Atlanta BeltLine

Subarea 9

Master Plan Update

April 28, 2018

Proctor Creek Trail
22 miles, connecting 45 neighborhoods

- **22 MILES** of transit
- **46 MILES** of streetscapes and complete streets
- **33 MILES** of urban trails
- **22**
- **1,100 ACRES** of environmental clean-up
- **$10-20B** in economic development
  - **30,000** permanent jobs
  - **48,000** construction jobs
- **1,300 ACRES** of new greenspace
- **700 ACRES** of renovated greenspace
- **1,100 ACRES** of environmental clean-up
- **28,000** new housing units
- **5,600** affordable units
- **CORRIDOR-WIDE**
  - public art,
  - historic preservation,
  - and arboretum
Atlanta BeltLine Vision & Mission

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.
Subarea Master Plan Purpose

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

• 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
Study Group 1: Kick-off Meeting
Study Group 2: Workshop (*You are here)
• 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: Hagar’s Palace 19 Joseph E. Lowery Blvd. NW 30314

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

Plan Adoption: 4th Quarter 2018
Subarea 9 Workshop Agenda

• Subarea Master Plan Update Purpose and Process
• Subarea 9 PowerPoint Presentation
  • Context
  • Community Engagement Results – Study Group Meeting 1
  • Market Analysis
  • Land Use + Revitalization Opportunities Analysis
  • Mobility + Connectivity Analysis
• Workshop Activities
<table>
<thead>
<tr>
<th>Plans</th>
<th>2009 - present</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Vine City/Washington Park LCI 2009</td>
</tr>
<tr>
<td></td>
<td>Atlanta Region Plan 2040 2011</td>
</tr>
<tr>
<td></td>
<td>Tier 1 Final Environmental Impact Statement 2012</td>
</tr>
<tr>
<td></td>
<td>Atlanta Beltline 2030 Strategic Implementation Plan 2013</td>
</tr>
<tr>
<td></td>
<td>Westside TAD Neighborhoods Strategic Implementation Plan 2013</td>
</tr>
<tr>
<td></td>
<td>Mixed Income TOD Implementation Strategy 2013</td>
</tr>
<tr>
<td></td>
<td>Transit-Oriented Development Implementation Strategy Assistance 2013</td>
</tr>
<tr>
<td></td>
<td>Washington Park Neighborhood Visioning Plan 2015</td>
</tr>
<tr>
<td></td>
<td>Atlanta Beltline, Inc. Westside Impact Neighborhood Analysis 2015</td>
</tr>
<tr>
<td></td>
<td>Atlanta Streetcar Systems Plan 2015</td>
</tr>
<tr>
<td></td>
<td>City of Atlanta Capital Improvements Program &amp; Community Work Program 2015</td>
</tr>
<tr>
<td></td>
<td>Proctor Creek Greenway Trail Master Plan &amp; Implementation Strategy 2016</td>
</tr>
<tr>
<td></td>
<td>Proctor Creek Watershed Improvement Plan 2016</td>
</tr>
<tr>
<td></td>
<td>Vine City/Washington Park LCI Update 2017</td>
</tr>
<tr>
<td></td>
<td>Westside Land Use Framework Plan 2017</td>
</tr>
<tr>
<td></td>
<td>Atlanta City Design 2017</td>
</tr>
<tr>
<td></td>
<td>D3 Westside Revive 2018</td>
</tr>
<tr>
<td></td>
<td>Art on the Atlanta BeltLine 2018</td>
</tr>
</tbody>
</table>
**NEIGHBORHOODS**

**SUBAREA 9**

- Bankhead
- Grove Park
- Rockdale
- English Avenue
- Knight Park / Howell Station
3.26.18 Community Engagement Results

Overview

a. Vision Board

b. Strengths, Weaknesses, Opportunities, and Threats (S.W.O.T.) Analysis
   i. Placemaking, Community, and Connectivity
   ii. Mobility
   iii. Open Space
   iv. Land Use

c. Prioritization of Goals from the 2009 Master Plan
   i. Mobility
   ii. Open Space
   iii. Land Use
Attendees were asked to describe their vision for the Subarea by writing one word on a post-it note to place on the Subarea “Vision Board.”

<table>
<thead>
<tr>
<th>PLACE MAKING + COMMUNITY</th>
<th>MOBILITY</th>
<th>LAND USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connected</td>
<td>Connectivity</td>
<td>Nature Trails</td>
</tr>
<tr>
<td>Community</td>
<td>Walkability</td>
<td>Off-Road Multi-Use Trails</td>
</tr>
<tr>
<td>Historic</td>
<td>Grid</td>
<td>Mountain Bike Trails!</td>
</tr>
<tr>
<td>Unique</td>
<td>Lighting</td>
<td></td>
</tr>
<tr>
<td>Vibrant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Destination</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3.26.18 Kickoff Meeting - S.W.O.T. Analysis:

Attendees were asked to identify *strengths* by writing their ideas on post-it notes.

