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
- 28,000 new housing units
- 5,600 affordable units
- 30,000 permanent jobs
- 48,000 construction jobs

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.
Meeting Agenda

- Subarea Master Plan Update Purpose and Schedule
- Master Plan Update Process
- What We’ve Heard
- Demographics and Market Overview
- Land Use and Mobility Recommendations
- Break Out Session: *Let Us Know What You Think*
  - Land Use and Mobility Recommendations
  - Goals and Implementation Strategies
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
Study Group Meeting 1: Kick-off Meeting, March 26th

Study Group Meeting 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)

Study Group Meeting 3: Draft Recommendations
(You are here)

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

Plan Adoption: 4th Quarter 2018
Master Plan Update Process

STUDY GROUP MEETINGS

1. INVENTORY
   - Major changes in the area since Master Plan adoption
   - Plans/studies completed since 2009
   - Validation of existing Master Plan recommendations
   - S.W.O.T. Analysis

2. ANALYSIS
   - S.W.O.T. analysis results
   - Area demographics
   - Market analysis
   - Preliminary land use and mobility recommendations

3. DRAFT RECOMMENDATIONS
   - Revised goals
   - Guiding principals for plan implementation
   - Land use and mobility recommendations

4. FINAL RECOMMENDATIONS
   - Goals
   - Guiding principals
   - Work program/implementing the plan
   - Land use and mobility recommendations
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
## Plans 2009 - present

<table>
<thead>
<tr>
<th>Plan</th>
<th>Year</th>
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<tbody>
<tr>
<td>Vine City/Washington Park LCI</td>
<td>2009</td>
</tr>
<tr>
<td>Atlanta Region Plan 2040</td>
<td>2011</td>
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<tr>
<td>Tier 1 Final Environmental Impact Statement</td>
<td>2012</td>
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<tr>
<td>Atlanta Beltline 2030 Strategic Implementation Plan</td>
<td>2013</td>
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<tr>
<td>Westside TAD Neighborhoods Strategic Implementation Plan</td>
<td>2013</td>
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<tr>
<td>Mixed Income TOD Implementation Strategy</td>
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<tr>
<td>Transit-Oriented Development Implementation Strategy Assistance</td>
<td>2013</td>
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<tr>
<td>Washington Park Neighborhood Visioning Plan</td>
<td>2015</td>
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<tr>
<td>Atlanta Beltline, Inc. Westside Impact Neighborhood Analysis</td>
<td>2015</td>
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<tr>
<td>Atlanta Streetcar Systems Plan</td>
<td>2015</td>
</tr>
<tr>
<td>City of Atlanta Capital Improvements Program &amp; Community Work Program</td>
<td>2015</td>
</tr>
<tr>
<td>Proctor Creek Greenway Trail Master Plan &amp; Implementation Strategy</td>
<td>2016</td>
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<tr>
<td>Proctor Creek Watershed Improvement Plan</td>
<td>2016</td>
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<tr>
<td>Vine City/Washington Park LCI Update</td>
<td>2017</td>
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<tr>
<td>Westside Land Use Framework Plan</td>
<td>2017</td>
</tr>
<tr>
<td>Atlanta City Design</td>
<td>2017</td>
</tr>
<tr>
<td>D3 Westside Revive</td>
<td>2018</td>
</tr>
<tr>
<td>Art on the Atlanta BeltLine</td>
<td>2018</td>
</tr>
</tbody>
</table>
SUBAREA 9
What We’ve Heard

Strengths and Opportunities

• Sense of community, lots of history and culture
• Lovely place to live close to the city
• Legacy residents
• Westside Reservoir Park
What We’ve Heard

Weaknesses and Threats

• Lack of retail and grocery store options
• Lack of entertainment options for younger couples and families
• Reduction in the number of owner-occupied homes–investors buying real estate
• Lack of access and connectivity to surrounding amenities and across railroad tracks
• Lack of good bike and sidewalk network with safe pedestrian crossings and lighting
What We’ve Heard

Consolidated Comments

• Enhance the bike/sidewalk network - Provide safe and direct bike and pedestrian access from surrounding neighborhoods to Westside Reservoir Park, Bankhead MARTA Station, Proctor Creek Greenway and existing and future activity nodes

