



Atlanta
BeltLine®



Stantec



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commercial district advisors



ATLANTA BELTLINE

SUBAREA 5 MASTER PLAN UPDATE

MARCH 2021

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Cover image of Historic Fourth Ward Park playground by Stantec.

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A young girl with a joyful expression is the central focus, wearing a vibrant swimsuit with a colorful geometric pattern. She is holding a small amount of water in her hands, ready to splash. The background shows a lively splash pad with other children and adults. Tall, thin water jets with green leaf-like accents are scattered throughout the area. The sky is filled with soft, white clouds. A large, semi-transparent blue circle is positioned at the bottom of the frame, containing the text.

1 EXECUTIVE SUMMARY



1.1 EXECUTIVE SUMMARY

1.1.1 OVERVIEW

Subarea 5 has seen more development activity than any subarea along the Atlanta BeltLine over the past decade. The previous subarea plan was adopted by City Council in 2009, the same year construction started on the first phase of Historic Fourth Ward Park and just a year before construction began on the Eastside Trail. Those catalytic projects sparked a flurry of activity that continues today. Ten years later, the area bustles with new and long-time residents, visitors, and employees walking, biking, and more recently using electric scooters, between destinations along the corridor. The neighborhoods have seen an influx of new housing, the transformation of vacant buildings into dynamic new uses, and the opening of a signature park. Popular new restaurants and destinations like Ponce City Market and Krog Street Market attract visitors from throughout the city and region. Established corridors like the historic Auburn-Edgewood area provide additional cultural enrichment and entertainment.

Looking forward to the next ten years, this plan update identifies a series of recommendations and strategic actions that build on prior growth to ensure that future development is in keeping with the community's collective vision of the future.

Land use has changed dramatically over the past decade, driven primarily by the influx of new multifamily housing developments and adaptive reuse of existing structures. Striving for better balance between housing and jobs can help mitigate some transportation challenges while creating more diverse, economically resilient neighborhoods. Addressing rising housing costs is also important, since over one-third of households pay more than 30% of their income on rent in Subarea 5.



Ponce City Market, a popular adaptive reuse project.
Source: poncecitymarket.com/library



Eastside Trail outside of New Realm Brewing, an adaptive reuse project that orients patio space towards the trail.





Future land use recommendations include:

- » Encourage a diverse mix of uses in both new construction and adaptive reuse of existing buildings. New uses should include office space for small companies and start-ups, community-serving retail, and compatible light industrial uses as well as multifamily and for-sale housing.
- » Provide affordable and workforce housing in mixed-income communities to support equitable, inclusive neighborhoods for everyone, including Baby Boomers looking to age in place and Millennials starting families.
- » Update the City of Atlanta's future land use designations in key areas to facilitate higher density mixed-use redevelopment.

In the past few years, mobility transformations are changing how people move along the BeltLine and around the neighborhood. Rideshare services, dockless bike share, and scooters have revolutionized how people get from place to place but have also created unintended consequences. The City of Atlanta is continuing to evaluate policies that manage these new

modes to maximize the transportation benefits while mitigating negative impacts like sidewalks crowded by parked scooters. Growing numbers of residents and employees, together with next-day delivery and through-traffic getting to and from Downtown, also place increasing pressure on the street network.

Mobility recommendations include:

- » Continue design of streetcar transit extension to the Eastside BeltLine and complete construction.
- » Evaluate mobility hub locations and complete installation.
- » Implement a curbside management policy in key activity nodes.
- » Enhance the bicycle network on North Avenue NE, Ralph McGill Boulevard NE, and Glen Iris Drive NE.
- » Evaluate neighborhood traffic calming study locations and install appropriate measures as needed.



The Willoughby, newly-built creative office space near the BeltLine.



Oonee Hub, an example of a modular mobility hub with secure bike storage. Source: downtownny.com





Housing terms can mean different things to different people. Common definitions are supplied below as they are referred to throughout this plan.

- » Affordable housing – typically refers to housing for households making 80% or less of the Area Median Income (AMI) and that costs no more than 30% of the household's annual income.
- » Workforce housing - typically refers to housing for households making between 80% and 120% of the Area Median Income (AMI) and that costs no more than 30% of the household's annual income.
- » Cost burdened – typically refers to households that pay more than 30% of their annual income on housing costs. Increasingly, transportation costs are also factored in, with a benchmark of spending no more than 45% of household income on housing and transportation costs combined.

1.1.2 COMMUNITY ENGAGEMENT SUMMARY

The Subarea 5 Master Plan Update process included a series of stakeholder and public meetings to test ideas and gather feedback.

- » The Stakeholder Advisory Group was comprised of local neighborhood organization and business leaders as well as representatives of city departments. This group met in advance of each public Study Group meeting to vet ideas and provide their insight in preparation of presenting information to the public.
 - » Four public meetings, called Study Group meetings, were held throughout the course of the process. These were open to all residents, business owners, stakeholders, property owners, and other interested neighborhood groups to learn about the project and offer feedback on key ideas.
- The kickoff meeting on January 17, 2019 introduced participants to the subarea master plan update process and presented data on existing conditions. Participants were asked to discuss the goals of the previous Subarea 5 Master Plan as well as what an equitable, inclusive community means to them. Common features discussed included a variety of housing types, jobs for all levels of education and income, places for people to socialize with neighbors, and mobility that connects transit to other modes like bicycles, scooters, and rideshare.
 - A Saturday morning workshop on February 23, 2019 presented findings from the commercial market analysis and engaged participants around questions of potential future changes regarding land use, mobility, parking, and open space.





Participants discussed adding more office and co-working space, prioritizing transit construction along the BeltLine, and providing more public art as a placemaking strategy.

- The third meeting on April 30, 2019 presented draft recommendations for feedback. Participants reviewed preliminary future land use and mobility recommendations and offered their views to help the team refine its approach. Comments included support for more industrial mixed-use as a future land use in the neighborhood and diverse affordable housing types.
- The final meeting on June 20, 2019 presented the revised recommendations based on stakeholder and Study Group input. Participants reviewed these and provided further thoughts and feedback to the team. Discussion topics included managing scooters to maintain accessible routes, ensuring safe routes to the middle school under construction, and more accessory dwelling units within neighborhoods.



Public Kick-off: Thursday, January 17, 2019 at Helen S. Mills Senior Center.



Interactive Workshop: Saturday, February 23, 2019 at Little Five Points Community Center.



Study Group Meeting: Thursday, April 30, 2019 at Our Lady of Lourdes Catholic Church.



○ North Avenue

○ Civic Center

○ Peachtree Center

○ Georgia State

○ King Memorial

75

75

Parkway Dr NE

Boulevard NE

Kennesaw Ave NE

Glen Iris Dr NE

Boulevard Pl NE

Morgan St NE

Winton Ter NE

Rankin Pl NE

Rankin St NE

Arnold St NE

Dallas St NE

Wilmet St NE

Angier Ave NE

Ralph McGill Blvd NE

Willoughby Way NE

Mackenzie Dr NE

Prospect Pl NE

Freedom Pkwy

Freedom Pkwy South NE

Highland Ave

Cain St NE

Irwin St NE

Hogue St NE

Howell St NE

Bradley St NE

Auburn Ave NE

Jackson Pl NE

Edgewood Ave NE

Mcgruder St NE

Irwin Pl NE

Mcgruder St NE

Arling St NE

Artimes St NE

Krog St NE

Conroy St SE

Ezzard St SE

Howell St SE

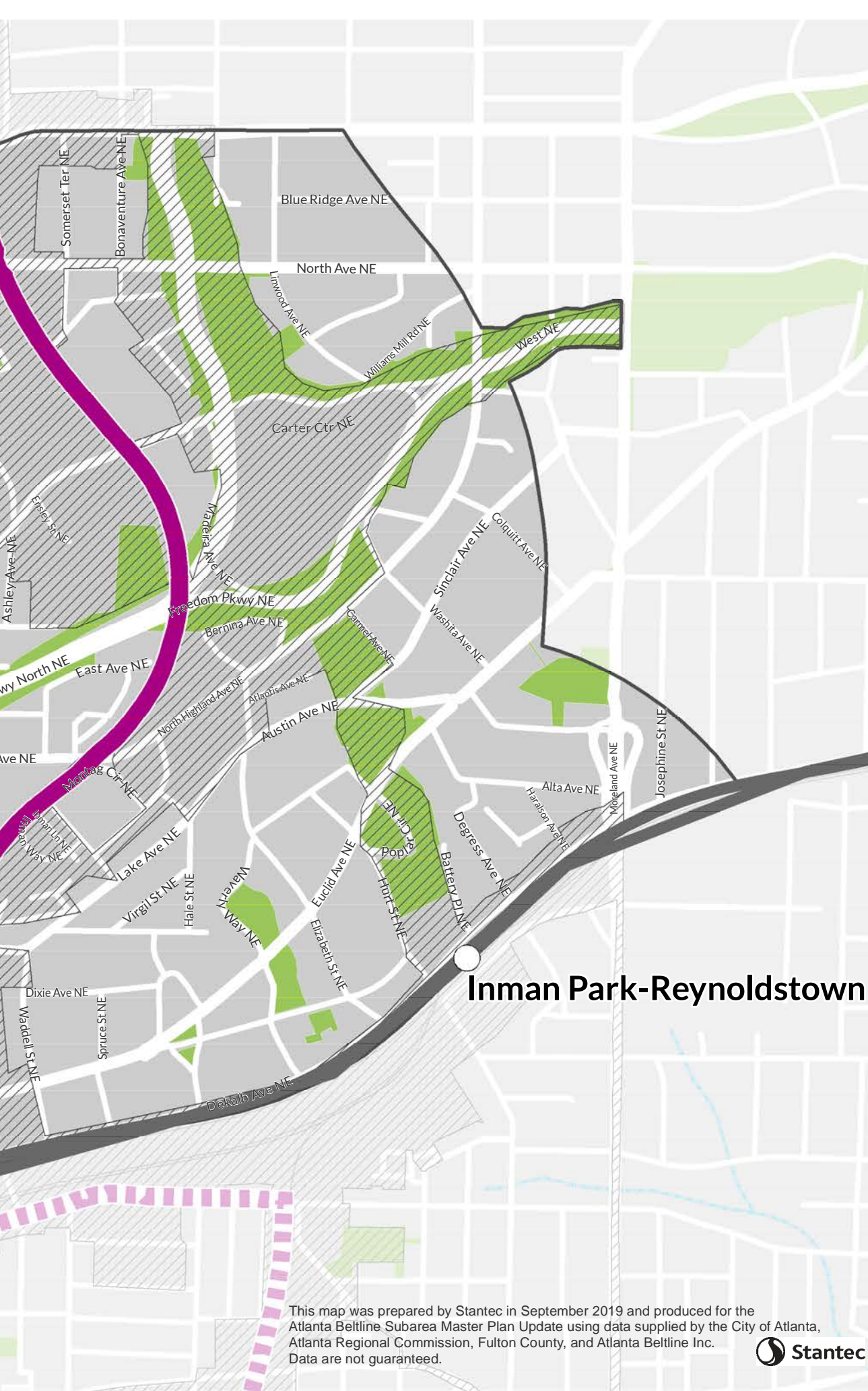
Daniel St SE

Boulevard SE

Decatur St SE

Gartrell St SE

Lucy St SE



Subarea Overview

Atlanta BeltLine Subarea 5

- Atlanta BeltLine Tax Allocation District (TAD)
- Atlanta BeltLine Transportation Corridor
 - Transit Alignment
 - Transit Alignment Options
- MARTA Rail Line
- MARTA Stations
- Downtown Atlanta Streetcar
- Streetcar Transit Stops

Inman Park-Reynoldstown

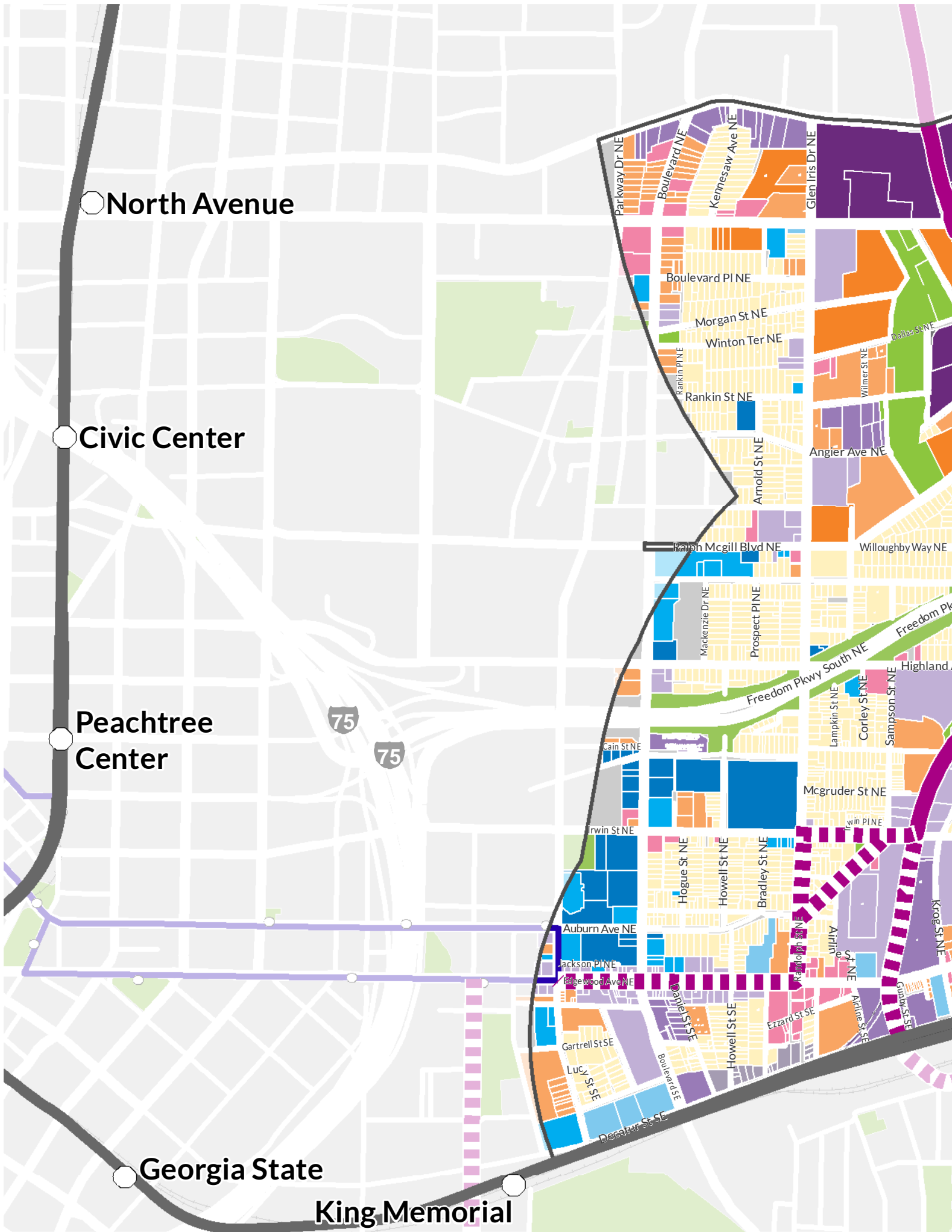


1 inch = 900 feet

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○ North Avenue

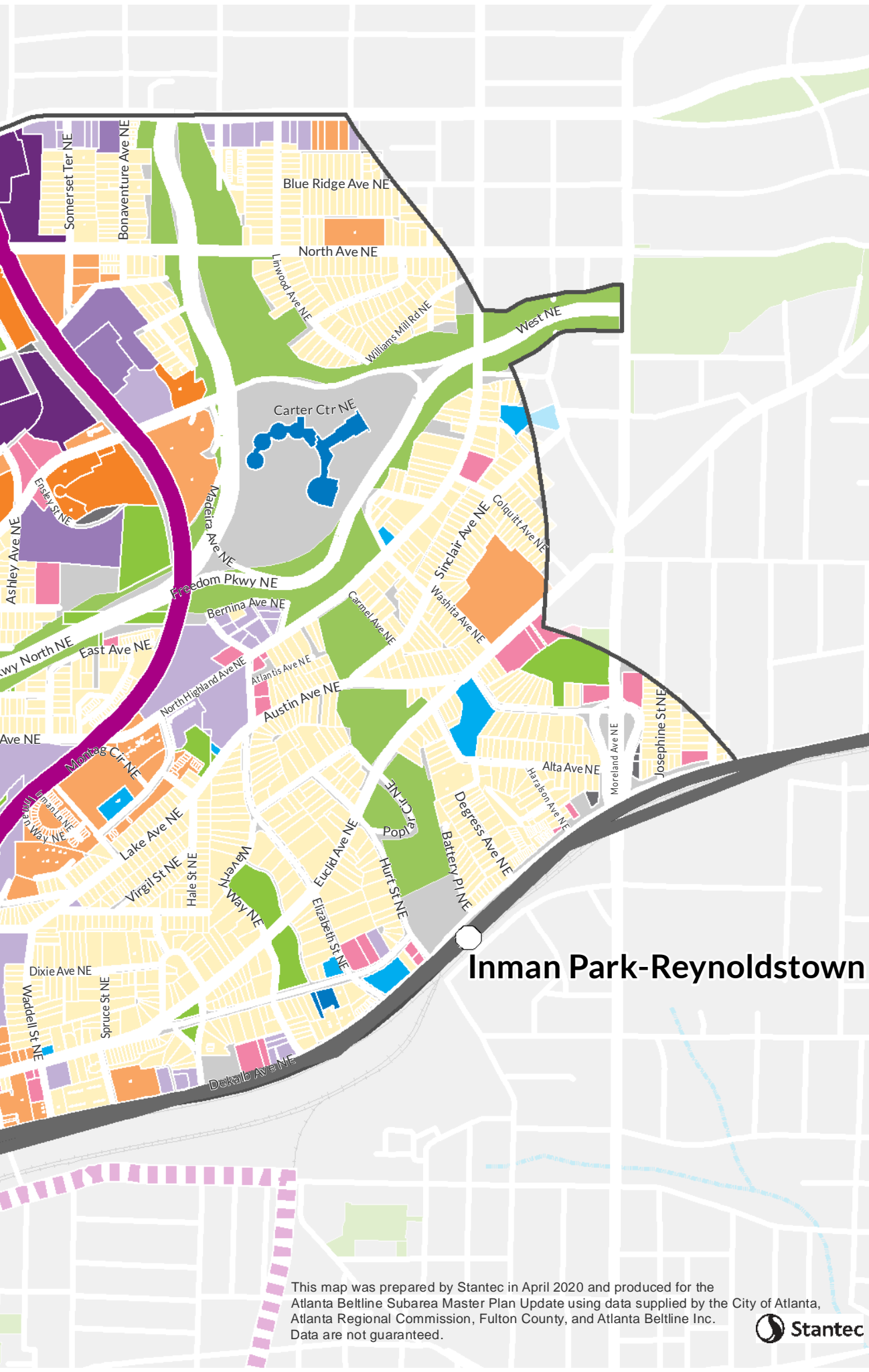
○ Civic Center

○ Peachtree Center

○ Georgia State

○ King Memorial

Parkway Dr NE
Boulevard NE
Kennesaw Ave NE
Glen Iris Dr NE
Boulevard PINE
Morgan St NE
Winton Ter NE
Rankin St NE
Arnold St NE
Angier Ave NE
Willoughby Way NE
Ralph McGill Blvd NE
Prospect PINE
Mackenzie Dr NE
Freedom Pkwy South NE
Highland
Lampkin St NE
Corley St NE
Sampson St NE
Mcgruder St NE
Irwin PINE
Hogue St NE
Howell St NE
Bradley St NE
Auburn Ave NE
Jackson PINE
Bridgewood Ave NE
Gartrell St SE
Lucy St SE
Boileard St SE
Decatur St SE
Howell St SE
Ezzard St SE
Arline St SE
Gunter St SE
Krog St NE
Railroad St NE
Arling St NE
Cain St NE
Irwin St NE



Inman Park-Reynoldstown

Future Land Use Recommendations

Atlanta BeltLine Subarea 5

- Parks
- Single Family Neighborhood
- Mixed Residential Neighborhood
- Multifamily 1-4 Stories
- Multifamily 5-9 Stories
- Multifamily 10+ Stories
- Mixed Use 1-4 Stories
- Mixed Use 5-9 Stories
- Mixed Use 10+ Stories
- Low Density Commercial
- High Density Commercial
- Mixed Industrial
- Industrial
- Office- Institutional
- Community Facilities
- Transportation

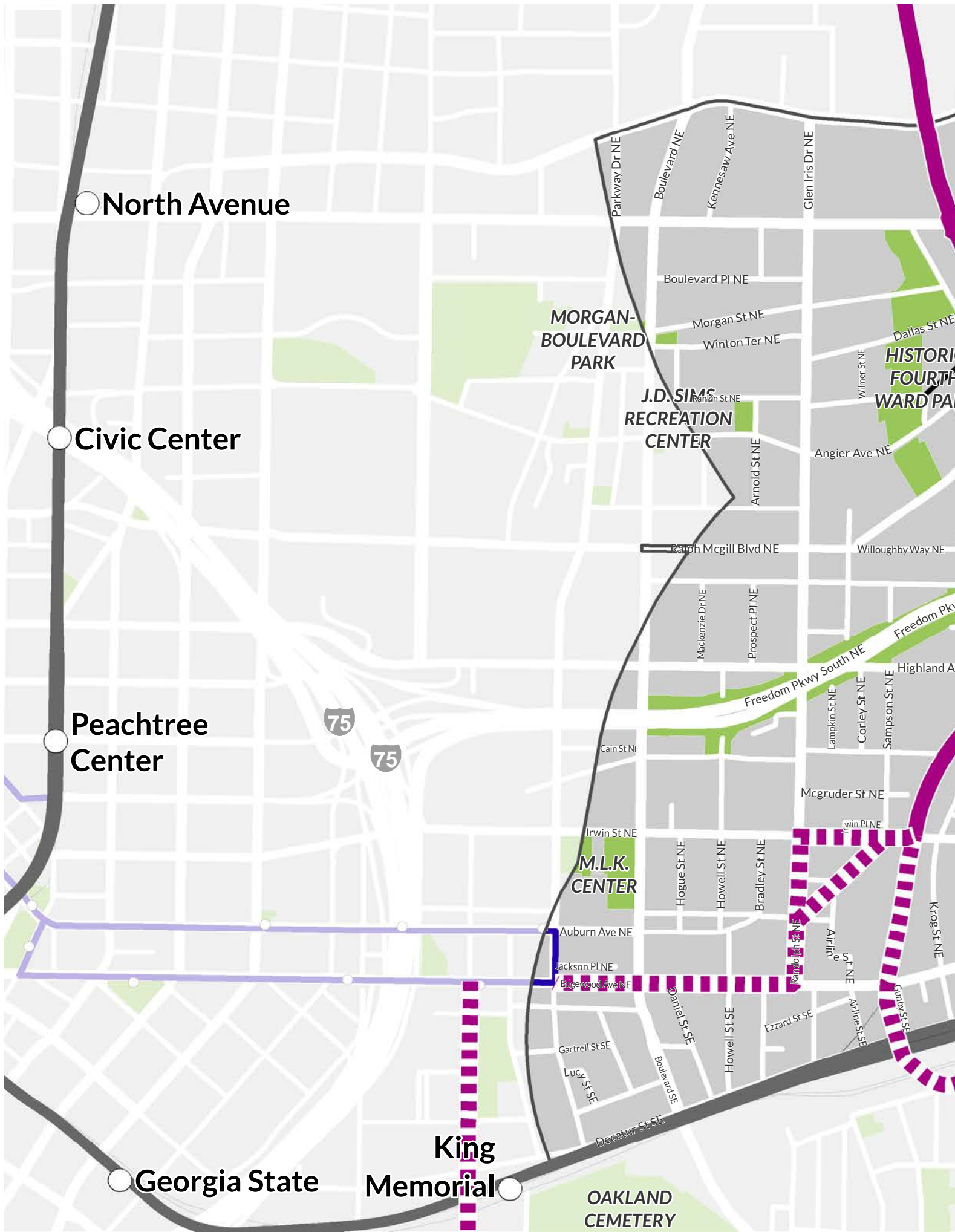


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○ North Avenue

○ Civic Center

Peachtree
Center

75

75

○ Georgia State

King
Memorial

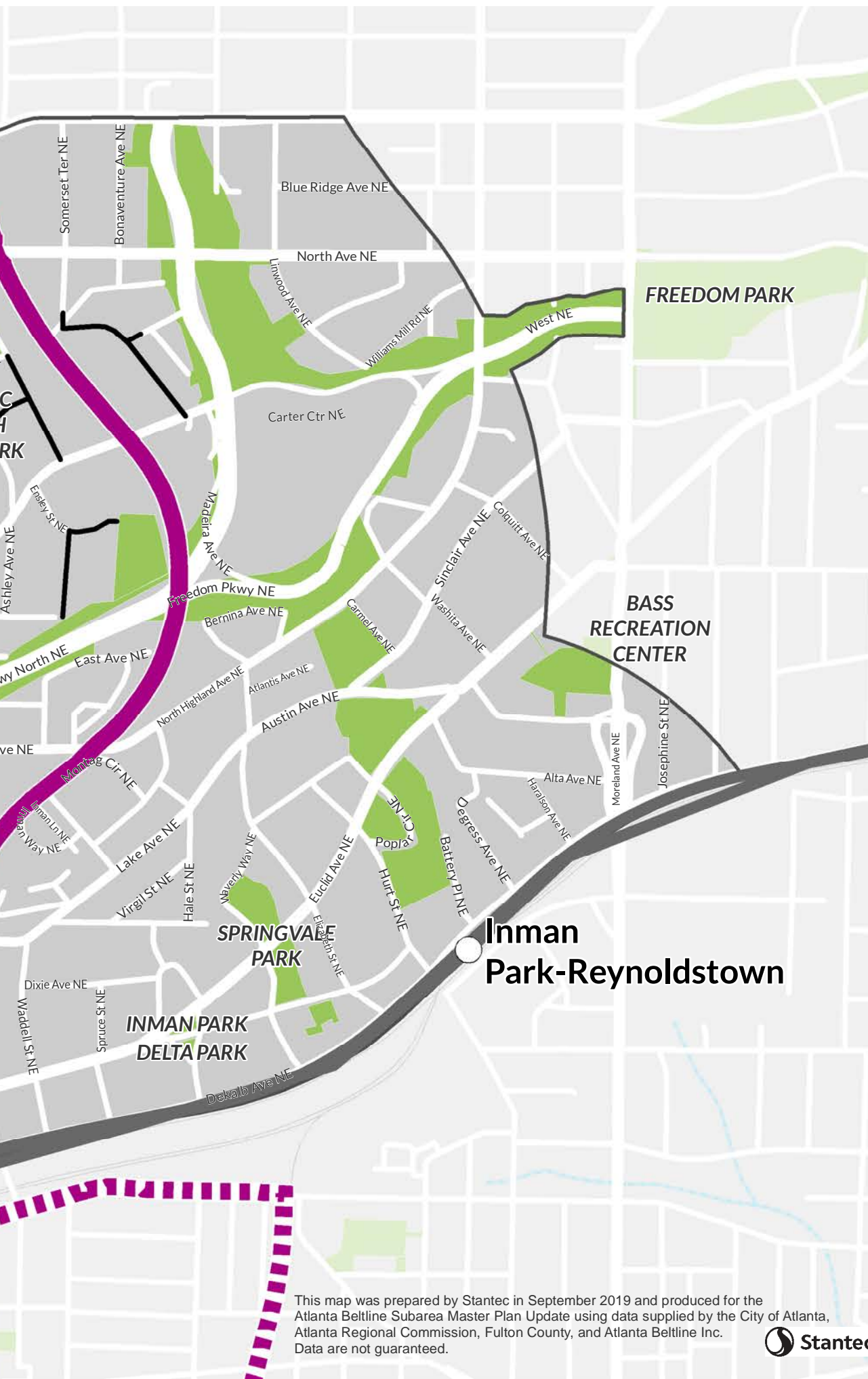
MORGAN-
BOULEVARD
PARK

J.D. SIMS
RECREATION
CENTER

HISTORIC
FOURTH
WARD PARK

M.L.K.
CENTER

OAKLAND
CEMETERY



Recommended New Streets

Atlanta BeltLine Subarea 5

Recommended New Streets

Atlanta BeltLine Transportation Corridor

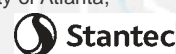
- Transit Alignment
- Transit Alignment Options
- MARTA Rail Line
- MARTA Stations
- Atlanta Downtown Streetcar
- Atlanta Streetcar Stops



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2 CONTEXT



2.1 CONTEXT

Atlanta BeltLine, Inc. (ABI)

Vision: To be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life.

