An informal installation of locks on the Cherokee Avenue bridge over Interstate 20 marks the northern limit of Subarea 3.
EXECUTIVE SUMMARY

OVERVIEW
This master plan serves as an update to the first Subarea 3 Master Plan, which was adopted by Atlanta City Council in 2009. It puts forth a long-term vision for Subarea 3 that is consistent with the Atlanta BeltLine Redevelopment Plan and all other Atlanta BeltLine initiatives. This plan focuses specifically on Subarea 3 and provides recommendations for land use, urban design, mobility, historic preservation, affordable housing, open space, and more.

This plan provides a long-term plan for growth and neighborhood suitability as the Atlanta BeltLine is realized, as well as subarea-specific policies that are important to local stakeholders. After adoption by City Council, this plan will be incorporated into the City's Comprehensive Development Plan and used to guide amendments to the City's Future Land Use Plan and subsequent rezonings.

The Subarea 3 Master Plan update is based on robust community input that allowed the Atlanta BeltLine, Inc., and the consultant team to draft recommendations that reflect the intersection of the vision of the community with the overall vision for the Atlanta BeltLine.

The Subarea 3 Master Plan focuses primarily on initiatives that will be implemented by the Atlanta BeltLine, but is also closely coordinated with City of Atlanta and other plans to ensure that the overall vision and specific improvements are consistent with other efforts.

Finally, this plan discusses some key strategies that will help the City and communities combat the loss of legacy residents and businesses that are at-risk of being priced out of their neighborhoods. These strategies for retaining legacy residents and businesses are found throughout the document, particularly in the Goals, Priorities, and Affordable Housing elements of the Plan. Increasing affordable housing options, improving access to capital for existing legacy business, and utilizing redevelopment to mend the urban fabric are all approaches to mitigating displacement and enhancing resident retention and upward mobility.
COMMUNITY ENGAGEMENT SUMMARY
Community engagement was, and remains, an important part of the master plan update. A significant community engagement process made sure that many local residents, business owners, and other stakeholders attended each of the four public meetings and provided their input. Many substantive edits were made to the draft plan and initial ideas based on the community feedback received.

KICKOFF MEETING
The purpose of the kickoff meeting was to introduce the master plan update and its public engagement effort. Approximately 100 participants heard an introductory presentation that included an overview of the subarea and a review of the changes that have occurred since the 2009 plan was adopted. Attendees then provided feedback at several boards that showed the previous master plans’ goals, principles, and recommendations.

WORKSHOP
The purpose of the workshop was to reaffirm recommendations made in the previous plan, review proposed changes, and confirm a direction for the concepts for the revitalization nodes (see Chapter 3). The workshop was attended by about 50 people. After a presentation reviewing the draft plan, participants moved to stations to provide their comments and ideas. The stations contained detailed information about existing conditions and draft recommendations, such as land use, mobility, and historic resources, for feedback.

DRAFT PLAN PRESENTATION
The purpose of this meeting was to update progress since April 2018 and review changes to the recommendations based on the workshop. The draft plan presentation was attended by around 100 people. A presentation covered the draft plan and Atlanta BeltLine housing initiatives. Boards displayed draft goals and principles, and recommendations for additional comment.

FINAL PRESENTATION
About 60 people attended the final plan presentation to hear about the final draft plan, including proposed changes to the City’s Future Land Use Plan, proposed rezoning recommendations, updated street framework, and more.

<table>
<thead>
<tr>
<th>Public Meeting</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kickoff Meeting</td>
<td>March 1, 2018</td>
</tr>
<tr>
<td>Workshop</td>
<td>April 14, 2018</td>
</tr>
<tr>
<td>Draft Plan Presentation</td>
<td>July 30, 2019</td>
</tr>
<tr>
<td>Final Plan Presentation</td>
<td>August 26, 2019</td>
</tr>
</tbody>
</table>
A Note About Residential Transitions

This map uses broad land use categories that do not show the transitional yards and height planes required by the Zoning Ordinance. When new development abuts a less intense residential district, it must step down in height and provide landscaping between the two. The amount and length of the step down varies by zoning district.
This map was prepared by TSW in 2018 and produced for the Atlanta BeltLine Subarea 3 Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Data are not guaranteed.
A Note About Proposed New Streets

This draft street framework plan shows only specific new street connections that are critical to improving access between the Atlanta BeltLine Corridor and surrounding areas. Additional streets not shown here must also be provided as redevelopment occurs. These should create no blocks no longer than 400 feet on one side, and should connect to exiting and future streets on adjacent sites within the BeltLine Tax Allocation District (TAD).
This map was prepared by TSW in 2018 and produced for the Atlanta BeltLine Subarea 3 Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Data are not guaranteed.
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This map was prepared by TSW in 2018 and produced for the Atlanta BeltLine Subarea 3 Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Data are not guaranteed.
GOALS
This process identified the following goals to guide plan implementation specifically in Subarea 3. These overarching goals are supported and expanded by the guiding principles on pages 46 through 48.

- Encourage the economic development of Subarea 3
- Identify and preserve historic resources and the local sense of place
- Utilize redevelopment to mend the urban fabric
- Provide a safe and balanced transportation system
- Provide connectivity, continuity, and redundancy among various modes of transportation
- Minimize the supply of new parking
- Provide a balanced mix of compatible land uses
- Expand housing options and affordable housing choices
- Provide a range of safe parks and open space

LAND USE & ZONING
The Atlanta BeltLine Future Land Use Plan shown on pages 6 and 7 is intended to provide an overarching guide to the character of development and growth within the Atlanta BeltLine Tax Allocation District. Most land use recommendations from the 2009 Subarea Master Plan have been retained, but the plan has been updated to avoid splitting parcels and to align with current zoning or use.

Much of the land along the Atlanta BeltLine Corridor is shown as medium-density mixed use with suggested 5 to 9 stories. Ultimately building height is determined by the underlying zoning district. The community has expressed a desire for a maximum of 5’ stories closest to Hill Street; however, each unique site must be taken into consideration (e.g. topography, building scale, location, etc) in concert with underlying zoning district to determine actual building height. Density is intended to be concentrated at major nodes, along major corridors, and at proposed transit stops.

This plan is intended to serve as a guide for changes to the City’s official Future Land Use Plan, as shown on pages 66 and 67. Recommended rezonings are shown on pages 68 and 69 but will not be undertaken by Atlanta BeltLine, Inc.

OPEN SPACE
This plan recommends one public park improvement: the design and construction of improvements to Boulevard Crossing Park, which was also a major recommendation in the 2009 Subarea Master Plan. City of Atlanta Zoning will require that new developments provide usable open space as a part of future developments.
EXECUTIVE SUMMARY - RECOMMENDATIONS

MOBILITY
This section provides mobility recommendations for new streets, multiuse trails, and more, in order to increase access to the Atlanta BeltLine corridor, promote connectivity, and encourage walking, bicycling, and transit throughout the subarea. All of these are shown in the map on the previous pages. The proposed street framework is critical to expanding the street network as the subarea redevelops. This will provide more routes for users of different mobility types to access destinations and will avoid concentrating traffic on existing streets.

The extension of Englewood Avenue to the east, in an existing right-of-way corridor to connect with United Avenue, will be crucial to providing the east-west connectivity that is missing today. Other new street connections are recommended north of the corridor, connecting Grant Street to Cherokee Avenue and Hill Street to Grant Street. Finally, new streets are recommended in the Chosewood Park TOD planning area.

