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DRAFT SUBAREA 9 MASTER PLAN UPDATE

DECEMBER 2019

Image: Atlanta BeltLine Westside Trail
Source: Atlanta BeltLine, Inc.
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The Atlanta BeltLine Planning Area consists of 15,000 acres within an approximately one-half-mile radius of the BeltLine corridor. The Planning Area is divided into ten geographic subareas, which are the basis for area-specific master planning. Comprising 1,386 acres, the BeltLine Subarea 9 is located in the west/northwest portion of the overall BeltLine project area, very close to the geographic center of the City of Atlanta. The Subarea is bounded by Norfolk Southern freight rail lines to the north and east, D.L. Hollowell Parkway to the south and Johnson Road to the west. The neighborhoods located within the subarea include English Avenue, Knight Park/Howell Station, Rockdale, Grove Park, and a portion of the West Highlands neighborhood and residential properties along Johnson Road.

The initial BeltLine Subarea 9 Master Plan was adopted by the Atlanta City Council on March 16, 2009. Much has happened since approval of the initial Master Plan. This Master Plan Update offers the opportunity to build on the foundation of the plans that have been adopted since the approval of the original Master Plan. The update reflects the current market conditions, recent development patterns and the community’s vision.

**PLANNING PROCESS**

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

**Inventory and Analysis**

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

- A review of the 2009 Subarea 9 Master Plan as it constitutes the starting point for this update
- Review of relevant plans that focus on recommendations that directly affect Subarea 9
- Tours and site inspections throughout the subarea
- Interviews and meetings with local stakeholders such as neighborhood associations and local foundations and agencies, such as the City of Atlanta and MARTA
- Mapping a number of relevant subarea conditions including existing land use, planned and proposed development and transportation conditions
- Analyzing historic preservation survey data

**Market Study**

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

- The overall land area is roughly 30% undeveloped, 18% industrial, 17% residential, 16% transportation, communication and utilities, 9% office/institutional, 6% parks, 3% commercial and 1% mixed-use
- The 280-acre future Westside Park will occupy 20% of the subarea when complete, and is anticipated to be a significant catalyst to future development in the area
- The Subarea 9 population has grown significantly since 2000
- Gains have occurred in the number of households, in the percentage of homeowners aged 25 to 54 and in the average household income
- Losses have occurred in the number of households making under $50,000 that are 35 and older
- 43% of individuals living in the subarea are between the ages of 18 and 34; 24% have a Bachelor’s Degree or higher; average household income has risen $3,000 to $27,000 from 2010-2018
- The area has significantly more renters than owners
- Very little retail and restaurants development exists within the subarea
- Significant redevelopment projects are planned...
Community Engagement: A key component of the planning process was ongoing public involvement, with robust engagement occurring over a period of almost one year. Numerous public meetings, neighborhood-specific meetings, a workshop, and open houses kept the public informed and involved in the development of the plan update. The meetings were advertised at NPU meetings via meeting flyers posted at community facilities, signage along major corridors, and email notices to NPUs, neighborhood associations, and the BeltLine email distribution list. Meetings were also advertised on the BeltLine’s website and other social media platforms. The outreach process included:

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

**SUBAREA GOALS**

The Subarea 9 Master Plan Update highlights specific Subarea Goals, developed in collaboration with stakeholders and community members throughout the master planning process. Plan recommendations directly address the goals.

**LAND USE GOALS:**
- Promote transit-oriented mixed-use development
- Create viable activity centers
- Preserve and strengthen neighborhoods
- Promote affordable housing strategies
- Preserve historic, natural and cultural resources

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

**OPEN SPACE GOALS:**
- Make Westside Park an attractive local/regional destination
- Accommodate access to Westside Park
- Ensure safe, integrated, and convenient local access to recreational opportunities

**THE TOP FIVE LAND USE ACTION ITEMS INCLUDE**

- Land use designation change: Increase density (MU 10+ stories and Multifamily 5-9 stories) at the Bankhead MARTA station
- Develop an incentive program that promotes the adaptive reuse of properties that support job creation
- Develop and implement a plan to promote neighborhood stabilization tools, such as federally funded homeowner rehabilitation programs, or evaluate programs/funds that can be used to offset increases in property taxes
- Implement zoning regulations that encourage a variety of housing options such as allowing rental apartments in homes and allowing small multifamily buildings to remain in residential areas.
- Develop measures that promote the preservation of historic structures

**THE TOP FIVE MOBILITY ACTION ITEMS INCLUDE**

- Advance pedestrian and bicycle improvements that connect neighborhoods and amenities
- Add sidewalks on major corridors that do not have sidewalks or intermittent sidewalks
- Evaluate multi-use trail under D.L. Hollowell Parkway through culvert along Proctor Creek to provide access to Proctor Creek Trail and Bankhead MARTA station
- Add connection to Westside Park from Knight Park/Howell Station at SW apex of Niles Avenue and from Grove Park along the eastern edge of Hortense Place NW and extending from Edwin Place NW and Newman Place NW
- G8-A1: Advance improvements that provide enhanced access for pedestrians and bikers
EXECUTIVE SUMMARY // SUBAREA 9

AFFORDABLE HOUSING
The Subarea 9 community ranked affordable housing as a top priority throughout the public engagement process. Concerns related to the implications of growth and development on housing costs stem from the growing desirability of Subarea 9 and reflect many of the same reasons why current residents value living in the community.

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

The housing strategies in the Subarea 9 Master Plan Update are consistent with “One Atlanta,” the City of Atlanta’s comprehensive plan for the creation and preservation of affordable housing. Moreover, it is the intent of this Subarea Master Plan to meet the requirements of the Georgia Department of Community Affairs for a Community Revitalization Plan, so that applications for Low-Income Housing Tax Credits within the subarea would be eligible for additional points, once this plan is adopted by Atlanta City Council and reviewed by the Department of Community Affairs.

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

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

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

Housing Strategies
The following housing strategy recommendations are intended to ensure equitable growth within the subarea and minimize displacement for area residents.

- Add a “Missing Middle” Housing Ordinance to the City’s Zoning Code to permit more affordable multi-unit housing structures
- Employ co-housing and senior housing product types that result in lower cost, lower-taxes and lower maintenance homes

THE TOP FIVE OPEN SPACE ACTION ITEMS INCLUDE
- Advance funding and development of Westside Park
- Incorporate uses at the future Westside Park that are unique and not found in other area parks
- Advance transportation improvements that provide connections between area neighborhoods and Westside Park
- Develop greenway/trails plan to connect area parks and Westside Park

FRAMEWORK PLAN
The Framework Plan highlights the key land use, mobility and open space recommendations set forth in the Master Plan. Functioning as a long-term plan that responds to the diverse needs of the subarea community, the Subarea 9 Master Plan Update provides a vision for future improvements to the subarea over time. The plan seeks to guide sustainable growth while protecting area resources.

Click for the Framework Plan map

• Employ mixed income housing and a mix of owner-occupied and rental housing near transit to foster social interactions and provide options for subarea residents of varying ages and income levels
• Form partnerships with stakeholder advisory groups to increase philanthropic and monetary investment in affordable housing
• Increase the availability and number of Homeowner and Senior Tax Exemptions and other housing programs
• Expand awareness of and increase participation in housing affordability programs through improved educational outreach to include:
  - Renters Rights
  - How to lower Property Taxes
  - How to Buy a Home
  - Appealing Property Tax Assessments

(Refer to page 68 for additional comments.)

Enhance engagement by continuing conversations with the community to address housing challenges as changes occur within the subarea
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.
The Atlanta BeltLine is the most comprehensive revitalization effort ever undertaken in the City of Atlanta and among the largest, most wide-ranging urban redevelopment and mobility projects underway in the country.

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

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

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

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

For more information, review:
- BeltLine Redevelopment Plan
- Sustainability Action Plan
- Equitable Development Plan
- Community Benefits Guiding Principles
- Environmental Justice Policy
- Unified Plan

SUBAREA MASTER PLANS

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

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

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

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

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

BELTLINE SUBAREA 9 OVERVIEW

The subarea population has increased since 2000, with 43% of individuals living in the subarea between the ages of 18 and 34. The area has significantly more renters than homeowners. However, since 2000, gains in homeownership have occurred in individuals aged 25 to 54. From 2000 to 2018, the number of households in Subarea 9 increased by 500. In the post-Recession period from 2010 to 2018, average household income rose roughly $3,000 to $27,014. Losses have occurred in the number of households making under $50,000 that are 35 and older. Subarea 9 ethnicity data has remained relatively stable in the ten-year period from 2009-2019.

