Atlanta BeltLine Subarea 1 Master Plan Update

West End Livable Centers Initiative Update

Community Meeting 2 - Workshop
July 13, 2019
Agenda

- Welcome
- Presentation
- Questions and Next Steps
- Review Meeting Stations and Engagement Activities
- Engagement Recap and Lunch
1. Identify opportunities and challenges in the community; commission plans to support both the regional and local visions.

2. Pursuant to contract with City of Atlanta / Atlanta BeltLine Inc., develop plan that captures community's vision for the future.

3. Provide feedback to inform the planning process.

4. Accept recommendations and formally adopt plan (if necessary).
West End LCI

Adopted in 2001; **this plan will revisit and update original plan**

Sponsors: the Atlanta Regional Commission and the City of Atlanta. LCI Program goals:

- **Access to a variety of travel modes**;
- **Mixed-income residential neighborhoods, employment, shopping, and recreation options**
- **Involvement of all stakeholders**

Program provides federal grants for planning studies and transportation projects for communities with adopted LCI

**Neighborhoods: West End & a portion of Adair Park**
Atlanta BeltLine Subarea 1

Adopted in 2010; **this plan will revisit and update original plan**

Sponsor: the **Atlanta BeltLine**. Update will address the following:

- **Provide a vision for future development**
- **Economic investment**
- **Neighborhood improvement**

Capital investments funded via public and private sources - including the Atlanta BeltLine Tax Allocation District (TAD); City of Atlanta; private investment and philanthropic contributions; local, state and federal grants; public-private partnerships.

**Neighborhoods:** Adair Park, Bush Mountain, Cascade Avenue/Road, Mechanicsville, Oakland City, Pittsburgh, West End, Westview
Two Plans, Same Goal

Atlanta BeltLine

- Adair Park, Bush Mountain, Cascade Avenue/Road, Mechanisville, Oakland City, Pittsburgh, West End, Westview
- Enota Park, Kroger-Citi Center, Warehouse Row, Westview, Cascade/Beecher, Lee/BeltLine, Oakland City, McDaniel Glenn
- NPU-S, NPU-T, NPU-V
- Atlanta City Council Districts 4, 11, 12
- Land Use & Zoning: Economic Development; Housing; Transportation & Mobility; Public Involvement

Neighborhoods

- Adair Park, West End
- Kroger-Citi Center, Warehouse Row, Ralph David Abernathy, Lee Street; BeltLine
- NPU-T, NPU-V
- Atlanta City Council District 4, 12
- Land Use & Zoning: Economic Development; Housing; Transportation & Mobility; Public Involvement

Major Corridors

Neighborhood Planning Units

ATL City Council Districts

Scope of Work

ONE SHARED VISION FOR FUTURE GROWTH
PUBLIC ENGAGEMENT

Kickoff Meeting
May 30, 2019

Workshop
July 13, 2019

Preliminary Recommendations
August 28, 2019

Final Recommendations
October 3, 2019

PLANNING PROCESS

INVENTORY + ANALYSIS
- Issues and opportunities
- Validate existing goals
- Review plans/studies completed since original plans
- Demographic information
- Market study
- Housing vulnerability study
- Mobility analysis

IMPLEMENTATION STRATEGIES
- Revised goals
- Preliminary land use recommendations
- Preliminary mobility recommendations
- Implementation concepts