A connected network of multi-use trails is also recommended, including the completion of the Southside Atlanta BeltLine trail and a number of spur trails to provide connections between neighborhoods, parks, schools, and other destinations, and tie those to the Atlanta BeltLine corridor. Recommended bicycle facilities are consistent with those found in other City plans and would expand the bicycle network with bike routes, shared lanes, bike lanes, or separated bikeways.

Safety improvements are recommended at all of the major intersections along Boulevard. These recommendations are part of the Atlanta Transportation Plan projects on Boulevard and proposed Complete Street for Boulevard from Atlanta Avenue to the north of I-20. This plan incorporates the recommendations of other City plans to provide high capacity transit service along the Atlanta BeltLine, Cherokee Avenue, Atlanta Avenue, and Boulevard. Streetscape improvements are also recommended by many City plans for Boulevard, Atlanta Avenue, Ormewood Avenue, United Avenue, Englewood Avenue, Hill Street, Cherokee Avenue, and Berne Street.

AFFORDABLE HOUSING
In addition to the recommendations of the Atlanta BeltLine, Inc. blue-ribbon housing panel and the City’s Housing Affordability Action Plan, this plan provides housing policy recommendations and retention strategies for further consideration.

HISTORIC PRESERVATION
This plan updates the inventory of historic buildings and structures compiled by the previous master plan, some of which have been lost in the past decade.

ARTS & CULTURE
This plan update also supports the recommendations of the Atlanta BeltLine Arts & Culture Strategic Implementation Plan.
WHAT IS THE ATLANTA BELTLINE?

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

The vision of the Atlanta BeltLine is to be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life.

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

At its most fundamental level, the project is a sustainable redevelopment project that 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 a convenient alternative transportation choice to city residents, employees, and visitors;
- Acting as a catalyst for job creation, housing, and economic revitalization in under-served Atlanta BeltLine neighborhoods and in the city;
- Improving air quality and public health;
- Reclaiming brownfield land;
- Providing and preserving more affordable workforce housing within the city;
- Connecting 45 neighborhoods rich in history, culture, and experiences;
- Creating and preserving economically vibrant and diverse communities;
- Integrating equitable development, community benefits, and environmental justice;
- Improving access to new and existing recreational and cultural amenities;
Creating public art;

Reintroducing agriculture into the urban area, although it is not a mandate;

Protecting natural resources; and

Promoting historic preservation.

The Atlanta BeltLine corridor’s 22-mile loop and surrounding Planning Area pass through a diverse mix of neighborhoods. This large Planning Area has been divided into ten subareas and five study group areas. The subareas are the basis for the subarea master plans, while the study group areas area primarily for community outreach.

The primary policy tools for guiding the land use/transportation and other key relationships along the Atlanta BeltLine are the Atlanta BeltLine subarea master plans. The community-based plans coordinate land use, transportation, parks, housing, and more to provide a long-term blueprint for growth as the Atlanta BeltLine is realized. Each contains parcel-by-parcel recommendations for use, density, building height, neighborhood transitions, the interface with the Atlanta BeltLine corridor and other site-specific considerations. They also include subarea-specific policies that are important to area stakeholders. The Master Plans have been adopted by the City of Atlanta into the Comprehensive Development Plan, the City’s official land use policy, and are used to guide amendments to the City’s 15-Year Future Land Use Plan and subsequent zoning changes.

The original subarea master plans were prepared between 2008 and 2011 under very dynamic market conditions. Given this, it is important to
note that subarea master plans are intended to be adaptable documents as the Atlanta BeltLine is implemented between now and 2030. This plan works in concert with existing neighborhood plans. They should be updated every 5 to 7 years in response to changing community needs, market conditions, and implementation considerations to further the Atlanta BeltLine vision. In most cases, these plan updates will usually result in minor adjustments, rather than wholesale changes.

The land use visions of the subarea master plans are intentionally long-term. This is because land uses often take decades to change, and the subarea master plans offer a vision that will support the Atlanta BeltLine’s build-out. The realization of each plan’s land use visions will occur incrementally as the development community responds to market forces. In certain areas, there may also be interim uses that are less intense than the current zoning allows or the long-term land use visions recommend. The most common examples of this would involve the adaptive reuse of existing buildings, some of which are specifically identified in subarea master plans. Nevertheless, interim projects must never preclude the long-term land use potential provided by the subarea master plans, the City’s 15-Year Future Land Use Plan, and the Zoning Ordinance.
SUBAREA 3 OVERVIEW

SUBAREA 3 BY THE NUMBERS
- 1,167 acres of land
- 2 miles southeast of Downtown Atlanta
- Neighborhood Planning Units (NPUs) Y, W

SUBAREA 3 NEIGHBORHOODS
- Grant Park
- Ormewood Park
- Chosewood Park
- Benteen
- Boulevard Heights
- Custer / McDonough / Guice

PLANS COMPLETED OR IN PROGRESS SINCE 2009 SUBAREA 3 MASTER PLAN
- Atlanta City Design
- Renew Atlanta
- Connect Atlanta
- TSPLOST
- Atlanta Streetcar System Plan
- Atlanta BeltLine Unified Plan
- Southside Trail Design
- Chosewood Transit-Oriented Development (TOD) Framework Plan (in-progress)
- Chosewood Park Visioning Plan
THE SUBAREA TODAY - PROGRESS TO DATE

PROGRESS TO DATE

CORRIDOR IMPROVEMENTS
Since the previous Subarea 3 Master Plan was adopted in 2009, a number of improvements have been made in the Atlanta BeltLine corridor.

◦ Land acquisition of entire Southside Trail corridor
◦ Opened the interim Southside Trail in 2019
◦ A section of the Southside Trail will be constructed in the near-term

PARK IMPROVEMENTS
◦ Grant Park Zoo improvements and removal of cyclorama
◦ Boulevard Crossing Park design is underway

PRIVATE DEVELOPMENT
Major private investment has not occurred in Subarea 3 in the past decade until recently, largely due to the Recession and other market forces. Several projects have, however, been developed:

◦ The Swift townhouses
◦ The Beacon
◦ The Skylark apartment project on Boulevard
◦ Townhouses on Grant Circle

OTHER MAJOR IMPROVEMENTS
◦ Atlanta Housing removed the former Englewood Manor buildings and is currently working with developers to re-design the sites for mixed-income housing and mixed-use

Boulevard Crossing Park is currently being re-designed to include more park features and access to the Atlanta Beltline corridor.
Recent progress has been made toward achieving the vision of the previous Subarea 3 Master Plan.
HISTORIC RESOURCES

HISTORIC RESOURCES
A community’s historic buildings and other historic physical resources are important reminders of its past and the people and stories they represent. For this reason, to the extent practical, it is important to preserve these structures and encourage their reuse.

METHODOLOGY
A substantial historic resource inventory was compiled as part of the 2009 Subarea 3 Master Plan. This inventory formed the basis for this current plan, but was updated to reflect historic resources lost in the past decade. There are protected resources within the Grant Park Historic District, and many remaining resources are clustered on Hamilton Avenue, United Avenue, and Grant Street.

RESOURCES LOST
While many valuable historic buildings and other resources (where historic means 50+ years old) have been demolished or otherwise lost in this subarea, only seven have been lost since the previous plan was adopted in 2009, primarily along Englewood Avenue west of Boulevard. A map of these resources is shown in the map on pages 22 and 23. More information on specific resources can be found in Appendix C: Historic Resources Inventory.
LAND USE & DESIGN

The properties around Grant Circle north of the Atlanta BeltLine corridor were identified as a potential revitalization node.

