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CONSULTANT TEAM
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EXECUTIVE SUMMARY

OVERVIEW
The Atlanta BeltLine 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. Atlanta BeltLine, Inc. (ABI), the project’s implementation agency, led the effort to create 10 master plans in collaboration with communities, businesses, and agency stakeholders to provide a vision to implement the Atlanta BeltLine Redevelopment Plan goals for future development, economic investment, and neighborhood improvement within a half-mile planning area established along the 22-mile railroad corridor.

This planning process will revisit and update the original Subarea 4 Master Plan adopted in 2011. Overall, it provides policy recommendations in the areas of land use, mobility, open space, affordable housing, and public art to help guide growth, development, preservation, and investment decisions. Subarea 4 is located in the southeastern portion of the Atlanta BeltLine, east of I-75/I-85 and bisected by I-20. DeKalb Avenue bounds it to the north, Moreland Avenue to the east, Berne Street to the south and Boulevard to the west.

The study area encompasses over 1,200 acres and includes 415 acres of the BeltLine Tax Allocation District. Subarea 4 incorporates several Neighborhood Planning Units (NPUs), City Council Districts, and neighborhoods, including portions of:

- NPUs N, O, and W
- City Council Districts 1 and 5
- Neighborhoods of Cabbagetown, Edgewood, Glenwood Park, Grant Park, Ormewood Park, and Reynoldstown

COMMUNITY ENGAGEMENT PROCESS
Public participation is the foundation for any planning effort, and therefore providing a variety of opportunities for public involvement is necessary to ensure active and widespread participation. For this reason, the project team used postcards, right-of-way signs, email blasts, social media, online interactive maps to provide feedback, and direct neighborhood engagement to inform the public about the master plan update process to solicit participation.

The following virtual and in-person events were held to engage the public:

1. Study Group (Virtual) Meeting #1: Project Kick-off, Monday, July 19, 2021
2. Study Group (Virtual) Meeting #2: Thursday, September 30, 2021

In the midst of the COVID-19 global pandemic, community engagement had to be particularly creative in updating this plan in way that was safe, convenient, accessible, and engaging. For this reason, the project team worked closely with a Stakeholder Advisory Committee and the general public.

To help produce an update to the Subarea 4 Master Plan that represented a broad spectrum of people and interests, the project team worked closely with a Stakeholder Advisory Committee and the general public.
3. Virtual Design Workshop: Wednesday, October 13, 2021
4. Design Workshop (In-Person) #1: Thursday, October 14, 2021
5. Design Workshop (In-Person) #2: Saturday, October 16, 2021
6. Study Group (Virtual) Meeting #3: Thursday, November 4, 2021
7. Study Group (Virtual) Meeting #4: Thursday, January 20, 2022

To obtain additional feedback, the consultant team used Social Pinpoint, a public engagement platform, which included a brief community demographics survey, an interactive mapping exercise, and a survey soliciting feedback on proposed revisions to the master plan goals. Throughout the update process, the website received 14,485 visits from 5,100 unique users.

**COMMUNITY GOALS**

The Subarea 4 Master Plan Update goals were refined and developed in collaboration with stakeholders and community members throughout the master planning process. The purpose of the goals are to help guide growth and development.

**Land Use & Zoning**

- Establish Transit Oriented Development (TOD) along the Atlanta BeltLine to support future transit
- Use height and intensity transitions where development adjoins single-family and low-rise residential areas
- Provide pedestrian oriented development that activates the street and the corridor
- Provide uses that support variety of housing type/choices, diversified employment options, and recreational opportunities for all ages

**Mobility**

- Implement light-rail transit (LRT) on the BeltLine
- New street connections and/or retrofitting existing streets with new development to improve neighborhood circulation, especially when connected to major thoroughfares
- 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 per the Urban Design Commission
- Repurpose (where possible) buildings 50 years or older
- Reflect local history in public art, parks, and new developments

**Economic Development**

- Provide daily goods and services that serve both new development and existing neighborhoods, including banks, pharmacies, childcare facilities, and a grocery store
- Support the creation and retention of small and large businesses
- Provide land uses that can accommodate a range of employment opportunities throughout the subarea

**Housing**

- Provide and encourage housing for families who earn between 30% and 80% of Area Median Income (AMI), consistent with the ABI Housing Working Group Study recommendations
- Preserve the public subsidy for longer term affordability where possible to mitigate involuntary displacement
- Encourage a variety of housing types to meet a variety of housing choice needs

**Parks and Green Space**

- Provide diverse, open, cultural, and civic spaces to promote social interaction, celebrate local art, improve community health, and retain distinctive neighborhood character
- Enhance existing parks per the City of Atlanta Park Master Plan
- Encourage new developments to consolidate green space into usable pocket parks rather than buffers, berms, landscape islands, or other unusable areas

**RECOMMENDATIONS**

Led by the guiding principles, the community engagement process, and technical analysis, recommendations were established for the following categories:

1. Mobility
2. Land Use and Zoning
3. Parcels Susceptible To Change
4. Housing Policy
5. Placemaking and Placekeeping
6. Sidewalk improvements in strategic areas to improve connectivity where sidewalk infrastructure is missing or in disrepair
7. Multimodal improvements along Woodward Avenue, Moreland Avenue, Memorial Drive and Glenwood Avenue
8. Shared Streets Concept Study along Bill Kennedy Way
9. Reconstruct the intersection at Flat Shoals, Arkwright Place, and Walthall Street and Howell Drive, known as the “Spoke” to provide better pedestrian and/or bicycle facilities

**Land Use & Zoning**

The recommended future land use changes in the master plan update primarily reflect recent developments, underlying zoning, and/or parcels susceptible to redevelopment. The significant land use changes relate to parcels that are currently industrial zoned properties at: Chester Ave. and Fulton Terrace; Chastain St. and Woodward Ave.; and Chester Ave. and Glenwood Ave. These properties previously had an industrial future land use, and an industrial mixed-use (I-Mix) future land use is now recommended. Should these sites develop in the future, the objective with the I-Mix land use/zoning designation is to incorporate an industrial use with a mixed-use development to provide livable job creation opportunities. Lastly, while the future of Hulsey Yard is unknown, it remains a site for potential transformation. Should the property be sold or rezoned in the future, this plan recommends mixed-use. The key recommendations from the Hulsey Yard Master Plan have been included in the Subarea 4 Master Plan Update, and if the property is sold and rezoned, the details will be refined in that process.
If Hulsey Yard were to be rezoned in the future, mixed use is the future land use recommendation.
EXECUTIVE SUMMARY

Housing

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

Subarea 4 presents several opportunities to enhance affordability and allow seniors, working families, and legacy residents to enjoy the vibrancy and connectivity of the Atlanta BeltLine. Mixed-income housing that meets the needs of a range of incomes will require a collaborative effort from housing agencies, nonprofits, private partners, and the philanthropic community.

Housing recommendations include:
• Promote the use of tools to incentivize preservation and creation of affordable units
• Encourage the production of affordable for-sale and multi-family affordable housing units
• Promote existing anti-displacement programs and policies that support legacy homeowners and renters
• Consider/champion feasibility of city-led Tenant Protection Ordinances
• Work with other partners to deliver comprehensive wealth-building programs for low- and moderate-income residents and businesses
• Collaborate with nonprofit and community-based developers focused on long-term affordability and mixed-income communities
• Consider/champion city-led Multi-Unit Preservation Districts to preserve naturally occurring affordable housing

Placemaking/Placekeeping

Subarea 4 presents several opportunities for reimagining public space and better connecting people and place in the subarea. It should be noted that the Atlanta BeltLine has a robust public art program called Art on the Atlanta BeltLine, which strives to make art accessible to all. The linear gallery represents artists from across Atlanta, the nation, and the world in variety of mediums including sculpture, murals, dance, music, theater, photography, and more. Any reference to art in this section must be coordinated through the official art process.

