



Atlanta BeltLine Subarea 1 Master Plan Update

West End Livable Centers Initiative Update

Study Group Meeting 4 Final Recommendations

October 3, 2019

Agenda

- Schedule – Where We Are, Next Steps
- What We've Heard To Date From The Community
- Overview of Recommendations
 - Housing and Economic Development
 - Land Use and Zoning
 - Mobility
- Detailed Review of Recommendations (Boards)



Schedule



PUBLIC ENGAGEMENT

Kickoff Meeting
May 30, 2019

Workshop
July 13, 2019

**Preliminary
Recommendations**
August 28, 2019

**Final
Recommendations**
October 3, 2019

Stakeholder
Working
Group

Stakeholder
Working
Group

Stakeholder
Working
Group

Stakeholder
Working
Group

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

What's Next

Upcoming Engagement Event:

September 29, 2019 | 2:30PM – 6:30PM

Atlanta Streets Alive – Southwest

Final Community Meeting:

October 3, 2019 | 6:00PM – 8:00PM

Shiloh Missionary Baptist Church

1150 Westview Drive SW

Atlanta, GA 30310

Draft Plan Document: October - November

Plan Approval: 1st Quarter 2020



What We've Heard



What We've Heard REVISE Two Slides, Mtg. + Survey!!!!!!!

CATEGORY	FEEDBACK
Context	<ul style="list-style-type: none"> • Help neighbors stay in their neighborhoods • Protect small businesses as redevelopment occurs • Protect residential areas from encroachment • More wayfinding and branding of the area
Land Use & Economic Development	<ul style="list-style-type: none"> • Preserve character of existing residential neighborhoods • Promote local businesses and help create jobs • Keep industrial uses and jobs but require better design of buildings and street interaction
Mobility and Connectivity	<ul style="list-style-type: none"> • Improve access to transit • Improve traffic patterns around Kroger Citi-Center • Road diet on some major corridors • Bike-ped safety on major corridors • Add new and repair existing sidewalks
Parks & Open Space	<ul style="list-style-type: none"> • Connect existing parks with new and existing trails • Enhance safety in public spaces • Increase connectivity between parks and open spaces
Arts/Culture/History	<ul style="list-style-type: none"> • More art needed on trail pathways • Highlight and preserve historic buildings • Public art throughout the subarea

What We've Heard

Top Five (5) Major Priorities For Improvement



Expanded variety of shops and services



Expanded variety of restaurants



Improved local schools



Improved sidewalks, bike lanes, and multi-use paths

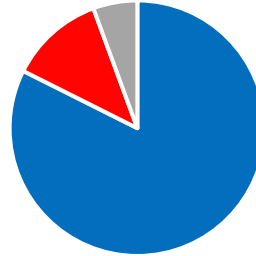


Improved public safety and security

What would encourage you to visit the commercial corridors more frequently?

✓ **More Restaurants**

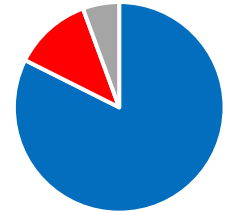
The Mall West End Corridor



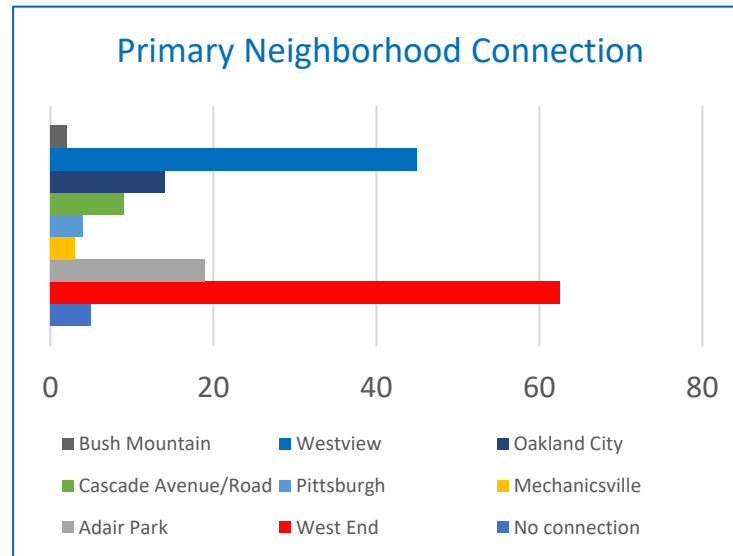
■ Yes ■ No ■ No Opinion

Would you support higher density & more diversity of commercial and residential development in the commercial corridors?

