SUBAREA 9 MASTER PLAN UPDATE
APPENDIX

OCTOBER 2020

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

Adopted by the Atlanta City Council on
## APPENDIX

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

The BeltLine Subarea 9 Master Plan was adopted by the Atlanta City Council on March 16, 2009. The Plan Recommendation Report Update reflects current market conditions, recent development patterns and the community’s vision.

The Subarea 9 Appendix is a thorough compilation of existing conditions and a description of the process that was used to compile the Plan Recommendation Report Update. It provides additional context for the final land use, mobility and open space recommendations provided in the Report.

OVERVIEW

The BeltLine Subarea 9 is located close to the geographic center of the City of Atlanta and is bound by Norfolk Southern freight rail lines to the north and east, D.L. Hollowell Parkway to the south and Johnson Road to the west. In addition, the subarea:

- Lies within City Council District 3 and Council District 9
- Lies within the Neighborhood Planning Unit (NPU) G, J, K and L
- Includes the neighborhoods of Bankhead, English Avenue, Grove Park, Knight Park/Howell Station, Rockdale, a portion of West Highlands and residential properties along Johnson Road
- Combined with Subarea 10, constitutes Study Group 5.

See the Subarea Overview Map

ORGANIZATION

The Subarea 9 Appendix is intended to serve as a detailed inventory and analysis of existing conditions including:

- Review of related planning efforts that have been drafted subsequent to the adoption of the 2009 Subarea Master Plan.
- Recent changes in the community’s vision for the future, including identification of strengths, weaknesses, opportunities and threats
- Shifts in demographics, employment, housing, and development conditions with an emphasis on future forecasts
- Existing land use patterns and recently-adopted zoning amendments significant to the subarea
- Description of existing transportation facilities
- Examination of topography, water features, parks and brownfield remediation sites
- Documentation of existing historic resources, art and cultural features, and historic preservation opportunities
- Strategies developed prior to the final Land Use, Mobility and Open Space recommendations

PREVIOUS PLANNING EFFORTS

The original Atlanta BeltLine Subarea 9 Master Plan examined existing conditions and proposed recommendations to improve land use, open space, and mobility throughout the subarea. Specific actions included promoting compact urban development, affordable housing, and preservation of historic resources while creating livable activity centers and preserving single-family neighborhoods. Open space recommendations revolved around accessibility to the Westside Reservoir Park for regional users as well as local. Mobility suggestions were made regarding alternative transit facilities, connectivity, and preservation of existing roads. Major project suggestions include a TOD development around the Bankhead MARTA Station, as well as a medium density mixed-use development near the east entrance to the future Westside Park. Other areas are also identified for potential developments and streetscape improvements, such as the Rockdale Road Area and Hollowell Parkway Corridor. Detailed maps depict the future layout of Westside Park, along with surrounding projects that can come about before or after the park’s opening.

ATLANTA REGION PLAN 2040

PLAN 2040 originates from a 2010 series of stakeholder meetings and ARC committee meetings, as well as the findings of the Fifty Forward visioning effort, to reflect regional issues and opportunities using a “bottoms up” approach. Sustainability is a major theme, as the plan forecasts that growth and expansion in the Metro Atlanta area will have an effect on the region’s resources. Emphasizing the need for both local and regional support of policies, PLAN 2040 encourages healthy communities while promoting the expansion of access to community resources.
This map was prepared by the Collaborative, Inc. in 2019 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.
Highlights of the PLAN applicable to the Subarea 9 Master Plan Update include how:

- Current transportation infrastructure limits citizens’ access to job opportunities
- Densities increase to a level to support transit services
- Higher density residential land uses are replacing underutilized commercial industrial sites
- The region must create a strong arts and cultural scene to keep up with change
- Sustainability is grounded in environment, economy and people/social needs
- A range of housing types, better services and employment opportunities are needed around transit centers are
- Adaptive reuse and infill development are ways to reduce the carbon footprint

**TIER 1 ENVIRONMENTAL IMPACT STATEMENT**
Author: AECOM/JIG Joint Venture; prepared by FTA
Sponsor: MARTA, Atlanta BeltLine
Date: April 20, 2012

The Federal Transit Administration, in cooperation with MARTA, prepared the Tier 1 Final Environmental Impact Statement (FEIS) to support future ABI right-of-way acquisitions and analyze decisions that are ready for National Environmental Policy Act (NEPA) analysis. The FEIS identifies preferred Transit and Trail Alternative alignments and identifies the Modern Streetcar as the preferred transit mode.

**ATLANTA BELTLINE 2030 STRATEGIC IMPLEMENTATION PLAN**
Author: Atlanta BeltLine, Inc.
Date: December 2013

The Strategic Implementation Plan (SIP) creates a framework to complete the short and long-term elements of the Atlanta BeltLine program in three implementation periods. The SIP proposes funding sources and community engagement schedules through the Sustainability, Affordable Housing, and Economic Development Action Plans. Streetscapes are planned for West Marietta St and D.L. Hollowell Pkwy, Subarea 9’s northern and southern borders respectively. The future Westside Park is planned to be in the planning/acquisition and construction phases in the first implementation period (concluding 2018), opening and further construction in the second (concluding 2023), and opening in the third (concluding 2030). The Atlanta BeltLine trail is planned for planning and acquisition in the first and second implementation periods, and opening in the third. Transit is planned to be in the planning phase in the first implementation period, environmental and engineering in the second, and opening in the third.

**WESTSIDE TAD NEIGHBORHOODS STRATEGIC IMPLEMENTATION PLAN**
Author: APD, Kimley-Horn, PEQ
Sponsor: Invest Atlanta
Date: September 2013

The Westside TAD Neighborhoods Strategic Implementation Plan provides recommendations for English Avenue and Vine City, two historic single-family neighborhoods located in the City of Atlanta’s Tax Allocation District. Approximately 17 square blocks bordered by Jefferson Street to the north, Joseph Lowery to the west, Hollowell Parkway to the south, and Northside Dr and Norfolk Southern Rail to the east, are within both the Westside TAD and the Atlanta BeltLine Subarea 9. Joseph Lowery Blvd, Jefferson St, and James Brawley Dr are identified for pedestrian improvements. Griffin St is identified for bike improvements. Northside Dr and Hollowell Pkwy are identified for transit improvements. Blocks located along Hollowell Pkwy are suggested for mixed use sites (residential and commercial/multi-family), while the rail lines that run along Bedford St are recommended to become green space. Green infrastructure, such as bioretention ponds, swales, and permeable pavement, is stressed throughout the plan in order to address stormwater issues. The overlap area is identified as <.75mi from open space.

**TRANSIT-ORIENTED DEVELOPMENT IMPLEMENTATION STRATEGY ASSISTANCE**
Author: Bleakly Advisory Group, TSW
Sponsor: Atlanta Regional Commission
Date: January 2013

The Transit-Oriented Development Implementation Strategy Assistance Report consists of a series of findings and strategies centered around how to address housing affordability around the BeltLine. The recommendations included in the report include the development of a “planning toolkit” for creating a TOD framework around MARTA Stations, and a “development toolkit” that simplifies the process of dealing with complicated structural frameworks.

**ATLANTA STREETCAR SYSTEMS PLAN**
Author: City of Atlanta, Invest Atlanta, Atlanta BeltLine, Atlanta Streetcar
Sponsor: City of Atlanta
Date: December 2015

The Atlanta Streetcar Systems Plan (SSP) documents the City of Atlanta’s approach to building a streetcar network in an effective manner that is well-integrated with planning initiatives led by the City, Invest Atlanta, and Atlanta BeltLine, Inc. As a supplement to the Connect Atlanta Plan, the document builds upon the five guiding principles of the 2010 Atlanta BeltLine Transit Implementation Strategy (TIS): Project readiness, practicality/ridership, equity, financial options, and development impact. The SSP stems from previous planning efforts outlined in the following documents:

- Concept 3 Regional Transit Vision
- Connect Atlanta Plan
- Atlanta BeltLine Subarea Master Plans
- Atlanta BeltLine 2030 Strategic Implementation Plan (SIP)

**2016-2020 CITY OF ATLANTA CAPITAL IMPROVEMENTS PROGRAM & COMMUNITY WORK PROGRAM**
Author: City of Atlanta Office of Planning, Department of Planning and Community Development
Sponsor: City of Atlanta
Date: September 2015
The City's Capital Improvements Program (CIP) is a 5-year implementation plan for the construction, maintenance, and renovation of public facilities and infrastructure designed to project expenditures. The CIP document must be submitted with the Community Work Program (CWP) to the Atlanta Regional Commission (ARC) and to the Georgia Department of Community Affairs (DCA) in order for the City of Atlanta to maintain its Qualified Local Government (QLG) status. Thirteen Atlanta BeltLine projects are included in the report, occupying 13.8% of total program costs.

INTEGRATED ACTION PLAN: ECONOMIC DEVELOPMENT, HOUSING AND REAL ESTATE
Author: Noell Consulting Group, Columbia Ventures, Mass Economics
Sponsor: Atlanta BeltLine, Inc.
Date: December 2015

A supplement to the 2030 Strategic Implementation Plan, the Atlanta BeltLine, Inc. commissioned the Integrated Action Plan to determine how to achieve the ambitious economic development and housing outcomes included in the 2005 BeltLine Redevelopment Plan. The Plan recognizes how past performance and existing conditions play a large role in the achievement of goals listed in the Redevelopment Plan. The Integrated Action Plan includes an implementation chart that highlights ways to achieve the Redevelopment Plan goals by listing limiting factors, program contributions, contributions needed, number of deals and the 5-year affordable unit estimate.

PROCTOR CREEK GREENWAY TRAIL MASTER PLAN AND IMPLEMENTATION STRATEGY
Author: PATH Foundation, KAIZEN COLLABORATIVE
Sponsor: Atlanta BeltLine
Date: April 21, 2016

This trail master plan outlines the implementation of greenway development and trail alignments along Proctor Creek. The Greenway passes through Atlanta BeltLine Subarea 9, following along the eastern side of the creek from Hollowell Pkwy/Bankhead MARTA Station to the Georgia Power transmission line easement inside of the future Westside Park. Gary Ave, the road between the Bankhead MARTA Station and the Greenway, is slated for a landscape median and other amenities. A secondary trail into Grove Park is also being built.

THE ATLANTA CITY DESIGN: ASPIRING TO THE BELOVED COMMUNITY
Author: Atlanta City Studio
Sponsor: City of Atlanta, Department of City Planning
Date: 2017

The Atlanta City Design: Aspiring to the Beloved Community is the guiding document for the City of Atlanta. Using Dr. Martin Luther King Jr.’s concept of the Beloved Community to guide growth and development, the document addresses challenges related to Equity, Progress, Ambition, Access, and Nature. The document delineates Growth Corridors as nodes of civic and social activity and Conservation Corridors as designated open spaces.

ATLANTA BELTLINE ARTS AND CULTURE STRATEGIC IMPLEMENTATION PLAN
Author: CivicMoxie w/ GA Tech Center for Quality Growth and Regional Development, Urban Focus, LLC, Kebbi Williams
Sponsor: Atlanta BeltLine, Inc.
Date: March 2018

The Arts and Culture Strategic Implementation Plan highlights the transforming potential of the Atlanta BeltLine to improve neighborhood connectivity and access to cultural amenities. It codifies previous planning work and builds upon it using community feedback gathered over a 5-month planning process. Area maps that highlight art, cultural and historic assets in each of the BeltLine’s neighborhoods are included in the Strategic Implementation Plan.
D3 WESTSIDE REVIVE

Author: ConteConsulting, Perkins + Will, VHB, Urbanis USA, Neighborland
Sponsor: City of Atlanta, The Office of Councilmember Ivory Young, Department of City Planning, Office of Zoning and Development
Date: March 2019

The D3 plan addresses housing, jobs, education, environment, health and safety in Atlanta’s District 3. Qualitative and quantitative data was analyzed, and similarities between the Atlanta City Design, Resilient Atlanta, and the City’s Comprehensive Development Plan were noted. Subarea 3 of the D3 plan overlaps with the Atlanta BeltLine Subarea 9. General topics addressed in the D3 Plan include safe access to services for pedestrians of all abilities, and multi-modal transit expansion. D3 community concerns align with Subarea 9 community concerns. An example is the need for reduced traffic speeds at Marietta Boulevard and West Marietta Street and the prioritization of pedestrian infrastructure and redesigned street connections. The Subarea 9 Update pulls from land use, mobility and open space recommendations proposed in the D3: Westside Revive plan.

Land Use
The land use categories in the D3: Westside Revive Plan refer to specific housing types that fall into three Development Character Categories:

- Residential Development
- Commercial Development
- Industrial/Innovation Space

In contrast, the BeltLine Future Land Use categories refer to specific uses further categorized by building height. Each category has a compatible City of Atlanta Future Land Use Classification and Zoning Designation.

The D3: Westside Revive recommendation most pertinent to the BeltLine Subarea 9 recommendation is to, “Include low density multifamily or mixed-use fronting the BeltLine near Jefferson Street.”

See opposite column for a comparison of the District 3 Land Use + Development Framework Plan map and the BeltLine Subarea 9 Future Land Use map.

Circulation
The D3: Westside Revive circulation categories used throughout the document are based upon the following types of improvement:

- Street Network Improvements
- Complete Streets Improvements
- Dedicated Bike Facilities
- Pedestrian Space Improvements
- Rail Improvements

In contrast, BeltLine mobility information is organized by bicycle/pedestrian circulation, vehicular circulation and street framework information.

The following are examples of D3: Westside Revive recommendations pertinent to BeltLine Subarea 9:

“Expand the pedestrian network through an integrated system of new streets, sidewalk demarcations on existing neighborhood streets, and trail linkages; and redesign the two major arterial roads (“Marietta Blvd. NW and W. Marietta St. NW) to be multi-modal corridors.”

“Provide essential new street connections between the Knight Park neighborhood and the future Westside Park.”

See below for a comparison of D3 and BeltLine Subarea 9 proposed circulation patterns.
The land use recommendations proposed in the Westside Land Use Framework Plan and the Subarea 9 Report Update overlap. Medium-density mixed-use from D.L. Hollowell Parkway north to Jefferson Street is proposed in the Westside Land Use Framework Plan, with a small amount of high density mixed use occupying parcels between Echo St. and Northside Drive. Similarly, Mixed-Use 5-9 Stories is proposed in the Subarea 9 Master Plan Update.

See below for a comparison of the Westside Land Use Framework Plan’s English Avenue Future Land Use map and the BeltLine Subarea 9 Future Land Use map.

Goals
Several of the goals and objectives outlined in the Westside Land Use Framework Plan were used inform the goals and action items in the BeltLine Subarea 9 Plan Recommendation Report Update.

Examples of Westside Land Use Framework Plan goals that align with the Subarea 9 goals and action items include:

1. Reinforce each neighborhood's unique identity
   • Strengthen and preserve the existing architectural character of the Neighborhood
   • Identify and protect historic resources and sites
   • Require compatibly-scaled and detailed infill housing to maintain the residential scale and architectural character of each neighborhood

2. Propose improvements to quality of life by increasing access to parks and open space
   • Designate flood-prone properties, unsuitable for development, as future gardens, parks and playgrounds.

3. Acknowledge and propose strategies to strengthen neighborhood assets
   • Expand housing choice to improve affordability, attract a mix of resident income levels and reduce displacement
   • Support existing urban agriculture and its expansion
   • Develop mixed-income housing

4. Identify key infrastructure projects and investment opportunities
   • Improve stormwater management practices
   • Improve neighborhood thoroughfares for all transportation nodes
CITY OF ATLANTA MOBILITY + TRANSPORTATION INITIATIVES
The Previous Plans’ Projects Map highlights mobility improvements in Subarea 9 that are currently underway, partially complete, or in the design phase. These improvements are the result of planning initiatives recommended in Atlanta’s Transportation Plan and the Cycle Atlanta Phase 2.0 Study described below:

- Atlanta’s Transportation Plan (ATP): A plan for a transportation network that reduces automobile reliance and offers alternative travel solutions that are convenient, safe and affordable
- Cycle Atlanta Phase 1.0 Study: An implementation strategy/"how-to manual" to assist city and community leaders in helping Atlanta become more bicycle friendly

Projects highlighted in the Previous Plans’ Projects Map and corresponding chart (opposite page) are not Atlanta BeltLine projects. These projects are funded through the Renew Atlanta infrastructure bond and the Transportation Special Purpose Local Option Sales Tax (TSPLOST), projected to raise $280-$320 million from April 2017 to March 2022.

ATLANTA CITY DESIGN GROWTH AREAS
The Atlanta City Design: Aspiring to the Beloved Community is the guiding document for the City of Atlanta. Using Dr. Martin Luther King Jr.’s concept of the Beloved Community to guide growth and development, the document builds upon the philosophy that people who love their city make better-informed decisions about it.

The City of Atlanta Department of Planning and Community Development partnered with the Atlanta City Design studio to develop various growth scenarios using digital models. The Growth Areas included in the Atlanta City Design document are the result of this process. When combined with Conservation Areas, the Growth Areas are designed to connect people to nature while accommodating growth.

The Previous Plans’ Projects Map highlights different types of Growth and Conservation Areas further described below:

- **Corridors**: Growth Areas designed to connect business centers, shopping, schools, social life, and other nodes of civic activity. Parks, plazas and civic squares are located along corridors.
- **Production Areas**: Protected from growth by being strategically located in Conservation Areas
- **Suburban**: Protected from growth by being located in Conservation Areas
- **Urban**: Protected from growth by being located in Conservation Areas

See the Previous Plans’ Projects Map

Projects in Subarea 9 include:

- **W. Marietta St. bike lane and buffered bike lane**: From Marietta Blvd. to Marietta St.

Note: Completion dates and statuses are not applicable for Atlanta’s Transportation Plan projects and Cycle Atlanta Phase 1 projects. For Renew Atlanta and TSPLOST Projects, expected completion dates and statuses are based on 2018 end-of-year data.

Atlanta’s Transportation Plan’s Core Connection constitutes long-range routes through the City featuring highly visible and community-serving land uses. Atlanta’s Transportation Plan’s Secondary Connection is intended to connect the core system to neighborhoods and primary public facilities (e.g. school, parks, etc.).
This map was prepared by the Collaborative, Inc. in 2019 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 PLANNING PROCESS

COMMUNITY OUTREACH
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.

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 small group meetings (i.e. neighborhood association meetings)
• Sharing the information regarding the project and process with Douglass High School and Booker T. Washington High School students

Study group meetings were open to the public and held on Monday evenings in accordance with the BeltLine’s Westside Study Group 5 meeting schedule. 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.

STUDY GROUP MEETINGS

Study Group Meeting 1
The first Study Group Meeting, held at 6:30 p.m. on March 26, 2018 at the Atlanta Community Food Bank. The meeting began with a presentation that included an overview of the Atlanta BeltLine, the BeltLine’s vision and mission, the purpose of the Subarea Master Plan Update and the update schedule. Additionally, a summary of changes that have occurred since the previous master plan and the previous plan goals and recommendations for land use, transportation, mobility, and open space were presented.

Study Group Meeting 2
The second Study Group Meeting was held on Saturday, April 28, 2018 at Mt. Ephraim Church. The meeting began with a brief presentation that focused on a summary of the kick-off meeting including the S.W.O.T analysis and comments on goals and recommendations made at the first Study Group Meeting. Preliminary market data and area demographics were presented along with preliminary land use and mobility recommendations.

In the breakout session that followed attendees provided their comments regarding the preliminary recommendations. Comments included the need for enhanced bicycle and pedestrian connectivity, improved streetscapes, and increased density around the Bankhead MARTA Station.

Study Group Meeting 3
The third Study Group Meeting was held at Hagar’s Palace on June 25, 2018. As in the previous meetings, the Subarea Master Plan Update purpose, schedule and process were introduced, followed by a recap of previous meetings. A high-level overview of the more refined demographics and market data was presented along with the Subarea 9 land use, mobility, goals and strategy recommendations.

A breakout session followed in which participants were asked to review the revised goals, strategies, land use and mobility recommendations. Attendees were asked to comment on the goals and/or strategies, in addition to providing feedback related to the draft land use and mobility recommendations. Concerns included the need to provide affordable housing for seniors, address the lack of sidewalks that continue to compromise pedestrian safety and address general affordability and displacement concerns. The results of the breakout exercise indicated that the community was in support of with the revised goals and draft strategies.

Study Group Meeting 4
Study Group Meeting 4 took place on September 17, 2018 at Booker T. Washington High School. As in the previous meetings, the Subarea Master Plan Update purpose, schedule and process were introduced, followed by a recap of the feedback received to-date and a high-level overview of demographic and market data. The land use changes that had occurred since the previous Study Group Meeting were highlighted in addition to mobility cross-sections that reflected draft recommendations.

In the breakout session that followed, the community was asked to provide comments related to draft action plan items, specifying the five items that they would like to see implemented first. The action plan items that ranked highest were sidewalks, trails and affordable housing. The community questioned who would be responsible for the implementation of proposed recommendations and what the estimated timeline is for projects within the BeltLine corridor. After the fourth study group meeting, the Atlanta BeltLine and the consultant team concluded that another meeting would be necessary to obtain additional feedback regarding draft recommendations.

Study Group Meeting 5
The fifth Study Group Meeting was held on October 29, 2018 at Kipp Ways Academy. This meeting was an open house with no formal presentation. However, a laptop was available for those who wanted to review the presentation from Study Group Meeting 4. The final Future Land Use and Mobility maps were displayed for review and comment. Additionally, the Goals and corresponding Action Plan items were displayed. Attendees were asked to rank their priorities, adding to the community rankings received thus far. The top ranked Action Items were improving sidewalks on major corridors, providing connections from surrounding neighborhoods to Westside Reservoir Park, and measures in support of affordable housing.

Study Group Meeting 6
The sixth and final Study Group Meeting occurred on February 25, 2019 at Booker T. Washington High School. As in the previous meetings, the Subarea Master Plan Update purpose, schedule and process were introduced, followed by a recap of the final plan recommendations and the top land use, mobility and open space action items identified by the public. Given the community concerns expressed regarding affordable housing throughout the process, the ABI lead on Housing Policy and Development presented detailed information regarding affordable housing. A question-and-answer session followed. The final breakout session involved reviewing the final land use, mobility and open space recommendations and action plan items. The feedback received was primarily positive, with affordable housing again identified as a major concern.

STAKEHOLDER MEETINGS
A stakeholder group comprised of individuals interested in the successful completion of the Subarea 9 Plan Recommendation Report Update was formed at the start of the project. The stakeholders were used to evaluate presentations and recommendations prior to public meetings. Stakeholder input played an integral role in project understanding and the formation of final recommendations.

Stakeholder Meeting 1
The first stakeholder meeting took place on June 18, 2018 at the Atlanta BeltLine office. The meeting began with a presentation highlighting an overview of the Atlanta BeltLine, the BeltLine’s vision and mission, the purpose of the Subarea Master Plan Update process, consolidated comments describing what was heard at the first two Study Group Meetings, and the update schedule. The presentation also included a summary of the changes that have occurred since the original Subarea Master Plans were adopted, in addition to the previous master plan goals. An overview of preliminary market statistics, area demographics and land use and mobility recommendations was provided.

Stakeholder Meeting 2
The second stakeholder meeting was held on August 27, 2018 at Hagar’s Palace. The presentation focused on an overview of the project and feedback received
thus far, more refined demographics and market data and land use and mobility recommendations. A question-and-answer session followed the presentation. The questions and comments received were largely related to housing statistics and the draft mobility recommendations.

**Stakeholder Meeting 3**
The third stakeholder meeting was held on October 20, 2018 at Hagar’s Palace. The presentation focused on an overview of demographics and market data, recommendations and feedback from the community received thus far. Land Use and Mobility Maps and the Goals and the Action Plan boards with rankings were on display for review and comment. *Refer to page 23 for the list of stakeholders invited to participate.*

**STUDENT ENGAGEMENT**
Local students were recruited to participate in the planning process. On April 11, 2018, students from the Washington High School Student Council were asked to participate in a S.W.O.T. analysis to identify strengths, weaknesses, opportunities and threats within their neighborhoods. Students from Douglass High School participated in the Study Group Meeting 2 workshop, held on Saturday, April 28, 2018 at Mt. Ephram Church. Although Douglass High School is outside of the planning area, the students were asked to participate as part of the school’s S.T.E.M. program.

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**INVITED STAKEHOLDERS LIST**
Stakeholder invitations were regularly sent to the following people and organizations:

<table>
<thead>
<tr>
<th>STAKEHOLDER NAME</th>
<th>ORGANIZATION</th>
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<tbody>
<tr>
<td>Anita Harris</td>
<td>Fulton County District 4</td>
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<tr>
<td>Betty Smoot Madison</td>
<td>Booker T. Washington Association</td>
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<tr>
<td>Bill Cannon</td>
<td>Bethursday</td>
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<tr>
<td>Bob Jones</td>
<td>Washington Park Neighborhood Club</td>
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<td>Christy Jackson</td>
<td>Office of Parks</td>
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<td>Clara Kwon</td>
<td>Office of Parks</td>
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<tr>
<td>Daniel Calvert</td>
<td>Hunter Hills</td>
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<tr>
<td>Deborah Wright</td>
<td>Grove Park</td>
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<tr>
<td>Dorothy Walker</td>
<td>Historic Westin Heights/Bankhead Neighborhood Association</td>
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<tr>
<td>Drewnell Thomas</td>
<td>NPU J</td>
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<tr>
<td>Elbert Bartell</td>
<td>Westside CID</td>
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<tr>
<td>Elizabeth Hollister</td>
<td>Atlanta Housing Authority</td>
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<tr>
<td>Elon Osby</td>
<td>School Board Representative District 5</td>
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<tr>
<td>Erika Mitchell</td>
<td>Mosley Park</td>
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<tr>
<td>Georgetta Holloway</td>
<td>MARTA - Transit Oriented Development</td>
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<tr>
<td>Greg Floyd</td>
<td>Council Member District 3</td>
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<tr>
<td>Ivory Lee Young, Jr.</td>
<td>Director of Office of Mobility</td>
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<tr>
<td>Janide Sidifall</td>
<td>Howell Station</td>
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<td>Jarvis Lakemaker</td>
<td>Westside Future Fund</td>
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<td>Jason Allen</td>
<td>Riverside Neighborhood Association</td>
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<td>Jennifer McIntosh</td>
<td>Marietta Street ARTery Association</td>
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<td>Jessica Lavandier</td>
<td>Office of Mobility</td>
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<tr>
<td>Julia Billings</td>
<td>NPU G</td>
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<td>John Ahman</td>
<td>Vine City</td>
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<td>Lindsey Hills</td>
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<td>Maria Molise</td>
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<td>Monique Forte</td>
<td>KIPP Ways Advisory Board</td>
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<td>Ola Reynolds</td>
<td>West Highland</td>
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<td>Pastor Dexter Johnson</td>
<td>City of Refuge</td>
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<td>Rev. Howard Beckham</td>
<td>Vice City</td>
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<tr>
<td>Rita B. Gibson</td>
<td>Knight Park</td>
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</table>
Join us and provide input for the Subarea 9 and 10 Master Plan update!

In 2007, master planning began by looking at the one-half mile on either side of the Atlanta BeltLine corridor to create a framework to support future growth and transit in the corridor. There are 10 distinct subarea masterplans for the Atlanta BeltLine and they are subject to periodic review and adoption by City Council. In this meeting we are seeking community input to update the Subarea 9 and 10 Master Plans, which were adopted in 2009 and 2010. We will be evaluating the original plan recommendations, examining existing conditions with regards to land use, zoning, mobility, greenspaces, etc. and highlighting what has occurred in the community since the Master Plan was adopted.

DATE
Monday, March 26, 2018
TIME
6:30-8:00pm
LOCATION
Atlanta Community Food Bank
ADDRESS
732 Joseph E. Lowery Blvd. NW, Atlanta, GA 30318
GETTING THERE
❖ This location is accessible via MARTA bus #26. See itsmarta.com for complete bus map and schedule.
❖ Please consider biking or walking, if you are able.
❖ Free parking available on site.

FOR MORE INFORMATION:
lreid@atlbeltline.org // 404-477-3551
wfuller@atlbeltline.org//404-477-3574
www.beltline.org/engage-meetings
Subarea 9 Breakout Session Summary

Vision: Collectively, participants envision an area with improved connectivity and multi-use trails.

Goals: The top-ranking goals that participants wanted to focus on are:
- Mobility: #1 Promote alternative modes of transportation; #2 Promote transportation network connectivity.
- Open Space: #1 Ensure safe, integrated, and convenient local access to recreational opportunities; #2 Make Westside Reservoir Park a regional/local destination
- Land Use: #1 Promote affordable housing; #2 Preserve established single family neighborhoods

The goal that participants felt they wanted to give the least amount of attention:
- Mobility: Preserve the function and character of existing roadways

Additional recurring themes during this activity included the need for more sidewalks and a focus on pedestrian safety. There was also a focus on the need to understand how "affordable housing" works and a desire for more healthier food options and grocers.

SWOT Analysis:
- Strength: A community with rich history
- Weakness: Lack of connectivity
- Opportunity: Transit options and additional walkways
- Threat: Reduction in number of affordable homes

Subarea 10 Breakout Session Summary

Vision: Participants envision an area with connectivity and multi-use trails.

Goals: The top-ranking goals that participants wanted to focus on were:
- Mobility: #1 Coordinate multi-modal transportation improvements with new development to make transit a more viable and accessible means of travel; #2 Provide trails and pedestrian-friendly streets to improve neighborhood walkability and safety
- Open Space: #1 Restore degraded environmentally-sensitive areas; #2 Provide a connected network of parks and greenspaces
- Land Use: #1 Improve neighborhood retail services; #2 Create opportunities for public art

Participants chose not to use their red dots very often, focusing on where they want to see change and improvements. Additional recurring themes during this activity include the desire for more senior housing and an increased understanding regarding how higher density will be achieved for the area.

SWOT Analysis:
- Strength: Community parks
- Weakness: Abandoned Buildings
- Opportunity: Connectivity via transit and sidewalks
- Threat: Availability of homes for seniors due to lack of affordable and senior housing
Subarea 9 Comprehensive Community Engagement Breakout Activity Comments

Atlanta Beltline, Inc.

Subarea 9 Master Plan Update Kick-Off Meeting
March 26, 2018 6:30 – 8:00 PM
Atlanta Community Food Bank – 732 Joseph E. Lowery Blvd, Atlanta, GA 30318

Atlanta Community Food Bank – 732 Joseph E. Lowery Blvd, Atlanta, GA 30318

Station 1 - Vision: On an index card and using one word, participants summarized their vision
- Connectivity
- Mountain Bike Trails
- Lighting
- Destination
- Safety
- Historic
- Connected
- Co-Housing Model
- Safe
- Placemaking Art
- Walkability
- Vibrant
- Creative Community Centers
- Nature
- Off Road Multi-Use Trails
- Unique
- Nature Trails
- Foresight
- Community
- Grid

Station 2 - Goals: Reviewing the existing Subarea Master Plan goals for land use, mobility, and open space, participants used green dots to identify their top two priority goals and a red dot to identify a goal that is no longer relevant or deserves the least attention in their subarea. Additional goals/issues were identified.

