



Atlanta
BeltLine®



BeltLine

*Image: Pocket Park within Subarea 1 along Westside Trail
Source: McAfee 3*

Consultant Team:
McAfee3 Architects, Inc.
Nickel Works Consulting
Ganther Mobility Planning
RKG Associates, Inc.
SquareOne GIS Solutions
M3 Creative Collective

ATLANTA BELTLINE INC. SUBAREA 1 MASTER PLAN UPDATE

FEBRUARY, 2020



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J. Howell, West End Seventh Day Adventist Church

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Jason Hudgins, Westview Community Organization

Jay White, Subarea Business Owner

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Kiyomi Rollins, Subarea Business Owner

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Leonte Benton, Empire Board of Realtists

Marquise “Tony” McNeal, West End Neighborhood Association

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Mary K. Williams, West Hunter Street Baptist Church

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Nicole M. Hall, West End Community Improvement District

Odetta Macleish White, Transformation Alliance

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Paul Denard, Georgia Department of Transportation

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Robert Thompson, West End Resident

Sanjay Patel, Soccer in the Streets

Sidney Douse, Atlanta Regional Commission

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Terry Ross, NPU-T

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Tonya Bradshaw, Citizens Trust Bank

Walter Slaton, NPU-T

ATLANTA BELTLINE. INC. STAFF

Beth McMillan, VP of Planning & Community Engagement

Dwayne Vaughn, VP of Housing Policy & Development

Henry Ikwut-Ukwa, Transportation Director

Jerad Mitchell, Director of Economic Development

Kevin Burke, Principal Landscape Architect

Lynnette Reid, Senior Planner

Shaun Green, Sr. Transportation Engineer

Whitney Fuller, Project Manager

CITY OF ATLANTA STAFF

Daniel Calvert, Parks & Recreation

Christina Cummings, Office of Housing & Community Development

Monique Forte, Mobility Planning

Emily Giordano, Office of Housing & Community Development

Nathanael Hoelzel, Office of Zoning and Development

Keyetta Holmes, Office of Zoning and Development

Joshua Humphries, Office of Housing & Community Development

Jessica Lavandier, Office of Zoning and Development

Lori Leland-Kirk, NPU-T Planner

Rodney Milton, Office of Housing & Community Development

Jason Morgan, Mobility Planning

Doug Young, Office of Design

SUBAREA 1 CONSULTANT TEAM

Cheryl McAfee, McAfee 3

Chris Whatley, Square 1 GIS

Eric Ganther, Ganther Mobility Services

Jay Lawton, McAfee3

Kyle Talente, RKG Associates

Mia McKinney, Nickel Works Consulting

Nicole M. Hall, Nickel Works Consulting

WEST END LCI CONSULTANT TEAM

Addie Weber, Toole Design

Amy Bledsoe, The Collaborative

Angela Parker, The Collaborative

Caleb Racicot, TSW-Design







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EXECUTIVE SUMMARY

BACKGROUND

The Atlanta BeltLine (ABI) is the most comprehensive transportation and economic development effort ever undertaken in the City of Atlanta and among the largest, most wide-ranging urban redevelopment programs currently underway in the United States. ABI led the effort to create 10 Master Plans to provide a vision for future development, economic investment, and neighborhood improvement within a half-mile Planning Area established along the 22-mile railroad corridor.

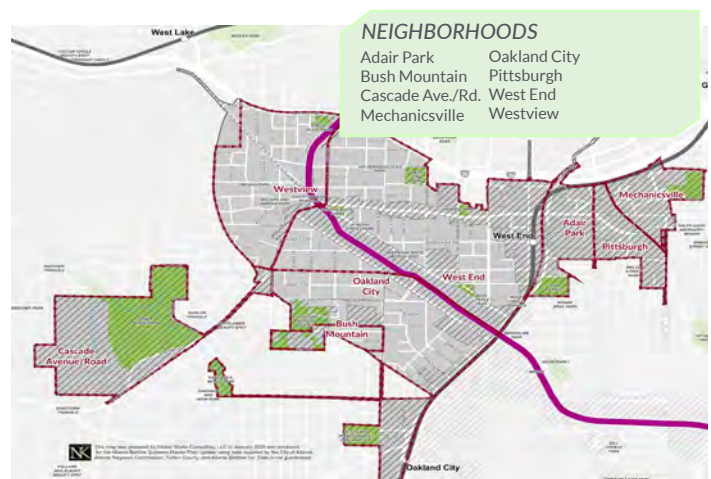
Adopted in 2010, this planning process will revisit and update the original Master Plan. Overall, it will provide a vision for future development, economic investment, and neighborhood improvement. Selected projects will be funded via both public and private sources including:

- The Atlanta BeltLine Tax Allocation District (TAD);
- City of Atlanta;
- Private Investment;
- Philanthropic Contributions;
- Local, State and Federal Grants; and,
- Public-Private Partnerships.

SUBAREA 1 OVERVIEW

Subarea 1 land area covers 1,856 acres on the city’s southwest side, including 1,386 acres of the Tax Allocation District. It is bound to the north by Interstate-20; bound to the East by Windsor Street; it captures Adair Park II and extends south to the Oakland City MARTA station; it captures The Oakland City Historic District and Outdoor Activity Center; incorporates the John A. White

Park and Greenwood Cemetery to the far west; concluding north to include a portion of the Westview cemetery. It rests in portions of Atlanta City Council District 4, 10 and 11 and includes Neighborhood Planning Units (NPU) S, T and V. Eight (8) main neighborhoods are reflected in the Neighborhood Map.



The BeltLine Subarea 1 Master Plan was adopted by the Atlanta City Council on December 6, 2010. Subsequent plans were developed and provided relevance to Subarea 1. These latter plans vary from neighborhood-specific to comprehensive plans that address topics across larger areas. These and other plans were reviewed and, where applicable, informed the recommendations of the Subarea 1 Master Plan Update.

PLANNING PROCESS

The Subarea outreach program was designed to engage a variety of target audiences consisting of residents, business owners, landowners, employers/employees, and other valued stakeholders from May to August 2019. Involving each stakeholder group was vital to the process and required different approaches to best capture the overall community vision.





In an effort to provide a more cohesive community vision, the project teams of the Atlanta BeltLine, Inc. Subarea 1 Master Plan Update and the West End Livable Centers Initiative (LCI) Master Plan Update teamed up to coordinate two (2) planning efforts to serve as the single guide for the future growth and development of both the West End and the Atlanta BeltLine Subarea 1. Engagement activities were shared, and the feedback received was used to inform the recommendations for policies, strategies, and future investment in the study area.

The community engagement program ran concurrently with the planning process, where key milestones correlated with public involvement activities. At each phase, the project team worked closely with diverse community members, to gather their input around existing conditions, needs and desires, ideas for new development, and any other feedback they provided.

Deployed over nine months, the hybrid engagement program encompassed a variety of community interactions, including public meetings, stakeholder working group meetings, Neighborhood Planning Unit (NPU) presentations, neighborhood organization meetings, Atlanta City Council briefings, and technical advisory committee meetings. Select activities and meetings occurred with the participation of LCI team members.

COMMUNITY VISION

One main objective for updating this master plan was to establish a more current and relevant community vision that reflects the true needs and desires of Subarea 1 community members. The project team worked diligently to assess the existing conditions and to derive public input to guide recommendations for land use and zoning, mobility, housing and economic development, arts and culture, and parks and greenspace.

PRIORITIZED RECOMMENDATIONS

Land Use & Zoning

The original plan outlined twelve (12) land use and

design goals that were intended to ensure that the Atlanta BeltLine’s long-term impact on Subarea 1 would be positive. That objective remains and was reiterated throughout the public involvement process. Based on the feedback received and the plan’s original land use goals, four themes were derived with specific focuses that align with public comments:

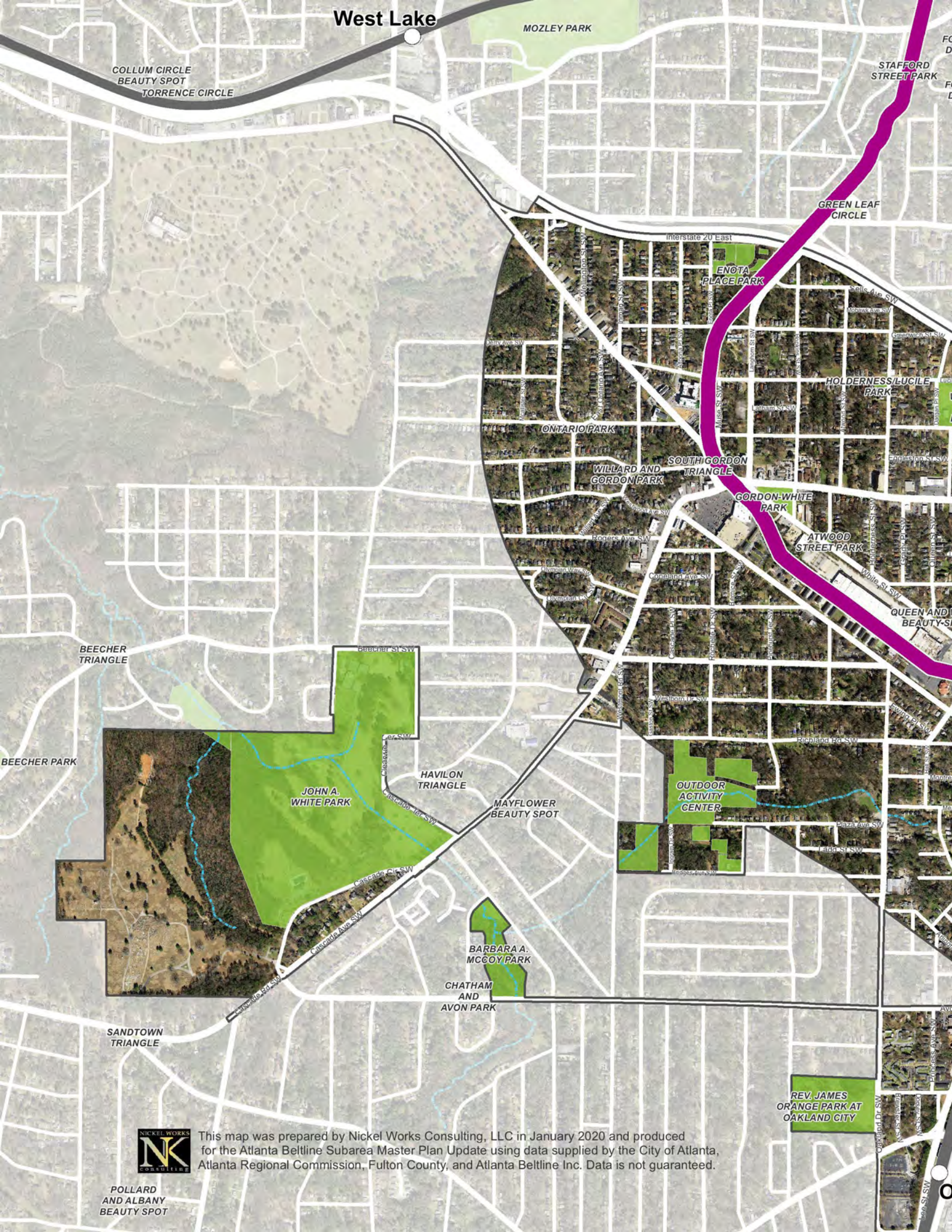


Based on the goals, eight (8) land use priorities were identified:

1. Promote growth that creates diverse housing and preserves the study area’s wide mix of land uses.
2. Preserve historic residential land uses.
3. Preserve historic buildings and low-rise scale along Ralph David Abernathy Blvd. between Hopkins St. and E. Lowery Blvd..
4. Prevent encroachment by limiting new buildings across the street from single-family houses to three stories tall.



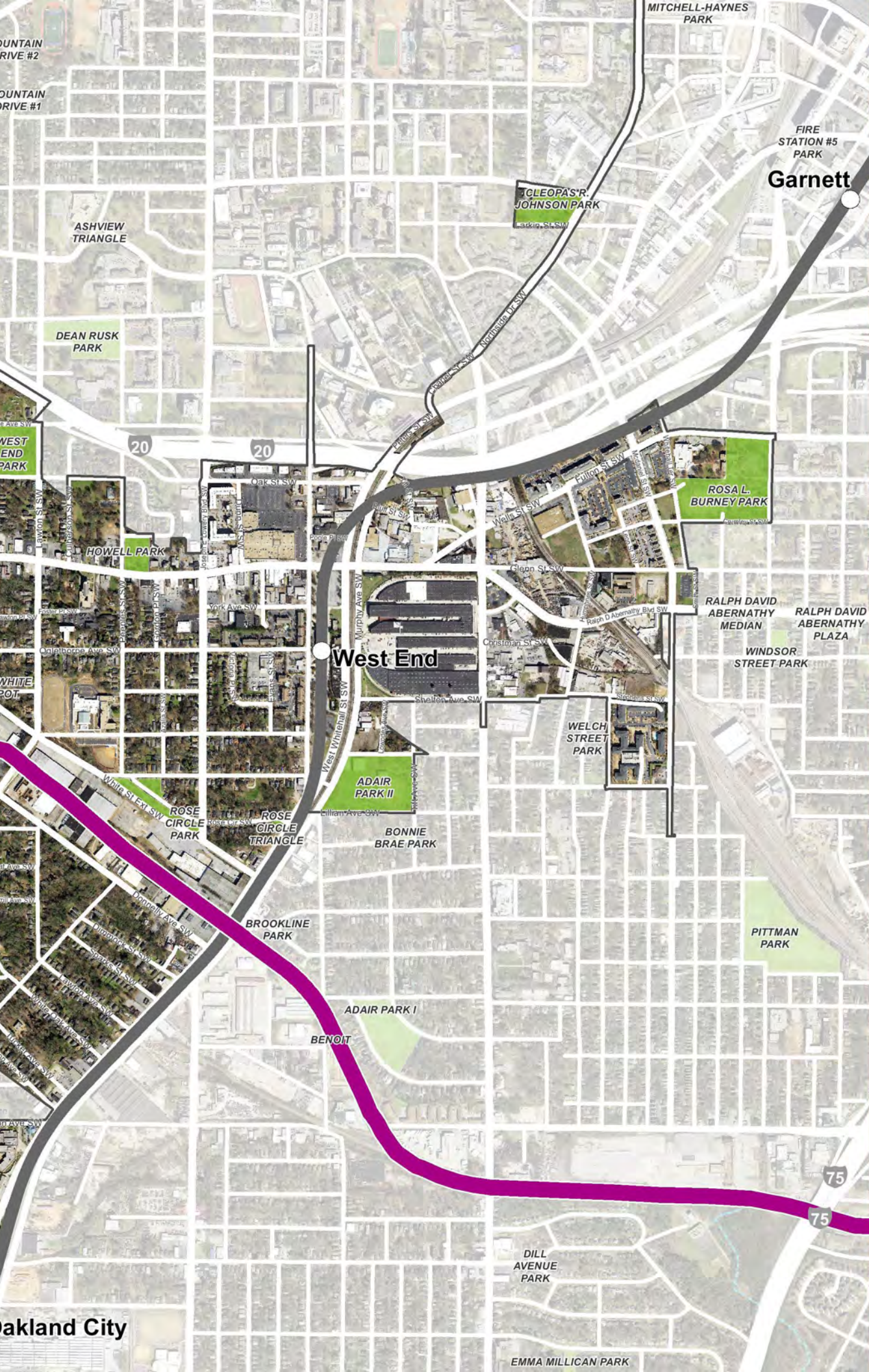
West Lake



This map was prepared by Nickel Works Consulting, LLC in January 2020 and produced for the Atlanta Beltline Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data is not guaranteed.

POLLARD
AND ALBANY
BEAUTY SPOT

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ORANGE PARK AT
OAKLAND CITY




Overview Basemap

Atlanta BeltLine Subarea 1

- Atlanta BeltLine Corridor**
-  Transit Alignment
 -  Transit Alignment Option
 -  MARTA Stations
 -  MARTA Rail Line
 -  Parks



1 inch = 1,300 feet





5. **Preserve space for light industrial uses along both sides of the BeltLine, east of Murphy Avenue, and parcels west of the rail from Metropolitan Parkway.**
6. **Promote growth that produces transit-oriented development.**
7. **Promote adaptive reuse of existing buildings to maintain neighborhood feel while providing essential neighborhood services (i.e. variety of retail shops, restaurants, health care options, etc.).**

Based on those same goals, seven (7) zoning priorities were identified:

1. **Provide density bonuses for the development of the Oakland City MARTA station.**
2. **Extend the Mechanicsville Neighborhood Special Public Interest District (SPI 18-SA7) to include Pittsburgh neighborhood parcels bound to the east by the Norfolk Southern Rail line and to the west by Metropolitan Parkway.**
3. **Increase the zoning classification at the Kroger Citi-Center site.**
4. **Enforce an 'I-Mix' designation along Lee Street, Donnelly Avenue frontage lots.**
5. **Amend SPI 21 to better capture the community's vision.**
6. **Develop a strategy for expanding the West End Historic District to include Ralph David Abernathy Boulevard between Hopkins Street and Joseph E. Lowery Boulevard.**
7. **Update the West End Historic District.**

Market Analysis

Households in the Subarea have been placed in extremely vulnerable positions following the

changing socioeconomics and market activity. Hence, the policy recommendations outlined below have been created to increase affordable rental units, encourage renovation and preservation of existing rental housing in the Subarea; and, assist homeowners in preserving their homes through addressing maintenance, providing financial assistance for modernization/upkeep, and raising homeowners' awareness against speculator rhetoric and tactics.

1. **Establish a dedicated neighborhood Community Assistance Office (COA) or office presence to help businesses and residents navigate various programs designed to enhance affordability within the community.**
2. **Preserve existing rental affordability.**
3. **Establish a multifamily rehabilitation fund.**
4. **Preserve existing owner affordability.**
5. **New construction of affordable rental units.**
6. **Age in place assistance.**
7. **Development of New Affordable Housing (rental or ownership).**

Mobility

To achieve the vision of multiple safe and appealing mobility options, prioritized goals need to be strategically established and applied to various ideas for improving transportation infrastructure. Revised goals were established from the original plan, informed by survey results, and input from community members and stakeholders. Five key goals have been identified:

1. **Increase safety** – The Subarea has experienced a loss of at least one dozen lives



*Image: Community member biking the Westside Trail
Source: McAfee3*





since the initial Subarea Master Plan from 2010 due to mobility issues. It is essential to focus on this issue to prevent another loss.

2. **Support economic activity** – Successful businesses need customers and employees who can easily access the establishment. Streets, sidewalks, and Light Industrial Transportation (LIT) lanes must all be designed to achieve this important goal. LIT lanes provide safe travel for people on bikes, scooters, and other non-vehicular forms of transport.
3. **Enhance placemaking** – Place is essential to the human spirit and roadway design should cooperate with land use to create places people are proud to call home.
4. **Provide appealing alternatives to driving** – Increasingly dense districts will generate rich neighborhood services as well as a demand for transportation. To prevent traffic congestion from choking out the neighborhood services, appealing alternatives to driving must be provided so that not every trip is via automobile.
5. **Ensure access to meaningful destinations** – Traveling to a destination is critical, and the journey should be pleasant. Those who lack safe access to schools, jobs, housing, and healthcare must be prioritized in future transportation investments.

These goals were derived from the evaluation of the existing conditions of Subarea 1 and feedback from the community at the many outreach events. These goals informed the overall mobility recommendations and they consider future projects that have already been programmed (funded) including those from the More MARTA Program, Cycle Atlanta 2.0, Renew Atlanta TSPLOST, and FTA grants.

Parks and Greenspace

While the Atlanta BeltLine is not responsible for

the maintenance or upkeep of the City's parks and greenspaces, they are essential resources to the Subarea and complement the existing Westside trail. The parks and greenspace recommendations identified align with the 11th guiding principle of this Master Plan – provide a variety of public spaces - and defines three aligned subgoals:

1. **Promote sustainable living** – Continue activities on the BeltLine that promote health benefits.
2. **Provide a variety of public spaces** – Complete the Enota Park development, complete current City of Atlanta park/greenspace related plans, identify new/proposed parks, and establish a current directory for the amenities within each park. Connect existing parks to the Atlanta BeltLine Westside Trail. Identify desired amenities for existing parks.
3. **Better maintenance of the existing parks' aesthetic** – Work with the City of Atlanta Department of Parks and Recreation to ensure consistent upkeep and to report issues/concerns. Work with NPU and neighborhood associations to develop a volunteer cleanup schedule.

FUTURE ARTS & CULTURE

The Arts & Culture Strategic Implementation Plan (ACSIP) presents a framework for ABI to transition from a mostly single-focus linear gallery initiative in Art on the Atlanta BeltLine (AoAB) to a multi-layered arts and culture program that includes AoAB and much more. The overarching themes expressed during the planning process align with the themes of the ACSIP. To guide this transition, the ACSIP includes the following recommendations that represent key elements of an integrated approach to arts, culture, and community development in which arts and culture are infused throughout BeltLine initiatives and create mutually beneficial strategies in all ABI endeavors.





FUTURE ARTS & CULTURE GOALS AND RECOMMENDATIONS

Define the role of art and educational programming.

- Review the outreach program elements of the Art on the BeltLine.
- Develop a placemaking and local community art program that offers space and implementation support on the BeltLine and in adjacent community areas.
- Create annual or biannual events to showcase local artists, craftspeople, music, dance, and educational Science, Technology, Engineering, Arts and Math (STEAM) initiatives in an environment-specific event.
- Support educational, historic and cultural tours and programming tied to neighborhoods.

Explore public spaces, design and art, pathways, connections, and accessibility.

- Create/collaborate on a program that utilizes vacant spaces for pop-up and temporary studios and pop-up business uses in the corridor.
- Develop a wayfinding program that highlights community spaces, provides interpretive information, and points the way to community businesses.
- Focus ABI efforts on affordable housing and artists live/work spaces, as well as nonprofit affordable space.
- Continue to develop “functional art” program at ABI.

Ensure that the BeltLine collaborates with, connects to, and reflects the 45 intown communities that it abuts as well as artist and cultural workers.

- Collaborate with educational, historical and cultural institutions to support programming and tours related to AoAB installations, community arts and cultures, and neighborhood history.
- Support and contribute to marketing and communications about arts and culture on the BeltLine and in the neighborhoods.

Consider ABI’s resources and internal relationships, how ABI supports and involves artists, collaborates with partners, and engages with communities.

- Participate in the creation of local community arts councils/groups that can liaise with ABI.
- Utilize new and existing art networks to conduct robust artist outreach to attract local proposals for AoAB and other ABI arts and cultural programs.



Image: Community members gathered along the Westside Trail
Source: Atlanta Intown Paper



Image: Community members gathered along the Westside Trail
Source: WABE



Image: Young artists painting on the Westside Trail
Source: Atlanta BeltLine





Image: Community member walking along Westside Trail
Source: McAfee3



ATLANTA BELTLINE OVERVIEW

The Atlanta BeltLine (ABI) 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. Guided by principles of equitable and sustainable development, the Atlanta BeltLine is delivering transformative public infrastructure that enhances mobility, fosters culture, and improves connections to opportunity.

At its most fundamental level, the project promises to transform the very fabric of Atlanta by repurposing an existing 22-mile rail corridor and nearby areas with a combination of transit, trail, park and open space, housing, art, economic development investments, and more. The Atlanta BeltLine links comprehensive land use with transit-oriented design, turning the Atlanta BeltLine corridor into a framework for long-term sustainability by:

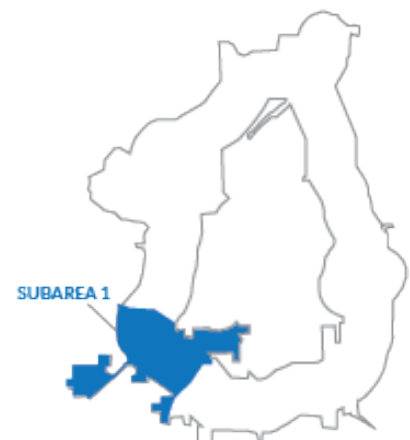
- Offering convenient alternative transportation choices to city residents, employees, and visitors;
- Acting as a catalyst for job creation and economic revitalization, particularly in underserved Atlanta BeltLine neighborhoods and in the city;
- Improving air quality and public health;
- Reclaiming brownfield land;
- Providing more affordable workforce housing within the city;
- Connecting 45 neighborhoods rich in history, culture and experiences;
- Creating economically vibrant and diverse communities;
- Integrating equitable development, community

benefits, and environmental justice;

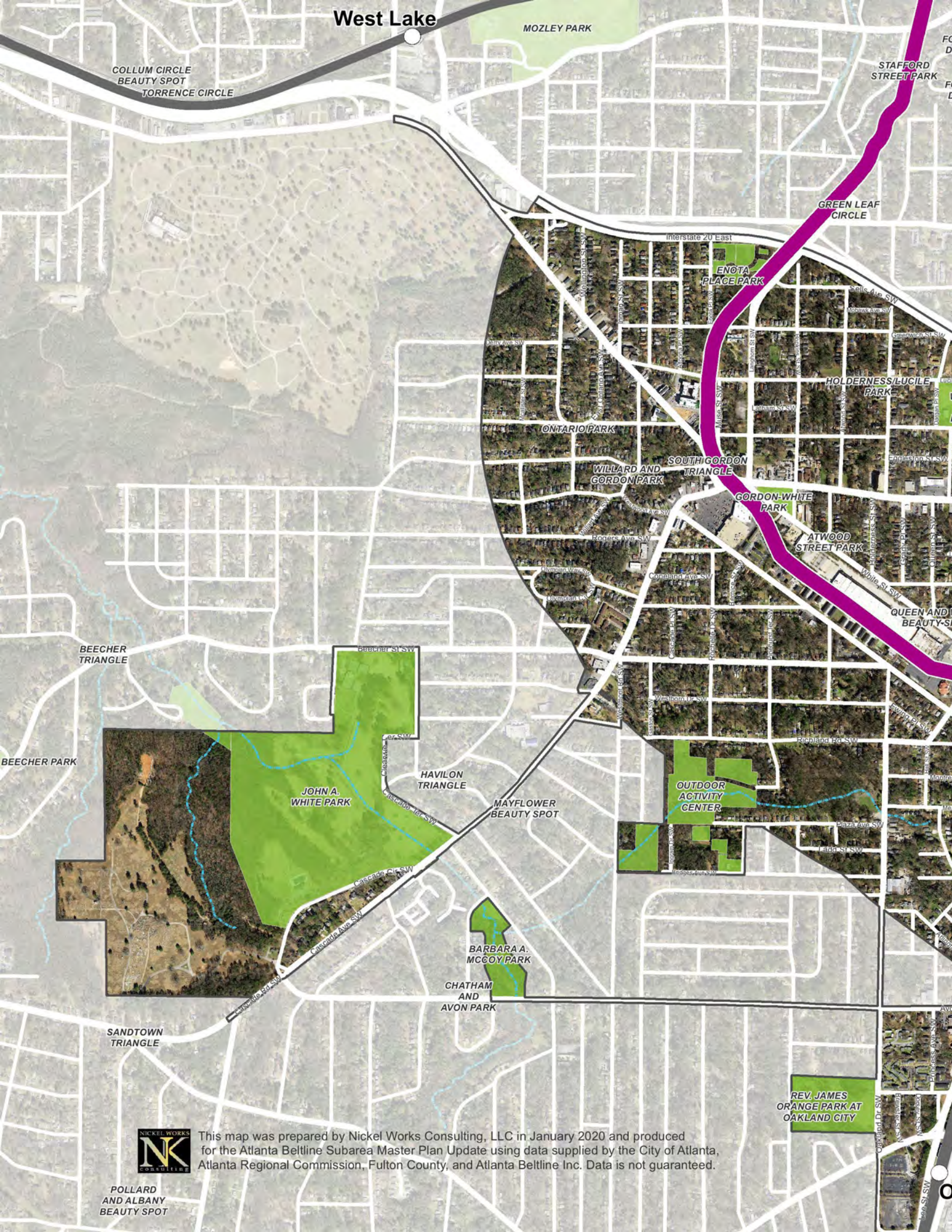
- Improving access to new and existing recreational and cultural amenities;
- Creating public art;
- Strategically reintroducing agriculture into the urban area;
- Reintroducing agriculture into the urban area;
- Protecting natural resources; and
- Promoting historic preservation.

REGIONAL IMPACT & NATIONAL SIGNIFICANCE

The benefits of the Atlanta BeltLine extend beyond the boundary of the City of Atlanta and enhance the greater region. The project represents a new framework for the region’s growth, centered on a future transit and trail network, an unprecedented expansion of park land and public spaces, and vital expansion of and connection to the regional transportation system. As a major new corridor with direct connections into the City’s economic hubs of Buckhead, Midtown, and Downtown, the Atlanta BeltLine promises to provide critical first and last mile transit, trail, and pedestrian connectivity.



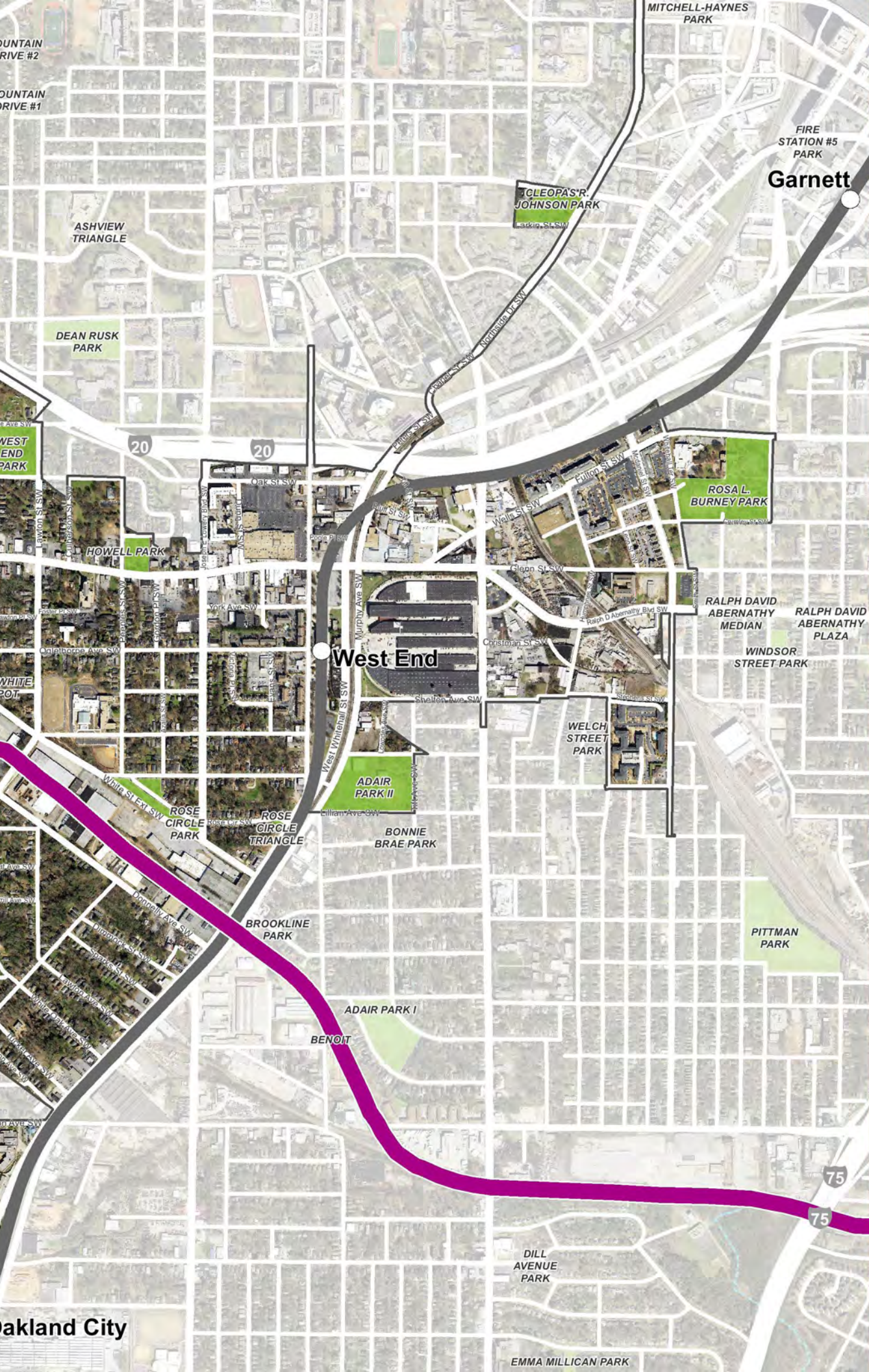
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Overview Basemap

Atlanta BeltLine Subarea 1

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With links to the existing MARTA system, other transit services from outlying suburban counties, and regional trails such as Stone Mountain, PATH 400, and the Silver Comet Trails, the Atlanta BeltLine is critical for long-term transportation and transit initiatives benefiting everyone in the metro region.

Throughout implementation of the Atlanta BeltLine, it is important to realize these and other benefits will take time due to the project’s complexity and scale. However, when completed in 2030, the Atlanta BeltLine will ultimately connect and enrich 45 intown neighborhoods and put Atlanta on a path to 21st century economic growth and sustainability. Equally important, it will become a destination unto itself that offers a chance for Atlanta to redefine what it is to be a neighbor, to be a community, to be a region, and to share in all that it has to offer.

SUSTAINABILITY

By its very nature, the Atlanta BeltLine is about creating a more sustainable and equitable Atlanta, where the needs of the present are met without compromising the ability of future generations to meet their own needs. The project incorporates a broad concept of environmental, social, mobility and economically sustainable initiatives. These initiatives can also positively impact air quality, mental health, and can improve the access to healthy foods. As the project is implemented, opportunities to incorporate physical activity into Atlantans’ daily routines will expand with the addition of transit, trails, parks, bicycle facilities, other transit modes, and walkable land use patterns.

Similarly, the implementation of alternative modes of transportation options and transit will help to reduce air pollutants, improve air quality, and save energy. Transit oriented development (TOD) land uses and development patterns help to reduce household driving, thereby lowering regional congestion, air pollution, and greenhouse gas emissions. This promotes walkable communities

that create healthier and more active lifestyles and increases transit ridership.

Providing a major public infrastructure project like the Atlanta BeltLine in communities that have experienced disinvestment helps to address and potentially elevate the livability, economy, and vibrancy, not only of that specific area, but of the entire city. Expanding economic opportunity for all Atlantans is critical to creating a community that is truly sustainable.

VISION

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

MISSION STATEMENT

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

CORE VALUES

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

SUBAREA MASTER PLANS

Various planning and strategic implementation documents defined the overall development of the BeltLine. The creation of the BeltLine Redevelopment Plan (BRP) and the Tax Allocation District (TAD) established the correlating program to manage said development.





As the program evolved, additional plans and policies were developed.

To further refine the vision of the BRP, ABI also prepared Subarea Master Plans beginning in 2009. This effort divided 15,000 acres within approximately one-half mile of the Atlanta BeltLine corridor, known as the Atlanta BeltLine Planning Area, into ten geographic Subareas. Within each Subarea, ABI and the City of Atlanta worked with consultants and community members to prepare detailed plans specific to small geographical areas addressing land use, transportation, park recommendations, and more. After additional feedback and review from the community, the Subarea Master Plans were finalized, presented to the affected Neighborhood Planning Units (NPU), and ultimately approved by the Atlanta City Council. This plan is a product of the original effort and updates the Atlanta BeltLine Subarea 1 Master Plan completed in 2011.

Subarea Master Plans establish community visions with recommendations that reflect the needs of the neighborhoods therein. Including guidelines for future land use, zoning, mobility, parks and greenspace, historic preservation and arts and culture, the plans prescribe a framework for sustainable growth as the BeltLine program is implemented and the corridor alignments completed.



