22 miles, connecting 45 neighborhoods

- **22** MILES of transit
- **46** MILES of streetscapes and complete streets
- **33** MILES of urban trails
- **1,300** ACRES of new greenspace
- **700** ACRES of renovated greenspace
- **1,100** ACRES of environmental clean-up
- **$10-20B** in economic development
- **30,000** permanent jobs
- **48,000** construction jobs
- **28,000** new housing units
- **5,600** affordable units
- **CORRIDOR-WIDE**
  - public art
  - historic preservation
  - arboretum
To be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life.

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

- **Subarea Master Plan Update Purpose and Process**
- **What’s occurred since 2009-2010?**
  - Plans/Programs completed or underway
  - New Development
  - Market Conditions
- **Existing Conditions Assessment**
  - Land Use
  - Transportation and Mobility
  - Revitalization Opportunities
- **Subarea Master Plan Feedback**
  - *What is important to you?*
**Goal** – Implement the Redevelopment Plan goals in the context of each unique geographic area

**Purpose** – To guide growth for vibrant, livable mixed-use communities by applying best management practices for transit oriented development, mobility, green space, and alternative modes of transportation.
Subarea Master Plan Update

Purpose

• The original 10 Subarea Master Plans completed ~10 years ago
  • Subarea 9 Master Plan adopted in 2009
  • Subarea 10 Master Plan adopted in 2010

• A lot has happened – it’s time to update the plans to reflect these changes and the potential for future success

• These are updates, so they will not be as long or as detailed as the previous plans

• We are not starting from scratch
NEIGHBORHOODS

SUBAREA 9

- Bankhead
- Grove Park
- Rockdale
- English Avenue
- Knight Park / Howell Station

SUBAREA 10

- Ashview Heights
- Bankhead
- English Avenue
- Harris Chiles
- Just Us
- Vine City
- Atlanta University Center
- Grove Park
- Hunter Hills
- Mozley Park
- West End
Study Group 1: Kick-off Meeting (*You are here)

Study Group 2: Workshop
• Saturday, April 28th, 10:00 A.M. – 12:00 P.M. (Subarea 9)
• Saturday, April 28th, 1:00 P.M. – 3:00 P.M. (Subarea 10)
• Location: Mount Ephraim Baptist Church (1202 W. Marietta Street)

Study Group 3: Review Draft Recommendations and Concept Plans
• Monday, June 25th, 6:30 P.M. to 8:00 P.M.
• Location TBD

Study Group 4: Final Presentation
• Monday, August 27th, 6:30 P.M. to 8:00 P.M.
• Location TBD

Plan Adoption: 4th Quarter 2018
<table>
<thead>
<tr>
<th>Plans</th>
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<tr>
<td>2009 - present</td>
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<tr>
<td>Vine City/Washington Park LCI</td>
<td>2009</td>
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<td>Atlanta Region Plan 2040</td>
<td>2011</td>
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<td>Tier 1 Final Environmental Impact Statement</td>
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<td>Atlanta Beltline 2030 Strategic Implementation Plan</td>
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<td>Westside TAD Neighborhoods Strategic Implementation Plan</td>
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<td>Mixed Income TOD Implementation Strategy</td>
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<td>Transit-Oriented Development Implementation Strategy Assistance</td>
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<td>Washington Park Neighborhood Visioning Plan</td>
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<td>Atlanta Beltline, Inc. Westside Impact Neighborhood Analysis</td>
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<td>Atlanta Streetcar Systems Plan</td>
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<td>City of Atlanta Capital Improvements Program &amp; Community Work Program</td>
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<td>Proctor Creek Greenway Trail Master Plan &amp; Implementation Strategy</td>
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<td>Proctor Creek Watershed Improvement Plan</td>
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<td>Vine City/Washington Park LCI Update</td>
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<td>Westside Land Use Framework Plan</td>
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<td>Atlanta City Design</td>
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<td>D3 Westside Revive</td>
<td>2018</td>
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<td>Art on the Atlanta BeltLine</td>
<td>2018</td>
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SUBAREA 9
Development Activity in Subarea 10

- **Townhomes at West Highlands (2019+)**
- **The Chelsea Westside Townhomes**
- **Upper Westside Park (2019)**
- **Howell Mill & 14th St (2020)**
- **Westside Village Wood Partners (2020)**
- **Bellwood Quarry Park (2019)**
- **Quest Community Complex (2017)**
- **818 West Marietta St Condos (2021)**
- **The Finley Townhomes (2019)**
- **Star Metals (Spring 2020)**
- **Broadstone Yards (mid 2018)**
- **$400 Million Mixed-Use (2020+)**
- **Puritan Mill Phase II (Spring 2019)**
- **Stockyards Phase II (late 2018)**