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

2.1.1 WHAT IS THE ATLANTA BELTLINE?

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

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 (including affordable 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.





ABI Project Goals

- » **Transit:** 22 miles of new streetcar transit
- » **Streetscapes:** 46 miles of improved streetscapes
- » **Trails:** 33 miles of new trails
- » **Greenspace:** 2,000 acres of greenspace
- » **Remediation:** 1,100 acres of remediation
- » **Economic Development:** \$10 billion in economic development
- » **Affordable Housing:** 28,000 housing units with 5,600 affordable workforce units
- » **Jobs:** 30,000 permanent jobs / 48,000 construction jobs

Regional Impact and National Significance

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

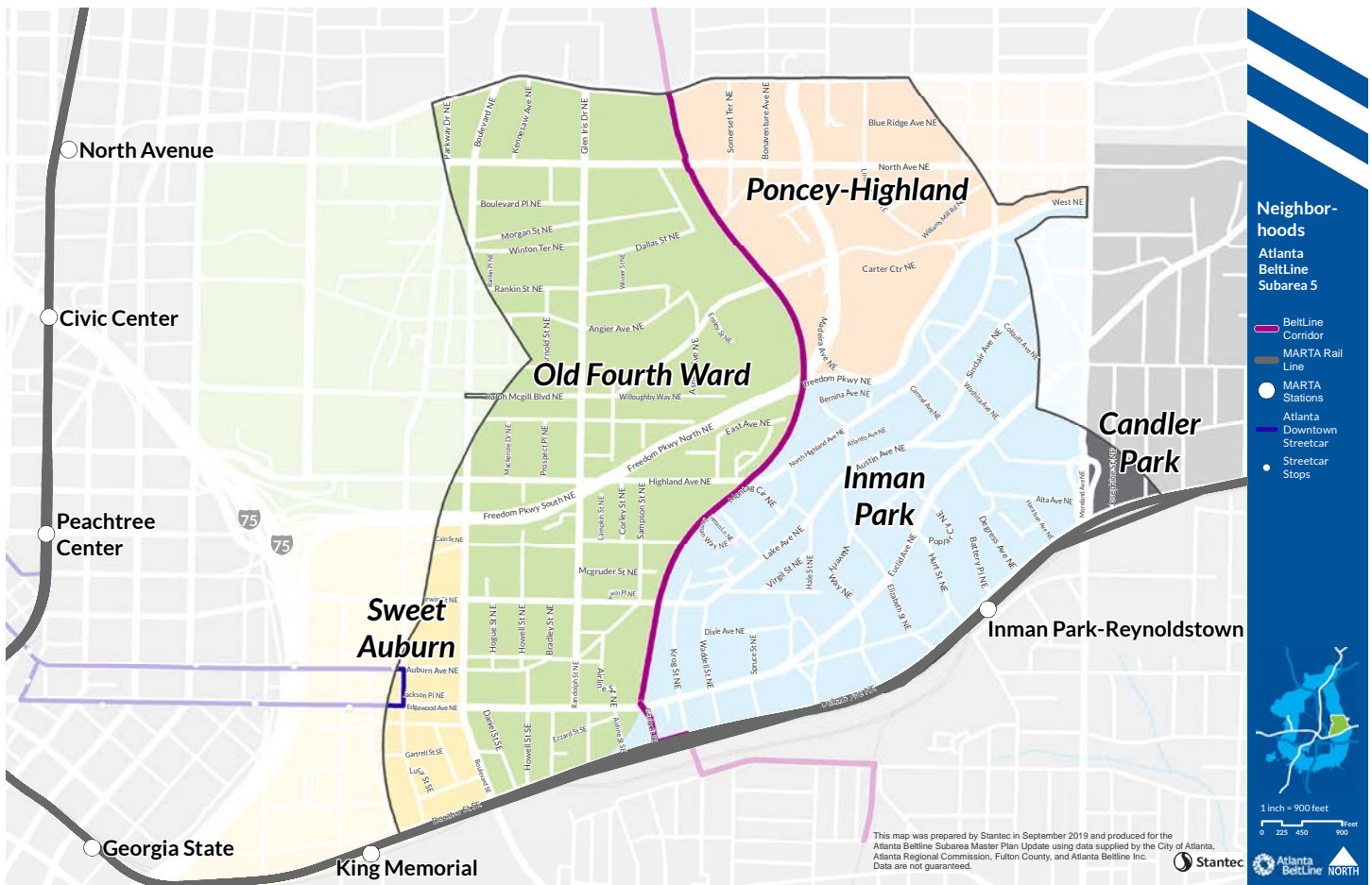
BeltLine is critical for long-term transportation initiatives benefiting everyone in the metro region.

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.



Historic Fourth Ward Park hosts numerous community events while providing an important stormwater management role.





The neighborhoods of Subarea 5.

2.1.2 SUBAREA OVERVIEW

Subarea 5 is located in northeast Atlanta, comprising roughly a half-mile on either side of a 1.6-mile segment of the Atlanta BeltLine's Eastside Trail between Ponce de Leon Avenue NE on the north and DeKalb Avenue NE/Decatur Street SE on the south. The subarea covers approximately 1.7 square miles or 1,100 acres between Boulevard on the west and Moreland Avenue NE on the east, and is part of Neighborhood Planning Units (NPU) -M and -N as well as Council District 2.

An estimated 18,000 people lived in Subarea 5 as of 2018*, representing a 30% increase since 2010. The majority of residents are either white/caucasian (55%) or black American/African American (35%). Almost half of residents are considered Millennials (born 1980-2000) and a small but growing share are considered Boomers (born mid-1940s-1960), both influencing housing and retail preferences in the subarea.

Subarea 5 is comprised of the Old Fourth Ward, Inman Park, and Poncey-Highland neighborhoods, as well as the eastern part of

* Data in this paragraph from ESRI Business Analyst Online 2018 Community Profile and Demographic and Income Profile





Sweet Auburn. These are primarily single-family neighborhoods with small lot sizes, but two-family homes and small multifamily buildings are not uncommon either. Large apartment buildings are mostly clustered along the BeltLine corridor and Historic Fourth Ward Park. Major activity centers are located around Ponce City Market and Historic Fourth Ward Park to the north, Krog Street Market to the south, Inman Village to the east, and the Auburn/Edgewood corridors to the southwest.

The area is home to two nationally significant institutions, the Martin Luther King, Jr. Center for Nonviolent Social Change and the Carter Center, which includes the Jimmy Carter Presidential Library and Museum. The King Birth Home at 501 Auburn Avenue NE is one of several landmarks related to the life of civil rights leader Dr. Martin Luther King, Jr. that enrich the area. Further east, the historic Inman Park neighborhood is distinguished as the first planned residential suburb in Atlanta.

In addition to the BeltLine trail, Subarea 5 has two major open spaces that attract people from the neighborhoods and beyond. Historic Fourth Ward Park has transformed the northern part

of the subarea since its dedication in 2011. It hosts arts and cultural special events as well as accommodating everyday use of the playground, splash pad, and grassy lawns. Freedom Park bisects the subarea with popular multiuse trails that extend east all the way to Stone Mountain.

Since the previous master plan was complete ten years ago, this subarea has seen more development activity than any subarea along the Atlanta BeltLine. The first segment of the Eastside Trail opened October of 2012, spurring a wave of new development, parks, and open spaces that have hosted a variety of arts and culture events. Multifamily buildings and townhomes near the trail provide new housing options while many former industrial buildings have been reused for a variety of new uses.

Several of the communities that make up Subarea 5 have completed neighborhood studies during the past ten years that have influenced this planning process (please see Section 3 for brief summaries of each):

- » Poncey-Highland Neighborhood Plan (2010)
- » Krog-Lake-Elizabeth-North Highland (KLENH) Transportation Strategy (2013)
- » Sweet Auburn Retail Strategies (2016)
- » Lifelong Inman Park (2017)



The King Center is a local and national landmark within Subarea 5.
Source: civilrightstrail.com







3

THE SUBAREA TODAY



3.1 PROGRESS TO DATE

3.1.1 BELTLINE PROGRESS TO DATE

Construction on the Eastside Trail started in 2010 and the last segment of the 3-mile trail was completed in 2019. Other notable accomplishments include:

- » Historic Fourth Ward Park – A catalytic open space project that combines innovative stormwater management, sustainable landscapes, and recreation to create a magnet for public use and private investment.
- » Historic Fourth Ward Skate Park – The City’s first skate park opened in 2011 and includes a playground and multiuse athletic fields.
- » Gateway Trail Extension – this spur opened in 2014 to connect Historic Fourth Ward Park to the Eastside Trail.

3.1.2 DEVELOPMENT ACTIVITY

Subarea 5 has seen dramatic growth and change over the past decade, attracting significant investment and in turn new residents, businesses, and jobs to the area. Notable recent developments along the BeltLine include:

- » Ponce City Market – A transformative adaptive reuse of the former Sears Warehouse (formerly City Hall East) into a mixed-use entertainment and dining destination incorporating office and housing.
- » 725 Ponce – Redevelopment of the Kroger site on Ponce de Leon Avenue NE into a Class A loft-office high-rise and a reconstructed urban-format grocery along the BeltLine.
- » Common Ground – Adaptive reuse of the former Western Electric Company building into offices, retail, and dining with BeltLine frontage.
- » The Willoughby – The BeltLine’s first new-construction office building, providing 60,000 square feet over four floors.
- » Krog Street Market – Adaptive reuse of a 1920’s warehouse into a renowned food hall.
- » SPX Alley – BeltLine-fronting retail and dining space with 19 townhouses above, adjacent to the StudioPlex Lofts.
- » Edge on the BeltLine – A 350-unit multifamily development on the southern edge of Subarea 5.



A connector trail between Freedom Parkway and the BeltLine also provides access to businesses along Elizabeth Street NE.



The Historic Fourth Ward Skate Park has been a popular attraction since its opening day in 2011.





Looking forward, numerous projects are underway or planned for Subarea 5. Notable examples of the continued investment include:

- » 760 Ralph McGill – First phase of development on the former Georgia Power site is planned to include 600,000 square feet of office, a 140-key hotel, 350 apartments, and 50,000 square feet of retail. At completion, the project is expected to include an additional 500,000 square feet of office, 750 more apartments, and additional retail space.
- » Howard Middle School – Historic renovation combined with new construction to reopen this historic building and relieve overcrowding.
- » Novel O4W – 230 multifamily units and approximately 10,000 square feet of creative office space under construction on North Avenue NE.
- » Waldos – A 200,000 square foot mixed-use project planned to include office, hotel, dining and retail space, and townhomes on Boulevard near Edgewood Avenue NE.
- » Boutique hotel – A boutique hotel has been proposed adjacent to the BeltLine and the StudioPlex development.

3.1.3 Arts and Culture Strategic Implementation Plan

In 2018 ABI developed the Arts and Culture Strategic Implementation Plan (ACSIP) to nurture and celebrate holistic, locally-informed, and human-centered arts and culture along the Atlanta BeltLine. It strives for placekeeping as much as placemaking, seeking to make new places that connect people and neighborhoods while nurturing existing communities and



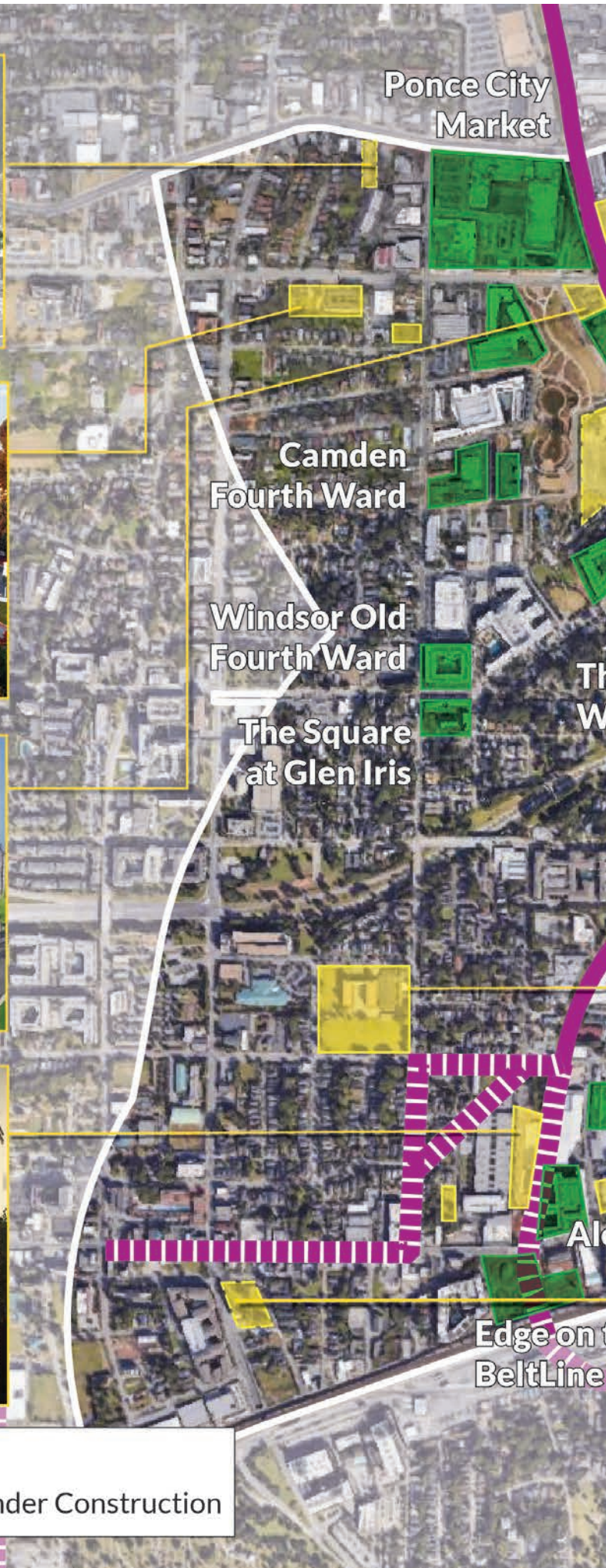
The 725 Ponce development includes Class A office space and a grocery store.



Edge on the BeltLine includes a connection between the Eastside Trail and the Krog Street tunnel.

seeking positive socio-economic impacts along the corridor. Its recommendations for programs, spaces, community collaborations, and organizational structure and processes are described in more detail in Section 5.

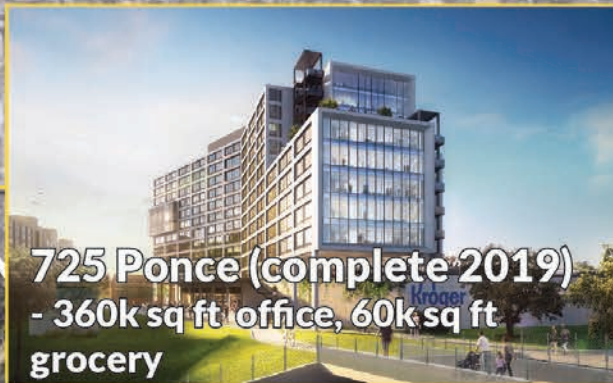
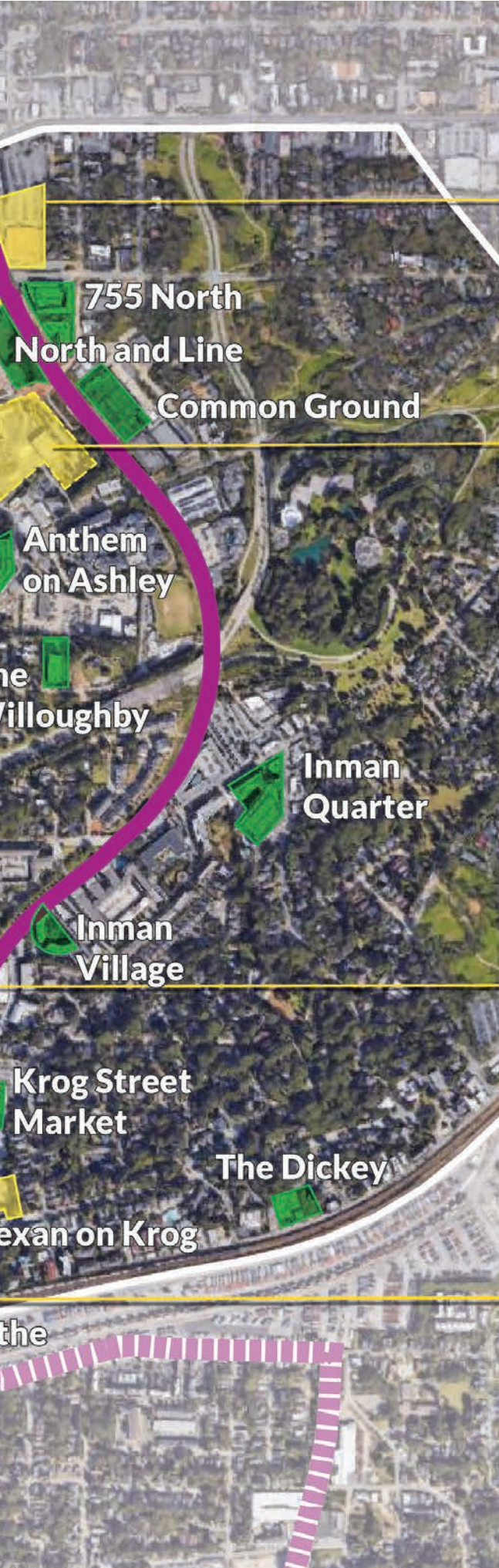




Development Activity

 Recently Completed

 Under Construction



Development Activity

Atlanta BeltLine
Subarea 5
As of June 2019

Atlanta BeltLine
Transportation
Corridor
Corridor

 Transit Alignment
 Transit Alignment Options



1 inch = 900 feet

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3.2 LAND USE & DESIGN / ZONING

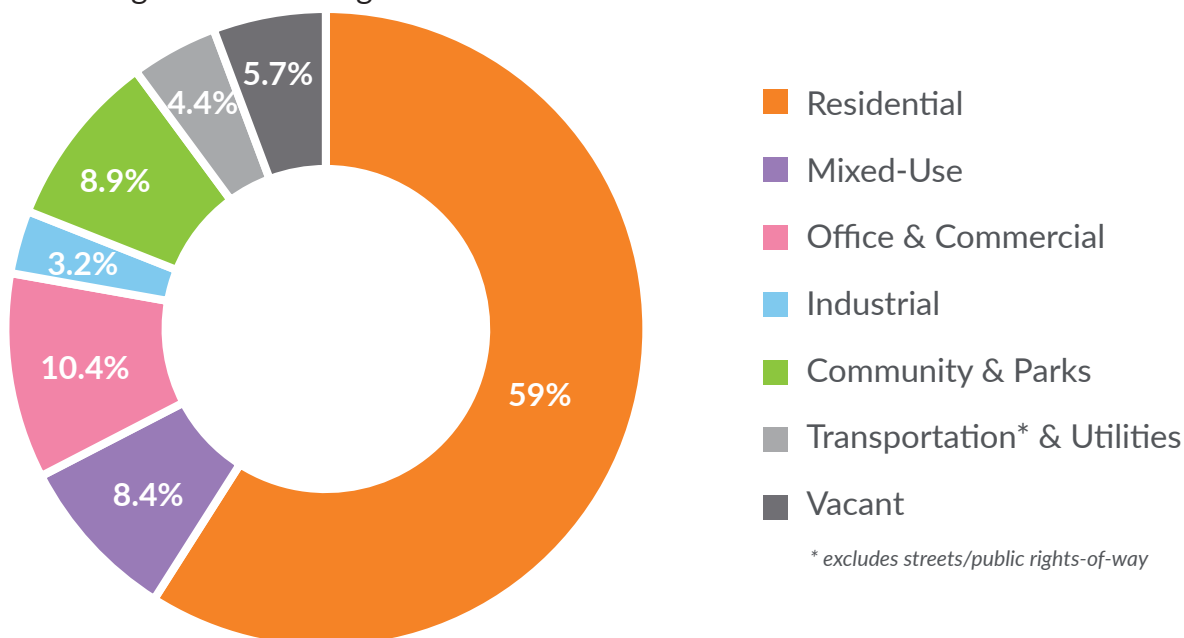
3.2.1 COMMUNITY & HISTORIC LANDMARKS

Community landmarks and historic resources play a critical role in maintaining the character of a place even as it evolves over time. The Dr. Martin Luther King, Jr Landmark District is the most significant historic and cultural landmark in Subarea 5. This 23-acre National Park Services site includes the civil rights leader's birth home, The King Center whose mission is to prepare global citizens to create a more just, humane, and peaceful world using Dr. King's nonviolent philosophy and methodology, and other attractions. The Carter Center, located within the John Lewis Freedom Parkway NE, includes the Jimmy Carter Presidential Library and Museum as well as the Carter Center itself, a non-governmental organization guided by a fundamental commitment to human rights and the alleviation of human suffering.

3.2.2 LAND USE AND DEVELOPMENT PATTERNS

Subarea 5 is a diverse mix of land uses and place types. Historic small-lot residential neighborhoods like Poncey-Highland, Inman Park, and Old Fourth Ward comprise the majority of the area. New multifamily buildings have been built on formerly vacant or underused land near Historic Fourth Ward Park, Inman Quarter, and along Edgewood Avenue NE next to the BeltLine. Elsewhere along the BeltLine, several rail-related industrial buildings have been converted to popular retail, restaurant, or other commercial uses. Other walkable neighborhood commercial areas exist at Inman Quarter and the Auburn-Edgewood corridors. Ponce de Leon Avenue NE on the northern boundary is a primarily car-oriented commercial corridor. Decatur Street/DeKalb Avenue NE on the southern boundary is similarly car-oriented but with an evolving mix of light industrial, commercial, and multifamily uses across the street from the MARTA rail line.

Figure 3.1 Existing Land Use Mix





The neighborhoods of Subarea 5 are mostly zoned R-4 or R-5 residential, a category that also allows accessory dwelling units by right. The Martin Luther King, Jr. Landmark District covers much of the Sweet Auburn neighborhood west of Randolph Street NE. The Inman Park Historic District overlay and the recently approved Bonaventure-Somerset Historic District overlay provide additional regulations on development in those neighborhoods. The area around Historic Fourth Ward Park is mostly MRC-3 mixed residential commercial zoning, a designation that encourages pedestrian-oriented design, a compatible mix of uses, shared parking, and on-site open space among other purposes. Pockets of industrial zoning still exist along the former rail corridor, and commercial zoning along parts of DeKalb Avenue NE.