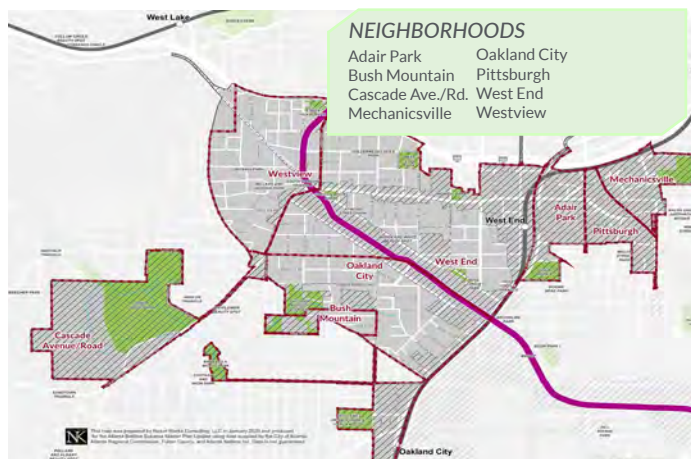
Take a Look!

For more information, review:

- 2030 Strategic Implementation Plan
- Community Benefits Guiding Principles
- Environmental Justice Policy
- Equitable Development Plan
- Integrated Action Plan
- Sustainability Action Plan
- Unified Plan

BELTLINE SUBAREA 1 OVERVIEW

Subarea 1 land area covers 1,856 acres on the city’s southwest side, including 1,386 acres of the Tax Allocation District. It is bound to the north by Interstate-20; bound to the East by Windsor Street; it captures Adair Park II and extends south to the Oakland City MARTA station; it captures The Oakland City Historic District and Outdoor Activity Center; incorporates the John A. White Park and Greenwood Cemetery to the far west; concluding north to include a portion of the Westview cemetery. It rests in portions of Atlanta City Council District 4, 10 and 11 and includes Neighborhood Planning Units (NPU) S, T and V. Eight (8) main neighborhoods are reflected in the Neighborhood Map.



Subarea 1 sits in between the Atlanta University Center, Castleberry Hill neighborhood, and the former Fort McPherson. With both the Oakland City and West End MARTA stations, it provides neighborhood connectivity for community members commuting to work, school, entertainment and other destinations accessible through the transit network.





As recent as the seven-year period between 2010 and 2017, the Subarea's overall population has increased by 4.7% with an increase of 10.7% among residents ages 25 - 34, who reflect the largest share of the population.

SA1 - Population Trends

				Change '10 - '17	
	2010	2017	Actual Change	% Change	
Subarea 1	17,865	23,764	5,889	4.7%	

SA1 - Population Age Distribution

Change '10 - '17				
Age Range	2010	2017	Actual Change	% Change
0 - 4	1,053	1,835	782	10.6%
5 - 9	1,108	1,889	781	10.1%
10 - 14	1,323	1,616	293	3.2%
15 - 24	2,973	3,159	186	0.9%
25 - 34	2,127	3,714	1,587	10.7%
35 - 44	2,092	3,094	1,002	6.8%
45 - 54	2,063	2,656	(207)	-1.0%
55 - 64	1,822	2,872	1,050	8.2%
65 - 74	1,529	1,866	337	3.1%
75 - 84	625	833	208	4.8%
85+	350	230	(120)	-4.9%
Total Population	17,865	23,764	5,899	4.7%

Overall, households have increased by 1,664, reflecting 1,885 renter-occupied households and a loss of 422 owner-occupied.

SA1 - Household Data

Change '10 - '17		
	Actual Change	% Change
Atlanta BeltLine Subarea 1 Census Tracts		
No. of Households	1,664	3.2%
Owner-Occupied Households	(422)	-1.9%
Renter-Occupied Households	1,855	6.2%

In that same period, a significant disparity of income was observed between owner and renter-occupied households by annual median income (AMI). The Owner-Occupied Households By Ami table reflects decreases in owner-occupied households among all AMI income thresholds except extremely low to very low income (31 - 50%), low income (81 - 100%), and above AMI (120%+).

SA1 - Owner-Occupied Households by AMI

AMI Income Threshold	Income Limit	2010	Income Limit	2017	Change '10-'17
0 - 30%	\$19,400	33.9%	\$21,550	23.7%	-5.7%
31 - 50%	\$32,350	13.8%	\$35,900	18.9%	2.6%
52 - 80%	\$51,750	19.6%	\$57,400	18.5%	-2.6%
81 - 100%	\$64,700	10.0%	\$71,800	11.3%	-0.2%
101 - 120%	\$77,640	8.7%	\$86,160	3.3%	-9.6%
121%+	\$77,641	14.1%	\$86,161	24.3%	7.0%
Total		100%		100%	-1.9%



See the Subarea 1 Appendix for additional information.





The Renter-Occupied Households by AMI table reflects increases in renter-occupied households across all AMI income thresholds.

SA1 - Renter-Occupied Households by AMI

AMI Income Threshold	Income Limit	2010	Income Limit	2017	Change '10 - '17
0 - 30%	\$17,250	49.2%	\$19,150	46.5%	5.1%
31 - 50%	\$28,750	20.9%	\$31,900	20.3%	5.5%
52 - 80%	\$46,000	13.6%	\$51,000	17.7%	12.4%
81 - 100%	\$57,500	4.8%	\$63,800	5.0%	7.0%
101 - 120%	\$69,000	4.4%	\$76,560	4.5%	7.1%
121%+	\$69,001	7.2%	\$76,561	6.0%	2.8%
Total		100%		100%	6.2%

Both observations indicate a changing environment in Subarea 1, highly affected by the availability of new and affordable housing.

Subarea 1 is also home to historic landmarks including the Wren’s Nest and the Stewart Avenue Trolley Line Substation while also encompassing twelve (12) parks and five (5) urban farms.

PREVIOUS MASTER PLANNING EFFORTS

The BeltLine Subarea 1 Master Plan was adopted by the Atlanta City Council on December 6, 2010. Subsequent plans (see: right) were developed and provided relevance to Subarea 1. These latter plans vary from neighborhood-specific to comprehensive plans that address topics across larger areas. These and other plans were reviewed and, where applicable, informed the recommendations of the Subarea 1 Master Plan Update.

A LOT HAS HAPPENED!

Strategic/Master/Comp/LCI Plans

- 2001 – West End Historic District LCI
- 2004 – Oakland City/Lakewood LCI Plan
- 2013 – Atlanta BeltLine 2030 Strategic Implementation Plan
- 2014 – Georgia Tech Studio: West End Hub Framework
- 2016 – Oakland City/Ft. Mac LCI Plan
- 2016 – City of Atlanta Comprehensive Development Plan
- 2017 – Atlanta City Design: Aspiring to the Beloved Community
- 2018 – Atlanta City Council District 12 Master Plan
- Currently Underway – Transformation Alliance Lee Street Plan

Transit/Transportation/TOD

- 2013 – Atlanta BeltLine Mixed Income TOD Implementation Strategy
- 2015 – Oakland City Station Engagement Report
- 2017 – MARTA TOD Oakland City Station Profile
- 2017 – MARTA TOD West End Station Profile
- 2018 – Atlanta’s Transportation Plan

Regional

- 2011 – Atlanta Regional Commission Atlanta Region Plan 2040

Greenspace/Parks

- 2009 – Atlanta’s Project Greenspace
- 2014 – Assessing Urban Tree Canopy in the City of Atlanta
- Currently Underway – Envision: ATL Parks and Recreation Comprehensive Plan
- Currently Underway – Urban Ecology Framework

Housing/Development/Redevelopment

- 2012 – City of Atlanta Brownfields Area-Wide Planning Program Implementation Plan
- 2013 – Creating Linkages and Eliminating Barriers: The Strategic Community Investment (SCI) Report
- 2015 – BeltLine Integrated Action Plan for Economic Development, Housing & Real Estate
- 2017 – Atlanta Housing Authority: Vision 2022: Live, Work, Thrive.
- 2017 – Atlanta’s Inclusionary Zoning Amendments
- 2018 – BeltLine Westside Inclusionary Workforce Housing Policy
- 2018 – BeltLine Affordable Housing Working Group Report

Land Use/Zoning

- 2005 – NPL-5 Land Use Plan

Photo: Previous Plans Board
Source: West LCI Plan Team

The list of documents approved since the 2009 Subarea Master Plan includes:

- 2009 – Atlanta’s Project Greenspace
- 2011 – Atlanta Regional Commission Atlanta Region Plan 2040
- 2011 – Westview Master Plan 2012 – Tier 1 Final Environmental Impact Statement
- 2013 – Atlanta BeltLine 2030 Strategic Implementation Plan
- 2013 – Atlanta BeltLine Mixed Income TOD Implementation Strategy
- 2013 – Cycle Atlanta: Phase 1.0 Study
- 2014 – Atlanta Streetcar System Plan
- 2015 – Atlanta BeltLine Integrated Action Plan for Economic Development, Housing & Real Estate
- 2016 – City of Atlanta Comprehensive Development Plan
- 2016 – Oakland City/Ft. Mac LCI Plan
- 2017 – Atlanta City Design: Aspiring to the Beloved Community
- 2017 – Atlanta Housing Authority: Vision 2022: Live, Work, Thrive.
- 2017 – Resilient Atlanta
- 2018 – Atlanta BeltLine Affordable Housing Working Group Report
- 2018 – Atlanta City Council District 12 Master Plan
- 2018 – Atlanta’s Transportation Plan
- 2018 – Atlanta BeltLine Arts & Culture Strategic Implementation Plan
- Currently Underway – Envision: ATL Parks and Recreation Comprehensive Plan
- Currently Underway – Urban Ecology Framework





Image: Kroger Citi-Center Site
Source: McAfee3



THE SUBAREA TODAY

In recent years, the Subarea has experienced significant development throughout the various neighborhoods. Most notably are the proposed catalytic developments at the Met and the Mall West End. When complete, both will provide employment opportunities, diverse housing and entertainment to connect neighborhoods and to establish the Subarea as hub for Atlanta’s creatives.

Other selected developments and investments in the study area include:

- **Westview Commercial Village Renovations** (Includes Slutty Vegan and other small businesses)
- **JenCare Senior Medical Center** (Expansion of existing facility)
- **Boggs Social & Supply** (Restaurant renovation)
- **Tuskegee Airmen Global Academy** (New building; 108,000 square feet of aerospace and engineering public school)
- **Lean Draft House**
- **Atlanta Land Trust - Tucker Avenue Homeownership Opportunity** (23 new planned modular units by 2020)
- **Lee + White Project** (Monday Night Garage and others anchor “Original Food and Beverage District”)
- **Adair Court** (Senior mixed-income affordable housing)
- **Switchyards West End** (Coworking and entrepreneurial hub concept)
- **Private Home Renovations** (Ongoing throughout the Subarea)
- **KIPP STRIVE Academy** (Nationwide charter school network)



Image: Future development renderings of the Mall West End
Source: Atlanta Business Chronicle



Image: Future development renderings of The Met
Source: Carter



Image: Selected Developments and Investments in the Study Area
Source: McAfee3





ARTS & CULTURE

The Subarea is comprised of many key assets that reflect its rich history and deep roots, highlighting the Subarea’s distinctive culture. Each neighborhood has its own story that anchors the Subarea as a major hub for arts and culture in the City of Atlanta. The Arts & Culture Strategic Implementation Plan (ACSIP) lists locations as arts and cultural assets in the Subarea as documented in the table (see: right).

The preservation of assets was one of the most significant themes that was identified in the planning process. The community provided critical input that, in addition to their preservation desires, emphasized the need for more public art with a focus on local artist participation as reflected in the Arts, Culture and History Public Feedback table (see below).



Image: Gallery 992
Source: Music in the Park ATL



Image: The Wren's Nest
Source: wrensnest.org

- Afrikan Djeli Cultural Center
- Afro Centric Network
- Annie E. Casey Foundation (Development Site underway)
- Artlanta Gallery
- Arts Center
- Blue Tower
- Bonfire ATL
- The B-Complex Artist Cooperative
- Gallery 992
- Hammonds House
- Liquid Sky
- MCG Art & Things
- Met Atlanta
- Shrine of the Black Madonna
- Spelman College Museum of Fine Art
- Salvation Army Museum of South
- Robots Love Deathrays Gallery
- Sistersong
- Southerners on New Ground
- Studioplexx47
- Tassili’s Raw Reality
- The Bearings Bike Shop
- The Mall West End
- West End Performing Arts Center
- Westview Makers’ Space
- Wren’s Nest
- Youth Ensemble of Atlanta





Arts, Culture and History Public Feedback Table

CATEGORY	COMMENT	SPECIFIC AREA
Arts/Culture/History	More art needed on pathways; add info about art pieces; variety of art (i.e. sculptures and all materials; maintenance of artwork on grounds	BeltLine Corridor
Arts/Culture/History	Highlight historic buildings by promoting info about them in public spaces	BeltLine Corridor
Community Vision	Better distinguish identity of Oakland City & Bush Mountain neighborhoods	BeltLine Corridor
Arts/Culture/History	Preserve artwork, murals, sculptures and swing	BeltLine Corridor
Community Vision	Better way-finding on both sides of Lee Street	BeltLine Corridor
Community Vision	Westview gateway entrance at RDA over BeltLine trail	BeltLine Corridor
Community Vision	Oakland City: Maker space; urban agriculture, black enterprise/ businesses	Lee Street South Corridor
Arts/Culture/History	Public art on retaining wall at RDA & Metropolitan	McDaniel Glenn
Arts/Culture/History	Spell out historic preservation measures and enforcement; identify homes on the registry West End & Oakland City	Entire Subarea
Arts/Culture/History	Maintain look and feel of historic districts	Entire Subarea
Arts/Culture/History	Good murals (mural ex. at Grant Park, near Kroger & Glenview)	Entire Subarea
Arts/Culture/History	73% of activity participants want public art	Entire Subarea
Arts/Culture/History	75% of activity participants want modern picnic pavilion	Entire Subarea
Arts/Culture/History	93% of activity participants want splash pads	Entire Subarea
Arts/Culture/History	More signage for communities and historical references	Entire Subarea
Arts/Culture/History	Create art mural/welcoming sign @ Langhorn Street	West End
Arts/Culture/History	Gateway at Westview connecting to West End and RDA corridor	West End
Arts/Culture/History	Art that represents community	West End
Arts/Culture/History	Cultural festival showcasing history of West End	West End
Arts/Culture/History	Amphitheaters	West End
Arts/Culture/History	Expand historic destination to historic commercial districts	West End
Community Vision	Beautification projects of existing buildings	West End



West Lake

MOZLEY PARK

COLLUM CIRCLE
BEAUTY SPOT
TORRENCE CIRCLE

STAFFORD STREET PARK

GREEN LEAF CIRCLE

ENOTA PLACE PARK

West
End Historic District

HOLDERNESS/LUCILE PARK

ONTARIO PARK

WILLARD AND GORDON PARK

SOUTH GORDON TRIANGLE

GORDON-WHITE PARK

ATWOOD STREET PARK

QUEEN AND BEAUTY SPOT

BEECHER TRIANGLE

BEECHER PARK

JOHN A. WHITE PARK

HAVILON TRIANGLE

MAYFLOWER BEAUTY SPOT

OUTDOOR ACTIVITY CENTER

BARBARA A. MCCOY PARK

CHATHAM AND AVON PARK

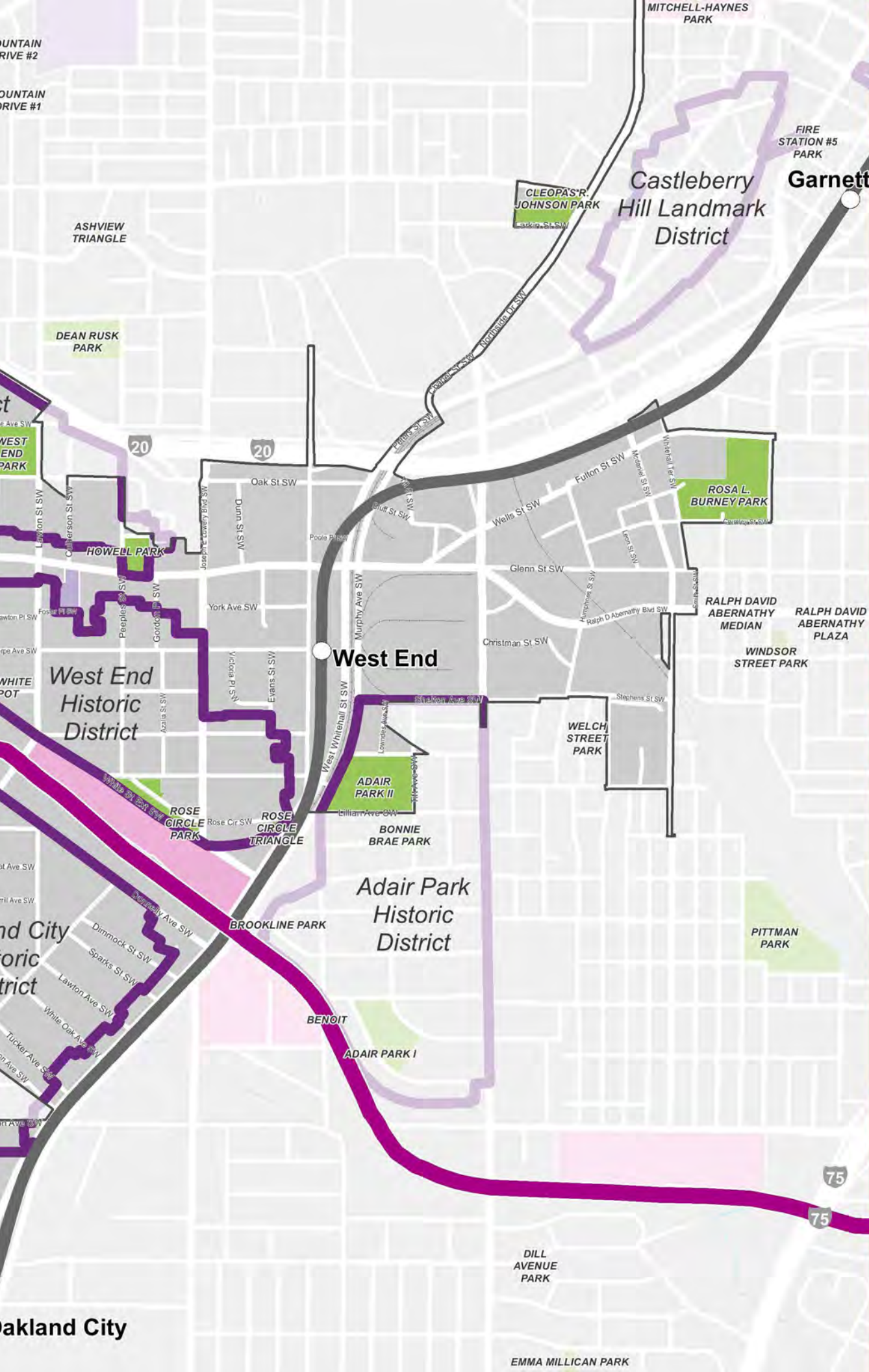
SANDTOWN TRIANGLE

REV. JAMES ORANGE PARK AT OAKLAND CITY



This map was prepared by Nickel Works Consulting, LLC in January 2020 and produced for the Atlanta Beltline Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data is not guaranteed.

POLLARD AND ALBANY BEAUTY SPOT



Historic and Cultural Resources

Atlanta BeltLine Subarea 1

- Atlanta BeltLine Corridor**
- Transit Alignment
 - Transit Alignment Option
 - MARTA Stations
 - MARTA Rail Line
 - Parks
 - Historic Districts
 - Landmark Features
 - Landmark Building Site



1 inch = 1,300 feet

0 325 650 1,300 Feet

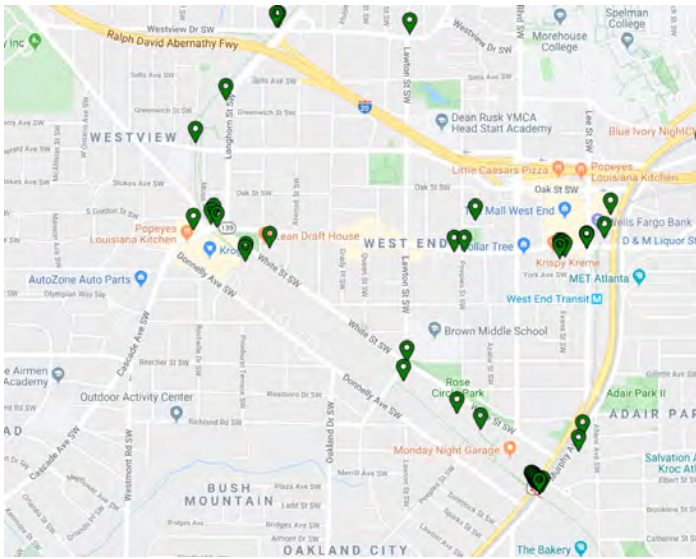


Image: West End Street Art Map
Source: Atlanta Street Art Map

Of additional significance are the number of murals located in the Subarea. According to the Atlanta Street Art Map (above), there are more than forty (40) murals that span the Westview, West End, Atlanta University Center and Oakland City neighborhoods. See the appendix for a chronicled list of artists, murals and their location in the Subarea.



Image: Featured mural near The Mall West End
Source: Muhammad Suber

HISTORIC PRESERVATION

Over 100 years of history is contained within Subarea 1, where Historic Districts, landmarks and cultural events reflect its past and provide a guide for its future. From unique buildings that house local businesses and encourage economic development across the main corridors, to a community development effort that established a neighborhood specifically for African Americans working in the area, an integral component of establishing the community vision is preserving what's most meaningful about it.

Historic preservation provides numerous community benefits because it focuses largely on protecting its resources, encouraging sound investment, and highlights its tenured culture that often reflects the people who live there.



Historic Preservation fuses art with craftsmanship, capacity for modern utility with embodied energy, and progressive ideas for economic revitalization with traditional authenticity.

-Craig Potts, Kentucky State Preservation Officer



Throughout the planning process, community members indicated a desire to balance development with the needs of local neighborhoods. The existing historic districts within the Subarea serve as a baseline for both the look and feel of the area, and have established protections and guidelines for design that promotes its uniqueness.





The West End Historic District, which generally comprises the portions of the West End neighborhood north and south of Ralph David Abernathy Blvd., outlines historic resource protection and design requirements with strict standards for preserving historic buildings, among other regulations. Many of the historic buildings are single and multifamily residential homes in addition to community landmarks with varying architectural styles.

The Oakland City Historic District, comprised of southwest portions across the BeltLine, outlines design requirements and encourages economic development, a variety of housing opportunities, and neighborhood revitalization that discourages displacement. The area is predominantly known for the bungalow style residential housing.

The portion of the Adair Park Historic District that is included within the Subarea is bound to the West by Murphy Avenue, North to Shelton Avenue, East to Tift Street and South to Lillian Avenue; predominantly encompassing the recreational facility, Adair Park II. It, similarly, encourages economic development, neighborhood revitalization, and prevention of displacement of residents.

The Pittsburgh Historic District includes parcels within the Subarea that are bound by Metropolitan Parkway to the West, Shelton Avenue to the South, I-20 to the North and the Norfolk Southern rail line to the East. Bordering the Mechanicsville Neighborhood, this area possesses many residential and industrial buildings that feature 19th to mid-20th century architecture. Unlike the other districts, the Pittsburgh area has not been fully adopted by the Atlanta City Council as an Historic district.

Utilizing the historic preservation tool can ensure that these areas will be protected, while also supporting simultaneous development that illuminates the unique resources of the area. The MET, as an example, highlights how older industrial

buildings and unique structures can capture the neighborhood culture while also enhancing economic opportunity. Even further, the adaptive reuse of buildings in the Subarea has encouraged investment as development costs are lower because the cost of new building construction is omitted.

Historic preservation within the Subarea maximizes the diversity in housing and building stock by prioritizing protections on architecturally significant buildings. When coupled with zoning regulations, this tool can regulate market forces that might ordinarily encourage the destruction of the neighborhood fabric.

 [Click for the Historic & Cultural Resources Map](#)

COMMUNITY FACILITIES

Subarea 1 is home to a host of community facilities and historically significant focal points. The study area is well-served to meet quality of life needs based on a variety of categories listed in the Community Facility Categories table.

COMMUNITY FACILITY CATEGORIES

- Animal Care
- Arts & Culture
- Childcare
- Co-working space
- Faith-Based
- Healthcare
- Historical Sites/Landmarks
- Library
- Meeting/Venue space
- Parks & Greenspace
- Public Services
- Schools



West Lake

F.L. Stanton Elementary School

MOZLEY PARK

COLLUM CIRCLE
BEAUTY SPOT
TORRENCE CIRCLE

STAFFORD STREET PARK

GREEN LEAF CIRCLE

ENOTA PLACE PARK

West End Historic District

KIPP STRIVE Academy

HOLDERNESS/LUCILE PARK

ONTARIO PARK

WILLARD AND GORDON PARK

SOUTH GORDON TRIANGLE

GORDON-WHITE PARK

ATWOOD STREET PARK

QUEEN AND BEAUTY S

BEECHER TRIANGLE

Tuskegee Airmen Global Academy

BEECHER PARK

JOHN A. WHITE PARK

HAVILON TRIANGLE

MAYFLOWER BEAUTY SPOT

OUTDOOR ACTIVITY CENTER

Oakland Histori District

BARBARA A. MCGOY PARK

CHATHAM AND AVON PARK

SANDTOWN TRIANGLE

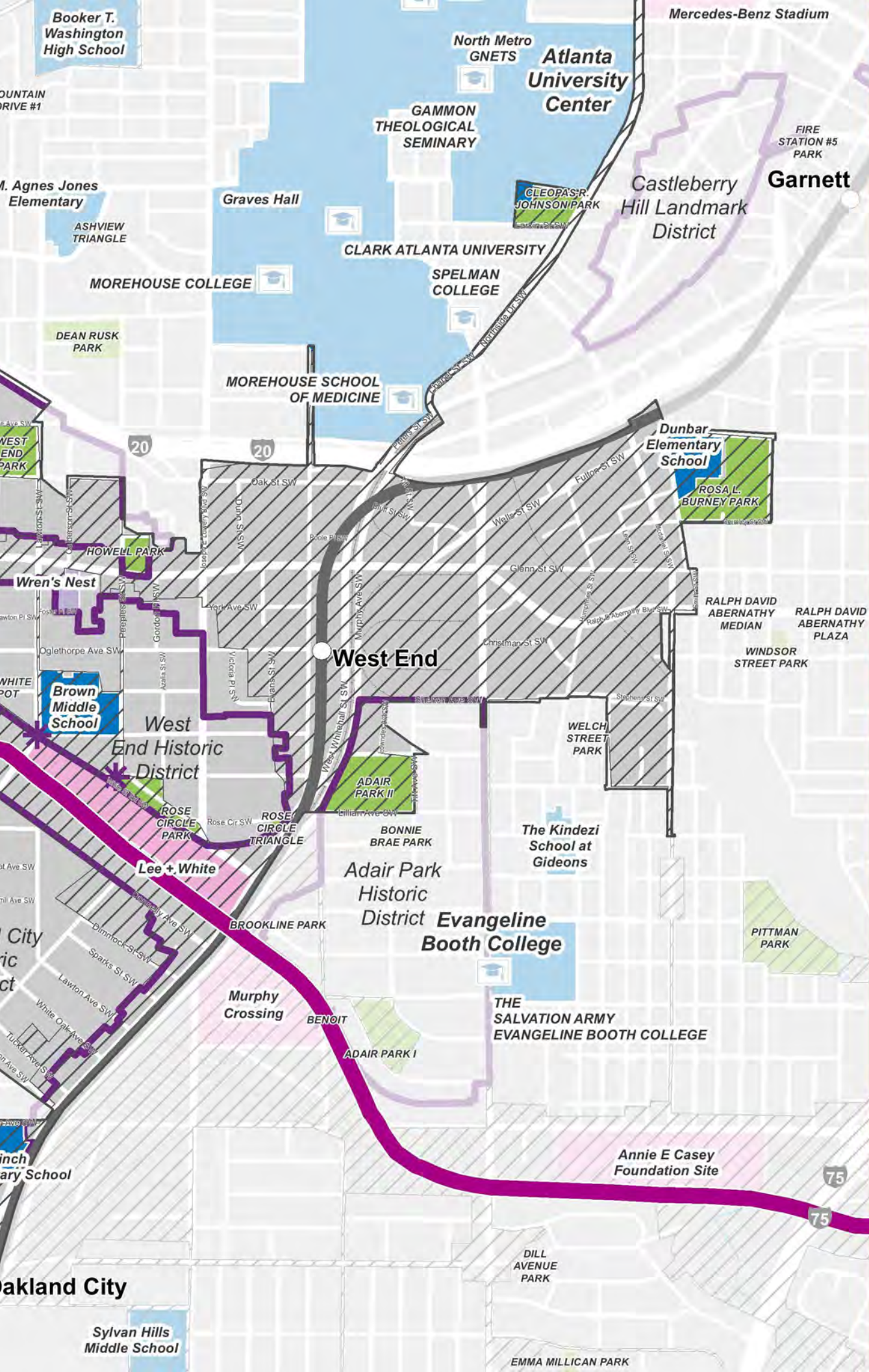
REV. JAMES ORANGE PARK AT OAKLAND CITY

F. Elementary



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POLLARD AND ALBANY BEAUTY SPOT



Community Facilities

Atlanta BeltLine Subarea 1

- Atlanta BeltLine Corridor**
- Transit
- Transit Alignment
- MARTA Stations
- MARTA Rail Line
- Parks
- Art On the Atlanta BeltLine Continuing Collection
- College Community Facilities
- University Features
- Historic Districts
- Landmark Building Site
- Landmark Features



1 inch = 1,300 feet



Of significance are the arts and cultural facilities that provide the community with opportunities to absorb the history and neighborhood character amongst options to express their own creativity. The community consistently iterated the need to preserve the arts and culture of the area, noting the following opinions about Subarea 1 in the project survey:

- 87.1% believe there is a strong sense of community
- 77.6% believe there are strong cultural amenities
- 95.7% believe there is strong historic character

Parks and greenspaces comprise approximately 11% of the total Subarea acreage, providing a variety of recreational options for the community to enjoy. Notably is the proposed Enota Park that will serve the neighborhood and merge with the adjacent Westside Trail. In addition, the urban farms provide access to locally grown and sourced food options while also reducing negative environmental impacts involved in making and sourcing food.



Image: Urban Farm in Subarea 1
Source: Park Pride

 [Click for the Community Facilities Map](#)

Historical sites and landmarks in the Subarea trace back over a century with the Wren’s Nest and the Stewart Avenue Trolley Line Substation. The Wren’s Nest, the home of Joel Chandler Harris from 1881 until 1908, is a cultural center that celebrates the timeless legacy of the Brer Rabbit tales. It promotes the art of storytelling in all its contemporary forms. The Stewart Avenue Trolley Line Substation was built in 1920 as part of the Georgia Railway and Electric Company’s expansion of stations to supply railway power. The Wren’s nest is an active tourist site, while the Substation is currently vacant.



Image: Stewart Avenue Trolley Line Substation
Source: Georgia Power

The five (5) schools in the Subarea service students from K5 through 8th grade with programs for advanced placement and Science, Technology, Engineering and Math (STEM) focuses.



Image: Students at Kipp Strive Academy
Source: Kipp Metro Atlanta



Faith-based community facilities also encompass a large portion of the Subarea. Twenty (20) active sites provide community members with places of worship. Notably, the West Hunter Street Baptist Church, with more than 130 years of history, is located on Ralph David Abernathy Boulevard and provides members with ten (10) ministries to participate in. Similarly, the St. Anthony of Padua Catholic church was founded in 1903—one of the oldest parishes in the Archdiocese of Atlanta.



