Atlanta BeltLine

Subareas 9 & 10
Master Plan Updates

Study Group Meeting 4
September 17, 2018
<table>
<thead>
<tr>
<th>Feature</th>
<th>Quantity</th>
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<tbody>
<tr>
<td>22 miles, connecting 45 neighborhoods</td>
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<tr>
<td>22 MILES of transit</td>
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<td>46 MILES of streetscapes and complete streets</td>
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<tr>
<td>33 MILES of urban trails</td>
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<tr>
<td>1,300 ACRES of new greenspace</td>
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<tr>
<td>700 ACRES of renovated greenspace</td>
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<td>1,100 ACRES of environmental clean-up</td>
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<tr>
<td>$10-20B in economic development</td>
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<tr>
<td>30,000 permanent jobs</td>
<td>48,000 construction jobs</td>
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<tr>
<td>28,000 new housing units</td>
<td>5,600 affordable units</td>
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<tr>
<td>CORRIDOR-WIDE public art, historic preservation, and arboretum</td>
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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
- Let Us Know What You Think
  - Action Plan / Work Program
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.
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
Subarea 9 & 10 Master Plan Team
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
- August 27th, 6:30 P.M. to 8:00 P.M.

Study Group Meeting 4: Draft Action Plan

(You are here)

Study Group Meeting 5: Final Work Plan/Recommendations
- TBD

- Plan Adoption: 4th Quarter 2018
Subarea 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. DRAFT ACTION PLAN
   - Goals
   - Action Items
   - Land use and mobility recommendation updates

5. FINAL WORK PLAN/RECOMMENDATIONS
   - Goals
   - Action Items
   - Work program/implementing the plan
   - Final Renderings
Implementing the Plan

- Goals and Guiding Principals
- Future Land Use Map
- Bike/Pedestrian Circulation Plan
- Vehicular Circulation Plan
- Street Framework Plan
- Action Plan / Work Program
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
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/mountain biking in Westside Park
<table>
<thead>
<tr>
<th>Year</th>
<th>Plan Description</th>
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<tbody>
<tr>
<td>2009</td>
<td>Vine City/Washington Park LCI</td>
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<tr>
<td></td>
<td>Atlanta Region Plan 2040</td>
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<td>Washington Park Neighborhood Visioning Plan</td>
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<td>2015</td>
<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>2015</td>
<td>Integrated Action Plan: Economic Development, Housing, &amp; Real Estate</td>
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<td>2016</td>
<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>D3 Westside Revive</td>
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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
**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:

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 MF 5-9 stories) around the Bankhead MARTA station
3. Convert a portion of industrial properties along J.E. Lowery to mixed-industrial while retaining a portion of existing 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 mixed-use (MU 1-4 stories)
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
2. Increase density (MU 10+ stories and MF 5-9 stories) around the Bankhead MARTA station Originally MU 10+ stories and MU 5-9 stories

3. Convert a portion of industrial properties along J.E. Lowery to mixed-industrial while retaining a portion of existing industrial. Originally a greater number of parcels were designated as mixed-industrial

5. Convert a portion of Marietta Blvd. from industrial to low density mixed-use (MU 1-4 stories) Originally low-density commercial
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.
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 9:

Cross Sections:

Option A - J.E. Lowery Boulevard
Subarea 9:

Cross Sections:

Option B - J.E. Lowery Boulevard
Subarea 9:

Cross Sections:

Marietta Blvd.
SUBAREA 10
What We’ve Heard

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 a 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
• Advance improvements to Maddox park
• Advance streetscape improvements
• Connect North Avenue south of Maddox Park
Consolidated Comments

• 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

• Cycling is not a viable transportation option for everyone – do not reduce capacity to provide bike lanes that benefit just a few people
<table>
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<th>Plans</th>
<th>Date</th>
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- 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
Development Activity in Subarea 10

- **Proctor Creek Greenway (2019)**
- **Quest Community Complex I (2016)**
- **Enclave at Western Heights (2021+)**
- **Boone Park West (late 2018)**
- **Vine City YMCA (2019)**
- **15-acre mixed use (2020+)**
- **Icehouse Loft-Office (Spring 2018)**
- **Herndon Homes Mixed-Use (2021+)**
- **20 Single Family Homes for Police Officers (Summer 2018)**
- **395 James P. Bratton Affordable Apartments (Fall 2018)**
- **Rodney Cook Sr. Park (late 2018)**

**Development Projects**
- **Proposed**
- **Under Construction**
- **Built Since 2010**

- **BeltLine**
- **Subarea Boundary**
- **MARTA Green Line**
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
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 medium density mixed-use (MU 5-9) with proper transitions to single-family

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

4. Incorporate medium-density and low-density mixed-use development (MU 5-9 stories and MU 1-4 stories) along Boone Blvd. between Chappel Rd. and the future BeltLine corridor
2. Convert industrial properties east of Maddox Park to **medium density mixed-use (MU 5-9)** with proper transitions to single-family
   Originally mixed industrial

3. Increase the number of **low-density multi-family and medium density mixed-use** properties to the southwest of Maddox Park
   Originally medium-density multi-family to the southeast and southwest of Maddox Park

4. Incorporate medium-density and **low-density mixed-use development (MU 5-9 stories and MU 1-4 stories)** along Boone Blvd. between Chappel Rd. and the future BeltLine corridor
   Originally medium-density mixed-use development at the intersection of Mayson Turner Rd. and Boone Blvd. and at the intersection of Boone Blvd. and the future BeltLine corridor

5. **REMOVED**: 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
Subarea 10:

Cross Sections:

Option B - J.E. Lowery Boulevard
Subarea 10:

Cross Sections:

Option B - J.E. Lowery Boulevard
Subarea 10:

Cross Sections:

North Ave.
Subarea 10:

Additional Transportation Improvement:

“Scramble”

J.E. Lowery Blvd. & MLK Jr. Dr.
Subarea 10:

Additional Transportation Improvement:

Speed Table/Raised Intersection

Westview Dr. and Lawton St.
Implementing the Plan

- Goals and Guiding Principals
- Future Land Use Map
- Bike/Pedestrian Circulation Plan
- Vehicular Circulation Plan
- Street Framework Plan
- Action Plan / Work Program
Let Us Know What You Think

Step 1. **Review** Action Plan Boards

Step 2. **Prioritize** Action Plan Items by placing a green dot on the five items you would like to see completed first
Questions/Discussion

Thank you!