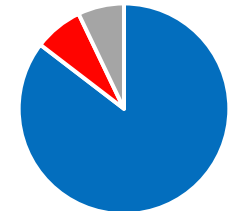
Ralph David Abernathy & Lee Street Corridors



■ Yes ■ No ■ No Opinion



West End MARTA Station Corridor



■ Yes ■ No ■ No Opinion



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Overview of Recommendations

Economic Development and Housing

Land Use and Development Approach

- **Enhance land use regulations to encourage TOD growth** in suitable existing commercial areas
- Further **invest in capital improvement projects** that promote TOD growth
- Utilize **financial incentives and innovative methods to promote community-focused growth**, esp. affordable housing, local businesses and job creation
- Enlist **existing and new partners to support West End community development** initiatives

Economic Development

- Take steps to **help local businesses succeed and grow**, e.g.,
 - Community Preservation Office
 - Expand on and off street parking options
 - Increase public safety thru steps similar to West Side Blue
 - Organize more events in downtown West End to support retailers
- Assess “**Train and Train**” center for job training, day care and elder care center at MARTA
- **Help existing residents participate** in new development
 - Locally-offered soft-skill programs
 - Increase awareness of existing education/training programs
 - Local entrepreneur assistance (e.g. concierge center; Russell Center)
- Partner w/developers to **reserve space** for local businesses

Affordable Housing

Apply ONE Atlanta Affordability Action Plan

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

- Create or preserve **20,000** affordable homes by 2026 and increase overall supply
- **Invest \$1 billion** from public, private, and philanthropic sources in the production and preservation of affordable housing
- Ensure **equitable growth** for all Atlantans and **minimize displacement**
- Support **innovation and streamline** processes

Affordable Housing

- Build **stronger coalition** to invest in area affordable housing
- Expand Atlanta Housing buy-downs of 60% & 80% AMI units
- Increase support of “**Community Land Trust**” model, e.g., Atlanta Land Trust: nonprofit buys existing or develops new, affordable housing using land-lease to sell or rent units
- Examine creating “**Community Preservation Office**”: storefront with agents providing guidance to both residents and businesses on affordable housing, job training, and business programs
- Explore generating new revenues for preserving and developing affordable housing, e.g., “Housing Trust Fund” ala Alexandria, VA



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Overview of Recommendations

Land Use and Zoning

SUBAREA 1- CONSERVATION & GROWTH AREAS



1: LEE STREET SOUTH CORRIDOR

Preserve residential character of existing neighborhoods. Support development on Lee Street and surrounding areas that does not encroach on residential areas.

Grow commercial areas along Lee Street corridor including Oakland City MARTA station and properties near BeltLine.

2: MCDANIEL GLENN

Preserve some historic buildings in Mechanicsville area and implement design controls.

Grow industrial areas W of the railroad with employment-generating building square footage replacement policies that support new development/redevelopment and job growth.

3: BELTLINE/WESTVIEW CORRIDOR

Preserve historic buildings at the intersection of Cascade Ave and Ralph David Abernathy.

Preserve residential character of existing Westview and Cascade neighborhoods.

Grow commercial areas between the neighborhood commercial nodes at Cascade Ave and Beecher St & Cascade Ave and Ralph David Abernathy.