Image: St. Anthony of Padua Catholic
Source: Nigerian Igboo Catholic Community of Atlanta



Image: West Hunter Street Baptist Church
Source: West Hunter Street Baptist Church Facebook Page

OTHER COMMUNITY FACILITIES

Co-Working Space

- The COVE at Pearl Suites
- KITT Labs

Childcare

- Genesis Early Learning and Child Development Center
- KIDazzle Child Care & Learning

Healthcare

- Atlanta Pain & Rehab
- Eye Care One
- Georgia Clinic
- JenCare Senior Medical Center
- Pro-Care Dental Services
- The Family Health Centers of Georgia, Inc.
- West End Eye Center

Historic Sites

- Greenwood Cemetery
- Stewart Avenue Trolley Line Substation
- The Wren's Nest
- Westview Cemetery
- Atlanta Black Crackers Ball Field
- Hartnett Elementary School

Library

- West End Library

Meeting/Venue Space

- Return to Royalty Banquet Hall
- Salvation Army Kroc Atlanta
- VICARS
- West End Family Life & Community Center

Pet Service

- West End Animal Wellness Center

Public Services

- Atlanta Fire Department Station 17
- Atlanta Police Department Zone 4
- Atlanta Fire-Rescue Station 7
- Atlanta Fire-Rescue Station 14

Schools

- Brown Middle School
- Dunbar Elementary School
- Finch Elementary School
- KIPP STRIVE Academy
- Tuskegee Airmen Global Academy





OTHER COMMUNITY FACILITIES

Arts & Culture

- Afrikan Djeli Cultural Center
- Afro Centric Network
- Annie E. Casey Foundation (Development Site)
- Atlanta Gallery
- Arts Center
- Blue Tower
- Bonfire ATL
- Clark Atlanta Art Museum
- Gallery 992
- Hammonds House
- Liquid Sky
- MCG Art & Things
- Met Atlanta
- Mint Gallery
- Omenala Griot Afrocentric Museum
- Robots Love Deathrays Gallery
- Salvation Army Museum of South
- Sistersong
- Southerners on New Ground
- Spelman College Museum of Fine Art
- Studioplexx47
- Tassili's Raw Reality
- The B-Complex Artist Cooperative
- The Bearings Bike Shop
- The Mall West End
- West End Performing Arts Center
- Westview Makers' Space
- Youth Ensemble of Atlanta

Faith-Based

- Cascade United Methodist Church
- Cathedral of Faith Church of God in Christ
- Chapel-Christian Love Baptist
- Citadel of Hope
- Community Church of God
- Community Masjid of Atlanta
- Cornerstone Holiness Church
- Dawah Center of America
- Greater Fellowship
- Ikhra Center
- Masjid Al-Etihad
- Sankofa Church of Christ Atlanta
- Second Mt. Olive Baptist Church
- St. Anthony of Padua Catholic Church
- The Rock ATL International Fellowship
- The Shrine of the Black Madonna
- West End Seventh-day Adventist Church
- West Hunter Street Baptist Church
- West Oakland Missionary Baptist Church
- Word of Life Christian Ministry

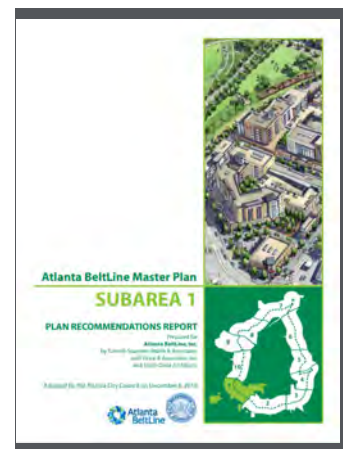
OTHER COMMUNITY FACILITIES

Community Gardens/Urban Farms

- Bush Mountain/Hartnett Community Garden
- Oakland City Community Garden
- West End Community Urban Garden & Nursery
- Westview Community Garden
- Gilliam's Community Garden & Mobile Farmer's Market
- West Atlanta Watershed Alliance (WAWA)

Parks & Greenspaces

- Enota Place Playlot Park
- Gordon White Park
- West End Park
- Howell Park
- Cleopas R. Johnson Park
- Rosa L. Burney Park
- Adair Park
- Rose Circle Park
- Rev. James Orange Park at Oakland City
- Barbara A. McCoy Park
- John A. White Park
- City of Atlanta Outdoor Activity Center



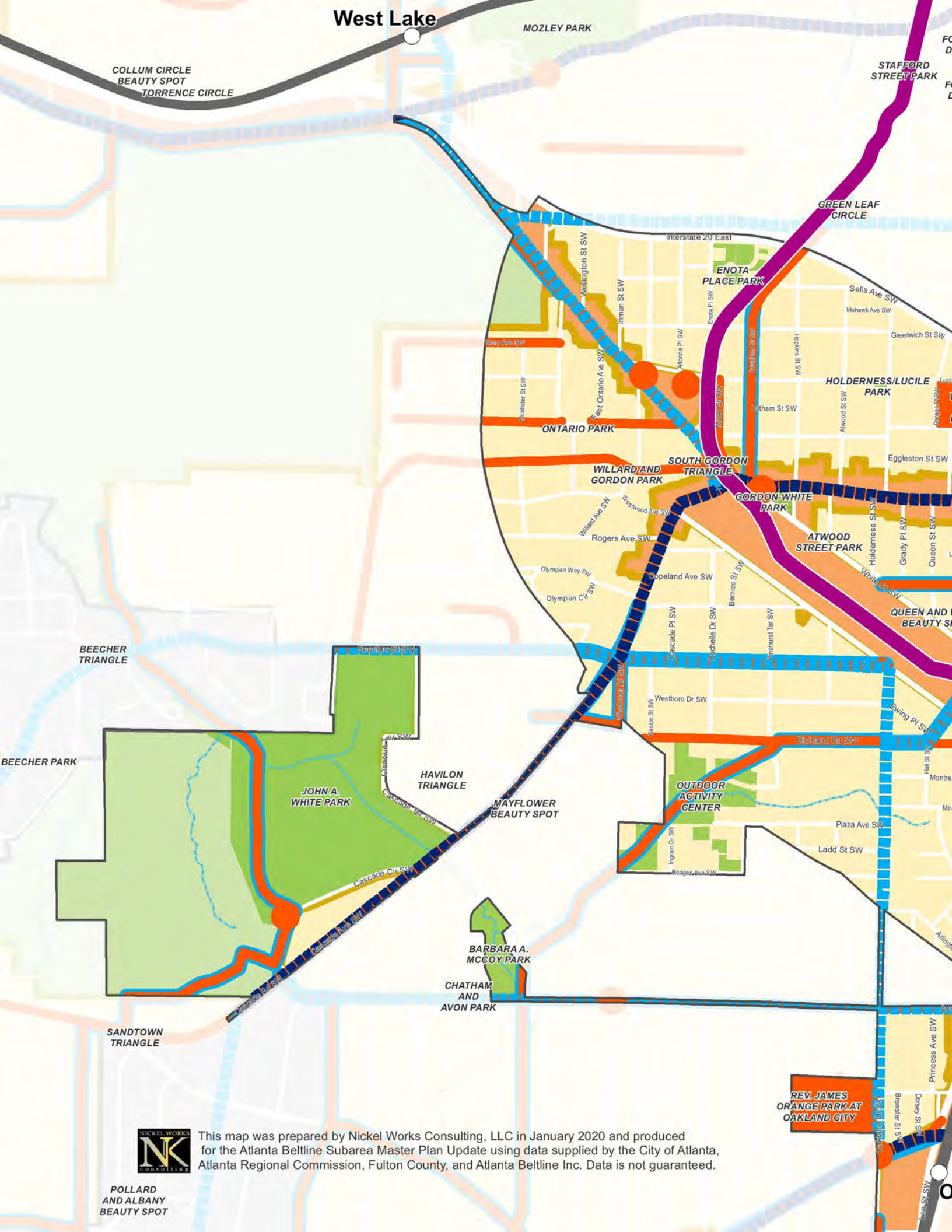


Plans for Review and Coordination

CATEGORY	YEAR	PLAN
Strategic/Master/ Comprehensive/LCI Plans	2001	West End Historic District LCI
	2004	Oakland City/Lakewood LCI Plan
	2013	Atlanta BeltLine 2030 Strategic Implementation Plan
	2014	Georgia Tech Studio: West End Hub Framework
	2016	City of Atlanta Comprehensive Development Plan
	2016	Oakland City/Ft. Mac LCI Plan
	2017	Atlanta City Design: Aspiring to the Beloved Community
	2017	Resilient Atlanta
	2018	Atlanta BeltLine Arts & Culture Strategic Implementation Plan
Neighborhood Plans	2011	Westview Master Plan
	2015	Atlanta BeltLine Westside Impact Neighborhood Analysis
	2017	Atlanta Community Engagement Playbook
	2017	Westside Resident Retention Strategy
	2018	Atlanta City Council District 12 Master Plan
Transit/ Transportation/TOD	2013	Atlanta BeltLine Mixed Income TOD Implementation Strategy
	2013	Cycle Atlanta: Phase 1.0 Study
	2014	Atlanta Streetcar System Plan
	2015	Oakland City Station Engagement Report
	2017	MARTA TOD Oakland City Station Profile
	2017	MARTA TOD West End Station Profile
	2018	Atlanta's Transportation Plan
Greenspace /Parks	2009	Atlanta's Project Greenspace
	2014	Assessing Urban Tree Canopy in the City of Atlanta
	Currently Underway	Envision: ATL Parks and Recreation Comprehensive Plan
	Currently Underway	Urban Ecology Framework
Housing/ Development/ Redevelopment	2013	Creating Linkages and Eliminating Barriers: The Strategic Community Investment (SCI) Report
	2015	Atlanta BeltLine Integrated Action Plan for Economic Development, Housing & Real Estate
	2017	Atlanta Housing Authority: Vision 2022: Live. Work. Thrive.
	2018	Atlanta BeltLine Affordable Housing Working Group Report
Regional	2011	Atlanta Regional Commission Atlanta Region Plan 2040
Environmental Impact Study	2012	Tier 1 Final Environmental Impact Statement

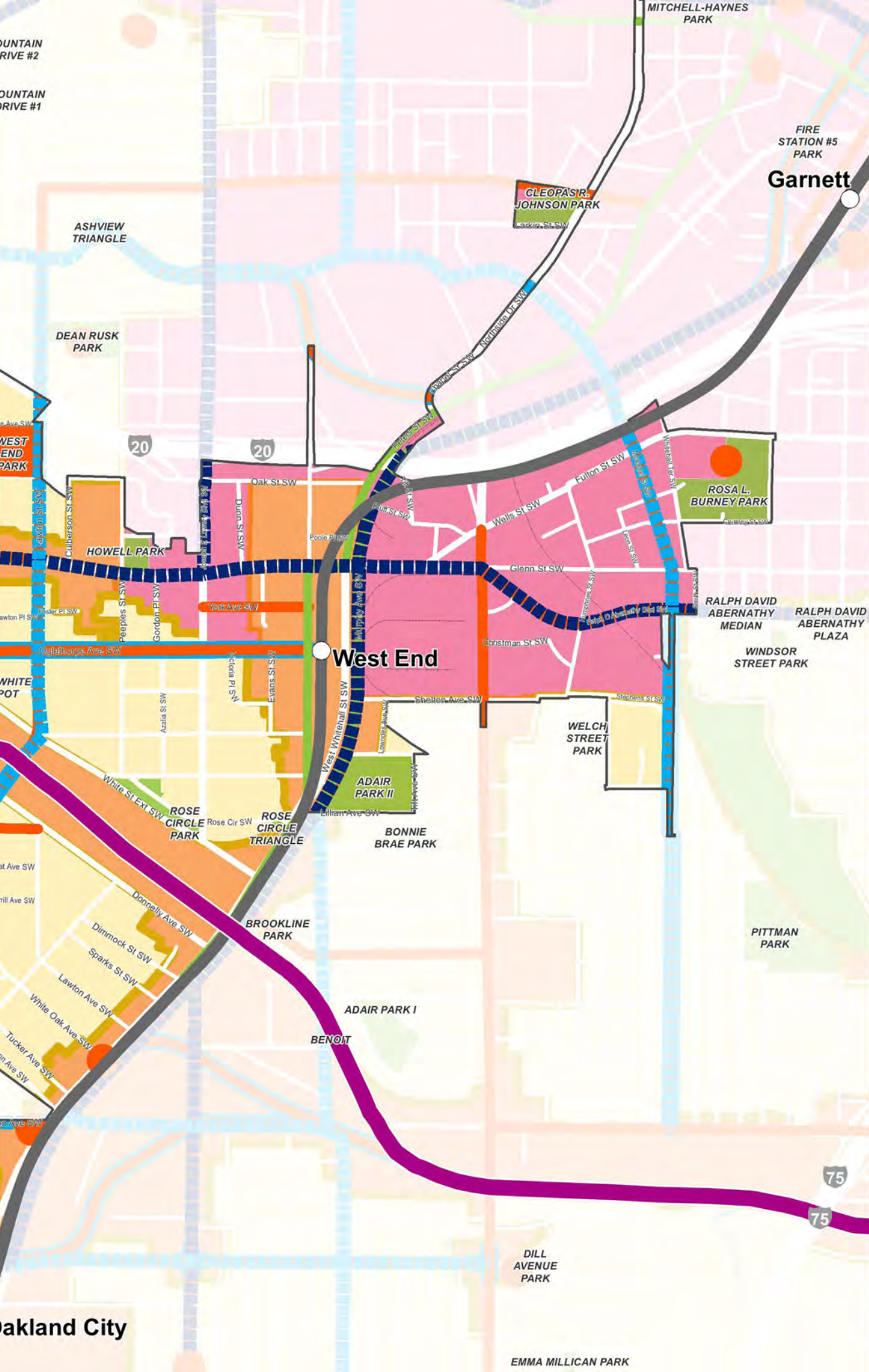


West Lake



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POLLARD
AND ALBANY
BEAUTY SPOT



Plan Review and Items For Coordination

Atlanta BeltLine Subarea 1

Atlanta BeltLine Corridor

- Transit
- MARTA Stations
- MARTA Rail Line
- Renew Atlanta Projects

Connect Atlanta

- Core Connection
- Secondary Connection
- Cycle Atlanta Phase
- Renew Atlanta Projects
- TSPLOST Projects
- Renew Atlanta Projects
- Parks

City Design Growth Areas

- Core
- Corridors
- Production Areas
- Rural
- Suburban
- Urban

1 inch = 1,300 feet

0 325 650 1,300 Feet

Atlanta BeltLine NORTH



Image: Drone shot of the MET and surrounding developments
Source: McAfee3



EXISTING LAND USE & ZONING

The City of Atlanta is divided into multiple districts where various regulations have been created to designate the use of land, and guidelines are created to dictate how property on that land can be designed and developed. The former, which we identify as land use, regulates how land can be used in a respective area. The latter, which we identify as zoning, dictates specific building design guidelines that are compatible with different land use types as well as design frameworks that promote pedestrian-friendly urbanism.

The Subarea 1 study area consists of varying land use designations and zoning classifications within the eight (8) neighborhoods and commercial corridors. This plan enhances the future land use and mobility framework for Subarea 1 that informs rezoning activity and guides future development around the Atlanta BeltLine. The Atlanta BeltLine’s Future Land Use Map outlines the desires for the future of the study area and the zoning ordinance will regulate their use. Together, a community vision is formed.

EXISTING FUTURE LAND USE PLAN

The Future Land Use (FLU) Plan is the framework that will guide development around the BeltLine. Generally, it supports the overall community vision for the study area, encouraging economic development, housing affordability, pedestrian-oriented mobility and supporting strategies for preserving neighborhoods. The FLU is illustrated on a map, highlighting parcels and delineating the type of use that is desired. Those uses are typically compatible with the existing zoning; however, in some cases, they are not compatible and require updating. The designations within the study area and the zoning compatibility are outlined in the Future Land Use & Zoning Compatibility Tables (right).

BeltLine Land Use Categories

BeltLine Land Use Category	Description
Industrial	Primarily light and heavy industrial uses
Low-Density Commercial	Primarily non-residential uses
Mixed Industrial	Mix of industrial and non-industrial uses
Mixed-Use 1-4 Stories	Mix of residential and non-residential uses
Mixed-Use 5-9 Stories	
Mixed-Use 10+ Stories	
Office Institutional	Primarily non-residential uses
Multifamily 1-4 Stories	Primarily residential uses, but may include accessory ground floor non-residential uses (max 5% building)
Multifamily 5-9 Stories	

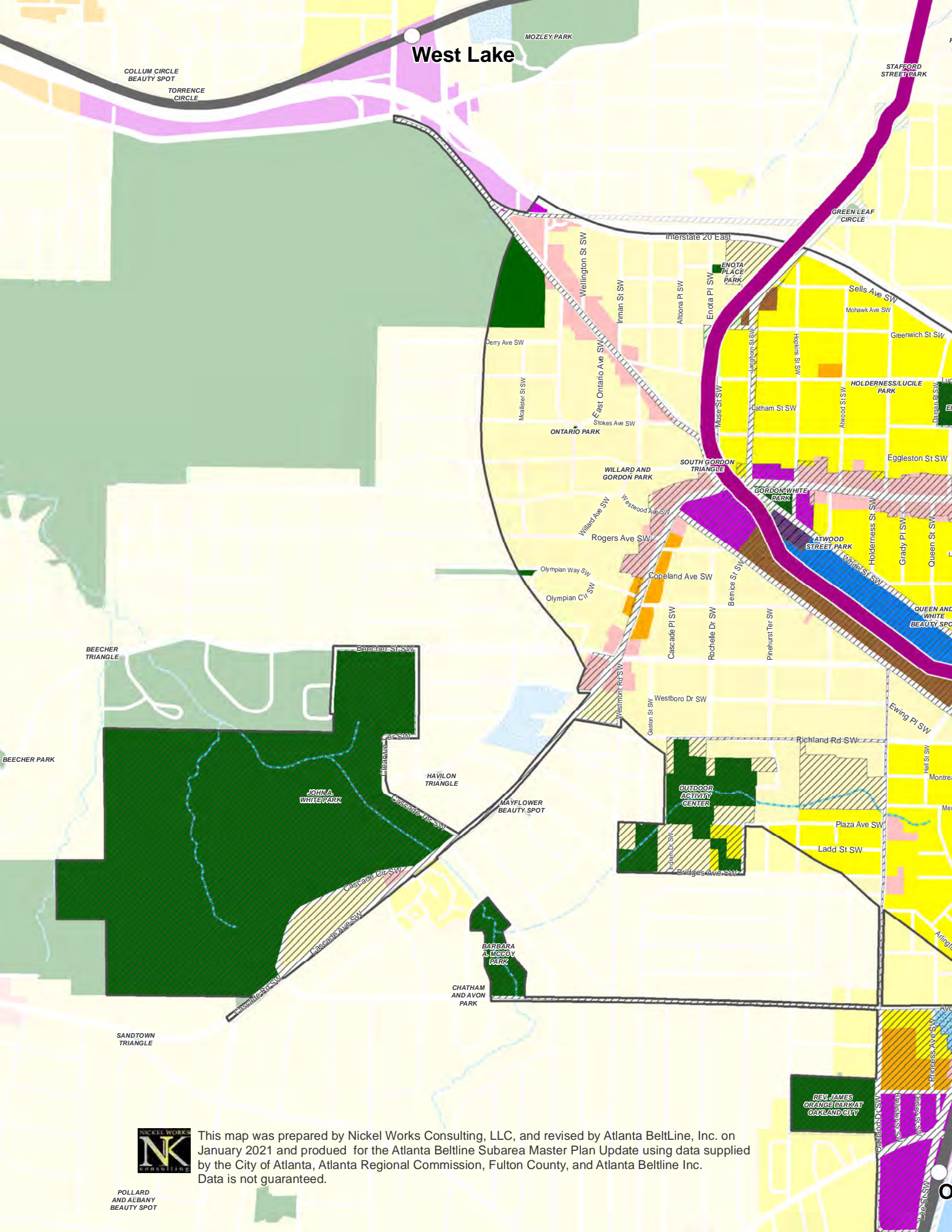
Future Land Use Compatibility Table

BeltLine Land Use Category	Compatible Future Land Use Designation
Industrial	Industrial
Low-Density Commercial	Low-Density Commercial
Mixed Industrial	Mixed Industrial
Mixed-Use 1-4 Stories	Low-Density Mixed Use
Mixed-Use 5-9 Stories	Medium-Density Mixed Use
Mixed-Use 10+ Stories	High-Density Mixed Use
Office Institutional	Office/Institutional/Residential
Multifamily 1-4 Stories	High-Density Residential (Adjoining BL)
Multifamily 5-9 Stories	Very High-Density Residential

Future Land Use Compatibility Table

BeltLine Land Use Category	Compatible Zoning Classification
Industrial	I-1, I-2
Low-Density Commercial	Not intended for rezoning
Mixed Industrial	I-Mix, LW, or similar
Mixed-Use 1-4 Stories	MRC-1, NC, or similar
Mixed-Use 5-9 Stories	MRC-2, or similar
Mixed-Use 10+ Stories	MRC-3, or similar
Office Institutional	Not intended for rezoning
Multifamily 1-4 Stories	Mr-4A, MR-4B, or similar MR-3, or similar
Multifamily 5-9 Stories	MR-5A, MR-5B, or similar





West Lake

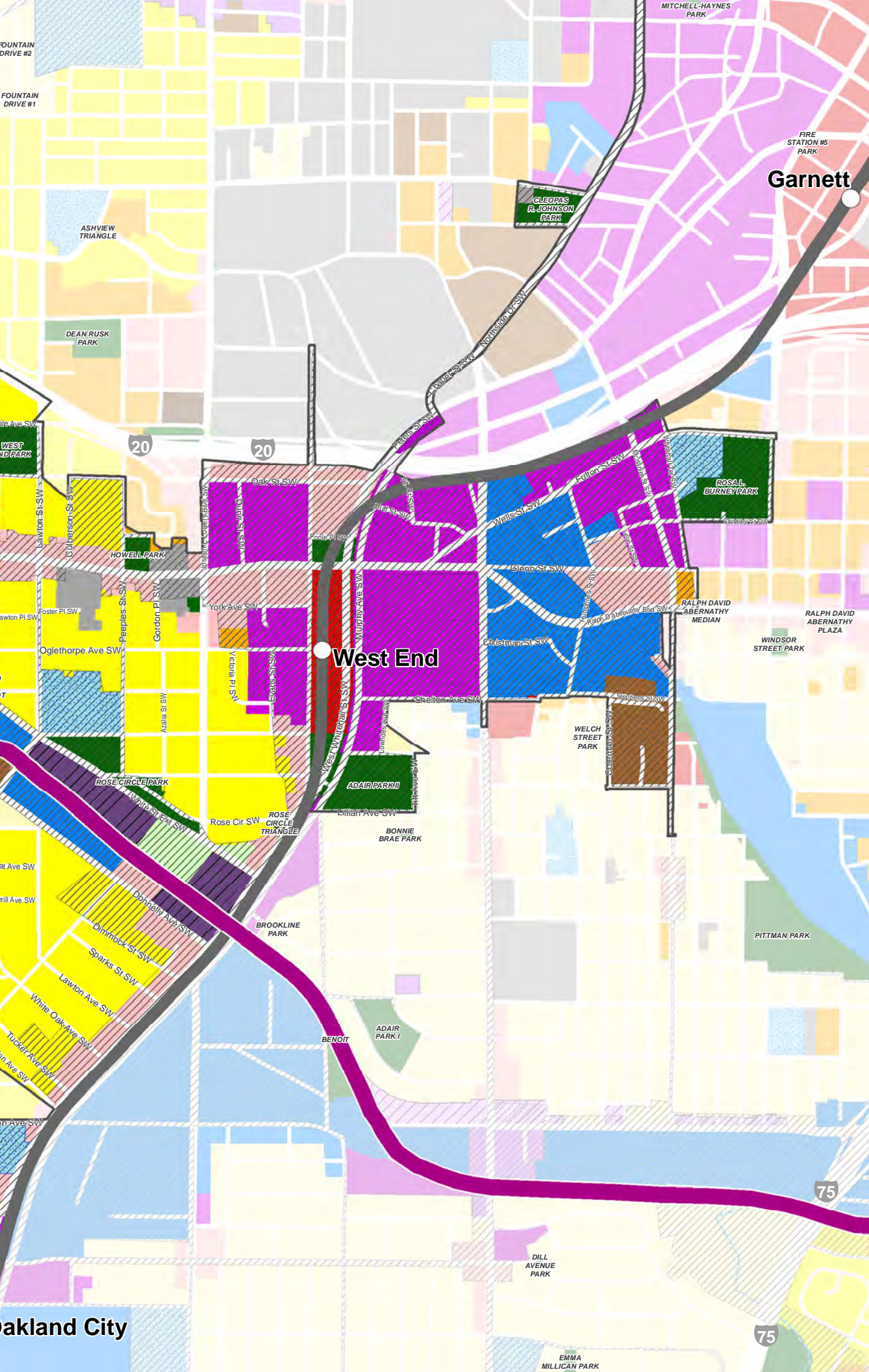


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POLLARD AND ALBANY BEAUTY SPOT

REV. JAMES ORANGE PARK AT OAKLAND CITY

Collins Rd SW
Lodge St SW



City of Atlanta Future Land Use

Atlanta BeltLine Subarea 1

Atlanta BeltLine Corridor

- Transit Alignment
- Transit Alignment Option
- MARTA Stations
- MARTA Rail Line
- Atlanta BeltLine Tax Allocation District (TAD)
- City of Atlanta Future Land Use**
- Community Facilities
- Single Family Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Very High Density Residential
- Low Density Commercial
- High Density Commercial
- Office/Institution/Business Park
- Office/Institution/Residential
- Open Space
- Private Open Space
- Industrial
- High-Density Mixed-Use
- Medium-Density Mixed-Use
- Low-Density Mixed-Use
- Mixed Use
- Transportation/Communic...



1 inch = 1,300 feet

Oakland City

75

EMMA MILLICAN PARK

FIRE STATION #5 PARK

Garnett

CLEOPAS R. JOHNSON PARK

MITCHELL-HAYNES PARK

ASHVIEW TRIANGLE

DEAN RUSK PARK

20

20

ROSAL BURNBY PARK

West End

RALPH DAVID ABERNATHY MEDIAN

RALPH DAVID ABERNATHY PLAZA

WINDSOR STREET PARK

WELCH STREET PARK

ROSE CIRCLE PARK

ADAIR PARK II

BONNIE BRAE PARK

BROOKLINE PARK

PITTMAN PARK

ADAIR PARK I

BENOIT

DILL AVENUE PARK

75



OBSERVATIONS & FINDINGS

While most of existing classifications are supported by the existing Future Land Use Plan, there are classifications that warrant review including:

- The designation of portions of the Lee + White development as “Transportation, Communication, and Utilities”, which came from the BeltLine Redevelopment Plan and is no longer applicable.
- The designation of existing residentially used and zoned land along the wester portion of Ralph David Abernathy Boulevard as “Low Density Commercial,” which would not be appropriate if the community wishes to retain the residential character of that area.
- The use of the very broad, older “Mixed-Use” designation on several blocks west of the MARTA station and at the Oakland City MARTA station site, instead of the finer grained, designations that are now available.
- The designation of various sites, especially those near MARTA, as “Low Density Commercial” instead of some variation of “Mixed-Use.”
- The designation of “Low-Density Commercial” along the Lee Street South corridor that’s zoned for a higher density at MRC-2, which would not be appropriate if the community desires a mix of uses with a variety of housing, shops, restaurants, and neighborhood services.
- The designation of “Industrial” along areas within the study area that border mixed use classifications, which does not support consistency and compatibility within the Subarea.
- The designation of existing MRC-1-C zoned portions of the Cascade Avenue corridor as “Low-density commercial” which is designated for primarily non-residential uses.

EXISTING ZONING

The Subarea features a wide variety of zoning districts that reflect a unique mix of development patterns. The Subarea contains various historic districts and residential uses within the neighborhoods, and generally orients higher density and mixed uses along the active corridors. The existing zoning classifications align to specific districts within the Subarea as outlined in this section.

Conventional Zoning Districts typically provide building specific guidelines within a given land use type. Those guidelines often include but are not limited to floor area ratio (FAR), height limits, setbacks, the maximum number of dwellings per acre, and parking minimums. Typically, conventional zoning prioritizes vehicle storage, circulation and where buildings are placed in proximity to the street. The study area supports the six (6) conventional zoning districts as outlined in the Conventional Zoning Districts table.

Conventional Zoning Districts

Conventional Zoning District	Zoning Classification	Description
Commercial	C-1 / C-1-C** C-2 / C-2-C C-3 / C-3-C C-5 / C-5C	Community Business Commercial Service Commercial-Residential Central business district support
General (multi-family) Residential	RG-2 RG-3 / RG-3-C RG-4 / RG-4-C	General (multi-family) residential; max. FAR* of 0.348 General (multi-family) residential; max. FAR of 0.696 General (multi-family) residential; max. FAR of 1.49
Industrial	I-1 / I-1C I-2	Light Industrial Heavy Industrial
Office-Institutional	O-I	Office-Institutional
Residential	R-4 / R-4A / R-4B R-5	Single-family residential; max. FAR of 0.50 Two-family residential; max. FAR of 0.60
Residential (with limited commercial)	R-LC / R-LC-C	Residential with limited commercial; max. FAR of 0.348

* Floor area ratio (FAR) is the number of square feet in a building divided by the square footage of the building lot.

** When a district named is followed by -C, it indicates a conditional zoning with requirements elaborated in a specific ordinance passed by the Atlanta City Council.





Form-Based Code Zoning Districts establishes a particular urban form by creating guidelines for managing growth and shaping the physical element of development patterns in each area. Beyond conventional zoning, the guidelines of form-based codes generally address the relationship between the physical area and the audiences that will interact with it. It typically prioritizes pedestrian-focused regulations.

The City of Atlanta has developed *Quality-of-life (QOL) Districts* (see right), a variation of form-based coding, which works with conventional zoning without specific focus on properties. Instead, these regulations focus on urbanistic design that emphasizes place-making.

More specifically, Special Public Interest (SPI) Districts:

- “Have special and substantial public interest in protection of existing or proposed character, or of principal views of, from, or through such areas;
- Surrounding individual buildings or grounds where there is special and substantial public interest in protecting such buildings and their visual environment; or
- In other cases where special and substantial public interest requires modification of existing zoning regulations, or repeal and replacement of such regulations, for the accomplishment of special public purposes for which the district was established.”



Image: Senior Medical Center under construction in the Subarea
Source: McAfee3

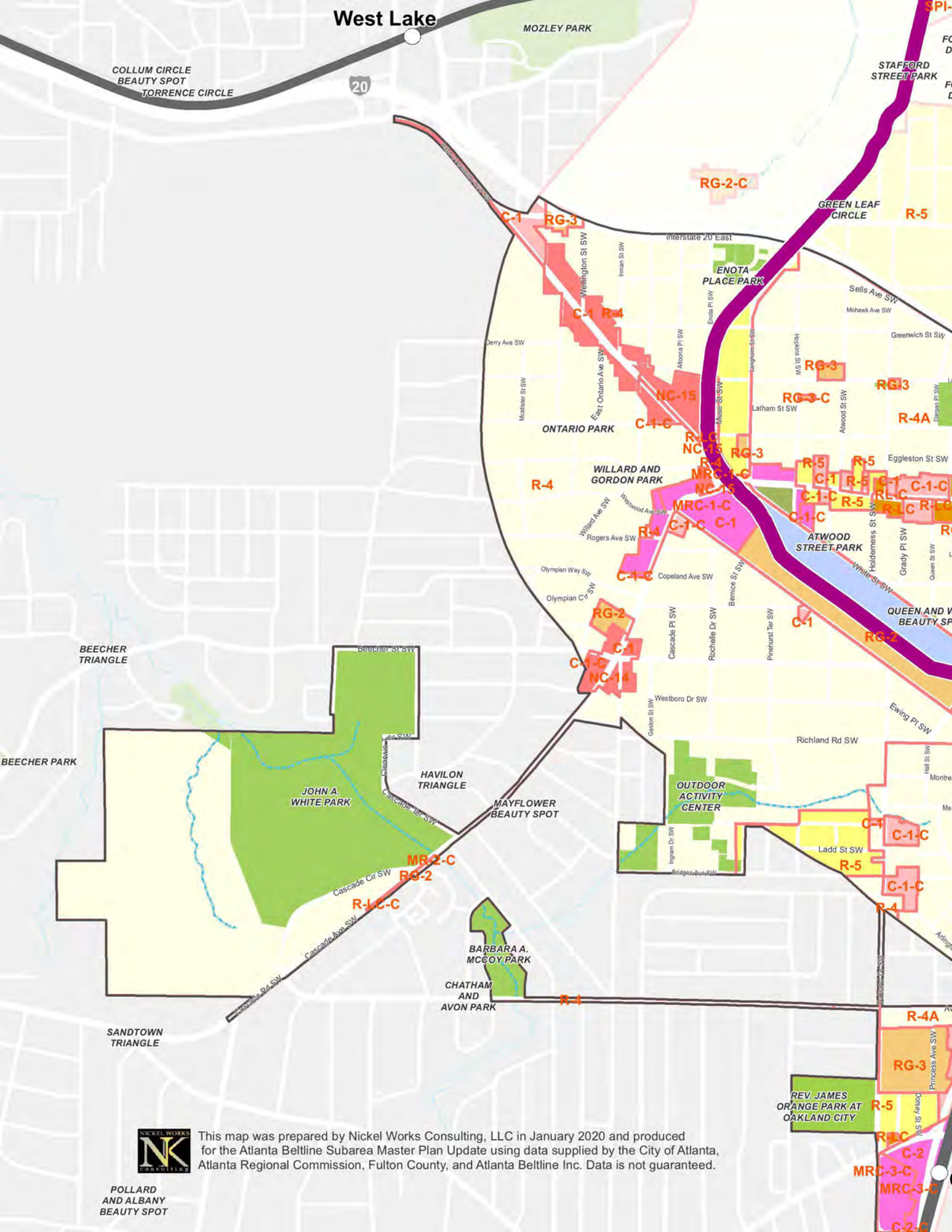
Quality of Life Districts & Primary Use

District	Zoning Classification	Primary Use
Industrial Mixed-Use	I-MIX	Allow for industrial, commercial and residential uses to provide dense industrial and mixed-use new development targeting clean industrial uses including design standards that support compatibility of mixed and adjacent uses
Live-Work	LW	Supports the rehabilitation or development of underutilized industrial and rail corridors adjacent to historic neighborhoods by allowing a mixture of uses at a scale and character that is appropriate for creating a live/work environment
Mixed Residential and Commercial	MRC-1-C MRC-2-C MRC-3-C	Provides for an appropriate mix of residential with commercial uses along major corridors and ensures a pedestrian-oriented built environment
Multi-family Residential	MR-2-C MR-4A/MR-4A-C	Primarily residential with appropriately scaled street-level commercial uses
Neighborhood Commercial	NC-14 NC-15	Intended to restore, conserve and protect traditional commercial districts at a scale and character in keeping with the surrounding neighborhoods, provide neighborhood-oriented shops and services, and emphasize pedestrian convenience
Special Public Interest	SPI-11 SPI-18 SPI-21	Enforce traditional city building practices around major MARTA stations, regulating plans that address public space design and parking restrictions

Each of these QOL districts are represented with the study area.

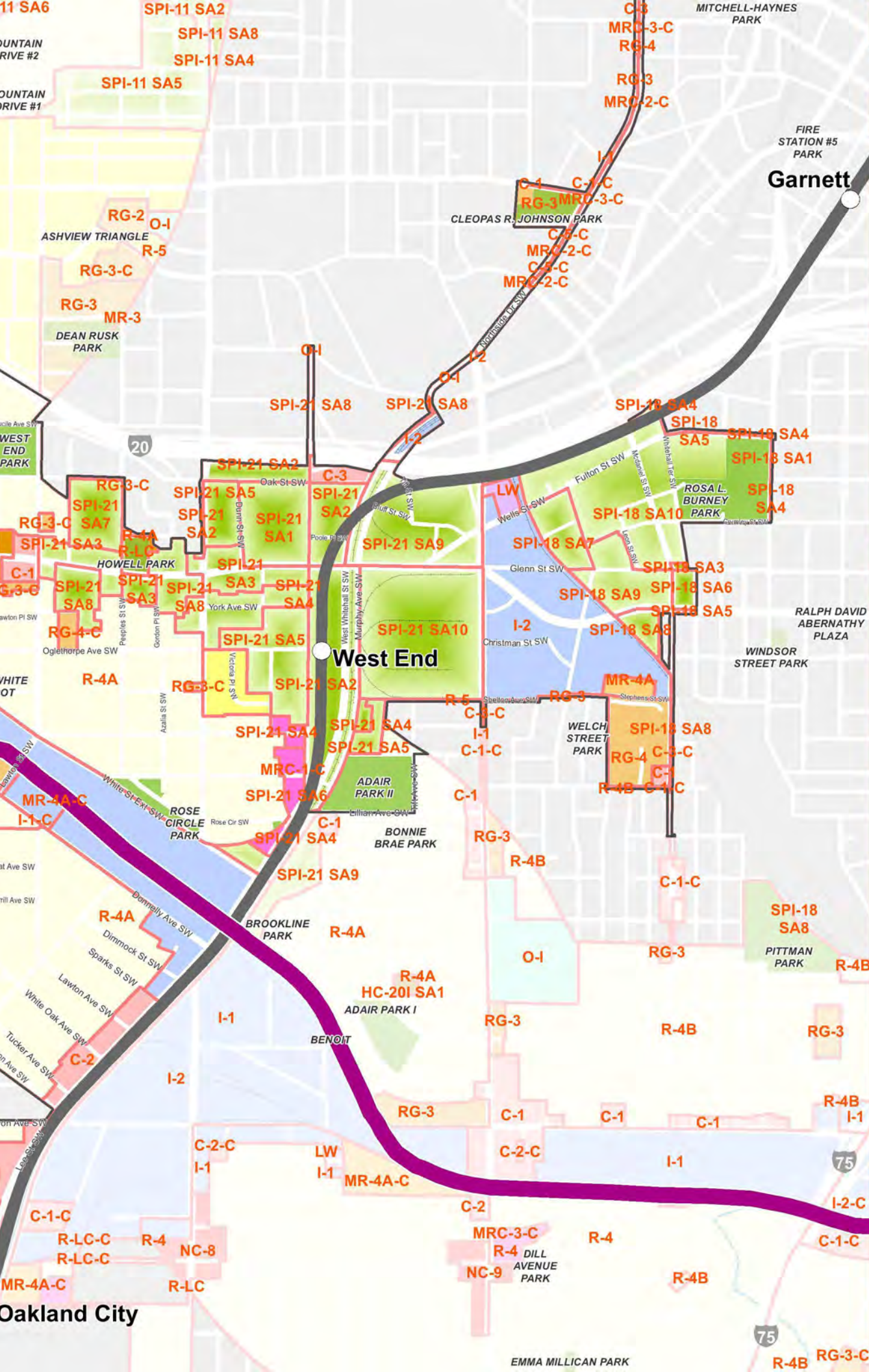


West Lake



This map was prepared by Nickel Works Consulting, LLC in January 2020 and produced for the Atlanta Beltline Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data is not guaranteed.

POLLARD AND ALBANY BEAUTY SPOT



Existing Zoning

Atlanta BeltLine Subarea 1

Atlanta BeltLine Corridor

- Transit Alignment
- Transit Alignment Option
- MARTA Stations
- MARTA Rail Line
- Parks

Base Zoning

- SPI - Special Public Interest; SPI-12 SA1
- Commercial
- Industrial
- Historic & Cultural; HC-20I SA1
- Live-Work
- QOL Multi-Family; MR-3A-C; MR-4-C; MR-5A
- QOL Mixed Use
- Neighborhood Commercial; NC-15; NC-14; NC-13; NC-7-C
- Office Institutional
- Planned Development
- Residential - Single Family
- Residential - Duplex
- Residential - Multi-Family
- Residential - Limited Commercial

1 inch = 1,300 feet

0 325 650 1,300 Feet

Atlanta BeltLine NORTH



The Atlanta Beltline Overlay District also functions as a formed-based code with design regulations applicable to properties within a one-half mile of the Atlanta BeltLine corridor.