Subarea 9 Ethnicity Profile

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<tr>
<td>White (Non-Hispanic)</td>
<td>17.9%</td>
<td>15.6%</td>
</tr>
<tr>
<td>African American</td>
<td>79.6%</td>
<td>76.7%</td>
</tr>
<tr>
<td>Asian</td>
<td>0.1%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>1.5%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Other</td>
<td>1.2%</td>
<td>2.4%</td>
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Source: Noël Consulting

Comprising 1,386 acres, the BeltLine Subarea 9 is located in the west/northwest portion of the overall BeltLine project area, very close to the geographic center of the City of Atlanta. The Subarea is bound by Norfolk Southern freight rail lines to the north and east, D.L. Hollowell Parkway to the south and Johnson Road to the west. Subarea 9 is just west of the popular West Midtown retail and dining activity center as well as the Georgia Institute of Technology (Georgia Tech). Subarea 9 lies within two Atlanta City Council Districts, Council District 3 and Council District 9 and four of the City’s Neighborhood Planning Units (NPUs), NPU G, J, K and L. Neighborhoods located within the subarea include Bankhead, English Avenue, Grove Park, Knight Park/Howell Station, Rockdale, a portion of the West Highlands neighborhood and residential properties along Johnson Road. Subarea 9, combined with Subarea 10, constitute Study Group 5.
The future 280-acre Westside Park is located within the western half of Subarea 9 and will, when completed, be the City’s largest park. The Bankhead MARTA station is located to the south of the park, central to the Subarea and adjacent to Donald Lee Hollowell Parkway. The King Plow Arts Center, the Dogwood Senior Center and the Fulton County Jail are all located within the Subarea.

Click for the Subarea Overview Map

**PREVIOUS MASTER PLANNING EFFORTS**

The BeltLine Subarea 9 Master Plan was adopted by the Atlanta City Council on March 16, 2009. The list of previous planning efforts (see right) highlights the numerous studies and plans relevant to Subarea 9 that have been completed since initial adoption of the Master Plan. Some of these documents are topic-specific, such as the Atlanta Streetcar Systems Plan, while others are broad-based with a citywide focus, such as the Atlanta City Design document or area-specific, such as the District 3 Neighborhood Plan. Each of these documents was thoroughly reviewed and have impacted, as appropriate, the recommendations of the Subarea 9 Master Plan Update.

Documents approved since the formation of the 2009 Subarea 9 Master Plan:

- Atlanta Region Plan 2040 (2011)
- Atlanta BeltLine Tier 1 Final Environment Impact Statement (2012)
- Atlanta BeltLine 2030 Strategic Implementation Plan (2013)
- Westside TAD Neighborhood Strategic Implementation Plan (2013)
- Atlanta Streetcar Systems Plan (2015)
- City of Atlanta Capital Improvements Program & Community Work Program (2015)
- Proctor Creek Greenway Trail Master Plan & Implementation Strategy (2016)
- City of Atlanta Comprehensive Development Plan Update (2016)
- Westside Land Use Framework Plan (2019)
- Atlanta City Design (2017)
- Art and Culture Strategic Implementation Plan (2018)
- More MARTA Atlanta Program (2018)
- The City of Atlanta Zoning Reform (2018)
THE SUBAREA TODAY

OVERVIEW
Community character is the distinct identity of a place that can be further defined by the natural and built environments. It can also be influenced by a community’s history and the culture of the people who live there.

The existing character of Subarea 9 developed as a result of the extension of the Atlanta trolley system from the downtown core, as the city was undergoing rapid change and growth during the early part of the 20th century. As part of this expansion, new neighborhoods and industrial centers were created on the west side of the city. The D.L. Hollowell Parkway corridor, a major thoroughfare in Northwest Atlanta due to its east/west connection to Midtown, Downtown and Interstate 285, was in its economic prime through the 1960s until the early 1970s.

PROGRESS TO DATE
Planned Development
A significant amount of realistic redevelopment potential exists throughout the subarea as a result of current development patterns, market conditions, availability of land and the scheduled completion of catalytic projects such as Westside Park.

Near-term projects are those projects that are expected to be developed within the next 1 to 5 years. In Subarea 9, it is expected that such projects will most likely be developed first along West Marietta Street and D.L. Hollowell Parkway as an expansion of growth from West Midtown to the east. Two additional near-term projects are on West Marietta Street adjacent to the BeltLine and adjacent to the Bankhead MARTA Station. Both of these proposed projects are in close proximity to Westside Park.

Midterm projects are those that are expected to be developed in the next 5-10 years. In Subarea 9, projects designated as midterm are located along J.E. Lowery Boulevard. Although development plans do not yet exist, properties along this corridor are presented as good opportunities for revitalization and/or redevelopment. Click for the Revitalization and Growth Opportunities Map

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

The BeltLine corridor is divided into five neighborhoods as part of the Arts & Culture SIP. Subarea 9 is located within the Westside neighborhood. The recommendations set forth in the plan are largely based on community feedback. The Arts & Culture SIP is designed to help support the development of cultural facilities, partnerships and programs, lead to funding opportunities that will contribute to the quality of life for Subarea 9 residents and spur economic development along the corridor.

LAND USE
Land use relationships along the Atlanta BeltLine are guided by the recommendations of the Subarea Master Plans. These plans provide a long-term blueprint for growth within the community as the Atlanta BeltLine is realized over time. Parcel-by-parcel recommendations for use, density, building height, neighborhood transitions, the interface with the Atlanta BeltLine corridor and other site-specific considerations are part of the Subarea 9 land use analysis.

A detailed parcel-by-parcel analysis was performed to evaluate existing land uses in Subarea 9 and to develop the existing land use map. Click for the Existing Land Use Map

ZONING
Zoning is used to regulate the physical development of land while controlling building height and the uses that can occur on any given parcel of land. According to the City of Atlanta’s Zoning Map, more than half of Subarea 9 is designated Industrial, with Residential-Single-Family zoning occupying the second largest land area. The industrial zoned parcels occupy the site of the existing Bellwood Quarry, soon to become Westside Park. Planned development, residential-multifamily and residential-limited commercial properties exist to the west and southwest of the industrial parcels, with pockets of commercial zoning found along D.L. Hollowell Parkway and West Marietta Street. Only a small amount of QOL (Quality-of-Life) mixed-use exists around the Bankhead MARTA station and at the intersection of D.L. Hollowell Parkway and Northside Drive. Very few parcels are designated as Office Institutional and Live-Work in Subarea 9. Click for the Existing Zoning map

COMMUNITY FACILITIES
Parks constitute the predominant community facility in Subarea 9. As the City’s largest designated park space, the future Westside Park will provide the community with recreational opportunities at a regional scale. Grove Park, Knight Park and Edwin Place Park are additional City of Atlanta parks located within the subarea. North Evelyn Place Park, Gertrude Place Park and Matilda Place Park are linear parks found in the Grove Park neighborhood.

The Proctor Creek Greenway dually functions as a recreational feature and as an alternative mode of pedestrian access into and out of the subarea. When complete, the Greenway will eventually stretch from the BeltLine to the Chattahoochee River. Urban farms and community gardens are scattered throughout the subarea, providing residents with the opportunity to engage socially in healthy activities. Other important community facilities in the subarea are Woodson Elementary School, the Dogwood Senior Center, Asa G. Yancey Health Center, Good Samaritan Health Center, the Grove Park Recreational Center, the Atlanta...
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*All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.
Community Food Bank, Fulton County Animal Shelter and the Fulton County Library Dogwood Branch.

Click for the Existing Community Facilities Map

HISTORIC RESOURCES
Atlanta communities have a vibrant and rich history, which is important to remember and to capture in the face of future development. Knight Park/Howell Station, established in 1893, is currently on the National Register of Historic Places and is located just east of the future Westside Park. Grove Park, another culturally-rich neighborhood developed in the 1920s and 1930s, is characterized by wide, tree-lined avenues with frame cottages, Tudor, and ranch-style homes. While only a small portion of English Avenue is located within the subarea, it too has cultural history that dates back to the late 1800s as a neighborhood that was once home to Atlanta’s established African-American community.

Historic buildings exist in Subarea 9 along major corridors such as D.L. Hollowell Parkway and West Marietta Street. Many of these non-residential buildings were constructed over fifty years ago and reflect the area’s industrial past.

The Foundry at Puritan Mill, the King Plow Arts Center, and English Avenue Yards are notable examples of industrial buildings in the subarea that have been converted to flexible office and event spaces.

