SUBAREA 10 MASTER PLAN UPDATE
APPENDIX
OCTOBER 2020

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Atkins
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Canvas Planning Group

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

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OVERVIEW

PURPOSE
The BeltLine Subarea 10 Master Plan was adopted by the Atlanta City Council on December 6, 2010. The Plan Recommendation Report Update reflects current market conditions, recent development patterns and the community’s vision for the future of the subarea.

The Subarea 10 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 10 is located close to the geographic center of the City of Atlanta and is bound by D.L. Hollowell Parkway to the north and I-20 to the south. The subarea’s boundary extends a few blocks beyond J.E. Lowery Boulevard to the east, and slightly beyond Chappell Road to the west.

- Lies within City Council District 3 and Council District 4
- Lies within the Neighborhood Planning Unit (NPU) L, K, J and T
- Includes the neighborhoods of Bankhead, English Avenue, Vine City, Grove Park, Washington Park, Hunter Hills, Mozley Park, Just Us, Ashview Heights, West End and Harris Chiles

See the Subarea Overview Map

ORGANIZATION
The Subarea 10 Appendix is intended to serve as a detailed inventory and analysis of existing conditions including:

- 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 parks and other natural resources
- Documentation of existing historic resources, art and cultural features, and historic preservation opportunities
- Feedback that led to the final Land Use, Mobility and Open Space recommendations

The final section of the Subarea 10 Appendix is a summary of findings that includes a matrix of implementable Action Items, or specific steps, that the community can take to accomplish the Master Plan goals. The items in the matrix were ranked by the community in priority order. The defining items that are most important to those living and working in the subarea are listed on the opposite page.

HIGH RANKING COMMUNITY PRIORITY ACTION ITEMS

<table>
<thead>
<tr>
<th>LAND USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop an incentive program that promotes the introduction of neighborhood retail services</td>
</tr>
<tr>
<td>Develop a program to collaborate with area schools and institutions such as the AU Center and Georgia Tech that focuses on job training and job creation</td>
</tr>
<tr>
<td>Expand the number of multifamily parcels by converting vacant land off J.E. Boone Boulevard to multifamily 1-4 stories</td>
</tr>
<tr>
<td>Convert industrial properties east of Maddox Park to medium-density mixed-use (MU 5-9 stories) with proper transitions to single-family</td>
</tr>
<tr>
<td>Evaluate the institution of measures that promote the preservation of historic structures</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>OPEN SPACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advance transportation improvements that provide connections between area neighborhoods and the future Westside Park at Bellwood Quarry</td>
</tr>
<tr>
<td>Fund improvements to existing area park resources</td>
</tr>
<tr>
<td>Develop a greenway/trails plan to connect area parks and the future Westside Park at Bellwood Quarry</td>
</tr>
<tr>
<td>Develop regulations that provide a bonus for the consolidation of substantial greenspace into usable pocket parks rather than unusable areas</td>
</tr>
</tbody>
</table>

Image: BeltLine Subareas
PREVIOUS PLANNING EFFORTS

PREVIOUS MASTER PLANNING EFFORTS

The Atlanta BeltLine Subarea 10 Master Plan was adopted by the Atlanta City Council on December 6, 2010. Since then, numerous studies, plans, and programs of relevance have been completed. Some are topic-specific, such as the Atlanta Streetcar Systems Plan, while others are broad-based with a citywide focus, such as the Atlanta City Design document or area-specific, such as D3-Westside Revive.

ATLANTA BELTLINE MASTER PLAN: SUBAREA 10 PLAN RECOMMENDATION REPORT
Sponsor: Atlanta BeltLine Inc., and City of Atlanta
Author: MACTEC Engineering and Consulting, Inc., Perkins + Will, and Grice and Associates
Date: December 2010

The original Atlanta BeltLine Subarea 10 Master Plan examines existing conditions and proposed recommendations to improve land use, urban design, mobility, and open space. Land use recommendations revolve around historic preservation, mixed-income housing availability, single-family neighborhood protection, and commercial/retail improvements for services and employment. Mobility recommendations focus on pedestrian safety and accessibility, as well as alternative transit facilities. Open space recommendations include expanding park space and improving access and connections between existing parks. Three specific nodes are identified as areas for improvement: Boone, Maddox Park, and Luden Way. The Proctor Creek Greenway is also included as a concurrent planning project, along with tables that identify smaller land use, mobility, and open space projects throughout the subarea.

ATLANTA REGION PLAN 2040
Author: Atlanta Regional Commission (ARC)
Date: July 2011

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.

Highlights of the PLAN applicable to the Subarea 10 Plan Recommendation Report 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
- Adaptive reuse and infill development are ways to reduce the carbon footprint

TIER 1 ENVIRONMENTAL IMPACT STATEMENT
Sponsor: MARTA, Atlanta BeltLine
Author: AECOM/JJG Joint Venture; prepared by FTA
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 D.L. Hollowell Parkway, Subarea 10’s northern border, and J.E. Boone Boulevard, a major thoroughfare that bisects the subarea. Both transit and the construction of the Atlanta BeltLine trail are planned for the first implementation period and slated to open in the second.

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

The Westside TAD Neighborhoods Strategic Implementation Plan provides recommendations for English Avenue and Vine City, two historic single-family neighborhoods located within the BeltLine’s Tax Allocation District. Approximately thirty square blocks of the plan area overlap with the Atlanta BeltLine’s Subarea 10. J.E. Lowery Boulevard is recommended for pedestrian improvements, while vehicular and bicycle improvements are recommended for J.E. Boone Boulevard. Both roads are identified as having gateway and corridor potential, with potential office space identified along J.E. Lowery Boulevard. Green infrastructure is mentioned in the plan as a solution to stormwater runoff issues.
ATLANTA STREETCAR SYSTEMS PLAN
Sponsor: City of Atlanta
Author: Invest Atlanta BeltLine, Atlanta Streetcar
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 the 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
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. One of the projects mentioned in the report is an Environmental Assessment of the Westside, in which proposed modern light rail along the Atlanta BeltLine between the Bankhead MARTA Station and West End or Oakland City MARTA Stations is evaluated.

INTEGRATED ACTION PLAN: ECONOMIC DEVELOPMENT, HOUSING AND REAL ESTATE
Sponsors: Atlanta BeltLine, Inc.
Author: Noell Consulting Group, Columbia Ventures, Mass Economics
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 needed, number of deals and a 5-year affordable unit estimate.

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

This trail master plan outlines the implementation of greenway development and trail alignments along Proctor Creek. The Greenway currently runs through the Atlanta BeltLine Subarea 9 and will eventually pass through Subarea 10 via Maddox Park. Two spur trails are proposed to pass through the current City of Atlanta Public Works facility to the English Avenue neighborhood.

CITY OF ATLANTA ZONING REFORM
Author: TSW, Canvas Planning Group, and The Zoeckler Firm
Sponsor: City of Atlanta, Department of Planning and Community Development, Office of Planning
Date: November 2016

In 2015, a comprehensive assessment of the City’s Zoning Ordinance was performed by analyzing existing zoning code provisions. At the end of the review, recommendations for future changes were given, including amendments to the zoning regulations. Recommendations were broken down into two phases: Phase 1 - “Quick Fixes” and Phase 2 - “Medium Fixes,” both of which could be completed in a short period of time. Topics such as accessory dwellings, MRC-2 residential density and missing middle housing are included as Phase 2 recommendations that will result in greater housing flexibility and affordability, both important to subarea residents.

WESTSIDE LAND USE FRAMEWORK PLAN
Author: Westside Future Fund, Thadani Architects + Urbanists, APD Urban Planning + Management, Bleakly Advisory Group, ZVA
Sponsor: City of Atlanta
Date: November 2017

Commissioned by the City and the Westside Future Fund, the Framework Plan is a synthesis of the Land Use Action Plan documents for the Westside neighborhoods of English Avenue, Vine City, Ashview Heights and
Atlanta University Center. The Plan proposes changes to the City’s Comprehensive Development Plan that align closely with local community desires. The Atlanta BeltLine Subarea 10 overlaps with the Westside Land Use Framework Plan along the western edges of English Avenue and Vine City. The majority of Ashview Heights is located within Subarea 10. The plan uses community history, existing conditions, and community engagement to determine neighborhood visions. Visions for English Avenue, Vine City, and Ashview Heights include stabilizing and strengthening existing neighborhood assets, maintaining the unique character of each neighborhood, investing in infrastructure and improving access to greenspaces.

THE ATLANTA CITY DESIGN: ASPIRING TO THE BELOVED COMMUNITY
Sponsor: City of Atlanta, Department of City Planning
Author: Atlanta City Studio
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 describes the need for people to connect to each other, and delineates Growth Corridors as nodes of civic and social activity. Conservation Corridors are open spaces designed to help people to connect to nature.

ATLANTA BELTLINE ARTS AND CULTURE STRATEGIC IMPLEMENTATION PLAN
Sponsor: Atlanta BeltLine, Inc.
Author: CivicMoxie, with GA Tech Center for Quality Growth and Regional Development, Urban Focus, LLC, Kebbi Williams
Date: March 2018
The Arts and Culture Strategic Implementation Plan highlights the transformative 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.

ABI AFFORDABLE HOUSING WORKING GROUP FINAL REPORT
Author: Atlanta BeltLine, Inc.
Date: August 2018
The Affordable Housing Working Group Final Report supports the development of a comprehensive housing strategy entered around the goal of creating and preserving affordable housing around the Atlanta BeltLine. A panel of affordable housing experts from the public, private, and non-profit sectors came together as the ABI Affordable Housing Working Group (Working Group) to provide collaborative strategies and recommendations for the report. Many of the recommendations included in Subarea 10 Plan Recommendation Report Update mirror recommendations proposed in the ABI Report. Examples include:

• Create a balanced mix of rental and owner-occupied housing units
• Explore how City zoning policies can support alternative “missing middle” housing types (i.e. tiny houses, accessory dwelling units, etc.) and other affordable options in all areas of the City, including high cost communities
• Implement strategic preservation measures to assure the retention of affordable housing options and the stabilization of legacy residents

MORE MARTA ATLANTA PROGRAM
Creator: More MARTA Atlanta Program Partners, City of Atlanta, and MARTA
Date: October 4, 2018
The More MARTA Program is the result of a 2016 voter-approved half-penny sales tax. The program is designed to improve transit services in historically under-served communities, increasing access to employment centers throughout the city of Atlanta. In June of 2019, the MARTA Board voted to approve a program implementation plan. The More MARTA Program supports Light Rail Transit (LRT) along the BeltLine corridor, MARTA Station improvements, and more frequent local bus service. Relevant to Subarea 10, the program will provide 61 percent greater access to transit for communities with large minority or low-income populations.

D3 WESTSIDE REVIVE
Author: Contente Consulting, Perkins + Will, VHB, UrbanIS, Neighborhood
Sponsor: City of Atlanta
Date: 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 2 of the D3 plan overlaps with the Atlanta BeltLine Subarea 10. General topics addressed in the D3 Plan include safe access to services for pedestrians of all abilities, and multi-modal transit expansion. Specifically in Subarea 2, residents prioritized the revitalization of blighted properties through code enforcement, easy access to fresh foods, senior health facilities, and addressing safety/floodplain risks. Recommendations for D3 Subarea 2 include the redevelopment of the vacant Chappell Road apartment complexes into mixed-income multifamily housing.
D3: WESTSIDE REVIVE

The Subarea 10 Plan Recommendation Report Update pulls from land use, mobility and open space recommendations proposed in the recently adopted D3: Westside Revive plan. The D3 document is the master plan for Atlanta’s Council District 3, containing neighborhoods located on the west side of Atlanta. The Council District was divided into 9 Subareas as part of the planning effort. Subarea 2 overlaps with the BeltLine’s Subarea 10 boundary. As a result, many of the recommendations proposed in the District 3 document are included in the Subarea 10 Report Update.

Land Use

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

1. Residential Development
   - Single Family Stabilization / Infill
   - Twin, Row + Courtyard Housing
   - Multistory Multifamily
2. Commercial Development
   - Neighborhood Centers
   - Area Activity Centers
   - Regional Core Centers
3. Industrial / Innovation Space
   - Industrial / Innovation Space
   - Community Facilities
   - Heritage District

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.

In addition, the D3: Westside Revive document highlights the following recommendations, pertinent to BeltLine Subarea 10:

"Dense mixed-use BeltLine development east of Chappell Road."

"Redevelop sections of Boone as a mixed-use neighborhood center for surrounding residential areas."

See below for a comparison of the District 3 Land Use + Development Framework Plan map and the BeltLine Subarea 10 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
  - New Street Connection
  - Intersection Upgrade
- Complete Streets Improvements
  - With Bike Facility
  - Without Bike Facility
- Dedicated Bike Facilities
  - Existing
  - Proposed
- Pedestrian Space Improvements
  - New Streetscape
  - New Multi-use Trail
  - Improvements to Existing Sidewalk
- Rail Improvements
  - Heavy Rail Line / Station
  - Light Rail Line / Station

The information included in the BeltLine mobility maps is organized into three separate maps to highlight new streets, vehicular circulation and bicycle/pedestrian circulation. See below:

- Street Framework Plan
  - Proposed Streets by Type
- Circulation Plan - Vehicular
  - Retrofit Avenues
  - Streetscape Improvements
  - Trolleyline
  - Intersection Improvements
- Circulation Plan - Bike-Ped
  - Bike Lanes
  - Sidewalks
  - Sidewalk Improvements
  - Multi-use Trails

The D3: Westside Revive document emphasizes mobility recommendations that are closely related to recommendations proposed in the BeltLine Subarea 10 Plan Report Update. One such example is:

"Enhance bike and pedestrian infrastructure, especially along the BeltLine and Proctor Creek tributaries."

WESTSIDE LAND USE FRAMEWORK PLAN

The Westside Land Use Framework Plan was commissioned by the City’s Planning Department and the Westside Future Fund in an effort to propose changes to the Comprehensive Development Plan that directly align with community desires. Four neighborhoods are included in the study: English Avenue, Vine City, Ashview Heights and the Atlanta University Center. The plan provides an overview of each neighborhood’s history, demographics, and existing physical conditions. Strategies are recommended in matrix-form throughout the document.

Land Use

There is little overlap in the BeltLine’s Subarea 10 boundary and the neighborhood extents highlighted in the Westside Land Use Framework Plan. J.E. Lowery Boulevard forms the western boundary of the English Avenue project extents in the Framework Plan. Subarea 10’s eastern boundary extends slightly beyond J.E. Lowery Boulevard, but the overlapping portion of the subarea is not within the BeltLine’s TAD boundary. However, the English Avenue Future Land Use Map shows mixed-use directly north of Joseph E. Boone Boulevard, a recommendation that is mirrored in the Subarea 10 Plan Recommendation Report Update.

See below for a comparison of the Westside Land Use Framework Plan’s English Avenue Future Land Use Map and the BeltLine Subarea 10 Future Land Use map.

Goals

Several vision goals and objectives outlined in the Westside Land Use Framework Plan were used to update the Subarea 10 goals and create the Action Items for the Plan Recommendation Report Update.

See below for examples of Westside Land Use Framework Plan goals that align with the Subarea 10 Goals and Action Items:

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

4. Identify key infrastructure projects and investment opportunities
   • Improve stormwater management practices
   • Improve neighborhood thoroughfares for all transportation nodes
The Previous Plans’ Projects Chart and corresponding map (p.18-21) highlight mobility improvements in Subarea 10 that are currently underway, partially complete, or in the design phase. These improvements are the result of planning initiatives recommended in the Connect Atlanta Plan and the Cycle Atlanta Phase 1.0 Study described below:

- **Connect Atlanta Plan**: A supplement to the Comprehensive Transportation Plan (CTP) developed to ensure that Atlanta continues to lead the region in efficient, effective, and affordable transportation.

- **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 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.
## Previous Plans' Project Chart

<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Type</th>
<th>Description</th>
<th>Expected Completion Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>DPW Building 2 North Ave. (Sanitation Building)</td>
<td>Building renovations</td>
<td></td>
<td>6/15/2018</td>
<td>Planning and Development</td>
</tr>
<tr>
<td>2</td>
<td>DPW Building 1 North Ave. (Transportation Building)</td>
<td>Building renovations</td>
<td></td>
<td>4/29/2018</td>
<td>Planning and Development</td>
</tr>
<tr>
<td>3</td>
<td>Kipp Ways Academy</td>
<td>Traffic signals &amp; school zone beacons</td>
<td></td>
<td>4/25/2016</td>
<td>Completed</td>
</tr>
<tr>
<td>4</td>
<td>Atlanta Fire &amp; Rescue Station 16</td>
<td>Building renovations</td>
<td></td>
<td>2/1/2016</td>
<td>Design</td>
</tr>
<tr>
<td>5</td>
<td>Legends</td>
<td>Public art program in Washington Park</td>
<td></td>
<td>6/1/2018</td>
<td>Completed</td>
</tr>
<tr>
<td>6</td>
<td>Booker T. Washington Lifting the Veil of Ignorance</td>
<td>Public art program at Booker T. Washington High School</td>
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<td>9/26/2016</td>
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<tr>
<td>7</td>
<td>Washington High School</td>
<td>Traffic signals &amp; school zone beacons</td>
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<td>8/26/2016</td>
<td>Completed</td>
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<tr>
<td>8</td>
<td>Cattail Fence</td>
<td>Public art program in Dean Rusk Park</td>
<td></td>
<td>6/15/2016</td>
<td>Completed</td>
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<tr>
<td>9</td>
<td>Whitaker St.</td>
<td>Milling and paving roadway from Norfolk St. to Bankhead Ave.</td>
<td></td>
<td>3/1/2019</td>
<td>Construction underway</td>
</tr>
<tr>
<td>10</td>
<td>J.E. Lowery Blvd. Traffic Communication Corridor (TCC)</td>
<td>Upgrade Signal Operations</td>
<td></td>
<td>3/22/2019</td>
<td>Design</td>
</tr>
<tr>
<td>11</td>
<td>J.E. Boone Blvd. Complete Street Project</td>
<td>Pedestrian &amp; Bicycle Improvement, from Mayson Turner Rd. to Northside Dr.</td>
<td></td>
<td>12/31/2018</td>
<td>Construction underway</td>
</tr>
<tr>
<td>12</td>
<td>BeltLine Right of Way Acquisition</td>
<td>Atlanta BeltLine</td>
<td></td>
<td>n/a</td>
<td>Underway</td>
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<tr>
<td>13</td>
<td>Hunter Hills Greenway</td>
<td>Neighborhood greenway</td>
<td></td>
<td>n/a</td>
<td>Inactive</td>
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<tr>
<td>14</td>
<td>MLK Jr. Dr. Complete Street Project</td>
<td>Pedestrian &amp; bicycle improvement, from R.D. Abernathy Blvd. to Oakland Cemetery</td>
<td></td>
<td>4/1/2019</td>
<td>Construction underway</td>
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<tr>
<td>15</td>
<td>Mims St.</td>
<td>Resurfacing from Laurel Ave. to dead end</td>
<td></td>
<td>3/1/2019</td>
<td>Construction underway</td>
</tr>
<tr>
<td>16</td>
<td>Fair St.</td>
<td>Resurfacing from Lawton St. to Walker St.</td>
<td></td>
<td>7/27/2018</td>
<td>Construction underway</td>
</tr>
</tbody>
</table>

### Note:
- Completion dates and statuses are not applicable for Connect Atlanta 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.
- Connect Atlanta's Core Connection constitutes long-range routes through the City featuring highly visible and community-serving land uses. Connect Atlanta'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 and produced for the Atlanta Beltline Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data is not guaranteed. *All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.*
THE PLANNING PROCESS

COMMUNITY OUTREACH
A key component of the planning process was an 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 was held at 6:30 p.m. on March 26, 2018 at the Atlanta Community Food Bank. The meeting began with a brief presentation that summarized the kickoff meeting input received, a summary of the SWOT analysis and comments regarding the 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 lighting and security, control of street flooding, and more affordable housing options.

Study Group Meeting 2
The second Study Group Meeting was held on Saturday, April 28, 2018 at Mt. Ephram Church. The meeting began with a brief presentation that summarized the kickoff meeting input received, a summary of the SWOT analysis and comments regarding the 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, 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, continuation of the Proctor Creek Trail and the development of an incentive program to promote neighborhood retail.

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 10 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. The results of the breakout exercise indicated that the community was in support of 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 as well as 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, continuation of the Proctor Creek Trail and the development of an incentive program to promote neighborhood retail.

Study Group Meeting 5
The fifth Study Group Meeting was held on October 29, 2018 at Kipp Ways Academy. This meeting was an open discussion 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 continuation of the Proctor Creek Trail, adding sidewalks on major corridors, and the development of an incentive program to promote neighborhood retail.

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 led 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

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 27 for the list of invited stakeholders.*
Local students were recruited to participate in the planning process. Students from Douglass High School participated in the Study Group Meeting 2 workshop, held on Saturday, April 28, 2018 at Mt. Ephram Church.