**Legend:**
- Proposed
- Under Construction
- Built Since 2010
- Subarea Boundary
- BeltLine
- MARTA Green Line
- MARTA Blue Line
Changes in Subarea 9 and 10 since 2010

- Approx. 6,700 households with an average median household income of $30,800
  - Lost approx. 500 households since 2010
- Relatively steady population of 18-34 year-olds
- Slight increase in 55+ population
- Increase in population with a Bachelor’s degree or higher
- Overall increase in average median household income
  - From approx. $18,000 to $31,000
- Decrease in home values
  - From an average of $113,000 in 2010 to $100,000 in 2015
  - Down 13% due to slow recovery from the Great Recession
  - Average home sale price from 2015 to 2018 is $168,000 (single family homes)
The previous Subarea 9 Master Plan land use goals emphasized creating compact, livable activity centers while preserving the character of existing single family neighborhoods.

**Goal 1:**
Promote compact urban development

**Goal 2:**
Create livable activity centers

**Goal 3:**
Preserve established single-family neighborhoods

**Goal 4:**
Promote affordable housing

**Goal 5:**
Preserve historic and cultural resources
The previous Subarea 9 Master Plan highlighted specific areas for land use changes. Changes were based on existing and proposed future conditions.

- **Westside Reservoir Park**
  - 1a Bankhead Marta Station
  - 1b Overlook Apt. Area
  - 1c Marietta Blvd. Area
  - 1d Rockdale Rd. Area
  - 1e Johnson Rd. Area
  - 1f Grove Park Neighborhood Area

- **D.L. Hollowell Parkway Corridor**
  - 2a Marietta Blvd. to Northside Drive
  - 2b West Lake Ave.
  - 2c Hollywood Rd.

- **W. Marietta St. Corridor**

- **Joseph E. Lowery Blvd. Corridor**

- **Marietta Blvd. Corridor**

- **Jefferson St. Corridor**

= All or partly adopted into 2016 Comp Plan
Are these goals still valid?

Land Use

1. Promote compact urban development

2. Create livable activity centers

3. Preserver the character of established single-family neighborhoods

4. Promote affordable housing

5. Promote the preservation of historic cultural resources
Subarea 9

Existing Conditions: Mobility

Issues: (1) Limited Street Grid (2) Topography (3) Rail Crossings
Existing Conditions: Mobility

Bike Facilities: DL Hollowell Pkwy (part), Johnson Rd., Jefferson St. (part), Proctor Creek Trail (part)
Subarea 9

Existing Conditions: Transportation Facilities

Proctor Creek Trail

Railroad Crossing on Lowery Blvd

Bankhead MARTA Station

Hollywood Rd

Signal and Pedestrian Crossing Hollywood Rd
Subarea 9

Previous Plan: Recommendations

- New Streets and Street Extensions (Street Framework Plan)
- Intersection Improvements
- Signal Coordination
- Traffic Calming/Access Management
- Streetscapes
Subarea 9

Previous Plan:
Recommendations

- New Transit Routes
  - BeltLine Transit
  - DL Hollowell Pkwy BRT
- Extension of MARTA Green Line
- Streetcar Lines

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

Mobility

1. Promote alternative modes of transportation
2. Promote transportation network connectivity
3. Preserve the function and character of existing roadways
Previous Subarea 9 parks and open space goals involved making the future Westside Reservoir Park into a regional, accessible destination for all.

Goal 1: Make Westside Reservoir Park a regional/local destination.

Goal 2: Accommodate regional access to Westside Reservoir Park

Goal 3: Ensure safe, integrated, and convenient local access to recreational opportunities
Are these goals still valid?

Open Space

1. Make Westside Reservoir Park an attractive regional/local destination

2. Accommodate regional access to Westside Reservoir Park

3. Ensure safe, integrated, and convenient local access to recreational opportunities
SUBAREA 10
Development Activity in Subarea 9

- Proctor Creek Greenway (2019)
- 261 Joseph E Lowery, Guest Community Complex (2016)
- Enclave at Western Heights (2021+)
- Boone Park West (late 2018)
- Icehouse Lot: Office (Spring 2018)
- Herndon Homes Mixed-Use (2021+)
- 20 Single Family Homes for Police Officers (Summer 2018)
- 395 James P. Brawley Affordable Apartments (Fall 2018)
- Rodney Cook Sr. Park (late 2018)
- Vine City YMCA (2019)
Changes in Subarea 9 and 10 since 2010

- Approx. 6,700 households with an average median household income of $30,800
  - Lost approx. 500 households since 2010
- Relatively steady population of 18-34 year-olds
- Slight increase in 55+ population
- Increase in population with a Bachelor’s degree or higher
- Overall increase in average median household income
  - From approx. $18,000 to $31,000
- **Decrease in home values**
  - From an average of $113,000 in 2010 to $100,000 in 2015
  - Down 13% due to slow recovery from the Great Recession
  - Average home sale price from 2015 to 2018 is $168,000 (single family homes)
The previous Subarea 10 Master Plan land use goals emphasized preservation of neighborhoods and promotion of development centers.

