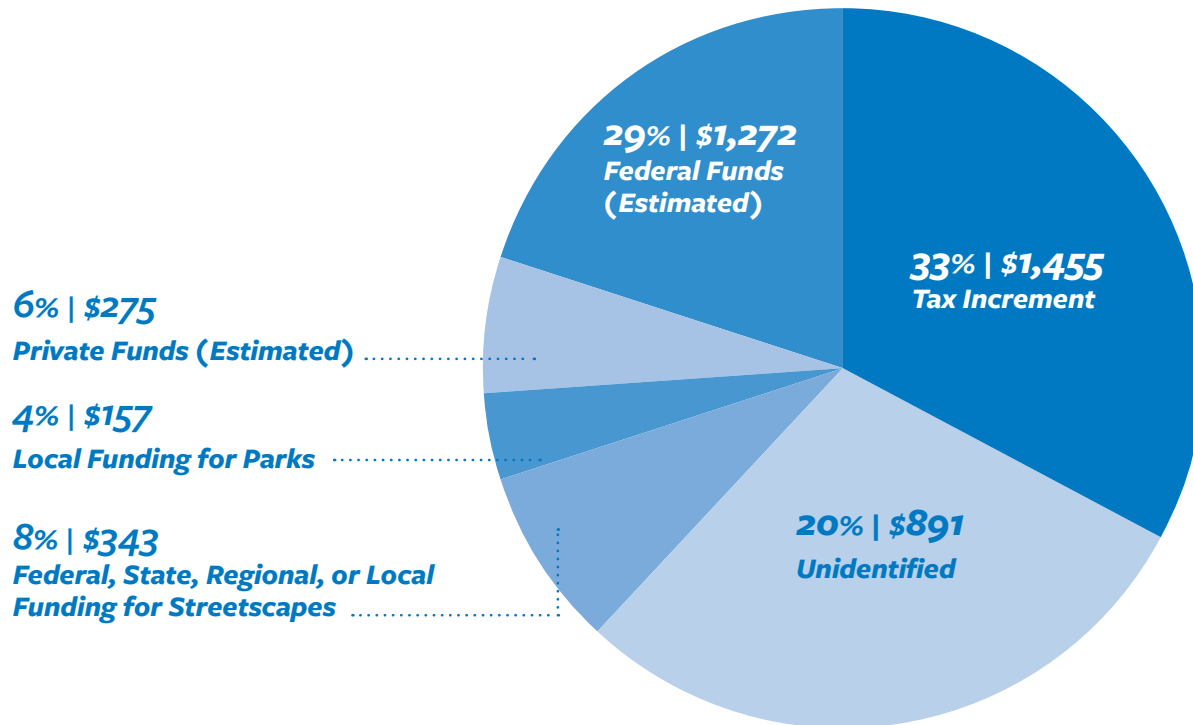
[beltline.org/plans/FiveYearWorkPlan](http://beltline.org/plans/FiveYearWorkPlan)



Eastside Trail extension  
Photo credit: Christopher T. Martin



## STRATEGIC IMPLEMENTATION PLAN FUNDING ESTIMATES IN MILLIONS



Timelines for the three phases are based on an unconstrained funding model, but the SIP sets out a framework to secure the funding required to bring all of the Atlanta BeltLine to fruition within these timeframes.

The SIP estimates the remaining program costs at \$4.39 billion with project costs indexed to inflation in their projected years of delivery (see chart above). If projects are delivered earlier, their actual costs will be lower. The SIP proposes sources for 80% of the necessary funding to complete the remainder of the program, with 20% coming from sources to be identified. For comparison, the Redevelopment Plan included up to 35% of the total program cost from sources to be identified.

The funding analysis included in the SIP makes several assumptions based on Atlanta BeltLine projects completed to date. Historically, ABI has leveraged the investment by its federal and local public and private funding partners, and expects to continue to do so. The SIP highlights the importance of federal funding, new sources of local funding and low-cost, flexible loans

and financing with several scenarios to deliver the full program. Innovative delivery options are also explored in the context of cost and schedule. Preliminary funding assumptions based on a history of investment would yield the funding sources for the remainder of the project identified in the table above.

The unidentified amount shown above is consistent with the unidentified amount projected in the Redevelopment Plan and reinforces the need to cultivate additional state and local funding sources for the Atlanta BeltLine. ABI and its partners have already demonstrated a strong track record of identifying additional funding sources for greenspace and trail projects. As implementation of the program progresses, ABI and the City of Atlanta will continue to seek and leverage previously unknown funding sources as they have done to date. A key focus at the outset of SIP efforts will be to secure new funding from local, regional, and state sources for transit, so that federal sources can be leveraged to their maximum benefit.





*Future extension of the Eastside Trail through Reynoldstown  
Photo credit: Christopher T. Martin*



# INTEGRATED ACTION PLAN

## A Renewed Plan for Housing & Jobs

The Integrated Action Plan (IAP) provides ABI guidance in achieving the 2005 Redevelopment Plan’s ambitious economic development and housing goals while taking into account past performance and existing conditions. The IAP provides practical and action-oriented recommendations for ABI and others to take to realize these goals. It concentrates on fiscal years 2016 to 2020, while also establishing a longer term general framework. Additionally, real estate acquisition is emphasized as a critical tool to achieve these goals and more effectively manage development outcomes.

The IAP was created to account for today’s very different economic and funding context, which was not anticipated in 2005. The recession halted development for three years and reset expectations for the TAD. Additionally, the IAP was needed to support the realization of the Redevelopment Plan’s housing and job creation goals.