DEVELOPMENT PATTERNS
Like many areas along the Atlanta BeltLine, Subarea 3 has some large industrial parcels adjacent to the corridor surrounded by historic residential neighborhoods and commercial corridors.

REVITALIZATION OPPORTUNITIES
Seven general revitalization opportunities, which correspond to the nodes identified in the previous Master Plan, were analyzed as a part of this plan; however, based on changes since 2009, current planning efforts, and community input, the number of revitalization opportunities was reduced to two major areas: the area north of the Atlanta BeltLine around Grant Circle, and the land south of the Atlanta BeltLine corridor along Hamilton Avenue to United Avenue. A third, the Chosewood Park TOD area south of Englewood Avenue, where the Englewood Manor formally stood, was studied by Atlanta BeltLine, Inc., and Atlanta Housing. These are areas where the land value is greater than the value of improvements (typically buildings), and where investment of many kinds could bring revitalization to the property and surrounding areas.

COMMUNITY FACILITIES

EDUCATIONAL INSTITUTIONS
The following public schools are located in Subarea 3: Parkside Elementary School and Atlanta Neighborhood Charter School. Maynard Holbrook Jackson High School and Belulah Heights University are just outside the subarea to the north, and Benteen Elementary School is just outside the study area to the south.

GOVERNMENT
The Georgia National Guard and State Patrol is also partially located in Subarea 3.

PUBLIC SPACES
Apart from the Atlanta BeltLine corridor itself, the largest parks in Subarea 3 are Grant Park, Chosewood Park, and Boulevard Crossing Park, which is currently undergoing design for the next phase of construction. Grant Park is a major destination for residents of Atlanta, with Zoo Atlanta, many park features for passive and active recreation, and recent new construction underway.

Boulevard Crossing Park is popular for Soccer leagues. The park is currently being redesigned to include other park features.
Existing Conditions: Historic Resources

Atlanta BeltLine Subarea 3

Historic Objects
- ▲ Demolished
- □ No Change

Historic Structures
- ▲ Demolished
- □ No Change

Historic Buildings
- ○ Demolished
- □ No Change, Protected Feature
- □ Local Historic District

See Appendix C: Historic Resources Inventory for more details on specific resources.
This map was prepared by TSW in 2018 and produced for the Atlanta BeltLine Subarea 3 Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Data are not guaranteed.
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Existing Conditions: Revitalization Opportunities

Atlanta BeltLine Subarea 3

<table>
<thead>
<tr>
<th>Susceptibility to Change (value of Improvements greater than value of land)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
</tbody>
</table>

Stream / Creek
- 100-year floodplain
- 500-year floodplain
This map was prepared by TSW in 2018 and produced for the Atlanta BeltLine Subarea 3 Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Data are not guaranteed.
This map was prepared by TSW in 2018 and produced for the Atlanta Beltline Subarea 3 Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Data are not guaranteed.
I commute to work by bicycle on Boulevard. It’s scary, even south of Atlanta Avenue.

Attendee at Kick-off Meeting //
Many streets in Subarea 3 are residential neighborhood streets that are safe for bicycling.

However, bicycle connectivity is generally poor in the subarea, due to the lack of connections to adjacent neighborhoods. Streets that do connect, such as Boulevard and McDonough Boulevard, are dangerous for cycling.

**PUBLIC TRANSPORTATION**
The closest MARTA rail station is King Memorial, not located within walking distance of the subarea. Two MARTA bus routes (832 and 49) serve the area and have 30- and 15-minute rush-hour headways, respectively.

**STREET FRAMEWORK**
The existing street framework in Subarea 3 has some high-speed streets that create superblocks and low-speed residential streets that, in some cases, connect neighborhoods. Street connections are interrupted by the Atlanta BeltLine corridor, the utility easement, large government facilities, and Grant Park.

**HIGH CRASH LOCATIONS**
Most intersections with crashes are on Boulevard, United Avenue, or Hill Street, but no high-crash road segments exist in the subarea. The following three intersections had the highest number of vehicular crashes between October 2015 and September 2018 (source: GDOT).

- Boulevard at Atlanta Avenue
- United Avenue near Woodland Avenue
- United Avenue at Avondale Avenue

**BICYCLE FACILITIES**
The primary bicycle facilities in Subarea 3 are on-street shared lanes or bike lanes.

Bicycle lanes are present along United Avenue from Grant Park to Woodland Avenue, and along Ormewood Avenue from United Avenue to Woodland Avenue. Berne Street is a bike route from Woodland Avenue through Grant Park.

Some streets in the subarea have striped bike lanes.
This map was prepared by TSW in 2018 and produced for the Atlanta BeltLine Subarea 3 Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Data are not guaranteed.
MARKET ANALYSIS

ECONOMICS
The total 2020 population of Subarea 3 is estimated at 6,532, 56% of which is White and 36% is African American; 7% of the subarea is also Hispanic/Latino. The median 2020 household income is $89,966.

From 2000 to 2010 only 66% of all population growth occurred in the ten-county metro Atlanta core, however, since 2010 roughly 80% of all growth has occurred in this ten county core as younger and older generations increasingly seek walkable neighborhoods, both in urban and suburban areas. This trend has allowed the City of Atlanta to capture over 10% of all regional population growth since 2010, despite consisting of only 1.5% of the land area.

Sale prices for single-family homes and townhomes have been steadily increasing since 2010. From 2010 through 2018, the Subarea has gained 300 new households, primarily aged 45-64 demonstrating gains in older, established households with higher incomes. There have been losses in lower-income, younger households (18-34) as young families and lower-income families become vulnerable to being priced-out. The majority of new homeowners are aged 25 to 64 with incomes over $100,000. The subarea has experienced a sizable increase in population with a Bachelor degree or higher, and the majority of households are owner-occupied.

Renter households have not followed the positive growth trends of the homeowner households —this provides support for the theory that many lower income people have been priced out as buyers. 2018 projections from Environics (Claritas) show that ages 25-34 is the highest density renter cohort with income qualifying for new development Class A rents in the study area, with the highest percentages earning $50,000 - $74,999. Renter demographics are relatively evenly distributed by income, with the highest percentage being those who make $50,000 to $74,999. The renter base does have a healthy share of “Other Family” (31.1%) as well as Roommates & Unmarried Couples (31.7%), while Married Couples make up 10.5%, and Singles comprise 26.7%.

Among owners in the subarea, married couples make up almost half of owners at 47.7%. Roughly 75% of owners in the Subarea are between the ages of 25 and 54. Unlike renters, the income distribution for owners highly favors those making above $100,000, which comprise 49% of the total distribution.

MARKET CONDITIONS
The subarea, especially Grant Park and Ormewood Park, has seen significant investment in the past several years with home prices increasing. The future Southside Atlanta BeltLine trail has helped spur this development and continues to do so. The subarea continues to see....

Most of the Subarea 3 households are owner-occupied.
THE SUBAREA TODAY - MARKET ANALYSIS

major investment in the form of townhouses, apartments, and retail.

For Sale Residential

New home sales in the area peaked in 2015 and have declined since, likely due to limited supply of land. Two recent for-sale, single-family dwelling communities, Mercer Street, and Bixton, have reached an average sale price of $263 / sq. ft. and $222 / sq. ft., respectively. It is unlikely that there will be many new homes constructed in Subarea 3 in the near future due to the limited number of vacant single-family residential lots.