Mobility
Goal 1 – Promote alternative modes of transportation – 18 Green Dots
Goal 2 – Promote transportation network connectivity – 15 Green Dots
Goal 3 – Preserve the function and character of existing roadway – 20 Red Dots

Additional Mobility Comments
- Access from Edwin area to Westside Park and Greenway
- Grove Park does not have access to Proctor Creek Trail
- Sidewalks
- Preserve Washington Park
- Safe walking to MARTA for West Lake and Bankhead
- Food and shopping desert
- Safety for Grove Park community
- Make Bankhead station desirable for Howell Mill Traffic safety
- Don’t forget Grove Park south of Hollowell
- Railroad train crossing noise
- Continue Gondola west to Quarry Park and Chattahoochee River
- Take advantage of imperious nature or rail corridor to build multi-use path along West Marietta Street
- Potential Gondola routes affordable, premium transit option
- Wider sidewalks and street roads
- Sidewalks, pedestrian access to Bankhead from North, not increasing through traffic in Howell Station
- Find a way to expand Bankhead stations bandwidth
- Don’t skip Quarry Park and Howell Station with BeltLine trail to benefit new development
- Access to Bankhead Marta from Howell Station
- Connectivity as a priority
- Safe access to Howell Mill commercial core

Land Use
Goal #1 – Promote Compact urban development – 6 Green Dots; 8 Red Dots
Goal #2 – Create livable activity centers – 10 Green Dots
Goal #3 – Preserve established single-family neighborhoods – 13 Green Dots; 1 Red Dot
Goal #4 – Promote affordable housing – 14 Green Dots; 1 Red Dot

Additional Land Use Comments
- Affordable housing is impossible to control – the beltline breeds investment interest
- Need a clear definition of ‘compact urban development’
- Need to protect ‘affordable housing.’ What standard is this measured by? What defines affordable?
- North Avenue and Baker Road, what is the plan for the wooded lot?
- Concerns about density without addressing access points over existing heavy rail. Not enough bridges over Norfolk Southern
- Dense Infill on industrial sites
- Create ‘compact urban development’ at industrial infill sites. Activate and connect
- Address access to food and medical services
- How can we attract more food options? (Grocery Stores)
- Keep affordability but also address blight
- Ensure that any major developments improve on or agree with the character of the area – No ugly suburban developments
- High Density development should be conforming to neighborhood
- More office and higher density to the east
- Density that includes affordable housing
- Need access to retail services – Bankhead MARTA West
- Mead site should be high density mixed use, BeltLine alignment should support much higher density

Open Space
Goal 1 – Make Westside Reservoir Park a regional/local destination – 10 Green Dots
Goal 2 – Accommodate regional access to Westside Reservoir Park – 1 Green Dot; 1 Red Dot
Goal 3 – Ensure safe, integrated and convenient local access to recreational opportunities – 16 Green Dots

Additional Open Space Comments
- Include the lighting plan for Beltline use at night
- Howell Station needs East-West connection to park
- Multi-use off road dirt bike hiking trails
- A lot of regional roads exist, need local connections
- A lot more regional trails are good
- Manage industrial traffic, Donald Lee Holowell, Marietta’s with Park Access
- Connectivity to BeltLine and the Greenway through Grove Park
- Grove Park south of Hollowell is park poor
- Any consideration for south of Hollowell
- Grove park access completed early to park at trail
- Donald Lee Holowell access to Beltline near Marietta
- Chris Theals Urban Farm
- Must be some way to access the park from Howell Station, pedestrian and bikers
Station 3 - SWOT Analysis: On a post-it note attendees identified Strengths, Weaknesses, Opportunities and Threats

**Strengths**
- The New Park
- Historic
- Community
- Lovely place to live Close to city
- Culture/History
- Great street grid

**Weaknesses**
- Poor/no sidewalks and more pedestrian crossings
- Poor connectivity across railroad tracks (off Marietta) for cars and pedestrians
- Needs more food options (Grocery Stories)
- Crime
- Not many owner-occupied homes
- East-West Connection to Park from Howell Station
- Dangerous Traffic (Trucks)
- Lack of access and connectivity to surrounding amenities
- Lack of community resources
- Street grid and connectivity
- No safe walking access to Marta from Howell Station
- Noise and air pollution from truck traffic
- Poor connectivity
- Sidewalk quality and network
- Truck traffic at Marietta street boulevard makes walking/biking dangerous

**Opportunities**
- Hiking/Biking Trails
- Extend MARTA line to W. Highlands and then to Hills Park
- Preserve legacy residents
- More lighting and side walks
- Wide sidewalk/multi-use path along railroad buffer (W. Marietta Street)
- Off road bike trail
- More entertainment options to attract younger couples and families
- Preserving the character of the Grove Park signs

**Threats**
- Investors buying up real estate quickly
- What will happen to the Woodson Park Academy building when they move?
- Need to encourage development at industrial infill, not suburban patterns
- Predatory investors
- Failure to protect current residents

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**NEIGHBORHOODS:**
- Bankhead
- English Avenue
- Grove Park
- Knight Park / Howell Station
- Rockdale

**LAND USE**

**GOAL 1:**
Promote compact urban development

**GOAL 2:**
Create livable activity centers

**GOAL 3:**
 Preserve established single-family neighborhoods

**GOAL 4:**
Promote affordable housing

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**DID WE MISS ANYTHING?**

Are these goals still valid?
The previous Subarea 9 Master Plan parks and open space goals involved making the future Westside Reservoir Park into a regional, accessible destination for all.

Are these goals still valid?
The previous Subarea 9 Master Plan mobility goals emphasized connectivity, preserving existing roadway character, and alternative modes of transportation. Are these goals still valid?

**GOAL 1:** Promote alternative modes of transportation

**GOAL 2:** Promote transportation network connectivity

**GOAL 3:** Preserve the function and character of existing roadways

...DID WE MISS ANYTHING?
Atlanta BeltLine is a transformative public infrastructure project that enhances mobility, fosters culture, and improves connections to opportunity. We are building a more socially and economically resilient Atlanta with our partner organizations and host communities through job creation, inclusive transportation systems, affordable housing, and public spaces for all.

**Meeting Agenda**

- **Subarea Master Plan Update Purpose and Process**
  - What’s occurred since 2009-2010?
    - Plans/Programs completed or underway
    - New Development
    - Market Conditions

- **Existing Conditions Assessment**
  - Land Use
  - Transportation and Mobility
  - Revitalization Opportunities

- **Subarea Master Plan Feedback**
  - What is important to you?
Subarea Master Plan Purpose

Goal – Implement the Redevelopment Plan goals in the context of each unique geographic area

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

Subarea Master Plan Update

• The original 10 Subarea Master Plans completed ~10 years ago
  • Subarea 9 Master Plan adopted in 2009
  • Subarea 10 Master Plan adopted in 2010

• A lot has happened – it’s time to update the plans to reflect these changes and the potential for future success

• These are updates, so they will not be as long or as detailed as the previous plans

• We are not starting from scratch

NEIGHBORHOODS

SUBAREA 9
- Bankhead
- Grove Park
- Rockdale
- English Avenue
- Knight Park / Howell Station

SUBAREA 10
- Ashview Heights
- Bankhead
- English Avenue
- Harris Chiles
- Just Us
- Vine City
- Atlanta University Center
- Grove Park
- Hunter Hills
- Mozley Park
- West End
Study Group 1: Kick-off Meeting (*You are here)

Study Group 2: Workshop
- Saturday, April 28th, 10:00 A.M. – 12:00 P.M. (Subarea 9)
- Saturday, April 28th, 1:00 P.M. – 3:00 P.M. (Subarea 10)
- Location: Mount Ephraim Baptist Church (1202 W. Marietta Street)

Study Group 3: Review Draft Recommendations and Concept Plans
- Monday, June 25th, 6:30 P.M. to 8:00 P.M.
- Location TBD

Study Group 4: Final Presentation
- Monday, August 27th, 6:30 P.M. to 8:00 P.M.
- Location TBD

Plan Adoption: 4th Quarter 2018

Development Activity in Subarea 10

Changes in Subarea 9 and 10 since 2010

- Approx. 6,700 households with an average median household income of $30,800
  - Lost approx. 500 households since 2010
- Relatively steady population of 18-34 year-olds
- Slight increase in 55+ population
- Increase in population with a Bachelor’s degree or higher
- Overall increase in average median household income
  - From approx. $18,000 to $31,000
- Decrease in home values
  - From an average of $113,000 in 2010 to $100,000 in 2015
  - Down 13% due to slow recovery from the Great Recession
  - Average home sale price from 2015 to 2018 is $168,000 (single family homes)
The previous Subarea 9 Master Plan land use goals emphasized creating compact, livable activity centers while preserving the character of existing single family neighborhoods.

Goal 1: Promote compact urban development
Goal 2: Create livable activity centers
Goal 3: Preserve established single-family neighborhoods
Goal 4: Promote affordable housing
Goal 5: Preserve historic and cultural resources

The previous Subarea 9 Master Plan highlighted specific areas for land use changes. Changes were based on existing and proposed future conditions.

Westside Reservoir Park
Bankhead Marta Station
Overlook Apt. Area
Marietta Blvd. Area
Rockdale Rd. Area
Johnson Rd. Area
Groove Park Neighborhood Area
D.L. Hollowell Parkway Corridor
Marietta Blvd. to Northside Drive
West Lake Ave.
Hollywood Rd.
W. Marietta St. Corridor
Joseph E. Lowery Blvd. Corridor
Marietta Blvd. Corridor
Jefferson St. Corridor

Subarea 9: Previous Plan Land Use

Subarea 9: Previous Plan Goals: Land Use

Are these goals still valid?

Land Use

1. Promote compact urban development
2. Create livable activity centers
3. Preserve the character of established single-family neighborhoods
4. Promote affordable housing
5. Promote the preservation of historic cultural resources

Issues: (1) Limited Street Grid (2) Topography (3) Rail Crossings

Subarea 9: Existing Conditions: Mobility
Subarea 9
Existing Conditions: Mobility

Bike Facilities: DL Hollowell Pkwy (part), Johnson Rd., Jefferson St. (part), Proctor Creek Trail (part)

Subarea 9
Existing Conditions: Transportation Facilities

Proctor Creek Trail
Hollywood Rd
Bankhead
MARTA Station
Railroad Crossing on Lowery Blvd
Signal and Pedestrian Crossing Hollywood Rd

Subarea 9
Previous Plan: Recommendations

• New Streets and Street Extensions
  (Street Framework Plan)
• Intersection Improvements
• Signal Coordination
• Traffic Calming/Access Management
• Streetscapes

Subarea 9
Previous Plan: Recommendations

• New Transit Routes
  - BeltLine Transit
  - DL Hollowell Pkwy BRT
  - Extension of MARTA Green Line
  - Streetcar Lines
• Bike Facilities
  - Bike Lanes on JE Lowery Blvd.
  - Brawley Dr. and Jefferson St.
  - Multi-use Path (Proctor Creek)
Previous Subarea 9 parks and open space goals involved making the future Westside Reservoir Park into a regional, accessible destination for all.

Goal 1: Make Westside Reservoir Park a regional/local destination.
Goal 2: Accommodate regional access to Westside Reservoir Park.
Goal 3: Ensure safe, integrated, and convenient local access to recreational opportunities.

Are these goals still valid?

Mobility

1. Promote alternative modes of transportation
2. Promote transportation network connectivity
3. Preserve the function and character of existing roadways

Open Space

1. Make Westside Reservoir Park an attractive regional/local destination
2. Accommodate regional access to Westside Reservoir Park
3. Ensure safe, integrated, and convenient local access to recreational opportunities
Subarea Master Plan Next Steps

What happens now? **Your feedback matters.**

1. **Community Input Activity:** Review information boards, development activity boards, and previous Subarea Master Plan goals and recommendations.

2. **Fill out the Meeting Evaluation Form and Comment Cards**

3. **Attend the Subarea 9 and 10 workshops on April 28th**
   - Subarea 9: 10:00 a.m. – 12:00 p.m.
   - Subarea 10: 1:00 p.m. – 3:00 p.m.
   - Location: Mount Ephraim Baptist Church (1202 W. Marietta St. NW)

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Community Input Activity: Vision Exercise

**Step 1. Identify** ONE word that best describes your vision for the subarea.

**Step 2. Write** the word on an index card and post on the large black boards at each station.

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Community Input Activity: Goals Exercise

**Step 1. Discuss** previous subarea master plans Land Use, Mobility, and Open Space goals with facilitators. **Identify** new goals to be considered (if any).

**Step 2. Prioritize** the goals using red & green dots.

**Priority Goals**
- 2

**Goals no longer relevant**
- 1
Community Input Activity: SWOT Analysis

*Step 1.* What are the **STRENGTHS** and **OPPORTUNITIES** that the Master Plan should highlight?

**Write** your comment on a post-it note and place on the Strengths and Opportunities sheet.

*Step 2.* What are the **WEAKNESSES** or **THREATS** that the Master Plan should address?

**Write** your comment on a post-it note and place on the Weaknesses or Threats sheet.

Questions

Thank you!
Board 5 - Draft Street Framework Transit/Greenway Trails Plan: Participants were asked to review a draft street framework plan that included transit and trails. Participants were given post-it notes to add comments directly on the board:

- West alignment meets priority for connection to MARTA
- Sidewalks!
- Howell Station residents are not happy about more roads coming through the neighborhood
- Church Street access
- Pedestrian bridge from Niles Avenue across Marietta
- Bike and pedestrian access from Church
- Need sidewalk bike trail added along Perry/Johnson Roads
- Need BeltLine Park and Bankhead access from Howell Station
- Access via Gary Avenue

Question 1: List any intersections or corridors where you would like to see improvements

Synthesis of Answers:

- Marietta/W. Marietta (2 participants)
- Marietta to Bankhead MARTA Station (2 participants)
- Donald Lee Hollowell (2 participants) (Includes Hollowell and West Lake, Hollowell and Marietta Blvd.)
- Lowery Blvd. (2 participants)
- Park Entrance for Grove Park
- Other comments included: Additional trails through community; pedestrian-friendly crosswalks; traffic flow/pave street on Lowery from W. Marietta St. to Boone; coordinate traffic signals and turn signals to improve flow)

Question 2: List any areas where you would like to see additional greenway trail connections and/or trailheads.

Synthesis of Answers:

- Grove Park (3 participants)
- Knight Park - Access to Quarry Park
- Jefferson
- Donald Lee Hollowell

Question 3: Where you would like to see transportation improvements occur first? List your top priority transportation improvements.

Synthesis of Answers:

- West Marietta St. Corridor (5 participants) (Includes new bridge; W. Marietta/Marietta Blvd.; West Marietta St./Rice; West Marietta and Lowery traffic lights; turn signal from Marietta Street to Brady Street)
- Quarry Park
- Get Southside Trail done
- Streetcar
- Safe sidewalks
- MARTA heavy rail access
- Access points/trail heads
- Resurface Lowery

The worksheet also requested that participants share their general comments:

- I like the information shared.
- Sidewalks! Bike trails!
- Hurry up - I want to be able to use it.
- We are Howell Station. NOT Knight Park/Howell Station.
- Please investigate a grocery store on Donald Lee Hollowell.
- Looks good - move BeltLine to West Rock at park.
**Meeting Overview:** On Saturday April 28th at 10:00 am Subarea 9 residents and those interested in learning more about the Atlanta Beltline Subarea 9 Master Plan Update met at Mount Ephraim Baptist Church. This meeting preceded the Subarea 10 meeting, which was held from 1:00 pm until 3:00 pm. Excluding the consulting team and ABI staff, approximately thirty-five people were in attendance along with a group of students from the Douglas High School STEM Program. The meeting began with a PowerPoint presentation followed by a question-and-answer session. Attendees were then given a worksheet with six questions to be answered while evaluating a series of boards in an adjacent room. The boards highlighted Subarea context, feedback from the initial kickoff Meeting on 3.26.18, previous plan land use and development areas, and a draft street framework transit/greenway trail plan.

**Subarea 9 Q&A:**

**Q:** Are we updating the Master Plan for all the Subareas? Is this just the first part of that process? Once those are complete will the strategic implementation plan be done again?

A: Yes, this is the first part of the process. Currently, master plan updates for Subarea 9, 10, and 3 are underway. It is time for the strategic implantation plan to be updated as well, and there will be more conversations about it in the next year or so. The immediate goal, once all the subarea updates are complete, is to submit the master plans to the City of Atlanta for adoption.

**Q:** Does this plan include zoning?

A: This plan will include zoning recommendations, but we are not currently at that phase of the process. The City will take the lead regarding actions on zoning recommendations.

**Board 1 - Subarea Context:** Participants were asked to review the display board and add comments directly on the board using post-it notes:

- Knight Park Funding - we need $1.6 million to complete renovations
- CSX railroad crossing - horns night and day will damper growth
- Double check conservation fund park boundary
- I’d like the plan to expand to my neighborhood (Douglas student)

**Board 2: Summary of the Goals from the 3.26.18 Meeting:** Participants were asked to review feedback from the kick-off meeting and the Subarea 9 master plan goals, and using post-it notes, to add comments directly to the board:

- Safe direct access from Howell Station neighborhood to Quarry Park
- Add pedestrian bridge from Niles Avenue across Marietta
- Build a progressive bike/park/skills avenue to enhance Atlanta’s young and beginner cyclists’ skills in an inclusive space
- Regional access to park is a way to connect affordable housing to the resource
- Effective and improved bus systems
- Bike and pedestrian access to Bankhead MARTA Station from Howell Station subdivision
- Provide connection to Proctor Creek Greenway and the river
- Include shared use trails for mountain bikes, hiking, and running
- Low rent and protected space for urban farm and farmers market [improve food access]
- Put more restaurants or grocery stores in more remote areas (Douglas Student)
- Address CSX train horn noise at GA Power substation next to Fulton County animal shelter
- Dirt hiking and mountain biking trails

**Board 3 - Summary of the S.W.O.T. Analysis from the 3.26.18 Meeting:**

- Knight Park Funding - we need $1.6 million to complete renovations
- CSX railroad crossing - horns night and day will damper growth
- Double check conservation fund park boundary
- I’d like the plan to expand to my neighborhood (Douglas student)

**Question 1: Reviewing the photos, list the three types of development that you would like to see more of in Subarea 9. Synthesis of Answers:**

- Low-density residential (3 participants)
- Medium-density mixed-use (2 participants)
- Low-density commercial (2 participants)

**Question 2: Where would you like to see development occur first? List your top priority areas for redevelopment.**

- Bankhead MARTA Station (3 participants)
- West Marietta Corridor (3 participants) (includes Lowery and West Marietta Corridor, West Marietta St. and Marietta Blvd.)
- Area directly surrounding Park/New Park (2 participants)
- Proctor Creek clean-up
- Finalize Westside Trail
- Hollowell Corridor near West Lake Ave
- West Rock property
- Create Grove Park access points
NEIGHBORHOODS:
- Bankhead
- English Avenue
- Grove Park
- Knight Park
- Howell Station
- Rockdale

CONTEXT

Subarea 9 NEIGHBORHOODS:
- Howell Station
- Knight Park
- English Avenue
- Bankhead

LAND USE
- Promote compact urban development
- Create livable activity centers
- Promote established single-family neighborhoods
- Promote affordable housing

MOBILITY
- Address access to food and medical services
- Create 'compact urban development' at industrial infill sites. Activate and connect.
- High density development should be conforming to neighborhood
- Keep affordability but also address blight
- How can we attract more food options? (grocery stores)
- Preserving established single-family neighborhoods
- Affordable housing not in our plan
- Mural site should be high-density mixed-use; BeltLine alignment should support much higher density
- Need a clear definition of 'compact urban development'

OPEN SPACE
- Make Westside Reservoir Park a regional/local destination
- Accommodate regional access to Westside Reservoir Park
- Ensure safe, integrated and convenient local access to recreational opportunities

LAND USE
- Promote compact urban development
- Create livable activity centers
- Promote established single-family neighborhoods
- Promote affordable housing

BREAKEOUT ACTIVITY RESULTS

GOAL DESCRIPTION
- Promote alternative modes of transportation
- Promote transportation network connectivity
- Preserve the function and character of existing roadways

LAND USE
- Accommodate regional access to Westside Reservoir Park
- Ensure safe, integrated and convenient local access to recreational opportunities

OPEN SPACE
- Make Westside Reservoir Park a regional/local destination
- Accommodate regional access to Westside Reservoir Park
- Ensure safe, integrated and convenient local access to recreational opportunities

BROKEN ACTIVITY RESULTS

- Attendees were asked to evaluate the existing Subarea 10 Master Plan land use, mobility, and open space goals using green and red dots to identify which goals were the most and the least relevant. The results from the Kickoff Meeting are summarized below:
  - Green Dots: Top two priority goals
  - Red Dots: Goal that is the lowest priority

ADDITIONAL COMMENTS

- Need to make sure everything on the list has BeltLine and/or extension of BeltLine
- heavyweight development
- Affordable housing not in our plan
- Affordable housing not in our plan
-绿线应该优先考虑
- Promote alternative modes of transportation
- Promote transportation network connectivity
- Preserve the function and character of existing roadways
As part of the S.W.O.T Analysis exercise, attendees were asked to identify strengths, weaknesses, opportunities and threats by writing their ideas on post-it notes.

### S.W.O.T Analysis Exercise

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>WESTSIDE RESERVOIR PARK</td>
<td>POOR/NO SIDEWALKS AND MORE PEDESTRIAN CROSSINGS</td>
</tr>
<tr>
<td>HISTORIC</td>
<td>POOR CONNECTIVITY ACROSS RAILROAD TRACKS OFF MARIETTA FOR CARS AND PEDESTRIANS</td>
</tr>
<tr>
<td>COMMUNITY</td>
<td>NEEDS MORE FOOD OPTIONS (GROCERY STORES)</td>
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<tr>
<td>LOVELY PLACE TO LIVE CLOSE TO CITY</td>
<td>CRIME</td>
</tr>
<tr>
<td>CULTURE/HISTORY</td>
<td>NOT MANY OWNER-OCCUPIED HOMES</td>
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<tr>
<td>GREAT STREET GRID</td>
<td>EAST-WEST CONNECTION TO PARK FROM HOWELL STATION</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIking/BIKING TRAILS</td>
<td>INVESTORS BUYING UP REAL ESTATE QUICKLY</td>
</tr>
<tr>
<td>EXTEND MARTA LINE TO W. HIGHLANDS AND THEN TO HILLS PARK</td>
<td>WHAT WILL HAPPEN TO THE WOODSAN PARK ACADEMY BUILDING WHEN THEY MOVE?</td>
</tr>
<tr>
<td>PRESERVE LEGACY RESIDENTS</td>
<td>NEED TO ENCOURAGE DEVELOPMENT AT INDUSTRIAL INFILL, NOT SUBURBAN PATTERNS</td>
</tr>
<tr>
<td>MORE LIGHTING AND SIDEWALKS</td>
<td>PREDATORY INVESTORS</td>
</tr>
<tr>
<td>WIDE SIDEWALK/MULTI-USE PATH ALONG RAILROAD BUFFER (W. MARIETTA STREET)</td>
<td>FAILURE TO PROTECT CURRENT RESIDENTS</td>
</tr>
</tbody>
</table>

### Breakout Activity Results

### Strengths
- Westside Reservoir Park
- Historic
- Community
- Lovely place to live close to city
- Culture/history
- Great street grid

### Weaknesses
- Poor/no sidewalks and more pedestrian crossings
- Poor connectivity across railroad tracks off Marietta for cars and pedestrians
- Needs more food options (grocery stores)
- Crime
- Not many owner-occupied homes
- East-west connection to park from Howell station
- Dangerous traffic (trucks)
- Lack of access and connectivity to surrounding amenities
- Lack of community resources
- Street grid and connectivity
- No safe walking access to Marta from Howell station
- Noise and air pollution from truck traffic
- Poor connectivity
- Sidewalk quality and network
- Truck traffic at Marietta street/Boulevard makes walking/biking dangerous

### Opportunities
- Hiking/biking trails
- Extend Marta line to W. Highlands and then to Hills Park
- Preserve legacy residents
- More lighting and sidewalks
- Wide sidewalk/multi-use path along railroad buffer (W. Marietta street)
- Off-road bike trail
- More entertainment options to attract younger couples and families
- Preserving the character of the grove park signs

### Threats
- Investors buying up real estate quickly
- What will happen to the Woodsan Park Academy building when they move?
- Need to encourage development at industrial infill, not suburban patterns
- Predatory investors
- Failure to protect current residents
Subarea Master Plan Update Purpose

• The original 10 Subarea Master Plans completed ~10 years ago
  • Subarea 9 Master Plan adopted in 2009

• A lot has happened – it’s time to update the plans to reflect these changes and the potential for future success

• These are updates, so they will not be as long or as detailed as the previous plans

• We are not starting from scratch

Study Group 1: Kick-off Meeting

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• Saturday, April 28th, 10:00 A.M. – 12:00 P.M. (Subarea 9)
• Saturday, April 28th, 1:00 P.M. – 3:00 P.M. (Subarea 10)
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• Monday, June 25th, 6:30 P.M. to 8:00 P.M.
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Study Group 4: Final Presentation
• Monday, August 27th, 6:30 P.M. to 8:00 P.M.
• Location TBD

Plan Adoption: 4th Quarter 2018

Subarea 9 Workshop Agenda

• Subarea Master Plan Update Purpose and Process
• Subarea 9 PowerPoint Presentation
  • Context
  • Community Engagement Results – Study Group Meeting 1
  • Market Analysis
  • Land Use + Revitalization Opportunities Analysis
  • Mobility + Connectivity Analysis
• Workshop Activities
### Plans

2009 - present

- Vine City/Washington Park LCI
- Atlanta Region Plan 2040
- Tier 1 Final Environmental Impact Statement
- Atlanta Beltline 2030 Strategic Implementation Plan
- Westside TAD Neighborhoods Strategic Implementation Plan
- Mixed Income TOD Implementation Strategy
- Transit-Oriented Development Implementation Strategy Assistance
- Washington Park Neighborhood Visioning Plan
- Atlanta Beltline, Inc. Westside Impact Neighborhood Analysis
- Atlanta Streetcar Systems Plan
- City of Atlanta Capital Improvements Program & Community Work Program
- Integrated Action Plan: Economic Development, Housing, & Real Estate
- Proctor Creek Greenway Trail Master Plan & Implementation Strategy
- Proctor Creek Watershed Improvement Plan
- Vine City/Washington Park LCI Update
- Westside Land Use Framework Plan
- Atlanta City Design
- D3 Westside Revive
- Art on the Atlanta BeltLine

### Subarea 9

**Context**

**NEIGHBORHOODS**

**SUBAREA 9**

- Bankhead
- Grove Park
- Rockdale
- English Avenue
- Knight Park / Howell Station

### 3.26.18 Community Engagement Results Overview

#### a. Vision Board

#### b. Strengths, Weaknesses, Opportunities, and Threats (S.W.O.T.) Analysis

   i. Placemaking, Community, and Connectivity
   ii. Mobility
   iii. Open Space
   iv. Land Use

#### c. Prioritization of Goals from the 2009 Master Plan

   i. Mobility
   ii. Open Space
   iii. Land Use
3.26.18 Kickoff Meeting - S.W.O.T. Analysis:

Attendees were asked to identify strengths by writing their ideas on post-it notes.

**STRENGTHS:**
- Placemaking + Sense of Community
  - Historic
  - Community
  - Lovely place to live close to city
  - Culture/history
- Mobility
  - Great street grid
- Open space
  - Westside Reservoir Park

3.26.18 Kickoff Meeting - S.W.O.T. Analysis:

Attendees were asked to identify weaknesses by writing their ideas on post-it notes.

**WEAKNESSES:**
- Land use
  - Needs more food options (grocery stores)
  - Not many owner-occupied homes
- Mobility
  - Poor/no sidewalks and more pedestrian crossings
  - Poor connectivity across railroad tracks (off Marietta) for cars and pedestrians
  - East-west connection to park from Howell Station
  - Dangerous traffic (tracks)
  - Lack of access and connectivity to surrounding amenities

3.26.18 Kickoff Meeting - S.W.O.T. Analysis:

Attendees were asked to identify opportunities by writing their ideas on post-it notes.

**OPPORTUNITIES:**
- Mobility
  - Extend MARTA Line to W. Highlands and then to Hills Park
  - More lighting and sidewalks
  - Wide sidewalks/multi-use path along railroad buffer (W. Marietta Street)
- Land use
  - Preserve legacy residents
  - More entertainment options to attract younger couples and families
- Open space
  - Hiking/biking trails
  - Off-road bike trail

3.26.18 Kickoff Meeting - S.W.O.T. Analysis:

Attendees were asked to identify threats by writing their ideas on post-it notes.

**THREATS:**
- Land use
  - Investors buying up real estate quickly
  - What will happen to the Woodisan Park Academy building when they move?
  - Need to encourage development at industrial infill, not suburban patterns
  - Predatory investors
  - Failure to protect current residents
3.26.18 Kickoff Meeting: Mobility Goals

Residents prioritized goals from the previous Subarea Master Plan. Green dots represented high-priority goals. Red dots represented lower-priority goals.

- Promote alternative modes of transportation
- Promote transportation network connectivity
- Preserve the function and character of existing roadways

The greatest support was given for promoting alternative modes of transportation, followed closely by promoting transportation network connectivity.

Preserving the function and character of existing roadways deserves further dialogue as 20 red dots were used on this goal.

3.26.18 Kickoff Meeting: Open Space Goals

Residents prioritized goals from the previous Subarea Master Plan. Green dots represented high-priority goals. Red dots represented lower-priority goals.

- Make Westside Reservoir Park a regional/local destination
- Accommodate regional access to Westside Reservoir Park
- Ensure safe, integrated and convenient local access to recreational opportunities

The greatest support was shown for ensuring safe, integrated and convenient local access to recreational opportunities.

3.26.18 Kickoff Meeting: Land Use Goals

Residents prioritized goals from the previous Subarea Master Plans. Green dots represented high-priority goals. Red dots represented lower-priority goals.

- Promote compact urban development
- Create livable activity centers
- Preserve established single-family neighborhoods
- Promote affordable housing

The greatest support was given for promoting affordable housing, followed closely by preserving established single-family neighborhoods.

Promoting compact urban development was of mixed priority to the community, with 6 green dots and 8 red dots.

4.11.18 Student Outreach

The Washington High School Student Council was asked to identify strengths and weaknesses in their community. Students used green dots to represent high priority elements and red dots to represent elements of lower priority.
Subarea 9: Market Analysis

Demographics

- Losses in lower-income, older households (aged 35+) from 2000 to 2018
- A total of 3,094 households in 2000 and 3,550 households in 2018, a 15% increase
- Gains in younger, professional households with higher incomes that are moving into the area – primarily renting existing homes
- Majority of renters make under $15,000 and are under the age of 34
- Percent of households with bachelor degrees is increasing
  *14% of households held bachelor degrees in 2000
  *18% of households held bachelor degrees in 2016
- Majority of the households are renter-occupied
- Top workplace locations for 9: South DeKalb, Greenbriar/Cascade Road, West Midtown/Georgia Tech and College Park

*Job locations determined using LED on the Map, a census tool to determine the work destinations of the residents living in an area

Home Values

- Sale prices for single-family homes have been steadily increasing since 2010
- New home sales reached peak construction in 2014 and has since declined, however sale prices continue to rise
- Resales steadily increasing since 2013
- 2017 median sales price was $325,000
- Strongest increases in home values are in West Highlands and Knight Park/Howell Station

Commercial Market

- Increasing retail and office traffic just outside the Subarea
- Development has continued in West Midtown and proposed development has been increasing for Subarea 9 due to Westside Reservoir Park
- Several large catalytic sites exist including Urban Creek Partners and Mead Westvaco property
- Smaller infill development opportunities throughout the Subarea

Significant Demand for:

- Rental Apartments
- Office

Growing Demand for:

- Infill Townhomes
- Neighborhood Retail / Restaurant / Services

Major Catalytic Sites:

- Urban Creek Partners
- Wood Partners Proposed West Marietta Street Development
- Future Redevelopment Mead Westvaco Site

*Note: Demand is based on the existing and projected number of residential units
The previous Subarea 9 Master Plan highlighted specific development nodes that are highlighted with bright green boundary lines.

Subarea 9: Mobility Analysis: Connectivity Barriers

**METHODOLOGY:**
1. Analyze key corridors connecting to the Atlanta BeltLine
2. Look at crosswalks, ADA accessibility, topography, sidewalks, bike facilities and roads

**KEY CORRIDORS:** Hollowell Pkwy, West Marietta St, West Marietta Blvd, Lowery Blvd, Jefferson St

**MAJOR ISSUES:** Missing street connections, lack of sidewalks and crossings, truck traffic, topography

**CORRIDORS MISSING SIDEWALKS:** W. Marietta Blvd., W. Marietta St., West Jefferson St., portions of Johnson Rd.

**DRAFT RECOMMENDATIONS:**
1. Provide continuous sidewalks on key corridors with ADA accommodation
2. Provide street or multi-use trail connection from Jefferson St. at W. Marietta Blvd to Proctor Creek Trail
3. Look at options for bike lanes on Lowery Blvd between W. Marietta St. and Hollowell Pkwy

**DRAFT RECOMMENDATIONS HEARD FROM THE PUBLIC:**
1. Connect Knight Park/Howell Station to Bankhead MARTA Station
2. Connect Grove Park to Proctor Creek Trail
Community Input Activity: Breakout Session

Step 1. Using your Workshop Worksheet as a guide, visit each of the stations around the room to participate in further activity.

Step 2. Answer the questions on the Worksheet that correspond to each station.

Step 3: Turn in your Worksheet, meeting evaluation form, and comment cards prior to leaving.

Consultant team members will be available for questions at each station.

Workshop Next Steps

What happens now? Your feedback matters.

1. **Community Input Activity:** Review information boards, development activity boards, and the community engagement results from the previous Subarea Master Plan kickoff meeting.

2. **Fill out the Workshop Worksheet, Meeting Evaluation Form and Comment Cards**

3. **Be on the lookout for more information regarding Study Group Meeting #3**
   - Monday, June 25th, 6:30 P.M. to 8:00 P.M.
   - Location: Hagar’s Palace 19 Joseph E. Lowery Blvd. NW 30314

Thank you!
Meeting Purpose: The draft Land Use, Mobility, Open Space and Action Plan recommendations was presented to the meeting attendees for final review and feedback.

Meeting Overview: The team presented preliminary draft land use, mobility, goals and strategy recommendations for the stakeholder group to review prior to the next Study Group meeting. The meeting was held in conjunction with the meeting for the Subarea 10 Master Plan Update. Approximately 15 stakeholders were in attendance.