### Key Strategic Recommendations

The following summarizes key recommendations of the IAP.

#### FOUNDATIONAL

The IAP recommends that ABI’s foundational strategic approach in fiscal years 2016 to 2020 should be raising financial resources and controlling land to advance programmatic goals. This is a departure from the past. It acknowledges that the pre-existing funding model is insufficient to achieve goals. It also acknowledges that controlling land early in the development process, while it entails more risk, is more effective and targeted than providing incentive gap financing at the end of the development process.

While a funding model is being rebuilt in the foundational strategies on page 91, there are some low cost items that can be advanced early in the next five-year period. These include the following (shown in chart below).

### FOUNDATIONAL STRATEGIC RECOMMENDATIONS

Category	Strategies
Maximize and Pursue New Sources of Funding	<ul style="list-style-type: none"><li>• Generate land sales revenue.</li><li>• Correct under assessments.</li><li>• Monetize corridor assets.</li><li>• Increase financial institution and business investment.</li><li>• Work with Atlanta BeltLine Partnership to access foundations and other philanthropy.</li><li>• Establish a Community Improvement District and/or a Special Services District.</li></ul>
Build Financial Sources and Tools for Land Acquisition	<ul style="list-style-type: none"><li>• Create a strategic land acquisition fund for ABI.</li><li>• Seek inter-governmental land transfers and partnerships.</li><li>• Utilize existing acquisition funds.</li><li>• Establish flexible lines of credit.</li><li>• Pursue options to affordably control land.</li></ul>
Control Land Development Outcomes	<ul style="list-style-type: none"><li>• Control land adjacent to major infrastructure or areas of affordable workforce housing need.</li><li>• Engage in horizontal master development.</li></ul>



## SHORT-TERM STRATEGIES

The chart below outlines the foundational strategic recommendations.

Strategy	Notes
Engage in horizontal development on existing inventory	ABI should pursue horizontal development utilizing partnerships where appropriate on sites it already owns adjacent to ongoing or planned infrastructure.
Strengthen partnerships and influence policy	ABI should actively support an City of Atlanta mandatory inclusionary zoning, which is being led by the City of Atlanta. A successful mandatory policy is critical to achieving Atlanta BeltLine affordable workforce housing goals.
Lead industry sectors	ABI should foster job creation through supporting these target industries: manufacturing, neighborhood health, and business support services.
Optimize Atlanta BeltLine land uses	ABI should serve as a relationship manager and facilitator to preserve existing manufacturing jobs along the Atlanta BeltLine. In some cases this may mean working with business owners to modernize and reduce the footprint of existing light industrial space to remain competitive; in other cases, to work with businesses to find a different, suitable location along the Atlanta BeltLine.
Capture existing affordable workforce housing resources	ABI should identify competitive 9% Low Income Housing Tax Credit sites, assisting the advancement of MARTA and Atlanta Housing Authority (“AHA”) sites along the Atlanta BeltLine, connecting developers with AHA Project Based Rental Assistance and Housing Choice Voucher resources, and supporting existing Invest Atlanta down payment assistance.
Engage in information and relationship management	These activities include planning leadership and coordination in key redevelopment nodes around the Atlanta BeltLine, such as Boulevard Crossing in southeast Atlanta.



### Take a Look!

For more information about these efforts, read *Integrated Action Plan*, and *Redevelopment Plan*

[beltline.org/Plans/IntegratedActionPlan](http://beltline.org/Plans/IntegratedActionPlan)

[beltline.org/Plans/RedevelopmentPlan](http://beltline.org/Plans/RedevelopmentPlan)





*Northside 5k on the Northside Trail*

Because ABI is operating in a resource-constrained environment, some other strategies may also be implemented once the TAD has recovered and ABI has developed additional revenue streams or funding sources. These longer term strategies, such as establishing and deploying development incentives, may be in a subsequent five year period.

## ***Project Priorities***

Project priorities, a subset of the strategies above, have emerged for the current five-year period (2014-2018). These project priorities are more specific, geographically focused, ABI driven, and/or include a quantifiable target. Therefore, policy items that are driven by external parties, such as inclusionary zoning, are not considered projects in this report. The first two bullets focus on fundraising and are necessary to implement the remainder of the bullets below:

- *Advance the former State Farmers' Market site at Murphy Crossing;*
- *Activate new commercial activity at the beginning, middle, and end of the Westside Trail to enhance the user's experience;*
- *Develop new and maximize existing sources of revenue, including over \$15M from the TAD over the next three years; and*
- *Acquire land near infrastructure or areas of affordable housing need.*



*Westside Trail construction  
Photo credit: Christopher T. Martin*





Westside Works graduates




Job training program  
Photo credit: Christopher T. Martin



Art on the Atlanta BeltLine provides jobs in the  
creative sector for artists  
Photo credit: Pete Pages





The Atlanta BeltLine will be instrumental in charting a new path for the City of Atlanta, one that is filled with sustainability, equitable development, community benefits, environmental justice, mobility, transit, jobs, affordable workforce housing, greenspace/parks, public art, preservation, and robust community engagement. This audacious vision isn't realized without some inherent challenges; however, the Atlanta BeltLine is committed to working meaningfully with the citizens, private and public entities, elected officials, and industry leaders to continue to identify critical solutions and policy strategies to ensure that the Atlanta BeltLine is a place for all people. Through continuous planning and robust community engagement, the Atlanta BeltLine will unite 45 neighborhoods with individuals from diverse backgrounds and experiences around this reclaimed public infrastructure, to create a more sustainable Atlanta for future generations.





Artist rendering of the Westside Trail with transit