*NOTE: The following section contains materials from the six study group meetings and the three stakeholder meetings. The materials for each meeting are organized in the following order:

1. Meeting Flyer
2. Meeting Summary
3. Handouts (when applicable)
4. Display Boards
5. PowerPoint Presentation

STAKEHOLDER INVITATIONS were regularly sent to the following people/organizations:

<table>
<thead>
<tr>
<th>STAKEHOLDER NAME</th>
<th>ORGANIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anita Harris</td>
<td>Fulton County District 4</td>
</tr>
<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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<tr>
<td>Christy Jackson</td>
<td>Office of Parks</td>
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<tr>
<td>Clara Kwon</td>
<td>Hunter Hills</td>
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<td>Daniel Calvert</td>
<td>Grove Park</td>
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<tr>
<td>Deborah Wright</td>
<td>Historic Westin Heights/Bankhead Neighborhood Association</td>
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<td>Dorothy Walker</td>
<td>NPU J</td>
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<tr>
<td>Drewell Thomas</td>
<td>Westside CID</td>
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<tr>
<td>Elbert Bartell</td>
<td>Atlanta Housing Authority</td>
</tr>
<tr>
<td>Elizabeth Hollister</td>
<td>School Board Representative District 5</td>
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<tr>
<td>Elon Osby</td>
<td>Mosley Park</td>
</tr>
<tr>
<td>Erika Mitchell</td>
<td>MARTA - Transit Oriented Development</td>
</tr>
<tr>
<td>Georgetta Holloway</td>
<td>Council Member District 3</td>
</tr>
<tr>
<td>Greg Floyd</td>
<td>Director of Office of Mobility</td>
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<tr>
<td>Ivory Lee Young, Jr.</td>
<td>Howell Station</td>
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<tr>
<td>Janide Sidifall</td>
<td>NPU K</td>
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<tr>
<td>Jarvis Lakemaker</td>
<td>English Ave Representative</td>
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<tr>
<td>Jason Allen</td>
<td>Office of Zoning Development/Land Use</td>
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<tr>
<td>Jennifer McIntosh</td>
<td>Westside Future Fund</td>
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<tr>
<td>Jessica Lavander</td>
<td>Riverside Neighborhood Association</td>
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<tr>
<td>Julia Billings</td>
<td>Marietta Street ARTery Association</td>
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<tr>
<td>John Ahman</td>
<td>Office of Mobility</td>
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<tr>
<td>Lindsey Hills</td>
<td>NPU G</td>
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<tr>
<td>Maria Molise</td>
<td>Vine City</td>
</tr>
<tr>
<td>Monique Forte</td>
<td>Westside Works</td>
</tr>
<tr>
<td>Qia Reynolds</td>
<td>UCDC</td>
</tr>
<tr>
<td>Pastor Dexter Johnson</td>
<td>KIPP Ways Advisory Board</td>
</tr>
<tr>
<td>Rev. Howard Beckham</td>
<td>West Highland</td>
</tr>
<tr>
<td>Rita B. Gibson</td>
<td>City of Refuge</td>
</tr>
<tr>
<td>Robert Hahn</td>
<td>Vice City</td>
</tr>
<tr>
<td>Robbie Burr</td>
<td>Knight Park</td>
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</tbody>
</table>

STUDENT ENGAGEMENT
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

WESTSIDE STUDY GROUP – SUBAREA 9 AND 10 MASTER PLAN UPDATE

Subarea 10 Master Plan Update - Appendix — October 2020
Atlanta Beltline, Inc.
Subarea 10 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

Meeting Attendees: Over 100 residents and stakeholders, ABI staff and the consulting team (the Collaborative, Inc., Noell Consulting, Atkins and Contente Consulting)

Throughout the presentation and subsequent activities, attendees remained engaged with ABI staff, the planning team and each other. Enthusiasm was expressed for the next Study Group meeting:
Saturday, April 28, 2018
Mount Ephraim Baptist Church 1202 West Marietta Street, NW
Subarea 10: 1PM - 3PM

Format for the 1st Half of the Meeting - PowerPoint (PPT) presentation by ABI staff and the Consulting team

The first meeting for Subarea 10 was held in conjunction with the meeting for the Subarea 9 Master Plan Update. The meeting began with an overview of the Atlanta BeltLine, the BeltLine’s vision and mission, the purpose of the Subarea Master Plan Updates and the update schedule. Changes that have occurred since the previous master plans were adopted; existing conditions; and previous plan goals and recommendations for land use, transportation and mobility, and open space were discussed individually for each Subarea. The following question was asked after the presentation:

Q: “Will the Atlanta Beltline offices be relocated near the trail?”
A: “We haven’t had any definitive plans about moving BeltLine offices. In fact, the alignment is still under consideration and so when we do start that process there will be a public engagement around that.”

Format for the 2nd Half of the Meeting - Large sheets of detailed information from the PowerPoint presentation were posted on the walls, staff from ABI and the consulting team were available to answer questions and provide additional information. There were three activity stations focused on obtaining community input/feedback regarding the subarea and the community’s vision, evaluation of the existing Master Plan goals as well as any goals that should be added, and identification of existing strengths, weaknesses, opportunities and threats.

Station 1 - Vision: On an index card and using one word, participants summarized their vision for their respective subarea.

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 were also identified.

Station 3 - SWOT Analysis: On a post-it note attendees identified the Strengths, Weaknesses, Opportunities and Threats

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 reoccurring 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
The previous Subarea 10 Master Plan land use goals emphasized preservation of neighborhoods and promotion of development centers.

**LAND USE**

**GOAL 1:**
Preserve historic resources and encourage adaptive reuse of buildings

**GOAL 2:**
Create a safe environment for residents and businesses

**GOAL 3:**
Ensure a mix of quality housing options

**GOAL 4:**
Strengthen employment and commercial centers

**GOAL 5:**
Promote transit-oriented mixed use development

**GOAL 6:**
Protect single-family neighborhoods and neighborhood transitions

**GOAL 7:**
Improve neighborhood retail services

**GOAL 8:**
Create opportunities for public art

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

*Are these goals still valid?*

...DID WE MISS ANYTHING?
...DID WE MISS ANYTHING?
MOBILITY

PREVIOUS PLAN:

PROPOSED MOBILITY

...DID WE MISS ANYTHING?

OPEN SPACE

GOAL 1:
Enhance opportunities for safe community gatherings

GOAL 2:
Provide a connected network of parks and greenspaces

GOAL 3:
Preserve historic features and enhance greenspaces

GOAL 4:
Restore degraded environmentally-sensitive areas

...DID WE MISS ANYTHING?

The previous Subarea 10 Master Plan parks and open space goals were broad-based and community-oriented. Are these goals still valid?
MOBILITY

GOAL 1: Connect neighborhoods and link them to destinations by enhancing the street grid.

GOAL 2: Coordinate multi-modal transportation improvements with new development to make transit a more viable and accessible means of travel.

GOAL 3: Provide trails and pedestrian-friendly streets to improve neighborhood walkability and safety.

GOAL 4: Improve transportation safety along major corridors while respecting the urban context of the area.

...DID WE MISS ANYTHING?

Are these goals still valid?
SUBAREA 10: WEAKNESSES + THREATS

22 miles, connecting 45 neighborhoods

- 22 MILES of transit
- 1,100 ACRES of environmental clean-up
- 46 MILES of streetscapes and complete streets
- $10-20B in economic development
- 33 MILES of urban trails
- 30,000 permanent jobs
- 1,300 ACRES of new greenspace
- 46,000 construction jobs
- 700 ACRES of new greenspace
- 5,600 affordable units
- CORRIDOR-WIDE public art, historic preservation, and arboriculture
- 28,000 new housing units
Atlanta BeltLine Vision & Mission

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

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

Meeting Agenda

- Subarea Master Plan Update Purpose and Process
  - What's occurred since 2009-2010?
    - 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 Purpose

- 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
Subarea 9 & 10 Master Plan Team

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
### Plans

**2009 - present**

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

### Changes in Subarea 9 and 10 since 2010

- Approxi. 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 10 Master Plan land use goals emphasized preservation of neighborhoods and promotion of development centers.

**GOAL 1:** Preserve historic resources and encourage adaptive reuse of buildings

**GOAL 2:** Create a safe environment for residents and businesses

**GOAL 3:** Ensure a mix of quality housing options

**GOAL 4:** Strengthen employment and commercial centers

**GOAL 5:** Promote transit-oriented mixed use development

**GOAL 6:** Protect single-family neighborhoods and neighborhood transitions

**GOAL 7:** Improve neighborhood retail services

**GOAL 8:** Create opportunities for public art

The previous Subarea 10 Master Plan highlighted three concept nodes.

1. Maddox Park
2. Luden Way
3. Boone Boulevard

Concept nodes were chosen based upon:

- Location (within the TAD boundary)
- Proximity to the BeltLine
- Realistic redevelopment potential (short, mid, long-term)

*All or partly adapted into 2016 Comp Plan*

Are these goals still valid?

**Land Use**
1. Preserve historic resources + encourage adaptive reuse of historic bldgs.
2. Create a safe environment for residents and businesses
3. Ensure a mix of quality housing options
4. Strengthen employment and commercial centers
5. Promote mixed-use development within the TAD
6. Protect single-family neighborhoods
7. Improve neighborhood retail services
8. Create opportunities for public art

**Issues:**
- Intersection Alignment and Operations
- Street Grid
- Pedestrian Crossings
- Rail Crossings
**Subarea 10**

**Existing Conditions: Mobility**

- DL Hollowell Pkwy (part)
- JE Boone Blvd (part)
- Lionel Hampton Trail
- Westside BeltLine Trail

**Subarea 10**

**Existing Conditions: Transportation Facilities**

- Lionel Hampton Trail
- JE Lowery Blvd & JE Boone Blvd

**Previous Plan: Recommendations**

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

- New Transit Routes
  - Beltline Transit
  - DL Hollowell Pkwy BRT

- Extension of MARTA Green Line
  - New infill station near Boone Blvd.

- Streetcar Lines

- Bike Facilities
  - Bike Lanes on JE Lowery Blvd, Brawley Dr., and Boone Blvd
  - Multi-use Path (Proctor Creek)
**Are these goals still valid?**

**Mobility**

1. Connect neighborhoods and link them to destinations by enhancing the street grid.

2. Coordinate multi-modal transportation improvements with new development to make transit a more viable and accessible means of travel.

3. Provide trails and pedestrian-friendly streets to improve neighborhood walkability and safety.

4. Improve transportation safety along major corridors while respecting the urban context of the area.

---

**Open Space**

Boone Park West will combine passive and active recreational opportunities with stormwater management practices that reduce the impacts of flooding.

---

**Previous Plan Goals: Mobility**

1. Connect neighborhoods and link them to destinations by enhancing the street grid.

2. Coordinate multi-modal transportation improvements with new development to make transit a more viable and accessible means of travel.

3. Provide trails and pedestrian-friendly streets to improve neighborhood walkability and safety.

4. Improve transportation safety along major corridors while respecting the urban context of the area.

---

**Open Space Goals**

1. Enhance opportunities for safe community gathering and youth recreation.

2. Provide a connected network of well-maintained parks and green spaces.

3. Preserve historic features and enhance public access to parks and green space.

4. Reclaim and rehabilitate degraded environmentally sensitive areas.

5. Establish strong park edges.
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)

**Community Input Activity: Breakout Session**

*Step 1. Separate* into your subareas on either side of the room.

*Step 2. Consultant team will be available for questions.*

*Switch topics after 20 minutes.*

**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.

**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!
Are you ready to help further design your community? Join us for a community design workshop as a part of the Subarea 9 and 10 Master Plan Update.

This is an opportunity to refine previous recommendations from the existing master plan and give your input and ideas on community fabric, land use (e.g. mixed use, housing, commercial services), transportation facilities (e.g. trails, sidewalks, bikes,) existing streets and parks & open space.

The meeting schedule(s) are as follows:

- Presentation
- Input at stations throughout the room
- Final questions and input

DATE
Saturday, April 28, 2018

TIME
Subarea 9
10:00am-12:00pm
Subarea 10
1:00pm-3:00pm

LOCATION
Mount Ephraim Baptist Church

ADDRESS
1202 West Marietta St
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. Bike racks available on site.
- Free parking available on site.

FOR MORE INFORMATION:
wfuller@atlbeltline.org // 404-477-3574
www.beltline.org/engage-meetings
Subarea 10 Master Plan Update - Community Workshop Meeting Summary

Study Group Meeting 2
Saturday, April 28, 2018 1:00 PM – 3:00 PM
Mount Ephraim Baptist Church – 1202 West Marietta St. NW, Atlanta, GA 30318

Meeting Overview: On Saturday April 28th at 1:00 pm Subarea 10 residents and those interested in learning more about the Atlanta Beltline Subarea 10 Master Plan Update met at Mount Ephraim Baptist Church. This meeting followed the Subarea 9 meeting, which was held from 10:00am until 12:00pm. Excluding the consulting team and ABI staff, approximately ten people were in attendance. The meeting began with a PowerPoint presentation followed by a question-and-answer session. Attendees were 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, land use and potential redevelopment areas, and a draft street framework transit/greenway trail plan.

Subarea 10 Q&A:

Q: Are we assuming that the City of Atlanta is going to act on the expansion of Maddox Park?
A: The City has kicked off a Park Master Plan. The city will consider the expansion of Maddox Park as a part of the plan; the City is taking the lead on park planning.

Q: What phase are we in for the Subarea 9 and 10 Plan? Once there is an approved plan, is there a list of developers already in place to move forward?
A: We are in Phase 2 of the plan. The plan is intended to be a tool for the City so that when developers do come to do business, there is a plan in place to use as a framework that defines what residents want.

Board 1 - Subarea Context: Participants were asked to review the display board and add comments directly on the board using post-it notes:
- This is where trail should cross over MARTA due to gulch of tracks to get under street. Cap it and Green it!
- What housing development is planned for Westview Drive and Lawton Street High Rise for Senior on Corner New Urban Farm

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 10 master plan goals, and using post-it notes, to add comments directly on the board:
- Senior attainable housing at Bankhead next to Grady out-patient building
- Lighting; sidewalks clear of ground vegetation
- Make development incentives index to help developers better understand TAD/In-state and other funding sources
- Allow greater height to make housing more attainable with office/retail in mix
- Skateboard/Bicycle Park
- Figure out how to avoid/grade separate CSX as much as possible
- Maddox Park Expansion crucial to providing lower-cost development and housing alternatives to Quarry Yards development
- Provide access to Westside Park for Bankhead and English Avenue

Board 3 - Summary of the S.W.O.T. Analysis from the 3.26.18 Meeting: Participants were asked to review the feedback regarding the Subarea 10 Strengths Weaknesses from the kick-off meeting Opportunities and Threats Analysis (SWOT) and add comments directly to the board using post-it notes:
- Proximity to Bankhead MARTA and Proctor Creek Greenway trail
- Great location to transit and Atlanta activities, including the airport
- Potholes need to be addressed
- Safe (non-Hollowell) walking route to Bankhead MARTA and Westside Park
- Manhole at Pelham Street and Simmons Street floods almost every time it rains
- Street flooding on Parsons and Cross Street
- Expelode zoning to MRC-3 if 44% of lot for multi-family has at least 50% attainable housing at 80% AMI or 75% at 60% AMI
- Lack of affordable housing
- How do we ensure residents can get jobs?
- MARTA infill station of Beltline and Boone can transform this area
- Maddox Park expansion/adjacent development can offset rapid gentrification due to Quarry Yards
- Consider partnering with grocery delivery services to help senior citizens shop more easily
- Many vacant homes and land in Bankhead

Boards 4 and 5 - Previous Plan Land Use + Land Use and Development Areas: Participants were asked to review the development areas recommended in the previous Subarea 10 Master Plan and preliminary redevelopment recommendations and, using post-it notes, to add comments directly on the boards. Additionally, participants were asked to respond to two questions that focused on prioritizing areas for redevelopment.

Previous Plan Land Use Comments
- Encourage balance of development around park; like O4W park
- More pockets of unique things, bike paths linking sports/games/parks to shops
- How will density/population get across CSX to connect west and eastside; Get rid of industrial
- More artwork and historical/themed presence (See Melbourne, Vic Australia)
- MARTA infill station at Beltline and Boone needed to anchor high-density mixed-use development

Previous Plan Land Use and Development Areas Comments
- Skateboard/Bicycle Park
- Add a node west of Maddox Park; balance is important to activate everything; size and scale; identify and include Urban Creek Partner Plans into additional “nodes”
- Westside Land Use Plan shows high density - this will put pressure on the west half of Lowery because it is all currently single family residential

Question 1: Reviewing the photos, list the three types of development that you would like to see more of in Subarea 10? Synthesis of Answers:
- Commercial use of warehouses on White Street
- Mixed-use development on MLK from Brawley to Washington High School
- Low-rise development on Lowery from MLK to Hollowell
Question 2: Where would you like to see development occur first? List your top priority areas for redevelopment. Synthesis of Answers:
- MLK to West End/Lowery - small businesses
- MLK to Boone/Lowery - Residential High Rise
- Lowery to W. Marietta - commercial/business

Board 5 - Draft Street Framework Transit/Greenway Trails Plan: Participants were asked to review a draft street framework plan that included transit and trails and using post-it notes add comments directly on the board. They were also asked three questions that focused on prioritizing transportation related improvements.

Draft Street Framework Transit/Greenway Trails Comments
- Need traffic lights adjusted on Lowery to keep traffic flowing during rush hour; Boone to West End Southbound one lane
- This is the best spot to get Beltline on MARTA due to gulch track configuration; Be sure MARTA would build this station for 6x car trains and future transit
- Wide sidewalks and great lighting always!!
- Provide places along city streets for pedestrians to take pauses on benches dispose of garbage
- Connect Jackson Street to Gary Avenue on Westside of MARTA. Make connection as shown and try to provide parking for Bellwood Park, MARTA, overall residents
- North Avenue is a dead-end for vehicles; discourages police patrols and promotes crime and drug activity; the area between BeltLine and Simmons is scary and unsafe
- North Avenue expansion is critical for pedestrian access to Westside Park via Proctor Creek Greenway; it’s also the east connection route to the Bankhead MARTA

Question 1: List any intersections or corridors where you would like to see improvements. Synthesis of Answers:
- Lowery - traffic flow
- Traffic going to MLK for westbound I-20
- Alternating at Lucille when school is out

Question 2: List any areas where you would like to see additional greenway trail connections and/or trailheads. Synthesis of Answers:
- Clear Mark Lionel Hampton Trail merger with BeltLine
- Improve security for Washington and Mozley Park
- Repurpose YMCA on Ollee Street by Washington Park

Question 3: Where you would like to see transportation improvements occur first? List your top priority transportation improvements. Synthesis of Answers:
- Need enhanced security at Ashby MARTA Station Park-and-Ride and for Lowery and MLK businesses
- Widen sidewalks for wheelchairs

The worksheet also requested that participants share their general comments:
Send email of decisions resulting at June and August meetings to previous attendees for comments
COMMUNITY ENGAGEMENT BREAKOUT 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 Kick-off Meeting are summarized below:

- Green Dots: Top two priority goals
- Red Dots: Goal that is the lowest priority

**GOAL DESCRIPTION**

The Cute Shuttle needs to be added into the mobility map

**MOBILITY**

- Connect neighborhoods and link them to destinations by enhancing the street grid
- Coordinate multi-modal transportation improvements to make transit a more viable and accessible means of travel
- Provide trails and pedestrian-friendly streets to improve neighborhood walkability and safety
- Improve transportation safety along major corridors while respecting the urban context of the area

- Enhance opportunities for safe community gatherings
- Provide a connected network of parks and greenspaces
- Preserve historic features and enhance greenspaces
- Restore degraded environmentally-sensitive areas

**LAND USE**

- Preserve historic resources and encourage adaptive reuse of buildings
- Create a safe environment for residents and businesses
- Ensure a mix of quality housing options
- Strengthen employment and commercial centers
- Promote transit-oriented mixed-use development
- Protect single-family neighborhoods and neighborhood transitions
- Improve neighborhood retail services
- Create opportunities for public art

**OPEN SPACE**

- Do not extend North Avenue to Lowery
- Express MARTA buses
- More grocery stores with fresh-organic veggies and fruits
- Rava Whitehead YMCA at Washington Park as rec-based development - currently an eyesore
- Mountain biking trail

**ADDITIONAL COMMENTS**

**MOBILITY**

- The Cute Shuttle needs to be added into the mobility map
- Lack of proper storm-drainage severely impedes alternative transportation
- Senior housing near MARTA stations
- More grocery stores with fresh-organic veggies and fruits

**OPEN SPACE**

- Rava Whitehead YMCA at Washington Park as rec-based development - currently an eyesore
- Mountain biking trail

**LAND USE**

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**OPEN SPACE**

- Enhance opportunities for safe community gatherings
- Provide a connected network of parks and greenspaces
- Preserve historic features and enhance greenspaces
- Restore degraded environmentally-sensitive areas

**STRENGTHS**

- Affordable housing
- Historic area
- Community gathering areas and organizations
- Culturally-rich
- Rich history + proud residents
- Transit access and train station
- Opening of the Beltline Trail! Finally putting Washington Park on people’s minds

**WEAKENESSES**

- Lack of quality housing/vacant housing
- Lack of safe alternate transit (ped/bike)
- Poor infrastructure/storm drainage
- Need more lighting and walkable sidewalks
- Food desert
- High schools - Douglass Cluster
- Limited sidewalks; invasive plants obstruct path
- Lack of art
- Bikeability
- Alignment of streets and bike trails on traffic flow
- Abandoned, dilapidated building
- Bathroom needed in Maddox Park
- Water fountains needed in Maddox Park
- Area east of Beltline near Maddox is very low access and dangerous roads
- Pelham and Simmons Corner floods very frequently
- JJS Corner Store on Lowery, lots of street flooding

**OPPORTUNITIES**

- Off-road bike trails
- Planning for food and shopping area
- More stores with organic fruits and vegetables
- Help neighbors in Vine City, English Avenue, Bankhead, etc, get involved in this planning - many don’t have internet access
- Help lower-income neighbors gain access to resources (i.e. food, job, education, etc) through transportation and development

**THREATS**

- Lack of commercial zoning in NPU-K
- Low-quality renovations
- Not enough senior affordable housing
- Renters at risk
- Limited job opportunities for higher education

COMMUNITY ENGAGEMENT BREAKOUT ACTIVITY RESULTS

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.
WHAT ARE YOUR THOUGHTS ON LAND USE FROM THE PREVIOUS MASTER PLAN? ARE WE MISSING ANYTHING?

