

Atlanta
BeltLine®



Image: "Bluebird" by Nathan Pierce, Westside Trail
Source: Atlanta BeltLine, Inc.

Consultant Team:
the Collaborative, Inc.
Atkins
Noell Consulting Group
Contente Consulting
Canvas Planning Group

SUBAREA 10 MASTER PLAN UPDATE

OCTOBER 2020

Adopted by the Atlanta City Council on



Image: "Bluebird" by Nathan Pierce, Westside Trail
Source: Atlanta BeltLine, Inc.



TABLE OF CONTENTS

Executive Summary	4-11
Context	12-19
The Subarea Today	20-45
Land Use/Zoning	
Community Facilities	
Historic Resources	
Mobility	
Open Space	
Market Conditions	
Plan Review	
Community Engagement	46-50
The Subarea of the Future	51-89
Future Land Use / Recommendations	
Development Concepts	
Implications of Growth and Development on	
Involuntary Displacement	
Future Mobility / Recommendations	
BeltLine Future Transit	
Open Space / Recommendations	
Future Zoning	
Historic Preservation	
Arts and Culture	



EXECUTIVE SUMMARY

OVERVIEW

The Atlanta BeltLine Planning Area consists of 15,000 acres within an approximately one-half-mile radius of the BeltLine corridor. The Planning Area is divided into ten geographic subareas, which are the basis for area-specific master planning. Comprising 1,287 acres, the BeltLine Subarea 10 is in the west/southwest portion of the overall BeltLine project area, very close to the geographic center of the City of Atlanta. The Subarea is bounded by D.L. Hollowell Parkway to the north and I-20 to the south. The subarea's eastern boundary extends a few blocks beyond J.E. Lowery Boulevard, and its western boundary extends slightly beyond Chappell Road. The neighborhoods located within the subarea include portions of Bankhead, English Avenue, Vine City, Grove Park, Washington Park, Hunter Hills, Mozley Park, Just Us, Ashview Heights, West End and Harris Chiles.

The initial BeltLine Subarea 10 Master Plan was adopted by the Atlanta City Council on December 6, 2010. Much has happened since approval of the initial Master Plan. This Master Plan Update offers the opportunity to build upon the foundation of the plans that have been adopted since approval of the original Master Plan. The update reflects the current market conditions, recent development patterns and the community's vision.

PLANNING PROCESS

The planning process for the Master Plan Update was conducted in four parts, which include an inventory, analysis, draft recommendations and final recommendations. The community's input and vision was sought and received during each part of the planning process.

Inventory and Analysis

The update began with a broad-based inventory and analysis which included:

- A thorough review of the 2010 Subarea 10 Master Plan as it constitutes the starting point for this update
- Review of relevant plans with recommendations that directly affect Subarea 10
- Tours and site inspections throughout the subarea
- Interviews and meetings with local stakeholders such as neighborhood associations and local foundations and agencies, such as City of Atlanta and MARTA
- Mapping several relevant subarea conditions including existing land use, planned and proposed development and transportation conditions
- Analyzing historic preservation survey data

Market Study

A detailed market analysis was conducted to provide an overview of existing demographics, development patterns, home values and commercial markets. The following characteristics are noted:

- The overall land area is roughly 16% vacant land, 4% industrial, 59% residential, 3% transportation, communication and utilities, 5% office/institutional, 8% parks, 3% commercial, 2% community facilities and less than 1% mixed-use
- The Subarea 10 population has decreased by 2,000 households across all age cohorts in the period from 2000-2018
- 93% of all losses in households were occupied by residents making less than \$25,000 per year
- Gains have occurred in the resale price of homes and in the average household income (\$26,236) between 2010 and 2018
- A similar percentage of individuals living in the subarea are between the ages of 18 and 34 (24%) and 55+ (25%)
- 18% have a bachelor's degree or higher (2016)
- Subarea 10 is considered one of the more affordable places to live within proximity of the City's core, with an average home sale price of \$109,000

The Atlanta BeltLine is leveraging world-class infrastructure to advance mobility, economic development, and housing in a manner that helps pave the way for the city's future and supports the Mayor's vision of One Atlanta



- (2017) and an average rental price of \$1,000 for a one-bedroom unit (2018; new construction)
- Very little retail and restaurant development exists within the subarea
- Real estate speculation is occurring since several nearby proposed developments will likely have a spillover effect on the subarea

Community Engagement

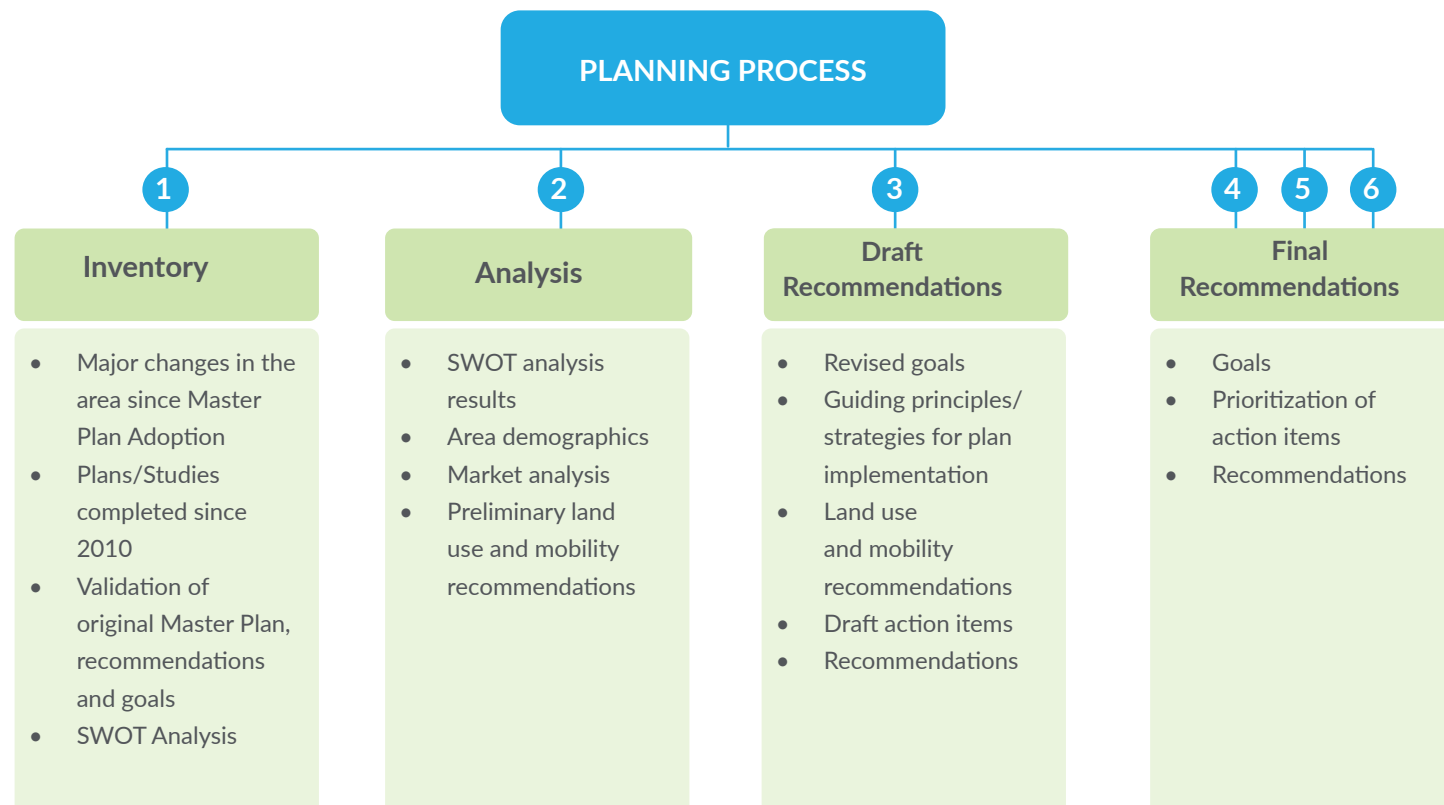
A key component of the planning process was ongoing public involvement, with robust engagement occurring over a period of almost one year. Numerous public meetings, neighborhood-specific meetings, a workshop and open houses kept the public informed and involved in the development of the plan update. The meetings were advertised at NPU meetings via meeting flyers posted at community facilities, signage along major corridors, and email notices to NPUs, neighborhood associations, the BeltLine website, social media platforms and the BeltLine email distribution list. The outreach process included:

- Stakeholder interviews and meetings that occurred throughout the process

- Six Study Group meetings that included a Saturday workshop and an open house
- Three Stakeholder Committee meetings
- Numerous additional smaller group meetings with communities seeking a neighborhood-specific discussion (Ashview Heights, Historic Westin Heights/Bankhead Neighborhood Association, MARTA, City of Atlanta Parks and Recreation Department, Grove Park Foundation, Grove Park Neighborhood Association)
- Engaged student leaders from Washington High and Douglass High School, to provide input on what the Strengths, Weaknesses, Threats, and Opportunities are in their community, and to explain the master plan process and goals. Several even participated in the Saturday workshop.

SUBAREA GOALS

The Subarea 10 Master Plan Update highlights specific Subarea Goals, developed in collaboration with stakeholders and community members throughout the master planning process. Plan recommendations directly address the goals.



LAND USE GOALS:

- Promote affordable housing
- Develop measures that promote the preservation of historic structures
- Promote compact transit-oriented mixed-use development
- Strengthen employment and commercial centers
- Improve neighborhood and community retail services
- Preserve and protect historic, natural and cultural resources
- Create opportunities for public art
- Create a safe environment for residents and businesses
- Preserve and strengthen neighborhoods

MOBILITY GOALS:

- Promote transportation network connectivity
- Promote multi-modal transportation choices and coordinate improvements with new development to make transit a more viable and accessible means of travel
- Provide trails and pedestrian-friendly streets to improve neighborhood walkability and safety
- Improve transportation safety along major corridors while respecting the urban context of the area

OPEN SPACE GOALS:

- Enhance City park resources
- Reclaim and rehabilitate degraded environmentally sensitive areas

designed to achieve the Land Use, Mobility and Open Space goals outlined in the plan. As part of the engagement process, the community ranked each Action Plan item in priority order. The results of the exercise highlighted the recommendations that are most important to those living and working in the subarea.

THE TOP LAND USE ACTION ITEMS INCLUDE:

- Develop an incentive program that promotes the adaptive reuse of properties that support job creation
- Develop a program to collaborate with area schools and institutions such as the AU Center and Georgia Tech that focuses on job training and job creation
- Expand the number of multifamily parcels by converting vacant land off J.E. Boone Boulevard to multifamily 1-4 stories
- Convert industrial properties east of Maddox Park to multifamily 5-9 stories with proper transitions to single-family
- Evaluate ways to promote the preservation of historic structures

THE TOP MOBILITY ACTION ITEMS INCLUDE:

- Add sidewalks on major corridors that do not have sidewalks or have intermittent sidewalks
- Continue Proctor Creek Greenway south under D.L. Hollowell Parkway to and through Maddox Park
- Evaluate Street Retrofit: J.E. Lowery Boulevard from D.L. Hollowell Parkway to Mayson Turner Road - convert from 3 lanes to 2 lanes with 5-foot-wide bike lanes
- Streetscape/Complete Streets Projects: D.L. Hollowell Parkway, J.E. Boone Boulevard, Mayson Turner Road, J.E. Lowery Boulevard and North Avenue
- Complete planned streetcar/LRT/BRT routes along D.L. Hollowell Parkway, J.E. Boone Boulevard, J.E. Lowery Boulevard, and Westview Drive

PRIORITY RECOMMENDATIONS

The master planning process resulted in the development of specific implementable Action Items



**THE TOP OPEN SPACE ACTION ITEMS INCLUDE:**

- Advance transportation improvements that provide connections between area neighborhoods and the future Westside Park
- Fund improvements to existing City park resources
- Develop a greenway/trails plan to connect area parks and the future Westside Park
- Develop regulations that provide a bonus for the consolidation of substantial greenspace into usable pocket parks rather than unusable areas

FRAMEWORK PLAN

The Framework Plan highlights the key land use, mobility and open space recommendations set forth in the Master Plan Update. Functioning as a long-term plan that responds to the diverse needs of the subarea community, the Master Plan Update seeks to guide sustainable growth while protecting area resources. It provides a vision for future improvements to the subarea over time.



See the Framework Plan Map

AFFORDABLE HOUSING

The Subarea 10 community ranked affordable housing as a top priority throughout the public engagement process. Affordable housing refers to housing that is no more than 30% of a family's annual income. Concerns related to the implications of growth and development on housing costs stem from the growing desirability of Subarea 10 and reflect many of the same reasons why current residents value living in the community.

This Plan discusses some key strategies that will help the City and communities combat the loss of legacy residents and businesses that are at-risk of being priced out of their neighborhoods. These strategies for retaining legacy residents and businesses are found throughout the document, particularly in the Land Use Goals and Affordable Housing elements of the Plan. Increasing affordable housing options, improving access to capital for existing legacy businesses, and utilizing redevelopment to mend the urban fabric are many but not all of the approaches to mitigating displacement and enhancing resident retention and upward mobility.



Rendering: Multi-use trail to promote network connectivity and connect people to area resources
Source: the Collaborative, Inc.



The housing strategies in the Subarea 10 Master Plan Update are consistent with "One Atlanta," the City of Atlanta's comprehensive plan for the creation and preservation of affordable housing. Moreover, it is the intent of this Subarea Master Plan to meet the requirements of the Georgia Department of Community Affairs for a Community Revitalization Plan, so that applications for Low-Income Housing Tax Credits within the subarea would be eligible for additional points, once this plan is adopted by Atlanta City Council and reviewed by the Department of Community Affairs.

"ONE Atlanta" Housing Affordability Action Plan

In 2019, the City of Atlanta published a comprehensive plan for preserving and creating affordable housing across Atlanta. It includes 4 major goals and 45 recommended actions. The major goals are:

- Create and preserve 20,000 affordable homes and increase overall supply
- Invest \$1 billion from public, private and philanthropic sources
- Ensure equitable growth for all Atlantans and minimize displacement
- Support innovation and streamline processes

A major strength of the One Atlanta Housing Affordability Action Plan is that it includes the support of key organizations willing to work as partners with the City to achieve the plan's housing affordability goals. These public agencies include the Atlanta BeltLine, Invest Atlanta, Atlanta Housing (formerly the Atlanta Housing Authority), Fulton County/City of Atlanta Land Bank Authority, and the Department of City Planning.

Housing Strategies

Each Subarea Master Plan Update has produced affordable housing recommendations. These affordable housing recommendations should be considered both within each specific subarea, and throughout all BeltLine Communities, to ensure that the applicable affordable housing strategies are applied strategically. The following housing strategy recommendations are intended to ensure equitable growth within the subarea and minimize displacement for area residents.

- Add a "Missing Middle" Housing Ordinance to the City's Zoning Code to permit more affordable multi-unit housing structures
- Employ co-housing and senior housing product types that result in lower cost, lower-taxes and lower maintenance homes
- Employ mixed income housing and a mix of owner-occupied and rental housing near transit to foster social interactions and provide options for subarea residents of varying ages and income levels
- Form partnerships with stakeholder advisory groups to increase philanthropic and monetary investment in affordable housing
- Increase the availability and number of Homeowner and Senior Tax Exemptions and other housing programs
- Expand awareness of and increase participation in housing affordability programs through improved educational outreach to include:
 - Renters Rights
 - How to lower Property Taxes
 - How to Buy a Home
 - Appealing Property Tax Assessments (Refer to page 62 for additional comments.)
- Enhance engagement by continuing conversations with the community to address housing challenges as changes occur within the subarea



Rendering: Adaptive Reuse of Building to Promote Affordability & Revitalization
Source: the Collaborative, Inc.



Framework Plan

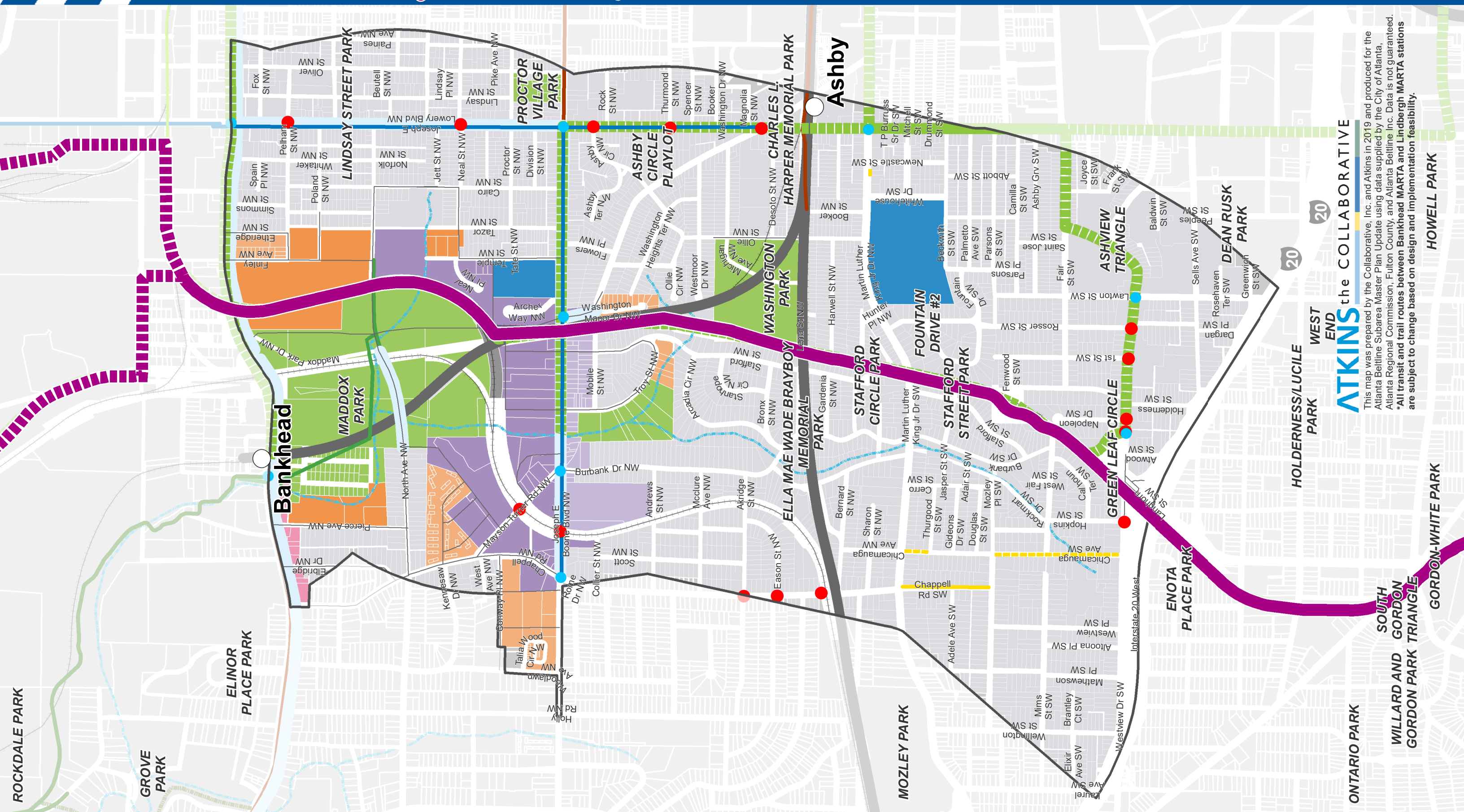
**Atlanta
BeltLine
Subarea 10**



1 inch = 900 feet



Atlanta
BeltLine[®]
NORTH



ATKINS the COLLABORATIVE

This map was prepared by the Collaborative, Inc. and Atkins in 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 is not guaranteed. ***All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.**



ATLANTA'S AMBITIOUS STEP FORWARD

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

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

- Connecting 45 neighborhoods rich in history, culture and experiences;
- Offering a convenient alternative transportation choice to city residents, workers and visitors;
- Acting as a catalyst for job creation and economic revitalization in underserved Atlanta BeltLine neighborhoods and within the city;
- Providing more affordable workforce housing within the city;
- Improving air quality and public health;
- Reclaiming brownfield land;
- Creating economically vibrant and diverse communities;
- Integrating equitable development, community benefits and environmental justice;
- Improving access to new and existing recreational and cultural amenities;
- Creating public art;
- Reintroducing agriculture into the urban area, although it is not a mandate
- Protecting natural resources; and
- Promoting historic preservation.

REGIONAL IMPACT & NATIONAL SIGNIFICANCE

The benefits of the Atlanta BeltLine extend well beyond the City of Atlanta, making a positive impact on the greater Atlanta 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 new major 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 Trail, the Atlanta BeltLine is a critical component in the framework of long-term transportation initiatives that serve everyone in the metro region.

Implementation of the Atlanta BeltLine and realizing these and other benefits will take time due to the project's complexity, scale and financial resources needed. 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 means to be a neighbor, to be a community, to be a region, and to share in all that the project has to offer.





CREATING AN ATLANTA FOR ALL

The Atlanta BeltLine is centered on the concept of creating a more sustainable Atlanta, where the needs of individuals are met without compromising the ability of future generations to meet their needs. The BeltLine represents people - all people. Much more than an infrastructure project, the BeltLine is reconnecting neighborhoods that were historically separated by the railroad through a comprehensive, multi-faceted program that is focused on improving lives. Enhancing mobility, fostering culture and improving connections to opportunity, the Atlanta BeltLine, Inc. is guided by Core Values that will build a more socially and economically resilient Atlanta through job creation, inclusive transportation systems, affordable housing and active public space.

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.

CORE VALUES

- Equity: Realize benefits accessible to all
- Partnership: Engage and collaborate with integrity
- Innovation: Lead with creative solutions
- Commitment: Be accountable for quality in delivery and service
- Respect: Create trust and transparency with community and each other

DEFINING AND GUIDING IMPLEMENTATION

A series of planning and implementation documents have shaped the BeltLine's development. The BeltLine Redevelopment Plan and the creation of the associated Atlanta BeltLine Tax Allocation District (TAD) are the foundation documents upon which the BeltLine program was created. The Sustainability Action Plan, the Equitable Development Plan, Community Benefits Guiding Principles and Environmental Justice Policy are additional planning documents/policies created in support of the BeltLine program.