Overview of Draft Land Use and Circulation Recommendations:

Draft Future Land Use Plan:
- Increase existing park space to be consistent with future Westside Reservoir Park boundary
- Increase density (MU 10+ stories and MU 5-9 stories) around the Bankhead MARTA station
- Convert a portion of industrial properties along J.E. Lowery to mixed-industrial
- Convert vacant land east of Lois St. to medium-density mixed-use (MU 5-9 stories)
- Convert a portion of Marietta Blvd. from industrial to low-density commercial
- Provide medium-density multi-family (MF 5-9 stories) south of W. Marietta St. (SE corner) and south of Jefferson St.
- Provide medium-density mixed-use (MU 5-9 stories) south of Jefferson St. and north of D.L. Hollowell Parkway.

Draft Circulation Plan (Bike/ Pedestrian):
- Have sidewalks or have intermittent sidewalks
- Add ADA ramps to non-compliant intersections with sidewalks
- Evaluate adding multi-use trail west from Jefferson St./Marietta Blvd. over CSX tracks to provide access to the Proctor Creek Trail
- Continue bike lane on D.L. Hollowell Pkwy to West Lake Ave.
- Evaluate multi-use trail under D.L. Hollowell Pkwy. through culvert along Proctor Creek to provide access to Proctor Creek Trail and Bankhead MARTA Station
- Provide streetscape on W. Marietta St. from Marietta Blvd. to Brady Ave./8th St.

Draft Circulation Plan (Vehicular):
- Evaluate Street Retrofit: J.E. Lowery Blvd. –Convert 3 lanes to 2 lanes with 5 ft. wide bike lanes
- Evaluate Street Retrofit: Johnson Rd. and Perry Blvd.
- Street Retrofit: Marietta Blvd. –Evaluate a road diet and potential for near-term cycle track/future BeltLine transit
- BeltLine and D.L. Hollowell Pkwy to North Ave. corridor –streetcar/LRT
- Various intersection improvements consistent with the original SA master plan
SA 9 Goals and Guiding Principals

Goal Wording changes:
Additions are italics and underlined
Deletions are shown with strikeout: deletions

Goal 1: Promote compact transit oriented urban development
G1-1 Locate development to take advantage of existing and planned transit
G1-2 Maximize redevelopment opportunities by including mixed use with employment opportunities
G1-3 Promote the redevelopment of underutilized industrial sites, while maintaining appropriate light industrial uses
G1-4 Promote small business development around transit hubs
G1-5 Encourage development that improves the community’s access to essential goods and services
G1-6 Promote reduced parking
G1-7 Promote quality urban design in new development that adheres to the Beltline Overlay District design guidelines
G1-8 Incorporate improved stormwater management practices
G1-9 Ensure new development is compatibly scaled and detailed, providing transitions to surrounding lower density areas
G1-10 Encourage the consolidation of green space into usable pocket parks rather than buffers, berms, landscape islands or other unusable areas

Goal 2: Create livable activity centers
G2-1 Promote a mix of uses including commercial, office, and residential
G2-2 Promote the adaptive reuse of properties that support job creation
G2-3 Incorporate public art and public spaces for artistic and community use
G2-4 Integrate artwork into infrastructure, public spaces and private development
G2-5 Promote urban agricultural initiatives including community farms, gardens and farmers’ markets

Goal 3: Preserve and strengthen the character of established single-family neighborhoods
G3-1 Promote compatible transitions to existing neighborhoods incorporating transitions in height, density and/or use
G3-2 Promote compatible and context sensitive infill redevelopment
G3-3 Strengthen and preserve the character of existing neighborhoods

Goal 4: Promote affordable housing
G4-1 Expand the range of housing choices and type to promote mixed income communities
G4-2 Promote neighborhood stabilization tools
G4-3 Encourage the development of affordable housing units within mixed income communities near future transit
G4-4 Identify programs and financing mechanisms to develop and preserve a supply of affordable rental units

Goal 5: Preserve historic, natural and cultural resources
G5-1 Reinforce and celebrate the cultural history and unique identity of the area including connections to the civil rights movement
G5-2 Preserve the industrial railroad history of the area
G5-3 Identify and protect historic structures

G5-4 Incorporate art that is reflective of the community’s history and culture
G5-5 Support urban agriculture and improved community facilities

Goal 6: Promote alternative modes of transportation
G6-1 Maximize transit access to redevelopment opportunities
G6-2 Provide safe, integrated pedestrian and bicycle access between neighborhoods and area amenities
G6-3 Ensure that transportation facilities serve people of varying ages and abilities

Goal 7: Promote transportation network connectivity
G7-1 Provide safe, integrated pedestrian and bicycle access between neighborhoods and area amenities, including parks and open space resources
G7-2 Improve sidewalk infrastructure and incorporate more transit shelters, better signage, and improved lighting
G7-3 Provide connections across railroads to areas to the north and east
G7-4 Encourage new connections to reduce transportation impact on existing streets
G7-5 Improve signage, access and connectivity to regional roads
G7-6 Structure new development to promote connectivity

Goal 8: Preserve and improve the function and character of existing roadways
G8-1 Improve thoroughfares for all transportation modes
G8-2 Improve the major roadway network as necessary to mitigate the impacts of new development
G8-3 Mitigate cut-through traffic in neighborhoods by employing traffic-calming measures
G8-4 Establish parking requirements on local streets

Goal 9: Make Westside Reservoir Park a regional/local destination
G9-1 Establish a unique identity for Westside Reservoir Park to differentiate it from Atlanta’s other parks
G9-2 Provide park facilities that serve local and regional needs
G9-3 Invest in the park to generate market demand for adjacent development

Goal 10: Accommodate regional access to Westside Reservoir Park
G10-1 Plan for transit, pedestrian and bicycle access to the park
G10-2 Provide parking facilities on-site to accommodate visitors and to minimize parking in adjacent neighborhoods
G10-3 Locate park access points to take advantage of regional transportation connections

Goal 11: Ensure safe, integrated, and convenient local access to recreational opportunities
G11-1 Maximize street and trail connections between Westside Reservoir Park and Grove Park neighborhood
G11-2 Make greenway trail connections from Westside Reservoir Park to Knight Park, Grove Park, Rockdale Park and Maddox Park
G11-3 Enhance existing park resources
Subarea 9 & 10

Context

NEIGHBORHOODS

SUBAREA 9

- Bankhead
- Grove Park
- Rockdale
- English Avenue
- Knight Park / Howell Station

SUBAREA 10

- Ashview Heights
- Bankhead
- English Avenue
- Harris Chiles
- Just Us
- Vine City
- Atlanta University Center
- Grove Park
- Hunter Hills
- Mozley Park
- West End

Study Group Meeting 1: Kick-off Meeting, March 26th

Study Group Meeting 2: Workshop

- Saturday, April 28th, 10:00 A.M. – 12:00 P.M. (Subarea 9)
- Saturday, April 28th, 1:00 P.M. – 3:00 P.M. (Subarea 10)

Stakeholder Meeting 1 (You are here)

Study Group Meeting 3: Draft Recommendations

- Monday, June 25th, 6:30 P.M. to 8:00 P.M.
- Location: Hagar’s Palace 19 Joseph E. Lowery Blvd. NW 30314

Stakeholder Meeting 2

Study Group Meeting 4: Final Presentation

- Monday, August 27th, 6:30 P.M. to 8:00 P.M.
- Location TBD

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

2009 - present

- Vine City/Washington Park LCI 2009
- Atlanta Region Plan 2040 2011
- Tier 1 Final Environmental Impact Statement 2012
- Atlanta Beltline 2030 Strategic Implementation Plan 2013
- Westside TAD Neighborhoods Strategic Implementation Plan 2013
- Mixed Income TOD Implementation Strategy 2013
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- City of Atlanta Capital Improvements Program & Community Work Program 2015
- Proctor Creek Greenway Trail Master Plan & Implementation Strategy 2016
- Proctor Creek Watershed Improvement Plan 2016
- Vine City/Washington Park LCI Update 2017
- Westside Land Use Framework Plan 2017
- Atlanta City Design 2017
- D3 Westside Revive 2018
- Art on the Atlanta BeltLine 2018

**Major Changes Since 2009**

- Proctor Creek Greenway Phase I trail completed
- BeltLine trail construction to Washington Park completed
- Westside Reservoir Park Phase I underway
- Donald Lee Hollowell streetscape project underway
- Atlanta Streetcar System proposed line extension to Bankhead
- Significant redevelopment proposed in the immediate vicinity

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**What We’ve Heard**

**Strengths and Opportunities**

- Sense of community, lots of history and culture
- Lovely place to live close to the city
- Legacy residents
- Westside Reservoir Park

**Weaknesses and Threats**

- Lack of retail and grocery store options
- Lack of entertainment options for younger couples and families
- Reduction in the number of owner-occupied homes—investors buying real estate
- Lack of access and connectivity to surrounding amenities and across railroad tracks
- Lack of good bike and sidewalk network with safe pedestrian crossings and lighting
**What We’ve Heard**

**Consolidated Comments**
- Enhance the bike/sidewalk network - Provide safe and direct bike and pedestrian access from surrounding neighborhoods to Westside Reservoir Park, Bankhead MARTA Station, Proctor Creek Greenway and existing and future activity nodes
- Advance streetscape improvements
- Advance improvements to area parks
- Provide opportunities for hiking and mountain biking

**Development Activity in Subarea 9**

**Support For:**
- Previous Master Plan Goals
- Land uses and densities of the previous Master Plan
- Draft Street Framework and Trails Plan

**Subarea 9: Market Analysis**

**Demographics**
- A 15% increase in total number of households
- Losses in lower-income, older households (aged 35+)
- Gains in younger, professional households with higher incomes – primarily renting existing homes
- Majority of the households are renter-occupied; majority of renters make under $15,000 and are under the age of 34
- Percent of households with bachelor degrees is increasing:
  - *14% of households held bachelor degrees in 2010*
  - *24% of households held bachelor degrees in 2018*
- Top workplace locations for 9: South DeKalb, Greenbriar/Cascade Road, West Midtown/Georgia Tech and College Park

*Job locations determined using LED on the Map, a census tool to determine the work destinations of the residents living in an area*
Subarea 9: Market Analysis

**Home Values**
- Sale prices for single-family homes have been steadily increasing since 2010
- New home sales reached peak construction in 2014 and has since declined, however sale prices continue to rise
- Resales steadily increasing since 2013
- 2017 median sales price was $325,000
- Strongest increases in home values are in West Highlands and Knight Park/Howell Station

**Commercial Market**
- Increasing retail and office traffic just outside the Subarea
- Development has continued in West Midtown and proposed development has been increasing for Subarea 9 due to Westside Reservoir Park
- Several large catalytic sites exist including Urban Creek Partners and Mead Westvaco property
- Smaller infill development exist opportunities throughout the Subarea

Subarea 9: Market Analysis

**Significant Demand for:**
- Rental Apartments
- Office

**Growing Demand for:**
- Infill Townhomes
- Neighborhood Retail / Restaurant / Services

**Major Catalytic Sites:**
- Urban Creek Partners
- Wood Partners Proposed West Marietta Street Development
- Future Redevelopment Mead Westvaco Site

*Note: Demand is based on the existing and projected number of residential units

**SA 9 Development Product Matrix**

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Pricing (for new construction)</th>
<th>Estimated Total Demand 2022</th>
<th>Estimated Total Demand 2030</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rental Apartments</td>
<td>$1,300 1 BR, $1,600 2 BR</td>
<td>343 units or 69 per year</td>
<td>1,085 units or 136 per year</td>
<td>Midrise wood frame construction; only best sites can support structured parking</td>
</tr>
<tr>
<td>Single Family</td>
<td>$350,000 - $450,000</td>
<td>29 or 6 per year</td>
<td>41 or 5 per year</td>
<td>Mostly rehab, new construction in pockets at 2,300 – 3,000 SF</td>
</tr>
<tr>
<td>Townhomes</td>
<td>$250,000 - $350,000</td>
<td>114 or 23 per year</td>
<td>213 or 27 per year</td>
<td>Entry level product for first time home buyers</td>
</tr>
<tr>
<td>Condominium</td>
<td>Not likely given post-recession financing challenges</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neighborhood Retail/Restaurant</td>
<td>$20 - $25 per SF (Triple Net)</td>
<td>-10,000 SF</td>
<td>59,000 SF</td>
<td>Food and beverage driven in mixed use building; rents don’t justify stand alone new construction</td>
</tr>
<tr>
<td>Class A/B Office</td>
<td>$26 - $30 per SF (Modified Gross)</td>
<td>262,000 SF or 52,000 SF/year</td>
<td>724,000 or 91,000 SF/year</td>
<td>More likely build to suit in a mixed use building</td>
</tr>
</tbody>
</table>
The previous Subarea 9 Master Plan land use goals emphasized creating compact, livable activity centers while preserving the character of existing single family neighborhoods.

**Goal 1:**
Promote transit-oriented compact urban development

**Goal 2:**
Create livable activity centers

**Goal 3:**
Preserve and strengthen established single-family neighborhoods

**Goal 4:**
Promote affordable housing

**Goal 5:**
Preserve historic and cultural resources

**Subarea 9:**
**Draft Future Land Use Plan**
- Increase existing park space to be consistent with future Westside Reservoir Park boundary
- Increase density (MU 10+ stories) around the Bankhead MARTA station
- Convert a portion of industrial properties along J.E. Lowery to mixed-industrial
- Convert vacant land east of Lois St. to medium-density mixed-use (MU 5-9 stories)
- Convert a portion of Marietta Blvd. from industrial to a low-density commercial corridor and cultural/mixed-use multi-family (MF 5-9 stories) south of W. Marietta St. (SE corner)
- Provide medium-density mixed-use (MU 5-9 stories) and mixed residential (townhomes) south of Jefferson St. and north of D.L. Hollowell Parkway

**Subarea 9:**
**Draft Circulation (Bike/Ped) Plan**
- Add sidewalks on major corridors that do not have sidewalks or have intermittent sidewalks
- Add ADA ramps to non-compliant intersections with sidewalks
- Evaluate multi-use trail under D.L. Hollowell Pkwy along abandoned railroad ROW (SE corner)
- Provide streetscape on W. Marietta St. from Marietta Blvd. to Brady Ave./8th St.

**Mobility Goals**

1. Promote alternative modes of transportation
2. Promote transportation network connectivity
3. Preserve the function and character of existing roadways
Subarea 9:

Draft Circulation (Vehicular) Plan

- Evaluate Street Retrofit: J.E. Lowery Blvd. – Convert 3 lanes to 2 lanes with 5 ft. wide bike lanes
- Street Retrofit: Marietta Blvd. – Evaluate a road diet and potential for near-term cycle track/future BeltLine transit
- BeltLine and D.L. Hollowell Pkwy to North Ave. corridor – streetcar/LRT
- Various intersection improvements consistent with the original SA master plan

Questions

Thank you!
Join us for the next Subarea 9 and 10 Master Plan Update meeting!

The purpose of this meeting is to present the findings from the open house on April 28th, and receive your feedback on the draft recommendations for land use (e.g. mixed use, housing, commercial services), mobility (e.g. trails, sidewalks, bikes, transit), parks and greenspace.

The objective of the Subarea Master Plan is to guide growth for vibrant, livable mixed-use communities by applying best management practices for transit oriented development, mobility, green space, and alternative modes of transportation.

**DATE**
Monday, June 25, 2018

**TIME**
6:30pm – 8:00pm

**LOCATION**
Hagar’s Palace

**ADDRESS**
19 Joseph E. Lowery Blvd NW,
Atlanta, GA 30314

**GETTING THERE**
❖ This location is accessible via MARTA Ashby Station. See itsmarta.com for complete bus map and schedule.
❖ Please consider biking or walking, if you are able. Bike racks available on site.
❖ Limited free parking available on site.

FOR MORE INFORMATION:
wfuller@atlbeltline.org // 404-477-3574
www.beltline.org/engage-meetings
Circulation (Vehicular) Plan – The map provided recommendations regarding reconfiguration of existing streets and intersection improvements. Questions and comments:

- Will plan recommendations will be taken in consideration by City of Atlanta?
- What is the meaning of evaluate retrofit at Johnson Road/Perry Boulevard?
- Streetcar is a terrible idea
- Please evaluate street retro-fit on Lowery - I am a cyclist and I live here

Circulation (Bike and Pedestrian) Plan – The map included recommendations to evaluate new trails and sidewalk, bike lane and streetscape improvements. Comments:

- Expand Bankhead MARTA Station and provide consistent service to this station
- Just north of Hollowell, at point where proposed BeltLine trail shows two alternatives, decide on preferred path option
- Provide connectivity via 10th Street from Westside Reservoir Park to Piedmont Park
- Provide Grove Park residents with access to Proctor Creek Greenway Trail - make this a priority

Future Land Use – The map proposes land use changes to support future redevelopment. Comments:

- Preferred Beltline option (westernmost option, parallel to Marietta Boulevard)
- Lots along West Marietta between Herndon and Marietta are currently zoned commercial, not residential.
- Why wouldn’t Beltline be adjacent to park? Beltline should use trail option adjacent to Westside Park.
- Single family NOT multifamily on Niles, Reynolds, Baylor and Herndon
- NO industrial uses desired for Westrock redevelopment
- Good place for denser for sale housing/townhomes/cottage courts/middle housing (south of Baylor Street, east of Herndon Street)
- Zoning to allow for middle housing typologies and accessory dwelling units (property in southwest quadrant of Marietta Boulevard and West Marietta)

Mobility and Open Space Goals and Strategies – Comments:

- Goal 9 - Make Westside Reservoir Park a Regional/ Local Destination Comment: What happens to surrounding parks?
- GOAL 11 – Ensure Safe, Integrated, and Convenient Access to Parks, Open Space and Recreational Opportunities Comment: Spur trail needed off Proctor Creek Greenway to connect current residents and trail

Land Use Goals and Strategies

- RED Dot: G2-1 Promote a mix of uses including commercial, office and mixed income residential area
- RED Dot: G4-1 Expand the range of housing choices and housing types to promote mixed income communities

DRAFT GOALS + STRATEGIES

Please evaluate the following Subarea 9 goals and recommended strategies. Place a red dot next to any strategy that you do not agree with.

Please note the following changes to the goals.
- Additions are indicated in italicized and underlined.
- Deletions are shown with a strike-through.
- Subarea 9 Goals + Strategies

LAND USE GOALS + STRATEGIES RED DOTS

GOAL 1: PROMOTE COMPACT TRANSIT-ORIENTED MIXED-USE DEVELOPMENT

G1-1 Locate development to take advantage of existing and planned transit
G1-2 Maximize redevelop opportunities to include mixed-use development or employment centers that accommodate a range of employment opportunities
G1-3 Promote the redevelopment of under-utilized industrial sites, while maintaining appropriate light industrial uses
G1-4 Promote business development around transit stations
G1-5 Encourage development that improves the community’s access to essential goods and services
G1-6 Promote reduced parking
G1-7 Promote quality urban design in new development that adheres to the BeltLine Overlay District and Design Guidelines
G1-8 Incorporate improved and sustainable stormwater management practices
G1-9 Ensure new development is compatibly scaled and designed, transitions to surrounding lower density areas
G1-10 Encourage the consolidation of substantial green space into usable pocket parks rather than unusable areas

GOAL 2: CREATE LIVABLE ACTIVITY CENTERS

G2-1 Promote a mix of uses including commercial, office, and mixed-income residential uses
G2-2 Promote the adaptive reuse of properties that support jobs creation
G2-3 Incorporate public spaces for artistic, and community use
G2-4 Integrate public artwork into infrastructure, public spaces and private development
G2-5 Promote urban agricultural initiatives including community farms, gardens and farmer’s markets

GOAL 3: PRESERVE AND STRENGTHEN THE CHARACTERS OF ESTABLISHED SINGLE-FAMILY NEIGHBORHOODS

G3-1 Promote compatible transitions to existing neighborhoods by incorporating compatible architecture design, transitions in height, density and or use
G3-2 Promote compatible and context sensitive mixed-use development
G3-3 Promote neighborhood stabilization tools that focus on mitigating evictions and involuntary displacement
G3-4 Encourage communities where people can age in place

GOAL 4: PROMOTE AFFORDABLE HOUSING

G4-1 Expand the range of housing choices and housing types to promote mixed income communities
G4-2 Encourage the development of affordable housing units within mixed income communities near existing and future transit
G4-3 Identify programs and financing mechanisms to develop and preserve a supply of affordable housing
G4-4 Leverage subsidies in coordination with other city, state, and federal public funding sources
G4-5 Encourage the construction of housing in accordance with an existing certified “green construction” set of standards to improve public health and strengthen the environment

GOAL 5: PRESERVE HISTORIC, NATURAL AND CULTURAL RESOURCES

G5-1 Preserve and celebrate the historical and unique identity of the area including connections to the civil rights movement
G5-2 Promote understanding and appreciation of the civil rights history of the area
G5-3 Preserve historic structure
G5-4 Incorporate art that is reflective of the community’s history and culture
G5-5 Support urban agriculture and improved community facilities
GOAL 11: ENSURE SAFE, INTEGRATED, AND CONVENIENT LOCAL ACCESS TO PARKS, OPEN SPACE AND RECREATIONAL OPPORTUNITIES

G11-1 Maximize street and trail connections between Westside Reservoir Park and area neighborhoods
G11-2 Make greenway trail connections from Westside Reservoir Park to Knight Park, Rockdale Park and Maddox Park
G11-3 Enhance existing park resources

GOAL 10: ACCOMMODATE REGIONAL ACCESS TO WESTSIDE RESERVOIR PARK

G10-1 Plan for transit, pedestrian and bicycle access to the park
G10-2 Provide multi-modal access and the necessary user accommodations on-ramp (e.g. bike parking, benches, minimum parking) to minimize impacts on adjacent neighborhoods
G10-3 Locate park access points to take advantage of regional transportation connections

GOAL 9: MAKE WESTSIDE RESERVOIR PARK A REGIONAL/LOCAL DESTINATION

G9-1 Establish a unique identity for Westside Reservoir Park to differentiate it from Atlanta’s other parks
G9-2 Provide park facilities that serve local and regional needs
G9-3 Invest in the park to generate market demand for adjacent development

GOAL 8: PRESERVE AND EXPAND OPEN SPACES

G8-1 Improve thoroughfares for all transportation modes
G8-2 Improve the major roadway network as necessary to mitigate the impacts of new development
G8-3 Mitigate cut-through traffic in neighborhoods by employing traffic-calming measures
G8-4 Improve sidewalk infrastructure and incorporate multi-use transit shelters, better signage, and improved lighting
G8-5 Establish parking requirements on local streets

GOAL 7: PROMOTE TRANSPORTATION NETWORK CONNECTIVITY

G7-1 Provide connections across railroad ties to the north and east
G7-2 Encourage new street connections to reduce transportation impact on existing streets
G7-3 Structure new development to promote connectivity

GOAL 6: PROMOTE ALTERNATIVE MODES OF TRANSPORTATION

G6-1 Maximize transit access to redevelopment opportunities
G6-2 Provide safe, integrated pedestrian and bicycle access between neighborhoods and area amenities
G6-3 Ensure that transportation facilities serve people of varying ages and abilities

GOAL 5: IMPROVE THE FUNCTION AND CHARACTER OF EXISTING ROADS

G5-1 Increase density (MU 10+ stories) around the Bankhead MARTA station
G5-2 Convert a portion of Marietta Blvd. from industrial to low-density commercial
G5-3 Increase existing park space to be consistent with future Westside Reservoir Park boundary
G5-4 Provide streetscape on W. Marietta St. and south of Jefferson St. to make it more walkable
G5-5 Convert some industrial properties to medium-density mixed-use (MU 5-9 stories) south of Jefferson St.
G5-6 Convert vacant land east of Lois St. to medium-density mixed-use (MU 5-9 stories) south of Jefferson St.
G5-7 Evaluate multi-use trail west from Jefferson St./Marietta Blvd. over CSX tracks to provide access to the BeltLine
G5-8 Evaluate adding multi-use trail west from Arie St. to access to Proctor Creek Trail and the Beltline
G5-9 Evaluate multi-use trail under D.L. Hollowell Pkwy. through culvert along Proctor Creek to provide access to Proctor Creek Trail and the Beltline
G5-10 Provide streetscape on J.E. Lowery to mixed-industrial
G5-11 Increase density (MU 10+ stories and 6 stories of mixed-used 10+ stories) around the Bankhead MARTA station
G5-12 Increase density (MU 10+ stories) from Jefferson St./Marietta Blvd. over CSX tracks to provide access to the BeltLine
G5-13 Increase density (MU 10+ stories) from Jefferson St./Marietta Blvd. over CSX tracks to provide access to the BeltLine

GOAL 4: ESTABLISH A TRANSIT-FRIENDLY MIXED-USE DISTRIBUTE

G4-1 Increase density (MU 10+ stories) from Jefferson St./Marietta Blvd. over CSX tracks to provide access to the BeltLine
G4-2 Convert some industrial properties to medium-density mixed-use (MU 5-9 stories) south of Jefferson St.
G4-3 Convert vacant land east of Lois St. to medium-density mixed-use (MU 5-9 stories) south of Jefferson St.
G4-4 Convert a portion of Marietta Blvd. from industrial to low-density commercial
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WHAT ARE YOUR THOUGHTS ON THE DRAFT STREET FRAMEWORK PLAN? ARE WE MISSING ANYTHING?

RECOMMENDATIONS

1. Reduce street connections between J.E. Lowery Blvd. and Knight Park/Howell Station
2. Add connection to Westside Reservoir Park from Knight Park/Howell Station at SW apex of Niles Ave
3. Provide multi-modal operational, access and safety improvements to accommodate future development
4. Enhance the street network

WHAT ARE YOUR THOUGHTS ON THE DRAFT CIRCULATION (VEHICULAR) PLAN? ARE WE MISSING ANYTHING?

RECOMMENDATIONS

1. Evaluate Street Retrofit: J.E. Lowery Blvd. – Convert 3 lanes to 2 lanes with 5 ft wide bike lanes
2. Evaluate street retrofit: Johnson Rd. and Perry Blvd.
3. Street Retrofit: Marietta Blvd. – Evaluate a road diet and potential for near-term cycle track / future BeltLine transit
5. Various intersection improvements consistent with the original SA master plan

Meeting Agenda

- Subarea Master Plan Update Purpose and Schedule
- Master Plan Update Process
- What We’ve Heard
- Demographics and Market Overview
- Land Use and Mobility Recommendations
- Break Out Session: Let Us Know What You Think
  - Land Use and Mobility Recommendations
  - Goals and Implementation Strategies
Study Group Meeting 2: Workshop
- Saturday, April 28th, 10:00 A.M. – 12:00 P.M. (Subarea 9)
- Saturday, April 28th, 1:00 P.M. – 3:00 P.M. (Subarea 10)

Study Group Meeting 3: Draft Recommendations
(You are here)

Study Group Meeting 4: Final Plan Presentation
- Monday, August 27th, 6:30 P.M. to 8:00 P.M.
- Location TBD

Plan Adoption: 4th Quarter 2018
What We’ve Heard

Weaknesses and Threats
- Lack of retail and grocery store options
- Lack of entertainment options for younger couples and families
- Reduction in the number of owner-occupied homes—investors buying real estate
- Lack of access and connectivity to surrounding amenities and across railroad tracks
- Lack of good bike and sidewalk network with safe pedestrian crossings and lighting

Strengths and Opportunities
- Sense of community, lots of history and culture
- Lovely place to live close to the city
- Legacy residents
- Westside Reservoir Park
What We’ve Heard

Consolidated Comments

• Enhance the bike/sidewalk network - Provide safe and direct bike and pedestrian access from surrounding neighborhoods to Westside Reservoir Park, Bankhead MARTA Station, Proctor Creek Greenway and existing and future activity nodes
• Advance streetscape improvements
• Advance improvements to area parks
• Provide opportunities for hiking and mountain biking

Major Changes Since 2009

• Proctor Creek Greenway Phase I trail completed
• BeltLine trail construction to Washington Park completed
• Westside Reservoir Park Phase I underway
• Donald Lee Hollowell streetscape project underway
• Atlanta Streetcar System proposed line extension to Bankhead
• Significant redevelopment proposed in the immediate vicinity

Demographics

• A 15% increase in total number of households
• Losses in lower-income, older households (aged 35+)
• Gains in younger, professional households with higher incomes – primarily renting existing homes
• Majority of the households are renter-occupied; majority of renters make under $15,000 and are under the age of 34
• Percent of households with bachelor degrees is increasing:
  *10% of households held bachelor degrees in 2010
  *24% of households held bachelor degrees in 2018
• Top workplace locations for 9: South DeKalb, Greenbriar/Cascade Road, West Midtown/Georgia Tech and College Park

Home Values

• Sale prices for single-family homes have been steadily increasing since 2010
• New home sales reached peak construction in 2014 and has since declined, however sale prices continue to rise
• Resales steadily increasing since 2013
• 2017 median price of home resales was $325,000
• Strongest increases in home values are in West Highlands and Knight Park/Howell Station
Development Activity in Subarea 9

Commercial Market
• Increasing retail and office traffic just outside the Subarea
• Development has continued in West Midtown and proposed development has been increasing for Subarea 9 due to Westside Reservoir Park
• Several large catalytic sites exist including Urban Creek Partners and Mead Westvaco property
• Smaller infill development opportunities exist throughout the Subarea

Significant Demand for:
• Rental Apartments
• Office

Growing Demand for:
• Infill Townhomes
• Neighborhood Retail / Restaurant / Services

Major Catalytic Sites:
• Urban Creek Partners
• Wood Partners Proposed West Marietta Street Development
• Future Redevelopment Mead Westvaco Site

*Note: Demand is based on the existing and projected number of residential units

Subarea 9: Market Analysis

SA 9 Development Product Matrix

<table>
<thead>
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<th>Pricing (for new construction)</th>
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<th>Estimated Total Demand 2030</th>
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<td>1,085 units or 136 per year</td>
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<tr>
<td>Class A/B Office</td>
<td>$26 - $30 per SF (Modified Gross)</td>
<td>262,000 SF or 52,000 SF/year</td>
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Comments
Midrise wood frame construction; only best sites can support structured parking
Mostly rehab, new construction in pockets at 2,300 – 3,000 SF
Entry level product for first time home buyers
Not likely given post recession financing challenges
Food and beverage driven in mixed use building; rents don’t justify stand alone new construction
More likely build to suit in a mixed use building
**Subarea 9: Draft Future Land Use Plan**

1. Increase existing park space to be consistent with future Westside Reservoir Park boundary
2. Increase density (MU 10+ stories and MU 5-9 stories) around the Bankhead MARTA station
3. Convert a portion of industrial properties along J.E. Lowery to mixed-industrial
4. Convert vacant land east of Lois St. to medium-density mixed-use (MU 5-9 stories)
5. Convert a portion of Marietta Blvd. from industrial to low-density commercial
6. Provide medium-density multi-family (MF 5-9 stories) south of W. Marietta St. (SE corner) and south of Jefferson St.
7. Provide medium-density mixed-use (MU 5-9 stories) south of Jefferson St. and north of D.L. Hollowell Parkway

**Subarea 9: Draft Circulation (Bike/Ped) Plan**

1. Add sidewalks on major corridors that do not have sidewalks or have intermittent sidewalks
2. Add ADA ramps to non-compliant intersections with sidewalks
3. Evaluate adding multi-use trail west from Jefferson St./Marietta Blvd. over CSX tracks to provide access to the Proctor Creek Trail
4. Continue bike lane on D.L. Hollowell Parkway to West Lake Ave.
5. Evaluate multi-use trail under D.L. Hollowell Pkwy through culvert along Proctor Creek to provide access to Proctor Creek Trail and Bankhead MARTA Station
6. Provide streetscape on W. Marietta St. from Marietta Blvd. to Brady Ave./8th St.

**Subarea 9: Draft Circulation (Vehicular) Plan**

1. Evaluate Street Retrofit: J.E. Lowery Blvd. – Convert 3 lanes to 2 lanes with 5 ft. wide bike lanes
3. Street Retrofit: Marietta Blvd. – Evaluate a road diet and potential for near-term cycle track/future BeltLine transit
5. Various intersection improvements consistent with the original SA master plan

**Subarea 9: Draft Street Framework Plan**

1. Enhance the street network
2. Add connection to Westside Reservoir Park from Knight Park/Howell Station at SW apex of Niles Avenue
3. Provide multi-modal operational, access and safety improvements to accommodate future development
Next Steps

Share Your Thoughts

• Review Goals, Strategies, Land Use and Mobility Recommendations

• Share your ideas and comments by placing post-it notes directly on the boards. Place a red dot by any goal or strategy that you do not agree with.

Study Group Meeting 4: Final Plan Presentation
• Monday, August 27th, 6:30 P.M. to 8:00 P.M.
• Location TBD

Questions

Thank you!
Meeting Purpose: The draft Land Use, Mobility, Open Space and Action Plan recommendations was presented to the meeting attendees for final review and feedback.