DIRECTIONS
1. Use sticky notes to tell us if we missed anything, and place them on the map.

DO YOU HAVE ANYTHING TO ADD ABOUT THE PREVIOUS SUBAREA 10 LAND USE DEVELOPMENT NODES (BLUE)? WHAT ABOUT THE PROPOSED DEVELOPMENT NODES (RED)?

DIRECTIONS
1. Use sticky notes to tell us if we missed anything, and place them on the map.
WHAT ARE YOUR THOUGHTS ON THE DRAFT STREET FRAMEWORK AND TRAILS PLAN? ARE WE MISSING ANYTHING?

DIRECTIONS
1. Use sticky notes to tell us if we missed anything, and place them on the map.

DRAFT Street Framework, Transit, & Greenway Trails Plan
Atlanta BeltLine Subarea 10

22 miles, connecting 45 neighborhoods

Atlanta BeltLine Subareas 10 Master Plan Updates April 28, 2018

22 MILES of transit

1,100 ACRES of environmental clean-up

$10-20B in economic development

46 MILES of streetscapes and complete streets

30,000 permanent jobs
48,000 construction jobs

33 MILES of urban trails

7,000 new housing units

1,300 ACRES of new greenspace

28,000 acres of renovated greenspace

CORRIDOR-WIDE
public art, historic preservation, and arboretum
Atlanta BeltLine Vision & Mission

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

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

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 Purpose

• The original 10 Subarea Master Plans completed ~10 years ago
  • 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

Study Group 1: Kick-off Meeting
Study Group 2: Workshop (*You are here)
• 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: Hagar’s Palace 19 Joseph E. Lowery Blvd. NW 30314

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 10 Workshop Agenda

- Subarea Master Plan Update Purpose and Process
- Subarea 10 PowerPoint Presentation
  - Context
  - Community Engagement Results – Study Group Meeting 1
  - Market Analysis
  - Land Use + Revitalization Opportunities Analysis
  - Mobility + Connectivity Analysis
- Workshop Activities
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: Vision Board

Attendees were asked to describe their vision for the Subarea by writing one word on a post-it note to place on the Subarea "Vision Board."

**PLACEMAKING + COMMUNITY**
- Community
- Connectivity
- Placemaking
- Destination
- End Destination
- Desirability
- Trendy

**MOBILITY**
- Connectivity
- Improved MARTA Services
- Bridge/Tunnel

**LAND USE**
- Outdoor Activities
- Nature Trails For Hikers and Mountain Bikers
- Mountain Biking
- More Atlanta University Center Student Involvement

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 Area
- Community Gathering Areas and Organizations
- Culturally Rich
- Rich History + Proud Residents

**STRENGTHS: MOBILITY**
- Transit Access and Train Station

**STRENGTHS: OPEN SPACE**
- Community Gathering Areas and Organizations
- Opening of the Beltline Trail! Finally Putting Washington Park on People’s Minds

**STRENGTHS: LAND USE**
- Affordable Housing
- Historic Area
- Community Gathering Areas and Organizations

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<thead>
<tr>
<th>Plans</th>
<th>2009 - present</th>
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<tr>
<td>Vine City/Washington Park LCI</td>
<td>2009</td>
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<td>Atlanta Region Plan 2040</td>
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<td>Tier 1 Final Environmental Impact Statement</td>
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<td>City of Atlanta Capital Improvements Program &amp; Community Work Program</td>
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<td>Proctor Creek Greenway Trail Master Plan &amp; Implementation Strategy</td>
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<td>D3 Westside Revive</td>
<td>2018</td>
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<tr>
<td>Art on the Atlanta BeltLine</td>
<td>2018</td>
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</tbody>
</table>
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:

- Lack of Art
- Lack of Safe Alternate Transit (Ped/Bike)
- Poor Infrastructure/Storm Drainage
- Need More Lighting and Walkable sidewalks
- Limited Sidewalks; Invasive Plants obstruct path
- Bikeability

Weaknesses: Land Use

- Non-quality housing/vacant housing
- Food desert
- Abandoned, Dilapidated Building

Weaknesses: Mobility

- Alignment of Streets and Bike Trails on Traffic Flow
- Area East of BeltLine Near Maddox is Very Low Access and Dangerous Roads
- Pelham and Simmons Corner Floods Very Frequently
- JF’S Corner Store on Lower, Lots of Street Flooding
- Poor Infrastructure/Storm Drainage
- Bathroom Needed in Maddox Park
- Water Fountain Needed in Maddox Park
- Pelham and Simmons Corner Floods Very Frequently
- JF’S Corner Store on Lower, Lots of Street Flooding

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

Opportunities: Land Use

- Planning for Food and Shopping Area
- More Stores with Organic Fruits and Vegetables
- Help Lower-income neighbors gain access to Resources (e.g., food, job, education, etc.) through transportation and development

Opportunities: Mobility

- Off-road bike trails
- Help neighbors in Vine City, English Avenue, Bankhead, etc. get involved in this planning - Many don’t have internet access

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 low-priority goals.

- Connect neighborhoods and link them to destinations by enhancing the street grid
- Coordinate multi-modal transportation improvements to make transit a more viable and accessible means of travel
- Provide trails and pedestrian-friendly streets to improve neighborhood walkability and safety
- Improve transportation safety along major corridors while respecting the urban context of the area

The greatest support was shown for coordinating multi-modal transportation improvements and providing trails and pedestrian-friendly streets to improve walkability and safety.
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 low-priority goals.

- Enhance opportunities for safe community gatherings
- Provide a connected network of parks and greenspaces
- Preserve historic features and enhance greenspaces
- Restore degraded environmentally-sensitive areas

The greatest support was shown for restoring degraded environmentally-sensitive areas.

3.26.18 Kickoff Meeting: Land Use Goals

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

- Preserve historic resources and encourage adaptive reuse of buildings
- Create a safe environment for residents and businesses
- Ensure a mix of quality housing options
- Strengthen employment and commercial centers
- Promote transit-oriented mixed-use development
- Protect single-family neighborhoods and neighborhood transitions
- Improve neighborhood retail services
- Create opportunities for public art

The greatest support was shown for improving neighborhood retail services and creating opportunities for public art.

4.11.18 Student Outreach

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

Demographics
- Losses in lower-income residents from 2000-2018, all age ranges
  *Subarea 10 had a total of 6,039 households in 2000 versus 4,001 households in 2018, a 34% reduction
  *91% or 1,860 of households moving out of the area made under $25,000
- Small gains in households with higher incomes
- Percent of households with bachelor degrees is increasing
- Majority of the households are renter-occupied
- Top workplace locations for Subarea 10: 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 2015
- Median home price for new and resale single family homes was $76,700.00 in 2017
- Few new single family homes sold, as values don’t justify current construction costs
- Increasing amount of resales, with prices rising since 2017
- Overall one of the most affordable areas along the BeltLine with a high concentration of homes under $100,000

Commercial Market
- Increasing retail and office traffic just outside the Subarea, mostly Downtown and near the stadiums
- Not much activity occurring in the Subarea relative to other areas of the City and to Subarea 9, as much of the area is developed with single family uses
- Potential spillover from Subarea 9, if catalytic sites, such as Urban Creek Partners, move forward
- Potential commercial development opportunities are primarily along Hollowell and Boone

Limited Redevelopment Sites:
- Primarily existing single family communities
- Some potential along Boone and Maddox Park – but longer term

Moderate Demand for:
- Limited Rental Apartments and Office infill
- Will see some new construction single family

Future Demand for:
- 5+ years will bring demand for infill townhomes and higher concentration of apartments and office

*Note: Demand is based on the existing and projected number of residential units
Subarea 10:
Land Use Analysis:
Master Plan Development Areas

The previous Subarea 10 Master Plan highlighted specific development nodes that are highlighted with blue boundary lines. Additional areas highlighted with red boundary lines have a realistic potential for redevelopment and are recommended for additional study as a part of the Master Plan Update.

Subarea 10:
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 Parkway
• Boone Boulevard
• ML King Jr Drive
• Lowery Boulevard
• Westview Drive

MAJOR ISSUES:
• Missing street connections in the northern part of the Subarea
• Missing sidewalks and sidewalks in poor condition
• ADA non-compliant intersections on Westview Dr. and Lowery Blvd.
• Need for improved pedestrian crossings at high volume pedestrian intersections

DRAFT RECOMMENDATIONS:
• Improve ADA accommodation on Westview Drive and Lowery Blvd and in other key locations
• Provide street or multi-use trail connection from North Avenue east of the Beltline to North Avenue west of the BeltLine
• Look at option for bike lanes on Lowery Blvd between ML King Jr Drive and Boone Blvd
• Improve railroad crossings

DRAFT RECOMMENDATIONS HEARD FROM THE PUBLIC:
• Improved safe walking and biking access to transit

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
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.

Questions

Thank you!
Subarea 10 Master Plan Update
Stakeholder Meeting
June 18, 2018 – 6:30PM – 8:00PM
Atlanta Beltline, Inc.

ABI Staff Attendees:
Lynnette Reid, Beth McMillan

Consultant Team Attendees
Angela Parker, Amy Bledsoe, Contente Terry, Steve Noble, David Laube

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: 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 9 Master Plan Update. Approximately 15 stakeholders were in attendance.

Overview of Draft Land Use and Circulation Recommendations:

Draft Future Land Use Plan:
• Increase park space west and south of Maddox Park to be consistent with the Proctor Creek Greenway
• Convert industrial properties east of Maddox Park to mixed-industrial (with proper transitions to single-family)
• Increase the number of medium-density multi-family properties to the southeast and southwest of Maddox Park
• Incorporate medium-density mixed-use development (MU 5-9 stories) at the intersection of Mayson Turner Rd. and J.E. Boone Blvd. and at the intersection of Boone Blvd. and the future BeltLine corridor
• Expand the number of multi-family parcels by converting vacant land off J.E. Boone Blvd. to multi-family 1-4 stories.

Draft Circulation Plan (Bike/ Pedestrian):
• Add ADA curb ramps to intersections with sidewalks that are non-compliant
• Improve pedestrian at-grade rail crossings on J.E. Boone Blvd., Mayson Turner Rd. and Chappell Rd. (prior to streets upgrades)
• Evaluate adding sidewalks on Chicamauga to provide improved pedestrian access
• Repair/replace portions of sidewalk
• Continue Proctor Creek Trail south under D.L. Hollowell Pkwy. to and through Maddox Park
• Evaluate connecting North Ave. east of the BeltLine and North Ave. west of the BeltLine
• Complete bike route along J.E. Boone Blvd.
• Improve bike and pedestrian connections along Lena St., at the Ashby MARTA station, the BeltLine, and the Lionel Hampton Trail.

Draft Circulation Plan (Vehicular):
• Complete planned streetcar/LRT/BRT routes along D.L. Hollowell Pkwy, J.E. Boone Blvd., J.E. Lowery Blvd., and Westview Dr.
• 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
• 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
• Evaluate various intersection improvements
• Add all-way pedestrian phase to signal at J.E. Lowery Blvd. and MLK Jr. Dr.
• Add pedestrian lead time to phasing of signal at Boone Blvd. and J.E. Lowery Blvd.
• Evaluate the need for traffic calming measures on Westview Dr. in the vicinity of Lawton Drive.

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 Monday August 13th, 6:30 – 8:00

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
Subarea 10

Context

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
- Atlanta City Design
- D3 Westside Revive
- Art on the Atlanta BeltLine

Major Changes Since 2010

- 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
Development Activity in Subarea 10

What We’ve Heard

**Strengths and Opportunities**
- Culturally rich history and proud residents
- Strong sense of community, lots of community gatherings
- Affordable housing
- Transit access
- Recently opened BeltLine Westside Trail

**Weaknesses and Threats**
- Lack of a food and other retail options
- Abandoned and dilapidated buildings
- Lack of affordable senior housing options
- Renters at risk
- Flooding/Stormwater infrastructure
- Lack of safe bike and pedestrian infrastructure
- Limited job opportunities

**Consolidated Comments**
- Enhance retail and entertainment options
- Enhance the bike/sidewalk network - Provide safe bike and pedestrian access to Westside Reservoir Park, Bankhead MARTA Station, Proctor Creek Greenway and existing and future activity nodes
- Advance streetscape improvements
- Advance improvements to Maddox park
Demographics

- Losses in lower-income residents from 2000-2018, all age ranges
  *Subarea 10 had a total of 6,039 households in 2000 versus 4,001 households in 2018, a 34% reduction
  *91% or 1,860 of households moving out of the area made under $25,000
- Small gains in households with higher incomes
- Percent of households with bachelor degrees is increasing
- Majority of the households are renter-occupied

- Top workplace locations for Subarea 10: 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 2015
- Median home price for new and resale single family homes was $76,700.00 in 2017
- Few new single family homes sold, as values don’t justify current construction costs
- Increasing amount of resales, with prices rising since 2017
- Overall one of the most affordable areas along the BeltLine with a high concentration of homes under $100,000

Commercial Market

- Increasing retail and office traffic just outside the Subarea, mostly Downtown and near the stadiums
- Not much activity occurring in the Subarea relative to other areas of the City and to Subarea 9, as much of the area is developed with single family uses
- Potential spillover from Subarea 9, if catalytic sites, such as Urban Creek Partners, move forward
- Potential commercial development opportunities are primarily along Hollowell and Boone

What We’ve Heard

**Support For:**
- Previous Master Plan Goals
- Land uses and densities of the previous Master Plan
- Draft Street Framework and Trails Plan
Limited Redevelopment Sites:
- Primarily existing single family communities
- Some potential along Boone and Maddox Park – but longer term

Moderate Demand for:
- Limited Rental Apartments and Office infill (adaptive reuse)
- Will see some new construction single family

Future Demand for:
- 5+ years will bring demand for infill townhomes and higher concentration of apartments and office

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

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<tr>
<th>Land Use</th>
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The previous Subarea 10 Master Plan land use goals emphasized preservation of neighborhoods and promotion of development centers.

GOAL 1: Preserve historic resources and encourage adaptive reuse of buildings
GOAL 2: Create a safe environment for residents and businesses
GOAL 3: Ensure a mix of quality housing options
GOAL 4: Strengthen employment and commercial centers
GOAL 5: Promote transit-oriented mixed use development
GOAL 6: Protect single-family neighborhoods and neighborhood transitions
GOAL 7: Improve neighborhood retail services
GOAL 8: Create opportunities for public art

SA 10 Development Product Matrix

The previous Subarea 10 Master Plan land use goals emphasized preservation of neighborhoods and promotion of development centers.

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GOAL 6: Protect single-family neighborhoods and neighborhood transitions
GOAL 7: Improve neighborhood retail services
GOAL 8: Create opportunities for public art

Subarea 10: Previous Plan Goals and Land Use

• Increase park space east and south of Maddox Park to be consistent with the Proctor Creek Greenway
• Convert industrial properties east of Maddox Park to mixed-industrial and mixed residential (townhomes)
• Increase the number of medium-density multifamily properties to the southeast and southwest of Maddox Park
• Incorporate medium-density mixed-use development (MU 5-9 stories) at the intersection of Mayson Turner Rd. and J.E. Boone Blvd. and at the intersection of Boone Blvd. and the future BeltLine corridor
• Expand the number of multifamily parcels by converting vacant land south of J.E. Boone Blvd. to Multifamily 1-4 stories.
• Maintain existing community facilities

Subarea 10 Development Product Matrix

Subarea 10: Draft Future Land Use Plan

• Increase park space east and south of Maddox Park to be consistent with the Proctor Creek Greenway
• Convert industrial properties east of Maddox Park to mixed-industrial and mixed residential (townhomes)
• Increase the number of medium-density multifamily properties to the southeast and southwest of Maddox Park
• Incorporate medium-density mixed-use development (MU 5-9 stories) at the intersection of Mayson Turner Rd. and J.E. Boone Blvd. and at the intersection of Boone Blvd. and the future BeltLine corridor
• Expand the number of multifamily parcels by converting vacant land south of J.E. Boone Blvd. to Multifamily 1-4 stories.
• Maintain existing community facilities

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

1. Connect neighborhoods and link them to destinations by enhancing the street grid.

2. Coordinate multi-modal transportation improvements with new development to make transit a more viable and accessible means of travel.

3. Provide trails and pedestrian-friendly streets to improve neighborhood walkability and safety.

4. Improve transportation safety along major corridors while respecting the urban context of the area.

**Subarea 10: Draft Circulation (Vehicular) Plan**

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

**Subarea 10: Open Space**

**Previous Subarea 10 parks and open space goals were broad-based and community-oriented.**

**GOAL 1:**
Enhance opportunities for safe community gatherings

**GOAL 2:**
Provide a connected network of parks and greenspaces

**GOAL 3:**
Preserve historic and features and enhance greenspaces

**GOAL 4:**
Reclaim and rehabilitate degraded environmentally-sensitive areas

**GOAL 5:**
Establish strong park edges
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
Subarea 10 Master Plan Update – Community Meeting

Study Group Meeting 3
June 25, 2018 6:30 pm – 8:00 pm
Hagar’s Palace – 19 Joseph Lowery Blvd, Atlanta, GA 30314

Meeting Overview: On Monday June 25th, the Atlanta Beltline hosted residents and stakeholders from the Westside Study Group at Hagar’s Palace to discuss draft recommendations for the Subarea 10 Master Plan Update. The meeting was held in conjunction with the meeting for the Subarea 9 Master Plan Update. The meeting was the third in a series of four public forums that have engaged the community in redefining the future land use and circulation vision for the area.

The meeting began with a presentation of the Subarea Master Plan Update purpose, schedule and process, followed by a recap of the vision, goals, strengths, weaknesses, opportunities and threats (SWOT analysis) from previous meetings. A high-level overview of the demographics and market conditions was presented along with Subarea 10 land use, mobility, goals and strategy recommendations. The presentation highlighted the recommendations for Subarea 9 as well, although in a separate section of the Power Point presentation.

Following the presentation, the planning team fielded questions and comments from the attendees who sought assurance that the Master Plan recommendations address or provide solutions to a number of concerns. Questions and concerns expressed the need to:

- Include affordable housing options for seniors, including tiny house options
- Provide the source of the area home values cited in the presentation
- Limit the impact of future development on natural resources and storm and wastewater infrastructure
- Address the lack of sidewalks and the dead-end on North Avenue that continues to compromise pedestrian safety and access
- Address affordability and displacement utilizing Inclusionary Zoning, the Neighborhood Stabilizations Plan, as well as identifying additional resources

Following the Q&A session, participants were able to review display boards for Subarea 10 and apply comments to the boards using post-it notes as well as converse with team members regarding the recommendations.