FINAL PLAN
- Goals
- Development concepts
- Action items
- Prioritized work program
Planning Team
<table>
<thead>
<tr>
<th>Community Values Prioritization Activity: ABI Guiding Principles</th>
<th>Community Values Prioritization Activity: WELCI Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Encourage economic development</td>
<td>1. Develop alternatives for underutilized or vacant property by encouraging a diversity of medium development, employment, shopping, and recreation choices at the study area</td>
</tr>
<tr>
<td>2. Promote sustainable living</td>
<td>2. Develop streetscape and pedestrian/bicycle linkages and provide access to a range of travel modes including transit, roadways, walking and biking and enable access to all uses within the study area</td>
</tr>
<tr>
<td>3. Seek a balanced, connected, continuous and redundant transportation system</td>
<td>3. Connect the transportation system to other centers and expand transportation goals to include traffic calming and truck traffic measures</td>
</tr>
<tr>
<td>4. Reuse existing buildings and focus investment on redevelopment</td>
<td>4. Strengthen the historic districts using tools such as design markers and neighborhood identity</td>
</tr>
<tr>
<td>5. Connect neighborhoods across existing barriers</td>
<td>5. Enhance community identity</td>
</tr>
<tr>
<td>6. Provide a balanced mix of compatible land uses</td>
<td>6. Encourage focused infill development</td>
</tr>
<tr>
<td>7. Preserve historic resources</td>
<td>7. Create civic space, focal points and heritage tourism; preserve the historical characteristics of the center</td>
</tr>
<tr>
<td>8. Increase public safety through appropriate design</td>
<td>8. Increase employment opportunities</td>
</tr>
<tr>
<td>9. Ensure appropriate urban form</td>
<td></td>
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<tr>
<td>10. Expand housing options</td>
<td></td>
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<tr>
<td>11. Provide a variety of public spaces</td>
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<tr>
<td>12. Enable incremental change</td>
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</tbody>
</table>
Community Assets

Historic District
- Mix of legacy and new residents
- Cultural and age diversity
- Genuine love for community
- People in the community
- Beautiful homes, variety

General

Preservation of community character
- Preservation of historic resources; importance of historic districts
- Wayfinding & branding

Economic Development

- Quality development
- Advancing development of specific parcels/areas
- Local businesses promotion/growth
- Job growth that benefits area residents

Mobility

- Improved sidewalks
- Additional crosswalks
- Improved bike lanes
- Improved access to area parks/trails
- Traffic signals at several intersections
- Traffic calming, reduce vehicular speeds

Housing

- Maintaining affordability
- Preventing displacement of current residents
- Providing a variety of housing types (rental and owner-occupied units)
- Maintaining diversity of the community; keeping residents of all races, ages, and incomes
- Providing opportunities for seniors to age in place
Visual Preferences

- **Public Art Building in Historic College Park, GA**: 73% Like, 27% Neutral
- **Pedestrian Crosswalks designed by local Artists** (Source: Hollywood Gazette): 67% Like, 6% Neutral, 27% Dislike
- **Buffered Bike Lanes** (source: NACTO): 87% Like, 13% Neutral
- **Modern Picnic Pavillons** (Source: dwell): 75% Like, 25% Neutral

Legend
- Like
- Neutral
- Dislike
Land Use & Zoning
Implementing Land Use Recommendations

- ATLANTA CITY DESIGN
- COMPREHENSIVE DEVELOPMENT PLAN
- OTHER APPROVED PLANS

SUBAREA 1 MASTER PLAN + LIVABLE CENTERS INITIATIVE

LAND USE RECOMMENDATIONS IMPLEMENTED VIA
- FUTURE LAND USE MAP
- ZONING MAP
- ZONING ORDINANCE
Community Vision

• What is your vision for future growth and development?

• What type of development do you want to see?