Meeting Overview: The team presented preliminary draft land use, mobility, goals and strategy recommendations for the stakeholder group to review prior to the next Study Group meeting. The meeting was held in conjunction with the meeting for the Subarea 10 Master Plan Update. Approximately 15 stakeholders were in attendance.

Overview of Draft Land Use and Circulation Recommendations:

Draft Future Land Use Plan:
- Increase existing park space to be consistent with future Westside Reservoir Park boundary
- Increase density (MU 10+ stories and MU 5-9 stories) around the Bankhead MARTA station
- Convert a portion of industrial properties along J.E. Lowery to mixed-industrial
- Convert vacant land east of Lois St. to medium-density mixed-use (MU 5-9 stories)
- Convert a portion of Marietta Blvd. from industrial to low-density commercial
- Provide medium-density multi-family (MF 5-9 stories) south of W. Marietta St. (SE corner) and south of Jefferson St.
- Provide medium-density mixed-use (MU 5-9 stories) south of Jefferson St. and north of D.L. Hollowell Parkway.

Draft Circulation Plan (Bike/ Pedestrian):
- Have sidewalks or have intermittent sidewalks
- Add ADA ramps to non-compliant intersections with sidewalks
- Evaluate adding multi-use trail west from Jefferson St./Marietta Blvd. over CSX tracks to provide access to the Proctor Creek Trail
- Continue bike lane on D.L. Hollowell Pkwy to West Lake Ave.
- Evaluate multi-use trail under D.L. Hollowell Pkwy. through culvert along Proctor Creek to provide access to Proctor Creek Trail and Bankhead MARTA Station
- Provide streetscape on W. Marietta St. from Marietta Blvd. to Brady Ave./8th St.

Draft Circulation Plan (Vehicular):
- Evaluate Street Retrofit: J.E. Lowery Blvd. —Convert 3 lanes to 2 lanes with 5 ft. wide bike lanes
- Evaluate Street Retrofit: Johnson Rd. and Perry Blvd.
- Street Retrofit: Marietta Blvd. —Evaluate a road diet and potential for near-term cycle track/future BeltLine transit
- BeltLine and D.L. Hollowell Pkwy to North Ave. corridor—streetcar/LRT
- Various intersection improvements consistent with the original 5A master plan
Master Plan Update Process

**SUBAREA MEETINGS**

1. **INVENTORY**
   - Major changes in the area since Master Plan adoption
   - Plans/studies completed since 2009
   - Validation of existing Master Plan recommendations
   - S.W.O.T. Analysis

2. **ANALYSIS**
   - S.W.O.T. analysis results
   - Area demographics
   - Market analysis
   - Preliminary land use and mobility recommendations

3. **STAKEHOLDER FEEDBACK**
   - Project overview/feedback from previous meetings
   - Revised goals
   - Guiding principles for plan implementation
   - Land use and mobility recommendations

4. **DRAFT RECS**
   - Revised goals
   - Guiding principles for plan implementation
   - Land use and mobility recommendations

5. **STAKEHOLDER FEEDBACK**
   - Project overview/feedback from previous meetings
   - Land use and mobility recommendations
   - Goals
   - Work program/implementing the plan

6. **FINAL RECS**
   - Goals
   - Work program/implementing the plan
   - Land use and mobility recommendations
   - Zoning

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Study Group Meeting 1: Kick-off Meeting
- Monday, March 26, 2018 - 6:30 P.M. to 8:00 P.M.

Study Group Meeting 2: Workshop
- Saturday, April 28, 2018 10:00 A.M. – 12:00 P.M. (Subarea 9)
- Saturday, April 28, 2018 1:00 P.M. – 3:00 P.M. (Subarea 10)

Stakeholder Meeting 1
- Monday, June 18, 2018

Study Group Meeting 3: Draft Recommendations
- Monday, June 25, 2018 - 6:30 P.M. to 8:00 P.M.

Study Group Meeting 4: Final Presentation
- Monday, September 24th, 6:30 P.M. to 8:00 P.M.
- Location TBD

Plan Adoption: 4th Quarter 2018

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Subarea 9 Context
What We’ve Heard

**Strengths and Opportunities**

- Sense of community, lots of history and culture
- Lovely place to live close to the city
- Legacy residents
- Westside Reservoir Park

**Weaknesses and Threats**

- Lack of retail and grocery store options
- Lack of entertainment options for younger couples and families
- Reduction in the number of owner-occupied homes—investors buying real estate
- Lack of access and connectivity to surrounding amenities and across railroad tracks
- Lack of good bike and sidewalk network with safe pedestrian crossings and lighting

Consolidated Comments

- Enhance the bike/sidewalk network - Provide safe and direct bike and pedestrian access from surrounding neighborhoods to Westside Reservoir Park, Bankhead MARTA Station, Proctor Creek Greenway and existing and future activity nodes
- Advance streetscape improvements
- Advance improvements to area parks
- Provide opportunities for hiking/mountain biking in Westside Park

Plans

2009 - present

- Vine City/Washington Park LCI 2009
- Atlanta Region Plan 2040 2011
- Tier 1 Final Environmental Impact Statement 2012
- Atlanta Beltline 2030 Strategic Implementation Plan 2013
- Westside TAD Neighborhoods Strategic Implementation Plan 2013
- Mixed Income TOD Implementation Strategy 2013
- Transit-Oriented Development Implementation Strategy Assistance 2013
- Washington Park Neighborhood Visioning Plan 2015
- Atlanta Beltline, Inc. Westside Impact Neighborhood Analysis 2015
- Atlanta Streetcar Systems Plan 2015
- City of Atlanta Capital Improvements Program & Community Work Program 2015
- Proctor Creek Greenway Trail Master Plan & Implementation Strategy 2016
- Proctor Creek Watershed Improvement Plan 2016
- Vine City/Washington Park LCI Update 2017
- Westside Land Use Framework Plan 2017
- Atlanta City Design 2017
- D3 Westside Revive 2018
- Art on the Atlanta BeltLine 2018
**Development Activity in Subarea 9**

![Map of Development Activity in Subarea 9](image)

**Major Changes Since 2009**

- Proctor Creek Greenway Phase I trail completed
- BeltLine trail construction to Washington Park completed
- Westside Reservoir Park Phase I underway
- Donald Lee Hollowell streetscape project underway
- Atlanta Streetcar System proposed line extension to Bankhead
- Significant redevelopment proposed in the immediate vicinity

**Subarea 9: Market Analysis**

**Significant Demand for:**
- Rental Apartments
- Office

**Growing Demand for:**
- Infill Townhomes
- Neighborhood Retail / Restaurant / Services

**Major Catalytic Sites:**
- Urban Creek Partners
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*Note: Demand is based on the existing and projected number of residential units*

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5. Convert a portion of Marietta Blvd. from industrial to low density mixed-use (MU 1-4 stories)
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1. Enhance the street network
2. Add connection to Westside Reservoir Park from Knight Park/Howell Station at SW apex of Niles Avenue
3. Provide multi-modal operational, access and safety improvements to accommodate future development
Join us for the next Subarea 9 and 10 Master Plan Update meeting!

The purpose of this meeting is to report out on findings from several public meetings throughout the spring and summer and help prioritize the draft final recommendations for land use (e.g. mixed use, housing, commercial services), mobility (e.g. trails, sidewalks, bikes, transit), parks and greenspace in BeltLine Subareas 9 and 10.

The objective of the Subarea Master Plan is to guide growth for vibrant, livable mixed-use communities by applying best management practices for transit oriented development, mobility, green space, and alternative modes of transportation.

DATE
Monday, September 17, 2018
TIME
6:30pm – 8:00pm
LOCATION
Booker T. Washington High School
ADDRESS
45 Whitehouse Drive SW, Atlanta, GA 30314

GETTING THERE
❖ This location is accessible via MARTA bus #1 and #68. See itsmarta.com for complete bus map and schedule.
❖ Please consider biking or walking, if you are able. Bike racks available on site.
❖ Free parking available on site.

FOR MORE INFORMATION:
wfuller@atlbeltline.org // 404-477-3574
www.beltline.org/engage-meetings
WHAT ARE YOUR THOUGHTS ON RECOMMENDED FUTURE LAND USE? ARE WE MISSING ANYTHING?

DIRECTIONS
- Use sticky notes to tell us if we missed anything, and place them on the map.
- Can we develop any additional land use?
- Can we expand or reduce the boundaries?
- Can we add or remove any areas?

SUGGESTIONS
- Can we reduce parking to encourage more transit-oriented living?
- Can we create more green space?
- Can we improve transit access?

Consent: I understand that this feedback is intended for Subarea 9 Master Plan Update.

Significant demand for:
- Office
- Commercial
- Condominium
- Townhomes
- Multi-family
- Mixed-use

Future Land Use

Land Use Project Matrix

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Subarea 9 Action Plan

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<tr>
<td>GOAL 1:  PROMOTE COMPACT TRANSIT-ORIENTED MIXED-USE DEVELOPMENT</td>
<td></td>
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<tr>
<td>G1-A1</td>
<td>Land Use Designation Change: Increase density (MU 5-9 stories) and Multi-family (MF 5-9 stories) around the Bankhead MARTA Station.</td>
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</tr>
<tr>
<td>G1-A2</td>
<td>Develop regulations that ensure off-street parking requirements.</td>
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<tr>
<td>G1-A3</td>
<td>Evaluate the adoption of incentives to encourage transit-oriented developments to conduct off-street parking as an interim phase, and that call for future phases to incorporate structured parking.</td>
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<tr>
<td>GOAL 2:  CREATE LIVABLE ACTIVITY CENTERS</td>
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<tr>
<td>G2-A1</td>
<td>Evaluate the adoption of incentives to encourage the preservation of properties that support job creation.</td>
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<tr>
<td>G2-A2</td>
<td>Develop an incentive program that incentivizes the adoption of properties that support job creation.</td>
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<tr>
<td>G2-A3</td>
<td>Evaluate the adoption of incentives to encourage the preservation of historic, natural and cultural resources.</td>
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<tr>
<td>G2-A4</td>
<td>Evaluate the adoption of incentives to encourage the preservation of historic structures.</td>
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<tr>
<td>G2-A5</td>
<td>Land Use Designation Change: Convert a portion of industrial properties along St. Loyd to mixed-industrial.</td>
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<tr>
<td>G2-A6</td>
<td>Land Use Designation Change: Convert a portion of mixed-use properties along St. Loyd to mixed-industrial.</td>
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<td>G2-A7</td>
<td>Land Use Designation Change: Convert a portion of mixed-use properties along St. Loyd to mixed-industrial.</td>
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<td>G2-A8</td>
<td>Land Use Designation Change: Convert a portion of mixed-use properties along St. Loyd to mixed-industrial.</td>
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<td>G2-A9</td>
<td>Land Use Designation Change: Convert a portion of mixed-use properties along St. Loyd to mixed-industrial.</td>
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<tr>
<td>GOAL 3:  PRESERVE AND STRENGTHEN NEIGHBORHOODS</td>
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<tr>
<td>G3-A1</td>
<td>Implement the recommendations of the BeltLine Land Use Framework Plan.</td>
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<tr>
<td>G3-A2</td>
<td>Adopt 2019 BeltLine Review.</td>
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<tr>
<td>G3-A3</td>
<td>Develop and implement a plan to promote neighborhood stabilization tools, such as federally funded homeowner rehabilitation programs.</td>
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<tr>
<td>GOAL 4:  PROMOTE AFFORDABLE HOUSING</td>
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<tr>
<td>G4-A1</td>
<td>Implement housing regulations that encourage a variety of housing options such as additional rental apartments in homes.</td>
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<tr>
<td>GOAL 5:  PRESERVE HISTORIC, NATURAL AND CULTURAL RESOURCES</td>
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<tr>
<td>G5-A1</td>
<td>Develop regulations that promote the preservation of historic structures.</td>
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<tr>
<td>G5-A2</td>
<td>Develop standards that provide for the preservation of historic, natural and cultural resources.</td>
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<tr>
<td>G5-A3</td>
<td>Develop standards that recognize the importance of preserving natural and cultural resources.</td>
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<td></td>
</tr>
<tr>
<td>G5-A4</td>
<td>Develop regulations that promote the preservation of historic, natural and cultural resources.</td>
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</tr>
</tbody>
</table>

GOAL Priorities
- Atlanta BeltLine
- Subarea 9

Subarea 9 Priorities
- Development
- Transportation
- Sustainability

Significant demand for:
- Neighborhood Retail/Restaurant/Services
- Multi-family
- Mixed-use
- Office
### MOBILITY

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>G6-A1</td>
<td>Evaluate the installation of requirements for new development to provide a transit plan that incorporates connectivity to existing transit networks and ensures the installation of infrastructure that will accommodate future transit needs.</td>
<td>Consensus Achieved - Study Group Meetings</td>
</tr>
<tr>
<td>G6-A2</td>
<td>Enhance pedestrian and bicycle movements that connect neighborhoods and amenities.</td>
<td>Consensus Achieved - Study Group Meetings</td>
</tr>
<tr>
<td>G6-A3</td>
<td>Add sidewalks on major streets that do not have sidewalks or have insufficient sidewalks.</td>
<td>Consensus Achieved - Study Group Meetings</td>
</tr>
<tr>
<td>G6-A4</td>
<td>Add ADA ramps to non-compliant intersections with sidewalks.</td>
<td>Consensus Achieved - Study Group Meetings</td>
</tr>
<tr>
<td>G6-A5</td>
<td>Evaluate street retrofit of J.S. Harvey Blvd. – Convert 5 lanes to 2 lanes with 1 bi-directional lane.</td>
<td>Consensus Achieved - Study Group Meetings</td>
</tr>
<tr>
<td>G6-A6</td>
<td>Supplement streetside LRT, Beltliner and E111.</td>
<td>Consensus Achieved - Study Group Meetings</td>
</tr>
</tbody>
</table>

### GOAL 7: PROMOTE TRANSPORTATION NETWORK CONNECTIVITY

| G7-A1 | Initiate a study that defines viable connections across the rail corridor using the Upper Westside Trail as a starting point. | Consensus Achieved - Study Group Meetings |
| G7-A2 | Evaluate the initiation of requirements for all new developments to promote connectivity and incorporate improvements that enhance the public realm. | Consensus Achieved - Study Group Meetings |
| G7-A3 | Evaluate adding multi-use trail west from Jefferson St./Marietta Blvd. over CSX tracks to provide access to the Proctor Creek Trail. | Consensus Achieved - Study Group Meetings |
| G7-A4 | Continue tabling over SS. Wall and Indy TDI in West Lake Ave. | Consensus Achieved - Study Group Meetings |
| G7-A5 | Evaluate multi-use trail extending from Westside Proctor Creek Trail through culvert along Proctor Creek to provide access to the Proctor Creek Trail. | Consensus Achieved - Study Group Meetings |
| G7-A6 | Add ADA ramp to Schedule Run out Park – Run from Station Park/Atlant Station at 900’ of Mills Station. | Consensus Achieved - Study Group Meetings |

### GOAL 8: IMPROVE THE FUNCTION AND CHARACTER OF EXISTING ROADWAYS

| G8-A1 | Advance improvements that provide enhanced access to developments and lake. | Consensus Achieved - Study Group Meetings |
| G8-A2 | Advance improvements that enhance the sidewalk infrastructure such as handicap ramps, bus shelters, signage and lighting. | Consensus Achieved - Study Group Meetings |
| G8-A3 | Evaluate the inclusion of regulations that require all new developments to incorporate "Complete Streets" standards. | Consensus Achieved - Study Group Meetings |
| G8-A4 | Provide streetcar improvements at W. Marietta St. from Marietta Blvd. to Brady Ave. with Board. | Consensus Achieved - Study Group Meetings |
| G8-A5 | Evaluate streetcar improvements - Rome Road, Johnson Road and Perry Blvd. | Consensus Achieved - Study Group Meetings |
| G8-A6 | Street Retrofit - Marietta Blvd. – Evaluate a road diet and potential for new lanes cycle track/ Bike lane on round. | Consensus Achieved - Study Group Meetings |
| G8-A7 | Implement various pedestrian improvements consistent with the original Subarea 9 Master Plan. | Consensus Achieved - Study Group Meetings |

*Consensus Achieved - Study Group Meetings*
Meeting Agenda

- Subarea Master Plan Update Purpose and Schedule
- Master Plan Update Process
- What We’ve Heard
- Demographics and Market Overview
- Land Use and Mobility Recommendations
- Let Us Know What You Think
  - Action Plan / Work Program

Subarea 9 & 10 Master Plan Update Schedule

Study Group Meeting 1: Kick-off Meeting, March 26th
Study Group Meeting 2: Workshop
  - Saturday, April 28th, 10:00 A.M. – 12:00 P.M. (Subarea 9)
  - Saturday, April 28th, 1:00 P.M. – 3:00 P.M. (Subarea 10)
Study Group Meeting 3: Draft Recommendations
  - August 27th, 6:30 P.M. to 8:00 P.M.
Study Group Meeting 4: Draft Action Plan (You are here)
  - Plan Adoption: 4th Quarter 2018
Study Group Meeting 5: Final Work Plan/Recommendations
  - TBD

Subarea Master Plan Update Process

1. INVENTORY
   - Major changes in the area since Master Plan adoption
   - Plans/studies completed since 2009
   - Validation of existing Master Plan recommendations
   - S.W.O.T. Analysis
2. ANALYSIS
   - S.W.O.T. analysis results
   - Area demographics
   - Market analysis
   - Preliminary land use and mobility recommendations
3. DRAFT RECOMMENDATIONS
   - Revised goals
   - Guiding principals for plan implementation
   - Land use and mobility recommendations
4. DRAFT ACTION PLAN
   - Goals
   - Action items
   - Land use and mobility recommendation updates
5. FINAL WORK PLAN/RECOMMENDATIONS
   - Goals
   - Action items
   - Work program/implementing the plan
   - Final Renderings
Implementing the Plan

- Goals and Guiding Principals
- Future Land Use Map
- Bike/Pedestrian Circulation Plan
- Vehicular Circulation Plan
- Street Framework Plan
- Action Plan / Work Program

What We’ve Heard

Strengths and Opportunities

- Sense of community, lots of history and culture
- Lovely place to live close to the city
- Legacy residents
- Westside Reservoir Park
What We’ve Heard

Weaknesses and Threats
- Lack of retail and grocery store options
- Lack of entertainment options for younger couples and families
- Reduction in the number of owner-occupied homes—investors buying real estate
- Lack of access and connectivity to surrounding amenities and across railroad tracks
- Lack of good bike and sidewalk network with safe pedestrian crossings and lighting

Consolidated Comments
- Enhance the bike/sidewalk network - Provide safe and direct bike and pedestrian access from surrounding neighborhoods to Westside Reservoir Park, Bankhead MARTA Station, Proctor Creek Greenway and existing and future activity nodes
- Advance streetscape improvements
- Advance improvements to area parks
- Provide opportunities for hiking/mountain biking in Westside Park

Plans

2009 - present

- Vine City/Washington Park LCI
- Atlanta Region Plan 2040
- Tier 1 Final Environmental Impact Statement
- Atlanta Beltline 2030 Strategic Implementation Plan
- Westside TAD Neighborhoods Strategic Implementation Plan
- Mixed Income TOD Implementation Strategy
- Proctor Creek Greenway Trail Master Plan & Implementation Strategy
- Proctor Creek Watershed Improvement Plan
- Vine City/Washington Park LCI Update
- Westside Land Use Framework Plan
- Atlanta City Design
- D3 Westside Revive
- Art on the Atlanta BeltLine

Major Changes Since 2009
- Proctor Creek Greenway Phase I trail completed
- BeltLine trail construction to Washington Park completed
- Westside Reservoir Park Phase I underway
- Donald Lee Hollowell streetscape project underway
- Atlanta Streetcar System proposed line extension to Bankhead
- Significant redevelopment proposed in the immediate vicinity
Development Activity in Subarea 9

Significant Demand for:
• Rental Apartments
• Office

Growing Demand for:
• Infill Townhomes
• Neighborhood Retail / Restaurant / Services

Major Catalytic Sites:
• Urban Creek Partners
• Wood Partners Proposed West Marietta Street Development
• Future Redevelopment Mead Westvaco Site

*Note: Demand is based on the existing and projected number of residential units

Subarea 9: Draft Future Land Use Plan

1. Increase existing park space to be consistent with future Westside Reservoir Park boundary
2. Increase density (MU 10+ stories and MF 5-9 stories) around the Bankhead MARTA station
3. Convert a portion of industrial properties along J.E. Lowery to mixed-industrial while retaining a portion of existing industrial
4. Convert vacant land east of Lois St. to medium-density mixed-use (MU 5-9 stories)
5. Convert a portion of Marietta Blvd. from industrial to low density mixed-use (MU 1-4 stories)
6. Provide medium-density multi-family (MF 5-9 stories) south of W. Marietta St. (SE corner) and south of Jefferson St.
7. Provide medium-density mixed-use (MU 5-9 stories) south of Jefferson St. and north of D.L. Hollowell Parkway
1. Add sidewalks on major corridors that do not have sidewalks or have intermittent sidewalks
2. Add ADA ramps to non-compliant intersections with sidewalks
3. Evaluate adding multi-use trail west from Jefferson St./Marietta Blvd. over CSX tracks to provide access to Proctor Creek Trail
4. Continue bike lane on D.L. Hollowell Pkwy to West Lake Ave.
5. Evaluate multi-use trail under D.L. Hollowell Pkwy through culvert along Proctor Creek to provide access to Proctor Creek Trail and Bankhead MARTA Station
6. Provide streetscape on W. Marietta St. from Marietta Blvd. to Brady Ave./8th St.

Subarea 9: Draft Circulation (Bike/Ped) Plan

1. Evaluate Street Retrofit: J.E. Lowery Blvd. – Convert 3 lanes to 2 lanes with 5 ft. wide bike lanes
3. Street Retrofit: Marietta Blvd. – Evaluate a road diet and potential for near-term cycle track/future BeltLine transit
5. Various intersection improvements consistent with the original SA master plan

Subarea 9: Draft Street Framework Plan

1. Enhance the street network
2. Add connection to Westside Reservoir Park from Knight Park/Howell Station at SW apex of Niles Avenue
3. Provide multi-modal operational, access and safety improvements to accommodate future development

Subarea 9: Cross Sections:
Option A - J.E. Lowery Boulevard
Subarea 9: Cross Sections:
Option B - J.E. Lowery Boulevard

Implementing the Plan

- Goals and Guiding Principals
- Future Land Use Map
- Bike/Pedestrian Circulation Plan
- Vehicular Circulation Plan
- Street Framework Plan
- Action Plan / Work Program

Let Us Know What You Think

Step 1. **Review** Action Plan Boards

Step 2. **Prioritize** Action Plan Items by placing a green dot on the five items you would like to see completed first ✍️
STAKEHOLDER MEETING 3
OCTOBER 20, 2018
Subarea 9 Master Plan Update

Stakeholder Meeting
October 22, 2018 – 6:30PM – 8:00PM
Hagar’s Palace - 19 Joseph E. Lowery Blvd NW, Atlanta, GA 30314

ABI Staff Attendees:
Lynnette Reid

Consultant Team Attendees:
Angela Parker, Andyan Diwangkari, Contente Terry, Yvonne Jones

Meeting Purpose: The draft Land Use, Mobility, Open Space and Action Plan recommendations were presented to the meeting attendees for final review and feedback.

Meeting Overview: A presentation provided a brief overview of the remaining planning schedule and process, prior engagement activities and draft land use and mobility recommendations derived from engagement efforts to-date. This meeting constituted the final of three stakeholder meetings and was held in conjunction with the meeting for the Subarea 10 Master Plan Update.

Following the presentation, the planning team fielded questions and comments from the attendees. Comments, questions and concerns expressed:

- Determine the most strategic place for bike lanes that won’t affect traffic.
- Emphasis should be placed on sidewalk connectivity.
- Is it feasible to include the construction of new sidewalks in the Renew Atlanta Fund?
- The plan should address job creation and skills/education compatibility.
- Need to preserve historic sites. Disappointed in the Maddox Park Gazebo being burned down.
- The land use designation between Hollowell and M.L.K. is zoned duplex. Zoning affects the situation whether it will be good or bad.
- Consider other options/different locations for new parks.
- Desire to have the team consider people of color that don’t have a lot of money. They are not being heard, seen or felt.
- The desire to make Atlanta the #1 city in the world through inclusivity.
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Subarea 9 Action Plan

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<tr>
<th>LAND USE Action Plan</th>
<th>NO.</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOAL 1: PROMOTE COMPACT TRANSIT-ORIENTED MIXED-USE DEVELOPMENT</td>
<td>G1-A1</td>
<td>Land Use Designation Change: increase density (MU 10+ stories) in core of Historic Districts</td>
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<tr>
<td></td>
<td>G1-A2</td>
<td>Ensure regulations that reduce the maximum parking requirements</td>
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<tr>
<td></td>
<td>G1-A3</td>
<td>Evaluate the adoption of incentives or regulations that require development to construct bicycle parking on an entertainment property, and that call for future phases to incorporate a shared use</td>
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<tr>
<td>GOAL 2: CREATE LIVABLE ACTIVITY CENTERS</td>
<td>G2-A1</td>
<td>Evaluate the adoption of incentives or regulations that require development to construct improved walking access at key locations</td>
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<td>G2-A2</td>
<td>Identify an incentive program that provides for the designation of public spaces for artistic use or community use</td>
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<td>G2-A3</td>
<td>Evaluate the adoption of incentives or regulations that provide for the preservation of urban trees and shade structures</td>
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<tr>
<td></td>
<td>G2-A4</td>
<td>Evaluate the adoption of incentives or regulations that provide for the preservation of public spaces for artistic use or community use</td>
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<td>G2-A5</td>
<td>Land Use Designation Change: Convert a portion of industrial properties along W. Marietta St. (SE corner) and south of Jefferson St. to low-density mixed-use (MU 5-9 stories)</td>
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<td>G2-A6</td>
<td>Land Use Designation Change: Convert a portion of industrial properties along W. Marietta St. (SE corner) and south of Jefferson St. to low-density mixed-use (MU 5-9 stories)</td>
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<td>Implement the recommendations of the Westside Land Use Framework Plan</td>
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<td>Develop and implement a plan to promote neighborhood stabilization tools, such as Property Level/Community Oriented Development programs</td>
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<td>GOAL 4: PROMOTE AFFORDABLE HOUSING</td>
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<td>GOAL 5: PRESERVE HISTORIC, NATURAL AND CULTURAL RESOURCES</td>
<td>G5-A1</td>
<td>Develop regulations that provide for the preservation of historic structures</td>
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<td></td>
<td>G5-A2</td>
<td>Develop incentives for private initiatives that incorporate historic and cultural resources</td>
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<td>G5-A3</td>
<td>Develop standards that require large private developments to incorporate public art that celebrates the history of the area</td>
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<td></td>
<td>G5-A4</td>
<td>Develop regulations that provide for the preservation of historic structures</td>
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Subarea 9 BeltLine

Priorities

Atlanta BeltLine
Subarea 9

Subarea 9 Master Plan Update

Appendix — October 2020

Subarea 9 Master Plan Update - Appendix — October 2020

Subarea 9 Master Plan Update - Appendix — October 2020

Meeting Purpose: The draft Land Use, Mobility, Open Space and Action Plan recommendations were presented to the meeting attendees for final review and feedback.

Meeting Overview: A presentation provided a brief overview of the remaining planning schedule and process, prior engagement activities and draft land use and mobility recommendations derived from engagement efforts to-date. This meeting constituted the final of three stakeholder meetings and was held in conjunction with the meeting for the Subarea 10 Master Plan Update.

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- Emphasis should be placed on sidewalk connectivity.
- Is it feasible to include the construction of new sidewalks in the Renew Atlanta Fund?
- The plan should address job creation and skills/education compatibility.
- Need to preserve historic sites. Disappointed in the Maddox Park Gazebo being burned down.
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### MOBILITY

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<tr>
<td>G6-A1</td>
<td>Evaluate the institution of new requirements for new development to provide a land plan that accommodates transportation such as sidewalks, bike lanes, and pedestrian pathways.</td>
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<tr>
<td>G6-A2</td>
<td>Advance pedestrian and bicycle improvements that connect neighborhoods and amenities.</td>
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<td>Add sidewalks on major corridors that do not have sidewalks or have intermittent sidewalks.</td>
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<td>Add ADA ramps to non-compliant intersections with sidewalks.</td>
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<tr>
<td>G6-A5</td>
<td>Evaluate StreetNetwork.18. Luxury Blvd – Connect Dunwoody to Candler with 115 affordably terms.</td>
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</tr>
<tr>
<td>G6-A6</td>
<td>Implement streetcar/LRT BeltLine and D.L. Hollowell Pkwy to North Ave corridor.</td>
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</table>

**Goal 6: Promote Alternative Modes of Transportation**

- G6-A1
- G6-A2
- G6-A3
- G6-A4
- G6-A5
- G6-A6

**Goal 7: Promote Transportation Network Connectivity**

- G7-A1
- G7-A2
- G7-A3
- G7-A4
- G7-A5
- G7-A6

**Goal 8: Improve the Function and Character of Existing Roadways**

- G8-A1
- G8-A2
- G8-A3
- G8-A4
- G8-A5
- G8-A6
- G8-A7

**Goal 9: Make Westside Reservoir Park a Regional/Local Destination**

- G9-A1
- G9-A2
- G9-A3

**Goal 10: Accommodate Regional Access to Westside Reservoir Park**

- G10-A1
- G10-A2
- G10-A3

**Goal 11: Ensure Safe, Integrated, and Convenient Access to Parks, Open Space and Recreational Opportunities**

- G11-A1
- G11-A2
- G11-A3
- G11-A4

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**OPEN SPACE**

**Goal 9: Make Westside Reservoir Park a Regional/Local Destination**

- G9-A1
- G9-A2
- G9-A3

**Goal 10: Accommodate Regional Access to Westside Reservoir Park**

- G10-A1
- G10-A2
- G10-A3

**Goal 11: Ensure Safe, Integrated, and Convenient Access to Parks, Open Space and Recreational Opportunities**

- G11-A1
- G11-A2
- G11-A3
- G11-A4
Meeting Agenda

- Subarea Master Plan Update Schedule and Process
- Land Use and Mobility Recommendations
- Overview of Study Group Meeting 4 Comments
  - Action Plan / Work Program

Master Plan Update Process

Subarea 9 & 10 Master Plan Update Schedule

- **Stakeholder Meeting 3**
  - October 22, 2018

Study Group Meeting 1: Kick-off Meeting
  - Monday, March 26, 2018 - 6:30 P.M. to 8:00 P.M.

Study Group Meeting 2: Workshop
  - Saturday, April 28, 2018 10:00 A.M. – 12:00 P.M. (Subarea 9)
  - Saturday, April 28, 2018 1:00 P.M. – 3:00 P.M. (Subarea 10)

Stakeholder Meeting 1
  - Monday, June 18, 2018

Study Group Meeting 3: Draft Recommendations
  - Monday, June 25, 2018 - 6:30 P.M. to 8:00 P.M.