Comments Placed on the Boards

Street Framework Plan – The map showed proposed street network improvements. Comments:
- Extend North Avenue to accommodate vehicular traffic

Circulation (Vehicular) Plan – The map provided recommendations regarding reconfiguration of existing streets and intersection improvements. Questions and comments:
- Priority should not be given to bike lanes, we need other amenities more than bike lanes
- Cycling is not a viable transportation option for everyone – do not reduce capacity to provide bike lanes that benefit just a few people (2 red dots on street retrofit of Lowery and of Boone to provide bike lanes)
- Traffic on Lowery is heavy and will increase - do not add bike lanes without other adjustments to accommodate vehicular traffic
- Complete planned streetcar/ LRT/ BRT routes (1 green dot)
- Evaluate various intersection improvements (2 green dots)

Circulation (Bike and Pedestrian) Plan – The map included recommendations to evaluate new trails and sidewalk, bike lane and streetscape improvements. Comments:
- Connection of North Avenue is crucial (2 green dots)
- Reopen MARTA parking lots at Ashby Station on game and heavy parking days to help reduce parking on Lena Street
- Do not complete more of BeltLine Trail until current trail includes spur trails that provide access to current residents
- Enhance walkability to and from Beltline to Walmart, Chick Filet, etc.
- Pave street leading to Lionel Hampton Trail (Willis Mill)
- More police and MARTA police surveillance needed at Ashby Station. I have lived here for seven years and do not feel safe walking to BeltLine
- Continue Proctor Creek Trail south under D.L. Hollowell Pkwy to and through Maddox Park (1 green dot)

Mobility and Open Space Goals and Strategies – No Comments

Future Land Use – The map proposes land use changes to support future redevelopment. Comments:
- Preserve tree canopy (a minimum of 5 acres) on industrial property adjacent to Maddox Park
- Provide land use information for the Ashby Station area; consider more development in this area such as live-work housing, more commercial development
- Convert industrial properties east of Maddox Park to mixed industrial with proper transitions to single family (1 green dot)
- Increase park space west and south of Maddox Park to be consistent with the Proctor Creek Greenway (1 green dot)

Land Use Goals and Strategies – Comments:
- Goal 2 – Strengthen employment and commercial centers
  - Comment: More commercial zoning and development needed
- Goal 5 – Create opportunities for Public Art (One green dot)
  - Comment: No more jail photos! Add residents to juries for art section
- Goal 6 – Create a safe environment for residents and businesses
  - Comment: I don’t feel safe – residents need to feel safe and have walkability to the BeltLine
- Goal 8 – Promote affordable housing (One green dot)
  - Comment: Where is AHA in the planning? Their participation is extremely important
  - Comment: Affordable is relative - specify the affordable income and range
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 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
  (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

Master Plan Update Process

STUDY GROUP 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. DRAFT RECOMMENDATIONS
   - Revised goals
   - Guiding goals for plan implementation
   - Land use and mobility recommendations

4. FINAL RECOMMENDATIONS
   - Goals
   - Guiding principals
   - Work program/implementing the plan
   - Land use and mobility recommendations
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

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### Plans

**2009 - present**

<table>
<thead>
<tr>
<th>Plan Description</th>
<th>Year</th>
</tr>
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<tbody>
<tr>
<td>Vine City/Washington Park LCI</td>
<td>2009</td>
</tr>
<tr>
<td>Atlanta Region Plan 2040</td>
<td>2011</td>
</tr>
<tr>
<td>Tier 1 Final Environmental Impact Statement</td>
<td>2012</td>
</tr>
<tr>
<td>Atlanta Beltline 2030 Strategic Implementation Plan</td>
<td>2013</td>
</tr>
<tr>
<td>Westside TAD Neighborhoods Strategic Implementation Plan</td>
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<tr>
<td>Mixed Income TOD Implementation Strategy</td>
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<tr>
<td>Transit-Oriented Development Implementation Strategy Assistance</td>
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<tr>
<td>Washington Park Neighborhood Visioning Plan</td>
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<tr>
<td>Atlanta Beltline, Inc. Westside Impact Neighborhood Analysis</td>
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<td>Atlanta Streetcar Systems Plan</td>
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<td>City of Atlanta Capital Improvements Program &amp; Community Work Program</td>
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<tr>
<td>Proctor Creek Greenway Trail Master Plan &amp; Implementation Strategy</td>
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<td>Westside Land Use Framework Plan</td>
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<td>D3 Westside Revive</td>
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<td>Art on the Atlanta BeltLine</td>
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What We’ve Heard

Strengths and Opportunities
- Culturally rich history and proud residents
- Strong sense of community, lots of community gatherings
- Affordable housing
- Transit access
- Recently opened BeltLine Westside Trail

Weaknesses and Threats
- Lack of food and other retail options
- Abandoned and dilapidated buildings
- Lack of affordable senior housing options
- Renters at risk
- Flooding/Stormwater infrastructure
- Lack of safe bike and pedestrian infrastructure
- Limited job opportunities

Consolidated Comments
- Enhance retail and entertainment options
- Enhance the bike/sidewalk network - Provide safe bike and pedestrian access to Westside Reservoir Park, Bankhead MARTA Station, Proctor Creek Greenway and existing and future activity nodes
- Advance streetscape improvements
- Advance improvements to Maddox park

Major Changes Since 2010
- 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
Subarea 10:

Market Analysis

Demographics

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### Development Activity in Subarea 10

#### Subarea 10: Draft Future Land Use Plan
1. Increase park space west and south of Maddox Park to be consistent with the Proctor Creek Greenway
2. Convert industrial properties east of Maddox Park to mixed-industrial (with proper transitions to single-family)
3. Increase the number of medium-density multi-family properties to the southeast and southwest of Maddox Park
4. Incorporate medium-density mixed-use development (MU 5-9 stories) at the intersection of Mayson Turner Rd. and J.E. Boone Blvd. and at the intersection of Boone Blvd. and the future BeltLine corridor
5. Expand the number of multi-family parcels by converting vacant land off of J.E. Boone Blvd. to multi-family 1-4 stories.

#### Subarea 10: Draft Circulation (Bike/Ped) Plan
1. Add ADA curb ramps to intersections with sidewalks that are non-compliant
2. Improve pedestrian at-grade rail crossings on J.E. Boone Blvd., Mayson Turner Rd. and Chappel Rd. (prior to streets upgrades)
3. Evaluate adding sidewalks on Chicamauga to provide improved pedestrian access
4. Repair/replace portions of sidewalk
5. Continue Proctor Creek Trail south under D.L. Hollowell Pkwy. to and through Maddox Park
6. Evaluate connecting North Ave. east of the BeltLine and North Ave. west of the BeltLine
7. Complete bike route along J.E. Boone Blvd.
8. Improve bike and pedestrian connections along Lena St., at the Ashby MARTA station, the BeltLine, and the Lionel Hampton Trail
Subarea 10: Draft Circulation (Vehicular) 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

Subarea 10: Draft Street Framework Plan

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

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 Overview: The Meeting began with a PowerPoint (PPT) overview of the Subarea Master Plan Update purpose and schedule, the master plan process, what we’ve heard to-date, a demographics and market overview and land use and mobility recommendations. Following the presentation and question-and-answer session, the meeting focused on the display boards illustrating the Land Use and Mobility recommendations and the Goals and Implementation Strategies. The PPT provided information for both Subarea 9 and Subarea 10 and boards for both Subareas were displayed.

Meeting Attendance: The Stakeholder Group is comprised of members representing both Subarea 9 and Subarea 10. Attendees included:

- Deborah and Jake Wright
- Charlene Johnson
- Monique Forte
- Jason Abedania
- Robert Hahn
- Claude Davis II
- Betty Smoot-Madison
- Robbie Burr
- Julia Billings
- Elizabeth Hollister
- Kelly Brown

The following questions were posed during the meeting:

- How do affordable housing statistics vary in SA 9 vs. SA 10? Is there a way to measure affordable housing from neighborhood to neighborhood?
  - Consulting staff responded that affordable housing was based on 60-80% of AMI for a household of 4
- Why can't the existing BeltLine paths be used for bikes instead of narrowing streets to form bike lanes?
- What is being done to protect the people in these neighborhoods?
- How is all of this being paid for?
  - BeltLine staff responded with a description of a Tax Allocation District and explained that the TAD is used in conjunction with grants and philanthropic dollars; additional funding sources such as neighborhood stabilization funds are also being considered.
- Can a term other than “affordable” be used moving forward?
  - BeltLine staff responded that the BeltLine has vetted the term numerous times over the years. Prior to “affordable,” the term “workforce housing” was used and later discarded for similar reasons related to offensiveness. BeltLine staff agreed to bring up the issue again to discuss with the appropriate people.

Comments:

- "Affordable" as a term can be confusing and results in others forming labels - an alternative term should be used.
- Boone Blvd. is already being narrowed and it is confusing for drivers to navigate. Nobody is using bike lanes.
- Concerns surrounding road diets and how emergency vehicles will be able to navigate narrow roads
  - BeltLine staff responded that the City makes sure that emergency vehicles can access roads prior to any kind of road improvement taking place.
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
  - Land Use and Mobility Recommendations

Subarea 9 & 10 Master Plan Update

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 principals for plan implementation
   - Land use and mobility recommendations

4. **DRAFT RECS**
   - Revised goals
   - Guiding principals 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

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 *(You are here)*

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
What We’ve Heard

Strengths and Opportunities

• Culturally rich history and proud residents
• Strong sense of community, lots of community gatherings
• Affordable housing
• Transit access
• Recently opened BeltLine Westside Trail

Weaknesses and Threats

• Lack of a food and other retail options
• Abandoned and dilapidated buildings
• Lack of affordable senior housing options
• Renters at risk
• Flooding/Stormwater infrastructure
• Lack of safe bike and pedestrian infrastructure
• Limited job opportunities
**What We’ve Heard**

**Consolidated Comments**

- Enhance retail and entertainment options
- Advance improvements to Maddox park
- Advance streetscape improvements
- Connect North Avenue south of Maddox Park

---

**What We’ve Heard**

**Consolidated Comments**

- Enhance the bike/sidewalk network - Provide safe bike and pedestrian access to Westside Reservoir Park, Bankhead MARTA Station, Proctor Creek Greenway and existing and future activity nodes
- Cycling is not a viable transportation option for everyone – do not reduce capacity to provide bike lanes that benefit just a few people

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**Plans**

2009 - present

1. Vine City/Washington Park LCI 2009
2. Atlanta Region Plan 2040 2011
3. Tier 1 Final Environmental Impact Statement 2012
4. Atlanta Beltline 2030 Strategic Implementation Plan 2013
5. Westside TAD Neighborhoods Strategic Implementation Plan 2013
7. Transit-Oriented Development Implementation Strategy Assistance 2013
10. Atlanta Streetcar Systems Plan 2015
11. City of Atlanta Capital Improvements Program & Community Work Program 2015
15. Vine City/Washington Park LCI Update 2017
16. Westside Land Use Framework Plan 2017
17. Atlanta City Design 2017
18. D3 Westside Revive 2018
19. Art on the Atlanta BeltLine 2018

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**Major Changes Since 2010**

- 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
Limited Redevelopment Sites:
• Primarily existing single family communities
• Some potential along Boone and Maddox Park – but longer term

Moderate Demand for:
• Limited Rental Apartments and Office infill (adaptive reuse)
• Will see some new construction single family

Future Demand for:
• 5+ years will bring demand for infill townhomes and higher concentration of apartments and office

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

SA 10 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>$1,000 1BR, $1,300 2BR</td>
<td>51 units or 10 per year</td>
<td>434 units or 54 per year</td>
<td>Most development will be in mixed income communities with tax credits</td>
</tr>
<tr>
<td>Single Family</td>
<td>$150,000 - $250,000</td>
<td>13 units or 3 per year</td>
<td>31 or 4 per year</td>
<td>Mostly rehab, new entry level in pockets at 1,000 – 1,500 SF</td>
</tr>
<tr>
<td>Townhomes</td>
<td>$100,000 - $150,000</td>
<td>0 units</td>
<td>150 or 19 per year</td>
<td>Pricing does not currently justify new construction</td>
</tr>
<tr>
<td>Condominium</td>
<td></td>
<td></td>
<td></td>
<td>Not likely given post recession financing challenges</td>
</tr>
<tr>
<td>Neighborhood Retail/Restaurant</td>
<td>$16 - $20 per SF (Triple Net)</td>
<td>- 8,000 SF</td>
<td>0 SF</td>
<td>Market demand does not currently exist except for build to suit, owner occupied or incentivized</td>
</tr>
<tr>
<td>Class A/B Office</td>
<td>$12 – $16 per SF (Modified Gross)</td>
<td>103,000 SF or 21,000 SF/year</td>
<td>217,000 or 27,000 SF/year</td>
<td>Pricing does not justify new construction, demand will come from adaptive reuse</td>
</tr>
</tbody>
</table>

Development Activity in Subarea 10

1. Increase park space west and south of Maddox Park to be consistent with the Proctor Creek Greenway
2. Convert industrial properties east of Maddox Park to mixed-industrial (with proper transitions to single-family)
3. Increase the number of low-density multi-family and medium density mixed-use properties to the southwest of Maddox Park
4. Incorporate medium-density mixed-use development (MU 5-9 stories) at the intersection of Boone Blvd. and the future BeltLine corridor
5. Expand the number of multi-family parcels by converting vacant land off of J.E. Boone Blvd. to multi-family 1-4 stories.
Subarea 10: Draft Future Land Use Plan

1. Add ADA curb ramps to intersections with sidewalks that are non-compliant.
2. Improve pedestrian at-grade rail crossings on J.E. Boone Blvd., Mayson Turner Rd., and Chappel Rd. (prior to streets upgrades).
3. Evaluate adding sidewalks on Chicamauga to provide improved pedestrian access.
4. Repair/replace portions of sidewalk.
5. Continue Proctor Creek Trail south under D.L. Hollowell Pkwy, to and through Maddox Park.
7. Complete bike route along J.E. Boone Blvd.
8. Improve bike and pedestrian connections along Lena St., at the Ashby MARTA station, the BeltLine, and the Lionel Hampton Trail.

Subarea 10: Draft Circulation (Bike/Ped) Plan

1. Add ADA curb ramps to intersections with sidewalks that are non-compliant.
2. Improve pedestrian at-grade rail crossings on J.E. Boone Blvd., Mayson Turner Rd., and Chappel Rd. (prior to streets upgrades).
3. Evaluate adding sidewalks on Chicamauga to provide improved pedestrian access.
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7. Complete bike route along J.E. Boone Blvd.
8. Improve bike and pedestrian connections along Lena St., at the Ashby MARTA station, the BeltLine, and the Lionel Hampton Trail.

Subarea 10: Draft Circulation (Vehicular) 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.

Subarea 10: Draft Street Framework Plan

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.
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
Subarea 10 Master Plan Update Open House
Study Group Meeting 4
September 17, 2018 – 6:30PM – 8:00PM
Booker T. Washington High School– 45 Whitehouse Dr SW, Atlanta, GA 30314

ABI Staff Attendees:
Lynnette Reid, Whitney Fuller

Consultant Team Attendees
Angela Parker, Amy Bledsoe, Andyan Diwangkari, Contente Terry, Denice Walker

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

Meeting Overview:
Residents and stakeholders convened at Booker T. Washington High School for the fourth BeltLine Subarea 10 Study Group meeting. The meeting was held in conjunction with the meeting for the Subarea 9 Master Plan Update. 32 citizens were in attendance.

The meeting started with a presentation by the City of Atlanta and remarks by Deputy Parks Commissioner Alvin Dodson regarding the Westside Park at Bellwood Quarry. Following an overview of the Subarea 10 Master Plan Update and planning efforts to-date, a brief Q&A session yielded the following:

Q: “Who is responsible for the implementation of the proposed recommendations for each respective subarea?”
A: “Each developer is responsible for implementation. A strategic implementation plan was initiated over four years ago incorporating every component from acquisition to planning and design. Partners such as Renew Atlanta examined transit, trails and open space along with infrastructure bonds.”

Q: “What is the estimated timeline for 80% of project completion within the corridor?”
A: “2030. Currently, there is no actual fund in place to finance projects within the corridor. There will be a strong reliance upon philanthropic dollars for these long-range projects. For example, The Westside Trail was able to expedite its completion due to grant funding.”

Q: “Are you planning to extend the Westside area to Maddox Park or Joseph Boone?”
A: “Land acquisition (1.8 miles) has occurred. Again, the amount of funding is critical to viability. The timeframe for development is anywhere from 2018 up to 2023.”

Following the Question-and-Answer session, Subarea 10 study boards were displayed on easels in the foyer of the auditorium. Meeting attendees went from board to board reviewing the information presented. Post-it notes allowed citizens to comment directly on the boards.
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

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

Subarea Master Plan Update

Schedule

- Subarea 9 & 10
- Master Plan Update

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)

Study Group Meeting 5: Final Work Plan/
Recommendations
- TBD
- Plan Adoption: 4th Quarter 2018
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

Subarea 10

Context

What We’ve Heard

Strengths and Opportunities

- Culturally rich history and proud residents
- Strong sense of community, lots of community gatherings
- Affordable housing
- Transit access
- Recently opened BeltLine Westside Trail
What We’ve Heard

Weaknesses and Threats

• Lack of a food and other retail options
• Abandoned and dilapidated buildings
• Lack of affordable senior housing options
• Renters at risk
• Flooding/Stormwater infrastructure
• Lack of safe bike and pedestrian infrastructure
• Limited job opportunities

Consolidated Comments

Enhance retail and entertainment options
Advance improvements to Maddox park
Advance streetscape improvements
Connect North Avenue south of Maddox Park

Consolidated Comments

• Enhance the bike/sidewalk network - Provide safe bike and pedestrian access to Westside Reservoir Park, Bankhead MARTA Station, Proctor Creek Greenway and existing and future activity nodes
• Cycling is not a viable transportation option for everyone – do not reduce capacity to provide bike lanes that benefit just a few people

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
**Subarea 10: Market Analysis**

**Limited Redevelopment Sites:**
- Primarily existing single family communities
- Some potential along Boone and Maddox Park – but longer term

**Moderate Demand for:**
- Limited Rental Apartments and Office infill (adaptive reuse)
- Will see some new construction single family

**Future Demand for:**
- 5+ years will bring demand for infill townhomes and higher concentration of apartments and office

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

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**Subarea 10: Draft Future Land Use Plan**

1. Increase park space west and south of Maddox Park to be consistent with the Proctor Creek Greenway
2. Convert industrial properties east of Maddox Park to medium density mixed-use (MU 5-9) with proper transitions to single-family
3. Increase the number of low-density multi-family and medium density mixed-use properties to the southwest of Maddox Park
4. Incorporate medium-density and low-density mixed-use development (MU 5-9 stories and MU 1-4 stories) along Boone Blvd. between Chappel Rd. and the future BeltLine corridor

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**Major Changes Since 2010**

- 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

---

**Development Activity in Subarea 10**
Subarea 10: Changes to Land Use Plan – Post Community Meeting #3

2. Convert industrial properties east of Maddox Park to medium density mixed-use (MU 5-9) with proper transitions to single-family.
   Originally mixed industrial

3. Increase the number of low-density multi-family and medium density mixed-use properties to the southwest of Maddox Park.
   Originally medium-density multi-family to the southeast and southwest of Maddox Park

4. Incorporate medium-density and low-density mixed-use development (MU 5-9 stories and MU 1-4 stories) along Boone Blvd. between Chappel Rd. and the future BeltLine corridor.
   Originally medium-density mixed-use development at the intersection of Mayson Turner Rd. and Boone Blvd. and at the intersection of Boone Blvd. and the future BeltLine corridor

5. REMOVED: Expand the number of multi-family parcels by converting vacant land off of J.E. Boone Blvd. to multi-family 1-4 stories.

Subarea 10: Draft Circulation (Bike/Ped) Plan

1. Add ADA curb ramps to intersections with sidewalks that are non-compliant.

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4. Repair/replace portions of sidewalk.

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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.

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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.

Subarea 10: Draft Street Framework Plan

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.
Subarea 10:
Cross Sections:
Option B - J.E. Lowery Boulevard

Subarea 10:
Cross Sections:
North Ave.

Subarea 10:
Additional Transportation Improvement:
“Scramble”
J.E. Lowery Blvd. & MLK Jr. Dr.
Subarea 10:

Additional Transportation Improvement:

Speed Table/Raised Intersection

Westview Dr. and Lawton St.
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:
The formal presentation provided a brief overview of the planning schedule and process, prior engagement activities and land use and mobility recommendations derived from prior engagement efforts. The following are questions and concerns expressed:

Connectivity
• Connecting North Avenue to Maddox Park – Need to decide whether vehicular (road) or pedestrian (a walking path).
• Consider the long-term impact of trails once they are put into place.
• Bike route on Boone is affecting entrance into church.
• Consider bike lanes and how they affect the older population.
• Traffic lights have to allow for adequate timing for crossing for seniors.

Housing
• Please define Affordable. What makes housing affordable?

Parks & Open Space
• CA Scott and Mosley park need major work and renovations.

General Comments
• Lights at the bus stops and larger signs for better visibility are needed.
Atlanta BeltLine
Subareas 9 & 10
Master Plan
Updates
Stakeholder
Meeting 3
October 22, 2018

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

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

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Stakeholder Meeting 1
- Monday, June 18, 2018

Study Group Meeting 3: Draft Recommendations
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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

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

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- Saturday, April 28, 2018 1:00 P.M. – 3:00 P.M. (Subarea 10)

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- Monday, June 25, 2018 - 6:30 P.M. to 8:00 P.M.

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- Monday, June 18, 2018

Study Group Meeting 4: Final Recommendations
- Monday, September 24th, 6:30 P.M. to 8:00 P.M.
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Stakeholder Meeting 3 (You are here)

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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 retail and entertainment options
• Advance improvements to Maddox park
• Advance streetscape improvements
• Connect North Avenue south of Maddox Park
What We’ve Heard

Consolidated Comments

• Enhance the bike/sidewalk network - Provide safe bike and pedestrian access to Westside Reservoir Park, Bankhead MARTA Station, Proctor Creek Greenway and existing and future activity nodes

• Cycling is not a viable transportation option for everyone – do not reduce capacity to provide bike lanes that benefit just a few people

Subarea 10:
Draft Future Land Use Plan

1. Increase park space west and south of Maddox Park to be consistent with the Proctor Creek Greenway

2. Convert industrial properties east of Maddox Park to medium density mixed-use (MU 5-9) with proper transitions to single-family

3. Increase the number of low-density multi-family and medium density mixed-use properties to the southwest of Maddox Park

4. Incorporate medium-density and low-density mixed-use development (MU 5-9 stories and MU 1-4 stories) along Boone Blvd. between Chappel Rd. and the future BeltLine corridor

5. REMOVED: Expand the number of multi-family parcels by converting vacant land off of J.E. Boone Blvd. to multi-family 1-4 stories.