In addition to buildings, objects of historic significance include railroad crossing signs and rail piers, a concrete obelisk, decorative sidewalks and telephone poles with bell-shaped insulators. Other historic structures include a smokestack and a water tower with decorative banding, a concrete bridge and a railroad overpass.

Click for the Historic Resources Map
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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.
LAND USE OBSERVATIONS & FINDINGS
Key land use observations in Subarea 9 based on community feedback and inventory and analysis include:

- The community expressed strong support for maintaining affordable housing, particularly in regard to legacy residents
- The community expressed strong support for land uses able to support retail and a variety of housing types
- While the area currently has single-family detached homes that contribute to the area’s rental stock, there are few multifamily units in Subarea 9
- The number of dilapidated properties within the subarea can impact neighborhood stability
- There is a need for programming to inform homeowners that they may qualify for Homeowner and Senior Tax Exemptions
- Opportunities for the adaptive reuse of the area’s older buildings can contribute to the preservation of historic properties
- The area’s significant amount of industrial property can provide employment opportunities to residents
- Amendments to development-related zoning regulations may help preserve buildings and increase the affordable housing stock
- The completion of the Proctor Creek Greenway and the future Westside Park will likely catalyze the redevelopment/revitalization of nearby properties

MOBILITY
Mobility is a key component of urbanization, and its associated infrastructure helps shape urban form. There is a need for improved public transportation services with better options for those who rely upon alternative transportation modes. In addition, mobility improvements that will mitigate traffic congestion and improve access to key services are necessary from a social, safety and environmental standpoint.

Bicycle and Pedestrian Mobility
There are a lack of complete sidewalk connections in Subarea 9 with many sidewalk sections in need of repair along both major corridors and in residential areas.

J.E. Lowery Boulevard is the only street within the subarea to have complete north-to-south sidewalks. D.L. Hollowell Parkway provides complete sidewalks on both sides, going east-to-west along the southern boundary of the subarea.

The following streets lack sidewalk connections or have discontinuous sidewalks in need of repair:
- West Marietta Street/Perry Boulevard
- Marietta Boulevard
- Johnson Road
- Local neighborhood streets

ADA curb ramps are frequently lacking and crosswalks are faded or missing. Pedestrian traffic would benefit from increased separation between the pedestrian and vehicular zones, shade trees and lighting along major corridors. The existing bike lanes within the subarea are found along Jefferson Street and a portion of D.L. Hollowell Parkway, with future bike lanes planned along West Marietta Street. The recently-constructed Proctor Creek Greenway functions as an additional bicycle facility.

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

Of these, D.L. Hollowell Parkway, West Marietta Street, and Marietta Boulevard are higher-capacity arterial/boulevard roads. Perry Boulevard and J.E. Lowery Boulevard are collector/avenue streets and carry lower traffic volumes. In addition to the above streets, Johnson Road, which forms the northwest boundary of Subarea 9, is an important street connection as it will provide access to Westside Park.

Roads currently operate at low congestion levels, although there is some peak-hour and localized congestion. The road with the highest traffic volume is D.L. Hollowell Parkway, carrying over 20,000 vehicles per day. There is a relatively high percentage of truck volume on the State-designated truck routes due to the proximity of industrial and inter-modal facilities. D.L. Hollowell Parkway, Marietta Boulevard and portions of West Marietta Street are regional truck routes that carry a significant amount of both truck and commuter traffic.

Transit
The MARTA Green Line terminates at the Bankhead Station located in the southern part of the subarea. In 2015, the Bankhead MARTA station had approximately 1,900 trips per average weekday. Ridership volumes indicate the need for mobility improvements to improve access to the station, which is classified by MARTA as a Town Center. In order to support future transit-oriented development (TOD) opportunities, the length of the station platform will need to be expanded to accommodate larger trains. Construction of Westside Park and planned private developments will likely advance the need for this improvement.

CONNECTION BARRIERS
A cohesive network of streets is required to improve mobility and provide access to and from existing and proposed development within the subarea. Because much of Subarea 9 is undeveloped, underdeveloped or large industrial parcels, street grid connectivity is relatively low. Steep topography and existing railroad rights-of-way serve as additional barriers.

Other connectivity barriers are key road thoroughfares with incomplete sidewalks or sidewalks that lack ADA-compliant curb ramps. Existing streets that lack appropriate bicycle and pedestrian infrastructure may present opportunities if they can be retrofitted as Complete Streets to improve mobility.

MOBILITY OBSERVATIONS & FINDINGS
Key mobility observations in Subarea 9 based on community feedback and inventory and analysis include:

- Poor bicycle and pedestrian connections to the Bankhead MARTA Station
- Lack of connecting and through streets due to existing development, topography and rail corridors negatively impacts connectivity both within the subarea and to the job, cultural and entertainment opportunities to the east
- Significant improvement of the overall street grid is not possible due to connectivity barriers
- Poor conditions exist at specific at-grade rail crossings
- Providing an additional connection to the east requires costly and complicated bridging of railroad...
This map was prepared by the Collaborative, Inc. and Atkins in 2019 and produced for the Atlanta Beltline Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data is not guaranteed.

*All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.
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*All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.*
Limited street grid puts increased pressure on existing north-south and east-west streets, so enhancing alternative transportation modes become especially important. Few bicycle facilities. Missing or incomplete sidewalks, ADA curb ramps and crosswalks. Improving bicycle and pedestrian experience on primary east-west corridors is important but difficult due to limited right-of-way, truck traffic and vehicular speeds. Future Westside Park will significantly increase demand for enhanced pedestrian and bike infrastructure.

**OPEN SPACE**
Open space in an urban environment provides numerous community, health, and social benefits. Two catalytic open space projects are already underway in the subarea - the future Westside Park and the Proctor Creek Greenway. Viewed by the community as major assets, much of the public input surrounding the park and greenway was centered around providing convenient access to both resources.

Nearly 40 years of research evidence confirms that nearby nature, including parks, gardens, the urban forest and green spaces, support human health and wellness.

**NATURAL FEATURES**
Westside Park
Currently in Phase 1 of construction, the 280-acre Westside Park will become the City's largest park when complete. The park will feature a grand overlook with the opportunity to walk, bike, and explore nature. The construction of the park will provide users with the opportunity to walk, bike, and explore nature. The design for the second phase of the park is currently underway in a master planning effort led by the City’s Department of Parks and Recreation.

Proctor Creek Greenway
When complete, the Proctor Creek Greenway will be a seven-mile trail system, totaling 400 acres of public green space adjacent to the creek. The first stretch of the greenway, completed in May of 2018, runs from the Bankhead MARTA station toward Boyd Elementary School on Johnson Road. The greenway follows the creek along the western side of the future Westside Park. It will eventually connect to Maddox Park south of D.L. Hollowell Parkway and further southward to Washington Park.

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

Demographics
Subarea 9 saw a 15% increase in the total number of households between 2000 and 2018, likely due to the close proximity of the subarea to Midtown and Downtown Atlanta. 80% of the net gain of approximately 500 households (i.e. 400 households) now make over $50,000 annually. In addition, the number of young professional households continues to rise. Over the same time period, the largest household growth occurred in individuals between the ages of 25 and 34. On the contrary, losses in the subarea have occurred in lower income and older households (aged 35+).

Sixty-nine percent of households in Subarea 9 are renter-occupied, with approximately half of renters making under $15,000 per year. The current monthly rent is $1,300 for a new one-bedroom apartment and $1,600 for a new two-bedroom apartment. Most renter-occupied households are comprised of singles under the age of 34. In contrast to renters, Subarea 9 homeowners are relatively varied in terms of income and age.

The percentage of households with higher education degrees has increased. In 2010, 14% of households held a Bachelor Degree, but by 2018, 24% of households were estimated to have a Bachelor Degree or higher. Most residents work outside of the subarea.

Home Values
Subarea 9 has seen steady increases in sale prices for single-family homes since 2010, with the strongest increases in home values occurring in the West Highlands and Knight Park/Howell Station neighborhoods. In 2010, the average home sale price was $203,179. Just five years later, the average home sale price rose to $249,431. Resale prices for single-family homes increased by 26% from 2010 to 2015, which was higher than the 20% national increase for the same period.