The MLK Birth Home in Sweet Auburn. (Source: National Park Service)

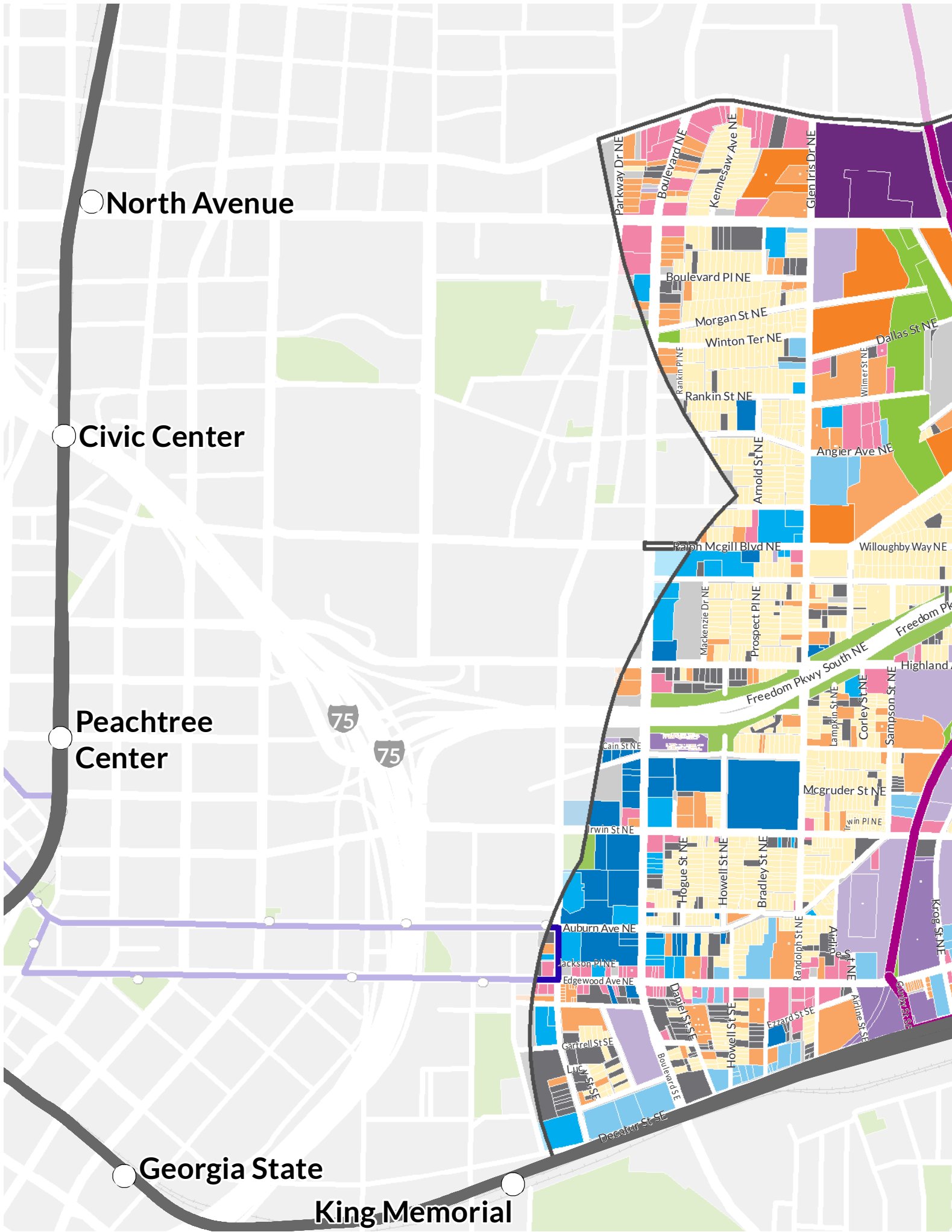


Victorian house in historic Inman Park. (Source: www.wabe.org/inman-park/)



Shops, restaurants, and housing at Inman Quarter. (Source: inmanquarter.com)





○ North Avenue

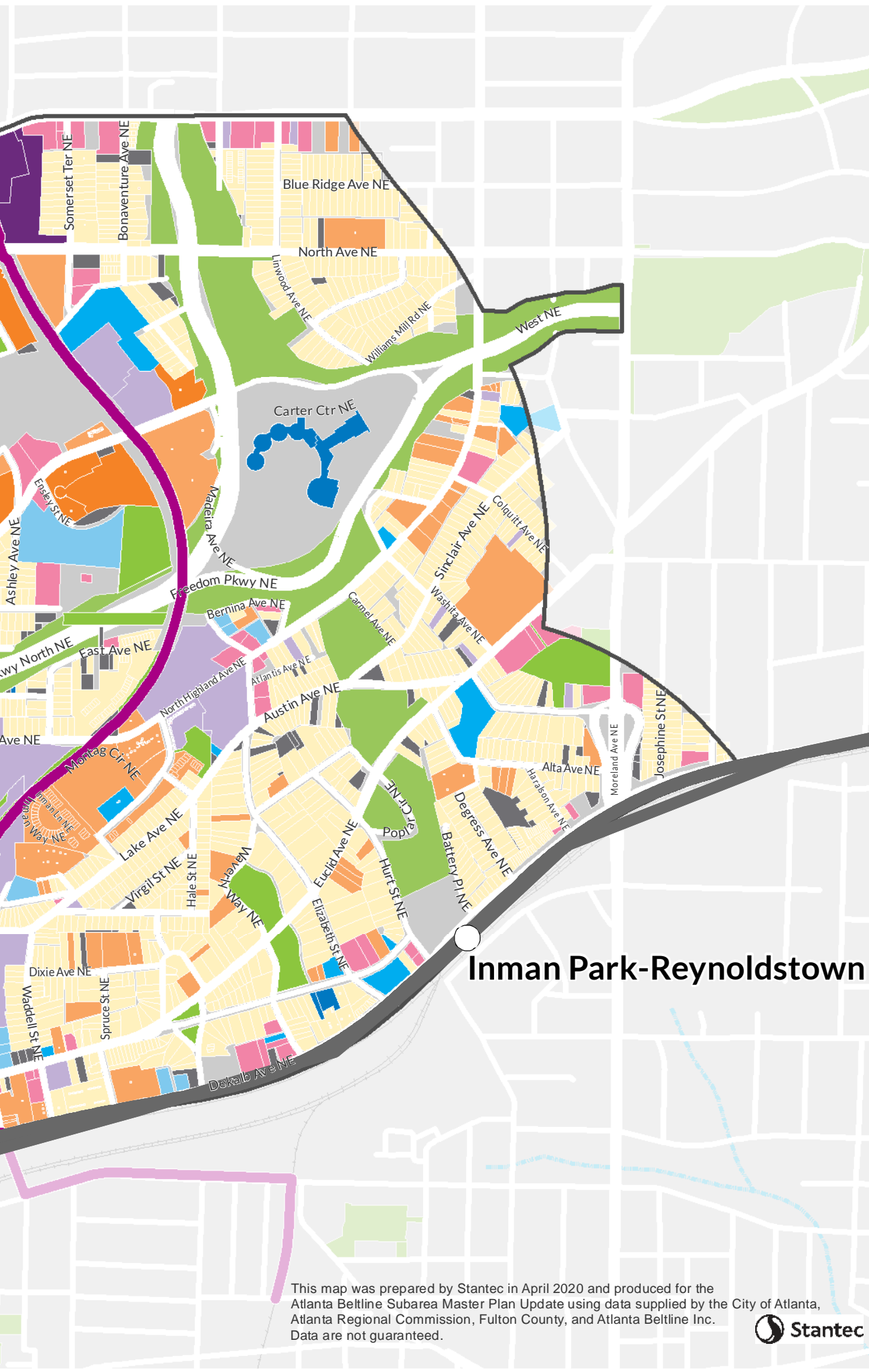
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Cain St NE
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Hogue St NE
Howell St NE
Bradley St NE
Auburn Ave NE
Jackson Pk NE
Edgewood Ave NE
Cartrell St SE
Lucas St SE
Boilard St SE
Decatur St SE
Hogwell St SE
Erard St SE
Arline St SE
Krog St SE
Sampson St NE
Mcgruder St NE
Corley St NE
Lampkin St NE
Willoughby Way NE
Angier Ave NE
Dallas St NE
Wilmer St NE
Highland St NE
Freedom Pkwy NE



Inman Park-Reynoldstown

Existing Land Use Atlanta BeltLine Subarea 5

- Parks
- Single Family Neighborhood
- Multifamily 1-4 Stories
- Multifamily 5-9 Stories
- Multifamily 10+ Stories
- Mixed Use 1-4 Stories
- Mixed Use 5-9 Stories
- Mixed Use 10+ Stories
- Low Density Commercial
- High Density Commercial
- Industrial
- Office_Institutional
- Community Facilities
- Transportation
- Vacant



1 inch = 900 feet



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Morgan St NE

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Arnold St NE

Ralph McGill Blvd NE

Mackenzie Dr NE

Prospect Pl NE

Freedom Pkwy South NE

Cain St NE

Irwin St NE

Auburn Ave NE

Jackson Pl NE

Edgewood Ave NE

Hogue St NE

Howell St NE

Bradley St NE

Mcgruder St NE

Irwin Pl NE

Gartrell St SE

Lucy St SE

Daniel St SE

Howell St SE

Ezzard St SE

Randolph St NE

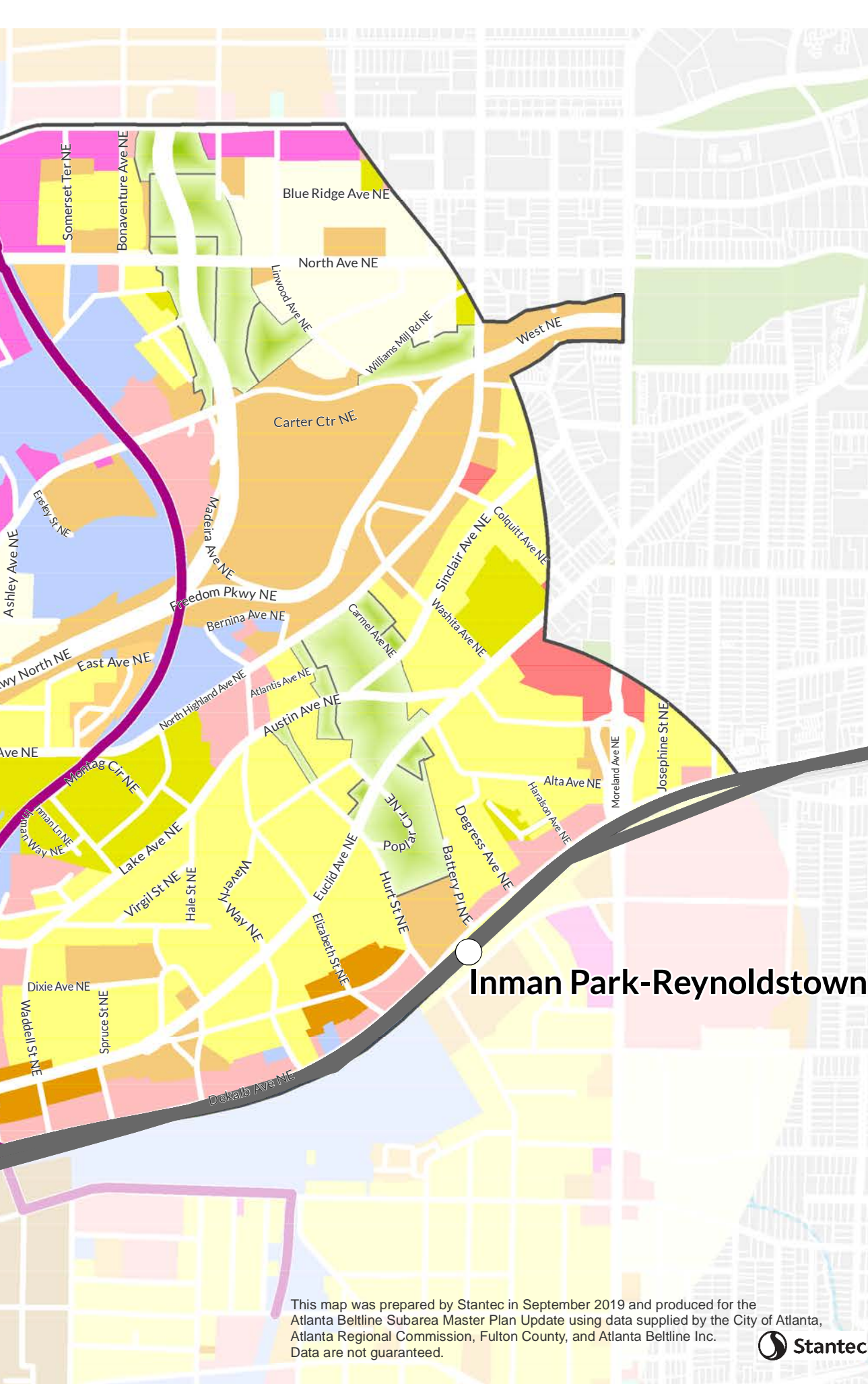
Arline St NE

Arline St SE

Arline St SE

Krog St NE

Decatur St SE



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1 inch = 900 feet





POTENTIAL REDEVELOPMENT OPPORTUNITIES

An analysis was conducted to better understand what land in Subarea 5 may be susceptible to change based on market economics. This analysis identified non-residential parcels where the existing building is valued less than the land it sits on, indicating conditions that may lead to market-based pressure to redevelop should the owner choose. Several significant sites or clusters of parcels were identified, listed below from north to south in the subarea:

1. The U.S. Post Office facility located between North Avenue NE and Ralph McGill Boulevard NE, and several smaller sites on North Avenue NE at Somerset Terrace (BeltLine-adjacent but outside the BeltLine TAD).
2. The Sunbelt Rentals site on Ralph McGill Boulevard NE (inside the BeltLine TAD and the largest single site identified in the analysis, although it is constrained by stay wires supporting the WSB Tower nearby).
3. Three groups of parcels around and including the Aramark site on Glen Iris Drive NE (inside the BeltLine TAD).
4. Several parcels near the BeltLine/Lake/Irwin intersection (BeltLine-adjacent and inside the BeltLine TAD).
5. Several sites along Decatur Street SE near Boulevard (outside the BeltLine TAD).

These sites are useful to help understand potential future change in the subarea and are used to illustrate future land use change recommendations in Section 5. Numerous other sites were also identified in the analysis. All recommendations for future land use are included in Section 5.



Sites on North Avenue near the U.S. Post Office facility are a short walk from the BeltLine and future transit.



The Sunbelt Rentals site is a large site near the BeltLine and Historic Fourth Ward Skatepark.





3



The Aramark site on Glen Iris Drive NE is the largest of several potential redevelopment sites near Historic Fourth Ward Park.

5



Underused sites along Decatur Street SE are within walking distance of the BeltLine and MARTA.

4



Several parcels near the BeltLine at Lake Street and Irwin Street are underused today given their proximity to the future transit corridor.





3.3 MOBILITY

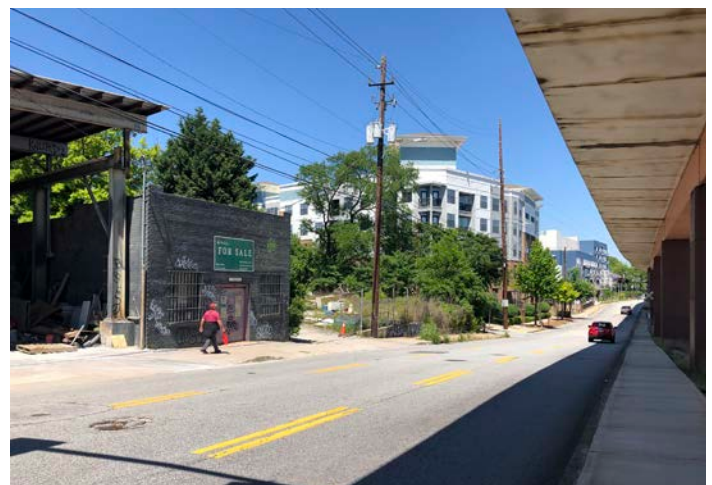
3.3.1 OVERVIEW

The Subarea 5 transportation network reflects a transition from residential neighborhoods, typically defined by a connected network of streets and blocks, to the historically rail-adjacent industrial areas typical in much of the BeltLine loop, where street connections are fewer and blocks are larger. The presence of major thoroughfare streets like Ponce de Leon Avenue NE, North Avenue NE, and Ralph McGill Boulevard NE, and the early completion of the trail portion of the BeltLine corridor (opened in 2012) make the subarea's mobility system more complex. The street network carries neighborhood trips in a variety of travel modes as well as crosstown and regional trips along major corridors. Transit includes several local bus routes, MARTA heavy rail along the southern subarea boundary, and the Atlanta Streetcar loop in the southwest corner. The BeltLine and Freedom Parkway trails are popular for non-vehicular trips, both recreational and commuting. This section of the BeltLine trail has been extremely popular, seeing more than 1 million visitors last year. Planning for the subarea's next decade also faces the new challenges and opportunities of emerging mobility technologies and services, such as scooters and other forms of free-standing, dockless mobility, and the City of Atlanta's vision for expanding high-capacity and high-frequency transit services throughout the city.

3.3.2 CURRENT CONDITIONS

Street Network

Subarea 5 is bounded by two major east-west thoroughfares: Ponce de Leon Avenue NE on the north and Decatur Street-DeKalb Avenue NE on the south. Boulevard and Moreland Avenue NE are the only two continuous north-south streets through Subarea 5, while Glen Iris Drive NE/Randolph Street NE is another major north-south route. The street network in the western part of the subarea generally conforms to the rectilinear grid of much of the central city, while the eastern portions, especially in the Inman Park neighborhood, follow a less defined grid conforming more to natural topography than compass points. The street network is less connected around two major corridors, John Lewis Freedom Parkway NE and the former railroad corridor of the BeltLine itself, though several streets have grade separated crossings for both of these. Irwin Street NE/Lake Avenue NE and DeKalb Avenue NE are the only at-grade street crossings for the Eastside Trail in the subarea.



DeKalb Avenue NE, with elevated MARTA rail on the right.





Bicycle and Pedestrian Facilities

The Subarea currently features two of Atlanta's best known off-street multi-use paths: the BeltLine Eastside Trail and the PATH Foundation Stone Mountain Trail along John Lewis Freedom Parkway NE (and several branch trails that connect to it from adjacent neighborhoods). In addition, it features one-way on-street bicycle lanes on Edgewood and Auburn Avenue NE west of Jackson Street, bicycle lanes in both directions on Edgewood east of Jackson, and buffered bicycle lanes on Ponce de Leon Avenue NE west of the BeltLine corridor. Steep topography is a challenge for bicycling on some corridors, particularly North Avenue NE and portions of Ralph McGill Boulevard NE.

Nearly all streets in the subarea feature sidewalks on both sides, although these vary in their condition. While recent developments have added new sidewalks, most of the subarea's sidewalks are older and have not been reconstructed recently, if ever. Although sidewalks in the Old Fourth Ward neighborhood are mostly complete, many are located in street rights-of-way that are narrow overall, leading to sidewalks close to the street with minimal separation. Many sidewalks, especially on local streets in the Inman Park neighborhood, were constructed of hexagonal pavers that have degraded or become separated over time, leading to highly uneven surfaces difficult for persons with limited mobility or in wheelchairs. And as in much of Atlanta, growth of adjacent trees has caused sidewalks to crack and break from roots and trunks, leading to vertical separation of sidewalk pieces.

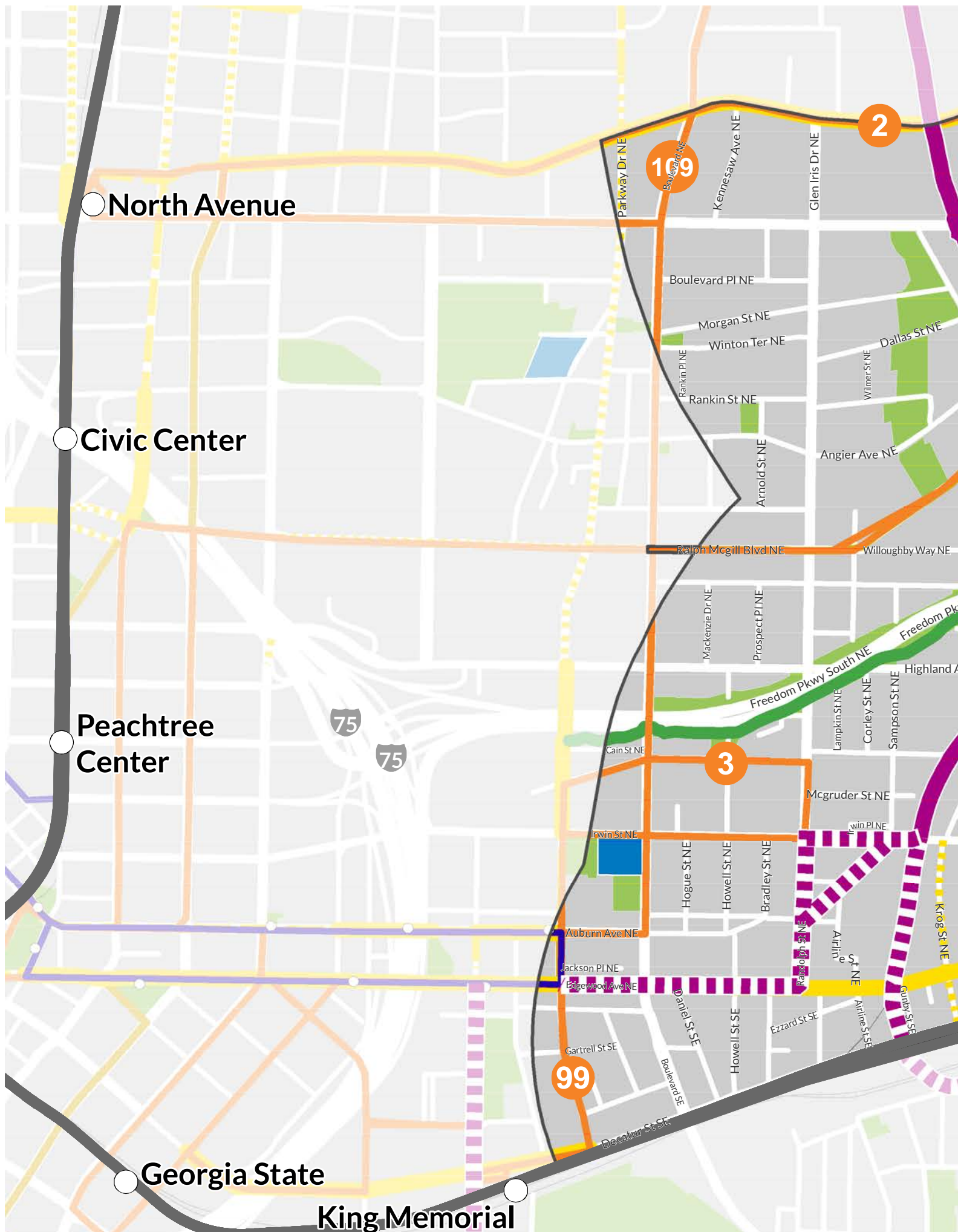
Transit Stations and Service

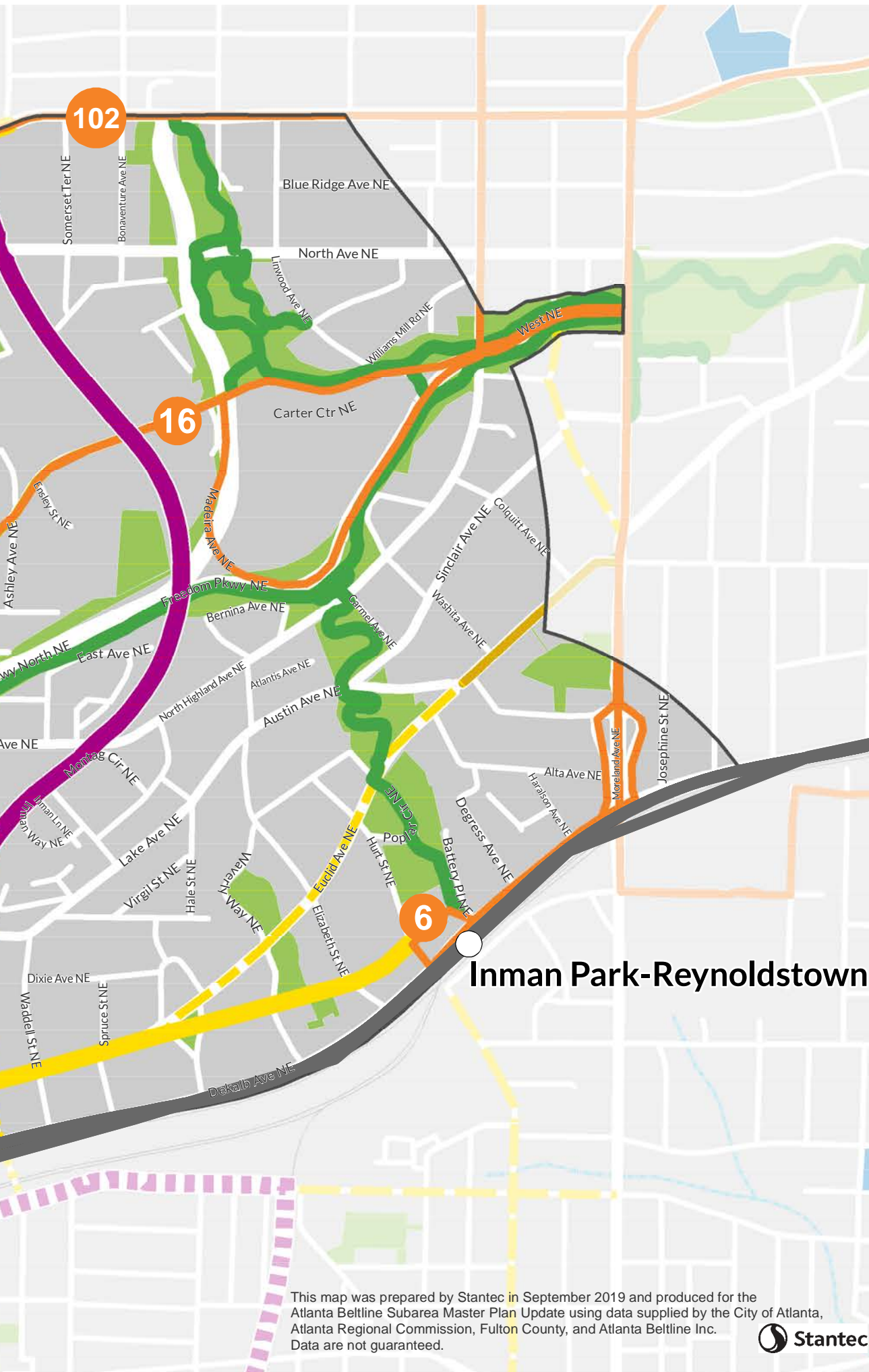
Transit service in the study area is provided by MARTA and includes rail, bus, and streetcar. However, despite a relatively high land use density for districts outside of the central core of Atlanta and the subarea's proximity to several rail stations, transit service is not extensive. The area includes one MARTA rail station on the east-west line of the rail network (Inman Park-Reynoldstown, located in the southeast corner of the subarea), with a second just beyond the subarea boundary (King Memorial located just beyond the southwest corner). Since these are at either end of the southern edge of the subarea, they are not within immediate walking distance of most of the subarea's destinations. Additionally, only two of the seven bus routes through the subarea provide direct access to these stations. Many of the routes provide access to stations downtown or are more focused on providing coverage to neighborhoods rather than high service frequencies (how often the bus comes). The existing Atlanta Streetcar just crosses the southwestern boundary of the subarea, turning north from Edgewood Avenue NE toward Auburn Avenue NE to head back into the central business district.