SUBAREA MASTER PLANS

The Atlanta BeltLine Planning Area consists of 15,000 acres within an approximately one-half-mile radius of the BeltLine corridor. The Planning Area is divided into ten geographic subareas, which, when combined, form five study group areas. The subareas are the basis for area-specific master planning, while the study group areas are used primarily for community outreach.

Beginning in early 2009, detailed, geographically focused Master Plans were adopted for each of the ten Subareas. The Subarea Master Plans were developed over several months of robust community engagement in partnership with residents and various stakeholders. The Master Plans define a distinct neighborhood vision for land use including affordable housing, and transit-oriented design, parks and greenspace, trails, historic preservation and streetscape revitalization in the respective geographic areas.

These community-based plans provide a long-term blueprint for growth as the Atlanta BeltLine is realized, serving as the primary policy tools for guiding land use/housing/transportation relationships along the Atlanta BeltLine. Each Subarea Master Plan contains parcel-by-parcel recommendations for land use, density, and building height. The resulting land use recommendations provide compatible neighborhood transitions to the BeltLine corridor while taking into consideration other site-specific concerns. They also include subarea-specific policies that are important to the stakeholders of each respective area. Adopted by the City of Atlanta into the Comprehensive Development Plan, the City's official land use policy,



the Master Plans are used to guide amendments to the City's Future Land Use Plan and subsequent zoning changes.

The Subarea Master Plans are intended to be dynamic adaptable documents, responding to changing community needs, market conditions and implementation considerations. In most cases, these plan updates are intended to result in minor adjustments rather than wholesale changes.

The land use goals of the Master Plans, however, are intentionally long-term as land use often takes decades to change. The realization of each plan's land use goal will occur incrementally as the development community responds to market forces. In certain areas, there may also be interim uses that are less intense than the current zoning allows, or than the long-term land use plan recommends. These interim uses should not preclude the long-term guidelines set forth in the Subarea Master Plan Updates, the City's Future Land Use Plan and the Zoning Ordinance.

BELTLINE SUBAREA 10 OVERVIEW

The BeltLine Subarea 10 population has decreased by 2,000 households from 2000 to 2018. Additional losses have occurred in the number of households across all age cohorts and in the number of homeowners versus renters. Currently, only 29% of the residents in the subarea are homeowners. 24% of subarea residents are between the ages of 18 and 34, a percentage that is similar to the number of individuals 55+ (25%) living in the subarea. In 2016, 18% of the Subarea 10 population had a bachelor's degree or higher. Subarea 10 ethnicity data has remained relatively stable in the eight-year period from 2010-2018, with slight decreases in African American, Asian, Hispanic or Latino and Other ethnic groups, and slight increases in the number of White (Non-Hispanic) individuals living in the subarea.

Subarea 10 Ethnicity Profile		
	2010	2018
White (Non-Hispanic)	1.3%	5.9%
African American	94.3%	91.5%
Asian	1.1%	0.3%
Hispanic or Latino	1.3%	1.2%
Other	2.0%	1.1%

Source: Noelle Consulting

Comprising 1,287 acres, the BeltLine Subarea 10 is in the west/southwest portion of the overall BeltLine project area, very close to the geographic center of the City of Atlanta. The Subarea is bounded by D.L. Hollowell Parkway to the north and I-20 to the south. The subarea's boundary extends a few blocks beyond J.E. Lowery Boulevard to the east, and slightly beyond Chappell Road to the west. Subarea 10 is just west of the Atlanta University Center (AUC) and a few miles from the recently constructed Mercedes Benz Stadium. The subarea lies within two Atlanta City Council Districts, Council District 3 and Council District 4. Four of the City's Neighborhood Planning Units (NPU), NPU L, K, J and T. Neighborhoods located within the subarea include portions of Historic Westin Heights/Bankhead Neighborhood Association, English Avenue, Vine City, Grove Park, Washington Park, Hunter Hills, Mozley Park, Just Us, Ashview Heights, West End and Harris Chiles. Subarea 10, combined with Subarea 9, constitute Westside Study Group 5.



Image: Atlanta BeltLine Westside Trail
Source: Atlanta BeltLine, Inc.



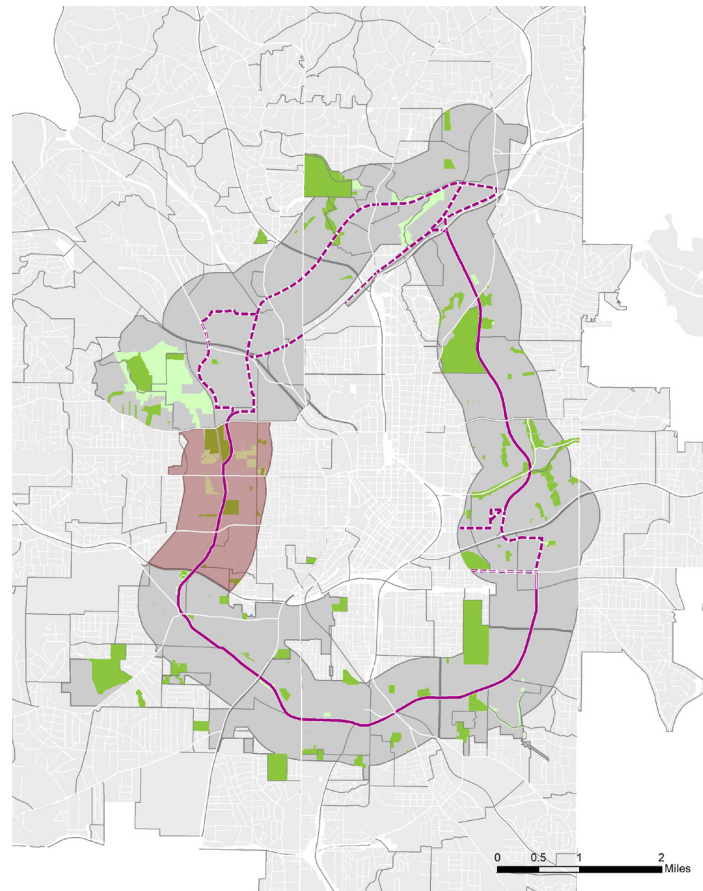


Image: BeltLine Subareas

The north end of the BeltLine's three-mile Westside Trail is located within Subarea 10, adjacent to Washington Park and Lena Street. The historic Washington Park District is in the middle of the subarea, just north of Booker T. Washington High School. The Ashby MARTA Station is located along the eastern edge of the subarea.



[See the Subarea Overview Map](#)



Image: Put A Lid On It! by Susan Champeny, Westside Trail
Source: Atlanta BeltLine, Inc.

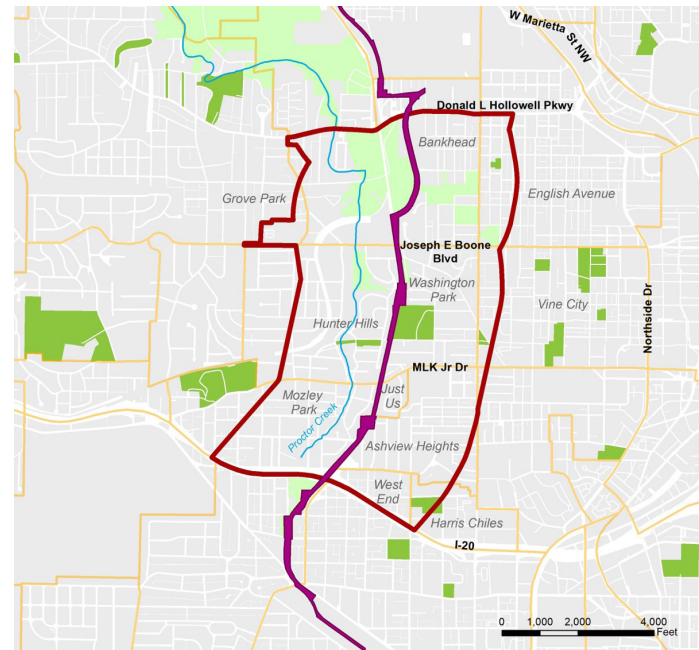


Image: Subarea 10 Neighborhood Map

PREVIOUS MASTER PLANNING EFFORTS

The BeltLine Subarea 10 Master Plan was adopted by the Atlanta City Council on December 6, 2010. The list of previous planning efforts highlights the numerous studies and plans relevant to Subarea 10 that have been completed since initial adoption of the Master Plan. Some of these documents are topic-specific, such as the Atlanta Streetcar Systems Plan, while others are broad-based with a citywide focus, such as the Atlanta City Design document or area-specific, such as D3: Westside Revive, the District 3 Neighborhood Plan. Each of these documents was thoroughly reviewed and have impacted, as appropriate, the recommendations of the Subarea 10 Master Plan Update.



The list of documents approved since the 2010 Subarea Master Plan includes:

- Atlanta Region Plan 2040 (2011)
- Atlanta BeltLine Tier 1 Final Environment Impact Statement (2012)
- Atlanta Beltline 2030 Strategic Implementation Plan (2013)
- Westside TAD Neighborhood Strategic Implementation Plan (2013)
- Atlanta Streetcar Systems Plan (2015)
- City of Atlanta Capital Improvements Program & Community Work Program (2015)
- Integrated Action Plan: Economic Development, Housing, & Real Estate (2015)
- Washington Park Neighborhood Visioning Plan (2015)
- Proctor Creek Greenway Trail Master Plan & Implementation Strategy (2016)
- City of Atlanta Comprehensive Development Plan Update (2016)
- Westside Land Use Framework Plan (2017)
- Atlanta City Design (2017)
- Art and Culture Strategic Implementation Plan (2018)
- More MARTA Atlanta Program (2018)
- The City of Atlanta Zoning Reform (2018)
- Atlanta BeltLine, Inc (ABI) Affordable Housing Working Group Final Report (2018)

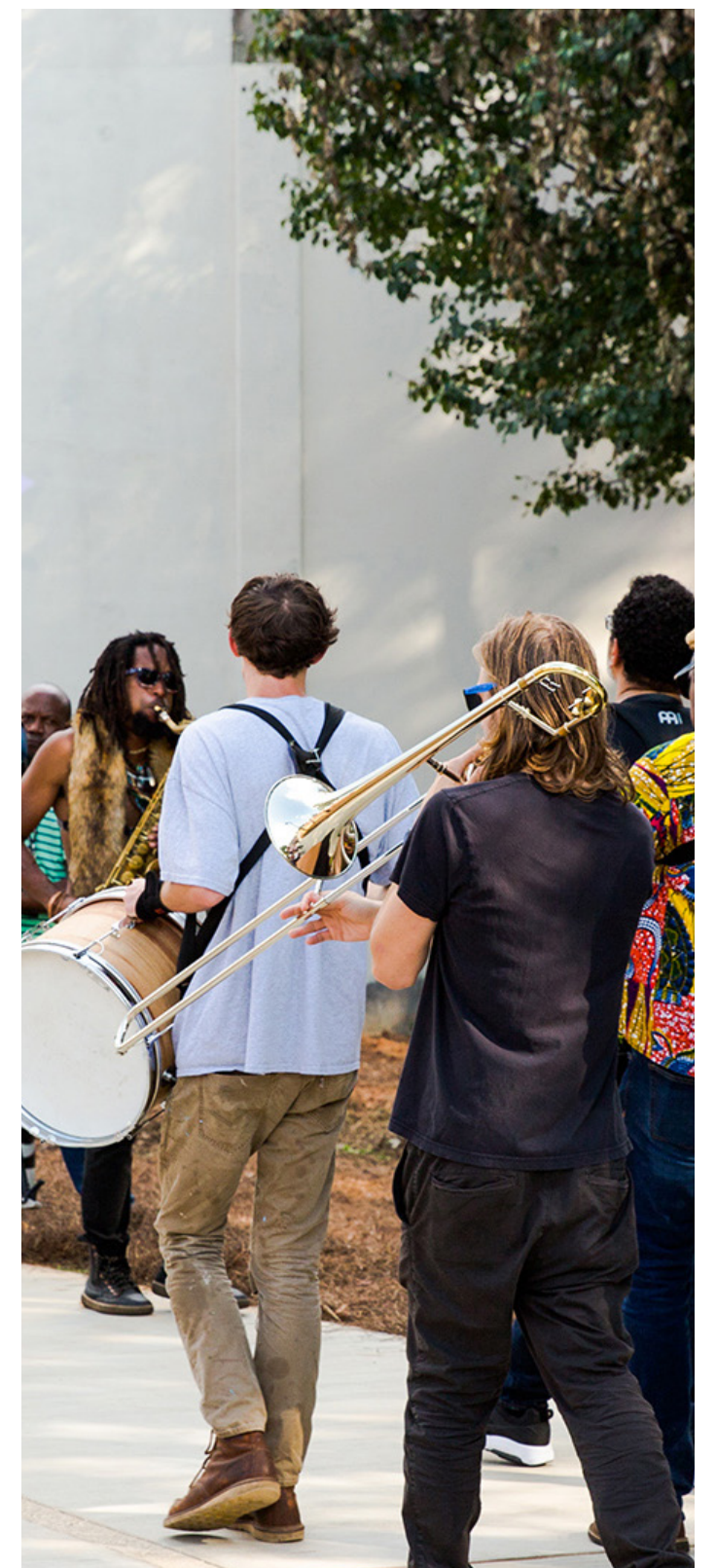
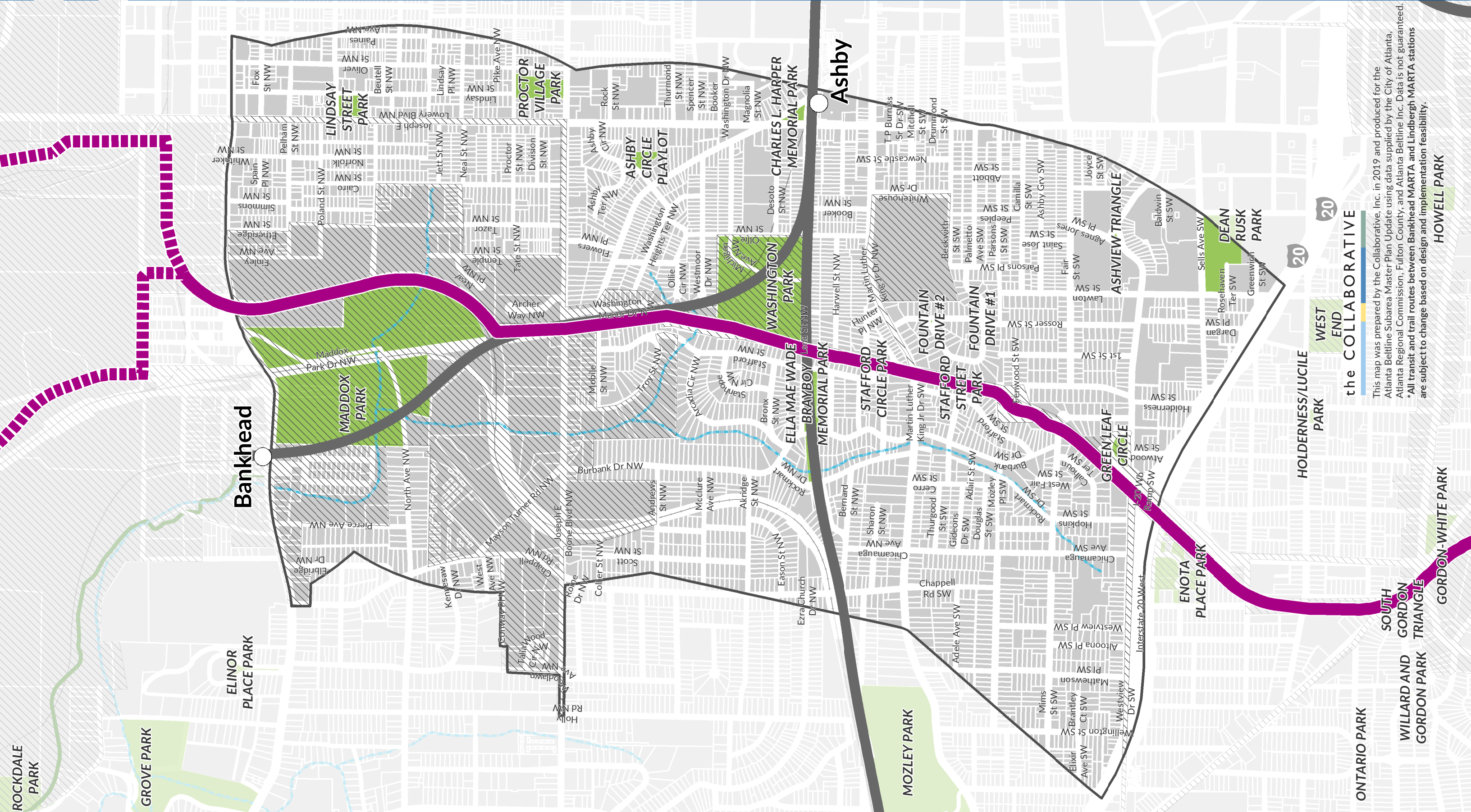


Image: Kebbi Williams and the Wolf Pack ATL, Westside Trail Parade
Source: Atlanta BeltLine, Inc.





Subarea Overview

Atlanta BeltLine Subarea 10

- Atlanta BeltLine Corridor
- Trail and Transit Alignment
- Trail and Transit Alignment Option
- MARTA Stations
- MARTA Rail Line
- Tax Allocation District (TAD)
- River/Creek
- Railroad
- Parks
- Proctor Creek Greenway
- Streets



1 inch = 900 feet
0 225 450 900 Feet



the COLLABORATIVE

This map was prepared by the Collaborative, Inc. in 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 is not guaranteed. *All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.



THE SUBAREA TODAY

OVERVIEW

Land use planning is a way to steer development patterns in a direction that is favorable to the community. Neighborhoods, historic, cultural and environmental resources are protected by ensuring that compatible land uses are located next to each other. Land use planning is used by the community to identify opportunities for redevelopment that will have a positive economic and social influence on an area. In addition, it is used by the City as a policy tool to help make decisions about projects.

The existing land use patterns that characterize Subarea 10 are rich in history. The subarea contains single-family neighborhoods developed in the mid-1920s to further the advancement of African Americans amid racial segregation. Prominent individuals such as Heman E. Perry, developer of the Washington Park neighborhood, helped pave the road for future development in the subarea. The area experienced growth and prosperity until the effects of deindustrialization and disinvestment impacted it over time.

PROGRESS TO DATE

Planned Development

While most of the land in the subarea is single family residential, the non-single family parcels within the Tax Allocation District are subject to change, resulting in revitalization/redevelopment in the northern section of the Subarea. The timing of redevelopment is dependent upon overall market conditions, availability of land and the completion of catalytic projects.

Near-term projects are those expected to be developed within the next 1 to 5 years. No near-term development projects exist in the subarea. Mid-term projects are those expected to be developed in the next 5-10 years. Corridor improvements along J.E. Lowery Boulevard are designated as mid-term, as is a planned

15-acre mixed-use development east of Maddox Park. Both projects will enhance potential redevelopment.

Long-term projects are those expected to be developed within 10+ years. The redevelopment of dilapidated structures and vacant land along Mayson Turner Road southwest of Maddox Park is likely to occur within this timeframe. It is expected that such redevelopment will be the result of spillover from the future Westside Park and the proposed Quarry Yards mixed-use development adjacent to the Bankhead MARTA Station to the north.



[See the Revitalization and Growth Opportunities Map](#)

Arts and Culture

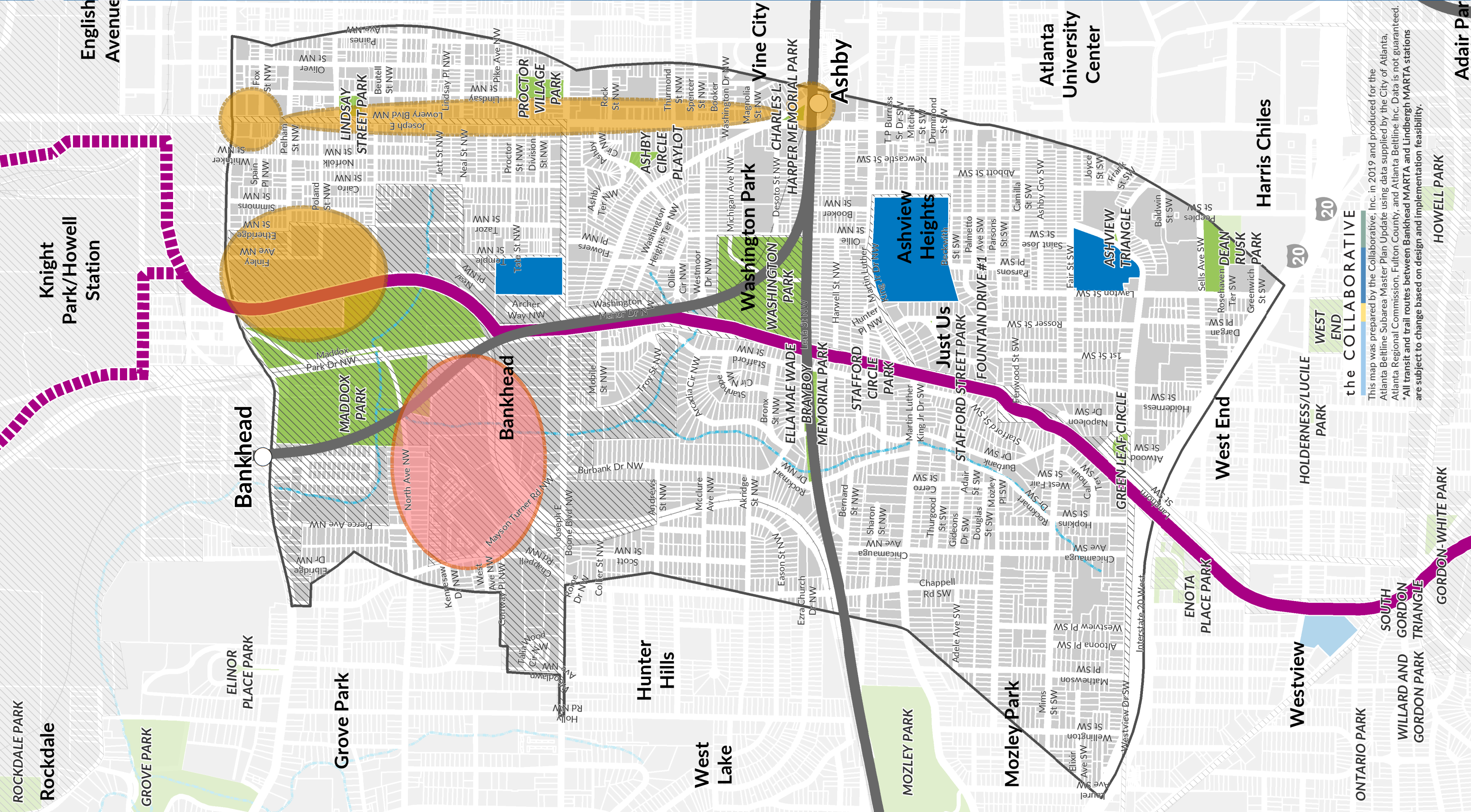
The Atlanta BeltLine Subarea Master Plans have helped lay the groundwork for a new plan, the Atlanta BeltLine Arts & Culture Strategic Implementation Plan (SIP). The purpose of the Arts & Culture SIP is to help preserve and foster a distinct sense of place and identity for the communities and businesses located along the Atlanta BeltLine corridor.