**EXISTING CONDITIONS // SUBAREA 9**

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Demand Potential (2018-2022)</th>
<th>Development Constraints</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rental Apartments</td>
<td>343 units or 69 per year</td>
<td>Rents at only the best sites can support structured parking</td>
<td>Midrise wood frame construction only</td>
</tr>
<tr>
<td>Single Family</td>
<td>29 or 6 per year</td>
<td>Lack of available land; land cost makes new construction unlikely</td>
<td>Mostly rehab, new construction in pockets at 2,300-3,000 SF</td>
</tr>
<tr>
<td>Townhomes</td>
<td>114 or 23 per year</td>
<td>Lack of available land suitable for multi-unit project</td>
<td>Entry level product for first time home buyers</td>
</tr>
<tr>
<td>Condominium</td>
<td></td>
<td></td>
<td>Limited demand exists for condo product, but construction not likely to occur</td>
</tr>
<tr>
<td>Neighborhood Retail/Restaurant</td>
<td>-10,000 SF</td>
<td>Rents do not justify stand-alone new construction</td>
<td>Likely projects will be food and beverage driven in mixed-use buildings</td>
</tr>
<tr>
<td>Class A/B Office</td>
<td>282,000 SF or 52,000 SF/yr.</td>
<td>Dependent upon identification of major tenant</td>
<td>More likely build-to-suit in a mixed-use building</td>
</tr>
</tbody>
</table>

**EXISTING CONDITIONS // SUBAREA 9**
family homes have steadily increased compared to the construction of new homes, which reached a sales peak in 2014 and has since declined. The 2017 median resale price of a single-family home was $325,000 compared to a 2016 median new home sale price of $448,500.

A GROWING MARKET DEMAND

A growing demand exists for a greater number and better variety of housing types in Subarea 9. The demand for rental apartments and townhomes is expected to increase alongside the demand for neighborhood restaurant/retail/services.

According to the market analysis, several catalytic projects are proposed within the Subarea. The largest of them, the future Westside Park, is under development with build-out to occur over a period of years as funds become available. Another is Quarry Yards, adjacent to the Bankhead MARTA Station. An advancement of the build-out timetable for either of these projects will likely spark the redevelopment of underdeveloped properties and/or the rehabilitation of underutilized buildings in the subarea.

The estimated total demand for rental apartments in Subarea 9 is expected to reach 343 units in 2022 and 1,085 units in 2030.

The strongest residential demand in Subarea 9 is for single-family units as projected through 2030. With the pricing for new construction ranging from $350,000 to $450,000, Townhome construction demand is stronger and focuses on entry level products geared primarily toward first-time home buyers. Demand for just over 125 units priced between $250,000 to $350,000 are projected through 2030.

The Market Analysis also assesses types of development and the ability of the market to absorb additional residential units and office and commercial square footage. Overall, demand for all product classifications is moderate to low through 2022, but slowly increases through 2030.

In the near term, single family development will consist primarily of renovation projects, with only a few pockets able to justify new construction. Demand for just 70 single family units is projected through 2030 with the pricing for new construction ranging from $350,000 to $450,000. Townhome construction demand is stronger and focuses on entry level products geared primarily toward first-time home buyers. Demand for just over 125 units priced between $250,000 to $350,000 are projected through 2030.

The inability of the market to support new construction provides opportunities for historic preservation and the adaptive reuse of existing buildings to attract small businesses to the area and support existing small businesses. As rents in older buildings are usually cheaper than new construction, adaptive reuse projects are more attractive to small business tenants.

Regarding multi-family construction, there are several potential large tenant developments that could be catalytic and significantly improve demand for other product types. However, these catalytic developments are not likely to occur for at least the next five years. Per square foot office rent levels that the area can sustain make new construction rare unless the project is a build-to-suit or located in a mixed-use building.
## Existing Conditions // Subarea 9

### Plan Review Items

<table>
<thead>
<tr>
<th>Items/Themes</th>
<th>Recommendations</th>
</tr>
</thead>
</table>
| **Atlanta City Design** | • Benefits of Nature, Access, Ambition, and Progress should be made available to everyone  
• Growth Corridors are areas of civic and social activity  
• Conservation Corridors are open spaces designed to connect people to nature  
• Align density with transit  
• Invest in the West  
• Design a citywide trail network  
• Identify clusters for Eco-development |
| **Comprehensive Transportation Plan Update** | • Reduce congestion, improve access, and support economic growth  
• Maximize budgets by linking transportation and land use  
• Improve safety  
• Develop citywide sidewalk inventory/assessment  
• Implement high priority multimodal corridors, as identified through the Renew Atlanta/TSPLOST programs  
• Develop a dedicated funding stream for maintenance backlog and capital projects |
| **Streetcar System Plan** | • Create a network of interconnected transit corridors that will unify the BeltLine corridor with Connect Atlanta Plan Crosstown streetcar projects  
• Crosstown/Midtown Streetcar Line - 3.7-miles long, to run along North Ave., Northside Dr. and D.L. Hollowell Pkwy.  
• Phase 4 route along Northside Drive, from D.L. Hollowell Parkway to 10th Street |
| **Renew Atlanta/Infrastructure Bonds** | • Update transportation and municipal facilities citywide  
• Invest in transit and transportation infrastructure through a Special Purpose Local Option Sales Tax (TSPLOST) and through a MARTA half-penny sales tax (More MARTA)  
• Signal improvements at Marietta Rd. at Perry Blvd. and Johnson Rd.  
• Signal improvements at W. Marietta St.  
• Traffic Communications Corridor – Ivan Allen Blvd. to Marietta Blvd.  
• Urban Path public art program - Grove Park  
• Proctor Creek Greenway (Phase 1)  
• Roadway construction - Newman Place  
• Roadway resurfacing - Jefferson St.  
• Bike project/neighborhood greenways – J.P. Brawley Dr.  
• Atlanta BeltLine R.O.W. Acquisition |
| **Cycle Atlanta** | • Improve safety and convenience of bicycling to six Metropolitan Atlanta Rapid Transit Authority (MARTA) rail stations  
• Proposed bicycle facilities on W. Marietta Street (Phase 1.0)  
• No recommendations specific to Subarea 9 (Phase 2.0) |
| **Zoning Updates** | • Help promote quality design within the Subarea  
• Ability to affect parking and affordable housing  
• Suggested Parking Recommendations:  
  • Elimination of minimum requirements in residential areas with the BeltLine overlay zoning districts  
  • Elimination of minimums and establishment of caps for areas within 2,640 feet of a high-capacity transit stop  
  • Elimination of requirements for residential uses and non-residential uses that do not hold an alcoholic beverage license that are in buildings built before 1965  
• Suggested Affordable Housing Recommendations:  
  • Establishment of standards for the provision of accessory dwellings within residential districts  
  • Establishment of a new MR-MU District that allows small, multifamily residential buildings to be improved and to remain in residential areas |
| **Neighborhood Planning Efforts** | **Westside Land Use Framework Plan:**  
• Reinforce neighborhood identity  
• Increase access to parks and open space  
• Strengthen neighborhood assets  
• Identify key infrastructure projects and investment opportunities  
**D3: Westside Revive:**  
• Builds upon the ideas outlined in the Atlanta City Design and the City’s Comprehensive Development Plan  
• Reduce traffic on corridors  
• New development to respect the existing neighborhood character  
• Better access to amenities, including retail |
| **Westside Land Use Framework Plan:** | • Medium-density mixed-use along/adjacent to the Jefferson Street corridor  
• D3: Westside Revive:  
  • Include low-density multifamily or mixed-use fronting the BeltLine near Jefferson Street  
  • Expand the pedestrian network through an integrated system of streets and trail linkages  
  • Redesign Marietta Blvd. and W. Marietta St. to be multimodal corridors |
## PLAN REVIEW ITEMS

<table>
<thead>
<tr>
<th>ITEMS/THEMES</th>
<th>RECOMMENDATIONS</th>
</tr>
</thead>
</table>
| **Atlanta BeltLine Environmental Impact Statement** | • New transit and multi-use trail alignments identified in the northwest quadrant of the city  
• CSX corridor near the Bankhead MARTA Station falls within the study area  
• Modern streetcar identified as the preferred transit mode |
| **Transit Build Alternatives**                  | • to use portions of the existing CSX freight rail ROW in the northwest zone  
• CSX Marietta Blvd. LRT Transit Alternative  
• CSX Marietta Blvd. SC Transit Alternative  
• Transit build alternatives located adjacent to but outside the existing CSX freight rail ROW  
• Marietta Boulevard LRT Transit Alternative  
• Marietta Boulevard SC Transit Alternative  
• Trail alternative along Marietta Blvd. |
| **City of Atlanta Capital Improvement Plan**    | • Thirteen Atlanta BeltLine projects occupy 13.8% of total program costs  
• Environmental Assessment of the Westside  
• Evaluate proposed modern light rail along the Atlanta BeltLine between the Bankhead MARTA Station and West End or Oakland City  
• See RENEW Atlanta Transportation Bond projects |
| **ARC PLAN 2040**                                | • Lead as the Global Gateway to the South  
• Encourage Healthy Communities  
• Expand Access to Community Resources  
• Sustainability as an overarching theme  
• Employ adaptive reuse and infill development as ways to reduce the carbon footprint  
• Utilize a range of housing types, better services and employment opportunities around transit centers |
| **Atlanta BeltLine Corridor Design**             | • Integrate pedestrian-friendly rail transit, trails, greenspace and abutting development  
• Design drivers to include Character, Multi-Re-Use, Threshold, Performance, and Phased Buildout  
• Engineering, streetscape, landscape design, historic preservation, public art, transit, trail and greenspace recommendations should be in keeping with the character of the Subarea 9 neighborhood |
COMMUNITY ENGAGEMENT

OVERVIEW

Given that successful plans emerge from an open and engaging community engagement process, public involvement was a key component of the Subarea 9 Master Plan Update. It is important for the plan to capture the community’s vision for the future, and the community was actively involved via a series of meetings conducted over a period of almost one year. Engagement methods included six Study Group meetings, four Stakeholder Committee meetings, stakeholder interviews and engagement with students from Washington and Douglass High Schools.