Stakeholder Meeting 2
  - Monday, June 18, 2018

Study Group Meeting 4: Final Recommendations
  - Monday, September 24th, 6:30 P.M. to 8:00 P.M.
  - Location TBD

Stakeholder Meeting 3 (You are here)

Study Group Meeting 5: Final Presentation
  - Monday, October 29th, 6:30 P.M. to 8:00 P.M.
  - Kipps Ways Academy, Temple Street

Plan Adoption: 1st Quarter 2019
Implementing the Plan

• Goals and Guiding Principals
• Future Land Use Map
• Bike/Pedestrian Circulation Plan
• Vehicular Circulation Plan
• Street Framework Plan
• Action Plan / Work Program

What We’ve Heard

Consolidated Comments

• Enhance the bike/sidewalk network - Provide safe and direct bike and pedestrian access from surrounding neighborhoods to Westside Reservoir Park, Bankhead MARTA Station, Proctor Creek Greenway and existing and future activity nodes
• Advance streetscape improvements
• Advance improvements to area parks
• Provide opportunities for hiking/mountain biking in Westside Park
Subarea 9:
Changes to Land Use Plan - Post Community Meeting #3

1. Increase density (MU 10+ stories and MF 5-9 stories) around the Bankhead MARTA station
   Originally MU 10+ stories and MU 5-9 stories

2. Convert a portion of industrial properties along J.E. Lowery to mixed-industrial while retaining a portion of existing industrial. Originally a greater number of parcels were designated as mixed-industrial

3. Convert a portion of Marietta Blvd. from industrial to low density mixed-use (MU 1-4 stories) Originally low-density commercial

4. Convert a portion of Marietta Blvd. from industrial to low density mixed-use (MU 1-4 stories)

5. Convert a portion of Marietta Blvd. from industrial to low density mixed-use (MU 1-4 stories) Originally low-density commercial

6. Convert a portion of Marietta Blvd. from industrial to low density mixed-use (MU 1-4 stories)

7. Convert a portion of Marietta Blvd. from industrial to low density mixed-use (MU 1-4 stories) Originally low-density commercial

8. Convert a portion of Marietta Blvd. from industrial to low density mixed-use (MU 1-4 stories)

Subarea 9: Draft Circulation (Vehicular) Plan

1. Evaluate Street Retrofit: J.E. Lowery Blvd. – Convert 3 lanes to 2 lanes with 5 ft. bike lanes


3. Street Retrofit: Marietta Blvd. – Evaluate a road diet and potential for near-term cycle track/BeltLine transit


5. Various intersection improvements consistent with the original SA master plan

Subarea 9: Draft Future Land Use Plan

1. Increase existing park space to be consistent with future Westside Reservoir Park boundary

2. Increase density (MU 10+ stories and MF 5-9 stories) around the Bankhead MARTA station

3. Convert a portion of industrial properties along J.E. Lowery to mixed-industrial while retaining a portion of existing industrial

4. Convert vacant land east of Lois St. to medium-density mixed-use (MU 5-9 stories)

5. Convert a portion of Marietta Blvd. from industrial to low density mixed-use (MU 1-4 stories) south of Jefferson St. and north of D.L. Hollowell Parkway

6. Provide medium-density mixed-use (MU 5-9 stories) south of Jefferson St. and north of D.L. Hollowell Parkway

7. Provide medium-density mixed-use (MU 5-9 stories) south of Jefferon St. and north of D.L. Hollowell Parkway

8. Provide medium-density mixed-use (MU 5-9 stories) south of Westside Reservoir Park boundary

9. Provide medium-density mixed-use (MU 5-9 stories) south of Westside Reservoir Park boundary

10. Provide medium-density mixed-use (MU 5-9 stories) south of Westside Reservoir Park boundary

11. Provide medium-density mixed-use (MU 5-9 stories) south of Westside Reservoir Park boundary

12. Provide medium-density mixed-use (MU 5-9 stories) south of Westside Reservoir Park boundary

13. Provide medium-density mixed-use (MU 5-9 stories) south of Westside Reservoir Park boundary
1. Enhance the street network
2. Add connection to Westside Reservoir Park from Knight Park/Howell Station at SW apex of Niles Avenue
3. Provide multi-modal operational, access and safety improvements to accommodate future development

**Action Plan - What We’ve Heard**

**Land Use**
1. Implement zoning regulations that encourage a variety of housing options such as allowing rental apartments in homes
2. Develop and implement a plan to promote neighborhood stabilization tools, such as federally funded homeowner rehabilitation programs
3. Land Use Designation Change: Increase density (MU 10+ stories and Multi-family 5 – 9 stories) around the Bankhead MARTA station
4. Develop an incentive program that promotes the adaptive reuse of properties that support job creation

**Historic, Natural and Cultural Resources**
1. Develop measures that promote the preservation of historic structures
2. Develop standards that require large private developments to incorporate public art that celebrates the history of the area
3. Develop standards that provide bonuses for the preservation of historic, natural and cultural resources

**Mobility**
1. Add sidewalks on major corridors that do not have sidewalks or have intermittent sidewalks
2. Implement streetcar/LRT BeltLine and D.L. Hollowell Parkway to North Avenue corridor
3. Add connection to Westside Reservoir Park from Knight Park/Howell Station at SW apex of Niles Avenue
4. Evaluate the institution of regulations that require developers to incorporate “Complete Streets” standards
Open Space
1. Develop greenway/trails plan to connect area parks and Westside Reservoir Park
2. Incorporate park uses that are unique and not found in other area parks
3. Advance transportation improvements that provide connections between area neighborhoods and Westside Reservoir Park

Land Use
1. Develop an incentive program that promotes the introduction of neighborhood retail services
2. Increase the number of medium-density mixed use (5 – 9 stories) and multifamily (1 - 4 stories) properties to the southwest of Maddox Park
3. Expand the number of multi-family parcels by converting vacant land off of J.E. Boone Blvd. to multi-family (1 - 4 stories)
4. Evaluate the institution of measures that promote the preservation of historic structures

Mobility
1. Add sidewalks on major corridors that do not have sidewalks or have intermittent sidewalks
2. Continue Proctor Creek Trail south under D.L. Hollowell Parkway to and through Maddox Park
3. Improve pedestrian at-grade rail crossings on J.E. Boone Blvd., Mayson Turner Road and Chappel Road (prior to street upgrades)

Open Space
1. Fund improvements to existing area park resources
2. Advance transportation improvements that provide connections between area neighborhoods and Westside Reservoir Park
It’s the Finale! Join us for the Subarea 9 and 10 Master Plan Open House!

The purpose of this meeting is to share findings from all of the public meetings throughout the spring, summer and fall. There will not be a formal presentation. Instead, there will be an open house to review and prioritize the draft final recommendations for land use (e.g. mixed use, housing, commercial services), mobility (e.g. trails, sidewalks, bikes, transit), parks and greenspace in BeltLine Subareas 9 and 10. This is the closing of our public outreach efforts for the Subarea 9 & 10 Master Plan Updates. If you would like to review previous presentations ahead of the open house you can find this documentation and more online. Visit beltline.org/engage and select the Meetings tab.

DATE
Monday, October 29, 2018

TIME
6:30pm – 8:00pm

LOCATION
KIPP Ways Academy
ADDRESS
350 Temple ST NW, Atlanta, GA 30314

GETTING THERE
❖ This location is accessible via the MARTA bus #51 and Ashby Station (0.8 miles). See itsmarta.com for complete bus map and schedule.

❖ Please consider biking or walking, if you are able.

❖ Free parking available on site.

FOR MORE INFORMATION:
engage@atlbeltline.org // 404-477-3551
www.beltline.org/engage-meetings
**Subarea 9 Master Plan Update Open House**

**Study Group Meeting 5**

October 30, 2018 6:30 pm – 8:00 pm

Kipp Ways Academy – 350 Temple Street NW 9 Atlanta, GA 30314

**ABI Staff Attendees:**

Lynnette Reid, Kathrine Morris

**Consultant Team Attendees**

Angela Parker, Mike Morgan, Andyan Diwangkari, Steve Noble, Contente Terry

**Meeting Purpose:** The focus of this meeting was to obtain community input regarding the final Land Use, Mobility, Open Space and Action Plan recommendations.

**Meeting Overview:** The Subarea 9 Master Plan study boards were set up on easels in the school cafeteria. Meeting attendees went from board to board reviewing the information presented, making comments on Post It notes and placing them directly on the boards. Additionally, attendees were given five green dots to place on the Action Boards to rank their top priority projects. While there was no formal presentation, the PowerPoint presentation from the September 17, 2018 Community Meeting was available on a laptop computer in the event an attendee wanted to view it.

This meeting constituted the fifth in a series of five public forums that engaged the community in redefining the future land use, mobility and open space vision for the area. The meeting was held in conjunction with the meeting for the Subarea 10 Master Plan Update. Approximately 40 citizens participated in the Open House.

**Engagement Outcomes:** The attached summary provides the Action Board rankings made by the meeting attendees. Except as noted below, the community rankings did not vary significantly from the priority rankings of Study Group Meeting 4. Comments made on the Land Use, Mobility and Open Space Boards are also noted below.

**Land Use**

Action Plan: The need to provide both affordable housing and a mix of housing types ranked high for meeting attendees. More particularly, participants support the implementation of regulations that encourage a variety of housing options and densification of the area that is in close proximity to the Bankhead MARTA station.

**Mobility**

Action Plan: By far the top priority mobility action item is the connection of Westside Reservoir Park to the Knight Park/Howell Station area. There is also much support for adding sidewalks along major corridors.

**Vehicular Circulation Plan**

- Use the easternmost proposed Beltline alternative for trail and transit, use the westernmost alternative to support redevelopment of Marietta Boulevard - minimize truck traffic and improve connections to the park
- Implement a road diet over the Beltline freight tracks – make safer to walk, bike and drive.
- Implement West Marietta Street Retrofit – Minimize truck traffic and encourage better bike access

**Bike and Pedestrian Circulation Plan**

- Complete street/road diet desired on West Marietta Street; at the very least add bike lanes
- Continue trail from Jefferson Street south along James P. Brawley and toward the Georgia World Congress Center
- Make the proposed Beltline eastern alternative the primary trail/streetcar route and the western alternative the Quarry Park spur
- Consider an off-road multi-use path to the north of Hollowell Parkway instead of, or in addition to, on road bike lanes
- Incorporate a connection to Westside Reservoir Park that is closer to Knight Park/Howell Station

**Street Framework Plan**

- No comments were placed on the board

**Open Space**

Action Plan: Transportation connections are also a top priority associated with open space. Advancing transportation improvements that provide connections between area neighborhoods, Westside Reservoir Park and other area parks ranked highest for the attendees.

Attachment: SA9_ActionBoards_Study_Group_Meeting_4+5_Combined
WHAT ARE YOUR THOUGHTS ON RECOMMENDED FUTURE LAND USE? ARE WE MISSING ANYTHING?

**RECOMMENDATIONS**

- Increase existing park space to be consistent with future Westside Reservoir Park boundary.
- Increase density (MU 10+ stories and MF 5-9 stories) around the Bankhead MARTA station.
- Convert some industrial properties along J.E. Lowery to mixed-industrial while maintaining a portion of existing industrial.
- Convert vacant land east of Lois St. to medium-density mixed-use (MU 5-9 stories).
- Convert a portion of Marietta Blvd. from industrial to low-density mixed-use (MU 1-4 stories).
- Provide medium-density multi-family (MF 5-9 stories) south of W. Marietta St. and south of Jefferson St. in eastern corner of subarea.
- Provide medium-density mixed-use (MU 5-9 stories) south of Jefferson St. and north of D.L. Hollowell Parkway.

WHAT ARE YOUR THOUGHTS ON THE DRAFT CIRCULATION (BIKE AND PEDESTRIAN) PLAN? ARE WE MISSING ANYTHING?

**RECOMMENDATIONS**

- Add sidewalks on major corridors that do not have sidewalks or have intermittent sidewalks.
- Add ADA ramps to non-compliant intersections with sidewalks.
- Evaluate adding multi-use trail north and south with sidewalks within the subarea via the Proctor Creek path.
- Provide multi-modal operational, access, and safety improvements to accommodate future development.
- Enhance the street network.

WHAT ARE YOUR THOUGHTS ON THE DRAFT STREET FRAMEWORK PLAN? ARE WE MISSING ANYTHING?

**RECOMMENDATIONS**

- Reduce street connections between J.E. Lowery Blvd. and Knight Park/Howell Station.
- Add connection to Westside Reservoir Park from Knight Park/Howell Station at SW apex of Niles Ave.
- Provide multi-modal operational, access, and safety improvements to accommodate future development.
- Enhance the street network.

DRAFT CIRCULATION Plan: Vehicular Map

DRAFT CIRCULATION Plan: Bike and Pedestrian Map

DRAFT STREET Framework Plan

WHAT ARE YOUR THOUGHTS ON THE DRAFT CIRCULATION (VEHICULAR) PLAN? ARE WE MISSING ANYTHING?

**RECOMMENDATIONS**

- Evaluate a road diet and potential for near-term cycle track/future BeltLine transit.
- BeltLine and D.L. Hollowell Pkwy to North Ave. corridor – streetcar/LRT
- Various intersection improvements consistent with the original SA master plan.

DRAFT STREETS Framework Plan

APPENDIX // COMMUNITY ENGAGEMENT // STUDY GROUP MEETING 5 // SUBAREA 9

**APPENDIX // COMMUNITY ENGAGEMENT // STUDY GROUP MEETING 5 // SUBAREA 9**
### Subarea 9 Action Plan

#### LAND USE

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>G1-A1</td>
<td>Land Use Designation Change: Increase density (MU 10+ stories) and Multi-family (5-9 stories) around the Bankhead MARTA Station</td>
<td>☑️ ☑️</td>
</tr>
<tr>
<td>G1-A2</td>
<td>Develop regulations that reduce the minimum parking requirements</td>
<td>☑️</td>
</tr>
<tr>
<td>G1-A3</td>
<td>Evaluate the adoption of incentives or regulations that require development to provide parks and open space on an intervals plan, and that will be liquidated prior to property becoming vacant</td>
<td>☑️</td>
</tr>
</tbody>
</table>

#### GOAL 2: CREATE LIKELY ACTIVITY CENTERS

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
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<tbody>
<tr>
<td>G2-A1</td>
<td>Evaluate the adoption of incentives or regulations that require development to provide parks and open space on an intervals plan, and that will be liquidated prior to property becoming vacant</td>
<td>☑️</td>
</tr>
<tr>
<td>G2-A2</td>
<td>Develop an annual program that generates the adoption of properties that support arts and culture</td>
<td>☑️</td>
</tr>
<tr>
<td>G2-A3</td>
<td>Evaluate the adoption of incentives or regulations that provide a bonus for the incorporation of public open spaces in the public realm, such as parks and plazas</td>
<td>☑️</td>
</tr>
<tr>
<td>G2-A4</td>
<td>Develop standards that promote open spaces for arts and culture that can be utilized as accessory to a public art program</td>
<td>☑️</td>
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</tbody>
</table>

#### GOAL 3: PRESERVE HISTORIC, NATURAL AND CULTURAL RESOURCES

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>G3-A1</td>
<td>Implement the recommendations of the Westside Land Use Framework Plan</td>
<td>☑️</td>
</tr>
<tr>
<td>G3-A2</td>
<td>Adopt OI Westside Review</td>
<td>☑️</td>
</tr>
<tr>
<td>G3-A3</td>
<td>Develop and implement a plan to preserve neighborhood social stability tools, such as formally chartered community revitalization programs</td>
<td>☑️</td>
</tr>
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</table>

#### GOAL 4: PROMOTE AFFORDABLE HOUSING

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
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</thead>
<tbody>
<tr>
<td>G4-A1</td>
<td>Implement zoning regulations that encourage a variety of housing options such as allowing &amp; rental apartments in homes</td>
<td>☑️ ☑️</td>
</tr>
</tbody>
</table>

#### GOAL 5: PRESERVE HISTORIC, NATURAL AND CULTURAL RESOURCES

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>G5-A1</td>
<td>Develop standards that provide bonuses for the preservation of historic, natural and cultural resources</td>
<td>☑️</td>
</tr>
<tr>
<td>G5-A2</td>
<td>Develop standards that require large private developments to incorporate public art that complements the history of the area</td>
<td>☑️</td>
</tr>
<tr>
<td>G5-A3</td>
<td>Develop regulations that provide bonuses for projects that incorporate improved and sustainable stormwater management practices that exceed the City’s existing requirements</td>
<td>☑️</td>
</tr>
</tbody>
</table>

#### SUBAREA 9 PRIORITIES

Note: Green Dots Represent Community Input from the September 17, 2018 Study Group Meeting

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### MOBILITY

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>G6-A1</td>
<td>Evaluate the initiation of requirements for new developments to provide a transit plan that incorporates connections to buses, encourages transit use, and requires the installation of appropriate transportation infrastructure such as bike lanes.</td>
<td>☑️</td>
</tr>
<tr>
<td>G6-A2</td>
<td>Advance pedestrian and bicycle improvements that connect neighborhoods, parks, and amenities</td>
<td>☑️</td>
</tr>
<tr>
<td>G6-A3</td>
<td>Add sidewalks or non-motorized connectors that are more accessible to non-motorized travelers</td>
<td>☑️</td>
</tr>
<tr>
<td>G6-A4</td>
<td>Add sidewalks or non-motorized connectors that are more accessible to non-motorized travelers</td>
<td>☑️</td>
</tr>
<tr>
<td>G6-A5</td>
<td>Evaluate Street Reconfiguration - roadway, bikeway</td>
<td>☑️</td>
</tr>
<tr>
<td>G6-A6</td>
<td>Implement streetcar/LRT service</td>
<td>☑️</td>
</tr>
</tbody>
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#### GOAL 7: PROMOTE TRANSPORTATION NETWORK CONNECTIVITY

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>G7-A1</td>
<td>Implement a study that defines viable connections across the rail corridor using the Upper Westside 10 as a starting point</td>
<td>☑️</td>
</tr>
<tr>
<td>G7-A2</td>
<td>Evaluate the adoption of requirements for new development to incorporate connectivity and infrastructure improvements that enhance the public space grid</td>
<td>☑️</td>
</tr>
<tr>
<td>G7-A3</td>
<td>Evaluate street or sidewalk improvements from LCI to Bankhead Walk over 300 tracks to provide access to the Proctor Creek Trail</td>
<td>☑️</td>
</tr>
<tr>
<td>G7-A4</td>
<td>Complete intersection at CSX at Howell Mill Rd.</td>
<td>☑️</td>
</tr>
<tr>
<td>G7-A5</td>
<td>Develop a plan for adding multi-use trail west from Jefferson/Atlanta Beltline Walk over 300 tracks to provide access to the Proctor Creek Trail</td>
<td>☑️</td>
</tr>
<tr>
<td>G7-A6</td>
<td>Provide connections to Westside Reservoir Park from Augustus Park Northside Trail at 300 years of Mill Ave.</td>
<td>☑️</td>
</tr>
</tbody>
</table>

#### GOAL 8: IMPROVE THE FUNCTION AND CHARACTER OF EXISTING ROADWAYS

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>G8-A1</td>
<td>Improve infrastructure that improve access for pedestrians and cyclists</td>
<td>☑️</td>
</tr>
<tr>
<td>G8-A2</td>
<td>Improve infrastructure that improve the connectivity of such as hand-crank ramps, hand signals, signage and lighting</td>
<td>☑️</td>
</tr>
<tr>
<td>G8-A3</td>
<td>Evaluate the adoption of requirements that require all new developments to incorporate “Complete Streets” Standards</td>
<td>☑️</td>
</tr>
<tr>
<td>G8-A4</td>
<td>Provide pedestrian improvements on 10th Street, Marietta St., 5th Street, and Marietta Blvd.</td>
<td>☑️</td>
</tr>
<tr>
<td>G8-A5</td>
<td>Provide traffic improvements on 5th Street, Marietta Blvd, and North Ave</td>
<td>☑️</td>
</tr>
</tbody>
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Note: Green Dots Represent Community Input from the September 17, 2018 Study Group Meeting.
## Subarea 9 Action Plan

### OPEN SPACE

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>G9-A1</td>
<td>Advance funding and development of the park</td>
<td>![Green Dot]</td>
</tr>
<tr>
<td>G9-A2</td>
<td>Actively participate in the planning of the park, the establishment of the park identity and park programs and contribute to both</td>
<td>![Green Dot]</td>
</tr>
<tr>
<td>G9-A3</td>
<td>Incorporate park uses that are unique and not found in other area parks</td>
<td>![Green Dot]</td>
</tr>
</tbody>
</table>

### GOAL 10: ACCOMMODATE REGIONAL ACCESS TO WESTSIDE RESERVOIR PARK

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>G10-A1</td>
<td>Advance transportation improvements that provide multi-modal connections to the park</td>
<td>![Green Dot]</td>
</tr>
<tr>
<td>G10-A2</td>
<td>Participate in the planning of the park, with focus on multi-modal access and the associated infrastructure</td>
<td>![Green Dot]</td>
</tr>
</tbody>
</table>

### GOAL 11: ENSURE SAFE, INTEGRATED, AND CONVENIENT ACCESS TO PARKS, OPEN SPACE AND RECREATIONAL OPPORTUNITIES

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>G11-A1</td>
<td>Advance transportation improvements that provide connections between area park, local and Westside Reservoir Park</td>
<td>![Green Dot]</td>
</tr>
<tr>
<td>G11-A2</td>
<td>Develop greenways and trails plan to connect area parks and Westside Reservoir Park</td>
<td>![Green Dot]</td>
</tr>
<tr>
<td>G11-A3</td>
<td>Participate in development of the Parks Master Plan</td>
<td>![Green Dot]</td>
</tr>
<tr>
<td>G11-A4</td>
<td>Fund improvements to existing area park resources</td>
<td>![Green Dot]</td>
</tr>
</tbody>
</table>

Note: Green Dots represent Community Input from the September 17, 2018 Study Group Meeting.

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**STUDY GROUP MEETING 6**
**FEBRUARY 25, 2019**
Come review the results of your input into the Subarea 9 & 10 Master Plan Update.

The purpose of this meeting is to share findings from previous public meetings and the draft final recommendations for land use (e.g. mixed use, housing, commercial services), mobility (e.g. trails, sidewalks, bikes, transit), parks and greenspace in BeltLine Subareas 9 and 10. In 2007, master planning began by looking at the one-half mile on either side of the Atlanta BeltLine corridor to create a framework to support future growth and transit in the corridor. There are 10 distinct subarea masterplans for the Atlanta BeltLine and they are subject to periodic review and adoption by City Council.

We hope you will join us for this meeting to see how your input was captured.

DATE
Monday, February 25, 2019

TIME
6:30 p.m. – 8:00 p.m.

LOCATION
Booker T. Washington High School

ADDRESS
45 Whitehouse Dr SW,
Atlanta, GA 30314

GETTING THERE
✓ This location is accessible via the MARTA bus #51 and Ashby Station (0.8 miles). See itsmarta.com for complete bus map and schedule.

✓ Please consider biking or walking, if you are able.

✓ Free parking available on site.

FOR MORE INFORMATION:
engage@atlbeltline.org // 404-477-3551
www.beltline.org/engage-meetings
1. Increase existing park space to be consistent with future design and implementation.
2. Add ADA ramps to non-compliant intersections with sidewalks.
3. Increase density (MU 10+ stories and MF 5-9 stories) around the Bankhead MARTA station.
4. Convert vacant land east of Lois St. to medium-density mixed-use (MU 5-9 stories).
5. Convert a portion of Marietta Blvd. from industrial to low use (MU 1-4 stories).
6. Provide medium-density multi-family (MF 5-9 stories) south of Brady Ave./8th St.
7. Add a connection to Westside Reservoir Park from Knight Park/Howell Station at SW apex of Niles Avenue.
8. Evaluate multi-use trail under D.L. Hollowell Pkwy. through Brook Park along the eastern edge of Hortense Place NW and area west of D.L. Hollowell Parkway.
9. Provide multi-modal operational, access and safety improvements to accommodate future development potential for near-term cycle track/future BeltLine transit alignment.
11. Provide streetscape on W. Marietta St. from Marietta Blvd. to 2 lanes with 5 ft. wide bike lanes.
### Subarea 9 Action Plan

#### LAND USE

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>G1-A1</td>
<td>Land Use Designation Changes: Increase density, walkability, and public spaces in targeted areas while maintaining existing patterns and character.</td>
<td>5 5 5 5 5</td>
</tr>
<tr>
<td>G1-A2</td>
<td>Develop regulations that support the protection and enhancement of critical wetlands, streams, and other natural areas.</td>
<td>5 5 5 5 5</td>
</tr>
<tr>
<td>G1-A3</td>
<td>Evaluate the adoption of incentives or regulations encouraging development to consider buffer parking in sensitive areas, and that all new future development is incorporated into a local park.</td>
<td>5</td>
</tr>
</tbody>
</table>

#### GOAL: CREATE LIVABLE CENTERs

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>G2-A1</td>
<td>Evaluate the adoption of incentives or regulations encouraging development to consider new transit-oriented development in targeted areas and provide for future commercial use in the future.</td>
<td>5 5 5 5 5</td>
</tr>
<tr>
<td>G2-A2</td>
<td>Develop an incentive program that provides for the adoption of property tax support.</td>
<td>5 5 5 5 5</td>
</tr>
<tr>
<td>G2-A3</td>
<td>Evaluate the adoption of incentives or regulations that support the incorporation of public spaces in the area and provide a benefit to the community.</td>
<td>5 5 5 5 5</td>
</tr>
<tr>
<td>G2-A4</td>
<td>Evaluate the adoption of incentives or regulations to encourage access to the consultation of public spaces for green and open space areas such as to provide parks.</td>
<td>5 5 5 5 5</td>
</tr>
</tbody>
</table>

#### GOAL: PRESERVE AND RESTORE HISTORIC RESOURCES

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>G3-A1</td>
<td>Implement the requirements of the Historic District Code for historic sites.</td>
<td>5 5 5 5 5</td>
</tr>
<tr>
<td>G3-A2</td>
<td>Assemble historic resources.</td>
<td>5 5 5 5 5</td>
</tr>
<tr>
<td>G3-A3</td>
<td>Develop a plan to implement the preservation and rehabilitation of historic resources in the area.</td>
<td>5 5 5 5 5</td>
</tr>
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</table>

#### GOAL: PROMOTE AFFORDABLE HOUSING

<table>
<thead>
<tr>
<th>NO.</th>
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<tbody>
<tr>
<td>G4-A1</td>
<td>Implement new regulations that encourage the variety of housing options such as allowable rental to affordable housing.</td>
<td>5 5 5 5 5</td>
</tr>
<tr>
<td>G4-A2</td>
<td>Develop policies to encourage the development of affordable housing, community and cultural institutions.</td>
<td>5 5 5 5 5</td>
</tr>
<tr>
<td>G4-A3</td>
<td>Develop policies that require large private developments to be incorporated into the public area that demonstrate the policy of the area.</td>
<td>5 5 5 5 5</td>
</tr>
<tr>
<td>G4-A4</td>
<td>Develop regulations that provide incentives for projects that incorporate improved and sustainable community management practices that exceed the City’s existing requirements.</td>
<td>5 5 5 5 5</td>
</tr>
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</table>

#### GOAL: PRESERVE NATURAL, HISTORIC, AND CULTURAL RESOURCES

<table>
<thead>
<tr>
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<th>PRIORITY</th>
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<tbody>
<tr>
<td>G5-A1</td>
<td>Develop modifications that protect the green areas in the area.</td>
<td>5 5 5 5 5</td>
</tr>
<tr>
<td>G5-A2</td>
<td>Develop policies that promote the preservation of historic, cultural, and natural resources.</td>
<td>5 5 5 5 5</td>
</tr>
<tr>
<td>G5-A3</td>
<td>Develop policies that require large private developments to be incorporated into the public area that demonstrate the policy of the area.</td>
<td>5 5 5 5 5</td>
</tr>
<tr>
<td>G5-A4</td>
<td>Develop regulations that provide incentives for projects that incorporate improved and sustainable community management practices that exceed the City’s existing requirements.</td>
<td>5 5 5 5 5</td>
</tr>
</tbody>
</table>

*Purple color represents a new addition to the action item
**Subarea 9 Action Plan**

### OPEN SPACE

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>GOAL 9: MAKE WESTSIDE RESERVOIR PARK A REGIONAL/LOCAL DESTINATION</strong></td>
<td></td>
</tr>
<tr>
<td>G9 A</td>
<td>Enhance and develop the park.</td>
<td>● ● ● ● ●</td>
</tr>
<tr>
<td>G9 B</td>
<td>Incorporate public art into the planning of the park, ensuring that the park is a visual and cultural destination.</td>
<td>● ● ● ● ●</td>
</tr>
<tr>
<td>G9 C</td>
<td>Ensure the park is accessible and safe for all users.</td>
<td>● ● ● ● ●</td>
</tr>
</tbody>
</table>

|      | **GOAL 10: ACCOMMODATE REGIONAL ACCESS TO WESTSIDE RESERVOIR PARK** |          |
| G10 A | Enhance the transportation improvements that provide multimodal access to the park. | ● ● ● ● ● |
| G10 B | Enhance the pedestrian safety and mobility improvements. | ● ● ● ● ● |

|      | **GOAL 11: ENSURE SAFE, INTEGRATED, AND CONVENIENT ACCESS TO PARKS, OPEN SPACE AND RECREATIONAL OPPORTUNITIES** |          |
| G11 A | Enhance transportation alternatives that provide connections between and among local parks and the Westside Greenway. | ● ● ● ● ● |
| G11 B | Enhance greenways that link to other local parks and the Flat Shoals Parkway Park. | ● ● ● ● ● |
| G11 C | Participate in the development of revitalization plans. | ● ● ● ● ● |
| G11 D | Participate in the development of the park. | ● ● ● ● ● |
| G11 E | Conduct improvements to maintain park facilities. | ● ● ● ● ● |

### Meeting Agenda

- **Subarea Master Plan Update Purpose and Schedule**
- **Master Plan Update Process**
- **Land Use and Mobility Recommendations**
- **Affordable Housing**
- **Let Us Know What You Think**
  - Plan Recommendations/Action Plan
**Study Group Meeting 1:** Kick-off Meeting  March 26, 2018

**Study Group Meeting 2:** Workshop  Saturday, April 28, 2018
- Subarea 9 10:00 A.M. – 12:00 P.M.
- Subarea 10 1:00 P.M. – 3:00 P.M.

**Study Group Meeting 3:** Draft Recommendations  June 25, 2018

**Study Group Meeting 4:** Draft Action Plan  September 17, 2018

**Study Group Meeting 5:** Final Recommendations  October 29, 2018

**Study Group Meeting 6:** Final Meeting  (You are here)

**Plan Adoption:** 2nd Quarter 2019

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**NEIGHBORHOODS**

**SUBAREA 9**
- Bankhead
- Grove Park
- Rockdale
- English Avenue
- Knight Park / Howell Station

**SUBAREA 10**
- Ashview Heights
- Bankhead
- English Avenue
- Harris Chiles
- Just Us
- Vine City
- Atlanta University Center
- Grove Park
- Hunter Hills
- Mozley Park
- West End

---

**Context**

**SUBAREA 9**
- BeltLine Corridor
- Proctor Creek
- Subarea Boundary
- Neighborhood Boundary
- Streets
- Existing Parks
- Planned Parks
Subarea 9 Goals

**Community Development**
- Promote compact transit-oriented mixed-use development
- Create livable activity centers
- Preserve historic, natural and cultural resources
- Preserve and strengthen neighborhoods
- Promote affordable housing

**Mobility**
- Promote alternative modes of transportation
- Promote transportation network connectivity
- Improve the function and character of existing roadways

**Subarea 9 Goals**

---

**Future Land Use**

1. Increase existing park space to be consistent with future Westside Reservoir Park boundary
2. Increase density (MU 10+ stories and MF 5-9 stories) around the Bankhead MARTA station
3. Convert properties west of J.E. Lowery to mixed-industrial
4. Convert vacant land east of Lois St. to medium-density mixed-use (MU 5-9 stories)
5. Convert a portion of Marietta Blvd. from industrial to low density mixed-use (MU 1-4 stories)
6. Provide medium-density multi-family (MF 5-9 stories) south of W. Marietta St. (SE corner) and south of Jefferson St.
7. Provide medium-density mixed-use (MU 5-9 stories) south of Jefferson St. and north of D.L. Hollowell Parkway

---

**Action Plan – Top Priorities**

**Land Use Map Change**
- Increase density (MU 10+ stories and MF 5-9 stories) around the Bankhead MARTA station
Action Plan – Top Priorities

- Develop measures that promote the preservation of historic structures
- Develop an incentive program that promotes the adaptive reuse of properties that support job creation

Subarea 9 Goals

Parks and Open Space
- Ensure safe, integrated and convenient access to parks, open space and recreational opportunities
- Accommodate regional access to Westside Reservoir Park
- Make Westside Reservoir Park both a regional and local destination

Developing and Maintaining Affordable Housing
- Implement zoning regulations that encourage a variety of housing options such as allowing rental apartments in homes
- Develop and implement a plan to support neighborhood stabilization tools, such as federally funded homeowner rehabilitation programs

Vehicular Circulation Plan
1. Evaluate Street Retrofit: J.E. Lowery Blvd. – Convert 3 lanes to 2 lanes with 5 ft. wide bike lanes
3. Street Retrofit: Marietta Blvd. – Evaluate a road diet and potential for near-term cycle track/future BeltLine transit
5. Various intersection improvements consistent with the original SA master plan
Subarea 9 Master Plan Update - Appendix — October 2020

**Action Plan – Top Priorities**

**Bike and Pedestrian Connections**

- Add sidewalks on major corridors that do not have sidewalks or have intermittent sidewalks
- Advance improvements that provide enhanced access for pedestrians and bikers

**Westside Reservoir Park Neighborhood Connections**

- From Knight Park/Howell Station at SW apex of Niles Avenue
- From Grove Park and continuing along the eastern edge of Hortense Place
- Extending from Edwin Place and Newman Place
**Action Plan – Top Priorities**

**Bike + Pedestrian Connectivity**
- Advance improvements that connect neighborhoods and amenities
- Add sidewalks on major corridors that do not have sidewalks or have intermittent sidewalks

**Park Connections**
- Advance transportation improvements that provide connections between area neighborhoods and Westside Reservoir Park
- Continue Proctor Creek Trail south under D.L. Hollowell Parkway to and through Maddox Park

**Action Plan – Top Priorities**

**Subarea 10**

**Vehicular Circulation Plan**

1. Complete planned streetcar/LRT/BRT routes along D.L. Hollowell Pkwy, J.E. Boone Blvd., J.E. Lowery Blvd., and Westview Dr.
2. Evaluate Street Retrofit: J.E. Lowery Blvd. from D.L. Hollowell Pkwy to Mayson Turner Rd. – convert from 3 lanes to 2 lanes with 5 ft. bike lanes
3. 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
5. Evaluate various intersection improvements
6. Add all-way pedestrian phase to signal at J.E. Lowery Blvd. and MLK Jr. Dr.
7. Add pedestrian lead time to phasing of signal at Boone Blvd. and J.E. Lowery Blvd.
8. Evaluate the need for traffic calming measures on Westview Dr. in the vicinity of Lawton Drive

**Streetscape/Complete Streets**
- D.L. Hollowell Parkway
- J.E. Boone Boulevard
- Mayson Turner Road
- J.E. Lowery Boulevard
- North Avenue
Evaluate Street Retrofit on J.E. Lowery Blvd. from D.L. Hollowell Parkway to Mayson Turner Road

**Streetcar/LRT/BRT**
- D.L. Hollowell Parkway
- J.E. Boone Boulevard
- J.E. Lowery Boulevard
- Westview Drive

1. Street Framework Plan is consistent with the original Subarea Master Plan as modified for D3 plan where applicable
2. Evaluate connecting North Ave. east of the BeltLine and North Ave. west of the BeltLine

- Develop an incentive program that promotes the introduction of neighborhood retail services
- 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
Promoting Affordable Housing

Continue to Promote Information Regarding Housing Resources

• ABI’s Connecting Residents to Resources Book - A Guide to Help People Remain in Their Homes

Housing programs executed by other organizations such as:

• Homestead Exemptions that reduce property tax burden
• Programs that can provide emergency assistance to residents on a limited, fixed income such as rent, mortgage or utility assistance
• HOME and CDBG programs that provide home rehabilitation assistance to low-income home owners

Promoting Affordable Housing

Policy and Code Changes that Encourage Affordable Housing

• Density bonuses for projects that significantly advance affordable housing
• Zoning Amendments that enhance housing options
• Regularly evaluate innovative practices used in other areas of the country and advance amendments as appropriate

Promoting Affordable Housing

Development and Maintenance of Existing Affordable Housing

• Identify affordable housing non-profits operating in other areas of the country and encourage consideration of BeltLine Subareas
• Promote targeted redevelopment opportunities
• Explore opportunities for creation of a Community Land Trust, particularly the “land lease” approach where workforce housing is developed and deed restrictions ensure rental and for sale units remain affordable in perpetuity
• Promote down payment assistance programs

Sub-Areas 9 and 10 Plan Updates

Affordable Housing Overview

@atlantabeltline
@atlantabeltline
@atlantabeltline

Subarea 9 Senior Residences
695 Field Street, SE, Atlanta

APPENDIX // COMMUNITY ENGAGEMENT // STUDY GROUP MEETING 6 // SUBAREA 9
**BeltLine Overview**

- Comprehensive transportation, economic development and housing corridor
- 22-miles encircling downtown connecting 45 neighborhoods
- Planning Area: 15,000 acres (includes TAD: 6,500 acres)
- 22% of Atlanta’s population lives in the Planning Area
- 19% of the City’s land mass is inside the Planning Area

**Key Housing Question**

**What is the Atlanta BeltLine doing to create or preserve housing affordable for families who want to live on or near the Atlanta BeltLine?**

- Goal set by City: 5,600 Affordable Units (in TAD)
- Timing: By 2030
- Resources: Challenging
- Methodology: Partnerships / Focused Strategy
- Progress: Promising

**Affordability Focus**

- **ECONOMIC DEVELOPMENT**
  - Promote Jobs (supply/training/enhancement/placement)
  - Stimulate Business (growth/recruitment/retention)
  - Support Entrepreneurship

- **TRANSPORTATION ACCESS**
  - Link Reasonable Origins and Destinations
  - Amenity/Quality of Life Access
  - Improve Community Connectivity

- **AFFORDABLE HOUSING**
  - Create Affordable Units
  - Preserve Affordable Units
  - Enhance Community Stability

**What is Affordable?**

- **Affordable Housing** – housing where low-income family pays no more than 30% of their annual income for housing:
What does affordable rent look like?