The BeltLine corridor is divided into five neighborhoods as part of the Arts & Culture SIP. Subarea 10 is located within the Westside neighborhood. The recommendations set forth in the plan are largely based on community feedback. The Arts & Culture SIP will help support the development of cultural facilities, partnerships and programs, lead to funding opportunities that will contribute to the quality of life of Subarea 10 residents and spur economic development along the corridor.

LAND USE

Land use relationships along the Atlanta BeltLine are guided by the recommendations of the Subarea Master Plans. These plans provide a long-term blueprint for growth as communities grow within a half-mile





Revitalization and Growth Opportunities

Atlanta BeltLine Subarea 10

- Atlanta BeltLine Corridor
- Trail and Transit Alignment
- Trail and Transit Alignment Option
- Revitalization Opportunities
- Long term (+10 yrs)
- Mid term (5-9 yrs)
- APS Schools
- MARTA Stations
- MARTA Rail Line
- Railroad
- River/Creek
- Parks
- Tax Allocation District (TAD)



1 inch = 900 feet
0 225 450 900



Atlanta BeltLine NORTH

the COLLABORATIVE

This map was prepared by the Collaborative, Inc. in 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 is not guaranteed. *All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.



radius of the BeltLine Corridor. Parcel-by-parcel recommendations for use, density, building height, neighborhood transitions, the interface with the Atlanta BeltLine corridor and other site-specific considerations are part of the Subarea 10 land use analysis.

A detailed parcel-by-parcel analysis was performed to evaluate existing land uses in Subarea 10 and to develop the existing land use map.

Single-family parcels occupy most of the land within the subarea, with designated mixed-residential parcels, mostly in the form of duplexes, scattered throughout existing neighborhoods. Multifamily 1-to-4 story properties form the second largest category of land uses, with the highest concentration of multifamily buildings adjacent to Mayson Turner Road and J.E. Boone Boulevard. Small pockets of low-density commercial are located along major corridors such as D.L. Hollowell Parkway, J.E. Boone Boulevard, J.E. Lowery Boulevard, and M.L.K. Jr. Drive. Occurring just as frequently are small vacant parcels once occupied by commercial businesses. Little-to-no mixed-used development currently exists within Subarea 10. The only industrial-zoned properties in the subarea are adjacent to Maddox Park.

Portions of the residential properties located in Subarea 10 are currently vacant or dilapidated. The number of vacancies and boarded-up properties throughout the subarea is large in comparison to surrounding areas of Atlanta to the north and east.



Image: Single-Family Housing, Subarea 10
Source: Noelle Consulting



[See the City of Atlanta Future Land Use Map](#)

EXISTING ZONING

Zoning is used to regulate the physical development of land while controlling building height and the uses that can occur on any given parcel of land. According to the City of Atlanta's Zoning Map, the central part of the northern half of Subarea 10 is split between large Industrial and Residential-Multifamily parcels.

Outside of this area, most of the remaining parcels are zoned Residential Single-Family, with parcels in the southeastern corner of the subarea zoned Residential Duplex. In 2012, the City of Atlanta created Special Public Interest (SPI) Districts to promote inner core development, protect residential neighborhoods and preserve local character. A portion of SPI 11, the Vine City and Ashby Station Special Public Interest District, is located east of Washington Park. Washington Park contains a Historic and Cultural zoned designation.



[See the Existing Zoning Map](#)

COMMUNITY FACILITIES

Parks constitute the primary community facility in Subarea 10. The subarea's two largest parks, Maddox Park and Washington Park, serve as community gathering spots with seasonal events happening throughout the year. Other parks located within Subarea 10 are small neighborhood pocket parks, including Lindsay Street Park, Proctor Village Park, Ashby Circle Playlot, Charles L. Harper Memorial Park, Ella Maye Wade Brayboy Memorial Park, Stafford Circle Park, Stafford Street Park, Fountain Drive #1, Fountain Drive #2, Green Leaf Circle, Dean Rusk Park, Ashview Triangle and the recently-opened Kathryn Johnston Memorial Park.

Other Subarea 10 community facilities include Kipp Ways Academy, M. Agnus Jones Elementary School, Washington High School, the Washington Park branch of the Fulton County library system, and numerous urban farms/community gardens. In addition, the recently constructed Westside Works is a notable community



building feature as it provides job opportunities and training for local residents.



[See the Existing Community Facilities Map](#)

HISTORIC RESOURCES

Subarea 10 residents are proud of the cultural and historical significance associated with their neighborhoods and buildings. Washington Park, constructed in 1919 and located at the center of the Washington Park neighborhood, is a designated City of Atlanta Historic Landmark. The nearby Booker T. Washington High School is listed on the National Register of Historic Places as the first public high school for African Americans in the state of Georgia.

The remainder of the historic buildings in the subarea are located along major corridors. These buildings once contained commercial, residential, institutional

and civic land uses. In addition to buildings, specific structures within Maddox Park, including the Maddox Park gate, gazebo and underpass, are considered historic resources.



[See the Historic Resources Map](#)

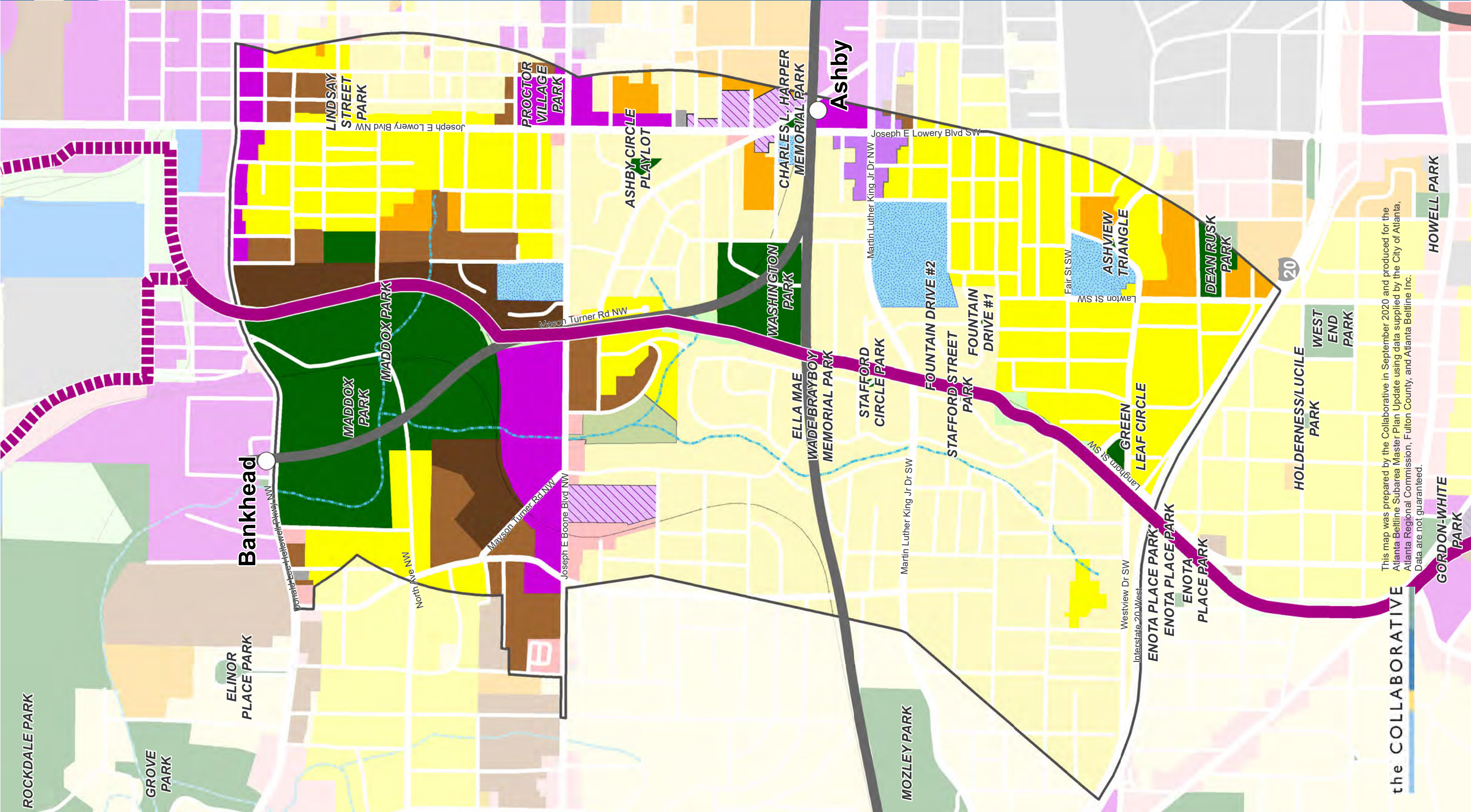
SUBAREA 10 HISTORIC STRUCTURES

Address	Name	Date
Hollowell & Marietta Blvd	Maddox Park Gate	1931
Hollowell Pkwy & Marietta Blvd	RR Overpass	1900
Hollowell & Marietta Blvd	Maddox Park Gazebo	1931
Hollowell & Woods	Maddox Park Underpass	1900
Simpson & Burbank	Simpson Road Bridge	1950



Image: Booker T. Washington High School
Source: the Collaborative, Inc.





Bankhead

Ashby

the COLLABORATIVE

This map was prepared by the Collaborative in September 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.

Bankhead

Ashby

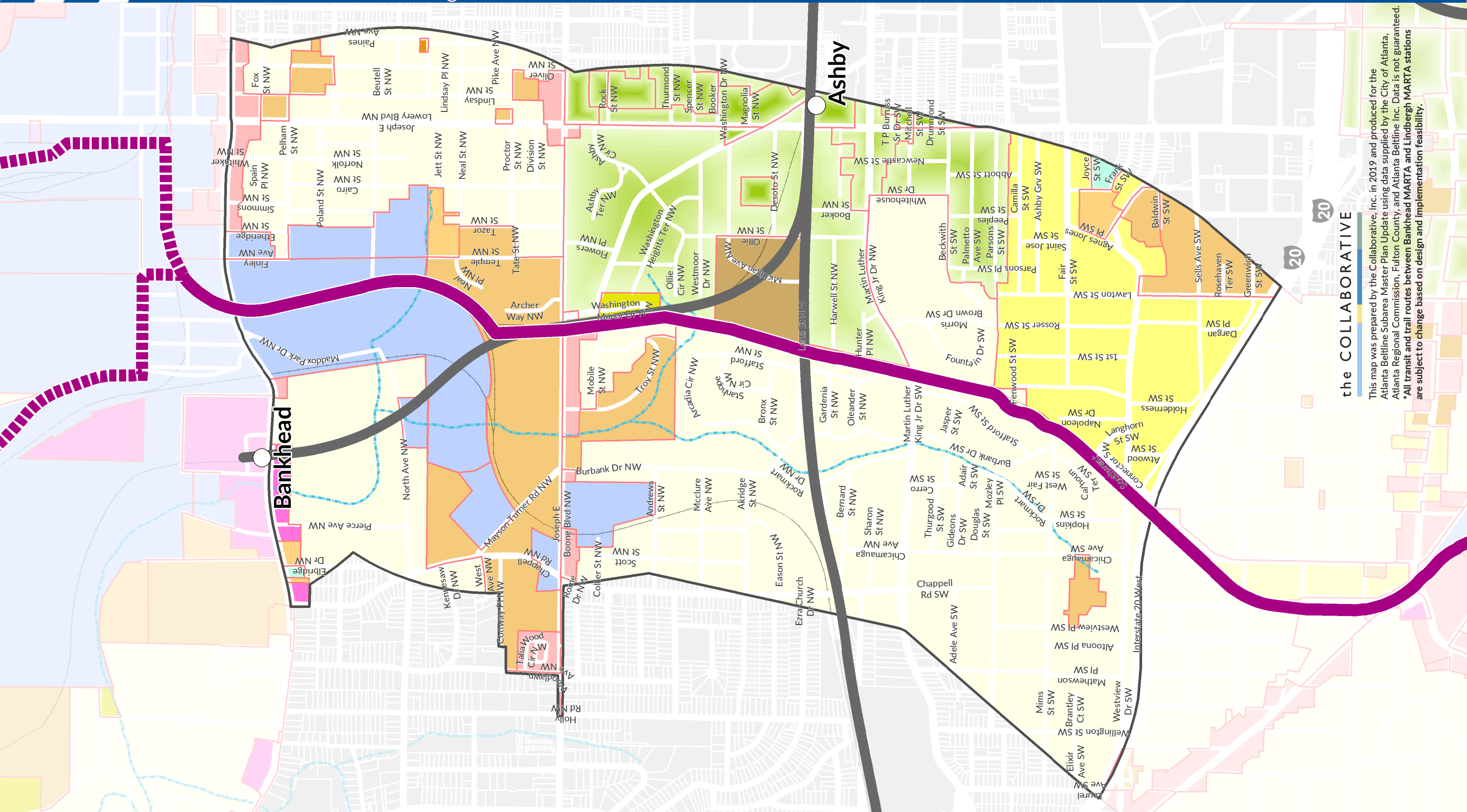
the COLLABORATIVE

This map was prepared by the Collaborative in September 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.

City of Atlanta Existing Zoning

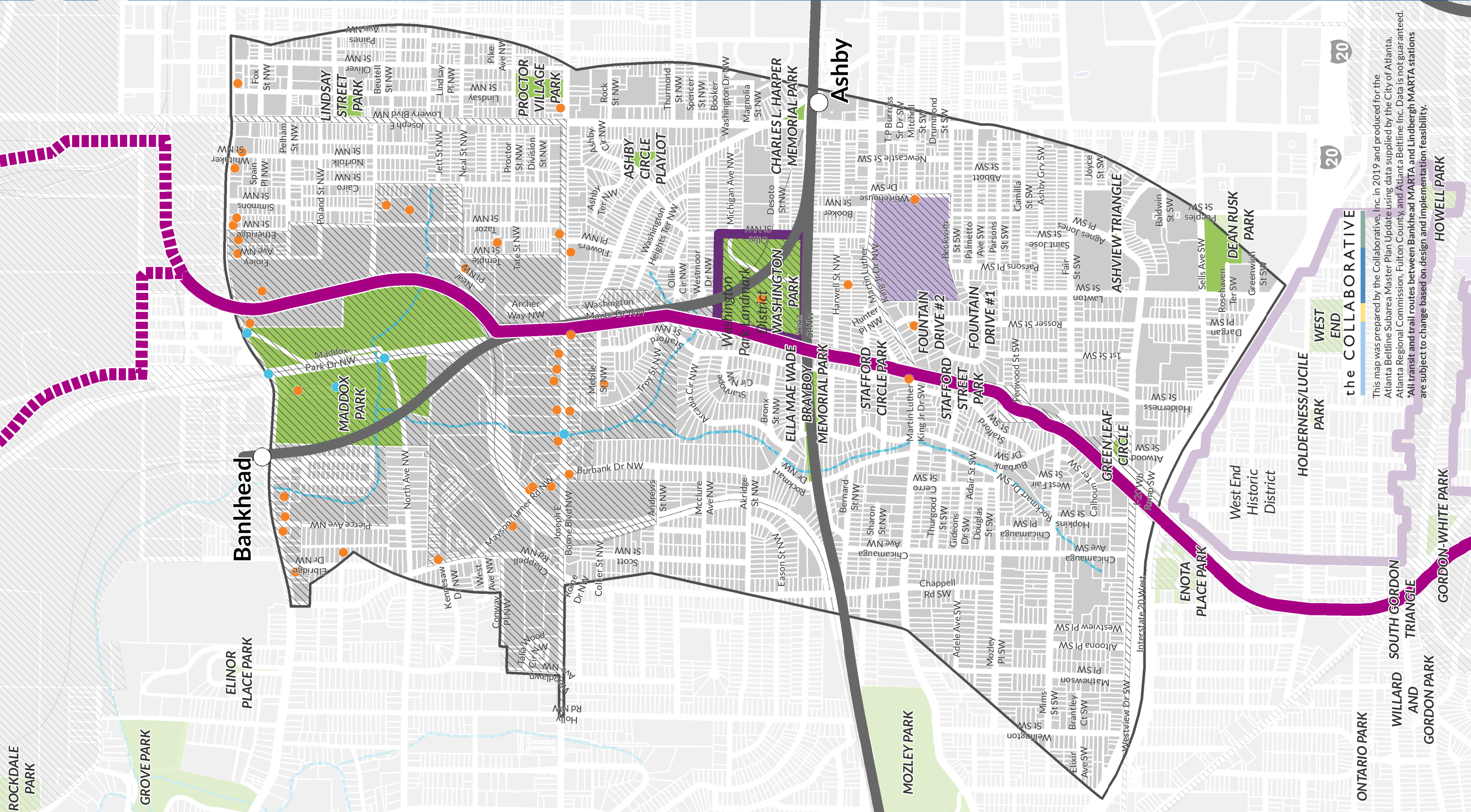
Atlanta BeltLine Subarea 10

- Atlanta BeltLine
- Trail and Transit
- Trail and Transit
- City of Atlanta
- SPI - Special Public
- Commercial
- Industrial
- Historic & Cultural
- Live-Work
- QOL Multi-Family
- QOL Mixed Use
- Office Institutional
- Planned
- Residential - Single
- Residential - Duplex
- Residential - Multi-
- Residential - Limited



the COLLABORATIVE

This map was prepared by the Collaborative, Inc. in 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 is not guaranteed. *All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.



Historic Resources

Atlanta BeltLine Subarea 10

- Atlanta BeltLine Corridor
- Trail and Transit Alignment
- Trail and Transit Alignment Option
- Historic Buildings/Sites
- Historic Structures
- City of Atlanta Landmark Building/Site
- City of Atlanta Historic Districts
- Tax Allocation District (TAD)
- Parks



1 inch = 899 feet
0 225 450 900 Feet



the COLLABORATIVE

This map was prepared by the Collaborative, Inc. in 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 is not guaranteed. *All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.



SUBAREA 10 HISTORIC BUILDINGS

Address	Name	Date	National Register
901 Simpson Rd NW	Super Quality Foods	1962	Contributing - in near future
1029 Simpson Rd NW	Centenary United Methodist Church	1923	Contributing - Non-residential building/s
1048 Simpson Rd NW	Fire Station # 16		Contributing - in near future
45 Whitehouse Dr SW	Booker T. Washington High School	1924	Contributing - Already listed
425 Chappell Rd NW	Chappell Forest Apartments	1963	Contributing - In near future
1350 Mayson Turner Rd NW	Heritage Point Apartments	1963	Non-contributing
1300 Mayson Turner Rd NW / 1300 Simpson Rd	Heritage Square Townhouses	1960	Non-contributing
1325 Mayson Turner Rd NW	house	1945	Non-contributing
1315 Mayson Turner Rd NW	house	1935	Contributing - Non-residential building/s
1144 Simpson Rd NW	Lundy's Welding & Ornamental Iron	1949	Non-contributing
1155 Simpson Rd NW	Trafalgar Square	1962	Contributing - In near future
1177 Simpson Rd NW	1177 Simpson Rd Apartments	1957	Contributing - Non-residential building/s
1227 Simpson Rd NW	vacant		Non-contributing
1247 Simpson Rd NW	Fairway Court Apartments	1960	Contributing - Residential District
1218 Simpson Rd NW	Troy Supermarket	1955	Non-contributing
1278 Simpson Rd NW	Arabia Temple		Contributing - Non-residential building/s



LAND USE OBSERVATIONS AND FINDINGS

Key land use observations in Subarea 10 based on community feedback and inventory and analysis include:

- Legacy and new residents value the historical and cultural significance of the subarea
- The community expressed strong concern about being involuntarily displaced due to rising rental costs
- Physical and cultural displacement associated with growth and new development are concerning to area residents
- The number of vacant and dilapidated properties within the subarea can impact neighborhood stability
- The rental stock in Subarea 10 is mostly comprised of single-family units versus multifamily units
- Proximity to the future Westside Park and the Proctor Creek Greenway will likely capitalize the redevelopment/revitalization of properties in the subarea
- There may be homeowners unaware of Homeowner and Senior Tax Exemptions and other programs available for low income homeowners
- Opportunities for adaptive reuse can contribute to the preservation of historic properties
- The significant number of vacant and dilapidated properties can result in infill development opportunities that are cost-effective for business owners

MOBILITY

Urban mobility plays an important role in a city's form and in the quality of life and economic productivity of its residents. Providing access to a variety of transportation modes can result in healthier communities with improved access to jobs, services and key destinations. There is a need for improved public transportation options and improvements to the existing service to decrease vehicular dependency and to provide options for those who wish to utilize alternative transportation modes.