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

As community engagement associated with the Subarea Master Plans is an ongoing process, this engagement will not end at the completion of the Master Plan Update. Ongoing interactions with the community via regular meetings will be necessary as future projects are implemented within the subarea.

STUDY GROUP MEETINGS

Subarea 9 Master Plan Update meetings were on Monday evenings in accordance with the BeltLine’s Westside Study Group 5 meeting schedule. Each Study Group meeting served as a forum for broad based public engagement and interaction.

Meetings notification methods included:

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

The Study Group Meeting format varied, and included presentations with break-out sessions, open houses and interactive workshops. The first two meetings were high-level in nature, focusing on the community vision, concerns and validation of the goals and recommendations of the 2009 Master Plan. Ultimately, updated goals and specific action plan items were generated based on the public input received at the initial presentation of the goals, action items and recommendations to ensure the community had adequate opportunity to review and comment on the final recommendations.

The Study Group Meeting format reflected the overall planning process as illustrated in the Study Group Meeting Organization Chart. The final two meetings were added following initial presentation of the goals, action items and recommendations to ensure the community had adequate opportunity to review and comment on the final recommendations.
**STRENGTHS:**
- Sense of community
- History and culture
- Central Location
- Future Westside Park

**WEAKNESSES:**
- Lack of retail and grocery store options
- Reduction in the number of owner-occupied homes
- Lack of access and connectivity to surrounding amenities and across railroad tracks
- Lack of good bike and sidewalk network with safe pedestrian crossings and lighting
- Amount of truck traffic
- Need for more affordable housing

**OPPORTUNITIES:**
- Legacy residents
- Entertainment options for younger couples and families
- Multi-use path along railroad buffer on West Marietta Blvd.

**THREATS:**
- Failure to protect current residents
- Investors buying real estate

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**STAKEHOLDER MEETINGS**

Three stakeholder meetings were conducted to gain an understanding of key issues. Invited stakeholders included representatives from City of Atlanta departments, City Council districts, NPU’s (Neighborhood Planning Units), MARTA, the Atlanta Housing Authority, other service providers and neighborhood associations. Discussions with stakeholders were helpful in evaluating existing conditions, while the feedback received was influential in the formation of plan recommendations. It seems that more people participated in the community meetings compared to the stakeholder meetings as a result of the recent completion of D3 Westside Revive.

**STUDENT ENGAGEMENT**

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

Click for Meeting Summaries - Subarea 9 Appendix

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**COMMUNITY ENGAGEMENT / SUBAREA 9**

**COMMUNITY OBSERVATIONS & FINDINGS**

- A strong sense of community, culture and history exists within the subarea
- There is an opportunity for higher-density, compact infill development on vacant industrial sites
- There is a desire for increased food and retail options within the subarea, and better access to commercial services outside of the subarea

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

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**IMAGE:** Breakout Session - Study Group Meeting #2

Source: Project Team
GUIDING PRINCIPLES

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

The Subarea 9 Master Plan Update incorporates three themes to which the master plan goals and implementable action plan items are tied.

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

CONNECTIVITY: MOBILITY

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

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

- Need sidewalks/bike lanes on Perry/Johnson Road
- Need access to Westside Park and the Bankhead MARTA Station from Knight Park/Howell Station and the Grove Park neighborhood
- Demand for a pedestrian bridge to cross Marietta Boulevard from Niles Avenue
- Desire for park access along the eastern edge of Hortense Place NW and extending from Edwin Place NW and Newman Place NW
- Desire for bike and pedestrian access to the Bankhead MARTA Station from surrounding neighborhoods
- Paving needed on J.E. Lowery Boulevard and W. Marietta Street
- Need for pedestrian-friendly crosswalks

Connectivity is related to the following Subarea 9 Mobility Goals:

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

The guiding principles used to inform the Subarea 9 Mobility Goals include:

- Create walkable streets. Employ sidewalks and high-quality design elements to improve the quality of the pedestrian walking experience.
- Encourage the use of public transit. Improve access to transit stations and bus stops.
- Expand transportation choices. Provide a interconnected network of roads, sidewalks, paths and multi-use trails to accommodate walkers, drivers, and bicyclists.
• Provide off-street multi-use trails. Using trails as an alternative to roads will result in improved air quality and improved public health.

• Make roadways equitable to all. Transportation facilities should serve people of varying ages and abilities.

• Enhance safety. Focus on increasing safety for all travel modes.

• Incorporate green infrastructure. Examples include vegetated swales, rain gardens, and porous pavement.

RECOMMENDATIONS / SUBAREA 9

The open spaces that are located within cities can provide social, recreational and environmental benefits to the community. They contribute to a community’s identity and the health and wellbeing of its residents. Many of the public comments received were related to the future Westside Park.

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

- Need for family-friendly recreational programming and additional gathering spaces
- Lack of recreational opportunities
- Provide safe, direct access to the Park from neighborhoods
- Provide connections to Proctor Creek Greenway

Community is related to the following Subarea 9 Open Space Goals:

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

The guiding principles used to inform the Subarea 9 Open Space goals include:

- Replace underutilized spaces with greenspace. Examples of such spaces include utility corridors, creek corridors, pocket parks and similar areas.
- Surround open spaces with a mixture of uses. Fronting open spaces with buildings and streets can increase visibility and improve safety. Open spaces adjacent to housing and other developments becomes an amenity for users.
- Promote healthy community initiatives. Examples of such initiatives include urban farms, farmers’ markets, guided nature walks and other activities. Open spaces can also be used as outdoor classrooms to serve other areas of learning.

Placemaking is related to the following Subarea 9 Land Use Goals:

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

The guiding principles used to inform the Subarea 9 Land Use Goals include:

- Create a mix of uses. Place different uses near one another to promote vitality and sustainability.
- Diversify housing opportunities. Provide a balance of owner-occupied, rental and mixed-income and affordable housing types.
- Accommodate growth at medium-to-high densities. Locate transit-oriented development around MARTA bus and rail stops, future streetcar stations and the BeltLine corridor.
- Preserve and enhance community character. Keep the use and intensity patterns the same in single-family and low-density residential neighborhoods. Vary the intensity/scale of adjacent developments.
- Celebrate the history of the area. Preserve historic structures where appropriate. Incorporate historic markers, artifacts, and public art that tells a story.

COMMUNITY: OPEN SPACE

There is a strong desire within the subarea community to preserve existing structures while incorporating additional retail, restaurant, grocery store and mixed housing opportunities. Incorporating a mix of land uses to incorporate art and greenspace, celebrate history and showcase culture would build upon the existing identity of the subarea, resulting in a well-defined sense of place.

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

- Affordable housing options and strategies needed
- More medium-density residential, low-density residential and low-density commercial
- Improve food access
- Live, work, eat and play south of West Marietta Street and east and west of J.E. Lowery Boulevard
- Medium-density mixed-use south of Knight Park/ Howell Station
- Mix up density near the Bankhead MARTA Station

PLACE MAKING: LAND USE

Examples of such initiatives include urban farms, farmers’ markets, guided nature walks and other activities. Open spaces can also be used as outdoor classrooms to serve other areas of learning.

Affordable housing options and strategies needed for park improvements that will better serve the needs of the community.