• Advance streetscape improvements

• Advance improvements to area parks

• Provide opportunities for hiking and mountain biking
Major Changes Since 2009

• Proctor Creek Greenway Phase I trail completed
• BeltLine trail construction to Washington Park completed
• Westside Reservoir Park Phase I underway
• Donald Lee Hollowell streetscape project underway
• Atlanta Streetcar System proposed line extension to Bankhead
• Significant redevelopment proposed in the immediate vicinity
Demographics

- A 15% increase in total number of households
- Losses in lower-income, older households (aged 35+)
- Gains in younger, professional households with higher incomes – primarily renting existing homes
- Majority of the households are renter-occupied; majority of renters make under $15,000 and are under the age of 34
- Percent of households with bachelor degrees is increasing:
  * 10% of households held bachelor degrees in 2010
  * 24% of households held bachelor degrees in 2018
- 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 price of home resales was $325,000
- Strongest increases in home values are in West Highlands and Knight Park/Howell Station
Development Activity in Subarea 9

- Townhomes at West Highlands
- Westside Village Wood Partners (2020)
- Bellwood Quarry Park (2019)
- $400 Million Mix Use (2020+)
- 818 West Marietta St Condos (2021)
- The Chelsea Westside Townhomes
- Upper Westside Park (2019)
- Howell Mill & 14th St (2020)
- Broadstone Yards (mid 2018)
- Star Metals (Spring 2020)
- Stockyards Phase II (late 2018)
- The Finley Townhomes (2019)
- 11-acre mix use (Cons. Start Q1 2019)

Development Projects:
- Proposed
- Under Construction
- Built Since 2010
- BeltLine
- Subarea Boundary
- MARTA Green Line
- MARTA Blue Line
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 exist throughout the Subarea
Subarea 9:

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*
<table>
<thead>
<tr>
<th>Land Use</th>
<th>Pricing (for new construction)</th>
<th>Estimated Total Demand 2022</th>
<th>Estimated Total Demand 2030</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rental Apartments</td>
<td>$1,300 1 BR, $1,600 2 BR</td>
<td>343 units or 69 per year</td>
<td>1,085 units or 136 per year</td>
<td>Midrise wood frame construction; only best sites can support structured parking</td>
</tr>
<tr>
<td>Single Family</td>
<td>$350,000 - $450,000</td>
<td>29 or 6 per year</td>
<td>41 or 5 per year</td>
<td>Mostly rehab, new construction in pockets at 2,300 – 3,000 SF</td>
</tr>
<tr>
<td>Townhomes</td>
<td>$250,000 - $350,000</td>
<td>114 or 23 per year</td>
<td>213 or 27 per year</td>
<td>Entry level product for first time home buyers</td>
</tr>
<tr>
<td>Condominium</td>
<td></td>
<td></td>
<td></td>
<td>Not likely given post recession financing challenges</td>
</tr>
<tr>
<td>Neighborhood Retail/Restaurant</td>
<td>$20 - $25 per SF (Triple Net)</td>
<td>-10,000 SF</td>
<td>59,000 SF</td>
<td>Food and beverage driven in mixed use building; rents don’t justify stand alone new construction</td>
</tr>
<tr>
<td>Class A/B Office</td>
<td>$26 - $30 per SF (Modified Gross)</td>
<td>262,000 SF or 52,000 SF/year</td>
<td>724,000 or 91,000 SF/year</td>
<td>More likely build to suit in a mixed use building</td>
</tr>
</tbody>
</table>
Subarea 9:

Draft Future Land Use Plan

1. Increase existing park space to be consistent with future Westside Reservoir Park boundary
2. Increase density (MU 10+ stories and MU 5-9 stories) around the Bankhead MARTA station
3. Convert a portion of industrial properties along J.E. Lowery to mixed-industrial
4. Convert vacant land east of Lois St. to medium-density mixed-use (MU 5-9 stories)
5. Convert a portion of Marietta Blvd. from industrial to low-density commercial
6. Provide medium-density multi-family (MF 5-9 stories) south of W. Marietta St. (SE corner) and south of Jefferson St.
7. Provide medium-density mixed-use (MU 5-9 stories) south of Jefferson St. and north of D.L. Hollowell Parkway
1. Add sidewalks on major corridors that do not have sidewalks or have intermittent sidewalks
2. Add ADA ramps to non-compliant intersections with sidewalks
3. Evaluate adding multi-use trail west from Jefferson St./Marietta Blvd. over CSX tracks to provide access to the Proctor Creek Trail
4. Continue bike lane on D.L. Hollowell Pkwy to West Lake Ave.