• What scale development do you want to see?
Development Scale

LOW DENSITY

MEDIUM DENSITY

HIGH DENSITY
# Residential Building Types

<table>
<thead>
<tr>
<th><strong>TWO-STORY HOUSE</strong></th>
<th><strong>ONE-Story HOUSE</strong></th>
<th><strong>DUPLEX</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image" /></td>
<td><img src="image2.png" alt="Image" /></td>
<td><img src="image3.png" alt="Image" /></td>
</tr>
<tr>
<td><strong>Number of Units:</strong> 1 unit + 1 accessory dwelling</td>
<td><strong>Number of Units:</strong> 1 unit + 1 accessory dwelling</td>
<td><strong>Number of Units Per Lot:</strong> 2 units + 0 accessory dwellings, or 1 unit + 1 accessory dwelling</td>
</tr>
<tr>
<td><strong>Where allowed today:</strong> All of the LCI study area, except industrial zones</td>
<td><strong>Where allowed today:</strong> All of the LCI study area, except industrial zones.</td>
<td><strong>Where allowed today:</strong> Victoria Place (RS zone), commercial and mixed-use zones (existing duplexes may not be significantly renovated unless converted to single-family)</td>
</tr>
<tr>
<td><strong>Design standards:</strong> Only in West End Historic District (excludes existing houses on Ralph David Abernathy Boulevard)</td>
<td><strong>Design standards:</strong> Only in West End Historic District (excludes existing houses on Ralph David Abernathy Boulevard)</td>
<td><strong>Design standards:</strong> Modest in commercial or mixed-use zoning; none for Victoria Place</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>TRIPLEXES</strong></th>
<th><strong>MISSING MIDDLE</strong></th>
<th><strong>FLATS, LOFTS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image4.png" alt="Image" /></td>
<td><img src="image5.png" alt="Image" /></td>
<td><img src="image6.png" alt="Image" /></td>
</tr>
<tr>
<td><strong>Number of Units:</strong> 3 units</td>
<td><strong>Number of Units:</strong> 4 to 12 units</td>
<td><strong>Number of Units Per Lot:</strong> Any number, as allowed by density and height controls, often in mixed-use buildings</td>
</tr>
<tr>
<td><strong>Where allowed today:</strong> RG zones, MR zones, commercial and mixed-use zones.</td>
<td><strong>Where allowed today:</strong> RG zones, MR zones, commercial and mixed-use zones may be significantly renovated and still remain.</td>
<td><strong>Where allowed today:</strong> RG zones, MR zones, Commercial and mixed-use zones, 1-Mix zone</td>
</tr>
<tr>
<td><strong>Design standards:</strong> Strong in West End Historic District. Modest in commercial or mixed-use zones</td>
<td><strong>Design standards:</strong> Strong in West End Historic District. Modest in commercial or mixed-use zoning.</td>
<td><strong>Design standards:</strong> Modest design controls</td>
</tr>
</tbody>
</table>
Crash Data 2016 - 2018

We average nearly 3 crashes per day with the highest density at RD Abernathy and Cascade Ave

Source: Georgia Electronic Accident Reporting System (GEARS). Subscription required.
Ten pedestrians were killed in crashes since our last planning effort.

Source: Dangerous by Design – Smart Growth America
https://smartgrowthamerica.org/resources/dangerous-by-design-2019/
## Capital Mobility Projects in the Study Area

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Where</th>
<th>Agency</th>
<th>Funding Source</th>
<th>Phase/Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Transit</strong></td>
<td><strong>BeltLine Light Rail</strong></td>
<td>Westview Dr to Oakland City Station</td>
<td>BeltLine</td>
<td>More MARTA + Federal Grants</td>
<td>Planning and Design Complete by 2025</td>
</tr>
<tr>
<td><strong>Transit</strong></td>
<td><strong>Campbellton BRT or Light Rail</strong></td>
<td>Oakland City Station to Greenbriar</td>
<td>MARTA</td>
<td>More MARTA + Federal Grants</td>
<td>Planning and Design Complete by 2025</td>
</tr>
<tr>
<td><strong>Transit</strong></td>
<td><strong>Metropolitan Arterial Rapid Transit (ART)</strong></td>
<td>West End Station to Hapeville</td>
<td>MARTA</td>
<td>More MARTA + Federal Grants</td>
<td>Operational by 2025</td>
</tr>
<tr>
<td><strong>Streetscape</strong></td>
<td><strong>Ralph D. Abernathy Streetscape</strong></td>
<td>Westview Dr to Cascade Ave</td>
<td>City of Atlanta</td>
<td>Renew Atlanta TSPLOST</td>
<td>Awaiting GDOT permits for final phase</td>
</tr>
<tr>
<td><strong>Trails</strong></td>
<td><strong>Multiuse trail along Lee St</strong></td>
<td>West End Station to Oakland City Station</td>
<td>City of Atlanta</td>
<td>Federal Grants + local funding</td>
<td>In design phase; completion by 2021</td>
</tr>
</tbody>
</table>
Capital Mobility Projects in the Study Area

