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
- $10B 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, and 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**

• **Presentation**
  • Introduction to Planning Process
  • Project Schedule
  • Existing Conditions Analysis
  • Revitalization Nodes
  • Connectivity Barriers
  • DRAFT Street Framework & Greenway Trails Plan

• **Input Activities**
Subarea Master Plan Purpose

**Goal** - To 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

• Original 10 Subarea Master Plans created ~10 years ago
• A lot has happened – it’s time to update them to reflect these changes and the potential for the future
• These are UPDATES, so they will not be as long or as detailed as the previous plans
• We are not starting from scratch
Subarea 2 Neighborhoods

- Adair Park
- Capitol View
- Capitol View Manor
- Chosewood Park
- High Point
- Joyland
- Oakland City
- Pittsburgh
- Peoplestown
- South Atlanta
- Sylvan Hills
- Villages at Carver
• **Study Group #1: Kick-off Meeting**
  - Monday, September 24, at 6:30 – 8:00 PM
  - COMPLETE

• **Study Group #2: Workshop**
  - Saturday, December 1, 2018
  - Atlanta Technical College Dennard Conference Center

• **Study Group #3: Review Draft Recommendations and Concept Plans**
  - Monday, February 4, 2019
  - Carver Market Focused Community Strategies Community Room

• **Study Group #4: Final Presentation**
  - Monday, March 25, 2019
  - Carver Market Focused Community Strategies Community Room

• **Plan Adoption:** 3rd Quarter 2019
Ongoing Area Activities: Transit

More MARTA Transit Program – Ongoing Planning
Ongoing Trail Activities (inc. Partners)

- Completed (Green)
  - Eastside
  - Westside
  - Tanyard Creek
- Construction (Orange)
  - EST Trail Ext Phase II
  - Atl Memorial (PATH)
- Design (Purple)
  - Northeast Trail
  - Southside Trail
- Planning (Blue)
  - Spurs
  - NW & North
Southside Trail Activities Update

4 miles, University Ave to Glenwood Ave

CSX Rail Removal is Almost Complete

Emergency Repairs are Underway

Interim Trail to Open in Spring of 2019

Final Design is Underway

Build Grant Application Submitted to Support Final Construction
Final Southside Trail Design

- ~12 month final design process
- ...then real estate
- Goal: “shovel ready” in late 2020
- Ongoing activities include:
  - Env/Geotech Sampling
  - Detailed Wall & Bridge Design
  - Limited Real Estate Negotiations
Purpose:
To define the long-term configuration for the University Avenue and Avon Avenue corridor, so as to provide a safe and efficient facility for all users, regardless of mode.

Extents:
Approximately 2 miles between Murphy Avenue and Hank Aaron Drive
Pittsburgh Yards Update
Pittsburgh Yards Update

- **Master Development Plan:**
  - Commercial village of small businesses and entrepreneurs
  - Urban light industrial and business park
  - Immersed in community
• Vision:
  • Catalyze living-wage employment, long-term career and entrepreneurship opportunities for local residents, including parents with young children, young adults and those in need of second chances.
  • Use design, streetscape, and landscaping techniques to encourage community engagement and innovation.
  • Incorporate sustainable design principles and best practices for energy and water efficiency.
  • Cultivate local benefits, such as access to the Atlanta BeltLine, healthy foods, green space, community gathering space, and arts and culture.
Kickoff Meeting Summary

• **Support for:**
  • Streetscape improvements
  • Multi-use trails
  • Murphy Crossing Park
  • Other parks

• **Comments Summary:**
  • Desire for businesses that support community
  • Concerns about undesirable uses
  • Support Hillside Park, but concerns about vehicular street connection
Background

Previous Infrastructure Plans

- Southside Corridor Design including trail and future transit alignment (In Progress)
- Renew Atlanta
- TSPLOST Projects
- Cycle Atlanta Phase 1
- Connect Atlanta
- Atlanta Streetcar System Plan
- University Avenue Scoping Study
Background

Previous Master Plans

- Atlanta City Design
- Council District 12 Neighborhood Blueprint Plan
- Oakland City For Mac LCI Plan
- Pittsburgh Neighborhood Master Plan
- Murphy Crossing Feasibility Study
- South Atlanta Master Plan
- Pittsburgh Yards

ASTER BeltLine

Oakland City Master Plan

South Atlanta Master Plan

Pittsburgh Neighborhood Master Plan

Oakland City For Mac LCI Plan

Pittsburgh Yards

Council District 12 Neighborhood Blueprint

DRAFT Sept. 24, 2018
Demographics (2010-2016)

- Top workplace locations: Downtown, Midtown, Airport
- 2,697 jobs within the Subarea
  - 90 Employed and Live in Subarea
  - 4,500 live in Subarea and Employed outside
  - 2,600 Live Outside Subarea and Employed inside