New condominium development has been limited, but resales have occurred. Sale prices have been increasing since 2015, but they are still somewhat affordable, with most units selling for under $200,000.

Townhouses have been growing in popularity as land becomes more scarce and valuable, thus requiring higher densities. There have only been a handful of new townhouse sales in Subarea 3, but resales have increased since 2013, and median sale prices have been trending upward. The Swift is a new community being built and is averaging $193 per square foot. Townhouses can support higher land prices because of their greater density but are still less expensive to build than detached single-family houses; this will make them a desirable use in the next real estate cycle.

Rental Residential

With a mix of affordable housing and market rate developments in the surrounding area, the average weighted rent is $1,374 total or $1.55 per square foot per month. There is a broad range of types of housing in the area, ranging from rents of $1.17 per square foot per month for an affordable community to $1.81 for market rate communities. The local competitive market (beyond just the subarea) is largely fueled by affordability and employment access (commuting to Downtown, Airport, and Midtown cores, with a percentage scattered throughout the region), with an increasing focus on walkability and lifestyle preference. The existing product is a mix of product built in the early new communities and older communities recently renovated.

Given market conditions, this subarea is most likely able to support garden-style apartments with surface parking lots. When average rents reach approximately $2 per square foot, parking decks will become financially feasible.

Commercial Space

Office vacancies within 2 miles of Subarea 3 have steadily declined since 2009. The retail market has also been steady the last 10 years, with available space dropping since 2009, despite the addition of more than 250,000 square feet.

Office rents in and around the subarea range from $16 per square foot per month for older properties up to $28 for recent Class A projects, such as the Atlanta Dairies and GlenCastle, both outside the Subarea, but within the competitive market. Rents for retail range from $24 per square foot to $44 square foot in nearby
Madison Yards. However, the average office rent is $23.00 per square foot, and the average retail rent is $32.50 per square foot, making the overall average of both $28.43.

Office demand shows there is potential for office space, with an opportunity for adaptive reuse. New retail will likely be heavily food and beverage, or pharmacy/grocery driven. Similar to office, most will need to be adaptive reuse, as rental rates limit new construction feasibility. The office should include co-working opportunities to serve entrepreneurs and the self-employed.

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Demand Potential (2018-2022)</th>
<th>Development Constraints</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-Family Houses</td>
<td>32 units total or 6.4 per year (land constrained)</td>
<td>Affordable and available lots</td>
<td>New infill. Target young families and empty nesters / retirees.</td>
</tr>
<tr>
<td>Townhouses</td>
<td>507 units total or 101 per year</td>
<td>Available sites at financially feasible land prices</td>
<td>Smaller footprint, 12’ - 18’ wide. Entry level units with no, one-car, or small garages. First-time homebuyers.</td>
</tr>
<tr>
<td>Rental Apartments</td>
<td>705 units total or 141 per year</td>
<td>Rents do not support structured parking, only parking lots</td>
<td>Surface parked with densities up to 35 units / acre. Millennial driven and in highly walkable locations.</td>
</tr>
<tr>
<td>Neighborhood Retail/Restaurant</td>
<td>36,000 sq. ft. total or 7,000 sq. ft. per year</td>
<td>Will need to be adaptive reuse or ground floor of a mixed-use building.</td>
<td>Heavily food and beverage service, or grocery / pharmacy driven.</td>
</tr>
<tr>
<td>Condominium</td>
<td>87 units or 22 per year</td>
<td>Likely on conversions given inability to justify new construction at these prices</td>
<td>New construction financing for condominium development remains difficult, given lender requirements for pre-sales.</td>
</tr>
<tr>
<td>Office</td>
<td>68,000 sq. ft. total or 13,600 sq. ft. per year</td>
<td>Will need to be adaptive reuse or ground floor of a mixed-use building.</td>
<td>Class A/B. Will be heavily driven by smaller firms under 5,000 sq. ft. and those in TAMI sectors (technology, advertising, media, information technology). Should include one to two local coworking facilities for promoting self-employment and entrepreneurs.</td>
</tr>
</tbody>
</table>
While there are currently some existing legacy industrial uses in the subarea, these do not represent the market’s highest and best use, nor do they pay high enough land values to justify new purely industrial development going forward, and are therefore going through a redevelopment cycle. As such, industrial is not a future land use examined for new development in Subarea 3.

DEMAND
The estimates below are based on historic job growth, new development absorption ratios, market trends, and Moody’s employment forecasts. These numbers show the potential for development of different types. It should be noted that this is potential demand and may not be fully capitalized given land availability, or lack thereof.

CHALLENGES & OPPORTUNITIES

Challenges
Although the desirability of the Subarea has increased in recent years, not all of the Subarea has seen increased investment. Chosewood Park and Boulevard Heights have seen less investment and lower increases in home prices, compared to Grant Park and Ormewood Park. Development should continue along the Southside BeltLine and will reach these neighborhoods. The Subarea also lacks convenient access to the MARTA rail line.

Opportunities
With increased development happening around the Atlanta BeltLine, all neighborhoods within Subarea 3 will continue to see public and private investment. The Interim Southside Trail creates an opportunity to direct growth closer to the corridor, while preserving established single-family houses around it. The Southside Trail also continues to have redevelopment opportunities and affordable housing options. Preserving and creating affordable housing and goods and services will be important for this area as urbanization trends continue. The Atlanta BeltLine’s focus on inclusive growth without displacement will be particularly key in Subarea 3 where populations vulnerable to displacement will be sensitive to increases in housing costs. This private investment will be supported by Atlanta Housing’s projects on Englewood Avenue, the construction of the Southside Trail, and the design improvements and additions at Boulevard Crossing Park.
RELEVANT CITYWIDE PLANS
Several plans have been completed within or partially within Subarea 3. Many citywide plans have also been created that affect Subarea 3. While these plans contain hundreds of recommendations, only those relevant to this current planning effort are summarized here.

All relevant recommendations from local and citywide plans have been considered during this effort, but recommendations are not duplicated in this plan unless they are the responsibility of the Atlanta BeltLine.

ATLANTA CITY DESIGN
This plan puts forth a high level, citywide vision for growth. Subarea 3 is mostly shown as “urban,” with land along the Atlanta BeltLine and major roads, such as Boulevard, shown as “growth corridors.” These corridors are seen as the connecting tissue of the city that provide links to the urban core. The goal for them is to become community main streets.

ATLANTA TRANSPORTATION PLAN
This is the official, aspirational, citywide transportation plan, and includes the following recommendations within Subarea 3:
- Road Reconstruction (i.e. “Road Diets”) on Boulevard between McDonough Boulevard and United Avenue (SA-010)
- Road Reconstruction on Englewood Avenue (SA-030)
- Road Reconstruction on Cherokee Avenue between Memorial Drive and Mead Street (SA-031)
- On-street bicycle facilities (some are included in Road Reconstruction projects) on Boulevard, Atlanta Avenue, Hill Street, Cherokee Avenue, Waldo Street, McDonough Boulevard
- On-street pedestrian facilities (some are included in Road Reconstruction projects) on Boulevard (SA-010), Englewood Avenue (SA-030), Cherokee Avenue (SA-031)

CYCLE ATLANTA 2.0
This plan is an appendix to the Atlanta Transportation Plan and focuses specifically on bicycle access to MARTA rail stations. No recommendations are made for Subarea 3.