<table>
<thead>
<tr>
<th>STRENGTHS: PLACEMAKING + SENSE OF COMMUNITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>» HISTORIC</td>
</tr>
<tr>
<td>» COMMUNITY</td>
</tr>
<tr>
<td>» LOVELY PLACE TO LIVE CLOSE TO CITY</td>
</tr>
<tr>
<td>» CULTURE/HISTORY</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STRENGTHS: MOBILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>» GREAT STREET GRID</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STRENGTHS: OPEN SPACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>» WESTSIDE RESERVOIR PARK</td>
</tr>
</tbody>
</table>
Attendees were asked to identify *weaknesses* by writing their ideas on post-it notes.

<table>
<thead>
<tr>
<th>WEAKNESSES: LAND USE</th>
<th>WEAKNESSES: MOBILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>» NEEDS MORE FOOD OPTIONS (GROCERY STORES)</td>
<td>» POOR/NO SIDEWALKS AND MORE PEDESTRIAN CROSSINGS</td>
</tr>
<tr>
<td>» NOT MANY OWNER-OCCUPIED HOMES</td>
<td>» POOR CONNECTIVITY ACROSS RAILROAD TRACKS (OFF MARIETTA) FOR CARS AND PEDESTRIANS</td>
</tr>
<tr>
<td></td>
<td>» EAST-WEST CONNECTION TO PARK FROM HOWELL STATION</td>
</tr>
<tr>
<td></td>
<td>» DANGEROUS TRAFFIC (TRUCKS)</td>
</tr>
<tr>
<td></td>
<td>» LACK OF ACCESS AND CONNECTIVITY TO SURROUNDING AMENITIES</td>
</tr>
<tr>
<td></td>
<td>» LACK OF COMMUNITY RESOURCES</td>
</tr>
<tr>
<td></td>
<td>» STREET GRID AND CONNECTIVITY</td>
</tr>
<tr>
<td></td>
<td>» NO SAFE WALKING ACCESS TO MARTA FROM HOWELL STATION</td>
</tr>
<tr>
<td></td>
<td>» NOISE AND AIR POLLUTION FROM TRUCK TRAFFIC</td>
</tr>
<tr>
<td></td>
<td>» POOR CONNECTIVITY</td>
</tr>
<tr>
<td></td>
<td>» SIDEWALK QUALITY AND NETWORK</td>
</tr>
<tr>
<td></td>
<td>» TRUCK TRAFFIC AT MARIETTA STREET/BOULEVARD MAKES WALKING/BIKING DANGEROUS</td>
</tr>
</tbody>
</table>
Attendees were asked to identify *opportunities* by writing their ideas on post-it notes.

<table>
<thead>
<tr>
<th>OPPORTUNITIES: MOBILITY</th>
<th>OPPORTUNITIES: LAND USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>» EXTEND MARTA LINE TO W. HIGHLANDS AND THEN TO HILLS PARK</td>
<td>» PRESERVE LEGACY RESIDENTS</td>
</tr>
<tr>
<td>» MORE LIGHTING AND SIDEWALKS</td>
<td>» MORE ENTERTAINMENT OPTIONS TO ATTRACT YOUNGER COUPLES AND FAMILIES</td>
</tr>
<tr>
<td>» WIDE SIDEWALKS /MULTI-USE PATH ALONG RAILROAD BUFFER (W. MARIETTA STREET)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPPORTUNITIES: OPEN SPACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>» HIKING/BIKING TRAILS</td>
</tr>
<tr>
<td>» OFF-ROAD BIKE TRAIL</td>
</tr>
</tbody>
</table>
Attendees were asked to identify *threats* by writing their ideas on post-it notes.

**THREATS: LAND USE**

- INVESTORS BUYING UP REAL ESTATE QUICKLY
- WHAT WILL HAPPEN TO THE WOODSAN PARK ACADEMY BUILDING WHEN THEY MOVE?
- NEED TO ENCOURAGE DEVELOPMENT AT INDUSTRIAL INFILL, NOT SUBURBAN PATTERNS
- PREDATORY INVESTORS
- FAILURE TO PROTECT CURRENT RESIDENTS
Residents prioritized goals from the previous Subarea Master Plan. Green dots represented high-priority goals. Red dots represented lower-priority goals.

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

The greatest support was given for promoting alternative modes of transportation, followed closely by promoting transportation network connectivity.