Bicycle and Pedestrian Mobility

Most of the key corridors within Subarea 10 contain sidewalks and intersections with ADA-compliant curb ramps. However, many sections of sidewalk are missing or in need of repair in residential areas in the southwestern portion of the subarea.

The following streets lack sidewalk connections or have discontinuous sidewalks in need of repair:

- Chappell Road
- Chickamauga Avenue
- Mathewson Place

ADA-compliant curb ramps are missing from the following roads:

- J.E. Lowery Boulevard
- Mason Turner Road
- J.E. Boone Boulevard
- Chappell Road
- Westview Drive

In addition, there are several at-grade railroad crossings that are difficult to navigate for bicyclists and pedestrians due to poor pavement conditions. On the contrary, bicycle lanes and sharrows (roads that are shared by cyclists and motor vehicle drivers) make it easier for riders to safely navigate local roads. A sharrow on the north side of Westview Drive connects the subarea to the Atlanta University Center.

Partial or complete bike lanes are found along:

- D.L. Hollowell Parkway
- J.E. Boone Boulevard
- Westview Drive

Several multi-use trails run throughout the subarea, contributing to greater levels of bicycle and pedestrian connectivity. The north end of the BeltLine Westside Trail is accessible from Lena Street, and the Lionel Hampton Trail runs along the southern edge of the same street. The Westview PATH multi-use trail runs along the south side of Westview Drive between Ralph David Abernathy Boulevard and the BeltLine Westside Trail.





Image: BeltLine Westside Trail
Source: the Collaborative, Inc.

Street Framework

Key streets in the Subarea are noted below:
I-20

D.L. Hollowell Parkway
J.E. Lowery Blvd.
Chappell Road
M.L.K. Jr. Drive
J.E. Boone Boulevard
Westview Drive
North Avenue
Lena Street

Of these, D.L. Hollowell Parkway and I-20 are regional truck routes, and along with J.E. Lowery Boulevard, carry a significant amount of traffic. Lena Street connects to the BeltLine's Westside Trail via the Lionel Hampton Trail, and M.L.K. Jr. Drive provides direct access to the Westside Trail. Indirect access to the BeltLine Westside Trail is provided via the Westview PATH trail along Westview Drive.

Roads operate at moderate-to-low congestion levels, with the worst traffic found along major east-west connectors in the southeastern portion of the subarea during peak afternoon commute times. Other than I-20, the road with the highest traffic volume is D.L. Hollowell Parkway, carrying over 20,000 vehicles per day. Proximity to the Georgia World Congress Center, State Farm Arena, Mercedes Benz Stadium and other attractions east of the subarea causes event-related traffic during peak hours. Localized congestion also occurs in commercial areas along M.L.K. Jr. Drive.

Transit

Ninety percent of Subarea 10 is within 1/4 mile of a transit route. The Subarea is serviced by MARTA Blue and Green Lines via the Ashby Station, the transfer point for both lines. In 2015, the Ashby MARTA station had approximately 1,838 trips per average weekday. The station is classified by MARTA as a Neighborhood Station, a classification that reflects its residential location and intended purpose- to enable local residents to access work, school, and other destinations. Currently, the 142-space station parking lot is less than 10% utilized.



You can bring your bike on MARTA or rent a Relay Bike near a train station and take it to the Ashby Station to access the BeltLine and the Lionel Hampton Trail



Image: Ashby MARTA Station
Source: the Collaborative, Inc.

There are eight MARTA bus routes that operate within the subarea, all of which connect to MARTA rail stations. Bus routes include:

- Route 3 (MLK Jr. Drive/Auburn Avenue)
- Route 13 (Five Points/West Lake to AUC)
- Route 26 (Marietta Street/Perry Boulevard)
- Route 50 (D.L. Hollowell Parkway)
- Route 51 (J.E. Boone Boulevard)
- Route 53 (West Lake to Harwell Road)
- Route 58 (Hollywood Road/Lucile Avenue)
- Route 68 (Benjamin E. Mays Drive)



MARTA demand-responsive transit (DRT) is available within the subarea. DRT transit allows vehicles to alter their routes based on demand rather than using a fixed route or timetable. This service is focused on providing transit service to individuals whose disabilities prevent them from using fixed route service.



[See the Existing Mobility map](#)

CONNECTIVITY BARRIERS

A cohesive network of streets is required to improve mobility and provide access to and from existing and proposed development within the subarea. Subarea 10 is characterized by a mostly complete street network. Barriers to connectivity exist in areas adjacent to current or former railroad rights-of-way and along major roads with limited crossings such as I-20 and D.L. Hollowell Parkway. These rights-of-way will allow for future construction of the BeltLine corridor.

Key connectivity issues in Subarea 10 include:

- Missing ADA curb ramps
- Missing crosswalks
- At-grade rail crossings in poor condition
- Sidewalks in poor condition
- Railroad rights-of-way and rail lines
- Major roads with limited crossings

In addition, the portion of North Avenue that is located within the subarea is discontinuous as a result of a gap in east-west coverage. The gap presents an opportunity to provide future connectivity to the Proctor Creek Greenway.



[See the Existing Barriers to Connectivity map](#)

MOBILITY OBSERVATIONS AND FINDINGS

Key mobility issues in Subarea 10 based on community feedback and inventory and analysis include:

- Lack of connectivity resulting from steep topography and the location of rail corridors
- Traffic volumes on existing north-south and east-west streets makes enhancing alternative transportation modes especially important
- Poor conditions exist at specific at-grade rail crossings
- Missing or incomplete sidewalks, ADA curb ramps and crosswalks
- Poor connectivity as a result of current or former railroad rights-of-way
- Controversy surrounding the addition of dedicated bicycle lanes on key corridors as it relates to decreased lanes and vehicular speeds
- Discontinuous North Avenue that will require the complicated bridging of a railroad corridor unless a pedestrian path is implemented

OPEN SPACE

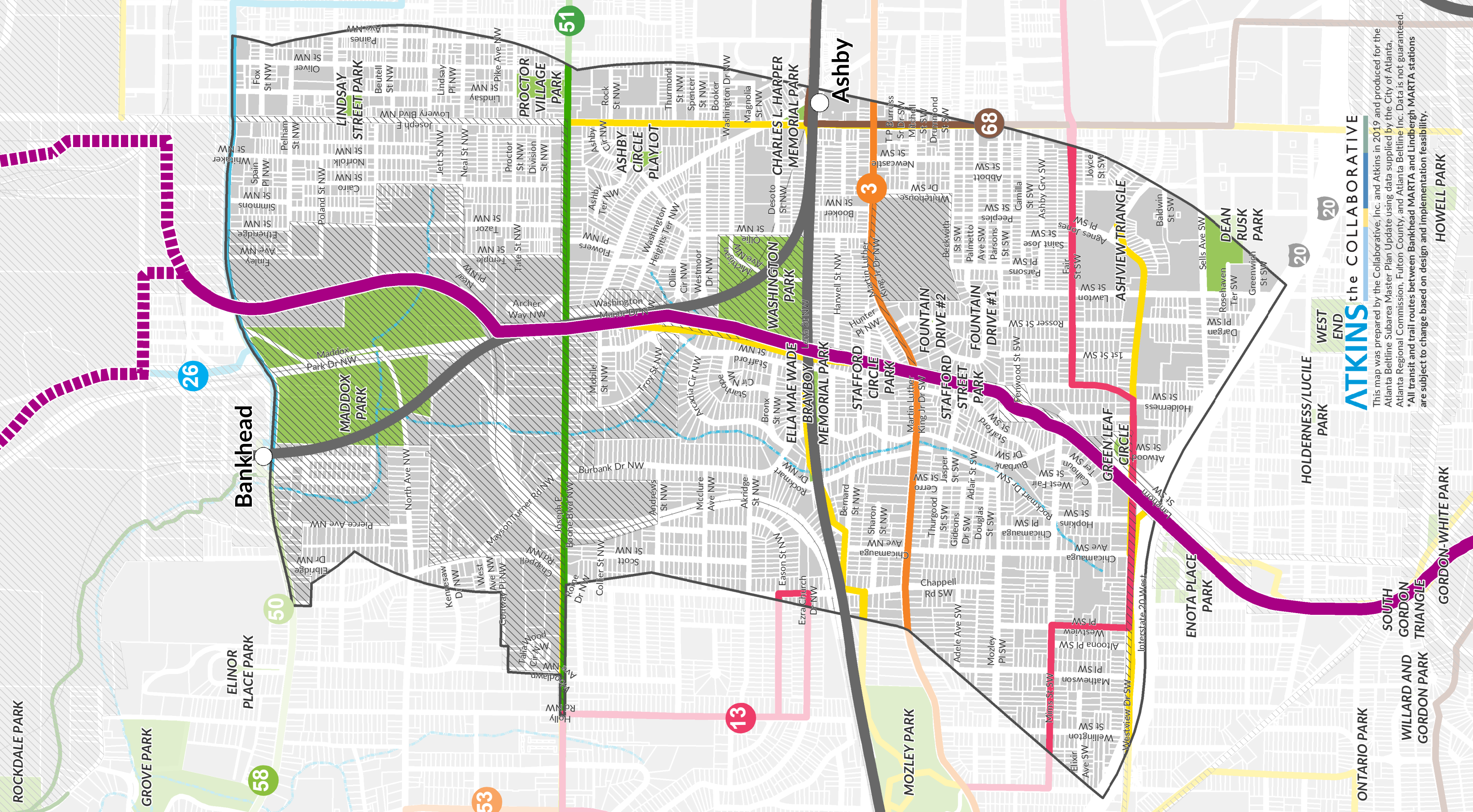
In recent years, there has been an increased interest in expanding greenspace and improving access to parks and open spaces. Open space in an urban environment provides numerous community, health, and social benefits. The Subarea 10 community is proud of its open space resources and cited the abundance of open gathering spaces, BeltLine Westside Trail and proximity to the future Westside Park as major strengths.

Area Parks

Two of the City's oldest parks, Maddox Park and Washington Park, provide area users with important resources. Classified by the City as community parks, the two spaces contain elements such as tennis courts and playgrounds and are designed to meet community-based recreational and social needs. In addition, the recently-constructed Kathryn Johnson Memorial Park, was designed in response to stormwater management concerns regarding localized flooding and overflowing sewers in surrounding neighborhoods.

Additional neighborhood and pocket parks located within the subarea include:





Existing Mobility

Atlanta BeltLine Subarea 10

- Atlanta BeltLine Corridor
 - Trail and Transit Alignment
 - Trail and Transit Alignment Option
- MARTA Stations
- MARTA Rail Line
- Bus Routes
 - 3
 - 13
 - 26
 - 50
 - 51
 - 53
 - 58
 - 68
- Existing Bicycle Routes
- Proctor Creek Greenway
- River/Creek
- Railroad
- Parks
- Tax Allocation District (TAD)



1 inch = 900 feet
0 225 450 900 Feet



ATKINS the COLLABORATIVE

This map was prepared by the Collaborative, Inc. and Atkins in 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 is not guaranteed. *All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.



- Lindsay Street Park
- Proctor Village Park
- Ashby Circle Playlot
- Charles L. Harper Memorial Park
- Ella Mae Wade Brayboy Memorial Park
- Green Leaf Circle
- Dean Rusk Park

BeltLine Westside Trail

The north end of the three-mile Westside Trail is located within Subarea 10, adjacent to Washington Park and Lena Street. A short walk from the Ashby MARTA Station, the trail functions as a 14-foot-wide bicycle and pedestrian multi-use trail corridor. The Westside Trail ties into the West End Trail, a 2.4-mile spur trail stretching from White Street to Westside Cemetery, slightly to the south of Subarea 10.

The construction of the BeltLine Westside Trail stitches together historic southwest Atlanta neighborhoods. The trail is an example of infrastructure that promotes equity and accessibility.

Proctor Creek Greenway

Subarea 10 will eventually connect to the future Westside Park to the north via the Proctor Creek Greenway. The Proctor Creek Greenway is a planned seven-mile trail system that begins slightly north of Subarea 10 off of Johnson Road. When finished, it will connect to Maddox Park, the BeltLine Westside Trail and Washington Park.



Image: Proctor Creek Greenway - Phase 1
Source: the Collaborative, Inc.



See the Existing Natural Features Map

MARKET CONDITIONS

A detailed market analysis was conducted to provide an overview of existing demographics, development patterns, home values and commercial markets. The market analysis identified existing conditions that point toward specific future development patterns. Catalytic projects were identified, as well as proposed projects and projects under construction.

Demographics

Subarea 10 has experienced a loss in the number of residents since the 2008 Recession. A 34% loss in the number of households (~2,000) occurred between 2000 and 2018, with losses appearing across all age groups. Population gains were seen in the number of residents making between \$50,000 and \$200,000, aged 25 years and older.

The subarea is comprised of over 4,000 households, 29% of which are owner-occupied. The remaining 71% of homes are renter-occupied. Renter-occupied homes in the subarea are predominantly inhabited by occupants who make less than \$50,000 per year, with more than half of these renters making under \$15,000 per year. In the eight-year period from 2010 to 2018, the average household income rose about \$7,000 to \$26,236.

In Subarea 10, the percentage of households with higher education degrees has also increased. Between 2010 and 2018, the percentage of households with a bachelor's degree or higher rose slightly from 14% to 18%. Most residents work outside of the subarea.

Home Values

Subarea 10 has seen increases in resale prices for single-family homes since 2015. In 2017, the average home sale price rose to \$109,000 as compared to \$88,000 in 2010. There have been very few new home sales in Subarea 10, likely due to lack of demand and low home values that do not justify the high cost of new construction. With a high concentration of homes under \$100,000, Subarea 10 continues to be one of



the more affordable areas to live within proximity to downtown Atlanta. Smaller communities within the subarea, such as Ashview Heights, may see higher home values.

Commercial Markets

Very little commercial development exists within Subarea 10, partly as a result of foreclosures following the Great Recession. Between 2012 and 2017 a small amount of progress occurred, most likely due to spillover from the newly built Mercedes-Benz stadium. It is anticipated that commercial development will occur within the subarea following the construction of nearby catalytic projects such as the future Westside Park and the Quarry Yards mixed-use development to the north. Additional proposed projects such as a 15-acre mixed-use planned development to the east of Maddox Park will eventually contribute to the amount of commercial development in the area.

A GROWING MARKET DEMAND

A growing demand exists for a greater number and variety of housing types in the subarea. Subarea 10 is predominately residential, with limited redevelopment sites. Currently, there is moderate demand for rental apartments and office infill. It is expected that a higher demand for infill townhomes and rental apartments will occur following the completion of the BeltLine, the Proctor Creek Greenway, the proposed mixed-use development bordering Maddox Park and the catalytic developments to the north. Given the current market demand, neighborhood restaurant/retail will need to be build-to-suit, owner occupied or incentivized to be realized.



By 2030, most rental apartment development is anticipated to be in mixed-income communities.

The Market Analysis also accesses types of redevelopment and the ability of the market to absorb additional office and residential units and commercial square footage in the future. Demand for such product classifications is very low through 2022 with slight increases through 2030.

Currently, the highest residential demand in the subarea is for rental apartments, with future apartment development predicted to become part of larger mixed-income communities. 51 new units are expected by the year 2022. Anticipated rental rates for new construction range from \$1,000 for a one-bedroom unit to \$1,300 for a two-bedroom unit.

Single-family development is predicted to consist primarily of rehabilitated structures, with very slight increases (only 3 homes per year) expected to occur through 2022. The price for new construction ranges from \$150,000 to \$250,000. The demand for townhome construction is low, with no units expected to occur until after 2022, as market pricing does not currently justify new construction.

The adaptive reuse of existing buildings is a realistic way to incorporate future office space, since the per-square-foot office rent levels that can be sustained within the subarea make new construction rare.

MARKET OBSERVATIONS AND FINDINGS

- Demand for varied housing stock will eventually increase diversity in the housing stock, but until then, it will be important to construct affordable units along with market-rate units.
- Historic preservation and the adaptive reuse of existing structures provides a way to incorporate more affordable housing, since rents in older buildings are usually less expensive.
- Construction of affordable units will require subsidies. Along with subsidies, it will be important to secure land for affordable housing into the future. Rental options that accommodate low income individuals and families with children (2 and 3-bedroom apartments) should be made available.
- The area's significant amount of single-family housing stock provides affordable housing opportunities for families. To mitigate involuntary displacement, it will be important to maintain a supply of affordable single-family housing in the area.





- The inability of the market to support new construction provides opportunities for historic preservation, the adaptive reuse of existing buildings and the opportunity to attract small businesses to the area.
- Completion of the Proctor Greek Greenway and the BeltLine and other such infrastructure projects can be instrumental in advancing other types of redevelopment to obtain the goods/services desired by the community.
- Some of the near-term development and uses are likely to be interim in nature as the market cannot yet sustain the vision expressed in the Future Land Use Plan Map. Thus, it will be important to incorporate provisions in the design that make it easy to convert projects in the future.



See the SA10 Appendix for the complete market analysis

PLAN REVIEW

A number of broad-based and topic-specific plans were reviewed to identify specific items that have an affect on the subarea. Each document was influential in highlighting the existing conditions that define the subarea and have impacted, as appropriate, the recommendations set forth in the Subarea 10 Master Plan Update.



Image: Single-Family Home, SA10
Source: the Collaborative, Inc.

Land Use	Demand Potential (2018-2022)	Development Constraints	Notes
Rental Apartments	51 units or 10 per year	The availability of tax credits will drive the development of most units	Rents do not support structured parking, only surface parking lots; most development will be in mixed-income communities with tax credits
Single Family	13 units or 3 per year	Lack of demand and lower home values do not justify new construction	Mostly rehab, new construction in pockets at 1,000-1,500 SF
Townhomes	0 units	Pricing does not currently justify new construction	Potential by 2030 for construction of small units with no garage
Condominium	0 units	Post-recession financing is extremely limited	Little demand exists for condo product; construction not likely to occur
Neighborhood Retail/Restaurant	-18,000 SF	Rents do not justify new construction	Market demand does not currently exist except for build-to-suit, owner-occupied or incentivized

Image: Subarea 10 Development Product Matrix
Source: Noell Consulting Group

Note: The figures above do not assume any subsidies, which could reduce new construction costs and make units much more affordable.



PLAN REVIEW ITEMS

	ITEMS/THEMES	RECOMMENDATIONS
Atlanta City Design	<ul style="list-style-type: none">• Benefits of Nature, Access, Ambition, and Progress should be made available to everyone• Growth Corridors are areas of civic and social Activity• Conservation Corridors are open spaces designed to help people connect to nature	<ul style="list-style-type: none">• Align density with transit• Invest in the West• Design a citywide trail network• Identify clusters for Eco-development
Comprehensive Transportation Plan Update	<ul style="list-style-type: none">• Reducing congestion, improve access, and support economic growth• Increase affordability by linking transportation and land use• Improve safety	<ul style="list-style-type: none">• Develop citywide sidewalk inventory/assessment• Implement high priority multimodal corridors, as identified through the Renew Atlanta/ TSPLOST programs• Develop a dedicated funding stream for maintenance backlog and capital projects
Streetcar System Plan	<ul style="list-style-type: none">• Create a network of interconnected transit corridors that will unify the BeltLine corridor with Connect Atlanta Plan crosstown streetcar projects	<ul style="list-style-type: none">• Crosstown/Midtown Streetcar Line to run along D.L. Hollowell Pkwy• West Atlanta BeltLine to run from D.L. Hollowell Parkway to Ralph David Abernathy Blvd.• AUC West Line - Phase 4.0
Renew Atlanta/ Infrastructure Bonds	<ul style="list-style-type: none">• Update transportation and municipal facilities citywide• Invest in transit and transportation infrastructure through a special purpose local option sales tax (TSPLOST) and through a MARTA half-penny sales tax (More MARTA)	<ul style="list-style-type: none">• Building renovations at DPW Bldgs. 1 and 2 North Ave., Atlanta Fire and Rescue Station 16• Public art programs at Booker T. Washington High School, Washington Park, and Dean Rusk Park• Traffic signals and school zone beacons at Kipp Ways Academy and Washington High School• Milling and Road Paving along Whitaker St.• Upgraded signal operations along J.E. Lowery Blvd. TCC• Complete Streets Projects along J.E. Boone Blvd., MLK Jr. Dr., Chappell Rd., and Langhorn St.• Greenways along Hunter Hills and the AUC Greenway• Resurfacing along Mims St., Fair St., and Lawton St.• BeltLine Right-of-Way Aquisition





PLAN REVIEW ITEMS		
	ITEMS/THEMES	RECOMMENDATIONS
Cycle Atlanta	<ul style="list-style-type: none"> Improve safety and convenience of bicycling to six Metropolitan Atlanta Rapid Transit Authority (MARTA) rail stations 	<ul style="list-style-type: none"> Proposed bicycle lanes on J.E. Boone Blvd. (Phase 1.0 and 2.0) Construction of the PATH Westside Trail (Phase 1.0)
Zoning Updates	<ul style="list-style-type: none"> Help promote quality design within the Subarea Affect parking and housing affordability 	<p><i>Suggested Parking Recommendations:</i></p> <ul style="list-style-type: none"> Elimination of minimum requirements in residential areas with the BeltLine overlay zoning district Elimination of minimums and establishment of caps for areas within 2,640 feet of a high-capacity transit stop Elimination of requirements for residential uses and non-residential uses that do not hold an alcoholic beverage license that are in buildings built before 1965 <p><i>Suggested Affordable Housing Recommendations:</i></p> <ul style="list-style-type: none"> Establishment of standards for the provision of accessory dwellings within residential districts Establishment of a new MR-MU District that allows small, multifamily residential buildings to be improved and to remain in residential areas
Neighborhood Planning Efforts	<p><i>Westside Land Use Framework Plan:</i></p> <ul style="list-style-type: none"> Reinforce neighborhood identity Increase access to parks and open space Strengthen neighborhood assets Identify key infrastructure projects and investment opportunities <p><i>D3: Westside Revive:</i></p> <ul style="list-style-type: none"> Builds upon the ideas outlined in the Atlanta City Design and the City's Comprehensive Development Plan Reduce traffic on corridors New development to respect the existing neighborhood character Better access to amenities, including retail 	<p><i>Westside Land Use Framework Plan:</i></p> <ul style="list-style-type: none"> Goals align with Subarea 10 goals and corresponding action items Mixed-use north of J.E. Boone Blvd. <p><i>D3: Westside Revive:</i></p> <ul style="list-style-type: none"> Dense mixed-use development east of Chappell Road Enhance bike and pedestrian infrastructure, especially along the BeltLine and Proctor Creek tributaries



PLAN REVIEW ITEMS		
	ITEMS/THEMES	RECOMMENDATIONS
Atlanta BeltLine Environmental Impact Statement	<ul style="list-style-type: none"> New transit and multi-use trail alignments identified in the northwest and southwest quadrants of the city Modern streetcar identified as the preferred transit mode; multi-use trail identified as the preferred trail mode 	<ul style="list-style-type: none"> Transit and Trail Build Alternative identified at the Ashby MARTA Station (Potential MARTA infill Station)
ARC PLAN 2040	<ul style="list-style-type: none"> Lead as the Global Gateway to the South Encourage Healthy Communities Expand Access to Community Resources Sustainability as an overarching theme 	<ul style="list-style-type: none"> Employ adaptive reuse and infill development as ways to reduce the carbon footprint Utilize a range of housing types, better services and employment opportunities around transit centers
Atlanta BeltLine Corridor Design	<ul style="list-style-type: none"> Integrate pedestrian-friendly rail transit, trails, greenspace and abutting development Design drivers to include Character, Multi-Re-Use, Threshold, Performance, and Phased Buildout 	<ul style="list-style-type: none"> Engineering, streetscape, landscape design, historic preservation, public art, transit, trail and greenspace recommendations should be in keeping with the character of the Subarea 10 neighborhood
Washington Park Neighborhood Visioning Plan	<ul style="list-style-type: none"> Goal 1 : Celebrate the neighborhood's rich Black history + culture Goal 2: Provide safe, high-quality and affordable housing + businesses Goal 3: Provide access to safe, high-quality and diverse parks, recreation, social and cultural programs and events Goal 4: Provide access to safe, high-quality streets, sidewalks, trails, and transit opportunities 	<ul style="list-style-type: none"> Renovate the Martin Luther King Jr. Drive (MLK) historic commercial area and reintegrate the area into the neighborhood fabric Retain cultural aspects of the neighborhood and celebrate and tell the history of the neighborhood and people that contributed to the neighborhood Include neighborhood commercial + retail uses in MLK historic commercial area Encourage employment in the neighborhood Continue work on existing Washington Park vision Complete public right-of-way improvements in the Washington Park neighborhood Fix Mayson Turner Road + Joseph E. Lowery Boulevard (Ashby Street) intersection Implement Atlanta BeltLine Complete Streets policies Implement specific intersection improvements Implement Atlanta BeltLine multi-use trail





COMMUNITY ENGAGEMENT

OVERVIEW

Given that successful plans emerge from an open and engaging community engagement process, public involvement was a key component of the Subarea 10 Master Plan Update. It is important for the plan to capture the community's vision for the future, and the community was actively involved via a series of meetings conducted over a period of almost one year.