“The city recognizes that as the BeltLine attracts new development, the orientation and character of that growth should encourage pedestrian and transit-oriented uses and activities designed to support an urban character to foster the most positive impact on affected communities. By establishing the BeltLine Overlay District, the city intends to institute a regulatory approach that anticipates, manages, and encourages quality BeltLine development opportunities and impacts.”

Overall, this district was created to set standards for pedestrian-friendly land use patterns that guide development and enhance the Atlanta BeltLine user experience.

There are four (4) historic zones within the study area including the *West End, Oakland City, Adair Park, and Pittsburgh Historic districts*. These districts provide zoning protections based on the historic, architectural, and/or cultural significance of the respective areas. Collectively, they set the framework for the community vision as each district has built-in preservation regulations.



Image: Street Sign in Oakland City Historic District
Source: McAfee3

Additional overlay districts have been classified to supplement the aforementioned zoning districts to provide guidelines on how an area can be branded. In this study area, six (6) additional regulations are represented, designating limited permissible uses for varying types of signs. Those regulations include:

- C-2 Sign Overlay
- I-1 Sign Overlay
- SPI-21 SA1 – Sign Overlay
- SPI-21 SA2 – Sign Overlay
- SPI-21 SA6 – Sign Overlay
- SPI-21 SA8 – Sign Overlay

OBSERVATIONS AND FINDINGS

The existing zoning was informed by previous planning initiatives outlined in the Plan Review section of this document. Overall, the future land uses, as outlined in the Future Land Use Plan, are generally compatible with the appropriate zoning ordinance. However, there are some areas that warrant review including:

- **The I-1 designated parcels south of the BeltLine on Lee Street and Donnelly Avenue** – the parcels support conversions of industrial buildings to singular land uses, while bordering High Density Mixed Use (HDMU) and I-Mix land uses. Permissible uses and or/permittable conversions include self-storage facilities, gas stations, battery exchange stations, car washes, and car lots.
- **Kroger Citi-Center site is currently zoned at MRC-1** - the site has been for sale for several years and was recently auctioned with no interested parties. Redevelopment is unlikely at this low level of density.
- **The parcels bound to the West by Metropolitan Parkway and to the East by Norfolk Southern rail line** – they are zoned as I-2 and have no design regulations or preservation strategies. They are also buffered by SPI-21 and SPI-18 and lack the pedestrian-friendly regulations.





- **The spots of C-3 zoning along the east and west ends of Oak Street** - C-3 is a dense commercial district with no design protections. Recently, it allowed the creation of an auto-oriented BP gas station on Lee Street on the site of a former grocery store. If the community desires to limit these uses in the future and/or provide more quality design standards, C-3 is not appropriate.
- **The existing R4A zoning** - this supports the loss of duplex and tri-plex housing when properties are vacant for more than one year or significantly renovated. Such building types were part of the historic development of West End and their design (i.e. multiple doors) is protected by the historic regulations, even when the zoning requires them to be single-family. These units also provide a moderate amount of non-subsidized, naturally occurring affordable housing. If the community wishes to preserve these uses, existing regulations must be updated to allow this, like the regulations recently adopted citywide for non-conforming, historic “Missing Middle” housing in zoning districts that do not otherwise allow it.
- **The existing R5 zoning along Ralph David Abernathy Boulevard** - which would be appropriate to retain long-term if the community wishes to preserve the residential character of that area.
- **The historic boundary discrepancies** - the West End Historic District and the West End National Register of Historic Places District along Ralph David Abernathy Boulevard (west of Joseph E Lowery) are not aligned. Today, the corridor contains many Federally designed historic houses, commercial buildings, and churches that have no protection from demolition. If the community desires to preserve historic resources along Ralph David Abernathy Boulevard, the local district should be

expanded to include this area.

- **The text of the West End Historic District ordinance**, which was Atlanta’s first, is sometimes not as clear as newer historic districts and lacks current language.
- **The enforcement of zoning regulations could be improved**, especially in the local historic districts, while not directly related to the Zoning Ordinance.

INVESTMENT OPPORTUNITIES

In addition to the existing and planned future development, additional investment opportunities exist within the Subarea and the surrounding Tax Allocation District (TAD). Those areas were identified based on their susceptibility to change, where the land value was greater than the improvement value.

Adjacent to the BeltLine, investment opportunities were reflected along White Street and Donnelly Avenue. The Lee + White Development has catalyzed retrofitting in the neighboring industrial buildings to the northwest. From Lawton to Bernice Street, the multifamily apartment developments, offering some of the Subarea’s few naturally occurring affordable housing types, could be renovated to better connect with the Westside Trail and increase the density to provide more affordable units.



Image: Patrons of a restaurant and bar in the Lee + White Development
Source: McAfee3



West Lake

MOZLEY PARK

COLLUM CIRCLE
BEAUTY SPOT
TORRENCE CIRCLE

STAFFORD
STREET PARK

GREEN LEAF
CIRCLE

ENOTA
PLACE PARK

HOLDERNESS/LUCILE
PARK

ONTARIO PARK

WILLARD AND
GORDON PARK

SOUTH GORDON
TRIANGLE

GORDON-WHITE
PARK

ATWOOD
STREET PARK

QUEEN AND
BEAUTY S

BEECHER
TRIANGLE

BEECHER PARK

HAVILON
TRIANGLE

JOHN A.
WHITE PARK

MAYFLOWER
BEAUTY SPOT

OUTDOOR
ACTIVITY
CENTER

BARBARA A.
MCGOY PARK

CHATHAM
AND
AVON PARK

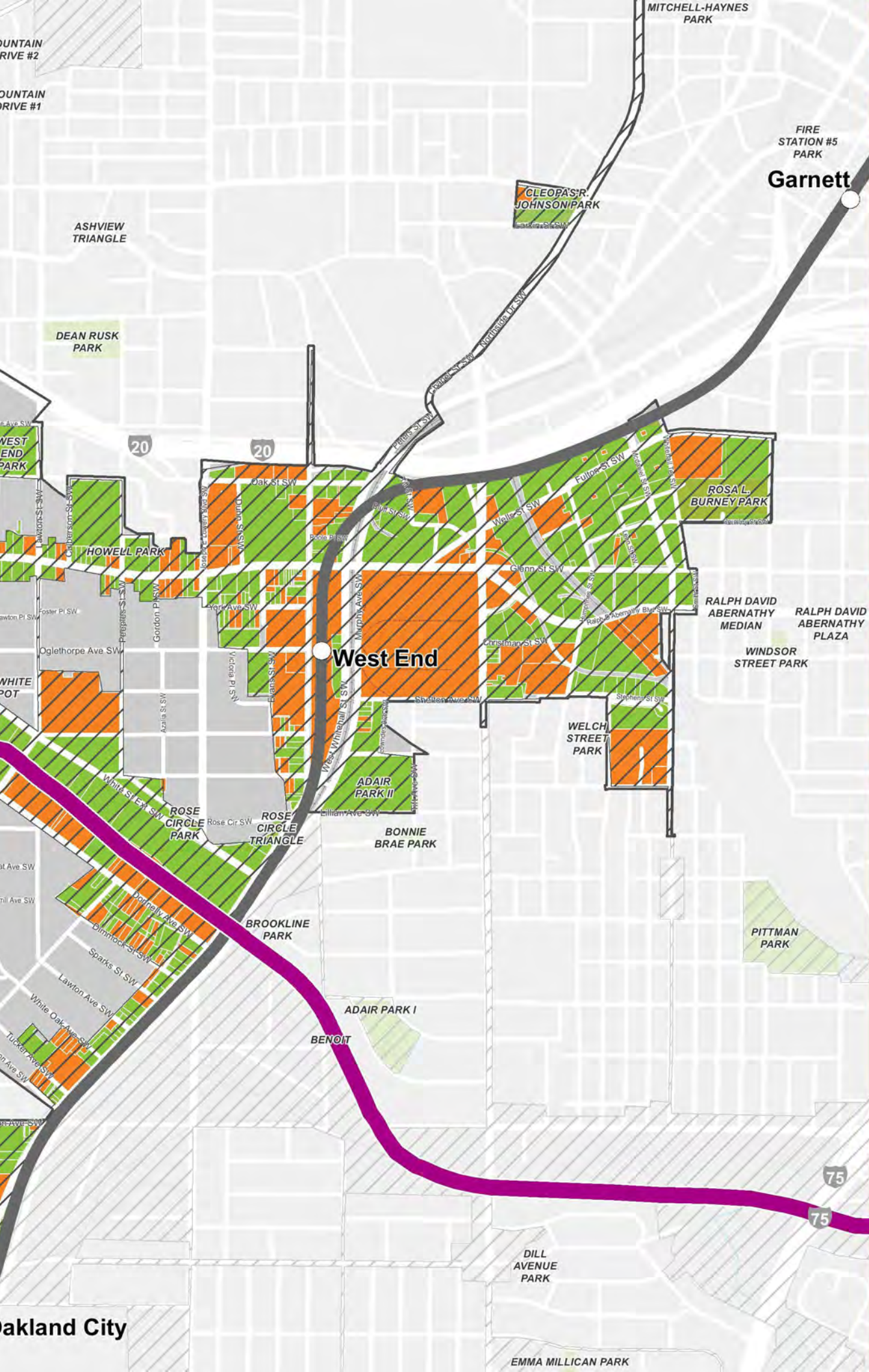
SANDTOWN
TRIANGLE

REV. JAMES
ORANGE PARK AT
OAKLAND CITY



This map was prepared by Nickel Works Consulting, LLC in January 2020 and produced for the Atlanta Beltline Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data is not guaranteed.

POLLARD
AND ALBANY
BEAUTY SPOT



Future Revitalization Opportunities

Atlanta BeltLine Subarea 1

Atlanta BeltLine Corridor

- Transit Alignment
- Transit Alignment Option
- Atlanta BeltLine Tax Allocation District (TAD)
- MARTA Stations
- MARTA Rail Line
- Parks

Parcels Susceptible To Change

- NO
- YES

1 inch = 1,300 feet

Atlanta BeltLine NORTH

Oakland City

EMMA MILLICAN PARK



Image: Apartment complex in McDaniel Glenn neighborhood
Source: McAfee3



Investment opportunities were dispersed throughout the north and south sides of the Ralph David Abernathy Corridor extending from Kroger Citi Center to Metropolitan Parkway. Buffered on both sides by catalytic development sites, the center of the corridor presents an opportunity to both preserve and increase the small business enterprises and historic resources along the route. As one of the main arteries of the community, sound investment could ensure better connections across neighborhoods.

Many of the Pittsburgh neighborhood parcels east of the Norfolk Southern Rail Line and west of the MET were older industrial buildings with no design protections nor comprehensive planning attached to them. Investment in this area, with specific design strategies via zoning and land use classifications, could ensure better engagement with the MET and the West End community overall.

Finally, the investment opportunities in Oakland City largely surround the MARTA station, encouraging transit-oriented development.



Image: Drone footage of development in the Subarea
Source: McAfee3



Image: Eatery adjacent to the Westside Trail
Source: McAfee3





Image: Cascade Avenue and Beecher Street Retail Node
Source: McAfee3



MARKET ANALYSIS

The housing market in the Subarea 1 communities have become much more dynamic than historic levels, particularly over the past five years. Despite the area's reputation as a traditionally low-income neighborhood, housing market activity has transitioned from a buyers' market to a sellers' market. The proximity to downtown Atlanta and comparably affordable housing prices to other inner-suburb communities along the Beltline fueled unprecedented demand in the area. The Beltline Subarea 1 study area includes the West End, which highlights the great market activity and changing socioeconomics. This market assessment provides Atlanta Beltline Inc. and the community a better understanding of the rapidly changing market activity and the relative impacts on the long-tenured residents of the area.

HOUSING DEMAND ANALYSIS

Subarea 1 has experienced a recent transition in socioeconomic characteristics due to the rise in interest/demand to live in the West End area.

The Subarea 1 study area experienced substantial household and population loss between 2000 and 2010, as the community was adversely impacted by the National Recession and the foreclosure crisis. While there may have been some population loss prior to 2007 due to a decline in average household size (as evidenced region-wide), the market analysis indicated that the homeownership housing occupancy rate was strong within the submarket and the Study area prior to the Recession. Foreclosure data from the end of the decade also indicate the Subarea was disproportionately hit compared to the Atlanta region as a whole. However, this impact has begun to be reversed as population and household increases since 2010 have nearly returned the Subarea to its pre-Recession levels.

Demographic data indicate new residents of

the study area tend to be wealthier and highly educated, as compared to the long-term resident base. While the study area remains largely an African American community, the number of white and Latino households has increased in recent years, diversifying the local community.

Household formation data indicate that a large proportion of households moving into the study area are headed by younger persons (25-34 years old), oftentimes with children. The predominant age cohort is now the 25 to 34-year-old group, younger than the year 2000 predominant group of 35 to 44-year-old cohort.



Image: senior housing development under construction in the Subarea
Source: McAfee3

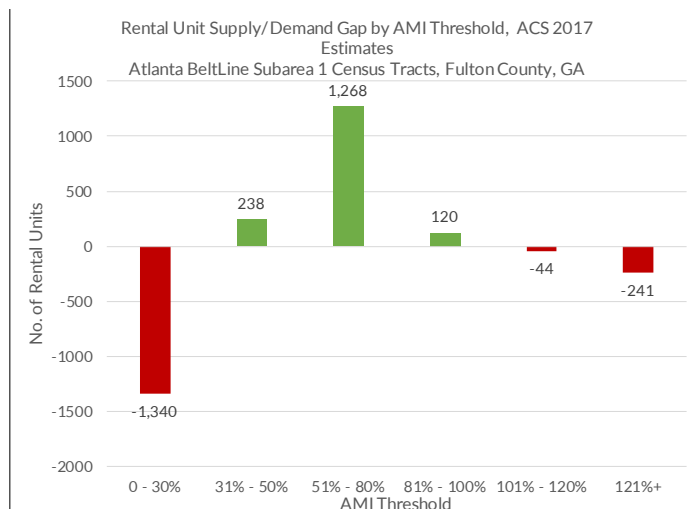




HOUSING SUPPLY ANALYSIS

The study area has seen modest new development, but the substantial change in market demand has substantially affected the existing housing market tenure and price equilibrium.

- Home values for homeownership units have increased substantially over the past five years, with asking prices increasing more than 150% during this time period. The study area’s well-preserved historic neighborhoods, proximity, strong connectivity to downtown Atlanta, and the continually improving community amenities have attracted substantial investment.
- Local realtors indicated that “house flipping,” or the rehabilitation of older, poorly maintained traditional owner-occupied units to higher-value homeownership units has increased in popularity in the study area due to the increased demand. This trend is expected to continue as values continue to rise and the study area remains relatively more affordable compared to other inner-suburb communities around downtown.
- Rental housing pricing has not increased as fast but is reported by local realtors to be rising as well. Increased demand combined with limited supply growth and the conversion of traditional ownership units that have been rental back to homeownership through “flipping” has placed pressure on the rental market.



RETAIL MARKET

The ABI Subarea 1 study area has many local and national retailers within the study area that give consumers a vibrant retail experience. Over the past ten years, the South Atlanta retail market has experienced small amounts of new inventory, a stable vacancy rate, and maintained its affordability compared to other submarkets. Most notably, there have been new dining venues added to Subarea 1 in existing spaces that have expanded options to residents. However, continued growth of retail businesses likely will be reflective of increasing market demand.

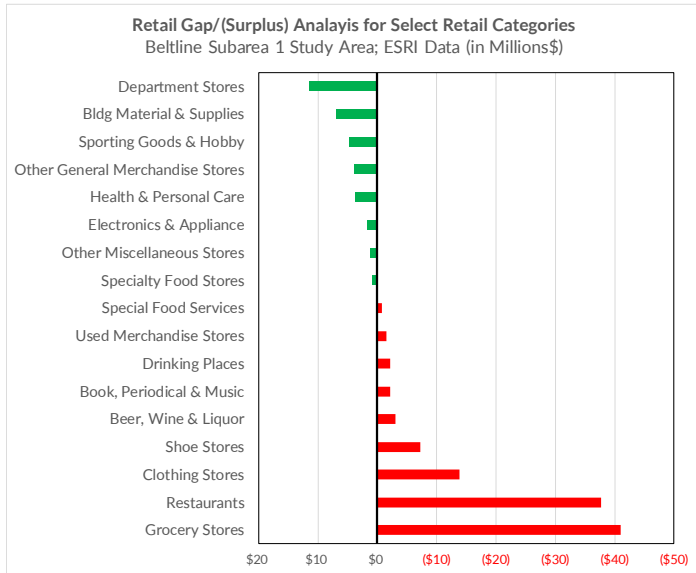
A retail gap analysis was performed to identify any retail segments that are under-represented in the local marketplace. A retail ‘gap’ occurs when residents and daytime workers spend more money on a particular retail good than local businesses capture for that good. The analysis uses data from ESRI, a leading national data vendor of demographic and economic data. The analysis revealed that the Subarea does not have substantial sales gaps, suggesting there are limited options for new retailers to thrive locally.

Recent leasing and development trend data corroborate this finding, as new retail development has slowed in Subarea 1. Local real estate professionals attribute this recent slowdown to landlords seeking premium rents from potential occupants above what the existing





market can support. This speculative behavior is the byproduct of the in-migration of new, higher-income households into the study area. This increased cost could have an adverse impact on locally owned retailers that do not carry the sales volume that national chains typically attract.



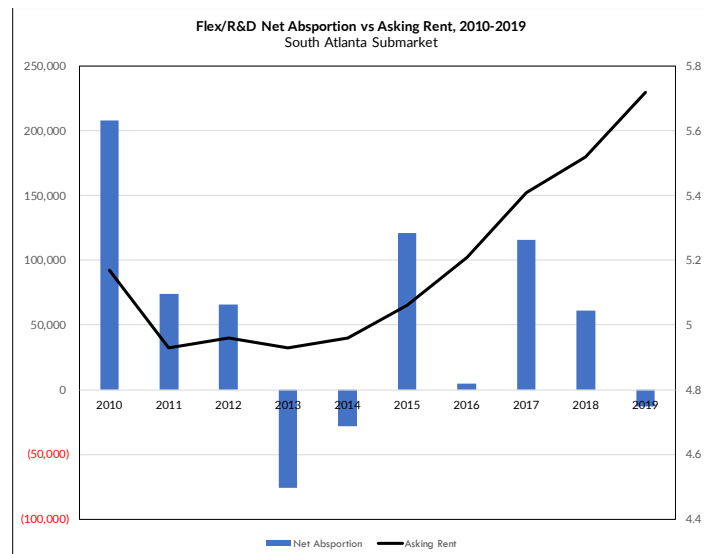
However, real estate professionals interviewed during this process believe the area has potential for more neighborhood-serving retail (i.e., dining venues, convenience goods) to move into the area due to the changing demographics and continued infill development. Opportunities are particularly strong near the two MARTA stations, as the proposed new investments will bring new consumers into the area. Investments such as the one at the Lee+White development have attracted consumers from all over the metro Atlanta area to discover the vibrancy of the study area. Expanding the consumer base likely will attract new destination retail venues. This is corroborated by the consumer survey implemented as part of this effort. Increasing the variety of stores and restaurants is one of the top five recommendations to improve the study area. The survey also reveals that respondents that live outside the study area would visit more frequently if there were more restaurants.

FLEX/R&D MARKET

Flex/R&D is defined as an industrial building

with a minimum total office percentage of 25% and consisting of either warehouse/distribution operations or specialty industrial space such as Research and Development and High-Tech space. Atlanta has not seen significant investment in new Flex/R&D product over the past ten years. That said, the South Atlanta market has the 3rd lowest asking rent rate regionally. From a Subarea 1 perspective, the area offers a very convenient location with excellent transportation connectivity (I-20, I-75/85). Properties that have been maintained and are seeking to attract production-based users have been successful (i.e., Lee+White). Anecdotally, local real estate professionals have noted that the West End Flex/R&D market has seen demand increase over the past 2-3 years as businesses see it as a viable option for new flex business operations (i.e., Monday Night Brewing).

However, not all existing local inventory is in usable condition, and there are owners seeking to redevelop this space into higher density development. This has led to some noticeable vacancies in Subarea 1. The future of Flex/R&D operations is largely dependent on the City's desire to preserve the production-based land use. Rezoning industrial land for higher-density mixed-use development almost certainly will reduce supply in the marketplace. Areas nearest the MARTA stations will have the greatest pressure for rezoning/redevelopment.





MULTI-FAMILY HOUSING MARKET

The study area has a small but growing apartment market due to its centralized location and affordability. As the single-family housing market in the study area has seen significant sale price appreciation over the past decade, price escalation also has started to move into the multifamily marketplace. Despite the South Fulton submarket's consistently lower asking rents within the greater metro Atlanta region, Subarea 1 has consistently experienced higher occupancy levels since 2007. It now stands slightly below the Atlanta metro average for vacancy. Similarly, asking rent levels have increased over the same time period.

Declining vacancy rates and increasing rental prices indicate demand in the area is strengthening. Local real estate professionals indicate rental interest is highest near the West End MARTA Station due to its transit access. The demand is expected to increase as people continue to discover the Subarea as an option to avoid premium rental pricing in other Atlanta communities surrounding Downtown Atlanta. This trend is already apparent north of I-20, as newer apartment complexes have been developed with asking rents well above existing local averages. Investment near the West End and Oakland MARTA stations will attract more interest to Subarea 1.

DEVELOPMENT POTENTIAL

The Subarea 1 area has a long-established commercial base that has served the greater southwestern portion of Atlanta. Historically, the West End served as a strong warehouse and distribution hub, later adding the Mall West End and Kroger Citi Center to serve the community's retail needs. The emergence of the study area as a highly desirable place to live has created investment opportunities, such as Lee+White and the MET. Recent news articles reveal interest in redeveloping the Mall West End. Given the recent and proposed development activity, new businesses are locating in the area, while long-term businesses are seeing a transition in market. Subarea 1 has experienced growth in craftsman/maker businesses in some of the industrial/flex space and new restaurants have

opened throughout the study area.

An analysis of recent development trends, proposed development projects, and the future development potential identified likely growth opportunities within the ABI Subarea 1. The analysis focused on residential and non-residential markets. The residential analysis accounted for changes in affordability. As noted in the Subarea 1 Product Matrix (page 55), the impacts of redevelopment within Subarea 1 vary by land use. The amount of projected new housing development ranges substantially due to the speculative nature of some of the proposed redevelopment projects (i.e. The MET). However, residential units are projected to increase in the study area. That said, housing affordability is projected to decline as housing values and rental rates continue to increase faster than inflation. Housing units affordable to consumers earning less than 80% of AMI are projected to decline by approximately 2,600 units by 2034, with their respective pricing exceeding what a household earning 80% of AMI can afford without being cost burdened.

In contrast, non-residential space is projected to remain similar to current levels, albeit a different mix of non-residential uses. On the positive side, recent and proposed developments indicate new hotel uses (Mall West End), restaurants, and small-scale office development is likely for Subarea 1. The predominance of new non-residential development activity likely will occur adjacent to MARTA stations soon. Conversely, net retail and warehouse development are projected to decline. The redevelopment plans at The MET and Mall West End will reduce these commercial inventories to make way for mixed-use development. However, some neighborhood-scale commercial opportunities exist in each of the activity centers.



See the Subarea 1 Appendix for additional information.





Subarea 1 Product Matrix

Land Use	2019 Pricing Levels	Estimated Change in Units/SF Through 2024	Estimated Change in Units/SF Through 2035
RENTAL RESIDENTIAL			
New Construction Market Rate Apartments			
Studio	\$1,000 to \$1,500	10 to 20	20 to 100
1BR	\$1,400 to \$2,250	100 to 175	250 to 1,000
2BR	\$1,750 to \$2,750	100 to 175	250 to 1,000
New Construction Income Controlled Apartments			
Under 30% AMI	\$0 to \$479	0	0
30% to 50% AMI	\$480 to \$498	77	77
50% to 80% AMI	\$799 to \$1,275	40 to 90	60 to 400
80% to 100% AMI	\$1,276 to \$1,595	0	0
Existing Apartment Changes in Affordability			
Under 30% AMI	\$0 to \$479	(430)	(528)
30% to 50% AMI	\$480 to \$498	(337)	(884)
50% to 80% AMI	\$799 to \$1,275	434	(734)
80% to 100% AMI	\$1,276 to \$1,595	142	1,328
Market Rate	\$1,596+	191	818
OWNERSHIP RESIDENTIAL			
New Construction Market Rate Ownership Units			
Single Family Detached	\$250,000 to \$600,000	5 to 15	15 to 35
Cottage Homes [2]	\$100,000 to \$175,000	15 to 35	40 to 75
Townhomes	\$175,000 to \$400,000	30 to 50	70 to 100
New Construction Income Controlled Ownership Units (Assumes FHA Loan)			
Under 30% AMI	\$0 to \$74,554	0	0
30% to 50% AMI	\$74,555 to \$113,657	0	0
50% to 80% AMI	\$113,658 to \$172,245	23	40 to 60
80% to 100% AMI	\$172,246 to \$211,484	0	10 to 20
Existing Ownership Units Changes in Affordability (Assumes FHA Loan)			
Under 30% AMI	\$0 to \$74,554	(733)	(783)
30% to 50% AMI	\$74,555 to \$113,657	(18)	(179)
50% to 80% AMI	\$113,658 to \$172,245	462	493
80% to 100% AMI	\$172,246 to \$211,484	177	229
Market Rate	\$211,485+	112	240
COMMERCIAL			
Neighborhood Retail	\$15 to \$20 per SF (NNN)	(25,000) to (50,000)	10,000 to 25,000
Restaurant	\$18 to \$22 per SF (NNN)	5,000 to 25,000	20,000 to 35,000
Office	\$16 to \$21 per SF (NNN)	10,000 to 25,000	50,000 to 75,000
Hotel	\$100 to \$175 per night	100 to 250 rooms	200 to 500 rooms
Warehouse Space	%5 to \$16 per SF (Modified)	0	(50,000 to 200,000)





Image: Lee Street & Murphy Avenue Corridor
Source: McAfee3



EXISTING MOBILITY

Transportation is the movement of people and goods throughout a city. Mobility focuses more on the people aspect and the various modes they choose to get around. Whether an individual is a resident, commuter, or visitor, the Subarea provides many travel options such as walking, riding a bike or a scooter, taking transit, hailing a ride, or driving with others or alone. The vision for mobility in Subarea 1 is to make the process less about arriving at the destination and more about enjoying the experience of getting there. To increase the enjoyment and reduce the stress of travel, the community needs a safe and appealing choice that can save time, money, and/or increase physical activity.

Existing conditions illustrate current travel patterns and highlights areas to focus investments in order to achieve the vision. Inputs for the existing conditions section included field analysis, community feedback, and interviews with key mobility staff of state, regional, and municipal governmental departments.

MOTORISTS

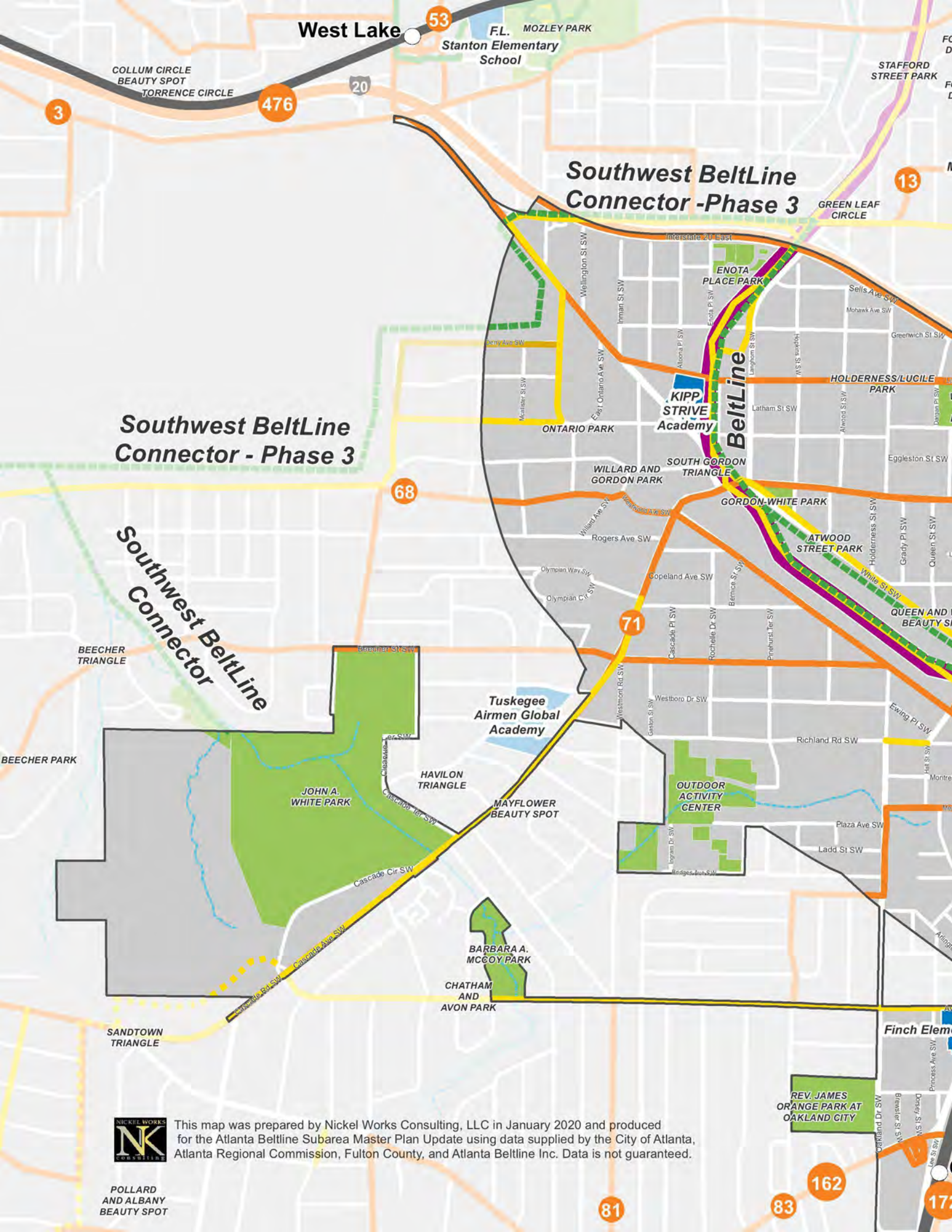
Today, several streets are perceived by community members to be unsafe. Many of these streets were designed or redesigned to move vehicles at higher speeds through the study area rather than to focus on the safe interaction between vehicles and other transportation modes (i.e., pedestrians, wheelchair users, bikers, and scooter riders). Larger, more powerful cars, combined with increased distractions from cell phones, have resulted in an increased number of crashes, which occur at numerous intersections within the study area. The high number of commercial driveways in the study area also creates potentially harmful (and expensive) conflicts between vehicles and between vehicles and the other modes.

When Atlanta street infrastructure was first designed, railroads were the primary mode of regional freight travel. Intersections in the Subarea have odd designs because they were built to move freight to the large warehouses along Ralph David Abernathy Boulevard, Lee Street, White Street, and Donnelly Avenue. The neighborhoods and streets were plotted to serve the railroad, while creating a logical street grid was a secondary priority. Later, when truck traffic and automobiles became the primary transportation mode, roads were widened and bent around the railroad tracks. Often these conflicting design styles created unusual five-way intersections like the one at Ralph David Abernathy Boulevard, Metropolitan Parkway and Glenn Street; or, the six-way intersection at Ralph David Abernathy Boulevard, Cascade Avenue, Langhorn Street, Muse Street, and White Street. These intersections solved the problem of vehicular access but are especially challenging for drivers, pedestrians, cyclists, and scooter riders.

HIGH CONFLICT TRAVEL AREAS

- Langhorn Street at Sells Avenue
- Langhorn Street at Greenwich Street
- Langhorn Street at Ralph David Abernathy Boulevard and Cascade Avenue
- Cascade Avenue at Donnelly Avenue and Westwood Avenue
- Lee Street at West Whitehall Street
- Ralph David Abernathy Boulevard from Westview Avenue to Murphy Street
- Cascade Avenue from Avon Avenue to Ralph David Abernathy Boulevard





West Lake

53

F.L. MOZLEY PARK
Stanton Elementary School

COLLUM CIRCLE
BEAUTY SPOT
TORRENCE CIRCLE

476

20

Southwest BeltLine
Connector -Phase 3

STAFFORD STREET PARK

13

GREEN LEAF CIRCLE

Southwest BeltLine
Connector - Phase 3

ENOTA PLACE PARK

KIPP STRIVE Academy

BeltLine

HOLDERNESS/LUCILE PARK

Southwest BeltLine
Connector

ONTARIO PARK

WILLARD AND GORDON PARK

SOUTH GORDON TRIANGLE

GORDON-WHITE PARK

ATWOOD STREET PARK

QUEEN AND BEAUTY SPOT

68

71

Tuskegee Airmen Global Academy

BEECHER TRIANGLE

HAVILON TRIANGLE

JOHN A. WHITE PARK

MAYFLOWER BEAUTY SPOT

OUTDOOR ACTIVITY CENTER

BARBARA A. MCGOY PARK

CHATHAM AND AVON PARK

SANDTOWN TRIANGLE

Finch Elem

REV. JAMES ORANGE PARK AT OAKLAND CITY



This map was prepared by Nickel Works Consulting, LLC in January 2020 and produced for the Atlanta Beltline Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data is not guaranteed.