Placemaking/placekeeping recommendations include:
• Community-initiated pop-up events
• Consider creative art installations that could produce shade in specific locations along the corridor
• Reynoldstown community gathering space
• Crosswalk enhancements
• Creative bike parking
• Crosswalk art and gateway art/signage
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. 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. A more socially and economically resilient Atlanta is being built with Atlanta BeltLine, Inc.'s (ABI) 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 promises to transform the 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 brownfields
- 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
- Protecting natural resources
- Promoting historic preservation

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. The Atlanta BeltLine is working as a partner with the Metropolitan Atlanta Rapid Transit Authority (MARTA), the lead agency for transit on the BeltLine, to see transit realized.

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 10 subareas and five study group areas. The subareas are the basis for the Subarea Master Plans, while the study group areas are the basis for community outreach.
WHAT IS THE ATLANTA BELTLINE?

The Subarea Master Plans are the primary policy tools for guiding land use/transportation and other key relationships along the Atlanta BeltLine. 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 2009 and 2012 under very dynamic market conditions.

Subarea Master Plans

The Atlanta BeltLine Redevelopment Plan established the vision of the BeltLine and its core component goals, and it identified the BeltLine Tax Allocation District as a the primary funding mechanism for public investment within that geography.

To implement the Atlanta BeltLine Redevelopment Plan vision in a local context, the Atlanta BeltLine worked to develop 10 distinct Subarea Master Plans from 2009 to 2012. This effort divided 15,000 acres within approximately one-half mile of the Atlanta BeltLine corridor, known as the Atlanta BeltLine Planning Area, into 10 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 (NPUs), and ultimately approved by the Atlanta City Council. This plan is a product of the original effort and updates the Atlanta BeltLine Subarea 4 Master Plan completed in 2011.

Subarea Master Plans establish community visions with recommendations that reflect the needs of the various stakeholders within the community. The plans prescribe a framework for growth & development, including policy recommendations for future land use, zoning, mobility, housing, parks and green spaces, historic preservation, and arts and culture.
Public parks in Subarea 4 include Oakland Cemetery, Cabbagetown Park, Lang-Carson Park, Esther Peachy Lefevre Park, Reynoldstown Memorial Park and the Reynoldstown Gateway passive greenspace. Major streets and highways in Subarea 4 Include I-20, bisecting the subarea, Memorial Drive, Bill Kennedy Way, Moreland Avenue, and DeKalb Avenue.
The study area encompasses over 1,200 acres and includes 415 acres of the BeltLine Tax Allocation District. Subarea 4 incorporates several Neighborhood Planning Units (NPUs), City Council Districts, and neighborhoods, including portions of:

- NPUs N, O, and W
- City Council Districts 1 and 5
- Neighborhoods of Cabbagetown, Edgewood, Glenwood Park, Grant Park, Ormewood Park, and Reynoldstown

The following pages illustrate the existing conditions for the BeltLine Subarea 4 study area.
This map presents all existing mobility options in Subarea 4, including MARTA Rail Line, MARTA Stations, Transit Routes, and Bicycle Routes.

Subarea 4 has two MARTA Stations: King Memorial Station and Inman Park-Reynoldstown Station.

King Memorial Station is within the subarea boundary and Inman Park-Reynoldstown is just outside of the boundary.

The primary transportation routes in the Subarea include I-20, Memorial Drive, Bill Kennedy Way, Moreland Avenue, DeKalb Avenue, and Glenwood Avenue.
This map shows community facilities, historic districts, landmark buildings and parks.

Key sites displayed on the map are Maynard Jackson High School, Oakland Cemetery, Cabbagetown Park, and Lang-Carson Park.

There are five significant structures in the subarea: 468 Moreland Avenue, 904 Memorial Drive, 1043 Memorial Drive, and 912 Wylie Street.

The Historic Districts in Subarea 4 include Grant Park, Cabbagetown, and Oakland Cemetery.
**DEVELOPMENT ACTIVITY**

Understanding the growth and development activity that has occurred in this area in the past five years helps to identify patterns, and will inform the recommendations in this plan. Most of the recent completed development activity in Subarea 4 has been multi-family housing properties. Additionally, new office, retail, and mixed-use space has been completed, though with a much higher concentration of retail than office.

Recently, proposed and under-development projects are primarily residential, including: Madison Reynoldstown, The Stein Steel redevelopment, and 982 Memorial Drive. There is a mixed-use development planned along Moreland Avenue.

Substantial office development has occurred just north of Subarea 4 in Subarea 5 (Inman Park/Old Fourth Ward). The impact and benefits of these office developments will provide access to local jobs for residents and will also increase the demand for housing options in this area.
EXISTING STUDIES

The BeltLine Subarea 4 Master Plan was adopted by Atlanta City Council on July 18, 2011. Many plans have been completed since this initial adoption. These plans vary from neighborhood-specific to comprehensive plans that address topics across the City of Atlanta. These and other plans were reviewed to inform the process and recommendations of the Subarea 4 Master Plan Update.

Completed Citywide Plans

2. Atlanta City Design – Aspiring to the Beloved Community (2017)
3. Atlanta Streetcar System Plan (2015)
5. One Atlanta: Economic Mobility, Recovery and Resiliency Plan (2020)
7. One Atlanta: Strategic Transportation Plan (2018)

Completed Neighborhood Plans

1. Edgewood Redevelopment Plan (2009)
3. Imagine Memorial (2019)


To support the development of a comprehensive and meaningful housing strategy, ABI convened a blue-ribbon panel of affordable housing experts from the public, private, and nonprofit sectors. This group came together as the ABI Affordable Housing Working Group.

The working group met frequently to discuss ways to support ABI in reaching its goals to create and preserve affordable housing around the Atlanta BeltLine while supporting the City’s One Atlanta vision and other city design and community frameworks.

The Affordable Housing Working Group Final Report discusses robust collaborative strategies and recommendations to assist ABI and its strategic partners reach the affordable housing goal, specifically with regard to policy, capital, and zoning. Alongside these goals is a work plan on how to reach them.

This working group report also reviewed various affordable housing development communities and the number of affordable housing units created/preserved by the BeltLine TAD and Planning Area. The communities within Subarea 4 included:

- Columbia Senior at Edgewood
- Reynoldstown Senior
- Lofts at Reynoldstown Crossing
- EDGE
The Atlanta City Design: Aspiring to the Beloved Community is a guiding document for the City of Atlanta. Its purpose is to articulate an aspiration for the future city that Atlanta residents can fall in love with, knowing that if people love their city, they will make better decisions about it. These decisions, then, would be reflected in all plans, policies, and investments the city makes, allowing Dr. King’s concept of the Beloved Community to guide growth and transform Atlanta into the best possible city.

The Atlanta City Design (ACD) is the framework for inclusive growth in Atlanta. ACD isn’t a plan with policy and regulatory recommendations for the next 10 years but rather ambitious design meant to challenge the city to live up to its five core values of equity, progress, ambition, access, and nature.