- No significant change in population with a Bachelor’s degree or higher

- Approx. 64% renter-occupied
- 10% increase in Renters

Data source: U.S. Census, American Community Survey
Demographics (2000-2018)

- Approximately 5,000 households
- 23% increase in number of households

- Increase in number of households age 25-34 & 34-44 making over $50k

- Decrease in number households age 45-54 making under $50,000

• Data source: Claritas
Home Values

- Home resale volume steadily increasing after 2015; more than doubled 2016-2017
- Increasing median sale price for homes since 2015
- Median sale price today is $129,250
- Very few new homes for sale, just 4 so far in 2018, 7 new homes sold 2010-2015
- Median home sale price for new homes in 2018 is $437,500
Commercial Market

- Increasing land sale traffic in and around the Subarea
- Development continues to be centered around major and catalytic projects, such as Pittsburgh Yards, Metropolitan Lofts and Murphy Crossing
- Land suitable for large development is available, but often requires larger scale remediation or renovations of industrial and older commercial buildings along BeltLine and rail lines
- Smaller, creative infill development opportunities and momentum throughout the Subarea
### Significant Demand for:
- Townhomes
- Rental Apartments

### Moderate Demand for:
- Retail
- Office
- Single-Family Houses

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Estimated Demand 2018-2022</th>
<th>Estimated Demand 2023-2030</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rental Apartments</td>
<td>342 units total or 68 per year</td>
<td>984 units total or 123 per year</td>
<td>Current rents support surface parked MF deals, with the potential for structured parking as area rents rise.</td>
</tr>
<tr>
<td>Single-Family Houses</td>
<td>29 units total or 6 per year</td>
<td>62 units total or 8 per year</td>
<td>Few single family homes are expected to be developed due to scarcity in remaining single family land lots. Remodeled/rebuilt homes limited by available infill lots.</td>
</tr>
<tr>
<td>Townhomes</td>
<td>149 units total or 30 per year</td>
<td>639 units total or 80 per year</td>
<td>Townhomes will become more prevalent, as land is scarce and land prices rise. Likely that available lots will be rezoned for higher density.</td>
</tr>
<tr>
<td>Neighborhood Retail / Restaurant</td>
<td>64,000 sq. ft. total or 13,000 sq. ft. per year</td>
<td>118,000 sq. ft. total or 15,000 sq. ft. per year</td>
<td>Current rents do not support new construction - retail will likely be adaptive reuse or ground floor of a mixed-use building. Heavily food and beverage service, or grocery/pharmacy driven.</td>
</tr>
<tr>
<td>Office</td>
<td>68,000 sq. ft. total or 14,000 sq. ft. per year</td>
<td>145,000 sq. ft. total or 18,000 sq. ft. per year</td>
<td>Will likely be adaptive reuse or ground floor of a mixed-use building. Most likely local serving retail and services.</td>
</tr>
</tbody>
</table>
Analysis

Historic Resources

Methodology
- Review and update AUDC Historic Survey (2009)
- Identify priorities to direct future community and AUDC efforts

Historic Buildings
- Most still exist
- Eight lost
- Six “high priority”
Analysis

Connectivity Barriers

Methodology

- Analyze key corridors connecting to the Atlanta BeltLine
- Look at crosswalks, ADA accessibility, topography, sidewalks, roadways
A Note About Residential Transitions
This map uses broad land use categories that do not show the transitional yards and height planes required by the Zoning Ordinance. When new development abuts a less intense residential district, it must step down in height and provide landscaping between the two. The amount and length of the step down varies by zoning district.
A Note About Residential Transitions

This map uses broad land use categories that do not show the transitional yards and height planes required by the Zoning Ordinance. When new development abuts a less intense residential district, it must step down in height and provide landscaping between the two. The amount and length of the step down varies by zoning district.
• Refers to areas that have a compatible mix of industrial, office, retail, and housing uses

• Previous plans recommended this mix in some areas, but no Atlanta zoning district allowed it

• New I-Mix zoning district will legalize mixed industrial uses:
  • Will require 30% of floor area to be “industrial uses”
  • Will include preservation incentives
Future Land Use

- Mixed-Use 10+ Stories
- Mixed-Use 5-9 Stories
- Mixed-Use 1-4 Stories
- Mixed Industrial
- Residential 5-9 Stories
- Residential 1-4 Stories
- Mixed Residential Neighborhood
- Single-Family Neighborhood
- Low Density Commercial
- Park
- Community Facilities

A Note About Residential Transitions

This map uses broad land use categories that do not show the transitional yards and height planes required by the Zoning Ordinance. When new development abuts a less intense residential district, it must step down in height and provide landscaping between the two. The amount and length of the step down varies by zoning district.
A Note About Residential Transitions

This map uses broad land use categories that do not show the transitional yards and height planes required by the Zoning Ordinance. When new development abuts a less intense residential district, it must step down in height and provide landscaping between the two. The amount and length of the step down varies by zoning district.
A Note About Residential Transitions

This map uses broad land use categories that do not show the transitional yards and height planes required by the Zoning Ordinance. When new development abuts a less intense residential district, it must step down in height and provide landscaping between the two. The amount and length of the step down varies by zoning district.