MARTA TOD Growth Area



LCI Land Use and Zoning Recommendations

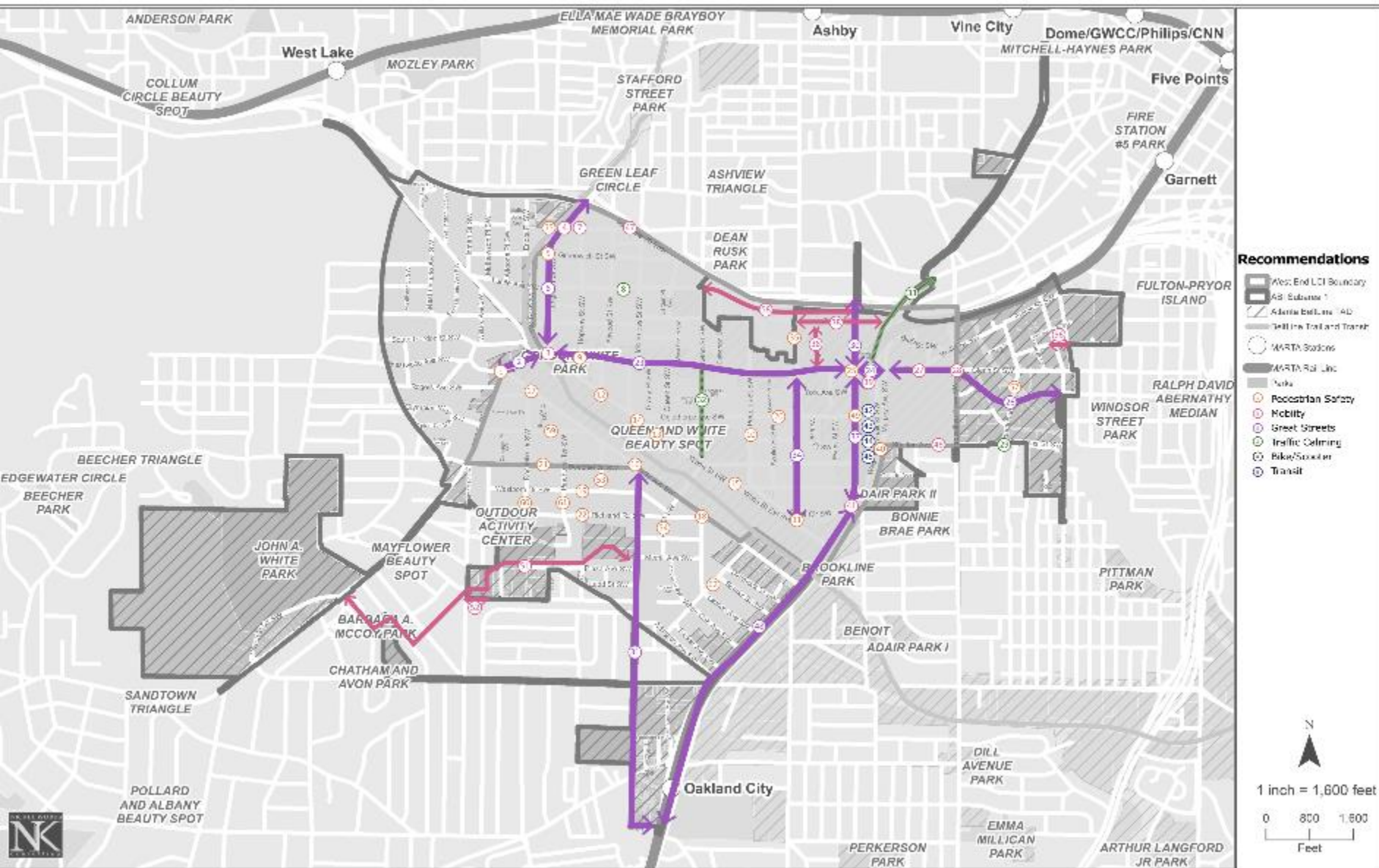
- Increase density in close proximity to the MARTA Station
- Preserve the scale of the development immediately adjacent to Ralph David Abernathy Boulevard
- Encourage mixed use development



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Overview of Recommendations

Improving Connectivity and Mobility





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Detailed Review of Recommendation Boards