Atlanta Comprehensive Development Plan (2021)

Plan A is the City of Atlanta’s Comprehensive Development Plan (CDP) adopted in October 2021. Plan A is a five-year update to the 2016 Comprehensive Development Plan. This means most proposed goals, policies, and actions outlined in the 2016 CDP are reflected in the 2021 CDP but have been refreshed through the lens of the planning work that has been completed since 2016, including Atlanta City Design, which was adopted into the City Charter in 2017. The City is preparing Plan A over a multi-phase, multi-year process. The 2021 update is an administrative one. As such, it meets the State of Georgia’s requirements to maintain the City’s Qualified Local Government (QLG) status so Atlanta can continue accessing federal and state funds for economic development, affordable housing, and infrastructure. It also lays a foundation for a more robust update starting in 2022. During this next phase, Atlanta residents will dig deeper into issues associated with density, land use and zoning while allowing for greater public interaction post-pandemic and more inclusive conversations that will be both virtual and in-person.

A comprehensive development plan shows important relationships between land use, transportation, housing, economic development, nature, historic preservation, and other aspects of city building. A CDP is both a fact-based resource and a policy document which defines immediate and long-term priorities for a community.

Atlanta Streetcar System Plan (2015)

This plan is the official vision for the long-term citywide creation of a streetcar network. The aim of the Atlanta Streetcar System Plan (SSP) is to provide enhanced mobility, increase transportation options and complement economic development as a supplement to the Connect Atlanta Plan. The SSP builds off the first transit project from the Connect Atlanta Plan, the Atlanta Streetcar’s East-West route. This initial 2.7-mile route opened on December 30, 2014, and serves downtown Atlanta, running from Centennial Olympic Park to the Martin Luther King, Jr. Historic District.

MARTA is now the entity responsible for transit for the City of Atlanta. While MARTA will be leading transit on the BeltLine, ABI is working with MARTA and the city, and the More MARTA Expansion plan includes placing transit on the BeltLine.

Hulsey Yard Neighborhood Master Plan (2019)

The Hulsey Yard Neighborhood Master Plan (2019) represents a neighborhood development activity in the historic Preservation District. This study is focused on creatively exploring mobility and safety opportunities in parallel with selected land use and zoning recommendations along the corridor in order to bring more clarity to the path forward. As of December 20, 2021, the Imagine Memorial LCI Study is still a draft and has not been adopted by the City of Atlanta.

Imagine Memorial (2019)

The Imagine Memorial LCI Study aims to recognize, codify, and build on efforts to make the Memorial Drive Corridor a walkable, diverse, and active urban street where residents can live their lives without being dependent on vehicles for most trips. While the demographic and economic trends affecting the BeltLine’s eastside neighborhoods have been gradually taking place for decades, the intensity of development activity in the past few years has brought many challenges.

The Imagine Memorial LCI Study is focused on creatively exploring mobility and safety opportunities in parallel with selected land use and zoning recommendations along the corridor in order to bring more clarity to the path forward. As of December 20, 2021, the Imagine Memorial LCI Study is still a draft and has not been adopted by the City of Atlanta.

Hulsey Yard is an intermodal transfer facility owned by CSX Transportation located between the historic Atlanta neighborhoods of Cabbagetown, Inman Park, Old Fourth Ward and Reynoldstown. The 78-acre site spans the distance between two MARTA rail stations, borders two historic districts, and is bisected by the Atlanta BeltLine corridor.

If this property were to be sold and rezoned, given its status as an industrial site, its potential transformation has huge implications for countless residents and businesses surrounding it. The plan represents a neighborhood vision for Hulsey Yard’s redevelopment that is grounded in the realities of current real estate and market trends yet pushes the envelope in terms of interconnectedness, build quality, affordability, and architecture.

While this plan has not been adopted by the City of Atlanta, it is a framework that could serve as a guide should the railroad operations cease and the site be redeveloped. Should the site be rezoned, this plan represents key values that would be essential to its successful development and integration into an existing community.
The vision is to provide a pathway to affordable and equitable housing opportunities for all who desire to call Atlanta home. To accomplish this, the plan aims to implement 13 initiatives and 45 actions to achieve four key goals:

- Create or preserve 20,000 affordable homes by 2026 and increase overall supply of housing units
- Invest $1 billion from public, private, and philanthropic sources in the production and preservation of affordable housing
- Ensure equitable growth for all Atlanta residents and minimize displacement
- Support innovation and streamline processes

In implementation of this plan, the aim is to substantially increase the number of Atlanta residents who reasonably can afford their housing costs. The promise of One Atlanta is a city where all residents have equitable access to quality public services and amenities, including public spaces, schools, transit, retail, job opportunities, affordable housing, and healthy and safe environments.

The plan also serves as a collective call to action to City of Atlanta partners — public agencies at every level, residents, businesses, nonprofits, philanthropic organizations, and others — to join them in this critical work.

The One Atlanta Housing Affordability Plan is focused on ensuring that all our residents can remain in Atlanta and share in the success of our city. The 45 actions of the One Atlanta Housing Plan provide a roadmap to increase the supply of housing in the City of Atlanta for a full spectrum of residents in a transparent and open manner, accountable to the milestones, metrics, and goals outlined in the plan.

One Atlanta Housing Affordability Plan (2019)

The Atlanta Empowerment Zone Corporation, the City of Atlanta Bureau of Planning, and the City of Atlanta’s Bureau of Planning convened on the preparation of Reynoldstown 2000 and Beyond: A Neighborhood Master Plan, providing planning strategies designed to ensure the best possible future for Reynoldstown with a one- to 15-year planning horizon. The planning process was inclusive of community residents, businesses, agencies, and city officials, all of whom were dedicated to the strength of Reynoldstown and its future.

This neighborhood plan made recommendations regarding future land use, urban design and transportation improvements in the Reynoldstown Community.
MARKET ANALYSIS

As part of the Sizemore Group team, Noell Consulting Group (NCG) was retained to conduct a market analysis for the BeltLine Subarea 4 Study Area. This study was used to guide recommendations on development, land use, and policy, ensuring recommendations are realistic and achievable.

Subarea 4 is largely developed, with growing retail offerings and a mix of housing types, making it a strong mixed-use community. While retail, entertainment, and housing options continue to grow, office development is lacking, leading to a majority of residents leaving the study area for employment. Additionally, as the area becomes more desirable, housing affordability continues to be a challenge.

As investment continues in the area, new office space and affordable housing options should be considered to expand the diversity of land use types and housing options.

Demographics

Subarea 4 contains 5,691 households, 2,410 of which are renter households and 3,281 of which are homeowner households. The median 2020 household income in the Subarea is $95,012. From 2011 to 2019, the median household income for Subarea 4 increased by 67.5%. During that same time, the subarea has become slightly younger and with higher educational attainment than it had been at the turn of the decade.

The subarea’s rapid development activity is the primary driver for these demographic changes. From 2011 to 2019, Subarea 4 added 3,039 multi-family rental units, 369 for-sale units (75% of which are attached product, e.g., condos, duplexes, townhomes), over 100,000 square feet of office space and over 450,000 square feet of retail space.

There are 4,830 total jobs within the study area, with the highest concentration of jobs — and the highest paying — located at the intersection of Reynoldstown and Ormewood Park, where Atlanta Dairies and Madison Yards are located. Of all jobs, 33.3% of them earn less than $15,000 annually, 36.6% of them earn $15,001 to $39,999, and 30.1% earn more than $40,000, so 70% of workers in the subarea earn less than $40,000 a year. This is because the largest shares of jobs in the subarea are in retail trade (32%) and food service (23%), together accounting for 55% of the jobs in Subarea 4.