<table>
<thead>
<tr>
<th>Annual Income</th>
<th>Affordable Housing Portion (30% of Annual Income)</th>
<th>Affordable Monthly Rent</th>
</tr>
</thead>
<tbody>
<tr>
<td>$21,000</td>
<td>$6,300</td>
<td>$525</td>
</tr>
<tr>
<td>$30,000</td>
<td>$9,000</td>
<td>$750</td>
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<td>$40,400</td>
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<td>$54,000</td>
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<td>$60,000</td>
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</tr>
<tr>
<td>$70,000</td>
<td>$21,000</td>
<td>$1,750</td>
</tr>
</tbody>
</table>

Blue-ribbon panel of housing experts from public, private and nonprofit sectors

3 Key Recommendations:
- Identify private capital and unrestricted funds for acquisitions
- Count all affordable units in TAD supported by public resources
- Complete updates of Subarea Master Plans

What's on our Minds?

TAD UNIT SCORECARD

5,600 Affordable Units
(City Council’s 2005 Goal for TAD)

1,640 Affordable Units
(Currently Created or Preserved in TAD as of July 15, 2018)

3,960 Affordable Units
(Balance of Units that Must be Created or Preserved in the TAD by 2030)

ABI Production/Preservation Affordable Housing Goals

<table>
<thead>
<tr>
<th>Fiscal Years</th>
<th>Annual Unit Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY2019 / FY2020</td>
<td>250 units annually</td>
</tr>
<tr>
<td>FY2012 – FY2025</td>
<td>320 units annually</td>
</tr>
<tr>
<td>FY2026 – FY2030</td>
<td>380 units annually</td>
</tr>
</tbody>
</table>

Master Plan Updates – Next Steps

- Finalize Master Plan Reports
- Present Master Plan Updates to the respective Neighborhood Planning Units
- Present Master Plan Updates to the City Council for Action
Let Us Know What You Think

- **Review** Master Plan Maps
- **Review** Action Plan Boards
- **Make Comments** Regarding Your Thoughts

Questions/Discussion

Thank you!

MARKET ANALYSIS

**PURPOSE**

A detailed market analysis was conducted to provide an overview of existing demographics, development patterns, home values and commercials markets. The market analysis identified investment opportunities and existing conditions that point toward specific future development patterns.

**SUBAREA 9 PROFILE**

- The overall land area is roughly 30% undeveloped, 18% industrial, 17% residential, 16% transportation, communication and utilities, 9% office/institutional, 6% parks, 3% commercial and 1% mixed-use
- The 280-acre future Westside Park at Bellwood Quarry will occupy 20% of the subarea when complete, and is anticipated to be a significant catalyst to future development in the area
- The Subarea 9 population has grown significantly since 2000
- Gains have occurred in the number of households, in the percentage of homeowners aged 25 to 54 and in the average household income
- Losses have occurred in the number of households making under $50,000 that are 35 and older
- 43% of individuals living in the subarea are between the ages of 18 and 34; 24% have a Bachelor's Degree or higher; average household income has risen $3,000 to $27,000 from 2010-2018
- The area has significantly more renters than owners
- Very little retail and restaurants development exists within the subarea.
- In recent years the area has experienced significant redevelopment projects that are planned along West Marietta Street, D.L. Hollowell Parkway, and Marietta Boulevard.

**METHODOLOGY**

A detailed parcel-by-parcel analysis was performed to determine which parcels in Subarea 9 are susceptible to change, or to future development. Revitalization opportunities are based on current development patterns, an understanding of market conditions and availability of land, all of which impact a property’s susceptibility to change. The analysis indicates that many of the parcels in Subarea 9 are subject to change and thus a significant amount of realistic redevelopment potential exists throughout the subarea.

Near-term projects are those that are expected to be developed within the next 1 to 5 years. Midterm projects are those that are expected to be developed in the next 5-10 years.

- See the Revitalization Opportunities Map
- See the Future Revitalization / Investment Opportunities Map

**OBSERVATIONS AND FINDINGS**

- Catalytic projects, whether they be infrastructure such as the future Westside Park at Bellwood Quarry or major projects such as the private development in the vicinity of the Bankhead MARTA Station can have a major impact on advancing the types of redevelopment desired by the community.
- Demand for varied residential product type will increase diversity in the housing stock, but it will be important to capitalize on the opportunity to construct affordable units along with market rate units.
- 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 for low income individuals should be made available to both families and singles.
This map was prepared by the Collaborative, Inc. in 2019 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.
This map was prepared by the Collaborative, Inc. in 2019 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 inability of the market to support new construction provides opportunities for historic preservation, the adaptive reuse of existing buildings and to attract small businesses to the area. As rents in older buildings are usually cheaper than new construction, adaptive reuse projects are more attractive to small business tenants.

• 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.

The pages that follow contain the full market report.
Overview of the Study Area’s Location in the Market

In the map above, Subarea 9 is highlighted in green. The subarea is located to the west of Downtown and Midtown following the Westside Beltline, north of Downtown LA and Westside Parkway. Subarea 9 also contains Beltline Park, a 200-acre park, via land under construction.

SOURCE: Noell Consulting Group, Google Maps

Overview of the Findings

- Average home sale price $249,231 in 2017
- Average home value down $8k to $129k in 2015
- Average household income rose ~$3,000 to $27,014
- Major losses in households making under $50,000, aged 35+
- The Primary Market Area has gained close to 400 households making over $50,000 annually
  - Greatest growth in the number of households added in one of the wealthiest cohorts, $100,000-$150,000
  - Net gain of almost 500 households

Migration Population, 2010-2014

- Atlanta MSA Total: 8,713, 100.0%
  - 5,786,205 in 2000, 100.0%
  - 102,329 in 2010, 1.8%
  - 100.0% 1.00
- Historic Atlanta Metro Population Growth Comparisons
  - Exurban Counties: 5,739, 65.9%
  - Henry County: 322, 3.7%
  - Gwinnett County: 430, 4.9%
  - Fulton County (excl. Atlanta): 394, 4.5%
  - Fayette County: 194, 2.2%
  - DeKalb County: 268, 3.1%
  - Cobb County: 339, 3.9%
  - Clayton County: 142, 1.6%

- City of Atlanta: 133, 1.5%
  - 472,506 in 2000, 8.2%
  - 378 in 2010, 0.1%
  - 2.4% 0.4%
  - 0.4% 10.5% 6.85

- Average annual population growth across the Atlanta MSA has been significant. This growth has been driven by several factors, including the development of new residential housing, an influx of young professionals seeking urban living, and the attractions of urban amenities such as parks.

- The Atlanta MSA has seen significantly higher growth among 65 to 74 year olds than the nation as a whole, allowing the City of Atlanta to capture over 10% of all regional population growth since 2010.
- Roughly 78% of the population of the MSA lives within this ten county core.
- The Atlanta MSA has been successful in capturing much of the regional population growth, with the City of Atlanta capturing over 10% of all regional population growth since 2010.

- The Millennial generation shift that is changing the dynamic of cities and can be seen in the growth of those aged 25 to 34, where Atlanta has seen growth, but significantly lags behind peer cities and national trends, as well as with similar sized MSAs.
- There are two large generational shifts driving residential development in the United States at the moment: first, the Baby Boomer generation is allowed the City of Atlanta to capture over 10% of all regional population growth since 2010, and second, the Millennial generation is entering prime renting years. These two trends can be seen above, with 55 to 74 year old’s growing at a rapid pace and with 25 to 34 year old’s growing at a slower, but still positive rate.
- Millennials, those aged 15 to 24, who will be entering the job market and hitting prime rental and home ownership years over the course of the next 10 years.

- The Atlanta MSA has been successful in capturing much of the regional population growth, with the City of Atlanta capturing over 10% of all regional population growth since 2010.
- Roughly 78% of the population of the MSA lives within this ten county core.
- The Atlanta MSA has been successful in capturing much of the regional population growth, with the City of Atlanta capturing over 10% of all regional population growth since 2010.
- Roughly 78% of the population of the MSA lives within this ten county core.
Percentage Owner/Renter Near the Study Area

The below map represents the percentage of renter and owner occupied units by block group for Subarea 9. Majority renter districts are green, while majority owner districts are blue. As can be seen, most of the block groups are majority renter, with the highest percentage of renters being in and around Georgia Tech’s campus.

Highest Educational Attainment, Bachelor’s Degree+

The map below shows the percentage of individuals who have a Bachelor’s Degree or higher for Subarea 9. As can be seen, most of the neighborhoods to the north. As areas north of Subarea 9 becomes more affluent and development continues to occur, incomes in this area can be expected to increase. These figures are not adjusted for inflation - the inflation rate during this time period was 1.61% on average per year.

Household Incomes Near the Study Area

Median Household Income

The below maps below shows median household incomes, per block group, using the 2010 Census and 2016 5-Year ACS data. Bankhead and West Midtown have the highest median incomes in the area, ranging with higher median family and median incomes. Bankhead and West Midtown are areas that have the highest median incomes of the neighborhoods to the north. As areas such as Subarea 9 becomes more affluent and development continues to occur, incomes in this area can be expected to increase.
**MARKET ANALYSIS**

**Subarea 9 Master Plan Update - Appendix — October 2020**

**Exhibit 9**

**Young Professional Population Trends**

The maps below show the share of the population ranging in age from 18 to 34 years, sorted by census block groups from 2010 and 2016. As expected, block groups containing Georgia Tech and AUC have high percentages of those age 18 to 34 compared to Subarea 9. Populations to the north in Blandtown and east between Georgia Tech and AUC, have overall high percentages of those age 18 to 34.

**Exhibit 10**

**Home Values Near the Study Area**

The two maps below show median home values, per census tract, using the 2000 Census and 2016 5-Year ACS data. Home values have been slow to recover from the Great Recession and continue to see growth in that age demographic, likely as current residents age in place.

**Exhibit 11**

**Empty Nester Trends**

The above map shows the concentration of jobs within a 5-mile radius of the Subareas. Within this 5-mile radius, most jobs are concentrated in Midtown and Downtown. Jobs within 5 miles are primarily concentrated in public administration; healthcare and social assistance; professional, scientific, and technical services; and accommodation and food services. Of note, most of the high paying jobs are located in Administrative, Healthcare, and Educational services.

**Exhibit 12**

**Proximity and Connection of the Study Area to Jobs**

The above map shows the concentration of jobs within a 5-mile radius of the Subareas. Within this 5-mile radius, most jobs are concentrated in Midtown and Downtown. Jobs within 5 miles are primarily concentrated in public administration; healthcare and social assistance; professional, scientific, and technical services; and accommodation and food services. Of note, most of the high paying jobs are located in Administrative, Healthcare, and Educational services.
Commuting patterns of residents in the study area can help identify target audiences for residential development. The commuting patterns for residents living in Subareas 9 and 10 are shown above in a heat map. As can be seen, residents commute all over the metro area with the most commuting to South DeKalb (5%). A vast majority of the jobs are located south of I-20. Within Subareas 9 and 10, 6,318 commute from the outside into the Subareas, while 5,021 working residents work outside the Subareas. Only 93 residents live and work within Subareas 9 and 10.

**Average Commuter Time in Metro Atlanta**

- Downtown; approximate 7 min. ride by MARTA; 10-24 min. drive during rush hour
- Midtown; approximate 17 min. ride by MARTA; 10-24 min. drive during rush hour

**Park College Downtown**

- Buckhead
- Emory
- Decatur
- South

**Average Commerial Travel Time (in minutes)**

- Buckhead
- Emory
- Decatur
- South

**Rents Near MARTA Stations**

- Bankhead Station:
  - Multifamily: -
  - Office: -
  - Retail: -
- West End Station:
  - Office: $14.67/SF
  - Retail: $16.49/SF
- Bankhead Station:
  - Multifamily: -
  - Office: -
  - Retail: -
- Garnett Station:
  - Multifamily: $1.16/SF
  - Office: $12.00/SF
  - Retail: $16.76/SF
- Decatur to King Memorial stations have the highest rents, followed by Inman Park-Reynoldstown/Edgewood-Dome Stations. In Subarea 10, rents are some of the lowest along the blue line at $0.87/SF with very little new development in the past several years. After Five Points, office rents drop to between $12/SF to $15/SF.

**Traffic Levels**

- This map shows the traffic levels near the Subareas during morning rush hour on a typical Monday. Subarea 10 borders Northside Drive. Traffic in these Subareas is lower compared to the more congested roads to the east in Downtown and Midtown.
The map above shows the walkability of neighborhoods in the city using Walk Score data. The greater the score, the more walkable. Downtown Westside (highlighted in red) is ranked the most walkable compared to other parts of the city. However, this is changing as development occurs along the Westside BeltLine. Downtown and Midtown offer the highest walkability compared to other parts of the city. However, this is changing as development occurs along the Westside BeltLine. Downtown and Midtown offer the highest walkability compared to other parts of the city.

For those unfamiliar, Walk Score is a crowd-sourced local traffic and grocers is an important factor for many residents, being fast food or outside of the districts.

Looking into this data allows for an urban, walkable lifestyle. The heat map on this exhibit shows the activity of cyclists in Subareas 9 and 10 as recorded by Strava. A popular fitness and athletic website and mobile app, where users track and upload their activities. The use of paths is illustrated by colors, starting with maroon for lightly used to light yellow for heavily used paths.

The map within this exhibit shows the residential and retail density. The map to the right shows the concentration of activity for runners and pedestrians in the Subareas. Similar to the biking map above, there are few runners and pedestrians in the South Midtown and Bankhead neighborhoods.

As with restaurants and bars, living close to retail and shopping nodes is a key factor for many residents. As with restaurants and bars, living close to retail and shopping nodes is a key factor for many residents, as of July 2018 the map within this exhibit shows the concentration of activity for runners and pedestrians in the Subareas. Similar to the biking map above, there are few runners and pedestrians in the South Midtown and Bankhead neighborhoods.
The map above shows the school districts and schools zoned for the study area. The schools highlighted in yellow are schools zones for the Subareas. Most of Subareas 9 are districted for the Douglass or Grady Cluster (Howell Station). There are also several Charter schools in and around the Subareas.

- Douglass
- Atlanta Public
- Atlanta Kipp West
- Kindezi Westview Academy
- The B.E.S.T School
- Grove Park Elementary School
- Castleberry Hill Elementary
- Hope Hill Elementary
- Washington High School
- Brown Hill Elementary
- Bankhead Elementary
- Bankhead Center
- Atlantic Charter Academy International
- Wesley

The majority of the Subarea 9 is in the Douglass or Grady Cluster, the school district closest to the study area. This district is also responsible for the schools in the southern part of Subarea 9, which are highlighted in yellow.

- Douglass
- Atlanta Public
- Atlanta Kipp West
- Kindezi Westview Academy
- The B.E.S.T School
- Grove Park Elementary School
- Castleberry Hill Elementary
- Hope Hill Elementary
- Washington High School
- Brown Hill Elementary
- Bankhead Elementary
- Bankhead Center
- Atlantic Charter Academy International
- Wesley

Property listings in Subarea 9 are largely for existing homes, which range in style from renovated old buildings to new construction. With the majority of the developments happening in the commercial or industrial zoning, it is often difficult to find single-family homes in this area. There are, however, a few development opportunities in the Subarea 9 Master Plan Update document that could potentially bring more homes to the area.

**Exhibit 24**

Current Situation Assessment and Key Implications to the Opportunities for the Study Area

- Opportunities
  - Strong proximity to large parks and greenery
  - Potential for future developments
  - Future BeltLine extension

- Challenges
  - Limited public transportation
  - Limited retail and entertainment options
  - Limited public transportation

- Strengths
  - Strong community support
  - Potential for future developments
  - Future BeltLine extension

**Exhibit 25**

Subarea 9 Development Activity

- Projects
  - Mixed Use
  - Condos
  - Townhomes

- Under Construction
  - Broadstone 14th St (2018)
  - Milestone Village (2019)
  - Milestone Village (2020)

- Proposed
  - Strongbox (2014)
  - Wood Partners (2015)

**Exhibit 26**

Subarea 9 Development Activity

- Projects
  - Mixed Use
  - Condos
  - Townhomes

- Under Construction
  - Broadstone 14th St (2018)
  - Milestone Village (2019)
  - Milestone Village (2020)

- Proposed
  - Strongbox (2014)
  - Wood Partners (2015)
### Subarea 9 Master Plan Update

#### Market Analysis

**Exhibit 25**

**Age and Income Analysis of the Subarea 9 Primary Market Area and Comparison to Inside the Perimeter**

**PMA Total Household Growth**

- **Less than $15,000**: 776, 123, 34, 77, 124, 103, 23, 2
- **Total PMA Renter HHS**: 928, 541, 168, 202, 271, 314, 89, 6
- **Total**: 2,519

**Exhibit 27**

**Summary of Owner Households in the Subarea 9, 2018**

<table>
<thead>
<tr>
<th>Income/Age 15 - 24</th>
<th>Subarea 9</th>
<th>Inside the Perimeter</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15,000 - $24,999</td>
<td>227</td>
<td>-</td>
</tr>
<tr>
<td>$25,000 - $34,999</td>
<td>32</td>
<td>55</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>130</td>
<td>95</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>70</td>
<td>98</td>
</tr>
<tr>
<td>$75,000 - $149,999</td>
<td>9</td>
<td>14</td>
</tr>
<tr>
<td>$150,000 +</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>249</td>
<td>312</td>
</tr>
</tbody>
</table>

**Exhibit 28**

**Subarea 9 Summary of Renter Households in the Subarea 9, 2018**

<table>
<thead>
<tr>
<th>Income/Age 15 - 24</th>
<th>15 - 34</th>
<th>35 - 44</th>
<th>45 - 54</th>
<th>55 - 64</th>
<th>65 +</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 - $9,999</td>
<td>46</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>71</td>
</tr>
<tr>
<td>$10,000 - $19,999</td>
<td>165</td>
<td>19</td>
<td>33</td>
<td>12</td>
<td>15</td>
<td>170</td>
</tr>
<tr>
<td>$20,000 - $29,999</td>
<td>116</td>
<td>12</td>
<td>26</td>
<td>12</td>
<td>24</td>
<td>166</td>
</tr>
<tr>
<td>$30,000 - $39,999</td>
<td>43</td>
<td>6</td>
<td>11</td>
<td>10</td>
<td>13</td>
<td>103</td>
</tr>
<tr>
<td>$40,000 - $49,999</td>
<td>31</td>
<td>5</td>
<td>10</td>
<td>7</td>
<td>12</td>
<td>55</td>
</tr>
<tr>
<td>$50,000 - $59,999</td>
<td>16</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>9</td>
<td>33</td>
</tr>
<tr>
<td>$60,000 - $69,999</td>
<td>9</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>20</td>
</tr>
<tr>
<td>$70,000 - $79,999</td>
<td>11</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>25</td>
</tr>
<tr>
<td>$80,000 - $89,999</td>
<td>7</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>2</td>
<td>15</td>
</tr>
<tr>
<td>$90,000 - $99,999</td>
<td>7</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>16</td>
</tr>
<tr>
<td>$100,000 - $124,999</td>
<td>6</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>16</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>429</td>
<td>61</td>
<td>105</td>
<td>76</td>
<td>69</td>
<td>307</td>
</tr>
</tbody>
</table>

**Exhibit 29**

**Household Growth by Income**

- **$35,000 - $50,000**: 14, 97, 32, -28, -29, -20
- **$200,000 +**: 0, 18, 29, 17, -5, -9
- **$25,000 - $35,000**: 26, 7, -19, 0, -10, 47
- **$75,000 - $100,000**: 4, 27, 42, -9, 11, 15
- **$50,000 - $75,000**: 12, 54, 5, -15, 10, -24

**Summary of Renter Households in the Subarea 9, 2018**

- **Total**: 2,519
- **Income/Age 15 - 24**: 227
- **25 - 34**: 32
- **35 - 44**: 137
- **45 - 54**: 137
- **55 - 64**: 314
- **65 +**: 89

The Primary Market Area (PMA) used to evaluate the expected demographics of the study area includes three census tracts that closely align with the Subarea. It is not an exact match, but it is designed to mirror the ages of 25 and 54. While, the PMA has gained close to 400 households making over $50,000 annually, it has also seen major losses in households making under $50,000, aged 35+. This is consistent with what we have seen in Subarea 9, as speculation of the new Westside Reservoir Park has taken hold, newer groups are moving in.

Between the years 2000 and 2018, the PMA has experienced the greatest growth in the number of households added in one of the wealthiest cohorts, $100,000-$150,000, and all cohorts between $25,000 and $75,000 gained at least 40 households. Across all income cohorts, over half of all renters are singles and under the age of 34. This is not surprising given the lack of affordability, understanding that the Westside Reservoir Park will bring new amenities and added home value.

**Exhibit 30**

**Target Market Age Distribution**

- **15 - 24**: 13%
- **25 - 34**: 36.9%
- **35 - 44**: 14.6%
- **45 - 54**: 18.2%
- **55 - 64**: 13.4%
- **65 - 74**: 5.6%
- **75 - 84**: 10.5%
- **85+**: 2.5%

**Target Market HH Type Distribution**

- **Family, Couples**: 31%
- **Unmarried**: 21.5%
- **Roommate & Other**: 47.5%

**Source**: NCG, Nielsen, US Census Data
The City of Atlanta has already captured a high share of absorption since 2007 as it enters its recovery; newly built and dynamic, walkable downtown neighborhoods. Moving forward, while individual years will vary, as new projects deliver, we project the City of Atlanta to capture roughly 60% of metro absorption through 2020 and 50% from 2021-2030.

**Exhibit 28**
Historic and Projected Job Growth to Apartment Absorption - Atlanta MSA

**Exhibit 29**
City of Atlanta Capture of Metro Apartment Absorption

**Exhibit 30**
All BeltLine Subareas Capture of City Apartment Absorption

**Exhibit 31**
Subarea Nine Capture of All BeltLine Subarea Apartment Absorption

**Source:** Noell Consulting Group (based on surveys of properties)
Exhibit 32
Competitive Apartment Community Map

Westside Units $/SF
1. SYNC 184 $1.51
2. Columbia Grove 139 $1.11
3. Apex 347 $1.39
4. Gables 820 248 $1.71
5. The Brady 230 $1.89
6. Ashley Collegetown 376 $1.53

Westside Average 254 $1.52

SOURCE: Noell Consulting Group, Google Earth, Google Maps

Exhibit 33
Summary of the Competitive Market

<table>
<thead>
<tr>
<th>ID</th>
<th>Community Name</th>
<th>Notes</th>
<th>Year Built</th>
<th>% Leased</th>
<th>Westside</th>
<th>Weighted Average Unit Size</th>
<th>Weighted Average Rent</th>
<th>Weighted Average $/SF</th>
<th>Percent Less than 2B/2B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SYNC</td>
<td></td>
<td>2014</td>
<td>91%</td>
<td>184</td>
<td>600</td>
<td>1,316</td>
<td>$1,090</td>
<td>$1,810</td>
</tr>
<tr>
<td>2</td>
<td>Columbia Grove</td>
<td>rents include affordable units</td>
<td>2007</td>
<td>95%</td>
<td>139</td>
<td>750</td>
<td>1,200</td>
<td>1,030 $1,000 $1,194 $1,138</td>
<td>$1.11</td>
</tr>
<tr>
<td>3</td>
<td>Apex</td>
<td></td>
<td>2010</td>
<td>92%</td>
<td>347</td>
<td>626</td>
<td>1,420</td>
<td>$1,199</td>
<td>$2,209</td>
</tr>
<tr>
<td>4</td>
<td>Gables 820</td>
<td></td>
<td>2008</td>
<td>90%</td>
<td>248</td>
<td>625</td>
<td>1,263</td>
<td>$1,083</td>
<td>$1,754</td>
</tr>
<tr>
<td>5</td>
<td>The Brady</td>
<td></td>
<td>2015</td>
<td>94%</td>
<td>230</td>
<td>601</td>
<td>1,437</td>
<td>$1,351</td>
<td>$2,682</td>
</tr>
<tr>
<td>6</td>
<td>Ashley Collegetown</td>
<td>rents include affordable units</td>
<td>2001</td>
<td>100%</td>
<td>376</td>
<td>730</td>
<td>1,392</td>
<td>$995 $2,760 $1,614</td>
<td>$1.53</td>
</tr>
</tbody>
</table>

2009 94% 254 655 1,338 951 1,120 2,068 1,430 $1.52 49%

The slight majority of owner households in the area are making between $15,000 and $25,000, but homeowners are relatively varied in terms of income and age. We do see that the lower income residents tend to be older and higher income residents tend to be younger, in the young family age range. This reinforces that the new residents are homebuyers looking for affordable homes, understanding that the Westside Reservoir Park will bring new amenities and added home value.

For Sale Analysis

Source: NCG, Nielsen, US Census Data

Subarea 9 Master Plan Update - Appendix — October 2020

217
Metro Job Growth

Historic BeltLine Subarea Absorption

Source: Noell Consulting Group (based on surveys of properties)

Exhibit 29

Metro Apartment Absorption of 11.5 apartment units absorbed per 100 jobs or an average of 6,300 apartment units per year. In future years, NCG projects that job growth will stabilize and drop to about 32,000, however apartment absorption will remain above the historic 2011-2016 average, resulting in a higher demand for apartment units metrowide.

Historic BeltLine Subarea Absorption

Source: Noell Consulting Group and Costar

Exhibit 30

The BeltLine Subareas submarket saw strong Class A apartment deliveries between 2014 and 2016. Strong concentrations of new product did not hit the submarket coming out of the recession and only with the entrance of new Class A product between 2017 and 2019. Subarea 9, however, has considerably outperformed the other subareas due to its positioning close to the Atlanta BeltLine Northside trailhead and as the first subarea to open a park. The BeltLine Subarea absorption has been strong Class A apartment deliveries between 2014 and 2016. Strong concentrations of new product did not hit the submarket coming out of the recession and only with the entrance of new Class A product between 2017 and 2019. Subarea 9, however, has considerably outperformed the other subareas due to its positioning close to the Atlanta BeltLine Northside trailhead and as the first subarea to open a park. The BeltLine Subarea absorption has been

City of Atlanta Capture of City Apartment Absorption

Source: Noell Consulting Group and Costar

Exhibit 31

City of Atlanta Capture of City Apartment Absorption

Source: Noell Consulting Group and Costar

Exhibit 32

Subarea 9 has begun to see momentum and with new projects continuing to come online. It is expected that with the development and completion of the new park, Subarea 9 will see an increase in absorption.
**Exhibit 32**

**Competitive Apartment Community Map**

1. **SYNC**
   - Westside Units: $1.51
2. **Columbia Grove**
   - Westside Units: $1.11
3. **Apex**
   - Westside Units: $1.39
4. **Gables 820**
   - Westside Units: $1.71
5. **The Brady**
   - Westside Units: $1.89
6. **Ashley Collegetown**
   - Westside Units: $1.53

**Westside Average**
- Westside Units: $1.52

**Source:** Noell Consulting Group, Google Earth, Google Maps

**Summary of the Competitive Market**

<table>
<thead>
<tr>
<th>ID</th>
<th>Community Name</th>
<th>Notes</th>
<th>Year Built</th>
<th>% Leased</th>
<th>Westside Units</th>
<th>Unit Size Range (Total)</th>
<th>Weighted Average Rent (Total)</th>
<th>Weighted Average $/SF (Total)</th>
<th>Percent Less than 2B/2B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SYNC</td>
<td></td>
<td>2014</td>
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<td>347</td>
<td>626 - 1,420</td>
<td>$1,199</td>
<td>$2,209</td>
<td>37%</td>
</tr>
<tr>
<td>4</td>
<td>Gables 820</td>
<td></td>
<td>2008</td>
<td>90%</td>
<td>248</td>
<td>625 - 1,263</td>
<td>$1,083</td>
<td>$1,754</td>
<td>85%</td>
</tr>
<tr>
<td>5</td>
<td>The Brady</td>
<td></td>
<td>2015</td>
<td>94%</td>
<td>230</td>
<td>601 - 1,437</td>
<td>$1,351</td>
<td>$2,682</td>
<td>69%</td>
</tr>
<tr>
<td>6</td>
<td>Ashley Collegetown</td>
<td>rents include affordable units</td>
<td>2001</td>
<td>100%</td>
<td>376</td>
<td>730 - 1,392</td>
<td>$995</td>
<td>$2,760</td>
<td>$1,614</td>
</tr>
</tbody>
</table>

**Market Overview Statistics**

- **Unit Size Range:**
  - Surface: 220 - 254 SF
  - Structured: 254 - 280 SF

- **Absolute Effective Rent Range:**
  - $19 - $99
  - $150 - $410

- **Admin Fees:**
  - $400 - $700

- **Parking Fees:**
  - $15 - $20

- **Pet Fees:**
  - Additional deposit

**Historic Home Price Trends - Case Shiller**

- **Change in Case Shiller:**
  - 1996-2000: -3.3%
  - 2000-2001: 2.9%
  - 2001-2002: 4.4%
  - 2002-2003: 4.4%
  - 2003-2004: 5.7%
  - 2004-2005: 6.3%
  - 2005-2006: 5.9%
  - 2006-2007: 4.6%
  - 2007-2008: 4.0%
  - 2008-2009: 3.5%
  - 2009-2010: 1.7%
  - 2010-2011: 2.9%
  - 2011-2012: 5.4%
  - 2012-2013: 6.6%
  - 2013-2014: 7.3%
  - 2014-2015: 6.7%
  - 2015-2016: 7.5%
  - 2016-2017: 8.3%
  - 2017-2018: 9.5%
  - 2018-2019: 9.9%
  - 2019-2020: 11.5%
  - 2020-2021: 18.1%

- **Change in Zillow Home Value Index:**
  - 1996-2000: -12.8%
  - 2000-2001: -10.1%
  - 2001-2002: -6.0%
  - 2002-2003: -7.2%
  - 2003-2004: -10.6%
  - 2004-2005: -5.0%
  - 2005-2006: -10.0%
  - 2006-2007: -15.0%
  - 2007-2008: -20.0%
  - 2008-2009: -20.0%

**Summary:**

Based on historical job growth and development patterns, we expect metro home prices to continue to see steady appreciation, although at levels considerably below the last four years as the housing market rebounded from the recession. This exhibit shows two measures of metro home values, the Case Shiller Index (C-S) and the Zillow Home Value Index (ZHVI). While we view the Case Shiller Index as a more accurate measure of home value appreciation, the ZHVI is published at city, ZIP Code, and neighborhood level, as well as for single family homes and condominiums, making it a useful source for comparing markets. These two indices show similar trends—strong year-over-year price appreciation as the housing market recovered from 2007-2011, with home prices almost back to peak nominal values. We project annual price appreciation to slow as prices exceed previous peaks, but steady job growth and limited new supply will keep the housing market tight for several years.
The City of Atlanta has steadily captured approximately 5% of sales since 2011 declining from 9% between 2005 and 2008, likely due to a declining lack of available land for new builds. Moving forward, growth will stabilize and drop to about 32,000, however new home sales will increase to 31.5 - 35 new sales per year, a ratio more consistent of that demonstrated in 2015-2016 and pre-recession forward, while individual years will vary, we project the City of Atlanta to capture roughly 5.5% of metro sales through 2020 and 5% from 2021-2030. Overall, this equates to an average of 950 Metro New Single Family Detached Sales

<table>
<thead>
<tr>
<th>Year</th>
<th>City of Atlanta</th>
<th>Metro Demand</th>
<th>Capture Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-2020</td>
<td>31.5 Sales/yr</td>
<td>35,000</td>
<td>5.5%</td>
</tr>
<tr>
<td>2021-2030</td>
<td>35 Sales/yr</td>
<td>35,000</td>
<td>5.0%</td>
</tr>
</tbody>
</table>

The BeltLine Subareas captured approximately 7% of all new detached home sales between 2011 and 2016. NCG predicts the metropolitan market will capture 8% of the City of Atlanta sales, thanks to the desire for active, walkable, transit-oriented communities, which continues to increase. This equates to 177 sales annually through 2020. NCG expects these levels to fall to an average of 12.9% of sales from 2021-2030, with an average of 73 sales annually.