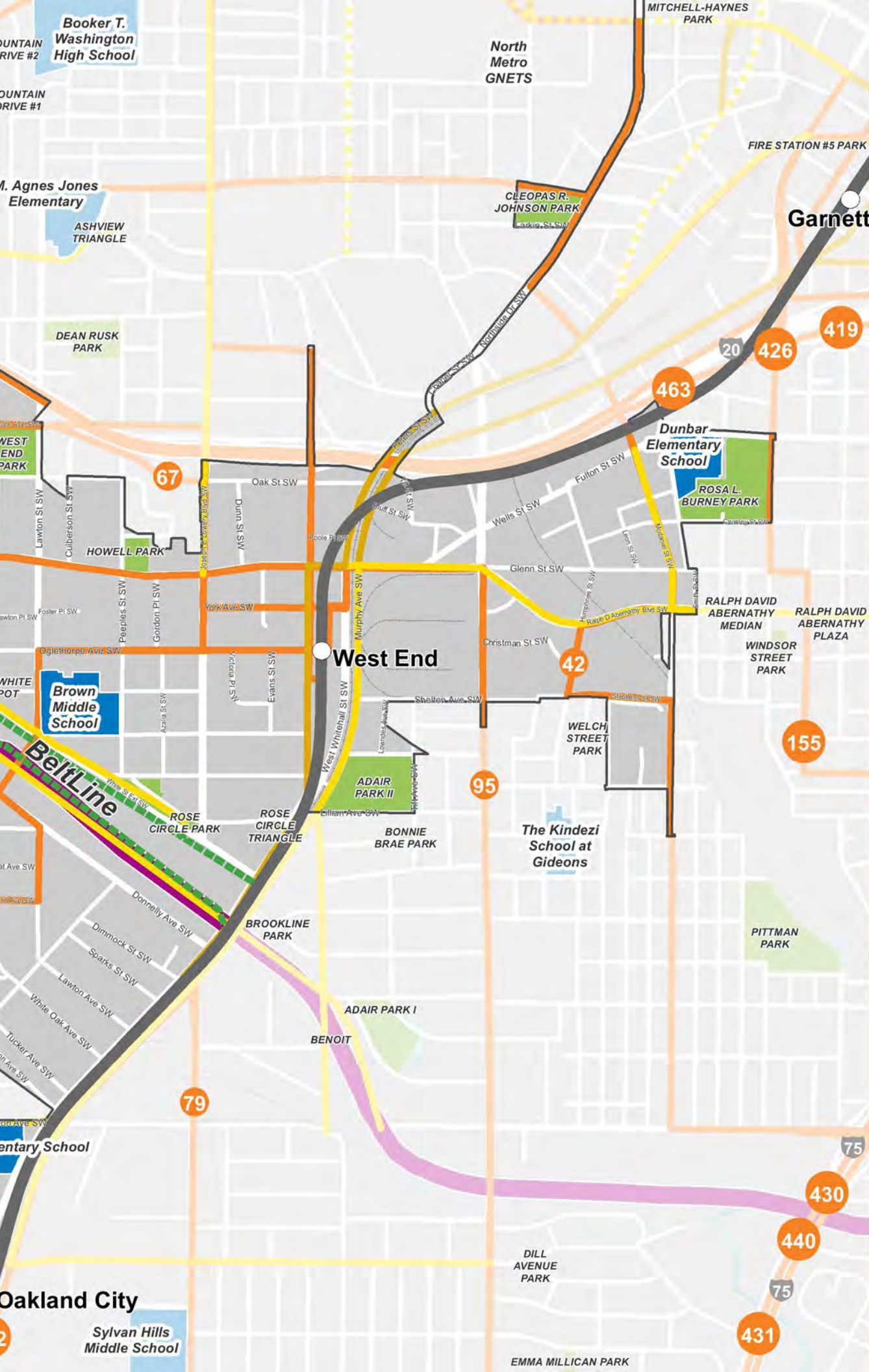
POLLARD AND ALBANY BEAUTY SPOT

81

83

162

172



Existing Mobility

Atlanta BeltLine Subarea 1

- Atlanta BeltLine Corridor
- Transit Alignment
- Transit Alignment Option
- MARTA Stations
- MARTA Rail Line
- Multi-Use Trails
- Existing
- In Development
- Existing Bicycle Routes
- Existing
- Funded
- Planned
- Planned - OMP
- Bus Routes
- Parks



1 inch = 1,300 feet

0 325 650 1,300 Feet



The layout of the Subarea streets was initially impacted by rail operations and later by state highways. Subsequently, the study area has a network that frequently requires drivers to navigate impediments. The 2010 Master Plan called for increased street connectivity, especially near the BeltLine, to decrease motorists travel times and to limit congestion on major roads by providing alternative “back streets” that locals could use. Current thinking has moved away from building out the street grid for motorists, especially over the BeltLine, as it would increase conflicts between trail users and drivers and decrease the quality of the overall BeltLine experience.

Despite the structure of the Subarea’s roadways, vehicular traffic in the Subarea generally operates efficiently. Peak hour congestion occurs along Ralph David Abernathy Boulevard and Cascade Avenue, but this rarely causes significant delay. Indeed, 80% of project survey respondents noted driving is “easy” or “very easy” in the Subarea. Few of the commercial corridors have on-street parking, and the desire for more parking has been identified through the planning process.



Image: Langhorn freeway stub at Westview
Source: Nickel Works Consulting

PEDESTRIAN AND WHEEL CHAIR USERS

The road network in Atlanta was built around the railroads and initially was local serving. However, as trucks and automobiles replaced the railroad as the primary form of transportation, the road network shifted to prioritize regional traffic. Pedestrians and other local travel modes were considered only after the needs of motorists and the railroads were fulfilled.

Sidewalks are the backbone of a non-vehicular mobility network and compared to many Atlanta neighborhoods with poor or non-existent sidewalk infrastructure, Subarea 1 has a moderate level of sidewalk connectivity. The major streets all have full sidewalks as do many of the side streets. Challenges remain, however, as many of the existing sidewalks are in poor condition and/or are too close to fast moving traffic to provide a safe and comfortable experience to those using them. As the neighborhood builds out new commercial nodes and renovates old ones, the gaps in the sidewalk network will increasingly limit access for pedestrians and people in wheelchairs to the BeltLine. This is especially the case for the Bush Mountain and Oakland City neighborhoods to the south of the BeltLine.

Along with crumbling conditions, many of the sidewalks lack ADA facilities which often requires wheelchair users to navigate in the street instead of across them. This is especially problematic near transit stops and the MARTA stations at West End and Oakland City. Bush Mountain, with relatively few sidewalks, is an entire neighborhood with poor ADA access. The City of Atlanta has committed to improving ADA access and does so when streets are upgraded during development or when funding can be secured to cover key corridors such as Ralph David Abernathy Boulevard.

MISSING PEDESTRIAN CROSSWALKS

- Joseph E. Lowery Boulevard at Sky Lofts
- Ralph David Abernathy Boulevard at KIPP STRIVE Academy
- Ralph David Abernathy Boulevard at Gordon White Park
- White Street all along the BeltLine
- Langhorn Street at Sells Avenue

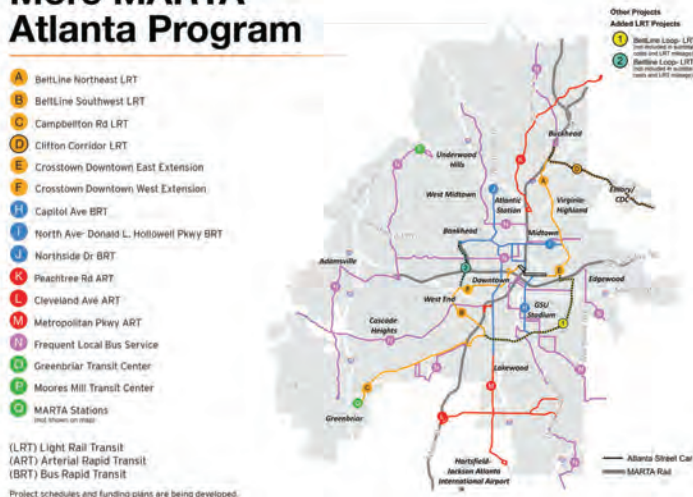




TRANSIT RIDER

Subarea 1 has good transit access, and more is coming. MARTA's train station at West End provides connections to eight (8) bus routes serving the Subarea while Oakland City provides access for three (3) routes. Except for Cascade's Route 71 and Campbellton Road's Route 83, which offer 10-minute peak service, all routes run on 30-minute frequencies. As part of the More MARTA sales-tax funded transit expansion program passed by City of Atlanta voters in 2016, transit service will be expanded to include light rail connection to downtown via Westview and points along the BeltLine. The same program will also fund high capacity transit along Campbellton Road connecting to a future transit center at Greenbriar Mall.

More MARTA Atlanta Program



In recent years, transit ridership has declined in the Subarea as it has in most of Atlanta. As the economy improves, people buy more cars, lower income transit-dependent people are displaced, and services like Uber and Lyft provide better travel times. Improving rider amenities especially at bus stops and stations helps retain and attract ridership, however, the bus stop access and waiting experience for transit riders in the Subarea is generally poor. While there are many bus stops in the Subarea, most lack shelters and protected crosswalks. None of the stops offer real-time arrival information and the real-time smart phone app promoted by MARTA is not perceived as

being accurate. Buses currently run on fixed time schedules and, given the relatively low congestion currently experienced in the Subarea, buses are generally able to keep to their schedules. However, as the Subarea develops and becomes more congested, transit reliability will likely suffer without transit-focused traffic interventions.

BICYCLIST AND SCOOTER RIDERS

Bicycles and scooters are important short distance travel alternatives that provide improved access for those who cannot afford a car or who chose not to drive. Both bikes and scooters require a safe space away from vehicles but are prohibited on sidewalks. Controversy over scooters generally correlates with the newness of the mode and the lack of proper facilities for them that may compromise safety. As facilities expand and people become better familiarized with how to ride and park, and/or avoid scooters, it is anticipated that opposition and criticism will decrease.

With the completion of the BeltLine in the Subarea, the experience of those riding bikes and scooters has improved. The BeltLine is perceived as a clean, safe, and attractive way to exercise or recreate, as 74% of survey respondents indicated using it for this purpose. Contrarily, only 7% currently use it as a commute alternative. Use and connectivity will increase as the BeltLine is built out to the east and the north, but in the near term, these advances won't generate a larger number of people using the BeltLine to commute to and from work.



Image: Scooter rider utilizing LIT lane in the City of ATL
Source: PEDS



Outside of the BeltLine, some progress has been made on expanding safe access for cyclists and scooter riders. Lawton Street received striped LIT lanes for most of its length during a repaving in 2016. Ralph David Abernathy Boulevard west of Cascade Avenue underwent a similar treatment in 2017. Existing plans call for the addition of LIT lanes on Cascade Avenue as part of Phase II of the Renew Atlanta Program. A multi-use trail is programmed for Lee Street between West End Station south to Ft. Mac. Design is currently underway with completion scheduled for 2022.



Image: Community members review and respond to mobility findings
Source: Nickel Works Consulting

OBSERVATIONS AND FINDINGS

Extensive community outreach, consultant analysis, and site investigations in Subarea 1 uncovered several existing mobility issues:

- Subarea 1 will densify significantly in the coming years and the mobility network will need to be adjusted to accommodate new residents and businesses.
- Today, roads designed to move vehicles fast combined with an abundance of free parking strongly encourages driving.
- Sidewalks are in generally rough condition and many street crossings lack ADA access. Some neighborhoods lack good sidewalk infrastructure.
- Multiple freeway access points reduce the safety and comfort of neighborhood residents.
- The Subarea’s crosswalks are too few and far between and, where they exist, are not designed to get the attention from drivers that pedestrian safety requires.
- There is currently too little transit access to the BeltLine.
- Right of Way may need to be purchased along several corridors to provide improved access for transit riders, pedestrians, wheelchair users, bicyclists, and scooter riders without unduly inconveniencing drivers.
- Some roads are too wide which encourages drivers to speed and makes crossing them less safe.
- Many intersections are awkward and need to be re-aligned for the safety and comfort of all users.
- Existing LIT lanes do not form a network.
- Existing LIT lanes are discontinuous due to resident preference for on-street parking over protected bike/scooter facilities.
- Bush Mountain and Oakland City neighborhoods do not have direct safe access to the BeltLine.
- Railroad infrastructure cuts off key access points for pedestrians, bicyclists, and scooter riders.



Image: Transportation types in Westview Business District
Source: McAfee3





Image: Adair Park II
Source: McAfee3



EXISTING PARKS & GREENSPACE

Having a variety of parks and utilizing greenspace adds vibrancy to neighborhoods. This offers opportunities to commune, exercise, and to spend time in nature. Moreover, there have been proven health and environmental benefits of small parks and green spaces that the National Recreation and Park Association have outlined.

BENEFITS OF SMALL PARKS & GREENSPACES

- Mitigation of stormwater and the improvement of air quality;
- Improved general mood and attitude;
- Stress reduction;
- Better mental health and functioning;
- Improved mindfulness and creativity; and,
- Increased social capital.

As a component of the public engagement process, a survey was conducted to assess how people utilize the Westside trail. The responses are commensurate with the aforementioned health benefits, as 38.3% of people utilize the Westside Trail for exercise.

PARKS IN THE SUBAREA

In addition to the Westside Trail, Subarea 1 is equipped with twelve (12) existing parks along with four (4) community gardens. Notably, Enota Park is also a catalytic site undergoing planning and design for future development underway in the study area. See page 73 to view the Parks in the Study Area table.

There are twelve (12) parks in the study area including:

- Enota Place Playlot Park
- Gordon White Park
- West End Park
- Howell Park
- Cleopas R. Johnson Park
- Rosa L. Burney Park
- Adair Park
- Rose Circle Park
- Rev. James Orange Park at Oakland City
- Barbara A. McCoy Park
- John A. White Park
- City of Atlanta Outdoor Activity Center

The existing parks have been classified by the City of Atlanta based on their functional uses. Those classifications include:

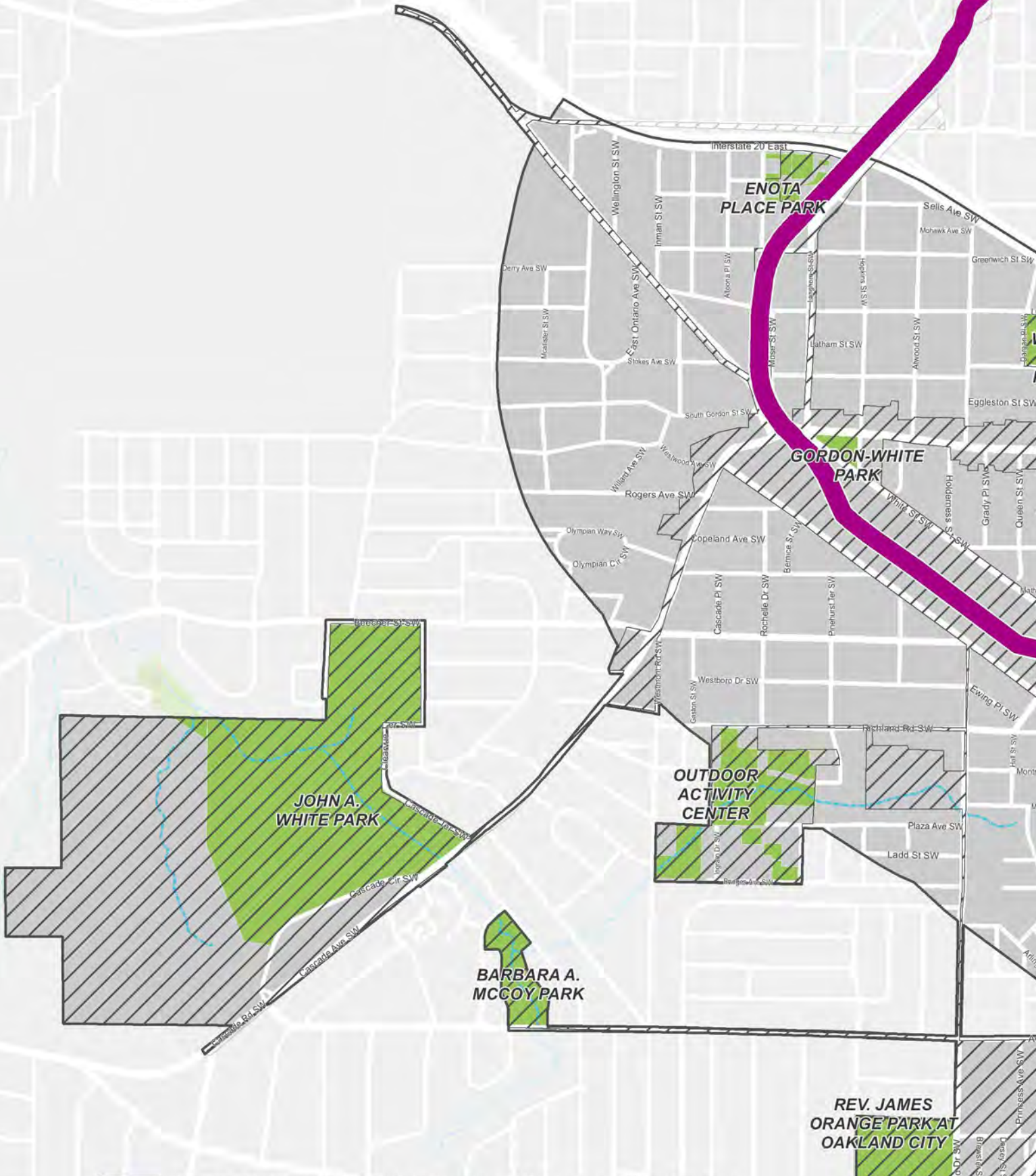
Community Park: Community parks serve a slightly broader area/population than neighborhood parks. The focus is more on meeting community-based recreational and social needs, as well as preserving unique landscapes and open spaces. Community Parks vary in size and function but typically can house a recreation center or recreational facilities, such as a swimming pool or athletic facilities, and programming on-site.



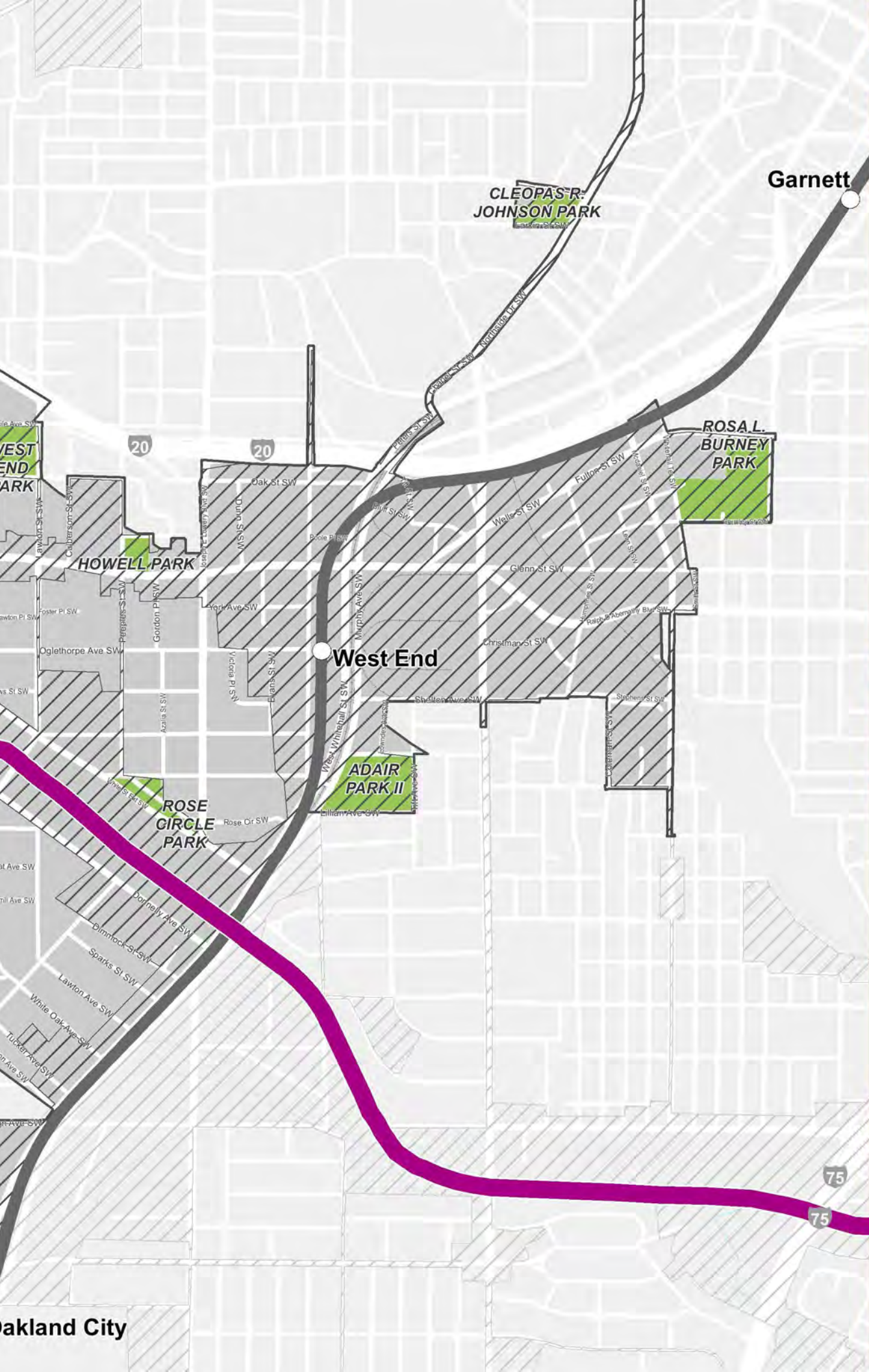
Image: Barbara A. McCoy Neighborhood Park
Source: McAfee3



West Lake








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Parks and Open Space

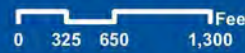
Atlanta BeltLine Subarea 1


Atlanta BeltLine Corridor

-  Transit Alignment
-  Transit Alignment Option
-  Atlanta BeltLine Tax Allocation District (TAD)
-  MARTA Stations
-  MARTA Rail Line
-  Parks



1 inch = 1,300 feet



Atlanta BeltLine  NORTH

West Lake

MOZLEY PARK

COLLUM CIRCLE
BEAUTY SPOT
TORRENCE CIRCLE

STAFFORD STREET PARK

GREEN LEAF CIRCLE

ENOTA PLACE PARK

HOLDERNESS/LUCILE PARK

ONTARIO PARK

WILLARD AND GORDON PARK

SOUTH GORDON TRIANGLE

GORDON-WHITE PARK

ATWOOD STREET PARK

QUEEN AND BEAUTY SPOT

BEECHER TRIANGLE

BEECHER PARK

JOHN A. WHITE PARK

HAVILON TRIANGLE

MAYFLOWER BEAUTY SPOT

OUTDOOR ACTIVITY CENTER

BARBARA A. MCGOY PARK

CHATHAM AND AVON PARK

SANDTOWN TRIANGLE

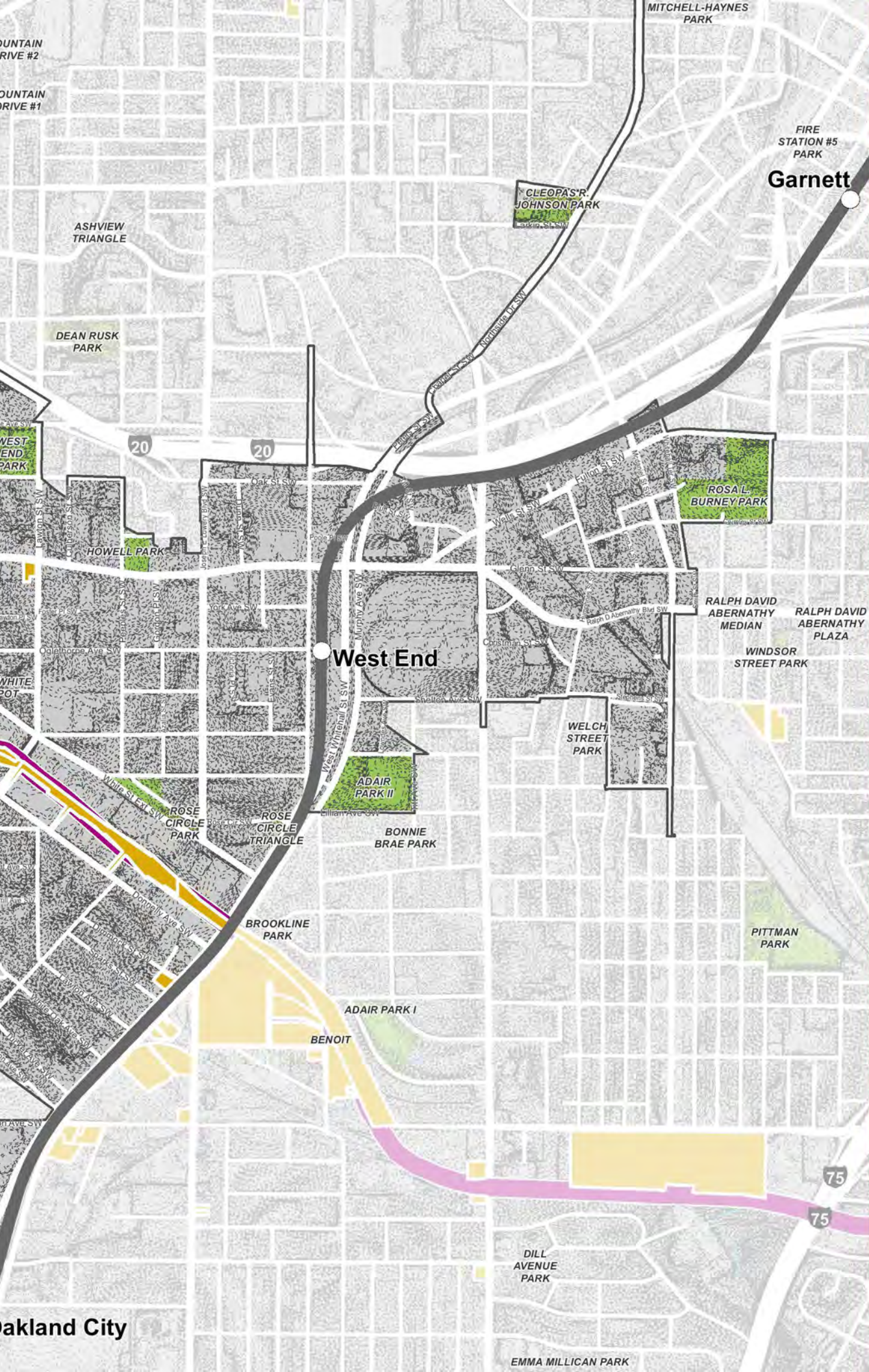
REV. JAMES ORANGE PARK AT OAKLAND CITY



This map was prepared by Nickel Works Consulting, LLC in January 2020 and produced for the Atlanta Beltline Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data is not guaranteed.

POLLARD AND ALBANY BEAUTY SPOT





Natural Features


Atlanta BeltLine Subarea 1

Atlanta BeltLine Corridor

-  Transit Alignment
-  Transit Alignment
-  MARTA Stations
-  MARTA Rail Line
-  Parks
-  BrownField Remediation Sites
-  BrownField Parcels
-  Contours 2015 1ft



1 inch = 1,300 feet





Community Playlot: Usually smaller than a neighborhood park, playlots are generally an area of limited greenspace that provides 1-2 amenities such as a bench and/or a playground or simply provides a green lot/space for community members to gather.



Image: Enota Place Playlot Park
Source: McAfee 3

Greenspot: Formerly known as “garden parks,” green spots are medians, cul-de-sacs, small green spaces, and building fronts that contain small patches of grass, plantings, planters, or trees and sometimes limited amenities such as a bench or interpretive signage. These spaces are typically too small to be considered programmable space and are often adopted by neighborhoods and other entities for care and maintenance.

Nature Preserve: Land set aside for preserving natural resources, historic landscapes, open space, and providing visual aesthetics/buffering. Provides passive-use opportunities such as low impact trail corridors with an emphasis on ecological stewardship and wildlife protection.

Neighborhood: Neighborhood parks are the basic units of the park system and serve a recreational and social purpose. The focus of neighborhood parks is on informal recreation and providing neighborhood residents with a local outlet for play and social activities. Neighborhood Parks do not typically have the capacity to house a recreation center on-site, but are able to provide amenities including, but not limited to, playgrounds, basketball courts, community gardens, etc.



Image: Neighborhood Park near the Westside Trail at White Street
Source: McAfee 3

Regional: Large scale, central or other unique properties that draw users from the greater metro Atlanta area. These properties may have the ability to host large or smaller events such as concerts, festivals, and other events and are often destination points for visitors.



Image: Piedmont Park, a regional attraction
Source: Piedmont Park

ENOTA PARK

Currently, the Enota Place Playlot, a 0.31 acre urban park, is a kid-friendly playground that has been re-designed and will be expanded to eight (8) acres including a basketball court, activity field, splash pad, playground, large pavilion and a solar shade structure that will feather Proctor Creek along with active, passive and forested recreation areas. Pond Engineering in collaboration with the City of Atlanta led the design effort. This park is adjacent to the Westside Trail and will complement the existing and future development of the area. See right for design renderings.



LEGEND

- ① EXISTING STREAM
- ② EXISTING CANOPY TREES
- ③ "THE GREEN"
- ④ WESTSIDE TRAIL
- ⑤ PICNIC AREA
- ⑥ ON-STREET PARKING
- ⑦ ROOT BRIDGING
- ⑧ BOARDWALK
- ⑨ PARK ENTRY
- ⑩ PAVILION
- ⑪ MAINTENANCE ACCESS
- ⑫ STAIRS
- ⑬ TRAIL WITH OVERLOOK
- ⑭ PASSIVE GARDEN
- ⑮ PLAZA AT GREENWICH-ENOTA
- ⑯ BIORETENTION
- ⑰ BUFFER LANDSCAPING
- ⑱ PLAY STRUCTURE/FOCAL POINT
- ⑲ SPRAYGROUND PLAZA
- ⑳ RESTROOM
- ㉑ HALF-COURT BASKETBALL
- ㉒ TERRACED SEATING
- ㉓ ENTRY PLAZA- LUCILE AVE.
- ㉔ SCULPTURE
- ㉕ STREAM BANK RESTORATION
- ㉖ HARD SURFACE TRAILS
- ㉗ MULTIPURPOSE PLAY FIELD
- ㉘ PARKS MAINTENANCE BUILDING
- ㉙ PERVIOUS PAVING
- ㉚ ACCESS RAMP
- ㉛ SOLAR-POWER SHADE STRUCTURE
- ㉜ SHADE STRUCTURE



22. HALF-COURT BASKETBALL
NTS



19. SPRAYGROUND PLAZA
NTS



3. "THE GREEN"
NTS

ENOTA PARK EXPANSION: PLAN

2019.01.31





COMMUNITY GARDENS

There are five (5) notable community gardens in the study area including:

- *Bush Mountain/Hartnett Community Garden*
- *Oakland City Community Garden*
- *West End Community Urban Garden & Nursery*
- *Westview Community Garden*
- *Gilliam's Community Garden & Mobile Farmer's Market*

Community gardens link people with urban agricultural tools to grow local food, farm sustainably, and build healthier neighborhoods.

Further, community gardens can help to reduce the impact of food deserts—especially in low-income communities of color—providing greater access to nutritious food and reduction of negative environmental impacts caused by higher food transportation costs, waste, and increased water runoff.

Recently, the Oakland City Community Garden received the Garden Improvement Grant from the Food Well Alliance—an organization that helps gardeners complete infrastructure projects, purchase resources and practice new innovations. Similarly, the Food Well Alliance awarded the Bush Mountain/Hartnett Community Garden with the Compost Delivery Grant to receive materials, supplies and volunteer support to construct a 3-bin compost system with signage.



Image: Community Garden in the Subarea
Source: Westview Atlanta





Parks in the Subarea Table

PARK	LOCATION	ACREAGE	CLASSIFICATION	DESCRIPTION
Adair Park I	866 Murphy Ave SW	6.39	Neighborhood	Neighborhood park with playground and basketball court
Barbara A. McCoy Park	1641 Avon Ave SW	8.5	Neighborhood	Neighborhood park with playground
City of Atlanta Outdoor Activity Center	1442 Richland Rd SW	21.76	Nature Preserve	Nature Preserve with Playground
Cleopas R. Johnson Park	Fair Street at Northside Drive NW	4.3	Neighborhood	Neighborhood park with playground, basketball court and 2 tennis courts
Enota Park*	Bound by Inter-state 20 to the north, the Westside Trail to the east, Lucile Avenue to the south, and Enota Place to the west	8 (proposed)		Basketball court, activity field, splash pad, playground, large pavilion and solar shade structure, Proctor Creek, active, passive and forested recreation areas
Enota Place Playlot Park	Enota Place/Sells Avenue SW	0.31	Community Playlot	Small urban park with kid-friendly playground adjacent to Westside Trail
Gordon White Park	1354 Ralph David Abernathy Boulevard at the intersection of the West End Trail and the Westside Trail	2.06 acres	Greenspot	Open greenspace with pathways, garden beds, and walls; sustainable stormwater bio-infiltration areas, and a planting plan supportive of the BeltLine Arboretum's theme; Art on the BeltLine showcases
Howell Park	983 Ralph David Abernathy Boulevard SW	2.1	Community	Community park with playground and basketball court
John A. White Park	1053 Cascade Circle SW	106.65	Regional	Regional park with playground, 8 tennis courts and swimming pool
Rev. James Orange Park at Oakland City	1305 Oakland Drive SW, at Epworth	15.4	Nature Preserve	Nature preserve with playground, 2 basketball courts, 2 tennis courts and swimming pool
Rosa L. Burney Park	477 Windsor Street SE	13.73	Community	Community park with playground and 2 tennis courts
Rose Circle Park	Rose Circle / White Street SW	2.7	Neighborhood	Neighborhood park with a basketball court, a swing set, small pavilion, and a small play equipment
West End Park	1111 Oak Street SW	6.37	Neighborhood	Neighborhood park with playground. Surrounding park area includes tennis courts, baseball diamond, basketball court, picnic tables, and several mature trees





Photo: Art by Hadley Breckenridge on the Bridge along BeltLine Trail
Source: Atlanta Street Art Map



EXISTING ARTS & CULTURE

The arts and culture initiative at ABI began with the Art on the Atlanta BeltLine (AoAB) program in 2010. This public art initiative was conceived as a temporary effort to get people out to explore the trail in its interim state, see the existing environment, and witness the changes underway in the landscape. At the same time, it was meant to further promote the activation of the public realm, connectivity of neighborhoods, and stir interest in building development. Today, the AoAB is the public face of the arts and culture program of the BeltLine and showcases approximately 100 works of art on a temporary basis each year.

The BeltLine's vision for arts and culture embraces a broader set of potential programs, partners, and goals that reaches beyond the AoAB program. As envisioned in the 2007 BeltLine Cultural Impact Study, and more recently in the 2018 Art on the Atlanta BeltLine Public Art Program Plan, the BeltLine is intended to serve a prominent role in promoting arts and culture on the corridor and in the neighborhoods, as well as supporting civic life, protecting neighborhood character, and enhancing quality of life for Atlanta residents, particularly low-income and underrepresented communities.

As a result of the earlier efforts, The Atlanta BeltLine, Inc. developed the Arts & Culture Strategic Implementation Plan (ACSIP) out of the desire to support strong, livable communities with increased creative activity. Adopted in 2018, this plan recognizes the myriad cultural, artistic, and creative practices and endeavors that make up the varied neighborhoods along the BeltLine corridor. This vision supports a community-driven and equitable plan for celebrating local culture and history, protecting and growing affordability, and increasing quality of life through arts and culture as well as through economic and social opportunities. The ACSIP will enable the BeltLine to consider

programs, art installations, and the development of cultural facilities and real estate that enhance the Atlanta BeltLine's identity as a creative place, spur economic development, and improve the quality of life for residents throughout the region.

The Art on the Atlanta BeltLine Public Art Program Plan articulates five principles that guide arts and cultural programming and actions on the BeltLine:

- **EQUITY:** Acknowledge the rights of all people to participate, create, and celebrate all histories, cultures, and creative expression. Recognize the role, contribution, leadership, expertise, and right to self-determination of all communities, large and small.
- **ACCESS:** Encourage broad and equitable distribution of and participation in cultural activities throughout the city. Remove barriers to participation for those least able to participate.
- **INCLUSION:** Proactively plan for just and fair inclusion so all can participate, prosper, and reach their full potential regardless of ability.
- **INTERCONNECTION:** Support a healthy cultural ecology. Our futures are linked inextricably. Support the interdependence of groups, neighborhoods, and institutions across demographics, disciplines, budget sizes, and geographies. Recognize that arts and culture are an essential part of healthy neighborhoods and a thriving city.
- **GROWTH AND LEADERSHIP:** Support the continued growth of Atlanta as a global center of leadership in the arts and culture.





Photo: Attendees listening to project team members at the 'Talk Back' Public Meeting
Source: Nickel Works Consulting



COMMUNITY ENGAGEMENT

The Southwest Atlanta area is renowned for its deep roots in education, entrepreneurship, and cultural arts. The Atlanta BeltLine Subarea 1 Master Plan dives into those deep roots by evaluating the existing and future needs of eight (8) neighborhoods in the study area. Those neighborhoods include Adair Park, Bush Mountain, Cascade Avenue/Road, Mechanicsville, Oakland City, Pittsburgh, West End, and Westview. Each neighborhood is diverse, possessing its own unique character and community attributes.

The Subarea outreach program was designed to engage a variety of target audiences consisting of residents, business owners, landowners, employers/employees, and other valued stakeholders from May to August 2019. Involving each stakeholder group was vital to the process and required different approaches to best capture the overall community vision.