Preserving the function and character of existing roadways deserves further dialogue as 20 red dots were used on this goal.
Residents prioritized goals from the previous Subarea Master Plan. Green dots represented high-priority goals. Red dots represented lower-priority goals.

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

The greatest support was shown for ensuring safe, integrated and convenient local access to recreational opportunities.
Residents prioritized goals from the previous Subarea Master Plans. Green dots represented high-priority goals. Red dots represented lower-priority goals.

» Promote compact urban development
» Create livable activity centers
» Preserve established single-family neighborhoods
» Promote affordable housing

The greatest support was given for promoting **affordable housing**, followed closely by **preserving established single-family neighborhoods**.

Promoting compact urban development was of mixed priority to the community, with 6 green dots and 8 red dots.
**Demographics**

- Losses in lower-income, older households (aged 35+) from 2000 to 2018
- A total of 3,094 households in 2000 and 3,550 households in 2018, a 15% increase
- Gains in younger, professional households with higher incomes that are moving into the area – primarily renting existing homes
- Majority of renters make under $15,000 and are under the age of 34
- Percent of households with bachelor degrees is increasing
  - *14% of households held bachelor degrees in 2000*
  - *18% of households held bachelor degrees in 2016*
- Majority of the households are renter-occupied
- Top workplace locations for 9: South DeKalb, Greenbriar/Cascade Road, West Midtown/Georgia Tech and College Park

*Job locations determined using LED on the Map, a census tool to determine the work destinations of the residents living in an area*
Home Values

• Sale prices for single-family homes have been steadily increasing since 2010
• New home sales reached peak construction in 2014 and has since declined, however sale prices continue to rise
• Resales steadily increasing since 2013
• 2017 median sales price was $325,000
• Strongest increases in home values are in West Highlands and Knight Park/Howell Station
Commercial Market

- Increasing retail and office traffic just outside the Subarea
- Development has continued in West Midtown and proposed development has been increasing for Subarea 9 due to Westside Reservoir Park
- Several large catalytic sites exist including Urban Creek Partners and Mead Westvaco property
- Smaller infill development opportunities throughout the Subarea
**Significant Demand for:**
- Rental Apartments
- Office

**Growing Demand for:**
- Infill Townhomes
- Neighborhood Retail / Restaurant / Services

**Major Catalytic Sites:**
- Urban Creek Partners
- Wood Partners Proposed West Marietta Street Development
- Future Redevelopment Mead Westvaco Site

*Note: Demand is based on the existing and projected number of residential units*
Subarea 9:

Land Use Analysis: Master Plan Development Areas

The previous Subarea 9 Master Plan highlighted specific development nodes that are highlighted with bright green boundary lines.
Subarea 9:

Land Use Analysis: Previous Master Plan
METHODOLOGY:
(1.) Analyze key corridors connecting to the Atlanta BeltLine
(2.) Look at crosswalks, ADA accessibility, topography, sidewalks, bike facilities and roads

KEY CORRIDORS: Hollowell Pkwy, West Marietta St, West Marietta Blvd, Lowery Blvd, Jefferson St

MAJOR ISSUES: Missing street connections, lack of sidewalks and crossings, truck traffic, topography

CORRIDORS MISSING SIDEWALKS: W. Marietta Blvd., W. Marietta St., West Jefferson St., portions of Johnson Rd.
**DRAFT RECOMMENDATIONS:**

1. Provide continuous sidewalks on key corridors with ADA accommodation
2. Provide street or multi-use trail connection from Jefferson St. at W. Marietta Blvd to Proctor Creek Trail
3. Look at options for bike lanes on Lowery Blvd between W. Marietta St. and Hollowell Pkwy

**DRAFT RECOMMENDATIONS HEARD FROM THE PUBLIC:**

1. Connect Knight Park/Howell Station to Bankhead MARTA Station
2. Connect Grove Park to Proctor Creek Trail
Workshop Next Steps

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

1. **Community Input Activity:** Review information boards, development activity boards, and the community engagement results from the previous Subarea Master Plan kickoff meeting

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

3. **Be on the lookout for more information regarding Study Group Meeting #3**
   
   Monday, June 25th, 6:30 P.M. to 8:00 P.M.
   
   Location: Hagar’s Palace 19 Joseph E. Lowery Blvd. NW 30314
Community Input Activity: Breakout Session

Step 1. Using your Workshop Worksheet as a guide, visit each of the stations around the room to participate in further activity.

Step 2. Answer the questions on the Worksheet that correspond to each station.

Step 3: Turn in your Worksheet, meeting evaluation form, and comment cards prior to leaving.

Consultant team members will be available for questions at each station.