Transportation projects funded through Renew Atlanta, TSPLOST, More MARTA, GDOT and City of Atlanta General Fund

Key:

1. Light Rail on the BeltLine
2. Route 95 upgrade to Arterial Rapid Transit (ART)
3. Campbellton Road BRT or Light Rail
4. Ralph David Abernathy Sidewalk Upgrade
5. Lee St Multiuse Trail
Road Diets
Pedestrian Crossings

Source: Byron Rushing, Atlanta Regional Commission
Market Analysis

Demographic and Market Observations
After losing population between 2000 and 2010, both study areas have rebounded with population gains. The LCI area has seen growth in people over 55 years and under 24 years. Both study areas’ growth has been across the board, with the exception of 15-24 and 45-54 age groups.
Household income levels impact new retail development.

The West End Study area block groups have comparatively moderate median HH income levels compared to the region.
The growth in new households in the LCI area since 2010 have median incomes above $75,000. In ABL Subarea 1, the new households have median incomes below $50,000.
The influx of higher income households have impacted the median HH income levels locally

However, the changes are not equally distributed throughout the study areas

The most significant increases have been in neighborhoods in close proximity to existing/new assets (i.e. MARTA)
Both study areas are largely underserved with national shopping options.

The need for essential goods and services will eventually be met as population growth occurs and income levels rise.

The redevelopment of the Mall West End could change this dynamic.

Location of Essential Neighborhood Shopping
Analysis done based on drive time centered at the travel ‘centroid’ of the study area (Pebbles and Matthews)

5-Minute drive time encompasses almost all of the study area

7-Minute drive time captures neighboring competitive venues (i.e. WalMart)
### Retail Gap/(Surplus) Analysis for Select Retail Categories

Beltline Subarea 1 Study Area; (in Millions$)

<table>
<thead>
<tr>
<th>Category</th>
<th>Gap (Millions$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery Stores</td>
<td>$0</td>
</tr>
<tr>
<td>Restaurants</td>
<td>($10)</td>
</tr>
<tr>
<td>Clothing Stores</td>
<td>($20)</td>
</tr>
<tr>
<td>Shoe Stores</td>
<td>($30)</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>($40)</td>
</tr>
<tr>
<td>Book, Periodical &amp; Music</td>
<td>($50)</td>
</tr>
<tr>
<td>Other General Merchandise Stores</td>
<td>($20)</td>
</tr>
<tr>
<td>Sporting Goods &amp; Hobby</td>
<td>($10)</td>
</tr>
<tr>
<td>Health &amp; Personal Care</td>
<td>$0</td>
</tr>
<tr>
<td>Electronics &amp; Appliance</td>
<td>$10</td>
</tr>
<tr>
<td>Other Miscellaneous Stores</td>
<td>$20</td>
</tr>
<tr>
<td>Specialty Food Stores</td>
<td>$30</td>
</tr>
<tr>
<td>Special Food Services</td>
<td>$40</td>
</tr>
<tr>
<td>Used Merchandise Stores</td>
<td>$50</td>
</tr>
<tr>
<td>Drinking Places</td>
<td>$0</td>
</tr>
<tr>
<td>Department Stores</td>
<td>$0</td>
</tr>
<tr>
<td>Bldg Material &amp; Supplies</td>
<td>$10</td>
</tr>
</tbody>
</table>

**Local consumers spending more than local retailers are capturing**

**Local retailers capturing more sales than local residents are consuming**

Source: ESRI
Many of the categories do not have enough unmet demand to support an entire store.

