22 miles, connecting 45 neighborhoods

- **22 MILES** of transit
- **46 MILES** of streetscapes and complete streets
- **33 MILES** of urban trails
- **1,100 ACRES** of environmental clean-up
- **$10B** in economic development
- **1,300 ACRES** of new greenspace
- **700 ACRES** of renovated greenspace
- **1,100 ACRES** of environmental clean-up
- **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.
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

• The 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 3
Context

Neighborhoods:

• Grant Park
• Ormewood Park
• Chosewood Park
• Benteen
• Boulevard Heights
• Custer / McDonough / Guice
• Englewood Manor
Subarea 3 Master Plan Update Process Overview

- **Study Group #1: Kick-off Meeting**
  March 1, 2018 *Complete*

- **Study Group #2: Workshop**
  April 14, 2018 *Complete*

- **Study Group #3: Review Draft Recommendations and Concept Plans**
  July 30\(^{th}\), 2019 *NOW!*

- **Study Group #4: Final Presentation**
  August 26, 2019

- **Plan Adoption**
Subarea 3 Master Plan Team

Noell Consulting Group

TSW
PLANNERS
ARCHITECTS
LANDSCAPE ARCHITECTS

Grice Consulting Group
Kick-off Meeting Summary

- **Presented and asked for feedback on:**
  - Initial observations
  - Previous plan recommendations

- **Support for:**
  - Streetscape projects
  - Park spaces
  - All greenway trails
  - Major intersection changes
  - Revitalization nodes

- **Comments Summary**
  - Multiple comments on Intrenchment Creek Greenway Trail
  - Boulevard needs work
  - Need to ensure development meets character of the community
  - Need to mitigate traffic issues
Workshop Meeting Summary

- **Presented and asked for feedback on:**
  - Existing conditions analysis
    - Market Analysis & Demographics
    - Community Facilities
    - Historic Resources
    - Revitalization Opportunities
    - Connectivity Barriers
  - Potential recommendations
    - Land Use
    - Street Framework
    - Greenway Trails
Workshop Meeting Summary

**Support for:**
- General land use recommendations
- Streetscape projects and refined street connections
- Park spaces and continuing the development of Boulevard Crossing Park
- Greenway trails and connecting to PATH network
- Major intersection changes
- Housing diversity and affordability

**Comments Summary**
- Locations for trail crossings – where are they?
- Methods and metrics for affordable housing. Preserve Trestletree apartments.
- Concerns about density and how it affects single-family residential neighborhoods.
- Connectivity through streets and trails is key to linking the different neighborhoods.
- Businesses are needed in South Atlanta.
Draft Guiding Principles

1. Encourage the economic development
2. Identify and preserve historic resources and the local sense of place
3. Utilize redevelopment to mend the urban fabric
4. Provide a safe and balanced transportation system
5. Provide connectivity, continuity, and redundancy among various modes of transportation
6. Minimize the supply of new parking
7. Provide a balanced mix of compatible land uses
8. Expand housing options and affordable housing choices
9. Provide a range of safe parks and open space
Draft Goals

• Common goals were identified in many Subarea Master Plans
• Goals specific to Subarea 3 updated based on public input
Recommendations

• Retain most land use recommendations from the previous Subarea 3 Master Plan
• Update land use recommendations to avoid splitting parcels
• Adjust land uses in revitalization nodes based on workshop comments and analysis

Reminder:
The future land use plan is limited to parcels in the Tax Allocation District
Recommendations

- Flip “5 to 9 story mixed use” and “10+ story mixed-use” north of Englewood Ave
- Identify where taller buildings may be appropriate if site density is concentrated
- Eliminate split land use designation along Gault Ave
- No other changes are recommended

Note: Recommendations relate to zoning. Actual heights may vary due to transitional height planes, zoning conditions.
**Recommendations**

- Flip “5 to 9 story mixed use” and “10+ story mixed-use” north of Englewood Ave
- Identify where taller buildings may be appropriate if site density is concentrated
- Eliminate split land use designation along Gault Ave
- No other changes are recommended
Recommendations

• Change from a mix of “5 to 9 story mixed-use” and “5 to 9 story residential” to all “5 to 9 story mixed-use”

• No other changes are recommended
Recommendations:

- Change from a mix of “5 to 9 story mixed-use” and “5 to 9 story residential” to all “5 to 9 story mixed-use”
- No other changes are recommended
Recommendations

- Change from “office institutional” to “5 to 9 story mixed-use” at SE of Atlanta Beltline @ Boulevard
- Change 1015 Boulevard to “Mixed-Use 10+” per rezoning
- Change from “1 to 4 story mixed use” to “mixed residential neighborhood” at NE Atlanta Beltline @ Boulevard

- Mixed-use 10+ Stories
- Mixed-Use 5-9 Stories
- Residential 5-9 Stories
- Residential 1-4 Stories
- Mixed-Residential
- Community facility
- Proposed Open Space
Recommendations:

- Change from “office institutional” to “5 to 9 story mixed-use” at SE of Atlanta Beltline @ Boulevard
- Change 1015 Boulevard to “Mixed-Use 10+” per rezoning
- Change from “1 to 4 story mixed use” to “mixed residential neighborhood” at NE Atlanta Beltline @ Boulevard

“Mixed-residential” neighborhood is intended for “missing middle” housing
**Recommendations**

- Change from “residential 1 to 4 stories” to “5 to 9 story residential” at SW corner of Atlanta Beltline @ United Ave (current industrial site).
- No other changes were recommended.