Provide a connected network of open spaces. Link existing and future parks with trails and natural features and focus on ensuring better access to park and open space resources for area residents.
FUTURE LAND USE

When drafting future land use recommendations, mobility and circulation recommendations were taken into consideration to ensure an appropriate balance between the two. Planning efforts surrounding the construction of the future Westside Park were discussed with the City of Atlanta, and adjacent developments were evaluated in conjunction with current land use and projected growth trends. Existing zoning was assessed for consistency between land use recommendations and allowable uses. The City’s Future Land Use map was reviewed and a detailed market analysis provided insight regarding realistic future development potential.

Future land use recommendations were based upon:
- Previous master planning efforts
- Community and stakeholder input
- Subarea goals, strategies and action items
- Future mobility recommendations
- Future open space recommendations
- Existing zoning
- Projected market trends

Based on feedback received at the Stakeholder and Study Group meetings, uses able to support retail and a variety of housing types were most important to the Subarea 9 population. Such land uses include mixed-use, multifamily and commercial types.

THE PROCESS

To map future land use, each parcel within the Atlanta BeltLine’s Tax Allocation District (TAD) boundary was evaluated individually. A small number of parcels located outside of the TAD at the southeast corner of the subarea were also included in the future land use map in an effort to be consistent with the original Subarea 9 Master Plan. Given the large size of the future Westside Park at Bellwood Quarry, the future land use map is predominantly defined by expanded park space. Large areas of medium-density mixed-use (i.e. 5-9 stories), increased multifamily (i.e. 1-4 stories and 5-9 stories) and mixed industrial areas are located along major corridors. The mixed industrial designation applies to parcels containing buildings that house a mix of industrial and non-industrial uses.

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

Land uses in the Subarea 9 Master Plan Update closely align with the land uses proposed in the Westside Land Use Framework Plan and the Council District 3 Neighborhood Master Plan.

LAND USE RECOMMENDATIONS

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

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

Some of the recommended land use changes are included as items in the Land Use Action Plan and are further described on the following pages:

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

Most of the large vacant parcels in the middle of the subarea will be redeveloped as the future Westside Park. Market studies indicate that there will be a strong need for mixed-use and multifamily housing around the park.

2. Bankhead MARTA Station
   - Land use designation change: Increase density (MU 10+ stories and Multifamily 5-9 stories) at the Bankhead MARTA station

The highest density proposed in the Subarea is located adjacent to the Bankhead MARTA station, since density is often used to maximize public investment in transit. The mixed-use 10+ story designation for this area is based on recommendations outlined in the previous master plan, existing plans for a proposed transit-oriented development project and community input. Medium-density multifamily is proposed directly to the west.

3. D.L. Hollowell Parkway Corridor
   - Land Use Designation Change: Provide medium-density mixed-use (MU 5-9 stories) south of Jefferson St. and north of D.L. Hollowell Pkwy.

The mixed-use 5-to-9 story recommendation is based on recommendations outlined in the Westside Land Use Framework Plan and the 2009 Subarea Master Plan, as well as the City of Atlanta’s Land Use Map. Providing medium-density mixed-use along the subarea’s southern corridor is compatible with the higher-density development proposed to the west near the Bankhead MARTA Station.

4. West Marietta Street Corridor
   - Land Use Designation Change: Provide medium density multifamily (MF 5-9 stories) south of West Marietta St. (SE corner) and south of Jefferson St.
Roughly half of the proposed medium-density multifamily parcels in the southeast corner of the Subarea are home to the Westmar Student Lofts, an 8-story apartment complex. The recommendation to expand the number of multifamily parcels is based upon the City of Atlanta Land Use Map, recommendations proposed in the recently-adopted D3: Westside Revive Plan and the community’s desire to include a mix of owner-occupied and rental housing in the subarea.

5. Joseph E. Lowery Boulevard Corridor

- Land Use Designation Change: Convert vacant land east of Lois St. to medium-density mixed-use (MU 5-9 stories)

Converting vacant and industrial parcels directly east of the future Westside Park into medium-density mixed-use is a recommendation that is compatible with recent planning efforts and future development plans. Mixed-use developments are often located adjacent to parks to maximize land values and attract future residents.

6. Marietta Boulevard Corridor

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

The transit-oriented mixed-use category is proposed along Marietta Boulevard, a potential future BeltLine corridor route. Medium-density mixed-use located next to transit will promote sustainability and public health by providing alternative modes of transportation and encouraging walking.

7. Jefferson Street Corridor

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

The medium-density multifamily 5-9 story land use designation is used to describe a pocket of parcels adjacent to Echo Street in the southeastern corner of the subarea. The recommendation to transform the previously industrial and vacant land into multifamily residential units, including town homes and condominiums, is based on the need for increased multifamily and mixed-income rental developments and the Echo Street Communities project, currently in the pre-construction phase.

LAND USE AND URBAN DESIGN

Land Use and Urban Design are essential components of the community revitalization process. Land Use is the designation of certain areas or parcels of land for specific uses. Urban Design is the process of shaping the physical setting of community with regards to the design of buildings, spaces and landscapes. The combination of land use and urban design in the context of the Atlanta BeltLine works to provide a framework for transit-oriented development that supports mixed-use development, mobility, walkability and preservation within the confines of the established neighborhoods with which it exists.

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

- Activation of the street edge
- Incorporation of outdoor seating
- Installation of plant material
- Facade improvements and renovation of existing buildings

The BeltLine Overlay District is a City of Atlanta Zoning District established in 2007 to create urban design regulations to guide development within the Beltline planning area. The Overlay helps to preserve...
the integrity of the Atlanta BeltLine corridor and the adjacent communities while improving the pedestrian and transit orientation of new development. It is a tool that can be used by developers in advance of future planning efforts and by the public to ensure that community character is acknowledged and preserved.

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

RECOMMENDED DEVELOPMENT CONCEPTS

Much of Subarea 9 has the potential to be redeveloped in a manner that is compatible with community desires.

Development concepts include:
- Infill Development
- Transit-Oriented Development
- Adaptive Reuse

Infill Development

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

Transit-Oriented Development (TOD)

The Atlanta BeltLine seeks to create walkable, compact transit-oriented development along the BeltLine corridor. Using TOD principles around existing MARTA bus and rail stops, as applicable, future streetcar stations and the Atlanta BeltLine corridor will accommodate growth at moderate to high densities, transitioning to existing single-family and low-rise residential areas. Parkside at Quarry Yards, the proposed Bankhead MARTA Station redevelopment project, is an example of a transit-oriented development. Once constructed, the project will include multifamily residential and office units, retail and restaurant space, and a hotel.

Adaptive Reuse

Adaptive reuse refers to the process of reusing an existing building for a purpose other than that for which it was originally built. Residents’ need for restaurant
and retail options could be met by retrofitting vacant or under-utilized industrial and commercial buildings into thriving restaurant and retail destinations. Employing flexible building typologies is another way to plan for the conversion of non-commercial buildings into commercial destinations. Adaptive reuse is an effective way to preserve historic structures while avoiding high costs associated with new construction.

**IMPLICATIONS OF GROWTH AND DEVELOPMENT ON INVOLUNTARY DISPLACEMENT**

The Subarea 9 community ranked affordable housing as a top priority throughout the public engagement process. Concerns related to the implications of growth and development on housing costs stem from the growing desirability of Subarea 9 and reflect many of the same reasons why current residents value living in the community.

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

Effectively meeting the housing needs of the diverse groups of individuals that make up the Subarea 9 community will lead to healthy growth within the subarea. The BeltLine’s focus on inclusive growth without displacement will be particularly key in Subarea 9 where populations vulnerable to displacement will be sensitive to increasing housing costs.

**STRATEGIES AND IMPLEMENTATION PRIORITY RECOMMENDATIONS**

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

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

### STRATEGIES & IMPLEMENTATION PRIORITY RECOMMENDATIONS Table

<table>
<thead>
<tr>
<th>STRATEGIES &amp; IMPLEMENTATION PRIORITY RECOMMENDATIONS</th>
<th>PRIORITY</th>
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<th>RESPONSIBLE PARTY</th>
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| Land Use Strategy Example 1 | Short Term | Department of City Planning |
| Land Use Strategy Example 2 | Short Term | Department of City Planning |
| Land Use Strategy Example 3 | Short Term | Department of City Planning |
| Land Use Strategy Example 4 | Short Term | Department of City Planning |
| Land Use Strategy Example 5 | Short Term | Department of City Planning |

The items in the chart are proposed projects. Estimated project costs and funding availability were not identified, but can be used as a resource for future projects for the responsible agencies.
FUTURE MOBILITY
Enhancing mobility options is vital to the community, who expressed a desire to see resources dedicated to the necessary improvements. The community regularly cited the need to promote sustainability, enhance connectivity, reduce congestion and to provide alternative transportation modes in the community meetings. In addition, the transportation projects identified in this plan are also influenced by the recommendations from local relevant plans, such as D3: Westside Revive and the Atlanta Streetcar System Plan. Mobility improvements are intended to promote non-motorized travel throughout the subarea, with an emphasis on access to/from the BeltLine corridor.