These existing retailers have opportunities to grow their business:
- Extended hours
- More product lines

Categories where businesses are capturing more than local demand still have opportunities in niche markets:
- Particularly dining

### Opportunity for Additional Retail Space from Local Demand

**Beltline Subarea 1 Study Area**

<table>
<thead>
<tr>
<th>Retail Category</th>
<th>Range of New Space (in Square Feet)</th>
<th>Typical Store Size (in Square Feet)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department Stores</td>
<td>4,314 - 12,942</td>
<td>80,000 - 150,000</td>
</tr>
<tr>
<td>Sporting Goods &amp; Hobby</td>
<td>1,666 - 4,997</td>
<td>5,000 - 60,000</td>
</tr>
<tr>
<td>Bldg Material &amp; Supplies</td>
<td>1,665 - 4,995</td>
<td>80,000 - 120,000</td>
</tr>
<tr>
<td>Health &amp; Personal Care</td>
<td>855 - 2,564</td>
<td>12,000 - 18,000</td>
</tr>
<tr>
<td>Other General Merchandise Stores</td>
<td>733 - 2,200</td>
<td>80,000 - 150,000</td>
</tr>
<tr>
<td>Electronics &amp; Appliance</td>
<td>468 - 1,404</td>
<td>5,000 - 30,000</td>
</tr>
<tr>
<td>Other Miscellaneous Stores</td>
<td>383 - 1,149</td>
<td>1,000 - 5,000</td>
</tr>
<tr>
<td>Specialty Food Stores</td>
<td>139 - 416</td>
<td>1,000 - 10,000</td>
</tr>
<tr>
<td>Used Merchandise Stores</td>
<td>0 - 0</td>
<td>1,500 - 5,000</td>
</tr>
<tr>
<td>Special Food Services</td>
<td>0 - 0</td>
<td>5,000 - 15,000</td>
</tr>
<tr>
<td>Shoe Stores</td>
<td>0 - 0</td>
<td>2,500 - 25,000</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>0 - 0</td>
<td>30,000 - 125,000</td>
</tr>
<tr>
<td>Clothing Stores</td>
<td>0 - 0</td>
<td>3,000 - 100,000</td>
</tr>
<tr>
<td>Book, Periodical &amp; Music</td>
<td>0 - 0</td>
<td>1,500 - 30,000</td>
</tr>
<tr>
<td>Restaurants</td>
<td>0 - 0</td>
<td>1,000 - 8,000</td>
</tr>
<tr>
<td>Drinking Places</td>
<td>0 - 0</td>
<td>1,000 - 5,000</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>0 - 0</td>
<td>1,000 - 3,500</td>
</tr>
</tbody>
</table>

Source: ESRI and RKG Associates, Inc.
Retail Opportunity Analysis Implications

• Retail market increasing in strength/activity
  • National retailers look at number of households, income levels, and education levels
  • Assessment data shows that 22,000 square feet (SF) of dedicated Retail has been built since 2009
  • Average Asking Rents have increased to $12.40 per square foot (PSF) in 2019. This is the lowest asking rent average of any submarket in Metro Atlanta ($19.16 PSF Metro Average)
  • Vacancy Rate currently at 8.1%. This is expected to decrease to 6.5% over the next 5 years

• Retail market supply/demand analysis shows neighborhoods are well served with some types of retail. This is contrary to popular perception
  • Concerns may be more about quality of existing offerings, not availability

• The future redevelopment of the Mall West End, The Met, and the Lee + White developments can be catalytic to change mix/quality of retail offerings

• The lack of convenient retail opportunities will slow revitalization of some neighborhoods within the study area
  • More neighborhood-scale shopping and services needed to serve local households
Flex/R&D Market Observations

• Flex/R&D market has remained stable in the study area
  • Vacancy Rate has slightly increased to 11.0% in the submarket. This rate is expected to remain stable over the next 2-3 years
  • Average Asking Rents have increased every year since 2014 in the submarket to $5.58 per square foot. This makes this submarket one of the most affordable in the metro area.