Despite the lack of high-paying job opportunities within the subarea, 65% of residents commute to high-paying jobs, with the top workplace locations being Downtown (14%), Midtown (12%), and Buckhead (7%).

Forecasted growth based on historic rates indicate the addition of nearly 700 households and a loss of 150 households between the years 2021 and 2026. Most of the loss would be of households earning less than $75,000 annually, who will find themselves priced out of the subarea. This could be mitigated through policy intervention that supports the creation of rental housing for households earning 64% to 110% AMI or $35,000 to $60,000 annually.

STRENGTHS, CHALLENGES, AND OPPORTUNITIES

Strengths

Subarea 4 is located...
MARKET ANALYSIS

Study area resident work destinations

MARKET ANALYSIS

southeast of Downtown Atlanta and includes portions of the neighborhoods of Reynoldstown, Cabbagetown, Grant Park, and Ormewood Park. I-20 and DeKalb Avenue provide access to the rest of the city and connection to many job cores. There is a growing retail offering in the subarea, of both trendy bars as well as basic necessity retail centers anchored by grocers — like the Madison Yards entertainment center with a Publix. There is a growing diversity of housing product type, especially with Stein Steel’s redevelopment. The area’s unique historic fabric and character is helping it to become a strong mixed-use livable area.

Challenges

While Subarea 4 has great proximity to employment cores and office space, there is a lack of immediate Class A office space and new jobs will lighten commuting congestion. Maintaining and creating affordable housing with tools such as MR-MU zoning and ADUs will add to housing diversity and increased density in for-sale product like townhomes and condos. Continued leverage of the private sector through Inclusionary Zoning will remain the largest producer of affordable units.

MARKET CONDITIONS

For Sale Residential

New detached home sales values have shifted from predominately sub-$300,000 to $400,000+, and nothing under $200,000 as land and construction costs have risen along with increasing demand/interest for the area. With greenfield sites becoming increasingly rare within the city limits, combined with increasing land and construction costs, the capture of single-family detached home sales has been gradually trending down since the early-/mid-2000s. We see no reason for this trend to change, however increased infrastructure and lifestyle enhancements occurring on the south and west sides of the city will likely slow the rate of decreasing capture. Going forward, we forecast this capture rate to be in the 4% to 5% range, resulting in an annual average of just over 500 new detached sales per year through 2030.

With high land values and higher allowable densities through current zoning (duplexes or townhomes permitted on most underdeveloped sites), we do not foresee any significant shift in the amount of new detached home sales occurring in the study area going forward. Based on this analysis we believe an average of eight new infill single-family home sales will be sold per year through 2030, though it is likely that lot inventory will run out prior to witnessing all of this demand.

Rental Residential

Historically the subarea witnessed little new apartment development prior to 2016, with only Glenwood Park Lofts, and ENSO coming online. That said, since 2016, over 2,600 units have been delivered and absorbed, showing the area’s ability to capture 5% of the entire ITP (Inside the Atlanta I-285 Perimeter) area’s absorption. A surge in 2020 and 2021 deliveries — including Elan, Modera, 915 Glenwood, Alta East, and Link — have resulted in the capture to temporarily spike up to 10%. Going forward, however, we anticipate the lack of remaining sites will begin to gradually lower this capture potential. The result is a forecasted average of just under 300 units per year through 2030. Of note, should Hulsey Yard become available for development, we believe these capture numbers could spike back up toward the

### Summary of Condo Communities

<table>
<thead>
<tr>
<th>Name</th>
<th>Year Built</th>
<th>Total Units</th>
<th>Current Price Range</th>
<th>Current Avg Price</th>
<th>Unit Size Range</th>
<th>Avg Size</th>
<th>SDF Range</th>
<th>Avg. B&amp;SP</th>
<th>Comments &amp; Amenities</th>
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</thead>
<tbody>
<tr>
<td>Hill Memorial</td>
<td>2018</td>
<td>34</td>
<td>$255,000 - $397,500</td>
<td>$286,700</td>
<td>786 - 1,256</td>
<td>1,041</td>
<td>$252 - $264</td>
<td>228</td>
<td>1 B 2 bedrooms condo in Memorial Park with high ceilings, kitchen, fireplace, rooftop deck with fireplace.</td>
</tr>
<tr>
<td>Lots at Reynoldstown Crossing</td>
<td>2011</td>
<td>33</td>
<td>$340,000 - $540,000</td>
<td>$400,000</td>
<td>1,226 - 1,242</td>
<td>1,232</td>
<td>$205 - $265</td>
<td>265</td>
<td>Converted warehouse on the Beltline with pool, fitness center, rooftop deck.</td>
</tr>
<tr>
<td>Moda Lane</td>
<td>2017</td>
<td>36</td>
<td>$245,500 - $410,700</td>
<td>$322,100</td>
<td>710 - 1,000</td>
<td>858</td>
<td>$339 - $402</td>
<td>370</td>
<td>Townhomes and Condos development along the BeltLine in Reynoldstown.</td>
</tr>
<tr>
<td>The Ormewood</td>
<td>2019</td>
<td>6</td>
<td>$225,000 - $555,500</td>
<td>$335,575</td>
<td>1,478 - 1,578</td>
<td>1,578</td>
<td>$346 - $542</td>
<td>317</td>
<td>Small Condo deals at Monsanto Area in Ormewood Park.</td>
</tr>
</tbody>
</table>

Summary: 99 0 $225,000 - $555,500 $335,575 710 - 1,578 1,391 $346 - $542 $511

Summary of condo communities
MARKET ANALYSIS

10% demonstrated levels but do not currently anticipate that would happen prior to 2030.

Commercial Space

Office

Historically Subarea 4 has witnessed very little office absorption activity, with the delivery of less than 10,000SF prior to 2020. The adaptive reuse of Glencastle in 2020-2021, has proven the ability of the subarea to capture 20-30,000SF per year of positive net absorption, a trend playing out even more significantly in areas to the north along the Eastside Trail, where new speculative office space has been brought to market. With some new office proposed for the subarea (Atlanta Dairies Phase II) and more potential sites, we believe the submarket has the ability to capture 15,000-20,000SF per year through 2030.

Retail

Historically, the Midtown and Downtown submarkets (Subarea 4 is part of the Downtown submarket) together represent only a 2% to 3% capture of the metropolitan market. That said, removing recessionary years, the capture has averaged 6% during the most recent recovery period of 2012-2019. Recently the Downtown and Midtown areas have witnessed several new large-scale retail developments, many of which have been on or near the BeltLine Eastside Trail – Ponce City Market, Krog Street Market, Atlanta Dairies, Madison Yards, etc. With a low in new deliveries limiting capture in 2021-2022 (much of the retail in town weathered the pandemic, and thus a surge in recovery is not expected), we expect the capture to increase over time resulting in an average of 4-5%. Much of this will continue to be food and beverage and service industries targeting the influx of a new in-town population base.

Historically, Subarea 4 has witnessed strong captures of the Downtown and Midtown markets through the delivery of larger format retail centers such as Glenwood Kroger Marketplace and Madison Yards, but also smaller infill retail and more entertainment/destination-driven venues such as Atlanta Dairies. With increasing land prices and a lack of remaining large format sites, we estimate these captures will be more significantly constrained going forward, and new retail space will primarily come in the form of ground-floor retail in mixed-use buildings. We forecast this will be 15,000-20,000SF per year through 2030.