ATLANTA STREETCAR SYSTEM PLAN
This plan is the official vision for the long-term citywide creation of a streetcar network. The streetcar lines proposed in Subarea 3 would run along Cherokee Avenue, Atlanta Avenue and Boulevard (Blue Line), and the Atlanta BeltLine corridor (Green Line).

RENEW ATLANTA BOND PROGRAM
Information about the projects recommended by this effort is not currently available.

ZONING ORDINANCE REFORM
This citywide update to the Zoning Ordinance has already made a number of changes to the zoning ordinance that will help implement the vision of this plan. These updates address accessory dwellings, bicycle parking, missing middle housing, and the new I-Mix district. Additional updates are currently being contemplated.

ATLANTA REGION’S PLAN
This plan for the entire metropolitan area focuses on broad goals including economic growth, better infrastructure, and improved livability. It also includes a unified growth policy map that shows Subarea 3 as “maturing neighborhoods.”
CHOSEWOOD PARK TOD
Led by the Atlanta BeltLine Inc. in coordination with the Atlanta Housing, the Chosewood Park Transit Oriented Development (TOD) was an evaluation of existing land use, zoning, and street frameworks for TOD-readiness in the area designated below. The purpose of the effort was to: 1) assess, validate, and update the development objectives outlined in the 2009 Master Plan; 2) prepare a framework for the development of the area with TOD, affordable housing, economic development, and sustainability goals; 3) determine infrastructure required to serve the anticipated development program; 4) assess terms for cost-sharing and implementation of shared infrastructure. Atlanta Housing is still in the design phase for its site and has a separate community engagement process to envision the future of its site.

CHOSEWOOD PARK VISIONING PLAN
Chosewood Park neighborhood residents and Park Pride completed a visioning plan for the park. The plan recommend land acquisition, new park features, and enhancements to the existing park.

Atlanta BeltLine

Atlanta City Design: Corridor Growth Area
Atlanta City Design: Urban Growth Area
Atlanta City Design: Suburban Growth Area
TSFLOST Projects
Connect Atlanta: Secondary Bike Connections
Connect Atlanta: Core Bike Connections
Renew Atlanta Projects
2009 Subarea 3 Master Plan: New Streets
2009 Subarea 3 Master Plan: Greenway
2009 Subarea 3 Master Plan: Park

The image to the left shows a composite map of most of the planning efforts in Subarea 3 since the 2009 Subarea Master Plan.
Keep the Atlanta neighborhood feel.

Attendee at the April 2018 Public Workshop
COMMUNITY ENGAGEMENT

OUTREACH
Community engagement was an important part of this master plan update process. All public meetings were advertised by email blasts, neighborhood flyers, yard signs, and a postcard mailing.

KICKOFF MEETING
A public kickoff meeting was held on March 1, 2018, at the Church of Atlanta Lighthouse. Participants listened to a presentation introducing the process, and provided feedback at a number of boards around the room. The boards and presentation displayed existing conditions, as updated from the 2009 Subarea Master Plan, goals and guiding principles, recommendations from the previous master plan, initial land use and mobility recommendations, and potential revitalization nodes.

Here is a summary of the feedback received from the community:

- All of the green space and mobility recommendations from the 2009 Subarea Master Plan received support.
- The identified potential revitalization nodes were confirmed as accurate.
- Boulevard is seen as unsafe for cyclists and pedestrians, and traffic needs to be calmed.
- A trail along Intrenchment Creek is desired.
- Connectivity is important because few streets lead outside of the neighborhoods.
- Building design and enforcing compliance are concerns for new development.
- Attracting a mix of local businesses and housing options should be prioritized.

WORKSHOP
A community workshop was held on April 14, 2018, in the Community Room at Focused Community Strategies / Carver Market. After a presentation reviewing the draft plan, participants moved to comment stations to start drawing ideas for concept plans on the revitalization nodes, provide feedback on the draft street framework plan and draft future land use plan. The following are the key themes of the comments received:

- Provide affordable housing and ensure that current...
residents can stay in the neighborhood.
◦ Remain committed to keeping Trestletree apartments and residents.
◦ Calm traffic and enforce bike lanes on Berne and Ormewood so that cars do not park in them.
◦ Tie into the future PATH network.
◦ Create pedestrian access between Boulevard Crossing Park and Chosewood Park.
◦ Prevent recommendations that would widen the equity gap.
◦ Add businesses in South Atlanta. The Beacon and other recent additions are great, and this needs to continue.

DRAFT PLAN PRESENTATION
After an extended hold period in this planning process, the draft plan presentation was held on July 30, 2019, at the Church of the Atlanta Lighthouse. This meeting was well-attended by about 100 individuals. The recommendations were revised after the Workshop. The presentation summarized the process to-date, provided an update of next steps, covered the draft recommendations for future land use, street framework, and pedestrian and bicycle circulation, and provided an update on the Atlanta BeltLine’s housing goals and initiatives. Boards around the room displayed draft goals and principles and recommendations. The feedback themes included:
◦ Concerns about the United Avenue bridge height.
◦ Keep access to the BeltLine from Mercer Street.
◦ Provide bulb-outs at Edie Avenue and United Avenue to reduce crashes.
◦ Expand housing options, ensure minimal displacement, particularly for residents of Trestletree, and preserve opportunities for legacy residents to remain and prosper in the neighborhoods.
◦ Preserve wildlife corridors and the tree canopy.
◦ Well-maintained parks are preferred over extravagant parks.

FINAL PRESENTATION
The final plan presentation was held on August 26, 2019, at the Atlanta Community Tool Bank. This meeting was attended by about 60 individuals. The presentation summarized the results of the draft plan presentation, changes to the recommendations from that meeting, changes to the overall subarea master plan since the 2009 Plan, and covered the final draft recommendations for future land use, recommended re-zonings, street framework, bicycle and pedestrian circulation, public space, and housing. Boards around the room showed the goals and principles; future land use; proposed circulation for vehicles, pedestrians, and bicycles; proposed re-zonings; and recommended changes to the City of Atlanta’s Future Land Use Map. Themes of the feedback included:
◦ Concerns about extending Englewood Avenue on the existing right-of-way, particularly because of truck traffic.
◦ Concerns about removing the roundabouts recommended in the 2009 Subarea Master Plan.
◦ Concerns about increased traffic on Boulevard after the new developments underway are complete.
◦ Preserve Trestletree Apartments.
◦ Provide better access points to the Atlanta BeltLine from the Beacon.
◦ Concerns about building heights, specifically south of the Atlanta BeltLine corridor along Englewood Avenue.
COMMUNITY ENGAGEMENT

KICKOFF MEETING
- Introduced the public to the master plan update process
- Provided a review of original master plan recommendations
- Received initial public input

WORKSHOP
- Presented the draft master plan
- Explored potential master plan updates
- Provided input stations for feedback

DRAFT PLAN PRESENTATION (STUDY GROUP #3)
- Presented the draft Master Plan and Atlanta BeltLine affordable housing initiative
- Received public comment

FINAL PRESENTATION (STUDY GROUP #4)
- Presented the final draft master plan
- Took public comments on plan components
SUBAREA 3 GOALS

This process identified the following goals that should guide plan implementation.