The Inman Park-Reynoldstown MARTA station is located along the southern boundary of Subarea 5. Source: atlanta.curbed.com







Existing Mobility/ Transit Atlanta BeltLine Subarea 5

Atlanta BeltLine Transportation Corridor

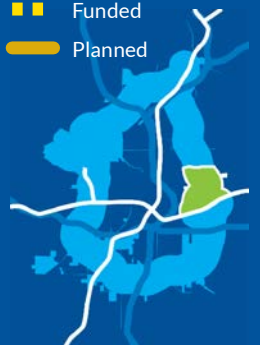
- Transit Alignment
- Transit Alignment Options
- MARTA Rail Line
- MARTA Stations
- Bus Routes
- Downtown Atlanta Streetcar
- Streetcar Transit Stops

Multi-Use Trails

- Existing

Bicycle Routes

- Bike Lane / Buffered Bike Lane
- Sharrows
- Funded
- Planned



1 inch = 900 feet

0 225 450 900 Feet

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3.3.3 MAJOR TRANSPORTATION NEEDS

As with all of the BeltLine planning subareas, Subarea 5 is located in relatively close proximity to the Downtown and Midtown business districts and the approximately 180,000 jobs and numerous services located in them. However, uniquely among subareas, Subarea 5 has experienced substantial population and job growth since the completion of its first subarea master plan. The Ponce City Market mixed-use complex has added a significant concentration of jobs in addition to the previously existing employment uses, and the entire subarea has added thousands of residential units. This has greatly shifted the dynamics of transportation in the area. No longer is this part of Atlanta defined solely by its connection to core employment areas, with Subarea 5 now also experiencing increased travel demand from other parts of the City and region because of its unique destinations.

Most significantly, until transit along the Atlanta BeltLine corridor is completed and brings a new high-capacity transit spine to Subarea 5, the area has limited alternatives to vehicle travel for anything but short neighborhood trips. This underscores the importance of first-mile/last-mile connections in the subarea, which can (and should) draw from many travel mode options to allow travelers to connect to, from, or within the district. However, virtually all of these mode options would benefit and better serve the subarea through enhancements, as summarized in the following series of major needs:

1. Transit and other forms of non-driving transportation are becoming more important to manage the travel demands of an increasingly dense residential area with notable job growth since 2010 and more on the horizon.
2. The corridor's established status as a regional retail, dining, and recreation destination brings travel demand at more than the customary weekday peak travel periods, as visitors also come to the subarea on evenings and weekends. This requires a more flexible and adaptive approach to how transportation serves the area, and cannot simply rely on serving a typical weekday commuting population. It means that traffic signal timing patterns, transit service, and other operational parts of the mobility system must address the times outside of regular commutes.
3. Although two of the region's preeminent active transportation corridors (the PATH Foundation Stone Mountain Trail and the Atlanta BeltLine itself) intersect in the subarea, the supporting bicycle and pedestrian network to access them remains limited and needs key gaps to be filled. In particular, safe access along and across major street corridors (such as Boulevard NE and Moreland Avenue NE) is important to ensure that the entire district is walking- and bicycle-friendly.





4. The growth of personal mobility devices and technologies, especially dockless mobility options like electric scooters and dockless bicycles, have created tremendous opportunity to be a last-mile connection between MARTA rail stations and destinations in the subarea. However, they have also brought new challenges: conflicts with pedestrians from improper use of these devices on sidewalks, a lack of organization around storage and end-of-trip placement that leads to blocked sidewalks and entryways, and speeds that are sometimes incompatible with those of other users in the same space (especially pedestrians). There is a need to better organize, manage, and “enforce” how these devices use public facilities and rights-of-way.
5. Right-of-way is highly limited in the subarea and must balance the needs of all users, especially those making short trips without driving. Adding new streets as part of development projects and adding to existing right-of-way wherever possible is important to ensure that complete streets can serve a greater variety of travel modes.
6. As in many parts of Atlanta, curbside use is in increasing demand as density and the mix of land uses increases, especially in Subarea 5’s centers of activity such as the Ponce City Market district, the Highland Avenue NE commercial corridor around Elizabeth Street NE, Little Five Points, the Edgewood Avenue SE corridor, and the Krog Street Market area. There is an increasing need for managing curbside use with modernized regulations that formally recognize this growing number of uses, including parking, freight loading and service access, passenger drop-off and pick-up, and non-vehicular transportation options. These regulations should treat the curbside as a scarce resource and allow it to be used flexibly throughout the day and week for the highest priority needs during a given period.
7. The street network in the subarea, already complex due to different subdivision patterns and the construction of Freedom Parkway NE in the late 20th century, has limited connectivity and needs additional links where possible (and where they do not disrupt established neighborhood blocks and streets).





3.4 PARKS & GREENSPACE

3.4.1 EXISTING PARKS

Subarea 5 enjoys a number of community facilities. It has six parks and two recreation centers serving residents and visitors. Freedom Park is a linear greenway through the area, surrounding the Carter Center and extending west toward Downtown and east toward Stone Mountain. Historic Fourth Ward Park is the newest park and a significant attraction in the subarea, hosting numerous community events throughout the year. It includes a two-acre lake that provides critical stormwater management

functions, a playground, splash pad, outdoor theater, and skatepark within its 17 acres.

Other parks like Springvale Park in the Inman Park neighborhood are smaller neighborhood-serving parks. J.D. Sims Recreation Center in Old Fourth Ward is designated as one of 33 “Centers of Hope” by the City. Moving in the Spirit, a creative youth development and arts organization, provides enhanced programming there to support youth.

3.5 EXISTING COMMUNITY FACILITIES

3.5.1 COMMUNITY FACILITIES

There is one operating school located in Subarea 5, Hope-Hill Elementary School on Boulevard. A second, the David T. Howard building, is currently undergoing renovation/new construction to re-open as a middle school in Fall 2020. The project is in response to growing numbers of families living in intown neighborhoods like Subarea 5. The building was constructed as an elementary school and attended by a young Dr. Martin Luther King, Jr. It was later converted to a high school before closing in 1976.



Springvale Park is a neighborhood gathering spot for Inman Park residents.

3.5.2 PUBLIC ART

Art on the Atlanta BeltLine began in 2010 during the first stages of trail construction. Today it has evolved into a permanent and rotating collection of sculptures, murals, performances, and special events along the BeltLine.

Subarea 5 has several art installations that add character and vibrancy to the BeltLine. It also plays a significant role in the popular Lantern Parade, a nighttime celebration along the Eastside Trail through Subarea 5 and beyond. It is a significant community event that has grown to more than 70,000 people in 2018.



The Lantern Parade is a popular community event.





3.6 HISTORIC PRESERVATION

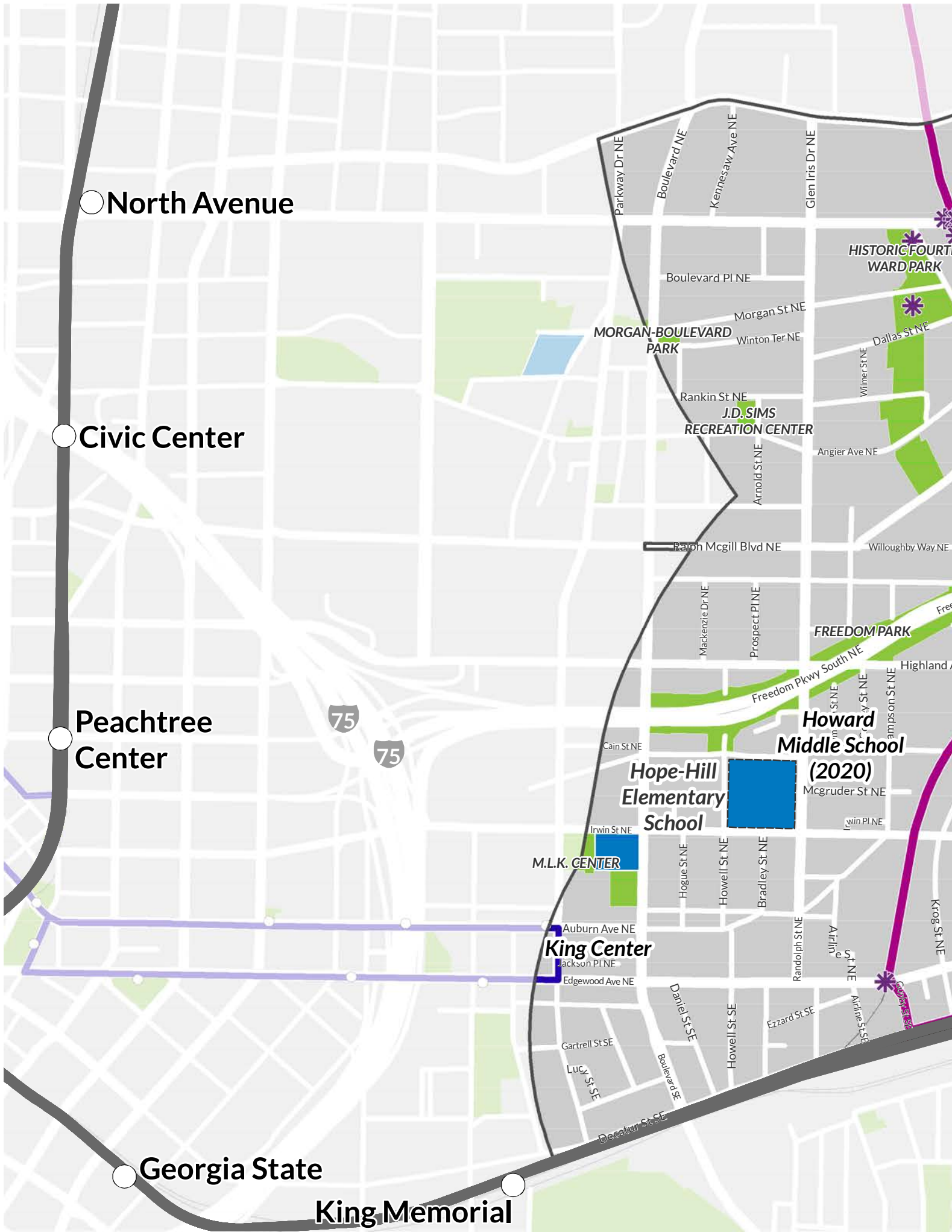
A number of buildings and three districts in the subarea are listed on the National Register of Historic Places. Finding new uses for these old structures, also called adaptive reuse, has been a common way to preserve physical reminders of the past while breathing new life into them. In the following list, an asterisk (*) denotes structures that are also locally recognized by the Atlanta Urban Design Commission:

- » Empire Manufacturing Company Building (575 Glen Iris Drive NE) – presently loft offices (part of Southern Dairies development)
- » Ford Motor Company Assembly Plant (699 Ponce de Leon Avenue) – Ford Factory Lofts
- » Griffith School of Music aka Payne-Griffith House (650 Bonaventure Avenue NE)
- » Highland School* (978 North Avenue NE) – Highland School Lofts
- » J.K. Orr Shoe Company (16 W.H. Borders, Sr Avenue) – O'Hern House
- » Kriegshaber House* (292 Moreland Avenue NE) – Wrecking Bar
- » National NuGrape Company (794 Ralph McGill Boulevard NE) – NuGrape Lofts
- » Sears, Roebuck and Co. Mail-Order Warehouse (675 Ponce de Leon Avenue NE) – Ponce City Market
- » Southern Dairies (593 Glen Iris Drive NE) – loft offices
- » Troy Peerless Laundry Building* (650 Glen Iris Drive NE) – Troy Peerless Lofts
- » Western Electric Company Building (828 Ralph McGill Boulevard NE) – Telephone Factory Lofts
- » Bonaventure-Somerset Historic District* (local only, not on National Register)
- » Inman Park Historic District*
- » Martin Luther King, Jr. Historic District*
- » Sweet Auburn Historic District (western portion)

The Hotel Clermont at 789 Ponce de Leon Avenue NE is currently under consideration for nomination to the National and State Register.

The adaptive reuse strategy is not always followed however. The Creomulsion Company building at 345 Glen Iris Drive NE was demolished in early 2015 to make way for new townhouses. While not formally designated as a historic structure, the previous subarea master plan listed it as a community-identified structure to be considered by the Atlanta Urban Design Commission. This highlights the importance of finding ways to preserve and reuse significant historic resources as a way to maintain connections to the rich history of these neighborhoods.





○ North Avenue

○ Civic Center

○ Peachtree Center

○ Georgia State

○ King Memorial

MORGAN-BOULEVARD PARK

J.D. SIMS RECREATION CENTER

Hope-Hill Elementary School

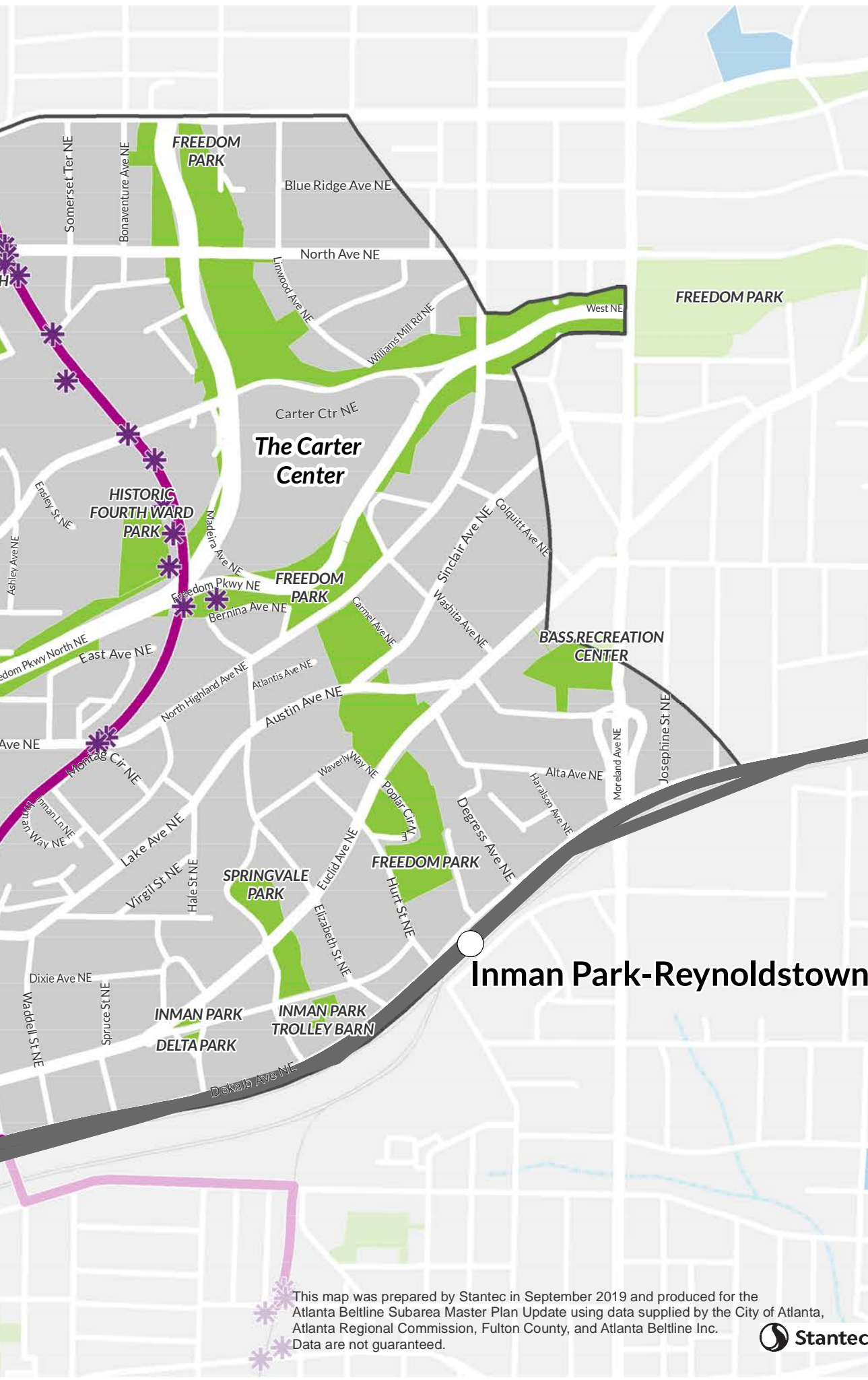
M.L.K. CENTER

King Center

Howard Middle School (2020)

HISTORIC FOURTH WARD PARK

FREEDOM PARK



Existing Community Facilities

Atlanta BeltLine Subarea 5

- Art On BeltLine Continuing Collection
- APS Schools
- BeltLine Corridor
- MARTA Rail Line
- MARTA Stations
- Downtown Atlanta Streetcar
- Streetcar Transit Stops

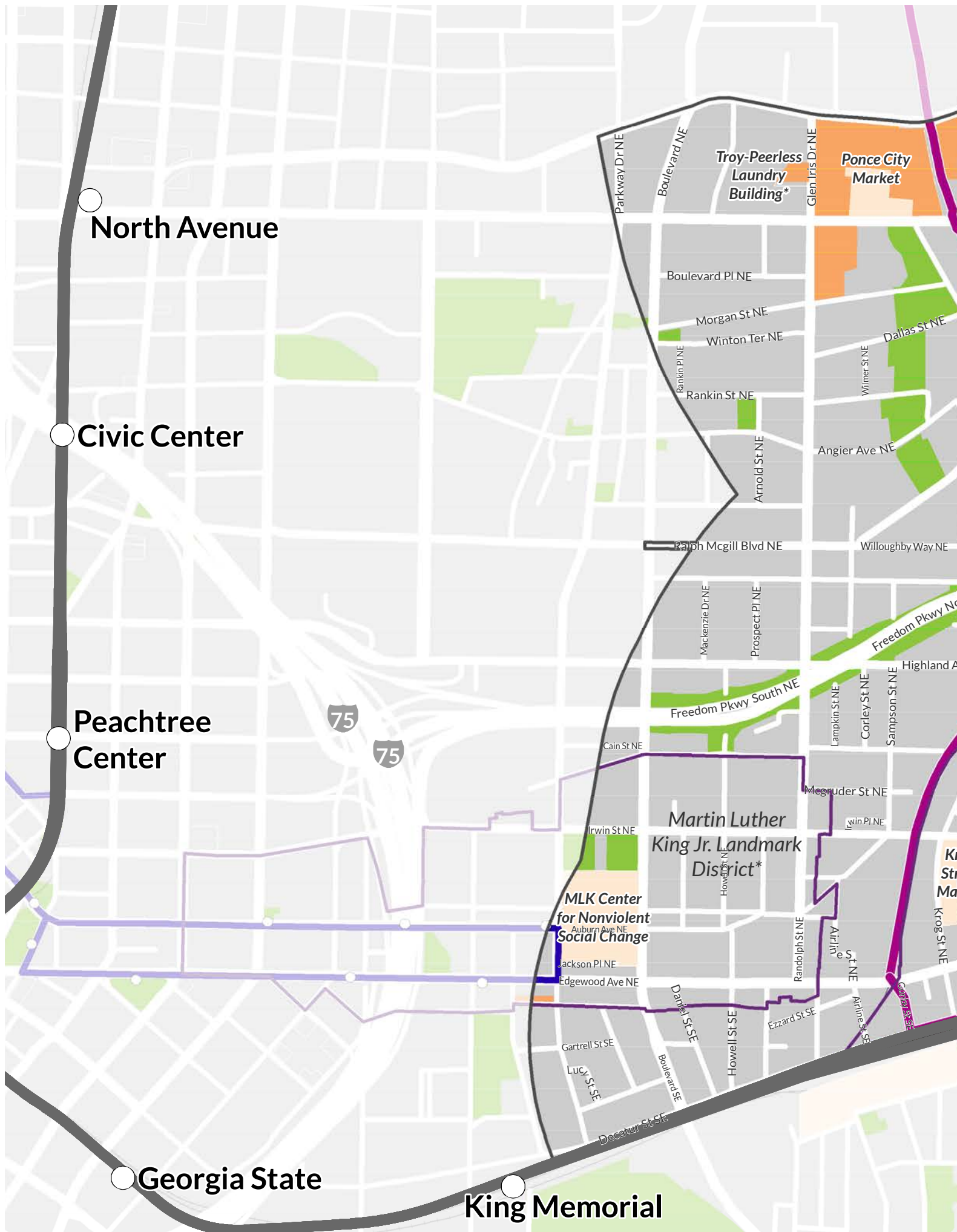


1 inch = 900 feet

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North Avenue

Civic Center

Peachtree Center

Georgia State

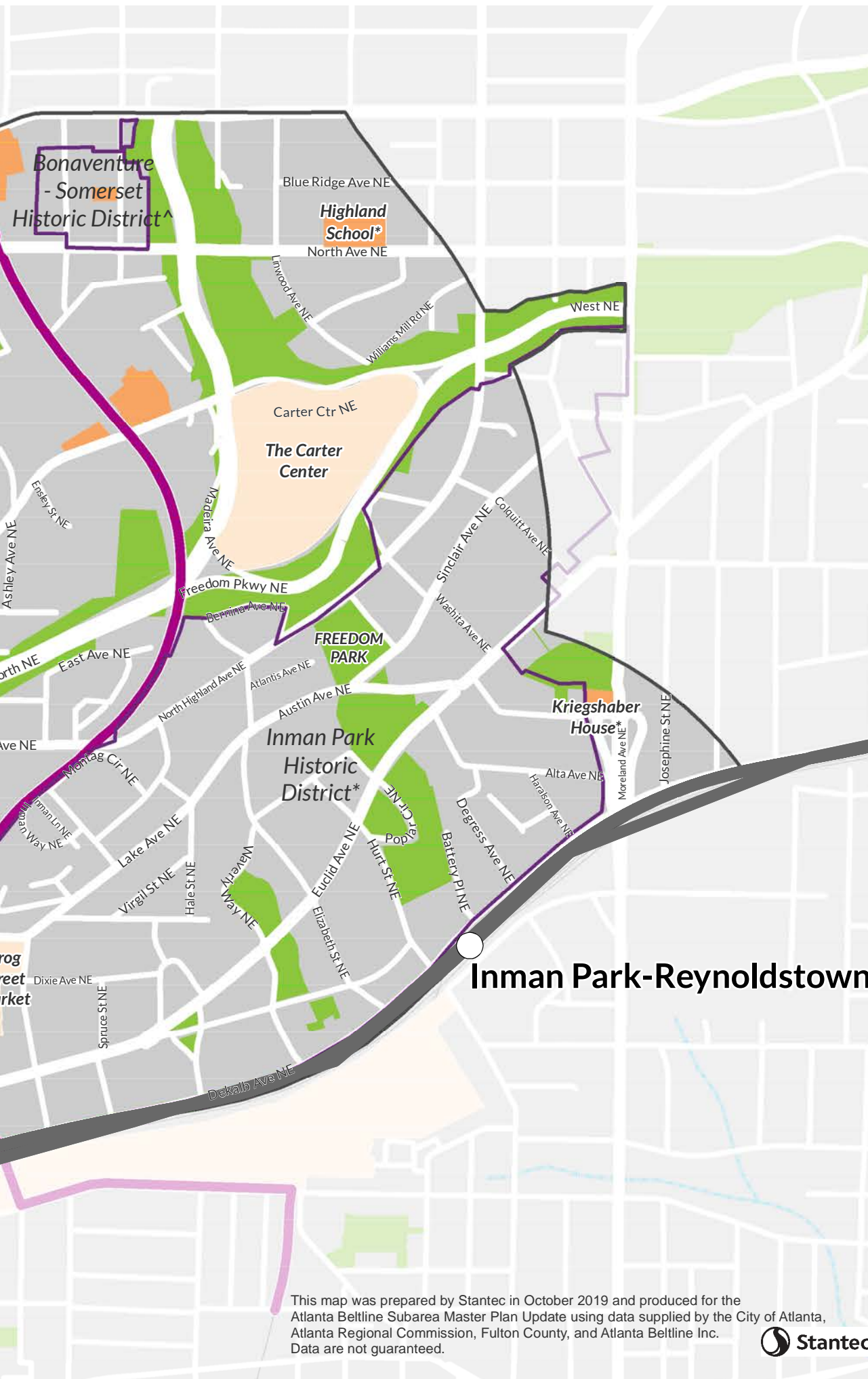
King Memorial

Troy-Peerless
Laundry
Building*

Ponce City
Market

Martin Luther
King Jr. Landmark
District*

MLK Center
for Nonviolent
Social Change



Historic and Cultural Resources

Atlanta BeltLine Subarea 5

- National Register of Historic Places
- Historic Districts
- ABI Attraction
- BeltLine Transportation Corridor
- MARTA Rail Line
- MARTA Stations
- Atlanta Downtown Streetcar
- Atlanta Streetcar Stops

* Local designation also
^ Local designation only



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3.7 MARKET ANALYSIS

A market analysis was conducted to better understand existing supply in Subarea 5 and determine the potential for new retail and commercial uses, as well as the types best suited to meet the needs of current and future residents.

3.7.1 CURRENT CONDITIONS

Subarea 5 is book-ended by two regional-status retail, dining, and entertainment destinations along the BeltLine: Ponce City Market on the north, and the area anchored by Krog Street Market on the south. Inman Quarter is a third significant center of activity east of the BeltLine. Further from the corridor, clusters of additional retail, dining, and entertainment options exist along Edgewood Avenue NE in the Sweet Auburn district, Little Five Points along Moreland Avenue NE, and along Ponce de Leon Avenue NE. Together, these areas provide diverse offerings and contribute to the character of the subarea.

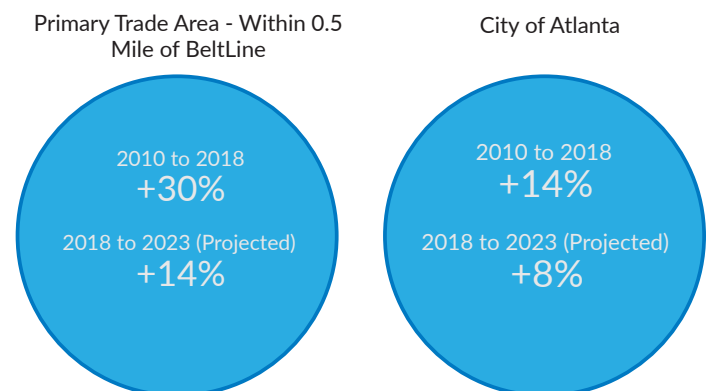
The office market to date has primarily been smaller offices often in renovated older buildings like Southern Dairies, but that is beginning to change. The Willoughby opened in 2018, providing the first new construction office space along the BeltLine in a four-story, 60,000 square foot building.

A transformational project at 725 Ponce de Leon Avenue NE will open in 2019 with 370,000 square feet of Class A loft-office space in a 12-story high-rise located between the BeltLine and a rebuilt urban-format Kroger grocery store. Currently in the planning and approval process, the former Georgia Power site at 760 Ralph McGill Boulevard NE is projected to provide up

to 1.1 million square feet of high-rise office space as part of a mixed-use redevelopment of the site. Across the BeltLine, office rents have risen by 70% since five years ago, an indication of the demand for office here.

The housing market has been primarily driven by an increased demand for multifamily housing over the past decade. Approximately 3,000 new apartments and several for-sale townhouse projects have been completed, mostly near the BeltLine and Historic Fourth Ward Park. The subarea saw a 27% increase in housing units in the subarea from 2010 to 2018, more than double the rate of growth in the City of Atlanta. These new residents are driving demand for new retail and dining options in the subarea. In addition, many existing single-family homes have been renovated in the neighborhoods. The high demand for housing in this subarea is expected to lead to a 22% increase in median home values over the next five years. Rent prices have also been rising, putting pressure on existing renters in the neighborhood.