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### Market Analysis

#### MARKET ANALYSIS

<table>
<thead>
<tr>
<th>ID</th>
<th>Community Name</th>
<th>Submarket</th>
<th>Year Built</th>
<th>% Leased</th>
<th>Total Units</th>
<th>Unit Size Range</th>
<th>Unit Size Average</th>
<th>Weighted Average Rent</th>
<th>Weighted Average Rev</th>
<th>Weighted Average SI/F</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Staple R Apartments</td>
<td>Subarea 4</td>
<td>2014</td>
<td>95%</td>
<td>285</td>
<td>637-1,132</td>
<td>406</td>
<td>$1,489</td>
<td>$2,036</td>
<td>$1,924</td>
</tr>
<tr>
<td>2</td>
<td>Lanes</td>
<td>Subarea 4</td>
<td>2014</td>
<td>94%</td>
<td>238</td>
<td>589-1,372</td>
<td>419</td>
<td>$1,613</td>
<td>$2,017</td>
<td>$1,920</td>
</tr>
<tr>
<td>3</td>
<td>Midtown at Lenox</td>
<td>Subarea 4</td>
<td>2003</td>
<td>85%</td>
<td>380</td>
<td>576-1,177</td>
<td>430</td>
<td>$1,025</td>
<td>$1,720</td>
<td>$1,701</td>
</tr>
<tr>
<td>4</td>
<td>ST Dairies</td>
<td>Subarea 4</td>
<td>2015</td>
<td>59%</td>
<td>310</td>
<td>457-1,353</td>
<td>597</td>
<td>$1,372</td>
<td>$2,095</td>
<td>$1,912</td>
</tr>
<tr>
<td>5</td>
<td>141 Memorial</td>
<td>Subarea 4</td>
<td>2018</td>
<td>95%</td>
<td>520</td>
<td>745-1,115</td>
<td>615</td>
<td>$1,372</td>
<td>$2,095</td>
<td>$1,912</td>
</tr>
<tr>
<td>6</td>
<td>Midtown</td>
<td>Subarea 4</td>
<td>2019</td>
<td>91%</td>
<td>235</td>
<td>495-1,389</td>
<td>625</td>
<td>$1,331</td>
<td>$2,060</td>
<td>$1,940</td>
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<tr>
<td>7</td>
<td>Clare Madison Yards</td>
<td>Subarea 4</td>
<td>2020</td>
<td>98%</td>
<td>345</td>
<td>597-1,587</td>
<td>649</td>
<td>$1,511</td>
<td>$3,235</td>
<td>$2,207</td>
</tr>
<tr>
<td>8</td>
<td>Glenwood Park Lofts</td>
<td>Subarea 4</td>
<td>2008</td>
<td>92%</td>
<td>235</td>
<td>810-1,192</td>
<td>615</td>
<td>$1,397</td>
<td>$2,461</td>
<td>$1,910</td>
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<tr>
<td>9</td>
<td>155-Glenwood</td>
<td>Subarea 4</td>
<td>2021</td>
<td>80%</td>
<td>210</td>
<td>843-1,456</td>
<td>1,071</td>
<td>$1,177</td>
<td>$2,324</td>
<td>$2,030</td>
</tr>
<tr>
<td>10</td>
<td>Enso</td>
<td>Subarea 4</td>
<td>2018</td>
<td>85%</td>
<td>345</td>
<td>765-1,278</td>
<td>1,007</td>
<td>$1,940</td>
<td>$3,240</td>
<td>$2,109</td>
</tr>
<tr>
<td>11</td>
<td>Glenwood at Grant Park</td>
<td>Subarea 4</td>
<td>2019</td>
<td>96%</td>
<td>219</td>
<td>836-1,167</td>
<td>825</td>
<td>$1,486</td>
<td>$2,104</td>
<td>$1,704</td>
</tr>
<tr>
<td>12</td>
<td>LINX Grant Park</td>
<td>Subarea 4</td>
<td>2017</td>
<td>95%</td>
<td>194</td>
<td>659-1,192</td>
<td>1,112</td>
<td>$1,791</td>
<td>$2,941</td>
<td>$2,075</td>
</tr>
<tr>
<td>13</td>
<td>The Domain</td>
<td>Subarea 4</td>
<td>2020</td>
<td>99%</td>
<td>120</td>
<td>615-1,364</td>
<td>1,034</td>
<td>$2,092</td>
<td>$3,551</td>
<td>$2,166</td>
</tr>
</tbody>
</table>

**Summary of the Competitive Market by Area**

- **Land Use**
  - **Estimated Total Demand Potential 2021-2030**
  - **Notes/Comments**

- **Retail**
  - **Rental Apartments**: Approximately 300 units per year
  - **Single Family**: 8 new infill single-family homes sales per year (Significantly constrained by lack of small lots)

- **Townhomes**
  - 70 new attached product sales per year
  - The majority will be townhomes given financing challenges of condominiums, but higher land prices and construction costs are driving developers to become more creative on denser product types that are easier to finance. Examples include back-to-back or stacked townhomes, or townhome/condo hybrid buildings.

- **Condominiums**
  - More limited given financing challenges, but we have seen some in more creative product types mentioned—particularly those that can be developed in smaller pieces.

- **Neighborhood Retail/Restaurant**
  - 15-20,000 SF per year
  - Will need to be adaptive reuse or ground floor of a mixed-use building. Heavily food and beverage oriented, service, or boutique personal services.

- **Class A Office**
  - 15-20,000 SF per year
  - Will heavily be driven by smaller firms under 5,000 SF. (Though this will ramp up if the area becomes a more linear office location) and heavily those in TAMI sectors (technology, advertising, media, information technology). Should include one to two local coworking facilities for promoting small employment and entrepreneurial.

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**Demand throughout the city is extensive, but more constrained by land and construction prices along with policy. Greatly reduce to increase offering will be through private sector Incentive Zoning Policy (in place in Beltline and midtown) however not viable for larger. At 15-19% of multifamily development this is likely to result in the creation of up to 40 units per year in the study area. Additionally, the new MVR zoning is likely to produce additional apartments units (essentially through A40), though the amount is still TBD. If we learn more about market and developer acceptance for this program.**

**SOURCE:** Novel Consulting Group

**Forecasted Demand by Product Type for Subarea 4**
Public participation is the foundation for any planning effort, and therefore variety in opportunities for involvement must exist to ensure active and widespread participation. Planning within the Atlanta BeltLine takes a comprehensive look at transportation, housing, economic development, and other factors in surrounding communities. This planning occurs simultaneously with maintaining a focus on equity, inclusion, health, affordability, and strategies to prevent or mitigate displacement of legacy residents.

COORDINATION WITH KEY AUDIENCES

Engagement centered on three distinct groups: a Project Management Team, a Stakeholder Advisory Committee, and the general public. Coordination with these key audiences ensured that input was gathered from the broad spectrum of users and interests.

Project Management Team (PMT)

A Project Management Team consisting of ABI staff and the consultant team was formed. The purpose of the PMT was to discuss the progress of the plan, to brainstorm solutions and strategies to address challenges and needs, and to plan community engagement opportunities at a high level. The PMT met virtually every other week, with additional meetings scheduled as needed prior to stakeholder and public meetings.