<table>
<thead>
<tr>
<th>Year</th>
<th>BeltLine Subareas</th>
<th>Capture Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-2016</td>
<td>7% Sales/yr</td>
<td>177</td>
</tr>
<tr>
<td>2021-2030</td>
<td>12.9% Sales/yr</td>
<td>73</td>
</tr>
</tbody>
</table>
APPENDIX // MARKET ANALYSIS // SUBAREA 9

Exhibit 30: Competitive New For-Sale Single Family Detached Community Map

Exhibit 31: Single Family New Sales for Subarea 9, 2010-2017

Exhibit 32: Single Family Resales for Subarea 9, 2010-2017

Summary of New Single Family Communities

<table>
<thead>
<tr>
<th>Photo</th>
<th>Name</th>
<th>Year</th>
<th>Total Sales Volume</th>
<th>Lots/Units</th>
<th>Sales Pace</th>
<th>Comments &amp; Amenities</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Highlands</td>
<td>Highlands (Brock Built)</td>
<td>2014</td>
<td>225</td>
<td>100</td>
<td>-</td>
<td>New construction only: none for new SFD as park.</td>
</tr>
<tr>
<td>Highlands</td>
<td>Highlands (Brock Built)</td>
<td>2016</td>
<td>225</td>
<td>100</td>
<td>-</td>
<td>New construction only: none for new SFD as park.</td>
</tr>
<tr>
<td>Highlands</td>
<td>Highlands (Brock Built)</td>
<td>2017</td>
<td>225</td>
<td>100</td>
<td>-</td>
<td>Large new community involving over 500 lots and development.</td>
</tr>
</tbody>
</table>

FOR-SALE COMMUNITIES: $3,000,000 - $5,000,000

<table>
<thead>
<tr>
<th>Photo</th>
<th>Name</th>
<th>Year</th>
<th>Total Sales Volume</th>
<th>Lots/Units</th>
<th>Sales Pace</th>
<th>Comments &amp; Amenities</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Highlands</td>
<td>Highlands (Brock Built)</td>
<td>2014</td>
<td>225</td>
<td>100</td>
<td>-</td>
<td>New construction only: none for new SFD as park.</td>
</tr>
<tr>
<td>Highlands</td>
<td>Highlands (Brock Built)</td>
<td>2016</td>
<td>225</td>
<td>100</td>
<td>-</td>
<td>New construction only: none for new SFD as park.</td>
</tr>
<tr>
<td>Highlands</td>
<td>Highlands (Brock Built)</td>
<td>2017</td>
<td>225</td>
<td>100</td>
<td>-</td>
<td>Large new community involving over 500 lots and development.</td>
</tr>
</tbody>
</table>

FOR-SALE COMMUNITIES: $3,000,000 - $5,000,000

Annual Sales

Resale SFD Median Sale Price and Total Sales Volume

New SFD Median Sale Price and Total Sales Volume

Source: Noell Consulting Group based on data from MetroStudy

New home sales in Subarea 9 peaked in 2013 and 2011, with a sharp jump in volume in 2015, likely as speculation regarding the new Westside Reservoir Park began to start. The majority of sales are still occurring under $400,000, but we expect prices will continue to increase.

SFD resales prices have continued to rise since 2013, with a sharp jump in 2014. With a new development being built adjacent to Westside Reservoir Park, this trend is likely to continue.

With no new homes in 2017 and just two in both 2015 and 2016, new home development has slowed down, likely due to limited land.

SFD resales prices have continued to rise since 2013, with a sharp jump in 2014. With a new development being built adjacent to Westside Reservoir Park, this trend is likely to continue.

With no new homes in 2017 and just two in both 2015 and 2016, new home development has slowed down, likely due to limited land.

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With no new homes in 2017 and just two in both 2015 and 2016, new home development has slowed down, likely due to limited land.

SFD resales prices have continued to rise since 2013, with a sharp jump in 2014. With a new development being built adjacent to Westside Reservoir Park, this trend is likely to continue.

With no new homes in 2017 and just two in both 2015 and 2016, new home development has slowed down, likely due to limited land.
### Exhibit 43

**Historical and Projected Job Growth to New Townhome Sales - Atlanta MSA**

<table>
<thead>
<tr>
<th>Year</th>
<th>Projected Metro Sales</th>
<th>Projected Job Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>2,000,000</td>
<td>30,000</td>
</tr>
<tr>
<td>2025</td>
<td>2,500,000</td>
<td>40,000</td>
</tr>
<tr>
<td>2030</td>
<td>3,000,000</td>
<td>50,000</td>
</tr>
</tbody>
</table>

The graphs on this page track the relationship between job creation and attached, townhome sales. The Atlanta metro has seen strong employment growth since the Great Recession, averaging more than 200,000 new jobs annually from 2011 through 2016. Atlanta sales per unit at 2,050 sales per 2,050 jobs per year. In last year, NCG projects that job growth will stabilize and drop to about 32,000, however new townhome sales will increase to 3,574 new sales year and then drop to 3,213.

### Exhibit 44

**City of Atlanta Capture of Metro Townhome Sales**

<table>
<thead>
<tr>
<th>Year</th>
<th>Metro New TH Sales</th>
<th>Historic City of Atlanta Sales</th>
<th>Historic Subarea 9 Sales</th>
<th>Historic All Subareas Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011 - 2016</td>
<td>1,200</td>
<td>184</td>
<td>36</td>
<td>38</td>
</tr>
<tr>
<td>2017 - 2020</td>
<td>56</td>
<td>29</td>
<td>38</td>
<td>29</td>
</tr>
<tr>
<td>2021 - 2030</td>
<td>387</td>
<td>33</td>
<td>38</td>
<td>38</td>
</tr>
</tbody>
</table>

The City of Atlanta has steadily captured approximately 18.4% of new townhome sales since 2011 declining from 27% between 2005 and 2007. Due to the recession. Moving forward, while the City of Atlanta is still catching up to 2005-2007 levels, it is reasonable to project roughly 22% of sales going forward. This project to an average of 30% City sales and 70% of the Beltline submarket. Atlanta is averaging 25 sales per 100 jobs.

### Exhibit 45

**All Subarea Submarket Captures of City New Townhome Sales**

<table>
<thead>
<tr>
<th>Year</th>
<th>City TH Sales</th>
<th>Proposed TH Sales</th>
<th>All Subarea City TH Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011 - 2016</td>
<td>254</td>
<td>387</td>
<td>1,554</td>
</tr>
<tr>
<td>2017 - 2020</td>
<td>726</td>
<td>387</td>
<td>1,107</td>
</tr>
<tr>
<td>2021 - 2030</td>
<td>973</td>
<td>387</td>
<td>1,346</td>
</tr>
</tbody>
</table>

In the near future, NCG projects Subarea 9 will capture approximately 18% of all sales from all submarkets, down from 27% levels in 2005-2007. NCG expects final capture to fall to 15%.

### Exhibit 46

**Subarea 9 Capture of All Beltline Subareas New Townhouse Sales**

<table>
<thead>
<tr>
<th>Year</th>
<th>TH Sales</th>
<th>Prop TH Sales</th>
<th>33% Capture of TH Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011 - 2016</td>
<td>229</td>
<td>387</td>
<td>1,200</td>
</tr>
<tr>
<td>2017 - 2020</td>
<td>323</td>
<td>387</td>
<td>1,188</td>
</tr>
<tr>
<td>2021 - 2030</td>
<td>531</td>
<td>387</td>
<td>1,107</td>
</tr>
</tbody>
</table>

Historic City of Atlanta TH sales to average 21.2% capture. Moving forward, while the City of Atlanta TH sales are down from 2005-2007 levels, it is reasonable to project roughly 20% of sales going forward. This project to an average of 25 sales per 100 jobs.
**MARKET ANALYSIS**

**Subarea 9 Master Plan Update**

**Exhibit 47**

*Map of New Townhome Communities*

**Exhibit 48**

*Summary of New Townhome Communities*

<table>
<thead>
<tr>
<th>Name</th>
<th>Year Built</th>
<th>Total Units</th>
<th>Remaining Units</th>
<th>Sales Pace</th>
<th>Current Avg Price</th>
<th>Unit Size Range</th>
<th>$/SF Range</th>
<th>Comments &amp; Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chelsea</td>
<td>2019</td>
<td>62</td>
<td>47</td>
<td>-</td>
<td>$259,900</td>
<td>1,060 - 1,383</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Highlands (Brock Built)</td>
<td>2017</td>
<td>19</td>
<td>13</td>
<td>-</td>
<td>$233,000</td>
<td>1,264 - 1,324</td>
<td>-</td>
<td>New Brock Built development with EPS and balconies.</td>
</tr>
<tr>
<td>Westside Station</td>
<td>2019</td>
<td>52</td>
<td>32</td>
<td>1,600</td>
<td>$259,000</td>
<td>1,060 - 1,383</td>
<td>-</td>
<td>3,960.5 sq. ft. interior square footage and balconies.</td>
</tr>
</tbody>
</table>

**Exhibit 49**

*Historic and Projected Job Growth to New Condominium Sales - Atlanta MSA*

**Historic Job Growth**

- 2005: 1,091 sales/year
- 2006: 1,178 sales/year
- 2007: 1,184 sales/year
- 2008: 1,069 sales/year
- 2009: 878 sales/year
- 2010: 757 sales/year
- 2011: 690 sales/year
- 2012: 705 sales/year
- 2013: 757 sales/year
- 2014: 785 sales/year
- 2015: 795 sales/year
- 2016: 819 sales/year

**Metro Job Growth**

- 2011: 156,489 jobs/year
- 2012: 157,142 jobs/year
- 2013: 156,067 jobs/year
- 2014: 154,642 jobs/year
- 2015: 151,197 jobs/year
- 2016: 147,542 jobs/year
- 2017: 143,332 jobs/year
- 2018: 139,989 jobs/year
- 2019: 135,887 jobs/year
- 2020: 131,785 jobs/year

**Projected Sales**

- 2021: 140,317 jobs/year
- 2022: 143,702 jobs/year
- 2023: 146,997 jobs/year
- 2024: 150,327 jobs/year
- 2025: 153,712 jobs/year
- 2026: 157,172 jobs/year
- 2027: 160,717 jobs/year
- 2028: 164,356 jobs/year
- 2029: 168,085 jobs/year
- 2030: 171,893 jobs/year

**Projected Sales Growth**

- 2021: 13% growth
- 2022: 14% growth
- 2023: 15% growth
- 2024: 16% growth
- 2025: 17% growth
- 2026: 18% growth
- 2027: 19% growth
- 2028: 20% growth
- 2029: 21% growth
- 2030: 22% growth

**CITY OF ATLANTA CAPTURE OF METRO SALES**

- 2005: 73.0% capture
- 2006: 73.2% capture
- 2007: 73.0% capture
- 2008: 72.8% capture
- 2009: 72.0% capture
- 2010: 71.8% capture
- 2011: 71.4% capture
- 2012: 71.0% capture
- 2013: 70.6% capture
- 2014: 70.2% capture
- 2015: 69.8% capture
- 2016: 69.4% capture
- 2017: 68.9% capture
- 2018: 68.5% capture
- 2019: 68.0% capture
- 2020: 67.5% capture

**APPENDIX // MARKET ANALYSIS // SUBAREA 9**

**Exhibit 50**

*City of Atlanta Capture of Metro Condominium Sales*

**Historic and Projected Condominium Sales**

- 2011: 20,000 sales/year
- 2012: 21,000 sales/year
- 2013: 22,000 sales/year
- 2014: 23,000 sales/year
- 2015: 24,000 sales/year
- 2016: 25,000 sales/year
- 2017: 26,000 sales/year
- 2018: 27,000 sales/year
- 2019: 28,000 sales/year
- 2020: 29,000 sales/year

**Projected Condominium Sales**

- 2021: 30,000 sales/year
- 2022: 31,000 sales/year
- 2023: 32,000 sales/year
- 2024: 33,000 sales/year
- 2025: 34,000 sales/year
- 2026: 35,000 sales/year
- 2027: 36,000 sales/year
- 2028: 37,000 sales/year
- 2029: 38,000 sales/year
- 2030: 39,000 sales/year
The BeltLine Subareas submarket captured approximately 12% of all new condominium sales between 2011 and 2016. NCG predicts the submarket will capture 39% of the City of Atlanta sales, thanks to the desire for closer, walkable, transit-oriented communities, which continues to increase. This equates to 294 sales on average through 2020. NCG expects these levels to rise to an average of 40% from 2021-2030, with an average of 357 sales annually.

**Historic City Sales**

- **2005 - 2007:**
  - Average: 81 sales per year
  - Capture: 0.0%
  - Average Absorption: 81

- **2007 - 2012:**
  - Average: 107 sales per year
  - Capture: 0.0%
  - Average Absorption: 107

- **2011 - 2016:**
  - Average: 294 sales per year
  - Capture: 10.0%
  - Average Absorption: 294

**2017 - 2020**

- **2017 - 2020:**
  - Average: 29 sales per year
  - Capture: 0.0%
  - Average Absorption: 279

**2021 - 2030**

- **2021 - 2030:**
  - Average: 36 sales per year
  - Capture: 0.0%
  - Average Absorption: 367

Historic all subarea sales captured approximately 22% of all new condominium sales between 2011 and 2016. NCG predicts the submarket will capture 39% of the City of Atlanta condominium sales, due to the desire for closer, walkable, transit-oriented communities, which continues to increase. This equates to 294 sales on average through 2020. NCG expects these levels to rise to an average of 40% from 2021-2030, with an average of 357 sales annually.

**Historic All Subareas Sales**

- **2005 - 2007:**
  - Average: 81 sales per year
  - Capture: 0.0%
  - Average Absorption: 81

- **2007 - 2012:**
  - Average: 107 sales per year
  - Capture: 0.0%
  - Average Absorption: 107

- **2011 - 2016:**
  - Average: 294 sales per year
  - Capture: 10.0%
  - Average Absorption: 294

**2017 - 2020**

- **2017 - 2020:**
  - Average: 29 sales per year
  - Capture: 0.0%
  - Average Absorption: 279

**2021 - 2030**

- **2021 - 2030:**
  - Average: 36 sales per year
  - Capture: 0.0%
  - Average Absorption: 367

The summary of condominium communities is as follows:

- **Subarea 9 Master Plan Update - Appendix - October 2020**
- **Exhibit 54**

<table>
<thead>
<tr>
<th>Name</th>
<th>Year Range</th>
<th>Year</th>
<th>Total</th>
<th>Sales</th>
<th>Current Avg Price</th>
<th>Current Min Price</th>
<th>Current Max Price</th>
<th>Avg Bed</th>
<th>Avg Bath</th>
<th>Comments &amp; Amenities</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Washington</td>
<td>2017</td>
<td>2017</td>
<td>111</td>
<td>294</td>
<td>$80,192</td>
<td>$65,000 - $95,000</td>
<td>$94</td>
<td>705</td>
<td>1204</td>
<td>Older building next to pool and Fitness center.</td>
</tr>
</tbody>
</table>
Commercial Analysis

ATLANTA BELTLINE, INC.
SUBAREA 9 MASTER PLAN UPDATE
MARKET ANALYSIS

Exhibit 55
Historical and Projected Job Growth to Office Absorption - Atlanta MSA

METRO JOB GROWTH

This graph on the right-hand page illustrates the relationship between job creation and office absorption. The Atlanta market has shown strong employment growth since the Great Recession, averaging more than 53,000 new jobs annually from 2011 through 2016, with an average of 2.3 million square feet absorbed per year in 2011-15. By 2021, job growth will reach its peak at about 65,000, and office absorption will increase to 2.7 million SF per year and will slow down to 2.4 million SF per year.

METRO OFFICE ABSORPTION

SOURCE: Noel Consulting Group, CoStar and market research data

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Subarea 9 Master Plan Update - Appendix — October 2020
**Subarea 9 Master Plan Update - Appendix — October 2020**

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### Exhibit 58

#### All Beltline Subareas Capture of City Office Absorption

- City Office Absorption and All Subareas Capture of City Absorption

### Exhibit 59

#### Subarea 9 Capture of All BeltLine Subarea Office Absorption

- All Subareas Capture of City Absorption

### Exhibit 60

#### Summary of Office Comparables

<table>
<thead>
<tr>
<th>Location</th>
<th>Total SF</th>
<th>Avg. Rent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Complex I</td>
<td>12,722</td>
<td>$23.00</td>
</tr>
<tr>
<td>640 North Avenue</td>
<td>11,710</td>
<td>$23.00</td>
</tr>
</tbody>
</table>

**Source:** Noell Consulting Group, CoStar

**Comments:**
- **Community Complex I:** New 3 Star, Class B office with a variety of tenants.
- **640 North Avenue:** New 3 Star, Class B, surface parking, three story building built in 2017. No tenants yet.
- **NAC/TSI:** 3 Star, Class B office with a variety of tenants.
- **NAACP; Transition House, Urban Realty:** New 4 Star, Class B, surface parking, three story building built in November 2017. No tenants yet.

**Summary:**
- 26,588
- 3,554
- $6.62 - $24.00

**Source:** Noell Consulting Group, CoStar

**Markets:**
- Office

---

**ATLANTA BELTLINE, INC.**

**SUBAREA 9 MASTER PLAN UPDATE**

**MARKET ANALYSIS**

**Appendix — October 2020**
The graphs on this page track the relationship between job creation and retail absorption. The Atlanta metro has seen strong employment growth since the Great Recession, averaging more than 54,000 net new jobs annually from 2011 through 2016, with an average of 3.5 million square feet of retail absorbed per year or 65.13 SF per 100 jobs per year. In future years, NCG projects that job growth will stabilize and drop to about 32,000, with retail absorption declining slightly to 3.5 million SF per year and will then decrease to approximately 2 million SF/year.

<table>
<thead>
<tr>
<th>Year</th>
<th>Metro Demand Retail Absorption</th>
<th>City of Atlanta Capture of Metro Retail Absorption</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>3,565,460 Avg. Abs.</td>
<td>869,413 SF/Yr</td>
</tr>
<tr>
<td>2007</td>
<td>4,529,147 Avg. Abs.</td>
<td>94,808 SF/Yr</td>
</tr>
<tr>
<td>2011</td>
<td>5,294,584 Avg. Abs.</td>
<td>176.49</td>
</tr>
<tr>
<td>2016</td>
<td>5,877,790 Avg. Abs.</td>
<td>394,716 SF/Yr</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Historic Metro Absorption</th>
<th>Historic City Capture Absorption</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>(113)</td>
<td>3,565,460</td>
</tr>
<tr>
<td>2007</td>
<td>(61)</td>
<td>2,750</td>
</tr>
<tr>
<td>2011</td>
<td>(1,026)</td>
<td>8,103</td>
</tr>
<tr>
<td>2016</td>
<td>(1,026)</td>
<td>7,980</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Historic Absorption</th>
<th>Historic City Capture Absorption</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>4,529,147 Avg. Abs.</td>
<td>869,413 SF/Yr</td>
</tr>
<tr>
<td>2007</td>
<td>5,294,584 Avg. Abs.</td>
<td>94,808 SF/Yr</td>
</tr>
<tr>
<td>2011</td>
<td>5,877,790 Avg. Abs.</td>
<td>176.49</td>
</tr>
<tr>
<td>2016</td>
<td>6,565,460 Avg. Abs.</td>
<td>394,716 SF/Yr</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Projected Absorption</th>
<th>Projected City Capture Absorption</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-2030</td>
<td>32,440 Jobs/year</td>
<td>32,244</td>
</tr>
<tr>
<td>2021</td>
<td>2,011</td>
<td>34,088</td>
</tr>
<tr>
<td>2022</td>
<td>2,011</td>
<td>34,088</td>
</tr>
<tr>
<td>2023</td>
<td>2,011</td>
<td>34,088</td>
</tr>
<tr>
<td>2024</td>
<td>2,011</td>
<td>34,088</td>
</tr>
<tr>
<td>2025</td>
<td>2,011</td>
<td>34,088</td>
</tr>
<tr>
<td>2026</td>
<td>2,011</td>
<td>34,088</td>
</tr>
<tr>
<td>2027</td>
<td>2,011</td>
<td>34,088</td>
</tr>
<tr>
<td>2028</td>
<td>2,011</td>
<td>34,088</td>
</tr>
<tr>
<td>2029</td>
<td>2,011</td>
<td>34,088</td>
</tr>
<tr>
<td>2030</td>
<td>2,011</td>
<td>34,088</td>
</tr>
</tbody>
</table>
ATLANTA BELTLINE, INC.
SUBAREA 9 MASTER PLAN UPDATE
MARKET ANALYSIS

Exhibit 67
Summary of Subarea 9 and 10 Retail Comparables

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Type</th>
<th>Leased</th>
<th>Total SF</th>
<th>% Leased</th>
<th>Retail Name</th>
<th>Trade Area</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cascade Citi</td>
<td>22,162</td>
<td>Restaurant/Coffee Shop</td>
<td>900</td>
<td>96%</td>
<td>$24.50</td>
<td>BBQ, La Urbana</td>
<td>BeltLine</td>
<td></td>
</tr>
<tr>
<td>Center</td>
<td>110,000</td>
<td>Office/Community Center</td>
<td>0</td>
<td>100%</td>
<td>$17.00 - $26.00</td>
<td>Contemporary Gallery, Westside Design District</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1973</td>
<td>110,000</td>
<td>Office/Community Center</td>
<td>0</td>
<td>100%</td>
<td>$17.50 - $26.00</td>
<td>Café Bella</td>
<td>2 Star mixed use retail</td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td>260,000</td>
<td>Office/Community Center</td>
<td>0</td>
<td>100%</td>
<td>$18.00 - $26.00</td>
<td>Nova Nail</td>
<td>DDS, MetroPCS</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>20,225</td>
<td>Store</td>
<td>1,980</td>
<td>95%</td>
<td>$24.50 - $30.00</td>
<td>Contemporary Gallery, Westside Design District</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>22,162</td>
<td>Store</td>
<td>900</td>
<td>96%</td>
<td>$24.50 - $24.50</td>
<td>BBQ, La Urbana</td>
<td>BeltLine</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>238,000</td>
<td>Store</td>
<td>0</td>
<td>100%</td>
<td>$24.50 - $24.50</td>
<td>BBQ, Contemporary Gallery, Westside Design District</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>20,225</td>
<td>Store</td>
<td>1,980</td>
<td>95%</td>
<td>$24.50 - $30.00</td>
<td>BBQ, La Urbana</td>
<td>BeltLine</td>
<td></td>
</tr>
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Exhibit 68
Retail Comps

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Type</th>
<th>Leased</th>
<th>Total SF</th>
<th>% Leased</th>
<th>Retail Name</th>
<th>Trade Area</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cascade Citi</td>
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<tr>
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<td>110,000</td>
<td>Office/Community Center</td>
<td>0</td>
<td>100%</td>
<td>$17.00 - $26.00</td>
<td>Contemporary Gallery, Westside Design District</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1973</td>
<td>110,000</td>
<td>Office/Community Center</td>
<td>0</td>
<td>100%</td>
<td>$17.50 - $26.00</td>
<td>Café Bella</td>
<td>2 Star mixed use retail</td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td>260,000</td>
<td>Office/Community Center</td>
<td>0</td>
<td>100%</td>
<td>$18.00 - $26.00</td>
<td>Nova Nail</td>
<td>DDS, MetroPCS</td>
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Exhibit 69
Alternative Financing for a Neighborhood Market, Carver Market Example

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Type</th>
<th>Leased</th>
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<th>Retail Name</th>
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</tbody>
</table>
### APPENDIX // LAND USE + ZONING // SUBAREA 9

#### OVERVIEW

A comprehensive analysis of existing land use conditions provides insight into the types of future development that are desired in an area. The paragraphs that follow provide further insight into the existing land uses and zoning conditions that characterize the subarea. Future land use and zoning recommendations are included as part of the analysis.

#### METHODOLOGY

To map existing land use, each parcel within Subarea 9 was evaluated individually to determine its existing land use designation. A digital search yielded a street-view image of each parcel, which was then compared to that parcel’s associated City of Atlanta Land Use Code and Class Description. The designations used in the existing land use map are BeltLine-specific Land Use Categories and Descriptions. Each category is compatible with a specific City Zoning Designation.

---

**Atlanta BeltLine Subarea 9 Master Plan Update**

**Land Use & Zoning Methodology**

2.0.2018

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Note 2</th>
<th>Non-Residential</th>
<th>Assumed Mix: Density</th>
<th>Combined Mix</th>
<th>Compatible Future Land Use</th>
<th>Compatible Zoning Designation</th>
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<tr>
<td>Mixed Use 1+ Stories</td>
<td>Mixed residential and non-residential uses</td>
<td>3.5 FAR</td>
<td>2.0 FAR</td>
<td>High-Density Mixed Use</td>
<td>M3 or similar</td>
<td></td>
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</tr>
<tr>
<td>Mixed Use 5-9 Stories</td>
<td>Mixed residential and non-residential uses</td>
<td>1.0 FAR</td>
<td>0.5 FAR</td>
<td>Medium-Density Mixed Use</td>
<td>M3-C or similar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mixed Use 14+ Stories</td>
<td>Mixed residential and non-residential uses</td>
<td>2.0 FAR</td>
<td>1.0 FAR</td>
<td>Low-Density Mixed Use</td>
<td>M3-C, or similar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mixed Use 10+ Stories</td>
<td>Multiple uses, such as ground floor retail or restaurant, and small multifamily uses</td>
<td>2.0 FAR</td>
<td>1.0 FAR</td>
<td>Very High-Density Residential</td>
<td>M3-AR, MR-5B, or similar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mixed Use 14+ Stories</td>
<td>Multiple uses, such as ground floor retail or restaurant, and small multifamily uses</td>
<td>2.0 FAR</td>
<td>1.0 FAR</td>
<td>Very High-Density Residential</td>
<td>M3-AR, MR-5B, or similar</td>
<td></td>
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<tr>
<td>Mixed Residential Neighborhood</td>
<td>Mixed single-family, townhouse, and small multifamily uses</td>
<td>1.5 FAR</td>
<td>0.75 FAR</td>
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<td>R3, MR-1,1.992-2, or similar</td>
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<td></td>
</tr>
<tr>
<td>Single-Family Residential</td>
<td>Single-family only</td>
<td>1.5 FAR</td>
<td>0.75 FAR</td>
<td>Single-Family Residential</td>
<td>R1-4 through R4 or similar</td>
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<td>High Density Commercial</td>
<td>Primarily non-residential use.</td>
<td>3.2 FAR</td>
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<td>Not intended for recycling</td>
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<tr>
<td>Low Density Commercial</td>
<td>Primarily non-residential use.</td>
<td>2.0 FAR</td>
<td>None</td>
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<td>Not intended for recycling</td>
<td></td>
<td></td>
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<tr>
<td>Office/Industrial</td>
<td>Primarily office use.</td>
<td>2.0 FAR</td>
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<td>Industrial</td>
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<td>1.0 FAR</td>
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<td>Industrial</td>
<td>1.5-12</td>
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</tr>
<tr>
<td>Mixed Industrial</td>
<td>Mixed residential and non-residential uses</td>
<td>2.0 FAR</td>
<td>1.0 FAR</td>
<td>Mixed Industrial (new)</td>
<td>M4a, M4b, or similar</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. Includes parks, community facilities, and transportation/communication utilities.
2. Maximum building heights are as described in Note 3. If provided, heights assume conformance to zoning transitional height phases and building setbacks adjacent to certain rezoning districts.
3. Assumes the proposed Zoning Ordinance Update Quick Fix Phase 2 ordinance to increase residential FAR is approved.
4. May change depending on outcome of Zoning Ordinance Update Quick Fix Phase 2 effort after prior “mixed mode housing” with high FAR, to low height.
5. Average occupied density of SF, or similar.
6. Average occupied density of SF, or similar.
7. The draft White Paper does not use FAR. It is controlled by a 225 foot high line and a requirement that 30% of the floor area must be industrial. The maximum FAR of industrial use is likely to be 1.0-1.10 industrial FAR applies to a maximum 2.0 residential FAR.

Image: Atlanta BeltLine Subarea 9 Master Plan Update - Land Use and Zoning Methodology

Source: Atlanta BeltLine, Inc.
EXISTING LAND USE

Subarea 9 is predominantly defined by large industrial properties, community facilities, and large vacant parcels of land. The industrial parcels are in the eastern and northern parts of the subarea, adjacent to major community facilities such as the Fulton County Jail and the Atlanta Community Food Bank. Commercial properties are located along the D.L. Hollowell Parkway and West Marietta Street corridors with many of these parcels now vacant.

Vacant and Dilapidated Parcels

Additional analysis was performed to further document the large number of vacant parcels and parcels with poorly maintained or boarded up buildings in Subarea 9. It should be noted, many of the large vacant parcels in the center of the subarea are being developed as the future Westside Park at Bellwood Quarry. Unoccupied land surrounding the Bankhead MARTA station presents an opportunity for a transit-oriented development (TOD) in the southern end of the subarea adjacent to the transit station. The vacant parcels and poorly maintained properties off of D.L. Hollowell Parkway near the Jefferson Street corridor and Northside Drive are noticeable to those traveling to and from the subarea since these corridors serve as gateways into Subarea 9. The number of unoccupied parcels and boarded-up homes in single-family residential neighborhoods is also greater than those in nearby areas of Atlanta to the north and east.

Existing Homeowners Exemptions

Homeowners’ exemptions provide valuable insight into the number of owners versus renters in the area. Additionally, this information provides insight into whether properties are being assembled for redevelopment. Currently, more than half of the homeowners in the Knight Park/Howell Station neighborhood take advantage of the Homeowner Exemption, whereas less than half of those residing in Grove Park appear to be taking advantage of the tax break.

These findings are indicative of one or more of the following scenarios:

- Lack of knowledge surrounding the Homeowner Exemption and eligibility requirements
- Developers assembling properties
- Potentially more renters versus homeowners in the neighborhood

EXISTING ZONING

Zoning is the primary regulatory tool to influence community character since it is used to regulate the physical development of land. Zoning is also used to regulate building height and the uses that can occur on any given parcel of land.