Subarea 10:
Changes to Land Use Plan – Post Community Meeting #3

2. Convert industrial properties east of Maddox Park to medium density mixed-use (MU 5-9) with proper transitions to single-family

Originally mixed industrial

3. Increase the number of low-density multi-family and medium density mixed-use properties to the southeast and southwest of Maddox Park

Originally medium-density multi-family to the southeast and southwest of Maddox Park

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Subarea 10:
Draft Circulation (Bike/Ped) Plan

1. Add ADA curb ramps to intersections with sidewalks that are non-compliant

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7. Complete bike route along J.E. Boone Blvd.

8. Improve bike and pedestrian connections along Lena St., at the Ashby MARTA station, the BeltLine, and the Lionel Hampton Trail
Subarea 10:

Cross Sections:

Option B - J.E. Lowery Boulevard

1. Complete planned streetcar/LRT/BRT routes along D.L. Hollowell Pkwy, J.E. Boone Blvd., J.E. Lowery Blvd., and Westview Dr.
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8. Evaluate the need for traffic calming measures on Westview Dr. in the vicinity of Lawton 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
**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
**Action Plan - What We’ve Heard**

### 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
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 10 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 10 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 any attendees 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 9 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 development of an incentive program promoting neighborhood retail services by far ranked as most important to the meeting attendees. Job training and job creation are also extremely important, with the community ranking the development of a program to collaborate with area schools and institutions as a high priority. Promoting affordable housing is another community priority; support was expressed for expanding the number of multi-family parcels on the vacant land off J. E. Boone Boulevard.  

Comments Placed on the Land Use Map Board  
• Convert industrial properties east of Maddox Park to MU 5-9 with proper transitions to single-family. The environmental impacts and the feasibility of this proposal are of concern, more specifically regarding whether the parcels are suitable for mixed-use development.  
• Consider the same type of zoning on the south side of Hollowell in the vicinity of Paines Avenue and JE Lowery as is shown on the SA 10 Land Use Map  

Mobility  
Action Plan: Whereas providing sidewalks on major corridors was the top ranked priority in Study Group Meeting 4, the evaluation of a street retrofit on J.E. Lowery Boulevard ranked as the top priority in this meeting. Support was also expressed for Streetscape/Complete Streets Projects for D. L. Hollowell Parkway, J. E. Boone Boulevard, Mayson Turner Road J. E. Lowery Boulevard and North Avenue.  

Vehicular Circulation Plan  
• No comments were placed on the board  

Bike and Pedestrian Circulation Plan  
• Adding an all-way pedestrian phase to the signal at J.E. Lowery Blvd. and MLK Jr. Drive as proposed in Action Item G11-A5 might not help crowding on corner (wider sidewalks are needed)  

Street Framework Plan  
• The new connections that cut through Maddox Park will generate traffic in the area (spill over from Downtown).  
• Consider a North Avenue vehicular connection with traffic calming to discourage through traffic – through traffic should be using other major roads  
• Do not connect North Avenue with a public street – keep east-west traffic on J. E. Boone Boulevard and Hollowell Parkway  

Open Space  
Action Plan: Transportation connections continued to be a top priority associated with open space as advancing transportation improvements that provide connections between area neighborhoods, Westside Reservoir Park and other area parks ranked highest.  

Attachment: SA10_ActionBoards_Study_Group_Meeting_4+5_Combined
## Subarea 10 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>Develop regulations that reduce the minimum parking requirements</td>
<td><img src="image" alt=" " /></td>
</tr>
<tr>
<td>G1-A2</td>
<td>Evaluate the adoption of incentives or regulations that require developments to construct a surface parking improvement or a public transit stop</td>
<td><img src="image" alt=" " /></td>
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<tr>
<td>G1-A3</td>
<td>Evaluate the adoption of incentives or regulations that require developments to construct a center of retail space in existing low-density areas</td>
<td><img src="image" alt=" " /></td>
</tr>
<tr>
<td>G1-A4</td>
<td>Increase the density of mixed-use development in existing low-density areas (MU 1-3 stories) with proper transitions to single-family dwellings</td>
<td><img src="image" alt=" " /></td>
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</tbody>
</table>

### GOAL 2: STRENGTHEN EMPLOYMENT AND COMMERCIAL CENTERS

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>G2-A1</td>
<td>Developing an incentive program that promotes the introduction of properties that support job creation</td>
<td><img src="image" alt=" " /></td>
</tr>
<tr>
<td>G2-A2</td>
<td>Developing programs that collaborate with area schools and institutions such as the AT Center and DeKalb Tech to focus on job training and job placement</td>
<td><img src="image" alt=" " /></td>
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</tbody>
</table>

### GOAL 3: IMPROVE NEIGHBORHOOD AND COMMUNITY RETAIL SERVICES

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
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<tr>
<td>G3-A1</td>
<td>Developing an incentive program that promotes the introduction of neighborhood retail services</td>
<td><img src="image" alt=" " /></td>
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### GOAL 4: PRESERVE AND PROTECT HISTORIC, NATURAL AND CULTURAL RESOURCES

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<tbody>
<tr>
<td>G4-A1</td>
<td>Identify and protect historic resources that promote the preservation of historic structures</td>
<td><img src="image" alt=" " /></td>
</tr>
<tr>
<td>G4-A2</td>
<td>Developing regulations for the preservation of historic, natural and cultural resources</td>
<td><img src="image" alt=" " /></td>
</tr>
<tr>
<td>G4-A3</td>
<td>Developing incentives or regulations that promote the development of substantial green spaces into usable areas such as pocket parks</td>
<td><img src="image" alt=" " /></td>
</tr>
<tr>
<td>G4-A4</td>
<td>Developing incentives or regulations that provide a means for the development of substantial green spaces into usable areas such as pocket parks</td>
<td><img src="image" alt=" " /></td>
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### GOAL 5: CREATE OPPORTUNITIES FOR PUBLIC ART

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
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<tbody>
<tr>
<td>G5-A1</td>
<td>Developing regulations or incentives that promote the incorporation of public art spaces for artists and non-profit organizations</td>
<td><img src="image" alt=" " /></td>
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<tr>
<td>G5-A2</td>
<td>Developing standards that will be the incorporation of public art into existing developments and new transit stations</td>
<td><img src="image" alt=" " /></td>
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### GOAL 6: CREATE A SAFE ENVIRONMENT FOR RESIDENTS AND BUSINESSES

<table>
<thead>
<tr>
<th>NO.</th>
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<th>PRIORITY</th>
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<tbody>
<tr>
<td>G6-A1</td>
<td>Expand the availability of center-preserve box programs with a focus on reducing the perception of safety</td>
<td><img src="image" alt=" " /></td>
</tr>
<tr>
<td>G6-A2</td>
<td>Develop design standards that focus on safety</td>
<td><img src="image" alt=" " /></td>
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</table>

Note: 
- » Consensus Achieved - Study Group Meetings

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### Action Plan Priorities

**Subarea 10 Master Plan Update - Appendix — October 2020**
## Action Plan Priorities

**Atlanta BeltLine Subarea 10**

### MOBILITY

<table>
<thead>
<tr>
<th>NO</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>G11-A1</td>
<td>Advance pedestrian and bicycle improvements that connect neighborhoods and schools</td>
<td>● ● ● ● ●</td>
</tr>
<tr>
<td>G11-A2</td>
<td>Advance improvements that provide infrastructure for pedestrians and bikers</td>
<td>● ● ● ● ●</td>
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<tr>
<td>G11-A3</td>
<td>Advance improvements that enhance the sidewalk infrastructure such as handicap ramps, transit shelters, signage and lighting</td>
<td>● ● ● ● ●</td>
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<tr>
<td>G11-A4</td>
<td>Improve pedestrian at-grade crossings on J.E. Boone Blvd., Mayson Turner Rd., and Chappel Rd. (prior to street upgrades)</td>
<td>● ● ● ● ●</td>
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<tr>
<td>G11-A5</td>
<td>Add all-way pedestrian phases to signals at J.E. Lowery Blvd. and MLK Jr. Drive</td>
<td>● ● ● ● ●</td>
</tr>
<tr>
<td>G11-A6</td>
<td>Add pedestrian lead time to phasing of signal at Boone Blvd. and J.E. Lowery Blvd</td>
<td>● ● ● ● ●</td>
</tr>
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</table>

### OPEN SPACE

<table>
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<tr>
<th>NO</th>
<th>ACTION PLAN ITEM</th>
<th>PRIORITY</th>
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<tbody>
<tr>
<td>G13-A1</td>
<td>Increase park space west and south of Maddox Park to be consistent with the Proctor Creek Greenway</td>
<td>● ● ● ● ●</td>
</tr>
<tr>
<td>G13-A2</td>
<td>Convert industrial properties east of Maddox Park to medium-density mixed-use (MU 5-9 stories) with proper transitions to single-family</td>
<td>● ● ● ● ●</td>
</tr>
<tr>
<td>G13-A3</td>
<td>Increase the number of low-density multi-family and medium-density mixed-use (MU 5-9 stories and MU 1-4 stories) along Boone Blvd. between Chappel Rd. and the future BeltLine corridor</td>
<td>● ● ● ● ●</td>
</tr>
</tbody>
</table>

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**WHAT ARE YOUR THOUGHTS ON RECOMMENDED FUTURE LAND USE? ARE WE MISSING ANYTHING?**

**DIRECTIONS:**

1. Use sticky notes to tell us if we missed anything, and place them on the map.

**RECOMMENDATIONS:**

* Increase park space west and south of Maddox Park to be consistent with the Proctor Creek Greenway.
* Convert industrial properties east of Maddox Park to medium-density mixed-use (MU 5-9 stories) with proper transitions to single-family.
* Increase the number of low-density multi-family and medium-density mixed-use (MU 5-9 stories and MU 1-4 stories) along Boone Blvd. between Chappel Rd. and the future BeltLine corridor.
WHAT ARE YOUR THOUGHTS ON THE DRAFT CIRCULATION (BIKE AND PEDESTRIAN) PLAN? ARE WE MISSING ANYTHING?

RECOMMENDATIONS

- Add ADA curb ramps to intersections with sidewalks that are non-compliant
- Improve pedestrian and bicycle access at grade crossings on J.E. Boone Blvd., Mayson Turner Rd. and Chapell Rd. (prior to street upgrades)
- Evaluate adding sidewalks on Chincoteague to provide improved pedestrian access
- Repair/make permanent sidewalks
- Continue Proctor Creek Trail south and enter D.L. Hollowell Park through Mableton Park
- Evaluate connecting North Ave. east of the BeltLine and North Ave. west of the BeltLine
- Complete bike route along J.E. Boone Blvd.
- Improve bike and pedestrian connections along Lake St. at the Ashby MARTA station, the BeltLine, and the Lionel Hampton Trail

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

RECOMMENDATIONS

- Complete planned streets/ LRT/BRT routes along D.L. Hollowell Pkwy, J.E. Boone Blvd., J.E. Lowery Blvd., and Westview Dr.
- 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
- 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
- Evaluate various intersection improvements
- Add all-way pedestrian phase to signal at J.E. Lowery Blvd. and MLK Jr. Dr.
- Add pedestrian phase to signal at Boone Blvd. and J.E. Lowery Blvd.
- Evaluate the need for traffic calming measures on Westview Dr. in the vicinity of Lawton Drive
Subarea 10:

Additional Transportation Improvement:

Speed Table/Raised Intersection

Westview Dr. and Lawton St.

Westview Drive and Lawton St.

EXISTING STREET CONDITION

Westview Dr. and Lawton St

PROPOSED STREET IMPROVEMENT - SPEED TABLE
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
Subarea 10 Master Plan Update Open House
Study Group Meeting 6
February 25, 2019 6:30 pm – 8:00 pm
Booker T. Washington High School– 45 Whitehouse Dr SW, Atlanta, GA 30314

ABI Staff Attendees:
Lynnette Reid, Whitney Fuller, Kathrine Morris, Beth McMillian, Dwayne Vaughn

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

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

Meeting Overview: This meeting constituted the final of a series of six 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 9 Master Plan Update. Approximately 60 citizens were in attendance.

The formal presentation provided a brief overview of the planning schedule and process, prior engagement activities and land use and mobility recommendations derived from five prior engagement efforts. In addition, the presentation included an overview of ABI housing affordability focus.

Following the presentation, the planning team fielded questions and comments from the attendees who sought assurance that the Master Plan recommendations address or provide solutions to several concerns. Comments and concerns expressed:

- Housing and jobs on the Westside are not being created for current residents.
- 5600 units of affordable housing is not enough to address the need.
- Development that results in displacement will impact enrollment at Kipp Ways School.
- Address affordability and displacement utilizing Inclusionary Zoning, the Neighborhood Stabilizations Plan, as well as identifying additional resources
- Include Atlanta Housing in future BeltLine discussions.

Finally, Subarea 10 Master Plan study boards were set up on easels in the school foyer. Meeting attendees went from board to board reviewing the information presented, with an opportunity to make comments on Post-it notes and placing them directly on the boards. The following is a summary of the Action Board ranking as presented on the boards for review with no additional comments received from the meeting attendees.

Land Use
Action Plan: The development of an incentive program promoting neighborhood retail services by far ranked as most important to the meeting attendees. Job training and job creation are also extremely important, with the community ranking the development of a program to collaborate with area schools and institutions as a high priority. Promoting affordable housing is another community priority. Support was expressed for expanding the number of multifamily parcels currently occupying vacant land off J. E. Boone Boulevard.

Mobility
Action Plan: The evaluation of a street retrofit on J.E. Lowery Boulevard ranked high and support was also expressed for Streetscape/Complete Streets Projects for D. L. Hollowell Parkway, J. E. Boone Boulevard, Mayson Turner Road, J. E. Lowery Boulevard and North Avenue.

Open Space
Action Plan: Transportation connections continued to be a top priority associated with open space as advancing transportation improvements that provide connections between area neighborhoods, Westside Reservoir Park and other area parks ranked highest.
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

Schedule

Subarea 9 & 10 Master Plan Update

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

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
Subarea 10 Goals

Community Development
- Promote compact transit-oriented mixed-use development
- Strengthen employment and commercial centers
- Improve neighborhood and community retail services

Community Development
- Create a safe environment for residents and businesses
- Preserve and strengthen established neighborhoods
- Promote affordable housing
Subarea 10 Goals

Community Development

• Preserve and protect historic, natural and cultural resources
• Create opportunities for public art
• Enhance park resources

Mobility

• Promote transportation network connectivity that incorporates multi-modal opportunities
• Improve transportation safety along major corridors
• Provide trails and pedestrian-friendly streets that improve neighborhood walkability and safety

Subarea 10 Goals

Future Land Use

1. Increase park space west and south of Maddox Park to be consistent with the Proctor Creek Greenway
2. Convert industrial properties east of Maddox Park to medium density mixed-use (MU 5-9) with proper transitions to single-family
3. Increase the number of low-density multi-family and medium density mixed-use properties to the southwest of Maddox Park
4. Incorporate medium-density and low-density mixed-use development (MU 5-9 stories and MU 1-4 stories) along Boone Blvd. between Chappel Rd. and the future BeltLine corridor

Action Plan – Top Priorities

Land Use Map Change

Expand the number of multi-family designated parcels by converting vacant land off J.E. Boone Boulevard to multi-family 1 - 4 stories
**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

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**Subarea 10 Vehicular Circulation Plan**

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

**Subarea 10 Bike + Ped Circulation Plan**

1. Add ADA curb ramps to intersections with sidewalks that are non-compliant
2. Improve pedestrian at-grade rail crossings on J.E. Boone Blvd., Mayson Turner Rd. and Chappel Rd. (prior to street upgrades)
3. Evaluate adding sidewalks on Chicamauga Ave. to provide improved pedestrian access
4. Repair/replace portions of sidewalk
5. Continue Proctor Creek Trail south under D.L. Hollowell Pkwy. to and through Maddox Park
6. Evaluate connecting North Ave. east of the BeltLine and North Ave. west of the BeltLine
7. Complete bike route along J.E. Boone Blvd.
8. Improve bike and pedestrian connections along Lena St., at the Ashby MARTA station, the BeltLine, and the Lionel Hampton Trail
**Streetscape/Complete Streets**
- D.L. Hollowell Parkway
- J.E. Boone Boulevard
- Mayson Turner Road
- J.E. Lowery Boulevard
- North Avenue

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

**Subarea 10**
**Street Framework Plan**

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.

**Action Plan – Top Priorities**

Evaluate Street Retrofit on J.E. Lowery Blvd. from D.L. Hollowell Parkway to Mayson Turner Road.
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

Action Plan – Top Priorities

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

Action Plan – Top Priorities

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
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
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

Action Plan – Top Priorities

• 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

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 work force housing is developed and deed restrictions ensure rental and for sale units remain affordable in perpetuity
- Promote down payment assistance programs

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

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

- Create Affordable Units
- Preserve Affordable Units
- Enhance Community Stability

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

What is Affordable?