5. Evaluate multi-use trail under D.L. Hollowell Pkwy through culvert along Proctor Creek to provide access to Proctor Creek Trail and Bankhead MARTA Station
6. Provide streetscape on W. Marietta St. from Marietta Blvd. to Brady Ave./8th St.
Subarea 9:

Draft Circulation (Vehicular) Plan

1. Evaluate Street Retrofit: J.E. Lowery Blvd. – Convert 3 lanes to 2 lanes with 5 ft. wide bike lanes
3. Street Retrofit: Marietta Blvd. – Evaluate a road diet and potential for near-term cycle track/future BeltLine transit
5. Various intersection improvements consistent with the original SA master plan
1. Enhance the street network

2. Add connection to Westside Reservoir Park from Knight Park/Howell Station at SW apex of Niles Avenue

3. Provide multi-modal operational, access and safety improvements to accommodate future development
SUBAREA 10
Strengths and Opportunities

- Culturally rich history and proud residents
- Strong sense of community, lots of community gatherings
- Affordable housing
- Transit access
- Recently opened BeltLine Westside Trail
What We’ve Heard

Weaknesses and Threats

• Lack of food and other retail options
• Abandoned and dilapidated buildings
• Lack of affordable senior housing options
• Renters at risk
• Flooding/Stormwater infrastructure
• Lack of safe bike and pedestrian infrastructure
• Limited job opportunities
What We’ve Heard

Consolidated Comments

• Enhance retail and entertainment options

• Enhance the bike/sidewalk network - Provide safe bike and pedestrian access to Westside Reservoir Park, Bankhead MARTA Station, Proctor Creek Greenway and existing and future activity nodes

• Advance streetscape improvements

• Advance improvements to Maddox park
Major Changes Since 2010

• Proctor Creek Greenway Phase I trail completed
• BeltLine trail construction to Washington Park completed
• Westside Reservoir Park Phase I underway
• Donald Lee Hollowell streetscape project underway
• Atlanta Streetcar System proposed line extension to Bankhead
Demographics

- Losses in lower-income residents from 2000-2018, all age ranges
  *Subarea 10 had a total of 6,039 households in 2000 versus 4,001 households in 2018, a 34% reduction
  *91% or 1,860 of households moving out of the area made under $25,000
- Small gains in households with higher incomes
- Percent of households with bachelor degrees is increasing
- Majority of the households are renter-occupied

- Top workplace locations for Subarea 10: 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 2015
- Median home price for new and resale single family homes was $76,700 in 2017
- Few new single family homes sold, as values don’t justify current construction costs
- Increasing amount of resales, with prices rising since 2017
- Overall one of the most affordable areas along the BeltLine with a high concentration of homes under $100,000
Development Activity in Subarea 10

- Proctor Creek Greenway (2019)
- Joseph E Boone Blvd
- Enclave at Western Heights (2021+)
- Boone Park West (late 2018)
- Vine City YMCA (2019)
- Herndon Homes Mixed-Use (2021+)
- Icehouse Lofts-Office (Spring 2018)
- 395 James P. Brawley Affordable Apartments (Fall 2018)
- Rodney Cook Sr. Park (late 2018)

Development Projects:
- Proposed
- Under Construction
- Built Since 2010
- BeltLine
- Subarea Boundary
- MARTA Green Line
Subarea 10:

Commercial Market

- Increasing retail and office traffic just outside the Subarea, mostly Downtown and near the stadiums
- Not much activity occurring in the Subarea relative to other areas of the City and to Subarea 9, as much of the area is developed with single family uses
- Potential spillover from Subarea 9, if catalytic sites, such as Urban Creek Partners, move forward
- Potential commercial development opportunities are primarily along Hollowell and Boone
**Limited Redevelopment Sites:**
- Primarily existing single family communities
- Some potential along Boone and Maddox Park – but longer term

**Moderate Demand for:**
- Limited Rental Apartments and Office infill (adaptive reuse)
- Will see some new construction single family

**Future Demand for:**
- 5+ years will bring demand for infill townhomes and higher concentration of apartments and office

*Note: Demand is based on the existing and projected number of residential units*
## SA 10 Development Product Matrix