In an effort to provide a more cohesive community vision, the project teams of the Atlanta BeltLine, Inc. Subarea 1 Master Plan Update and the West End LCI Master Plan Update teamed up to coordinate two (2) planning efforts to serve as the single guide for the future growth and development of both the West End and the Atlanta BeltLine Subarea 1. Engagement activities were shared, and the feedback received was used to inform the recommendations for policies, strategies, and future investment in the study area.

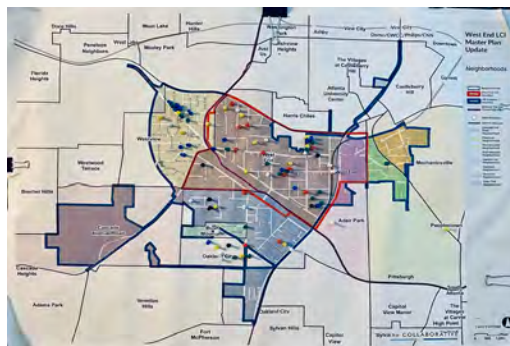


Photo: Neighborhood Activity, highlighting where people live, work and or play

Source: Nickel Works Consulting

Our hybrid engagement program encompassed a variety of methods to interact with the community, deployed over nine months. A brief overview of the types of interactions held include:

- **PUBLIC INVOLVEMENT (PI) MEETINGS**

- » Project Kick-Off - 05.30.2019
Introduced stakeholders to the project.
- » Design Workshop - 07.13.2019
Captured input from the public regarding problems and potential solutions for the study area.
- » Talk Back - 08.28.2019
Participants “talked back” to the project team by voting on aspects of recommendations and/or marking up maps and documents with their changes and recommendations.
- » Open House - 10.03.2019
Stakeholders and interested parties reviewed the final recommendations and provided feedback.

- **NEIGHBORHOOD PLANNING UNIT (NPU) PRESENTATIONS**

The project kick-off meeting introduced stakeholders to the project.

- **STAKEHOLDER WORKING GROUP MEETINGS**

Working group meetings convened in advance of every PI meeting; provided checks and balances for the project, providing critical feedback at each phase.

- **NEIGHBORHOOD ORGANIZATION MEETINGS**

Shared info with neighborhood orgs. at the beginning and end of the project.

- **ATLANTA CITY COUNCIL BRIEFINGS**

Conferred with Councilmembers Clela Winslow, Joyce Sheperd and Andrea Boone to build consensus and support.

- **TECHNICAL ADVISORY COMMITTEE MEETINGS**

Convened relevant agencies and organizations to gather background information relevant to the study area.





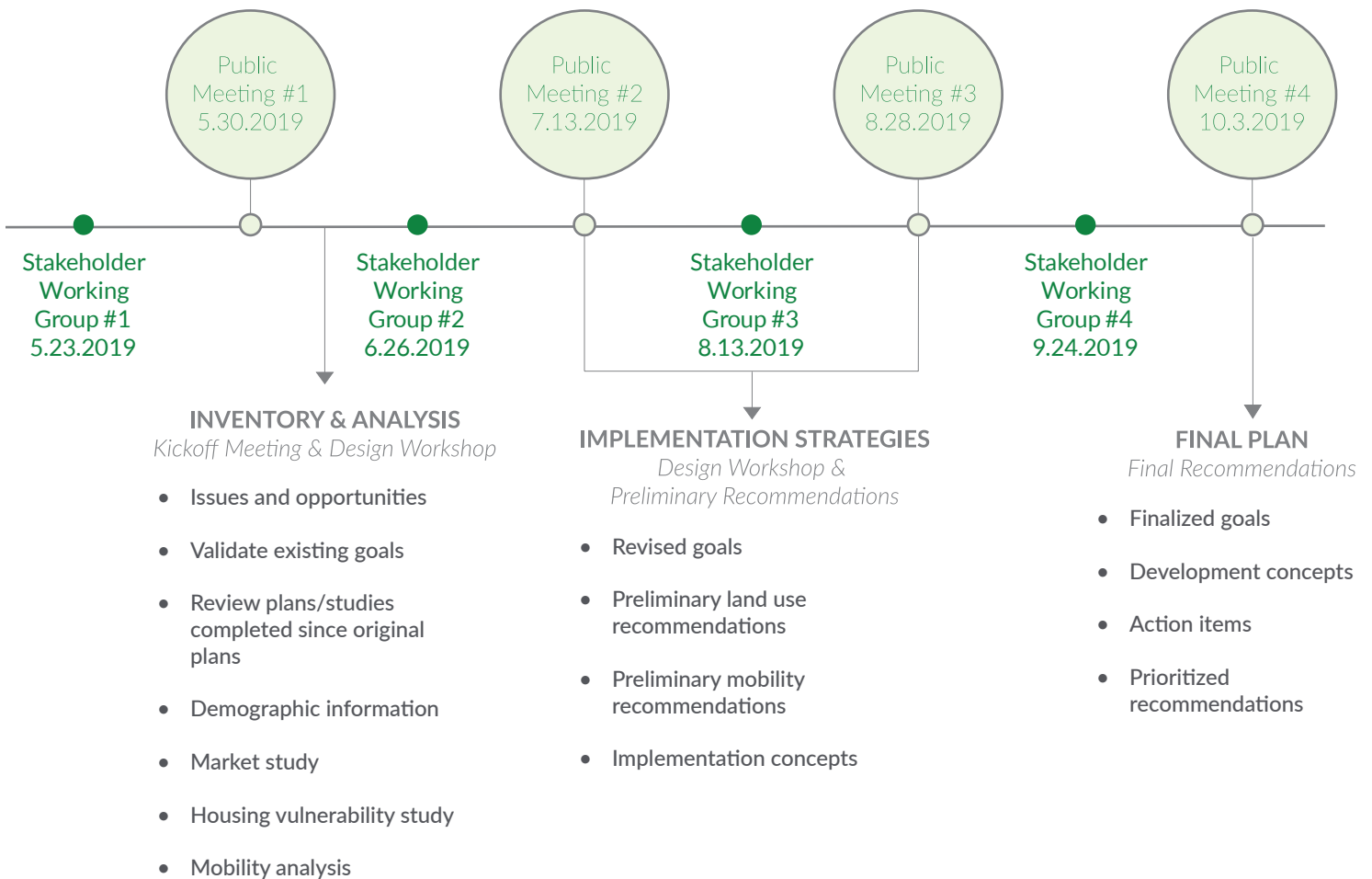
Photo: Attendees view presentation at the Kick-off Meeting

PLANNING PROCESS

The community engagement program ran concurrently with the planning process as reflected in the Community Engagement Timeline. Key milestones correlated with public involvement activities. At each phase, the project team worked closely with diverse community members, to gather their input around existing conditions, needs and desires, ideas for new development, and any other feedback they

provided. The format for the Stakeholder Working Group Meetings primarily functioned as opportunities for members to review the information the project team developed in advance of sharing with the general public. The public meeting formats differed throughout the process, dictated by the type of feedback needed to feed the final recommendations.

Community Engagement Timeline





West End LCI and Atlanta BeltLine Subarea 1 Master Plan Updates: Study Area Survey

The City of Atlanta Department of City Planning and the Atlanta BeltLine, Inc. teamed up to coordinate two master planning efforts - West End Livable Centers Initiative (WELCI) and the Atlanta BeltLine Subarea 1 (SA-1) Master Plan updates. The updates represent the collective vision, policies and strategies that will guide future growth and development in the study area. We seek your input through this community survey to help understand community needs and craft a vision that will improve mobility, promote economic development, and encourage a better quality of life for all. The study area boundary is shown in the map below.

Study Area Map



Next

In addition, we administered an online survey throughout the study area for one (1) month beginning in July, 2019. We received 270 responses including 142 post engagements on Facebook (i.e. 17 post reactions, 4 post comments, 11 post shares, and 102 clicks over our two-day final push effort).

Beyond the digital campaign, we provided opportunities to complete the survey at every PI meeting, Stakeholder Working Group, and each neighborhood organization meeting. We also spent time in the community conducting surveys via iPads during pop-up activities. The table below highlights

the pop-up events and neighborhood organization meetings.

Notifications were dispersed via email/list-serve, USPS mailing, Atlanta BeltLine Inc. and City of Atlanta websites, Councilmember newsletters, posters at local businesses, Facebook, Instagram, and via NPU distribution. This level of engagement was critical in updating the Atlanta BeltLine Subarea 1 and the West End LCI Master Plans, and will remain a vital reference as the implementation processes begin. Summaries of the engagement process are included in the appendix.



Image: Stakeholder providing feedback at the Talk Back Community Meeting

Atlanta BeltLine, Inc. – Southwest Atlanta Business & Property Owner Meeting(s)

Adair Park Today
Atlanta Streets Alive

Atlanta University Center Neighborhood Association (AUCNA)

Cascade Avenue Neighborhood Organization (CANO)

Fort Mac LRA

Mechanicsville Civic Association

Mozley Park

Oakland City Community Organization

Pittsburgh Community Association

Oakland City MARTA Station (Pop-Up)

POP-UP EVENTS & NEIGHBORHOOD ORGANIZATION MEETINGS

Pittsburgh Yards Neighborhood Meeting

Shrine of the Black Madonna
The Mall West End (Pop-Up)

West End Community Improvement District (CID)

West End MARTA Station (Pop-Up)

West End Neighborhood Development (WEND)

West End Neighborhood Residents

West Hunter Street Baptist Church (Pop-Up)

Westview Community Organization (OCCO)





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



SUBAREA OF THE FUTURE

A key component of this master plan update was to simplify the goals and principles of the original plan to better align with today's needs. The Subarea of the future will be supported by a prioritized set of guiding principles that focus on ways to ensure sound growth and development of the area, while maintaining the community culture. Upon review of the former plan and other planning initiatives since its adoption, the original principles remained relevant and reflective of current community desires. Those principles, outlined by priority below, have informed the planning process and provide a structure for the recommendations.

GOALS AND PRINCIPLES

1. Encourage economic development
2. Promote sustainable living
3. Seek a balanced, connected, continuous, and redundant transportation system
4. Reuse existing buildings and focus investment on redevelopment
5. Connect neighborhoods across existing barriers
6. Provide a balanced mix of compatible land uses
7. Preserve historic resources
8. Increase public safety through appropriate design
9. Ensure appropriate urban form
10. Expand housing options
11. Provide a variety of public spaces
12. Enable incremental change

LAND USE & ZONING

The original plan outlined twelve (12) land use and design goals that were intended to ensure that the Atlanta BeltLine's long-term impact on Subarea 1 would be positive. That objective remains and was reiterated throughout the public involvement process. Based on the feedback received and the plan's original land use goals, four themes were derived with specific focuses that align with public comments:

OPTION 01		PREVENT	<ul style="list-style-type: none"> • Encroachment • Displacement
OPTION 02		PRESERVE	<ul style="list-style-type: none"> • History, Culture, Arts • Historic Buildings
OPTION 03		PROMOTE	<ul style="list-style-type: none"> • Anti-displacement initiatives & diverse housing • Jobs & mix of businesses • Sound design
OPTION 04		PRODUCE	<ul style="list-style-type: none"> • Incremental & transit supportive development

While no specific recommendations were outlined for residential neighborhoods, the land use and zoning recommendations, as listed below, align with these themes, and support sound design for the major corridors with respect to local stakeholder needs and desires.

[Click for the Future Land Use Recommendations Map](#)





Recommendations were provided by community input, technical expertise and in coordination with appropriate regulatory agencies. The priorities are based on the main concerns of the community and are ordered 1 through 5 with 1 as a short-term priority and 5 as a long-term priority.

LAND USE POLICY RECOMMENDATIONS

The following recommendations have been established based on the desired community visions, project team expertise, and Atlanta BeltLine goals combined with coordination efforts across local and state municipal agencies.

1. Promote growth that creates diverse housing and preserves the study area’s wide mix of land uses.

Redefine the Lee Street frontage lots to create a more vibrant and active development pattern that visually engages the street and creates better connectivity between the Oakland MARTA station and the West End MARTA station. Moreover, the proposed future land use of “Medium Density Mixed Use” incorporates a mixture of new residential uses while creating more viable, attractive commercial spaces to attract a greater diversity of retail and restaurant businesses.

Allow compatible new development within the study area’s residential neighborhoods, while encouraging new growth on under-utilized commercial and industrial properties.

2. Preserve historic residential land uses.

Within the four (4) historic zoning districts, there are a variety of historic land uses that create the quaint character the Subarea is known for. Featuring historic duplexes,



Image: Unique single family home in Oakland City Historic District
Source: McAfee3

buildings, these compatible mixes of small, closely spaced buildings should be preserved; especially where affordable housing has naturally occurred.

The Pittsburgh Historic District is acknowledged on the National Registry of Historic Places but has not been adapted as an overlay zoning district by the Atlanta City Council. Establishing guidelines that encourage economic development and adaptive reuse of the 19th to mid-20th century neighborhood architecture may ensure the preservation of this area’s unique character. The Pittsburgh Historic District highlights the many cultural contributions of African Americans who migrated to this community for economic opportunity and ethnic pride.

3. Preserve historic buildings and low-rise scale along Ralph David Abernathy Boulevard between Hopkins Street and E. Lowery Boulevard.

Ralph David Abernathy Boulevard is presently a physical dividing line for the





Subarea, yet it was once a premier street to connect nearby neighborhoods. With the announcement of a redevelopment plan for The Mall West End, Ralph David Abernathy Boulevard should be restored as a corridor that unites and connects the Subarea. Central to this is preserving the legacy of the corridor's former glory, including the few remaining houses, civic buildings, and small older commercial buildings that line it.

4. Prevent encroachment by limiting new buildings across the street from single-family houses to three stories tall.

The City's transitional height plane limits buildings across the street from most residential zoning districts to approximately three stories. The parcels fronting Cascade Avenue adjacent to Kroger Citi-Center should focus on retaining the community-servicing businesses while expanding the housing opportunities within Subarea 1 as a "Low Density Mixed Use." Development along Cascade should taper down from Kroger City Center in scale but should seek to accomplish similar benefits as the Lee Street corridor investments (i.e. creating better connectivity between Kroger Citi-Center and the Beltline, neighborhood, and other nearby commercial centers).

On sites where taller buildings are shown in the Future Land Use Plan, developments should provide a larger, pedestrian-friendly, building footprint at the street level, with a reduced building footprint on the floors above.

5. Preserve space for light industrial uses along both sides of the BeltLine, east of Murphy Avenue and parcels west of the rail from Metropolitan Parkway.

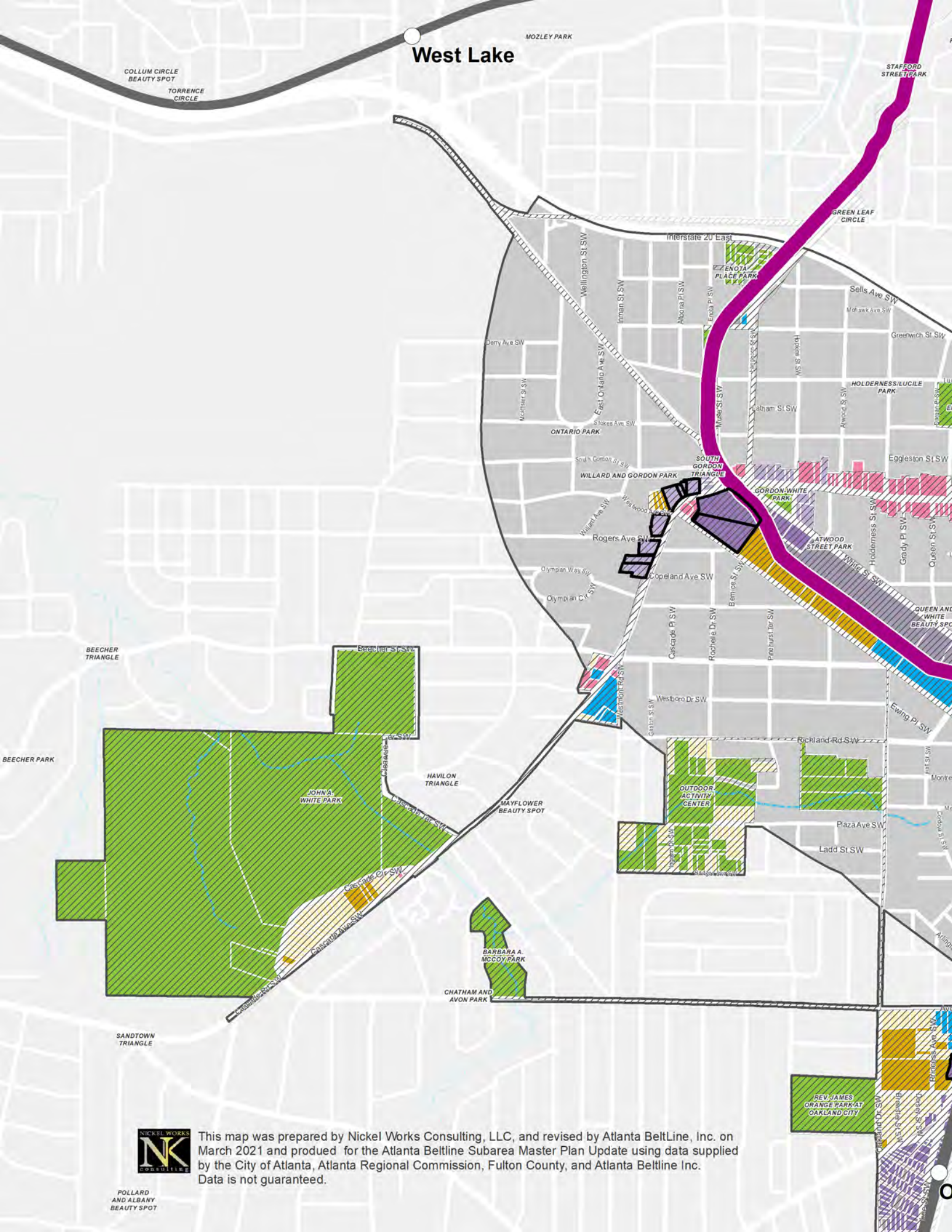
Light industrial uses have long been part of the Subarea's history and should not

be displaced as new development occurs. Within traditional industrial areas along White Street, Donnelly Avenue, east of Murphy Avenue, and west of the Norfolk Southern line between the Met and the Pittsburgh neighborhood, mixed-industrial use classification should be utilized for new development.

6. Promote adaptive reuse of existing buildings to maintain the neighborhood appeal while providing essential neighborhood services (i.e. variety of retail shops, restaurants, health care options, etc.)

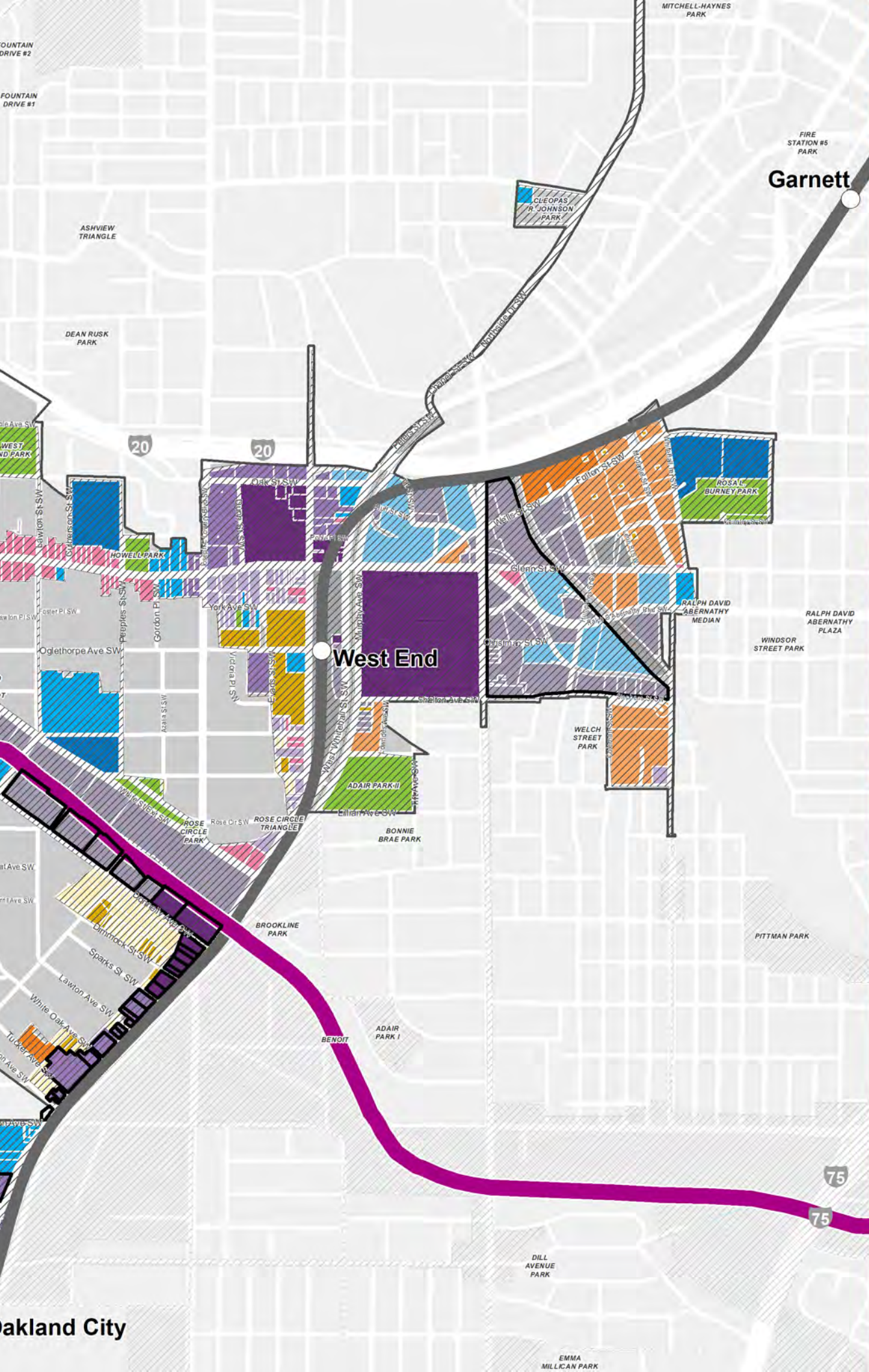


West Lake



This map was prepared by Nickel Works Consulting, LLC, and revised by Atlanta BeltLine, Inc. on March 2021 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.

POLLARD AND ALBANY BEAUTY SPOT



Future Land Use Recommendations

Atlanta BeltLine Subarea 1

Future Land Use Recommendations

Atlanta BeltLine Corridor

- Transit Alignment
- Transit Alignment Option
- MARTA Stations
- MARTA Rail Line
- Atlanta BeltLine Tax Allocation District (TAD)
- <all other values>
- Parks
- Single Family Neighborhood
- Mixed Residential Neighborhood
- Multifamily 1-4 Stories
- Multifamily 5-9 Stories
- Multifamily 10+ Stories
- Mixed Use 10+ Stories
- Mixed Use 5-9 Stories
- Mixed Use 1-4 Stories
- Mixed Industrial
- High Density Commercial
- Low Density Commercial
- Community Facilities
- Office_Institutional
- Industrial
- Transportation, Communications, Utilities
- Vacant



1 inch = 1,300 feet

0 320 640 1,280 Feet



Image: Restaurant in the Westview Business District
Source: McAfee3



No.	Land Use Recommendations	Priority
Goal A: Prevent encroachment and displacement.		
A1	Limit new buildings within 150 feet of residential zoned property across the street to three stories tall maximum. Limit new buildings within 150 feet to 300 feet of residential zoned property to five stories tall maximum. On the Cascade parcels facing Kroger Citi-Center increase amend land use to “Mixed-Use Low Density.”	1
Goal B: Preserve history, culture and arts.		
B1	Preserve historic residential land uses within the three (3) historic zoning districts (i.e. historic duplexes, triplexes, quadraplexes, and small apartment buildings, these compatible mixes of small, closely spaced buildings) that create the quaint character the Subarea is known for; especially, where affordable housing has naturally occurred.	1
B2	Preserve historic buildings and low-rise scale along Ralph David Abernathy Boulevard between Hopkins Street and E Lowery Boulevard.	3
Goal C: Promote anti-displacement initiatives, diverse housing, mix of businesses, jobs and sound design.		
C1	Amend the future land use of the Lee Street frontage lots to “Mixed-Use Medium Density.” Create a more vibrant and active development pattern that better engages the street and creates better connectivity between the Oakland MARTA station and the West End MARTA station.	2
C2	Preserve space for light industrial uses along both sides of the BeltLine, east of Murphy Avenue and parcels west of the rail from Metropolitan Parkway. Amend the future land use to “Mixed Industrial” where applicable.	1
C3	Promote adaptive reuse of existing buildings to maintain the neighborhood appeal while providing essential neighborhood services (i.e. variety of retail shops, restaurants, health care options, etc.)	1
Goal D: Produce incremental and transit-supportive development.		



West Lake

MOZLEY PARK

COLLUM CIRCLE
BEAUTY SPOT
TORRENCE CIRCLE

20

STAFFORD STREET PARK

RG-2-C

GREEN LEAF CIRCLE

R-5

ENOTA PLACE PARK

Interstate 20 East

Sells Ave SW
Mohawk Ave SW

Derry Ave SW

NC-15

ONTARIO PARK

HOLDERNESS/LUCILE PARK

R-4

WILLARD AND GORDON PARK

SOUTH GORDON TRIANGLE

MRC-1-C

ATWOOD STREET PARK

QUEEN ANNE WHITE BEAUTY SPOT

BEECHER TRIANGLE

BEECHER PARK

JOHN A. WHITE PARK

HAVILON TRIANGLE

MAYFLOWER BEAUTY SPOT

OUTDOOR ACTIVITY CENTER

MR-2-C

R-LE-C

BARBARA A. MCGOY PARK

CHATHAM AND AVON PARK

SANDTOWN TRIANGLE

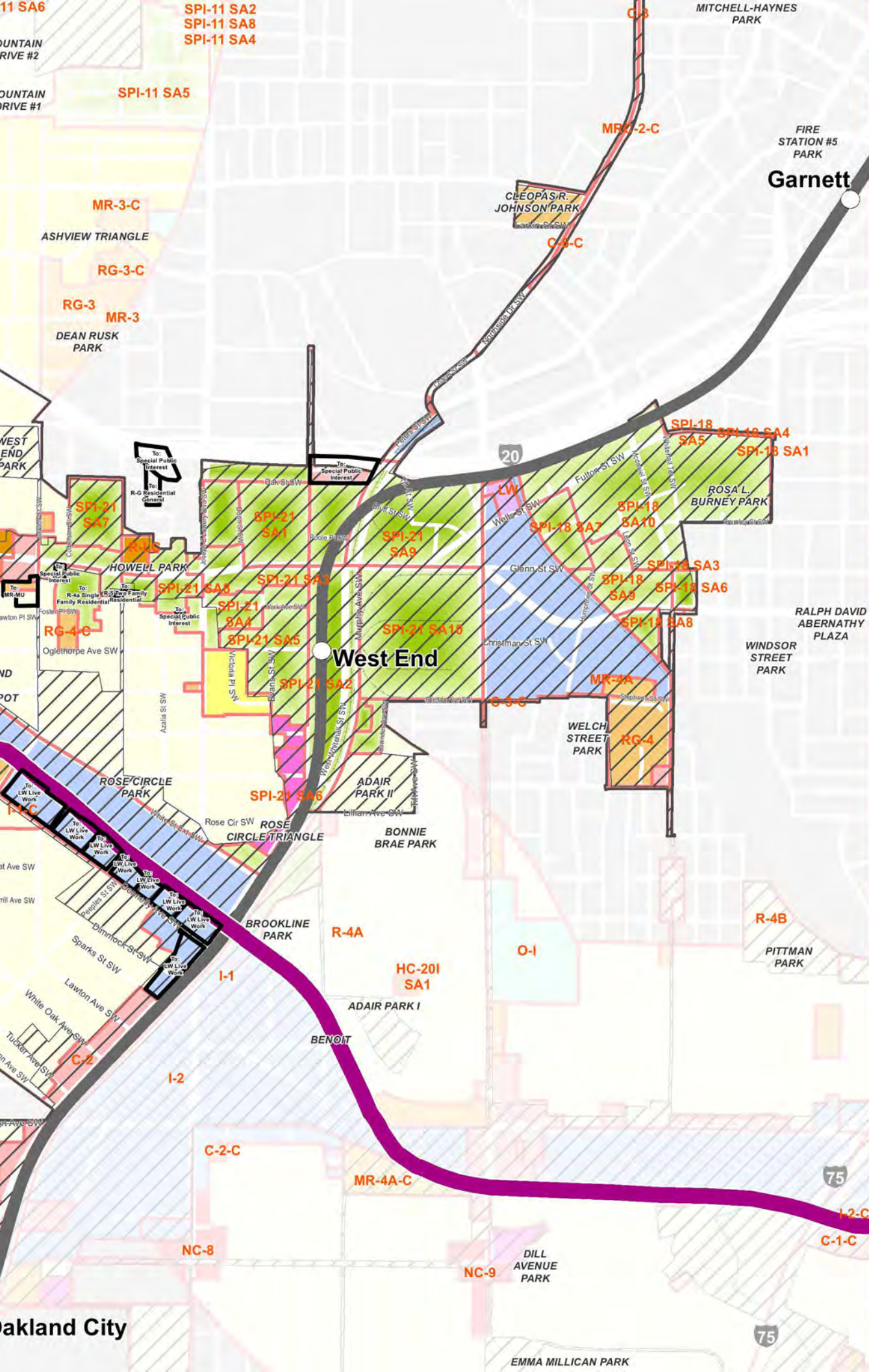
REV. JAMES ORANGE PARK AT OAKLAND CITY

MRC-3-C



This map was prepared by Nickel Works Consulting, LLC in January 2020 and produced for the Atlanta Beltline Subarea Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta Beltline Inc. Data is not guaranteed.

POLLARD AND ALBANY BEAUTY SPOT



Zoning Change Recommendations

Atlanta BeltLine Subarea 1

Atlanta BeltLine Corridor

- Transit Alignment
- Transit Alignment Option
- Atlanta BeltLine Tax Allocation District (TAD)
- MARTA Stations
- MARTA Rail Line
- SA1 Proposed Zoning Changes
- SPI - Special Public Interest; SPI-12 SA1
- Commercial
- Industrial
- Historic & Cultural; HC-201 SA1
- Live-Work
- QOL Multi-Family; MR-3A-C; MR-4-C; MR-5A
- QOL Mixed Use
- Neighborhood Commercial; NC-15; NC-14; NC-13; NC-7-C
- Office Institutional
- Planned Development
- Residential - Single Family
- Residential - Duplex
- Residential - Multi-Family
- Residential - Limited Commercial



1 inch = 1,300 feet

0 325 650 1,300 Feet



ZONING RECOMMENDATIONS

The following recommendations have been established based on the desired community vision, project team expertise, and Atlanta BeltLine goals combined with coordination efforts across local municipalities and state agencies.

1. Extend the Mechanicsville Neighborhood Special Public Interest District (SPI 18-SA7) to include Pittsburgh neighborhood parcels bound to the east by the Norfolk Southern rail line and to the west by Metropolitan Parkway.

This area is an existing industrial, employment generating area that serves the greater metropolitan Atlanta marketplace. Preserving the employment should be a primary goal for ABI. Since the location is too valuable to maintain single-story, single-use properties, a provision should be included in the SPI 18-SA7 to ensure similar employment-generating uses are incorporated into any new redevelopment project on a 1:1 basis, rather than a fixed percentage that may make the project infeasible from a physical or financial perspective. Subsidies should be considered for any new development that increases existing employment-generating uses beyond the 1:1 recommendation. Amend Subarea 7 to omit service stations as a permissible use west of the rail line and east of Metropolitan Parkway.

2. Increase the zoning at the Kroger Citi-Center site.

The development of the Kroger Citi-Center site is critical to the future of the Subarea. As the western-most development site, an MRC-2 zoning could support up to 9 building stories and create a more economically viable opportunity for developers.

3. Support an “I-Mix” designation along Lee Street and Donnelly Avenue frontage lots.

Currently, these areas house industrial uses that provide critical employment opportunities. This designation accommodates residential and non-residential growth without losing land zoned for industrial uses in the process. It ensures development in the Subarea is compatible with adjacent areas in terms of operation, scale, and design.

4. Amend SPI 21 to better capture the community’s vision.

Growth in the West End neighborhood is likely to occur around the West End MARTA station, within the current SPI-21 zoning district. The SPI-21 zoning district should be updated to better define the Subareas within, and to align with recommendations of this plan, including the suggested changes on the next page.



Image: Kroger Citi-Center site
Source: McAfee3





SPI 21-Subarea 2: COMMERCIAL CORE

-Create incentives to encourage the preservation of early 20th-century storefront facades along Lee Street.

- Restrict new buildings along the back of the sidewalk to one story and only allow upper story additions when they are set back at least 20 feet behind the first story; and,
- Require open space reductions for sites that preserve the facades (or the entire building).

-Limit building height directly fronting Ralph David Abernathy Boulevard to 72 feet, but allow up to 140 feet when density bonuses are used and when a minimum 20-foot setback is provided above 72 feet.

-Limit building height in all other areas to 72 feet, but allow up to 140 feet when density bonuses are used.

SPI 21-Subarea 3: RDA CORRIDOR

-Create incentives to encourage the preservation of early 20th-century storefront facades along Ralph David Abernathy Boulevard

- Restrict new buildings along the back of the sidewalk to one story and only allow upper story additions when they are set back at least 20 feet behind the first story; and,
- Require open space reductions for sites that preserve the facades (or the entire building).

-Limit building height to 65 feet and do not allow the use of density bonuses. Require buildings to step back at least 10 feet above the second story.

SPI 21-Subarea 4: NEIGHBORHOOD COMMERCIAL

-Limit building height to 50 feet and do not allow the use of density bonuses.

-Require buildings to step back at least 10 feet from the curb above the second story along York Avenue.

SPI 21-Subarea 9: ADAIR LIVE/WORK

-Incorporate a minimum industrial concurrency requirement equal to 30% of the total development floor area or a floor area ratio of 0.3, whichever is less. Use I-Mix requirements for what is considered “industrial.”

DENSITY BONUSES

The SPI 21 contains Subareas with varying degrees of allowed building height and densities (expressed as floor area ratios). The existing rights should be retained, and additional density or height should be available as bonuses when the following are provided:

- Affordable, workforce or employer-assisted housing;
- Preservation of building facades built before 1946 along Lee Street and Ralph David Abernathy Boulevard;
- Preservation of entire buildings over 50 years old everywhere;
- No or reduced parking; or
- Public parking.
- These should be provided in addition to existing zoning bonuses and may require an increase in the “combined maximum floor area ratio with bonuses” identified in the code.

PRESERVATION INCENTIVES

Encourage the preservation of historic buildings by exempting all buildings or portion of buildings that are over 50 years from:

- Floor area ratio calculations; and
- Open space requirements.

STOREFRONT STREET GROUND FLOOR HEIGHTS

Current regulations establish streets where storefronts are required, yet lack any specific requirements related to the height of ground floor commercial space. This encourages some developers to reduce story heights to fit as many stories as possible within the height limits. This reduction is often detrimental to creating viable retail space, which typically needs an 18 to 22 feet floor-to-floor height. To address this, it is recommended that a minimum ground story floor-to-floor height of 18 feet be established along storefront streets.





5. Develop a strategy for expanding the West End Historic District to include Ralph David Abernathy Boulevard between Hopkins Street and Joseph E. Lowery Boulevard.