Engagement methods included six Study Group meetings, three Stakeholder Committee meetings, stakeholder interviews and engagement with students from Washington and Douglass High Schools.

All Subarea 10 Master Plan Update community meetings were held in conjunction with the Subarea 9 Master Plan Update meetings. As these two subareas constitute the BeltLine Westside Study Group 5, the community meetings were referred to as Study Group meetings. The Subarea 9 and 10 meetings were held together since the two share an important boundary, D.L. Hollowell Parkway, and because construction of the future Westside Park will impact future development in both subareas. The dates for the first four meetings were established at the beginning of the process so they could be advertised at each meeting, providing the community notice well in advance of the actual meeting date.

As community engagement associated with the Subarea Master Plans is an ongoing process, this engagement will not end at the completion of the

Master Plan Update. Ongoing interactions with the community via regular meetings will be necessary as future projects are implemented within the subarea.

STUDY GROUP MEETINGS

Subarea 10 Master Plan Update meetings were on Monday evenings in accordance with the BeltLine's Westside Study Group 5 meeting schedule. Each Study Group meeting served as a forum for broad-based public engagement and interaction.

Meetings notification methods included:

- Meeting flyers posted at community facilities (i.e. senior center, churches, schools, etc.)
- Email distribution to neighborhood associations, NPUs, and elected officials
- Signs within the right of way displayed along major streets and intersections throughout the subarea
- Distribution via the Atlanta BeltLine, Inc. email list

The Study Group Meeting format varied, and included presentations with break-out sessions, open houses and interactive workshops. The first two meetings were high-level in nature, focusing on the community vision, concerns and validation of the goals and recommendations of the 2010 Master Plan. Ultimately, updated goals and specific action plan items were generated based on the public input received at the Study Group and Stakeholder Meetings.

Community Engagement Timeline





The Study Group Meeting format reflected the overall planning process as illustrated in the Study Group Meeting Organization Chart. The final two meetings were added following initial presentation of the goals,

action items and recommendations to ensure the community had adequate opportunity to review and comment on the final recommendations.



Image: Stakeholder Meeting 1
Source: Project Team



Image: Breakout Session, Study Group Meeting 3
Source: Project Team



S.W.O.T. Analysis Summary

STRENGTHS:

- History and culture
- Community gathering areas and organizations
- Transit access
- Affordable housing
- Opening of the BeltLine

WEAKNESSES:

- Vacancies and dilapidated buildings
- Food desert
- Poor infrastructure
- Flooding on streets
- Unsafe roadways

OPPORTUNITIES:

- Access to food resources for lower income neighbors
- Neighborhood involvement in the planning process
- Retail and grocery stores

THREATS:

- Lack of commercial zoning
- Low-quality renovations
- Lack of affordable housing for seniors
- At-risk renters being involuntarily displaced
- Limited job opportunities

STAKEHOLDER MEETINGS

Three stakeholder meetings were conducted to gain a better understanding of key issues. The list of invited stakeholders included representatives from City of Atlanta departments, City Council districts, NPUs (Neighborhood Planning Units), MARTA, the Atlanta Housing Authority, and neighborhood associations. Discussions with stakeholders were helpful in evaluating existing conditions, while the feedback received was influential in the formation of plan recommendations. It is suspected that more people participated in the community meetings compared to the stakeholder meetings as a result of the recent completion of the District 3 Neighborhood Master Plan (D3 Westside Revive).

STUDENT ENGAGEMENT

An essential aspect of any sustainable project is planning for future generations. For this reason, local students at Booker T. Washington High School and Douglass High School were recruited to participate in the planning process. Students at Washington High School, located within the BeltLine's Westside Study Group 5 planning area, identified strengths, weaknesses, opportunities and threats in their neighborhoods. Douglass High School students were invited to participate in the planning process as part of the school's S.T.E.M. (Science Technology Engineering and Math) program.



See the Subarea 10 Appendix for meeting summaries



Image: Breakout Session - Study Group Meeting 5
Source: Project Team





COMMUNITY OBSERVATIONS & FINDINGS

- A strong sense of community, culture and history exists within the subarea.
 - Subarea residents emphasized the need for stormwater management solutions and improved safety and better sidewalk/roadway conditions.
 - There is concern regarding the implications of growth and development on rising housing costs and involuntary displacement.
 - There is a need to preserve and protect existing neighborhoods and businesses amidst rising development.
- A pedestrian connection across North Avenue is essential in providing access to Westside Park, the Proctor Creek Greenway and the Bankhead MARTA Station from surrounding neighborhoods.
 - There is a desire for increased food and retail options within the subarea, and better access to job opportunities and commercial services outside of the subarea.
 - There is an opportunity for higher-density, compact infill development on vacant sites.



Image: Breakout Session, Study Group Meeting 5
Source: Project Team



Image: Breakout Session, Study Group Meeting 5
Source: Project Team



Image: Washington Park Jamboree
Source: Atlanta BeltLine Inc.



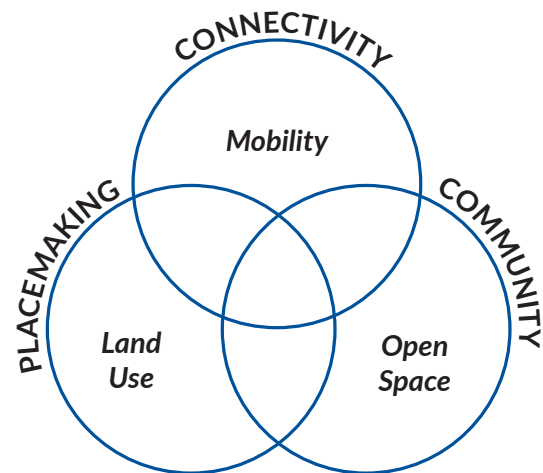


THE SUBAREA OF THE FUTURE

The guiding principles used to drive each aspect of the master planning process represent a synthesis of common themes based upon a foundation of public input. Each theme can be accomplished through strategies, or principles, that have social, environmental or economic implications. The guiding principles should be used as a reference point, providing guidance for the implementation of the Master Plan.

The Subarea 10 Master Plan incorporates three themes to which the master plan goals and implementable action plan items are tied.

1. **CONNECTIVITY:** Mobility
2. **PLACEMAKING:** Land Use
3. **COMMUNITY:** Open Space



CONNECTIVITY: MOBILITY

The demand for improved connectivity throughout the subarea was expressed at each Study Group and Stakeholder meeting. Community members felt that better connectivity would result in better access to area resources, job opportunities and facilities that result in an improved quality of life.

Public comments, observations and recommendations that relate to connectivity include:

- Provide ADA-compliant sidewalks and repair broken sidewalks and gaps in sidewalk coverage
- Provide Donald Lee Hollowell access to the future Westside Park for Bankhead and English Avenue residents
- Address flooding on streets throughout the subarea
- Fill Potholes, widen streets and provide street lighting
- Connect Jackson Street to Gary Avenue on the west side of the MARTA Station
- Expand North Avenue to give pedestrians access to the future Westside Park via the Proctor Creek Greenway
- Provide area-specific amenities that are unique to the subarea (i.e. bike paths linking parks to shops)

Connectivity is related to the following Subarea 10 Mobility Goals:

- Promote transportation network connectivity
- Promote multi-modal transportation choices and coordinate improvements with new development to make transit a more viable and accessible means of travel
- Provide trails and pedestrian-friendly streets to improve neighborhood walkability and safety
- Improve transportation safety along major corridors while respecting the urban context of the area

The **guiding principles** used to inform the Subarea 10 Mobility goals include:

- **Maintain roads and sidewalks.** Ensure that sidewalks are free of obstacles/debris by developing a routine maintenance plan consistent with City of Atlanta recommendations to address trash collection. Develop regular communication with the City regarding potholes, resurfacing, flooding and sidewalk maintenance.



- **Make roadways equitable to all.** Transportation facilities should serve people of varying ages and abilities.
- **Provide access to jobs and resources.** Improve/expand existing public transit opportunities and provide additional connections to MARTA transit stations, bus stops and the Westside transit line.
- **Create walkable streets.** Provide sidewalks and high-quality design elements to improve the quality of the pedestrian walking experience.
- **Expand transportation choices.** Provide an interconnected network of roads, sidewalks, paths and multi-use trails to accommodate walkers, drivers, and bicyclists.

PLACEMAKING: LAND USE

There is a strong desire within the subarea community to preserve the history and culture of the area while incorporating a mix of land uses that support job creation, neighborhood retail services and affordable, mixed housing opportunities. In addition, balancing public art and greenspace with development can result in a well-defined sense of place.

Public comments, observations and recommendations that relate to placemaking include:

- Provide more affordable housing options and strategies for individuals of all ages
- Fill housing vacancies and improve dilapidated structures
- Incorporate more artwork that is reflective of the history of the community
- Provide high-density mixed-use around the BeltLine and J.E. Boone Boulevard
- Provide low-rise development on J.E. Lowery Boulevard from Martin Luther King Jr. Drive to D.L. Hollowell Parkway

Placemaking is related to the following Subarea 10 Land Use Goals:

- Promote affordable housing
- Promote transit-oriented mixed-use development
- Strengthen employment and commercial centers
- Improve neighborhood and community retail services
- Preserve and protect historic, natural and cultural resources
- Create opportunities for public art
- Create a safe environment for residents and businesses
- Preserve and strengthen neighborhoods

The **guiding principles** used to inform the Subarea 10 Land Use goals include:

- **Encourage balanced development.** Vary the intensity/scale of development, with proper transitions to single-family uses.
- **Support area residents.** Employ area residents and provide access to employment resources. Promote the work of local artists as recommended in the Art and Culture Strategic Implementation Plan.
- **Preserve greenspace** to build upon existing community character.
- **Keep the use and intensity patterns the same** in single-family and low-density residential neighborhoods.
- **Make use of the existing fabric.** Implement the adaptive reuse of structures to save costs, conserve space and contribute to the uniqueness of the area.
- **Create a mix of uses.** Place different uses near one another to promote vitality and sustainability.
- **Diversify housing opportunities.** Provide a balance of owner-occupied, rental, mixed-income and affordable housing types.
- **Integrate BeltLine elements** into the existing community fabric through art and historic artifacts.



**COMMUNITY: OPEN SPACE**

Open spaces within cities can provide social, recreational and environmental benefits to communities. They contribute to a community's identity and the health and wellbeing of its residents. Many of the public comments received were in relation to providing better access to open spaces and park resources.

Public comments, observations and recommendations that relate to community and open space include:

- Encourage balanced development around parks
- Expand Maddox Park
- Provide safe access to area parks for residents in nearby neighborhoods

Community is related to the following Subarea 10 Open Space Goals:

- *Enhance City park resources*
- *Reclaim and rehabilitate degraded environmentally sensitive areas*

The **guiding principles** used to inform the Subarea 10 Open Space goals include:

- **Enhance existing parks and open spaces.** Become an advocate for park improvements that will better serve the needs of the community.
- **Provide a connected network of open spaces.** Link existing and future parks with trails and natural features and focus on ensuring better access to park and open space resources for area residents.
- **Design for safety.** Surround parks with buildings and streets to increase visibility and improve safety.
- **Make open spaces convenient to use.** Locate open spaces adjacent to housing for easy access.



Image: BeltLine Walls Family Day
Source: Atlanta BeltLine Inc.

**FUTURE LAND USE**

When drafting future land use recommendations, community feedback, mobility and circulation recommendations for Subarea 10 were taken into consideration. Future zoning efforts were discussed with the City, and existing zoning was assessed for consistency between land use recommendations and allowable uses. The City's Future Land Use map was reviewed, and a detailed market analysis provided insight regarding realistic future development potential.

Future land use recommendations were based upon:

- *Previous master planning efforts*
- *Community and stakeholder input*
- *Subarea goals, strategies and action items*
- *Future mobility recommendations*
- *Future open space recommendations*
- *Existing zoning*
- *Projected market trends*

Increasing access to food, job and educational resources was extremely important to the Subarea 10 community. Based on feedback received at the Study Group meetings, most residents were in support of mixed-use, multifamily and commercial land uses for this reason. The community also emphasized the need to preserve the character of existing neighborhoods to avoid cultural displacement.

THE PROCESS

To map future land use, each parcel within the BeltLine's TAD boundary was evaluated individually. The future land use map contains a significant amount of greenspace, as Maddox Park and Washington Park are prominent natural features within the subarea. Plans to expand greenspace to the west of Maddox Park align with the future completion of the Proctor Creek Greenway. Medium density (5-to-9 story) multifamily is proposed to the east and west of Maddox Park, with medium density (5-to-9 story) mixed-use along the southeastern edge of the park adjacent to the BeltLine corridor. The parcels along J.E. Boone Boulevard and

Mayson Turner Road contain a medium density (5-to-9 story) mixed-use designation, with slightly lower-density (1-to-4 story) mixed-use proposed to the south of J.E. Boone Boulevard.

Other areas of the map are consistent with City of Atlanta recent rezonings and associated plans for future development.



Land uses in the Subarea 10 Master Plan Update closely align with the land uses proposed in the Council District 3 Neighborhood Master Plan.

LAND USE RECOMMENDATIONS

The following are specific geographic areas that are recommended for land use changes based on existing and proposed future conditions:

1. Maddox Park
2. Future BeltLine Corridor
3. J.E. Boone Boulevard Corridor
4. Mayson Turner Road
5. Conway Place and J.E. Boone Boulevard

1. Maddox Park

- *Increase park space west of Maddox Park to be consistent with the Proctor Creek Greenway*

The vacant parcels to the immediate west of Maddox Park will be redeveloped as greenspace with the expansion of the Proctor Creek Greenway.

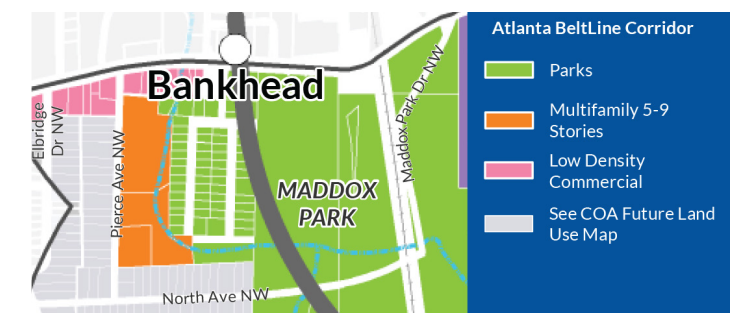


Image: Maddox Park - Proposed Land Use
Source: the Collaborative, Inc.





2. Future BeltLine Corridor

- Convert industrial properties east of Maddox Park to multifamily 5-9 stories with proper transitions to single-family

The recommendation to provide medium-density multifamily east of Maddox Park along portions of the BeltLine corridor is based on recent City of Atlanta rezonings, public feedback and conversations with the City. Providing mixed-use south of the multifamily parcels will promote vitality and encourage transportation alternatives to driving. Encouraging density along the corridor directs population growth and helps to preserve surrounding stable single-family communities.

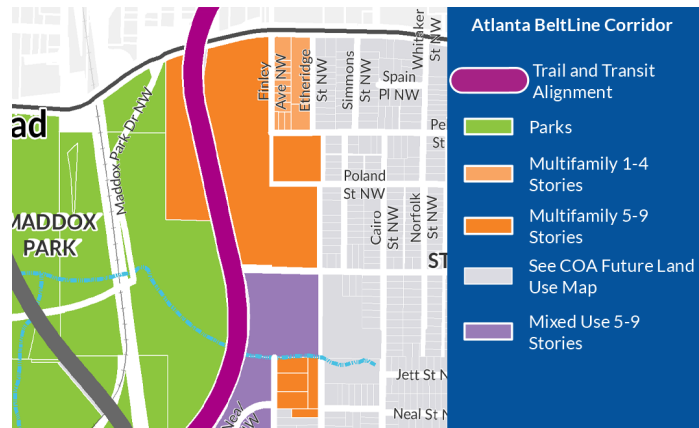


Image: Future BeltLine Corridor - Proposed Land Use
Source: the Collaborative, Inc.

3. J.E. Boone Boulevard Corridor

- Incorporate medium-density mixed-use (MU 5-9 stories) and low-density mixed-use (MU 1-4 stories) along J.E. Boone Blvd. from Chappell Rd. to the future BeltLine corridor

The recommendation to promote mixed-use along J.E. Boone Boulevard is based on recommendations outlined in the D3 Westside Revive Plan, the 2010 BeltLine Subarea Master Plan, and the City of Atlanta's Land Use Map. Planned road developments will complement the revitalization potential of this corridor.



Image: J.E. Boone Boulevard Corridor - Proposed Land Use
Source: the Collaborative, Inc.

4. Mayson Turner Road

- Increase the number of medium-density mixed-use (5-9 stories) and multifamily (1-4 stories) properties to the southwest of Maddox Park

The recommendation to expand the existing number of multifamily parcels and incorporate new mixed-use is based upon the 2010 Subarea 10 Master Plan, the recommendations proposed in the recently-adopted D-3 Westside Revive Plan and the community's desire to include a mix of owner-occupied and rental housing in the subarea. This corridor once provided a vibrant "missing middle" housing stock, and the return of multifamily units will address the current housing need.

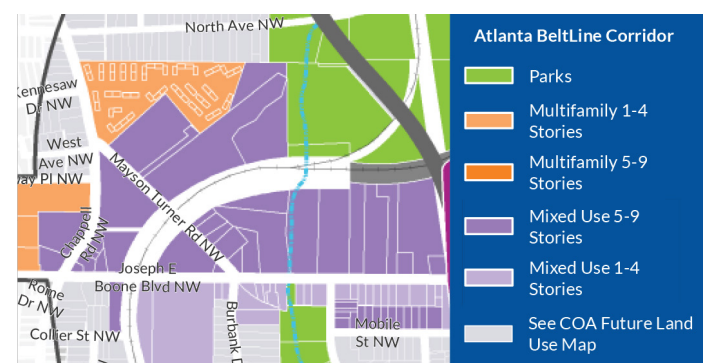


Image: Mayson Turner Road - Proposed Land Use
Source: the Collaborative, Inc.

5. Conway Place and J.E. Boone Boulevard

- Expand the number of multifamily parcels by converting vacant land off J.E. Boone Blvd. to multifamily 1-4 Stories on the southern side of Boone



The low-density multifamily designation is based upon previous plans and the community's desire to transform vacant land into multifamily units. An increase in multifamily units will expand the range of rental/housing options in the subarea.

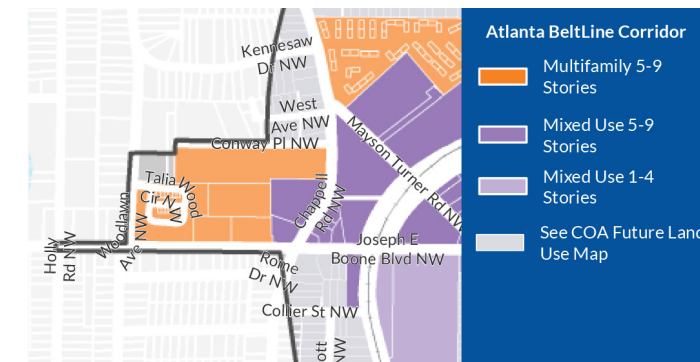


Image: Conway Place and J.E. Boone Boulevard - Proposed Land Use
Source: the Collaborative, Inc.