Updated to new “Mixed Industrial” category
**Future Land Use**

- **Mixed-Use 10+ Stories**
- **Mixed-Use 5-9 Stories**
- **Mixed-Use 1-4 Stories**
- **Mixed Industrial**
- **Residential 5-9 Stories**
- **Residential 1-4 Stories**
- **Mixed Residential Neighborhood**
- **Single-Family Neighborhood**
- **Low Density Commercial**
- **Park**
- **Community Facilities**

**Updated per Council District 12 Neighborhood Blueprint**

**Updated per South Atlanta Master Plan**

---

**A Note About Residential Transitions**

This map uses broad land use categories that do not show the transitional yards and height planes required by the Zoning Ordinance. When new development abuts a less intense residential district, it must step down in height and provide landscaping between the two. The amount and length of the step down varies by zoning district.
A Note About Residential Transitions

This map uses broad land use categories that do not show the transitional yards and height planes required by the Zoning Ordinance. When new development abuts a less intense residential district, it must step down in height and provide landscaping between the two. The amount and length of the step down varies by zoning district.

Future Land Use

- Mixed-Use 10+ Stories
- Mixed-Use 5-9 Stories
- Mixed-Use 1-4 Stories
- Mixed Industrial
- Residential 5-9 Stories
- Residential 1-4 Stories
- Mixed Residential Neighborhood
- Single-Family Neighborhood
- Low Density Commercial
- Park
- Community Facilities

Expanded Beltline Park: Four Corners Park

New Beltline Park: Hillside Park
• Only public park improvements are shown
• Open space required by zoning for private developments
Draft Recommendations

Street Framework and Greenway Trails Plan

Street Framework
• New streets from City transportation plan unchanged
• Others provide key connection or access to Atlanta BeltLine corridor

Greenway Trails
• Adjusted to better match City plans
• On-street bicycle facilities unchanged
• Only specific critical street connections are shown
• Privately created streets required by zoning
• Blocks must be no more than 400 feet on one side
Revitalization Opportunities

Nodes from 2009 Subarea Master Plan
1. Murphy Triangle
2. University Avenue
3. McDaniel Avenue south of University
4. Pryor Road
5. Hank Aaron / McDonough
6. Hill Street
Draft Recommendations

Working Area: West

Nodes
1. Murphy Triangle
2. University Avenue

Key Updates
- Mixed Industrial
- Council District 12 Neighborhood Blueprint Plan
- Oakland City Fort Mac LCI Plan
Draft Recommendations

Working Area: Center

Nodes
3. McDaniel Avenue south of University

Key Updates
• Residential 5-9 Stories
• Mixed-Use 5-9 Stories
• Mixed Industrial
• Council District 12 Neighborhood Blueprint Plan
Draft Recommendations

Working Area: East

Nodes
4. Pryor Road
5. Hank Aaron / McDonough
6. Hill Street

Key Updates
• Mixed-Use 5-9 Stories
• Mixed Industrial
• South Atlanta Master Plan
Input Activities Review

Information Boards
• Revitalization Opportunities
• Historic Resources
• Connectivity Barriers
• Market Study
• Goals & Principals
• Kickoff Meeting Summary

Your Job
• Have we missed anything?
• Use sticky notes to tell us!
**Working Areas**
- East of I-75/I-85
- Central (University Ave.)
- West (Murphy)

**Your Job**
- Review draft land use recommendations
- Would you change anything?
- *Share your ideas with worksheets table drawings!*
- Use character images for reference
• **DRAFT Street Framework and Greenway Trails Plan**

  • Review the map of the DRAFT Street Framework and Greenway Trails Plan
  • Would you change anything?
  • Share your ideas with worksheets, table drawings, or sticky notes!
Comment Cards

• Make sure to visit all stations and boards!

Visit all stations to receive a dot!

- Working Station: West
- Working Station: Central
- Working Station: East
- Street Framework & Greenway Trails Map
- All Other Boards

In which neighborhood do you live, work, or own property?

- Adair Park
- Capitol View
- Capitol View Manor
- Chosewood Park
- High Point
- Joyland
- Oakland City
- Pittsburgh
- Peoplestown
- South Atlanta
- Sylvan Hills
- Villages at Carver
- Other: [ ]