1. Provide a balanced mix of compatible land uses
2. Encourage the economic development of Subarea 3
3. Identify and preserve historic resources and the local sense of place
4. Utilize redevelopment to mend the urban fabric
5. Provide a safe and balanced transportation system
6. Provide connectivity, continuity, and redundancy among various modes of transportation
7. Minimize the supply of new parking
8. Expand housing options
9. Provide a range of safe parks and open space
GUIDING PRINCIPLES

The following is a list of aspirational principles intended to guide the implementation of this plan. Many of these are common principles which were identified for all Atlanta BeltLine Subareas. These principles also acknowledge the goal of equitable growth without displacement by connecting the built environment with economic mobility, affordable housing, and access to the Atlanta BeltLine’s amenities. This planning process identified principles specific to Subarea 3; these are shown in blue italics.

LAND USE & URBAN DESIGN
- Establish Transit Oriented Development (TOD) along the Atlanta BeltLine
- Create a mix of uses along the Atlanta BeltLine
- Scale development differently based on infrastructure, context, accessibility, and land availability
- Preserve and protect single-family and low-rise residential areas
- Use height and intensity transitions where development adjoins single-family and low-rise residential areas
- Provide quality urban design in new development
- Orient buildings to the corridor
- Design buildings that support pedestrian activities along the BeltLine corridor and public streets
- Encourage developers to provide space for local businesses, not just chains, and ensure that businesses serve the diverse needs of local residents

MOBILITY
- Establish safe, efficient, and continuous pedestrian facilities
- Incorporate other Atlanta BeltLine initiatives into the design of streets, when feasible
- Encourage a diverse range of new streets and retrofitted existing streets
- Ensure that transportation facilities serve people of different ages and abilities
- Use a context-based approach to address the traffic impacts along major thoroughfares
- Address traffic impacts along major thoroughfares with solutions appropriate to the local context
- Ensure that major thoroughfares serve all modes of transportation, not just cars.

HISTORIC RESOURCES
- Use applicable city, state, and federal historic preservation requirements to guide historic preservation efforts along the Atlanta BeltLine
- Preserve significant historic resources within the Atlanta BeltLine planning area.
- Repurpose (where possible) mid-century buildings near the Atlanta BeltLine corridor
- Reflect local history in public art, parks, and new developments

ECONOMIC DEVELOPMENT
- Provide economic development activities compatible with the land use vision
- Support the growth of small and large businesses
- Provide land uses that can accommodate a range of employment opportunities
• Provide space for light industrial uses
• Target certain industries to areas best suited for them
• Support a mix of employment options along the Atlanta BeltLine
• Provide daily goods and services that serve both new development and existing neighborhoods, including banks, pharmacies, childcare facilities, and a grocery store

PUBLIC ART & CULTURE
• Respond to the linear nature of the Atlanta BeltLine in public art
• Respond to existing site conditions
• Respond to the ways existing sites along the Atlanta BeltLine are used

• Provide art that is democratic
• Incorporate art that can be experienced in both daytime and nighttime
• Collaborate with schools and other institutions along the Atlanta BeltLine
• Encourage the use of interdisciplinary approaches, innovative uses (or re-uses) of materials and new technologies
• Incorporate public art into Atlanta BeltLine park and streetcar design projects
• Attract broad forms of artistic expression
• Locate public art across the subarea
• Promote local public art at existing and future transit stops
• Support the design of both bus and rail transit facilities as public art
• Reflect local character, culture, and history in all arts and culture programming

PARKS & GREENSPACE
• Promote urban agricultural initiatives, including community farms, gardens, and farmers’ markets
• Improve the utilization of existing under-used open spaces
• Surround open spaces with streets or buildings to the maximum extent possible
GUIDING PRINCIPLES

- Encourage new developments to consolidate green space into usable pocket parks rather than buffers, berms, landscape islands, or other unusable areas
- Enhance existing parks
- Use organic farming methods on urban farms and make produce available to local residents
- **Design parks to provide a range of activities that meet the diverse needs of area residents**
- Provide park amenities that serve people of all ages
- Investigate incorporating stormwater ponds into new parks
- **Incorporate themes or subject matter into landscape features that will support the BeltLine Arboretum**

**HOUSING**

- Provide a mix of owner-occupied and rental housing as part of an equitable housing strategy
- Minimize any over-concentration of low-income units to ensure optimal housing opportunities regardless of income level
- Strategically target and leverage subsidies in coordination with other public funding sources, including city, state and federal resources.
- Provide and encourage housing for families who earn between 30-60% of area median income, consistent with the Housing Working Group Study recommendations
- Encourage housing in accordance with an existing certified “green construction” set of standards, such as EarthCraft or LEED, in order to improve public health and the environment
- Preserve the public subsidy for longer term affordability where possible, while allowing the owners to capture some of the equity built-up
- Provide and encourage mixed-income housing, wherever possible
- **Preserve existing subsidized and non-subsidized rental and owner-occupied affordable housing**
- Continue to educate property owners on resources that allow them to remain in their homes
- Partner with non-profit and charitable organizations to meet affordable housing needs

The preservation and creation of affordable housing units will allow seniors, working families, and legacy residents to enjoy the vibrancy and connectivity of the Atlanta BeltLine. Photo taken on Mercer Street.
FUTURE LAND USE

ATLANTA BELTLINE FUTURE LAND USE PLAN
The Atlanta BeltLine Future Land Use Plan is shown on the following pages and is intended to provide an overarching guide to the character of development within the BeltLine Tax Allocation District. Few changes from the previous subarea master plan occurred, and the majority of the changes aligned the land use plan with the City of Atlanta’s current zoning, or changed land uses that split parcels. For example, the Trestle Tree Apartments parcel was split between two land uses and has now been adjusted to be a single residential land use, as supported by the City’s current land use designation and zoning classification (MR-4A).

Most land adjacent to the Atlanta BeltLine corridor is recommended as Mixed-Use 5-9 Stories or Residential 5-9 Stories, but Boulevard Crossing Park also touches the corridor. Generally, the most intense Mixed-Use 5-9 Stories is focused around the park, with less intensity in other areas and closer to existing single-family residential land. Mixed-Use 5-9 Stories is also proposed south of Englewood Avenue. This transitions to Residential 5-9 Stories along Boulevard and Residential 1-4 Stories adjacent to the single-family residential land in Chosewood Park. This plan is intended to serve as a guide for changes to the City’s official Future Land Use Plan, as shown on pages 66 and 67.

PROPOSED PUBLIC SPACE
In contrast to the previous master plan, this plan only recommends public park improvements that the Atlanta BeltLine is responsible for as outlined in the Strategic Implementation Plan. In Subarea 3, this is limited to Boulevard Crossing Park, which is currently primarily used for soccer games and leagues. As of August 2020, the Atlanta BeltLine is re-designing this park to include many other features to serve the community’s desires for public space. The community also expressed a desire to see Chosewood Park improved based on the 2011 Chosewood Park Visioning Plan. This desire should be incorporated into the citywide Parks and Recreation Master Plan, a City initiative underway as of August 2020. Other land is noted as environmentally-constrained, which means it will remain as open space due to topographic or floodplain conditions. Zoning will continue to require that new developments provide open space in addition to public parks.
A Note About Residential Transitions

This map uses broad land use categories that do not show the transitional yards and height planes required by the Zoning Ordinance. When new development abuts a less intense residential district, it must step down in height and provide landscaping between the two. The amount and length of the step down varies by zoning district.
This map was prepared by TSW in 2018 and produced for the Atlanta BeltLine Subarea 3 Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Data are not guaranteed.
The previous Subarea 3 Master Plan identified revitalization nodes as locations where dense, mixed-use development should be focused. Two of these nodes were explored further during the Master Plan update process to show the scale of potential development in these areas.