Today, this portion of Ralph David Abernathy Boulevard is within the National Register Historic District but lacks local designation and protection. In order to preserve the few remaining historic resources of this area and encourage the preservation of the small, locally-owned businesses within them, the City, local residents, business, and property owners should come together to develop a strategy that (at a minimum) establishes a plan for expanding the West End Historic District to protect these historic buildings, while still allowing more contemporary development on non-historic sites through more design-focused regulations. This process should incorporate the preservation incentives noted earlier, including the recommended 20-foot setback upper story additions to historic shopfront buildings. It should also consider the use of historic district Subareas in order to reflect the different patterns found in residential and commercial areas.

6. Update the West End and Oakland City Historic Districts.

The existing historic districts in the West End and Oakland City should be updated to address existing unclear regulations, encourage the preservation of historic duplexes and tri-plexes, address the design of accessory structures, and establish customized setback standards that are not tied to the underlying zoning.

STRATEGIES & NEXT STEPS

Efforts to implement change in the Subarea will need to be supported by solid strategies that identify tangible outcomes. First, the Atlanta BeltLine should consider establishing a Community

Assistance Office to assist existing businesses within the Subarea in the new developments and provide marketing help for the commercial spaces that will be part of the new mixed-use buildings. These developments could benefit from the proposed incentives (i.e. density bonuses or fee waivers) if some of the commercial space is dedicated to locally owned businesses.

Additionally, any new residential development should be required to include a portion of price-appropriate housing to ensure the development promotes the continued income diversity of Subarea 1. The recommendations call for providing density bonuses in exchange for additional price-appropriate units. Given that some sites will need to be rezoned, that could be part of the rezoning process (i.e., an overlay district or changing of the SPI zoning).

The use of MRC zoning likely will spur the investment to strengthen Subarea 1's vitality and viability. Ensuring a replacement of employment generating uses should be a priority for ABI and the City. Moreover, the unofficial Land Use Vision reflects detailed aspirations regarding land use, building heights, and more. This vision should be carefully considered, along with other policies and recommendations of this plan, during the review of rezoning applications and specific development proposals. Based on the recommendations provided on the draft Future Land Use Map, the Atlanta Beltline Land Use and Circulation Plan should be amended as shown.

Finally, the enforcement of existing historic and non-historic regulations should be improved Subarea wide. Resources should be dedicated to hiring and training practitioners who understand historic district regulations, along with other zoning standards. Increased penalties for violators should be considered in order to stop the illegal destruction of historic resources in the West End, Oakland City, and Adair Park neighborhoods.





NO.	ZONING RECOMMENDATIONS	PRIORITY
Goal A: Prevent encroachment and displacement.		
A1	Amend SPI 21 to better capture the community's vision.	1
Goal B: Preserve history, culture and arts.		
B1	Develop a strategy for expanding the West End Historic District to include Ralph David Abernathy Boulevard between Hopkins Street and Joseph E. Lowery Boulevard.	4
B2	Update the West End and Oakland City Historic Districts; to be led by the Community in partnership with the Urban Design Commission.	3
Goal C: Promote anti-displacement initiatives, diverse housing, mix of businesses, jobs and sound design.		
C1	Extend the Mechanicsville Neighborhood Special Public Interest District (SPI 18-SA7) with some restrictions to include Pittsburgh neighborhood parcels bound to the east by the Norfolk Southern rail line and to the west by Metropolitan Parkway.	2
C2	Support an "I-Mix" designation along Lee Street, Donnelly Avenue frontage lots.	1
Goal D: Produce incremental and transit-supportive development.		
D1	Increase the zoning at the Kroger Citi-Center site to MRC-2.	2



Image: Aerial view of Oakland City and West End neighborhoods
Source: McAfee3





AFFORDABLE HOUSING POLICY RECOMMENDATIONS

The national housing crisis, borne of the Great Recession of the last decade and the economic prosperity seen in some sections of the City, has impacted Atlanta residents and its lasting effects can be observed within the Subarea. The single most frequent concern voiced by the community was regarding displacement and the need for additional high-quality affordable housing.

In the face of the rapid appreciation of the ownership housing market, existing modest-income homeowners earning 80% of area median income (AMI) and below are vulnerable to the impacts brought on by steep escalations in housing prices. As the market value of homes increase, housing costs will increase and homeowners will experience higher real estate taxes. In addition, homeowners may face market and investor pressure to sell their homes as housing demand increases in the study area.

Similarly, the existing rental supply shortage at the lowest income thresholds, contracting rental pool incentivized by the “flipping” market, and rising rental rates have adversely affected pressure on existing households earning 50% of AMI and below. Those households face the possibility of having to source new rental options in an already tight market. Current trends indicate that already displaced renter households are seeking housing alternatives as close to the study area as possible. Even more, most of these renter households are already cost-burdened and will have to rely on the limited availability of income-controlled units if they are displaced and want to remain in the Subarea.

These factors have placed households in extremely vulnerable positions. Hence, the policy recommendations outlined below, have been created to increase affordable rental units, encourage renovation and preservation of existing rental housing in the Subarea; and, assist homeowners in preserving their homes through addressing maintenance, providing financial

assistance for modernization/upkeep, and raising homeowners’ awareness against speculator rhetoric and tactics.

In addition to the affordable housing-specific policy recommendations, there are other policy recommendations to consider including:

- **Establish a dedicated neighborhood Community Assistance Office (COA) or resource office presence to help businesses and residents navigate various programs designed to enhance affordability within the community.**

- » Physical location that offers awareness and assistance to:
 - ☐ Existing businesses accessing current assistance programs;
 - ☐ All businesses seeking workforce training for employees;
 - ☐ Residents seeking job training/ skills development; and,
 - ☐ Residents who desire to maintain and/or find appropriate housing (detailed in housing recommendations).
- » Create a funding or service strategy for dedicated staff to implement economic development and housing outreach efforts. Consider partnering with one or more of the following to achieve this funding and service strategy:
 - ☐ Existing Community Improvement District (CID)
 - ☐ Existing business/civic associations
 - ☐ Nonprofit Foundations
 - ☐ Atlanta Housing Authority (AHA)
 - ☐ Atlanta BeltLine Partnership
 - ☐ City of Atlanta
 - ☐ Invest Atlanta
 - ☐ Business Improvement District (BID)





● **Preserve existing rental affordability.**

- » Consider first right of refusal of purchase of existing multifamily properties that are funded with any public financial resources. At a minimum, this first right of refusal should have the following components:
 - ❑ City/ABI/other public entity must be notified before sale of the multi-family property and have the option to purchase the property at formulaic or agreed price.
 - ❑ If City/ABI/other public entity exercises right, it would become owner and could maintain an appropriate level of affordability.
 - ❑ The units may be transferred or resold to affordable housing entity/housing authority.
 - ❑ City/ABI/other public entity can waive right by not purchasing.

(See: [Example](#))

● **Establish a multifamily rehabilitation fund.**

- » Low OR no interest loans and/or grants to rehabilitate market rate multifamily housing units in exchange for a commitment to maintain affordability for a set period of time for a set number of units (e.g., 25% of units at 60% of AMI for a minimum of 15-20 years).
- » Consider combining the loans/grants with the City’s Community Development Block Grant (CDBG/HOME) programs or other public funds to ‘stack’ benefits to be able to provide deeper subsidies.
- » Look for other income streams to augment the rehabilitation fund package.

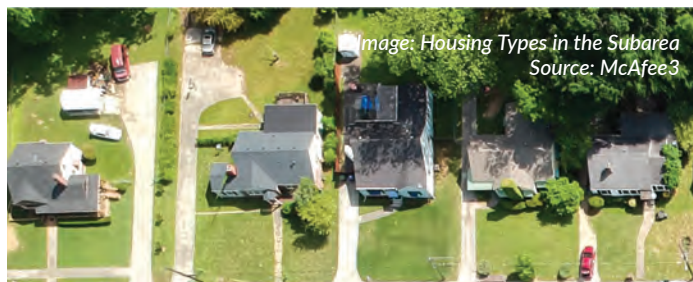
(See: [Example](#))

● **Preserve affordability for existing homeowners.**

- » City of Atlanta staff or other providers to reach out to income-qualifying homeowners to assure they are aware of existing programs:
 - ❑ Part of the Community Assistance Office (CAO).
 - Electronic and direct outreach, elicit trusted community stakeholder outreach support, consider door-to-door pamphlets or other face-to-face interactions.
 - ❑ Can partner with local community organizations on existing efforts.
 - ❑ Market existing programs (e.g. Property tax abatement; Owner-Occupied Rehab (OOR), etc.; Housing modernization for seniors program).

● **New construction of affordable rental units.**

- » Monitor impact of inclusionary zoning policy to determine effectiveness in meeting targeted affordability goals and the potential for supplementary tools (e.g., up-zoning, targeted incentives, etc.).
- » Consider participating in an Affordable Housing Loan Fund or a Buy Down Grant Fund that encourages the creation of quality affordable housing.





• **Development of New Ownership Affordability.**

- » Consider expansion of the Community Land Trust model for Beltline/SA1/West End LCI OR utilize the (CLT) Land Trust to implement a local program.
 - ❑ CLT acquires land and maintains ownership;
 - ❑ New housing sold to end user at affordable rate when combined with down payment assistance;
 - ❑ Any resale is for house only at a pre-determined formula; and,
 - ❑ Can put caps on how much the end user collects from appreciation (e.g. can capture 5% of appreciation for each year living in unit).

(See: [Example](#))

- » Consider enhanced use of the City of Atlanta’s Missing Middle Housing ordinance, tiny homes, accessory dwelling units, etc. within the BeltLine TAD and Planning Area policies that allow smaller-scale ownership housing.
 - ❑ Cottage Housing (e.g. smaller units clustered on small lots often facing into a shared courtyard).
- ❑ Greater use of internal accessory dwelling units (e.g. granny flats/English basements; separated units within existing homes that have separate entrances with full facilities)

(See: [Example](#))

- » Continue marketing and advertising existing purchase assistance programs.

• **Age in place assistance.**

- » Have COA staff or affiliated stakeholders educate seniors on predatory purchase practices:
 - ❑ Protection from purchase schemes.
- » Consider creating a home buying program through ABI/Foundation or other stakeholders that transitions elderly homeowners into new cottage/small yard units, allowing them to capture the value of their existing homes to pay for the new, lower-maintenance units.
 - ❑ ABI/Foundation enters partnership with owner to rehab and sell existing unit;
 - o Owner moves into new cottage/small yard unit using existing home as collateral;
 - o Existing home rehabbed and sold on market;
 - ❑ ABI/Foundation or other stakeholder recaptures rehab costs + 10%;
 - ❑ Remaining value used to purchase new home; and,
 - ❑ Any remainder given to homeowner to use as necessary.
(e.g. Property tax abatement; Owner-Occupied Rehab (OOR), etc.; Housing modernization for seniors program)

• **Development of New Affordable Housing (rental or ownership).**

- » Continue to utilize the Beltline TAD to support affordable housing developments.
 - ❑ Look for additional resources to support the creation/preservation of affordable housing.





FUTURE MOBILITY

As the Subarea evolves to become more densely populated with a higher concentration of businesses and employment, the demands on the mobility network will grow. Where currently there is minimal traffic congestion, without changes to how residents, employees, business owners, and visitors get around, more traffic and congestion can be expected in the future. Ways to mitigate neighborhood traffic congestion should be explored; for example neighborhood permit parking. Ultimately public investment and policies will need to be developed to further encourage alternative modes of transportation.

In meetings, community members and stakeholders regularly cited the need to increase safety and provide better access for non-drivers to retain and grow businesses. Their overall feedback yielded five (5) mobility goals to guide the overall recommendations.

Mobility Goals

To achieve the vision of safe and appealing mobility options, prioritized goals need to be strategically established and applied to various ideas for improving the transportation infrastructure. Revised goals were established from the original plan, informed by survey results, and input from community members and stakeholders. Five key goals have been identified:

- 1. Increase safety** - The Subarea has experienced a loss of at least one dozen lives related to mobility incidents since the initial Subarea Master Plan from 2010. It is essential to focus on this issue to prevent future losses.
- 2. Support economic activity** - Successful businesses need customers and employees who can easily access the establishments. Streets, sidewalks, and LIT lanes must all be designed to achieve this important goal.
- 3. Enhance placemaking** - A sense of place is essential to the human spirit and transportation design should incorporate with land uses and urban design principles to create appealing places people are proud to call theirs.
- 4. Provide appealing alternatives to driving** - Increasingly dense districts will generate rich neighborhood services as well as a demand for transportation. To prevent vehicular congestion from obstructing the fluid movement of traffic throughout neighborhoods, appealing alternatives to driving must be provided; including sidewalks and trails.
- 5. Ensure access to meaningful destinations** - Getting to a destination is why trips are made, and the journey should be safe and pleasant. Those who lack safe access to schools, jobs, housing, and healthcare must be prioritized in future transportation investments.

These goals were derived from the evaluation of the existing conditions of Subarea 1 and feedback from the community at the many outreach events. These goals informed the overall mobility recommendations. The recommendations consider future projects already programmed (funded) including those from the More MARTA Program, Cycle Atlanta 2.0, Renew Atlanta TSPLOST, and FTA grants.

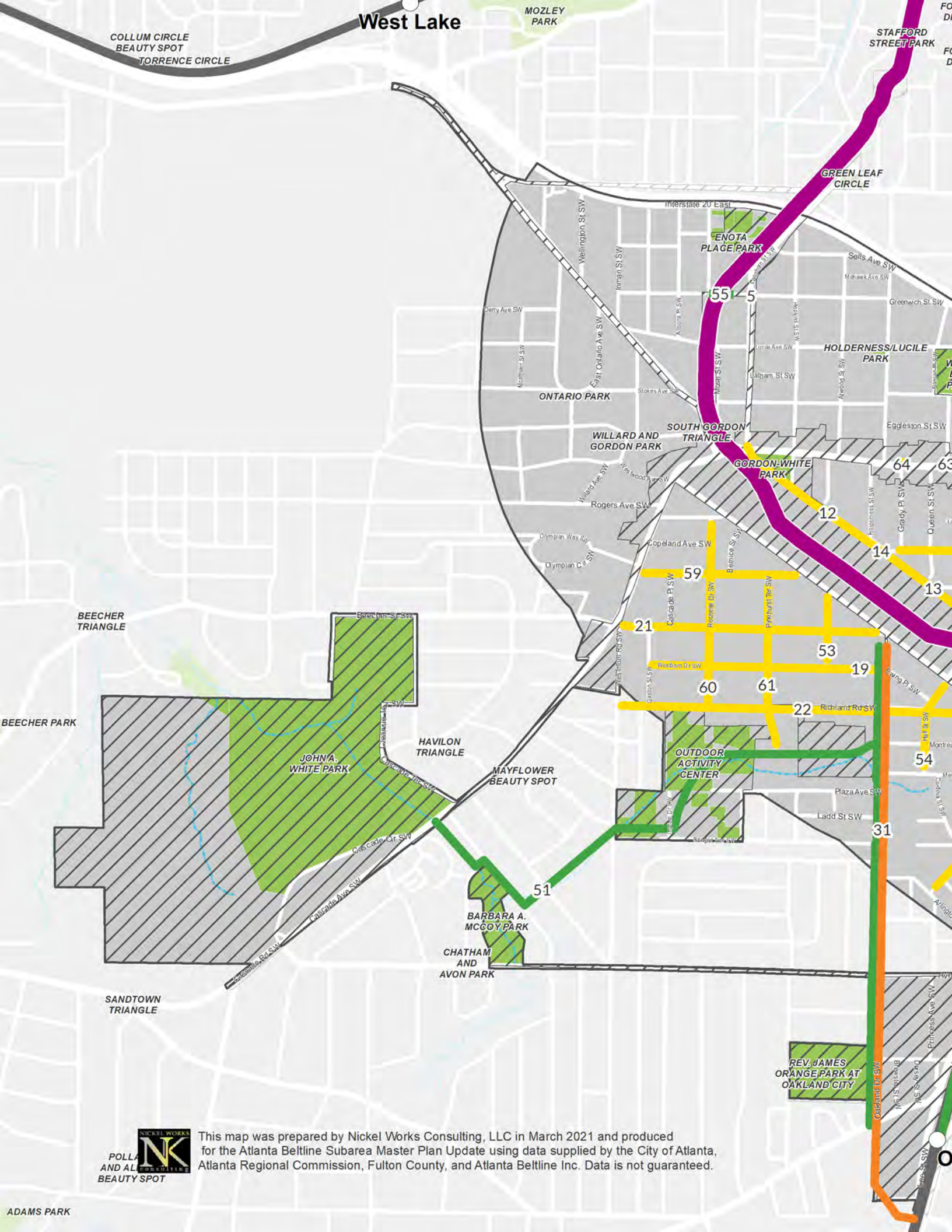
MOBILITY RECOMMENDATIONS

Below are highlights of recommendations based on mode of travel.

Pedestrian, Wheelchair, Bicycle, Scooter Circulation

Safety and decency dictate a prioritization on ensuring that the most vulnerable roadway users are protected. This means focusing on sidewalks and LIT lanes first. An uninterrupted network of sidewalk built to ADA standards is a key recommendation of this Master Plan Update. Sidewalks also benefit transit users and children under 12 who are learning to bicycle. LIT lanes encourage people to consider a bike or scooter trip as alternatives to driving short distances. Moreover, sidewalks and LIT lanes provide vital access to the transformational investment that is the BeltLine and ensures that all residents enjoy the benefits.





West Lake

COLLUM CIRCLE
BEAUTY SPOT
TORRENCE CIRCLE

MOZLEY PARK

STAFFORD STREET PARK

GREEN LEAF CIRCLE

ENOTA PLAGE PARK

HOLDERNESS/LUCILE PARK

ONTARIO PARK

WILLARD AND GORDON PARK

SOUTH GORDON TRIANGLE

GORDON-WHITE PARK

BEECHER TRIANGLE

BEECHER PARK

JOHN A. WHITE PARK

HAVILON TRIANGLE

MAYFLOWER BEAUTY SPOT

OUTDOOR ACTIVITY CENTER

BARBARA A. MCCOY PARK

CHATHAM AND AVON PARK

REV. JAMES ORANGE PARK AT OAKLAND CITY

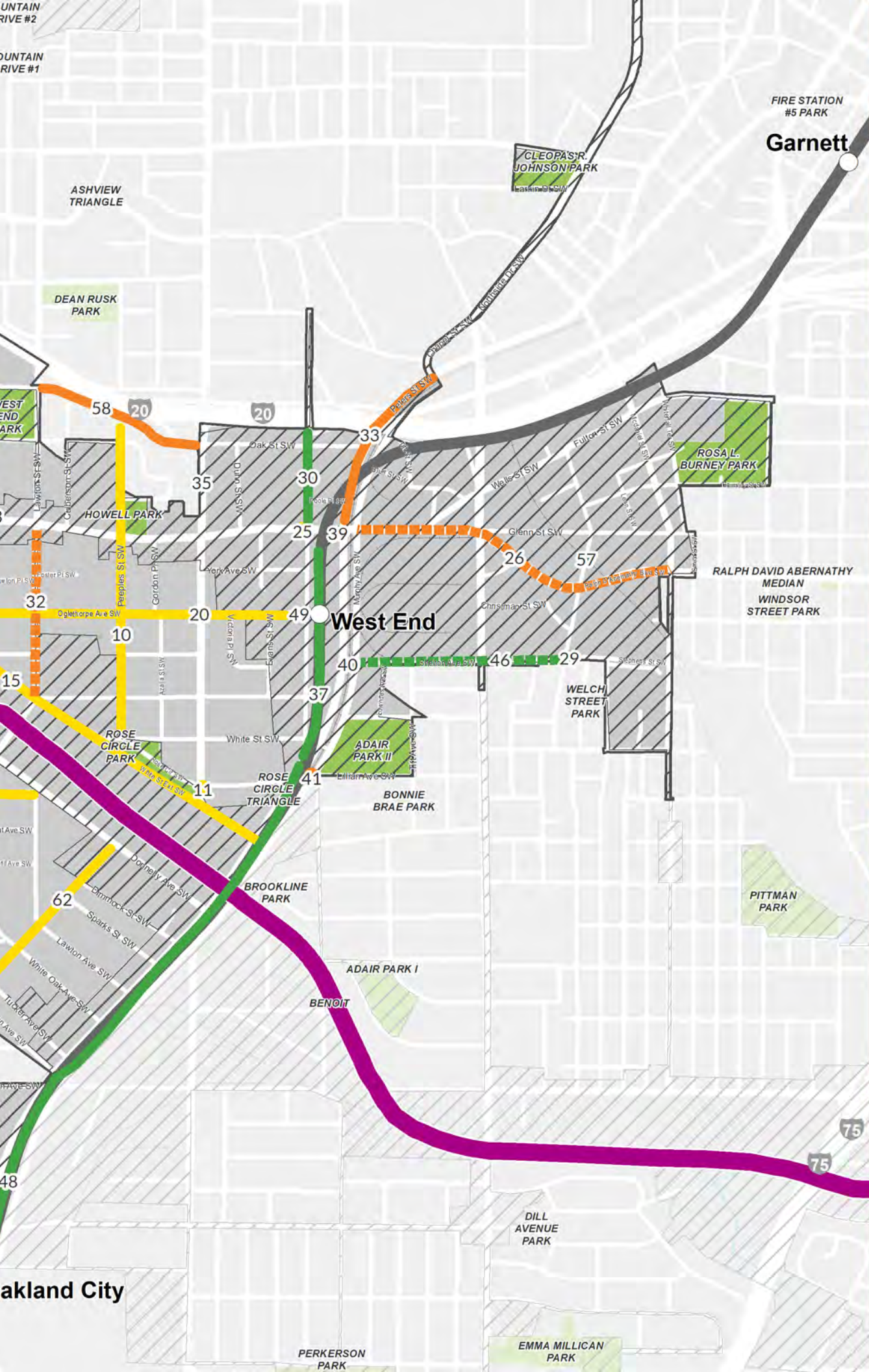
SANDTOWN TRIANGLE



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POLLARD AND ALLEN BEAUTY SPOT

ADAMS PARK



Circulation Plan: Bike and Pedestrian Map

Atlanta BeltLine Subarea 1

- Atlanta BeltLine Corridor**
- Transit Alignment
 - Transit Alignment Option
 - Atlanta BeltLine Tax Allocation District (TAD)
 - MARTA Stations
 - MARTA Rail Line
 - Parks
 - Bike Lane
 - Bike Lane Improvement
 - Multiuse Trail
 - Trail Connection
 - Sidewalk
 - Sidewalk Improvement



1 inch = 1,300 feet



Key Pedestrian / Wheelchair / Bike / Scooter Recommendations

1. Reimagine the right of way on major arterials like Ralph David Abernathy Blvd into “Great Streets” to achieve the goals of this study (safety, economic activity, placemaking, and encourage alternatives to driving).

The focus for these redesigns must balance the need for through travel with the need for residents, employers, and visitors to safely arrive at their destinations. While not much investment is required, some of the same concepts also apply to minor arterials (e.g. Joseph E. Lowery Blvd) and even to neighborhood streets (Peoples Street, Sells Avenue, et al.)

2. Pedestrian safety should be a top priority and a comprehensive sidewalk and crosswalk study within the Subarea should be conducted to assess the existence and condition of pedestrian facilities.

While most LIT lanes are new and in good condition, most sidewalks and many crosswalks are in need of investment. When crosswalks are upgraded, ADA ramps must also be upgraded. The list below is not comprehensive but seeks to identify priority locations with highest observed pedestrian activity (including the use of wheelchairs).

3. Repair or replace sidewalks on major corridors and, preferably, create a buffer (grassy boulevard or a LIT lane) between the wheelchair or people walkway and the automobile travel lanes.
4. Add ADA ramps to non-compliant intersections. While many intersections in the neighborhood lack ADA amenities, those that do are often non-compliant (e.g., lacking sufficient flares or warning bumps for the visually impaired).

5. Identify streets in Bush Mountain and

Oakland City where sidewalks can be structured to provide accessibility to wheelchairs and direct access to the BeltLine (e.g., Peoples, Oakland, Lawton, Hall, Bernice, Hopkins, Atwood, Beecher, Oglethorpe, Sells, Peoples, Richland, South Gordon and Willard).

6. Create or upgrade crosswalks at all intersections and provide neighborhood access to the BeltLine along White Street, Donnelly Avenue, and Langhorn Street (including crossings at Sells Avenue and Greenwich Street), and at Ralph David Abernathy Boulevard.
7. Create a sidewalk on the south side of White Street and clear access to the BeltLine at multiple points through existing privately-owned parcels.



Image: Joseph E. Lowery at White Street showing lack of sidewalk and safe crossing

8. Build pedestrian tunnel beneath railroad tracks at Shelton Street to access the West End Station and on Humphries Street in Mechanicsville to provide access to Pittsburgh entrance to BeltLine.
9. Build the West End to Fort MacPherson multiuse trail on the west side of Lee Street and continue it to Atlanta University Center.
10. Build a multiuse trail connecting John A White Park, Barbara A. McCoy Park, the Outdoor Activity Center to the BeltLine via Oakland Drive, tentatively called the “Bush Mountain Trail.”





11. Add LIT lanes on Joseph E. Lowery Blvd between Ralph David Abernathy Blvd and White Street. (See above)

12. Add LIT lanes on Oakland Drive connecting Oakland City Station to BeltLine near Lawton. (See above)

13. Add LIT lanes on Oak Street between Joseph E. Lowery and West Whitehall. (See above)

Motorist - Vehicular Circulation

Generally, improvements for motorists will come in the form of safety enhancements which will reduce the number of crashes. It should be noted that all mobility investments, including those in non-driving modes, have the side effect of either slowing car travel or reducing the number of trips taken by cars; which, in turn, reduces congestion from the levels it would be without those interventions.

Key Motorist Recommendations

14. Consider replacing outdated traffic signals on low volume streets in the Subarea with four-way stop signs.

Traffic signals are inefficient at managing low volume traffic – they encourage speeding in the green direction and cause unnecessary delay in the red direction. They also add to maintenance issues with City of Atlanta’s

Department of Public Works. Recommended changes would be implemented at:

- Avon Avenue at Westmont Road and again at Oakland Drive;
- Donnelly Avenue at Oakland Drive and again at Lawton Street;
- Joseph E. Lowery Blvd at Oglethorpe Avenue and again at Beecher Street; and,
- Oak Street at Lawton Street.

The City of Atlanta typically requires a traffic study to remove signals. Consider combining traffic signal removal at the same time as evaluating the addition of traffic calming strategies on key streets.

15. Create left turn lanes on what are currently four or five lane streets without them.

This applies primarily to Lee Street, Ralph David Abernathy Boulevard, and Cascade Avenue. On congested streets without left turn lanes, the two center lanes become *de facto* left turn lanes. This is inefficient use of the right of way and creates safety concerns.



West Lake

MOZLEY PARK

COLLUM CIRCLE
BEAUTY SPOT
TORRENCE CIRCLE

20

STAFFORD
STREET PARK

GREEN LEAF
CIRCLE

ENOTA
PLACE
PARK

8 HOLDERNESS/LUCILE
PARK

ONTARIO PARK

WILLARD AND
GORDON PARK

SOUTH GORDON
TRIANGLE

GORDON-WHITE
PARK

ATWOOD
STREET PARK

QUEEN AND
BEAUTY S

BEECHER
TRIANGLE

BEECHER PARK

JOHN A.
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ORANGE PARK AT
OAKLAND CITY



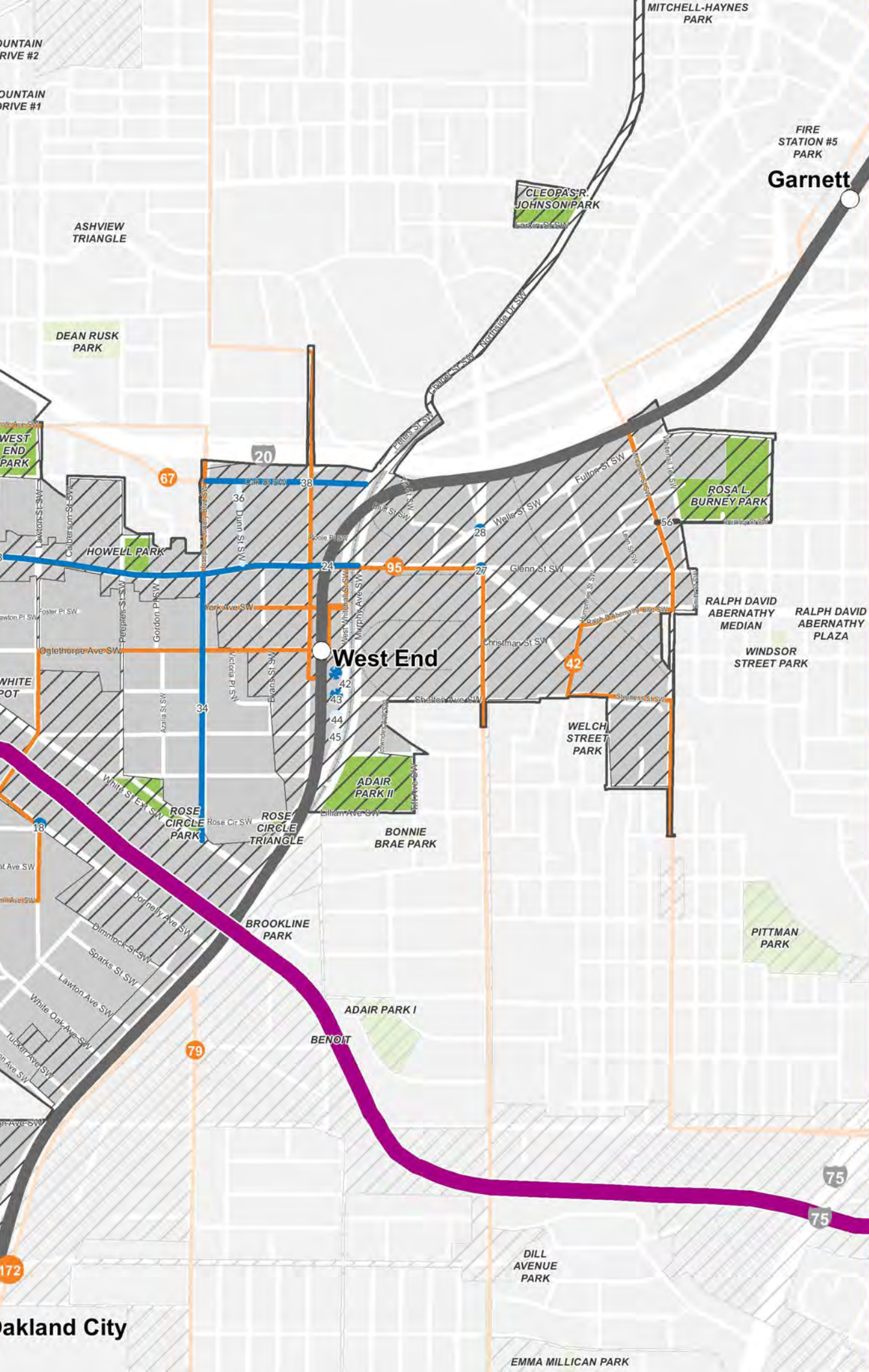
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POLLARD
AND ALBANY
BEAUTY SPOT

162

81

83



Circulation Plan: Vehicular Map

Atlanta BeltLine Subarea 1

- Atlanta BeltLine Corridor**
- Transit Alignment
 - Transit Alignment Option
 - Atlanta BeltLine Tax Allocation District (TAD)
 - MARTA Stations
 - MARTA Rail Line
 - Parks
 - Improvements
 - Retrofit Avenue
 - Retrofit Avenue extension
 - Retrofit Avenue with median
 - Street
 - Street Connection
 - Street Extension
 - Trolleyline
 - Existing Bus Routes



1 inch = 1,300 feet



- 16. Reduce the number of travel lanes from six down to two plus left and right turn lanes at intersections on Langhorn Street.**

This would retain all existing access but tend to slow traffic down by design (without speed bumps) so that all users could enjoy the benefits of a safer and more beautiful street.

- 17. Reconfigure incoherent poorly aligned along Ralph David Abernathy Boulevard at Cascade Avenue/Langhorn Street/White Street and again at Metropolitan Avenue/Glenn Street.**

Uncertainty at these intersections is caused by outdated technology governing an overly complicated intersection. Focus should be made on protecting non-vehicular modes and clarifying for drivers where they and other cars are going.

- 18. Connect Bridges Ave to Westmont Road with vehicular access as part of the Bush Mountain Multiuse Trail.**

- 19. Evaluate neighborhood vehicular speeds and traffic calming measures on a neighborhood-wide level, not on a street-by-street level, so that one street's decisions do not negatively impact the next street over.**

This will require a separate neighborhood-wide plan to be conducted by the City of Atlanta. A 20-mph speed limit is recommended for all neighborhood streets and a 25-mph speed limit is recommended for all major arterial streets. These changes will require action by the Georgia Legislature to enable cities to set their own speed limit. In the meantime, neighborhood based campaigns with signs asking drivers to slow down would invite change without penalty.

- 20. Require new developments in the Mechanicsville area to build new streets connecting to the grid in a rational fashion.**

Transit

Increased transit use will be critical to counter the increased demand for travel brought about by a higher density of residents, businesses, and retail opportunities. Although today, transit needs are relatively well-met in the Subarea, improvements to the user experience will help MARTA retain and attract ridership. MARTA also needs to ensure that bus operations become aligned with the operations of the future streetcar when it arrives on the Southwest BeltLine.

Key Transit Recommendations

It should be noted that the BeltLine rail project is not currently fully funded, and costs could run as high as \$100 million per mile – for the ten miles from Downtown to Greenbriar that would be \$1 billion. Because of the high cost, Atlanta should seek federal funding. But there is intense competition from other cities for the same federal dollars. To justify the costs, federal evaluators require that land use near transit stops be as high density as possible for both residential and business uses to support the investment. This density is the foundation of the transit ridership. Without enough riders there will be no transit grant. Without a grant there will be no light rail transit. To sum it up: *we need density to justify and support BeltLine rail transit.*

- 21. Ensure pedestrian crosswalks (with additional safety measures appropriate to the type of street being crossed) are located at or near bus stops so riders have a safe means to access their stops.**

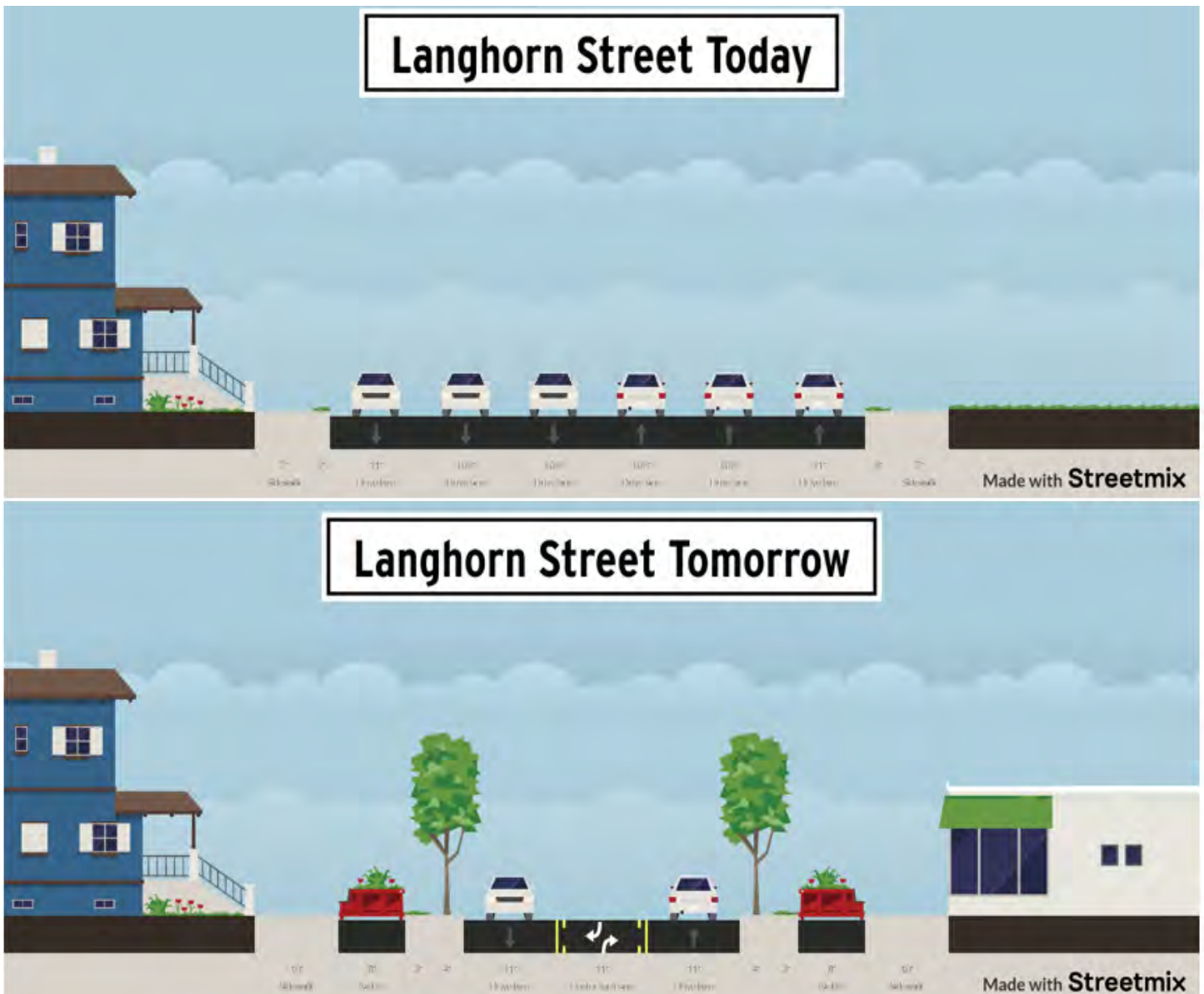
- 22. Consider discussing with MARTA a reduction in the number of bus stops to speed up travel times.**





- 23. Increase the number of stops with transit shelters/seating options and real-time arrival information.
- 24. Provide dedicated transit lanes near West End MARTA station to keep buses on time.
- 25. Provide enhanced transit access to the BeltLine on Lee Street or Murphy Street.