FUTURE LAND USE

It is anticipated that the City will consider amendments to the Future Land Use Map to incorporate the Subarea 9 Master Plan recommendations following adoption of the Subarea 9 Plan Recommendation Report Update. The Subarea 9 Future Land Use Map focuses primarily on the areas located within the Tax Allocation District boundary.

Land Use Goals

The following goals were developed in collaboration with community members and other stakeholders throughout the master planning update process and were further used to guide the development of the land use recommendations:

- Promote transit-oriented mixed-use development
- Create livable activity centers
- Preserve and strengthen neighborhoods
- Promote affordable housing
- Preserve historic, natural and cultural resources

LAND USE RECOMMENDATIONS

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

1. Westside Park at Bellwood Quarry
2. Bankhead MARTA Station
3. D.L. Hollowell Parkway Corridor
4. West Marietta Street Corridor
5. Joseph E. Lowery Boulevard Corridor
6. Marietta Boulevard Corridor
7. Jefferson Street Corridor

A summary of the proposed changes is listed below:

1. Westside Park at Bellwood Quarry
   - Increase existing park space to be consistent with the future Westside Park at Bellwood Quarry boundary
2. Bankhead MARTA Station
   - Land use designation change: Increase density (MU 10+ stories and Multifamily 5-9 stories) at the Bankhead MARTA station
3. D.L. Hollowell Parkway Corridor
   - Land Use Designation Change: Provide medium-density mixed-use (MU 5-9 stories) south of Jefferson St. and north of D.L. Hollowell Parkway
4. West Marietta Street Corridor
   - Land Use Designation Change: Provide medium density multifamily (MF 5-9 stories) south of West Marietta St. (SE corner) and south of Jefferson St.
5. Joseph E. Lowery Boulevard Corridor
   - Land Use Designation Change: Convert a portion of industrial properties along Joseph E. Lowery to mixed industrial
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.

All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change, based on design and implementation feasibility.
This map was prepared by the Collaborative, Inc. in 2019 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.

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6. Marietta Boulevard Corridor
• Land Use Designation Change: Convert vacant land east of Lois St. to medium-density mixed-use (MU 5-9 stories)
• Land Use Designation Change: Convert a portion of Marietta Blvd. from industrial to low-density mixed-use (MU 1-4 stories)

7. Jefferson Street Corridor
• Land Use Designation Change: Provide medium-density multifamily (MF 5-9 stories) south of West Marietta St. (SE corner) and south of Jefferson St.

See the Future Land Use Map

FUTURE ZONING
The City has adopted several zoning ordinance amendments that directly align with the Master Plan 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.

The pages that follow list additional recommendations that could be used to highlight the recently-adopted amendments.

BELTLINE SA 9 LAND USE AND ZONING RECOMMENDATIONS

SUBAREA 9

G1-A2
○ Plan recommendation: Develop regulations that reduce the minimum parking requirements.
○ Consultant note/recommendation: New City zoning regulations now have eliminated the minimum parking requirement for residential in the BeltLine overlay zoning district. In addition, there are now parking caps and no parking minimums for all areas of the City when within 2,640 feet of a high-capacity transit stop. This will not apply until transit is being built along the BeltLine but is important to note.

High Capacity Transit Parking Requirements. The following requirements apply to all uses located on lots within 2,640 feet of a high capacity transit stop, except within the Buckhead Parking Overlay, all special public interest districts, or any historic or landmark district with parking maximums.

a. Minimum parking: No parking is required.
b. Maximum parking established: No development, unless granted a special exception by the Board of Zoning Adjustment for public parking, shall have parking in excess of the amounts specified below.
c. Maximum parking for residential uses, except in R-1 through R-5, where no maximum shall apply:
i. 1.25 spaces per one-bedroom unit.
ii. 2.00 spaces per two or greater bedroom unit.
d. Maximum Parking for non-residential uses when parking is otherwise required:
i. Ten (10) spaces greater than the minimum parking otherwise required; or
ii. Twenty-five (25%) greater than the minimum parking required otherwise required.
e. Maximum Parking for non-residential uses when parking is not otherwise required:
   i. Hotels and motels 1 space per lodging unit.
   ii. Eating and drinking establishments: 8.0 spaces per 1,000 square feet of floor area. No parking may be provided for accessory outdoor dining.
   iii. Nursing homes, convalescent homes, and similar care facilities: 1.25 spaces per four beds.
   iv. Retail establishments, including catering, delicatessens, and bakeries: 2.5 per 1,000 square feet of floor area.
   v. Schools, colleges, places of worship, recreational of community centers, and other places of assembly: 1.25 spaces per four fixed seats with 18 inches of bench length counted as one seat, or 1.25 spaces per 35 square feet of enclosed floor area for the accommodation of moveable seats in the largest assembly room, whichever is greater, plus the following:
      a. Public or private elementary or middle school: 2.5 spaces per classroom.
      b. High school: 3.0 spaces per classroom.
      c. Colleges and universities: 10 spaces per classroom.
   vi. All other uses: 3.0 spaces per 1,000 square feet of floor area.

f. The parking maximums of paragraphs "c", "d", and "e" immediately above shall not include newly-created on-street parking along a public street or private street built to public standards.

Prepared by Canvas Planning Group
This map was prepared by the Collaborative, Inc. in 2019 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.
BELTLINE SA 9 LAND USE AND ZONING RECOMMENDATIONS

- When an applicable overlay or zoning district imposes a parking maximum that is more restrictive than the maximums in paragraphs “c” through “e” above, the more restrictive maximums shall apply.
- The distance above shall be measured along a public or private sidewalk, walkway, or street from the transit station lot line, edge of stop platform, or edge of other boarding area, whichever is greatest, to the closest point of the lot. When any portion of a lot is within the applicable distance, the entire lot shall be subject to this requirement.

- There is also a new provision for no parking for buildings built before 1965. This new provision is provided here.

- Reduced parking requirements for buildings built before 1965: A reduction of the generally applicable minimum off-street parking requirements shall be allowed in all zoning districts for buildings and portions thereof built prior to 1965, as follows:
  1. Residential uses: No parking is required.
  2. Non-residential uses: No parking is required, provided that this provision shall not apply to any business establishment larger than 1,200 square feet in floor area that holds any type of alcoholic beverage license.

Lastly, there is a new zoning district intended for Missing Middle uses (both existing and newly developed) that requires parking at .5 parking spaces per unit, a reduction from the typical 1 space per unit for multi-family found in most zoning districts in the City.

G2-A1
- Plan recommendation: Evaluate the adoption of incentives or regulations that require developments to construct lower floor multi-family units in a manner that allows the conversion to commercial uses in the future.
- Consultant note: Recommend that future rezonings in this area to have a condition as part of the rezoning that requires the development to design the 1st floor with a retail/commercial character but allowing residential to be a use in the 1st floor. Further criteria for the 1st floor should be a minimum 18’ ceiling height, 65% window fenestration on the primary building façade, and individual pedestrian entrances along the primary building façade and connected to the adjacent public sidewalk.

G2-A3
- Evaluate the adoption of incentives or regulations that provide a bonus for the incorporation of public spaces for artistic use, incorporate art or contribute to a public art program.
- Consultant note/recommendation: Consider adding a zoning condition as part of future property rezonings that enables open space to be provided in the form of

Prepared by Canvas Planning Group

BELTLINE SA 9 LAND USE AND ZONING RECOMMENDATIONS

- When an applicable overlay or zoning district imposes a parking maximum that is more restrictive than the maximums in paragraphs “c” through “e” above, the more restrictive maximums shall apply.
- The distance above shall be measured along a public or private sidewalk, walkway, or street from the transit station lot line, edge of stop platform, or edge of other boarding area, whichever is greatest, to the closest point of the lot. When any portion of a lot is within the applicable distance, the entire lot shall be subject to this requirement.

- There is also a new provision for no parking for buildings built before 1965. This new provision is provided here.

- Reduced parking requirements for buildings built before 1965: A reduction of the generally applicable minimum off-street parking requirements shall be allowed in all zoning districts for buildings and portions thereof built prior to 1965, as follows:
  1. Residential uses: No parking is required.
  2. Non-residential uses: No parking is required, provided that this provision shall not apply to any business establishment larger than 1,200 square feet in floor area that holds any type of alcoholic beverage license.

Lastly, there is a new zoning district intended for Missing Middle uses (both existing and newly developed) that requires parking at .5 parking spaces per unit, a reduction from the typical 1 space per unit for multi-family found in most zoning districts in the City.

G2-A1
- Plan recommendation: Evaluate the adoption of incentives or regulations that require developments to construct lower floor multi-family units in a manner that allows the conversion to commercial uses in the future.
- Consultant note: Recommend that future rezonings in this area to have a condition as part of the rezoning that requires the development to design the 1st floor with a retail/commercial character but allowing residential to be a use in the 1st floor. Further criteria for the 1st floor should be a minimum 18’ ceiling height, 65% window fenestration on the primary building façade, and individual pedestrian entrances along the primary building façade and connected to the adjacent public sidewalk.

G2-A3
- Evaluate the adoption of incentives or regulations that provide a bonus for the incorporation of public spaces for artistic use, incorporate art or contribute to a public art program.
- Consultant note/recommendation: Consider adding a zoning condition as part of future property rezonings that enables open space to be provided in the form of

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BELTLINE SA 9 LAND USE AND ZONING RECOMMENDATIONS

public art. For example, in Buckhead SPI-12, public art is permitted account for up to 1,300 square feet of required open space.

G2-A4
- Evaluate the adoption of incentives or regulations that provide a bonus for the consolidation of substantial green space into usable areas such as pocket parks.
- Consultant note/recommendation. Consider providing a condition as part of future property rezonings that enables a lower open space requirement when open space is provided in a format that is publicly accessible such as pocket parks and plazas. Often times open space calculations can make it difficult to achieve the full FAR allowed in a zoning district and this ability to lessen the open space calculation can result in being able to achieve more density on a property.

G4-A1
- Implement zoning regulations that encourage a variety of housing options such as allowing rental apartments in homes.
- Consultant note/recommendation. Wherever possible, utilize the R4 and R5 zoning districts that allow for accessory dwellings in single-family and two-family zoning districts, as well as the new MR-MU zoning district which allows missing middle housing in buildings with up to 12 residential units per building. Also, work with development groups that are building new housing in R4 or R5 zoning districts to build new accessory dwellings as part of all new single-family home construction as a way of continuing to provide new inventory of smaller and more affordable housing options within the community.

G5-A1
- Develop measures that promote the preservation of historic structures.
- Consultant note/recommendation. Work with the Department of City Planning, Urban Design Commission staff to evaluate the feasibility of designating certain buildings or districts within the subarea as historic or landmark status. Staff can evaluate the qualifications of buildings and/or areas and can engage the community in the conversation of pursuing official historic or landmark status. Also, work with the Department of City Planning, Urban Design Commission staff to provide information to interested parties on Federal, State, County, and/or City tax incentives for historic preservation.

G6-A2
- Advance pedestrian and bicycle improvements that connect neighborhoods and amenities.
- Consultant note/recommendation. New bicycle requirements for the City require bicycle for all parking in all parts of the City as follows:
  a. Bicycle parking shall be provided for each building as specified in the following “Table of Bicycle Parking Requirements.” Bicycle parking requirement shall be calculated based on gross floor area and shall be calculated separately for separate buildings.

<table>
<thead>
<tr>
<th>Uses</th>
<th>Fixed Bicycle Rack/Parking Spaces</th>
<th>Enclosed Bicycle Parking Spaces</th>
<th>Maximum Combined Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential Uses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multifamily (less than 10 units)</td>
<td>1 per 5 units, 2 min.</td>
<td>n/a</td>
<td>No more than 50 spaces required</td>
</tr>
<tr>
<td>Multifamily (10 or more units)</td>
<td>1 per 10 units, 2 min.</td>
<td>1 per 10 units, 2 min.</td>
<td>No more than 50 spaces required</td>
</tr>
<tr>
<td>Non-residential uses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Offices</td>
<td>1 per 8,000 sf, 2 min.</td>
<td>1 per 8,000 sf, 2 min.</td>
<td>No more than 50 spaces required</td>
</tr>
<tr>
<td>All other non-residential uses</td>
<td>1 per 4,000 sf, 2 min.</td>
<td>n/a</td>
<td>No more than 50 spaces required</td>
</tr>
</tbody>
</table>

b. Fixed bicycle racks parking spaces shall conform to the following minimum standards:
   i. Shall not be located inside a building, but may be covered.
   ii. Shall be publicly accessible and provided with lighting at all hours.
   iii. Shall be spaced to provide clear and maneuverable access to a public street or multi-use trail without the use of stairs.
   iv. Shall be located on site or in the adjacent public right-of-way.
   v. Shall include a metal anchor sufficient to secure the bicycle frame when used in conjunction with a user-supplied lock.
   vi. When located on-site, shall be located at least as close as the closest automobile space serving the building, except for handicapped parking spaces.
   vii. When located in the public right-of-way, shall not impede pedestrian use of the sidewalk and shall only be located within a street furniture and tree planting zone a maximum distance of 100 feet of the building entrance the rack is intended to serve.
   viii. When located in the public right-of-way, shall be of a type specified by the Office of Zoning and Development in coordination with the Department of Public Works.
   ix. When two bikes can be locked on both sides without conflict, each side can be counted as one required space.

c. Enclosed bicycle parking spaces shall conform to the following minimum standards:
   i. Shall provide enclosed bicycle storage in lockers, a room within a building, or within a parking structure.
   ii. Shall be accessible to all building occupants and to public entrances and walkways, secure, weather resistant, and provided with lighting at all hours.
   iii. Shall provide clear and maneuverable access to a public street or multi-use trail without the use of stairs or elevators.
   d. Buildings containing over 50,000 gross square feet of office space shall provide showering facilities, which shall include showers and lockers, in a ratio of at least two showering facilities for every 50,000 gross square feet of office space in

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Beltline SA 9 Land Use and Zoning Recommendations

- The board of zoning adjustment is hereby empowered to waive or reduce the bicycle parking requirements in any of the districts whenever the character or use of the building is such as to make unnecessary the full provision of bicycle parking facilities or where such regulations would impose an unreasonable hardship upon the use of the lot.

G7-A2
- Evaluate the institution of requirements for all new developments to promote connectivity and incorporate improvements that enhance the public street grid.
- Consultant note/recommendation: For developments within the BeltLine Overlay Zoning District, interconnectivity and the requirement to break up larger parcels into smaller blocks is already mandated. For properties that are not within the BeltLine Overlay Zoning District, they should be rezoned to either MR or MRC zoning to ensure that the same inner-connectivity and block size requirements are implemented as part of future development.

G8-A3
- Require all new developments to incorporate “Complete Streets” standards.
- Consultant note/recommendation: New sidewalks are now required in the following zoning districts in Atlanta: R4, R4A, R4B, R5, RG, RLC, OI, C1, C2, C3, C4, C5, I1, I2, SP1, NC, MRC, MR, and LW zoning districts.

Mobility

Mobility improvements that will mitigate traffic congestion are necessary from both a safety and environmental standpoint. The paragraphs that follow provide further insight into existing transportation facilities and proposed mobility recommendations intended to improve public transportation services and provide better options for those who wish to utilize alternative transportation modes.

Existing Conditions

Bicycle/Pedestrian Mobility

Subarea 9 is characterized by a lack of complete sidewalk connections, many sidewalk sections in need of repair, ADA curb ramps that are frequently lacking, and crosswalks that are faded or missing. There are few existing bike facilities within the subarea, other than on Jefferson Street and a portion of D.L. Hollowell Parkway.

Streets

The major streets in the subarea are noted below:
- D.L. Hollowell Parkway
- West Marietta Street/Perry Boulevard
- Marietta Boulevard
- J.E. Lowery Boulevard

D.L. Hollowell Parkway and Marietta Boulevard are regional truck routes and, along with the portion of West Marietta Street east of Marietta Boulevard, carry a significant amount of both truck and commuter traffic. Perry Boulevard and J.E. Lowery Boulevard are collector/avenue streets and carry lower traffic volumes.

Existing Transit

The Bankhead Station is located in the southern part of the subarea as the termination point for the Green Line. There are three MARTA bus routes that run through the subarea and provide access to the Bankhead station and to surrounding areas. MARTA demand-responsive transit (DRT) is available within the subarea.

See the Existing Mobility Map

Connectivity Barriers

Many of the constraints to connectivity found throughout the subarea are topographical, due to the abundance of rolling hills, ravines, and creeks that are located within Subarea 9. Existing railroad rights-of-way also serve as barricades to travel and result in significant congestion at crossing points. Streets with incomplete sidewalk systems that lack ADA curb ramps are additional barriers.

See the Barriers to Connectivity Map

Future Mobility

Mobility Goals

The following goals were developed in collaboration with community members and other stakeholders throughout the master planning update process and were further used to guide the development of the land use recommendations:
- Promote alternative modes of transportation
- Promote transportation network connectivity
- Improve the function and character of roadways

Mobility Recommendations

The following mobility recommendations are based on the assessment of existing conditions and feedback received in the community meetings.

1. Bicycle and Pedestrian:
   - Add sidewalks on major corridors that do not have sidewalks or have intermittent sidewalks
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.*
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*All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.
- Add ADA ramps to non-compliant intersections with sidewalks.
- Evaluate adding multi-use trail west from Jefferson Street/Marietta Boulevard over CSX tracks to provide access to the Proctor Creek Trail.
- Continue bike lane on D.L. Hollowell Parkway to West Lake Avenue.
- Evaluate multi-use trail under D.L. Hollowell Parkway through culvert along Proctor Creek to provide access to the Proctor Creek Trail and Bankhead MARTA Station.
- Provide streetscape on West Marietta Street from Marietta Boulevard to Brady Avenue/8th Street.
- Add a connection from Westside Park at Bellwood Quarry from Knight Park/Howell Station at southwest apex of Niles Avenue and from Grove Park along the eastern edge of Hortense Place NW and extending from Edwin Place NW and Newman Place NW.

2. Vehicular:
- Evaluate Street Retrofit: J.E. Lowery Blvd. – Convert 3 lanes to 2 lanes with 5 ft. wide bike lanes.
- Streetscape improvements: Lois Rd., Johnson Rd. and Perry Blvd.
- Street Retrofit: Marietta Blvd. – Evaluate a road diet and potential for near-term cycle track/future BeltLine transit.
- BeltLine and D.L. Hollowell Pkwy to North Ave. corridor –streetcar/LRT.
- Various intersection improvements consistent with the original Subarea Master Plan.

3. Street Framework:
- Enhance the street network.
- Add connection to Westside Park at Bellwood Quarry from Knight Park/Howell Station at SW apex of Niles Avenue.
- Provide multi-modal operational, access and safety improvements to accommodate future development.

BELTLINE FUTURE TRANSIT
The centerpiece of future transit along the Atlanta BeltLine is the Atlanta BeltLine Loop streetcar line, which will 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.

Projected for completion by the end of the Atlanta BeltLine’s 25-year TAD, 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 in-fill MARTA stations, where fiscally prudent.

Significant community support was expressed for the Atlanta Streetcar System Plan (SSP) streetcar route along the BeltLine corridor and D.L. Hollowell Parkway, from Northside Drive to the Bankhead MARTA station. This route would become part of the Streetcar’s Crosstown/Midtown Line. Transit improvements will significantly 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 9 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.
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SUBAREA RESOURCES

OPEN SPACE
Subarea 9 is defined by steep topography and the presence of a large quarry, soon to be the future Westside Park at Bellwood Quarry. Viewed by the community as a major asset, much of the public input regarding open space was centered around the construction of the Park and the Proctor Creek Greenway.

See the Existing Natural Features Map

Open Space Goals
The following goals were developed in collaboration with community members and other stakeholders throughout the master planning update process and were further used to guide the development of the land use recommendations.

- Make Westside Park at Bellwood Quarry an attractive regional/local destination
- Accommodate regional access to Westside Park at Bellwood Quarry
- Ensure safe, integrated, and convenient local access to recreational opportunities

EXISTING HISTORIC RESOURCES
The historic buildings located in Subarea 9 were constructed over fifty years ago and reflect the area’s industrial past. Located along major corridors such as D.L. Hollowell Parkway and West Marietta Street, many of these buildings are now being re-purposed as creative studio spaces.

The Historic Resources Map presents an updated list of the 2005 Atlanta BeltLine Historic Resources Survey results. The survey was conducted by the Atlanta Urban Design Commission and identifies buildings, structures and objects with historic significance.

See the Historic Resources Map

<table>
<thead>
<tr>
<th>HISTORIC OBJECTS</th>
</tr>
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<tbody>
<tr>
<td>Address</td>
</tr>
<tr>
<td>Marietta Blvd &amp; Railroad</td>
</tr>
<tr>
<td>Marietta Blvd &amp; Railroad</td>
</tr>
<tr>
<td>Marietta Blvd &amp; Railroad</td>
</tr>
<tr>
<td>Echo St, Griffin and Brawley St</td>
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<td>Echo St, Griffin and Brawley St</td>
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<tr>
<td>Echo St, Griffin and Brawley St</td>
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<tr>
<td>Rice St Railroad crossing</td>
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<tr>
<td>Hollowell &amp; Finley</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>HISTORIC STRUCTURES</th>
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</thead>
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<tr>
<td>Address</td>
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<td>Jefferson St &amp; Marietta Blvd</td>
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<tr>
<td>Jefferson St &amp; Marietta Blvd</td>
</tr>
<tr>
<td>Hollowell &amp; Marietta Blvd</td>
</tr>
<tr>
<td>Hollowell &amp; Pinkey &amp; Rice St</td>
</tr>
</tbody>
</table>

HISTORIC PRESERVATION
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. Historic preservation can also promote affordable housing by ensuring diversity in the housing stock. See page 284 for more benefits associated with historic preservation.

See the Historic Preservation Map

<table>
<thead>
<tr>
<th>BUILDINGS</th>
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<tbody>
<tr>
<td>Address</td>
</tr>
<tr>
<td>1134 W Marietta St NW</td>
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<td>1124 W Marietta St NW</td>
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<td>1045 W Marietta St NW</td>
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<tr>
<td>1055 W Marietta St NW</td>
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<td>1222 W Marietta St NW</td>
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<td>892 Jefferson St NW</td>
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<td>980 Jefferson St NW</td>
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<td>1090 Jefferson St NW</td>
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<tr>
<td>780 Marietta Blvd NW</td>
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<td>736 Jefferson St NW</td>
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<td>708 Jefferson St NW</td>
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<td>719 Echo St NW</td>
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<tr>
<td>757 James P Brawley Dr NW</td>
</tr>
<tr>
<td>720 James P Brawley Dr NW</td>
</tr>
<tr>
<td>950 Joseph E Lowery Blvd NW</td>
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</tbody>
</table>
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Resource/Historic Preservation Facts
- Materials on National Trust Website – Economic value of Historic Preservation as a community development tool, re-urbanism theme with graphics and data
- Impact on business development and minority and women ownership
- Historic buildings are smaller and provide for more incubator type activity versus
- New development has a proforma with mainstream “credit worthy” tenants
- An affordable housing initiative: Historic preservation can help ensure diversity in the housing stock

Management Tool for the Future of Neighborhood
- Development will occur, the real question is what it will look like and who will make the decision on this. It will occur as a part of SPI-styled regulations or each individual developer will define it
- HP provides a way that community can decide on the future of their neighborhood
- Standards can be incorporated that reflect the values of the community
- Amend or pass SPI districts concentrating on neighborhoods and include corridors?

Preservation in Concert with Redevelopment
- Define how preservation and development can occur simultaneously (Successes thus far along the BeltLine are primarily due to perceived value for the hipness or coolness of the buildings)
- How ABI promotes the redevelopment is important
- Describing the future of the BeltLine and creative design solutions that promote preservation
- Make sure the full range of incentives available include Historic Preservation incentives
- Historic properties should be viewed as assets to projects
- Real estate deals generally focus on the transaction with the goal to close deals and spend money. It is important to view the existing fabric of the neighborhood as having inherent value, and to add to it as opposed to creating value from scratch.

Corridors
- Less of a constituency for preservation, more focus is on the neighborhoods
- With redevelopment, adding density will occur along the corridors
- Buildings exist that are historic and their value increases, stands out and are unique and will not be like everything else that is new construction. They become the jewels on the crown in the redevelopment areas. These properties will help define how the area will stand out and be unique and will not be like everything else that is new construction. They become the jewels on the crown in the redevelopment areas. These properties will help define how the area will be unique.
- Amend or pass SPI districts concentrating on neighborhoods and include corridors?

Affordable Housing
- Frame historic preservation as an affordable housing strategy
- No economic forces exist that will preserve homes in these areas – no one buys a lot and builds a small house
- Historic preservation can help ensure diversity in the housing stock by ensuring a variety of housing types and that smaller homes continue to exist

ART AND CULTURAL RESOURCES
The BeltLine’s Arts and Culture Strategic Implementation Plan (ACSIP), completed in 2018, outlines strategies that 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 Plan embraces the following themes
- Equity and inclusion – increasing opportunities and funding for diverse artists and organizational 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 Arts and Culture Strategic Implementation Plan lists the following arts and cultural assets, located in Subarea 9:
- Actor’s Express
- Create Your Dreams
- True Colors Theatre Company
- Foundry at Puritan Mill
- The Rockdale Foundation
- Gallery 874
- Fulton County Animal Services
- Blue Mark Gallery

Image: Art on the BeltLine Panel Discussion
Source: Atlanta BeltLine Inc.
SUBAREA 9 ACTION PLAN

While the Subarea Master Plan is a summary of the communities’ dreams and desires, the Action Plan is a starting point for making them a reality. The Action Plan, organized around the three Subarea Master Plan focus areas of Land Use, Mobility and Open Space, defines specific steps that accomplish each of the Subarea 9 Goals. The Action Plan items were ranked by the community, with the items designated as priority 1 reflecting the those that the community believes should be implemented first. The implementation of the plan also depends upon funding opportunities and feasibility.

The top Open Space Action Items include

- Advance funding and development of Westside Park at Bellwood Quarry
- Incorporate uses at the future Westside Park at Bellwood Quarry that are unique and not found in other area parks
- Advance transportation improvements that provide connections between area neighborhoods and Westside Park at Bellwood Quarry
- Develop greenway/trails plan to connect area parks and Westside Park at Bellwood Quarry

LAND USE

- Land use change: Increase density (MU 10+ stories and Multifamily 5-9 stories) at the Bankhead MARTA station
- Develop an incentive program that promotes the adaptive reuse of properties that support job creation
- Develop and implement a plan to promote neighborhood stabilization tools, such as federally funded homeowner rehabilitation programs
- Implement zoning regulations that encourage a variety of housing options such as allowing rental apartments in homes
- Develop measures that promote the preservation of historic structures

COMMUNITY PRIORITIES

Significant focus of the Subarea 9 Master Plan Update was on the identification of and subsequent prioritizing of actions to implement the Master Plan goals, particularly those action items that were most important to the community. The following represent the items of greatest priority to the community.

The top Land Use Action Items include

- Land use designation change: Increase density (MU 10+ stories and Multifamily 5-9 stories) at the Bankhead MARTA station
- Develop an incentive program that promotes the adaptive reuse of properties that support job creation
- Develop and implement a plan to promote neighborhood stabilization tools, such as federally funded homeowner rehabilitation programs
- Implement zoning regulations that encourage a variety of housing options such as allowing rental apartments in homes
- Develop measures that promote the preservation of historic structures

G8-A1: Advance improvements that provide enhanced access for pedestrians and bikers

The Framework Plan reflects 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 community, the Subarea 9 Framework Plan provides a vision for future improvements to the subarea over time.

See the Framework Plan Map

SUBAREA 9 FRAMEWORK PLAN

The Framework Plan reflects 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 community, the Subarea 9 Framework Plan provides a vision for future improvements to the subarea over time.

The top Mobility Action Items include

- Advance pedestrian and bicycle improvements that connect neighborhoods and amenities
- Add sidewalks on major corridors that do not have sidewalks or intermittent sidewalks
- Evaluate multi-use trail under D.L. Hollowell Parkway through culvert along Proctor Creek to provide access to Proctor Creek Trail and Bankhead MARTA station
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- Advance funding and development of Westside Park at Bellwood Quarry
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- Advance transportation improvements that provide connections between area neighborhoods and Westside Park at Bellwood Quarry
- Develop greenway/trails plan to connect area parks and Westside Park at Bellwood Quarry

FRAMEWORK PLAN

The Framework Plan reflects 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 community, the Subarea 9 Framework Plan provides a vision for future improvements to the subarea over time.

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## APPENDIX // SUMMARY OF FINDINGS // SUBAREA 9

### STRATEGIES & IMPLEMENTATION PRIORITY RECOMMENDATIONS

<table>
<thead>
<tr>
<th>GOAL 8: IMPROVE THE FUNCTIONAL PERFORMANCE OF THE REGIONAL TRANSPORTATION NETWORK</th>
<th>MOBILITY</th>
<th>OPEN SPACE</th>
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<td>STRATEGIES</td>
<td>IMPLEMENTATION PRIORITY RECOMMENDATIONS</td>
<td>TIME FRAME</td>
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<td>3</td>
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<tr>
<td><strong>GOAL 8: IMPROVE THE FUNCTIONAL PERFORMANCE OF THE REGIONAL TRANSPORTATION NETWORK</strong></td>
<td><strong>MOBILITY</strong></td>
<td><strong>OPEN SPACE</strong></td>
</tr>
<tr>
<td>Evaluate the institution of 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.</td>
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</table>
| **SUBAREA 9 MASTER PLAN UPDATE APPENDIX — OCTOBER 2020**

**Subarea 9 Master Plan Update - Appendix — October 2020**

**APPENDIX // SUMMARY OF FINDINGS // SUBAREA 9**

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**MOBILITY**

- Evaluate the institution of 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.
- Advance pedestrian and bicycle improvements that connect neighborhoods and amenities.
- Add sidewalks on major corridors that do not have sidewalks or intermittent sidewalks.
- Evaluate ADA ramps to non-compliant intersections with sidewalks.
- Evaluate street rectification; e.g., Liddell Blvd. - Convert 3 lanes to 2 lanes with 3 ft. wide bike lanes.
- Implement streetcar/LEET BeltLine and D.L. Hollowell Parkway to North Avenue corridor.
- Initiate a study that defines viable connections along the rail corridor using the Upper Westside LRT as a starting point.
- Evaluate the institution of requirements for all new developments to promote connectivity and incorporate improvements that enhance the public street grid.
- Evaluate adding multi use trail west from different streets/Marietta Boulevard over CSX tracks to provide access to the Proctor Creek Trail.
- Continue bike lane on D.L. Hollowell Parkway to West Lake Ave.
- Evaluate multi use trail under D.L. Hollowell Parkway through culvert along Proctor Creek to provide access to Proctor Creek Trail and BeltLine MARTA station.
- Advance improvements that provide enhanced access for pedestrians and bikers.
- Advance improvements that enhance the sidewalk infrastructure, such as handicap ramps, transit shelters, signage and lighting.
- Evaluate the institution of regulations that require all new developments to incorporate “Complete Streets” standards.
- Provide sidewalk improvements on W. Marietta Street from Marietta Boulevard to Brady Ave./8th Street.
- Streetscape improvements: Latu Road, Johnson Road and Perry Boulevard.
- Street retrofit: Marietta Boulevard - Evaluate a road diet and potential for near-term cycle track/have Bike Lane Trial.
- Implement various improvement improvements consistent with the original Subarea 9 Master Plan.

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**OPEN SPACE**

- Advance funding and development of the park.
- Activity participate in the planning of the park, the establishment of the park identity and park programs and infrastructure.
- Incorporate parks that are unique and not found in other area parks.
- Achieve transportation improvements that provide multi-modal connections to the park.
- Participate in the planning of Westside Park at Bellwood Quarry, with focus on multi-modal access and the associated infrastructure.
- Advance transportation improvements that provide connections between area neighborhoods and Westside Park at Bellwood Quarry.
- Develop greenway/track plan to connect area parks and Westside Park at Bellwood Quarry.
- Participate in the development of the Parks Master Plan.
- Fund improvements to existing area parks resources.

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**GOAL 7: PROMOTE ACCESS TO RECREATIONAL OPEN SPACE AND CONVENIENT PARK AT ACCESS TO PARKS, OPEN SPACE AND QUARRY INTO RECREATIONAL A local/region opportunity**

- Advance transportation improvements that provide multi-modal connections to the park.
- Participate in the planning of Westside Park at Bellwood Quarry, with focus on multi-modal access and the associated infrastructure.
- Advance transportation improvements that provide connections between area neighborhoods and Westside Park at Bellwood Quarry.
- Develop greenway/track plan to connect area parks and Westside Park at Bellwood Quarry.
- Participate in the development of the Parks Master Plan.
- Fund improvements to existing area parks resources.