Figure 3.2: Population Growth





3.7.2 FUTURE GROWTH

Demand for retail offerings is driven by three groups of people: residents, daytime workers in the area, and visitors to the BeltLine.

- » Between 2010 and 2018, the resident population of the primary trade area (within a half-mile of the BeltLine) increased by 30%, compared to 14% in the City of Atlanta. Approximately half of the 2018 population living in the subarea is part of the Millennial generation (born from 1980-2000), higher than their share citywide, while 6% is part of the Baby Boomer generation (born from mid-1940's-1960), lower than their share citywide. In the next five years, the population is projected to grow by an additional 14% (approximately 2,400 new residents) compared to the City's overall 8% growth. This growth continues to fuel an increasing demand for convenience goods and services, especially affordably priced retail and dining options.
- » Currently there are approximately 6,750 daytime workers within the primary trade area. More than half are employed in lower paying sectors like accommodation, food services and retail, reflecting the current land

use mix As large office buildings are occupied at 725 Ponce and later at 760 Ralph McGill, this distribution is likely to shift toward higher paying jobs in sectors like professional, scientific, and technical services.

- » The number of monthly users of the Eastside Trail in Subarea 5 averages more than 150,000 people, peaking in the fall months. About half of all visitors do not live near the BeltLine, and many can be expected to spend between \$60-\$120 on retail and dining during their visit (ACVB 2014 estimate).

Figure 3.3: Population growth in the study area

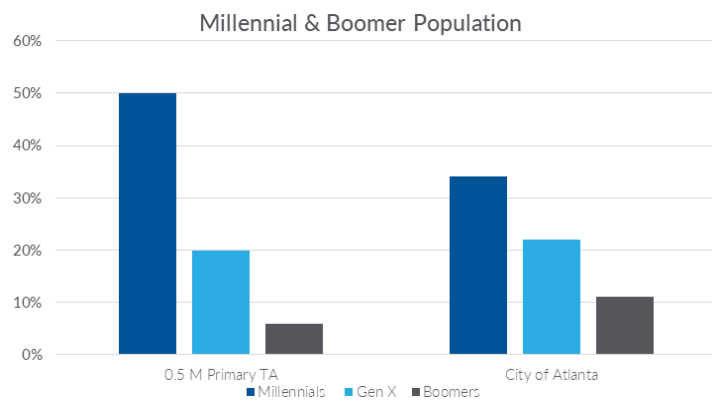
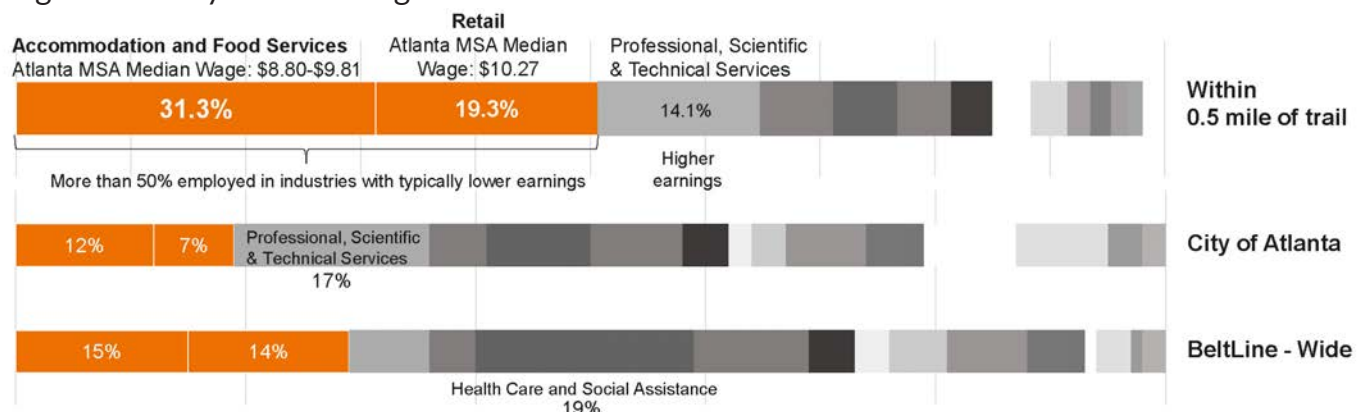


Figure 3.4: Daytime Offerings for Workforce



(Source: LEHD OnTheMap Census Bureau, 2015; Occupational Employment Statistics for Atlanta MSA; BeltLine Economic Analysis Data Baseline, 2018)



○ North Avenue

○ Civic Center

○ Peachtree Center

○ Georgia State

○ King Memorial

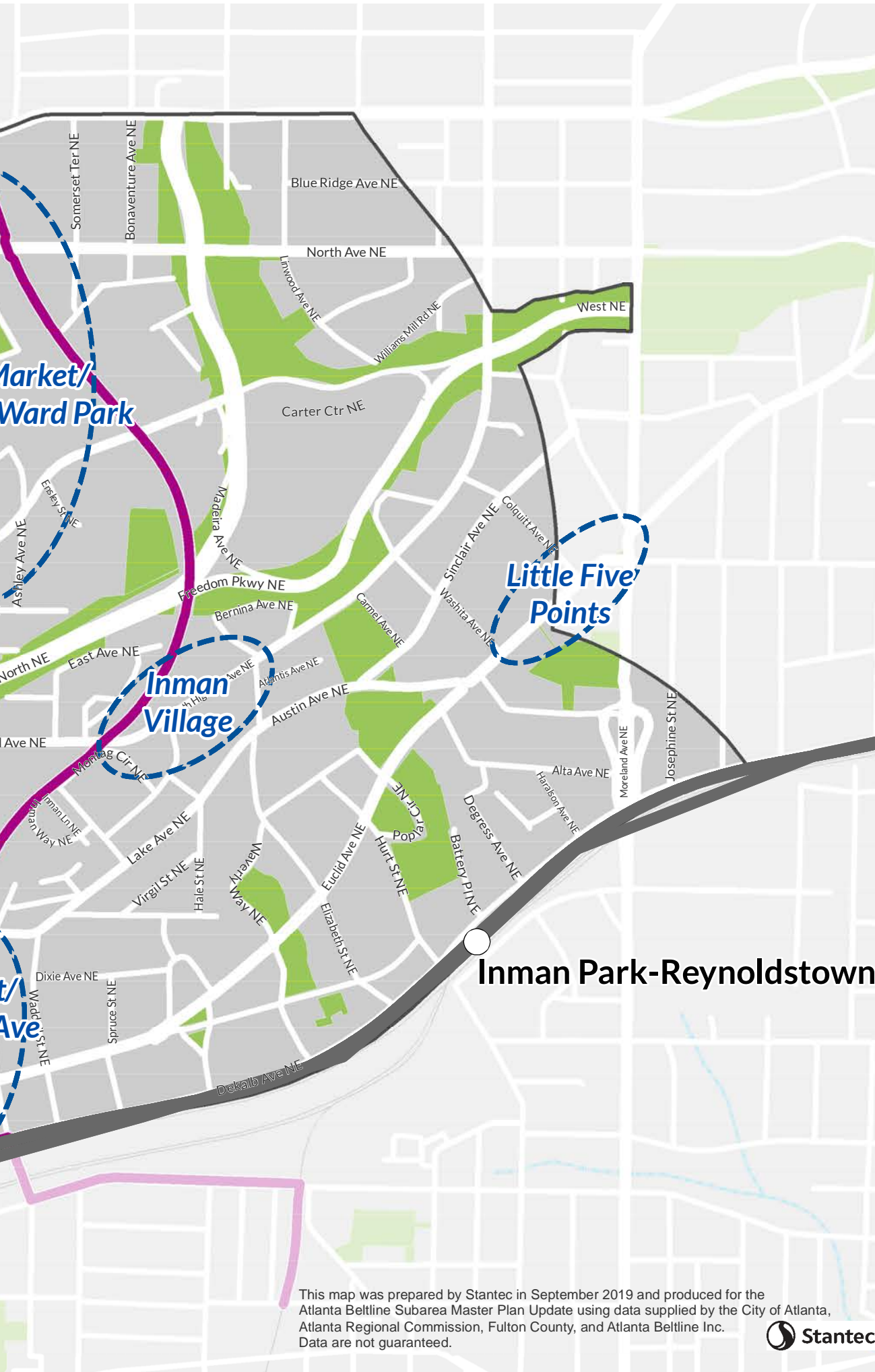
75

75

Ponce City Market
Historic Fourth Ward

Auburn Ave/
Edgewood Ave






Krog Street Market
DeKalb County



Activity Centers

Atlanta
BeltLine
Subarea 5

Atlanta BeltLine Corridor

-  BeltLine Corridor
-  MARTA Rail Line
-  MARTA Stations
-  Atlanta Downtown Streetcar
-  Streetcar Stops



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0 225 450 900 Feet

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3.7.3 MARKET POTENTIAL AND POSITIONING

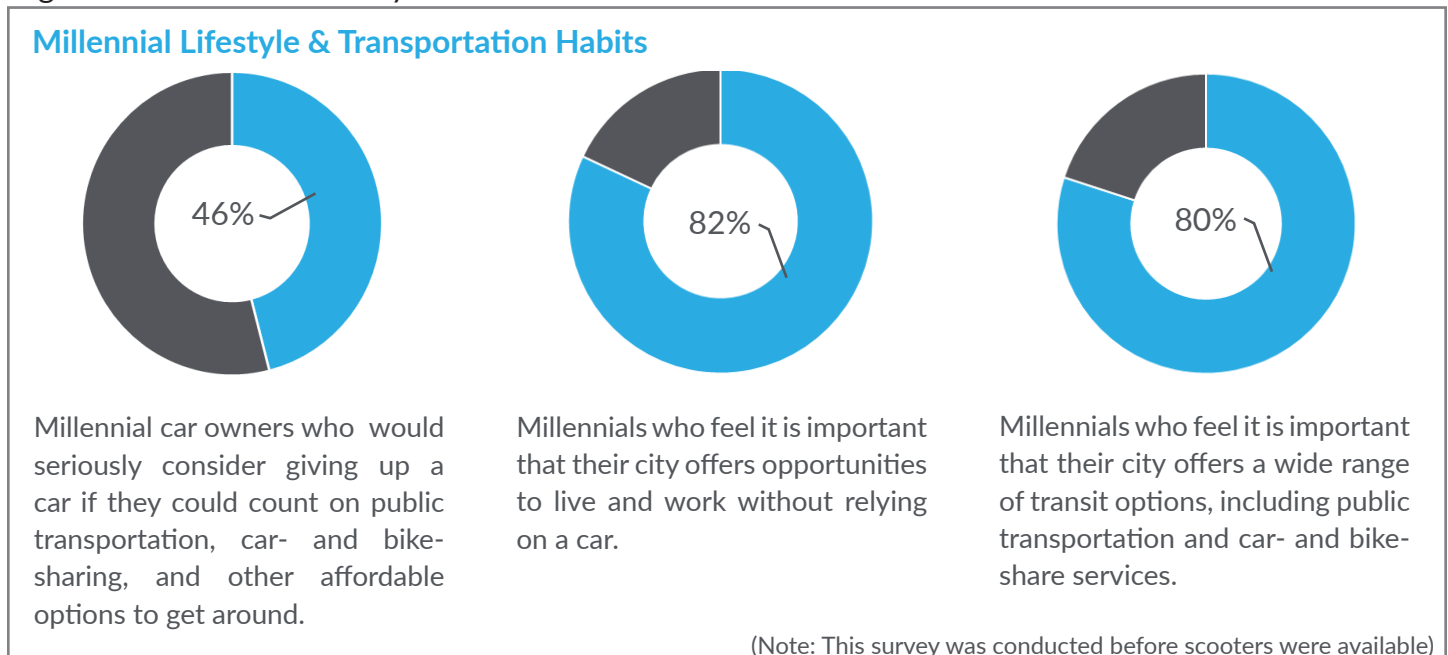
The analysis found that for every \$1 being spent by residents on retail, 80 cents stays within a half-mile of the BeltLine. The 20 cents that “leaks” outside the primary trade area indicates unmet local demand. Based on this spending pattern, there is sufficient demand to support an additional 500,000 to 1,000,000 square feet of retail in the subarea, primarily in convenience categories like general merchandise, health and personal care, hobby/books/music/sporting goods, and specialty food. Commercial rents need to be diverse enough to support a mix of tenants offering a range of price points for residents and daytime workers. All retail tenants need a visible online presence with strong social media marketing to engage in omni-channel sales and capture Millennial and Gen Z spending.

The office market will see a dramatic increase in large-floorplate Class A spaces due to the 725 Ponce and 760 Ralph McGill projects. To grow and diversify the share of higher-paying

knowledge-based industries and creative TAMI (Technology, Advertising, Media, and Information) sectors, office and commercial space will need to provide other options. There is a growing need for more creative and flexible office spaces to accommodate small start-ups and growing companies. These users typically look for lower rents, flexible leases, and collaborative work environments in neighborhoods with high levels of walkability like near the BeltLine.

The housing market is expected to continue growing, with the number of housing units projected to increase by 12% between 2018 and 2023. Millennials (some with young families) and down-sizing Boomers are the primary driving force behind this. Both groups will look for family-friendly amenities and 2-3 bedroom units among other features. Senior housing has been cited as a particular need to help long-time residents age within their neighborhood, who also want walkable streets and good transit service as they drive less. Affordable and workforce housing will continue to be in high demand as well.

Figure 3.5: Millennial Lifestyle Habits





3.8 PLAN REVIEW

Many neighborhood and citywide plans provide recommendations that impact Subarea 5. The following plans were reviewed to identify relevant strategies and recommendations to carry forward.

Figure 3.6: Current plans being implemented in the subarea

PLAN	KEY FINDINGS/RECOMMENDATIONS
Renew Atlanta/ T-SPLOST <i>Project list "rebaselining" completed in Spring 2019</i>	<ul style="list-style-type: none"> » Dekalb Avenue NE resurfacing and removal of reversible lane (2019-20) » N. Highland Avenue pedestrian safety improvements (2020) » Krog Street tunnel lighting (2020) » Inman Park neighborhood improvements (2020-21) » Monroe Dr/Boulevard Complete Street (2022-23) » North Avenue NE/Somerset Terrace NE improvements » Boulevard traffic communication corridor (TCC) » Dekalb Avenue NE, Euclid Avenue NE, and North Avenue NE Complete Streets, design only
Atlanta's Transportation Plan (2017)	<ul style="list-style-type: none"> » Identified Dekalb Avenue NE/Decatur Street/Marietta Street as one of six high priority multi-modal corridors » Expand North Avenue NE Smart Corridor » Complete engineering/final design for Atlanta BeltLine East transit » Incentivize production of affordable housing around transit nodes
Lifelong Inman Park (2017)	<ul style="list-style-type: none"> » Provide more accessible housing options for seniors » Create more "third spaces" to facilitate social interaction » Improve the mobility network to support ride-share and walkability
Cycle Atlanta Phase 2.0 (2018)	<ul style="list-style-type: none"> » Inman Park-Reynoldstown MARTA station one of six studied for bicycle access improvements » Street sections recommend "sharrow" markings along Highland Avenue and Euclid Avenue NE and a buffered bike lane on Edgewood Avenue NE from Euclid to Hurt





PLAN	KEY FINDINGS/RECOMMENDATIONS
Sweet Auburn Retail Strategies (2016)	<ul style="list-style-type: none"> » Create and implement a corridor vision and branding » Support community policing » Improve wayfinding/signage » Develop a retail tenant recruitment strategy
Atlanta Streetcar System Plan (2015)	<ul style="list-style-type: none"> » Identified the Atlanta BeltLine East Streetcar alignment through Subarea 5 as a Priority Streetcar Corridor
Cycle Atlanta Phase 1.0 (2015)	<ul style="list-style-type: none"> » Two of five priority bike corridors intersect Subarea 5 » Corridor C connects Ralph McGill Boulevard NE to Downtown and Grove Park with 4.5 miles of on-street bike lanes (due to limited street widths) » Proposed Ralph McGill street section provides bike lanes in each direction and two vehicular travel lanes » Corridor E connects Little Five Points and Inman Park to Sweet Auburn, Downtown, and Underwood Park, intersecting three other bike corridors as well » Narrow street widths in Subarea 5 only allow “sharrow” markings in travel lanes
Krog-Lake-Elizabeth-North Highland Transportation Strategy (2013)	<ul style="list-style-type: none"> » Identified specific intersections in Inman Quarter for pedestrian, bicycle, and/or car circulation improvements
Poncey-Highland Neighborhood Master Plan (2010)	<ul style="list-style-type: none"> » Implement a road diet on North Avenue NE east of the BeltLine to mitigate cut-through traffic and speeding issues





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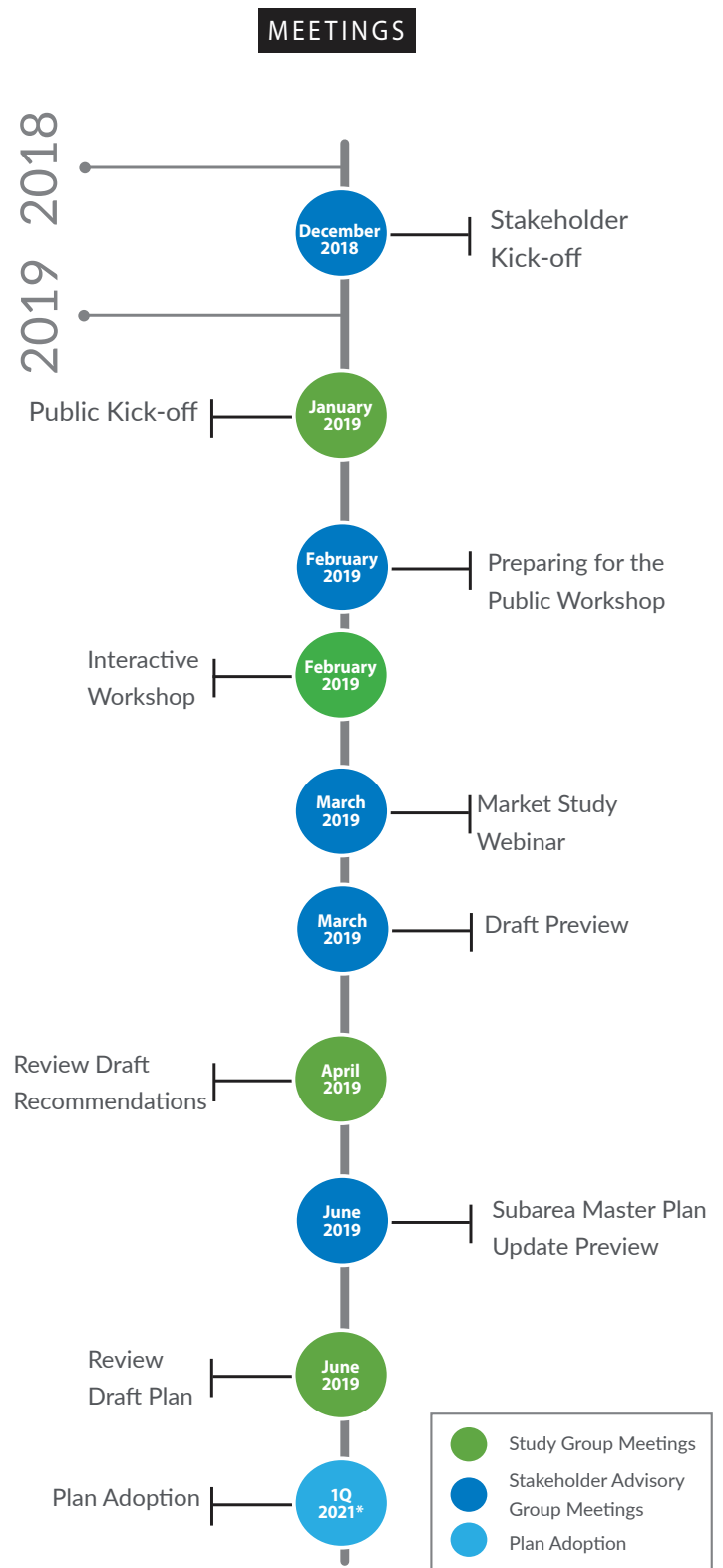
4 COMMUNITY ENGAGEMENT



4.1 COMMUNITY ENGAGEMENT

4.1.1 OVERALL PROCESS

The community engagement process was a key part of developing, testing, and refining recommendations for the subarea plan update. It consisted primarily of alternating meetings with the Stakeholder Advisory Group and the general public, a total of four each. The Stakeholder Advisory Group included representatives from City of Atlanta departments, neighborhood organizations and business groups, and local developers. Stakeholder meeting notifications were provided via email and direct phone calls. Public meetings, also called Study Group meetings, were open to anyone interested in the subarea master plan update process. These were announced on the BeltLine's website, via email, physical flyer mailings to civic institutions and individuals, at pop-up engagements in the subarea, and advertised with roadside signs throughout the subarea in the weeks leading up to the event. Staff also attended numerous meetings with neighborhood groups and NPU's between 2019 and 2021 including: Inman Park Neighborhood Association, Poncey Highland Neighborhood Association, Fourth Ward Alliance, Fourth Ward Neighbors, Fourth Ward West Neighborhood Association, NPU-N and NPU-M to receive further input on the draft.



* Adoption delayed due to impacts of COVID-19





4.1.2 FINDINGS

Stakeholder Advisory Group

Stakeholder Kick-off: Thursday, December 6, 2018 at Our Lady of Lourdes Catholic Church

- » The kickoff stakeholder meeting was well-attended and featured a lively discussion about priorities for the neighborhood. The meeting reviewed the 2009 subarea master plan and initial findings from the existing conditions analysis. Stakeholders emphasized that equitable and inclusive growth are critical considerations and should be given more prominence in the subarea guiding principles and throughout the process. Other discussion topics included the link between development density and transportation, housing affordability concerns, the difficulty managing multiple modes of transportation on the BeltLine trail (bicyclists, scooter users, runners, baby strollers, etc), and making connections beyond the subarea.

Preparing for the Study Group Public Meeting: Wednesday, February 6, 2019 at Little Five Points Community Center

- » The second stakeholder meeting featured a small group discussion about areas that had been identified as susceptible to future change. Stakeholders weighed the relative

importance of preservation, adaptive reuse or new development on various sites. Comments included maintaining and/or providing for a diverse mix of uses including jobs at varying wage levels in places like the Ponce de Leon Avenue NE corridor and Decatur Street SE, and the importance of focusing redevelopment where the street and stormwater infrastructure exists to support it.

Market Study Webinar: Monday, March 11, 2019

- » An afternoon webinar was held for stakeholder group members to review findings of the retail and commercial market analysis presented by Larisa Ortiz Associates (please see Section 4 for key findings).

Previewing Draft Recommendations:

Wednesday, March 27, 2019 at 755 North Avenue NE Apartments Community Room

- » The third stakeholder meeting presented preliminary future land use and mobility recommendations for feedback. The stakeholders present generally agreed with the direction of the recommendations. They preferred seeing a mix of uses including office space, and supported increased density and proposed new streets that would add connectivity through the Post Office and Sunbelt sites.





Previewing the Subarea Master Plan Update: Thursday, June 6, 2019 at Atlanta BeltLine Partnership offices

- » The fourth and final stakeholder meeting presented revised future land use and mobility recommendations for additional feedback. The conversation touched on density and transportation, bicycle infrastructure, and the challenge of setting expectations for scooter use.

Study Group Meetings

Public Kick-off: Thursday, January 17, 2019 at Helen S. Mills Senior Center

- » More than 50 people attended the public kickoff meeting in January. The presentation provided an overview of the 2009 Master Plan, major changes that have taken place since then, and an overview of existing conditions. It also included a recap of affordable housing along the BeltLine, explaining its goals, progress, and plan going forward. Breaking into small groups, participants described their vision for an equitable and inclusive community. Common features discussed included a variety of housing types, jobs for all levels of education and income, places for people to socialize with neighbors, and mobility that connects

transit to other modes like bicycles, scooters, and rideshare. Participants also discussed the original subarea master plan goals and if they still applied or should be revised.

Interactive Workshop: Saturday, February 23, 2019 at Little Five Points Community Center

- » Approximately 25 people came out on a Saturday morning for an interactive workshop to look at sites that may be susceptible to change in the future and discuss mobility issues in the subarea. The presentation included a brief overview of the market analysis and an explanation of how the various focus sites were identified. Reviewing maps of these sites, participants expressed interest in seeing office or co-working space in areas like Bernina Avenue and near Krog Street Market, and adaptive reuse in places like Auburn Avenue NE and Samson Street. Comments about mobility included prioritizing transit construction along the BeltLine and coordinating land use with station locations, preventing new streets from crossing the BeltLine, supporting the DeKalb Avenue NE Complete Streets project, and identifying improvements at several specific intersections. Regarding parks and greenspace, there was interest in providing more public art as placemaking, adding lighting along the BeltLine, and improvements to the southern half of Springvale Park.





Review Draft Recommendations: Tuesday, April 30, 2019 at Our Lady of Lourdes

- » Approximately fifty people participated in the third Study Group meeting to learn about the preliminary recommendations for the subarea and provide their input and feedback. The presentation included proposed future land use changes and development alternatives for key sites identified in the susceptibility to change analysis. Attendees supported a more diverse mix of uses along the Glen Iris corridor and creating two new street connections near the Sunbelt site. Discussion topics included support for adding I-MIX as a future land use in the subarea to diversify uses and encourage equitable distribution of light industrial across the BeltLine, as well as support for diverse affordable housing types including co-living, single-room occupancy (SRO), senior housing, and more affordable housing.

Review Draft Plan: Thursday, June 20, 2019 at The Church at Ponce and Highland

- » The last Study Group meeting drew more than 40 people to learn more about the revised recommendations for the draft plan. The crowd was a mix of those who had attended previous meetings and those attending their first. Discussion topics included managing scooters, maintaining accessible routes to buildings, ensuring safe walking and biking routes to the middle school under construction, and supporting the I-MIX future land use designation, protected bike lanes, and more accessory dwelling units within neighborhoods.







5

*THE SUBAREA
OF THE FUTURE*

GOALS & PRINCIPLES

Guiding principles for Subarea 5 were developed and tested with the stakeholder advisory group and during Study Group public meetings. They provide the overarching framework for the recommendations that follow.