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

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

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

3. Street Framework:
   • Enhance the street network by requiring new developments to construct new streets as outlined in the street framework plan
   • Add connection to Westside Park from Knight Park/Howell Station at SW apex of Niles Avenue
   • Provide multimodal operational, access and safety improvements to accommodate future development

PEDESTRIAN CIRCULATION
Many of the future sidewalk projects in Subarea 9 are intended to become part of Complete Streets Programs via the City’s Renew Atlanta infrastructure bond. Complete Streets are roads that have been designed to accommodate pedestrians, bicyclists, motorists, and transit riders. A number of proposed sidewalk projects are intended to fill gaps in the existing sidewalk system along major roadway corridors. These interim improvements provide a near-term increase in non-motorized mobility and access to transit. All proposed sidewalks should have ADA curb ramps at intersections. In conjunction with the development of the BeltLine, implementing these improvements would allow for much greater pedestrian mobility.

MULTI-USE TRAILS
In addition to sidewalks, multi-use trails can be used by pedestrians for recreational as well as transportation purposes. A proposed trail connection at the southwest apex of Niles Avenue would connect the Knight Park/Howell Station neighborhood to the future Westside Park. Similarly, a multi-use spur trail along the eastern edge of Hortense Place and another extending from Edwin Place and Newman Place would connect the Grove Park neighborhood to the future park and to the Proctor Creek Greenway.

The Proctor Creek Greenway plan calls for extension to the Silver Comet Trail.

Evaluation of a multi-use trail west of the Marietta Boulevard and Jefferson Street intersection over the CSX tracks to provide access to the Proctor Creek Greenway and the Bankhead MARTA station is recommended.

BICYCLE CIRCULATION
The introduction of dedicated bicycle lanes along thoroughfares throughout the subarea would help define road space for bicycles and cars, promoting a safer and more orderly flow of traffic. The optimum way to incorporate bike lanes will vary, depending upon factors such as the right-of-way and travel lane widths, speeds and traffic counts. The implementation of bike lanes requires a thorough community engagement process handled through the City’s Renew Atlanta Bond program and Transportation Special Purpose Local Option Sales Tax (TSPLOST) program. The Renew Atlanta Bond program is designed to address critical infrastructure improvements without raising taxes. The City’s TSPLOST program is a 4/10 penny sales tax increase approved by Atlanta voters to fund significant citywide transportation projects.

An option for J.E. Lowery Boulevard is to convert the road from three-lanes to two-lanes with on-road bike lanes. Another option that should be evaluated is a multi-use trail on one side of the road between West Marietta Street and D.L. Hollowell Parkway. The bike lane option could be accommodated within existing curb lanes. The multi-use path option is a viable alternative within the existing right-of-way and would provide needed separation from traffic.

Click for the Circulation Plan - Bicycle and Pedestrian Map

Click for the J.E. Lowery Cross-Sections
**VEHICULAR CIRCULATION**

Future Subarea 9 mobility improvements would address a variety of vehicular concerns defined by the public. Such concerns, or mobility deficiencies, include:

- Lack of access and connectivity to surrounding amenities
- Dangerous thru-traffic conditions
- Pollution and noise resulting from an abundance of large trucks
- Poor connectivity across railroad tracks

In addition, several streets are recommended for reconstruction into Complete Streets. Complete Streets are designed to accommodate all users - pedestrians, motorists, and transit riders, regardless of age or ability. These streets often contain elements such as bicycle lanes, sidewalks, bus stops, medians, street trees, narrower travel lanes and separate bus lanes. Such street reconstruction or retrofit projects are recommended on:

- Marietta Boulevard
- J.E. Lowery Boulevard, north of M.L.K. Jr. Drive

Marietta Boulevard should be evaluated for conversion from a 5-lane road to a 4-lane road between Jefferson Street and West Marietta Street. With this change, additional space on the west side of the road could eventually become part of the BeltLine right-of-way. In the near term, it is recommended that a protected cycle-track be evaluated to provide a connection to the existing bike lanes on Jefferson Street and the recommended multi-use trail connection to the Proctor Creek Greenway and the Bankhead MARTA station.

**A DETAILED STREET FRAMEWORK**

The limited street grid within Subarea 9 results in increased pressure on existing north/south and east/west streets. However, due to a number of constraints, it is unlikely that a significant improvement to the street grid across the subarea can be accomplished. Thus, incorporation of a multi-modal street grid for each of the somewhat isolated redevelopment areas is even more important in enhancing connectivity and relieving pressures on the existing street network.

Additionally, enhancing alternative modes of transportation becomes even more important in relieving pressure on the limited north/south and east/west road network. The purpose of the street framework plan is to provide a street grid that provides robust pedestrian, bicycle and transit mobility and access while decreasing vehicular dependency.

The number of neighborhood street connections is based upon feedback received at community meetings in addition to the street framework recommendations.
proposed in the District 3 Neighborhood Plan. It will be important to provide connections between area neighborhoods and the future Westside Park.

Certain neighborhood streets and roads, such as that parallel to the CSX tracks west of Marietta Boulevard, were eliminated based on the existing steep topography and landowner/developer comments. The street framework further reflects the need for an extension of Jefferson Street to the west of Marietta Boulevard. This extension would provide a connection to the Bankhead MARTA station, proposed nearby transit-oriented development, the Proctor Creek Greenway and Westside Park. Click for the Street Framework Plan map

BELTLINE FUTURE TRANSIT

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

Significant community support was expressed for the Atlanta Streetcar System Plan (SSP) streetcar route along the BeltLine corridor and D.L. Hollowell Parkway, from Northside Drive to the Bankhead MARTA station. This route would become part of the Streetcar’s Crosstown/Midtown Line. Transit improvements will significantly improve the lives of transit-dependent populations, including those without private transportation, the elderly, youths and persons below the poverty or median income levels defined by the U.S. Census Bureau. All areas along the Atlanta BeltLine corridor are home to transit-dependent residents, with some of the highest numbers found in the Westside Study Group Area, of which Subarea 9 is a part. The addition of the Atlanta Streetcar service would positively impact the transit-dependent population living in the subarea by creating opportunities for enhanced access to jobs and services. Transit-supportive land uses must be established to maximize the success of the future streetcar. Transit-oriented development (TOD) around existing MARTA bus and rail stops and future streetcar stations will result in moderate-to-high-density development along the BeltLine corridor.

In Subarea 9, there are two potential alignments of the BeltLine, one along Marietta Boulevard transitioning to the former railroad right-of-way to the east, and another to the west of Joseph E. Lowery Boulevard along a freight rail siding. Both alignments will connect to the Bankhead MARTA station via D.L. Hollowell Parkway and will greatly improve access into and out of the subarea while decreasing reliance on vehicular transportation. The final alignment will be determined in the future through a design process which will include public involvement.

ALTERNATIVE MODES OF TRANSIT

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

In September of 2019, roughly 415,000 scooter trips, covering a total of 402,000 miles were recorded. As electric devices become more heavily utilized, scooter and bike parking and riding in heavily visited pedestrian areas will need to be proactively addressed. Street and sidewalk widths should be designed to accommodate the growing number of people who will continue to use alternative modes of transportation.