• Several projects are targeting smaller, artisan/maker businesses to the area
  • The MET (currently 239,600 SF being marketed) the Murphy (a 115,000 SF historic adaptive reuse project) are potential job generators and a productive use of older industrial buildings
  • The reuse of industrial facilities at Lee and White is positive economically and has the potential to attract new residents to adjacent neighborhoods

• However, other market segments create greater value for flex land
  • Redevelopment projects are prolific throughout southwest Atlanta
  • Industrial employment in the submarket expected to decrease over the next 5 years
Households by HUD AMI Income Threshold by Tenure
Beltline Subarea 1 Study Area Census Tracts; 2017 ACS

Source: US Census American Community Survey

- Rental Household
- Ownership Household
Owner-Occupied Housing Supply

FHA Owner Occupied Housing Supply by AMI Threshold
Beltline Subarea 1 Study Area Census Tracts; 2017 ACS

Source: US Census American Community Survey
There are more housing units affordable to this income threshold than households in the threshold.

There are more households in the income threshold than units affordable to them.
Renter-Occupied Housing Supply

Rental Unit Supply by AMI Threshold
Beltline Subarea 1 Study Area Census Tracts; 2017 ACS

Source: US Census American Community Survey
Renter-Occupied Housing Supply/Demand Gap

Renter Occupied Unit Supply/Demand Gap by AMI Threshold
Beltline Subarea 1 Study Area Census Tracts; 2017 ACS

There are more housing units affordable to this income threshold than households in the threshold.

There are more households in the income threshold than units affordable to them.

Source: US Census American Community Survey
Sales to Value Ratios, 2013-2019

Housing sales to 2018 market value ratio increased by over 100% (64.80% to 176.84%) during 2013-2019.

Broker interviews revealed price increases of almost 150% since 2015.

Median household income increased by 29.9% during 2013-2019.

Multifamily market at 4.4% vacancy; with a 3.6% annual increase in asking rents.

Source: Fulton County
Housing Vulnerability Implications

• Unmet demand at the highest income thresholds placing downward pressure on the ownership and rental housing market
  • Prices escalating substantially faster than incomes
  • New buyers/tenants at 80% AMI and lower seeing strong competition for existing units

• Nearly 25% of owner occupants vulnerable to price escalation impacts
  • Desire to sell
  • Taxes

• Renter households earning less than 50% of AMI extremely vulnerable
  • 77% already cost burdened (HUD data)
  • Have to rely on income controlled units

• Anecdotal data from real estate brokers indicate trends will continue
  • Highest sale price in 2014 - $245,000; Highest sale price in 2018 - $600,000
  • Projected to increase to $1M over next 3-5 years

• Will be proposing potential policy solutions as part of this process
Housing
AFFORDABLE HOUSING
- Create Affordable Units
- Preserve Affordable Units
- Enhance Community Stability

TRANSPORTATION ACCESS
- Link Reasonable Origins and Destinations
- Amenity/Quality of Life Access
- Improve Community Connectivity

ECONOMIC DEVELOPMENT
- Promote Jobs (supply/training/enhancement/placement)
- Stimulate Business (growth/recruitment/retention)
- Support Entrepreneurship
What is Affordable?

- **Affordable Housing** – housing where low-income family pays no more than 30% of their annual income for housing:
### Affordability in Real Dollars

**What does affordable rent look like?**

<table>
<thead>
<tr>
<th>Annual Income</th>
<th>Affordable Housing Portion (30% of Annual Income)</th>
<th>Affordable Monthly Rent</th>
</tr>
</thead>
<tbody>
<tr>
<td>$21,000</td>
<td>$6,300</td>
<td>$525</td>
</tr>
<tr>
<td>$30,000</td>
<td>$9,000</td>
<td>$750</td>
</tr>
<tr>
<td>$40,400</td>
<td>$12,120</td>
<td>$1,010</td>
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<tr>
<td>$54,000</td>
<td>$16,200</td>
<td>$1,350</td>
</tr>
<tr>
<td>$60,000</td>
<td>$18,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>$70,000</td>
<td>$21,000</td>
<td>$1,750</td>
</tr>
</tbody>
</table>
One Atlanta
Housing Affordability Action Plan
City of Atlanta’s Housing Agencies

Leverage our amazing expertise and resources to be a collective catalyst for addressing the affordable housing needs of Atlanta.
Vision

Provide a pathway to affordable and equitable housing opportunities for all who desire to call Atlanta home.