Land Use and Design

- » Preserve and strengthen existing neighborhoods.
- » Locate highest density development—housing, jobs, and retail—near existing transit stops and adjacent to corridor.
- » Support compatible mix of land uses including range of employment opportunities, community-serving retail, and services.
- » Promote a range of housing types and affordability to preserve inclusive mixed-income communities, including “missing middle” and affordable homeownership.
- » Foster transit-supportive economic development along the BeltLine to provide a range of jobs and growth opportunities for small and large businesses.
- » Emphasize quality design that enhances local character.
- » Protect historic structures and artifacts; promote adaptive re-use of older buildings where feasible.
- » Promote public art that reflects community.

Mobility

- » Provide equitable access—maximize mobility and accessibility for all ages and abilities with expanded transportation options.
- » Enhance connections between different transportation modes—buses and trains, bicycles, scooters, ride share, etc.
- » Improve last-mile connections from transit stops to neighborhoods and local destinations.
- » Promote Complete Streets design principles to safely accommodate bicycles, pedestrians, and scooters as well as cars and buses.
- » Emphasize pedestrian connectivity from neighborhoods to the BeltLine, transit stops, schools, parks and local destinations.
- » Consider transportation and land use impacts when evaluating BeltLine redevelopment proposals.
- » Enhance street grid and improve street connectivity as outlined in City planning efforts.
- » Provide connectivity to all neighborhoods.





Parks and Greenspace

- » Provide variety of open space types and sizes to meet full range of needs—small and large spaces, parks and corner plazas, playgrounds, community gardens, etc.
- » Support place-keeping initiatives that elevate the community’s inherent creativity and identity through programming, art in all its forms, and secondary design elements such as lighting, benches, etc.
- » Identify active and passive spaces for people of all ages at all times.
- » Ensure safe, convenient access to parks, open spaces, and recreational opportunities.
- » Provide appropriate pedestrian, bicycle, and scooter connections from neighborhoods to parks and open spaces.
- » Design public spaces to facilitate safety.
- » Promote “green infrastructure” solutions that address stormwater and other issues while also creating a neighborhood amenity.





5.1 FUTURE LAND USE

5.1.1 FUTURE LAND USE

The susceptibility-to-change analysis described in Section 3 identified five clusters of sites that could be considered ripe for redevelopment. When such change could happen is much harder to predict. It could happen in the near-term or much longer-term depending on many factors. All sites are privately owned and therefore any future redevelopment is subject to the property owner's prerogative and the City of Atlanta regulations.

The following illustrations depict conceptual opportunities for change on potential redevelopment sites in the subarea. These illustrations are informed by community input and shaped by several priorities that were made clear during the public engagement process.

The community expressed interest and support for a greater diversity of uses in future development, including office space suitable for smaller companies and start-ups; compatible light industrial uses like microbreweries or microdistilleries, veterinary clinics, catering companies, or other uses described in the city's industrial mixed-use (I-MIX) zoning; and local-serving retail. These uses would bring more jobs at different salary and skill levels to the neighborhoods and encourage more non-vehicular commuting opportunities by placing jobs near housing. Providing more affordable and workforce housing in mixed-income settings as well as non-traditional housing types like co-housing are also important community priorities.



Popular destinations like Krog Street Market, high-quality open spaces, and future transit will all help to continue attracting new investment to Subarea 5.
Source: krogstreetmarket.com/gallery





North Avenue NE and Somerset Terrace NE:

This area includes a U.S. Post Office facility and three private parcels on Somerset Terrace NE near North Avenue NE, currently single-story buildings housing commercial uses. Its size and proximity to the BeltLine and future transit make it a prime redevelopment opportunity. The Post Office site should become medium-density mixed-use in the future. Mid-rise development could add mixed-income housing and commercial space near the BeltLine offering prime views of Historic Fourth Ward Park and Midtown Atlanta. The three private parcels are recommended for medium-density multifamily to transition in scale between the 755 North apartments and existing townhomes on North Avenue NE.

In addition to redevelopment, the Post Office site presents an opportunity to create a new street connecting Ralph McGill Boulevard NE to North Avenue NE, and to extend Belgrade Avenue NE from John Lewis Freedom Parkway NE into the site to the new street. These streets will improve the circulation network and provide alternate paths for traffic to move around the neighborhood. Existing parking will be displaced by this new street and may need to be replaced as part of redevelopment.

Glen Iris NE Corridor:

The area between Glen Iris Drive NE and Historic Fourth Ward Park has seen dramatic change over the past decade, with five large multifamily developments built between North Avenue NE and Ralph McGill Boulevard NE. Several sites were identified as susceptible to change, and while continuing to add housing near amenities like the park and future BeltLine transit is important, many stakeholders and Study Group participants expressed interest in seeing a more diverse mix of uses here.

Small-floorplate, flexible office space and for-sale housing would add diversity and complement additional multifamily housing while sharing parking. Allowing compatible light industrial uses on the ground floor of mixed-use buildings would provide an opportunity for existing uses along Angier to be integrated into new development. Sites along Glen Iris will need to meet transitional height plane requirements to the neighborhood.

Glen Iris Drive NE is an important continuous north-south corridor connecting the subarea and is under study for improved bicycle facilities. Redevelopment here will complement multi-modal transportation with new buildings that replace parking along the sidewalk while improving the pedestrian experience.



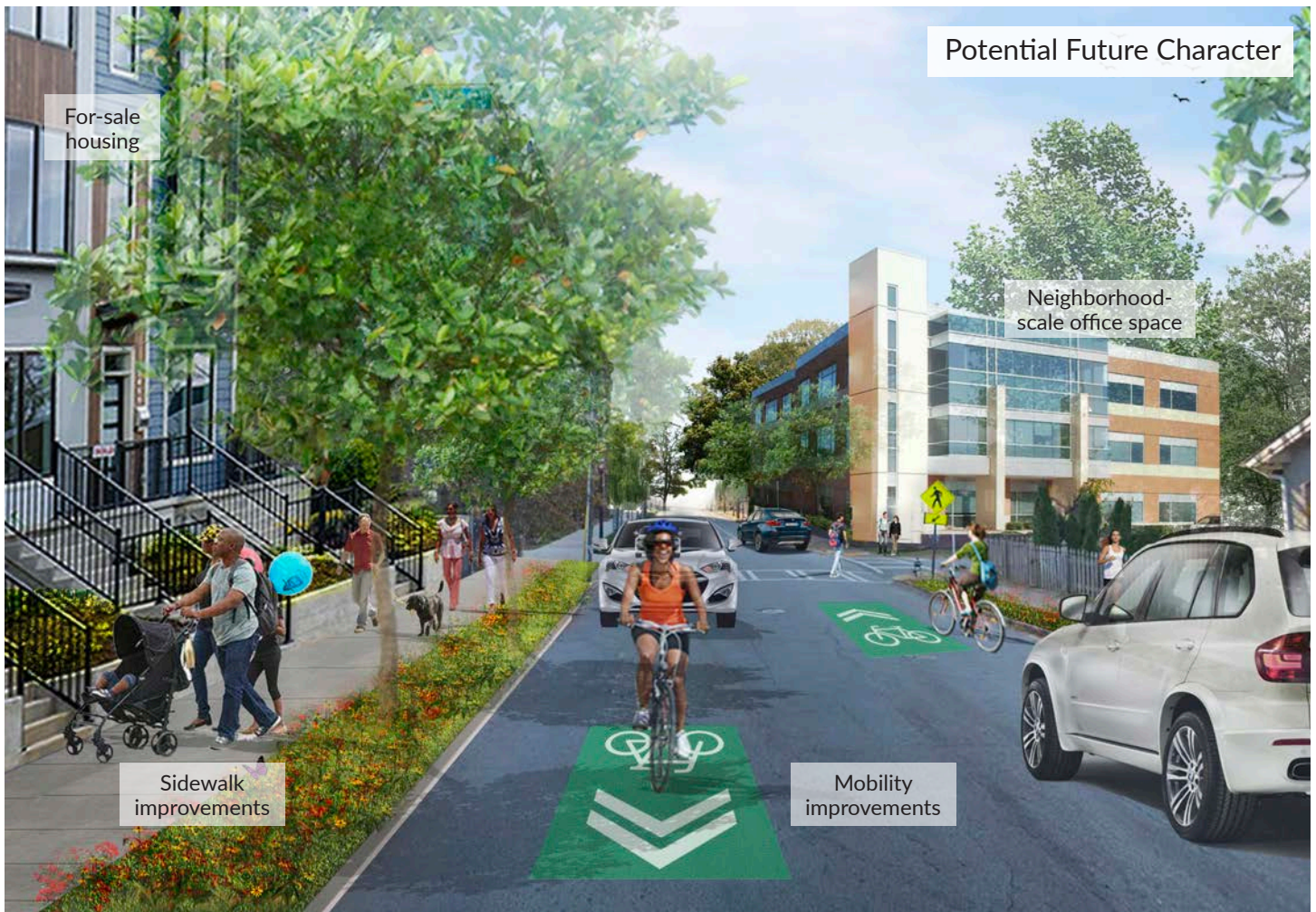


North Avenue NE and Somerset Terrace NE:





Glen Iris Corridor:





Ralph McGill Boulevard NE and Ensley Street NE:

This large site in a prime location near the BeltLine and adjacent to the Historic Fourth Ward Skatepark is currently occupied by an equipment rental company. A portion of the site is impacted by overhead guy wires supporting the communications tower located south of the site. Future redevelopment should create two new street connections to Willoughby Way NE to improve accessibility to the park and neighborhood circulation. A mix of uses should be accommodated here, including office space and multifamily housing that can share parking efficiently, as well as for-sale housing. Buildings along Ashley Avenue will need to meet transitional height plane requirements to the neighborhood.

Lake-Irwin:

This area has one of two at-grade BeltLine street crossings in the subarea. The most recent investment nearby has been adaptive reuse of former industrial buildings, maintaining a lower scale here than other parts of the BeltLine in Subarea 5. A combination of continued adaptive reuse and new neighborhood-scale development should enhance the character here while increasing density near transit and diversifying the land use mix.

Decatur Street near Boulevard:

Decatur Street and Dekalb Avenue NE are part of an ongoing citywide conversation about Complete Streets redesign to better accommodate pedestrians and bicyclists safely. Today, Decatur Street from Boulevard to Cornelia Street SE is a car-oriented thoroughfare with mostly light industrial uses on the north side and elevated MARTA tracks on the south side. However, this location is within a short walk of the King Memorial MARTA station and future BeltLine transit, as well as the Edgewood Avenue NE retail and entertainment area, making it attractive for mixed-use redevelopment.

Given the existing uses between Daniel and Bradley Streets, the city's new Industrial Mixed-Use (I-MIX) designation is most appropriate. It allows for ground floor light industrial uses that are compatible with commercial or residential uses located above. At Boulevard, traditional mixed-use development should help bring life to the streets while at Cornelia Street SE multifamily development can complement West Inman Lofts. New construction will improve the visual character and use of this important corridor. Without property assembly or parking waivers, height and density will likely be limited due to the small parcel sizes and resulting parking limitations.





Ralph McGill Boulevard NE and Ensley Street NE:





Lake-Irwin:





5.1.2 HOUSING POLICY

Affordable and workforce housing is a significant issue for Beltline neighborhoods including Subarea 5, as well as for the entire City of Atlanta. The Atlanta BeltLine Affordable Housing Working Group is developing corridor-wide strategies and policies to increase the production and preservation of affordable housing to maintain economically diverse neighborhoods. The City's House ATL committee is working on similar issues across the entire city. Both groups recently released findings and recommendations for their respective focus areas. This plan supports those recommendations and highlights several particularly relevant ones below:

- » Participate in Transit-Oriented Development (TOD) acquisition fund once it is set up by House ATL.
- » Participate in comprehensive anti-displacement initiatives existing in the City:
 - Short-term/emergency solutions for tenants facing eviction.
 - Renters' rights programs and education.
 - Explore property tax relief for legacy homeowners.
- » Explore property tax abatements to incentivize affordable housing preservation.
- » Participate with other partners to deliver comprehensive wealth-building programs for low and moderate-income residents and businesses.
- » Support non-profit and community-based developers focused on long-term affordability and mixed-income communities.
- » Support City zoning policies that allow for alternative "missing middle" housing types and other affordable options in all areas of the City.

As a supplement to that work, this plan also recommends the following:

- » Continue leveraging BeltLine land assets to incentivize affordable housing, transit, and economic development.
- » Increase tenant advocacy programs.
- » Support increased density, especially near future transit.
- » Provide affordable housing in mixed-income communities.
- » Incentivize non-traditional housing options such as multi-generational housing, co-housing, co-living, and accessory dwelling units (ADU).
- » Develop/promote tools to preserve existing un-subsidized housing that has affordable rents.
- » Partner with entities that foster wealth-building paths to homeownership.
- » Support longer-term affordability, including community land trusts, shared-equity, or resale-restricted housing.
- » Subsidize affordable housing units via the Atlanta BeltLine Affordable Housing Trust Fund.

Another tool to facilitate affordable housing production is the City's zoning code. In January 2018, the City adopted Section 16-36A: Affordable Workforce Housing, into the City's ordinances. This Inclusionary Zoning provision requires new multifamily developments in the BeltLine Overlay District to set aside 15% of





housing units affordable to households earning no more than 80% of area median income (AMI), or 10% of units affordable to households making no more than 60% AMI.

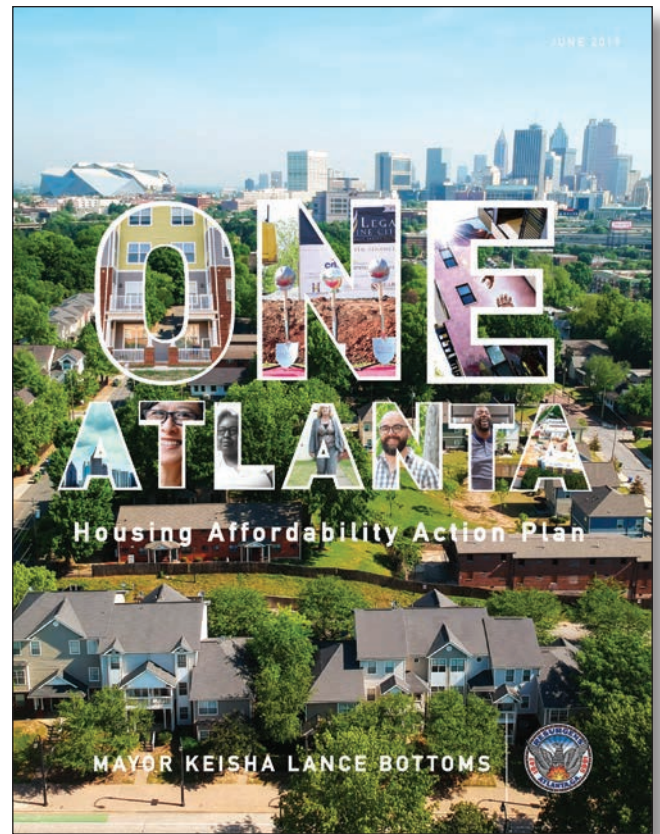
This plan recommends several policy changes for the City to consider:

- » Work with the City to monitor housing production to balance development requirements and affordable housing goals.
- » Explore increasing the affordability period for units that receive public subsidy (currently only 20 years) .
- » Encourage larger affordable unit sizes for families since market-rate units tend to be mostly studios and 1BR for singles and couples.
- » Incentivize greater levels of affordability:
 - Encourage units affordable at 60% AMI and below.
 - Encourage income-averaging for some mixed-income communities.

The City of Atlanta recently published “One Atlanta: Housing Affordability Action Plan” that incorporates recommendations from HouseATL and builds on them. Its four key goals are to:

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

* Four data points are included in the analysis: percent nonwhite, percent renters, percent without a bachelor's degree, and percent of households below 80% of HUD-adjusted median family income). ACS 2011-2015 5-year estimates for Census tracts are used.



The plan references the City’s Displacement Vulnerability Map as a tool to guide actions and identify where community retention plans are most needed. The current version of the map* indicates that the southwest corner of the subarea (west of the BeltLine and south of Edgewood Avenue NE) has a high risk of displacement and the Old Fourth Ward neighborhood has a medium vulnerability level. The other neighborhoods have low to no risk based on that data.





PROJECT DESCRIPTION	PRIORITY LEVEL	RESPONSIBLE PARTY
Encourage diverse mix of uses in new development, including employment, compatible light industrial, and local-serving retail	High	Atlanta BeltLine, Inc., private developers, City of Atlanta, Invest Atlanta
Implement recommendations of Atlanta BeltLine Affordable Housing Working Group	High	Atlanta BeltLine, Inc. with the City of Atlanta
Monitor local affordable and workforce housing production	High	Atlanta BeltLine, Inc. with the City of Atlanta
Update City of Atlanta Future Land Use designation for identified parcels	Medium	City of Atlanta with Atlanta BeltLine, Inc.
Expand open space programming by continuing to work with local organizations to diversify offerings	Medium	Atlanta BeltLine, Inc., neighborhood/community organizations, Atlanta BeltLine Partnership
Review and update Section 16-36A of the Zoning Code (Affordable Workforce Housing)	Medium	City of Atlanta and Atlanta City Council



○ North Avenue

○ Civic Center

○ Peachtree Center

○ Georgia State

○ King Memorial

75

75

Parkway Dr NE

Boulevard NE

Kennesaw Ave NE

Glen Iris Dr NE

Boulevard Pl NE

Morgan St NE

Winton Ter NE

Rankin St NE

Arnold St NE

Ralph McGill Blvd NE

Mackenzie Dr NE

Prospect PINE

Freedom Pkwy South NE

Cain St NE

Irwin St NE

Hogue St NE

Howell St NE

Bradley St NE

Auburn Ave NE

Jackson PINE

Sigewood Ave NE

Gartrell St SE

Luc St SE

Decatur St SE

Boyle St SE

Howell St SE

Ezzard St SE

Arling St SE

Guilford St SE

Krog St NE

Mcgruder St NE

Lampkin St NE

Corley St NE

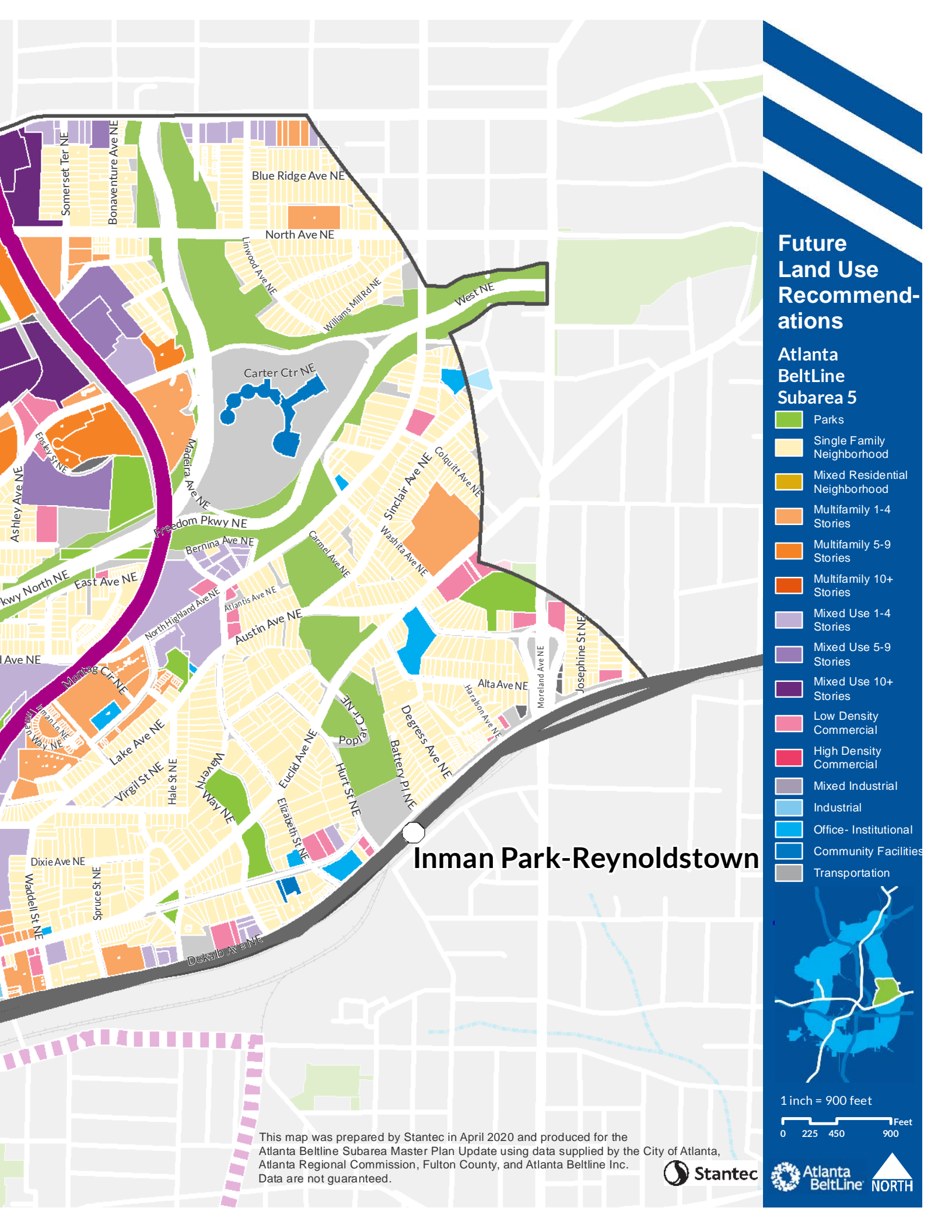
Sampson St NE

Willoughby Way NE

Angier Ave NE

Wilmer St NE

Dallas St NE



Future Land Use Recommendations

Atlanta BeltLine Subarea 5

- Parks
- Single Family Neighborhood
- Mixed Residential Neighborhood
- Multifamily 1-4 Stories
- Multifamily 5-9 Stories
- Multifamily 10+ Stories
- Mixed Use 1-4 Stories
- Mixed Use 5-9 Stories
- Mixed Use 10+ Stories
- Low Density Commercial
- High Density Commercial
- Mixed Industrial
- Industrial
- Office- Institutional
- Community Facilities
- Transportation

Inman Park-Reynoldstown

This map was prepared by Stantec in April 2020 and produced for the Atlanta BeltLine Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Data are not guaranteed.



5.2 MOBILITY

The following recommendations comprise a concise set of capital projects and policy changes to address the mobility needs identified in Section 4, recognizing both the public investment already made in the Eastside Trail through Subarea 5 and the numerous contributions to sidewalks and other mobility infrastructure that have come with private development. Although there is room to improve infrastructure in the subarea, this Master Plan focuses on smaller-scale projects that refine details of the transportation network rather than make major changes to it.

5.2.1 TRANSPORTATION FRAMEWORK PLAN

Bike and Pedestrian

Recommendation 1: Bicycle Network

The Master Plan recommends strategic additions to the bicycle network outside of the Cycle Atlanta program that the City of Atlanta has been implementing (itself drawn from the Connect Atlanta Plan and Atlanta's Transportation Plan). Rather than provide broad and extensive coverage in a district with many low-stress, bicycle-friendly streets, these bicycle projects focus on adding key links to the network to provide connections to Subarea 5's two major existing trail facilities: the BeltLine Eastside Trail and the PATH Foundation Freedom Parkway-Stone Mountain Trail (and its various connecting trails).

The key components include:

1. **North Avenue Complete Street.** East of the BeltLine corridor, this project would repurpose the existing four-lane section of North Avenue NE (from the BeltLine to Bonaventure Avenue NE) to a three-lane section with dedicated bicycle facilities, and shared-lane markings in the two- and three-lane sections of North Avenue NE east of Bonaventure to John Lewis Freedom Parkway NE.
2. **Ralph McGill Boulevard Protected Facility.** Between Historic Fourth Ward Park and John Lewis Freedom Parkway NE, Ralph McGill Boulevard NE's existing wide lanes would be repurposed to keep two general-purpose lanes while adding protected bicycle facilities. This recommendation is limited to this extent of Ralph McGill because of the availability of other off-street bicycle facilities to continue the network and because of considerable right-of-way constraints west of Historic Fourth Ward Park. However, past City of Atlanta plans have called for extensions west, completing a full east-west connection from John Lewis Freedom Parkway NE through Downtown Atlanta to Joseph E. Boone Boulevard NE on the city's west side.
3. **Glen Iris Protected Facility.** Glen Iris Drive NE is one of the few north-south connections through Subarea 5 and allows a direct connection to streets leading to Downtown and Midtown, and an alternative route to the eastward curve of the BeltLine corridor itself. The protected facility could take the form of a cycle track or buffered bicycle lanes, although this will likely result in the loss of existing on-street parking. Shared lanes (sharrows) may be needed to fill gaps in the corridor through areas with highly constrained right-of-way.





Recommendation 2: Mobility Hubs

One of the subarea's key mobility needs is a stronger approach to managing the new mobility options that have quickly emerged in Atlanta in recent years. The most notable of these are dockless devices for personal transportation, especially dockless shared bicycles and electric scooters. These have brought major change to transportation within central Atlanta and have become especially popular on bicycle and pedestrian trail facilities like the BeltLine. While they provide convenient short- and medium-distance mobility options that may replace car trips, they also create potential conflicts with pedestrians and compete for limited sidewalk storage space.

The Subarea 5 Master Plan recommends establishing a system of mobility hubs that would provide designated storage space for these dockless devices and conventional bicycles; these could also offer interchanges with transit and other mobility services. These are proposed in two primary forms:

1. Neighborhood mobility hubs that occupy a relatively small physical footprint and emphasize the storage of dockless electric bicycles and scooters as well as conventional bicycles. These hubs may include a fully

or partly enclosed structure for storage as available space permits, though they may also be more simple curbside applications similar to bicycle parking corrals or bicycle racks located in available space within a streetscape.

2. Interchange mobility hubs that offer similar storage to neighborhood hubs but also emphasize connections to transit service. This would involve co-location at transit stations or key bus stops, where transit vehicles may announce the availability of connecting mobility options at a hub, and would potentially also include off-board transit fare vending to facilitate boarding. Although designs of these hubs would depend on specific factors and available space at selected locations, they are generally envisioned to be larger hubs with a greater amount of bicycle and scooter storage.

Criteria for Hub Design and Operation

The Master Plan proposes a set of locations where mobility hubs could serve an important role in gathering and managing personal mobility devices. These are based on proximity to popular destinations, key sites with redevelopment potential, or connections to transit and regional trails. However, these locations may and likely will change based on new opportunities or growth in other curbside and right-of-way uses in particular areas. Atlanta BeltLine Inc., the City of Atlanta, and its partner organizations should work to design more formal standards and conditions for siting and development of these hubs, based on the following recommended framework.