[See the Future Land Use map](#)

LAND USE AND URBAN DESIGN

Land Use and Urban Design are essential components of the community revitalization process. Land Use is the designation of certain areas or parcels of land for specific uses. Urban Design is the process of shaping the physical setting of the community with regards

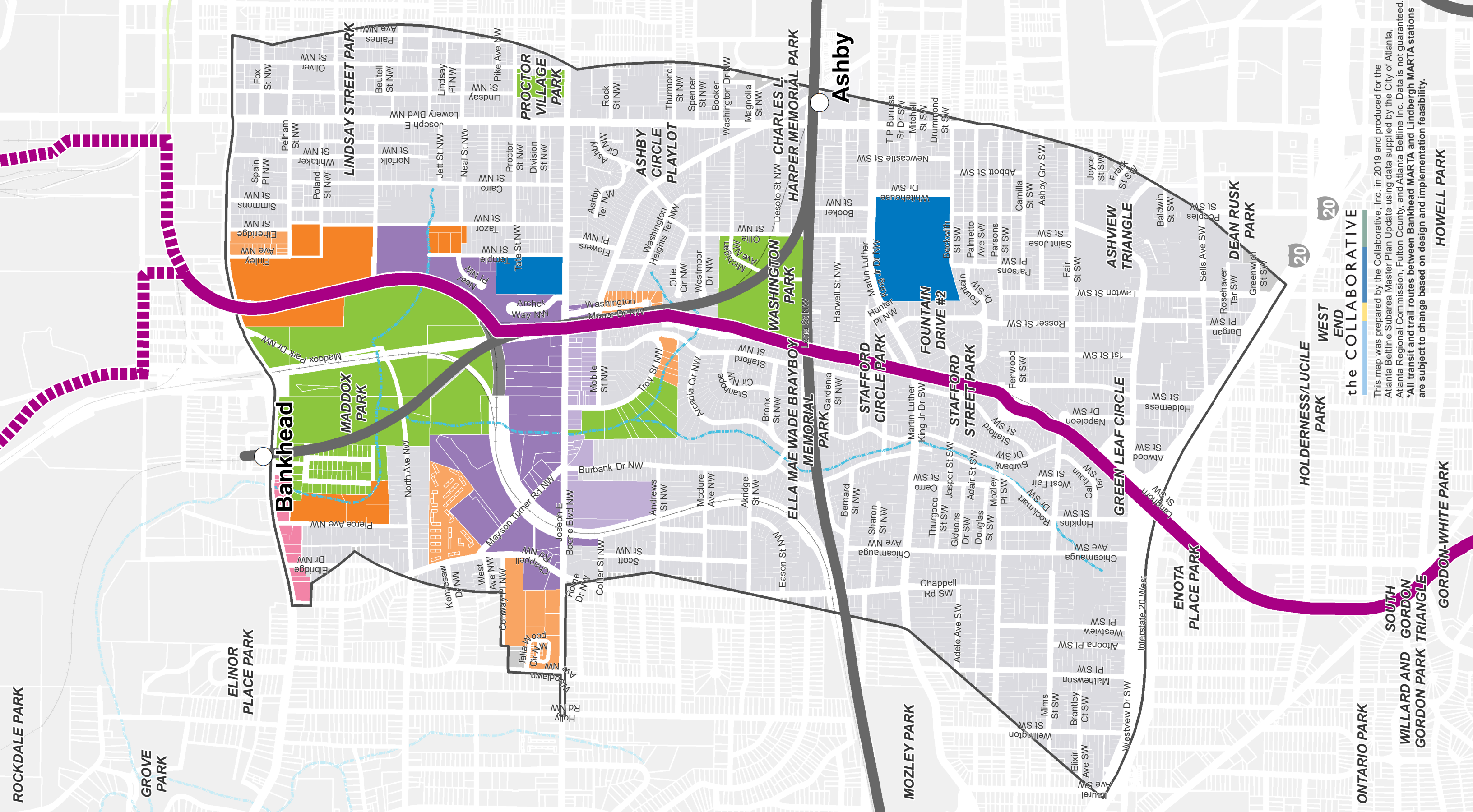
to the design of buildings, spaces and landscapes. The combination of land use and urban design in the context of the Atlanta BeltLine works to provide a framework for transit-oriented development that supports mixed-use development, mobility, walkability and preservation within the confines of the established neighborhoods with which it exists.

The renderings that follow represent what can be achieved when high-quality urban design standards are implemented in the context of new development. Such design techniques result in an improved sense of place and include:

- Activation of the street edge
- Conversion of former rail to multi-use trail
- Outdoor seating/dining
- Plant material to provide shade and serve as a barrier to vehicular traffic
- Renovation of existing buildings with various facade improvements

The BeltLine Overlay District is a City of Atlanta Zoning District established in 2007 to create urban design regulations to guide development within the BeltLine planning area. The Overlay helps to preserve





Future Land Use

Atlanta BeltLine Subarea 10

- Atlanta BeltLine Corridor**
- Trail and Transit Alignment
 - Trail and Transit Alignment Option
 - Westside Greenway
 - Connector Trail
 - Parks
 - Multifamily 1-4 Stories
 - Multifamily 5-9 Stories
 - Mixed Use 5-9 Stories
 - Mixed Use 1-4 Stories
 - Low Density Commercial
 - Community Facilities
 - Transportation, Comm. and Utilities
 - See COA Future Land Use Map



1 inch = 900 feet

0 225 450 900 Feet



the COLLABORATIVE

This map was prepared by the Collaborative, Inc. in 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 is not guaranteed. *All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.



the integrity of the Atlanta BeltLine corridor and the adjacent communities while improving the pedestrian and transit orientation of new development. It is a tool that can be used to ensure that community character is acknowledged and preserved.

The BeltLine Overlay District standards focus primarily on the creation of pedestrian-oriented building forms consistent with local scale and character in addition to urban streetscapes.

RECOMMENDED DEVELOPMENT CONCEPTS

Much of Subarea 10 has the potential to be redeveloped in a manner that is compatible with community desires.

Development concepts include:

- *Infill Development*
- *Transit-Oriented Development*
- *Adaptive Reuse*



Infill Development

Urban infill prevents sprawl and leads to the creation of walkable communities, which in turn has a positive effect on the environment through improved air quality. Infill development is economically beneficial since it encourages growth in areas where existing infrastructure is already in place. The large amount of vacant land and parcels that contain dilapidated structures located within the subarea presents an opportunity for future infill development. Infill development is the redevelopment of land in an urban environment to new construction. These properties offer the opportunity for additional housing, commercial and office development which can be more affordable. They can enhance the street edge with landscaping and sidewalk improvements. Historic preservation can also be implemented as a form of infill development to provide usable and attractive buildings on existing developed land.

Transit-Oriented Development (TOD)

The Atlanta BeltLine seeks to create walkable, compact transit-oriented development along the BeltLine corridor. Using TOD principles around existing MARTA bus and rail stops, as applicable, future streetcar stations and the Atlanta BeltLine corridor will accommodate growth at moderate to high densities, transitioning to existing single-family and low-rise residential areas. Transit-oriented development projects often include multifamily residential and office units, retail and restaurant spaces, and even hotels. A proposed 15-acre mixed-use development is planned east of Maddox Park. It will be built adjacent to the future BeltLine trail to promote walkability and alternative forms of transportation.

Adaptive Reuse

Adaptive reuse refers to the process of reusing an existing building for a purpose other than that for which it was originally built. Residents' need for restaurant and retail options could be met by retrofitting vacant or under-utilized industrial and commercial buildings into thriving restaurant and retail destinations. Employing flexible building typologies is another way to plan for the conversion of non-commercial buildings into

commercial destinations. Adaptive reuse is an effective way to preserve historic structures while avoiding high costs associated with new construction.

IMPLICATIONS OF GROWTH AND DEVELOPMENT ON INVOLUNTARY DISPLACEMENT

The Subarea 10 community ranked affordable housing as a top priority throughout the public engagement process. Affordable housing refers to housing that is no more than 30% of a family's annual income. Concerns related to the implications of growth and development on housing costs stem from the growing desirability of Subarea 10 and reflect many of the same reasons why current residents value living in the community.

While land use and zoning regulations are useful, these regulations can impact housing by unintentionally or inadvertently raising housing costs and preventing certain types of housing from occurring in specific areas. Increased rents and the inability to pay monthly mortgages can lead to the involuntary displacement of individuals. Certain zoning amendments can be used to address housing concerns associated with rising mortgages and rents. For example, the allowance of accessory dwellings within residential districts provides a cheaper rental option compared to most multifamily residential housing units. Similarly, the new MR-MU District allows older and smaller multifamily residential buildings to remain in residential areas, providing a much cheaper rental option as compared to the cost of new construction.

In addition, cultural displacement can occur as a result of gentrification and other market forces when members of a community choose to move because their neighbors and local businesses have left the areas in which they live. One way to address cultural displacement is to implement arts and cultural initiatives and small business initiatives along the BeltLine corridor to ensure that local history is preserved and businesses aren't involuntary displaced.

The Atlanta BeltLine promotes equitable development to help breakdown longstanding economic and cultural barriers. One key area of implementing equity involves





minimizing displacement and leveraging economic opportunity in a way that stabilizes neighborhoods. In addition to what is listed below, the community made additional recommendations to further stabilize the community, including (1) supporting residents in the creation of an informational resource to help empower and educate residents about how development works to ensure that community desires/needs are achieved when new development occurs; and (2) coordinating with local agencies, governments, schools and non-profits to provide strategic programming for local residents (e.g. job fairs, job-training opportunities, wealth building, etc). In addition, specific housing strategies can be implemented to further address housing concerns.

Equitable and affordable housing strategy recommendations:

- "Missing Middle" housing
- Co-housing
- Senior housing
- Mixed-income housing
- Mix of owner-occupied and rental housing
- Continued conversations with the community
- Homeowner and Senior Tax Exemptions and other housing programs
- Subsidies to create new affordable housing
- Develop strategies around purchasing land for affordable housing
- Educational outreach to include:
 - Renters Rights
 - Appealing Property Tax Assessments
 - How to lower Property Taxes
 - How to Buy a Home

Mixed-income housing that meets the needs of a range of incomes from 30% to 80% of area median income (AMI) will be needed and will require a collaborative effort from both public housing agencies and private partners. Likewise, neighborhood stabilization tools such as federally funded homeowner rehabilitation

programs or programs/funds that can be used to offset increased property taxes must be evaluated to help existing homeowners. Effectively meeting the housing needs of the diverse groups of individuals that make up the Subarea 10 community will lead to healthy growth within the subarea. The BeltLine's focus on inclusive growth without displacement will be particularly key in Subarea 10 where populations vulnerable to displacement will be sensitive to increasing housing costs.

STRATEGIES AND IMPLEMENTATION PRIORITY RECOMMENDATIONS

After the original Master Plan goals were revised based on public comments, strategies associated with each goal were developed. The strategies focus on how to accomplish each goal. Strategies were the starting point for defining implementable Action Items.

The following Land Use Strategies & Implementation Priority Recommendations Chart is comprised of Action Items that accomplish the respective goals. The priority ranking identifies the items ranked highest by the community. The items designated as priority 1 reflect the items that the community believes should be implemented first.

The items in the chart are proposed projects. Estimated project costs and funding availability were not identified, but can be used as a resource for future projects for the responsible agencies.



Image: Existing Single Family Homes
Source: Project Team



STRATEGIES & IMPLEMENTATION PRIORITY RECOMMENDATIONS		PRIORITY					TIMEFRAME	RESPONSIBLE PARTY
		1	2	3	4	5		
LAND USE	GOAL 1: PROMOTE TRANSIT-ORIENTED MIXED-USE DEVELOPMENT	Develop regulations that reduce the minimum parking requirements					COMPLETE - Adopted in 2019	Department of City Planning
		Evaluate the adoption of incentives or regulations that require developments to construct surface parking as an interim phase, and that call for future phases to incorporate structured parking					Mid-Term	Department of City Planning
		Evaluate the adoption of incentives or regulations that require developments to construct lower floor multifamily units in a manner that allows the conversion to commercial uses in the future					Mid-Term	Department of City Planning
		Land Use Change: Convert industrial properties east of Maddox Park to multifamily 5-9 stories with proper transitions to single-family					Short-Term	Department of City Planning
		Land Use Change: Incorporate medium-density mixed-use (MU 5-9 stories) and low-density mixed-use (MU 1-4 stories) along Boone Blvd. from Chappell Road to the future BeltLine corridor					Short-Term	Department of City Planning
	GOAL 2: CREATE LIVABLE ACTIVITY CENTERS	Develop an incentive program that promotes the adaptive reuse of properties that support job creation					Short-Term	Department of City Planning/Economic Development Staff
		Develop program to collaborate with area schools and institutions such as the AU Center and Georgia Tech that focuses on job training and job creation					Short-Term	City of Atlanta, Area Schools, Westside Future Fund, Atlanta BeltLine
	GOAL 3: STRENGTHEN EMPLOYMENT AND COMMERCIAL CENTERS	Develop an incentive program that promotes the introduction of neighborhood retail services					Short-Term	Department of City Planning, Economic Development Staff, Invest Atlanta
	GOAL 4: PRESERVE AND PROTECT HISTORIC, NATURAL AND CULTURAL RESOURCES	Evaluate ways to promote the preservation of historic structures					Short-Term	Department of City Planning



STRATEGIES & IMPLEMENTATION PRIORITY RECOMMENDATIONS			PRIORITY					TIMEFRAME	RESPONSIBLE PARTY
			1	2	3	4	5		
LAND USE	GOAL 8: PROMOTE AFFORDABLE HOUSING	Implement zoning regulations that encourage a variety of housing options such as allowing rental apartments in homes						Short-Term	Department of City Planning
		Land Use Change: Increase the number of medium-density mixed-use (5-9 stories) and multifamily (1-4 stories) properties to the southwest of Maddox Park						Short-Term	Department of City Planning
		Land Use Change: Expand the number of multifamily parcels by converting vacant land off of J.E. Boone Blvd. to multifamily 1-4 Stories						Short-Term	Department of City Planning

Short-Term = 0-3 Years
Mid-Term = 4-10 Years
Long-Term = 10+ Years



Image: Mural, SA10
Source: the Collaborative, Inc.



FUTURE MOBILITY

Enhanced mobility is important to the Subarea 10 community as it is a key area where residents expressed the desire to have their resources focused. The need to improve existing infrastructure while enhancing connectivity was regularly cited at the Study Group meetings. While the future transportation framework is built upon the original Master Plan recommendations and projected growth trends, recommended transportation projects are further based on community and stakeholder input. The mobility recommendations set forth in relevant plans such as D3: Westside Revive and the Atlanta Streetcar Plan also play an important role in the Subarea Master Plan recommendations. Mobility improvements are intended to promote non-vehicular travel throughout the subarea, with an emphasis on access to/from the future BeltLine corridor.

MOBILITY RECOMMENDATIONS

The following mobility recommendations are based on the assessment of existing conditions and feedback received from the community. Recommendations are outlined in greater detail in the paragraphs to follow.

1. Bicycle and Pedestrian Mobility:

- Add ADA curb ramps to intersections with sidewalks that are non-compliant
- Improve pedestrian at-grade rail crossings on J.E. Boone Boulevard, Mayson Turner Road and Chappell Road (prior to street upgrades)
- Evaluate adding sidewalks on Chicamauga Avenue to provide improved pedestrian access
- Repair/replace portions of sidewalk along major corridors
- Continue Proctor Creek Greenway south under D.L. Hollowell Parkway to and through Maddox Park
- Evaluate connecting North Avenue east of the BeltLine and North Avenue west of the BeltLine
- Complete bike route along J.E. Boone Boulevard
- Improve bike and pedestrian connections along Lena Street, at the Ashby MARTA station, the BeltLine, and the Lionel Hampton Trail

2. Vehicular:

- Implement planned streetcar/LRT/BRT routes along D.L. Hollowell Parkway, J.E. Boone Boulevard, J.E. Lowery Boulevard, and Westview Drive
- Evaluate Street Retrofit: J.E. Lowery Boulevard from D.L. Hollowell Parkway to Mayson Turner Road – convert from 3 lanes to 2 lanes with 5-foot-wide bike lanes
- Evaluate continuing Street Retrofit: J.E. Boone Boulevard – convert from 3 lanes to 2 lanes with bike lanes in R.O.W from J.E. Lowery Boulevard to railroad crossing
- Streetscape/Complete Streets Projects: D.L. Hollowell Parkway, J.E. Boone Boulevard, Mayson Turner Road, J.E. Lowery Boulevard, and North Avenue
- Evaluate various intersection improvements
- Add all-way pedestrian phase to signal at J.E. Lowery Boulevard and MLK Jr. Drive
- Add pedestrian lead time to phasing of signal at Boone Boulevard and J.E. Lowery Boulevard
- Evaluate the need for traffic calming measures on Westview Drive in the vicinity of Lawton Drive

3. Street Framework:

- Evaluate connecting North Avenue east of the BeltLine and North Avenue west of the BeltLine
- Keep Street Framework Plan consistent with recommendations outlined in recent plans such as D3: Westside Revive and the Westside Land Use Framework Plan

PEDESTRIAN CIRCULATION

Residents have expressed a major need for more sidewalks in the subarea. There is also a strong desire/need for a pedestrian connection to the BeltLine along Fair Street, and for more sidewalks throughout the entire corridor. The City of Atlanta is performing a citywide street and sidewalk analysis projected to be completed in 2021. Many of the future sidewalk projects in Subarea 10 are designed to address safety concerns expressed by residents. Other sidewalk





projects are intended to fill gaps in the existing sidewalk system or provide ADA-compliant curb ramps at select intersections where they are missing. These improvements would provide a near-term increase in non-motorized mobility and access to transit. In conjunction with the development of the BeltLine, implementing these improvements would allow for much greater pedestrian mobility compared to current conditions.

The Circulation Plan - Bicycle and Pedestrian Map illustrates proposed sidewalks on the following roads:

- Chappell Road
- Chickamauga Street

Adding sidewalk along these streets would address community concerns related to safety and walkability. In addition to sidewalks, ADA-compliant curb ramps and appropriate pedestrian crosswalks are needed on:

- Westview Drive
- J.E. Lowery Boulevard
- Chappell Road

Intersections and streets with volumes of pedestrian traffic can implement safety measures to better control the flow of people. The chart below highlights the safety measures recommended for specific subarea streets.

STREET NAME	SIDEWALK	ADA CURB RAMP	AT-GRADE RAIL CROSSING	DIAGONAL CROSSING	SPEED TABLE
Chappell Rd.	●	●	●		
Chickamauga St.	●				
J.E. Boone Blvd.			●		
J.E. Lowery Blvd.		●		●	
Lawton St.					●
Mayson Turner Rd.			●		
MLK Jr. Dr.				●	
Westview Dr.		●			●

MULTI-USE TRAILS

In addition to sidewalks, multi-use trails can be used by pedestrians for recreational as well as transportation purposes. A multi-use trail extending from North Avenue is recommended for direct access to the BeltLine corridor. Such a trail would serve BeltLine users in addition to those accessing the future Proctor Creek Greenway through Maddox Park.

★ [See the North Avenue cross-sections](#)

While the Northwest BeltLine corridor from Washington Park to Donald Lee Hollowell Parkway has yet to be formally designed/engineered, the Washington Park community has expressed the desire for an access point at Washington Heights Terrace NW through McAllister Road (a dead-end street) to the Corridor. The feasibility of this request will have to be vetted and determined during the design/engineering phase of the Northwest Corridor, which will happen through a public process in the future.

BICYCLE CIRCULATION

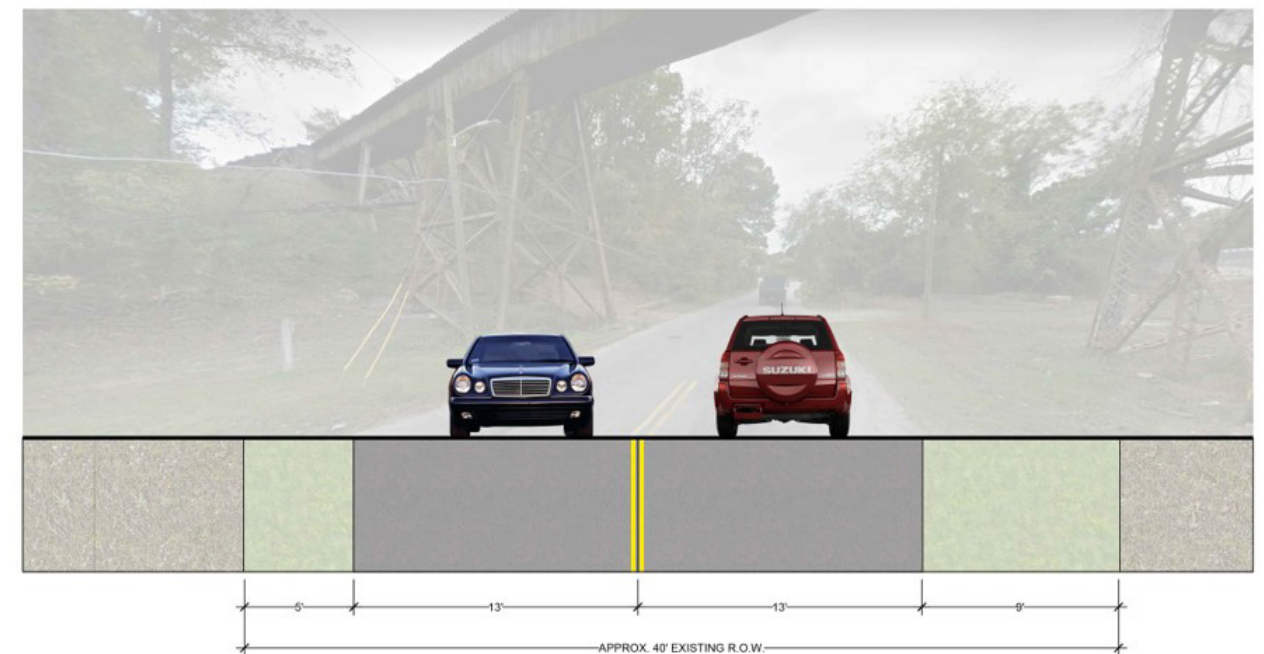
The introduction of dedicated bicycle lanes along thoroughfares throughout the subarea is controversial among subarea residents. Bike lanes define road space for bicycles and cars, promoting a safer and more orderly flow of traffic. Conversely, they often result in decreased speed limits, narrowed lane widths and decreases in the number of travel lanes.