- Affordable Housing – housing where low-income family pays no more than 30% of their annual income for housing:

```
<table>
<thead>
<tr>
<th>Annual Income</th>
<th>Affordable Housing (30% of Annual Income)</th>
<th>Affordable Monthly Rent</th>
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<tbody>
<tr>
<td>$21,000</td>
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```

What does affordable rent look like?

Blue-ribbon panel of housing experts from public, private and non-profit 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 commercial markets. The market analysis identified investment opportunities and existing conditions that point toward specific future development patterns.

PROFILE
• The overall subarea is roughly 16% vacant, 4% industrial, 59% residential, 3% transportation, communication and utilities, 5% office/institutional, 8% parks, 3% commercial, 2% community facilities and less than 1% mixed-use.
• Subarea 10 is considered one of the more affordable places to live within proximity of the City's core.
• The Subarea 10 population has decreased in the period from 2000-2018.
• Losses have occurred in the number of households across all age cohorts and in the number of homeowners versus renters.
• Almost all losses in households were occupied by residents making less than $25,000 per year.
• 24% of individuals living in the subarea are between the ages of 18 and 34; 18% have a bachelor’s degree or higher (*2016).
• $26,236 is the median household income (*2016).
• Increases have occurred in the resale price of homes and in the average household income.
• The area has significantly more renters (71%) than owners (29%).
• Very little retail and restaurants development exists within the subarea.
• Real estate speculation is occurring with several proposed developments located just outside of the subarea.

METHODOLOGY
A detailed parcel-by-parcel analysis was performed to determine which parcels in Subarea 10 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 most of the parcels within Subarea 10’s TAD boundary are subject to change, resulting in substantial redevelopment potential throughout the northern half of the subarea.

Near-term projects are those that are expected to be developed within the next 1 to 5 years. Currently, there are no near-term projects planned for Subarea 10. Midterm projects are those that are expected to be developed in the next 5-10 years. Long-term projects are those expected to be developed within 10+ years.

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

OBSERVATIONS AND FINDINGS
• Demand for varied housing stock will eventually increase diversity in the housing stock, but until then, it will be important to construct affordable units along with market-rate units.
• Historic preservation and the adaptive reuse of existing structures provides a way to incorporate more affordable housing, since rents in older buildings are usually less expensive.
• During the period from 2000-2018, there were losses in the number of households across all age cohorts and in the number of homeowners versus renters.
• Almost all losses in households were occupied by residents making less than $25,000 per year.
• 24% of individuals living in the subarea are between the ages of 18 and 34; 18% have a bachelor’s degree or higher (*2016).
• $26,236 is the median household income (*2016).
• Increases have occurred in the resale price of homes and in the average household income.
• The area has significantly more renters (71%) than owners (29%).
• Very little retail and restaurants development exists within the subarea.
• Real estate speculation is occurring with several proposed developments located just outside of the subarea.

Future. Rental options for low-income individuals should be made available to families and singles.
• The area’s significant amount of single-family housing stock provides affordable housing opportunities for families. To allow existing residents to remain, it will be important to maintain a supply of affordable single-family housing in the area.
• The inability of the market to support new construction provides opportunities for historic preservation, the adaptive reuse of existing buildings and the opportunity to attract small businesses to the area.
• Completion of the Proctor Greek Greenway and the BeltLine will bring value to the area, making it more attractive for existing and future residents. Infrastructure projects such as these can have a major impact on advancing the types of redevelopment desired by the community.
• Some of the near-term development and uses are likely to be interim in nature as the market cannot yet sustain the vision expressed in the Future Land Use Plan Map. Thus, it will be important to incorporate provisions in the design that make it easy to convert projects in the future.

<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>$1,200 / 1BR, $1,300 / 2BR</td>
<td>51 units or 10 per year</td>
<td>434 units or 54 per year</td>
<td>Most development will be in mixed income communities with tax credits.</td>
</tr>
<tr>
<td>Single Family</td>
<td>$150,000 - $250,000</td>
<td>13 units or 3 per year</td>
<td>31 or 4 per year</td>
<td>Mostly rehab, new entry level in pockets at 1,000 – 1,500 SF.</td>
</tr>
<tr>
<td>Townhomes</td>
<td>$100,000 - $150,000</td>
<td>0 units</td>
<td>150 or 19 per year</td>
<td>Pricing does not currently justify new construction.</td>
</tr>
<tr>
<td>Condominium</td>
<td></td>
<td></td>
<td></td>
<td>Not likely given post recession financing challenges.</td>
</tr>
<tr>
<td>Neighborhood</td>
<td>$16 - $20 per SF (Triple Net)</td>
<td>- 8,000 SF</td>
<td>0 SF</td>
<td>Market demand does not currently exist except for build to suit, owner occupied or incentivized.</td>
</tr>
</tbody>
</table>

APPENDIX // MARKET ANALYSIS // SUBAREA 10

The pages that follow contain the full market report.

Image: Subarea 10 Development Product Matrix
Source: Noell Consulting Group
### Exhibit 1: Overview of the Findings

**Subarea 10**

- Less of nearly 3,000 households.
- Almost all leases were rentals in close residents making under $30,000.
- Lessors are on average age in 20 years.
- 8% with Bachelor’s Degree or higher (vs. 17%)
- Average household income was $42,000 vs. $38,000.
- Average home value down $25k to $50k in 2010.
- Average home sales price at $300k in 2017.
- Very little retail and restaurants within district, majority is in Downtown or West End.
- Average home sale price $109k in 2017.
- Average household income rose ~$7,000 to $26,236.
- Only gains were in residents making between $50,000 and $200,000, aged over 25 years.
- Losses are across all age cohorts.
- Almost all losses concentrated in those residents making under $25,000.

### Exhibit 2: Overview of Metro Area Population Trends

#### Overview of the Study Area’s Location in the Market

The subject area is located in the western portion of Atlanta, within the Atlanta-Sandy Springs-Marietta Metropolitan Statistical Area (MSA). The Atlanta MSA includes 29 counties, with ten central counties belonging to the Atlanta Regional Commission (ARC) and forming the core of the MSA. Roughly 78% of the population of the MSA lives within this ten county core.

**GEOGRAPHY**

- The subarea is located in the subarea, however rate 0.25% just opened by Ashley Barke.
- Has seen less investment than Subarea 9 or West End to the southeast.
- Many retail and restaurants within district, majority is in Downtown or West End.
- Almost all concentrations outside Subarea, however rate 0.25% just opened by Ashley Barke.
- Has seen less investment than Subarea 9 or West End.

#### Exhibit 3: Overview of the Findings

**Subarea 10**

- 2000-2018
- Source: Noell Consulting Group, U.S. Census Bureau

#### 2010-2018

- Less of nearly 3,000 households.
- Almost all leases were rentals in close residents making under $30,000.
- Lessors are on average age in 20 years.
- 8% with Bachelor’s Degree or higher (vs. 17%)
- Average household income was $42,000 vs. $38,000.
- Average home value down $25k to $50k in 2010.
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- Only gains were in residents making between $50,000 and $200,000, aged over 25 years.
- Losses are across all age cohorts.
- Almost all losses concentrated in those residents making under $25,000.

### Exhibit 4: Market Analysis

#### Source: Noell Consulting Group, Google Maps

- Roughly 80% of all growth has occurred in this ten county core as younger and older generations increasingly seek walkable neighborhoods, both in urban and suburban areas. This trend has been more pronounced in the suburbs, especially those that are close to the city.
- In the map above, Subarea 10 is highlighted in blue. The subarea is located to the west of Downtown and Midtown following the Westside BeltLine north of City Chick-Fil-A.

#### Source: Noell Consulting Group, U.S. Census Bureau

- Roughly 80% of all growth has occurred in this ten county core as younger and older generations increasingly seek walkable neighborhoods, both in urban and suburban areas. This trend has been more pronounced in the suburbs, especially those that are close to the city.
- In the map above, Subarea 10 is highlighted in blue. The subarea is located to the west of Downtown and Midtown following the Westside BeltLine north of City Chick-Fil-A.
The map below shows the percentage of individuals who have a Bachelor’s Degree or higher for Subarea 10. As can be seen, the areas of Blandtown, West Midtown and Georgia Tech have the highest educational attainment, with Net Migration, 2014.

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 the national average, however, the Atlanta MSA has seen a high growth rate of younger home ownership years over the course of the next 10 years.

The two maps below show median household income, per block group, using the 2010 Census and 2016 5-Year ACS data. Blandtown and West Midtown have the highest median incomes in the area, coinciding with higher education levels and home prices. However, block groups in Subarea 10 including Bankhead and Westview are almost half the median incomes of the nation as a whole and peer cities have seen negative or relatively no growth.

The large shift is potentially due to those in the lower-income bracket being priced out of neighborhoods with substantial increases in home prices and rents.

The figures are not adjusted for inflation - the inflation rate during this time period was 1.61% on average per year.
Subarea 10 Master Plan Update - Appendix — October 2020

APPENDIX // MARKET ANALYSIS // SUBAREA 10

**Exhibit 6: Population Density**

The map below shows the population density per square mile in each census tract using the 2016 5-Year ACS data. In development continues to occur on the Westside BeltLine, densities are expected to increase. For comparison, the average density of the Atlanta MSA is 7,261 per square mile and 3,063 in Atlanta.

**Source:** Noel Consulting Group, US Census Bureau, Social Explorer

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**Exhibit 7: Young Professional Population Trends**

The maps below show the shares 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 18 to 34 compared to Subareas 9 and 10, likely due to families in Blandtown and students to the east.

**Source:** Noel Consulting Group, US Census Bureau, Social Explorer

---

**Exhibit 8: Empty Nester Trends**

Subarea 10 has seen a decline in home value, as this area was particularly hard hit by the Recession and foreclosure crisis. Sale prices have begun to rebound, coinciding with the Westside BeltLine development.

**Source:** Noel Consulting Group, US Census Bureau, Social Explorer

---

**Exhibit 9: Median Home Value**

The maps below show the share of the population more than 55 years of age from 2010 to 2016, sorted by census block groups. The majority of the growth in those aged 55 and older has been on the westside of the BeltLine, while the eastside of the BeltLine is much younger due to Georgia Tech and AUC. Subareas 9 and 10 contain a large share of those that are 55 years or older and continue to see growth in that age demographic, likely as current residents age in place.

**Source:** Noel Consulting Group, US Census Bureau, Social Explorer

---

**Exhibit 10: Home Values Near the Study Area**

The map below shows a decline in home values per census tract, using the 2000 Census and 2010 5-year ACS data. Home values have been slow to recover from the Great Recession. Subarea 10 has seen a decline in home values, on the area was particularly hit by the recession and foreclosures.

**Source:** Noel Consulting Group, US Census Bureau, Social Explorer

---
The map shows the concentrations of jobs within a 5-mile radius of the Study Area. 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, retail trade, and professional, scientific, and technical services. Employment in these industries is also the highest paying.

**Exhibit 12**

Proximity and Connection of the Study Area to Jobs

---

**Exhibit 13**

Study Area Resident Work Destinations

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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.

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**Exhibit 14**

Study Area Access to Highways and Correlating Traffic

---

**Exhibit 15**

MARTA Bus Routes and Stops, Train Routes and Stations

---

Average Commuter Time in Metro Atlanta

- Buckhead: 28-31 minutes
- Downtown: 14-16 minutes
- Midtown: 16-18 minutes
- South DeKalb: 27-32 minutes

This map shows the traffic levels near the Subarea during morning rush hour on a typical Monday. Subarea 10 borders the east in Downtown and Midtown.

LEGEND

- **Blue Line**: MARTA MARTA Train (green line and blue line)
- **Red Line**: MARTA Bus
- **Golden Line**: MARTA Train (green line and blue line)
- **Yellow Line**: MARTA Train (green line and blue line)
- **Gray Line**: MARTA Bus
- **Green Line**: MARTA Bus
- **Purple Line**: MARTA Bus

**Source**: Noell Consulting Group, Google Maps, US Census.
Key Employers in Baltimore Metro

Exhibit 16

<table>
<thead>
<tr>
<th>Location</th>
<th>Office Rent</th>
<th>Retail Rent</th>
<th>Multifamily Rent</th>
</tr>
</thead>
<tbody>
<tr>
<td>H.E. Holmes Station</td>
<td>-</td>
<td>$13.00/SF</td>
<td>-</td>
</tr>
<tr>
<td>Westview Park</td>
<td>-</td>
<td>-</td>
<td>$2.25/SF</td>
</tr>
<tr>
<td>Bankhead Park</td>
<td>$34.22/SF</td>
<td>$14.50/SF</td>
<td>-</td>
</tr>
<tr>
<td>Downtown</td>
<td>$31.79/SF</td>
<td>$25.71/SF</td>
<td>$1.69/SF</td>
</tr>
<tr>
<td>English Castleberry Hill</td>
<td>-</td>
<td>$20.21/SF</td>
<td>$1.43/SF</td>
</tr>
<tr>
<td>Vine City</td>
<td>$31.33/SF</td>
<td>$26.16/SF</td>
<td>$1.18/SF</td>
</tr>
<tr>
<td>Grove Park</td>
<td>$20.08/SF</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>U/C TOD apartments and retail at Edgewood</td>
<td>$26.16/SF</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Walkscore.com</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The map above shows the walkability of neighborhoods in the area using WalkScore.com. Subarea 10 has highlighted walkable to Green Park and proposed $400 million development in the past several years. After Five Points, multifamily rents drop to $1.16/SF at Vine City west on the blue line, Decatur commands the highest rents followed by King Memorial, which has seen increased growth over the past several years. After Decatur and the evolution of rents travelling Points, multifamily rents drop to $1.16/SF at Vine City west on the blue line due to the high desirability of the neighborhoods. After Five Points, retail rents stay

Subarea 10 Master Plan Update - Appendix — October 2020
The map to the left surrounding areas indicates more crime activity. In Joseph E. Boone Blvd experience than the surrounding neighborhoods of AUC, West Lake, and Grove Park.

The map to the right shows the school districts and schools planned for the study area. The schools highlighted in yellow are schools for the Subarea. Subject 10 is in the Washington or Chapelle Cluster. There are also some Charter schools in and around the Subarea.

This map of current and future development in Subarea 10 shows a fair amount of activity. Most of the developments, including the 16-acre Rodney Cook Sr. Park and the 35-unit affordable housing at 395 Grove Park, are in relation to the subject site.

The Westside Future Fund, a non-profit tasked with revitalizing the Westside neighborhoods, has been at the forefront of creating new parks and this map of current and future development in Subarea 10 shows a fair amount of activity. Most of the developments, including the 16-acre Rodney Cook Sr. Park and the 35-unit affordable housing at 395 Grove Park, are in relation to the subject site.
Current Situation Assessment and Key Implications to the Opportunities for the Study Area

Between 2000 and 2018, Subarea 10 saw a total loss of nearly 2,000 households, with almost all losses concentrated in those residents making under $25,000. Losses are also across all age groups, though these losses are most likely foreclosures and other fall out from the Great Recession. This area was hit extremely hard in particular, as compared to other areas of Atlanta. While some parts of the Subarea saw growth as a result of these losses, moving more southern Subareas.

The Primary Market Area (PMA) used to evaluate the expected demographics of the study area includes five census tracts that closely align with the Subarea. It is not an exact match, but it is close enough to provide reasonable comparisons.

### Source:
Noell Consulting Group, Google Maps

### Summary of Owner Households in the Subarea 10 Primary Market Area, 2018

| Total | 15 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | 55 - 64 | 65 - 74 | 75 - 84 | 85+ | Less than $15,000 | $15,000 - $24,999 | $25,000 - $34,999 | $35,000 - $49,999 | $50,000 - $74,999 | $75,000 - $99,999 | $100,000 - $149,999 | $150,000 + |
|-------|---------|---------|---------|---------|---------|---------|---------|-----|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| 165   | 525     | 679     | 452     | 308     | 429     | 159     | 0      | 2,716 | 110            | 167            | 219            | 197            | 156            | 117            | 46             | 0              | 0              |

Owner households are relatively diverse in terms of age and income, with the majority of owners making under $100,000, but with some making more. The majority of owner households are Singles, followed by Roommate & Couples, Non-Related Couples, and Family Couples. 9.7% are Made Up of One Person Living Alone. The Composition Chart below shows all of these modes along with the US average.

### Source:
Noell Consulting Group, Google Maps

### Target Market Income Distribution

- **Less than $15,000**: 1.4%
- **$15,000 - $24,999**: 2.4%
- **$25,000 - $34,999**: 4.0%
- **$35,000 - $49,999**: 16.0%
- **$50,000 - $74,999**: 19.3%
- **$75,000 - $99,999**: 7.5%
- **$100,000 - $149,999**: 6.5%
- **$150,000 +**: 4.6%

### Target Market Age Distribution

- **15 - 24**: 1.4%
- **25 - 34**: 4.4%
- **35 - 44**: 28.9%
- **45 - 54**: 34.8%
- **55 - 64**: 21.1%
- **65 - 74**: 4.4%
- **75 - 84**: 2.4%
- **85+**: 1.4%

### Target Market HH Type Distribution

- **Singles**: 74.3%
- **Roommate & Couples**: 13.3%
- **Non-Related Couples**: 9.5%
- **Family Couples**: 4.9%
- **Other**: 1.6%

### Source:
Noell Consulting Group, Google Maps

### Summary of Renter Households in the Subarea 10 Primary Market Area, 2018

<table>
<thead>
<tr>
<th>Total</th>
<th>15 - 24</th>
<th>25 - 34</th>
<th>35 - 44</th>
<th>45 - 54</th>
<th>55 - 64</th>
<th>65 - 74</th>
<th>75 - 84</th>
<th>85+</th>
<th>Less than $15,000</th>
<th>$15,000 - $24,999</th>
<th>$25,000 - $34,999</th>
<th>$35,000 - $49,999</th>
<th>$50,000 - $74,999</th>
<th>$75,000 - $99,999</th>
<th>$100,000 - $149,999</th>
<th>$150,000 +</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,013</td>
<td>202</td>
<td>33</td>
<td>193</td>
<td>506</td>
<td>363</td>
<td>193</td>
<td>506</td>
<td>1,013</td>
<td>110</td>
<td>167</td>
<td>219</td>
<td>197</td>
<td>156</td>
<td>117</td>
<td>46</td>
<td>0</td>
</tr>
</tbody>
</table>
Rental Market Analysis

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

The graphs on this page track the relationship between job creation and apartment absorption. While population growth and wage growth are strongly related to apartment absorption, job

Historic Absorption

<table>
<thead>
<tr>
<th>Year</th>
<th>Historic Absorption</th>
<th>Metro Absorption</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004-2007</td>
<td>10,000 Apts/year</td>
<td>67,478 Jobs/year</td>
</tr>
<tr>
<td>2011-2016</td>
<td>3,000 Apts/year</td>
<td>27,251 Jobs/year</td>
</tr>
<tr>
<td>2017-2020</td>
<td>5,000 Apts/year</td>
<td>31,185 Jobs/year</td>
</tr>
<tr>
<td>2021-2030</td>
<td>7,000 Apts/year</td>
<td>32,440 Jobs/year</td>
</tr>
</tbody>
</table>

Metro Job Growth

-108,000
-81,000
-11,000
-13,000
-1,000

Metro Demand Multifamily

Historic Job Growth

11.5 Apts/100 Jobs

53,083 Jobs/year

54,745 Jobs/year

2017-2020: 4,626 Apts/year

2021-2030: 4,945 Apts/year

50.0%

30.0%

10.0%

0.0%

Capture Rate

<table>
<thead>
<tr>
<th>Year</th>
<th>Historic City Absorption</th>
<th>Historic Beltline Planning Area Absorption</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004-2007</td>
<td>8,100 Apts/year</td>
<td>547 Apts/year</td>
</tr>
<tr>
<td>2011-2016</td>
<td>5,700 Apts/year</td>
<td>675 Apts/year</td>
</tr>
<tr>
<td>2017-2020</td>
<td>11,865 Apts/year</td>
<td>2,385 Apts/year</td>
</tr>
<tr>
<td>2021-2030</td>
<td>13,865 Apts/year</td>
<td>2,826 Apts/year</td>
</tr>
</tbody>
</table>

City of Atlanta Capture of Metro Apartment Absorption

Exhibit 29
The City of Atlanta has steadily captured a high share of absorption since 2001 as renters increasingly seek job proximity and dynamic, walkable intown 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. Overall, this equates to an average of 6,567 units absorbed annually through the end of 2030.

Absorption Units

-3,000
-2,000
-1,000
0
1,000
2,000
3,000
4,000
5,000
6,000
7,000

2/8/2019

SOURCE: Noell Consulting Group (based on surveys of properties)
Subarea 10 has yet to see as much development as other subareas, though this is expected to change in the future. In the near future (2019 and 2020), NCG predicts the submarket will capture approximately 0% of the all Subareas submarket absorption, given inability to support new construction costs today. However, NCG expects absorption levels to rise with an average of 4% absorption from 2021-2030, with an average of almost 50 apartments per year from 2021 to 2030.

### Historic BeltLine Subarea Absorption
- **2017 - 2020:**
  - **Avg. Abs.:** 2,043
  - **0.9% Capture**

### Projected BeltLine Subarea Absorption
- **2021 - 2030:**
  - **Avg. Abs.:** 1,283
  - **3.8% Capture**

### Historic Subarea Ten Absorption
- **2004 - 2007:**
  - **Avg. Abs.:** 824
  - **0.2% Capture**

- **2011 - 2016:**
  - **Avg. Abs.:** 552
  - **-0.9% Capture**

### Competitive Apartment Community Map

#### Price Range
- **$19-$99 per month
- **$150-$410 per month
- **$400-$700 per month (fee + $15-$20 rent)**
- **$700-$1200 per month (some have additional deposit)**

**Source:** Noell Consulting Group
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 9,672 sales per year or 17.7 sales per 100 jobs per year. In future years, NCG projects that job growth will continue to increase employment, leading to an increased demand for homes. To accommodate this growth, new housing supply is needed. NCG expects that Metro sales will increase from 2016 levels of 12.3% to an average of 12.9% of sales from 2021-2030, with an average of 73 sales annually.
Projected City Sales
12 - $389,900 - $392,900 $391,322 2,212 - 2,556 2,326 $153 - $177 $169 225

Projected Subarea 10 Sales

Johnson Grove at West
113 62 - $539,900 - $649,900 $599,660 2,091 - 2,864 2,426 $211 - $262 $244

Subarea 10 Master Plan Update - Appendix — October 2020

APPENDIX / MARKET ANALYSIS / SUBAREA 10

MARKET ANALYSIS
Subarea 10 is mainly single family homes, some in decline, leaving opportunity for new homes to be built. In the near future, NCG predicts Subarea 10 will capture approximately 3% of the sales from all subareas, which equates to 2 new homes sold per year through 2020. NCG expects that capture to rise to 5% between 2021-2030, with an average of 4 sales per year.

Exhibit 38
Sub 10 SFD
SOURCE: Noell Consulting Group and MetroStudy

Exhibit 38
Subarea 10 Capture of BeltLine Subareas New Single-Family Detached Sales
ALL SUBAREAS, SINGLE FAMILY DETACHED NEW SALES AND SUBAREA 10, CAPTURE

Exhibit 39
Comparative For-Sale Single Family Detached Community Map