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

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

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

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

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

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

**GOAL 7:** Improve neighborhood retail services

**GOAL 8:** Create opportunities for public art
The previous Subarea 10 Master Plan highlighted three concept nodes.

1. Maddox Park

2. Luden Way

3. Boone Boulevard

Concept nodes were chosen based upon:

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

★ = All or partly adopted into 2016 Comp Plan
Are these goals still valid?

Land Use

1. Preserve historic resources + encourage adaptive reuse of historic bldgs.
2. Create a safe environment for residents and businesses
3. Ensure a mix of quality housing options
4. Strengthen employment and commercial centers
5. Promote mixed-use development within the TAD
6. Protect single-family neighborhoods
7. Improve neighborhood retail services
8. Create opportunities for public art
Subarea 10

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

Existing Conditions: Mobility
Subarea 10

Existing Conditions: Mobility

Bike Facilities:

- DL Hollowell Pkwy (part)
- JE Boone Blvd (part)
- Lionel Hampton Trail
- Westside BeltLine Trail
Subarea 10

Existing Conditions: Transportation Facilities

- Lionel Hampton Trail
- JE Lowery Blvd & JE Boone Blvd
- Ashby MARTA Station
- Holderness Street
Previous Plan: Recommendations

- New Streets and Street Extensions (Street Framework Plan)
- Intersection Improvements
- Signal Coordination
- Traffic Calming/Access Management
- Streetscapes
Subarea 10

Previous Plan: Recommendations

- New Transit Routes
  - Beltline Transit
  - DL Hollowell Pkwy BRT
- Extension of MARTA Green Line
  - New infill station near Boone Blvd.
- Streetcar Lines
- Bike Facilities
  - Bike Lanes on JE Lowery Blvd, Brawley Dr., and Boone Blvd
  - Multi-use Path (Proctor Creek)
Subarea 10

Previous Plan

Goals: Mobility

**Are these goals still valid?**

**Mobility**

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

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

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

4. Improve transportation safety along major corridors while respecting the urban context of the area.
Subarea 10: Open Space

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

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

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

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

**GOAL 4:** Restore degraded environmentally-sensitive areas

**GOAL 5:** Establish strong park edges
Boone Park West will combine passive and active recreational opportunities with stormwater management practices that reduce the impacts of flooding.
Are these goals still valid?

Open Space

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

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

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

4. Reclaim and rehabilitate degraded environmentally sensitive areas.

5. Establish strong park edges.
Subarea Master Plan Next Steps

What happens now? **Your feedback matters.**

1. **Community Input Activity:** Review information boards, development activity boards, and previous Subarea Master Plan goals and recommendations

2. **Fill out the Meeting Evaluation Form and Comment Cards**

3. **Attend the Subarea 9 and 10 workshops on April 28th**
   - Subarea 9: 10:00 a.m. – 12:00 p.m.
   - Subarea 10: 1:00 p.m. – 3:00 p.m.
   - Location: Mount Ephraim Baptist Church (1202 W. Marietta St. NW)
Community Input Activity: Breakout Session

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

Step 2. Consultant team will be available for questions.

*Switch topics after 20 minutes.*
Community Input Activity: Vision Exercise

*Step 1. Identify* **ONE** word that best describes your vision for the subarea.

*Step 2. Write* the word on an index card and post on the large black boards at each station.
Community Input Activity: Goals Exercise

**Step 1. Discuss** previous subarea master plans Land Use, Mobility, and Open Space goals with facilitators. **Identify** new goals to be considered (if any).

**Step 2. Prioritize** the goals using red & green dots.

Priority Goals 2

Goals no longer relevant 1
Community Input Activity:
SWOT Analysis

*Step 1.* What are the **STRENGTHS** and **OPPORTUNITIES** that the Master Plan should highlight?

**Write** your comment on a post-it note and place on the Strengths and Opportunities sheet.

*Step 2.* What are the **WEAKNESSES** or **THREATS** that the Master Plan should address?

**Write** your comment on a post-it note and place on the Weaknesses or Threats sheet.