The Stakeholder Advisory Committee

A Stakeholder Advisory Committee consisting of the PMT, local organizations and community leaders with knowledge and expertise was convened. The following groups and organizations were invited to participate as members of the Stakeholder Advisory Committee:

- ABI Housing, Transportation, and Economic Development staff
- Cabbagetown Neighborhood Improvement Association
- City of Atlanta Departments of Housing, Planning, Zoning, Design, and Transportation
- Edgewood (O.N.E.)
- Friends of Lang Carson Park
- Georgia Department of Transportation (GDOT)
- Glenwood Park Homeowners Association
- Grant Park Neighborhood Association
- Local business/property owners
- MARTA
- NPU-0
- NPU-N
- NPU-W
- Ormewood Park (SAND)
- Resources for Residents and Communities (of Georgia — formerly Reynoldstown Revitalization Corp)
- Reynoldstown Civic Improvement League
- Trees Atlanta

The Stakeholder Advisory Committee met prior to each public meeting for a total of four meetings:

- 6/29/2021 (Meeting #1, Session #1)
- 6/30/2021 (Meeting #1, Session #2)
- 9/22/2021 (Meeting #2)
- 11/01/2021 (Meeting #3)
- 1/13/2022 (Meeting #4)

A key role of the Stakeholder Advisory Committee was to promote outreach events.
and distribute information to their respective organizations’ contact lists. Additionally, the Stakeholder Advisory Committee served as a sounding board regarding community engagement and outreach by offering feedback on public engagement event materials and techniques.

General Public Engagement
ABI endeavored to engage as many Subarea 4 residents, employees, and visitors as possible to ensure adequate representation of the area’s diversity.

The following virtual and in-person events were planned:

- Study Group (Public) Meeting #1: Project Kick-off
  July 19, 2021
  6:30 pm to 8:00 pm
  Virtual (on Zoom)

- Study Group (Public) Meeting #2
  September 30, 2021
  6:30 pm to 8:00 pm
  Virtual (on Zoom)

- Virtual Design Workshop
  October 13, 2021
  6:00 pm to 8:00 pm
  Virtual (on Zoom)

- Design Workshop (In-Person)
  October 14, 2021
  4:00 pm to 7:00 pm
  Lang Carson Park
  100 Manigault St SE

- Design Workshop (In-Person)
  October 16, 2021
  9:00 am to 12:00 pm
  Lang Carson Park
  100 Manigault St SE

Promotion for these public engagement opportunities included creating flyers, yard signs, and postcards. Flyers were distributed to local businesses and the Reynoldstown Senior Housing facility and were distributed virtually to neighborhood/community associations, NPUs, and churches/religious organizations in the subarea. Postcards were mailed to all addresses within the subarea. Yard signs were placed strategically throughout the subarea in prominent locations. The Stakeholder Advisory Committee also distributed information to their networks.
COMMUNITY ENGAGEMENT

VIRTUAL ENGAGEMENT

Virtual engagement was conducted using the Social Pinpoint platform. An engagement website was created that included a brief community demographics survey, an interactive mapping exercise, and a survey soliciting feedback on proposed revisions to the master plan goals. As of February 7, 2022, the website received a total of 14,485 visits from 5,100 unique users. Following is a brief summary of the three virtual engagement tools.

Community Demographics Survey
- Of 114 total survey responses, 78% of respondents reported living in one of six Subarea 4 neighborhoods.
- Of the 88 respondents that listed themselves as “employed,” only a small minority (22%) reported working in one of the six Subarea 4 neighborhoods.
- The majority of respondents (75%) reported an annual household income of $100,000 or greater.

Interactive Mapping Exercise
The interactive mapping exercise presented a map of the subarea with the option to drop different types of pins and leave comments. The map was closed for comment on December 17, 2021 and received 255 total comments from 154 unique individuals. Respondents could also upvote or down vote other comments on the map. The six types of pins/comments solicited are as follows:
- Destinations/Hotspots
- Something I Like
- Ideas and Suggestions
- Mobility Issues
- Development Potential/Concerns
- Safety Concerns

Nearly half of all comments (48%) received were in the form of Mobility Issues and Safety Concerns — these categories were combined in analysis of feedback as the issues raised were applicable to both categories. The map above outlines the five “problem corridors” in terms of safety and mobility, according to feedback:
- Boulevard SE: Pedestrian safety — concerns over connection from Grant Park to Maynard Jackson High School across Boulevard, and crossing Boulevard in general; there are no controlled intersection crossings on Boulevard between I-20 and Berne St.
- Memorial Dr SE: General lack of safe crossings for bikes and pedestrians.
COMMUNITY ENGAGEMENT

- Glenwood Ave SE: Bike lane in poor condition, concerns with speeding vehicles
- Wylie St: Concerns with speeding, narrow sidewalks, and lack of bicycle infrastructure east of the BeltLine/across Moreland
- Bill Kennedy: Concerns with bike/vehicle conflicts, concerns with bike/pedestrian access to Kroger development

The Ideas and Suggestions comment category received the next highest percentage of responses (38%). The following ideas and suggestions garnered the most upvotes:

- “BeltLine crossings at roadways should almost universally prioritize pedestrians. Make drivers yield to pedestrians as opposed to having pedestrians yield to drivers. I should NEVER have to press a button to cross a street on the BeltLine. Drivers have 1000s of miles of prioritized use in Atlanta. We need to prioritize pedestrians in the few areas we do have.” (18 likes)
- “Glenwood Ave. SE bike lane safety upgrade. This will provide a safer east-west movement of people walking and cycling through northern Grant Park, Glenwood Park, and North Ormewood Park.” (14 likes)
- “Dunkin drive thru creates traffic queues and dangerous lane changes on Moreland. Update zoning along Moreland to prohibit drive thrus.” (13 likes)

Revised Goals Survey

Based on stakeholder input, we created a public survey soliciting feedback on the draft revised master plan goals presented at the design workshops. The survey presents the list of draft revised goals by category and asks respondents if the goals are too broad, too specific, or just right. Respondents can also indicate general opinions, leave comments, and indicate whether any important goals are missing from the list. The goal categories are as follows:

- Land Use and Urban Design
- Mobility
- Historic Resources
- Economic Development
- Parks and Green Space
- Housing

The Goals Survey closed for comment on December 17, 2021. The averages of responses across the six goal categories are:

- “The goals are just right” – 66%
- “The goals are too broad” – 30%
- “The goals are too specific” – 4%
This section provides recommendations to help guide growth and development in the areas of mobility, land use/zoning, development, housing, and placemaking/placekeeping. Importantly, many of these projects are in city right of way or are under the jurisdiction of the Georgia Department of Transportation, which will require further approval and funding if not already listed in their scope of current projects. ABI has been keeping city partners informed of recommendations made during the master plan update process.

Selected projects will be funded either by public or private sources including:

- The Atlanta BeltLine Tax Allocation District (TAD)
- City of Atlanta
- Private investment
- Philanthropic contributions;
- Local, state and federal grants
- Public-Private Partnership

**MOBILITY**

Future Mobility

Building on recommendations from existing regional, city, and neighborhood plans, this section identifies mobility improvement projects consistent with prior plans/studies, and the needs of the Subarea 4 community and local stakeholders. Fifteen projects are listed as priority projects based on community and stakeholder feedback (see Map 8).

**Street Framework Plan**

Subarea 4 has become one of the most densely populated and congested areas along the Atlanta BeltLine. To minimize the levels of congestion, reduce the number of vehicular crashes, and improve operations along roadways, recommended projects include signal upgrades, intersection reconfigurations, new streets, street extensions, or street enhancements. Key projects in the street framework plan are listed below. Mobility projects are predominately in city- and state-owned right-of-way and therefore are at the discretion of these agencies. The BeltLine will continue to work with city and state transportation agencies to assist in moving these projects forward as appropriate.