SOURCE: Noell Consulting Group and MetroStudy

Exhibit 39
Comparative For-Sale Single Family Detached Community Map

Exhibit 40
Summary of Single Family Communities

Exhibit 41
Single Family New Sales for Subarea 10, 2010-2017
SOURCE: Noell Consulting Group, CoStar

Exhibit 41
Single Family New Sales for Subarea 10, 2010-2017
SOURCE: Noell Consulting Group and MetroStudy

Subarea 10 Master Plan Update - Appendix — October 2020
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 54,000 net new jobs annually from 2011 through 2016, with an average of 1,459 sales per year or 2.7 sales per 100 jobs per year. In future years, NCG projects that job growth will continue, as demand for this area continues to rise.

Historic Sales

2011 - 2016: 27,251 Average Abs.

2017 - 2020: 32,440 Average Abs.

2021 - 2030: 33,338 Average Abs.

The City of Atlanta has steadily captured approximately 18.4% of new townhome sales since 2011, ranging from 13.4% between 2005 and 2008, due to the recession. Strong forward sales in 2011 and 2012 and employment from 2011 through 2014, with an average of 1,554 sales per year or 2.7 sales per 100 jobs per year. In future years, NCG expects the per year will stabilize and drop to about 5,007. However, net townhome sales will increase to 3,000 new sales yearly and new drop to 3,213

Historic Job Growth

2005 - 2007: 699 Jobs/Yr
2011 - 2016: 2,654 Jobs/Yr
2017 - 2020: 3,189 Jobs/Yr
2021 - 2030: 3,409 Jobs/Yr

The City of Atlanta’s capture rate has steadily increased, from 18.4% in 2011 to 34.2% in 2016, due to the increase in demand for this area. This equates to 276 sales on average through 2020. NCG expects these levels to rise to an average of 807 units sold annually through the end of 2020 and 1,059 annually from 2021-2030.

City of Atlanta Capture of Metro Townhome Sales


2021 - 2030: 12,000 Avg. Abs.

The City of Atlanta has steadily captured approximately 27% of new townhome sales since 2011, ranging from 27% between 2005 and 2008, due to the recession. Strong forward sales in 2011 and 2012 and employment from 2011 through 2014, with an average of 1,554 sales per year or 2.7 sales per 100 jobs per year. In future years, NCG expects these levels to rise to an average of 5,007 sales annually through the end of 2020 and 6,000 annually from 2021-2030.

City of Atlanta Capture of Metro Townhome Sales


The BeltLine Suburban capture rate has steadily increased, from 18.4% in 2011 to 34.2% in 2016, due to the increase in demand for this area. This equates to 276 sales on average through 2020. NCG expects these levels to rise to an average of 807 units sold annually through the end of 2020 and 1,059 annually from 2021-2030.

City of Atlanta Capture of Metro Townhome Sales

The BeltLine Suburban capture rate has steadily increased, from 18.4% in 2011 to 34.2% in 2016, due to the increase in demand for this area. This equates to 276 sales on average through 2020. NCG expects these levels to rise to an average of 807 units sold annually through the end of 2020 and 1,059 annually from 2021-2030.
In the near future, NCG predicts Subarea 10 will capture approximately 6% of the total BeltLine sales as new construction sales continue to be funded by beltway sales. As the suburban conditions, NCG expects captures to rise to 3% between 2021-2030, with an average of approximately 15 sales per year.

**Historic All BeltLine Subareas Sales**
- 2010 - 2016: $300,000+ ($361,412 average)
- 2017 - 2020: $323,892 - $361,298, with an average of $354,123 (15 sales/year)

**Historic Subarea 10 Sales**
- 2010 - 2016: $223,892 - $288,900, with an average of $259,623 (15 sales/year)

Subarea 10 Capture of All BeltLine Subareas New Townhouse Sales

**Exhibit 46**
- New TH Sales
  - 0.4% Capture
  - 3.1% Capture
  - 3.1% Capture
  - 3.1% Capture

**Exhibit 47**
- Source: Noell Consulting Group (based on surveys of properties)
- Subarea 10 Townhouse Sales
- Exhibit 47: Map of Townhome Communities
- Note: All BeltLine Subareas Sales are in alignment with NCG projections of Beltline Sales from 2021-2025.

**Exhibit 48**
- Source: Noell Consulting Group, MetroStudy and Mass Economics
- Exhibit 48: Metro New condominium sales
- Metro Job Growth: Averaging more than 54,000 net new jobs annually from 2011 through 2016, with an average of 1,459 sales per year or 2.7 sales per 100 jobs per year.

**Exhibit 49**
- Historic and Projected Job Growth to New Condominium Sales - Atlanta MSA
- Note: The graphs on this page track the relationship between job creation and attached, condominium sales. The Atlanta MSA 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 1,459 sales per year or 2.7 sales per 100 jobs per year. In future years, NCG projects that job growth will stabilize and drop to about 32,000, however new condominium sales will increase to 1,069 - 1,135 new sales year.

**Exhibit 50**
- Source: Noell Consulting Group, RedFin, Google Earth
- Map of Townhome Communities
- Note: The map shows new construction townhome developments near the BeltLine.

**Exhibit 51**
- Source: Noell Consulting Group, RedFin, Google Earth
- Map of Townhome Communities
- Note: The map shows new construction townhome developments near the BeltLine.

**Exhibit 52**
- Source: Noell Consulting Group, RedFin, Google Earth
- Map of Townhome Communities
- Note: The map shows new construction townhome developments near the BeltLine.

**Exhibit 53**
- Source: Noell Consulting Group, RedFin, Google Earth
- Map of Townhome Communities
- Note: The map shows new construction townhome developments near the BeltLine.
Subarea 10 Capture of All BeltLine Subareas New Condominium Sales

**Exhibit 51:** Subarea 10 Capture of All BeltLine Subareas New Condominium Sales

The City of Atlanta has historically captured over 70% of new condominium sales since 2011. Rising from 75% through 2020, it is projected to increase to roughly 71% through 2020 and 79% from 2021-2030, as the city densifies. Overall, this equates to an average of 753 units sold annually through 2020.

The desire for intown, walkable, transit-oriented communities continues to increase, equating 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 Metro Sales**

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales/Yr</th>
<th>Capture Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005-2007</td>
<td>2,602</td>
<td>22.1%</td>
</tr>
<tr>
<td>2011-2016</td>
<td>3,000</td>
<td>73.0%</td>
</tr>
<tr>
<td>2017-2020</td>
<td>3,404</td>
<td>75.3%</td>
</tr>
</tbody>
</table>

**Historic City of Atlanta Sales**

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales/Yr</th>
<th>Capture Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005-2007</td>
<td>2,602</td>
<td>22.1%</td>
</tr>
<tr>
<td>2011-2016</td>
<td>3,000</td>
<td>73.0%</td>
</tr>
<tr>
<td>2017-2020</td>
<td>3,404</td>
<td>75.3%</td>
</tr>
</tbody>
</table>

**Historic All Subareas Sales**

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales/Yr</th>
<th>Capture Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005-2007</td>
<td>2,602</td>
<td>22.1%</td>
</tr>
<tr>
<td>2011-2016</td>
<td>3,000</td>
<td>73.0%</td>
</tr>
<tr>
<td>2017-2020</td>
<td>3,404</td>
<td>75.3%</td>
</tr>
</tbody>
</table>

**Exhibit 52:** All Subareas Capture of City Condominium Sales

The City of Atlanta is mainly single family homes and is a more economically depressed subarea that will not be capable of supporting new construction costs. Given these and other factors, NCG predicts that Subarea 10 will absorb some second units between 2021 and 2030.
### Exhibit 54
#### Summary of Condo Communities

<table>
<thead>
<tr>
<th>Name</th>
<th>Unit Size Range</th>
<th>Current Avg Price</th>
<th>Current Avg Price Range</th>
<th>Unit Size Range</th>
<th>Avg Price</th>
<th>SF Range</th>
<th>Avg Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sky Lofts</td>
<td>860 - 1,214</td>
<td>864</td>
<td>$54 - $129</td>
<td>864</td>
<td>864</td>
<td>$54 - $129</td>
<td>864</td>
</tr>
</tbody>
</table>

#### Subarea 10 Master Plan Update - Appendix — October 2020

Source: Noell Consulting Group, MetroStudy

Summary: 179 $65,500 - $118,000 $166,368.29 679 - 1,214 864 $54 - $129 $97

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

The City of Atlanta has steadily captured approximately 29% of office absorption since 2011 rising from 23% between 2005 and 2008. Moving forward, while individual years will vary, we project the City of Atlanta to capture roughly 33% of metro absorption through 2020 and 3% Net 2021-2030. Overall, this equates to an average of 1.5 million SF absorbed annually through the end of 2020 and 1.4 million SF annually from 2021-2030.

#### Exhibit 56
#### City of Atlanta Capture of Metro Office Absorption

The City of Atlanta has steadily captured approximately 33% of office absorption since 2011 rising from 23% between 2005 and 2008. Moving forward, while individual years will vary, we project the City of Atlanta to capture roughly 33% of metro absorption through 2020 and 3% Net 2021-2030. Overall, this equates to an average of 1.5 million SF absorbed annually through the end of 2020 and 1.4 million SF annually from 2021-2030.

### Commercial Analysis

[Image of commercial analysis, including graphs and data tables]

#### Source
Noell Consulting Group, MetroStudy.

#### Branch Properties, LLC

LAUREL ISLAND MARKET ANALYSIS
Metro Atlanta Office Rents

### Historic City Absorption

- **Downtown**: 32.41
- **Perimeter**: 33.51
- **Central**: 26.85
- **Northlake**: 19.14
- **West Atlanta**: 48
- **South**: 32.2%
- **North Fulton**: 370
- **Midtown**: 22.51
- **Puritan Mill**: 50.712
- **Atlanta**
  - **887 Howell Mill**: 16,889
  - **Strongbox**: 44,000
  - **Projected City Absorption**: 280,000
  - **Projected BeltLine Subarea Absorption**: 234

### Historic Subarea Absorption

- **Subarea 9**: 104
- **Subarea 10**
  - **Historic All Subareas Absorption**: 2,597
  - **Historic Subarea 9 Absorption**: 289
  - **Historic Subarea 10 Absorption**: 260

### Projected Subarea Absorption

- **Subarea 9**: 654,654
- **Subarea 10**: 835,948

### Projected City Absorption

- **Historic City Absorption**: 176,763
- **Historic All Subareas Absorption**: 5,249,466
- **Subarea 9 Capture**: 6,084
- **Subarea 10 Capture**: 2,580

### Total Square Feet

- **Subarea 9**: 835,948
- **Subarea 10**: 835,948

### Average Rent

- **Office**: 24.85
- **Retail Average**: 18.20
- **Retail Average**: 107,263

### All Beltline Subareas Office Absorption

- **Subarea 9 Absorption**: 654,654
- **Subarea 10 Absorption**: 835,948
- **Total**: 1,490,602

### Projected Subarea 9 Absorption

- **2021 - 2030**: 1,705,000

### Projected Subarea 10 Absorption

- **2021 - 2030**: 2,000,000

### Future Projections

- **Subarea 10 Capture**: 3%

### Market Analysis

- **Historic Capture**: 3%
- **Future Capture**: 3%
- **Average Capture**: 5%
Projected Absorption

Projected City Absorption

2030: All Subareas Capture of City Absorption

2007: Projected Job Growth

2016: City Capture of Metro Absorption

2016:

2007:

Subarea 10 Master Plan Update - Appendix — October 2020

MARKET ANALYSIS

SOURCE: Noell Consulting Group, Costar and Mass Economics

Historic and Projected Job Growth to Retail Absorption - Atlanta MSA

Metro Job Growth

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 estimates the City of Atlanta to capture 46% of Metro retail absorption, with a ratio of 57.02 SF per 100 jobs per year.

Metro Absorption SF/New Jobs

47,752 Jobs/year

2004 - 2007:

-108,000

27,000

54,000

6,000

9,000

4,529

Historic Absorption

1,105

2,750

2011 - 2016:

65.13

3,858

3,450

2017 - 2020:

54,193

55,327

56,484

1,958

1,971

1,977

2021 - 2030:

61.20

1,989

32,605

33,338

33,711

2,011

-100

100

200

400

600

800

1,000

Metro Absorption SF/New Jobs

Historic Job Growth

Summary: 26,588 Jobs/year, absorption and ratio of 1,043 SF/New Jobs. The BeltLine Subareas submarket captured approximately 41% of City retail absorption between 2011 and 2016. NCG predicts the submarket will capture 50% of the City of Atlanta absorption, with a ratio of 57.02 SF per 100 jobs per year.

History of Office Comparables

Photo Office Name Year Built

2002) 50,712

0 100% $23.00 - $24.00

2014) 44,000

0 100% $6.62 - $6.62

Strongbox West, Inc.

Puritan Mill 1920 (Renov.

640 North

Complex I

Strongbox 1955 (Renov.

Total

Lease

NNN

Leased

Rate

Strongbox

Isomo

TMS

4,529

2053

296

57,247

50,929

53,083

110,274

5,447

2004 - 2007:

7,549

2,053

8,103

2011 - 2016:

3,523

64.62

3,450

3,858

3,630

2017 - 2020:

3,523

64.62

2021 - 2030:

3,523

64.62

Summary

10.3% Capture

26.3% Capture

ALL SUBAREAS RETAIL ABSORPTION

14.3% Capture

Historic City Absorption

Historic Metro Absorption

380,792 SF/Yr

190,396 SF/Yr

416

235

123

173

133

205

132

456

437

976

136

1043

1105

278

288

299

310

321

416

235

123

205

133

173

132

50.0% Capture

41.0% Capture

30.0% Capture

15.0% Capture

10.0% Capture

5.0% Capture

1.0% Capture

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

Source: Noell Consulting Group and Costar

The BeltLine Subareas captured approximately 51% of Metro absorption from 2011 through 2016, with a ratio of 57.02 SF per 100 jobs per year. The City of Atlanta captured approximately 1% of Metro absorption from 2011 through 2016, with a ratio of 4.63 SF per 100 jobs per year. The Central Subareas captured approximately 32% of Metro absorption from 2011 through 2016, with a ratio of 41.0% Capture. The Historic BeltLine Subareas captured approximately 50% of Metro absorption from 2011 through 2016, with a ratio of 30.0% Capture.

The BeltLine Subareas captured approximately 6% of City retail absorption from 2011 through 2016, with a ratio of 30.0% Capture. The City of Atlanta captured approximately 25% of City retail absorption from 2011 through 2016, with a ratio of 25.0% Capture. The Historic BeltLine Subareas captured approximately 75% of City retail absorption from 2011 through 2016, with a ratio of 25.0% Capture.

The BeltLine Subareas captured approximately 1% of City retail absorption from 2011 through 2016, with a ratio of 4.63 SF per 100 jobs per year. The City of Atlanta captured approximately 25% of City retail absorption from 2011 through 2016, with a ratio of 25.0% Capture. The Historic BeltLine Subareas captured approximately 75% of City retail absorption from 2011 through 2016, with a ratio of 25.0% Capture.
In the near future, NCG predicts Subarea 10 will capture approximately -1.5% of the retail absorption from all subareas through 2020, as existing businesses continue the trend of moving out of the Central City, NCG expects that trend will slow, but do not foresee demand returned to the subarea until after 2030, given a lack of population growth.

The Subarea 9 and 10 markets have been steadily the last ten years, with available space already shrinking from almost 11% in 2009 to 4% in 2017, and this trend is expected to continue. There have been two new retail developments from 2013-2017, at a constant rate, but none are under construction today.

The map to the left shows the location of single chain grocery stores. Most of the single chain grocery stores are concentrated in the east and south parts of Atlanta, with no noticeable trends extending into Subarea 9 or Subarea 10. While area like Buckhead, Midtown, and West Midtown have single chain grocery stores around the Subareas less significant is the lack of single chain grocery stores near the Subareas. No single chain grocery stores are within 3 miles of the Subareas.

The map to the left shows the location of single chain grocery stores. Most of the single chain grocery stores are concentrated in the east and south parts of Atlanta, with no noticeable trends extending into Subarea 9 or Subarea 10. While area like Buckhead, Midtown, and West Midtown have single chain grocery stores around the Subareas less significant is the lack of single chain grocery stores near the Subareas. No single chain grocery stores are within 3 miles of the Subareas.

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ATLANTA BELTLINE, INC.  
SUBAREA 10 MASTER PLAN UPDATE  
MARKET ANALYSIS

Exhibit 68: Alternative Financing for a Neighborhood Market, Carver Market Example

The Carver Market was an approximately 13,000 SF structure in South Atlanta, near Carver High School, owned and operated by FCS Ministries. The building consists of a 4,000 SF market/coffee shop and 8,000 SF office/community center, as well as a 1,000 SF bike shop (separately operated). FCS Ministries is a local charity dedicated to the betterment of the South Atlanta Neighborhood, starting in the early 2000s with mixed-income housing. In 2001, FCS purchased this former liquor store for $150,000 and operated a thrift shop starting in 2003. By 2006, FCS had expanded the thrift shop to what it is today. Even with no real estate costs and minimal build out costs, there is still a $100,000 annual operating gap to being self-sustaining. This gap is filled by foundation support.

Estimated Total Demand 2018 - Purchased former liquor store, which is now Carver Market for $150,000

Subarea 10 Master Plan Update - Appendix - October 2020

Exhibit 71: Potential Development Patterns

Green circles represent those projects and/or areas that are most likely to be developed in the midterm, meaning within the next 5 to 10 years. These projects project and/or areas that are most likely to be developed in the long term, meaning within the next 10+ years. These projects will be near the wave of development and/or have strong development plans in place.

Noel Consulting Group, Google Maps

ATLANTA BELTLINE, INC.  
SUBAREA 10 MASTER PLAN UPDATE  
MARKET ANALYSIS

Exhibit 70: Subarea 10-Recommended Development Product Matrix

For more details on market analysis, please refer to Noel Consulting Group's Report

Noel Consulting Group

2019-2020

Exhibit 70: Subarea 10-Recommended Development Product Matrix

Land Use | Recommended Product Matrix 2018 Estimated Product Matrix 2021-2030 | Pricing (per unit construction) | Notes/Comments
--- | --- | --- | ---
Retail/Office | 3,000 SF, 6,000 SF, 9,000 SF | $80,000 - $100,000 | Test markets will allow for store parking. Some units will be shown for test market invoice. Test markets will allow for store parking. Some units will be shown for test market invoice.

Noel Consulting Group

2019-2020

Subarea 10 Master Plan Update - Appendix — October 2020
LAND USE + ZONING

Inventory and analysis of existing land use conditions provides insight into the types of future development that are desired in an area. Land use planning is also used by the community to identify opportunities for redevelopment that are beneficial to residents.

The paragraphs that follow provide further insight into the existing land use and zoning conditions that characterize Subarea 10. Future land use and zoning recommendations are included as part of the analysis.

METHODOLOGY
To map existing land use, each parcel within Subarea 10 was evaluated individually to determine its existing land use designation. A Google Earth 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 Master Plan Updates
Land Use & Zoning Methodology
2.09.2018

<table>
<thead>
<tr>
<th>BeltLine Land Use Category (Foot 1)</th>
<th>Description [Foot 2]</th>
<th>Non-Residential</th>
<th>Residential</th>
<th>Combined Res.</th>
<th>Compatible Future Land Use Classification</th>
<th>Compatible Zoning Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mixed Use 1-3 Stories</td>
<td>Mix of residential and non-residential uses</td>
<td>4.0 FAR</td>
<td>3.2 FAR (85% DUA)</td>
<td>7.2 FAR</td>
<td>High-Density Mixed Use (note 1)</td>
<td>MR-3 or similar</td>
</tr>
<tr>
<td>Mixed Use 3-4 Stories</td>
<td>Mix of residential and non-residential uses</td>
<td>3.5 FAR</td>
<td>2.4 FAR (70% DUA) (note 3)</td>
<td>5.9 FAR</td>
<td>Medium-Density Mixed Use (note 2)</td>
<td>MR-2 or similar</td>
</tr>
<tr>
<td>Mixed Use 1-4 Stories</td>
<td>Mix of residential and non-residential uses</td>
<td>1.0 FAR</td>
<td>0.6 FAR (30% DUA)</td>
<td>1.6 FAR</td>
<td>Low-Density Mixed Use (note 4)</td>
<td>MR-1 NC, or similar</td>
</tr>
<tr>
<td>Multi-Story 10 Stories</td>
<td>Primarily residential, but may include accessory ground floor non-residential uses (no FT buildings)</td>
<td>12.0 FAR (28% DUA)</td>
<td>8.4 FAR</td>
<td>20.4 FAR</td>
<td>Very High-Density Residential (note 5)</td>
<td>Mixed Use or similar</td>
</tr>
<tr>
<td>Multi-Story 5-9 Stories</td>
<td>Primarily residential, but may include accessory ground floor non-residential uses (no FT buildings)</td>
<td>7.5 FAR</td>
<td>5.4 FAR</td>
<td>12.9 FAR</td>
<td>Very High-Density Residential (note 5)</td>
<td>Mixed Use or similar</td>
</tr>
<tr>
<td>Multi-Story 1-4 Stories</td>
<td>Primarily residential, but may include accessory ground floor non-residential uses (no FT buildings)</td>
<td>3.5 FAR</td>
<td>2.4 FAR (70% DUA)</td>
<td>5.9 FAR</td>
<td>Very High-Density Residential (note 5)</td>
<td>Mixed Use or similar</td>
</tr>
<tr>
<td>Mixed Residential Neighborhood</td>
<td>Mix of single-family, duplex, and small multi-family uses</td>
<td>None</td>
<td>5 DUA (note 6)</td>
<td>5 DUA (Note 6)</td>
<td>Single-Family Residential</td>
<td>Single-Family Residential</td>
</tr>
<tr>
<td>Single-Family Neighborhood</td>
<td>Single-family single-family uses</td>
<td>None</td>
<td>5 DUA (Note 6)</td>
<td>5 DUA (Note 6)</td>
<td>Single-Family Residential</td>
<td>Single-Family Residential</td>
</tr>
<tr>
<td>High-Density Commercial</td>
<td>Primarily non-residential uses</td>
<td>3.2 FAR</td>
<td>None</td>
<td>3.2 FAR</td>
<td>Not intended for rezoning</td>
<td></td>
</tr>
<tr>
<td>Low-Density Commercial</td>
<td>Primarily non-residential uses</td>
<td>2.0 FAR</td>
<td>None</td>
<td>2.0 FAR</td>
<td>Low-Density Commercial (note 7)</td>
<td></td>
</tr>
<tr>
<td>Office/Industrial</td>
<td>Office and industrial uses</td>
<td>3.2 FAR</td>
<td>None</td>
<td>3.2 FAR</td>
<td>Office/Industrial/Residential</td>
<td></td>
</tr>
<tr>
<td>Industrial</td>
<td>Primarily light and low industrial uses</td>
<td>1.0 FAR</td>
<td>None</td>
<td>1.0 FAR</td>
<td>Industrial (note 8)</td>
<td>1-12</td>
</tr>
<tr>
<td>Mixed Industrial</td>
<td>Mix of industrial and non-industrial uses</td>
<td>1.0 FAR</td>
<td>0.6 FAR (30% DUA)</td>
<td>1.6 FAR</td>
<td>Mixed Industrial (note 9)</td>
<td>Mixed, UI, or similar</td>
</tr>
</tbody>
</table>

1. Excludes parks, community facilities, and transportation/communication utilities.
2. Minimum building heights are as described in note 1. Provided. Heights assume conformity to zoning transitional height planes and building height-down adjustments to certain rezoned residential districts.
3. Areas are the proposed Zoning Ordinance Update Quick Fix Phase 2 ordnance to increase residential FAR is approved.
4. May change depending on outcome of Zoning Ordinance Update Quick Fix Phase 2 effort after "mixing middle housing" with high FAR, but low height.
5. Average rounded density of 85.
6. Average rounded density of 60-70 FAR zoning, which are the most common designations along the Atlanta BeltLine.
7. The draft FAR district does not use FAR. Bul is controlled by a 220 foot height limit and a requirement that 30% of the floor area must be industrial. The maximum FAR on an industrial use is likely to be 1.0 to 1.1 industrial FAR equals to a maximum 3.4 industrial FAR.

Image: Atlanta BeltLine Subarea Master Plan Update - Land Use and Zoning Methodology
Source: Atlanta BeltLine, Inc.

EXISTING LAND USE
Subarea 10 is predominantly defined by single-family parcels that occupy the area outside of the TAD boundary. Within the TAD, most of the land is occupied by multifamily 1-4 story parcels, industrial parcels and vacant parcels. The highest concentration of multifamily buildings is adjacent to Mayson Turner Road and J.E. Boone Boulevard. Small pockets of low-density commercial are located along major corridors such as D.L. Hollowell Parkway, J.E. Boone Boulevard, J.E. Lowery Boulevard, and M.L.K.

See the Multiple-Owned Parcels Map

Existing Homeowners Exemptions
Homeowners’ exemptions provide tax breaks to those who own and permanently reside in their homes. Due to the number of vacant and poorly maintained properties, homeowners’ exemptions were mapped to gain a better understanding of the population occupying homes in Subarea 10. (The source of data is the 2017 Fulton County Tax Parcel Data.) 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, many of the homeowners in Mozley Park take advantage of the homeowner exemption.

Still, many residents do not take advantage of the tax break. This finding is 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

See the Multiple-Owned Parcels Map