The optimum way to incorporate bike lanes will vary, depending upon factors such as the right-of-way and travel lane widths, speeds and traffic counts. The implementation of bike lanes requires a thorough community engagement process handled through the City's Renew Atlanta Bond program and Transportation Special Purpose Local Option Sales Tax (TSPLOST) program. The Renew Atlanta Bond program is designed to address critical infrastructure improvements without raising taxes. The City's TSPLOST program is a 4/10 penny sales tax increase approved by Atlanta voters to fund significant citywide transportation projects.

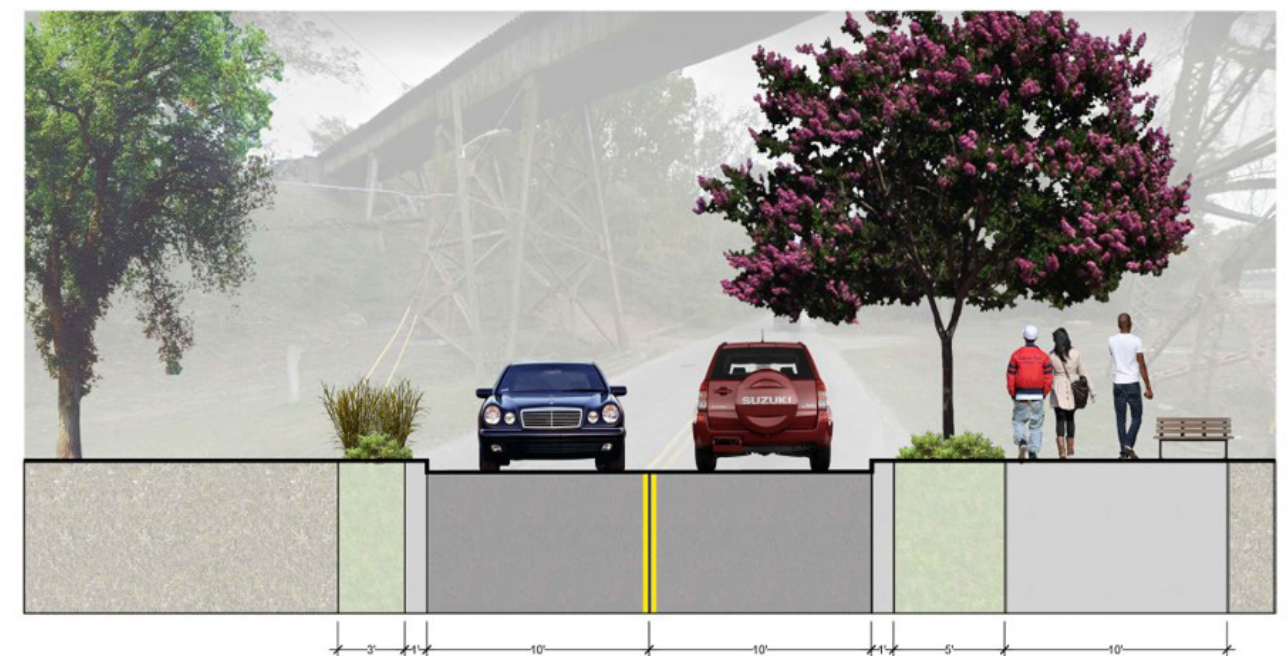
The continuation of bike lanes is recommended along D.L. Hollowell Parkway from Gary Avenue to West



NORTH AVE. - EXISTING STREET CONDITION



NORTH AVE. - PROPOSED STREET CONDITION



Cross-sections: Existing and Proposed Conditions on North Avenue
Source: the Collaborative, Inc.





Lake Avenue. In addition, bike lanes were recently constructed along J.E. Boone Boulevard as part of a larger Complete Streets Program. Complete Streets are roads that have been designed to accommodate pedestrians, bicyclists, motorists, and transit riders safely. In addition, a proposed street retrofit along J.E. Lowery Boulevard would result in conversion of a 3-lane road to a 2-lane road with 5-foot-wide bike lanes on both sides.



Image: Complete Street
Source: Atlanta BeltLine, Inc.



[See the J.E. Lowery Boulevard cross-sections](#)



[See the Circulation Plan - Bicycle and Pedestrian map](#)

VEHICULAR CIRCULATION

Future Subarea 10 mobility improvements would address a variety of vehicular concerns defined by the public. Such concerns, or mobility deficiencies, include:

- Poor infrastructure
- Abundant flooding on streets/poor drainage conditions
- Dangerous road conditions east of Maddox Park
- Lack of safe transit options

Streetscape improvements are recommended to better accommodate safety, turning movements and ease of travel along:

- D. L. Hollowell Parkway
- North Avenue west of Maddox Park

Intersection improvements are recommended at the following crossings to further enhance safety:

- D.L. Hollowell Parkway and Gary Avenue
- D.L. Hollowell Parkway and J.E. Lowery Boulevard
- J.E. Boone Boulevard and Chappell Road
- J.E. Boone Boulevard and Mayson Turner Road
- J.E. Boone Boulevard and J.E. Lowery Boulevard
- J.E. Boone Boulevard and M.L.K. Jr. Drive
- Westview Drive and Langhorn Street
- Westview Drive and Lawton Street

J.E. Boone Boulevard was recently resurfaced and upgraded to include sidewalks, bike lanes, street trees and bioswales as part of a Complete Streets Program. A street retrofit along J.E. Lowery Boulevard would result in similar improvements.



[See the Circulation Plan - Vehicular map](#)

A DETAILED STREET FRAMEWORK

The purpose of the street framework plan is to provide a street grid that provides robust pedestrian, bicycle and transit mobility and access while decreasing vehicular dependency. The limited street grid within Subarea 10 results in increased pressure on existing north/south and east/west streets. However, due to several constraints, it is unlikely that a significant improvement to the street grid across the subarea can be accomplished.

As a result, street framework recommendations mirror those proposed in the 2010 Master Plan. Differences are seen in the type of street proposed, a single-family street type. The single-family street type that is recommended in this plan supports a lower level of vehicular traffic. This street type is reflective of a 2-lane road with 10-foot-wide travel lanes and 5-foot-wide sidewalks. Street trees and on-street parking could be accommodated in areas with a wider right-of-way.

The number of neighborhood street connections is further based upon feedback received at community meetings in addition to the street framework recommendations proposed in the Council District 3 Neighborhood Plan.



[See the Street Framework Plan map](#)

BELTLINE FUTURE TRANSIT

Transit is the priority mode of transportation along the BeltLine. At its center is the Atlanta BeltLine Loop streetcar line, which will eventually run along the 22-mile corridor and integrate into the planned 50-mile, comprehensive citywide transit system. This system is detailed in the Atlanta Streetcar System Plan. The BeltLine loop will provide a direct transit connection to neighborhoods, parks, schools and other destinations along and near the corridor. It will also tie into the MARTA bus and rail system at existing stops, stations and infill MARTA stations, where fiscally prudent.

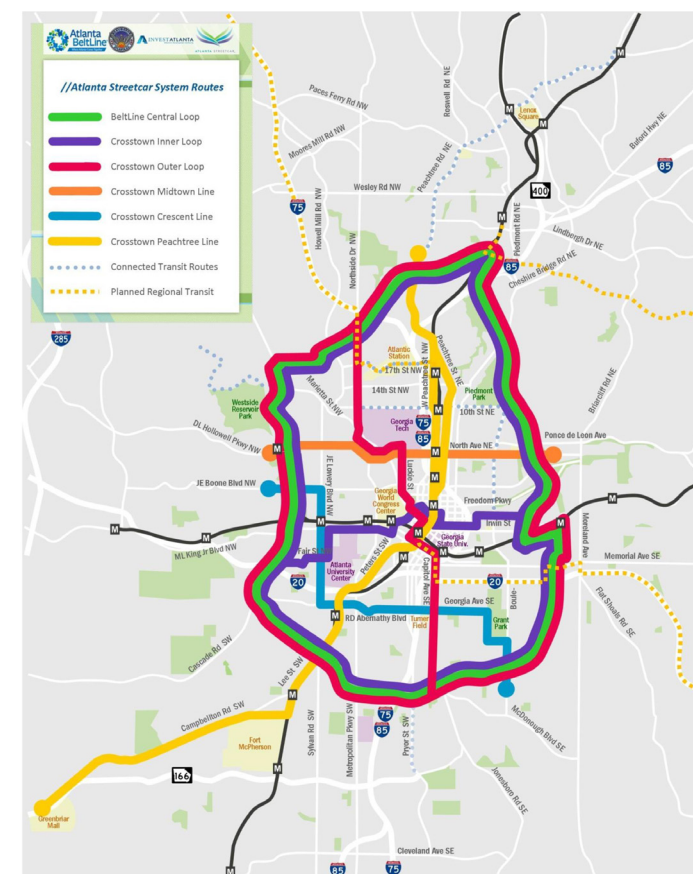


Image: Atlanta Streetcar Systems Routes
Source: Atlanta BeltLine Inc.

Significant community support was expressed for the Atlanta Streetcar System Plan (SSP) along the BeltLine corridor. Transit improvements will improve the lives of transit-dependent populations, including those

without private transportation, the elderly, youths and persons below the poverty or median income levels defined by the U.S. Census Bureau.

All areas along the Atlanta BeltLine corridor are home to transit-dependent residents, with some of the highest numbers found in the Westside Study Group Area, of which Subarea 10 is a part. The addition of the Atlanta Streetcar service would positively impact the transit-dependent population living in the subarea by creating opportunities for enhanced access to jobs and services.

Transit-supportive land uses must be established to maximize the success of the future streetcar. Transit-oriented development (TOD) around existing MARTA bus and rail stops and future streetcar stations will result in moderate-to-high-density development along the BeltLine corridor.



Image: Atlanta Streetcar
Source: Wikimedia Commons, Creator: Picasa





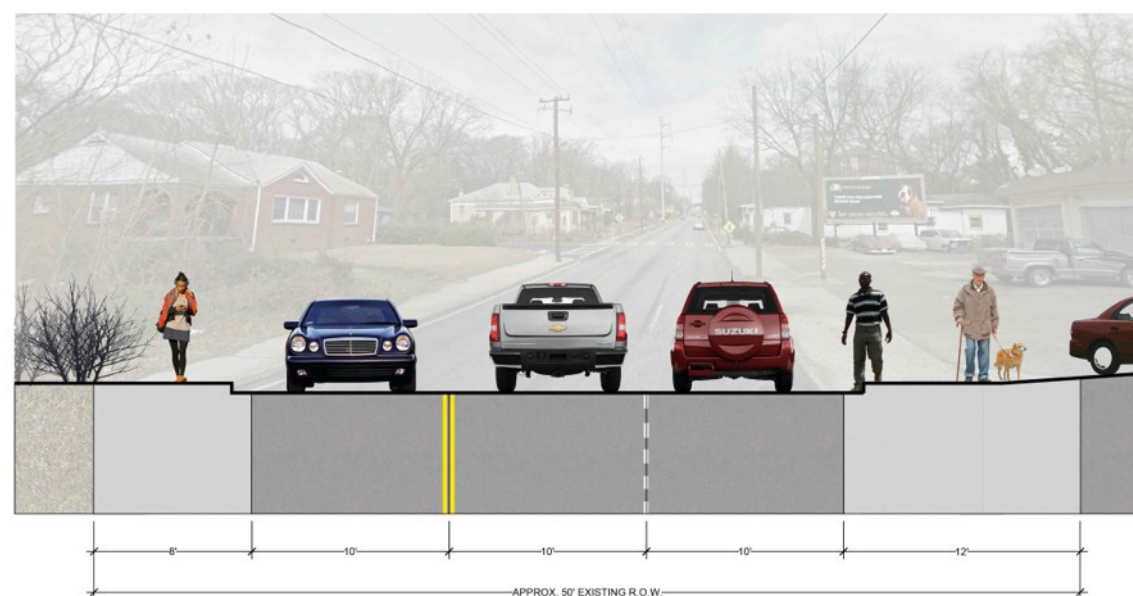
Cross-section: Bird Electric Scooters
Source: Wikimedia Commons

ALTERNATIVE MODES OF TRANSIT

In recent years, transportation choices have expanded for Atlanta residents. Electric scooters and bicycles and other shareable transportation devices are now commonly seen around town. These shareable e-bikes and e-scooters are rented through an App that charges users by the trip. Riders must adhere to City regulations that are intended to protect riders while promoting roadway safety.

In September of 2019, roughly 415,000 scooter trips, covering a total of 407,000 miles were recorded. As electric devices become more heavily utilized, scooter and bike parking and riding in heavily visited pedestrian areas will need to be proactively addressed. Street and sidewalk widths should be designed to accommodate the growing number of people who will continue to use alternative modes of transportation.

JOSEPH E. LOWERY BLVD. - **EXISTING** STREET CONDITION



Cross-sections: Existing Conditions on J.E. Lowery Blvd.
Source: the Collaborative, Inc.

JOSEPH E. LOWERY BLVD. - **PROPOSED** STREET CONDITION



Cross-section: Proposed Conditions on J.E. Lowery Boulevard (Option A)
Source: the Collaborative, Inc.

JOSEPH E. LOWERY BLVD. - **PROPOSED** STREET CONDITION

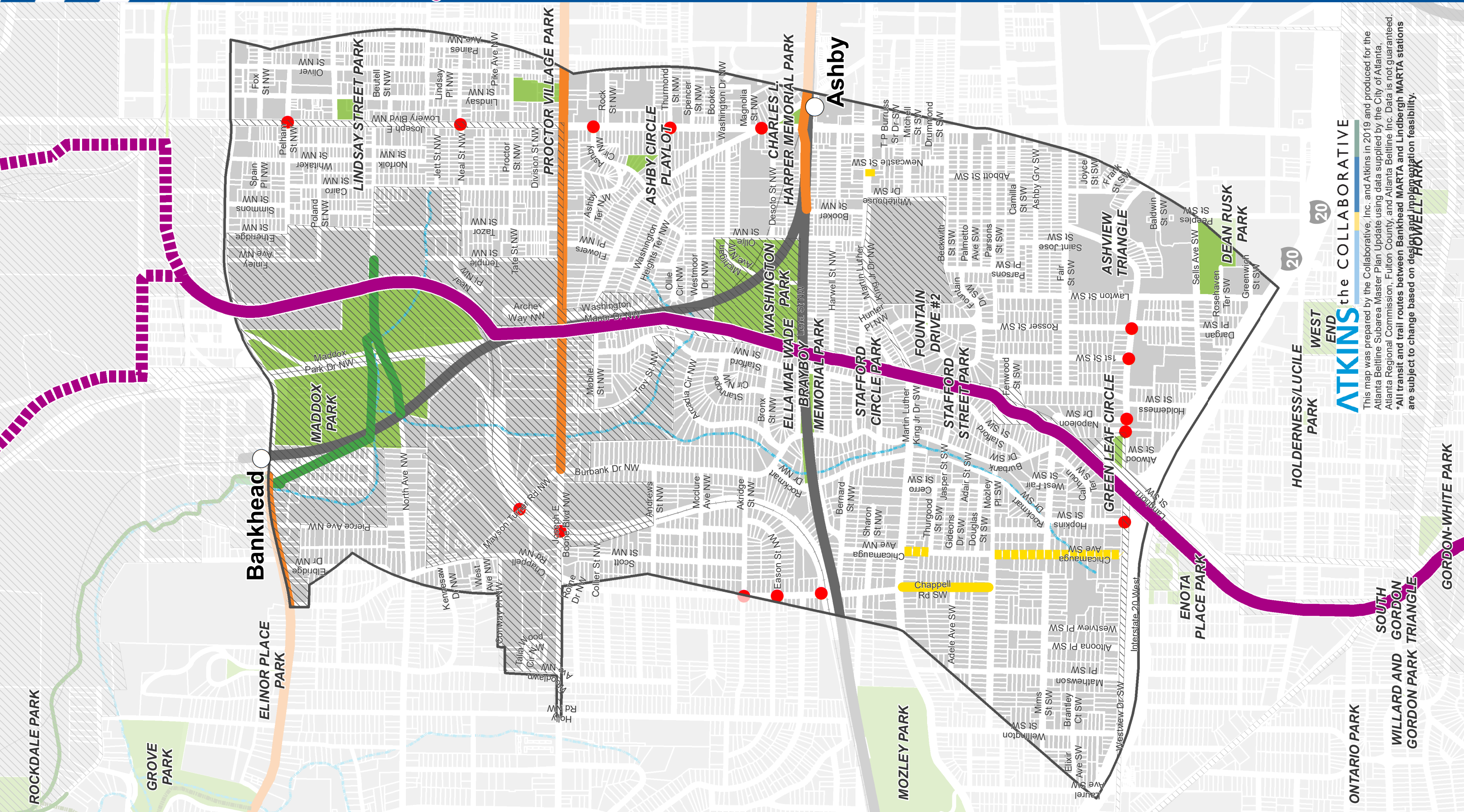


Cross-section: Proposed Conditions on J.E. Lowery Boulevard (Option B)
Source: the Collaborative, Inc.

Atlanta
BeltLine
Subarea 10

1 inch = 900 feet

0 225 450 900 Feet



ROCKDALE PARK

GROVE PARK

ELINOR PLACE PARK

Bankhead

MADDOX PARK

LINDSAY STREET PARK

PROCTOR VILLAGE PARK

ASHBY CIRCLE PLAYLOT

WASHINGTON PARK

CHARLES L. HARPER MEMORIAL PARK

MEMORIAL PARK

Ashby

STAFFORD CIRCLE PARK

MOZLEY PARK

FOUNTAIN DRIVE #2

STAFFORD STREET PARK

GREEN LEAF CIRCLE

ENOTA PLACE PARK

DEAN RUSK PARK

HOLDERNESS/LUCILE PARK

ONTARIO PARK

SOUTH WILLARD AND GORDON GORDON PARK TRIANGLE

GORDON-WHITE PARK

Circulation Plan - Vehicular

Atlanta BeltLine Subarea 10

- Atlanta BeltLine Corridor
- Trail and Transit Alignment
- Trail and Transit Alignment Option
- Westside Greenway
- Connector Trail
- Circulation Vehicular
- Streetscape Improvements
- Retrofit Avenue
- Trolleyline
- Intersection Improvement
- MARTA Stations
- MARTA Rail Line
- River/Creek
- Railroad
- Parks
- Tax Allocation District (TAD)



1 inch = 900 feet
0 210 420 840 Feet



ATKINS the COLLABORATIVE

This map was prepared by the Collaborative, Inc. and Atkins in 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 is not guaranteed. *All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.

ROCKDALE PARK

GROVE PARK

ELINOR PLACE PARK

Bankhead

MADDOX PARK

LINDSAY STREET PARK

Atlanta BeltLine Subarea 10

- Atlanta BeltLine Corridor
- Trail and Transit Alignment
 - Trail and Transit Alignment Option
 - Westside Greenway Connector Trail
 - Street Framework Plan
 - Street-Single Family
 - MARTA Stations
 - MARTA Rail Line
 - Railroad
 - River/Creek
 - Parks
 - Tax Allocation District (TAD)

PROCTOR VILLAGE PARK

ASHBY CIRCLE PLAYLOT

WASHINGTON PARK

CHARLES L. HARPER MEMORIAL PARK

Ashby

MAE WADE BRAYBOY MEMORIAL PARK

STAFFORD CIRCLE PARK

FOUNTAIN DRIVE #2

STAFFORD STREET PARK

FOUNTAIN DRIVE #1

GREEN LEAF CIRCLE

ENOTA PLACE PARK

HOLDERNESS/LUCILE PARK

20

WEST END

ONTARIO PARK

WILLARD GORDON AND GORDON PARK

SOUTH GORDON TRIANGLE

GORDON-WHITE PARK

ATKINS the COLLABORATIVE

This map was prepared by the Collaborative, Inc. and Atkins in 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 is not guaranteed. *All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.



1 inch = 900 feet
0 220 440 880 Feet





STRATEGIES AND IMPLEMENTATION PRIORITY RECOMMENDATIONS

After the original Master Plan goals were revised based on public comments, strategies associated with each goal were developed. The strategies focus on how to accomplish each goal. Strategies were the starting point for defining implementable action plan items.

The Mobility Strategies & Implementation Priority Recommendations Chart lists Action Items that accomplish the respective goals. The priority ranking identifies the items ranked highest by the community. The items designated as priority 1 reflect the items that the community believes should be implemented first.

The items in the chart are proposed projects. Estimated project costs and funding availability were not identified, but can be used as a resource for future projects for the responsible agencies.



Image: Pedestrian Bridge over Roadway
Source: the Collaborative, Inc.