Goals

1. **Create or preserve 20,000** affordable homes by 2026 and **increase** overall supply

2. **Invest $1 billion** from public, private, and philanthropic sources to produce and preserve affordable housing

3. Ensure **equitable growth** for all Atlantans and **minimize displacement**

4. Support **innovation** and **streamline** processes
Housing Affordability Action Plan

The One Atlanta: Housing Affordability Action Plan outlines a bold vision to achieve Mayor Bottoms’ vision to provide a pathway to affordable and equitable housing opportunities for all who desire to call Atlanta home.

Atlanta’s population is increasing, but new housing construction has focused on higher-cost demand.

In 2017, Atlanta was the third fastest growing metropolitan region in the United States. As our population grows, many of our long-term residents are experiencing challenges related to affordable housing, particularly as much of the new residential development has focused on higher-cost units.

While our economy has grown over the last decade, wages have not kept pace with rising rents.

Between 2000 and 2017, Atlanta’s median rent increased by over 70%, but Atlanta’s median income only increased by 40%.

There is a growing gap between what people can afford versus what people are making.

As housing costs have grown, more Atlantans have been forced to spend a greater percentage of their income on housing costs. In 2016, more than half of Atlantans were considered housing cost burdened.

See the action plan at: https://www.atlantaga.gov/government/mayor-s-office/projects-and-initiatives/housing-affordability-action-plan
BeltLine Tax Allocation District (TAD)  
(TAD Goal: 5,600 Units)

- 901 Units  
  - Supported by IA/ABI

- 739 Units  
  - Supported by DCA, AH and DAFC

1,640 Affordable Units

BeltLine Planning Area  
(Outside TAD within ½ Mile of BeltLine)  
(Planning Area Goal: TBD)

- 487 Units  
  - Supported by IA/ABI

- 555 Units  
  - Supported by DCA, AH and DAFC

1,042 Affordable Units

2,682 AFFORDABLE UNITS

Legend
ABI = Atlanta BeltLine  
AH = Atlanta Housing  
DCA = Department of Community Affairs  
DAFC = Development Authority of Fulton County  
IA = Invest Atlanta
What's on our Minds?

TAD UNIT SCORECARD

5,600 Affordable Units
(City Council's 2005 Goal for TAD)

1,640 Affordable Units
(Currently Created or Preserved in TAD)
(as of July 15, 2018)

3,960 Affordable Units
(Balance of Units that Must be Created or Preserved in the TAD by 2030)

ABI Production/Preservation Affordable Housing Goals

<table>
<thead>
<tr>
<th>Fiscal Years</th>
<th>Annual Unit Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY2019 / FY2020</td>
<td>250 units annually</td>
</tr>
<tr>
<td>FY2012 – FY2025</td>
<td>320 units annually</td>
</tr>
<tr>
<td>FY2026 – FY2030</td>
<td>380 units annually</td>
</tr>
</tbody>
</table>
Next Steps

Community Meeting 3: *Open House*
- Wednesday, August 28th, 2019 6:00 P.M. to 8:00 P.M.
- Location: The MET | 680 Murphy Ave SW, Ste. 4150 Atlanta, GA 30310

Community Meeting 4: *Open House*
- Thursday, October 3, 2019 6:00 P.M. to 8:00 P.M.
- Location: TBD
Workshop Purpose

- The input gained from the workshop will help us better understand the community’s vision for future growth and development.
- With this understanding we can develop actions to achieve that vision.
Workshop Activity — Corridor and Area Focused

- What do you like? What should be preserved? What should be improved?
- What do you dislike? What should change?
- What would you like to create in the study area?
- What scale development do you want to see? What type and mix of uses?
- How can the street function better for everyone and what should it look like?
- What improvements would enhance mobility?
- What additional street connections would you like to see?
Stations

• Station 1: McDaniel Glenn Area
• Station 2: Lee Street Corridor
• Station 3: Ralph David Abernathy Corridor / West End Activity Node
• Station 4: BeltLine Corridor
• Station 5: Parks and Recreation
• Station 6: Housing and Economic Development