See the Multiple-Owned Parcels Map

See the Existing Homeowner Exemptions Map

See the City of Atlanta Future Land Use Map

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 10. The number of unoccupied and dilapidated parcels in single-family residential neighborhoods throughout the subarea is greater than those in nearby areas of Atlanta to the north and east. The larger vacant and dilapidated parcels at the intersection of Mayson Turner Road and Chappell Road occupy the site of former/existing low-story apartment buildings. These parcels present an opportunity for creative forms of multifamily housing and smaller-scale mixed-use development.

See the Vacant and Blighted Properties Map

Multiple-Owned Parcels
An additional analysis performed indicates that many of the single-family parcels in Subarea 10 are owned by the same entity. According to 2017 data, there are 17 owners who own more than 10 parcels, 13 owners who own 11-25 parcels, and 1 owner who owns more than 40 parcels. Many, but not all, of the multiple-owned parcels are those documented as vacant and dilapidated. Subarea residents expressed concern over the multiple-owned parcels since many of the owners are “holding” the properties in an effort to sell when market conditions prove to be the most beneficial to them. The result is the continued appearance of numerous vacancies and dilapidated properties throughout the area, thus affecting residents and those traveling in and out of the subarea.
This map was prepared by the Collaborative in September 2020 and produced for the Atlanta Beltline Subarea 10 Update and Update for the City of Atlanta, Atlanta Beltline Subarea 10 Update, and produced for the City of Atlanta, Atlanta Beltline Subarea 10 Update. The map is not guaranteed.
This map was prepared by the Collaborative, Inc. in 2019 and produced for the Atlanta Beltline Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data is not guaranteed.

*All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.
Community Facilities
The subarea's two largest parks, Maddox Park and Washington Park, serve as community gathering spots that are well-utilized by subarea residents. Additional community facilities include Kipp Ways Academy, M. Agnes Jones Elementary School, Washington High School, the Washington Park branch of the Fulton County library system, Westside Works, and numerous community gardens scattered throughout the subarea.

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.

the TAD boundary within Subarea 10 is split between large Industrial and Residential-Multifamily parcels. The industrial zoned parcels mostly occupy the land that comprises Maddox Park. Outside of the TAD boundary, the remaining parcels are mostly zoned Residential Single-Family. Special Public Interest (SPI) zoning (SPI 11) is located east of Washington Park.

FUTURE LAND USE
It is anticipated that the City will consider amendments to the Future Land Use Map to incorporate the Subarea 10 Master Plan recommendations following adoption of the Subarea 10 Plan Recommendation Report Update. The Future Land Use Map focuses primarily on land located within the Tax Allocation District boundary.

Land Use Goals
The following goals were developed in collaboration with community members and stakeholders throughout the planning update process and were used to guide the development of land use recommendations.

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

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

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

2. Future BeltLine Corridor
   - Convert industrial properties east of Maddox Park to medium-density mixed-use (MU 5-9 stories) with proper transitions to single-family

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

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

5. Conway Place and J.E. Boone Boulevard
   - Expand the number of multifamily parcels by converting vacant land off J.E. Boone Blvd. to multifamily 1-4 Stories

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.

*See pages 260-265 for additional recommendations and recently-adopted zoning amendments.
This map was prepared by the Collaborative, Inc. in 2019 and produced for the Atlanta Beltline Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data is not guaranteed. *All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.*
**BELTLINE SA10 LAND USE AND ZONING RECOMMENDATIONS**

G1-A1  o Plan recommendation: Develop regulations that reduce the minimum parking requirements.
   o 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” through “e” immediately above shall not include newly-created on-street parking along a public street or private street built to public standards.
   g. 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 maximum shall apply.

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**BELTLINE SA10 LAND USE AND ZONING RECOMMENDATIONS**

h. 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.

i. High capacity transit used to satisfy this requirement shall be operational or under construction.

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:

   a. Residential uses: No parking is required.
   b. 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.

G1-A3  o 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.
   o 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.

G3-A1  o Develop an incentive program that promotes the introduction of neighborhood retail services.
   o Consultant note/recommendation: Consider adding a condition to certain sites that requires a minimum percentage of the property or the development to contain non-residential uses on the ground-floor.

G4-A1  o Evaluate the institution of measures that promote the preservation of historic structures.

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**BELTLINE SA10 LAND USE AND ZONING RECOMMENDATIONS**

- **G4-A2**
  - Evaluate the adoption of incentives for the preservation of historic, natural, and cultural resources.
  - Consultant note/recommendation: 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.

- **G4-A3**
  - 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-A4**
  - Evaluate the adoption of incentives or regulations that provide a bonus for projects that incorporate improved and sustainable stormwater management practices that exceed the City’s existing requirements.
  - Consultant note/recommendation: Consider providing a condition as part of future property rezonings that enables stormwater management facilities to be counted for open space. SPI-12 in Buckhead has language to this effect, as provided below:

  "Stormwater ponds functioning as management facilities designed to control stormwater runoff from multiple buildings or properties according to current City of Atlanta Stormwater Design Manual requirements may be permitted to be counted towards required open space provided that the portion of such facilities being used for open space:
  a. Shall be permitted to utilize the stormwater pond portion of the facility, and all other related systems and infrastructure related to the stormwater pond, for the purposes of meeting required open space;
  b. Shall contain pedestrian amenities that meet the minimum standards of this section as approved by the director; and
  c. Shall be integrated with adjacent pedestrian amenities when located adjacent to such amenities."

**G5-A1**

**BELTLINE SA10 LAND USE AND ZONING RECOMMENDATIONS**

- **G8-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 renting 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 new single-family home construction as a way of continuing to provide new inventory of smaller and more affordable housing options within the community.

- **G10-A2**
  - 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, RC, OL, C1, C2, C3, C4, C5, H1, H2, SPI, NC, MR, MK, MR, and LW zoning districts.

- **G11-A1**
  - 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>
</tbody>
</table>

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BELTLINE SA10 LAND USE AND ZONING RECOMMENDATIONS

Non-residential uses

<table>
<thead>
<tr>
<th></th>
<th>1 per 8,000 sf, 2 min.</th>
<th>1 per 8,000 sf, 2 min.</th>
<th>No more than 50 spaces required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offices</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All other non-</td>
<td>1 per 4,000 sf, 2 min.</td>
<td>n/a</td>
<td>No more than 50 spaces required</td>
</tr>
<tr>
<td>residential uses</td>
<td></td>
<td></td>
<td></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 parking spaces 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 racks are 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.
   iv. 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 excess of 30,000 square feet. Said facilities shall be available to all office tenants and their employees, provided that the number of shower facilities shall not be required to exceed four.
   v. 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.

G14-A1

Prepared by Canvas Planning Group 5

BELTLINE SA10 LAND USE AND ZONING RECOMMENDATIONS

- Develop regulations that provide a bonus for the consolidation of substantial green space into usable pocket parks rather than unusable areas.
- Consultant note/recommendation. Consider adding a zoning condition as part of future property rezonings that enables open space to transferred off-site to nearby developments within a certain distance and to allow the combination of open space into larger aggregated spaces. Provisions that enable this in other SPI districts are as follows:
  - Transfer of open space. Required open space may be transferred to an offsite parcel when meeting the following requirements:
    - In no case may the transfer of open space result in development that does not comply with the remaining regulations of this district.
    - The parcel receiving the open space ("receiving parcel") shall contain the amount of open space otherwise required for development of said receiving parcel in addition to the transferred amount of open space.
    - Transferred open space shall be located only on sites located within SPI-12.
    - Open space transferred to a receiving parcel shall meet the following requirements:
      - Be accessible to the public from dawn to dusk.
      - Be located, visible from and accessible (having no walls, fences, or other obstructions) along a minimum of 60 percent of any adjacent sidewalk.
      - Be located, visible from and accessible (having no walls, fences, or other obstructions) along a minimum of 60 percent of the surface of the open space including landscaped areas, fountains, pedestrian furniture, public art, and similar elements which are specifically listed in the application.
      - Include documentation of the total amount of open space relocated and the location of the receiving parcel on the approved SAP.
    - Transfer of open space to an offsite parcel shall be deemed conforming as to said open space for purposes of Chapter 24 (Nonconformities) provided the transferred open space is properly maintained as open space in accordance with the approved SAP.
    - Transfers of open space proposals shall provide documentation confirming the receiving parcel’s property owner consents to the open space arrangement.
MOBILITY

Mobility improvements play an important role in the form of a city and in the quality of life of its residents. Proving access to a variety of transportation modes can result in healthier communities with improved access to jobs, services and key destinations. 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

Most of the key corridors within Subarea 10 contain sidewalks and intersections with ADA-compliant curb ramps. However, several at-grade railroad crossings are difficult for bicyclists and pedestrians to navigate due to poor pavement conditions. Bicycle lanes are found on Westview Drive, D.L. Hollowell Parkway, and J.E. Boone Boulevard. In addition, several multi-use trails run throughout the subarea, contributing to greater levels of bicycle and pedestrian connectivity. Trails include the BeltLine Westside Trail, Lionel Hampton Trail, and the Westview PATH multi-use trail.

Streets

The subarea’s key corridors include:
- I-20
- D.L. Hollowell Parkway
- J.E. Lowery Boulevard
- Chappell Road
- M.L.K. Jr. Drive
- J.E. Boone Boulevard
- Westview Drive
- North Avenue
- Lena Street

D.L. Hollowell Parkway and I-20 are regional truck routes, and along with J.E. Lowery Boulevard, carry a significant amount of traffic, the worst of it occurring during afternoon hours. Localized congestion also occurs in commercial areas along M.L.K. Jr. Drive.

Existing Transit

The Subarea is serviced by MARTA Blue and Green Lines via the Ashby Station, the transfer point for both lines, located along the eastern edge of Subarea 10. There are eight MARTA bus routes that operate within the subarea, all of which connect to MARTA rail stations. MARTA demand-responsive transit (DRT) is available within the subarea.

Connectivity Barriers

Throughout the subarea, barriers to connectivity exist in areas adjacent to current or former railroad rights-of-way and along major roads with limited crossings such as I-20 and D.L. Hollowell Parkway. In addition, the portion of North Avenue that is located within the subarea is discontinuous as a result of a gap in east-west coverage, thus serving as an additional barrier.

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 mobility recommendations.

- Promote transportation network connectivity
- Promote multi-modal transportation choices and coordinate improvements with new development to make transit a more viable and accessible means of travel

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

2. Vehicular:

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

3. Street Framework:

- Evaluate connecting North Avenue east of the BeltLine and North Avenue west of the BeltLine
- Keep Street Framework Plan consistent with 2010 Subarea 10 Master Plan recommendations as modified by recent plans such as D3 Westside Revive and the Westside Land Use Framework Plan

More information can be found in the Mobility Recommendations and Goals Map.
Barriers to Connectivity

Atlanta BeltLine Subarea 10

Atlanta Beltline Sidewalk Trail and Transit Greenway Alignment

Topographical Barrier

ADA Noncompliant

Existing Bicycle Routes

Existing Trail

Proctor Creek Greenway

MARTA Stations

MARTA Rail Line

Railroad

River/Creek

Parks

Tax Allocation District (TAD)

Barriers to Connectivity

Atlanta BeltLine Subarea 1

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.
Significant community support was expressed for the Atlanta Streetcar System Plan (SSP). The Streetcar’s Crosstown Crescent Line cuts through Subarea 10. This east-west bidirectional service extends the existing streetcar line to the BeltLine via the Atlanta University Center. 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 10 is a part). The addition of the Atlanta Streetcar service would positively impact the transit-dependent population living in the subarea by creating opportunities for enhanced access to jobs and services.

Subarea 10 is defined by two of the City’s oldest Parks, Maddox Park and Washington Park, and the presence of Proctor Creek, which runs through the western half of the subarea. In recent years, there has been an increased interest in expanding greenspace and improving access to natural resources, such as the planned Westside Park at Bellwood Quarry 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 open space recommendations.

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

Existing and Future Trails
The north end of the three-mile BeltLine Westside Trail is located within Subarea 10, adjacent to Washington Park and Lena Street. The trail stitches together historic southwest Atlanta neighborhoods and has become an important resource to Atlanta residents. In addition, the Proctor Creek Greenway is a planned seven-mile trail system that begins slightly north of Subarea 10 near Boyd Elementary School off Johnson Road. It will eventually connect to Maddox Park, the BeltLine Westside Trail and Washington Park. Other existing multi-use trails located in Subarea 10 include the Lionel Hampton Trail and the PATH Westview Trail.

NATURAL RESOURCES

OPEN SPACE RECOMMENDATIONS
Although the Atlanta BeltLine, Inc. is not responsible for the design or maintenance of City parks, feedback from local communities led to recommendations regarding improved access to open space resources via multi-use trail connections and/or sidewalks. Such mobility-related recommendations include:

- Continue Proctor Creek Trail south under D.L. Hollowell Parkway to and through Maddox Park
- Advance pedestrian and bicycle improvements that connect neighborhoods and amenities
- Advance improvements that provide enhanced access for pedestrians and bikers

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

Image: BeltLine Westside Trail
Source: Curbed Atlanta
This map was prepared by the Collaborative, Inc. in 2019 and produced for the Atlanta BeltLine Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data is not guaranteed.

*All transit and trail routes between Bankhead MARTA and Lindbergh MARTA are subject to change based on design and implementation feasibility.
The historic and cultural significance associated with Subarea 10 is a source of pride for residents. Predominantly residential, the single-family neighborhoods that occupy the majority of the subarea were developed in the mid-1920s to further the advancement of African Americans amid racial segregation.

**EXISTING HISTORIC RESOURCES**

Washington Park, constructed in 1919, is a designated City of Atlanta Historic Landmark. The nearby Booker T. Washington High School is listed on the National Register of Historic Places as the first public high school for African Americans in the state of Georgia.

The remainder of the historic buildings and sites in the subarea were identified in a Historic Resources Survey conducted by the Atlanta Urban Design Commission in 2005. Mostly located along major corridors within the TAD, these buildings formerly contained commercial, residential, institutional and civic land uses.

- See the Historic Resources Map

**HISTORIC PRESERVATION**

Historic preservation allows places to retain some of what makes them unique, memorable and meaningful to local residents. Preserving existing structures can create a more heightened user experience by providing 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.

An additional analysis was performed to identify historic resources to be preserved. The following page further outlines the benefits of historic preservation.

- See the Historic Preservation Map

**ART AND CULTURAL RESOURCES**

The BeltLine’s Arts and Culture Strategic Implementation Plan, 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, under-served 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.

**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 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
This map was prepared by the Collaborative, Inc. in 2019 and produced for the Atlanta Beltline Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data is not guaranteed. *All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.
The Arts and Culture Strategic Implementation Plan lists the following arts and cultural assets, located in Subarea 10:

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

**COMMUNITY PRIORITIES**

Significant focus of the Subarea Master Plan Update was on the identification of and subsequent prioritization 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**

- Develop an incentive program that promotes the introduction of neighborhood retail services
- Develop a program to collaborate with area schools and institutions such as the AU Center and Georgia Tech that focuses on job training and job creation
- Expand the number of multifamily parcels by converting vacant land off J.E. Boone Boulevard to multifamily 1-4 stories
- Convert industrial properties east of Maddox Park to medium-density mixed-use (MU 5-9 stories) with proper transitions to single-family
- Evaluate the institution of measures that promote the preservation of historic structures

**The top Mobility Action Items include**

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

**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 10 Framework Plan provides a vision for future improvements to the subarea over time.

**SUBAREA 10 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 10 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. However, the implementation of the plan also depends upon funding opportunities and feasibility.
**APPENDIX /// SUMMARY OF FINDINGS /// SUBAREA 10**

**LAND USE**

**GOAL 7: PRESERVE NEIGHBORHOODS**
- Develop and implement a plan to promote neighborhood stabilization tools, such as creation of neighborhood improvement such as transit shelters and benches.

**GOAL 3: CREATE PUBLIC ART**
- Utilize public spaces for artistic use, incorporate art or contribute to a public art program.

**GOAL 4: CREATE Affordable Housing**
- Develop standards that call for the incorporation of public art into mobility improvement such as transit shelters and benches.

**GOAL 5: CREATE WALKABLE STREETS**
- Develop design standards that focus on safety.

**GOAL 6: CREATE WALKABLE CENTERS**
- Implement the recommendations of the Westside Land Use Framework Plan.

**GOAL 7: PRESERVE NEIGHBORHOODS**
- Implement zoning regulations that encourage a variety of housing options such as transit-oriented developments.

**GOAL 8: PROMOTE MULTI-DOWNLOAD**
- Evaluate the integration of biometric systems into the neighborhood and public transit infrastructure.

**GOAL 9: PROMOTE COMMUNITY CONNECTIONS**
- Develop regulations that reduce the minimum parking requirements.

**GOAL 10: PROMOTE MULTI-FAMILY HOUSING**
- Increase the number of multi-family residential units by converting vacant land to multifamily housing.

**GOAL 11: PROMOTE MIDDLE INCOME HOUSING**
- Develop regulations that reduce the minimum parking requirements.

**GOAL 12: IMPROVE TRANSPORTATION SAFETY**
- Develop regulations that reduce the minimum parking requirements.

**PROPOSED ACTION PLAN**

<table>
<thead>
<tr>
<th>PRIORITY</th>
<th>TIMEFRAME</th>
<th>RESPONSIBLE PARTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Short-Term</td>
<td>Department of City Planning</td>
</tr>
<tr>
<td>2</td>
<td>Mid-Term</td>
<td>Department of City Planning</td>
</tr>
<tr>
<td>3</td>
<td>Long-Term</td>
<td>Department of City Planning</td>
</tr>
<tr>
<td>4</td>
<td>Ongoing</td>
<td>Department of City Planning</td>
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For more detailed information, please refer to the Subarea 10 Master Plan Update - Appendix — October 2020.
### OPEN SPACE

<table>
<thead>
<tr>
<th>GOAL 13: ENSURE CITY PARK RESOURCES</th>
<th>PRIORITIZED ACTION PLAN</th>
<th>PRIORITY</th>
<th>TIMEFRAME</th>
<th>RESPONSIBLE PARTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase park space west and south of Maddox Park</td>
<td></td>
<td>5.0</td>
<td>Long Term</td>
<td>City of Atlanta</td>
</tr>
<tr>
<td>Road improvements to existing City park resources</td>
<td></td>
<td>5.0</td>
<td>Ongoing (Annual Budget Prioritization)</td>
<td>Parks Department</td>
</tr>
<tr>
<td>Advance transportation improvements that provide connections between area neighborhoods and Westside Reservoir Park</td>
<td></td>
<td>5.0</td>
<td>Ongoing (Annual Budget Prioritization)</td>
<td>City Department of Transportation</td>
</tr>
<tr>
<td>Develop greenway/trail plans to connect area parks and Westside Reservoir Park</td>
<td></td>
<td>5.0</td>
<td>Long-Term</td>
<td>Parks Department, City Department of Transportation, Department of City Planning</td>
</tr>
<tr>
<td>Participate in the Citywide Parks Master Plan</td>
<td></td>
<td>5.0</td>
<td>Ongoing (Short Term)</td>
<td>Parks Department, Subarea 10 Community</td>
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<table>
<thead>
<tr>
<th>GOAL 14: RECLAIM AND REHABILITATE DEGRADED ENVIRONMENTALLY-SENSITIVE AREAS</th>
<th>PRIORITIZED ACTION PLAN</th>
<th>PRIORITY</th>
<th>TIMEFRAME</th>
<th>RESPONSIBLE PARTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop regulations that provide a bonus for the consolidation of substantial greenspace into usable pocket parks rather than unusable areas</td>
<td></td>
<td>3.0</td>
<td>Mid-Term</td>
<td>Department of City Planning</td>
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</tbody>
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Short Term = 0-3 Years
Mid-Term = 4-10 Years
Long-Term = 10+ Years