STRATEGIES & IMPLEMENTATION PRIORITY RECOMMENDATIONS		PRIORITY					TIMEFRAME	RESPONSIBLE PARTY
		1	2	3	4	5		
MOBILITY	GOAL 9: PROMOTE TRANSPORTATION NETWORK CONNECTIVITY	Initiate a study that defines viable connections across the rail corridor using the Upper Westside LCI as a starting point					Short-Term	Department of City Planning, City Department of Transportation
		Evaluate the institution of regulations that require new developments to promote connectivity and incorporate improvements that enhance the public street grid					Mid-Term	Department of City Planning, Department of Transportation
		Continue Proctor Creek Trail south under D.L. Hollowell Pkwy. to and through Maddox Park					Long-Term	City of Atlanta, Emerald Corridor Foundation, PATH Foundation
		Complete bike route along J.E. Boone Blvd.					Under Construction	City Department of Transportation
		Evaluate street retrofit: J.E. Lowery Blvd. from D.L. Hollowell Blvd. to Mayson Turner Rd. - Convert from 3 lanes to 2 lanes with 5 ft. wide bike lanes					COMPLETE - Renew Atlanta/TSPLOST	City Department of Transportation
		Evaluate continuing street retrofit: J.E. Boone Blvd. - Convert from 3 lanes to 2 lanes with bike lanes in ROW from J.E. Lowery Blvd. to railroad crossing					COMPLETE - Cycle Atlanta Phase 1.0 Study	City Department of Transportation
		Streetscape/Complete Streets Projects: D.L. Hollowell Pkwy., J.E. Boone Blvd., Mayson Turner Rd., J.E. Lowery Blvd. and North Ave.					Ongoing - Annual Budget Prioritization	Department of City Planning, Department of Transportation
		Evaluate connecting North Ave. east of the BeltLine and North Ave. west of the BeltLine					Long-Term	City Department of Transportation
	GOAL 10: PROMOTE MULTI-MODAL TRANSPORTATION CHOICES AND COORDINATE	Institute requirements for new development to provide a transit plan that incorporates connections to transit, encourages transit use and requires the installation of appropriate infrastructure such as bus shelters					Mid-Term	Department of City Planning, Department of Transportation
		Require all new developments to incorporate "Complete Streets" standards					Short-Term	Department of City Planning, Department of Transportation
		Complete planned streetcar/LRT/BRT routes along D.L. Hollowell Pkwy, J.E. Boone Blvd., J.E. Lowery Blvd. and Westview Drive					Long-Term	City Department of Transportation, Atlanta BeltLine
	GOAL 11: PROVIDE TRAILS AND PEDESTRIAN-FRIENDLY STREETS TO IMPROVE NEIGHBORHOOD WALKABILITY AND SAFETY	Advance pedestrian and bicycle improvements that connect neighborhoods and amenities					Ongoing - Annual Budget Prioritization	City Department of Transportation
		Advance improvements that provide enhanced access for pedestrians and bikers					Ongoing - Annual Budget Prioritization	City Department of Transportation
		Advance improvements that enhance the sidewalk infrastructure such as handicap ramps, transit shelters, signage and lighting					Ongoing - Annual Budget Prioritization	City Department of Transportation, MARTA
		Improve pedestrian at-grade rail crossings on J.E. Boone Blvd., Mayson Turner Rd. and Chappell Rd. (prior to street upgrades)					Mid-Term	City Department of Transportation
		Add all-way pedestrian phase to signal at J.E. Lowery Blvd. and MLK Jr. Dr.					Mid-Term	City Department of Transportation
		Add pedestrian lead time to phasing of signal at Boone Blvd. and J.E. Lowery Blvd.					Mid-Term	City Department of Transportation
	GOAL 12: IMPROVE TRANSPORTATION SAFETY ALONG MAJOR CORRIDORS WHILE RESPECTING THE URBAN CONTEXT OF THE AREA	Add sidewalks on major corridors that do not have sidewalks or that have intermittent sidewalks					Ongoing - Annual Budget Prioritization	City Department of Transportation
		Add ADA curb ramps to intersections with sidewalks that are non-compliant					Ongoing - Annual Budget Prioritization	City Department of Transportation
		Evaluate various intersection improvements					Short-Term	City Department of Transportation
		Evaluate the need for traffic calming measures on Westview Dr. in the vicinity of Lawton Drive					Short-Term	City Department of Transportation

Short-Term = 0-3 Years

Mid-Term = 4-10 Years

Long-Term = 10+ Years





OPEN SPACE RECOMMENDATIONS

Although the Atlanta BeltLine, Inc. is not responsible for the design or maintenance of City parks, in recent years there has been an increased interest in expanding greenspace and improving access to both existing and planned parks and open spaces. Feedback from local communities led to recommendations regarding improved access to open space resources via multi-use trail connections and/or sidewalks. These open space accessibility recommendations include:

- Continue Proctor Creek Trail south under D.L. Hollowell Parkway to and through Maddox Park
- Evaluate a multi-use trail that would connect North Avenue east of the BeltLine with North Avenue west of the BeltLine through Maddox Park
- Advance pedestrian and bicycle improvements that connect neighborhoods and amenities (such as parks and open space)
- Advance improvements that provide enhanced access (to parks and open space) for pedestrians and bikers



See the Circulation Plan - Bicycle and Pedestrian Map to view proposed connections

STRATEGIES AND IMPLEMENTATION PRIORITY RECOMMENDATIONS

After the original Master Plan goals were revised based on public comments, strategies associated with each goal were developed. The strategies focus on how to accomplish each goal and were the starting point for defining implementable action plan items.

The Open Space Strategies & Implementation Priority Recommendations Chart lists Action Items that accomplish the respective goals. The priority ranking identifies the items ranked highest by the community. The items designated as priority 1 reflect the items that the community believes should be implemented first.

The items in the chart are proposed projects. Estimated project costs and funding availability were not identified, but can be used as a resource for future projects for the responsible agencies.

STRATEGIES & IMPLEMENTATION PRIORITY RECOMMENDATIONS		PRIORITY					TIMEFRAME	RESPONSIBLE PARTY
		1	2	3	4	5		
OPEN SPACE	GOAL 13: ENHANCE CITY PARK RESOURCES	Increase park space west and south of Maddox Park					Long-Term	City of Atlanta
		Fund improvements to existing City park resources					Ongoing - Annual Budget Prioritization	Parks Department
		Advance transportation improvements that provide connections between area neighborhoods and Westside Park					Ongoing - Annual Budget Prioritization	City Department of Transportation
		Develop greenway/trails plan to connect area parks and Westside Reservoir Park					Long-Term	Parks Department, City Department of Transportation, Department of City Planning
		Participate in the Citywide Parks Master Plan					Ongoing (Short-Term)	Parks Department, Subarea 10 Community
	GOAL 14: RECLAIM AND REHABILITATE DEGRADED ENVIRONMENTALLY-SENSITIVE AREAS	Develop regulations that provide a bonus for the consolidation of substantial greenspace into usable pocket parks rather than unusable areas					Mid-Term	Department of City Planning

Short-Term = 0-3 Years
Mid-Term = 4-10 Years
Long-Term = 10+ Years



FUTURE ZONING

While specific proactive rezoning actions were not identified as a part of the Subarea 10 Master Plan recommendations, the Action Plan does recommend evaluating the need for amendments to development-related regulations. The amendments would further support the goals and the land use recommendations expressed in this plan.

The City has adopted several zoning ordinance amendments that directly align with the BeltLine Subarea 10 Master Plan Update land use goals and recommendations. Moving forward, it will be important to encourage the use of these innovative provisions to help reduce parking and to both maintain and add to the affordable housing stock.

RECENTLY ADOPTED ZONING AMENDMENTS

The City of Atlanta has adopted zoning amendments that influence both parking and affordable housing.

Parking

- Elimination of minimum requirements in residential areas within the BeltLine overlay zoning district
- Elimination of minimums and establishment of caps for areas within 2,640 feet of a high-capacity transit stop
- Elimination of requirements for residential uses and non-residential uses that do not hold an alcoholic beverage license that are located in buildings built before 1965

The recently-adopted parking regulations will result in less off-street surface parking, especially once transit is built along the BeltLine. In addition, on-street parking will count toward parking minimums, thus resulting in slower traffic in urban areas. The elimination of parking requirements in buildings built before 1965 that do not hold a liquor license will promote the preservation of these existing buildings. Shared on-and-off-site parking agreements, parking variances and the tearing down of existing buildings to provide parking may be eliminated as a result of the new amendments. The parking amendments will help promote quality urban design within the subarea.

Affordable Housing

- Establishment of standards for the provision of accessory dwellings within residential districts
- Establishment of a new MR-MU District that allows small, multifamily residential buildings to be improved and to remain in residential areas

The Atlanta BeltLine, Inc. has a goal of creating 5,600 affordable housing units by the year 2030. These recently approved amendments constitute major steps toward addressing affordable housing priorities identified by the community, such as increasing affordable housing options. Missing middle housing consists of multi-unit housing types such as duplexes, fourplexes, bungalows and mansion apartments. The MR-MU District would allow such housing types to remain in residential areas. Accessory dwellings would provide seniors, young adults and low income individuals with an alternative cost-effective housing option. Moving forward, it will be important to continue to evaluate innovative best practices and to make code changes that help further the goals of the Subarea 10 Master Plan Update. Areas for further study that are outlined in the Action Plan are described in more detail below.

Additional Zoning Recommendations

Interim uses and/or development concepts may be constructed that do not implement the full vision as outlined by the Community and contemplated in the Master Plan. For example, the market may not be able to support ground floor retail along the street edge in a new multifamily building. But constructing the ground floor street side units in a manner that provides for conversion in the future would ensure that a lively street edge can be achieved.

The community expressed significant support for public art and the development of innovative ways to encourage art within Subarea 10. Evaluation of incentives such as regulations that offer a bonus for projects that provide public spaces for artistic use, incorporate art or contribute to a public art program can help further this community desire.





Adding to the greenspace and the inclusion of publicly-accessible open space is another area where incentives can help achieve the community's vision. This could be achieved through implementation of the street framework and having some of the corridors serve as greenways, thus advancing both connectivity and open space goals.

HISTORIC PRESERVATION

Historic preservation is a tool that the Subarea 10 community can use to positively impact their future. Historic preservation allows places to retain some of what makes them unique, memorable and meaningful to local residents. It can create a more heightened user experience by offering a sense of place, cultural identity and connectedness to the past.



The Atlanta BeltLine helps build a stronger sense of place across Atlanta by helping 45 neighborhoods preserve and showcase the history that has shaped their unique identities.

The economic benefits of preserving historic assets versus demolishing them can be great, and may result in:

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

Moreover, the preservation of existing structures is favorable to small businesses as per square foot rents are generally lower for renovated structures than for new construction.

Historic preservation can occur simultaneously with redevelopment when the existing fabric of the neighborhood is considered to have value. For example, many buildings along the BeltLine have been preserved as these industrial style buildings are "cool" and therefore valuable. Such renovated industrial structures often become even more valuable in areas that have recently undergone redevelopment as they are more unique than new construction.



Image: Booker T. Washington High School
Source: the Collaborative, Inc.



In addition, rehabilitation tax incentives are often available for the renovation of historic structures. These businesses are valuable from both a real estate perspective and also due to their impact on the preservation of the community character. Historic preservation is also a way to prevent demolition of existing buildings along major corridors that have historically received less protection compared to single-family homes and neighborhood districts.

Historic preservation can promote affordable housing by ensuring diversity in the housing stock. New construction is most always more expensive than the existing housing stock. As a result, single-family and multifamily homes are better protected against economic forces when given official historic designation status.

Prioritization of Historic Resources

The BeltLine Subarea Master Plans have the ability to add an extra layer of support to the preservation of historic resources. Clearly defining how preservation and development can occur simultaneously along the corridor will result in a larger number of protected resources. Existing Subarea 10 historic buildings have been given high priority based on a set of criteria that is primarily related to the likelihood that they will be lost as a result of development. The chart on the opposite page contains information for these historically significant buildings.

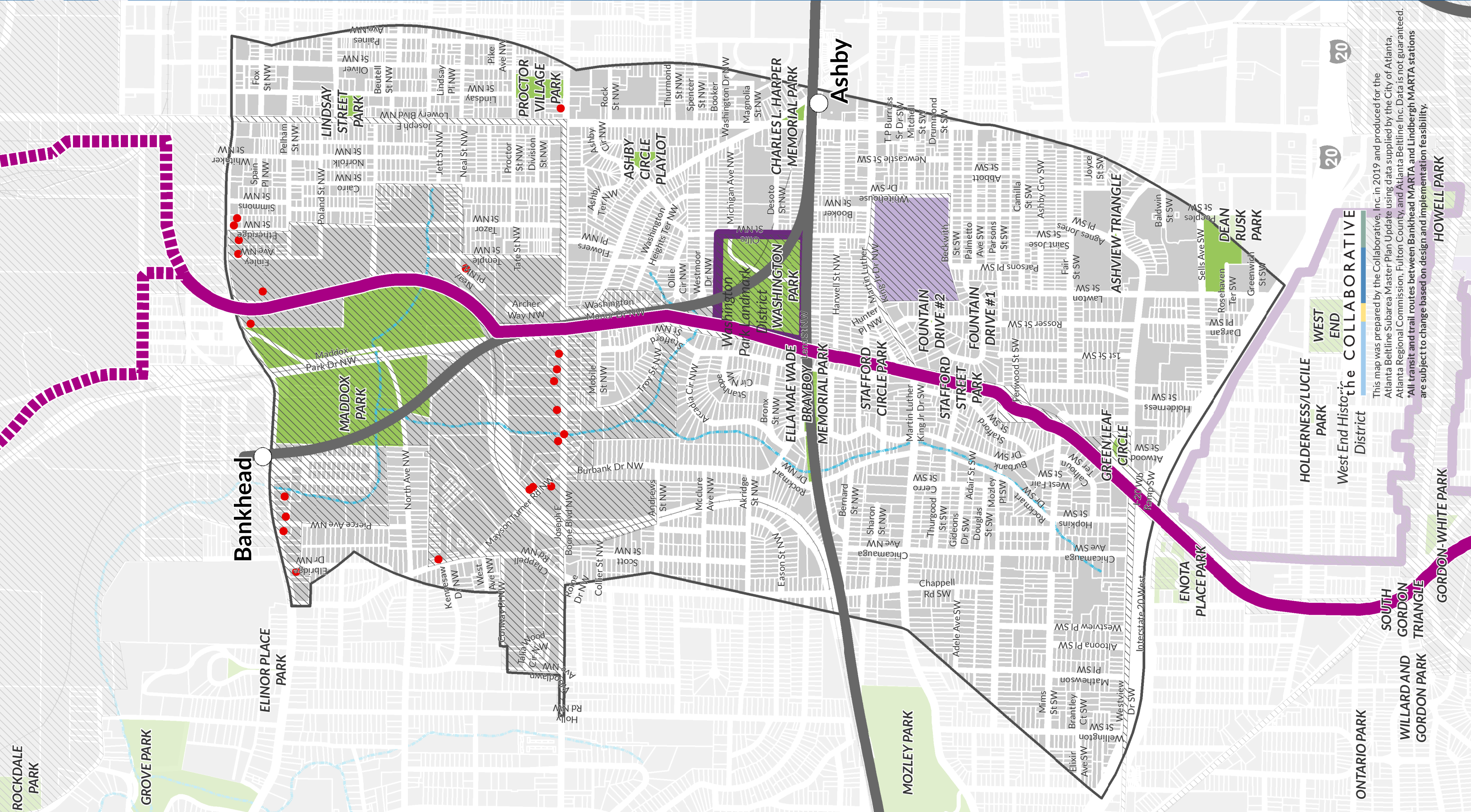


[See the Historic Preservation Strategy Map](#)

Historic Preservation Priority Criteria include:

- High quality resources and unusually significant buildings that are intact
- Properties within a City of Atlanta designated Historic District
- Properties highly subject to removal, including
 - Properties located in an area where values are high
 - Properties with buildings on large parcels with a significant amount of vacant land
 - Properties located within redevelopment areas
 - Properties along major corridors where near-term redevelopment is anticipated
 - Properties that are not part of a historic district or collective grouping of properties where preservation would be likely to occur
- Properties that are within close proximity to an area where redevelopment is anticipated
- Stand-alone buildings that are not far from a larger area of historic resources
- Properties within residential areas that add to the neighborhood fabric
- Properties that have undergone significant modification
- Properties on very small/irregular-shaped parcels





Historic Preservation Strategy

Atlanta BeltLine Subarea 10

- Atlanta BeltLine Corridor
- Trail and Transit Alignment
 - Trail and Transit Alignment Option
 - Historic Resources
 - High Priority
 - City of Atlanta Landmark Building/Site
 - City of Atlanta Historic Districts
 - Tax Allocation District (TAD)
 - Parks



1 inch = 899 feet

0 225 450 900 Feet



This map was prepared by the Collaborative, Inc. in 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 is not guaranteed. *All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.



SUBAREA 10 HISTORIC BUILDINGS			
Address	Name	Date	National Register
901 Simpson Rd NW	Super Quality Foods	1962	Contributing - in near future
1029 Simpson Rd NW	Centenary United Methodist Church	1923	Contributing - Non-residential building/s
1048 Simpson Rd NW	Fire Station # 16		Contributing - in near future
45 Whitehouse Dr SW	Booker T. Washington High School	1924	Contributing - Already listed
425 Chappell Rd NW	Chappell Forest Apartments	1963	Contributing - In near future
1350 Mayson Turner Rd NW	Heritage Point Apartments	1963	Non-contributing
1300 Mayson Turner Rd NW / 1300 Simpson Rd	Heritage Square Townhouses	1960	Non-contributing
1325 Mayson Turner Rd NW	house	1945	Non-contributing
1315 Mayson Turner Rd NW	house	1935	Contributing - Non-residential building/s
1144 Simpson Rd NW	Lundy's Welding & Ornamental Iron	1949	Non-contributing
1155 Simpson Rd NW	Trafalgar Square	1962	Contributing - In near future
1177 Simpson Rd NW	1177 Simpson Rd Apartments	1957	Contributing - Non-residential building/s
1227 Simpson Rd NW	vacant		Non-contributing
1247 Simpson Rd NW	Fairway Court Apartments	1960	Contributing - Residential District
1218 Simpson Rd NW	Troy Supermarket	1955	Non-contributing
1278 Simpson Rd NW	Arabia Temple		Contributing - Non-residential building/s



Image: Historic Washington Park
Source: the Collaborative, Inc.



**ARTS AND CULTURE***Arts and Culture Strategic Implementation Plan*

The Atlanta BeltLine's Arts and Culture Strategic Implementation Plan (ACSIP), the first combined arts and cultural plan for the Atlanta BeltLine, Inc. was completed in 2018. The strategies outlined in the Plan support arts and culture along the BeltLine corridor while ensuring a more inclusive, equitable and resilient cultural ecosystem in all of the BeltLine's 45 neighborhoods.

The first arts and culture initiative at the BeltLine began in 2010 with the Art on the Atlanta BeltLine (AoAB) program, an effort to get people out to experience the trail in its interim state, promote connectivity in neighborhoods and stir interest in the project. Today, AoAB is the public face of the arts and culture program of the BeltLine and showcases approximately 100 works of temporary and permanent art installations each year.

The Arts and Culture Strategic Implementation Plan embraces a broader set of goals. It seeks to protect the culture in threatened spaces along the corridor while diminishing displacement in neighborhoods. The public art program aims to do so by increasing access to long-term affordable workspaces and housing for local artists and workers. The ACSIP also serves a prominent role in supporting civic life, protecting neighborhood character and enhancing quality of life for Atlanta residents, particularly those belonging to low-income and underrepresented communities.

While the ACSIP seeks to further the offering of world-class art in the City of Atlanta, it equally aspires to promote the everyday culture, local heritage, and artistic practices of the communities along the BeltLine, balancing a mix of more traditional, infrastructure-based art installations with community initiatives that support arts and culture as a dimension of everyday life.

The focus of the Arts and Culture Strategic Implementation Plan are well-aligned with the Subarea 9 goals and the community's desire to preserve existing

cultural and historic resources. The ACSIP and the Art on the BeltLine Program embrace six inter-related areas:

Equity and inclusion – increasing opportunities and funding for diverse artists and organizations in historically underrepresented communities.

Social and economic impact – committing to sustainable cultural growth, good wages for cultural works/artists, opportunities for students, and professional development for artists and creatives.

Affordability – protecting cultural spaces and creating new spaces for artists and cultural organizations to live, work, and present that are affordable in the long-term.

Neighborhood character – supporting local arts and everyday creative activities and cultural endeavors in low-income, underserved neighborhoods.

Health of the cultural sector – growing job opportunities for artists and creatives with living wage, providing supports for organizations and individuals around professional development and collaborative and networking opportunities.

Arts and culture in public space – supporting increased opportunities for artists to work in public spaces and along the BeltLine, and insuring the public realm remains inclusive for all people and cultures.

The overarching themes of community connectivity and economic and social health were heard throughout the ACSIP process and the Subarea 10 Master Plan Update engagement process. These themes relate to sentiments expressed at the Subarea 10 Study Group and Stakeholder meetings, including:

- Desire for placemaking art
- Desire for creative community centers



- Lack of community resources
- Poor connectivity
- Strong cultural history

In addition, the ACSIP includes recommendations that are further organized into five categories:

Programs– defining the role of art and educational programming

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

Spaces – exploring public spaces, design and art, pathways, connections, and accessibility

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

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

1. Collaborate with educational, historical, and cultural institutions to support programming and tours related to AoAB installations, community arts and culture, and neighborhood history.
2. Contribute to a comprehensive program to highlight local community businesses, arts and culture, and history.
3. Support and contribute to marketing and communications about arts and culture on the BeltLine and in the neighborhoods.
4. Conduct regular resident surveys within a sample of Atlanta BeltLine neighborhoods to gauge resident perceptions of the project and its impact.
5. Develop strategies to more effectively manage two-way communication in the BeltLine's community engagement process.

Organizational Structure and Processes – considering ABI's resources and internal relationships, how ABI involves artists, collaborates with partners, and engages with communities

1. Build capacity at ABI for community arts and cultural programming.
2. Develop clear names and definitions for the arts and cultural programs of ABI and clarify the goals and resources needed for each initiative.
3. Participate in the creation of local community arts councils/groups that can liaise with ABI.
4. Utilize new and existing artist networks to conduct robust artist outreach to attract local proposals for AoAB and other ABI arts and cultural programs.
5. Adopt a systems-approach to arts and culture within ABI.
6. Centralize and formalize data-gathering, storage efforts, and annual reporting on key metrics and equity issues.

Key arts and cultural assets located in Subarea 10:

- Westside Works
- NAACP Atlanta Branch
- Gbaby Art Inc.
- Omenala Griot Afrocentric Museum & Event Center





100 PEACHTREE STREET NW
SUITE 2300
ATLANTA, GA 30303

404.477.3003



FACEBOOK.COM/
ATLANTABELTLINE



@ATLANTABELTLINE



@ATLANTABELTLINE