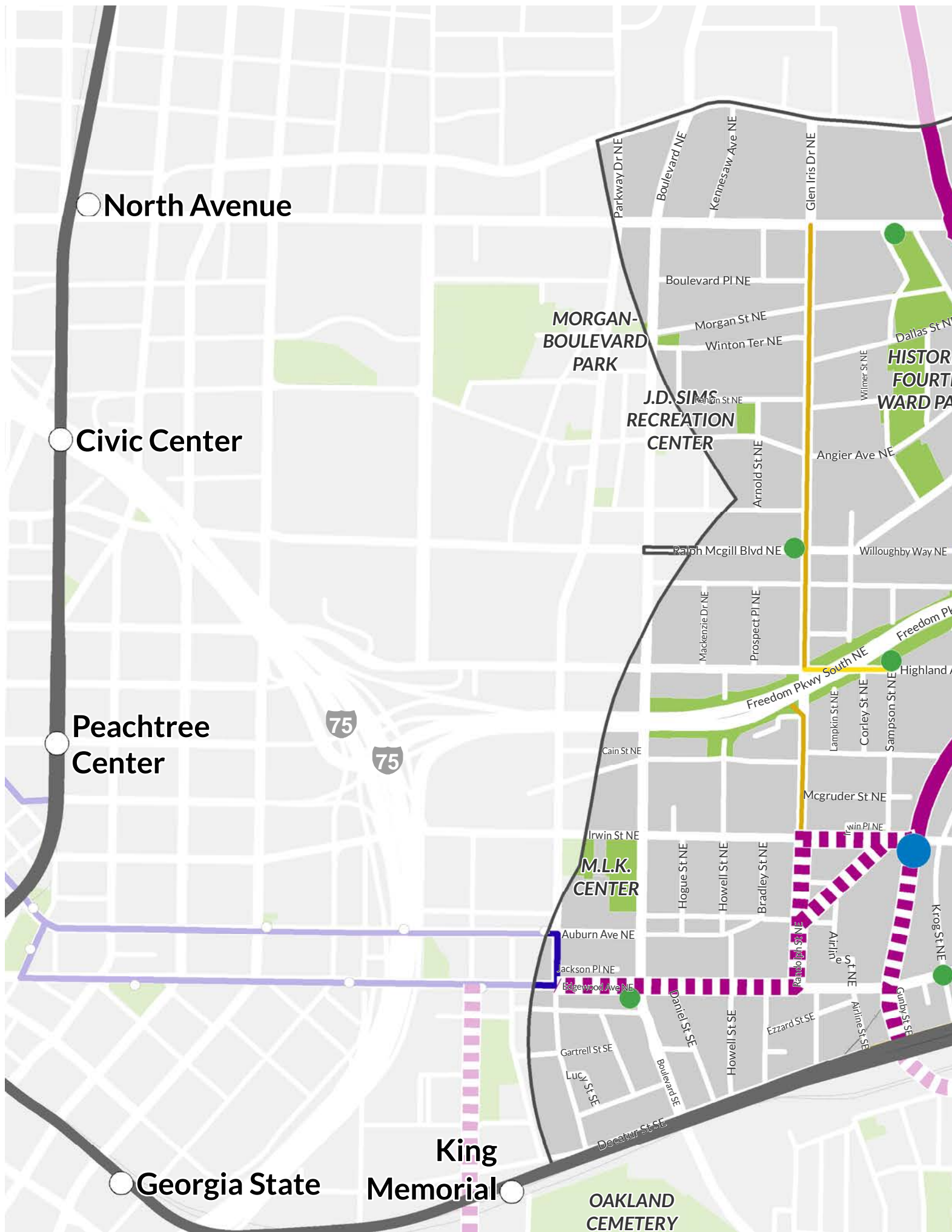
Use of Mobility Hubs for Behavior Change

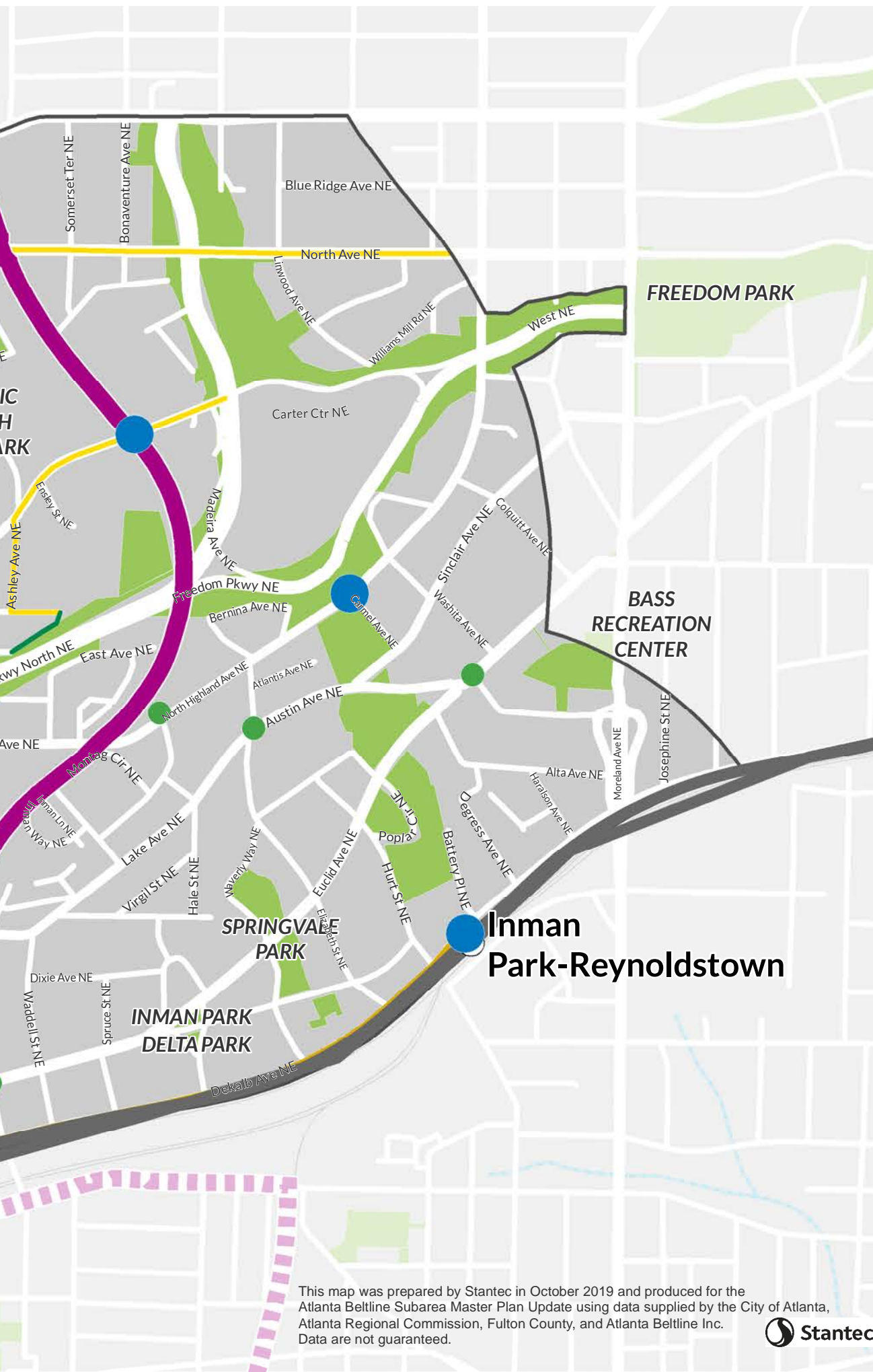
The Master Plan proposes a set of locations where mobility hubs could serve an important role in gathering dockless vehicles at key transitions in the transportation network. Most



A simple curbside mobility hub using paint to help organize scooters.
Source: santamonicanext.org







Bike and Pedestrian Circulation Plan

Atlanta BeltLine Subarea 5







Mobility Hubs

-  Interchange
-  Neighborhood

Proposed Facility Type

-  Bike Lane
-  Protected Bike Facility
-  Trail Connection

Atlanta BeltLine Transportation Corridor

-  Transit Alignment
-  Transit Alignment Options
-  MARTA Rail Line
-  MARTA Stations
-  Downtown Atlanta Streetcar
-  Streetcar Transit Stops



1 inch = 900 feet

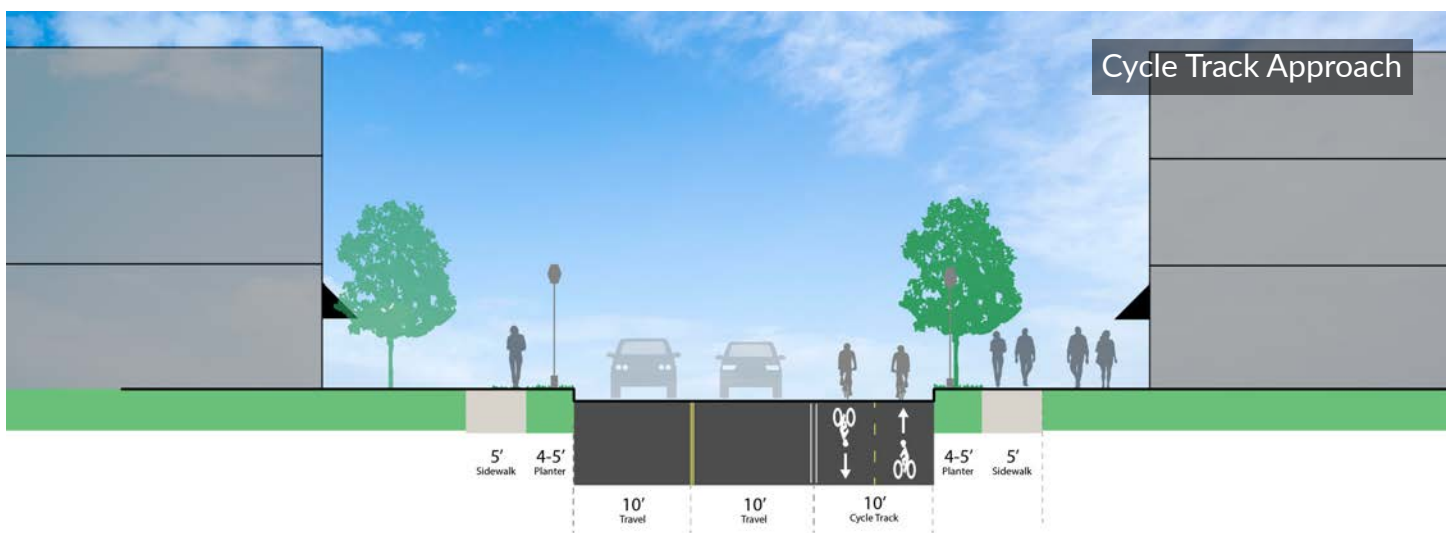
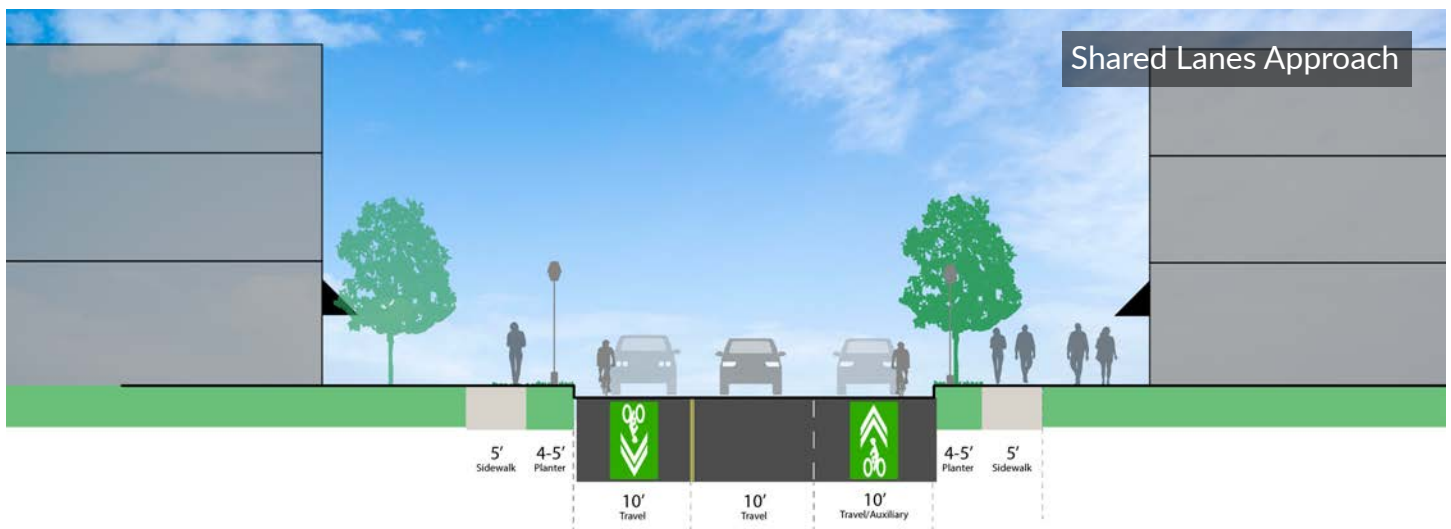
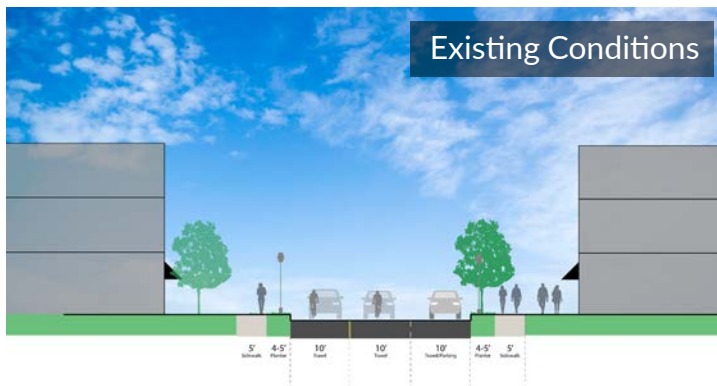
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This map was prepared by Stantec in October 2019 and produced for the Atlanta Beltline Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data are not guaranteed.





Bicycle Network Improvements: Approaches to Glen Iris Drive NE





Bicycle Network Improvements: Approaches to Ralph McGill Boulevard NE

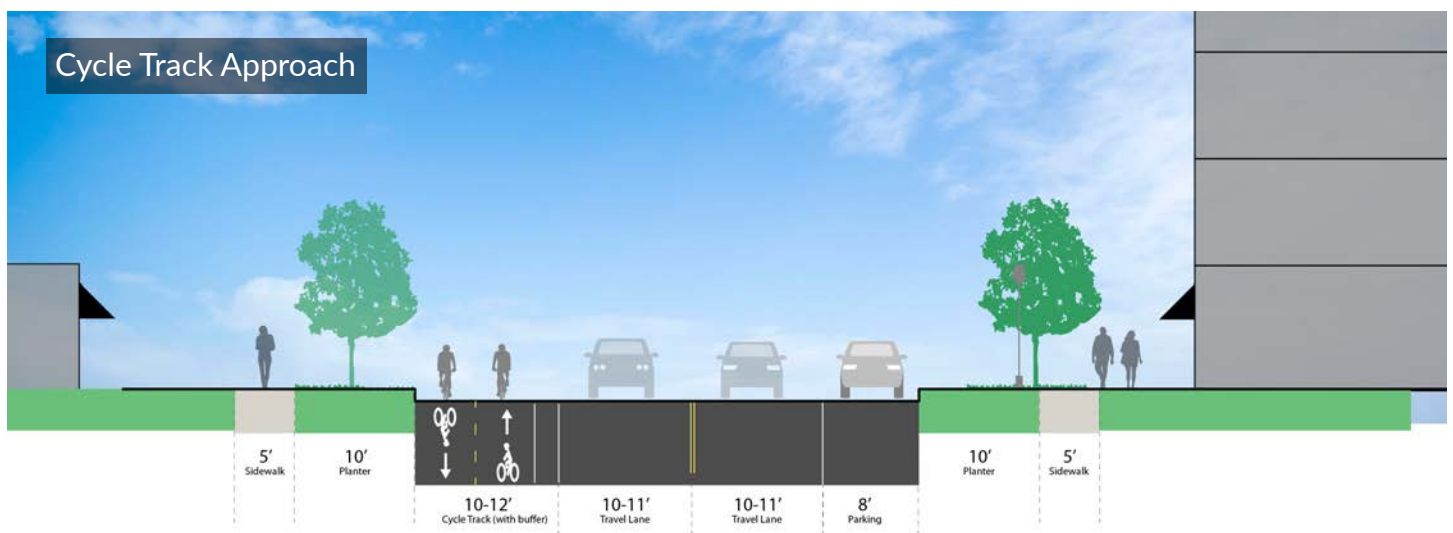
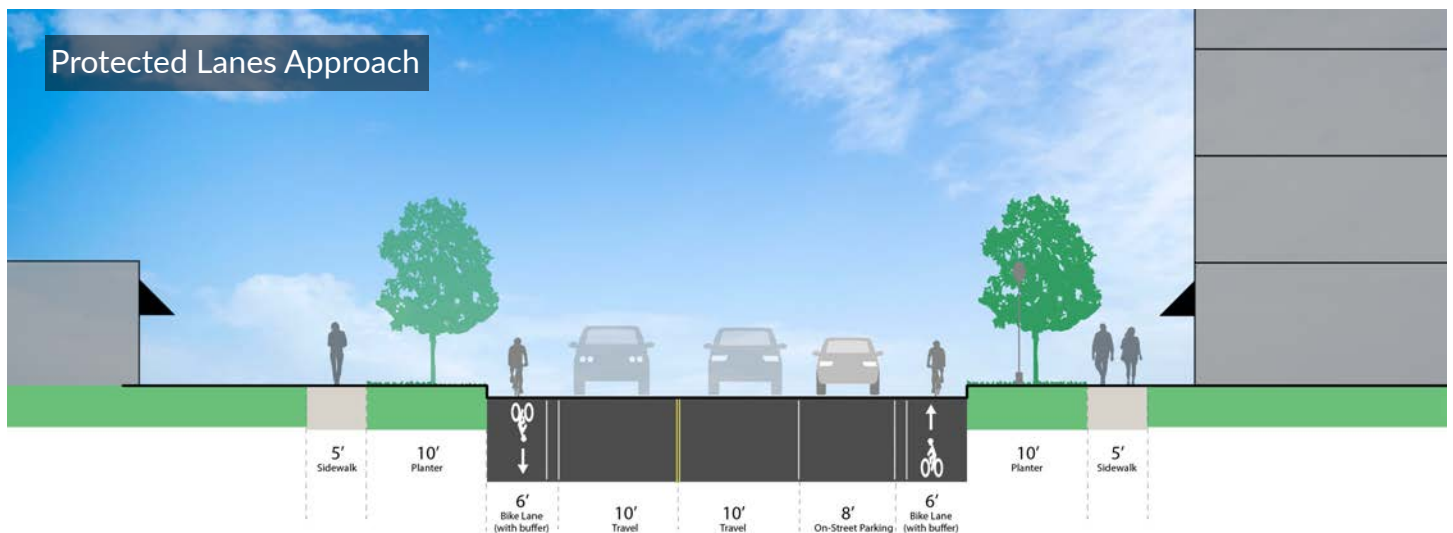
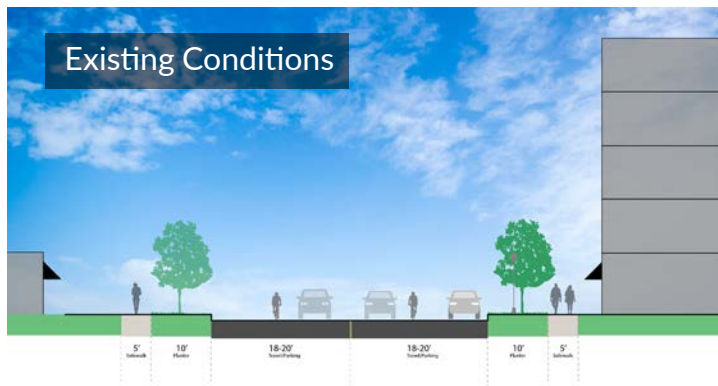




Figure 5.1: Mobility Hub Placement Options



notably, this is meant as a way to encourage use of these vehicles to get to and from major facilities like the BeltLine trail, but leave them prior to accessing these facilities when they are in heavy use.

In addition to placement of these hubs at key locations, this recommendation includes a signage program and informational or promotional campaigns to remind users of trail etiquette and encourage proper behavior in high-traffic locations. Atlanta BeltLine, Inc. has implemented other educational and cultural programs through its public art programming, and strategic use of posters, banners and other informational materials may be helpful in changing user behavior to be more mindful of limitations of the trail and potential conflicts between users.

It is ultimately the responsibility of the City of Atlanta (and especially the Atlanta Police Department) to enforce city codes and ordinances, and the City should continue its current coordination efforts with providers of dockless mobility devices to minimize any negative impact on the BeltLine trail and other public facilities.

Transit

Recommendation 3: BeltLine Transit Corridor

As defined in the 2018 More MARTA expansion program, the BeltLine Eastside corridor will include an extension of the existing Atlanta Streetcar loop to connect first to Ponce City Market and later extending to the Lindbergh Center transit station. The Subarea 5 Master Plan affirms this as a recommended component of the mobility system, while noting that development of this transit project is proceeding independently (though concurrently) of the subarea planning process.





Vehicular

Recommendation 4: Traffic Calming

The City's current approach to traffic calming relies on a petition-driven process in which residents of a street or block request installation of traffic calming devices from the City, which confirms basic appropriateness and feasibility of traffic calming through warrant studies. This process is also often driven by requests made directly to City Council members or Neighborhood Planning Units (NPUs), and some neighborhoods have even developed independent plans for their own traffic calming programs.

The subarea offers a candidate location for the City to take a more proactive approach to understanding potential risk for disruptive traffic impacts in neighborhoods and addressing these risks with traffic calming installation. The City should use this subarea master plan as guidance for selected locations, together with traffic- and circulation-based indicators, to begin identifying particular locations. These indicators include:

1. At intersections that regularly experience low levels of service during weekday morning and evening peak hours as well as Saturday mid-day peak periods, intersecting streets along an approach prior to reaching the intersection are likely candidates for cut-through traffic and should be considered for traffic calming treatments (Figures 5.2 and 5.3 below). One

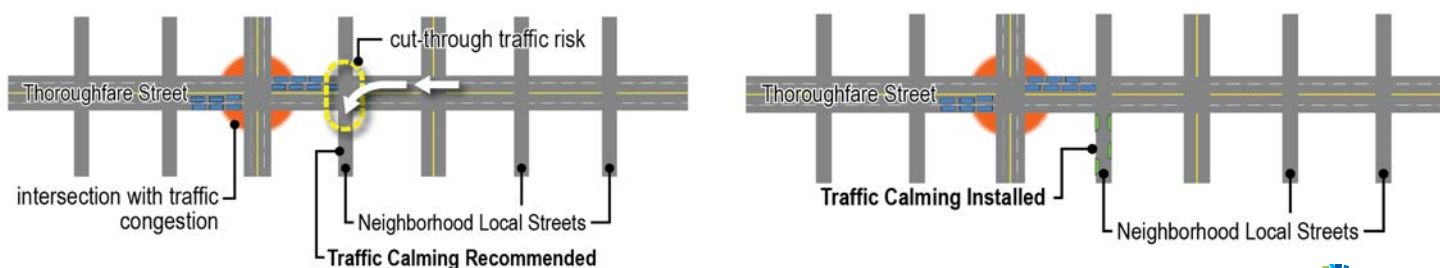
example is Boulevard Place NE, which is near the often-congested Glen Iris Drive NE/North Avenue NE intersection.

2. Streets providing secondary access to major commercial or residential properties may also be at risk of cut-through traffic. One example is the rear driveway of the 725 Ponce mixed-use development along Somerset Terrace NE.
3. Streets providing shortcuts in the network, especially around major intersections that require a circuitous path, may be at risk for cut-through traffic. Ausitn Avenue NE between Euclid and Moreland Avenue NEs is one such candidate, as it allows direct access to Moreland Avenue NE and the Dekalb Avenue NE ramps without passing through the Euclid/Moreland intersection.

5.2.2 STREET FRAMEWORK PLAN

Several new street connections were created over the past ten years, particularly around Historic Fourth Ward Park. Several other potential new streets identified in the previous subarea master plan are no longer feasible or desirable, due to increased recognition that streets crossing the BeltLine create conflicts between trail users and vehicles. After analyzing these unbuilt street recommendations, this plan recommends three new streets to improve network connectivity without conflicting with the BeltLine. These streets should be built as private redevelopment occurs as they are entirely within private property.