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Pricing (for new construction)</th>
<th>Estimated Total Demand 2022</th>
<th>Estimated Total Demand 2030</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rental Apartments</td>
<td>$1,000 1BR, $1,300 2BR</td>
<td>51 units or 10 per year</td>
<td>434 units or 54 per year</td>
<td>Most development will be in mixed income communities with tax credits</td>
</tr>
<tr>
<td>Single Family</td>
<td>$150,000 - $250,000</td>
<td>13 units or 3 per year</td>
<td>31 or 4 per year</td>
<td>Mostly rehab, new entry level in pockets at 1,000 – 1,500 SF</td>
</tr>
<tr>
<td>Townhomes</td>
<td>$100,000 - $150,000</td>
<td>0 units</td>
<td>150 or 19 per year</td>
<td>Pricing does not currently justify new construction</td>
</tr>
<tr>
<td>Condominium</td>
<td></td>
<td></td>
<td></td>
<td>Not likely given post recession financing challenges</td>
</tr>
<tr>
<td>Neighborhood Retail/Retail/Restaurant</td>
<td>$16 - $20 per SF (Triple Net)</td>
<td>- 8,000 SF</td>
<td>0 SF</td>
<td>Market demand does not currently exist except for build to suit, owner occupied or incentivized</td>
</tr>
<tr>
<td>Class A/B Office</td>
<td>$12 – $16 per SF (Modified Gross)</td>
<td>103,000 SF or 21,000 SF/year</td>
<td>217,000 or 27,000 SF/year</td>
<td>Pricing does not justify new construction, demand will come from adaptive reuse</td>
</tr>
</tbody>
</table>
Subarea 10: Draft Future Land Use Plan

1. Increase park space west and south of Maddox Park to be consistent with the Proctor Creek Greenway

2. Convert industrial properties east of Maddox Park to mixed-industrial (with proper transitions to single-family)

3. Increase the number of medium-density multi-family properties to the southeast and southwest of Maddox Park

4. Incorporate medium-density mixed-use development (MU 5-9 stories) at the intersection of Mayson Turner Rd. and J.E. Boone Blvd. and at the intersection of Boone Blvd. and the future BeltLine corridor

5. Expand the number of multi-family parcels by converting vacant land off of J.E. Boone Blvd. to multi-family 1-4 stories.
1. Add ADA curb ramps to intersections with sidewalks that are non-compliant

2. Improve pedestrian at-grade rail crossings on J.E. Boone Blvd., Mayson Turner Rd. and Chappel Rd. (prior to streets upgrades)

3. Evaluate adding sidewalks on Chicamauga to provide improved pedestrian access

4. Repair/replace portions of sidewalk

5. Continue Proctor Creek Trail south under D.L. Hollowell Pkwy. to and through Maddox Park

6. Evaluate connecting North Ave. east of the BeltLine and North Ave. west of the BeltLine

7. Complete bike route along J.E. Boone Blvd.

8. Improve bike and pedestrian connections along Lena St., at the Ashby MARTA station, the BeltLine, and the Lionel Hampton Trail
1. Complete planned streetcar/LRT/BRT routes along D.L. Hollowell Pkwy, J.E. Boone Blvd., J.E. Lowery Blvd., and Westview Dr.

2. Evaluate Street Retrofit: J.E. Lowery Blvd. from D.L. Hollowell Pkwy to Mayson Turner Rd. – convert from 3 lanes to 2 lanes with 5 ft. bike lanes

3. Evaluate continuing Street Retrofit: J.E. Boone Blvd. – convert from 3 lanes to 2 lanes with bike lanes in ROW from J.E. Lowery Blvd. to railroad crossing


5. Evaluate various intersection improvements

6. Add all-way pedestrian phase to signal at J.E. Lowery Blvd. and MLK Jr. Dr.

7. Add pedestrian lead time to phasing of signal at Boone Blvd. and J.E. Lowery Blvd.

8. Evaluate the need for traffic calming measures on Westview Dr. in the vicinity of Lawton Drive
1. Street Framework Plan is consistent with the original Subarea Master Plan as modified for D3 plan where applicable

2. Evaluate connecting North Ave. east of the BeltLine and North Ave. west of the BeltLine
Next Steps

Share Your Thoughts

• Review Goals, Strategies, Land Use and Mobility Recommendations

• Share your ideas and comments by placing post-it notes directly on the boards. Place a red dot by any goal or strategy that you do not agree with.

Study Group Meeting 4: Final Plan Presentation

• Monday, August 27th, 6:30 P.M. to 8:00 P.M.
• Location TBD
Questions

Thank you!