**EAST UNITED AVENUE NODE**
The East United Avenue node is adjacent to United Avenue along Hamilton Avenue to Boulevard. This node includes existing industrial buildings at the corner of Hamilton Avenue and Boulevard, which have been re-used as shown in the rendering below.

This area is shown as proposed Mixed-use 1-4 stories and Multifamily 5-9 Stories on the Atlanta BeltLine Future Land Use Map and is intended to primarily focus on bringing residents to the area to support future transit and accommodate growth, providing access to the Atlanta BeltLine corridor, and adding needed services, offices, or retail in the mixed-use buildings. The few remaining historic industrial buildings (over 50 years old) on Hamilton Avenue, like many areas along the Atlanta BeltLine, are an important aspect of history. To the extent practical, they should be preserved, and architectural elements could be incorporated into new developments.

**REVITALIZATION NODES**

This graphic is illustrative only. It is intended to show one option for long-term development along the Atlanta BeltLine. All development must conform to zoning.
A proposed mobility hub (see page 57) is also included at Boulevard and Hamilton Avenue to provide micro-transit options and access to the Atlanta BeltLine corridor.

The transitional height plane and yard requirements in the existing zoning ensure that adjacent single-family residential areas south of Hamilton Avenue are respected by new development.

GRANT STREET NODE
This node, located north of Englewood Avenue and west of Boulevard Crossing Park, was identified early in the process, but some developments are currently underway, which have occupied the majority of underutilized land. Many recent investments have occurred here since the 2009 Subarea Master Plan, including the Beacon mixed-use development (shown in the images below) and townhouse communities under construction. This node includes properties owned by Atlanta Housing north of Englewood Avenue, which are part of a plan that also includes the former Englewood Manor site south of Englewood Avenue. The majority of the land in this area is shown as Mixed-Use 5-9 Stories on the Atlanta BeltLine Future Land Use Map to align with the area’s current zoning and use.
AFFORDABLE HOUSING

The One Atlanta: Housing Affordability Action Plan, which was completed during the Subarea 3 planning process, outlines a bold vision to achieve Mayor Bottom’s goal of providing a pathway to affordable and equitable housing opportunities for all who desire to call Atlanta home. The plan, which sets a goal of 20,000 housing units created or preserved and expending $1 billion for affordable housing by 2026, seeks to leverage the collective efforts of the City’s housing agencies as well as the private sector to ensure Atlanta is an inclusive and equitable city for all.

The following recommendations supplement those from the report and are specific to Subarea 3.

POLICY RECOMMENDATIONS

• Promote and maximize existing programs that encourage the preservation of existing subsidized affordable housing and the creation of new subsidized units (e.g., BeltLine Affordable Housing Trust Fund, inclusionary zoning, State and Federal incentives, etc.)
• Develop tools to preserve existing non-subsidized affordable units.
• Update zoning regulations to allow accessory dwelling units within existing residences or houses, as opposed to only allowing accessory dwelling units in detached structures.
• Promote, maximize, and potentially expand existing programs that support legacy homeowners with financial literacy, maintenance grants, and other ongoing costs of ownership.
• Develop and promote programs that support legacy renters with financial literacy and other potential tools to minimize risks of displacement.
• Expand the use of the community land trust, including both single-family and multi-family models.
• Participate in comprehensive anti-displacement initiatives existing or under development in the city.
  ◦ Short-term / emergency solutions for tenants facing eviction
  ◦ Renters’ rights programs and education
  ◦ Explore property tax relief for legacy homeowners
• Participate with other partners to deliver comprehensive wealth-
building programs for low-and moderate-income residents and businesses.

- Support non-profit and community-based developers focused on long-term affordability and mixed-income communities.

- Promote multi-family affordable housing and density near transit.

- Support the implementation of the “Missing Middle” Housing Ordinance.

- Expedite the development of affordable housing on suitable vacant publicly-owned land.

- Develop several resources, recommendations, referrals and/or initiatives designed to keep residents/businesses within the subarea.

- Develop a methodology to contact residents/businesses and inform each about resources, recommendations and initiatives designed to keep residents/businesses within the subarea.

- Explore methods to assist residents/business gain higher economic stability and wealth, including, if appropriate, transitioning residents from renters to homeownership, etc.
Transportation investment should provide mobility options for all types of users.

Photo: Ryan Gravel
MOBILITY

STREET FRAMEWORK PLAN
It will be critical to expand the street network as the subarea redevelops in order to provide more routes to new and existing destinations and to avoid concentrating traffic on existing streets. The map on the following pages shows approximate recommended locations for new major streets. The extension of Englewood Avenue / Pershing Street to the east will be crucial to provide east-west connectivity that is missing today. This project should be publicly funded. All other street connections shown should be privately funded and should occur as redevelopment happens. Their locations may vary slightly based on site conditions and development plans.

MULTIUSE TRAILS
The primary recommendation for multiuse trails is to complete the Atlanta BeltLine trail through the entire subarea, connecting the existing eastside and westside trails.

In addition, the approximate location of a number of spur trails are proposed to provide connections between neighborhoods, parks, schools, and other destinations, and connect those to the Atlanta BeltLine. These are shown on the map on the following page. Access points from streets and multiuse trails are recommended on Mercer Street, Ormewood Avenue, Delmar Avenue, United Avenue, Boulevard, and Hill Street. Several trails recommended in the previous subarea master plan have been removed to better coordinate with City plans, and because of topographic constraints and recent developments that have occurred.

OTHER BICYCLE FACILITIES
A number of other bicycle facilities are shown on the following page—these are consistent with the recommendations of other City plans, such as the Atlanta Transportation Plan, and would expand the bicycle network with bicycle routes, shared lanes, bike lanes, or separated bikeways. Specific facility types will be determined by the City of Atlanta.

MOBILITY HUBS
Neighborhood mobility hubs combine multiple transportation modes into a seamless hub or transfer point. These could include bike racks for shared or private bicycles, e-scooters, bus or other transit stops, and rideshare loading areas. They could also incorporate kiosks or vending areas, neighborhood information, and historical displays. Their recommended locations are shown on the map on pages 58 and 59.

Neighborhood mobility hubs could provide seamless connections between multiple transportation modes, while also offering neighborhood information and services (Photo Credit: Wikimedia Commons).
A Note About Proposed New Streets

This draft street framework plan shows only specific new street connections that are critical to improving access between the Atlanta BeltLine Corridor and surrounding areas. Additional streets not shown here must also be provided as redevelopment occurs. These should create no blocks no longer than 400 feet on one side, and should connect to exiting and future streets on adjacent sites within the BeltLine Tax Allocation District (TAD).
This map was prepared by TSW in 2018 and produced for the Atlanta BeltLine Subarea 3 Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Data are not guaranteed.
A Note About Proposed New Streets

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INTERSECTION IMPROVEMENTS

Safety improvements are recommended at many intersections within the subarea, particularly along Boulevard to coordinate with City of Atlanta plans.