- Signal upgrades along Boulevard SE, Moreland Avenue, and Glenwood Avenue SE
  - These are three of the most traveled corridors within Subarea 4 and have been cited in either the City of Atlanta’s Transportation Plan or Atlanta Regional Commission’s Regional Transportation Plan.
- Traffic circulator study along Bill Kennedy Way, Glenwood Avenue, and Cameron Street
  - There is heavy congestion at the intersection of Faith and Bill Kennedy, and this is especially compounded by vehicular spillover from the retail users, particularly during peak hours, and general traffic volumes from surrounding development as this is a major north/south thoroughfare.
This congestion impacts traffic coming off of I-20, Bill Kennedy and Faith Avenue. The projects within the street framework plan are intended to provide better access and connections to nearby trails and adjacent neighborhoods. Map 8 shows the approximate locations of the recommended projects.

Multiuse Trails and Trail Crossings
Multiuse trails and trail crossings within Subarea 4 will provide more east-west connections, offering improved access to the Atlanta BeltLine. These projects will also provide better access to parks, schools, and businesses throughout the subarea. New multiuse trails are recommended along two roads: Bill Kennedy Way (south of Faith Avenue) and Arkwright Place.

The Eastside Trolley Line Trail crossing has been recommended at the Moreland Avenue-Arkwright Place intersection. Map 7 shows the locations of the recommended multiuse trails, trail crossings, and sidepaths.

Crossings, Sidewalk Improvements, and ADA Improvements
The safety of pedestrians was identified as a key priority of the Subarea 4 Master Plan Update. It is essential to protect pedestrians, as they are often the most at-risk and defenseless users of the transportation system. Three project types have been identified as beneficial to pedestrians within Subarea 4: crossings, sidewalk improvements, and Americans with Disabilities Act (ADA) improvements. Map 7 shows the locations of the recommended pedestrian improvements. The prioritized pedestrian projects are outlined as the following:

Mid-block crossings are recommended at various intersections along Memorial Drive, including:
- Memorial Drive-Loomis Avenue
- Memorial Drive-Cameron Street
- Memorial Drive-Wilbur Avenue
- Memorial Drive-Pearl Street

ADA improvements are recommended along Boulevard SE and Mauldin Street. Stakeholders have expressed that bicyclists and pedestrians have a difficult time entering and exiting the ramp at the Memorial Drive-Bill Kennedy Way Intersection of the Atlanta BeltLine. The ramp is a steep grade and needs to be made ADA compliant.

Complete Streets
Complete Streets are roads that have been designed to accommodate pedestrians, bicyclists, motorists, and transit riders. The City of Atlanta is performing a citywide street and sidewalk analysis projected to be completed in 2021. There is a unique need for bicycle facilities throughout Subarea 4, which will allow for safe, healthy, and equitable travel. The City of Atlanta has a Complete Streets project planned/underway for Boulevard, and this plan recommends that further consideration be given to the feasibility of a Complete Streets project on Marion Place.

Street Enhancements
There is an increased need for street improvements that enhance multimodal and shared-use mobility options within Subarea 4. It is important to provide safe, equitable, and accessible facilities for all types of users (e.g., pedestrians, bicyclists, and motorists). Multimodal projects are enhancements to streets that include different components of transportation that promote alternative modes of travel, such as bicycling, walking, or transit. Prioritized street enhancements include:

- A shared streets concept study is proposed along Bill Kennedy Way from Glenwood Avenue to Faith Avenue. The study will help the community and stakeholders envision a corridor where all modes of travel are welcomed and safe.

Transit
In Spring 2021, it was announced that MARTA would be advancing transit along the Atlanta BeltLine by initiating a six-month, comprehensive engineering study that would analyze previous work, examine areas that have not yet been studied, and evaluate segments that present a design or technical challenge. The study will focus on both ends of the eastside corridor. The northern segment runs from the proposed Ponce City Market LRT Station to Lindbergh Center Station. The southern segment runs from the proposed Irwin St. LRT Station to the BeltLine SE trail connection at Bill Kennedy Parkway, with direct connections to either King Memorial or Inman Park Station, which are in/near Subarea 4. The proposed future alignments have not been finalized to date.

The role and prioritization of transit will become increasingly important as the Subarea’s population and employment density continues to grow.

LAND USE & ZONING
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 Subarea of the Future.
If Hulsey Yard were to be rezoned in the future, mixed use is the future land use recommendation.
Subarea 4 has experienced rapid development. An analysis of properties susceptible to change identified three sites for further analysis (see Map 10). These sites initially were identified by examining sites within the subarea where the land value exceeded the improvement value. These three sites are some of the only remaining large industrial properties in the subarea. With a strong mixed-use market demand and the need for better-paying jobs in the study area, according to the market analysis which indicated the majority of residents leave the area for jobs, these sites have the potential to become industrial mixed-use, accommodating jobs and housing needs cooperatively. The following recommendations provide an option for the type of development that could occur on the site. The properties are privately owned, and it is at the discretion of the private property owner as to whether or not redevelopment will occur. The following diagrams provide a guide for the community in rezoning and redevelopment discussions. The three sites identified as susceptible to change are:

1. AT&T Site
2. Reliant Site
3. Argos Site

AT&T Site
The AT&T site is located adjacent to the BeltLine, bounded to the north by Fulton Terrace, to the west by Chester Avenue, and to the south by the Lofts at Reynoldstown Crossing. The subarea’s 2011 Future Land Use identified this site as residential, and the city’s Future Land Use shows this as industrial. To encourage job opportunities on the site and meet market needs for a mix of uses, including housing, on the site, Industrial Mixed Use (I-MIX) is the recommended land use and zoning.

The site is privately owned and will need further study, rezoning, community engagement and design to determine its highest and best use. The illustration and components are concept considerations based on this study process. Key features explored in this concept include the following:

1. Retail along Fulton Terrace
2. Commercial/light industrial on ground floors along Chester Avenue
3. Preserve existing building for affordable commercial/light industrial
4. Greenspace opens to BeltLine
5. Parking below grade

Parcels Susceptible to Change
Since the initial master plan, Subarea 4 has experienced rapid development. Few changes from the previous subarea master plan occurred, and the majority of the changes were done to reflect development that has occurred or to align with the City of Atlanta’s future land uses. Because of new development, planned development, newfound opportunities for development, as well as changes to the city-led future land use map, the initial Subarea 4 Master Plan required updates to its Future Land Use Plan. Those updates are shown in the 2022 Subarea 4 Future Land Use Map (see Map 9).
Reliant Site
The Reliant Site is located off Memorial Drive and south of Grady Emergency Medical Services. It is bounded to west by Chastain Street and to the east by Pearl Street. The 2011 Subarea 4 Future Land Use Map had this site indicated as office/institutional. To encourage job opportunities on the site and meet market needs for a mix of uses, including housing, on the site, Industrial Mixed Use (I-Mix) is the recommended zoning.

The site is privately owned and will need further study, rezoning, community engagement and design to determine its highest and best use. The illustration and components are concept considerations based on this study process. Key features explored in this concept include the following:

1. Residential along Chastain
2. Transition from single-family to higher density
3. Commercial/light industrial along Pearl Street
4. Connect Woodward Avenue for all modes of transportation
5. Parking deck along I-20

Argos Site
The Argos site is located on the south end of the subarea, directly east of Maynard Jackson High School and located directly between the school and the west side of the BeltLine. The 2011 Subarea 4 Future Land Use Map had this site indicated as industrial and its current land use is industrial. To encourage job opportunities on the site and meet market needs for a mix of uses, including housing, on the site, Industrial Mixed Use (I-Mix) is the recommended zoning.