Figure 5.2: Traffic Calming - Risk and Response



○ North Avenue

○ Civic Center

○ Peachtree Center

○ Georgia State

○ King Memorial

MORGAN-BOULEVARD PARK

J.D. SIMS RECREATION CENTER

M.L.K. CENTER

OAKLAND CEMETERY

HISTORIC FOURTH WARD PARK

Boulevard PINE

Morgan St NE
Winton Ter NE

Arnold St NE

Ralph McGill Blvd NE

Mackenzie Dr NE

Prospect PINE

Freedom Pkwy South NE

Cain St NE

Irwin St NE

M.L.K. CENTER

Auburn Ave NE

Jackson PINE
Bridgewood Ave NE

Gartrell St SE

Lucy St SE

Decatur St SE

Hogue St NE

Howell St NE

Bradley St NE

Daniel St SE

Howell St SE

Ezzard St SE

St NE

Arline St SE

Gunby St SE

Krog St NE

Dallas St NE

Wilmer St NE

Angier Ave NE

Willoughby Way NE

Highland

Mcgruder St NE

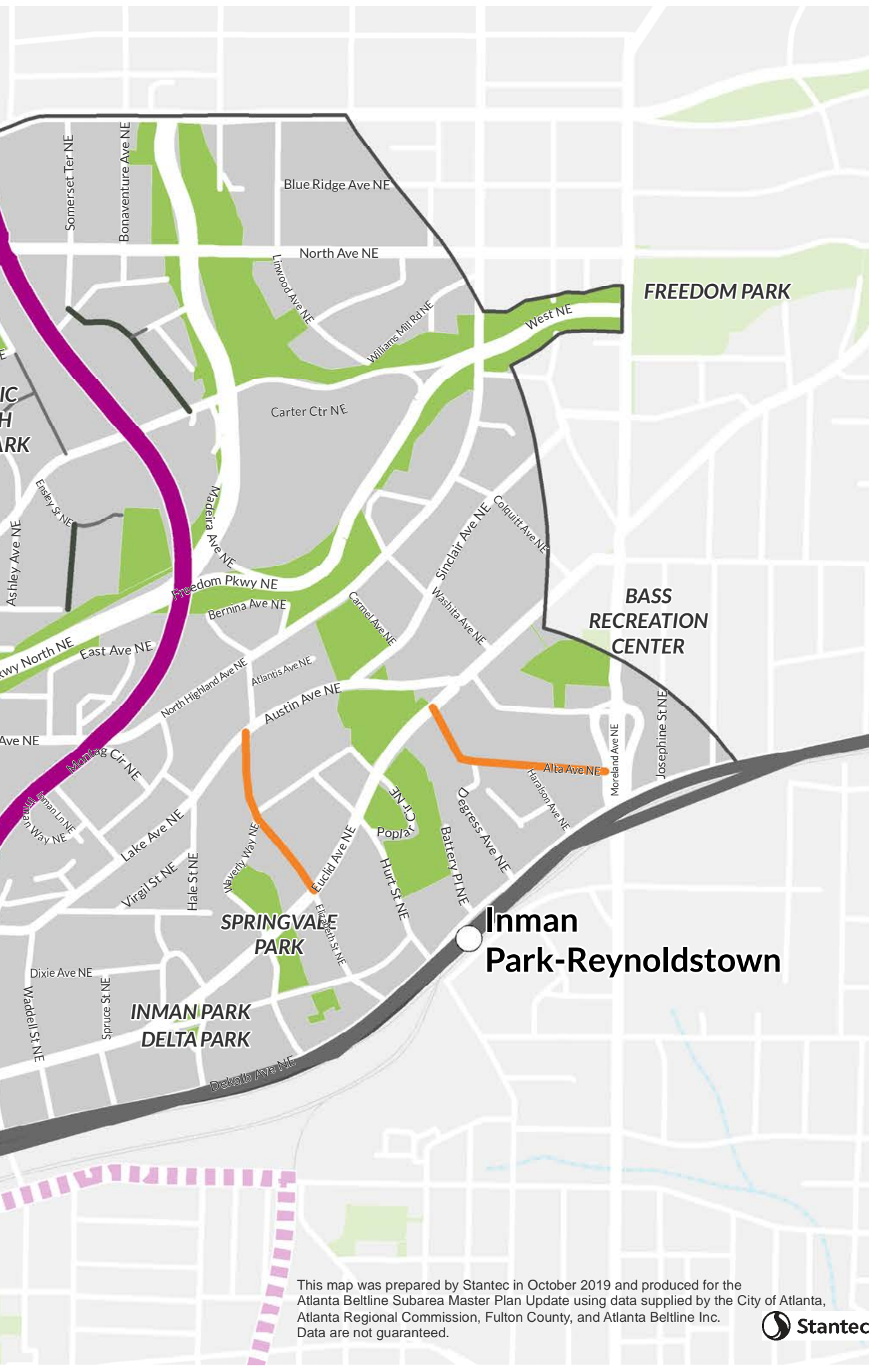
Irwin PINE

Arline St NE

St NE

Gunby St SE

Krog St NE



Vehicular Circulation Plan

Atlanta BeltLine Subarea 5

Proposed Facility Type

- New Street
- Street Extension
- Traffic Calming Candidate

Atlanta BeltLine Transportation Corridor

- Transit Alignment
- Transit Alignment Options
- MARTA Rail Line
- MARTA Stations
- Downtown Atlanta Streetcar
- Streetcar Transit Stops



1 inch = 900 feet
0 225 450 900 Feet

This map was prepared by Stantec in October 2019 and produced for the Atlanta Beltline Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data are not guaranteed.





1. Post Office site

- a. Ralph McGill Boulevard NE to Somerset Terrace NE – this street will create a new north-south connection providing access to Common Ground, Telephone Factory Lofts, and potential new development.
- b. Belgrade Avenue NE extension to new street – this will connect a dead-end to the new street in 1a, providing direct access to John Lewis Freedom Parkway NE.

2. Georgia Power site

- a. N. Angier Avenue extension to Ralph McGill Boulevard NE– this street parallel to the BeltLine will provide increased north-south connectivity.
- b. Ashley Way to N. Angier Avenue – this street will provide additional access to the Georgia Power site redevelopment.

3. Sunbelt Rentals site

- a. Ensley Street NE extension to Willoughby Way NE – this eastward extension provides improved accessibility to the Historic Fourth Ward Skate Park.
- b. New street from Willoughby Way NE to Ensley Street NE extension – this north-south connection through two private parcels subdivides the large Sunbelt site and provides increased accessibility.

5.2.3 MOBILITY POLICY

Recommendation 5: Curbside Management Pilot Programs

Just as dockless mobility devices have introduced new users and potential conflicts to trails, sidewalks, and other public spaces, other changes in transportation have brought new pressures to use of street curbsides. Transportation network companies such as Uber and Lyft have brought dramatic increases to passenger loading and unloading, far surpassing the activity generated from the relatively small taxi industry in Atlanta prior to their arrival. In addition, the rise of online shopping and e-commerce has greatly increased demand for package deliveries, with increasingly short delivery times and reduced consumer costs leading to households and businesses receiving more and more basic goods through point-to-point deliveries. As always, the streets in Subarea 5 continue to be important for neighborhood parking, as many older homes in these neighborhoods do not have driveways or off-street parking.



Current view of the Sunbelt Rentals site looking southeast from Ensley Street NE.





The Subarea 5 Master Plan recommends further development of pilot programs for flexible curbside management, recognizing that a given extent of street curbside now serves more uses than in the past and may need more dynamic regulations throughout different times of the day. The Master Plan has identified five key locations in the subarea which would be candidates for implementing a dynamic curbside program:

1. The Krog Street Market/Waterworks district
2. The Edgewood/Boulevard district
3. Inman Quarter and the adjacent mixed-use district surrounding North Highland Avenue NE and Elizabeth Street NE
4. Historic Fourth Ward Park
5. The Little Five Points business district

Implementation in these areas should be based on a set of principles and not heavily prescribed, understanding that the economic vitality of these five districts (and the attractions near them) continually evolves. The City, as the entity responsible for street parking management, should continue to revise regulations as curbside demands change.

The following are recommended principles for implementation:

- » On streets with a curb-to-curb width of 20 feet or less, no parking should be allowed.
- » On streets in residential neighborhoods with permit programs, the City may consider limiting times that permits are in effect, focusing these on hours oriented to residential use (such as 4 PM to 9 AM). Outside of permit hours, streets may be used for general public parking.
- » Freight and service deliveries should be focused during off-peak periods in later mornings, mid-day, and afternoons.
- » TNC (Transportation Network Companies i.e. Uber and Lyft) and passenger drop-off and loading should be focused in weekday evenings, from 4 PM through 10 PM, and weekend mid-days and evenings, to coincide with restaurants and other nighttime uses.
- » Regular public on-street parking should be maximized, though may be substituted for either freight or passenger loading at strategic, consolidated locations. These should be away from major intersections as not to introduce problems with traffic circulation.



8am-11am

Elizabeth St NE

N Highland Ave NE

Atlantis Ave NE

Elizabeth St NE



As this example demonstrates, curbside uses should change over the course of the day to respond to different needs.



PROJECT DESCRIPTION	PRIORITY LEVEL	RESPONSIBLE PARTY
Continue design of BeltLine Eastside streetcar extension and complete construction	High	MARTA, City of Atlanta with the Atlanta BeltLine, Inc.
Evaluate mobility hub locations and design, and complete installation	High	Atlanta BeltLine, Inc. with the City of Atlanta
Develop and implement a curbside management policy in key activity nodes	High	Atlanta BeltLine, Inc. with the City of Atlanta
Bike Network – North Avenue NE Complete Street: install traffic calming and bike facilities	Medium	City of Atlanta
Bike Network – Ralph McGill Boulevard NE Protected Bike Facility: install on-street protected bike facility from Historic Fourth Ward Park to John Lewis Freedom Parkway NE	Medium	City of Atlanta
Bike Network – Glen Iris Bicycle Enhancements: determine acceptable tradeoffs for bicycle facilities along Glen Iris	Medium	City of Atlanta
Evaluate proactive neighborhood traffic calming studies at key locations and install appropriate traffic calming as needed	Medium	City of Atlanta
Work with private developers to install new streets concurrent with redevelopment of identified parcels	Medium	Private Developers, Atlanta BeltLine, Inc., City of Atlanta





5.3 PARKS AND GREEN SPACE

5.3.1 OPEN SPACE

This subarea already benefits from a good mix of open space types and sizes. The 2009 master plan recommended two new parks in Subarea 5, most notably Historic Fourth Ward Park which is now a popular community gathering space. The historic water tower site at Irwin Street NE and Auburn Avenue NE was also identified in the previous plan as a pocket park opportunity. It functions as a passive open space today and is owned by a community development corporation.

This master plan update does not recommend any significant new open space in the subarea, but does recommend several policies to continue to enhance the existing spaces:

- » Support diverse open space programming that activates public spaces and encourages personal interactions.
- » Curate local public art that tells the stories of residents.
- » Develop multi-functional green infrastructure solutions that improve both stormwater management and quality of life.
- » Continue resident-led park improvements.





5.4 ZONING AND POLICY RECOMMENDATIONS

5.4.1 ZONING CHANGES

This plan recommends several zoning changes to facilitate the redevelopment concepts described in Section 5.2.1. These are shown on the following Zoning Change Recommendations map. These changes are primarily from single use to mixed-use. The recently adopted Industrial Mixed-Use (I-MIX) category is recommended for several parcels along Decatur Street SE. Adoption of this plan does not amend the City's official zoning map. Atlanta BeltLine, Inc. will only rezone properties that they own. All recommended rezonings are guides for developers as they apply for rezonings to encourage them to do so in a way that is consistent with this plan.

5.4.2 COMPREHENSIVE DEVELOPMENT PLAN MAP CHANGES

The recommendations in the Future Land Use Recommendations map require the City of Atlanta to modify its Comprehensive Development Plan map in certain locations described below:

- » North Avenue NE and Somerset Terrace NE: from Industrial to Mixed Use.
- » Ralph McGill Boulevard NE and Ensley Street NE: from Industrial to Mixed Use.
- » Decatur Street and Boulevard: from High Density Commercial to Mixed Use.
- » Decatur Street from Daniel Street SE to Cornelia Street SE: from Industrial to Industrial Mixed Use.
- » Decatur Street at Cornelia Street SE: from Low Density Commercial to Medium Density Residential.

PROJECT DESCRIPTION	PRIORITY LEVEL	RESPONSIBLE PARTY
Rezone key parcels identified in plan	Low	City of Atlanta and/or Land Owner
Update Comprehensive Development Plan Map	Low	City of Atlanta



○ North Avenue

○ Civic Center

○ Peachtree Center

○ Georgia State

○ King Memorial

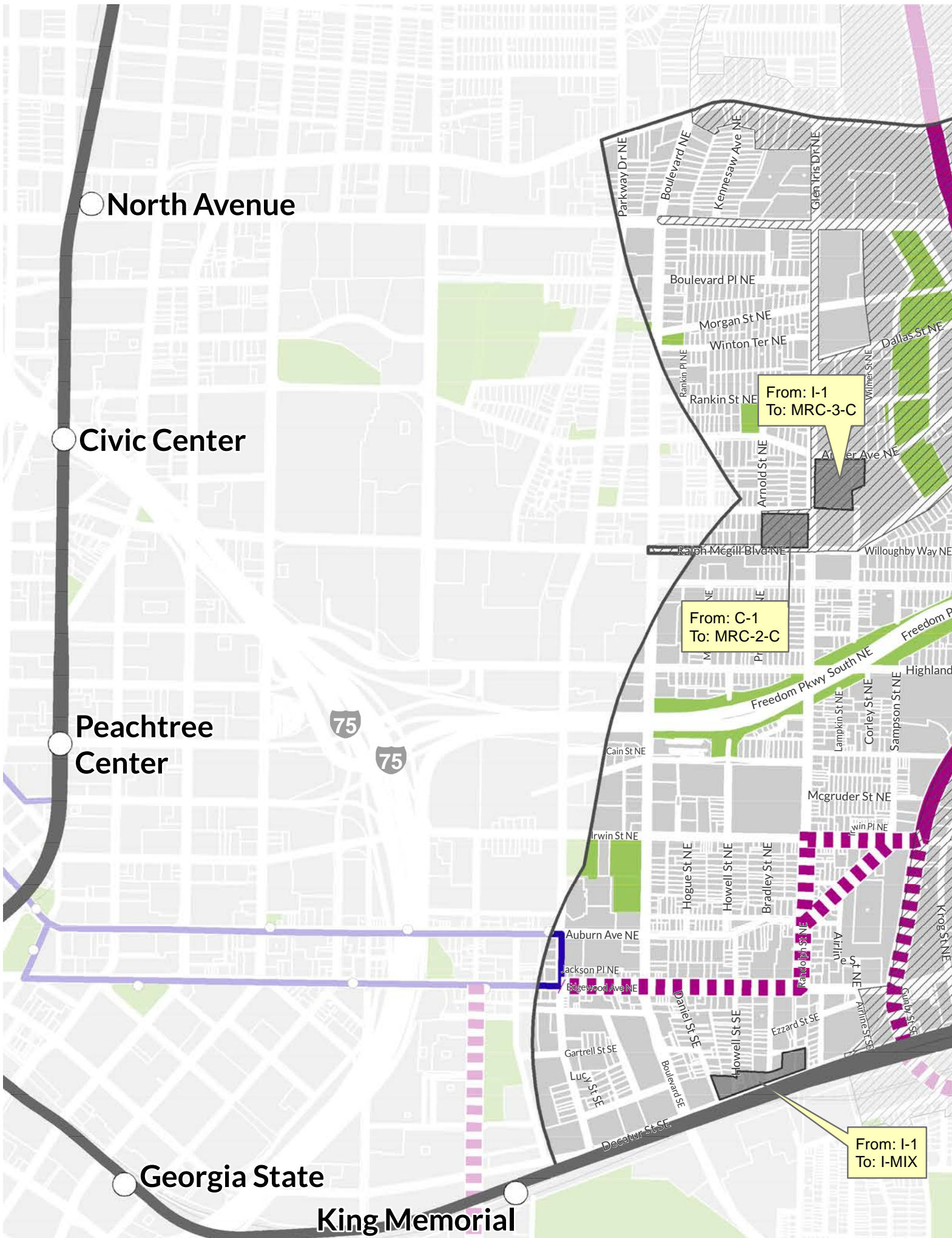
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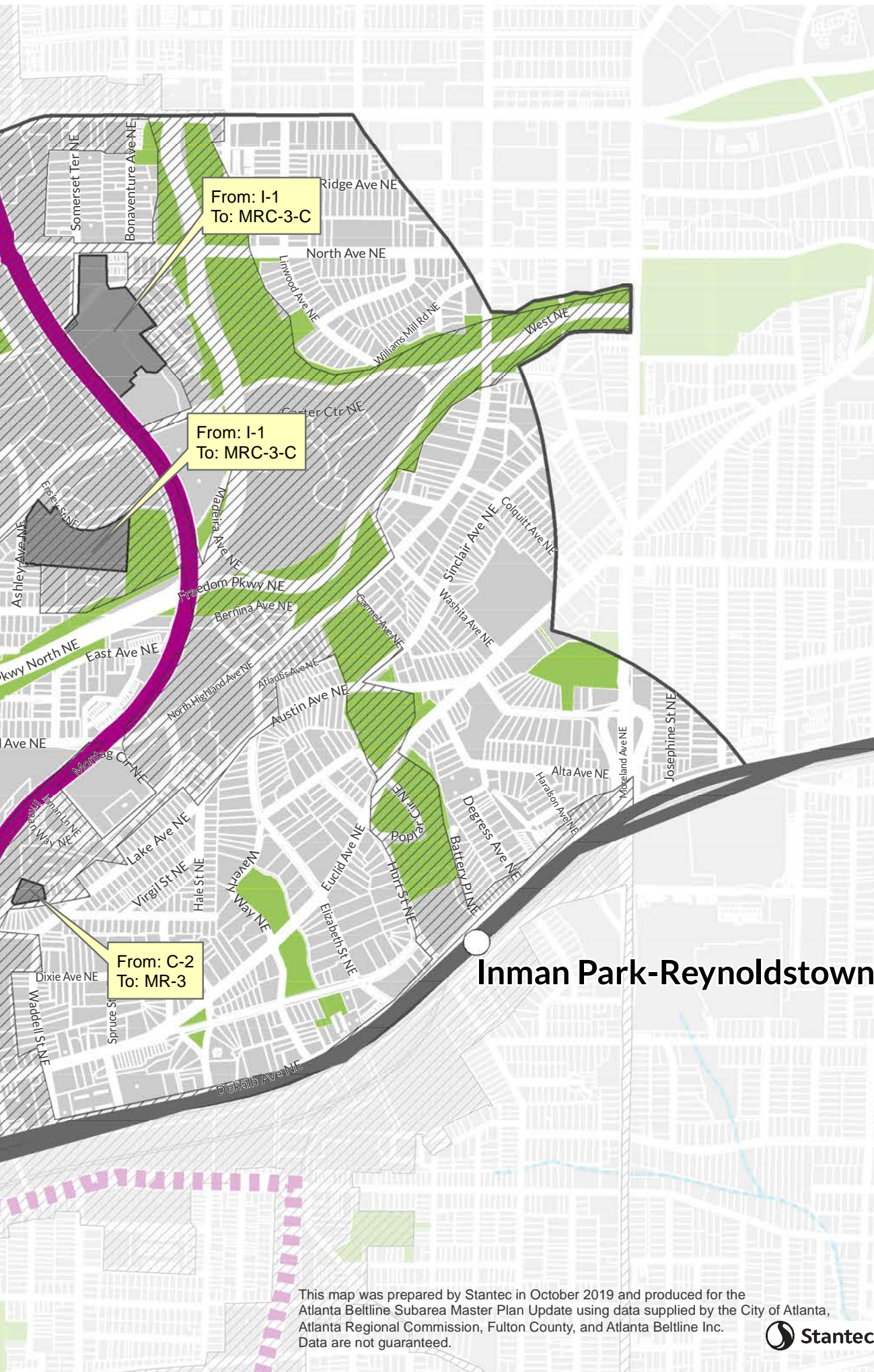
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From: I-1
To: MRC-3-C

From: C-1
To: MRC-2-C


From: I-1
To: I-MIX









Zoning Change Recommendations

Atlanta BeltLine Subarea 5

 Atlanta BeltLine Tax Allocation District (TAD)

Atlanta BeltLine Transportation Corridor

-  Transit Alignment
-  Transit Alignment Options
-  Atlanta Downtown Streetcar
-  Atlanta Streetcar Stops

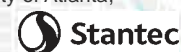
Inman Park-Reynoldstown



1 inch = 900 feet

0 225 450 900 Feet

This map was prepared by Stantec in October 2019 and produced for the Atlanta Beltline Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data are not guaranteed.





5.5 HISTORIC PRESERVATION

5.5.1 HISTORIC PRESERVATION

The subarea is enriched by historic resources that should continue to be preserved. As sites with older buildings redevelop and regardless of formal historic designation, adaptive reuse should be encouraged where it is feasible for buildings that add to the character of the subarea. Mixing old and new maintains a connection to the past while enriching the diversity of the built environment.

As noted in 4.1.3, the Hotel Clermont at 789 Ponce de Leon Avenue NE is currently under consideration for nomination to the National and State Register. The previous master plan

also identified several structures as priorities for local recognition by the Atlanta Urban Design Commission (AUDC):

- » Ponce de Leon overpass (specifically the art).
- » Virginia Cotton Docks (691 John Wesley Dobbs Ave NE).
- » Irwin Street tower (Irwin St at Auburn Ave).
- » Studioplex (659 Auburn Ave NE).
- » The Stove Works (112 Krog St NE).
- » The David T. Howard School (551 John Wesley Dobbs Ave NE).



Virginia Cotton Docks, facing the BeltLine's Eastside trail.



The StudioPlex building has been converted into unique lofts.
Source: studioplexlofts.com

PROJECT DESCRIPTION	PRIORITY LEVEL	RESPONSIBLE PARTY
Promote adaptive reuse of significant buildings where feasible	Medium	Atlanta BeltLine Inc., private developers, NPU's, Neighborhood associations





5.6 ARTS AND CULTURE

5.6.1. PUBLIC ART

The Arts and Culture Strategic Implementation Plan seeks to support livable communities with creative activity. The product of a previous public process, its recommendations are relevant to public art along the BeltLine including Subarea 5.

Programs

- » Review Art on the Atlanta BeltLine outreach and program.
- » Placemaking and local community art program.
- » Annual or biannual event showcasing artists.
- » Cultural and historic tours and programming.
- » BeltLine Artist- and Scholar-in-residences.
- » International public art competition.

Spaces

- » Vacant space and pop-up program.
- » Wayfinding to highlights local assets.
- » Affordable housing and artist space.
- » Inclusion of arts in real estate development.
- » “Functional art” pilot program.

Community Collaborations

- » Collaboration with cultural institutions.
- » Program to highlight community businesses.
- » Marketing and communications around arts.
- » Regular resident surveys to gauge impact.
- » Two-way communication in ABI engagement.

Organization Structure and Processes

- » Build capacity for arts and culture at ABI.
- » Clarify key initiatives and program goals.
- » Local community arts councils/groups.
- » Robust outreach to local artists.
- » Systems approach to arts and culture.
- » Formalize data-gathering and key metrics.



Art on the Atlanta BeltLine adds to the culture and experience of the corridor.





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APPENDIX



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COMMUNITY ENGAGEMENT

OUTREACH

Stakeholder Advisory Group

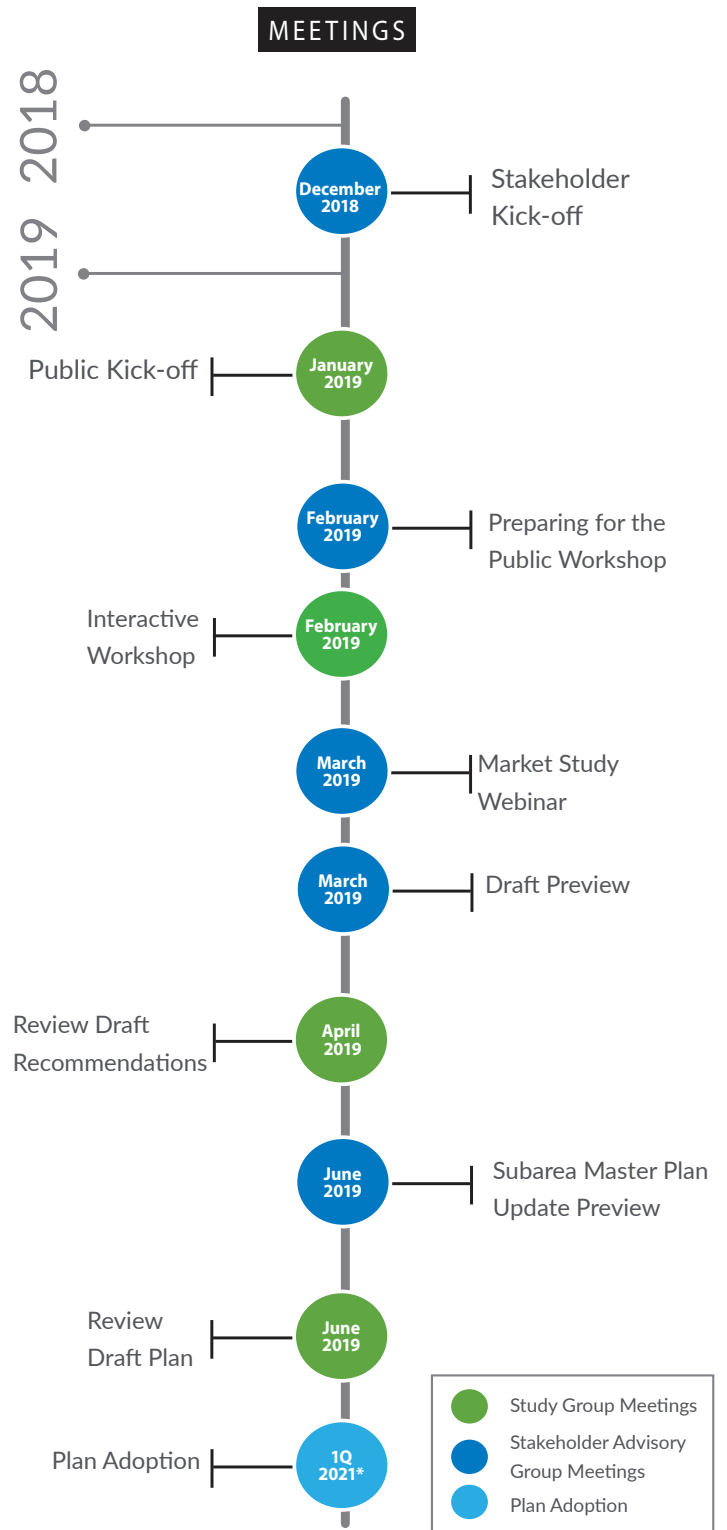
The Stakeholder Advisory Group was a large, diverse group including local business owners, neighborhood association representatives, developers, and City of Atlanta staff. Outreach included emailed meeting invitations and follow-up phone calls by consultant team member PEQ to encourage participation. In general, turnout at the four meetings was fairly low among this group however. This is likely due to several reasons, including a general feeling that the subarea is on the right track and participation in the Study Group meetings. Those who attended generally supported the direction of the planning process and its recommendations.

Study Group

The Study Group was open to the general public. Outreach included emailed meeting invitations to local organizations and previous participants, website notices, and yard signs placed along roads in the subarea. Meetings were held in four different locations throughout the subarea, each selected for accessibility and parking availability to lower barriers for participation. Three meetings were held on weekday evenings and one was held on a Saturday morning. Turnout was generally representative of the different neighborhoods and participants were eager to learn more and offer their suggestions.

Presentations

Meeting presentations for the four Stakeholder Advisory Group meetings and the four Study Group meetings are provided in the following appendix.



* Adoption delayed due to impacts of COVID-19





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MARKET ANALYSIS

Overview

The market analysis was conducted by consultant team member Larisa Ortiz Associates in late 2018 and early 2019. Their work began with a site visit to the subarea to understand local conditions. They collected and analyzed data from national and local sources to understand existing conditions. Based on this analysis, they projected future demand and made recommendations to guide investment toward meeting demonstrated needs. Key takeaways are provided for retail and recreation, housing and transportation, office, signage and wayfinding, and building frontages and entrances/exits.

Findings

The full market analysis is provided in the following appendix.