- Boulevard at I-20. Left turn lanes for eastbound ramps should be added.
- Boulevard at United Avenue. This intersection should be reconfigured to coordinate with the City of Atlanta proposed Complete Street project.
- Boulevard at Ormewood Avenue. This intersection should be reconfigured to coordinate with the City of Atlanta proposed Complete Street project. A traffic study should be conducted to determine if a new traffic signal should be installed.
- Boulevard at Atlanta Avenue. This intersection should be modified as part of the Atlanta Transportation Project (ATP) Road Reconstruction project (SA-010).
- Boulevard at Hamilton Avenue. This intersection should be modified as part of the Atlanta Transportation Project Road Reconstruction (SA-010). Improvements at this intersection need to consider the mobility hub and interactions with the Atlanta BeltLine corridor, with a potential HAWK signal installation.
- Boulevard at Englewood Avenue. This intersection should be modified as part of the Atlanta Transportation Project Road Reconstruction (SA-010).
- Boulevard at McDonough. Though outside of the study area, this intersection has many safety concerns and should be modified as part of the Atlanta Transportation Project Road Reconstruction (SA-010).

Any improvements would require engineered drawings, public engagement, funding, and coordination with the ATP. The ATP defines street reconstruction projects as the addition or upgrade of multimodal facilities for bikes, pedestrians, or transit services; road diets or other lane reconfigurations, road widenings and capacity improvements; and roadway safety improvements.

Intersection improvements, particularly key intersections on Boulevard, will make the subarea safer for pedestrians, cyclists, and drivers. Some recent improvements were made on other streets in the subarea, like at Ormewood Avenue and Woodland Avenue shown above.
HIGH CAPACITY TRANSIT
This plan incorporates the recommendations of other City plans to provide high capacity transit service along the following corridors or streets:

- Atlanta BeltLine corridor (Green Line)
- Cherokee Avenue (Blue Line)
- Georgia Avenue (Blue Line)
- Atlanta Avenue (Blue Line)
- Boulevard (Blue Line)

Bus stops should also be considered at all Atlanta BeltLine crossings once the trail is completed. The first three proposed are:

- Route 832 (at United Avenue)
- Route 49 (at Hill Street)
- Route 9 (at Boulevard)

STREETSCAPES
Improvements to key streets are recommended by a number of City plans and will be important to provide increased and safe access to the Atlanta BeltLine. These include pedestrian facilities to be constructed by others, including the City and private developers, on the following streets:

- Boulevard between United Avenue and McDonough Boulevard (SA-010) and incorporate the new proposed City of Atlanta Complete Street
- Englewood Avenue (part of Road Reconstruction project SA-030)
- Cherokee Avenue (part of Road Reconstruction project SA-031)
- Berne Street
- Ormewood Avenue
- United Avenue
- Atlanta Avenue
- Hill Street
- McDonough Boulevard

Traffic signal optimization should be conducted throughout the subarea to improve traffic flows.

Traffic calming measures should also be implemented in the subarea where needed to slow traffic and improve safety. All traffic calming must conform to City code requirements and procedures.

OTHER PROJECTS
A warrant study should be conducted to see if a traffic signal is needed at the intersection of Ormewood Avenue and Boulevard.

Improvements on major streets will provide safer access to the Atlanta BeltLine for pedestrians and bicyclists. Traffic calming measures, like permeable pavers on Hill Street shown above, can also contribute to stormwater management.
ZONING AND LAND USE POLICY

PROPOSED CHANGES TO CITY’S FUTURE LAND USE MAP
The City of Atlanta Comprehensive Development Plan includes a Future Land Use map that is the official guide for all rezoning decisions. Five changes are proposed to bring this map into conformity with the vision of this Subarea 3 Master Plan. These are shown in the map on the following pages, numbered below.

1. This area west of Boulevard Crossing Park is recommended to be high-density mixed-use. In the 2009 plan, the area was medium-density mixed-use, but its the adjacency to the park and Chosewood Park TOD planning area, and its current use, make high-density mixed-use more appropriate.

2. On the east side of Boulevard Crossing Park, two parcels are recommended to be open space.

3. A group of parcels adjacent to Cherokee Street, south of the Atlanta BeltLine corridor and where CHaRM is located, is recommended for medium-density mixed-use.

4. Some larger areas north of the Atlanta BeltLine corridor adjacent to Grant Street are also recommended to be medium-density mixed-use to reflect their current use. Mixed-use development and higher density residential focused along the Atlanta BeltLine corridor will help support future transit on the Southside Trail.

5. Two properties at Hamilton Avenue and Boulevard are recommended for low-density mixed-use.

The detailed future land use recommendations of this plan are shown in the map on pages 66 and 67.

PROPOSED REZONINGS
Zoning changes on some properties will be required to bring the City’s zoning map into alignment with the vision of this plan, this plan’s future land use map, and the City’s Future Land Use Map. These are shown in the map on pages 68 and 69. All of the recommendations in this Subarea Master Plan are to change zoning designations to mixed-use zoning, either MRC-1, MRC-2, or MRC-3-C (conditional), depending on the location. Most of these properties are currently industrial lands.

Adoption of this plan does not amend the City’s official zoning map. Atlanta BeltLine, Inc. will only rezone properties that it owns and controls. All recommended rezonings are guides for developers as they apply for rezonings to encourage them to do so in a way that is consistent with this plan. The relationship between the Atlanta BeltLine Future Land Use categories, compatible City of Atlanta Future Land Use categories, and compatible Zoning designations is to the right.
The Atlanta BeltLine uses building height for multi-family and mixed-use in the subarea master plans to designate Future Land Use because it is easier to visualize building height. However, regulatory controls at the City of Atlanta use Floor Area Ratio (FAR) to determine land use and zoning. This diagram shows how the Atlanta BeltLine building height land uses relate to City of Atlanta Land Use classifications and City of Atlanta zoning districts.

Photo, Left: The recommended land use and zoning change will help ensure that future development near the BeltLine is consistent with the vision of this master plan.
This map was prepared by TSW in 2018 and produced for the Atlanta BeltLine Subarea 3 Master Plan Update using data supplied by the City of Atlanta, Atlanta Regional Commission, Fulton County, and Atlanta BeltLine Inc. Data are not guaranteed.
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ARTS & CULTURE

OVERVIEW OF THE PLAN
This section was extracted from the recently created Arts & Culture Strategic Implementation Plan that was developed in March 2018. The Arts & Culture Strategic Implementation Plan was borne out of the desire to support strong, livable communities with increased creative activity.

Subarea 3 falls into the Southeast Study Group. The plan does not provide recommendations for specific geographic areas, but overall recommendations are as follows:

PROGRAMS
Defining the role of art and educational programming.

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

SPACES
Exploring public spaces, design and art, pathways, connections, and accessibility.

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

COMMUNITY COLLABORATIONS
Ensuring that the BeltLine collaborates with, connects to, and reflects the 45 intown communities that it abuts as well as artists and cultural workers

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

ORGANIZATIONAL STRUCTURE AND PROCESSES
Considering ABI’s resources and internal relationships, how ABI involves artists, collaborates with partners, and engages with communities

1. Build capacity at ABI for community arts and cultural programming.

2. Develop clear names and definitions for the arts and cultural programs of ABI and clarify the goals and resources needed for each initiative.

3. Participate in the creation of local community arts councils/groups that can liaise with ABI.

4. Utilize new and existing artist networks to conduct robust artist outreach to attract local proposals for AoAB and other ABI arts and cultural programs.

5. Adopt a systems-approach to arts and culture within ABI.

6. Centralize and formalize data-gathering, storage efforts, and annual reporting on key metrics and equity issues.