26. If LRT (Light Rail Transit - aka Streetcars) is the preferred mode for More MARTA's Campbellton Road High Capacity Transit Project, then continue the service through Oakland City Station to provide a one-seat ride from Greenbriar to Downtown Atlanta.



West Lake

MOZLEY PARK

COLLUM CIRCLE
BEAUTY SPOT
TORRENCE CIRCLE

STAFFORD
STREET PARK

GREEN LEAF
CIRCLE

ENOTA
PLACE PARK

HOLDERNESS/LUCILE
PARK

ONTARIO PARK

WILLARD AND
GORDON PARK

SOUTH GORDON
TRIANGLE

GORDON-WHITE
PARK

ATWOOD
STREET PARK

QUEEN AND
BEAUTY S

BEECHER
TRIANGLE

BEECHER PARK

JOHN A.
WHITE PARK

HAVILON
TRIANGLE

MAYFLOWER
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OUTDOOR
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CHATHAM
AND
AVON PARK

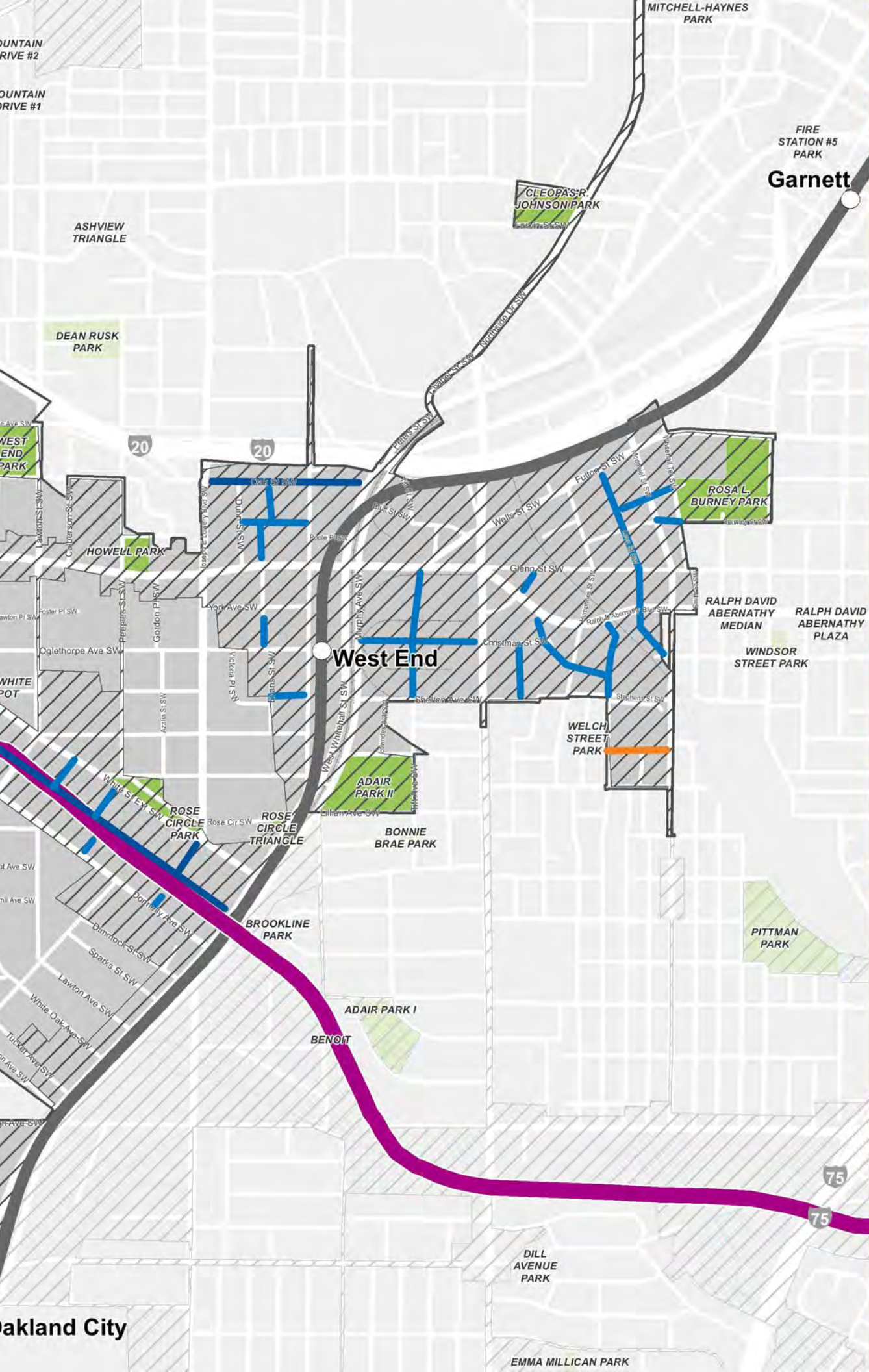
REV. JAMES
ORANGE PARK AT
OAKLAND CITY



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POLLARD
AND ALBANY
BEAUTY SPOT

0



Street Framework Plan

Atlanta BeltLine Subarea 1

- Atlanta BeltLine Corridor**
- Transit
 - Transit Alignment
 - Atlanta BeltLine Tax Allocation District (TAD)
 - MARTA Stations
 - MARTA Rail Line
 - Parks
- Subarea Street Framework Plan**
- Avenue Residential
 - Avenue-Mixed Use
 - Boulevard-Mixed Use
 - Street-Multifamily
 - Street-Single Family



1 inch = 1,300 feet



Image: MARTA Bus in the Subarea
Source: Saporta Report



Image: Bike rider at Atlanta Streets Alive event in the West End
Source: Atlanta Bicycle Coalition



Implementation Priorities and Strategies

After the goals from the original Subarea 1 Master Plan were prioritized based on community feedback and stakeholder input, strategies for each goal were developed. The universe of recommendations from the community, stakeholders, and subject matter experts were then assessed based on the goals. Project feasibility was also considered – especially as it related to funding.

The Mobility Action Plan lists recommendations that achieve the goals. Recommendations were based on community input in consultation with technical experts and the public agencies responsible for implementation. Atlanta BeltLine, Inc. is not responsible for implementing recommendations in the Action Plan List; the organization works strategically to make public partners aware of community input through the Action Plan List. The priorities are based on the main concerns of the community and are ordered 1 through 5 with 1 as a short-term priority and 5 as a long-term priority. Emphasis was placed on those projects deemed to enhance pedestrian safety.

Image: MARTA Mobility van spotted in the Subarea
Source: McAfee3





MAP ID	MOBILITY RECOMMENDATION	PRIORITY
Goal A: Increase Safety.		
1	Cascade/Westwood/Donnelly; Narrow the intersection, remove at least one driveway to Church's Chicken and lighting interventions	5
5	Langhorn/Greenwich; Install pedestrian crossing with HAWK signal	3
9	Hopkins at RDA; Install pedestrian crossing with HAWK signal	2
10	Peeples/Lucille to Peeples/White; Complete sidewalks on both sides of street	4
11	White/Rose Circle; ADA accessible pedestrian crossing with flashing beacon	1
12	White/Atwood; ADA accessible pedestrian crossing with flashing beacon	1
13	White/Matthews/Queen; ADA accessible pedestrian crossing with flashing beacon	3
14	White/Oglethorpe; ADA accessible pedestrian crossing with flashing beacon	3
15	White/RDA to White/Lee; Complete sidewalk on south side of the street. Medians with plantings and refuge islands	5
16	Donnelly/Beecher/Oakland; Reconfigure Beecher to T into Donnelly; and remove right slip-lane.	3
17	Donnelly/Oglethorpe; Reconfigure Oglethorpe to T into Donnelly	3
18	Donnelly/Lawton; Reconfigure Lawton to T with Donnelly	3
19	Build or repair sidewalks throughout Bush Mountain and Oakland City; add traffic calming measures (*Priority changed from 4 to 3)	3
20	Oglethorpe/White to Oglethorpe/Lee; Build or repair sidewalks	4
21	Beecher/Cascade to Beecher/Donnelly; Build or repair sidewalks	4
22	Richland/Westmont to Richland/Donnelly; Build or repair sidewalks	4
25	RDA/Lee; Reduce width of northbound right turn considering needs of buses; install pedestrian scramble phase to traffic signal at intersection	2
35	Lowery/Oak to Lowery/RDA; Midblock crossing with Pedestrian Hybrid Beacon	3
40	Shelton Crossing; Install bike/pedestrian tunnel connection to West End Station	2
49	Oglethorpe/Lee; Enhanced pedestrian crossing with direct station access	1
53	Atwood/Donnelly to Atwood/Westboro; Complete sidewalks on both sides of street	4
54	Hall/Donnelly to Hall/Merrill; Complete sidewalks on both sides of street	4
55	Greenwich to Enota Park; Formalize connection between Greenwich and Enota Park across the BeltLine	1
59	Allegheny/Cascade to Allegheny/Donnelly; Complete sidewalks on both sides of street	4
60	Rochelle/Oglethorpe to Rochelle/Richland; Complete sidewalks on both sides of street	4
61	Pinehurst/Allegheny to Pinehurst/Montreat; Complete sidewalks on both sides of street	4
62	Peeples/Donnelly to Peeples/Arlington; Complete sidewalks on both sides of street	4
63	RDA/West End Place (west leg); Install crosswalks	1
64	RDA/Grady Place (east leg); Install crosswalks	1





MAP ID	MOBILITY RECOMMENDATION	PRIORITY
Goal B: Support Economic Activity.		
23	RDA/Cascade to RDA/Lee; Reduce to one thru lane eastbound and westbound with center turn lane; create two-way cycle track on south side of RDA	1
37	Lee/RDA to Lee/West Whitehall; Multiuse trail along the western right-of-way to allow access to neighborhoods, limit vehicle conflict points at MARTA, and connect to development at the AUC.	1
38	Oak/Lowery to Oak/West Whitehall; Reconfigure with one vehicle lane in each direction and designated left-turn lane and add protected bike lanes; Restore to two-way between Lee and West Whitehall.	2
48	Lee/West Whitehall to Lee/Oakland City Station; Convert to 3 lanes with center turn and multiuse path	1
Goal C: Enhance placemaking.		
2	Cascade/Westwood to Cascade/RDA; Reconfigure Cascade to narrow vehicle travel lanes and include bike lanes	1
6	Langhorn; Reduce to one thru lane northbound and southbound with center turn lane and median plantings; formalize on-street parking on east side of Langhorn; create two-way cycle track on south side of RDA	1
24	RDA/Lee to RDA/Murphy; Reduce to one thru lane eastbound and westbound with center turn lane; create 2-way cycle track on south side of RDA	1
26	RDA/Murphy to RDA/McDaniel; Street beautification with bike/ped safety features	1
30	Lee/Park to Lee/RDA; Reconfigure Lee Street to include multiuse path on west side of street in conjunction with development at Mall of West End	1
31	Oakland/Donnelly to Oakland/Lee; two-way protected cycle track or multiuse trail guided needs of community	1
31	Oakland/Donnelly to Oakland/Lee; Traffic calming	1
34	Lowery/RDA to Lowery/White; Reduce to one thru lane northbound and southbound; add bike lanes; re-time signal at RDA/Lowery to allow northbound and northbound left turn their on phase to enable bike lanes to connect to south side of RDA	1
39	RDA at train underpass; Replace bridge to provide safer bike/ped/transit access	1
47	Sells Avenue at I-20; Close onramp to I-20	2
Goal D: Provide appealing alternatives to driving.		
8	Neighborhood-wide; Coordinate with City of Atlanta on Citywide sidewalk assesment that is underway on neighborhood sidewalk assesment; Focus on traffic calming measures in Oakland City on Peeples, Oakland, Lawton, Hall, Bernice, Hopkins, Atwood, Beecher, Oglethorpe, Sells, Peeples, Richland, South Gordon and Willard.	3
29	Study feasibility of connecting Humphries/RDA to points south; Neighborhood greenway connecting upper Mechanicsville to Gideons Elem. and BeltLine; gain neighborhood consensus	4
32	Lawton/RDA to Lawton/White; Explore bike lanes on street and open alley-way in rear of parcels to accommodate parking	4
33	Whitehall/RDA to points north; Protected bike lanes	2
58	Lucile/Lawton to Lucile/Joseph Lowery; Restore to 2-way with protected bike lanes	3





MAP ID	MOBILITY RECOMMENDATION	PRIORITY
Goal E: Ensure access to meaningful destinations.		
3	RDA/Cascade/Langhorn/White/Muse; Reconfigure intersection for bike/ped/transit safety	1
4	Langhorn/Sells; All-way flashing red traffic signal	1
7	Langhorn/Sells; Reconfigure Sells Avenue/Langhorn Avenue into a T-Intersection	3
27	RDA/Metropolitan/Glenn/Bronner Brothers Way; Rebuild intersection with focus on safety and mobility for all users	1
28	Metropolitan/Wells; Rebuild intersection with focus on safety and mobility for all users	1
36	Dunn/Oak to Dunn/RDA; Remove double-yellow line, install bulbouts at designated parking areas	3
41	Lee/Allene/Murphy; Explore bike/ped/pedestrian (coordinate with Subarea 2)	1
42	Extend Route 1 or Route 58 from current terminus at West End Station to future terminus at Oakland City Station	5
43	Extend Route 172 or Route 79 from current terminus at Oakland City Station to future terminus at West End Station	5
44	West End Station; Review pedestrian circulation patterns and ticketing. Pedestrians should be able to directly enter station from Oglethorpe Avenue.	2
45	All routes; Provide shelters and real-time info at major stops	5
46	Shelton/Murphy to Shelton/Humphries; Neighborhood greenway to connect to Shelton underpass	2
50	Alleys in Subarea; Daylight alleys for parking instead of on street	5
51	Oakland Drive/Merrill to John White Park; Build a Multiuse Trail through Bush Mountain linking the Westside Trail to neighborhoods and the Atlanta Black Crackers Ball Field, Hartnett Elementary School and Community Garden and West End Watershed Alliance (WAWA)	1
52	Bridges to Westmont; Connect Bridges Ave to Westmont at new intersection	5
56	Crumley/Windsor to Crumley/McDaniel; Connect Crumley Street from Windsor to McDaniel include sidewalks	4
57	Humphries at RR; Pedestrian tunnel (allows alternative N/S connection to BeltLine between McDaniel and Metropolitan)	5





FUTURE PARKS AND GREENSPACE

While the Atlanta BeltLine is not responsible for the maintenance or upkeep of the City’s parks and greenspaces, they are essential resources to the Subarea and complement the existing Westside Trail. The parks and greenspace recommendations identified align with the 11th guiding principle – provide a variety of public spaces - and defines three aligned subgoals. Additional recommendations were provided by community input, technical expertise and in coordination with appropriate regulatory agencies. The priorities are based on the main concerns of the community and are ordered 1 through 5 with 1 as short-term priority and 5 as a long-term priority.



NO.	PARKS & GREENSPACE RECOMMENDATION	PRIORITY
Goal A: Promote sustainable living.		
A1	Continue activities on the BeltLine that promote health benefits.	4
Goal B: Provide a variety of public spaces.		
B1	Complete the Enota Park development.	1
B2	Complete the Envision: ATL Parks and Recreation Comprehensive Plan to highlight priorities for existing parks, identify new/proposed parks, and establish a current directory for the amenities within each park.	2
B3	Connect existing parks to Atlanta BeltLine Westside Trail be established pedestrian walkways through the neighborhoods; focus: John A. White Park and pedestrian walkways at the entrance from the neighborhood	2
B4	Identify desired amenities for existing parks.	5
Goal C: Better maintenance of the existing parks’ aesthetic.		
C1	Work with the City of Atlanta Department of Parks and Recreation to ensure consistent upkeep and to report issues/concerns.	1
C2	Work with NPU and neighborhood associations to develop a volunteer cleanup schedule.	3



FUTURE ARTS & CULTURE

The ACSIP presents a framework for ABI to transition from a mostly single-focus linear gallery initiative in Art on the Atlanta BeltLine (AoAB) to a multi-layered arts and culture program that includes AoAB and much more. The overarching themes expressed during the planning process align with the themes of the ACSIP. To guide this transition, the ACSIP includes the following recommendations that represent key elements

of an integrated approach to arts, culture, and community development in which arts and culture are infused throughout BeltLine initiatives and create mutually beneficial strategies in all ABI endeavors. The recommendations specific to Subarea 1 are outlined in below. The priorities are based on the main concerns of the community and are ordered 1 through 5 with 1 as short-term priority and 5 as a long-term priority.

NO.	ARTS & CULTURE RECOMMENDATIONS	PRIORITY
Goal A: Programs – Define the role of art and educational programming.		
A1	Review the outreach and program elements of Art on the BeltLine.	1
A2	Develop a placemaking and local community art program that offers space and implementation support on the BeltLine and in adjacent community areas.	3
A3	Create an annual or biannual event to showcase local artists, craftspeople, music, dance and educational STEAM initiatives in an environment-specific event.	3
A4	Support educational, historic, and cultural tours and programming tied to neighborhoods.	4
Goal B: Spaces – Explore public spaces, design and art, pathways, connections, and accessibility.		
B1	Create/collaborate on a program that utilizes vacant spaces for pop-up and temporary studios and pop-up business uses in the corridor.	2
B2	Develop a wayfinding program that highlights community spaces, provides interpretive information, and points the way to community businesses; focus on distinguishing historic intown neighborhoods through signage(i.e. Oakland City and Bush Mountain)	1
B3	Focus ABI efforts on affordable housing and artists' live/work spaces as well as nonprofit affordable space.	2
B4	Continue to develop “functional art” program at ABI (Example - Partner with MARTA for mural installations underneath heavy rail overpasses)	3
Goal C: Community Collaborations – Ensure that the BeltLine collaborates with, connects to, and reflects the 45 intown communities that it abuts as well as artists and cultural workers.		
C1	Collaborate with educational, historical and cultural institutions to support programming and tours related to AoAB installations, community arts and cultures, and neighborhood history.	3
C2	Support and contribute to marketing and communications about arts and culture on the BeltLine and in the neighborhoods.	2
C3	Support public art installations beyond the trail corridor. (Example - Rev. James Orange Park in Oakland City, as well as Avon and Oakland Drive)	3
Goal D: Organizational Structure and Processes – Consider ABI’s resources and internal relationships, how ABI supports and involves artists, collaborates with partners, and engages with communities.		
D1	Participate in the creation of local community arts councils/groups that can liaise with ABI.	1
D2	Utilize new and existing art networks to conduct robust artist outreach to attract local proposals for AoAB and other ABI arts and cultural programs.	1







IMPLEMENTATION & NEXT STEPS

The success of this plan is not solely measured by the completion of the final document. It takes continued engagement and active support from the varying stakeholders to see the community vision through to fruition. With established goals and a solid framework, the next steps of the process are to ensure the priorities of this plan are met and projects/policies are implemented.

Continued coordination between community stakeholders, local agencies, organizations, the City of Atlanta and the Atlanta BeltLine is necessary to move this project forward. As the BeltLine is housed throughout the City of Atlanta - beyond Subarea 1 - total implementation responsibility cannot be at the helms of the Atlanta BeltLine alone. Public and private partnerships will be crucial to the successful implementation of projects and policies. Even further, partnering agencies and organizations should serve as watchdogs to ensure that the community's vision is respected and reflected in the future of the Subarea.

The project team will vet the final plan and its correlating recommendations with each NPU and neighborhood organization in advance of a vote for full adoption by the Atlanta City Council.

Even after adoption, this document serves as a guide, but may experience changes as market realities differ and priorities progress over time. Funds availability, responses to market impacts, and other changes within Subarea 1 may shift priorities. As such, this plan serves as a living document that establishes the general framework for the community's vision, but can be amended as experiences necessitate.

SUBAREA 1 ACTION PLAN

The Subarea 1 Action Plan serves as the tangible guide for projects and policies that were identified as priorities for implementation from the community's vision. Categorized by the eight (8) core subject areas (i.e. land use, zoning, housing, economic development, mobility, parks, greenspace, and arts culture), the recommendations were provided by community input, technical expertise and in coordination with appropriate regulatory agencies. The priorities are based on the main concerns of the community and are ordered 1 through 5 with 1 as a short-term priority and 5 as a long-term priority.





PRIORITIZED ACTION PLAN		PRIORITY					
		1	2	3	4	5	
LAND USE & ZONING	Goal A: Prevent Encroachment & displacement.	Limit new buildings within 150 feet of residential zoned property across the street to three stories tall maximum. Limit new buildings within 150 feet to 300 feet of residential zoned property to five stories tall maximum. On the Cascade parcels facing Kroger Citi-Center increase amend land use to "Mixed-Use Low Density."	•				
		Amend SPI 21 to better capture the community's vision.	•				
	Goal B: Preserve history, culture, and arts.	Preserve historic residential land uses within the three (3) historic zoning districts (i.e. historic duplexes, triplexes, quadraplexes, and small apartment buildings, these compatible mixes of small, closely spaced buildings) that create the quaint character the Subarea is known for; especially, where affordable housing has naturally occurred.	•				
		Preserve historic buildings and low-rise scale along Ralph David Abernathy Boulevard between Hopkins Street and E Lowery Boulevard.			•		
		Develop a strategy for expanding the West End Historic District to include Ralph David Abernathy Boulevard between Hopkins Street and Joseph E. Lowery Boulevard.				•	
		Update the West End and Oakland City Historic Districts; to be led by the Community in partnership with the Urban Design Commission.			•		
	Goal C: Promote anti-displacement initiatives, diverse housing, mix of businesses, jobs and sound design.	Amend the future land use of the Lee street frontage lots to "Mixed-Use Medium Density." Create a more vibrant and active development pattern that better engages the street and creates better connectivity between the Oakland MARTA station and the West End MARTA station.		•			
		Preserve space for light industrial uses along both sides of the BeltLine, east of Murphy Avenue and parcels west of the rail from Metropolitan Parkway. Amend the future land use to "Mixed Industrial" where applicable.	•				
		Promote adaptive reuse of existing buildings to maintain neighborhood feel while providing essential neighborhood services (i.e. variety of retail shops, restuarants, health care options, etc.)	•				
		Extend the Mechanicsville Neighborhood Special Public Interest District (SPI 18-SA7) with some restrictions to include Pittsburgh neighborhood parcels bound to the east by the Norfolk Southern rail line and to the west by Metropolitan Parkway.		•			
		Support an "I-Mix" designation along Lee Street, Donnelly Avenue frontage lots.	•				
	Goal D: Produce incremental & transit-supportive development.	Increase the zoning at the Kroger Citi-Center site to MRC-2.		•			





PRIORITIZED ACTION PLAN		PRIORITY					
		1	2	3	4	5	
MOBILITY Goal A: Increase safety	1	Cascade/Westwood/Donnelly; Narrow the intersection, remove at least one driveway to Church's Chicken and lighting interventions					●
	5	Langhorn/Greenwich; Install pedestrian HAWK signal			●		
	9	Hopkins at RDA; Install pedestrian crossing with HAWK signal		●			
	10	Peeples/Lucille to Peeples/White; Complete sidewalks on both sides of street				●	
	11	White/Rose Circle; ADA accessible pedestrian crossing with flashing beacon	●				
	12	White/Atwood; ADA accessible pedestrian crossing with flashing beacon	●				
	13	White/Matthews/Queen; ADA accessible pedestrian crossing with flashing beacon			●		
	14	White/Oglethorpe; ADA accessible pedestrian crossing with flashing beacon			●		
	15	White/RDA to White/Lee; Complete sidewalk on south side of the street. Medians with plantings and refuge islands					●
	16	Donnelly/Beecher/Oakland; Reconfigure Beecher to T into Donnelly; and remove right slip-lane.			●		
	17	Donnelly/Oglethorpe; Reconfigure Oglethorpe to T into Donnelly			●		
	18	Donnelly/Lawton; Reconfigure Lawton to T with Donnelly			●		
	19	Build or repair sidewalks throughout Bush Mountain and Oakland City; add traffic calming measures (*Priority changed from 4 to 3)				●	
	20	Oglethorpe/White to Oglethorpe/Lee; Build or repair sidewalks				●	
	21	Beecher/Cascade to Beecher/Donnelly; Build or repair sidewalks				●	
	22	Richland/Westmont to Richland/Donnelly; Build or repair sidewalks				●	
	25	RDA/Lee; Reduce width of northbound right turn considering needs of buses; install pedestrian scramble phase to traffic signal at intersection		●			
	35	Lowery/Oak to Lowery/RDA; Midblock crossing with Pedestrian Hybrid Beacon			●		
	40	Shelton Crossing; Install bike/pedestrian tunnel connection to West End Station					●
	49	Oglethorpe/Lee; Enhanced pedestrian crossing with direct station access	●				
	53	Atwood/Donnelly to Atwood/Westboro; Complete sidewalks on both sides of street				●	
	54	Hall/Donnelly to Hall/Merrill; Complete sidewalks on both sides of street				●	
	55	Greenwich to Enota Park; Formalize connection between Greenwich and Enota Park across the BeltLine	●				
	59	Allegheny/Cascade to Allegheny/Donnelly; Complete sidewalks on both sides of street				●	
	60	Rochelle/Oglethorpe to Rochelle/Richland; Complete sidewalks on both sides of street				●	
	61	Pinehurst/Allegheny to Pinehurst/Montreat; Complete sidewalks on both sides of street				●	
	62	Peeples/Donnelly to Peeples/Arlington; Complete sidewalks on both sides of street				●	
	63	RDA/West End Place (west leg); Install crosswalks	●				
64	RDA/Grady Place (east leg); Install crosswalks	●					





PRIORITIZED ACTION PLAN		PRIORITY						
		1	2	3	4	5		
MOBILITY	Goal B: Support economic activity.	23	RDA/Cascade to RDA/Lee; Reduce to one thru lane eastbound and westbound with center turn lane; create two-way cycle track on south side of RDA	●				
		37	Lee/RDA to Lee/West Whitehall; Multiuse trail along the western right-of-way to allow access to neighborhoods, limit vehicle conflict points at MARTA, and connect to development at the AUC.	●				
		38	Oak/Lowery to Oak/West Whitehall; Reconfigure with one vehicle lane in each direction and designated left-turn lane and add protected bike lanes; Restore to two-way between Lee and West Whitehall.		●			
		48	Lee/West Whitehall to Lee/Oakland City Station; Convert to 3 lanes with center turn and multiuse path	●				
	Goal C: Enhance placemaking.	2	Cascade/Westwood to Cascade/RDA; Reconfigure Cascade to narrow vehicle travel lanes and include bike lanes	●				
		6	Langhorn; Reduce to one thru lane northbound and southbound with center turn lane and median plantings; formalize on-street parking on east side of Langhorn; create two-way cycle track on south side of RDA	●				
		24	RDA/Lee to RDA/Murphy; Reduce to one thru lane eastbound and westbound with center turn lane; create 2-way cycle track on south side of RDA	●				
		26	RDA/Murphy to RDA/McDaniel; Street beautification with bike/ped safety features	●				
		30	Lee/Park to Lee/RDA; Reconfigure Lee Street to include multiuse path on west side of street in conjunction with development at Mall of West End	●				
		31	Oakland/Donnelly to Oakland/Lee; two-way protected cycle track or multiuse trail guided needs of community	●				
		31	Oakland/Donnelly to Oakland/Lee; Traffic calming	●				
		34	Lowery/RDA to Lowery/White; Reduce to one thru lane northbound and southbound; add bike lanes; re-time signal at RDA/Lowery to allow northbound and northbound left turn their on phase to enable bike lanes to connect to south side of RDA	●				
		39	RDA at train underpass; Replace bridge to provide safer bike/ped/transit access	●				
	47	Sells Avenue at I-20; Close onramp to I-20		●				
	Goal D: Provide appealing alternatives to driving.	8	Neighborhood-wide; Coordinate with City of Atlanta on Citywide sidewalk assesment that is underway on neighborhood sidewalk assesment; Focus on traffic calming measures in Oakland City on Peeples, Oakland, Lawton, Hall, Bernice, Hopkins, Atwood, Beecher, Oglethorpe, Sells, Peeples, Richland, South Gordon and Willard.			●		
		29	Study feasibility of connecting Humphries/RDA to points south; Neighborhood greenway connecting upper Mechanicsville to Gideons Elem. and BeltLine; gain neighborhood consensus				●	
		32	Lawton/RDA to Lawton/White; Explore bike lanes on street and open alley way in rear of parcels to accommodate parking				●	
		33	Whitehall/RDA to points north; Protected bike lanes		●			
		58	Lucile/Lawton to Lucile/Joseph Lowery; Restore to 2-way with protected bike lanes			●		
Goal E: Ensure access...	3	RDA/Cascade/Langhorn/White/Muse; Reconfigure intersection for bike/ped/transit safety	●					
	4	Langhorn/Sells; All-way flashing red traffic signal	●		●			
	7	Langhorn/Sells; Reconfigure Sells Avenue/Langhorn Avenue into a T-Intersection			●			





PRIORITIZED ACTION PLAN			PRIORITY					
			1	2	3	4	5	
MOBILITY	Goal E: Ensure access to meaningful destinations.	27	RDA/Metropolitan/Glenn/Bronner Brothers Way; Rebuild intersection with focus on safety and mobility for all users	●				
		28	Metropolitan/Wells; Rebuild intersection with focus on safety and mobility for all users	●				
		36	Dunn/Oak to Dunn/RDA; Remove double-yellow line, install bulbouts at designated parking areas			●		
		41	Lee/Allene/Murphy; Explore bike/ped/pedestrian (coordinate with Subarea 2)	●				
		42	Extend Route 1 or Route 58 from current terminus at West End Station to future terminus at Oakland City Station					●
		43	Extend Route 172 or Route 79 from current terminus at Oakland City Station to future terminus at West End Station					●
		44	West End Station; Review pedestrian circulation patterns and ticketing. Pedestrians should be able to directly enter station from Oglethorpe Avenue.		●			
		45	All routes; Provide shelters and real-time info at major stops					●
		46	Shelton/Murphy to Shelton/Humphries; Neighborhood greenway to connect to Shelton underpass					●
		50	Alleys in Subarea; Daylight alleys for parking instead of on street					●
		51	Oakland Drive/Merrill to John White Park; Build a Multiuse Trail through Bush Mountain linking the Westside Trail to neighborhoods and the Atlanta Black Crackers Ball Field, Hartnett Elementary School and Community Garden and West End Watershed Alliance (WAWA)	●				
		52	Bridges to Westmont; Connect Bridges Ave to Westmont at new intersection					●
		56	Crumley/Windsor to Crumley/McDaniel; Connect Crumley Street from Windsor to McDaniel include sidewalks				●	
		57	Humphries at RR; Pedestrian tunnel (allows alternative N/S connection to BeltLine between McDaniel and Metropolitan)	●				
PARKS & GREENSPACE	Goal A: Promote	A1	Continue activities on the BeltLine that promote health benefits.				●	
	Goal B: Provide a variety of public spaces.	B1	Complete the Enota Park development.	●				
		B2	Complete the Envision: ATL Parks and Recreation Comprehensive Plan to highlight priorities for existing parks, identify new/proposed parks, and establish a current directory for the amenities within each park.		●			
		B3	Connect existing parks to Atlanta BeltLine Westside Trail be established pedestrian walkways through the neighborhoods; focus: John A. White Park and pedestrian walkways at the entrance from the neighborhood		●			
		B4	Identify desired amenities for existing parks.				●	
	Goal C: Better maintenance of existing parks' aesthetics.	C1	Work with the City of Atlanta Department of Parks and Recreation to ensure consistent upkeep and to report issues/concerns.	●				
C2		Work with NPU and neighborhood associations to develop a volunteer clean-up schedule.			●			



PRIORITIZED ACTION PLAN			PRIORITY					
			1	2	3	4	5	
ARTS & CULTURE	Goal A: Define the role of art and educational programming.	A1	Review the outreach and program elements of Art on the BeltLine.	●				
		A2	Develop a placemaking and local community art program that offers space and implementation support on the BeltLine and in adjacent community areas.			●		
		A3	Create an annual or biannual event to showcase local artists, craftspeople, music, dance and educational STEAM initiatives in an environment-specific event.			●		
		A4	Support educational, historic, and cultural tours and programming tied to neighborhoods.				●	
	Goal B: Explore public spaces, design and art, pathways, connections and accessibility.	B1	Create/collaborate on a program that utilizes vacant spaces for pop-up and temporary studios and pop-up business uses in the corridor.		●			
		B2	Develop a wayfinding program that highlights community spaces, provides interpretive information, and points the way to community businesses.	●				
		B3	Focus ABI efforts on affordable housing and artists' live/work spaces as well as nonprofit affordable space.		●			
		B4	Continue to develop "functional art" program at ABI (Example - Partner with MARTA for mural installations underneath heavy rail overpasses)			●		
	Goal C: Ensure that the BeltLine collaborate with, connect to, and reflects the 45 intown communities that it abuts as well as artists and cultural workers.	C1	Collaborate with educational, historical and cultural institutions to support programming and tours related to AoAB installations, community arts and cultures, and neighborhood history.				●	
		C2	Support and contribute to marketing and communications about arts and culture on the BeltLine and in the neighborhoods.		●			
		C3	Support public art installations beyond the trail corridor. (Example - Rev. James Orange Park in Oakland City, as well as Avon and Oakland Drive)			●		
	Goal D: Consider ABI's resources and internal relationships, how ABI supports and involves artists, collaborates with partners, and engages with communities.	D1	Participate in the creation of local community arts councils/ groups that can liaise with ABI.	●				
		D2	Utilize new and existing art networks to conduct robust artist outreach to attract local proposals for AoAB and other ABI arts and cultural programs.	●				



THE BELTLINE IS
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100 PEACHTREE STREET NW
SUITE 2300
ATLANTA, GA 30303

404.477.3003



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