![Map with different land use categories]

- Mixed-use 10+ Stories
- Mixed-Use 5-9 Stories
- Residential 5-9 Stories
- Residential 1-4 Stories
- Mixed-Residential
- Single-Family
- Community facility
- Proposed Open Space
Recommendations:

- Change from “residential 1 to 4 stories” to “5 to 9 story residential” at SW corner of Atlanta Beltline @ United Ave (current industrial site)
- No other changes were recommended
Draft Recommendations

Revitalization Node: East United Avenue District Vision

• Mixed-use that re-uses and adds to existing buildings on Hamilton Ave
• Multi-family buildings (5-9 stories)
• Park space between the buildings connecting to the Atlanta BeltLine
• Mobility hub with scooters, bike share adjacent to United Ave

This graphic is illustrative only. It is intended to show one option for long-term development along the Atlanta BeltLine. All development must conform to zoning.
Recommendations
Implement the following parks:
• **Boulevard Crossing Park**
• Only public park improvements are identified
• Zoning will continue to require open space for private developments

*Note: The next meeting for Boulevard Crossing Park is August 13th @ the Atlanta Community Tool Bank*
Recommendations

- Identify new “proposed streets” that will provide connections or access to Atlanta BeltLine corridor
- Require additional streets with redevelopment
Recommendations

- Incorporate existing Atlanta Transportation Plan on-street bike facilities (some included in road reconstructions)
- Identify new bike facility along Englewood Ave
- Revise Greenway Trail Network & Street Framework network based on topography and developments since 2009
Recommendations

• Identify two alternative routes from Intrenchment Creek to the Atlanta BeltLine Corridor for consideration
  • Alternative A: East of Trestletree Village (recommended for removal)
  • Alternative B: Along United Ave
Recommendations

• Incorporate Atlanta Transportation Plan Road Reconstructions (i.e. “Road Diets”)  
  • Boulevard between McDonough Blvd and United Ave (SA-010)
  • Englewood Ave (SA-030)
  • Cherokee Ave between Memorial Dr and Mead St (SA-031)
• Incorporate proposed new City of Atlanta Complete Street on Boulevard
Recommendations
Implement the following:

- Pedestrian facilities included in road reconstructions:
  - Boulevard (SA-010)
  - Englewood Ave (SA-030)
  - Cherokee Ave (SA-031)

- Other pedestrian facilities:
  - Berne St
  - Ormewood Ave
  - United Ave
  - Atlanta Ave
  - Hill St
  - Edie Ave
  - McDonough Blvd

Note: Atlanta BeltLine, Inc. does not implement pedestrian facilities. Recommendations will be forwarded to the City of Atlanta.
Recommendations

Reconstruct intersections at:

- Boulevard @ I-20 eastbound ramps: Add turn lanes
- Boulevard @ United Ave: Modify to accommodate “Road Diet” plan along Boulevard
- Boulevard @ Ormewood Ave: Modify to accommodate “Road Diet” plan and install new traffic signal, if and when warranted based on a traffic study
- Boulevard @ Atlanta Ave: Modify to accommodate “Road Diet”
- Boulevard @ Englewood Ave: Modify to accommodate “Road Diet”
Draft Transportation Projects

• **Neighborhood mobility hubs**
  - Community information
  - Amenity spaces
  - Transit access
  - Atlanta BeltLine access
  - Bike sharing/repair stations
  - Scooters
  - Etc.

Top right: Courtesy Tom Griscom
Bottom right: Courtesy Wikipedia Common
Recommendations

• Install a MARTA bus stops at Southside Trail access points when it opens
  • Route 832
  • Route 49
  • Route 9

• Incorporate a Neighborhood Mobility Hub
Housing

**AFFORDABLE HOUSING**
- Create Affordable Units
- Preserve Affordable Units
- Enhance Community Stability

**ECONOMIC DEVELOPMENT**
- Promote Jobs (supply/training/enhancement/placement)
- Stimulate Business (growth/recruitment/retention)
- Support Entrepreneurship

**TRANSPORTATION ACCESS**
- Link Reasonable Origins and Destinations
- Amenity/Quality of Life Access
- Improve Community Connectivity
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>
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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 48%.

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. 

Click on image to open the 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
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>
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<th>Fiscal Years</th>
<th>Annual Unit Goal</th>
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<tbody>
<tr>
<td>FY2019 / FY2020</td>
<td>250 units annually</td>
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<tr>
<td>FY2012 – FY2025</td>
<td>320 units annually</td>
</tr>
<tr>
<td>FY2026 – FY2030</td>
<td>380 units annually</td>
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Next Steps

• Refine all recommendations based on feedback received tonight

• Study Group #4: Final Presentation
  • August 26, 2018 - Location TBD

• Plan Adoption: 4th Quarter 2019
Questions

Thank you!