The site is privately owned and will need further study, rezoning, community engagement and design to determine its highest and best use. The illustration and components are concept considerations based on this study process. Key features explored in this concept include the following:

1. Light industrial/commercial on ground floors fronting BeltLine
2. Residential above
3. Greenspace opens to BeltLine
4. Parking deck with creative screening
OTHER POTENTIAL REDEVELOPMENT

Hulsey Yard

Hulsey Yard is a railyard of the CSX railroad, stretching approximately 0.9 miles along the border of the Old Fourth Ward, Inman Park, Cabbagetown and Reynoldstown neighborhoods. This 70-acre site is in close proximity to King Memorial and Inman Park/Reynoldstown MARTA Stations. Based on transit and environmental studies, the 2011 Subarea 4 Master Plan shows Hulsey Yard as a possible transit alignment. As noted, MARTA is currently conducting a comprehensive transit engineering study that will analyze previous work, examine areas that have not yet been studied, and evaluate segments that present a design or technical challenge. The southern segment of the study runs from the proposed BeltLine/DeKalb Avenue via new at-grade CSX crossings.

- Connecting new streets to DeKalb Avenue with direct connections to either King Memorial or Inman Park Station, which includes the Hulsey Yard area.
- There is no question that this site was rezoned and redeveloped in the future, it could be catalytic and transformative. For this reason, community leaders engaged in neighborhood discussions to envision the possibility for the site and initiated a community-led master plan to create a potential vision for mixed-use at the site. Almost simultaneously, operations at Hulsey Yard would cease in May 2019. While the plan has not been formally adopted, the principal recommendations of the plan could serve as a policy guide if the property were to be rezoned and redeveloped in the future. These include:
  - Establishing a public street grid through the site that is connected and integrated with the surrounding neighborhoods.
  - Providing Complete Streets.
  - Implementing shared parking areas/decks district-wide.
  - Prioritizing affordable housing as part of new development.
  - Preserving the BeltLine corridor through the site to accommodate future BeltLine transit and a more permanent trail connection.
  - Advancing BeltLine rail, integrating MARTA, reserve significant greenspace, and provide appropriate height transitions to adjacent neighborhoods.

In April 2020, the Hulsey Yard site was reactivated with a transflo facility, and in December 2021 it was announced that Hulsey Yard would become one of the four “pop-up” inland ports for the Georgia Port Authority. The site is being used to store cargo containers to free up space at Port Savannah and improve supply chain issues.

With the recent activity at the site, its future remains unknown. Should the property be rezoned and redeveloped in the future, this plan supports mixed-use at this site. Given the size of this site, higher density could be accommodated at this site in strategic areas while properly addressing transitional height planes, and adjacent historic districts. All such matters would be fleshed out in a rezoning process. However, it should be noted that this property is privately owned and it is at the discretion of the property owner as to whether redevelopment will occur.

Implications of Growth and Development

As growth occurs, BeltLine communities want to ensure that affordable housing is preserved and created, resulting in a BeltLine that is an inclusive and equitable place for all. Affordable housing refers to housing that is no more than 30% of a family’s annual income before taxes; for renters, rent plus utilities should not exceed 30% of their income.

Families that spend more than 30% of annual income on housing and utilities are considered housing cost-burdened, and increasing rents, the inability to pay monthly mortgages, and rising taxes can lead to involuntary displacement of legacy residents. In response, many agencies are working together to address housing affordability through a series of tools that will be deployed as part of the One Atlanta Housing Affordability Action Plan. These tools can include things like amendments to the zoning ordinance, which can be used to address rising housing costs. For example, amending zoning requirements to allow for accessory dwelling units within residential districts can provide cheaper rental options compared to most new multi-family residential housing developments. Similarly, the development of the new Multi-Family Residential Multi-Unit (MR-MU) zoning district allows for small-scale, “missing middle” multi-family residential buildings in traditionally single-family areas, providing more possible affordable entry points to neighborhoods and promoting “subtle density” where large-scale multi-family may prove unfeasible.

The City’s inclusionary zoning (IZ) policy further addresses increasing housing costs. For new projects with 10 or more housing units, the BeltLine Inclusionary Housing Overlay requires that a certain number of units be designated affordable; developers may set aside either 10% of units for households making no more than 60% of Area Median Income (AMI) or 15% of units for households at or below 80% AMI.

Financing tools provide additional funding for affordable housing. These tools include the BeltLine Affordable Housing Trust Fund, which provides gap financing for development creating affordable units. In addition, Low-Income Housing Tax Credits (LIHTC) allow for additional funding for affordable housing, while working in partnership with housing agencies and providers to realize these projects.

These are just a few examples of housing tools currently being deployed in BeltLine communities, while others are in the process of being developed. Deployed in December 2020, the BeltLine Legacy Resident Retention Fund serves as another example of efforts being made to address issues around housing affordability. This fund helps current homeowners in the southern and western communities of the BeltLine.
Mixed-income housing that meets the needs of a range of incomes will require a collaborative effort from housing agencies, nonprofits, private partners, and the philanthropic community. The Atlanta BeltLine is committed to equitable development to help break down longstanding economic and cultural barriers. The BeltLine’s focus on inclusive development without displacement will be crucial across BeltLine Subareas, particularly in areas where low-income communities vulnerable to displacement will be sensitive to increasing housing costs.

HOUSING POLICY
The One Atlanta: Housing Affordability Action Plan is a vision to achieve former Mayor Bottoms’ 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, which includes the Department of City Planning, Atlanta Housing, Invest Atlanta, and the Fulton County/City of Atlanta Land Bank Authority. Each agency has a very specific mission to collectively work together to address the city’s various housing needs.

These housing policies serve as guiding tools to both preserve the existing stock and encourage more affordable housing on the Atlanta BeltLine. These policies are to allow seniors, working families, and legacy residents to enjoy the vibrancy and connectivity of the Atlanta BeltLine.

1. Promote the use of tools (e.g., property tax abatements) to incentivize preservation and creation of affordable units
2. Encourage the production of affordable for-sale and multi-family affordable housing units
3. Promote existing anti-displacement programs and policies that support legacy homeowners with financial literacy, maintenance grants, and other ongoing costs of ownership
4. Explore property tax relief for legacy homeowners
5. Consider/champion feasibility of city-led Tenant Protection Ordinances
6. Work with other partners to deliver comprehensive wealth-building programs for low- and moderate-income residents and businesses
7. Collaborate with nonprofit and community-based developers focused on long-term affordability and mixed-income communities
8. Consider/champion city-led Multi-Unit Preservation Districts to preserve naturally occurring affordable housing

PLACEKEEPING
Subarea 4 presents several opportunities reimagining public space and better connecting people and place in the subarea via placemaking/placemaking events/installations. Placemaking/placekeeping is a community-driven method to make public space more dynamic by enhancing and exemplifying an increased sense of place. In Subarea 4, analysis from the BeltLine’s Public Art Master Plan along with input from the public engagement process led to the identification of the following placemaking/placekeeping opportunities. These recommendations focus on providing space for community interaction and safety improvements for all modes of transportation.

- Community-initiated pop-up events
- Consider creative art installations that could produce shade in specific locations along the corridor
- Reynoldstown community gathering space
- Crosswalk enhancements
- Creative bike parking
- Crosswalk art and gateway art/signage

Subarea 4

Crosswalk Art
Creative Bike Parking
Gateway Signage
Shade Devices Installation Art