STRATEGIES AND IMPLEMENTATION PRIORITY RECOMMENDATIONS

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

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

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

### MOBILITY

**GOAL 6: PROMOTE ALTERNATIVE MODES OF TRANSPORTATION**

<table>
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<tr>
<th>STRATEGIES &amp; IMPLEMENTATION PRIORITY RECOMMENDATIONS</th>
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<th>5</th>
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<td>Evaluate the institution of requirements for new development to provide a transit plan that incorporates connections to transit, encourage transit use and requires the installation of appropriate infrastructure such as bus shelters.</td>
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<td>Advance pedestrian and bicycle improvements that connect neighborhoods and amenities.</td>
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<td>Add sidewalks or major curbs that do not have sidewalks or interim curbsides.</td>
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<td>ADA ramps to non-compliant intersections with sidewalks.</td>
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<td>Evaluate the institution of requirements for all new developments to promote connectivity and incorporate improvements that enhance the public street gold.</td>
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<td>Implement bike lanes on D.L. Hollowell Parkway between 55th Ave and 40th Ave.</td>
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<tr>
<td>Implement bike lanes on D.L. Hollowell Parkway to Westlake Ave.</td>
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### OPEN SPACE RECOMMENDATIONS

**GOAL 7: PROMOTE TRANSPORTATION NETWORK CONNECTIVITY**

- Southwesterly of Niles Avenue
- Eastern edge of Hortense Place
- Edwin Place
- Newton Place

**Click for the Circulation Plan - Bicycle and Pedestrian map to view proposed connections**

*Source: The Collaborative, Inc.*

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

- Evaluate various intersection improvements consistent with the original Subarea 9 Master Plan
- Advance pedestrian and bicycle improvements that connect neighborhoods and amenities. These access points are located at:
  - Southwesterly of Niles Avenue
  - Eastern edge of Hortense Place
  - Edwin Place
  - Newton Place

**SITE IMPROVEMENTS**

- Install new pedestrian access points at SW apex of Niles Avenue and from Green Park along the eastern edge of Hortense Place NW extending from Jekyll Place NW and Hawkens Place NW
- Implement various intersection improvements consistent with the original Subarea 9 Master Plan
- Evaluate multi-use trail west from Jefferson Street/Marietta Boulevard over CSX tracks to provide access to the Proctor Creek Trail
- Evaluate multi-use trail under I-20, Hollowell Parkway through culvert along Proctor Creek to provide access to Proctor Creek Trail and Bankhead MARTA station
- Advance improvements that provide enhanced access for pedestrians and bikers Ongoing - Annual
- Advance improvements that provide enhanced access for pedestrians and bikers Ongoing - Annual
- Advance improvements that enhance the sidewalk infrastructure, such as handrails, ramps, transit shelters, signage and lighting Ongoing - Annual
- Evaluate the institution of requirements that require all new developments to incorporate “Complete Streets” standards Ongoing - Annual
- Provide pedestrian improvements on W. Marietta Street from Marietta Boulevard to Brady Ave (1st street) Ongoing - Annual
- Streetscape improvements: Lan Road, Johnson Road and Perry Boulevard Ongoing - Annual
- Streetlights: Marietta Boulevard - Evaluate a streetlight and potential for rear-term cycle in future Beltline trail Ongoing - Annual
- Implement various intersection improvements consistent with the original Subarea 9 Master Plan Ongoing - Annual

**STRATEGIES AND IMPLEMENTATION PRIORITY RECOMMENDATIONS**

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

The items in the chart are proposed projects. Estimated project costs and funding availability were not identified, but can be used as a resource for future projects for the responsible agencies.
### Recommendations // Subarea 9

#### Strategies & Implementation Priority Recommendations

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<td>Incorporate parks uses that are unique and not found in other area parks</td>
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<td>🟦</td>
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<td>Ongoing - Annual Budget Prioritization</td>
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<td>Develop greenway/trails plan to connect area parks and Westside Park</td>
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<td>🟦</td>
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<td>Participate in the development of the Parks Master Plan</td>
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### Affordable Housing

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

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

The Atlanta BeltLine, Inc. has a goal of creating 5,600 affordable housing units by the year 2030. These recently approved amendments constitute major steps toward addressing affordable housing priorities identified by the community, such as increasing affordable housing options. Missing middle housing consists of multi-unit housing types such as duplexes, fourplexes, bungalows and mansion apartments. The MR-MU District would allow such housing types to remain in residential areas. Accessory dwellings would provide seniors, young adults and low income individuals with an alternative cost-effective housing option. Moving forward, it will be important to continue to evaluate innovative best practices and to make code changes that help further the goals of the Subarea 9 Master Plan Update. Areas for further study that are outlined in the Action Plan are described in more detail below.

#### Additional Zoning Recommendations

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

The community expressed significant support for public art and the development of innovative ways to encourage art within Subarea 9. Evaluation of incentives such as regulations that offer a bonus for projects that provide public spaces for artistic use, incorporate art or contribute to a public art program can help further this community desire.

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

### Historic Preservation

- **GOAL 10: ACCOMMODATE REGIONAL ACCESS TO WESTSIDE PARK**

  - **GOAL 9: MAKE WESTSIDE PARK INTO A LOCAL/REGIONAL DESTINATION**

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

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

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

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

Historic preservation can occur simultaneously with redevelopment when the existing fabric of the neighborhood is considered to have value. For example, many buildings along the BeltLine have been preserved as these industrial style buildings are “cool” and therefore valuable. Such renovated industrial structures often become even more valuable in areas that have recently undergone redevelopment as they are more unique than new construction.
In addition, rehabilitation tax incentives are often available for the renovation of historic structures. These businesses are valuable from both a real estate perspective and also due to their impact on the preservation of the community character. Historic preservation is also a way to prevent demolition of existing buildings along major corridors that have historically received less protection compared to single-family homes and neighborhood districts.

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

Prioritization of Historic Resources

The BeltLine Subarea Master Plans have the ability to add an extra layer of support to the preservation of historic resources. Clearly defining how preservation and development can occur simultaneously along the corridor will result in a larger number of protected resources. The existing Subarea 9 historic buildings have been given a High, Medium or Low Priority based on a set of criteria that is primarily related to the likelihood that they will be lost as a result of development. High priority resources are significantly threatened, medium priority resources are moderately likely to disappear, and low priority resources will most likely remain intact in the foreseeable future. The chart on the opposite page contains the priority level associated with the Subarea 9 buildings of historic significance.

Click for the Historic Preservation Strategy Map

<table>
<thead>
<tr>
<th>Address</th>
<th>Name</th>
<th>Date</th>
<th>National Register</th>
<th>Priority</th>
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<tbody>
<tr>
<td>1134 W Marietta St NW</td>
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<td>1939</td>
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<td>Guardian Chemical Co</td>
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<td>Puritan Mill</td>
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</table>
This map was prepared by the Collaborative, Inc. in 2019 for the Atlanta BeltLine Subarea Master Plan Update using data supplied by the City of Atlanta. Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Data is not guaranteed.

*All transit and trail routes between Bankhead MARTA and Lindbergh MARTA stations are subject to change based on design and implementation feasibility.

1 inch = 1,000 feet
ARTS AND CULTURE

Arts and Culture Strategic Implementation Plan

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

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

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

The overarching themes of community connectivity and economic and social health were heard throughout the ACSIP process and the Subarea 9 Master Plan Update engagement process. These themes relate to sentiments expressed at the Subarea 9 Study Group and Stakeholder meetings, including:

- Desire for placemaking art
- Desire for creative community centers

The Arts and Culture Strategic Implementation Plan are well-aligned with the Subarea 9 goals and the community’s desire to preserve existing cultural and historic resources. The ACSIP and the Art on the BeltLine Program embrace six inter-related areas:

- Equity and Inclusion – increasing opportunities and funding for diverse artists and organizations in historically underrepresented communities.
- Social and economic impact – committing to sustainable cultural growth, good wages for cultural works/artists, opportunities for students, and professional development for artists and creatives.
- Affordability – protecting cultural spaces and creating new spaces for artists and cultural organizations to live, work, and present that are affordable in the long-term.
- Neighborhood character – supporting local arts and everyday creative activities and cultural endeavors in low-income, underserved neighborhoods.
- Health of the cultural sector – growing job opportunities for artists and creatives with living wage, providing supports for organizations and individuals around professional development and collaborative and networking opportunities.
- Arts and culture in public space – supporting increased opportunities for artists to work in public spaces and along the BeltLine, and ensuring the public realm remains inclusive for all people and cultures.

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

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

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

- Community Collaborations – ensuring that the BeltLine collaborates with, connects to, and reflects the 45 in-town communities that it abuts as well as artists and cultural workers
  1. Collaborate with educational, historical, and cultural institutions to support programming and tours related to AoAB installations, community arts and culture, and neighborhood history.
  2. Contribute to a comprehensive program to highlight local community businesses, arts and culture, and history.
  3. Support and contribute to marketing and communications about arts and culture on the BeltLine and in the neighborhoods.
  4. Conduct regular resident surveys within a sample of Atlanta BeltLine neighborhoods to gauge resident perceptions of the project and its impact.
  5. Develop strategies to more effectively manage two-way communication in the BeltLine’s community engagement process.

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

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

Key arts and cultural assets located in Subarea 9:
- Actor’s Express
- Create Your Dreams
- True Colors Theatre Company
- Foundry at Puritan Mill
- The Rockdale Foundation
- Gallery 874
- Fulton County Animal Services
- Blue Mark Gallery